

Milestone

Be everywhere your
customers are

Helpful Content Strategy in 2023 5 Steps for Measurable Success

April 25, 2023



Your Speakers



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KD Consulting
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Moderator / Milestone Inc.
Product Expert
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Jordan Ford
Moderator / Milestone Inc.
Meet-up Organizer
[LinkedIn](#)

President and Founder of Milestone, Inc

Award-winning SaaS technology



1997
Founded



400+
Parent Customers



Headquarters
Santa Clara, CA,
Global Presence



2022 Revenue
~ \$20M



Employees
~330

OUR MISSION

Drive online leads and customer acquisition by building discovery natively in our platforms

Milestone Platform Recognized by Forrester – Discovery and Acquisition

Forrester Report Prepared For Milestone admin With Milestone

Now Tech: Agile Content Management Systems, Q2 2022

Forrester's Overview Of 31 Agile CMS Providers

April 8, 2022

By Nick Barber with Linda Ivy-Rosser, Kara Wilson, Madison Bakalar

FORRESTER

NOW TECH	LARGE >\$50M in annual category revenue	
Agile Content Management Systems Q2 2022	Acquia	Optimizely
	Adobe*	Oracle*
	Automattic	RWS
	Contentful	Sitecore
	OpenText	

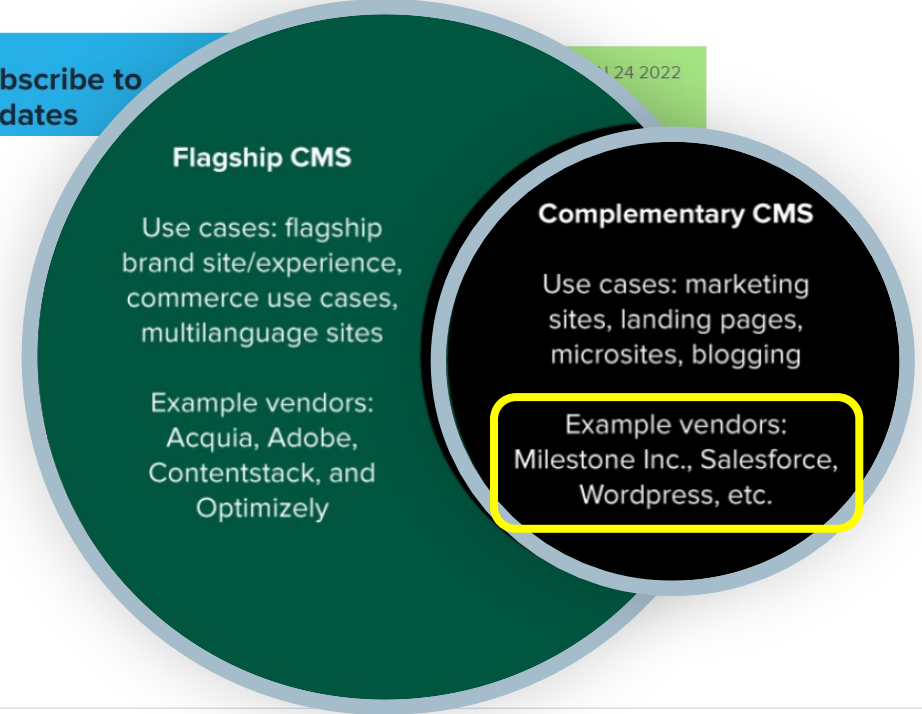
SMALL <\$20M in annual category revenue	
Cloud CMS	Kentico (Kentent)
dotCMS	Milestone
GraphCMS	Sanity.io
Ibexa DXP	Storyblok
Jahia	Umbraco




Three Reasons Why A Multi-CMS Approach May Be Right For Your Brand






























Subscribe to updates

11 24 2022



Trusted by Major Brands



HOSPITALITY	FINANCIAL	RETAIL	AUTOMOTIVE	OTHER
      	     	     	    	    

Key Reading Material

Digital Transformation Meetup – March 1st

- Recording: <https://vimeo.com/804128508>
- Deck: <https://www.milestoneinternet.com/ResourceFiles/paradot-assets/role-of-digital-marketing-to-retain-and-grow-market-share-in-2023-deck.pdf>

Search Engine Land Articles

- Top 5 Search Trends Article: <https://searchengineland.com/search-marketing-trends-must-haves-2023-390308>
- Entity First SEO & Content Strategy: <https://searchengineland.com/entity-first-strategy-seo-content-386775>
- Entity Search as a Competitive Advantage: <https://searchengineland.com/entity-search-is-your-competitive-advantage-385705>
- How to measure schema performance - <https://searchengineland.com/measure-schema-performance-395762>



Helpful Content





Since December 2022, Google's Quality Rater Guidelines (QRG) focuses on **E-E-A-T**:

- **Experience** – Audience Centric
- **Expertise** – Depth & Topical Coverage
- **Authoritativeness** – Originality & Point of View
- **Trustworthiness** – Attribution & Authorship

More details: <https://searchengineland.com/google-search-quality-rater-guidelines-changes-december-2022-390350>

Google Shared an Update Yesterday

- Google added a page experience section to its helpful content creation guidance, emphasizing its importance for search success.
- Search Console reports will be updated, with some tools retired and replaced by a new page experience report.
- Focus on people-first content creation, prioritizing quality, expertise, and E-E-A-T principles to align with Google's ranking systems.

Focus of the update is on the role of “Experience” in creating helpful content



Reference:

<https://developers.google.com/search/blog/2023/04/page-experience-in-search>

Focus of Helpful Content Update Remains on People (Searchers)

Focus on people-first content

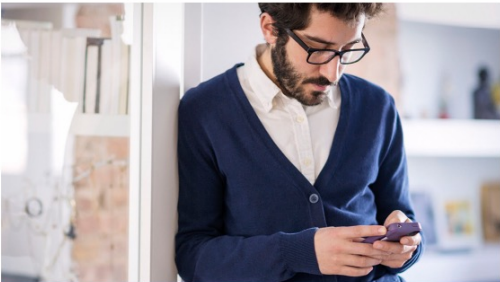
People-first content means content that's created primarily for people, and not to manipulate search engine rankings. How can you evaluate if you're creating people-first content? Answering yes to the questions below means you're probably on the right track with a people-first approach:

- Do you have an existing or **intended audience** for your business or site that would find the content useful if they came directly to you?
- Does your content clearly demonstrate **first-hand expertise and a depth of knowledge** (for example, expertise that comes from having actually used a product or service, or visiting a place)?
- Does your site have a primary purpose or focus?
- After reading your content, will someone leave **feeling they've learned** enough about a topic to help achieve their goal?
- Will someone reading your content leave feeling like they've had a **satisfying experience**?

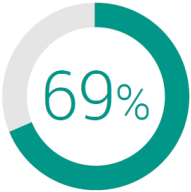
Reference:

<https://developers.google.com/search/docs/fundamentals/creating-helpful-content#page-experience>

For Content To Consistently Perform, It Should Meet Customer Needs At Each Stage

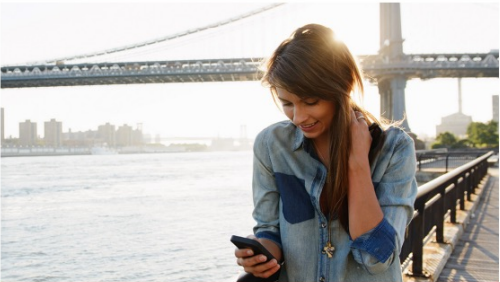


I-want-to-know moments

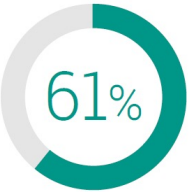


of smartphone users are more likely to buy from companies whose mobile sites or apps help them easily find answers to their questions.³⁰

FAQ



I-want-to-go moments



of smartphone users say they're more likely to buy from companies whose mobile sites or apps customize information to their location.

LOCALIZATION AND PERSONALIZATION



I-want-to-do moments



of smartphone users are more likely to buy from companies whose mobile sites or apps provide instructional video content.³⁴

VIDEO



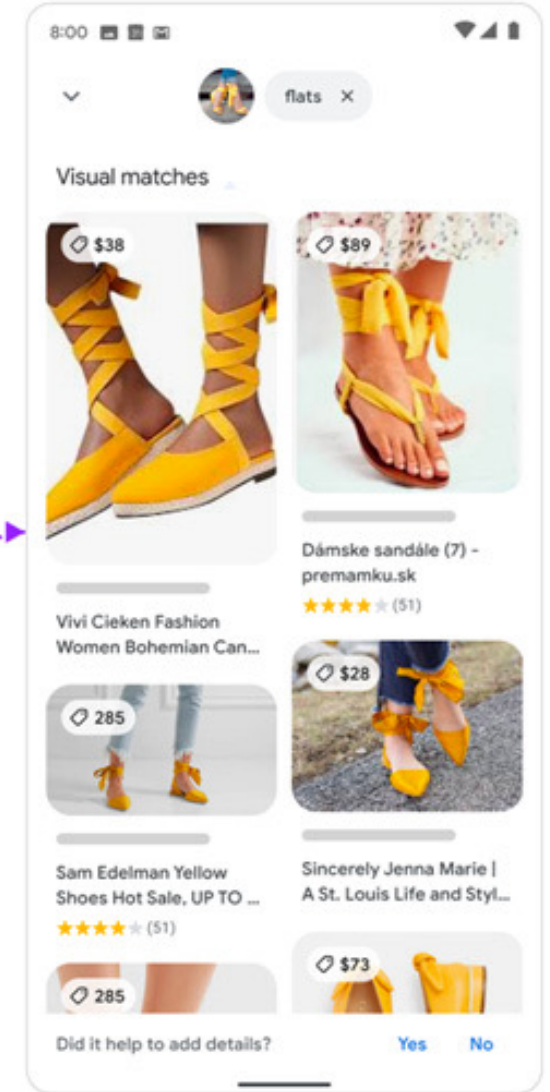
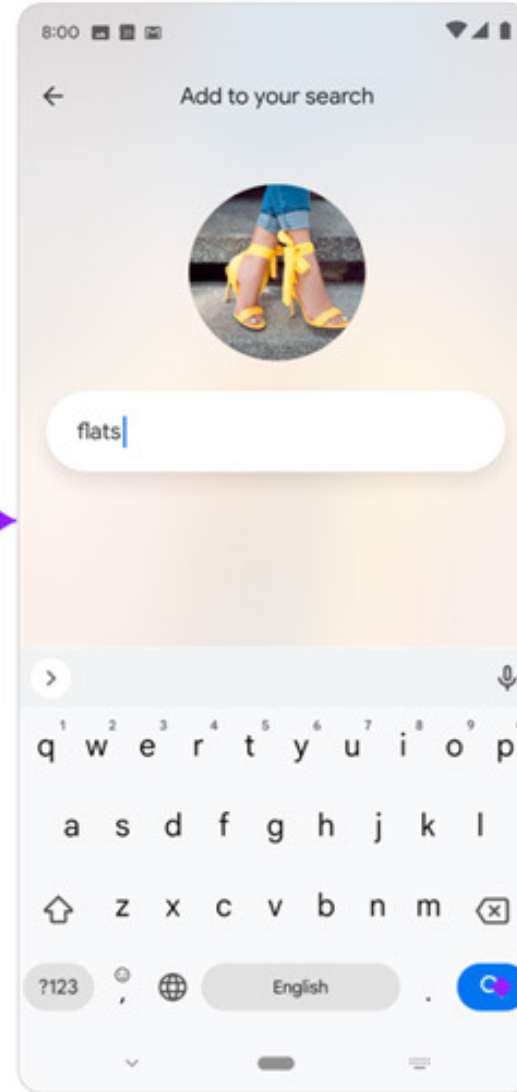
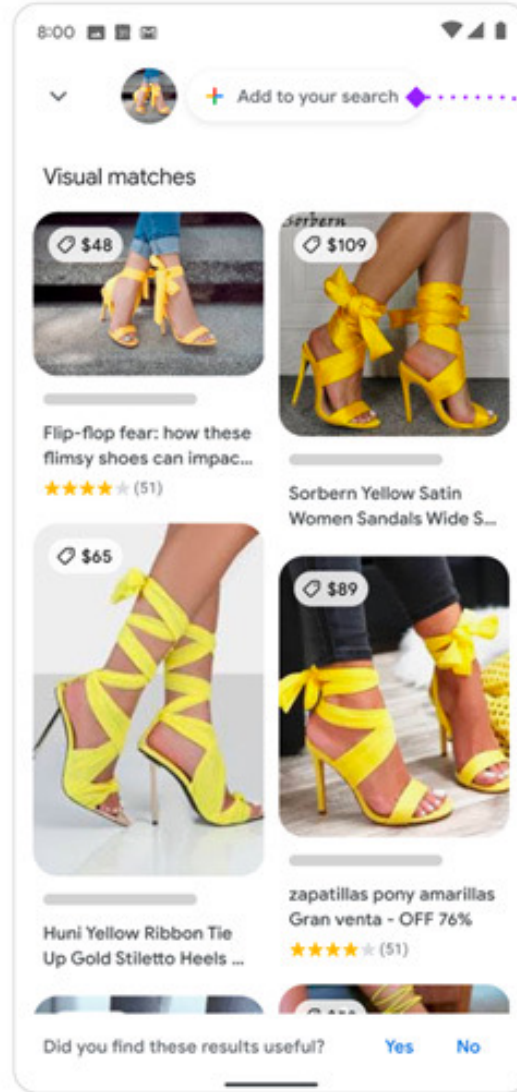
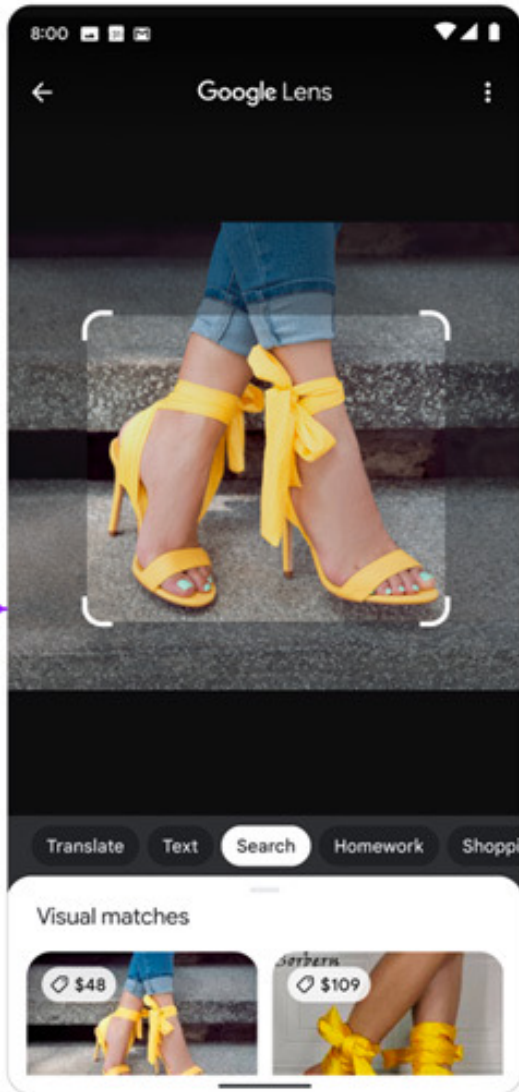
I-want-to-buy moments



of smartphone users feel more favorable toward companies whose mobile sites or apps allow them to make purchases quickly.³⁸

SHOPPING EXPERIENCE

Discovery of Content is Critical



Web Stories – Google’s Answer to TikTok for an Immersive Experience



Get Featured in Google Discover

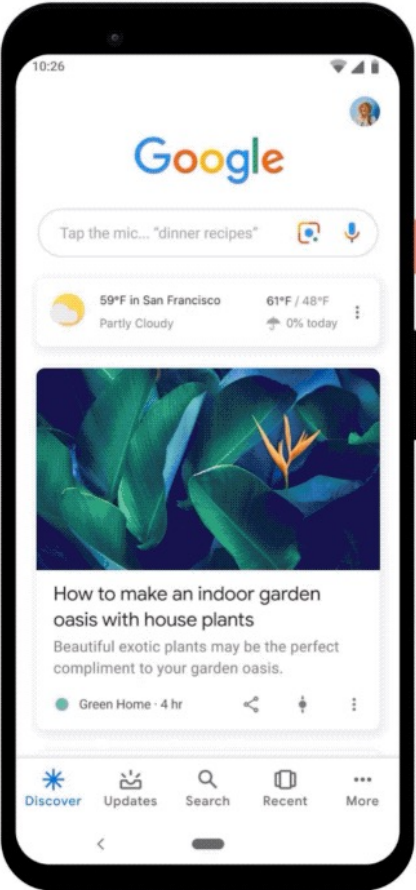


Increased Page Traffic & Conversion

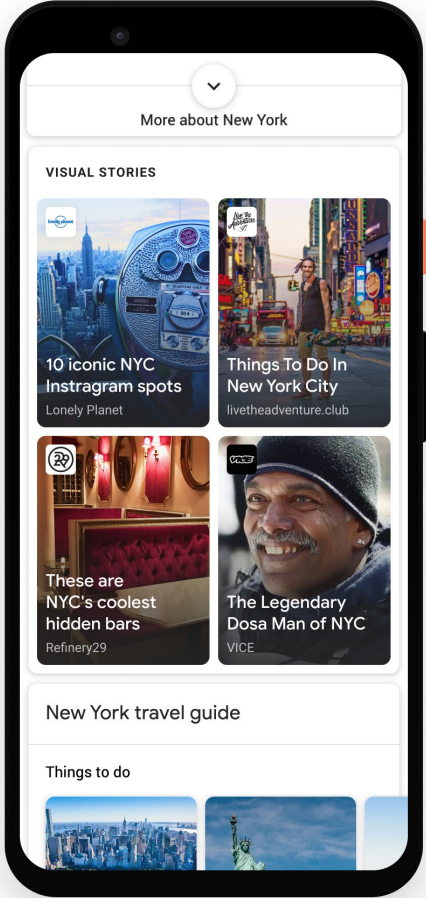


Fast Loading Times

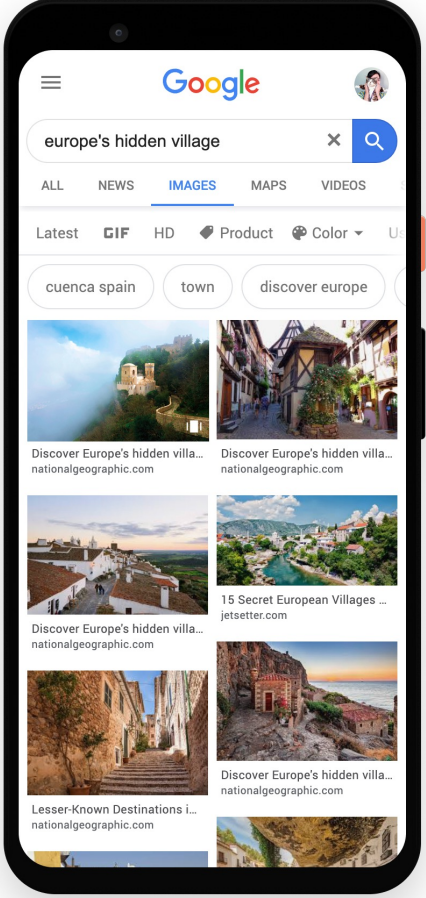
Google Discover 



Google Search



Google Images

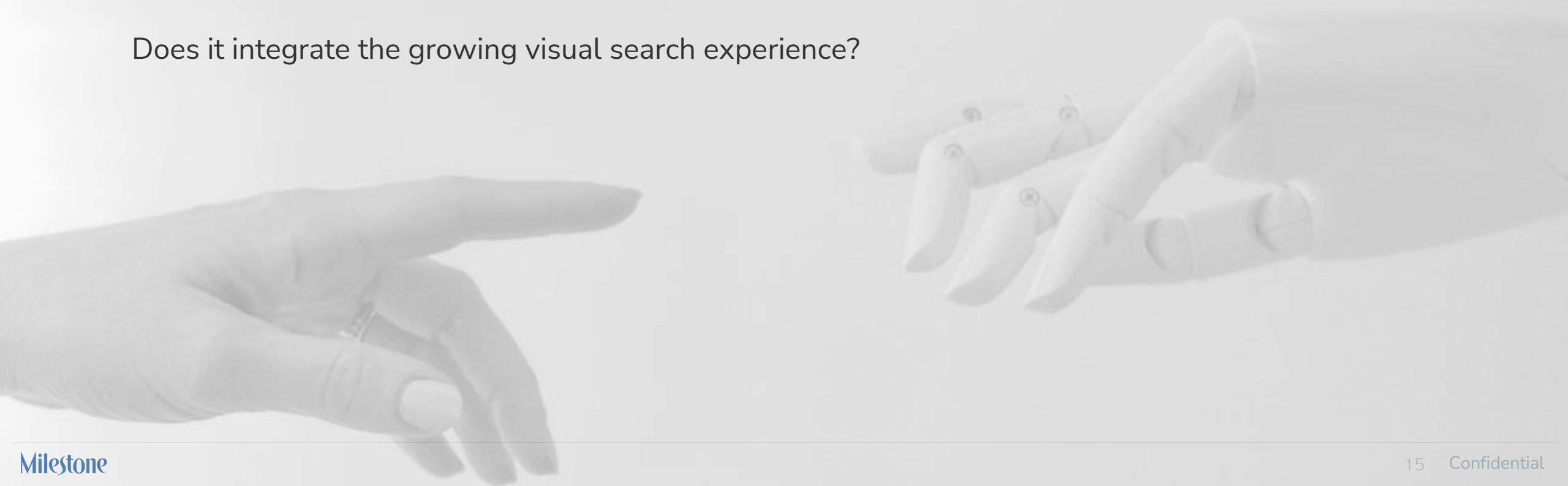


ChatGPT and Artificial Intelligence Are Driving Automation In Content

Is the content personalized to your target audience persona?

Does it meaningfully answer the questions they have?

Does it integrate the growing visual search experience?



Data-Driven Content – A Shift From Spray-And-Pray



Leverage
Customer Data



Localize and
Personalize Content



Deliver
"Helpful" Content

Personalize Experience Based On..

1 71% Customers expect personalization
- Mckinsey

2 Business can generate 40% more revenue
- Mckinsey

3 89% of digital businesses are investing in personalization.
- Forrester

Location & Time



ONTARIO GROUP RATES - 15% OFF

AVAILABLE IN 4 RESORTS
Vacationing or traveling with a group, friends, or other families? Looking to host a party? We have you covered! Enjoy rates at participating Ontario resorts gets you 15% off stays when you reserve 5 or more sites during same reservation time period.

VIEW DETAILS



BACKYARD DEAL IN REHOBOTH BEACH

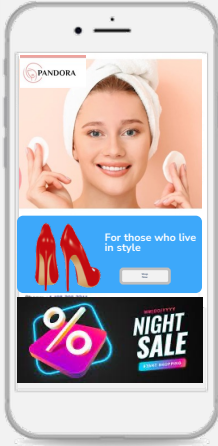
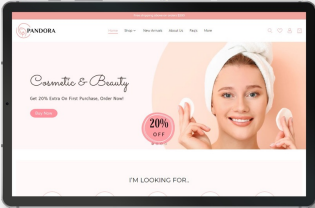
AVAILABLE IN 1 RESORT
Do you live in Sussex County, Delaware? Get exclusive savings at participating resorts when you show your ID at the time of check-in and receive up to 25% off with this special local-only offer.

VIEW DETAILS



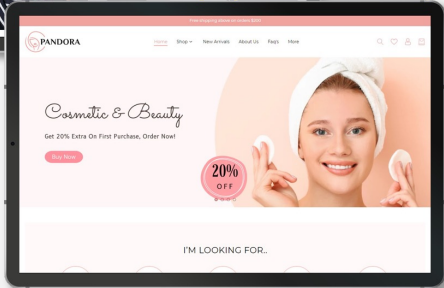
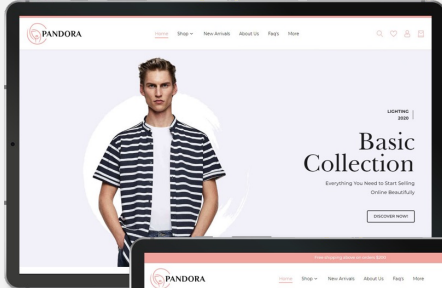
- City
- Country
- First/last visit date
- Time of visit

Channels



- Operating system
- Browser
- Device – Mobile/tablet/desktop
- Re-engage channel: notification/emails

Behaviour



- Visit Frequency
- Pageviews & engagement
- Actions & intent: e.g. sign-ups

User's Explicit Data via CRM/3rd party



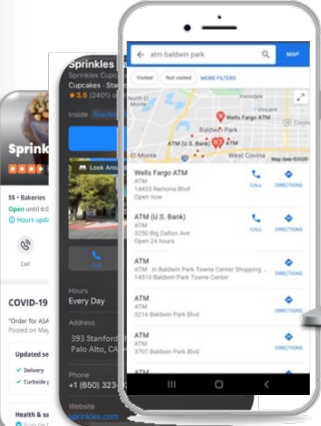
Jane Doe USA	
Login Details 2022-12-21, 1:15 AM	Location Reheboth Beach
User Type Prefer Coupons	Usage Advanced
Gender Female	Prev. Login Date 2022-12-22
Customer Data	

- Cold/hot data
- Gender
- Age
- Buyer journey stage

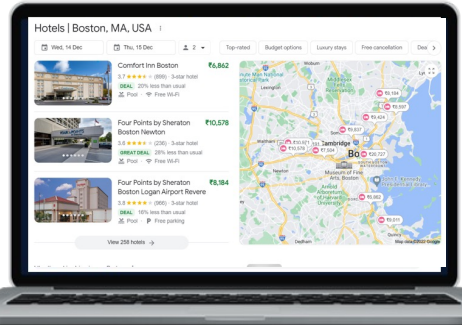
How Content Can Drive Local Discovery & Experience

Expanding Customer Touchpoints

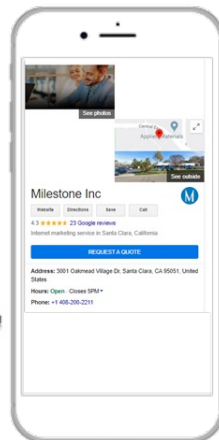
Maps




Local 3-Pack



Knowledge Panel

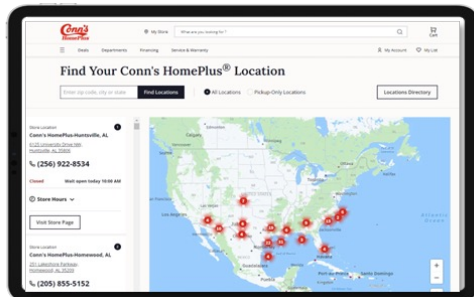


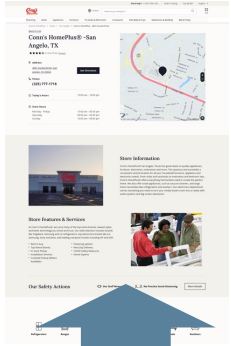
Voice Assistants



Google Assistant
amazon alexa

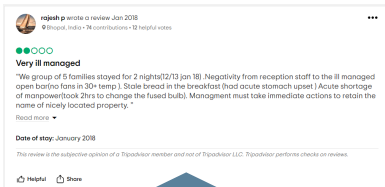
Location Landing Pages

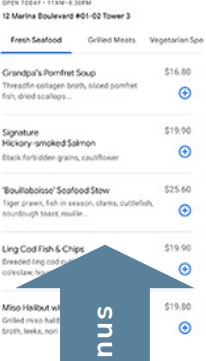
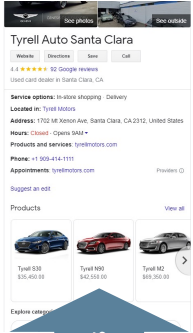






Chinese cuisine Mexican cuisine Indian cuisine Thai cuisine




Pages

Listings

Images

Reviews

Posts

Menus

Products

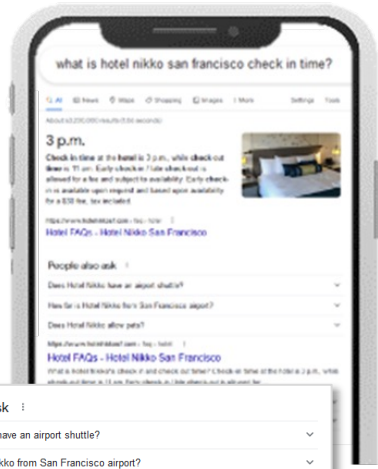
FAQs

Localized and Personalized Content

Your Audience is Looking for Answers to Their Questions



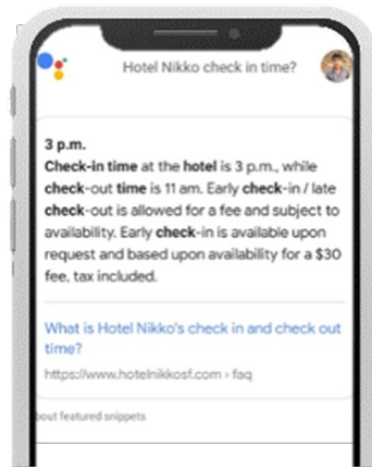
Search Engines



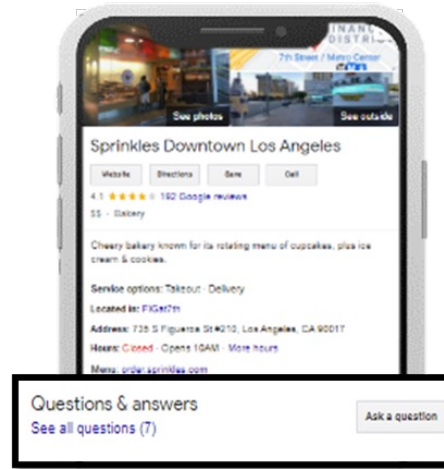
- People also ask :
- Does Hotel Nikko have an airport shuttle?
 - How far is Hotel Nikko from San Francisco airport?
 - Does Hotel Nikko allow pets?



Voice Assistants



Local Channels

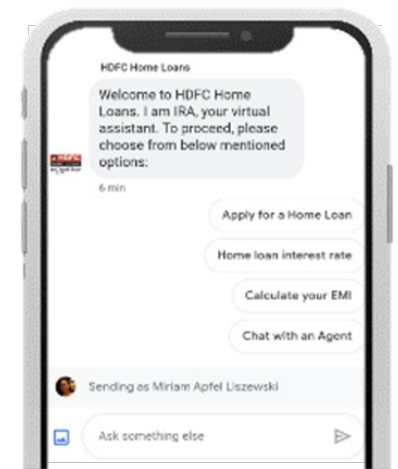


Questions & answers
See all questions (7)

Ask a question



Chatbots



Home > FAQ > Hotel > What is Hotel Nikko's check in and check out time?

What is Hotel Nikko's check in and check out time?

What is Hotel Nikko's check in and check out time?

Check-in time at the hotel is 3 p.m., while check-out time is 11 am. Early check-in / late check-out is allowed for a fee and subject to availability. Early check-in is available upon request and based upon availability for a \$30 fee, tax included.

Home > FAQ > Amenities > Does Hotel Nikko have an airport shuttle?

Does Hotel Nikko have an airport shuttle?

Does Hotel Nikko have an airport shuttle?

While the hotel does not have a direct airport Nikko shuttle, third-party shuttles or shared-ride vans are available from 4:30AM-11:00PM daily. If you are arriving in the Domestic Terminal the pick-up location will be on the Arrivals Level terminal curbside. If you are arriving in the International Terminal pick-up location will be on the Arrivals Level roadway center island. The cost to take a shuttle from SFO to Hotel Nikko ranges between \$16 to \$20.



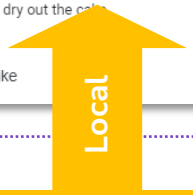
How do I care for my Sprinkles cupcakes?

Like Answer

Sprinkles Downtown Los Angeles (Owner)
3 months ago

It is important to keep your Sprinkles cupcakes at room temperature. this will dry out the cake.

Like



Chatbot

Conversations	Answered Questions	Unanswered Questions	Form Leads
274	381	140	50

Search Conversations

Date	Conversations	Time
December 12, 2022	User: About IBC Bank Chatbot: IBC Bank and Commerce Bank are divisions of International Bancshares Corporation (NASDAQ: IBCO), a \$16.1 billion multi-bank financial holding company headquartered in Laredo, Texas, with 167 facilities and 281,476 serving 70 communities in Texas and Oklahoma. IBC Bank's slogan "We Do More" reflects the bank's dedication to the growth and success of the customers and the communities it has been serving since 1966. IBC Bank offers foreign exchange services including pesos and euros, as well as insurance coverage and Mortgage loans. MEMBER FDIC / INTERNATIONAL BANCESHARES CORPORATION, Equal Housing Lender. Follow our Facebook and Instagram page, @IBCBankInOklahoma. Visit the IBC website for more information. Show More	4:19 PM 4:19 PM
December 12, 2022	User: About IBC Bank Chatbot: IBC Bank and Commerce Bank are divisions of International Bancshares Corporation (NASDAQ: IBCO), a \$16.1 billion multi-bank financial holding company headquartered in Laredo, Texas, with 167 facilities and 281,476 serving 70 communities in Texas and Oklahoma. IBC Bank's slogan "We Do More" reflects the bank's dedication to the growth and success of the customers and the communities it has been serving since 1966. IBC Bank offers foreign exchange services including pesos and euros, as well as insurance coverage and Mortgage loans.	9:07 AM 9:07 AM



PROVIDE CONSISTENT AND INFORMATIVE ANSWERS AT EACH TOUCHPOINT

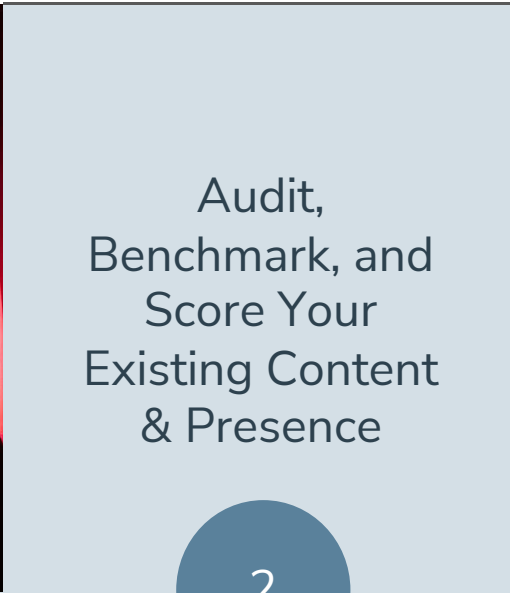
5-step Process to Execute Helpful Content At Scale

5 Steps To Helpful Content On Your Site



1

Define Your Audience Personas



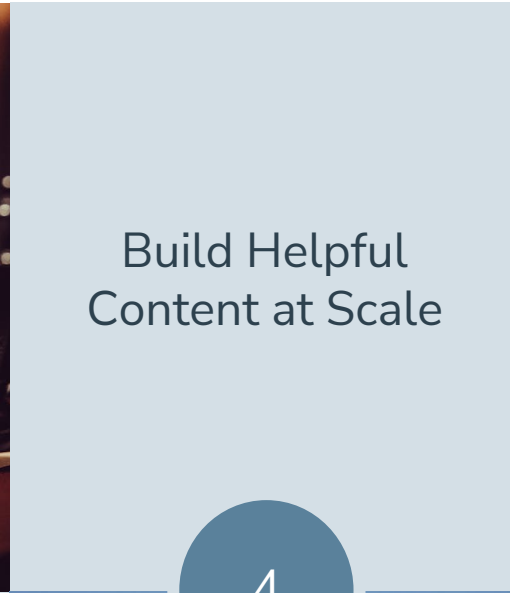
2

Audit, Benchmark, and Score Your Existing Content & Presence



3

Create an Execution Plan Based on Business Priorities



4

Build Helpful Content at Scale



5

Tack, Report, and Scale Your Content Production

Define Your Audience Persona

Consumer Persona 1: Millennial Parents



Millennial parents are looking for more than just a trip to a new destination; they're looking for a different way to see the world, and a chance to escape the everyday hustle & bustle. Many millennial parents now work remotely, so they are seeking connectivity and space to work while on the road. They expect every campground to have a website or ability to book online. Since 2020, there has been a 65% annual growth in "Adventure Travel" among millennial parents.

DEMOGRAPHICS

Age:	37
Gender:	60% Male / 40% Female
Ethnicity:	80% Caucasian / 20% AA/Hisp
Marital Status:	Married
Children:	2
Education:	BS/BA
Job Title:	VP or Director
HHI:	\$125,000
Location:	Austin, TX

PSYCHOGRAPHICS

Interests:	Travel, New Experiences, Outdoor Activities, Dining, TV (streaming), Kids Activities
Sports Activities	NFL/NCAA Football, Hiking, Kids Sports, Golf, Gym
Outings / Events:	Movie Theaters, Apple Picking, Libraries, Daytrips

ONLINE / MEDIA / PUBLICATIONS

Social Media:	IG, Twitter, Facebook, TikTok
Devices:	iPhone, Tablet, Mac
Other Media / Podcasts / Publications	Spotify, The Daily, This American Life, Stuff You Should Know, Fresh Air
How They Hear About Travel Opportunities:	Friends, Lifestyle Blogs, Instagram, Facebook, Travel Sites

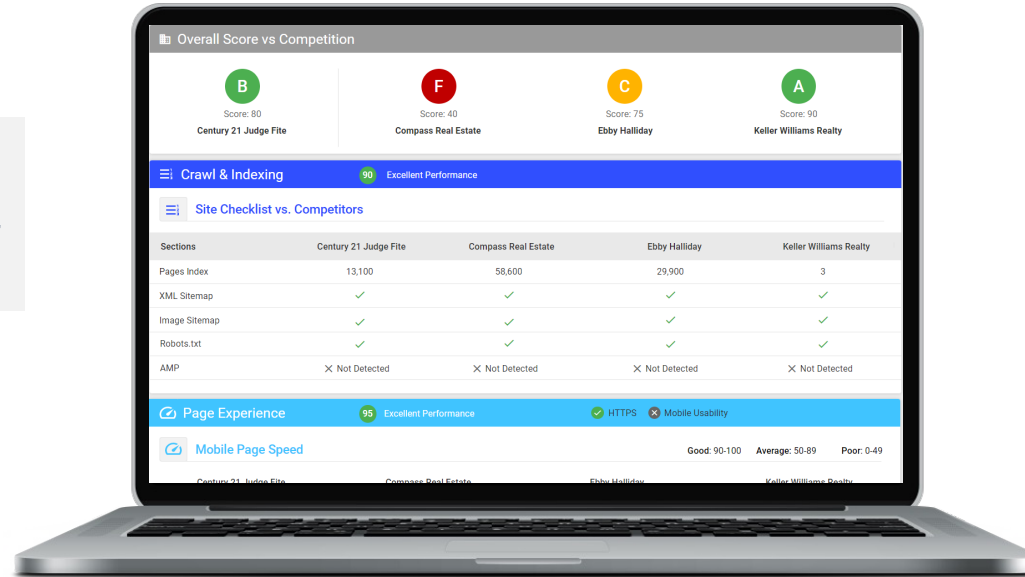
PASSION / PAIN POINTS

Why Book Outdoors:	Ease/Convenience, Options, Details
Travel Expectations:	Family Friendly, Connectivity, Experiences
Other OTAs:	Expedia, Kayak, Hipcamp, Airbnb, Vrbo, Campspot
When Do They Travel:	Spring / Summer / Holidays

2

Benchmark Against Your Competitors

A comprehensive digital presence audit & competitor benchmarking. Derive meaningful insights to help plan next steps.



Crawl & Indexing

Crawl & Indexing 90

Site Checklist

Sections	Century 21 Judge Fite	Compass Real Est
Pages Index	13,100	58,600
XML Sitemap	✓	✓
Image Sitemap	✓	✓
Robots.txt	✓	✓
AMP	✗ Not Detected	✗ Not Detected

Page Experience

Page Experience 90

✓ HTTPS ✗ Mobile Usability

Mobile Page Speed

	Century 21 Judge Fite	Compass Real Estate	Ebby Halliday	Keller Williams Realty
Score	56	72	50	21

Good: 90-100 Average: 50-89 Poor: 0-49

Core Web Vitals

Mobile	Century 21 Judge Fite	Compass Real Est
LCP	2.0 s	2.0 s
FID	12 ms	15 ms
CLS	0 m	0.1 m

Schema & Clickability

Schema & Clickability 75

Your Schema vs. Competitors

Universal Search Results

	Century 21 Judge Fite	Compass Real Estate
Score	121	198.1K
Site Links	13	109K
Knowledge Panel	8	335
Image Pack	86	87K
Local Pack	17	316
People Also Ask	0	692
FAQ	0	0

Content & Relevancy

Content & Relevancy 40

Organic Research

Domain/URL	Century 21 Judge Fite	Compass Real Es
Organic Traffic	3,820	1.5M
Organic Keywords	2,407	1.7M
Cost of Paid Traffic	<5,000	N/A
	3.72M	42.8K

Top Performing Channels

Local & Authority

Local & Authority 75

Domain Authority

Domain/URL	Century 21 Judge Fite	Compass Real Est
Authority Score	37	67

Google Business Profile Health

	Century 21 Judge Fite	Compass Real Estate
Address	✓	✓
Phone	✓	✓
Website	✓	✓
Appointment	75%	69%
Google Post	81%	75%
UTM Code	81%	75%
Star Rating	81%	75%
Number of Questions	-	0

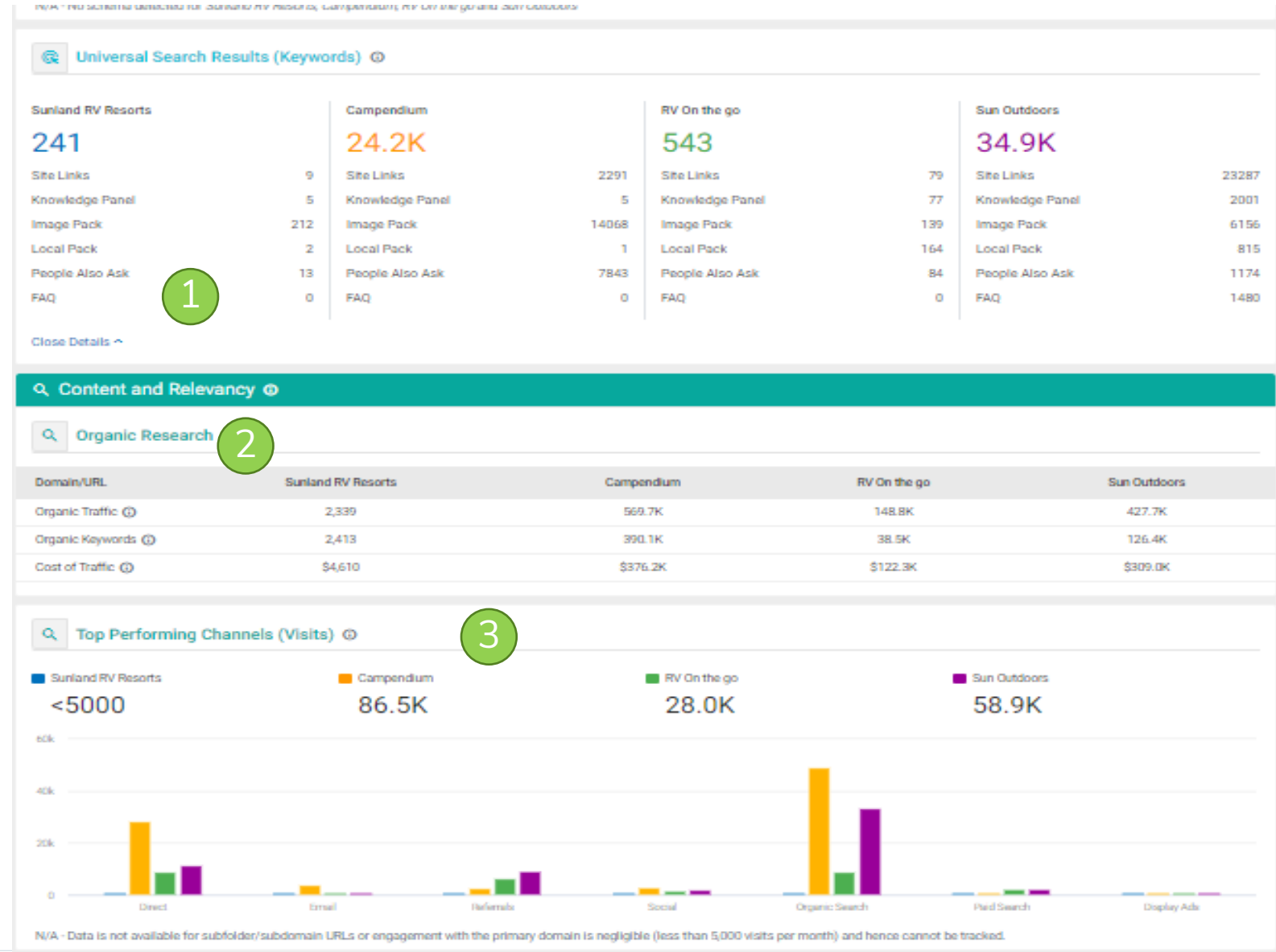
Data Accuracy Score

	Century 21 Judge Fite	Compass Real Estate
Score	75%	69%

Benchmark Against Competitors with Your Content Presence Report

Optimization Opportunities

1. FAQs
2. Expand topics & entities
3. Social & Paid Campaigns







INFORMATIONAL
(Non-Brand, Non- Local)

NAVIGATIONAL
(Near Me)

TRANSACTIONAL
(Branded)

VISIBILITY

Visibility *i*

2.28% +1.43%

Out of **811 terms** with
2.8M searches/month

Visibility *i*

1.12% +0.57%

Out of **167 terms** with
703K searches/month

Visibility *i*

23.65% +22.73%

Out of **9 terms** with
8.4k searches/month

OPPORTUNITY

Exposure for
additional
~3.4 M
keyword
searches

4

Execute Against Your Plan: Leverage AI & Keep **E E A T** Aligned

- **Experience**
- **Expertise**
- **Authoritativeness**
- **Trustworthiness**



Images

Web Stories

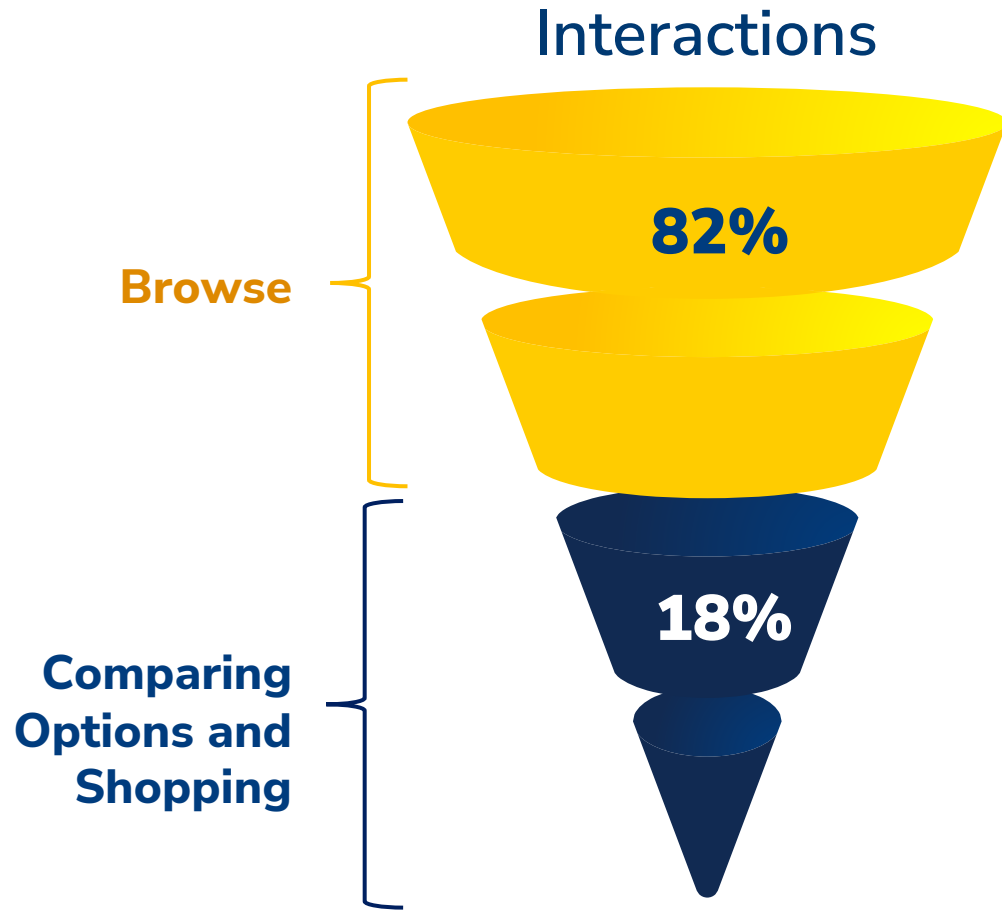
FAQs

Local Enhancements

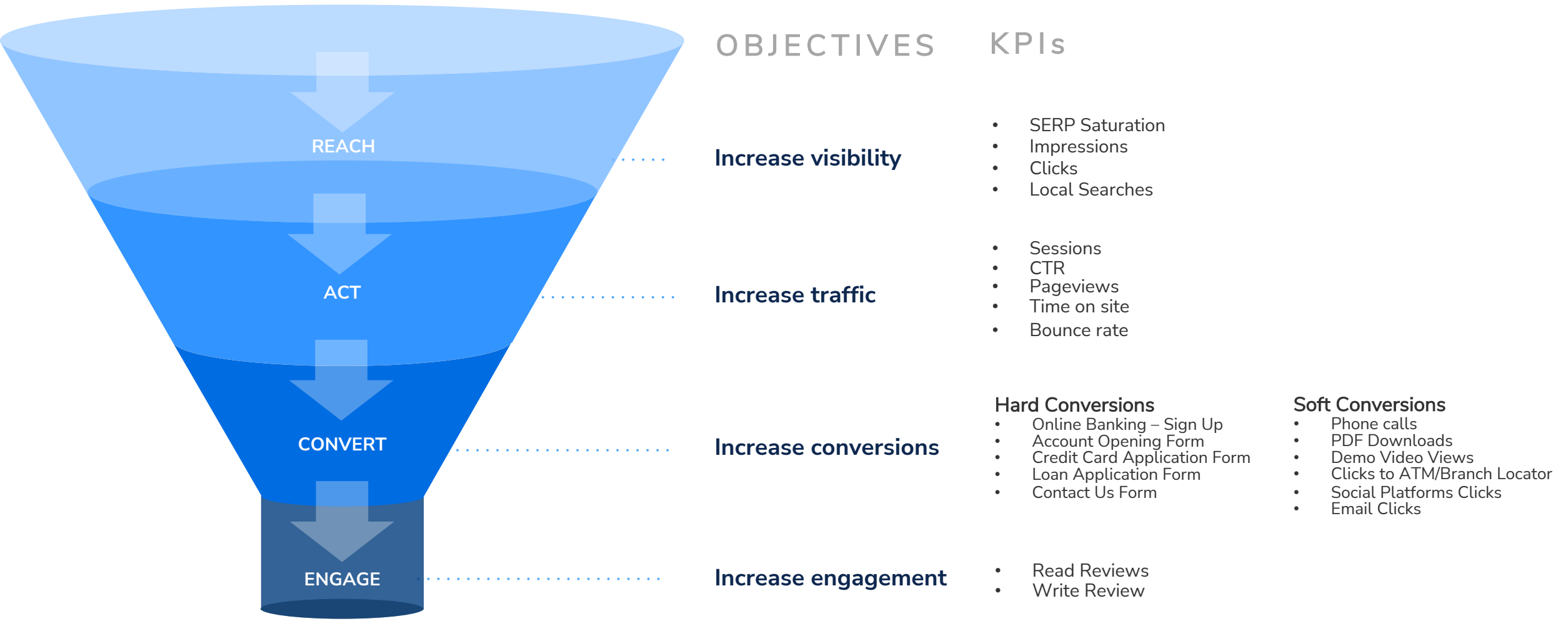
The background is a dark blue gradient with a complex network of thin, light blue lines and small, semi-transparent dots of various colors (blue, purple, red) scattered throughout, creating a digital or network-like aesthetic.

Driving Business Results with Helpful Content

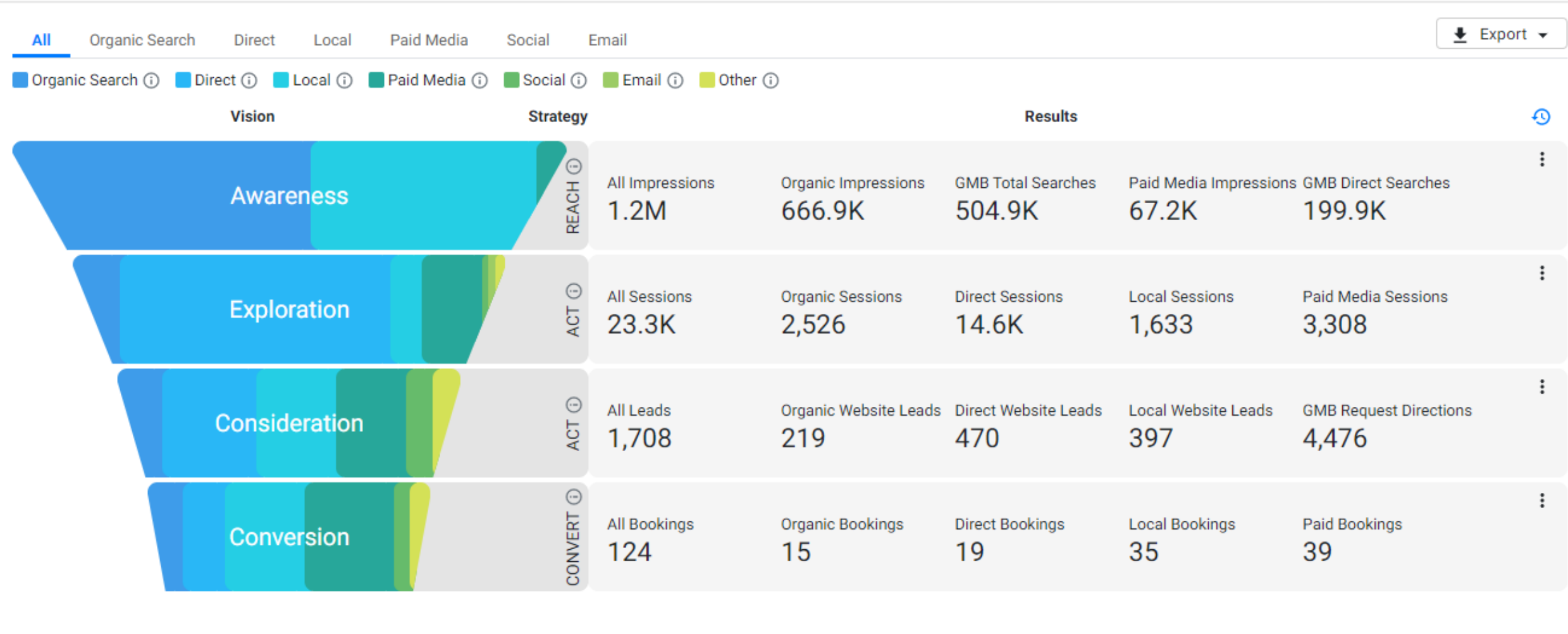
Majority of Searches Are Information Seeking



Define Goals and KPIs Based on Business Objectives



Track Performance Across The Buyer Journey



FAQ + Schemas Impact on Rich Results

How Many Rich Results Are We Seeing?

All Devices ▾

Number of Search Queries

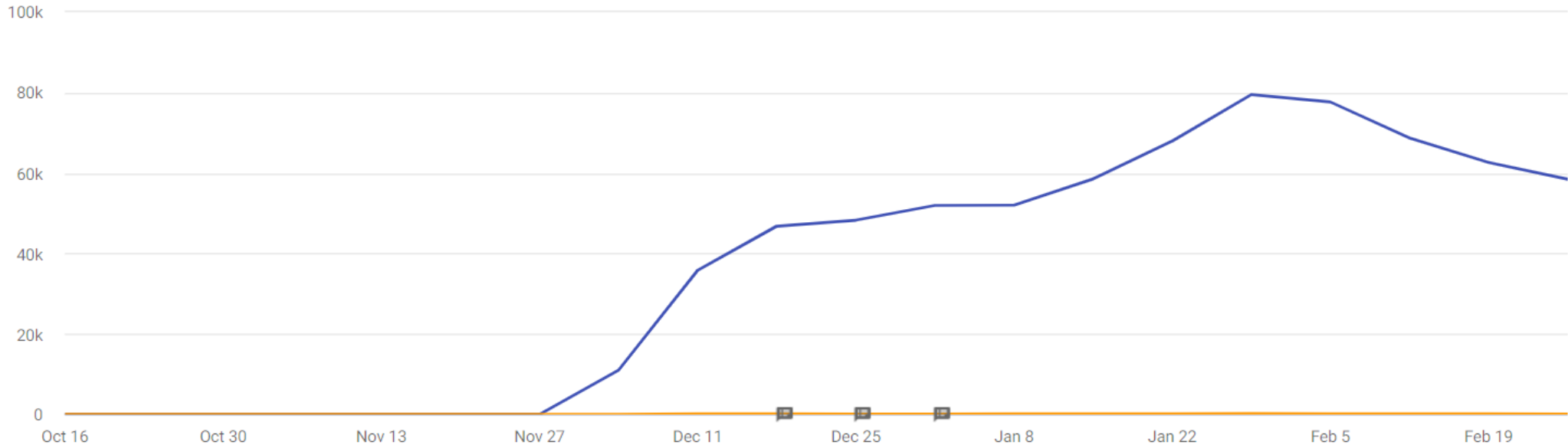
8.1K

Impressions

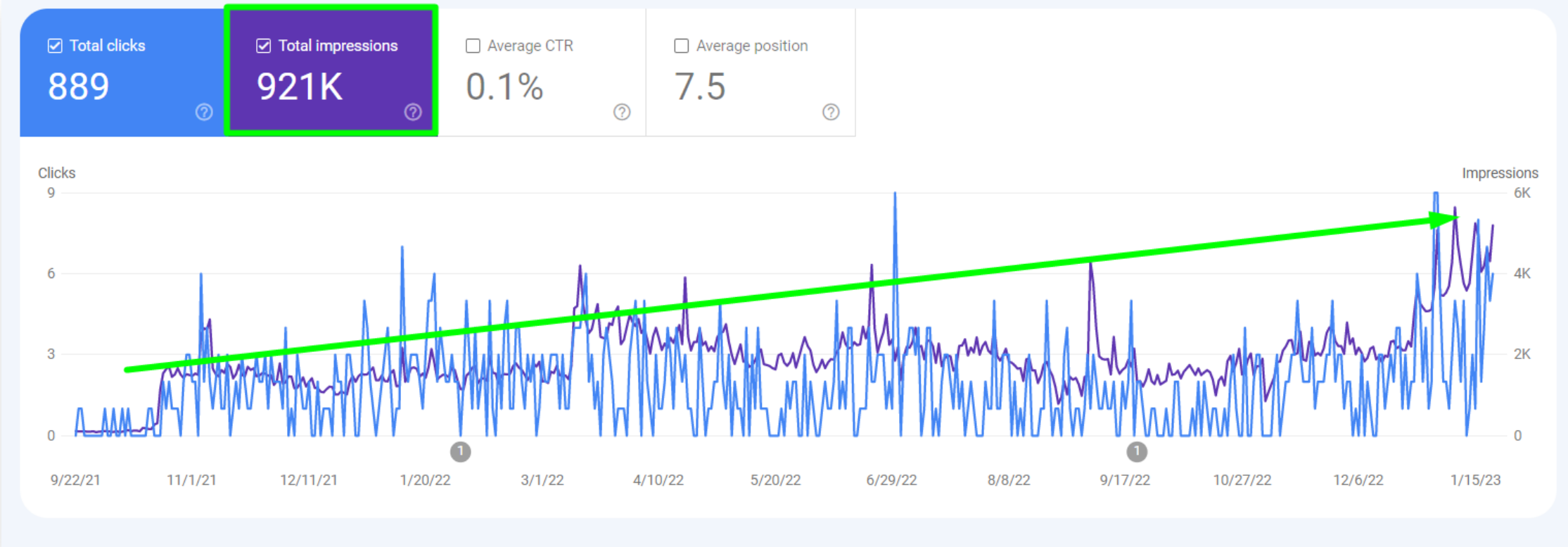
719.4K

Clicks

1.8K



Case Study: Web Stories brought significant impact, accounting for 7% share in impressions



Live Date: 25 May 2022 | Data Source: Google Search Console

5 Takeaways...

1

Helpful content:

Meets the needs of your audience **persona** across the **buying journey**

2

Discovery of **content is critical**

3

Establish **Right KPI across funnel**

4

Use automation and **AI for first drafts**. Enhance with **personalization** and **localization**

5

Measure **Impact** across channels and touchpoints

ENGAGE 2023

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