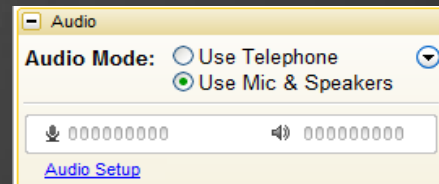


# HOW SEO FITS INTO YOUR 2016 INBOUND MARKETING CAMPAIGNS



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

**@HubSpotAcademy**

#InboundLearning

# HubSpot - LinkedIn Ads Webinar

On October 28th we're sitting down with LinkedIn to discuss how inbound marketers can leverage LinkedIn paid media to drive leads and grow their business.

October 28th, 2015

1pm EST

Duration: 60 minutes

Signup Here: <http://hubs.ly/H01jMNp0>

Topics:

- How should inbound marketers use LinkedIn
- Driving leads with paid media in LinkedIn
- Optimizing LinkedIn ads with HubSpot Ads



HubSpot customers who trial the Ads Add-On get a \$100 free LinkedIn credit.



HubSpot

**Mark Kilens**


@MarkKilens

**Bill King**  
@inboundy







- 
1. Taking Our SEO Approach From 2006 to 2016 & Beyond
  2. How to Get More Value From Future & Past Content Campaigns
  3. Integrating Link Building Into Your Inbound (and why..)
  4. Sprucing Up Your Keyword Approach
  5. Google Algorithm Updates Since Last SEO Broadcast
  6. Next Steps and Resources



# Taking Our SEO Approach From 2006 to 2016 & Beyond



# A Common Misconception



=



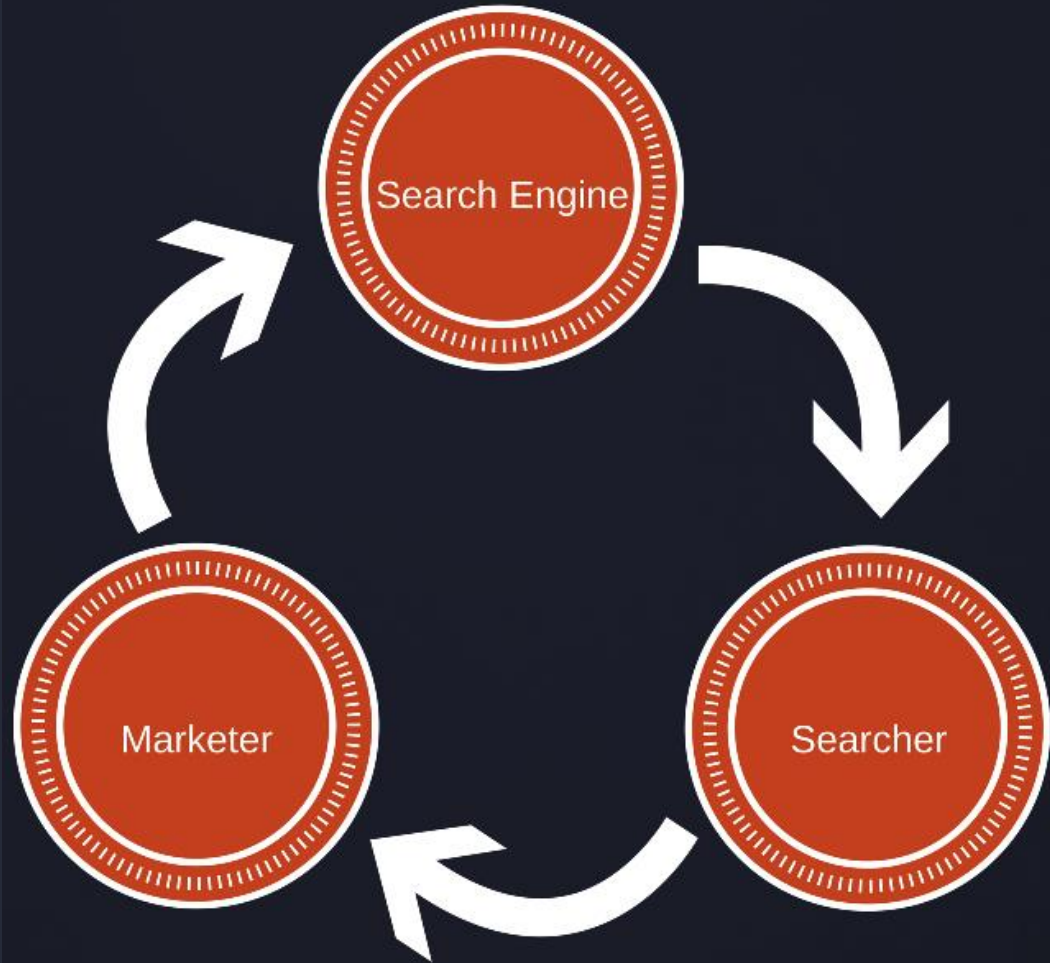
# Where does this come from?

- Incorrect expectations
- A fundamental misunderstanding of modern day SE's
- Underestimating just how much content there is today
- Google data mining journey across devices/platforms, artificial intelligence, evolution of technology.

---

## More importantly..

A lack empathy for all parties involved.



# If this is where SEO starts & stops

## BODY OPTIMIZATIONS

(637 words)

There are 4 target keywords in your blog post.

SEO IMPACT: ●●●●

Spectacular! You've got keywords in the body of your blog post. What a pro.

Your blog post includes 0 internal links. [Check out internal links you could use in this post.](#)

SEO IMPACT: ●●●●

Link a few key words and phrases to related pages on your website to improve your overall SEO.

Keywords are not repeated too many times.

SEO IMPACT: ●●●●

Spectacular! You've got keywords in the body of your blog post, but none are used more than 5 times.

There are 0 call-to-actions in the blog post. [Search for CTAs to include.](#)

SEO IMPACT: ●●●●

A blog post is just a dead end without a related CTA. Give your readers somewhere to go by including a CTA at the end of your blog post.

## IMAGE OPTIMIZATIONS

"Your Geopolitical Risk Is The Fed" includes 1 image.

SEO IMPACT: ●●●●

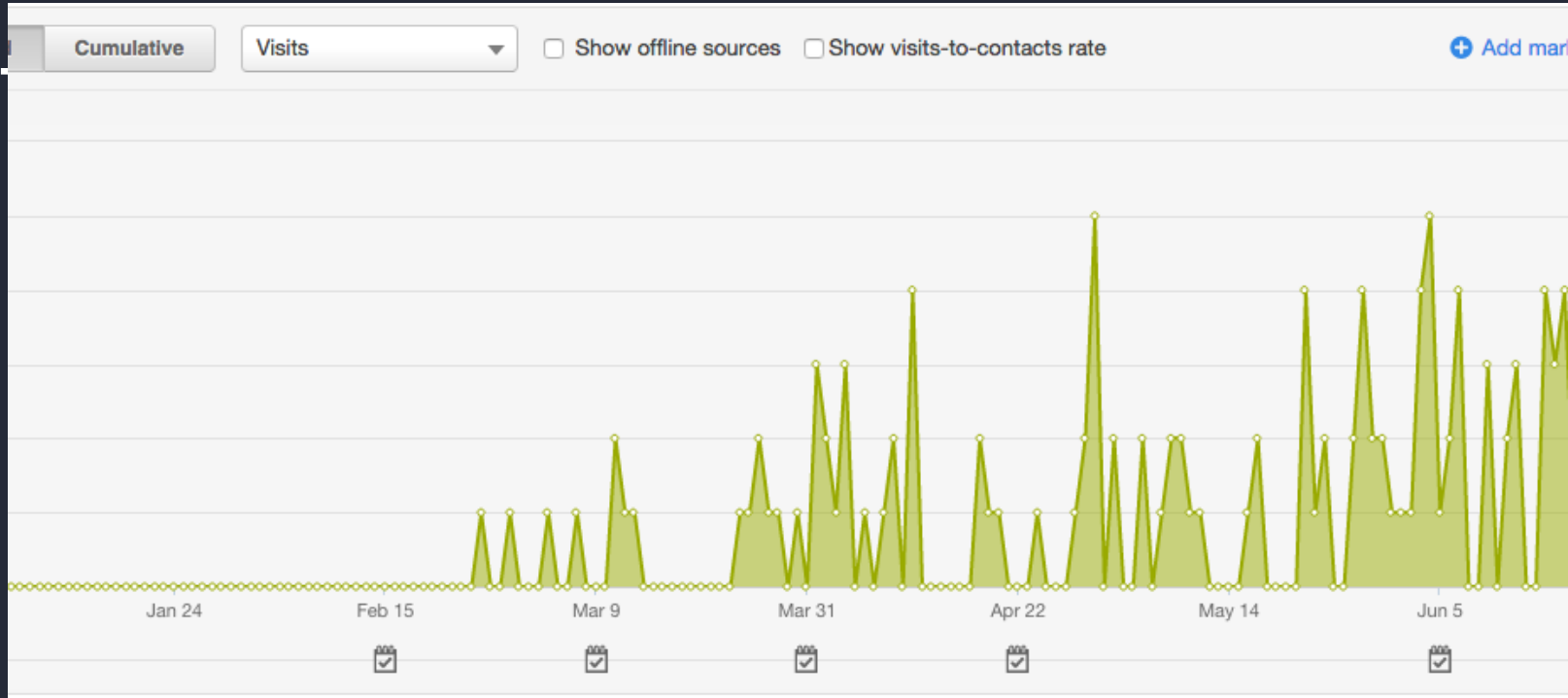
Great! You've got at least one image in your blog post, which makes search engines and site visitors happy. We love happy.

There are 0 images without alt text.

SEO IMPACT: ●●●●

Super. You've got alt text that tells search engines what your images are about. Go, you.

# This is your likely result





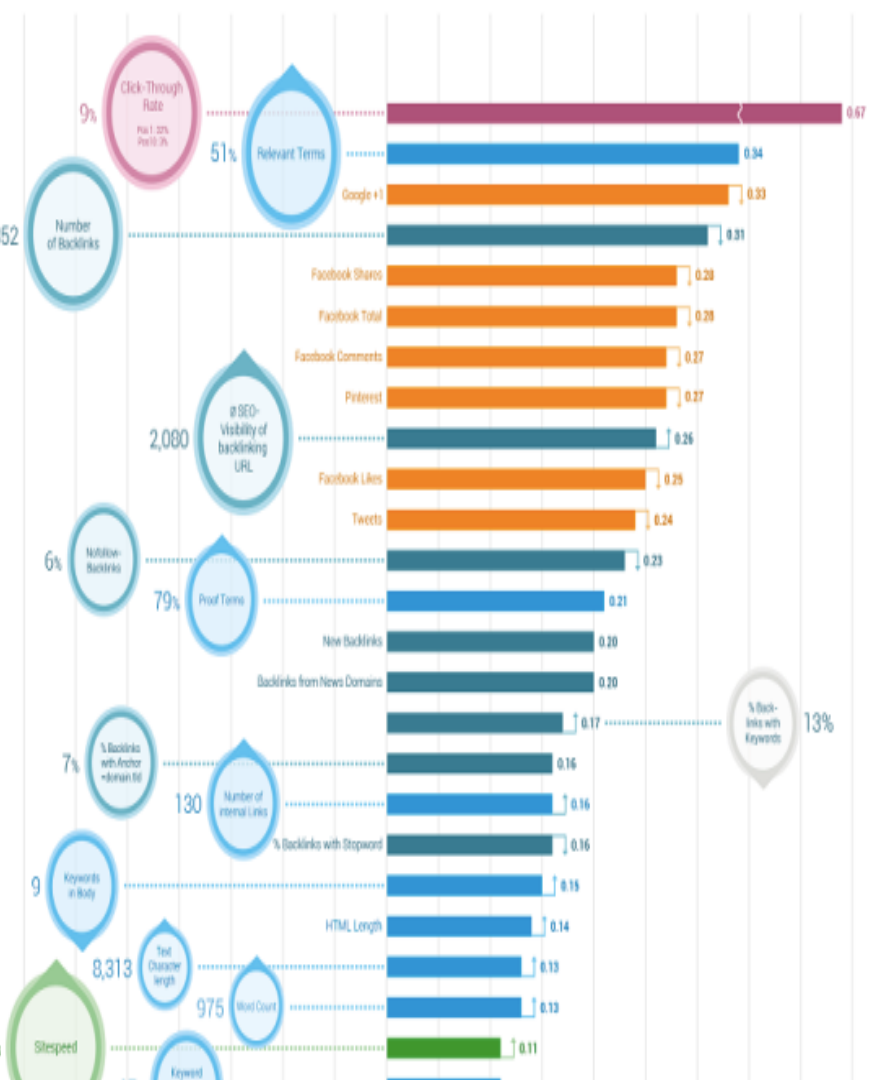


# 80-90%

of all blog traffic comes from  
10-20% of the posts you publish

*Jay Baer – Convince & Convert*

<http://www.convinceandconvert.com/content-marketing/why-blog-posts-fail/>



# The Keyword

seems to continue losing influence over time as Google becomes better & better at evaluating other factors

Marcus Tober – searchmetrics

<https://moz.com/blog/searchmetrics-ranking-factors-2014>

---

## Why “SEO” doesn’t work sometimes

“Table stakes is very different from the art & science of the practice”

-Rand Fishkin





Another interesting  
quote

“SEO is like... really hard, man”


-Bill King

# Even Google needs SEO

## ☆ Program Manager, Search Engine Optimization

Mountain View, CA, USA

Program Management · Full-time · Today

 Know someone who would be interested?

[APPLY NOW](#)

[Find connections](#)

Know someone at Google? Reach out to them

Google's projects, like our users, span the globe and require managers to keep the big picture in focus. As a Program Manager at Google, you lead complex, multi-disciplinary projects. You plan requirements with internal customers and usher projects through the entire project lifecycle. This includes managing project schedules, identifying risks and clearly communicating goals to project stakeholders. Your projects often span offices, time zones and hemispheres, and it's your job to keep all the players coordinated on the project's progress and deadlines.

As a Program Manager for Technical SEO, you will work with cross-functional teams across Marketing, Sales, Product Development, Engineering and more to help drive organic traffic and business growth. You will take part in website development and optimization, help shape blog and social strategy,

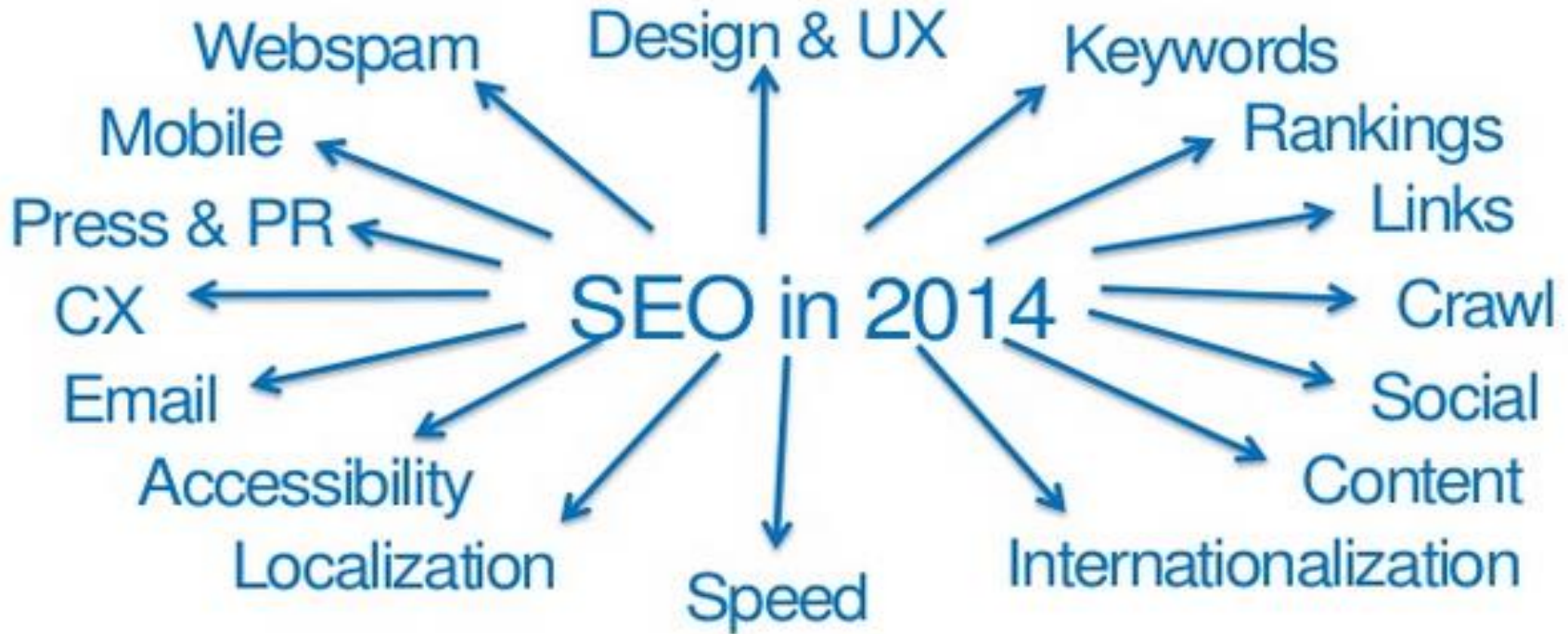


# Great SEO Is No Longer Just “SEO”



Rand Fishkin – SEO Tactics to Love vs. Leave  
<http://www.slideshare.net/randfish/seo-tactics-to-love-vs-leave>

# Great SEO Is No Longer Just “SEO”



# The future of SEO

## Smarter Than Your Average Engineer

So far, RankBrain is living up to its AI hype. Google search engineers, who spend their days crafting the algorithms that underpin the search software, were asked to eyeball some pages and guess which they thought Google's search engine technology would rank on top. While the humans guessed correctly 70 percent of the time, RankBrain had an 80 percent success rate.

**Google Turning Its  
Lucrative Web Search Over  
to AI Machines**

**SEO without great content**

It fails and it's expensive.



nt

Great content with no SEO

Varying results. The hail Mary approach.







## SEO + Content Marketing

“The days of SEO being a game outsmarting algorithms are over. Today content strategy and valuable, sustainable SEO strategies are essential, not just tricks and links”

-Adam Audette, Chief  
Knowledge Officer, RKG

# 2

## More Value From Your Content Campaigns

# Quality trumps quantity

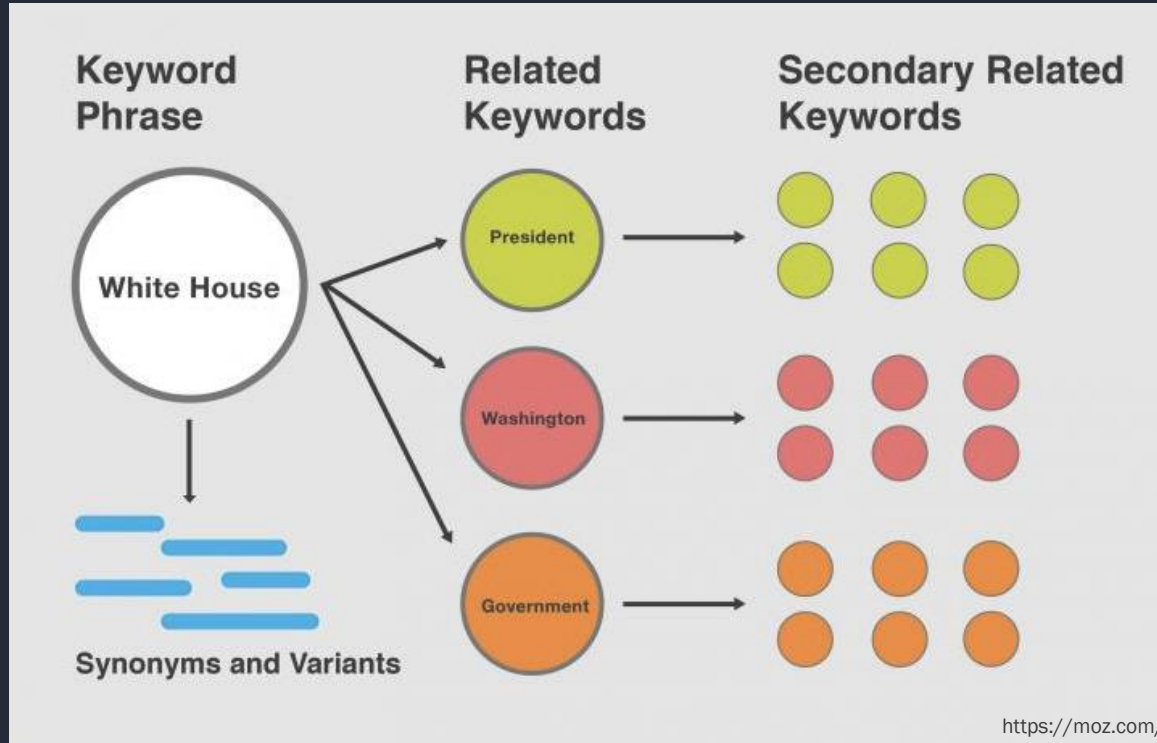
Better content > more content



# What exactly has changed

- Writing for individual keywords
- Outdated keyword research tactics
- The more pages, the more real estate
- Topical correlation & answer box

# Great content is topically focused



---

## 10X Content\*

\*If being the best inhibits you from effectively promoting content, then have you won the battle? Perhaps hire someone to help with one side if so.







---

## Great ideas spread

Do people want to share your content?

# 8% of leads for Hubspot come from new blog posts

Ginny Soskey - Hubspot

<http://blog.hubspot.com/marketing/blog-strategy-quality-quantity>



# When creating NEW content:

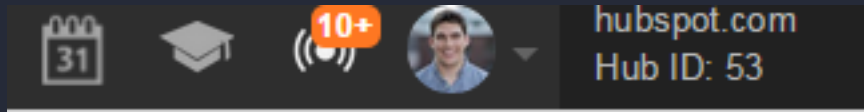
- One of a kind
- Relevant
- Helpful
- Easy to use
- Solve my intended problem


# Leveraging EXISTING content:

- Identify top performing posts
- Update the content to make it fresh
- Re-publish (Keep URL structure)
- Promote to targeted audience

# Tools to help you work smarter

- Hubspot editorial calendar



- Community – What are your target customers/prospects talking about on social/forums
-  Content Explorer – Learn what content is already kicking butt in your niche

# 3

## Implementing Link Building Into Your Inbound Campaigns



# But why build links anyway?



# Link Building was Easy in 2004

- Buy links from sketchy sites
- Post your site on directories
- Pay your agency for any links, especially from higher ranking sites
- Use programs to “scale” the process in a spammy way



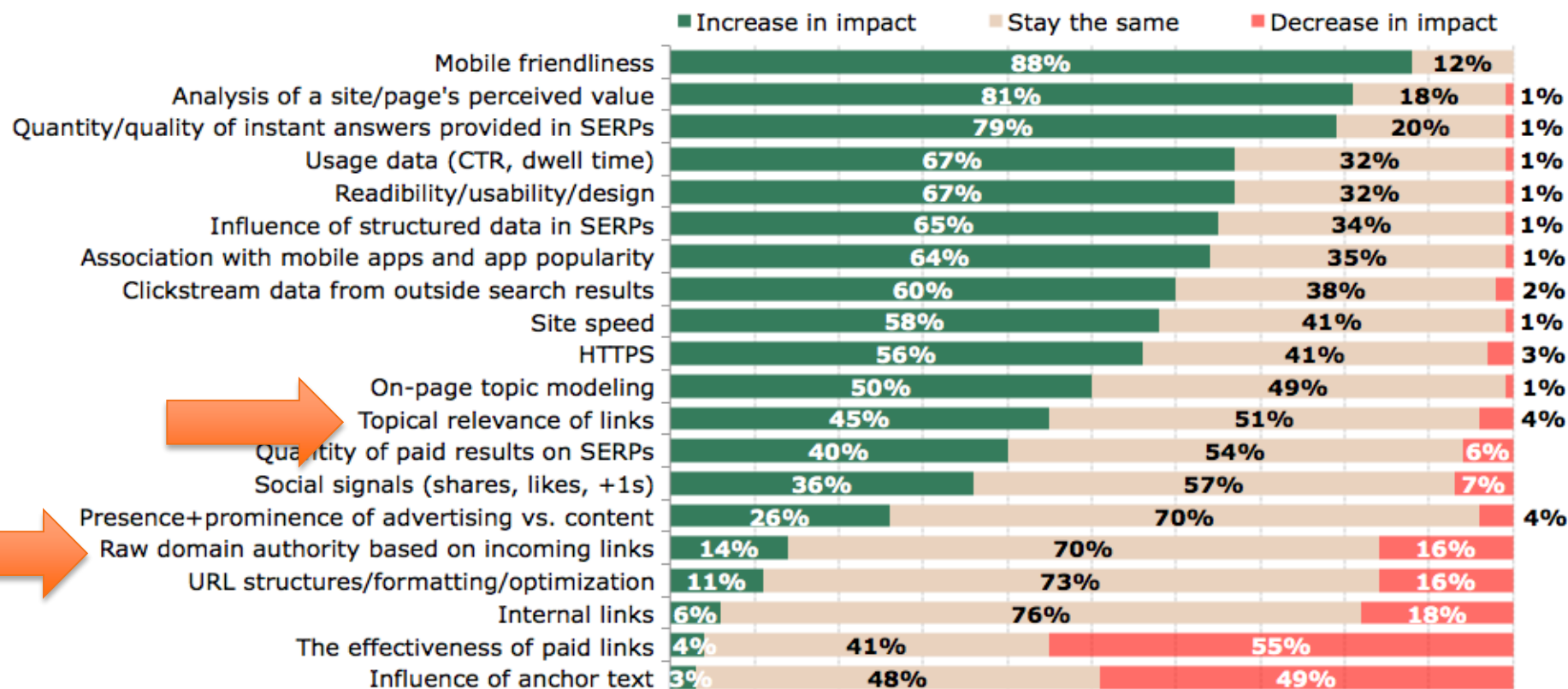
—  
“I’d try to avoid it...”

- John Mueller  
Google Web Trends  
Analyst

# Future Trends in Search Ranking Factors' Importance

based on a survey of 150 search experts asked to predict how the following factors might change (in terms of their direct impact on Google's ranking algorithm) over the next 12 months

## August 2015

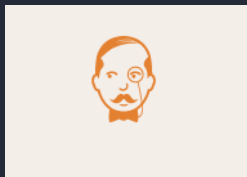


# Link Building Resources

Open Site Explorer

**Buzzsumo**  
**conspire**

VoilaNorbert.com



Google



# Outreach specifically intended to build links

Hey [Name],

I was searching for some articles about [Your topic] today and I came across this page: [URL]

I noticed that you linked to one of my favorite articles-- [Article Title]

Just wanted to give you a heads up that I created a similar. It's like [Name of the article], but more thorough and up to date: [URL]

Might be worth a mention on your page.

Either way, keep up the awesome work!

Cheers,  
[Your name]



# HUBSPOT PROJECTS

Projects are step-by-step guides to hitting your goals using multiple HubSpot tools.

[academy.hubspot.com/customer-projects](https://academy.hubspot.com/customer-projects)

## CUSTOMER PROJECTS

### LINK BUILDING

SUGGESTED TIME TO COMPLETE: 4-6 WEEKS

This project will walk you through how to build high-quality inbound links to your website, in order to improve your off-page SEO.

Completing these steps will allow you to:

- Build the number of high-quality inbound links to your website.
- Build your authority in the eyes of search engines.
- Increase the organic rank of your website in search results.
- Increase the traffic to your website.



**Step 1:** Set up a page for your business on the top directories

**Step 2:** If location-specific, create a Google+ Local Listing page

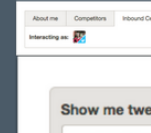
**Step 3:** Build relationships

#### TO-DO

While it takes some time, building relationships is one of the most effective ways to keep your company top-of-mind for people who might be interested in linking to you.

1. Navigate to the Social Monitoring tool or [click here](#) to set up social monitoring streams.
  - a. Click on the "+" button on the right of all of your monitoring streams to create a new one.
  - b. Create separate monitoring streams for your business, your content, and your target

#### EXAMPLE

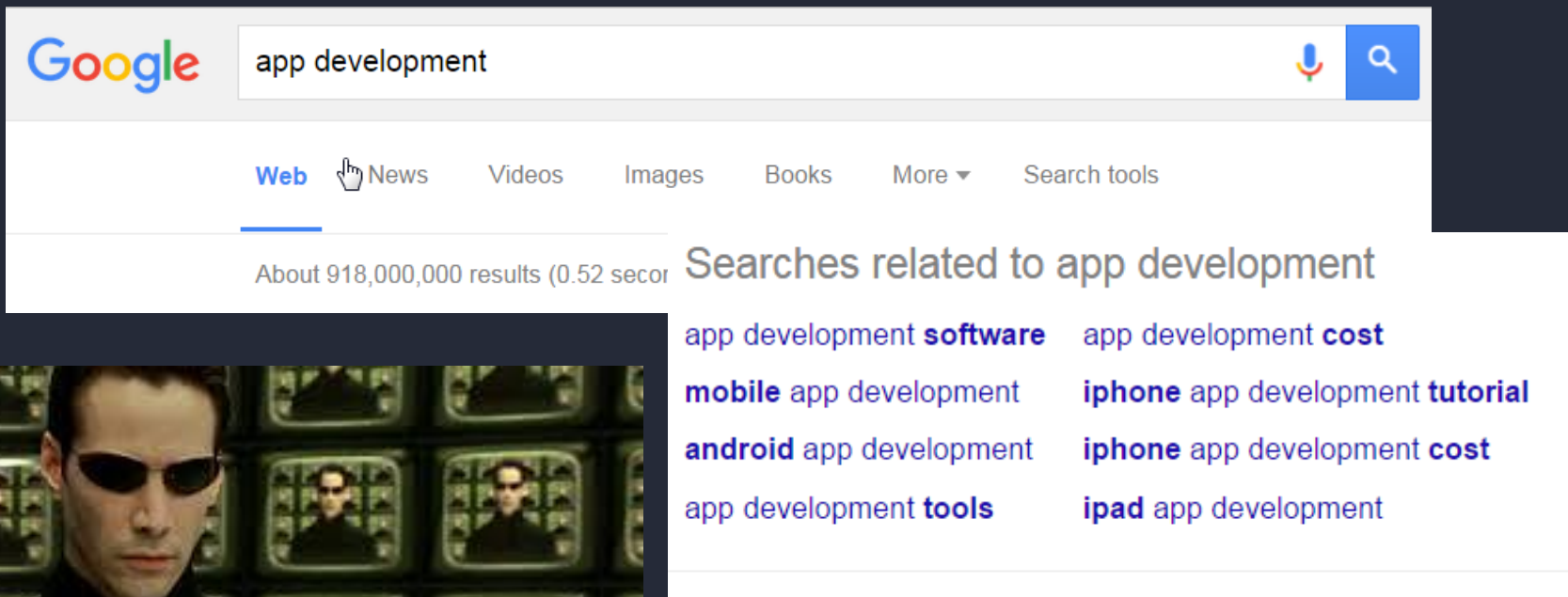


# 4 Sprucing Up Your Approach to Keywords

# Why would we do that? What's broken?

- Management ego – focused on ranking because ranking
- Technology has led to deeper understanding/connectivity
- Optimizing a page for a keyword isn't difficult (easily digestible, safe)
- SEO is hard!

# How many ways can we ask a question?



The image shows a Google search interface for the query "app development". The search bar contains the text "app development" and a search icon. Below the search bar, navigation tabs include "Web", "News", "Videos", "Images", "Books", "More", and "Search tools". The search results indicate "About 918,000,000 results (0.52 seconds)". A section titled "Searches related to app development" lists several related queries:

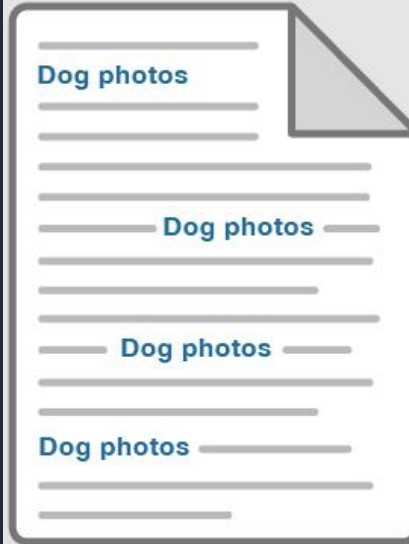
- app development **software**
- app development **cost**
- mobile** app development
- iphone** app development **tutorial**
- android** app development
- iphone** app development **cost**
- app development **tools**
- ipad** app development



## Writing content in 2016 like

Your core keyword is the star, the synonyms and variants are the supporting cast members

### Strict Keywords

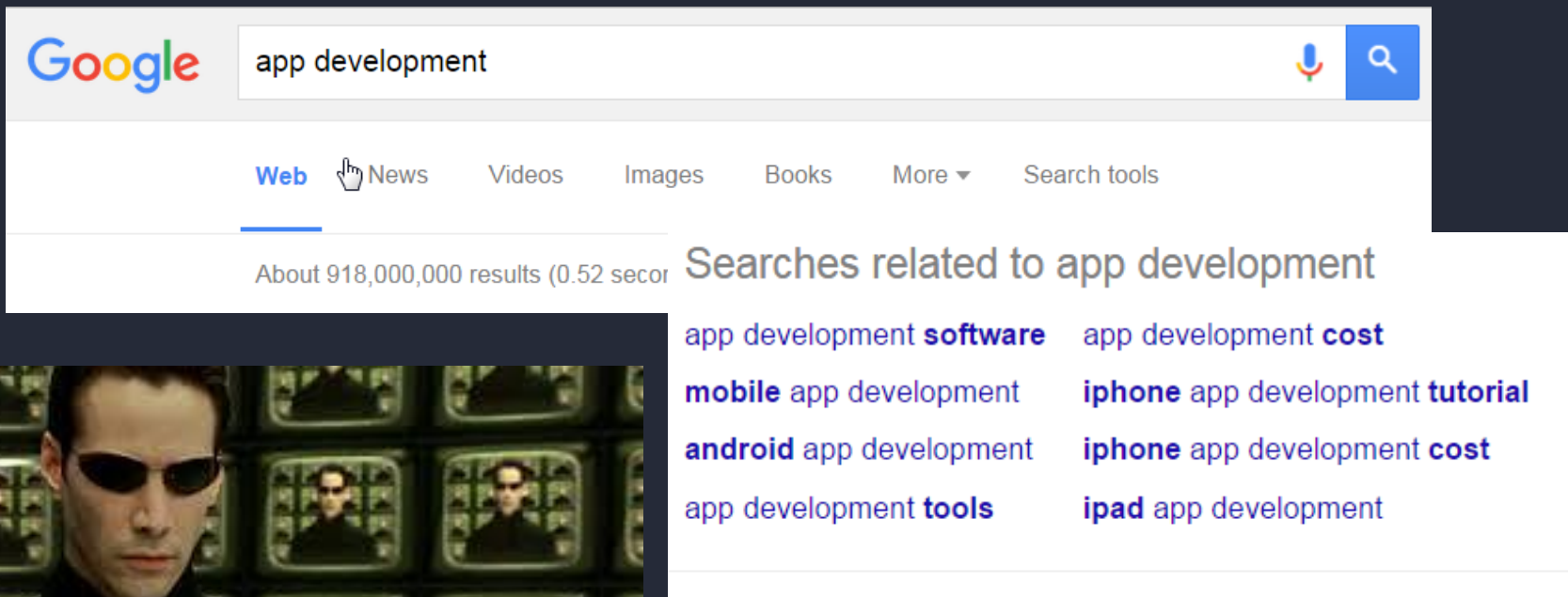


### Natural Variants



<https://moz.com/blog/7-advanced-seo-concepts>

# How many ways can we ask a question?



The image shows a Google search interface for the query "app development". The search bar contains the text "app development" and a search icon. Below the search bar, navigation tabs for "Web", "News", "Videos", "Images", "Books", "More", and "Search tools" are visible. The "Web" tab is selected. Below the navigation, it indicates "About 918,000,000 results (0.52 seconds)". To the right, a section titled "Searches related to app development" lists several related queries:

- app development **software**
- app development **cost**
- mobile** app development
- iphone** app development **tutorial**
- android** app development
- iphone** app development **cost**
- app development **tools**
- ipad** app development





# Examples are awesome

..And so is going from page 3 to page 1 😊



Products

Solution

## Vehicle Data & VIN Decoding

### VIN Decoder FAQs

Some frequently asked questions about VIN decoders to help you get started!

How does a VIN decoder work?

All commercially available [VIN decoders](#) will extract the information encoded in the VIN Pattern or VIN Squish ([What's a VIN Squish?](#)). However, the good ones will also pass along additional information that they know about the vehicle and its configuration. Some of these inputs may include the OEM Model number, package code, installed equipment and option codes. This is sometimes referred to as VIN explosion.

Are trim and transmission encoded in the VIN number?

5

Google Algorithm Updates  
Since Last SEO Broadcast



---

## Mobile Update 4/15

Google now rewards mobile-friendly sites.

# Are you friendly? 😊

The screenshot shows the Google Mobile-Friendly Test tool interface. At the top, it says "Mobile-Friendly Test" with a "G+1" badge. Below that is a text input field containing the URL "http://www.hubspot.com/" and a blue "ANALYZE" button. A green banner below the input field displays the message: "Awesome! This page is mobile-friendly." Below the banner are three columns of information:

- How Googlebot sees this page**

This page uses 12 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

▶ [Show resources](#)
- Learn more about mobile-friendly pages**

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.
- Do you use Google Webmaster Tools?**

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

---

**Give feedback**

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

<https://www.google.com/webmasters/tools/mobile-friendly/>



## Go Beyond Compliance

- Mobile web 2.0 will look like apps.
- Create an app-like experience on mobile.
- Responsive isn't good enough, leverage Hubspot Smart rules to dominate

<http://www.slideshare.net/DistilledSEO/searchlove-boston-2015-brian-mas>

**Current Customers: Need help  
pulling these concepts  
together?**

# Pulling things together isn't always easy





# 6 NEXT STEPS AND RESOURCES

# BROADCAST NEXT STEPS

1. Create new content that solves for user intent – are you effectively answering the visitor's question?
2. Make sure that your content is easy for visitors to share.
3. Put together a list of link acquisition targets.
4. Follow the steps of the Link Building Project to get your content in front of those targets.

# BROADCAST RESOURCES

- [Link Building SEO Project](#)
- [On-Page SEO Project](#)
- [Content Offer Campaign Project](#)
- [Blog Optimization Project](#)
- [Buzzsumo](#)

# NEED HELP WITH YOUR SEO?

The HubSpot Premier Services team is here to help you architect & execute effective inbound marketing campaigns.

[Click to learn more.](#)

# HAVE A QUESTION?

Type it in the question pane, now!



THANK YOU.