

# Writing and Analyzing Evergreen Content

*Edmonton Content Strategists*

Adriel Michaud  
*Partner, Top Draw*



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## About Me

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# Outline

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- Content vs SEO?
- Targeting
- Creating
- Tweaking

# Content vs SEO

## Content vs SEO

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# What is SEO?

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## Edmonton Real Estate

[Real estate in Edmonton](#) is really important because Edmonton real estate is how you buy a home in Edmonton. While your estate may be real, Edmonton's state of real is [home sales Edmonton](#).

## Real Estate Edmonton

Real estate is another word for home sales, which in Edmonton are very real. Estates here in Edmonton are best sold through a [best edmonton real estate agent](#).

Here are some interesting links:

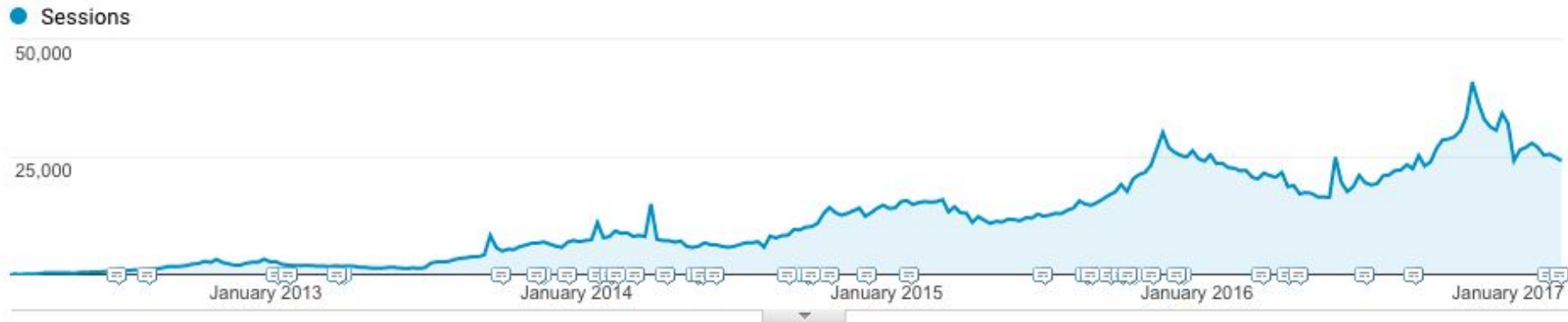
- [Edmonton real estate agent](#)
- [Edmonton realtor](#)
- [Best Edmonton Real Estate Agent](#)

### SEO:

- gives insight into what people expect on a page
- helps with article ideas
- drives more people to your website
  - scales incrementally

# Targeting with SEO

## Organic Traffic on Website



## YouTube Traffic





# Ideation Process

- **Hunting masks**
  - I've already got a couple videos on hunting masks, maybe I can do a compilation?
- **Hunting packs**
  - I don't have any of these, would need to source
- **Hunting pants**
  - I only have 2 pairs of these, would need to source more.

## Targeting – Ideation

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- Hunting Masks
  - Camo vs blaze orange
  - Cloth vs textile vs neoprene?
  - Scent blocking



## Targeting – Ideation Keyword Research

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- hunting mask: 880 searches per month (world)
- **camo face mask: 1300**
- camo mesh face mask: 30
- camo balaclava face mask: 40
- camo mask: 720
- duck hunting face mask: 110
- waterfowl facemask: 50
- best hunting face mask: 30
- hunting face mask for glasses: 40
- bow hunting face mask: 40

# Competition

About 1,160,000 results (0.42 seconds)

### The 5 Best Hunting Face Masks For 2017 - Wadinglab

[www.wadinglab.com/best-hunting-face-mask-review/](http://www.wadinglab.com/best-hunting-face-mask-review/) ▼

Dec 26, 2016 - The best **hunting face mask** should be one that regulates temperature, ... When **choosing** a good **hunting mask** comfort is an important factor.

### BunkerHead LLC Introduces the No-Touch Hunting Face Mask ...

[www.mossy oak.com/.../bunkerhead-llc-introduces-the-no-touch-hunting-face-mask-f...](http://www.mossy oak.com/.../bunkerhead-llc-introduces-the-no-touch-hunting-face-mask-f...) ▼

Jul 14, 2014 - The BunkerHead **Face Mask** System lets the **hunter choose** to either cover only his face (using only the **Face Mask** attachment), or he can ...

### 4 Foolish Reasons Hunters Don't Use Deer Hunting Face Paint ...

[www.carbomask.com/4-foolish-reasons-hunters-dont-use-deer-hunting-face-paint/](http://www.carbomask.com/4-foolish-reasons-hunters-dont-use-deer-hunting-face-paint/) ▼

Jul 11, 2016 - One very real root and reason that **deer hunters choose** not to use **deer** ... Luckily clay based **camo face** paints like **Carbomask®** solves this ...

### Hunting Face Mask: Amazon.com

<https://www.amazon.com/slp/hunting-face-mask/7a4z7ahaxeje6cd> ▼

Buy products related to **hunting face mask** products and see what customers say about **hunting face mask** products on Amazon.com ✓ FREE DELIVERY ...

### Amazon.com: Hunters Specialties Net 3/4 Face Mask (Advantage Max ...

<https://www.amazon.com/Hunters-Specialties-Net-Face-Mask/dp/B003V43XHY> ▼

★★★★★ Rating: 3.5 - 10 reviews

Buy **Hunters Specialties Net 3/4 Face Mask (Advantage Max-1 HD): Face Masks ... Hunter's Specialties Flex Form II 3/4 Face Masks (choose your camo)**.

### QuikCamo - Hunting Face Masks Integrated Into Caps - AllOutdoor.com

[www.alloutdoor.com/2015/01/29/quikcamo-hunting-face-masks-integrated-caps/](http://www.alloutdoor.com/2015/01/29/quikcamo-hunting-face-masks-integrated-caps/) ▼

QuikCamo – **Hunting Face Masks** Integrated Into Caps. **Choose** whether you want your cap's bill in front or in back. Posted January 29, 2015 in Gear, **Hunting** by ...

# Comfort

When choosing a good hunting mask comfort is an important factor. Think about being out for eight to ten hours a day, wearing a mask. You want this mask to be comfortable in a few ways. Temperature control is on aspect of comfort that should be on every hunter's mind. A mask that vents out heat and sweat, but keeps you warm when the temps cool is what to look for. Fleece, polyester, and a few other synthetic materials can do this without emptying the wallet.

Keeping sweat from building up is the difference between making it four hours or eight hours. Once fleece or polyester is saturated with water, they no longer can insulate. Look for a mask that can ventilate, but insulate. It should wick moisture away from the body.

The openings for eyes and mouth, if there is one, need to be functional and yet work to conceal the hunter. Some have removable straps across the mouth, or eyes; some have mesh coverings for whole concealment. Remember, you will be using this for a good amount of time so comfort should be one of the most important factors when looking for the best face mask for hunting.

## Durability

Durability is another aspect that should be considered for any hunting gear. Synthetic material is the more popular, and consequently, cheaper way to go. Options include fleece and polyester. These are sometimes mixed with other materials like Spandex. Whatever the choice, I do recommend spending a little more for the quality.

Like all other clothing, loose stitching or poor hemming is a good indicator that it will not hold up under the rigors of hunting. One that will stretch, and has a drawstring for full control of how it fits can help with it lasting for a few seasons.

Consider the price when thinking of durability. The saying "you get what you pay for," really does apply in this instance. Always check reviews and ask other hunters what they use. Or take a pick off the four I outline below.

## Ease Of Use

One of the biggest things to remember is that hunting masks can cover your vision partly, in different ways, and this can be potentially dangerous. Not only is it dangerous, but it could end up in missed shots. While having good cover is important, your vision is much more so.

Encounter offer the quality and features of high-end equipment for a price that's still fairly affordable. I tested them to find out if they are worth buying and how they perform during an average day of fly fishing. [...]





## Scent Blocker Pursuit Liner Mask

This head wear is great at masking scent completely. Any seasoned hunter knows that heat pours out of an uncovered head, taking your scent along with it. This hunting face mask will cover it completely with its scent blocker technology. S3 antimicrobial odor control works, especially for those late season, wary flocks.

It has an adjustable face panel, and a four-way stretch system to fit comfortably next to the skin. It has a combination of polyester and spandex terry cloth which wicks moisture away from your body. The mesh panels are strategically placed to allow for better hearing, and breath-ability.

This face mask is made to control odor, and camouflage the hunter without interfering with primary or peripheral vision. To make calls the mask has to be lifted, unless you remove the face panel or blow through the mesh. Calling through mesh can distort it enough to scare flocks, so be careful if that is what you choose to do.

### Pros:

- S3 Odor blocking technology
- Four-way stretch panels for nice snug fit
- Adjustable face panel
- Mesh panels for better hearing and breath-ability
- Vision is not interrupted; primary or peripheral

### Cons:

- Doesn't fit over glasses
- Connecting the face cover to the hood is difficult
- Not made for midseason or late-season temperatures



### What WadingLab.com got right:

- Using WordPress
- Good post structure
- Content is OK

### What they got wrong

- Used the wrong keywords
- Didn't answer other questions



# How to Choose a Camo Hunting Face Mask

Permalink: <https://www.huntinggareguy.com/equipment-reviews/how-to-choose-a-...unting-face-mask/> [Edit](#)

[Add Media](#) [Add Schema](#)

Paragraph

**B** *I*

ABC

VisualText

[Intro]

*Mention that there is no best, only best for each application*

## Mesh vs Cloth vs Neoprene

## Duck Hunting Masks

## Bow Hunting Masks

## Balaclava Masks vs Chin & Mouth style

## Hunting Masks for Glasses

## Summary

Publish

Save Draft

Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: **2** [Browse](#)

Publish **immediately** [Edit](#)

Readability: **Good**

SEO: **Not available**

[Move to Trash](#)

Publish

Categories

All Categories

Most Used

☒ Equipment Reviews

☐ Bow Reviews

☐ Canadian Hunting Stores

☐ General

☐ Hunting

☐ News

☐ Reloading

☐ Rifle Reviews

[+ Add New Category](#)

Featured Image

[Set featured image](#)

AvantLink Related Products

AvantLink Product Ad Widget





## How to Choose a Camo Hunting Face Mask

Permalink: <https://www.huntinggarguy.com/equipment-reviews/choose-camo-hunting-face-mask/> Edit

 Add Media  Add Schema

Visual	Text
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Paragraph ▼ B I ≡ ≡ “ ≡ ≡ ≡ ≡ ≡ ≡ ≡ ≡ ≡ ≡ ≡ ≡

**W Shortcodes** ▾ 

ABC — A ▼   Ω     

Because I hunt in Northern Alberta, hunting with a mask is more of a consideration for survival and comfort than it is for camouflage or fashion. Over the years, I've collected several different styles of hunting masks, some for the cold, some for bow hunting in warmer months, and some that are better for duck hunting. None of these are the absolute best at everything, they all have their own unique applications. So let's talk about hunting masks!

## Mesh vs Cloth vs Neoprene

One of the primary considerations for your hunting mask should be the material it's made from.



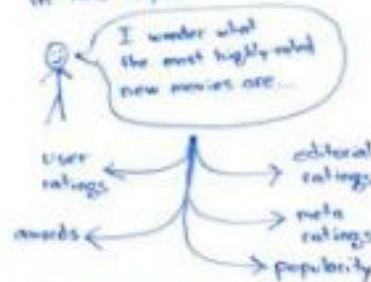
## How to Create "10X" Content

### Criteria for 10X

- ☐ Great UI+UX on every device
- ☐ Content that is a combination of high-quality, trustworthy, useful, interesting, and remarkable
- ☐ Considerably different in scope and detail from other works serving the same visitor intent
- ☐ Creates an emotional response of awe, surprise, joy, anticipation, and/or admiration
- ☐ Solves a problem or answers a question by providing comprehensive, accurate, exceptional information or resources
- ☐ Delivers content in a unique, remarkable, unexpectedly pleasurable style or medium

### Step 1

Gain deep insight into the core of why people are interested in this topic:



All trying to get to...  
Help me decide what to watch

### Step 2

Consider unique angles on the problem:



### Step 3

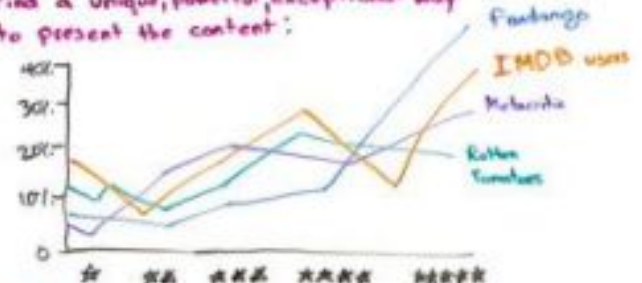
Uncover powerful, hard-to-replicate, high-quality methods to provide an answer:

Statistical Analysis of X films across major rating sites compared



### Step 4

Find a unique, powerful, exceptional way to present the content:



### Step 5

Expect to succeed 1/5 - 1/10 times.  
Practice and experimentation are the only ways to get good.

# Tweaking

# Google Search Console

Search Console

https://www.huntinggarguy.com/ Help

**Dashboard**  
Messages (3)  
Search Appearance   
Search Traffic  
Google Index  
Crawl  
Security Issues  
Other Resources

## New and important

Monitor the Google Search traffic to https://www.huntinggarguy.com/ Jan 13, 2017 [View all](#)

## Current Status

**Crawl Errors** >>

Site Errors

DNS	Server connectivity	Robots.txt fetch

URL Errors

11 Not found

**Search Analytics** >>

81,581  
Total Clicks

**Sitemaps** By me (1) >>

330 URLs submitted  
320 URLs indexed

# Google Search Console

Filter pages



URLs containing ▾

choose-camo

Filter

Cancel

	Queries	Clicks ▼	Impressions	CTR	Position	
1	hunting masks <a href="#">↗</a>	0	1	0%	29.0	»
2	camouflage mesh mask <a href="#">↗</a>	0	1	0%	31.0	»
3	face mask for duck hunting <a href="#">↗</a>	0	1	0%	38.0	»



# Crua Tri Insulated Tent Review

by The Hunting Gear Guy on October 16, 2016 in Equipment Reviews



## Crua Tri Thermal Insulated Tent

Tents come with some built-in disadvantages. They don't do a heck of a lot to keep heat in, forcing you to use beefy sleeping bags and making you dread having to put on cold clothes in the morning. They get bright as soon as the sun comes out, so they're not the greatest for sleeping in. But what if you could erect a blanket fort inside your tent, insulating it? Well, you'd have the Crua Tri thermally insulated tent. The Crua Tri is a 3 man insulated tent made with premium materials. It's waterproof, extremely wind resistant, and is perfect for sleeping in, if that's what you want. This demo tent was provided by Crua.

## Thermal Tents

The unique part of this tent is the thermal insulation inner tent. You could think of it as a blanket cocoon that you buckle to the outer tent and then get into. The thermal insulation is made of polycotton, hollow fibre breathable insulation while the outside layer is a TPU laminated polycotton similar to rubberized canvas, but a lot lighter. The insulation does a few interesting things:

1. Most obviously, it makes for a warmer sleeping area. I slept in the tent with my wife and 2 young boys on a night when it rained and got down to 2 degrees Celsius and inside the thermal cocoon of the tent it was somewhere around 18

	Queries	Clicks ▼	Impressions	CTR	Position	
1	crua tent reviews <a href="#">↗</a>	10	33	30.3%	1.0	»
2	insulated tent <a href="#">↗</a>	3	94	3.19%	14.3	»
3	crua tri tent <a href="#">↗</a>	2	21	9.52%	3.4	»
4	crua tent <a href="#">↗</a>	1	114	0.88%	8.2	»
5	crua tri <a href="#">↗</a>	1	20	5%	3.9	»
6	insulated tents <a href="#">↗</a>	0	27	0%	28.9	»
7	tent insulation <a href="#">↗</a>	0	2	0%	41.0	»
8	tent thermal insulation <a href="#">↗</a>	0	2	0%	15.0	»
9	insulated tent material <a href="#">↗</a>	0	11	0%	15.6	»
10	tent reviews <a href="#">↗</a>	0	9	0%	35.4	»
11	crua <a href="#">↗</a>	0	5	0%	41.6	»
12	boys hunting gear <a href="#">↗</a>	0	9	0%	25.3	»
13	thermal tent cover <a href="#">↗</a>	0	1	0%	34.0	»
14	tent review <a href="#">↗</a>	0	7	0%	27.1	»
15	tent view <a href="#">↗</a>	0	1	0%	9.0	»
16	backpacker tents <a href="#">↗</a>	0	3	0%	39.0	»
17	best insulated tent <a href="#">↗</a>	0	4	0%	5.5	»
18	thermal tents <a href="#">↗</a>	0	1	0%	45.0	»
19	tents reviews <a href="#">↗</a>	0	1	0%	5.0	»
20	thermal insulated tent <a href="#">↗</a>	0	2	0%	8.5	»

- Check Search Results
- Is my ad inviting?
- Should I change my title tag?
- Should I use a meta description?



About 21,200 results (0.31 seconds)

### Crua Tri Insulated Tent Review | The Hunting Gear Guy

<https://www.huntinggearguy.com/equipment-reviews/crua-tri-insulated-tent-review/> ▼

Oct 16, 2016 - Crua Tri Thermal Insulated Tent. Tents come with some built-in disadvantages. They don't do a heck of a lot to keep heat in, forcing you to use ...

### Crua Outdoors – tough, durable, insulated camping tents

<https://www.cruaoutdoors.com/> ▼

The Crua Hybrid, one-person tent for backpacking anywhere ... We knew there had to be a better way of getting a **good** night's sleep in the great outdoors.

### Amazon.com : Crua Loj Hunting Fishing Camping 6 Person Tent ...

<https://www.amazon.com/Crua-Hunting-Fishing-Camping.../dp/B00YSMDOCW> ▼

Amazon.com : Crua Loj Hunting Fishing Camping 6 Person Tent Thermal Insulation : Sports & Outdoors. ... Thermal Insulation. Be the first to review this item ...

### Crua Outdoors | Facebook

<https://www.facebook.com> › Places › Tralee › Shopping & Retail ▼

★★★★★ Rating: 4.9 - 27 votes

... in Tralee .See reviews and recommendations. ... Bought a Crua Tri to use as a festival tent, and it had it's baptism by fire last week at the Roskilde Festival.

### Crua Hybrid Kickstarter: All-in-1 Tent, Hammock, Sleeping Bag ...

[www.digitaltrends.com](http://www.digitaltrends.com) › Outdoors ▼

Aug 9, 2016 - The Crua Hybrid combines a tent, a hammock and a sleeping bag in a ... It could be a **good** addition to an avid camper's outdoor arsenal, but, ...

### Crua Outdoors Reviews | Customer Service Reviews of Crua Outdoors ...

<https://ca.trustpilot.com> › Categories › Leisure › Camping ▼

★★★★★ Rating: 7.4/10 - 2 reviews

Dec 8, 2016 - This time we took along a new product with us, the Crua Tri thermo-tent. It satisfied all our expectations. Our one week camping wouldn't have ...



# Raven Schema Creator Plugin for WordPress

Add Schema ✕

Schema Type

Review

Name

Crua Tri Insulated Tent Review

Website

<https://www.huntinggarguy.com/equipment-reviews/crua-tri-insu>

Description

The **Crua Tri** is a 6-man insulated tent made with premium materials. It's waterproof, extremely wind resistant, and is perfect for sleeping in, if that's what you want.

Item Name

Crua Tri

Item Review

Rating

Rating

4.5

Minimum

1

Minimum

5

Author

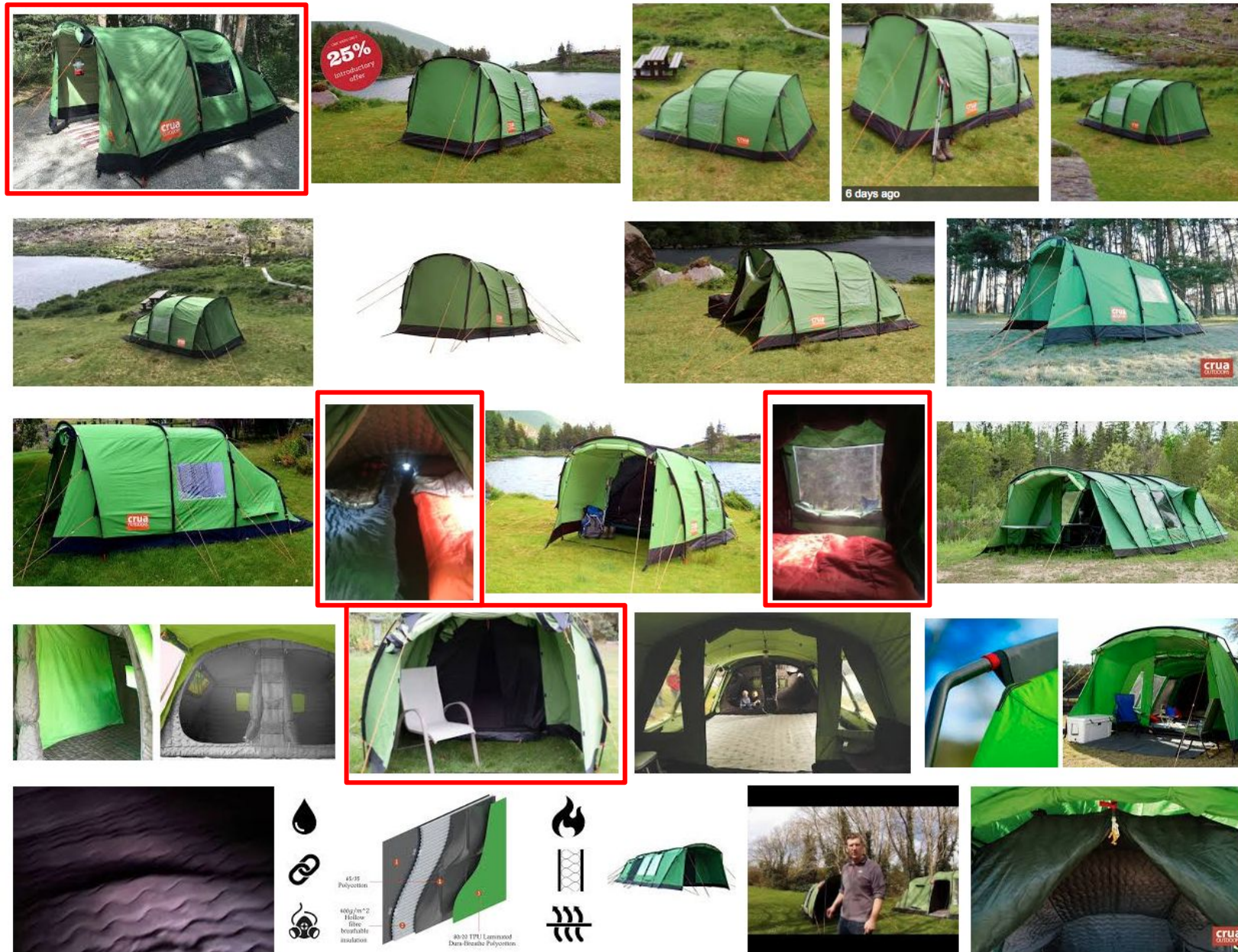
Adriel Michaud

Published Date

10/16/2016

CANCEL

INSERT



# Image Details



Caption

Alternative Text

## DISPLAY SETTINGS

Align

Size

Link To

<https://www.huntinggareguy.com/wp-content/uploads/2016/09/>

## ADVANCED OPTIONS ▼



[Edit Original](#)

[Replace](#)

Questions?