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
**Services Overview**

### 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

An extension of the RBFF team
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

1. Strategy
   Conduct thorough research to identify opportunities and minimize threats.

2. Implementation
   Connect your strategy with tactics to meet your objectives.

3. Training
   Educate your team to increase self sufficiency.

4. Optimization
   Gain insights through analysis to continuously improve and maintain advantage.
Agenda

01  Who is Blast
02  Why SEO Matters to You
03  What is SEO
04  Benefits of SEO
05  How to Begin
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

Figure 6: Accessibility of federal websites by popularity.

Sources: http://www2.itif.org/2017-benchmarking-government-websites.pdf?
Why SEO Matters to you

Louder voice (dissemination of information)

Google search for "the bald and gold eagle protection act"
Why SEO Matters to you

Clears obstacles
Why SEO Matters to you

Clears obstacles

PageSpeed Insights

**Poor**

49 / 100

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

1 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

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

<table>
<thead>
<tr>
<th>Variation</th>
<th>Visitors</th>
<th>Overall Completions</th>
<th>Overall Completion Rate</th>
<th>% Improvement</th>
<th>Statistical Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original</td>
<td>13,237</td>
<td>1,077</td>
<td>8.14%</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Variation</td>
<td>13,115</td>
<td>1,433</td>
<td>10.33%</td>
<td>34.29%</td>
<td>99%</td>
</tr>
</tbody>
</table>

Test Duration: 5/3/17 – 5/24/17
# Why SEO Matters to you

Helps you set and reach your goals

---

## RBFF - Digital Measurement Framework

<table>
<thead>
<tr>
<th>Objective</th>
<th>Increase Organic rankings</th>
<th>Increase Organic traffic (SEO)</th>
<th>Increase State Overview Interest</th>
<th>Increase “How To” traffic</th>
<th>Increase Blog traffic</th>
<th>Increase Map &amp; “Where To” interest</th>
<th>Increase clicks on State Boating License Links</th>
<th>Increase clicks on State Fishing License Links</th>
<th>Increase Share of Mind</th>
<th>Increase Social Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>Increase top 10 rankings by July 1, 2017</td>
<td>Increase organic traffic sessions by 25% by April 1, 2017</td>
<td>Increase unique pageviews by 35% by April 1, 2017</td>
<td>Increase unique pageviews by 45% by April 1, 2017</td>
<td>Increase unique pageviews by 55% by April 1, 2017</td>
<td>Increase unique pageviews by 65% by April 1, 2017</td>
<td>Increase clicks by 21% by April 1, 2017</td>
<td>Increase clicks by 42% by March 1, 2017</td>
<td>Increase sign ups by X% by April 1, 2017</td>
<td>Increase shares by X% by April 1, 2017</td>
</tr>
<tr>
<td>KPI</td>
<td>Organic Rankings</td>
<td>Sessions</td>
<td>Unique Pageviews</td>
<td>Unique Pageviews</td>
<td>Unique Pageviews</td>
<td>Unique Pageviews</td>
<td>BOAT Registration Clicks</td>
<td>Fishing License Clicks</td>
<td>Newsletter Signups</td>
<td>Social Shares</td>
</tr>
<tr>
<td>Benchmark</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Agenda

01 Who is Blast
02 Why SEO Matters to You
03 What is SEO
04 Benefits of SEO
05 How to Begin
SEO Methodology

- Rank
- Click
- Convert

Success is achieved when winning all three fronts
SEO Methodology

Rank

Google search for "nevada fishing license"

General Hunting and Fishing Licenses - Nevada Department of Wildlife

www.ndow.org/Forms_and_Resources/General_L 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.
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
General Hunting and Fishing Licenses - Nevada Department of Wildlife

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.
SEO Methodology

Convert

Resident Hunting/Fishing License

Apply for a residential license or learn where you can buy a license.

Buy a License Online
SEO Methodology

Demand-Driven

- bass fishing near me
  Search term
  + Compare

United States ▼  Past 5 years ▼  All categories ▼  Web Search ▼

Interest over time ▇

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
SEO Methodology

Strategic + Tactical
01  Who is Blast
02  Why SEO Matters to You
03  What is SEO
04  Benefits of SEO
05  How to Begin
Increase Brand Awareness
Improve User Experience (UX)
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)

online fishing license
Improve User Experience (UX)

Customer Journey

- Awareness
- Interest
- Evaluation
- Decision
- Retention
Improve User Experience (UX)

SEO = UX
Improve User Experience (UX)
Improve User Experience (UX)
Improve User Experience (UX)

- **Saltwater Fishing Rods & Reels - Take Me Fishing**
  

  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.

- **How To Choose the Right Fly Line Weight | Scientific Anglers**
  
  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**
  
Improve User Experience (UX)

Get Hunting and Fishing Licenses - Nevada Department of Wildlife
www.ndow.org/Forms_and_Resources/General_Licenses/
Get Hunting and Fishing Licenses. How 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.
Improve User Experience (UX)

Google search for "types of fly rods"

Fly Fishing Rods - Take Me Fishing
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/
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
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.
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 / Registration

<table>
<thead>
<tr>
<th>Fishing License</th>
<th>Content Coverage</th>
<th>Search Volume</th>
<th>CPC</th>
<th>Keyword Value</th>
<th>Rank</th>
<th>Base</th>
<th>Pass</th>
<th>Fail</th>
</tr>
</thead>
<tbody>
<tr>
<td>fishing license</td>
<td>9,800</td>
<td>$0.44</td>
<td>$4,356</td>
<td>7</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>non-refundable fishing license</td>
<td>729</td>
<td>$0.21</td>
<td>$184</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>fish license</td>
<td>480</td>
<td>$0.46</td>
<td>$192</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>fishing license online</td>
<td>320</td>
<td>$0.22</td>
<td>$86</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>fishing license for out-of-state anglers</td>
<td>240</td>
<td>$0.16</td>
<td>$75</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>fishing license online for non-residents</td>
<td>120</td>
<td>$0.16</td>
<td>$75</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>fishing license for non-residents</td>
<td>70</td>
<td>$0.05</td>
<td>$37</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>where to get a fishing license</td>
<td>480</td>
<td>$0.42</td>
<td>$192</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>where can I get a fishing license</td>
<td>360</td>
<td>$0.42</td>
<td>$192</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>where to buy fishing license</td>
<td>320</td>
<td>$0.34</td>
<td>$89</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>where to buy a fishing license</td>
<td>170</td>
<td>$0.22</td>
<td>$77</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>where to buy a fishing license online</td>
<td>100</td>
<td>$0.16</td>
<td>$75</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>alaska fishing license</td>
<td>800</td>
<td>$0.79</td>
<td>$388</td>
<td>50</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>saltwater fishing license</td>
<td>210</td>
<td>$0.71</td>
<td>$159</td>
<td>25</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>sport fishing license</td>
<td>40</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>recreational fishing license</td>
<td>20</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>trout fishing license</td>
<td>30</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>trout fishing license for non-residents</td>
<td>10</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>bass fishing license</td>
<td>10</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Average

**AVERAGE**

| **28,890** | **14,604** | **846** | **16** | **10** | **20** | **13** | **7** | **20** |

## Boat License / Registration

<table>
<thead>
<tr>
<th>Boat License</th>
<th>Content Coverage</th>
<th>Search Volume</th>
<th>CPC</th>
<th>Keyword Value</th>
<th>Rank</th>
<th>Base</th>
<th>Pass</th>
<th>Fail</th>
</tr>
</thead>
<tbody>
<tr>
<td>boating license</td>
<td>3,600</td>
<td>$1.10</td>
<td>$6,672</td>
<td>13</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>boating rules</td>
<td>480</td>
<td>$0.97</td>
<td>$513</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>boating license test</td>
<td>390</td>
<td>$0.13</td>
<td>$207</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to get a boating license</td>
<td>320</td>
<td>$0.76</td>
<td>$184</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>boating regulations</td>
<td>210</td>
<td>$0.67</td>
<td>$114</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>boating laws</td>
<td>170</td>
<td>$0.67</td>
<td>$114</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>boating license online</td>
<td>140</td>
<td>$0.60</td>
<td>$111</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>boating license test</td>
<td>90</td>
<td>$0.12</td>
<td>$113</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>boating license online</td>
<td>90</td>
<td>$0.12</td>
<td>$113</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>boating license test</td>
<td>90</td>
<td>$0.12</td>
<td>$113</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to get a boating license</td>
<td>90</td>
<td>$0.12</td>
<td>$113</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to fish</td>
<td>5,400</td>
<td>$1.79</td>
<td>$9,342</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to fly a fly</td>
<td>720</td>
<td>$5.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to fish</td>
<td>4,400</td>
<td>$1.95</td>
<td>$8,580</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to fish for trout</td>
<td>480</td>
<td>$1.26</td>
<td>$1,187</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to fly</td>
<td>390</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to fly a fly</td>
<td>140</td>
<td>$0.80</td>
<td>$465</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch fish with a spinning reel</td>
<td>590</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch fish with a Casting Reel</td>
<td>3,600</td>
<td>$0.15</td>
<td>$540</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch fish with a Carp Fishing Rod</td>
<td>1,980</td>
<td>$0.00</td>
<td>$8</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch bass</td>
<td>1,900</td>
<td>$0.40</td>
<td>$120</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch trout</td>
<td>1,600</td>
<td>$1.44</td>
<td>$2,924</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch walleye</td>
<td>1,600</td>
<td>$1.55</td>
<td>$340</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a perch</td>
<td>3,600</td>
<td>$2.33</td>
<td>$11,628</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a trout</td>
<td>1,600</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a fish</td>
<td>880</td>
<td>$0.10</td>
<td>$9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a bass</td>
<td>880</td>
<td>$0.10</td>
<td>$9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a walleye</td>
<td>140</td>
<td>$0.80</td>
<td>$465</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a trout with a spinning reel</td>
<td>590</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a carp</td>
<td>1,980</td>
<td>$0.00</td>
<td>$8</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a bass</td>
<td>1,900</td>
<td>$0.40</td>
<td>$120</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a trout</td>
<td>1,600</td>
<td>$1.44</td>
<td>$2,924</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a walleye</td>
<td>1,600</td>
<td>$1.55</td>
<td>$340</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a perch</td>
<td>3,600</td>
<td>$2.33</td>
<td>$11,628</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a trout</td>
<td>1,600</td>
<td>$0.00</td>
<td>$0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a carp</td>
<td>1,980</td>
<td>$0.00</td>
<td>$8</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a bass</td>
<td>1,900</td>
<td>$0.40</td>
<td>$120</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a trout</td>
<td>1,600</td>
<td>$1.44</td>
<td>$2,924</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>how to catch a walleye</td>
<td>1,600</td>
<td>$1.55</td>
<td>$340</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Average

**AVERAGE**

| **28,890** | **14,604** | **846** | **16** | **10** | **20** | **13** | **7** | **20** | **85,940** | **14,604** | **846** | **16** | **10** | **20** | **13** | **7** | **20** |

---

**Note:** The table above represents the search volume, CPC, and keyword value for various fishing and boating licenses and regulations. The data is used to strategize SEO content to optimize visibility and attract users interested in these topics.
Lower Maintenance Costs

- Lower Costs
Cross-Channel Benefit

I have so many questions
Cross-Channel Benefit

the answer to all of my questions
Cross-Channel Benefit

SEO

Paid Search

Social

Referral

Direct

Email
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 lboris 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 minim 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.
## TakeMeFishing SEO Content Theme Strategy

**Overall Broad Keyword Theme = fishing**

### Fishing License / Registration

<table>
<thead>
<tr>
<th>Fishing License</th>
<th>Content Coverage</th>
<th>Keyword</th>
<th>Search Volume</th>
<th>CPC</th>
<th>Keyword Value</th>
<th>Rank</th>
<th>Web</th>
<th>How To</th>
</tr>
</thead>
<tbody>
<tr>
<td>fishing license</td>
<td>9,900</td>
<td>$0.44</td>
<td>$4,356</td>
<td>7</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>trout fishing license</td>
<td>30</td>
<td>$0.00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>bass fishing license</td>
<td>10</td>
<td>$0.00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

### Boat License / Registration

<table>
<thead>
<tr>
<th>Boat License / Registration</th>
<th>Content Coverage</th>
<th>Keyword</th>
<th>Search Volume</th>
<th>CPC</th>
<th>Keyword Value</th>
<th>Rank</th>
<th>Web</th>
<th>How To</th>
</tr>
</thead>
<tbody>
<tr>
<td>boating license</td>
<td>3,600</td>
<td>$1.12</td>
<td>$1,672</td>
<td>13</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>boating rules</td>
<td></td>
<td>$1.12</td>
<td>$1,672</td>
<td>13</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

### How To

- **To fish**: 5,400, $1.79, $9,342
- **How to fish**: 4,400, $1.95, $8,580
- **How to cast**: 1,000, $13.99, $13,390
- **How to cast a fishing line**: 2,100, $4.44, $9,506
- **How to catch crappie**: 1,000, $11.75, $15,100
- **How to catch bass**: 1,000, $14.98, $19,130
- **How to catch trout**: 1,000, $25.45, $30,540
- **How to cast a spinning reel**: 590, $0.00, $0
- **How to catch catfish**: 3,600, $9.16, $54.00
- **How to catch carp**: 1,000, $5.00, $8
- **How to catch bass**: 1,000, $4.80, $9.120
- **How to catch trout**: 1,000, $1.44, $2.024
- **How to catch catfish**: 1,000, $11.75, $15,100
- **How to cast a fishing line**: 2,100, $4.44, $9,506
- **How to fish a panfish**: 880, $1.01, $9
- **How to fish a brook trout**: 480, $0.00, $0
Cover Customer Journey

Awareness
- Build Brand Awareness

Interest
- Increase Newsletter Subscription

Evaluation
- Increase Account Signups

Decide/Purchase
- Increase Activations

Retention
- Increase Product Adoption & Affinity

= Issue/Opportunity

= Solution/Brand

= Comparison/Reviews

= Brand/Solution

= Branded Help/Support
# Cover Customer Journey

## Awareness Stage

<table>
<thead>
<tr>
<th>Keyword</th>
<th>TMF Rank</th>
<th>TMF Ranking URL</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>fishing spots near me</td>
<td>1</td>
<td><a href="https://www.takemefishing.org/where-to-fish-and-boat/">https://www.takemefishing.org/where-to-fish-and-boat/</a></td>
<td>The map is your top-ranking page. This is the most appropriate page for this query.</td>
</tr>
<tr>
<td>how to fish</td>
<td>1</td>
<td><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></td>
<td>This is an appropriate page for this query, but the most optimal page is /how-to-fish/.</td>
</tr>
<tr>
<td>places to boat</td>
<td>3</td>
<td><a href="https://www.takemefishing.org/where-to-fish-and-boat/">https://www.takemefishing.org/where-to-fish-and-boat/</a></td>
<td>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.</td>
</tr>
<tr>
<td>fishing for beginners</td>
<td>9</td>
<td><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></td>
<td>Ranking page is a blog page. There is no dedicated category level page for beginners aside from pages under &quot;how to fish.&quot; Could be opportunity to create a page optimized for &quot;beginner.&quot;</td>
</tr>
</tbody>
</table>

## Interest Stage

<table>
<thead>
<tr>
<th>Keyword</th>
<th>TMF Rank</th>
<th>TMF Ranking URL</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>how to catch catfish</td>
<td>13</td>
<td><a href="https://www.takemefishing.org/blog/june-2016/6-best-catfish-tips-for-beginners/">https://www.takemefishing.org/blog/june-2016/6-best-catfish-tips-for-beginners/</a></td>
<td>This is the right page to rank for this query, but a non-blog page would be best.</td>
</tr>
<tr>
<td>best fishing boats</td>
<td>45</td>
<td><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></td>
<td>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.</td>
</tr>
<tr>
<td>online boating safety course</td>
<td>&gt;50</td>
<td>Not Found</td>
<td>No page is visible in the top 50. Possible page to be further optimized is the /blog/january-2017/online-boating-safety-courses/page.</td>
</tr>
<tr>
<td>where to fish in california</td>
<td>4</td>
<td><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></td>
<td>Top-ranking page is /blog/june-2016/10-best-california-fishing-spots/. This is the right page to rank for this query.</td>
</tr>
</tbody>
</table>
## Content Roadmap

<table>
<thead>
<tr>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Site Content?</td>
<td>KW Theme (broad)</td>
<td>KW Theme (specific)</td>
<td>Planning Notes</td>
<td>Seasonality</td>
<td>Primary Keyword</td>
<td>Secondary Keyword</td>
<td>Tertiary Keywords</td>
</tr>
<tr>
<td>Yes</td>
<td>fishing</td>
<td>fishing license</td>
<td>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></td>
<td>No</td>
<td>one day fishing license</td>
<td>day fishing license</td>
<td>fishing license, out of state fishing license, fishing license cost, where to get fishing license, online fishing license</td>
</tr>
<tr>
<td>Yes</td>
<td>fishing</td>
<td>fly fishing</td>
<td>Build out a page that gives tips on what to look for when choosing an outside resource 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></td>
<td>No</td>
<td>fly casting lessons</td>
<td>fly fishing casting lessons</td>
<td>fly fishing, fly casting, fly casting instruction, fly fishing for beginners, how to fish</td>
</tr>
<tr>
<td>Yes</td>
<td>boating</td>
<td>where to boat</td>
<td>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 &quot;Get on the water&quot; <a href="https://www.takemefishing.org/boating/">https://www.takemefishing.org/boating/</a></td>
<td>Warm</td>
<td>best boating lakes</td>
<td>best boating lakes in the us</td>
<td>where to boat, best places for boating, top lakes for boating, how to boat, where to rent a boat</td>
</tr>
<tr>
<td>Yes</td>
<td>safety</td>
<td>fishing safety</td>
<td>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></td>
<td>No</td>
<td>deep sea fishing safety tips</td>
<td>deep sea fishing safety equipment, deep sea fishing, fishing safety, fishing safety tips</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>fishing</td>
<td>where to fish</td>
<td>Refine the content of the main Illinois fishing page to be optimized for these keywords</td>
<td>No</td>
<td>fishing in Illinois</td>
<td>where to fish in illinois</td>
<td>where to go fishing in illinois, where to fish, fishing hot spots, places to fish in illinois</td>
</tr>
</tbody>
</table>
Rank + Click + Convert Benefits

Rank

Click

Convert
Rank

Google search for "nevada fishing license"

General Hunting and Fishing Licenses - Nevada Department of Wildlife

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.
Rank

Average Monthly Searches

fishing hot spots ........................................ 2k
fishing tips .................................................. 5k
best lures ..................................................... 600
Benefit: Beat Competitors

Click

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+AZ...

fishing spots around me - Google
fishing spots around me.

Looking for a Good Local Spot for Fishing? We've Found Just the...
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, 2013 - Then it hit me. I didn't know where any good shore fishing spots were. I was flustered; 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 - Trail.com
Benefit: Meeting Goals

Click
Benefit: Meet Funding Requirements

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

1. Strategy
   Conduct thorough research to identify opportunities and minimize threats.

2. Implementation
   Connect your strategy with tactics to meet your objectives.

3. Optimization
   Gain insights through analysis to continuously improve and maintain advantage.

4. Training
   Educate your team to increase self-sufficiency.
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
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.
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