Re-Thinking Content

Engagement-Based Conversion Study

By Dan Petrovic
What I if told you
you read the the first line wrong?
A Comprehensive Study of Content and Brand Visibility on Google+

Understanding Google+

Google has been aggressively attempting to diversify away from search. Over the years they've come up with a number of promising products in a sea of failed experiments. When Larry Page took charge of Google's direction once again, we witnessed a sudden shut down of unviable products. What followed was profound integration of Google's products services into a single unifying platform.

I tried Google+ but it looks like nobody is using it yet, why should I spend extra time on yet another social network?

WORDS: 5300
SHARES: 4500
LINKS: 186
TIME REQUIRED TO READ: 25m
ACTUAL TIME ON PAGE: ?
WORDS: 5300
SHARES: 4500
LINKS: 186
TIME REQUIRED TO READ: 25m
ACTUAL TIME ON PAGE: 6m
WORDS: 5300
SHARES: 4500
LINKS: 186
TIME REQUIRED TO READ: 25m
ACTUAL TIME ON PAGE: 6m
CONTENT CONSUMED: 25%
BOUNCE RATE: 90%
Minutes on Page | Number of Visitors
---|---
~0 | 9095
.5 | 150
1 | 206
2-3 | 280
4-10 | 361
11-30 | 339
30+ | 87

HEADLINERS

SCANNERS

SKIPPERS

READERS
1. Minimise interruption
2. Provide quick answers
3. Support easy scanning
4. Improve trust and credibility
5. Offer in-depth information retrieval
6. Enable interactivity and personalisation
Classic Inverted Pyramid

Web-Friendly Format
Here are the reasons why people don’t finish reading things online:

1. Unable to find quick answers
2. Intimidated by word count
3. Losing interest while reading

“This sentence has five words. Here are five more words. Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It’s like a stuck record. The ear demands some variety. Now listen, I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lift, a harmony. I use short sentences. And I use sentences of medium length. And sometimes, when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.”

— Gary Provost

4. Poor layout and formatting
5. Difficult to scan
6. Lack of trust
On the left we see a classic inverted pyramid. On the right is a modified model with background information folded in hypertext. This meta data is retrievable on-demand in a non-linear mode. Supplementary information does not have to appear at the bottom of the content. Its placement can and should be contextual.

It’s not them it’s us

What’s amazing about our findings is that they’re identical to those published by Nielsen [1] back in 1997. Basically, how we write isn’t compatible with how we read on the web.

Web content is being produced at an unprecedented rate. Article marketing, guest blogging, advertorials, opinion pieces, interviews, lists, clickbait! We’re saturating digital space with content pieces aggressively competing for user attention, causing content fatigue [1].

TL;DR Culture

Question: What is the right dose of exercise for a longer life?
Answer: 450 minutes per week

How Content Fatigue Happens

Quantity of Content Someone is Exposed To

Relative Likelihood of Earning Amplification/Appraise/Visits

Source: Content Marketers Could Become Their Own Worst Enemy
[hypotext target="target-name"] Anchor Text [/hypotext]
[hypotext id="id-value"] Expandable Content [/hypotext]

WordPress Plugin Download
dejanseo.com.au/web-content/
Test Data
Non-Commercial Content
People who read your content in more detail are likely to mention, quote and link to it.
Assisting Conversion

Positive Engagement Metrics

- Shares
- Citations
- Links
- Social Traffic
- Branded Traffic
- Organic Traffic

Commercial Conversion
Social Proof
Content Quality and Reputation

Would you hire a content marketing agency with low social shares on their content?

No 62.5% (+18.5 / -23.0)
Yes 37.5% (+23.0 / -18.5)
Here's Why Nobody Reads Your Content

Our research shows that only one in five people read web content word for word. Majority scan, skip and only read key terms of interest...

We used the Google N-gram tool to test how long users spend on the page and how long they spend reading.

The Iceberg Model

In most articles, the company executive’s list of key points are lightly covered on the iceberg. The majority of the content is buried under the surface, making it difficult to find. The iceberg model proposes that only the visible part of the iceberg is read by users.

Innovation

The article's title is key points. It's the only thing that stands out from the other stories. Innovation means making a product, service or process better than before. It’s about creating something new that can be improved upon.

Most Important Information

Digital Trends

It's not them, it's us.

What doesn't mean that nobody reads the content you write. It means that the way people read is changing. The iceberg is a useful tool to remember that the majority of the content is buried under the surface, making it difficult to find.

Learning

We must learn what people are doing and how they are thinking.

Thought Leadership

The problem is not the author; it's the reader. We need to understand how people consume content and what makes them value it. The iceberg model is a useful tool to remember that the majority of the content is buried under the surface, making it difficult to find.

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<table>
<thead>
<tr>
<th></th>
<th>OLD</th>
<th>NEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORDS:</td>
<td>5300</td>
<td>5800</td>
</tr>
<tr>
<td>ACTUAL TIME ON PAGE:</td>
<td>6m</td>
<td>12m</td>
</tr>
<tr>
<td>BOUNCE RATE:</td>
<td>90%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Test Data
Commercial Page
HYPOTEXT VERSION
Improvement: 26%

OLD VERSION