

VOLUME 3
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2020

PAGES

CLEAN
PROVEN
SEO

AN SEO MAGAZINE

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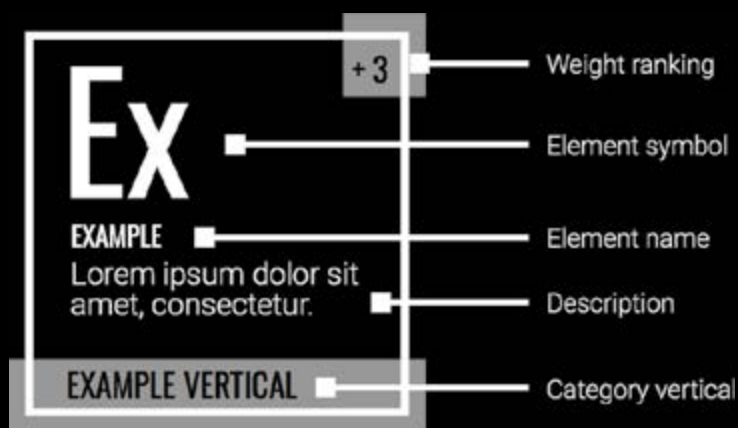
BUILDING SEO CONTENT: HOW TO EARN TRAFFIC & LINKS

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PERIODIC TABLE OF SEO FACTORS 2019

Search engine optimization seems like alchemy to the uninitiated. This guide to success factors, best practices and potential pitfalls can build the framework for your SEO strategy.



Search Engine Land

SEARCHENGINELAND.COM



SCAN FOR THE FULL REPORT

Qu

QUALITY

Pages must be well-written and highly valuable.

CONTENT

+3

Rs

RESEARCH

Investigate keywords people may use to find your content.

CONTENT

+3

Cr

CRAWL

Search engines must easily crawl your pages.

ARCHITECTURE

+3

Kw

KEYWORDS

Build target keywords into your pages.

CONTENT

+2

Mo

MOBILE

Optimize for today's smartphones and tablets.

ARCHITECTURE

+3

Tt

TITLES

Build keywords into your titles.

HTML

+3

Co

COUNTRY

Consider the country of your searcher.

USER

+2

Fr

FRESHNESS

Create timely content; refresh or retire stagnant pages.

CONTENT

+2

Dd

DUPLICATE

Be smart. Use canonicals, redirects.

ARCHITECTURE

+2

Ds

DESCRIPTIONS

Meta tags should describe what pages are about.

HTML

+2

Lo

LOCALITY

Consider the region of your searcher.

USER

+2

Mm

MULTIMEDIA

Images, video and audio can set your content apart.

CONTENT

+2

Sp

SPEED

Your site should load quickly on any device.

ARCHITECTURE

+2

St

STRUCTURE

Use Schema and more to turn data into enhanced listings.

HTML

+2

Au

AUTHORITY

Authority is everything. Covet links, shares and other signals.

TRUST

+3

Va

VALUE

Seek links from trusted, quality websites.

LINKS

+3

Ux

USER EXPERIENCE

Experience matters more every day.

USER

+2

An

ANSWERS

Create content that can be turned into answers in the SERP.

CONTENT

+2

Ps

HTTPS

Provide a secure connection for visitors.

ARCHITECTURE

+2

Hd

HEADINGS

Build keywords into your H1 - H2 tags, especially H1.

HTML

+2

En

ENGAGEMENT

Visitors should spend time with your pages, not bounce.

TRUST

+2

Ac

ANCHORS

Seek links from pages that use similar keywords.

LINKS

+2

Hs

HISTORY

Consider how regularly someone has visited your site.

USER

+1

Dt

DEPTH

Shallow content fails. Aim for substance.

CONTENT

+2

Ur

URLs

Build keywords into your page addresses.

ARCHITECTURE

+1

Am

AMP

Google's mobile page format is built for speed.

HTML

+1

Re

REPUTATION

Sites operating the same way for years carry weight.

TRUST

+1

Ba

BACKLINKS

The more high-quality links, the better.

LINKS

+1

In

INTENT

Consider why someone is conducting a specific search.

USER

+1

TOXINS

Cl

CLOAKING

Don't show the engines different pages than your searchers.

TOXINS

-3

Sc

SCHEMES

Buying links, spamming blogs, all terrible tactics.

TOXINS

-3

Sf

STUFFING

Don't be excessive with packing keywords into your copy.

TOXINS

-2

Ar

PIRACY

Hosting stolen content can get you flagged.

TOXINS

-1

Hi

HIDING

Making keywords invisible is a dirty trick.

TOXINS

-2

Iv

INTRUSIVE

Ad-heavy content, intrusive interstitials are a bad idea.

TOXINS

-1

EMERGING VERTICALS

Voi

VOICE

Say hi to Alexa, Google, Siri.

EMERGING VERTICALS

Loc

LOCAL

Listings, reviews, maps and more

EMERGING VERTICALS

Img

IMAGE

Photos, illustrations are rising in the SERP.

EMERGING VERTICALS

Vid

VIDEO

Searchers are looking for live action.

EMERGING VERTICALS



WELCOME.



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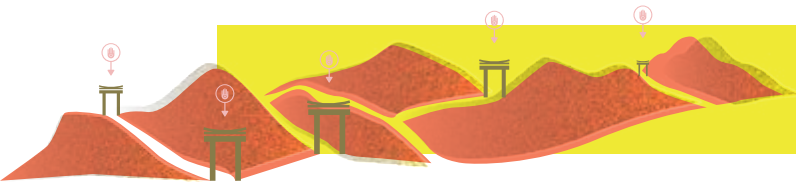
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READER VOICES

ON PAGES MAGAZINE

Got something to say about PAGES? Let your voice be heard.

We love hearing from you! Share your thoughts about PAGES on social media using the hashtag below, or send us an email at: info@pagesSEOMagazine.com



Thanks
TWEETS A MILLION!

#PAGESSEOMAGAZINE



Just got my @pagesSEOMag in the mail today. Excited to geek out, my wife is def going to make fun of me

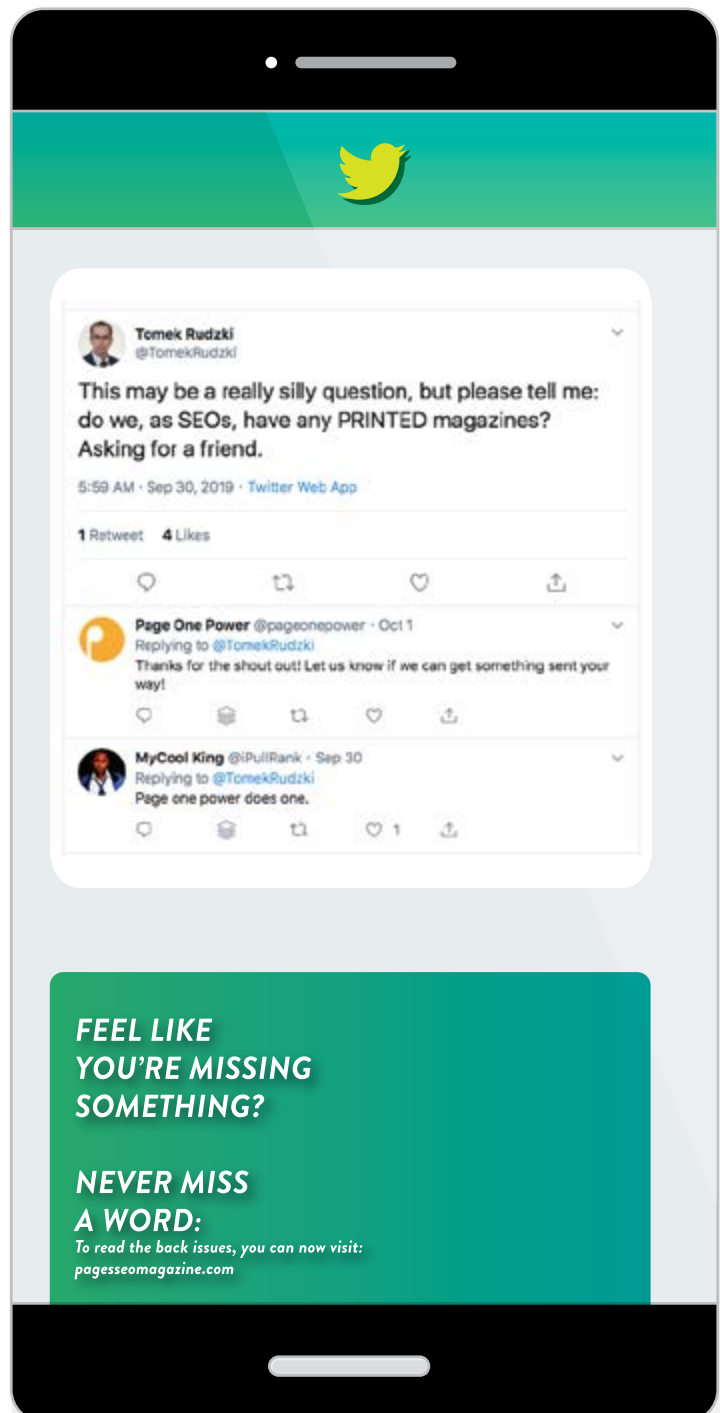
...wait a second, there's a crossword?!

PS You guys are awesome for sending a copy. Cheers!

Dan Gehant
[@copperinsights](https://twitter.com/copperinsights)



So excited! I was just looking earlier this week to make sure I had all the current issues. I was worried I may have missed one! My favorite so far: Link Reclamation by @BrockbankJames @Jen_Currier



Thank you all for reading!

VOL. 3 ISSUE 1

[THE PRELUDE]

IN AN ALWAYS EVOLVING INDUSTRY, JUST KEEP GROWING

At *PAGES*, we take great satisfaction in flipping over December's calendar page to reveal the start of the new year. It's like a curtain swinging wide, allowing the light of a new day to pour in. The significance of a new year is often viewed as a reset button. A button that identifies the need for fresh ideas based upon the triumphs, missteps, and aha moments of the passing year. Ideally, this button intelligently takes stock of what should stay or go so that growth happens, both in our personal lives and in business.

Thankfully, this issue is loaded with breakthrough ideas for you to execute business growth in 2020. Take on a new, holistic approach with team integration (p. 26), learn why you should ditch keyword search volume (p. 46), catapult your business to the top of the ranks (p. 62), find out why link building is now more important than ever (p. 18), stop leaving money on the table through Google's Local Pack (p. 54), learn how to establish returning users through valuable content (p. 38), and make a bigger impact in SEO (p. 32).

It's true...there is no easy reset button, but we are confident you'll find a few great ideas in this issue that will help you grow your business. Join us in pulling back the curtain on 2020 to discover what possibilities lie ahead as we all implement something new.

Let's grow together in 2020.

The **PAGES CREW** Crew

IN THIS ISSUE, THOMAS PUTS THE FLEX ON GOOGLE SEARCH CONSOLE TO MORE ACCURATELY TRACK YOUR KPIs.

Thomas Swisher is resident Web Analyst, SEO Strategist, and Data Scientist at Page One Power.

LEVERAGING GOOGLE SEARCH CONSOLE

Key performance indicators (KPIs) are an important part of any SEO campaign. Regardless of your goals, being able to accurately track the performance of your webpages is crucial to a successful campaign. Depending on where you are in a campaign will dictate what KPIs you will want to focus on.

For example, when creating new content to target new keywords, it is very important to understand how your content is performing. An easy KPI at this stage is tracking a page's performance for the keywords being targeted. You can create buckets of related keywords and use a tool such as Ahrefs to track the keyword performance.

The problem with this approach is it doesn't give a clear picture of how your page is performing. There will be many keywords that might not be included in your bucket that will have an effect on other keywords. Problems such as keyword cannibalization can be easily missed.

If these are important pages — such as service or product pages — then you might want to A/B test things, such as different title tags, headers, etc. To do this, you will need to understand how search engines are interpreting your pages. Are you ranking for related keywords? Do the related keywords have the correct "intent"? Answering questions like these can help a webpage perform much better.

So how do you get this information? The answer is from your Google Search Console. I've written a guide on how to use a free Google Doc add-on to extract the queries that Google is associating with your web pages, which then puts them into a Google Sheet for you. You can read it here:

<https://rebrand.ly/not-provided>.

This will bypass GSC's 1,000 query limit.

This is by far the best way I have found to extract keywords associated with my webpage so I can better understand its performance. Google doesn't give you every keyword. Some of the longer-tail and personalized keywords won't be in these reports.

There are many ways these reports can be used, such as spotting keyword cannibalization or even to help with internal linking. Understanding how search engines see your content is important to your website's success. ☺



HAVE AN SEO FUNNY?
 WE'D LOVE TO HEAR IT.

@pagesSEOmog



<https://rebrand.ly/not-provided>

UNDERSTANDING HOW SEARCH ENGINES SEE YOUR CONTENT IS IMPORTANT TO YOUR WEBSITE'S SUCCESS.

TIME KILLER



AKA: MAZE DAZE

START HERE

GOOD LUCK!
NAVIGATORS



Q + R

PAGE ONE POWER PRESENTS:

Q + R

QUERIES Q + R RESULTS

We're very excited to announce our new video series — **Queries & Results!**

In this series, we will deep dive into a variety of SEO issues and challenges that we see daily with our clients. The format for these videos will be roundtable discussions with Page One Power employees and SEO industry experts.

I have a query.

Let's find a result.



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@SarahBird



Search is always evolving, changing and growing and throwing a wrench in the gears whenever you happen to get too comfortable. And that's good. It's good for your customers because their search journey is increasingly customized to satisfy them. They live in a world that's trained them to expect answers to their questions anywhere and anytime. It's good for marketers because it forces us to think strategically and competitively, holding us to a higher standard and honing our skills to razor sharpness. It's good for SEO software because it spurs innovation. It's hard, but there's so much opportunity and room for growth right now.



SARAH

Burd

Moz



ARTICLE - No.1

[STEPHANIE SPARKS SMITH]
FOUNDER & DIGITAL MATRIARCH, COGWHEEL MARKETING

How To Build Quality Backlinks For Your Hotel Website





F

or years, backlinks have been an integral part of search engine optimization (SEO) and the success of top website rankings in Google and other search engines.

Hotels are no exception to this standard. Today, major online travel agencies like Expedia and Booking.com dominate paid and organic search engine results. So, link building is now more important than ever.

Whether your hotel website is hosted by a major brand or managed internally, you will not see much organic traffic or high rankings without having quality backlinks. Thankfully, link building is not a complicated process. It only requires some research and old-fashioned persistence that will pay off with improved website rankings, increased online exposure, and potential lead generation opportunities.

Start With A Listing Service

There are hundreds, if not thousands, of online directories where businesses can list themselves to be found by potential customers and partners. The large online directories that hotels may recognize are Yellow Pages, Yelp, and Manta. However, there are many other directories that can generate exposure for your hotel website and provide quality backlinks.

Signing up for a directory syndication service makes it simple to secure a listing on these directory sites. This service will push your hotel's contact information out to these directories for you. **Marriott, IHG, and Hilton have all partnered with Yext to provide this service for their hotels.** So, if your hotel is independent or if your brand doesn't provide an online listings service, this should be at the top of your backlinks to-do list.

Ask Your Existing Local Partners

Take full advantage of your hotel's membership with its local Chamber of Commerce, Convention & Visitors Bureau (CVB), and state tourism organization. These memberships include placement on each entity's "Hotels" or "Places to Stay" section of the website, which are almost effortless backlinks for your hotel. The first backlink opportunity on each of these websites is within your hotel's profile or listing.

In addition to your hotel's standard listing, tourism websites often provide an opportunity to promote packages and special offers. This is usually found under a separate "Deals" or "Coupons" section of their websites. Inclusion on these deals pages is typically free, as well, but may require you to take an extra step of uploading an offer or package to your CVB's extranet. Not only is this another quality backlink for your website, but **it will also drive incremental exposure for the few hotels that maximize the opportunity.**

Promote Local Packages

Every hotel should have at least one local package — built-in partnership — with a nearby attraction to help you align with your target market. Consider partnerships with shopping outlets, event centers, restaurants, or public transit. This provides additional opportunities to market your hotel and help you secure new backlinks. If you're offering a package alongside a nearby business, ask your community partner to promote it to their clientele, as well. This can be through placement on their website, in an email newsletter, or on social media.

You will want to do some light lifting by listing your package with a website link in these additional places:

SOCIAL MEDIA CHANNELS

YOUR TRIPADVISOR LISTING AS A SPECIAL OFFER

CHAMBER OF COMMERCE, CONVENTION & VISITORS' BUREAU'S DEALS PAGE

STATE TOURISM WEBSITE



Check Your Market's Demand Generators

Think about what drives demand for your hotel and your market – attractions, companies, associations, venues, etc. After you compile a list of your top demand generators, visit each one's website and search for anything related to hotels in the area.

What you're looking for is a page where they provide a list of nearby accommodations. If you find a hotel's information anywhere on their website, you want to be listed there, too. This is often done by simply reaching out to their website manager, filling out a contact form, calling, or visiting in person.

When asking for a backlink, show your hotel's value and how a listing on their website will be beneficial for their visitors. Identifying linking opportunities with demand generators will both help your hotel website and lead to long-term sales partnerships or potential local negotiated contracts.

Partner With Your Local University

Colleges and universities typically provide a local area guide with a list of nearby hotels on visitor, alumni, homecoming, and/or sports sections of their websites. You will want to be listed on each page of their website where a list of hotels can be found, which may require you to reach out to different departments. The effort here will be well worth it, as backlinks on .edu websites typically hold more weight than .com sites because these are usually highly-trusted domains.



[No Running By The Pool]



Outshine Your Competitors

Performing a backlink analysis of your competitors may help you uncover new linking opportunities for your hotel, as well as present possibilities to establish new local negotiated-rate accounts, group bookings, meeting space events, and local partners.

There are a plethora of free tools that will help you in this analysis that can be quickly found with an online search. Once you find your tool of choice, you will be able to copy/paste your competitor's website URL into the backlink tool.

Then you will be provided with a list of websites that feature your competitor. Go to each of the websites, and if your hotel isn't there, you just found a new backlink opportunity. **Consider doing this for multiple competitors throughout the year so that you are consistently uncovering new prospecting opportunities.**

Earn Publicity

Mentions in news articles, magazines, and newsletters are reputable sources for quality backlinks. Hospitality industry websites have free editorial, news, and "People on the Move" sections in which you can submit relevant articles. Potential sources are hotel-online.com, ehotelier.com, and hospitalitynet.org.

Also, if your hotel is celebrating a grand opening or recent renovation, you can contact your local news outlets to be featured in an online news story. In addition to traditional media, publicity can also come from partnering with social media influencers and bloggers to be featured on their website or blog, typically in the form of an impartial review of their experience at your hotel.

Dig A Little Deeper

When looking for online backlink opportunities, it also helps to search the websites of:

- Local funeral homes
- Large churches
- Hospitals
- Airports
- Public transportation departments

These organizations usually get a significant number of out-of-town visitors, so it's common for them to have a dedicated section of their website for local information.

Finding backlinks for your hotel should be built into the sales and marketing plan and addressed quarterly to determine new opportunities. If your hotel does not have a marketing department, this may fall to your sales team. Many times, the sales team already has the contacts. So, securing these links is just a matter of extending those existing relationships into the online space. ☺



*Make sure all the cogs
in your wheels keep
turning with Stephanie
and the Cogwheel team:
cogwheelmarketing.com/blog2*



SEO SHOULDN'T BE A GAMBLE

To get higher rankings,
you need better content
and more links.

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focus on content and
links because they
provide proven results.

**DON'T ROLL
THE DICE WITH
YOUR WEBSITE,
PARTNER WITH
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You can't know what your readers will be interested in, but you can know what they are looking for now. This is the main implication of content creation: you assume that users will be interested in a certain topic based on the information that a sufficient number of users are already interested in it.





SEMrush

OLGA

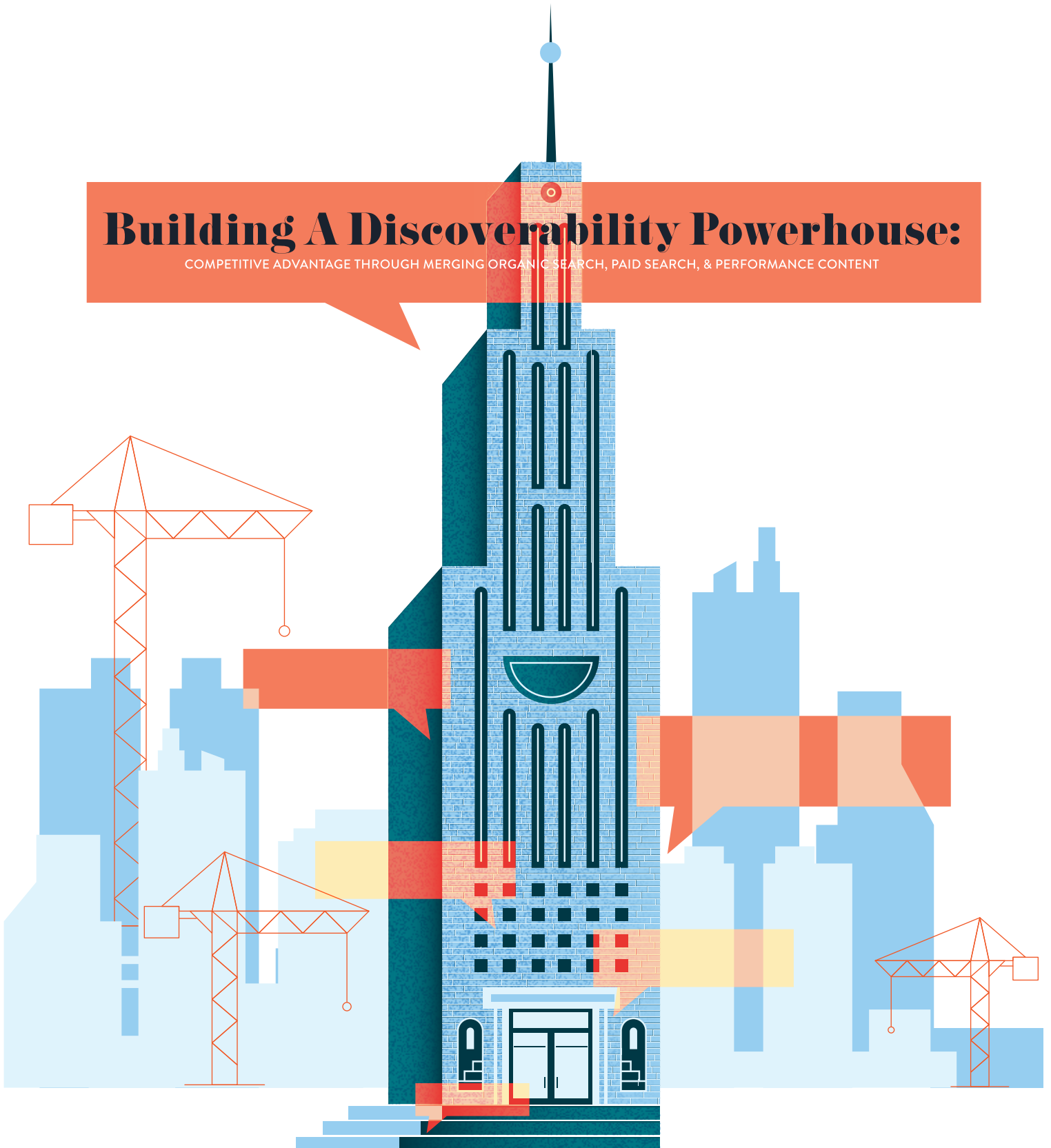
Andrienko

ARTICLE - No. 2

[HEATHER PHYSIOC]
GROUP DIRECTOR OF DISCOVERABILITY, VMLY&R

Building A Discoverability Powerhouse:

COMPETITIVE ADVANTAGE THROUGH MERGING ORGANIC SEARCH, PAID SEARCH, & PERFORMANCE CONTENT





As an industry talk a good game on collaboration, but the truth is that it's not really happening the way we tell our clients or executives that it happens. We waltz into new business pitches and make big claims about how "integrated" we are and how we "sit right next to" the people we work with on other teams. We preach that our recommendations are better because we have a more "holistic" offering. But whether it's across agencies working on the same client, different teams working within the same agency, or different teams in-house on the client side, collaboration is much harder to achieve in reality than we make it look on the outside.

More often than not, experts get sucked into their respective silos, buried by the day-to-day task lists of their jobs, focusing on their own areas of expertise. Agencies write SEO scopes and PPC scopes separately, often without accounting for content resource needs to make the channels successful. Companies bring recommendations forward to executives that don't have buy-in from our peers. We don't bring each other in, but then complain that we are not being brought in.

Learning From Mergers

My company has gone through many mergers and acquisitions over the years, and just in the last three years we have merged with three other agencies in our network. Most recently, we were an agency that had enormous e-commerce capabilities and a long-time partner and iconic brand-building agency. We effectively doubled in size to more than 7,000 employees and tripled our global footprint overnight to more than 90 offices worldwide. With those mergers came tons of complementary skill sets and client lists we could do great work for.

Through the mergers, we had presented to us a unique opportunity to solve chronic resource and collaboration problems by bringing the organic search, paid search, and performance content teams together under one unified umbrella.

Now our Discoverability group is 33 people in six offices across North America, and we've helped our global colleagues in South America and Europe establish stand-up search practices too.

With all this change and merging of teams, we had some hard choices to make and hard work to do to make this integration of different capabilities and cultures successful.



“In the next five years, interdisciplinarity will be the difference between companies with competitive edge, and companies that stagnate.”

Introducing Interdisciplinarity

Enter the concept of interdisciplinarity. It's an academic term describing when two or more schools of thought join forces to solve more complex problems as new needs emerge. It's when they combine and break traditional boundaries to solve shared challenges, benefiting from integrating and updating their individual approaches into a new, holistic approach. Interdisciplinarity is said to help solve for the detracting effects of excessive siloing and specialization.

In the rapidly evolving and increasingly commoditized field of search, executives and practitioners alike need to be thinking about this.

We tend to see interdisciplinarity happen in well-known technical and scientific fields. Think neuroscience, biochemistry, cybernetics. While search may not be curing cancer, there is new ground to be forged in our industry.

There is a key difference between complementarity and interdisciplinarity. Just about anyone can go online and learn SEO. Anyone can learn PPC. Plenty of companies do “complementary” search work — perhaps sitting next to one another and at least not contradicting one another's work.

But few do truly interdisciplinary work — offering new, evolved capabilities in search. In the next five years, interdisciplinarity will be the difference between companies with competitive edge and companies that stagnate. True interdisciplinarity is when the sum of the whole is greater than its parts. It's the gestalt of bringing distinct specialties together to create a completely custom solution for a problem. It's situational — people with relevant expertise bring unique knowledge and experiences for a more cohesive, end-to-end offering that is bespoke for the need. But it's repeatable and refinable as more problems come along.

This concept is a driving force that has guided our way through merging teams. Everything we do has focused on leveling up. And now we help clients in complex organizations do it, too. This is more than enhancing our implementation of SEO and PPC. This is about helping companies evolve the ways in which they think about and deliver on the promise of search.

Why Bother With Integration?

With professionals who have been smart and successful independently, why should we go to the trouble of moving away from separate swim lanes to one cohesive, unified group? And equally important, how?

GREATER ADVOCACY

The majority of our growth typically comes from better serving and expanding existing relationships, not winning big chunks of new business. You go from a select few team members on different teams advocating for their own work, to a combined force of all the team members advocating for all of each other's work.

MORE CROSS-SELLING & UPSELLING

An integrated team finds it easier to cross-sell and upsell when clients get stuck on related resources. Merging has allowed us to shift budget seamlessly between teams based on demand, offer pilots of the other services to our clients, show our chops, and prove outcomes we can earn. We can also talk to our clients about dominating whole search pages by seizing every space possible.

INCREASED SPEED AND SCALE

Having an integrated team with areas of overlap allow leaders to better distribute labor across the team. For example, our performance content team now writes SEO metas and PPC ad copy. Our paid and organic search teams are conducting keyword research and competitive analysis together, reducing duplication of effort. We're dividing and conquering to cover more research ground more quickly and share learnings from our own areas of expertise, delivering a stronger product and speeding it up by weeks.

A CULTURE OF KNOWLEDGE SHARING

Data sharing becomes second nature to an integrated team. It helps you find opportunities you wouldn't have spotted before. A deeper and wider pool of knowledge builds a deeper and smarter bench. It takes a culture of crowd sourcing and sharing where no one feels the pressure to know everything. We solve problems faster by pooling our knowledge.

MINIMIZE CANNIBALISM & COMPETITION

When individual teams have individual objectives, it runs the risk of being "every team for themselves." But ultimately, the company or client is held to a single-growth target. A joined team can help to people stop worrying about whose budgets and targets are whose, and instead focus on what's best for the business. It allows you to steer resources to where the greatest impact will be felt. It doesn't matter so much which channels deliver — as long as they do.

INCREASED CREDIBILITY

Recommendations have more weight and credibility together when they're vetted from multiple experts. Experts should talk about joint opportunities, the ways in which channels perform together and separately, balances paid, and organic recommendations. The more thoughtful approach is more easily defensible to a client or a board. Demonstrating more bang for the marketing buck makes it easier for clients and bosses to say yes and invest.

IDENTIFYING NEW CAPABILITIES

You will find that by integrating different specialties, you are likely to develop new capabilities at the intersections between those practices. This enables you to build and launch new, unified services that increase the value we can add for clients. In our case, this led to an end-to-end digital shelf optimization, offering enhanced landing page development, for example.

CREATE COMPETITIVE ADVANTAGE

True interdisciplinarity is difficult to accomplish, so it's hard for competitors to replicate. Competitive advantage happens when you put in the legwork that competitors can't, don't, or won't. Mastering integrated services can give you unique points of distinction that competitors simply don't have, and you become increasingly indispensable to your clients or organization.



**“There will be
no shortage
of risks,
roadblocks,
and obstacles
to integrating
teams.”**

WORKFLOW

Risks & Roadblocks To Integration

There will be no shortage of risks, roadblocks, and obstacles to integrating teams. The following are some you can anticipate as a driver of change.

MOVING FROM THEORY TO REALITY

As practitioners, we have deluded ourselves into thinking we collaborate well for so long, it's easy to become complacent and fail to see how things could be any better. As leaders, we have to make the case for the benefits of working together. As a group, we have to agree on the importance of getting into rooms, working on actual projects together, and proving outcomes through case studies. It's a massive cultural shift to change from individual athletes on three different teams, to a single, all-star, world-champion team. It doesn't happen overnight.

RISK OF BECOMING LESS AGILE

Counterintuitively, the larger the team, the harder it is to collaborate, especially when the team does several different things. Integration runs the risk of becoming a behemoth so big that we sacrifice our ability to move quickly. It's easy to fall into the trap of trying to force adoption of one team or the other's way of doing things, or to collaborate constantly on everything. But we quickly learned that design-by-committee doesn't work, and we can't force it. Group identity doesn't negate the need for autonomy. In fact, interdisciplinary teams fail without being able to maintain their identity and autonomy, or being empowered to make decisions that are right for their team and clients. Now we keep the connective tissue that bonds us as a group, but allow for "slicing and dicing" into smaller teams to serve any need in order to combat the problem of getting too big to stay nimble.

NEGOTIATING ROLES & DEFENDING TURF

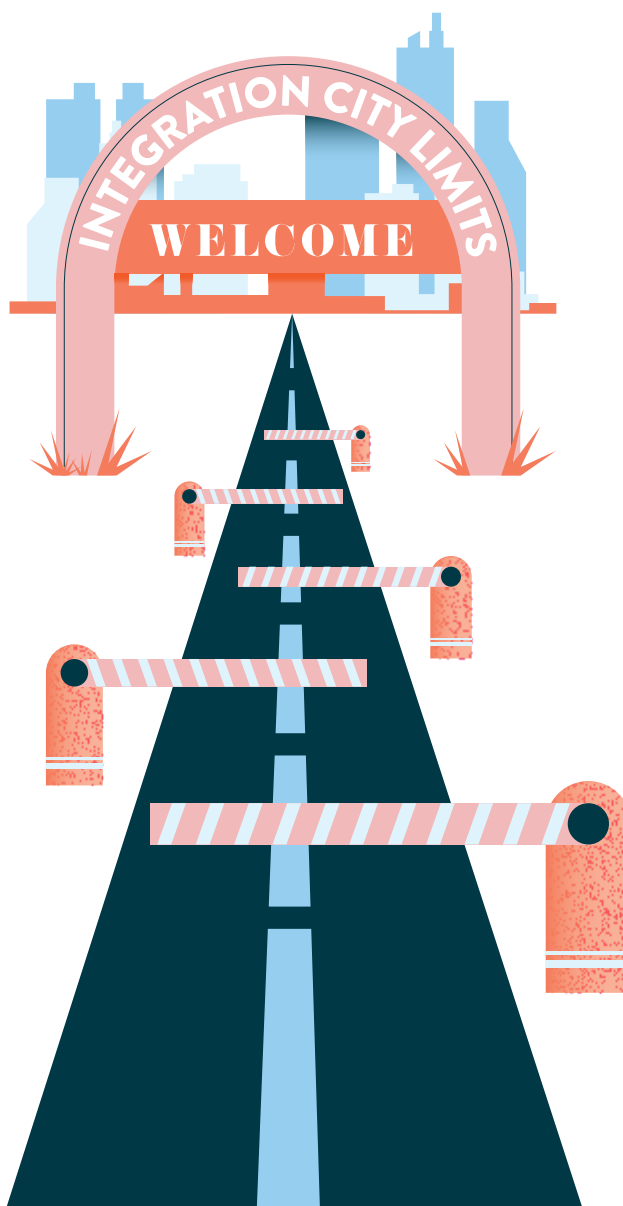
When integrating teams, conflicts are inevitable. Whether it's perceived competition for diminishing budgets or vying for the final say on a course of action, with teams of very smart people in different areas there is bound to be some negotiating of roles. Maybe even turf defending. But through integration, we all share the same turf. It takes extra effort to give the benefit of the doubt, assume good intent, and get on the same page. It's an exercise in humility to give everyone's expertise equal weight and actively seek perspective instead of it being an accidental afterthought. You have to create a culture where everyone wins when one of us wins.

COMPLEXITY OF MERGING PROCESSES

Merging processes that worked reasonably well is a common challenge. Each team has its own way of doing things, so they can be resistant and slow to change. You may encounter conflicting expertise and opinions. It's important to understand each team's process thoroughly before ripping them apart and sewing them back together — take the time to know why things are the way they are.

CHANGE FATIGUE

A constant barrage of non-stop change struggles to stick. It's too much for people to absorb and adopt. It causes them to burn out and lose interest because it feels like there's no light at the end of the tunnel. Companies that have a culture of ongoing testing, learning and optimization, and change as the norm expected for growth, tend to fare well in the face of change — but everyone has their limits.



Tips For Integration Success

Now that you are going into the process of integrating other teams with search informed on the risks and rewards, refer to the following tactical tips to get it right.

ANNOUNCE CHANGE QUICKLY

Move quickly to announce the change and inform the teams. Make it clear what you're doing and why, make the case for the benefits, and be honest about the challenges to get buy-in. Get the teams involved in the mission as soon as possible. Set the expectation that we sink or swim together. The most successful people in the face of change are those who don't waste time obstructing the inevitable, but instead roll up their sleeves and look for ways to help.

INTRODUCE & IMMERSE IMMEDIATELY

Once announced, rapidly take action to bring the teams together and activate. Get people in the room face to face as early and often as possible, and start a dialogue about a common mission and vision. Work together to brainstorm ideas on how to move forward. Our integration sessions include introductions and icebreakers, overarching sessions about the department and teams, capability and case study sharing, and team-building exercises. Once you have established the new team or process, reintroduce the team to the organization to put faces with names, and educate others on what the new group is capable of and responsible for.

IMPLEMENT CHANGE JOINTLY & STEADILY

Announce and immerse quickly but — in the beginning — slow down in order to speed up to better implement changes. Don't try to boil the ocean — focus on 1% changes one change at a time at natural points of intersection or moments of friction. Give ownership of different initiatives to people from each side to make sure you're considering all the angles, which helps with buy-in across the group. Charge everyone with making it successful.

Also, try to make early changes iteratively and at natural points of friction at first, so change actually feels like a relief. For example, every SEO can relate to being left out of the content process where keyword research is an afterthought, if it happens at all. One simple change — adding keywords and questions to a new content brief prior to creating content — makes both writers' and SEOs' jobs easier. Bonus, small wins can build momentum and endurance for more change.

NO PROCESS IS PRECIOUS

Process is supposed to be a flexible framework, not a rigid set of rules that stifles innovation. Commit to establishing clear processes that incorporate key search and content stakeholders, and bring those voices to the table to collaborate in creating and refining workflows. Create a living wiki to document recurring processes, which reinforces the message of steady evolution. Update and reorganize them regularly — everyone on the team should have access and trust to refine them. Finally, check in periodically on what isn't working and discard what doesn't serve you.

CROSS-TRAIN TO BUILD ADVOCACY

Conduct cross-trainings both in immersion and continuously over time. The intent is not to be able to do each other's jobs necessarily, but rather to be able to speak about them, advocate for them, and cross-sell them. We've done workshops, hands-on training, and even short-term job swaps like having SEOs write e-commerce product detail pages. It creates empathy, builds trust, and makes it easier to advocate for each other's work. It helps create mental checks for search experts to ask, "Am I including the right people?" or content writers to ask, "Can someone else add value here?" Make it a habit for your group by course correcting people when they forget, and validating and rewarding when they get it right.

RECOMMEND & REPORT TOGETHER

Integrated search and content teams should be recommending and reporting together. It sounds simple, but it's rarely done well. Too often, experts regurgitate data in a silo and then smash some slideware together. Instead, require them to compile and discuss their data together to identify the story the information tells, and how they can make decisions across channels to optimize. It helps them build a joint roadmap and prioritize where to focus for the biggest opportunities.



Tips For Integration Success (cont'd)

Now that you are going into the process of integrating other teams with search, informed on the risks and rewards, refer to the following tactical tips to get it right.

MONTHLY ACCOUNT STRATEGY SESSIONS

It's easy to retire to our individual corners and get stuck in the status quo, where departments don't talk to each other. These account strategy sessions are bigger than a task list - they are a time to collaborate, share what's happening, and talk about the future. Discuss how the brand is performing in each channel, problems the search and content experts are solving, opportunities we see, big risks or threats, and potential joint efforts, tests, or case studies. This simple meet-up model can benefit any group you're trying to collaborate with. Establish recurring round tables between search and other departments or global regions.

BUILD A NETWORKED TEAM

As your teams grow in size, geography, and complexity, consider moving to a "networked team" model. A networked team has central sources of truth and process, but the operations and execution are decentralized. You have common standards and best practices, but a networked team delivers how they need to. It's a balance of centralized control and local team empowerment.

CREATE A CULTURE OF FEEDBACK

When merging search and content teams, coaching and direct, immediate feedback greatly speeds integration. Make transparency and accountability a part of your group's culture. This means providing feedback to each other and feedback to you. It means peer reviewing each other's search and content work. It means scrutinizing your shared processes and ways of working. It makes the discoverability work stronger and reduces the margin for error. Setting the expectation makes feedback less personal and more about the quality of work.

MARKET COLLABORATIVE SUCCESSES

Marketing success can be a major driver of integration across discoverability teams. You should always look for wins (or warnings) to create case studies. Find meaningful wins that cross teams, and make sure your team, clients, bosses, and colleagues hear these stories. It increases buy-in, understanding, and engagement within your newly-integrated group.

SIT TOGETHER WHEN POSSIBLE

Who you sit with matters. Put your search and content experts together as much as possible. Turn around their chairs to make it easy to strike up a conversation about things they're working on and ask questions of each other. While rearranging the floor plan isn't in the cards for everyone, or people collaborating in different cities or companies, look for every possible opportunity for human contact. That means video chat, traveling for in-person meetings, desk drive-bys, spending part of your day parked with colleagues in their part of the office, real-time instant messaging or phone calls. Basically, whatever it takes to be present and engaged with people in other disciplines.

“Make transparency and accountability a part of your group's culture.”

Integration Is The Future Of Search & Content

To quote my colleague, Britt, “As individual teams, we’re experts. As an integrated practice, we’re a powerhouse.”

Selling whole, end-to-end services that have greater impact together than separately makes us more indispensable to clients who can’t imagine going back to the disjointed world of before. Combining and evolving our search and content capabilities into one discoverability group makes us stand out from the competition.

The cultural shift is massive — but worth it. It’s an iterative process with plenty of growing pains along the way. Even if it doesn’t make sense to reorganize or merge teams, it does make sense to break down barriers between other disciplines. These steps can help integrate search with any other department. It could be creating a competency circle around a certain type of work or client that transcends your org chart. As time goes on, new things are created, the group and its processes mature, and the lines between them start to blur. When your new culture is established, hire and promote for the traits to sustain it, like communication, being a team player, collaboration, accountability, transparency, and empathy.

There will be bumps along the way. It can be frustrating and time consuming up front. People won’t always agree and conflicts will happen. As a leader of discoverability in your organization, you can create a culture of openness, vulnerability, and feedback. You can create the expectation of iteration, evolution, and change. You can have the fortitude to push through obstacles together and forge something entirely new.

Remember that competitive advantage comes from doing the work your competitors can’t, don’t, or won’t. Because if it were easy, everyone would do it. ☺



“As individual teams, we’re experts.

As an integrated practice, we’re a powerhouse.”



Give Heather and her team at VMLY&R a follow on Twitter for more power to the people and content teams:

@HeatherPhysioc
@VMLYR

COMPETITORS OUTRANKING YOU?

YOU NEED BETTER CONTENT AND MORE LINKS

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SERVICES

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GINNY

Marvin

Ginny Marvin is Third Door Media's Editor-in-Chief, running the day-to-day editorial operations across all publications and overseeing paid media coverage. Ginny writes about paid digital advertising and analytics news and trends for Search Engine Land, Marketing Land, and MarTech Today. She is an event speaker and helps program the SMX conferences. With more than 15 years of marketing experience, Ginny has held both in-house and agency management positions.



To keep up with Ginny and her insights into the SEO world, give her a follow on Twitter: [@ginnymarvin](https://twitter.com/ginnymarvin)

HOW DO YOU FEEL ABOUT THE FUTURE OF SEO? WHERE IS THE INDUSTRY HEADED?

From my vantage point as someone who watches this space, we're at a really interesting point right now. For years, the industry has been talking about voice search, and yet, the big "voice moment" hasn't happened, yet, for a variety of reasons. SEO strategies haven't fundamentally changed due to users querying more via voice. But now we're seeing major advances in algorithmic capabilities in natural language understanding — Google's BERT being the most significant. With the search engines able to better understand nuanced meaning and intent of sentences and phrases, SEOs and content creators can focus more on writing naturally for people — the customers and prospects who will drive their businesses forward — rather than for machines. We'll have to see what it means for voice. At the same time, structured data and technical SEO considerations will continue to be really important.

WHAT IS ONE THING THAT MOST BUSINESSES CAN CHANGE WITH REGARDS TO THEIR APPROACH TO SEO THAT COULD MAKE THE BIGGEST IMPACT ON THEIR SUCCESS IN THE SEARCH CHANNEL?

It's not necessarily a change, but many businesses still don't have a mobile-first mindset. Mobile search experiences continue to evolve rapidly beyond the "10 blue links" to enable users to get information or take action right from the search results pages. Are you enabling your users to find the information they're looking for and take those actions? We're seeing the same thing happen in paid search as well, with users being able to take more actions right from the ads.

WHAT IS YOUR MOST PROUD ACCOMPLISHMENT IN THE DIGITAL MARKETING FIELD?

Being a part of a team of which I had long been a fan. I was a Search Engine Land reader and SMX attendee for years before joining the writing staff six years ago. Being a part of this group and the community is incredibly rewarding and a constant learning experience. I'm proud to play a small role in the stewardship of these brands and the search community as a whole.

IF YOU COULD CHANGE ONE THING ABOUT SEO, WHAT WOULD IT BE?

The one thing I would change is happening now. With the algorithms doing more (and getting better), search marketers are able to look up from their spreadsheets and manual controls to actually focus on the marketing, the strategy, the branding. As part of a talk I gave in June on the future of search marketing, I said, "Branding is performance and performance is branding." For years, performance and branding have been treated as almost diametrically-opposed strategies, but the reality is they are intertwined. There's a new appreciation for the impact of brand on visibility, click-throughs, CPCs, and ultimately, on conversions, and CLTV that's really exciting to see.

HOW CAN DIGITAL MARKETERS LEVERAGE PAID SEARCH TO SUPPORT SEO EFFORTS?

The most obvious is in data sharing. What are your paid teams seeing in terms of audience, queries, and landing page performance? Paid can act as a quick-learning testing ground for your SEO efforts.

WHAT ADVICE WOULD YOU GIVE TO MARKETERS OR OTHER INDIVIDUALS JUST GETTING STARTED IN SEO?

The biggest eye-opener for me when I first got into search marketing was going to a conference. Everything kind of comes alive, the concepts start to connect, and you realize there is an entire community focused on learning, growing, and sharing knowledge. Having a side project to experiment and test things out with, without risking someone else's budget, can also be a great way to learn. Finally, a foundational understanding of marketing and analytics concepts will help ensure everything you do ties back to the business goals.

ARTICLE: No. 3

[CONNOR BONAM]
SEO STRATEGIST, DEALER INSPIRE

SEO Mythbusting:

Is there bad organic traffic?





No.

We've been fielding an increasing number of questions about whether national — or even international — organic traffic is a bad thing. The short answer is no, absolutely not. The long answer is that things are a bit more complicated.

SEO GOALS FROM AN AGENCY PERSPECTIVE

Let's start with the basics: Considering your site, what are the primary goals of SEO? To improve rankings, get more users, earn more goal completions, and sell more products or services. That final goal is key: an agency wants to increase revenue for the client. The easiest way to do that is to reach local users who are closer to the company or service, especially for smaller local businesses like car dealerships or mom-and-pop stores.

One of the best ways for a smaller business to improve rankings is through creating valuable content, with one of the quickest paths being Q&A-style content in their vertical. No matter the industry, there are unanswered questions that potential customers are asking — and answers to those questions can bring significant results to those small local businesses. Tools like Answer the Public and forum topics in a client's industry can help an SEO find those unanswered questions to help drive traffic to a site.

It's not uncommon for a small business to answer one or more of these questions and rank nationally for them. Walla Walla Valley Honda* has an Accord vs. Civic page that addresses common user questions with a direct and comprehensive answer, and the result is a featured snippet that's driving national traffic to that page. If this sounds to you like a clear example of a win, you're not alone, but things can quickly get blurry.

Google

honda civic vs accord |

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www.autotrader.com

Honda Civic vs. Accord: Is the Civic or Accord the Honda...
<https://www.wallawallavalleyhonda.com/whats-the-difference-between-the-...>

*Walla Walla Valley Honda is a client of Dealer Inspire



The Concern Around Nationally-Ranking Pages

From an agency perspective, a nationally-ranking page shows that we are creating content valuable enough to be shown to users well outside of a local business's customer base. It identifies the business as an authority in their field — growing trust, increasing brand awareness, and drawing traffic to the site. While these are all wins, the concern comes from a mismatch between the goals we mentioned above and the primary goal of the business: to sell more products or services.

The “concern” around nationally-ranking pages comes from the business's perspective. A local business might see they are getting traffic from the other side of the country and be concerned that search engines are confusing where they are and who their customers are. Worse still, what if the search engines are no longer showing the business's site to their relevant, local users?

Pages That Rank Nationally Also Rank Locally

This might seem silly to point out, but the pages that rank nationally also have the same position locally. We reviewed a group of different pages that are ranking number 1 nationally and found that they are in the same position when looking at the top 3 target cities for the business. Again, this is not earth-shattering information, but it's important to remind clients concerned about national traffic that their local customers and users are also looking for the same information — and it's valuable for users to see those answers come from their business.

Expertise, authority, and trust are too often dismissed or ignored by smaller businesses despite Google's insistence on their importance as ranking factors. In addition to highlighting how nationally-ranking pages rank locally, it can be helpful to make an analogy to something more familiar. Point to the reputation of The New York Times or The Washington Post, and how trust in their expertise and in their answers has allowed them to retain readers and survive in the digital age. A client ranking nationally, showing up in position 1 or position 0 in the SERPs, can help them build trust with users and establish a brand awareness that extends beyond that single ranking. Users will continue to trust their site and come to them first when shopping for their product.

Nationally-Ranking Pages Grow Returning Users

Trust matters for SEO. When users get that answer they are looking for, they are much more likely to return to that site when they are ready to make a purchase. When studying the sites from the group of nationally-ranking pages above, we found a 36% increase in returning users after the nationally-ranking page was published.

Returning users aren't just nice to have; they're much more valuable for a site. AnalyticsEdge.com says, "Numerous studies have shown that websites tend to have more new visitors and fewer returning visitors. But the returning visitors tend to have a higher engagement — they bounce less, view more pages per session, and have higher session durations. They also tend to have higher conversion rates and higher sales...much higher. This makes us want more returning visitors."

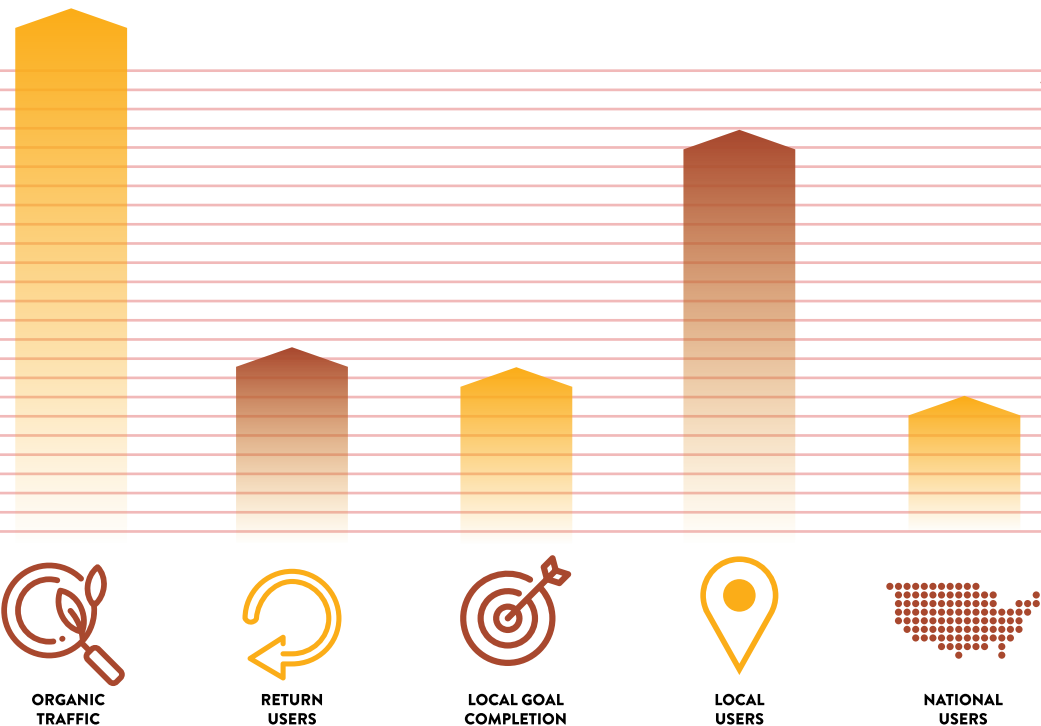
More National Traffic Equals More Local Traffic

Ranking in position 1 or position 0 nationally will bring more traffic from outside a client's local customer base, but it should also bring increased levels of local traffic. When reviewing data for nationally-ranking pages and the sites they belong to, we found that they resulted in a:

100% AVERAGE INCREASE IN ORGANIC ENTRANCES TO THE SITE AFTER THE PAGE WENT LIVE.

272% AVERAGE INCREASE IN OUT-OF-STATE TRAFFIC TO THE SITE AFTER THE PAGE WENT LIVE.

21% AVERAGE INCREASE IN IN-STATE SITE ENTRANCES AFTER THE PAGE WENT LIVE.



Conversions Remain Relevant And Local

National traffic doesn't convert the way local traffic does. Part of keeping a client's name, address, and phone number consistent is keeping it visible; the average Internet user knows when they land on a small business's site and when that site is not local to the user. The address is right there, the phone number will often be in a different area code, and many small businesses have their location in their name (like Walla Walla Valley Honda). This means users aren't likely to fill out a form or request a service unless they're close enough to the business.

When reviewing the nationally-ranking pages and site we mentioned:

91% OF TOTAL PAGE ENTRANCES WERE FROM OUT-OF-STATE USERS.

8% OF TOTAL PAGE ENTRANCES WERE FROM IN-STATE USERS.

27% OF TOTAL CONVERSIONS WERE FROM OUT-OF-STATE USERS.

72% OF TOTAL CONVERSIONS WERE FROM IN-STATE USERS.

While a majority of sessions to those pages were from out-of-state users, a majority of goal completions during that time were from in-state users. The only annoying thing to come from a nationally-ranking page might be a slight bounce rate increase as well as a few forms from someone unaware of where the business is actually located. Depending on the type of business, forms from somewhere far away might not even be an issue. The true benefit of nationally-ranking pages is a 100% increase in organic entrances, a 36% increase in returning users, a 33% increase in local goal completions, and an increase in the authority of the site.

When users get the answer they are looking for, they are much more likely to return to that site.

Now that we've covered how nationally-ranking pages can be good — even essential — for small businesses, it's time to review the best way to get those position 1 and position 0 spots in the SERPs. The best tools to find those questions people are asking are:

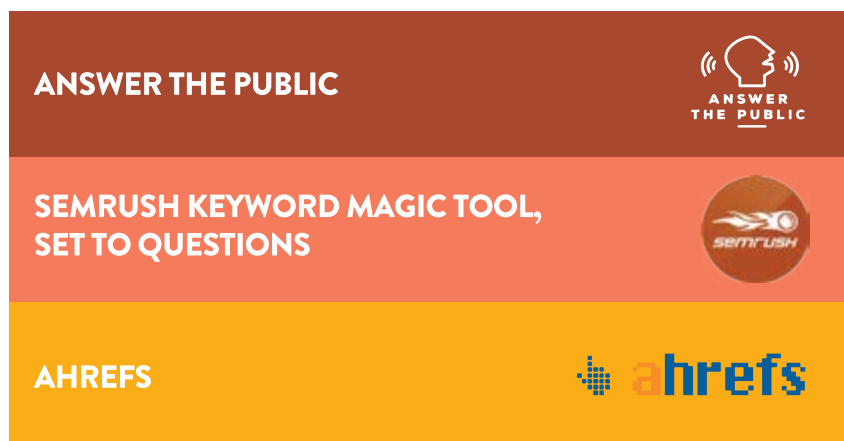
- Answer the Public
- SEMrush Keyword Magic Tool, set to questions
- Ahrefs

Answer the Public offers up all variations on a question, making it an ideal starting point for content ideation. Without search volume or keyword difficulty though, an SEO's next step should be to head to a familiar tool like SEMrush or Ahrefs. These tools, and others like them, can provide you a keyword difficulty (how hard it is to win that number 1 ranking) and a search volume (how many people are searching for that keyword) so you can be confident those questions are worth targeting. This is just the beginning of the research step, however. Even if you are a subject matter expert in the field you're working in, it can be incredibly beneficial to visit online communities to see the questions being asked and the answers being offered and accepted. This tier of research can bring up valid answers that may not be showing up in the SERPs at all.

Once you've got your question and have thoroughly researched your answer, it's time to write. Your H1 and title tag should be that question (or the answer to the implied question), and it's imperative that you make it 100% clear to search engines that you have the answer to this valuable question. Your introduction should lay out the answer clearly and be as direct as possible. In some rare cases you might be finished at this point, but typically you'll have a few H2s that expand the scope of the topic. You also may need to dive into variations on your answer or offer additional context. If your business has a relevant call to action — to schedule an oil change on a blog about how often you really need to change your oil — a link to a contact form can satisfy a user's needs and keep them on-site. Otherwise, it can be helpful to have relevant links to other topics on your site to hopefully mitigate any damage to your bounce rate.

Now, go on and answer those questions, get that traffic looking for answers, and don't be worried about traffic not being "close" to your physical location. ☺

*Catch a ride to more tips on
gaining organic traffic with
Connor and crew on LinkedIn:
[linkedin.com/in/connor-bonam-7b6727b1](https://www.linkedin.com/in/connor-bonam-7b6727b1)*



Expertise, authority, and trust are too often dismissed or ignored by smaller businesses despite Google's insistence on their importance as ranking factors.





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ARTICLE - №. 4

[CODY WEST]

CHIEF STRATEGIST & FOUNDER, ASSISTED REACH



Why SEOs Need To Ditch Keyword Search Volume

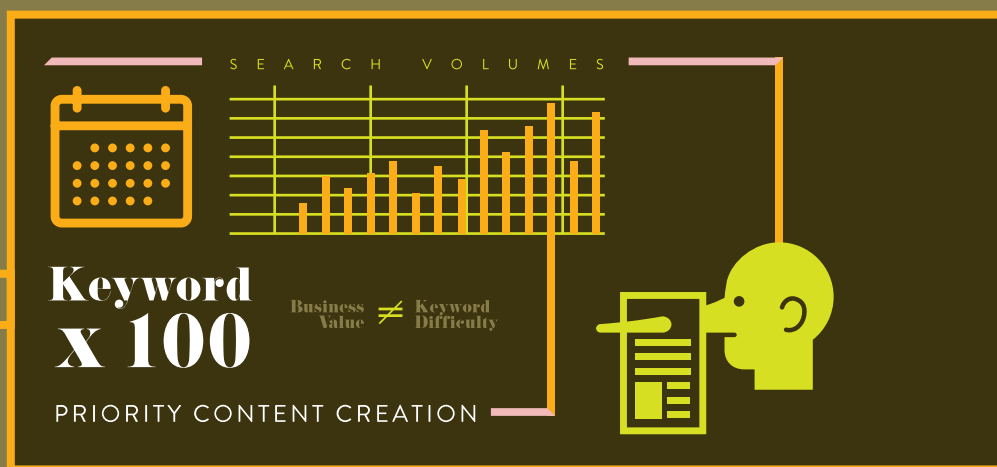
K

eyword search volume is the number of searches a keyword receives during a given period (usually per month). It is a commonly used, descriptive statistic in SEO and content marketing that helps compare and value a group of keywords.

For example, let's say we are building an SEO-driven editorial calendar and have a spreadsheet containing 100 keywords with their respective search volumes. Assume the difficulty to rank for each keyword and the value from a business perspective are equal. A common approach to prioritizing content creation is to create content for the highest search volume terms first.

Using keyword search volume in this way can be misleading.

In this article, you're going to learn why that's the case and then what you should use in place of keyword search volume.



The problem with Keyword Search Volume is it doesn't account for the click-through rate (CTR) on the Google search engine result page (SERP) for that unique keyword.

To see an extreme example of this, Google "pounds to kilograms converter."

You'll notice Google has built in a pounds to kilograms converter directly into the SERP!

There's no reason to click through to any of the results because Google is answering the query directly in the SERP.

Even if this particular keyword gets thousands of searches per month, it'd be a massive waste of resources to try to create a pounds to kilograms converter on your site.

Why?

The only site seeing any of this traffic is google.com.

Rand Fishkin conducted a study showing that in June of 2019 (for the first time ever), the majority of browser-based searches in Google resulted in zero clicks.

So how do you account for varying click-through rates by keyword?

The answer: start using clicks per search.

Mass

1 = 0.453592

Pound Kilogram

What is Clicks Per Search?

Clicks per search (CPS) is a ratio of the number of clicks for each search.

If the ratio is 2, that means there are two clicks for each search. If the ratio is .5, that means there is one click for every two searches.

For our pounds to kilograms converter example, the CPS is going to be very low because there will be more searches than clicks.

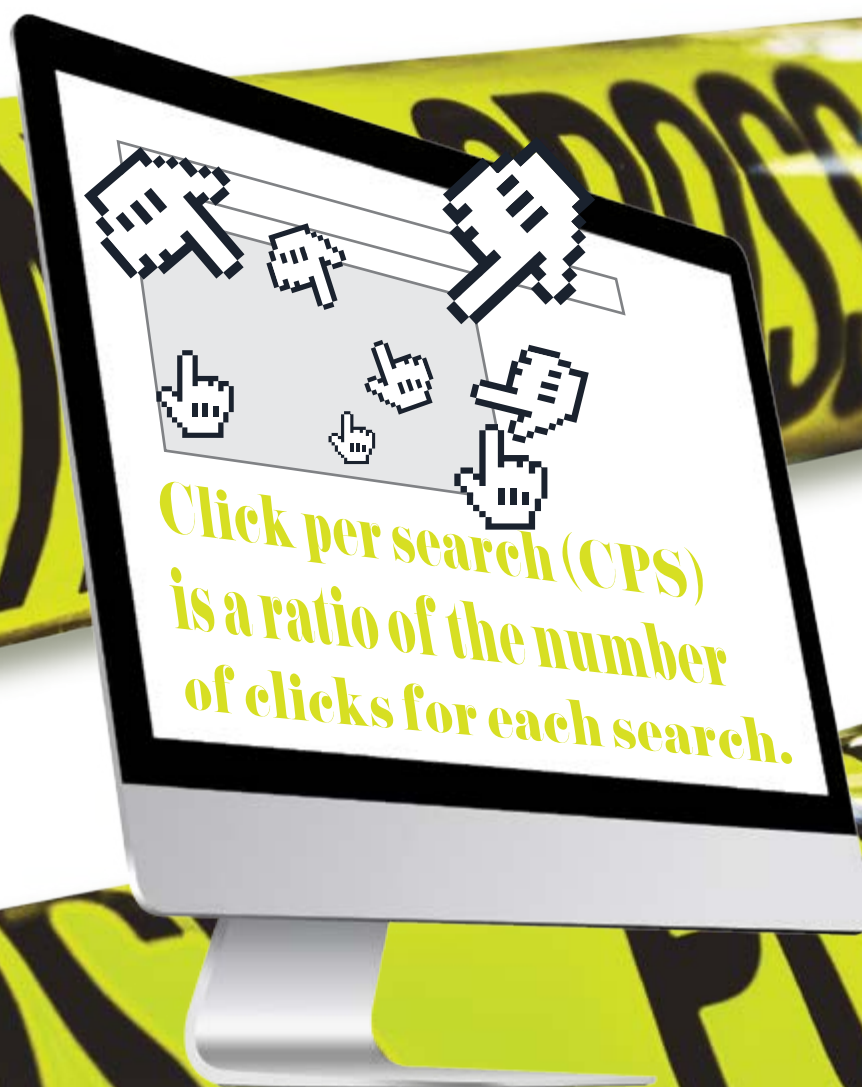
You can probably guess that the lower the CPS, the higher the probability that there are SERP features present in the SERP for that keyword.

A higher CPS means that searchers are, on average, clicking through to more than one result.

Here are a few examples that could cause this to happen:

The results for the given query are poor. Searchers are reading through many results to get a sufficient answer.

The query is a “your money or your life” (YMYL) query. Searchers are more engaged with the results and spend more time researching because topics are impactful on their life/money.



What to use instead of Keyword Search Volume

The main reason we use keyword search volume is that we want a value that describes how much traffic we can drive to our website by creating a new page.

So is there a better value we can use? Yes, traffic potential.

Conceptually Understanding Traffic Potential

Here's a basic traffic potential calculation you'll often see:

Search Volume * Generic Positional CTR =
Keyword Traffic Potential

Generic positional CTR is the generic click-through rate percentage for the position in the SERP a URL ranks at. "Generic" means that the CTR does not adjust for each keyword.

$$\text{Search Volume}^* \text{Generic Positional CTR} = \text{Keyword Traffic Potential}$$

When we look at rankability at my agency, we usually think about the following factors:

Authority/Strength of the domain (metrics like Domain Rating and Domain Authority)



Keyword difficulty from a backlink perspective



Content quality (including on-page optimization and UX)



Using these three factors, you can determine a "rankable position." Next, you apply a generic CTR curve (like the one at Advanced Web Rankings) to determine the generic positional CTR.

There are a few significant issues here in that the formula uses a generic CTR curve, not one specific to the SERP, and that the formula doesn't account for CPS.

Let's fix it and add CPS and Keyword Specific Positional CTR to the formula:

CPS * Search Volume * Keyword Specific Positional CTR =
Keyword Traffic Potential

The above formula accounts for the number of clicks per search for a given keyword, giving you a much clearer picture of the actual traffic potential.

Even though we calculated the traffic potential for a given keyword, this isn't necessarily useful in practice.

Why?

We're only calculating this for an individual keyword. When you create a page around a topic, that page will typically rank for a lot more than just a single keyword.

To get an accurate idea of what the actual traffic potential for that page is, you need to SUM the traffic potential for each keyword the page ranks for:

SUM (CPS * Search Volume * SERP Specific Positional CTR) = Total Traffic Potential

How to find Traffic Potential

Here's an easy way to get traffic potential so you can use it in your analysis.

At my agency, we use Ahrefs to do this because we've verified that they use CPS and SERP specific CTR curves in their organic traffic calculation. If you use a different tool, check to see how they are calculating organic traffic.

First, determine what the main keyword is for the page you want to create.

Second, determine what position is "rankable."

Next, Google the main keyword and copy the URL that currently ranks in the position you deemed as "rankable."

Finally, paste the URL into Ahrefs Site Explorer to get the organic traffic estimation. Use this as your traffic potential value.

Using this in practice

At our agency, we build an SEO-driven editorial calendar and opportunity model. We add all the topics to the editorial calendar and then calculate a priority score for each topic so we can prioritize the topics with the highest potential value first.

We build priority scores based off:

- Traffic potential
- Keyword difficulty based on links
- The business value of the keyword
- Authority/strength of the domain vs. the competitors

Traffic potential instead of search volume is integral to this priority calculation. If we used search volume, but the keyword has a very low CPS, we would be severely overestimating the traffic from the keyword, and the priority score would be unreliable.

WHEN YOU CREATE A PAGE
AROUND A TOPIC, THAT
PAGE WILL TYPICALLY RANK
FOR A LOT MORE THAN JUST
A SINGLE KEYWORD.



Keep up with Cody and his
arsenal of keyword expertise
on Twitter:
[@codywestseo](https://twitter.com/codywestseo)



@Marie_Haynes



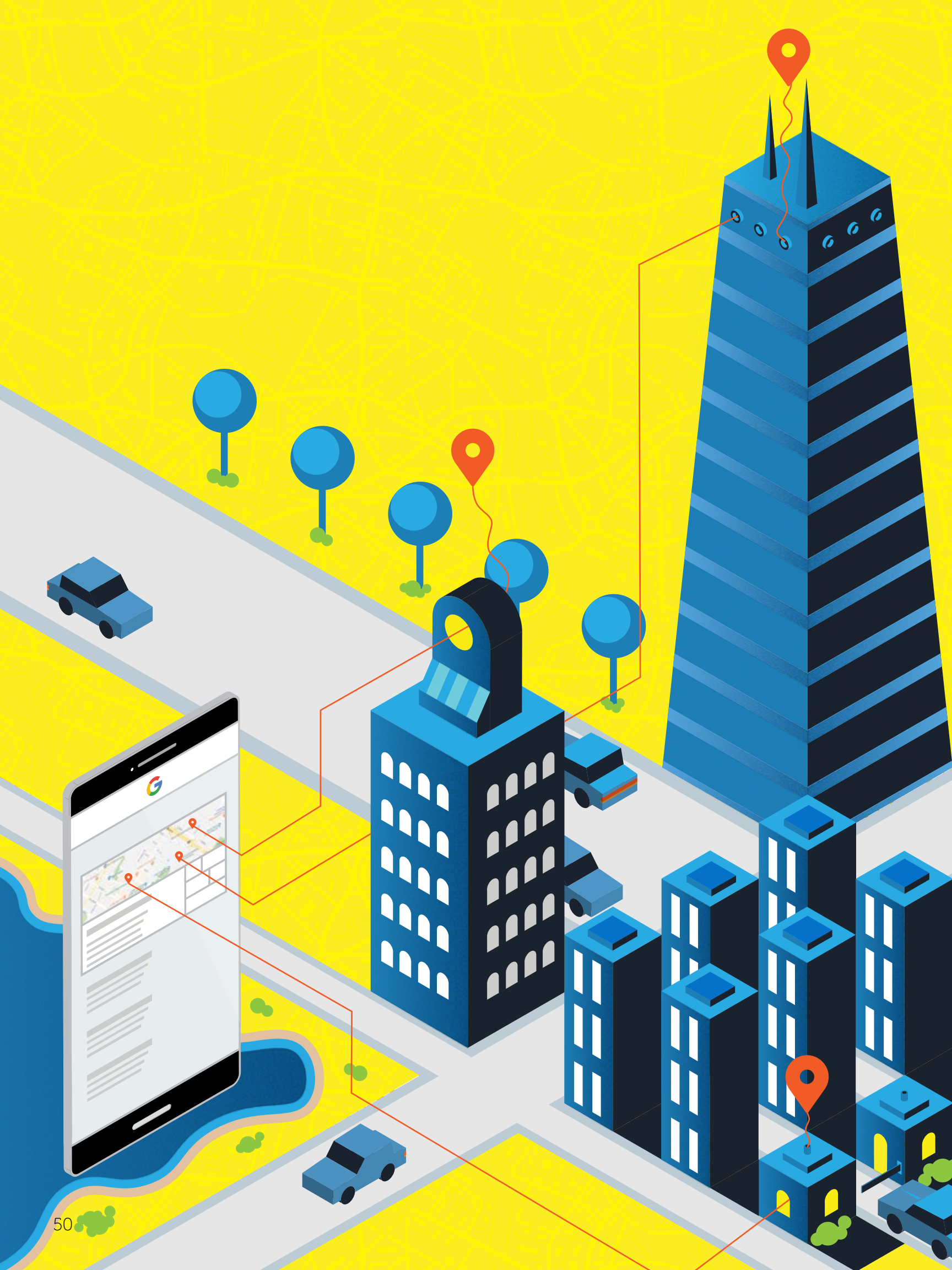
Google is getting better and better at determining which websites are truly doing the best job at helping searchers. If you've lost rankings, it's highly recommended to have several people who are not emotionally connected to your business review both your site and your competitors' sites and give their opinion on whether your site truly is the best result for those searching for your top keywords.



MARIE

Haynes





[ALEH BARYSEVICH]

FOUNDER & CMO, SEO POWERSUITE & AWARIO

Let's start with the obvious. In 2020, every search is a local search. Google knows where you are and where you used to be (it can probably guess where you're going, as well). Whenever you type a query with commercial intent, you're getting carefully-calibrated results.

Ideally, where you want to be is Google's Local Pack. The Local Pack is that table with top business listings that appears when you search for something to buy. With over half of searches run from mobile devices, a single Local Pack may take up as much as an entire results page on a smartphone.

If you aren't putting in the effort to optimize for local search, you are simply leaving money on the table. This guide is designed specifically to go over the most important aspects of optimization for local search. By the end, you should have a clear enough idea about what to do next.

3 THINGS TO CONSIDER TO OPTIMIZE WHEN FOR LOCAL SEARCH

THE THREE BIGGEST LOCAL SEO ISSUES FOR ARE: Google, Links, & Website Audits

I. HANDLE GOOGLE MY BUSINESS

There is this new thing all the kids are crazy about these days: Google search. Unsurprisingly, and in very short order, Google My Business became absolutely vital for ranking locally.

I'm assuming everybody reading this already has their Google My Business pages all set up and running. Let me be clear here: it is the thing to do if you have any desire at all to optimize for localized search. If you haven't yet done that, you absolutely must go now and become a verified business owner on Google My Business.

The tool is free, obviously, and will allow people searching to see the details about your business as filled in by you. Take care of the details like phone number, opening hours, payment methods, physical address, and so on. Also, upload photos of your business! Of course, the most important photos are of the location itself, but having photos of your products, interiors, — even staff — matters quite a bit to Google.

After creating a nice, enticing description for your business, identify the appropriate category in which it will be listed. Be precise. "Used car dealership" and "car dealership" are two very different categories, attracting two very different types of customers.

DON'T FORGET ABOUT GOOGLE REVIEWS

Oh, Google reviews. It's typical these days to be in line, ordering a burrito, only to discover there's a discount if you leave a Google review. I've encountered some business managers who might feel that it's wrong, "cheap" almost, to be asking for a review.

Leave all that behind.

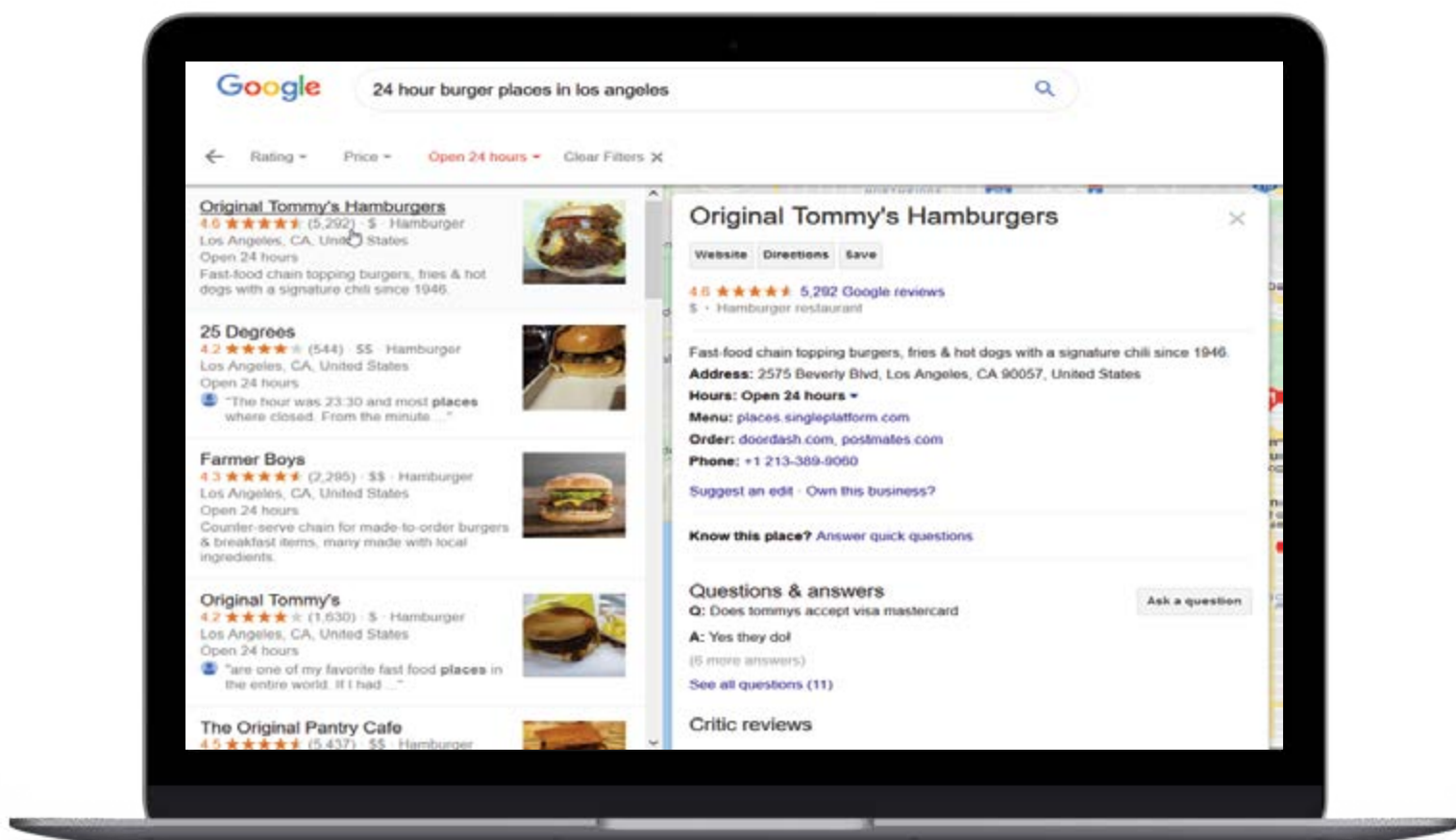
Google reviews are the number one most important factor for rankings. When you get five Google reviews, they will start popping up for anybody who encounters your business page in search.

So, you absolutely have to make it your priority to ask for a Google review. Set up an email, have a QR code, leaflets — whatever. Be careful not to be overzealous, but do keep those gentle reminders coming because they actually help. When those reviews do come in, be sure to engage with them! Thank the customers who leave positive reviews, and address the issues raised in the not-so-positive ones. This is important for two reasons.

First, it's crucial to solve any problem your customer might have with your product or service. Second, your potential customers should be able to see how you handle negative feedback. A thoughtful response to a negative Google review might actually convert you some clients along the way.

The priority for ranking on Google is obviously Google reviews. That said, increasing the number of your reviews on the web in general also affects your standing in Google's Local Packs.

Google reviews are the number one most important factor for rankings.





II. TAKE CARE OF YOUR LINKS

Ever since Google rolled out what is called a Pigeon update, local SEO started using more of the same ranking signals as regular SEO. That means that now the backlinks are just as important for local SEO as they are for your non-local campaigns.

The relative weight of your page, in relation to backlinks, is one of, if not the most, important ranking factors. For Local SEO, backlinks are easily the second most important factors for your rankings. So make it a priority to find important, relevant links.

PageRank is as pertinent now as it's ever been to rankings. This is why building a great backlink profile should be at the top of any marketer's agenda. As always, your backlink profile is an equilibrium between link quantity and quality. Obviously, more links are better, but high-quality links are better still.

Managing your website's backlinks is not an easy task, which is why you should be using a tool. I am, in fact, the creator of one such tool called SEO SpyGlass, and since I obviously have the most experience working with it, I can vouch for its functionality.

SEO SpyGlass allows you to see the domains linking back to you, giving you the opportunity to add your local competitors and see who links back to them.

After that, you know the drill. Start guest posting on the relevant websites and blogs. Do an outreach campaign for local influencers. It's always a good idea for local rankings to create content related to local events, too.

AND DON'T FORGET ABOUT THE UNLINKED MENTIONS

Don't limit your research to just your backlinks. Make it a priority to also monitor your unlinked mentions with a social listening tool. This will allow you to see who's talking about you on the web, and in what context. As you well know, most people talking about your business don't really bother with a link.

Right now, there are hundreds of people talking about your business online, and yet you probably know nothing about it. Using a tool like Awario, Tweetdeck, or Brandwatch, you'll get to see thousands of mentions of your brand all over the web. Addressing the people actually talking about your business will allow you to control your brand image in a very direct way.

III. AUDIT YOUR WEBSITE

After the already-mentioned Pigeon update, traditional on-page optimization became a vital metric for local rankings. So, running a proper audit should be a top priority for anybody looking to rank. Fixing your h1 tags, minimizing the 3xx pages, taking care of the 4xx pages — all of that is paramount for ranking.

Specifically, pay attention to the pages that are already ranking well. See what keywords your pages already rank for and, if your tool allows, see what keywords are used by your competitors as well.

AND TRACK YOUR LOCAL RANKINGS

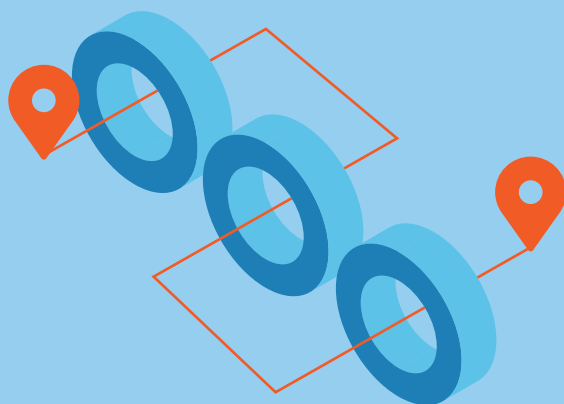
Of course, after all that effort you should actually go and check your rankings. Any business benefits from learning how they rank in different areas of their country, city, or even neighborhood of operations. We all know that SEO is not limited to only improving the content and link building. Sometimes, as prosaic as it is, a business fails to rank locally simply because there is not enough of a customer base in that location. A problem like that can only be diagnosed by looking up SERPs for different areas for which you want to do business.

Both Maps and Local Pack results are extremely location sensitive. Always keep that in mind while doing your research. In order to verify that your business shows up for the right locations within a city, the search should be narrowed down to a specific street address.

There's the easy way and there's the hard way to look up localized search results.

First, you can do it by adjusting your Google Search settings, or using a proxy, or a VPN. Though if you want to look up your rankings on a street-by-street basis, you need to go a little deeper.

In Chrome, go to Tools > Developer Tools, then click on the 3-dot icon. From there, it's More Tools > Sensors. Then, in the dropdown for geolocation, select the option Other and enter your coordinates. Then all you'll have to do is run a search and see the rankings for the location you've specified.



Drop a pin on Aleh and his team with a follow on Twitter for more local knowledge and insight:
[@ab80](#)
[@seopowersuite](#)
[@AwarioApp](#)



Now, does that sound more like the easy way or the hard way?

An easy way to do it, as it is with everything since chopping down trees, would be to use a tool (e.g. Rank Tracker). By getting specialized software, you'll be able to put in the location you want and automatically get whatever results you require. For details on how to see Google search results for different locations (both manually and using tools), check out this guide at Search Engine Journal.

MAKING IT WORK

A decade ago, local SEO was a completely separate thing from the "usual" SEO. Nowadays, everything is different. Search engines are perfecting the art of providing their users with extremely specific results. Never again will you, living in Seattle, get Brazilian keyword-stuffed websites after looking up "buy bike".

Instead, you will see a Local Pack, with reviews, ranks, addresses, phone numbers, and pictures. And the businesses will be conveniently marked on Google Maps. In that environment, any business that wants to grow has to do local SEO.

If you aren't in that Local Pack, there's a good chance your clients will never find you at all. The more I work, the more I'm assured of the fact that in 2020, every search is a local search. And optimizing for it is the only way to go. 📍

“

Creating SEO connections in real life will enrich your career. SEO isn't math. There's no single right formula to do something, so having trusted connections you can lean on as you grow is essential.

”

BRITNEY

McKeller

Moz



ARTICLE - No. 6

[ANDREW DENNIS]
CONTENT MARKETING SPECIALIST, PAGE ONE POWER

BUILDING SEO CONTENT

HOW TO EARN TRAFFIC AND LINKS



Search engines like Google use a wide variety of factors to calculate their search results, but we've heard from Google employees that content and links are the two most important factors for ranking in search.

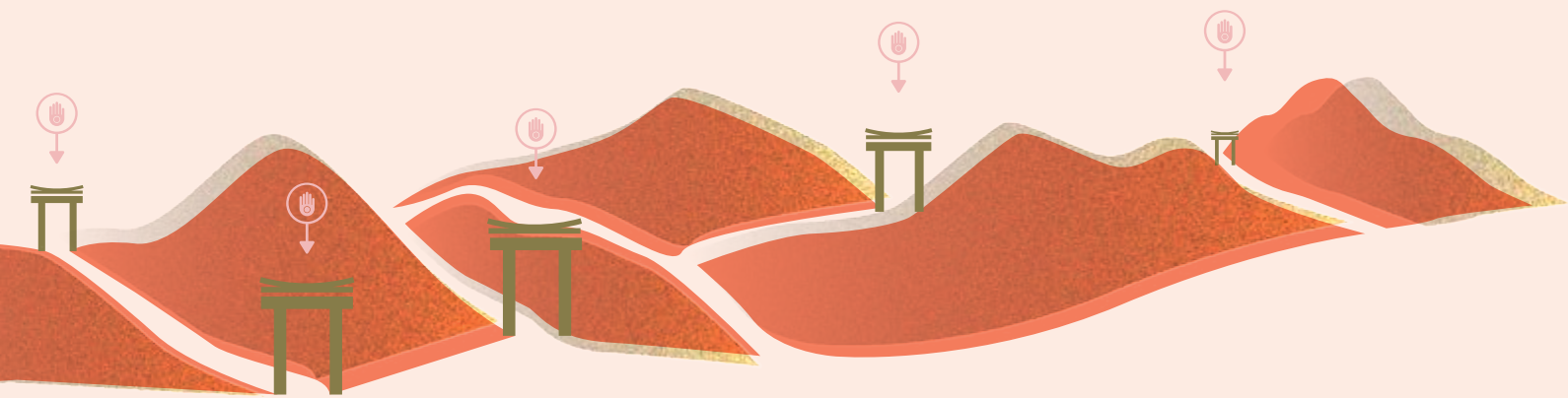
Content and Links are the pillars of successful SEO.

At Page One Power, we specialize in content marketing and link building because they are the practices that can have the most impact for our clients.

Today, I want to walk you through a couple of our processes for creating content for search — you will learn how to craft linkable content that earns relevant, natural backlinks and how to create keyword-focused content that quickly ranks and captures new organic traffic.

Let's jump in!





Building Content for Links

If you want to grow your website and brand’s visibility in search, you are going to need links, and the best way to earn links is through promoting link-worthy content.

Through years of experience promoting client pages for links, we’ve identified the types of pages that perform well in a link building campaign and the attributes that compel other site owners to link. Linkable pages are typically:

- engaging.
- informative.
- original or unique.
- data driven and appropriately sourced.
- audience focused.
- etc.

Another key ingredient for crafting linkable content is broad appeal. People only link to pages that are relevant to their audience, so pages that serve larger audiences inherently have more link opportunity. Consider how many websites might link to a page about owning pets versus a page about ferret care — there are many more people that would link to the page about owning pets because it has broader appeal and relevance.

To further demonstrate what makes content linkable, I’m going to pull from a real website — ShopKeep. On ShopKeep’s homepage, I quickly notice a “Resources” dropdown which seems like a promising place to find linkable assets.

ShopKeep has a guide for choosing the right POS, but it appears to be gated by a form, so this will not be something we can promote for links. However, while perusing the blog, I notice ShopKeep has another guide about small business tax deductions:

Reading through their page, I can see that it has the potential to earn links — the guide is informative, well-organized, and designed for a large audience (SMB owners).

When I review the page in Majestic, it shows there are only seven referring (linking) domains:

EXTERNAL BACKLINKS	REFERRING DOMAINS	REFERRING IPs	REFERRING SUBNETS
FRESH 13	FRESH 7	FRESH 7	FRESH 7
HISTORIC 23	HISTORIC 10	HISTORIC 10	HISTORIC 10

This low number indicates that this page might have been undervalued, but, with the right promotion, has the potential to earn ShopKeep links consistently.

Fig. 1

#	Page	UR	Referring domains ^j	External links ⁱ			First seen Last check
				Dofollow	Nofollow	Redirects	
1	301 moved permanently squareup.com/us/en/townsquare → squareup.com/townsquare →	19	210	671	104	0	1 Mar '17 30 Apr '19
2	301 moved permanently squareup.com/us/en/townsquare/how-5-innovative-businesses-are-using-chatbots → squareup.com/townsquare/how-5-innovative-businesses-are-using-chatbots →	13	103	118	21	0	4 May '17 14 Apr '19
3	301 moved permanently squareup.com/us/en/townsquare/emv → squareup.com/townsquare/emv →	13	82	102	33	0	11 Feb '17 12 Apr '19

Fig. 2

#	Page	UR	Referring domains ^j	External links ⁱ			First seen Last check
				Dofollow	Nofollow	Redirects	
1	301 moved permanently squareup.com/us/en/townsquare → squareup.com/townsquare →	19	210	671	104	0	1 Mar '17 30 Apr '19
2	301 moved permanently squareup.com/us/en/townsquare/how-5-innovative-businesses-are-using-chatbots → squareup.com/townsquare/how-5-innovative-businesses-are-using-chatbots →	13	103	118	21	0	4 May '17 14 Apr '19
3	301 moved permanently squareup.com/us/en/townsquare/emv → squareup.com/townsquare/emv →	13	82	102	33	0	11 Feb '17 12 Apr '19
4	301 moved permanently squareup.com/us/en/townsquare/how-to-do-effective-inventory-management-for-small-business → squareup.com/townsquare/how-to-do-effective-inventory-management-for-small-business →	10	50	70	17	0	19 Feb '17 14 Apr '19
5	301 moved permanently squareup.com/us/en/townsquare/what-does-tokenization-actually-mean → squareup.com/townsquare/what-does-tokenization-actually-mean →	13	44	54	8	0	2 Mar '17 15 Apr '19
6	301 moved permanently squareup.com/us/en/townsquare/how-to-motivate-your-employees → squareup.com/townsquare/how-to-motivate-your-employees →	13	42	92	16	0	3 Mar '17 10 Apr '19

But what if ShopKeep didn't have any existing linkable content?

To craft fresh, link-worthy content, ShopKeep should turn to their competitors and industry for inspiration. Using a tool like Ahrefs, I can sort competitor content by which pages have the most referring domains. Analyzing a competitor like Square, I can see they have a handful of blog posts that have 40+ links, see Fig. 1.

These pages represent potentially linkable topics for ShopKeep to address with their own content.

For example, Square has a page about how to motivate your employees, which has 42 referring domains, see Fig. 2.

ShopKeep isn't covering this topic on their blog, and there is an opportunity to create new content that has already proven to be link worthy with their audience.

But that's just one quick glance at one competitor. Through competitive analysis, you can identify trends and topics that you know will earn links because they are already earning links for your competition.

However, you should always dig into the backlinks of a competitor page before proceeding with your own page. At Page One Power, we've had clients bring us competitor pages that have a substantial amount of links — telling us that they want us to create a similar page for them — but when we review those links, we find that the majority are spammy, low-quality, or links that were clearly paid for through sponsorships.

Competitor pages with a high number of backlinks can signal linkability for that topic, but it's important to further qualify the potential topic by reviewing those backlinks.



Building Content for Traffic

Another goal your pages should serve is bringing in traffic from organic search. At Page One Power, we refer to these pages as keyword-focused content. Our process for creating keyword-focused pages is designed to identify low-competition opportunities where we can create pages that will rank well quickly. And as the name suggests, this is done through keyword research.

Effective keyword research is comprised of two elements: niche research and competitive analysis. To conduct this research, we like to use the tool SEMrush.

For this example, I'll find some potential opportunities to create keyword-focused content for TrueCar's website.

SEMrush provides a variety of data, but we're using it for competitive research. To find organic competitors, I can scroll down and see a list of them:

SEMrush determines these competitors based on shared keywords, so always review this list for accuracy. This list looks pretty good, so I'll start by researching Autotrader.

SEMrush helps me understand how Autotrader is generating organic traffic by showing me what percentage of their organic traffic is coming from a given keyword or phrase.

Many of Autotrader's keywords center on the themes of [used cars] or [car dealerships] which have commercial intent and are likely extremely competitive. However, one phrase that jumps out to me is [buy here pay here] as it looks like Autotrader has a blog post ranking for this term, which typically signals informational intent.

Reviewing Autotrader's blog post makes me believe further that this is an informational query, since the title is "What Is Buy Here Pay Here?"

live update **MAIN ORGANIC COMPETITORS (158,737)**

Competitor	Com. Level	Com. Keywords	SE Keywords
carfax.com	<div></div>	372.9k	1.8m
carmax.com	<div></div>	235.9k	1.1m
carsforsale.com	<div></div>	238.1k	1.1m
kbb.com	<div></div>	284.2k	1.8m
autotrader.com	<div></div>	427.6k	2.7m

[View full report](#)

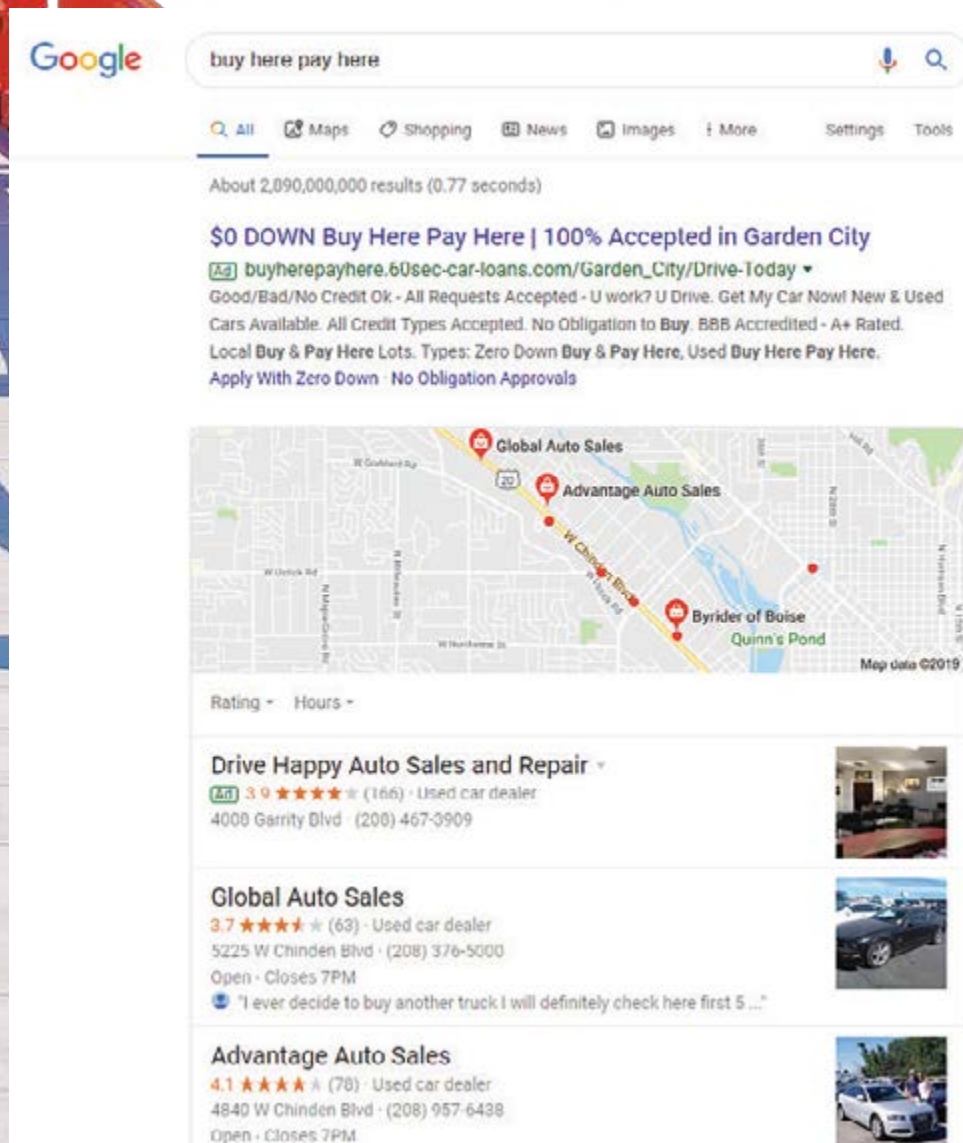
"I CAN TELL YOU WHAT THEY ARE. IT IS CONTENT,
AND IT'S LINKS POINTING TO YOUR SITE."

— **ANDREY LIPATTSEV,**
SEARCH QUALITY SENIOR STRATEGIST AT GOOGLE

Also, the content provided here by Autotrader is somewhat thin (~650 words). SEMrush is reporting that this page is ranking in position 2 for [buy here pay here], so there seems to be potential here for TrueCar to create something better that could rank. Furthermore, SEMrush shows a search volume of 165,000 for this term, so there appears to be a real opportunity for traffic for TrueCar.

However, to confirm this is a viable opportunity, I'll need to scrutinize the rest of the search results.

Checking the results for [buy here pay here] paints a slightly different picture:



Google buy here pay here

Buy Here Pay Here Used Cars | Boise, ID 83714 | Byrider
<https://www.jdbyrider.com> › Dealerships ▼
 ★★★★★ Rating: 4.9 - 25 reviews
 Jun 4, 2019 - The Best **Buy Here Pay Here** Car Dealership in Boise, ID. Owning a car in Boise, ID isn't an optional investment. ... No matter what your credit history, stop by your Boise Byrider today to find the perfect used car for your needs.

Global Auto Sales Boise, ID 83714 - Buy Here Pay Here ...
<https://buyherepayhere.autotrader.com> › dealers › global-auto-sales ▼
 Global Auto Sales is a **Buy Here Pay Here** car dealer in Boise, ID, specializing in helping shoppers with bad credit or no credit find affordable used cars and ...

Image Auto Sales | Boise Used Car Dealer :: Used Cars Boise ...
<https://www.mylimageauto.com> ▼
 Used Cars Boise ID, Pre-Owned Autos Boise Idaho, Previously Owned Vehicles Ada County Idaho, Used Cars ID, Used Autos ID, Used Trucks ID, **Buy Here Pay** ...

Bad Credit Cars Boise | Auto Loans & Credit Repair
<https://www.boisesubaru.com> › bad-credit ▼
 Our banks report to all three credit bureaus, unlike a "buy here pay here" car lot. Unlike Independent Dealers - We have nearly new, low mileage, high ...

Buy Here Pay Here Cars for Sale Boise ID 83702 Sunset Motors
<https://sunsetmotorsid.com> › buyherepayhere ▼
Buy Here Pay Here Cars for Sale Boise ID 83702 Sunset Motors.

Buy-Here, Pay-Here Financing: What You Need to Know ...
<https://www.creditkarma.com> › auto › buy-here-pay-here ▼
 Jul 18, 2019 - Learn about the serious drawbacks that come with **buy-here, pay-here** car financing.

Advantage Auto Sales - Buy Here Pay Here Used Cars ... - Boise
<https://www.advantage208.com> ▼

The top of the SERP is dominated by local listings of car dealerships, and there are five dealerships listed before I see the first informational result (Credit Karma):

Google what is buy here pay here

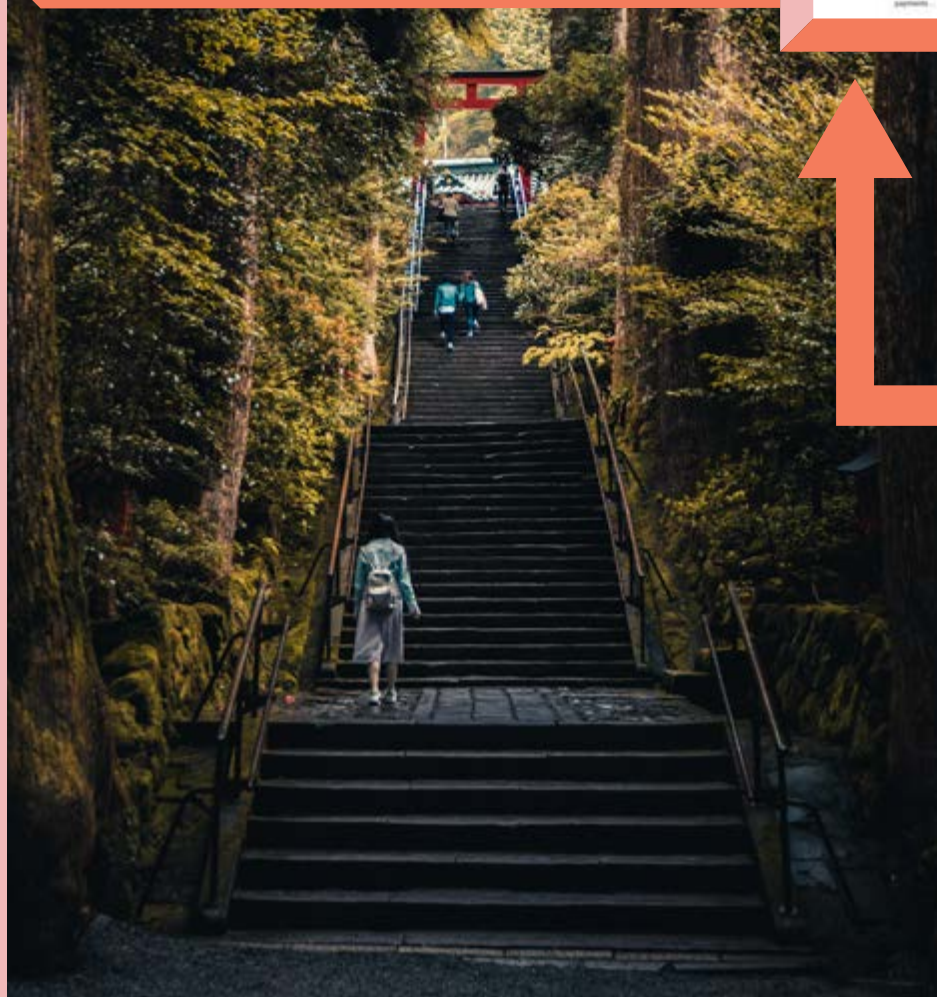
What is Buy Here Pay Here? - Autotrader
<https://www.autotrader.com> › car shopping › what is buy here pay here (29) ...
 If you're looking for a car to buy here pay here, you'll want to know the difference between a buy here pay here car lot and a dealership. ...

People also ask

- Do buy here pay here cars get your credit?
- Is JD Byrider buy here pay here?
- How does buy here pay here cars work?
- Do you need full coverage for buy here pay here?

Buy-Here, Pay-Here Financing: What You Need to Know ...
<https://www.creditkarma.com> › auto › buy here pay here ▼
 Jul 18, 2019 - Buy here pay here loans can help borrowers with poor credit secure auto financing ... but you could encounter a credit trap or trap ... Some car dealerships offer "buy here, pay here" financing to borrowers with poor credit ... but it comes at a price. With buy here, pay here loans, the ...

Pros and cons of 'buy here, pay here' dealerships | RoadSense
<https://roadsense.com> › blog › buy here pay here dealerships ▼
 Apr 2, 2016 - "Buy here, pay here" dealerships are auto dealers that not only sell cars but effectively act as the bank, too, by providing in-house financing, typically for buyers with bad credit. Interest rates can be higher than other lending options and customers make a ...



This is why you should always review the actual results when conducting keyword research! Since [buy here pay here] seems to have largely commercial and local intent, this might not be a great opportunity for TrueCar to create a keyword-focused page. However, I'm not giving up quite yet.

I recall that Autotrader's page was titled "What is Buy Here Pay Here?" — let's see what the results look like for that query:

These results look much more informational, and there is Autotrader's post right at the top (Credit Karma's post is also ranking here). While there are some strong brands ranking (Autotrader, Credit Karma, Experian, and Wikipedia), there are also lesser-known websites ranking here.

Considering TrueCar is a recognizable brand itself, this could be a promising opportunity. I already know that Autotrader's content is fairly weak, but I need to analyze some of the other results to better gauge competition.

Credit Karma and Experian probably have the best pages here, but it wouldn't be difficult for TrueCar to create something as, if not more, extensive as these pages.

RoadLoans and LiveAbout have pages that are equally thin as Autotrader's, and while the AutoSimple page is relatively informative, it's littered with affiliate links, is formatted poorly, and has broken video links.

I believe there is an opportunity here for TrueCar to create content that is best in class and has a strong chance of ranking.

But would it be worth it?

The term [what is buy here pay here] has significantly less search volume than [buy here pay here], according to SEMrush (fig 3).

But this doesn't tell the whole story. When you evaluate search volume, you need to consider any related or long-tail keywords that are associated with the individual term you are targeting. For example, here are the related terms SEMrush provides for [what is buy here pay here] (fig. 4).

By themselves these volumes aren't impressive, but on aggregate the total search volume (and potential traffic gains) is substantial.

These related keywords also provide a blueprint for the page TrueCar should create and the sections and subheaders they should include ("what is a buy here pay here car lot," "what is bhph financing," "how does buy here pay here work," etc.).

Lastly, I need to review the backlinks of these ranking pages to ensure it won't take 5,000 links to be competitive. Using Majestic, I can quickly confirm that these pages are ranking with few links:

- Autotrader – 4 referring domains
- Credit Karma – 7 referring domains
- Experian – 5 referring domains
- RoadLoans – 10 referring domains
- LiveAbout – 16 referring domains
- Auto Simple – N/A

It's worth noting that Autotrader, Credit Karma, Experian, and LiveAbout all have 20,000+ backlinks to their domains. However, TrueCar also has a strong domain, with 5,000+ referring domains, and shouldn't have any trouble competing with an optimized, quality page that does the best job of answering user intent.

And there you have it — I've found an opportunity for TrueCar to create a keyword-focused page that could rank well quickly and earn significant organic traffic.

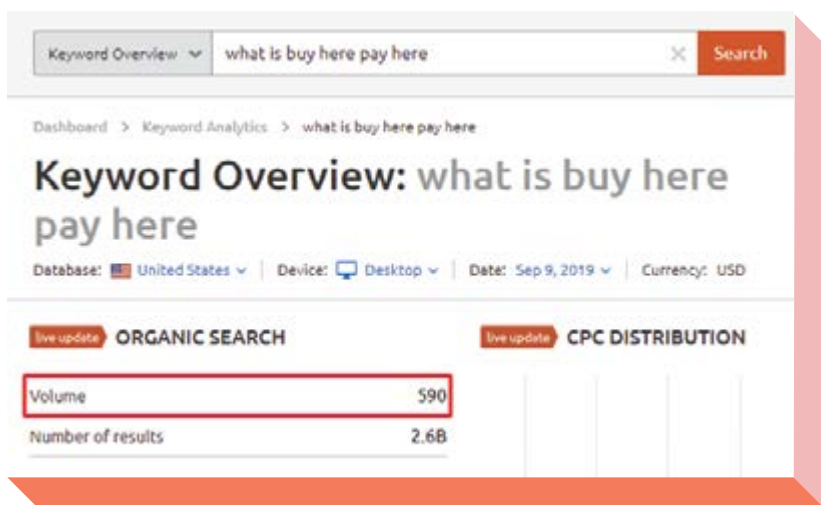


Fig. 3

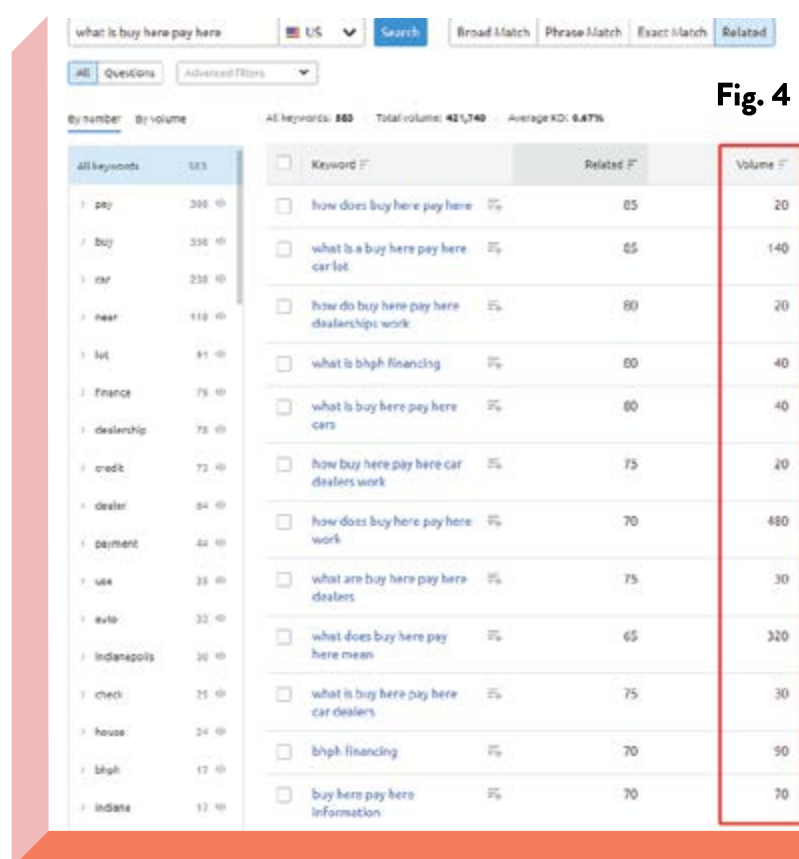


Fig. 4

Conclusion

If your goal is to improve the organic performance of your site, you'll need a healthy mix — content that can consistently earn links and content that can rank for targeted keywords. You need both types to reliably rank new pages.

Hopefully this guide provides a blueprint for you to create the types of content that can earn more links and traffic for your site. You don't need every page on your site to earn a boatload of links or rank on the first page for a handful of terms, but these strategies will help you create some pages that do achieve these goals, and in turn support your other content. ☺



Give Andrew and the Page One Power Team a follow on Twitter for a solid meme game and bottomless knowledge on content creation:
[@AndrewDennis33](https://twitter.com/AndrewDennis33)
[@pageonepower](https://twitter.com/pageonepower)

“

The future of SEO is bright. Search is an enduring need, so it will never go away, though the forms of input may change, and the places where we go to accomplish it will change. People need to search.

”

ERIC

Unge

Perficient Digital





2020 TRADE SHOW SCHEDULE AND CONFERENCES



A new year – a new decade. Let's grow your opportunities, build your partnerships, launch your marketing know-how, and develop your network in 2020. Here's a look at the shows Page One Power will be attending.

AFFILIATE SUMMIT WEST
JANUARY 27-29
LAS VEGAS, NV

6,000 Attendees
310 Exhibitors & Sponsors
75+ Expert Speakers
Networking
Education + Inspiration
#ASW20

SMX WEST
FEBRUARY 19-20
SAN JOSE, CA

4,000+ Attendees
SEO/SEM Expert-Led Sessions
New Digital Commerce Marketing 2-Day Track
#SMX #SMXWest

LEADS CON
MARCH 30 – APRIL 1
LAS VEGAS, NV

2,700+ Attendees
Senior-Level Speakers
Networking
World's Largest
Lead Generation Conference
#LeadsCon2020

TRAFFIC AND CONVERSION SUMMIT
MARCH 31 – APRIL 2
SAN DIEGO, CA

10,000 Attendees
Tested & Proven Content Tactics
80 Inspirational Industry Speakers
108 Action-Plan Sessions
#TCS2020

SMX ADVANCED
JUNE 8-10
SEATTLE, WA

2,000+ Attendees
Advanced SEO/SEM Tactics
30 Industry Exhibitors
Experts, Networking, Keynotes
#SMX #SMXAdvanced

IRCE INTERNET RETAILER
CONFERENCE + EXHIBITION
JUNE 9-11
CHICAGO, IL

15,000+ Industry Professionals
One-stop-shop for E-Retailers
600 Top Solution & Technology Vendors
130+ Breakout Sessions
#IRCE2020

**moz
con**
JULY 6-8
SEATTLE, WA

1,400+ Attendees
Search Marketing "Summer Camp"
3-days
1-Track Journey
Cool Swag
#Mozcon2020

**B2B MARKETING
SEPT. 16-17 EXPO**
LOS ANGELES, CA

10,000+ Attendees
200+ Educational Master Classes
250 Speakers
300+ Exhibitors
Keynote Seminar Sessions
Panel Session Debates
#B2BMarketingExpoUSA

**PUB
CON**
OCTOBER
12-15
LAS VEGAS, NV

Multi-Track SEO/Social Media Conference
100+ Top Digital Marketing Speakers
Interactive Site Reviews
Exhibit Hall of Top Leading SEO Tools, Services, & Agencies
#PubCon2020

**CONTENT
MARKETING
WORLD**
OCTOBER
13-16
CLEVELAND, OH

4,000+ Attendees
All Things Content Marketing
225 Top Content Marketing Speakers
120+ Sessions & Workshops
65+ Leading Edge Industry Vendors
#CMWorld20

**SMX
EAST**
NOVEMBER
11-12
NEW YORK, NY

1,300+ Attendees
2-Full Intense Day Tracks
Expert-led SEO/SEM Keynote Speakers
40 Industry Exhibitors
#SMX #SMXEast

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- 🕒 Visit our blog to view past-published articles and exclusive original content
- 🕒 Stay up-to-date with *PAGES* news
- 🕒 Learn more about the *PAGES* mission, and find out how to get involved

OUR MISSION: HELP MARKETERS GET MORE FROM SEARCH.

20
TWENTY-TWENTY
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“

Move faster. SEO may be a long-term play but the faster things are implemented, the faster you'll see results. My clients with the highest growth rates are the ones who either allowed us to implement changes, or made the changes immediately. Internal bureaucracy can kill a program.

”

CASIE Gillette

KoMarketing



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RESOURCE
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MARKETERS
WHO WANT
TO LEARN
ABOUT **SEO**.**

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SEARCH?**

LET'S HEAR IT.

PAGES is powered by contributions from those who are passionate about search. Each issue is focused on a different SEO topic, but always aims to explain how SEO can benefit a business. We're looking for insightful and accessible articles that explore the SEO tactics that help us achieve those benefits, aiding readers in developing a deeper understanding of how SEO fits into a marketing plan.

If you've got something you'd like to share about SEO with digital marketers, let us know!

Visit the *PAGES* website to view our contributor guidelines, and email us to pitch your ideas or get more details about upcoming themes:

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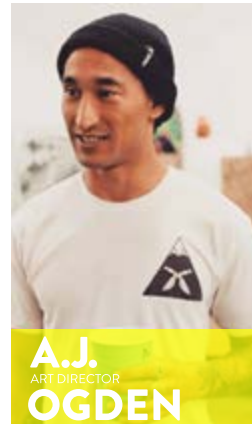
Wrangler of tasks, keeper of peace, and organizer extraordinaire. Social media master and knick-knack emporium curator. Knows good marketing comes from collaboration, a warm office, and a few cups of strong coffee.

IG: @tomatobabylifestyle



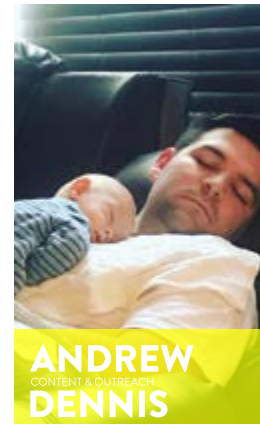
All-weather winter enthusiast, fair-weather golfer, summer-weather kook. Prefers standing sideways on boards and playing with dogs. Enjoys trying to find Neverland and tracking coordinates with a pencil and notebook in hand. Pleasantly surprised to be pushing analog treasures in a digital industry.

IG: @juicemachinedesign



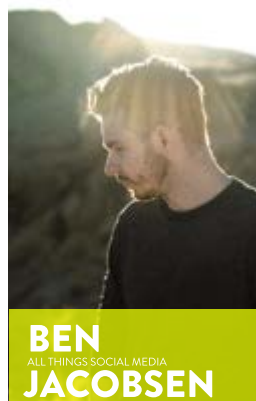
Proud graduate of the University of Idaho and a (less) proud Detroit Lions fan. Fresh member to the Rad Dad Club.

Twitter: @AndrewDennis33



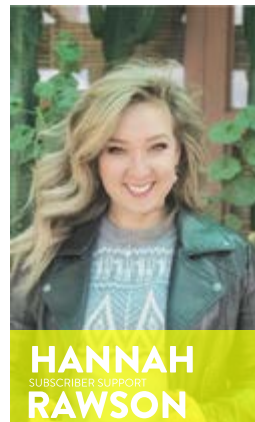
Thomas loves the trail, whether he's on wheels or foot. When he's not outside, he's at his desk studying SEO. He keeps the company of one dog, one plant, one fish, and several very grateful coworkers on the PAGES crew.

[linkedin.com/in/thomasswisher](https://www.linkedin.com/in/thomasswisher)



Photographer, marketer, and tinkerer. If he's not at a keyboard, he's traveling in the mountains looking for the next amazing camping trip.

IG: @benjacobsen



Travel-crazed world explorer seeking out the perfect 'gram, and master of helping others. When not at work, she can be found reorganizing her cottage, crushing a 1,000-piece puzzle and listening to Hip Hop. 100% Hufflepuff, loves the beach, and Pumpkin Spice is her favorite season.

IG: @hannahs22travels



Powered by Jiu-Jitsu and the great outdoors with a propensity towards correcting grammar and teaching her kids that clean socks are not the enemy. Coach. Teacher. IBJJF World Champion. Wife and Mom. Believes strongly in celebrating the mundane.

IG: @jenwieber_writer



THANK YOU

To This Issue's Contributors

Quality Backlinks To Your Hotel Website

Building A Discoverability Powerhouse

Is There Bad Organic Traffic?

SEOs Need To Ditch Keyword Search Volume

3 Things To Consider When Optimizing For Local Search

Building SEO Content: How To Earn Traffic & Links

Stephanie Sparks Smith - Founder | Cogwheel Marketing

Heather Physioc - Director of Discoverability | VMLY&R

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Cody West - Chief Strategist & Founder | Assisted Reach

Aleh Barysevich - Founder & CMO | SEO Powersuite & Awario

Andrew Dennis - Content Marketing Specialist | Page One Power

 **K, bye**





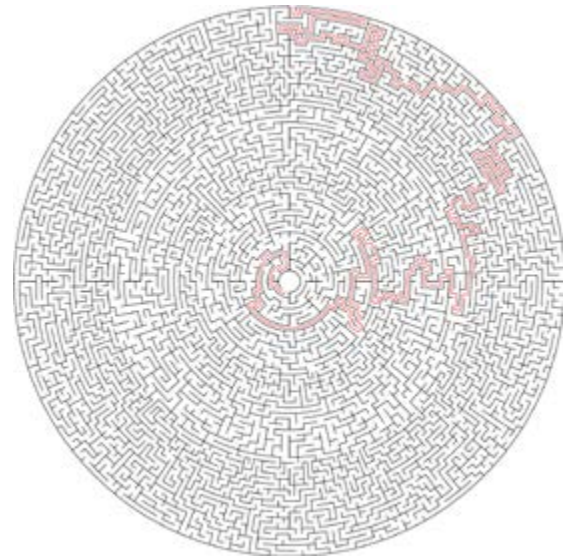
THE CREDIT

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