



# Some of our Content Marketing and SEO Learnings in 2017



# #1 Content must have context



Understand buyer's needs at every stage of the buying cycle and offer content for each stage.

Tailor content for your target audiences by giving importance to context.

# #2 LSI Keywords in content help users find you better



LSI KEYWORDS are related keywords or synonyms to be included in your content.

People search with your specific keyword or with their synonyms.

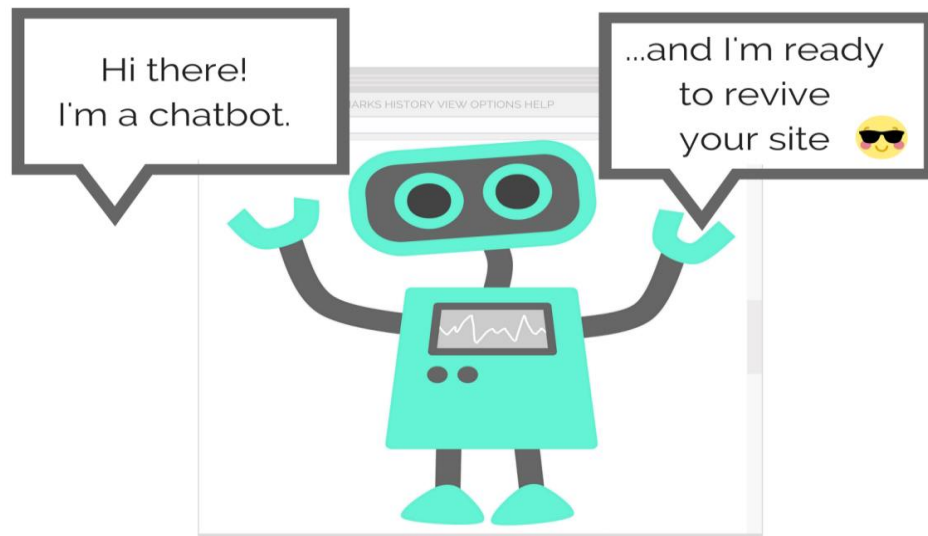
# #3 Having FAQs on websites gives better results



People search with questions mostly while using voice search. And increasingly, in text search as well.

Websites with FAQs that match these search questions, do well in results.

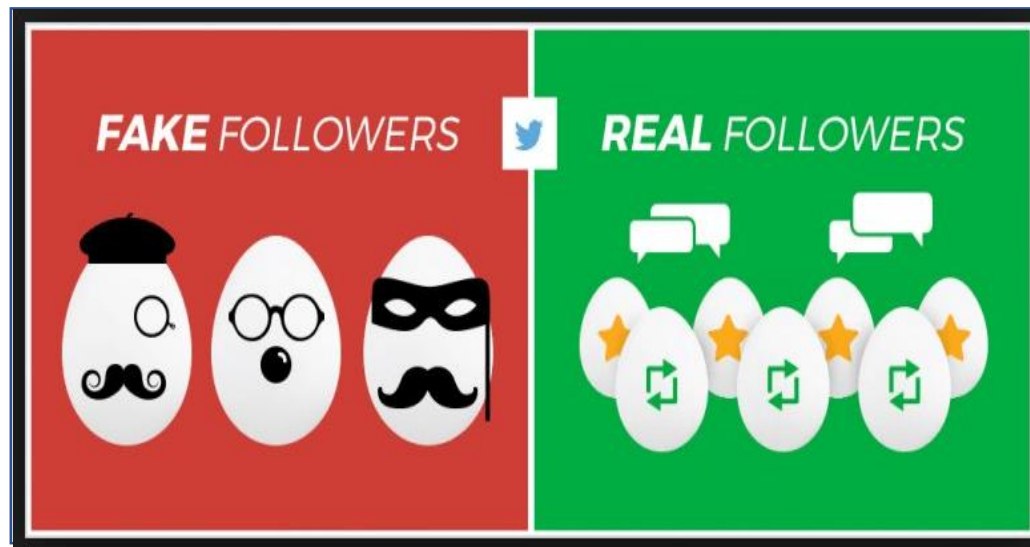
# #4 Chatbots increase leads from websites



Chatbots or conversational agents – whether offline or live - gather prospect information effectively.

Users prefer them to web forms.

# #5 Targeted followers on Social Media improves engagement



Real and targeted followers are the ones who read, like, comment and share, and could convert to leads.

Fake followers just add to numbers, never engagement or leads.

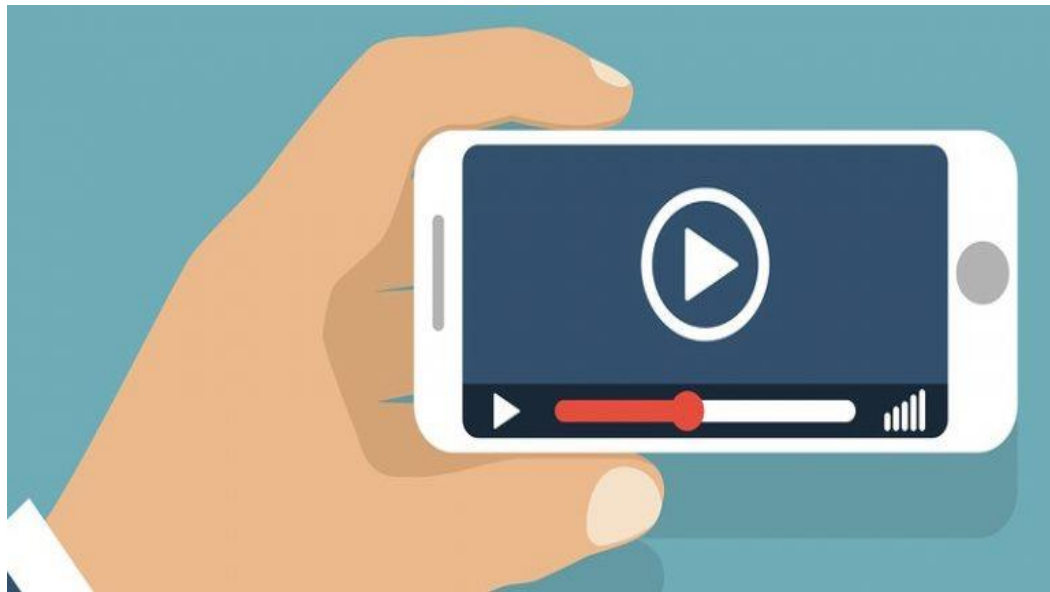
# #6 Only paid promotions on FB can give you the reach



Facebook shows your organic posts to only 10% of your followers. Reach is limited.

Using paid promotions gives you the reach and builds awareness about your brand.

# #7 The ideal length for business videos is 30 to 90 seconds



Video length matters!

Deliver your video message within 90 seconds to ensure viewing and engagement!



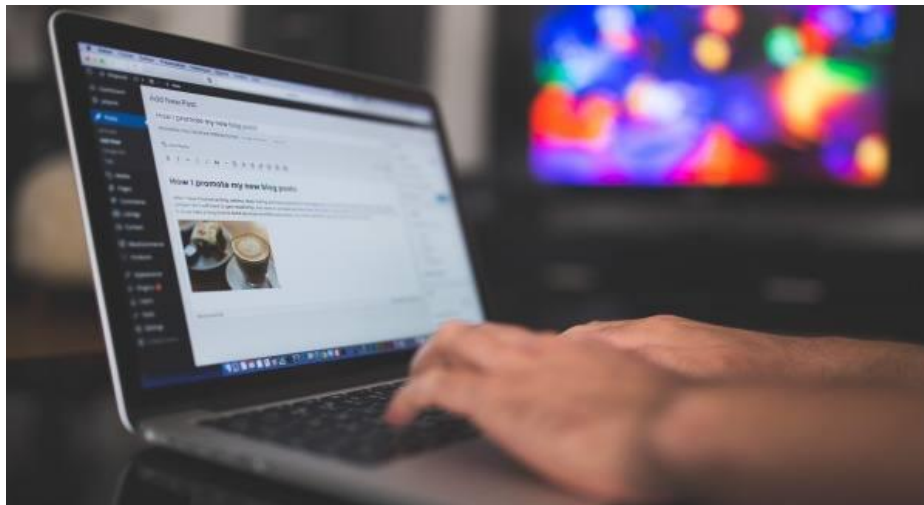
# #8 CTA can be improved by personalizing emails



Tailor subject line and emails according to the needs and preferences of your customers.

Personalised subject lines get 26% higher open rates.

# #9 Blogs with images engage more



Blogs with relevant and attractive images generates more reads/views.

Images quickly explain context, graphics can help explain a concept, and overall, images help break the monotony of reading as well.

# Thank you



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