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AT CONNECTIVE3

HOW TO COME UP WITH **SEO CONTENT** **IDEAS THAT WORK**

 @hannahrbrady



content
writers

marketing
team

please don't
make me do
another roadmap

pr execs

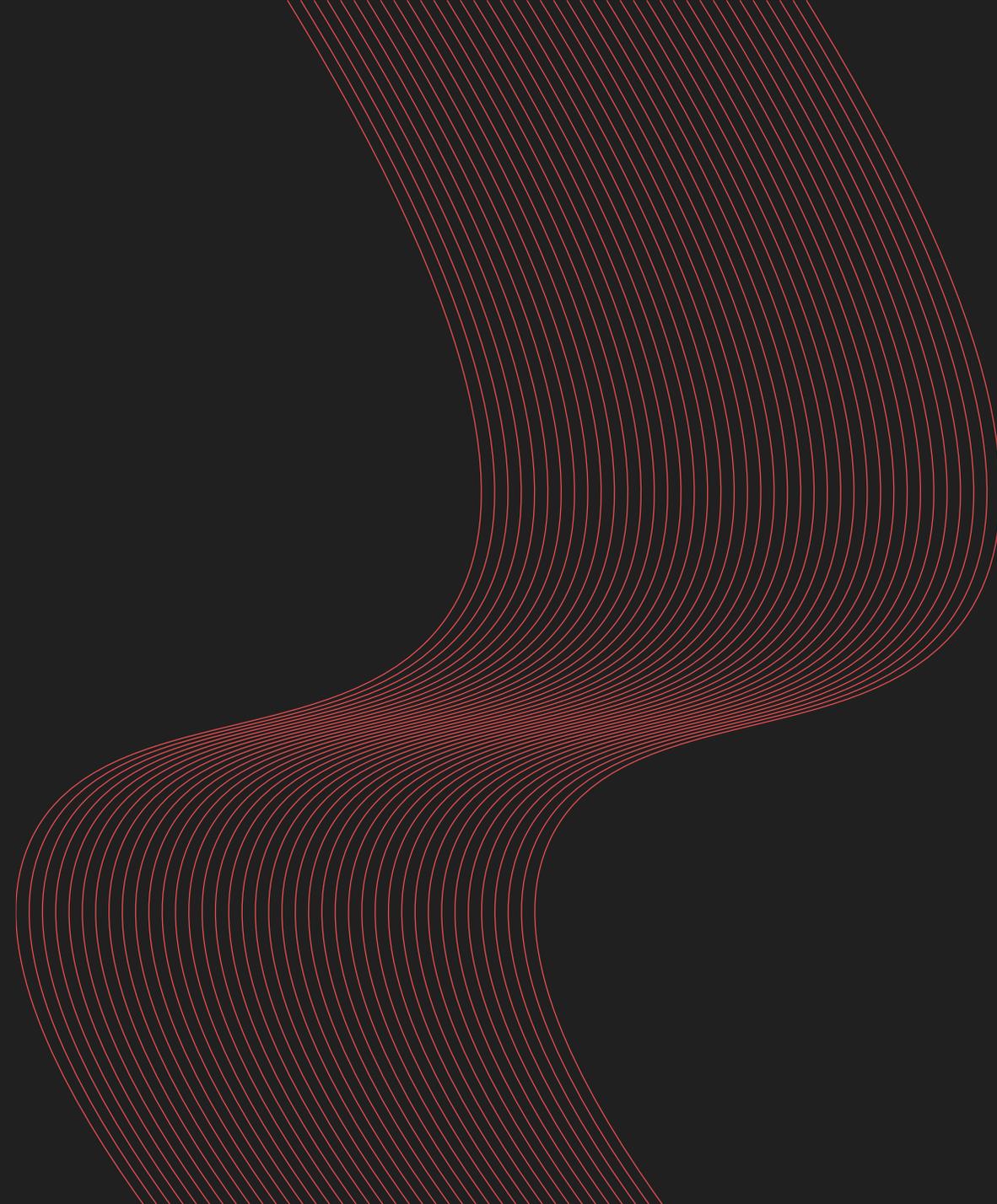
social
team

THIS IS THE CONTENTS SLIDE NO ONE READS

SO LET'S GET TO IT

- 1 TAKE IT BACK TO BASICS**
- 2 USE YOUR TEAM**
- 3 USE YOUR CLIENT**
- 4 USE THE COMPETITION**
- 5 SAY NO TO SEO... SOMETIMES**

STORY
TIME!!



very corporate
client in a difficult
and emotive field



strict compliance
and legal teams



marketing team
new to both
digital and content



lack of buy in
from the business



STORY TIME



**HERE'S HOW WE
CHANGED THAT.**



ONE:
TAKE IT BACK
TO BASICS

TAKE IT BACK TO BASICS

Before you start ideation, look at your customer journey. Honestly, it's pretty simple, but it's still powerful, and it's **really easy to forget it.**

Some questions to ask yourself:

- If I was a first-time user of this site, what would I genuinely want to know?
 - Have we covered all of the end uses of this service/product?
- What kind of user are we talking to? What kind of thing would they like to read?

PLEASE LAUGH AT MY PUNS I NEED THE VALIDATION

ADD A LITTLE SEASONING

Another 'basic' for content ideation? **Seasonal content.** It's where a ton of roadmaps start, and for good reason.

Here's how we do it:

- Make sure you've got your content going live well before the seasonal peak picks up, so you're giving it a solid chance to rank.
- If you're not seeing the traction you want, assign time to do some gentle optimisation if it's really not picking up.
- Seasonal content might have peaks and troughs rather than year-round visibility, but one solid article that ranks high year after year can be a powerful performer.



SEASONAL PEAKS

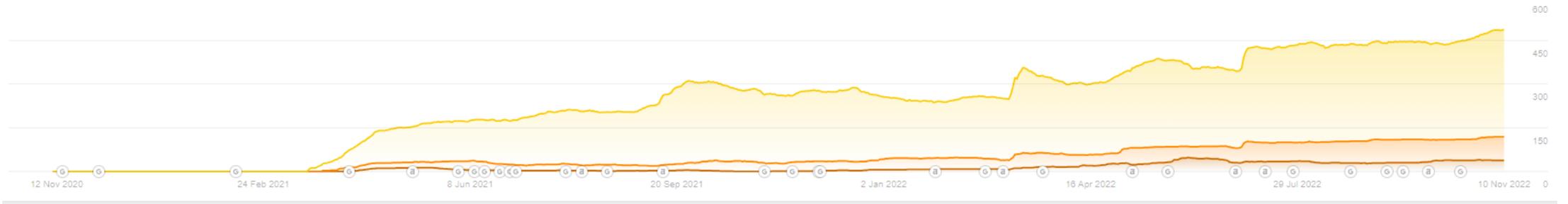
Performance

Referring domains URL Rating Organic traffic Organic traffic value Organic pages Paid traffic Paid traffic cost



Organic keywords by top position

1-3 4-10 11+



STEADY KEYWORD GROWTH ACROSS THE YEAR

SOME STARTERS FOR 10



USE THE C3 CONTENT CALENDAR

We got sick of having to Google 'national days' and 'what's on in November' so we made our own all-in content calendar.

Find it at connective3.com/content-calendar – it's a genuinely useful asset for PR, content, social, and more.



CONNECT YOUR ROADMAPS

Planning your content around the calendar means that your on-site copy is always relevant – which means it's great for organic social and proactive PR, too!

If any of your content is relevant for paid, you could even trial using it as a landing page for paid retargeting.



**TWO:
USE YOUR
TEAM.**

"IF I BRING SNACKS WILL YOU PLEASE COME TO MY CONTENT IDEATION SESSION?"

USE YOUR TEAM

When you're the only person responsible for content, it's easy to get stuck in the detail – you need fresh new ideas from someone outside the day-to-day churn.

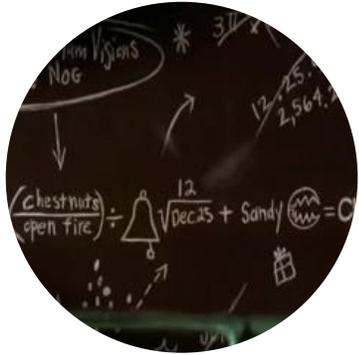
Diversity of thought is essential for coming up with great ideas – and always remember, **great ideas can come from anywhere.**

And this is where group content ideation sessions come in!

Are you a freelancer, or the only person in the marketing team? That's fine – ask your colleagues or even get your friends to bounce ideas around.



TEAM IDEATION TIPS



PREP YOUR MEETING

Give them a bit of a brief on what kind of content you're after – show them the website or other blogs you're looking at as inspiration.



START LIMITED, THEN OPEN IT UP

People often find it easier to come up with ideas if things are slightly more limited

For example, 'come up with content ideas about interior design' vs 'we need content ideas about living room décor ideas'



HAVE SOME PROMPTS READY

If things slow down, have a couple of prompts prepared to pick the ideation back up!

Ideation always has a natural lull so have some questions or wacky ideas ready to go.



CHECK IF YOUR IDEAS ARE SEO-FRIENDLY

Once you've got your ideas, plug them into your favourite keyword research tool and see if they've got SEO potential



**THREE:
USE YOUR
CLIENT.**

ALEXA PLAY 'WE'RE ALL IN THIS TOGETHER' FROM
HIGH SCHOOL MUSICAL

USE YOUR CLIENT OR THE WIDER BUSINESS

Do your ideation session with your client or from people elsewhere in the business! Doing content ideas with people from the business you're writing for:

- Helps to upskill everyone
- Cuts down on back-and-forth endless email tennis
- Helps you to find really, *really* relevant ideas for the brand

Some suggestions of people you might want to get ideas from:

- Customer service
- Buyers
- In-store teams
- Marketing team
- Product team



CLIENT IDEATION TIPS



CONTACT CUSTOMER SERVICES

The customer services team know your brand and your service AND your customers inside and out.

They know common customer queries, and they know the kind of language that customers are using.



GET IDEAS FROM THE WIDER BUSINESS FIRST

If you've got plenty of people who might have helpful insights, send a brief to different teams and get ideas.

But when it comes to the final ideation, make sure you don't have too many voices in the room, or your



DO YOUR KEYWORD RESEARCH LIVE

This depends entirely on your client/team, but if you feel comfortable doing keyword research live, they can tell you if a topic is truly relevant then and there, and you can show them if there's relevant search volume for it.



FOUR:
USE THE
COMPETITION

IT'S NOT SNEAKY IT'S SMART

USE THE COMPETITION

Got a key SERP you **really** want to rank on?

Let Google do some of the hard work for you.

Check the SERP and use your favourite search tool to find the keyword clusters that the top results are ranking for.

They might not even be intentionally targeting some of those keywords – but you certainly can.

Plus, if a site is sitting at the top of page 1, (and it's been there for a while) that tells you Google has tested it as genuinely helpful content for users.

And that, in turn, can help inform how you structure and write your content – or flag where you should go for original content if you're unlikely to rank on a really competitive SERP.



COMPETITOR ANALYSIS TIPS



CHECK THE SEARCH INTENT

Even a keyword that seems like it **should** be tailored to blogs and guides might actually be more transactional – check the SERP, every time.



ANALYSE THE TOP 3-5 RESULTS IN DEPTH

Analyse the top content, looking at:

Keyword clusters

Structure

Supporting content

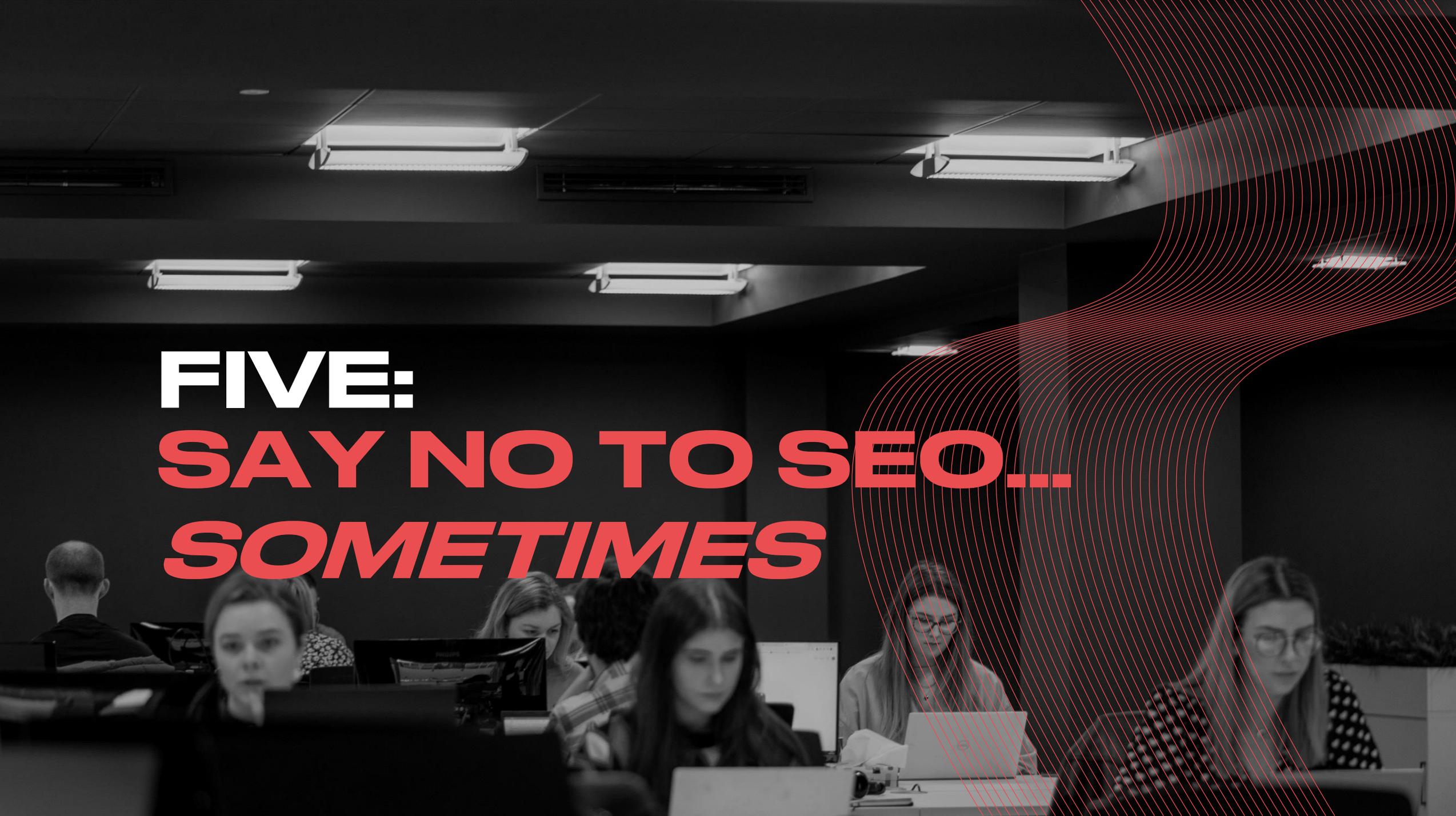


DON'T BE AFRAID TO TRY A TOUGH SERP

Found a topic that seems suuuuper relevant to your brand? Got the expertise and authority to talk about it? Sometimes for niche sites you might be the first site to talk about something – and that's okay.



100% personal recommendation I promise
they're not paying me to say this



FIVE:
SAY NO TO SEO...
SOMETIMES

C3 PLEASE DON'T FIRE ME
I PROMISE I LOVE SEO

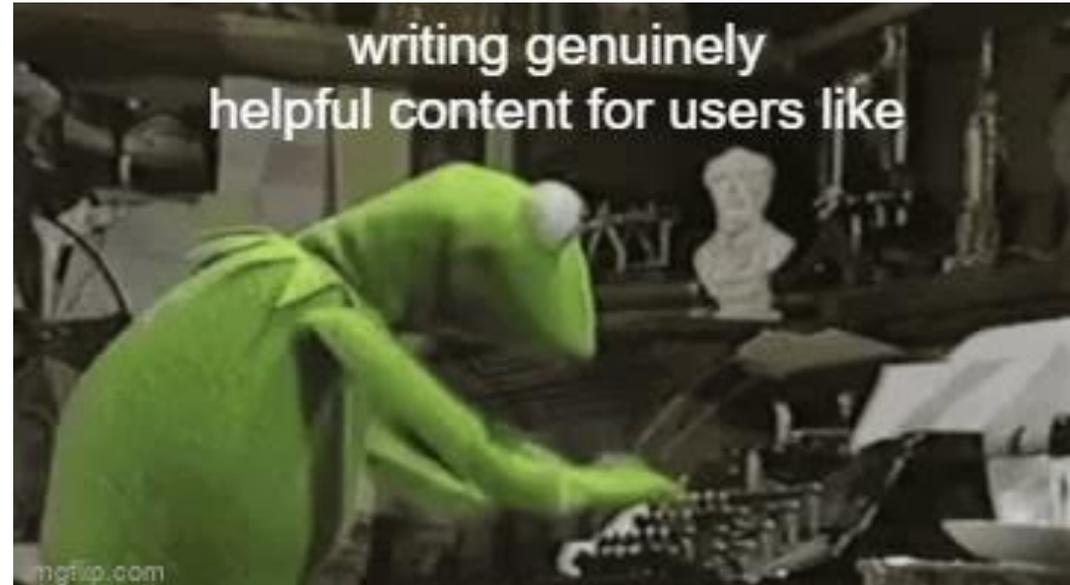
WRITE FOR PEOPLE, NOT SERPS

Remember some content ideas aren't going to have a ton of search volume or keywords with thousands of people searching every month – and that's okay!

Sometimes choosing content that has low (or even *no*) search volume can be the right choice, if it's right for your website.

If a reader loves the content, values it, and spends time reading it, then that's all lovely shiny signals for Google that the content is valuable.

Don't lose sight of SEO principles for the majority of your content – but don't be afraid to write about a great idea if it's what's right for the user.



THANK YOU FOR LISTENING,
SORRY FOR ALL THE GIFS



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