



# Asset Optimization

Asset Optimization is the science of making your content the best that it can be; high ranking, cross-promoting, with strong calls-to-action.

## Why you should care

There's an art to creating the best content. And there's a science. You need both to make sure that your content portfolio starts life optimised for success (and remains that way).

Each of your assets should build on and amplify the strength of your other assets, not sit in a lonely little asset silo. But it can only do this if it's optimized.

*The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.*



## Assets in action

### Velocity

Over the past six years our average goal conversion rate from cross-promotion between our content pieces is: **44%**

Great cross-promotion with accurate tagging and clear CTAs works better than unexplained direct traffic.

[Contact us](#)



## How it works

Our 5-step process guides you meticulously through a range of different criteria for asset optimization, and (to give you a peek inside our book of secrets) it looks a lot like this:

<p><b>Search</b></p> <p>Audit your current assets and compare them to your overall search goals.</p> <p>Optimise use of titles, keywords and support pages to make sure your SEO is fully 'O'd</p>	<p><b>Influence</b></p> <p>Capture external influencers and outline content and promotion opportunities.</p> <p>Collaborate and share with influencers to drive strength and reach of your content.</p>	<p><b>Tagging</b></p> <p>Introduce our tried-and-tested tagging process on your assets for reporting.</p> <p>Mark up assets with content first options aligned with business standards.</p>	<p><b>Cross Promotion</b></p> <p>Working from our journey plan, we monitor non-standard content shares and find suitable content to cross-promote</p>	<p><b>CTA</b></p> <p>Build effective calls-to-action for your assets.</p> <p>Report on links between content engagement and macro data conversions.</p>
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## Getting started

If you want to make sure that your assets not only look beautiful but perform beautifully too, get in touch today. Email [info@velocitypartners.com](mailto:info@velocitypartners.com) or pick up the phone +44 (0)208 940 4099