Questions for Stephen

1. Other language pages
    a. Other language pages currently on Mordorintelligence.com are not up to date. Meaning, some 40-50% of our content in English has been updated since we first did translation into other languages. However, our current other language pages on .com do not have this updated content. This raises two problems:
        i. Content on other language pages is slightly outdated, leading to lower conversion into sales.
        ii. Since we are giving data to resellers like giiresearch, they will be translating our latest content into Japanese/Korean and our pages will be outdated in comparison.
        iii. So the question is if these language pages are here to stay for the next 3 months on our .com domain, why not fully translate to the most-up-to-date versions?
        iv. If we do, then our internal focus can and should be on improving conversion from the other language traffic into leads and then sales. Right now, we are in a limbo.
    b. ccTLDs are for geotargeting. How will our Spanish pages rank in countries where Spanish is spoken but the user is not from Spain? I have never really seen search results from .ca or .us or similar in English, for example. What's our strategy here? Wouldn't it be restrictive going to ccTLDs?
    c. Specific domain issues:
        i. What about Arabic – how do we target these via ccTLDs?
        ii. Mordorintelligence.co.jp got registered on marcaria – does that mean we can use it directly? It says though that the use of the domain is restricted – what does that mean?
    d. Are we creating TLDs for all languages we have currently? We discussed removing some pages so it gives a boost to the English pages - is that still the overarching plan or do you have a different take on it?
    e. Translation quality - given what Google is doing with AI generated content, I am worried. How can gtranslate deliver translations at this cost? Can we do an apples to apples comparison with other solutions out there on quality of translation? I can foresee a time where google identifies these translations as fully ai-generated and en masse block/derank our TLDs.
    f. Hreflang to these external domains? And use canonicalization to move traffic over to the new domains?
2. Designs for category page - we can review over call https://www.figma.com/file/ZjAoq1dMANEXc5McJdZZUS/Mordor_category?node-id=0%3A1&t=tSIyqfLGO33Zf0Kl-0
3. Blog strategy – we see that it works for some of our competitors like fortunebusinessinsights.com

    a. How should we target blogs – what kind of keyword research to do at the individual report level? Does this strategy really work?
4. Press Releases – you mentioned that this is a good strategy and I agree. Is there a way you can give me the anatomy of a press release – may be a couple of versions? Is there a problem if we do hundreds of releases in a month?
5. Backlinks – I see clearly that this is one area that we are losing out on the most with our competitors. They have many more backlinks than we do. What should we do here?
6. Search console errors
    a. I still see that over 5k pages have not been indexed by google – that number hasn't seemed to go down in time. This is worrying.
    b. On search - is this a symptom of losing ranking? I see impressions still just as high but CTR fell drastically. https://search.google.com/search-console/performance/search-analytics?resource_id=sc-domain%3Amordorintelligence.com&metrics=CTR&breakdown=query&country=usa&page=*mordorintelligence.com%2Findustry-reports&num_of_months=16
7. On-page process: Does updating meta actually work at the end of the day? We have meta, Og meta for social media and we have manpower to deliver, but we are missing the gameplan. Not sure what we are doing is really working.
    a. What is the ideal on-page process?
    b. What about using AI in basics – like with meta data and stuff so I don't need a 6 member team doing it manually for each title. I find this to be quite good in fact – what's your take on it? (https://platform.openai.com/playground)
8. Team building: Given some flux in the team I anticipate, I need your help with building a solid SEO team that can do what you are pushing us to do over the long-term.

Part II

Hello Stephen,

I have asked the Marketing team to all be in the office from the coming Monday. They will be here for a period of one month to start with.

Since I am taking over marketing, I wanted to run a few things by you. I have sights set on these four available channels: 1) On-page optimization 2) Press releases 3) Ads – Google, LinkedIn, Outbrain, etc. 4) Press releases.

At the root of it is the understanding that everything is interconnected. Organic search optimizations and google ads optimizations vs press releases vs blogs/content pieces – all essentially seem to be ways to target specific keywords for specific pages and attract an audience. The overarching question then is how would we select the right pages (and keywords for each page) to target for each channel?

1. Press releases – we just placed an order for 1,000 press releases. From our evaluation, we saw that press release pages also show up in search, on their own. The question that remains is what would be ideal report pages to select for press releases? I have put some initial thoughts here for reference:
    a. English report pages with reasonable search volume where we lost average position over the last 12 months.

    b. Report pages that sold and with reasonable search volume (score 1 in internal linking list with at least 1 sale) but have keywords for which our ranking is not great. Optimize those keywords in the press release.

    c. Is there a better way than these two you think we should follow instead?

- **I like the idea of B, we should really do that, pushing the really important reports. As if the report page doesn't rank, maybe we can get PR to rank, either way will give more links to the key report pages.**
- **Another way to boost exposure and traffic, we can get keywords that the PR site ranks within the top 10 for, then build better targeted PRs for those keywords. This should also help get the reports pages to also rank better.**

2. What is the ideal on-page process for our marketing team to follow for each of our pages? If you were working only on one page on our website, what would you have done? We have about 7 people who do this day in/day out. Even slight optimizations can have an outsized impact over time.

- **Finding secondary names for the report. Then having an updated template that uses these secondary names along with primary names to rank on more patterns.**
- **Fixing the company names in the reports to a common version. This could be done better in bulk, outside of the reports, but still a process that needs to be done.**

3.

4. Content Marketing – what would be the ideal report pages to target for content marketing? There are essentially two parts to this:
    a. Hot news-connected content. For instance, a year ago, we would have written about the Russia – Ukraine war and its impact on various markets. This is purely news-driven and we select reports based on fit.
    b. The second version is more push content that's not dependent on external circumstances – listicles (top 10 players or similar for example). What report pages should we pick for this?

- **I would recommend having your marketing team work with these:**
  https://www.helpareporter.com/
  https://justreachout.io/
  https://www.meltwater.com/en
  https://pressplugs.co.uk/
  https://profnet.prnewswire.com/
  https://www.qwoted.com/
  https://www.sourcebottle.com/
  https://terkel.io/
  https://onepitch.co/
  https://muckrack.com/
  https://www.agilitypr.com/
  https://press.farm/

5. Google ads – I know you have been helping Kavitha with this – what is your objective here? For ex: more leads at lower cost-per-lead or more leads for more report pages (casting a wider net).

- **Better leads at a lower cost. AdWords is one place that is very easy to optimize and grow, since you control almost everything. Happy at some point when time allows to get into this more.**

Other questions not related:

- **Test** – the entire team will be taking a test on SEO – your test. It is to understand where the team stands in SEO knowledge and understanding. Based on the results of that test, we would need help with a 1–2-hour online training session where you are answering queries and helping the team understand the correct responses.

  - **Sounds great, and a perfect way to segway into training for the group.**

- **Backlinks** – we see at least from Ahrefs that our number of backlinks is declining. We know one potential area of concern is that we have not been providing market size information on many of our reports this year, leading to fewer people potentially linking/citing us. That will get fixed. The question on backlinks is should we have someone dedicated to looking at backlinks – what should their responsibilities be?

  - **The content marketing team will handle a large part of this.**
  - **Added to this, should seek out sponsorships of events and groups that are inline with the different reports that you want to grow in rankings. Finding events where you can sponsor, get links and exposure at the event, find groups which you can do the same.**
  - **Might want to reach out to universities and offer research/reports in exchange for citation and ideally recognition on the website.**
  - **Once finish looking into competitors will see what they are doing for link building.**