

Re-Thinking Content

Engagement-Based Conversion Study

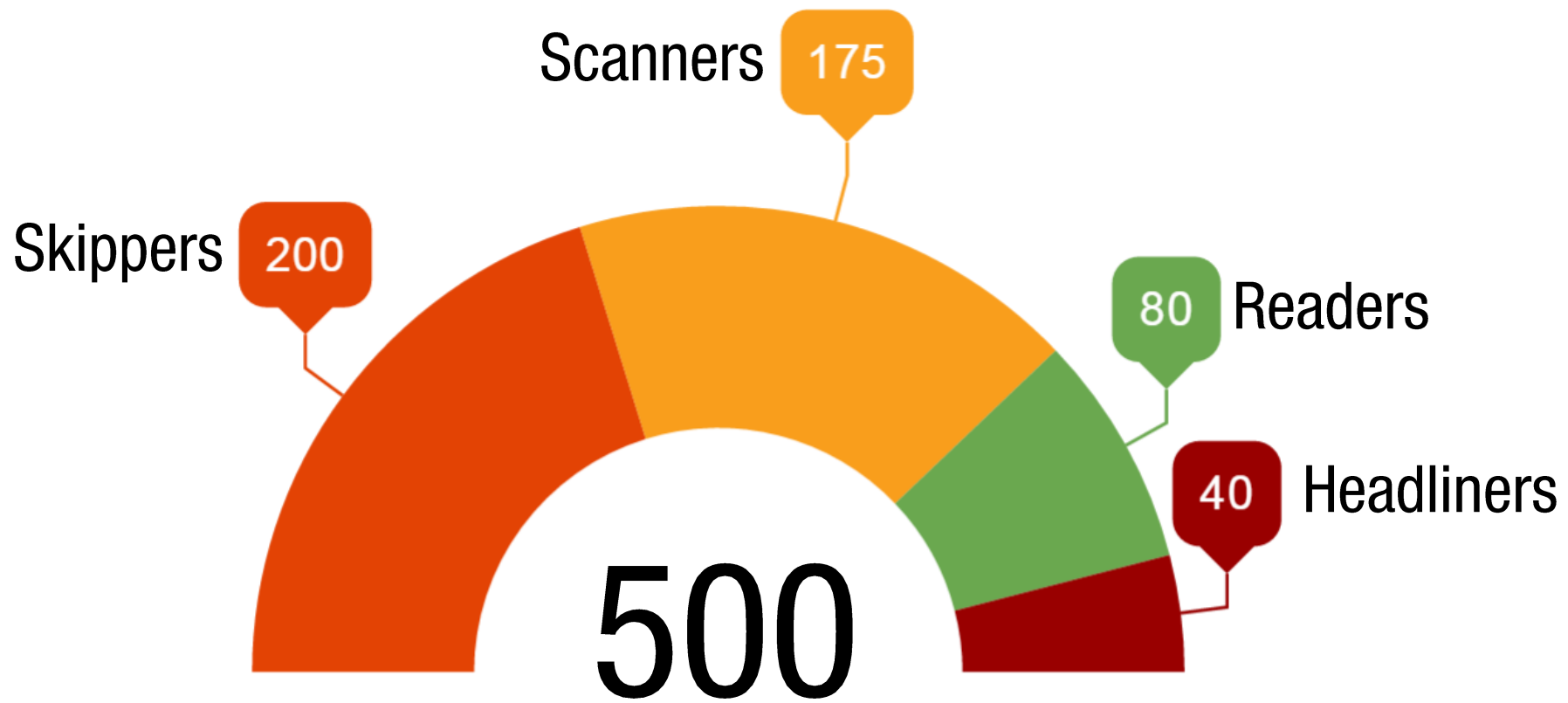
By Dan Petrovic



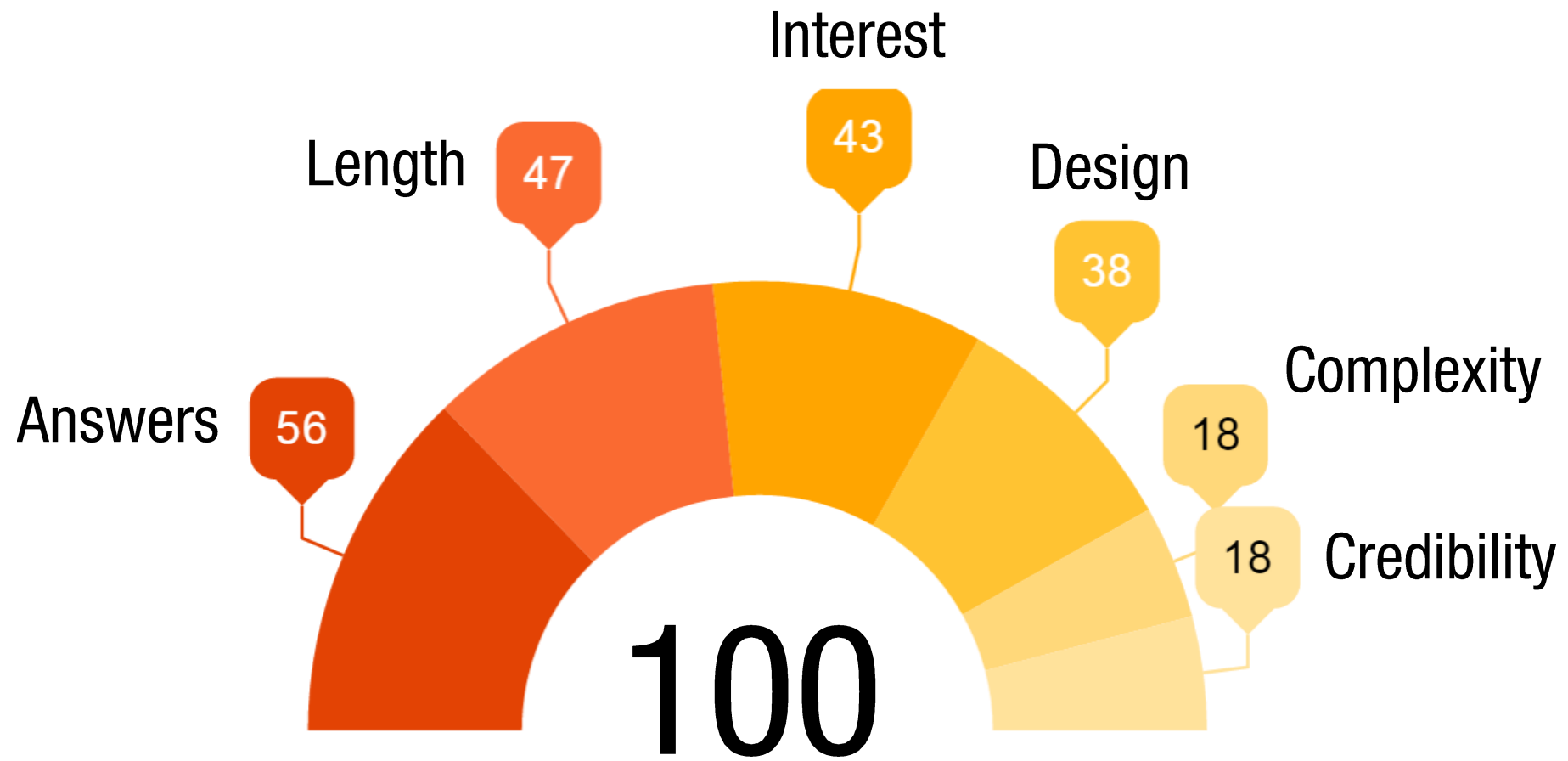


What I if told you

you read the the first line wrong?





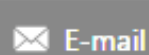


[Home](#) / [Research](#) / A Comprehensive Study of Content and Brand Visibility on Google+

A Comprehensive Study of Content and Brand Visibility on Google+

📅 Wednesday April 16, 2014

4.5k
SHARES



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?

Request a Quote

Full Name *

Email Address *

Phone Number *

Company Name

Website URL *

dejanseo.com.au/google-plus-study

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

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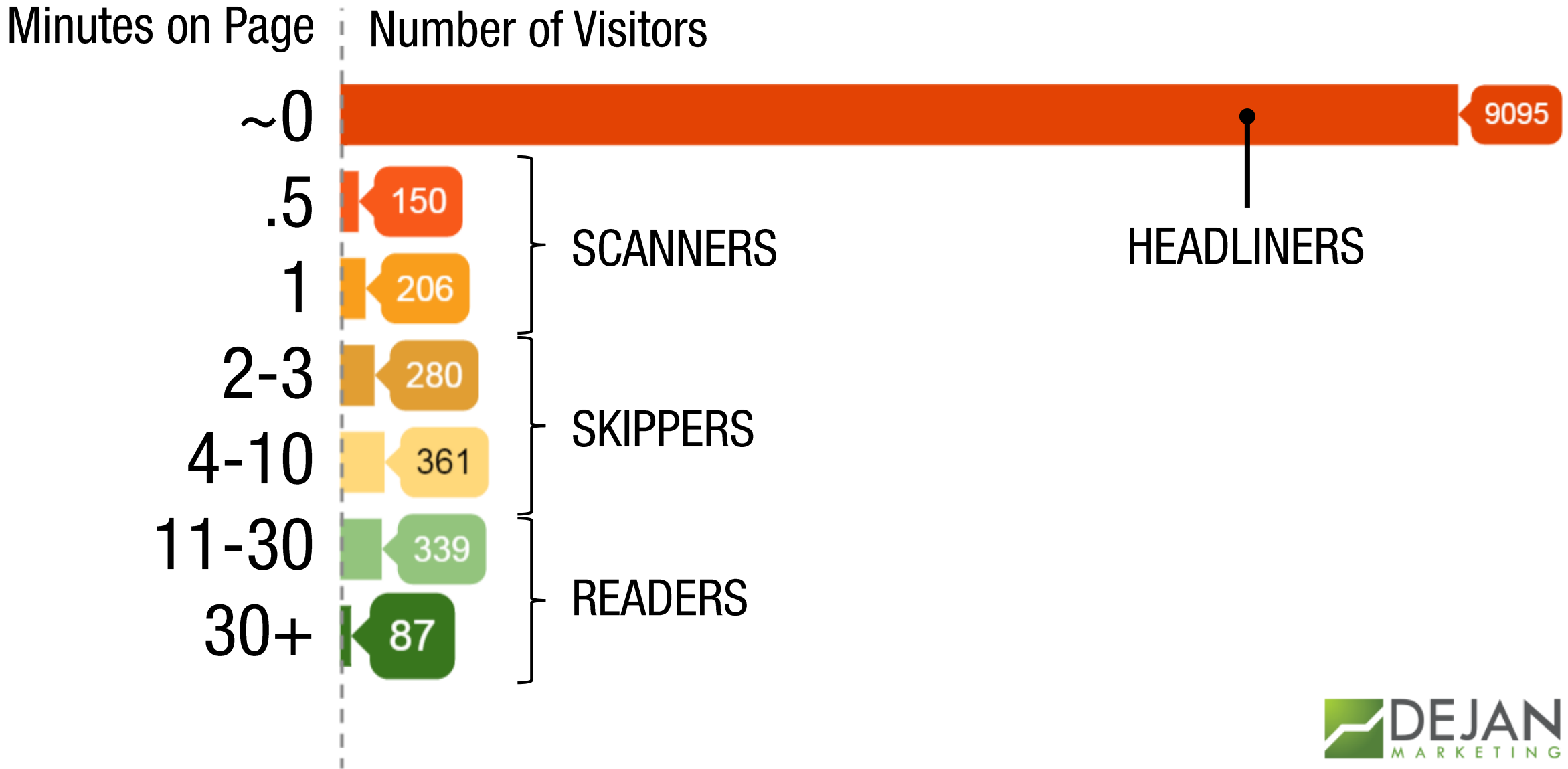
CONTENT CONSUMED: 25%

BOUNCE RATE: 90%

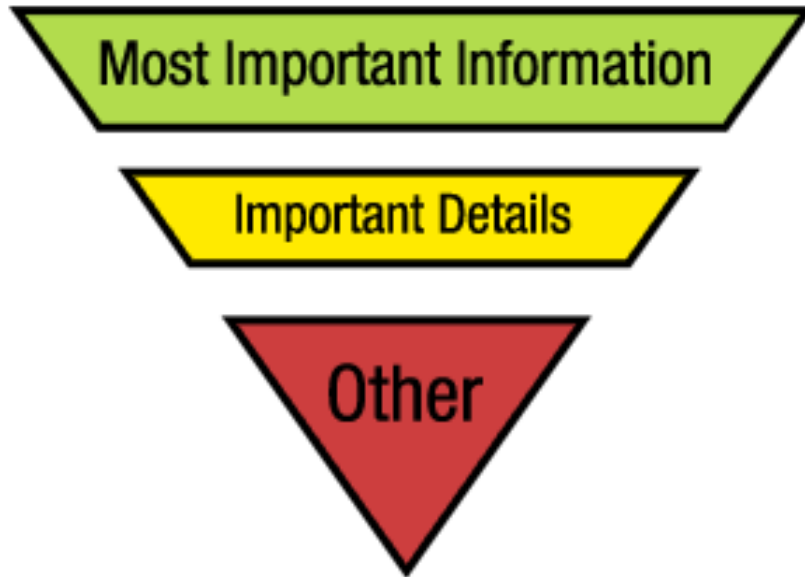
Minutes on Page

Number of Visitors

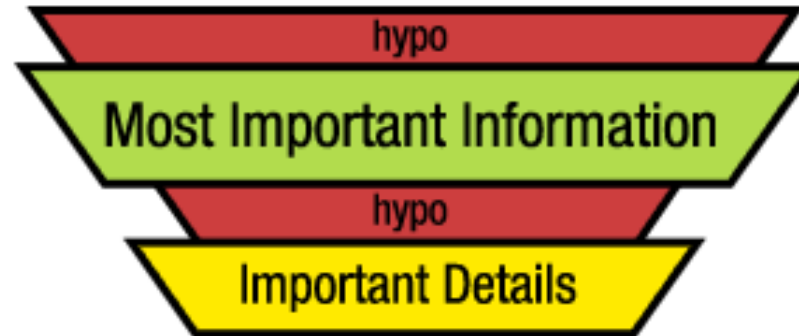




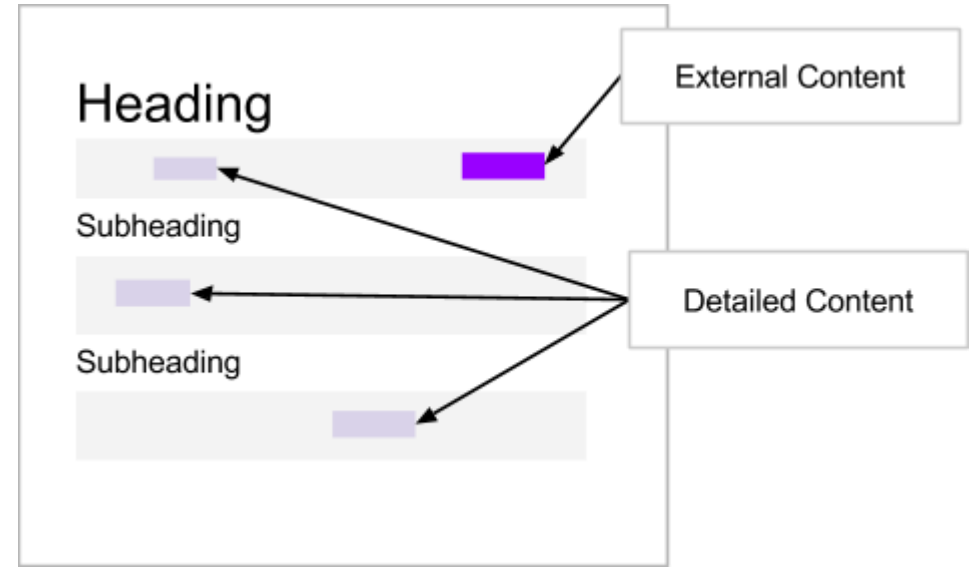
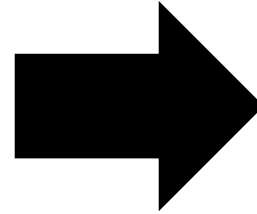
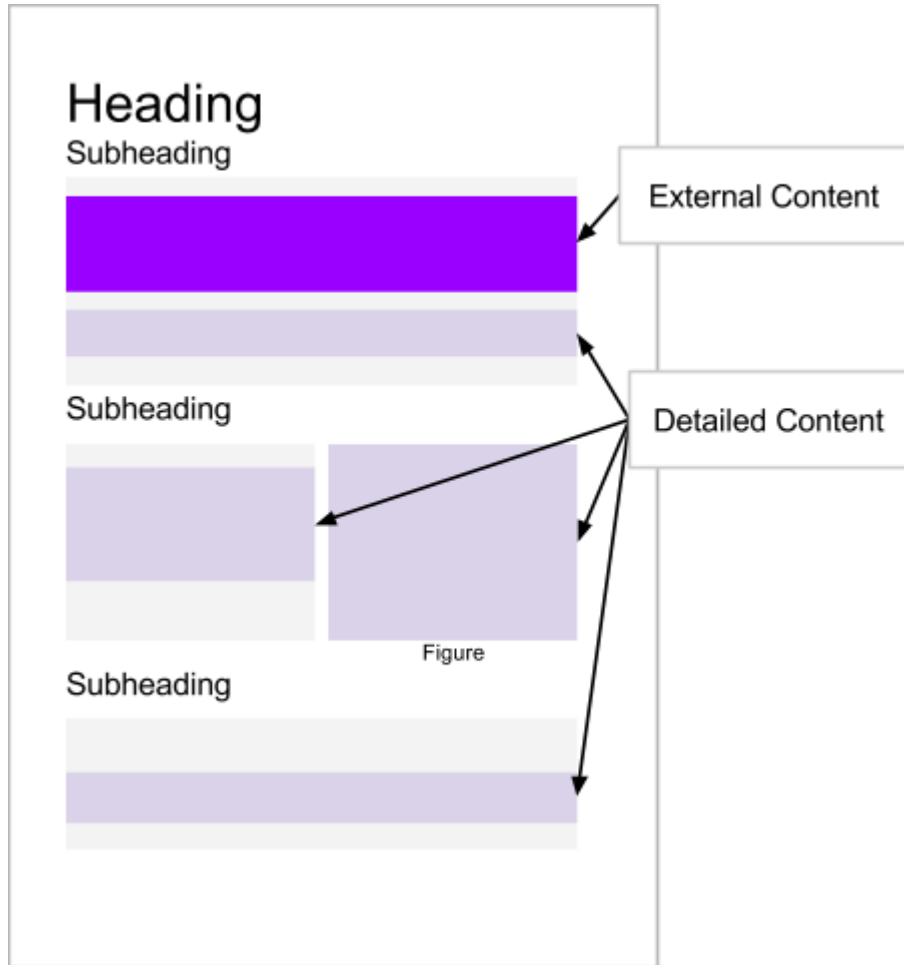
1. Minimise interruption
2. Provide quick answers
3. Support easy scanning
4. Improve trust and credibility
5. Offer in-depth information retrieval
6. Enable interactivity and personalisation



Classic Inverted Pyramid



Web-Friendly Format



On the left we see a classic inverted pyramid. On the right is a modified model with background information folded in hypotext. 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](#) back in 1997. Basically, how we write isn't compatible with how we read on the web and we haven't done anything about it in nearly two decades. I don't know about you but I see a great opportunity here.

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](#).

TL;DR Culture

Question: What is the right dose of exercise for a longer life?

Answer: 450 minutes per week



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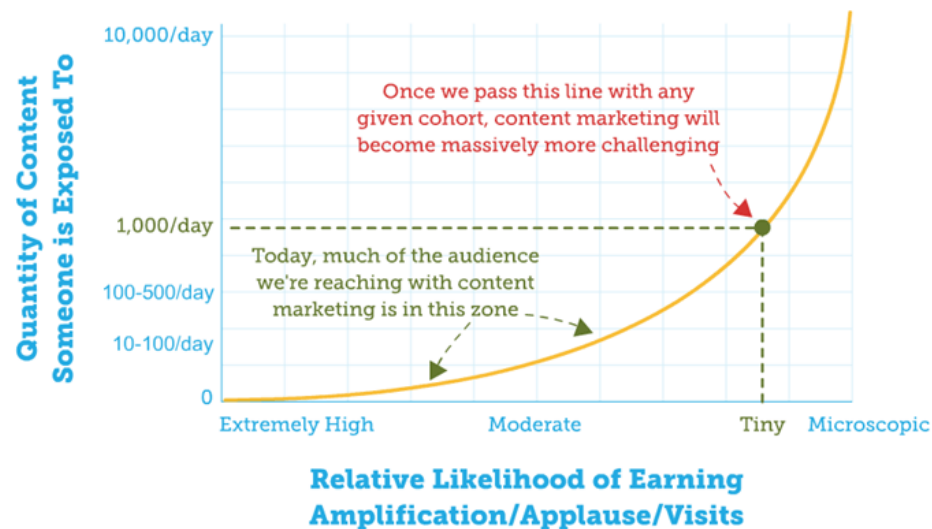
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How Content Fatigue Happens



Source: Content Marketers Could Become Their Own Worst Enemy

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[hypotext target=“*target-name*”] Anchor Text [/hypotext]

[hypotext id=“*id-value*”] Expandable Content [/hypotext]

WordPress Plugin Download

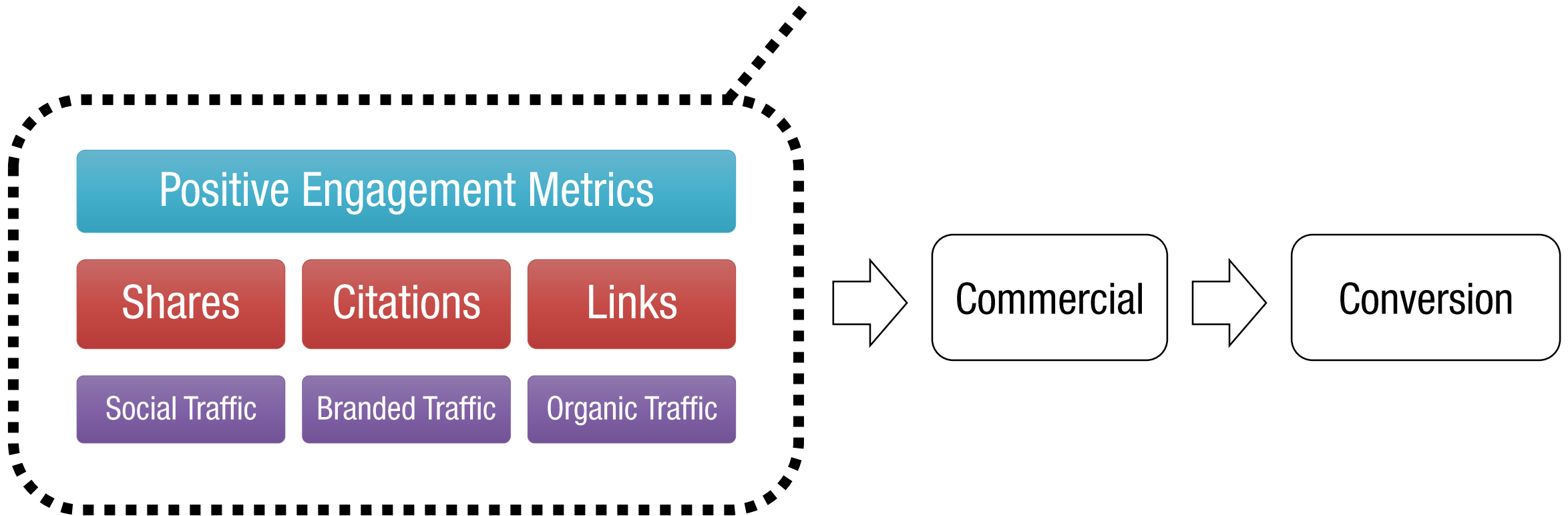
dejanseo.com.au/web-content/

Test Data

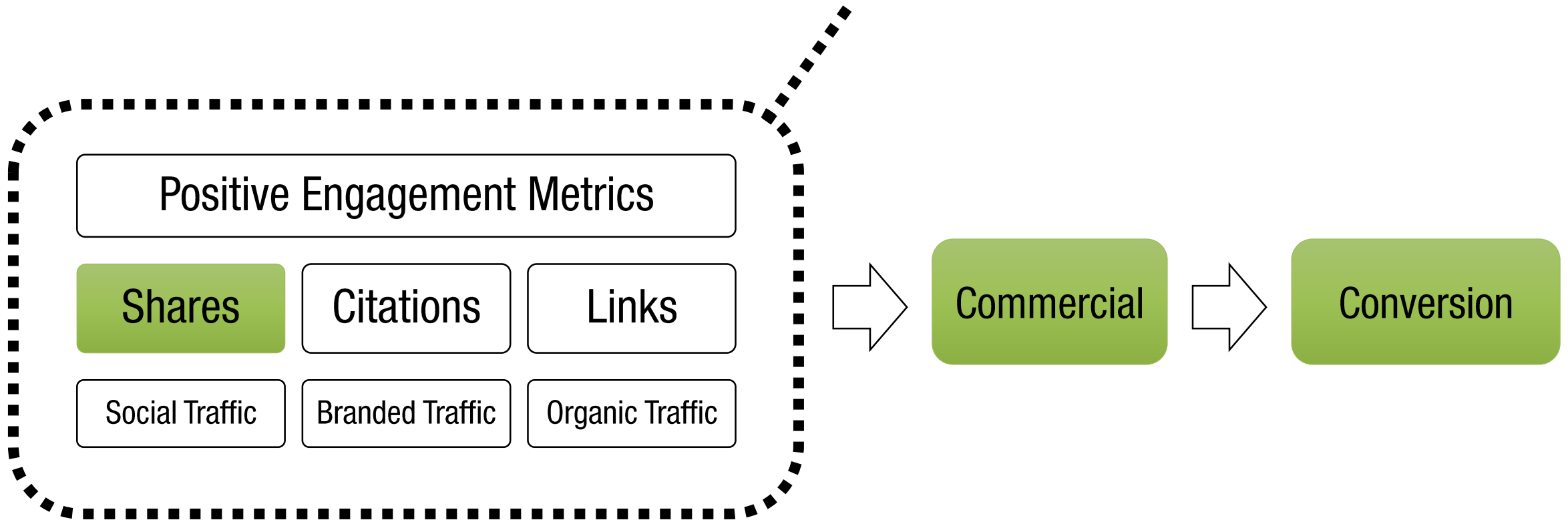
Non-Commercial Content

People who read your content in **more detail** are likely to mention, quote and link to it.

Objectives



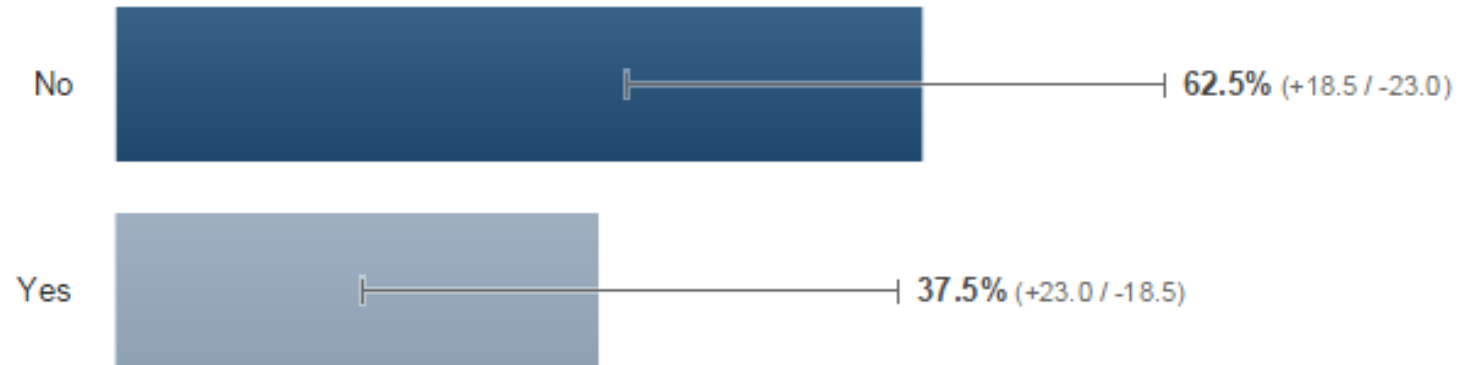
Assisting Conversion

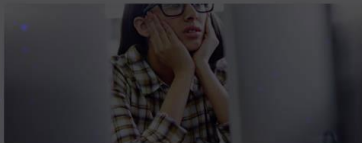


Social Proof

Content Quality and Reputation

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





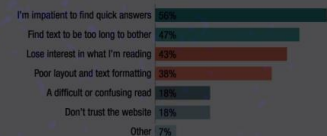
Here's Why Nobody Reads Your Content

Thursday June 11, 2015

518 views [Google+](#) [LinkedIn](#) [Twitter](#) [Facebook](#) [Email](#)

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

We asked the group that doesn't read full content for their reasons and this is what they said:



There's your quick answer. Some of my readers will leave at this point and that's fine because the rest of the content it is for those willing to dive deeper.

The Iceberg Model

So here's a weird thing. This is a 400 word article that can also be 4000 words long. Being presented with everything at once can discourage reading so I only show the most important parts and let my readers carve a personalised path through available content by clicking on [hypothesis \(1\)](#) - click to expand for more information

Innovation

Journalists on average tend to write in a more web-friendly way than most other online publishers. There are many [great examples \(1\)](#) out there but their format still appears limited by static medium principles (press).

In response I created a modified version of [inverted pyramid \(1\)](#) in hope to align user experience with user expectations by looking at the web for what it is - a dynamic medium.



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Thought Leadership

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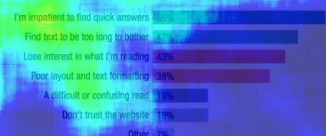
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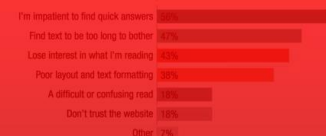
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Most people opened up to this line (1980s)

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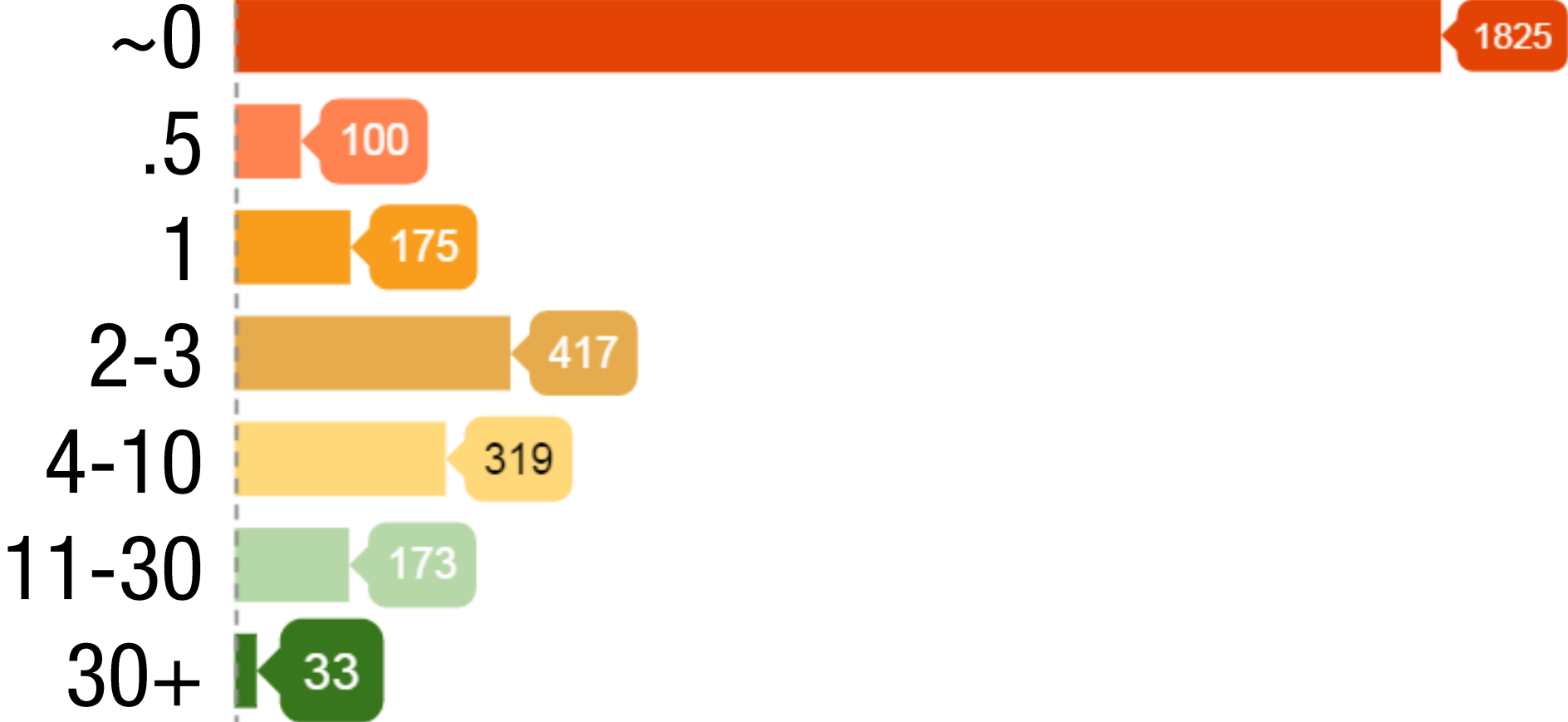
| | OLD | NEW |
|----------------------|------|------|
| WORDS: | 5300 | 5800 |
| ACTUAL TIME ON PAGE: | 6m | 12m |
| BOUNCE RATE: | 90% | 60% |

Minutes on Page

Number of Visitors

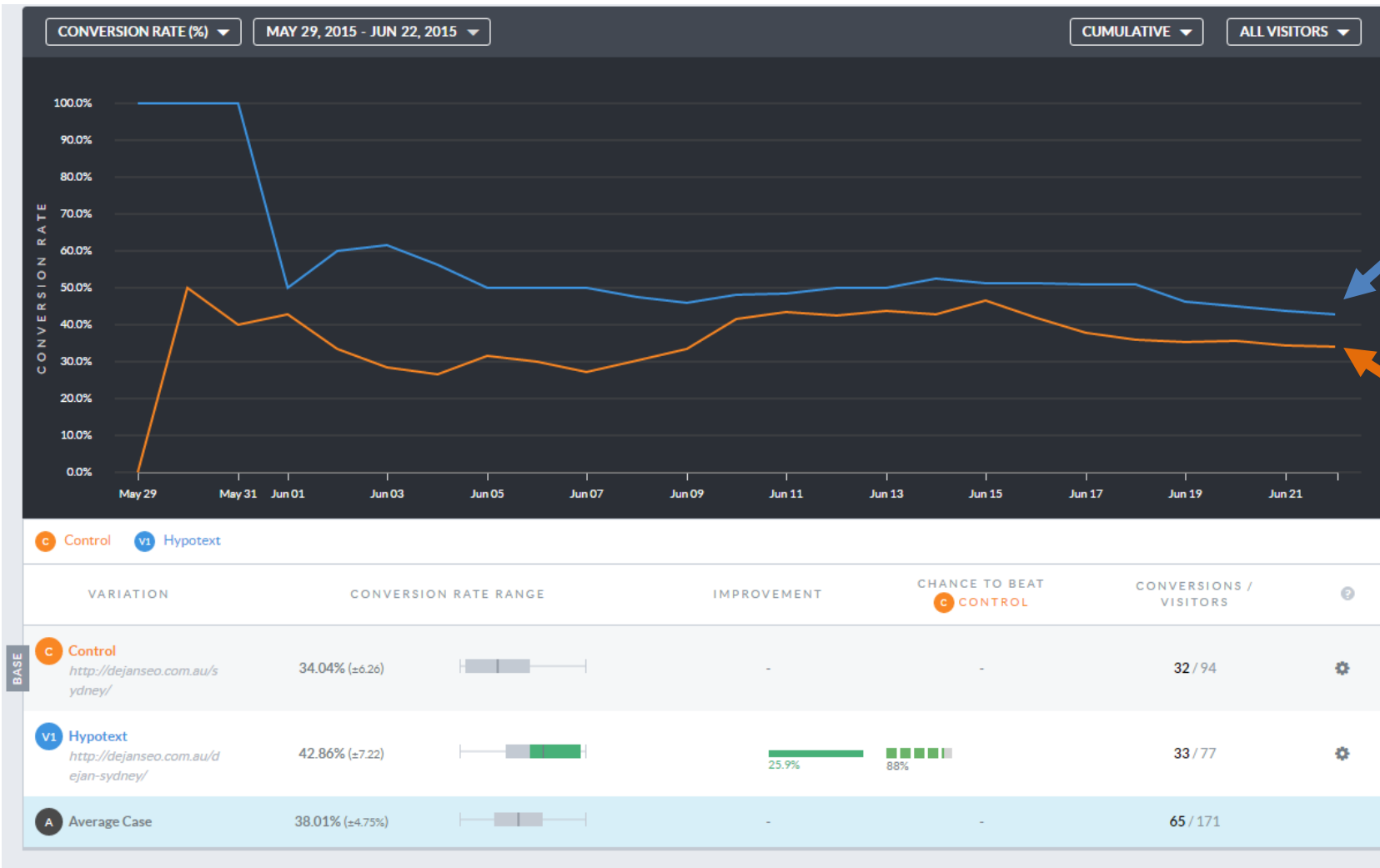


Minutes on Page | Number of Visitors



Test Data

Commercial Page



HYPOTEXT VERSION
Improvement: 26%

OLD VERSION



DEJAN
M A R K E T I N G

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