

# PERSPECTIVES: SEO Readiness

Google is forcing marketers to create and deliver content in new ways. For the bandwidth-constrained marketer, this presents a conundrum. This brief is meant to help content strategists and other marketers get started on a plan to tackle the new SEO reality.



## What does SEO readiness mean?

To be SEO ready means you have a plan to address gaps in your content strategy and user experience to ensure better search performance.



## What kinds of changes to SEO will impact content strategy?

The entire SEO rulebook is changing as 'keyword importance' shifts to 'search intent and voice.' Then there is the "zero click" reality. If you've Googled anything lately, you'll note that the SERP is taking the place of the webpage from which it's lifting the content. As such, you'll need to adjust your click thru and search traffic goals way down. For more information, see what the top SME on SEO has to [say](#).



## What are some of the more challenging SEO trends affecting the content and UX?

You'll need to grapple with:

- Providing answers to questions you don't know are being asked
- Understanding search behaviors of buyer personas
- Legacy technology and current UI
- Writing quality content that goes deep on relevant topics
- Having the support of a credible and positive reputation
- Content that lends itself to voice and mobile search

## SEO 2020 Readiness Checklist:

- ✓ Update buyer personas to include search intent and behaviors
- ✓ Audit content for quality and relevance to audience and topics
- ✓ Tap advocates to create content and provide ratings and reviews
- ✓ Ensure that UX follows best practices
- ✓ Develop a reputation management improvement plan for your brand and employee influencers
- ✓ Design copy and pages for zero-click browsing

## How can ComBlu help?

We have been connecting our clients and their buyers for more than 25 years. We can:

- ❖ **Fill the gaps.** ComBlu has been providing content strategy for companies like Cisco, VMware, Sitecore and Capital One for many years. Tap our skills to supplement yours.
- ❖ **Bring deep domain expertise** of B2B buyer behaviors and preferences across multiple sectors, particularly in Technology and Financial Services.
- ❖ **Engage your stakeholders** and colleagues upfront and along the way so that everyone is on the same page from the start.
- ❖ **Provide the latest insights** when industry dynamics and strategies shift.
- ❖ **Audit your current or planned experience** to see how it stacks up against buyer intent and content best practices.

## Who we've worked with



The ComBlu team is here to help you solve content marketing strategy challenges. Our plans provide a long-term view and identify near-term options. We help our clients in technology, healthcare, NPO, financial and professional services prioritize intelligently and demonstrate quick wins to scale. Learn more [about ComBlu](#) and what we do.