Why should you care?

Marketing aims to create value for a business as well as drive profitable customer interactions, and user experience aims to improve the quality of a user's experience with your brand's offering. Marketers may be surprised to see how user experience can impact and improve their channel marketing, and as for the UXers, you have more skills to offer outside development and product tasks. Seriously.

Ultimately, in today's multiple-channels-to-market-your-business-world you will find that no marketing channel or skill "stands alone". This particular tool, The Consumer Cross Stitch, is one way of looking at the overall journey of your customer, and planning your keywords, copy, content, structure, and mostly importantly – search engine optimization efforts. So you can meet the prospective customer at the right time, and in the right way. Just in time!

Does this sound familiar?

User Experience and Search Engine Optimization

We type our thoughts, fears, dreams, and questions into Google. Just think about -all- the things you have typed into that search box, and how you may feel if people could see what you were asking our favorite search engine? Maybe a little nervous?

It's quite telling isn't it, someone's search history, and that's because you know that no one will see it, apart from Google, obviously. That said, you can just whip out your phone and find the answer. Or shout "Ok, Google" at the top of your lungs in the expectation of an answer. You might even get one, if the marketers have done their jobs. Scenarios like these come to mind, you imposter you ;)
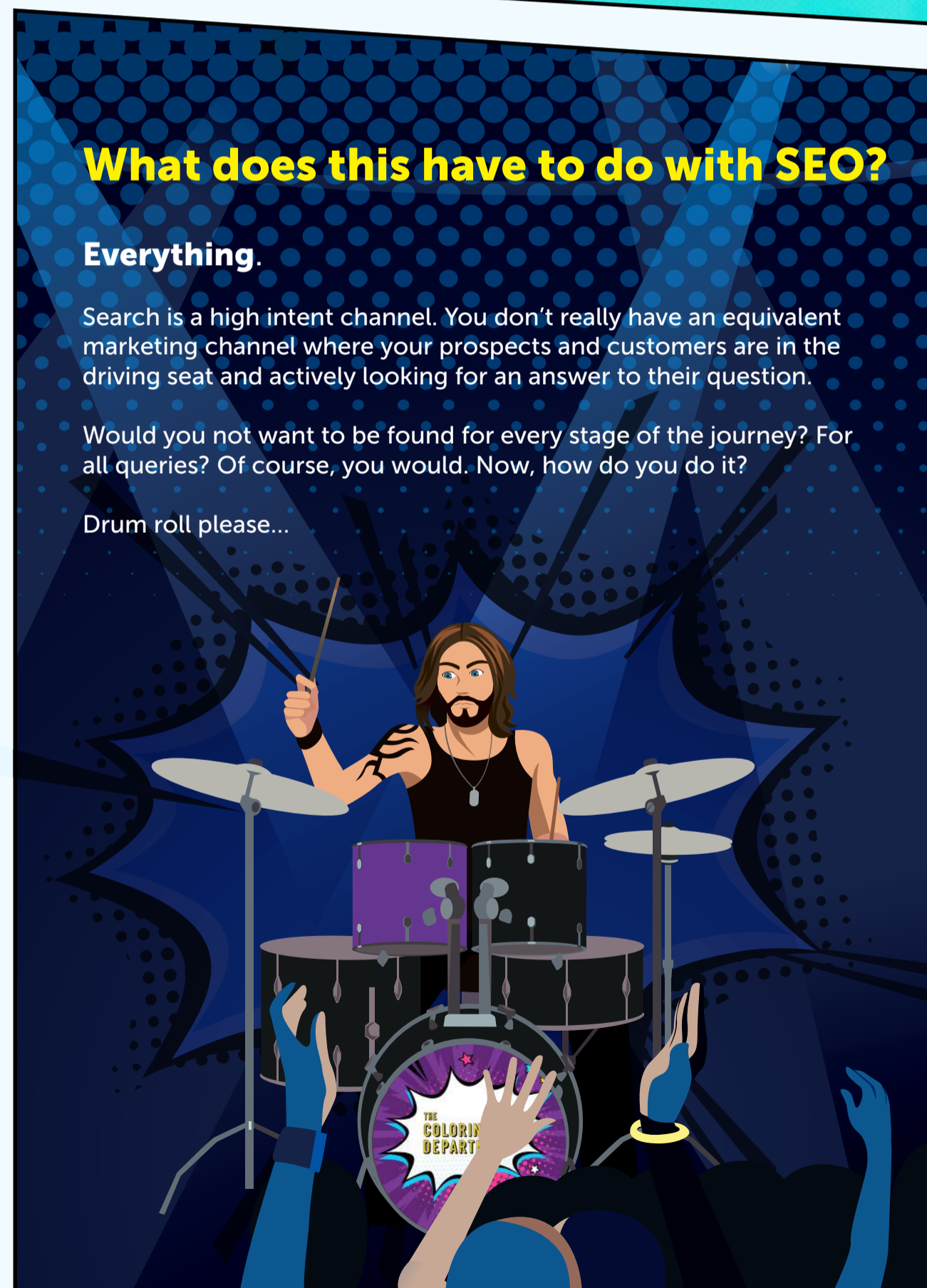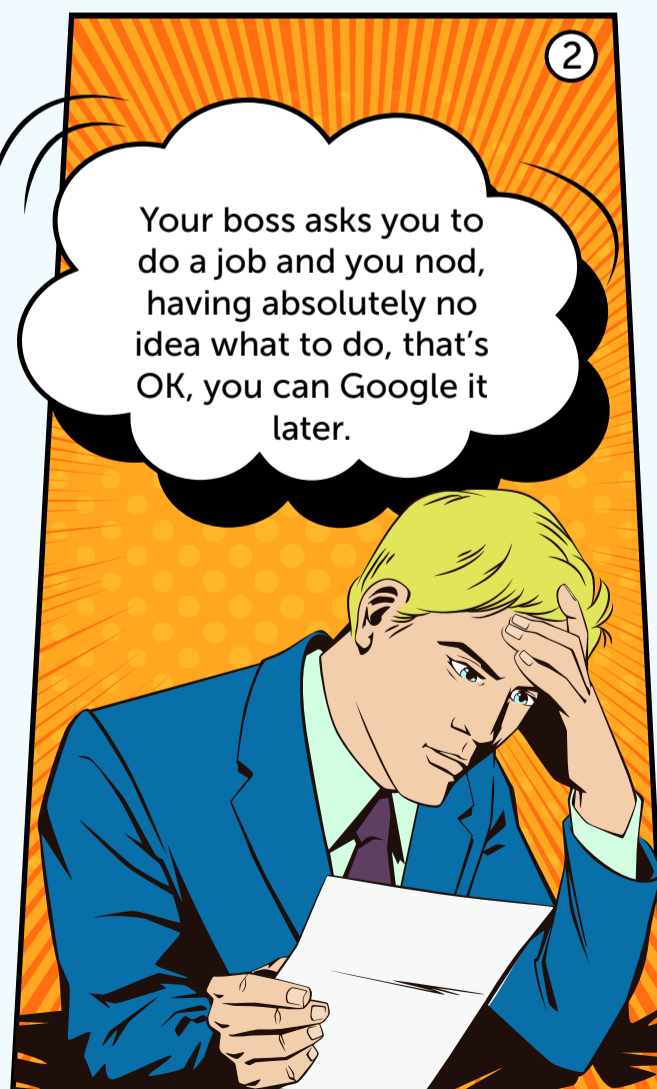
What does this have to do with SEO?

Everything.

Search is a high intent channel. You don't really have an equivalent marketing channel where your prospects and customers are in the driving seat and actively looking for an answer to their question.

Would you not want to be found for every stage of the journey? For all queries? Of course, you would. Now, how do you do it?

Drum roll please...

You're in a meeting and someone mentioned an acronym you don't know. You may not admit that you don't know, because you can just Google it and find out later

@$%^£&!

Your boss asks you to do a job and you nod, having absolutely no idea what to do, that's OK, you can Google it later.

You fancy buying something and can't be bothered to find out which shop near you will sell it. Google has your back baby.

LAZY ALERT! Whatever it is. Google has the answer and we are all conditioned to use it – like chimps.

THE CONSUMER CROSS STITCH MODEL ©

The Consumer Cross Stitch is a model ,developed by us, that can be used to identify the types of queries that your customers are typing into the search engines. Your job is to understand the customer's need, and serve up a page, with content that matches that query intent. You've all been told to create this elusive content by using, user centric copy. That means, in short, you aren't banging your own drum (#selflove), it should all be about them, their issues and problems – and your glorious solutions.
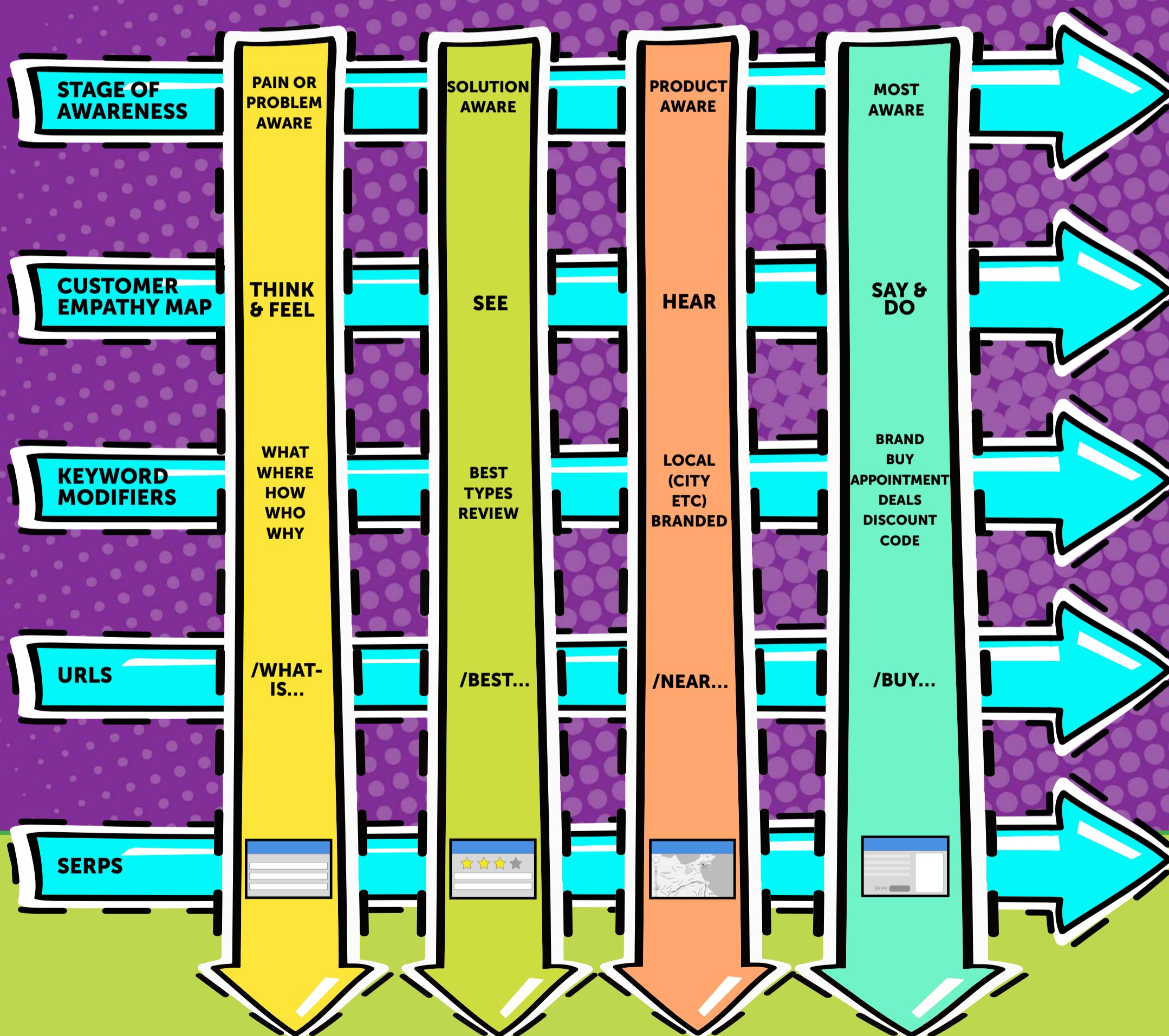
Seems simple right...?

Listen, we know that working out which keywords people type into Google are, whilst trying to work out the intent for that query, can be a hard task to start, until now. We think this is a quick way to layer:

- The **Stage of Awareness** to the customer's journey
- Insight from your customers using a **Customer Empathy Map**
- **Keyword Modifiers**, the types of terms they use to find things online
- These will inform your **URLs**, content, and optimization efforts, hopefully represented in the **SERPS**

Let's quickly dive into each of them, and then we can walk you through an example.

	PAIN OR PROBLEM AWARE	SOLUTION AWARE	PRODUCT AWARE	MOST AWARE
STAGE OF AWARENESS				
CUSTOMER EMPATHY MAP	THINK & FEEL	SEE	HEAR	SAY & DO
KEYWORD MODIFIERS	WHAT WHERE HOW WHO WHY	BEST TYPES REVIEW	LOCAL (CITY ETC) BRANDED	BRAND BUY APPOINTMENT DEALS DISCOUNT CODE
URLS	/WHAT-IS...	/BEST...	/NEAR...	/BUY...
SERPS				

Part One

Stage of Awareness

Which stage of awareness are your prospects at?

UNAWARE
Really top of the funnel here guys, this is for people who are not quite aware of a pain or problem yet — they are just doing their thing. Think like, "I need to de-stress"

PAIN OR PROBLEM AWARE
This is where you have a visitor who's aware of a problem, but they haven't found a solution yet. Think like, "I'm going on holiday to Japan"

SOLUTION AWARE
They are well aware of the pain or problem and they have discovered that solutions exist for them. Think like, "Reviews of a hotel in central Tokyo"

PRODUCT AWARE
They know that you are one of the products in the solutions to their pain. Think like, "Types of rooms in a particular hotel"

MOST AWARE
They know you are the best solution to their pain. Think like, "Book a certain hotel"

Part Two

Customer Empathy Maps

I'm laughing but I'm so stressed, I'm dying inside

Look at that obnoxious colleague off on holiday again

My best friend said she had a great relaxing time in Japan
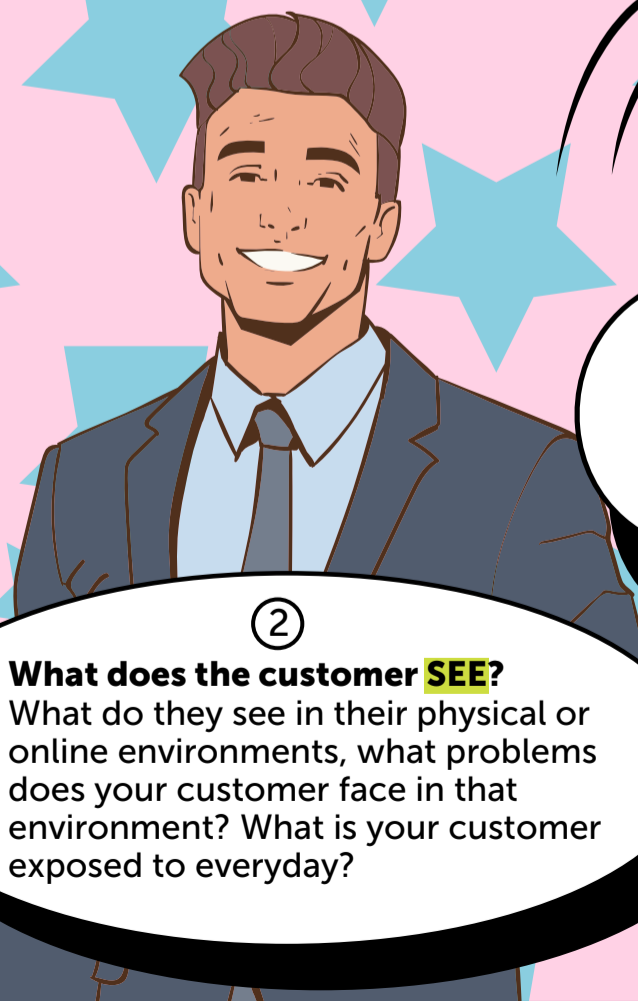
Most marketing folk have a persona up their sleeves, but to take your personas up a notch and really embrace the user *hug*, you need to create a customer empathy map.

The empathy map has 6 different components, 4 explicit and 2 others throughout the process:

① **How does the customer/user THINK AND FEEL?**
What really counts? What do they aspire to do? Do they get preoccupied with something else?

② **What does the customer SEE?**
What do they see in their physical or online environments, what problems does your customer face in that environment? What is your customer exposed to everyday?

③ **What does the customer HEAR?**
Things they would hear from their boss, friends, peers, influencers, news, podcasts etc. Which channel does your customer use the most? Are they easily influenced? Are they persuaded more by coworkers or from influencers?

Part Two

Customer Empathy Maps

I'm taking that supportive friend to Japan, "Come with me"

God, I hate seafood, maybe Japan isn't for me

I really want to be well travelled, and people to think I'm cool

④ **What does the customer SAY AND DO?**
Ideally you should put in direct quotes from your customers. How does your customer respond to others? What does the customer say to others? What information does your customer hold back

⑤ **What's the customers PAIN ?**
What are their fears, frustrations and obstacles? Dig deeper into the pain points from your existing personas and dive into what your customers fear the least / most? What obstacles do they need to overcome everyday? What frustrations could your customers have in the future?

⑥ **What's does the customer stand to GAIN?**
This should focus on their wants and needs, how will they measure success? What kind of success has your customer had? How did they get it? What long term goals do they have? What experience goals do they want?

Part Three

Keyword Modifiers

A modifier is a word that in combination with your core keyword creates your long tail strategy, so it modifies the phrase in question. In this use case we look at grouping them by questions. You can of course go further down the rabbit hole. Think who, what, when, where, why to start.
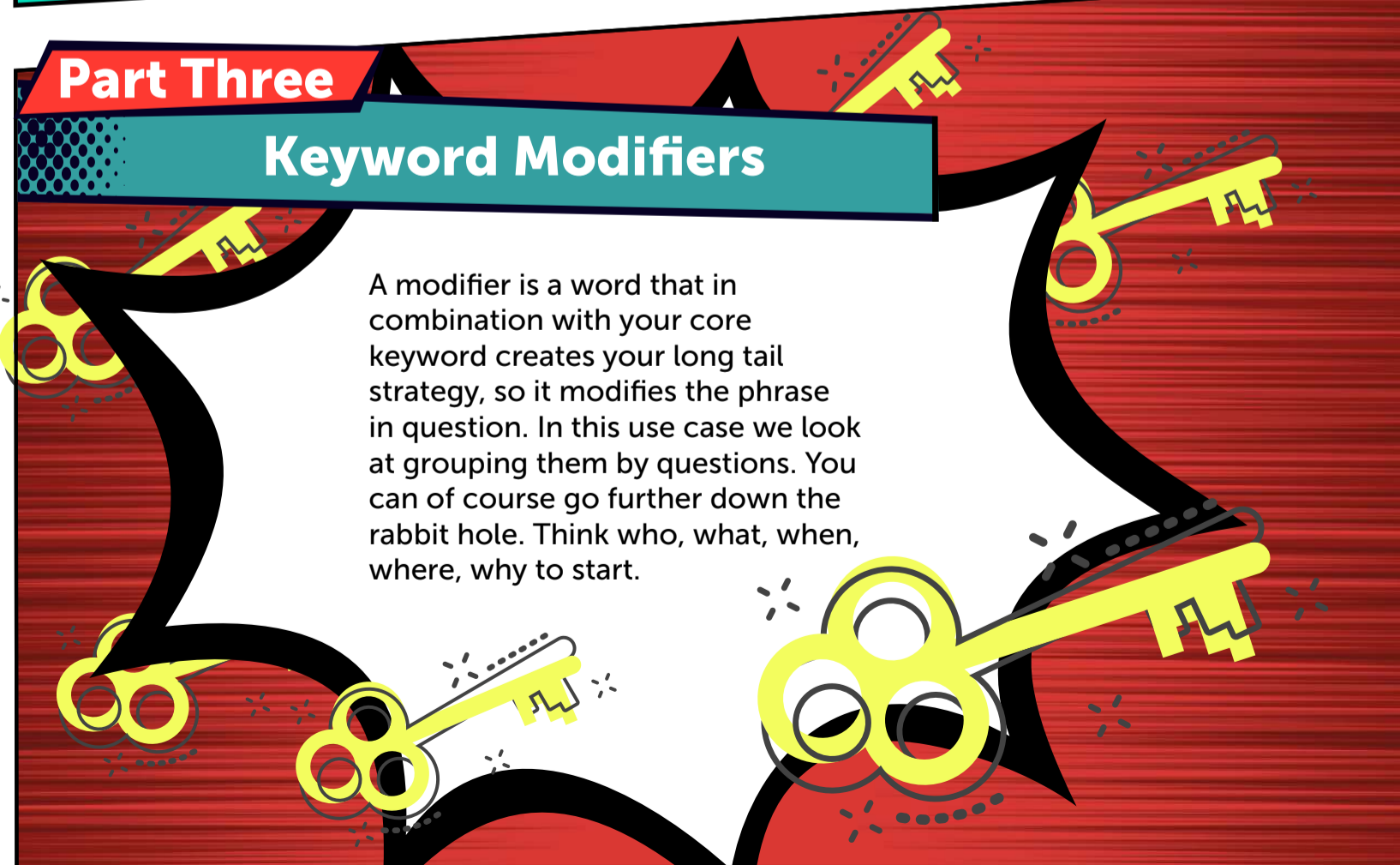
Part Four

URL's

You've done most of the heavy lifting at this point, because you've done most of the thinking already. Here, you're after url structures that contain the relevant queries/keywords based on where your customer is at in their journey. That's how you begin to win the game. Structurally implement your grand plan.
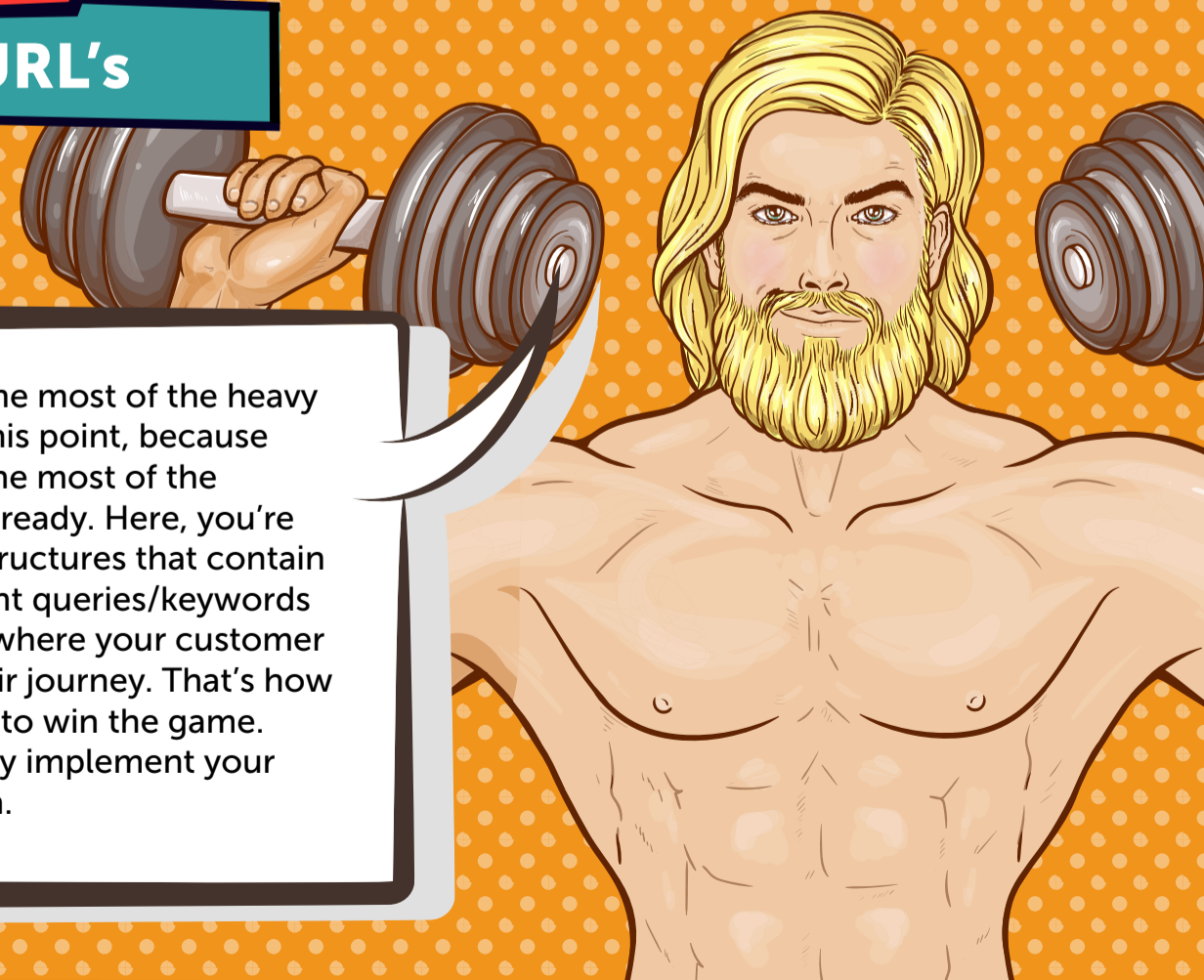
Part Five
SERPS

You've got one last thing to do here, in this framework, not in the entirety of your search engine optimization efforts. You need to think about how the URL, the content, the page is represented to these users who are searching for you. In what format, have you optimized your title tag and meta description, will there be site links on your ads? Check out the example below to see how this works!
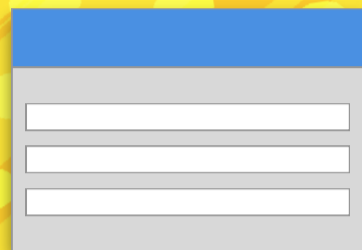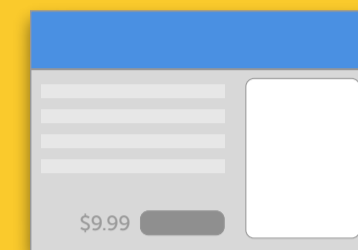
Maybe you get a standard result at the beginning, information based. Heya, no bells and whistles.

Maybe it's comparison and review time, information seeking. Hi, review extension.
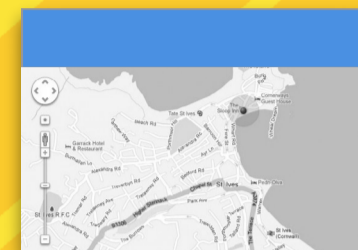
Maybe it's getting close, getting local, getting to you in more detail. Hello maps.

Maybe it's time to buy, you are the only one I see. Take my money. ($$)

An example

STAGE OF AWARENESS:

Pain or Problem Aware

KEYWORD MODIFIERS:
- What should look for in a Tokyo hotel?
- How to find a great hotel in Tokyo?
- Why do you need a view from the room?
- What is the breakfast all you can eat thing called?
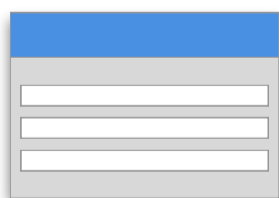- Which hotel is in Lost In Translation?

CUSTOMER EMPATHY MAP:

THINK & FEEL

KEY MESSAGE FOR YOUR CONTENT?
- Is this a problem for people like me?
- What's wrong with what I am doing now?

URLS:
company.com/which-hotel-is-in-lost-in-translation/

SERP RESULT:

STAGE OF AWARENESS:

SOLUTION AWARE

KEYWORD MODIFIERS:
- Best hotels in Tokyo
- Types of hotel in Japan
- Best onsen
- Top Jazz hotels Tokyo

CUSTOMER EMPATHY MAP:

SEE

KEY MESSAGE FOR YOUR CONTENT?
- What is the impact in using your product or service?
- My life with your product?
- My experience with your product?
- Can you show me your solution in action?

URLS:

company.com/top-jazz-hotel-tokyo/

SERP RESULT:

STAGE OF AWARENESS:

PRODUCT AWARE

KEYWORD MODIFIERS:
- Park Hyatt Shinjuku Family Room
- Imperial Hotel Japan Location
- Hyatt near Shinjuku
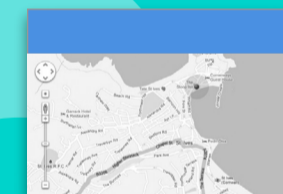
CUSTOMER EMPATHY MAP:

HEAR

KEY MESSAGE FOR YOUR CONTENT?
- Am I making the right decision?
- What do experts say about you?
- What do other customers say about you?
- Can you show me evidence?

URLS:

company.com/park-hyatt-shinjuku-family-room/

SERP RESULT:

STAGE OF AWARENESS:

MOST AWARE

KEYWORD MODIFIERS:

- Hilton Tokyo v Park Hyatt
- Book room Park Hyatt
- Hyatt loyalty club discount
- Discount code Park Hyatt

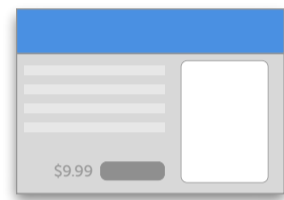**CUSTOMER EMPATHY MAP:**

SAY & DO

KEY MESSAGE FOR YOUR CONTENT?

- How will it be delivered?
- Ts & Cs?
- Remind me why I am saying 'yes' to you!

URLS:

company.com/hilton-tokyo-vs-park-hyatt/

SERP RESULT:

$9.99

WE HAVE A TON OF OTHER TEMPLATES TO MAKE THIS HAPPEN...

GET THEM HERE!