SEO Personas: Improve SEO Content Strategy With Social Data

Rory Hope, Head of Content SEO at HubSpot
A little bit about me

My experience driving SEO & Inbound Marketing for leading B2B, SaaS brands & startups.

⭐ Remote
⭐ Stripe
⭐ Cloudflare
⭐ AMEX
⭐ DueDil
⭐ The Craftory

Rory Hope
Head of Content SEO, HubSpot
@roryhope
www.roryhope.com
I’d love to connect 🤗

T: @roryhope
L: Rory Hope
N: Rory’s Blog
Agenda

10 MIN: What are SEO Personas and why are they important?
5 MIN: How to develop SEO Personas?
5 MIN: How to integrate keyword intelligence with audience intelligence
5 MIN: **Exercise 1: List 1-3 keyword topics relevant to your company**
10 MIN: How to do search landscape analysis to find SEO competitors
5 MIN: **Exercise 2 - 3: List SEO Competitors and their Twitter handles.**
10 MIN: How to create and analyze an audience intelligence report
5 MIN: **Exercise 4 - 5: Create an audience intelligence report to identify SEO Personas**
10 MIN: How can you use your SEO Personas?
10 MIN: **Exercise 6 - 7: List Influencer Entities for SEO Personas & setup social listening**
5 MIN: How to use SEO Persona insights for SEO topic modelling & digital PR
5 MIN: **Exercise 8: SEO content ideation using social listening data**
5 MIN: Q&A

Q&A
A Survey of SEOs

I conducted a Twitter survey of SEOs to better understand how they develop their SEO content strategies, and whether or not they were already using social data in this process.
40% struggle to deliver consistent high quality content

Survey of SEOs
Rory Hope

Source: @roryhope (Twitter) & Featured: Integrate keyword intelligence with audience intelligence for audience-first SEO (OnCrawl)
88% would like to speed up link prospecting

Survey of SEOs
Rory Hope

Source: @roryhope (Twitter) & Featured: Integrate keyword intelligence with audience intelligence for audience-first SEO (OnCrawl)
63% say keyword data doesn’t provide information into interests and behaviours of target audience

Survey of SEOs
Rory Hope

Source: @roryhope (Twitter) & Featured: Integrate keyword intelligence with audience intelligence for audience-first SEO (OnCrawl)
Only 16\% of SEOs incorporate social media data into their SEO strategy.

Survey of SEOs
Rory Hope

Source: @roryhope (Twitter) & Featured: Integrate keyword intelligence with audience intelligence for audience-first SEO (OnCrawl)
Researchers find a potential SEO-social media missing link

WHAT: An SEO survey of 150 respondents shows that almost two-thirds (61%) don’t use social media analytics to inform their SEO strategy.

61% don’t use #SocialMedia data to help formulate their #SEO strategy, according to a #Survey of 150 by @Semmetrical @AudienseCo via @CMIContent @Rory-Hope. #WeeklyWrap

Source: 3 Ideas to Blow Out Your Content Competitors [The Weekly Wrap] (CMI)
What will we cover?

1. What are SEO personas and why are they important?
What will we cover?

2. How can you develop SEO personas by integrating data sources?
What will we cover?

3. How can you use SEO personas to improve your SEO strategy?
What are SEO personas?

User & reader audience segments
What are SEO personas?

Built via integrating multiple data sources
What are SEO personas?

Multiple SEO personas per keyword segment
Why are SEO personas important?

Informs content topics, style, tone & pain points
Why are SEO personas important?

Identify influences & interests for Influence (-r) Marketing & SEO
Why are SEO personas important?

Link acquisition at scale per KW segment with Digital PR campaigns
Use case: HubSpot

Source: HubSpot
How to Develop SEO Personas?

- Google Ads
- Google Search Console
- Ahrefs
- Semrush
- GetSTAT

- Audiense
- Hootsuite
- Pulsar
- HubSpot
- SparkToro
- Meltwater
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Keyword & Audience Intelligence Integration

Keyword Intelligence

Audience Intelligence
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Keyword Intelligence Process

Keyword Research

Search Landscape Analysis

Keyword Targeting Strategy
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KW & Audience Intelligence Integration Process

1. Search Landscape Analysis
2. Keyword Targeting Strategy
3. Audience Intelligence Report
4. Influencer Entity Analysis
5. Audience-first SEO Strategy
Keyword Research

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Keyword Research (Identification)

- Google Ads
- Excel / G-Sheets
- Google Search Console
- Semrush
- Ahrefs
Keyword Research (Segmentation)

- **CRM**: Transactional: Solutions
  - “crm solutions”

- **Marketing Software**: Informational: Benefits
  - “marketing software benefits”

- **Sales Software**: Informational / Transactional: Enterprise
  - “enterprise sales software”
Let's do a quick exercise! (5 MIN)

List 1-3 keyword topics relevant to your company.
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Search Landscape Analysis

- Keyword Research
- Search Landscape Analysis
- Keyword Targeting Strategy
Search Landscape Analysis

- Competitor Gap Analysis
- SERP Intent & Template Analysis
- Keyword Prioritisation
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Search Landscape Analysis + Aud. Int. Report

Upload ‘SEO Competitors’ to Audience Intelligence Tool

Keyword-level ‘SEO Personas’

Identify KW Segment to Audience Overlap
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Competitor SEO & SERP Analysis

Keyword Research → Tag Keywords (Segmentation) → Get Keyword Rankings

Export Ranking Data (inc. Competitors) → Transfer & Format in Excel → Pivot Data for Best Performers per Tag

Search Landscape Analysis on Best Performers

Excel / G-Sheets

ahrefs - Semrush - GetSTAT
SEO Personas: Improve SEO Content Strategy With Social Data

Use ‘SEO Competitors’ for Audience Intel. Research

'CRM' Keyword Search Landscape Analysis

<table>
<thead>
<tr>
<th>SEO Competitor</th>
<th>Twitter Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>HubSpot</td>
<td>@hubspot</td>
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<tr>
<td>Zoho</td>
<td>@zoho</td>
</tr>
<tr>
<td>Salesforce</td>
<td>@salesforce</td>
</tr>
<tr>
<td>Pipedrive</td>
<td>@pipedrive</td>
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<tr>
<td>ActiveCampaign</td>
<td>@activecampaign</td>
</tr>
<tr>
<td>Marketo</td>
<td>@adobemarketo</td>
</tr>
</tbody>
</table>

* Fictional data
Let’s do a quick exercise! (5 MIN)

List 5+ websites that are ‘SEO competitors’ in the search results for one of your keyword topics.
Let’s do a quick exercise! (5 MIN)

Find and list the Twitter account URLs of the ‘SEO Competitors’.
CRM: Creating an Audience

Who are the SEO Personas?

Audiense Insights

Profile attributes
Conversations
Upload your audience
Meltwater search

Audiences based on account followers, location, biography, genders, etc. or select a Connect audience.
Audiences based on their recent use of hashtags, keywords and URLs.
Uploaded audiences from social listening tools, CRMs and more.
Use your Meltwater search audience intelligence.

Followers of
Include any
@hubspot  @salesforce
@ActiveCampaign  @zoho
@AdobeMarketo  @pipedrive
CRM: Creating an Audience

1. Marketing / creative professionals
2. Cloud engineers / developers
3. Web entrepreneurs / digital marketers
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KW-level SEO Personas

**Segments**

### engineer, cloud
- **Segment size:** 24.93%
- **Distinctive bio keyword:** product
- **Distinctive hashtags:**
  - #Product
  - #Business
  - #Cloud

### creative, business
- **Segment size:** 21.65%
- **Distinctive bio keyword:** brand
- **Distinctive hashtags:**
  - #Brand
  - #Business
  - #Creative

### salesforce, devolo
- **Segment size:** 14.88%
- **Distinctive bio keyword:** certified
- **Distinctive hashtags:**
  - #Salesforce
  - #Devolo
  - #Certified

### businesses, digital
- **Segment size:** 11.17%
- **Distinctive bio keyword:** digitalmarketing
- **Distinctive hashtags:**
  - #DigitalMarketing
  - #Business
  - #Creative

### Top characteristics

#### engineer, cloud
- **Age:** 18-24
- **Gender:** Male
- **Countries:** United States of America
- **Interests:** Work

#### creative, business
- **Age:** 18-24
- **Gender:** Male
- **Countries:** United States of America
- **Interests:** Work

#### salesforce, devolo
- **Age:** 18-24
- **Gender:** Male
- **Countries:** United States of America
- **Interests:** Work

#### businesses, digital
- **Age:** 18-24
- **Gender:** Male
- **Countries:** United States of America
- **Interests:** Work
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KW-level SEO Personas

Segments

1. **Engineer, Cloud**
   - Segment size: 24.31%
   - Distinctive keywords: product 2%, developer 7%, opinions 1%
   - Distinctive affinities: Srinath, Verma, InfoAge, AWS, Amazon Web Services
   - Top hashtags: #AI, #IoT, #smartcity
   - Top characteristics:
     - Age: 18-24 30.68%
     - Gender: Male 73.32%
     - Countries: United States of America 39.34%
     - Interests: Work 65.76%

2. **Creative, Business**
   - Segment size: 21.6%
   - Distinctive keywords: brand 1%, strategy 1%, service 1%
   - Distinctive affinities: B2B, MarketingSherpa, Advertising Week
   - Top hashtags: #B2B, #MarketingSherpa, #AdvertisingWeek
   - Top characteristics:
     - Age: 18-24 28.20%
     - Gender: Male 56.58%
     - Countries: United States of America 41.52%
     - Interests: Work 64.04%

3. **Salesforce, Developers**
   - Segment size: 14.98%
   - Distinctive keywords: certified 2%, cloud 1%, engineer 1%
   - Distinctive affinities: Salesforce, Trailhead, Dreamforce
   - Top hashtags: #Salesforce, #Trailhead, #Dreamforce
   - Top characteristics:
     - Age: 18-24 33.20%
     - Gender: Male 67.53%
     - Countries: United States of America 36.64%
     - Interests: Work 49.38%

4. **Businesses, Digital**
   - Segment size: 11.17%
   - Distinctive keywords: digitalmarketing 2%, expert 2%
   - Distinctive affinities: Marc, Guberti, Murray, Newlands
   - Top hashtags: #DigitalMarketing, #Expert
   - Top characteristics:
     - Age: 25-34 28.17%
     - Gender: Male 61.66%
     - Countries: United States of America 40.43%
     - Interests: Work 50.59%
SEO Personas: Improve SEO Content Strategy With Social Data

KW-level SEO Personas

<table>
<thead>
<tr>
<th>Name</th>
<th>Biography</th>
<th>Audience</th>
<th>Reach</th>
<th>Social media</th>
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</thead>
<tbody>
<tr>
<td>Social Media B2B</td>
<td>The former leading social media site for B2B marketers. No longer active.</td>
<td>67,916</td>
<td>60,345</td>
<td></td>
</tr>
<tr>
<td>MarketingShark</td>
<td>Providing B2B and consumer marketing professionals practical research and case studies on every trend and what’s new in marketing today.</td>
<td>67,053</td>
<td>60,694</td>
<td></td>
</tr>
<tr>
<td>Advertising Week</td>
<td>The world’s leading curator of advertising, marketing, and technology content since 2004</td>
<td>66,47</td>
<td>63,373</td>
<td></td>
</tr>
<tr>
<td>MediaPost</td>
<td>Daily news and commentaries for media, marketing and advertising professionals looking for the most comprehensive industry coverage.</td>
<td>66,36</td>
<td>63,573</td>
<td></td>
</tr>
<tr>
<td>Marketing Week</td>
<td>Leading through the consumer Marketing Week provides essential news, analysis, and insight for marketers.</td>
<td>66,35</td>
<td>63,473</td>
<td></td>
</tr>
<tr>
<td>CampaignElect UK</td>
<td>(Campaign each handle for tech, social, and digital news for the ad, marketing, and media industries.</td>
<td>66,35</td>
<td>63,473</td>
<td></td>
</tr>
<tr>
<td>Social Media Week</td>
<td>A leading digital news source for marketing news and analysis.</td>
<td>66,35</td>
<td>63,473</td>
<td></td>
</tr>
<tr>
<td>Adweek</td>
<td>The home of ad events. Since 2016, Adweek has been AdAge’s hub for the best, most, and most active.</td>
<td>66,35</td>
<td>63,473</td>
<td></td>
</tr>
<tr>
<td>iMedia</td>
<td>AdWeek empowers its media and marketing industry to thrive in the digital economy.</td>
<td>56,85</td>
<td>50,543</td>
<td></td>
</tr>
<tr>
<td>Campaign</td>
<td>The world’s leading magazine for the advertising, marketing &amp; media communities.</td>
<td>56,85</td>
<td>50,543</td>
<td></td>
</tr>
<tr>
<td>eMarketer</td>
<td>eMarketer and Business Insider Intelligence as low and digital intelligence, the research authority on digital marketing and demand.</td>
<td>56,85</td>
<td>50,543</td>
<td></td>
</tr>
<tr>
<td>Ogilvy</td>
<td>We inspire brands and people to impact the world.</td>
<td>56,85</td>
<td>50,543</td>
<td></td>
</tr>
</tbody>
</table>
SEO Personas: “CRM” - Marketing / Creative Professional (Influencer Entities)

<table>
<thead>
<tr>
<th>Influencer Entity</th>
<th>Twitter Account</th>
<th>KW Segment</th>
<th>Audience Segment</th>
<th>Affinity Score</th>
</tr>
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<tbody>
<tr>
<td>Social Media Examiner</td>
<td><a href="https://twitter.com/SMEExaminer">https://twitter.com/SMEExaminer</a></td>
<td>CRM</td>
<td>Marketing / Creative</td>
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<td>eMarketer</td>
<td><a href="https://twitter.com/eMarketer">https://twitter.com/eMarketer</a></td>
<td>CRM</td>
<td>Marketing / Creative</td>
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<td>Marketing Week</td>
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<td>CRM</td>
<td>Marketing / Creative</td>
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<td>Advertising Week</td>
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<td>CRM</td>
<td>Marketing / Creative</td>
<td>5.54</td>
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<tr>
<td>CampaignTechUK</td>
<td><a href="https://twitter.com/CampaignTechUK">https://twitter.com/CampaignTechUK</a></td>
<td>CRM</td>
<td>Marketing / Creative</td>
<td>10.34</td>
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<td>Campaign</td>
<td><a href="https://twitter.com/Campaignmag">https://twitter.com/Campaignmag</a></td>
<td>CRM</td>
<td>Marketing / Creative</td>
<td>6.83</td>
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<td>IAB</td>
<td><a href="https://twitter.com/iab">https://twitter.com/iab</a></td>
<td>CRM</td>
<td>Marketing / Creative</td>
<td>5.37</td>
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<td>The Drum</td>
<td><a href="https://twitter.com/TheDrum">https://twitter.com/TheDrum</a></td>
<td>CRM</td>
<td>Marketing / Creative</td>
<td>7.20</td>
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<tr>
<td>Social Media Insider</td>
<td><a href="https://twitter.com/SocialMedia411">https://twitter.com/SocialMedia411</a></td>
<td>CRM</td>
<td>Marketing / Creative</td>
<td>11.38</td>
</tr>
</tbody>
</table>
SEO Personas: Improve SEO Content Strategy With Social Data

KW-level SEO Personas

Segments

- **Engineer, Cloud**
  - Segment size: 24.91%
  - Distinctive bio keywords: product, developer, opinions
  - Top hashtags: #beast, #marketingimportgovt, #ukraine
  - Top characteristics:
    - Age: 18-24
    - Gender: Male
    - Countries: United States of America
    - Interests: Work

- **Creative, Business**
  - Segment size: 21.6%
  - Distinctive bio keywords: brand, strategy, service
  - Top hashtags: #beast, #marketingimportgovt, #ukraine
  - Top characteristics:
    - Age: 18-24
    - Gender: Male
    - Countries: United States of America
    - Interests: Work

- **Salesforce, Developer**
  - Segment size: 14.88%
  - Distinctive bio keywords: certified, cloud, engineer
  - Top hashtags: #beast, #marketingimportgovt, #ukraine
  - Top characteristics:
    - Age: 18-24
    - Gender: Male
    - Countries: United States of America
    - Interests: Work

- **Businesses, Digital**
  - Segment size: 11.17%
  - Distinctive bio keywords: digitalmarketing, expert, creative
  - Top hashtags: #beast, #marketingimportgovt, #ukraine
  - Top characteristics:
    - Age: 18-24
    - Gender: Male
    - Countries: United States of America
    - Interests: Work

Audiense
# SEO Personas: “CRM” - Cloud Engineer / Web Developer (Influencer Entities)

<table>
<thead>
<tr>
<th>Influencer Entity</th>
<th>Twitter Account</th>
<th>KW Segment</th>
<th>Audience Segment</th>
<th>Affinity Score</th>
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<tbody>
<tr>
<td>The Hacker News</td>
<td><a href="https://twitter.com/TheHackersNews">https://twitter.com/TheHackersNews</a></td>
<td>Cloud Engineer / Developer</td>
<td>CRM</td>
<td>6.18</td>
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<tr>
<td>Java</td>
<td><a href="https://twitter.com/java">https://twitter.com/java</a></td>
<td>Cloud Engineer / Developer</td>
<td>CRM</td>
<td>6.39</td>
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<tr>
<td>a16z</td>
<td><a href="https://twitter.com/a16z">https://twitter.com/a16z</a></td>
<td>Cloud Engineer / Developer</td>
<td>CRM</td>
<td>10.10</td>
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<td>Computer World</td>
<td><a href="https://twitter.com/Computerworld">https://twitter.com/Computerworld</a></td>
<td>Cloud Engineer / Developer</td>
<td>CRM</td>
<td>7.51</td>
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<tr>
<td>Stripe</td>
<td><a href="https://twitter.com/stripe">https://twitter.com/stripe</a></td>
<td>Cloud Engineer / Developer</td>
<td>CRM</td>
<td>5.45</td>
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<tr>
<td>MIT</td>
<td><a href="https://twitter.com/MIT">https://twitter.com/MIT</a></td>
<td>Cloud Engineer / Developer</td>
<td>CRM</td>
<td>8.21</td>
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<tr>
<td>World of Engineering</td>
<td><a href="https://twitter.com/engineers_feed">https://twitter.com/engineers_feed</a></td>
<td>Cloud Engineer / Developer</td>
<td>CRM</td>
<td>5.01</td>
</tr>
<tr>
<td>AWS</td>
<td><a href="https://twitter.com/awscloud">https://twitter.com/awscloud</a></td>
<td>Cloud Engineer / Developer</td>
<td>CRM</td>
<td>19.71</td>
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<td>Infosys</td>
<td><a href="https://twitter.com/Infosys">https://twitter.com/Infosys</a></td>
<td>Cloud Engineer / Developer</td>
<td>CRM</td>
<td>8.99</td>
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</tbody>
</table>
SEO Personas: Improve SEO Content Strategy With Social Data

KW-level SEO Personas

**Segments**

- **engineer, cloud**
  - Segment size: 24.91%
  - Distinctive buzzwords: product, developer, opinions
  - Distinctive affinities: Sridhar Venkata, Infastrax, Amazon Web Services
  - Top hashtags: #engineer, #developer, #opinions
  - Top characteristics:
    - Age: 18-24 30.68%
    - Gender: Male 73.32%
    - Countries: United States of America 36.64%
    - Interests: Work 65.76%

- **creative, business**
  - Segment size: 21.6%
  - Distinctive buzzwords: brand, strategy, service
  - Distinctive affinities: B2B, MarketingSherpa, AdvertisingWeek
  - Top hashtags: #brand, #strategy, #service
  - Top characteristics:
    - Age: 18-24 28.29%
    - Gender: Male 56.58%
    - Countries: United States of America 41.52%
    - Interests: Work 64.04%

- **salesforce, devolo**
  - Segment size: 14.88%
  - Distinctive buzzwords: certified, cloud, service, engineer
  - Distinctive affinities: Salesforce, Trailhead, Dreamforce
  - Top hashtags: #salesforce, #trailhead, #dreamforce
  - Top characteristics:
    - Age: 18-24 33.29%
    - Gender: Male 67.53%
    - Countries: United States of America 36.64%
    - Interests: Work 49.38%

- **businesses, digital**
  - Segment size: 11.17%
  - Distinctive buzzwords: digitalmarketing, expert, creative
  - Distinctive affinities: Marc Graburn, Murray Newlands
  - Top hashtags: #digitalmarketing, #expert, #creative
  - Top characteristics:
    - Age: 18-24 25.34%
    - Gender: Male 61.66%
    - Countries: United States of America 40.43%
    - Interests: Work 50.59%

[View more details]
# SEO Personas: “CRM” - Web Entrepreneur, Digital Marketer (Influencer Entities)

<table>
<thead>
<tr>
<th>Influencer Entity</th>
<th>Twitter Account</th>
<th>KW Segment</th>
<th>Audience Segment</th>
<th>Affinity Score</th>
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<tbody>
<tr>
<td>WordStream by LOCALi</td>
<td><a href="https://twitter.com/WordStream">https://twitter.com/WordStream</a></td>
<td>CRM</td>
<td>Entrepreneur, Digital Marketer</td>
<td>18.63</td>
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<td><a href="https://twitter.com/GrowthHackers">https://twitter.com/GrowthHackers</a></td>
<td>CRM</td>
<td>Entrepreneur, Digital Marketer</td>
<td>15.54</td>
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<td><a href="https://twitter.com/semrush">https://twitter.com/semrush</a></td>
<td>CRM</td>
<td>Entrepreneur, Digital Marketer</td>
<td>16.34</td>
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<td>Foundr</td>
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<td>CRM</td>
<td>Entrepreneur, Digital Marketer</td>
<td>10.34</td>
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<td>HubSpot</td>
<td><a href="https://twitter.com/HubSpot">https://twitter.com/HubSpot</a></td>
<td>CRM</td>
<td>Entrepreneur, Digital Marketer</td>
<td>70.56</td>
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<td>CRM</td>
<td>Entrepreneur, Digital Marketer</td>
<td>30.04</td>
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<td>Search Engine Journal</td>
<td><a href="https://twitter.com/sejournal">https://twitter.com/sejournal</a></td>
<td>CRM</td>
<td>Entrepreneur, Digital Marketer</td>
<td>19.68</td>
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<tr>
<td>The Startup Times</td>
<td><a href="https://twitter.com/TheStartupTimes">https://twitter.com/TheStartupTimes</a></td>
<td>CRM</td>
<td>Entrepreneur, Digital Marketer</td>
<td>6.96</td>
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<tr>
<td>Search Engine Watch</td>
<td><a href="https://twitter.com/sewatch">https://twitter.com/sewatch</a></td>
<td>CRM</td>
<td>Entrepreneur, Digital Marketer</td>
<td>16.82</td>
</tr>
</tbody>
</table>

Audiense
Let’s do a quick exercise! (5 MIN)

Upload your ‘SEO competitors’ into an audience intelligence tool (e.g. Audiense).
Exercise 5

Let’s do a quick exercise! (5 MIN)

List 1-5 SEO Personas from your keyword topic audience intelligence report.
How can you use your SEO Personas?

Identify influencer entities and digital PR targets for link acquisition
How can you use your SEO Personas?

Inform social listening and web monitoring setup
How can you use your SEO Personas?

Insights for better idea generation for SEO topical modelling & digital PR
Keyword Targeting Strategy

- Keyword Research
- Search Landscape Analysis
- Keyword Targeting Strategy
SEO Personas: Improve SEO Content Strategy With Social Data

Search Landscape Analysis

Keyword Targeting Strategy

- SEO Content Plan
- Keyword Clustering
- Backlinks & PR
SEO Personas: Improve SEO Content Strategy With Social Data

Keyword Targeting Strategy

- Social Listening on Top 1 - 5% ‘Influencer Entities’
- Content Analysis on Search Personas’ ‘Influencer Entities’
- SEO Topical Modelling Content
Define SEO Pillar Pages

“CRM”

What is Customer Relationship Management?

Looking to get started with a free and easy-to-use CRM platform? Get Free CRM or learn more about how customer relationship management can help companies of all sizes grow better down below.

What is CRM?

CRM stands for customer relationship management. As the name suggests, CRM software is a system for managing your relationships with customers.

You can use CRM software to keep track of interactions, data, and notes about customers or potential. The data is stored in a central database and is accessible to multiple people within an organization.

A CRM helps streamline sales, marketing efforts, customer service, accounting, and management for growing companies. Multiple people can access and edit the information about a particular client’s customer journey.

“Marketing Software”

“Sales Software”
Social Listening - Pulsar (Paid)

Upload Twitter handles of your SEO Personas’ Influencer Entities into social listening tools.
SEO Personas: Improve SEO Content Strategy With Social Data

Social Listening - Creative / Marketing Professional (Influencer Entities)

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<th>KW Segment</th>
<th>Audience Segment</th>
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Social Listening - Hootsuite (Free)
SEO Personas: Improve SEO Content Strategy With Social Data

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SEO Personas: Improve SEO Content Strategy With Social Data

Trending Content Insights via Social Listening

Marketing Week (@MarketingWeek) - 14 May
The planned introduction of new digital competition rules and a new UK data protection regime heralds "enormous change" for the advertising sector, ISBA says.

Source: Twitter

Advertising Week (@advertisingweek) - 13 May
Emotions make us human. Brands that can invoke feelings that create connection benefit from years of brand loyalty. David Alexander and Ross Stewart from The Frameworks describe finding your perfect audience and creating an authentic brand.

CampaignTechUK (@CampaignTechUK) - 11 May
How gamification is driving next-gen NFTs

Campaignlive.co.uk
How gamification is driving next-gen NFTs

Campaignlive.co.uk
Twitter’s Dara Khosrowshahi says authenticity and dialogue are two important trends in advertising.

IAA @dlsby - 13 May
"The value is not just from an advertiser perspective; it's also from a creator perspective" - Eric John, VP (EMEA) Media Center, about how advances in programmatic ad tech allows advertisers to better target audiences and track ad effectiveness via @Pivotalog

The Drum (@TheDrum) - 13 May
Dating is getting hot in the metaverse, per exclusive Reddit data

iHeart @HotPod
Podcasting will be a $4 billion industry by 2024

It’s the boom times for audio.
Let’s do a quick exercise! (5 MIN)

List 1-5 Influencer Entities per SEO Personas from your keyword topic.
Exercise 7

Let’s do a quick exercise! (5 MIN)

Setup Twitter Lists for your keyword topic and SEO Personas’ Influencer Entities.
SEO Topical Modelling

CRM SEO Hub Page

- Checklist for Preparing Your CRM for UK Data Protection Laws
- How To Optimize Your Podcasts for Email Newsletter Signups
- X Predictions For CRM Strategies in the Metaverse
- Survey: Brand Emotional Response Index [2022]
- Expert Opinions: How To Build Two-way Customer Communication in 2023
- How To Use NTFs to Improve Retention & Engagement

Keyword intelligence:
“Crm software” / “what is a crm”

Audience intelligence:
Marketing & creative professionals
Cloud engineers
Web entrepreneurs & digital marketers
Digital PR Ideation for KW-level SEO Personas

Predictions for CRM in Web3 / Metaverse
Digital PR Ideation for KW-level SEO Personas

Brand emotional response surveys
Digital PR Ideation for KW-level SEO Personas

Podcast ranking index by category
Digital PR Ideation for KW-level SEO Personas

Survey of founders on how grow online in 2023
Final exercise! (5 MIN)

Review Tweets and list 1 - 3 SEO content or digital PR ideas for your keyword topic.
Thank you!

Q&A

I’d love to connect 👋

T: @roryhope
L: Rory Hope
N: Rory’s Blog