



INTERNATIONAL
CONVERSION RATE OPTIMIZATION
DAY

HOW TO CREATE CONTENT THAT CONVERTS



HANA ABAZA

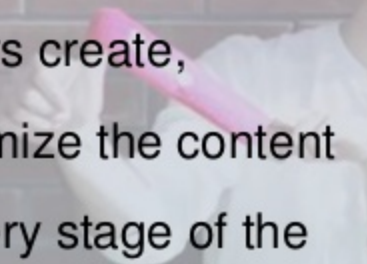
VP Marketing at Uberflip



ABOUT **UBERFLIP**

We help marketers create,
manage and optimize the content
experience at every stage of the
funnel – no IT required!

Power your content library,
resource center, blog and more.



WHY CONTENT?

Awareness / Engagement

Subscribers

Lead Generation

Purchases / Sales

What's your conversion goal?



Creating Content That Converts

1. The Content Journey
2. Crafting Your Content
3. The Content (user) Experience
4. Gating Content for Lead Gen

THE CONTENT JOURNEY

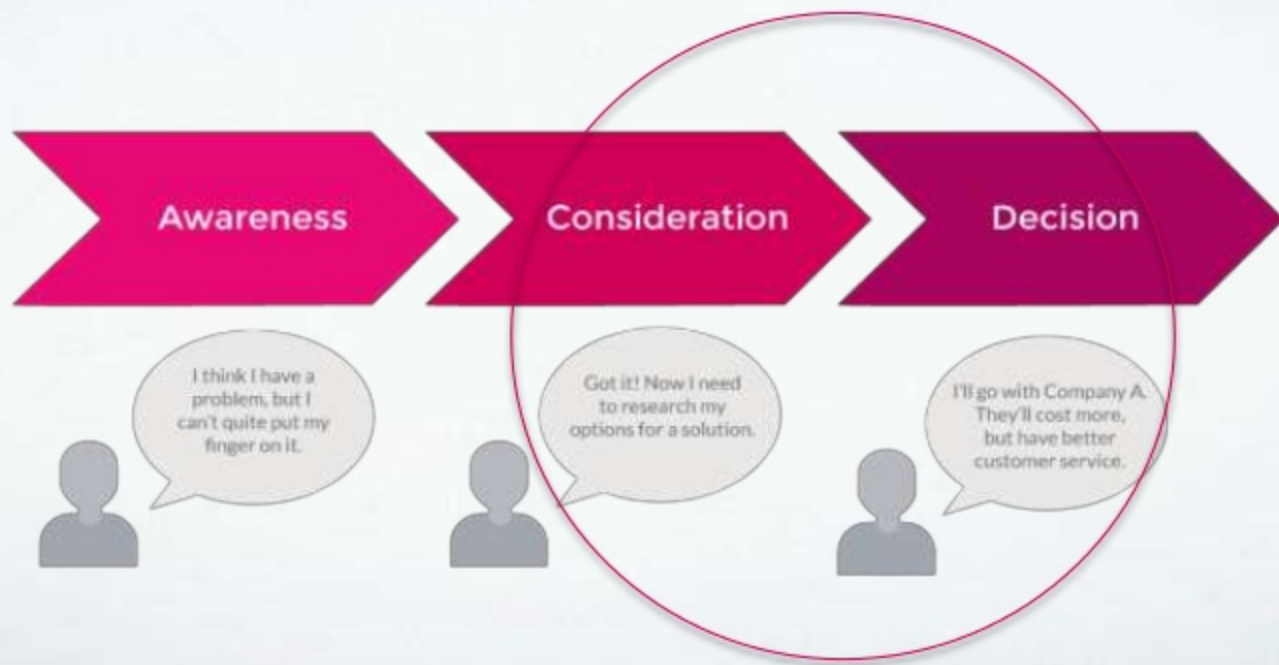
Know who you're talking to...



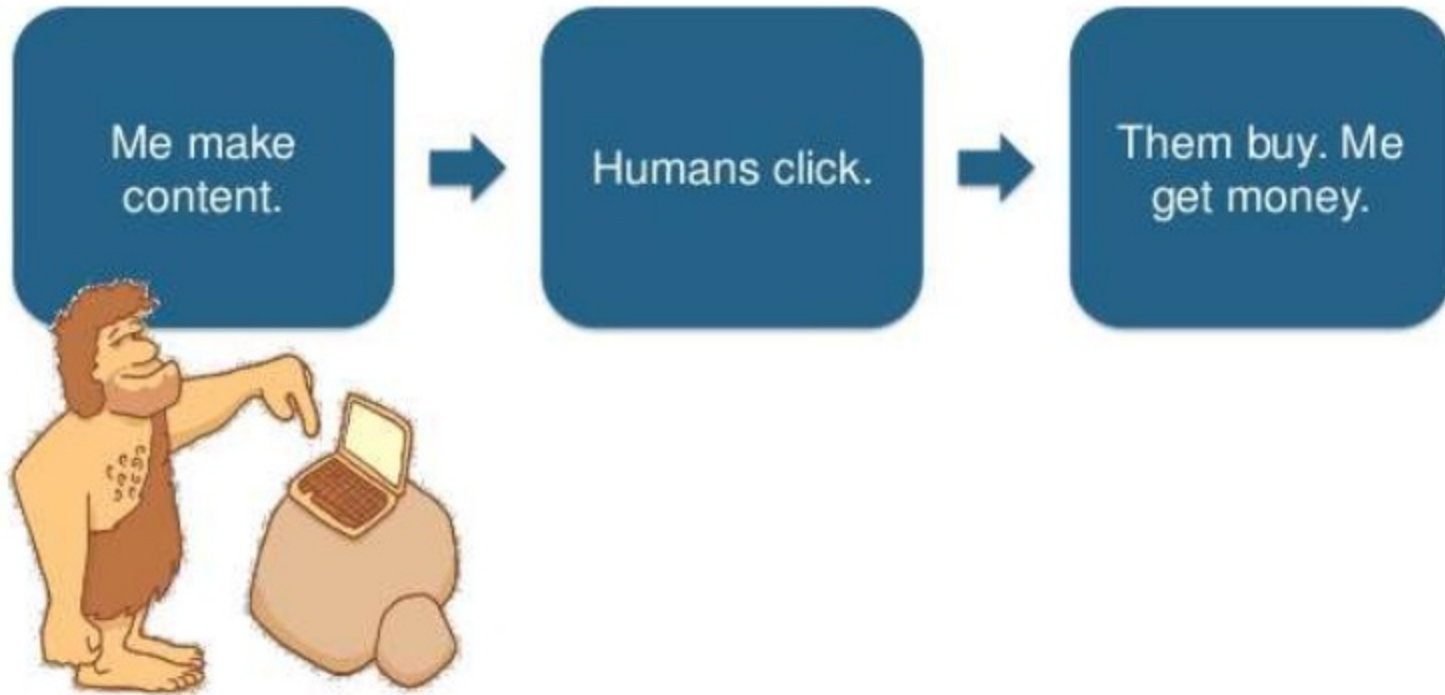
Learn what they'll need...



Learn what they'll need...

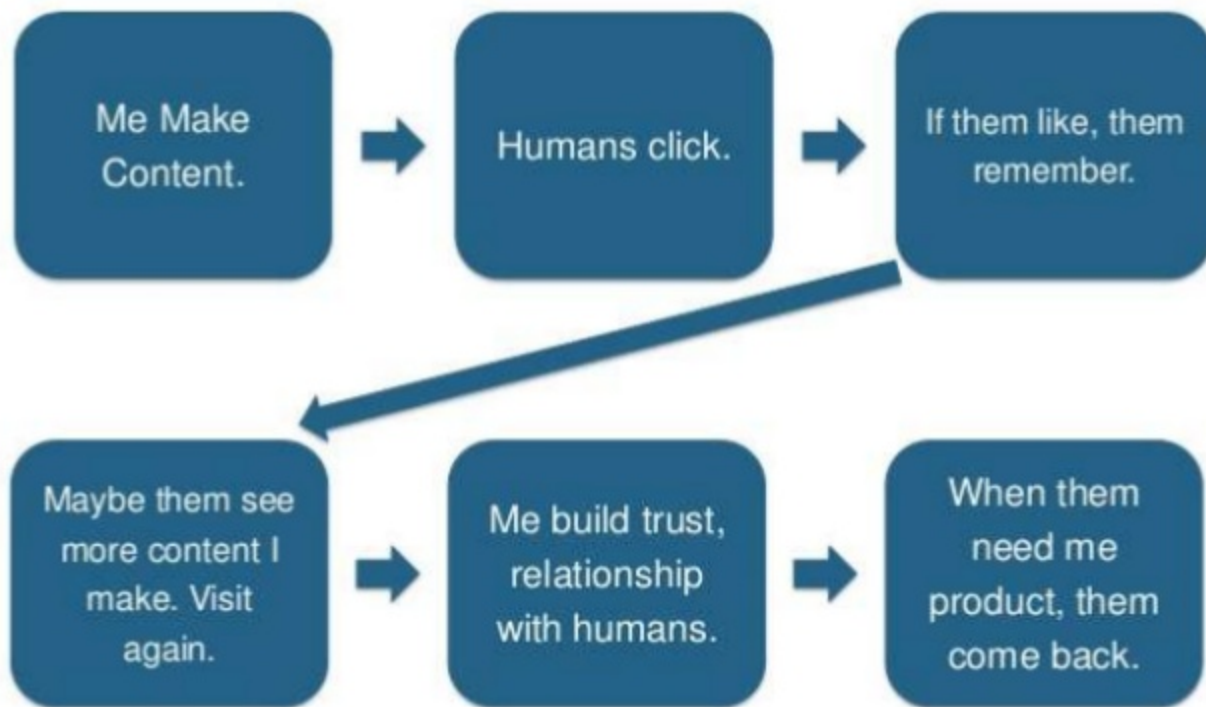


Fantasy...



Source: [Rand Fishkin](#)

Reality...



Source: [Rand Fishkin](#)

CRAFTING CONTENT



What the is “valuable” content?

It depends – value is subjective!

Focus on being:

- ✓ Relevant
- ✓ Consistent
- ✓ Trustworthy
- ✓ Authentic
- ✓ Useful
- ✓ Engaging

***But what do all of those
things **mean**?!***

Relevant

Is it right for your audience?

Consistent

Does it align with their expectations?

Frequency? Branding?

Trustworthy

Is it believable or **is it bullshit?**

Credibility? Grammar? Spelling?

Authentic

Does it prove **you're a human?**

Jargon? Personality?

Useful

Does it **benefit your audience now?**

Practical? Actionable?

Engaging

Is it an **enjoyable experience** overall?

Scan, Share, Scale, Act

**Great, but how do I get this
well-crafted, well-targeted
content to actually
generate leads?!**

