

WPROMOTE

Share

15



powered by BRIGHTEDGE

How To Create Genuinely Engaging Content That Humans (And Google) Will Love

PREPARED BY:

Michael Mothner

Founder & CEO

The leading industry event by digital marketers for digital marketers

About Wpromote

Customer Experience



Awards & Accolades



@brightedge #share15

Share



Problem

We all know we are supposed to create great content, we are supposed to garner only organic links from that content, but it is easier said than done.

In this session we will explore the content methodology, strategy, execution and promotion that is the lifeblood of great SEO.

Key Points

We will use our client, Zenni Optical, as a case study to demonstrate what techniques have worked and creative ideas that have been tested.

- 1 What content tactics are working, what to avoid, and what is the next big thing
- 2 Why it is important to deliver content that caters to different audience personas
- 3 How to leverage BrightEdge technology to gain insights on our audience

What Worked For Zenni Optical

Overview

Since 2011, as the digital agency of record for Zenni, we have grown revenue over 500% to their position as #1 optical retailer online. We've been able to accomplish this by focusing on these key points of their strategy.



Content Marketing



Off-Site Link Building



On-Site SEO Consulting



Paid Search



Social Media



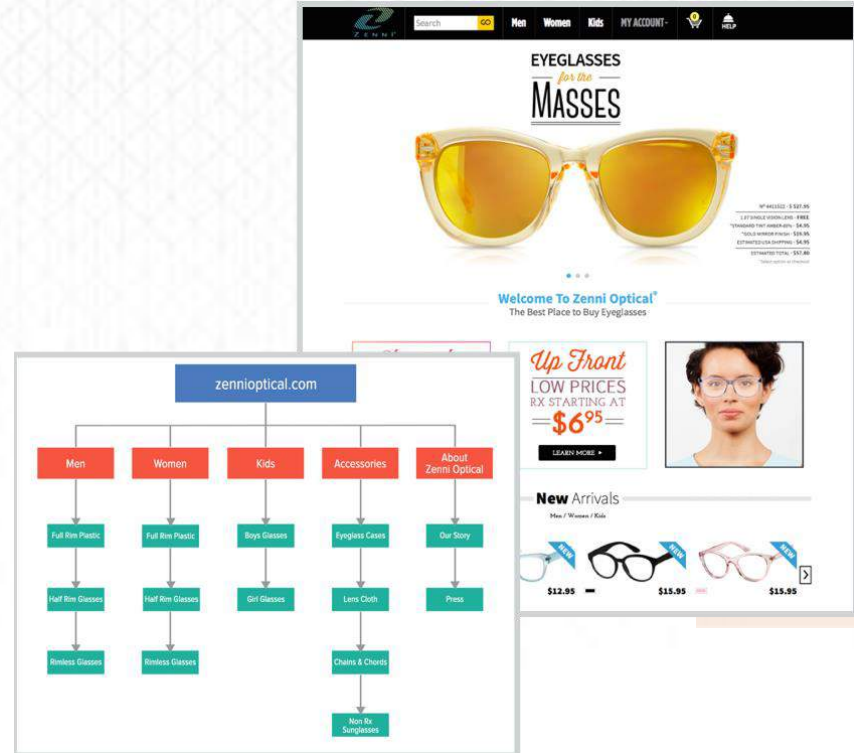
Email Marketing

What Worked For Zenni Optical

Optimizing The Basics

Zenni Optical re-mapped which keywords were being targeted for all of the main pages on the site.

Zenni made sure to optimize all of the critical elements on the page for those terms (i.e. title tag, meta description, copy, etc.). Simultaneously, Zenni started implementing internal linking throughout the site.



What Worked For Zenni Optical

Content Analysis

The **BrightEdge Content Analysis** tool can locate semantically related topics to include on the page to address content gaps, increase content relevance, and determine keyword priority for each page on the site.

WPROMOTE Powered by **BRIGHTEDGE**

Accounts: Zenni Optical **LOG OUT**

Dashboard Reports Recommendations Tasks Analysis Site Audit Campaigns Help Setup

All Pages > <http://www.zennioptical.com/classic-eyeglasses>

Page: <http://www.zennioptical.com/classic-eyeglasses>
▶ View 3 target keywords for this page

View All (4) Optimize My Page **Content Analysis** External & Internal Links Increase Social Engagement See Top 10 Ranking Pages

Content Gap Analysis ▶ Show Me

Semantically related topics to include on your page to address content gaps and increase content relevance. These topics are generated based on the primary keyword **eyeglasses** for this page. [Explore in DATA CUBE](#)

Keyword Search Search Filters Columns [Export to CSV](#)

Track	Keyword	Search Volume	Competition	Universal Listing
<input type="checkbox"/>	sunglasses	165,000	High	Images
<input type="checkbox"/>	contacts	135,000	High	
<input type="checkbox"/>	optometrist	135,000	Low	Quick Answers
<input type="checkbox"/>	eyeglasses	125,000	High	Image Videos

@brightedge #share15

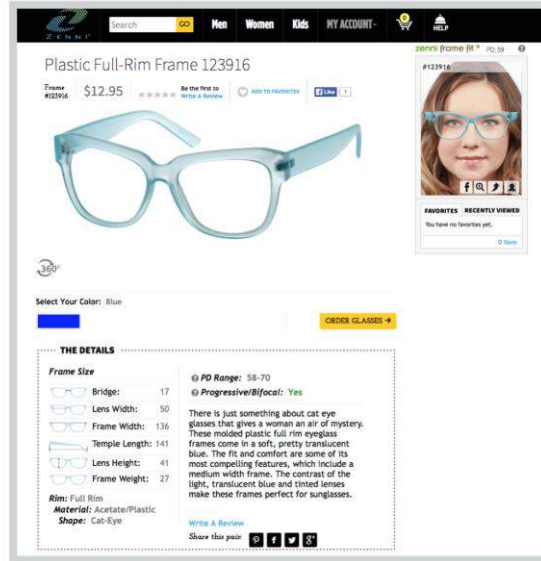
Share



What Worked For Zenni Optical

Content for Humans

The goal is to produce excellent **content that readers will love, find useful, and share...**Google will love it too!



Product Pages - Should Not Be
Generic Descriptions

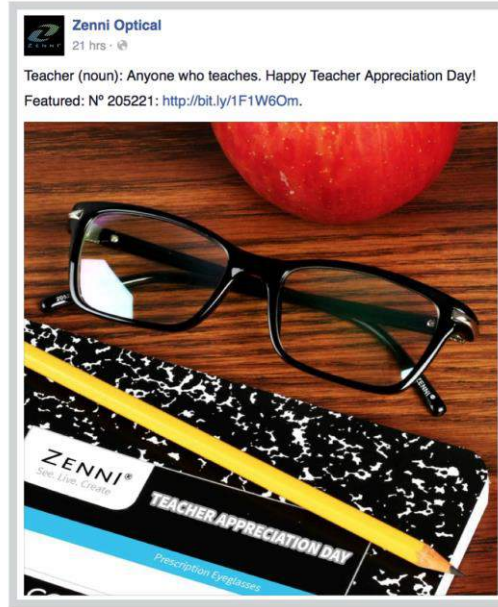
@brightedge #share15

Share



What Worked For Zenni Optical

Content for Humans



Social Post - Timely & Engaging Content

@brightedge #share15

Share



What Worked For Zenni Optical

Great Links From Engaging Content

The screenshot shows a news article on the ABC 15 Arizona website. The article is titled "Save money on prescription eyeglasses with ZenniOptical.com". It features a video player showing various styles of eyeglasses. The article text explains that ZenniOptical.com offers glasses at a fraction of the price of those sold at retail stores because they are bought directly from the factory. It also includes a "SMART SHOPPER" banner that says "ORDER PRESCRIPTION EYEGLASSES FOR \$7" and provides a phone number and a sign-up deadline. The article is categorized under "VIDEO BY KSNV" and includes social media sharing options. The website header shows the current temperature as 81 degrees and a traffic count of 7. There are also advertisements for "Desert Schools" and a "Recommended Videos" section on the right side of the page.

@brightedge #share15



What Worked For Zenni Optical

Great Links From Engaging Content

The screenshot shows a news article on the SFGATE website. The main headline is "New passes at glasses — fashion in a blink" by Meghan McCreell, updated 9:47 am on Monday, October 26, 2013. The article features a large image of a young girl with red hair and red glasses, smiling. Below the image is a quote: "Glasses ARE NEITHER WATER, NOR VAPOR, NOR HARMLESS". The article text discusses the history of eyewear, mentioning Kevin Hander's family business (Made Eyewear) and Steven Klier's business (Capital Eyewear). It highlights Zenni Optical as a major online purveyor of eyewear, selling 3,500 pairs a day. A sidebar on the right contains a "TRENDING NOW" section with two items, a "Mother's Day" promotion for "FREE SHIPPING" on orders over \$50, and a "YOU MIGHT ALSO LIKE" section featuring "Polaroid Prescription Frames" for \$27.99. A "SHOP NOW" button is visible in the sidebar.

@brightedge #share15

A large "Share" button with a white border and a grey background. To its right is a small image of two men, with the number "15" overlaid in a white circle. Further right is a red circular icon with a white "W" inside.

What Worked For Zenni Optical

Great Links From Engaging Content

The screenshot shows a web browser displaying a Washington Post article. At the top, there's a navigation bar with 'Sections', 'The Washington Post', a search bar, 'Sign In', and 'Subscribe'. Below this is a banner advertisement for 'FUNNY YOU NEVER HEAR OF RENTER'S REMORSE' with a 'RENT NOW' button. The article is categorized under 'Health & Science' and has the headline 'Eyeglasses can be expensive. Discounters and online merchants may be a good option'. It includes social media sharing icons for Facebook, Twitter, Google+, and Email, along with a plus sign for more options. The main image shows a hand holding a pair of black-rimmed glasses in front of a yellow background with a white card containing the letters 'E', 'T O Z', 'P D C', 'L P E D', 'P E C F D', and 'E D F C Z P'. Below the image is a caption '(iStock)'. The byline reads 'By Consumer Reports January 22'. The article text begins: 'The cost of a new pair of glasses can leave you seeing double. Fancy frames, special lenses and protective coatings can add \$500 or more, even with insurance. And though you can get cheaper pairs online or in discount stores, can you trust them to correct your vision and look good, too? Here's what you need to know:'. To the right of the article is an advertisement for Audible, featuring a woman relaxing in a chair with the text 'Stories that Surround You' and 'audible'. Below the advertisement is a 'Most Read National' section with three items: 1. 'Shawshank' prison escape ends 56 years later with cinematic stakeout; 2. Woman held hostage uses Pizza Hut order to call for help; 3. Sheryl Sandberg: 'unexpected hell' of husband's death is 'darkest and saddest' moment of my life.

@brightedge #share15

Share



What Worked For Zenni Optical

Infographics

Infographics are still a **very effective way to generate a diverse range of inbound links, promote your brand, and drive referral traffic**. But an infographic should not be used for SEO value and should only be created for sharing valuable and relevant information. Infographics should be at least one of the following:

- ③ Educational
- ③ Memorable
- ③ Humorous
- ③ Controversial
- ③ Newsworthy



Share



W

What Worked For Zenni Optical

Infographics

EYEBALLING
your
EYEGLASSES

A Guide to
Frame Measurements

So you've finally decided to take the leap and buy new glasses online rather than at your local optometrist's office. Wise choice. Your wallet will thank you. But how do you know if the glasses you order will fit if you can't try them on? Follow this guide to make sure your new specs fit you perfectly.

WHAT ARE THE FRAME DIMENSIONS?

- 1. THE FRAME WIDTH**
measures the entire horizontal front of the frame, from the furthest extended point on either side.
- 2. THE LENS HEIGHT**
is the vertical height of the lens.
- 3. THE TEMPLE ARMS**
connect to the front of the frame on either side and rest behind your ear.
- 4. THE LENS WIDTH**
is the horizontal diameter of one lens. Doctors may refer to this as "eye size," but they mean lens width.
- 5. THE BRIDGE**
is the part that goes across the bridge of your nose—hence the name.

@brightedge #share15

Share



What Worked For Zenni Optical

Infographics



@brightedge #share15

Share



What Worked For Zenni Optical

Real & Good Blog Posts

When you **create great content consistently**, people **will naturally cite, recommend, share, link, tweet, and send links to your post.**

When posting on your site we recommend that blog posts:

- ⌚ Include Post Author's Name & Date
- ⌚ Include Sharing Widgets
- ⌚ Have A Minimum of 350 words
- ⌚ Include engaging imagery

The screenshot shows a blog post from 'Through the Lens THE ZENNI BLOG'. The main title is 'MADE IN THE SHADE: 2015 SUNGLASSES TRENDS'. Below the title is a social sharing bar with icons for Twitter (2), Facebook, Google+, Pinterest (5), and Email. To the right is a sidebar titled 'ASK AN OPTICIAN' with a photo of a man in a white lab coat. Below the main text, there is a section titled '1. Mirror Lenses' with a paragraph of text and three images of women wearing sunglasses. At the bottom of the post, there are three comments from users Jason McIntyre, Leslie, and Britt19. The comments section includes a 'Join the discussion...' input field and 'Recommend' and 'Share' buttons.

@brightedge #share15

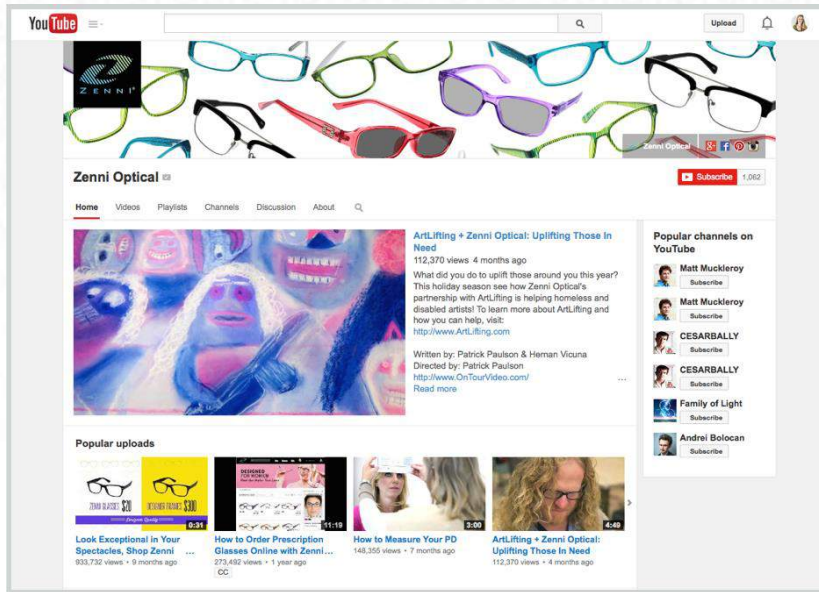
Share



What Worked For Zenni Optical

Video Content

Video content is extremely powerful when done right. The goal is to **develop videos that will go viral** and produce better results than any commercial would.



The screenshot shows the Zenni Optical YouTube channel page. At the top, there's a banner image of various colorful glasses. Below it, the channel name "Zenni Optical" is displayed with a "Subscribe" button showing 1,962 subscribers. The main video featured is "ArtLifting + Zenni Optical: Uplifting Those In Need" with 112,370 views, 4 months old. The video description mentions a partnership with ArtLifting to help homeless and disabled artists. The video is written by Patrick Paulson & Heman Youna and directed by Patrick Paulson. Below the main video, there are "Popular uploads" including "Look Exceptional in Your Spectacles, Shop Zenni" (933,732 views), "How to Order Prescription Glasses Online with Zenni..." (277,482 views), "How to Measure Your PD" (148,355 views), and "ArtLifting + Zenni Optical: Uplifting Those In Need" (112,370 views). A "Popular channels on YouTube" list includes Matt Muckleroy, CESARBALLY, Family of Light, and Andrei Bolocan.



The advertisement graphic is split into two vertical panels. The left panel has a white background with a grid of yellow glasses. A pair of black glasses is highlighted in the center, with the text "ZENNI GLASSES \$20" below it. The right panel has a yellow background with a grid of yellow glasses. A pair of black glasses is highlighted in the center, with the text "DESIGNER FRAMES \$300" below it. At the bottom, a purple banner contains the text "Designer Quality" in a white script font.

@brightedge #share15



The graphic features the word "Share" in a large, bold, sans-serif font inside a white rectangular box with a drop shadow. To the right of the box is a small image of a person's face, followed by the number "15" in a large, bold, sans-serif font. Further right is a red circle containing a white letter "W".

What Worked For Zenni Optical

Cause Marketing

Supporting the community with a **scholarship or contest** can help generate valuable .edu or .org links.

The image shows two overlapping screenshots. The top one is a website banner for a contest titled "SHOW YOUR MO" with a mustache and glasses graphic and the text "JOIN ZENNI". The bottom one is a Facebook post from Zenni Optical dated November 10, 2015, featuring a "#ZENNIMO" graphic with a mustache and glasses. The post text reads: "Movember, mo Zenni! Join us in raising awareness for prostate cancer by using the hashtag #ZenniMo and we'll donate \$5 to the Movember Foundation up to \$10,000. http://bit.ly/1amk49R". Below the text are several comments from users like Lori Morefield and Amy Morlan, and a "Write a reply" field.

The image shows a screenshot of the Zenni Optical website. At the top, there's a navigation bar with "ZENNI" logo, a search bar, and links for "Men", "Women", "Kids", "MY ACCOUNT", and "HELP". Below the navigation is a banner for "Zenni's poetry contest" titled "GROWING UP WITH GLASSES" and "The Formative Four-Eyed Years". It features two photos of children wearing glasses. Below the banner is the "ZENNI'S SCHOLARSHIP POETRY CONTEST" section, which includes the contest rules, submission instructions, and social media sharing options. At the bottom, there's a "WHAT WILL YOU WIN?" section listing prizes and a "CONTEST SUBMISSION FORM" with fields for "First Name" and "Last Name".

@brightedge #share15



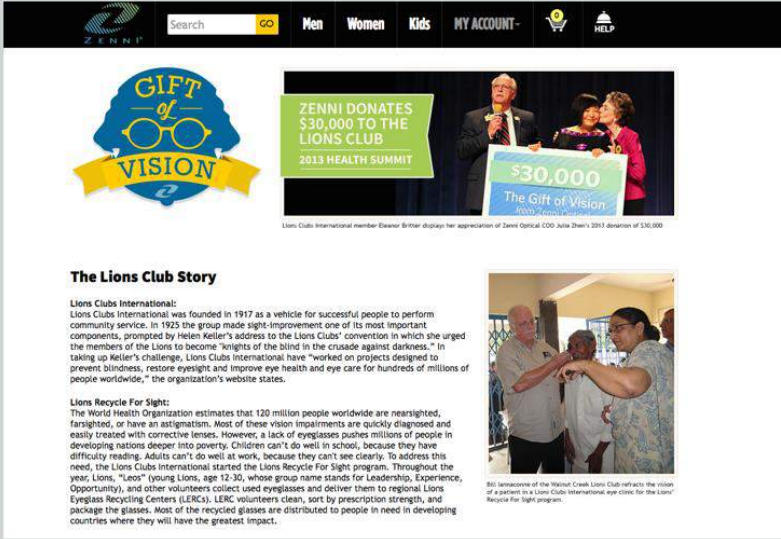
What Worked For Zenni Optical

Repurposing Offline Press

Build upon content that has worked in the past. **Identify any gaps in that high quality content and proceed to fill them with new content.** This not only ensures that you get interest from your customer base, but also that you get high quality content - a clear indicator to Google that these links are natural.

We Suggest Promoting:

- 👉 Magazine Coverage
- 👉 Events
- 👉 TV Appearances
- 👉 Community Involvement
- 👉 Hot Topics & Trending Info



The screenshot shows a press release from Zenni Optical. At the top, there is a navigation bar with 'Zenni' logo, a search bar, and links for 'Men', 'Women', 'Kids', 'MY ACCOUNT', and 'HELP'. Below the navigation bar is a large image of a man in a suit holding a check for \$30,000, with a woman and a child standing next to him. A green banner over the image reads 'ZENNI DONATES \$30,000 TO THE LIONS CLUB 2019 HEALTH SUMMIT'. Below the image is a caption: 'Lions Clubs International member Eleanor Britton displays her appreciation of Zenni Optical CEO Julia Shein's 2019 donation of \$30,000.' To the left of the image is a logo for 'GIFT of VISION' featuring a pair of glasses. Below the image is the section 'The Lions Club Story' with two sub-sections: 'Lions Clubs International:' and 'Lions Recycle For Sight:'. The 'Lions Recycle For Sight:' section includes a small image of a woman examining a patient's eyes.

The Lions Club Story

Lions Clubs International:
Lions Clubs International was founded in 1917 as a vehicle for successful people to perform community service. In 1925 the group made sight-improvement one of its most important components, prompted by Helen Keller's address to the Lions Clubs' convention in which she urged the members of the Lions to become "knights of the blind in the crusade against darkness." In taking up Keller's challenge, Lions Clubs International have "worked on projects designed to prevent blindness, restore eyesight and improve eye health and eye care for hundreds of millions of people worldwide," the organization's website states.

Lions Recycle For Sight:
The World Health Organization estimates that 120 million people worldwide are nearsighted, farsighted, or have an astigmatism. Most of these vision impairments are quickly diagnosed and easily treated with corrective lenses. However, a lack of eyeglasses pushes millions of people in developing nations deeper into poverty. Children can't do well in school, because they have difficulty reading. Adults can't do well at work, because they can't see clearly. To address this need, the Lions Clubs International started the Lions Recycle For Sight program. Throughout the year, Lions, "Leos" (young Lions, age 12-30), whose group name stands for Leadership, Experience, Opportunity, and other volunteers collect used eyeglasses and deliver them to regional Lions Eyeglass Recycling Centers (LERCs). LERC volunteers clean, sort by prescription strength, and package the glasses. Most of the recycled glasses are distributed to people in need in developing countries where they will have the greatest impact.

@brightedge #share15

Share



What Worked For Zenni Optical

Repurposing Offline Press

The screenshot shows the ABC News website interface. At the top, there's a navigation bar with 'abcNEWS' logo and various menu items like HOME, VIDEO, U.S., WORLD, POLITICS, ENTERTAINMENT, TECH, HEALTH, LIFESTYLE, SHOWS, and MORE. Below this is a secondary navigation bar with 'NOW' and several featured names: GERMANWINGS, DANCING WITH THE STARS, SALMAN KHAN, MIKE HUCKABEE, DAVE GOLDBERG, and MANNY PACQUIAO. The main content area features a large video player with a play button icon. To the left of the video is a social media sharing sidebar with buttons for Like, Share, Tweet, and Print, along with a counter showing 207 likes and 25 shares. The article title is 'Need to Buy Eyeglasses? Follow These 3 Money-Saving Tips', dated October 24, 2010, by ABC NEWS via WORLD NEWS. The video thumbnail shows a woman wearing glasses. Below the video, there's a 'NEXT VIDEO' section with a thumbnail for 'Sheryl Swooger On Her Late Husband Dave Goldberg's Untimely Death'. To the right of the main article is a 'HOT RIGHT NOW' section with a list of five trending stories, each with a small thumbnail. Below that is an 'ADVERTISEMENT' section featuring a colorful graphic of a person's face.

@brightedge #share15

Share



What Worked For Zenni Optical

Getting High Quality Links

If a link is very high quality and includes great shareable content, that is a win-win. If you need to pay for this content, then you need to consider the value. If you decide it is worth paying for, strictly from a marketing or branding perspective, then we suggest doing it and NoFollowing the link. **You cannot pay for a link and gain link value from it.**

“Clear disclosure of sponsorship is critical, and that includes disclosure for search engines. If link in a paid post would affect search engines, that link should not pass PageRank (e.g. by using the NoFollow attribute). Google — and other search engines — do take action which can include demoting sites that sell links that pass PageRank, for example.”

-Matt Cutts

Head Of Google’s Webspam Team



Share

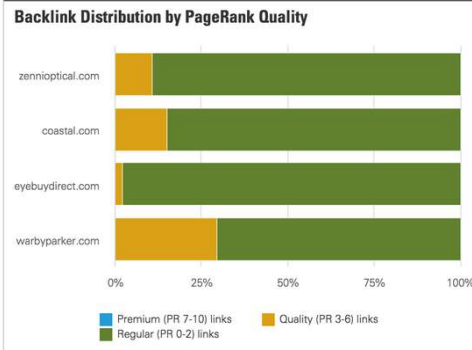
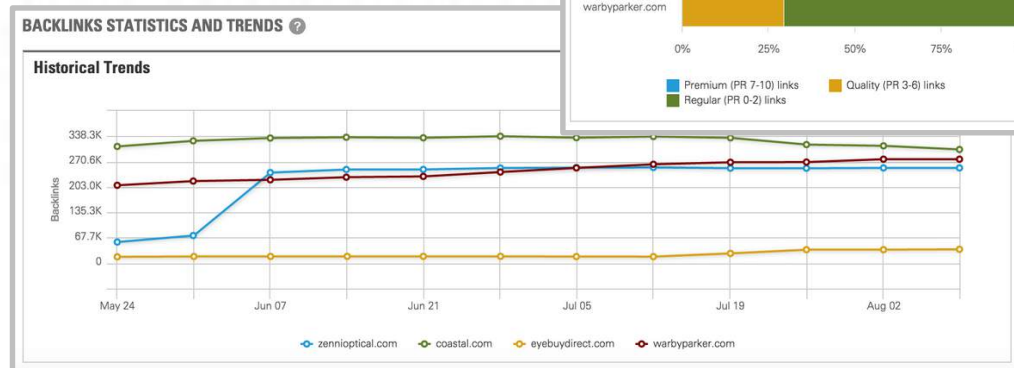


What Worked For Zenni Optical

Continuously Monitoring Your Backlink Portfolio

Wpromote continuously monitors Zenni Optical's link profile to ensure they are not receiving any harmful links. While we hope competitors aren't sabotaging their profile and negative SEO isn't happening, you would never know unless you checked, and it is better to be safe than sorry. **A very important part of ongoing SEO: "link pruning."**

BrightEdge tools allow you to monitor your Backlink Distribution by PageRank Quality and Backlink Statistics and Historical Trends!



Backlinks Distribution

The bar chart on the left shows the quality distribution of your collection of backlinks. Backlink quality is important as it is a general measure of its effectiveness in helping your domain rank higher on keyword searches. Search engines such as Google rely heavily on looking at the quality of links to a webpage to determine how well the page should rank.

Having premium and quality backlinks will generally help you rank higher on search engines than having a high volume of regular backlinks. For example, one premium backlink may be more effective than 1,000 regular backlinks in helping to improve your search rankings.

What Worked For Zenni Optical

New Keyword Optimization

Once we finish targeting all of the low hanging fruit Wpromote utilizes **BrightEdge's Data Cube** to determine new keywords to target and optimize on the site.

The screenshot shows the Wpromote Data Cube interface. At the top, it says 'Wpromote powered by BRIGHTEDGE'. Below that, there are navigation tabs: Dashboard, Reports, Recommendations, Tasks, Analysis, Site Audit, Campaigns, Help, and Setup. The main section is titled 'Data Cube' and includes a search bar with 'Google US' and 'eyeglasses'. Below the search bar, there are four summary statistics: 6,944 Total Suggested Keywords, 5,508 79% High Competition Level, 811 11% Medium Competition Level, and 289 4% Low Competition Level. A table below these statistics lists various keywords with columns for Keyword, Search Volume, Competition, Keyword Value, and Universal Listing.

Track	Columns	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>		sunglasses	165,000	High	95	Images
<input type="checkbox"/>		ray ban glasses	135,000	High	75	Images, Videos
<input type="checkbox"/>		optometrist	135,000	Low	96	Quick Answers
<input type="checkbox"/>		contacts	135,000	High	98	
<input type="checkbox"/>		glasses	110,000	High	96	Images
<input type="checkbox"/>		contact lenses	110,000	High	98	
<input type="checkbox"/>		eyeglasses	90,500	High	95	
<input type="checkbox"/>		colored contacts	80,500	High	83	Videos
<input type="checkbox"/>		prescription sunglasses	49,500	High	95	
<input type="checkbox"/>		magnifying glass	49,500	High	80	Images, Videos
<input type="checkbox"/>		eyeglass world	40,500	Low	83	Videos, Places
<input type="checkbox"/>		glasses frames	40,500	High	92	
<input type="checkbox"/>		reading glasses	40,500	High	92	Images
<input type="checkbox"/>		safety glasses	33,100	High	96	Images
<input type="checkbox"/>		glasses online	33,100	High	96	
<input type="checkbox"/>		prescription glasses	27,100	High	96	Images
<input type="checkbox"/>		color contacts	27,100	High	83	Videos
<input type="checkbox"/>		eye glasses	27,100	High	95	Images
<input type="checkbox"/>		eyeglass frames	27,100	High	92	Images

@brightedge #share15

Share

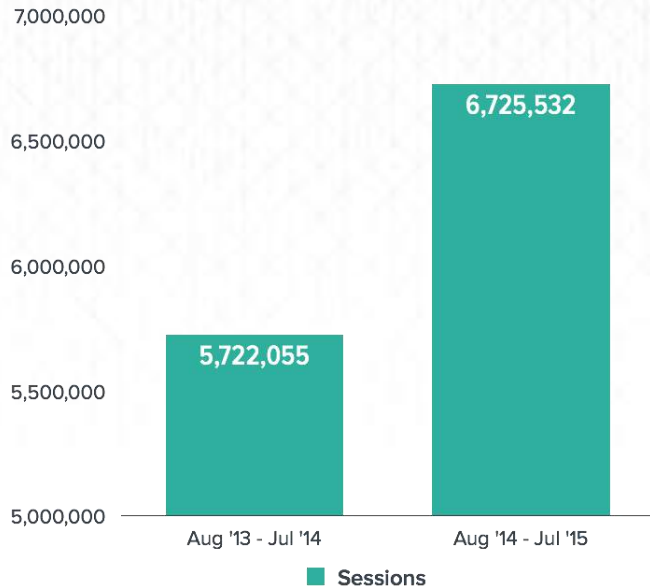


What Worked For Zenni Optical

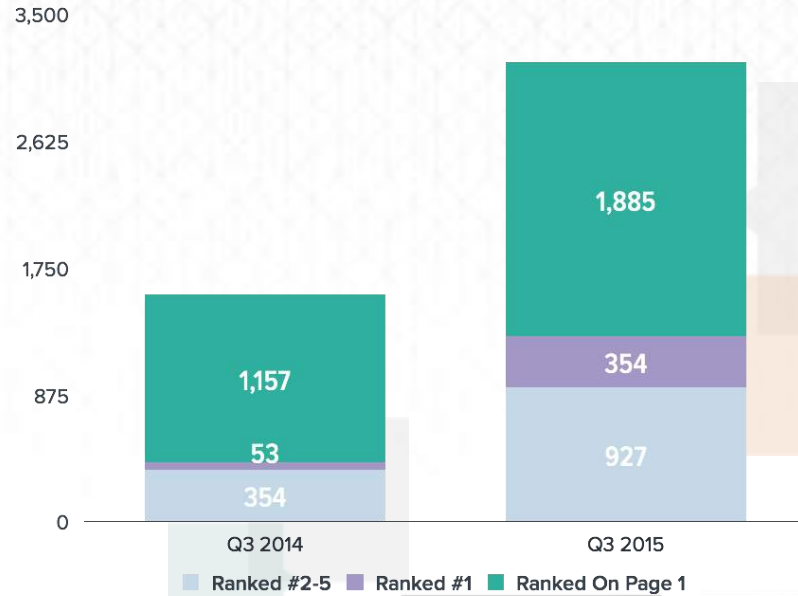
YoY Organic Results

Through Wpromote's targeted content strategy for Zenni we were able to increase their Organic Traffic YoY by over 1 Million Sessions and doubled their Keyword Rankings on Page 1, including 6X more #1 ranking keywords.

Organic Traffic



Keyword Ranking Distribution



Practical Takeaways

Summary

- 1 Create “Content for Humans,” not for Google.
- 2 Link building is integral, but think through the perspective of the user.
- 3 Rich content — video in particular — is extremely powerful in sharing, engagement, and SEO.
- 4 Leverage the ecosystem you are already a part of.
- 5 Monitor your backlink profile and health.