

DIGITAL AUDIENCE DEVELOPMENT



ERIC SHANFELT

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25+ year digital media exec

SVP of Digital for multiple media companies

Consult for publishers / media companies

Digital audience, revenue, technology

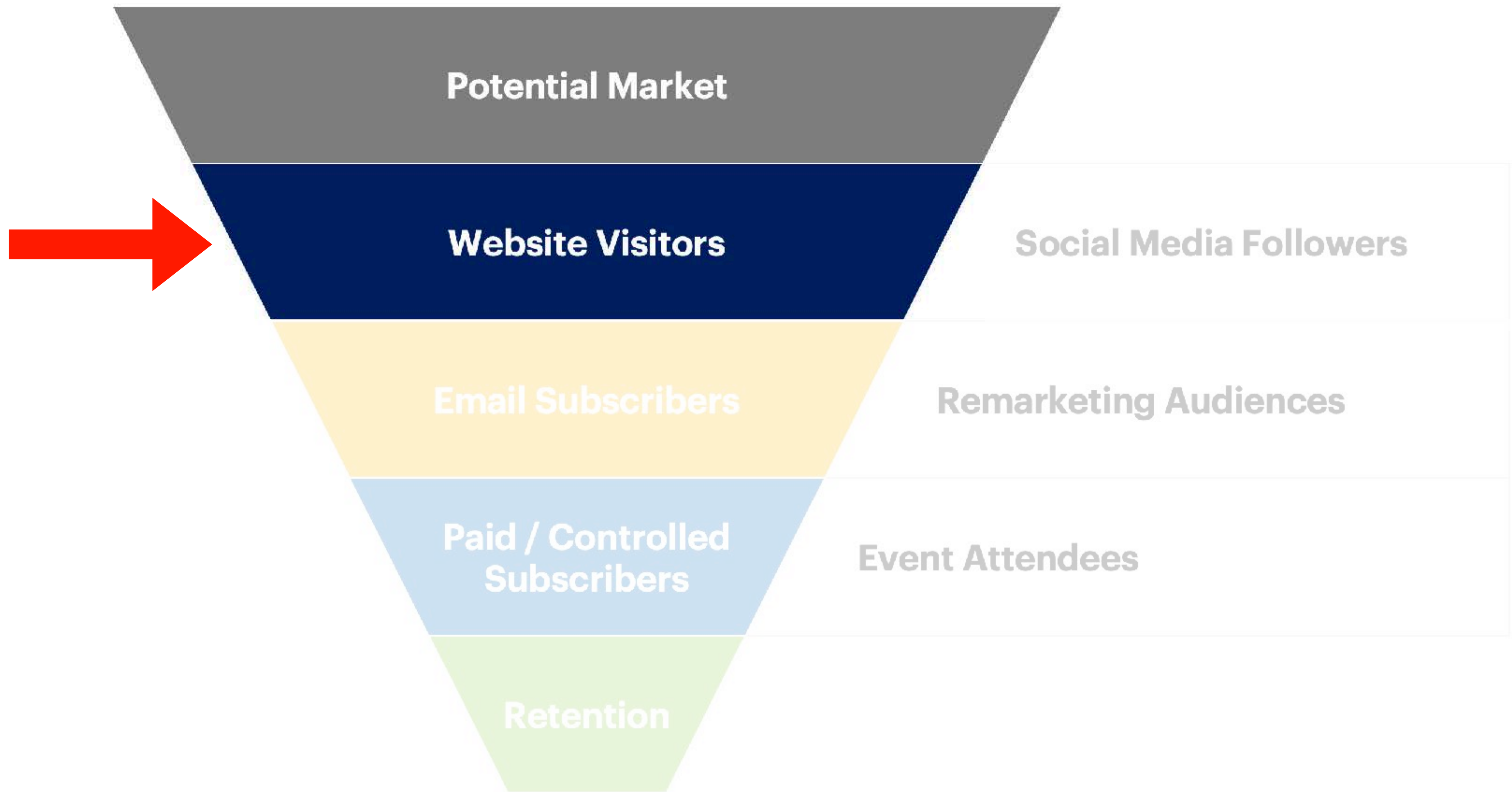
Strategy, execution, training and support

Email newsletter: nearviewmedia.com









SEO

Good content

E-E-A-T (Expertise, Experience, Authority, Trust)

Technical SEO

Fast, secure, mobile-friendly, stable (core web vitals)

Schema / search engine sitemaps (Google & Bing)

On-page optimization

Keywords in headlines, subheads, URL text, images

External / internal links

Inbound links

Easily linkable / sharable

Search type: Web

Date: Last 3 months

+ New

Last updated: 4 hours ago

Total clicks

888K

Total impressions

50.6M

Average

1.8%

Clicks

15K

10K

5K

0

1/18/24

2/21/24

3/26/24

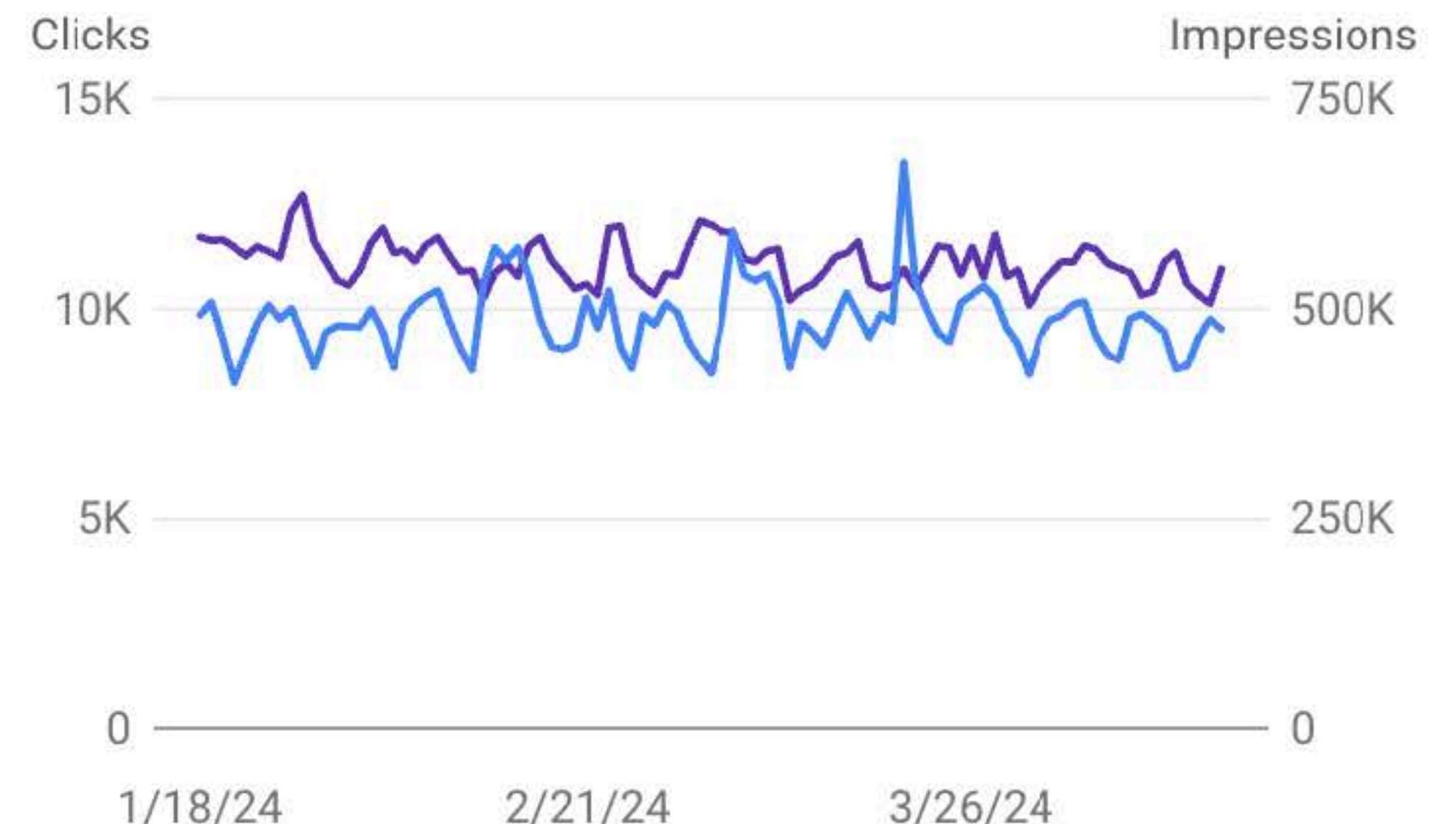
Impressions

750K

500K

250K

0



SMO

Social media optimization

Content optimization

Headline, description, featured image

Network focus

Appropriate networks for your audience

Consistent posting

Every story gets posted immediately

Even posting throughout the day



Skift
477,613 followers
1h • 🌐

+ Follow ...

Apple is placing its wireless streaming technology in hotel rooms for the first time in partnership with IHG ...see more



Apple Debuts Airplay for Hotels in 60 IHG Properties

skift.com ⚡ • 1 min read



2

DISTRIBUTION

RSS feed

Easily discoverable, not full content, featured image

Google News

Google Publisher Center

Google News Showcase (if applicable)

Other aggregators

NewsBreak

SmartNews

Apple News

Sources

Manage

Following

Suggested for you



New England Hockey...



10 takeaways from final NHL Central Scouting rankings of 2024



Yesterday



Who will be some of the best boys prep hockey teams in 2024-25?



14 hours ago



2005 New England boys college hockey commitments



Yesterday



Milwaukee

Manufacturing
CNH India
more than
Racine, WI

Insurance
Michigan
insurance
merge w

Marketing
Visit Milwaukee
centers of
diversity

SHOWCASE

SOCIAL ADS

Content selection

Best performing content

Evergreen content

Ad network selection

Meta / LinkedIn

Campaign setup

Account setup (Business Manager, page, ad, tracking)

Good audience targeting

Proper campaign structure / tracking


Creative optimization



Barn Raiser

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Has the media actually ventured into rural America to ask what the problems and solutions really are? Wendell Berry doesn't think so ...

 Confirmed organization

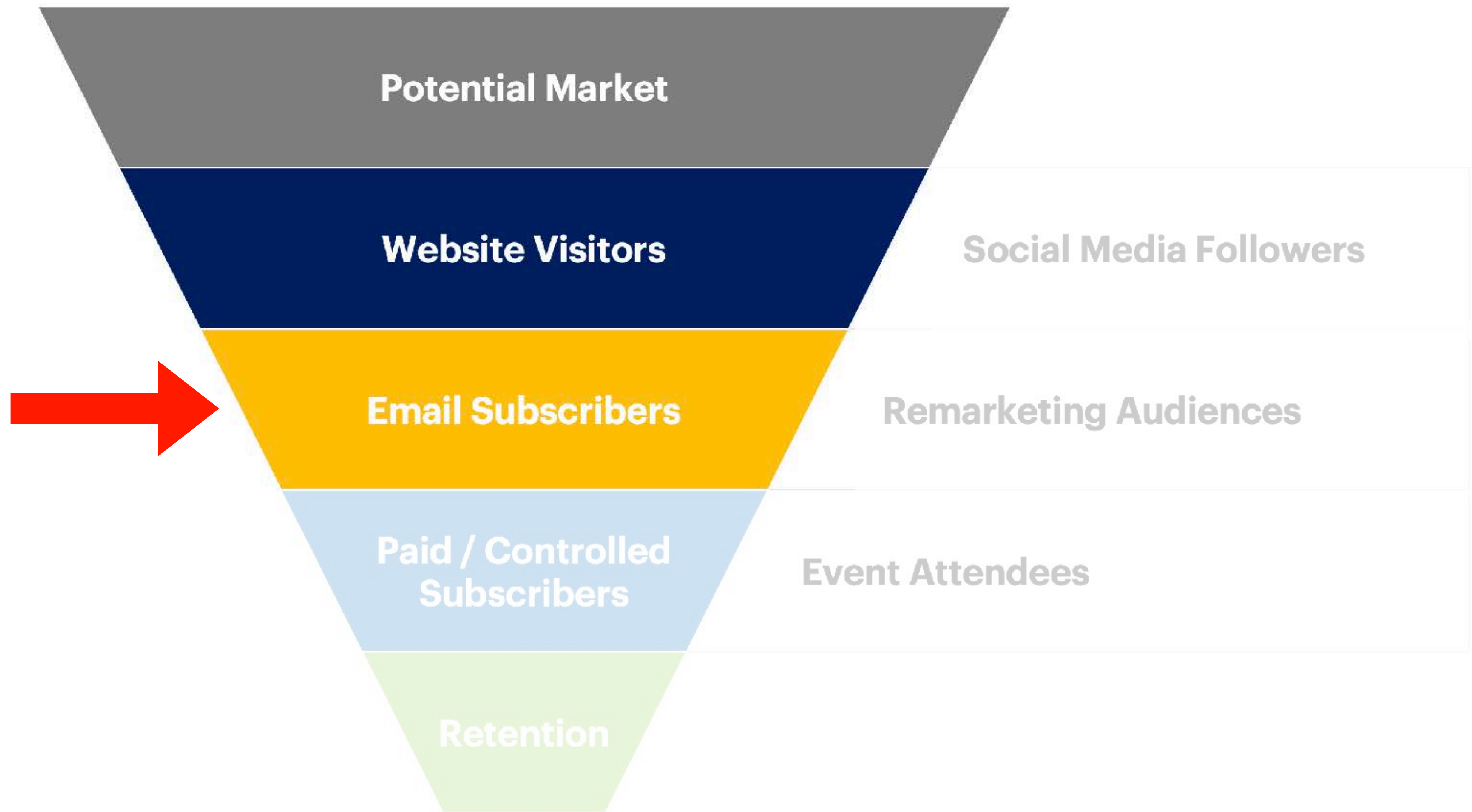


barnraisingmedia.com

What Liberal Elites Don't Know About Rural America

[Learn more](#)

   2.7K 1.1K comments 1.4K shares



WEBSITE

Email signup is the #1 job of your website

Header CTA

Always have email signup CTA in top nav

End of content CTA

Email signup CTA immediately at end of content

Popup CTA

Email CTA popup when user scrolls 40% down

to **blinds** and **treestands** are available as well.

Choosing the best caliber for hunting is a very important task. These days, it seems that everyone is all about the big guns. Everybody wants to pack a canon to the deer woods. Don't fall into that mindset, though.

Consider the "best" options but understand that another selection might actually be "best" for you and your situation. However, it isn't necessary. And on some game, other (even smaller) calibers (where legal) are plenty capable of getting the job done.

Sign up for our email newsletter

Hunting and fishing tips, fishing reports, product reviews and more for the Southern sportsman.

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SOCIAL ADS

Content selection

What is THE most important thing to your audience?

Evergreen content

Ad network selection

Meta / LinkedIn

Campaign setup

Account setup (Business Manager, page, ad, tracking)

Good audience targeting / remarketing)

Lead ad campaign structure / tracking

Creative optimization



Get our list of Dallas' 50 Best Restaurants as chosen by the editors at D Magazine. From Texas BBQ and TexMex, to [...See more](#)



FORM ON FACEBOOK
The 50 Best Restaurants in Dallas

[Sign up](#)

  35

1 comment

OTHER TACTICS

Organic social media posts

Events / webinars

Advertiser lead gen campaigns

“Best of” voting

Sweepstakes

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Webinars

The State of Credit Risk in 2024, LBM Edition

By LBM Journal

April 9, 2024



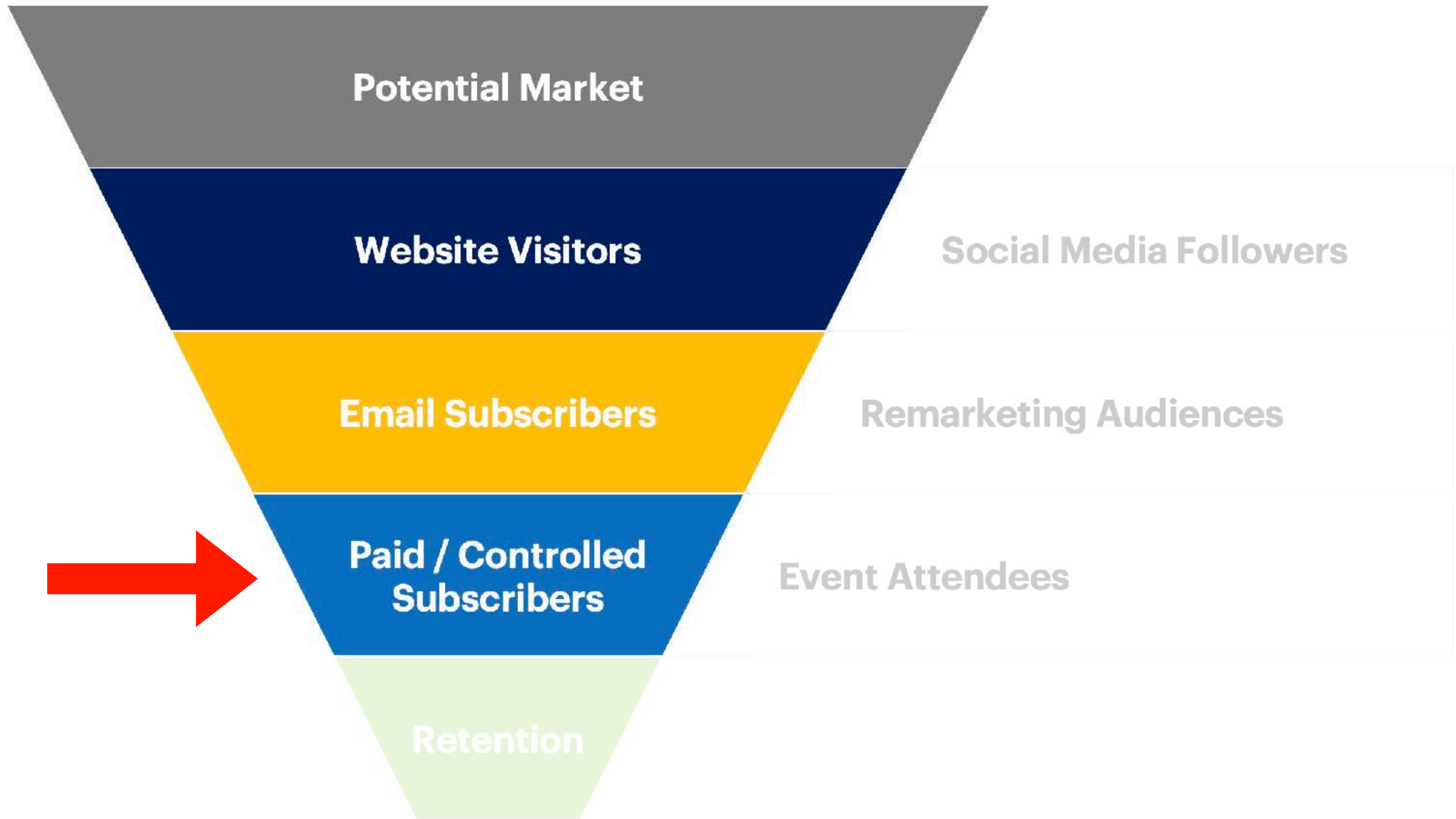
LBM
JOURNAL

WEBINAR REPLAY 

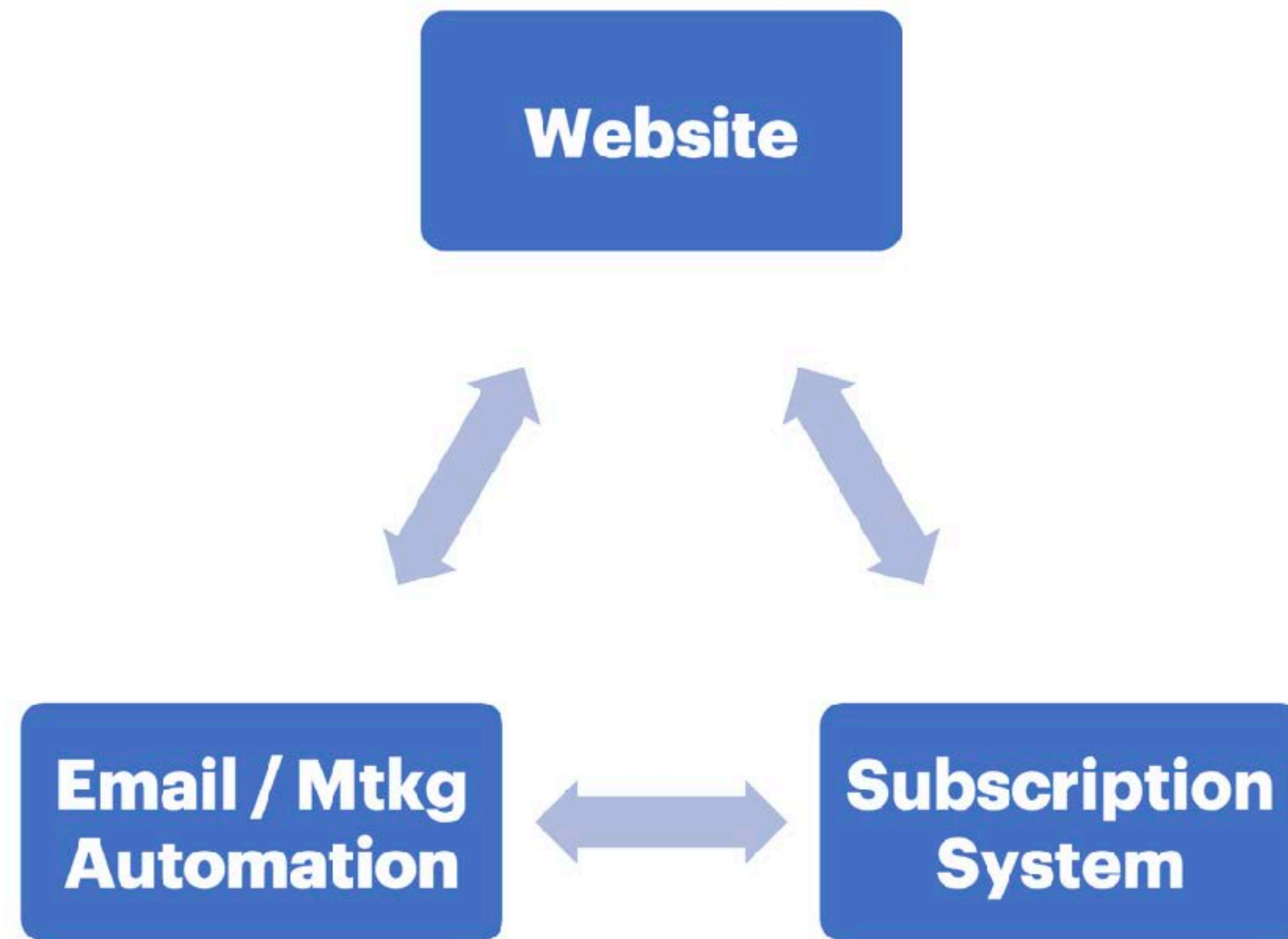
The State of Credit Risk in 2024,
LBM Edition

THEA DUDLEY
POCKET PROTECTORS LLC



SYSTEMS MUST WORK TOGETHER



SUB FORM

Sell the benefits

Keep it simple

Avoid too many steps, options, questions

No distraction

No ads, email CTAs, content, etc. on form

Optimize for mobile

Page design / layout must work great on mobile

Apple Pay / Google Pay compatibility

Auto-renewal only (paid)



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WEBSITE

Header CTA

Button always visible on desktop or mobile

Also add as primary navigation item

Footer CTA

Always visible at bottom of page

Popup CTA

Popup on 40% scroll down the page

“Smart” CTAs

CTAs email, sub, or disappear depending on person



Industry News

Roy O Martin announces \$30M modernization of timber manufacturing

PAYWALL

Not a fan of metered paywalls

To easy to bypass (incognito, cookies, browser, etc.)

Put 40% of best content behind the wall

Tease content before paywall

And ensure content is still indexable by Google

Button always visible on desktop or mobile

Also add as primary navigation item

Can do regwall instead on free pubs

Use 2-step email signup to prevent junk emails

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- Immediate access to all Insider-only content on our website.
- 4 issues per year of the Ottawa Business

EMAIL WELCOME

Email signup automation / workflow

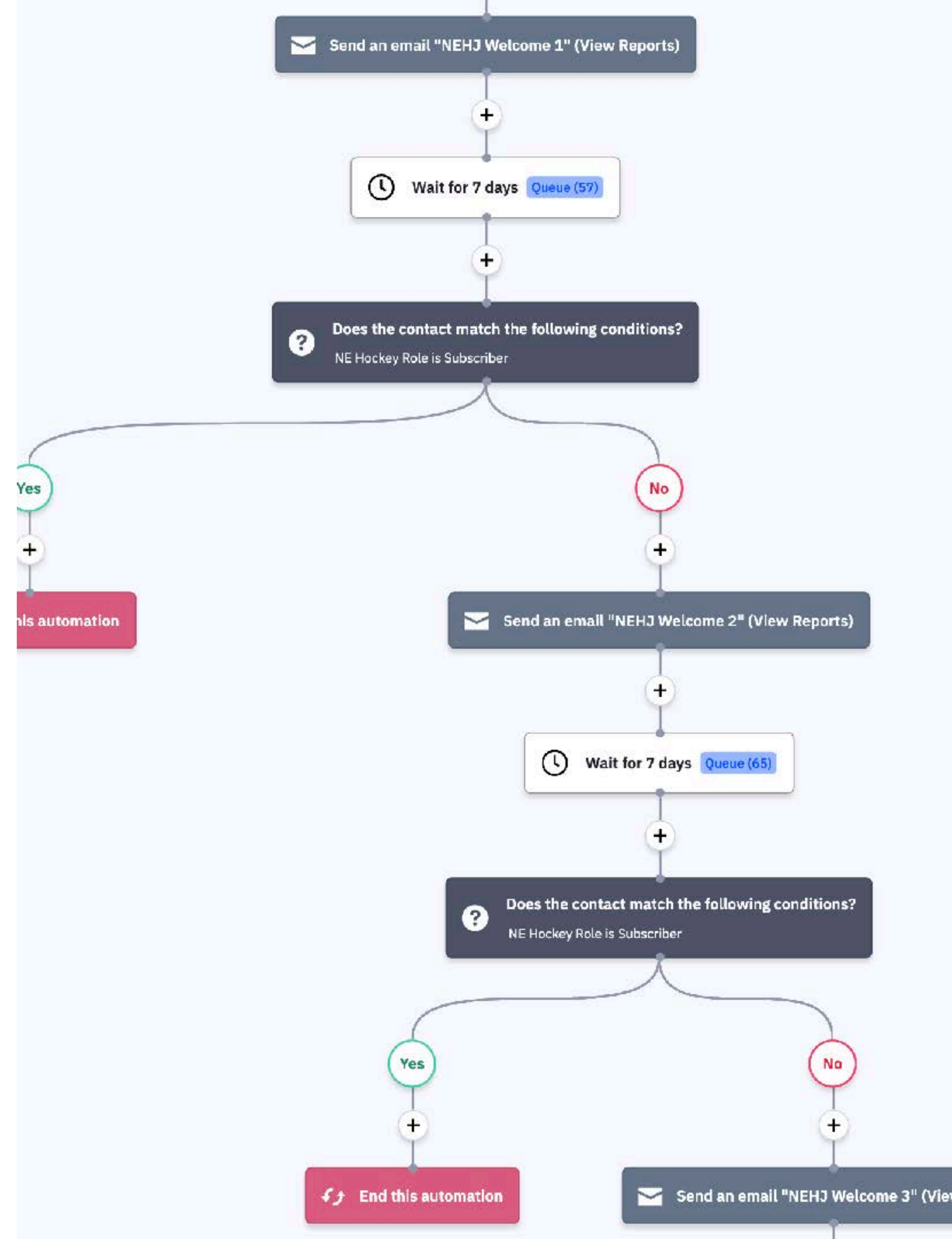
Every new email signup goes through this

At least three subscription offers

At least one week apart, sometimes longer

Discount on final offer (paid)

Recommend 30% off



NEWSLETTER

Conditional content to non-subscribers

Text notification at top of newsletter

Sub offer / CTA at bottom of newsletter

Can be modified for other scenarios

Notification of expiring / expired subscription

Notification of controlled renewal

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NEW ENGLAND HOCKEY JOURNAL

Insider – April 18, 2024



13 locals make final NHL Central Scouting rankings

The draft will begin on June 28.

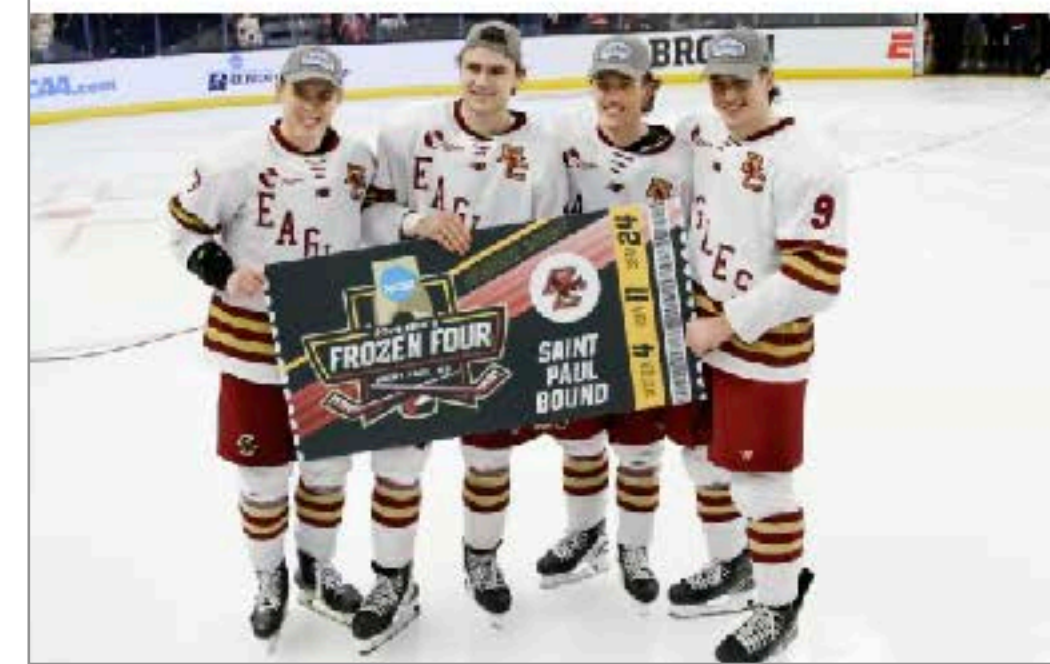
[Read more ...](#)



10 takeaways from final NHL Central Scouting rankings

There are many storylines to digest from latest rankings.

[Read more ...](#)



What's next for Will Smith, Ryan Leonard and Macklin Celebrini?

Top college talent face big decisions.

[Read more ...](#)

OTHER TACTICS

Regular email promotions

Organic social media posts

Social media ads

Flash sale (paid circulation)

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save 50%



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QUESTIONS?

