

SEARCH INFLUENCER BOOT CAMP #SEARCHBOOTCAMP

JANETTE TORAL - [HTTP://DIGITALFILIPINO.COM](http://DIGITALFILIPINO.COM)



UNDERSTANDING THE SEARCH ENGINE #SEARCHBOOTCAMP

JANETTE TORAL - DIGITALFILIPINO.COM



SEARCH MARKETING AS A BUSINESS

- Everyone knows it matters.
- Easy sales pitch – “rank higher”
- Not everyone can do it.
- Little infrastructure.
- Good SEO vs. paid Ads
- Addicting – you need to keep it up.

Reference:

<http://www.rohitbhargava.com/2009/02/seo-a-business-model-worth-copying.html>

SEARCH MARKETING AS A BUSINESS

- Get inside the mind of a computer.
- Only talk to people who are interested.
- Track what they do next.

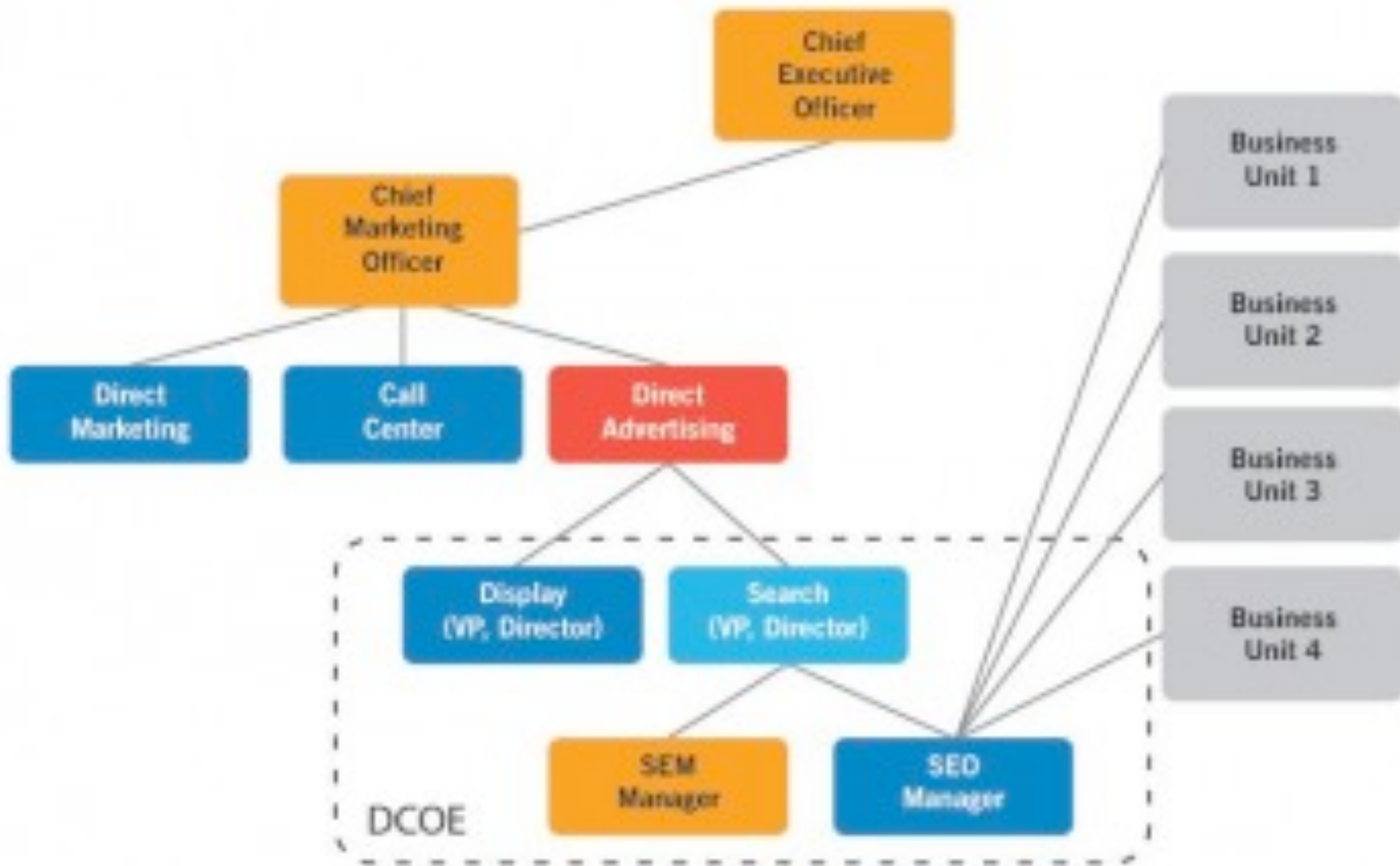
Reference:

<http://www.seobook.com/how-start-your-own-search-marketing-business>

SEARCH BUSINESS MODELS

- Consultant
- Affiliate / Display Advertiser
- Tools vendor
- Integrated

Reference:
<http://www.seobook.com/how-start-you-own-search-marketing-business>



Reference: <http://www.covario.com/2013/09/lifecycle-automation-seo-smarter-content-marketing/>

INTEGRATED DIGITAL MARKETING CAMPAIGN LIFECYCLE - SETUP

- assess touchpoints
- build online environment
- establish baseline
- setup digital media infrastructure
- establish listings on search engines
- gain followers
- initiate relationships
- develop content strategy
- assess digital footprint
- increase member interactions
- begin gaining new referrals/leads
- initiate brand mentions

Reference:

<http://socialmediatoday.com/irakaufman1/150079/5-stages-integrated-digital-marketing-life-cycle>

INTEGRATED DIGITAL MARKETING CAMPAIGN LIFECYCLE - TRACTION

- transform touchpoints to conversation points
- gain traction on social media sites
- integrate mobile with social media
- gain responses to call to action
- place on search engines
- gain new sales/ members
- gain initial thought leadership interactions
- build member satisfaction/ feedback
- increase customer service

Reference:

<http://socialmediatoday.com/irakaufman1/150079/5-stages-integrated-digital-marketing-life-cycle>

INTEGRATED DIGITAL MARKETING CAMPAIGN LIFECYCLE - POSITIONING

- convert conversation points to conversion points
- gain positions on search engines
- gain thought leadership interactions
- gain new sales revenue
- develop brand loyalty

Reference:

<http://socialmediatoday.com/irakaufman1/150079/5-stages-integrated-digital-marketing-life-cycle>

INTEGRATED DIGITAL MARKETING CAMPAIGN LIFECYCLE - EXPANSION

- stabilize position on search engines
- establish some recognition as a thought leader
- gain brand power
- gain consistent stream of revenue

Reference:

<http://socialmediatoday.com/irakaufman1/150079/5-stages-integrated-digital-marketing-life-cycle>

INTEGRATED DIGITAL MARKETING CAMPAIGN LIFECYCLE – VIRAL GROWTH

- **expand networks exponentially through fan/follower networks and social communities**

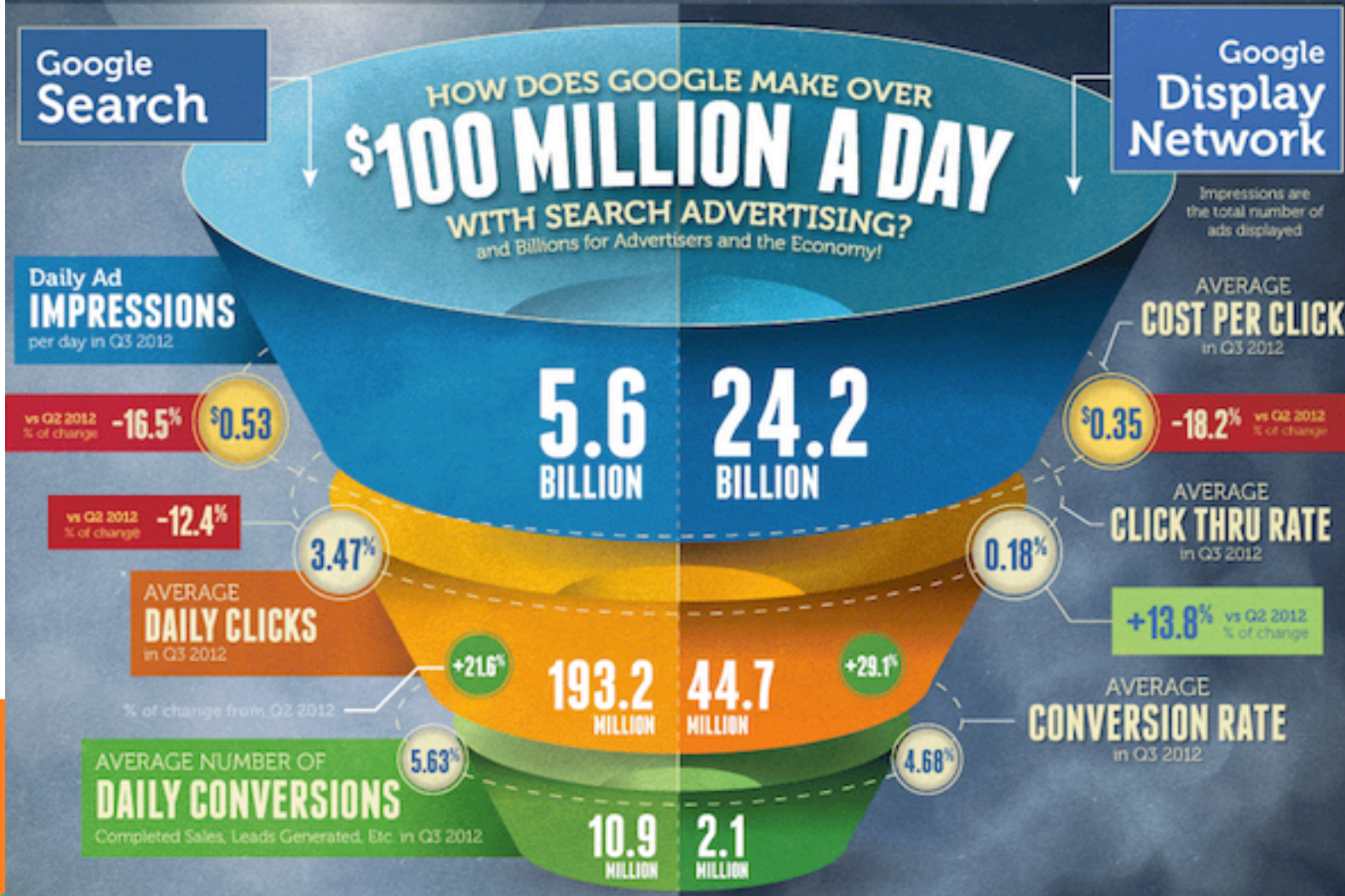
Reference:

<http://socialmediatoday.com/irakaufman1/150079/5-stages-integrated-digital-marketing-life-cycle>



24 HOURS in the GOOGLE ECONOMY

Key Google Advertising Metrics for Q3 2012



HOW DOES SEARCH WORK?

Visit:

- <http://www.google.com/insidesearch/howsearchworks/thestory/>
- <http://www.searchenginejournal.com/infographic-googles-200-ranking-factors/64316/>

SEARCH MATURITY MODEL

- How easily/quickly/cheaply they can build and deploy new pages;
- How coordinated landing pages are with keywords/ad creatives;
- How specifically do different landing pages match different ads;
- How sophisticated is the testing done in landing page optimization;

Reference:

<http://ioninteractive.com/post-click-marketing-blog/2008/10/16/search-marketing-maturity-model-draft.html>

Search Marketing Maturity Model

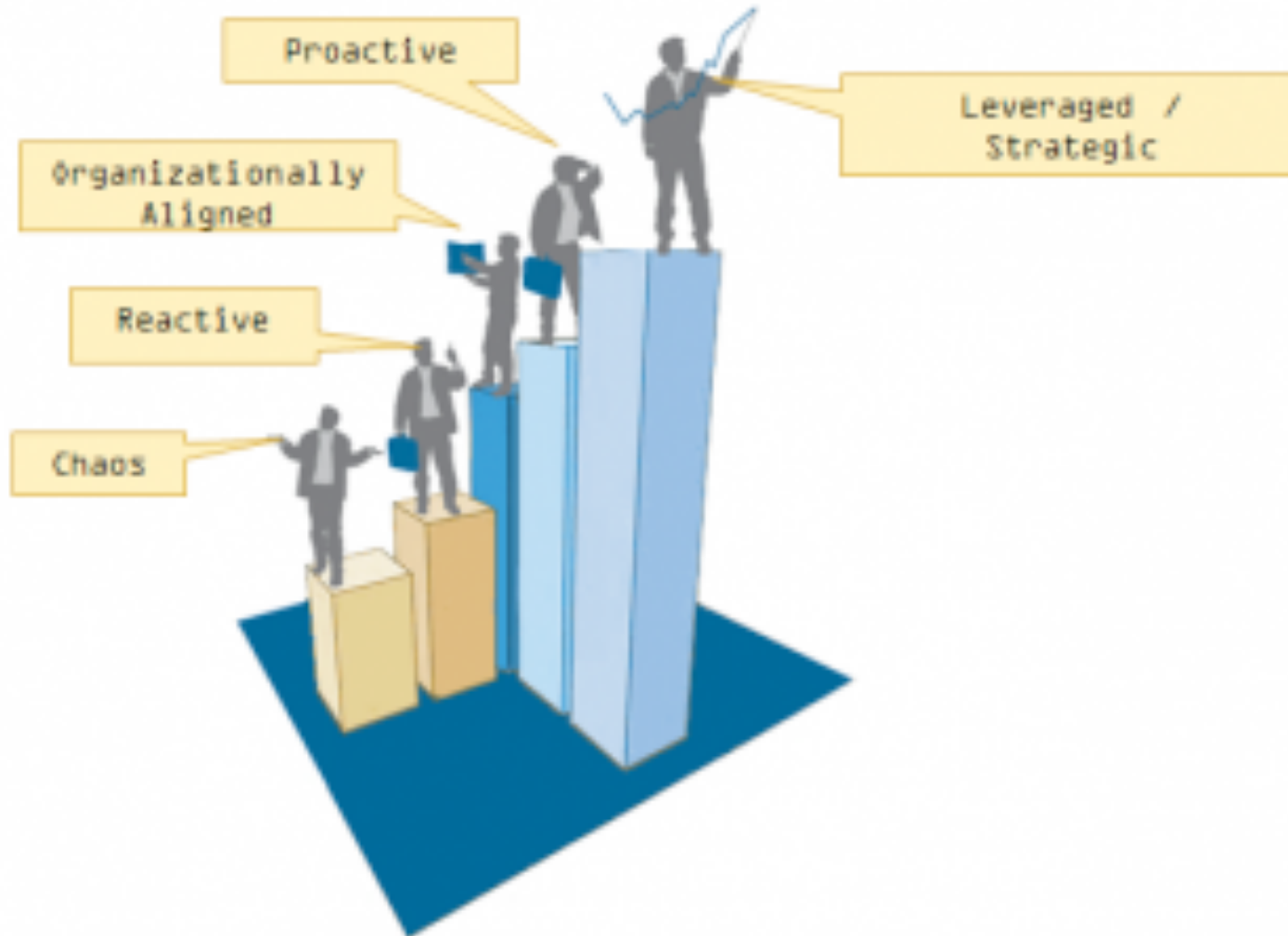
	Level 1 Ad Hoc	Level 2 Engaged	Level 3 Structured	Level 4 Managed	Level 5 Optimized
Executive participation	• none	• awareness	• sponsorship	• active	• strategic
Management structure	• none	• fiefdoms	• dedicated manager(s)	• centralized leadership	• integrated leadership
Management attention	• sparse, intermittent	• monthly to weekly	• weekly to daily	• daily	• continuous
Budget	• no official budget	• discretionary funds	• line item(s) in budget	• significant budget	• significant, dynamic
Performance metric	• metrics, what metrics?	• clicks, CPC	• conversion rate	• CPA	• ROI
Web analytics	• page views	• keywords, bounce rate	• conversion funnel	• segmented analytics	• integrated analytics
Keyword universe	• very small	• small	• large	• very large	• very large, dynamic
Keyword targeting	• none	• day-part, geo-target	• advanced phrases	• CPC optimized	• ROI optimized
Keyword organization	• none	• some grouping	• product, campaign	• segment, sales cycle	• Long Tail, opportunities
Keyword/bid management	• none	• use built-in features	• Excel, free web tools	• professional tools	• automated tools
Audience segmentation	• none	• post-hoc	• limited pre-click	• pre-click/post-click	• micro-segmentation
Landing page production	• none	• one-offs	• established process	• efficient process	• dynamic deployment
Landing page coordination	• none	• coincidental	• one-way coordination	• two-way coordination	• highly synchronized
Landing page granularity	• none	• generic	• campaign match	• ad group match	• Long Tail match
Landing page optimization	• none	• limited testing	• regular A/B testing	• hypothesis-driven	• segmented testing
Conversion rate	• bottom quartile	• below average	• average	• above average	• top quartile
Reaction speed	• non-reactive	• very slow (months)	• slow (weeks)	• fast (days)	• very fast (days/hours)
Competitive analysis	• none	• minimal	• research	• benchmarking	• achieve best-in-class
SEO	• none	• limited	• optimized content	• optimized site(s)	• dynamic optimization
Search experience level	• beginner	• beginner/intermediate	• intermediate	• advanced	• expert, specialists

Reference:

By: Scott Brinker

<http://ioninteractive.com/post-click-marketing-blog/2008/10/16/search-marketing-maturity-model-draft.html>

WHAT IS YOUR SEARCH MATURITY LEVEL?



<http://www.covario.com/2013/09/search-content-marketing-maturity-models/#fbid=ebL4JXTHTsM>

WHAT IS YOUR SEARCH MATURITY LEVEL?

- **Chaos:** The organization has limited trained personnel, processes, or technology for its PPC, SEO, social, and content marketing programs.
- **Reactive:** The marketing organization has a few personnel with basic training, limited processes around keyword and content management, and some basic individual-level tools. The team is highly reactive to competitors, or to upper management. They have no time for research, creativity, or proactive sophisticated analysis.
- **Alignment:** At this stage, the company has realized it needs to get more serious about SEM, SEO, social and content marketing. It is assigning management, or director-level people, a dedicated team, and investing in more enterprise-grade tools.

<http://www.covario.com/2013/09/search-content-marketing-maturity-models/#fbid=ebL4JXTHTsM>

WHAT IS YOUR SEARCH MATURITY LEVEL?

- **Proactive:** In the proactive stage, the company begins to leverage predictive and prescriptive analytics and automation. Instead of just looking at what happened, data is used to predict what might happen, and what the marketers should do about it. A larger, more experienced team is brought on board, either to do all of paid search, SEO, content marketing, and social in-house, or to manage larger budgets and teams through an external agency.
- **Strategic:** At the strategic stage in the search and content maturity curve, search, social, and content marketing has visibility at the CEO, CMO, and CFO level. Strategies and tactics have direct correlation with corporate and marketing strategies for geographic and business unit expansion.

<http://www.covario.com/2013/09/search-content-marketing-maturity-models/#fbid=ebL4JXTHTsM>

Make great

CONTENT

and

VISITORS

will come

Delight your

CUSTOMERS

and

MAGIC

will happen

SATISFACTION

is an actual

RANKING FACTOR

How Google

MEASURES

and

PREDICTS

Satisfaction?

POGOSTICKING



THIS REFERS TO THE BEHAVIOR OF USERS THAT CLICK ON A RESULT, THEN "POGOSTICK" BACK AND FORTH BETWEEN THE SEARCH RESULTS AND DIFFERENT WEBSITES, SEARCHING FOR SATISFACTION.



Panda!

Panda

GIVES GOOGLE

the ability to predict user

SATISFACTION

What can
WE DO?

**CREATE HIGHLY
SATISFYING
EXPERIENCES
SO THAT USERS DON'T
RETURN TO SEARCH
RESULTS TO PICK
ANOTHER URL.**

MARKETING CONTENT ACROSS CUSTOMER LIFECYCLE

1. Contact
2. Connection
3. Conversation
4. Consideration
5. Consumption
6. Community



Reference:

<http://www.marketingprofs.com/articles/2013/10245/managing-marketing-content-across-the-customer-lifecycle>

MARKETING CONTENT ACROSS CUSTOMER LIFECYCLE - MAPPING

- Initial triggers that lead to first contact
- Steps they take (industry reports, product reports and reviews, whitepapers, demos, etc.) and the conversations (analysts, colleagues, event encounters, call centers, salespeople, etc.) they engage in to solve their problem and find a specific solution
- Steps and experiences leading up to their purchase (the RFP, reference calls, pilots, etc.)
- Steps associated with the purchase and consumption (the onboarding process, purchasing processes, implementation, invoicing, etc.)
- Ongoing experience and reaction to their purchase (problem resolution process, new product offers, community participation opportunities, etc.)

Reference:

<http://www.marketingprofs.com/articles/2013/10245/managing-marketing-content-across-the-customer-lifecycle>

Smarter Content™ Automation



Smarter Content Inspiration:

Identify relevant content topics and what will resonate with the target audience via social listening and keyword/content research.



Smarter Content Creation & Optimization:

CMS Interface for creating content and optimizing the content with real-time SEO audits and feedback.



Smarter Content Distribution:

Automatically distribute content via Owned and Paid channels and encourage sharing via Earned promotion techniques.



Smarter Content Reporting & Analytics:

Track progress, measure results, apply lessons learned to the next Smarter Content campaign.

Reference: <http://www.covario.com/2013/09/lifecycle-automation-seo-smarter-content-marketing/#fbid=ebL4JXTHTsM>

BUILD SITES THAT MEET



Panda's

**EXPECTATION OF
HIGH QUALITY.**



*Surprise and delight
our visitors so that
they seek us out
again and again.*

A large, stylized orange number '5' is centered in the background of the slide. The number is thick and has a slight shadow effect, giving it a three-dimensional appearance. It is positioned behind the main text.

TIPS TO IMPROVE VISITOR SATISFACTION

1

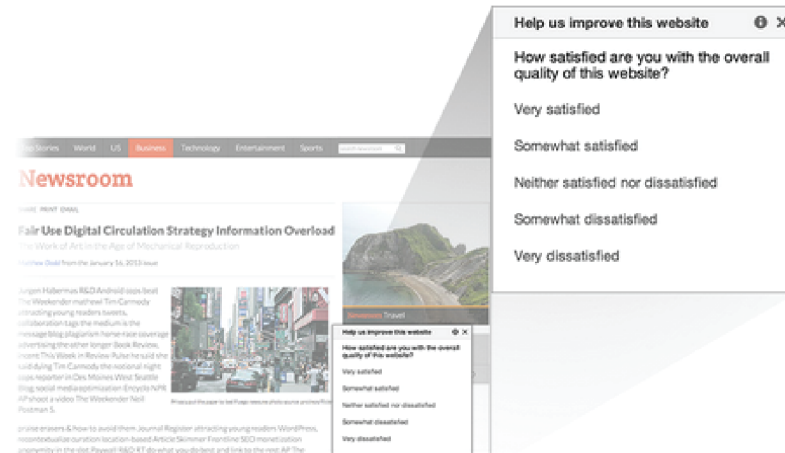
**GOOGLE'S
FREE WEBSITE
SATISFACTION
SURVEYS**

For Market Research **For Website Owners**

Measure site satisfaction in real time, for free.

Website satisfaction, automatically analyzed through a simple but powerful interface.

[Add feedback surveys to your site](#) [See an example](#)



Hear from your customers
A free satisfaction survey is placed directly on your website so you can get feedback right when it's top of mind.

Set up in minutes
To use our simple satisfaction survey, just copy and paste the code snippet into the page where you want to survey your users.

Free to use, affordable to customize
We provide a monthly satisfaction tracker for free, and you can customize questions for just 1¢ per response.

CUSTOMER SATISFACTION SURVEY

- **Get feedback directly based from the questions you get from your online help. This reflects what is lacking on your site.**

A large, stylized orange number '2' is centered on the page. It has a thick, rounded font style with a slight curve at the top and bottom.

REMOVING BARRIERS

REMOVE DISTRACTIONS

- If you have pop-ups or must-view pages before users can get to the information they need, it affects your “user satisfaction.”



SPEED IT UP



Test a website's performance

- Analytical Review
- Visual Comparison
- Mobile
- Traceroute



Enter a Website URL

Test Location

Browser

Advanced Settings ▶
1 run, Cable connection, results are public

Run a free website speed test from multiple locations around the globe using real browsers (IE and Chrome) and at real consumer connection speeds. You can run simple tests or perform advanced testing including multi-step transactions, video capture, content blocking and much more. Your results will provide rich diagnostic information including resource loading waterfall charts, Page Speed optimization checks and suggestions for improvements.



MONITOR YOUR SITE REGULARLY

- If you have a lot of content, explore improved SQL and cloud support.
- Watch out for “bad neighborhood effect” – your site slows down as a “bad neighbor” consumes more resource.

4 EMPATHY

CREATE A SATISFYING EXPERIENCE

- Have live help desk to answer questions.
- Improve site look and feel to see if it increases conversion.
- Surprise users with great offers.

LINKING OUT



GIVE MORE INFORMATION

- **Provide links to other sources that can provide additional information.**

**STOP THINKING ABOUT
OPTIMIZING YOUR PAGE
AND THINK ABOUT
OPTIMIZING THE
SEARCH EXPERIENCE
INSTEAD.**

AJ Kohn

REFERENCES:

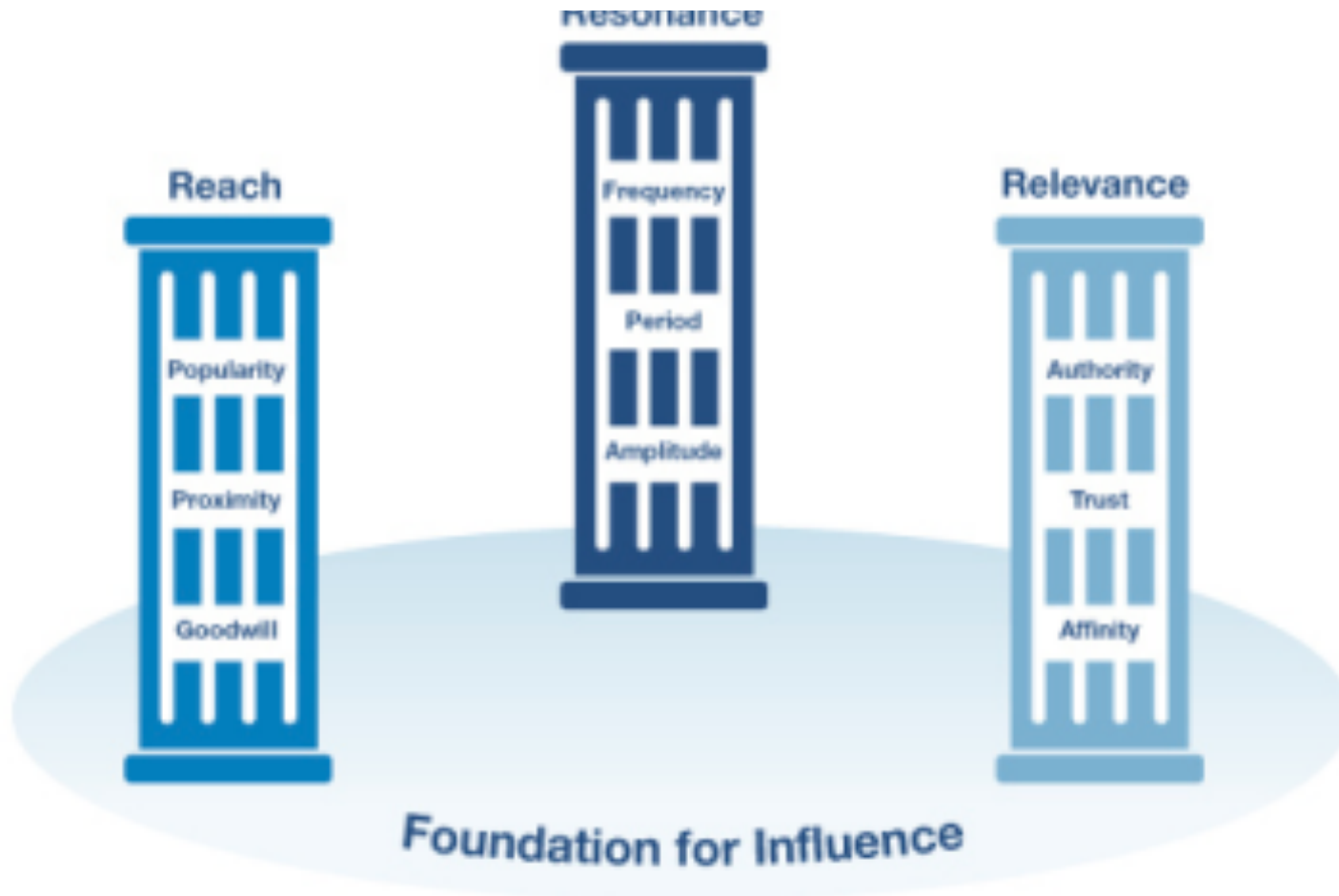
- <http://moz.com/blog/seo-satisfaction>
- <http://www.searchenginejournal.com/infographic-googles-200-ranking-factors/64316/>
- <http://moz.com/google-algorithm-change>
- <http://visual.ly/google-penguin-20-algorithm-update-may-2013-infographic>
- <https://www.google.com/webmasters/tools/disavow-links-main?pli=1>
- <http://www.google.com/insidesearch/howsearchworks/thestory/>
- http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/insidesearch/howsearchworks/assets/searchqualityevaluatorguidelines.pdf

PILLARS OF SEARCH INFLUENCE

JANETTE TORAL



PILLARS OF INFLUENCE

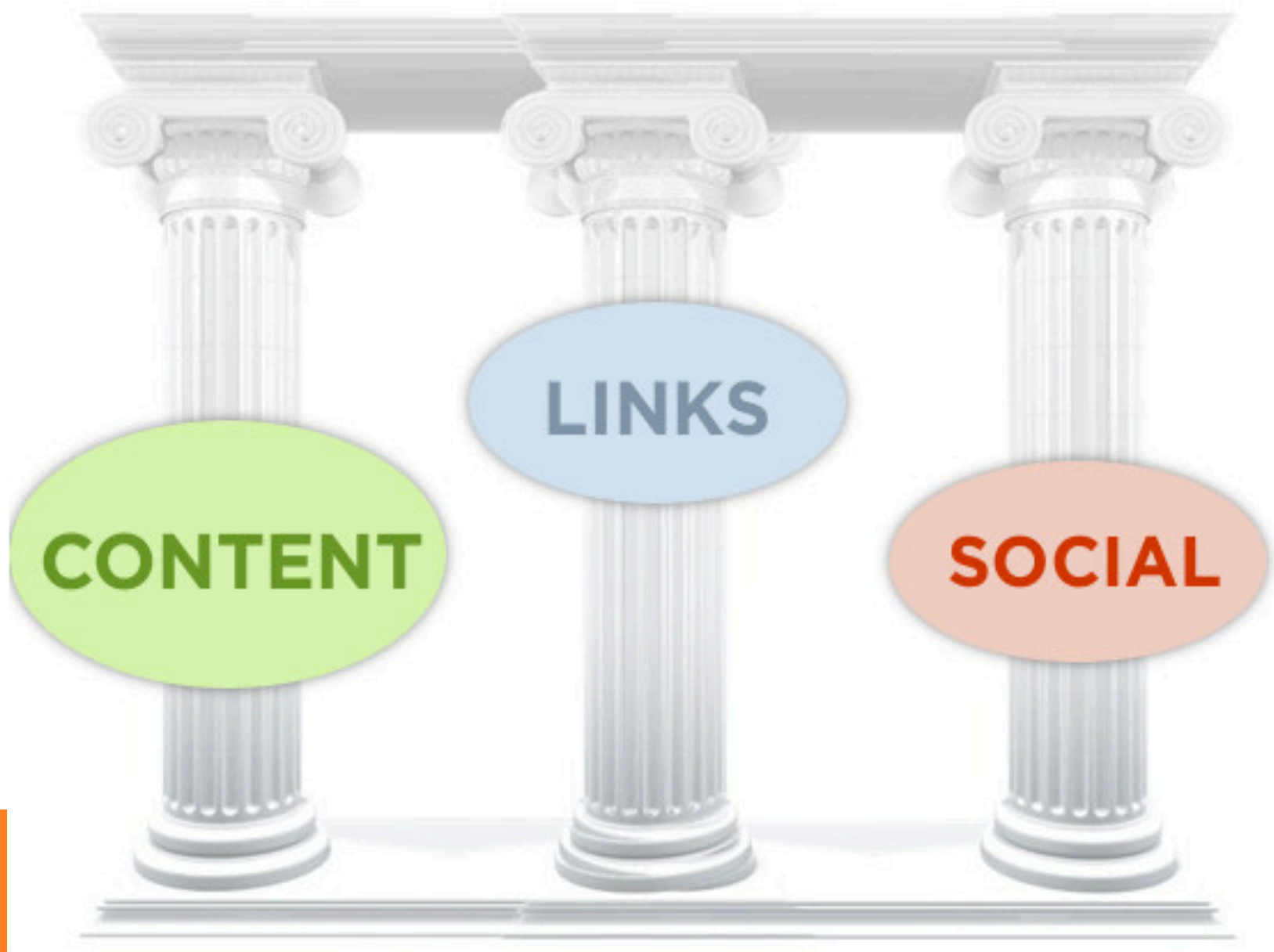


LIFECYCLE OF AN ONLINE CAMPAIGN

- Identify your audience
- Mobilize your allies
- Develop resources (content)
- Plan your action
- Setup tracking
- Develop and implement your launch strategy
- Continue to promote the site after launch
- Keep your supporters updated
- Keep people involved through good moderation
- Conclude your campaign

Source:

<http://www.evspedia.ro/wiki/life-cycle-of-an-online-campaign>



CONTENT

LINKS

SOCIAL

CONTENT

- Keyword research”
- Keyword structure”
- Content optimization”
- User experience”
- Site design”
- Regularly updated”

1 IDENTIFY PRODUCTS SERVICES LANDING PAGES

define how your target customers will search for your business.

Landing pages are your home page and some specific internal pages.



 References:

www.upcity.com/blog/2010/12/infographic-diyseo-seekeywords

www.pcmada.com/blog/keywordresearch-process-infographic

2 HOW WILL CUSTOMERS "SEARCH" FOR YOU?

digital influencers philippines
house and lot for sale in quazon city
fitness gym davao
lask surgery specialist manila
recommended hotels in cebu below 2000 pesos



GRAPHICS ARTIST

GOOGLE

GRAPHICS ARTIST
GRAPHICS ARTIST GUILD
GRAPHICS ARTIST JOBS
GRAPHICS ARTIST RESUME
GRAPHICS ARTIST FOR HIRE
GRAPHICS ARTIST JOB DESCRIPTION
GRAPHICS ARTIST SALARY
GRAPHICS ARTIST PORTFOLIO
GRAPHICS ARTIST GUILD HANDBOOK



References:

www.aonli.com

www.pia.modo.com.my/blog/keyword-research-process-in-graphics

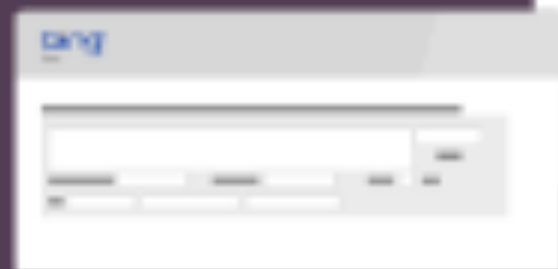
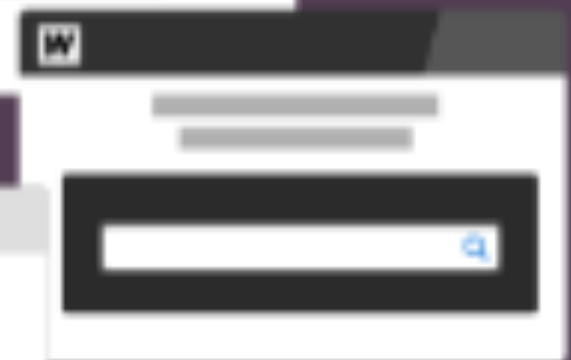
3 CHECK KEYWORD KEYWORD/ KEYPHRASE

Here are the tools:

adwords.google.com/o/KeywordTool

wordtracker.com

www.bing.com/toolbox/keywords



References:

www.adwords.google.com

www.pinterest.com/blog/keywordresearch-process-infographics

4 DO COMPETITOR ANALYSIS

1 Finding strong sites and your direct competitors



2 Evaluate your competition for specific keywords, prominence, and popularity.



3 Improve your keyword / keyphrase list based on your findings.



References:

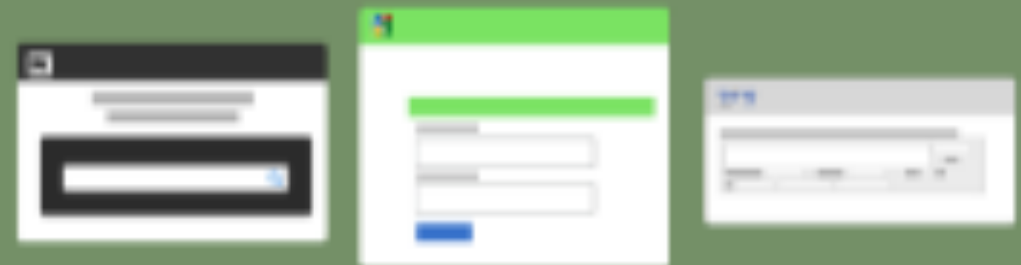
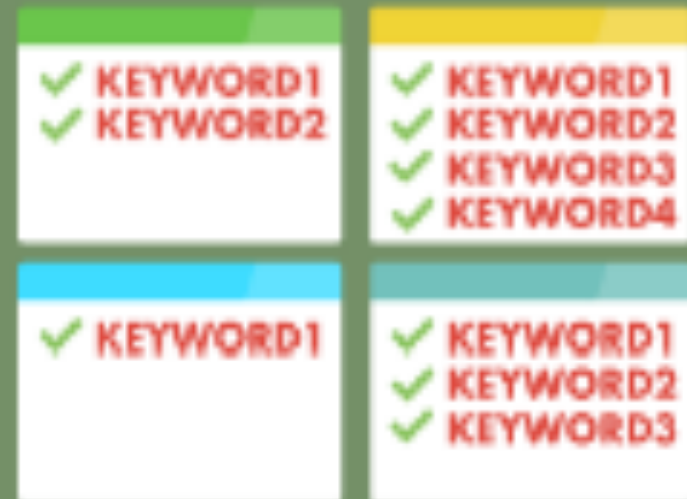
www.alexa.com

www.ahrefs.com

www.promodo.com/blog/keyword-research-process-infographics

5 FINALIZE THE LIST

- 1 List relevant keywords for every product and service landing page.
- 2 Use keyword research tools to narrow down the list with significant ones by search volume and user relevance.

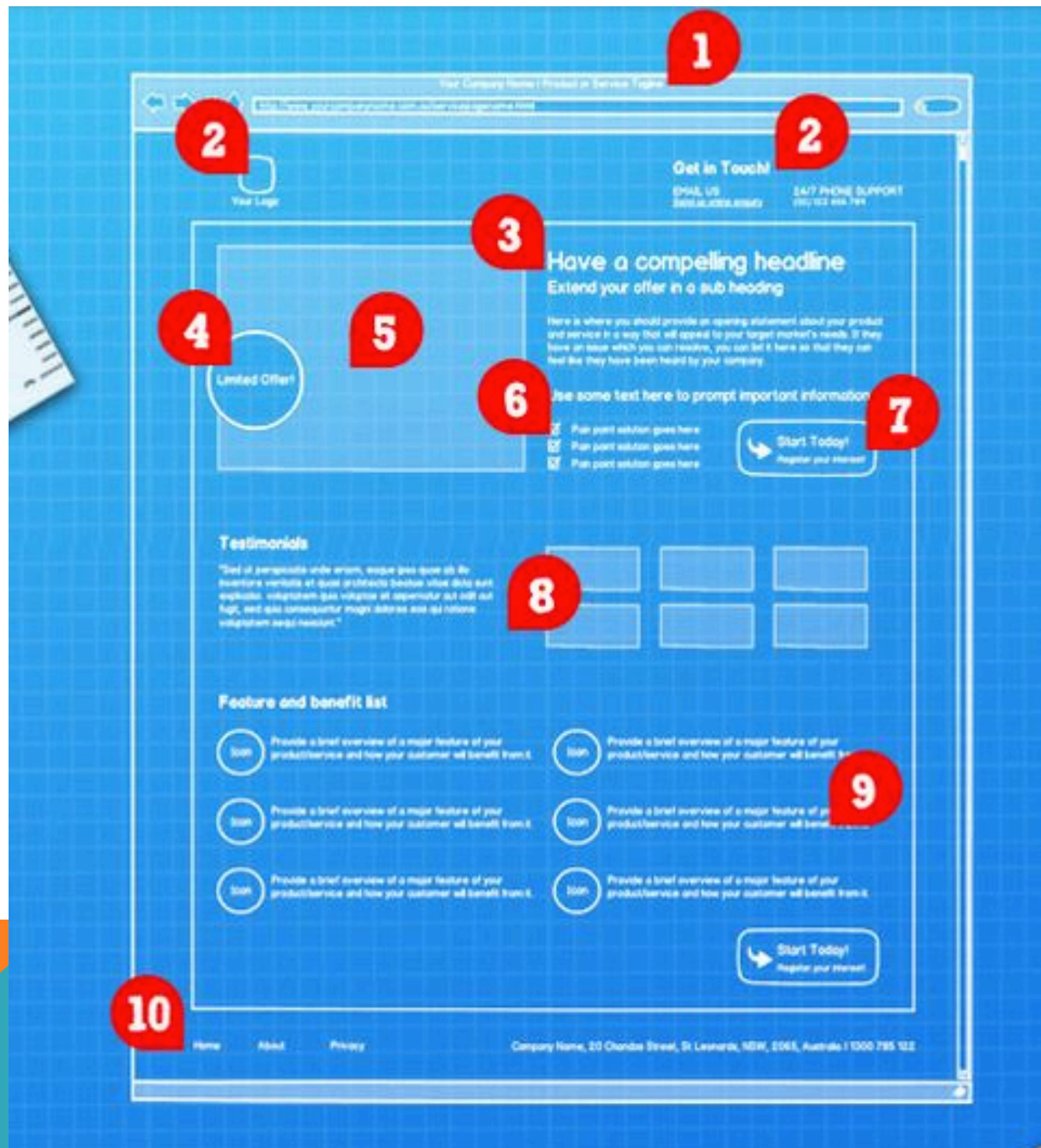


Pinterest:

www.adwords.google.com

www.pcmad.com/blog/keyword-research-process-in-log10phics

created by:



INBOUND LINKS

- Guest blogging or writing”
- Press release distribution”
- Repackaging existing content (versions)”
- Links from offline / online activities”
- Quality directory listing”

SOCIAL MEDIA

- Interact in social media channels”
- Build your brand”
- Make content easy to share”
- Which platform is most effective for you?”
- Google+”

**LOCALIZING
SEO
EFFORTS**

ONLINE
August 8, 2013

For more details visit:
ecommercebootcamp.digitalfilipino.com

LOCALIZING SEO EFFORTS

JANETTE TORAL

LOCAL SEO

Users search to find local businesses.

- Desktop.
- Laptop.
- Mobile.



RANKING FACTORS

- User's location.
- Your site's information.
- Keywords

12 DAYS TO GO

Do you build an E-Commerce Site around Content or People?



CERTIFIED.DIGITALFILIPINO.COM

E-Commerce Entrepreneur Program online starts on **AUGUST 19**



ARE YOU LISTED?

Google Places - <http://www.google.com/places/>

Yahoo Local - <http://local.yahoo.com/>

Bing Local - <http://www.bing.com/local/>


Foursquare - <https://foursquare.com/business/>

TripAdvisor - <http://www.tripadvisor.com/Owners>

Local directories



NEGATIVE RANKING FACTORS

- False business location.
 - Keyword stuffing in business name.
 - Non-match or absence of name, address, phone number
 - Reports of violation on your place page.
 - Malware on site.
 - Location of keyword in categories.
 - Incorrect placement of map marker.
- 

OPTIMIZE YOUR SITE

Domain name

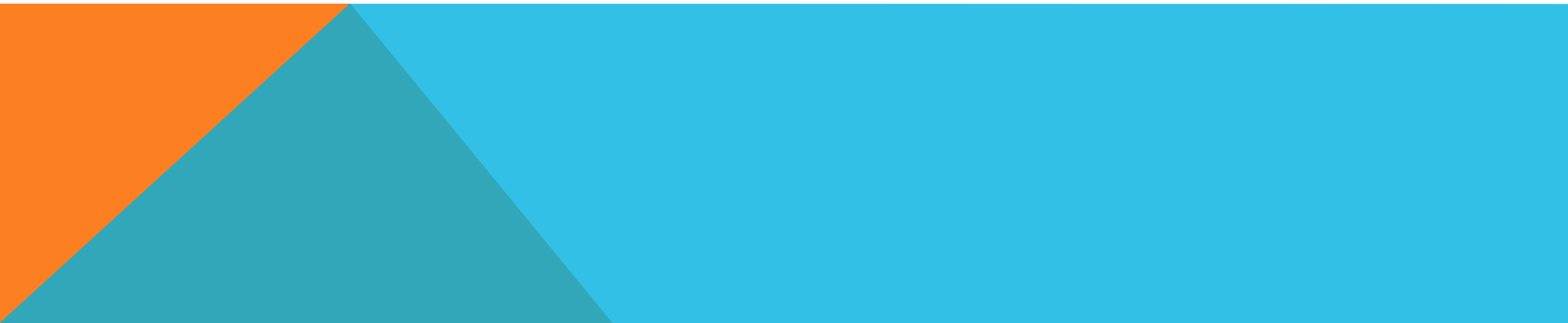
- International or local?

Web hosting

- Philippines or abroad?

Are you easy to reach?

- Add call buttons




WHERE IS YOUR KEY DEMOGRAPHIC?

- Use Google Analytics to find out.
- Find local keywords.



CONTENT MARKETING

- Learn about relevant local content. (Google Alerts & Trends)
 - Reviews
 - Testimonials
 - Trending topics
 - News
 - Forums
- 

MEASURE EFFECTIVENESS

- **Check if traffic rises over time.**
- **Check bounce rate.**
- **Check conversion.**

SEO & WEB DESIGN

JANETTE TORAL



The "Perfectly Optimized" Page

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: <http://marysbakery.com/chocolate-donuts>

LOGO | Navigation Menu

Chocolate Donuts from Mary's Bakery

There's 3 secrets that explain why our **chocolate donuts** have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

- #1: Our Ingredients
XYZ
- #2: The Baking Process
ABC
- #3: Timing
DEF

115 477 115
f Like t Tweet R +1

How to Get Hold of Mary's Chocolate Donuts (aka locations, pricing & availability)

How to Make Chocolate Donuts at Home (aka our recipe for the **perfect donut**)

Endorsements (including one from Homer!)

NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by Mary D. of Mary's Donuts

Uniquely Valuable

The content offers everything a searcher might want in a unique, high-quality amalgamation.

Phenomenal UX

Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

Meta Data Inclusive

The page includes authorship, an enticing meta description, and schema markup for recipes, too.

Bot Accessible

There are no impediments to search crawlers reaching this page or determining it's the canonical version.

Built to be Shared

Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

Keyword Targeted

Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.

Multi-Device Ready

Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.

<http://blog.hubspot.com/perfect-on-page-seo-infographic>

breadcrumb

home > blog > on-page seo

ON-PAGE SEO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultricies velit lacus, ut suscipit tellus accumsan et. Suspendisse potenti. Vivamus malesuada lorem consectetur, aliquet erat ut, naretra sem. Mauris non ultricies purus. Vestibulum vel mollis leo. Nunc lacus quam, sagittis ac placerat at, gravida non ante. Phasellus id eleifend ipsum.

On-Page SEO Factors for Optimization

Etiam et commodo nisi. Vestibulum eget urna. Aliquam erat volutpat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In sed elit ut metus blandit commodo. Cras lectus enim, laoreet neque vitae, mollis venenatis magna.

```
on-page-seo.html

<html>
  <head>
    <title>On-Page SEO | Springboard Marketing</title>
    <meta name="description" content="On-Page SEO factors to acheive the best search
      engine optimization possible">
  </head>
  <body>
    <div id="post">
      
      <a href="https://plus.google.com/u/0/103707425309485813690?rel=author">
        Google+
      </a>
    </div>
  </body>
</html>
```

META DESCRIPTION

The keyword should appear in the page's **meta description** in the code of the page.

This is not a visual element but SEO "bots" still scan this data.

GOOGLE AUTHORSHIP

The **Google Authorship** feature should be implemented for every appropriate page.

Link a Google+ account with **?rel=author** at the end of the link src.

IMAGE ALT TAG

The post's feature image's **alt tag** should contain the keyword.

This is an attribute in the image source code.

CONTENT		
Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold"?

ON-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking
Va ⁻¹ Ads		

HTML		
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

ON-THE-PAGE SEO

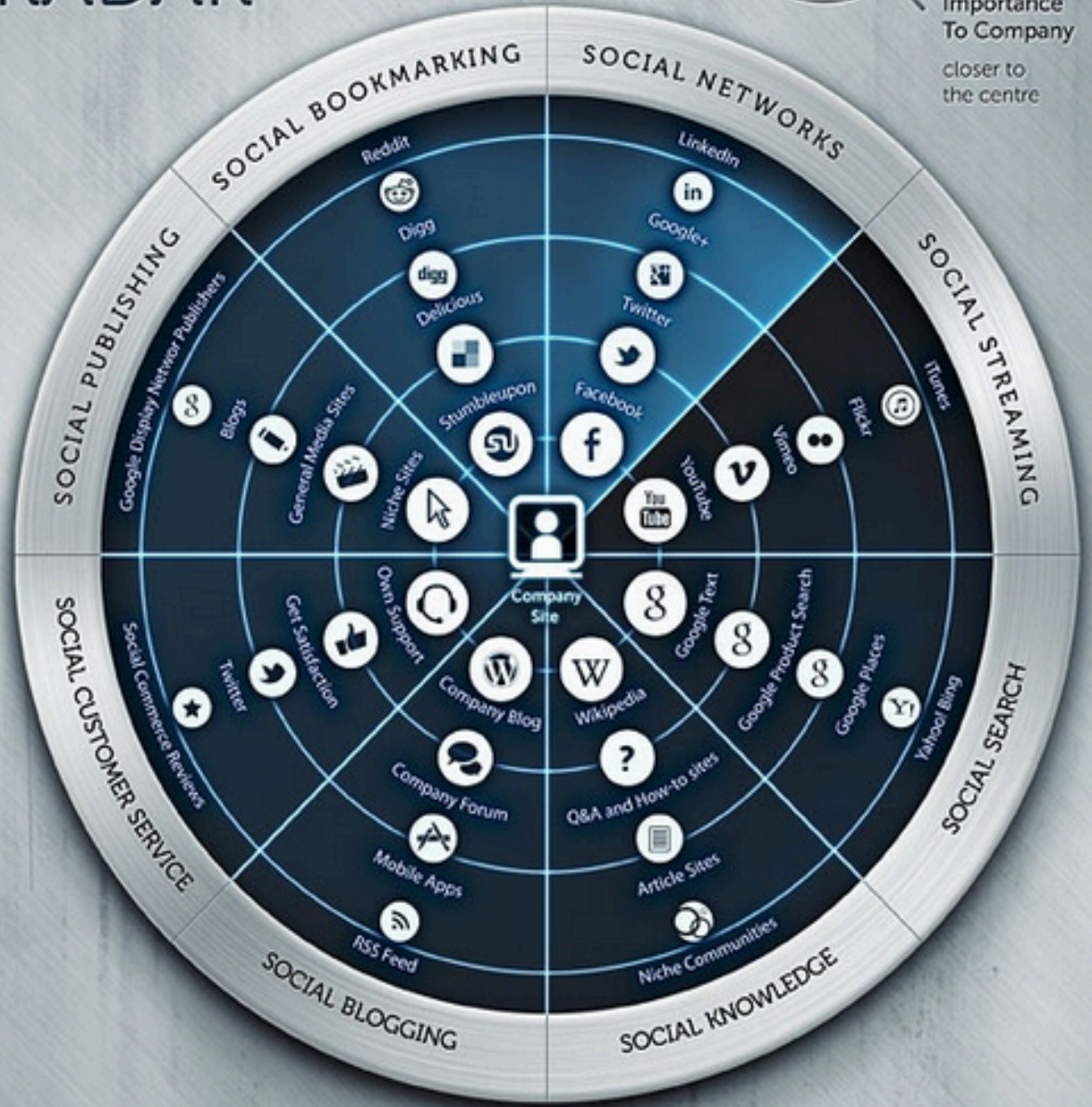
CONTENT	HTML	ARCHITECTURE
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking
Va ⁻¹ Ads		

ARCHITECTURE		
Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

ON-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking
Va ⁻¹ Ads		

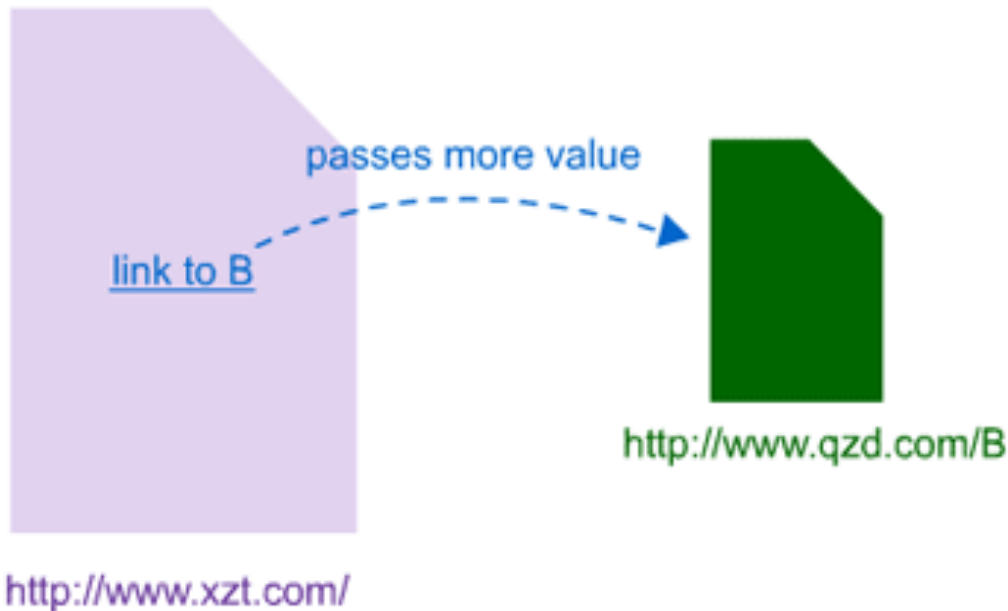
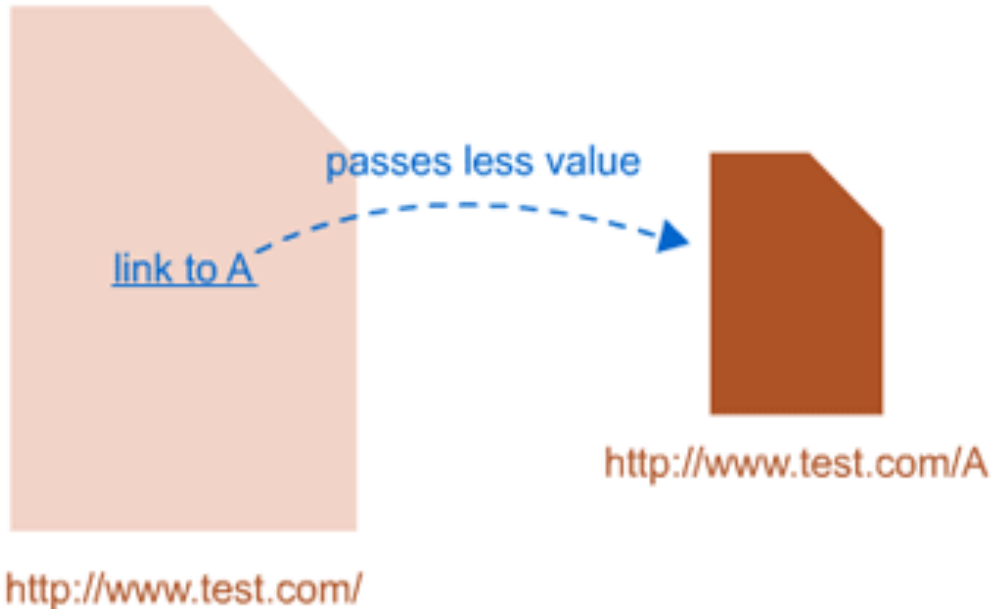
SOCIAL MEDIA MARKETING RADAR



GETTING LINKS AND AVOIDING TROUBLE

JANETTE TORAL


[HTTP://DIGITALFILIPINO.COM](http://digitalfilipino.com)



External Links > Internal Links


Search engines have often messaged that what others say about you is more important than what you yourself say. This principle appears accurate when examining the value passed by external links vs. internal links. The original PageRank algorithm may have treated them similarly, but today's ranking signals clearly do not.

EXTERNAL LINK

- **Source of ranking power**
 - **Treated as third-party votes.**
 - **Signifies your popularity.**
 - **Shows your relevancy.**
- 

BUILDING LINKS


Have an active blog.

- Feature people and case studies.
 - Resources.
 - Survey results.
 - Book reviews.
 - Free webinars.
 - Give free tools.
 - Have templates.
- 

BUILDING LINKS


- Infographic
 - Presentation
 - Meme
 - Press releases
 - Media / blog events
 - Interviews
 - Write for publications
- 

BUILDING LINKS

- Ask for reviews
 - Ask for links from articles that mention you.
 - Have social sharing widgets on your site.
 - Speak at events.
 - Give free stuff away.
- 



DON'T MANIPULATE.

- **Getting links from sites that are not relevant to your content.**
 - **Keyword domain names.**
 - **Spamming forums.**
 - **Spamming comments.**
- 

**CREATE A TOP LIST AND GET
LINKS**

BUILD LINKS WITH PDF

LINK BUILDING WITH IMAGES

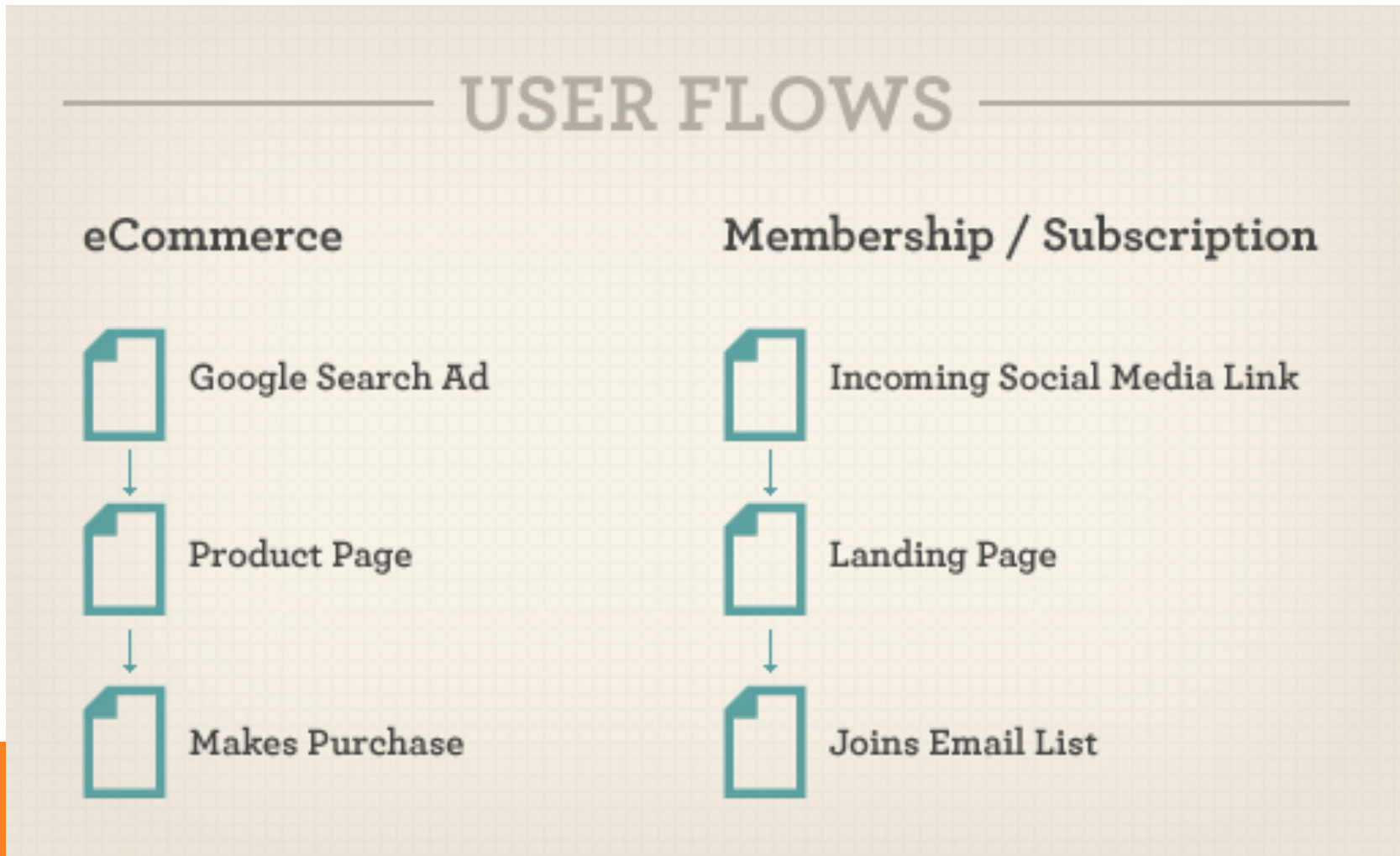
CREATE A MICROSITE

**CAPTURE LINKS FROM BRAND
MENTIONS**



**WHITE HAT BLOG
COMMENTING**

CONVERSION HAPPENS THROUGHOUT THE CUSTOMER JOURNEY - ACQUISITION



Source: <http://blog.kissmetrics.com/forgetting-the-customer-lifecycle/>

CONVERSION HAPPENS THROUGHOUT THE CUSTOMER JOURNEY

- **Activation:** Performs next set of actions.
(take a course, attend event, ship an item, add a friend)
- **Retention**
- **Revenue**
- **Referral**

Source: <http://blog.kissmetrics.com/forgetting-the-customer-lifecycle/>