



# Content Focused SEO: Data Driven Strategies to Reduce Your Customer Acquisition Costs

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Sep, 2023

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# Quick Intro

- 17+ Years of Digital Marketing Experience
- Ex IAC, AT&T, Yahoo! & eBay
- Since AdLift, consulted for PayPal, Walmart, Overstock, Box, Airbnb, Bausch & Lomb



@puriprashant



in/prashantpuri



prashant@adlift.com

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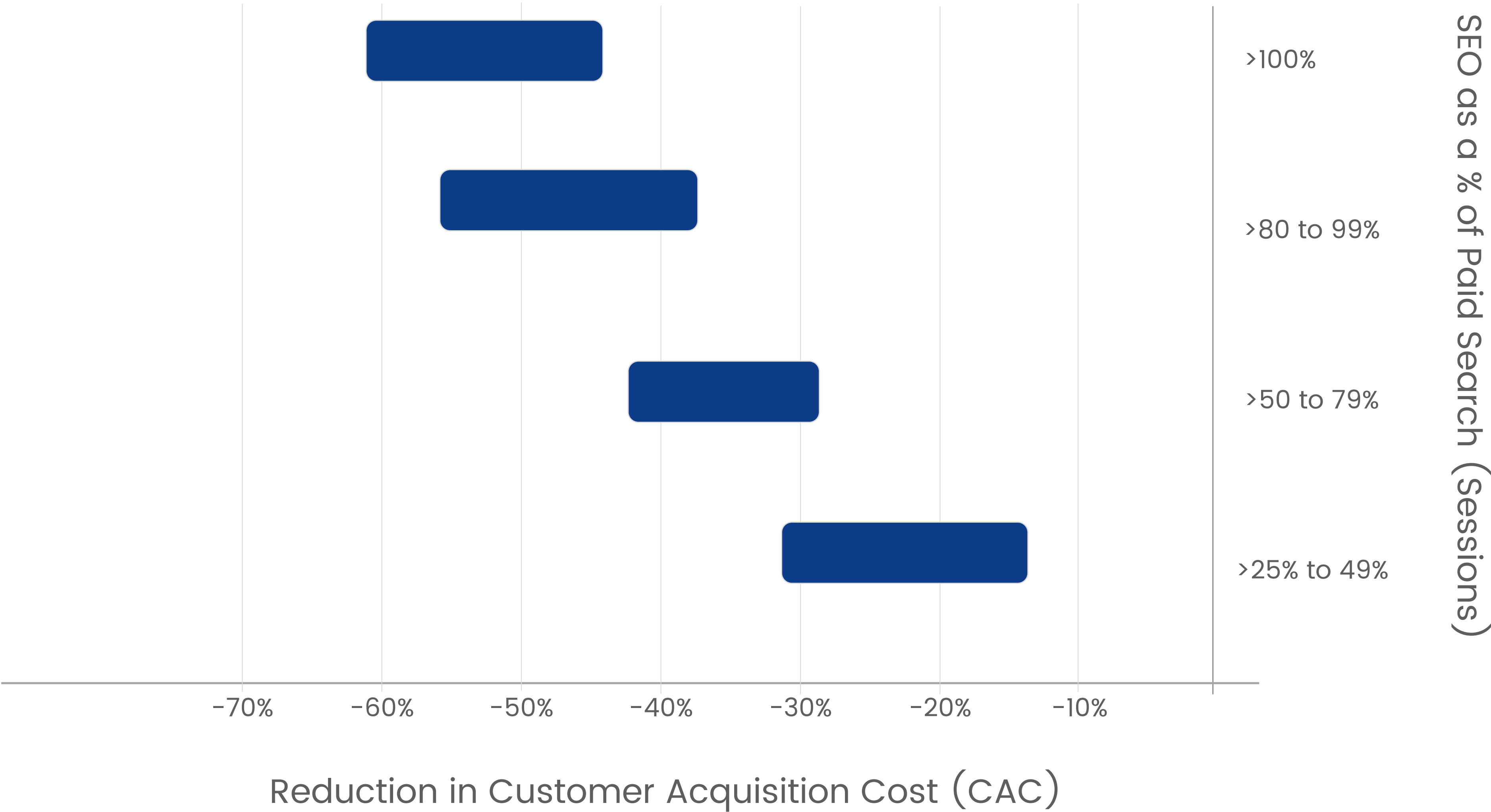
# We're going to cover

- The Effects of **Increasing** SEO Traffic/Revenue on **Customer Acquisition Costs (CAC)**
- Focusing on **content** to drive SEO ROI
  - Creating **compelling** content
  - **Synergize** efforts between SEO & Paid Search
  - Invest in the **59%** (PAA, Videos, Quora, Featured Snippets)
  - **Competitive** Analysis
  - Content Marketing/**Link Backs**

# The Effects of **Increasing** SEO Traffic/Revenue on **CAC**

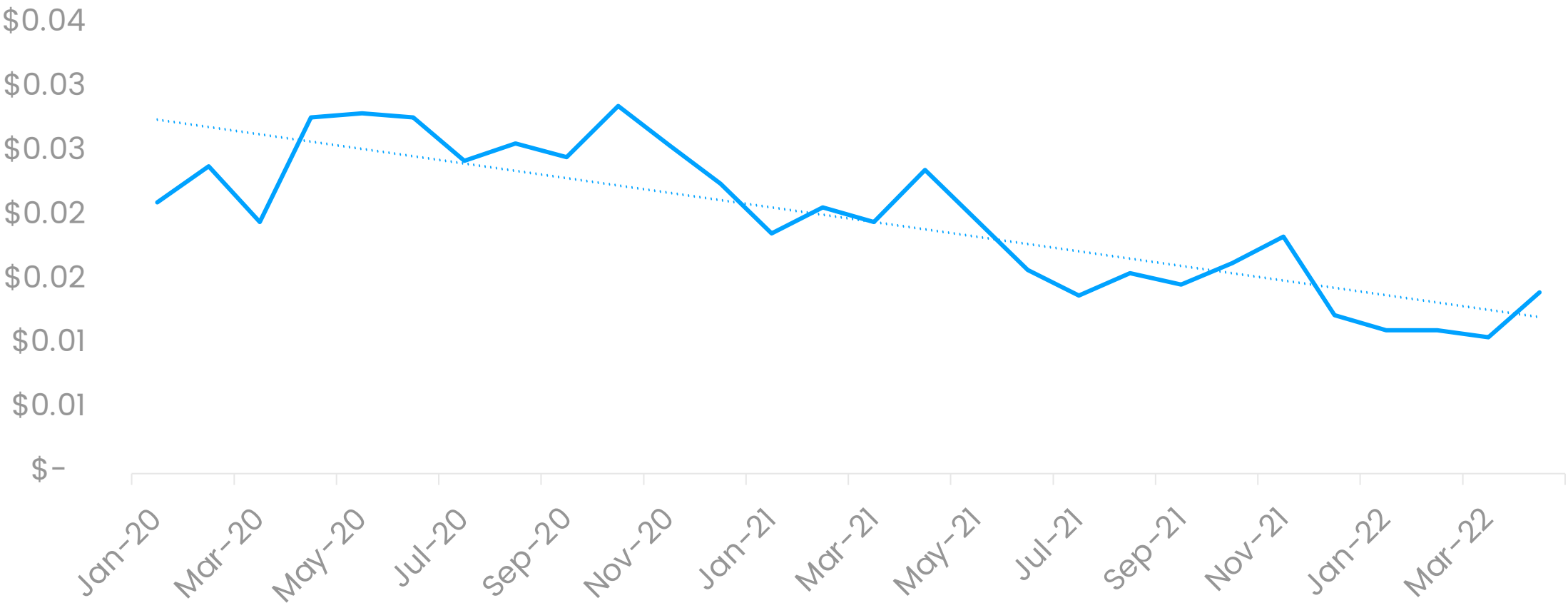


# As % of SEO Increases, CAC Decreases Significantly

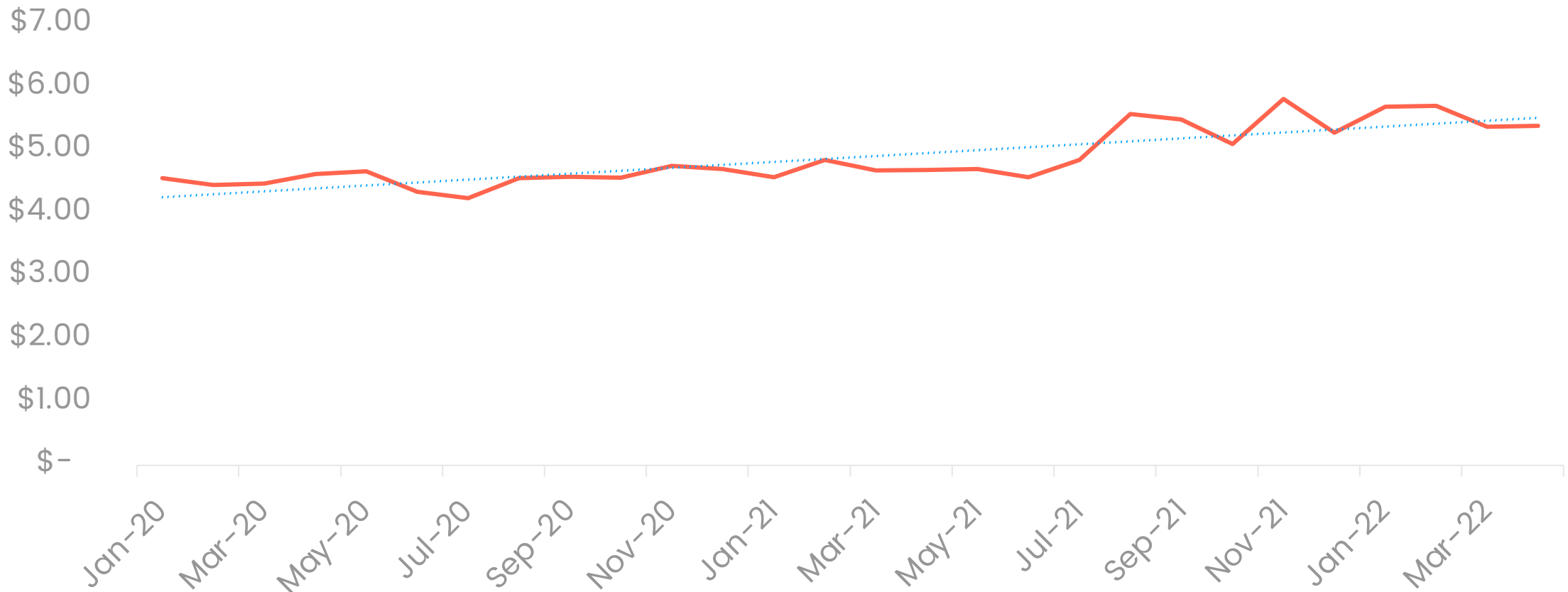


# SEO Is the Highest Driver of ROI Across Any Digital Channel

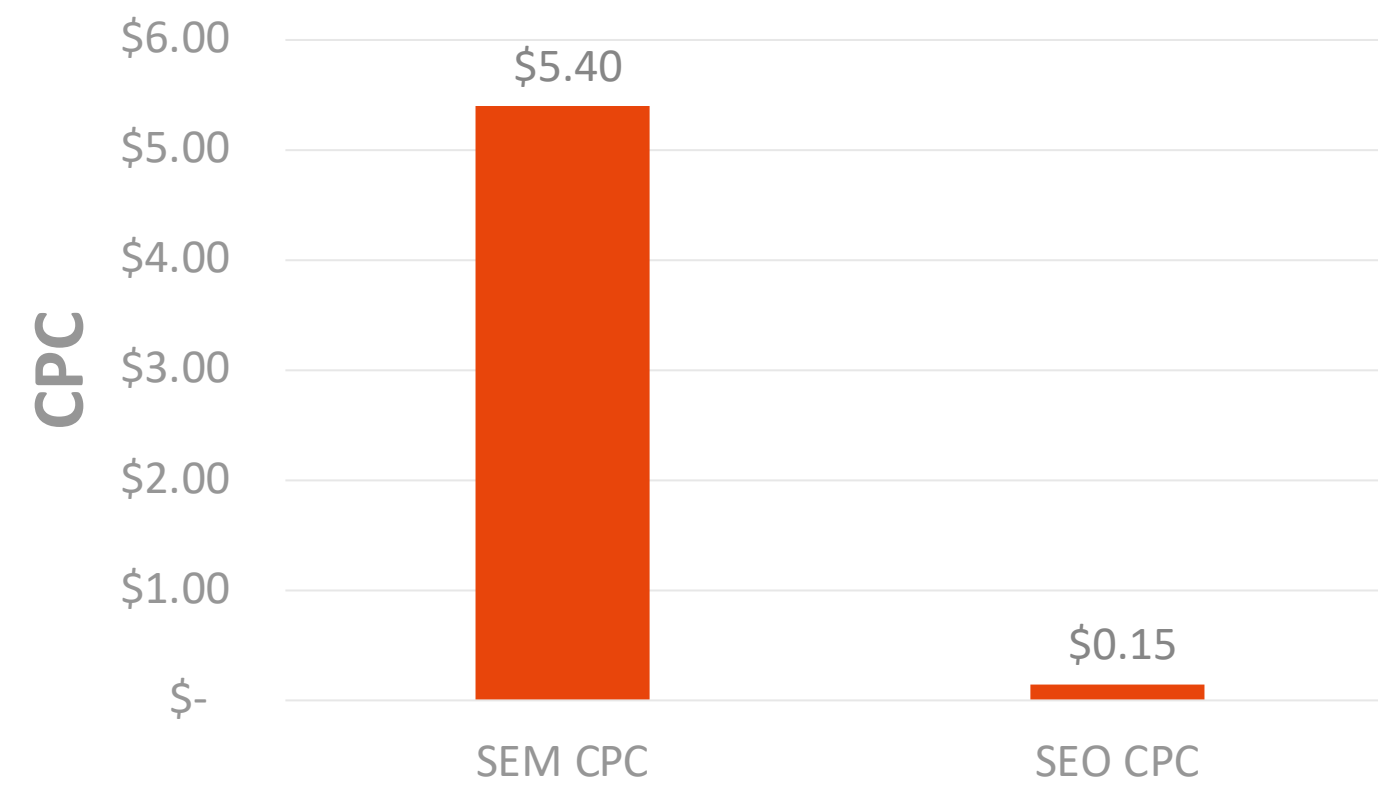
SEO eCPC



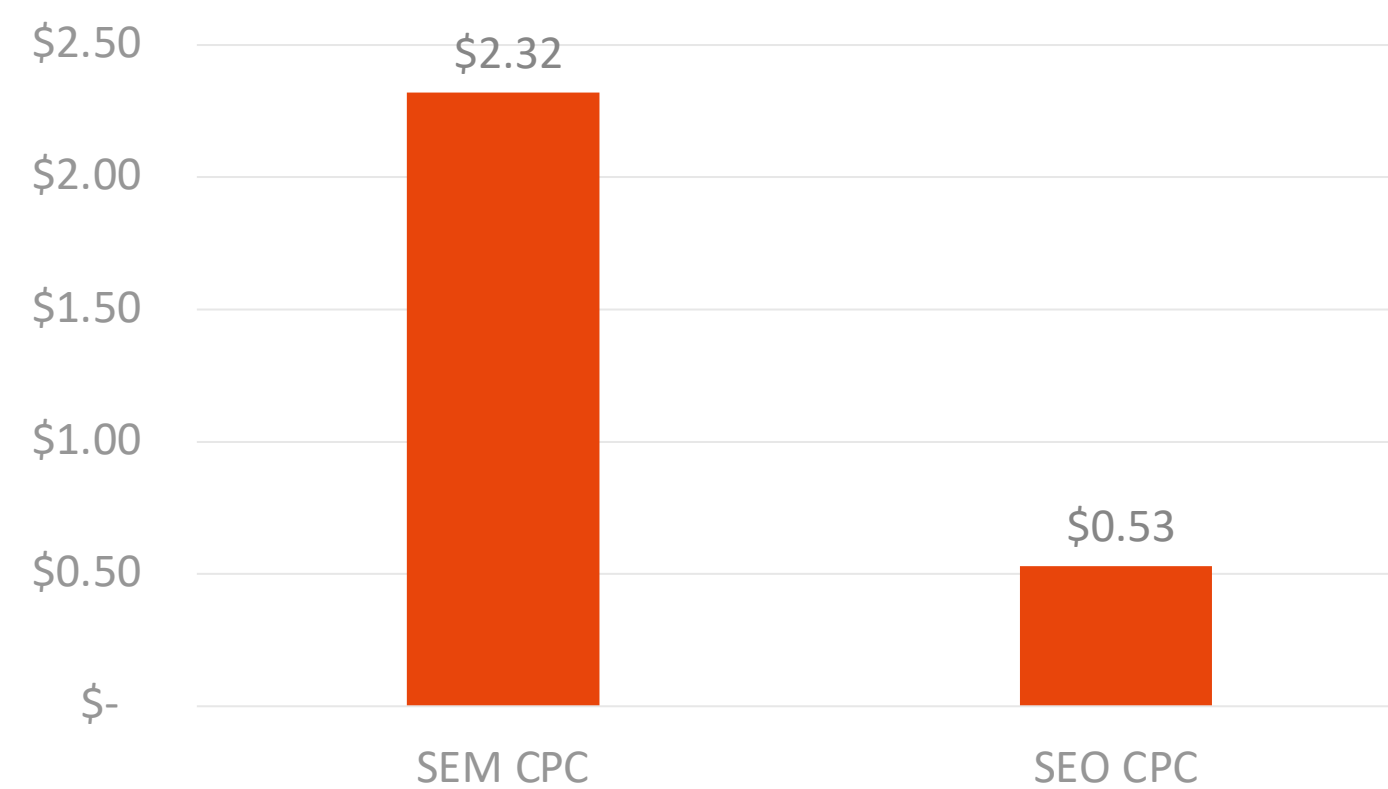
Paid Search CPC



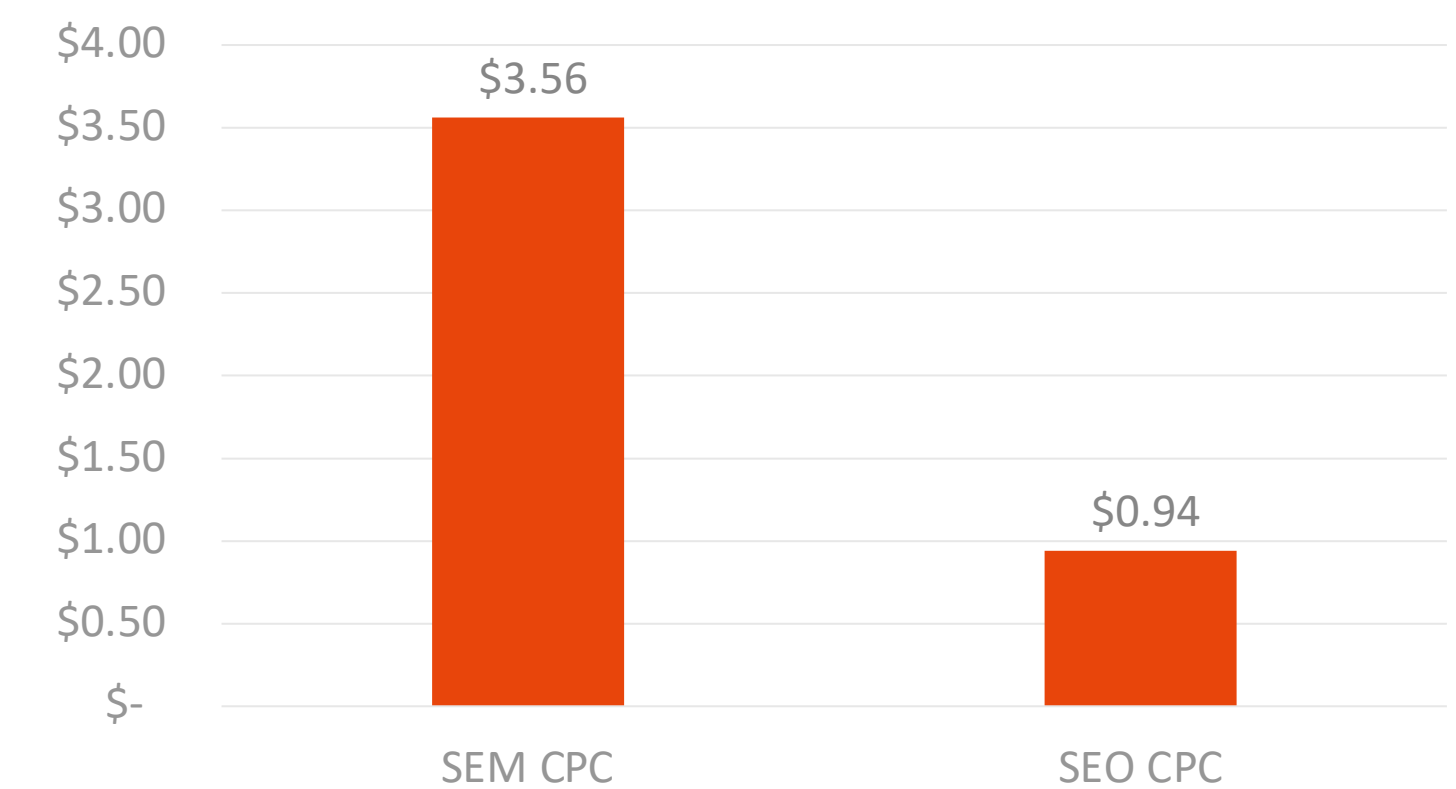




Ecommerce (Personal Care)

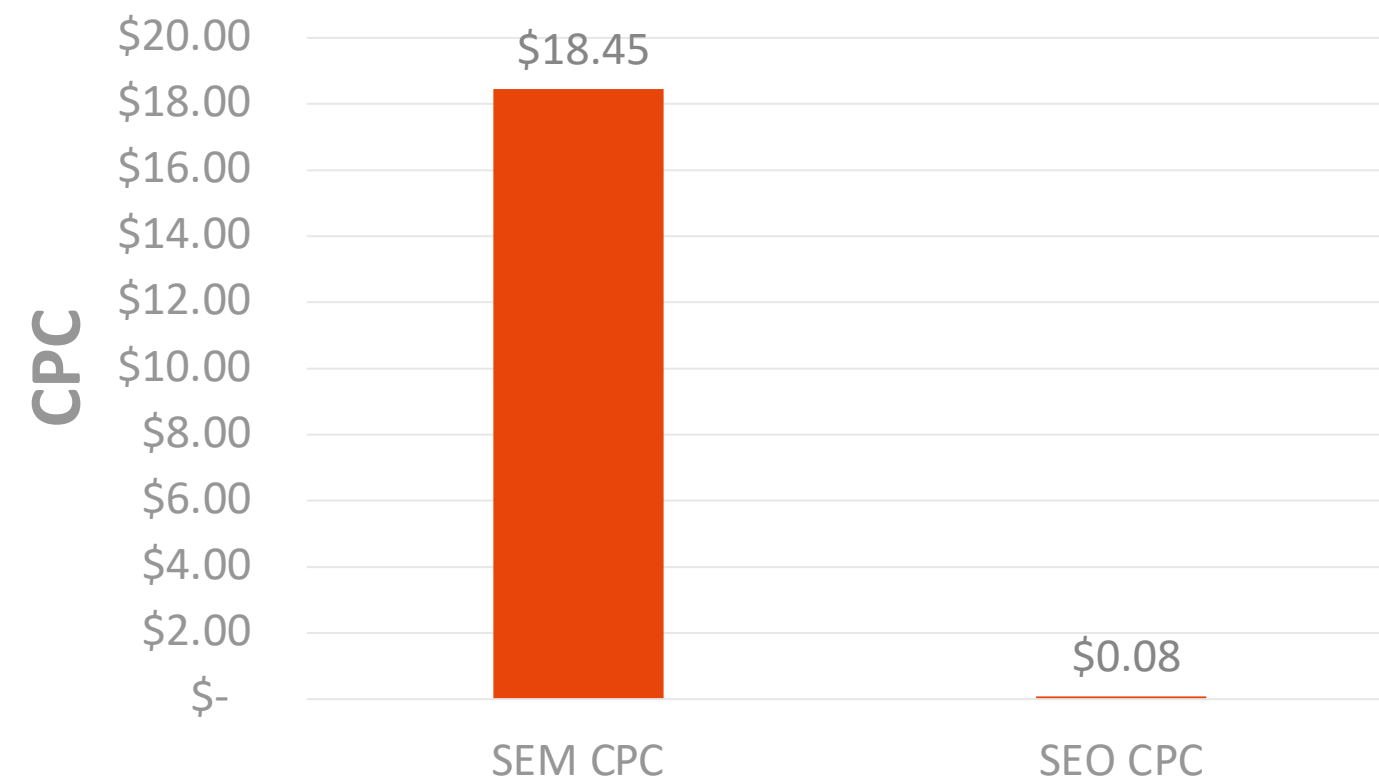


Ecommerce (Fashion)

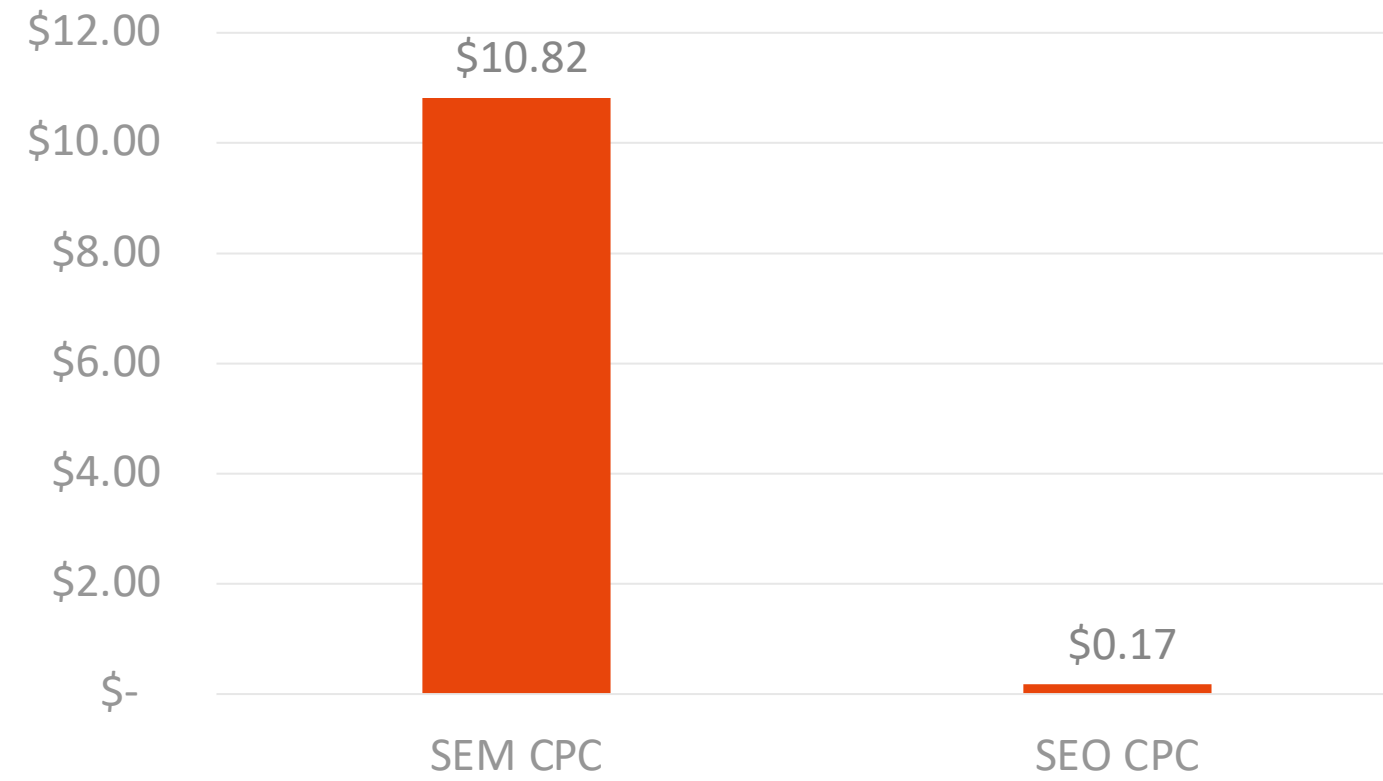


Finance (Investments)

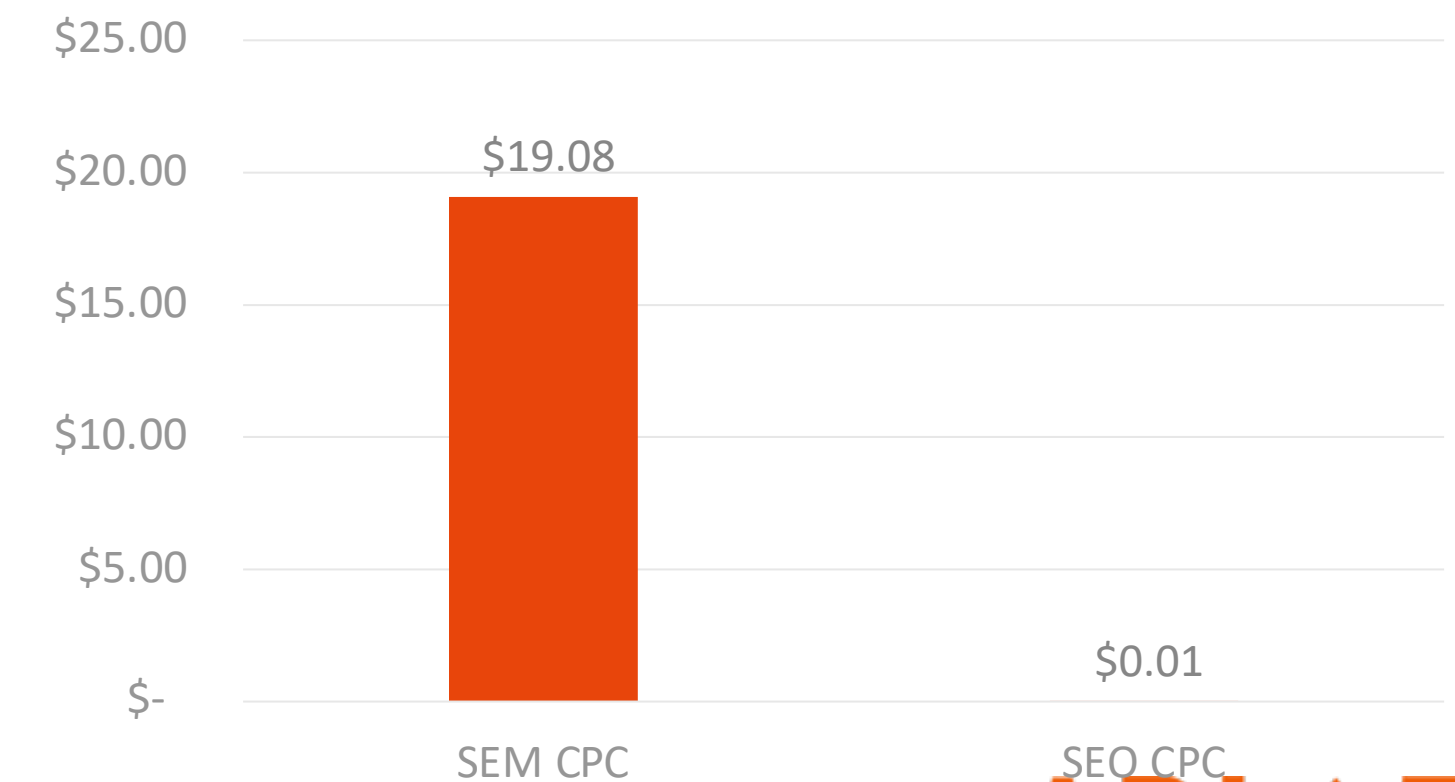
**Paid CPCs are 3X to 50X+ Higher than **SEO** eCPCs**



Finance (Insurance)

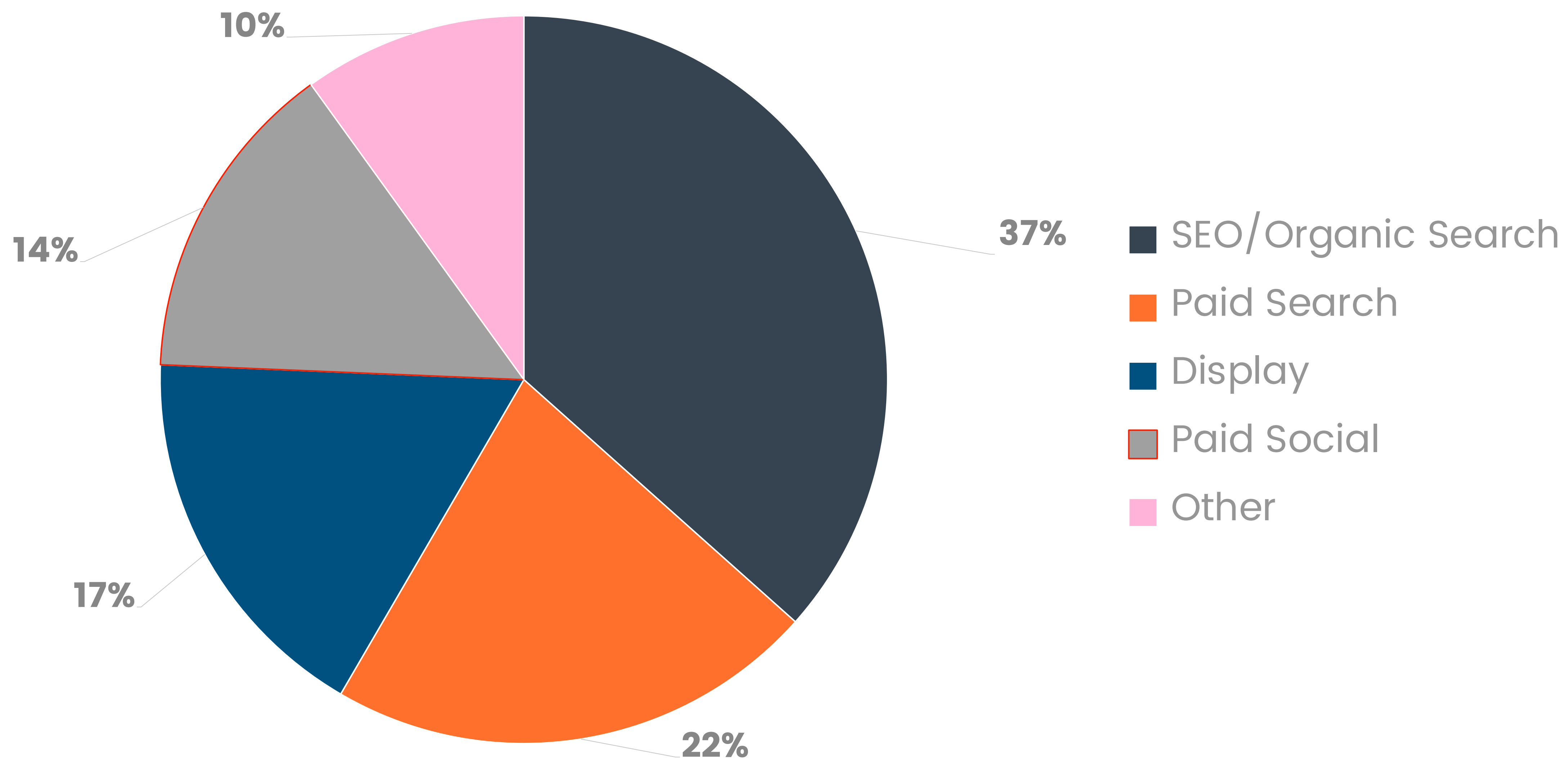


Education



B2B

# Sites That Invest in SEO, Drive Upwards of 35% Traffic From SEO

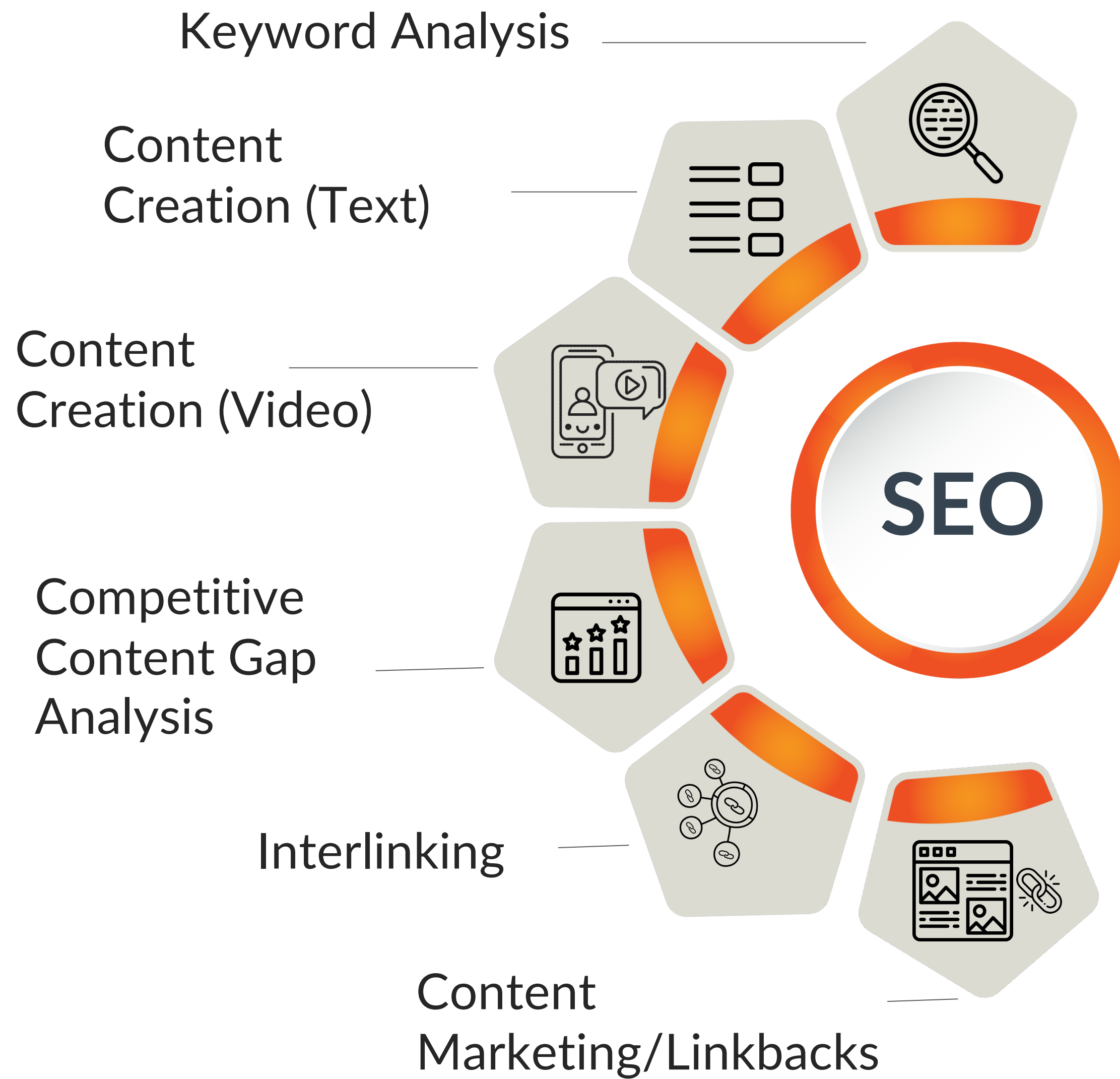


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# Key Areas to a **Content Focused** SEO Approach

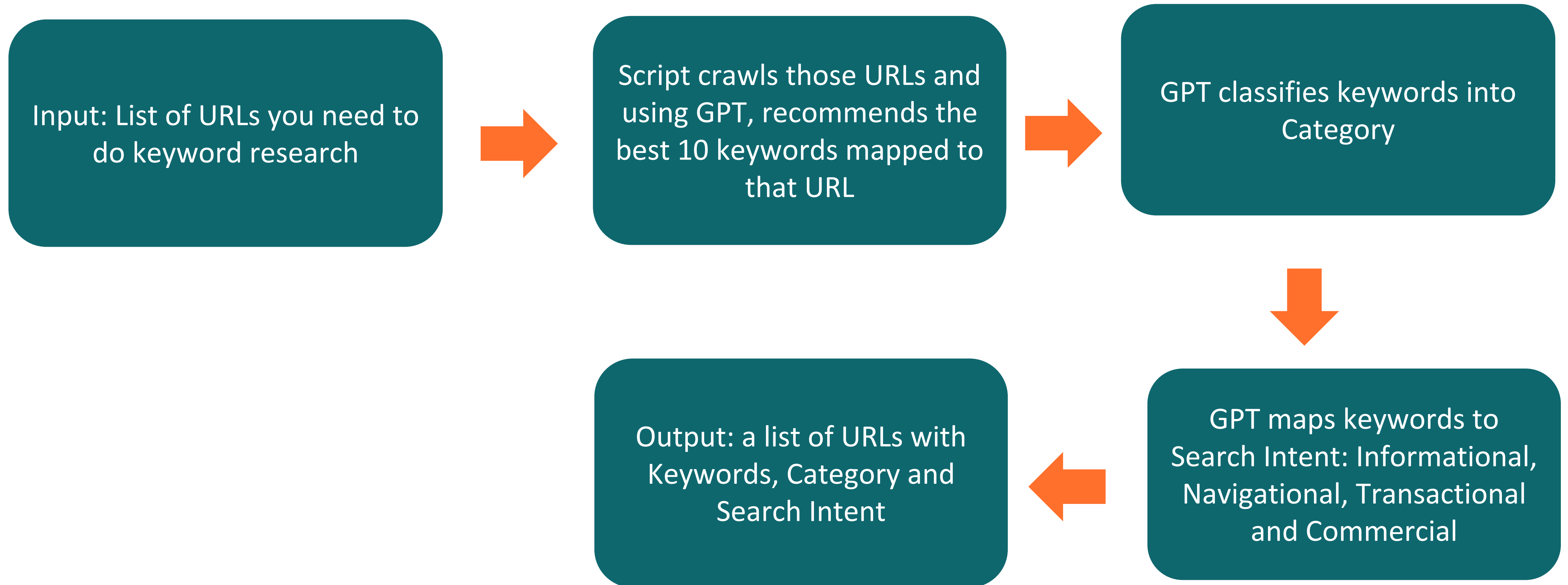


# Content Focused SEO



# Accelerate Keyword Research with AI

Keyword Analysis



+ Code + Text

✓ RAM  
Disk !pip install pandas requests openai bs4 openai google-colab

```
[67] from google.colab import files  
      uploaded = files.upload()
```

 landing\_pages.csv

- **landing\_pages.csv**(text/csv) - 1429 bytes, last modified: 6/7/2023 - 100% done  
Saving landing\_pages.csv to landing\_pages (3).csv

```
[68] import pandas as pd  
      import requests  
      import csv  
      import openai  
      import bs4  
  
# Set up OpenAI API  
openai.api_key = "sk-6VOcr2PvdhxQLJMLG0JcT3B1bkFJS89xYQc9GCBV3O2PziUy"  
  
import pandas as pd  
df = pd.read_csv("landing_pages.csv")  
  
# Create a new column for keyword suggestions  
df["old_keywords"] = ""  
  
# Iterate over the URLs and generate keyword suggestions
```



# Leveraging Synergies Between Paid and SEO

Keyword Analysis



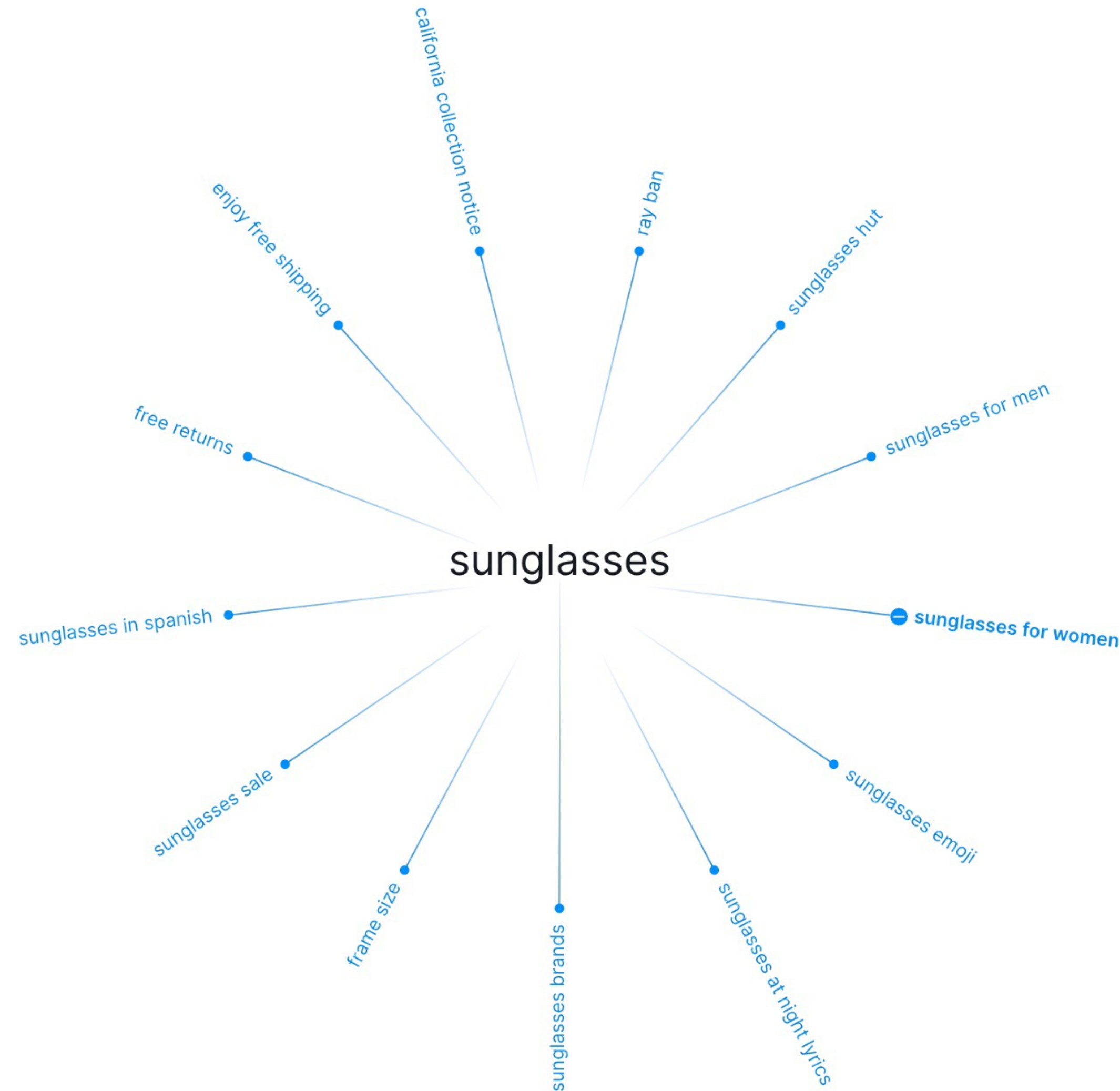
SEM Data								SEO Data	
Search Query	Clicks	Cost	CPC	Sessions	Ecommerce Conversion Rate	Transactions	Revenue	SEO Ranking	Average Search Volume
pina pro lamp								3	110
pina pro								3	70
pina pro cordless lamp								3	-
zafferano america								7	1,300
pina pro table lamp								3	390
hudson valley lighting								4	22,200
big ass fans								45	110,000
outdoor lighting								15	90,500
zafferano table lamp								4	170
pina light								3	1,300
track lighting								9	49,500
modern lighting								3	12,100
poldina pro table lamp								4	590
pendant lighting								8	110,000
kuzco lighting								3	9,900
modern ceiling fans								3	22,200
pina lamp								3	590
pino pro lamp								3	-
zafferano								12	1,600
poldina pro								5	590

Source: Google Analytics / SEMrush  
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# Creating Compelling Content That Converts

Content Creation  
(Text)



## Headlines

- Sunglasses for Men & Women
- The 6 Best Sunglasses for Women of 2023
- Best Selling Sunglasses For Women
- Women's Sunglasses
- Polarized Sunglasses for Women
- Luxury Designer Sunglasses for Women
- Shop Sunglasses for Women
- Women's Designer Sunglasses & Eyewear
- Women's Designer Sunglasses
- Sunglasses & Goggles For Women

## Questions

All What How Which Why

- What is the best best sunglasses for women?
- Where can I buy womens sunglasses online?
- How does one tell the gender of sunglasses?
- What's in style for women's sunglasses?
- What are the best stylish sunglasses for women and men?
- What colour of sunglasses are best for girls?
- Which brand makes the best sunglasses?



# Creating Compelling Content That Converts

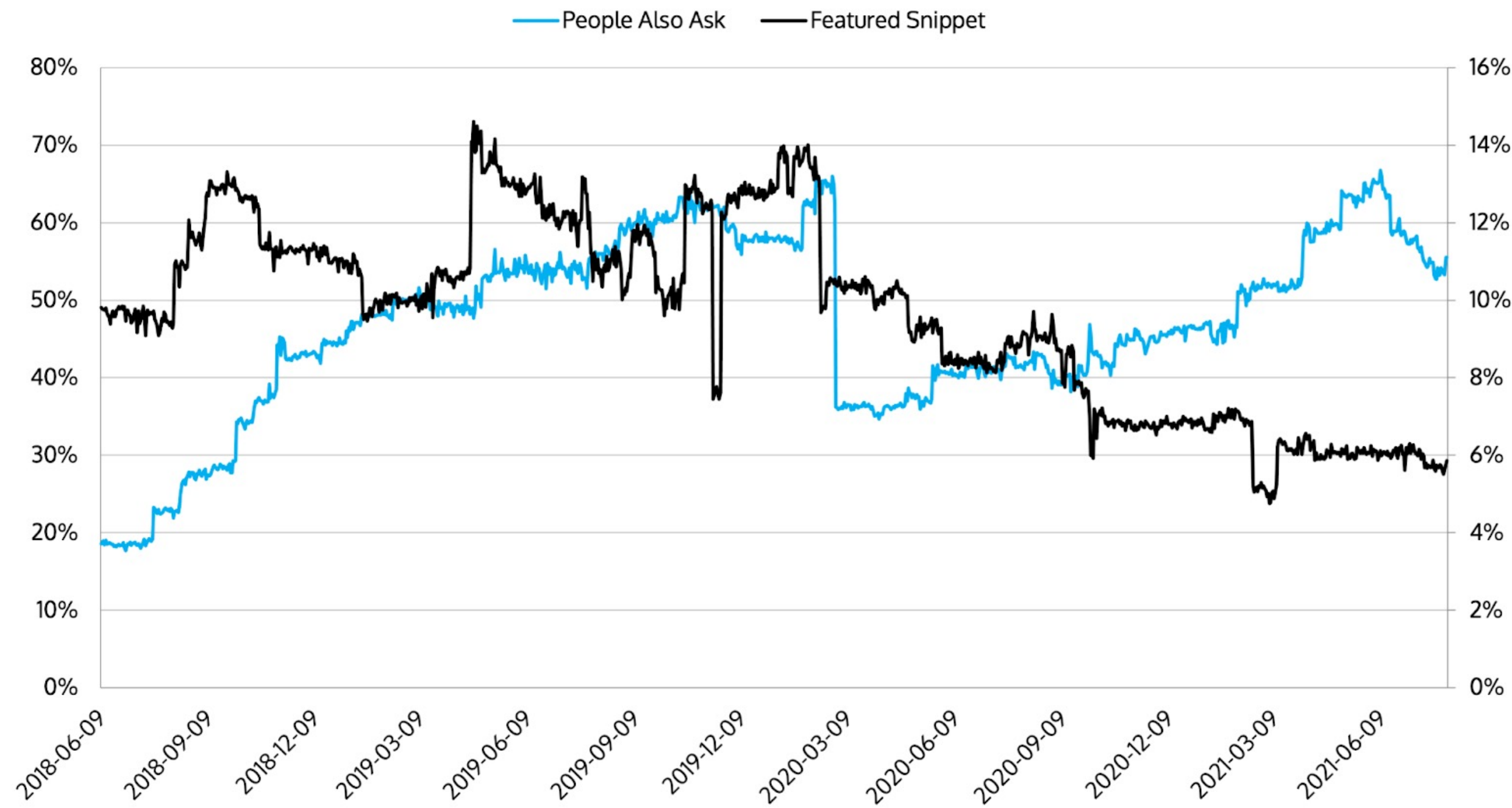
Content Creation  
(Text)



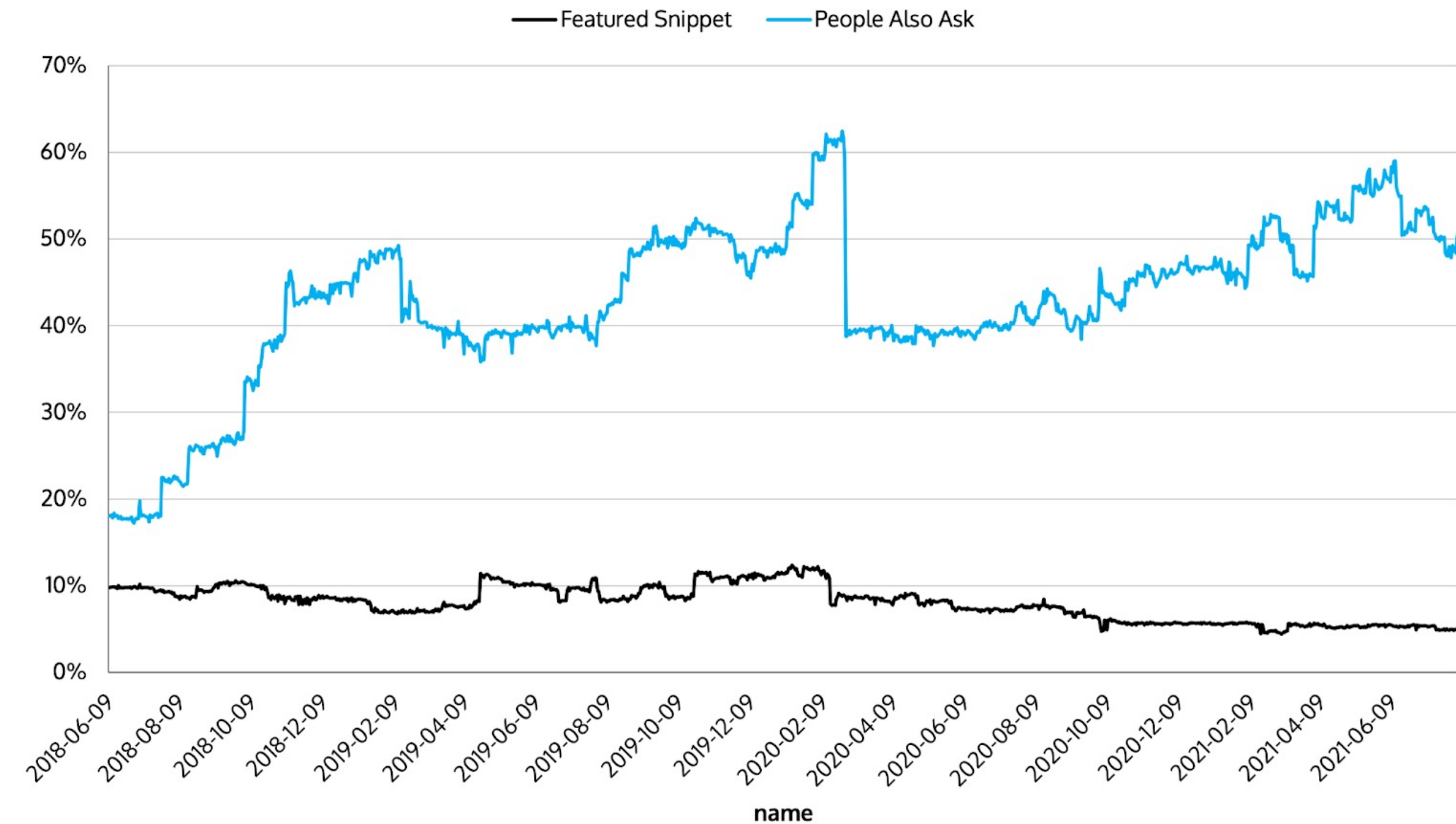
Created by KeywordsPeopleUse.com

# ‘People Also Ask’ vs. Featured Snippets

% of SERPs with Featured Snippets vs PAAs (Desktop)



% of SERPs with Featured Snippets vs PAAs (Mobile)



60% of SERPs have a People Also Ask



# Creating Compelling Content That Converts (Cont..)

Content Creation  
(Text)



1

Export topic to XLSX

Creating Compelling Content - AdLift

File Edit View Insert Format Data Tools Extensions Help

100%

123

fx

	A	B	
1			
2		Prompt	As an expert on Sung
3			
4	Topic	Content Idea type	
5	sunglasses	Question	Which sunglasses are better, Maui Jim or Ray-Ban?
6	sunglasses	Question	Are Prada sunglasses worth the money?
7	sunglasses	Question	Do sunglasses need to be polarized?
8	sunglasses	Question	What is a decent price range for good aviator sunglasses?
9	sunglasses	Question	What are the best sunglasses under \$50?
10	sunglasses	Question	How can I tell if my sunglasses are UV protected?
11	sunglasses	Question	What are the best audio sunglasses that you can buy today?
12	sunglasses	Question	What sunglasses suit a man's face?
13	sunglasses	Question	What are the best sunglasses for women under \$100?
14	sunglasses	Question	What are the best Wayfarer sunglasses for women?
15	sunglasses	Question	What's in style for women's sunglasses?
16	sunglasses	Question	What sport sunglasses do people wear?
17	sunglasses	Question	Are expensive sunglasses really better?
18	sunglasses	Question	Which is best polarized or UV protection sunglasses?
19	sunglasses	Question	What does a good pair of sunglasses cost?
20	sunglasses	Question	What is the biggest problem with cheap sunglasses?
21	sunglasses	Question	What color blocks the most UV rays?
22	sunglasses	Question	Which type of sunglass lenses gives the best sun protection?

Add-ons

Macros

Apps Script

AppSheet

GPT for Sheets™ and Docs™

Launch & Enable functions

Set API key

Import data to Google Sheets

Mail merge from Google Sheets

Help

GPT for Sheets™ and Docs™

Home

BETA

High latency in selected OpenAI model

GPT functions

List of GPT functions

Default settings

GPT formulas controls

Tips

Google Sheets assistant

Generate formula

Explain formula

This sidebar is free while in BETA

Help

Feedback

Examples



↶↷🖨🔗

100%

\$% $\frac{\square}{\square}$ 123

Droid ...

10

B*I* $\frac{\square}{\square}$ A

🔍🏠🔗

⋮

D5				
	A	B	C	D
1				
2		Prompt	As an expert on Sunglasses, answer this in 250 words or less	
3				
4	Topic	Content Idea type	Content Idea	Content Output
5	sunglasses	Question	Which sunglasses are better, Maui Jim or Ray-Ban?	
6	sunglasses	Question	Are Prada sunglasses worth the money?	
7	sunglasses	Question	Do sunglasses need to be polarized?	
8	sunglasses	Question	What is a decent price range for good aviator sunglasses?	
9	sunglasses	Question	What are the best sunglasses under \$50?	
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18	sunglasses	Question	Which is best polarized or UV protection sunglasses?	
19	sunglasses	Question	What does a good pair of sunglasses cost?	
20	sunglasses	Question	What is the biggest problem with cheap sunglasses?	
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22	sunglasses	Question	Which type of sunglass lenses gives the best sun protection?	

GPT for Sheets™ and Docs™

HomeBETA

High latency in selected OpenAI model

GPT functions

List of GPT functions

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Tips

Google Sheets assistant

Generate formula

Explain formula

This sidebar is free while in BETA

HelpFeedbackExamples



# ChatGPT Prompts to Write & Optimize Content

Content Creation  
(Text)



Please write 10 alternative titles for this blog post: "Sunglasses Trends for 2023"

< 2 / 2 >



1. "Shade Game: The Hottest Sunglasses Trends of 2023"
2. "Cool and Chic: Unveiling the Sunglasses Trends Dominating 2023"
3. "Sun-Kissed Style: The Ultimate Guide to Sunglasses Trends in 2023"
4. "Fashion Forward: Exploring the Trendsetting Sunglasses of 2023"
5. "2023 Vision: The Must-Have Sunglasses Styles for the Trend-Conscious"
6. "Sunshine Style: Discover the Top Sunglasses Trends for 2023"
7. "Eyes on Fashion: Trendy Sunglasses to Elevate Your 2023 Look"
8. "Sizzling Shades: Breaking Down the Hottest Sunglasses Trends in 2023"
9. "Sunny Side Up: Embrace the Latest Sunglasses Trends of 2023"
10. "Sunglasses Sizzle: Unveiling the Fashionable Eyewear Trends of 2023"



As a content marketing specialist, create a 1200 word article on Cool and Chic: Unveiling the Sunglasses Trends Dominating 2023. Targeting fashion enthusiasts and trendsetters.

< 4 / 4 >



Title: Cool and Chic: Unveiling the Sunglasses Trends Dominating 2023



Introduction:

When it comes to fashion, sunglasses are not just a functional accessory to protect your eyes from the sun's rays. They have become an essential style statement that can elevate any outfit and reflect your personal taste. As we step into 2023, the sunglasses trends have undergone a refreshing transformation, offering fashion enthusiasts and trendsetters a plethora of cool and chic options to choose from. In this article, we will unveil the sunglasses trends that are set to dominate the fashion scene in 2023, ensuring you stay ahead of the style curve.

1. Oversized Glamour:

The allure of oversized sunglasses continues to reign supreme in 2023. These glamorous shades make a bold statement and exude a sense of confidence. Think large frames with exaggerated shapes, from rectangular to cat-eye and everything in between. Oversized sunglasses not only provide excellent protection from the sun but also add a touch of Hollywood glamour to any outfit. Whether you opt for classic black frames or experiment with vibrant colors, oversized sunglasses are a must-have for fashion-forward individuals this year.



write a comprehensive guide to buying aviator sunglasses



Title: The Comprehensive Guide to Buying Aviator Sunglasses



Introduction:

Aviator sunglasses have stood the test of time, maintaining their status as a timeless and iconic eyewear style. Originally designed for pilots in the 1930s, aviators have transcended their utilitarian origins to become a fashion staple loved by men and women alike. With their distinctive teardrop shape and versatile design, aviator sunglasses offer a blend of classic elegance and contemporary cool. In this comprehensive guide, we will walk you through the essential factors to consider when buying aviator sunglasses, ensuring you find the perfect pair to elevate your style and protect your eyes.

1. Face Shape Considerations:

One of the key factors in choosing the right aviator sunglasses is considering your face shape. Different face shapes suit different frame styles, and aviators are no exception. Here's a breakdown of aviator sunglasses for different face shapes:

- **Oval Face:** Lucky you! Oval faces are well-suited to most sunglasses styles, including aviators. Experiment with different sizes and shapes to find the perfect fit.
- **Round Face:** Opt for larger aviator frames with slightly angular edges to create balance and add definition to your face.



# Getting Creative with Prompts

Content Creation  
(Text)



Keyword Research

*Identify 10 SEO keywords related to [topic]/[URL]*

Create a **list** of 5 SEO keywords related to the following product description [product description].

Blog Titles

Write 3 examples of alternative blog post titles with higher **CTR** for [topic].

Make the blog post titled [title] more **catchy**

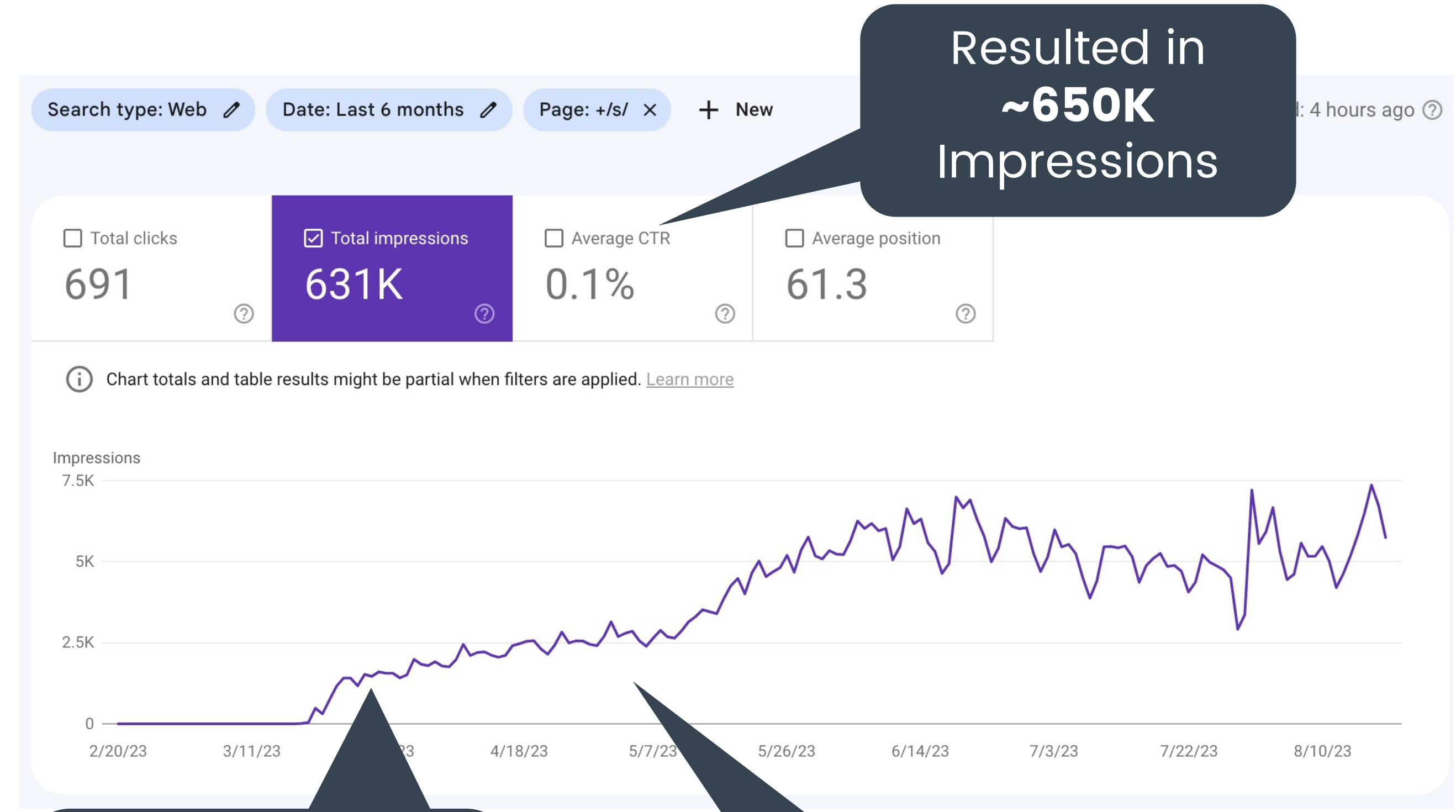
Blog Articles

Write a detailed outline for a blog post titled [title] with a **2-level heading structure**."

As an **SEO expert**, create a blog article on [topic name]. **Target** digital marketing experts, use intriguing **tone**.



# This Works!



Resulted in  
**~650K**  
Impressions

Started creating AI  
generated articles  
in March 2023

Created **240** AI  
articles in 3 months

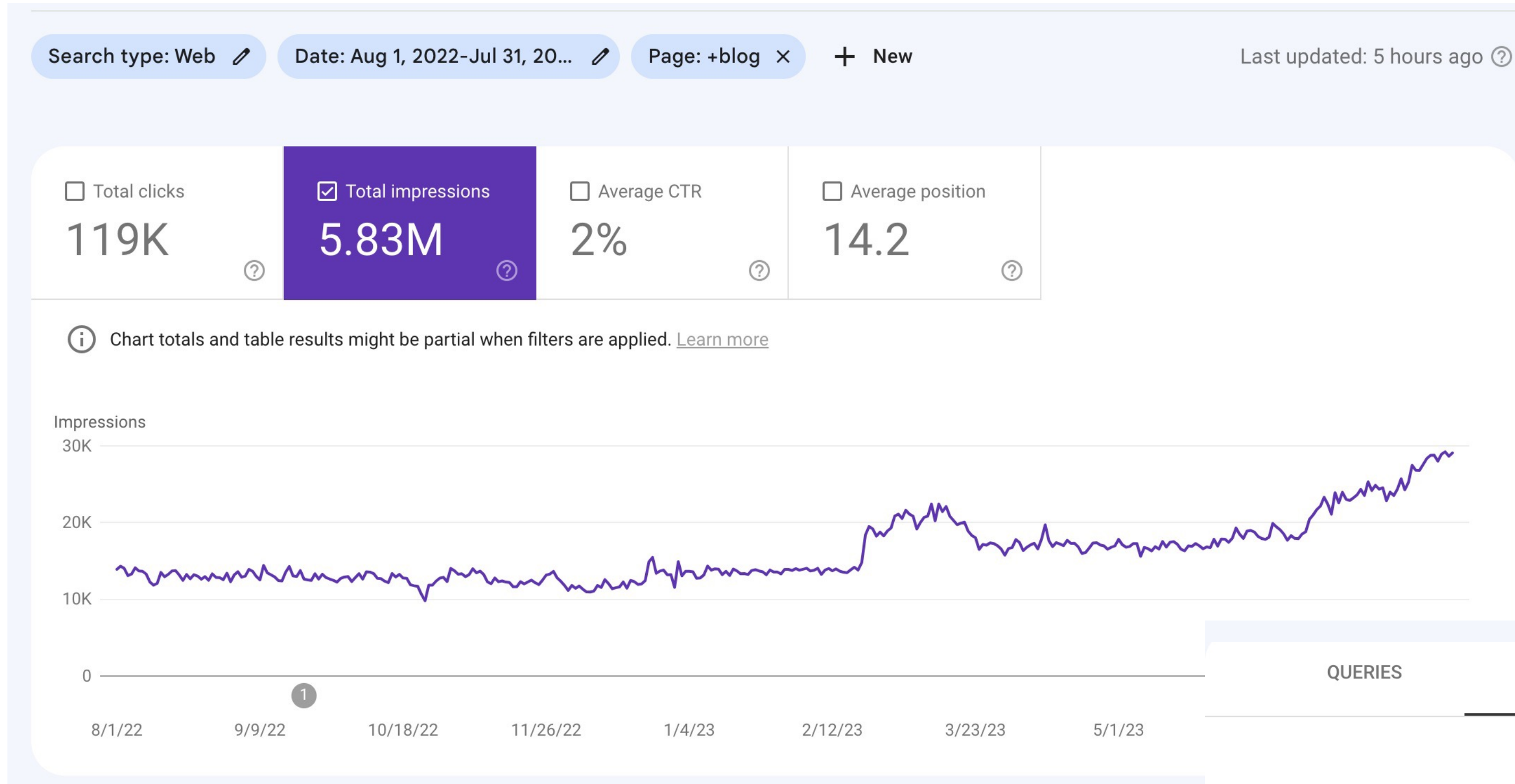
Mobile Usability

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages				↓ Impressions	Position
https://www.adlift.com/blog/the-top-tools-for-checking-your-websites-domain-authority/s/				60,685	57.1
https://www.adlift.com/blog/maximize-your-seo-potential-how-a-spam-score-checker-can-help/s/				16,639	49.3
https://www.adlift.com/blog/nofollow-vs-dofollow-backlinks-which-is-more-valuable-for-seo/s/				9,548	78.4
https://www.adlift.com/blog/what-is-domain-rating-a-complete-guide/s/				6,689	77.5
https://www.adlift.com/blog/what-are-breadcrumbs-and-why-are-they-important-for-your-website/s/				5,596	61.6
https://www.adlift.com/blog/a-step-by-step-guide-to-google-serp-analysis/s/				5,321	68.2
https://www.adlift.com/blog/keyword-mapping-organizing-your-content-strategy-for-maximum-impact/s/				3,975	82.2
https://www.adlift.com/blog/the-different-types-of-keywords-and-how-to-use-them/s/				3,470	47.6
https://www.adlift.com/in/blog/10-proven-tactics-on-how-to-increase-domain-authority/s/				3,345	67.1
https://www.adlift.com/in/blog/maximize-your-seo-potential-how-a-spam-score-checker-can-help/s/				3,314	37.2

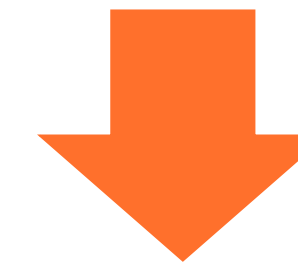
Rows per page: 10 | 1-10 of 243

Next Step: Optimize  
for Rankings

# Improve Existing Content



Start with pages with high impressions and low rankings



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
1					
Filter by Position					
Greater than 10					
DONE					
Top pages				Impressions	Position
https://www.eyeglasses.com/types/				130,388	10.2
https://www.eyeglasses.com/why-you-should-invest-in-them/				453,315	13.5
https://www.eyeglasses.com/how-can-you-benefit-from-them/				151,804	13.8
https://www.eyeglasses.com/sizes-size-guide/				156,161	19.5
https://www.eyeglasses.com/index-and-lens-material/				104,574	13.6
https://www.eyeglasses.com/error-eye-test/				22,228	15
https://www.eyeglasses.com/guide-to-buying-photchromic-lenses/				18,460	28.0

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# Let's Broaden Our SEO Lens

Content Creation  
(Text)



## Featured Snippet

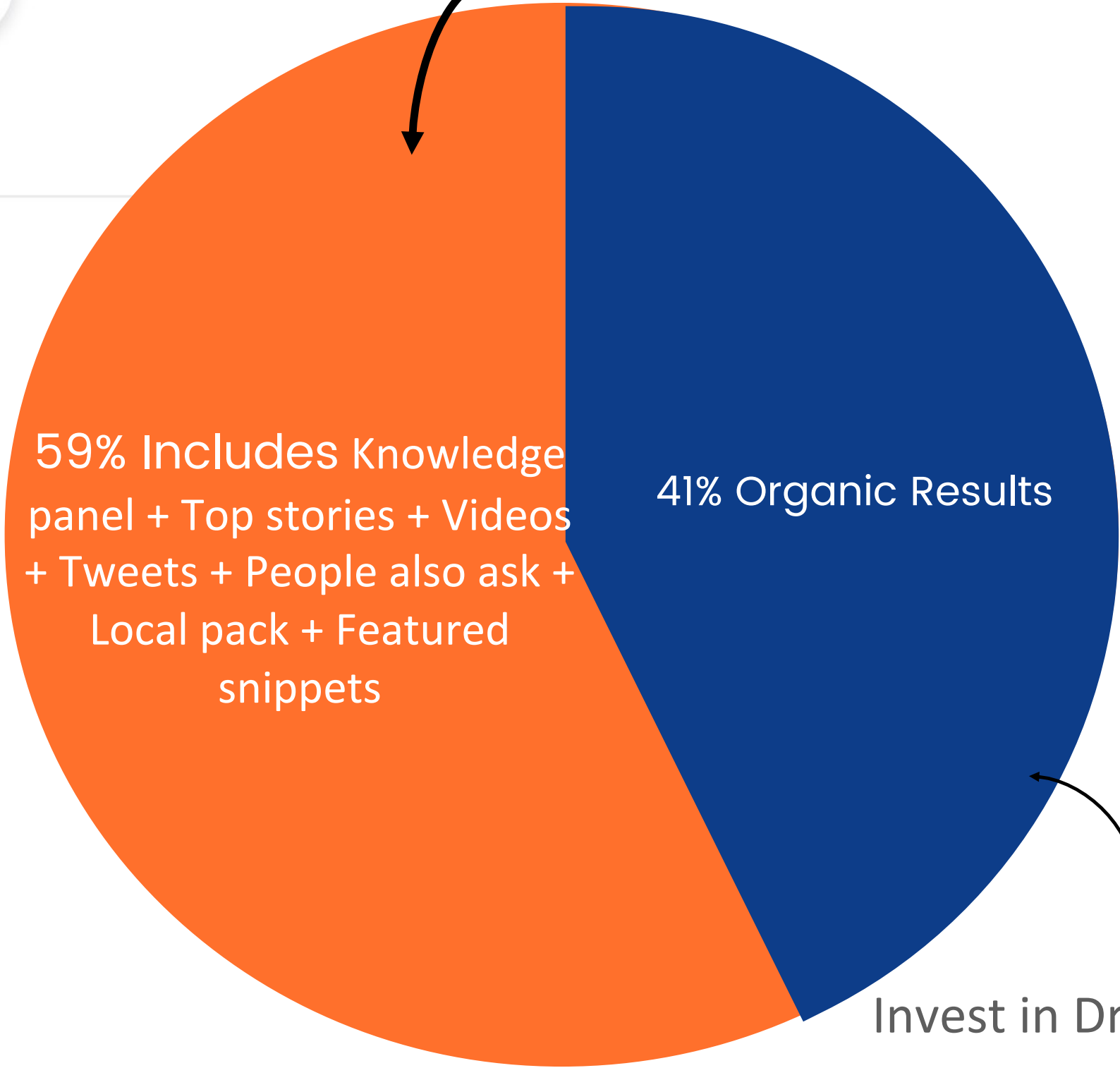
Google

polarized sunglasses benefits

Google Search results for "polarized sunglasses benefits". The featured snippet is titled "The Benefits of Polarized Sunglasses" and describes how polarized lenses reduce glare and improve visual clarity. The snippet is from VSP Vision Care.

Google Search results for "polarized sunglasses benefits". The featured snippet is titled "The Benefits of Polarized Sunglasses" and describes how polarized lenses reduce glare and improve visual clarity. The snippet is from VSP Vision Care.

Invest in the 59%



Invest in Driving Authority



# Optimizing for Featured Snippet/Zero Box Ranking

Content Creation  
(Text)



ahrefs

DashboardSite ExplorerKeywords ExplorerSite AuditRank TrackerContent ExplorerMoreAcademy

http + httpswww.sunglasshut.com/

Subdomains

Settings

Overview

Overview 2.0

Site structure

CalendarNew

Backlink profile

Backlinks

Broken backlinks

Referring domains

Anchors

Referring IPs

Internal backlinks

Link intersect

Organic search

Organic keywords

Top pages

Top subfolders

Top subdomains

Competing domains

Competing pages

Content gap

Paid search

Paid keywords

Ads

Organic keywords

United StatesPositionVolumeKDCPCTrafficSERP featuresWord countKeyword

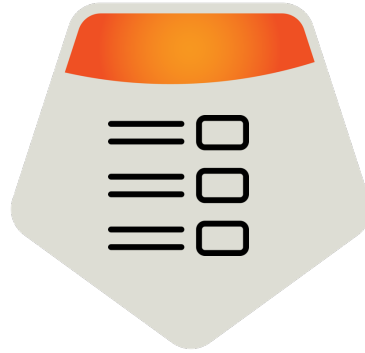
Show resultsCancel

5,382 keywords25 Aug 2022Don't compareMain positions onlyMultiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
+ sunglass hut	6	15K	30	0.22	8,584	1	https://www.sunglasshut.com/ 4 more
✓ prada sunglasses	4	26K	6	0.20	3,274	2	https://www.sunglasshut.com/us/prada 4 more
+ sunglasses hut	6	4K	38	0.07	2,654	1	https://www.sunglasshut.com/ 4 more
+ gucci sunglasses	3	26K	10	0.16	2,605	2	https://www.sunglasshut.com/us/gucci 4 more
+ sunglasshut	4	2.2K	43	0.20	2,169	1	https://www.sunglasshut.com/ 3 more
+ sunglass	4	30K	34	0.11	1,683	2	https://www.sunglasshut.com/ 1 more
+ gucci sunglasses women	3	5.2K	9	0.04	763	2	https://www.sunglasshut.com/us/gucci 4 more
+ versace sunglasses	3	7.9K	5	0.07	611	2	https://www.sunglasshut.com/us/versace 2 more
✓ burberry sunglasses	6	12K	4	0.11	587	3	https://www.sunglasshut.com/us/burberry 1 more

# Optimizing for Featured Snippet/Zero Box Ranking

Content Creation  
(Text)



Organic keywords

United States

Position

Volume

KD

CPC

Traffic

SERP features: 69 on SERP

Word count

2,208 keywords

25 Aug 2022

Don't compare

Main positions only

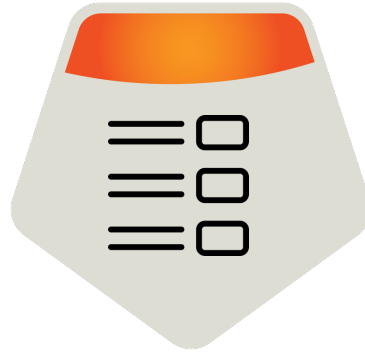
Multiple URLs only

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
<input type="checkbox"/> + sunglass hut return policy	4	4.7K	8	1.18	3,733	1	69 https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 7 more
<input type="checkbox"/> + sunglass hut return	2	700	25	N/A	542	1	69 https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 5 more
<input type="checkbox"/> ✓ sunglasses brands	4	6.7K	34	2.02	427	3	https://www.sunglasshut.com/us/sunglasses-brands
<input type="checkbox"/> ✓ polarized glasses	6	8K	30	2.96	271	4	https://www.sunglasshut.com/us/sunglasses/polarized
<input type="checkbox"/> + what are polarized sunglasses	3	16K	44	3.36	220	9	https://www.sunglasshut.com/us/sunglasses/polarized
<input type="checkbox"/> + luxury sunglasses brands	5	1.1K	40	2.26	183	1	69 https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
<input type="checkbox"/> + does sunglasses hut do repairs	4	250	14	N/A	136	1	69 https://www.sunglasshut.com/us/promise 4 more
<input type="checkbox"/> ✓ expensive sunglasses	6	3.3K	9	1.45	120	5	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses



# Optimizing for Featured Snippet/Zero Box Ranking

Content Creation  
(Text)



## Organic keywords

United States ▼ Position ▼ Volume ▼ KD ▼ CPC ▼ Traffic ▼ SERP features: 🗨 where target ranks ✕ Word count

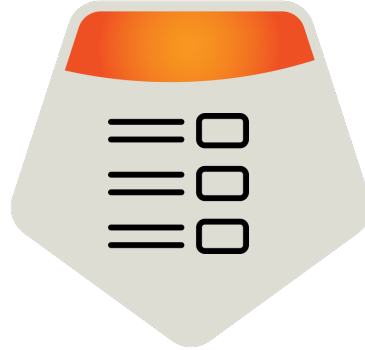
28 keywords 📅 25 Aug 2022 ▼ Don't compare ▼ ☐ Main positions only ? ☐ Multiple URLs only ?

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
<input type="checkbox"/> + sunglass hut return policy	4	4.7K	8	1.18	3,733	1	🗨 <a href="https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile">https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile</a> ▼ 7 more
<input type="checkbox"/> + sunglass hut return	2	700	25	N/A	542	1	🗨 <a href="https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile">https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile</a> ▼ 5 more
<input type="checkbox"/> + luxury sunglasses brands	5	1.1K	40	2.26	183	1	🗨 <a href="https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses">https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses</a> ▼
<input type="checkbox"/> + does sunglasses hut do repairs	4	250	14	N/A	136	1	🗨 <a href="https://www.sunglasshut.com/us/promise">https://www.sunglasshut.com/us/promise</a> ▼ 4 more
<input type="checkbox"/> + sunglasses hut return policy	3	400	5	1.77	105	1	🗨 <a href="https://www.sunglasshut.com&gt;ReturnsView?storeId=10154&amp;urlRequestType=Base&amp;langId=-1&amp;catalogId=20602">https://www.sunglasshut.com&gt;ReturnsView?storeId=10154&amp;urlRequestType=Base&amp;langId=-1&amp;catalogId=20602</a> ▼ 3 more
<input type="checkbox"/> ✓ men's designer sunglasses brands	5	200	41	N/A	79	1	🗨 <a href="https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses">https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses</a> ▼
<input type="checkbox"/> + sunglass hut return policy too good to be true	3	150	15	N/A	48	1	🗨 <a href="https://www.sunglasshut.com/us/promise">https://www.sunglasshut.com/us/promise</a> ▼ 1 more
<input type="checkbox"/> + does sunglass hut replace lenses	4	70	23	2.55	35	1	🗨 <a href="https://www.sunglasshut.com/us/promise">https://www.sunglasshut.com/us/promise</a> ▼ 2 more



# Optimizing for Featured Snippet/Zero Box Ranking

Content Creation  
(Text)



Organic keywords

United States

Position

Volume

KD

CPC

Traffic

SERP features: on SERP

Word count

2,208 keywords

25 Aug 2022

Don't compare

Main positions only

Keyword

+ sunglass hut return policy

+ sunglass hut return

✓ sunglasses brands

✓ polarized glasses

+ what are polarized sunglass

+ luxury sunglasses brands

+ does sunglasses hut do repairs

✓ expensive sunglasses

4	250	14	N/A	136	1
6	3.3K	9	1.45	120	5

Organic keywords

United States

Position: 3-10

Volume

KD

CPC

Traffic

SERP features: on SERP

Word co

220 keywords

25 Aug 2022

Don't compare

Main positions only

Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
+ what are polarized sunglasses	3	16K	44	3.36	220	9	<a href="https://www.sunglasshut.com/us/sunglasses/polarized">https://www.sunglasshut.com/us/sunglasses/polarized</a>
✓ polarized glasses	6	8K	30	2.96	271	4	<a href="https://www.sunglasshut.com/us/sunglasses/polarized">https://www.sunglasshut.com/us/sunglasses/polarized</a>
+ what is polarized sunglasses	5	6.7K	46	4.23	61	10	<a href="https://www.sunglasshut.com/us/sunglasses/polarized">https://www.sunglasshut.com/us/sunglasses/polarized</a>
✓ sunglasses brands	4	6.7K	34	2.02	427	3	<a href="https://www.sunglasshut.com/us/sunglasses-brands">https://www.sunglasshut.com/us/sunglasses-brands</a>
+ sunglass brands	4	4.3K	43	2.34	116	3	<a href="https://www.sunglasshut.com/us/sunglasses-brands">https://www.sunglasshut.com/us/sunglasses-brands</a>
✓ expensive sunglasses	6	3.3K	9	1.45	120	5	<a href="https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses">https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses</a>
+ name brand sunglasses	4	2.7K	40	1.30	64	9	<a href="https://www.sunglasshut.com/us/sunglasses-brands">https://www.sunglasshut.com/us/sunglasses-brands</a> 1 more
✓ sunglasses brand	3	1.1K	43	2.68	75	3	<a href="https://www.sunglasshut.com/us/sunglasses-brands">https://www.sunglasshut.com/us/sunglasses-brands</a>

2.2K Keywords with ~5.3M Search Volume



# Leveraging Existing Blog Posts to Create Videos

Content Creation  
(Video)



Google

polarized vs non polarized sunglasses



YouTube

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

## Polarized VS Non Polarized Sunglasses - YouTube



Learn the difference between **polarized vs non polarized sunglasses**! Check out my sunglasses collection here: <https://youtu.be/HwqBB-Jx7NQ> ...

YouTube · Doctor Eye Health · Jul 31, 2020

10 key moments in this video



Sunki

<https://sunki.com/blogs/sunglasses-guide/polariz...>

## Polarized vs. Non-Polarized Sunglasses

**Non-polarized sunglasses simply reduce the intensity of the light.** Non-polarized lenses effectively treat all kinds of light the same, without recognizing the ...



Sunglass Fix

<https://www.thesunglassfix.com/polarized-vs-non-po...>

## Polarized vs. Non-polarized Sunglasses - Blog

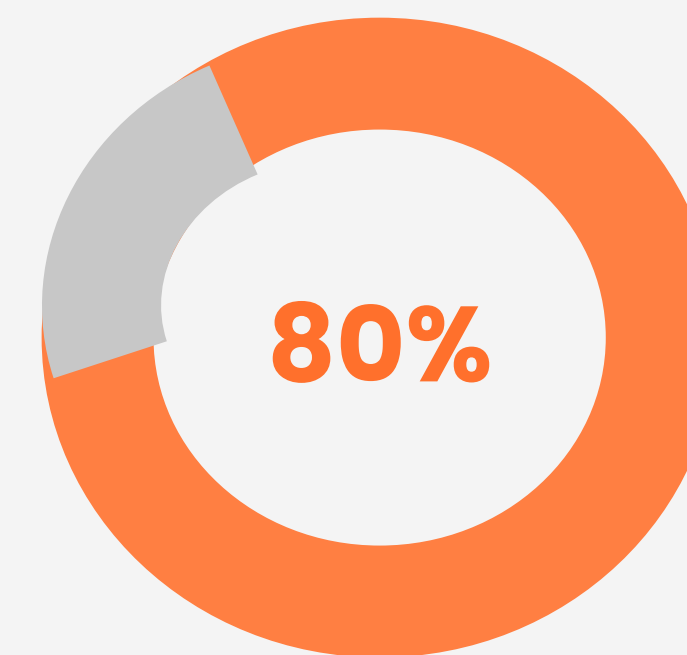
Oct 25, 2021 — Non-polarized lenses, put simply, only offer protection from light; they do not contain a filter allowing them to cancel out surface glare. So, ...

Related searches

Best polarized sunglasses

**83% of marketers generate leads through video marketing** - *Wyzowl*

83%



**Including a video on your landing page can boost your conversion rate by up to 80%** - *Unbounce*

@puriprashant #CMWorld

**ADL↑FT**  
Acquire. Amplify. Advance.



# AI Can Turn **Text** into **Videos** Within Minutes

Content Creation (Video)



<https://www.adlift.com/blog/creating-blog-posts-that-convert-a-guide-for-marketer/s/>

Story

Visuals

Elements

Audio

Text

Styles

Branding

Format

Project

Creating Blog Posts

Search...

Scene 1

Creating Blog Posts That Convert: A Guide for Marketers

Scene 2

Blog content marketing has become a popular way for marketers to reach out to their **audience** and promote their brands.

Scene 3

Understand Your Audience.

Scene 4

By creating buyer personas, you can create a blog content marketing strategy that resonates with your audience and address their pain points.

Scene 5

Write Attention-Grabbing Headlines.

Scene 6

Your headline is the first thing that visitors see when they come to your

Scene duration: 4.8s


Estimated video duration: 1m 37s

Previous

Preview

Download

+



+

↶

↷

Delete

▶ Preview

⌂ Trim video

🎤 Add voice-over

⚙ Settings

Intro scene

Scene 1

Scene 2

Scene 3

Scene 4

Scene 5

Story

Visuals

Elements

Audio

Text

Styles

Branding

Format

Project

Creating Blog Posts

Background music

Voice-over

My uploads

Recent

Volume

Search voice-over tracks

Languages

Male

Female

Speed - normal

Adison, female

Jackson, MALE

Liam, MALE

Joanna, female

Ivy (child), female

Kendra, female

Kimberly, female

Matthew, male

Justin (child), male

Salli, female

Joey, male

Kevin (child), male

Eugene, male

Applied

Source: Pictory

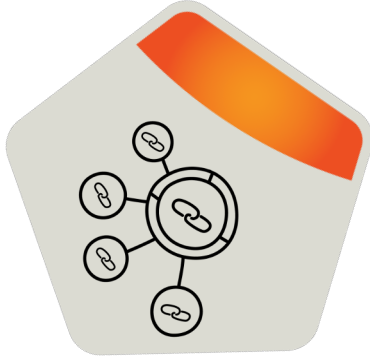
@puriprashant #CMWorld



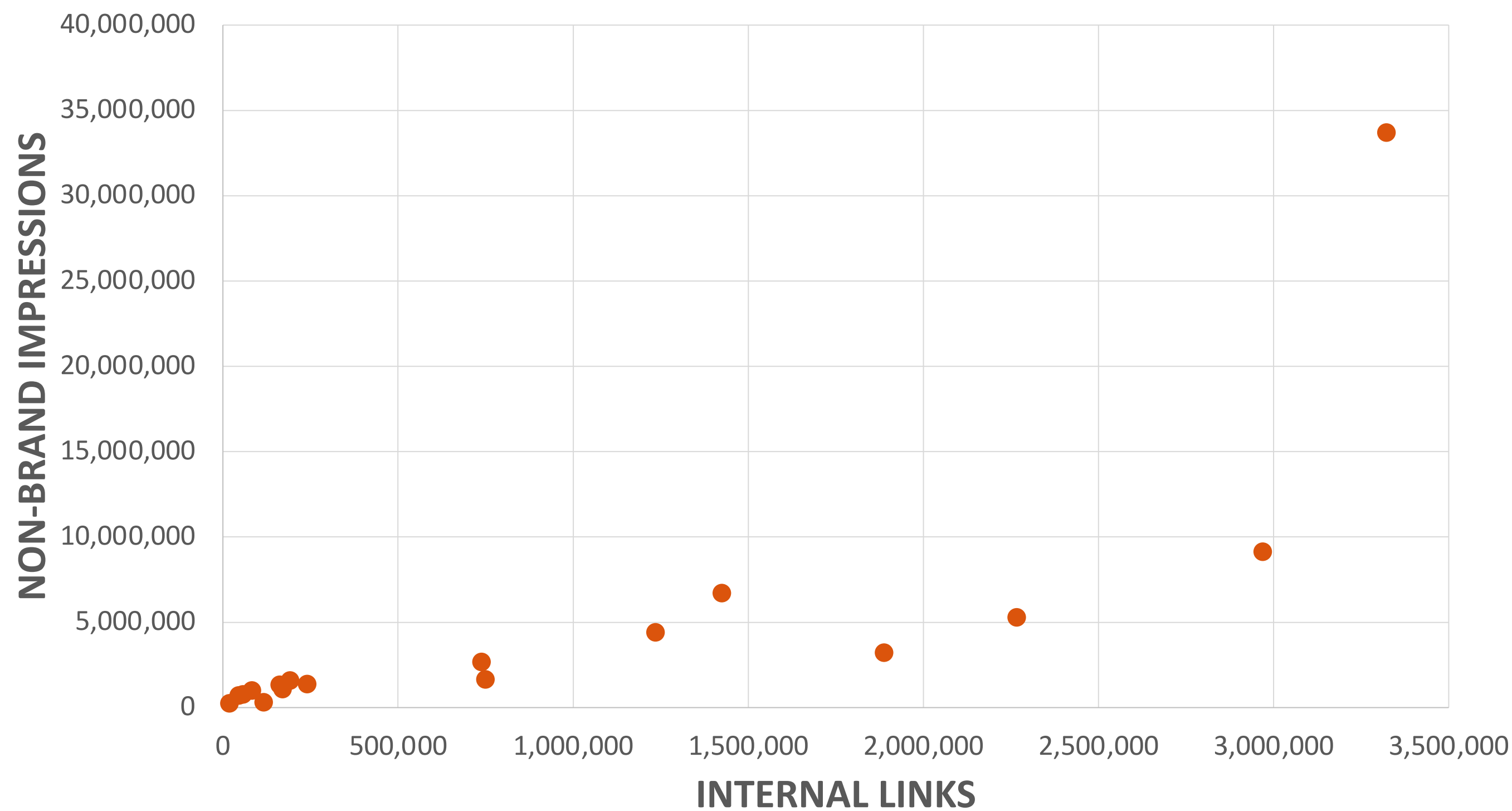


# Leveraging Content to Scaling Interlinking Across Your Website

Interlinking



Increasing the # of Interlinks within your website **increases** Non-Brand Impressions



Source: Google Search Console Ad Lift Data #CMWorld

## John Mueller answered if internal linking was important:

“Yes, absolutely.

It’s something where internal linking is super critical for SEO.

I think it’s one of the biggest things that you can do on a website to kind of guide Google and guide visitors to the pages that you think are important.

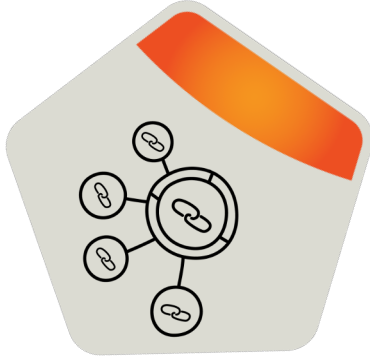
And what you think is important is totally up to you.

You can decide to make things important where you earn the most money or you can make things important where you’re the strongest competitor or maybe you’re the weakest competitor.

With internal linking you can really kind of focus things on those directions and those parts of your site.

# Advance Internal Linking using Screaming Frog

Interlinking



Screamingfrog

https://blog.warbyparker.com/

ResumeClear

ordsH1H2ContentImagesCanonicalsPaginationDirectivesHreflangAMPStructured DataSitemapsPageSpeedCustom Search

OverviewSite StructureRespon

All

Custom Search

Search the source code of internal HTML pages. The results can be seen in the Custom Search Tab. See our [User Guide](#) for examples.

Search 1 ×ContainsTextsunglassesHTML

Search 2 ×ContainsTextsunglasses for womenHTML

Search 3 ×ContainsTextsunglasses for menHTML

Search 4 ×ContainsTexteyeglassesHTML

Search 5 ×ContainsTextbuy framesHTML

Search 6 ×ContainsTextbuy sunglassesHTML

Delete All



Screamingfrog

https://blog.warbyparker.com/

Resume

ordsH1H2ContentImagesCanonicalsPaginationDirectivesHreflangAMPStructured DataSitemapsPageSpeedCustom Search

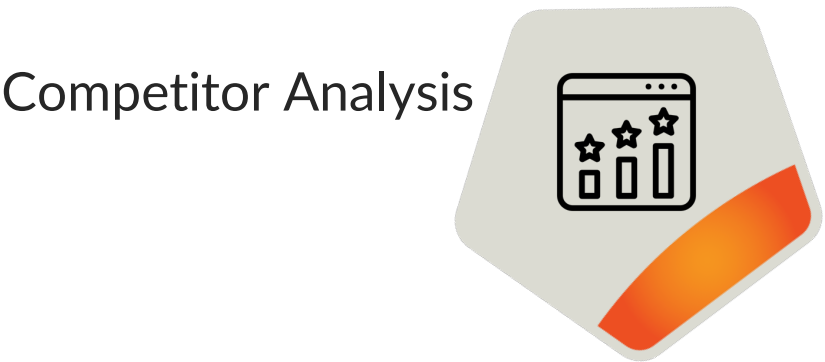
Export

Search...

	Address	Content Type	Status Code	Status
1	https://blog.warbyparker.com/	text/html; charset=UTF-8	200	OK
2	https://blog.warbyparker.com/tag/goodbye-vitamin/	text/html; charset=UTF-8	200	OK
3	https://blog.warbyparker.com/tag/hawthorne/	text/html; charset=UTF-8	200	OK
4	https://blog.warbyparker.com/pupils-project-2018/	text/html; charset=UTF-8	200	OK
5	https://blog.warbyparker.com/tag/warby-parker/	text/html; charset=UTF-8	200	OK
6	https://blog.warbyparker.com/tag/made-in-japan/	text/html; charset=UTF-8	200	OK
7	https://blog.warbyparker.com/category/to-see/	text/html; charset=UTF-8	200	OK
8	https://blog.warbyparker.com/introducing-summer-sun/	text/html; charset=UTF-8	200	OK
9	https://blog.warbyparker.com/category/to-read/	text/html; charset=UTF-8	200	OK
10	https://blog.warbyparker.com/category/to-buy/	text/html; charset=UTF-8	200	OK
11	https://blog.warbyparker.com/page/2/	text/html; charset=UTF-8	200	OK
12	https://blog.warbyparker.com/tag/quintessentials/	text/html; charset=UTF-8	200	OK
13	https://blog.warbyparker.com/tag/sunglasses/	text/html; charset=UTF-8	200	OK
14	https://blog.warbyparker.com/tag/spring/	text/html; charset=UTF-8	200	OK
15	https://blog.warbyparker.com/tag/maker-edition/	text/html; charset=UTF-8	200	OK
16	https://blog.warbyparker.com/tag/newland/	text/html; charset=UTF-8	200	OK
17	https://blog.warbyparker.com/black-list-2018/	text/html; charset=UTF-8	200	OK
18	https://blog.warbyparker.com/spring-sun-quintessentials/	text/html; charset=UTF-8	200	OK
19	https://blog.warbyparker.com/introducing-maker-edition/	text/html; charset=UTF-8	200	OK
20	https://blog.warbyparker.com/tag/the-black-list/	text/html; charset=UTF-8	200	OK
21	https://blog.warbyparker.com/tag/documentary/	text/html; charset=UTF-8	200	OK
22	https://blog.warbyparker.com/tag/available-project/	text/html; charset=UTF-8	200	OK



# Competitor Content Gap Analysis To Drive Meaningful Insights



SEMRUSH

FeaturesPricingResourcesCompanyApp CenterExtra tools

EN

Projects

SEO

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

Local SEO

Advertising

Social Media

Content Marketing

Trends

Agency Solutions

MANAGEMENT

My Reports

Lead Generation Tool

Marketing Calendar

Dashboard > Domain Analytics > Keyword Gap

User manualSend feedback

Export to PDF

Keyword Gap

Database: United StatesDevice: DesktopDate: Aug 28, 2022Currency: USD

Root domain

Root domain

Root domain

Root domain

Root domain

warbyparker.com

eyebuydirect.com

Add competitor

Add competitor

Add competitor

Compare

Cancel

Organic keywords

Paid keywords

PLA keywords

Select keyword type for each domain

Filter by keyword

Position

Volume

KD

Intent

Advanced filters

Top Opportunities

Missing

Weak

Keyword

Volume

good rx >>

1,000,000

zenni optical >>

550,000

oakley >>

368,000

ray ban >>

301,000

oakley sunglasses >>

165,000

View details

Keyword Overlap

warbyparker.com

145.6K

eyebuydirect.com

104.2K

All keyword details for: warbyparker.com

Shared 62.5K

Missing 41.7K

Weak 42.3K

Strong 20.2K

Untapped 41.7K

Unique 83.1K

All 187.4K

Add to keyword list

Export

Keyword	Intent	warbypa...	eyebuydi...	Volume	KD%	CPC (U...	Com.	Resu...
glasses >>	T	8	4	246,000	100	3.09	1	5.6B
sunglasses >>	N	11	15	246,000	100	1.47	1	0
glasses usa >>	N	44	29	165,000	97	1.42	0.55	934M
blue light glasses >>	T	6	8	135,000	86	1.18	1	2.5B
my eye doctor >>	N	59	80	110,000	49	113.22	0.15	2B
pair eyewear >>	N	74	94	90,500	57	0.25	0.93	31.4M
eyeglasses near me >>	T	4	20	74,000	100	3.26	0.87	1.1B
glassesusa >>	N	81	82	74,000	82	1.42	0.55	2.6M

Filter by keyword

Pos: Competitors in Top 10

Volume

KD

Intent

Advanced filters

All keyword details for: warbyparker.com

You

Shared 26.8K

Missing 6K

Weak 23.9K

Strong 2.8K

Untapped 6K

Unique 0

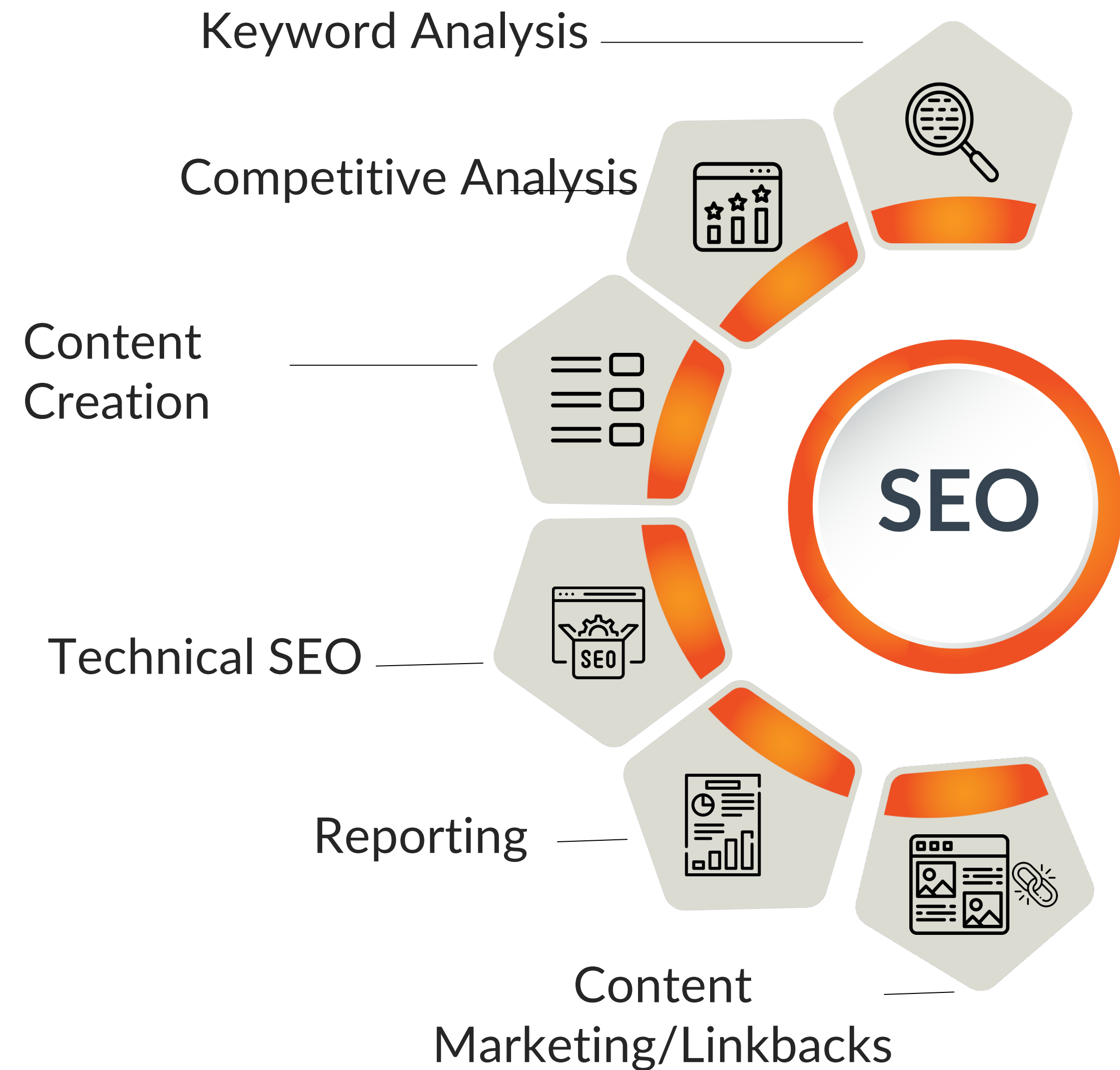
All 32.7K

Keyword	Intent	warbypa...	eyebuydi...	Volume	KD%
glasses >>	T	8	4	246,000	100
glasses online >>	T	5	4	60,500	100
glasses online glasses usa >>	I T	26	6	60,500	100
prescription glasses >>	C	9	7	60,500	100
prescription sunglasses >>	C	18	3	60,500	100
glasses frames >>	C	6	3	40,500	100
eyeglasses online >>	C	7	6	33,100	100
clear glasses >>	I T	56	2	27,100	100
cheap glasses online >>	C	14	2	22,200	100
sunglasses for women >>	C	18	9	22,200	100
cheap glasses >>	C	15	2	18,100	100

Tool: SEMRush



# Content Marketing & Increasing The Authority of Your Website



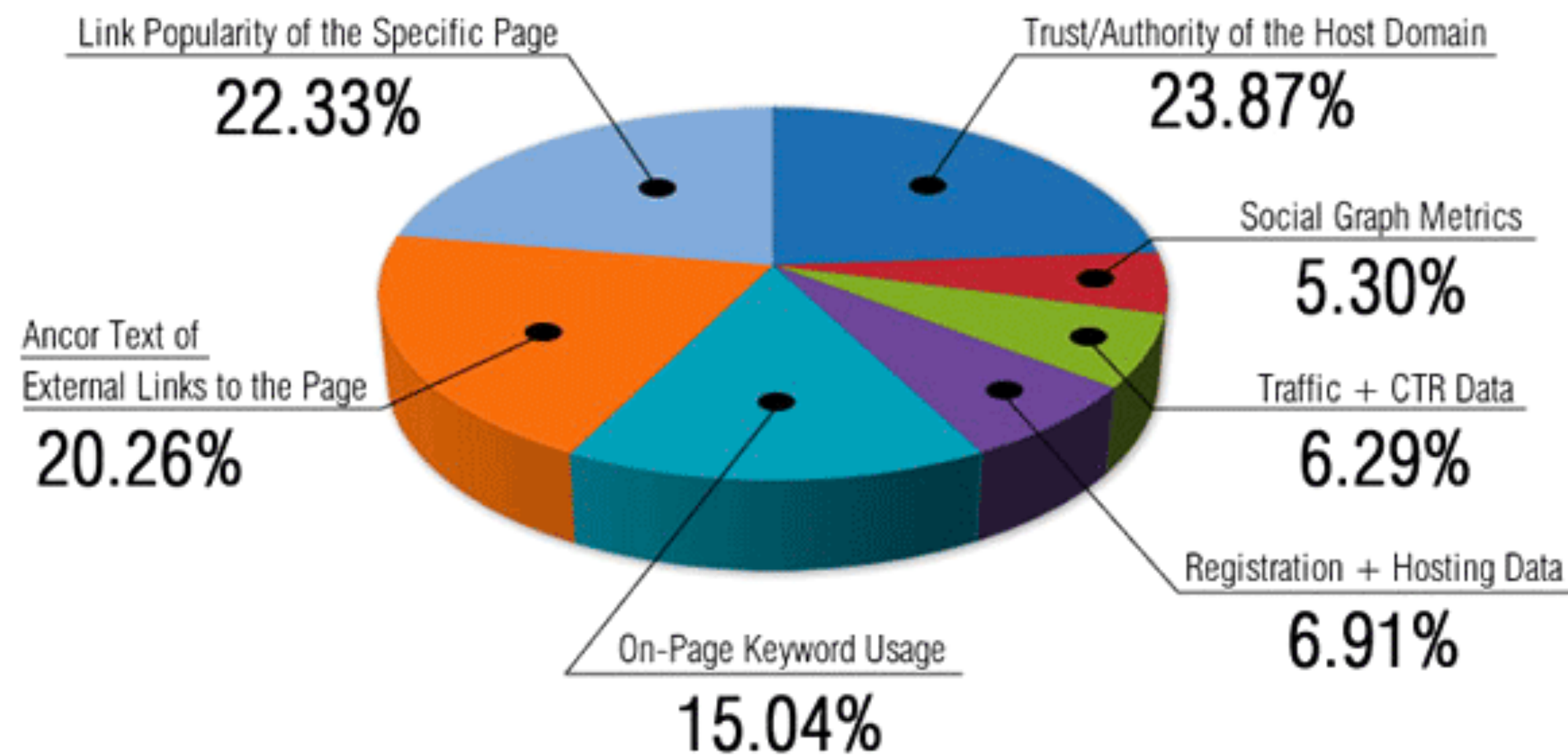


# Google's Ranking Algorithm

~45% of Google's Ranking Algorithm Depends on Content Marketing/Link Backs

## Components of Google's Ranking Algorithm

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors



” Quality Matters

*“From my point of view, I would tend not to focus on the total number of links to your site, or the total number of domain links to your website, because we look at links in a very different way.”*

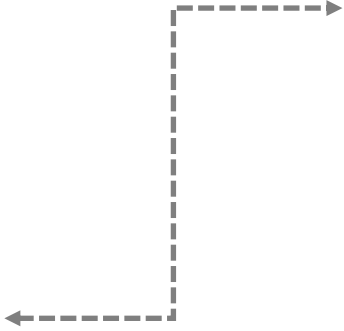
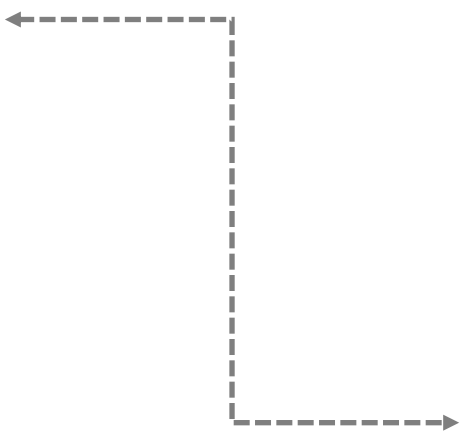
*“We try to understand what is relevant for a website, how much should we weigh these individual links, and the total number of links doesn't matter at all. Because you could go off and create millions of links across millions of websites if you wanted to, and we could just ignore them all.”*

John Mueller  
Google Search  
Advocate



OLIFT  
ire. Amplify. Advance.

# Content Lift: Content Marketing Tool to Drive SEO Rankings



Content LIFT

Dashboard

Content Publishers

My List

User Management

Log Out

Arron (Demo)

Lead / Content Marketing

Choose Project

Content Publishers

Select Category

Top Categories

5000

4000

3000

2000

1000

0

Finance

Lifestyle

Education

Business

Insurance

Technology

Home Decor

Digital Marketing

Automobile

Fashion

Travel

Search By Domain

DA

Spam Score

Traffic

Backlinks

DR

75 - 50

Clear Filter

<input type="checkbox"/>	Domain (URL)	Category	APS	DA	DR	Spam Score	Traffic	Backlinks
<input type="checkbox"/>	http://ilachbul...	Home Décor	75	48	71	1	223,826	260,451
<input type="checkbox"/>	http://klusster...	News	75	50	71	5	856,402	259,327
<input type="checkbox"/>	http://estatea...	Automobile	75	49	70	1	2,44,90,000	259,221
<input type="checkbox"/>	http://radical.f...	Finance	75	52	70	7	186,152	259,049
<input type="checkbox"/>	http://balkang...	Home Décor	75	50	69	1	2,018,000	258,672
<input type="checkbox"/>	http://applegli...	Parenting	75	53	69	7	1,283,000	258,640
<input type="checkbox"/>	http://socialne...	Lifestyle/Fashi...	75	51	68	1	4,135,000	258,608
<input type="checkbox"/>	http://constru...	Home Décor	75	51	68	1	1,609,000	258,556
<input type="checkbox"/>	http://lowninst...	Finance	75	53	66	1	343,883	258,229
<input type="checkbox"/>	http://marketb...	Health	75	53	66	1	1,13,977	256,700

Rows per page: 10

1-10 of 3892

<

>

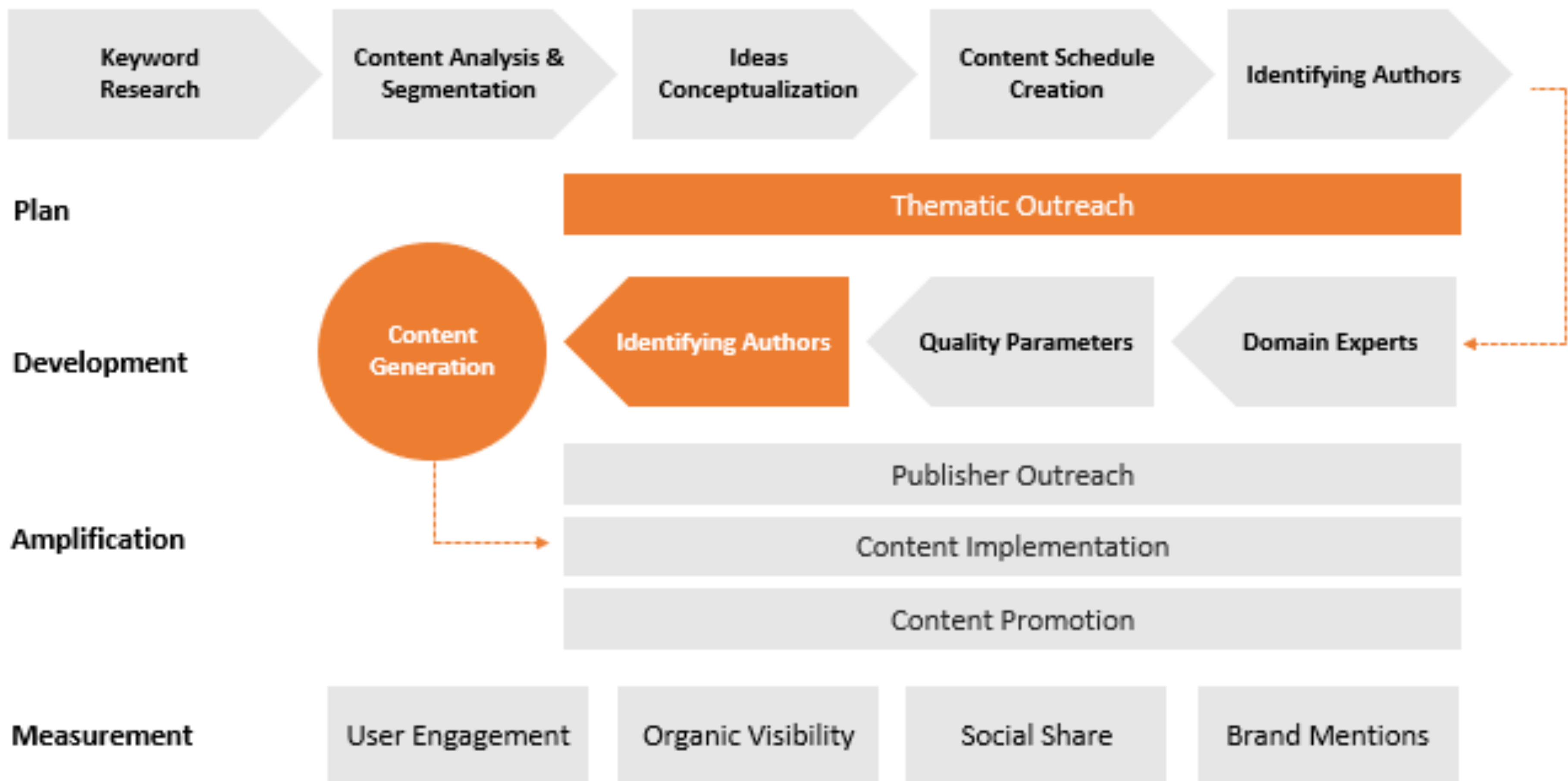


@puriprashant #CMWorld





# The Turnkey Publishing Process


























# Content Quality Process That Works

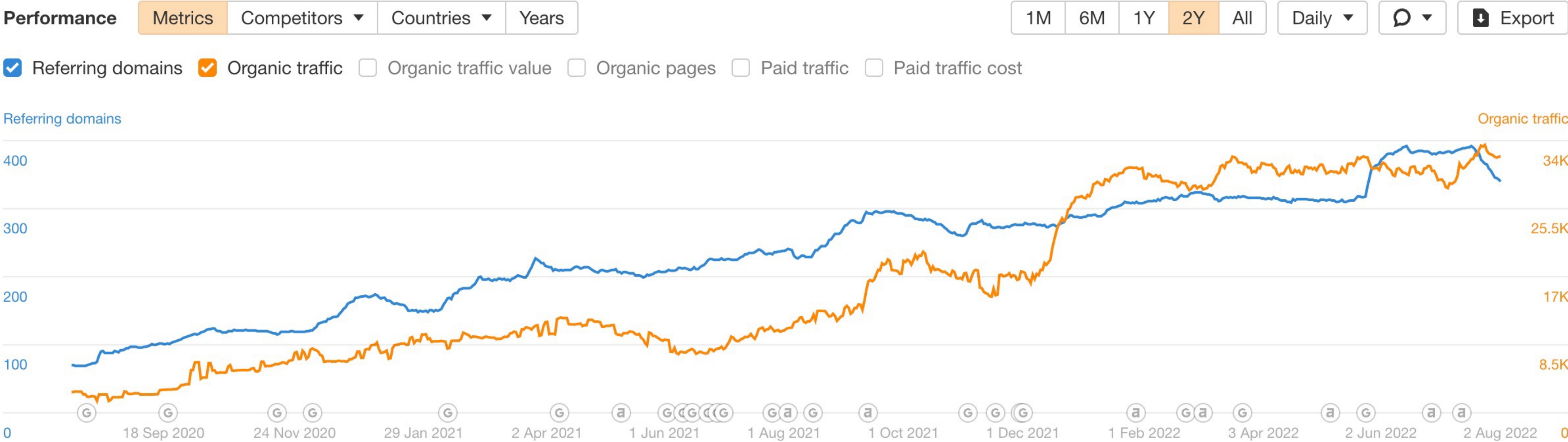




# The AI Toolbox To Drive SEO Traffic

Keyword Research				<i>Nichely</i>	
Article/Blog Ideas				anyword	
Text to Video					
Video to Text					
Image					
Video Creator					





**eyes on**  
EYECARE

OPTOMETRY

Contact Lens > The Optometrist's Guide to Color and Costume Contacts

**eyes on**

Are you an optometrist moving out of state?

Get step-by-step guide

### The Optometrist's Guide to Color and Costume Contacts

by Irina Yakubin, OD

JAN 18, 2022 7 MIN READ 466 VIEWS

By educating patients on contact lens safety, eyecare providers can make color and costume contacts safer for their patients. Here is what you need to know about these widely sold contacts.

**verywell**health

Health A-Z

Prevention & Treatment

Drugs A-Z

Health Care

News

Tools & Resources

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EYE HEALTH > MORE EYE ISSUES & SAFETY

## Causes and Treatments for a Swollen Tear Duct

By Kathleen Gaines, MSN, RN, CBC | Updated on April 18, 2021

Medically reviewed by Johnstone M. Kim, MD

**Table of Contents**

- What It Is
- Common Causes
- When to See a Healthcare Provider
- Diagnosis
- Treatment
- Summary

**Tear ducts** drain tears from the eye through small tubes (called nasolacrimal ducts), which extend from the eye into the nose. When the ducts are infected or blocked, they can become swollen.

A swollen tear duct can usually be managed with self-care measures such as warm compresses and massage. Sometimes, however, a swollen tear duct may require antibiotics or surgery in order to heal.

This article explains common causes of swollen tear ducts and how they are diagnosed and treated.

Advertisement

**Kompyte**

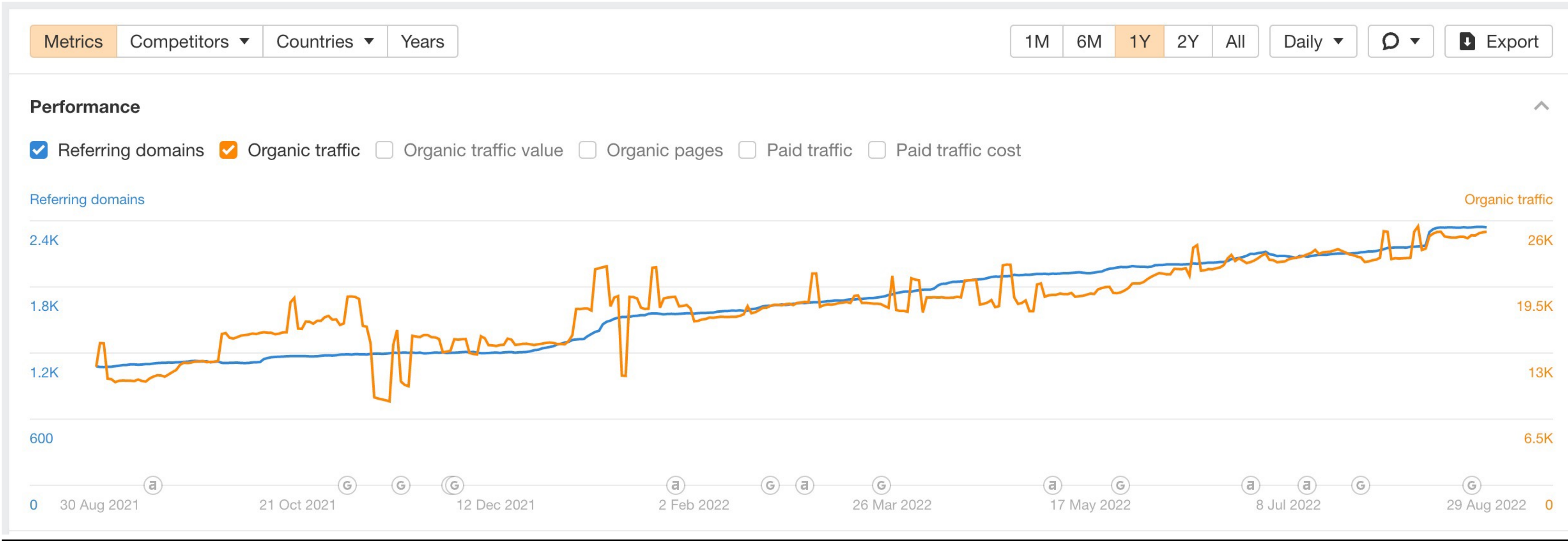
Stay One Step Ahead of Your Competition

SIGN UP FOR A DEMO TODAY

Explore the Kompyte Platform Today

Automated competitive and market analysis to drive winning go-to-market strategies.





B — BUSINESS STRATEGIES

## Bespoke Tranche Opportunities 2022: Definition & All You Need to Know

by Peace Nwadike · June 10, 2022 · 1 share · 8 minute read



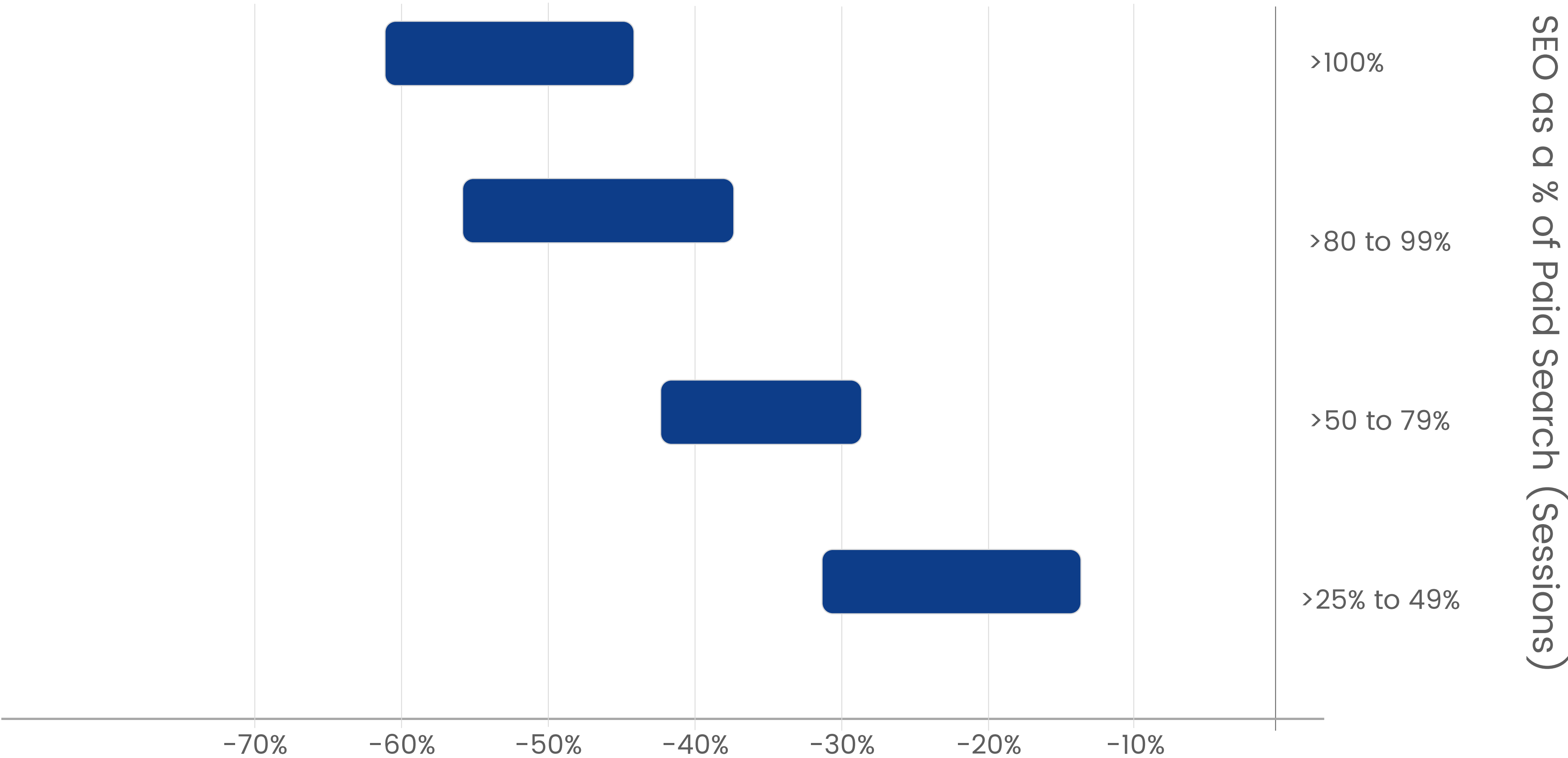
Investing

## 8 Appreciating Assets You Should Aspire To Own

By Moriah Costa. Updated on June 12, 2022



# As % of SEO Increases, CAC Decreases Significantly

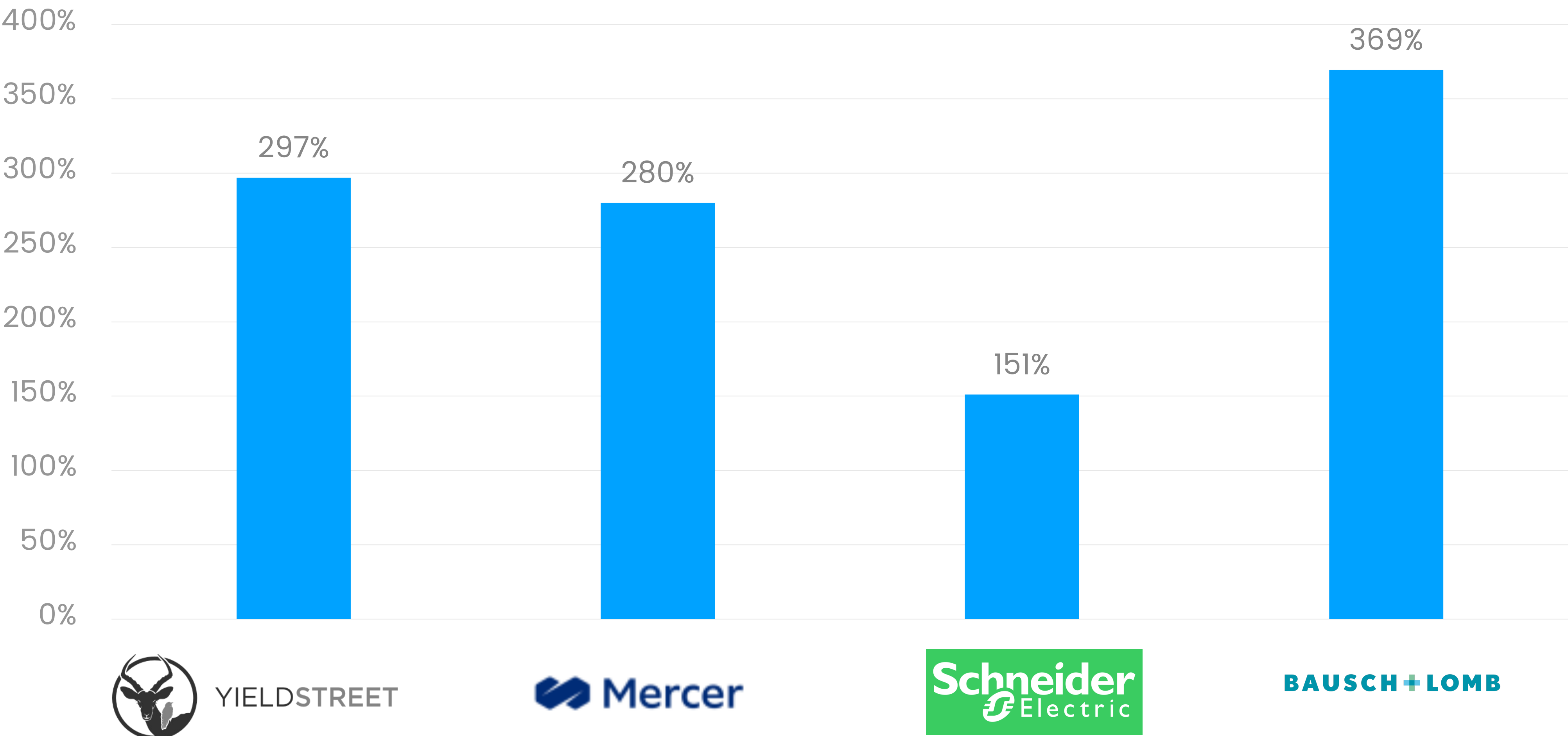


Reduction in Customer Acquisition Cost (CAC)



# Case Studies of Clients We Work With

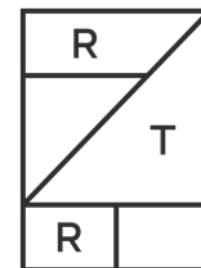
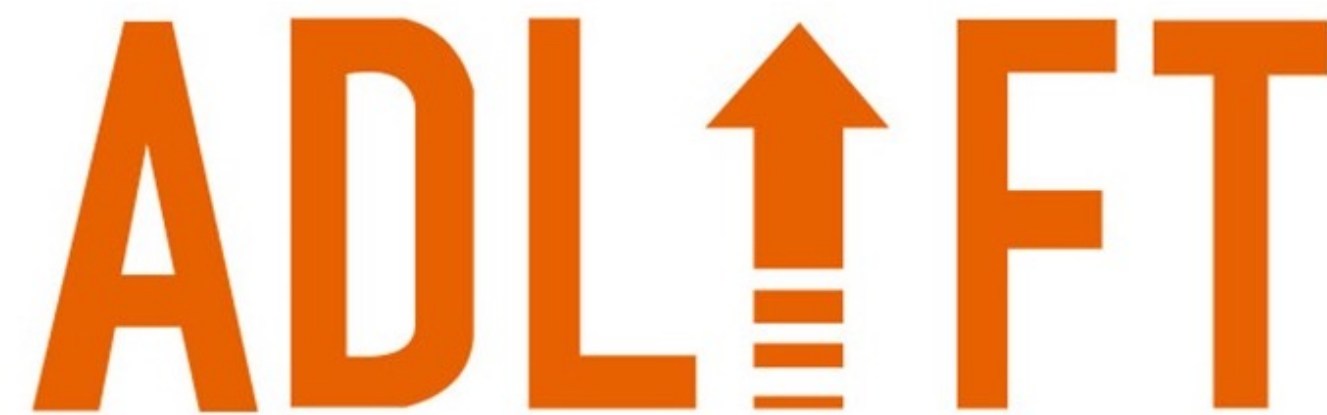
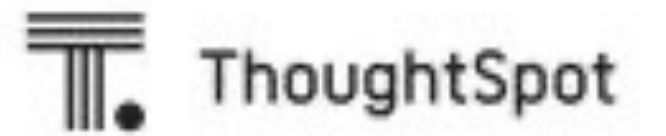
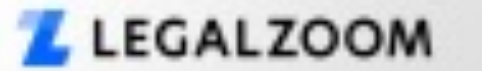
SEO Traffic as a % Of Paid Search Traffic



# To Sum it Up!

- **Increasing** SEO traffic to >100% of Paid Search **Reduces** CAC by ~60%
- **Synergize** efforts between SEO & Paid Search
- Optimize **existing** content to drive SEO traffic
- Invest in **the 59%** (PAA, Featured Snippets, Video)
- Leverage **Competitor** Analysis to Derive Meaningful Insights
- **Invest** in Content Marketing/**Link Back** to Increase Authority





Acquire. Amplify. Advance.



@puriprashant #CMWorld



# Questions? Please Reach Out!

If You'd Like a Copy of the Deck – email: [prashant@adlift.com](mailto:prashant@adlift.com)



**PRASHANT PURI**

CEO & Co-Founder, AdLift Inc.



in/prashantpuri



prashant@adlift.com

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