

# Marketing Tools – Tips, Tricks and Integrations to Drive Results



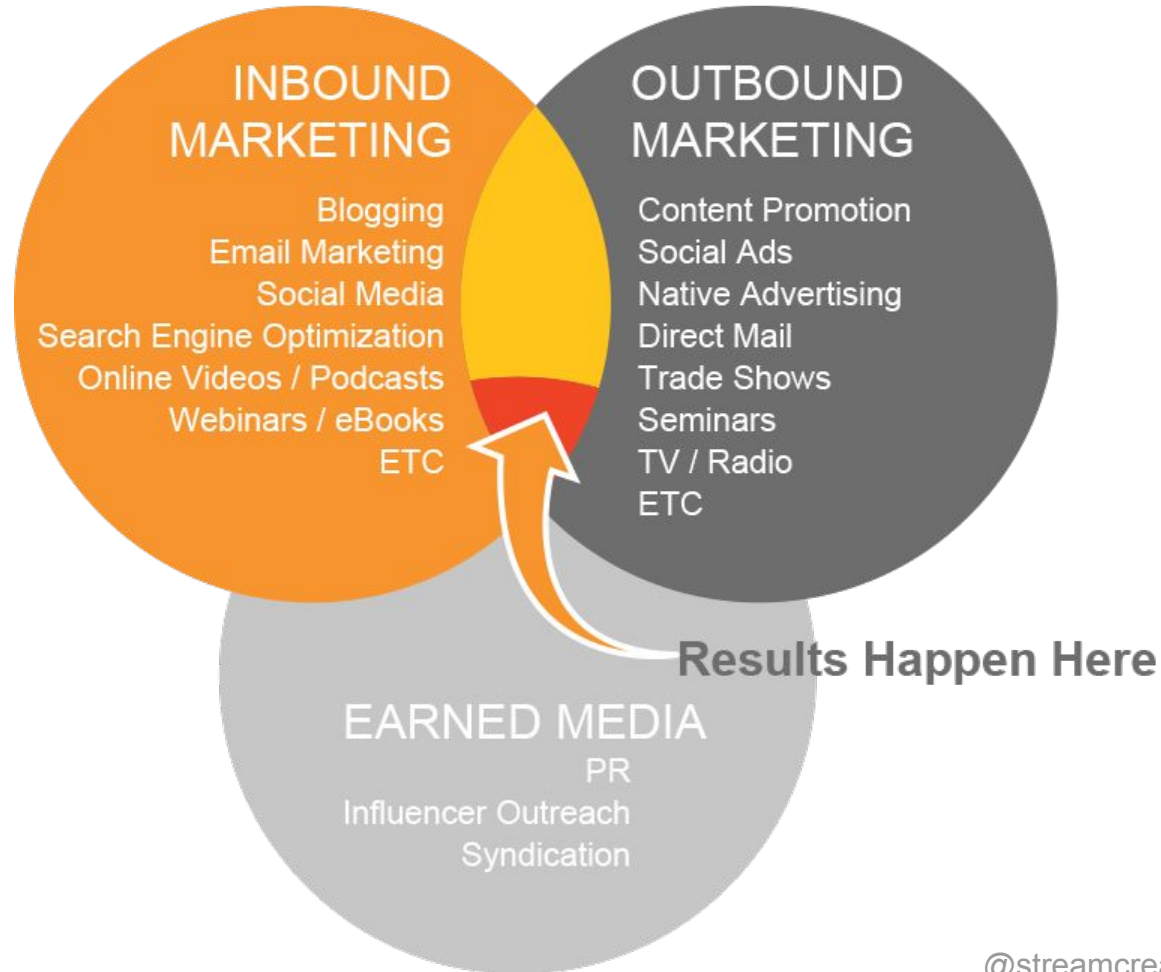
streamcreative™

# AGENDA

- Our Process
- Martech In 2018
- Free and Paid Tools
- Templates and Resources



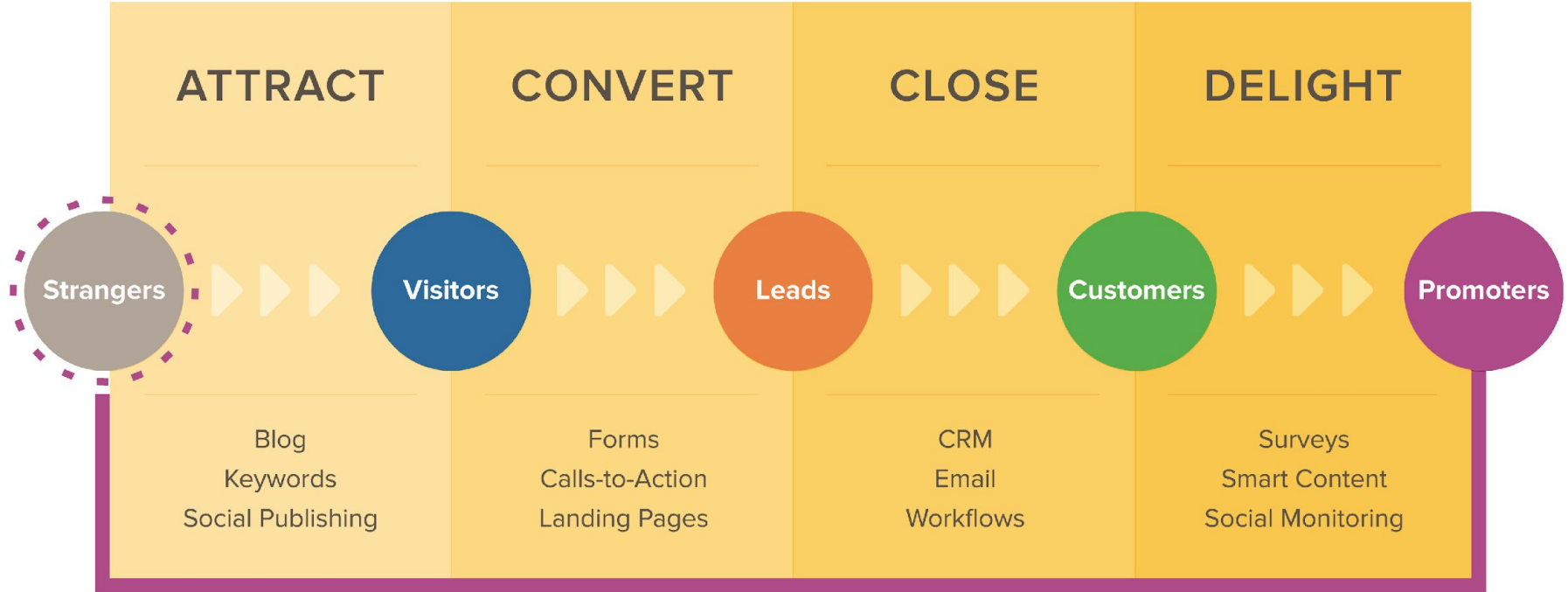
# Our Process







# Inbound Methodology





Analysis should be **inherent** in every single thing you do with your inbound strategy.

The background is a solid orange color with a white, abstract molecular or network pattern. This pattern consists of numerous small circles (nodes) connected by thin, white lines, creating a complex, interconnected web that resembles a chemical structure or a digital network. The pattern is more dense in the upper half of the image and fades slightly towards the bottom.

# Martech in 2018

2011

~150

2012

~350

2014

~1,000

2015

~2,000

2016

~3,500



+



+



+



+



The size of the 2018 landscape is equivalent to all of the marketing tech landscapes we assembled from **2011 through 2016 added together:**

=



2018

~7,000







## Content Marketing



## Bots & Live Chat



## Compliance and Privacy



## NEW IN 2018

## SHIFTING TO A MORE NATURAL CONVERSATIONAL COMMUNICATION









# I HAVE A BROWSER TAB PROBLEM

The screenshot shows a web browser with multiple tabs open. The tabs include Google Docs, Search Console, and the Experience Inbound website. The Experience Inbound website is the active tab, displaying a large audience at a conference. The website's navigation bar includes links for HOME, SPEAKERS, SCHEDULE, VENUE & PARKING INFORMATION, SPONSORS, and REGISTER. The main content area features a large image of a speaker at a podium, with an orange location pin icon overlaid. The text "EXPERIENCE INBOUND MARKETING & SALES CONFERENCE" is prominently displayed, followed by the dates and locations: "June 5th at Miller Park (Milwaukee) - SOLD OUT June 6th at Lambeau Field (Green Bay), Wisconsin". A "REGISTER" button is visible at the bottom.

Home - Experience Inbound 2 x (2) New Messages! Test Your Lead Response Time x The Drift Lead Response Repo x

Secure | <https://www.experienceinbound.com>

EXPERIENCE Inbound

HOME SPEAKERS SCHEDULE VENUE & PARKING INFORMATION SPONSORS REGISTER

**EXPERIENCE INBOUND MARKETING & SALES CONFERENCE**

June 5th at Miller Park (Milwaukee) - SOLD OUT June 6th at Lambeau Field (Green Bay), Wisconsin

REGISTER



# Search Console

# IT'S FREE

Google Search Console is a free service offered by Google that helps you monitor and maintain your site's presence in Google Search results

# WHY USE IT?

Monitor your site's performance in Google Search results:

- Make sure that Google can access your content
- **Submit new content for crawling and remove content you don't want shown in search results**
- Monitor and resolve malware or spam issues so your site stays clean

# DRIVE MORE TRAFFIC

Understand how Google Search views your site:

- **Which queries caused your site to appear in search results?**
- **Did some queries result in more traffic to your site than others?**
- Which sites are linking to your website?



Search Console - Dashboard - X

https://www.google.com/webmasters/tools/dashboard?hl=en&authuser=0&siteUrl=https://www.jfbrennan.com/

Google

Search Console

Try the new Search Console

Dashboard

Messages (4)

Search Appearance ⓘ

- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages

Search Traffic

- Search Analytics
- Links to Your Site
- Internal Links
- Manual Actions
- International Targeting
- Mobile Usability

Google Index

- Index Status
- Blocked Resources
- Remove URLs

Crawl

- Crawl Errors
- Crawl Stats
- Fetch as Google
- robots.txt Tester
- Sitemaps
- URL Parameters
- Security Issues
- Web Tools

New and important

New Job Postings issues detected for site https://www.jfbrennan.com/ Feb 19, 2018 [View all](#)

Current Status

Crawl Errors >>

Site Errors

DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

URL Errors

1 Soft 404  
3 Access denied  
89 Not found

Search Analytics >>

1,960 Total Clicks

Sitemaps >> By me (1) >>

154 URLs submitted 17 warnings

# Search Analytics Report



See how your search traffic changes and what search queries are most likely to show your site.



Learn which queries are made on smartphones



See which pages have the highest (and lowest) CTR from Google search results.

## Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks ☐ Impressions ☐ CTR ☐ Position

☒ **Queries**

No filter ▾

☐ **Pages**

No filter ▾

☐ **Countries**

No filter ▾

☐ **Devices**

No filter ▾

☐ **Search Type**

Web ▾

☐ **Dates**

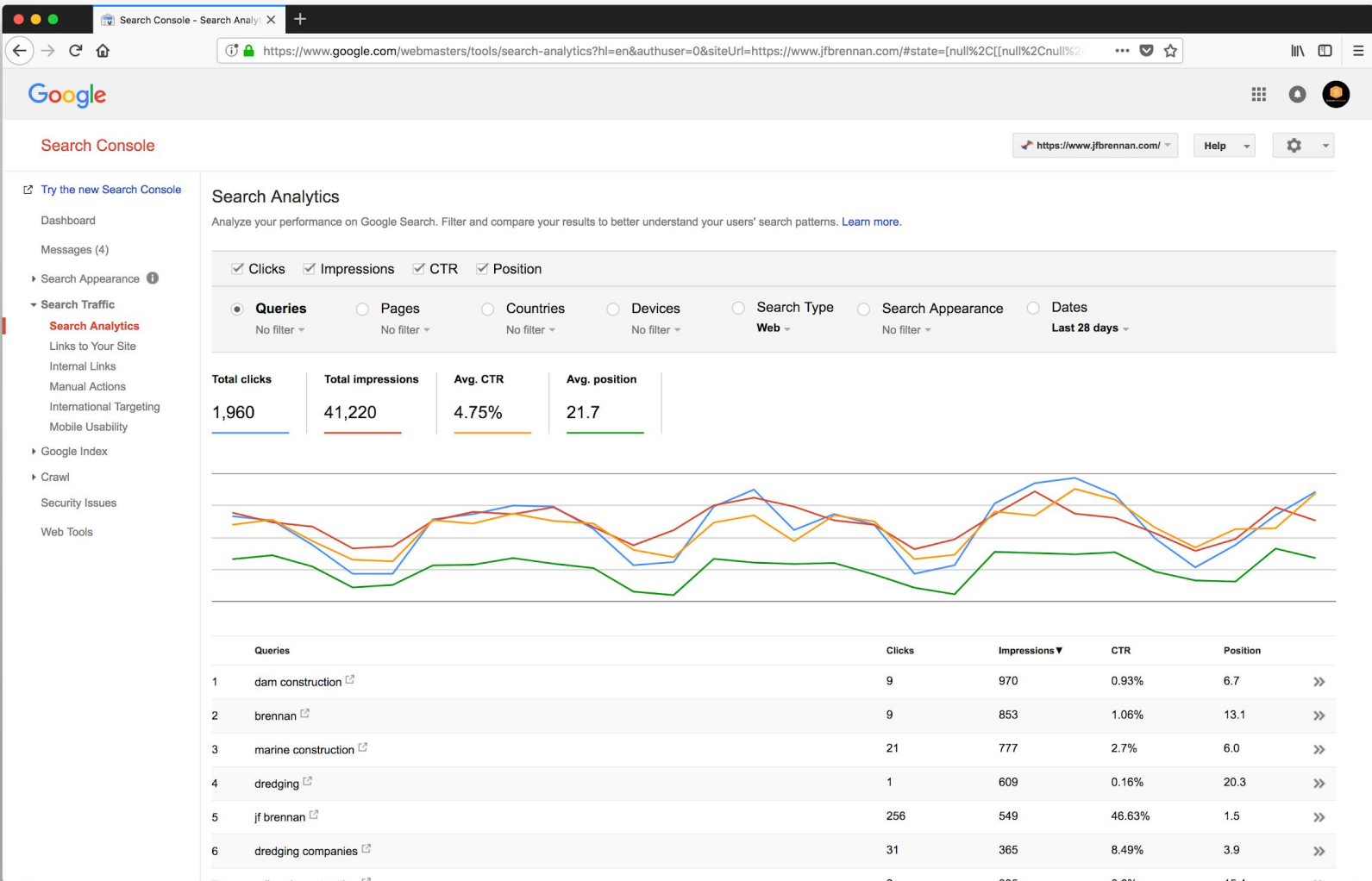
Last 28 days ▾

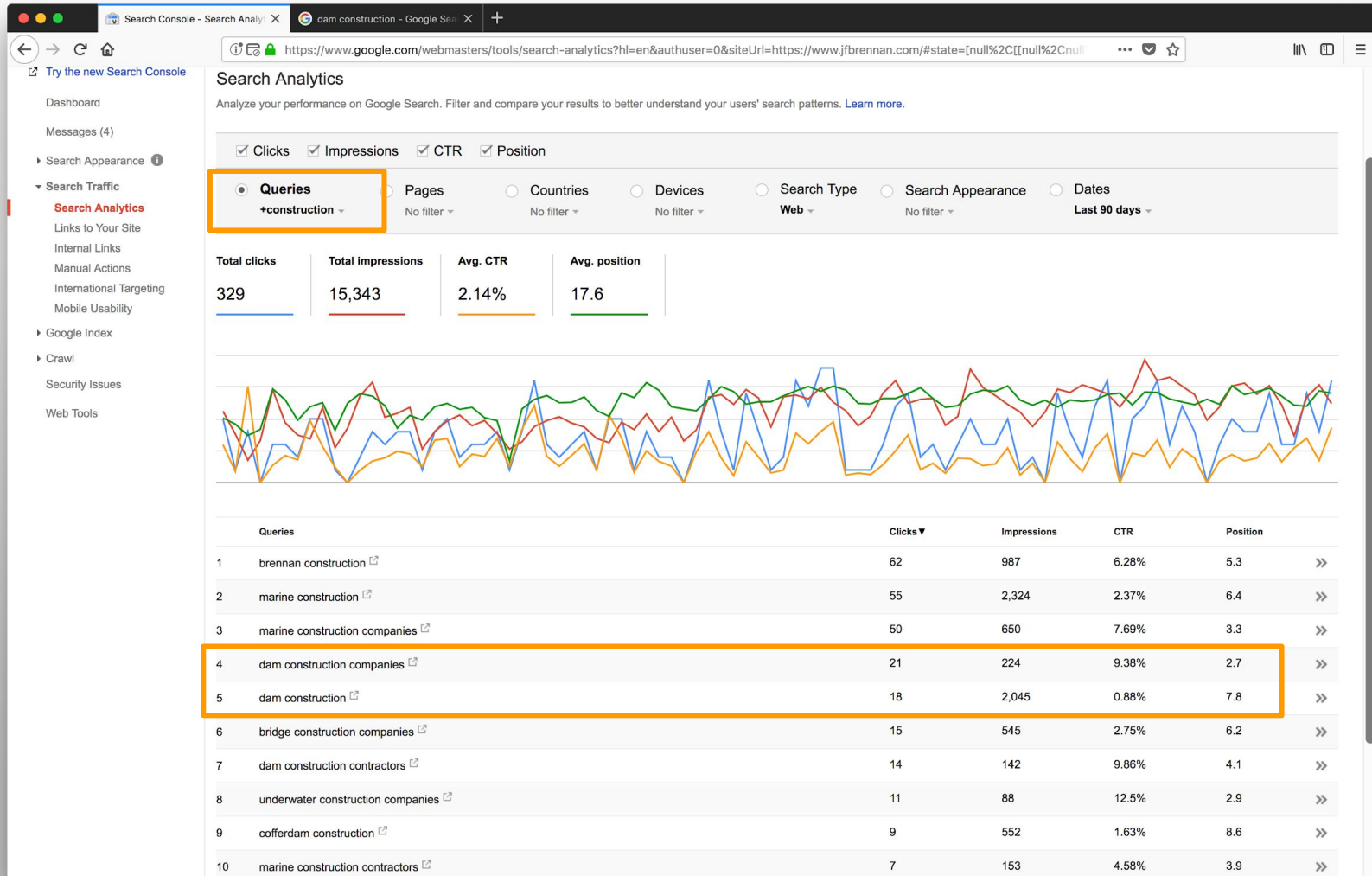
There is no data for this set of filters.



# OPTIMIZE RESULTS THAT DON'T GET CLICKS

Look for keywords with lots of impressions but few clicks and a low CTR.  
These are keywords that have visibility, but no one is clicking.





Search Console - Search Analy X dam construction - Google Search +

https://www.google.com/search?q=dam construction

Google

dam construction

All Images Videos News Shopping More Settings Tools

About 105,000,000 results (0.59 seconds)

**How to Build a Dam: Current Construction Methods & the Need for ...**  
<https://esub.com/how-to-build-a-dam/> ▼  
Mar 23, 2017 - Damming has been an important engineering practice for thousands of years, with the first dam being constructed by Ancient Egyptians around ...


**Dam - Wikipedia**  
<https://en.wikipedia.org/wiki/Dam> ▼  
A dam is a barrier that stops or restricts the flow of water or underground streams. Reservoirs .... Roman dam construction was characterized by "the Romans' ability to plan and organize engineering construction on a grand scale." Roman ...  
[Nurek Dam](#) · [Dam \(disambiguation\)](#) · [Hoover Dam](#) · [Teton Dam](#)

People also ask

What is dam construction?	▼
What are dams built for?	▼
What is the advantage of building a dam?	▼
How much does it cost to build a dam?	▼

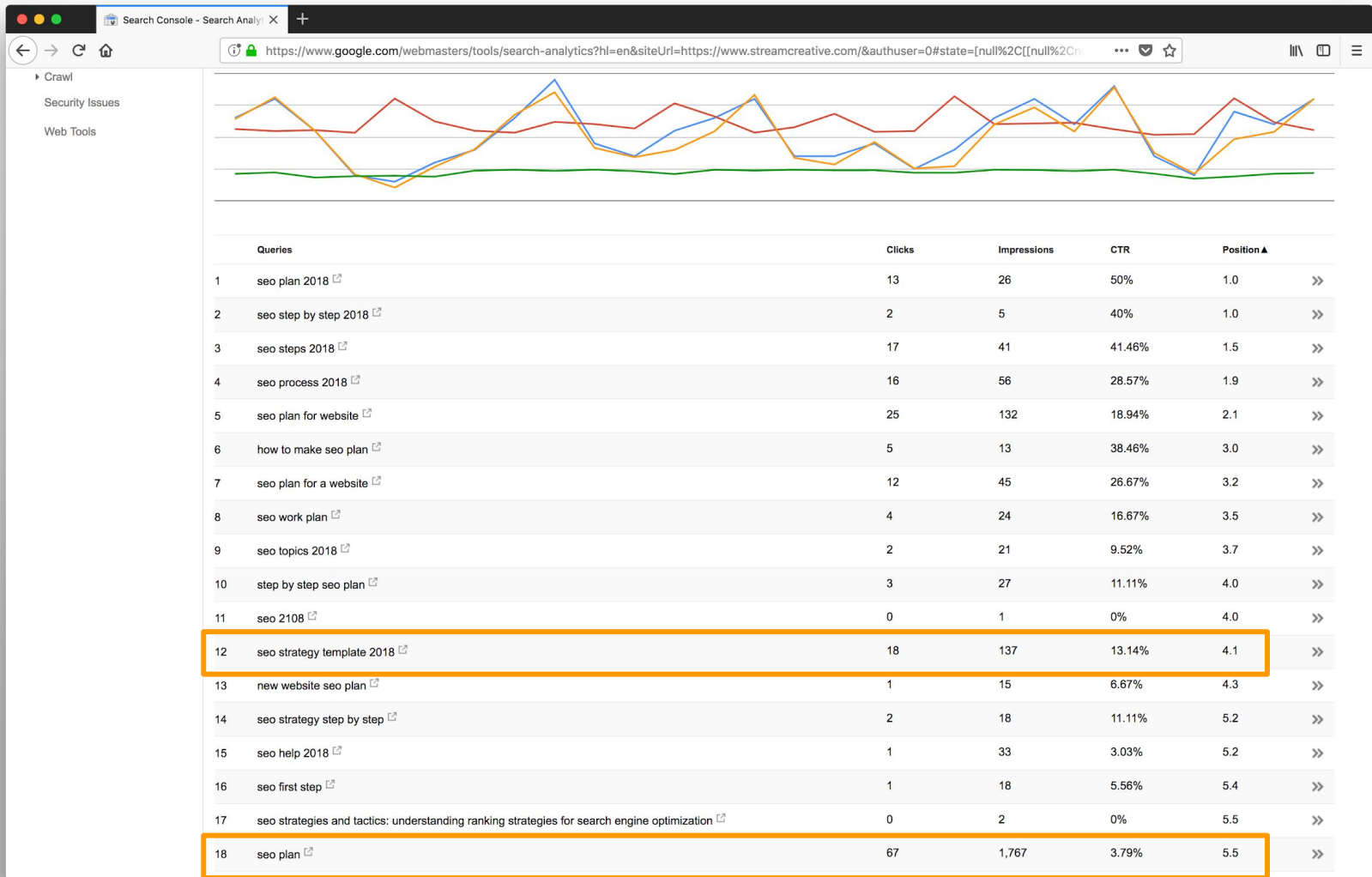
Feedback

**Dam Construction - JF Brennan Company, Inc.**  
<https://www.jfbrennan.com/dam-construction> ▼  
We specialize in dam construction and repairs on navigational locks and dams, hydroelectric dams, and water impoundment structures of all sizes.

**The Dam Construction From Start To Finish - YouTube**  
  
<https://www.youtube.com/watch?v=EoJb4IWkXxw> ▼  
Dec 2, 2014 - Uploaded by Robert Fahlström  
Various Clips From The Construction Of The Dam. Machines:Volvo A40E, Volvo EC460CL, Liebherr R936 ...

**Dam construction - Designing Buildings Wiki**  
[https://www.designingbuildings.co.uk/wiki/Dam\\_construction](https://www.designingbuildings.co.uk/wiki/Dam_construction) ▼  
Dec 30, 2017 - 1 Introduction; 2 Types of dam. 2.1 Arch dams; 2.2 Buttress dams; 2.3 Embankment dams; 2.4 Gravity dams; 2.5 Spillways. 3 Dam construction.  
[Introduction](#) · [Types of dam](#) · [Spillways](#) · [Dam construction](#)





Search Console - Search Analy X seo plan - Google Search X +

← → ↻ 🏠 🔒 https://www.google.com/search?q=seo plan ... 📄 📱 ☰

**How to Create an SEO Strategy for 2018 [Template Included]**  
<https://blog.hubspot.com/marketing/seo-strategy> ▼  
Apr 3, 2018 - Here are eight steps you can take to make sure all of your SEO bases are covered in 2018. Then, grab your free planning template to master ...

**The 8-Step SEO Strategy - Moz**  
<https://moz.com/.../the-8step-seo-strategy-step-1-define-your-target-audience-and-thei...> ▼  
Apr 6, 2010 - An SEO Strategy is essential to help generate organic, qualified leads to your website. By better understanding your target market and creating a strategic, data-driven SEO plan, you are able to more effectively market your website. ... The first step in most marketing campaigns ...  
Categorized Keyword Research · Must-Have SEO ... · Customized SEO Strategy ...

People also ask

What is a SEO plan?	▼
What is the SEO?	▼
What is a SEO strategy?	▼
How do you do your own SEO?	▼

Feedback

**How to Build SEO Strategies Effectively (and Make Them Last) - Moz**  
<https://moz.com/blog/seo-strategy> ▼  
Jun 14, 2017 - On the other hand, tactics can be isolated or serve as components in your strategy. They are actions you would impart as a step in the plan, ...

**A 10-Step SEO Plan for Higher Search Rankings in 2018**  
<https://www.streamcreative.com/blog/seo-plan-for-higher-search-rankings> ▼  
For advanced marketers it looks something like this: you have an SEO plan in place, you have your list of premium keywords, you're actively blogging and your ...

**SEO Content Plan Tips - Content Marketing Institute**  
<https://contentmarketinginstitute.com/2016/05/excel-seo-plan/> ▼  
May 27, 2016 - Search engine optimization (SEO) should be a linchpin in any successful content marketing plan. But with search engines updating algorithms ...

**The Ultimate SEO Checklist: 15 Steps to Optimize Your Content ...**  
<https://contentmarketinginstitute.com/.../seo-checklist-15-steps-optimize-content-mark...> ▼  
Nov 24, 2014 - SEO should be a linchpin in any content marketing plan; but with search engines updating algorithms so frequently, how can a mortal content ...

**The Ultimate SEO Strategy Template: Double Your Traffic! - The Hoth**  
<https://www.thehoth.com/blog/seo-strategy/> ▼

## Views ▾

● Organic search

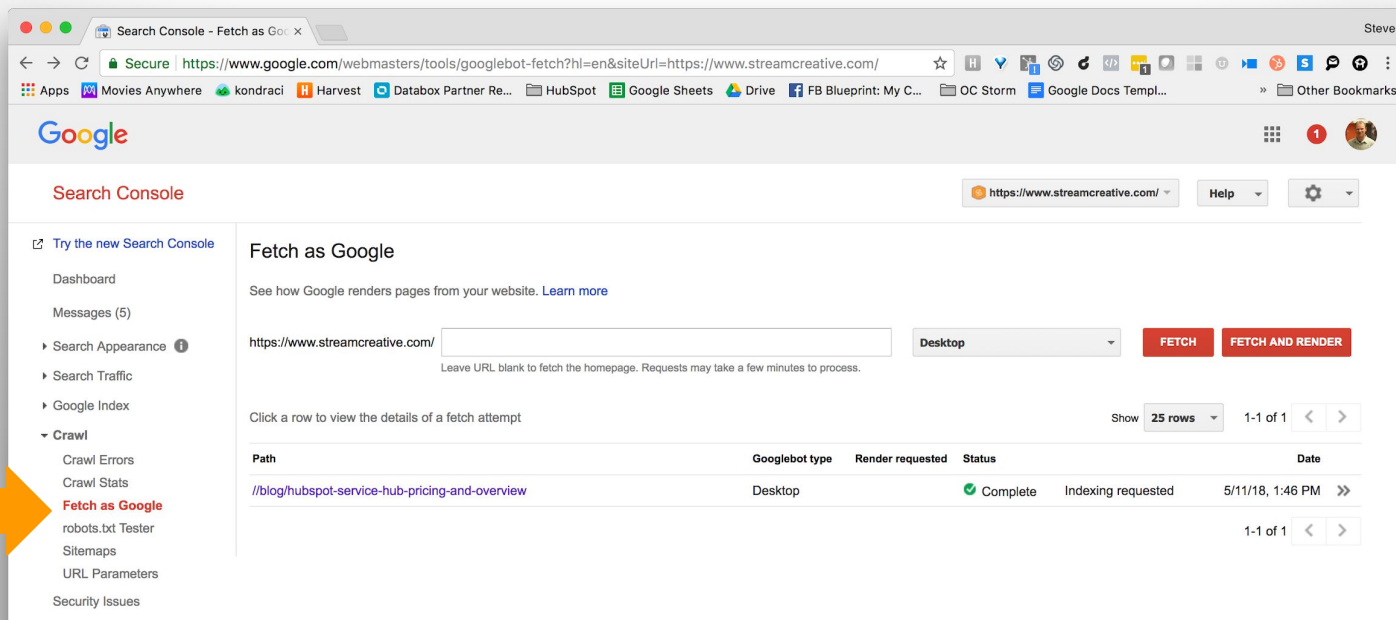




# SUBMIT NEW CONTENT

## Fetch as Google: Submitting URLs for Indexing

- **Submit new content for crawling and remove content you don't want shown in search results**



Search Console - Fetch as Google

Secure | <https://www.google.com/webmasters/tools/googlebot-fetch?hl=en&siteUrl=https://www.streamcreative.com/>

Search Console

Try the new Search Console

Dashboard

Messages (5)

Search Appearance

Search Traffic

Google Index

Crawl

Crawl Errors

Crawl Stats

**Fetch as Google**

robots.txt Tester

Sitemaps

URL Parameters

Security Issues

Fetch as Google

See how Google renders pages from your website. [Learn more](#)

<https://www.streamcreative.com/>

Desktop

**FETCH** **FETCH AND RENDER**

Leave URL blank to fetch the homepage. Requests may take a few minutes to process.

Click a row to view the details of a fetch attempt

Show 25 rows 1-1 of 1

Path	Googlebot type	Render requested	Status	Date
<a href="/blog/hubspot-service-hub-pricing-and-overview">/blog/hubspot-service-hub-pricing-and-overview</a>	Desktop		Complete	Indexing requested 5/11/18, 1:46 PM

1-1 of 1

Google Search Console

# SUBMIT NEW CONTENT

Search Console

Fetch as Google

See how Google renders pages from your website. [Learn more](#)

<https://www.streamcreative.com/>  Desktop

Leave URL blank to fetch the homepage. Requests may take a few minutes to process.

Click a row to view the details of a fetch attempt

Path	Googlebot type	Render requested	Status	Date
<a href="/salestech_build_your_sales_toolbox">/salestech_build_your_sales_toolbox</a>	Desktop	✓	Partial	5/24/18, 2:14 PM >>
<a href="//blog/hubspot-service-hub-pricing-and-overview">//blog/hubspot-service-hub-pricing-and-overview</a>	Desktop		Complete	5/11/18, 1:46 PM >>

1-2 of 2 < >

# SUBMIT NEW CONTENT

The screenshot shows the Google Search Console interface. The browser address bar displays the URL: <https://www.google.com/webmasters/tools/googlebot-fetch?hl=en&authuser=0&siteUrl=https://www.streamcreative.com/>. The page title is "Fetch as Google". The left sidebar contains navigation links: "Try the new Search Console", "Dashboard", "Messages (6)", "Search Appearance", "Search Traffic", "Google Index", "Crawl", "Crawl Errors", "Crawl Stats", "Fetch as Google", "robots.txt Tester", "Sitemaps", "URL Parameters", "Security Issues", and "Web Tools". The main content area shows a table with columns "Path" and "Date". The "Path" column lists URLs: <https://www.streamcreative.com/>, [/salestech\\_build\\_your\\_sales\\_toolbox](/salestech_build_your_sales_toolbox), and </blog/hubspot-service-hub-pricing-explained>. The "Date" column shows "5/24/18, 2:14 PM" and "5/11/18, 1:46 PM". A modal dialog titled "Choose submit method" is overlaid on the page. It contains the text: "You are submitting the following URL for indexing by Google: [https://www.streamcreative.com/salestech\\_build\\_your\\_sales\\_toolbox](https://www.streamcreative.com/salestech_build_your_sales_toolbox)". Below this, it says: "Recrawling happens a few minutes after you click Go. At that time, the content of your page is what Google will index." A note states: "Note: The page will be considered for indexing only if it meets our quality guidelines and avoids the use of noindex directives". The dialog has two radio button options: "I'm not a robot" (selected) and "Crawl only this URL" (highlighted with an orange box). There are also "Go" and "Cancel" buttons at the bottom.

Search Console

Fetch as Google

See how Google renders pages from your website. [Learn more](#)

<https://www.streamcreative.com/>

Try the new Search Console

Dashboard

Messages (6)

Search Appearance

Search Traffic

Google Index

Crawl

Crawl Errors

Crawl Stats

Fetch as Google

robots.txt Tester

Sitemaps

URL Parameters

Security Issues

Web Tools

Choose submit method

You are submitting the following URL for indexing by Google:  
[https://www.streamcreative.com/salestech\\_build\\_your\\_sales\\_toolbox](https://www.streamcreative.com/salestech_build_your_sales_toolbox)

Recrawling happens a few minutes after you click Go. At that time, the content of your page is what Google will index.

Note: The page will be considered for indexing only if it meets our quality guidelines and avoids the use of noindex directives

☒ I'm not a robot

☐ Crawl only this URL

☐ Crawl this URL and its direct links

Go Cancel

reCAPTCHA  
Privacy - Terms

FETCH FETCH AND RENDER

Show 25 rows 1-2 of 2

Date

Request indexing 5/24/18, 2:14 PM

Indexing requested 5/11/18, 1:46 PM

1-2 of 2



hubspot service hub pricing



All

News

Images

Videos

Shopping

More

Settings

Tools

About 105,000 results (0.48 seconds)

### Marketing Automation Price | Compare the Top 6 Platforms

[Ad www.sharpspring.com/HubSpot/Price](https://www.sharpspring.com/HubSpot/Price)

Compare 6 Leading Marketing Automation Solutions Price & Reviews. Download Free!

Pricing/Terms · Compare Costs · Convenient Guide · Customer Support · Social Media Features

Services: Landing Page Builder, Blog Builder, Email Automation, CRM Built-in/Integration

#### Schedule a Demo

Already Know You're Interested?

No Contracts. Cancel Any Time.

#### Features

Explore All Our Powerful Features.

Built to Improve Marketing Efforts.

### Service Hub Pricing - HubSpot

<https://www.hubspot.com/pricing/service>

Service Hub. All-in-one customer service software, starting at \$400/month.

### Marketing Pricing - HubSpot

<https://www.hubspot.com/pricing/marketing>

Service Hub. All-in-one customer service software, starting at \$400/month.

[HubSpot CRM Pricing](#) | [HubSpot](#) · [HubSpot for Startups](#)

### Service Hub - Learn More - HubSpot

<https://offers.hubspot.com/service-hub-beta>

Fill out this form and receive monthly product updates, customer service content, and the chance to receive early access. ... The new product line makes it easy to manage, connect with, and truly help your customers succeed. ... Bring order to the customer experience by collaborating on ...

### Service Hub Pricing - HubSpot

<https://www.hubspot.com/pricing/service-hub-dev>

HubSpot. Password Required. Please enter the password required to view this page. Password. © 2018 HubSpot.

### HubSpot Service Hub Pricing and Overview (2018 Customer Service ...

<https://www.streamcreative.com/blog/hubspot-service-hub-pricing-and-overview>

Service Hub Professional is starting at \$400/month and includes 5 users. It's \$80/mo per additional user. Now live in HubSpot is a new line of service software ...

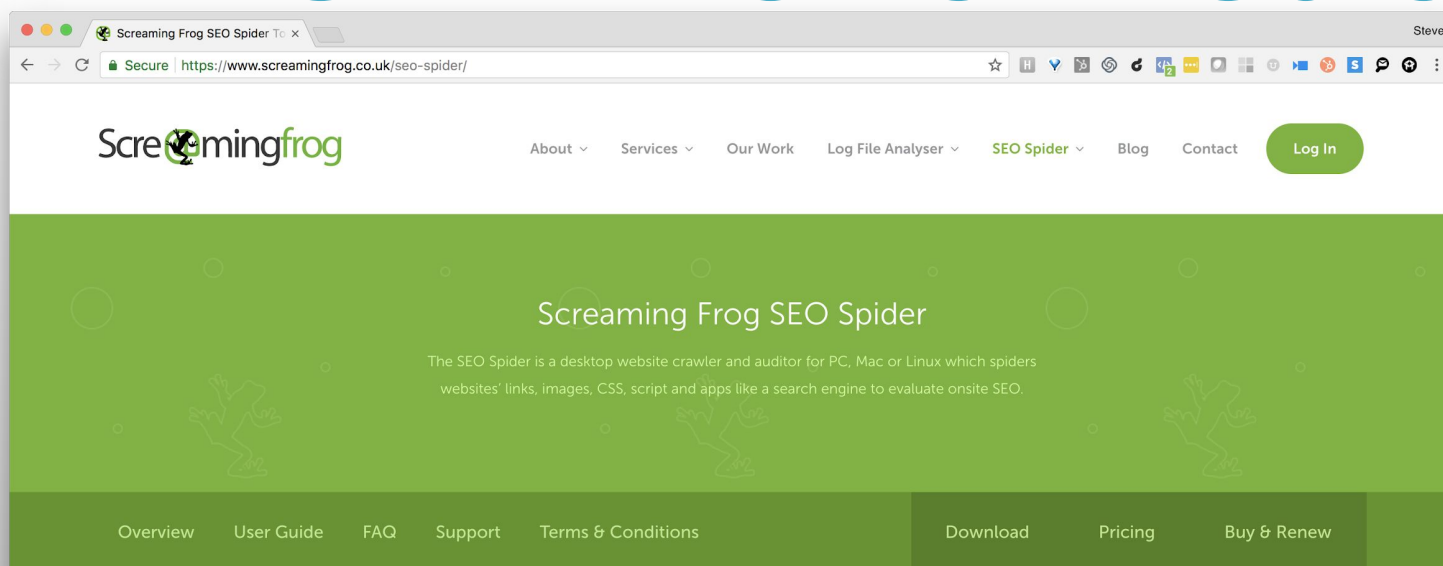
### HUBS 117.65 2.45 2.13% : HubSpot, Inc. - Yahoo Finance

<https://finance.yahoo.com/quote/HUBS/>

5 minutes to rank

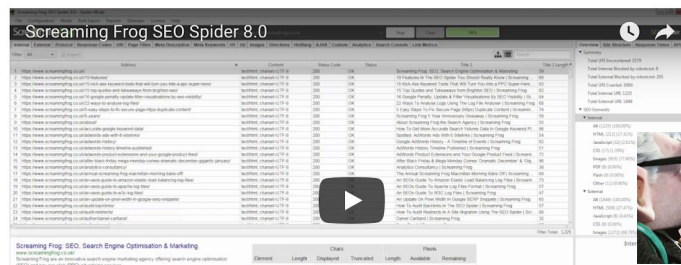


# WEBSITE LAUNCH - 301s



## SEO Spider Tool

The Screaming Frog SEO Spider is a website crawler, that allows you to crawl websites' URLs and fetch key onsite elements to analyse onsite SEO. Download for free, or purchase a licence for additional advanced features.




Screamingfrog



Screaming Frog SEO Spider To x


Steve

Secure | <https://www.screamingfrog.co.uk/seo-spider/>




### Find Broken Links

Crawl a website instantly and find broken links (404s) and server errors. Bulk export the errors and source URLs to fix, or send to a developer.




### Audit Redirects

Find temporary and permanent redirects, identify redirect chains and loops, or upload a list of URLs to audit in a site migration.




### Analyse Page Titles & Meta Data

Analyse page titles and meta descriptions during a crawl and identify those that are too long, short, missing, or duplicated across your site.




### Discover Duplicate Content

Discover exact duplicate URLs with an md5 algorithmic check, partially duplicated elements such as page titles, descriptions or headings and find low content pages.




### Extract Data with XPath

Collect any data from the HTML of a web page using CSS Path, XPath or regex. This might include social meta tags, additional headings, prices, SKUs or more!




### Review Robots & Directives

View URLs blocked by robots.txt, meta robots or X-Robots-Tag directives such as 'noindex' or 'nofollow', as well as canonicals and rel="next" and rel="prev".



### Generate XML Sitemaps

Quickly create XML Sitemaps and Image XML Sitemaps, with advanced configuration over URLs to include, last modified, priority and change frequency.



### Integrate with Google Analytics

Connect to the Google Analytics API and fetch user data, such as sessions or bounce rate and conversions, goals, transactions and revenue for landing pages against the crawl.

Test Copy of JF Brennan SEO frog report				
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive				
	A	B	C	D
1	JF Brennan			
2	SEO report			
3				
4	New website sitemap	new URL	page title	meta description
5			Brennan, J.F. Brennan Company, Brennan Marine, Marine Construction Services	Brennan provides marine construction, environmental remediation services J.F. Brennan Company, Inc.
6				
7	ENVIRONMENTAL	<a href="http://jfbrennan.hs-sites.com/">http://jfbrennan.hs-sites.com/</a>	Environmental Remediation - An Overview   Brennan Marine	A recognized leader in environmental remediation and restoration, J.F. Brennan Environmental Remediation Services
8	Environmental Dredging	<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Contaminated Sediments Removal   Brennan Marine	Schedules are another challenge for a master of towing, however a careful schedule is essential for Contaminated Sediments Removal
9	Environmental Dredging	<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Environmental Dredging   Brennan Marine Professionals	Brennan performs environmental dredging through innovative methods Environmental Dredging
10	Surgical Hydraulic Dredging	<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Hydraulic Cutter Head Dredging   J.F. Brennan	Hydraulic cutter head dredging is one of the most efficient ways of removing sediment Hydraulic Cutter Head Dredging
11			Environmental Clamshell Bucket Dredging   J.F. Brennan	J.F. Brennan Company has the experience necessary to use mechanical Environmental Clamshell Bucket Dredging
12			Adaptive Dredge Solutions   J.F. Brennan	We partner with our dredge vendors and suppliers to create the most effective Adaptive Dredge Solutions
13	Material Transport?	<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Contaminated Sediment Transport - Methods   J.F. Brennan	J.F. Brennan Company has experience in several methods of material transport Sediment Transport
14			HDPE Pipeline Transport - Methods   J.F. Brennan	HDPE pipelines are an effective way to transport contaminated sediment HDPE Pipeline Transport
15			Barge Transport of Dredged Materials   J.F. Brennan	Barge transport is often used for moving dredged materials to treatment Barge Transport
16	Separation and Dewatering?	<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Material Separation	Separating materials on an environmental dredge project can lead to la Material Separation
17	Separation and Dewatering?	<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Dewatering - Dewatering Methods and Services	Brennan has developed dewatering methods and services for rapid dewatering Dewatering
18			Passive Dewatering Methods   J.F. Brennan	Passive dewatering is the process in which water is separated from the sediment Passive Dewatering
19			Active Dewatering Types by J.F. Brennan	Active dewatering is the process in which water is separated from the sediment Active Dewatering
20			Water Treatment Operations - J.F. Brennan	
21			Brennan Quality Control - J.F. Brennan Company	Quality control can separate successful projects from failed ones. Brennan Quality Control
22	Sand Covers and Capping	<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	In-situ Sediment Capping and Sand Covers - J.F. Brennan	J.F. Brennan Company utilizes three methods of in-situ sediment capping In-situ Capping and Sand Covers
23		<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Broadcast Capping System (BCS™) by J.F. Brennan	Brennan has revolutionized sediment capping possibilities with its new Broadcast Capping System (BCS™)
24		<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Mechanical Capping Methods of J.F. Brennan	Mechanical placement of caps and covers occurs through the use of an Mechanical Capping Methods
25		<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Armored Cap Placement - J.F. Brennan Company	
26			Sediment Sampling for Environmental Remediation	
27	Habitat Restoration	<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Habitat Restoration for Environmental Restoration	
28	Hydrographic Survey?	<a href="http://jfbrennan.hs-sites.com/environmental-dredging">http://jfbrennan.hs-sites.com/environmental-dredging</a>	Hydrographic Survey for Environmental Remediation	Brennan has reinvented the concept of inland waterway hydrographic survey Hydrographic Survey
29			Multi-Beam Echo-Sounder - Create 3-Dimensional Models	This method of collecting data is Multi-beam echo-sounder is the most accurate Multi-Beam Echo Sounder
30			Single Beam Echo-Sounder - Accurate Depth Measurements	This method uses a single sounding device to collect accurate depth measurements Single-Beam Echo Sounder
31	MARINE CONSTRUCTION		Marine Construction Services - Above and Below Water	Brennan provides marine construction services above and below water Marine Construction Overview



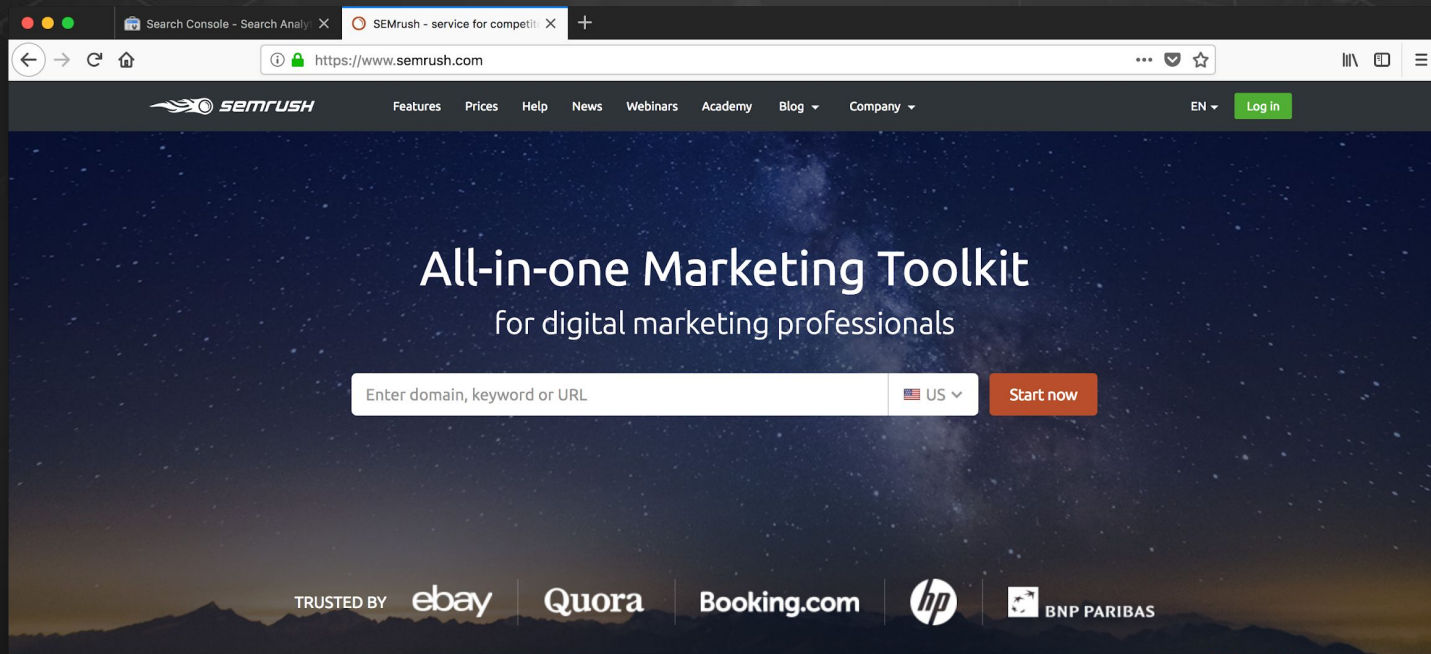


# SEMrush



# RESEARCH TOOL

SEMrush provides insights into competitors' strategies in display advertising, organic and paid search, and link building.



# SEMrush FEATURE LIST

✓ **Domain specific keyword ranking**

✓ **Position tracking**

✓ **Comparison of domains by keywords**

Crawl Audit Tool

✓ **Organic Research**

Advertising Research

AdSense

✓ **Backlinks**

✓ **Keyword Research**

✓ **Ranking**

✓ **See your competitors' organic positions**

✓ **Study your competitors' Ads texts**

✓ **Find good long-tail keywords**

✓ **Compare various SEO metrics**

SEMrush line graph and pie chart

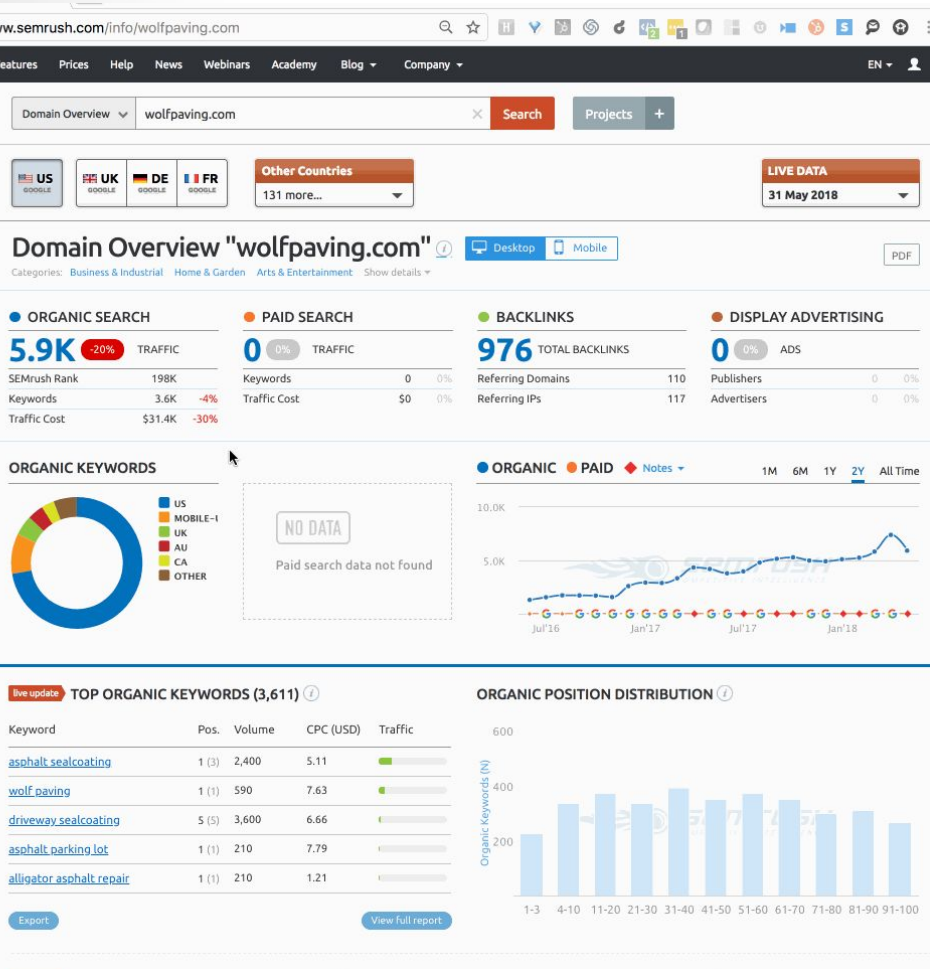
✓ **Compare several sites together**

Track many various keyword metrics

Detailed as well as pin-point accurate ad data

Detailed as well as in-depth look at your ad campaign data

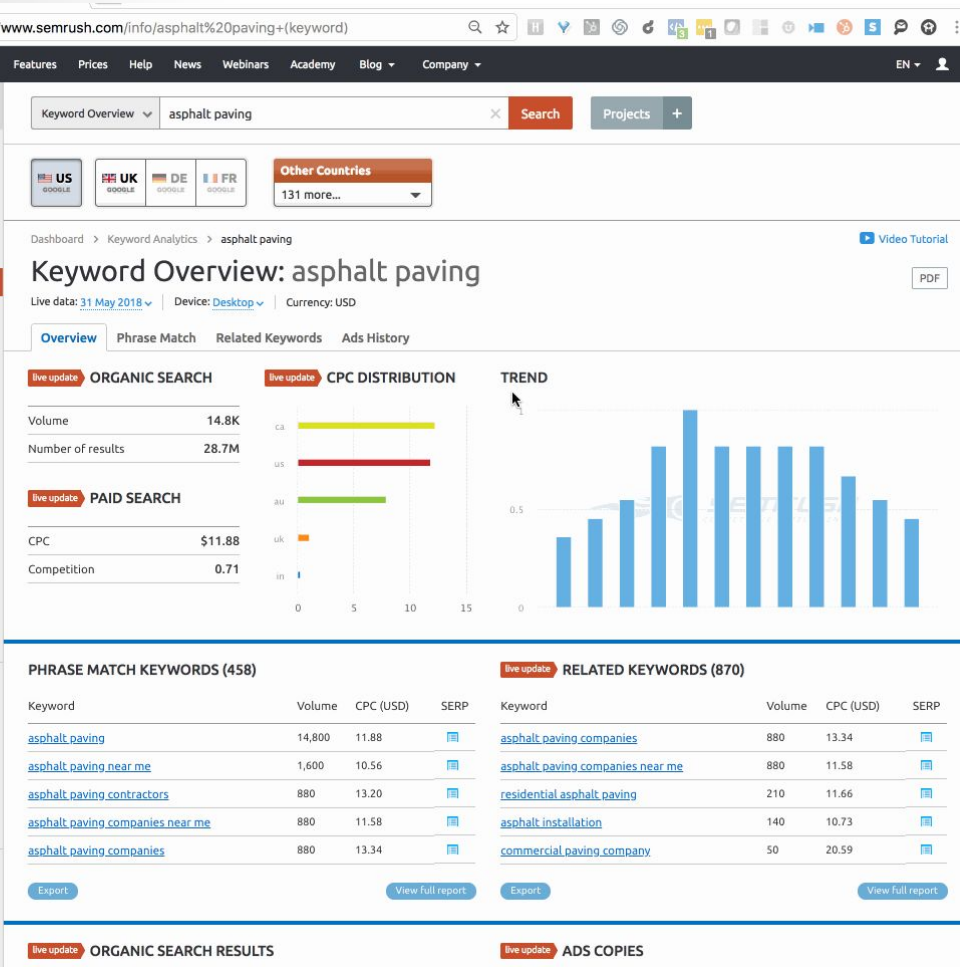
✓ **See your competitors where they are ranking**



# Domain Overview

Used for competitor and client research - this initial search page allows you to DEEP DIVE into all of these (and more):

- Organic keywords
- Backlinks
- Paid search
- Top competitors
- Domain vs domain common keyword comparison
- Individual keyword research



# Keyword Overview

Analyze an individual keyword to understand:

- Search volume
- Paid search CPC
- Related keywords
- Organic search positions
- Competitor ad copy

www.semrush.com/info/domain\_vs\_domain/wolfpaving.com+\*+p...

Features Prices Help News Webinars Academy Blog Company

Keyword Gap Input domain, keyword or... Search Projects +

US UK DE FR Other Countries 131 more... LIVE DATA 31 May 2018

Keyword Gap Desktop Mobile TUTORIAL

We have renamed the Domain vs. Domain tool to Keyword Gap and moved it to the new Gap Analysis section. We hope that this will help you analyze your competitors more efficiently. Please send us your feedback at [domainvsdomain-feedback@semrush.com](mailto:domainvsdomain-feedback@semrush.com).

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

wolfpaving.com poblockpaving.com Enter Domain Enter Domain Enter Domain GO

Organic Keywords Organic Keywords Organic Keywords Organic Keywords Organic Keywords

Domain	Keywords	Volume	KD	CPC (USD)	Competitive	Results	Trend
wolfpaving.com	3,499						
wolfpaving.com poblockpaving.com	130						

live update wolfpaving.com (by organic) poblockpaving.com (by organic) 1 - 100 (130) Show: Table View Enable Charts

Add to Export Manager Advanced filters Export

Keyword	Wolfpaving.com	Poblockpaving.com	Volume	KD	CPC (USD)	Competitive	Results	Trend
asphalt paving milwaukee	2	1	90	44.66	3.61	0.66	147,000	
blacktop driveway milwaukee	4	3	70	51.78	0.00	0.00	189,000	
asphalt contractors milwaukee wi	8	4	40	48.79	0.00	0.77	253,000	
asphalt contractors milwaukee	9	5	30	49.47	0.00	0.13	-	
commercial snow plowing milwaukee	79	7	30	27.41	3.84	0.77	1,600,000	

# Competitor Gap Analysis

- Compare up to 5 domains
- Keyword Gaps between domains
- Backlink Gaps between domains



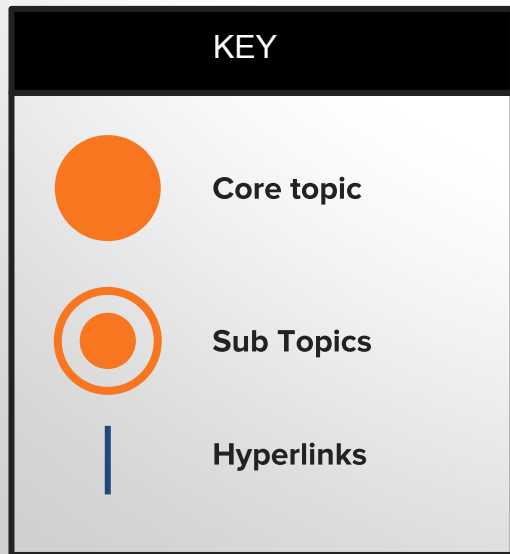
# PILLAR PAGE RESEARCH

(AKA Pillar Page, Cornerstone Content, Skyscraper Page)

A **website page** that covers a topic in depth and is linked to a cluster of related content.

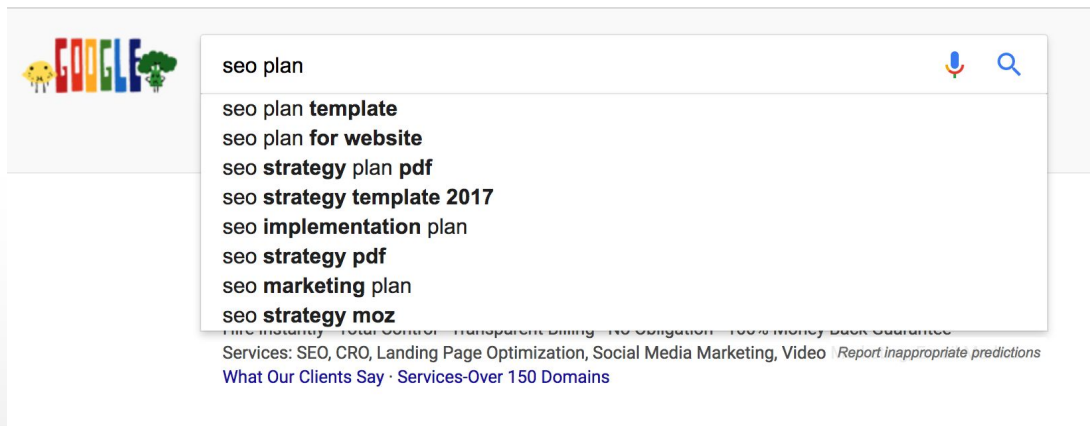
# TOPIC CLUSTER METHODOLOGY

This new approach helps you attract more traffic from broad topics, and still captures long-tail keyword based traffic as well





# TOPIC CLUSTER RESEARCH



## Searches related to seo plan

seo plan **template**

seo plan **for website**

seo **strategy plan pdf**

seo **strategy template 2017**

seo **implementation plan**

seo **strategy pdf**

seo **marketing plan**

seo **strategy moz**



# TOPIC CLUSTER RESEARCH

KeywordTool.io

The screenshot shows the KeywordTool.io interface. The search bar contains 'seo plan' and the location is set to 'United States / English'. The results show 139 unique keywords. A list of keywords is displayed, including 'seo planning template', 'seo plan example', 'seo planner', 'seo plan of action', 'seo plan 2018', 'seo plan wix', 'seo plan for website', 'seo plans and pricing india', 'seo planning worksheet', 'seo plan ppt', 'seo plan for new website', 'seo plan for 6 months', 'seo plan sample', and 'seo plan template pdf'. A sidebar on the left has filters for 'Filter Results' and 'Negative Keywords'. A banner at the top encourages subscribing to Keyword Tool Pro.

Keywords	Search Volume
seo planning template	90,000
seo plan example	90,000
seo planner	90,000
seo plan of action	90,000
seo plan 2018	90,000
seo plan wix	90,000
seo plan for website	90,000
seo plans and pricing india	90,000
seo planning worksheet	90,000
seo plan ppt	90,000
seo plan for new website	90,000
seo plan for 6 months	90,000
seo plan sample	90,000
seo plan template pdf	90,000

LSIGraph

The screenshot shows the LSI Graph interface. The search bar contains 'seo plan'. The results show LSI keywords for 'SEO PLAN'. A list of keywords is displayed, including 'seo plan template', 'seo plan for website', 'seo strategy plan pdf', 'seo strategy template 2017', 'seo implementation plan', 'seo strategy pdf', 'seo marketing plan', 'seo strategy moz', 'seo project plan template', 'seo strategy template 2018', 'seo plan template pdf', 'seo template', 'seo action plan template', and 'seo strategy plan example'. A sidebar on the left has filters for 'Filter Results' and 'Negative Keywords'. A banner at the top encourages subscribing to Keyword Tool Pro.

Keywords	Search Volume
seo plan template	90,000
seo plan for website	90,000
seo strategy plan pdf	90,000
seo strategy template 2017	90,000
seo implementation plan	90,000
seo strategy pdf	90,000
seo marketing plan	90,000
seo strategy moz	90,000
seo project plan template	90,000
seo strategy template 2018	90,000
seo plan template pdf	90,000
seo template	90,000
seo action plan template	90,000
seo strategy plan example	90,000

**“ There Are 1.2 Trillion Online Searches Every Year... ”**

**But have you ever wonder why most people barely benefit even 0.1% from all these searches?**

Because they have no idea what exactly why mapping user behavior is a MUST!

This is an **advanced framework** for those more in their SEO strategy and to win in

**User intent signals the major shift in dig**

By understanding what user are looking query will let you know what are the sign

Not many people know this fact but we v

If you think you know well about it, think

How can you match your perfectly optim irrational searches in the search engine?

Unless you can tackle it successfully, there's a whole bunch of traffic and sales you will never see.

**How to bring a significant amount of targeted &**

Andy R. from LSI Graph



Hey there!

Would you like to grab the 'Definitive Guidebook To Semantic Keyword Strategy' series in PDF?



**Grab the series in PDF**



# FIND TOP PAGE FOR YOUR TOPIC

seo plan - Google Search

Secure <https://www.google.com/search?q=seo+plan&oq=seo+plan&aqs=chrome..69i57j69i65j69i60l3j0l269j0j7&sourceid=chro...>

**How to Create an SEO Strategy for 2018 [Template Included]**  
<https://blog.hubspot.com/marketing/seo-strategy> ▼  
Apr 3, 2018 - Here are eight steps you can take to make sure all of your SEO bases are covered in 2018. Then, grab your free planning template to master ...

**The 8-Step SEO Strategy - Moz**  
<https://moz.com/.../the-8step-seo-strategy-step-1-define-your-target-audience-and-thei...> ▼  
Apr 6, 2010 - An SEO Strategy is essential to help generate organic, qualified leads to your website. By better understanding your target market and creating a strategic, data-driven SEO plan, you are able to more effectively market your website. ... The first step in most marketing campaigns ...  
Categorized Keyword Research · Must-Have SEO ... · Customized SEO Strategy ...

People also ask

- What is a SEO plan?
- What is the SEO?
- What is a SEO strategy?
- How do you do your own SEO?

Feedback

**SEO Content Plan Tips - Content Marketing Institute**  
<https://contentmarketinginstitute.com/2016/05/excel-seo-plan/> ▼  
May 27, 2016 - Search engine optimization (SEO) should be a linchpin in any successful content marketing plan. But with search engines updating algorithms ...

**The Ultimate SEO Checklist: 15 Steps to Optimize Your Content ...**  
<https://contentmarketinginstitute.com/.../seo-checklist-15-steps-optimize-content-mark...> ▼  
Nov 24, 2014 - SEO should be a linchpin in any content marketing plan; but with search engines updating algorithms so frequently, how can a mortal content ...

**A 10-Step SEO Plan for Higher Search Rankings in 2018**  
<https://www.streamcreative.com/blog/seo-plan-for-higher-search-rankings> ▼  
For advanced marketers it looks something like this: you have an SEO plan in place, you have your list of premium keywords, you're actively blogging and your ...

**The Ultimate SEO Strategy Template: Double Your Traffic! - The Hoth**  
<https://www.thehoth.com/blog/seo-strategy/> ▼  
Mar 1, 2017 - Learn the latest SEO trends and best marketing strategies to focus on, ... are the actionable steps / SEO plan to get more traffic from Google?

**Master These 3 Things and Your SEO Plan Will Come Together**  
<https://www.ducttapemarketing.com/master-seo-plan/> ▼  
You should have the ability to handle SEO on your own, or at least be able to find somebody that is reputable and not just trying to rip you off.



# PUT TOP RANKED PAGE HERE

The screenshot displays the Semrush interface for the URL <https://blog.hubspot.com/marketing/seo-strategy>. The left sidebar shows the 'Domain Analytics' section, with 'URL' highlighted. The main content area shows the domain's organic search positions for the keyword 'seo-plan'. A callout box highlights that the page ranks #1 for 'SEO Plan' and lists 370 other semantically related keywords. Another callout box points to the 'ORGANIC SEARCH POSITIONS 1 - 100 (370)' table, which lists the top 100 keywords and their associated metrics.

**Domain Analytics**

- Overview
- Organic Research
- Positions
- Position Changes
- Competitors
- Pages
- Subdomains
- URL**
- Backlinks
- Advertising Research
- PLA Research
- Display Advertising
- Traffic Analytics

**Key Metrics:**

- 370 KEYWORDS
- 583 TRAFFIC
- \$6.0K TRAFFIC COST

**ORGANIC SEARCH POSITIONS 1 - 100 (370)**

Keyword	Pos.	Volume	KD	CPC (USD)	Com.	Traffic %	Costs %	Results	Trend	Last Update	SERP
<a href="#">seo marketing</a>	8	5,400	65.80	17.90	0.66	0.00	0.03	60,400,000		18 hr ago	
<a href="#">seo website</a>	21	2,900	78.00	10.96	0.51	0.00	0.00	384,000,000		15 hr ago	
<a href="#">seo strategy</a>	4	1,600	65.69	10.22	0.20	0.00	0.01	17,100,000		30 Apr 2018	
<a href="#">how to do seo</a>	17	1,000	79.06	5.74	0.36	0.00	0.00	20,600,000		30 Apr 2018	
<a href="#">how to seo</a>	13	880	84.73	5.23	0.16	0.00	0.00	6,830,000		30 Apr 2018	
<a href="#">seo business</a>	88	880	69.92	14.82	0.39	0.00	0.00	5,980,000		30 Apr 2018	
<a href="#">seo plan</a>	2	590	68.15	8.60	0.40	0.00	0.00	69,600,000		30 Apr 2018	
<a href="#">website search engine optimization</a>	19	390	80.94	15.38	0.20	0.00	0.00	1,290,000		30 Apr 2018	
<a href="#">search engine roundtable</a>	85	390	77.98	0.00	0.08	0.00	0.00	1,370,000		30 Apr 2018	



# ROBBIE RICHARDS

## 1:00pm

HOW TO BUILD SCALABLE SEO-DRIVEN  
CONTENT FRAMEWORKS



# HubSpot

# Marketing & Sales Platform

HubSpot is an inbound marketing and sales platform that helps companies attract visitors, convert leads, and close customers.

A dark background with a network diagram consisting of interconnected nodes and lines, resembling a molecular or digital structure.

## YOUR GROWTH STACK INCLUDES

### Free HubSpot CRM

Everything you need to organize, track, and nurture your relationships with leads and customers. **Yes, it's 100% free. Forever.**

### Marketing Hub

Grow traffic and convert more visitors with tools like landing pages, automation, analytics, and so much more.

### Sales Hub

Time-saving tools that help you get deeper insights into your prospects, automate the tasks you hate, and close more deals faster.

### Service Hub **NEW**

Customer service tools to help you connect with customers, exceed their expectations, and turn them into promoters that grow your business.



# HubSpot Marketing Hub



**Blogging**



**Landing Pages**



**Email**



**Marketing Automation**



**Lead Management**



**Analytics**



**Website**



**Social Media**



**SEO**



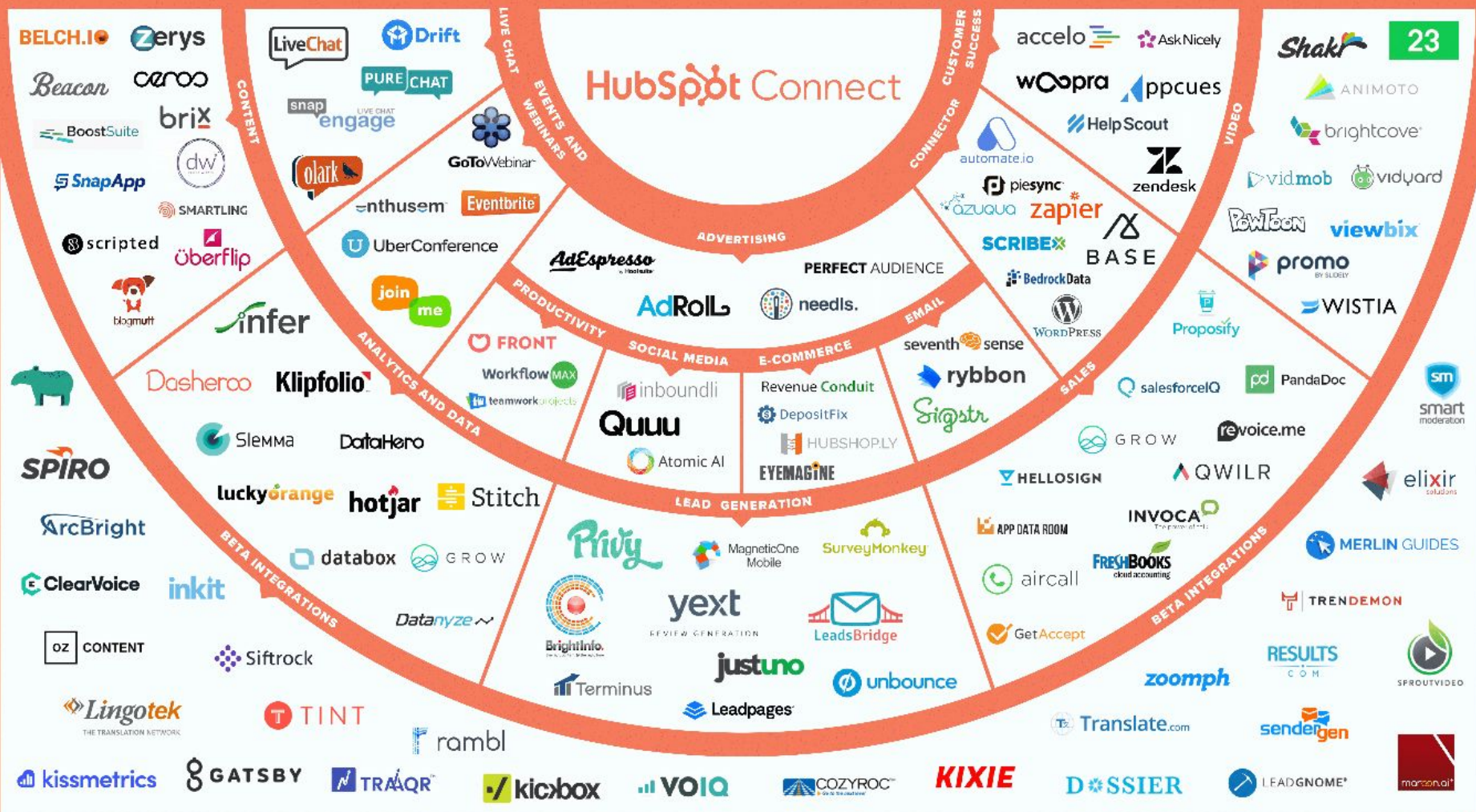
**Calls-to-Action**



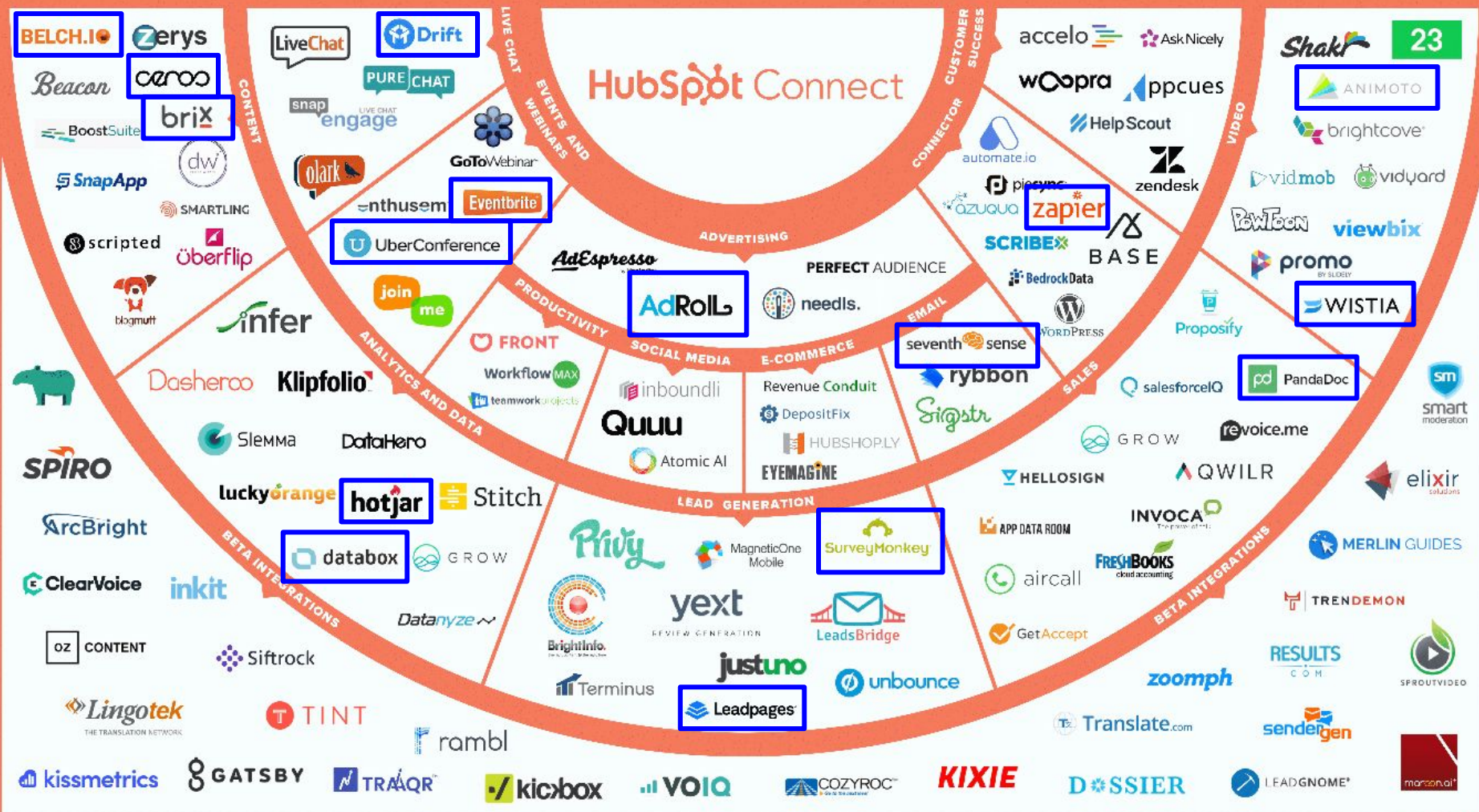
**Ads**



**Salesforce Integration**







# Marketing Hub - Free Tools

Everything you need to launch effective marketing campaigns that make people interested in your business and happy to be your customer.


# Inbound Methodology









https://www.experienceinbound.com/?hsLeadFlowPreview=193992




**JAY ACUNZO**  
Founder of Unthinkable Media




**JOANNA WIEBE**  
Co-founder of Copy Hackers /  
Airstory




**NICK HOLLAND**  
Director of Labs at HubSpot



**ROBBIE RICHARDS**  
Search Strategist at Virayo



**JUSTIN RONDEAU**  
Director of Marketing at  
DigitalMarketer.com




**2018 Early Bird Discounts and Speaker Announcements.**


Save the dates:  
June 5th Miller Park, Milwaukee  
June 6th Lambeau Field, Green Bay

[SIGN UP FOR 2018 UPDATES](#)


Not using HubSpot yet?




**TARA ROBERTSON**  
Agency Business Development  
Lead at Sprout Social




**STEVE JAMES**  
Partner at Stream Creative



**GREG LINNEMANSTONS**  
President at Weidert Group



**JUSTIN HARRISON**  
Web Development Manager at  
Weidert Group



**JEFF COON**  
Partner at Stream Creative

MarketingDashboardContactsEmailLanding PagesLead CaptureSettings

Back to lead flowsExperience Inbound Early Bird Sign Up 2018Unpublished changesNext

TypeCalloutFormThank youFollow-upOptionsPreviewSave

Choose a flow type

Pop-up box

Drop-down banner

Slide-in box left

Slide-in box right

2018 Early Bird Discounts and Speaker Announcements.SIGN UP FOR 2018 UPDATES

CALLOUT

FORM

THANK YOU

Help



MarketingDashboardContactsEmailLanding PagesLead CaptureSettings

Back to lead flowsExperience Inbound Early Bird Sign Up 2018Unpublished changesNext

TypeCalloutFormThank youFollow-upOptionsPreviewSave

Unpublish

**Remove HubSpot branding**

Users of Marketing Free will see a branded text link at the bottom of all lead flows. The branding is removed for all Marketing Starter users.

Upgrade

Lead flow location

☒ All pages

☐ Pages that exactly match these URLs:  
(wildcards supported)

Flow triggers

☒ On 50% page scroll (Recommended for this type of lead flow)

☐ After elapsed time  seconds (Minimum 7 seconds)

Small screen sizes

☐ Turn off lead flow on small screen sizes

Show dismissed lead flow again after:

Two weeks

When contacts are captured, send email notifications to:

streamercreative@gmail.com

Help

HubSpot  
MARKETING



Aqueon Aquarium Products: It's all about the fish.

Steve

Secure https://www.aqueon.com

Newsletter Coupons Videos Rebates Dealers f YouTube Search...

PRODUCTS INFORMATION COMPANY WHERE TO BUY

## LED Aquarium Kits

Add Fun and Color to any room!

Great Starter Kit for Kids

NEO GLOW

Browse By Popular Categories

Join Making Waves Newsletter!

Receive exclusive access to new product information and fishkeeping educational info before anyone else!

Subscribe now



Aqueon Aquarium Products: It's all about the fish.


Newsletter Coupons Videos Rebates Dealers f YouTube Search...

PRODUCTS INFORMATION COMPANY WHERE TO BUY

## LED Aquarium Kits


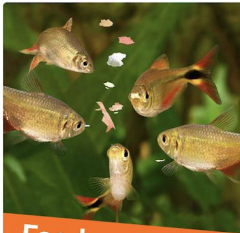


Add Fun and Color to any room!

Great Starter Kit for Kids



NEO GLOW

Browse By Popular Categories



### Join Making Waves Newsletter!

Receive exclusive access to new product information and fishkeeping educational info before anyone else!

Email

First Name

Last Name

Subscribe now





142 Shares

f 134

Twitter

Email

...

Sumo

Pricing SIGN UP LOG IN

Grow Your Email List with  
**List Builder**

TRY IT FREE

GET THE FREE "EMAILS THAT  
CONVERT" EBOOK

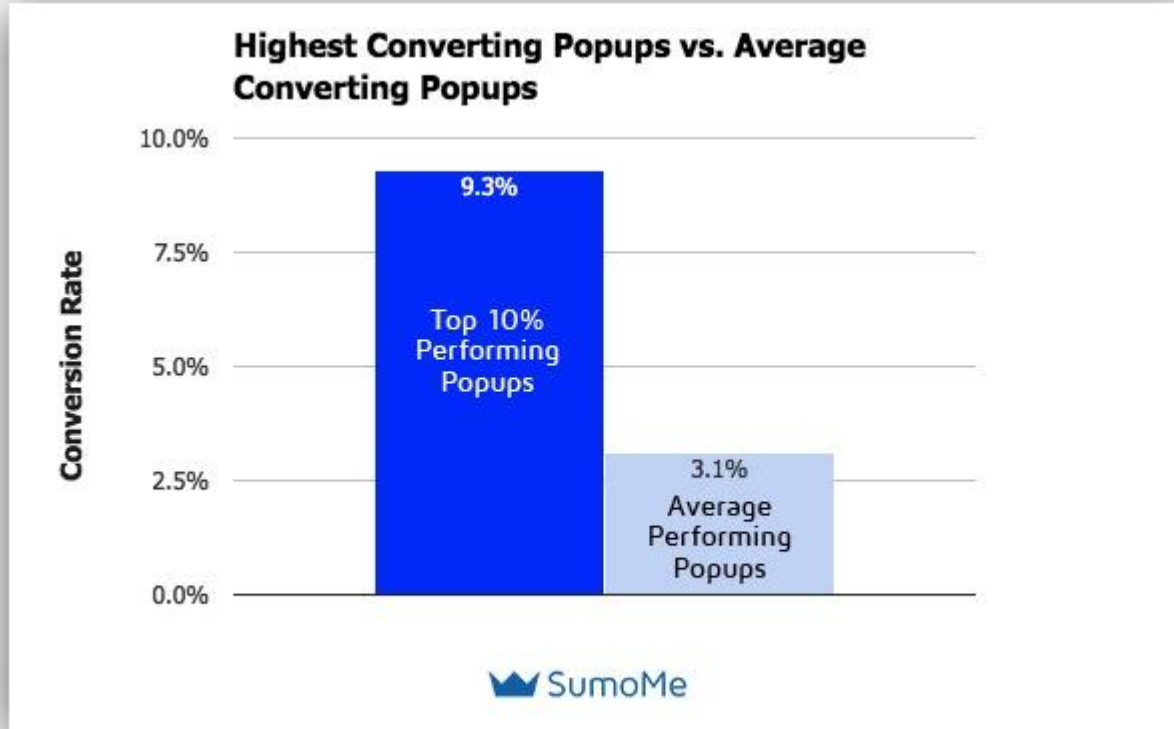
Enter your email address below to download.

Enter your email address

SUBMIT

List Builder converts one-time visitors into lifelong readers and customers. Create professional-looking pop-ups that appear on clicks, timers and before people leave! With advanced drag-and-drop functionality, this is the most advanced (yet easiest to use) email capture tool on the internet.

# Sumo Data After Almost 2 Billion Results



# 8 Key Elements From This Study

- ✓ **Pop-ups With More Context Have Higher Conversion Rates**
- ✓ **The Highest-Converting Pop-ups Don't Appear Immediately**
- ✓ Being Unclear With Your Headline And Offer Will Sink Your Conversion Rates
- ✓ **Personality Creates Interest**
- ✓ The Best Pop-ups Offer Something of Value
- ✓ Pop-ups Shouldn't Appear Immediately After A Visitor Closes Out
- ✓ Calls To Action Need To Match The Offer
- ✓ Exit Pop-ups Need An Overwhelmingly Valuable Offer



# HubSpot FREE CRM

# IT'S FREE

HubSpot CRM is everything you need to organize, track, and nurture your leads and customers. Yes, it's 100% free, forever.

Sales Dashboard Productivity Content Social Contacts Reports Search

Deals

Table Pipeline Search deals Actions Create a deal

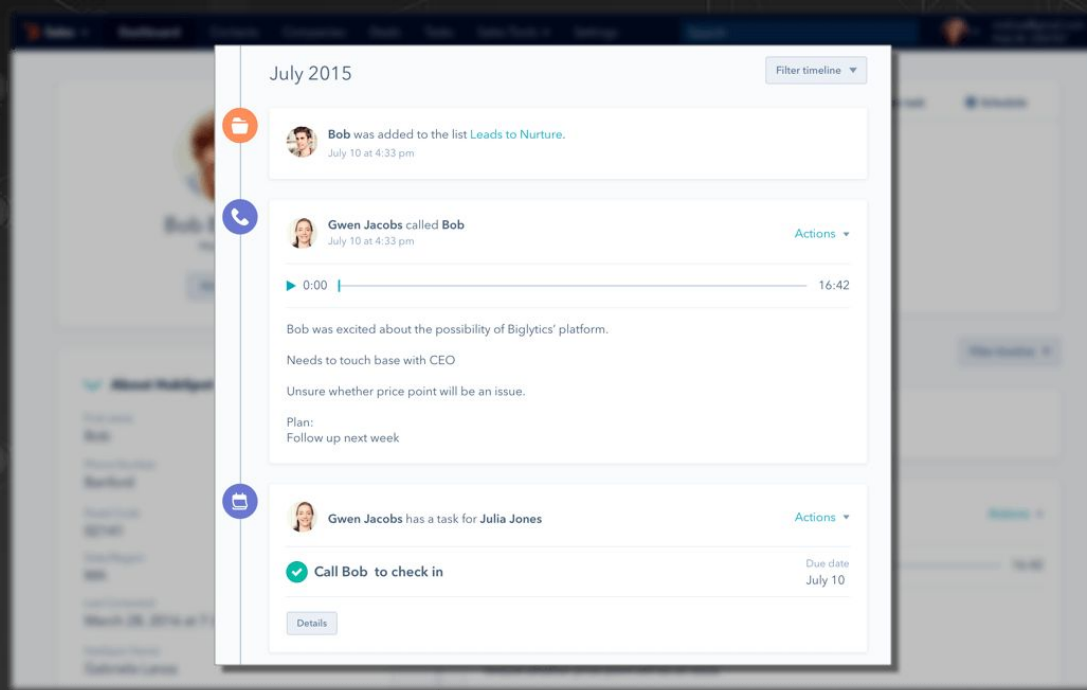
Pipeline Sales Pipeline

View Standard All Deals

84 deals Add Filter

APPOINTMENT SET 32	APPOINTMENT COMPLETED 21	BUYER JOURNEY CONFIRMED 19	WORKING UPGRADE
<p><b>\$100 Biglytics - New Deal</b> Close date: 10/25/16</p> <p><b>\$200 Hub.IO - New Deal</b> Close date: 10/31/16</p> <p><b>\$100 Change.ly - New Deal</b> Close date: 10/24/16</p>	<p><b>\$150 HubSpot - New Deal</b> Close date: 10/20/16</p> <p><b>\$250 BigDataX - New Deal</b> Close date: 10/31/16</p> <p><b>\$100 Mauventures - New Deal</b> Close date: 10/31/16</p> <p><b>\$300 Traditionsoft - New Deal</b> Close date: 10/31/16</p>	<p><b>\$100 Kasco - New Deal</b> Close date: 10/30/16</p> <p><b>\$100 Portnet - New Deal</b> Close date: 10/31/16</p>	<p><b>\$100 Fryeco - New Deal</b> Close date: 10/28/16</p> <p><b>\$100 Trintree - New Deal</b> Close date: 10/31/16</p> <p><b>\$100 Netstar - New Deal</b> Close date: 10/29/16</p>
Total: \$400	Total: \$800	Total: \$1,230	Total: \$1,230

# Manage Your Pipeline With Total Visibility



# See Everything About A Lead In One Place

## Sales Dashboard ▾

Create dashboard

Export

Share ▾

Add report

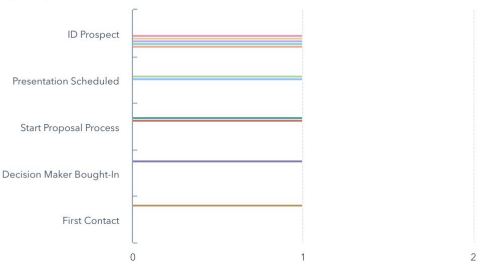
Filter dashboard Pipeline: Demo Pipeline ×

Visibility: Shared Actions

### Deal Snapshot SC ⓘ

Date range: This year so far Pipeline: Demo Pipeline

da proof - stream crea... da proof - stream crea... da proof - stream crea...  
▲ 1/5 ▼



### Productivity ⓘ

Date range: This year so far Owners: Jeff Coon Compared to last year

CALL	EMAIL	MEETING
15 ▼ 31.81%	385 ▲ 205.56%	29 ▲ 70.59%
NOTE	TASK	
6 ▼ 53.84%	13 ▲ 18.19%	

### Deal Snapshot ⓘ

Date range: This entire quarter Pipeline: Demo Pipeline

Count of Deals



# HubSpot CRM



Contacts



Companies




Deals



Tasks




< Contacts



Sales Sample

Partner at Stream Creative




Actions ▾

▼ About Sales Sample

Company name

Stream Creative



Create date

08/01/2014 10:34 AM CDT

Email

milwaukeedesigner@gmail.com

First name

Sales

Last name

Sample

Prospect


Other Details We Should Know About


Phone number


4147552190


Twitter username


milwaukeedesign


 New note

 Email

 Call


 Log activity


 Create task


 Schedule

Start typing to leave a note...

A







Activity

Notes

Emails

Calls

Tasks

April 2018

Filter activity (21/30) ▾



milwaukeedesigner@gmail.com was sent the marketing email [Using Content To Convert Prospects into Customers: Video Interview With Joanna Wiebe of Copy Hackers](#)  
Apr 26 at 8:59 AM CDT



SENT



DELIVERED



OPENED



CLICKED

Details



milwaukeedesigner@gmail.com was sent the marketing email [Predictable Revenue Growth For Industrial and Manufacturing Companies](#)  
Apr 24 at 11:12 AM CDT



SENT



DELIVERED



OPENED



CLICKED

Opens: 1

Details

< Contacts



Sales Sample

Partner at Stream Creative



Actions ▾

▼ About Sales Sample

Company name

Stream Creative



Create date

08/01/2014 10:34 AM CDT

Email

milwaukee designer@gmail.com

First name

Sales

Last name

Sample

Prospect

Other Details We Should Know About

Phone number

4147552190

Twitter username

milwaukee design

Website URL

http://www.streamcreative.com

 New note

 Email

 Call

 + Log activity

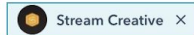
 Create task

 Schedule

Test Note about meeting with Sales Sample.

A  

Associated with



+ Add a company ▾

+ Add a deal ▾

Save note

Discard

☒ Create a task to follow up in 3 business days ▾

Activity

Notes

Emails

Calls

Tasks


You haven't made a note for Sales Sample.

Resource: [bit.ly/SalesTech18](https://bit.ly/SalesTech18)




SalesTech: Build Your Digital Sales Toolbox using LinkedIn Sales Navigator and HubSpot Sales & Free CRM

Presented by Steve James and Wayne Breitbarth

Learn how LinkedIn Sales Navigator and HubSpot Sales & Free CRM tools can support your sales process and impact your bottom line. Watch the video of the presentation below!

 **SalesTech**  
Build Your Digital Sales Toolbox using LinkedIn Sales Navigator and HubSpot Sales & Free CRM

Presented by:

Wayne Breitbarth Steve James Jeff Coon

# Drift

# CONVERSATIONS

Conversational marketing focuses on engaging people in real-time, both with human-to-human conversations and human-to-chatbot conversations.



Drift for Marketing – Drift

Pricing Plans – Drift

Steve

Drift.com, Inc. [US] | https://www.drift.com/marketing/

# Chat

Engage with buyers at the right time – when they're on your site

Drift makes it easy for you to connect with people on your site so you can answer their questions in real-time, convert more leads, and close more deals.


[LEARN MORE ABOUT CHAT >](#)


Site visitor


Is Training included in the Business Plus Plan? Or do I have to pay for that seperately?

Sarah


Yes it is included! The training includes 60 days guaranteed with a designated customer success associate.







## Playbooks



Drift for Marketing - Drift

Drift.com, Inc. [US] | https://www.drift.com/marketing/

Drift


PLATFORM CUSTOMERS RESOURCES PRICING GET A

# Chatbots

Let bots do the legwork for you

Qualify leads, book meetings, answer questions, basically be your sales team's new best friend.

[LEARN MORE ABOUT BOTS >](#)

 **Hello!**

Driftbot

You've come to the right place!

The world runs on conversations. So why doesn't your marketing? Today's best marketers are using Drift to:

- Generate more leads
- Qualify leads with bots
- Book more meetings for sales

Would you like to talk to a member of our team about how our suite of marketing tools could work for you?

No, but I want to know what Drift for marketing can do

Driftbot

No worries!


We've got a whole array of features that can make it easier for your sales team to get the best leads. What would you like to learn more about?

[Automated Playbooks](#)

[Revenue Reporting](#) [Integrations](#)

[Email Marketing](#)

Leave a message for Driftbot

We're  by Drift

Drift for Marketing - Drift x Pricing Plans - Drift


Drift.com, Inc. [US] https://www.drift.com/marketing/

# Integrations

All of the ways Drift can fit into your workflow

We've built dozens of native integrations, connected our data with Zapier and opened our developer platform so anyone can build with Drift.

[LEARN MORE ABOUT INTEGRATIONS >](#)



A central Drift logo (a black circle with a white stylized 'D') is surrounded by seven icons representing different integrations: Salesforce (blue cloud), HubSpot (orange circle with three dots), Google Analytics (yellow bar chart), Zapier (green and blue interlocking shapes), and others (purple bar chart, orange gear, and a blue speech bubble in the bottom right corner).

Milwaukee Inbound Marketing x

Secure | https://www.streamcreative.com

DATA DRIVEN  
RESULTS FOCUSED

Stream Creative is a full-service Milwaukee Integrated Marketing Agency

LEARN MORE ABOUT US >

Start A Conversation

Steve James

Welcome to Stream Creative.  
How can we help?

Type your message...

A screenshot of a web browser displaying the Stream Creative website. The browser's address bar shows the URL https://www.streamcreative.com. The website features a dark background with a large image of a snowplow. Overlaid on this is the text "DATA DRIVEN RESULTS FOCUSED" in large white letters. Below this, a smaller line of text reads "Stream Creative is a full-service Milwaukee Integrated Marketing Agency". A button labeled "LEARN MORE ABOUT US" with a right-pointing arrow is visible. On the right side of the page, there is a chatbot interface. It includes a heading "Start A Conversation" in orange, a large orange arrow pointing down to a chat window, and the chat window itself which shows a profile for "Steve James" and a message "Welcome to Stream Creative. How can we help?". Below the message is a text input field with the placeholder "Type your message...". The chat window has an orange close button in the bottom right corner.

# Increased Qualified Conversations

Qualified Prospects | Blog Post Questions | Career Interest | Clients Touching Base



# Drift Tested the Lead Response Times of **512 B2B Companies** in **2018**



**58%** Of Companies  
Didn't Respond At All

**90% Of Companies  
Didn't Respond in  
5 minutes**

# 5 Distinguishing Best Practices of Conversational Marketing



Real-time



Scalable



Focused on Engagement



Personalized



Built-in Feedback Loop



Resource: [bit.ly/MKEchat](https://bit.ly/MKEchat)

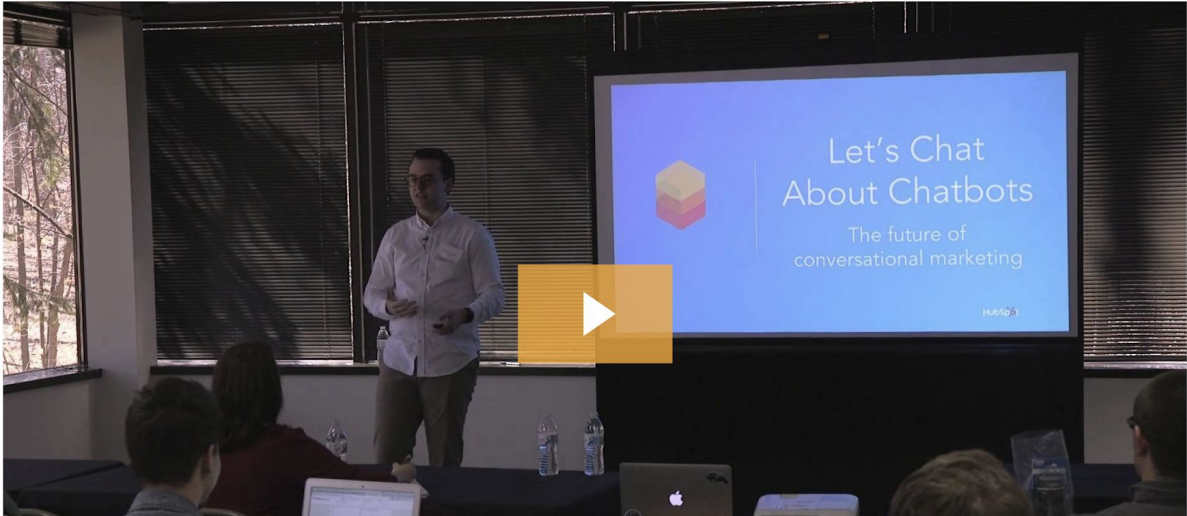
Video: Let's Chat About Chatbots x

milwaukee.hubspotusergroups.com/video-lets-chat-about-chatbots-messaging-and-the-future-of-conversational-marketing?h...

Steve

**HubSpot** User Groups Milwaukee

## Let's Chat About Chatbots: Messaging and the future of Conversational Marketing



A man in a white shirt is standing in front of a large screen displaying the title "Let's Chat About Chatbots" and the subtitle "The future of conversational marketing". The screen also features a HubSpot logo. The man is holding a small object in his hands. In the foreground, the backs of several audience members' heads are visible, along with a laptop and water bottles on a table. A large orange play button is overlaid on the video frame.

# Databox



# TRACK EVERYTHING

Databox pulls all your data into one place, so you can track performance and discover insights in real-time.

LinkedIn

facebook  
PAGES

facebook Ads

Instagram

YouTube

Eventbrite

Google  
Search Console

Google  
Analytics

HubSpot  
MARKETING

HubSpot  
CRM/SALES

BETA  
Drift

SEMRUSH  
COMPETITIVE INTELLIGENCE

MOZ

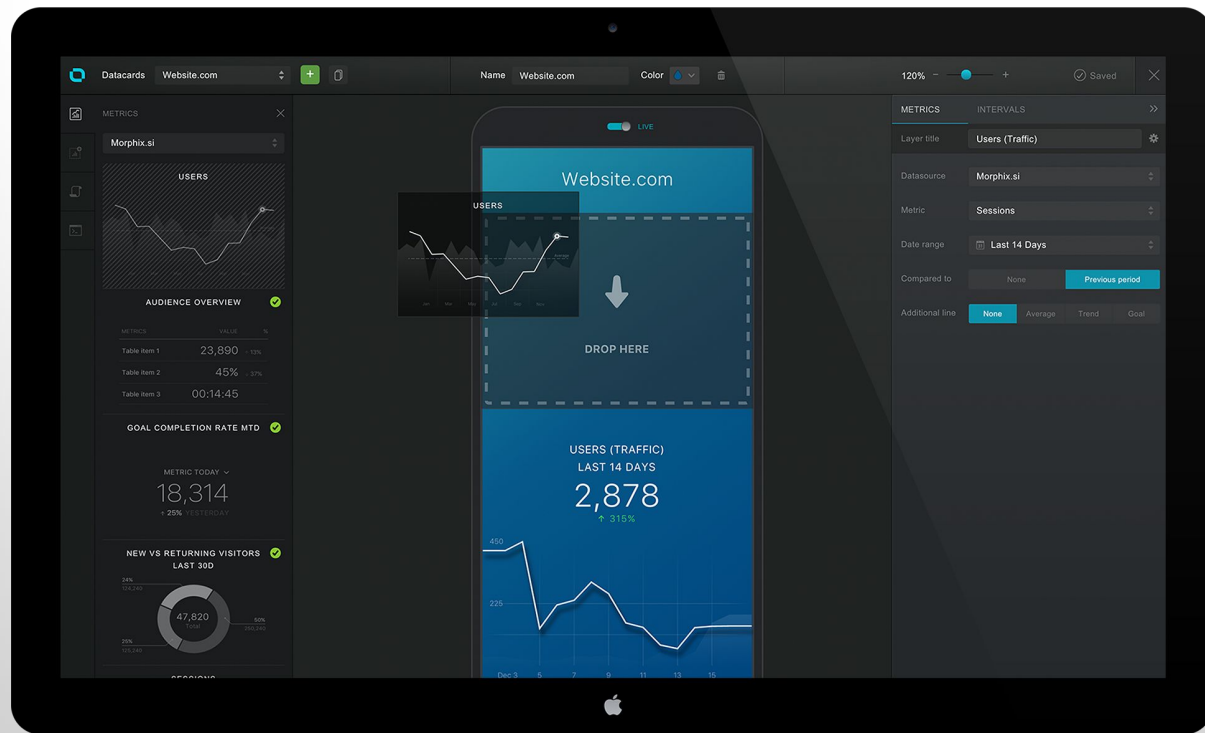
WISTIA



databox



# Launch beautiful dashboards, no coding required





# Data delivered to you. When it matters.



## Daily scorecard

Start your day with a Scorecard. Delivered right to your phone at whatever time you specify, your daily scorecard ensures you start the day in the know.



## Weekly Summary

You tell us which metrics are important and when you want to see them - we'll deliver a weekly summary directly to your phone.

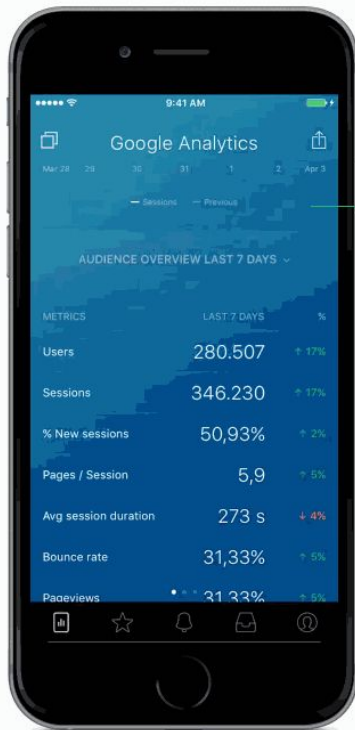


## Alerts

Get a heads up when something important changes suddenly or when trends are emerging.

## Pay attention to what matters.

The Databox mobile app is the uppermost layer of the Databox platform and the most user-oriented tool in the suite. It provides instant business insights through an intuitive experience tailored for smartphones, tablets and wearables.



### In your pocket.

Take your numbers wherever you go.



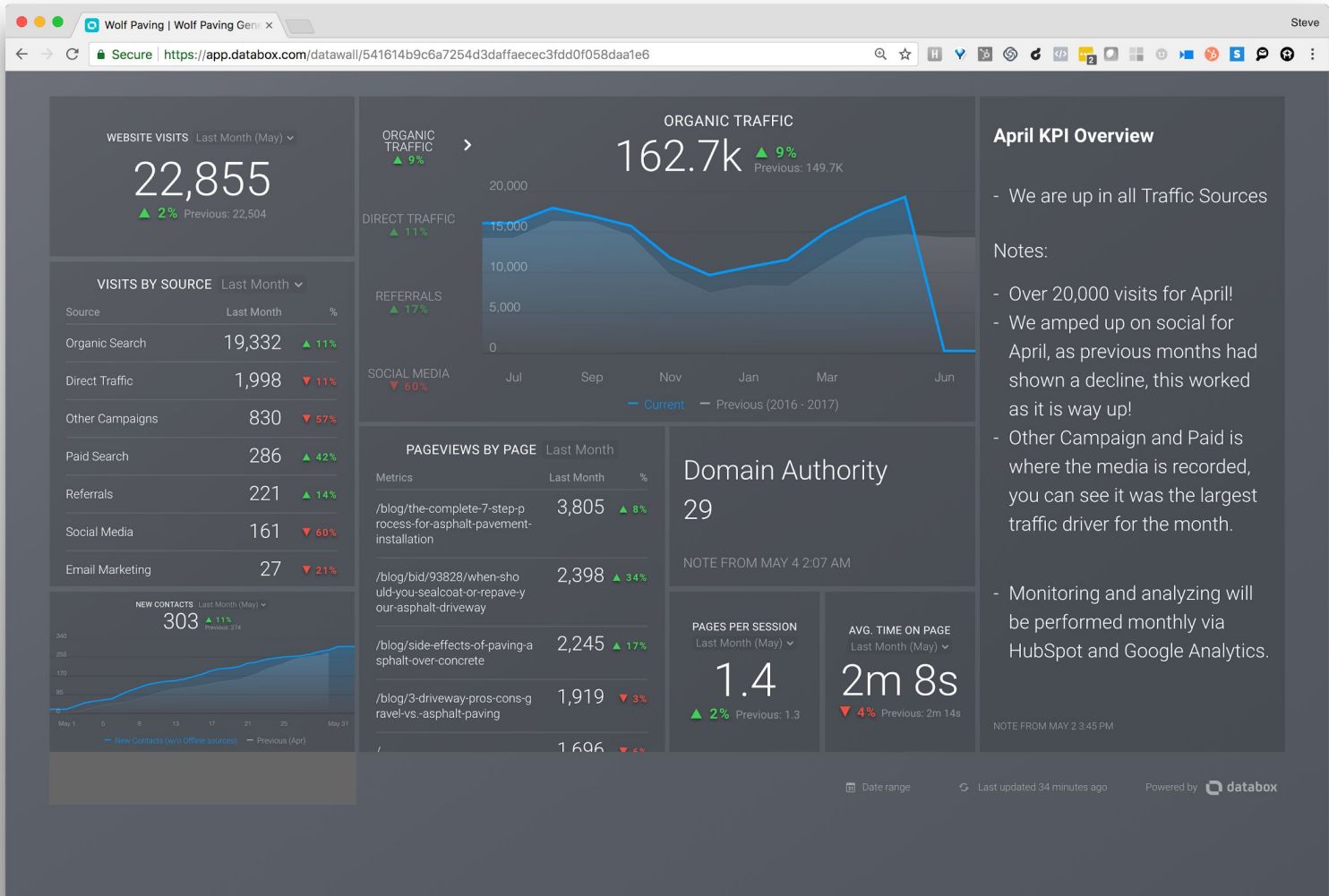
### Personalized.

Forget about canned reports. Easily pick the metrics that matter to you.



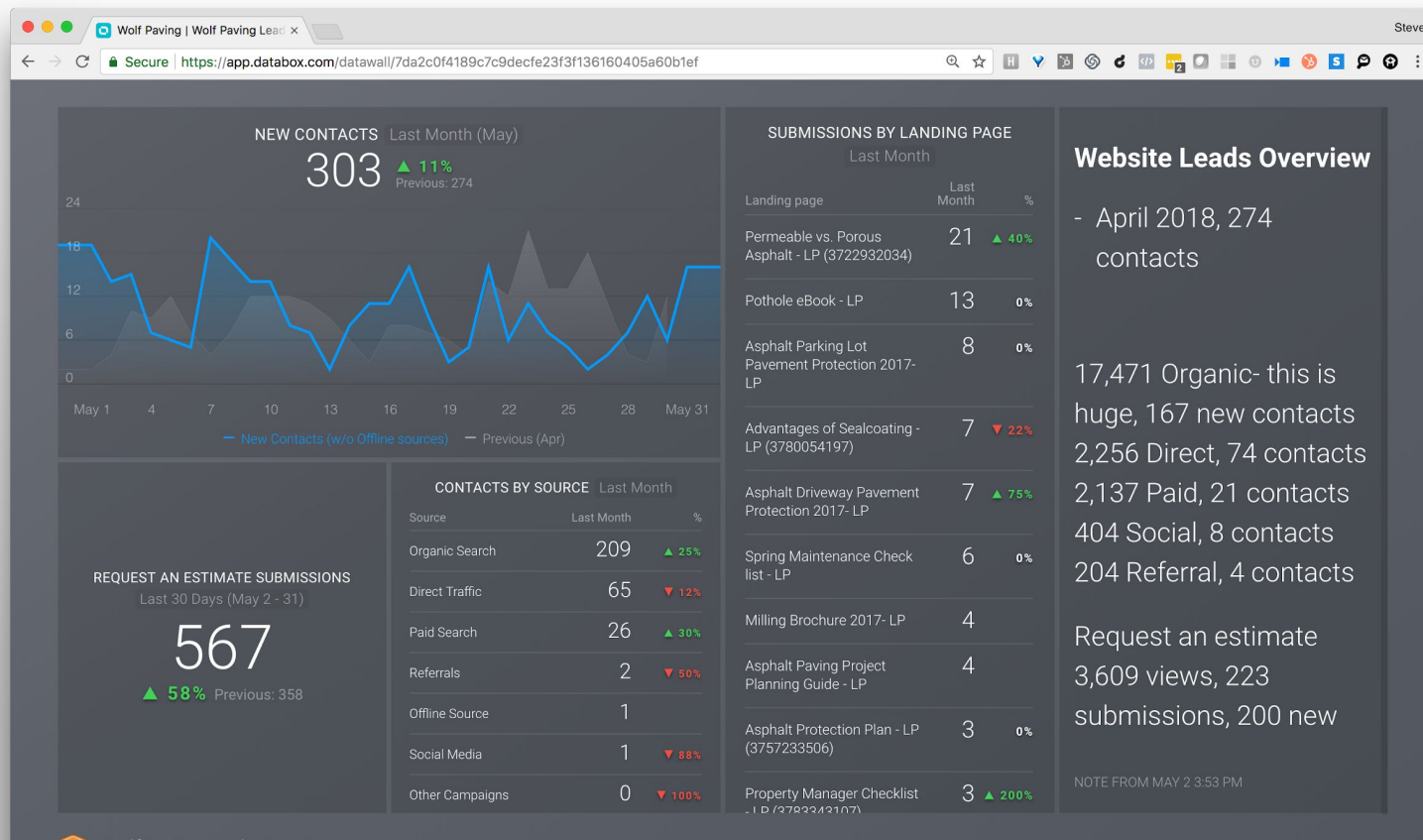
### Actionable.

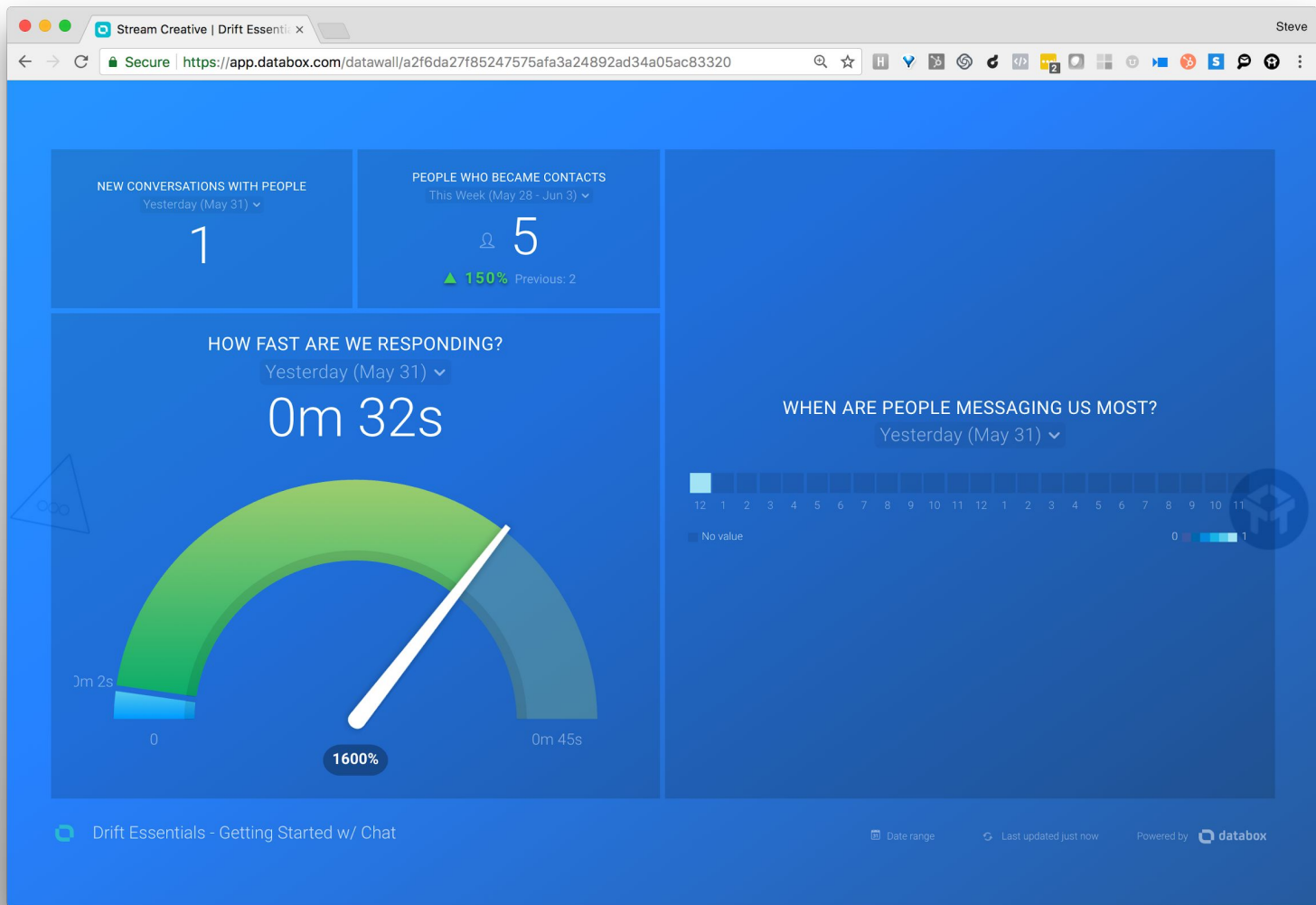
Annotate and share with your team to make sure you're all on the same page.





# CUSTOMIZED DATABOARDS





ACME Company

Client accounts

HelpAccount

Databox

Goals

Templates

Data Manager

Notifications

Clients

Date rangeAll

Goal ownerAll

Search...

MONTHLY

Double new MRR

87%

\$ 3,000.0016 days left

My Online Shop Net MRR

\$ 2,615.00

Gasper Vidovic

MONTHLY

Drive new users

38%

6,00016 days left

My Website New Users

2,285

Linda Evans

MONTHLY

Double your Blog Visitors

42%

60016 days left

Picons Blog Sessions

251

Johny Carrick

MONTHLY

Deals completed

33%

10016 days left

My Website Deals

33

Johny Carrick

+

Add new goal

Goal setup

Select a data source and metric

My WebsiteMetricNew Users

Input typeManualSelect from a data source

Set goal valuesCalculate proportionally

Daily200

Weekly1400

Monthly60005,438 New Users previous month

Goal titleDrive new users

Goal ownerLinda Evans

Alert me when

my monthly goal has been hit

my monthly goal probably won't be hit (after 70% of the time)

SaveCancel

# Template Gallery

Our library of dashboards made by experts

ALL CATEGORIES ▾

ALL DATA SOURCES ▾

All (213)

Popular (10)

Marketing (142)

eCommerce (17)

Sales (44)

Finance (10)

Analytics (33)

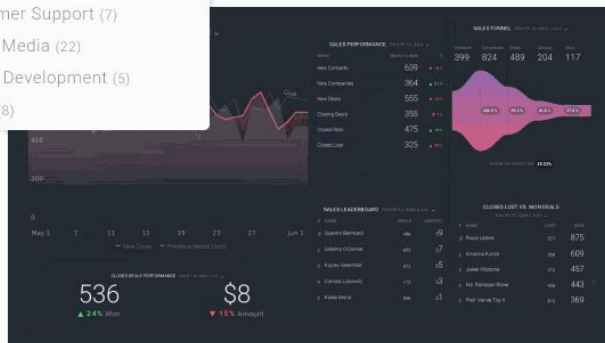
Customer Support (7)

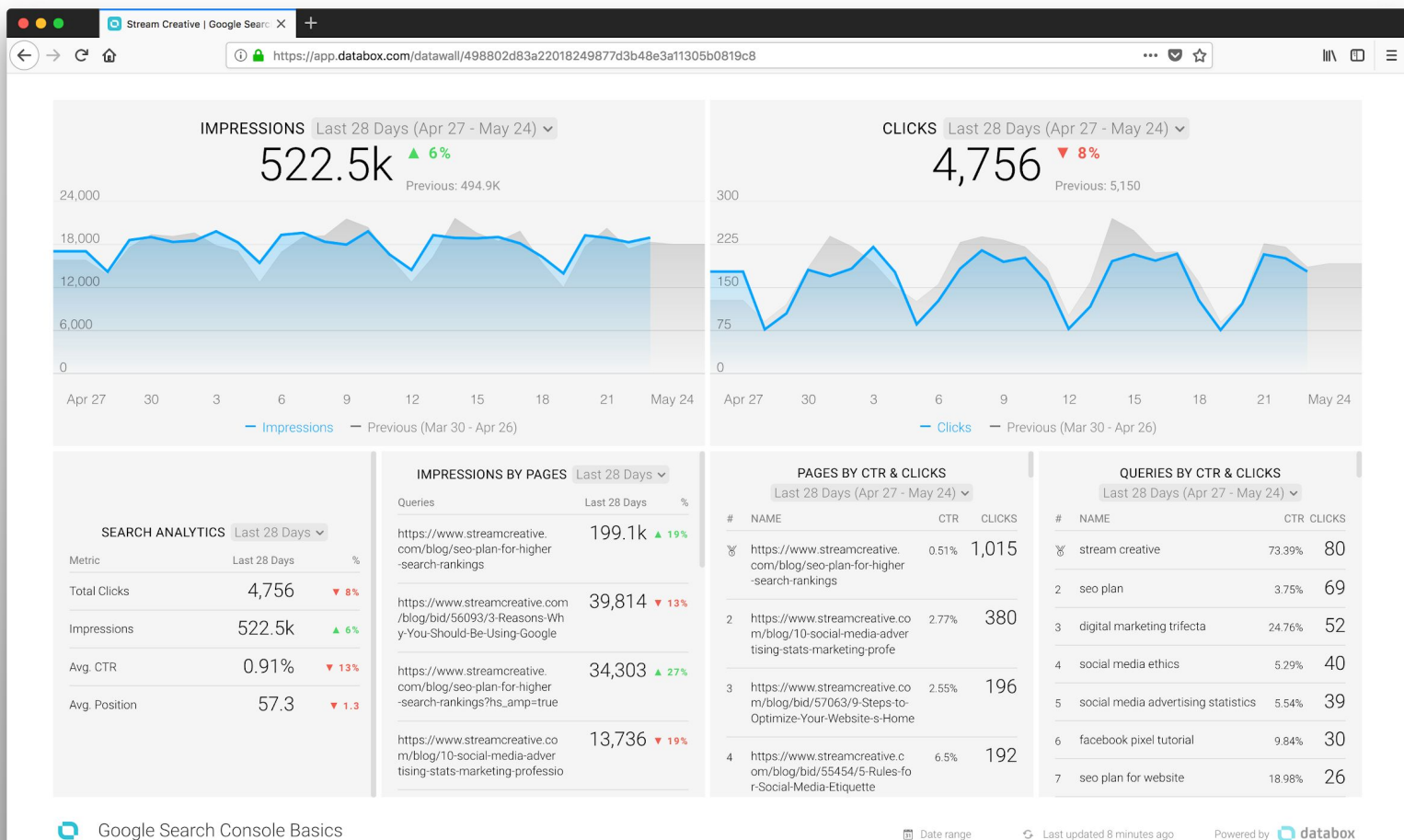
Social Media (22)

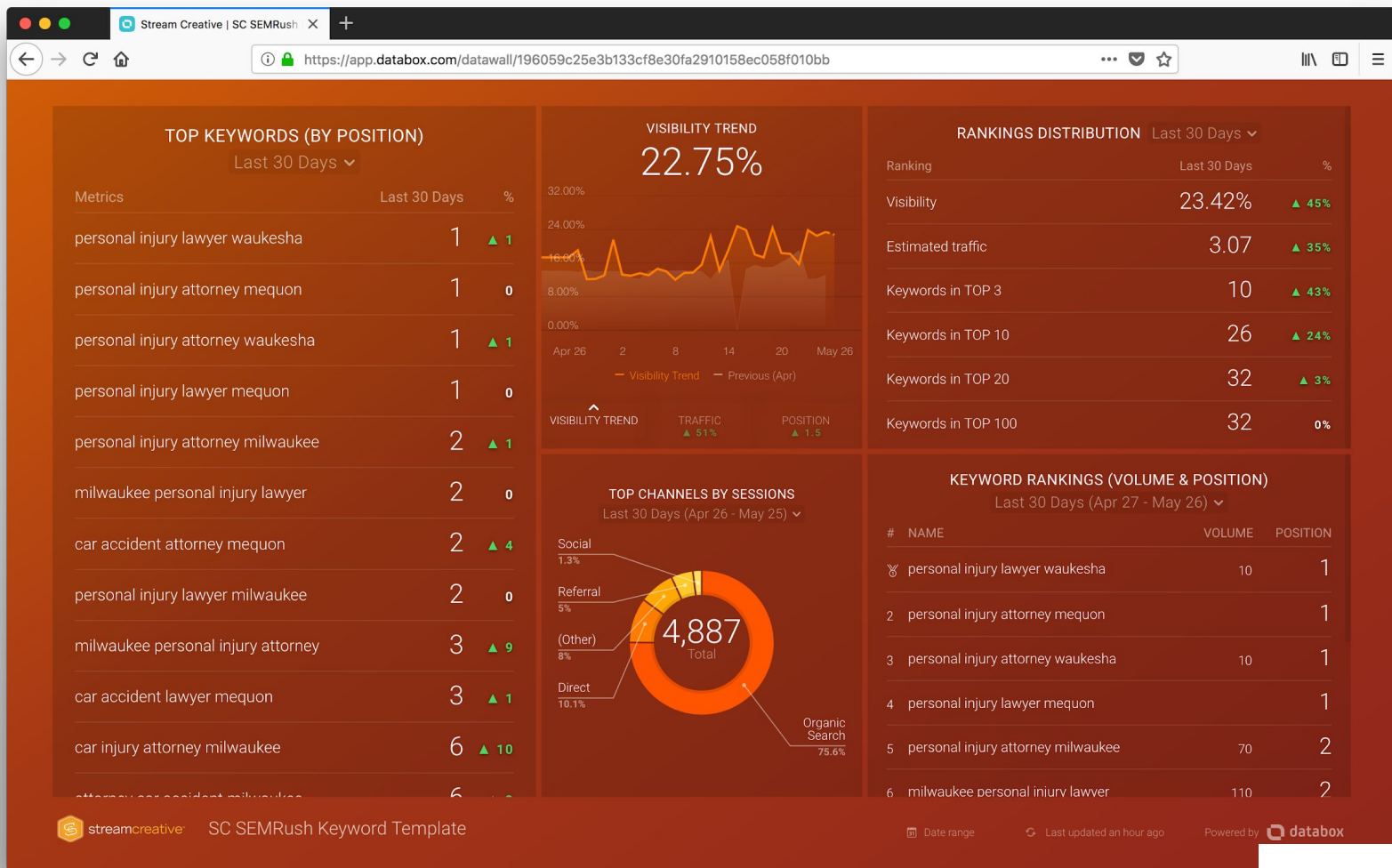
IT and Development (5)

Other (8)

## Popular

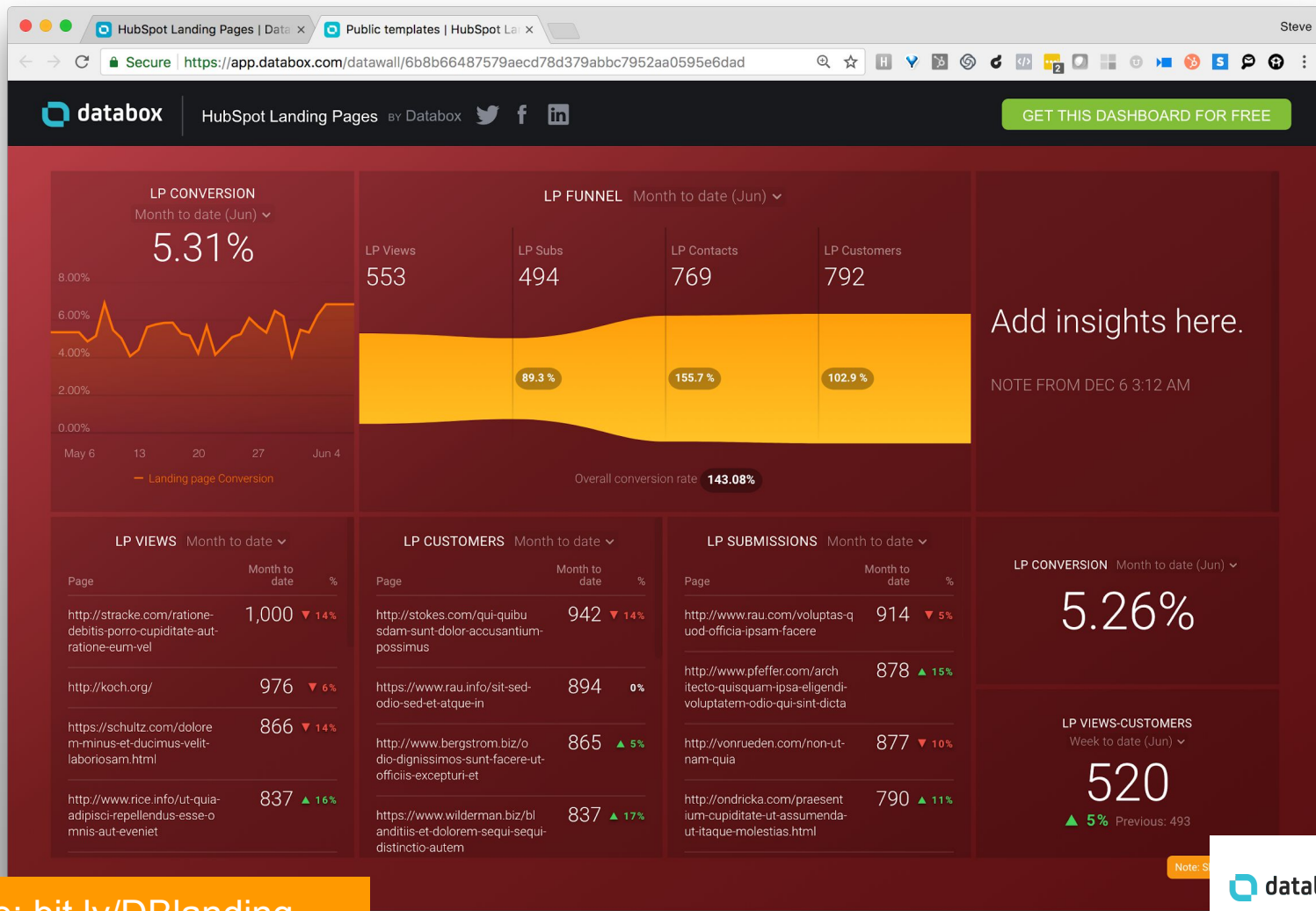




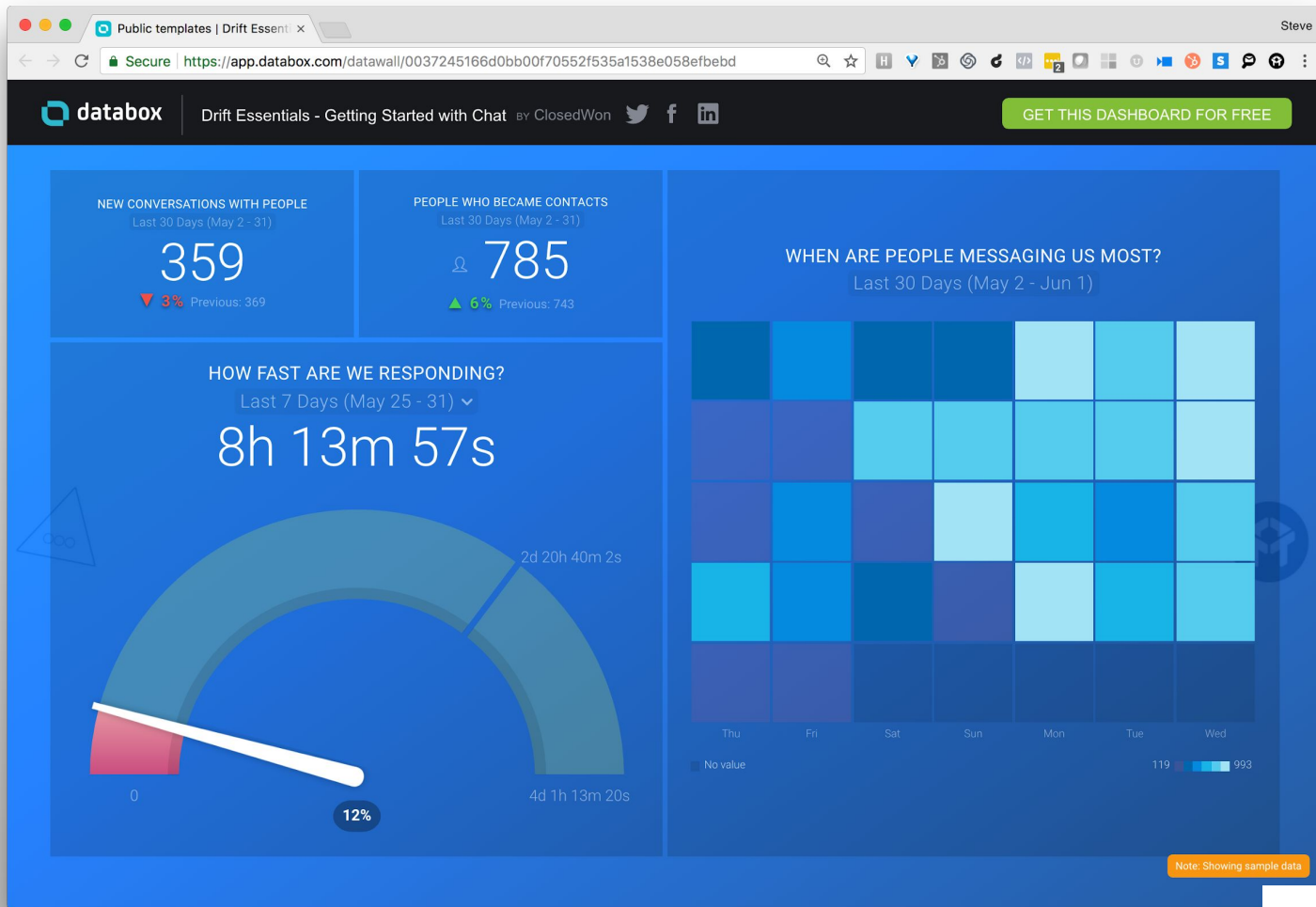


Template: [bit.ly/DBsemrush](https://bit.ly/DBsemrush)







Template: bit.ly/DBlanding





# Connect with your favorite data sources in minutes





  
Google Analytics

  
HubSpot  
MARKETING

  
HubSpot  
CRM/SALES

  
ActiveCampaign

  
Google  
AdWords



Filter by category

☒ All

☐ Analytics

☐ Marketing Automation

☐ CRM & Sales

☐ Paid Search

☐ Paid Social

☐ Social Media

☐ Accounting & Payments

☐ Ecommerce

☐ App Stores

☐ Email

☐ Video


☐ Connectors & Development

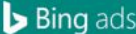
☐ Database


☐ SEO & SEM


☐ Website Marketing & Sales


☐ Help Desk


  
facebook Ads


  
Bing ads


  
LinkedIn ads


  
LinkedIn


  
facebook


  
Intuit  
QuickBooks


  
shopify


  
mixpanel


  
iTunes Connect





  
MailChimp


  
Google Play


  
Instagram


  
WISTIA

  
zapier  
750+ other apps with Zapier

  
MySQL

  
Google  
Search Console

  
SEMRUSH

  
MOZ

# RESOURCES TO GET STARTED

**Stream Landing Page and Deck:**

[bit.ly/EXPsteve](https://bit.ly/EXPsteve)

**Milwaukee HUG: June 2018 Meetup**

Video for Inbound: How to Layer Video Throughout  
Your Marketing Funnel  
Tony Gnau, T60 Productions

[bit.ly/HUGjune](https://bit.ly/HUGjune)



With that, we'll open it up for  
questions...OR SHARE OTHER  
TOOLS YOU USE

To learn more:

[StreamCreative.com](https://StreamCreative.com)

streamcreative™