

# Content Marketing Strategy for TeamOut

## Goals:

1. Increase brand awareness
2. Attract and convert new customers - team managers/leaders
3. Establish thought leadership

## Buyer Personas:

1. Team Leaders: Decision makers planning team offsites
2. HR/People Team Members: Involved in planning and budgeting retreats

## Who else is catering to our buyer personas needs:

1. MonikerPartners
2. Theoffsiteco
3. Goflok
4. PlanRetreat
5. BoomPop

## Content Pillars:

**a. Educate:** Focus on educating your audience about the challenges of planning corporate retreats and how TeamOut solves these problems.

**b. Positioning:** Establish TeamOut as an industry leader by sharing insights, trends, and tips about corporate retreats.

**c. Brand Awareness:** Build brand awareness by sharing success stories, testimonials, and behind-the-scenes content.

## Content Types:

**a. Blog Posts :** Writing informative blog posts about the benefits of corporate retreats, tips for planning, and how TeamOut simplifies the process.

**b. Case Studies, Video Testimonials & Ebooks:** Showcasing successful retreats planned through TeamOut highlighting how TeamOut saved time, reduced stress, and improved team bonding.

## Content Distribution:

**a. Website:** Blogs, Ebooks, and Video Testimonials to be published on the Website

**b. Social Media:** Distribute content across LinkedIn, Reddit and Slack Communities where HR's participate in.

**c. Email:** Using email marketing to distribute content directly to interested parties.

## Measurement & Analytics:

Tracking key metrics such as website traffic, social media engagement, email open rates, and conversions to measure the success.

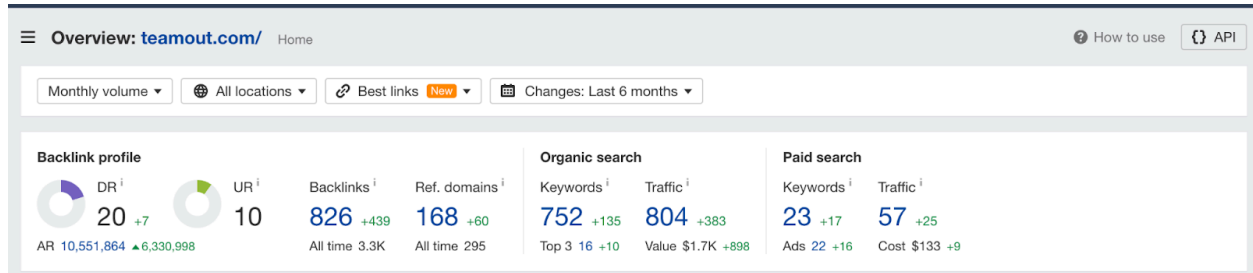
## What next:

a. 80% of the effort to be put to regularly review and update the content strategy based on analytics and feedback.

b. 20% of the effort in experimenting with new content types and distribution channels to reach a wider audience.

# SEO AUDIT

## 1. Teamout Overview



## 2. Total Organic Pages - 58

Organic pages 58					
Page traffic	Pages		Pages' total traffic		
0	28	48.3%	0	0%	
1-100	28	48.3%	290	36.2%	
101-1,000	2	3.4%	512	63.8%	
1,001-5,000	0	0%	0	0%	
5,001-10,000	0	0%	0	0%	
10,001+	0	0%	0	0%	

## 3. There are 2 pages which have a 404 Page NOT FOUND Error -

1. <https://app.teamout.com/budget>
2. [https://app.teamout.com/venue\\_onboarding?tab=1](https://app.teamout.com/venue_onboarding?tab=1)

We have to fix the content of the pages.

Crawled pages <sup>i</sup> 122

HTTP code

Pages

200 OK

112 91.8% 

3XX Redirect

6 4.9% 

404 Not found

4 3.3% 

4XX Other client errors

0 0%

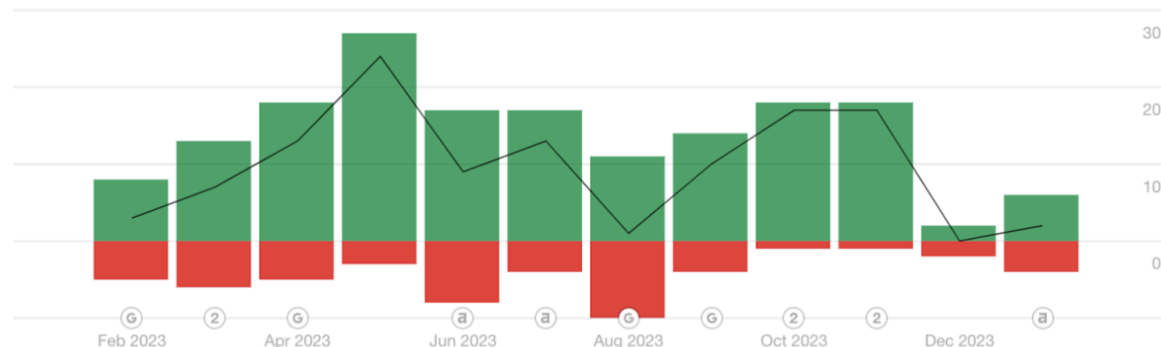
5XX Server errors

0 0%

4. We have to look into why we're constantly losing out Referring Domains and ultimately backlinks. We have to fix all the 404 not found page.

New & lost referring domains

☒ New ☒ Lost ☒ Change



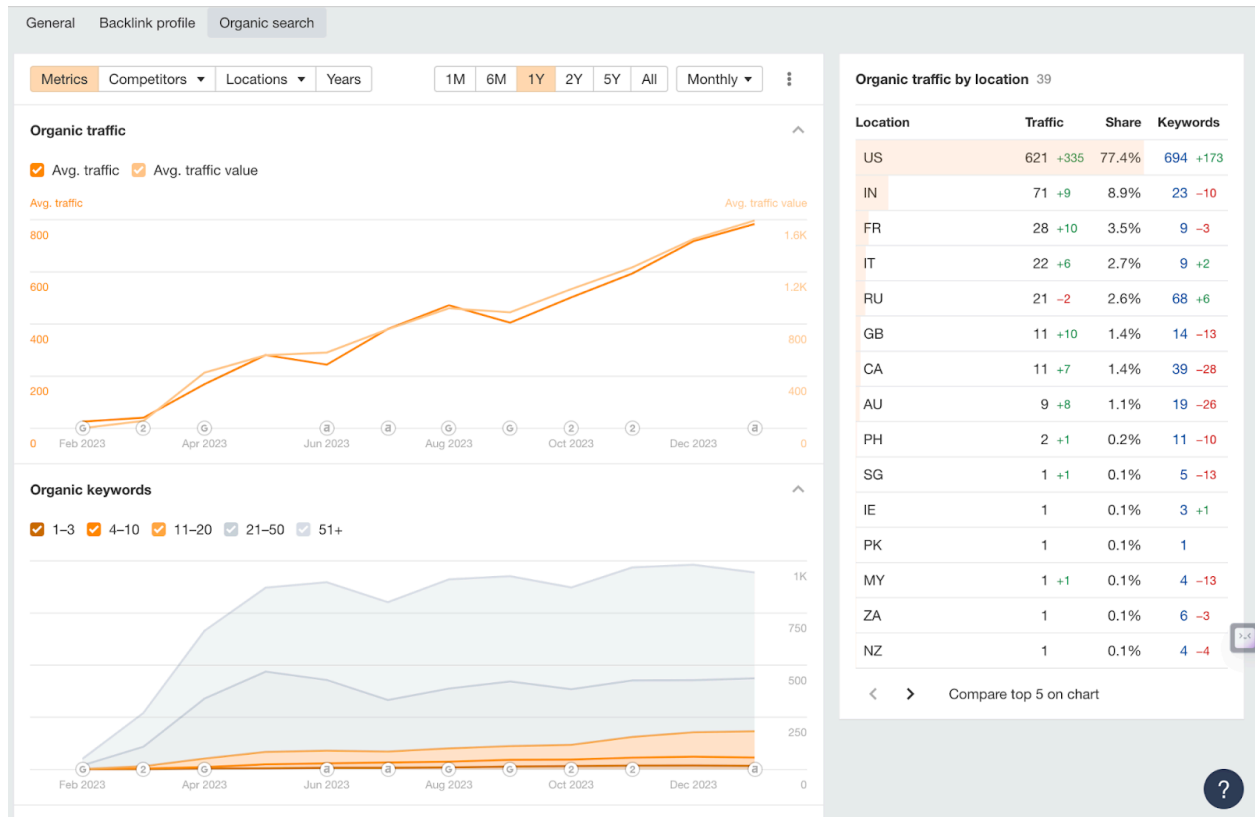
**5. We have to build more backlinks from .com tld which in most cases would be relevant to our Target Demographic and help us rank higher in search results.**

Domain		Referring domains ▼	Links to target
.com	🌐 Generic	60 35.7% <div><div></div></div>	150
.pw	🇵🇼 Palau	37 22.0% <div><div></div></div>	234
.in	🇮🇳 India	32 19.0% <div><div></div></div>	237
.net	🌐 Generic	8 4.8% <div><div></div></div>	51
.co	🇨🇴 Colombia	4 2.4% <div><div></div></div>	8
.org	🌐 Generic	3 1.8% <div><div></div></div>	6
.io	🇮🇹 British Indian Ocean Territory	3 1.8% <div><div></div></div>	5
.vc	🇻🇨 Saint Vincent And Grenadines	2 1.2% <div><div></div></div>	3
.pro	🌐 Generic	2 1.2% <div><div></div></div>	12
.dev	🌐 Generic	1 0.6% <div><div></div></div>	18

**6. The anchor tag used while building backlink is good.**












































Top anchors			
Anchor text	Referring domains	Links to target	
teamout.com	102 49.5% <div><div></div></div>	707	
TeamOut	27 13.1% <div><div></div></div>	48	
<i>Empty anchor</i>	6 2.9% <div><div></div></div>	12	
company retreat	4 1.9% <div><div></div></div>	4	
corporate retreat	4 1.9% <div><div></div></div>	4	

**7. Organic traffic and keywords both are rising which is a great sign of the direction we're in.**



**8. We have to focus more on content and build backlinks using guest outreach and HARO techniques to target more keywords which are being covered by our Competitor.**

### Top competing domains

<input type="checkbox"/> Domain	Keyword overlap	Competitor's keywords	Common  keywords	Share	Target's keywords	DR	Traffic	Value	Pages
<input type="checkbox"/> <a href="#">monikerpartners.com</a> 		1,943	265	10.0%	429	55	1.8K	\$3.6K	103 
<input type="checkbox"/> <a href="#">theoffsiteco.com</a> 		693	237	17.1%	454	33	516	\$1.7K	90 
<input type="checkbox"/> <a href="#">gofflok.com</a> 		189	142	18.2%	447	28	969	\$876	26 
<input type="checkbox"/> <a href="#">discoverwilder.com</a> 		105	103	17.2%	388	10	88	\$262	18 
<input type="checkbox"/> <a href="#">planretreat.com</a> 		1,347	80	3.9%	614	13	111	\$176	317 
<input type="checkbox"/> <a href="#">top50ranches.com</a> 		3,510	77	1.8%	617	53	7.3K	\$4.0K	269 
<input type="checkbox"/> <a href="#">conference-source.com</a> 		1,815	76	3.0%	618	20	1.1K	\$594	80 
<input type="checkbox"/> <a href="#">mohonk.com</a> 		18,782	67	0.3%	627	65	57.8K	\$17.9K	521 
<input type="checkbox"/> <a href="#">corporateretreats.com</a> 		58	64	15.6%	288	1.1	37	\$118	21 
<input type="checkbox"/> <a href="#">nextretreat.com</a> 		135	61	11.3%	340	44	67	\$127	63 
<input type="checkbox"/> <a href="#">adelestickland.com</a> 		125	51	9.3%	372	6	108	\$189	20 
<input type="checkbox"/> <a href="#">camphideaway.com</a> 		483	37	3.2%	613	13	597	\$412	22 
<input type="checkbox"/> <a href="#">retreatatcrystalcreek.com</a> 		44	29	9.7%	225	12	42	\$52	9 
<input type="checkbox"/> <a href="#">maiaconsciousliving.com</a> 		1,902	24	0.9%	670	9	736	\$402	136 

## 9. Keywords to focus on - (Aka Gap with our competitors)

Keyword	Volume	KD	CPC	SERP	Highest position			
					monikerpartners.com	theoffsiteco.com	gofflok.com	discoverwilder.com
corporate retreats	700	18	3	SERP	7	45	84	12
company retreat	700	13	3	SERP	22	8	—	70
company retreats	450	24	3	SERP	14	4	70	34
corporate retreat locations	450	2	3	SERP	8	27	14	50
business retreat	300	13	2	SERP	27	9	96	74
holiday happy hour	250	1	—	SERP	—	7	—	—
corporate retreat locations near me	250	4	2.5	SERP	3	57	33	—
team retreats	250	7	2.5	SERP	25	9	—	—
company offsite	200	29	5	SERP	41	5	—	25
retreat activities	200	12	1	SERP	7	53	—	—
team building retreat ideas	200	6	1.6	SERP	10	20	—	—
corporate retreat venues	200	2	4	SERP	10	11	32	39
retreat ideas for team building	200	10	1.6	SERP	7	26	—	—
executive retreat	200	0	2	SERP	9	14	—	—
company retreat locations	200	2	3	SERP	7	14	4	34
retreat team building activities	200	7	1.3	SERP	2	71	—	—
executive retreats	200	3	2	SERP	61	10	—	—
retreat agenda	150	3	2.5	SERP	6	—	—	—

Top Opportunities <span>You</span>	
<div>Missing Weak</div>	
Keyword	Volume
<a href="#">company retreat ideas &gt;&gt;</a>	260
<a href="#">work retreat ideas &gt;&gt;</a>	210
<a href="#">corporate retreat ideas &gt;&gt;</a>	170
<a href="#">unique retreat ideas &gt;&gt;</a>	110
<a href="#">offsite ideas &gt;&gt;</a>	70
<a href="#">View details</a>	

Top Opportunities <span>You</span>	
<div>Missing Weak</div>	
Keyword	Volume
<a href="#">team building retreat ideas &gt;&gt;</a>	140
<a href="#">planning a retreat &gt;&gt;</a>	90
<a href="#">how to organise a retreat &gt;&gt;</a>	40
<a href="#">View details</a>	

10. These 5 pages have a title length of around 90 characters whereas the ideal page title limit recommended under SEO is under 60 characters.

5 pages have too much text within the title tags <span>warning</span> <a href="#">Why and how to fix it</a> <a href="#">Send to...</a>					Total Checks <span>i</span>	
<a href="#">Hide</a>	Page URL	Filter by Page URL	<a href="#">Advanced filters</a>		<span>Failed: 5</span>	<span>Successful: 85</span>
<input type="checkbox"/>	Page URL	Title	Discovered			
<input type="checkbox"/>	<a href="#">Top Retreat Spaces in San Francisco: Inspiring Locations for Productive Getaways   TeamOut</a> <a href="https://www.teamout.com/blog-post/10-best-retreat-spaces-to-rent-in-san-francisco">https://www.teamout.com/blog-post/10-best-retreat-spaces-to-rent-in-san-francisco</a>	Top Retreat Spaces in San Francisco: Inspiring Locations for Productive Getaways   TeamOut	<span>new</span> 30 Jan 2024 (23:43)	<a href="#">View details</a>		
<input type="checkbox"/>	<a href="#">Elevate teamwork in Utah's adventures, retreats, and culinary experiences.   TeamOut</a> <a href="https://www.teamout.com/blog-post/9-team-building-...or-adventures-retreats-and-culinary-experiences">https://www.teamout.com/blog-post/9-team-building-...or-adventures-retreats-and-culinary-experiences</a>	Elevate teamwork in Utah's adventures, retreats, and culinary experiences.   TeamOut	<span>new</span> 30 Jan 2024 (23:43)	<a href="#">View details</a>		
<input type="checkbox"/>	<a href="#">Team Synergy in the Sun: Akoya's Transformative Florida Retreat with TeamOut</a> <a href="https://www.teamout.com/case-studies/akoya">https://www.teamout.com/case-studies/akoya</a>	Team Synergy in the Sun: Akoya's Transformative Florida Retreat with TeamOut	<span>new</span> 30 Jan 2024 (23:43)	<a href="#">View details</a>		
<input type="checkbox"/>	<a href="#">Publica's Pioneering Path: Cultivating Culture through Unforgettable Retreats</a> <a href="https://www.teamout.com/case-studies/publica">https://www.teamout.com/case-studies/publica</a>	Publica's Pioneering Path: Cultivating Culture through Unforgettable Retreats	<span>new</span> 30 Jan 2024 (23:43)	<a href="#">View details</a>		
<input type="checkbox"/>	<a href="#">Women Deliver: A time sensitive retreat for an Unwavering company advocating for Girls and Women</a> <a href="https://www.teamout.com/case-studies/women-deliver">https://www.teamout.com/case-studies/women-deliver</a>	Women Deliver: A time sensitive retreat for an Unwavering company advocating for Girls and Women	<span>new</span> 30 Jan 2024 (23:43)	<a href="#">View details</a>		