# PIXIO

DISRUPT YOUR INDUSTRY

EST. 2007

**Digital Content Plan**

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# Introduction

As a rapidly growing start-up company with a solid foundation, Pixio is ready to move forward. The company has dedicated time to finding a process that works, and now it is time to expand to larger and more-challenging projects. At first, it was important to focus on discovering who you are and who you hope to become. Now that a clear picture exists of the company's mission and future goals, a digital content strategy is the key to unlocking further success. Pixio is at a point where it is eager and willing to expand. A digital content plan will create awareness about the company, distinguish Pixio from competition, prove that the company is a great choice for app development, and ultimately succeed in helping clients to disrupt their industry.

This digital content plan addresses the basics of how to stand out in the digital world; provides an in-depth keyword analysis for Pixio to utilize; and contains a detailed, SEO-backed content plan for Pixio to implement.

## Step 1: Understanding What Makes Effective Digital Content

### Writing for Google
Search-engine optimization (SEO) is crucial to performing well on the web. SEO utilizes keywords to rank, search, and return webpages (not websites) on search sites like Google. Even though Google's algorithms are unknown and SEO cannot be guaranteed, there are steps that a business can take to increase the chances of showing up when searched.

### Generating Effective Keywords and Content
It is crucial to research and develop effective keywords and latent semantic content so that Pixio's website receives the attention it deserves and is recognized instantly by Google. Every single page on Pixio's website should be focused on one or two effective keywords that relate directly to the purpose. These keywords should tie into your unique content well, because it truly is the content that makes a page successful. Keywords should be present in the titles, headings, and main content on a webpage. Using text design elements such as bolding and italicizing, and avoiding duplication, is also helpful to show off key points and rank well.

Keywords are broken into two parts: head and tail terms. Head terms are the main chosen keyword, and tail terms help bring focus to the chosen head term. For

example, Pixio might use "app" as a head term, and then words such as "development" and "design" would be great tail terms.

Considering effective latent semantic content is the next step after keywords have been established. Latent semantic content is meant to enhance the chosen keywords when Google performs Latent Semantic Indexing (LSI). These words are often synonyms, descriptors, or very similar words to the keywords. LSI ignores all of the fluff and functional words, and it searches for words with greater semantic meaning.

### Building Links
Another way to build credibility for your site is through the use of links because they are the most important factor in search ranking algorithms. If other sites link to Pixio's website, it will increase the chance that Pixio will rise above competition when searched on Google. Pixio needs to proactively build as many links as possible. One way to do this is to have outside sources and past clients link to Pixio's site to show off the completed project.

## Step 2: Optimizing Digital Content with the Right Keywords

### Keyword Research Methods
 "The best place to hide a body is page 2 of Google search results" (Unknown). There's no question as to why SEO and digital content optimization is important. Without it, a company does not stand a chance in gaining the exposure it wants online. The true question lies within discovering how to best implement it in a natural and meaningful way. In order to choose the best keywords and LSI for Pixio, it is important to consider keyword trends, available data, Pixio's current website, and competition. Chosen keywords should help Pixio find a unique position among competitors that helps the company gain attention.

### Competition Evaluation
Knowing how to stand out requires having knowledge about Pixio's competition. The following information about Pixio's competitors was gathered using SEMrush.com and Keywordspy.com. Pixio's top three competitors are Dom and Tom, Detroit Labs, and Verisage.

1. **Dom and Tom: Innovators in Mobile + Web**
   a. Total Keywords: 404
   b. Top 5 Keywords: dom, dom tom, priceline flights, tom dom, tom new york

c. Total Backlinks: 416
2. **Detroit Labs: We Build Beautiful Tech & Great Teams**
   a. Total Keywords: 40
   b. Top 5 Keywords: labs, where is Detroit, Detroit logo, Detroit apprenticeship program, ideal image careers
   c. Total Backlinks: 1
3. **Verisage: World Class Software Development**
   a. Total Keywords: *Info not available
   b. Top 5 Keywords: *Info not available
   c. Total Backlinks: 1

*\* Verisage is included in this analysis to prove how important it is to rank and have info available. It is not feasible to have "info not available" and ignore SEO in today's world.*

We can concur that Dom and Tom is currently at the top of the competition with their effective use of keywords and backlinks, but Pixio has the potential to rise above by implementing a strategic and strong digital content plan.

## Choosing Effective Keywords

Pixio has 33 keywords and 19 backlinks, so the company is off to a great start according to SEMrush.com. Currently, the top five keywords are:

- Pixio
- Android ndk install
- Android ndk
- Installing android ndk
- Scorebig code

A few of these keywords do not make a ton of sense because they are not focused on Pixio's main mission to develop great applications. Presently, StackOverflow.com and buypixio.com are listed as main competitors, which proves that Pixio is not positioned correctly in Google's eyes.

After analyzing Pixio's website, talking with Pixio's employees, and using various online resources, the following keywords were chosen along with possible latent semantic content.

| Keywords | Latent Semantic Content |
| --- | --- |
| App Development | Companies |
| App Development | Consulting |
| App Development | Android |
| App Development | iPhone |
| Client Satisfaction | Relationships |
| Client Satisfaction | Customer |
| Design Sprints | Google |
| Design Sprints | Prototyping |
| UI/UX Design | Customer Satisfaction |
| UI/UX Design | User Testing |
| Agile Software Development | Companies |
| Agile Software Development | Design |

These keywords are appropriate for Pixio because each of them is relevant and helps shape Pixio in an appropriate way. According to wordtracker.com, they also have an adequate volume of traffic and a modest amount of competition. The keywords were also chosen because they range from moderate-upward trending on google.com/trends.

## Step 3: Develop an Effective Digital Plan

### Building a Content Calendar
Creating a digital content calendar is vital to Pixio's SEO initiative. By publishing new articles weekly with unique content that matters to Pixio, the company is staying relevant and engaging. These articles also give Pixio a chance to really focus on keywords and effective content.

In the following section, a detailed, 3-month digital content calendar has been created. This content calendar includes possible articles with appropriate page names, keywords, and latent semantic content. Pixio should maintain a blog where articles are posted weekly with tailored and engaging content. These articles should each focus on an established keyword, and this keyword should make up 2-4% of the entire article. Related latent semantic content should also be sufficiently sprinkled throughout.

# Digital Content Calendar Plan

| Article Title | Page Name | Keywords | Latent Semantic Content |
|---|---|---|---|
| Three Tips for Choosing the Right App Development Company | Choosing the Right App Development Company \| Pixio \| pixio.com | App Development | Relationships Strategy Portfolio Experience Culture |
| Best Questions to Ask Developers Before Beginning the Design Process | Questions to Ask Developers Before Design \| Pixio \| pixio.com | Questions to ask Developers | Developer Designer Design Process Purpose Expectations |
| How to Keep Developers Productive | How to Keep Developers Productive \| Pixio \| pixio.com | Productive workers | Environment Experience Personality Design Software |
| From Idea to Launch: Keeping Your Client Satisfied | Keeping Clients Satisfied \| Pixio \| pixio.com | Client satisfaction | Relationships Communication Experience Vision Prototype |
| Why You Should Care about Design Sprints | Care About Design Sprints \| Pixio \| pixio.com | Design sprints | Google Wireframe Prototype Test Experience |
| Establishing Communication Before It's Too Late | Establishing Communication \| Pixio \| pixio.com | Client communication | Relationships Personality Expectations Experience Communication |
| Top UI/UX Design Trends | Top UI/UX Design Trends \| Pixio \| pixio.com | UI/UX Design | Design UI/UX Design Design Sprints User Experience User Interface |
| Helpful Tools for Software Developers | Helpful Tools for Software Developers \| Pixio \| pixio.com | Agile Software development | Efficiency Software Development Technology Apps Productivity |

| | | | |
|---|---|---|---|
| Why Your Designer and Developer Need to Work Together | Designer and Developer Working Together \| Pixio \| pixio.com | Software development best practice | Efficiency Designer Developers Critical Thinking Creative Thinking |
| Consistency is Key for Successful Software Development | Consistency is Key for Software Development \| Pixio \| pixio.com | Successful software development | Consistency Reliability Testing User Experience User Interface |
| The Power of Data Driven Development | The Power of Data Driven Development \| Pixio \| pixio.com | Data driven development | Data Information Critical Thinking Creative Thinking Big Data |
| To Multitask or Not? | To Multitask or Not \| Pixio \| pixio.com | Multitasking as a developer | Critical Thinking Design Focus Clarity Precision |

## Conclusion

"Content is the reason search began in the first place" (Lee Odden). In reality, a company needs to focus on creating great content. If great content is present, making that content known and searchable is easier. Content draws people in, not keywords. It is important that writing is natural and engaging, but having best SEO practices in mind will help.

Resources:
- SEMrush.com
- Keywordspy.com
- Wordtracker.com
- Google.com/trends

Please contact me at kaydeegilson@gmail.com with any questions, feedback, or concerns.

# Three Tips for Choosing the Right App Development Company

*Page Name: Tips for Choosing the Right App Development Company | Pixio | pixio.com*



*Picture Name: App Development Teamwork*
*Creative Commons Zero License | https://www.pexels.com/photo/people-coffee-meeting-team-7096/*

We always hear the phrase "all it takes is one big idea." This statement implies that finding the idea is the difficult part and turning that idea into reality is the simple part. The idea may be the start of a wonderful project, but the process that unfolds can prove to be difficult—especially in the **app development** realm.

When your big idea is in the form of an app, the first part of the process is usually finding the best **app development** company for your needs. Every single company is going to have a different **app development** **strategy**, **culture**, and outcome. It is important to find the right fit for you. Often times, it is hard to know how to find a good fit, what questions to ask, and what to look for in a company. Check out the following tips for helpful advice.

**Tip 1:** Choose an **app development** company with similar interests. It is your big idea and you are excited about it, so the company you choose should be as well. You are in

for a long ride together, so choose an **app development** company with a **culture** that excites you and people that you can see yourself building a **relationship** with. Building a great **relationship** with the company is going to make the **app development** process much easier. Values, expectations, and **strategy** should align and constantly be discussed. It is important that the **app development** company is as invested in your project as much as you are. You should go into the process thinking of it as a partnership, not just a contractor.

**Tip 2:** Read reviews, talk to past clients, and ask a lot of questions. Reading online reviews is a great place to start. Look closely at a company's portfolio and read about past projects and client **relationships**. Reach out to past clients for their feedback regarding their **experience** with the **app development** company. Ask the hard questions about how the company handles bad news and criticism, not just good news. Understand how your communication **experience** might unfold. Figure out how the prospective company's processes work. Are they using an agile process or a lean process? Is their turnaround time sufficient? Will they be available when you need to reach them? Are there sufficient lines of open communication? These questions are crucial when searching for the right **app development** company.

**Tip 3:** Understand your purpose, expectations, and goals. Make sure you know what you want and what you are looking for. It's difficult to have expectations of an **app development** company when you yourself do not have a vision or clear direction. Once your expectations of the project are established, search for a company that offers the "whole package." Do not get caught up on only great developers. Pay attention to the company's **strategy**, understand their **app development** process, and keep **design experience** in mind. **Design** is often overlooked in **app development**, but at the end of the day, the user sees the **design** and user interface, not the back-end code. Make sure the company truly has the **experience**, skills, drive, and capabilities to turn your idea into reality.

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*Keyword usage threshold: 2.3%*