

LocalUp
ADVANCED

**DON'T JUST SHOW
UP, STAND OUT**



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Kick Point Inc

@danaditomaso



LocalUp was great. We're doing so much better in the rankings! But I wonder ... could we still do more?



**We need to stay
top of mind!**



How do I make
my boss
comfortable with
a unique voice?



And I know we
have brand
standards to
follow, but they
can make things
really boring.



I just want some
personality in my
marketing!



And that pesky crocodile's been sniffing around. Should we worry?

Staying top of mind is the result of emotional connections



No one gets emotional about
a tagline. Especially ®.

State Farm Car Insurance - StateFarm.ca

Ad www.statefarm.ca/CarInsurance ▼

Save Up To \$500 With State Farm®. Quote Now & Get To A Better State®!

Free online quotes · 24/7 service · Local agents · Save up to 45%

Free Quick Auto Quote - Find An Agent - Get Auto Coverage Today





#yolo

**How does your actual
audience communicate?**

Shoppers trust recommendations from people they know!



Brandi Jeter

The right shampoo can change EVERYTHING! Limp hair no more! [Brand] doesn't break the bank.



Consumer Queen

Finding the perfect shampoo and conditioner is like finding your soulmate! I can't believe [brand] was only **\$2.79** and I had a coupon!

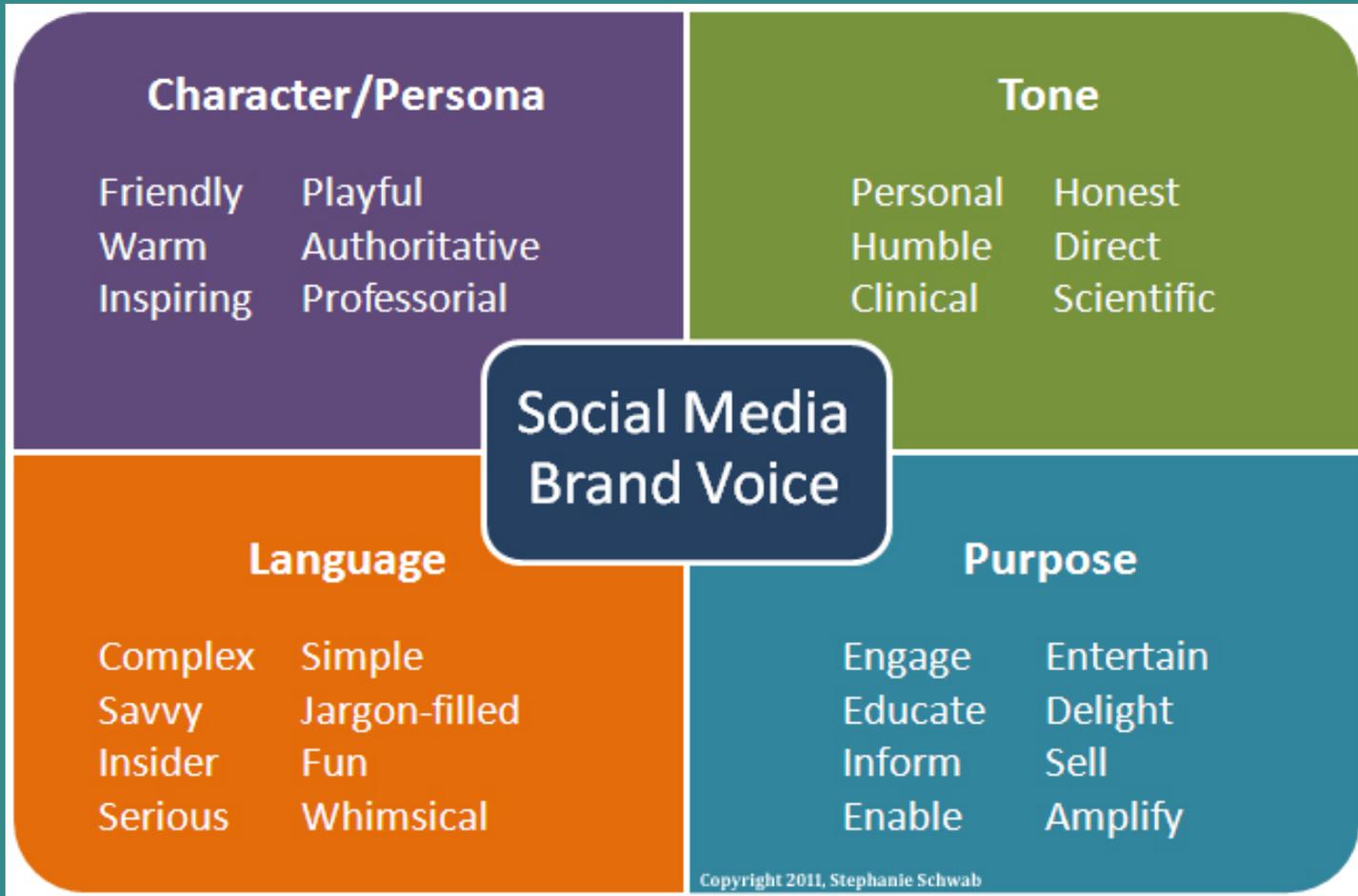


Girlfriendology

My weapon against over-dried winter hair is my favorite conditioner, [brand]! Secret: I get it at the drugstore!

**Build your
brand voice.**





**Your brand voice is more than
just how you communicate
in social media.**





Guidelines
are
delicious!

**Brand voice helps you spend more
brain time on being interesting as
opposed to figuring out the basics of
what to say.**



Formality

Our customers are some of the kindest around, and they're totally cool. Address them like pals who you respect. (As you would speak to a Buffer team mate.) Also, if you're expressing an emotion in a 1:1 communication, use "I" instead of "we." When in doubt, speak for yourself and not on behalf of the whole company, as it is more honest.

Examples:

In a helpscout email, you might say: *"Hi there! Great to hear from you. Thanks for asking!"*

Instead of: *"We appreciate you writing in."*

In a tweet, you might say: *"I'd love that feature too!"*

Instead of: *"We see the benefits of that feature!"*

In an error message, you might say: *"Whoops, sorry, we're having trouble with that."*

Instead of: *"This request can not be completed."*

In a blog post, you might say: *"We're super excited to show you this and get this in your account today"*

Instead of: *"This feature will be launched today"*



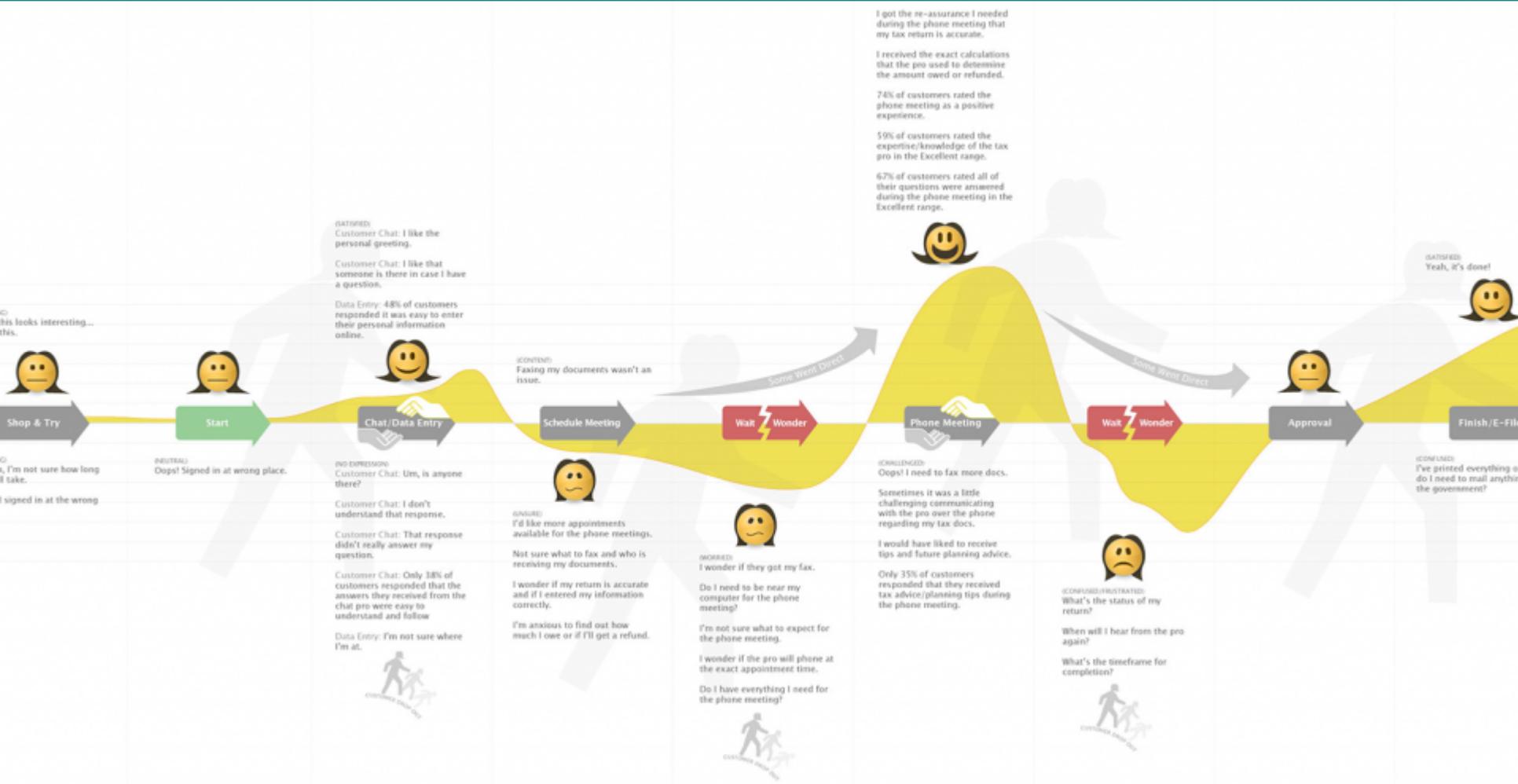
It's extra helpful in social & review responses!



Warm / Fun / Honest / Direct / Educate / Entertain

How does your brand voice speak to each of your personas?





Make a customer journey map

(<http://moz.com/blog/customer-journey-maps-whiteboard-friday>)



**Does your brand voice come
through at each touchpoint?**



Getting comfy with standing out.



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**Don't be different just for the
sake of being different.**







Compare rates in three easy steps.

1 Quote:
It only takes a few minutes.

2 Compare:
See rates from top car insurers in one place.

3 Save:
See whose rate is lowest. It could save you hundreds.



Start a Quote

Zip Code

Quote & Compare

Recent Comparisons	
Progressive Direct	\$209
Am. Family	\$229 - \$254
State Farm (A)	\$260 - \$308
State Farm (B)	\$289 - \$342
Nationwide	\$300 - \$342
Auto Range of Rates	\$133
Auto Shopper J.M. in FL	
Scion tC	



Don't fall into the fun trap.



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Content inventory time!



The Moz Blog



One Content Metric to Rule Them All

👍 75 | 🗨️ 5

July 1st, 2014 - Posted by [Trevor Klein](#) to [Content](#), [Analytics](#) and [Reporting](#)

Let's face it: Measuring, analyzing, and reporting the success of content marketing is **hard**.

Not only that, but **we're all busy**. In its [latest report](#) on B2B trends, the Content Marketing Institute quantified some of the greatest challenges faced by today's content marketers, and a whopping 69% of companies cited a lack of time. We spend enough of our time sourcing, editing, and publishing the content, and anyone who has ever managed an editorial calendar knows that fires are constantly in need of dousing. With so little extra time on our hands, the last thing content marketers want to do is sift through a heaping pile of data that looks something like this:

Date published	Post Title	URL	Author	Uniques	Thumbs	Comments	Facebook Likes	Tweets	+1s
5/1/2014	Link Audit Guide for Effective Link R	moz.com/blog/r/modestos-sistos	Modestos Sistos	5150	41	64	94	840	237
5/1/2014	Increasing Search Traffic By 20,000	moz.com/blog/in/roly-truesdale	Rory Truesdale	8914	52	76	100	790	177
5/2/2014	How Google Knows What Sites You	moz.com/blog/h/cyrus-shepard	Cyrus Shepard	18252	63	91	442	1356	554
5/5/2014	A 5-Step Framework for Conversion	moz.com/blog/s/paddy-moogan	Paddy Moogan	8781	34	27	293	1313	404
5/6/2014	Is Your Content Strategy Guided by	http://moz.com	Laura Uppay	8417	48	32	366	1625	334
5/7/2014	The World of Link Opportunities Be	http://moz.com	JamesAgate	8169	38	34	208	1117	181
5/8/2014	How to Set Up and Use Twitter Lea	http://moz.com	danatanseo	7533	54	103	347	1359	375
5/9/2014	10 Tactics to Improve Blog Readers	http://moz.com	randfish	18053	76	110	700	2039	1097
5/12/2014	Bacon, Burritos, and the Future of I	http://moz.com	Hannah Smith	5462	37	33	283	1187	193
5/13/2014	Auditing the Moz Q&A: Optim	http://moz.com	glorrell1	3034	38	35	139	653	93
5/14/2014	Starting Over, Part 3 - Optimize	http://moz.com	Dr-Pete	5452	36	42	146	729	97
5/15/2014	Announcing the MozCon 2014 Com	http://moz.com	EricaMcGillkay	1700	26	60	131	693	159
5/15/2014	Help S.H.A.C.K.S. - Frequently Ask	http://moz.com	JoelDay	1793	21	33	140	641	36
5/16/2014	What if Your Ugly Website is Holdi	http://moz.com	randfish	11195	63	78	519	1557	539
5/19/2014	A Product-Based Approach to CRD	http://moz.com	CraigBradford	3052	23	15	178	945	90
5/20/2014	The Most Entertaining Guide to Lan	http://moz.com	OlGardner	57221	104	88	872	3052	718
5/21/2014	Panda 4.0, Payday Loan 2.0 &	http://moz.com	Dr-Pete	34446	99	110	615	1686	633
5/22/2014	How Our Agency Survived Year On	http://moz.com	Bill Sebald	4280	46	48	172	780	82
5/23/2014	Silly Marketer, Title Tags Are for Ro	http://moz.com	jennita	8948	61	74	323	1304	330
5/26/2014	How to Be More Creative in Your O	http://moz.com	ShellShock	5661	60	79	380	1302	286
5/27/2014	50+ Things You Should Learn Abou	http://moz.com	RobOusbey	6443	47	30	296	1172	195
5/28/2014	Take the SEO Expert Quiz and Rak	http://moz.com	Cyrus-Shepard	12705	78	214	443	1230	311
5/29/2014	The Illustrated SEO Competitive An	http://moz.com	Aleyda	9388	48	41	438	1497	396
5/30/2014	Breaking the SEO Rules: When No	http://moz.com	Cyrus-Shepard	7409	31	45	327	1104	289



FACEBOOK SHARES LINKEDIN SHARES TWITTER SHARES PINTEREST SHARES GOOGLE+ SHARES TOTAL SHARES ▼

Your Google Algorithm Cheat Sheet: Panda, Penguin, and Hummingbird

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By Marie Haynes - Jun 11, 2014

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By Cyrus Shepard - Apr 15, 2014

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http://www.buzzsumo.com



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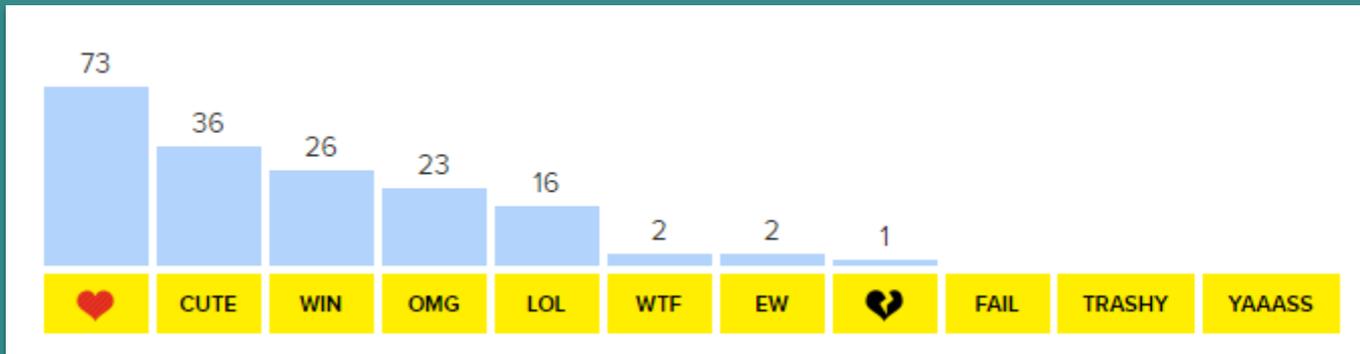
**Mash that up with referrer traffic
& organic traffic.**



**Add in what's lurking in your
internal site search.**



Apply the BuzzFeed Test for Content Marketing



Emotional Marketing Value Headline Analyzer

Enter Your Headline Text

Paste your headline in the text area below. The analysis engine will **automatically cut your submission at 20 words**, so we encourage you to do a word count before submitting! This will ensure the most accurate analysis.

Please select the type of business or industry that this headline belongs to. This will lead to us being able to show you the industry average for your headline so you can compare how you're doing.

--Select a Category-- ▼

Submit For Analysis

Clear Text

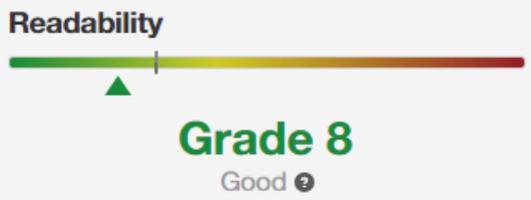
<http://www.aminstitute.com/headline/index.htm>



Canada's anti-spam legislation (CASL) went into effect July 1st, and I'm curious to see how it's affected email marketing in Canada. Although we're only a month in, we've already emailed our list 4 times and I bet many of you have as well.

We'd like to know – how's it going? You can help us out by taking this five-minute survey on your email marketing efforts. We'll close the survey down in a month and then compile the results on our blog shortly after that. We'll also make sure that the raw data (anonymized, of course) is available for download.

Write Edit



Paragraphs: 2
Sentences: 6
Words: 100
Characters: 453

1 of 6 sentences are hard to read.

0 of 6 sentences are very hard to read.

0 adverbs. Aim for 1 or fewer.

0 words or phrases can be simpler.

0 uses of passive voice. Aim for 0 or fewer.

<http://www.hemingwayapp.com/>



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A close-up photograph of a hippopotamus in a lush green field. The hippo is looking slightly to the left. Above its head is a white thought bubble with a scalloped edge. Inside the bubble, the text reads "I do love a good spreadsheet!".

I do love a
good
spreadsheet!

URL

Title

Keyword Category

Persona

Social Score

Referral Score

Organic Score

Total Score

BuzzFeed Category

Grade Level

Comments

How about some user testing?



A close-up photograph of a hippopotamus in a lush green field. The hippo is looking slightly to the left. Above its head is a white thought bubble with a scalloped edge. Inside the bubble, the text "I also love a good to do list!" is written in a bold, black, sans-serif font. Two small white circles connect the bubble to the hippo's head.

I also love a
good to do
list!

1. Apply brand voice
2. Make it drive emotion
3. Does the page fulfill the promise of the SERP?



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A D V A N C E D

THANK YOU!



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