

**An SEO Creative (R)evolution:
using **data** and **ideas** to stay ahead**

About me

Founder of freelance SEO agency
Manyminds Digital

Corporate **creativity trainer**

Author, mentor, coach

Proud citizen of Europe

Embarrassed by Theresa May



MANYMINDS

@kirsty_hulse #FOS19

**Let me start by telling you
a secret...**



**Me doing
SEO in
2010**





**Me doing
SEO in
2018**

The Future of SEO is on the SERP



Rand Fishkin

brightonSEO®

	February 2016			February 2018		
	Organic	Paid	No Clicks	Organic	Paid	No Clicks
Desktop	65.56%	2.50%	34.44%	65.72%	3.82%	34.28%
Mobile	58.43%	1.83%	41.57%	38.97%	3.12%	61.03%

20% drop in mobile, organic CTR. 20% increase in mobile "no click" searches.



Tl:dr, we need to start owning brand stories and the whole customer journey



**We can't be just demand
capture**





The Guardian

FREE METRO

BBC RADIO



London Evening Standard



STYLIST
MAGAZINE

itv NEWS

This is MONEY.co.uk
FINANCIAL WEBSITE OF THE YEAR

Mail Online

Aol.

YAHOO!
NEWS

switchradio

Plus hundreds more



@kirsty_hulse #FOS19



It's only gone out to 2 cities. More to follow on Monday! BBC and ITV want to get involved too 😎

15:11

I'm pulling together a full excel as the coverage is multiplying by the hour

15:13

🤔 I have never seen such a PR success for a client in all my days! They will hopefully be really happy

15:15



MANYMINDS

@kirsty_hulse #FOS19

**But we didn't get enough
links**





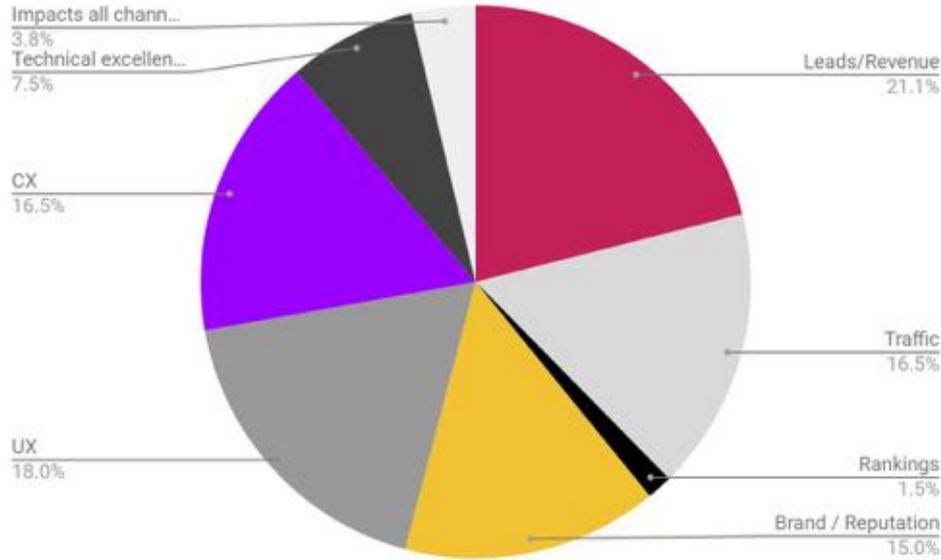
SEO's have a **growing** challenge

@kirsty_hulse #FOS19



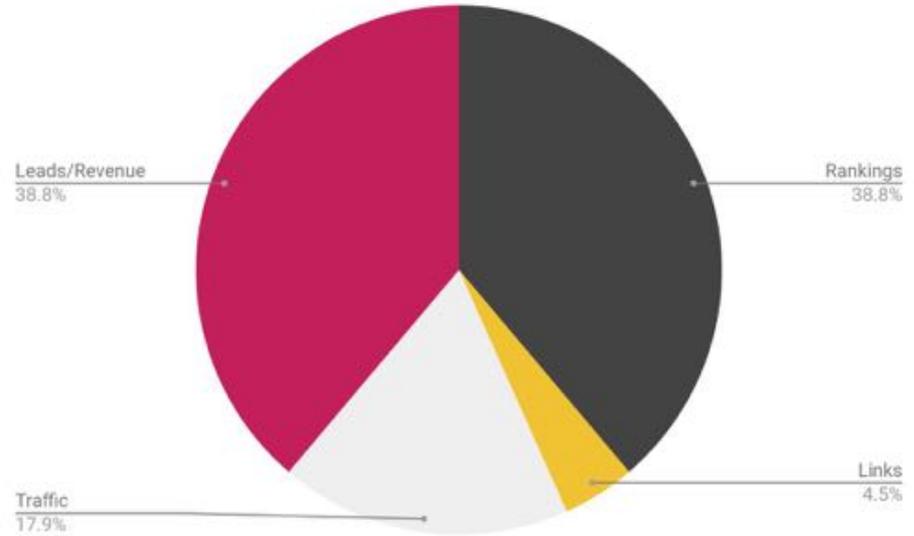

MANYMINDS

@kirsty_hulse #FOS19



**I asked 30 SEOs
what SEO can do
for a business**

I asked 30 senior marketers, CEOs and Founders what SEO can do for their business



**We are still the rankings
guys**

DESTINY'S CHILD

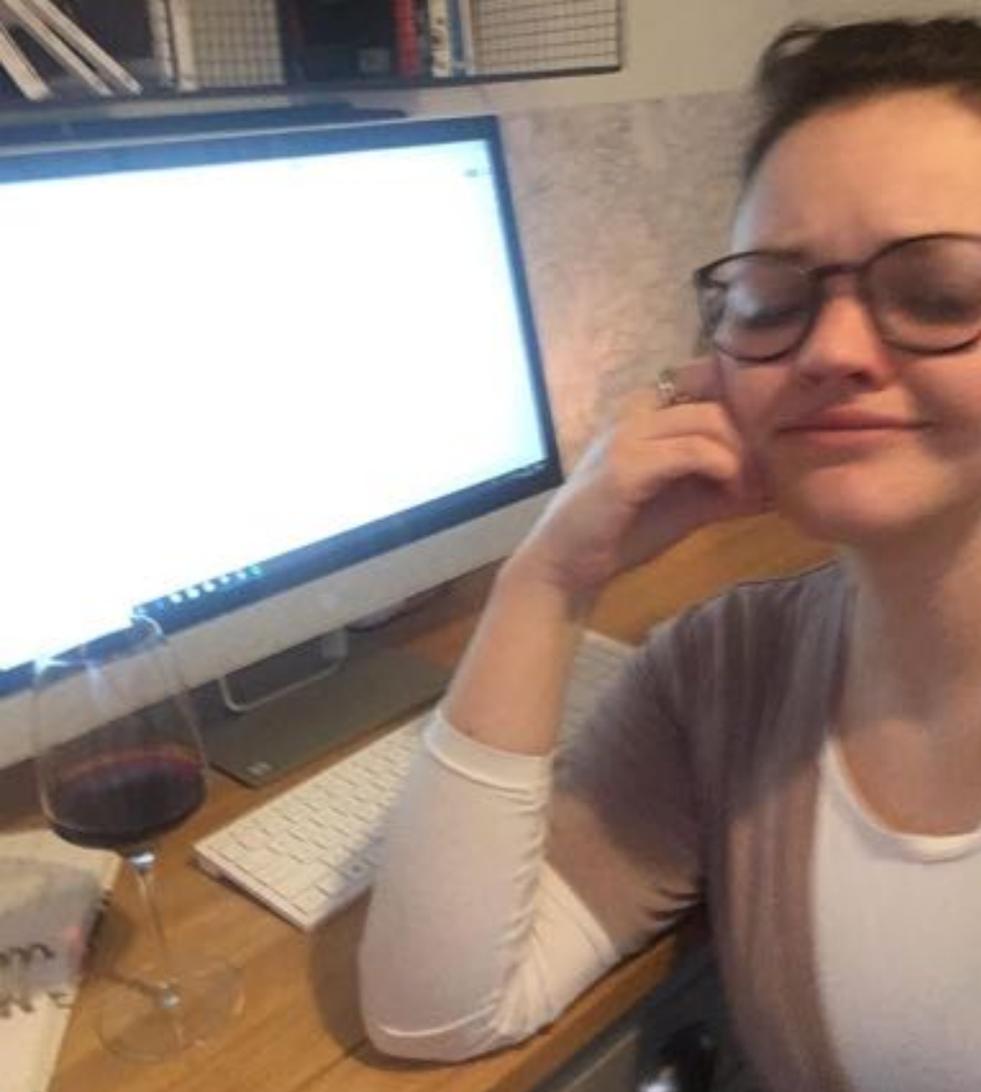


JUMPIN' JUMPIN'

JEAN TONIQUE REMIX

Talk focus

1. How can we **keep getting links?**
2. How can we be recognised for **the additional value** we add?



**I did a lot of
research
recently**

@kirsty_hulse #FOS19

An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous buildings and green spaces. The image is cropped into a circular shape, centered in the frame. The background is a light, hazy grey.

**What content was
linked to in 2018?**

URL	Target	Follows Fi	Content Type	Data Format	Topic	Paid	Format level	DA
https://www.technology.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Medicine	Unlikely	2	90
https://www.motorjournal.com/news/2018/01/22/autonomous-vehicles-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	94
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Data Journalism	External Survey	Mental Health	Unlikely	2	71
https://www.journoym.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	0	Data Journalism	External Survey	Mental Health	Unlikely	2	81
https://www.technology.com/news/2018/01/22/health-care-robotics-2018-forecast/	Content Page	1	Static Visual	External Survey	Future Predictions	Unlikely	3	55
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Data Journalism	External Survey	Mental Health	Unlikely	2	78
https://www.bimbi.co.uk/carbon/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Future Predictions	Unlikely	4	79
https://www.technology.com/news/2018/01/22/health-care-robotics-2018-forecast/	Landing Page	1	Interview / Comment	Reactive	Start Ups	Unlikely	1	62
https://www.technology.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Future Predictions	Unlikely	4	91
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Medicine	Unlikely	2	65
https://www.technology.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Data Journalism	External Survey	HR	Unlikely	2	65
https://www.motorjournal.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Interview / Comment	Reactive	Industry news	Unlikely	1	79
https://www.technology.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Interview / Comment	Reactive	Industry news	Unlikely	1	67
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Interview / Comment	Reactive	Industry news	Unlikely	1	65
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Data Journalism	External Survey	Mental Health	Unlikely	2	41
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	65
https://www.technology.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Interview / Comment	Reactive	Industry news	Unlikely	1	48
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	71
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Tech	Unlikely	2	84
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Property	Unlikely	2	47
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Interview / Comment	Reactive	Industry news	Unlikely	1	62
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	63
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Future Predictions	Unlikely	4	45
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	72
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Interview / Comment	Reactive	Industry news	Unlikely	1	57
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Future Predictions	Unlikely	4	61
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Mental Health	Unlikely	2	45
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Data Journalism	External Survey	SMBs	Unlikely	2	40
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	58
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Mental Health	Unlikely	2	68
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Content Page	1	Static Visual	External Survey	Future Predictions	Unlikely	3	30
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Mental Health	Unlikely	2	55
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	54
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Static Visual	External Survey	Mental Health	Unlikely	3	55
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Tech	Unlikely	2	53
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Content Page	1	Static Visual	External Survey	Mental Health	Unlikely	3	44
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Content Page	1	Static Visual	External Survey	Mental Health	Unlikely	3	31
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Content Page	1	Static Visual	External Survey	Future Predictions	Unlikely	3	32
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Static Visual	External Survey	Mental Health	Unlikely	3	35
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Content Page	1	Interactive	Interactive	Van Safety	Highly likely	5	37
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Content Page	1	Interactive	Interactive	Van Safety	Highly likely	5	28
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Content Page	1	Interactive	Interactive	Van Safety	Highly likely	5	33
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Content Page	1	Interactive	Interactive	Van Safety	Highly likely	5	45
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Mental Health	Unlikely	2	45
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Property	Unlikely	2	42
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Tech	Unlikely	2	47
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	45
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Property	Unlikely	2	52
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	53
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Home Page	1	Data Journalism	External Survey	SMBs	Unlikely	2	47
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Mental Health	Unlikely	2	47
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Blog Post	1	Data Journalism	External Survey	Property	Unlikely	2	51
https://www.healthcare.com/news/2018/01/22/health-care-robotics-2018-forecast/	Whitepaper	1	Research / Whitepaper	Whitepaper	Tech	Unlikely	4	53

3 high ranking sites in Insurance, Ecom cool, Ecom dry, Travel, Finance

Analysed the top 150 links earned in 2018ish

Defined a scale of content effort

Identified how likely it was to be a paid placement

Data journalism

Interview / Comment

Research / Whitepaper

Giveaway

Product Guide

Static Visual

Interactive



Key findings

The most linked to content was **probably not** created by SEOs

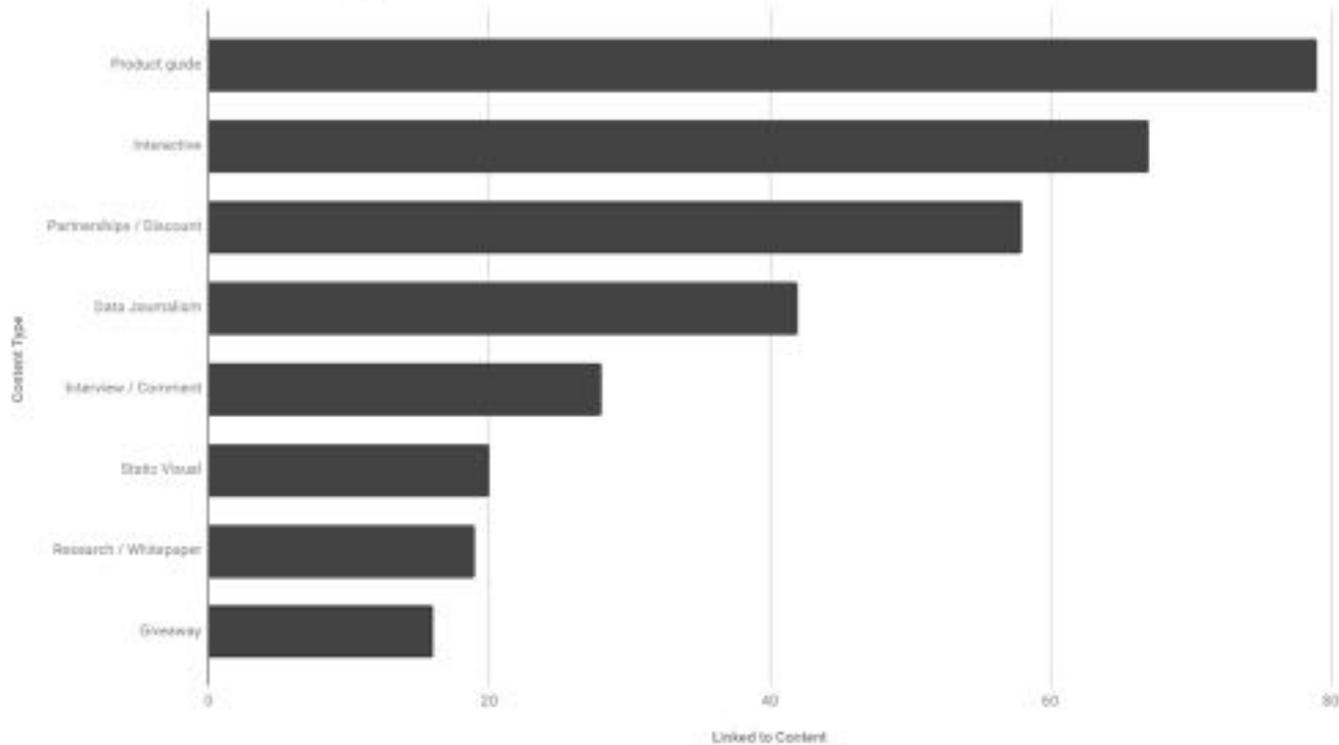
Strong **ideas** and genuine **news**

No correlation between **effort and reward**

'Product guides' were the most linked to content of 2018*

*from the random sample I selected

Linked to Content vs. Content Type



**Helping journalists write
the **stories they want** using
information you have about
your products**



A constant seasonal, reactive cycle



EDITION UK **HUFFPOST** f t

NEWS POLITICS ENTERTAINMENT LIFESTYLE FINDS PARENTS VIDEO

WEIRD NEWS 26/05/2018 13:00 BST

172 **Weird Father's Day Gifts Your Dad Doesn't Know He Wants (But He Does)**

Why buy a boring tie when you can give him testicle plush toys?

By David Moye, HuffPost US



☰ **BUSTLE** f t p i g v q

How To Customize Your Bath If You're Not Oprah-Level Rich

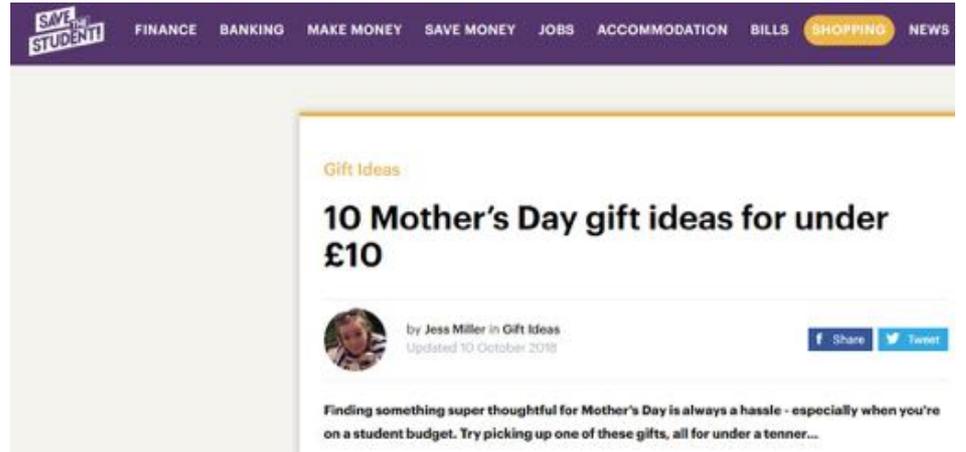
By [JR THORPE](#) | Mar 21 2018 | f



The Telegraph HOME

Lifestyle | Christmas

Gift finder | How to have the perfect Christmas | Charity appeal | Christmas



SAVE STUDENT! FINANCE BANKING MAKE MONEY SAVE MONEY JOBS ACCOMMODATION BILLS **SHOPPING** NEWS

Gift Ideas

10 Mother's Day gift ideas for under £10

by [Jess Miller](#) in Gift Ideas
Updated 10 October 2018

f Share t Tweet

Finding something super thoughtful for Mother's Day is always a hassle - especially when you're on a student budget. Try picking up one of these gifts, all for under a tenner...

★ - Lifestyle - Christmas -

20 best Christmas gifts for boys



@kirsty_hulse #FOS19

**Note: this “most linked”
content was probably
created by traditional PRs**





No

products?

No problem!



MANYMINDS

FOR THE MAMEPS

Raspberry Pi 3 Model B vs. 3 B+: Which should you buy?

Changes to the network interface and a small processor revision sound minor but could make a difference for your project.

HOME PAGE / TRAVEL / TRAVEL NOTES



Ten Ways To Make Your Honeymoon Special

www.10honeymoons.co.uk



Stories
Clients
Simpleweb
Knowledge



Expertise
Startups
Blockchain



Portfolio

The best tools and software for fast-growth startups

Published on 22nd October, 2018 by [Alice](#)

Search..

Game-Changing Software Solutions to Power Your Startup

BY SCOTT GERBER

Business.com / Software / Last Modified: February 22, 2017

SHARE THIS



To replicate:

Journo requests on
Twitter

Join a media database
(Gorkana, Cision)

Join HARO

Do active 'gift guide'
outreach - {industry} +
guide}



Alison Coleman @alisonbcoleman · Jan 30

Urgent Guardian #journorequest need local business, (not social enterprise) active in creating sense of community, eg, provide space for coffee mornings for mums or shared workspace? Or organising some community activity? As an extra, not core biz activity

49 28 43



Headlinemoney @Headlinemoney_ · Jan 29

Can you help? Freelance journalist writing for The Telegraph would like to talk to SMEs bit.ly/1jy7q8L #journorequest

11 3 5



Rachel Moss @rachelmoss_ · Feb 1

People who've ditched cow's milk for plant-based alternatives, why? Doing some research for a story - is it health reasons, environmental concerns, animal welfare etc etc. Pls DM or reply below #journorequest

35 3 19



Natalie Morris @Nmozz · Jan 28

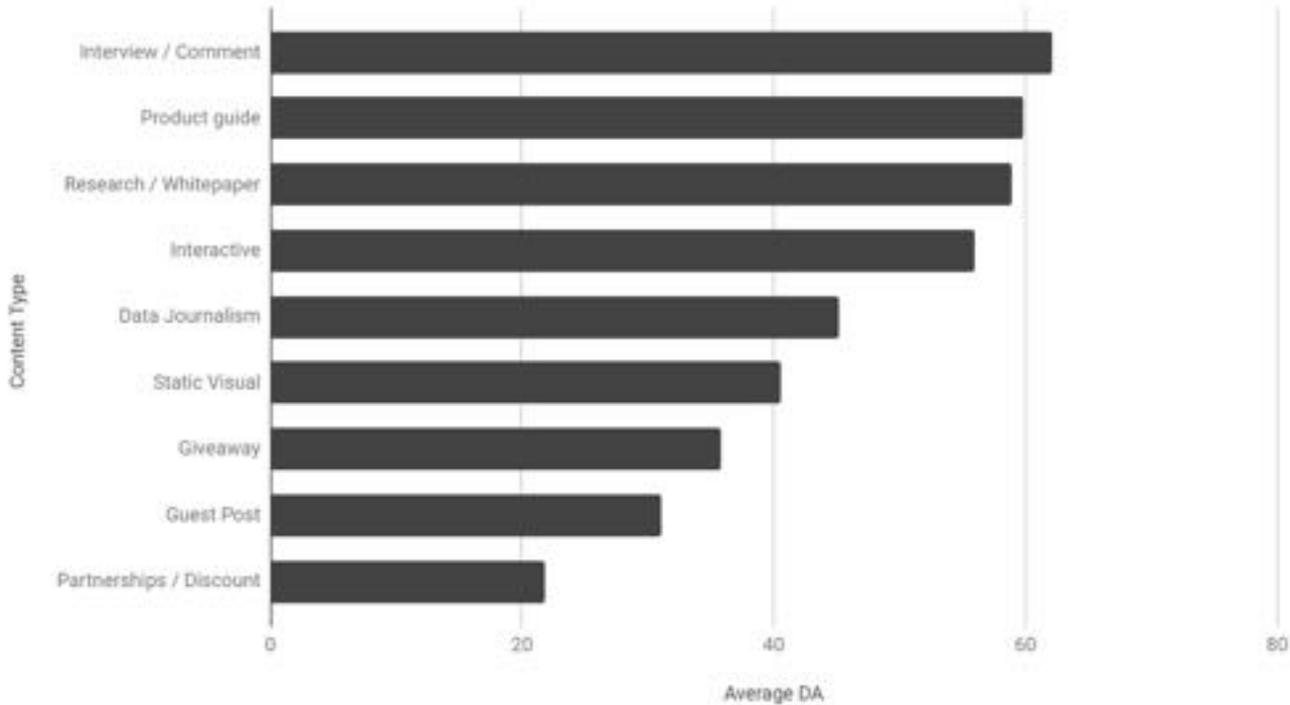
I'm on the hunt for #StrongWomen who don't fit the stereotypical mould of women who workout (i.e size 6 Sweaty Betty Instagram models) - is that you?? Looking for diversity in age/size/ability - everything. Get in touch for a project #JournoRequest #FitFam

131 151 351

Show this thread

'Interview / Comment' gets the "highest quality" links

Average DA vs. Content Type



An insurance brand **killed it** with this

Evening Telegraph

Start typing

NEWS / UK AND WORLD

Gatwick travel chaos: What are consumers entitled to?

itv

Live TV Shows Categories News

NEWS

Top stories Your area Topics Sport Weather

ITV REPORT 21 December 2018 at 14:46pm

Gatwick travel chaos: What are consumers entitled to?

Aol.

Enter City/Postcode

Mail

Login / Join

News

UK

Money

The Telegraph

HOME NEWS 5

News

UK World Politics Science Education Health Brexit Royals Investigatio

News

Passengers told to check insurance covers 'exceptional circumstances' amid Gatwick drone chaos

Gatwick travel chaos: What are consumers entitled to?

Business Matters

UK's leading business magazine

15

Most Read Articles

NEWS

ADVICE

FINANCE

LEGAL

OPINION

IN BUSINESS

TECHNOLOGY

LATEST NEWS: Maserati opens up public nominations for 2019 Maserati 100 cohort

Gatwick travel chaos: What are consumers entitled to?



@kirsty_hulse #FOS19

**Note: this “highest quality”
content was probably
created by traditional PRs**





No crisis?

No problem!



MANYMINDS

4 fundamental principles of human resources you need to know

Human resources has often been seen by entrepreneurs, managers and founders as something you need but doesn't have a direct impact on the growth of a business.

Peracto Secure, Scalable and Reliable

Learn more

Travel



30 of the best summer holidays you could book this weekend



Real home: an industrial-style renovation of a Victorian terraced home

Pippa Mundy gave her Cardiff Victorian terraced house a unique and industrial look with reclaimed furniture and materials



Founder's Guide™

Start up the Business of your Dreams.

In-house HR vs Outsource HR

POSTED ON MONDAY, MAY 21, 2018 BY FOUNDERS GUIDE

LIKE US ON FACEBOOK

HR or Human Resources are the company department which is accountable for managing employee recruitment, as well as managing employee-profit programs. As companies grow, human resources play a significant role in helping companies attract and retain top talent.

To replicate:

1. Your **business is interesting**
2. Offer **quotes, comment and expertise**
3. Stay on top of industry news
4. Have an **opinion** (for example brexit is really stupid)

**Business is interesting.
Product isn't.**



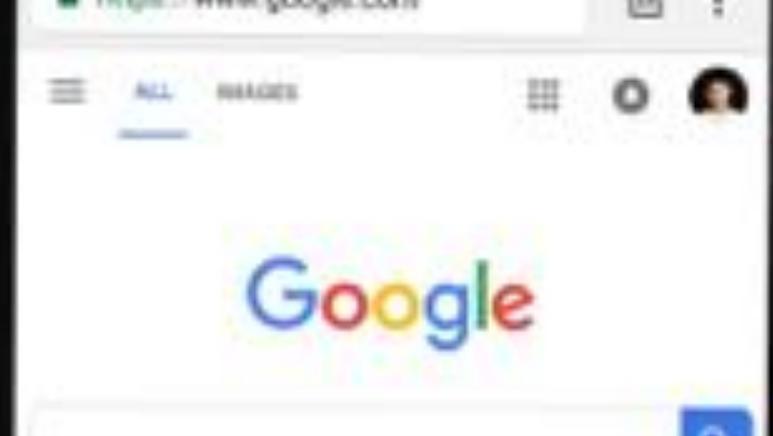
Some ideas

1. Co-founders?
2. Recent investment rounds?
3. Scaled to international territory?
4. Female CEO?



Oliver's Travels: Why starting a business with a buddy is a good idea





Is SEO keeping up?

SEOs **love** formats





SCOVILLE
FOOD INSTITUTE
 APPROVED

The Periodic Table of the Worlds

HOTTEST CHILLIS

Rated by Scoville Heat Units (SHU) in Thousands (k) [What is the Scoville Scale?](#)

*Click a chilli
to learn more*

1 Bp Sweetbell 0k										2 Pi Pimento 0k	
3 Cy Cherry 0k-0.5k	4 Pe Pepperoncini 0.5k-0.5k			5 El El-Paso 0.5k-0.7k	6 Sf Santa Fe Grande 0.5k-0.75k	7 Co Coronado 0.7k-1k	8 Es Española 1k-2k	9 Po Poblano 1k-2k	10 An Ancho 1k-2k		
11 Mu Mujito 1k-2k	12 Pa Pasilla 1k-2k			13 An Anasim 0.5k-2.5k	14 Sf Santitas 0.5k-2.5k	15 Nu NuMex big Jim 0.5k-2.5k	16 Ro Rocostillo 1.5k-2.5k	17 Pu Pufia 0.7k-3k	18 Mi Mirasol 2.5k-5k		
19 Gu Guajillo 2.5k-5k	20 Ja Jalapeño 2.5k-8k	21 Cp Chipotle 5k-8k	22 Hw Hot Wax 5k-10k	23 Py Puya 5k-10k	24 Hi Hidalgo 6k-17k	25 Se Serrano 8k-22k	26 Ma Marzano 12k-30k	27 Sh Shipkas 12k-30k	28 Da De Arbol 15k-30k	29 Jo Jalisco 30k-50k	30 Aj Aj 30k-10k

HOW TO GET
MORE LUXURY
FOR YOUR MONEY

WINE **BEACH FOR YOU** **WATER FOR YOU**

£90 = = =

£45 = = =

£34 = = =

£90 = = =

£100 = = =

£115 = = =

£350 = = =

£350 = = =

Homes in 10



19%
believe homes will mostly be made of sustainable materials including solar panels



24%
said the UK electricity network will struggle to meet demand

The Most Vegetarian-Friendly Countries Around the World

A comprehensive look at which countries are best for vegetarians



Top 20 Vegetarian-Friendly Countries

	Annual Meat Consumption per Capita (kg)	Number of Vegetarian Restaurants	Number of People Per Vegetarian Restaurant	Global Vegetarian Index Score
1. Switzerland	55.0	1973	410	100
2. Thailand	25.0	1668	766	92
3. Malaysia	22.3	1408	276	81
4. Sri Lanka & Prince	16.0	130	146	71
5. Peru	20.8	284	1734	67
6. Singapore	71.1	884	96	60
7. Cambodia	14.6	155	1054	58
8. Solomon Islands	13.9	18	156	56
9. United Kingdom	34.2	643	142	52
10. Bolivia	26.2	180	28	49
11. India	5.4	607	1468	48
12. Liberia	10.4	32	148	46
13. Belize	42.5	28	734	45
14. Sri Lanka	6.3	26	2624	44
15. Japan	40.5	902	1334	43
16. Indonesia	13.0	458	6254	42
17. Australia	111.0	318	86	41
18. Canada	94.3	247	154	40
19. Colombia	24.5	84	476	39
20. Finland	74.0	644	146	38

Country with most meat consumption

INDIA
3.42

Country with the most vegetarian restaurants

USA
1877 Restaurants

Country with the most people per vegetarian restaurant

SWITZERLAND
410 People per Restaurant

Oliver's Travels

www.olivers-travel.com

© 2015 Oliver's Travels

Oliver's Travels is a registered trademark of Oliver's Travels Ltd. All rights reserved.

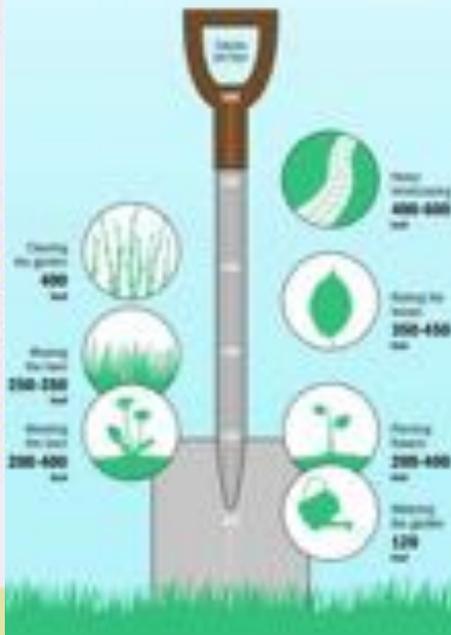
Map data provided by Mapbox and OpenStreetMap contributors.

GARDENING

The health benefits of working in the garden

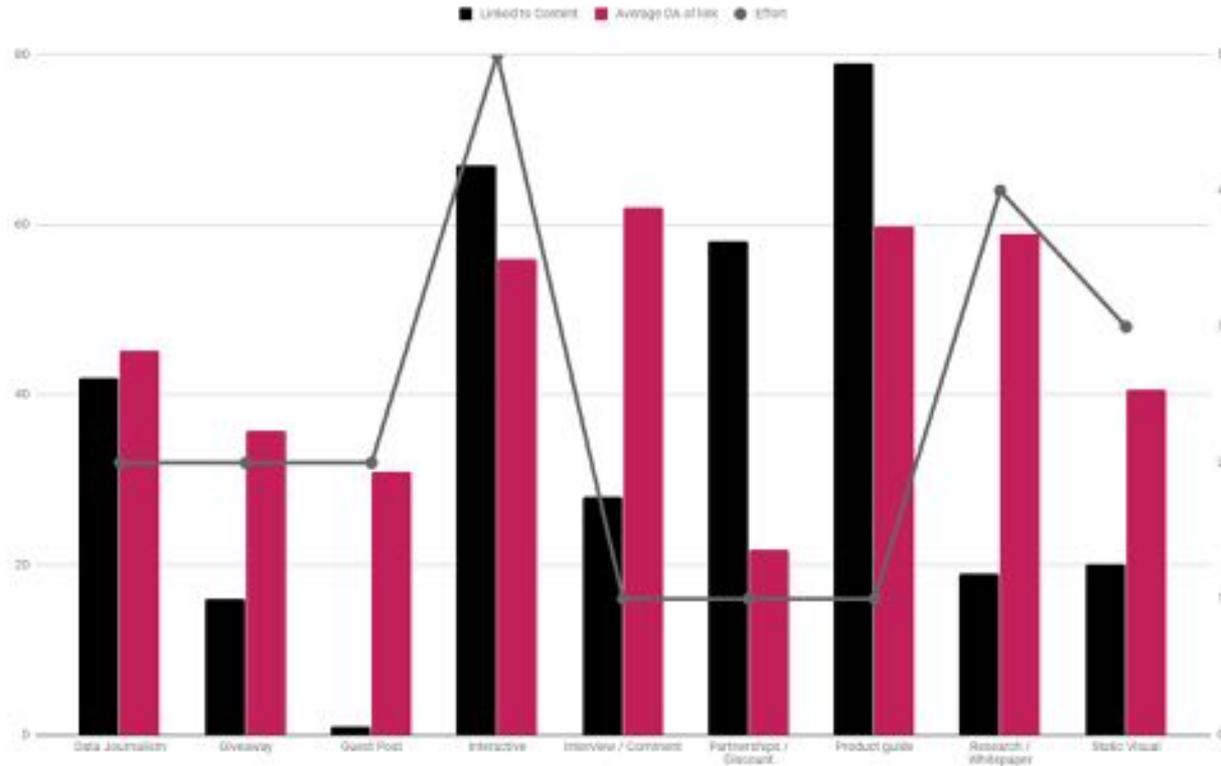
OUTDOOR ACTIVITIES

How gardening can burn calories



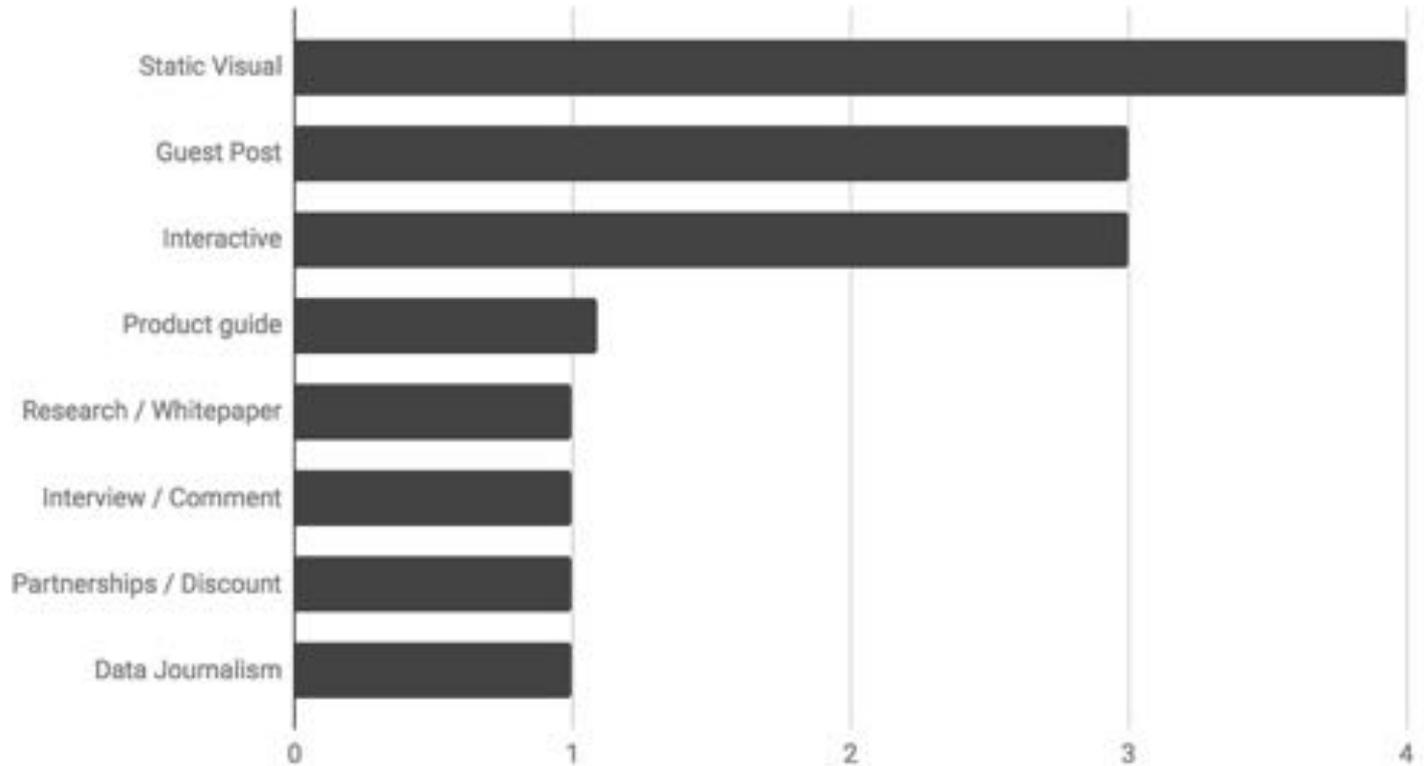
Map data provided by Mapbox and OpenStreetMap contributors.

There is little correlation between effort and reward



“SEO content” more likely to be paid links

Likelihood of paid



**Infographics are pretty
much *exclusively* pay to
place**



**Large scale campaigns
either really work or are a
flop**



QUEST'S WORLD OF WONDER

London skyline has incredible gigapixel photoshoot

Francesca Street, CNN - Published 14th May 2012



This killed it

HT Verve Search

Genuine world first

Actual news

Multiple angles and

points of interest

Extremely high

production value

This did not

No real story
Not anything the media
would want to cover





This killed it

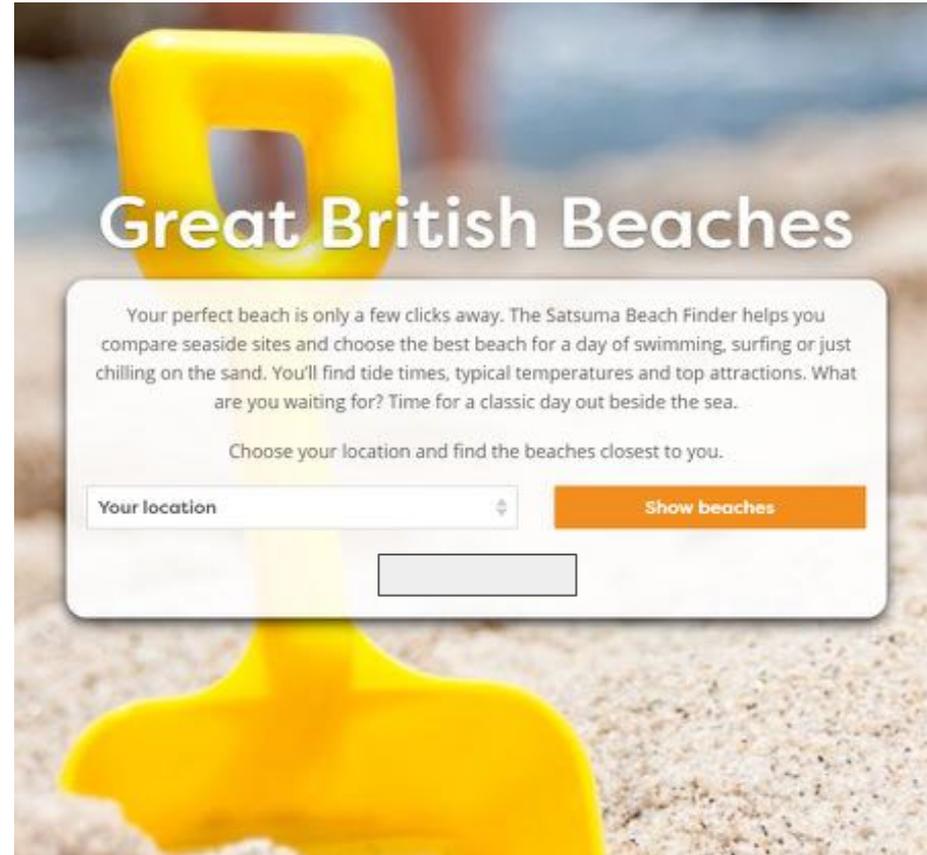
Emotional connotation
Stories from **real**
people
Typically **newsworthy**



@kirsty_hulse #FOS19

This did not

All about the **format**
rather than the idea
Been covered
No real news story



**Invest time and money
in good ideas and
improved creativity not
formats**



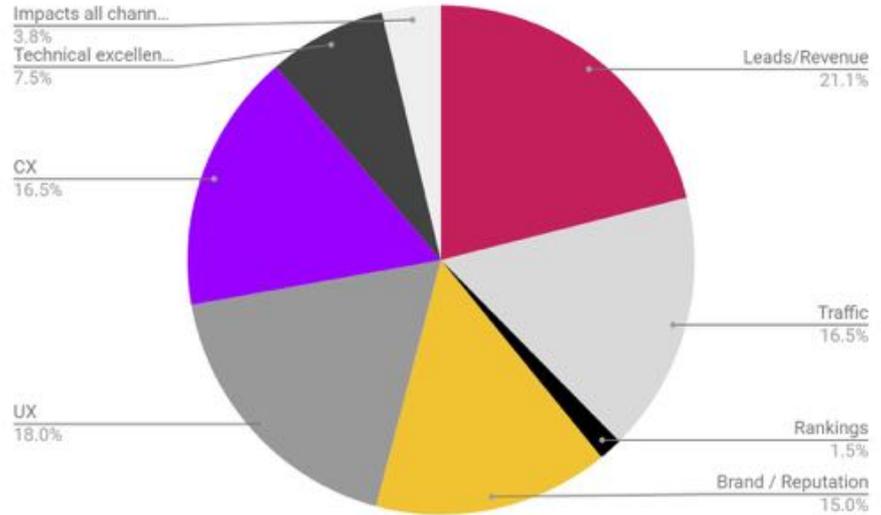


**The Future
of SEO is on
the SERP**



**In a
world of
this...**

**...we
have to
sell this**



Tell brand stories



@kirsty_hulse #FOS19

Because they are
interesting and
newsworthy



(and also get links)



**SEO is not just a
demand capture
channel**



**We own customer
journey across all
touchpoints**



So let's own it



@kirsty_hulse #FOS19



**Thank
you!**