

# 5 Tips for Content Discoverability



A major part of the [content marketing](#) role is optimizing and getting traffic to your blog posts, white papers, press releases, articles, videos, and other assets that drive leads into the sales funnel.

Two terms that are frequently seen together, *SEO* and *discoverability*, can sometimes confuse people. Although similar in many ways, there is a fine difference which is important to understand.

SEO is a tactic and discoverability is an adjective that describes a goal of content promotion.

Both are important, but they are not the same thing.

**SEO (search engine optimization)** is the art, the method, the strategy – or strategies – for driving traffic to a website, webpage or other digital property by getting that object to appear higher in search engine results.

For example, if a person searches on one of the major search engines for 'fishing lures,' the first result is not necessarily there because it's the best fishing lure website

or content (although it might be).

It is ranking first because of effective search engine optimization.

Yes, being popular (lots of people visiting and spending time on your site) is important, but that alone isn't going to get you to the top of search results. Again, I'll call it an art.

To help people find your site or page you need to have clear markers that help search engine algorithms match you up with keywords and search strings that you want to be found for, like "best fishing lures."

**Sending a press release? Go behind-the-scenes and see how we optimize your message to its fullest potential.**

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