eZdia Content Services

Organic Content

Long-form Content: Buyer's guides, blog posts and other top-of-sales funnel content.

Category Content: Keyword-rich copy at the category-level designed to attract middle-of-sales funnel buyers.

Product Detail Page Content: Competitive content at the product page-level attracts bottom-of-sales funnel shoppers.

Acquisition Services

Search Optimization

Search test designs to optimize both organic and paid search.

SEO Audit

Technical search optimization audit to identify potential blockers.

Competitive Content Strategy

A content strategy that's designed to displace page-one search competitors.

Keyword Research

Every page of content begins with a keyword strategy designed to match the buyer's search intent with the appropriate content.

Schema Strategies

Schema is the categorization of key eCommerce data to improve search engine's understanding of the content.

Content Gap Identification

Competitive analysis that identifies keyword gaps in content strategies.

Engage

Engagement Content	**Content Enhancement**: Expanding existing content helps broaden the relevance and improves time-on-site. **Keyword Insertion:** An inexpensive technique designed to fix titles, H1 headings and meta descriptions.
Content Quality	**Category Validation:** Solves the problem of rogue products that don't match site search queries.
Content Prioritization	**Page Prioritization:** Determine the pages where the content is likely to deliver the highest return on content spend.

Conversion

Conversion Content	**Conversion Content:** Leverages reviews to both identify and overcome common objections in order to drive up the conversion rate.
Content Analytics	**Return on Content Spend:** This is ROI of content and is the metric used to optimize content for sales. **eZanalytics:** A Google Analytics plug-in tool designed to help eCommerce sites manage their analytics the way they manage their products.
Data Annotation	**Data Annotation:** eZdia conducts data tagging, attribute tagging image tagging and applies text-based values to aid in conversion and machine learning.

Content Publishing

CrewMachine

eZdia's content management software platform that allows eZdia to scale content services while maintaining consistency and quality across all deliverables.

Professional Writers and Researchers Network

eZdia trains, tests and manages a network of in-country contractors in order to scale cost effectively. while maintaining consistency and quality across all deliverables.

Marketplaces

eZdia helps clients to create and publish content to most marketplaces.

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