



DATA-DRIVEN PERSONAS FOR CONVERSION RATE OPTIMIZATION

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IPULLRANK





DOWNLOAD THIS

<http://bit.ly/actionable-personas>



THE STATE OF PERSONAS



Measurement has come a long way, but there are still some people skeptical of the value of audience segmentation.

REALLY? ANOTHER PERSONAS TALK, MIKE?!



AS OF LATE PERSONAS ARE UNDER FIRE



LOTS OF MARKETERS DON'T LIKE PERSONAS

There are a lot of complaints in the internet marketing echo chamber about personas not being a valuable fact in lieu of "real data."

FIRST, HOW "REAL" IS YOUR DATA?



COOKIE DELETION

Users delete their cookies on a regular basis.



ADBLOCK INSTALLED

AdBlock prevents tracking entirely for analytics tools that are not whitelisted



JAVASCRIPT DISABLED

There's also a small percentage of weirdos that don't enable JavaScript.



INCOMING:
OBVIOUS
REALITY



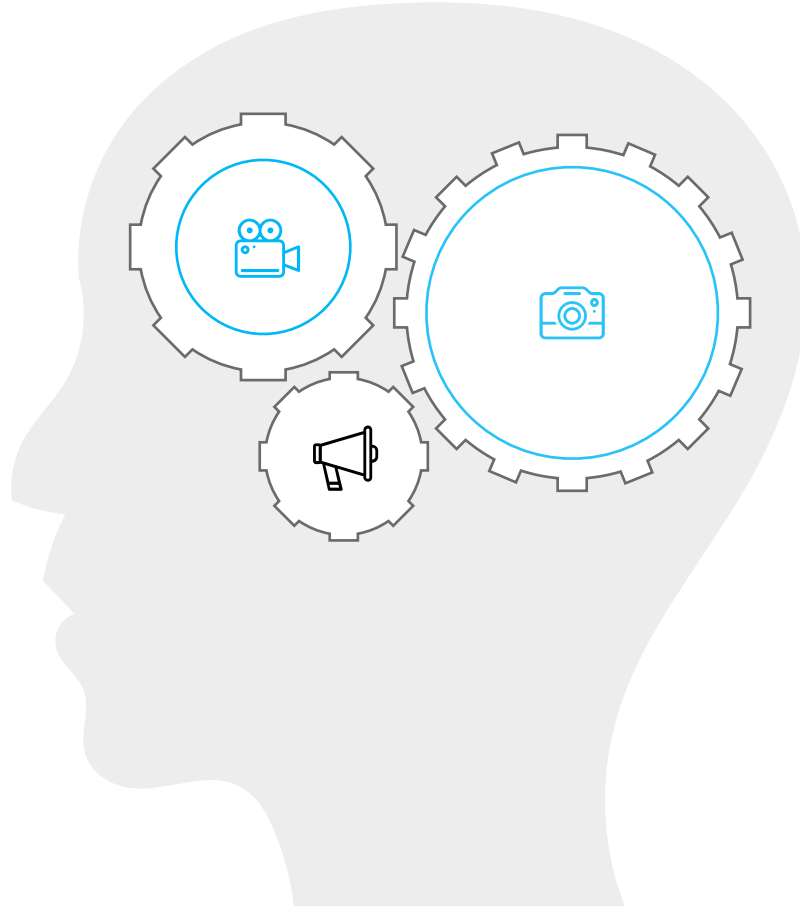
“

ALL OF YOUR DATA IS **INHERENTLY BIASED OR
SKEWED.**

- ME



**LET'S JUST
TEST IT!**



BAD IDEA

You could have avoided this waste of time with a little bit of research up front.



“

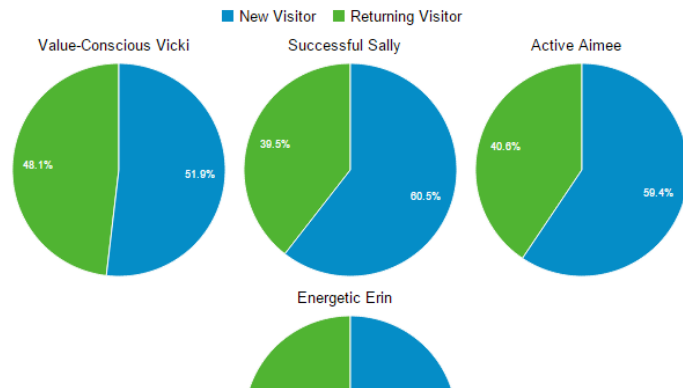
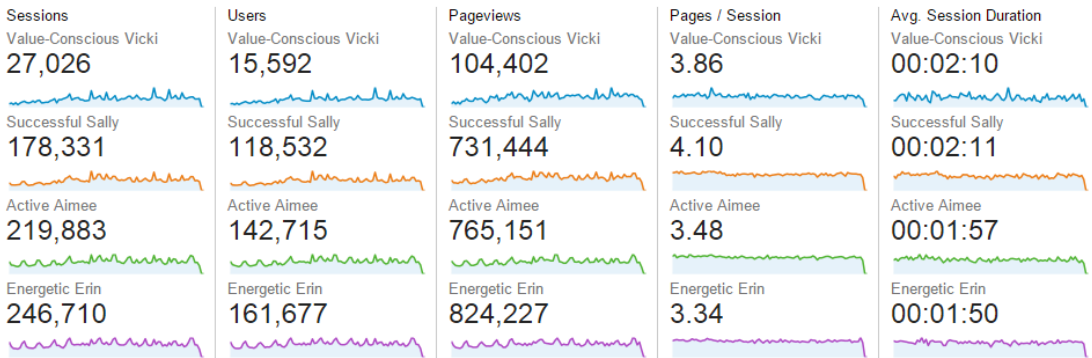
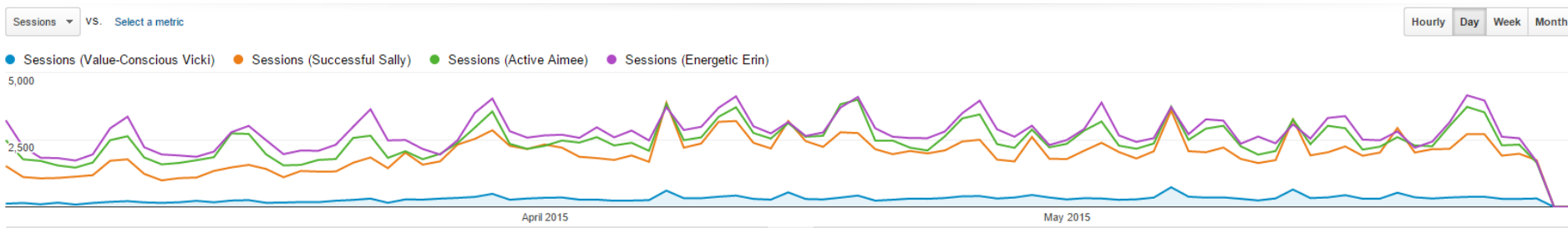
DIGITAL MARKETING IS PREDICATED ON THE
IDEA OF “GUESS AND CHECK.” **IT MAKES US
ALL VERY COMPLACENT.**

- ME



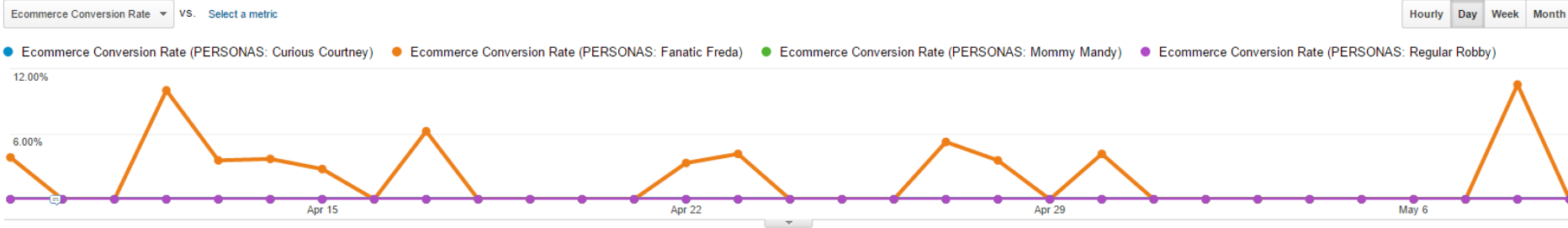
INCOMING:
OBVIOUS
REALITY

AXIOM 1: DIFFERENT USER TYPES REPRESENT DIFFERENT VOLUME



It's an axiom, that different user types visit your site at different rates. In optimization you need to account for that.

AXIOM 2: DIFFERENT USER TYPES CONVERT AT DIFFERENT RATES



Ecommerce Conversion Rate
PERSONAS: Curious Co...
0.00%

Transactions
PERSONAS: Curious Co...
0

Revenue
PERSONAS: Curious Co...
\$0.00

Average Order Value
PERSONAS: Curious Co...
\$0.00

Unique Purchases
PERSONAS: Curious Co...
0

Quantity
PERSONAS: Curious Co...
0

PERSONAS: Fanatic Fr...
2.35%

PERSONAS: Fanatic Fr...
14

PERSONAS: Fanatic Fr...
\$1,145.10

PERSONAS: Fanatic Fr...
\$81.79

PERSONAS: Fanatic Fr...
51

PERSONAS: Fanatic Fr...
60

PERSONAS: Mommy M...
5.67%

PERSONAS: Mommy M...
8

PERSONAS: Mommy M...
\$347.75

PERSONAS: Mommy M...
\$43.47

PERSONAS: Mommy M...
21

PERSONAS: Mommy M...
23

PERSONAS: Regular Ro...
2.74%

PERSONAS: Regular Ro...
2

PERSONAS: Regular Ro...
\$371.70

PERSONAS: Regular Ro...
\$185.85

PERSONAS: Regular Ro...
6

PERSONAS: Regular Ro...
12

Another axiom. Different user types convert at different rates. Your messaging strategy must account for that as well.

AXIOM

SEGMENTED MESSAGING FTW



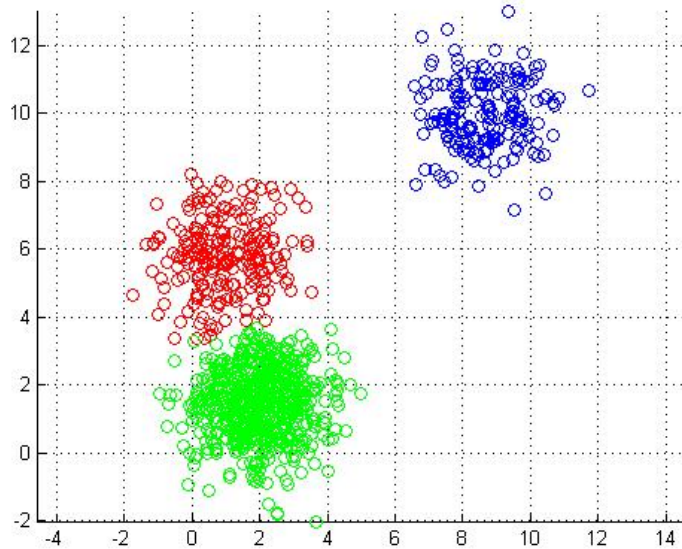


“

PERSONAS DONE RIGHT ARE JUST DATA-DRIVEN STORIES ABOUT YOUR USERS. **NOT PROFILES BUILT FROM ASSUMPTIONS.** YOU ARE MEANT TO USE DATA TO VALIDATE OR INVALIDTE THEM.

- ME

IN OTHER WORDS...



DO MORE OF THIS.

MORE QUANTITATIVE ANALYSIS



NOT JUST THIS.

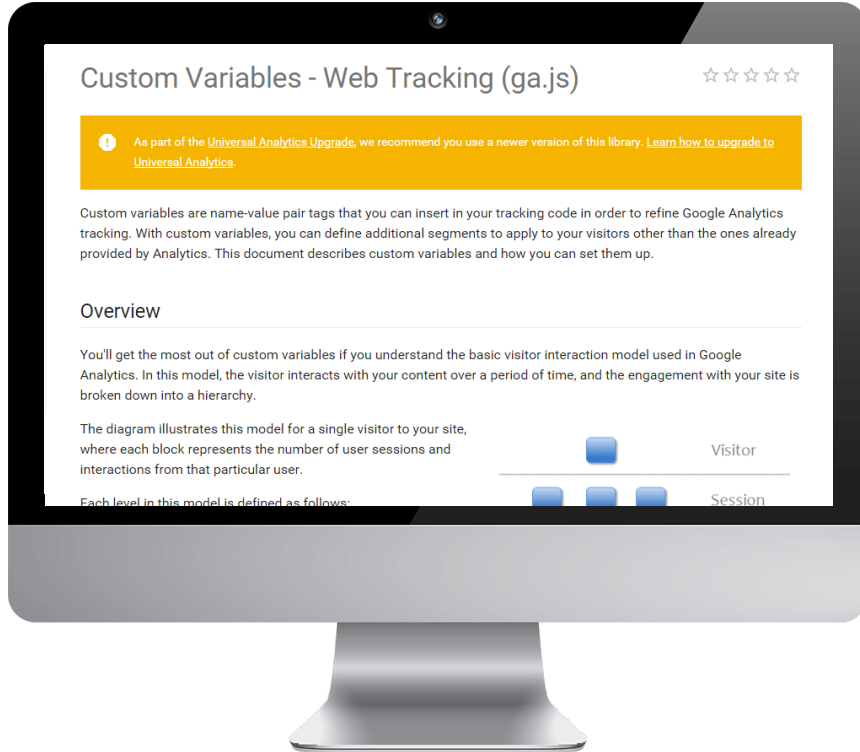
ASSUMING THINGS AND WHITEBOARDING



PERSONA MEASUREMENT



There are a number of ways to effectively measure your personas.



USER PROFILES

If your site has user profiles, users can self-segment based on the data you request.



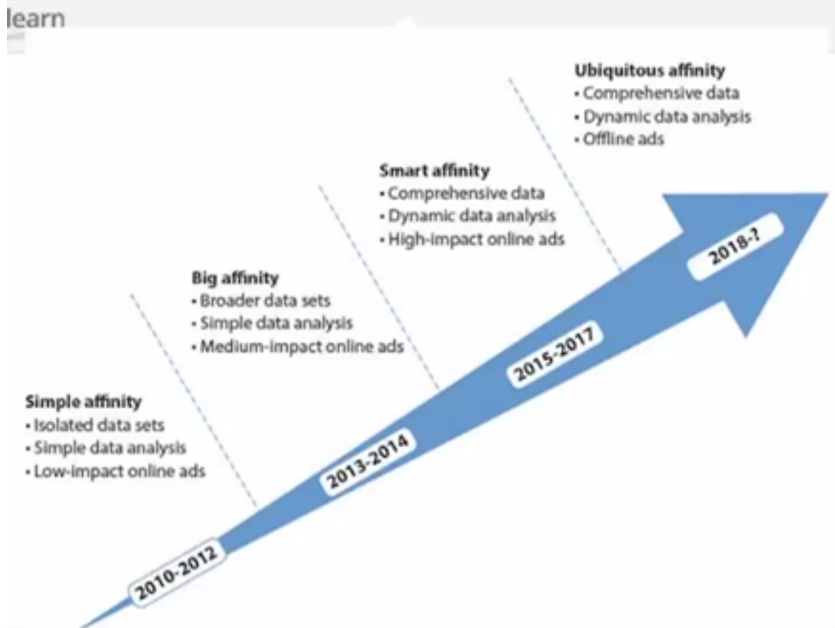
URL TAGGING FROM AD TARGETING

You can tag landing pages based on the audience targeting options of your ad.



DATA APPENDING

You can append data from sources like FullContact and Towerdata Intelligence.



DATABASE OF AFFINITY
Applications of the Data Store

1. Robust data signals

Google Display Network

- 2M websites
- 94% of U.S. internet users
- 300B+ impressions/month
- 65% of comScore's top 200 sites

Affinity Segments

Property	Visitors/mo.
Google O&O properties	800M
YouTube	800M
Google Finance	3.1M
Blogger	66M
Gmail	100M users
+	343M users

Icons: Sites, Feeds, Games, Social media, Video, Mobile

THE DATA FUELING IT
The Data Store



AXIOM

AFFINITY SEGMENTS



TARGETING ADS

On the frontend, Google allows you to target different audiences with affinity segments.

Google

Active Lifestyle

Outdoor Enthusiasts

Outdoor enthusiasts love nature and sports. They engage in outdoor activities like camping, hiking, kayaking, mountain biking, rafting, skiing, boating, fishing, hunting, etc. regularly. Their weekends are spent outdoors and they vacation at places that allow them to pursue their passions. They read publications about these activities, look for and comparison-shop goods and services related to these interests. Often these people have apps on their phone such as "Accupedo" and other pedometers, etc.

Offline Media

- TV/Cable: Outdoor activities and nature shows
- Print: Magazines about nature, outdoor recreational activities, the wilderness, etc.

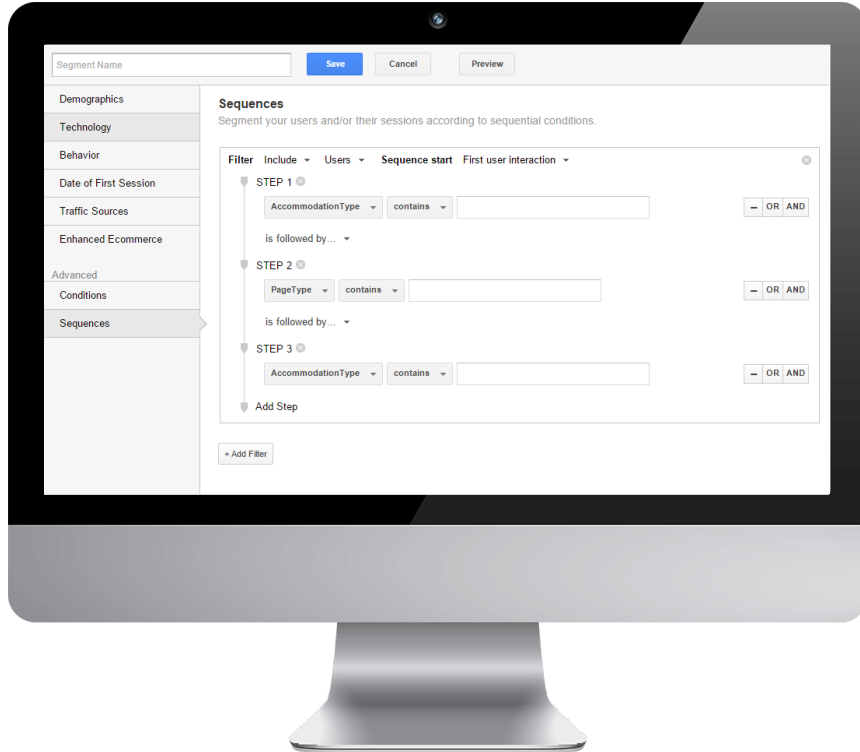
Example Advertisers

- Auto Manufacturer targets to raise awareness of their SUV line.
- Tourism Board wants to raise awareness among outdoor enthusiasts to encourage tourism.
- CPG Co wants to raise awareness of their deodorant product with active young men and women.



MEASURE AUDIENCES

On the back end, Google Analytics allows you to measure affinity segments.



SEQUENTIAL BEHAVIOR SEGMENTS

Based on a sequence of behaviors you might segment your users



AFFINITY SEGMENTS

Leverage affinity segments to determine your personas



PERSONAS

Sugar plum gummi bears. Apple pie yummy cake with candy

TYPES OF SEGMENTATION



There are a number of ways to segment your audience

THE CONTEXT BUCKET

OLI HAS SOMETHING HE CALLS A **CONTEXT BUCKET**

In Oli's talk from last year, he defined a user's "Context Bucket" as their desires, expectations and data that represent what a user wants when they land on your site.





CONTEXT BUCKETS

I counter that personas and context buckets are one and the same thing. Personas are a long form version of what he's describing with context buckets.



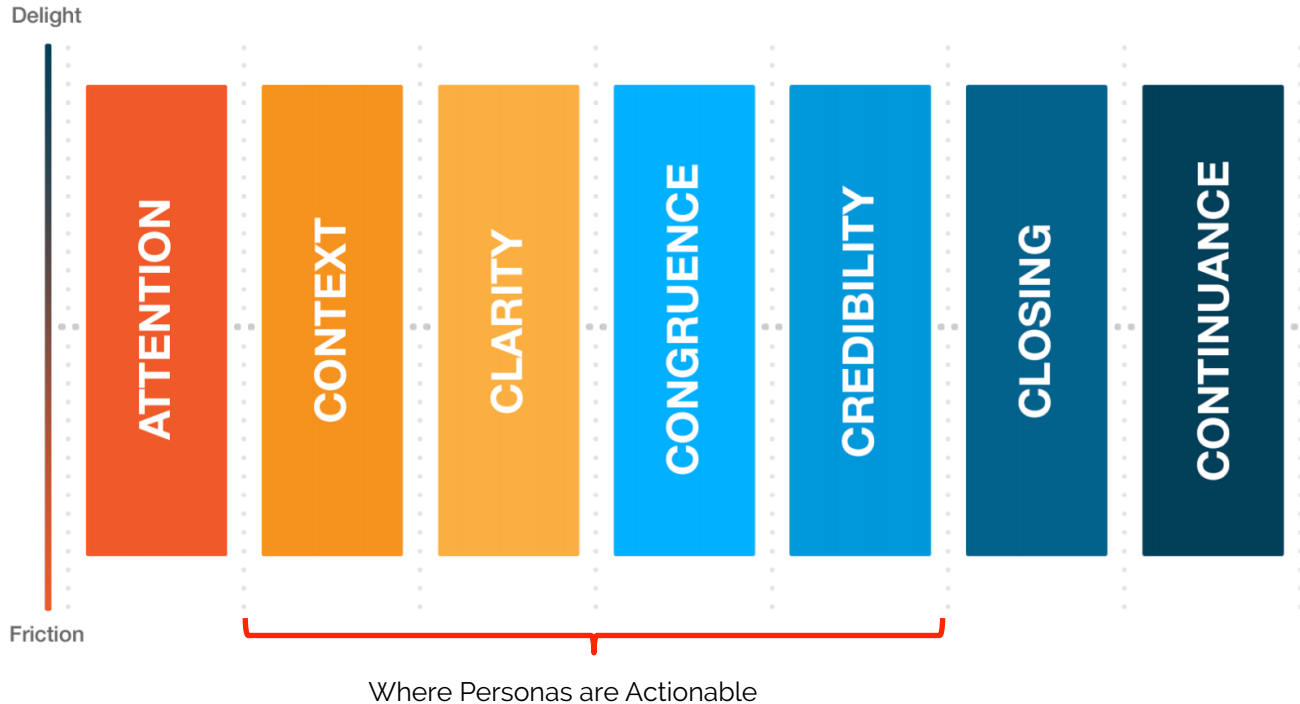
USER STORIES

This tells us why the available audience is interested.



USER NEEDS

This tells us the specific needs that must be met.



Oli's framework aligns with persona and user journey modeling in helping to understand context, communicate with your audience clearly, making sure your message is congruent with their needs and that you speak in a way that they believe is credible.

WHAT IS MARKET SEGMENTATION?



Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs and priorities, and then designing and implementing strategies to target them. Market segmentation strategies may be used to identify the target customers, and provide supporting data for positioning to achieve a marketing plan objective.





Segment A

MALE SMURFS, THAT
WEAR SHIRTS AND
PLAY SOCCER



Segment B

MALE SMURFS, THAT
DON'T WEAR SHIRTS
& CARRY
EXPLODING BOXES

A segment is a representation of your users or audience based on the combination of two or more factors or data points.



Segment A
MALE VISITORS,
REFERRED FROM
SOCCER WEBSITES



Segment B
MALE VISITORS,
REFERRED FROM
PYROTECHNIC
WEBSITES

This is an example of the same types of users measured based on specific identifiable data points.



MILLENNIALS



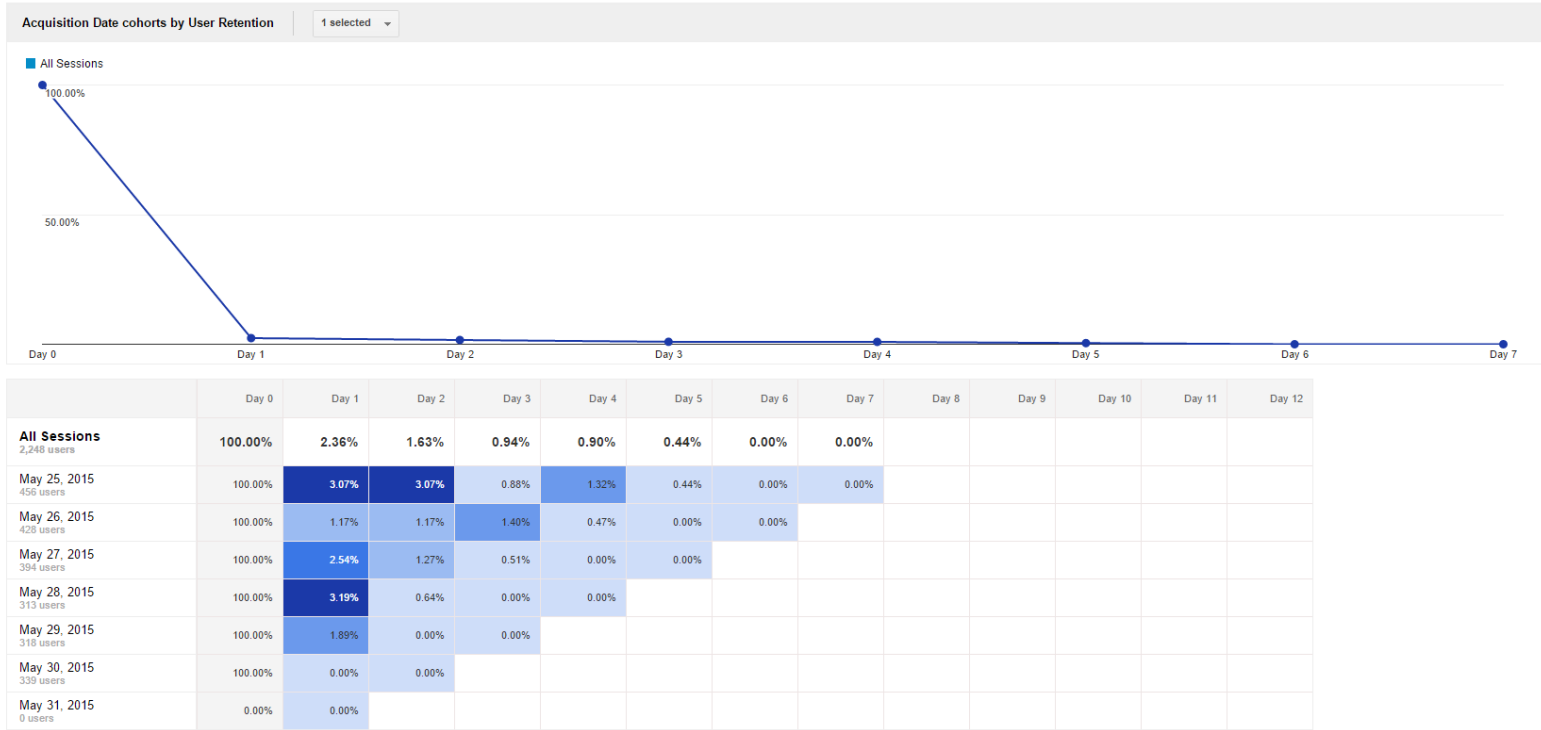
GENERATION X



BABY BOOMERS

Cohorts are segments of people that are tied together by similar experience. Colloquially we refer to these as generations. A common cohort that you hear about is marketing as in “Facebook is losing the Millennials to other services like Instagram”

COHORTS (IN TERMS OF ANALYTICS)



In terms of analytics, cohorts are defined by users that visited in the same timespan. For example, everyone here is in the NYC Conversion Road Trip cohort.



Stylish Smurfette

Stylish Smurfette got all high-end fashion on us, dying her hair blonde, wearing Diane von Smurfstenburg dresses and Christian Smurfboutin shoes. She's more likely to be found at high-end establishments, but only goes out when invited. Stylish Smurfette would rather be shopping than go to a music night spot. She's all about convenience over supporting her local community. Stylish Smurfette likes to see and be seen.



Scuzzy Smurfette

She shops at second hand stores before it was in style. *No, really.* Scuzzy Smurfette goes to open mics and loves to be around music. She enjoys vintage vinyl records and playing with her rescue cat. The Scuzzy Smurfette is a bit of a couch surfer who frequents SmurfBNB and eats at Baker Smurf's restaurant rather than the big chains. You guessed it; Scuzzy Smurfette is a persona based on the female hipster Millennial cohort.



Personas are archetypal representations of actual people in your target audience. Depending on whose model you follow they typically include a user story, user needs, engagement insights. They are often given alliterated names and have a quote that personifies them quickly.



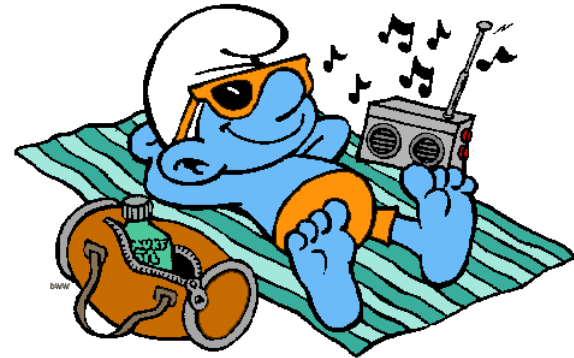
“

IN TERMS OF ANALYTICS, **PERSONAS ARE
STORIES BUILT FROM THE DATA.** MUCH LIKE
THE ANALYSIS THAT REPORTING YIELDS

- ME



BUYER PERSONA



AUDIENCE
PERSONA

There are variety of persona types, but the most important distinction to make in the marketing context is the distinction between those that are actively looking to buy your product (buyer personas) and those that are just interested in consuming your content (audience personas). There is often overlap between the two, but they should be treated differently.



KEYWORD



PERSONA

Keywords while the best proxy for intent were just a type of abstraction for a need a user is looking to fulfill. As marketers we've focused on the need rather than the user. Personas are also an abstraction, but they put more focus on users. Metaphorically speaking a keyword is a stick figure while a persona is an action figure meaning a persona is a more robust representation of a user and their intent.

BUILDING PERSONAS



The different methodologies for performing market segmentation and ultimately building personas.



QUALITATIVE RESEARCH METHODS



THIS IS WHAT MOST PEOPLE THINK

LOTS OF MARKETERS DON'T LIKE PERSONAS

There are a lot of complaints in the internet marketing echo chamber about personas not being a valuable fact in lieu of "real data."





ASSUMPTION ROUND ONE (GOALS)

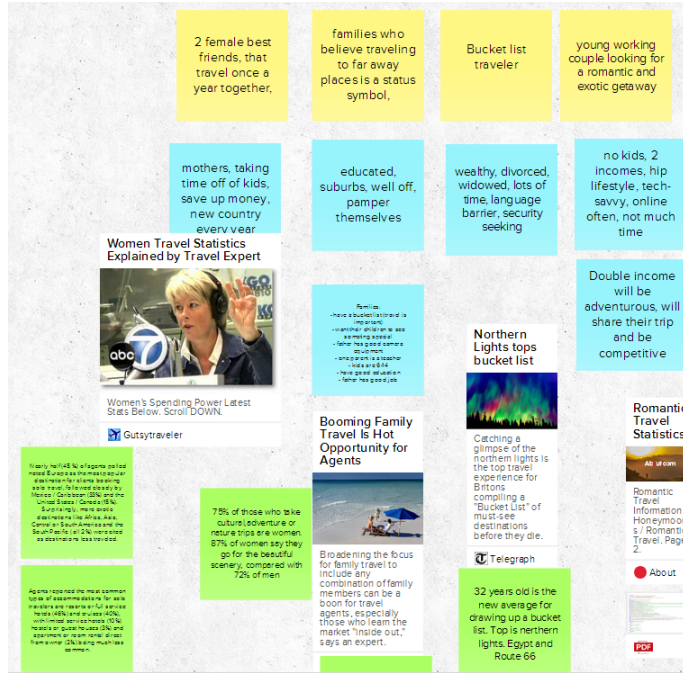
ex. Looking to go to Europe

ASSUMPTION ROUND TWO (ATTRIBUTES)

ex. 25-34, Male, Wealthy, Single, New York City

FACTOID ROUND (DATA)

ex. 85% of all single male New Yorkers 25-34 wish the travel booking experience to be handled completely by someone else.



When performing an affinity mapping session you want to do 3 distinct rounds of sharing and discussion. Each round has a different color post-it. Give the team 20 minutes to jot down their thoughts for each round then go around the room discussing each post-it until there's a consensus of what goes on the board. Discuss groupings helps segments to form.

OPEN-ENDED SURVEYS



[Product Name] Free Plan

[Product Name]

***If there was 1 thing that would have convinced you to upgrade your [Product Name] account, what would it be?**

***We all have something we can change, if there was one thing you would change about [Product Name], what would it be?**

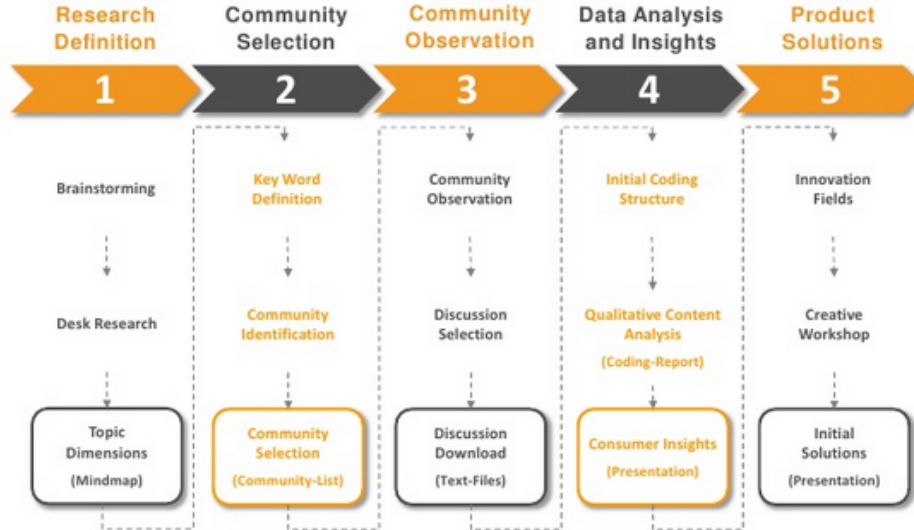
***If you were the CEO of [Product Name], what would you do to make it better?**

Done

Asking open ended questions using an online survey tool will allow you to get a sense of the trending issues on the mind of you target demographic. The downside is that data is very difficult to analyze at scale and often comes down to just using word clouds of responses.



NETNOGRAPHY: Systematic listening to online conversations



Ethnographic research is an iterative process of observing users or audiences in their natural environments and distilling conclusions from those observations. This has been brought into the online realm and nicknamed “netnographic research.”



BEWARE THE MODERATOR BIAS



Focus groups involve sit downs with actual or potential consumers of the either your product, service, or content. These are typically run by a moderator, but be warned that moderators or highly opinionated respondents may coerce the opinion of the group. (Mad Men Sidebar: Faye Miller is Don Draper's best girlfriend).



User interviews are just like focus groups, but just focusing on one user at a time. You can do this to see how users are interacting with your product or content. You can leverage Google+ Hangouts for this or use a tool like <http://www.luckyorange.com> or <http://www.usertesting.com> to watch a user's session after the fact to see where they are getting hung up.



QUANTITATIVE RESEARCH METHODS

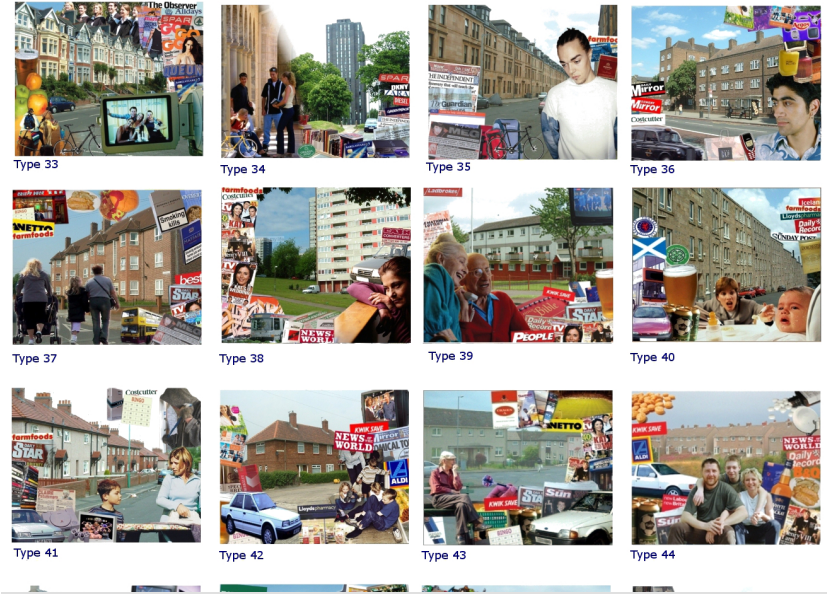
MARKET SEGMENTATION STUDIES



Super Cities 11	Super Cities 12	Super Cities 13	Super Cities 14	Super Cities 15	Super Cities 16	Super Cities 17	Super Cities 18	Super Cities 19	Super Cities 20	Super Cities 21	Super Cities 22	Super Cities 23	Super Cities 24	Super Cities 25	Super Cities 26	Super Cities 27	Super Cities 28	Super Cities 29	Super Cities 30	Super Cities 31	Super Cities 32	Super Cities 33	Super Cities 34	Super Cities 35	Super Cities 36	Super Cities 37	Super Cities 38	Super Cities 39	Super Cities 40	Super Cities 41	Super Cities 42	Super Cities 43	Super Cities 44	Super Cities 45	Super Cities 46	Super Cities 47	Super Cities 48	Super Cities 49	Super Cities 50	Super Cities 51	Super Cities 52	Super Cities 53	Super Cities 54	Super Cities 55	Super Cities 56	Super Cities 57	Super Cities 58	Super Cities 59	Super Cities 60	Super Cities 61	Super Cities 62	Super Cities 63	Super Cities 64	Super Cities 65	Super Cities 66	Super Cities 67	Super Cities 68	Super Cities 69	Super Cities 70	Super Cities 71	Super Cities 72	Super Cities 73	Super Cities 74	Super Cities 75	Super Cities 76	Super Cities 77	Super Cities 78	Super Cities 79	Super Cities 80	Super Cities 81	Super Cities 82	Super Cities 83	Super Cities 84	Super Cities 85	Super Cities 86	Super Cities 87	Super Cities 88	Super Cities 89	Super Cities 90	Super Cities 91	Super Cities 92	Super Cities 93	Super Cities 94	Super Cities 95	Super Cities 96	Super Cities 97	Super Cities 98	Super Cities 99	Super Cities 100
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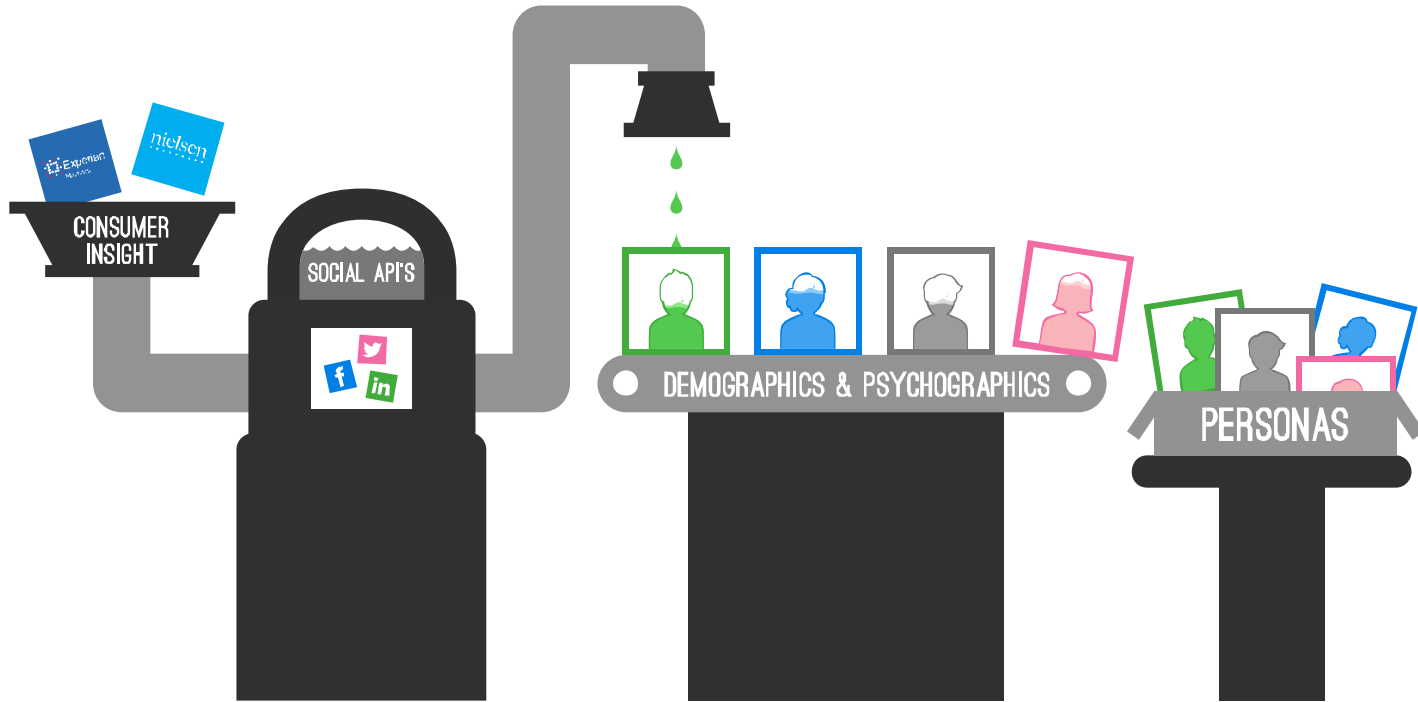


NIELSEM PRIZM
Nielsen's Market Segmentation Profiles

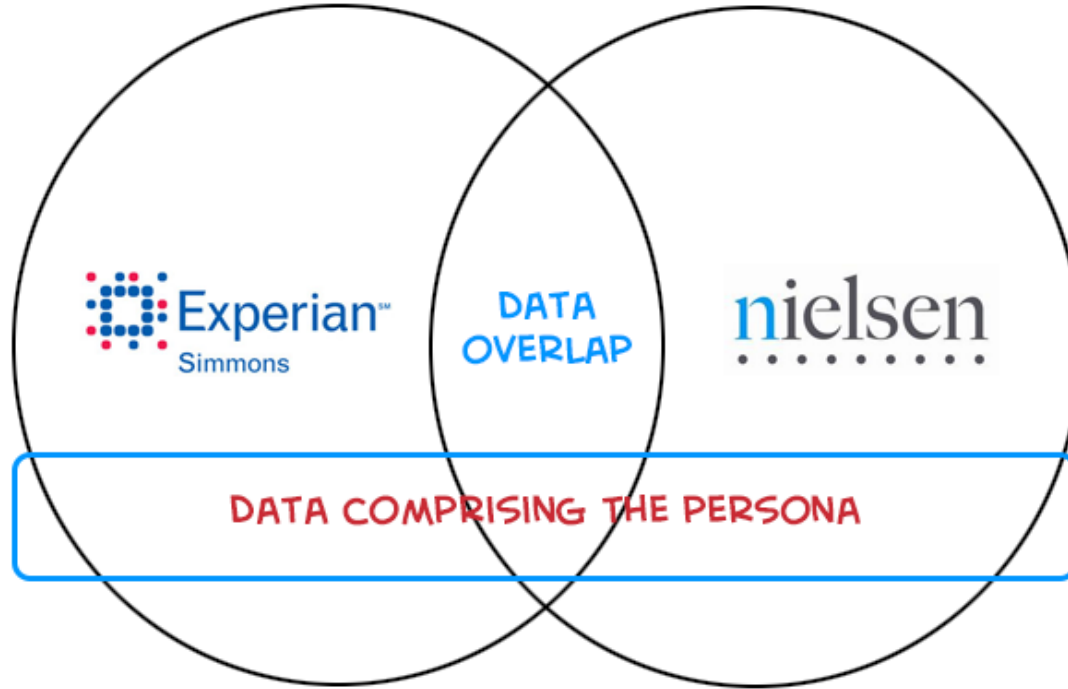


EXPERIAN MOSAIC
Experian's Market Segmentation Profiles

LAYERING DATA



At my previous agency I built a methodology of layering data from the market segmentation tools and validating those data points with the Social advertising inventories to collect the demographic and psychographic data points and then build the user stories, key characteristics and engagement insights.



Layering data entailed seeking out commonalities in multiple datasets. If there were commonalities across the datasets then we assumed that a data point from one was valid to the other and we could use both to build our personas.



Group H: New Homemakers
Lukas & Keely

Young singles and couples in small modern starter homes
5.88% 3.99%

Key Features
Top 5
Rankings
Data

Imagery
Streetscapes
Description
Family Tree
Distribution
Data
Mapping
Person Level

Rankings

Adult Age 1/15

Youngest

H	New Homemakers	1/15
O	Liberal Opinions	2/15
N	Terraced Melting Pot	3/15
G	Careers and Kids	4/15
K	Upper Floor Living	5/15
J	Claimant Cultures	6/15
F	Suburban Mindsets	7/15
I	Ex-Council Community	8/15
A	Alpha Territory	9/15

Oldest

Presence of Children < 18 7/15

Household Income 7/15

Gross Financial Assets 14/15

Non-Mortgage Debt 8/15

Indebtedness Indicator 2/15

Level of Urbanisation 5/15

Imagery

Mode

Dominant

Randomise

Vehicles

Profile: Who we are | Presence of children
3 or more under 15

◀ Group H ranked 4 out of 15
with an Index of 135 ▶

Profile Rank
Group Order

While Experian Simmons is quite an expensive tool that is out of reach for many there are free Mosaic Interactive Guides for the US, Germany, Australia, France, Brazil, Scotland, and Spain. I'll get you started with the US guide <http://guides.business-strategies.co.uk/mosaicusa2011/html/visualisation.htm>

@iPullRank



-->

Below is a list of statements that can apply to **refrigerated pre-cut fruit** brands. Using a scale of 1 to 5, where 1 means "Not at all important" and 5 means "Extremely important", please tell us how important each of these statements is to you, when purchasing brands of **refrigerated pre-cut fruit**.

(Select one answer in each row.)

	Not at all important 1	2	3	4	Extremely important 5
Has premium products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides fruit products that are of a consistent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has products packed in 100% fruit juice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has products packed in syrup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has products that are in ready-to-eat, bite-size chunks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has products that are available in portable single serve packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has products that are available in multi serve, take home packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a good source of nutrition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has products that are always ready to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is all natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has products that are easy/convenient to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides healthy food options for me/my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides delicious food choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Once you know what questions you need answered you can increase the sample size and get more definitive insights across a wider group of your audience. SurveyMonkey Audience is also great for this. They have great resources on survey design: http://help.surveymonkey.com/articles/en_US/kb/Design-Tips-How-to-create-and-administer-effective-surveys



Your analytics is the most relevant data source to you and you may have a lot of information specifically about user needs if you have internal search activated. You also have a lot of information on the rest of their behaviors especially if you are already doing any cohort analysis.



Pete Peterson's Public Profile
View My Account Information

Profile Information [Edit](#)

40% Percent Complete
(Earn +15 More Mozpoints)

Full Name: Pete Peterson
(First and Last Name)

Username: drPete2010

Email: dpete@seomoz.org

Title: [Add Your Title](#)

Company: [Add Your Comp](#)

I work as a: [Tell Us the Type](#)

Location: [Add Your Locati](#)

Favorite Thing About SEO: [Add Your Favorite](#)

Bio: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eu lacus nulla, et congue nisi. Duis porta rutrum erat id scelerisque.

Additional Contact Info: (AIM, MSN, Etc) mon - drpeteforpres2013

Favorite Topics: SEO , Google Analytics, Paid Search, Slip-n-Slides

Vital Stats

MozPoints: +72

Level: Contributor

Membership Type: PRO

Community Rank: #2,490

Comments & Responses: 405

Thumbs Up / Down: 302 / 42

Selected Answers: 7

Endorsements: 4

120 Followers

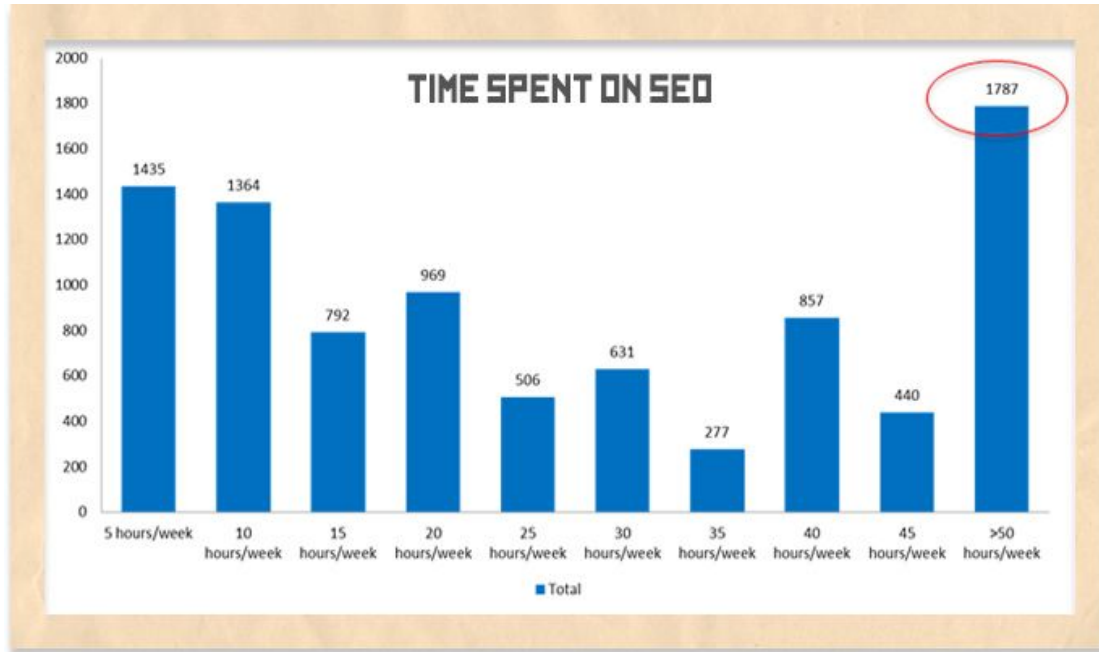
LinkedIn
www.linkedin.com/petey-pete/
59 Connections

My Website
www.seomoz.org
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eu lacus nulla, et congue nisi. Duis porta rutrum erat id scelerisque.

[Add More URLs](#)

```
_gaq.push(['_setCustomVar',  
1, 'userSegment', userSegmentName ,  
1]);
```

User profiles are a great way to truly understand precisely what your users are here for. You can fire custom variables into Google Analytics when these users login to then create advanced segments which allow you to see what actions different customer types are taking.



Speaking of user profiles, they are great for scraping to get insights. I scraped Moz's active user base last year and did some in-depth analysis. <http://moz.com/blog/what-i-learned-from-scraping-seomozs-active-user-base> If you have your own user profiles you can do the same with a few database queries.



Ethnographic research is an iterative process of observing users or audiences in their natural environments and distilling conclusions from those observations. This has been brought into the online realm and nicknamed “netnographic research.”

PUBLICLY AVAILABLE STUDIES



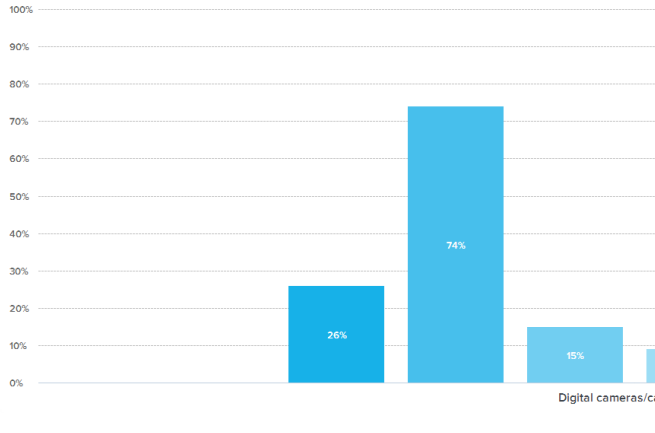
CONSUMER BAROMETER with Google

BROWSE GRAPH DATA MAP ABOUT

Select and graph data

Links
 DOWNLOAD HOW TO USE?

- Topics (6)
 - Purchase behavior (2)
 - Research behavior
 - Research & Purchase behavior (4)
 - Device usage
 - Internet usage
 - Consumer attitudes
- % of people who expect leading brands to be on top of the search results page
- % of people who think the placement of a brand on the search result page reflects the importance of the brand
- % of people who think search results with local information are more relevant
- % of people who sometimes use their mobile phone when shopping in a store to find more information about products
- % of people who think that websites that are recommended by friends are more important than other websites
- Products (1)
- Countries



LEGEND

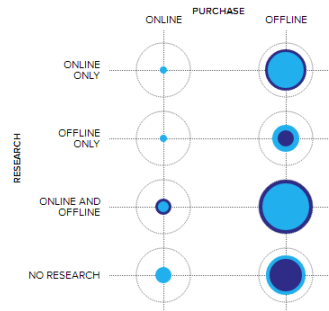
Global (G) Selected topics

- % of purchasers who purchased online filtered by Internet Usage (High)
- % of purchasers who purchased offline filtered by Internet Usage (High)
- % of purchasers who did research online only before purchasing online filtered by Internet Usage (High)
- % of purchasers who did research both online and offline before purchasing online filtered by Internet Usage (High)
- % of purchasers who did research online only before purchasing offline filtered by Internet Usage (High)
- % of purchasers who did research both online and offline before purchasing offline filtered by Internet Usage (High)

USA > Cars > compared with Canada

USA CANADA

CROSS TABULATION OF RESEARCH AND PURCHASE BEHAVIOR



WHAT DEVICES DID PEOPLE USE?



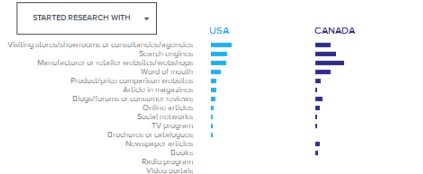
PURCHASE



RESEARCH

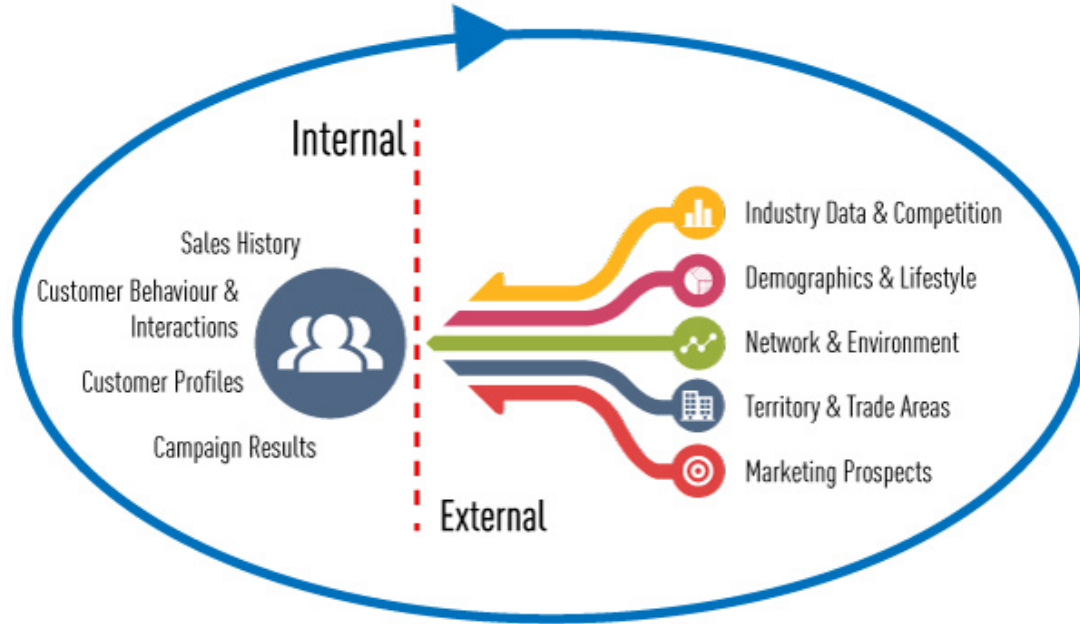


WHAT INFORMATION SOURCES DID PEOPLE USE TO DO RESEARCH?



Google's Consumer Barometer provides data on buying habits around specific product types and what devices they use to buy them. <http://consumerbarometer.com>

YOU GET A COMPLETE PICTURE



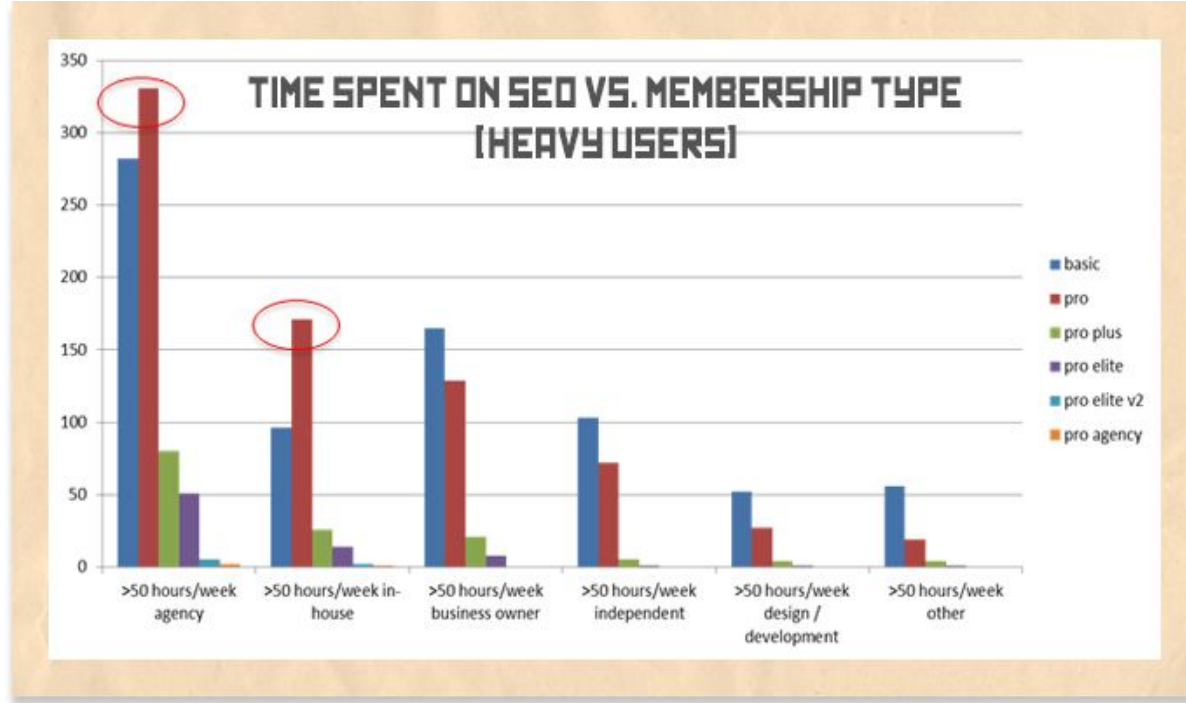
All of these internal and external data sources begin to give you a very clear hypothesis of who these users are. Now the only thing left to do is making sense of the data points in context of your business and its goals.



LET'S BUILD A PERSONA



STEP ONE: STATE YOUR GOAL



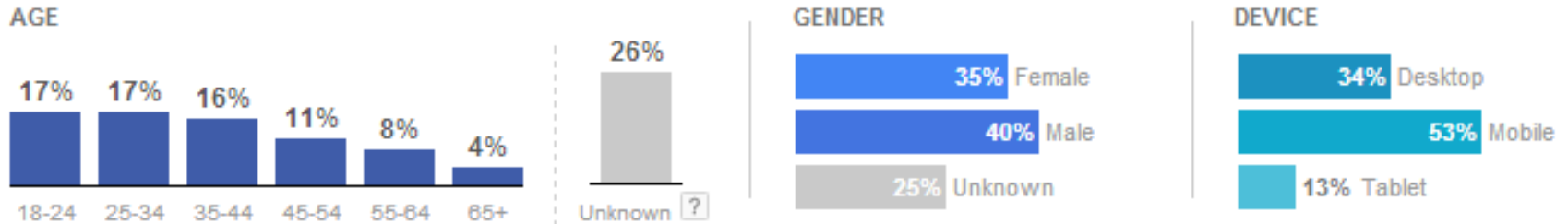
One of Moz's key business goals is to increase the number of SMBs that sign up for free services that become monthly subscribers. Therefore the goal of this persona exercise will be to discover a key segment of Moz's audience that is very likely to share and link to content, but hasn't purchased a Moz Analytics pro membership yet

STEP TWO: USE DEMOGRAPHICS TO FRAME



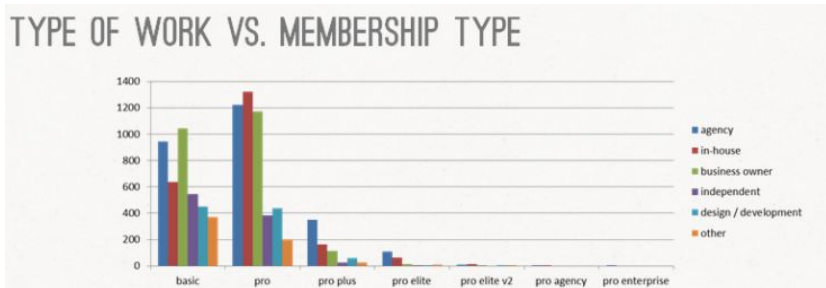
Available network inventory (Weekly) ?

100M - 500M Cookies 10B+ Impressions



Identifying the demographics allows to figure out where does the persona fall. Based on this data it's equally valid to have a segment that is 25-34 and female desktop user as it is to have one that 55-64 and male mobile user. The percentages give the likelihood that that person is part of your audience.

STEP THREE: COLLECT USER NEEDS



chrwald

Count me in on this one. I recently cancelled my subscription for the second time but I'm sure I'll be back in couple of weeks. Your tools are great at the start of a SEO-project. But after that I think the price is a bit high for pure monitoring purposes. What I'd love to see (and instantly subscribe to for a year) is something like a SEO-Start-up-Plan somewhat along these lines. One gets two campaigns. One to be set during subscription, which could not be changed afterwards. That's preferably for your own webpage. SEO-Starters like me need and love to monitor their own pages. The second one should be like they are right now and be used for the SEO's customers. At a price around 40 USD this would be perfect for people like me. That's more cash for you guys and regularly SEOMoz for me. Sounds like a win-win, doesn't it?

March 22, 2012 12:24 PM



sarahstern

Being able to add more competitors for analysis would be extremely useful for all of my clients for similar reasons as outlined by @tjames above. I would imagine a great number of websites sell a variety of products and services, meaning each keyword 'set' has its own set of competitors. What would be really useful is to have a unique set of competitors (maybe top 3 for each) for each tagged group of keywords. Or even add the ability to better group keywords for the sole purpose of adding top competitors to each group. I'd love to know if any of this is planned in any up and coming updates please?

November 27, 2011 03:46 PM

Most popular | Recent | Planned | Done | Not planned Suggest an Idea

- Is there a way I could add another user to access my PRO account?**
Droidman86 June 16, 2011 • Latest comment 23 days ago • 88 Planned
- Automated PDF Reporting**
Crissy Hall December 07, 2010 • Latest comment about 7 months ago • 38 Done
- Can I haz more than 3 Competitive Link Analysis competitors?**
Aaron Wheeler November 30, 2010 • Latest comment about 8 months ago • 28 Planned
- comprehensive report on google volume, ranking, competitiveness etc**
liber1 December 27, 2010 • Latest comment 16 days ago • 9 Done
- Historical Rankings and Keyword Benchmarks**
Aaron Wheeler November 29, 2010 • Latest comment about 1 year ago • 5 Done
- Link Manager (Like Raven Tools)**
SteveOllington October 25, 2011 • Latest comment 16 days ago • 12 Planned
- Cheaper / Less Campaign Plans**
Devon Intl May 11, 2011 • Latest comment about 8 months ago • 10 Planned
- Keyword research tool**
impacdtailing April 08, 2011 • Latest comment 12 days ago • 10 Planned
- SEO Moz Iphone App**
eyepaq March 19, 2011 • Latest comment about 1 year ago • 5 Planned
- Change Domain in Web App Settings**
Aaron Wheeler November 29, 2010 • Latest comment about 1 year ago • 11 Planned

I've used a combination of Moz's Q&A, Twitter's advanced search and data that I scraped from Moz's user profiles to uncover user needs. I've done it this way because these data sources are available for this site. Another site would require other methods.

STEP 4: OBSERVE PSYCHOGRAPHICS



The image displays three social media search interfaces side-by-side. On the left is Facebook Graph Search, showing a search for 'Men who are not my friends and like Moz' with results for Joe Hall, Tony Adam, Chris Winfield, and Avi Wilensky. In the center is Twtrland, showing a search for 'Casual Men aged 20 to 39 in Entrepreneur who follow Moz' with a grid of profile cards for various users. On the right is Twitter Advanced Search, showing a search for '@moz' with various filter options like 'Words', 'People', 'Places', and 'Other'.

Facebook Graph Search, Twtrland, and Twitter Advanced Search all allow me to look precisely at the people that are interested in Moz based and review their demographics to then examine their psychographics based on the other features of your profile.



MOZZY SMURF

PROFILE MOZZY SMURF

GENDER MALE

AGE 25-34

LOCATION EVERYWHERE

OCCUPATION ENTREPRENEUR



USER STORY

Mozzy Smurf is an internet entrepreneur whose coffee table is littered with books like "The Lean Startup" and "The 4-Hour Work Week." As a young male business owner in an always-on world he has little tolerance for lack of speed or agility in the tools he chooses to pay for.

Mozzy Smurf is a power user that prefers one tool over many and he needs his data easily on the go. A fan of the Moz brand, he has learned a lot of what he knows from the thought leaders on the Moz blog and is busy putting it into practice on his business venture. Trying to get his business off the ground he knows SEO is free traffic, but he also knows that it requires a large time and content commitment. While Mozz Smurf subscribes to the philosophies in the books he's read he knows it'll take hard work to get him there and he appreciates that. Keeping the ball in the air takes a lot of traveling for Mozz Smurf. He's often found in the SmurfAir Lounge between connections on upgraded flights. Mozz Smurf appreciates his loyalty programs and will pay money to get exactly what he wants, but only if he's getting exactly what he wants.

Mozzy Smurf is an avid reader of the Moz blog and its long form content. He especially enjoys listening to Whiteboard Friday as he's traveling. Mozz Smurf wants to know the tactics that will get his business to profitability as soon as possible and he needs his team to be able to help out and monitor the progress.

Mozzy Smurf was a long time follower of Moz for some time and considers himself a fan of the brand, but he expects more out of the software in the wake of their funding and doesn't see enough value. He monitors the growth of the product, but finds it difficult to invest in when there are so many features that he never uses.

ENGAGEMENT INSIGHTS

- o A la Carte Pricing Tier
- o iOS/Android App or Phone-Optimized Views
- o Multi-Seat Accounts
- o Post the Moz Roadmap and Progress
- o Gamified Feature Catch up
- o More Premium Gated Content
- o Value-based On-boarding
- o Tooltips at Login

The User Needs
or Context
Bucket

This research process yielded a persona that called Mozz Smurf that is always on the run trying to live the 4-Hour week lifestyle. He's an avid traveler, lover of Moz's content, but he expects more out of the product. Mozz Smurf would become a subscriber if their were different pricing options, an iPhone app, multi-seat accounts and more premium content.



THE QUICKEST WAY TO DATA-DRIVEN PERSONAS

(YOU'RE WELCOME)



PERSONAS

THE WORLD'S

FASTEST SEGMENTATION



MAILING LIST

Export your mailing list



SOCIAL MEDIA DATA

Run it through social media tools



SEGMENTATION

Segment your data as you see fit

STEP ONE: GET YOUR MAILING LIST



1	WEBSITE	EMAIL	BUSINESS NAME	ADDRESS LINE 1	TOWN	DISTRICT/COUNTY	POSTCODE	REGION	TELEPHONE
248	jhr-interiors.com	mail@jhr-interiors.com	JHR Interior Architecture and	Michaels Mead	Cirencester	Gloucestershire	GL7 1WE	South West England	441285642775
249	katefletcherinteriors.com	-mail@katefletcherinteriors.com	Kate Fletcher Interiors	10, Macfield Close	Coventry	Northamptonshire	CV2 2PJ	Midlands	448007834208
250	keyinteriors.co.uk	mail@keyinteriors.co.uk	Key Interiors	By Appointment Only	1 Park Mansions, Stamford	London	W6 0YD	London and the South East	05601 267 291
251	lamaison-interiors.co.uk	mail@lamaison-interiors.co.uk	La Maison	6, Aspley Hill	Milton Keynes	Bedfordshire	MK17 8NJ	London and South East England	441908586900
252	napierinteriors.co.uk	mail@napierinteriors.co.uk	Napier Bathrooms & Interior	30, Canonmills	Edinburgh	Edinburgh	EH3 5LH	Scotland	441315566166
253	cmdesignconsultants.com	mark@cmdesignconsultants.com	CM Design Consultants	211, Dumbarton Road	Glasgow	Glasgow	G11 6AA	Scotland	441413410343
254	designpays.co.uk	martin@designpays.co.uk	Crawford Jones Associates	5, Church Road	Polegate	East Sussex	BN26 5BX	London and South East England	441323484242
255	WarnhamInteriors.co.uk	martin@WarnhamInteriors.co.uk	Warnham Interiors	58, Church Street	Horsham	West Sussex	RH12 3QR	London and South East England	441403257398
256	deadspaceinteriors.com	matt@deadspaceinteriors.com	DEADSPACE DESIGNS	18-20, South Street	Worthing	Brighton	BN14 7LH	London and South East England	441903256151
257	davidgavindesign.co.uk	matthew@davidgavindesign.co.uk	David Gavin	216, Burton Road	Manchester	Lancashire	M20 2LW	Northern England	441614451116
258	united-designers.com	molyneux@united-designers.com	United Designers Ltd	200, Tower Bridge Road	London	London	SE1 2UN	London and South East England	442073576006
259	silverleafinteriors.co.uk	morag@silverleafinteriors.co.uk	Silver Leaf Interiors	4, Chapel Lane	Holt	Norfolk	NR25 6HG	London and South East England	441263712193
260	NatalieMartinDesign.co.uk	natalie@nataliemartindesign.co.uk	Natalie Martin Design	70, Panfield Lane	Braintree	Cambridgeshire	CM7 2TL	London and South East England	447985475210
261	noonainteriors.com	natalie@noonainteriors.com	Noona Interiors Ltd	298, Leeds Road	Bradford	Leeds	BD10 9AD	Northern England	441274614024
262	designinteriorsne.co.uk	neil@designinteriorsne.co.uk	Design Interiors UK Ltd	Sedling Road	Washington	County Durham	NE38 9BZ	Northern England	441914190791
263	nhinteriors.co.uk	nicholas@nhinteriors.co.uk	Hollinshead Nicholas	320, Cheapside	Birmingham	Shropshire	B5 6AX	Midlands	441216666448
264	hudsonsdesigners.com	nik@hudsonsdesigners.com	Hudson Designers Ltd	55 Old Shoreham Road	Brighton	London and the South East	BN1 5DQ	London and the South East	01273 727020
265	designs-of-distinction.com	noreen@designs-of-distinction.com	Designs Of Distinction	10/11/2013, Sun Street	Hitchin	Bedfordshire	SG5 1AQ	London and South East England	441462438357
266	allaninteriors.com	office@allaninteriors.com	Allan (commercial & Industr	Lister Road	Glasgow	Glasgow	G52 4BH	Scotland	441418825761
267	astoundinginteriors.com	office@astoundinginteriors.com	ASTOUNDING INTERIORS LTD	27, Medway Court	Aylesford	East Sussex	ME20 7QN	London and South East England	448003345994
268	connections-design.co.uk	office@connections-design.co.uk	Connections Design	21, Penline Road	Cardiff	Devon	CF14 2AA	South West England	442920626521
269	duointeriors.co.uk	office@duointeriors.co.uk	DUO interiors	Marston Road	Cheltenham	Gloucestershire	GL52 3JQ	South West England	441242241101
270	hauserdesign.co.uk	office@hauserdesign.co.uk	Hauser Design Studios	28, Sheepcote Street	Birmingham	Shropshire	B16 8JB	Midlands	441214422329
271	interiomatters.co.uk	office@interiomatters.co.uk	Interior Matters UK Ltd	18, Cecil Avenue	Bournemouth	Dorset	BH9 9EH	South West England	441202528152
272	johnsoninteriors.co.uk	office@johnsoninteriors.co.uk	JOHNSON INTERIORS	Acre Close	Haywards Heath	Brighton	RH16 4NT	London and South East England	441444454566
273	orchardinteriordesign.com	orchardinteriors@aol.com	Orchard Interiors	2, Warburton Street	Manchester	Cheshire	M20 6WA	Northern England	441614346278
274	josephineinteriors.co.uk	orders@josephineinteriors.co.uk	Josephine	Mill Street	Colchester	Essex	CO6 4HU	London and South East England	441206263350
275	phase2interiors.co.uk	pam@phase2interiors.co.uk	Phase2 Interiors	9, Kirkham Avenue	Wakefield	East Riding of Yorkshire	WF2 8RY	Northern England	441924201442
276	arcdesign.co.uk	paul@arcdesign.co.uk	Arc Design	80A, York Street	Leeds	East Riding of Yorkshire	LS9 8BA	Northern England	441324462552
277	bevisdesign.com	paul@bevisdesign.com	Bevis Design Associates	10, Church Street	Rickmansworth	Buckinghamshire	WD3 1BS	London and South East England	441923772422
278	fabricofcurtains.co.uk	paula@paulajayneinteriors.co.uk	Paula Jayne Interiors	68-SC, Market Street	Stourbridge	Shropshire	DY8 1AB	Midlands	441384370467
279	curtis-design.co.uk	paulcurtis@curtis-design.co.uk	Curtis Design	20, Chiel Close	Coventry	Warwickshire	CV5 7LQ	Midlands	447902910297
280	pentangledesign.co.uk	pdg@pentangledesign.co.uk	Pentangle Design Group	3, Tilkehouse Street	Hitchin	Bedfordshire	SG5 2DW	London and South East England	441462431133
281	anthonyinteriors.co.uk	anthony@anthonyinteriors.co.uk	Anthony Design	42, Esauford Road	Chelmsford	Essex	CM43 4DE	London and South East England	4417451616449

STEP TWO: RUN IT THROUGH FULLCONTACT



EMAIL	bart@fullcontact.com
TWITTER	@bartlorang
AGE	34
LOCATION	Boulder, CO
GENDER	Male



Provide a Complete Picture

Query by email address, Twitter username, Facebook ID or phone number. FullContact's Person API finds publicly-available social profiles, profile photos, basic demographics and social influence.

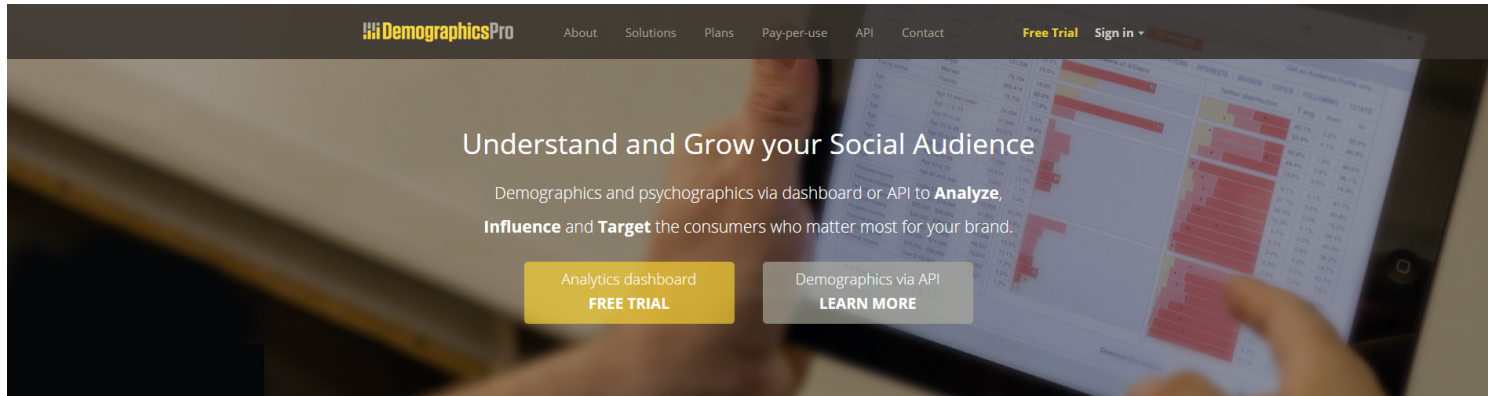
Use FullContact's Person API to append data to the mailing list <http://www.fullcontact.com>

HERE'S WHAT THAT LOOKS LIKE



fullName	website1	age	gender	ageRange	locationGeneral	interest1	interest2	interest3	interest4	interest5	klutScore	twitterFollowers
David Farrell		45	Male	45-54	Grosse Pointe, MI 4823 U	New Mexico State Univ	Football	Cars	Mopar	Michigan	18	61
Josh Newman	http://www.mediatavei	36	Male	35-44	Norwalk, CT	Email Marketing	E-Commerce	Digital Media	Business	Foursquare	4	336
Ken Manheimer	http://eastcoastjam.co	52	Male	45-54	Washington, DC	Software	Ambient Music	Western Michigan Univ	Smartphones	Android Apps	19	89
Matthew Borland	http://www.zephyrsf.com		Male	35-44	San Francisco, CA							87
Mike Carr	http://www.namestorn	55	Male	55-64	Austin, Texas	Publicity	Autism	Harvey Mudd College	U.S. Department of Cor	Books	2	96
Raphael Ades		36	Male	35-44		Fascism	South America	Israel	Latin America	Books	14	42
Randy Hoover	http://hooverenergy.bi	52	Male	45-54	Dallas, Ga	Religion and Spirituality	Self-Improvement	Science and Technology	Speakers	Books	1	29
Robert Giannini	http://giaspacemp.cor	37	Male	35-44	Fort Lauderdale, FL	Social Networks	VoIP	Business	Computer Networking	Cloud Computing	24	47
Steven Sprague	http://www.Rivetz.com	47	Male	45-54	Richmond, MA	Deals	Private Security	Innovation	Books		43	443
Tom Loveland	http://www.MindOverMachines.com		Male	45-54	Baltimore, Maryland Area	SAAS	Entrepreneurship	Business	Business Intelligence	Software Development	44	138
Liam See		66	Male	65+	Portland, OR	Immigration	Social Justice	University of Cincinnati	Journalism	Books	16	21
Eric Jacobson	http://www.irxproduct	34	Male	25-34	Vancouver, Washington	Software	Finance	Jim Cramer	Video Games	Podcasting	22	48
David Bradley	http://www.crouthame	43	Male	35-44	Hinsdale, Illinois, United S	Management	Self-Improvement	Finance	Books	Venture Capital	14	75
Tedd Stephenson		49	Male	45-54	Castle Rock, Colorado	Software	Google Drive	Physics	Literacy	Charter Schools	13	31
Dwight Michael		47	Male	45-54	Gettysburg, Pa.	Health	Turk	Health Care	Journalism	Football	26	231
Daryle Ridley		41	Male	35-44	Georgia	Software	Marathons	Religion and Spirituality	Journalism	Reporting	13	35
Hugh Regan		52	Male	45-54								31
Janice Pariza	http://janice-rae-pariza	58	Female	55-64	Montrose, Colorado							4769
Raman Rama	http://www.jhmhotels.com		Male	45-54								38
Gj Goldwyn	http://www.acomputer	55	Male	55-64		Software	Social Media	Apple	Technology	Pownce	53	7935
Dan Crouthamel	http://www.crouthame	39	Male	35-44	Madison, WI	Software	Biology	The Onion	Mobile Applications	Journalism	15	83
Janet Larocque		49	Female	45-54	Naperville, Illinois	Colleges and Universities	HomeGoods	Illinois	Olympics	Basketball	14	22
Kegan Mullaney	http://keegoid.com	33	Male	25-34	Gresham, Oregon						42	4573
Pedro Torres	http://www.YourRealtorPedroTorres.com		Male	35-44	California	Dave Ramsey	Finance	Real Estate	Journalism	Personal Finance	13	46
Dale Smith	http://www.SolidChoice	46	Male	45-54	Littleton, Colorado	Self-Improvement	Real Estate	Journalism	Books	Playmates	23	535
Sharlett		42	Female	35-44	Moreno Valley, CA 92557	Acting	Entertainment	Movies	Soap		13	32
Andy Gaskell	http://giffinja.com	33	Male	25-34	St Paul, MN	Twitter	Technorati	Software Development	Physics	Computers	27	132
Ajit De Silva		49	Male	45-54								67
Allison Gormley		18	Female	18-2	New Jersey	Movies	Paste Magazine	My Chemical Romance	GERD	Books	16	66
Alan Geer	http://alangeer.com	28	Male	25-34	Orange County, California	Movies	Guitars	Business	Stephen Colbert	Cars	11	39
Alex Bukhstaber	http://www.mobilevide	38	Male	35-44	miami	Software	Shoes	Fashion	Branding	Marketing	16	79
Alex Andrianopoulos		45	Male	45-54	Pasadena, California	Software	SAAS	Cloud Computing	Journalism	Salesforce	18	63
Alex Goolsbv		56	Male	55-64	RICHMOND, VIRGINIA	Movies	Gadgets	Technorati	Business	Podcastine	13	64

This is an example of a mailing list with data appended to it.



Analyze

Deep insight into the consumers who follow your Twitter accounts, tweet about your brands and influence your campaigns

[Learn more](#)



Influence

Find and rank the people, brands and media that most influence your target audience on Twitter, YouTube, Instagram and more

[Learn more](#)



Target

Use our demographics and psychographics to tailor ideal target audiences for your Twitter advertising

[Learn more](#)

Upload your Twitter list for analysis. <http://www.demographicspro.com>

HERE'S WHAT THAT YIELDS



DemographicsPro About Solutions Plans Pay-per-use API Contact us Michael King

ANALYZE COMPARE TAILOR HISTORY HOW-TO

Analyze any Twitter account, tweeted brand, hashtag or campaign: [GET ANALYSIS](#) Get an Audience Profile only...

Analysis of: @iPullRank PROFILE BASICS ETHNICITY LOCATION OCCUPATIONS INTERESTS BRANDS TOPICS FOLLOWING

Audience Profile for @iPullRank

@iPullRank's followers are in their mid thirties, typically married with children and with very high income. The account has a notable audience concentration in London.

Professionally, @iPullRank's followers are web developers, entrepreneurs, senior managers, consultants and administrative staff. The account has a notably high concentration of sales/marketing managers (within the top 10% of all Twitter accounts in this respect). *Analysis...*

In their spare time they enjoy political news, art/culture, beer, wine and arts and crafts. People following @iPullRank are health conscious. Sports that stand out for this audience include skiing and cycling. *Analysis...*

As consumers they are affluent and active, with spending focused most strongly on technology, travel and fashion/beauty. Their strongest brand affiliations include Airbnb, Oculus Vr, Alaska Airlines, Old Spice and Delta Air Lines. *Analysis...*

On Twitter they tweet most often about business, technology and sport. Notable audience correlations include @google, @mashable, @TechCrunch, @hootsuite and @WIRED. *Analysis...*

Audience Stats

- 68.9% are male
- 93.4% are married
- 38.8% are parents
- 35.4 yrs average age
- \$66.6K/yr. avg. income

Audience Location

Mostly United States (53.5%), with top cities:

- London (6.5%)
- New York (6.1%)
- Seattle (2.9%)
- San Francisco (1.9%)
- Philadelphia (1.9%)
- Los Angeles (1.9%)

Brand Affiliations

Quora Mashable TechCrunch reddit Hootsuite MarketingProfs Entrepreneur AdAge TNNW Google MC SilverSpot E lance HubsSpot lifehacker

Topics of Discussion

- #SEO #googleplus #javas
- #blogging #html5 #market
- #SharkTank #SXSW
- #Millennials #employment
- #digitalmarketing more...

Category	Criteria	Size	Followers of @iPullRank	Twitter distribution	T avg	from	to
Gender	Male	16,460	68.9%		46.5%	3.1%	96.3%
Gender	Female	7,435	31.1%		53.5%	3.7%	96.6%
Family status	Single	1,570	6.6%		50.5%	1.8%	99.5%
Family status	Married	22,325	93.4%		49.6%	0.6%	98.2%
Family status	Parents	9,267	38.8%		13.1%	0.4%	74.9%
Age	Age 16 and under	251	1.1%		6.2%	0.1%	87.6%

@iPullRank followers: people who are male

CONCENTRATION COLOR KEY: HIGH - Top 30% (red), AVERAGE - Mid 40% (orange), LOW - Bottom 30% (yellow)

% OF FOLLOWERS: 68.9% of @iPullRank followers are male

PUTTING THIS IN CONTEXT: This puts @iPullRank in the top 20% of all accounts, in terms of concentration of people who are male

DISTRIBUTION OF ALL TWITTER ACCOUNTS: @iPullRank (68.9%)

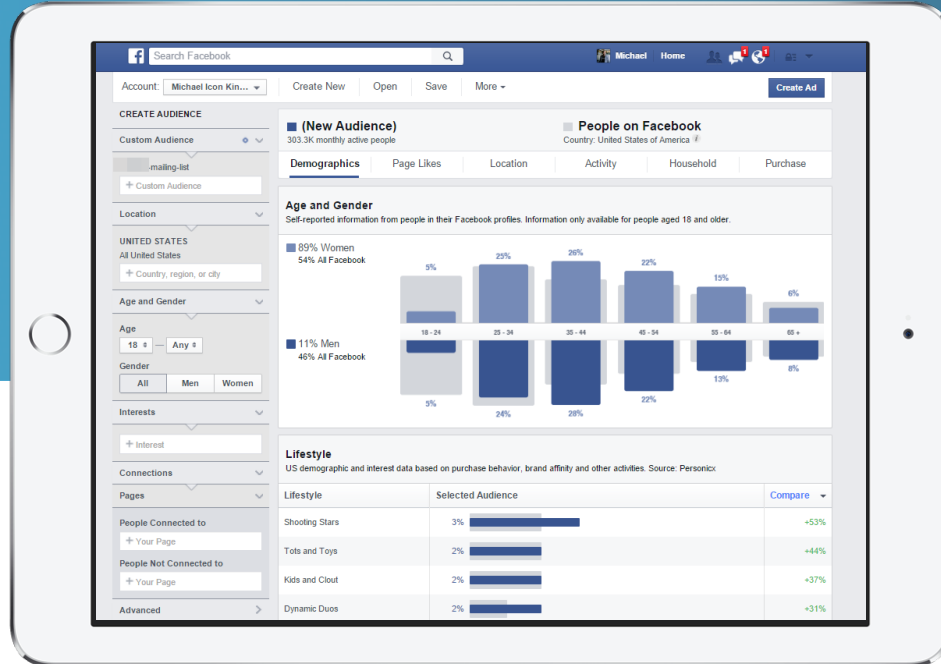
Gender	Male	16,460	68.9%	Twitter average	from	to
Personal income	\$10,000 - \$19,999	2,467	10.3%	2.1%	0.7%	86.6%
Personal income	\$20,000 - \$29,999	2,273	9.5%	14.1%	0.2%	54.9%
Personal income	\$30,000 - \$39,999	3,370	14.1%	5.8%	0.0%	30.7%
Personal income	\$40,000 - \$49,999	3,976	16.6%	2.9%	0.0%	35.7%
Personal income	\$50,000 - \$74,999	7,000	29.5%	2.1%	0.0%	53.5%
Personal income	\$75,000 - \$99,999	2,246	9.4%	0.2%	0.0%	13.2%
Personal income	Over \$100,000	279	1.2%	0.1%	0.0%	2.7%

2 of 32 pages of analysis < > Download this Analysis: PDF report Spreadsheet

DemographicsPro generates A 20+ page report on your twitter list

TOOL

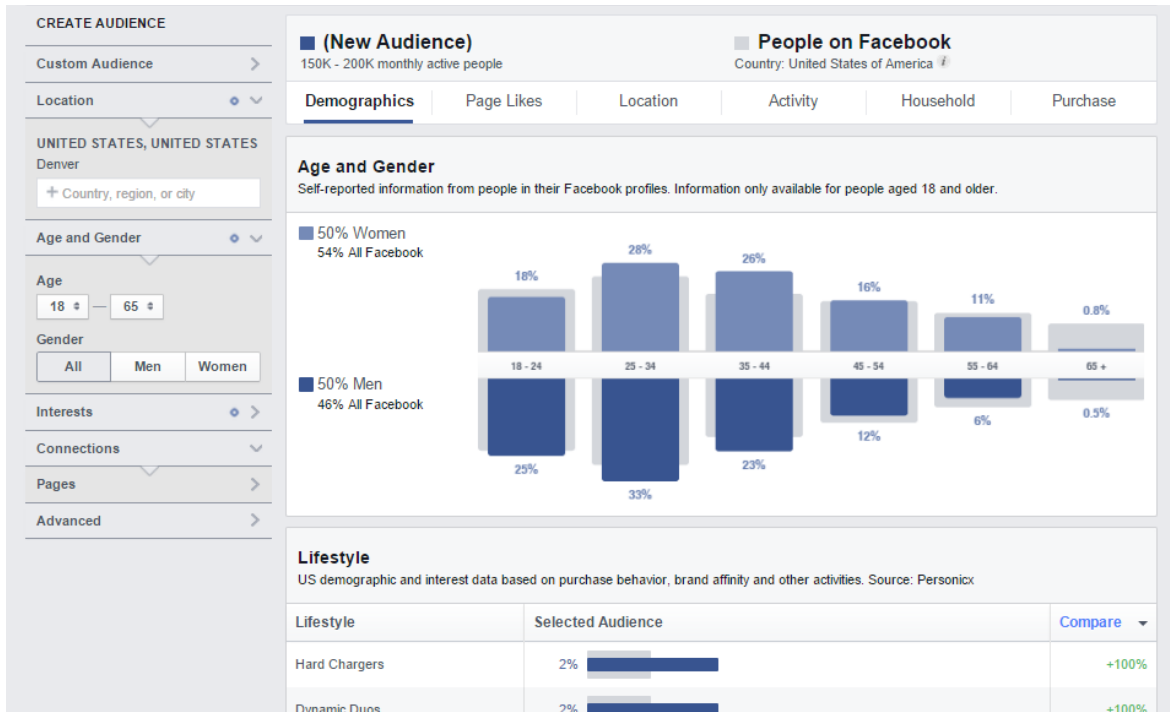
UPLOAD YOUR MAILING LIST



https://www.facebook.com/ads/audience_insights/

@iPullRank

OR JUST USE AUDIENCE INSIGHTS WITHOUT A MAILING LIST



With 1.2 billion people on Facebook, it's a damn good research panel.

SEGMENT YOUR DATA



CREATE AUDIENCE

Custom Audience >

Location

Age and Gender

Gender

Interests

Connections

(New Audience)
20K - 25K monthly active people

People on Facebook
Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

Age and Gender
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

100% Women
54% All Facebook

0% Men
46% All Facebook

Age Group	Women (%)	Men (%)
18 - 24	0%	0%
25 - 34	100%	0%
35 - 44	0%	0%
45 - 54	0%	0%
55 - 64	0%	0%
65 +	0%	0%

Lifestyle
US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix

Lifestyle	Selected Audience	Compare
Career Building	10%	+100%

Audience insights lets you segment on demographics & psychographics

ACXIOM'S PERSONICX SEGMENTS



Lifestyle		
US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix		
Lifestyle	Selected Audience	Compare
Apple Pie Families	10%	+100%
Savvy Singles	10%	+100%
Solid Single Parents	10%	+100%
Country Comfort	5%	+0%
Career Building	5%	+0%
Established Elite	5%	+0%
Full Steaming	5%	+0%
Urban Tenants	5%	+0%
Summit Estates	5%	+0%
Skyboxes and Suburbans	5%	+0%

Facebook's tool connects to Acxiom's data for more context

AXCIOM'S PERSONICX SEGMENTS



FLUSH FAMILIES—APPLE PIE FAMILIES

Cluster 17 (Group 12B)

Apple Pie Families households are well-educated, upper-middle class families. They are homeowners, often minivan drivers and avid radio listeners.



FLUSH FAMILIES



UPPER MIDDLE



CITY & SURFGRUNDS

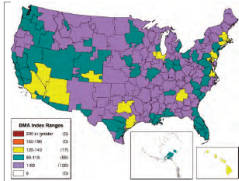
ABOUT FLUSH FAMILIES—APPLE PIE FAMILIES

Apple Pie Families contains established members of America's smaller cities and surrounding areas. Mostly well-educated, married professionals, often with dual incomes, these families are firmly in the upper-middle class. In their mid-40s to 60s, they rank highest in working women and earn relatively high incomes (15% in a combination of professional and executive jobs. They are often engaged in home maintenance activities. Their finances are stable and tend toward the conservative, stressing life insurance and a 401(k) plan. Shopping is decidedly dominated by teenage desires—everything from video gaming to affordable trendy clothes. While their older children are going to movies and shopping, these couples pursue their own interests such as boating, gardening, and watching sports on TV.

WHEN THEY GREW UP...

- Star Wars hits theaters
- Pop Rocks candy is popular
- KISS is at the height of their popularity
- George Wallace is shot

DISTRIBUTION OF FLUSH FAMILIES—APPLE PIE FAMILIES



CLUSTER SIZE
Households: 4,716,200
% U.S. Households: 3.81%

FINANCIAL/INSURANCE
Target Credit Card
Visa Insurance
Mortgage Refinance/
Consolidation Loan
Car Insurance 3+ Vehicles
401(k)

SHOPPING
Home Depot
American Eagle
Target
Best Buy
Toy Stores
Video Stores

RADIO/TV
Religious Radio
Adult Contemporary
TNC
ABC Family
Holiday Specials
NPR

MAGAZINES/NEWSPAPERS:
The Reader
Family Fun
Seventeen
Vanity Fair
Sports Illustrated
Family Handyman
Oprah
MegaZone

ACTIVITIES:
Attend Dance Performances
Camping
Gardening/Lawn Care
Swimming
Going to the Beach

COMPUTERS/ONLINE:
Kids Using Computers
HowNet Pickard
AOL
YouTube
CableModem
Broadband Connection

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AXCIOM 10/10/12

FLUSH FAMILIES—APPLE PIE FAMILIES Cluster 17 (Group 12B)

INFOBASE-X® DEMOGRAPHIC CHARACTERISTICS

FLUSH FAMILIES—APPLE PIE FAMILIES

Cluster 17 (Group 12B)

Age—Head of Household	Group %	National %	Index
18-23 Years	0.0	2.8	0
24-29 Years	0.0	7.6	0
30-35 Years	0.0	10.5	0
36-45 Years	0.0	21.5	0
46-55 Years	69.1	21.5	321
56-65 Years	26.9	16.4	175
66-75 Years	4.0	10.7	37
76+ Years	0.0	10.5	0

Estimated Income	Group %	National %	Index
<\$15,000	0.0	10.1	0
\$15,000-\$19,999	0.0	4.7	0
\$20,000-\$24,999	0.1	8.8	1
\$25,000-\$29,999	0.1	10.8	1
\$30,000-\$34,999	0.1	11.2	1
\$35,000-\$39,999	63.4	24.2	221
\$40,000-\$44,999	43.9	13.9	310
\$45,000-\$49,999	2.3	6.3	37
\$50,000-\$149,999	0.0	4.7	0
\$150,000+	0.1	5.1	1

Presence and Age of Children	Group %	National %	Index
No Children Present	0.0	65.9	0
AGES 0-2	11.1	6.5	172
AGES 3-9	11.6	7.0	166
AGES 10-17	27.2	11.1	249
AGES 18-17	36.9	10.6	347
AGES 18-17	34.4	7.5	459

Marital Status	Group %	National %	Index
Single	1.5	44.0	3
Married	96.5	56.0	176

Estimated Net Worth	Group %	National %	Index
<\$1	0.4	94.4	5
\$1-\$4,999	1.0	8.8	11
\$5,000-\$9,999	4.0	5.5	72
\$10,000-\$24,999	2.0	6.2	30
\$25,000-\$49,999	12.8	6.6	60
\$50,000-\$99,999	11.1	10.0	111
\$100,000-\$249,999	38.3	20.4	190
\$250,000-\$499,999	26.8	15.0	179
\$500,000-\$999,999	15.1	4.4	34
\$1,000,000-\$1,999,999	0.1	3.6	2
\$2,000,000+	0.0	4.1	0

Home Ownership Status	Group %	National %	Index
Renters	8.4	23.2	36
Home Owner	91.6	76.8	119

Population Density - HH per Sq. Mile	Group %	National %	Index
0-24	0.3	6.8	3
25-49	0.0	6.3	7
50-101.5	45.5	33.4	136
101.5-203.0	49.3	33.2	132
203.0-406.0	8.1	6.5	96
406.0-812.0	2.0	6.8	24
812.0+	2.0	3.4	60

Length of Residence	Group %	National %	Index
<2 Years	10.4	12.7	82
3-5 Years	29.9	32.2	95
6-14 Years	36.3	32.0	110
15+ Years	23.4	25.0	101

Market Value of Home	Group %	National %	Index
<\$50,000	5.2	10.3	50
\$50,000-\$99,999	13.6	19.1	71
\$100,000-\$149,999	8.4	8.0	95
\$150,000-\$199,999	8.3	8.0	103
\$200,000-\$299,999	14.6	12.0	113
\$300,000-\$399,999	20.6	15.9	130
\$400,000+	19.6	14.7	134
MEAN AGE	3.8	10.3	37

Dwelling Unit Size	Group %	National %	Index
Single Family Attached	62.8	66.0	108
Multiple Family Dwelling	7.2	14.0	51

Occupation	Group %	National %	Index
Professional/Technical	36.3	30.4	119
Administration/Management	8.7	6.8	129
Self-Employed	1.8	1.7	101
Clerical/White Collar	16.3	16.7	98
Craftsman/Blue Collar	23.1	18.7	123
Student	0.3	0.8	41
Housewife	4.3	6.0	72
Retired	2.9	12.1	24
Other	3.3	3.8	86
Self-Employed	3.2	3.1	103

Education	Group %	National %	Index
Continued High School	52.4	53.1	99
Completed College	32.1	33.1	97
Completed Graduate School	15.1	13.2	115
Attended Vocational/Technical	0.4	0.6	73

Ethnicity	Group %	National %	Index
Caucasian	75.4	74.3	101
African American	6.8	10.3	66
Hispanic	12.1	10.7	114
Asian	4.4	3.8	115
Other	1.3	1.1	110

Household Size	Group %	National %	Index
One Person Household	0.0	24.7	0
Two Person Household	2.4	28.9	8
Three Person Household	34.1	21.8	160
Four Person Household	27.6	13.0	212
Five+ Person Household	36.9	12.1	297

Mail Response	Group %	National %	Index
Mail Order Response	63.6	76.6	122
Mail Order Buyer	61.5	76.6	122
Mail Order Donor	2.0	2.8	69

Buying Channel Preference - Docile	Group %	National %	Index
100 Internet Docile	1.0	8.0	67
100 Mail Docile	11.5	11.0	97
100 Phone Docile	15.1	12.0	126

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http://media.cmgdigital.com/shared/news/documents/2014/02/03/see_p_240_PersonicX_Binder.pdf

CHECK AGAINST YOUR GOOGLE ANALYTICS DATA



Demographics: Overview

Jan 12, 2015 - May 12, 2015

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

Email Export Add to Dashboard Shortcut

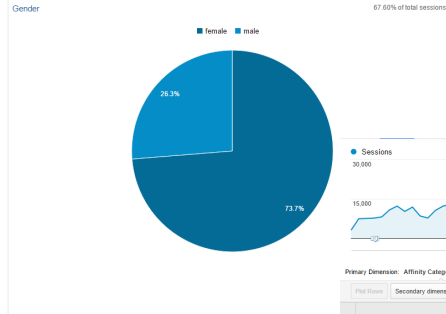
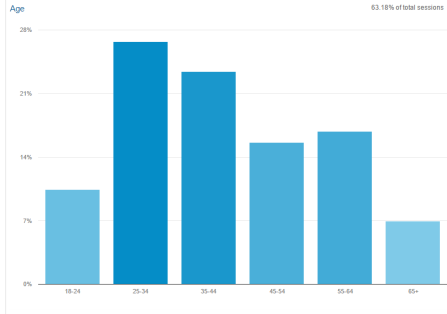
This report is based on 2,222,410 sessions (100% of sessions). [Learn more](#)

Slower response, greater precision

All Sessions
100.00%

+ Add Segment

Key Metric: Sessions



Sessions

30,000



Primary Dimension: Affinity Category (reach)

Plot Show Secondary dimension Sort Type Default

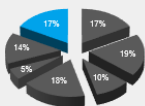
advanced

Affinity Category (reach)	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,461,667 <small>% of Total: 65.17% (2,222,410)</small>	68.13% <small>Avg for View: 71.33% (3.09%)</small>	995,862 <small>% of Total: 62.81% (1,562,436)</small>	31.34% <small>Avg for View: 21.22% (7.67%)</small>	4.04 <small>Avg for View: 3.82 (3.29%)</small>	00:01:58 <small>Avg for View: 00:01:54 (3.59%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: \$0.00% (\$0.00)</small>
1. Movie Lovers	739,583 (50.7%)	69.23%	512,012 (55.1%)	30.74%	4.06	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Home Decor Enthusiasts	722,831 (49.9%)	66.53%	480,880 (48.4%)	28.25%	4.29	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. TV Lovers	645,852 (44.9%)	69.19%	446,842 (44.9%)	31.24%	4.02	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Cooking Enthusiasts/Aspiring Chefs	635,676 (43.9%)	66.29%	424,020 (43.9%)	30.74%	4.04	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	602,846 (41.3%)	67.80%	408,721 (41.1%)	30.65%	4.06	00:01:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Shoppers/Shopaholics	588,908 (40.7%)	66.64%	392,460 (39.9%)	28.62%	4.27	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Technophiles	558,334 (38.2%)	68.97%	385,101 (38.7%)	29.60%	4.16	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. News Junkies & Avid Readers	487,722 (33.4%)	68.50%	334,088 (33.9%)	32.14%	3.96	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Travel Buffs	453,617 (31.1%)	68.39%	310,229 (31.2%)	30.38%	4.08	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Music Lovers	384,893 (26.4%)	68.98%	265,498 (26.7%)	30.79%	4.02	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

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Crazy Catherine



17% of audience

User Needs

- High-touch relationship with pet insurance company
- An insurer that shares their enthusiasm and empathizes
- Regular communication and fast response to all communication
- An insurance company that appears to put her and her pets before other insurants.

Crazy Catherine

is obsessed with her pets. As a divorcee she started spending more time with her pets when the children moved out. She ultimately graduated into taking in rescues and strays until she has more animals than friends. Much of her limited discretionary income goes to pet food, toys and services. Crazy Catherine cares for her animals as though they were her children.

Crazy Catherine will look into pet insurance extensively, but may be turned off quickly by any negative reviews. Nothing is good enough for her pets and she will thoroughly vet her choice before making any buying decisions. She has low confidence in companies and is a heavy consumer of content via search engines. Crazy Catherine is meticulous about her pet food, veterinarian care and anything else for her pets so insurance will be no different. If Crazy Catherine moved into her dream home with all of her animals and was confronted by her neighbors with a city ordinance in hand she'd rather move to another home than get rid of her pets.

Crazy Catherine drives a domestic automobile that is inundated with pet dander. She has her vet on speed dial and visits at more than she needs to, As an insurant Catherine is high touch and she needs a pet insurance company that understands her pets are the most important pets in the world. She expects around the clock service and that is fast and easy, she wants a company that cares about her animals the way she does and displays it on their website. She expects frequent updates, tips and guides to pet wellness and she wants an company that she can trust. Crazy Catherine is also incredibly vocal in speaking against perceived threats to her pets' livelihood so count on her to spread the word if things if things don't go her way.

As a blue collar worker, Crazy Catherine feels the weight of the economic downturn and has to make careful decisions with her money, however that doesn't necessarily mean her pets will suffer. Catherine is an outdoor enthusiast, often taking her pets to parks so they can enjoy the open space. Crazy Catherine is averse to advertising and is best targeted through inbound channels through educational and funny content starring animals.

Crazy Catherine relationship with her pet insurance company needs to be reinforced through proactive communication with regard to their specific pet type and checkup schedule. These people would be best encouraged through a "MyPet" platform that acts as a dashboard with a picture of their pets and sends alerts via email. Additionally, Crazy Catherine is highly interested in multi-pet discount offers.



Digital Behavior

Crazy Catherine routinely visit blogs and chat forums, as well as lifestyle sites devoted to pets, animals, food and beverages. Because they live in towns that may be a long drive away from a mall, they're happy to become regular customers of e-retailers such as kohls.com and cabelas.com.



“

THIS YIELDS PERSONAS **BASED ON
MEASURABLE SEGMENTATION** TO TARGET
YOUR ADS AND BUILD EXPERIENCES.

- ME

USER JOURNEYS



What are the series of needs that users go through when looking for your product or service?



DISCOVER

Random User is looking for something



RESEARCH

Random user lands on your site to try and make a decision



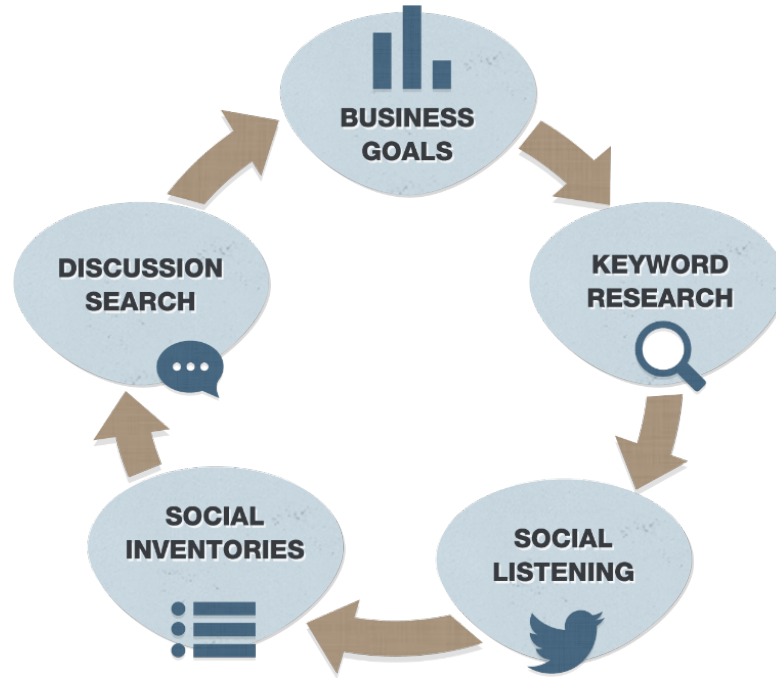
BUY

Ideally the random user buys something.

WHAT'S A JOURNEY MAP?



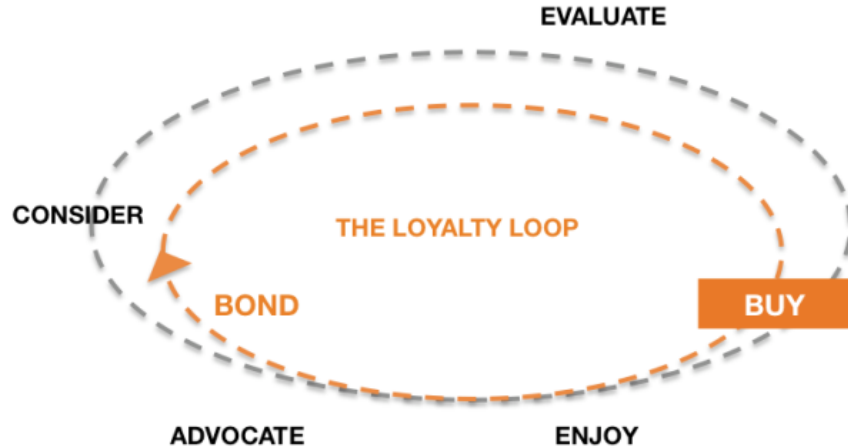
A series of stages or needs that users go through when they are looking to consume your product or service.



User journeys are built by an iterative ethnographic research process

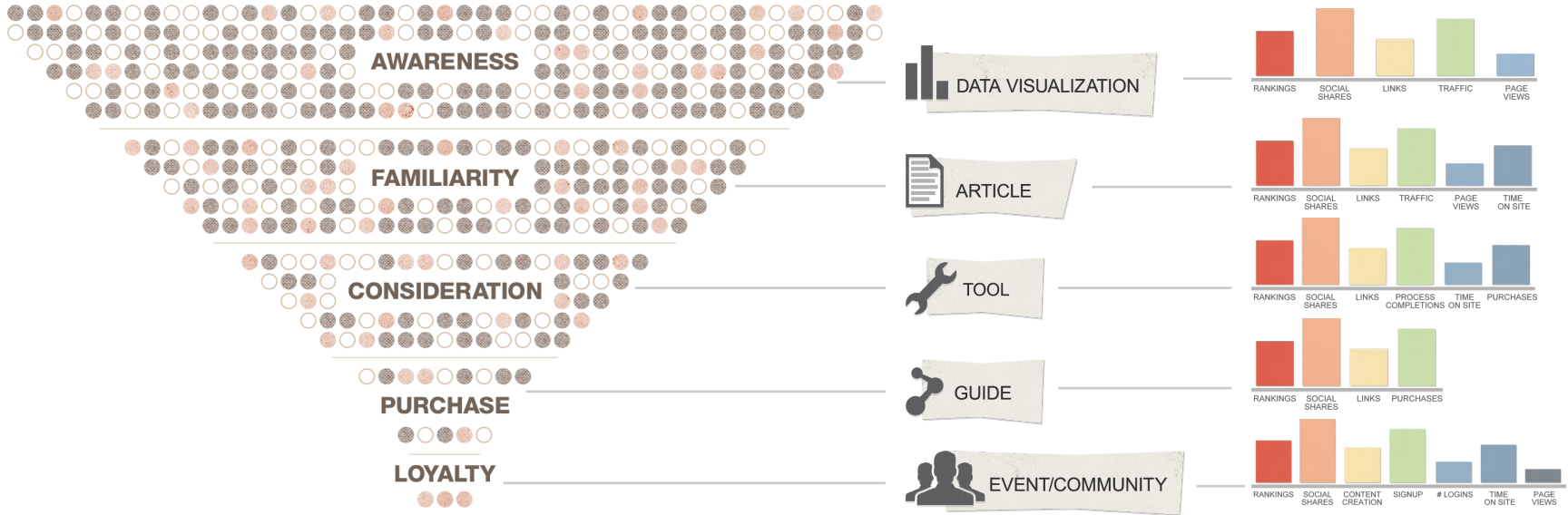


CONSUMER DECISION JOURNEY



You can use any journey model that you'd like

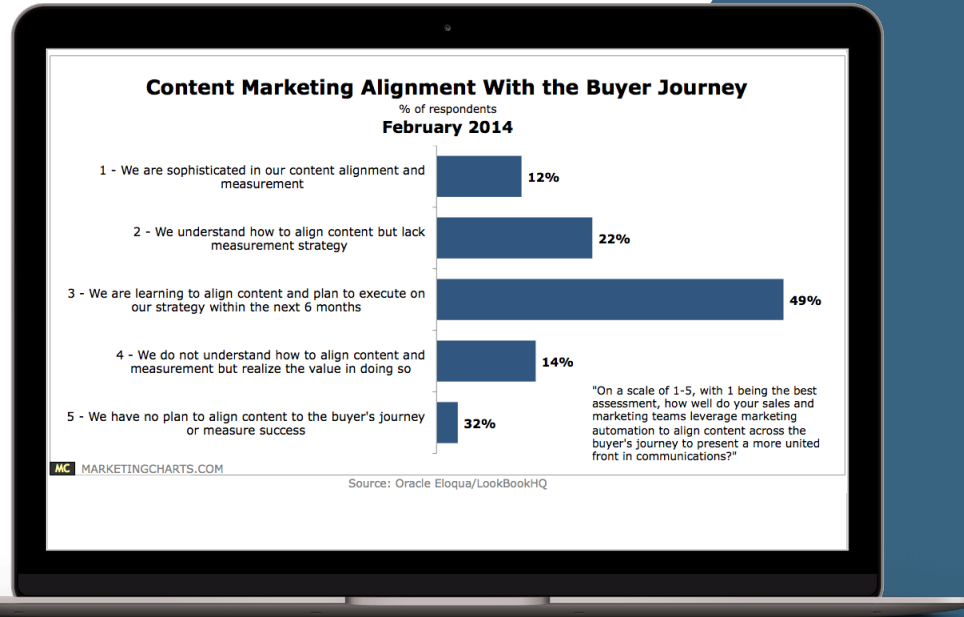
CONTENT PER NEED STATE



Different content types serves different needs for different stages and should be measured as such.



MARKETERS STRUGGLE WITH THIS

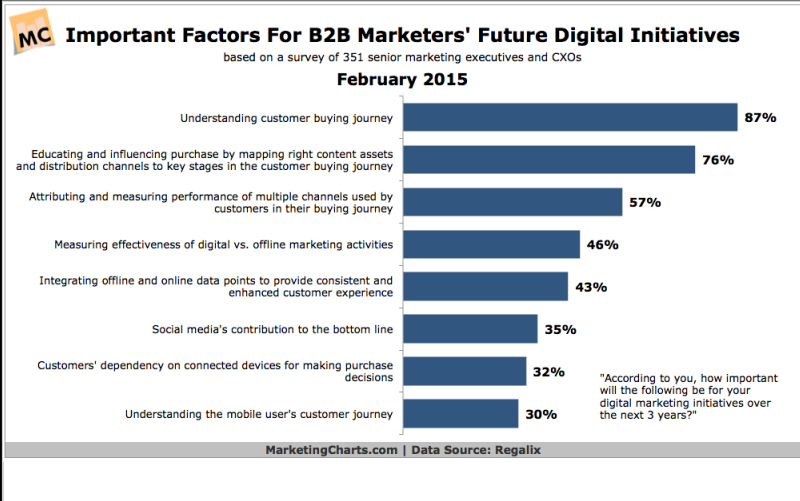


.....

Marketers are still learning how to align content with the journey.



MARKETERS THINK THIS IS THE FUTURE



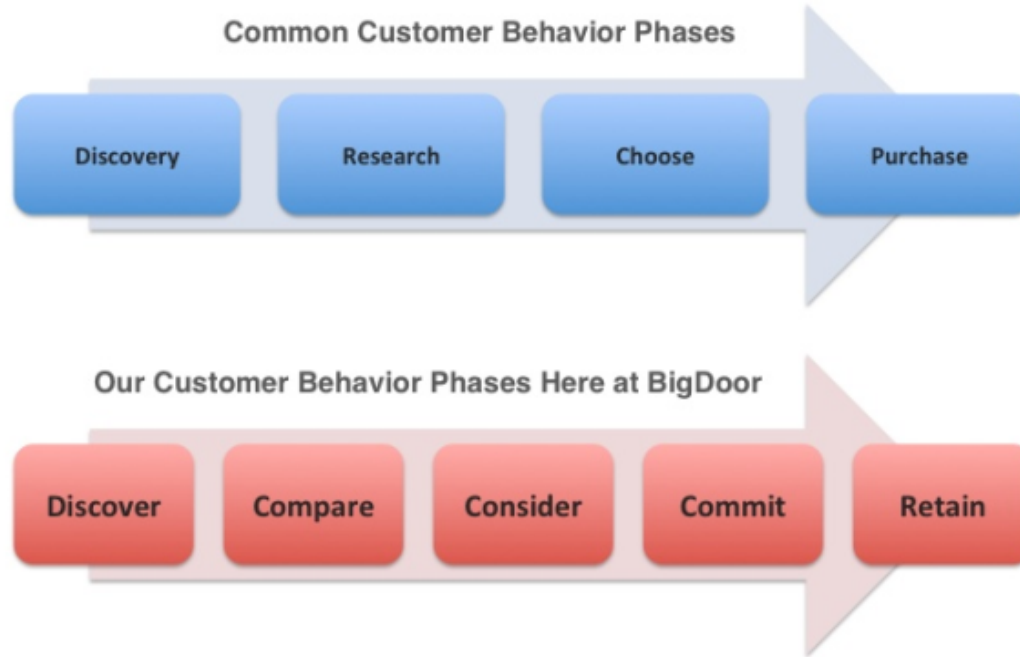
ACTUALLY, WE'VE BEEN DOING THIS. SO CAN YOU



Customer Decision Journey (Landing Content Group)	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration		
	11,840 <small>% of Total 95.96% (12,338)</small>	89.24% <small>Avg for View: 87.94% (1.40%)</small>	10,566 <small>% of Total 87.36% (10,850)</small>	83.19% <small>Avg for View: 83.35% (-0.16%)</small>	1.49 <small>Avg for View: 1.49 (-0.01%)</small>	00:00:58 <small>Avg for View: 00:01:00 (-3.22%)</small>	0.95% <small>Avg for View: 1.35% (-30.11%)</small>	112 <small>% of Total 67.87% (167)</small>
1. Research	16,479 (86.51%)	90.87%	9,522 (58.12%)	85.72%	1.41	00:00:51	0.37%	39 (24.82%)
2. ALL	1,051 (5.89%)	80.02%	841 (7.96%)	64.70%	2.06	00:01:51	5.71%	60 (53.57%)
3. Consultation	187 (1.03%)	47.06%	88 (8.83%)	52.94%	2.23	00:02:14	6.96%	13 (11.61%)
4. Awareness	123 (0.64%)	93.50%	115 (1.09%)	71.54%	1.85	00:01:31	0.00%	0 (0.00%)

Read this: <http://ipullrank.com/how-to-measure-the-user-journey-with-content-groupings-wordpress-gtm/>

UNDERSTAND THE LIFE CYCLE



Read this: <http://bigdoor.com/blog/2013/11/01/a-quick-guide-to-customer-journey-mapping/>

UNDERSTAND USER NEEDS



Identify the customer questions at each phase and extract goals.

Discover	Compare	Consider	Commit	Retain
<p>What works in driving engagement?</p> <p>What works in building loyalty?</p> <p>What are other companies like me using?</p> <p>Who is doing it the best out there?</p>	<p>How do the products stack against each other?</p> <p>How do they compare in pricing?</p> <p>Who has the most expertise in the industry?</p> <p>Who has the best technology that will scale and grow with us?</p> <p>Who has the best reputation for ongoing support and expertise?</p>	<p>How easy does it appear to get set up and running?</p> <p>Who has been the most helpful and best to work with?</p> <p>What sort of analytics & reporting do they have?</p> <p>Does it appear we could grow with this company and partner for our growth?</p>	<p>Do I have all the information I need to get approval?</p> <p>Do we have all contractual information and documentation for our needs?</p> <p>Do we clearly know next steps to get started on a path toward success?</p> <p>How flexible is this contract based on our future needs and changes?</p>	<p>Am I seeing the success I hoped to see with this program?</p> <p>Are my needs being met both in program performance and in the partnership?</p> <p>Do I feel ongoing expertise, program optimization and suggestions from the experts?</p> <p>Have I been able to sell this loyalty program internally?</p>
<p>GOAL: Finding the best options to consider for their engagement & loyalty needs</p>	<p>GOAL: Exhaustively compare the options and select a few front runners.</p>	<p>GOAL: Identify the company or solution they want to work with to foster loyalty.</p>	<p>GOAL: To enter the best partnership agreement and peace of mind in decision.</p>	<p>GOAL: To prove program's worth and continue to grow with partner.</p>

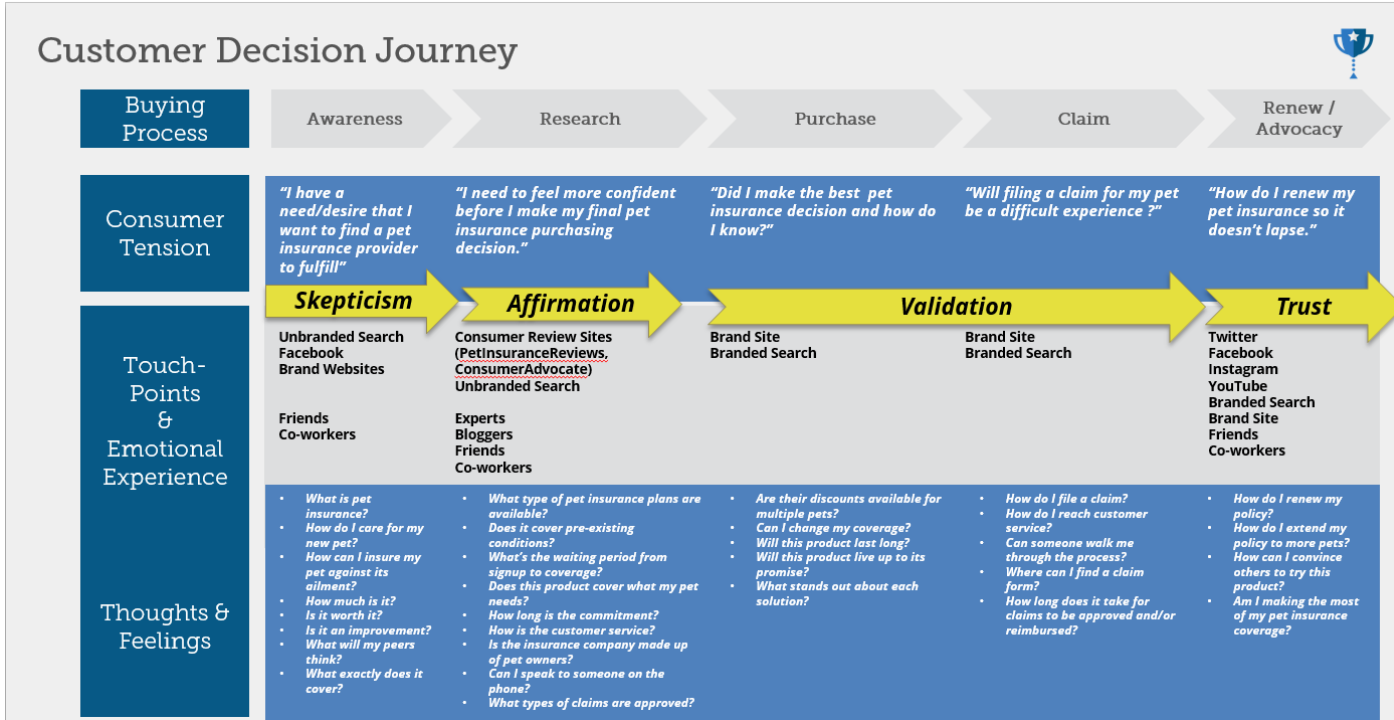
Keyword research and social listening will directly support this

ALIGN WITH YOUR TOUCHPOINTS



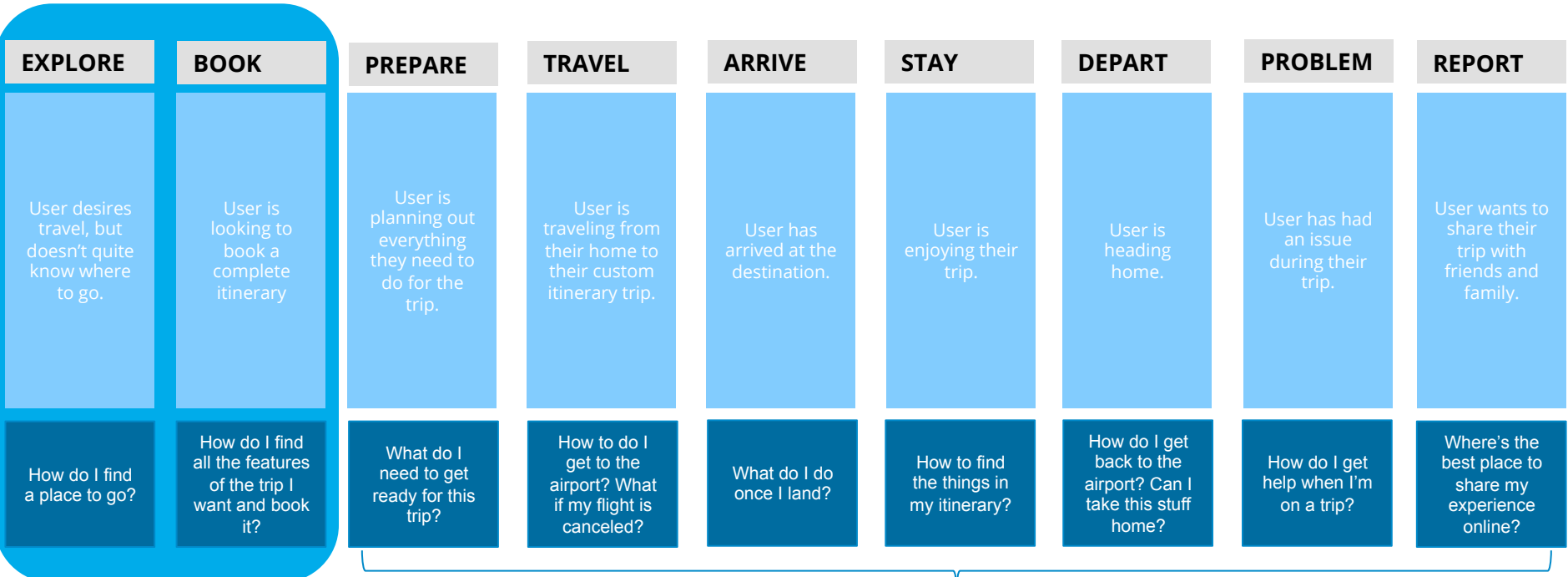
A journey can be as granular as you want it to be, but keeping it basic is best because you'll have to map and manage content for each phase. Specifically what content goes with which phase?

USER JOURNEY EXAMPLE



Here's the output of the data that we collect and turn into a journey

FIND GAPS IN YOUR CONTENT



Trip.Me had no content for any of these phases in the user journey

FILLING GAPS ASSISTS CONVERSIONS



Assisted Conversions

May 12, 2014 - May 12, 2015

Conversion Segments Export Shortcut

Conversion: All Type: All AdWords Lookback Window: Set 90 days prior to conversion

% of conversions: 100.00%

Explorer

Assisting Interactions Analysis First Interaction Analysis Conversions

Assisted Conversions vs. Select a metric

Day of Conversion Days before Conversion Path Position

Assisted Conversions



Assisted Conversions

1,027

% of Total: 7.44% (13,811)

Assisted Conversion Value

\$68,704.26

% of Total: 0.00% (-\$4,293,520,530.86)

Last Click or Direct Conversions

1,943

% of Total: 3.24% (60,025)

Last Click or Direct Conversion Value

\$0.00

% of Total: 0.00% (-\$17,177,551,590.82)

Assisted / Last Click or Direct Conversions

0.53

Avg for View: 0.23 (129.72%)

CONTENT AUDITS



Content Audits help with the development of hypotheses for conversion testing.

WHY DO I NEED CONTENT AUDIT?!

AUDITS HELP **PLUG THE HOLES** IN YOUR USER JOURNEY

We'll take a look at this from the conversion context, although we typically look at this more comprehensively.



WHAT YOU'RE LOOKING TO UNCOVER

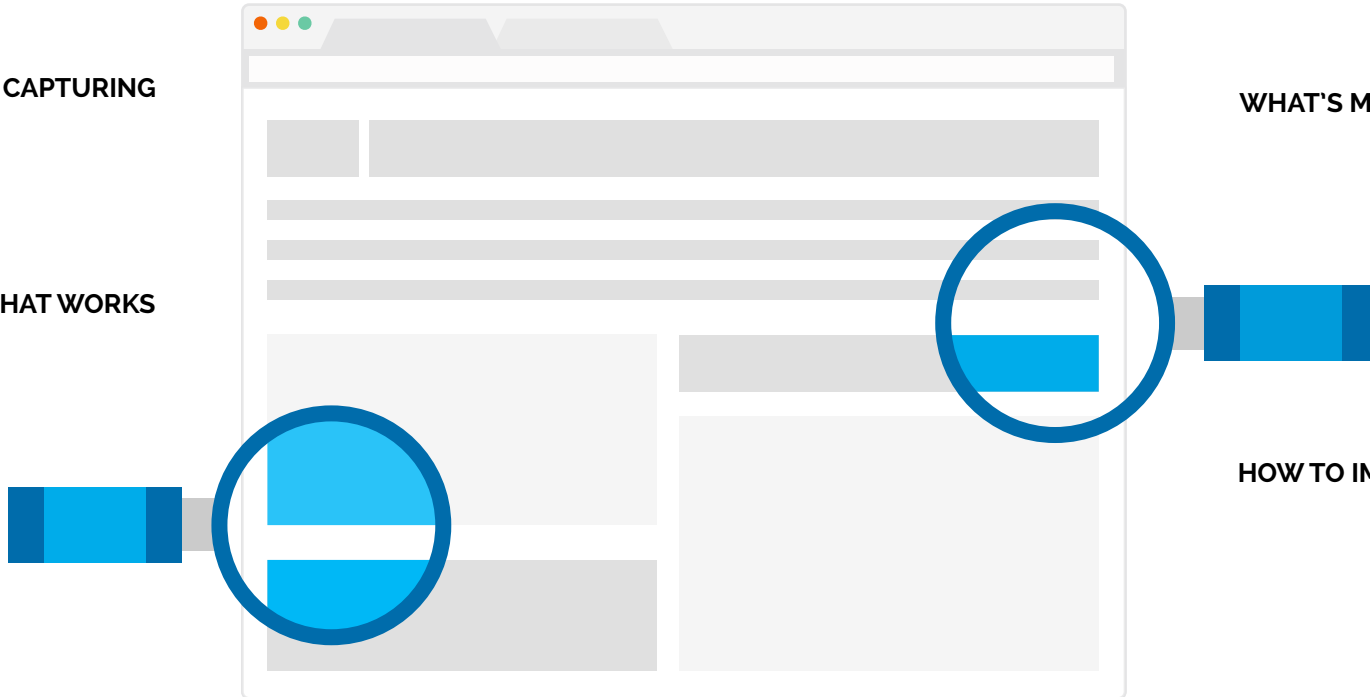


WHO ARE WE CAPTURING

WHAT'S MISSING

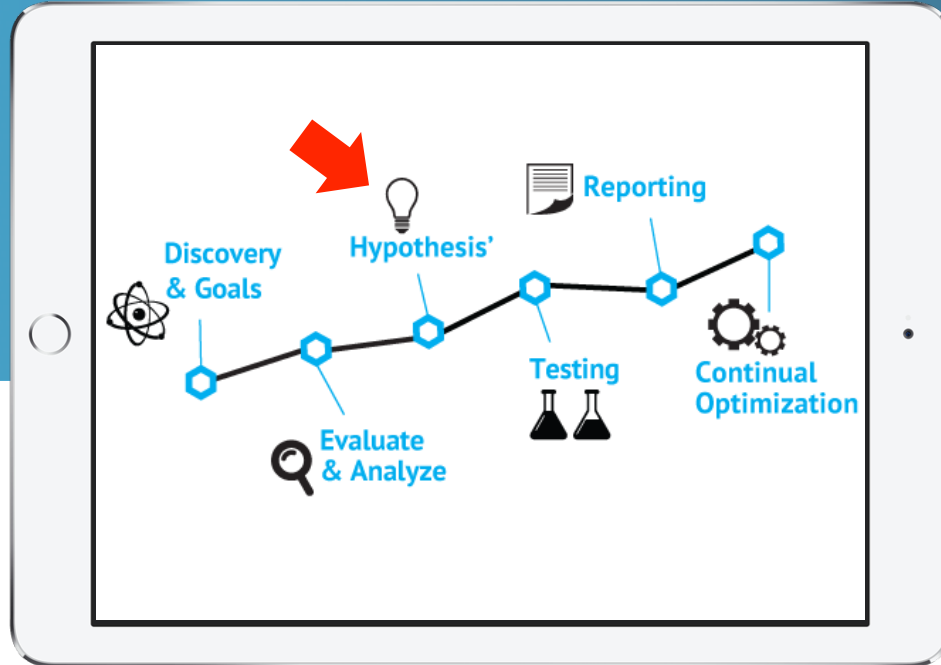
WHAT WORKS

HOW TO IMPROVE



AXIOM

AUDITS INFORM TESTS



QUANTITATIVE DATA



PAGE VALUE	READABILITY SCORE	TWEETS
CONVERSIONS	SENTENCE COUNT	LIKES
CONVERSION RATE	# IMAGES	CONTENT FORMAT
TRAFFIC	BOUNCE RATE	PINS
ORGANIC SEARCH TRAFFIC	WORD COUNT	TIME ON SITE
SOCIAL MEDIA TRAFFIC	READING TIME	# VIDEOS



SECTION	CATEGORY
WHAT IS IT?	REDUNDANCY
TIMELINESS	VOICE AND TONE ADHERENCE
QUALITY	ACTIONABILITY
LINKWORTHINESS	SHAREWORTHINESS
CONVERSION NOTES	SUGGESTIONS
TARGET PERSONA	NEED STATE

SECTION



**WHAT SECTION OF THE SITE DOES THIS
CONTENT FALL INTO?**

CATEGORY

“

WHAT CATEGORY DOES THIS CONTENT FALL INTO?

WHAT IS IT?



BRIEFLY, WHAT IS THIS CONTENT?



**WHICH OF YOUR TARGET PERSONAS IS MOST
LIKELY TO WANT THIS CONTENT?**

Whose context bucket does this match?

NEED STATE



**WHAT STAGE OF THE USER JOURNEY ARE
THEY IN?**

Another element of the user's context bucket.

REDUNDANCY



**IS THIS CONTENT DUPLICATE OR OTHERWISE
REDUNDANT?**

TIMELINESS



IS THIS CONTENT OUTDATED?



**DOES THIS CONTENT ALIGN WITH THE BRAND
STYLE GUIDE?**

QUALITY

“

ON A SCALE OF 1 – 3, HOW GOOD IS THIS
CONTENT?

ACTIONABILITY



ON A SCALE OF 1 – 3, HOW LIKELY IS IT FOR A USER TO COMPLETE A BUSINESS GOAL?



**WHAT ARE THE BARRIERS TO CONVERSION
FOR THIS PAGE?**

SUGGESTIONS



WHAT SHOULD WE DO WITH THIS CONTENT?

TOOLS



Because you don't want to do this by hand



SEO TOOL DU JOUR



CRAWL THE SITE AND PULL DOWN DATA



YOUR NEW SECRET WEAPON

<http://www.urlprofiler.com>

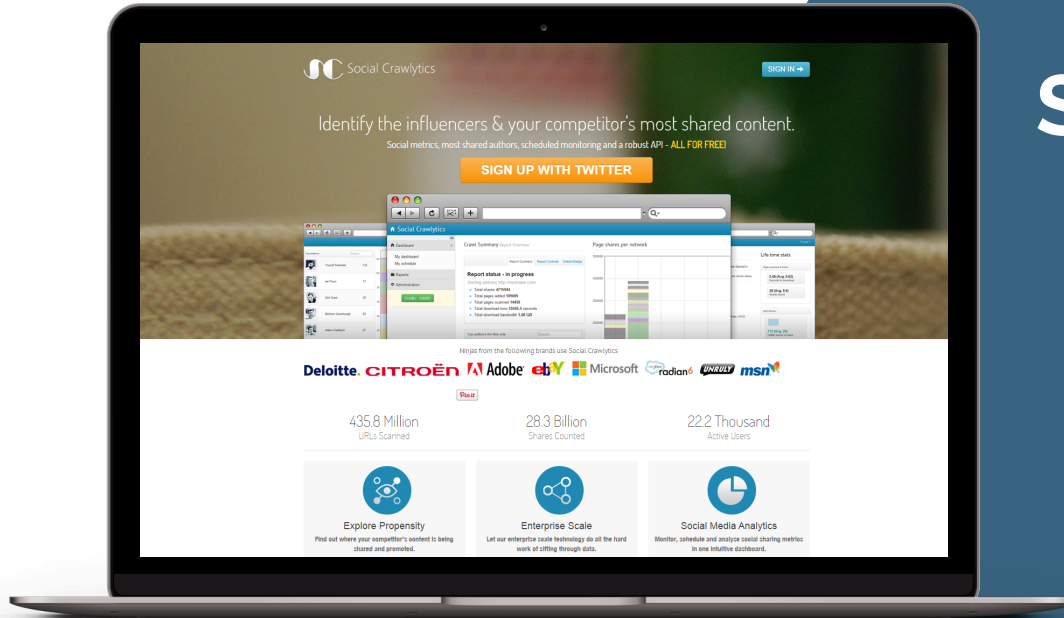
You can pull almost all of your quantitative metrics using URLProfiler.

The screenshot shows the URL Profiler website on a laptop screen. The website has a dark blue header with the URL Profiler logo and navigation links: Who we are, Pricing, Documentation, Blog, and Contact. The main content area features the headline "A powerful tool for SEOs to quickly audit links, content & social data" and a sub-headline "URL Profiler doesn't just do one task; it can be configured to retrieve a large array of link, content and social data for almost ANY task. Thousands of URLs at once - with no limits or constraints - just the data you need, when you need it." Below this is a "Download Now" button with a download icon and the text "Get Your 14 Day Free Trial". The website also displays logos for MAJESTICSEO, MOZ SCAPE, ahrefs, Google, Copyscape, and uClassify. A small window titled "URL Profiler v1.31" is overlaid on the website, showing a settings menu with various options like "Master SEO", "PageRank", "Social Shares", "Email Address", "PageRank", "Social Accounts", "Indexed in Google", "Webmaster Tools", "Robots Access", "Indexed in Google", "HTTP Status", "Google Analytics", "PageRank", "uClassify", and "Copyscape". The window also shows a list of "URL Link" data with columns for "URL", "Title", and "Status".

Watch some of URL Profiler's time saving features



CRAWL FOR SOCIAL SHARES

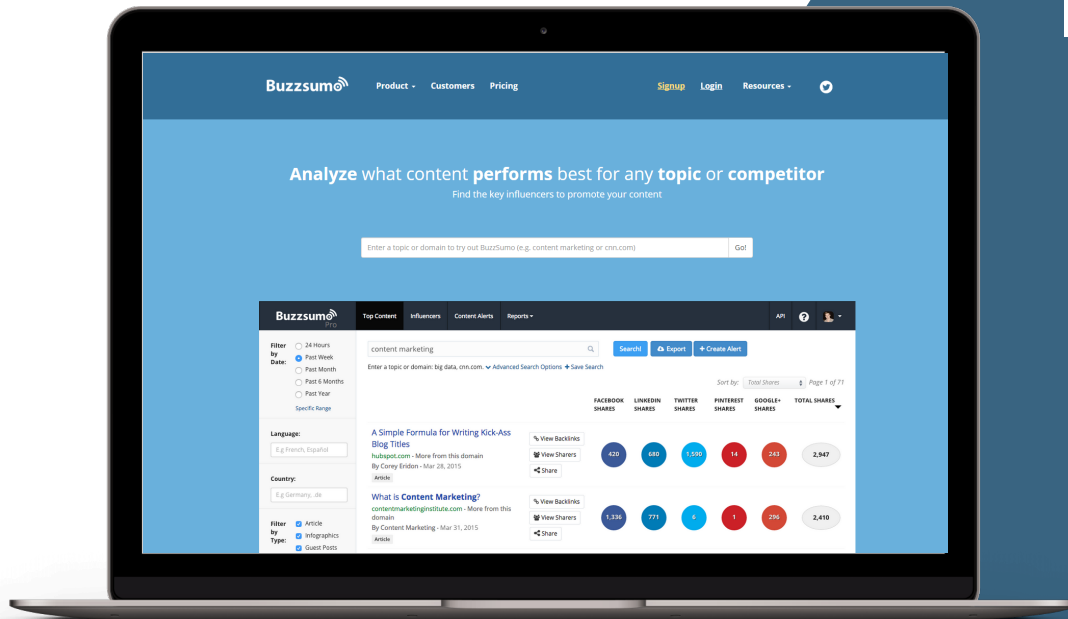


<http://www.socialcrawlytics.com>



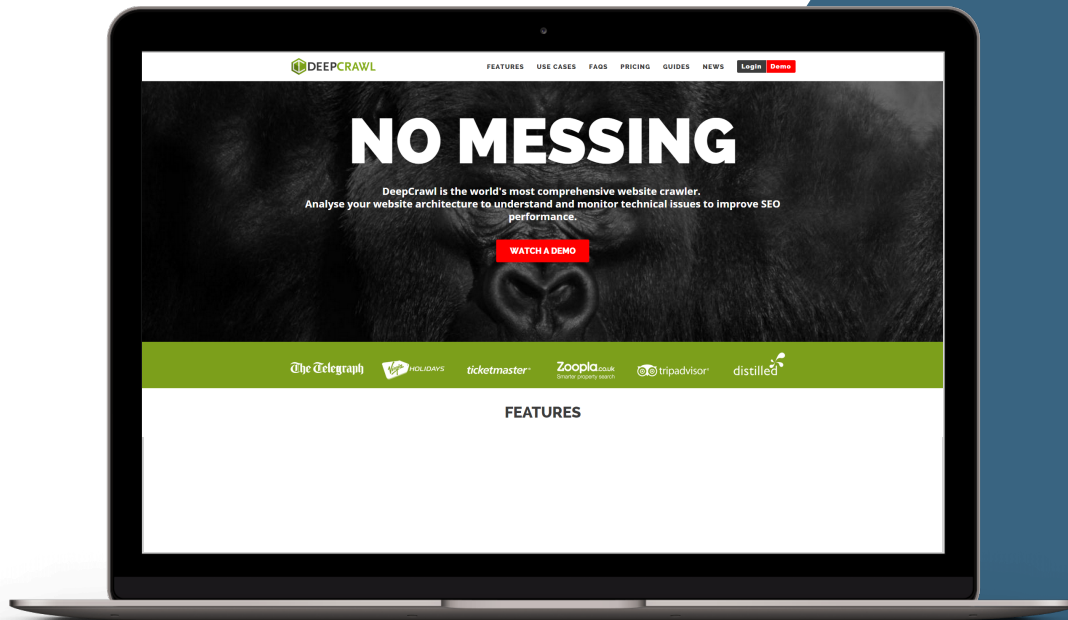
IDENTIFY YOUR BEST SOCIAL CONTENT

<http://www.buzzsumo.com>





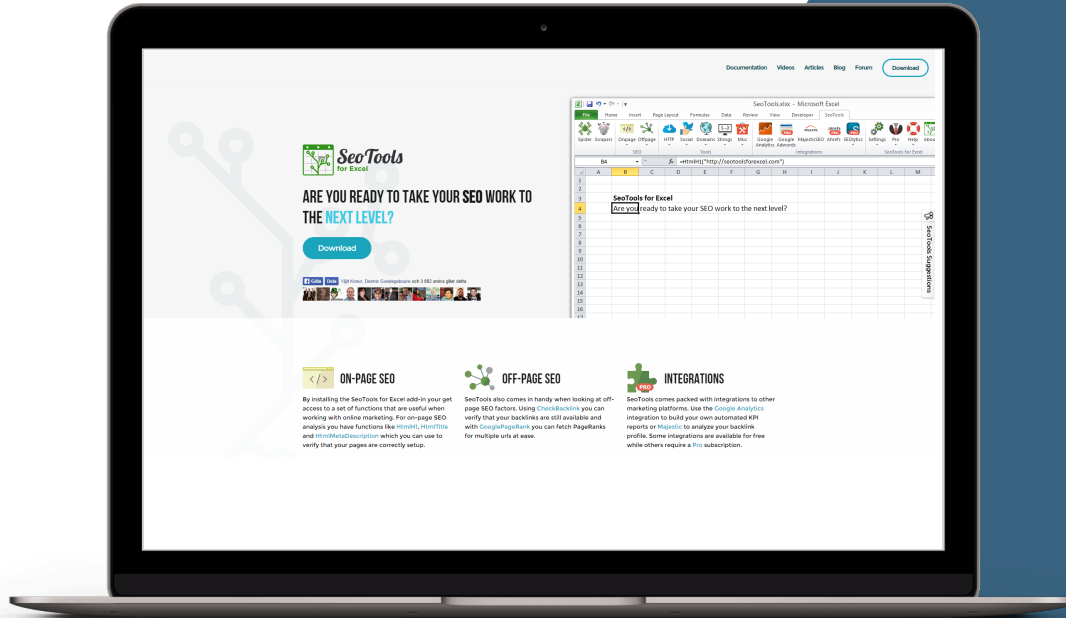
CRAWLER FOR HUGE WEBSITES



<http://www.deepcrawl.com>



OR JUST PULL FROM YOUR ANALYTICS

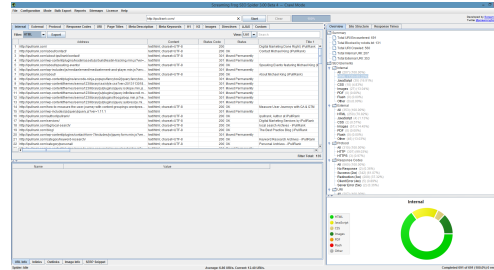


<http://www.seotoolsforexcel.com>

For the conversion-driven context, you can just pull your URLs directly from Google Analytics using SEO Tools for Excel

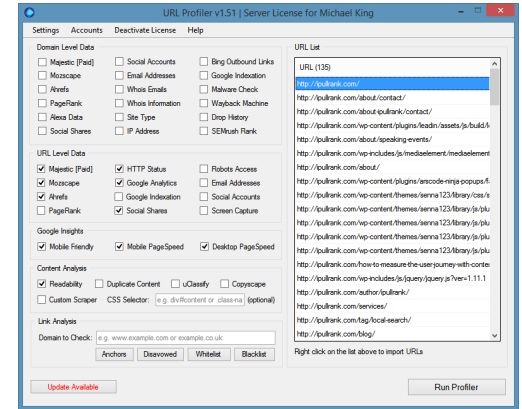


STEP ONE
DETERMINE
AUDIT SIZE



STEP THREE
PASS IT TO
URL PROFILER

STEP TWO
START WITH
SCREAMING
FROG
(OR DUMP URLs
FROM GA)







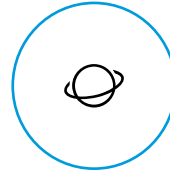
STEP 7

**DEVELOP TESTING
HYPOTHESES**

...

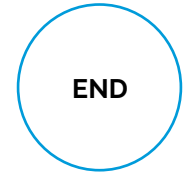


...



STEP 6

TEST



END

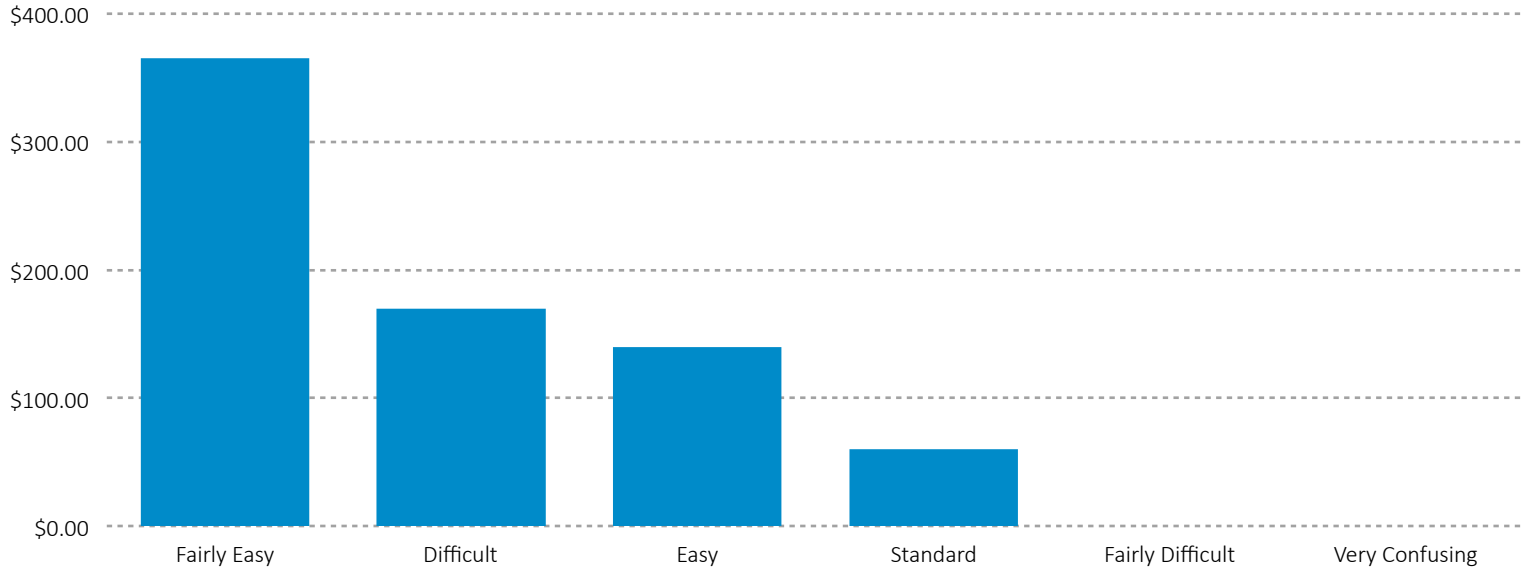


Bring your quantitative and qualitative data into one sheet and use pivot charts on the audit data to determine insights, mainly what you should be testing.

PAGE VALUE IS OFTEN THE MOST VALUABLE METRIC TO PIVOT AGAINST



PAGE VALUE VS. READABILITY



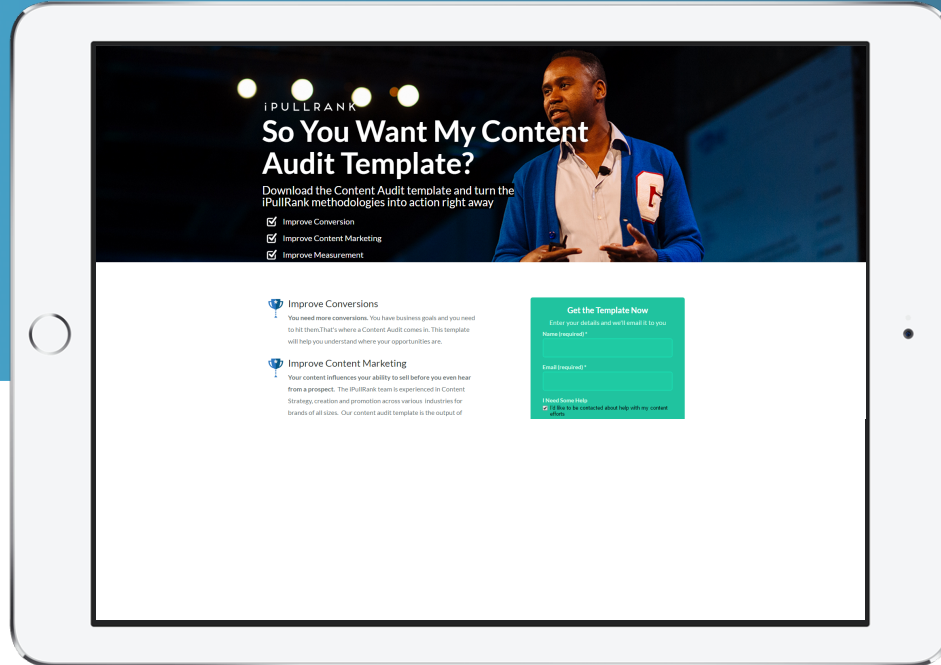
Building pivot charts comparing the page value metric vs. the page's readability score quickly tells you where you should consider performing measurement tests.



PAGE VALUE VS. FORMAT	REDUNDANCY VS. SECTION	PAGE VALUE VS PAGE SPEED
# IMAGES VS READABILITY SCORE	# VIDEOS VS WORD COUNT	FORMAT VS LINKS
# VIDEOS VS TIME ON PAGE	PERSONA VS. FORMAT	RESPONSE CODE VS LINKS
TIME ON PAGE VS SOCIAL SHARES	PAGE VALUE VS SOCIAL SHARES	LINKS VS. DIRECTORY
LINKS VS QUALITY	WORD COUNT VS TIME ON PAGE	PERSONA VS. CONVERSION RATE
SECTION VS ACTIONABILITY	TIME ON PAGE VS READING TIME	PERSONA VS. PAGE VALUE

FREE STUFF

GET MY TEMPLATE



<http://bit.ly/ipr-template>

@iPullRank

WHO ARE YOU TALKING TO?

Research and Segment your Audience

WHAT ARE YOU SAYING?

Audit and Determine your Best Opportunities



Use the learnings to improve

Perform your tests





Peace

dissociatedpress.com

THANK YOU

HOLLER AT YOUR BOY

MICHAEL KING

FOUNDER

DIGITAL MARKETING CONSULTANT

IPULLRANK



ipullrank.com



mike@ipullrank.com



[@iPullRank](https://twitter.com/iPullRank)

