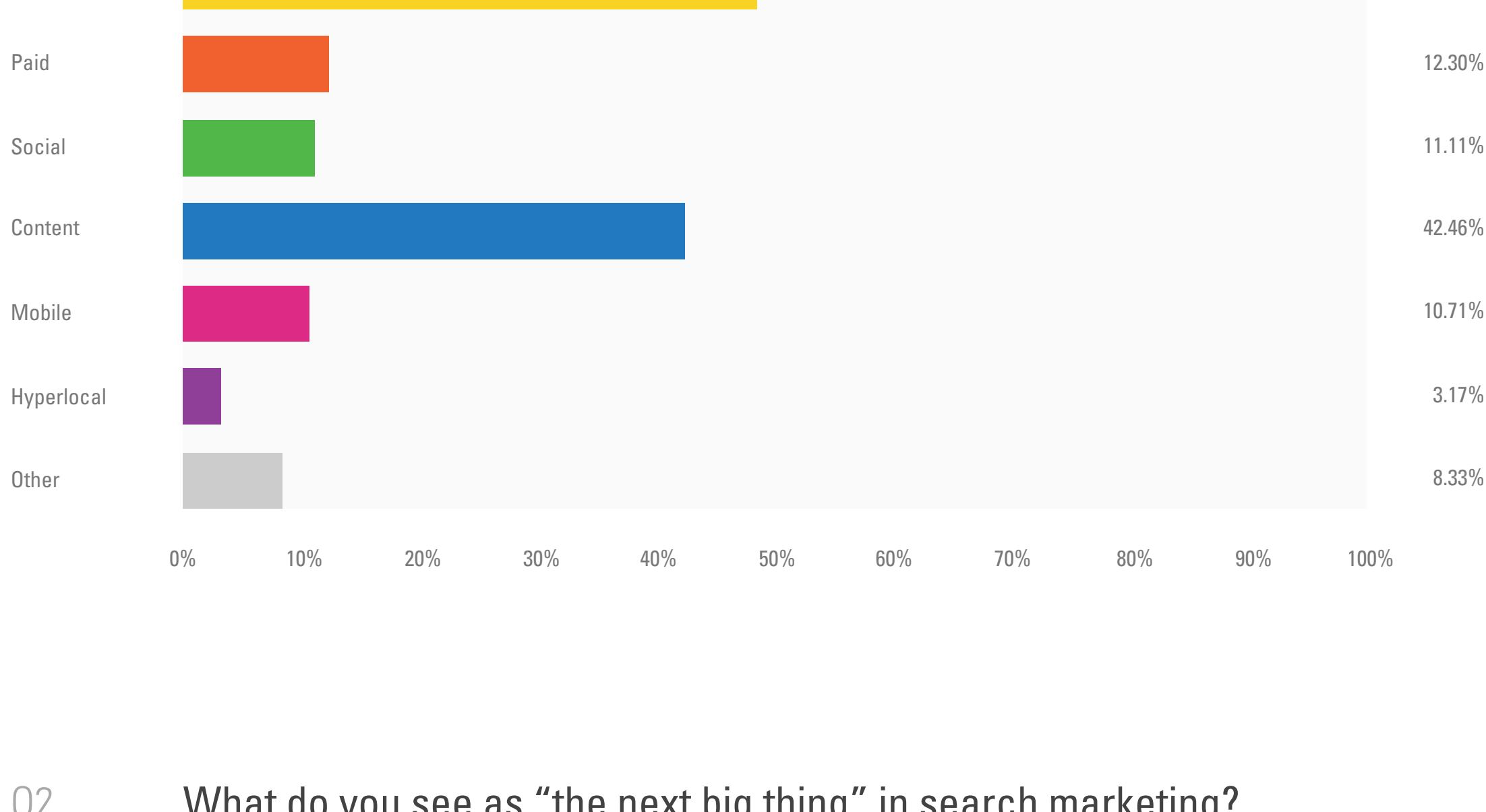


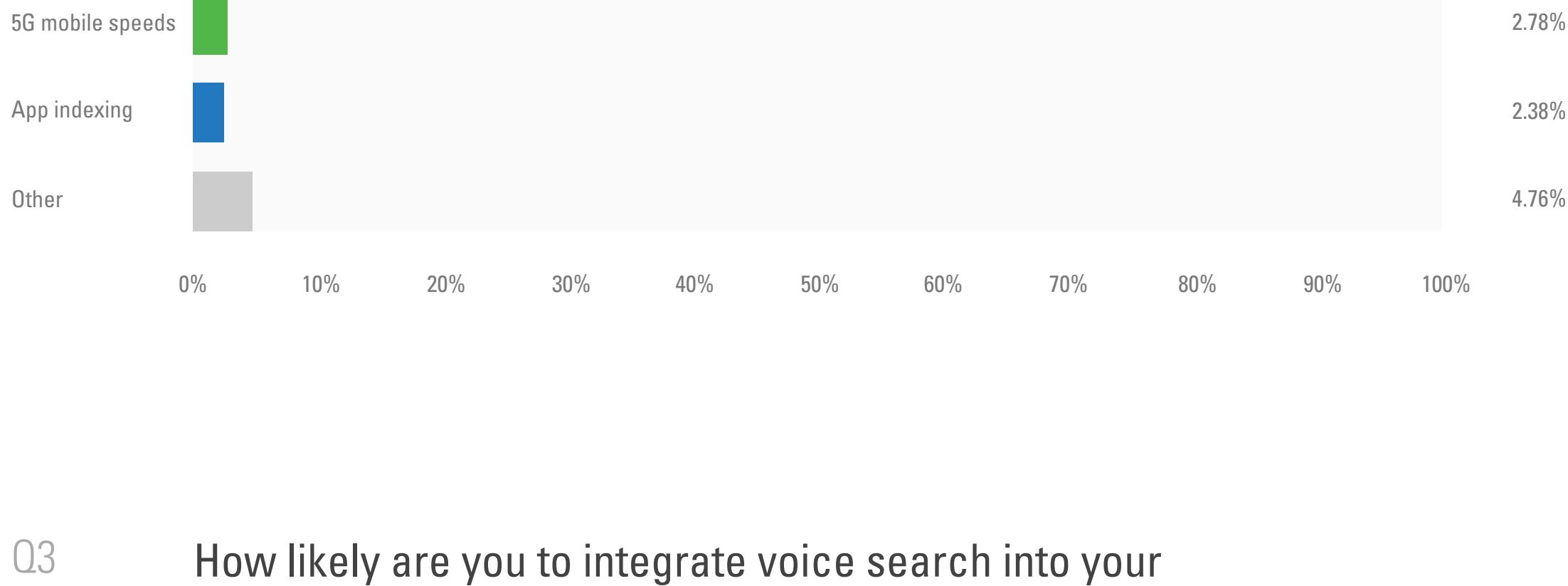
2017 - Future of SEO and Content Marketing Survey

BrightEdge surveyed 252 digital marketers at B2B and B2C Fortune 500 brands. The survey sought to understand how marketers are preparing for the accelerating consumer adoption of AI, voice search, and local search over the next year.

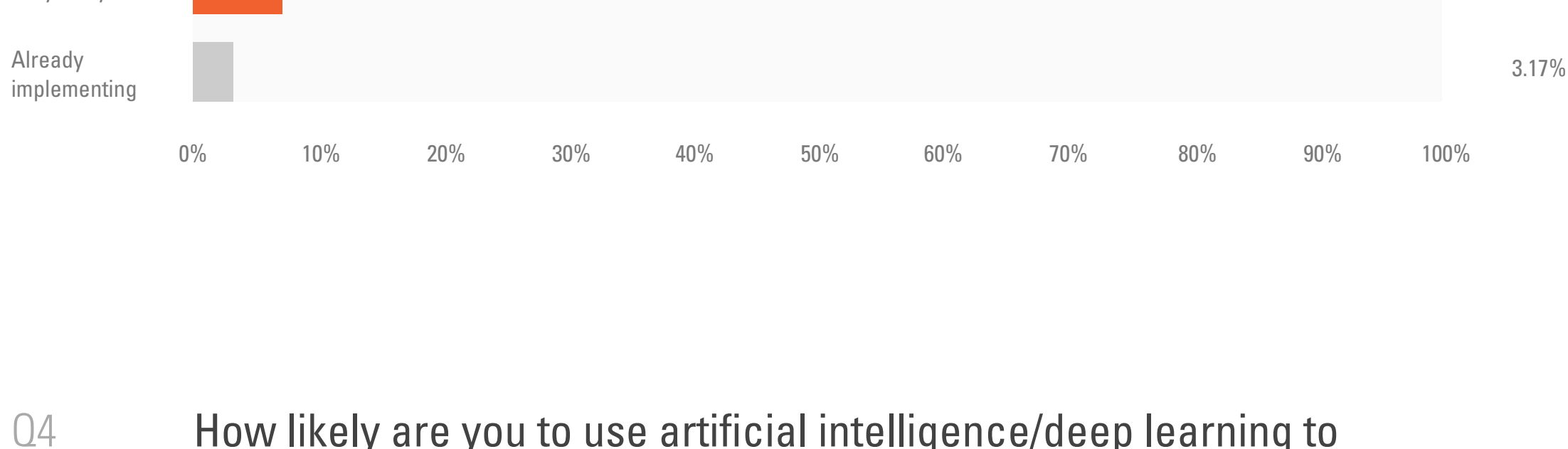
Q1 What is your most important marketing initiative this year?



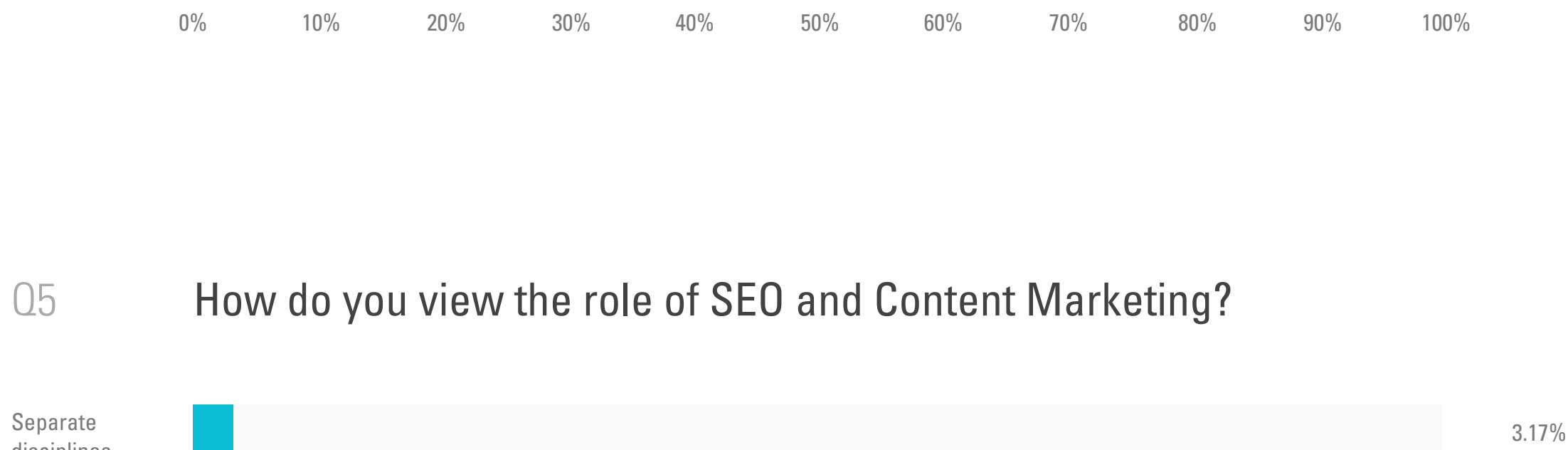
Q2 What do you see as “the next big thing” in search marketing?



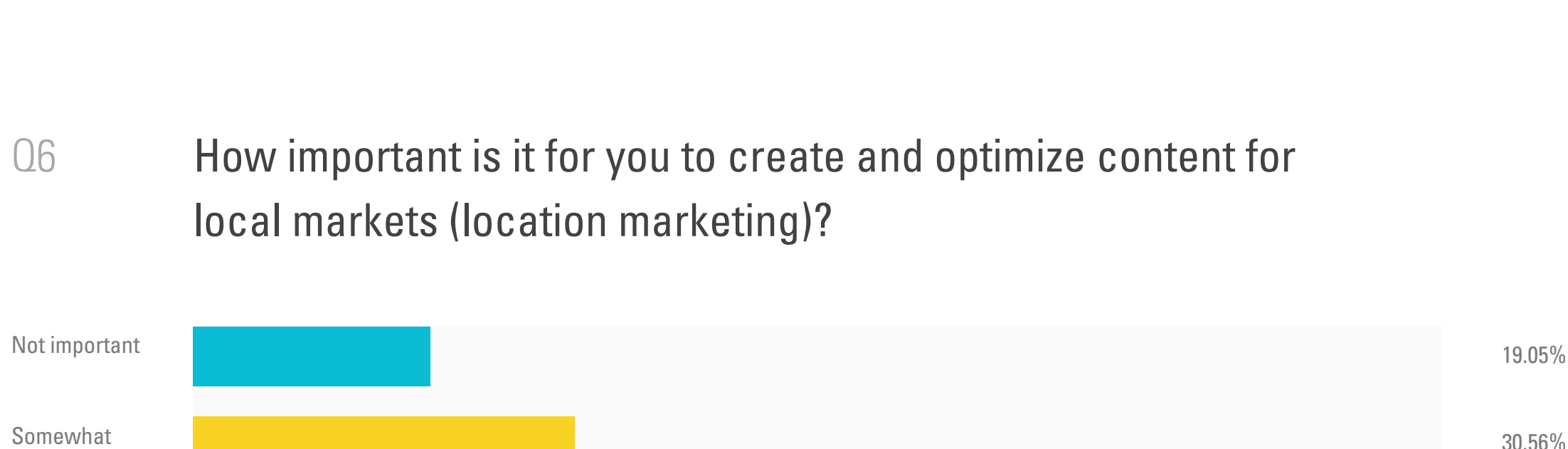
Q3 How likely are you to integrate voice search into your content marketing strategy this year?



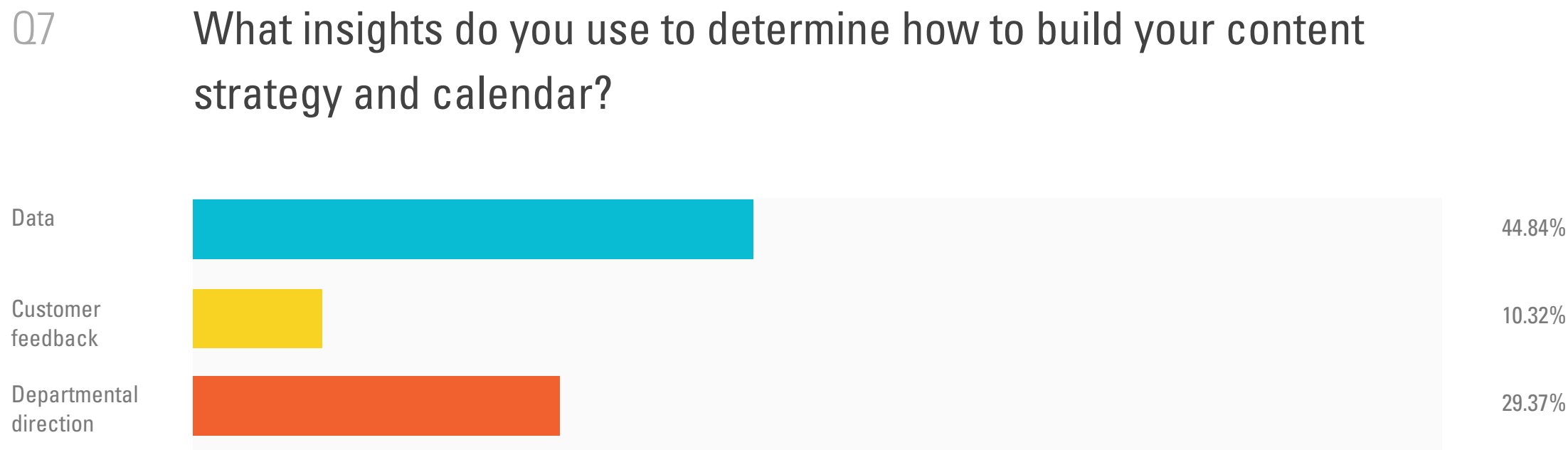
Q4 How likely are you to use artificial intelligence/deep learning to develop your content marketing strategy this year?



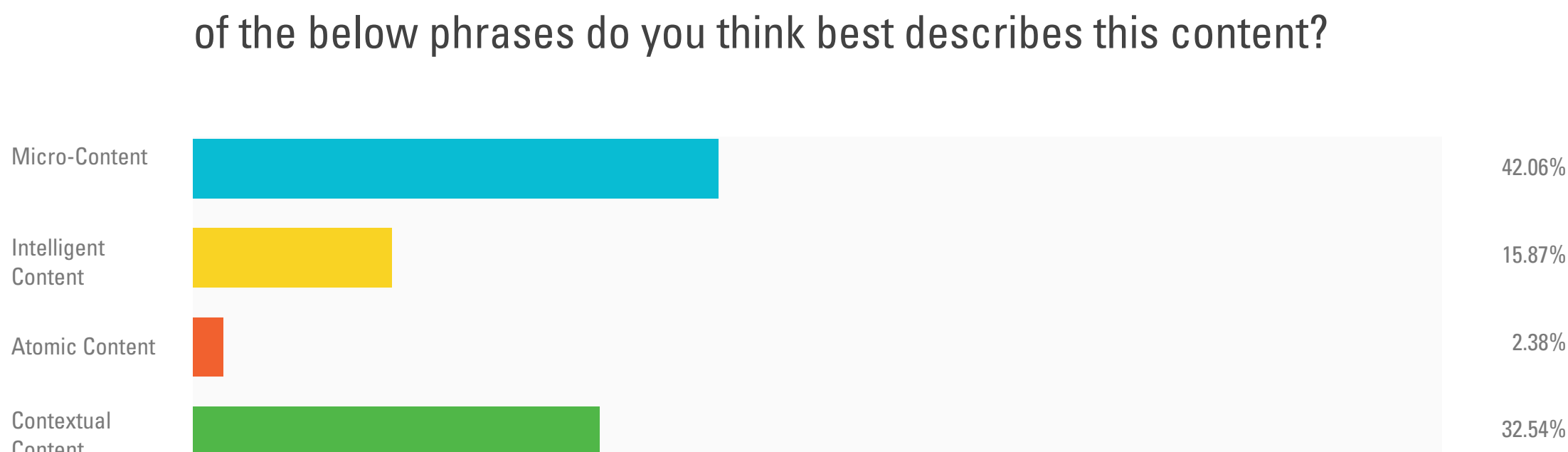
Q5 How do you view the role of SEO and Content Marketing?



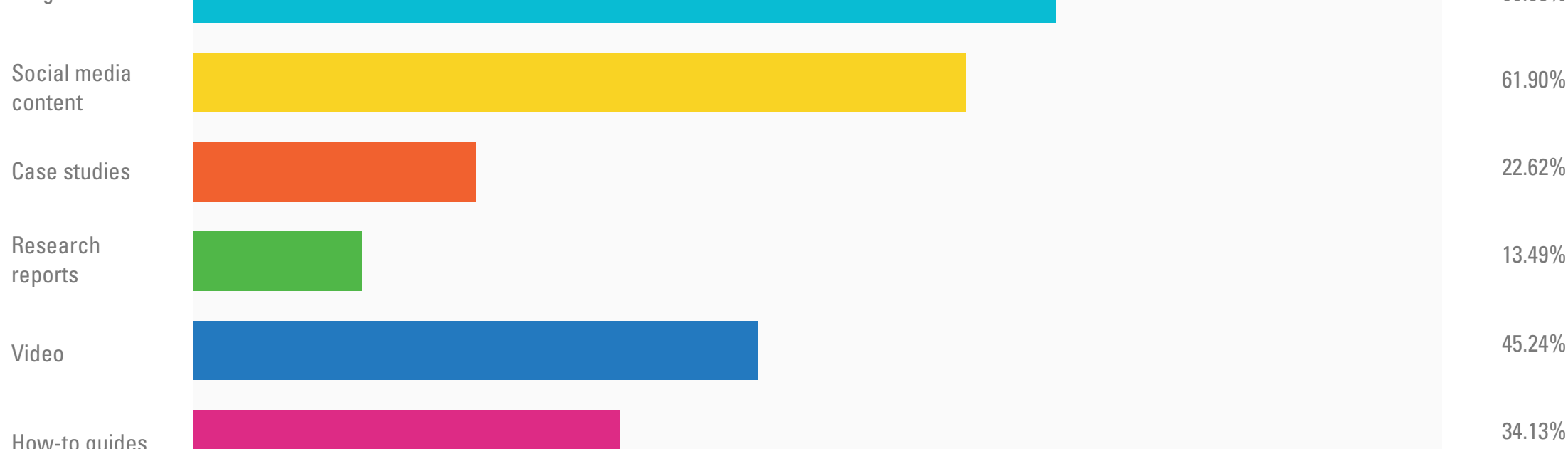
Q6 How important is it for you to create and optimize content for local markets (location marketing)?



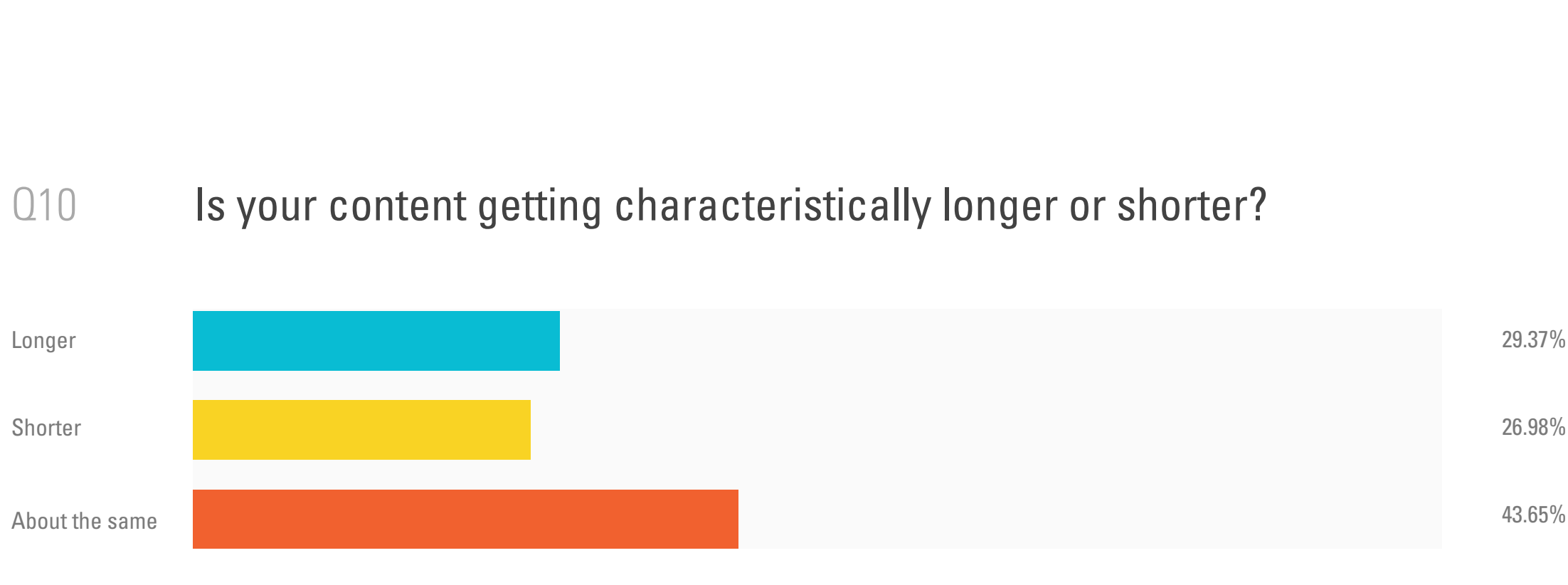
Q7 What insights do you use to determine how to build your content strategy and calendar?



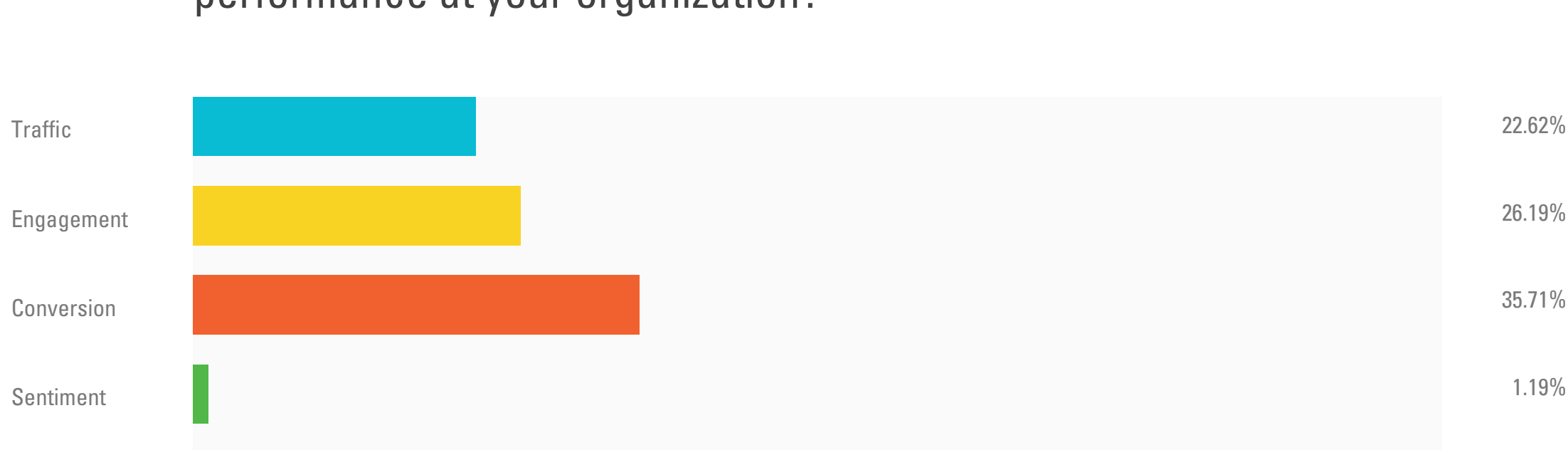
Q8 There is a trend to create small custom content elements highly optimized for specific consumer searches and questions. Which of the below phrases do you think best describes this content?



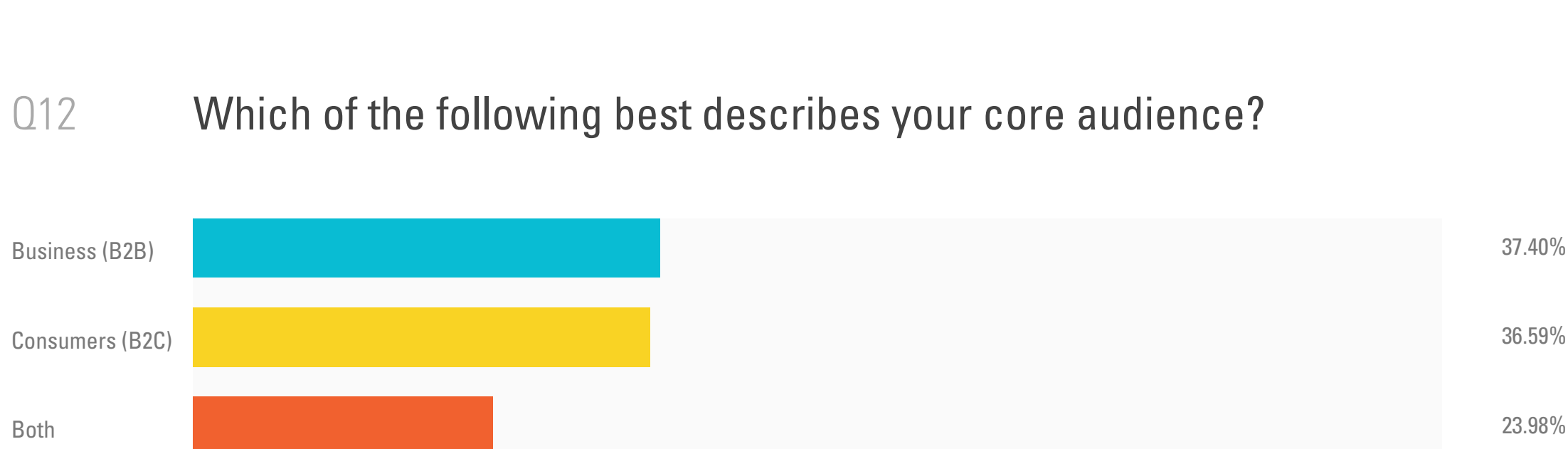
Q9 What type of content is your marketing team focused on you creating? (Mark the top three content priorities)



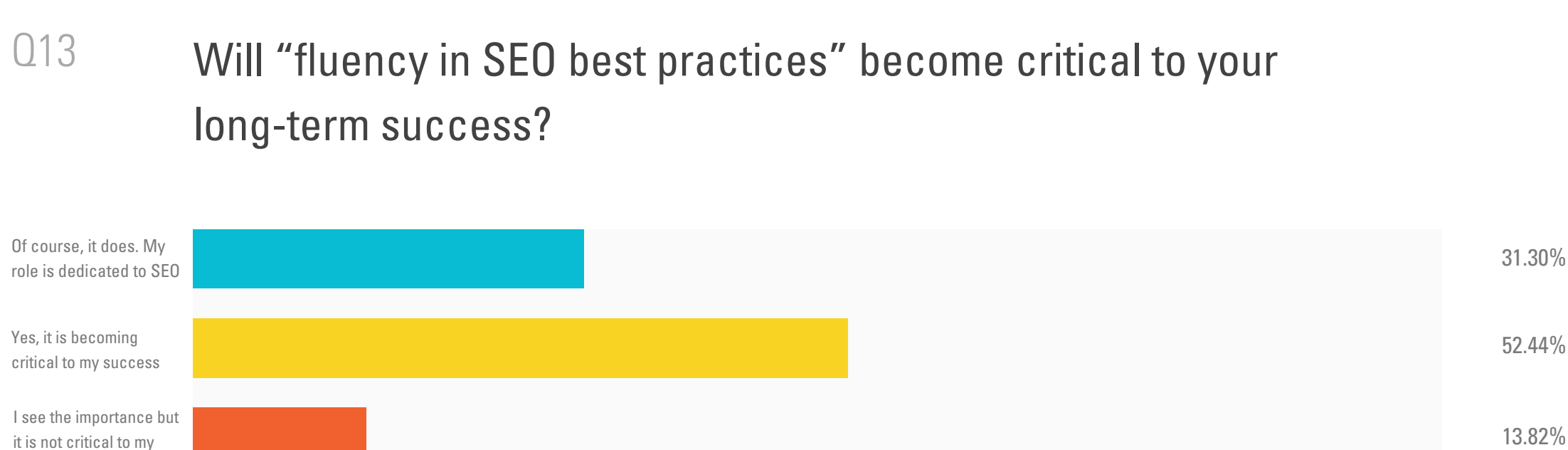
Q10 Is your content getting characteristically longer or shorter?



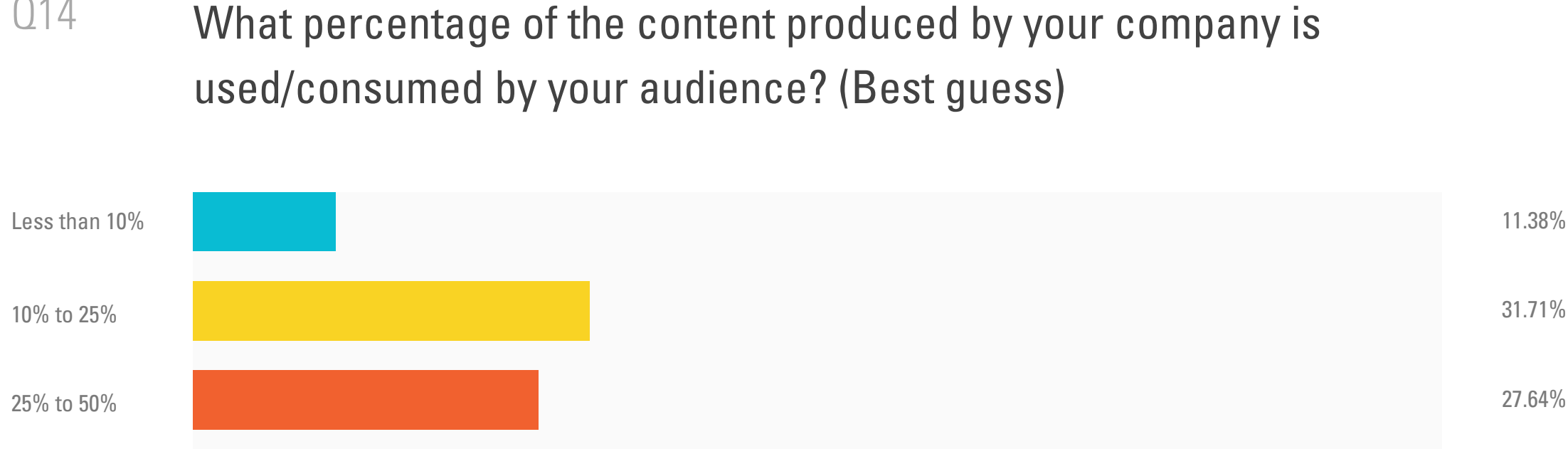
Q11 What are the most important metrics of success for content performance at your organization?



Q12 Which of the following best describes your core audience?



Q13 Will “fluency in SEO best practices” become critical to your long-term success?



Q14 What percentage of the content produced by your company is used/consumed by your audience? (Best guess)

