



FIND SUCCESS WITH SEARCH-FIRST

Transform Your Marketing Strategy To Boost Visibility and Drive Revenue

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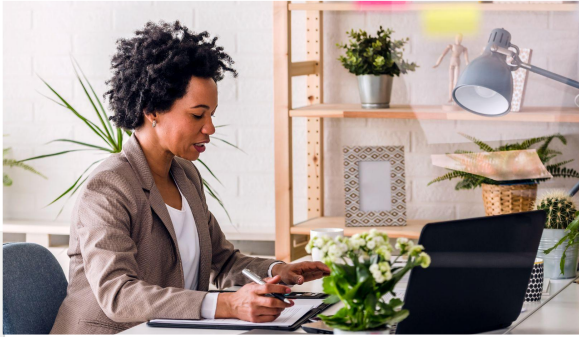


Overview



- What Is a Search-First Strategy?
- Benefits of a Search-First Approach
- Transforming Your Marketing Plan
- The Role of Helpful Content
- Bringing It All Together
- A Success Story

The Evolution of Marketing



Traditional Marketing

Utilizes messaging shaped by marketers' assumptions about how their target audience interacts with the brand.



Digital Marketing

Focuses on individual digital channel strategies, with some data around consumer behavior, but a limited understanding of how these individual channels interact with and impact one another.

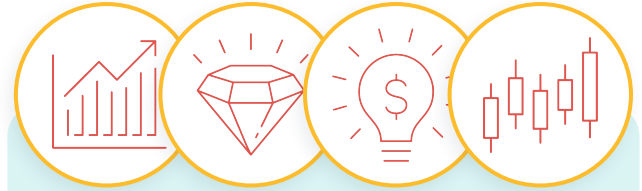


Search-First Marketing

Places search engine visibility and optimization at the center of a business's marketing efforts, using real-world organic search data to pinpoint what the brand's customers are actually searching for, then aligning marketing channels around that.

Benefits of a Search-First Approach

- ✓ It brings forward shifts in search trends and consumer behavior so you can adapt.
- ✓ It emphasizes the importance of high-quality website content in successful digital marketing.
- ✓ It helps you better understand what's happening in your marketing campaigns and communicate about them effectively.



A SEARCH-FIRST APPROACH:

IS DATA-DRIVEN

EMPHASIZES QUALITY OVER QUANTITY

OFFERS A BETTER UNDERSTANDING OF
MARKETING METRICS AND ROI

A search-first approach provides a clearer understanding of ROI, both for individual channels and marketing efforts as a whole.

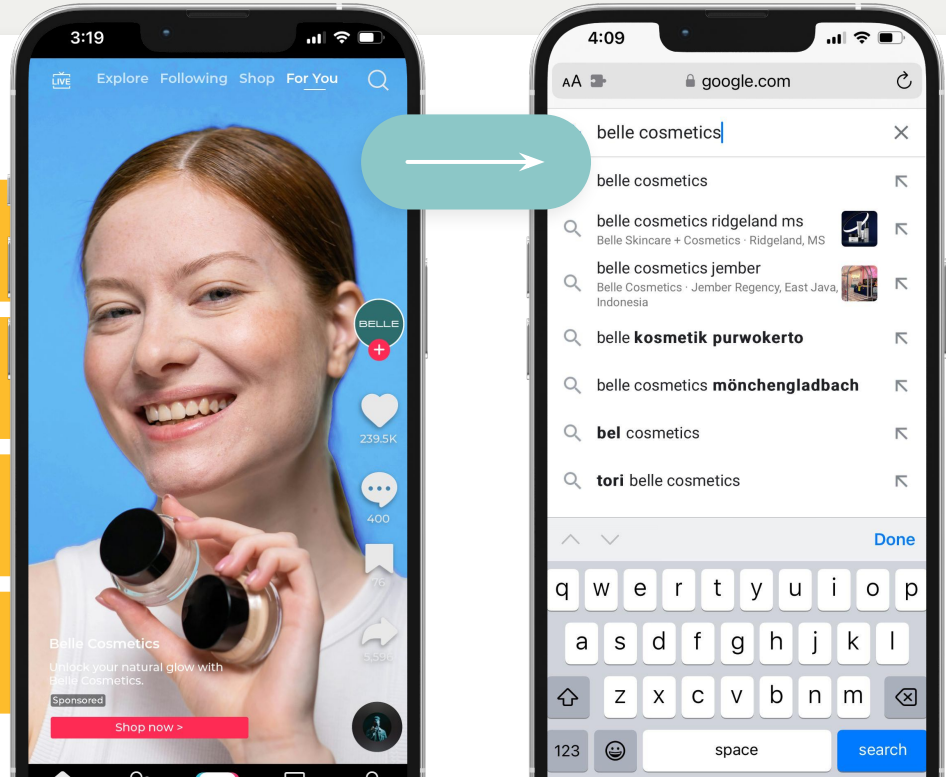
Real-world example:

A niche cosmetics brand heavily invested in TikTok content but felt the return on investment was insufficient.

A deeper analysis of their search traffic showed a heavy reliance on branded traffic.

Those who engaged with their TikTok content weren't converting directly after watching a video.

Instead, when potential customers were ready to buy, **they turned to search.**



Transforming Your Marketing Plan

INTO A SEARCH-FIRST STRATEGY



START HERE

Investigate Your Current Traffic

The first step is to launch an investigation of your current analytics.

This analysis is broken out into two parts — your existing content and search terms.





● First, Understand Your Current Traffic Breakdown

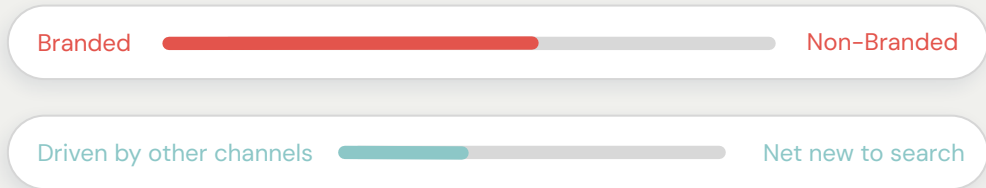
- See the role of branded and non-branded search in your organic traffic.
- Reduce the likelihood of false conclusions.
- Prioritize the search terms to target (more on that later!).





Breaking Down Branded vs Non-Branded Organic Traffic

Take a look at your current organic traffic. What percentage of this traffic comes to your site from branded queries vs. non-branded queries?



The answer will help you contextualize the traffic and content metrics you're about to analyze, guiding your strategy to effectively benefit your business.



Next, Determine How Your Pages Are Performing in SERPs

- Which pages are ranking well right now?
- How much traffic is each page receiving?
- Is that traffic converting?
- How does each page fit into the customer journey?



Search Intent and Your Web Content

Types of Search Intent



Informational

To find information or learn about a topic.



Navigational

To locate a specific website or webpage.



Transactional

To complete a purchase or transaction.



Commercial

To research specific products or services.

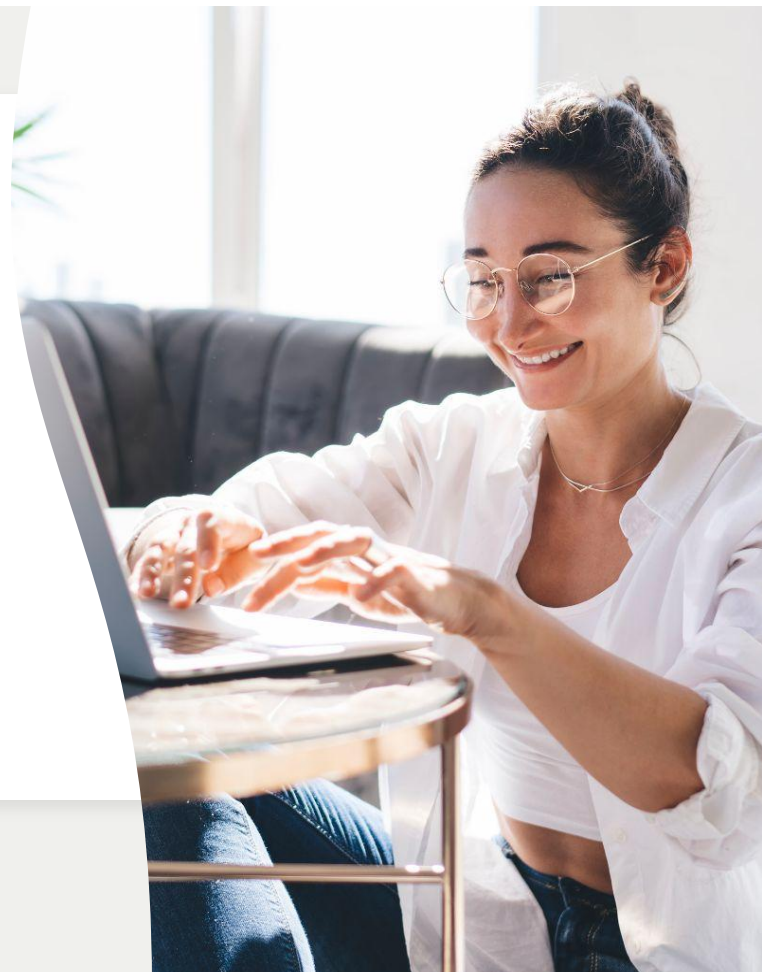


Local

To find products, services, or information relevant to a specific location.

● Then, Identify Which Terms Are Driving Traffic

- Which terms are you currently ranking for?
- Which terms are you not targeting, but could target with net-new content?
- Is search intent aligned with page content?





FINALLY...

Prioritize Your Areas of Focus

Decide which pages to target or create.

Set KPIs based on the potential traffic growth you identified in your analysis.

Tie your search goals back to your overall marketing strategy.





Helpful Tips To Stay on Track

Be Open-Minded

- Check your assumptions at the door. Your investigation could reveal something you didn't expect!

Use Data Wisely

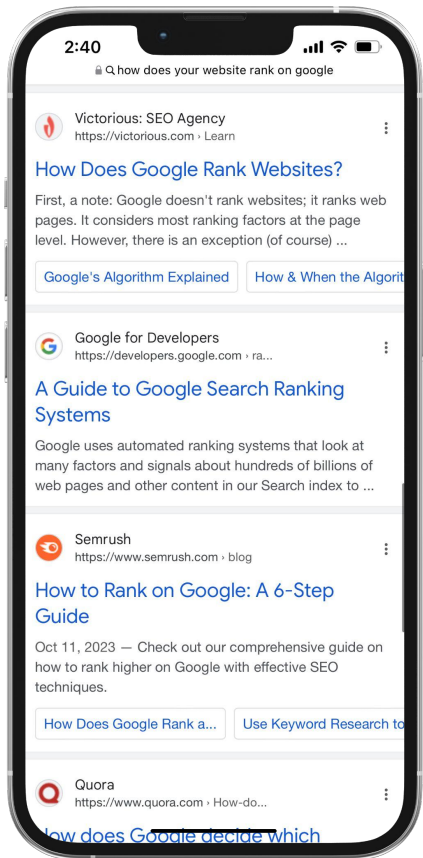
- It's not just about having access to data — you also need to make that data meaningful.

Keep Your Strategy Up to Date

- Refresh your strategy regularly, as the needs of your target audience change and as search itself changes.

The Role of Helpful Content

IN A SEARCH-FIRST STRATEGY



Google

on its Helpful Content System

“Google’s automated ranking systems are designed to present helpful, reliable information that’s primarily created to benefit people, not to gain search engine rankings, in the top Search results.”

Boosting E-E-A-T

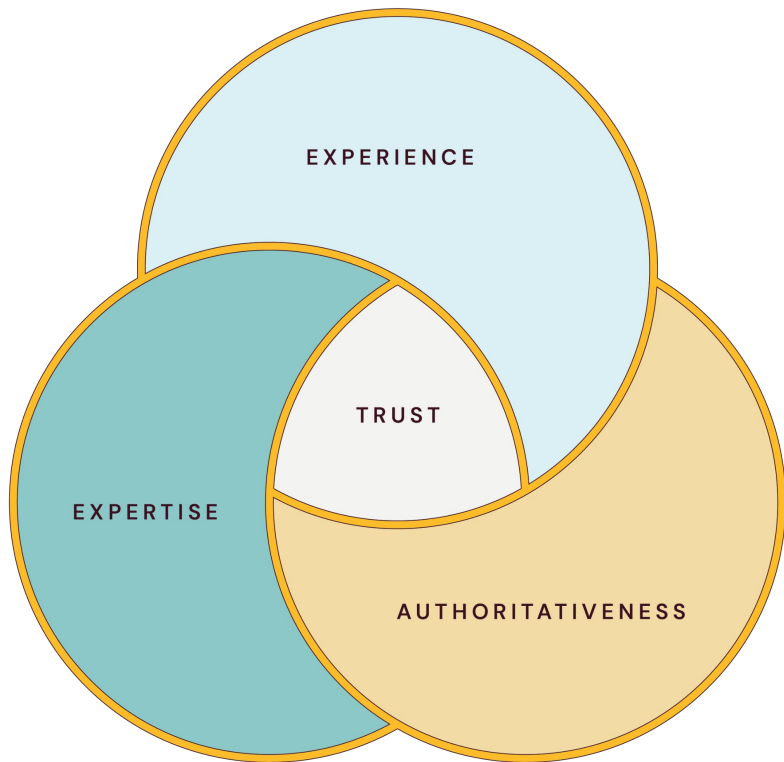
E Experience

E Expertise

A Authoritativeness

T Trust

E-E-A-T has become a cornerstone for understanding and creating helpful content.



Search-First Is Also People-First

People-First Content:

- Aligns with audience wants and needs.
- Focuses on helpfulness and adding value.
- Offers a satisfying reading experience.

BUT WHAT ABOUT OPTIMIZING CONTENT FOR SEARCH?

Creating people-first content doesn't mean sacrificing search optimization. Well-crafted, optimized content can satisfy both users and search engines.

Bringing It All Together

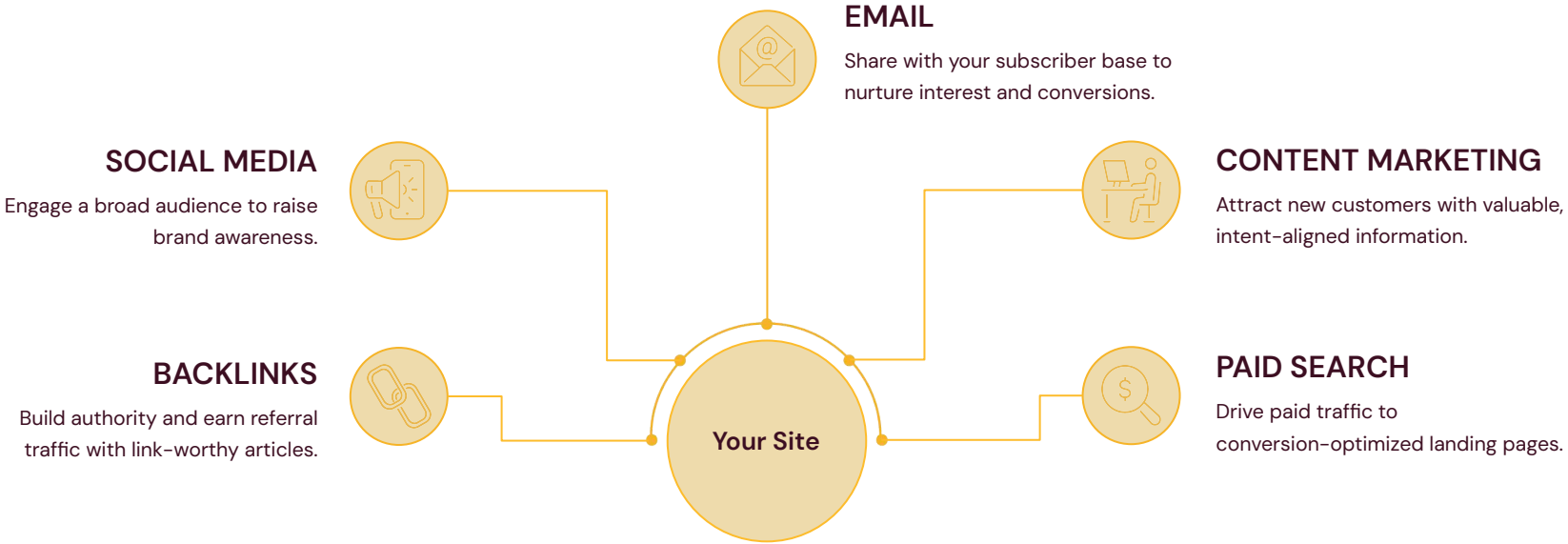
ALIGNING YOUR CHANNEL STRATEGIES



Finish the Transformation

You've got your strategy — now, align those targets with the rest of your marketing goals.

Aligning Your Marketing Channels to Search-First





Search-First Strategy

A Success Story

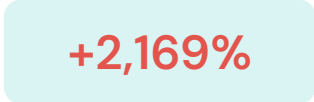
- The Challenge**
A law firm aimed to boost website leads and increase the efficiency of their marketing spend.
- The Solution**
Develop a keyword strategy focused on industry-specific long-tail keywords and create high-quality content around targeted topics to increase organic traffic.
- The Result**
Impressive lead generation growth, increased organic click-through rates, and reduced dependency on high-cost-per-lead channels.



Top-Three Keywords



Organic Click-Through Rate



Organic Users

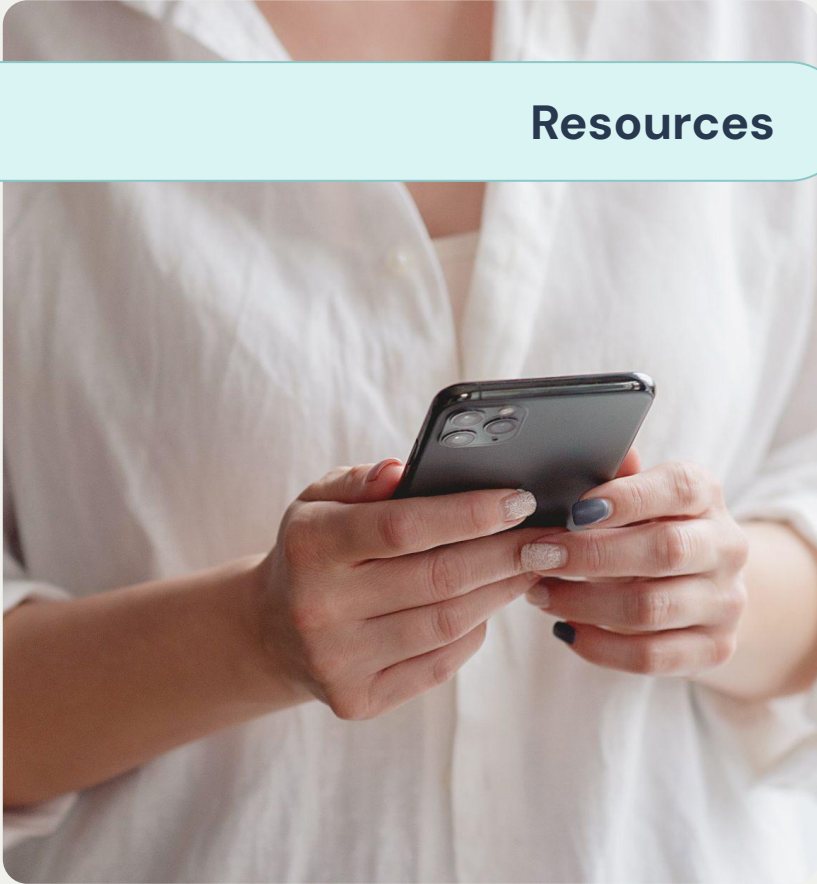




Now, It's Your Turn

- You already have a marketing plan and high-level goals.
- Analyze your current website content metrics and search performance.
- Pinpoint areas of focus to prioritize pages and terms that present the most opportunities for growth.
- Optimize content and create new pages to boost page rank and drive conversions.
- Identify new KPIs that better represent each channel's contribution to your search-first strategy.
- Share your transformation with the rest of the team!

Resources



- [Build Brand Authority with Search-First](#)
- [Start Writing People-First Content](#)
- [How To Budget for SEO](#)
- [Search-First Strategies: Real World Results](#)
- [Presentation Deck and Transcript](#)



Thank You!

Find Success With Search-First:

Transform Your Marketing Strategy To Boost

Visibility and Drive Revenue



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