

Optimized Content Workflow

TopRankMarketing.com

Content Plan

Customer Segments
Inform Personas

Map Topics/
Keywords
to Buying Cycle

Influencer Research
& Mapping

Optimized Content
Plan (New): Site,
Blog, Social Profiles
& Networks

Off Site Content:
Guest Posts, Byline
Articles, Content
Objects (eBooks,
Infographics, Video,
Reports, Guides)

Content Amplification

Audits

Keyword Audit,
Difficulty &
Glossary

Content & Digital
Assets Audit

Tech SEO Audit

External Link Audit

Social Media Audit

Competitive Audit

Internal and
External Influencer
Advocates

Content & SEO Implementation

Keyword Mapping to
Content

Content Creation,
Influencer Co-Creation,
Curation, Repurposing

Content Optimization

WMT Crawl, Page
Speed, Structured Data,
HTML/Code, URLs,
Internal Links

External Link Signal:
Acquisition, Reclamation,
Disavowal

Digital Asset
Optimization: Image,
Video, Audio, MS Office
Docs, PDFs



Social Lift

Social Profile
Alignment:
Messaging,
Keywords

Social Media
Influencer Outreach

Optimize Social
Connections: Google
+, Authorship,
Twitter, Facebook,
LinkedIn, YouTube,
Flickr

Blog Optimization:
Search, Social
Shares

Social Network
Engagement

Social Channel
Promotions

Performance

SEO KPI
Measurement:
Ranking, Referred
Organic Traffic
Keywords, Links,
Share of Search
Results

Social KPI
Measurement: Brand
+ Keyword Mentions,
Social Referred
Traffic, Engagement,
Social Citations,
Sentiment, Share of
Conversation

Content KPI
Measurement: Page
views of Target
Content, Actions from
Target Content,
Shares,
Engagement, Links