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Creating “Digital Curb Appeal”: People, Personas & Intent

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SEO Manager – Cabela’s

The leading industry event by digital marketers for digital marketers

What's In My Nature



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- Jesse.Farley@cabelas.com
- @303boarder

- Digital Marketing since 2000
- Specializing in SEO
- Previous Companies include:
T.Rowe Price, Chase Paymentech,
Web.com.
- Avid Hunter and Angler
- Currently 3rd in the world for Mahi Mahi

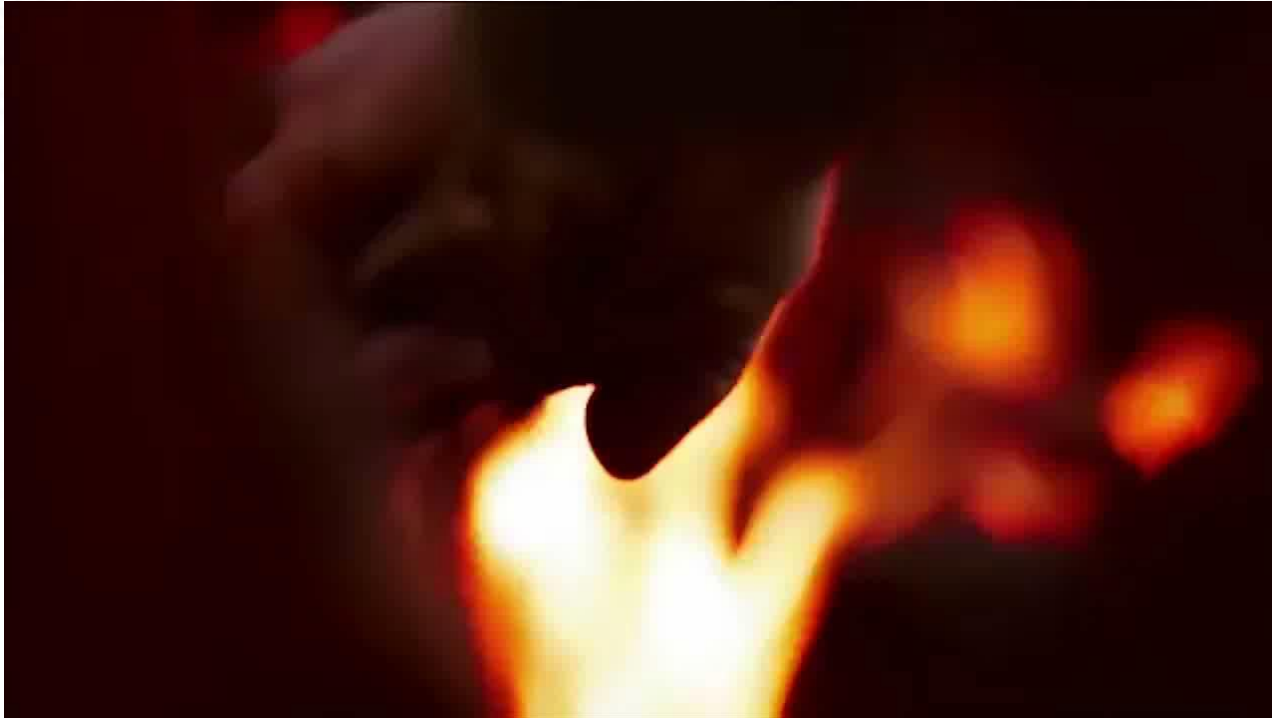
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About Cabela's



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“Digital Curb Appeal”

Real Estate & Owned Media

- Know who your targeting - **Personas**
- **Require a Plan**
- **Trends** give you insights
- **Positioning is Key** – Location, Location, Location
- It must have “**Curb Appeal**”
- Should cover questions across all Stages of the Sales cycle – **Top to Bottom of Funnel**
- It all comes down to **Results!**

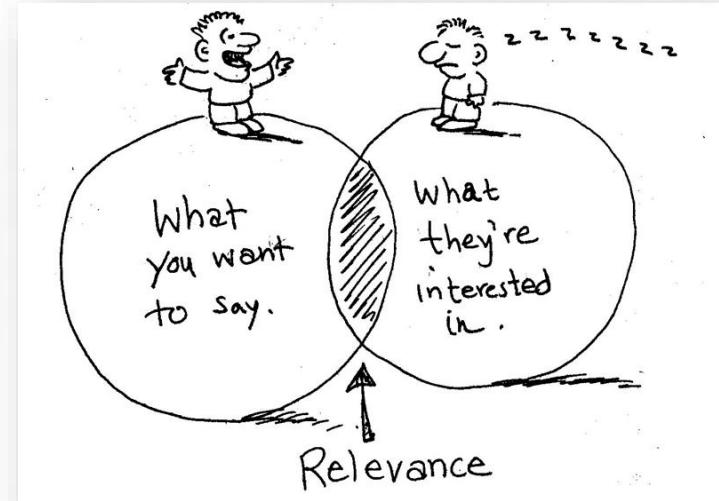


Understanding.....

Content Marketing is based on what users want, not necessarily what you want to tell them. **Finding the balance** between what the users want and what you want to tell them is critical.

Don't let persona development overwhelm you with socio-economic background, education, mother maiden name, blood type, etc.....

Simplify..... Use your analytics & data to get a customer profile: where do they consume content, how much content they consume, What type of content are they consuming, pain points they might have based on content viewed, etc....



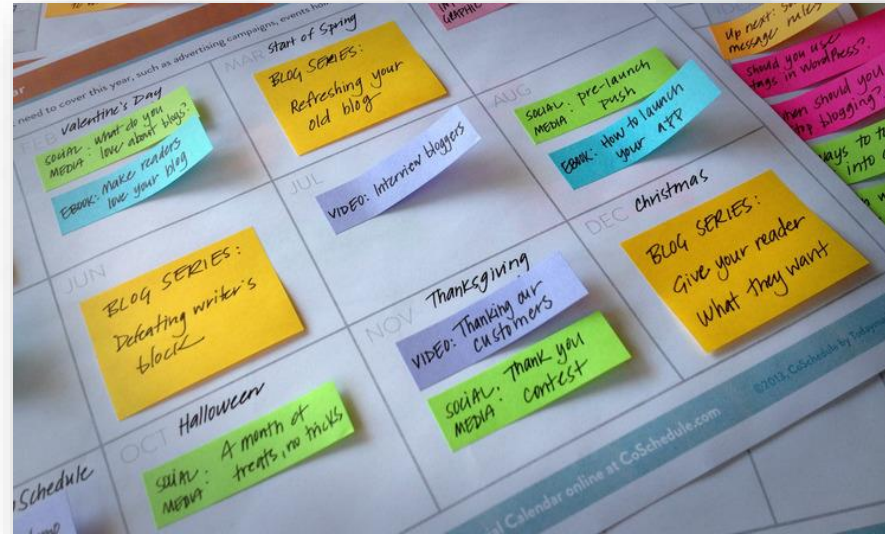
Planning.....

Do's

- Create a plan that speaks to who you want to target
- Plan based on business objectives
- Don't forget the seasonality of your business
- Keep an eye on what's "Trending"
- Plan for traffic as a primary goal
- Don't forget search volume

Don'ts

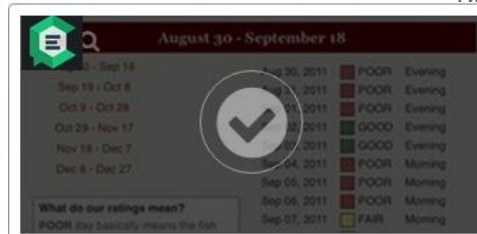
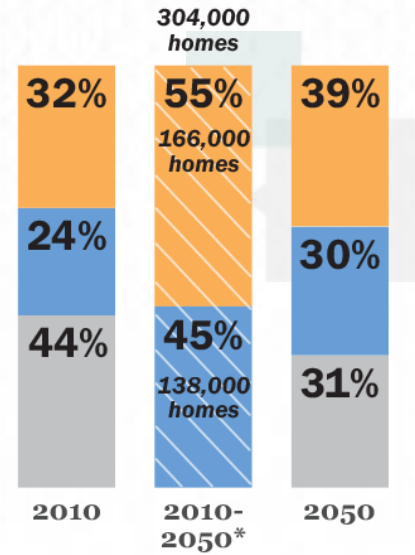
- Don't plan based on the hopes that something will go "VIRAL"
- Don't think too far ahead, things change quickly
- Don't overthink it
- DON'T forget it's not for you, it's for your audience



What's Hot.....

Keeping an eye on what is trending as it relates to your calendar, your business, competitors, seasons, etc.... Can be an easy way to get some solid wins in the content space.

You can use all types of tools to assist you in your journey to find some hot topics that relate to your business.



Fishing Calendar from the Farmers' Almanac

farmersalmanac.com

Our fishing calendar offers the best time of day to fish, but are subject to change by local conditions such as high winds, storms, or cold. These forecasts...

Aug 17, 2015

123
85
11.4K
0
in 11
33.1K

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Google deer hunting tips

Web Videos Shopping News Images More Search tools

About 3,100,000 results (0.28 seconds)

Deer Hunting Tips - boone-crockett.org
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 Expert **Advice** From Top **Hunters** Your purchase supports wildlife!

Deer Hunting Tips, Videos & Strategies - Deer Nation ...
www.cabelas.com/category/Deer-Nation/109817280.uts
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 Take your biggest buck ever using the latest whitetail **hunting tips**, including expert advice on the best **deer** rifles, days to **hunt** whitetail and tree stand setups.

OL's 40 Best Deer Tips | Outdoor Life
www.outdoorlife.com/photos/./hunting/./deer/rut/./ols-40-best-deer-ti...
 We've put together the 40 best **tips** from recent issues to help you kill the biggest ... Unless you **hunt** agricultural areas where **deer** are used to noise, park at least ...

62 Deer Hunting Tips For A Successful Season
hunting.outdoorzy.com/62-deer-hunting-tips-for-a-successful-season/
 Sep 12, 2011 - Following these **deer hunting tips** can certainly help you to have a more successful hunting season.

Deer Hunting Tips - How to bring in the big one - YouTube
www.youtube.com/watch?v=KhPUaQ0uJwA
 Sep 16, 2012 - Uploaded by CopingWithTheTimes
 A few things I do to attract **deer** to the areas I want them. Whether you **hunt** for sport or to fill your freezers ...

Go ooooooogole >
 1 2 3 4 5 6 7 8 9 10 Next

The SERP.....

OWNING the SERP is what SEO's across the globe have been trying to do for decades.

Collaboration between some of your digital marketing channels is what can take you from just a few positions to "Owning"

Content is more than just words..... Use as much as you can:

- Video
- Editorial
- Images
- Etc.....



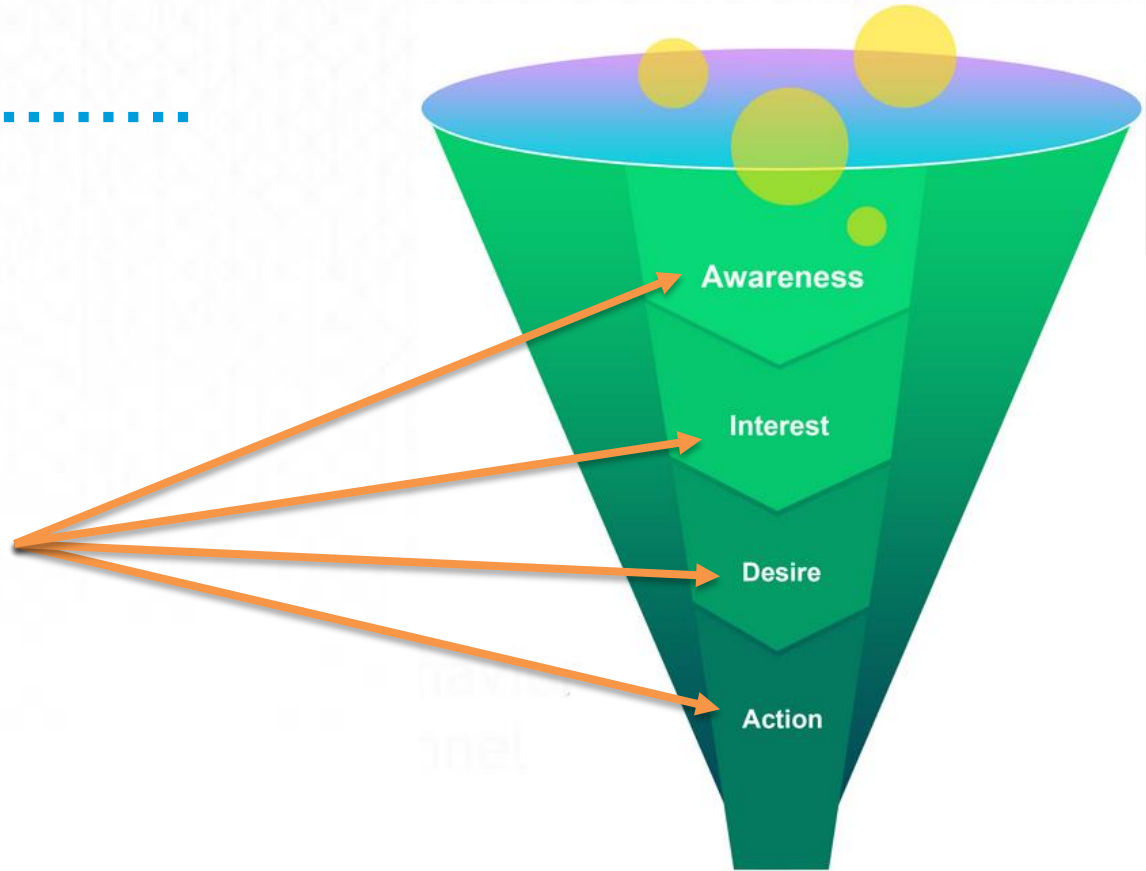
The Right Content.....



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The Right Time.....

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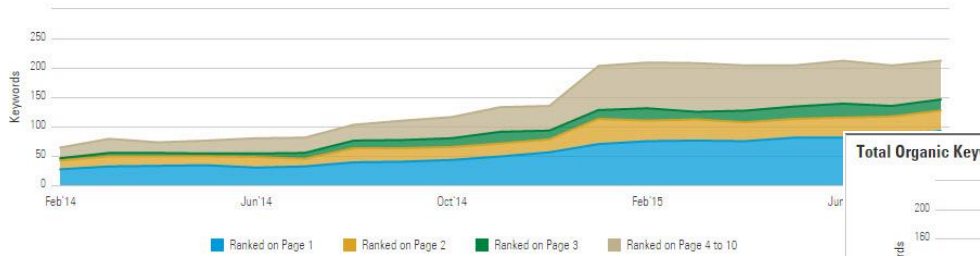
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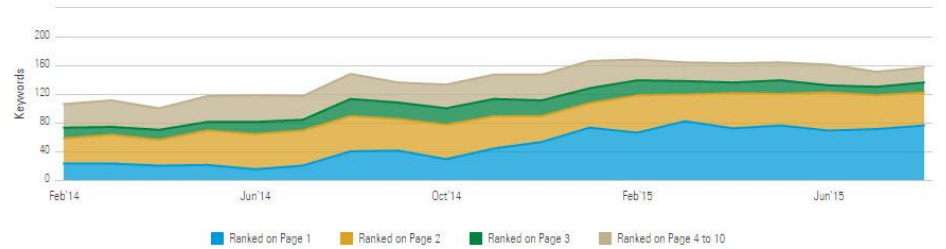
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The Data Never Lies.....

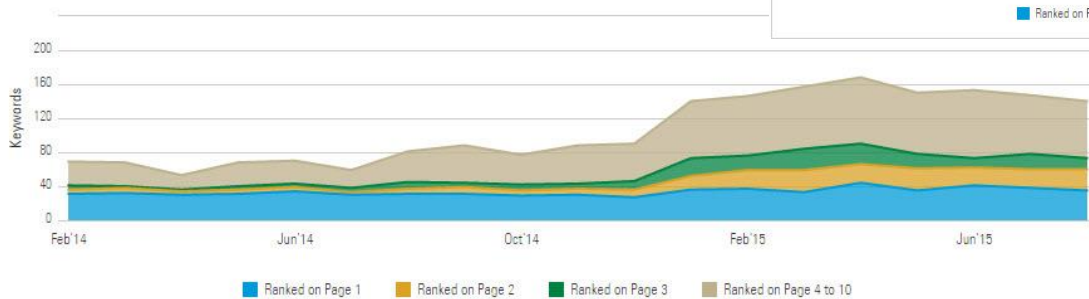
Total Organic Keywords



Total Organic Keywords



Total Organic Keywords



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Practical Takeaways

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