

CRMA Publisher's Roundtable

Twenty-First Digital + Peak Inbound Marketings' Guide to SEO for Audience Development



MEET OUR TEAM:

MELISSA CHOWNING, Founder and CEO

Previously: *D Magazine*, *Portland Monthly*, *Seattle Met*

ASHLEY MULDER, COO and Sr. Strategist

Previously: *D Magazine*, *Hour Detroit*

CHELSEY SHOCKLEY, Audience Strategist

Previously: *Neuro-Insight*, *D Magazine*

NATALIE PASCHALL, Audience Strategist

Previously: Calise Partners

LAUREN FRAPPIER, Chief of Staff

Previously: University of Oklahoma, *D Magazine*



MEET OUR TEAM:

DON SECKLER, CEO & Chief Strategist

TOM IRWIN, Marketing Manager

ANNA HARRIS, Digital Marketing Analyst



SEO

(Search engine optimization)

(that thing I know I need. And *think* I understand. But not really.)

2,000,000,000,000

More than two trillion searches a year, billions daily

Google is use in over 90% of all searches (sorry, Bing)



Only 3-4% of your social followers are seeing your posts
Social traffic for publishers is down around 40%

Practicing good SEO is creating your site and your content in a way that is easy for search engines to read and understand. Although there are hundreds of factors in the Google algorithm, we're focusing on 4 key factors:

- Super-fast site speed
- Clean and clear URL structure
- Some simple page titling and tagging
- Content that people are searching for

Super-fast site speed

Two reasons:

1) Google likes it

if your site loads in 5 seconds, it is faster than approximately 25% of the web

if your site loads in 2.9 seconds, it is faster than approximately 75% of the web

if your site loads in 0.8 seconds, it is faster than approximately 94% of the web

TL;DR - You want to be around 2 seconds or less.

Source: SemRush

Super-fast site speed

Two reasons:

- 1) **Google likes it**
- 2) **Your consumer likes it**

1s to 3s increases the probability of a bounce by 32%

1s to 5s increases the probability of a bounce by 90%


1s to 6s increase the probability of a bounce by 106%

1s to 10s increases the probability of a bounce by 123%

[Site Speed Test](#)

Source: Google Research, 2017

Clean and clear URL structure:



WELL  GOOD

GOOD SWEAT GOOD LOOKS GOOD ADVICE GOOD FOOD GOOD TRAVEL GOOD HOME THE COUNCIL

HERE'S HOW TO GIVE YOUR AVOCADO TOAST A HALLOWEEN MAKEOVER

GOOD FOOD
by TEHRENE FIRMAN, OCTOBER 17, 2018

Share Tweet Pin It

<https://www.wellandgood.com/good-food/halloween-avocado-toast-recipe/>

content is



www.afar.com

www.afar.com/travel-guides

www.afar.com/travel-guides/spain/guide

www.afar.com/travel-guides/spain/guide/where-to/eat

What *do* you need in your URL?

- Structure (where am I?)
- Content description



What *don't* you need in your URL?

- Dates
- Issue months
- Years

Recycle!

- Top Doctors
- Restaurants
- Getaways
- Any recurring features
- URLs are like wine...





[All](#) [News](#) [Maps](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 5,150,000 results (0.54 seconds)

The Complete Revised Guide to Pike Place Market | Seattle Met

<https://www.seattlemet.com/features/the-complete-revised-guide-to-pike-place-market> ▼

The Complete Revised Guide to Pike Place Market. Haven't been in a while?
You visited this page on 10/17/18.

The Insider's Guide to Pike Place Market | Seattle Met

<https://www.seattlemet.com/features/guide-to-pike-place-market> ▼

85 farmers. 240 stalls, shops and restaurants. At least a dozen languages spoken. 10 million visitors per year. Welcome to **Pike Place**, destination for visito...

How to Do Pike Place in 30 Minutes or Less | Seattle Met

<https://www.seattlemet.com/articles/2018/.../how-to-do-pike-place-in-30-minutes-or-le...> ▼

Jun 19, 2018 - The Fish: **Pike Place** Fish's salmon-tossing show is crowded but unmissable. Let your guests elbow in close to dodge halibut whizzing past; you ...

The New Guide to Pike Place Market | July 2018 | Seattle Met

<https://www.seattlemet.com/issues/the-new-guide-to-pike-place-market> ▼

The Complete Revised Guide to **Pike Place** Market. Haven't been in a while? The market remains ever a **Seattle** fixture, and yet there's so much more to explore ...

14 Classic Restaurants at Pike Place Market | Seattle Met

<https://www.seattlemet.com/articles/2018/.../14-classic-restaurants-at-pike-place-marke...> ▼

14 Classic Restaurants at **Pike Place** Market. Matt's in the Market. Like its surroundings, this second-story hideaway has evolved over the years but remains the market's culinary epicenter—collegial by day, elegant by night, and fiercely beloved by locals. Cafe Campagne. Beecher's. Oriental Mart. Uli's. The Crumpet Shop. ...

Approved Guide to Pike Place Market | Seattle Met

19 Best Pike Place Market Restaurants to Eat at in 2018

<https://www.savorseattletours.com> › Blog ▼

Jan 8, 2018 - 19 Best **Pike Place Market Restaurants** to Eat at in 2018. A must try dish is the Chicken Fried Pork & Grits. Salmon Sinigang, Fried Salmon Collar & Rice. Follow the Pink Umbrella! Il Bistro is one of the most romantic restaurants in Pike Place Market. Try these Delicious sliders on the Gourmet Seattle Food Tour! ...

Where to Eat | Pike Place Market

<mobile.pikeplacemarket.org/where-to-eat> ▼

The Market has a feast of restaurants, from diners to fine dining establishments and everything in between. Indulge in favorite regional dishes like clam chowder, ...

[Restaurants](#) · [Bakery & Cafe](#) · [Take Out](#)

A Beginner's Guide to Pike Place Market - Eater Seattle

<https://seattle.eater.com/maps/pike-place-market-where-to-eat-seattle> ▼

Jun 13, 2017 - Where to eat at Seattle's most enduring icon. ... A joy for tourists and locals alike, **Pike Place Market** is a sprawling, confusing, vibrant collection ...

The 8 Best Things to Eat at Pike Place Market - TripSavvy

<https://www.tripsavvy.com> › ... › United States › Washington › Seattle › Restaurants ▼

Pike Place Market is more than a tourist attraction. It's a foodie paradise. Here are the 8 best things to eat at Seattle's biggest farmers market.

Pike Place Market's 50 Best Things to Eat & Drink - Thrillist

<https://www.thrillist.com/eat/seattle/pike-place-market-best-things-to-eat-drink> ▼

Sep 15, 2016 - We've done the hard work to bring you the 50 best things to eat and drink at the **Pike Place Market**.

10 Best Pike Place Market Restaurants (Seattle) - TripAdvisor

<https://www.tripadvisor.com> › United States › Washington (WA) › Seattle ▼

Pike Place Market Restaurants - Seattle, WA: See 19849 TripAdvisor traveler reviews of 19849 restaurants in Seattle Pike Place Market and search by cuisine, ...

10 Best Lunch Restaurants in Pike Place Market (Seattle) - TripAdvisor

<https://www.tripadvisor.com> › ... › Washington (WA) › Seattle › Seattle Restaurants ▼

Best Lunch Restaurants in **Pike Place Market** (Seattle): See 22769 TripAdvisor traveler reviews of

Some simple page titling and tagging

On-Page Elements

General Attributes

Link Metrics

Markup

Http Status

Tag/Location	Content	# of Characters
URL	https://www.wellandgood.com/good-food/halloween-avocado-toast-recipe/	69
Page Title	How to make Halloween avocado toast Well+Good	47
Meta Description	Want to put a festive spin on your breakfast? Here's how to make Halloween avocado toast, with a pumpkin hummus spread and mozzarella cheese.	141
Meta Keywords	Not found	--
H1	Here's how to give your avocado toast a Halloween makeover	58
...	...	--

10 Top Trails For Hiking and Biking in Dallas - D Magazine

<https://www.dmagazine.com/.../d.../10-top-trails-for-hiking-and-biking-in-dallas/> ▼

Dogwood Canyon. Located just south of the entrance to Cedar Hill State Park on FM 1382, this new, 270-acre preserve is already one of best **hikes** in the area. Dogwood Canyon was created when Kim and David Hurt, the founders of Wild Birds Unlimited, located this spot in the '90s.

Content People are Searching For:

- You know those older articles that are always among the top viewed content on your website?
 - Swimming Holes
 - Beaches
 - Coolest companies
 - Best places to live
 - Weekend getaways
 - Best restaurants
 - X type of restaurants (outdoor, waterfront, italian)

This fundamentally shifts the way you should think about content production.



Find your tent poles!



Your Tent Pole Content

- Find *your* pieces of content that:
 - Are highly searched
 - Are evergreen
 - You're ranking decently already
- Update them! (*this the first impression of your future subscriber*)
 - Content should be current and accurate
 - UX should be top-notch
 - Suggest other similar content
- Make them fast
- Ask for a second date (aka, email capture)

How to Find Your Tent Pole Content

- Using an SEO tool (like SEMRush) and identify all of your websites rankings and search volumes
- Pull out the pieces of content that are on page 1 or 2 that are searched more than 500x a month
- Use Google Analytics to see which ones are already bringing you traffic
- Tell your editors to update them/add to them

Baltimore

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	S
<input type="checkbox"/>	good restaurants in baltimore md	2 (2)	10	61.38	0.70	www.baltimoremag...timore	< 0.01	0.00	0.04	34,900,000		
<input type="checkbox"/>	best colorist baltimore	2 (2)	90	38.06	0.00	www.baltimoremag...timore	< 0.01	0.00	0.05	153,000		
<input type="checkbox"/>	baltimore magazine top doctors 2016	2 (2)	210	53.17	0.00	www.baltimoremag...ryland	0.02	0.00	0.12	-		
<input type="checkbox"/>	local ski resorts maryland	2 (2)	90	60.30	0.00	www.baltimoremag...esorts	< 0.01	0.00	0.00	1,550,000		
<input type="checkbox"/>	best crab in baltimore inner harbor	2 (2)	110	63.27	0.00	www.baltimoremag...timore	0.01	0.00	0.02	354,000		
<input type="checkbox"/>	bungee workout class baltimore	2 (2)	20	54.70	3.46	www.baltimoremag...n-2016	< 0.01	0.00	0.57	-		
<input type="checkbox"/>	fitness classes baltimore	2 (2)	20	44.97	2.60	www.baltimoremag...timore	< 0.01	0.00	0.42	8,080,000		
<input type="checkbox"/>	annapolis food	2 (2)	1,300	68.43	1.65	www.baltimoremag...s-eats	0.14	0.19	0.03	21,700,000		
<input type="checkbox"/>	top dentist in maryland	2 (2)	20	43.76	6.22	www.baltimoremag...s-2018	< 0.01	0.01	0.69	11,900,000		
<input type="checkbox"/>	are male or female crabs better	2 (2)	30	52.83	0.00	www.baltimoremag...basics	< 0.01	0.00	0.00	11,000,000		
<input type="checkbox"/>	pizza places in baltimore	2 (2)	210	47.81	0.00	www.baltimoremag...pizza	0.02	0.00	0.03	19,600,000		
<input type="checkbox"/>	best of baltimore 2017	2 (2)	480	60.49	0.76	www.baltimoremag...s-2017	0.05	0.03	0.01	184,000,000		
<input type="checkbox"/>	amy schumer college	2 (2)	320	82.20	0.00	www.baltimoremag...y-show	0.03	0.00	0.00	9,400,000		
<input type="checkbox"/>	hard shell crabs baltimore	2 (2)	30	58.81	0.00	www.baltimoremag...timore	< 0.01	0.00	0.43	249,000		
<input type="checkbox"/>	hair salons in baltimore county	2 (2)	30	47.16	1.46	www.baltimoremag...e-2013	< 0.01	0.00	0.10	7,420,000		
<input type="checkbox"/>	padonia station restaurant	2 (2)	20	72.03	0.00	www.baltimoremag...monium	< 0.01	0.00	0.00	-		



annapolis food



All

Maps

Images

News

Shopping

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Settings

Tools

About 22,800,000 results (0.72 seconds)

Our first Annapolis restaurant guide gives the highs (and some lows) of what the historic city has on its plate.

- Café Normandie. French/**Seafood**. ...
- Carrol's Creek Waterfront Restaurant. American/**Seafood**. ...
- The Chart House. Mostly **Seafood**. ...
- Galway Bay. Irish. ...
- Harry Browne's. ...
- Joss Café and **Sushi** Bar. ...
- Lemongrass. ...
- Lewnes' Steakhouse.

More items...

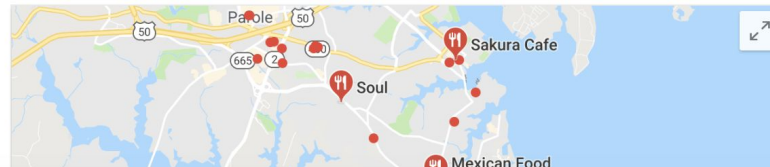


16 Annapolis Eats - Baltimore Magazine

<https://www.baltimoremagazine.com/2008/5/31/21-annapolis-eats>

About this result

Feedback



<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.
<input type="checkbox"/>	home gyms small spaces	1 (3)	260	67.03	2.10	www.baltimoremag...-space	0.10	0.18	1.00
<input type="checkbox"/>	best gyms in baltimore	3 (3)	260	51.31	2.38	www.baltimoremag...timore	0.01	0.03	0.29
<input type="checkbox"/>	gyms in baltimore	6 (4)	2,400	51.13	2.99	www.baltimoremag...timore	0.10	0.25	0.18
<input type="checkbox"/>	gyms in baltimore county	6 (14)	10	50.57	3.89	www.baltimoremag...timore	< 0.01	0.00	0.25
<input type="checkbox"/>	gyms in baltimore county	7	10	50.57	3.89	www.baltimoremag...s-2012	< 0.01	0.00	0.25
<input type="checkbox"/>	gyms in baltimore	7	2,400	51.13	2.99	www.baltimoremag...s-2012	0.08	0.20	0.18
<input type="checkbox"/>	gyms in baltimore city	7 (7)	170	49.29	4.17	www.baltimoremag...timore	< 0.01	0.01	0.14
<input type="checkbox"/>	gyms in baltimore md	7 (8)	390	50.49	3.05	www.baltimoremag...timore	0.01	0.03	0.19
<input type="checkbox"/>	cheap gyms in baltimore	8 (19)	10	57.06	3.79	www.baltimoremag...s-2012	< 0.01	0.00	0.66
<input type="checkbox"/>	24 hour gyms baltimore	9 (9)	20	54.43	2.55	www.baltimoremag...s-2012	< 0.01	0.00	0.48
<input type="checkbox"/>	cheap gyms in baltimore md	9 (14)	30	57.96	0.00	www.baltimoremag...s-2012	< 0.01	0.00	0.86



HEALTH & WELLNESS

Slim Gyms

Boutique studios combine fitness and community in Baltimore.

By Sydney Adamson, Olivia Amato, Lauren Bell, Mary Marek, Jess Mayhugh, and Gabriella

Souza - January 2017

Stretching with silk hammocks during an anti-gravity yoga class at Movement Lab. -Photography by David Colwell



Tag/Location	Content	# of Characters
URL	https://www.baltimoremagazine.com/2017/1/3/boutique-studios-combine-fitness-and-community-in-baltimore	102
Page Title	Baltimore's Best Boutique Fitness Studios	41
Meta Description	Specialty gyms offer a more personalized approach to exercise.	62
Meta Keywords	fitness, gyms, Exercise	23
H1	Slim Gyms • Slim Gyms	21
H2	Want to live your best life? •	30

HEALTH & WELLNESS

Top Gyms 2012

Into pilates? Rock climbing? Boxing? Free weights? Has Baltimore got a gym for you!

By Beth Arsenaault, Jess Blumberg, Ken Iglehart, John Lewis, Suzanne Loudermilk, Amy Mulvihill, and Evan Serpick. Edited by Max Weiss.

Photography by Bryan Burris. - [January 2012](#)



Yes, we know it's January—month of those dreaded resolutions—and no, we're not trying to guilt trip you. (Okay, maybe just a little.) But seriously, there's no excuse not to join a local gym at this point. You say you have no time? There are plenty of 24-hour gyms in the region. Afraid to be around the body-beautiful people? There are lots of gyms that cater to an older, more laid-back, or even out-of-shape clientele. Think you can't afford the fees? At least two of our featured gyms are \$10 a month. Basically, whatever your particular version of a perfect gym might be, it's out there. Here are 18 great places to start.













Bare Hills Racquet and Fitness Club

1420 Clarkview Rd., 410-823-2500

Washingtonian

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Results
<input type="checkbox"/>	dupont circle	7 (7)	18,100	78.59	1.71	www.washingtonia...ircle/	0.10	0.12	0.07	41,400,000
<input type="checkbox"/>	dupont circle restaurants	6 (6)	14,800	69.07	1.45	www.washingtonia...organ/	0.10	0.10	0.01	6,120,000
<input type="checkbox"/>	dupont circle hotel	50 (49)	14,800	80.63	2.91	www.washingtonia...on-dc/	< 0.01	0.00	0.27	6,610,000
<input type="checkbox"/>	hotel dupont	72 (72)	6,600	82.79	1.22	www.washingtonia...on-dc/	< 0.01	0.00	0.25	23,100,000
<input type="checkbox"/>	dupont underground	14	5,400	78.52	0.00	www.washingtonia...round/	< 0.01	0.00	0.00	7,340,000
<input type="checkbox"/>	dupont circle hotel washington dc	90 (64)	5,400	78.27	4.20	www.washingtonia...on-dc/	< 0.01	0.00	0.30	4,930,000
<input type="checkbox"/>	dupont circle bars	3 (3)	4,400	57.54	0.00	www.washingtonia...organ/	0.05	0.00	0.01	4,720,000
<input type="checkbox"/>	dupont bars	3 (3)	4,400	53.08	1.00	www.washingtonia...organ/	0.05	0.03	0.00	9,720,000
<input type="checkbox"/>	dupont restaurants	4 (3)	4,400	69.99	2.99	www.washingtonia...organ/	0.04	0.09	0.00	11,600,000
<input type="checkbox"/>	the dupont circle hotel	56 (50)	2,900	82.76	2.56	www.washingtonia...on-dc/	< 0.01	0.00	0.44	7,720,000
<input type="checkbox"/>	cafe dupont	16 (18)	2,400	81.72	0.69	www.washingtonia...ircle/	< 0.01	0.00	0.02	13,800,000
<input type="checkbox"/>	restaurants near dupont circle	5 (4)	2,400	72.75	0.75	www.washingtonia...organ/	0.01	0.00	0.03	18,200,000
<input type="checkbox"/>	dupont farmers market	24 (29)	2,400	65.57	0.00	www.washingtonia...rkets/	< 0.01	0.00	0.00	4,730,000
<input type="checkbox"/>	mission dupont	5 (9)	1,900	72.71	0.63	www.washingtonia...-menu/	< 0.01	0.00	0.00	24,400,000
<input type="checkbox"/>	hotels near	27 (28)	1,000	82.26	2.00	www.washingtonia...on-dc/	< 0.01	0.00	0.16	8,820,000

<https://www.washingtonian.com/2016/04/01/11-great-places-to-eat-around-dupont-circle-and-adams-morgan/>

Misc  Sous  Metro  Cento  SMI  Saga  HS  Bal  LP  Hour  DC  DE 

11 Great Places to Eat Around Dupont Circle and Adams Morgan

 TWEET

 SHARE



The Riggsby's sweet, tender scallops are an elevated twist on classic American fare. Photo by Scott Suchman

Best Restaurants in Dupont Circle | OpenTable

<https://www.opentable.com> › ... › Washington, D.C. Area › District of Columbia ▼

Dupont Circle Diners' Choice Winners. Quick View Al Tiramisu. **Italian** | Dupont Circle, District of Columbia. Quick View The Palm Washington DC. Quick View i Ricchi. Quick View Rosemary's Thyme **Bistro**. Quick View AGORA. Quick View Iron Gate. Quick View Pesce Restaurant. Quick View Ruth's Chris **Steak** House - DC - ...

Where to Eat and Drink in Dupont Circle - Eater DC

<https://dc.eater.com/maps/dupont-circle-restaurants-bars-dining-guide> ▼

Dec 7, 2017 - Note: Restaurants on this map are listed geographically. The Riggsby. Copy Link. 1731 New Hampshire Ave NW. Zorba's **Cafe**. Copy Link. 1612 20th St NW. Hank's Oyster **Bar** (Multiple locations) Copy Link. 1624 Q St NW. Duke's Grocery. Copy Link. Little Serow. Copy Link. Komi. Copy Link. Sushi Taro. Copy Link. Nazca Mochica. ...

The Best Restaurants in Dupont Circle | Washington.org

<https://washington.org/places-to-eat/dupont-circle-washington-dc> ▼

Dupont Circle Dining Map. Sushi Taro1503 17th Street NW Washington, DC 20036. Komi1509 17th Street NW Washingtno, DC 20036. Little Serow1511 17th Street NW Washington, DC 20036. The Riggsby1731 New Hampshire Avenue NW Washington, DC 20009. Plume1200 16th Street NW Washington, DC 20036.

The 10 Best Restaurants Near The Dupont Circle - TripAdvisor

<https://www.tripadvisor.com> › ... › Washington DC › Washington DC Restaurants ▼

Restaurants near The Dupont Circle, Washington DC on TripAdvisor. Find traveler reviews and candid photos of dining near The Dupont Circle in Washington ...

The Best 10 Restaurants near Dupont Circle, Washington, DC - Last ...

<https://www.veho.com> › Washington, DC › Dupont Circle › Restaurants ▼

Tag/Location	Content	# of Character
URL	https://www.washingtonian.com/2016/04/01/11-great-places-to-eat-around-dupont-circle-and-adams-morgan/	102
Page Title	11 Great Places to Eat Around Dupont Circle and Adams Morgan Washingtonian	76
Meta Description	Beefsteak José Andrés wants you to eat your vegetables at his first fast-casual concept (there's also a location in Foggy Bottom). Diners can opt for	149
Meta Keywords	Not found	--
H1	11 Great Places to Eat Around Dupont Circle and Adams Morgan	60
...

<https://www.washingtonian.com/2016/06/15/great-places-to-drink-dupont-circle-adams-morgan/>
<https://www.washingtonian.com/2016/04/18/8-great-outdoor-patio-lunch-restaurants-around-dupont-circle/>
<https://www.washingtonian.com/2015/02/20/how-to-spend-a-day-in-dupont-circle/>

Combine Similar Content That's Not Ranking







- Study showed average length of content on page one of Google 1,890 words*
- Use layout and design to increase scannability
- Properly redirect old URLs to new longer content

*<https://backlinko.com/search-engine-ranking>

Case Studies

Phillymag.com and Downeast.com

Case Study: Things to Do in Philly

/ticket/2018/03/23/37-things-to-do-this-weekend-2/ 	1,496
/ticket/2018/01/26/47-things-to-do-this-weekend-2/ 	1,061
/ticket/2018/02/09/19-things-to-do-this-weekend/ 	1,017
/ticket/2018/09/08/beacon-new-york-things-to-do/ 	974
/ticket/2018/09/08/rhinebeck-new-york-things-to-do/ 	939
/ticket/2018/01/19/32-things-to-do-this-weekend/ 	933

Case Study: Things to Do in Philly

</ticket/things-to-do-weekend-philadelphia/>



32,170

- “Things to do” traffic was up 83% in Q3 over Q2
- “Things to do” traffic was up 961% over Q3 2017

Case Study: Things to Do in Maine

[/30-things-august/](#)



[/things-to-do-in-maine/photo/](#)



[/30-things-june/](#)



[/march-2016-things-to-do/](#)



[/things-carry/](#)



[/31-things-july/](#)



Case Study: Things to Do in Maine

<https://downeast.com/things-to-do-in-maine/>



- Search traffic up 33% in (Q2/Q3 2017 vs. Q2/Q3 2018)
- “Things to Do” content page views up 360%

Lessons and Takeaways

- Don't publish online like a print publisher
- Your reader comes first
- Identify your tent poles and turn them into quality entry pages
- You don't need *more* content. You need content published to be
- Make content decisions based on *data*

Lessons and Takeaways

- Content discoverability is a key component to audience development
- If you haven't already embraced SEO as a part of your audience development strategy, start now.

THANK YOU!