

Index

- Action words, 118
- AI. *See* Artificial intelligence (AI)
- AlchemyText, 39
- Amplification, 125
- Answer-based content driven, 35
- Applications
 - Ecommerce sites and stores, 105–108
 - mobile devices, 111–114
 - product pages, 108–111
 - voice/screenless search, 114–117
 - websites, 101–105
- Artificial intelligence (AI), 10
 - clickbait, 18
 - Google RankBrain, 17–18
 - purpose and potential, 17
 - search engine results pages, 17–18
- Audience building, 161
- Audience demographics, 53, 65
- Audience insights, 59
- Automated bid adjustment, 16, 20

- Backlink gap, 43
- Big data, 4–6
 - Four V's, 7
 - fundamentals, 6–7
- Big data gulf, 2–4
- Brand usurpers, 160
- Building backlinks, 122
- Building linkable marketing content, 36
- Business content metrics, 140
- Business insights, 7–9

- Canonical tag, 118
- Channel-targeted metrics, 140–141
- Chatbot technology, 76
- Collaborative community, 105

- Common data actions, 46–47
- Community content, 161
- Complacency, 70
- Consolidating needs, 2
- Content action plans, 61–64
 - creating, 61
 - example, 62–64
 - marketing features, 61–62
 - tools, 61
- Content building data sources, 24
- Content creation framework, 129–131
- Content failure
 - absent storytelling, 68
 - content promotion, 69
 - ineffective conversion mechanisms, 68
 - insufficient planning, 67
 - internal emphasis, 68
 - mispositioning, 69
 - overlooking SEO, 68
 - quality, 69
 - strategic shortfalls, 68
- Content hubs, 122–123
- Content identification, 125–129
- Content management system (CMS), 132
- Content ordering, 112
- Contextual insights, 58
- Crowdsourcing, 100

- Data analysis, 4
- Data analysts, 160
- Data assessment, 2
- Data collection, 2
 - definition, 23–24
 - marketing content creation, 24

- Data curation, 162
- Data discovery, 2
- Data distribution, 3
- Data-driven content
 - chart, 4, 5
 - process, 2–4
- Data-driven ecosystem, 82
- Data ecosystem
 - analytics, 11
 - applications, 11–12
 - artificial intelligence (AI), 12
 - data sources, 12–13
 - definition, 11, 20
 - infrastructure, 11
 - intelligent algorithms, 12
 - machine learning (ML), 12
- Data insights, 4
- Data integrity, 3, 49
- Data labelling, 2
- Data management process, 3, 45–46, 49
- Data processing, 3
- Data refinement, 4, 49
- Data scientists, 160
- Data storage, 3
- Data transformation process
 - audience inertia, 51
 - audience observations, 52
 - content action plans, 61–64
 - Google Analytics (GA) (*See* Google Analytics (GA))
 - insights, 57–61
- Data usefulness, 3
- Descriptive insights, 59
- Diagnostic insights, 60
- Digital story-making, 162

- EAT, 102
- Ecommerce, 105–108
- Ego-bait, 100
- Emails, 78, 95–98
- Engagement frequency, 163

- Featured Snippet, 118
- Feedly, 41
- Framework automation, 162–163
- Free content tools, 36–37
- F-shaped content, 107

- Garbage in, garbage out (GIGO), 7
- General Data Protection Regulation (GDPR)
 - Data Protection Directive 95/46/EC, 47
 - definition, 49
 - overview, 47
- Google, 24–25
 - alerts, 26–27
 - content types, 31
 - discovering underperforming content, 30–31
 - old content revisiting, 30
 - products, 25–26, 28–30
 - returning visitor metrics, 31
 - sales and goal completions, 31
- Google Analytics (GA), 24–25
 - audience awareness, 53–54
 - audience demographics, 53
 - audience overview reports, 52–53
 - audience personas, 54–56
 - dimensions, 142–145
 - e-commerce tracking metric
 - examples, 144–145
 - event tracking metric examples, 144
 - goal conversion metric examples, 143–144
 - Google Ads metric examples, 143
 - interests and locations, 53
 - lifetime value tracking metric
 - examples, 142–145
 - lifetime value (and cohort) tracking
 - metric examples, 143
 - marketing content reports, 145–148
 - page tracking metric examples, 144
 - session metric examples, 142

- Google Beacons, 79
- Google optimize (GO), 33–34
- Google products, 36
- Google RankBrain, 20
- Hashtags, 79
- High volume data accessibility, 4
- Hyperlocal, 161–162
- In-home shopping, 77–78
- Insights
 - analytics, 57
 - data/information, 57
 - prescriptive insights, 57–58
 - types, 58–60
- Integrated services, 160
- Intelligent algorithms, 10
- Internal competition, 72
- Internal links, 121–122
- Isolated content writers, 71–72
- Isolated working, 72
- Key performance indicator (KPI), 139
- Keyword data, 39–40
- Link and authority-building metrics, 141–142
- Linkbait Title Generator, 40–41
- Logo, 105
- Machine learning (ML), 10
 - automated bid adjustment, 16
 - decision tree, 15
 - definition, 13
 - gradient boosting, 15
 - historical data, 16
 - K means, 15
 - linear regression, 15
 - logistic regression, 15
 - Naïve Bayes, 14
 - paid advertising, 16
 - random forest, 15
 - semi-supervised learning, 14
 - supervised learning, 13
 - unsupervised learning, 14
- Marketing channels content, 65
 - content team, 81
 - data-driven ecosystem, 82
 - emails, 95–98
 - newsletters, 98–99
 - Pay Per Click (PPC), 86–89
 - promotional plan, 82–83
 - Quora, 92–94
 - roadmap, 82
 - Search Engine Optimisation (SEO), 83–86
 - social media, 89
 - Twitter, 89–92
- Marketing content
 - company growth, 153
 - complexity, 153
 - content promotion, 153
 - content writing, 152
 - data visualisation, 151
 - deeper insights, 153–154
 - descriptive and predictive analysis., 151
 - gap fulfilment, 152
 - human, 156–159
 - human/computer collaboration, 159–163
 - increased engagement, 154
 - integrated insights, 152
 - interactive content, 154
 - Internet, 151
 - machines, 151–154
 - performance gains, 154
 - prescriptive data opportunities, 151–152
 - resurfacing content, 154
 - seamless content workflows, 152
 - story-making, 153
 - volume, 152–153
- Marketing medium, 79
- Measurement insights, 58
- Micromanagement, 71
- Mobile devices, 111–114
- Mobile friendliness, 124
- Multiplier effect, 100

- Natural Language Processing (NLP), 116–117
- New content identification, 34–35
- Newsletters, 98–99
- Novelty and curiosity insights, 58–59
- Objectives and Key Results (OKRs) settings, 136–138
- Offline, 73–74
- Online, 73–74
 - ordering, 77–78
- Opportunity, 2
- Paid advertising, 16, 20
- Paid content tools, 41–42
- Pay Per Click (PPC), 74–76, 86–89
- Persistent footer section, 107
- Personas, 54–56, 64
- Podcasts, 124
- Power words, 118
- PPC. *See* Pay Per Click (PPC)
- Predictive insights, 60
- Prescriptive insights, 59
- Product pages, 108–111
- Qualitative data, 19
- Quality, 123
- Quantitative data, 19–20
- Quora, 40, 92–94, 100
- Refinement insights, 59
- Refreshing data, 120
- Reorganise modules, 124–125
- Re-pitching articles, 120–121
- Revenue metrics, 140
- Revise headings, 122
- Schema.org, 118
- Search Engine Optimisation (SEO), 83–86
- Search engine results pages (SERPs), 20
- SEMRush, 43–44
- Setting benchmarks
 - channel benchmarks, 135
 - competition benchmarks, 134
 - data benchmarks, 134
 - external benchmarks, 134
 - general (content type) benchmarks, 134–135
 - internal benchmarks, 133–134
 - market share benchmarks, 135
 - qualitative benchmarks, 134
- Shareability, 121
- Social media, 76–77, 89
- Specificity insights, 58
- Stakeholder and alignment insights, 59
- Storytelling, 162
- Suggested search (Google), 132
- Technology, 70–71
- Text migration, 161
- Time restrictions, 70
- Topical blindness, 71
- Topic research, 43
- Trust signals, 106
- Twitter, 89–92
- URL structures, 123–124
- Usability, 122
- UTM tracking code, 100
- Value-based clustering, 163
- Value stack, 7–9
- Variety, 7
- Velocity, 7
- Veracity, 7
- Visualisation insights, 59
- Visuals, 125
- Voice/screenless search, 114–117
- Volume, 7
- Webinars, 124
- Websites, 101–105
- Workflows, 78
- YMOYL, 102