



TAKE ME FISHING™  
takemefishing.org

# SEO For Government Agencies

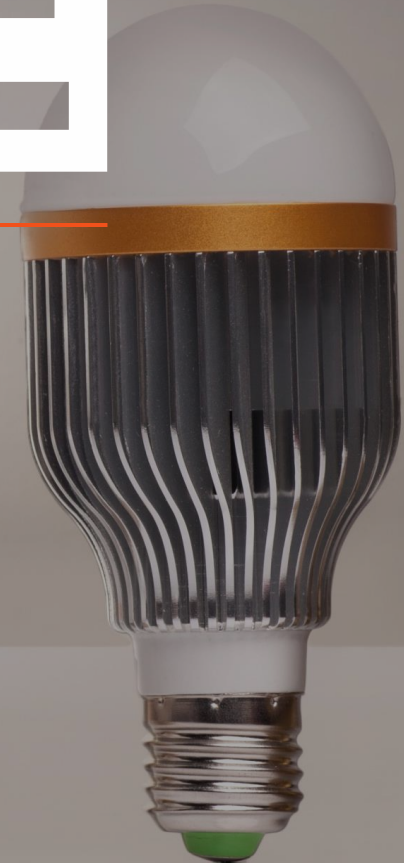
In Partnership with RBFF



SUPPORTING LEADERS TO

# EVOLVE

THEIR ORGANIZATIONS



# Agenda

01

**Who is Blast**

02

*Why SEO Matters to You*

03

*What is SEO*

04

*Benefits of SEO*

05

*How to Begin*

# Take action to do:

+ more of what works

- less of what doesn't







## An extension of the RBFF team



### Business Analytics

- Data Strategy Management
- Business Intelligence
- Product & Customer Analytics
- Analytics Governance
- Analytics Maturity
- Data Visualization/Dashboards



### Digital Analytics

- Analytics Roadmaps & Audits
- Measurement Strategy (Goals/KPIs)
- Implementation & Automated QA
- Clickstream Analysis
- Automation & Dashboards
- Analysis + Insights



### Marketing Analytics

- Market Opportunity/Threat Analysis
- Marketing Mix Modeling (MMM)
- Attribution Modeling
- LTV, Product Lifecycle, Demand Analysis
- Marketing Dashboards



### Paid Media

- PPC Management & Optimization
- Paid Social Marketing
- Audits & Strategic Roadmaps
- Custom & Cross-Channel Reporting
- Multi-Channel Remarketing
- Integrated UX, Message, Match, & Testing



### Testing and Personalization

- Testing, Strategy, & Governance
- Personalization & Segmentation
- Test Execution
- Analysis & Recommendations
- Landing Page Optimization
- User Research & Testing

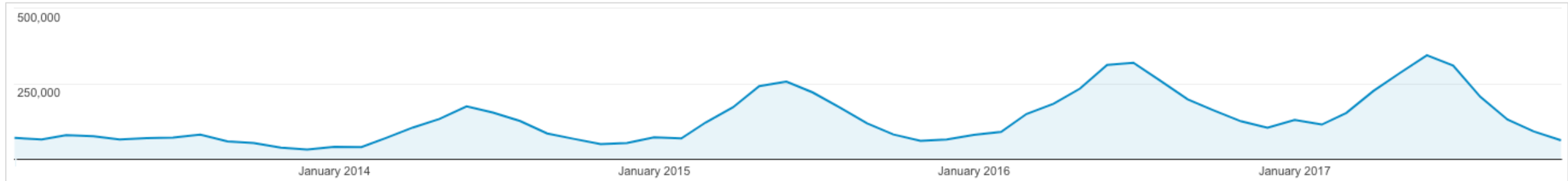


### Content Marketing

- Content Strategy & Development
- SEO Audits: Content, Technical, Social, Authority, Velocity
- Ongoing Search Engine Optimization (SEO)
- Local Search Management
- Global SEO
- SEO Training

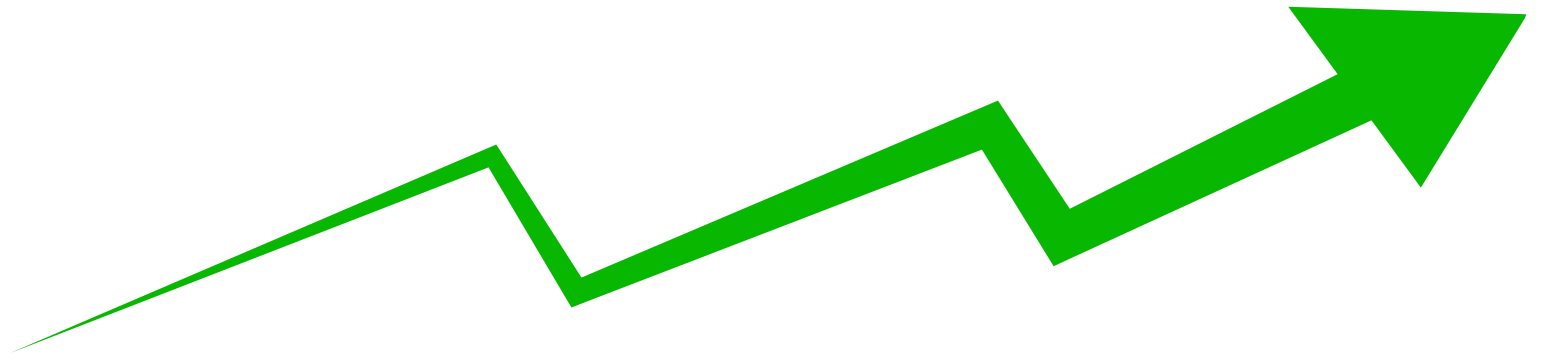


# *RBFF Partnership History*



2013: Start of Partnership

**Organic Search**



**Continuous, Long-Term Growth**

# Other Government Agency Partnerships

**CMS.gov**  
Centers for Medicare & Medicaid Services

**HHS.gov**

**HealthCare.gov**

**CuidadoDeSalud.gov**

**Medicare.gov**  
The Official U.S. Government Site for Medicare

**cfpb** Consumer Financial  
Protection Bureau

**Medicaid.gov**  
Keeping America Healthy

# Increasing the Probability of Success for...





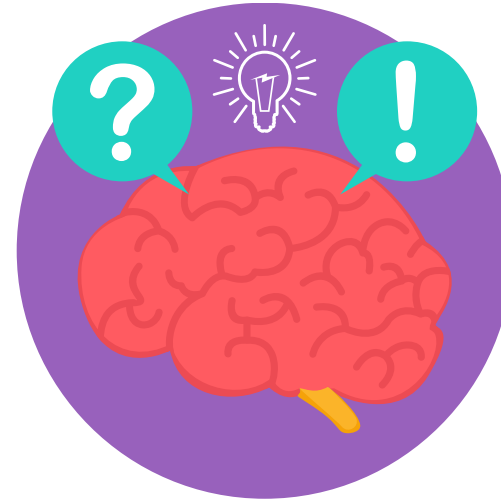
# Blast Differentiators



**Data Based**



**Transparent**



**Training/Enabling**



**Strategic and Tactical**

# A Unique, Proven Process



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*Who is Blast*

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# Why SEO Matters to you

Demand-driven (makes sure you're answering user needs)



*where do I get a fishing license*



*when do i need a fishing license*



*boat registration fees*



*when does deer season start*





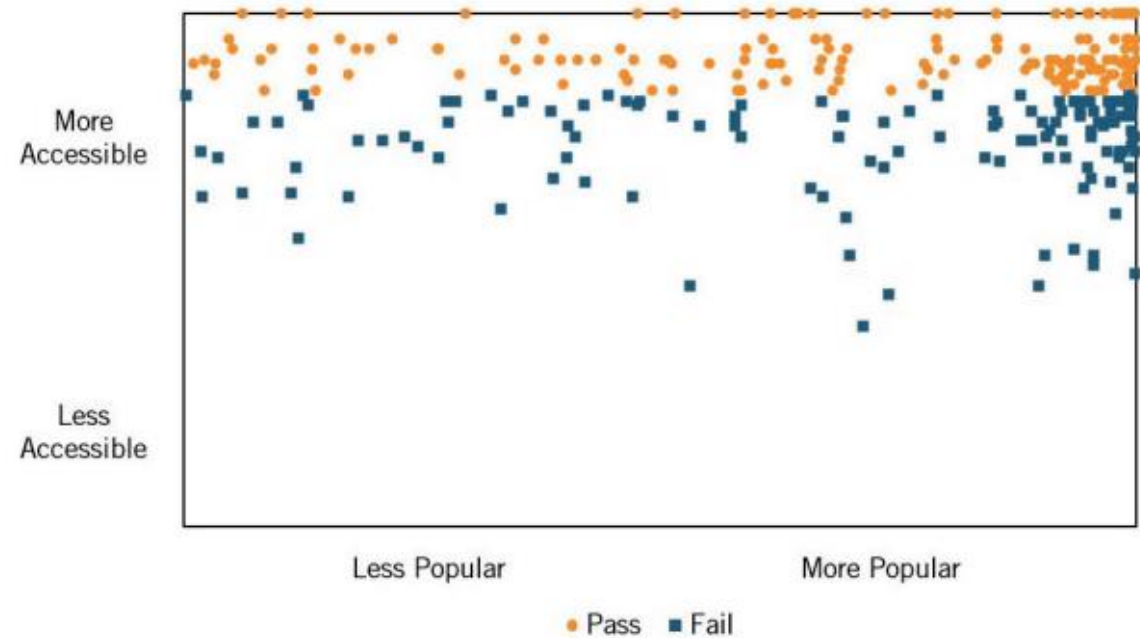
# Why SEO Matters to you

## Improves availability and accessibility of information

### Report: Most US government websites don't meet standards

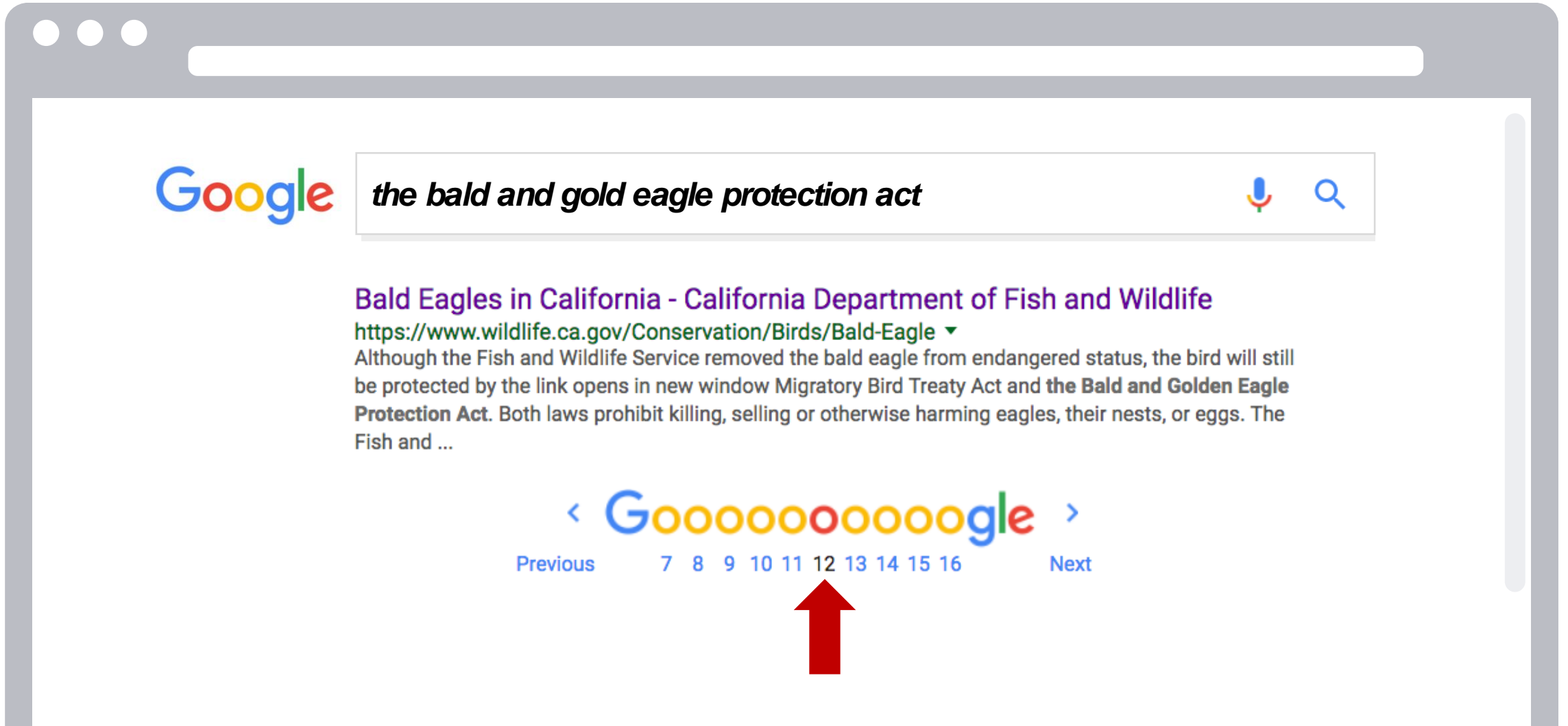
**vocativ** | ETHAN HARFENIST  
Mar 8th 2017 7:54PM

Figure 6: Accessibility of federal websites by popularity.



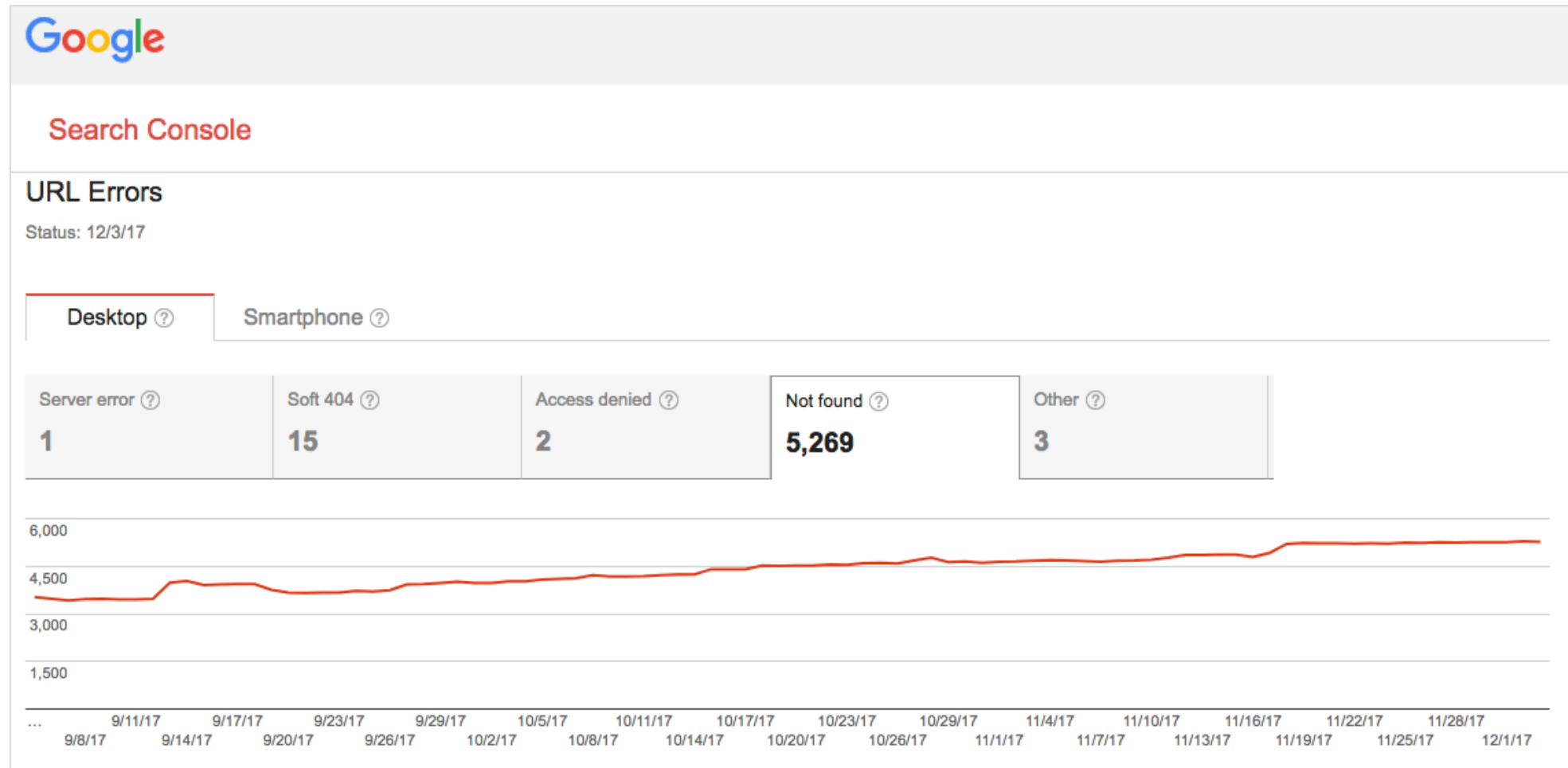
# Why SEO Matters to you

## Louder voice (dissemination of information)



# Why SEO Matters to you

## Clears obstacles



# Why SEO Matters to you

## Clears obstacles

### PageSpeed Insights

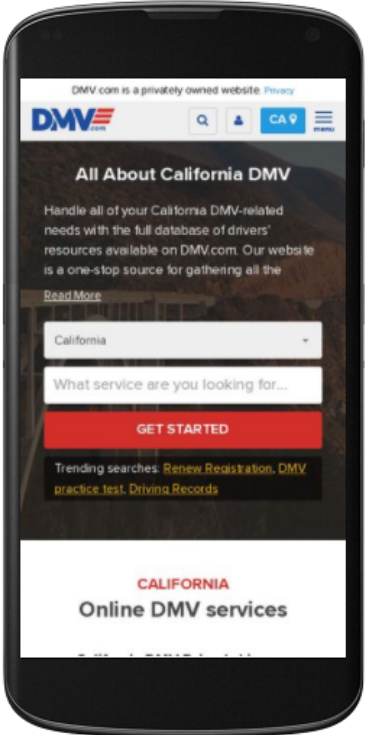
Mobile Desktop

**Poor**  
49 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

**Possible Optimizations**

- Eliminate render-blocking JavaScript and CSS in above-the-fold content  
[Show how to fix](#)
- Optimize images  
[Show how to fix](#)
- Leverage browser caching  
[Show how to fix](#)
- Avoid landing page redirects  
[Show how to fix](#)
- Enable compression  
[Show how to fix](#)
- Minify CSS





# Why SEO Matters to you

## Helps you improve the user experience

### Control

Original website screenshot showing a 'Get a Fishing License Online' page. The page features a 'SELECT A STATE' dropdown menu and a 'GET LICENSE' button. The content includes a description of fishing licenses and a list of states.

### Variation 1

Variation 1 website screenshot showing a 'Get a Fishing License Online' page. The page features a 'SELECT A STATE' dropdown menu and a 'GET LICENSE' button. The content includes a description of fishing licenses and a list of states.

### Variation 2

Variation 2 website screenshot showing a 'LICENSE INFORMATION BY STATE' page. The page features a grid of state links for Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

By making the state links easier to identify, we expect to reduce friction and increase visitor click-through-rate

### Overall Completion Rate (Fishing License & Boat Registration)

Variation	Visitors	Overall Completions	Overall Completion Rate	% Improvement	Statistical Significance
Original	13,237	1,077	8.14%	--	--
Variation	13,115	1,433	10.93%	34.29%	99%

### Fishing License Completion Rate

Variation	Visitors	Fishing License Completions	Fishing License Completion Rate	% Improvement	Statistical Significance
Original	13,237	1,008	7.62%	--	--
Variation	13,115	1,268	9.67%	26.96%	99%

### Boating Registration Completion Rate

Variation	Visitors	Boating Registration Completions	Boating Registration Completion Rate	% Improvement	Statistical Significance
Original	13,237	69	0.52%	--	--
Variation	13,115	165	1.26%	141.35%	99%

Test Duration: 5/3/17 – 5/24/17

# Why SEO Matters to you

Helps you set and reach your goals

RBFF - Digital Measurement Framework										
	Awareness	Awareness	Interest	Interest	Evaluate	Evaluate	Decide	Decide	Affinity	Affinity
<b>Objective</b>	Increase Organic rankings	Increase Organic traffic (SEO)	Increase State Overview interest	Increase "How To" traffic	Increase Blog traffic	Increase Map & "Where To" interest	Increase clicks on State Boat Registration links	Increase clicks on State Fishing License links	Increase Share of Mind	Increase Social Sharing
<b>Goal</b>	Increase top 10 rankings by 50 by Apr. 1, 2017	Increase organic traffic sessions by 23% by Apr. 1, 2017	Increase unique pageviews by 83% by Apr. 1, 2017	Increase unique pageviews by 84% by Apr. 1, 2017	Increase unique pageviews by 516% by Apr. 1, 2017	Increase unique pageviews by 181% by Apr. 1, 2017	Increase clicks by 31% by Apr. 1, 2017	Increase clicks by 42% by Apr. 1, 2017	Increase sign ups by XX% by Apr. 1, 2017	Increase shares by XX% by Apr. 1, 2017
<b>KPI</b>	Organic Rankings	Sessions	Unique Pageviews	Unique Pageviews	Unique Pageviews	Unique Pageviews	Boat Registration Clicks	Fishing License Clicks	Newsletter Signups	Social Shares
<b>Segment</b>	N/A	Metric = Sessions Medium = Organic Source=Google Analytics	Metric = Unique Pageviews Medium = Organic Source=Google Analytics	Metric = Unique Pageviews Medium = Organic Source=Google Analytics	Metric = Unique Pageviews Medium = Organic Source=Google Analytics	Metric = Unique Pageviews Medium = Organic Source=Google Analytics	Metric = Goal 6 completions Medium = Organic Source=Google Analytics	Metric = Goal 5 completions Medium = Organic Source=Google Analytics	Note: Goal tracking established on September 19, 2016. No historical data exists.	Note: Goal tracking established on September 19, 2016. No historical data exists.
<b>Benchmark</b>										
<b>Target</b>										
<b>Source</b>										

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# *SEO Methodology*



**Rank**



**Click**



**Convert**

Success is achieved when  
winning all three fronts

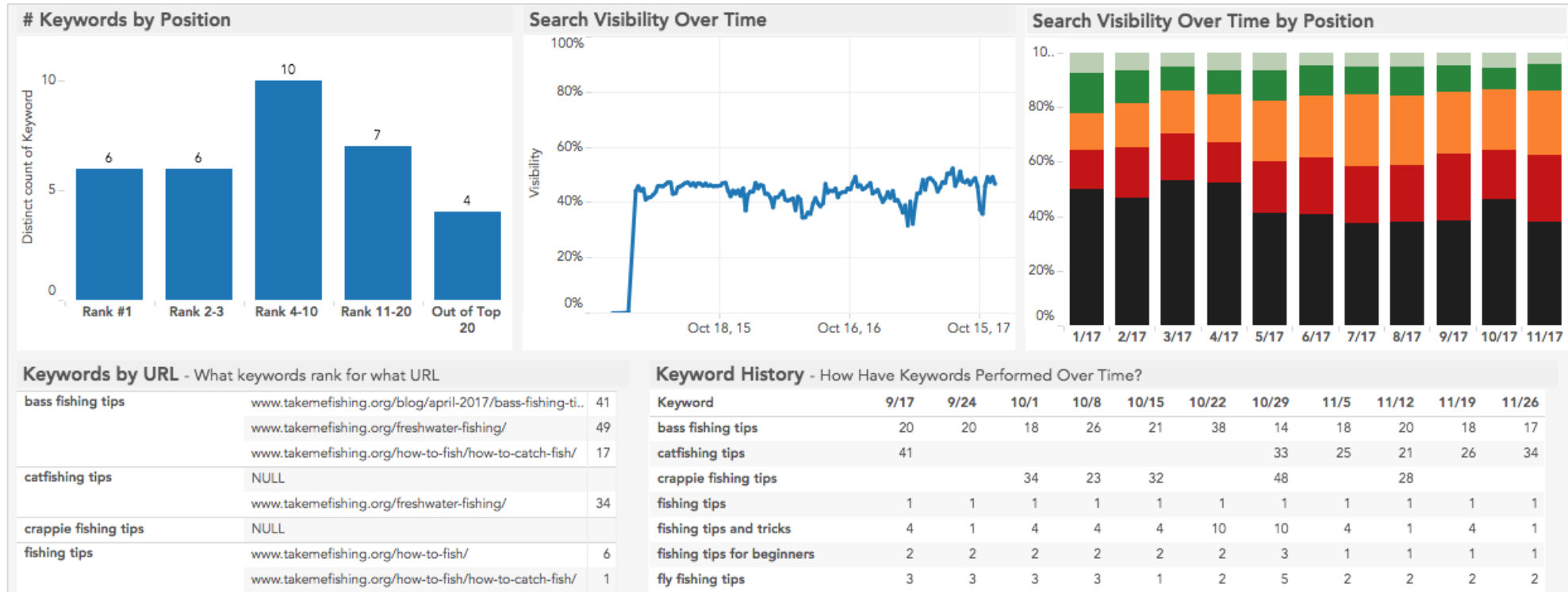




# SEO Methodology

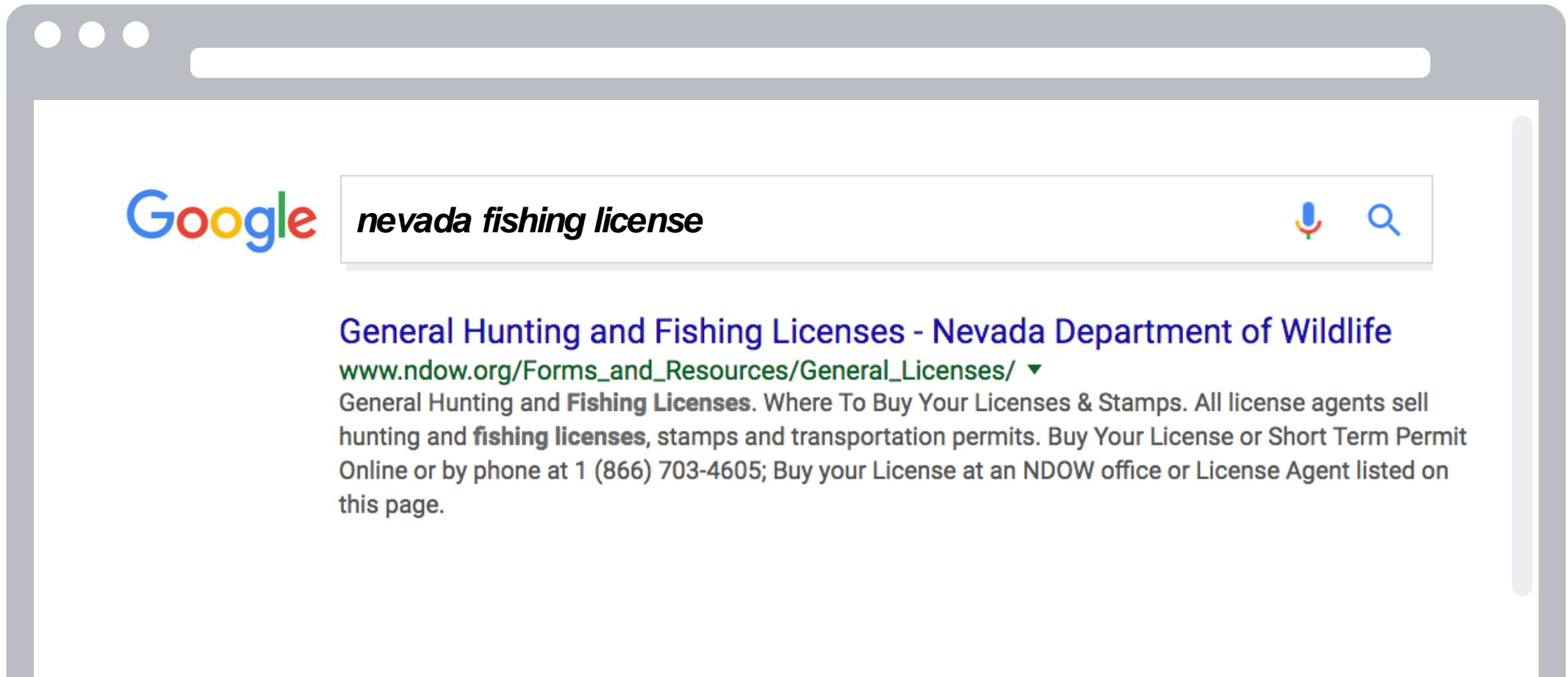


## Rank





## Rank





## Click

“ *On average, five times as many people read the headline as the body copy. When you have written your headline, you have spent eighty cents out of your dollar.* ”



**David Ogilvy**

# SEO Methodology



## Click

### General Hunting and Fishing Licenses - Nevada Department of Wildlife

[www.ndow.org/Forms\\_and\\_Resources/General\\_Licenses/](http://www.ndow.org/Forms_and_Resources/General_Licenses/) ▼

General Hunting and **Fishing Licenses**. Where To Buy Your Licenses & Stamps. All license agents sell hunting and **fishing licenses**, stamps and transportation permits. Buy Your License or Short Term Permit Online or by phone at 1 (866) 703-4605; Buy your License at an NDOW office or License Agent listed on this page.

2

## Meta Description

**What to focus on:** Setting Expectations, Keyword Density, Max 150 Characters (135-145 ideal), Include CTA

Write a quality page excerpt that includes the targeted keywords and entices users to read more. **Quality of meta description can make or break click through rate (number of people who click to go to website).**

### Quick Tips


- Think like you are creating Adwords Ad copy. Highlight what is unique (differentiate), convey benefits, set expectations and provide a CTA.
- **DO NOT** duplicate title tag. **DO** use secondary keyword and optionally, tertiary keywords. No need for primary keyword if it is in the page title.
- Put secondary keyword toward front.
- Minimize punctuation like serial commas (i.e. commas before 'and').
- **Don't make grammatically perfect.** Users will scan so avoid unnecessary stop words, such as 'the', 'that', 'a', 'it', 'an', 'were', etc.

### Meta Keywords

*Meta keyword field should only contain primary and secondary keyword. Otherwise, can trigger SPAM penalties. Primary benefit of meta keywords is to make others managing content aware of keyword focus and ensure sustainability.*



## Convert

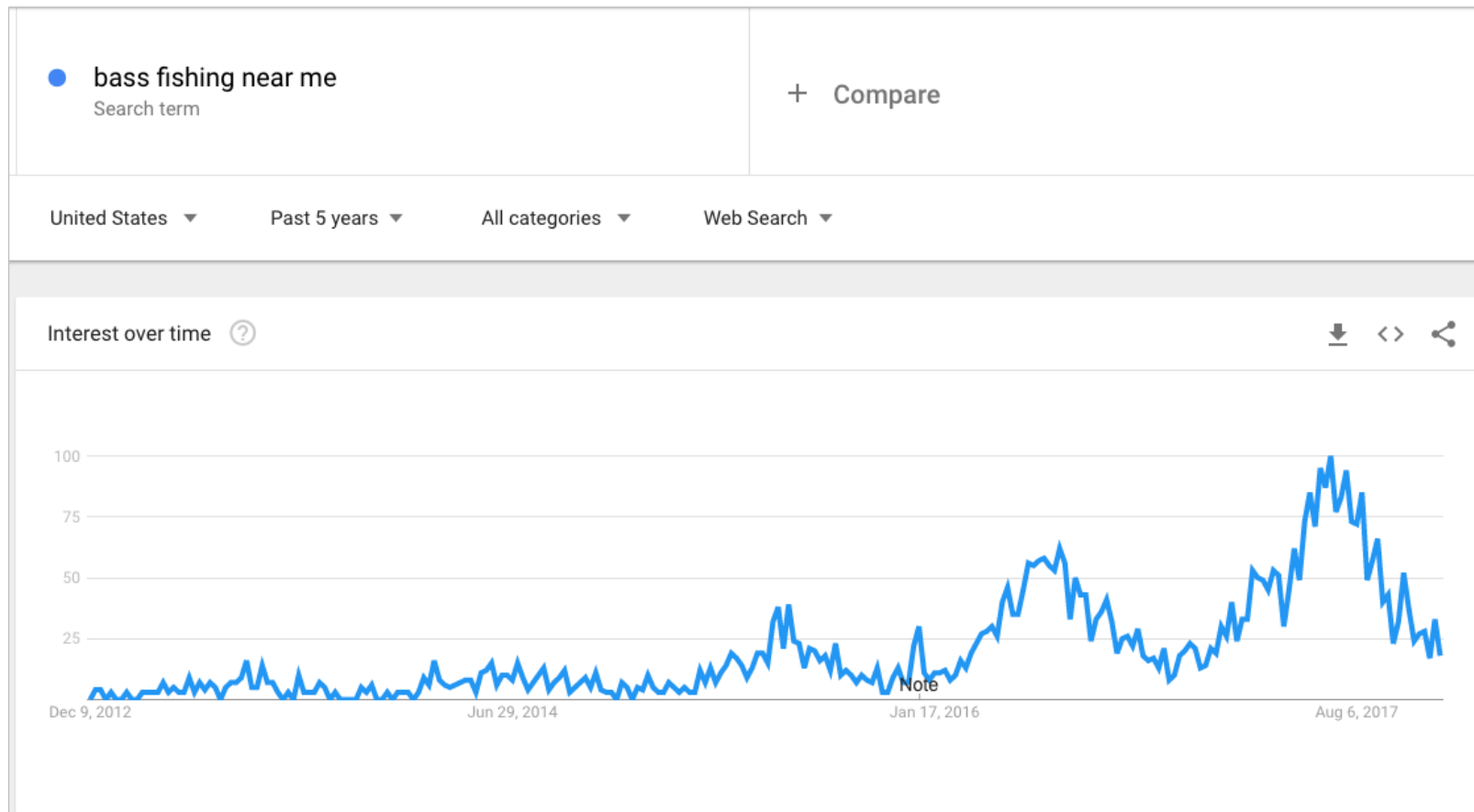


**Resident Hunting/Fishing License**  
Apply for a residential license or learn where you can buy a license.

**Buy a License Online**

A screenshot of a website interface for a hunting or fishing license. It features a deer silhouette icon, a title, a descriptive sentence, and a prominent orange button with a white border. A mouse cursor is positioned over the button.

## Demand-Driven





# SEO Methodology

You spent hours writing and designing your new content. By spending 15-30 extra minutes, you can drastically increase performance.

+ Great Content

+ Great Design

+ Great Code

+ (Wrong  
Keyword)

= 100 Visits

+ Great Content

+ Great Design

+ Great Code

+ Optimal Keyword

= 3,000 Visits

## Strategic

+

## Tactical



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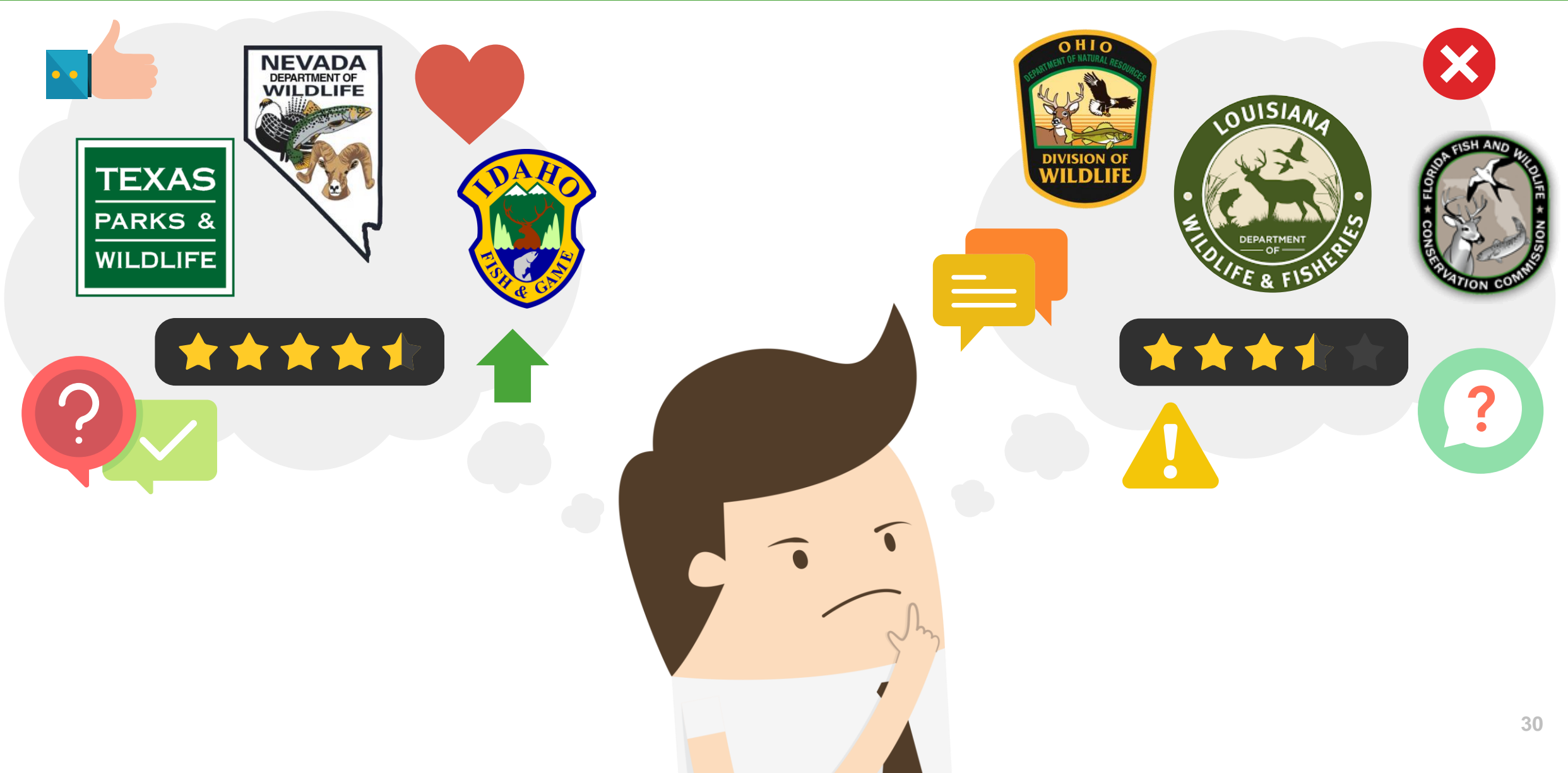
***Benefits of SEO***

05

*How to Begin*



# Increase Brand Awareness





# Improve User Experience (UX)

U.S. DEPARTMENT OF **ENERGY** | Office of Science | Office of Scientific and Technical Information

FAQs | A to Z Index | Site Map | Feedback/Contact Us

**70** **osti.gov**  
YEARS Advancing Scientific Knowledge Since 1947

HOME ABOUT OSTI SCIENCE SEARCH TOOLS DOE PAGES / PUBLIC ACCESS COMMUNICATIONS DOE STI PROGRAM

Find DOE R&D Results **GO**

SciTech Connect

**DOE Scientific and Technical Information...and more**

**DOE Data Explorer**

**DOE Data ID Service**

[DOE Data Explorer](#)  
DOE scientific research data.

[DOE Data ID Service](#)  
Digital object identifiers for DOE scientific research datasets.

For additional information, see the OSTI Catalogue of Collections.

OSTI Launches DOE CODE  
DOE Data Explorer: Restructured and Redesigned to Better Reflect Data Relationships



# *Improve User Experience (UX)*



**Rank**



**Click**



**Convert**

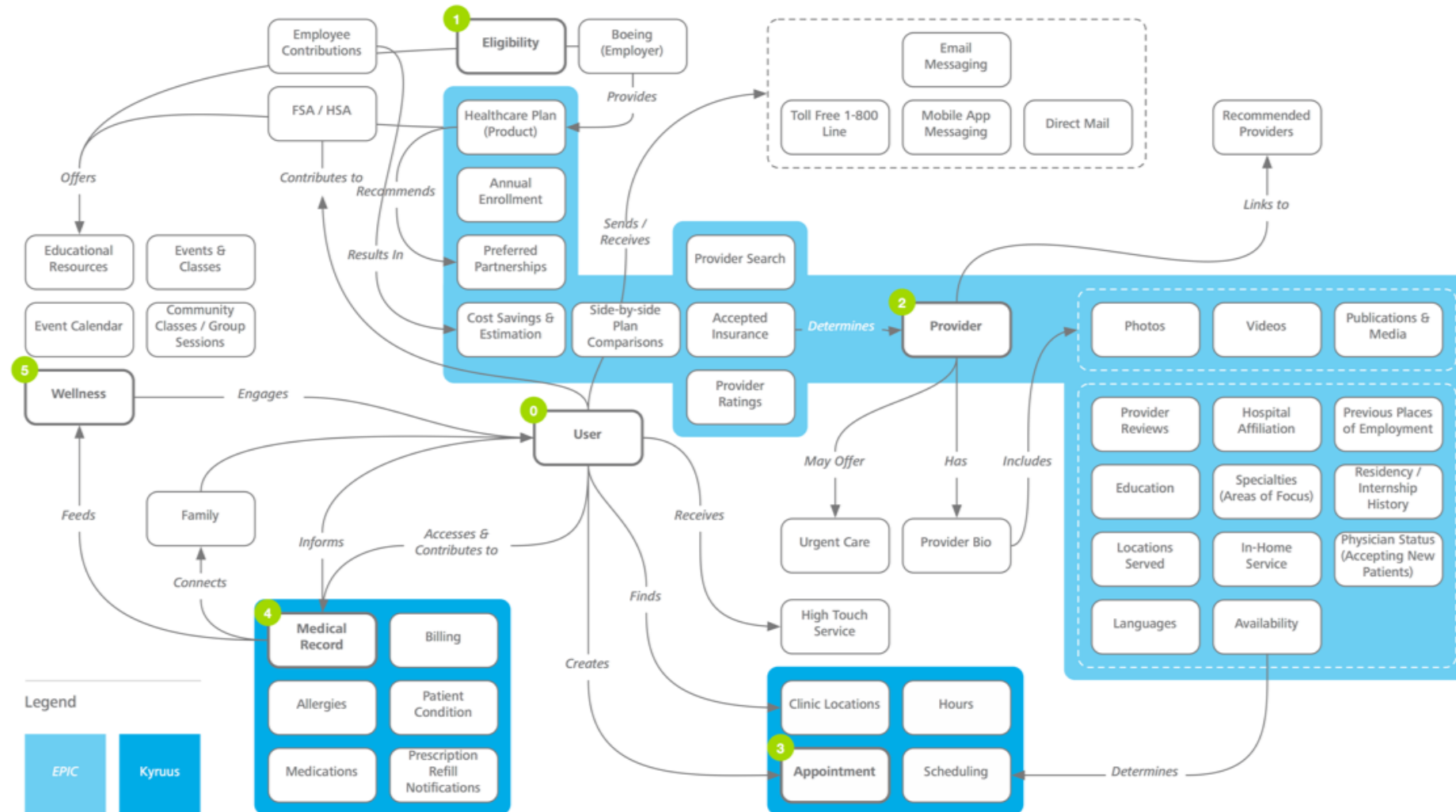
Success is achieved when  
winning all three fronts







# Improve User Experience (UX)





# Improve User Experience (UX)





# Improve User Experience (UX)





# Improve User Experience (UX)







# *Improve User Experience (UX)*

SEO

SEO = UX

UX







# *Improve User Experience (UX)*





# *Improve User Experience (UX)*

Google



Google Search

I'm Feeling Lucky







# Improve User Experience (UX)

The image shows a browser window with a Google search for "types of fly rods". The search bar contains the text "types of fly rods" and has a microphone icon and a search icon to its right. Below the search bar are navigation tabs: "All", "Shopping", "Images", "Videos", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 691,000 results (0.55 seconds)".

The first search result is titled "Saltwater Fishing Rods & Reels - Take Me Fishing" with the URL <https://www.takemefishing.org/saltwater-fishing/saltwater...gear/saltwater-rods-reels/>. The snippet reads: "Drag pressure is measured in pounds and should be adjusted to one-third the breaking strength of the line. Use a **saltwater** reel that matches the recommended line weight marked on the **rod**. To pick the right **rod** for the **type of saltwater** fishing you want to do, look at the recommended lure weight and match it to the size bait ...".

The second search result is titled "How To Choose the Right Fly Line Weight | Scientific Anglers" with the URL [www.scientificanglers.com/choose-right-fly-line-weight/](http://www.scientificanglers.com/choose-right-fly-line-weight/). The snippet reads: "Written on the **rod** blank or handle is a code number which indicates the line that the **rod** manufacturer suggests is best for most customers; i.e., 6 line. To most **fly** anglers, this means that they should use nothing but a 6 weight line with this **rod**. But to get the full potential from **different** fishing situations, you may want to ...".

The third search result is titled "What Size Fly Rod Do I Need? | Fly Rod Weights & Lengths" with the URL <https://www.vailvalleyanglers.com/blog/brody/what-size-fly-rod-do-i-need>.

On the right side of the search results, there is a red square icon with a white thumbs-down symbol, indicating a user rating or feedback.



# Improve User Experience (UX)

## General Hunting and Fishing Licenses - Nevada Department of Wildlife

[www.ndow.org/Forms\\_and\\_Resources/General\\_Licenses/](http://www.ndow.org/Forms_and_Resources/General_Licenses/) ▼

General Hunting and **Fishing Licenses**. Where To Buy Your Licenses & Stamps. All license agents sell hunting and **fishing licenses**, stamps and transportation permits. Buy Your License or Short Term Permit Online or by phone at 1 (866) 703-4605; Buy your License at an NDOW office or License Agent listed on this page.

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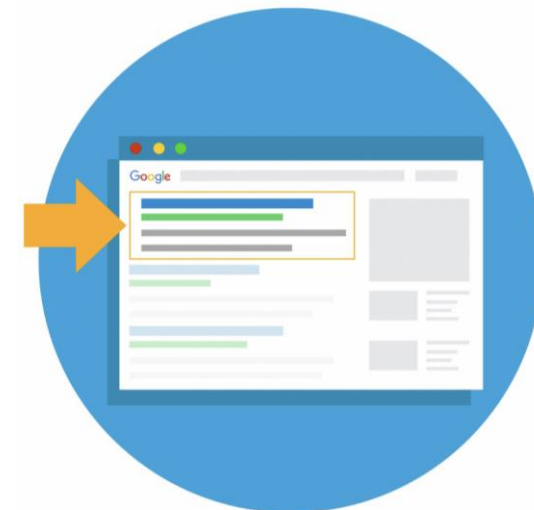
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# Improve User Experience (UX)

The screenshot shows a Google search interface. The search bar contains the text "types of fly rods". Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "Videos", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 691,000 results (0.55 seconds)". There are three search results listed:

- Fly Fishing Rods - Take Me Fishing**  
<https://www.takemefishing.org/fly-fishing/fly-fishing-gear/fly-fishing-rods/> ▼  
How to choose the best fly fishing rod, different materials graphite, fiberglass or bamboo. Essential equipment to begin fly fishing for bass, trout, panfish or saltwater fish.
- How To Choose the Right Fly Line Weight | Scientific Anglers**  
[www.scientificanglers.com/choose-right-fly-line-weight/](http://www.scientificanglers.com/choose-right-fly-line-weight/) ▼  
Written on the rod blank or handle is a code number which indicates the line that the rod manufacturer suggests is best for most customers; i.e., 6 line. To most fly anglers, this means that they should use nothing but a 6 weight line with this rod. But to get the full potential from different fishing situations, you may want to ...
- What Size Fly Rod Do I Need? | Fly Rod Weights & Lengths**  
<https://www.vailvalleyanglers.com/blog/brody/what-size-fly-rod-do-i-need> ▼  
Jul 31, 2013 - Next, consider your budget and get the best rod you can afford. Don't go cheap. Lastly, consider what species of fish you'll be pursuing in the future and what types and methods of fishing you'll be doing. For example, will the rod need to do double duty for bass and trout or will it be used to

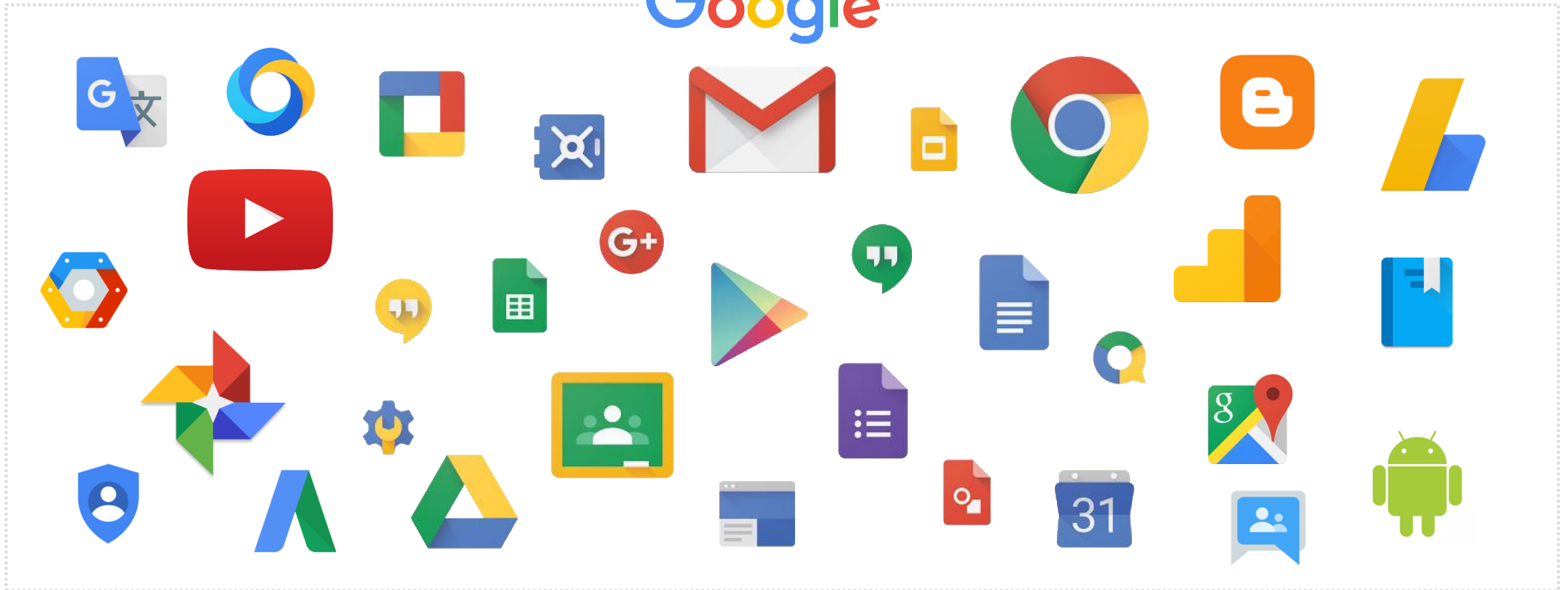




# Improve User Experience (UX)

Google Search is just one product of many

Google







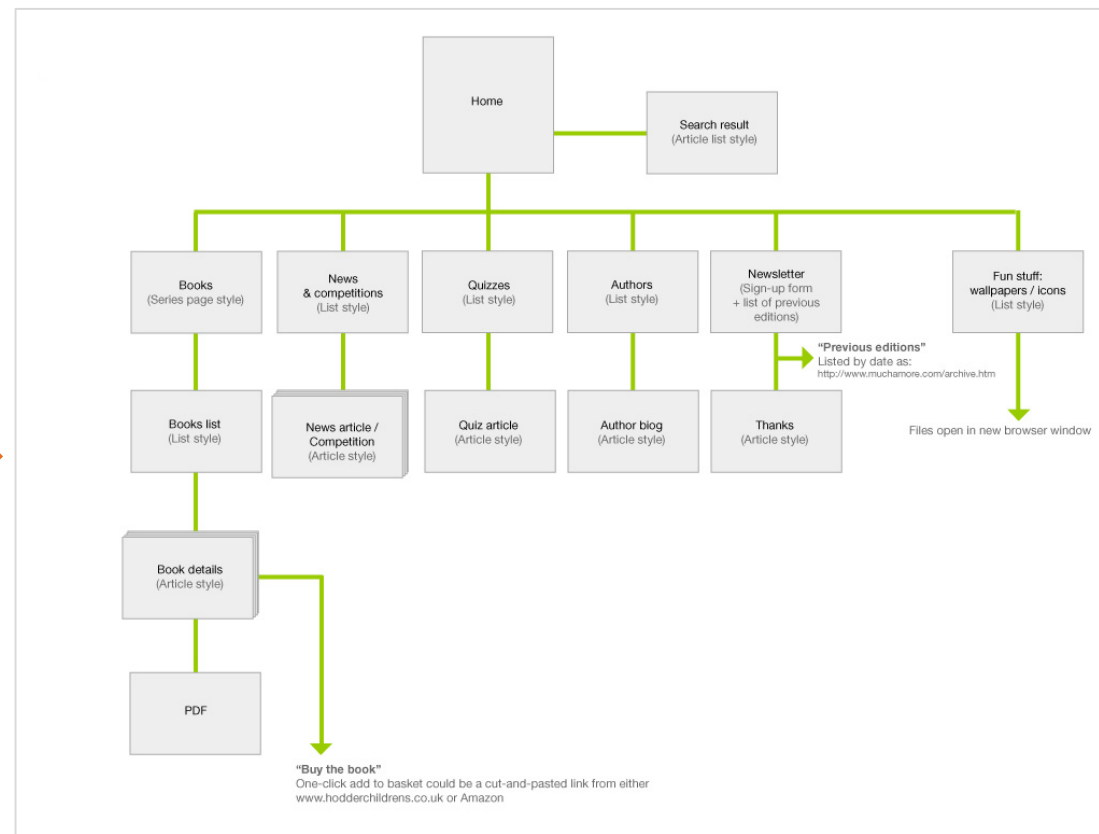
# *Audience Diversity*

**Reach All  
Groups**





# Easier Website Management





# *Easier Website Management*







# *Easier Website Management*





# Lower Maintenance Costs

## TakeMeFishing SEO Content Theme Strategy

Overall Broad Keyword Theme = fishing

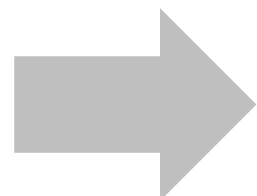
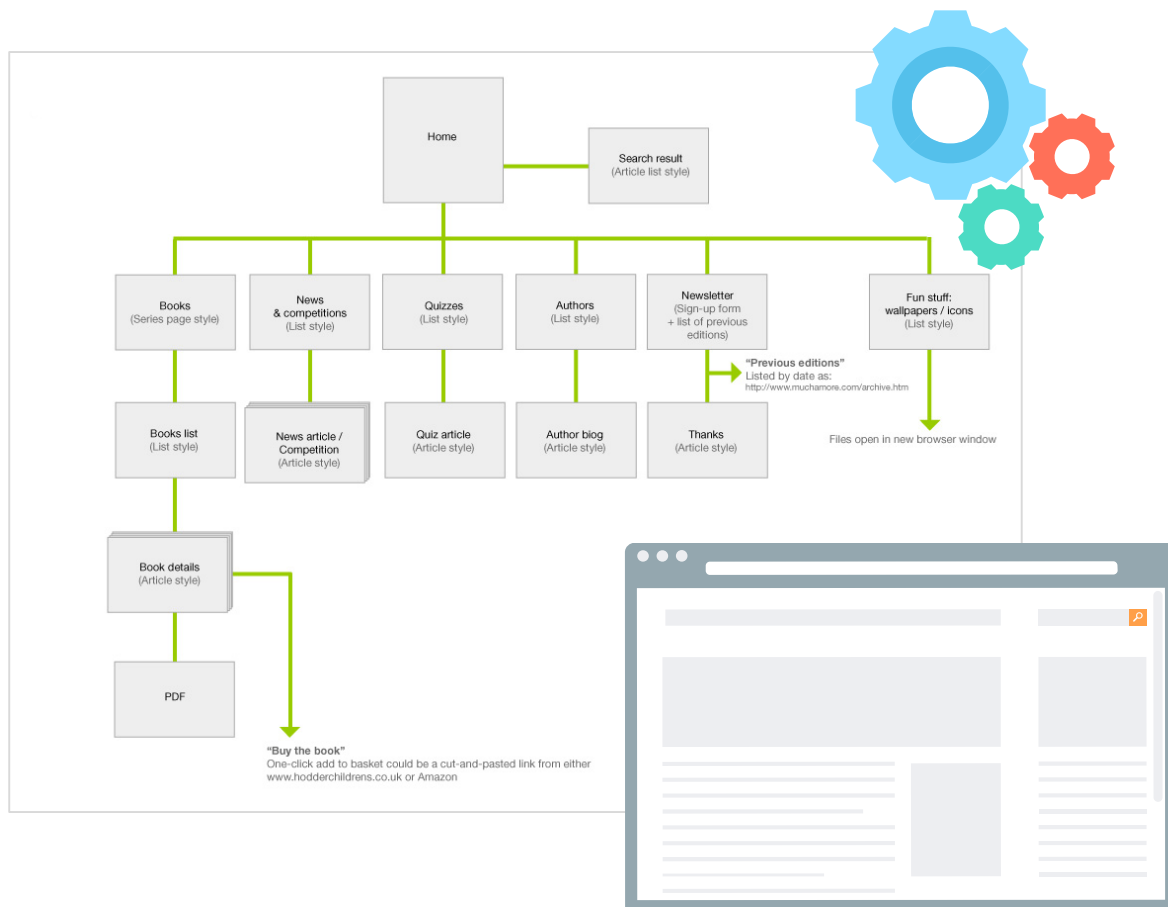
Fishing License					Content Coverage		
Keyword	Search Volume	CPC	Keyword Value	Rank	Web	Blog	
fishing license	9,900	\$0.44	\$4,356	7	3	3	6
lifetime fishing license	720	\$1.28	\$922	-	0	1	1
fish license	480	\$0.40	\$192	5	0	0	0
fishing license online	320	\$0.27	\$86	8	3	3	6
fishing licenses	260	\$0.45	\$117	9	2	3	5
fishing license age	140	\$0.75	\$105	4	0	0	0
how much does a fishing license cost	390	\$0.30	\$117	32	2	0	2
how much are fishing license	320	\$0.27	\$86	45	0	0	0
fishing license price	210	\$0.38	\$80	35	0	0	0
buy fishing license online	210	\$0.49	\$103	4	0	0	0
free fishing license	170	\$0.14	\$24	4	0	0	0
buy fishing license	140	\$0.26	\$36	9	0	0	0
cost of fishing license	140	\$0.19	\$27	-	0	0	0
ohio fishing license	8,100	\$0.31	\$2,511	5	2	0	2
fishing license ohio	1,600	\$0.23	\$368	4	0	0	0
ohio fishing license cost	720	\$0.29	\$209	4	0	0	0
ohio fishing license online	260	\$0.56	\$146	4	2	0	2
ohio non resident fishing license	110	\$0.63	\$69	5	0	0	0
ohio fishing license rules	70	\$0.00	\$0	11	0	0	0
where to get a fishing license	480	\$0.40	\$192	3	0	0	0
where can i get a fishing license	390	\$0.43	\$168	2	0	0	0
where to buy fishing license	320	\$0.34	\$109	2	0	0	0
where to buy a fishing license	170	\$0.22	\$37	3	2	0	2
do i need a fishing license	140	\$0.00	\$0	6	0	0	0
saltwater fishing license	880	\$0.78	\$686	33	0	2	2
freshwater fishing license	210	\$1.71	\$359	25	0	0	0
sport fishing license	40	\$0.00	\$0	12	0	0	0
recreational fishing license	20	\$0.00	\$0	37	0	0	0
trout fishing license	30	\$0.00	\$0	-	0	0	0
trout fishing license arkansas	10	\$0.10	\$1	25	0	0	0
bass fishing license	10	\$0.00	\$0	49	0	0	0
<b>AVERAGE</b>	<b>26,960</b>	<b>\$0.37</b>	<b>11,106</b>	<b>\$14.01</b>	<b>16</b>	<b>12</b>	<b>28</b>

Boat License / Registration					Content Coverage		
Keyword	Search Volume	CPC	Keyword Value	Rank	Web	Blog	
boating license	3,600	\$1.02	\$3,672	13	2	2	4
ohio boating license	880	\$0.39	\$343	11	0	0	0
boating rules	480	\$1.19	\$571	-	0	2	2
boating license test	390	\$0.53	\$207	-	0	0	0
how to get a boating license	320	\$0.73	\$234	-	2	0	2
boating regulations	210	\$0.78	\$164	-	2	0	2
boating laws	170	\$0.67	\$114	-	3	0	3
online boating license	140	\$0.80	\$112	-	0	0	0
boaters license	2,400	\$1.07	\$2,568	-	0	0	0
ohio boaters license	260	\$0.62	\$161	12	0	0	0
boaters license test	90	\$1.25	\$113	-	0	0	0
how to get a boaters license	50	\$1.26	\$63	-	0	0	0
boat license	1,600	\$1.21	\$1,936	43	0	0	0
boat license test	210	\$0.98	\$206	-	0	0	0
how to get boat license	110	\$0.71	\$78	-	0	0	0
boat driving license	110	\$1.39	\$153	-	0	0	0
boat license practice test	20	\$0.32	\$6	-	0	0	0
boat license online	20	\$1.08	\$22	26	0	0	0
boat regulations	70	\$1.77	\$124	-	0	0	0
boat rules	90	\$0.70	\$63	-	0	0	0
boat license ohio	140	\$0.69	\$97	7	0	0	0
ohio boat license	260	\$1.01	\$263	7	0	0	0
ohio boat license renewal	10	\$0.00	\$0	6	0	0	0
ohio boat license cost	10	\$1.45	\$15	10	0	0	0
ohio boat license laws	10	\$0.10	\$1	12	0	0	0
ohio boat laws	50	\$0.00	\$0	18	0	0	0
boat registration	1,000	\$1.20	\$1,200	25	1	3	4
vessel registration	110	\$1.77	\$195	-	0	0	0
boat registration letters	110	\$1.25	\$138	-	0	0	0
boat registration search	110	\$0.22	\$24	4	0	0	0
renew boat registration	90	\$0.00	\$0	-	0	0	0
ohio boat registration	590	\$1.52	\$897	10	0	0	0
ohio boat registration renewal	10	\$0.00	\$0	9	0	0	0
ohio boat registration fees	30	\$0.00	\$0	10	0	0	0
how to register a boat	110	\$0.95	\$105	-	3	0	3
<b>AVERAGE</b>	<b>13,860</b>	<b>\$0.82</b>	<b>13,841</b>	<b>\$13.93</b>	<b>13</b>	<b>7</b>	<b>20</b>

How To					Content Coverage		
Keyword	Search Volume	CPC	Keyword Value	Rank	Web	Blog	
how to fish	5,400	\$1.73	\$9,342	2	3	3	6
how to fish a jig	720	\$0.00	\$0	-	0	0	0
how to fly fish	4,400	\$1.95	\$8,580	1	2	2	4
how to cast a fly rod	880	\$1.36	\$1,197	-	0	0	0
how to tie a fly	390	\$0.00	\$0	-	0	0	0
how to tie a fly line	140	\$2.90	\$406	-	0	0	0
how to cast on	5,400	\$0.09	\$486	-	0	0	0
how to cast a baitcaster	1,000	\$13.39	\$13,390	-	0	0	0
how to cast	720	\$0.00	\$0	-	3	0	3
how to cast a spinning reel	590	\$0.00	\$0	-	0	0	0
how to catch catfish	3,600	\$0.15	\$540	-	0	0	0
how to catch carp	1,900	\$0.00	\$0	8	1	0	1
how to catch bass	1,900	\$4.80	\$9,120	21	0	0	0
how to catch trout	1,600	\$1.44	\$2,304	24	0	2	2
how to catch walleye	1,600	\$0.15	\$240	-	0	0	0
how to tie a fishing knot	3,600	\$3.23	\$11,628	11	0	0	0
how to tie a fishing hook	2,400	\$0.00	\$0	-	0	0	0
how to tie a fish hook	1,600	\$0.00	\$0	-	0	0	0
how to tie a palomar knot	880	\$0.01	\$9	-	0	0	0
how to tie braided line	480	\$0.00	\$0	-	0	0	0
how to fish for trout	1,000	\$1.48	\$1,480	33	0	0	0
how to fish for bass	1,000	\$0.04	\$40	34	0	0	0
how to fish for catfish	720	\$0.02	\$14	42	0	0	0
how to fish for carp	320	\$0.16	\$51	-	0	0	0
how to fish for flounder	260	\$0.09	\$23	-	0	0	0
how to bass fish	1,000	\$0.00	\$0	-	0	0	0
how to surf fish	880	\$0.05	\$44	-	0	0	0
how to ice fish	480	\$1.56	\$749	5	2	1	3
learn how to fish	210	\$0.47	\$99	-	3	1	4
learning how to fish	110	\$0.00	\$0	-	0	1	1
learn how to fly fish	90	\$0.97	\$87	-	1	1	2
i want to learn how to fish	70	\$0.00	\$0	-	0	0	0
<b>AVERAGE</b>	<b>45,340</b>	<b>\$1.13</b>	<b>59,829</b>	<b>\$18.11</b>	<b>15</b>	<b>11</b>	<b>28</b>



# Lower Maintenance Costs



**Lower Costs**



# Cross-Channel Benefit



*I have so many questions*





# Cross-Channel Benefit

Google

*the answer to all of my questions*





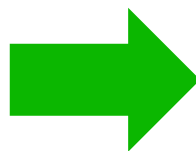
# Cross-Channel Benefit





# Avoid Content Gaps

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.



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# Avoid Content Gaps

## TakeMeFishing SEO Content Theme Strategy

Overall Broad Keyword Theme = fishing

Fishing License					Content Coverage		
Keyword	Search Volume	CPC	Keyword Value	Rank	Web	Blog	
fishing license	9,900	\$0.44	\$4,356	7	3	3	6
lifetime fishing license	720	\$1.28	\$922	-	0	1	1
fish license	480	\$0.40	\$192	5	0	0	0
fishing license online	320	\$0.27	\$86	8	3	3	6
fishing licenses	260	\$0.45	\$117	9	2	3	5
fishing license age	140	\$0.75	\$105	4	0	0	0
how much does a fishing license cost	390	\$0.30	\$117	32	2	0	2
how much are fishing license	320	\$0.27	\$86	45	0	0	0
fishing license price	210	\$0.38	\$80	35	0	0	0
buy fishing license online	210	\$0.49	\$103	4	0	0	0
free fishing license	170	\$0.14	\$24	4	0	0	0
buy fishing license	140	\$0.26	\$36	9	0	0	0
cost of fishing license	140	\$0.19	\$27	-	0	0	0
ohio fishing license	8,100	\$0.31	\$2,511	5	2	0	2
fishing license ohio	1,600	\$0.23	\$368	4	0	0	0
ohio fishing license cost	720	\$0.29	\$209	4	0	0	0
ohio fishing license online	260	\$0.56	\$146	4	2	0	2
ohio non resident fishing license	110	\$0.63	\$69	5	0	0	0
ohio fishing license rules	70	\$0.00	\$0	11	0	0	0
where to get a fishing license	480	\$0.40	\$192	3	0	0	0
where can i get a fishing license	390	\$0.43	\$168	2	0	0	0
where to buy fishing license	320	\$0.34	\$109	2	0	0	0
where to buy a fishing license	170	\$0.22	\$37	3	2	0	2
do i need a fishing license	140	\$0.00	\$0	6	0	0	0
saltwater fishing license	880	\$0.78	\$686	33	0	2	2
freshwater fishing license	210	\$1.71	\$359	25	0	0	0
sport fishing license	40	\$0.00	\$0	12	0	0	0
recreational fishing license	20	\$0.00	\$0	37	0	0	0
trout fishing license	30	\$0.00	\$0	-	0	0	0
trout fishing license arkansas	10	\$0.10	\$1	25	0	0	0
bass fishing license	10	\$0.00	\$0	49	0	0	0
<b>AVERAGE</b>	<b>26,960</b>	<b>\$0.37</b>	<b>\$11,106</b>	<b>\$14.01</b>	<b>16</b>	<b>12</b>	<b>28</b>

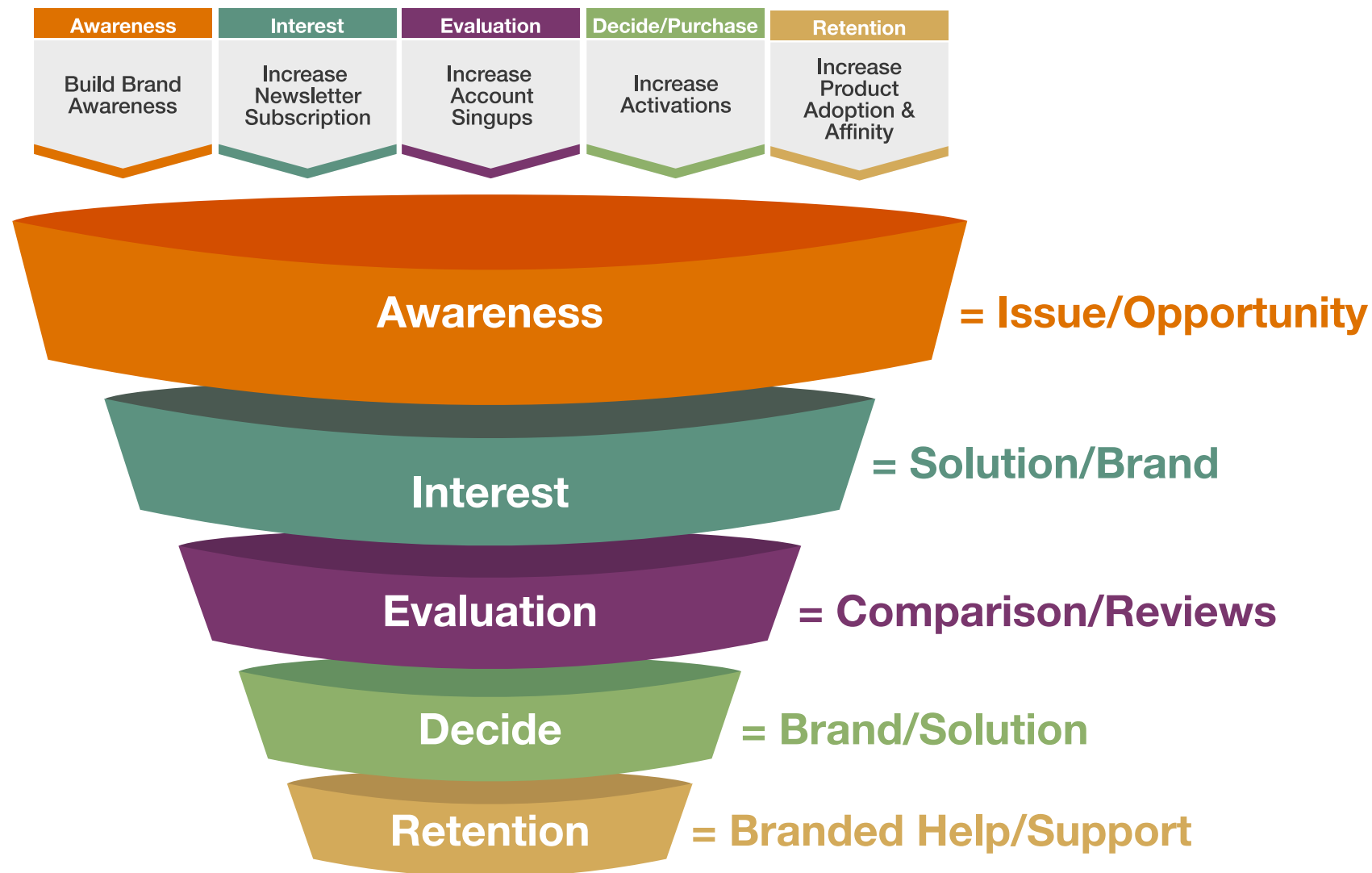
Boat License / Registration					Content Coverage		
Keyword	Search Volume	CPC	Keyword Value	Rank	Web	Blog	
boating license	3,600	\$1.02	\$3,672	13	2	2	4
ohio boating license	880	\$0.39	\$343	11	0	0	0
boating rules	480	\$1.19	\$571	-	0	2	2
boating license test	390	\$0.53	\$207	-	0	0	0
how to get a boating license	320	\$0.73	\$234	-	2	0	2
boating regulations	210	\$0.78	\$164	-	2	0	2
boating laws	170	\$0.67	\$114	-	3	0	3
online boating license	140	\$0.80	\$112	-	0	0	0
boaters license	2,400	\$1.07	\$2,568	-	0	0	0
ohio boaters license	260	\$0.62	\$161	12	0	0	0
boaters license test	90	\$1.25	\$113	-	0	0	0
how to get a boaters license	50	\$1.26	\$63	-	0	0	0
boat license	1,600	\$1.21	\$1,936	43	0	0	0
boat license test	210	\$0.98	\$206	-	0	0	0
how to get boat license	110	\$0.71	\$78	-	0	0	0
boat driving license	110	\$1.39	\$153	-	0	0	0
boat license practice test	20	\$0.32	\$6	-	0	0	0
boat license online	20	\$1.08	\$22	26	0	0	0
boat regulations	70	\$1.77	\$124	-	0	0	0
boat rules	90	\$0.70	\$63	-	0	0	0
boat license ohio	140	\$0.69	\$97	7	0	0	0
ohio boat license	260	\$1.01	\$263	7	0	0	0
ohio boat license renewal	10	\$0.00	\$0	6	0	0	0
ohio boat license cost	10	\$1.45	\$15	10	0	0	0
ohio boat license laws	10	\$0.10	\$1	12	0	0	0
ohio boat laws	50	\$0.00	\$0	18	0	0	0
boat registration	1,000	\$1.20	\$1,200	25	1	3	4
vessel registration	110	\$1.77	\$195	-	0	0	0
boat registration letters	110	\$1.25	\$138	-	0	0	0
boat registration search	110	\$0.22	\$24	4	0	0	0
renew boat registration	90	\$0.00	\$0	-	0	0	0
ohio boat registration	590	\$1.52	\$897	10	0	0	0
ohio boat registration renewal	10	\$0.00	\$0	9	0	0	0
ohio boat registration fees	30	\$0.00	\$0	10	0	0	0
how to register a boat	110	\$0.95	\$105	-	3	0	3
<b>AVERAGE</b>	<b>13,860</b>	<b>\$0.82</b>	<b>\$13,841</b>	<b>\$13.93</b>	<b>13</b>	<b>7</b>	<b>20</b>

How To					Content Coverage		
Keyword	Search Volume	CPC	Keyword Value	Rank	Web	Blog	
how to fish	5,400	\$1.73	\$9,342	2	3	3	6
how to fish a jig	720	\$0.00	\$0	-	0	0	0
how to fly fish	4,400	\$1.95	\$8,580	1	2	2	4
how to cast a fly rod	880	\$1.36	\$1,197	-	0	0	0
how to tie a fly	390	\$0.00	\$0	-	0	0	0
how to tie a fly line	140	\$2.90	\$406	-	0	0	0
how to cast on	5,400	\$0.09	\$486	-	0	0	0
how to cast a baitcaster	1,000	\$13.39	\$13,390	-	0	0	0
how to cast	720	\$0.00	\$0	-	3	0	3
how to cast a spinning reel	590	\$0.00	\$0	-	0	0	0
how to catch catfish	3,600	\$0.15	\$540	-	0	0	0
how to catch carp	1,900	\$0.00	\$0	8	1	0	1
how to catch bass	1,900	\$4.80	\$9,120	21	0	0	0
how to catch trout	1,600	\$1.44	\$2,304	24	0	2	2
how to catch walleye	1,600	\$0.15	\$240	-	0	0	0
how to tie a fishing knot	3,600	\$3.23	\$11,628	11	0	0	0
how to tie a fishing hook	2,400	\$0.00	\$0	-	0	0	0
how to tie a fish hook	1,600	\$0.00	\$0	-	0	0	0
how to tie a palomar knot	880	\$0.01	\$9	-	0	0	0
how to tie braided line	480	\$0.00	\$0	-	0	0	0
how to fish for trout	1,000	\$1.48	\$1,480	33	0	0	0
how to fish for bass	1,000	\$0.04	\$40	34	0	0	0
how to fish for catfish	720	\$0.02	\$14	42	0	0	0
how to fish for carp	320	\$0.16	\$51	-	0	0	0
how to fish for flounder	260	\$0.09	\$23	-	0	0	0
how to bass fish	1,000	\$0.00	\$0	-	0	0	0
how to surf fish	880	\$0.05	\$44	-	0	0	0
how to ice fish	480	\$1.56	\$749	5	2	1	3
learn how to fish	210	\$0.47	\$99	-	3	1	4
learning how to fish	110	\$0.00	\$0	-	0	1	1
learn how to fly fish	90	\$0.97	\$87	-	1	1	2
i want to learn how to fish	70	\$0.00	\$0	-	0	0	0
<b>AVERAGE</b>	<b>45,340</b>	<b>\$1.13</b>	<b>\$59,829</b>	<b>\$18.11</b>	<b>15</b>	<b>11</b>	<b>28</b>









# Cover Customer Journey









# Cover Customer Journey

## Awareness Stage

Keyword	TMF Rank	TMF Ranking URL	Assessment
fishing spots near me	1	<a href="https://www.takemefishing.org/where-to-fish-and-boat/">https://www.takemefishing.org/where-to-fish-and-boat/</a>	The map is your top-ranking page. This is the most appropriate page for this query. 
how to fish	1	<a href="https://www.takemefishing.org/how-to-fish/how-to-catch-fish/">https://www.takemefishing.org/how-to-fish/how-to-catch-fish/</a>	This is an appropriate page for this query, but the most optimal page is /how-to-fish/. 
places to boat	3	<a href="https://www.takemefishing.org/where-to-fish-and-boat/">https://www.takemefishing.org/where-to-fish-and-boat/</a>	The /where-to-fish-and-boat/ page was the top-ranking page for this query. This is the most appropriate page for this query, but the page does not include this exact string of text. 
fishing for beginners	9	<a href="https://www.takemefishing.org/blog/june-2016/4-fishing-tips-for-beginners/">https://www.takemefishing.org/blog/june-2016/4-fishing-tips-for-beginners/</a>	Ranking page is a blog page. There is no dedicated category level page for beginners aside from pages under "how to fish." Could be opportunity to create a page optimized for "beginner." 

## Interest Stage

Keyword	TMF Rank	TMF Ranking URL	Assessment
how to catch catfish	13	<a href="https://www.takemefishing.org/blog/may-2017/how-to-catch-catfish/">https://www.takemefishing.org/blog/may-2017/how-to-catch-catfish/</a>	This is the right post to rank for this query, but a non-blog page would be best. 
best fishing boats	45	<a href="https://www.takemefishing.org/blog/june-2016/tips-for-choosing-the-best-fishing-boats/">https://www.takemefishing.org/blog/june-2016/tips-for-choosing-the-best-fishing-boats/</a>	This is the right page to rank for this query, but the page is old and may need some fresh content to move up the rankings. 
online boating safety course	>50	Not Found	No page is visible in the top 50. Possible page to be further optimized is the /blog/january-2017/online-boating-safety-courses/ page. 
where to fish in california	4	<a href="https://www.takemefishing.org/blog/june-2016/10-best-california-fishing-spots/">https://www.takemefishing.org/blog/june-2016/10-best-california-fishing-spots/</a>	Top-ranking page is /blog/june-2016/10-best-california-fishing-spots/. This is the right page to rank for this query. 



# Cover Customer Journey

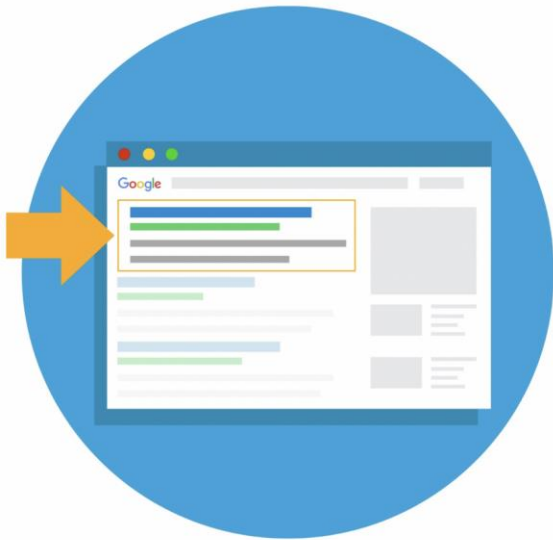
## Content Roadmap

G	H	I	J	K	L	M	N
New Site Content?	KW Theme (broad)	KW Theme (specific)	Planning Notes	Seasonality	Primary Keyword Use the most (2-6 times)	Secondary Keyword Use less than primary keyword, but more than tertiary keyword (1-4 times)	Tertiary Keywords (only use once or twice)
Yes	fishing	fishing license	Create page on which states allow one day fishing licenses, exemptions to one day fishing license, cost, and how to obtain them. We can place this page here <a href="https://www.takemefishing.org/get-a-fishing-license/">https://www.takemefishing.org/get-a-fishing-license/</a>	No	one day fishing license	day fishing license	fishing license, out of state fishing license, fishing license cost, where to get fishing license, online fishing license
Yes	fishing	fly fishing	Build out a page that gives tips on what to look for when choosing an outside resources for fly casting lessons. Also include some instruction on how to get started that points to existing fly casting and fly fishing pages. We can place this page here <a href="https://www.takemefishing.org/fly-fishing/fly-casting/">https://www.takemefishing.org/fly-fishing/fly-casting/</a>	No	fly casting lessons	fly fishing casting lessons	fly fishing, fly casting, fly casting instruction, fly fishing for beginners, how to fish
Yes	boating	where to boat	Create page that highlights several nationally renowned lakes for boating. Could include information about renting boats vs bringing own boat. We can place this page here under "Get on the water" <a href="https://www.takemefishing.org/boating/">https://www.takemefishing.org/boating/</a>	Warm Wea	best boating lakes	best boating lakes in the us	where to boat, best places for boating, top lakes for boating, how to boat, where to rent a boat
Yes	safety	fishing safety	Create page on deep sea fishing safety. We can place this page here <a href="https://www.takemefishing.org/boating/boating-and-water-safety/">https://www.takemefishing.org/boating/boating-and-water-safety/</a>	No	deep sea fishing safety	deep sea fishing safety tips	deep sea fishing safety equipment, deep sea fishing, fishing safety, fishing safety tips
No	fishing	where to fish	Refine the content of the main Illinois fishing page to be optimized for these keywords <a href="https://www.takemefishing.org/illinois/fishing/">https://www.takemefishing.org/illinois/fishing/</a>	No	fishing in illinois	where to fish in illinois	where to go fishing in illinois, where to fish, fishing hot spots, places to fish in illinois



# *Rank + Click + Convert Benefits*

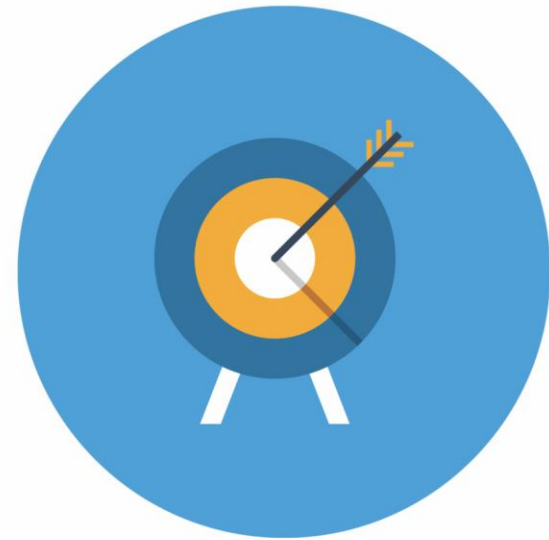
**Rank**



**Click**



**Convert**

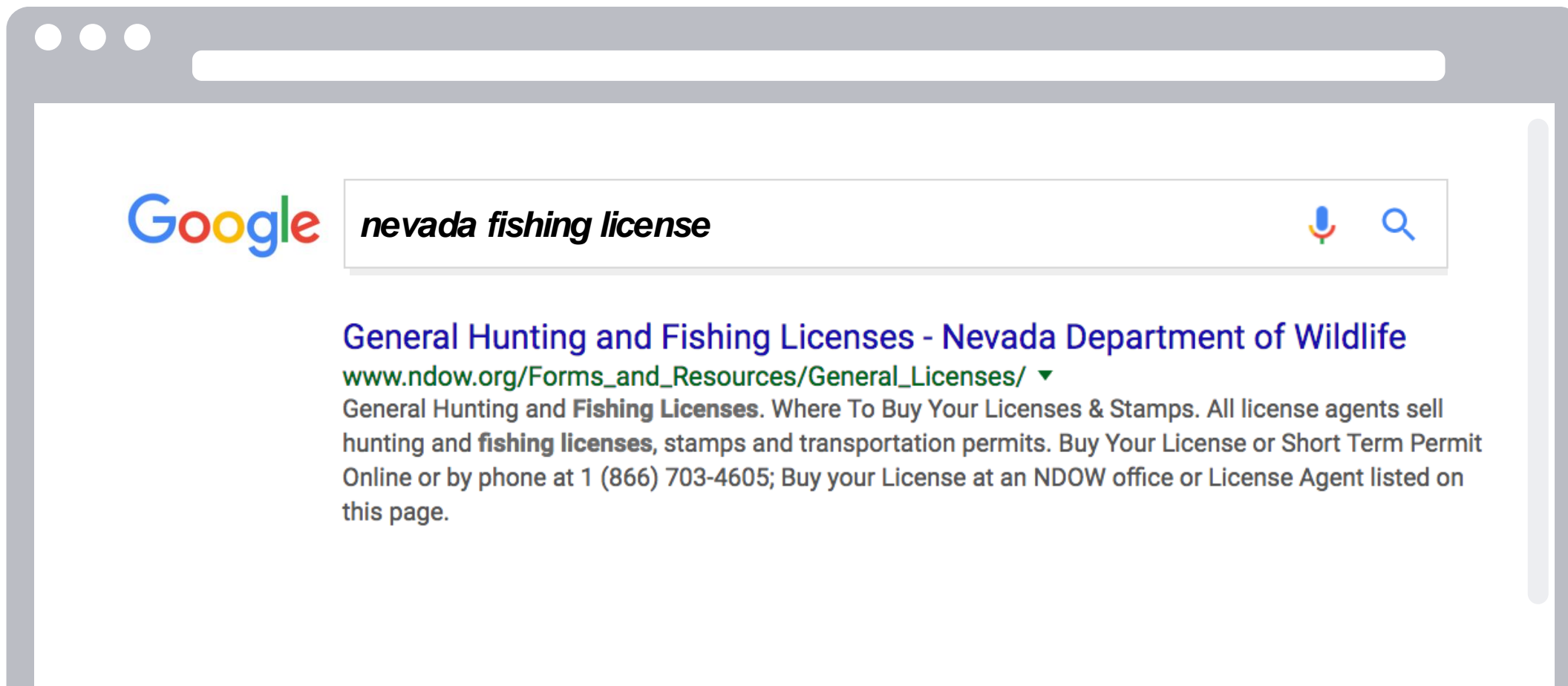




# Benefit: Right Pages Ranking



## Rank





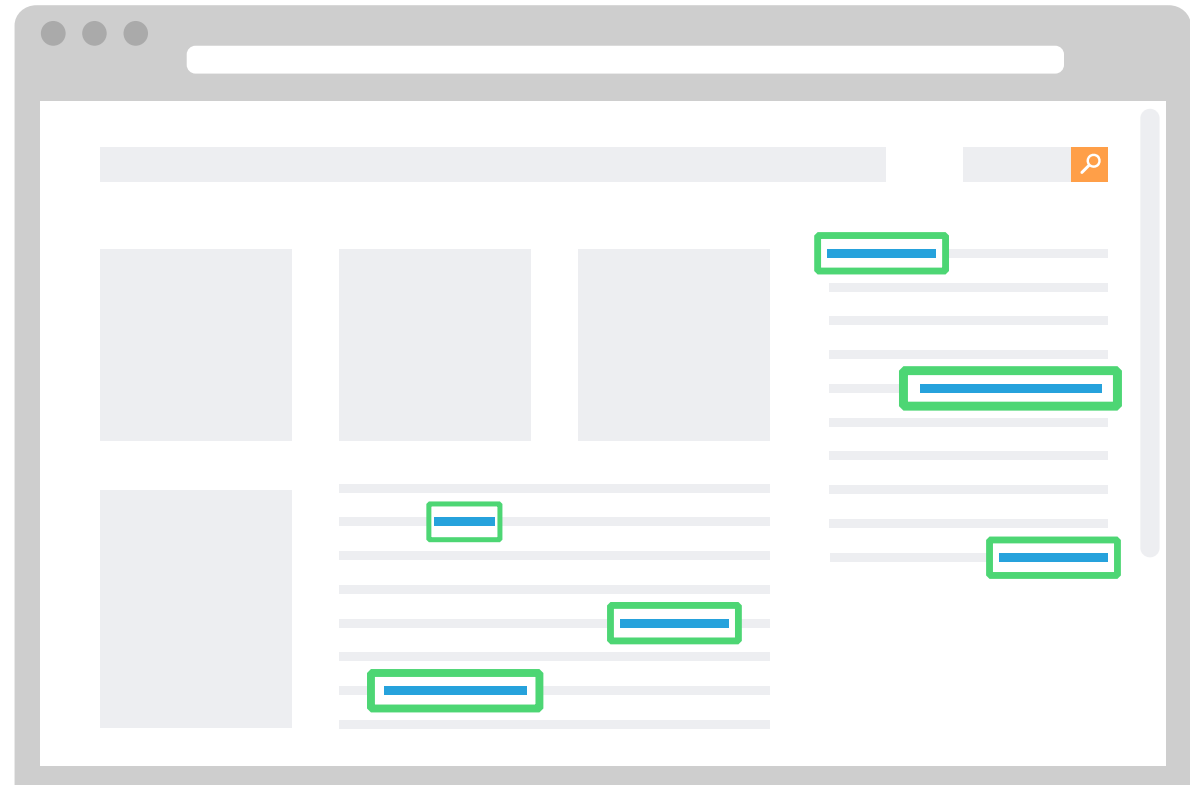
# Benefit: Demand-Driving Content



## Rank

Average Monthly Searches

fishing hot spots .....	2k
fishing tips .....	5k
best lures .....	600



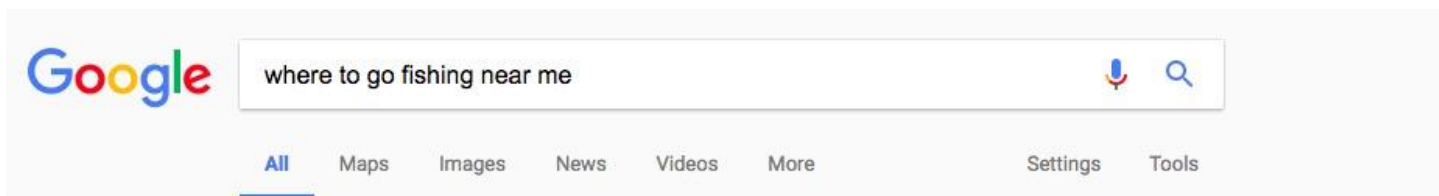




# Benefit: Beat Competitors



## Click



About 2,800,000 results (0.77 seconds)

### Where to Fish, Where to Boat: Interactive Map - Take Me Fishing

<https://www.takemefishing.org/where-to-fish-and-boat/>

Places to Fish and Boat. Our interactive map will help you find great fishing and boating spots in your area and throughout the U.S. You can search for a body of water based on fish species and even find nearby gear and equipment, bait shops, license vendors, boat ramps and more.

### Best Fishing spots in Phoenix, AZ - Yelp

[https://www.yelp.com/search?find\\_desc=Fishing+Spots&find\\_loc=Phoenix%2C...](https://www.yelp.com/search?find_desc=Fishing+Spots&find_loc=Phoenix%2C...)

Reviews on Fishing spots in Phoenix, AZ - Cesar Chavez Park, Rio Salado Habitat Restoration Area, Kiwanis Community Park, Granada Park, Pioneer Community Park, Roadrunner Park, Papago Park, Encanto Park, The Arizona Canal, Tempe Beach Park.

### fishing spots around me - Google

[https://www.google.com/mymaps/viewer?mid...hl=en\\_US](https://www.google.com/mymaps/viewer?mid...hl=en_US)

fishing spots around me.

### Looking for a Good Local Spot for Fishing? We've Found Just the ...

<https://www.allstate.com/tools-and-resources/boat.../local-spot-for-fishing.aspx>

Our partner, Take Me Fishing, has an easy-to-use, interactive map that shows you where to fish and boat near you, what type of fish you might catch there and other points of interest in the area.

### 3 Bank Fishing Hot Spots for Fall Bass - Scout.com

<https://scout.com/.../bass-fishing/.../3-Bank-Fishing-Hot-Spots-for-Fall-Bass-1014519...>

Sep 22, 2015 - Then it hit me: I didn't know where any good shore fishing spots were. I was frazzled; me not being able to go fishing is the equivalent of a fish being out of water. I didn't know anyone from the area, ... For whatever reason, a lot of folks scoff at fishing near boat ramps from the bank. Aren't most boat ramps ...

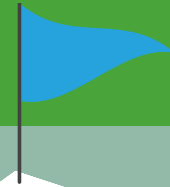
### Fishing | Places to Fish - Trails.com



# *Benefit: Meeting Goals*



# Click







# Benefit: Meet Funding Requirements



## Click







*Benefit: Greater Influence*



**Click**







***Benefit: Build Trust & Confidence***



**Convert**





***Benefit: Increased Revenue***



**Convert**







# *Benefit: Getting People Outside*



## **Convert**





# Agenda

01

*Who is Blast*

02

*Why SEO Matters to You*

03

*What is SEO*

04

*Benefits of SEO*

05

*How to Begin*



# SEO is a Process



## Strategy

Conduct thorough research to identify opportunities and minimize threats.



## Implementation

Connect your strategy with tactics to meet your objectives.



## Training

Educate your team to increase self sufficiency.



## Optimization

Gain insights through analysis to continuously improve and maintain advantage.







# First Step: Learning

## SEO Discovery Questions

Please submit your answers to the following questions in advance of our initial discovery meeting. All questions are optional, but the more information you provide the better we will be able to understand your business, SEO, and marketing needs.

1

Your Company

2

Your Competition

3

Goals

4

SEO History

5

Target Market

6

Sales Cycle

7

Search Marketing

Company Name

Position/Title



# Second Step

# Remove Roadblocks & Issues

**Blast**  
analytics • marketing

## SEO Technical Audit

**RBFF / TakeMeFishing.org**

**Maria Knight**  
mknight@rbff.org

Version 1.0  
August 1, 2017

**Blast**  
analytics • marketing

Confidential

## SEO Content Audit

**RBFF / TakeMeFishing.org**

**Frank Peterson**  
fpeterson@rbff.org

**Maria Knight**  
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Version 1.0  
October 16, 2016

**Blast**  
analytics • marketing

Confidential

## SEO Social Audit

**RBFF / TakeMeFishing.org**

**Frank Peterson**  
peterson@rbff.org

**Maria Knight**  
mknight@rbff.org

Version 1.0  
June 15, 2017



# Action Plan: Tactical First Steps

**5 actions we can get moving on right away to help start moving the needle.**

- 1) Map keywords to top pages (Blast)
- 2) Increase static unique content on home & category pages (Blast & RBFF)
- 3) Remove headings from universal elements (RBFF)
- 4) Refine heading markup (RBFF)
- 5) Optimize meta data (Blast & RBFF)

## ***FIRST***

***Confirm priorities***

## ***SECOND***

***Start taking action with a balance of efforts between complex high priorities and quick wins to start moving the needle in the short-term and achieve long-term sustainable results.***



# *Action Plan: Strategic First Steps*

## *Site-Wide, Long-Term Efforts*

- 1) Develop strategy for efficient optimization
- 2) Map Keywords to all pages
- 3) Change the balance of duplicate to unique content
- 4) Continue to Develop Content Suites
- 5) Continue Filling Content Gaps (Customer Journey/Keyword)



# Training SEO Process & Key Deliverables



## Strategy

- *Discovery*
- *Audits (Content, Velocity, Authority, Social, Technical, Velocity, Competitor, International)*
- *SEO Priorities & 3 Month Plan (update monthly)*
- *Goals & Digital Measurement Framework (DMF)*
- *Strategic Keyword Research*
- *Content Theme Strategy (Keyword mapping)*
- *Market Share & Opportunity Business Cases*
- *Content, Search & Customer Journey (Intent Gap) Analysis*
- *SEO Strategies (Web, Blog, Social, Video, Image)*
- *International & Multi-Domain SEO Strategy*



## Implementation

- *SEO Analytics, Dashboards & Reporting*
- *SEO Mgmt & Measurement Tool Setup*
- *Content Roadmap & Tactical Keyword Research*
- *Content Suite & IA/Nav/Link Strategy*
- *Content Recommendations & Reviews*
- *Content, Technical, Authority/Link Implementation*
- *Content Marketing (Off-site optimization including Social, PR, Video, Image, PDF, other assets)*
- *International SEO Content & Technical Implementation (ccTLD/Country/Language)*
- *Regional/International Outreach*
- *Design/Platform upgrade and domain migration*



## Optimization

- *SEO Performance Analysis & Insights*
- *Assess and evolve SEO Maturity to continually deliver measurable results and meet goals*
- *SEO Tool Management/Optimization*
- *Identify SEO/UX optimization opportunities using quantitative/qualitative data & heuristic evaluation*



## Training

- *SEO Training (1:1, Group/Classroom)*
- *SEO Governance*
  - *Workflows/processes, CoE centralized resources/standards, etc.*
- *SEO Maturity Assessment*

*Thank you!*  
***Blast Team***







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