



PTC Content Audit

➤ Alison Haynes, March 2019



Overview

This content audit presents the results of a qualitative analysis of PTC's blog content.

This data will help define the usefulness of what is currently on the site and the direction for future content.



Existing Blog Content

Data and Recommendations

Assessment of existing blog content

The one hundred highest ranking, current blog posts had data regarding their **1. pageviews, 2. average time spent on the page, and 3. bounce rate.**

Each piece of data was **assigned points** based on value. For instance, the blogs in the top 10% of pageview totals were assigned 10 points value. The blogs in the 11-20% range received 9 points, and so on. The same parameters were used for the amount of time spent on the site – highest amount of time spent equaled the highest points on a scale of 10-1. *

Then the data was **sorted** in descending order based on the **total score.**

**However, higher time spent may be a product of a longer post, but the amount of time is not invalid because even if the post was longer, it held the reader's attention.*

Sample Grading of existing blog content

Blog URL	Pageviews	pageview pts	Avg. Time on Page	time points	Bounce Rate	bounce rate pts	sum	word count
www.ptc.com/en/cad-software-blog/what-is-concept-design	5,364	10	0:15:12	10	77.27%	1	21	1032
www.ptc.com/en/cad-software-blog/directly-open-solidworks-catia-and-nx-in-ptc-creo-for-product-designers	3,100	9	0:12:20	9	69.19%	3	21	1054
www.ptc.com/en/mathcad-software-blog/mathcad-brushup-setting-up-an-excel-integration	1,760	8	0:15:06	10	68.88%	3	21	1167
www.ptc.com/en/cad-software-blog/most-important-feature-in-creo-4	3,354	9	0:07:08	6	61.06%	4	21	1239
www.ptc.com/en/cad-software-blog/3d-printing-vs-additive-manufacturing	3,300	9	0:13:24	10	77.14%	1	20	1235
www.ptc.com/en/cad-software-blog/create-sweeps	2,718	9	0:12:45	9	73.38%	2	20	816
www.ptc.com/en/cad-software-blog/5-best-practices-to-follow-to-improve-engineering-change-management	2,502	9	0:10:57	8	70.92%	3	20	1175
www.ptc.com/en/cad-software-blog/did-you-know-family-tables	1,949	8	0:17:10	10	73.67%	2	20	1008
www.ptc.com/en/cad-software-blog/tips-tricks-running-a-static-analysis-in-creo-simulate	1,557	8	0:13:23	9	69.08%	3	20	1219
www.ptc.com/en/cad-software-blog/parametric-vs-direct-modeling-which-side-are-you-on	8,186	10	0:11:34	8	78.35%	1	19	1127
www.ptc.com/en/mathcad-software-blog/5-hilarious-math-videos	2,826	9	0:12:58	9	80.35%	1	19	984

Subject Matter for Highest Graded Blogs

- The highest grade came from the article “What is concept design?” The article provides real information on **HOW to apply concept design** and the end of the article contains access to a **free webinar**.
- The second highest, “Our Product Design Software Plays Well with Others”, **doesn't try to sell** PTC's CAD software, it teaches the reader how to integrate it with other industry products. The article has two **practical videos, one in cartoon form**, and a link to a **free e-book**.
- This led me to review the topics and techniques in the upper ranks of blog grades. Of the top ten highest scores, here's the subjects and methods that populated the highest conversion-causing blog posts.

Internet of Things	Augmented Reality	Product Lifecycle Management	Product Data Management	CREO – PTC's CAD software	Videos	News-letter Sign Up	E-books	Webinars	Software Tutorial
		1		9	1	4	2	1	6

Subject Matter Analysis

- The chart is definitive – of the ten highest graded blog posts, the overwhelming majority were **highly technical tutorials on CAD, Excel, or other software.**
- The **step-by-step** nature of the tutorials, with **screenshots**, was also a common theme.
- **E-newsletter** links were also prevalent in the top scorers.
- **Recommendation:** Continue to provide information on how to effectively use **CREO** and other often-used software or programs.

Internet of Things	Augmented Reality	Product Lifecycle Management	Product Data Management	CREO – PTC's CAD software	Videos	News-letter Sign Up	E-books	Webinars	Software Tutorial
		1		9	1	4	2	1	6

Blog Conversions

The blog conversion data is a separate discussion from pageviews and bounce rates. What kind of articles caused people to sign up for webinars or newsletters? Which ones were driving the most successful calls to action?

- The highest amount of blog conversions came from the article “Complete Product Lifecycle Management: The IoT Comes to PLM”, which coupled two of the main topics PTC is consulted for: **PLM** and the **Internet of Things**.
- The second highest, “BOM [*bill of materials*] is the New Black”, touched on **Augmented Reality** and the **IoT**. The appealing subjects **combined with upbeat, casual language and tons of content** led to lots of conversions. The readers were given a chance **to register for a conference** or **talk with an expert**, both an easy click for people wanting to learn more.
- This led me to review the topics in the upper ranks of conversion numbers. Of the top ten conversions, here’s the subjects that populated the highest conversion causing blog posts.

Internet of Things	Augmented Reality	Product Lifecycle Management	Product Data Management	CREO – PTC’s CAD software
2	2	3	1	5

Blog Conversion Analysis

- The highest conversion rates came from blogs discussing high-level particulars of PTC's CAD software, CREO.
- This implies that people who were coming to the site for in depth information **wanted** access to even more technical information, and were willing to provide personal data in order to gain that access.
- **Recommendation:** Continuing to provide CAD and other software tutorials is advised.

Internet of Things	Augmented Reality	Product Lifecycle Management	Product Data Management	CREO – PTC's CAD software
2	2	3	1	5

Blog Length

Length of post doesn't seem to directly correlate with success. The top 20 posts ranged in length from ~800-1250 words. **Complexity and amount of intricate information seems to be a stronger predictor than length.**

Recommendation: edit content based on value, not to hit a target length.

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www.ptc.com/en/cad-software-blog/create-sweeps	2,718	9	0:12:45	9	73.38%	2	20	816



Evergreen Posts

Data and Recommendations

Evergreen Posts

PTC Blog: Embrace Digital Transformation

Industrial Internet of Things (IIoT) and AR is fundamentally changing how companies create, operate, and service products. Follow PTC's blogs to stay up-to-date on latest industry developments and trends.

Select Date



Select Product



Select Industry



Select Topic



- Currently, PTC's blog repository offers date as first filter category.
Recommendation: *In a highly technological field and cutting edge industry, this is a qualifier that you don't want to draw attention to. Today's reader is conditioned to think of **older posts as out of date**. Date would be better as a **search option** but not with so much prominence on the filter heading.*

Evergreen Posts, con't.

- **Recommendation:** For any post that is **older than two years**, delete if it revolves around a software update or technology that is now **obsolete**.

Date of Post	Hyperlink	Recommendation	Reason
2/10/2011	https://www.ptc.com/en/cad-software-blog/creo-on-your-apple-the-unofficial-answer?year=2011	Remove	Outdated information – referenced future releases/prototyping that are now obsolete
8/30/2012	https://www.ptc.com/en/cad-software-blog/proengineer-users-modify-imported-models-with-creo-parametric-and-fmx?year=2012	Remove	Outdated information – referenced future releases/prototyping that are now obsolete



Traffic Sources

Data and Recommendations

Sources of Traffic

Default Channel Grouping	Acquisition			Behavior			Conversions All Goals ▾		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Goal Conversion Rate [?]	Goal Completions [?]	Goal Value [?]
	194,968 % of Total: 100.00% (194,968)	152,579 % of Total: 100.00% (152,579)	236,747 % of Total: 100.00% (236,747)	68.95% Avg for View: 68.95% (0.00%)	1.22 Avg for View: 1.22 (0.00%)	00:01:21 Avg for View: 00:01:21 (0.00%)	0.07% Avg for View: 0.07% (0.00%)	176 % of Total: 100.00% (176)	\$0.00 % of Total: 0.00% (\$0.00)
1. Organic Search	157,965 (79.30%)	123,413 (80.88%)	183,846 (77.66%)	68.27%	1.21	00:01:21	0.05%	99 (56.25%)	\$0.00 (0.00%)
2. Direct	13,776 (6.92%)	12,010 (7.87%)	16,327 (6.90%)	69.44%	1.27	00:01:20	0.09%	14 (7.95%)	\$0.00 (0.00%)
3. (Other)	9,087 (4.56%)	6,163 (4.04%)	12,174 (5.14%)	79.42%	1.14	00:00:48	0.13%	16 (9.09%)	\$0.00 (0.00%)
4. Email	6,955 (3.49%)	4,244 (2.78%)	8,821 (3.73%)	63.70%	1.33	00:01:55	0.41%	36 (20.45%)	\$0.00 (0.00%)
5. Social	6,447 (3.24%)	3,941 (2.58%)	9,386 (3.96%)	77.16%	1.21	00:01:08	0.06%	6 (3.41%)	\$0.00 (0.00%)
6. Referral	4,394 (2.21%)	2,442 (1.60%)	5,541 (2.34%)	61.38%	1.41	00:01:57	0.07%	4 (2.27%)	\$0.00 (0.00%)
7. Paid Search	553 (0.28%)	361 (0.24%)	614 (0.26%)	73.29%	1.31	00:01:27	0.16%	1 (0.57%)	\$0.00 (0.00%)
8. Display	32 (0.02%)	5 (0.00%)	38 (0.02%)	47.37%	2.21	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)

Sources of Traffic

The overwhelming conclusion coming from the source tariff is that **search queries** are driving the majority of traffic to the site. None of the other routes even came close to the numbers driven by search engines.

Recommendation: This implies that **SEO optimization will have a strong impact on further traffic.**



Organic Search

Data and Recommendations

Organic Search Data



From the last section, we learned that the path from an organic search is far more used than any other. So if readers are getting to PTC largely through search engines, what terms are they searching to get there?

Organic Search Data

Predictably, the top of the list is actually the name of the company. But the common theme after that is CREO-CAD-MATHCAD products, support and download.

Search Query	Clicks	Impressions
ptc	77822	418109
mathcad	39938	116661
creo	22980	149556
ptc creo	12617	36215
thingworx	12597	29084
creo parametric	6836	26492
windchill	6195	116353
mathcad download	5019	11807
mathcad 15	4595	11153
ptc support	4417	6568
ptc mathcad	3925	7215
snow day calculator	3508	702147
ptc careers	3169	6707
pro engineer	3115	20091
ptc thingworx	3072	5943

Search Query	Clicks	Impressions
mathcad prime	2963	7719
creo student	2619	3322
creo software	2523	10127
ptc software	2313	5811
ptc creo student	2262	2813
ptc.com	2133	3357
creo view	2079	4681
vuforia studio	2043	4189
ptc windchill	2024	7761
creo download	1939	3216
matcad	1937	6765
mathcad student	1889	2680
pro e	1856	17415
ptc boston	1703	3249
creo cad	1643	5637

Organic Click-Through Data

Beyond just total numbers of clicks and impressions, the numbers of click-throughs is also important. *See the next two slides for data.* Interestingly, the pattern from overall search queries is continued into click-through rates – with one significant added focus: **anything related to the word STUDENT**, often in languages other than English.

The other trend was related to careers and employment. Users are seeing PTC as a resource relating to career paths.

Organic Click-Through Analysis

Search Query	Clicks	Impressions	Click Thru Rate
ptc creo <u>studenti</u>	46	48	95.83%
<u>student</u> creo	64	67	95.52%
ptc creo <u>student</u> version download	61	64	95.31%
ptc karriere	75	79	94.94%
ptc creo download <u>student</u>	51	54	94.44%
ptc e-support	84	90	93.33%
creo download for <u>students</u>	66	71	92.96%
creo parametric <u>etudiant</u>	52	56	92.86%
ptc industries career	46	50	92%
ptc for <u>students</u>	45	49	91.84%
creo 5.0 download <u>student</u>	62	68	91.18%

Organic Click-Through Analysis, con't

Search Query	Clicks	Impressions	Click Thru Rate
creo view <u>free</u>	49	54	90.74%
ptc rockwell partnership	48	53	90.57%
creo parametric 5.0 <u>student</u> download	65	72	90.28%
ptc <u>student</u> version	54	60	90%
ptc license agreement	52	58	89.66%
creo download <u>student</u> version	58	65	89.23%
creo free <u>student</u> edition	48	54	88.89%
mathcad download free <u>student</u> version	48	54	88.89%
ptc creo <u>etudiant</u>	86	97	88.66%
creo für <u>studenten</u>	70	79	88.61%
creo download student	107	121	88.43%
ptc <u>student</u> download	74	84	88.10%

Organic Click-Through Recommendations

Recommendation: Keep providing the complex software and tutorials that **students** need. And keep **tagging students** and paying close attention to **other relevant SEO tags**. Remember that although students may not be a primary source of revenue right now, they will flood the industry soon. **If you cater to them now, they will reward you with revenue and loyalty later.**

Providing blogs catering specifically to a math or engineering student's journey and needs will continue to have impact. The image shows the solid amount of content already targeting students – keep it up!

You Searched for "student"

Showing 72 Page Results

PTC Academic Student

PTC Academic offerings prepare students to design, manufacture, operate, and service things for an increasingly smart, connected world. ["..."]

Fashion Design Students to Leverage PTC's Retail Product Lifecycle Management Solution in Coursework Offered by Ivy League University

NEEDHAM, Mass. – November 7, 2017 – PTC (NASDAQ: PTC) today announced that beginning in Spring 2018, students in fashion design management will be able to leverage PTC's ["..."]

Are you a student

Purchase PTC Mathcad Student Edition at discounted price ["..."]

Class Dismissed: HBS Students Get Hands On in PTC Corporate Experience Center

Harvard Business School (HBS) has established itself as one of the top business schools in North America, and maybe even across the globe. They continue to educate their students and craft them into ["..."]

Free Downloads for Students. Part 1: An Introduction to PTC Academic Programs

PTC is an enthusiastic supporter of STEM education in schools, sponsoring programs for students of all ages. We do this by offering software, training, curriculum, awards, and mentorship. In fact, you ["..."]

Organic Click-Through Recommendations

Recommendation: Provide resources related to **career** paths and career changes. The next step for any student is turning their education into a career. **Help them do that.** Online job fairs, blogs about what employers are looking for and how to interview well will probably perform very well, and spreading them throughout your online/social media platform will expose them to many audiences.



Social Media

Data and Recommendations

Social Media Data

Social Network	Sessions	% Sessions
1. LinkedIn	2,337	43.33%
2. Facebook	1,551	28.75%
3. Twitter	986	18.28%
4. YouTube	149	2.76%
5. Pinterest	120	2.22%
6. Instagram	34	0.63%
7. reddit	34	0.63%
8. WordPress	34	0.63%
9. Yammer	31	0.57%
10. ResearchGate	24	0.44%

Social Media Recommendations

LinkedIn is definitely the **highest** feeder of the social media platforms- which is logical since PTC provides content that is specific to certain industries and most important to certain professionals. So often those scrolling through LinkedIn content are wearing their **“professional hats”** and in the frame of mind to **mentally invest** in content.

However, **Facebook** also has a significant portion of the traffic – over a **quarter**. *Facebook’s rise as both a social and professional channel means that your content has more relevance than it might have had in previous years.* Keeping a slightly less analytical, in-depth slant to Facebook content will help it continue to be a solid driver.

Social Media Conclusions, con't.

Twitter also straddles business and personal content, and sent close to 20% of the traffic from social media platforms.

The remaining platforms combined weren't even close to Twitter, **so the focus needs to be:**

- ➔ Continuing to publish relevant content on LinkedIn, Facebook, and Twitter.
- ➔ Creating a **slightly different suite** around a certain post: a more lengthy, industry-specific post for **LinkedIn**; a more generalized post with more of a human-interest focused title for **Facebook**; and a punchy lead-in to a concise article for **Twitter**.



Editorial Calender

Content and Recommendations

Editorial Calendar Content Recommendations

The first three weeks of our new content push should target the successes outlined in this presentation. I recommend content suites built around the following concepts:

- **What I wish I'd known when I was an Engineering Student** – interviews and articles with PTC and PTC's clients employees.
- **Online Job Fair** – connect with some of PTC's clients and ask them to join forces with your internal HR. Post all available jobs across all willing businesses **in one place** and even offer video interviewing on certain dates.
- **Importing, Naming, and Editing Non-CREO files** – you've already touched on this concept, but it performed really well. Give them a highly technical tutorial package of info – interviews with developers, articles with screenshots, power point trainings for clients to use in-house.
- **Product Profiles** – walk readers through how to use the latest updates and products. Don't dumb it down – they want to learn.

Editorial Calendar Recommendations

<u>Week:Day</u>	Content	Content Type
1:1	Monthly Newsletter	Email Newsletter
1:1	Content Suite: What I wish I'd known when I was an Engineering Student	"Ask the Expert" Blog w/text and infographics – link on LinkedIn
1:1	Content Suite: What I wish I'd known when I was an Engineering Student	tweet and FB post about blog
1:2	<i>Product Profile – latest CREO update</i>	<i>CREO update tweet and FB post</i>
1:3	Content Suite: What I wish I knew when I was an Engineering Student	<u>instagram</u> pic of current employees when they were students
1:5	Content Suite: What I wish I'd known when I was an Engineering Student	retweet from within industry
2:1	<i>Product Profile – <u>Realtime Simulation in CREO</u></i>	<i>how-to product tweet and FB post</i>

Editorial Calendar Recommendations

<u>Week:Day</u>	Content	Content Type
2:1	Client Success Story – CREO <u>superuser</u>	Video for website, YouTube Channel and LinkedIn
2:2	Content Suite: Online Job Fair	<u>facebook live</u> – inside HR at PTC
2:3	Content Suite: Online Job Fair	tweet and FB post about blog
2:4	Content Suite: Online Job Fair	view” LinkedIn article, “Do International Employers look for different skills than American employers?” with Instagram Pic
2:5	Content Suite: Online Job Fair	FB post about “world view” LinkedIn article
2:5	Product Profile PTC's <u>Vuforia Studio</u> with <u>Mixed Reality</u>	<i>how-to product tweet and FB post</i>

Editorial Calendar Recommendations

3:1	Training Session Importing, Naming, and Editing non-CREO files	PowerPoint and accompanying outline, with accompanying tweet and FB post
3:1	Content Suite: Importing, Naming, and Editing non-CREO files	Expert" Blog w/text and infographics
3:2	Content Suite: Importing, Naming, and Editing non-CREO files	tweet and FB post about blog
3:4	Product Profile	how-to product tweet and FB post
3:5	Content Suite: Importing, Naming, and Editing non-CREO files	retweet from within industry