



How to Market Your Startup in 2020

JOEY RAHIMI

QUALIFIED AF



2001



2001 - 2008



2008 - 2016



Aiken House

PARTNERSHIPS, ADVISING, INVESTING & CONSULTING

RESPONSIVAL

boosted

99™

amazon

 the zebra


FaunaCare™
- for all animals -

 Dropbox

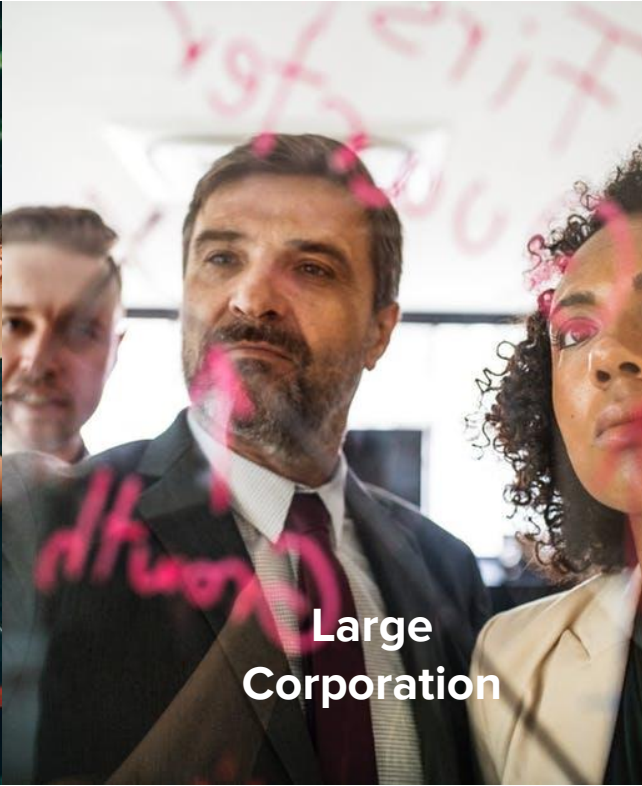
 eIVF®

Nakturnal

BRUSHEE


KELLEE
MAIZE

Marketing is needed everywhere.



Marketing

Product

Sales

Service

Operations

Finance

Legal

**Traction
Matters Most
Here.**

FAKE IT TILL

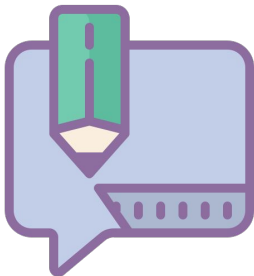
YOU MAKE IT.



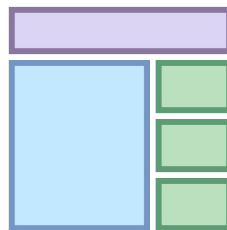
DECK



SITE



BLOG



PROTOTYPE



SOCIAL



PR

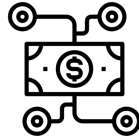
What does a marketing team look like at a large organization?

Tactics & Execution

Branding & Design



Analytics



Affiliate



CMO



Designer



Search



PR & Social



Director of
Marketing



Creative
Director



Copywriter



Email



Video

Marketing Tactics

SEO

Social Media

Social Media Ads

Email

PPC

Native Ads

Display

Influencers

Forums

Skills Needed

Project Management

Branding

Writing

Design (or Video)

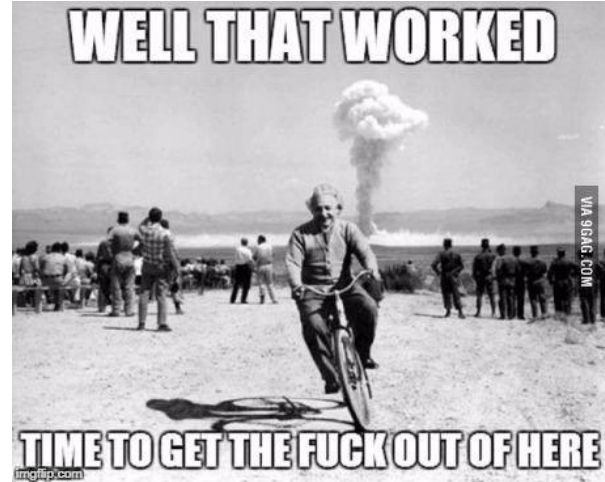
Analytics

Development

Experience

TRIAL AND
ERROR, BUT
MOSTLY ERROR.
LIKE, A SHITLOAD
OF ERROR.

REBEL CREAS



Strategy aimed at results





Writing

Design

Analytics

Branding

**Project
Management**



Project Manager

**Gets shit done / keeps things organized
& on budget**



Brander

Creates & evolves campaign strategy



Analyst

Tracking, reporting, optimization



Designer

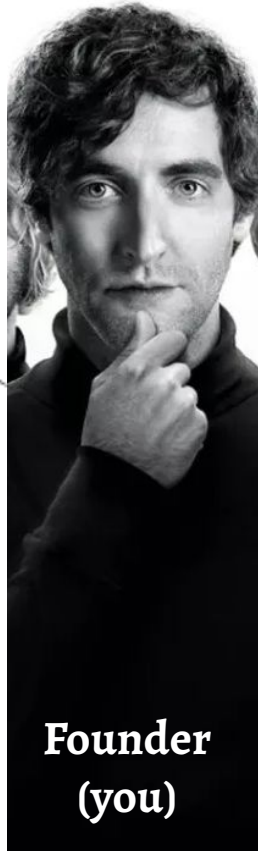
Makes things pretty



Writer

Makes words pretty

**We need
More
Social Media**



Project Manager



Brand Strategist



Analyst



Designer



Writer

What happens next?



Strategy - Start posting cool things about the company and product

Branding - stay on brand

Writing - make it sound good

Design - make it pretty

Analytics - track?

Development - none really needed, maybe some tracking stuff

Project Manager - makes sure ball isn't dropped

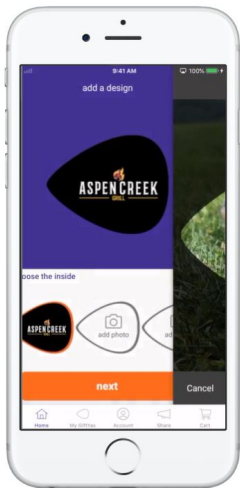
Why GiftYa?

Text a personalized e-gift within seconds for any national or local merchant, securely connected to your recipient's Visa or Mastercard.

Try it now! **Get a \$5 free gift.**

Search

Download on the App Store
 GET IT ON Google Play



Gifting for the new millennium.

- ✓ **Text** a GiftYa to a recipient in your cell phone.
- ✓ **Personalize** the GiftYa with a photo or video.
- ✓ **Choose** any merchant, anywhere in the country.
- ✓ **Deliver** the GiftYa immediately or schedule for a later date.
- ✓ **Connect** the GiftYa to a Visa or Mastercard so it cannot be lost or stolen.

[Watch how it works](#)

BUSINESSMAN | ENTREPRENEUR | FOUNDER & CEO OF THE SEVERAL COMPANIES - INCLUDING THE LARGEST ONLINE RETAILER OF GIFT CARDS

JASON WOLFE



Hi, I am Jason Wolfe. I am the founder of GiftYa, former founder of [GiftCards.com](#), and life long entrepreneur and philanthropist. I began my life growing up in the [Milton Hershey School](#), in Hershey Pa. Milton Hershey School was started by the founder of Hershey Chocolate – Milton Hershey. He left his entire fortune when he passed away in 1945 to his orphanage he started in 1909. In this school I learned about philanthropy. Hershey gave away his entire fortune and invested much of his life into helping needy children. Today they serve over 2,000 students. Maybe there is a reason I am in the gifting business, to give back as I was given by Hershey, who knows. But today, we are trying to provide a better alternative to gift cards.



joingiftya

Follow

133 posts 435 followers 119 following

GiftYa

Text a personalized eGift within seconds to any national or local merchant in the U.S. Linked directly to your recipient's Visa or Mastercard. www.giftya.com/primantibros



Culture



How It Works



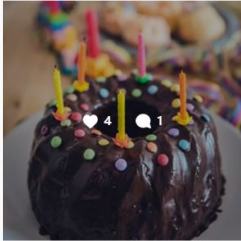
Promos

POSTS TAGGED



GiftYa is simple. It literally requires nothing of us as a brand, no training, implementation, or cost. And it's redeemed in store using the cards people already carry with them.

CRAFTON BRYANT IV DIRECTOR OF MARKETING METRO DINER



FUN FACT

38% of Americans plan to have New Year's resolutions in 2020.



"GiftYa changes the gifting space in a very good way. As a brand, we don't have to do anything...it just works. It makes it easy for people to give in the moment."

Kate Knight CEO, Anthony's Coal Fired Pizza



-Alright, who wants to do the honors? Place your order.



joingiftya Venice, California

U.S.? Yep, even your teammate's favorite local restaurant in Venice, California.

6d

joingiftya #gift #giftidea #giftideas #giftsforfriends #GiftYa #gifting #giftingideas #giftingseason

6d Reply

joe_larson_art_and_stuff #kaleinit

6d Reply

slyphotography Kalein it

6d Reply

74 views

Add a comment...

Post

**How about we
try this Content
thing?**



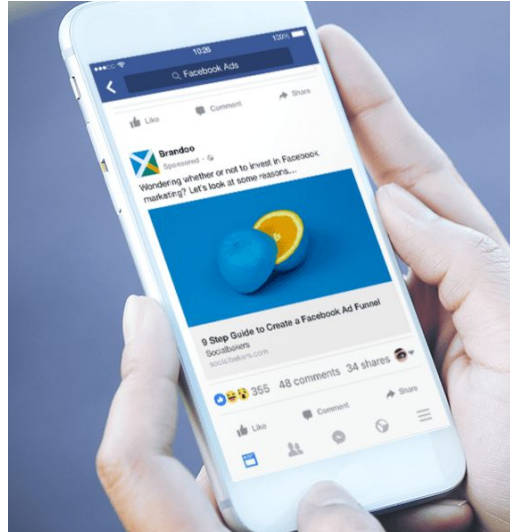
CONTENT IS



Creation



Promotion



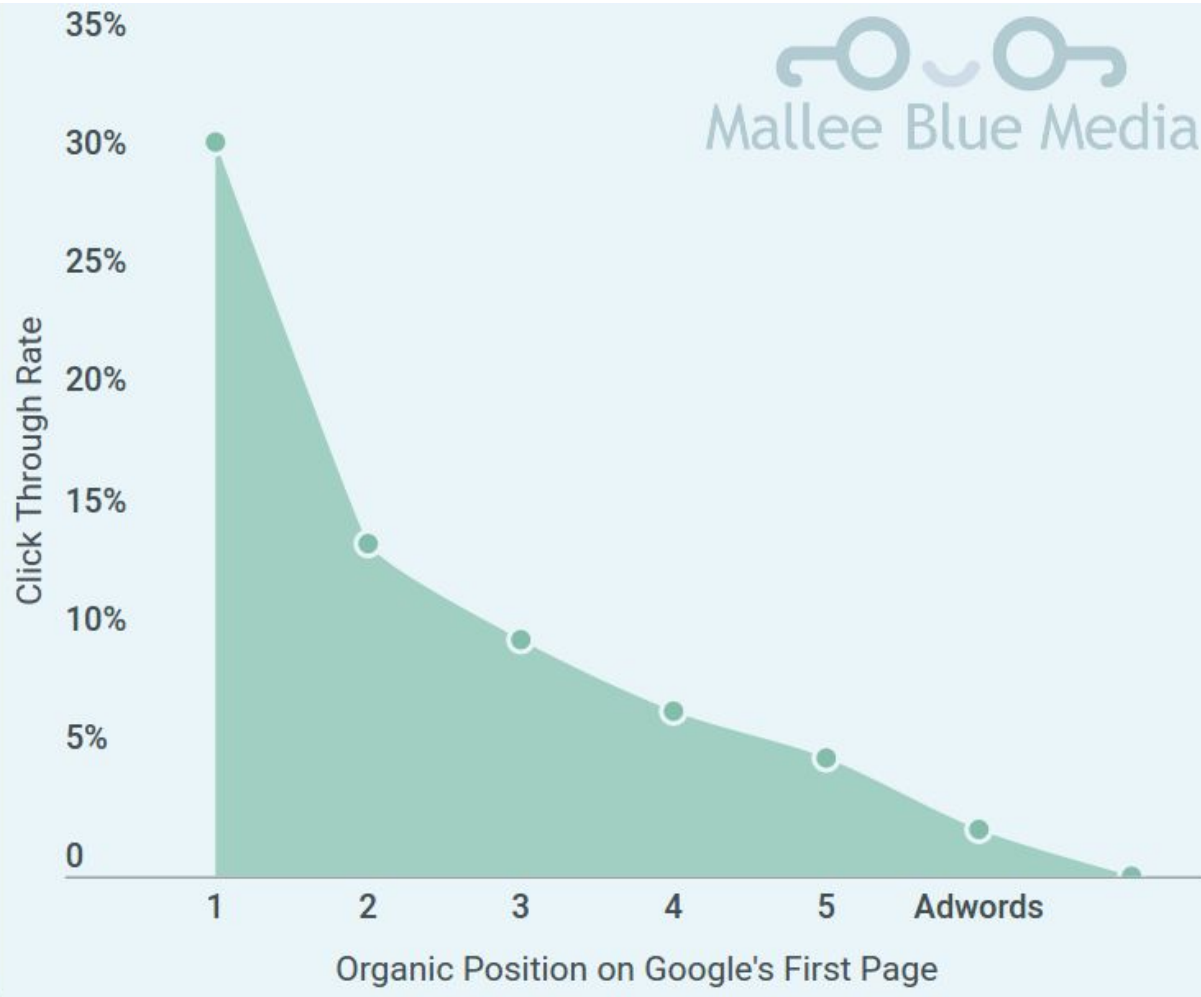
Conversion





What's the Strategy?

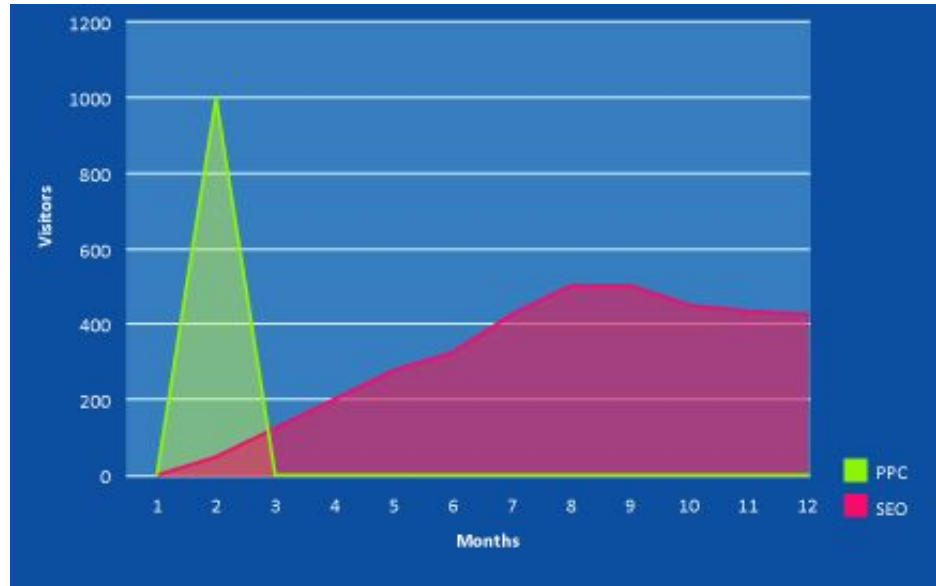
Write **amazing** content that is **shareable** on social media so that it can also **rank** on google and get **recurring** free traffic that we can **convert** into customers.



How valuable is a top 5 result?

SEO (Search Engine Optimization) vs Paid Ads

Assuming similar budget



Google ALGORITHMS

As of March 2019



Panda

Panda 4.2 Update: July 18, 2015

This update was released to focus on spammy links and low-quality content. This update was welcomed by all the sites that were penalized by Panda 4.1 however rectified the issues to get out of the pack. Panda 4.2 did a recheck of all the sites and the sites that performed well were stopped being triggered.



Penguin

Penguin 4.0 Update: Sep 23, 2016

The update was integrated into Google's core ranking algorithm used to evaluate the site(s) while crawling it. The site started gaining its rank back after the issues that were responsible for a dip in their rank were resolved. The second change was that it stopped penalizing the entire website for the spam signal and started the individual page analysis.



Hummingbird

Hummingbird Update: Aug 21, 2013

This update was released for the motive of focusing on the semantic search. The specific goal is to offer more relevant and personalized results on the basis of trends/pattern, location, and online behavior.



Fred

Google Link Quality Update: Mar 09, 2017

The update was related to the link quality. This update targeted sites that were over advertising. This used to attack the sites with more ads advertised to collect extra revenue and gave the inferiority complex to the content.



Pigeon

Google Local Algorithm Expands: Dec 22, 2014

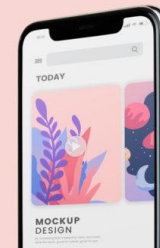
Pigeon Google search algorithm aimed to offer better local search results by rewarding local businesses that have a strong organic presence with better visibility in traditional search, similar to the visibility a business may have seen previously in Google Maps.



RankBrain

RankBrain Related Search Update (undisclosed): Dec 10, 2015

This update boosted Google's special SERP features resulting in an increase in the number of SERP's containing related search as well as the improvement in the word count of related search phrases averagely.



Mobile

Speed Update Release (Mobile): July 9, 2018

Google thought of releasing Speed update that forces the sites to improve the page speed on mobile so that it loads faster. This update is only for the sites that are extremely slow wherein the minor changes will not change the ranking on Google search. The markable changes need to be released so that Google notices the difference and rank the sites better.

Longtime Google engineer Matt Cutts is joining the Pentagon's digital team

Another Googler goes to the government

By Nick Statt | @nickstatt | Jun 23, 2016, 1:25pm EDT
 Source [Matt Cutts Blog](#) | Via [Anil Dash](#) (Twitter)

f t e SHARE



Google

Matt Cutts, a 16-year Google veteran who authored the company's SafeSearch content filter, is taking a leave from the search giant to work on the Pentagon's Defense Digital Service. The division, formed last fall, is responsible for improving the Department of Defense's ability to solve complicated IT issues and develop new technologies. Cutts, in a [blog post published late last week](#), said he wanted to see if he could help use his expertise to improve government processes.

"Over the last couple years, I've seen more and more people in technology trying to make government work better. They're idealists who are also making a large impact. These are people that I respect — some of them worked to fix HealthCare.gov, for example," Cutts wrote. "From talking to many of them, I can tell you that their energy is contagious and they're trying to improve things in all kinds of ways." Cutts is moving to Washington, DC for the gig, and says it may last a few months. It's unclear exactly what he'll be working on at the agency.

"THEY'RE IDEALISTS WHO ARE ALSO MAKING A LARGE IMPACT."

Cutts is the latest Google employee to transition, albeit temporarily, to a role in government. Megan Smith, the current chief technology officer for the Obama Administration, was

Powered by TripleLift

innovative

to bring innovative solutions to high drug prices.

CVS HEALTH: BRINGING INNOVATIVE SOLUTIONS TO HIGH DRUG PRICES

Putting prescription information at your fingertips is one of the ways t...

Ad CVS Health View Site

GOOD DEALS

Google Nest Hub smart displays are buy one, get one free at Best Buy

Today's best discounts are on Amazon's Echo Buds, the latest iPad, and more

[MORE IN GOOD DEALS](#)

PROCESSOR

A newsletter about computers

Email (required)

By signing up, you agree to our [Privacy Notice](#) and European users agree to the data transfer policy.

SUBSCRIBE



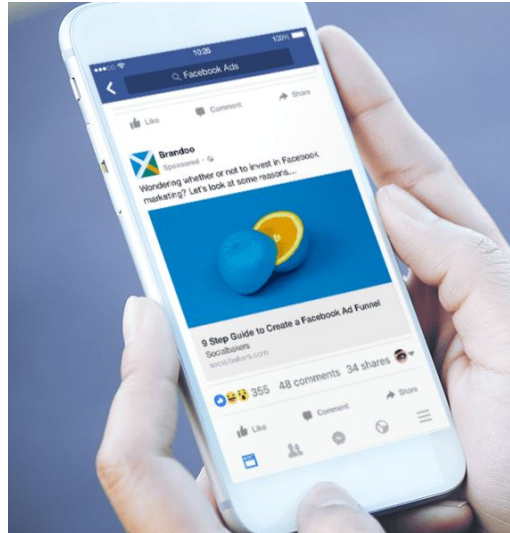
Matt Cutts Former, head of Search Google

Write **amazing** content that is **shareable** on social media so that it can also **rank** on google and get **recurring** free traffic that we can **convert** into customers.

Creation



Promotion

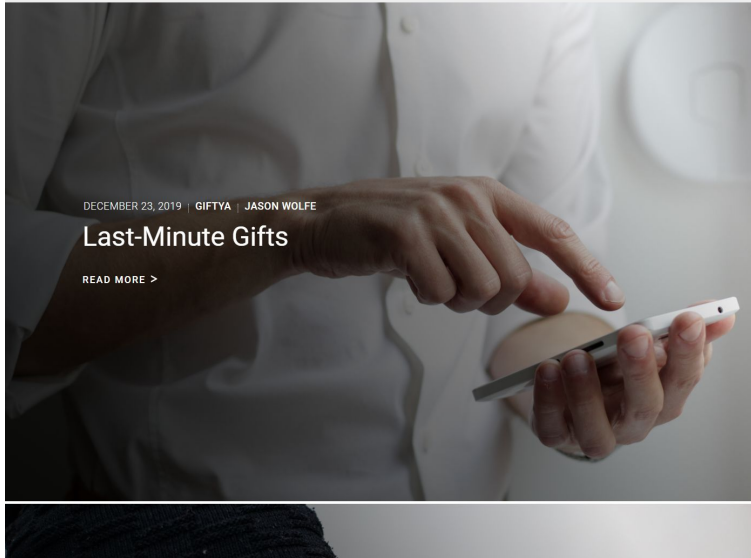
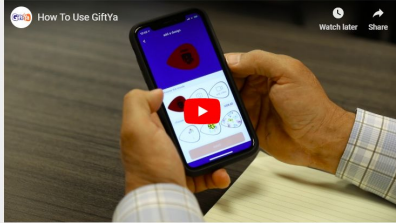


Conversion



Welcome to the GiftYa blog

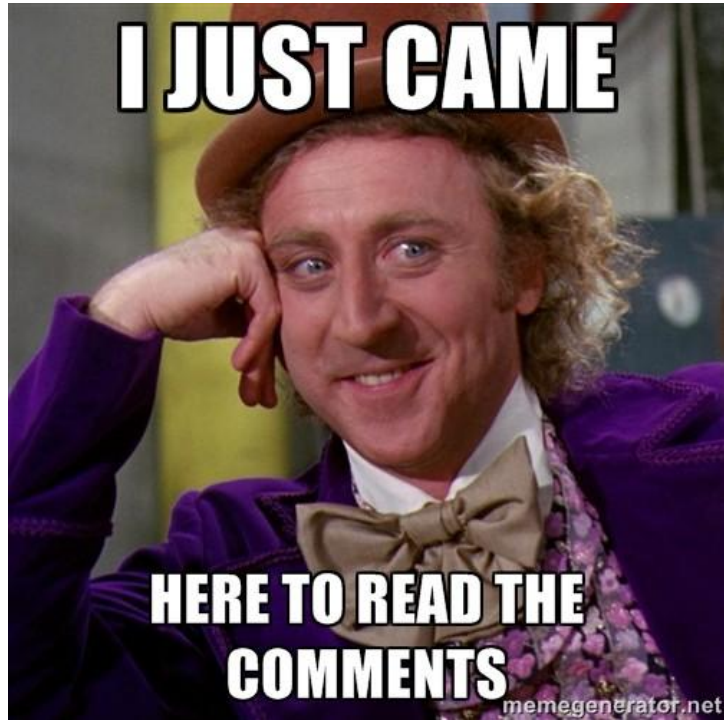
Here you will find posts from the team and guest writers about how to get the most out of GiftYa. Explore tips, popular features, best practices, and helpful insight about how people are using and maximizing value from GiftYa.



Let's get more tactical

- Giftcards are universal
- People with money buy them
- We wanted to start local
- Write content around local things thing do where you spend money
- Restaurants, Salons, Events, etc
- Turn some of that traffic into app downloaders

Content Creation



How to Create Awesome Content

Keyword Research

Competitive Analysis

Write a 2,000 word article that adds value to the internet

Design it Beautifully

Ensure a strong CTA

Goals of the Article

Not Self Promotional
Relevant

Useful

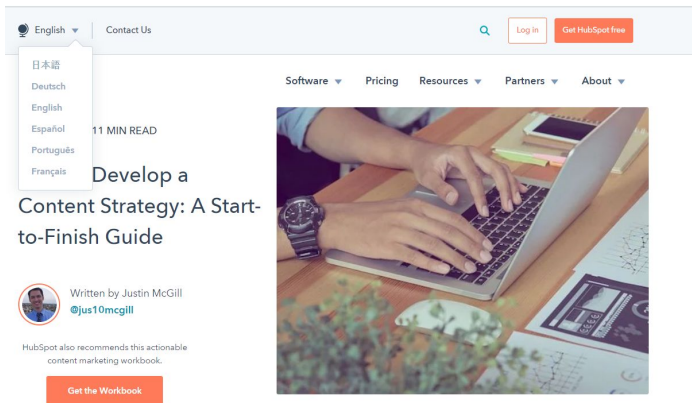
High Time on Page

Low Bounce Rate

Beautiful

Shareable

Commentable



Whether you're just starting out with content marketing or you've been using the same approach for a while, it never hurts to revisit your content strategy plan -- to make sure it's up-to-date, innovative, and strong.

After all, you've got more competition than ever. According to the [Content Marketing Institute](#), the most successful B2B marketers report spending 40% of their budget on content marketing as of 2018 -- up 1% from 2017.

The first step to getting a leg up on the competition is to have a solid, smart content marketing plan in place. If you're having trouble planning for the upcoming year or need some fresh ideas to include in your plan, read on.

[Click here to sharpen your skills with the help of our content marketing workbook.](#)

In this post, we'll dive into:

- What content strategy is.
- Why your business needs a content marketing plan.
- The exact steps you will need to take to create your strategy, including:
 - How your content can generate leads.
 - How (and what) to publish on social media.

What Is Content Strategy?

Content strategy refers to the management of pretty much any tangible media that you create and own: written, visual, downloadable ... you name it. It is the piece of your marketing plan that continuously demonstrates who you are and the expertise you bring to your industry.

You might've heard how important content creation is to the growth of your business, but as you'll see throughout this post, it needs to have a well-planned purpose. When you develop a content strategy, there are some key things to consider:

Whom You're Creating Content For



Think about what a
user is going to type.

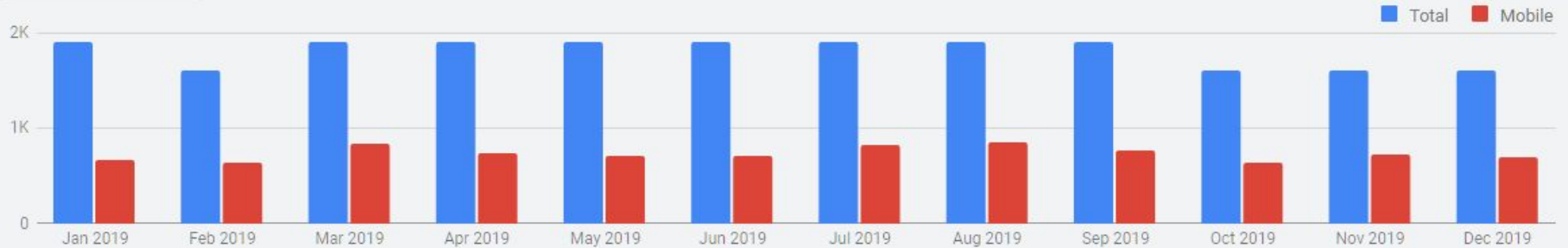
Matt Cutts

Keyword Research Recurring Traffic!!!!



Google Ads

Search volume trends ▾



COLUMNS




| Keyword ↑ | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| pittsburgh sushi | 1,900 | Low | — | \$1.29 | \$7.88 | |

Competitive Analysis

pittsburgh sushi

Q All Maps Images News Shopping More Settings Tools

About 10,400,000 results (0.76 seconds)



Rating Sushi Price Hours

Sushi Too
4.3 ★★★★★ (191) · \$\$ · Restaurant
5432 Walnut St
Closed · Opens 11:30AM
Simple Japanese eatery with cocktails

Umi Restaurant
4.3 ★★★★★ (112) · \$\$\$\$ · Sushi
5849 Ellsworth Ave
Closed · Opens 5PM
Snug sushi bar with omakase & free valet

Genji
4.1 ★★★★★ (44) · \$\$ · Sushi
Whole Foods Market, 5880 Centre Ave · In Whole Foods Market
Casual pit stop dedicated to sushi

More places

m.yelp.com · Pittsburgh, PA · Restaurants · Sushi Bars

THE BEST 10 Sushi Bars in Pittsburgh, PA - Last Updated ...

Best Sushi Bars in Pittsburgh, PA - Umami, Mount Everest Sushi, No. 1 Sushi Sushi, Yoshino, Umi, Penn Ave Fish Company, Little Tokyo Bistro, Andy's Sushi ...

www.tripadvisor.com · United States · Pennsylvania (PA) · Pittsburgh

THE BEST Sushi in Pittsburgh - TripAdvisor

Best Pittsburgh, Pennsylvania Sushi: Find TripAdvisor traveler reviews of Pittsburgh Sushi restaurants and search by cuisine, price, location, and more.

blog.giftya.com · article · 8-best-sushi-restaurants-in-pittsburgh

8 Best Sushi Restaurants in Pittsburgh - GiftYa

Mar 20, 2019 - Because of this expansion and the ever-changing preparation and serving techniques, Pittsburgh now hosts its own variety of sushi restaurants ...

foursquare.com · top-places · pittsburgh · best-places-sushi

The 15 Best Places for Sushi in Pittsburgh - Foursquare

Sep 12, 2019 - The 15 Best Places for Sushi in Pittsburgh. PPG Paints Arena. 1001 5th Ave, Pittsburgh, PA. Wholey's Fish Market. 1711 Penn Ave, Pittsburgh, PA. Penn Avenue Fish Company. 2208 Penn Ave, Pittsburgh, PA. Eleven. 1150 Smallman St, Pittsburgh, PA. Monterey

foursquare.com · top-places · pittsburgh · best-places-sushi

The 15 Best Places for Sushi in Pittsburgh - Foursquare

Sep 12, 2019 - The 15 Best Places for Sushi in Pittsburgh. PPG Paints Arena. 1001 5th Ave, Pittsburgh, PA. Wholey's Fish Market. 1711 Penn Ave, Pittsburgh, PA. Penn Avenue Fish Company. 2208 Penn Ave, Pittsburgh, PA. Eleven. 1150 Smallman St, Pittsburgh, PA. Monterey Bay Fish Grotto. 1411 Grandview Ave, Pittsburgh, PA. The Cheesecake ...

www.reddit.com · pittsburgh · comments · best_sushi_pittsburgh

best sushi pittsburgh : pittsburgh - Reddit

May 10, 2018 - r/pittsburgh: Community curated front page of Pittsburgh's place on the internet. Share news, events, and thoughts with/about the Pittsburgh ...

Best Sushi spots in Pitt? : pittsburgh Nov 20, 2019

Best sushi in Squirrel Hill or Pittsburgh in general? Sep 29, 2018

Do you know of any conveyor belt sushi places near pgh ... Oct 10, 2017

any GREAT sushi in Pittsburgh? (preferably all you can eat ... Aug 20, 2015

More results from www.reddit.com

www.opentable.com · lists · best-sushi · pittsburgh

Discover the Best Sushi in Pittsburgh | October 2019 ...

Oct 24, 2019 - The best sushi in Pittsburgh contributes to the blossoming culinary scene, with a creative group of restaurants whipping up bold new styles.

pittsburgh.cbslocal.com · top-lists · best-sushi-in-pittsburgh

Best Sushi in Pittsburgh - CBS Pittsburgh

Jun 25, 2011 - Some consider a properly made sushi roll to be an art form, and there are some places in Pittsburgh that have it down to a science. Here are ...

pittsburgh.cbslocal.com · 2019/05/30 · here-are-pittsburghs-top-4-ja...

Here Are Pittsburgh's Top 4 Japanese Eateries - CBS Pittsburgh

May 30, 2019 - Located at 1611 Penn Ave. in the Strip District, the sushi bar is the highest-rated Japanese restaurant in Pittsburgh, boasting four stars out of ...

umamipgh.com

Umami PITTSBURGH

An Izakaya or japaneses pub serving asian modern cuisine, sushi, ramen and sake dedicated to umami flavors in Pittsburgh Pa. Located in the heart of ...

local-pittsburgh.com · Food & Drink

A Pittsburgher's Guide To Sushi | LOCALPittsburgh

Jul 1, 2016 - With sushi's widespread popularity among this generation, however, Pittsburgh has made room for the ever-growing Japanese-inspired ...

Write a much better article than the competition



Andy's Sushi Bar

Great sushi from a Pittsburgh staple!



roll).

If you're feeling adventurous, opt for one of the chef's specials, such as the sushi donut or the sushi crispy taco for a different way to consume the largely traditional dish — in this case with your hands. Mount Everest also offers poke bowls, which are chopped raw fish over rice with veggies.

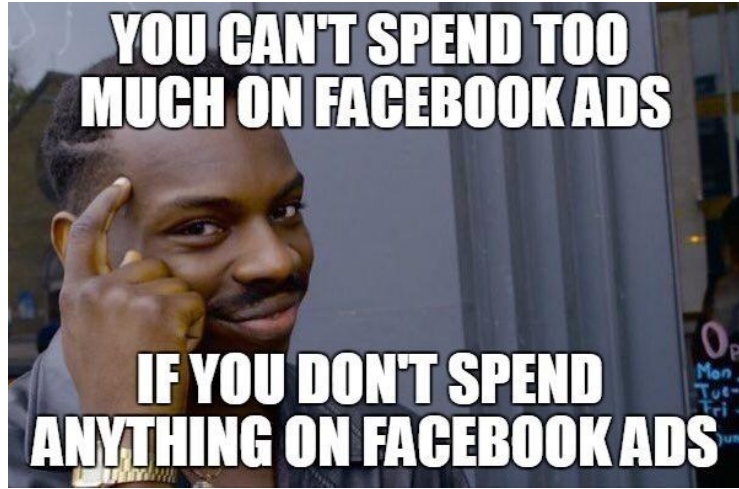
Order online, over the phone, or in person for takeout, or sit down upstairs to be served something off the versatile menu. You can also have it delivered via Grubhub or Postmates!

“This place is my go-to sushi place in all of Pittsburgh. I have tried other places but nothing comes close to Mount Everest. Everything is always fresh and the staff is so friendly.” -[Yelp review](#)

headline / subheadline / internal & external links / visuals / diagrams / CTA / etc

high page session duration / low bounce rate / useful / shareable / etc

Content Promotion



How to Promote Awesome Content

Facebook Ads

Google Ads

Influencers

Spend \$25 - \$100 tops



GiftYa

Published by Buffer [?] · January 13 at 11:30 AM · 🌐

Need some inspiration to for an unforgettable first date? Why not check out any of these fun ideas right here in Pittsburgh!

🎬 Visit the historic [Hollywood Theater](#) and take in the ambiance as you catch a movie

👨‍🍳 Cook up a delicious meal for two at [Gaynor's School of Cooking](#)

🗣️ Share some laughs at [Arcade Comedy Theater](#)

And more!

>>See the full list of perfect Pittsburgh dates on the GiftYa blog!

<https://buff.ly/2FE000J>



BLOG.GIFTYA.COM

9 Picture Perfect Places for a First Date in Pittsburgh - GiftYa

Pittsburgh has been recently voted as one of the best cities for singles, an...

683

People Reached

51

Engagements

Boost Post

👍 10

1 Comment 3 Shares

I Love Facebook Ads

Cheap

Beautiful

Shoutouts

Organic & Paid

Creates Discussion

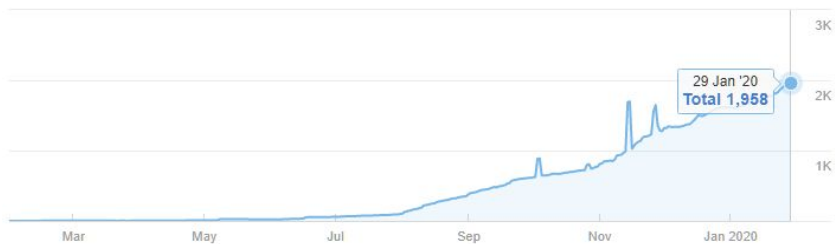
Drives Traffic

Traffic = High Rankings

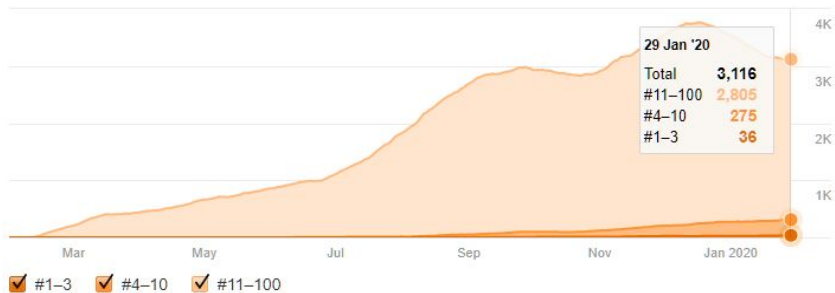
| Keyword | Volume ⁱ | KD ⁱ | CPC ⁱ | Traffic [↓] ⁱ | Position ⁱ | URL ⁱ |
|--|---------------------|-----------------|------------------|-----------------------------------|-----------------------|---|
| best sushi in pittsburgh | 800 | 0 | 0.90 | 115 | 2 ↑ 1 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi pittsburgh | 500 | 0 | 0.25 | 39 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi in pittsburgh 3 | 150 | 0 | — | 19 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| best sushi pittsburgh | 150 | 0 | — | 18 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi restaurants in pittsburgh | 150 | 0 | — | 15 | 4 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi pittsburgh pa | 100 | 12 | 0.80 | 10 | 4 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi places in pittsburgh | 80 | 0 | 3.50 | 9 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi restaurants pittsburgh | 80 | 0 | — | 9 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| pittsburgh sushi | 70 | 0 | — | 8 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi restaurant pittsburgh | 40 | 0 | 1.30 | 4.9 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| best sushi in pittsburgh pa 🗺 | 40 | 0 | — | 4.8 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| best sushi restaurants in pittsburgh | 30 | 0 | — | 4.0 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| japanese food pittsburgh 🔗 | 90 | 12 | — | 2.8 | 9 ↑ 4 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| japanese restaurants in pittsburgh | 40 | 12 | 0.30 | 2.4 | 6 ↑ 2 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| pittsburgh sushi restaurant | 20 | 9 | — | 2.3 | 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi bar pittsburgh 2 | 20 | 2 | 0.50 | 2.3 | 3 ↑ 1 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi in pittsburgh pa | 20 | 1 | — | 1.9 | 4 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| japanese restaurants pittsburgh 🔗 | 40 | 12 | — | 1.2 | 9 ↑ 3 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| pittsburgh japanese restaurant 🔗 | 40 | 21 | — | 0.32 | 15 ↑ 7 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |
| sushi squirrel hill 3 | 150 | 0 | — | 0.12 | 26 ↓ 1 | blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh ▾ |

Organic traffic ⁱ 1,958 /month

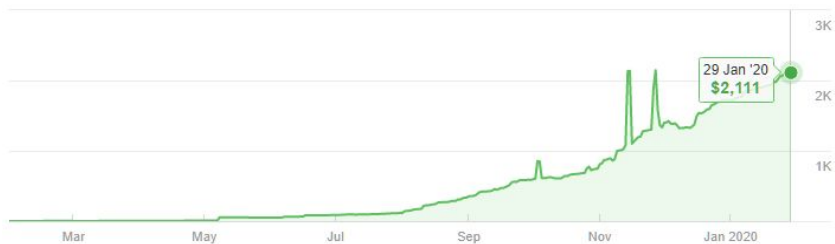
All time | **One year** | Last 30 days



Organic keywords ⁱ 3,116



Traffic value ⁱ \$2,111




| Page URL | Top keyword ⁱ | Its volume ⁱ | Pos. ⁱ |
|---|--|-------------------------|-------------------|
| blog.giftya.com/article/8-best-sushi-restaurants-in-pittsburgh | best sushi in pittsburgh | 800 | 2 |
| blog.giftya.com/article/top-9-dance-clubs-in-pittsburgh | night clubs in pittsburgh | 200 | 4 |
| blog.giftya.com/article/top-9-hair-salons-in-pittsburgh | hair salon in pittsburgh pa | 300 | 5 |
| blog.giftya.com/article/9-of-the-best-chinese-food-restaurants-in-pittsburgh | best chinese food pittsburgh | 200 | 5 |
| blog.giftya.com/article/top-8-mini-golf-courses-in-pittsburgh | miniature golf pittsburgh | 150 | 2 |
| blog.giftya.com/article/top-8-gyms-in-pittsburgh-for-weightlifting | gyms in pittsburgh | 400 | 5 |
| blog.giftya.com/article/9-best-barber-shops-in-pittsburgh | barber pittsburgh | 250 | 6 |
| blog.giftya.com/article/11-places-to-get-the-best-wings-in-pittsburgh | best wings in pittsburgh | 500 | 5 |
| blog.giftya.com/article/9-of-the-best-outdoor-playgrounds-in-pittsburgh | pittsburgh playgrounds | 150 | 2 |
| blog.giftya.com/article/top-9-golf-courses-in-pittsburgh | golf courses pittsburgh pa | 350 | 10 |
| blog.giftya.com/article/top-8-bicycle-shops-in-pittsburgh | pittsburgh bike shops | 250 | 8 |
| blog.giftya.com/article/7-brunch-buffets-in-pittsburgh-to-fuel-your-weekend | brunch buffet pittsburgh | 150 | 4 |
| blog.giftya.com/article/8-sweet-spots-where-you-can-grab-the-best-desserts-in-pittsburgh | best dessert in pittsburgh | 200 | 5 |
| blog.giftya.com/article/best-places-to-paint-and-sip-in-pittsburgh | painting with a twist pittsburgh | 700 | 14 |
| blog.giftya.com/article/top-8-authentic-mexican-restaurants-in-pittsburgh | best mexican restaurants in pittsburgh | 250 | 10 |



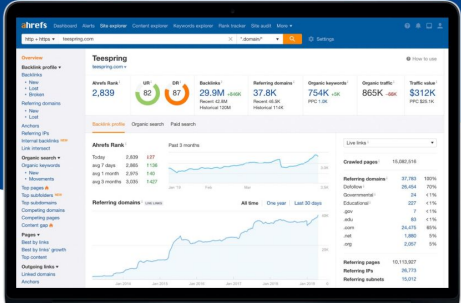
ahrefs Tools Pricing Help Blog Academy Our data Sign in Start a 7-day trial for \$7

Tools to grow your search traffic, research your competitors and monitor your niche

Ahrefs helps you learn why your competitors rank so high and what you need to do to outrank them.

Start a 7-day trial for \$7  2,534 users joined in the last 7 days


facebook Adobe LinkedIn NETFLIX UBER ebay shopify tripadvisor



The tools you get with Ahrefs

We add new tools and features regularly.

-  Competitive Analysis
-  Keyword Research
-  Backlink Research
-  Content Research
-  Rank Tracking
-  Web Monitoring


Premium Search 

AHREFS TV HOW TO RANK #1

ahrefs Ahrefs 101K subscribers [SUBSCRIBE](#)

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

SEO Checklist: How to Get More Organ... 55,265 views • 6 months ago



Want a detailed SEO checklist to grow your website's organic traffic? This tutorial covers the absolute must-dos to rank higher on Google, step-by-step. [Subscribe](#)

<https://www.youtube.com/Ahrefs>

READ MORE

FEATURED CHANNELS

SaaS Marketing Vlog [SUBSCRIBE](#)

SEO Tutorial Series [PLAY ALL](#)

This playlist includes huge-worthy SEO tutorial series on topics like keyword research, link building, Wordpress SEO and more to come.

[BEGINNER BACKLINK ANALYSIS](#) 7:04

[WORDPRESS SEO PART #1](#) 10:50

[BULLETPROOF KEYWORD RESEARCH](#) 13:10

How to Do a Basic Backlink Analysis on Your Competitors 36K views • 1 year ago CC

Wordpress SEO Tutorial for Beginners (Search Engine...) 91K views • 1 year ago CC

How to Do Keyword Research: Go Beyond Search... 52K views • 1 year ago CC

Big SEO Tutorials (for Google SEO) [PLAY ALL](#)

This playlist includes SEO tutorials that will help you optimize for Google search. Most videos are between 15 - 20 minutes of no-fluff. Just actionable content to help you in your search engine

[SEO TIPS](#) 12:21

SEO Tips to Improve Organic Traffic in Under 15 Minutes 22K views • 1 month ago

Want to improve SEO for your site? In this video, you will learn some low-hanging SEO tips that will give you a boost in the

[Rank Higher On GOOGLE](#) 13:26

How to Rank Higher on Google (Step-by-Step Tutorial) 41K views • 5 months ago

Want to know how to rank higher on Google? Learn a 5 step process to get more #1 rankings and organic traffic to your

[WHAT'S WORKING NOW?](#) 12:00

SEO in 2019 - What's Working Today? 21K views • 8 months ago

Learn the SEO tips and strategies that are working for us and respected members of the SEO community in 2019. [Subscribe](#)

[RANKING #1 OR MORE TRAFFIC](#) 9:12

Ranking #1 on Google is Overrated 10K views • 8 months ago

Everybody wants to rank number one on Google. But is this really the right goal to pursue? Our study of 100k keywords says not

SHOW MORE

Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now



Optimize your content with Search Analytics

See which queries bring users to your site. Analyze your site's impressions, clicks, and position on Google Search.

Get your content on Google

Submit sitemaps and individual URLs for crawling. Review your index coverage to make sure that Google has the freshest view of your site.



Get alerted on issues and fix your site

Receive email alerts when Google identifies issues on your site. See which URLs are affected by these issues and tell Google when you've fixed them.



Google Webmasters 341k subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT



Top 5 things to consider for your website | Search for Beginner...

4,996 views • 2 days ago

In this episode of Search for Beginners, we go over the top 5 things you should consider to get your website ready to be listed on Google Search:
Website & local business discovery on Google Search
High quality content
Fast & easy-to-access content on all devices
Website security
READ MORE

Uploads ▶ PLAY ALL



Top 5 things to consider for your website | Search for...
4.9K views • 2 days ago
CC

English Google Webmaster Central office-hours from...
2K views • 5 days ago

German / Google Webmaster Central Sprechstunden auf...
855 views • 6 days ago

URL Inspection Tool - Google Search Console Training
7.3K views • 6 days ago

English Google Webmaster Central office-hours from...
1.9K views • 1 week ago

Search for Beginners ▶ PLAY ALL

A fully animated series for anyone who is interested in learning the basics of creating an online presence and the right Google Search tools to help customers find their website. Brought to you by



Top 5 things to consider for your website | Search for...
4.9K views • 2 days ago
CC

Search Console explained (and why you need it) Search...
5.9K views • 2 weeks ago
CC

Is my website on Google Search? | Search for...
11K views • 1 month ago
CC

Google Search Explained | Search for Beginners Ep 4
24K views • 1 month ago
CC

Tips for hiring a web developer (if you need one) ...
6.9K views • 2 months ago
CC

Search Console Training ▶ PLAY ALL

Join Daniel Walsberg, Search Advocate at Google, as he helps you get started with optimizing your search appearance on Google and increasing organic traffic to your website using Google Search



URL Inspection Tool - Google Search Console Training
7.3K views • 6 days ago

Performance reports in Search Console - Google...
11K views • 3 weeks ago

7 ways to verify site ownership - Google Search...
10K views • 1 month ago

Intro to Google Search Console - Search Console...
38K views • 2 months ago
CC

Google Search Console Training - Official Trailer...
18K views • 2 months ago

#AskGoogleWebmasters ▶ PLAY ALL

**This tactic can
be used for any
business**

kellee maize

All Images Videos News Shopping More Settings Tools

About 73,000 results (0.42 seconds)

en.wikipedia.org · wiki · Kellee_Maize

Kellee Maize - Wikipedia

Kellee Maize (born January 18, 1980) is an American rapper, singer, and songwriter. Her first album, *Age of Feminine*, was released in 2007. **Maize** has now been involved in the music business for just over a decade and has recorded and released six full albums leading to a handful of singles.

Early life Personal life Career Awards and nominations


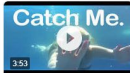

www.kelleemaize.com

Female Rapper Kellee Maize

Female Rapper **Kellee Maize's** EPK (Press Kit). Here you'll find her latest accomplishments, all of her music and details about her National Toyota Deal along ...

About Music Photos Videos

Videos

| | | |
|---|--|--|
|  Kellee Maize - Nakturnal (2012) Kellee Maize YouTube · Apr 29, 2018 |  Catch Me - Kellee Maize Kellee Maize YouTube · Apr 29, 2018 |  Abortion Ban Protest / Handmaid's Tale Video -- "Rise" by ... Kellee Maize YouTube · May 29, 2019 |
|---|--|--|

www.youtube.com · channel · UCwBhXADStizYpJXDUZkATg

Kellee Maize - YouTube

Kellee Maize is independent rapper, singer, activist, and entrepreneur based in Pittsburgh, PA. Her music focuses on human rights, love, unity, eastern philo...

twitter.com · kelleemaize

Kellee Maize (@KelleeMaize) | Twitter

The latest Tweets from **Kellee Maize (@KelleeMaize)**. Rapper, singer, songwriter, mother, entrepreneur - https://t.co/NyWUNISRM. Mother Earth.

www.huffpost.com · author · kellee-maize

Kellee Maize | HuffPost

Kellee Maize is an internationally-renowned independent rappersinger, motivational speaker, activist, and entrepreneur based in Pittsburgh, PA.

www.facebook.com · Pages · Public Figure · Musician/Band

Kellee Maize - Home | Facebook

Kellee Maize 36K likes. Stream my latest album, Crown here -> http://kelleemaize.com.

freemusicarchive.org · music · Kellee_Maize

Kellee Maize - Free Music Archive

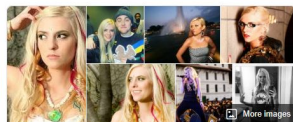
Kellee Maize Something new is coming on an energetic level. I hope it happens soon so that my poor beefy can settle. I know it sounds obtrusive you say Jesus, ...

teamopen.cc · kellee

Kellee Maize | Team Open

As an independent rapper, **Kellee Maize** was skeptical about giving her music away for free. Now, under a Creative Commons BY license, she has millions of ...

open.spotify.com · artist



Kellee Maize

American rapper

kelleemaize.com

Available on

YouTube

Spotify

Pandora

More music services

Kellee Maize is an American rapper, singer, and songwriter. Her first album, *Age of Feminine*, was released in 2007. Maize has now been involved in the music business for just over a decade and has recorded and released six full albums leading to a handful of singles. [Wikipedia](#)

Born: January 18, 1980 (age 40 years), New Berlin, PA

Parents: Jimmy McNichol, Chris Maize, Terry Maize

Albums: Owl Time, The 5th Element, Aligned Archetype, Age of Feminine, Integration, The Remixes, Kellee Maize - The Remixes

Education: Millfaringburg Elementary School, University of Pittsburgh

Record labels: Jamendo SA, Nakturnal, Nakturnal Records, Kellee Maize, Kellee Maize Inc, Nakturnal

Songs

In Tune

Owl Time · 2012

Big Plans

Aligned Archetype · 2010

Peaceburgh

Owl Time · 2012

View 25+ more

Profiles

| | | | | |
|--|--|---|--|---|
|  YouTube |  Twitter |  Facebook |  Instagram |  SoundCloud |
|--|--|---|--|---|

People also search for

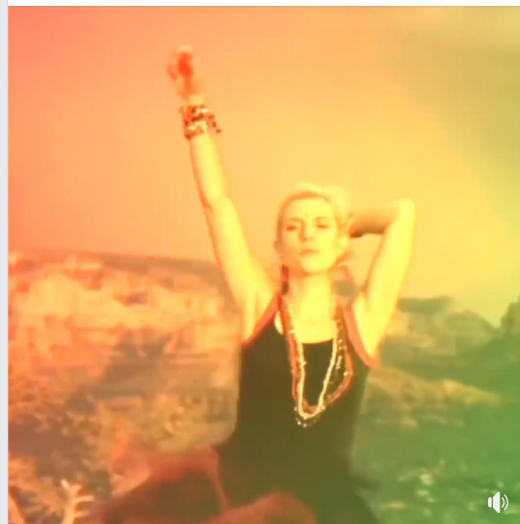
| | | |
|---|--|--|
|  Jimmy McNichol Father |  Kristy McNichol Aunt |  DJ Bonics |
|---|--|--|

Feedback

 **Kellee Maize** ✓

Written by joey rahimi [?] · December 31, 2018 ·

Pagan Rapper Kellee Maize - "Third Eye"



HUFFPOST.COM

Kellee Maize: How I "Made It" in the Music Industry: My Top 10 Tips

Learn More

You and 8.9K others


2.7K Comments 3.8K Shares


Like

Comment

Share

Most Relevant

 Comment as Kellee Maize

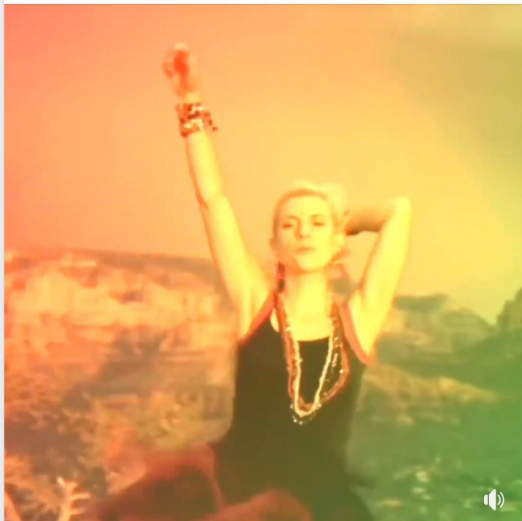
 **Faye Ford** <https://www.ancient.eu/isis/>
Everybody asking if she said "Isis". Yes, she did. But become educated before assuming. She was an ancient goddess.



Kellee Maize

Written by joey rahimi [?] · December 31, 2018 ·

Pagan Rapper Kellee Maize - "Third Eye"



HUFFPOST.COM

Kellee Maize: How I "Made It" in the Music Industry: My Top 10 Tips

Learn More

You and 8.9K others

2.7K Comments 3.8K Shares

Like

Comment

Share

Most Relevant



Comment as Kellee Maize



Fayte Ford <https://www.ancient.eu/isis/>
Everybody asking if she said "Isis". Yes, she did. But become educated before assuming. She was an ancient goddess.



HUFFPOST

Log In

Join HuffPost Plus

Here to help life go right.® [Get A Quote](#)

AdChoices



Kellee Maize, Contributor

Kellee Maize is an internationally-renowned independent rapper/singer, motivational speaker, activist, and entrepreneur based in Pittsburgh, PA.

How I "Made It" in the Music Industry: My Top 10 Tips

03/25/2014 07:18 pm ET | Updated Dec 06, 2017



First off, by "Made It," I don't mean filling up arenas or the sort of unlimited abundance that could "make it rain" everyday. I mean making music a full-time focus that pays bills, so that you can start doing what you love.

HUFFPOST



www.forbes.com › sites › meimeifox › 2019/02/13 › how-to-make-it-... ▼

How To Make It In The Music Industry - Forbes

Feb 13, 2019 - Walter Tucker worked two unpaid internships while attending grad school in NYC in order to break into the **music industry**. He then founded the ...

www.thebalancecareers.com › ... › Music Careers › Being a Musician ▼

How to Jumpstart Your Music Career - The Balance Careers

Nov 20, 2019 - Here are five ideas to breathe new life into your music career and to **make** sure you are building a foundation for long-term **music industry** ...

www.huffpost.com › entry › how-i-made-it-in-the-musi_b_5024003 ▼

How I "Made It" in the Music Industry: My Top 10 Tips | HuffPost

Mar 25, 2014 - How I "Made It" in the **Music Industry**: My Top 10 Tips. Don't Do Free Shows. Don't Contact **Music** Blogs. Don't Worry About "Getting Signed" Give Your **Music** Away For Free - The Legal Way. Submit Your **Music** to Jamendo, Frostwire & Free **Music** Archive. Charge For Your **Music**. Let Others **Make** Money Off Of Your **Music**. Use ...

Videos



HOW TO MAKE IT -
Music Industry (Extra
Tips - Nick Gatfield ...



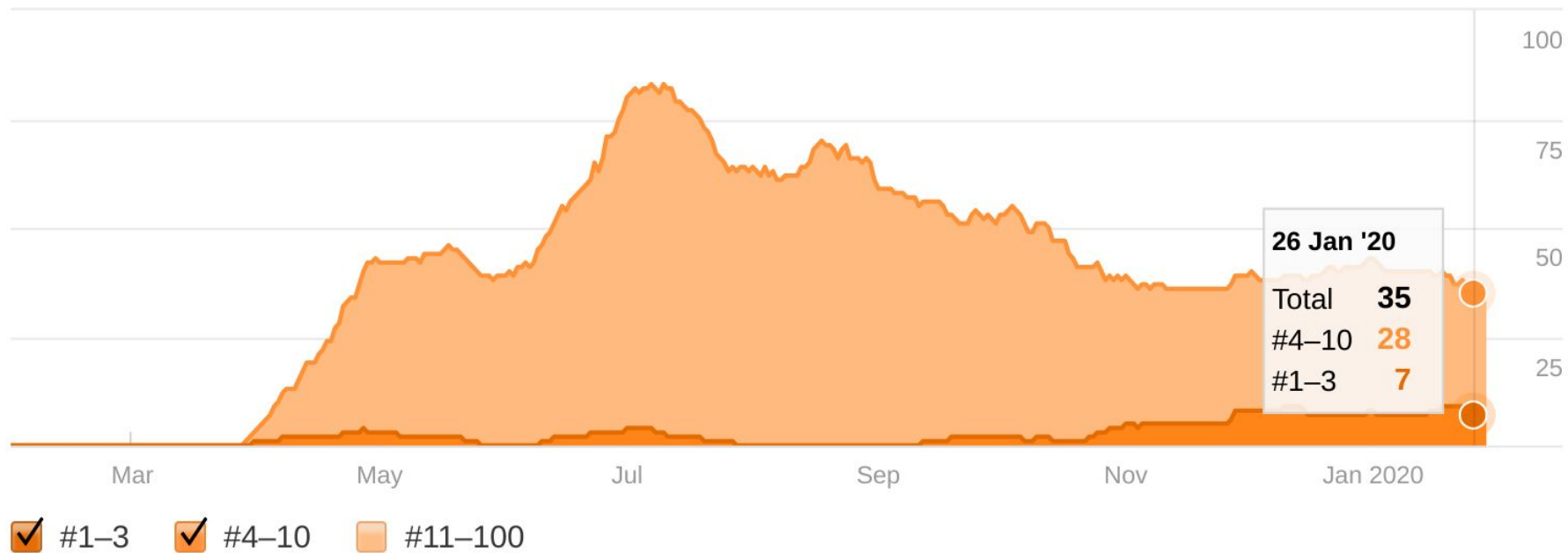
How To Make It In The
Music Industry



Music Industry Secrets |
Am I Too Old To Make
Music A Career?

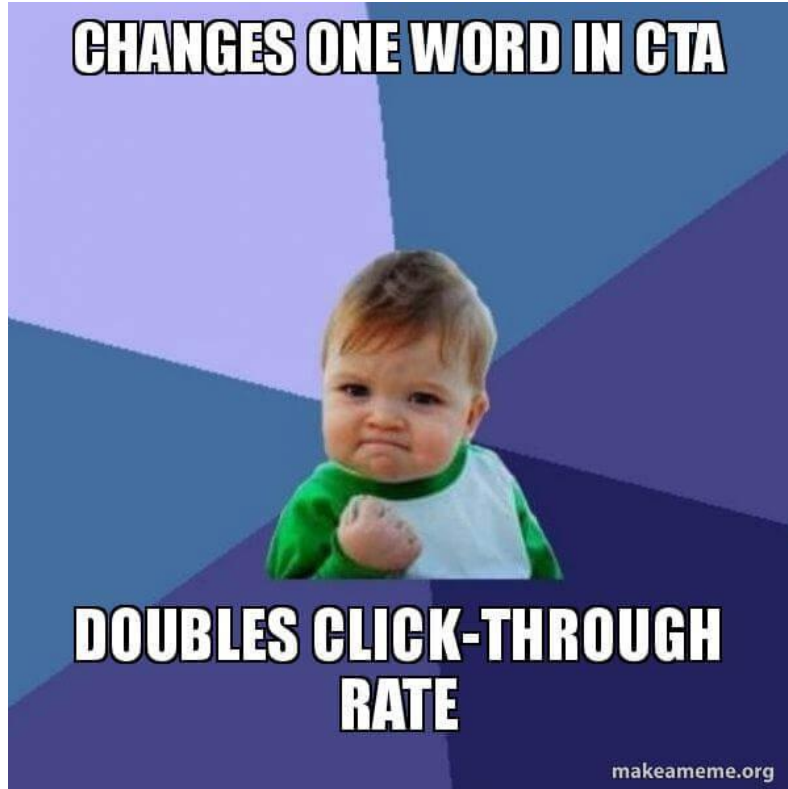


Organic keywords ⁱ 501



| Keyword | | Volume ¹ | KD ¹ | CPC ¹ | Traffic ¹ | Position ¹ | URL ¹ |
|--|---|---------------------|-----------------|------------------|----------------------|-----------------------|---|
| how to make it as a musician | 4 | 100 | 18 | — | 39 | 1 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| make it in the music industry | 6 | 70 | 12 | 1.20 | 24 | 1 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| how to make it big in music | 4 | 50 | 9 | — | 20 | 1 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| how to make it in the music industry | 4 | 350 | 15 | 4.00 | 19 | 5 1 1 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| how to make it in music | 5 | 150 | 20 | 2.50 | 14 | 4 1 4 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| making it as a musician | 6 | 30 | 18 | — | 11 | 1 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| making it in the music business | 5 | 20 | 15 | — | 7 | 1 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| how to make it in the music industry today | 4 | 20 | 10 | 0.70 | 7 | 1 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| making it in music | 5 | 50 | 10 | 0.90 | 6 | 3 1 1 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| how to get your music out there | 5 | 250 | 26 | 1.70 | 5 | 9 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| how to make it in the music business | 4 | 80 | 15 | 1.20 | 4.8 | 6 1 5 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| make it in the music industry | 6 | 70 | 12 | 1.20 | 4.0 | 6 1 3 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| make it in music | 5 | 40 | 12 | — | 2.9 | 5 1 2 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| making it in the music industry | 4 | 50 | 12 | 6.00 | 2.6 | 7 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| how to make it big in the music industry | 3 | 30 | 12 | — | 2.5 | 4 1 2 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| making it as a musician | 6 | 30 | 18 | — | 2.3 | 5 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| how to get my music out there | 7 | 50 | 27 | 1.50 | 1.8 | 8 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| make it in the music business | 6 | 20 | 16 | — | 1.8 | 4 1 4 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| getting your music out there | 5 | 30 | 25 | 1.50 | 1.6 | 7 1 3 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| getting music out there | 5 | 20 | 33 | 1.50 | 1.2 | 6 1 3 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |
| how to get your music out | 7 | 30 | 31 | 1.60 | 1.1 | 8 1 2 | www.huffpost.com/entry/how-i-made-it-in-the-musi_b_5024003 |

Conversion & Optimization



How to Optimize

Analyze data

Tweak content

Enhance content

Measure results

Finds new topics to write about

Collect Email

Retargeting

MARKETING | 11 MIN READ

How to Develop a Content Strategy: A Start-to-Finish Guide



Written by Justin McGill
@justmcgill

HubSpot also recommends this actionable content marketing workbook.



Whether you're just starting out with content marketing or you've been using the same approach for a while, it never hurts to revisit your content strategy plan -- to make sure it's up-to-date, innovative, and strong.



After all, you've got more competition than ever. According to the **Content Marketing Institute**, the most successful B2B marketers report spending 40% of their budget on content marketing as of 2018 -- up 1% from 2017.



The first step to getting a leg up on the competition is to have a solid, smart content marketing plan in place. If you're having trouble planning for the upcoming year or need some fresh ideas to include in your plan, read on.



[Click here to sharpen your skills with the help of our content marketing workbook.](#)



In this post, we'll dive into:

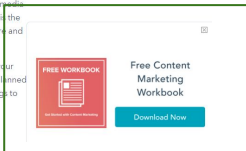
- What content strategy is.
- Why your business needs a content marketing plan.
- The exact steps you will need to take to create your strategy, including:
 - How your content can generate leads.
 - How (and what) to publish on social media.

What Is Content Strategy?

Content strategy refers to the management of pretty much any tangible media that you create and own: written, visual, downloadable ... you name it. It is the piece of your marketing plan that continuously demonstrates who you are and the expertise you bring to your industry.

You might've heard how important content creation is to the growth of your business, but as you'll see throughout this post, it needs to have a well-planned purpose. When you develop a content strategy, there are some key things to consider:

How You're Creating Content For



which prioritizes your buyers are on, and monitor your content to their expectations.

When you're ready for more ideas, there are a plethora of different content types to diversify your website. Check them out below:

List of Content Formats

| | |
|------------------------------------|----------------------------|
| How-to's | Helpful Application / Tool |
| Content Curation | Opinion Post |
| Case Studies | White Papers |
| Charts/Graphs | Blog |
| eBooks | Videos |
| Email Newsletters / Autoresponders | Templates |
| Cartoons / Illustrations | Surveys |
| Book Summaries | Slideshares |
| Tool Reviews | Resources |
| Giveaways | Quotes |
| FAQs | Quizzes |
| Q&A Session | Polls |
| Webinar | Podcasts |
| Guides | Pinboards |
| Dictionary | Photo Collage |
| "Day in the Life of" Post | Original Research |
| Infographics | Press releases |
| Interview | Photos |
| Lists | Predictions |
| Mind Maps | User Generated Content |
| Meme | Company News |
| Online Game | Timelines |

7. Publish and manage your content.

Your marketing plan should go beyond the types of content you'll create -- it should also cover you'll organize your content. With the help of an **editorial calendar**, you'll be on the right track for publishing a well-balanced and diverse content library on your website. Then, create a **social media content calendar** so you can promote and manage your content on other sites.

Many of the ideas you think of will be evergreen -- they're just as relevant months from now as they are today. That being said, you shouldn't ignore timely topics either. While they may not be the bulk of your editorial calendar, they can help you generate spikes of traffic.

Most people count on incorporating popular holidays such as New Year's and Thanksgiving in their marketing efforts, but you don't have to limit yourself to these important marketing dates. If there are niche holidays that might appeal to your audience, it could be worth publishing content on your blog or on social media. HubSpot's Service Blog Editor **Sophia Benazzaz** compiled this **ultimate list of social media holidays** -- keep an eye on it when you're planning your calendar.

We know this is a lot of information, but the work has just begun. It takes time, organization, and creativity to grow a successful content marketing strategy. For a full breakdown of content marketing strategy, check out our guide.



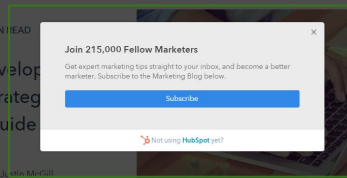
MARKETING | 11 MIN READ

How to Develop a Content Strategy: A Start-to-Finish Guide



Written by Justin McGill
@justmcgill

HubSpot also recommends this actionable content marketing workbook.



Whether you're just starting out with content marketing or you've been using the same approach for a while, it never hurts to revisit your content strategy plan -- to make sure it's up-to-date, innovative, and strong.



After all, you've got more competition than ever. According to the **Content Marketing Institute**, the most successful B2B marketers report spending 40% of their budget on content marketing as of 2018 -- up 1% from 2017.



The first step to getting a leg up on the competition is to have a solid, smart content marketing plan in place. If you're having trouble planning for the upcoming year or need some fresh ideas to include in your plan, read on.



[Click here to sharpen your skills with the help of our content marketing workbook.](#)



In this post, we'll dive into:

- What content strategy is.
- Why your business needs a content marketing plan.
- The exact steps you will need to take to create your strategy, including:
 - How your content can generate leads.
 - How (and what) to publish on social media.

What Is Content Strategy?

Content strategy refers to the management of pretty much any tangible media that you create and own: written, visual, downloadable ... you name it. It is the piece of your marketing plan that continuously demonstrates who you are and the expertise you bring to your industry.

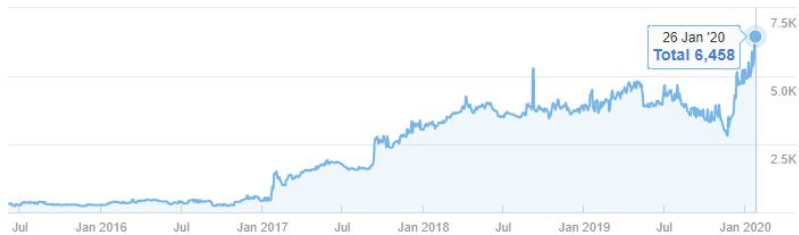
You might've heard how important content creation is to the growth of your business, but as you'll see throughout this post, it needs to have a well-planned purpose. When you develop a content strategy, there are some key things to consider:

🇺🇸 985 🇩🇪 248 🇬🇧 230 🇫🇷 166 More ▾

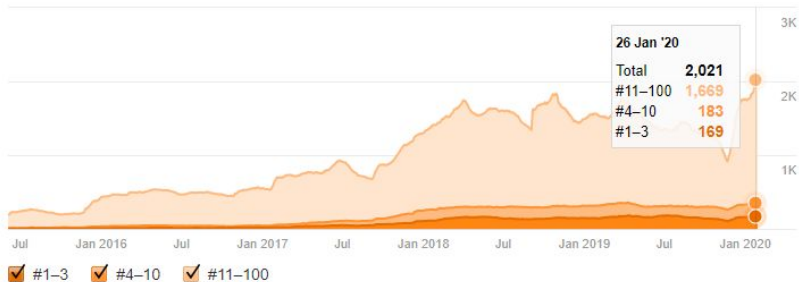
| Keyword | Volume ¹ | KD ¹ | CPC ¹ | Traffic ¹ | Position ¹ | URL ¹ | |
|-------------------------------------|---------------------|-----------------|------------------|----------------------|-----------------------|------------------|---|
| content strategy | 5 | 5,200 | 60 | 10.00 | 549 | 1 | blog.hubspot.com/marketing/content-marketing-plan |
| content | 3 | 167,000 | 59 | 1.20 | 446 | 17 | blog.hubspot.com/marketing/content-marketing-plan |
| content marketing strategy | 7 | 1,900 | 54 | 18.00 | 210 | 2 | blog.hubspot.com/marketing/content-marketing-plan |
| content planning | 6 | 400 | 29 | — | 107 | 1 | blog.hubspot.com/marketing/content-marketing-plan |
| content plan | 4 | 200 | 55 | 12.00 | 70 | 1 | blog.hubspot.com/marketing/content-marketing-plan |
| what is content strategy | 3 | 700 | 59 | 3.50 | 60 | 3 | blog.hubspot.com/marketing/content-marketing-plan |
| content marketing plan | 7 | 300 | 48 | 13.00 | 58 | 2 | blog.hubspot.com/marketing/content-marketing-plan |
| content marketing strategy template | 7 | 150 | 43 | — | 48 | 1 12 | blog.hubspot.com/marketing/content-marketing-plan |
| content planning template | 6 | 100 | 57 | — | 44 | 1 11 | blog.hubspot.com/marketing/content-marketing-plan |
| content strategy example | 4 | 250 | 48 | 13.00 | 40 | 3 | blog.hubspot.com/marketing/content-marketing-plan |
| content marketing strategy example | 5 | 100 | 43 | 11.00 | 37 | 1 12 | blog.hubspot.com/marketing/content-marketing-plan |
| what is content marketing | 5 | 5,900 | 77 | 6.00 | 29 | 19 11 | blog.hubspot.com/marketing/content-marketing-plan |
| content strategy plan | 4 | 80 | 63 | 17.00 | 29 | 1 | blog.hubspot.com/marketing/content-marketing-plan |
| content development | 3 | 1,600 | 9 | 8.00 | 27 | 7 12 | blog.hubspot.com/marketing/content-marketing-plan |
| social media strategy template | 6 | 2,400 | 43 | 20.00 | 26 | 12 11 | blog.hubspot.com/marketing/content-marketing-plan |
| hubspot content marketing | 2 | 300 | 65 | 14.00 | 23 | 5 11 | blog.hubspot.com/marketing/content-marketing-plan |
| content marketing strategies | 7 | 200 | 67 | — | 23 | 3 | blog.hubspot.com/marketing/content-marketing-plan |
| content development strategy | 5 | 150 | 40 | — | 22 | 2 11 | blog.hubspot.com/marketing/content-marketing-plan |
| content plan template | 6 | 150 | 53 | 11.00 | 21 | 2 | blog.hubspot.com/marketing/content-marketing-plan |
| what is a content strategy | 3 | 60 | 58 | 3.50 | 20 | 1 | blog.hubspot.com/marketing/content-marketing-plan |
| website content strategies | 2 | 200 | 43 | 19.00 | 20 | 4 11 | blog.hubspot.com/marketing/content-marketing-plan |
| sample content marketing plan | 7 | 50 | 55 | — | 18 | 1 | blog.hubspot.com/marketing/content-marketing-plan |
| digital content strategy | 4 | 200 | 1 | 15.00 | 15 | 5 11 | blog.hubspot.com/marketing/content-marketing-plan |
| content strategy company | 3 | 40 | 54 | 12.00 | 15 | 1 | blog.hubspot.com/marketing/content-marketing-plan |
| blog content strategy | 4 | 100 | 63 | 0.25 | 14 | 3 11 | blog.hubspot.com/marketing/content-marketing-plan |

Organic traffic ¹ 6,405 /month

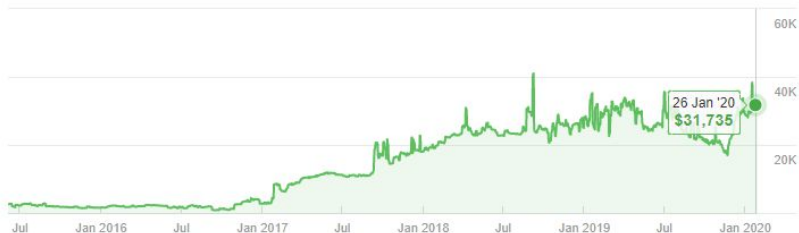
All time | One year | Last 30 days



Organic keywords ¹ 2,053



Traffic value ¹ \$31,407



How can we optimize the content?

best sushi pittsburgh



m.yelp.com › Pittsburgh, PA › Restaurants › Sushi Bars

THE BEST 10 Sushi Bars in Pittsburgh, PA - Last Updated ...

"**Best sushi** I've had in **Pittsburgh** (and a number of other cities too). If you like nigiri, you're in for a treat. It may seem a little pricier compared to other **Japanese** ...

www.tripadvisor.com › United States › Pennsylvania (PA) › Pittsburgh ▼

THE BEST Sushi in Pittsburgh - TripAdvisor

Best Pittsburgh, Pennsylvania Sushi: Find TripAdvisor traveler reviews of **Pittsburgh Sushi** restaurants and search by cuisine, price, location, and more.

blog.giftya.com › article › 8-best-sushi-restaurants-in-pittsburgh

8 Best Sushi Restaurants in Pittsburgh - GiftYa

Mar 20, 2019 - While the **Japanese** cuisine has been around for centuries, the U.S. didn't see **sushi** in it's restaurants until 1970, when advances in ...

How can we optimize the content?



Andy's Sushi Bar

Great sushi from a Pittsburgh staple!



roll).

If you're feeling adventurous, opt for one of the chef's specials, such as the sushi donut or the sushi crispy taco for a different way to consume the largely traditional dish – in this case with your hands. Mount Everest also offers poke bowls, which are chopped raw fish over rice with veggies.

Order online, over the phone, or in person for takeout, or sit down upstairs to be served something off the versatile menu. You can also have it delivered via Grubhub or Postmates!

“This place is my go-to sushi place in all of Pittsburgh. I have tried other places but nothing comes close to Mount Everest. Everything is always fresh and the staff is so friendly.” -[Yelp review](#)”

Add more restaurants, add stronger CTAs for GiftYa, get people to comment ...

Recap

Strategy Recap

1. Keyword Research & Competitive Analysis

2. Write Awesome Content



3. Promote it



4. Watch Rankings Grow

5. Optimize it for more traffic and higher conversion

Investment Into 1 article \$120



Results

100 visitors a month

Month 1 - \$1 CPC

Month 2 - \$.50 CPC

Month 3 - \$.25 CPC

Month 4 - \$.12 CPC

Etc ...

Customers

After 4 months

Can you convert at 2%?

2% conversion = 8
customers

CAC: \$15

