

WELCOME TO OUR WEBINAR

- Yes, this will be recorded and you'll receive the recording.
- Enter questions in the question box and we'll get to as many as we can at the end of the presentation.
- Thank you for attending!

CONTENT STRATEGY, SEO AND DATA

MEET THE SPEAKERS



@BeaconfireRED

JEN BOLAND

Senior SEO & Content
Strategist

jen.boland@beaconfire-red.com



@tjpeelerUX

TJ PEELER

Senior Design & Content
Strategist

tj.peeler@beaconfire-red.com

HOW TO USE DATA TO DRIVE YOUR CONTENT STRATEGY & SEO



A Division of
Allegiance Fundraising Group

OUR TALK



What does Content Strategy, SEO and Data mean?



Meet the American Physical Therapy Association (APTA)



Modern SEO



Use data to write content



Use data to audit your content



Use data to organize your content



What does Content Strategy, SEO and Data mean?



DEFINITIONS



DEFINITIONS

CONTENT STRATEGY

- Guides the planning, creation, delivery, and governance of **useful, usable** content.
- Connects your organization's content efforts with business goals and user needs.



DEFINITIONS

SEO

- The practice of increasing the **quantity** and **quality** of traffic to your website through organic search engine results.



DEFINITIONS

DATA

Quantitative Data:

- Data in the form of counts or numbers where each data-set has an unique numerical value associated with it.
- Used to answer questions such as “How many?”, “How often?”, “How much?”.

Qualitative Data:

- Data that is non-numeric
- Tends to be richer and helps with in-depth analysis.
- Used to help understand what customers think.

DATA CAN INFORM PARTS OF CONTENT STRATEGY & SEO

- Writing content
- Auditing content
- Organizing content



OUR TALK



What does Content Strategy, SEO and Data mean?



Meet the American Physical Therapy Association (APTA)



Modern SEO



Use data to write content



Use data to audit your content



Use data to organize your content





MEET APTA

THE PROBLEM

$$\begin{array}{ccccccc} 13,800 & + & 14 & + & 24,000 & + & 0 & = & \text{NO ONE} \\ \text{pages} & & \text{microsites} & & \text{customer} & & \text{digital} & & \text{CAN FIND} \\ & & & & \text{support} & & \text{content} & & \text{ANYTHING} \\ & & & & \text{tickets} & & \text{governance} & & \end{array}$$

MEET APTA

APTA REDESIGN GOALS

- Increase membership and renewals
- Increase membership engagement
- New brand themes are community, engagement, empowerment, leadership, and inspiration
- Make top tasks easier



INITIAL STRATEGY DECISIONS

- Content will
 - serve the "99%" member interests,
 - be up-to-date,
 - and be on brand.
- Prune redundant, out-of-date, and trivial (ROT) content
- Microsites – don't use them unless there is a clear business reason
- Build off brand strategy



MEET APTA

MEET JORDAN

- A clinical physical therapist with \$150,000 of student debt.
- Interested in specializing in geriatrics so she can further her career.
- Why PT? She loves to help people.



OUR TALK



What does Content Strategy, SEO and Data mean?



Meet APTA



Modern SEO



Use data to write content



Use data to audit your content



Use data to organize your content



Mozlow's Hierarchy of SEO Needs






DEFINITIONS

SEARCH INTENT

- **Why** behind the search
- Knowing a person's **intent** enables you to target by mindset and deliver the content that population is **actually looking for**.



The biggest influence you can have on
SEO is to create compelling content that
meets search intent.



MODERN SEO

SEO KEYWORD RESEARCH
IS USER RESEARCH.

SEARCH POSITION IS A
PROXY FOR USER
SATISFACTION.

SEO HAS CHANGED

SOFT DEATH OF KEYWORDS

Apple

Banana

Grape

Orange

Kiwi

Grapefruit

RISE OF CONTENT

What is Fruit?

Fruit is delicious and nutritious.

Types of Fruits

Apple

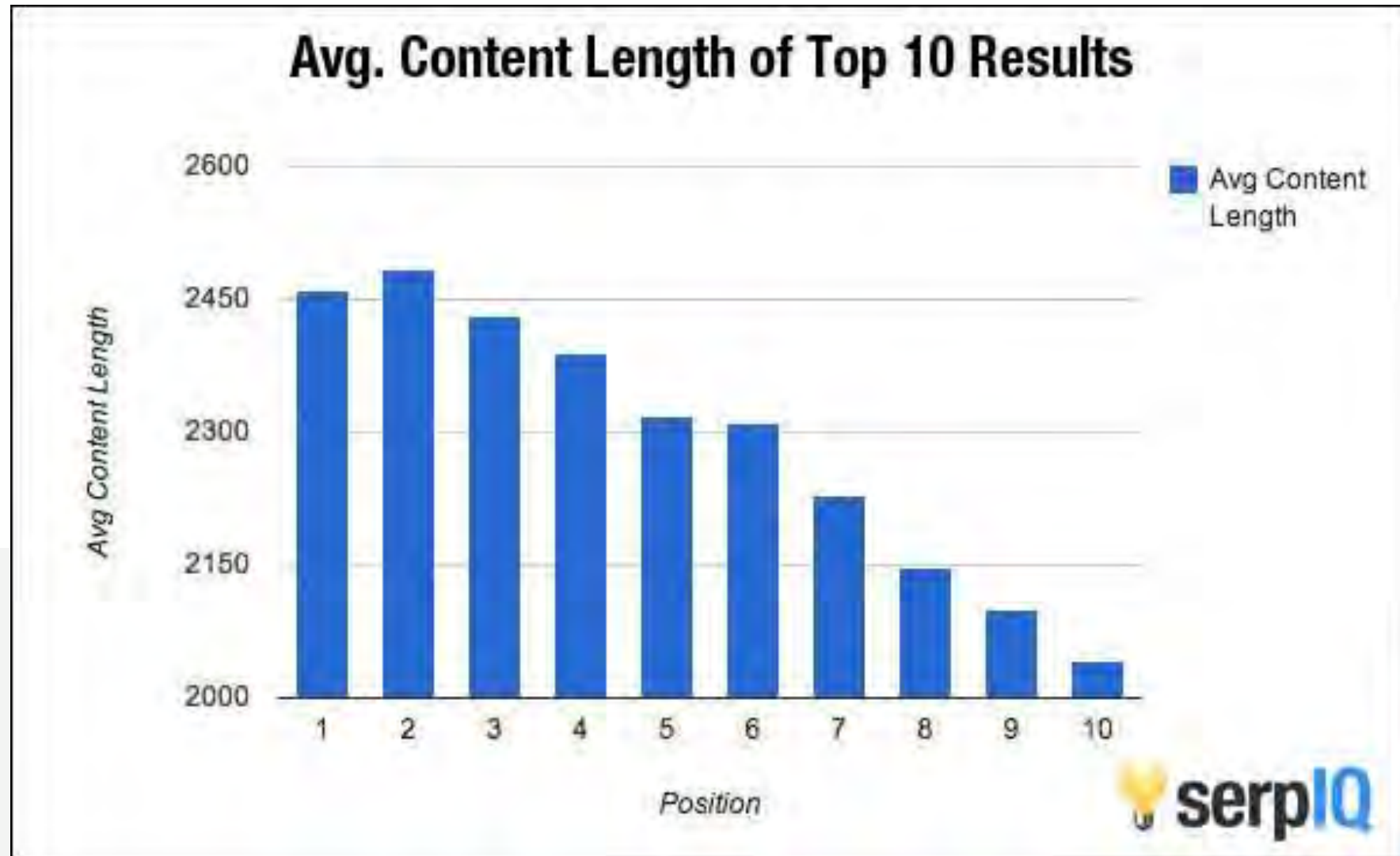
Orange

Banana

Kiwi

Grape

Grapefruit





MODERN SEO

PYRAMID WRITING

- Front-load your article
- Front-load every paragraph
- Front-load your headlines
- Leaves an **information scent** to help people scan and navigate your content.



MODERN SEO

WEAVE IN THE
KEYWORDS
THAT THE
KEYWORD
RESEARCH
TOOLS
RECOMMEND

Keywords

Keywords are the
Particular words or
context of search
describes the con
describes or def

OUR TALK

- What does Content Strategy, SEO and Data mean?
- Meet APTA
- Modern SEO
- Use data to write content
- 5 Use data to audit your content
- 6 Use data to organize your content



DATA FOR WRITING

Data	What it shows	Tool
SEO keyword impressions	What people are looking for (in general)	Google Search Console
SEO keyword search position	Can you acquire more visitors on this topic	Google Search Console
SEO keyword click through (CTR)	How well the page title and description meet search intent	Google Search Console
Survey and interview (qualitative data)	Dig into why	Varies



American Physical Therapy Association

 Search[Prospective Students](#)[Current Students](#)[New Professionals](#)[PTAs](#)[Educators](#)[About Us](#)[Careers & Education](#)[Practice & Patient Care](#)[Payment](#)[Advocacy](#)[News & Publications](#)[For the Public](#)

About Us

Membership & Benefits

[ONE by ONE](#)[Benefits](#)[Member Value Programs](#)[Eligibility](#)[Dues & Payment Plans](#)[Applications & Forms](#)[Membership Development](#)

Vision, Mission, Strategic Plan

Volunteer (APTA Engage)

Policies & Bylaws

[Home](#) / [About Us](#) / [Membership & Benefits](#) / [APTA Membership Benefits and Value](#)

APTA Membership Benefits and Value

APTA membership provides opportunities for engagement and professional growth while supporting our pursuit of the profession's [transformative vision](#). Check out [highlights from 2019](#).

Make the most of your membership by capitalizing on APTA's benefits and value programs, which include multiple discounts that can be combined to surpass the cost of membership dues!

[JOIN/RENEW >>](#)

Featured

Career Starter Dues Program

Student members of APTA who maintain their membership after graduation get a 50% discount on full-member dues the first year postgraduation.

Financial Solutions Center

APTA offers a customized online financial education platform and a student loan refinancing program.

Find a PT

Physical therapists willing to be contacted by consumers seeking care can create a Find a PT profile, featured within APTA's official consumer information website, [ChoosePT.com](#).

Explore the benefits and value of APTA membership:

- [APTA in Action](#)

[Print](#)[Email](#)[Like 266](#)[Facebook](#)[Twitter](#)[LinkedIn](#)[+ More Options](#)

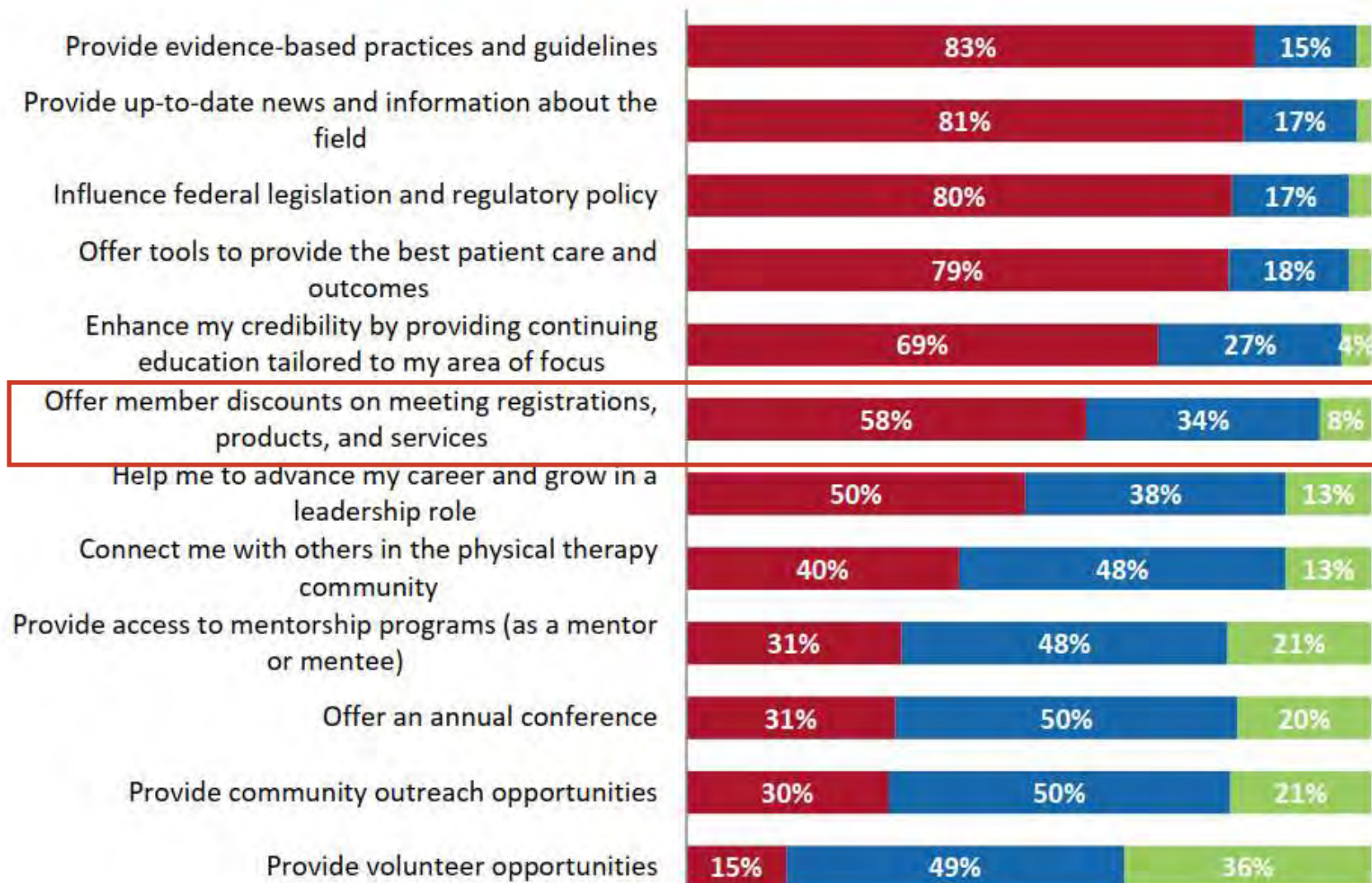
USE DATA TO WRITE CONTENT

MCKINLEY
DATA

When considering involvement in a professional association, how much of a factor are the following relative to your decision. The organization's ability to:

N = 976

■ Major factor ■ Minor factor ■ Not a factor



USE DATA TO WRITE CONTENT

MCKINLEY SURVEY & INTERVIEW DATA

Please rate your level of agreement or disagreement with the following statements. % selecting “Somewhat agree” or “Strongly agree” <i>By membership status</i>	Member (N=1,116)	Nonmember (N=538)
APTA is a trusted source for news and information in the field of physical therapy	95%	89%
APTA is THE organization for those in the field of physical therapy	91%	77%
APTA is an effective advocate for the field of physical therapy	88%	74%
APTA offers membership categories that meet my needs	83%	54%
I see my professional interests reflected in the work of APTA	82%	62%
APTA anticipates the challenges and trends that will impact the field of physical therapy in the future	82%	68%
There is a lot of value in belonging to APTA	82%	47%
APTA provides a community of peers to network and learn	81%	64%
APTA is the first place I turn to for information and resources about physical therapy	74%	47%
APTA provides solutions to the challenges I confront	65%	41%
In general, pricing for APTA events, products and services, and membership are reasonable	53%	25%

USE DATA TO WRITE CONTENT

SEO KEYWORD RESEARCH

Keywords	Clicks	Impressions	CTR	Position
apta discounts	886	1,075	82.42%	1.2
apta membership benefits	672	849	79.15%	1.2
apta benefits	671	824	81.43%	1
discounts for physical therapists	190	632	30.06%	1
apta brooks discount	323	464	69.61%	1
membership benefits	12	352	3.41%	12.1
apta member discounts	305	328	92.99%	1
asics physical therapy discount	126	290	43.45%	1
apta member benefits	259	276	93.84%	1
brooks physical therapy discount	32	247	12.96%	5.2
apta asics discount	168	237	1	1
physical therapist discounts	110	197	1	1
asics medical professional discount	21	195	0	7.8
brooks discount for physical therapists	25	188	0	5
apta membership discounts	131	138	1	1
brooks apta discount	90	134	1	1.6

USE DATA TO WRITE CONTENT

SEO KEYWORD RESEARCH

Keywords	Clicks	Impressions	CTR	Position
apta discounts	886	1,075	82.42%	1.2
apta membership benefits	672	849	79.15%	1.2
apta benefits	671	824	81.43%	1
discounts for physical therapists	190	632	30.06%	1
apta brooks discount	323	464	69.61%	1
membership benefits	12	352	3.41%	12.1
apta member discounts	305	328	92.99%	1
asics physical therapy discount	126	290	43.45%	1
apta member benefits	259	276	93.84%	1
brooks physical therapy discount	32	247	12.96%	5.2
apta asics discount	168	237	1	1
physical therapist discounts	110	197	1	1
asics medical professional discount	21	195	0	7.8
brooks discount for physical therapists	25	188	0	5
apta membership discounts	131	138	1	1
brooks apta discount	90	134	1	1.6

USE DATA TO WRITE CONTENT

CORE CONTENT

Core Content / Page:	
Primary Audience	
Audience Task(s) <i>[Audience] wants to [do something] so they can [do something else].</i>	
Business Goal(s)	
Inward Paths Where are users likely to come from to end up on this page? <i>Use the previous page path report in Google Analytics or Jen's page path report spreadsheet to answer.</i>	Google: <i>list keywords</i> Email Social Media On-site:
Outward Paths Where are users likely want to go after this page? <i>Use the next page path report in Google Analytics or Jen's page path report spreadsheet to answer.</i>	On site: Leave site:
Core Content What questions does your audience need answered to complete their task? Answer who, what, where, when, why, and how (and cost).	WHO WHAT WHERE WHEN: WHY HOW (and cost)

USE DATA TO WRITE CONTENT

CONTENT

Membership Benefits Page

Intro: APTA is the leading voice of the physical therapy profession and an engine for change, empowering you to thrive, and to make a difference in people's lives.

Explore popular member benefits below to see more of what you could gain as an APTA member. Download the member benefits PDF for a complete listing of offerings.

Button: Calculate Your Dues

Button: Join Now

Discounts

- Save [up to 20% off Asics](#) and [Brooks](#).
- Save [up to 80% off Office Depot](#); [up to 34% off UPS](#); and earn up to [20% cash back from stores](#) such as Kohl's, Target, Nordstrom, Macy's, 1-800 Flowers, and Sephora at APTA's online mall.
- Save on travel like 20% off Wyndham Hotels and up to [25% off car rentals like Avis, Budget and Payless](#).
- Save 45% on combined application and exam fees for [ABPTS specialist certification](#).
- Save 40% on [APTA Learning Center courses](#) and [APTA national conferences](#).

[Explore more membership discounts](#) +

Advocacy

- Support APTA's year-round lobbying on Capitol Hill and with regulators and payers.
- [Take action](#) through APTA's Legislative Action Center.
- Donate to PT-PAC, the sole fundraising organization that champions physical therapy interests at the federal level.

USE DATA TO WRITE CONTENT

WIRE

APTA

Hi Jennifer Boland

Search

Q

Join

Your Career

Your Practice

Patient Care

Advocacy

APTA & You

Membership Benefits

Home » About » Membership Benefits

With APTA you get the trusted leader for the physical therapy profession, empowering you to thrive, and to make a difference in people's lives.

Explore popular member benefits below to see more of what you could gain as an APTA member. [Download the member benefits PDF](#) for a complete listing of offerings.

Calculate Your Dues

Join Now

Discounts

- Get payment and practice discounts like 15% Cypher ICD Logic.
- Save up to 80% off Office Depot; up to 34% off UPS; and earn up to 20% cash back from stores such as Kohl's, Target, Nordstrom, Macy's, 1-800 Flowers, and Sephora at APTA's online mall.
- Save on travel like 20% off Wyndham Hotels and up to 25% off car rentals like Avis, Budget and Payless.
- Save 45% on combined application and exam fees for ABPTS board certification in any of 9 clinical specialty areas.
- Save 40% on hundreds of APTA Learning Center courses and up to 40% of APTA's Annual CSM Conference.

[Explore more membership discounts »](#)

Advocacy

Fusce vehicula elit ut faucibus tristique. Morbi sed libero mattis, vulputate leo eu, lacinia nisi. Aenean nulla dui, eleifend ut turpis et, laoreet gravida ante.

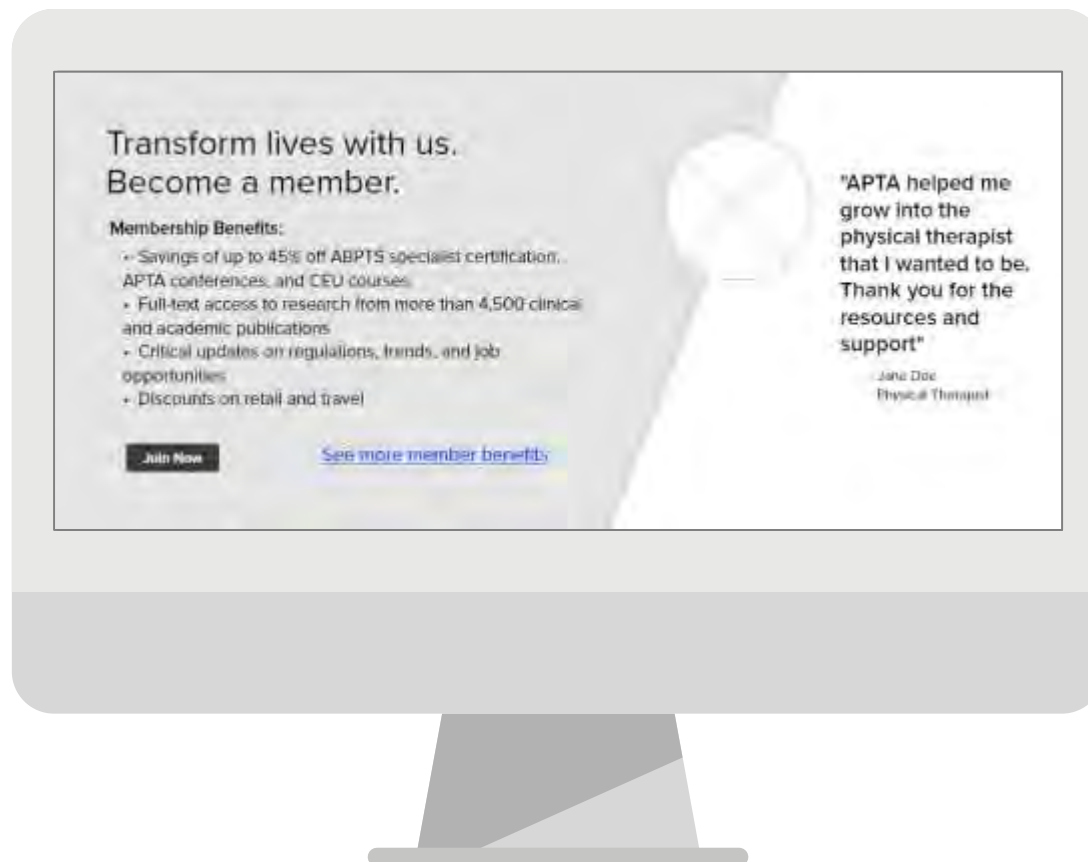
- [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- Morbi id vulputate enim, in suscipit nisi. [Sed cursus erat metus.](#)
- Duis magna orci, malesuada non suscipit elementum, pulvinar in orci.

[Explore more advocacy benefits »](#)



USE DATA TO WRITE CONTENT

WIRES



[Search](#)[About ABPTS](#)[Specialist Certification](#)[Recertification](#)[Maintenance \(MOSC\)](#)[For Specialists](#)

Welcome to ABPTS

The American Board of Physical Therapy Specialties (ABPTS) has certified more than 24,000 individuals who have demonstrated advanced clinical knowledge and skills in physical therapy specialty areas.

Currently, the ABPTS offers board-certification in nine specialty areas of physical therapy: Cardiovascular and Pulmonary, Clinical Electrophysiology, Geriatrics, Neurology,

Deadlines

- [Review Initial Certification Deadlines](#)
- [Review Recertification Deadlines](#)
- [Scheduling permits will be issued in late December](#)

Specialty Council Nominations Due July 31

[Nominations for specialty councils open.](#)

Quick Links

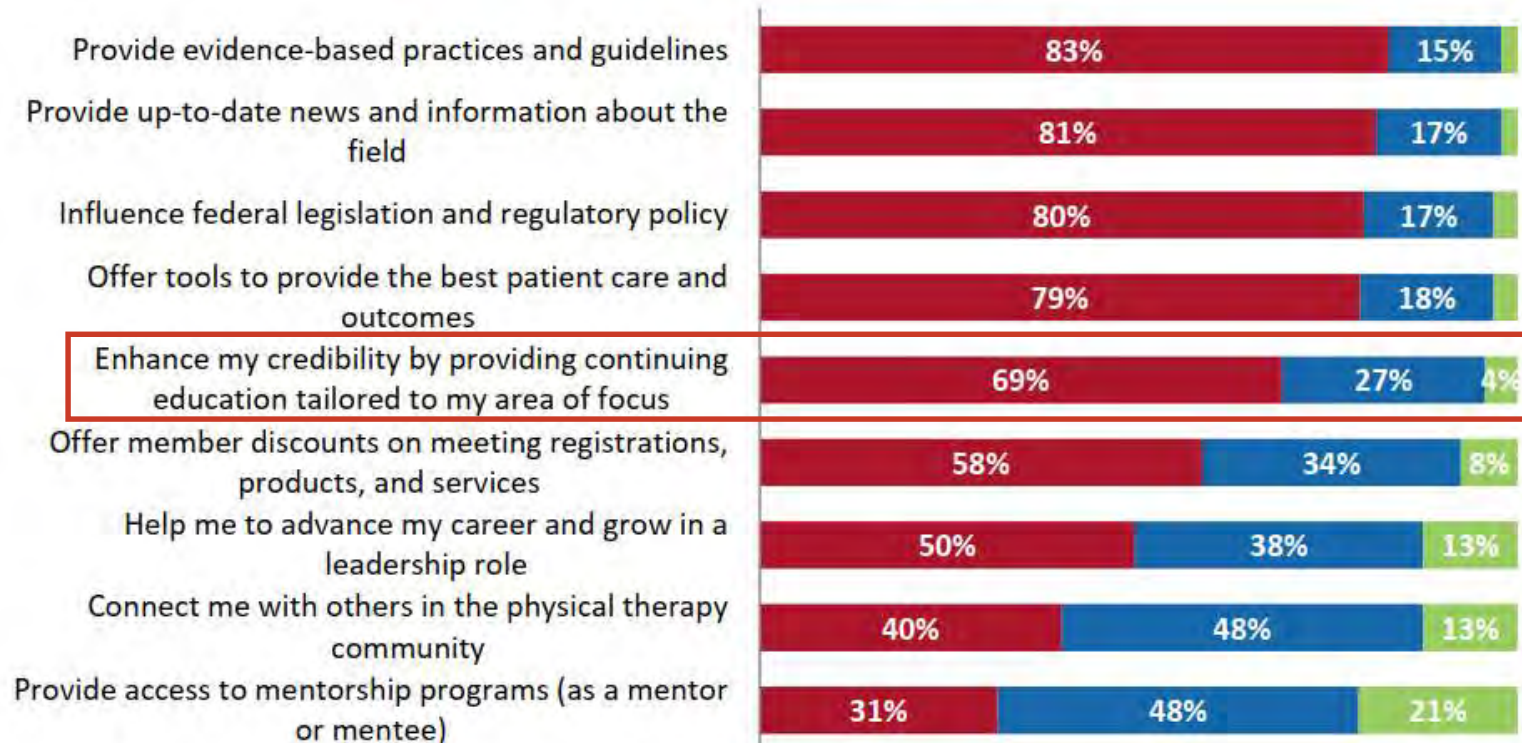
[CSM Photos](#)[Statistics](#)[Find a Specialist](#)[About Certification](#)

USE DATA TO WRITE CONTENT

MCKINLEY DATA

When considering involvement in a professional association, how much of a factor are the following relative to your decision. The organization's ability to:
N = 976

■ Major factor ■ Minor factor ■ Not a factor



USE DATA TO WRITE CONTENT

SEO KEYWORD RESEARCH

Keyword	Min Volume	Max Volume	Difficulty	Position
results physical therapy	851	1700	27	23
specialized physical therapy	851	1700	14	48
physical therapy specialties	501	850	25	1
physical therapy certifications	501	850	29	2
abpts	201	500	39	1
specialty physical therapy	201	500	23	2
physical therapy specialists	201	500	14	8
apta physical therapy	201	500	53	41
abpt	201	500	24	46
therapy specialists	201	500	23	47
physical therapy specialist	101	200	25	2
physical therapy certification	101	200	32	2
apta website	101	200	55	22
nc pt board	101	200	23	25
american orthopedics	101	200	37	43
american physical medicine	101	200	32	45
american board of certification	101	200	30	47

USE DATA TO WRITE CONTENT

SEO KEYWORD RESEARCH

Keyword	Min Volume	Max Volume	Difficulty	Position
results physical therapy	851	1700	27	23
specialized physical therapy	851	1700	14	48
physical therapy specialties	501	850	25	1
physical therapy certifications	501	850	29	2
abpts	201	500	39	1
specialty physical therapy	201	500	23	2
physical therapy specialists	201	500	14	8
apta physical therapy	201	500	53	41
abpt	201	500	24	46
therapy specialists	201	500	23	47
physical therapy specialist	101	200	25	2
physical therapy certification	101	200	32	2
apta website	101	200	55	22
nc pt board	101	200	23	25
american orthopedics	101	200	37	43
american physical medicine	101	200	32	45
american board of certification	101	200	30	47

USE DATA TO WRITE CONTENT

SEO KEYWORD RESEARCH

	Keyword	Min Volur	Max Volur	Difficulty	Position
➔	physical therapy specialties	501	850	25	1
	specialty physical therapy	201	500	23	2
	physical therapy specialists	201	500	14	8
	physical therapy specialist	101	200	25	2
	physical therapy specializations	11	50	26	1
➔	physical therapy speciality	11	50	25	1
	board certified physical therapist	11	50	29	1
	physical therapy speciality	11	50	25	1
➔	physical therapy specialization	11	50	28	2
	abpts specialist certification	11	50	29	2

USE DATA TO WRITE CONTENT

CORE CONTENT

Core Content / Page:	ABPTS homepage
Primary Audience	PTs
Audience Task(s) [Audience] wants to [do something] so they can [do something else].	<p>PTs want to get a specialist certification so they can advance their career and be a specialist.</p> <p>PTs want to maintain their specialist certification so they continue to be a specialist.</p> <p>Information about getting a specialist certification including <u>pre-reqs</u>, dates, costs, area, benefits)</p>
Business Goal(s)	<p>Raise awareness of certifications and their benefits</p> <p>Sell more certifications.</p>
Inward Paths Where are users likely to come from to end up on this page? Use the previous page path report in Google Analytics or Jen's page path report spreadsheet to answer.	<p>Google: <i>physical therapy certifications, physical therapy specialties</i> ABPTS</p> <p>Email</p> <p>Social Media??</p> <p>on-site:</p> <ul style="list-style-type: none">• <u>Orthopaedics</u> certification page (15%)• Find a specialist page(13%)• Certification page (7%)• Certification about page (6%)• /Certification/About/MinimumRequirements/ (5%)
Outward Paths Where are users likely want to go after this page?	<p>On site:</p> <ul style="list-style-type: none">• /FindaSpecialist/ (14%)• /Certification/ (12%)• /Certification/About/ (10%)• /Certification/Orthopaedics/ (8%)• /Certification/About/MinimumRequirements/ (6%)

USE DATA TO WRITE CONTENT

CORE CONTENT

- Who
- What
- Where
- When
- Why
- How

	<p>HOW (and cost)</p> <p>Get certified</p> <ol style="list-style-type: none">1. Submit application<ol style="list-style-type: none">a. Cost: APTA Member Application Review Fee: \$525 Nonmember Application Review Fee: \$870 Reapplication Review Fee: \$170b. Dates:<ol style="list-style-type: none">i. July 1: Cardiovascular & Pulmonary, Clinical Electrophysiology, Oncology, and Women's Health.ii. July 31: Geriatric, Neurologic, Orthopaedic, Pediatric, and Sports applicants.
	<ol style="list-style-type: none">2. Fulfill requirements: Get 2,000 hours of clinical practice experience working directly with patients in the chosen specialty area.<ol style="list-style-type: none">a. 25% of which must have occurred within the last 3 years.3. Fulfill any other requirements by specialty area: http://www.abpts.org/uploadedFiles/ABPTSorg/Specialist_Certification/About_Certification/SpecCertMinimumCriteria.pdf4. Assess your readiness to take the exam by reviewing the Description of Specialty Practice (DSP), and the Self-Assessment Tools for Physical Therapists in their specialty area.5. Pay for the exam by Nov 306. Take the exam between Feb 29 - Mar 14, 2020<ol style="list-style-type: none">a. APTA Member Exam Fee: \$810 Nonmember Exam Fee: \$1,5357. Allow up to 6 weeks for review following online initial certification application submissions. <p>Source: http://www.abpts.org/Certification/ and https://abptsportal.apta.org/Learner/LearningPlan/List and http://www.abpts.org/Certification/About/Process/ and http://www.abpts.org/Certification/About/MinimumRequirements/ and http://www.abpts.org/uploadedFiles/ABPTSorg/Specialist_Certification/About_Certification/SpecCertMinimumCriteria.pdf</p>



USE DATA TO WRITE CONTENT

CONTENT

How to get a specialist certification

1. Choose 1 of our 9 specializations
2. Submit an application.
3. Fulfill requirements:
 - a. Be a licensed PT,
 - b. Get 2,000 hours of clinical practice experience in the specialty area
 - c. Other requirements by specialist area.
4. Study
5. Pass the written exam
6. You are certified for 10 years!

Want to become a specialist?

[Read more about application requirements.](#)

[Explore the different specializations](#)

[Check out other specialists?](#)

Upcoming deadlines:

Jul 1, 2019 - Application due for Cardiovascular & Pulmonary, Clinical Electrophysiology, Oncology, and Women's Health.

Jul 31, 2019 - Application due for Geriatric, Neurologic, Orthopaedic, Pediatric, and Sports applicants.

Nov 30, 2019 - Exam fee due

Feb 29 - Mar 14, 2020 - Exam

Want to maintain your specialization?

Does your certification expire before 2022?

[Read about the recertification process and requirements.](#)

Does your certification expire in 2023 or later?

[Read about the MOSC recertification process and requirements.](#)

Upcoming deadlines:

Recertification

- Oct 31, 2019 - Application due
- Feb 29 - Mar 14, 2020 - Exam

MOSC

- Aug 31, 2019 - Application due

USE DATA TO WRITE CONTENT

WIRE

Sub-brand logo

About Specialist
Certifications

Become a
Specialist

Maintain My
Certification

For Specialists

Log in

Search

Advance your career
as a board-certified
specialist

Learn more about becoming a specialist

Maintain my certification

"Board certification
pushed me to get
more recognized
and to get more
involved as a
leader."

- Kim Nixon-Case
Pediatric Clinical
Specialist

Want to become a specialist?

Join more than 27,000 physical therapists and become an expert in 1 of our 9 areas of specialization.

How to get specialist certification

1. Choose [1 of our 9 specializations](#)
2. [Submit an application](#)
3. [Fulfill requirements](#): Be a licensed PT, Get 2,000 hours of clinical practice experience in the specialty area, Other requirements by specialist area
4. [Study](#)
5. [Pass the written exam](#)
6. You are certified for 10 years!

Upcoming Deadlines

Jul 1, 2019 - Application due for Cardiovascular & Pulmonary, Clinical Electrophysiology, Oncology, and Women's Health.
Jul 31, 2019 - Application due for Geriatric, Neurologic, Orthopaedic, Pediatric, and Sports applicants.
Nov 30, 2019 - Exam fee due
Feb 29 - Mar 14, 2020 - Exam

Want to maintain your specialization?

APTA has recently changed maintenance requirements.

Does your certification expire before 2022?

You need to get recertified. [Read about the recertification process and requirements.](#)

Recertification Upcoming Deadlines

Oct 31, 2019 - Application due
Nov 30, 2019 - Exam Fee due
Feb 29 - Mar 14, 2020 - Exam

Does your certification expire in 2023 or later?

You need to use the MOSC process for recertification. [Read about the MOSC recertification process and requirements.](#)

MOSC Upcoming Deadlines

Aug 31, 2019 - Application due

HOW (and cost)

Get certified

1. Submit application
 - a. Cost: APTA Member Application Review Fee: \$525 | Nonmember Application Review Fee: \$870 | Reapplication Review Fee: \$170
 - b. Dates:
 - i. July 1: Cardiovascular, Electrophysiology, Orthopaedic, Pulmonary, and Women's Health applicants
 - ii. July 31: Geriatric, Neurologic, Pediatric, and Sports applicants

2. Fulfill requirements: Get 2,000 hours working directly with patients in the specialty area, with at least 25% of which must have occurred in the last 2 years.
3. Fulfill any other requirements by specialty area. Visit http://www.abpts.org/uploadedFiles/About_Certification/SpecCertMinimumRequirements.pdf for more information.
4. Assess your readiness to take the exam of Specialty Practice (DSP), and the Physical Therapists in their specialty area.
5. Pay for the exam by Nov 30
6. Take the exam between Feb 29 - Mar 14, 2020
 - a. APTA Member Exam Fee: \$1,535
7. Allow up to 6 weeks for review following application submissions.

How to get a specialist certification

1. Choose 1 of our 9 specializations
2. Submit an application.
3. Fulfill requirements:
 - a. Be a licensed PT,
 - b. Get 2,000 hours of clinical practice experience in the specialty area
 - c. Other requirements by specialist area.
4. Study
5. Pass the written exam
6. You are certified for 10 years!

Want to become a specialist?

[Read more about application requirements.](#)

[Explore the different specializations](#)

[Check out other specialists?](#)

Upcoming deadlines:

Jul 1, 2019 - Application due for Cardiovascular, Oncology, and Women's Health.

Jul 31, 2019 - Application due for Geriatric, Neurologic, Orthopaedic, Pediatric, and Sports applicants.

Nov 30, 2019 - Exam fee due

Feb 29 - Mar 14, 2020 - Exam

Want to become a specialist?

Join more than 27,000 physical therapists and become an expert in 1 of our 9 areas of specialization.

How to get specialist certification

1. Choose 1 of our 9 specializations
2. Submit an application.
3. Fulfill requirements: Be a licensed PT, Get 2,000 hours of clinical practice experience in the specialty area, Other requirements by specialist area.
4. Study
5. Pass the written exam
6. You are certified for 10 years!

Upcoming Deadlines

Jul 1, 2019 - Application due for Cardiovascular & Pulmonary, Clinical Electrophysiology, Oncology, and Women's Health.

Jul 31, 2019 - Application due for Geriatric, Neurologic, Orthopaedic, Pediatric, and Sports applicants.

Nov 30, 2019 - Exam fee due

Feb 29 - Mar 14, 2020 - Exam

OUR TALK

- What does Content Strategy, SEO and Data mean?
- Meet APTA
- Modern SEO
- Use data to write content
- 5 Use data to audit your content
- 6 Use data to organize your content



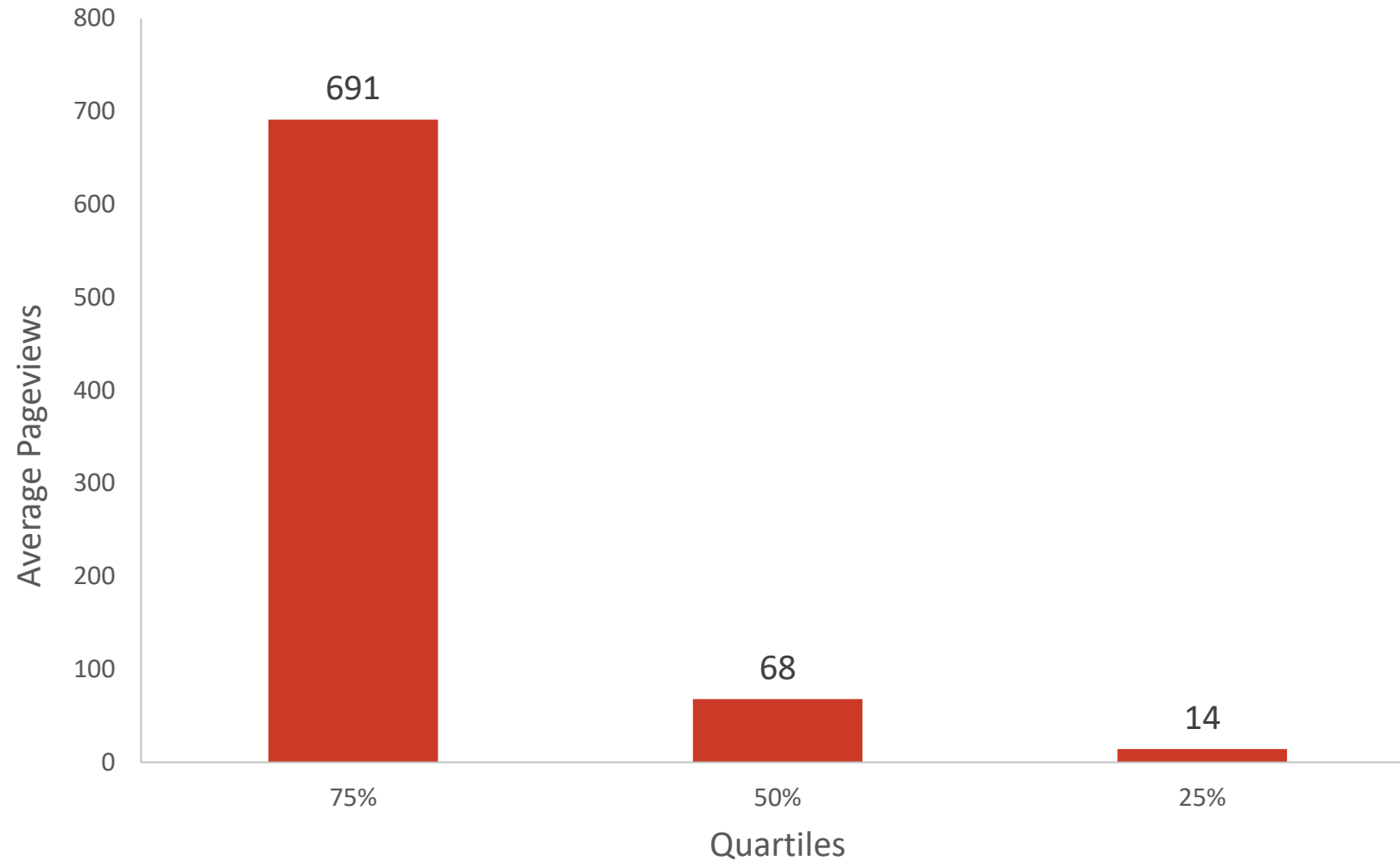
WHAT DATA? WHAT TOOLS?

DATA FOR AUDITING YOUR CONTENT

Data	What it shows	Tool
Pages (URLs, metadata, etc...)	Exactly what pages are on your website and what they are about	Screaming Frog
Google analytics page views	What's popular now	Google Analytics
Backlinks	Who is linking to your content, important content to other people	Moz.com

WHAT DATA? WHAT TOOLS?

DISTRIBUTION APTA PAGE METRICS



WHAT DATA? WHAT TOOLS?

BUSINESS RULES FOR FIRST PASS

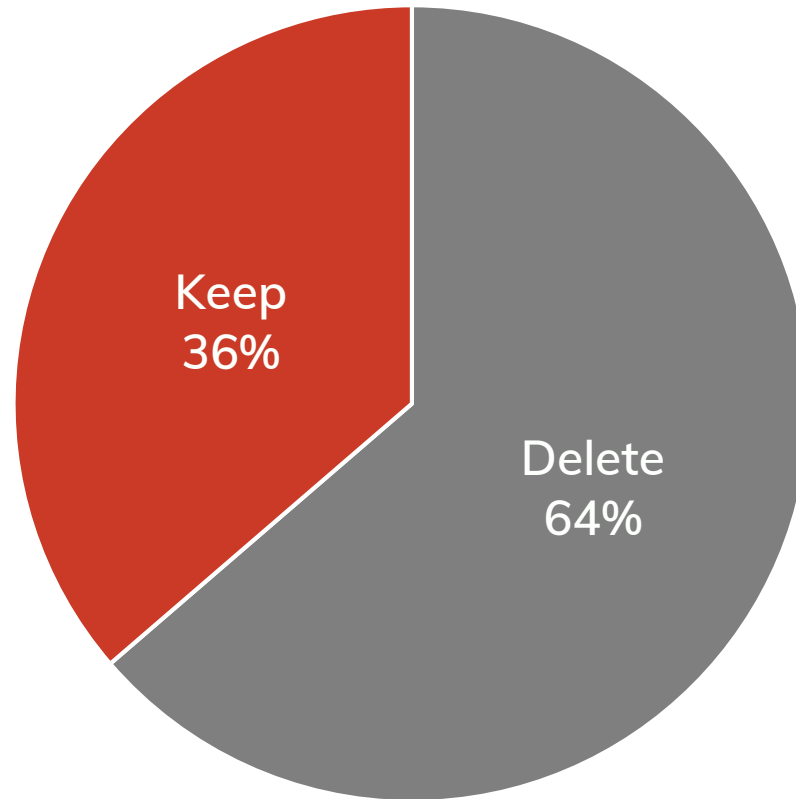
Business rule	Where is the data from?
Updated in last 3 years	Scrapped from front end of site on Screaming Frog
Gets more than 500 page views a year*	Google Analytics
Has 1+ backlinks (one page on another site has linked to the page)	Moz

* This number should be decided on a per site basis based on your total amount of traffic



BEACONFIRE RED

AUTOMATIC FIRST PASS TO IDENTIFY GOOD CONTENT



TRAFFIC LOSS ANALYSIS

If we delete 64% of APTA content, we expect to lose **2-10% of traffic.**

—

Index	Address	Title 1	APTA Decision	Backlin	Pageview	Entrance	contentID	summary	description	lastUpdated	last edited	wordCount	Age
0	http://www.apta.org/ProspectiveStudents/Admissi	Physical Therapist (PT) Admissions Process	Keep	333	265,680	225,000	1E+18						100
1	http://www.apta.org/NPI/Applying/	Applying for Your National Provider Identifier (NPI)	Revise	617	154,671	132,054	10737423492	The Nation	The National	3/6/2011	3/6/2011	1018	8
2	http://www.apta.org/AboutPTs/	Who Are Physical Therapists?	Keep	838	138599	109221	10737420995	Physical the	Physical ther	3/11/2019	3/11/2019	420	0
3	http://www.apta.org/Membership/?navID=1073742	Membership & Benefits	Keep	147014	119763	25666	10737418850	There's nev	0	11/20/2018	11/20/2018	87	0
4	http://www.apta.org/CoursesConferences.aspx	Search - Courses & Conferences	Discuss events calend	641	119,330	11,789	1E+18						100
5	http://www.apta.org/ProspectiveStudents/	Information for Prospective Students	Keep	3124	102960	20137	57	Learn about	0	3/26/2019	3/26/2019	98	0
6	http://www.apta.org/PTACareers/Overview/	About Physical Therapist Assistant (PTA) Careers	Keep	283	97635	76644	10737420722	Physical the	Physical ther	3/11/2019	3/11/2019	743	0
7	http://www.apta.org/PTAEducation/Overview/	Physical Therapist Assistant (PTA) Education Overview	Keep	224	94382	62782	10737420727	Learn about	Learn about t	7/13/2018	7/13/2018	480	0
8	http://www.apta.org/PTCareers/Overview/	About Physical Therapist (PT) Careers	Keep	391	93895	64746	10737420695	Patients/cli	Patients/clier	3/11/2019	3/11/2019	742	0
9	http://www.apta.org/CareersEducation/	Careers & Education	Will be new Advance C	722	86,387	11,030	1E+18						100
10	http://www.apta.org/PTCareers/RoleofaPT/	Role of a Physical Therapist	Revise	316	86,062	53,350	10737420692	Physical the	Physical ther	4/15/2016	4/15/2016	439	3
11	http://www.apta.org/PTAEducation/	Physical Therapist Assistant (PTA) Education	Revise	73	77,674	30,070	10737420728	Interested i	Interested in	11/16/2015	11/16/2015	20	3
12	http://www.apta.org/Payment/CodingBilling/	Coding & Billing	Keep	1009	77213	23606	10737423048	Coding and	Coding and bi	11/20/2018	11/20/2018	242	0
13	http://www.apta.org/Benefits/	APTA Membership Benefits and Value	Keep	4538	74462	12087	10737421148	Explore the	Explore the b	3/13/2019	3/13/2019	174	0
14	http://www.apta.org/PTEducation/	Physical Therapist (PT) Education	Revise	109	72,199	12,779	10737420729	Interested i	Interested in	4/28/2015	4/28/2015	29	4
15	http://www.apta.org/EvidenceResearch/	Evidence-Based Practice & Research	Keep	2850	70655	13781	10737439233	Evidence-	EBP includes	12/11/2017	12/11/2017	178	1
16	http://www.apta.org/Guide/	Guide to Physical Therapist Practice	Delete	67	67,646	21,058	10737423624	APTA's Guid	APTA's Guide	3/9/2011	3/9/2011	5	8
17	http://www.apta.org/Membership/DuesDeduction	Dues & Payments	Keep/Revise	33	65,654	4,580	1E+18						100
18	http://www.apta.org/Events/	Events Calendar	Keep	706	60288	4377	60	Calendar of	Calendar of u	7/15/2015	7/15/2015	0	3
19	http://www.apta.org/conferences/	National Conferences	Keep	1303	58012	12399	10737421115	APTA hosts	APTA hosts th	5/26/2016	5/26/2016	52	3
20	http://www.apta.org/PTEducation/Overview/	Physical Therapist (PT) Education Overview	Keep	404	56236	22942	10737420724	Physical the	Physical ther	4/20/2018	4/20/2018	413	1
21	http://www.apta.org/AboutUs/	About Us	Keep	7119	54746	8632	10737419352	The Americ	The American	3/20/2018	3/20/2018	119	1
22	http://www.apta.org/Licensure/StatePracticeActs/	Practice Acts by State	Keep	341	53011	33430	10737420412	Physical the	0	8/6/2018	8/6/2018	198	0
23	http://www.apta.org/ScopeOfPractice/	The Physical Therapist Scope of Practice	Keep	544	52971	13402	10737435553	Physical the	Physical ther	3/5/2019	3/5/2019	335	0
24	http://www.apta.org/PatientCare/	Patient Care	Keep	2706	51846	5082	10737420691	Effective pa	Effective pati	3/22/2019	3/22/2019	192	0
25	http://www.apta.org/Licensure/	Licensure	Keep	0	49190	18944	10737420498	0	APTA does no	10/21/2015	10/21/2015	618	3
26	http://www.apta.org/vision/	Vision Statement for the Physical Therapy Profession and	Keep	294	48011	16695	10737431469	Adopted by	Adopted by Al	3/20/2018	3/20/2018	209	1
27	http://www.apta.org/CareerDevelopment/	Career Development	Keep	658	46846	4391	10737420915	Becoming a	Becoming a p	4/16/2018	4/16/2018	243	1
28	http://www.apta.org/Payment/Medicare/	Medicare Payment & Reimbursement	Keep	3084	44854	14892	10737423312	Informatio	Information a	2/8/2019	2/8/2019	85	0
29	http://www.apta.org/CurrentStudents/	Information for Current Students	Keep	0	42401	2819	8589934597	The followi	The following	3/4/2019	3/4/2019	194	0
30	http://www.apta.org/AboutCareers/	About PT/PTA Careers	Keep	460	39162	1951	10737420997	Learn about	Learn about p	3/6/2018	3/6/2018	65	1
31	http://www.apta.org/PTCareers/Benefits/	Benefits of a Physical Therapist Career	Keep/Revise	98	38,674	23,795	1E+18						100
32	http://www.apta.org/News/	News & Publications	Keep	981	36737	3442	8589934616	0	APTA's news a	8/1/2018	8/1/2018	72	0
33	http://www.apta.org/StateIssues/DirectAccess/	Direct Access at the State Level	Keep	337	36181	18253	10737420349	In many jur	In many juris	2/6/2019	2/6/2019	198	0
34	http://www.apta.org/Practice/	Practice & Patient Care	Delete	972	35,490	3,171	1E+18						100
35	http://www.apta.org/EvidenceResearch/EBPTools/	Clinical Practice Guidelines (CPGs)	Keep	0	35205	20245	10737435241	Review info	Review inform	2/21/2018	2/21/2018	62	1
36	http://www.apta.org/ProspectiveStudents/Admissi	PT and PTA Education Program Admissions	Keep	0	34907	7006	10737420726	Learn how t	Learn how to	3/28/2013	3/28/2013	15	6
37	http://www.apta.org/PTA/	Information for Physical Therapist Assistants	Keep	600	34826	3442	10737421111	APTA has hi	APTA has high	10/9/2018	10/9/2018	23	0
38	http://www.apta.org/PTA/Careers/PTAtoPT/	Career Considerations: PTA to PT	Keep	87	34460	27929	10737421794	The profess	The professic	11/6/2017	11/6/2017	423	1
39	http://www.apta.org/Licensure/NPTE/	About the National Physical Therapy Examination	Revise	92	33,715	27,265	10737424432	The Nation	10737418268	1/16/2015	1/16/2015	139	4
40	http://www.apta.org/PTACareers/RoleofaPTA/	Role of a Physical Therapist Assistant (PTA)	Revise	57	33,525	17,711	10737420720	Physical the	Physical ther	4/15/2016	4/15/2016	334	3
41	http://www.apta.org/Payment/Medicare/Supervisi	Supervision Under Medicare	Keep	143	33240	15109	10737423520	Information	Information a	1/18/2019	1/18/2019	474	0
42	http://www.apta.org/VisionStrategicPlan/	Vision, Mission, and Strategic Plan	Keep	593	32698	2954	10737418304	Vision 2020	Vision 2020 a	3/20/2018	3/20/2018	67	1
43	http://www.apta.org/Payment/Medicare/CodingBil	Medicare Coding & Billing	Keep	415	31669	5773	10737423566	Informatio	Information a	1/29/2019	1/29/2019	259	0
44	http://www.apta.org/EthicsProfessionalism/	Ethics & Professionalism	Keep/Revise	716	31,167	6,206	1E+18						100
45	http://www.apta.org/PTCPI/	Physical Therapist Clinical Performance Instrument (PT C	Keep	144	31072	14649	10737421700	APTA's Phys	APTA's Physic	3/21/2019	3/21/2019	231	

11/11/2019

-
- Product Designer (PD)
- Business Strategy
- Marketing
- Interaction Design
- Usability
- IA
- Prototyping
- UX Writing
- Branding
- Motion

OUR TALK

- What does Content Strategy, SEO and Data mean?
- Meet APTA
- Modern SEO
- Use data to write content
- 5 Use data to audit your content
- 6 Use data to organize your content



DATA FOR ORGANIZING CONTENT

Data	What it shows	Tool
SEO keyword impressions	What people are looking for (in general)	Google Search Console
Survey and interview (qualitative data)	Dig into why and what	Survey Monkey
Content (on the page)	What topics the content is about	Python
Page path report	What people click on next (what they want)	Google Analytics
User testing	How people behave (on your site, on your navigation)	Optimal Sort
Heat maps	What people look at on your page	Hotjar

USE DATA TO ORGANIZE YOUR
CONTENT: NAVIGATION

CURRENT SITE MAP ANALYSIS

Row Labels	Num of Pages	Sum of Pageviews
+ for prospective students	27	1,161,979
+ practice & pat care	154	1,025,834
+ about us	193	896,354
+ payment	175	799,697
+ careers & education	82	742,498
+ news & publications	1035	397,870
+ for educators	66	263,106
+ pt in motion	141	249,082
+ advocacy	72	241,292
+ for ptas	15	172,789
+ for current students	33	151,039
+ (blank)	198	80,561
+ new professionals	8	23,335
+ for media	51	15,623
+ advertisers & exhibitors	8	11,776
+ a profession in transformation	19	9,947
+ membership	4	6,721
+ unknown	1,112	446
Grand Total	3,393	6,249,949

USE DATA TO ORGANIZE YOUR
CONTENT: NAVIGATION

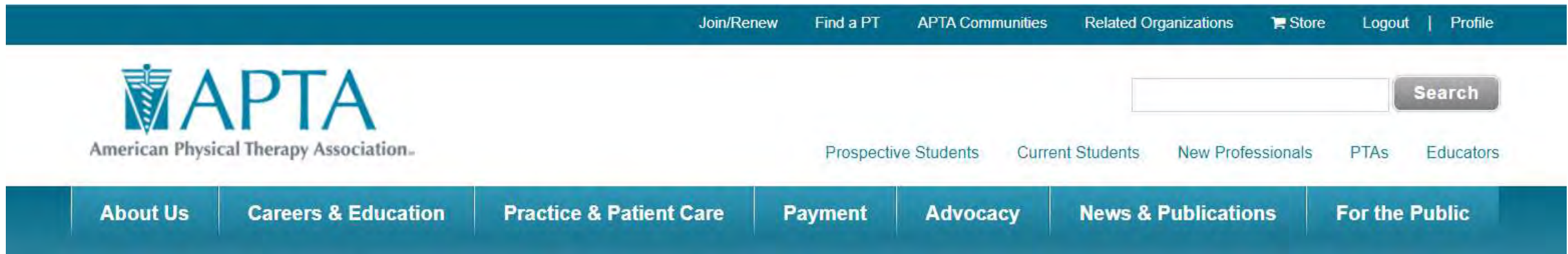
CURRENT SITE MAP ANALYSIS

Row Labels	Num of Pages	Sum of Pageviews
+ for prospective students	27	1,161,979
+ practice & pat care	154	1,025,834
+ about us	193	896,354
+ payment	175	799,697
+ careers & education	82	742,498
+ news & publications	1035	397,870
+ for educators	66	263,106
+ pt in motion	141	249,082
+ advocacy	72	241,292
+ for ptas	15	172,789
+ for current students	33	151,039
+ (blank)	198	80,561
+ new professionals	8	23,335
+ for media	51	15,623
+ advertisers & exhibitors	8	11,776
+ a profession in transformation	19	9,947
+ membership	4	6,721
+ unknown	1,112	446
Grand Total	3,393	6,249,949

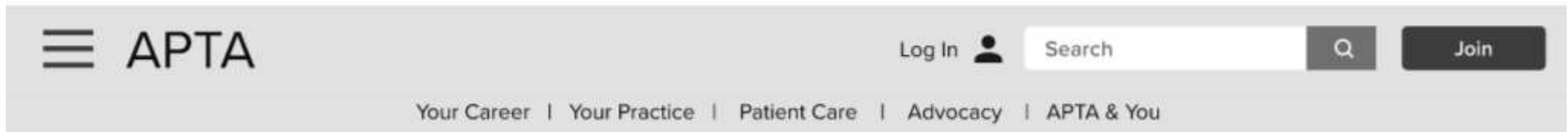
USE DATA TO ORGANIZE YOUR CONTENT: NAVIGATION

NAVIGATION CHANGES

CURRENT NAVIGATION

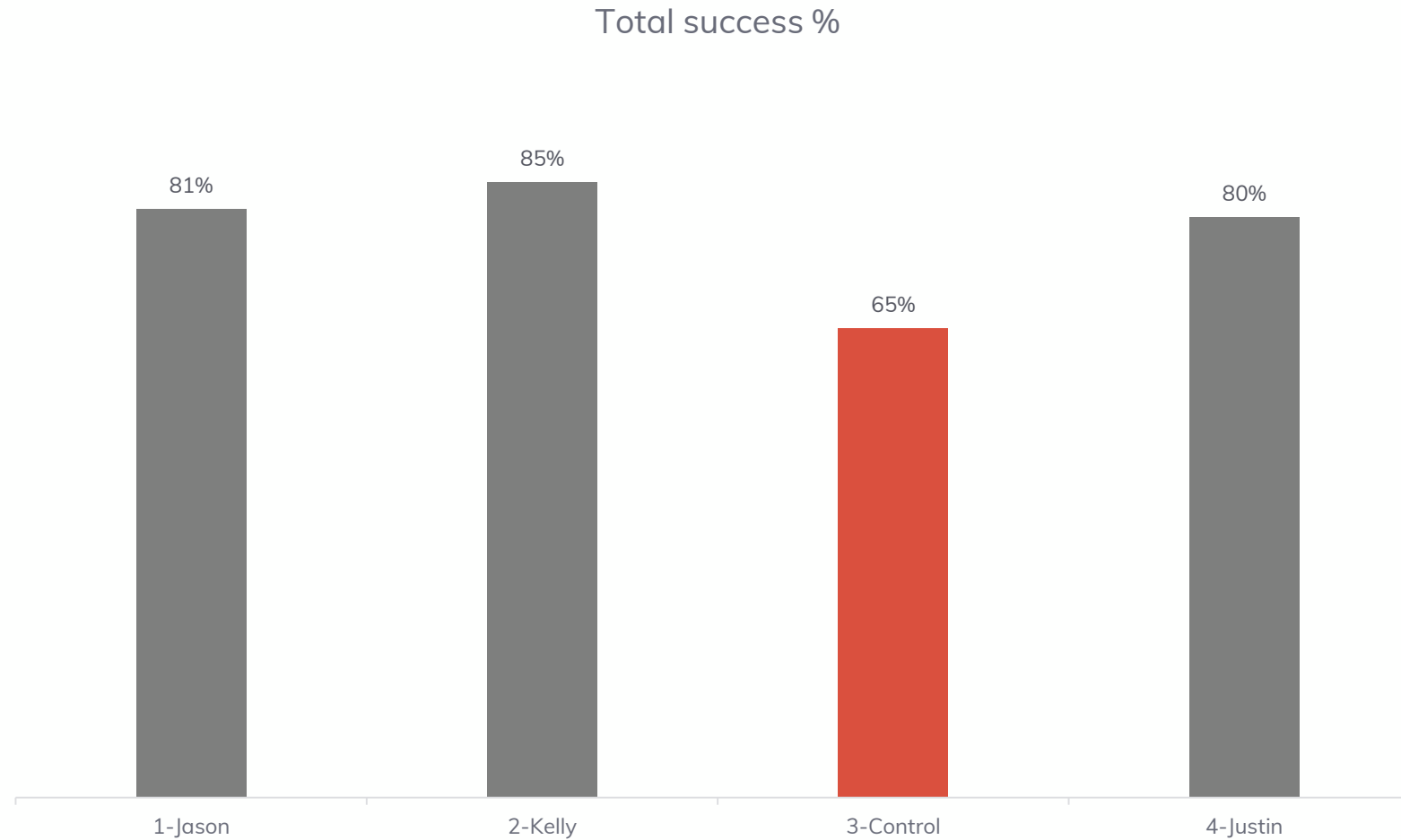


NEW NAVIGATION



USE DATA TO ORGANIZE YOUR CONTENT: NAVIGATION

NAVIGATION TESTING



USE DATA TO ORGANIZE YOUR
CONTENT: TAXONOMY

AUTOMATIC TAGGING

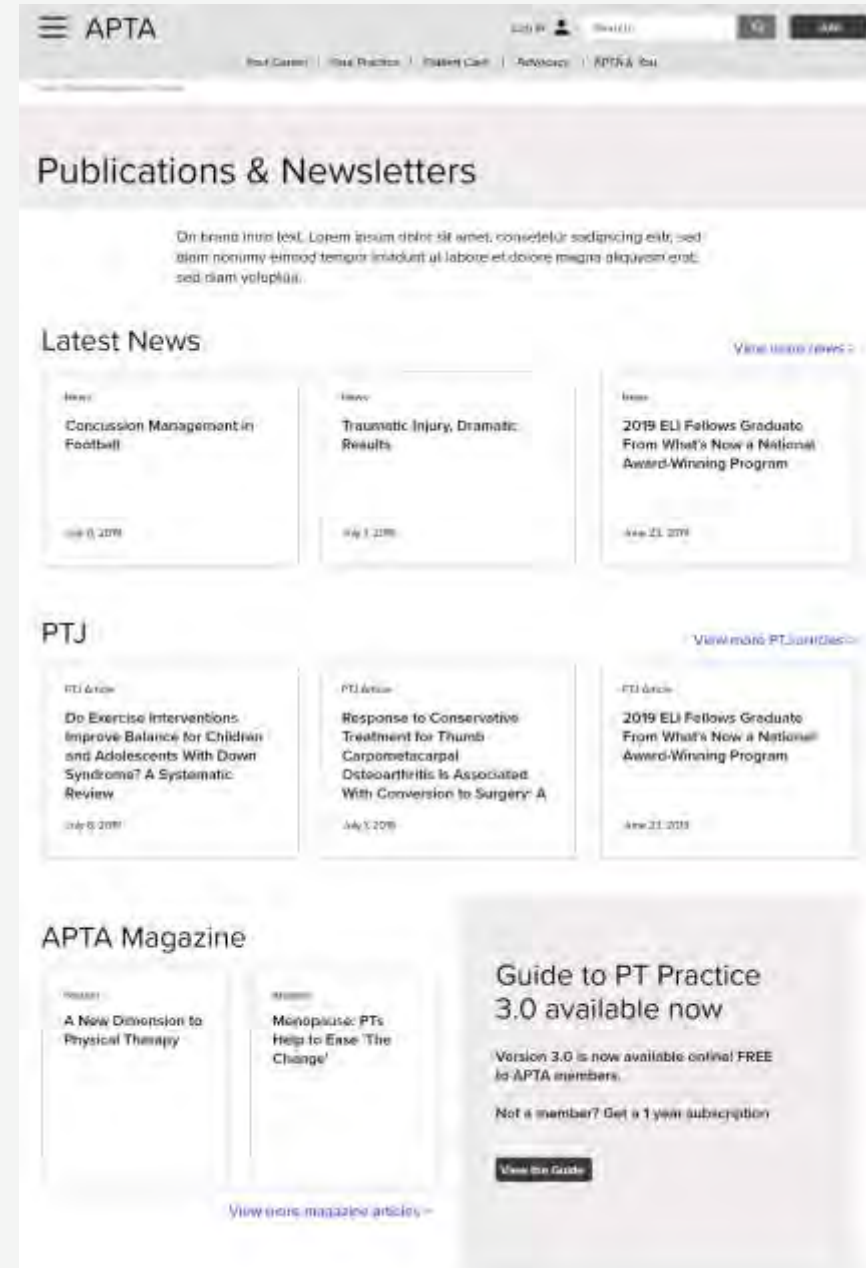
The revised recommendations on pediatric sports-related **concussions** (SRC) from the American Academy of Pediatrics (AAP) aim to strike a careful balance: while the report emphasizes that "each **concussion** is unique," it also lays out several broad recommendations on SRC management that touch on assessing recovery, factoring in the circumstances around individual injuries, and understanding the ways state law can impact return-to-play decisions, among other areas.

The revision—the first in 8 years—comes at a time when SRC reporting is on the rise, with both state legislatures and national media paying increased attention to the effects of repeated mild traumatic brain injury (mTBI) on the human brain. Authors of the AAP report write that while the brighter spotlight is welcome, "underreporting by athletes with SRC remains a large concern," and the general increase in the number of children and adolescents participating in youth sports likely will result in more SRCs, which are currently estimated to happen at the rate of 1.1 million to 1.9 million annually. The report was published in *Pediatrics*.

OLD PAGE



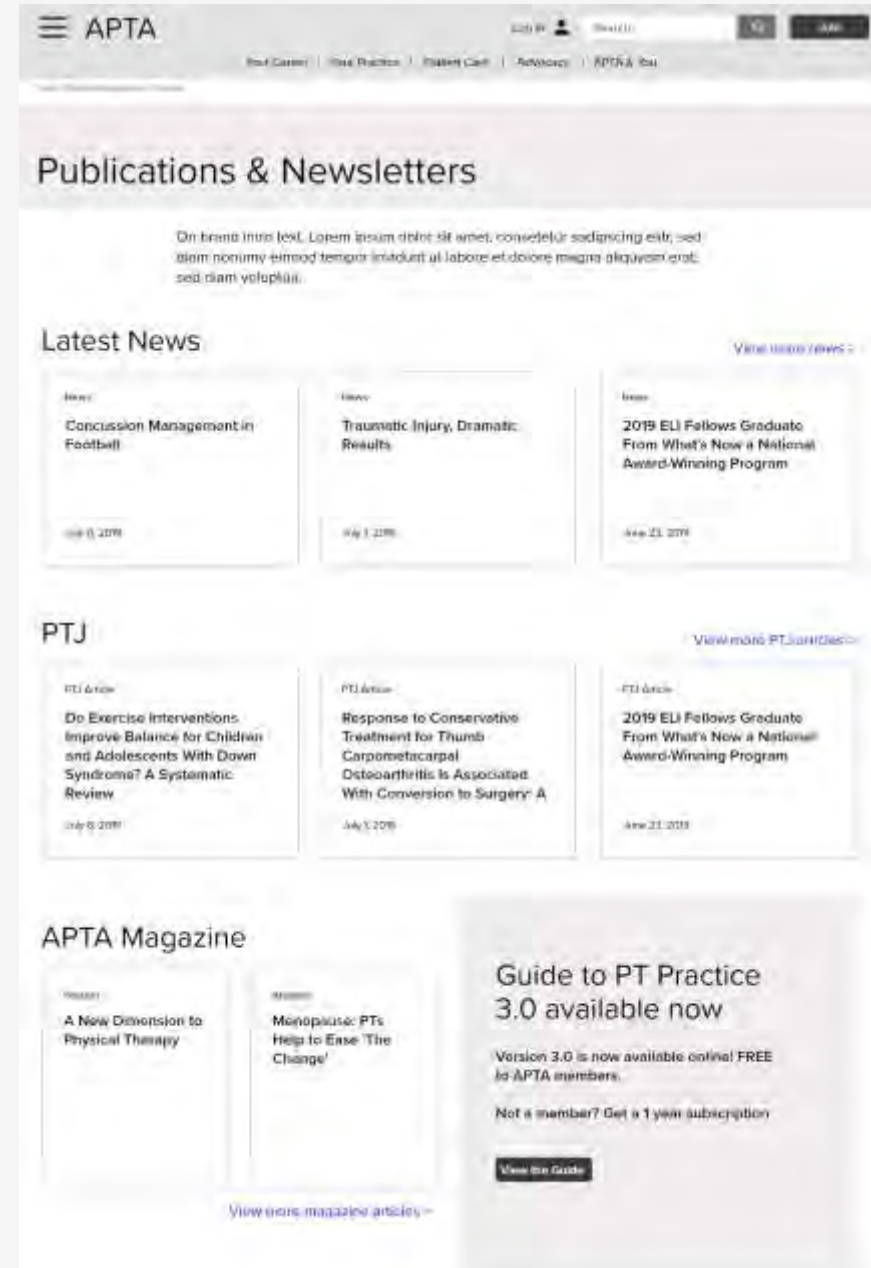
NEW PAGE



OLD PAGE



NEW PAGE



OUR TALK

- What does Content Strategy, SEO and Data mean?
- Meet APTA
- Modern SEO
- Use data to write content
- 5 Use data to audit your content
- 6 Use data to organize your content



KEY TAKEAWAYS

- SEO keyword research is a valuable form of user research
- Use SEO, analytic, & qualitative data to identify & prioritize existing content (in design & writing)
- Use formulas or scripts to automate your content audit & organize content
- Test your assumptions & iterate!



CONTENT STRATEGY, SEO AND DATA

THANK YOU. REACH OUT IF YOU HAVE QUESTIONS.



@BeaconfireRED

JEN BOLAND

Senior SEO & Content
Strategist

jen.boland@beaconfire-red.com



@tjpeelerUX

TJ PEELER

Senior Design & Content
Strategist

tj.peeler@beaconfire-red.com