



# **The Content & SEO ROI Checklist For Your Business**

Are you tired of writing blog posts that don't convert? You already know the importance of content, but if all you're getting from it is traffic with no results beyond that your content is not doing its job.

## **We're about to change that for you.**

Our checklist has everything you need to start creating content that actually delivers ROI for your business in Thailand.







## Step 1: Planning Your Content

Before you start writing, make sure you are targeting topics that attract serious buyers, not just random browsers.

- ☐ **Focus on Buying Keywords:** Don't just target broad topics. Pick search terms that include words like 'best,' 'how to choose,' or 'vs.' People searching for these are usually ready to buy.
- ☐ **See What Is Working for Competitors:** Look at your top competitors. Find out which of their website pages get the most valuable traffic, and plan to make your version better and more helpful.
- ☐ **Set One Clear Goal for Every Post:** Before writing, decide what you want the reader to do next. Do you want them to sign up for your newsletter, or click a link to view your services?



## Step 2: Write for Humans, But Leave Clues for Google

Make your articles easy for Google to find, but delightful for a human to read.

- ☐ **Get Straight to the Point:** Put your main point and your first helpful link within the first 200 words. Don't make readers scroll through a giant wall of text to find what they need.
- ☐ **Put Helpful Links Throughout the Text:** Don't just hide your 'Contact Us' button at the very bottom of the page. Put clear text links where they naturally make sense inside the article.
- ☐ **Make It Easy to Skim:** Use clear headings, bullet points, and bold text. Most people don't read every word on a screen they skim to find the answers fast.
- ☐ **Share Real Experience:** Google rewards original content. Use real-world examples, your own business experiences, or customer stories. Avoid generic, robotic writing that sounds like everyone else.



## Step 3: Fix What You Already Have & Share It

The fastest way to get results is to update and improve the articles you have already published.

- ☐ **Find Pages Sitting on Page Two of Google:** Look for pages that are close to the top but need a little push. Update them with fresher info, newer details, and better images to move them to page one.
  - ☐ **Clean Up 'Dead' Pages:** Find pages on your site that have received zero traffic over the last 6 months. Either rewrite them to be better, or delete them so they stop dragging your website down.
  - ☐ **Share Your Content Everywhere:** Don't just hit publish and hope people stumble upon your blog. Turn one good article into a couple of social media posts or an email newsletter to get more eyes on it.
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## Step 4: Simple Numbers to Track Every Month

You don't need to spend your time analysing your entire dashboard. Track these three simple things:

- **Page Conversion Rate:** Out of 100 people who visit a page, how many actually sign up or reach out?
- **Cost to Get a Customer:** How much are you spending on your content vs. how many clients is it actually bringing in?
- **The Customer Journey:** Are people reading your helpful articles before they eventually buy from you?



## Need More Guidance?

It's almost always about balance – even in marketing. You can perfect every aspect of your SEO strategy, but if your content isn't engaging, you lose customers. On the flip side, you can create compelling content that resonates with your customers, but with no SEO strategy in place, they won't read it. You need both.

If you're looking for a team of experts who know how to create content that appeals to both Google and humans, we're here to help.

Reach out to us and let's start building your strategy today.

### Contact our team of experts:

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