

How Great Content is Brand Building

A white line graph on a green background, showing an overall upward trend with some fluctuations. The line starts at the bottom left and moves towards the top right, with several peaks and valleys. The peaks generally increase in height from left to right, while the valleys also show an upward trend, suggesting a consistent growth over time.

Hiten Shah
hnshah@gmail.com

Start engaging your people

The lifeblood of your business is people.

They interact with you and even pay you... they are your users... your customers.

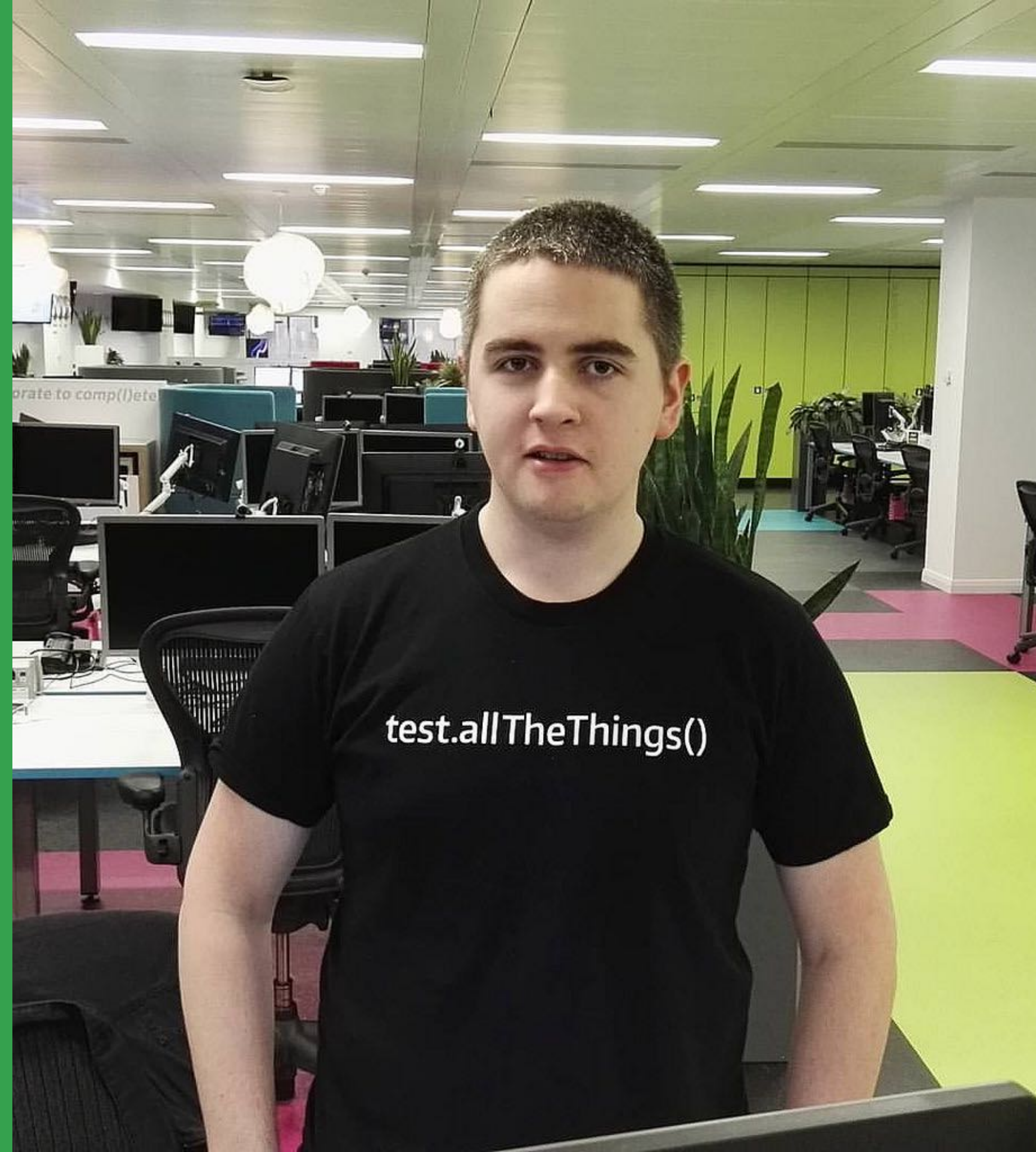
Start getting to know them as fast as possible.

CUSTOMER DISCOVERY AND PRODUCT VALIDATION

WHO ARE YOUR CUSTOMERS?

**Developers working at startups building SaaS
products and mobile apps**

They will adopt your
tool and give you
brutally honest
feedback



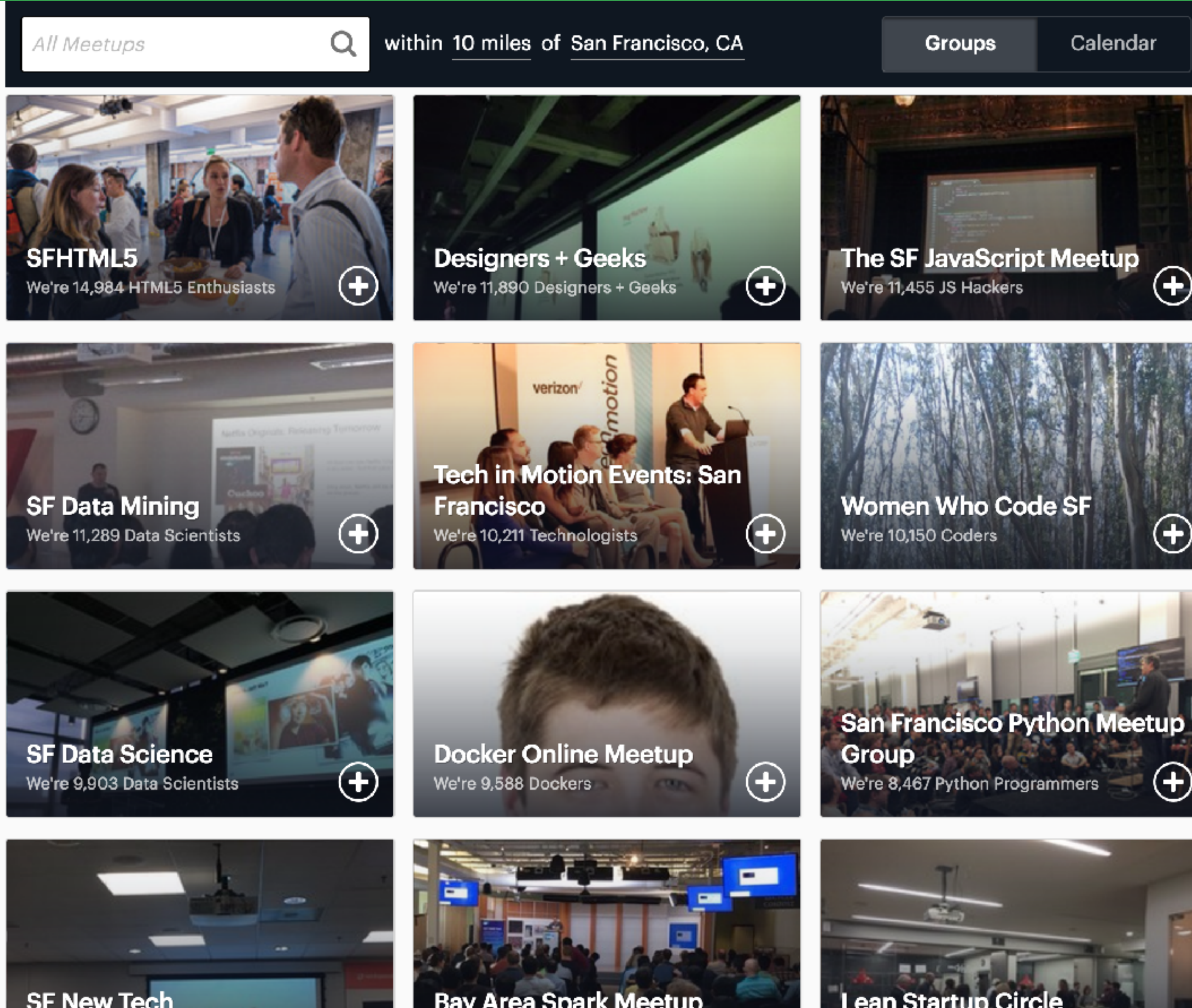
Where do developers hang out?



Hackathons



Developer Meetups



- ★ [Meetup.com](https://www.meetup.com)
- ★ Use it to find relevant meetups in your area
- ★ You can also create your own meetup(s)
- ★ Meetups are content too 📖

Hacker News

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How to set json response as java object

java

json

spring

asked 33 secs ago

Ananda Bayu Putra Yudhistira

6

0 votes

0 answers

2 views

Angular 2 handle http 404 error

angular2

angular2-services

angular2-http

asked 39 secs ago

sreginogemoh

1,072

0 votes

2 answers

32 views

If statement outputting both arguments instead of either?

ios

json

swift

if-statement

uiswitch

modified 40 secs ago

Ajil O.

109

1 vote

1 answer

5 views

How to set the returnKeyType of TextInput in qt5.6 qml

qt

qml

textInput

answered 52 secs ago

jpnurmi

1,986

0 votes

3 answers

33 views

Render html tag from string

javascript

jquery

angularjs

answered 1 min ago

pD7

147

0 votes

0 answers

3 views

Pagination on scroll in UICollectionView in ios

Work in San Francisco

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Jobs near you

Senior UI Engineer (Ariba Cloud Platform)

SAP Ariba Palo Alto, CA

\$1 - \$155,000

javascript angularjs

Senior Javascript Developer

Booster Fuels San Mateo, CA



Keen IO

Analytics for Developers (see also github.com/keen)

San Francisco, CA <https://keen.io/> opensource@keen.io

Repositories

People **13**

Pinned repositories

keen-gem

Official Ruby client for the Keen IO API. Build analytics features directly into your Ruby apps.

Ruby 169 61

KeenClient-Python

Official Python client for the Keen IO API. Build analytics features directly into your Python apps.

Python 117 48

KeenClient-PHP

Official PHP client for the Keen IO API. Build analytics features directly into your PHP apps.

PHP 116 38

KeenClient-iOS

Official iOS client for the Keen IO API. Build analytics features directly into your iOS apps.

C 69 33

KeenClient-Java

Official Java client for the Keen IO API. Build analytics features directly into your Java apps.

Java 63 42


keen-sdk-net

A .NET SDK for Keen IO

C# 30 21


Niche Websites, Communities and Publications

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 PROGRAMMING **hot** new rising controversial top gilded wiki promoted

Want to join? Log in or sign up in seconds. | English


↑ 14 ↓

 Hey Reddit! Love thermal technology? Want to go to CES? Check out the FLIR Bring the Heat Maker Challenge! Show us what you can do with thermal for the chance to WIN a FLIR Lepton dev kit and a trip to CES to show off your idea and much more! Enter to win here. (flir.com)

promoted by rwestmedia
buffer

promoted post what's this?

1 73 ↑ ↓

 Cracking Videogame Passwords: Mike Tyson's Punch-Out!! (youtube.com)

submitted 3 hours ago by j909m
1 comment share buffer

2 2673 ↑ ↓

Researchers just demonstrated how to hack the official vote count with a \$30 card. (twitter.com)

submitted 1 day ago by leftmiddlefinger
499 comments share buffer

3 234 ↑ ↓

Five Neglected Computer Science Classics (medium.com)

submitted 14 hours ago by piedpiperpivot
18 comments share buffer

4 13 ↑ ↓

The price of correctness [cost of NUMERIC implementation in fixed point] (databasearchitects.blogspot.com.ar)

submitted 2 hours ago by alecco
comment share buffer

5 26 ↑ ↓

C for Python programmers [2011] (toves.org)

submitted 7 hours ago by AlexeyBrin
1 comment share buffer

6 85 ↑ ↓

Unums 2.0--yet another floating point format by Gustafson. This time radically different. (ubiquity.acm.org)


submitted 14 hours ago by wtichy
18 comments share buffer

7 22 ↑ ↓

Google Arc++ – Rendering, Compositing and Window Management [pdf] (x.org)

submitted 9 hours ago by johnmountain
4 comments share buffer

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 You can get personal support whether you have \$500 or \$5 million.

Submit a new link

programming

704,459 readers

578 users here now

/r/programming is a reddit for discussion and news about computer programming

With Each Other



Share the **details** of **what** you're
working on and **why** you're
working on it!



Show HN: Codecademy.com, the easiest way to learn to code

Y Hacker News new | comments | show | ask | jobs | submit login

▲ Show HN: Codecademy.com, the easiest way to learn to code (codecademy.com)

787 points by zds 1908 days ago | hide | past | web | 232 comments | favorite | add to buffer

▲ zds 1908 days ago [-]

I've been a longtime member @ HN, but I haven't been a developer. In fact, my only HN submission has been one asking how to learn to code (<http://news.ycombinator.com/item?id=820741>). We decided to solve the problem by making a simple, interactive way to get started with Codecademy. We'd love your feedback. If you're interested in helping us to get more courses up (on any topic!), please send us an email at HN (at) codecademy.com.

▲ fredBuddemeyer 1908 days ago [-]

this must be why you have such a unique empathy for the user. you've truly put yourself in the user's shoes instead of lecturing. its obvious something is great when you instantly think why the hell hasn't everything been like this all along.

▲ zds 1908 days ago [-]

thanks! i learned JS while writing the tutorial so it definitely was quite an experience. really appreciate the compliment!

▲ beefman 1908 days ago [-]

Awesome, thanks! I've always thought the use of books to teach programming was a bit ironic, especially for interpreted languages.

Back in the early '90s I had a book called Master C, which came with a floppy that ran a similar type of tutorial.

<http://www.amazon.com/Waite-Groups-Master-Book-Disks/dp/1878...>

Seems like a long gap between then and now.

Also, please let me request a course on Clojure. That would rule!

▲ MrKurtHaeusler 1907 days ago [-]

<http://www.try-clojure.org/>

▲ dstein 1906 days ago [-]

(+ 3 3) is really how arithmetic is performed in Clojure? Okay, I'm done with learning Clojure.

▲ Natsu 1905 days ago [-]

It may look like a weird way to type things, but it has hidden advantages when you try to do more complex things, like treating data as a program... or programs as data.

It's a small price to pay, really, for the power to make some really complex things a lot easier, even if it's a bit weird at first.

After a while, it won't even seem weird any more.

▲ beefman 1907 days ago [-]

Thanks - I don't think they had the tutorial when last I saw it.

▲ zds 1908 days ago [-]

one course on clojure, coming right up!

▲ beefman 1906 days ago [-]

I, for one, would prefer clojurescript.

- ★ Codecademy.com launch was on Hacker News with a post from the founder telling his story
- ★ “I've been a longtime member @ HN, but I haven't been a developer. In fact, my only HN submission has been one asking how to learn to code (<http://news.ycombinator.com/item?id=820741>). We decided to solve the problem by making a simple, interactive way to get started with Codecademy. We'd love your feedback. If you're interested in helping us to get more courses up (on any topic!), please send us an email at HN (at) codecademy.com.”

**There is nothing more
powerful than your
own story 😊**

Interest over time

Google Trends

● content marketing



People ignore ads but
they **love** great content.

They'll even search for it!

A search engine for finding *content*
that'll help you *make better content*:

hitenism.com/search

Only includes search results from quicksprout.com, blog.crazyegg.com, blog.kissmetrics.com, neilpatel.com, and hitenism.com



SIMPLE RULE OF MARKETING

**Figure out what's working.
Do more of it.**

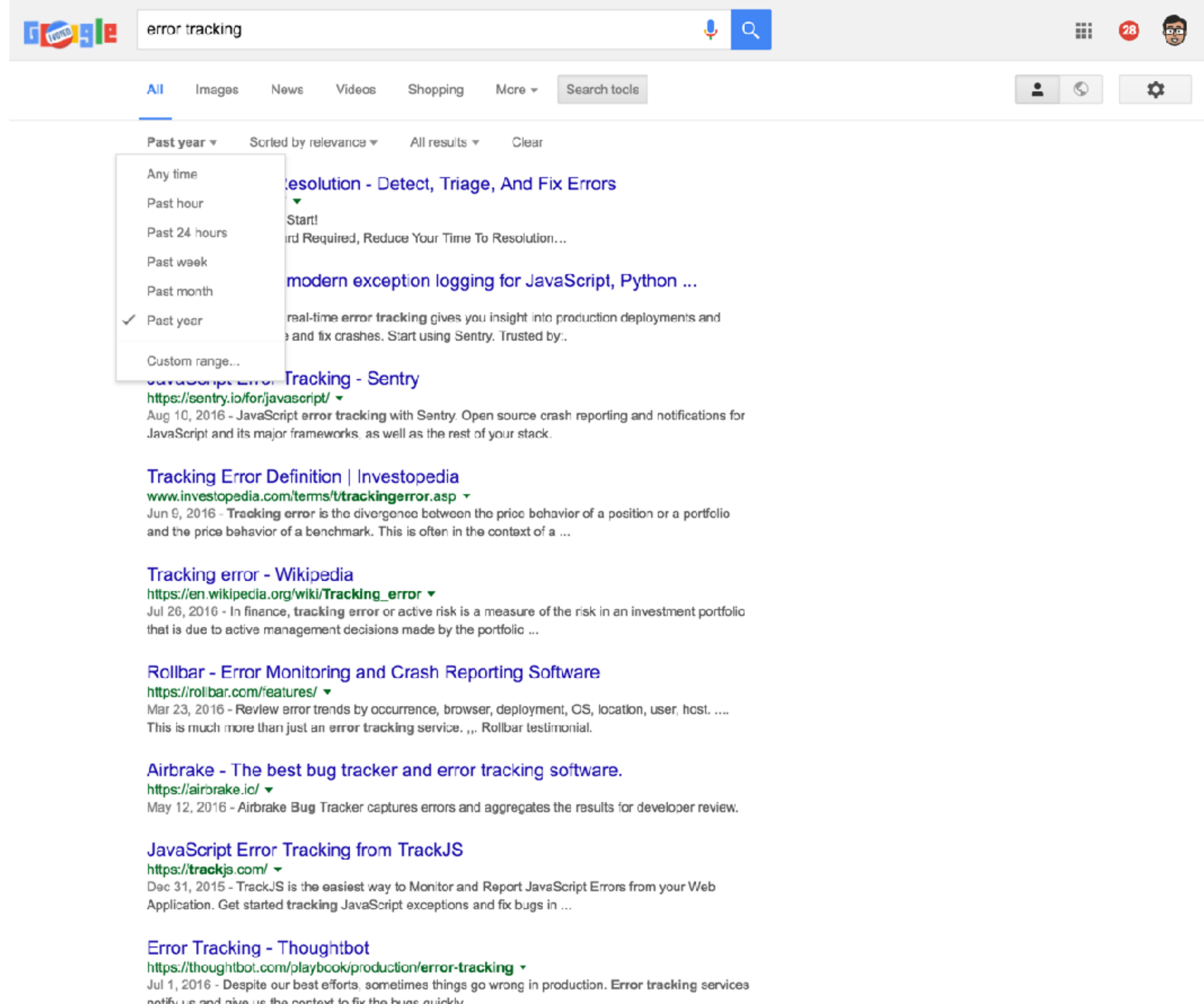
Figure out what's working.
for others

Imitate it.
but don't rip it

Everything to do with content is
publicly available and out there,
so it can be measured.

If you can measure it, you can
reverse engineer it.

Google Search Tools



The screenshot shows a Google search for "error tracking". The search bar is at the top with the text "error tracking". Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Shopping", and "More". A "Search tools" button is on the right. A dropdown menu is open under "Past year", showing options: "Any time", "Past hour", "Past 24 hours", "Past week", "Past month", "Past year" (which is selected with a checkmark), and "Custom range...". The search results are sorted by relevance. The first result is "Resolution - Detect, Triage, And Fix Errors" with a link to "https://sentry.io/for/javascript/". The second result is "modern exception logging for JavaScript, Python ..." with a link to "https://sentry.io/for/javascript/". The third result is "Tracking Error Definition | Investopedia" with a link to "www.investopedia.com/terms/t/trackingerror.asp". The fourth result is "Tracking error - Wikipedia" with a link to "https://en.wikipedia.org/wiki/Tracking_error". The fifth result is "Rollbar - Error Monitoring and Crash Reporting Software" with a link to "https://rollbar.com/features/". The sixth result is "Airbrake - The best bug tracker and error tracking software." with a link to "https://airbrake.io/". The seventh result is "JavaScript Error Tracking from TrackJS" with a link to "https://trackjs.com/". The eighth result is "Error Tracking - Thoughtbot" with a link to "https://thoughtbot.com/playbook/production/error-tracking".

★ [google.com](https://www.google.com)

★ Find content by using Google Search Tools to limit your searches by time

Buzzsumo Keyword Searches

Buzzsumo Pro | Content Research | Influencers | Monitoring | API | ? | User

Saved Content | **Most Shared** | Trending Now | Backlinks | Content Analysis | Facebook Analyzer

Filter by Date: ☐ 24 Hours ☐ Past Week ☐ Past Month ☐ Past 6 Months ☒ Past Year [Show Specific Range](#)

☐ In-Depth Articles Only

Language: [show](#)

Country (TLD): [show](#)

Filter Domains: [show](#)

Content Type: ☒ Article ☒ Infographics ☒ Guest Posts ☒ Giveaways ☒ Interviews ☒ Videos [Check All / Uncheck All](#)

[Filter](#) [Reset Filters](#)

Saved Searches

Neil

Search: "error tracking" [Search!](#) [Export](#) [+ Create Alert](#)

Enter a topic or domain: big data, cnn.com. [Advanced Search Options](#) [Save Search](#)

Sort by: Total Shares Page 1 of 2

	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	LINKING DOMAINS	TOTAL SHARES			
Mom of boy who died from wrong medication calls for mandatory error-tracking Save ctvnews.ca - More from this domain By Ctv News - Oct 22, 2016 Article	View Backlinks	View Sharers	Share	328	3	42	0	0	14	373
The Complete Guide to Error Tracking Tools: Rollbar vs Raygun vs Sentry vs Airbrake vs Bugsnag vs OverOps Save takipi.com - More from this domain By Henn Idan - Sep 20, 2016 Article	View Backlinks	View Sharers	Share	5	41	19	0	4	7	69
The Complete Guide to Error Tracking Tools: Rollbar vs Raygun vs Sentry vs Airbrake vs Bugsnag vs OverOps Save javacodegeeks.com - More from this domain By Overops - Sep 27, 2016 Article	View Backlinks	View Sharers	Share	12	5	9	0	4	1	30
AppSignal: Error tracking and performance insights for Ruby Save appsignal.com - More from this domain Aug 13, 2016 Article	View Backlinks	View Sharers	Share	3	0	7	2	0	3	12
a Simple Trick to Get Free										

★ buzzsumo.com

★ Find popular content to find out what's worked and what hasn't for other companies

Buzzsumo to Find Popular Content

Buzzsumo Pro | Content Research | Influencers | Monitoring | API | ? | User

Saved Content | **Most Shared** | Trending Now | Backlinks | Content Analysis | Facebook Analyzer

Filter by Date

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☒ Past Year

Show Specific Range

☐ In-Depth Articles Only

Language | show

Country (TLD) | show

Filter Domains | show

Content Type:

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos

Check All / Uncheck All

Filter

Reset Filters

Saved Searches

Neil

digitalocean.com

Search | Export | Create Alert

Enter a topic or domain: big data, cnn.com. | Advanced Search Options | Save Search

Sort by: Total Shares | Page 1 of 22

	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	LINKING DOMAINS	TOTAL SHARES
What's New in Ubuntu 16.04 DigitalOcean Save digitalocean.com By DigitalOcean - Apr 21, 2016 Article	1.1K	191	152	1	13	19	1.5K
Introducing Our Bangalore Region: BLR1 DigitalOcean Save digitalocean.com By DigitalOcean - Jun 1, 2016 Article	703	95	408	0	26	31	1.2K
What Is High Availability? DigitalOcean Save digitalocean.com By DigitalOcean - Feb 25, 2016 Article	1.1K	13	72	0	9	7	1.2K
Block Storage: More Space to Scale Save digitalocean.com By DigitalOcean - Jul 13, 2016 Article	704	36	399	0	32	46	1.2K
How To Set Up XHProf and XHGui for Profiling PHP Applications on Ubuntu 14.04 DigitalOcean Save digitalocean.com By DigitalOcean - Feb 23, 2016 Article	1.1K	8	36	0	11	8	1.2K

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★ Find popular content on digitalocean.com

Buzzsumo to Find Popular Content

Buzzsumo Pro | Content Research | Influencers | Monitoring | API | ? | User

Saved Content | **Most Shared** | Trending Now | Backlinks | Content Analysis | Facebook Analyzer

Filter by Date: ☐ 24 Hours ☐ Past Week ☐ Past Month ☐ Past 6 Months ☒ Past Year [Show Specific Range](#)

☐ In-Depth Articles Only

Language: [show](#) Country (TLD): [show](#) Filter Domains: [show](#)

Content Type: ☒ Article ☒ Infographics ☒ Guest Posts ☒ Giveaways ☒ Interviews ☒ Videos [Check All / Uncheck All](#)

[Filter](#) [Reset Filters](#)

Saved Searches: Neil

Search: pagerduty.com [Search!](#) [Export](#) [+ Create Alert](#)

Enter a topic or domain: big data, cnn.com. [Advanced Search Options](#) [Save Search](#)

Sort by: Total Shares Page 1 of 9

	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	LINKING DOMAINS	TOTAL SHARES	
PagerDuty Appoints SaaS Industry Veteran Jennifer Tejada as CEO Save pagerduty.com Jul 21, 2016 Article	View Backlinks	67	537	57	0	0	5	661
View Sharers								
Share								
3 Steps for Handling Failure with a DevOps Mindset - PagerDuty Save pagerduty.com By Pagerduty - Dec 10, 2015 Article	View Backlinks	7	614	18	0	4	9	643
View Sharers								
Share								
The Cloud Is Under Control - PagerDuty Save pagerduty.com By Manish Kalra - Apr 19, 2016 Article	View Backlinks	6	556	12	0	0	1	574
View Sharers								
Share								
Are You Ready for Continuous Deployment? - PagerDuty Save pagerduty.com By Chris Riley - Feb 16, 2015 Article	View Backlinks	0	517	13	0	1	7	531
View Sharers								
Share								
PagerDuty Announces PagerDuty App for Splunk to Deliver Faster Response Times - PagerDuty Save pagerduty.com Mar 15, 2016 Article	View Backlinks	27	478	8	0	1	0	514
View Sharers								
Share								

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 ask hn

 by Algolia



Search

Stories ▾

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Popularity ▾

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All time ▾

261,506 results (0.017 seconds) 

Ask HN: How much do you make at Amazon? Here is how much I make at Amazon

1213 points | boren_ave11 | 8 months ago | 691 comments

To people who work at Amazon, how much do you make? I work at Amazon, and my pay is below.

Discussing pay is awkward, so most people don't. But this creates an imbalance of power in salary talks. A person I trust who was recently promoted was offered in the range of \$55K for their new role. However, I know of one or two people who were hired into the same role from outside the company who apparently started at \$70K+.

I suspect that internal candidates have less leverage in pay negotiations than do external hires. I think most people probably won't decline a promotion, even if the raise is weak, because the alternative is no promotion and no raise. Transparency corrects this imbalance.

Me:

Position: Developer (not classified as SDE, do not manage ppl) Tenure: 2 years Job Level: 5 Base Pay: \$73,000 Signing Bonus: \$25k Year 1, \$21k Year 2 2016 Stock Vest: 104 shares LY Review Score: Exceeds LY Pay Increase: 4%, plus 35 shares of AMZN Most Recent Promotion Increase/Stock Grant: N/A - no promotions Gender: M Native English Speaker: Yes

If you're wondering about Native English Speaker, I included it because I think it might be interesting.

I'm not aware of any Amazon policy which prohibits sharing one's own compensation, but I still made a throwaway. A shift of power is never welcomed by those whose authority is diminished.[2]

To non-Amazonians, perhaps you could start an "**Ask HN:** How much do you make at XYZ" for your own employer so you and your coworkers can share the same thing. Comparing compensation for different companies could also be interesting.

[0] https://en.wikipedia.org/wiki/High-Tech_Employee_Antitrust_Litigation

[1] That isn't to suggest that I suspect Amazon of taking part in any illegal activity. I don't believe Bezos would even entertain the idea. I like Amazon, and overall I'm happy here. What I want is a more fair salary negotiation process.

[2] <http://www.brainyquote.com/quotes/quotes/f/frederickd134371.html>

Ask HN: Who is firing?

1085 points | wellworld | 6 days ago | 428 comments

The startup I work at will soon be undergoing an exodus of staff due to a failure in leadership and management by the founders. Really painful, sad, situation for all involved.

So, I figure if we're allowed to talk about who is hiring, why not the other way around? At the very least, we can get a pulse on those companies which smells like roses on the outside, and reek of something more earthy on the inside.

Ask HN: What is your favorite YouTube channel for developers?

1081 points | justanton | 25 days ago | 171 comments

What are the good channels for developers on YouTube to learn about e.g., programming techniques or best-practices?

Ask HN: What is your favorite internet rabbit hole?

- ★ hn.algolia.com
- ★ Find popular content on Hacker News to get ideas for content and resources you can create

What is your favorite YouTube channel for developers?

Y

Hacker News

new | comments | show | ask | jobs | submit

login

▲ Ask HN: What is your favorite YouTube channel for developers?

1081 points by justanton 25 days ago | hide | past | web | 171 comments | favorite | add to buffer

What are the good channels for developers on YouTube to learn about e.g., programming techniques or best-practices?

▲ Cyph0n 25 days ago [-]

I'm going to use this opportunity to list some relatively unknown yet excellent software dev related channels that I've come across over the years.

- * Derek Banas (<https://www.youtube.com/user/derekbanas>): staggering amount of content on a huge variety of programming topics; tutorial-style; this guy is so productive it scares me sometimes :(
- * Mark Lewis (<https://www.youtube.com/user/DrMarkCLewis>): CS professor; lots of videos on general CS, functional programming; focus on Scala
- * VoidRealms (<https://www.youtube.com/channel/UCYP0nk48grsMwO3iL8YaAKA>): excellent C++-focused content, great Qt series
- * mathematicalmonk (<https://www.youtube.com/user/mathematicalmonk>): great ML and probability videos
- * mycodeschool (<https://www.youtube.com/user/mycodeschool>): general CS, algorithms, data structures
- * HandmadeHero (<https://www.youtube.com/user/handmadeheroarchive>): excellent series by Casey Muratori that explains a huge number of topics related to game dev, gfx programming; has a really long series of videos documenting how he's building an indie game from the ground up i.e. custom engine

I will update once I think of others :)

▲ malnourish 25 days ago [-]

Derek has helped me more than once. He was instrumental in wrapping my head around design patterns (and combined with the gang-of-four's and head first I feel like I really *learned*).

▲ jbronn 25 days ago [-]

I had no idea that Mark Lewis was on YouTube! He was one of my favorite professors at Trinity and I'm grateful to know he's still at it and reaching others outside of San Antonio.

▲ beeeeeebooo2 24 days ago [-]

Yes! Came here to say Derek Banas. Dude is amazing. Genius level, incredible teacher, the guy was made for this. Came out of lurking just to post this.

▲ petercooper 25 days ago [-]

<https://www.youtube.com/bisqwit> is by far my favorite and I've spent many hours watching him.

He does things like create a Doom-style engine from scratch: <https://www.youtube.com/watch?v=HQYsFshbkYw> .. create a NES emulator: <https://www.youtube.com/watch?v=y71lli8MS8s> .. work back from a C++17 example to show why new C++ standards

- ★ Found a big list of YouTube channels that developers recommend
- ★ Got even more content ideas!

SIMPLE RULE OF CONTENT

Easy to understand. Difficult to execute.

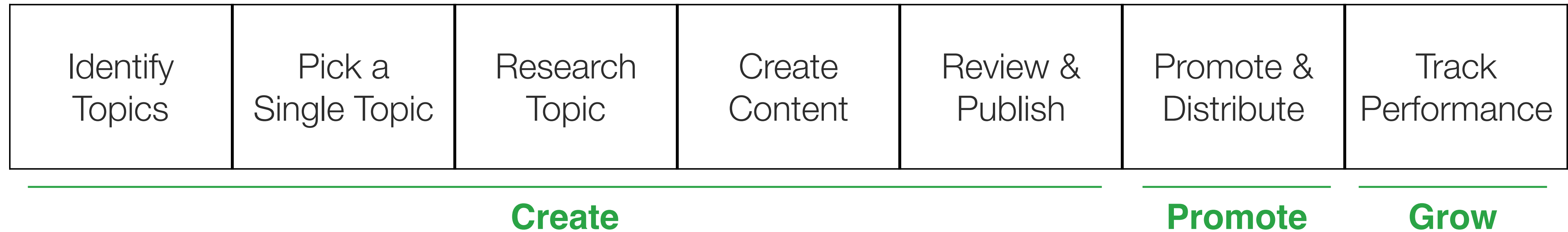
Quality + **Quantity** = **EYEBALLS**

Why Quality and Quantity?!

- ★ Quality helps you build a brand, but quantity helps you learn what works.
- ★ You need to have quantity of content and traffic to start A/B testing.
- ★ Quantity is the only way to build up channels of traffic, like organic search.
- ★ By creating quality content at scale, you push yourself above 95% of content that's out there.

Early on, don't waste time
on posts about your
company culture 🕒

Content Production Pipeline



Step 1. Identify topics: This mostly consists of brainstorming based on hunches.

Step 2. Pick a single topic: One person has an editorial role and they pick a topic to start on.

Step 3. Research topic: Whoever picked the topic is the expert, and they do research to set up the parameters of the content.

Step 4. Create content: This step is often handed off to a specialist—writer, designer, etc.

Step 5. Review and publish: Copyediting, revising and hitting the publish button.

Step 6. Promote and distribute: Post to social channels, and sites like Hacker News and Growth Hackers.

Step 7. Track performance : Keep track of views, time spent reading, traffic sources, and shares.

Content Promotion and Distribution


- ★ The biggest mistake people make is that they don't spend enough **time and effort** promoting their content.
- ★ Email **relevant people** about your content to let them know about it so they read and promote it.
- ★ Create **people-focused content** such as interviews, case studies, day-in-the-life projects to get shares more naturally.

Promote &
Distribute

Promote

Step 6. Promote and distribute: Post to social channels, and sites like Hacker News and Growth Hackers.

Pro Tip

**Repurposing your content
is totally worth it** 

YouTube



®

SlideShare



iTunes

Interest over time

Google Trends

● social media



Social media helps you early on by
building brand and links to your
website

Key Twitter Insights From Our Research

- ★ Very, **very few high traffic sites** derive most of their traffic from Twitter.
- ★ If you receive high Twitter traffic it is because your **users are active** on Twitter.
- ★ Twitter may still be beneficial for **other marketing purposes** such as monitoring public opinions of your site and **engaging with influencers / tech early adopters**.

REACHING PRODUCT/MARKET FIT AND GROWING REVENUE

WHO ARE YOUR CUSTOMERS?

**CTOs, VPs and Directors of IT / Technology /
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They want to make
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or cheaper and need
a dashboard for
visibility



Google™ 10



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Employment type

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Experience


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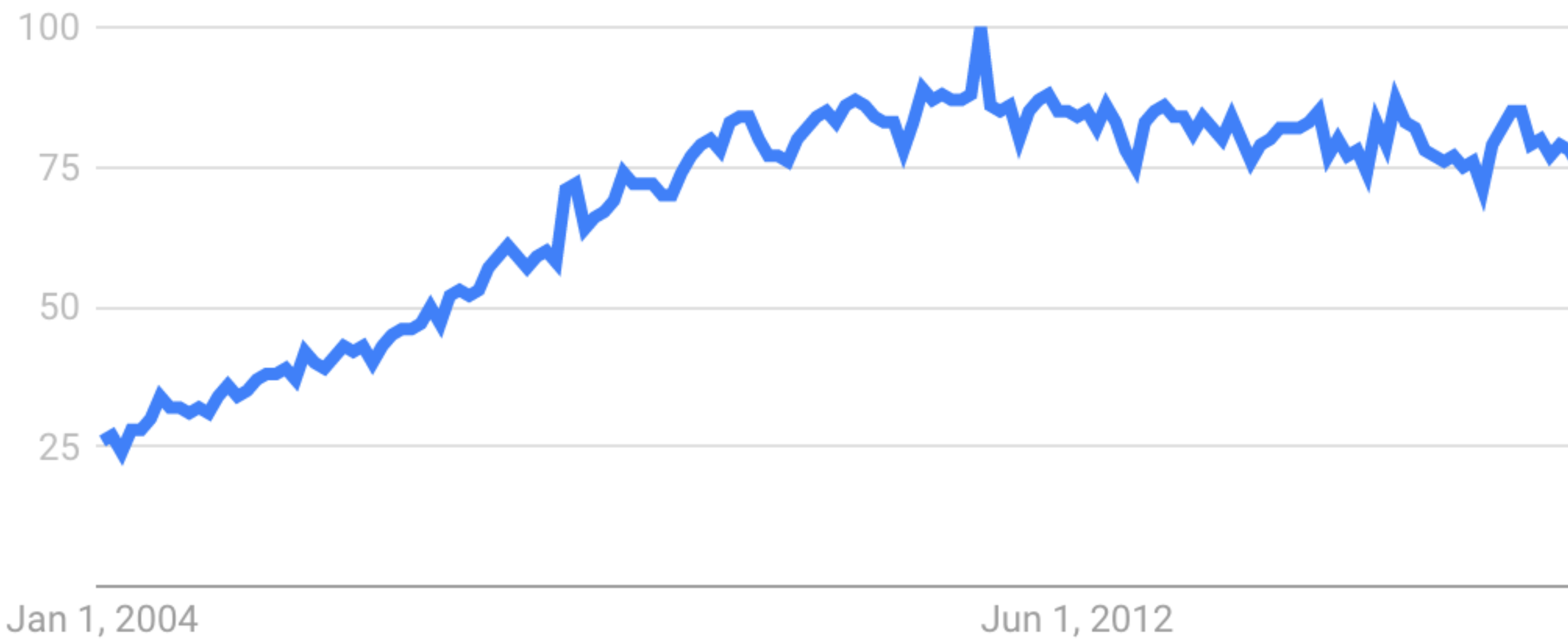
"There were quite a few great sessions where I learned a lot about the industry, ...and even about myself and how my thought processes

**Content marketing helps
you get to enterprise
customers 🚀**

Interest over time

Google Trends

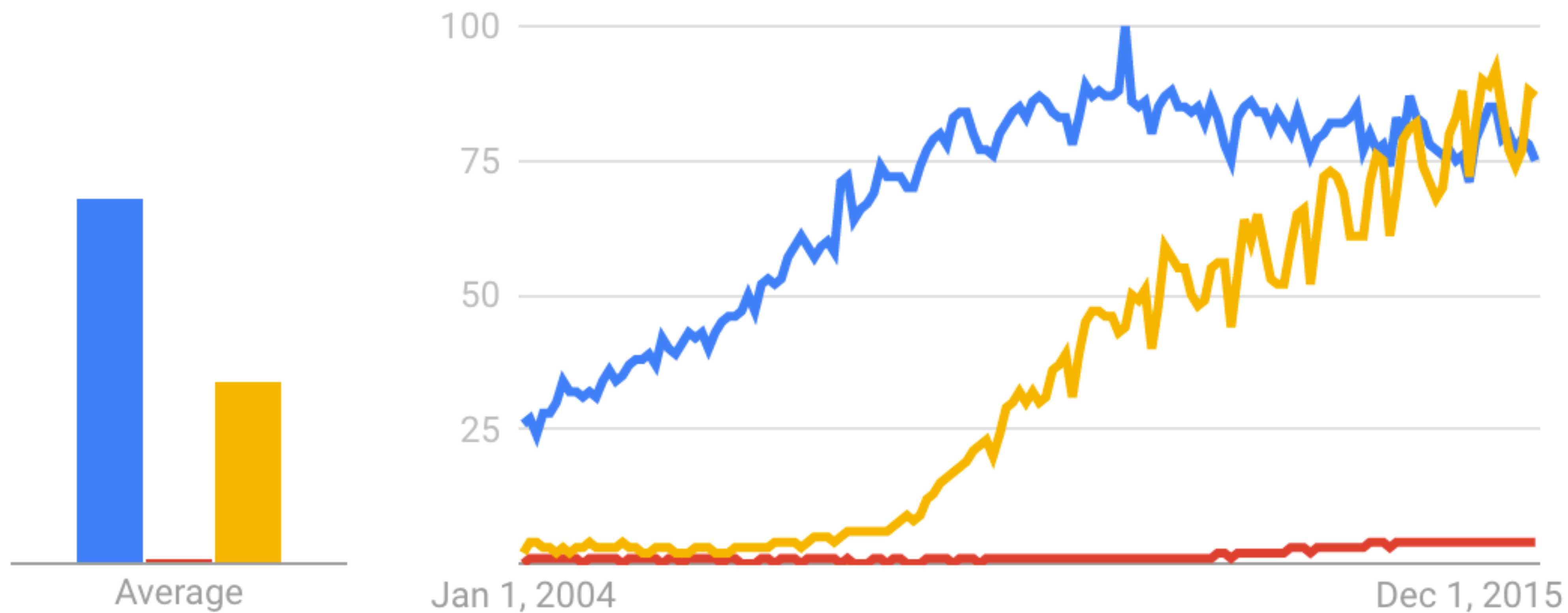
● SEO



Interest over time

Google Trends

● seo ● content marketing ● social media



Organic Search remains the **TOP**
traffic source for websites

Content

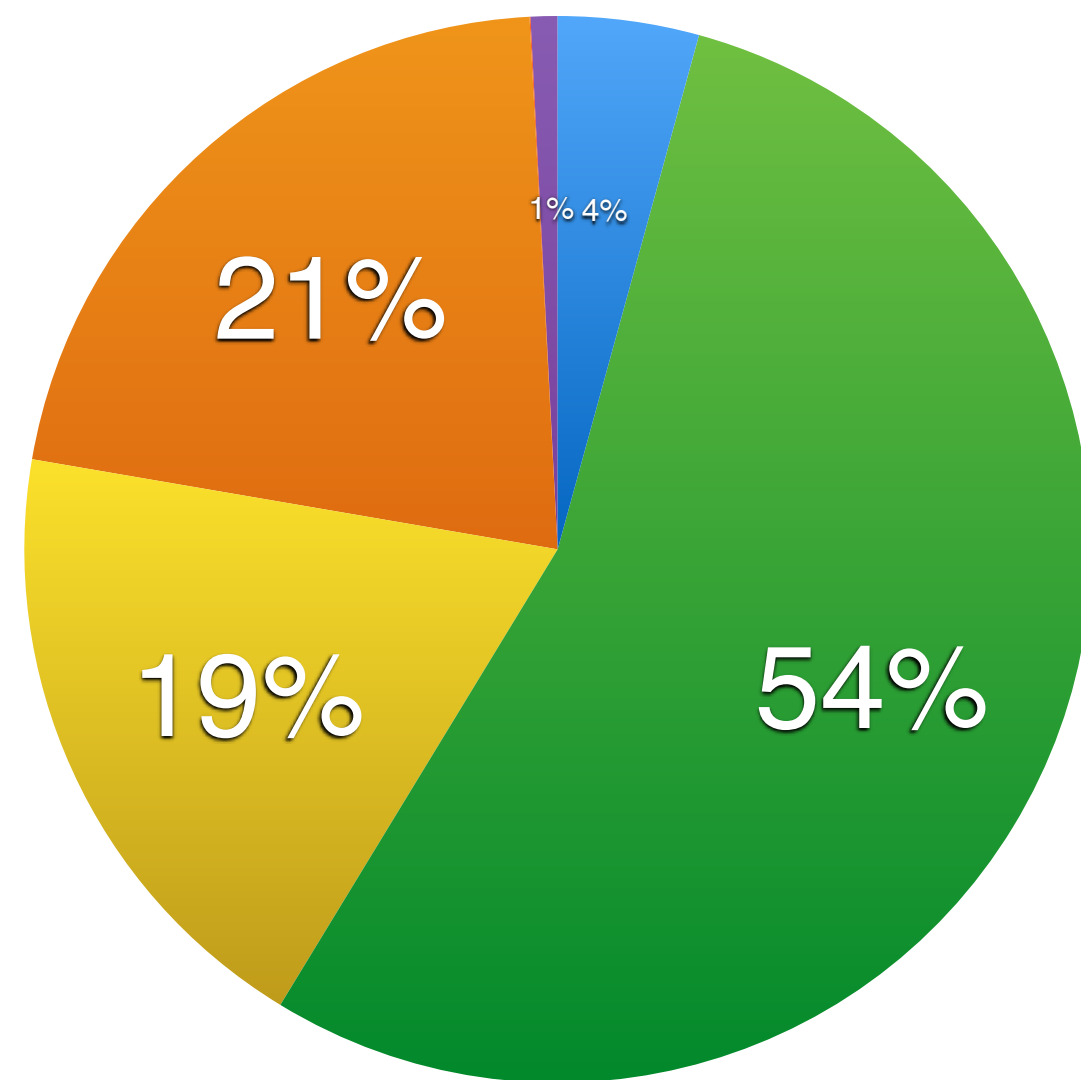
Links

A Few Caveats on Traffic Sources

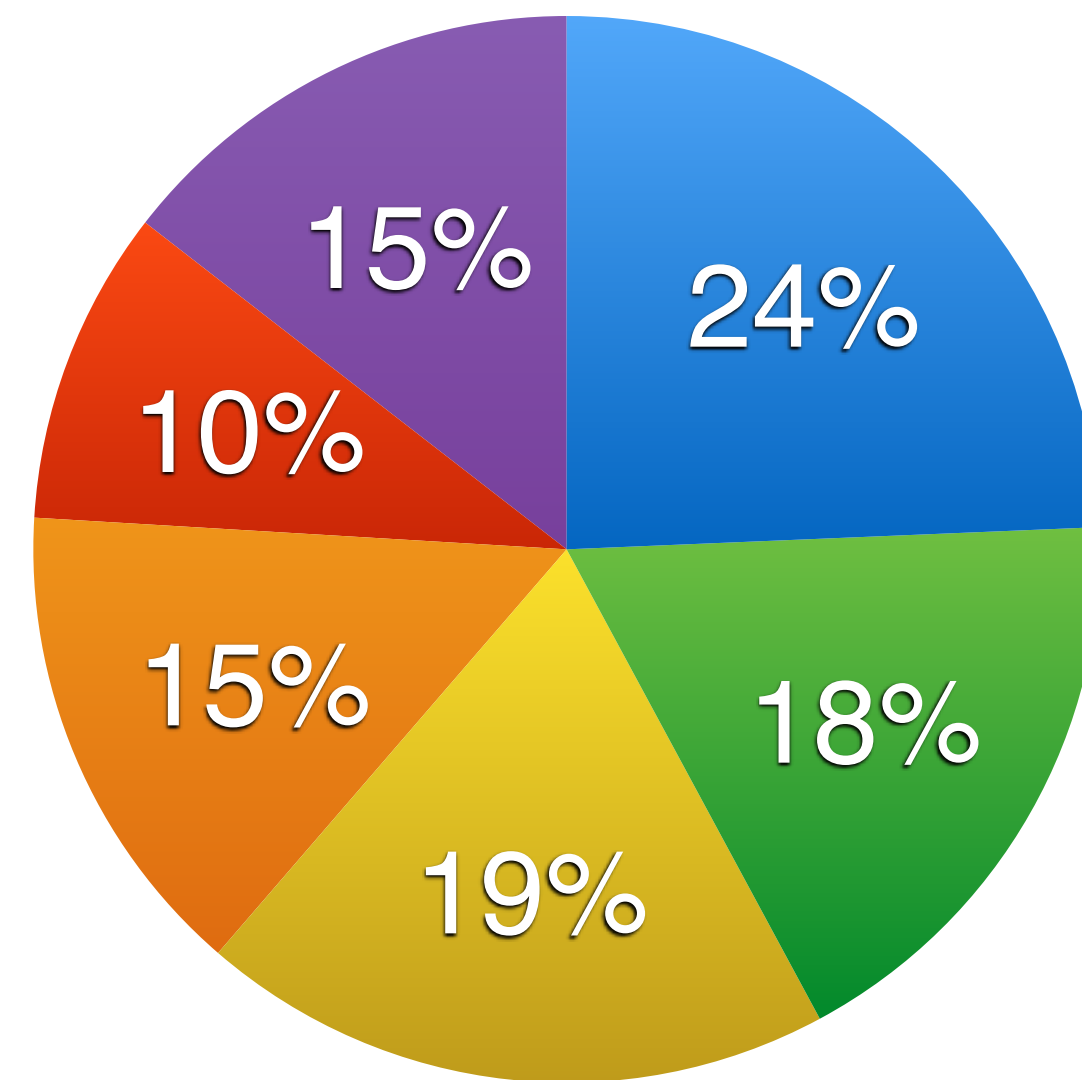
- ★ **Direct traffic is basically unattributable.**
 - ★ It could be from social networks, email links, mobile devices or any number of other sources. Direct traffic lessens with more visits, probably because blogs with more visits start to use more sophisticated tools to measure traffic.
- ★ **Social traffic looks low and is difficult to pin down** because it often gets labeled as direct traffic.
 - ★ A lot of mobile phone apps, for example, don't track the referral website.

Traffic sources for blogs with less than 150k visits in 2015

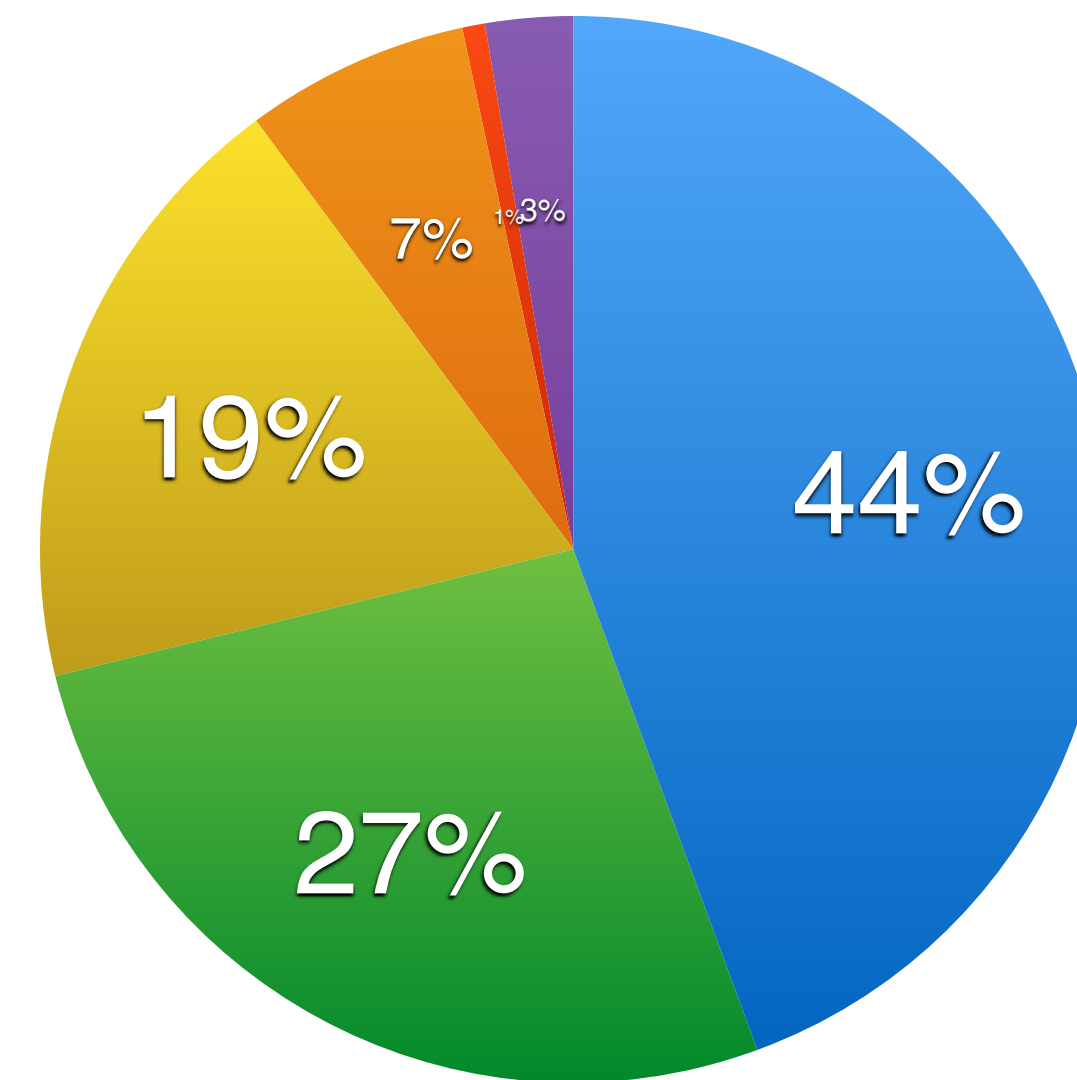
● Organic Search ● Direct ● Social ● Referral ● Other ● Email



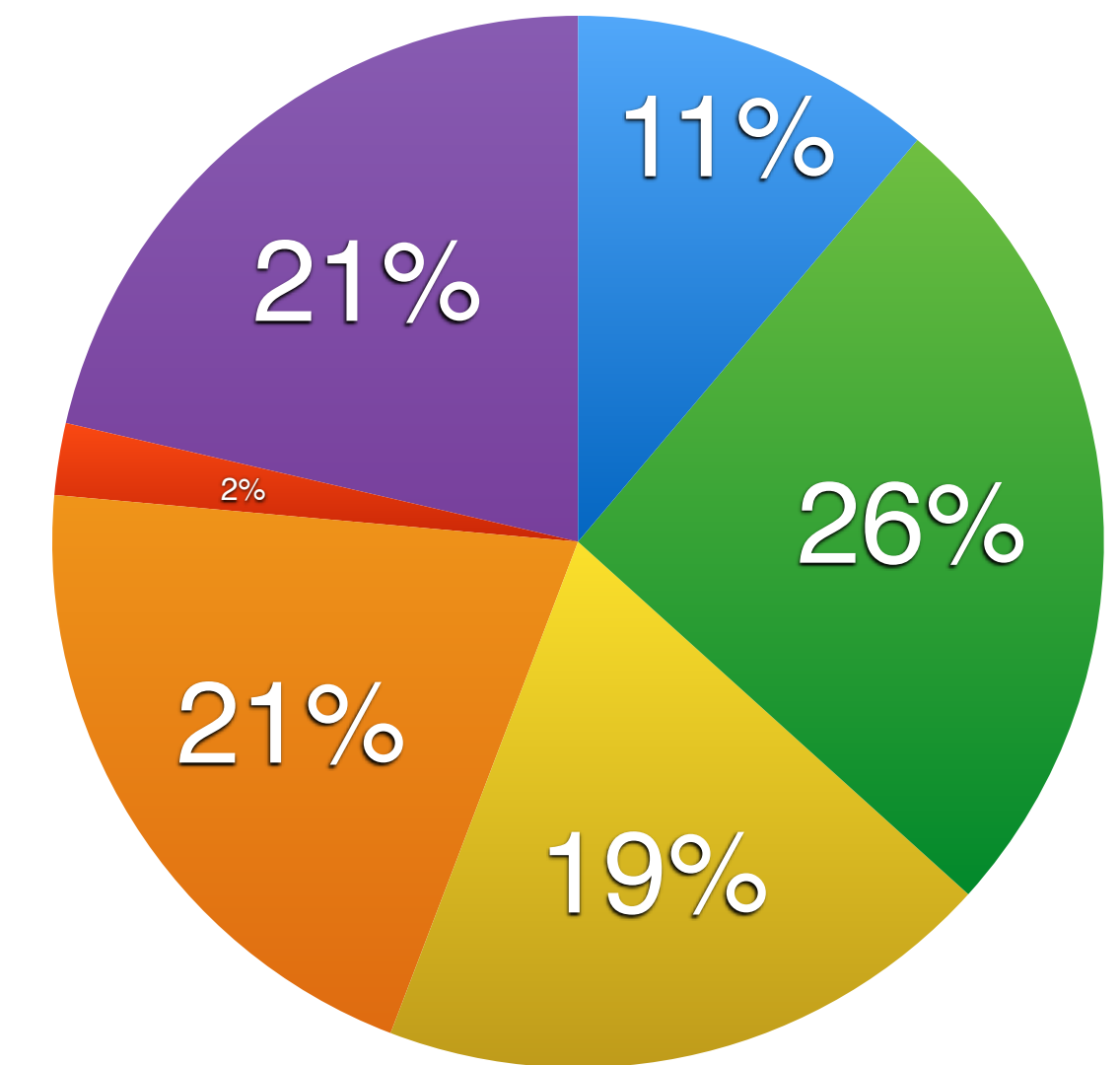
A
BRAND



B
PERSONAL



C
SOFTWARE



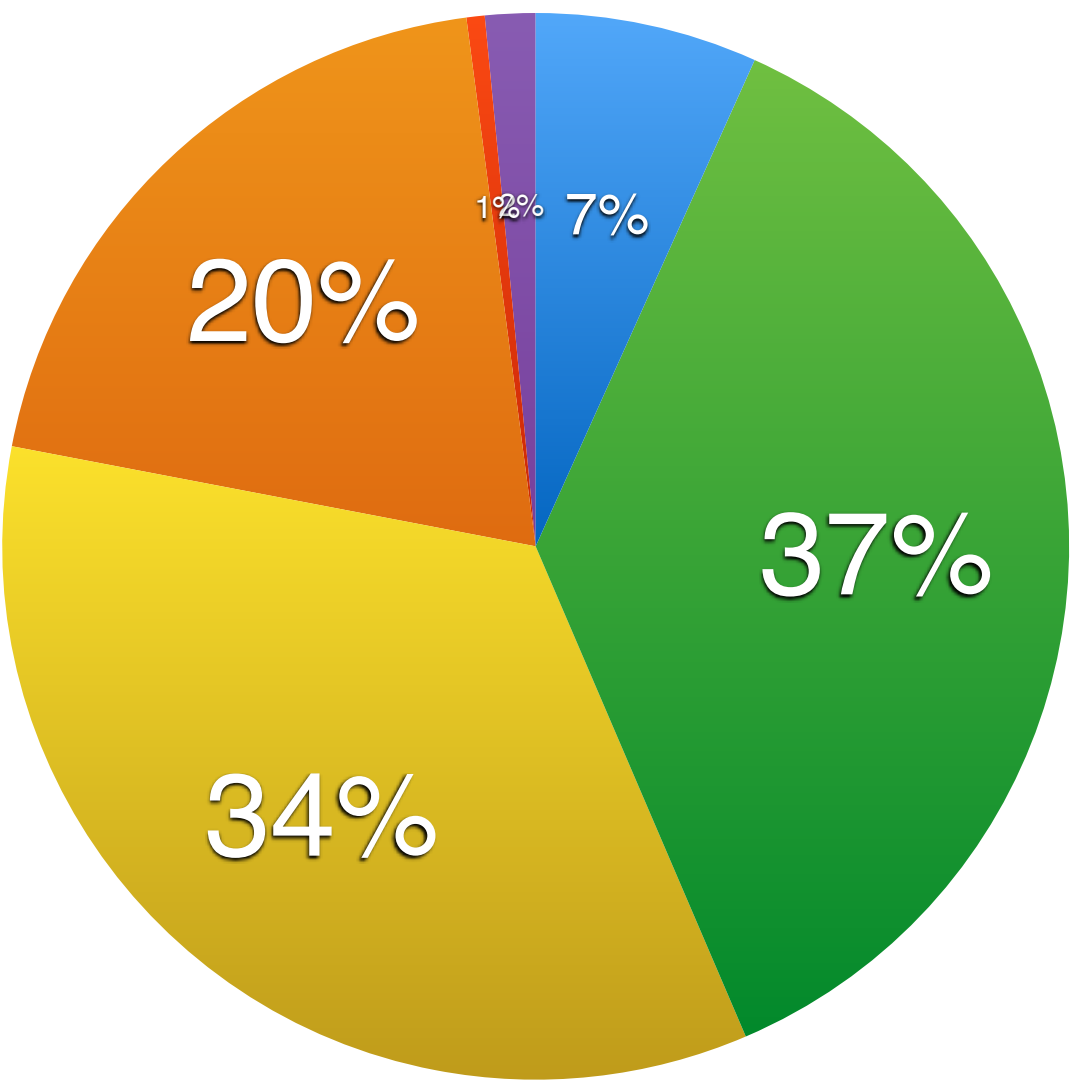
D
PODCAST

Blogs with less than 150k visits...

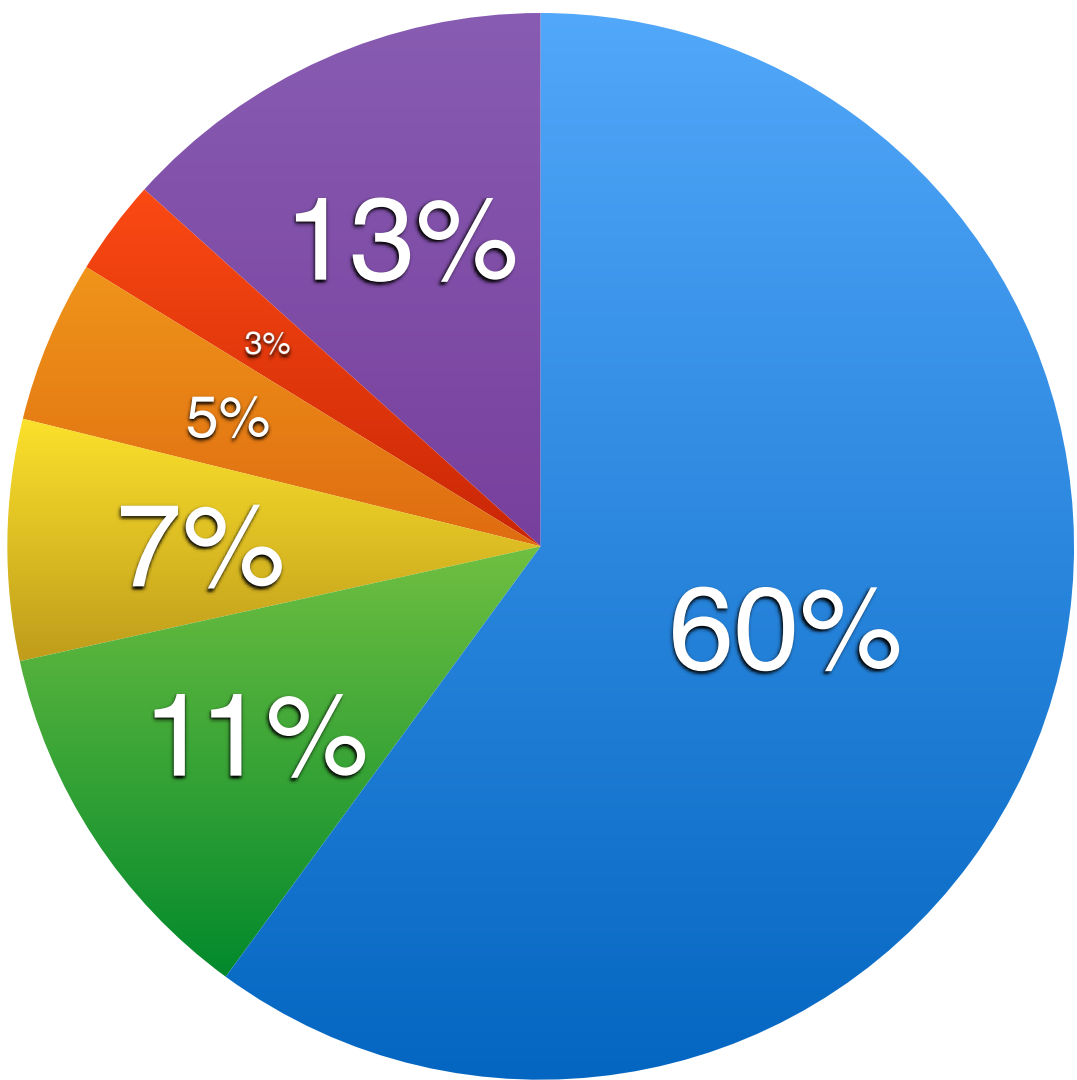
- ★ In the early days of your blog, think about SEO, but **focus on producing high-quality content**. Organic search was only a massive source of traffic for the software blog. There's a tension between search and quality, and when people focus on SEO early on, quality tends to drop.
- ★ A high percentage of direct traffic at this stage is a **signal of quality**. Though direct traffic could mean a number of different things, a high percentage this early signals that you're doing a good job of spreading brand awareness.
- ★ This bucket of traffic has the **highest percentage of social traffic** compared to blogs with higher volume. Before your content is fully indexed by search engines, social is a key channel for distribution.

Traffic sources for blogs with 150k - 600k visits in 2015

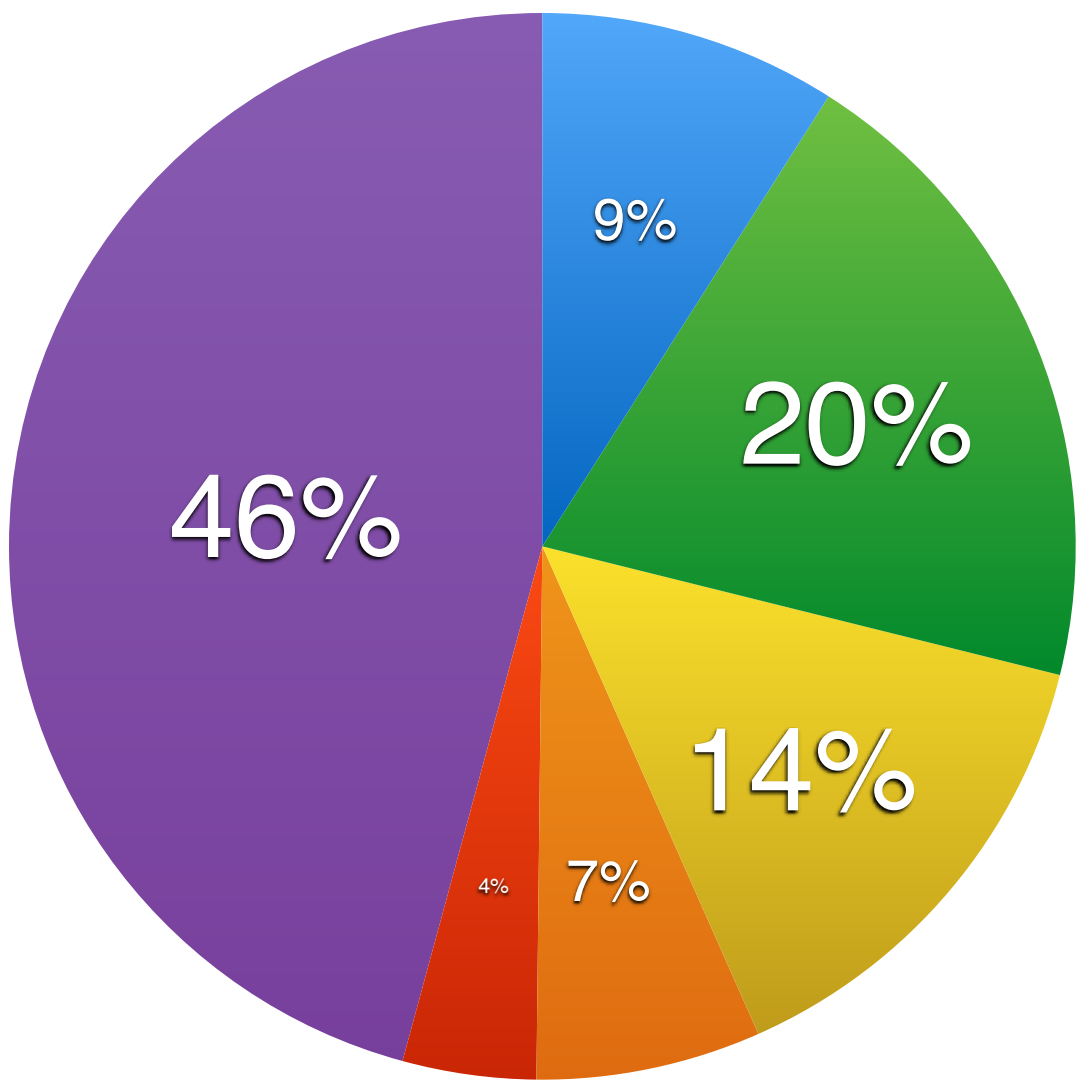
● Organic Search ● Direct ● Social ● Referral ● Other ● Email



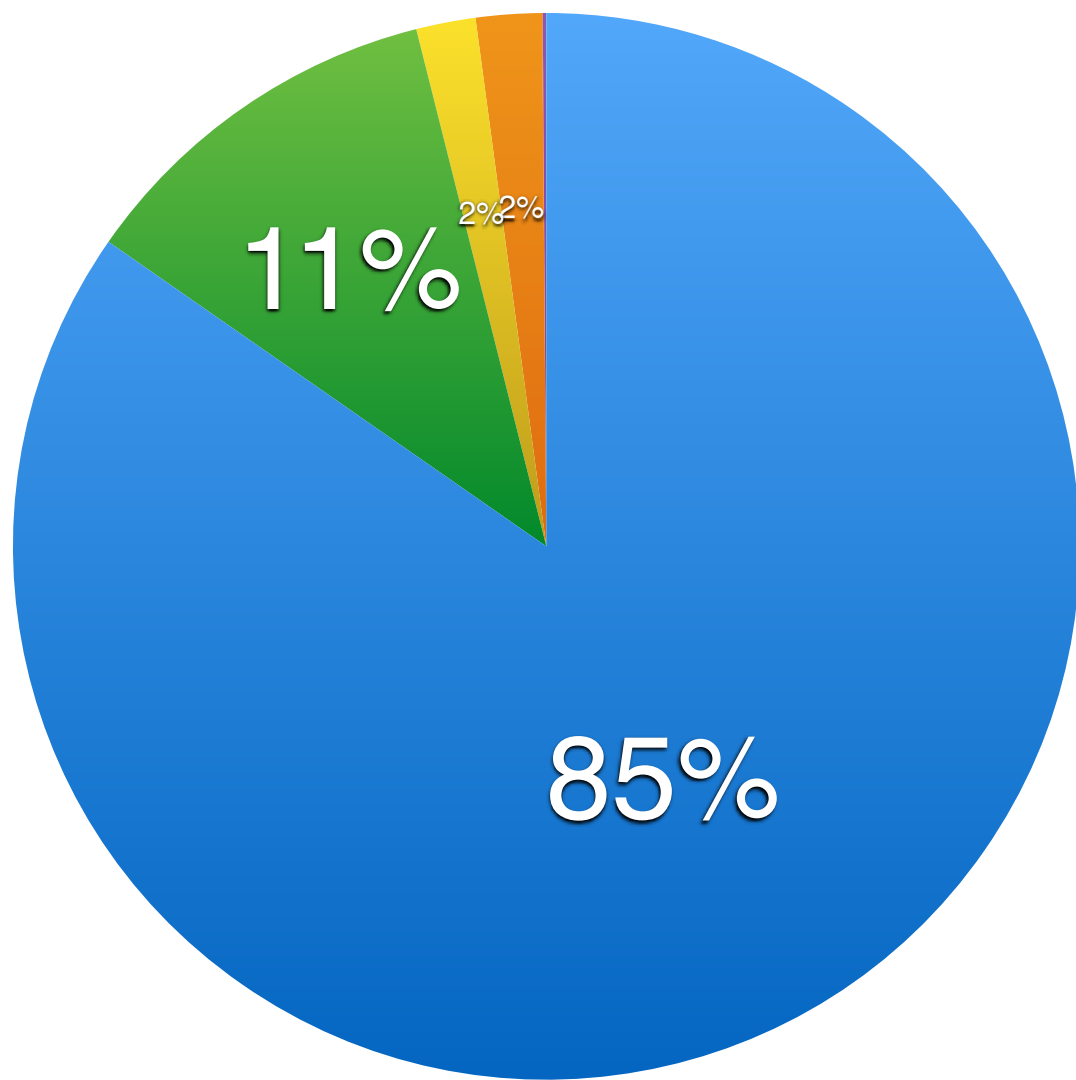
A
PERSONAL



B
SOFTWARE



C
CONSUMER



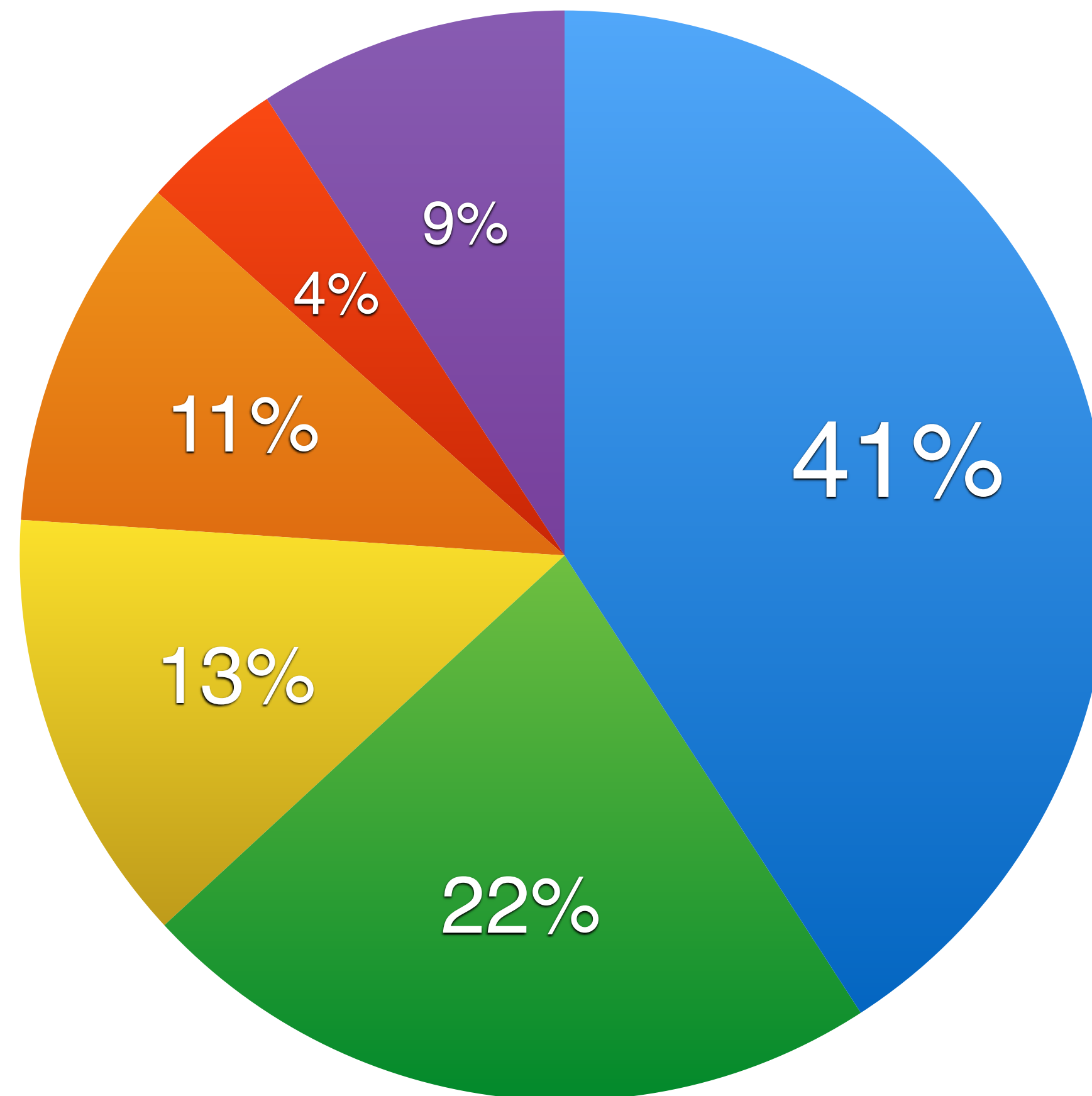
D
SOFTWARE

Blogs with 150k - 600k visits...

- ★ By this stage, **organic search is already the largest traffic source** for both software blogs. Visitors use organic search to either search for branded keywords, like a company name, or for a solution to a problem.
- ★ Consumers (and everyone else) **love and rely on email**. Blog C has a massively high percentage of traffic through email, larger than any of the other blogs.

Blended Breakdown of Traffic Sources

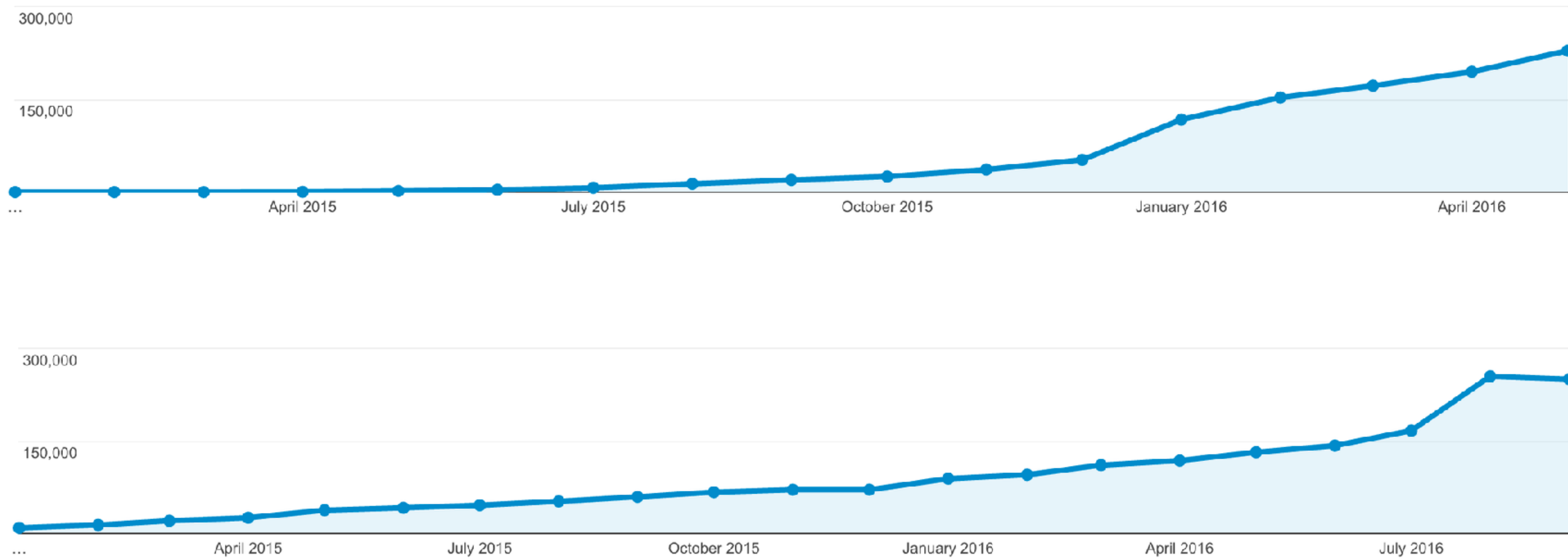
● Organic Search ● Direct ● Social ● Referral ● Other ● Email



Key SEO Insights From Our Research

- ★ SEO consistently leads to high traffic websites
- ★ If you can get SEO traffic above 50% - 60% it is very likely all of your other channels including social and referrals will also have high traffic
- ★ NOT all sites can be SEO driven, news sites and buzzfeed type sites in particular need social traffic
- ★ Unless you are a site mentioned previously, the best path to success is to focus solely on SEO traffic

Search Traffic Examples



TLDR;

Search traffic requires a maniacal
focus on high quality content, user
experience and creativity.

The art of marketing is to create
better content.



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Find pages with high traffic and high bounce rate




Acquisition	<input type="checkbox"/>	Landing Page ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
Behavior			283,516 % of Total: 100.00% (283,516)	59.70% Site Avg: 59.65% (0.07%)	169,251 % of Total: 100.07% (169,131)	58.32% Site Avg: 58.32% (0.00%)
Overview						
Behavior Flow						
Site Content						
All Pages						
Content Drilldown						
Landing Pages	<input type="checkbox"/>	4. /b	8,881 (3.13%)	89.61%	7,958 (4.70%)	81.07%
Exit Pages	<input type="checkbox"/>	5. /g	6,566 (2.32%)	72.25%	4,744 (2.80%)	64.83%
Site Speed	<input type="checkbox"/>	6. /o	6,230 (2.20%)	48.83%	3,042 (1.80%)	38.43%
Site Search	<input type="checkbox"/>	7. /d	6,196 (2.19%)	79.50%	4,926 (2.91%)	79.47%
Events	<input type="checkbox"/>	8. /w	5,637 (1.99%)	56.36%	3,177 (1.88%)	30.14%
AdSense	<input type="checkbox"/>	9. /s	5,309 (1.87%)	46.81%	2,485 (1.47%)	47.82%
Experiments	<input type="checkbox"/>	10. /c	5,141 (1.81%)	74.89%	3,850 (2.27%)	56.45%
In-Page Analytics						

[HTTP://GOOGLE.COM/ANALYTICS](http://google.com/analytics)

Find pages with high traffic and low conversion rate

Hooked grow.kissmetrics.com/webinar-46	5402 visitors	502 conversions	9.29% conversion rate	
The 10 Weirdest A/B Tests http://grow.kissmetrics.com/webinar-44	12963 visitors	2061 conversions	15.90% conversion rate	

Find sources with high traffic and low conversion rate

Source	Visits	%	Contacts	%	Customers	%	
 Organic Search <small>Google, Bing, Yahoo, etc.</small>	657,052	1.5%	10,142	0.4%	36	0.0%	
Source	Visits	%	Contacts	%	Customers	%	
 Email Marketing <small>Email links</small>	378,123	1.4%	5,187	0.1%	5	0.0%	
 Email Marketing <small>Email links</small>	378,123	1.4%	5,187	0.1%	5	0.0%	

[HTTP://HUBSPOT.COM](http://HUBSPOT.COM)

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