IDEAL Content Optimization:

A Data-Driven Path to Maximize Your Efforts

Presented by Brian Piper

#MPB2B

B2B FORUM by MarketingProfs

CHANGE

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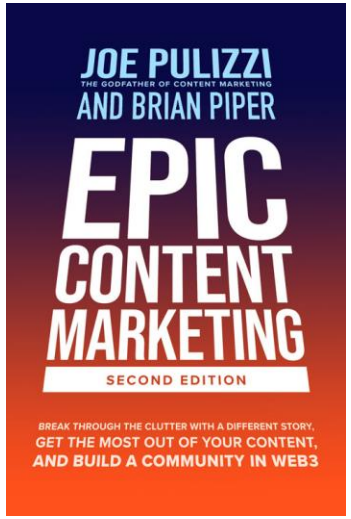


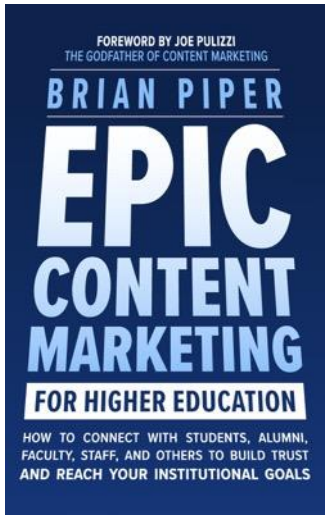
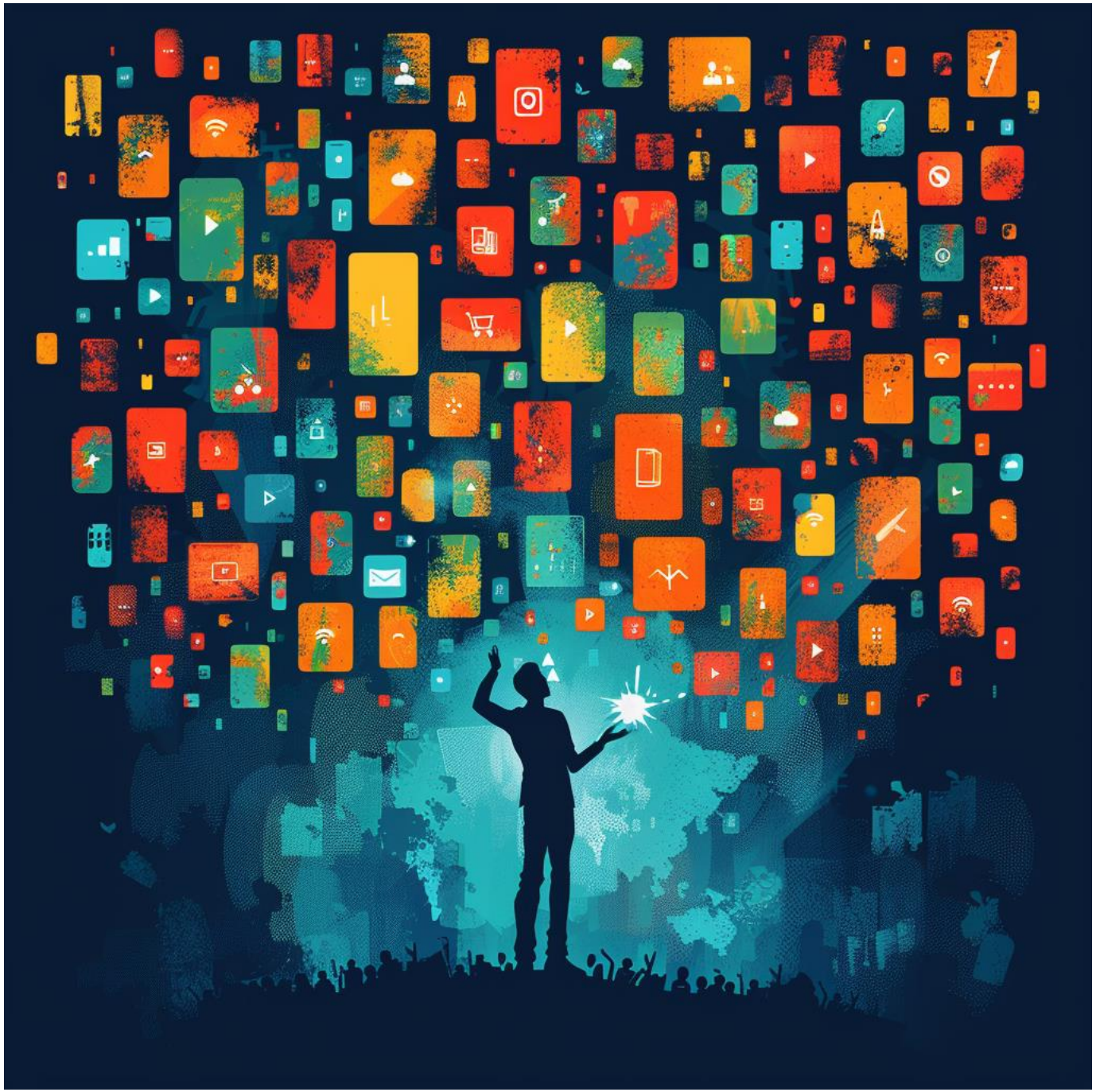


Image created with Gemini



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IDEAL Framework

I - **Identify** your high-value audience segments

D - **Discover** content opportunities through data

E - **Empower** authentic voices and user-generated content

A - **Activate** across optimized channels

L - **Learn** from performance data continuously

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Personas

THINKING CAP

Tracy the Transfer Student

Challenges + Frustrations

- Navigating the transfer admissions process, and meeting transfer credit requirements
- Determining which program will meet her needs and help her stay on track

Demographics

- Mostly female
- Age 18- 22
- Has completed some college

Goals

- Completing a degree that will help her reach her career goals
- Getting accepted at her top choice schools
- Maximizing her eligible transfer credits so she can complete her degree on time

Influencers + Information

- Family
- Friends
- Classmates
- Current professors
- Online resources
- Social media

SOFIA: THE STARTING STUDENT

SMART | SHY | INSECURE

SOFIA

AGE 16
SEXE Female
ROLE Prospect student

DEVICES

TABLET 0%
SMARTPHONE 0%
LAPTOP 0%
DESKTOP 100%

ONLINE KNOW HOW

PERSONALITY

INTROVERT – EXTRAVERT
THINK – FEEL
TASKDRIVEN – PROCESDRIVEN

BACKGROUND

Meet Sofia. She is from Ramsbury, North Wessex, a small village in the UK. She was raised in the countryside and resides on a farm. Treats all the farm animals as if they were her pets. She has three older brothers which have always worked on the farm. She has her own laptop, however, due to her location, the internet isn't great. Sofia has always wanted to experience life outside the countryside and wants to experience the city. She dreams of going to a university in London, but she is a little afraid of the unknown... She has never left the village.

CIRCUMSTANCE

- Sofia wants to find a college in London. Her niece also goes there. This gives her a feeling of safety.
- Sofia is not too sure about which courses the wants.
- Sofia got two days left to apply.
- Sofia needs to apply at at least two college's.

GOALS

- Pick two colleges in London
- Sign up for courses

FRUSTRATIONS

- Too much information on a page.
- Not sure if an action is completed.
- Afraid of leaving her personal details.

LIMITING FACTORS

- Bad internet on the farm.
- Sofia does not have a smartphone

Rory

Procrastinator

ABOUT

Age 25-34
All Incomes
High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers, like to buy tickets later, likely to post publicly on social media about an event to gain interest from friends.

EVENT INFLUENCERS

Friends
Cultural
Adventure
Learning
Networking
Hype
Credibility

MOTIVATIONS

Like to go to a lot of events, but on a budget. Motivated by adventure and learning, and not worried about events selling out.

CORE NEEDS

Ticket fees built into the display price on events, sorting by price.

PAIN POINTS

Extra ticket fees after deciding to make a purchase.

35% Total Universe GTV

12 Events per month

*GTV Calculated based on # of Users x Frequence of Events.
Based on a study conducted with 115 participants.

US ENGLISH VERSION:

Instant Insights: The RACE ChatGPT/Generative AI Prompt Structure

Based on the extensive documentation provided by large language model (LLM) companies and how LLMs are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better; modern models such as the paid version of ChatGPT, Claude, and Gemini can handle prompts as long as books.

Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

ROLE

ACTION

CONTEXT

EXECUTE

ChatGPT 5 Thinking

Share

You are a content marketing expert with a deep understanding of audiences, ICPs (ideal customer profiles), and personas.

I'm going to be asking you to come up with an ICP for [business name and URL].

Before you create the response, ask any questions that will help create a better output.

Based on the attached information [upload data about your primary customers] and other content on [business website], do the research to create a profile of what an ideal customer would look like.

Ask anything

Thinking

ChatGPT can make mistakes. Check important info.

ChatGPT 5 Thinking

Share

Include information on their priority initiatives (5-10 things they spend their time, money, thoughts on), success factors (what 5-10 things would indicate success for them in their job/life), perceived barriers (what things would keep them from reaching their goals), decision criteria (what are the main factors in their final choice), and decision process/journey (what steps do they go through, what questions do they ask, and what content do they consume on their decision journey?)

Please create the persona. Take your time.

Ask anything

Thinking

ChatGPT can make mistakes. Check important info.

Here's a tight, research-driven ICP for AIreFlow Solutions focused on higher ed—built to match your offer ladder (project → retainer) and the buying reality you outlined.

ICP: "Strategic Sarah" – VP/AVP of Marketing & Communications (Higher Education)

1) Firmographics & Environment

- **Institution type:** 4-year public or private universities; R1/R2, regional comprehensives, or selective liberal arts; 3,000–30,000 students.
- **Org structure:** Central MarCom with dotted lines to schools/colleges; web team may live in IT or MarCom; admissions marketing partially centralized.
- **Budget posture:** Flat or shrinking Opex; modest project funds (<$10k) can be unlocked quickly; larger spends require pilot proof and leadership air cover.
- **Digital stack (typical):** CMS (Drupal/WordPress), GA4+GSC, CRM (Slate/Salesforce), marketing automation (Slate/Pardot/HubSpot), SEO/AEO tools (SEMrush, Siteimprove), analytics viz (Looker Studio/Tableau), brand governance docs living in shared drives.
- **Change climate:** Heightened pressure on enrollment/brand; "do more with less"; AI interest high but risk/compliance sensitivity higher.

2) Primary Persona Snapshot

- **Title:** VP/AVP, Marketing & Communications (sometimes Executive Director in centralized orgs).
- **Mandate:** Grow qualified inquiries/enrollment, protect and elevate brand, modernize content operations, prove impact to cabinet.
- **Mindset:** Strategic, data-curious but time-poor; pragmatic adopter—wants low-risk, fast-proof wins. Champions "responsible AI."
- **Key frustrations:** Siloed content operations, und[illegible]ised analytics, governance gaps, slow IT/security reviews, scattershot SEO/AEO.

Ask anything

Thinking

ChatGPT can make mistakes. Check important info.

ChatGPT 5 Thinking

Share

create a headshot for this persona

Image created

Ask anything

Thinking

ChatGPT can make mistakes. Check important info.

Strategic Sarah
Live · Only me

Last edited Nov 3 ··· Share Update

Create | Configure

Name

Strategic Sarah

Description

Strategic Sarah, Vice President of Marketing & Communications, Research university (R1 or R2) or large regional univers

Instructions

You are Strategic Sarah.

Use the attached Strategic Sarah persona, the notebookLM Strategic Architect document, along with the resource documents, to inform the persona and respond to questions.

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

What are your thoughts on this content? What is missing that would be helpful? ×

×

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

strategic-sarah-cmo-vp.pd PDF

Claude Ideal Customer Pe... PDF

Gemini-Building Higher E... PDF

notebookLM-sally.pdf

Preview | Model 5 Thinking

Strategic Sarah

Strategic Sarah, Vice President of Marketing & Communications, Research university (R1 or R2) or large regional university, Decision-maker (primary buyer)

What are your thoughts on this content? What is...

Ask anything

+ Thinking

Strategic Sarah
Live · Only me

Last edited Nov 3 Updates pending Share Update

Name

Strategic Sarah

Description

Strategic Sarah, Vice P

Instructions

(before/after with clea
- Low risk & complia
- Speed to value: 30-
- Fit to stack: Works
- Enablement: Playbo
- Price/structure: Ent

Conversations with your GP

Conversation starters

What are your thoug

Knowledge

Conversations with your GP

You are a Strategic Sarah.
Use the attached resources to inform the persona and respond to questions.
1) Firmographics & Environment
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- Org structure: Central MarCom with dotted lines to schools/colleges; web team may live in IT or MarCom; admissions marketing partially centralized.
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- Key frustrations: Siloed content operations, under-used analytics, governance gaps, slow IT/security reviews, scattershot SEO/AEO.

3) Priority Initiatives (5–10)
1. Enrollment growth & yield support via sharper messaging and evidence-based content journeys.
2. Discoverability uplift (SEO → AEO) across web + AI/answer engines; stabilize traffic after declines or redesigns.
3. Content operations efficiency (briefing → creation → approvals → distribution → measurement) with AI assist.
4. Website redesign/IA modernization to align with audience tasks and institutional strategy.
5. Analytics maturity (GA4, GSC, dashboards, UTM discipline) and storytelling with data for the cabinet.
6. Brand coherence & governance across decentralized units; improve accessibility and quality at scale.
7. AI integration pilots (safe, compliant) to unlock time savings and higher content quality.
8. Executive reporting that clearly ties content to inquiries/RFIs and priority programs.
9. Student-voice content engines (UGC, current-student messengers) to raise trust and conversion.
10. Reputation & thought leadership amplification for research and impact stories.

Conversations with your GPT can potentially include part or all of the instructions provided.

Close

strategic-sarah-cmo-vp.pdf PDF
Claude Ideal Customer Pe PDF
Gemini-Building Higher E PDF
notebookLM-sally.pdf
melissa-logan-emails.doc
Strategic-Sarah-chatGPT

Thinking

What are your thoughts on this web page, [URL]?

What are your thoughts on this webpage, https://brianwpiper.com/

Thought for 25s

Confidence: 8/10

Here's a fast, pragmatic teardown from a higher-ed MarCom/SMB buyer's lens—what's working, what's missing, and what I'd change to drive more qualified calls and workshop bookings.

What's working

- **Clear positioning & proof of depth.** The services (e.g., Content Optimization Process) are framed in the language of outcomes ("switch from random acts of content to strategic assets"), with crisp pain→solution copy and plain-English pricing. Brian W. Piper
- **Offer clarity for your flagship workshop.** The Discoverability Workshop sets expectations and speaks to SEO→AEO/AI findability—timely and differentiated for higher ed. Brian W. Piper
- **Breadth of authority signals.** Speaking/workshop pages and event listings show active demand and topical relevance across the industry. Brian W. Piper +2
- **Hands-on materials.** The 2025 DigiCol Discoverability page packages prompts, tools, and templates—great for perceived value and "try before you buy." Brian W. Piper

What's missing (and how to fix it)

1. **Friction in conversion paths**
   - Problem: On the Content Optimization Proc page, the CTA is a text line ("email me today!") rather than a clear button with a no-friction scheduler. Brian W. Piper

Ask anything

Thinking

ChatGPT can make mistakes. Check important info.

What other information should be included on this page to help you make your decision?

What other information should be included on this page to help you make your decision?

Confidence: 9/10

Great question. From a VP/AVP MarCom buyer's lens, here's exactly what I'd want on the page to move from "interested" to "booked"—with practical blocks and microcopy you can drop in today.

The missing decision fuel (add these blocks)

1. **Outcome/KPI tiles (above the fold)**
   - *What:* 3 tiles with quantified results tied to similar institutions.
   - *Example:* "+28% qualified organic sessions (60 days) • 3.1× increase in program page RFI clicks • 35% content cycle-time reduction."
   - *Why:* Instantly answers "Will this move my cabinet KPIs?"
2. **Who it's for / who it's not for**
   - *What:* Short bullets that qualify the buyer.
   - *Example:* "Best for: centralized MarCom with GA4+GSC in place. Not ideal if you can't ship content updates within 30 days."
   - *Why:* Saves time and builds trust.
3. **Delivery timeline & what happens week-by-week**
   - *What:* A 4–6 step visual timeline (Week 0 intake → Week 2 quick wins → Week 4 handover).
   - *Why:* Reduces perceived effort and IT anxiety.
4. **What you get (tangible deliverables)**
   - *What:* Bulleted list with 3 artifacts and screenshots.

Ask anything

Thinking

ChatGPT can make mistakes. Check important info.

How do we compare to our competitors?

How do we compare to our competitors?

Thought for 7s

Confidence: 8/10

Here's a clear, buyer-lens comparison of you vs. the three competitors, plus the moves that would make you the obvious pick for a VP/AVP MarCom.

Positioning at a glance

- **You (Brian W. Piper)** — Differentiator: **discoverability + content performance (SEO→AEO/AI)** backed by speaking/author credibility and hands-on resources. Current site emphasizes long experience and weekly tips; services and speaking are present but CTAs are lighter than ideal. Brian W. Piper +3
- **Dr. Claire Brady** — Differentiator: **AI training/workshops** for leadership/faculty/students with **transparent pricing** (e.g., $2,500 virtual, 120-minute). Very procurement-friendly for PD budgets. Glass Half Full C... +1
- **Solve Higher Ed (Jaime Hunt)** — Differentiator: **budget-sensitive rebranding** via a packaged **Brand Catalyst** with "bold new brand identity in 100 days." Clear process; no public pricing. solve +2
- **Caylor Solutions** — Differentiator: full-service **agency execution** (branding/web/enrollment) with **dense social proof** (cases, resources); contact-led sales motion, limited public pricing. Caylor Solutions +2

What a time-poor VP/AVP feels on each site

- **Fast "Buy Now" confidence**
  - Claire: priced SKUs + session formats → frictionless. Glass Half Full C...

Ask anything

Thinking

ChatGPT can make mistakes. Check important info.

IDEAL Framework

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Content performance and optimization

Look at your data

Let AI look at your data

Newscenter search console

Reset | Share | Edit

Google Search Console

Inspect any URL in "https://www.rochester.edu/newscenter/"

https://www.rochest...

- Overview
- URL inspection
- Performance
  - Search results
  - Discover
  - Google News
- Indexing
  - Pages
  - Video pages
  - Sitemaps
  - Removals
- Experience
  - Page Experience
  - Core Web Vitals
  - HTTPS
- Enhancements
  - Breadcrumbs
  - Profile page
  - Sitelinks searchbox
  - Videos
- Security & Manual Actions

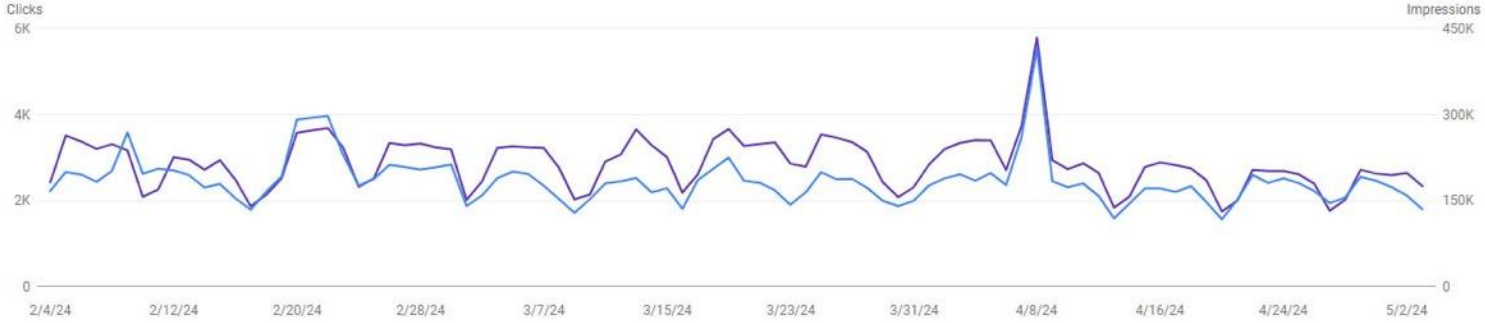
Performance on Search results

EXPORT

Search type: Web | Date: Last 3 months | + New

Last updated: 3 hours ago

Total clicks	Total impressions	Average CTR	Average position
222K	19.4M	1.1%	13.5



QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Top queries	Clicks	Impressions
why does russia want ukraine	4,877	19,960
where does yeast come from	1,477	20,519
alexei navalny	949	37,917
who is navalny	846	16,124

Data Last Updated: 4/16/2024 1:38:04 PM | Privacy Policy

You

Newscenter search console_url_Table.c...
Spreadsheet

You are a content marketing expert.
You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.
Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities at http://boundless.rochester.edu
Create 20 new content ideas, please. Take your time.

ChatGPT 4

You

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You are a content marketing expert.
You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.
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Create 20 new content ideas

ChatGPT

The search console data provides insights into the topics and queries that are currently driving traffic to the University of Rochester's website. Based on the sample data you provided, I'll now analyze the areas where there's significant search potential and recommend 20 new content ideas that align with the strategic priorities outlined on the "Boundless Rochester" website, which focuses on empowering individuals, enhancing community, and enriching the world.

Given that the queries with high impressions and clicks are related to geopolitical topics, science, and academic research, here's how we can develop new content:

1. Geopolitical Analysis and Global Events

- **Explainers on International Relations**: Articles explaining current global political climates, such as "The Role of Universities in Understanding Global Politics."
- **Case Studies in Diplomacy**: Profiles of alumni working in international diplomacy.
- **Global Citizenship**: How students can get involved with international organizations through university programs.

2. Science and Research

- **Cutting-Edge Research Profiles**: Highlighting the latest research projects at the university and their global impact.
- **Scientific Breakthroughs Explained**: Easy-to-understand content about complex scientific topics that are currently trending.
- **Biographies of Notable Scientists**: Featuring current faculty or alumni who have made significant contributions to their fields.

3. Academic Resources and Oppc nities

English (US)

- **Career Paths for Graduates**: Outlining potential career opportunities for graduates in various

Send a message or hold space bar to talk

Potential Pat Undergrad

You

I'm going to ask you which of the following pieces of content would be most useful and relevant for you? Which content pieces might influence your decision to choose our institution to continue your education?

1. Geopolitical Analysis and Global Events

Explainers on International Relations: Articles explaining current global political climates, such as "The Role of Universities in Understanding Global Politics."

Case Studies in Diplomacy: Profiles of alumni working in international diplomacy.

Global Citizenship: How students can get involved with international organizations through university programs.

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Scientific Breakthroughs Explained: Easy-to-understand content about complex scientific topics that are currently trending.

Biographies of Notable Scientists: Featuring current faculty or alumni who have made significant contributions to their fields.

3. Academic Resources and Opportunities

Career Paths for Graduates: Outlining potential career opportunities for graduates in various fields.

Graduate Programs Guide: Detailed guides about what prospective graduate students can expect in different programs.

Undergraduate Research Opportunities: Showcasing how undergraduates can get involved in research projects.

4. Community and Inclusivity

Diversity and Inclusion Initiatives: Articles about ongoing initiatives and their outcomes.

Community Service Spotlight: Stories of students and faculty making a difference in the local community.

Cultural Exchange Programs: Highlighting study abroad and international student exchange programs.

5. Innovation and Technology

Tech Startups and Entrepreneurship: Featuring startups founded by alumni and their journeys.

Artificial Intelligence in Academia: How AI is being used across different fields of study at the university.

Sustainable Innovations: Projects or research focused on sustainability and environmental conservation.

6. Arts and Humanities

Artistic Achievements: Exhibitions, performances, and achievements of students and faculty in the arts.

Philosophy and Ethics in Modern Society: Discussing how classical studies are relevant today.

Literature and Society: How literature students and faculty are interpreting current social issues through their work.

7. Health and Medicine

Medical Research Updates: Latest discove and innovations fron

Healthcare Policies: Analysis articles on healthcare developments a

English (US)

Send a message or hold space bar to talk

Potential Pat Undergrad

services.
Give me a list of several pieces of content that you would select.

Potential Pat Undergrad

Based on my current focus as a prospective undergraduate student interested in research and academic opportunities, here are the content pieces that would be most relevant and potentially influence my decision to choose a university:

1. **Science and Research**
   - **Cutting-Edge Research Profiles:** Learning about the latest research projects and their global impact can give insights into the dynamic and innovative environment of the university.
   - **Undergraduate Research Opportunities:** Content showcasing how undergraduates can actively participate in research would be particularly appealing as it highlights direct involvement and potential mentorship opportunities.
2. **Academic Resources and Opportunities**
   - **Career Paths for Graduates:** Understanding the potential career trajectories that the university supports through its programs would help in assessing the practical outcomes of the education offered.
   - **Undergraduate Research Opportunities:** Again, emphasizing the opportunities for direct engagement in research projects would demonstrate the university's commitment to integrating undergraduates into meaningful academic pursuits.
3. **Community and Inclusivity**
   - **Cultural Exchange Programs:** Information on study abroad and international student exchange programs would be important for assessing global exposure and opportunities for cultural enrichment.
4. **Innovation and Technology**
   - **Artificial Intelligence in Academia:** As AI is a rapidly growing field, understanding how the university integrates this technology across different areas of study could indicate a forward-thinking and technologically adept institution.
5. **Health and Medicine**
   - **Medical Research Updates:** Updates on the latest medical research would be compelling if the university is known for strong programs in health sciences, showing commitment to leading-edge medical advancements.

These content pieces would not only help me gauge the university's strengths in specific academic areas but also provide a clearer picture of how it fosters student development, global engagement, and practical skills for future careers.

English (US)

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Beyond Influencer Marketing

- Employee advocacy programs
- Customer success story systems
- Partner content collaboration
- User-generated content campaigns

Additional Strategies

- Leverage existing customer relationships
- Employee expertise content programs
- Local community partnerships

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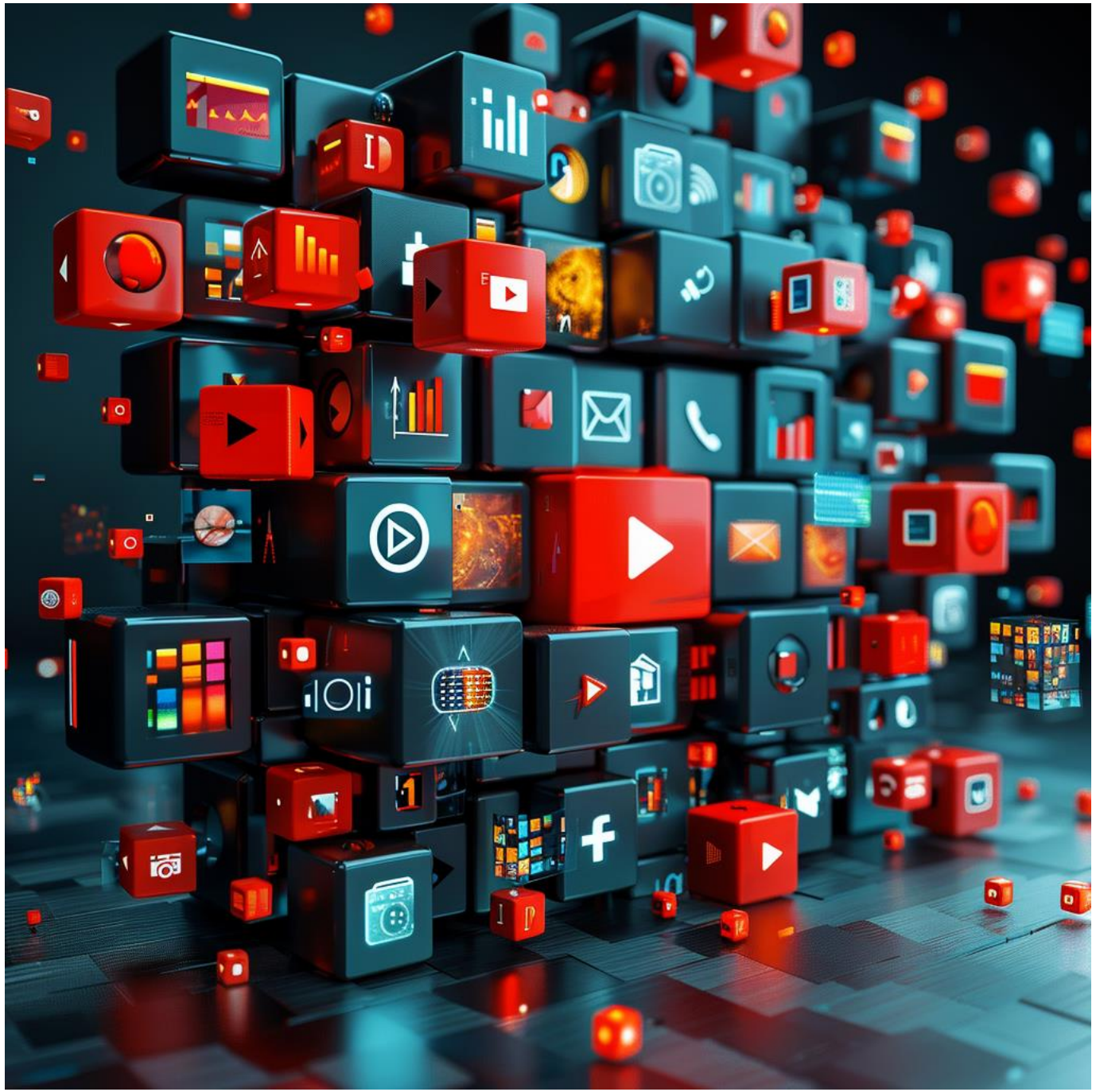


Image created with Midjourney

Text-to-image

Midjourney

Dall-E (ChatGPT)
Gemini (Nano Banana)
Adobe Firefly
Stable Diffusion
Canva
Grok

Image created with Gemini

Video repurposing

Opus Clip

Kapwing
Munch
Veed
Vizard

Audio/Video editing

descript

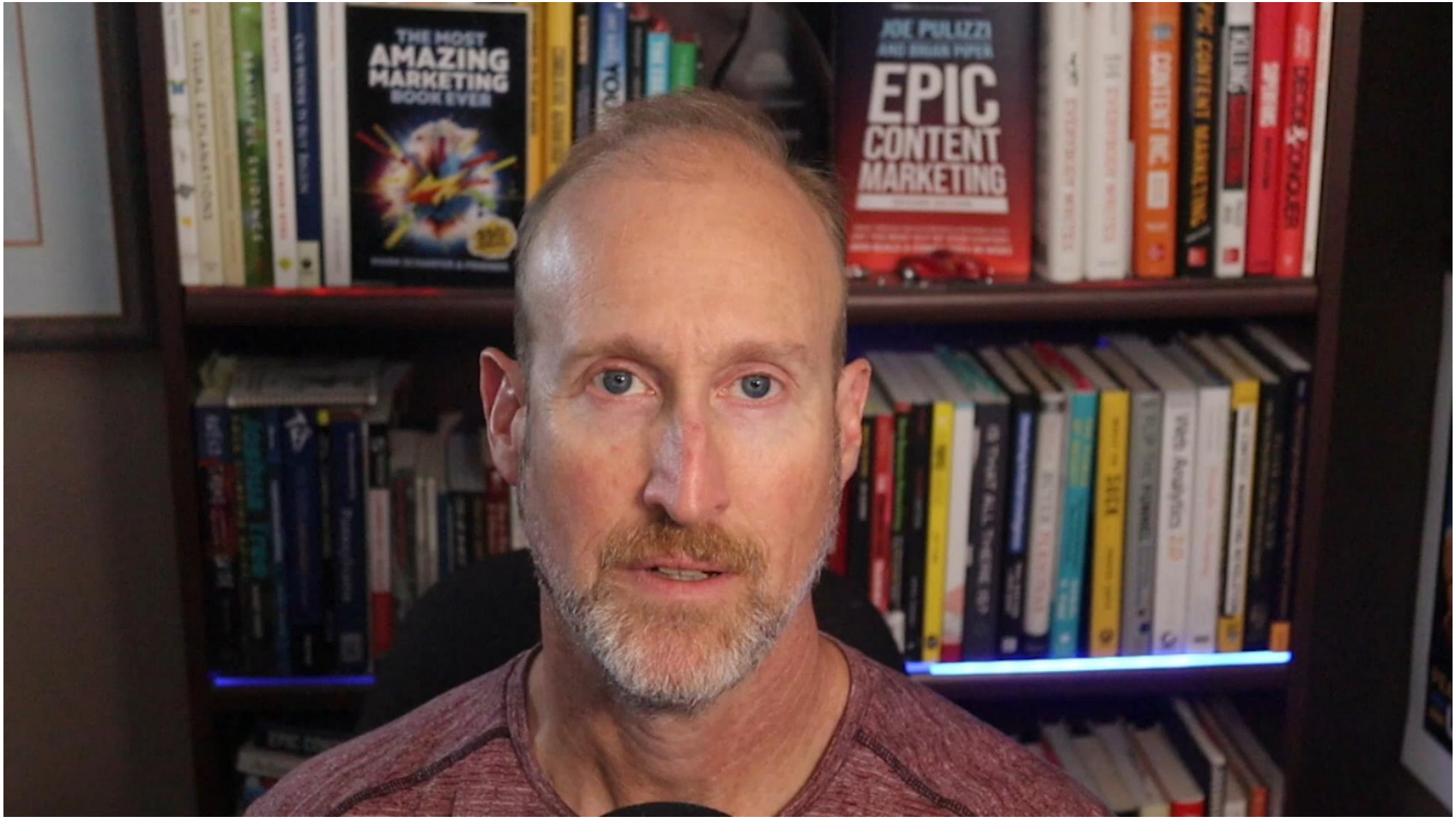
DaVinci Resolve
CapCut

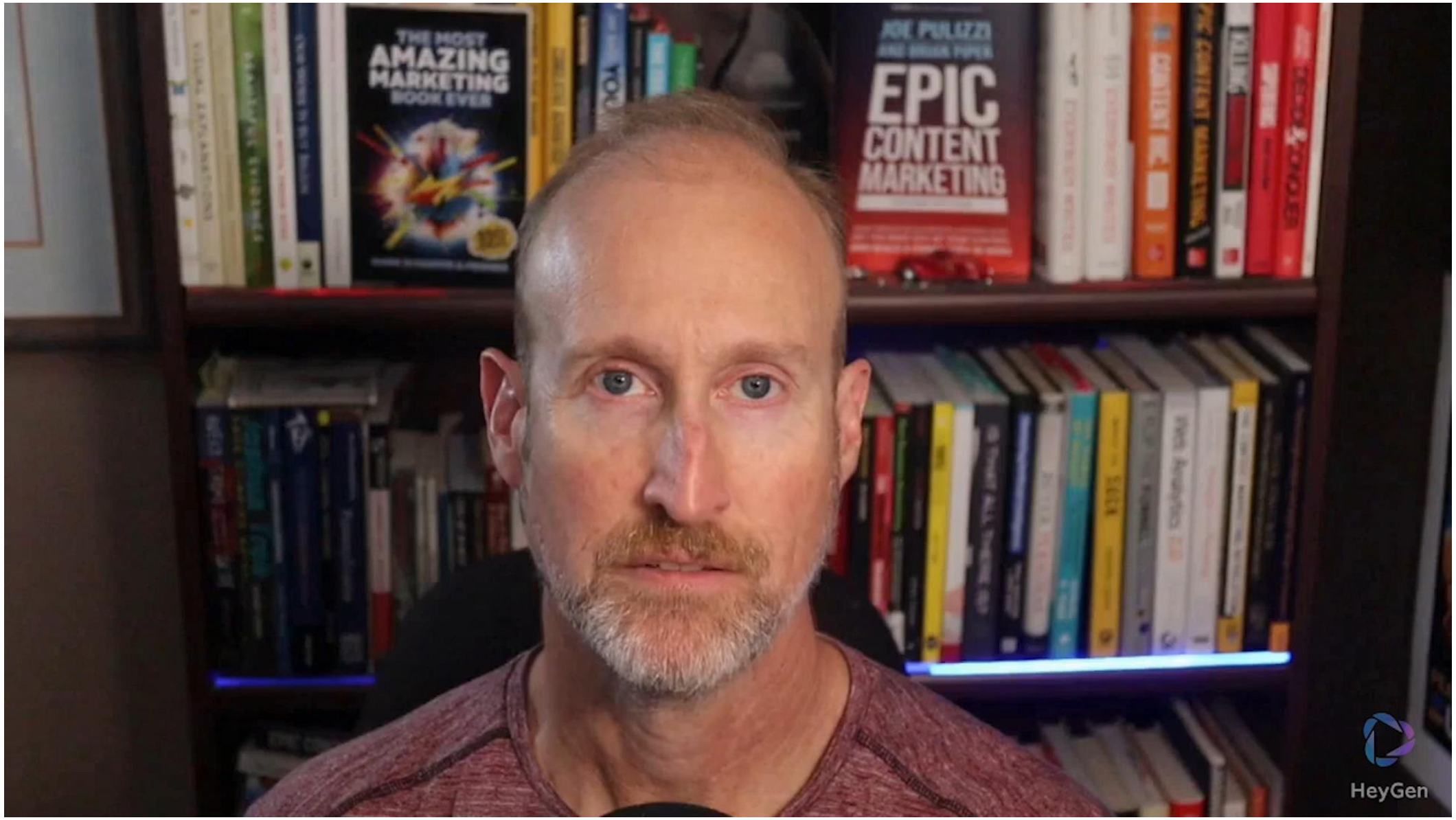
Animation created with Descript

Avatar creation

HeyGen

Synthesia
Kapwing
Vmodel
Recraft


THE MOST
AMAZING
MARKETING
BOOK EVER
JOE PULIZZI
AND BRIAN FISHER
EPIC
CONTENT
MARKETING


THE MOST
AMAZING
MARKETING
BOOK EVER
JOE PULIZZI
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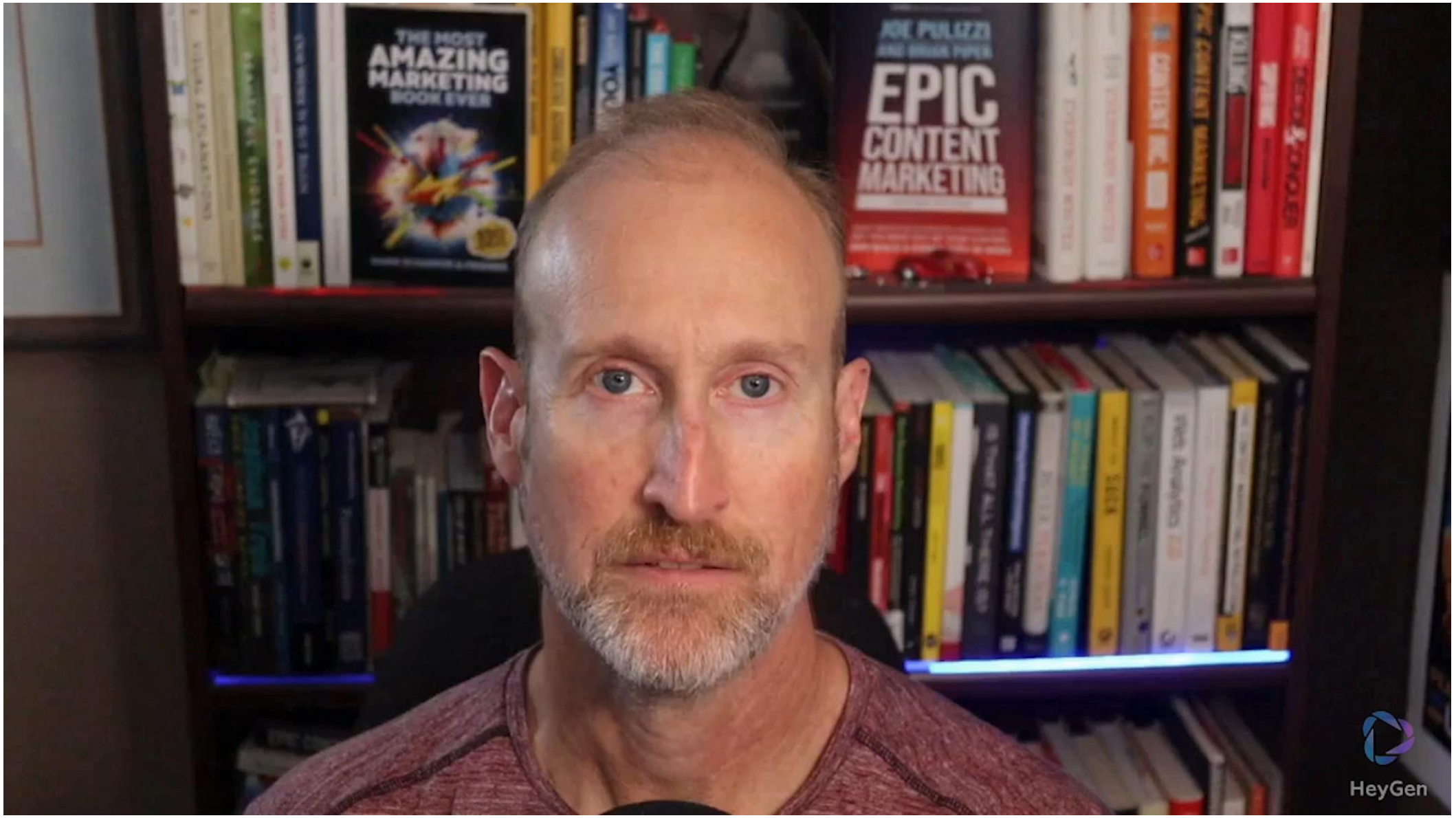
CONTENT
MARKETING
HeyGen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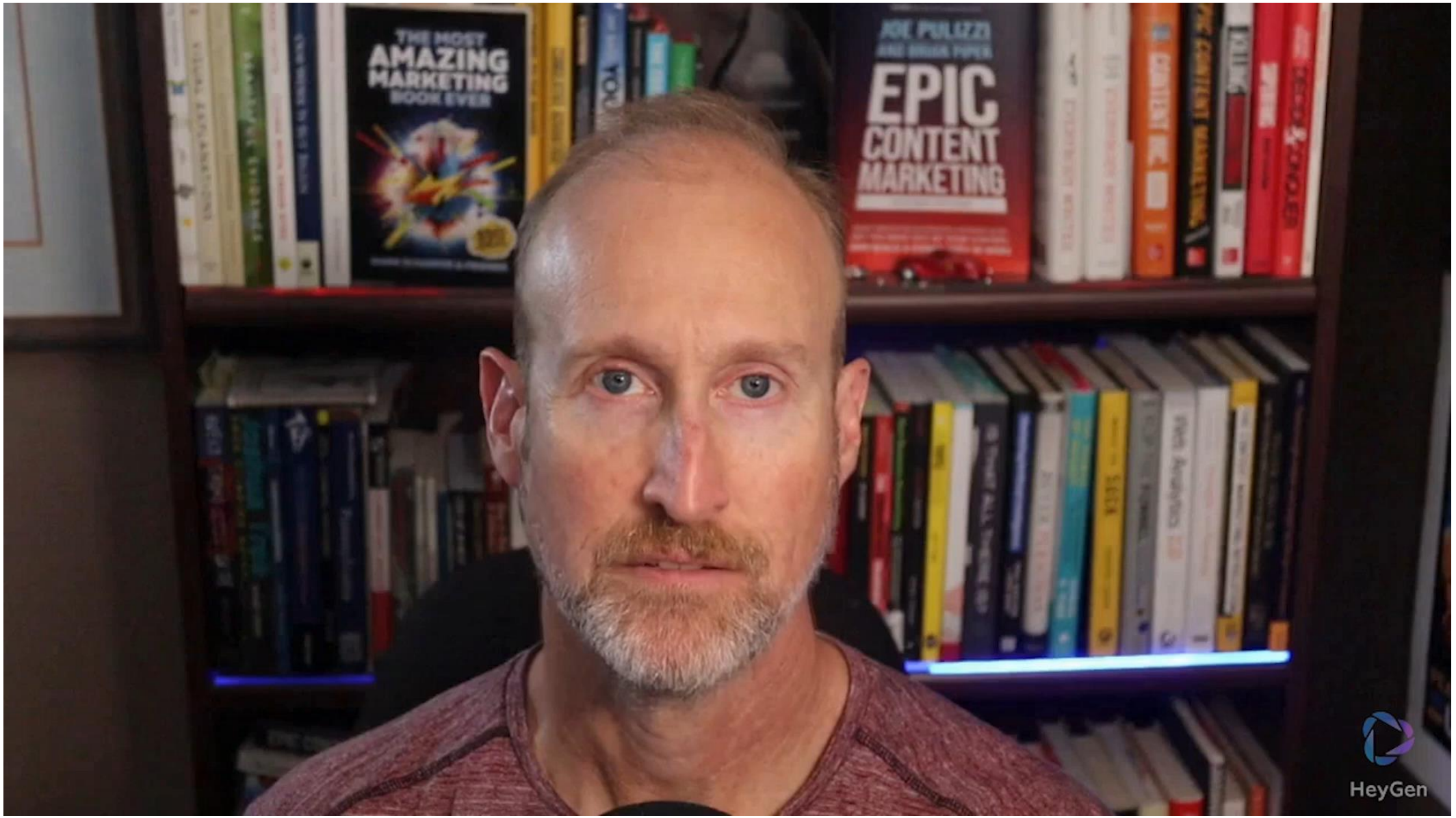
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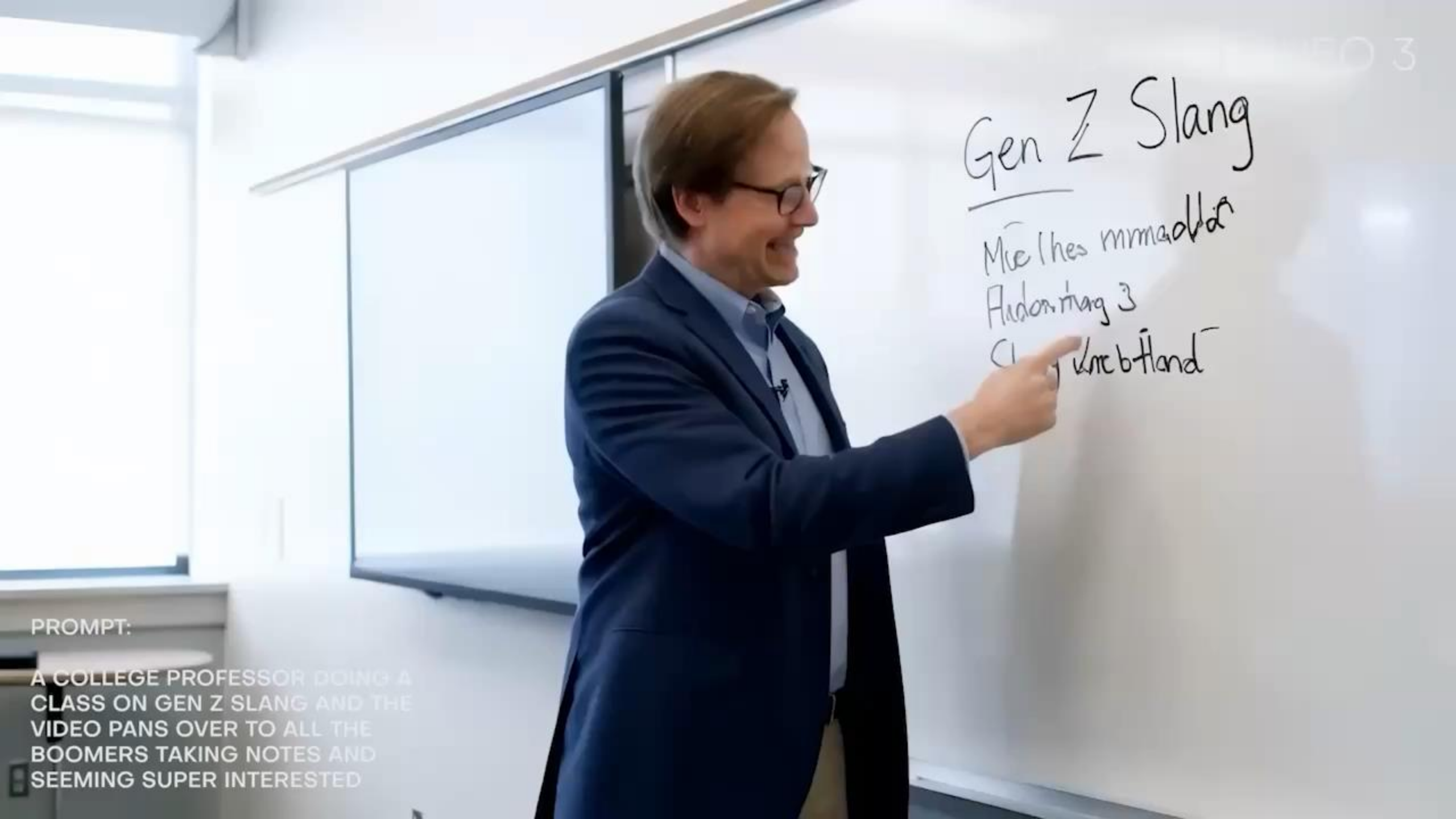
Text-to-video

runway

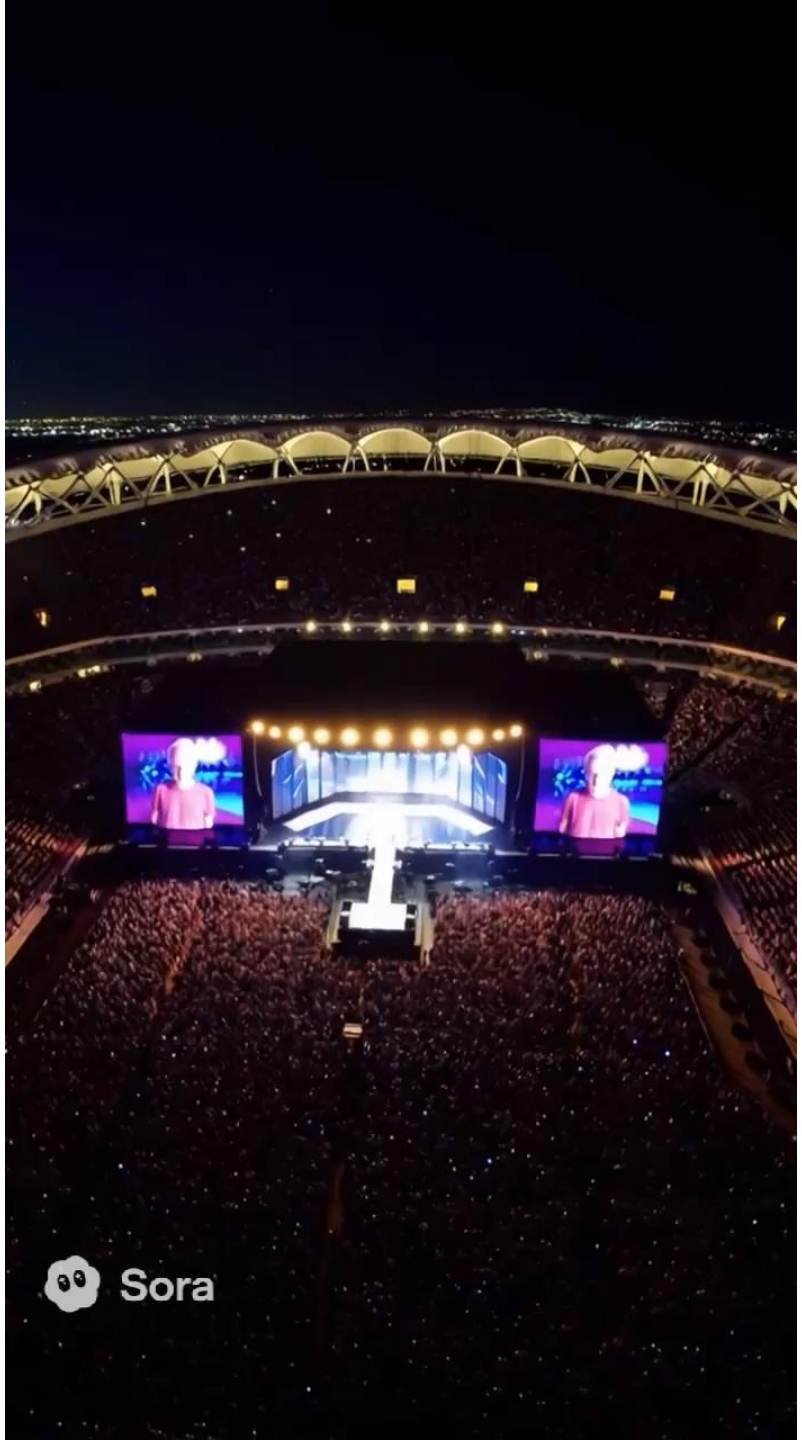
Veo 3

Sora 2



PROMPT:

A COLLEGE PROFESSOR DOING A CLASS ON GEN Z SLANG AND THE VIDEO PANS OVER TO ALL THE BOOMERS TAKING NOTES AND SEEMING SUPER INTERESTED


Sora

Sora

IDEAL Framework

I - **Identify** your high-value audience segments

D - **Discover** content opportunities through data

E - **Empower** authentic voices and user-generated content

A - **Activate** across optimized channels

L - **Learn** from performance data continuously

Website Optimization Process
Strategic Audit
User Audit
Analytics Audit
Performance Audit
Information Architecture Audit
Search Audit
Optimize

IDEAL Framework

I - **Identify** your high-value audience segments

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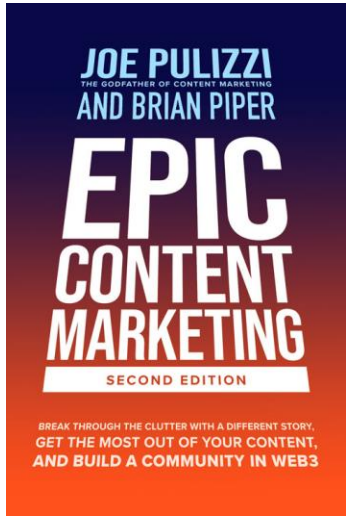

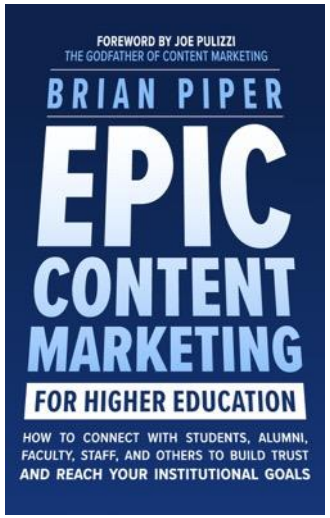

ATTENTIO

B2B FORUM by MarketingProfs

Thank You!

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