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Content Is Still the Online Marketing King

By Welton Hong



Digital marketing experiences constant evolution, with new technologies and search engine algorithms requiring companies to tweak strategies to stay competitive every year. However, one fact has remained true over the past several years: Content reigns supreme.

You might expect that elements such as machine learning would have staged a coup by now, but ousting content from its digital marketing throne is harder than it sounds. When it comes to promoting your death-care business online, frankly, content is *more* than the king. It's the entire court: the king, queen, barons, lords, etc. Nothing benefits you more than lots of high-quality, relevant, original content.

While platforms give content a home (a *castle*, if you like), and tools such as artificial intelligence help content conquer greater battlefields, there simply isn't something in the ranks ready to take over as the primary driving force behind all digital marketing efforts.

Here are four reasons high-quality content should be your primary concern when developing crematory and funeral home marketing strategies:

1. Content is an integral part of virtually every marketing tool

From landing pages and blog posts on your website to responding to reviews on Google, content relates to almost every marketing effort you make online. If we only consider text

content, you should be including that throughout your site, on your social profiles, on your Google My Business page, in email marketing efforts, and in paid advertisements.

And while text content is a primary focus when it comes to search engine optimization, other forms of content also must be included. Pictures, video, audio, and infographics combine with text to provide user-friendly, multimedia approaches that are more likely to engage users and keep them on your page. And those content types help power SEO as well.

Here's the key: The content must be high quality, and it must be original.

The text on your cremation business's website doesn't need to win a Pulitzer Prize. The video doesn't have to be good enough to score an Oscar. But your content still must be very good. When representing your business across so many channels (and hopefully driving constant interaction with potential clientele), you need the quality level to align with your business values. At a minimum, that means content that is accurate, well-written, and clear in how it communicates.

And I can't stress this enough: You must create original content that is highly relevant to your death-care business. Recycled content fails to engage online visitors, and Google can tell if content isn't original, which can severely hurt your SEO.

2. The content must speak to both humans and machines.

Factors such as clarity and quality take on even more importance when you consider that your content needs to speak to people *and* machines (more specifically, bits of computer code known as *spiders*) to be successful online.

This is especially true on your web pages, where search engine spiders regularly evaluate how well your content serves a given searcher's needs. Google's primary consumer-facing purpose as a search engine is to find the content that *most helps* the searcher.

In SEO days of yore (less than two decades ago), all you needed to rank in the search engine results pages (SERPs) was a lot of good keyword placement. Today, Google considers how *well* your content is likely to meet the needs of searchers. Quality online marketing content incorporates the clues machines need to connect the dots between searcher intent and your web page.

But you must do more than cater to machines. If your content doesn't serve the people coming to your page, you're not going to convert visitors into clientele. Even if you're doing well enough on the SERPs to drive 100 unique visitors to your page every day, if few of those visitors download your preplanning

materials or call you about cremation services, you're wasting time, effort, and money.

Another reason it's critical that your content works to engage *people*: Google cares about how humans interact with your pages. Your page's RankBrain score plays a role in where you land in the SERPs.

Right now, many of you are wondering: What the heck is *RankBrain*? I'm glad you (probably) asked.

RankBrain is a machine-learning system that measures how your page performs for users. Aspects that can impact your RankBrain score include click-through rates, bounce rate (how quickly people leave your site without visiting another page there), and dwell time (how long people spend on each of your pages).

When your cremation and general death-care content is high quality, people obviously will be more likely to spend time interacting with it. That's great for your conversion rate, and it also helps you out in the search engine results.

3. Google keeps putting content on an ever-larger throne.

This increased emphasis on quality content is not going to reverse anytime soon. In fact, Google just keeps raising the bar, looking to raise high-quality sites to the top of SERPs and banish low-quality sites altogether.

As a death-care company, you know there's no replacement for genuine, high-quality, compassionate service. No business in this industry can simply fake it, hope no one notices, and expect to succeed over time. The same is true with content and search engine optimization. Businesses can no longer "trick" their way onto the first page of results without investing in high-quality content. Google is always on the lookout for that type of thing and constantly updates its algorithms to ensure its top results are the real deal.

4. Content can position you as an industry leader.

And do you really *want* to spend time trying to find clever content tricks to bypass Google's quality radar when good content can do so much for your company? You want content that truly engages and informs, content that positions you as an expert: someone people can turn to in their time of need or when they're confused about preplanning options.

As a cremation provider, you've likely spent a lot of time and effort building a name that people can trust. On the other hand, if you're just now launching a cremation arm of your death-care business, you might need a way to start strong with a trustworthy foundation. Quality content is important in both those cases, because you never want your website to undermine the authority you've built or are trying to build.

How do you generate quality content?


Now that you know *why* content is king, you might wonder how to ensure your website, advertisements, email marketing, and profiles meet muster.

First, make sure your content meets some basic quality criteria. Start by ensuring it's all grammatically correct and delivers the right message in a clear, concise way. Remember, Internet users won't stick around more than a few seconds if they don't see immediate impact from your page, so get right to the point.

Second, think outside of the box to generate a constant supply of good content. Answer the questions you know families have about cremation and invite them to contact you for more in-depth information, but also consider related topics.

Can you tie in local events and concerns or content that covers information that's relevant to families dealing with the loss of a loved one? A wide variety of helpful content encourages people to return to your pages, and it drives more links and shares.

Finally, it's a very good idea to consider contracting with professionals who can create text, video, and image content for your pages. You're busy running your business, and it's not easy at all to create lots of high-quality content in-house when you and your staff have other priorities.

Choose a partner who has experience with content in the death-care niche to help ensure the content is appropriate and relevant to your audience. With the right marketing partner, you can get the benefits of high-quality content without spending time coming up with ideas and drafting every sentence yourself. That leaves you plenty of time to deliver excellent service to clientele, creating a circle of quality that's ideal for your cremation business's future. 



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