



97TH FLOOR

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15

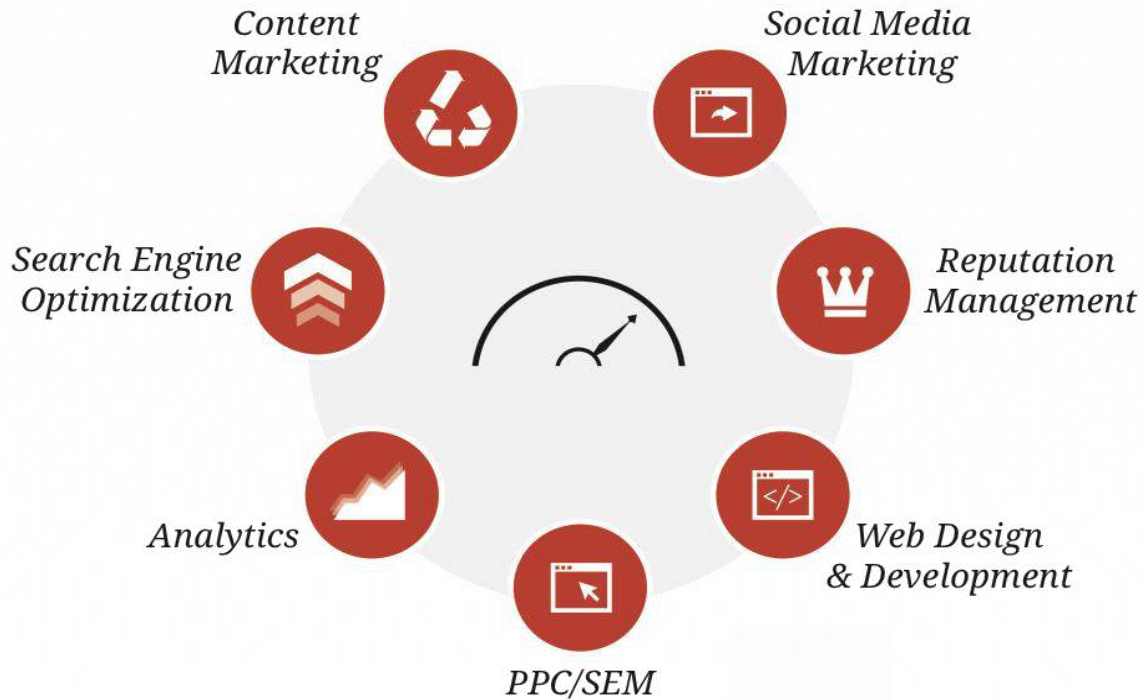
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# Content Measurement Metrics

## How to always succeed with content marketing



The leading industry event by digital marketers for digital marketers





Incase you missed it...



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# We all know that Keywords are important for SEO

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# Start with Data Cube

**Data Cube**  
Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google US  Search

View All Results Identify High Volume Keywords **Discover Long Tail Keywords** Explore High Value Keywords Filters

Contains more than 3 words

**504** Total Suggested Keywords  
**7** 1% High Competition Level  
**147** 29% Medium Competition Level  
**280** 55% Low Competition Level

<input type="checkbox"/>	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>	easy recipes for dinner	8,100	Medium	85	
<input type="checkbox"/>	quick and easy recipes	6,600	Medium	88	
<input type="checkbox"/>	healthy recipes for dinner	4,400	Low	88	Videos
<input type="checkbox"/>	canned pumpkin for dogs	1,600	High	85	
<input type="checkbox"/>	quick recipes for dinner	1,300	Medium	85	
<input type="checkbox"/>	how to make pumpkin pie	1,300	Low	83	Videos, Quick Answers
<input type="checkbox"/>	recipes for sweet potatoes	880	Medium	83	
<input type="checkbox"/>	recipes for butternut squash	720	Low	73	
<input type="checkbox"/>	pumpkin pie spice recipe	720	Low	96	

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# Discover Long Tail

**Data Cube**  
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Google US | pumpkin recipes | Search

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Track	Columns	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>		easy recipes for dinner	8,100	Medium	85	
<input type="checkbox"/>		quick and easy recipes	6,600	Medium	88	
<input type="checkbox"/>		healthy recipes for dinner	4,400	Low	88	Videos
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<input type="checkbox"/>		recipes for butternut squash	720	Low	73	
<input type="checkbox"/>		pumpkin pie spice recipe	720	Low	96	

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# Sort by Value

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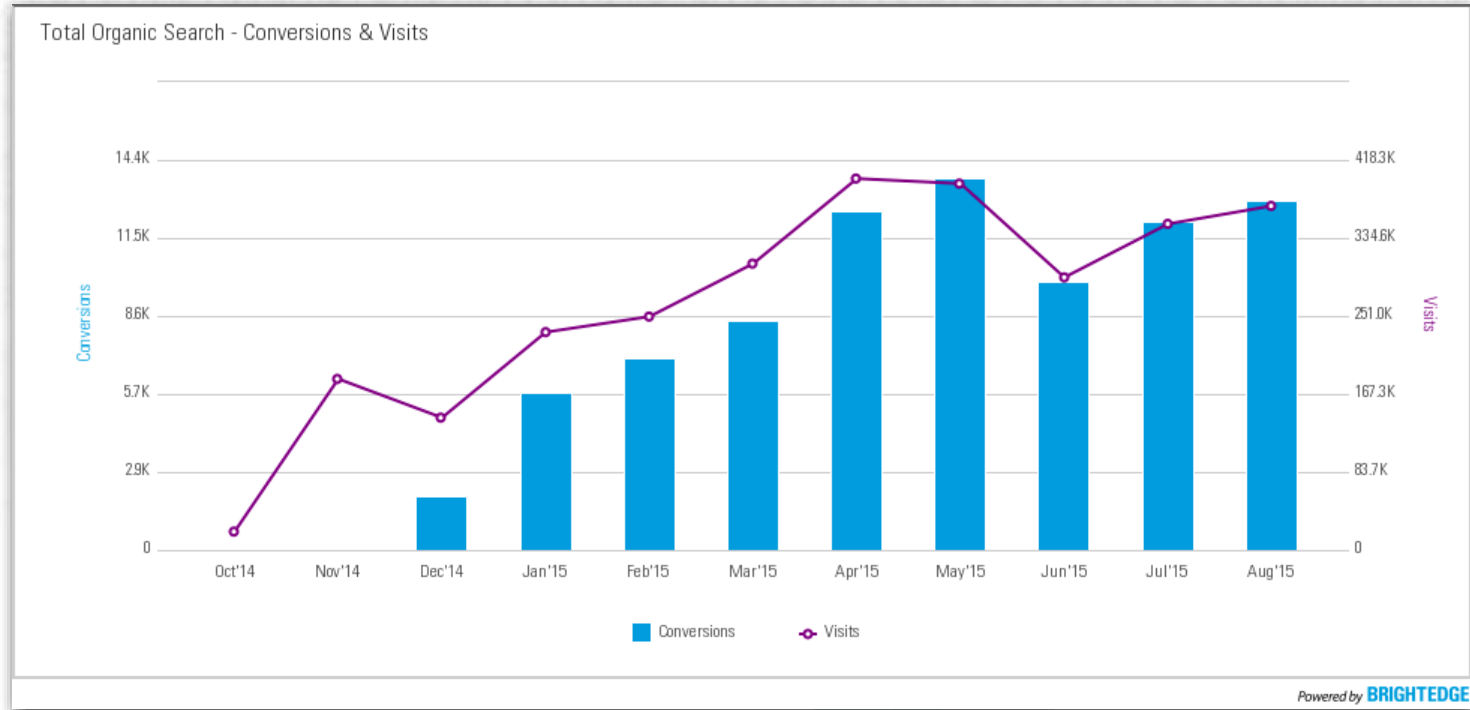
Track | Columns

<input type="checkbox"/>	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
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<input type="checkbox"/>	recipes for butternut squash	720	Low	73	
<input type="checkbox"/>	pumpkin pie spice recipe	720	Low	96	





# Just by focusing on keywords with High Value




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# Dump it all into a spreadsheet, prioritize by “Value”



fx	Keyword			
	A	B	C	D
1	Keyword	Search Volume	Competition	Keyword Value
2	best pumpkin cheesecake recipe	880	Low	96
3	roasted pumpkin recipes	90	Low	96
4	pumpkin recipes for babies	10	Medium	96
5	weight loss recipes	480	Low	95
6	pumpkin latte recipe	390	Low	95
7	canned pumpkin for dogs	140	Low	95
8	pumpkin rice recipe	50	Low	95
9	kids pumpkin recipes	10	Low	95
10	food	40,500	Low	92
11	all recipes	33,100	Low	92
12	pumpkin seed recipe	18,100	Low	92

# The ideas will form from the research

fx	Keyword			
	A	B	C	D
1	Keyword	Search Volume	Competition	Keyword Value
2	best pumpkin cheesecake recipe		Low	96
3	roasted pumpkin recipes	90	Low	96
4	pumpkin recipes for babies	10	Medium	96
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12	pumpkin seed recipe	18,100	Low	92



# Case Study

blendtec®



JANUARY 23, 2015 BY BLENDTEC / 14 COMMENTS

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# Wasn't Viral



FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
517	14	12	115	8	666



JANUARY 23, 2015 BY BLENDTEC / 14 COMMENTS

@brightedge #share15

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Web Images Videos Shopping News

22k searches a mo

About 3,380,000 results (0.21 seconds)



### 10 Savory Kale Smoothies | Blendtec Blog

[www.blendtec.com/blog/10-savory-kale-smoothies/](http://www.blendtec.com/blog/10-savory-kale-smoothies/) Blendtec ▾

Jan 23, 2015 - Kale gets a bad wrap, but it's really a great green to add to your diet. Here's 10 **kale smoothies** to help get you started. You can't even taste the ...

### Kale-Apple Smoothie - Real Simple

[www.realsimple.com/food-recipes/...smoothie.../kale-apple-smoothie-1](http://www.realsimple.com/food-recipes/...smoothie.../kale-apple-smoothie-1) ▾

**Kale-Apple Smoothie.** ... 5 Healthy Green Smoothie Recipes ... The apple juice and bananas mask the vegetable flavors so well, you'll barely taste the **kale**.

### Kale Smoothie With Pineapple and Banana - Real Simple

[www.realsimple.com/...smoothie.../kale-smoothie-pineapple-banana-1](http://www.realsimple.com/...smoothie.../kale-smoothie-pineapple-banana-1) ▾

5 Healthy Green Smoothie Recipes. Save. **kale-smoothie-pineapple-banana-0**. Photo by Christopher Baker. 4 of 7. See All ...

### Kale Green Smoothie | Minimalist Baker Recipes



[minimalistbaker.com/hide-your-kale-smoothie/](http://minimalistbaker.com/hide-your-kale-smoothie/) ▾

★★★★★ Rating: 4.9 - 15 votes - 5 min - 183 cal


Easy berry green **smoothie** that hides the taste and texture of **kale**! Hemp seeds boost nutrient content and add a slight nuttiness.





- 302 Different Keywords bringing traffic
- 75 Keywords in the top 10
- 1,300 visits a day



1. /blog/10-savory-kale-smoothies/ 

155,903(100.00%)



**Case Study**  
**blendtec.**



**9** Peanut Butter  
Smoothie Recipes

OCTOBER 24, 2014 BY BLENDTEC / 4 COMMENTS

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## 9 Peanut Butter Smoothies

# Again not Viral



FACEBOOK  
SHARES

LINKEDIN  
SHARES

TWITTER  
SHARES

PINTEREST  
SHARES

GOOGLE+  
SHARES

TOTAL SHARES ▼



@brightedge #share15

OCTOBER 24, 2014 BY BLENDTEC / 4 COMMENTS

ter  
Recipes

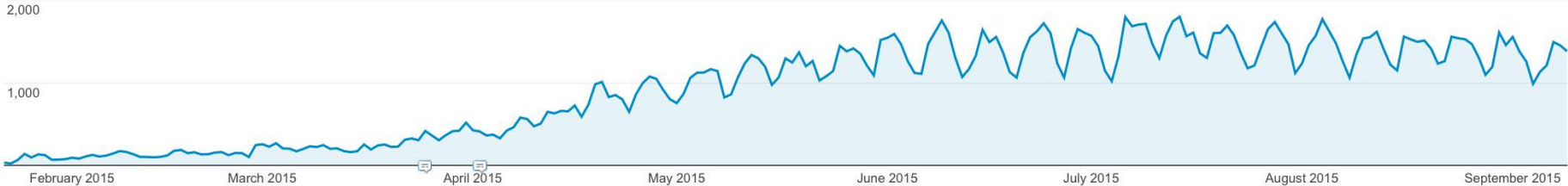


97TH FLOOR

- 1,300 Different Keywords bringing traffic
- 100 Keywords in the top 10
- 1,100 visits a day




1. </blog/9-peanut-butter-smoothies/>  **213,630** (100.00%)





# Again: focus on Keyword Value



fx	Keyword			
	A	B	C	D
1	Keyword	Search Volume	Competition	Keyword Value
2	best pumpkin cheesecake recipe	880	Low	96
3	roasted pumpkin recipes	90	Low	96
4	pumpkin recipes for babies	10	Medium	96
5	weight loss recipes	480	Low	95
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12	pumpkin seed recipe	18,100	Low	92

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# I know, recipes are easy



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The image shows a close-up of a rock wall covered in ancient red ochre paintings. The artwork includes several stylized human figures with thin limbs and some with headgear or antlers. There are also depictions of animals, including what appears to be a large quadruped and a bird-like creature. The paintings are scattered across the surface, with some larger, more prominent figures and many smaller, more delicate ones. The rock itself is a mix of grey and brown tones, with some texture visible.

just slap the word “Paleo” on it and it will work

so lets talk **B2B**





grab those keywords

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# B2B

- Almost 2 yrs old
- 94 keywords in Top 10
- Over 219 unique keywords bringing traffic
- July had 25 more keywords ranking in the top 10 than in June
- 797 LinkedIn Shares

@brightedge #share15

<https://www.salesforce.com/blog/2014/02/how-to-make-good-sales-pitch.html>

## How to Make a Good Sales Pitch in 7 Steps

Feb 04, 2014 | By [Stuart Leung](#) in [Sales](#)

Log

 Tweet 237

 +1 70

 Share 797

Crafting a good sales pitch is not easy.

That's because a *sales pitch* is no longer a "pitch" in the sense that you throw information at your customer as a baseball player would pitch a baseball at a batter.

Nowadays, an effective sales pitch is a two-way street -- a conversation where you listen to the buyer, ask real questions, and offer them a solution to a challenge they're experiencing.

A good sales pitch starts with a great first impression. Sales professionals work hard to make a memorable and positive initial impact by creating laser-focused one-liners, but it's just as important that your short, snappy delivery also resonates long after you've delivered that opening line.

You want a presentation that holds your audience's attention -- the longer you're able to keep that attention, the higher your chances of winning them over. And captivating your audience involves being prepared with relevant buyer information, and a pitch that actively includes the buyer in the discussion.

As simple as it sounds, effective sales pitches require upfront work and a conscious effort to stray from the script. Creating effective sales presentations that are collaborative is an art that's perfected over time and comes with years of hands-on





effective sales pitch

Web

Videos

Images

News

Shopping

More ▾

Search tools

About 1,460,000 results (0.35 seconds)

### Free B2B Sales eBook - InsideView.com

Ad [www.insideview.com/](http://www.insideview.com/) ▾

Market Intelligence & Effective Sales Strategies can Boost Sales.

### What is Sales Enablement? - brainshark.com

Ad [www.brainshark.com/Sales-Enablement](http://www.brainshark.com/Sales-Enablement) ▾

Get smart about sales productivity! Read Sales Enablement for Dummies®.  
Enable Sales · Increase Responses · Train Effectively

### How to Make a Good Sales Pitch in 7 Steps - Salesforce Blog

<https://www.salesforce.com/.../how-to-make-good-sales-pi...> ▾ Salesforce.com ▾

Feb 4, 2014 - Crafting a good sales pitch is not easy. That's because a sales pitch is no longer a "pitch" in the sense that you throw information at your ...

### How To Craft An Effective Sales Pitch - Forbes

[www.forbes.com/sites/.../how-to-craft-an-effective-sales-pitch/](http://www.forbes.com/sites/.../how-to-craft-an-effective-sales-pitch/) ▾ Forbes ▾

Jan 5, 2012 - ... sales pitch? First, ditch the "pitch"—or at least neglect the traditional meaning of the word. ... How To Craft An Effective Sales Pitch. Jacquelyn ...

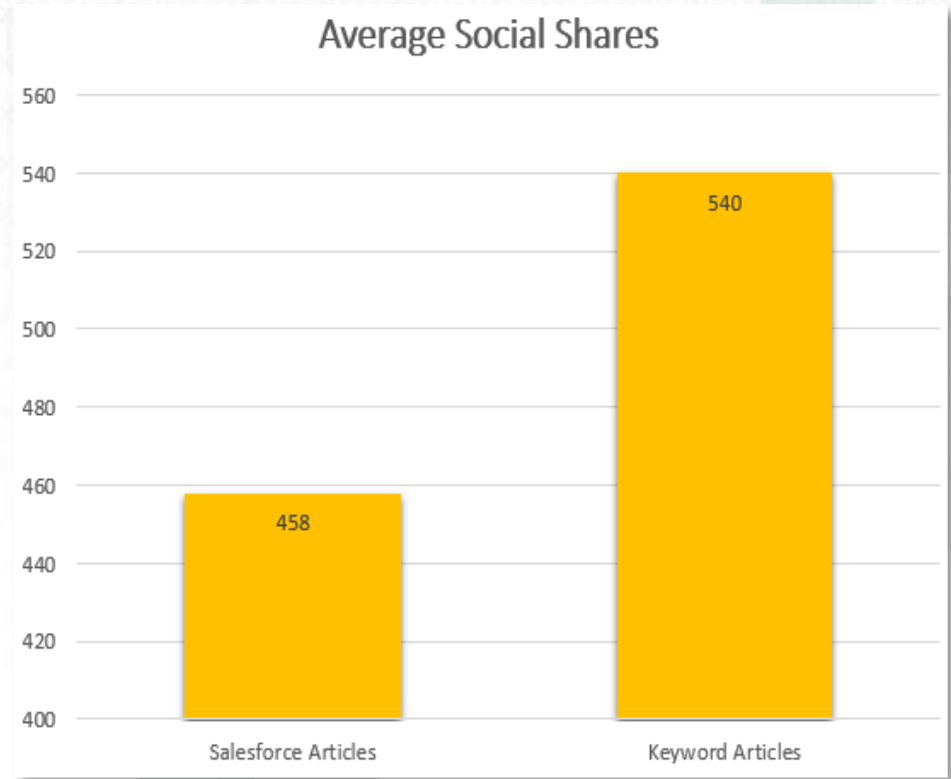


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# Articles with proper keyword planning



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# COACHELLA

## Graphics need SEO too

3 DAYS LONG, OVER THE WEEKEND

2 WEEKENDS WITH IDENTICAL LINEUPS



579,000

PEOPLE ATTENDED IN 2014

96,500 PER DAY

(BOTH WEEKENDS COMBINED)

GROSSED  
IN 2014

GROSSED  
IN 2013

HOW MUCH DOES IT  
COST TO PUT ON?

\$78,332,000

\$67,200,000

\$12,000,000



9 SPONSORS—INCLUDING GLASSES.COM



\$375

TICKETS IN  
2015 SOLD OUT  
IN 40 MINUTES

FOR GENERAL ADMISSION TICKET  
(3 DAY PASS)  
CHILDREN UNDER 5 YEARS OLD  
ENTER FREE

\$2.895 MILLION SPENT  
ON FOOD PER DAY



\$17.37 MILLION OVER THE  
COURSE OF THE FESTIVAL

ABOUT \$30 SPENT  
PER PERSON ON FOOD EACH DAY

COACHELLA STAGE, OUTDOOR THEATER, GOBI TENT, MOJAVE  
TENT, SAHARA TENT, YUMA STAGE — INTRODUCED IN 2013  
ALSO, A SMALLER OASIS DOME WAS USED IN 2006 AND 2011

164 ARTISTS



TOP BANDS GENERALLY GET A GUARANTEE  
OF \$1 MILLION TO \$3 MILLION PER FESTIVAL

MID-LEVEL BANDS CAN GET \$25,000 FOR A HALF-HOUR SET

6 - 7

AVERAGE UV  
INDEX IN APRIL



AVERAGE HISTORIC  
TEMPERATURES  
IN INDIO, CA FOR THE TWO  
COACHELLA WEEKENDS

APRIL 10-12  
HIGH: 86.3  
LOW: 59.6

APRIL 17-19  
HIGH: 88.0  
LOW: 61.2



\$2 TO BUY A BOTTLED WATER  
16 WATER BOTTLE STATIONS

AN ADDITIONAL 10 STATIONS IN THE CAMPING AREA, EACH CAN SERVE UP TO 4 PEOPLE.



MEDIUM - \$54  
LARGE - \$65  
EXTRA LARGE - \$79

0 PAYPHONES



LOCKER RENTALS (FULL WEEKEND)  
PRICES DON'T INCLUDE A \$20 DEPOSIT

\$2 TO BUY A BOTTLED WATER  
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LOCKER RENTALS (FULL WEEKEND)  
PRICES DON'T INCLUDE A \$20 DEPOSIT

645 PORTABLE TOILETS  
250-300 VOLUNTEERS



3 MEDICAL TENTS + GENERAL STORE IN CAMPING  
AREA IS OPEN 24 HOURS

250 TONS OF TRASH



VENDORS HOPE TO RECYCLE OR COMPOST 60 TO 70 PERCENT OF THE WASTE

THAT'S ABOUT 150 TO 175 TONS



35 RECYCLING BINS

ARE REDESIGNED AS PIECES OF ART

PARKING:

CAR CAMPING SPOTS ARE ALSO  
AVAILABLE, THOUGH THESE CARS MUST  
BE FULLY PARKED FOR THE DURATION OF  
THE FESTIVAL

4 PUBLIC PARKING LOTS,  
1 VIP LOT, 1 ADA LOT,  
1 CAMPING LOT



<http://www.glasses.com/what-is-coachella>

# COACHELLA

## Graphics need SEO too

3 DAYS LONG, OVER THE WEEKEND

2 WEEKENDS WITH IDENTICAL LINEUPS



579,000

PEOPLE ATTENDED IN 2014  
96,500 PER DAY

COACHELLA STAGE, OUTDOOR THEATER, GOBI TENT, MOJAVE TENT, SAHARA TENT, YUMA STAGE - INTRODUCED IN 2013 ALSO, A SMALLER OASIS DOME WAS USED IN 2006 AND 2011

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what is coachella

what is coachella

what is coachella like

what is coachella 2015

what is coachella vip



Remove

(3 DAY PASS)  
CHILDREN UNDER 5 YEARS OLD  
ENTER FREE

2015 SOLD OUT  
IN 40 MINUTES



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<http://www.glasses.com/what-is-coachella>

About 13,700,000 results (0.34 seconds)

### What is Coachella and should I care? - Punchline on CBC

[www.cbc.ca/punchline/.../what-is-coachella-and-should-i-care](http://www.cbc.ca/punchline/.../what-is-coachella-and-should-i-care) ▾ CBC.ca ▾

Apr 18, 2015 - The **Coachella** Music Festival is a two-weekend event that features some of the most embarrassing fashion decisions of the year. Keep in mind, we're talking about a music festival. An outfit that could easily get a person fired in the most laid back workplace setting is often considered formal at the average music fest.

### Coachella Valley Music and Arts Festival - Wikipedia, the ...

[https://en.wikipedia.org/.../Coachella\\_Valley\\_Music\\_and\\_Arts...](https://en.wikipedia.org/.../Coachella_Valley_Music_and_Arts...) ▾ Wikipedia ▾

The **Coachella Valley Music and Arts Festival** (commonly referred to as **Coachella** or the **Coachella Festival**) is an annual music and arts festival held at the Empire Polo Club in Indio, California, located in the Inland Empire's Coachella Valley in the Colorado Desert. Indio, California - Woodstock '99 - Empire Polo Club - Anschutz Entertainment Group

### Coachella | The Coachella Valley Music and Arts Annual ...

<https://www.coachella.com/> ▾ Coachella Valley Music and Arts Festival ▾

The Coachella Valley Music and Arts Annual Festival - Event and visitor information, passes, photo gallery, FAQ, rules, and directions.

### The 11 Most Annoying Outfits We Saw At Coachella

[www.huffingtonpost.com/.../outfits-coachella\\_n\\_51...](http://www.huffingtonpost.com/.../outfits-coachella_n_51...) ▾ The Huffington Post ▾

Apr 21, 2014 - Fringe galore, floral headbands, bindis -- yup, you guessed it, we're talking about **Coachella**. The annual music festival that takes place in Indio, ...

### Kendall Jenner's \$4,773 Coachella Wardrobe—Get the ...

[www.eonline.com/.../kendall-jenner-s-4-153-coachella-wardrobe-get-t...](http://www.eonline.com/.../kendall-jenner-s-4-153-coachella-wardrobe-get-t...) ▾ E! ▾

Apr 13, 2015 - Step aside Vanessa Hudgens—Kendall Jenner is **Coachella**'s new reigning style queen. While truthful...

### What is Coachella | Glasses.com

[www.glasses.com/what-is-coachella](http://www.glasses.com/what-is-coachella) ▾

How big is the **Coachella** Festival? Massive! With an event like this never forget these two important things: your sunglasses and a smile.

### 15 Things I Learned About Coachella By Actually Going Th...

[thoughtcatalog.com/.../15-things-i-learned-about-coachella-by-actually-g...](http://thoughtcatalog.com/.../15-things-i-learned-about-coachella-by-actually-g...) ▾

COACHELLA

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GROSSED

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\$375

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FOR THE DURING

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4 PUBLIC PARKING LOTS.

PARKING LOT 1: ADA LOT

CAMPING LOT

97TH FLOOR

# So to recap

- Spend enough time up front on keyword research
- Write content that is inspired by keywords
- Create altruistic content for the user
- Track test and prove
- Repeat

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[97thFloor.com](http://97thFloor.com)

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