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The Oak Ridge Boys



Don't Miss The Oak Ridge Boys

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The Content Marketing Quiz: Know Before You Go

What you don't know can hurt your business. Take this quiz to find out how much you know about content marketing.

As a deathcare professional, you put time and effort into educating clientele about their options or why they might want to pre-plan final arrangements. After all, what they don't know *can* hurt their ability to make the best decision for themselves and their families.

As service providers, I think educating the people we help is critical to success. So I put together some information about content marketing in a fun quiz that lets you determine whether

you know the basics of this critical business task.

Check out the questions and see whether you know (or can guess!) the right answers.

If you get 15 to 20 right answers, you're fairly up to date with the basics of content marketing. Getting 10 to 15 correct means you know a bit, but you probably don't have time to read up on online marketing regularly. Fewer than 10 correct answers could mean that what you *don't* know about content marketing is hurting your death-care business.

When you're done, check out the answer key, which also provides more context and additional information on each subject.

1. Which of the following is an example of content marketing?

- A Infographics
- B White papers
- C Blog posts
- D All of the above

2. Content marketing provides value to potential clientele in a way that paid ads do not.

- A True
- B False

3. What does E-A-T stand for?

- A Export, Account, Tariff
- B Expertise, Authoritativeness, Trustworthiness
- C Empathy, Attention, Teaching
- D Education, Advancement, Technology

4. What percent of people search on Google Maps to find a local business?

- A 20 percent
- B 50 percent
- C 85 percent
- D 100 percent

5. The best word count for content on your page is always more than 1,000 words.

- A True
- B False

6. What's generally the fastest way to get your offer seen online by the most people?

- A Paid ads
- B Search engine optimization
- C Social media posts
- D Getting it mentioned on a site with a large audience

7. What does the M in YMYL stand for?

- A More
- B Match
- C Money
- D Marketing

8. When a new site is launched, which version does Google use for indexing?

- A Desktop
- B HTML
- C Mobile
- D None of the above

9. Long-tail keywords are named for the fact that they're longer than other key phrases.

- A True
- B False

10. What is the best keyword density for your on-page content?

- A 1 percent
- B 1-3 percent
- C 5 percent
- D None of the above

11. How can you win the featured snippet in Google search results?

- A Write short, concise answers to common search queries
- B Write the most comprehensive content on a large subject
- C Set your Google Ads bidding structure to include it
- D You can't do anything; it's luck of the draw

12. Which of the following factors can improve your SEO?

- A How many employees you have
- B How many customers you have
- C How many online reviews you have
- D None of the above.

13. Google frowns on businesses that respond to their online reviews.

- A True
- B False

14. Which of the following is not one of the three categories of searcher intent?

- A Navigational
- B Transactional
- C Informational
- D Technological

15. What type of device is used most to access the internet?

- A Computers
- B Mobile devices
- C Voice-activated devices

16. What media can you integrate into your on-page content?

- A Video
- B Infographics
- C Photographs and images
- D All of the above

17. SEM is just another name for SEO.

- A True
- B False

18. Where you put your call to action can be as important as what it says.

- A True
- B False

19. The number of times you should post on a blog every week is:

- A 1
- B 2
- C 5
- D None of the above

20. Which below are examples of off-page content marketing?

- A Social media posts
- B Emails
- C Google My Business profiles
- D All of the above

Answers on page 62 →

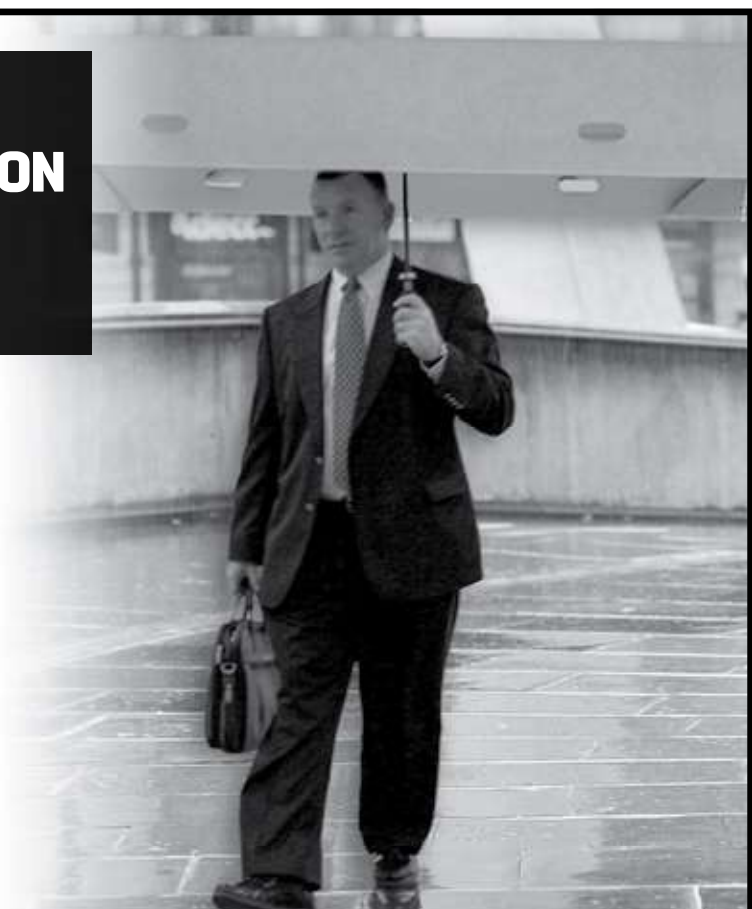
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Content Marketing Quiz Answers

1. **D:** Any type of online material designed to inform people about your deathcare business and products—and eventually convince them to purchase—is content marketing.

2. **A:** The best content marketing offers value through information or entertainment to keep the reader coming back and position you as a trusted authority.

3. **B:** E-A-T is part of Google's Search Quality Guidelines. Content that demonstrates expertise, authority, and trustworthiness is more likely to rank high in the search engine results page (SERP).

4. **C:** Google gets the majority of any type of search traffic, and with "near me" searches in-

creasing by 900 percent from 2016 to 2018, getting your funeral home locations on map results can be important.

5. **B:** Although expert SEO firms weigh in with "best" lengths ranging from 1,400 to 2,400 words, a one-size-fits-all word count doesn't exist. The best length for content on your page is the number of words you need to effectively and completely cover the topic and answer relevant searcher intent.

6. **A:** Pay Per Click, or PPC, and other paid ads can generate results in a few days—sometimes even the same day. SEO, social media posts, and other organic content marketing efforts are long-game approaches. Online marketing usually works best

when you take an integrated approach that includes both paid and organic methods.

7. **C:** YMYL is an acronym for "Your Money, Your Life." If Google believes a page has content that could impact someone's health, safety, or financial stability, it categorizes it as YMYL content and applies strict requirements for expertise and authority.

8. **C:** In July 2019, Google made the move to primarily indexing the mobile version of all new sites. That means deathcare firms must ensure their websites are responsive and mobile-friendly.

9. **B:** While long-tail keywords often tend to be longer phrases, they aren't always longer than the related high-volume keywords. They're called "long-tail" because they have low search volumes, which places them on the "tail" of any line graph that tracks keywords by search volume.

10. **D:** Modern content marketing and SEO is much more concerned with quality and completeness than it is with keyword stuffing. Worry more about using the right keywords in a few integral spots in your content than adding keywords a certain number of times.

11. **A:** Land the very top spot on Google SERPs by asking a question people are searching for and answering it in about 45 concise words, a few bullet points, or a helpful graphic.

12. **C:** Reviews help tell search engines that you're a real business, while having numerous online reviews that are largely positive demonstrates authority and trustworthiness.

13. **B:** Google actually encourages responding to reviews and specifically says it can help your SEO.

14. **D:** You can remember searcher intent categories by remembering Go-Know-Do. People want to go somewhere (navigational), know something (informational), and do/buy something (transactional).

15. **B:** Mobile access of the internet surpassed desktop access somewhere around 2015. According to census statistics, by 2016, more than 70 percent of people accessed the internet via mobile at least some of the time.

16. **D:** Online content performs best when it's diversified and scannable. Break pages up with bulleted lists, subheadings, and content chunks, and offer information via different types of media to meet the needs and preferences of various users.

17. **B:** SEO stands for search engine optimization, which typically refers to organic efforts. SEM stands for search engine marketing and typically refers to paid efforts.

18. **A:** If your call to action, or CTA, isn't in the right location on your page, it might not garner many clicks or follow-throughs—even if your content is high quality.

19. **D:** Magic numbers typically don't exist in content marketing. You should test to find the right posting frequency for your audience and business goals. Once you find it, keep up with it. Consistency is much more important than quantity.

20. **D:** Content marketing doesn't have to be (and shouldn't be) an effort that exists only on your website. The internet is a large playground, and sometimes you have to venture off your personal bench to connect with others. □



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