

A horizontal line composed of several small, overlapping colored segments in shades of green, orange, yellow, blue, red, and black.

# Content Training

*Which ways can fresh content on your website win customers' attention?*

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# Content Training



*Which ways can fresh content on your website win customers' attention?*



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# *What is the value of keeping content on your website fresh?*

# The customer journey



*Website content feeds every channel, every channel feeds the website.*

Email: Proactive customer care

Social: Engagement & advocacy

SEO: Increase visibility

Social: Fight switchaways

Site: Time on site

Email: Go beyond offer emails



# *How can fresh content improve customer awareness?*

# Increased visibility

## Raises search ranking

- More content=more relevance
  - A deep library of content raises the chances of PwDs finding your site when searching
- “Freshness” counts
  - Google considers the frequency and volume of updated content in its overall rankings
- Find the right keywords
  - Use Google Trends to discover the keywords your audience is searching
  - Check Google Analytics to see what keywords are already bringing customers to your site



June 1- Oct 30, 2018

Source / Medium	Acquisition		
	Users	New Users	Sessions
	841,549 <small>% of Total: 100.00% (841,549)</small>	810,826 <small>% of Total: 100.06% (810,348)</small>	1,265,929 <small>% of Total: 100.00% (1,265,929)</small>
1. google / organic	422,554 (45.98%)	387,588 (47.80%)	587,294 (46.39%)
2. (direct) / (none)	137,232 (14.93%)	131,399 (16.21%)	204,599 (16.16%)
3. google / cpc	95,243 (10.36%)	83,123 (10.25%)	128,835 (10.18%)
4. facebook / cpc	40,360 (4.39%)	38,206 (4.71%)	49,275 (3.89%)
5. bing / cpc	39,801 (4.33%)	35,163 (4.34%)	47,355 (3.74%)
6. bing / organic	31,398 (3.42%)	25,733 (3.17%)	42,094 (3.33%)
7. Roche / Email	15,508 (1.69%)	12,125 (1.50%)	19,673 (1.55%)
8. yahoo / organic	13,669 (1.49%)	11,339 (1.40%)	19,210 (1.52%)
9. WCMS / Hero_button	12,416 (1.35%)	198 (0.02%)	16,979 (1.34%)
10. Email Retention / Email	10,547 (1.15%)	8,453 (1.04%)	12,811 (1.01%)

Landing Page	Acquisition			
	Impressions	Clicks	CTR	Average Position
	15,043,767 <small>% of Total: 100.00% (15,043,767)</small>	629,617 <small>% of Total: 100.00% (629,617)</small>	4.19% <small>Avg for View: 4.19% (0.00%)</small>	7.6 <small>Avg for View: 7.6 (0.00%)</small>
1. /us/glucose-monitoring/a1c-calculator.html	2,619,906 (17.42%)	178,348 (28.33%)	6.81%	8.1
2. /management-tips/how-test-your-blood-sugar	1,216,385 (8.09%)	27,473 (4.36%)	2.26%	8.0
3. /	919,609 (6.11%)	39,358 (6.25%)	4.28%	7.9
4. /meters/aviva-meter	605,205 (4.02%)	19,480 (3.09%)	3.22%	5.1
5. /meters/guide-meter	525,720 (3.49%)	13,382 (2.13%)	2.55%	4.3
6. /meters	482,182 (3.21%)	12,378 (1.97%)	2.57%	5.0
7. /management-tips/when-test-your-blood-sugar	462,166 (3.07%)	17,363 (2.76%)	3.76%	10
8. /meters/aviva-meter/support-error-screens	343,806 (2.29%)	34,308 (5.45%)	9.98%	4.6
9. /microsites/accuracy	298,190 (1.98%)	17,871 (2.84%)	5.99%	5.2
10. /test-strips	259,167 (1.72%)	8,084 (1.28%)	3.12%	5.3

# *How can fresh content support customer consideration?*

# Keeps customers' attention

*Fresh content = more time on site*

- New, useful content keeps customers coming back
- More time on the website means more exposure to products and offers
- Use SF Social Studio, Google Trends and your own analytics to find out what topics your audience is interested in

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MOO

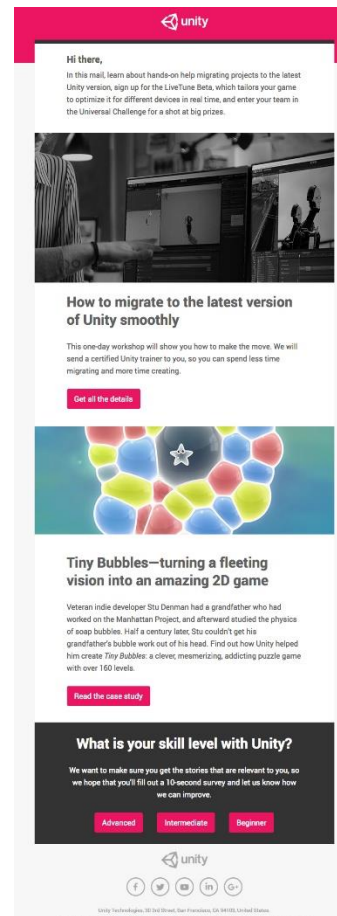
The screenshot shows the MOO blog homepage with a navigation bar at the top containing 'Blog Home', 'Interviews', 'Inspiration', 'Business Tips', 'News', and a search bar. The main content area features several article cards:

- INTERVIEWS:** 'Nailing your niche and rebranding your visual identity' by Ronnie Alley, 3 min read.
- Be Social:** 'It's back - Issue 37 of #posterzine by @peoplecprint featuring Justie Stewart. Read our interview with @Marroy\_Smith Founder of @peoplecprint, why we've sponsored Posterzine and why print is very much still alive >> bit.ly/2PRhRkK pic.twitter.com/hpuZk6UC', 3 days ago.
- Keep in touch:** 'Get design inspiration, business tips and special offers straight to your inbox with our MOOletter, out every two weeks. Sign me up!'
- NEWS:** 'Introducing: Friday Night Sketch at The Design Museum. Friday Night Sketch is a brand new, year-long event series that kicks off on the 2nd November 2018...', 3 min read.
- BUSINESS TIPS:** '6 ways your business can give back this holiday season. Being generous over the holidays can boost your business and even improve your employees' mental...', 5 min read.
- INTERVIEWS:** 'How Ampersand turned a side hustle', 3 min read.
- INTERVIEWS:** 'How Mélanie Johnson promotes', 3 min read.
- BUSINESS TIPS:** '6 ways to look out for your employees over', 3 min read.

# New opportunities to connect

*Go beyond just selling product*

- Emails with fresh content give readers new reasons to visit your site
- Content driven emails can get around the Promotions tab and junk folder
  - Email clients may filter out offers but let newsletters through

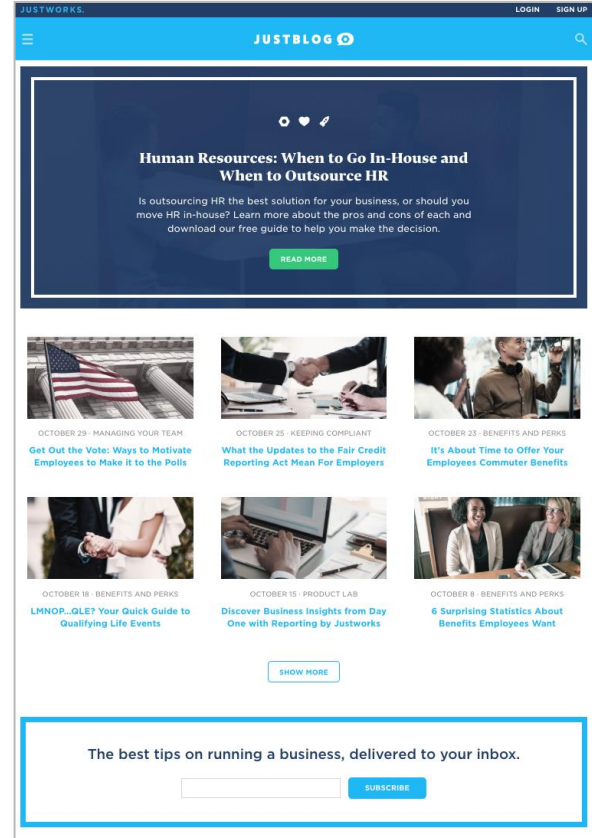
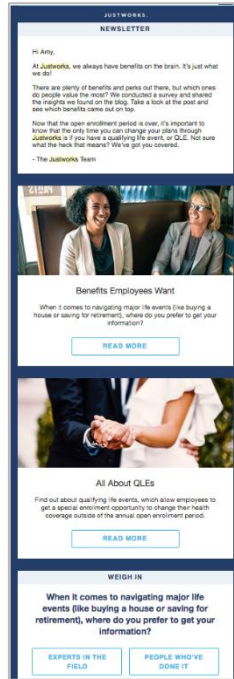


# *How can fresh content help retain customers?*

# Customer attention = customer retention

*Stay present in customers' online lives*

- Fight switch-a-ways
  - Feeding channels with fresh content ensures Accu-Chek products stay top of mind and increase customer satisfaction
- Proactive customer care
  - Provide answers in a new article and solve problems before they start
- Engagement and advocacy
  - When users come to rely on fresh content from Accu-Chek, they're more likely to share what they love and recommend us to friends



# The virtuous content cycle

*Test, analyze, improve*

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- Find new angles on successful topics
- Decide whether to improve or abandon ideas that didn't work

Repeat

Learn what worked

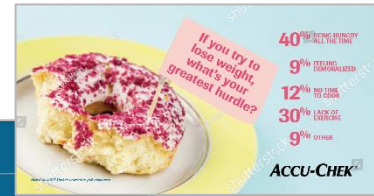
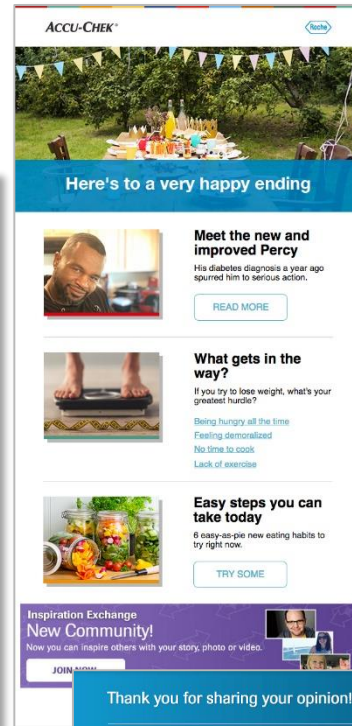
- Look at KPIs: opens, clicks, shares, traffic attribution, etc.
- Review regularly

Be direct

- Use polls to ask about habits and preferences
- Analyze search terms and traffic to identify popular topics

# Case Study: AC US Update

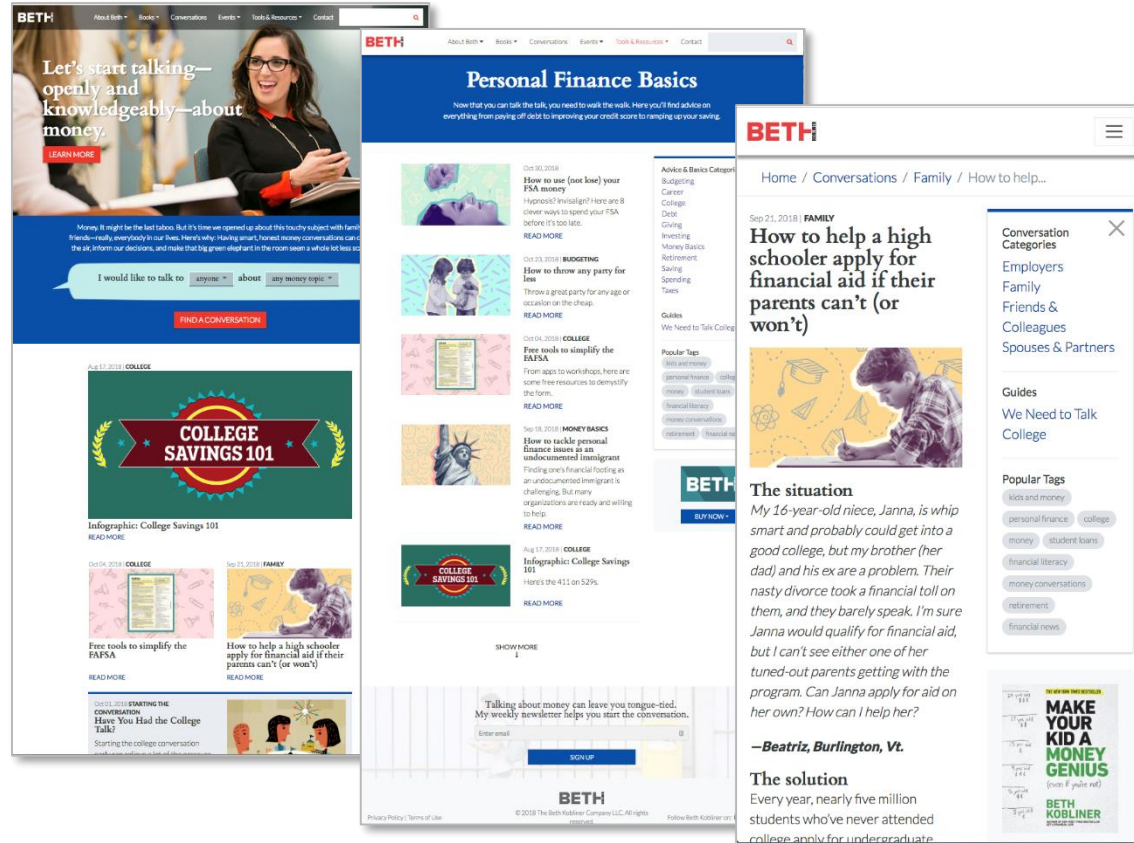
- FFS has been producing Accu-Chek Update for over 10 years
- Two new articles each month, plus a poll and promo banner
- Emails point to articles on Life with Diabetes, and are also posted to social.
- Poll clicks through to offer or CTA, and poll results are posted to social
- Promo banner is another opportunity to present an offer or CTA



# Case Study: Beth Kobliner



- Beth Kobliner is a financial planning expert and the author of three books
- Promote herself as a brand and to sell her books
- Website is updated 2-4 times a month with new articles
- Each article page has a previous/next link and newsletter signup to keep readers engaged
- Fresh articles and “evergreen” tools keep readers coming back to a trusted source of financial guidance



# Key Take-aways



*there are many reasons to keep your content fresh – most importantly for your customer.*



- The more often you update the content on your site, Google will see this as more relevant and can elevate you in search results.
- It gives customers a reason to stay on your site and/or come back again. This provides more exposure to products and offers.
- When customers see your content as relevant or useful they are more likely to share, therefore increasing your reach.
- And most importantly – we are here to help. To learn more or get assistance with your content plan or Accu-Chek site – **Submit a ticket!**

*Doing now what patients need next*