

**DIGITAL
CONTENT**



& SEO

TWO SIDES OF THE SAME COIN

With Lyndon Barnett
Senior Digital Content and SEO Manager
Vodafone Australia

NEWS

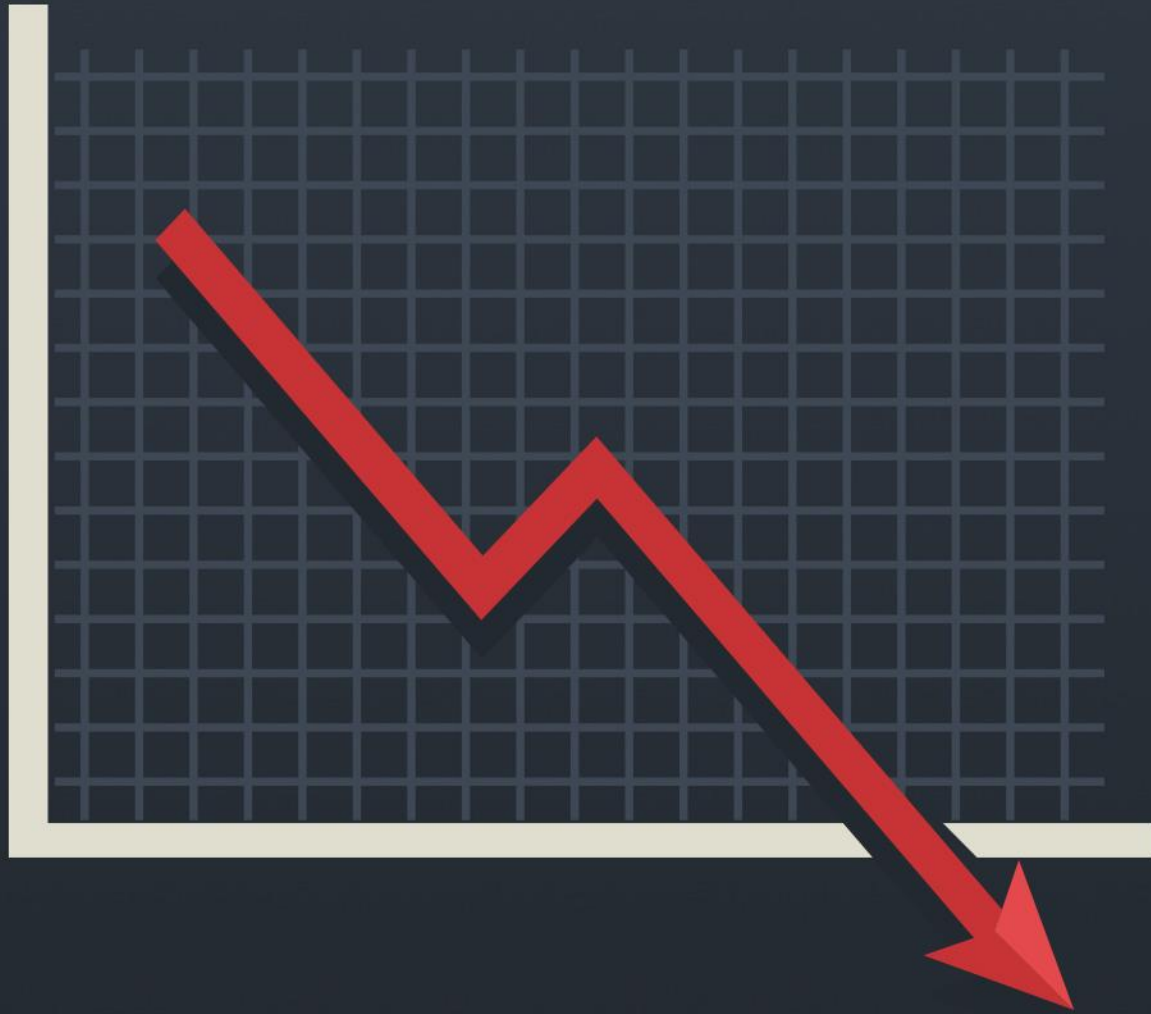


Business



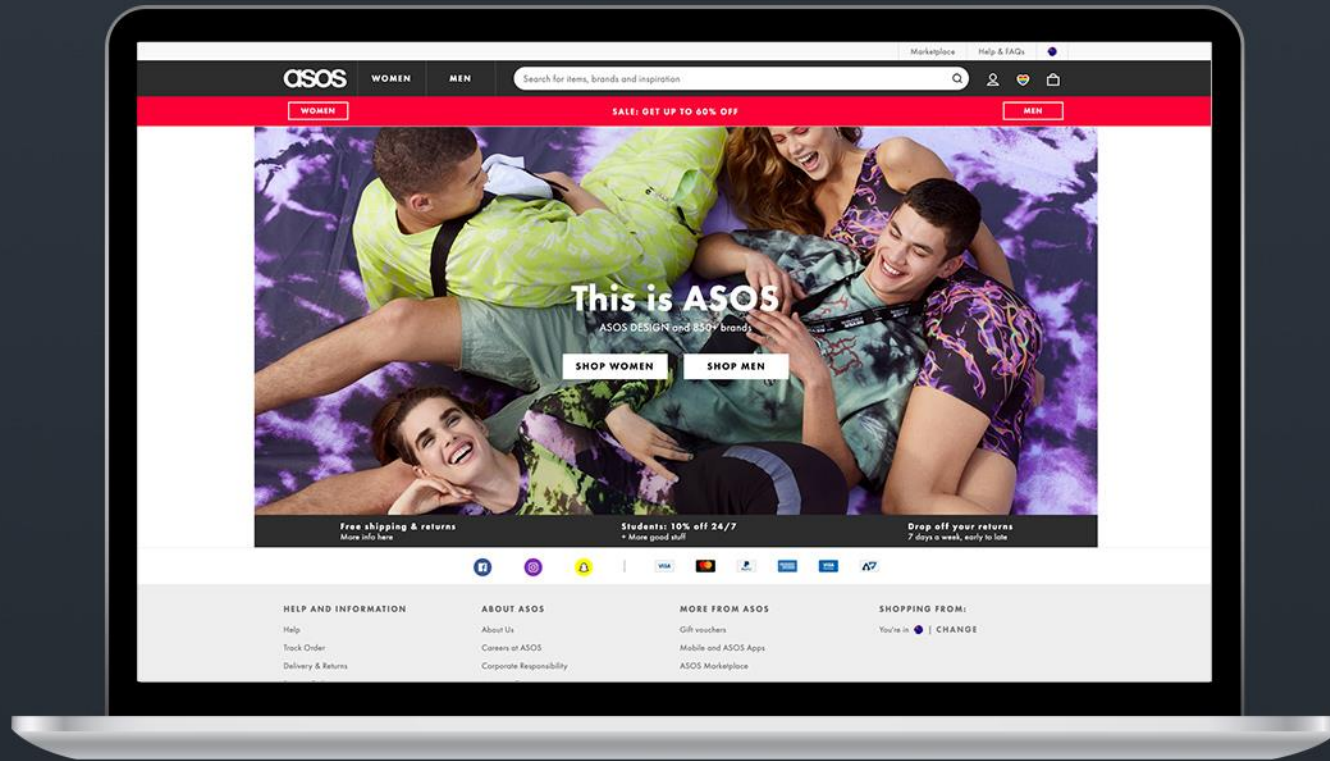
Asos profits plunge 87% after difficult year

 10 April 2019



Marketing changes
meant a **fall in visits
to its website**

And a **drop in its search
engine rankings**



The retailer launched
200 versions of its website

ASOS also made changes to the way
customers navigate
around its main website



So what do I do at
Vodafone to **protect**
the company from
such **volatility**?

DIGITAL CONTENT IS USED TO:

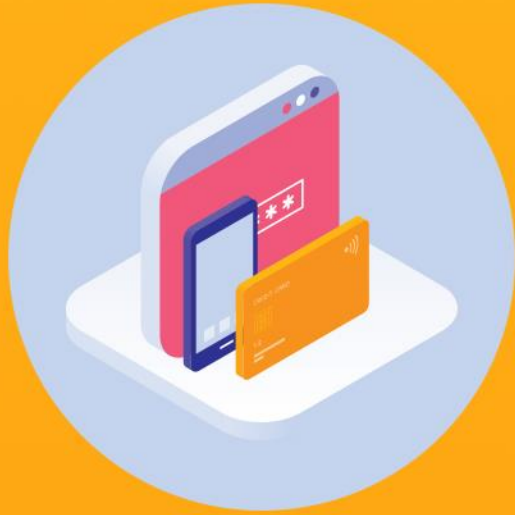


Drive quality **organic traffic** to your website



And when you have
the quality traffic,
use the content to
drive a conversion

CONVERSION TYPES



Online



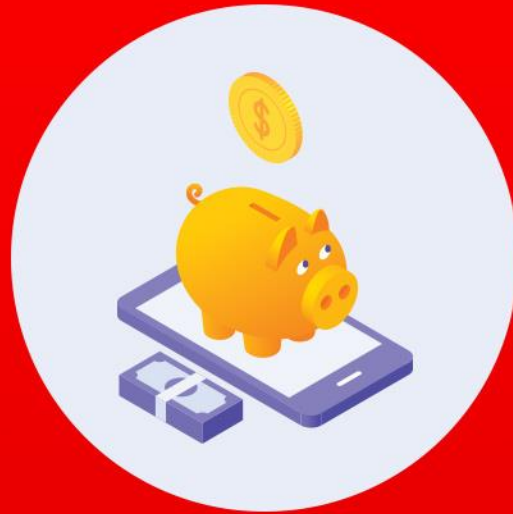
In-store



Over the phone



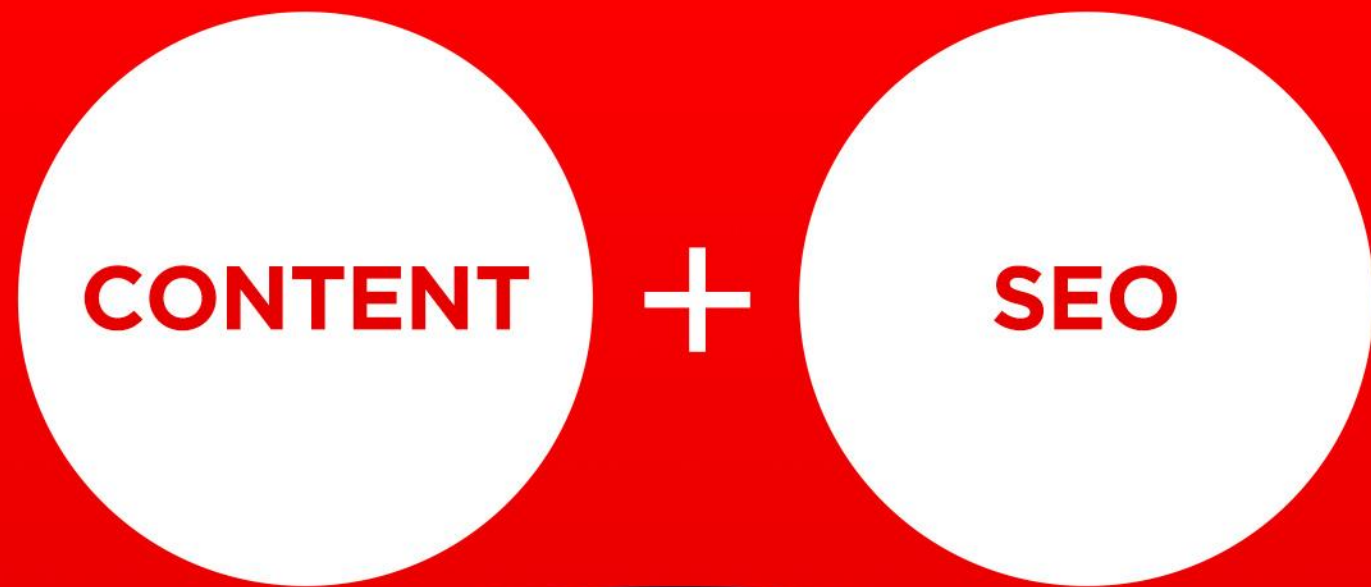
Sales



Revenue



Profit



```
<div id="offdiv" style="display:none">  
<div class="spl-login-container nactive" id="spl-  
login-container-id">  
<div class="login-button">  
<span class='spl-icon spl-i-account-details spl-i-  
size-xs'></span>  
<span class="button-title">Login</span>  
</div>
```



Write for our customers
first and foremost.



Google Search

I'm Feeling Lucky

Google has created a mathematical algorithm that is engineered for **human-centric behaviour.**

Google TWO BIG UPDATES



Panda (2011)

Deprioritising
poor content



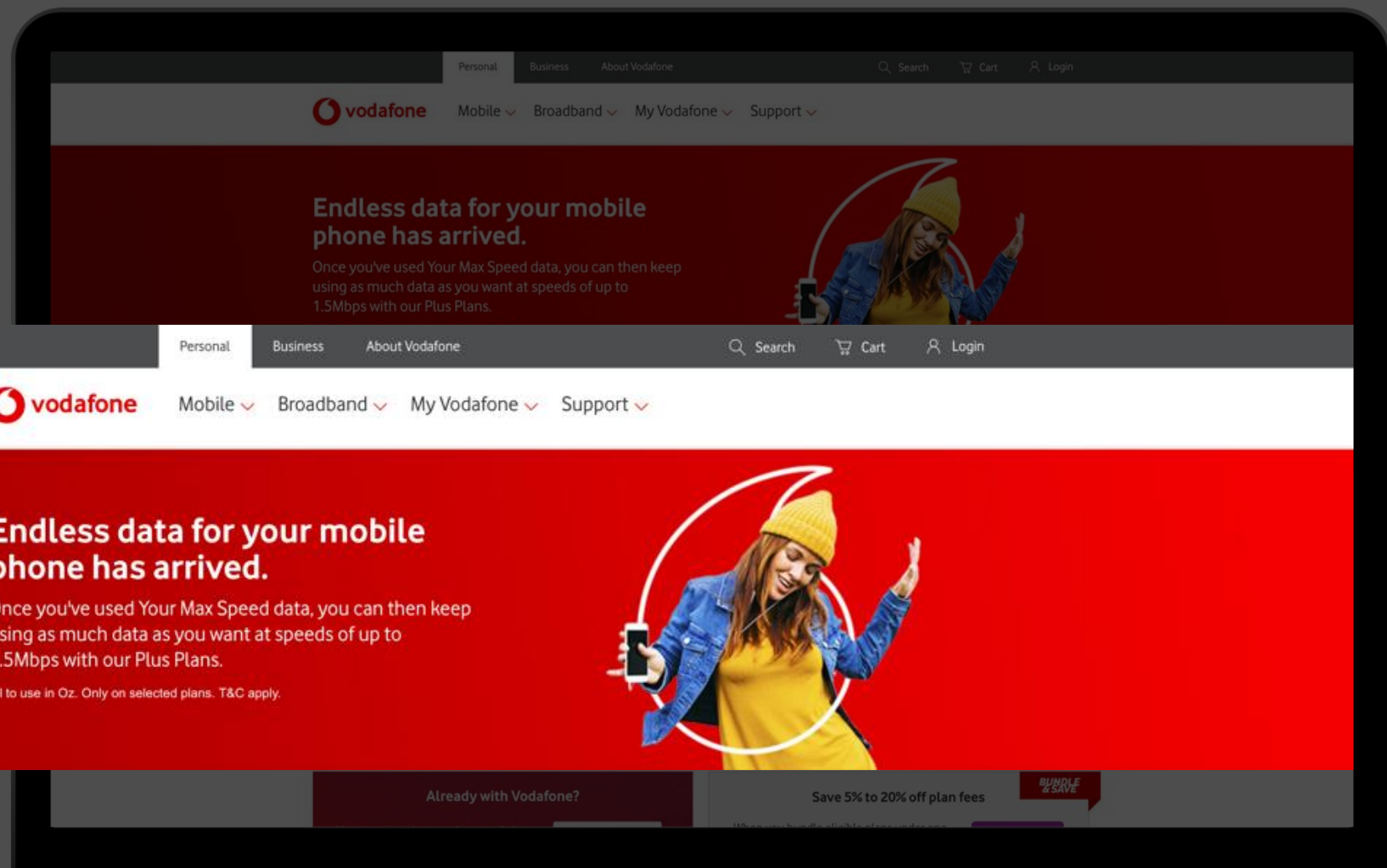
Penguin (2012)

Penalised websites
that used spammy
back links

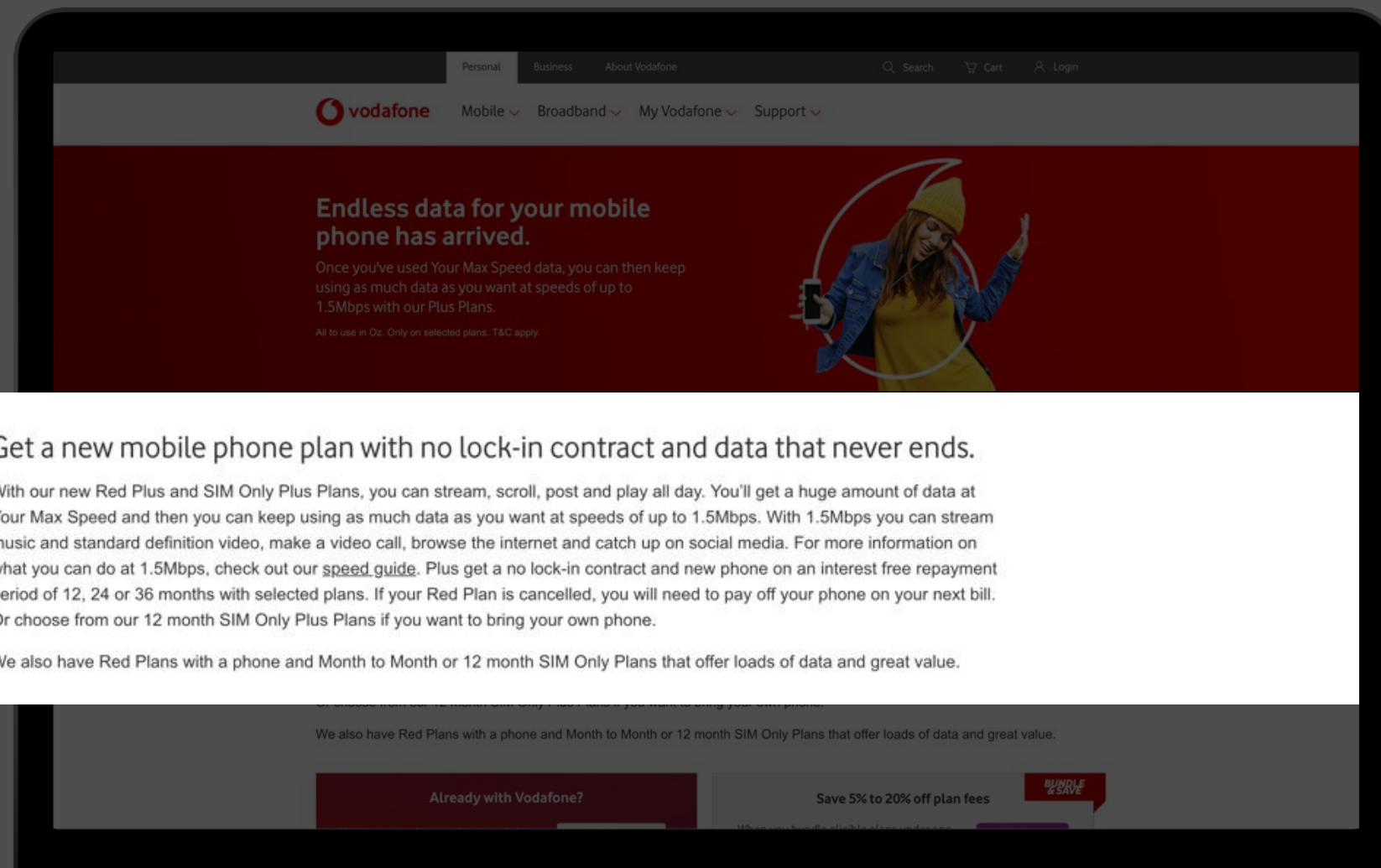


How do I approach
the **creation of copy**
on the page?

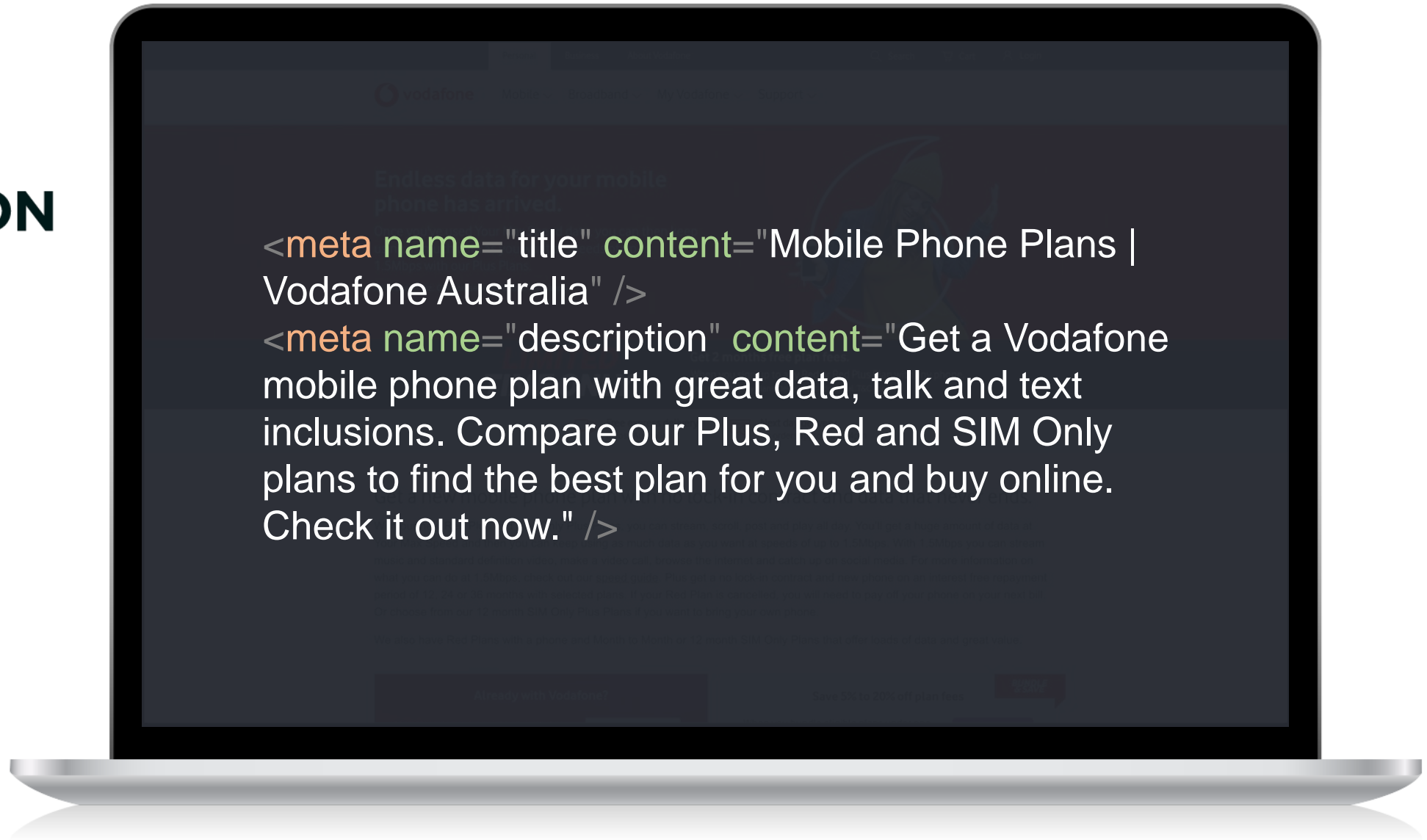
PAGE PURPOSE



BODY COPY



TITLE & DESCRIPTION METATAGS



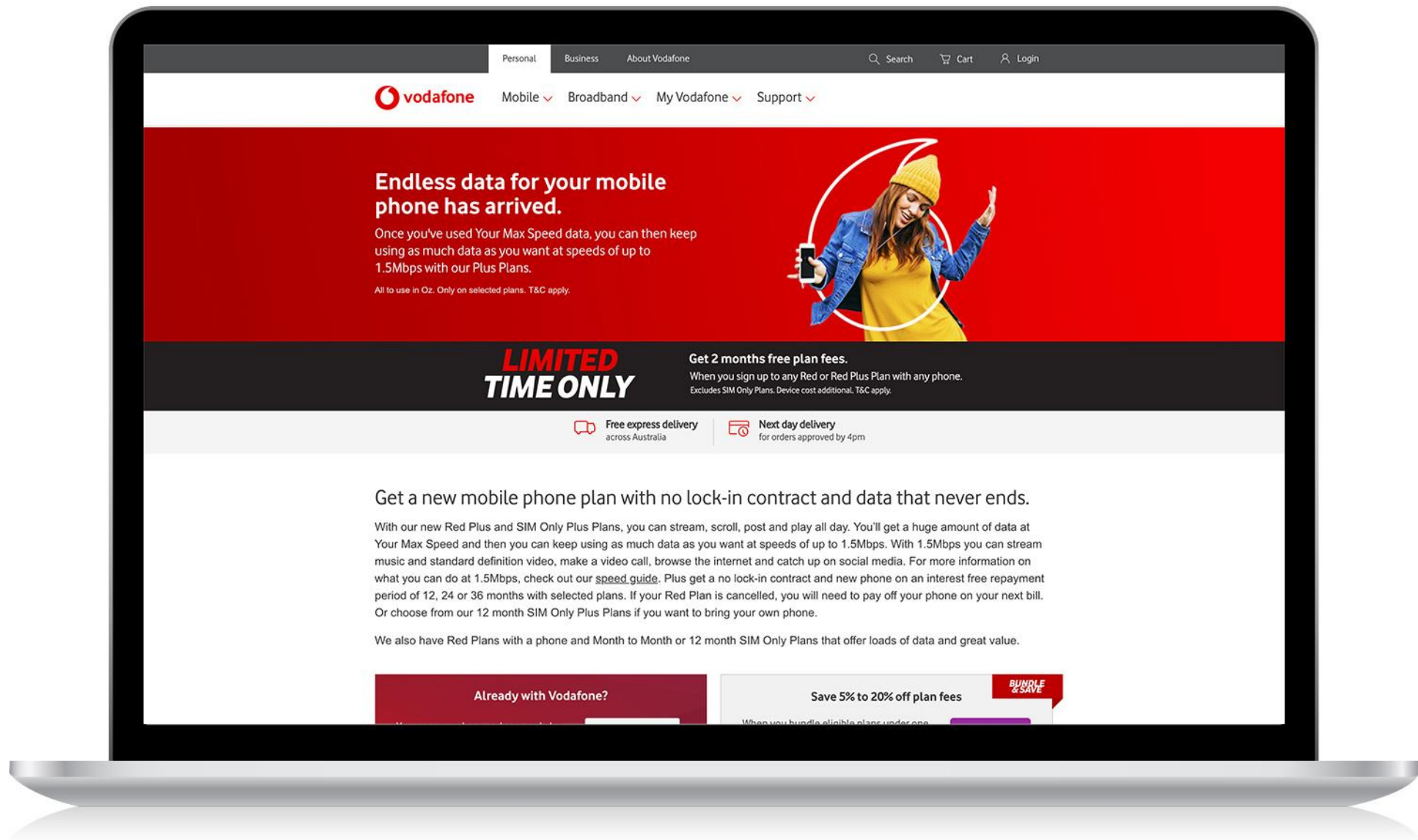
OG & TWITTER METATAGS

```
<meta name="twitter:card" content="summary" />
<meta name="twitter:site" content="@VodafoneAU" />
<meta name="twitter:title" content="Mobile Phone Plans" />
<meta name="twitter:description" content="Compare our mobile phone plans to find
the best plan for you." />
<meta name="twitter:image"
content="https://www.vodafone.com.au/images/Plans_Twitter.jpg" />

<meta property="og:title" content="Mobile Phone Plans." />
<meta property="og:type" content="product.group" />
<meta property="og:url" content="https://www.vodafone.com.au/plans" />
<meta property="og:image"
content="https://www.vodafone.com.au/images/Plans_OG.jpg" />
<meta name="cludo:image"
content="https://www.vodafone.com.au/images/Plans_Thumbnail.jpg" />
<meta property="og:description" content="Compare our mobile phone plans to find the
best plan for you." />
<meta property="og:site_name" content="Vodafone Australia"/>
```


STRUCTURED DATA

```
<script type="application/ld+json">
{
  "@context" : "http://schema.org",
  "@type" : "Product",
  "name" : "Mobile Phone Plans.",
  "image" : "https://www.vodafone.com.au/images/Plans_OG.jpg",
  "description" : "Vodafone plans for mobile phones come with great data, talk and text inclusions.",
  "url" : "https://www.vodafone.com.au/plans",
  "brand" : {
    "@type" : "Brand",
    "name" : "Vodafone Australia",
    "logo" : "https://www.vodafone.com.au/sites/static/simplicity/assets/images/VF_Logo.svg"
  },
  "offers" : {
    "@type" : "AggregateOffer",
    "lowPrice" : "30",
    "highPrice" : "100",
    "priceCurrency" : "AUD"
  }
}
```



KEYWORD RESEARCH

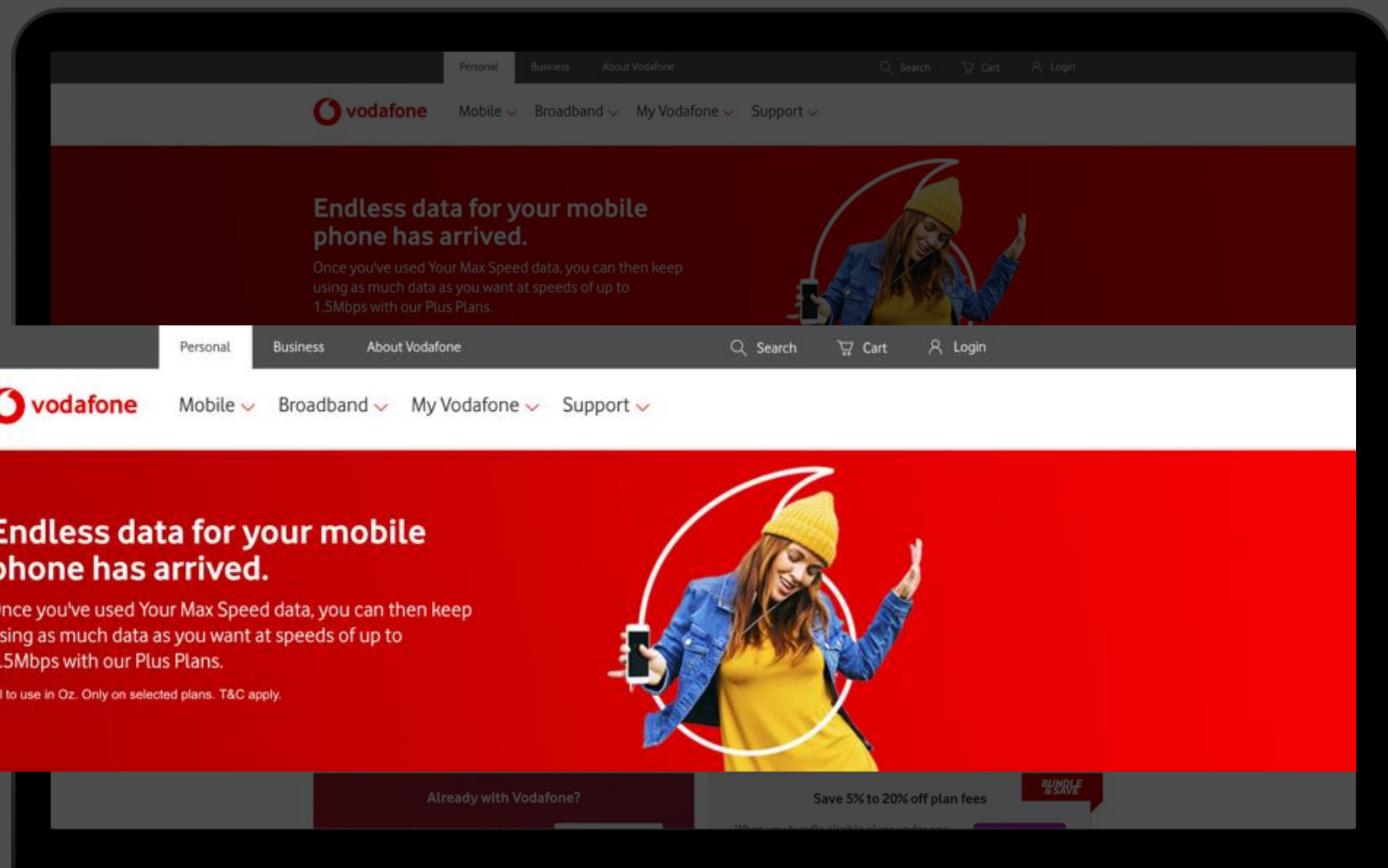
KEYWORD	SEARCH VOLUME
phone plans	12100
iphone plan australia	480
red plan	110
new mobile plans	50
mobile plans au	50
sim only plan	9900
family share plans	10
unlimited mobile phone plans	50
sim only	720
mobile plans in australia	1300



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Our **mobile phone plans** are great value for your **smart phone** because they have heaps of data to connect you to our **mobile 4G network**. You can **share your phone plan** with your family **to pool the data** from your **mobile plan** together so that you can all enjoy great **internet**. If you sign up today online to an **iPhone plan** or an **Samsung plan** you could get connected within minutes. Have a browse of our **cheapest sim only mobile phone plans** to see what suits you best.

PAGE PURPOSE





vodafone mobile phone plan



All

Shopping

Images

News

Maps

More

Settings

Tools

Mobile Phone Plans | Vodafone Australia

<https://www.vodafone.com.au/plans> ▼

\$30.00 to \$100.00

Get a **Vodafone mobile phone plan** with great data, talk and text inclusions. Compare our Plus, Red and SIM Only plans to find the best plan for you and buy ...

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<https://www.vodafone.com.au/hot-offers> ▼

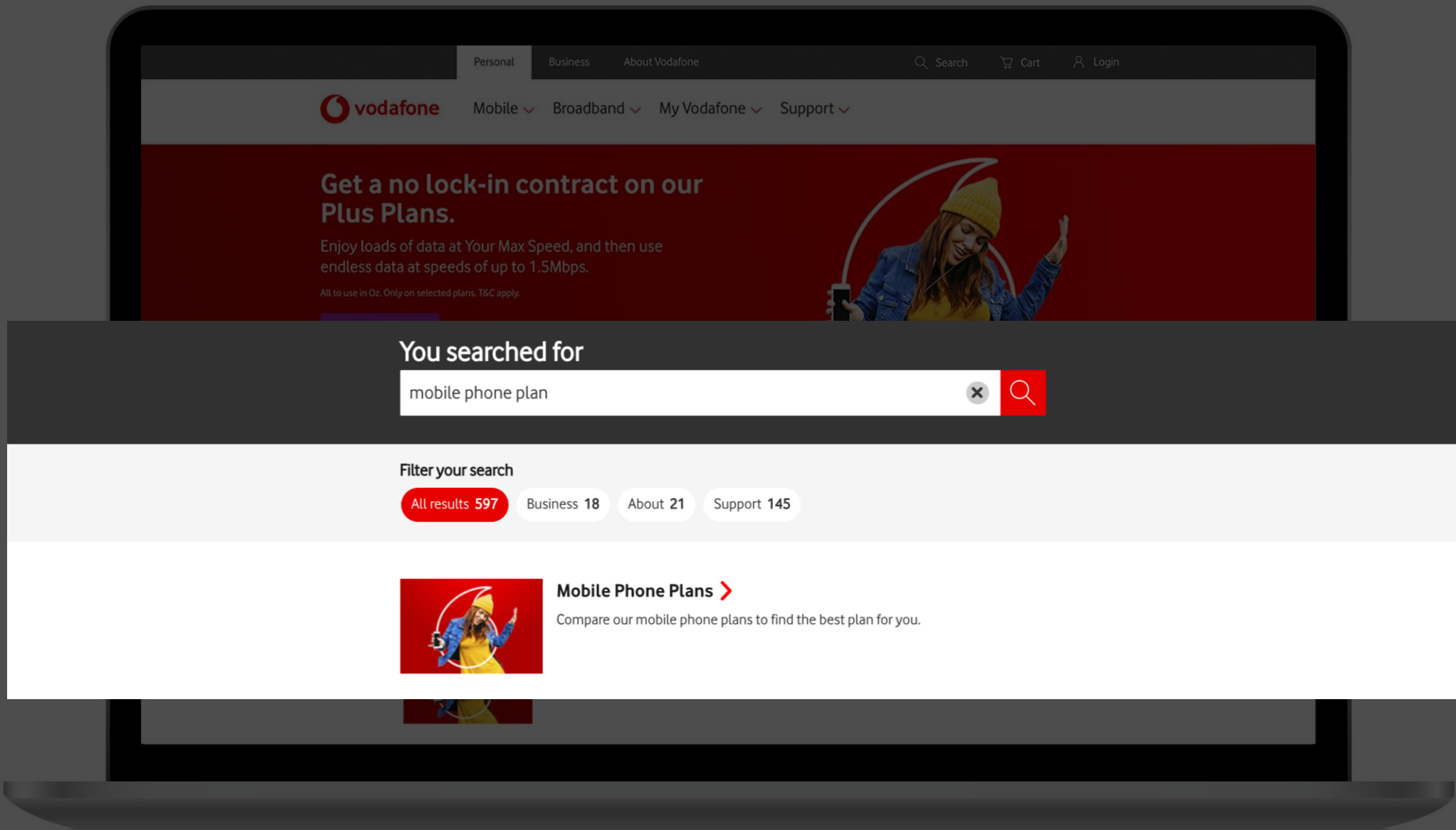
Check out these incredible offers and cool **deals** on our **mobile phone** and **mobile broadband plans** and devices. You might score bonus data or a discount on our **Prepaid** services. ... On our exclusive \$45 Student Red Plus and SIM Only **Plans**.

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Browse our range of the latest best in market **mobile phones** and ... When you trade-up your iPhone 7 Plus and sign up to our \$65 Red Plus **Plan** and stay ...

[Samsung Galaxy S9 4G](#) · [iPhone XR](#) · [Trade](#) · [Samsung Galaxy S10+](#)



Personal

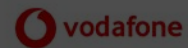
Business

About Vodafone

Search

Cart

Login



Mobile

Broadband

My Vodafone

Support

Get a no lock-in contract on our Plus Plans.

Enjoy loads of data at Your Max Speed, and then use endless data at speeds of up to 1.5Mbps.

All to use in Oz. Only on selected plans. T&C apply.



You searched for

mobile phone plan



Filter your search

All results 597

Business 18

About 21

Support 145



Mobile Phone Plans >

Compare our mobile phone plans to find the best plan for you.

I'm not saying that this
approach will take you to
number 1 overnight





SEO IS A LONG GAME.

Laying the appropriate foundations supported by sound logic and rationale.

**WHY NOT PUSH THE
BOUNDARIES?**



That's all **Google** is doing – putting its **customers first** and by default encouraging us to put our customers first also.



**THANK
YOU**

