

# SEO for Revenue

Grow Your Business, Not Just Your Rankings



Dale Bertrand  
President, Fire&Spark

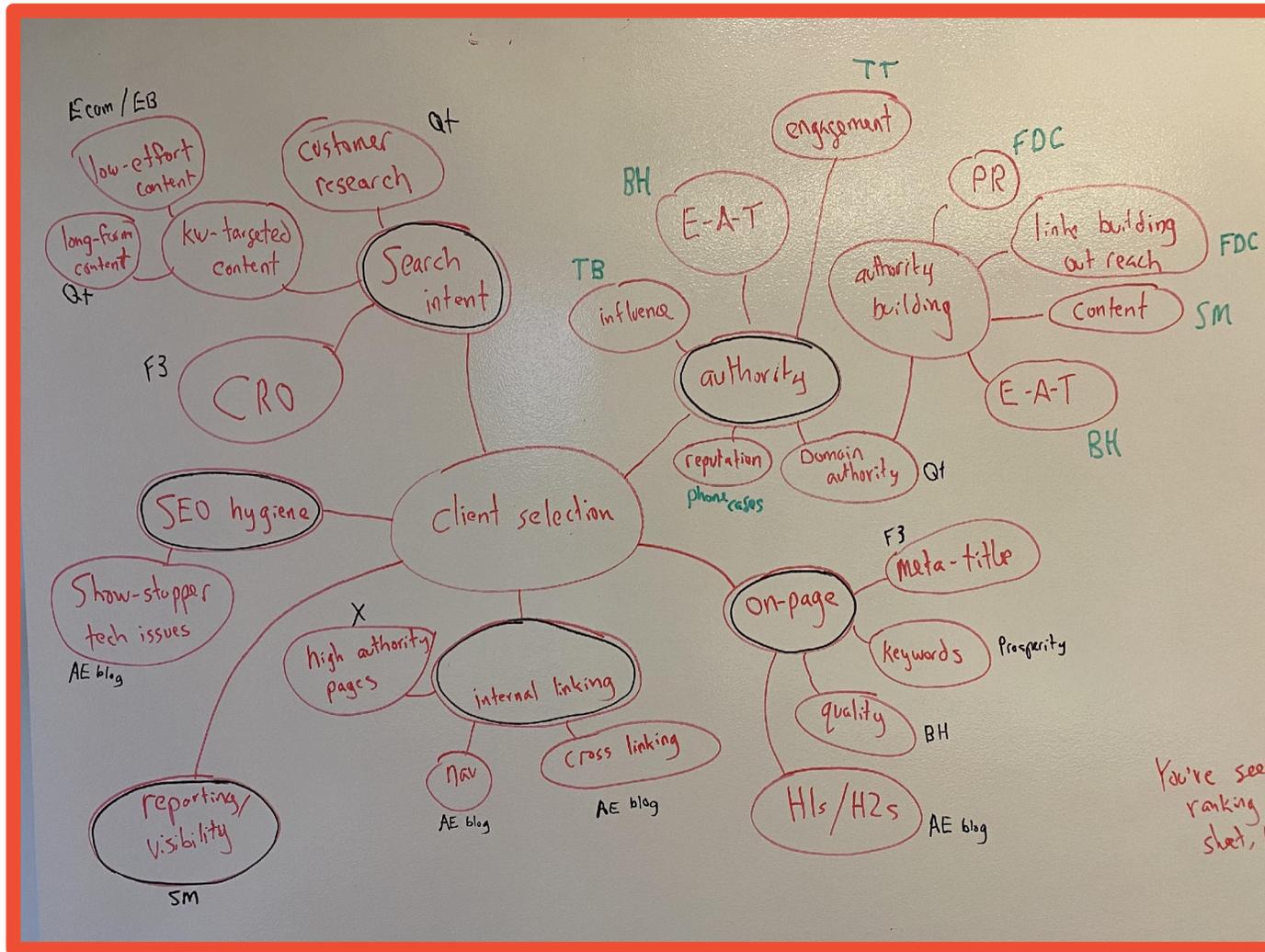


Hi.

# What Details Matter?

The image features a person's hands holding a business card in front of a laptop. The entire scene is overlaid with a semi-transparent orange filter. The business card is held in the right hand, showing contact information for 'comdirect bank AG' in Germany. The laptop is open, and the Apple logo is visible on the lid. The text 'What Details Matter?' is centered in large white font.

# Evidence-based SEO





# SEO Metrics

## Misleading Metrics

- ⊘ Rankings
- ⊘ Organic traffic

## Better Metrics

- ★ Engagement
- ★ Organic Sales

## SEO for Rankings

## SEO for Revenue

<b>Goal</b>	Traffic acquisition	Customer acquisition
<b>Metrics</b>	Rankings and traffic	Conversions and sales
<b>Research</b>	Keyword demand	Customer needs
<b>Targeting</b>	High volume keywords	High intent customers
<b>Investment</b>	Endless investment	Selective investment

# My Background

- Intersection of technology and marketing
- Studied AI in graduate school
- Built a super computer for the NSA
- 15 years working on digital marketing strategy
- Founded Fire&Spark digital marketing agency



## Clients



Nestlé

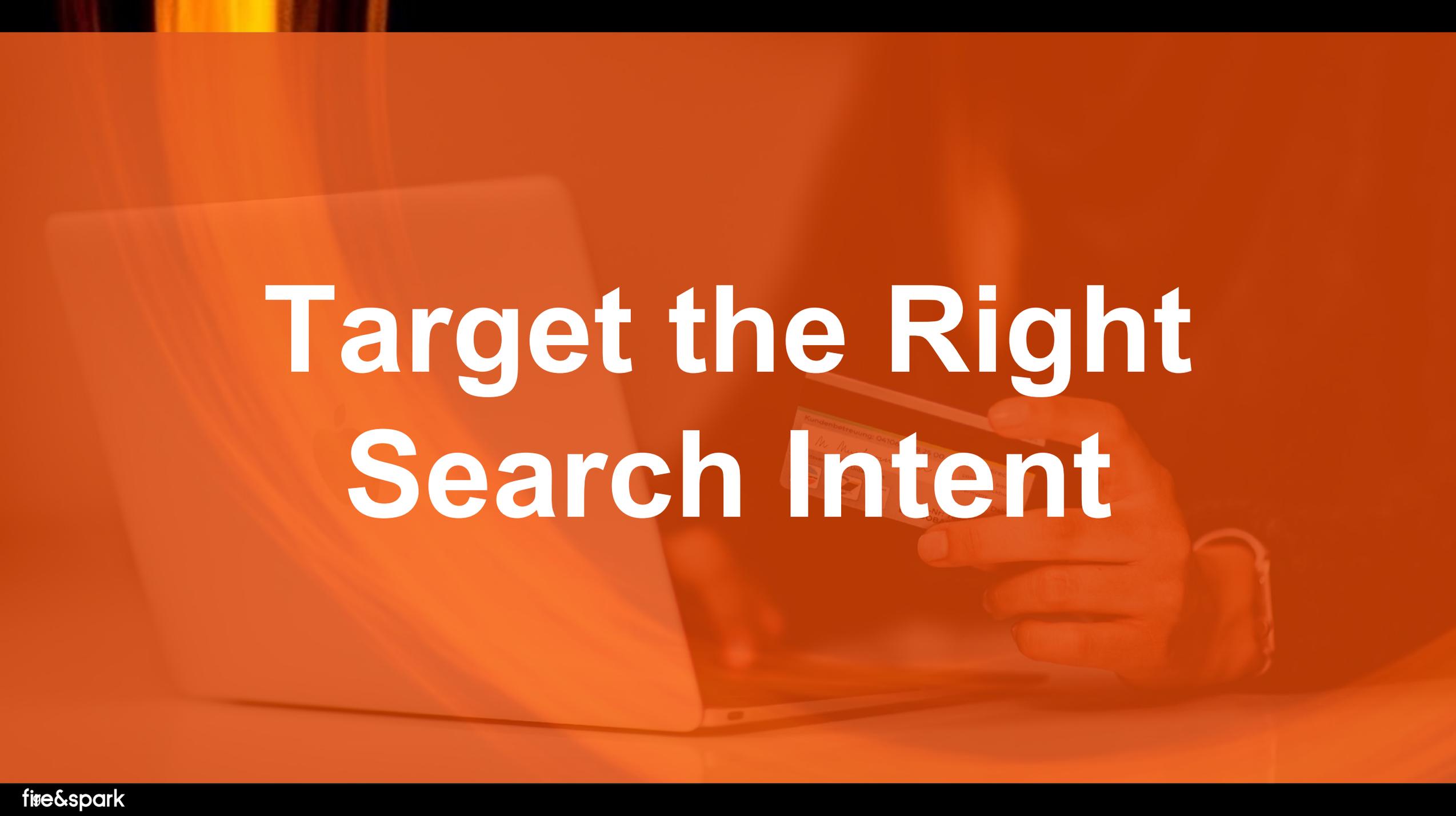


CITIZEN



Alpina   
1883 GENEVE



A person in a suit is shown from the chest down, holding a smartphone in their right hand and a laptop in front of them. The entire scene is overlaid with a semi-transparent orange filter. The text 'Target the Right Search Intent' is centered in white, bold font.

# Target the Right Search Intent



#AmericanGirl #FullEpisodes #WorldRule

World By Us! | FULL SERIES | Stop Motion | American Girl - 1 / 16



- ▶ **Making A Difference! | World by Us Marathon | FULL SERIES | Ep. 1-3 +...**  
American Girl 36:00
- 2 **A World By Us! Behind the Scenes + Official Music Video ft. That Girl Lay...**  
American Girl 4:33
- 3 **Evette's EPIC River Clean-Up & Viral Dance Challenge! | WORLD BY US...**  
American Girl 7:22
- 4 **Maritza Believes Families Belong Together! | WORLD BY US Episode 2...**  
American Girl 6:49
- 5 **Makena's "See Me! Hear Me! Know Me!" Fashion Show! | WORLD BY US...**  
American Girl 7:13
- 6 **Best Of Makena Williams! | WORLD BY US | @American Girl**  
American Girl 2:50

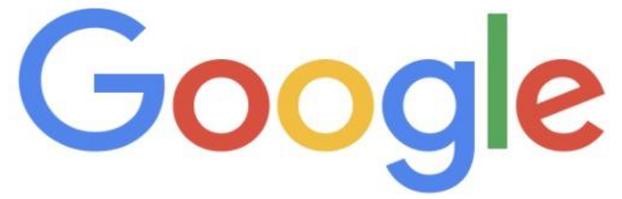
All American Girl Related From Americ >

# Road Trip!

## Boston to New York City



# Search Intent

The Google logo is centered at the top of the search interface, rendered in its characteristic multi-colored font.

american girl



Google Search

I'm Feeling Lucky

# Search Intent

Keyword:  
**3d printing**

3d printing in san francisco

3d Printing : Hours ▾

F-10556 – 3D printing done right  
No reviews · Commercial printer  
1035 Pierce St · (248) 525-4180

Directions

Moddler  
4.6 ★★★★★ (9) · Commercial printer  
2325 3rd St #224 · (415) 252-1063  
Closed · Opens 9AM Mon  
Their website mentions 3d printing

Website Directions

ABC Imaging - San Francisco  
4.8 ★★★★★ (13) · Commercial printer  
7+ years in business · 832 Folsom St · (415) 869-1669  
Closed · Opens 8AM Mon  
Their website mentions 3d printing

Website Directions

More places

https://www.hubs.com › 3d-printing › california › san-f...  
**3D Printing Service San Francisco, CA | Instant Quotes | Hubs**  
3D Printing Service San Francisco, CA. We manufacture high-quality, competitively priced

Map showing search results for 3D printing in San Francisco, including locations like F-10556 – 3D printing done right and 3D printed microTEC.

# Search Intent

Keyword:  
3d printer

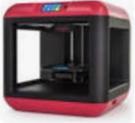
Google 3d printer Error fetching data. Please try again later.

<https://www.pcmag.com> > ... > Printers > 3D Printers

### The Best 3D Printers for 2022 | PCMag

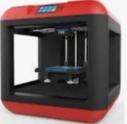
More affordable than ever, **3D printers** are booming for personal, professional, and educational use, Here's what you need to know about the technology before ...

[3D Printing: What You Need to](#) · [3D Printer Filaments Explained](#) · [Budget 3D printers](#)



**Top 24 3D Printers**

Up to \$500 \$500 - \$1,500 Over \$1,500 Pen Large For Kids For Beginners >

Product	Price	Stores	Reviews
 Creality 3D Ender 3X ( Ender 3...	<b>\$262.00</b>	Creality Official and 5+ stores	★★★★★ (355)
 Dremel DigiLab 3D45 3D Printer	<b>\$679.00</b>	B&H Photo-Video... and 10+ stores	★★★★★ (151)
 Flashforge Finder 3D Printer	<b>\$299.00</b>	FlashForge and 4+ stores	★★★★★ (35)
 Original Prusa i3 MK3S+ 3D...	<b>\$749.00</b>	Prusa Research and 4+ stores	★★★★★ (8)

<https://www.cnet.com> > Tech > Computing

### Best 3D printer for 2022 - CNET

Dec 17, 2021 — These are our favorite **3D printers**, scanners and laser cutters for all you makers and creators in 2022.

List includes: [Best for tiny desks](#) · [Best for out-of-the-box printing](#) · [Best 3D printer for beginners](#) · [View full list](#)



# Read The Results

- Google's AI knows the intent behind the search
- Searches with a variety of results have a variety of intents

The screenshot shows a Google search for "medical weight loss". The search bar at the top contains the text "medical weight loss" and includes a search icon and a microphone icon. Below the search bar, the results are categorized under "Weight Loss Services".

**Weight Loss Services** : Rating [dropdown] Hours [dropdown]

**Medi-Weightloss®** Ad · 4.9 ★★★★★ (20) · Weight loss service  
49 Walnut Park  
Open · Closes 7PM  
Website Directions

**Form Health**  
4.6 ★★★★★ (13) · Weight loss service  
(617) 505-1520  
Open · Closes 5PM  
Website  
"Form Health is a weight loss program like no other."

**Map**: A map of the Boston area showing locations like Somerville, Cambridge, and Boston. Landmarks include The Harvard Museum of Natural History, Massachusetts General Hospital Weight Center, and the Charles River Esplanade.

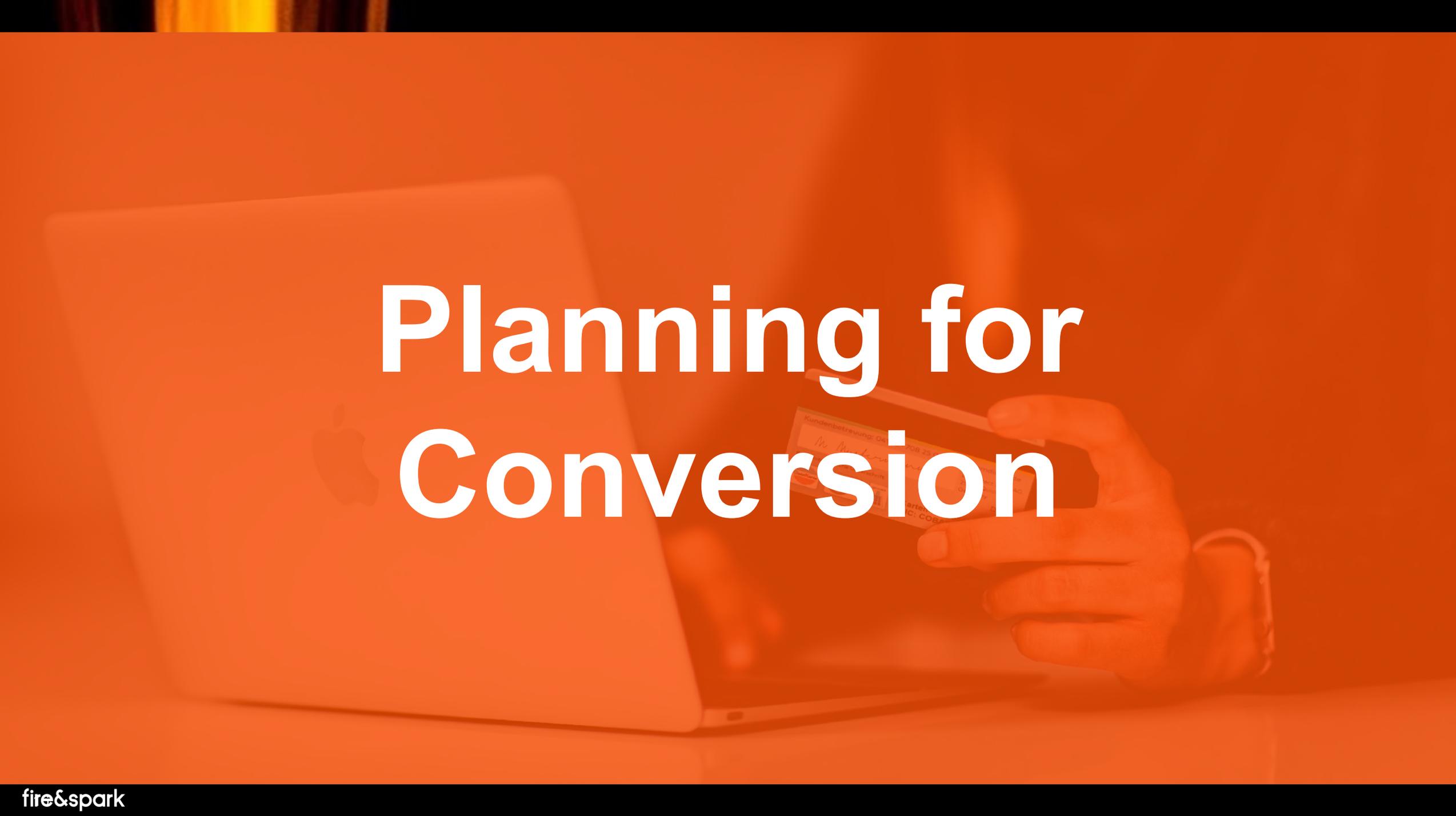
**People also ask** :

- How much does Medi Weight Loss Cost? [dropdown]
- What does medical weight loss mean? [dropdown]
- Does medically assisted weight loss work? [dropdown]
- What do you eat on medical weight loss? [dropdown]

Feedback

**Ads · Shop medical weight loss**

 <b>Plenity - FDA-Cleared &amp;...</b> <b>\$98.00</b> Plenity Free shipping	 <b>FDA-Cleared - Plenity - (if...</b> <b>\$98.00</b> Plenity Free shipping
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The background image shows a person's hand holding a smartphone next to a laptop. The phone screen displays a document with some text and a logo. The entire scene is overlaid with a semi-transparent orange filter. The text 'Planning for Conversion' is centered in white, bold font.

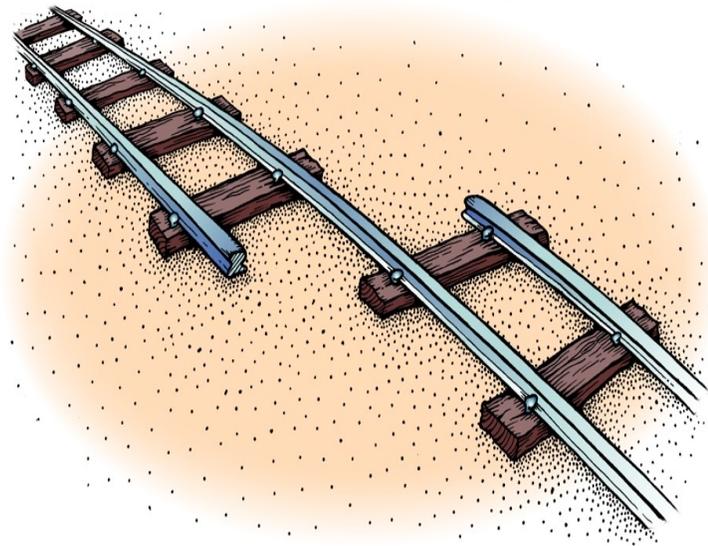
# Planning for Conversion

# **Know Your Audience**

# Conversion Optimization

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**Search  
Intent**



**Call to  
action**

# Crafting CTAs

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## Search Intent

**Keyword** “donor-advised fund for charitable giving”

**Intent** Open an account with a financial institution

## Conversion Points

**Messaging**

- Learn how to amplify your charitable impact
- Download our account fee schedule
- Calculate your tax saving

**Offers**

- Talk to an advisor
- Fee schedule PDF

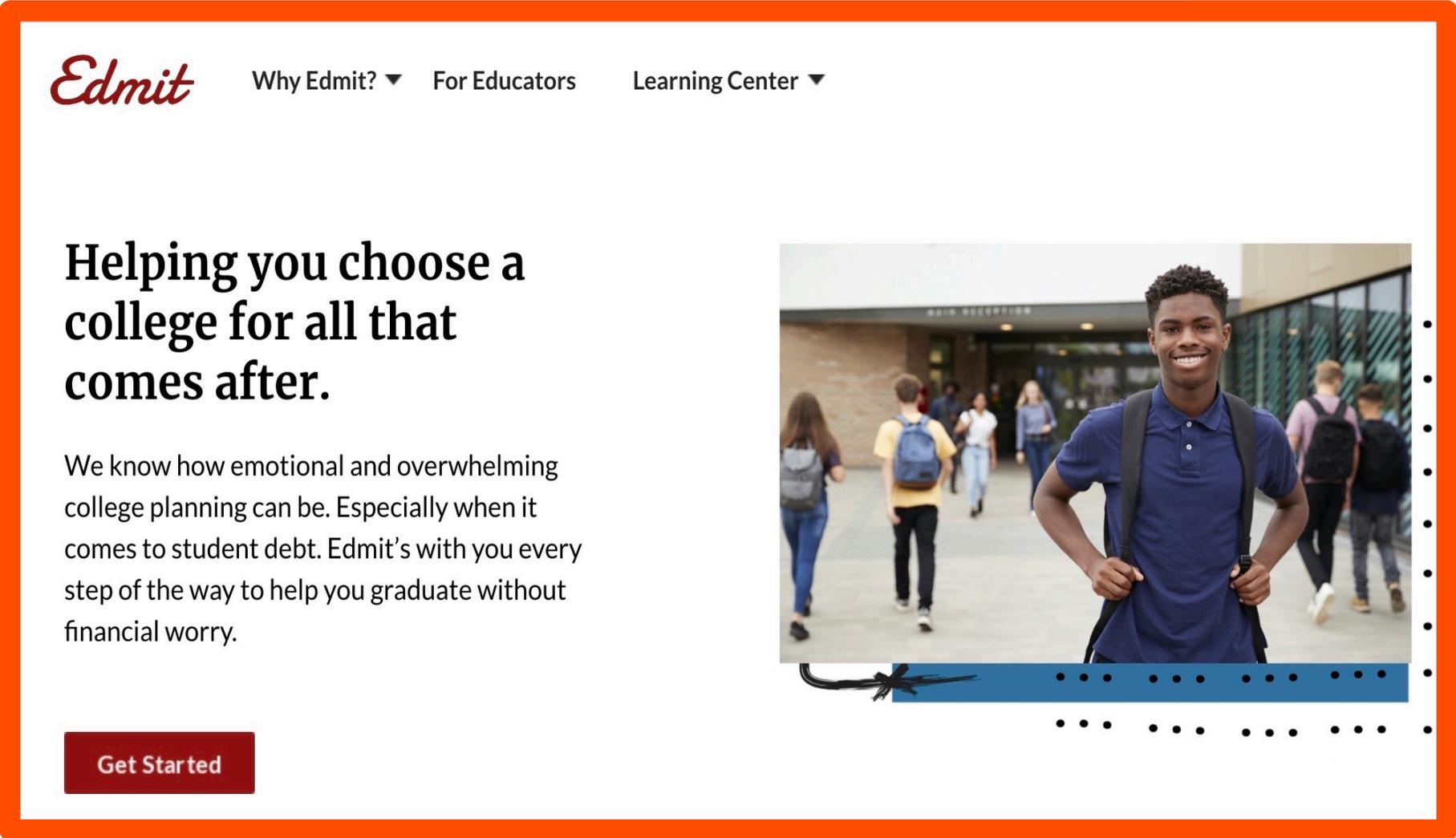
# Know Your Customers

What are their:

- Pain points
- Questions
- Preferences
- Worldviews
- Hangouts



# Case Study: College Admissions

A screenshot of the Edmit website. The top navigation bar includes the Edmit logo, "Why Edmit?" with a dropdown arrow, "For Educators", and "Learning Center" with a dropdown arrow. The main content area features a large heading "Helping you choose a college for all that comes after." followed by a paragraph: "We know how emotional and overwhelming college planning can be. Especially when it comes to student debt. Edmit's with you every step of the way to help you graduate without financial worry." Below the text is a red "Get Started" button. To the right of the text is a photograph of a smiling young man with a backpack walking on a college campus. The photo is partially overlaid by a blue horizontal bar with a white ribbon graphic on the left and a series of white dots on the right. The entire screenshot is framed by a thick orange border.

*Edmit* Why Edmit? ▾ For Educators Learning Center ▾

## Helping you choose a college for all that comes after.

We know how emotional and overwhelming college planning can be. Especially when it comes to student debt. Edmit's with you every step of the way to help you graduate without financial worry.

[Get Started](#)



# Case Study: College Admissions

The screenshot displays the top navigation bar of the College Confidential website. It includes a logo on the left, followed by menu items: Community, College Search, Lists, Articles & Guidance, Tools, and Results. On the right side of the navigation bar, there are links for Login and Sign Up. Below the navigation bar is a light blue bar with three user role selectors: 'I'm a student', 'I'm a parent or caregiver', and 'I work at a college'. The main content area features a central heading 'Why College Confidential?' and three columns of statistics and descriptions. Each column includes an icon, a large number, a brief description, and a call-to-action button.

Statistic	Description	Call to Action
22 million	Forum posts across thousands of topics related to college planning and selection, chances for admission, campus life and more.	Get Answers to Your Questions
3,800+	In-depth college and university profiles that provide admission stats, plus valuable info on student life, academics, cost and more.	Explore Schools
10,000+	Articles full of tried-and-true admissions tips, insider advice on searching for schools, and college essay and test prep support.	Read Articles

# Case Study: College Admissions

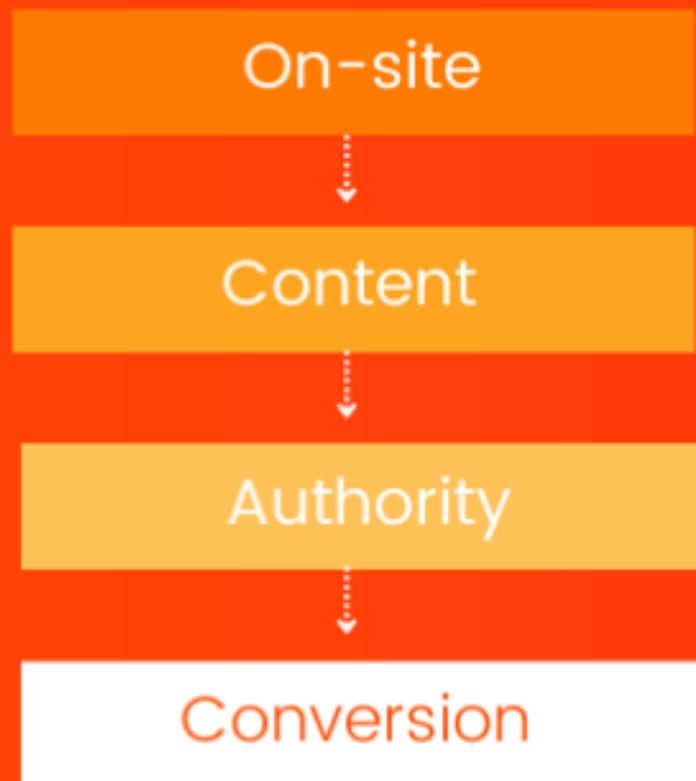
The Edestimate® includes only "free money" from the college in the form of grants and scholarships (need and merit based).

**The Edestimate® does not assume any loans.** Think of the Edestimate® as your price for a college. You'd have to cover this cost using your cash (from savings, income, gifts, etc.) and/or by taking student loans.

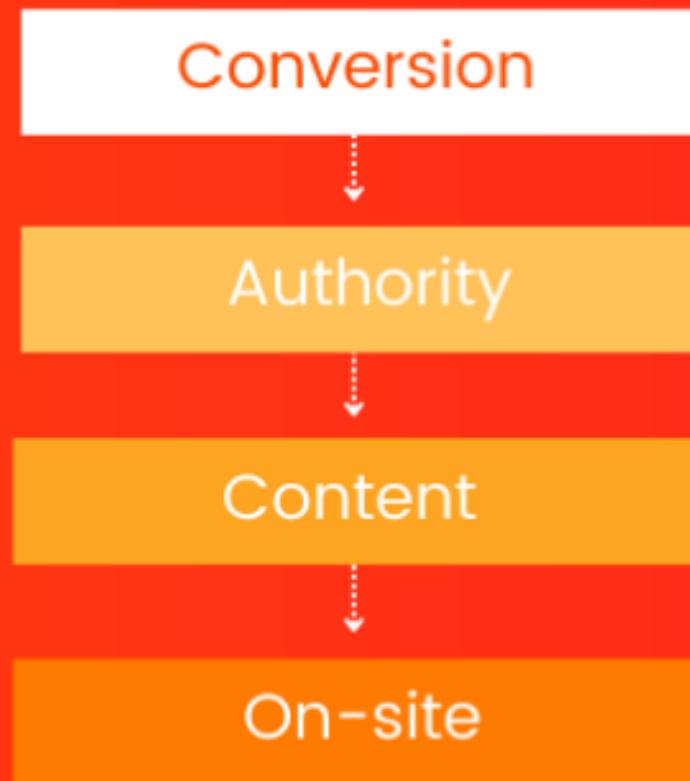
Find out how much you'll pay for the colleges on your list.

Get My Edestimate®

## SEO FOR RANKINGS



## SEO FOR REVENUE



# Traditional SEO

Which keywords have the most volume?

How will we track organic rankings and traffic?

Do our pages load fast enough?

How long should our content be to rank?

 The picture can't be displayed.

SEO  
Strategy  
Questions

# SEO for Revenue

Which keywords have the most purchase intent?

How will we track organic conversions and sales?

How do our customers make purchase decisions?

What content formats will convert best for our topics?

# Let's take a quick break

## Download my slides



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dale@fireandspark.com

# Content Strategy

The image features a person's hand holding a credit card in front of a laptop. The entire scene is overlaid with a semi-transparent orange filter. The text 'Content Strategy' is prominently displayed in the center in a large, white, sans-serif font. The credit card is partially visible, showing logos for American Express and Mastercard, and some text including 'Karten-Nr.' and 'BIC: COB'. The laptop is open, and the person's hand is positioned as if they are about to use the card.

# Law Firm

**W**  
WOMACK & ASSOCIATES, P.C.  
ATTORNEYS AT LAW

[Home](#) [Firm Overview](#) [Federal Crimes](#) [Military Crimes](#) [State Crimes](#) [CONTACT US](#)

## WE DON'T LIKE TO LOSE

With 55 years of combined experience and thousands of serious charges handled, we welcome the challenge of your case.

[CHECK OUT OUR TRACK RECORD](#)



# Law Firm

## Results:

Content failed to rank



# Mortgage SEO



# Mortgage Company

## Results:

Articles ranked, but didn't convert  
Calculators ranked and converted



# Nursing SEO Content Campaign

The screenshot shows the 'Nursing Degree Guide' website. At the top left is the logo with a cross icon and the text 'NURSING DEGREE GUIDE'. To the right are navigation links: 'ONLINE PROGRAMS', 'CURRENT NURSES', and 'MSN & APRN PROGRAMS'. The main heading is 'RN to BSN Programs'. Below it is a breadcrumb trail: 'Nursing Degree Guide » RN to BSN Programs'. A text block says 'Consider one of the following online programs currently taking applications now:'. To the right of this text is an 'AD' label. Below is a table with four columns: 'School', 'Level', 'Program', and 'Admissions'. The table lists six programs from various universities, including Campbellsville University, Benedictine University, Concordia University - Saint Paul, East Central University, Illinois College, and Sacred Heart University.

School	Level	Program	Admissions
Campbellsville University	Bachelor	<a href="#">RN to BSN</a>	<a href="#">Website</a>
Benedictine University	Bachelor	<a href="#">RN to Bachelor of Science in Nursing (RN-BSN)</a>	<a href="#">Website</a>
Concordia University - Saint Paul	Bachelor	<a href="#">RN to BSN</a>	<a href="#">Website</a>
East Central University	Bachelor	<a href="#">RN to BSN</a>	<a href="#">Website</a>
Illinois College	Bachelor	<a href="#">RN to BSN</a>	<a href="#">Website</a>
Sacred Heart University	Bachelor	<a href="#">RN-BSN - RN to Bachelor of Science in Nursing</a>	<a href="#">Website</a>

# Nursing Program Directory

**Results:**  
Traffic and conversions!



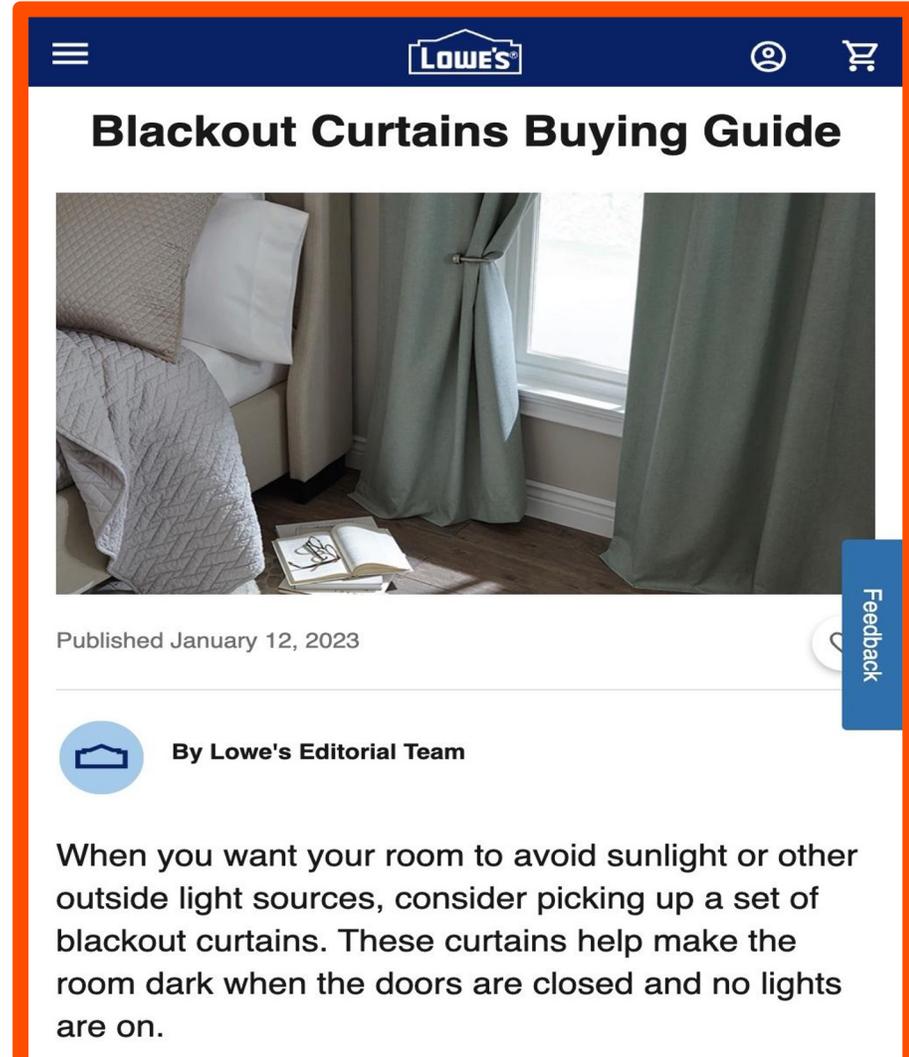
**SUCCESS!**

The image features a person's hand holding a business card in front of a laptop. The entire scene is overlaid with a semi-transparent orange filter. The text 'SEO Content Recipes' is prominently displayed in the center in a large, white, sans-serif font. The business card has some text, including 'Kundenbetreuung: 04104 - 704...' and 'www.contract.de'.

# SEO Content Recipes

# Recipe: Niche Buying Guide

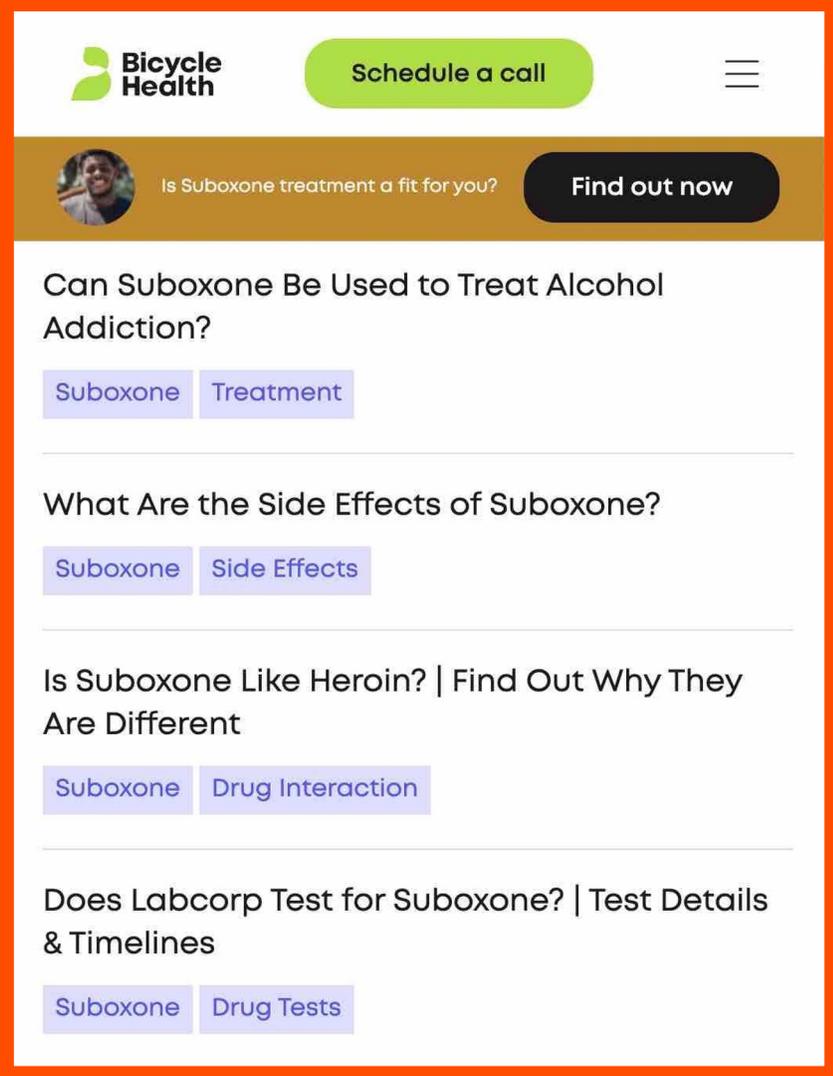
1. Build page template
2. Write copy
3. Create pages



The screenshot shows a mobile-optimized webpage from Lowe's. At the top is a dark blue navigation bar with the Lowe's logo, a search icon, and a shopping cart icon. Below the navigation bar is the article title "Blackout Curtains Buying Guide" in bold black text. The main content area features a photograph of a bedroom with light green blackout curtains, a white quilted bedspread, and an open book on a wooden floor. Below the image is the publication date "Published January 12, 2023" and a "Feedback" button. The author information is "By Lowe's Editorial Team" with a house icon. The introductory text reads: "When you want your room to avoid sunlight or other outside light sources, consider picking up a set of blackout curtains. These curtains help make the room dark when the doors are closed and no lights are on."

# Recipe: Q&A Content

1. Generate questions
2. Answer in a spreadsheet
3. Choose CTAs
4. Add FAQs to existing pages
5. Create a new FAQ

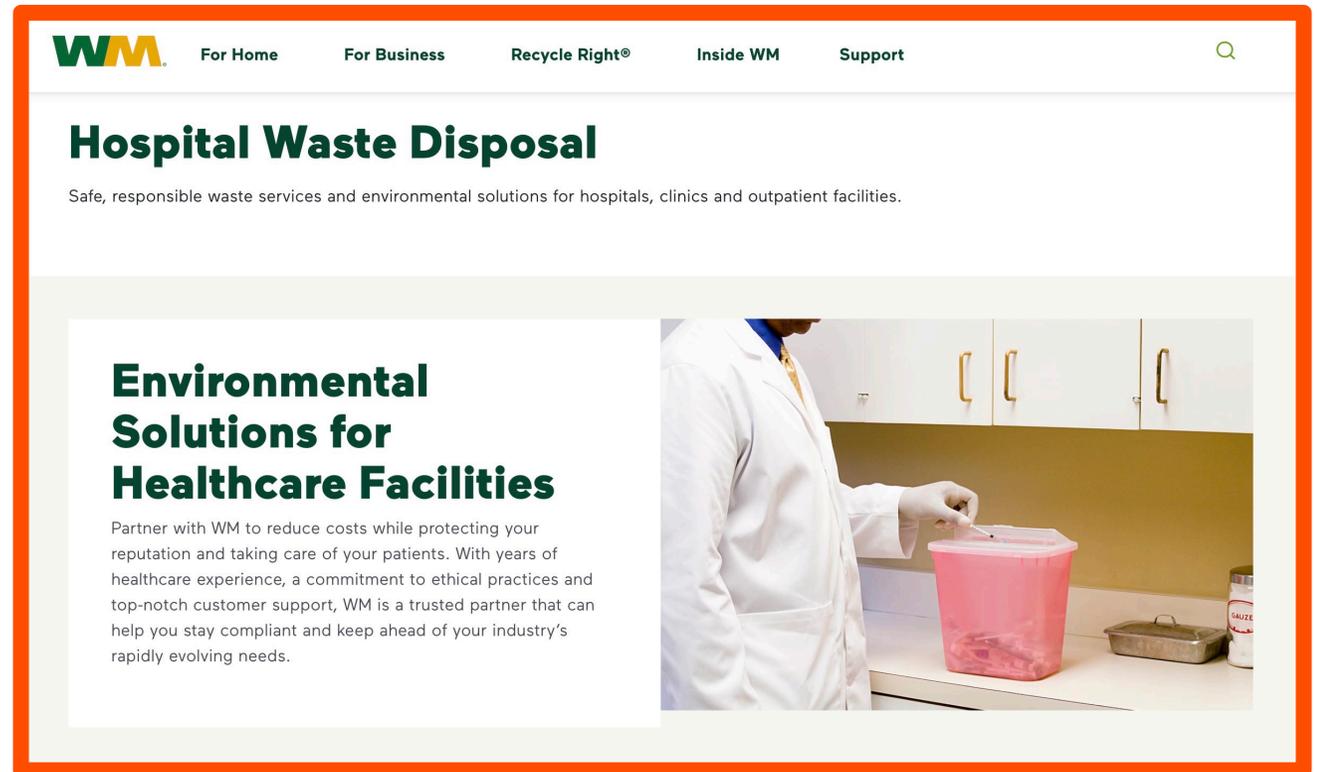


The screenshot displays a website interface for Bicycle Health. At the top left is the logo, and at the top right is a green button labeled "Schedule a call". Below the logo is a navigation bar with a profile picture, the text "Is Suboxone treatment a fit for you?", and a dark button labeled "Find out now". The main content area lists four FAQ items, each with a title and two blue tags:

- Can Suboxone Be Used to Treat Alcohol Addiction? (Tags: Suboxone, Treatment)
- What Are the Side Effects of Suboxone? (Tags: Suboxone, Side Effects)
- Is Suboxone Like Heroin? | Find Out Why They Are Different (Tags: Suboxone, Drug Interaction)
- Does Labcorp Test for Suboxone? | Test Details & Timelines (Tags: Suboxone, Drug Tests)

# Recipe: Niche Service Pages

1. Build page template
2. Write copy
3. Create pages



# Recipe: Comparison Content

1. Find data
2. Build page template
3. Write copy
4. Create pages

## Table of contents

- [Farmers vs. Foremost Signature: A Summary](#)
- The Best Car Insurance Companies in 2022
- Compare Farmers vs. Foremost Signature: Which Is Cheaper?
- Farmers vs. Foremost Signature Car Insurance: What discounts does each offer?
- Our Methodology and How We Compared Farmers and Foremost
- Frequently Asked Questions

**Compare Car Insurance Quotes Instantly**

Written by  Courtney Roy

Edited by  Thomas Fitzgerald

Updated August 11, 2022

## Farmers vs. Foremost Signature: A Summary

Farmers and Foremost both belong to the Farmers Insurance Group of Companies. Farmers is the national brand with household name recognition. Foremost is a specialty insurance provider that Farmers bought in 2000 to expand its insurance product collection. In order to find out which one is right for you, read this article to [compare car insurance](#) providers.

Insurance Company	Avg. Monthly Car Insurance Quote	Insurify Composite Score ⓘ
Farmers	\$107	85
Foremost	\$128	82

Disclaimer: Table data sourced from real-time quotes from Insurify's 50-plus partner insurance providers. Actual quotes may vary based on the policy buyer's unique driver profile.

# Recipe: Listing Directories

1. Find data
2. Build a taxonomy
3. Choose CTAs
4. Create pages

**COURSE REPORT**

**Nicole C Gabino** Nov 04, 2022  
Graduate • UI / UX Design Career Track • Online  
Verified by LinkedIn

Overall Experience	★★★★★
Instructors	★★★★★
Curriculum	★★★★★
Job Assistance	★★★★★

**Smooth ride into the design world**

Pros: On demand mentor support via call and messages. An experienced UX & UI mentor with valuable advice weekly. Helpful and supportive advising and support staff. A flexible schedule, different payment options, tons of resources, connections, and tools.

Cons: you're on your own when it comes to time management, none actually enjoyed my time haha

Report Share Helpful (0)

# Recipe: Niche Collections

1. Build page template
2. Choose products
3. Create pages

The screenshot shows the HeyTutor website interface. At the top, there is a navigation bar with the HeyTutor logo, links for Impact, Private Tutoring, Tutors, About Us, Contact Us, and a Login button. The main heading reads "Found 169 MCAT tutors in Boston, MA". Below this, there are four tutor profiles displayed in a grid. Each profile includes a circular profile picture, the tutor's name and title, their location (e.g., "3.8 miles away"), their university, a link to "Or view this MCAT tutor", and a list of subjects (e.g., "MCAT + 15 more"). A short bio and a "View Tutors" button are also present for each tutor.

**Shuchi Z.**  
Patient and Experienced Test ...  
3.8 miles away  
Boston University  
[Or view this MCAT tutor](#)  
Subjects: MCAT + 15 more  
Hi! Thanks for visiting my tutoring profile! My name is Shuchi and I am very excited to help you achieve your academic goals. Let me tell you a little bit about myself. I graduated from Boston University magna cum laude. [See more](#)  
[View Tutors](#)

**Chalmer Swanson**  
Medical Student, Master's in Fi...  
1.3 miles away ★ 5.0  
College of the Hol... ⓘ in a day or more  
[Or view this MCAT tutor](#)  
Subjects: MCAT + 20 more  
Hello! My name is Chalmer (woah weird name right?). I love using humor in almost every aspect of my life (see my stand-up photo there). I have experience tutoring mathematics, finance, and statistics. I could de! [See more](#)  
[View Tutors](#)

**Regina Ahn**  
UCLA STEM Grad with extensiv...  
3 miles away  
University of Calif...  
[Or view this MCAT tutor](#)  
Subjects: MCAT + 39 more  
I have teaching experience in STEM & English for 3rd/4th graders, middle schoolers, high schoolers, and senior-citizen level second-language learners. It has been a lot of fun teaching, and hope to provide the same for [See more](#)  
[View Tutors](#)

**Emma M.**  
MCAT Tutor with 4+ Years of Tu...  
4.1 miles away  
Northeastern Univ...  
[Or view this MCAT tutor](#)  
Subjects: MCAT  
Throughout my four years at Northeastern I tutored students in a variety of courses including General Chemistry, Organic Chemistry, Biochemistry, and a project-based course Seminar in Biopsychology... [See more](#)  
[View Tutors](#)

# Recipe: Niche Calculator

1. Build calculator widget
2. Write copy
3. Create pages

## Monthly Income and Debt

Monthly employment income (before taxes)\*

Other monthly income

Monthly mortgage payment on primary residence\*

Other monthly housing expenses on primary residence (property tax, insurance, strata/HOA fees)\*

Other monthly debt payments (personal/car loan, minimum credit card payment etc.)

## Second Home Mortgage Terms

Down payment for second home\*

Interest rate (annual interest rate)\*

Length of loan (in years)\*

Mortgage start date (mm/dd/yyyy)

CALCULATE

# Recipe: Templated Article

## Designing an Outdoor Oasis: Transform Your Patio into a Stunning Retreat

🌿 Transform your patio into a breathtaking retreat with these design tips and ideas. Create an outdoor oasis you'll never want to leave! 🌸

Staff

Apr 12, 2023 • 3 min read



### 1. Start with a Calming Color Palette 🎨

The colors you choose for your patio can significantly impact the overall mood and atmosphere. To create a soothing and relaxing environment, opt for a calming color palette. Here are some ideas:

- **Soft Neutrals:** Shades of beige, cream, and white can create a serene and timeless backdrop for your patio.
- **Cool Tones:** Blues, greens, and grays are known for their calming properties and can help promote relaxation.
- **Muted Pastels:** Subdued shades of pink, lavender, or yellow can add a touch of warmth and coziness without being too overpowering.

### 2. Invest in High-Quality Furniture 🪑

Your patio furniture is the centerpiece of your outdoor space, and investing in high-quality pieces is essential for creating a luxurious and comfortable retreat. Consider the following when selecting your furniture:

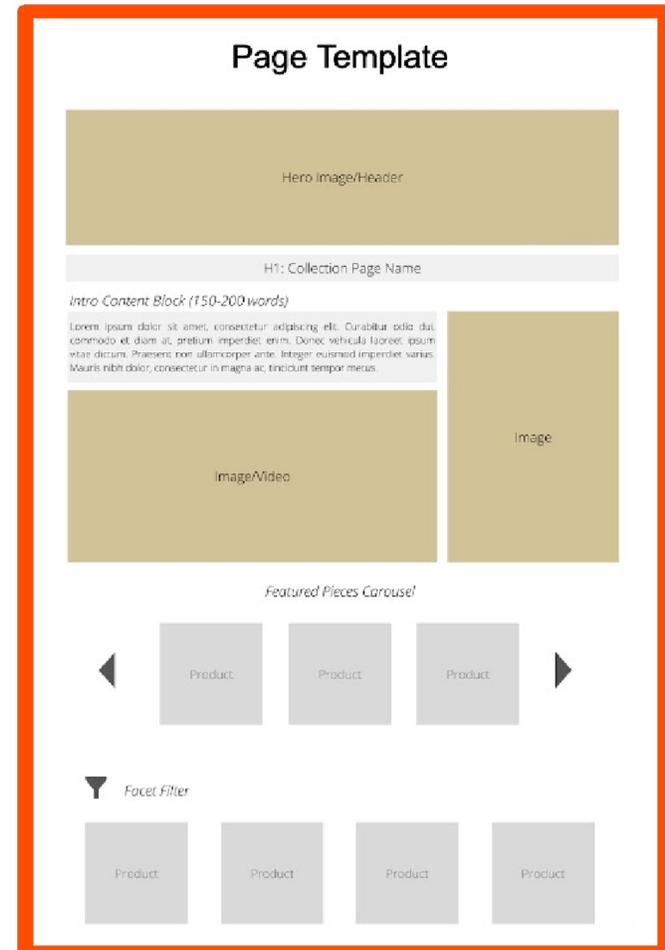
- **Material:** Look for weather-resistant materials, such as teak, aluminum, or resin wicker, which are durable and stylish.
- **Comfort:** Prioritize comfortable seating options like lounge chairs, sofas, and sectionals, as well as a dining set for outdoor meals.

# Optimizations That Matter

A hand holding a credit card in front of a laptop screen, with a semi-transparent orange overlay. The credit card is a Visa Gold card with the name 'Mr. Michael Müller' and the company 'www.comdirect.de'. The laptop is a silver MacBook with the Apple logo visible on the lid.

# On-page Optimizations

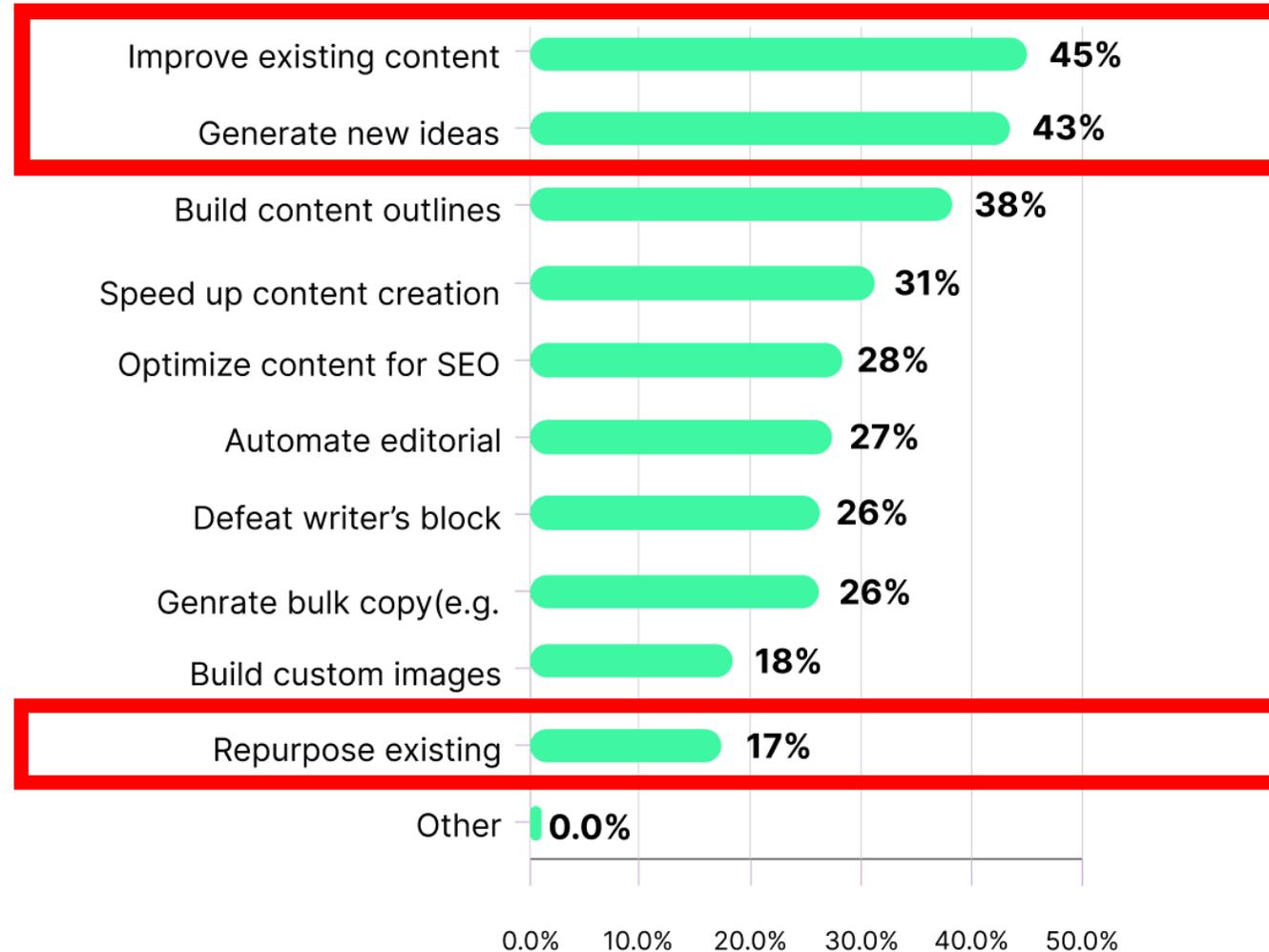
- Showstopper tech issues
- Metadata
- Useful / helpful content
- Keyword usage
- H1 / H2 optimization
- Internal linking
- Featured snippet optimization



# AI Tools for Content

The image features a solid orange background. In the center, the text "AI Tools for Content" is written in a large, white, sans-serif font. Behind the text, there is a faint, semi-transparent image of a hand holding a credit card in front of a laptop. The credit card is a Comdirect card, with the name "M. Myferson" and the website "www.comdirect.de" visible. The laptop is a silver MacBook-style laptop.

# Survey: Benefits of Generative AI



Start here

And here

Source: <https://www.jasper.ai/blog/ai-business-trend-report>

# Generate Short-form Content



You are a marketing copywriter with expertise in SEO. Write like Brian Dean the SEO expert. Use professional language and vary the length of sentences. Use concise sentences. Provide practical, relevant tips and advice for the target audience. Write 2 sentences for the top of a landing page for an SEO agency about "businesses that don't see ROI from their SEO campaigns".



Is your SEO strategy leaving you with more questions than results? Our agency specializes in turning around underperforming campaigns. Together, we'll refine your SEO approach, driving impactful growth and generating the ROI your business deserves.



# Layered Prompts

ROLE – You are a marketing copywriter...

TASK – Write recommendations for ...

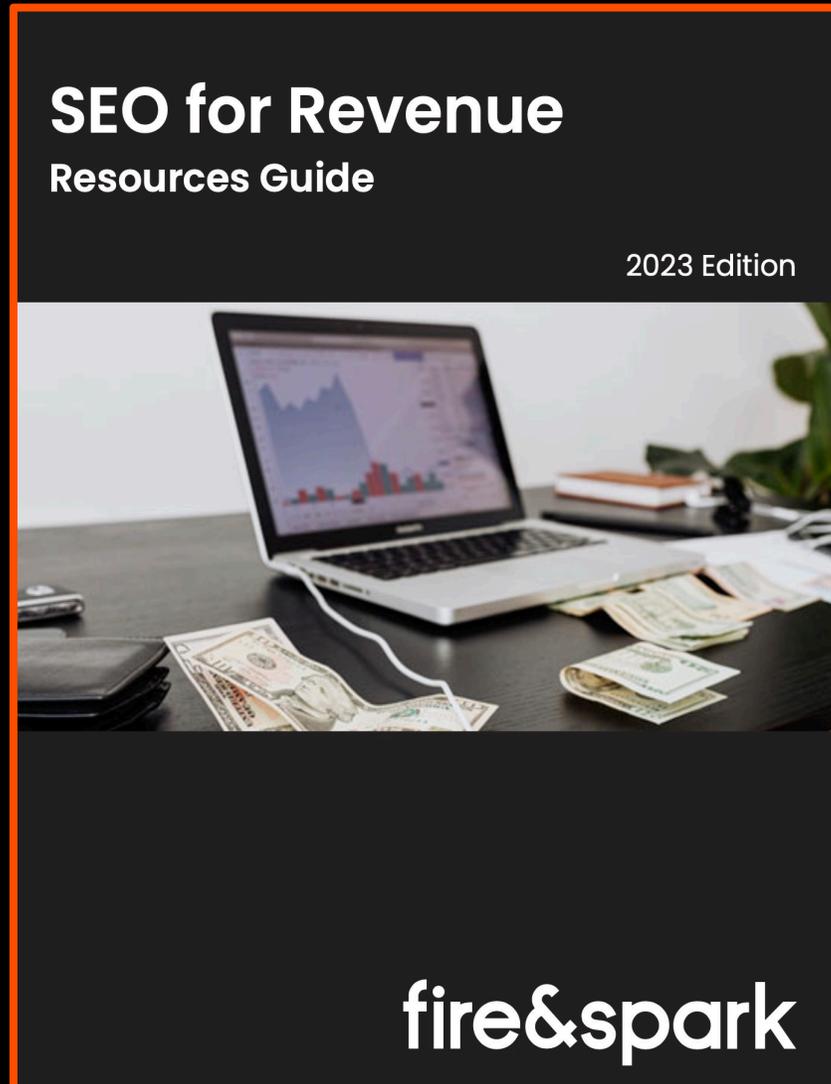
STYLE GUIDE – Employ vivid imagery...

EXAMPLES – Here are some examples of...

# SEO for Revenue Resources Guide

Text **SEO**  
to **66866**

fire&spark



[dale@fireandspark.com](mailto:dale@fireandspark.com)

