



**offMetro**

Get out of town

## **Content Strategy Recommendations**

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# Content Strategy Overview

- Biggest source of website traffic = Organic
  - Primary channel for inbound marketing
  - Multiple opportunities for users to land on website
  - Easiest readers to attract/retain
  - Consistently creating optimized content results in a steady increase in organic traffic and improvements in search rankings
  - Paid ads & offline campaigns can help drive searches & increase organic traffic
- Biggest opportunity for improvements = Google
  - Worst quality of visits
  - Highest bounce rate, least # of pages/session, shortest avg. session duration
- Best opportunity for high value readers = new female users ages 25-44
  - Based on traffic insights & quality metrics

# Top 20 Articles

Landing Page	New vs. Returning	Age	Source/Medium	Gender	Location	In-Market Segment
The 10 Best Hiking Trails on Long Island	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
8 Relaxing Lake Getaways Near NYC	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
Get Picky: 6 Apple Orchards Near NYC	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
A Self-Guided Brooklyn Graffiti Tour	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
Seven Pet-Friendly Getaways Near NYC	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
NYC to Princeton, NJ: Public Transportation Guide	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
Say oM: Top 9 Yoga Retreats Near NYC	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
The offMetro Guide to Our Favorite National Parks Without a Car	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
Dude, Forget Your Car: Nine Easily Accessible Beaches	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
The NYC Bridges You Should (and should not) Bike Over	New Visitor	25-34	Google/Organic	Male	New York	Travel/Hotels & Accommodations
Last Minute Thanksgiving Getaways	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
Where to Play Paintball Near NYC	New Visitor	25-34	Google/Organic	Male	New York	Travel/Hotels & Accommodations
Day Trip: Things to Do in Point Reyes	New Visitor	25-34	Google/Organic	Female	San Francisco	Travel/Hotels & Accommodations
Take the Bus From NYC to Atlantic City	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
Bus from NYC to Block Island: Public Transportation Guide	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
Five of the Best Family Resorts in the Northeast	New Visitor	35-44	Google/Organic	Female	New York	Travel/Hotels & Accommodations
Top 10 Photography Spots in the Bay Area	New Visitor	25-34	Google/Organic	Male	San Francisco	Travel/Hotels & Accommodations
Off the Leash: Five Dog-Friendly Beaches Near NYC	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
The Best Things to Do in Peekskill, NY	New Visitor	25-34	Google/Organic	Female	New York	Travel/Hotels & Accommodations
Polar Express: 5 Holiday Train Rides in Northern California	New Visitor	35-44	Google/Organic	Female	San Francisco	Travel/Hotels & Accommodations

# Content Strategy Recommendations

## Goals:

- Encourage continued growth of readers
- Attract high value readers

## Recommendations:

- Focus efforts on organic traffic
  - Update existing articles with low quality metrics
    - Update 1-2 articles per month
  - Create new articles following SEO best practices
    - Create 3-4 new articles per month

Default Channel Grouping	Users ? ↓
	<b>331,465</b> % of Total: 100.00% (331,465)
1. <a href="#">Organic Search</a>	<b>224,532</b> (67.48%)
2. <a href="#">Direct</a>	<b>57,292</b> (17.22%)
3. <a href="#">Social</a>	<b>30,376</b> (9.13%)
4. <a href="#">Email</a>	<b>10,654</b> (3.20%)
5. <a href="#">Referral</a>	<b>9,830</b> (2.95%)
6. <a href="#">(Other)</a>	<b>39</b> (0.01%)

# Creating New Articles

# Article Themes/Topic Suggestions

1. Best Kid-Friendly Halloween Activities Near NYC
2. 5 Best Ski/Snowboard Destinations with Transportation from NYC
3. 5 Picks for the Best Oktoberfests in the Northeast
4. Top 10 Hidden Treasures to Check Out in NY
5. 5 Holiday Light Displays You Don't Want to Miss Near NYC
6. Best Haunted Houses Near NYC
7. Christmas Train Rides Near NYC
8. How to get to American Dream Mall from New York
9. 10 Best Breweries In or Near NYC
10. Waterfront Restaurants Down the Jersey Shore

# New Article SEO Recommendations

- **Article title:** 5 Holiday Light Displays You Don't Want to Miss Near NYC
  - Best practice: 60 characters
- **Article URL:** <https://offmetro.com/ny/holiday-light-displays-nyc/>
- **Target keyword:** holiday light displays
- **Support keywords:** christmas light displays, holiday light shows
- **Meta title:** Holiday Light Displays Near NYC | offMetro
  - Best practice: 50-60 characters
- **Meta description:** Light up your holiday season with 5 of the best holiday light displays near or in NYC. You don't want to miss these festive and bright displays! Read more.
  - Best practice: 155-160 characters

# SEO Best Practices to Keep in Mind

- Incorporate subheaders throughout content
  - H2 tags or smaller
- Target keywords with high volume and low competition
  - 1 target keyword and 2-3 supporting keywords per article
  - About 1-2% keyword insertion throughout content
  - Use long-tail keywords when able
- Include keywords in article title, URL, meta tag, sub-headers, image alt tags, and within content
- Make content easy to read
  - Short paragraphs, line breaks, bulleted lists, etc.



# Updating Existing Articles

# Article Page Structure Recommendations

**Article:** [The 10 Best Hiking Trails on Long Island](#) (most visited)

**Goal:** Improve bounce rate, avg. session duration, & pages/session

- Add list of hiking trails after opening paragraph with anchor links
- Incorporate unordered and ordered lists
- Add more internal links to other relevant content (when able)
- Update Related Articles section w/ better aligned content
  - [The Best Hiking Trails Near NYC](#)
  - [Wilderness in Our Backyard: Hiking Harriman State Park](#)
  - [Hitting the Trails with Your Newest Adventurer: 3 Easy Hikes with Baby](#)
- 1-2% keyword insertion throughout content
  - Ex. “hiking trails”, “hiking trails long island”, “hiking long island”

## 2. Mashomack Preserve Hiking Trails | Shelter Island

The “Jewel of the Peconic” stretches across nearly one-third of **Shelter Island** (not be confused with Leonardo DiCaprio’s Shutter Island.) You’ll have your pick of dense **hiking trails** from short and sweet to an all-day hike past 10 miles of coastline, salt marshes, foot bridges, and wildlife. You might even spot an endangered piping plover. Hiking Mashomack is akin to finding a wooded paradise in the middle of small town living.

### How to get there:

- *Take a train out of Penn Station to Greenport.*
- *Walk to the North Ferry station.*
- *Take the ferry to Shelter Island.*
- *Either call a cab or ride your bike approximately five miles to Mashomack Preserve.*

# Best Practices for Updating Existing Articles

## 1. Keep the URL the same

- Updating the URL causes you to create a redirect from old to new
- Redirects remove some of the link value

## 2. If you change the title, keep the keywords

- Try to avoid changing it drastically from the original
- Do your best to keep the keywords in there

## 3. Add an editor's note

- Add at the bottom of the republished article to create transparency
- Readers may be confused by new content with old comments

# Understanding/Tracking Data

# Understanding Successful Content

<b>Google Analytics</b>	<b>Google Search Console</b>
<ul style="list-style-type: none"><li>● Channels</li><li>● Bounce rate</li><li>● Avg. session duration</li><li>● Pages/session</li><li>● Behavior flow</li></ul>	<ul style="list-style-type: none"><li>● Impressions</li><li>● Click-through-rate</li><li>● Position</li><li>● Queries</li></ul>

# Tracking Successful Content

Month/Year	August-19	Sep-19	Monthly Variance
<b>Organic Traffic</b>			
Total Organic Traffic	14,022	12,047	-14.09%
Pages Per Visit	1.35	1.33	-1.48%
Average Visit Duration	1:02	1:10	12.90%
Bounce Rate	77.64%	77.03%	-0.79%
<b>Direct Traffic</b>			
Total Direct Traffic	2,858	2,504	-12.39%
Pages Per Visit	1.61	1.54	-4.35%
Average Visit Duration	1:07	1:00	-10.45%
Bounce Rate	74.89%	76.12%	1.64%
<b>Email Traffic</b>			
Total Email Traffic	1,661	1,369	-17.58%
Pages Per Visit	1.55	1.59	2.58%
Average Visit Duration	1:30	1:19	-12.22%
Bounce Rate	66.08%	73.97%	11.94%
<b>Social Traffic</b>			
Total Social Traffic	2,369	1,281	-45.93%
Pages Per Visit	1.32	1.24	-6.06%
Average Visit Duration	0:56	0:42	-25.00%
Bounce Rate	80.91%	84.05%	3.88%
<b>Referral Traffic</b>			
Total Referral Traffic	633	537	-15.17%
Pages Per Visit	1.68	1.40	-16.67%
Average Visit Duration	1:40	1:18	-22.00%
Bounce Rate	61.69%	72.95%	18.25%

1. Pull data from Google Analytics and Google Search Console
2. Create performance dashboards
  - Monthly, quarterly, & yearly
3. Review/analyze data
4. Dig deeper into noticeable changes
5. Come up with recommendations based on findings

Questions?