



SEO: How To Do It In 2016

The latest tips & tricks to grow your SEO presence.



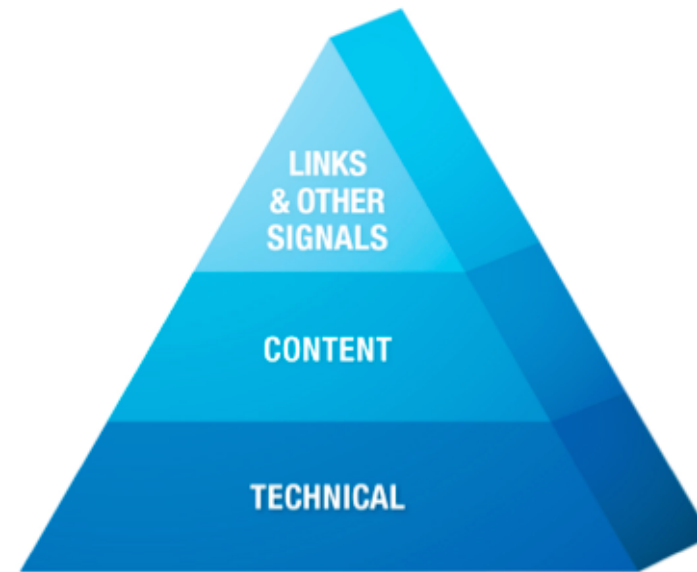
I don't know everything!

“Life Is What Happens While You’re
Busy Making Other Plans”

“SEO Is What Happens While You’re
Busy Building Up Your Brand”

**“SEO Is What Happens While You’re
Busy Building Up Your Customer Journey
Thought Leadership
Public Relations
Technically Sound Website
User Experience
Customer Service
Above The Line Marketing**

Why These Topics?



Above The Line Marketing

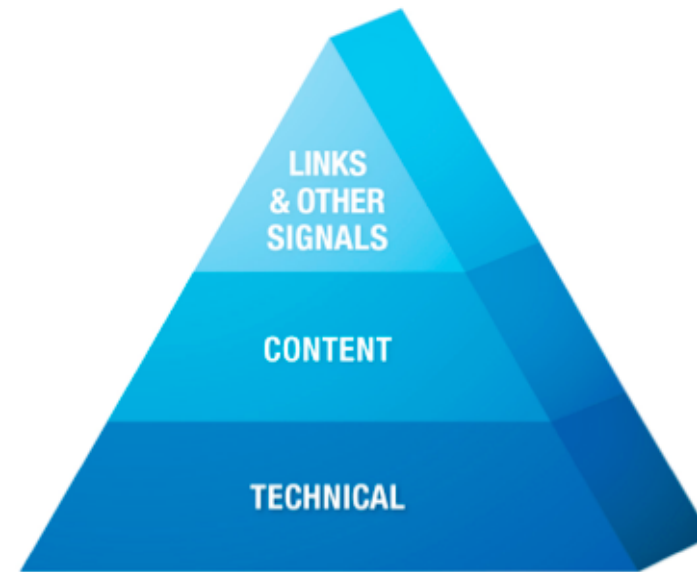
User Experience

Customer Journey

Customer Service

Thought Leadership

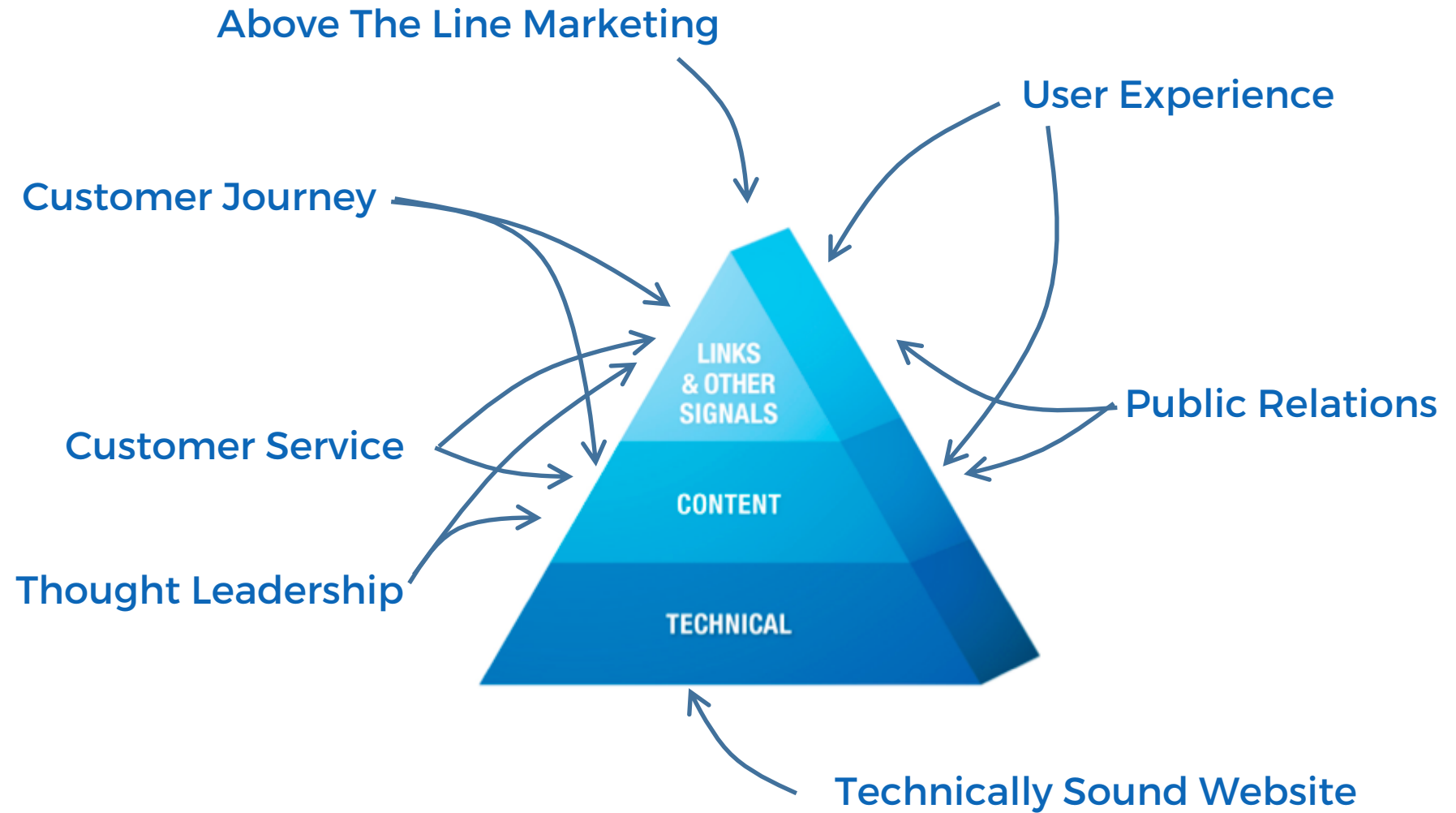
Public Relations



Technically Sound Website

Why These
Topics?

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**“SEO Is What Happens While You’re
Busy Building Up Your Customer Journey**

Thought Leadership

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Phase	Frustration	“Pin-spiration”	Searching For Builders	Searching For Architects & Renovations	Free Consultation	Follow Up	Engagement	Building & Renovation	Referral & Award
Duration	6 Months +	6 Months +	2-4 Weeks	2 Weeks +	< 1 Week	24 Hours	6 Months	6-9 Months+	
Feelings	<ul style="list-style-type: none"> Frustration Overwhelmed 	<ul style="list-style-type: none"> Hopeful Inspired 	<ul style="list-style-type: none"> Curious Anxious 	<ul style="list-style-type: none"> Frustrated with builder Desperation 	Standoff-ish Skeptical	Anxious about weight of decision	Excitement Fear	Excitement Anxiousness Fatigue “Marriage Tension”	Exhaustion Relief
Thoughts & Questions	<ul style="list-style-type: none"> “How can I get out of this?” 	<ul style="list-style-type: none"> “What’s my style?” “What would my budget be, what could I afford? “Can I finance this?” 	<ul style="list-style-type: none"> “Is what I’m thinking able to <u>built</u>?” “How much would it cost?” “How long will it take?” 	<ul style="list-style-type: none"> “Surely someone can help me.” “How expensive is an architect?” 	“How much will this guy charge?” “What’s the benefit of paying for these plans?” “Will he get my vision?”	“This quote is more/less expensive than the other designer. Why?”	“What’s our timeframe? When will it be delivered?” “When can I see the plans?” “When do I get to pick the specifics?”	“Are we on track – both for cost and time?”	
Activities	<ul style="list-style-type: none"> Airing to friends, family about frustration with space. 	<ul style="list-style-type: none"> Creating Pinterest boards. Searching and following Instagram accounts. Reading print & digital media on topic. 	<ul style="list-style-type: none"> Googling & asking friends for recommendations of builders. Contacting builders & receiving quotes. 	<ul style="list-style-type: none"> Googling for “Renovations Suburb”. Asking friends for recommendations of architects. Perusing examples of referred architects’ work. 	Meeting with potential architect.	Comparing quotes & design styles of shortlisted architects	Liaising with architect to ensure project is on track.	Liaising with architect, builders and everyone else to ensure project is on track.	Settling into environment
What’s Needed To Move Them To The Next Phase?	See opportunity to improve situation	A need for answers to their questions.	Dissatisfaction with the builder themselves or being told their dream design is “not possible”	Assurance & trust that architect will be able to understand & cost effectively make dream a reality.	Assurance & trust that architect is right for them and will deliver on investment	Assurance that MR are not the most expensive nor the cheapest, but quality approach will save money in design later on.	Docs, Engineering, Certification, Finance Approval...	Project completed & satisfied with results.	
Potential Touchpoints	<ul style="list-style-type: none"> PR commentary/ News-style article on “how to tell when it’s time to renovate” Interactive 	<ul style="list-style-type: none"> <u>Pinnable</u> photos of previous work/projects Instagram photos of previous work/projects 	<ul style="list-style-type: none"> Build network of “MR Design + Drafting Certified Builders”. Create a badge that allows builders to put on their sites. Have them advertise you on their site and them on 	<ul style="list-style-type: none"> Google AdWords & SEO campaign targeting “Renovations <u>Clayfield</u>”, “Building Designer <u>Clayfield</u>” etc. 					

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“SEO Content”: Key Considerations

Types of Firepits

December 21st, 2012

Firepits can create a beautiful ambiance for your backyard. Firepits can be created in just about every area of your home; however backyard firepits are the most common. No matter what climate you live in your home will be able to benefit from a firepit.

Now you might be asking yourself how is a firepit built and do I need to set in on anything? The perfect addition to any firepit is a fire pit table. Fire pit tables can be made in different materials and patterns which will enable you to effortlessly blend your firepit and fire pit table in with your backyard landscape.

A very common type of fire pit table is the oriflamme fire pit table. The major benefits of these fire pit tables and the reason that they have become so popular is because they are lightweight, portable, and completely original. These tables are made in the USA and you can get your very own, one of a kind fire pit table! A major benefit of these tables is that they are easy to assemble, most will take approximately ten minutes to put together and the assembly process does not require any tools.

Another popular option for fire pit tables are wood burning fire tables. These tend to be smaller tables, much as you would have end tables next to your couch in the family room. These are small fire pit tables that are generally made out wrought iron. Wood burning fire pit tables are a

- ✓ Keyword Density
- ✓ Length Of Copy
- ✓ "Unique" Content

- Relevant
- Engaging

Exhibit A: Killer Content or “10x Content”

MOZ PA: 69 mR: 5.16 148 links DA: 84 3,404 646 21

EATER

CURRENT GUESTS
0

VODKA SHOTS
0

PELMENI
0

DOLLARS EARNED
\$0.00

Final Tally

One Night at Kachka

The real life of a restaurant extends far beyond a line cook's shenanigans or the number of covers turned each night. It's the happily tipsy regulars, the vivacious playlist, the backstory of the iconic dish. We're looking at the big picture — and the small ones: minute by minute, dollar by dollar, vodka shot by vodka shot. Welcome to One Night at Kachka.

3,404 Facebook Shares =
People Find This Page
Engaging...

- Relevant
- Engaging

Content That's 10 Times Better Than Anything Else Out There...

<https://docs.google.com/document/d/1Z2CSidq-6fxOY1YJLu-MY-DdTqWKiSL4gsuSGVC42r0/edit>



What Is “10x Content?”

10X Content

a curated list created by Rand Fishkin of Moz

What is “10X” Content?

I first used the term in the Whiteboard Friday video, [Why Good Unique Content Needs to Die](#). It refers to content that is 10 times better than the best result that can currently be found in the search results for a given keyword phrase or topic.

Since then, it's been used in forums and on social media as a barometer of content that marketers have found to be uniquely remarkable and stand out in their field for the quality and experience it provides.

Criteria for 10X Content:

- Provides a uniquely positive user experience through the user interface, visuals, layout, fonts, patterns, etc.
- Delivers content that is some substantive combination of high-quality, trustworthy, useful, interesting, and remarkable
- Is considerably different in scope and detail from other works on similar topics

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Enrichment Programs On The High Seas



Travel Ideas

Where in the world would you rather be? Discover travel ideas and inspiration with stories from our Travel Experts. With new articles every day, you'll never run out of ideas!

Jungle Surfing: Transformations In The Treetops

[Airlines](#) (221)[Celebrity Travel](#) (42)[Consultant Speak](#) (125)[Destinations](#) (3,093)[Africa](#) (114)[Antarctica](#) (16)[Asia](#) (709)[Australia](#) (797)

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“SEO Link Building”

Helpful in some situations,
But not always impactful

Quantity

Quality

URL:

[Hide Metrics](#)

Authority		Page Link Metrics		Page Social Metrics
DOMAIN AUTHORITY ②	PAGE AUTHORITY ②	JUST-DISCOVERED ②	ESTABLISHED LINKS ②	Social metrics are only available to Moz Pro subscribers. Learn More
28 /100	38 /100	2 Days	44 Root Domains	
		337 Total Links		
SPAM SCORE: 1 /17				

24/7 Web Directory
General Web Directory

[Browse by Region](#)
Africa
Asia

Online General Web Directory - Explore By Categories

Arts & Culture	Business & Economy	Computer & Internet
Artists Design Arts Humanities ...	Accounting Insurance Apparel ...	Communications Multimedia ...
Education &	Finance &	Health & Medicine

Latest Business Websites

San Diego Eye Doctor-One to One Lasik
Performs cataract surgery in San Diego, CA. ... [More Details](#)

Mobile Car Valeting Devon-JasonStanley
Car valeting and car detailing serviced available in an ... [More Details](#)

Lotte Hotel

Leading Link Directory
100% SEO Friendly & Human Edited Web Directory

[Home](#) [Submit Site](#) [Latest Sites](#) [Most Popular Sites](#) [Submission Guidelines](#) [Advertising](#) [Contact Us](#)

Popular Categories

- Business
- Health & Fitness
- Web Designing & Development Computers
- Advertising & Marketing
- Shopping
- Real Estate
- Arts & Crafts
- Lifestyle & Romance
- Computer Hardware

Our Sponsors

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Note: We have temporarily discontinued free submission package due to a lot of pending listings. We are sorry for inconvenience caused.

Welcome to Leading Link Directory...

A web directory commonly known as 'Listing Directory' mainly categorizes the websites' links. There are many sites which are offering web directory services. Leading Link Directory is one of these popular web directories. Our web directory is a free professionally edited directory, which allows you to submit your website to the suitable category for free. Our directory offers an ever expanding range of categories. We list the websites according to their category and niche. The main purpose of our web directory is to provide the websites an opportunity to promote themselves on world wide web. Getting your website listed in a web directory helps you to boost your link building efforts. Leading Link Directory is a dedicated effort to help you find the comprehensive collection of quality websites all over the internet. We take pride in the listing of quality sites. However, we avoid low quality, scam, gambling, alcohol and adult websites. We first review your site and if your site fulfills our listing standards, then we will list your site in our web directory.

We receive requests for the submission of hundreds of websites on daily basis. But the ones who meet our standards and qualifications, we verify and list their sites in our web directory.

Browse by Categories

- Arts & Crafts (10)
- Investment & Finance (14)
- Automobile (7)
- Lifestyle & Romance (6)

Advertisement

Adelaide to Brisbane from \$139 AUD

Link Building In 2016: “Digital PR”

The screenshot shows the homepage of The Courier Mail. At the top, there are two promotional banners for flights: "Fly from Adelaide to Brisbane" with Virgin Australia and "Fly Brisbane to Manila" with CheapOair.com. Below these is a navigation bar with categories like NEWS, SPORT, ENTERTAINMENT, BUSINESS, LIFESTYLE, VIDEO, and CLASSIFIEDS. A search bar and "JOIN TODAY" / "LOGIN" buttons are also present. A large orange banner reads "Don't miss your chance to bag a bargain." Below this is a "Featured Video" section showing a person holding a smartphone, with a play button overlay. The video title is "How is our need to be constantly connected impacting our lives and could a digital detox be the solution?". To the right of the video is a blue sidebar for a "RAIL SEAT SALE" offering "Up to 50%* off" on economy seats for long-distance rail services in Queensland, with a "Book now" button. At the bottom left, a headline reads "Travellers opt for tech-free holidays for a real escape".

Quantity

Quality


How To Do It;


- ✓ Build relationships with key journalists & influencers
- ✓ Be in the right place at the right time
- ✓ To make life easier, align your content marketing schedule with last years news cycle.


Back To Our Example


MOZ PA: 69 mR: 5.16 148 links DA: 84 3,404 646 21 ? | [Settings] [Menu] [Close]

EATER [Twitter] [Facebook]

 CURRENT GUESTS
0

 VODKA SHOTS
0


 PELMENI
0

 DOLLARS EARNED
\$0.00

Final Tally

One Night
Kachka

The real life of a restaurant extends far beyond a line cook's shenanigans or the number of covers turned each night. It's the happily tipsy regulars, the vivacious playlist, the backstory of the iconic dish. We're looking at the big picture — and the small ones: minute by minute, dollar by dollar, vodka shot by vodka shot. Welcome to One Night at Kachka.



[Twitter] [Facebook]

148 Links



Crocodile's Inbound Marketing Blog

In 2015, SEO Services as you know it, is dead!

Posted by [David McMahon](#) on 18-Feb-2015 11:02:00

Find me on:



SEO Services is DEAD!

Or as **Brandon Lidster** from [Reload Media](#) shared with us last night... it has certainly changed.

Last night I attended a talk hosted by the [Brisbane Content Strategy Group](#) on the subject of "SEO Refresh What You Need to Know for 2015". This group of content writers and content professionals gets together once a month in Brisbane to network and share their knowledge in the growing industry of content writing. [Sally Bagshaw](#), the organiser of the event, has been running it now for three years and the group is growing strong, [with over 400 members](#).

The focus of the discussion was around SEO and just how much the *SEO industry* has changed in the last 5 years. As well as how much the [search engines like Google](#) have improved the role of the [SEO consultant](#) - in many cases reducing the technical side and placing more importance on the quality of the content.

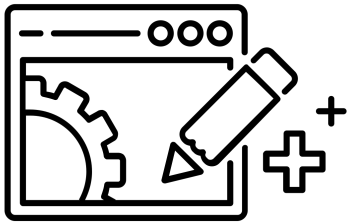
The talk highlighted a growing concern for business owners (and my clients) as the real truth about SEO sinks in -



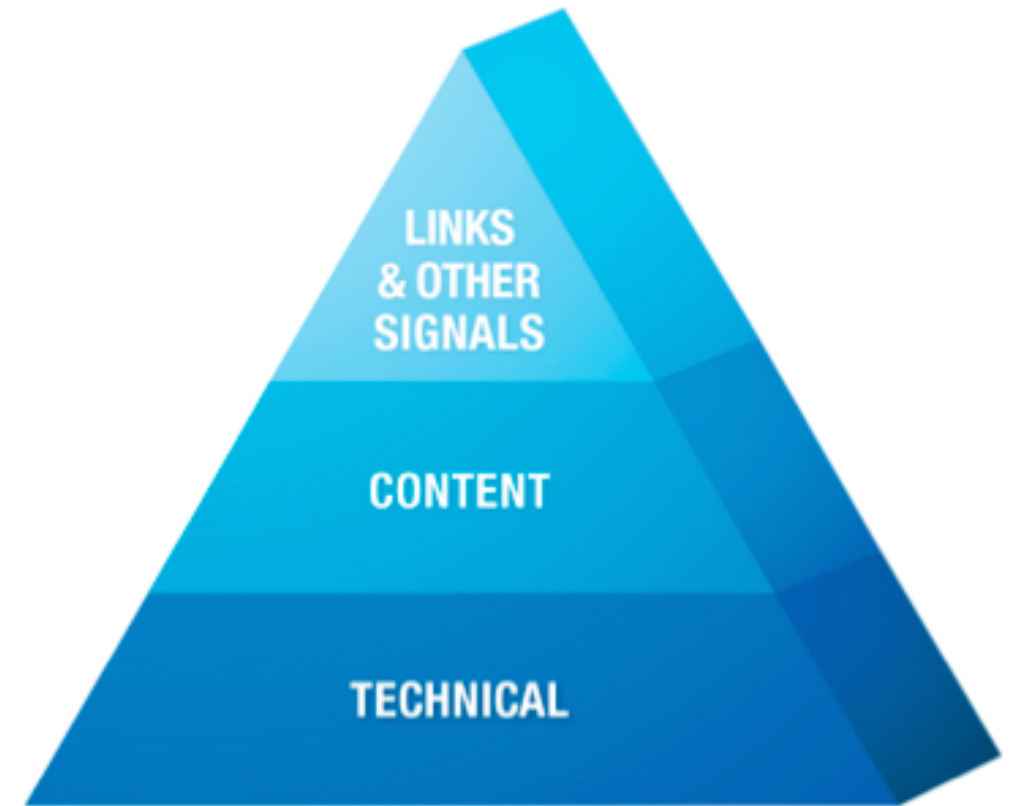
Even getting out and networking is SEO

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Technical SEO: Why Do It?



- ✓ Low cost
- ✓ Easiest to implement
- ✓ Easiest To forget



Back To Our Example: Technical SEO Inaction

The screenshot shows the Moz browser interface with the Eater website for 'One Night at Kachka'. The Moz toolbar at the top displays various metrics: PA: 69, mR: 5.16, 148 links, DA: 84, 3,404 Facebook followers, 646 Twitter followers, 21 Google+ followers, and a lock icon. The website header includes the Eater logo and social media icons. The main content area features the restaurant name 'Kachka' and a paragraph of text. A sidebar on the left shows a 'Final Tally' of \$0.00. A photo of the restaurant building is at the bottom.

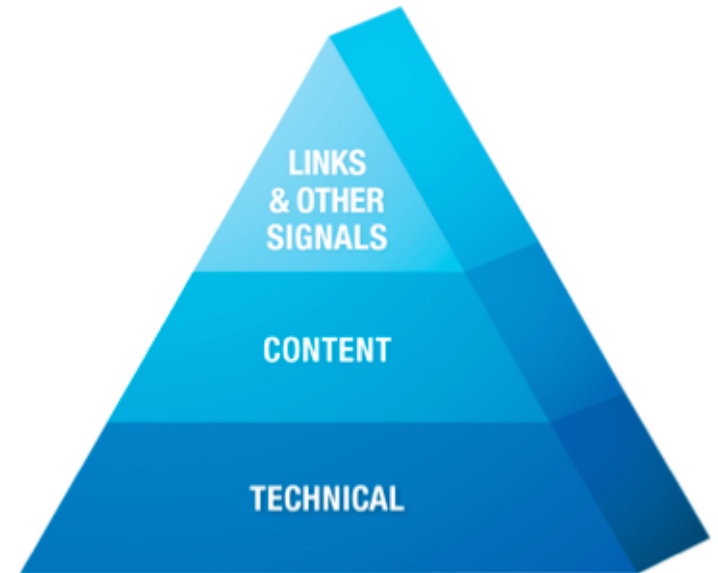
MOZ PA: 69 mR: 5.16 148 links DA: 84 3,404 646 21

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Final Tally
\$0.00



A Simple, Missed Opportunity

GOOGLE kachka review

All Videos News Images Shopping More Search tools

About 17,900 results (0.62 seconds)

Kachka - 300 Photos & 317 Reviews - Russian - Central Eastside ...
www.yelp.com.au/Restaurants/Russian
 ★★★★★ Rating: 4.5 - 317 reviews - Price range: \$11-30
 (503) 235-0059 · 720 SE Grand Ave Portland, OR 97214 · Russian ... 317 reviews of Kachka "I just wanted to offer a wholehearted thank you to Kachka for our incredible meal last night. I'm married to a Russian, and while I have ...

Kachka: vodka - zakuski - pelmeni
kachkapdx.com/
 Kachka: vodka - zakuski - pelmeni · 720 SE Grand Ave Portland, OR 97214. 503.235.0059.
 info@kachkapdx.com · Reservations. open daily 4:00 - midnight.

SE Portland's Kachka restaurant incites Russian food revelation ...
www.oregonlive.com/dining/index.ssf/2014/08/se_portland_kachka_restaurant.html
 Aug 29, 2014 - Like all of Portland's best restaurants, Kachka is a personal vision ... SE Portland's Kachka restaurant incites Russian food revelation (review).

Kachka, Portland - Restaurant Reviews, Phone Number & Photos ...
[www.tripadvisor.com/United States/Oregon \(OR\)/Portland/Portland Restaurants](http://www.tripadvisor.com/United States/Oregon (OR)/Portland/Portland Restaurants)
 ★★★★★ Rating: 4.5 - 65 reviews
 Kachka, Portland: See 65 unbiased reviews of Kachka, rated 4.5 of 5 on TripAdvisor and ranked #88 of 3991 restaurants in Portland.

Restaurant Report: Kachka in Portland, Ore. - The New York Times
www.nytimes.com/2014/10/26/travel/restaurant-report-kachka-in-portland-ore-.html
 Oct 26, 2014 - At Kachka, a Russian restaurant that opened in Portland in April, there are no servers wearing Red Army garb, no silly dish names referencing ...

Kachka Review | Bon Appetit
www.bonappetit.com/city-guides/portland/venue/kachka
 Apr 8, 2016 - Vodka and dumplings: What more could you ask for...except one more round?



One Night at Kachka | Eater

www.eater.com/a/one-night-kachka

Jun 4, 2015 - Here's literally every single thing that goes into one night of running a ... Bonnie and her husband Israel swung open Kachka's doors in April of ...

Bonus Technical Tip

Don't Forget Your Schema Tags:

The Best SEO Software for 2016 | Top Ten Reviews

seo-software-review.toptenreviews.com/ ▼

Looking for the best **SEO software**? Read expert **reviews** and compare features of the best and cheapest programs.

Web CEO · Advanced Web Ranking · SEO PowerSuite · iBusiness Promoter

Rankings & Reviews of Best SEO Software June 2016 - TopSEOs.com

www.topseos.com/rankings-and-reviews-of-best-seo-software ▼

Best **SEO Software**. Rankings and **reviews** of best **seo software** and best seo tools and resources.

SEO Software Review: WebCEO vs Raven and Moz

<https://www.webceo.com/seo-software-review.htm> ▼

SEO Software Review: Web CEO vs Raven and Moz.

Best SEO Software Reviews: SEO Software Tools 2015 - Bloggers Ideas

www.bloggersideas.com/best-seo-software-reviews-best-seo-software-tools/ ▼

★★★★★ Rating: 5 - Review by Jitendra Vaswani

Oct 17, 2015 - Get all Best SEO tools 2016 in one pack - get the best **SEO Software Tools** of 2016.

Using an **SEO software** can enhancing your SEO ...

Web CEO All-In-One SEO Software Suite Review - Woorkup

woorkup.com/Reviews ▼

★★★★★ Rating: 4.7 - Review by Brian Jackson

Apr 10, 2016 - Web CEO **Review**, the best all-in-one **SEO** suite. Powered by Majestic, local and

national keyword level tracking, amazing keyword research.

SEO Software Reviews - SEO PowerSuite

www.link-assistant.com/seo-software/compare-seo-tools.html ▼

Check out this largest and the most to-the-point collection of **reviews** of the best SEO tools. Read on, and pick **SEO software** that is not only the best for your ...

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Where SEO Is Now



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Consider
where your
audience is
and build for
it.

(Hopefully this
will have
happened at
the "Customer
Journey" stage)

Google noritor review

All Shopping News Images Videos More Search tools

About 1,610,000 results (0.48 seconds)

Noritor, Brisbane - Restaurant Reviews, Phone Number & Photos ...
www.tripadvisor.com.au > Brisbane Region > Brisbane > Brisbane Restaurants
 ★★★★★ Rating: 4 - 54 reviews
 #343 of 3,197 Restaurants in Brisbane. ... All reviews lunch bento bibimbap salad dumplings korean food casual restaurant japanese pancake treasury hotel main course excellent food specials entrees buzzer cbd vegetables. ... As a Korean, I can proudly say that Noritor does the most ...

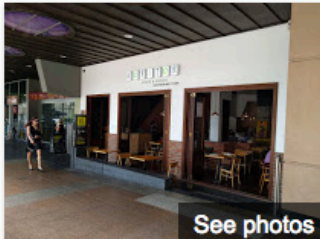
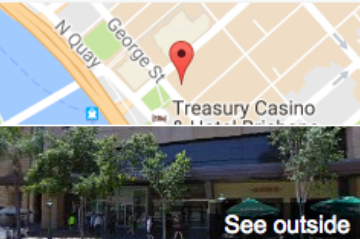
Noritor, Brisbane CBD, Brisbane - Urbanspoon/Zomato
www.zomato.com > Australia > Brisbane > Brisbane Core > Brisbane CBD
 ★★★★★ Rating: 3.7 - 113 votes Price range: Average A\$60 for two people (approx.)
 Oct 15, 2015 - 151 George Street, Brisbane CBD, Brisbane. ... For the top end on CBD this is a great spot for a catch up with friends or work lunch. ... Excellent choice of Korean, bento & more traditional.

Noritor Menu, Menu for Noritor, Brisbane CBD, Brisbane - Urbanspoon ...
www.zomato.com > Australia > Brisbane > Brisbane Core > Brisbane CBD > Noritor
 ★★★★★ Rating: 3.7 - 113 votes
 Noritor Brisbane CBD Menu - View the Menu for Noritor Brisbane on Zomato for Delivery, Dine-out or Takeaway, Noritor menu and prices. Noritor Menu.

Noritor Reviews, User Reviews for Noritor, Brisbane CBD, Brisbane ...
www.zomato.com > Australia > Brisbane > Brisbane Core > Brisbane CBD > Noritor
 ★★★★★ Rating: 3.7 - 113 votes
 User Reviews for Noritor, Brisbane CBD, Brisbane; Noritor Reviews; Noritor, Brisbane restaurant reviews on Zomato.

Noritor - 놀이터 | Facebook
www.facebook.com > Places > Brisbane, Australia > Korean Restaurant
 ★★★★★ Rating: 4.3 - 21 votes
 151 George St. Brisbane, QLD 4000 ... Noritor - 놀이터, Brisbane City. 387 likes ... Reviews. 4.3. 4.3 of 5 stars 21 reviews. People talk about: member of staff.

Noritor | Brisbane City | The Weekend Edition
<https://theweekendedition.com.au/stumble-guide/noritor/>

Noritor Bar and Restaurant ★

Website Directions

4.2 ★★★★★ 22 Google reviews
Korean Restaurant

Korean food served in an open, airy room with wood panelling, exposed concrete and hanging lamps.

Address: 151 George St, Brisbane City QLD 4000

Hours: Open today · 11am–3pm, 5pm–1:30am

Phone: (07) 3194 2660

Menu: noritor.com.au

Suggest an edit · Own this business?

Reviews from the web

Zomato	Facebook	Word of Mouth
3.7/5	4.3/5	4/5
113 votes	21 votes	1 vote

Popular times ?

Wednesdays

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● **Flight Centre**
Company

STA Travel



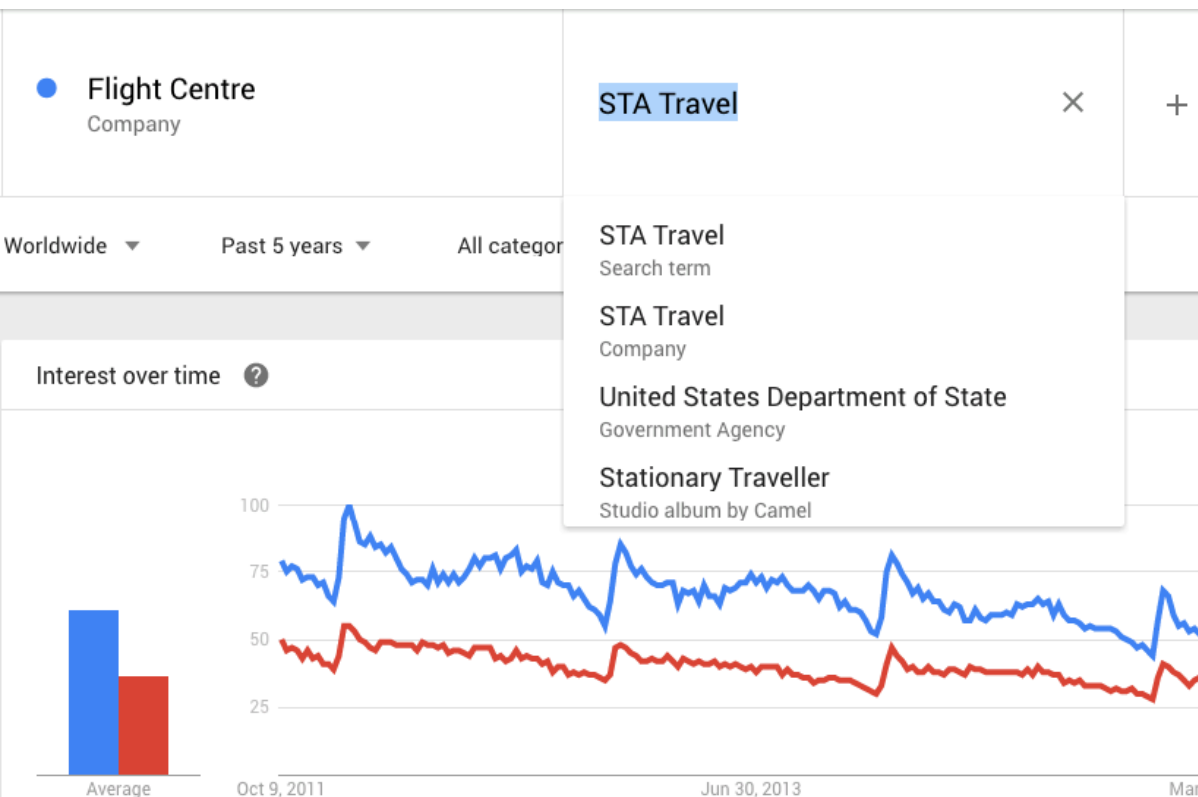
+ Add comparison

Worldwide ▼ Past 5 years ▼ All categories ▼

Interest over time ?



Average



travel agency australia



All

Images

Maps

Shopping

Videos

More ▼

Search tools

Country: Australia ▼

Any time ▼

All results ▼

Clear

Australia Tours & Travel - IntrepidTravel.com

Ad www.intrepidtravel.com/ ▼

Adventure Tours Which Take You Off The Beaten Track. Book Online Today

Local guides · Great discounts · 100s of destinations · 1000+ itineraries

Destinations: Australia, Vietnam, India, Cambodia, Peru, Morocco, Thailand, Turkey, Iceland, Galapagos

2017 Europe Tour Sale

10% Off Rio Carnival

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Ad www.cheapoair.com/en-au/CheapFlights ▼ (02) 8074 9565

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Ad www.atas.com.au/ ▼

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Ad www.travel-associates.com.au/Agents ▼

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www.statravel.com.au/ ▼

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Cheap Flights · Flights to Los Angeles · Cheap Flights to London · Tours

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reload
media

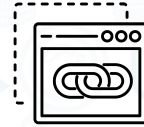
“What If I don’t Have A Lot Of Money?”

Thought Leadership



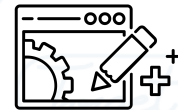
- ✓ Doesn't have to be interactive, rich media content
- ✓ Leverage your unique knowledge to add value.

Public Relations



- ✓ Depending on your industry and competition, “Digital PR” could be simply reaching out to thought leading bloggers within your niche

Technically Sound Website



- ✓ No shortcuts here – but this is often the most cost effective part anyway.

User Experience



- ✓ Don't invest in a new website straight away – Use instapage combined with Adwords to “test and learn” if a new layout and website will help your digital marketing performance overall.

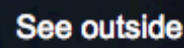




SEO: How To Do It In 2017

The latest tips & tricks to grow your SEO presence.

Ask: “What would Google do?”

They're not
just doing this
to be helpful...



Chemist Warehouse Fortitude Valley ★

[Website](#)[Directions](#)

4.2 ★★★★★ 6 Google reviews

Chemist

Address: 1000, Ann St, Sh 43 to 46 Emporium Centre, Fortitude Valley QLD 4006

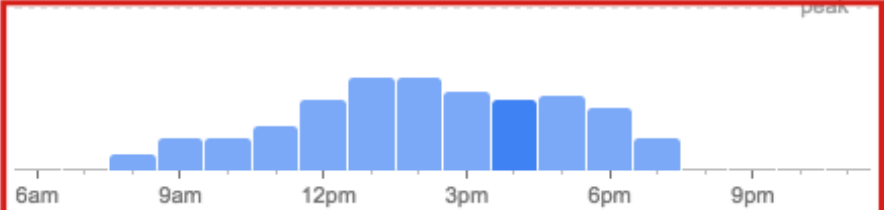
Hours: Open today · 7:30am–8pm ▾

Phone: (07) 3252 2645

[Suggest an edit](#)

Popular times ? Tuesdays ↕

Now: Usually not too busy



Plan your visit: People typically spend **15 min** here

Reviews

6 Google reviews

[Write a review](#)[Add a photo](#)

Optimizing for Rankbrain... Should We Do It?

(is it even possible?)

What does Rankbrain actually do?



SIGNALS

Keyword Matching -
Link Diversity -/+
Anchor Text -/+
Freshness +++
Domain Authority +
Engagement +++
Related Topics ++
Content Depth ++

- 1) Uproxx.com
- 2) Digital Trends.com
- 3) Metacritic.com
- 4) Paste Magazine.com
- 5) Tech Radar.com

In essence, Rankbrain helps Google determine what signals to prioritize for which queries.

Does THIS change how we do SEO? Well... sorta

How Should SEOs Respond

- 1) If you haven't already killed the "One KW, One Page" model for optimization, now's the time. Multi-query On-Page is the future.
- 2) One set of fixed inputs DOES NOT govern every query. Sometimes you'll need more links, but sometimes links will do nothing. Sometimes you need fresh content, sometimes it's pointless. Etc.
- 3) Domain-wide content & engagement reputation will govern much of the long-term ranking ability → match your "SEO brand" to the queries/types you care about most.



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media

Questions.



500

Global Clients



75+

Global Staff



18+

Awards



40

Partners



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Thanks!



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Global Staff



18+

Awards



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