

# How to improve performance with audience-first SEO & content strategy

SEMETRICAL

OCTOBER 2020

# Award Winning Experience

- 2020: Best Small Biddable Agency (UK)
- Best Content Marketing Campaign (Europe)
- 2019: Best Small SEO Agency (UK)
- Best Use of Search Marketing in B2B (Europe)
- 2017: Best Small SEO Agency (Europe)
- Best PPC Campaign (Europe)

UKSEARCH  
AWARDS 2019  
WINNER

EUROPEAN  
SEARCH  
AWARDS  
2019 WINNER

EUROPEAN 2017  
SEARCH AWARDS  
WINNER

THE DMM  
SEARCH  
AWARDS  
FINALIST 2018

EUROPEAN  
CONTENT  
AWARDS  
WINNER



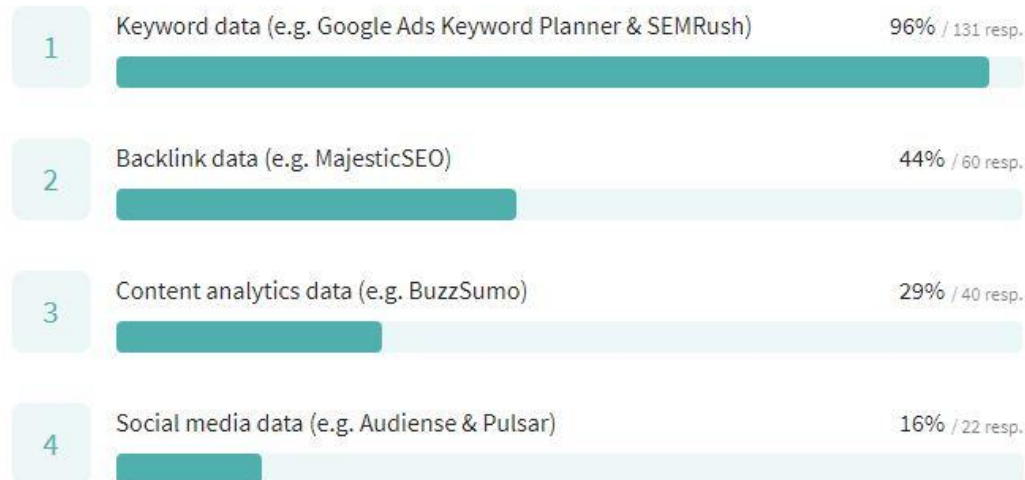
# Topics of discovery

1. What are the benefits of an audience-first SEO strategy?
2. How do I integrate keyword intelligence and audience intelligence research to formulate an audience-first SEO strategy?
3. How do I optimise towards an audience-first SEO strategy to improve performance?
4. How do I coordinate an audience-first SEO strategy?
5. What do I need to start formulating an audience-first SEO strategy?

# SEO Strategy Survey Results

Please select from the list the data sources which you use as part of your SEO strategy. (You can select as many as you want)

136 out of 136 answered





# SEO Strategy Survey Results

Do you think search engine keyword data provides enough insight to fully understand the interests and behaviours of your target audiences?

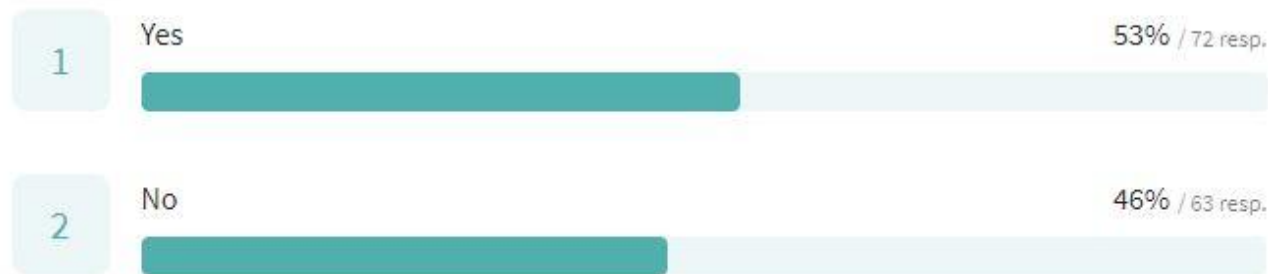
135 out of 136 answered



# SEO Strategy Survey Results

Do you find it difficult to generate content and digital PR campaign ideas?

135 out of 136 answered



# SEO Strategy Survey Results

Would you like to increase the speed and efficiency of your link opportunity prospecting?

135 out of 136 answered



# How do you integrate social media data to improve your SEO performance?

"I don't integrate enough social media into my strategy, but I know it should be included. I actually think SEOs should really just be considered organic traffic drivers and work on a multi-channel organic strategy"

"I do not"

"I don't use social media data for any seo activities"

"I don't"

"Na"

"Not done much, still pondering."

"Never"

"We don't really."

"No idea"

# How do you integrate social media data to improve your SEO performance?

"Social media data paints the picture of what audiences are specifically talking about. I look at that in coordination with keyword data to determine what content is most relevant and most engaging to audiences and plan content around that."

"I use hashtags to gather more information and insights about other brands in the category"

"We started social media marketing pretty late. So, right now we mostly keep a close eye on our competitor social media content, and try to look for some ideas there"

"I consider themes, keywords and statistics in my content writing process."

"Social media data helps inform personal research, allowing us to better understand the mindset of the searcher. We are then also able leverage rich results in the SERPs to our benefit."

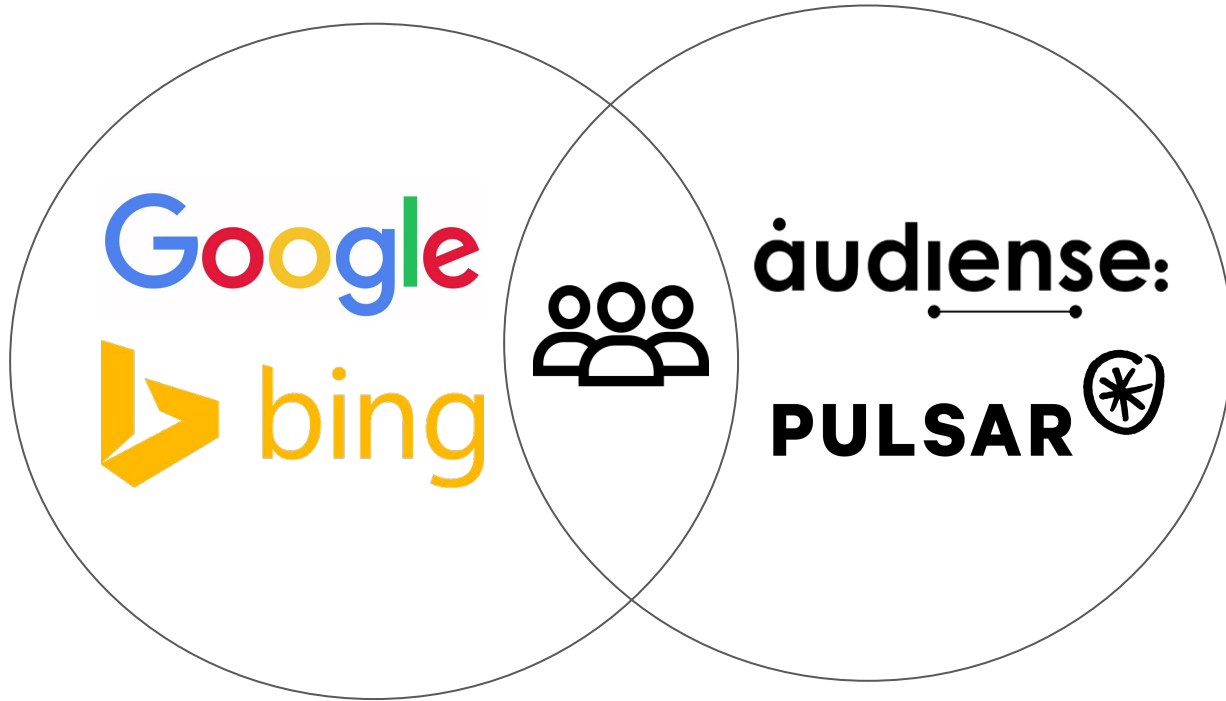
"By working with demographic data collated from social media"

"For content ideas, personas, evaluating different traffic aquisition channels and their strenght with competitors"

"I analyse which type of content is getting the most social shares in my niche. I use that information when creating content."

"Variety of ways including improving ideal customer profile"

# Search engine & social media behavioural data



# UK property industry example



Common KW Structure: {X bed} house / flat / apartment / property {X location}

Additional High Priority KW Segments ('SEO Competition' will vary):

- **New Homes** (e.g. "new build homes in london" 1,300 avg. m/s)
- **Luxury & High End Properties** (e.g. "luxury apartments london" 1,600 avg. m/s)
- **Commercial Properties** (e.g. "commercial property for sale london" 1,300 avg. m/s)



new build homes in london

1,300 \$2.55

Powered by SURFER



luxury apartments london

1,600 \$2.40

Powered by SURFER



commercial property for sale london

1,300 \$2.32

Powered by SURFER

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What are the benefits of  
an audience-first SEO  
strategy?

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# Benefits of integrating KW & audience intelligence

01.

Understand keyword-level 'search audiences' by gathering behavioural insights using social consumer segmentation data from audience intelligence research

02.

Enhanced keyword-level content strategy and SEO topical modelling informed by integrating keyword intelligence and audience intelligence insights

03.

Prospect hyper-relevant influencers and link opportunities at scale efficiently per niche search audience within a keyword segment

# What does keyword intelligence provide?

01.

A process for identifying relevant, high value keywords

02.

How to develop keyword strategies for SEO visibility across the sales funnel

03.

Prioritising your SEO strategy to increase organic visibility based on competitor insights

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# What does audience intelligence provide?

01.

Analysing social consumer segments which are derived from a larger subset of the market outside that of your brand's customer base

02.

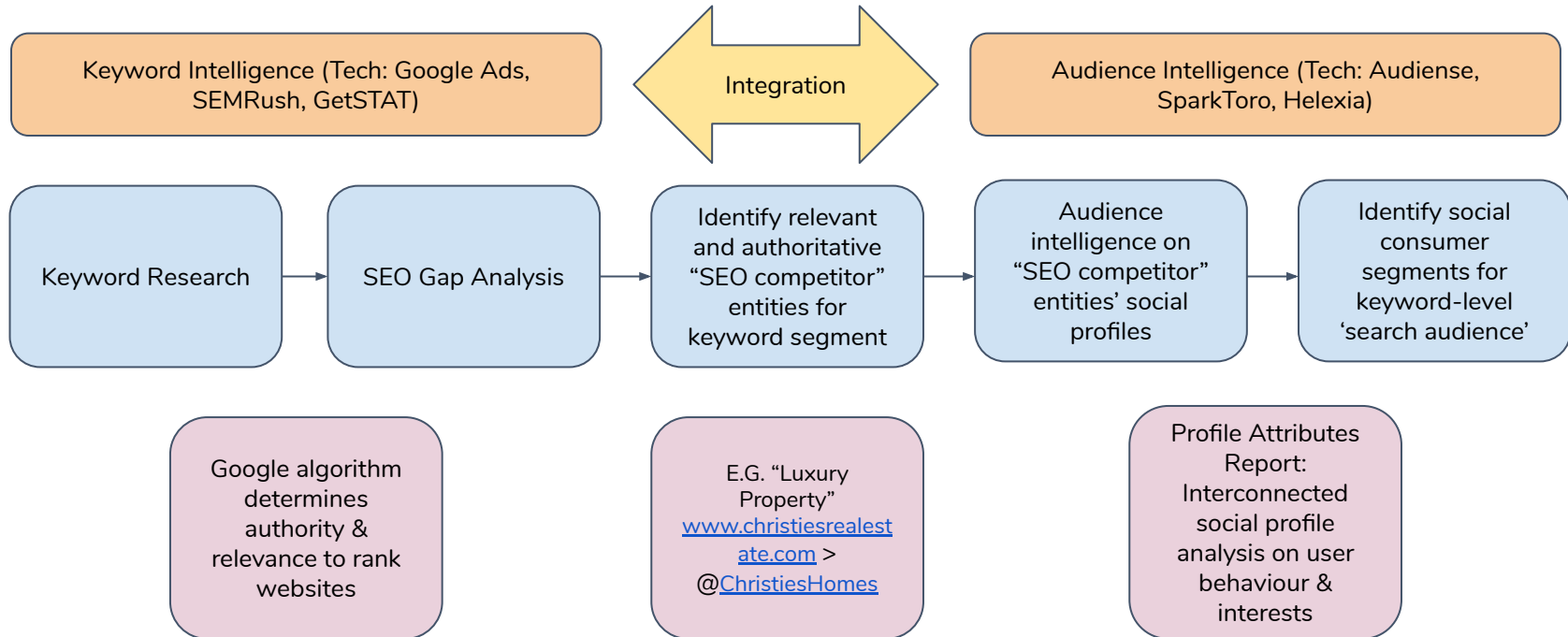
Provides richer, more relevant audience insights based on behaviours and interests

03.

Tailor strategies to their interests and increase likelihood of achieving KPIs

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# Google's algorithms for relevance



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How do I integrate  
keyword intelligence and  
audience intelligence  
research?

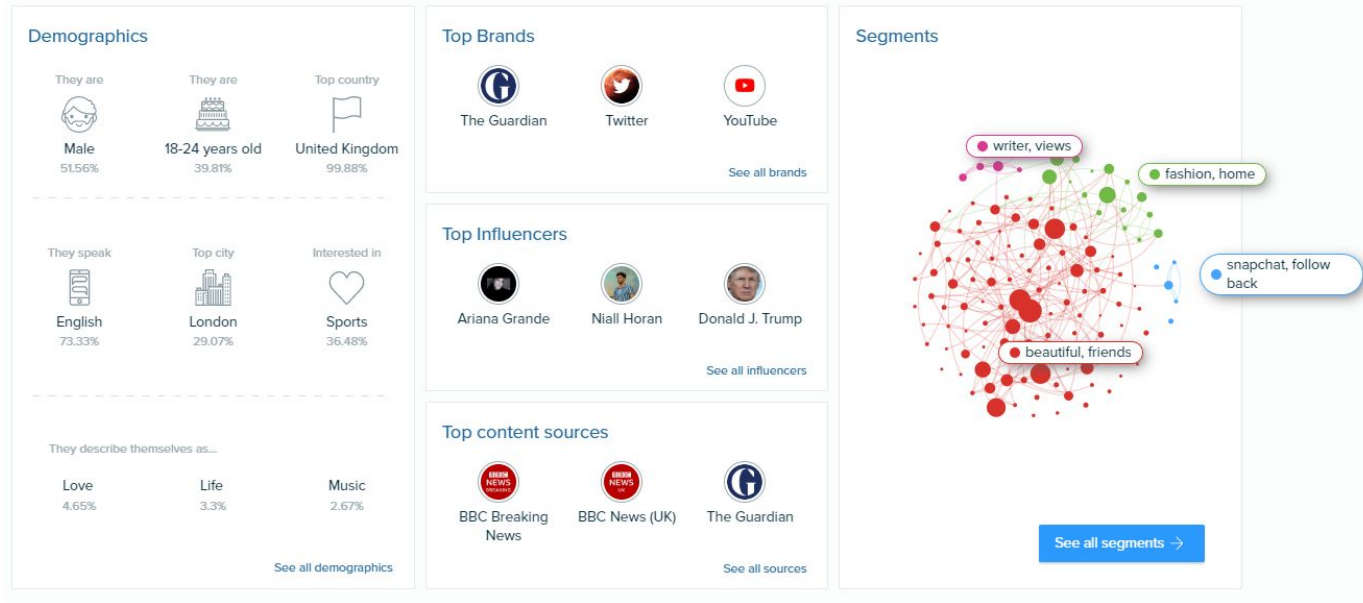
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# UK property industry example

UK Property Portals - Search Audience

## Full audience

247 184 members



# UK property portals – audience report

Uploading UK property portals into an audience intelligence report provides some insights

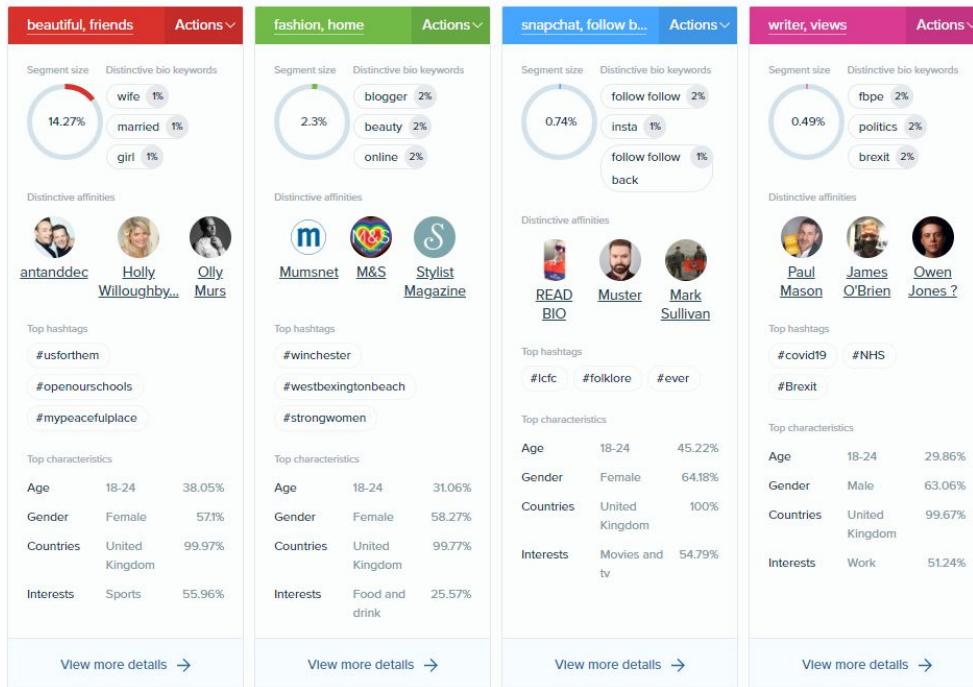
The audience segments are not defined at granular level as it's too broad

**“Beautiful, friends”** is core B2C property searcher audience segment

**“Fashion, home”** is an audience segment tailored to property enthusiasts

**“Writer, views”** is a political, opinion-former audience segment.

## Segments



## So what do I do next?

This doesn't give us the granular audience insights to help us formulate content strategies, digital PR campaigns or prospect link opportunities at a keyword-level (e.g. Luxury property, New homes, Commercial property)...

We need to undertake keyword intelligence first to identify which social profiles to analyse per keyword segment!





# Keyword intelligence process



# Audience intelligence process



# Keyword intelligence process



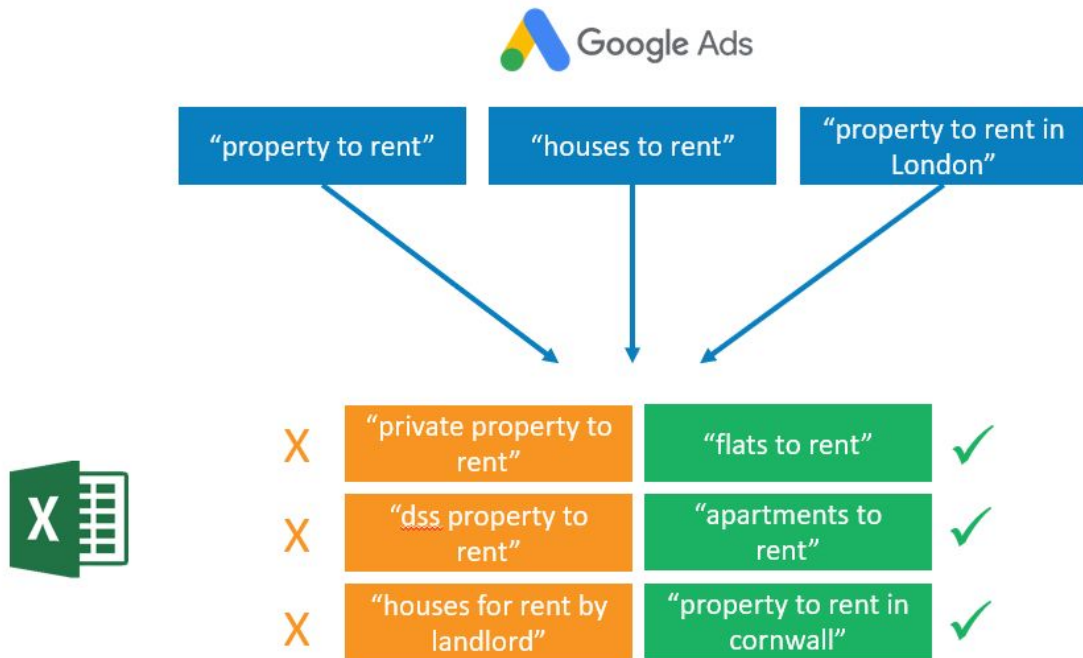
# Keyword identification



# Keyword segmentation



# Keyword cleaning



# Keyword intelligence process

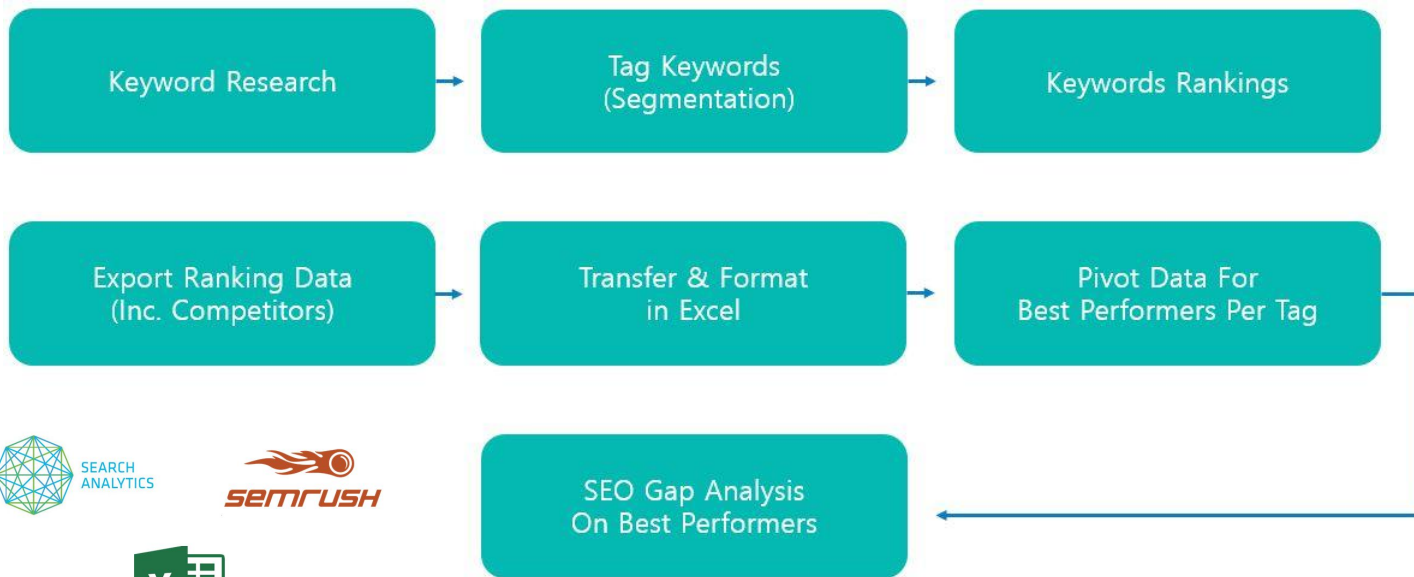


# Audience intelligence process



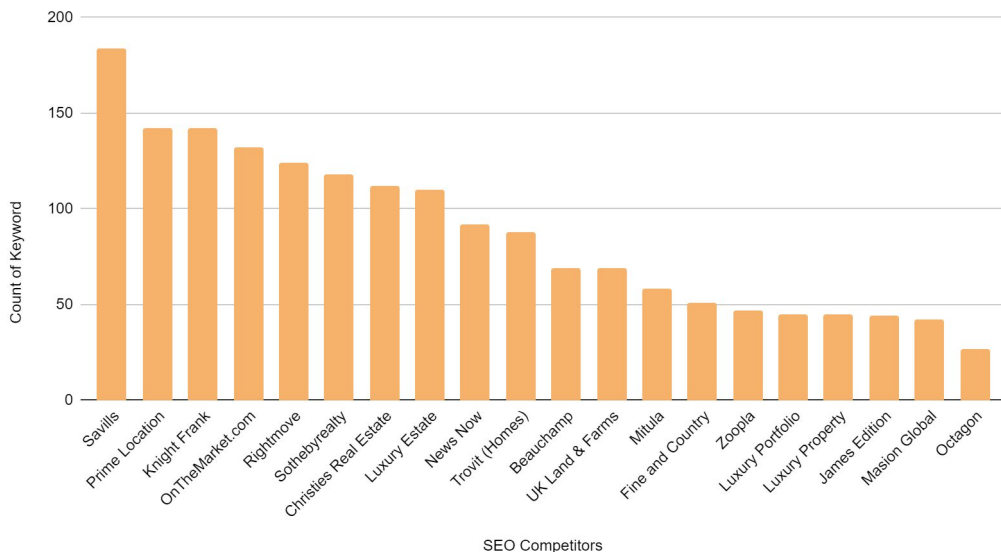


# Competitor SEO gap analysis



# Use 'SEO competitors' to inform your audience intelligence research

SEO Competitors Keyword Count (Luxury Properties)



SEO Competitors	Count of Keyword
Savills	184
Prime Location	142
Knight Frank	142
OnTheMarket.com	132
Rightmove	124
Sothebyrealty	118
Christies Real Estate	112
Luxury Estate	110
News Now	92
Trovit (Homes)	88
Beauchamp	69
UK Land & Farms	69
Mitula	58
Fine and Country	51
Zoopla	47
Luxury Portfolio	45
Luxury Property	45
James Edition	44
Mansion Global	42
Octagon	27

# “Luxury Property” SEO competitors

SEO Competitors	Website	Twitter Handle	Keyword Tag	Type	Count of Keyword
Savills	<a href="https://www.savills.com">search.savills.com</a>	<a href="https://twitter.com/savills">https://twitter.com/savills</a>	Luxury Property	Agent	184
Prime Location	<a href="https://www.primelocation.com">www.primelocation.com</a>	<a href="https://twitter.com/primelocation">https://twitter.com/primelocation</a>	Luxury Property	Property Portal	142
Knight Frank	<a href="https://www.knightfrank.co.uk">www.knightfrank.co.uk</a>	<a href="https://twitter.com/knightfrank/">https://twitter.com/knightfrank/</a>	Luxury Property	Agent	142
OnTheMarket.com	<a href="https://www.onthemarket.com">www.onthemarket.com</a>	<a href="https://twitter.com/OnTheMarketCom">https://twitter.com/OnTheMarketCom</a>	Luxury Property	Property Portal	132
Rightmove	<a href="https://www.rightmove.co.uk">www.rightmove.co.uk</a>	<a href="https://twitter.com/rightmove">https://twitter.com/rightmove</a>	Luxury Property	Property Portal	124
Sothebyrealty	<a href="https://www.sothebysrealty.com">www.sothebysrealty.com</a>	<a href="https://twitter.com/sothebysrealty">https://twitter.com/sothebysrealty</a>	Luxury Property	Agent	118
Christies Real Estate	<a href="https://www.christiesrealestate.com">www.christiesrealestate.com</a>	<a href="https://twitter.com/ChristiesHomes">https://twitter.com/ChristiesHomes</a>	Luxury Property	Agent	112
Luxury Estate	<a href="https://www.luxuryestate.com">www.luxuryestate.com</a>	<a href="https://twitter.com/luxuryestatecom">https://twitter.com/luxuryestatecom</a>	Luxury Property	Property Portal	110
News Now	<a href="https://www.newsnow.co.uk">www.newsnow.co.uk</a>	N/A	Luxury Property	Agent	92
Trovit (Homes)	<a href="https://homes.trovit.co.uk">homes.trovit.co.uk</a>	<a href="https://twitter.com/Trovit">https://twitter.com/Trovit</a>	Luxury Property	Aggregator	88
Beauchamp	<a href="https://www.beauchamp.com">www.beauchamp.com</a>	<a href="https://twitter.com/beauchampest">https://twitter.com/beauchampest</a>	Luxury Property	Agent	69
UK Land & Farms	<a href="https://www.uklandandfarms.co.uk">www.uklandandfarms.co.uk</a>	N/A	Luxury Property	Aggregator	69
Mitula	<a href="https://property.mitula.co.uk">property.mitula.co.uk</a>	N/A	Luxury Property	Property Portal	58
Fine and Country	<a href="https://www.fineandcountry.com">www.fineandcountry.com</a>	<a href="https://twitter.com/FineandCountry">https://twitter.com/FineandCountry</a>	Luxury Property	Property Portal	51
Zoopla	<a href="https://www.zoopla.co.uk">www.zoopla.co.uk</a>	<a href="https://twitter.com/zoopla">https://twitter.com/zoopla</a>	Luxury Property	Property Portal	47
Luxury Portfolio	<a href="https://www.luxuryportfolio.com">www.luxuryportfolio.com</a>	<a href="https://twitter.com/luxuryportfolio">https://twitter.com/luxuryportfolio</a>	Luxury Property	Property Portal	45
Luxury Property	<a href="https://www.luxuryproperty.com">www.luxuryproperty.com</a>	<a href="https://twitter.com/luxuryproperty">https://twitter.com/luxuryproperty</a>	Luxury Property	Property Portal	45
James Edition	<a href="https://www.jamesedition.com">www.jamesedition.com</a>	<a href="https://twitter.com/JamesEdition">https://twitter.com/JamesEdition</a>	Luxury Property	Luxury Portal	44
Mansion Global	<a href="https://www.mansionglobal.com">www.mansionglobal.com</a>	<a href="https://twitter.com/MansionGlobal">https://twitter.com/MansionGlobal</a>	Luxury Property	Media Brand	42
Octagon	<a href="https://www.octagon.co.uk">www.octagon.co.uk</a>	<a href="https://twitter.com/octagondeev">https://twitter.com/octagondeev</a>	Luxury Property	Agent	27
Lux Habitat	<a href="https://www.luxhabitat.ae">www.luxhabitat.ae</a>	<a href="https://twitter.com/LUXHABITAT">https://twitter.com/LUXHABITAT</a>	Luxury Property (Info)	Blog (Luxury)	10
Luxatic	<a href="https://luxatic.com">luxatic.com</a>	<a href="https://twitter.com/luxatic">https://twitter.com/luxatic</a>	Luxury Property (Info)	Blog (Luxury Generic)	8
The Richest	<a href="https://www.therichest.com/">https://www.therichest.com/</a>	<a href="https://twitter.com/therichest_com">https://twitter.com/therichest_com</a>	Luxury Property (Info)	Blog (Luxury Generic)	5

# Avoid diluting your audience intelligence

Make sure that you have refined your SEO competitors to those which are hyper-relevant to the keyword topic

Google results will often include websites which can dilute your audience intelligence report

These are often major ecommerce websites or large media brands with only one Twitter profile despite various areas of specialism or product range

E.g. for “Luxury properties”

**Rightmove** (too broad an audience)

**Zoopla** (too broad an audience)

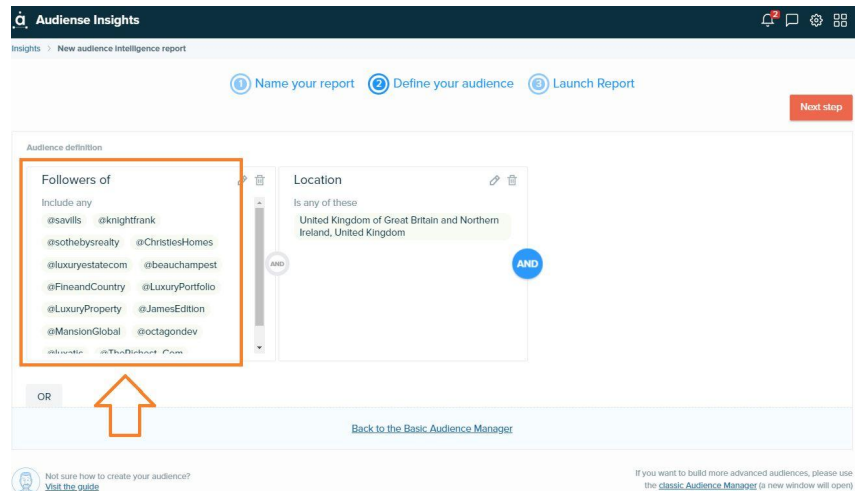
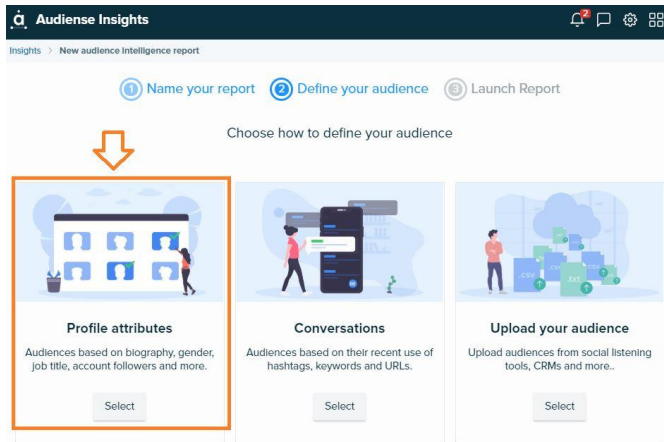
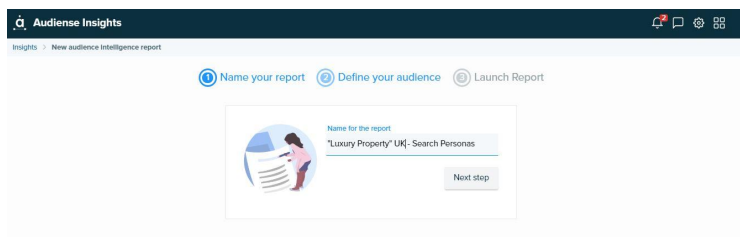
**OnTheMarket.com** (too broad an audience)

**Savills** (High end & Luxury specific)

**Knight Frank** (High end & Luxury specific)

**Christies Real Estate** (High end & Luxury specific)

# UK “Luxury Property” – creating audience report



# UK “Luxury Property” – audience report

UK Luxury Property Industry Report

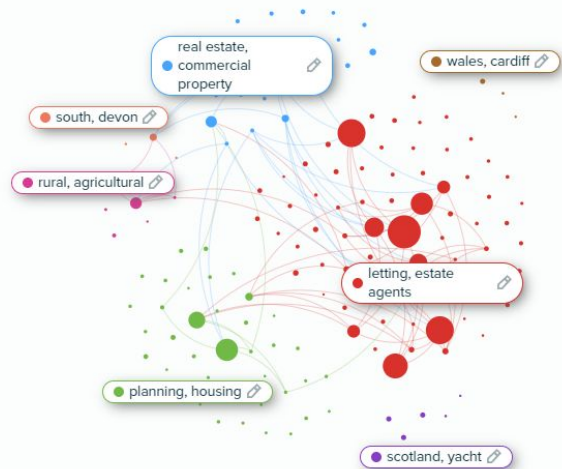
**Full audience**

27 393 members

UK Luxury Property Industry Report

Actions ▾

## Segments distribution

This graph shows the most relevant segments of your community. [Read more](#)

## Top bio keywords

property 18% london 7% uk 7% estate 7% commercial 6%  
services 6% business 6% based 6% design 5% management 5%

## Distinctive affinities



## Top hashtags

#webinar #tourism #sustainablematerials #scheduleofcondition  
#receptionscreen #protectivescreen #northwest #netzero

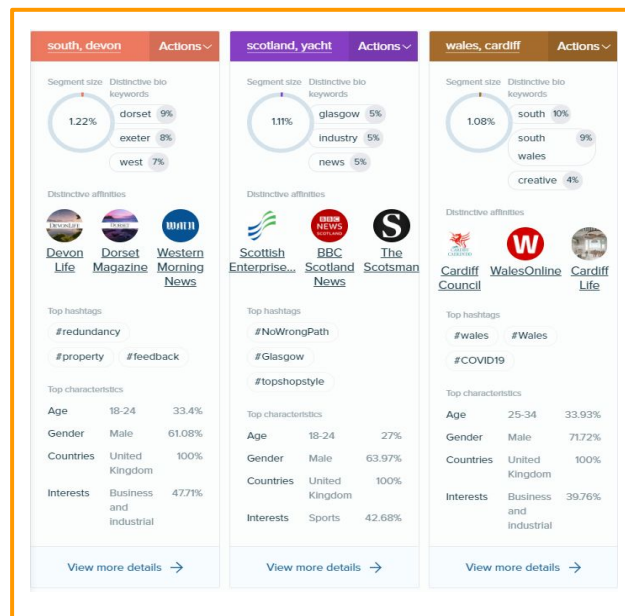
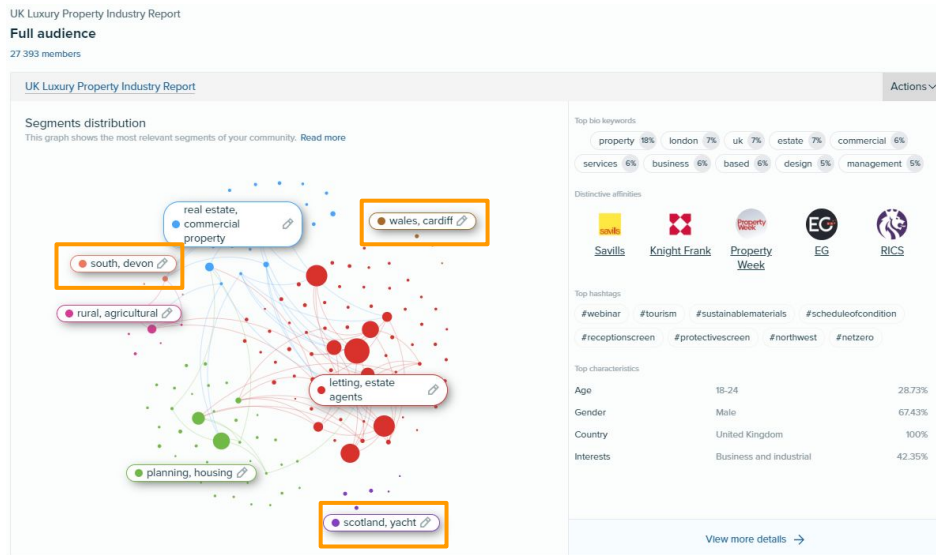
## Top characteristics

Age	18-24	28.73%
Gender	Male	67.43%
Country	United Kingdom	100%
Interests	Business and industrial	42.35%

[View more details →](#)

# Identify niche audiences per keyword segment

## “Luxury Property” keyword segment audience report



# Audiense and influencer entity “affinity scores”

Audience Insights

Insights > UK Luxury Property Industry Report > Audience breakdown > letting, estate agents > Influencers & brands

UK Luxury Property Industry Report  
letting, estate agents Compared to: UK Luxury Property Industry Report

13 015 members

Demographics Socioeconomics Influencers & brands Interests Media affinity Content Personality Buying mindset Online habits

Ranking

Custom Rankings

Filters applied:  
Micro influencers: max 100 000 followers

Sort by: Affinity

Name	Biography	Affinity	Uniqueness	Reach	Social media
Sevills	Sevills is a leading commercial, residential and rural real estate service provider. Established in 1855, with over 600 offices worldwide and associates around the world.	<div><div></div></div> 91.38% 91.97%	33.81	70.6K	
Knight Frank	Independent, international, commercial, residential. Locally expert, globally connected. Follow for our latest properties, news, research & reports.	<div><div></div></div> 19.55% 55.9%	49.26	63.4K	
Rightmove	As the UK's no. 1 property website, we are here to help you find your happy! This account is monitored Monday to Friday between 9am and 5.30pm (UK time).	<div><div></div></div> 59.2% 59.62%	60.11	98.4K	
Zoopla	We know what a home is really worth. Let us help you find yours. Search now at <a href="https://www.zoopla.co.uk/">https://www.zoopla.co.uk/</a>	<div><div></div></div> 55.47% 35.66%	61.38	79.8K	
Telegraph Property	Property and house price news and comment. Sign up to our Property newsletter by clicking the link in bio.	<div><div></div></div> 55.23% 42.74%	56.58	70.0K	
Property Wire	Global property news, real estate news, property investment reviews and analysis, real estate features and up-to-date UK and overseas property news.	<div><div></div></div> 43.7% 37.65%	57.4	63.2K	
PrimeLocation	Find your dream home at <a href="https://www.primelocation.com">https://www.primelocation.com</a>	<div><div></div></div> 41.32% 29.92%	62.49	42.5K	
Property Week	Commercial property tweets and more from the Property Week team. See @PW4Jobs for careers opportunities and @PWnews for our RSS newsfeed.	<div><div></div></div> 46.95% 43.76%	49.81	72.3K	
Property Week	Newsfeed: News from the leading commercial property market magazine. See @PW4Jobs for career opportunities & @PropertyWeek to keep in touch with the team.	<div><div></div></div> 45.99% 46.99%	51.2	69.6K	



# Keyword-level ‘search audiences’

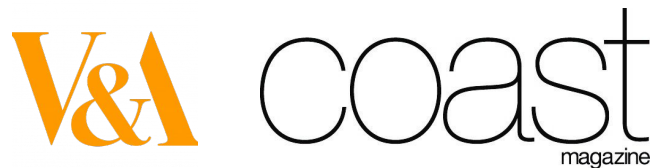
“Luxury Property” - Niche Luxury Property Seekers ‘search audience’  
 (“south, devon”, “scotland, yacht”, “wales, cardiff”)

Entity	Bio	Affinity - Full Audience	Uniqueness - Full Audience	Reach	south, devon	scotland, yacht	wales, cardiff
Telegraph Property	Property and house price news and comment. Sign up to our Property news	42.74	80.78	70000	25.67		
Times Property	The facts, figures and fantastic homes from @thetimes and @thesundaytim	34.36	78.02	48200	17.07		
Coast Magazine	Coast is the only national magazine to exclusively cover the coastline of the	17.01	67.35	48200	17.01		
Times Law	Legal affairs analysis and opinion from @TheTimes. Sign up to The Brief, a v	8.96			8.96		
Claridge's	Part of @MaybourneHotels and at the centre of London's Mayfair, Claridge's	5.37	62.46	60200	5.37		
Michael Caines MBE D	After love there is only cuisine! #moreasonjustpassion Chef Owner of @lymp	24.78	67.26	67800	24.78		
Law Society Gazette	All the latest top-quality legal news and analysis for solicitors, barristers, tra	13.43	63.76	63810	13.43		
Ben Ainslie	Sailor/Pilot Team Principal Ineos Team UK	6.27	60.24	81400	6.27		
Chambers and Partner	The official Twitter account of Chambers and Partners - researching the wo	5.07	57.07	29100	5.07		
SunGift Solar	SunGift Solar are award-winning experts in the design and installation of be	5.07	57.09	2700	5.07		
King College (Taunton)	King's College, Taunton is an #independent co-educational boarding and da	5.07	57.09	4200	5.07		
"scotland, yacht" Audience - "Luxury Property - Very High Uniqueness							
Entrepreneurial Spark	Thriving in a world of exponential change means it is crucial to think and act	22.1	70.73	37300		22.11	
Gleneagles	An iconic country estate nestled in the beautiful hills of Perthshire, Scotland	20.13	69.71	37300		20.13	
Laing O'Rourke	Our mission is to be the recognised leader for innovation and excellence in t	19.14	69.05	50500		19.14	
Royal Yachting Association	The Royal Yachting Association is the UK's national organisation representin	16.5	68.83	35200		16.5	
V&A Dundee	An international design museum, we present the brilliance of Scottish creati	16.83	68.28	45100		16.83	
National Galleries	Our Galleries are closed until further notice. Explore our collection online at	12.21	66.07	66100		12.21	
htsi	The FT's multi-award winning luxury lifestyle magazine.	5.28	65.09	43500		5.28	
Little Black Book	Handpicked restaurants, bars, hotels, events & stores in Edinburgh Privilege	6.6	64.87	31900		6.6	
Julie Perry	VP of Marketing @BoardableApp. Marketing Co-Chair for @USSuperyacht	5.28	56.69	10200		5.28	
MGM Boats	International yacht brokers based in Ireland, UK, Malta, Portugal and Mallor	5.28	56.69	1300		5.28	
"wales, cardiff" Audience - "Luxury Property - Very High Uniqueness							
BeechHillHotel&Spa	On #Windermere is a #Luxury 4* #Hotel. For Stunning Views, Award Winn	7.43	61.81	72000			7.43
Celtic Manor Resort	One of Europe's finest 5* destinations for business events, golfing getaways	52.72	78.57	69700			53.72
NationalTheatreWales	National Theatre Wales: The nation of Wales is our stage. Cenedi Cymru yw	17.91	69.97	21100			17.91
The Royal Mint	Welcome to The Royal Mint - tweeting 1,100 years of history. For bullion an	15.2	69.07	35900			15.2
Business Matters	Business Matters: UK's largest business magazine for entrepreneurs & owne	5.07	65.02	34500			5.07
Deloitte UK	Latest news & research from the business advisory firm Deloitte UK. http://w	6.42	63.47	72200			6.42

Semmetrical

# Keyword-level ‘search audiences’

“Luxury Property” - Niche Luxury Property Seekers (“south, devon”, “scotland, yacht”, “wales, cardiff”)



FINANCIAL TIMES  
Property Listings



King's College  
TAUNTON



THE TIMES



CLARIDGE'S



Gazette

FINANCIAL TIMES  
how to  
spend it

THE  
NATIONAL  
GALLERY



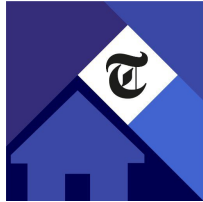
The  
Royal  
Mint®

Business Matters  
UK's leading business magazine

Deloitte.  
Real Estate

# Keyword-level ‘search audiences’

“Luxury Property” & “New Homes” - Residential Estate & Letting Agents - (“property, estate”)



# Keyword-level ‘search audiences’

“New Homes” - Housing Planning (Construction, Regeneration, Infrastructure & Architects) - (“planning, housing”)



# Audience influencer entity tagging & cleaning

## “Luxury Property” Entity Tagging & Cleaning

X			
X			
X			

# Identify audience to KW overlap & differentiation

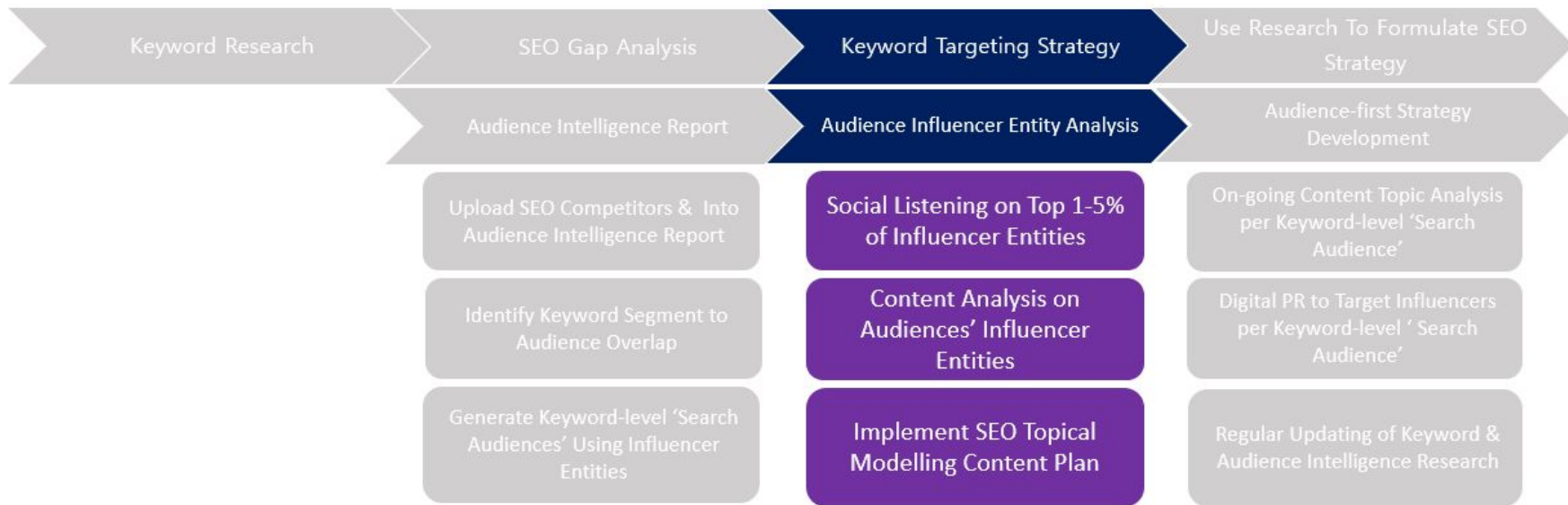
## Audience-first Digital Strategy Planner [TEMPLATE] | Semetrical

	"New Homes"		"Luxury Property"		"Commercial Property"	
	Overlap	Differentiation	Overlap	Differentiation	Overlap	Differentiation
"New Homes"	N/A	1. B2C UK Property Portal Audience ("beautiful, friends")	1. Residential Estate & Letting Agents ("property, estate", "letting, estate agents") 2. Residential Estate Agents (Specific) ("property, estate") 3. Housing Planning (Construction, Regeneration, Infrastructure & Architects) ("planning, housing, retail, architecture, housing, social")	1. Luxury Property Niches & Hotspots ("south, devon", "scotland, yacht", "wales, cardiff") 2. Rural Agricultural ("rural, agricultural")	1. Housing Planning (Construction, Regeneration, Infrastructure & Architects) ("planning, housing", "retail, architecture", "housing, social")	1. Business & Leadership Specialists ("businesses, digital") 2. Property Investors ("investor, properties")
"Luxury Property"	1. Residential Estate & Letting Agents ("property, estate", "letting, estate agents") 2. Residential Estate Agents (Specific) ("property, estate") 3. Housing Planning (Construction, Regeneration, Infrastructure & Architects) ("planning, housing", "retail, architecture", "housing, social")	1. B2C UK Property Portal Audience ("beautiful, friends")	N/A	1. Luxury Property Niches & Hotspots ("south, devon", "scotland, yacht", "wales, cardiff") 2. Rural Agricultural ("rural, agricultural")	1. Commercial Estate Agents, Brokers, Consultants ("real estate, commercial", "retail, architecture") 2. Housing Planning (Construction, Regeneration, Infrastructure & Architects) ("planning, housing", "retail, architecture", "housing, social")	1. Business & Leadership Specialists ("businesses, digital") 2. Property Investors ("investor, properties")
"Commercial Property"	1. Housing Planning (Construction, Regeneration, Infrastructure & Architects) ("planning, housing", "retail, architecture", "housing, social")	1. B2C UK Property Portal Audience ("beautiful, friends")	1. Commercial Estate Agents, Brokers, Consultants ("real estate, commercial", "retail, architecture") 2. Housing Planning (Construction, Regeneration, Infrastructure & Architects) ("planning, housing", "retail, architecture", "housing, social")	1. Luxury Property Niches & Hotspots ("south, devon", "scotland, yacht", "wales, cardiff") 2. Rural Agricultural ("rural, agricultural")	N/A	1. Business & Leadership Specialists ("businesses, digital") 2. Property Investors ("investor, properties")

# Keyword intelligence process



# Keyword intelligence process





## Social listening on top 1-5% of entities

Influencer Entity	Twitter Account	Audience Segment	Keyword-level Segment	Affinity Score
RICS	<a href="https://twitter.com/RICSn">https://twitter.com/RICSn</a>	"planning, housing"	New Homes	38.65
Building News	<a href="https://twitter.com/Buildi">https://twitter.com/Buildi</a>	"planning, housing"	New Homes	42.63
Construction News	<a href="https://twitter.com/CNplu">https://twitter.com/CNplu</a>	"planning, housing"	New Homes	40.2
Royal Institute of Architects	<a href="https://twitter.com/RIBA">https://twitter.com/RIBA</a>	"planning, housing"	New Homes	39.7
Ministry of Housing	<a href="https://twitter.com/mhclg">https://twitter.com/mhclg</a>	"planning, housing"	New Homes	29.29
Construction Index	<a href="https://twitter.com/TCInde">https://twitter.com/TCInde</a>	"planning, housing"	New Homes	33.7
The Architects' Journal	<a href="https://twitter.com/Archit">https://twitter.com/Archit</a>	"planning, housing"	New Homes	36.26
Construction Enquirer	<a href="https://twitter.com/Const">https://twitter.com/Const</a>	"planning, housing"	New Homes	29.63
housebuilder	<a href="https://twitter.com/houseb">https://twitter.com/houseb</a>	"planning, housing"	New Homes	22.61
Building Design.	<a href="https://twitter.com/BDonl">https://twitter.com/BDonl</a>	"planning, housing"	New Homes	28.35
Inside Housing	<a href="https://twitter.com/inside">https://twitter.com/inside</a>	"planning, housing"	New Homes	27.2
UK Green Building Council	<a href="https://twitter.com/UKGB">https://twitter.com/UKGB</a>	"planning, housing"	New Homes	26.63
futurebuild	<a href="https://twitter.com/Future">https://twitter.com/Future</a>	"planning, housing"	New Homes	25.39
National Housing Federation	<a href="https://twitter.com/natfed">https://twitter.com/natfed</a>	"planning, housing"	New Homes	21.96
Telegraph Property	<a href="https://twitter.com/TelePr">https://twitter.com/TelePr</a>	"property, estate"	New Homes / Luxury Proper	62.31
Estate Agent Today	<a href="https://twitter.com/EATod">https://twitter.com/EATod</a>	"property, estate"	New Homes / Luxury Proper	55.57
Property Wire	<a href="https://twitter.com/Prope">https://twitter.com/Prope</a>	"property, estate"	New Homes / Luxury Proper	54.56
Times Property	<a href="https://twitter.com/Times">https://twitter.com/Times</a>	"property, estate"	New Homes / Luxury Proper	53.78
Property Week	<a href="https://twitter.com/Prope">https://twitter.com/Prope</a>	"property, estate"	New Homes / Luxury Proper	52.19
Estates Gazette	<a href="https://twitter.com/Estate">https://twitter.com/Estate</a>	"property, estate"	New Homes / Luxury Proper	51.69
@propertytalk	<a href="https://twitter.com/Prope">https://twitter.com/Prope</a>	"property, estate"	New Homes / Luxury Proper	49.66
Estate Agent Network	<a href="https://twitter.com/EAUK">https://twitter.com/EAUK</a>	"property, estate"	New Homes / Luxury Proper	48.9
Homes & Property	<a href="https://twitter.com/Home">https://twitter.com/Home</a>	"property, estate"	New Homes / Luxury Proper	48.86
The Negotiator	<a href="https://twitter.com/TheNe">https://twitter.com/TheNe</a>	"property, estate"	New Homes / Luxury Proper	46.63
WhatHouse?	<a href="https://twitter.com/WhatH">https://twitter.com/WhatH</a>	"property, estate"	New Homes / Luxury Proper	33.82
Vanessa Warwick	<a href="https://twitter.com/V_Val">https://twitter.com/V_Val</a>	"property, estate"	New Homes / Luxury Proper	33.32
PropertyIndustryEye	<a href="https://twitter.com/PropIn">https://twitter.com/PropIn</a>	"property, estate"	New Homes / Luxury Proper	30.26
Property Matters	<a href="https://twitter.com/PropM">https://twitter.com/PropM</a>	"property, estate"	New Homes / Luxury Proper	29.35
Anne Ashworth	<a href="https://twitter.com/AnneA">https://twitter.com/AnneA</a>	"property, estate"	New Homes / Luxury Proper	32.75

Housing Planning (Construction, Regeneration, Infrastructure & Architects) - "Planning, Housing" ("New Homes" Search Audience)

Target

Twitter

Create your Twitter audience panel by choosing any of the options below

User Handles

You can choose to track a single handle (s) or to track the followers or following of the handle (s).

<https://twitter.com/FuturebuildNow>

**Futurebuild** *@futurebuildnow*  
Bringing the industry together to explore the latest thinking and debate the biggest issues facing the built environment. Futurebuild 2-4 March 2021.  
<https://t.co/yJZLJWSx>

3k+ Following 34k+ Follower 15k+ Tweets

Track user Track followers Track following Cancel Apply

Twitter profile RICSnews x Twitter profile BuildingNews x Twitter profile Chplus x Twitter profile RIBA x

Twitter profile mhclg x Twitter profile TCindex x Twitter profile Architectural x Twitter profile ConstructorEng x

Twitter profile housebuildmag x Twitter profile BDonline x Twitter profile insidehousing x Twitter profile UKGBC x

Twitter profile natfednews x

[illegible][illegible]

# Pulsar Communities



# Content ideation for keyword audiences

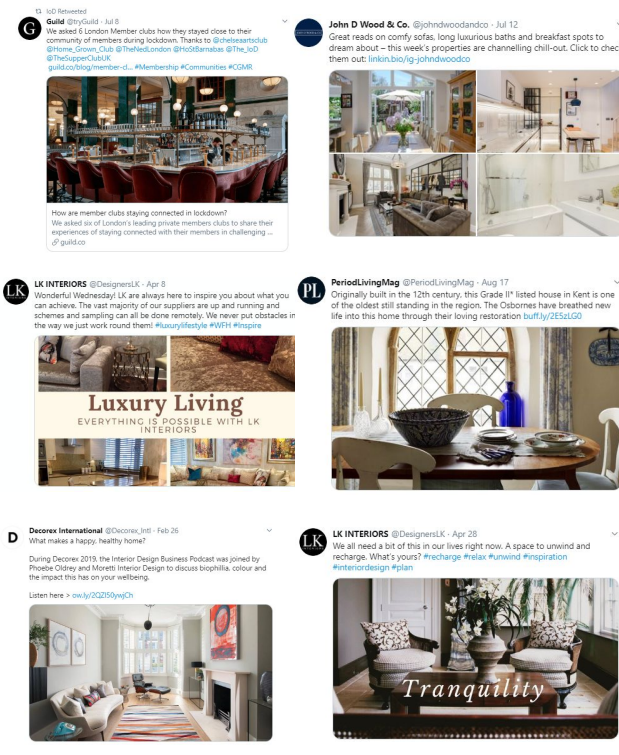
## “Luxury Property” keyword segment audience report content ideation:

### Themes:

- Wellness
- Prestigious events
- Specialism
- Narrative & history
- Exclusivity
- Arts, culture and heritage
- Technology
- Law

### Title Ideas:

- The Emerging Technologies for Luxury Properties
- What Can Improve Your Mental Health at Home?
- A Guide To Selecting Art For Your Home
- The Top 5 Eco-friendly Penthouses in London



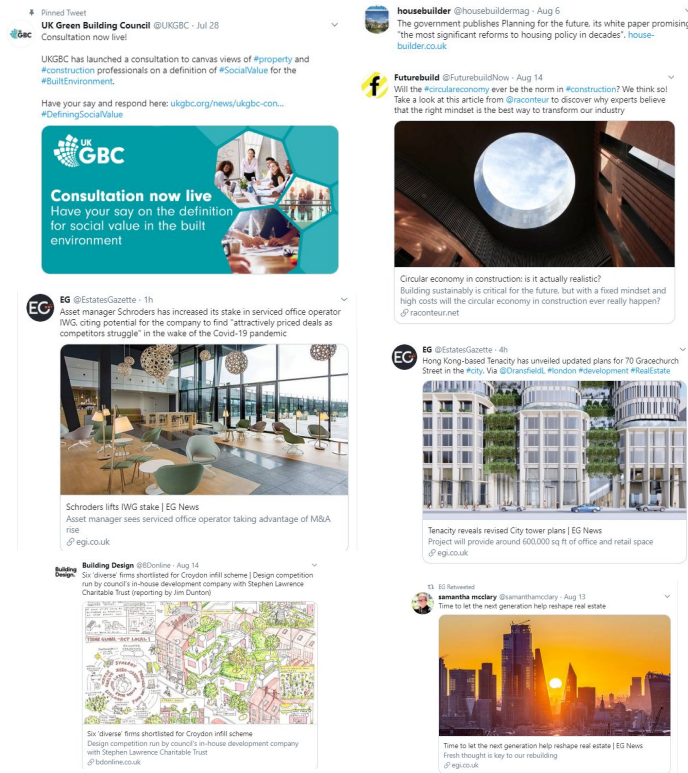


Themes:

- Sustainability (Environment Agency)
- Politics (UK Prime Minister)
- Business & Leadership (Peter Jones)
- Design & Architecture (Building Design)
- Insurance & Risk (Just Landlords)
- Property Investment

Title Ideas:

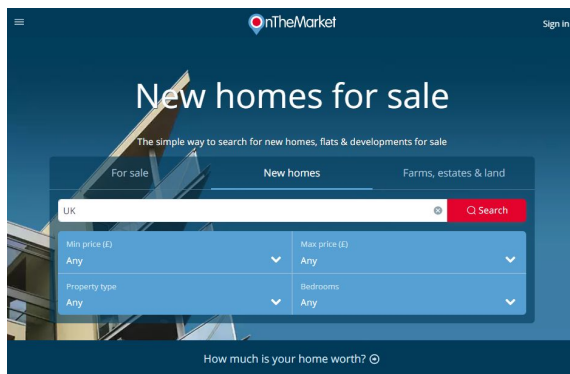
- How has COVID-19 Reshaped Property Development Investment?
- How Might Gen Z Reshape 'Real Estate' in the Next 30 Years?
- Scotland vs. England: Planned New Homes Comparison (Table)
- Where are the 'greenest' new homes across the UK? (Data Visualisation)
- Circular Economy in Construction: How Many Materials Are Being Reused per New Home?



Semmetrical

# SEO pillar pages

## “New homes for sale”

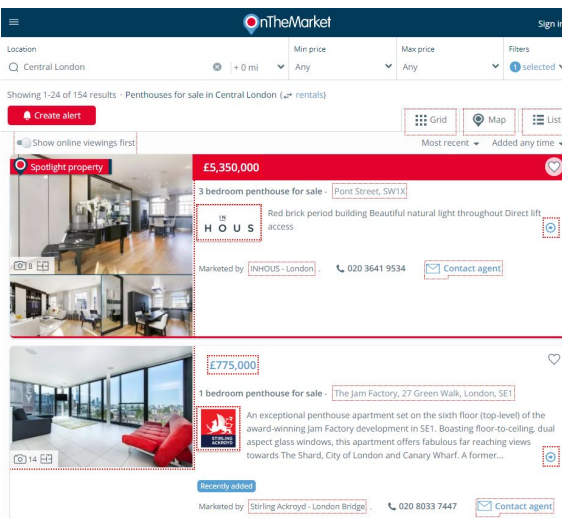


Search for your new home with OnTheMarket

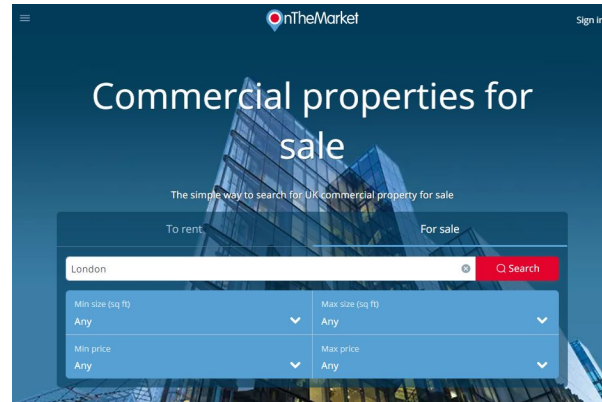
Search thousands of new homes for sale from the UK's leading developers and independent estate agents. With exclusive access to certain properties before any other portal, OnTheMarket ensures you are the first to know about the new flats and new build property developments for sale which match your requirements when you set up a property alert.

OnTheMarket's extensive advice section will put your mind at ease when you are looking to buy new build homes. Our in-depth guides and checklists will help you make the right decision when it comes to buying your next property.

## “Penthouses london”



## “Commercial property to buy”

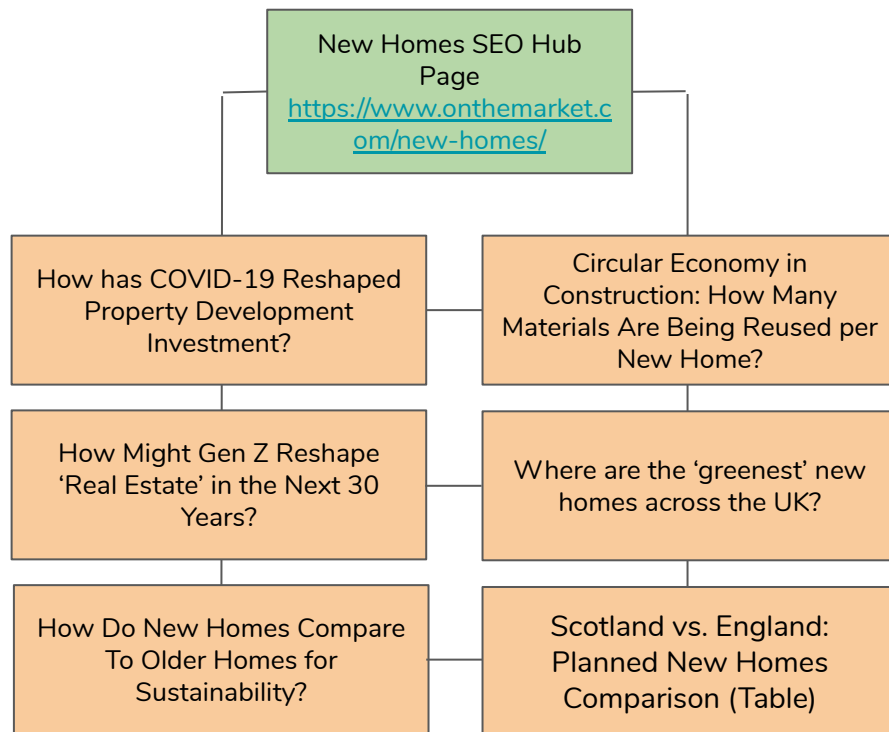


Search at OnTheMarket.com for commercial property for sale across the UK. You can find a wide range of properties from shops, pubs, hotels, cafes, bars and restaurants to offices and developments.

To be first to see newly added properties which match your search requirements, set up an alert and you'll receive relevant details directly in your inbox.

OnTheMarket's specifically designed search filters are designed to help you to find the right property quickly by allowing you to search within a certain size range and by property type.

# SEO topical modelling



Keyword intelligence:  
"new homes"

Audience intelligence:

Residential Estate &  
Letting Agents

Housing Planning  
(Construction,  
Regeneration,  
Infrastructure &  
Architects)

B2C UK Property  
Portal Audience

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# SEO content plan

Property Portal



Pain Point Key
Property investment
Mental health & wellness
Sustainability
Arts, culture and heritage
Exclusivity
Technology

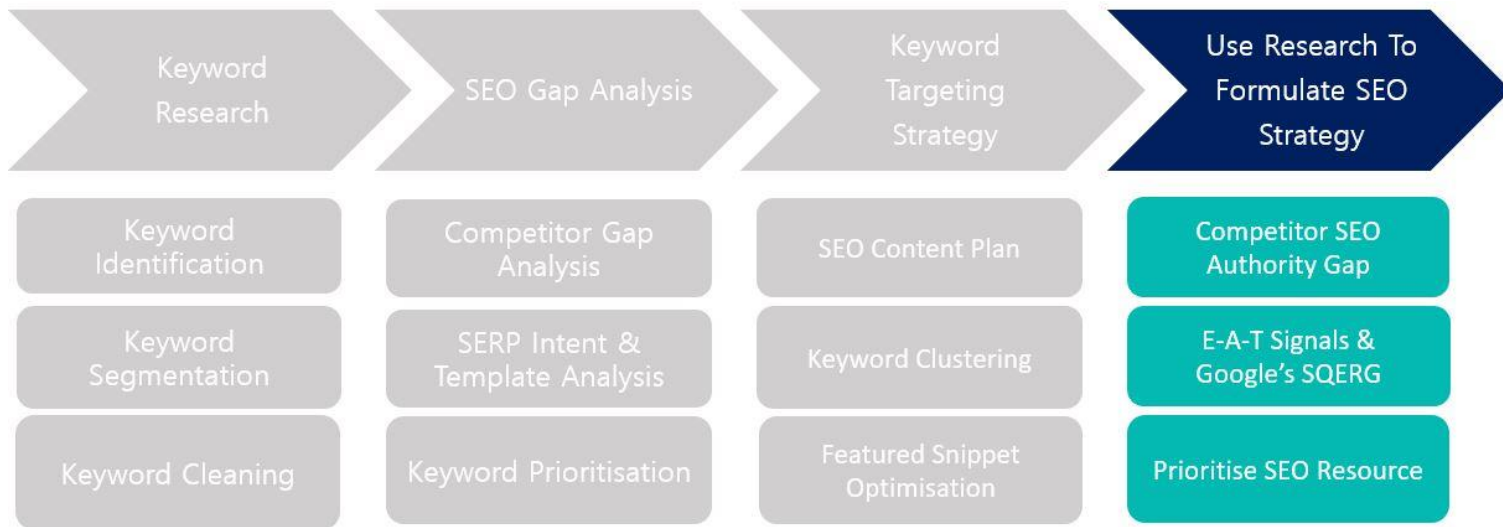
Content Matrix

## Audience-first Digital Strategy Planner [TEMPLATE] | Semetrical

CATEGORY	FORMAT	TITLE SUGGESTION	KEYWORDS	AUDIENCE	SEO PILLAR PAGE (TO INTERNALLY LINK)	COMPETITOR / EXAMPLE URL 2	COMPETITOR / EXAMPLE URL 3
Property Investment	Blog Post / Webpage	How has COVID-19 Reshaped Property Development Investment?	"New Homes"	Residential Estate & Letting Agents	<a href="https://www.onthemarket.com/new-homes/">https://www.onthemarket.com/new-homes/</a>		
Sustainability	Blog Post / Webpage	How Might Gen Z Reshape 'Real Estate' in the Next 30 Years?	"New Homes"	Residential Estate Agents (Specific)	<a href="https://www.onthemarket.com/new-homes/">https://www.onthemarket.com/new-homes/</a>		
Sustainability	Video	How Do New Homes Compare To Older Homes for Sustainability?	"New Homes"	Housing Planning (Construction, Regeneration, Infrastructure & Architects)	<a href="https://www.onthemarket.com/new-homes/">https://www.onthemarket.com/new-homes/</a>		
Arts, culture and heritage	Blog Post / Webpage	A Guide To Selecting Art For Your Home	"Luxury Property"	Luxury Property Niches & Hotspots	<a href="https://www.onthemarket.com/for-sale/penthouse/uk/">https://www.onthemarket.com/for-sale/penthouse/uk/</a>		
Exclusivity + Sustainability	Blog Post / Webpage	The Top 5 Eco-friendly Penthouses in London	"Luxury Property"	Residential Estate Agents (Specific)	<a href="https://www.onthemarket.com/for-sale/penthouse/uk/">https://www.onthemarket.com/for-sale/penthouse/uk/</a>		
Technology	Presentation	Technological Utopia: The Emerging Technologies for Luxury Properties	"Luxury Property"	Housing Planning (Construction, Regeneration, Infrastructure & Architects)	<a href="https://www.onthemarket.com/for-sale/penthouse/uk/">https://www.onthemarket.com/for-sale/penthouse/uk/</a>		
Audience Pain Point / Interest Topic	Blog Post / Webpage	Content Page Title	"Commercial Property"	Commercial Estate Agents, Brokers & Consultants	<a href="https://www.onthemarket.com/to-rent/commercial/">https://www.onthemarket.com/to-rent/commercial/</a>		
Audience Pain Point / Interest Topic	Video	Content Page Title	"Commercial Property"	Housing Planning (Construction, Regeneration, Infrastructure & Architects)	<a href="https://www.onthemarket.com/to-rent/commercial/">https://www.onthemarket.com/to-rent/commercial/</a>		
Audience Pain Point / Interest Topic	Blog Post / Webpage	Content Page Title	"Commercial Property"	Commercial Estate Agents, Brokers & Consultants	<a href="https://www.onthemarket.com/to-rent/commercial/">https://www.onthemarket.com/to-rent/commercial/</a>		



# Keyword intelligence process



# Audience intelligence process



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How do I coordinate an  
audience-first SEO  
strategy?

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# How do I coordinate an audience-first SEO strategy?

[Audience-first Digital Strategy Planner \[TEMPLATE\]](#) | Semetrical

Property Portal



Multi-segment Audience Matrix

Key



Audience Name	B2C UK Property Portal Audience	Residential Estate & Letting Agents	Residential Estate Agents (Specific)	Commercial Estate Agents, Brokers & Consultants	Housing Planning (Construction, Regeneration, Infrastructure & Architects)	Rural Agricultural (Farmers Unions)
Audience Segments (Audience Intelligence Report)	(ENTER AUDIENCE SEGMENT NAMES) E.G. beautiful, friends fashion, home mum, love	(ENTER AUDIENCE SEGMENT NAMES) E.G. property, estate letting, estate agents	(ENTER AUDIENCE SEGMENT NAMES) E.G. property, estate	(ENTER AUDIENCE SEGMENT NAMES) E.G. real estate, commercial retail, architecture	(ENTER AUDIENCE SEGMENT NAMES) E.G. planning, housing retail, architecture housing, social	(ENTER AUDIENCE SEGMENT NAMES) E.G. rural, agricultural
Relevant Keyword Segments (Audience Keyword Overlap)	Relevant Keyword Segments: B2C Transactional Keywords "New Homes" (15%)	Relevant Keyword Segments: "New Homes" (14.8%) "Luxury Property" (47.5%)	Relevant Keyword Segments: "New Homes" (14.8%) "Luxury Property" (47.5%)	Relevant Keyword Segments: "Commercial Property" (33%) "Luxury Property" (17.8%)	Relevant Keyword Segments: "New Homes" (14.8%) "Luxury Property" (47.5%) "Commercial Property" (29%)	Relevant Keyword Segments: "Luxury Property" (5%)
Pain Point / Area of Interest 1						
Pain Point / Area of Interest 2						
Pain Point / Area of Interest 3						
Pain Point / Area of Interest 4						
Pain Point / Area of Interest 5						

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What do I need to start  
formulating an  
audience-first SEO  
strategy?

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# Technology and tools required



## Keyword intelligence research:



## Audience intelligence & social listening research:



# In-house or agency support?



In-house



Agency

ANY QUESTIONS?

# GET IN TOUCH

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<https://www.semetrical.com/contact-us/>

Get in touch if you have  
any questions, comments  
or feedback.



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