# Synopsys Corporate Blog Advances Thought Leadership

SEO and Audience-centric Content Extend Reach

The Hoffman Agency

The Assignment

- Synopsys wanted to extend the reach of the blog, appealing to a wider audience. More than produce fresh content, this meant optimizing the blog for organic search.
  - We supported the in-house team in tapping multiple subject matter experts and amplifying thought leadership content.
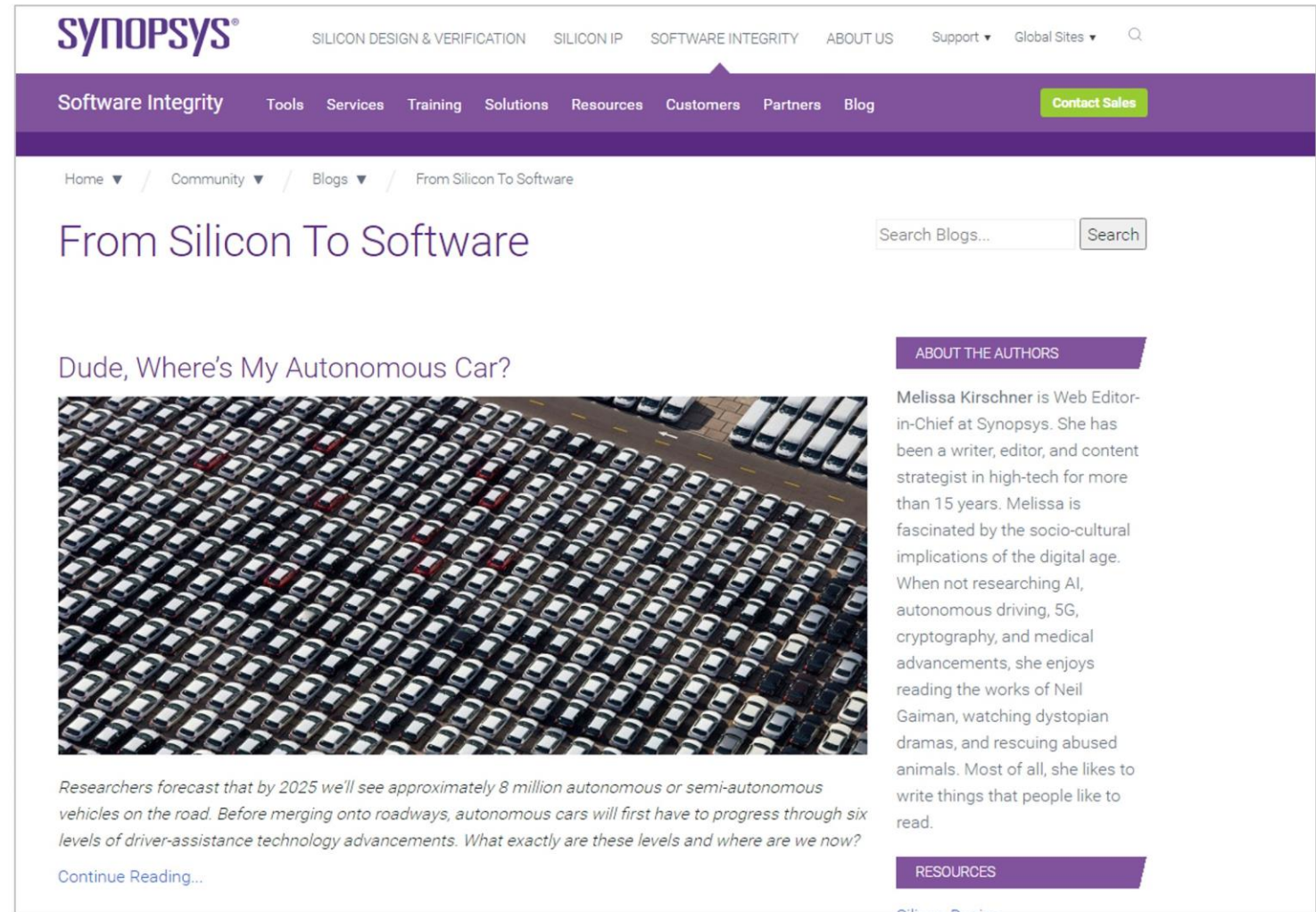
SEO + Compelling Content:
The One-Two Combo
to Make the Magic Happen
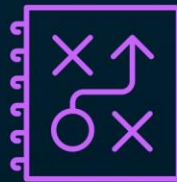
Let's Talk Content

- Everyone has heard the mantra, "Content is king."
    - This is a lie; content is **not** king.

- Compelling content is king. In this case, we defined compelling content as helping readers do their jobs better.

- We conducted sourcing sessions with subject matter experts to cull out story-driven content and built out an editorial calendar focused on timely topics with product tie-ins and company news.

- Drilling down another level, posts strived for:
    - Insights
    - Education
    - Triggers for fresh thinking
    - Inspiration/motivation
    - "Entertainment"
    - Or a combination of the above

Let's Talk Content

APPLYING A PUBLISHER'S MENTALITY
## (SAMPLING OF DIFFERENT TYPES OF POSTS WE CREATED)

- POV on the industry

- Research

- POV on a news article (or issue in the media)

- Listicles

- Q&A

- Education

- Curated content

- Synopsys-centric content

- Synopsys executive perspective

Elevating Synopsys' Thought Leadership

Entering the SysMoore Era: Synopsys Co-CEO Aart de Geus on the Need for AI-Designed Chips

Posted by Editorial Team on July 23, 2021
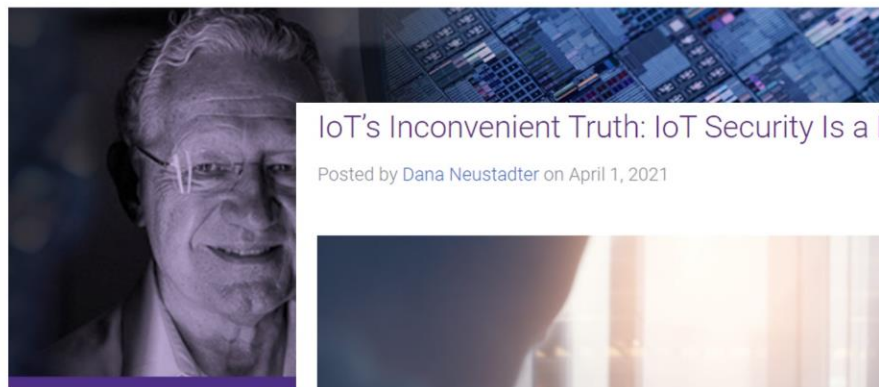
By Editorial Team

A global semiconductor shortage th
the pressing need to develop chips
that our co-CEO and chairman Aart

How COVID-19 is Increasing Demand for High Performance Computing

Posted by Scott Knowlton on July 15, 2020

IoT's Inconvenient Truth: IoT Security Is a Never-Ending Battle

Posted by Dana Neustadter on April 1, 2021

n, Director, Strate

e Computing (HF
nology require
rks to handle in
omous driving,

4 Key Predictions for the Automotive Industry in 2021

Posted by Chris Clark on January 6, 2021

By Chris Clark, Senior Manager – Automotive Software & Security, Synopsys Automotive Group, and Dennis Kengo Oka, Principal Automotive Security Strategist, Software Integrity Group

As with so many aspects of life, the COVID-19 pandemic has had a disruptive impact on the automotive industry. However, unexpected changes often bring opportunities for reinvention and for driving continued innovation in areas that are ripe for enhancement. In the past year, we've seen progress on self-driving cars, more ubiquitous vehicle connectivity, and an even better in-vehicle experience as the transition between the smartphone and the car has grown more seamless.

Optimizing the Corporate Blog for Organic Search

WE IMPLEMENTED ON-PAGE SEO FUNDAMENTALS

- Researching and identifying keywords

- Feathering keywords into copy

- Constructing URLs with keywords

- Developing the following meta data based on keyword research:
  - Page title tags
  - Page description tags
  - Header tags (H1, H2, H3)
  - Image file names and descriptions (image ALT tags)

- Applying Schema.org markup

- Shaping content to rank as Rich Snippets: Content to be perceived by Google as providing an answer to a question

Thought Leadership Done Right
(SEO + Compelling Content) on a Blog Can Rank Above
Stories from Third-party Publications

Mapping Content to Issues That Journalists Cover

- For example, we created content around the issue of counterfeit chips.

- We took a journalistic-like approach with the overarching objective of educating the reader.
  - ▶ Not "selling" Synopsys

- The Google algorithm favors long-form content. Our story tips 1,300 words with links to other relevant media articles (just like journalism).
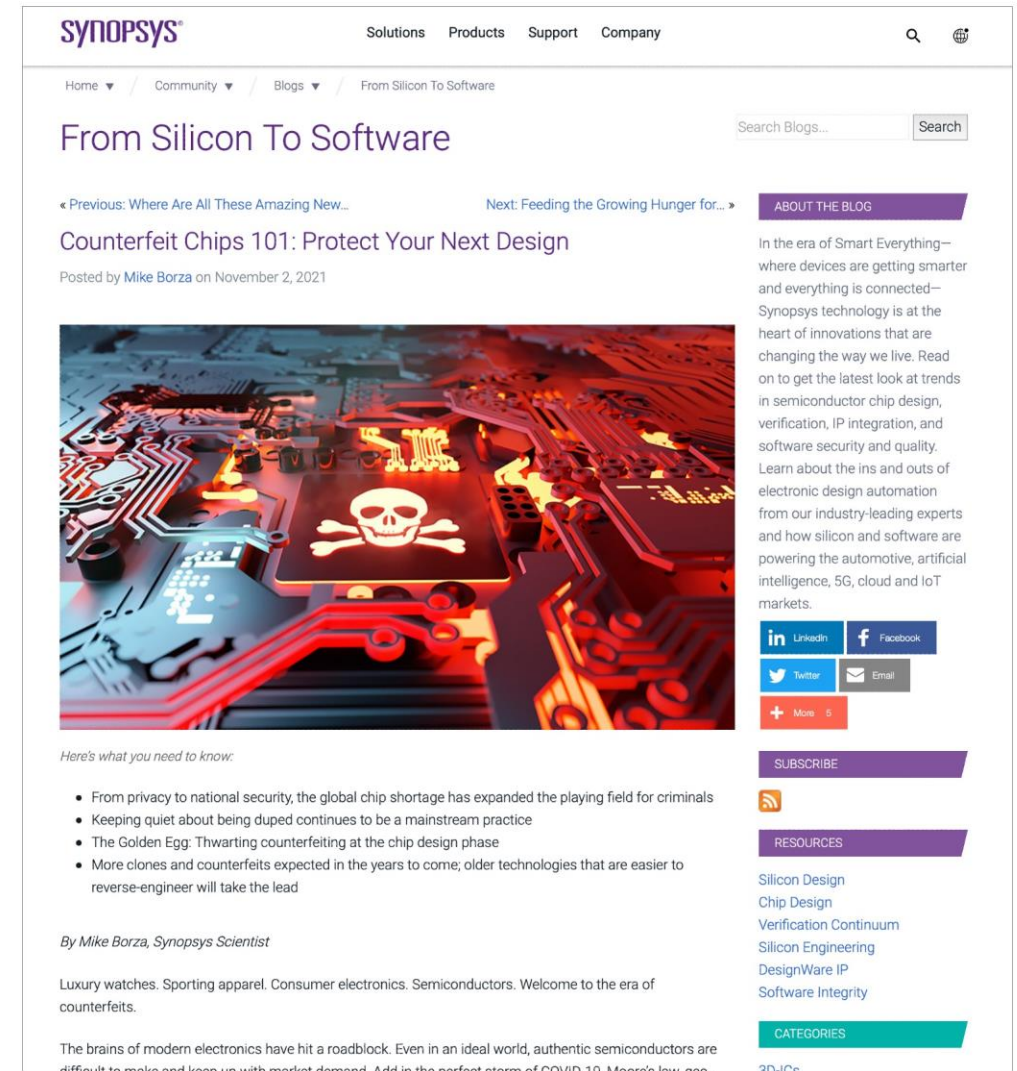
Mapping Content to Issues That Journalists Cover

- Plug [counterfeit chips] into Google and you can see the Synopsys post often appears in the No. 1 position, outranking similar articles from Ars Technica, The Register and Tom's Hardware, among others.

Overall Blog Results

- "From Silicon to Software" now ranks in the SERP (search engine results page) for over 500 additional organic search terms, including valuable unbranded terms.

- Organic search traffic has the highest engagement of any traffic source to the blog.

- The blog has gained over 700 new backlinks from different referring domains, including industry publications.
  - ▶ A "vote" for the quality of the content.

- Finally, average time spent on-site is extremely high, again reflecting quality content that people actual read.

![The Hoffman Agency logo]
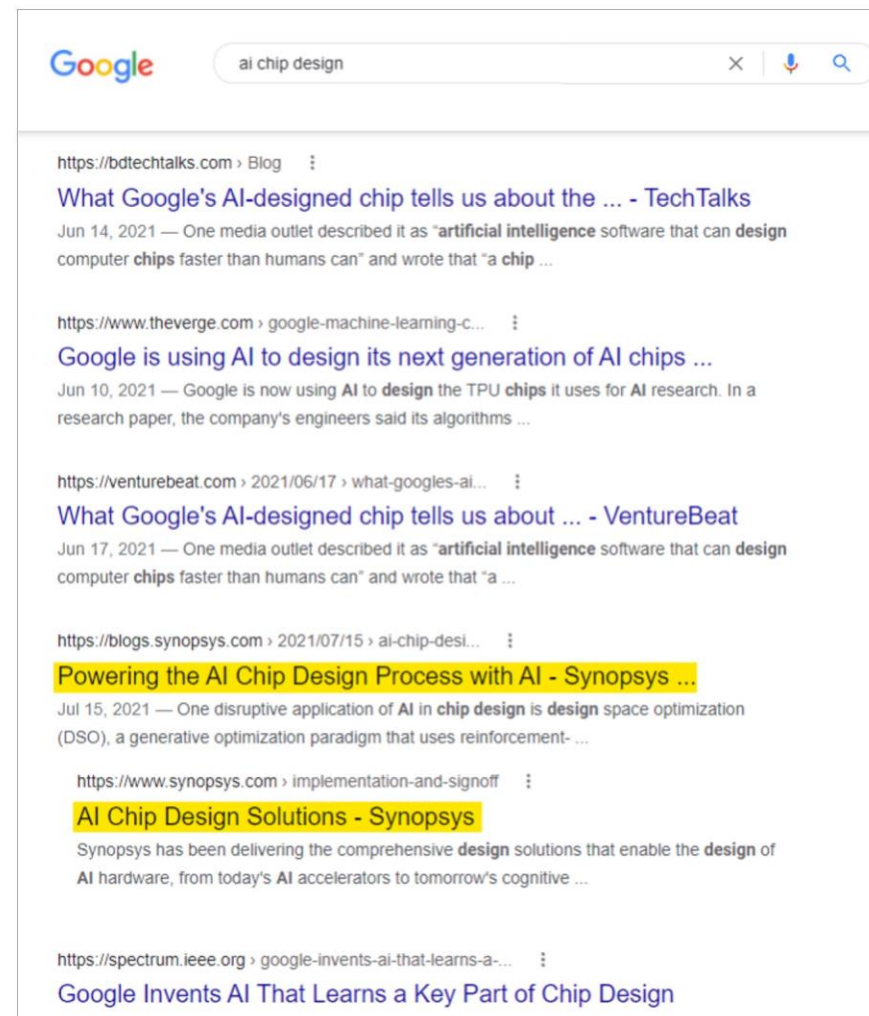
Let's connect

The Hoffman Agency

Worldwide HQ

325 South 1st Street, 3rd Floor

San Jose, CA 95113

+1 (408) 286 2611