

## **Constantly Creating Content at Strava**

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## Gaps and Opportunities

Strava, a popular app for runners, cyclists, and hikers, is used to monitor exercise stats such as time, distance, place, and altitude; it also includes GPS, type of exercise, speed, and more (Hanlon, 2021). Although it is not on their website, Strava also has a blog. During the pandemic, the blog had a large following from those who enjoy sports and exercise. But today, that is changing. In Strava's blog, there are gaps and opportunities throughout.

On one hand, the gap in Strava's blog content includes the number of posts per day. From July 1<sup>st</sup> to July 5<sup>th</sup>, there have been a total of nine blog posts; nearly every day has two blog posts per day, however July 3<sup>rd</sup> is the only one that does not have two blog posts. Gaps in content posting can confuse blog readers if the posting schedule is inconsistent (Simpson, 2019).

On the other hand, the opportunities outweigh the gaps in Strava's content. The opportunities for Strava include more evergreen content and more use of keywords to boost SEO and click rate. Evergreen content is content that can be used any time, as it is not time-sensitive (Hanlon, 2021). Strava uploads blog posts that are considered evergreen content often, such as "10 National Parks in the USA Lower 48 That You've Never Heard Of", or blog posts about Strava guides or new features. Uploading more evergreen content is an excellent opportunity, as having content that is relevant any time of the year is great for bringing in readers. Another opportunity is use of keywords to boost SEO and click rate. By using certain keywords in blog posts, your website's SEO, short for search engine optimization, is boosted; that means that your website would climb higher in the ranks of search engines such as Google or Bing.

### **Identifying Areas of Evergreen Content**

To identify areas of evergreen content for Strava, it would be best to view the click-through rate of different blog posts that were posted throughout the past few years that were intended to be evergreen content, and see what posts got the most click-through rate. Click-through rate tells you what is working and what isn't; CTR also helps you get to know your audience. Another way to identify evergreen content is by the title of the blog post. Posts with titles such as "4 Ways to Conserve Energy While Hiking" or "Top Hiking Trails in the United States" are considered evergreen content.

### **Advice for Approaching Content Management**

To efficiently manage your content, do monthly content audits. Content audits are used to "check the organization's content online and compile it into a large list. This takes place to check that the brand is consistent across a range of platforms or for search engine optimization analysis" (Hanlon, 2021). By performing content audits, it makes content management easier by telling you what content is consistent and what has the best SEO.

### **References**

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