

VOLUME 2
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2019

PAGES

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SEO

AN SEO MAGAZINE



THE SEARCH IN ALL OF US.

PRIORITIZING SEO TASKS FOR MAXIMUM RESULTS

Britney Muller
Senior SEO Scientist, Moz

SEARCH IN CHINA: AN INTRO TO SEO FOR BAIDU

Tania Lobo
Content Specialist, Digital Crew

BUILDING A FOUNDATION FOR CONTENT STRATEGY

Julia McCoy
CEO, Express Writers

BE THE BEST ANSWER: APPLYING SEARCH INTENT INSIGHTS

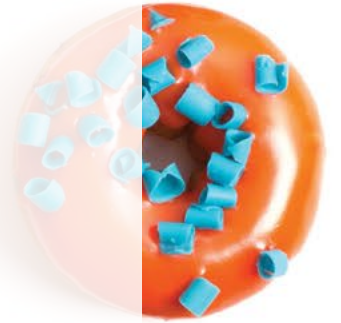
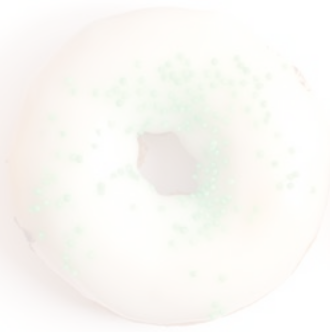
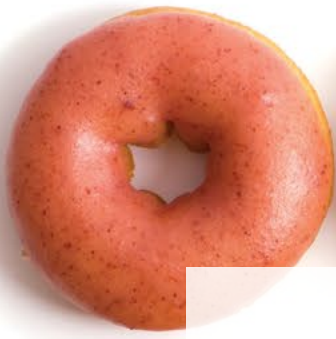
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Content Strategy Consultant

PRESIDENT TRUMP & BIAS IN THE CODE

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BRINGING SEARCH MARKETING TO UNIVERSITIES

David Schulhof
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READER VOICES

ON PAGES MAGAZINE



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Woo! New @pagesSEOMag issue just got delivered. Excited/honored to be a part of volume 2. Can't wait to read.
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GOT MY FIRST COPY OF @PAGESSEOMAG THIS WEEK. TIME TO GIVE IT A READ.

Thanks KEITH GREYWOOD @EAGLES8
TWEETS A MILLION!



[THE LETTER FROM THE EDITOR]

SEO IS AS MUCH AN ADVENTURE AS IT IS A DESTINATION

If there is one thing I have learned through my years working in the search engine optimization industry it is that SEO is as much as an adventure as it is a destination.

Five years ago, I had the pleasure of visiting the Hawaiian Islands with my wife. We spent some time on Oahu and Maui. While on Oahu, it was my desire to hike the dormant volcano, Diamond Head. If you have never visited the island, imagine a giant volcano that erupted millions of years ago and now stands dormant along the coastline of the island next to Honolulu. It pierces through the skyline as an amazing reminder of how beautiful and marvelous our planet really is. My wife and I got up early in the morning, took a bus to the base of the volcano, and began the slow and steady climb up, stair after stair, to reach our destination.

Now I'll be honest with you. I am not out of shape, but I am certainly not in shape. For some, this climb would have been easy — just part of their everyday pursuit of exercise and activity. My wife and I typically prefer more laid-back activities while on vacation. For us, this was an adventure. What I didn't expect was the journey to get there.

They say if you are in good shape it should be a 30-40 minute hike — it wasn't for us. As we set out, my mind was set on reaching the top and imagining what the view would be as the sun rose over the paradise we were in. Inching up the volcano, we wondered: how long was this going to take? How many stairs were ahead? Did we make a colossal mistake?

But as we climbed, we were also met with stunning views of the ocean, while coming across plant life and animals we had never seen. With every step that felt like it would be our last, we encountered an experience that taught us about ourselves, reminded us that we could do more than we think, and showed us that every journey that is worth taking requires a cost. When we reached the peak and gazed upon the beauty of that amazing island, we were so glad we made the journey.

In some ways, I think of SEO through that same lens. The journey of search engine optimization can sometimes be overwhelming. So much to undertake, so much unknown. It takes time, it's hard,

and it can be exhausting when we see nothing but the climb in front of us. However, it's that exact journey that leads to so many more opportunities for the businesses we're invested in. The journey teaches us, informs us, and reveals to us so much about this amazing industry and all the potential still ahead for us. When we reach what we believe to be our destination, we discover that there is so much more to see and do.

When my wife and I stood atop the mouth of the volcano, we looked across the skyline of Oahu and I was struck at the perspective gained. There were so many more adventures waiting before us.

I hope that as you read this issue of *PAGES*, you are inspired to take your own adventure. Don't let the journey discourage you — let it inspire you. Search engine optimization at first can seem a bit daunting, but I encourage you to continue the climb. Learn from those in this issue that have made the journey. You'll be glad you did.

Here's to the journey.

THANK YOU ALWAYS FOR READING.

JOE OLIVER
Editor-In-Chief



LETTER FROM THE EDITOR

VOL. 2 ISSUE 2



IN THIS ISSUE, THOMAS SHARES WHAT CAN HAPPEN WHEN YOU GET TOO FAR INTO THE WEEDS ON YOUR WEBSITE.

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

WHAT TLAs ARE DOING TO YOUR SEO.

Last issue, we talked a bit about the intersection of branding and SEO. Though the choices we make regarding our websites might — at times — seem far removed from the creative decision-making we often associate with branding, they can actually impact brand perception in very big ways. This time around, we'll discuss another similar intersection — the one between rankings and messaging. Let's take a look at one of the ways the words you use to talk about your business can influence where you show up in the SERPs — search engine result pages, for the unfamiliar.

Some of you might already know what the acronym stands for, but others might be wondering — what is a TLA? TLAs (three-letter acronyms) are a great way to confuse readers and miss the mark with your messaging. And as it turns out, when improperly handled, they can also impact how well you rank for the keywords related to your business.

Technical and business fields are notoriously plagued by issues stemming from reliance on jargon. It's commonly cited as a standard for business communications: always define your acronyms — you want people to be able to understand what you're discussing.

Further, the usage of acronyms is often interpreted by readers, consciously or subconsciously, as a way of qualifying the audience. If a reader can't understand your content because you've used acronyms or jargon they're not familiar with, you're sending the message that the content isn't for them. If you're a marketer who is unintentionally sending this message to your audience, it's a fundamental misstep.

The reason I've decided to share this advice is because last year we discovered a gap in the content on our site caused by reliance on an acronym you're likely very familiar with: SEO.

The issue came to my attention because I discovered something strange about our site. Page One Power provides search engine optimization services, but our website did not rank for the head term "search engine optimization," or any of the associated terms that include the phrase "search engine optimization."

As we work in an industry best known by its acronym, it's not too difficult to understand how this happened. However, it also wasn't ideal.

We know that content directly influences rankings: content influences the authority of an entity and its relevance to specific topics and terms. In this case, the "entity" is Page One Power, but you can generally think of entities as the nouns of the web. Google defines an entity as "a thing or concept that is singular, unique, well-defined and distinguishable."

We believe authority is primarily influenced by the quality of the content on a site, and is primarily measured by the quality and quantity of links a website has: the more authoritative a website is on a particular topic, the more other websites will link to the authoritative content about the topic on the site. We believe relevance may be determined according to how often and heavily the content on a site references and discusses specific topics (keywords). Generally, the sites that rank best for a given keyword have been determined to be both relevant to and authoritative on that topic or keyword.

Because our site and content wasn't targeted for the term "search engine optimization," we weren't ticking the boxes for either of these ranking factors. However, we determined that adjusting our content to incorporate the keyword would be valuable: it would send signals to users and Google that our site is both relevant to the term "search engine optimization," and an authoritative source for information about the topic.

To fix the issue, we replaced "SEO" with the term "search engine optimization" in several key places on our site: within several title tags, and in the body content of relevant pages. We are now on Google's radar — a term I use for ranking in the top 100 for competitive terms — for the keyword "search engine optimization services," and have begun to rank for a variety of associated long-tail terms.

Were we missing major opportunities to reach our audience because we'd failed to target this term? Probably not too many; you'd likely need to know what "SEO" is to truly be considered a good candidate for our services. Is our website more informative and ranking for a broader and richer variety of terms associated with our services now that we've included this key term on our site? Certainly! And did adding this content help reinforce our rankings for some of the related terms where we were already successful? Perhaps!

While you might not encounter an acronym playing such a key role in your own site's rankings, thinking about the many different ways your products or services may be searched for by your audience is undeniably important. Are you missing any opportunities on your own website due to reliance on jargon or internal terms?

One great way to test this is to review competitors websites, looking for terms and language they're utilizing that your own site may lack. Keyword research around pages ranking for terms similar to your target keywords can provide valuable insight. You can also seek feedback from users within your target audience — what would they expect to see on your site that is missing?

Taking steps to audit your content for missing pieces or terms, and then filling in the gaps, will ensure you're making the most of your search opportunities and truly optimizing your site. ☺

TIME KILLER



AKA: BRAINBUSTER

SEO WORD SEARCH
GOOD LUCK!

Answers arranged in all directions



SEO
FUNNY

By
Amethyst Tagney
Page One Power

T K K U P J M T X Q K C M H B Q K C G Y Q B C F D C J I D H
 B N O A P L C I X R L M Y X C D F W Q T H P O H K W T Z H Y
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 L A H K Z Y F A P E H A G O W T Q H C S O G T S Y J J L E Q
 S A O I A E N X G L M O P P O R T U N I T Y M X H X Y K N F
 V O K I H K H U A X I A C O N Y U Y R X D Z E R S W Y L C W
 K A P D Z Y O Q H C J B S X S O Z S Z G B N H F E E T V E A
 J J O N R Y Z W R N I X Z X T N D C F R E S H N T T H E W P
 L J Z A J E D W S X T B Q X W A K G O L M N R X C G A T G P
 D E C U L H C V F Q X I U R C N Y T L B S C Y T G I N Q L H
 V X I U X S L Q Q G X Z J K I R R S R X S Z S F X D O A Y L

OPPORTUNITY
COMPETITION
CANONICAL
STRUCTURE
INDEXING
SNIPPET
LOCAL

CONVERSION
MIGRATION
CATEGORY
REFERRAL
SCHEMA
HEADER
BLOG

EXPERIENCE
WEBMASTER
HREFLANG
FRESH
SPEED
RANK

**DID YOU FIND 'EM ALL?
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@pagesSEOmag



MAKING SEARCH PART OF YOUR SUCCESS.

More and more businesses are recognizing the important role search plays in their success and starting to consider SEO on an organizational level. As users, we take search for granted: it's always, quite literally, in our back pocket when we need it. As people responsible for the success of a business, we can't afford to.

But discovering a channel isn't the same as being able to successfully derive value from it — a channel isn't a strategy. And when you're beginning to invest in a new channel, it can be a little difficult to make sure you're using it the right way. In terms of SEO, that means understanding the very big

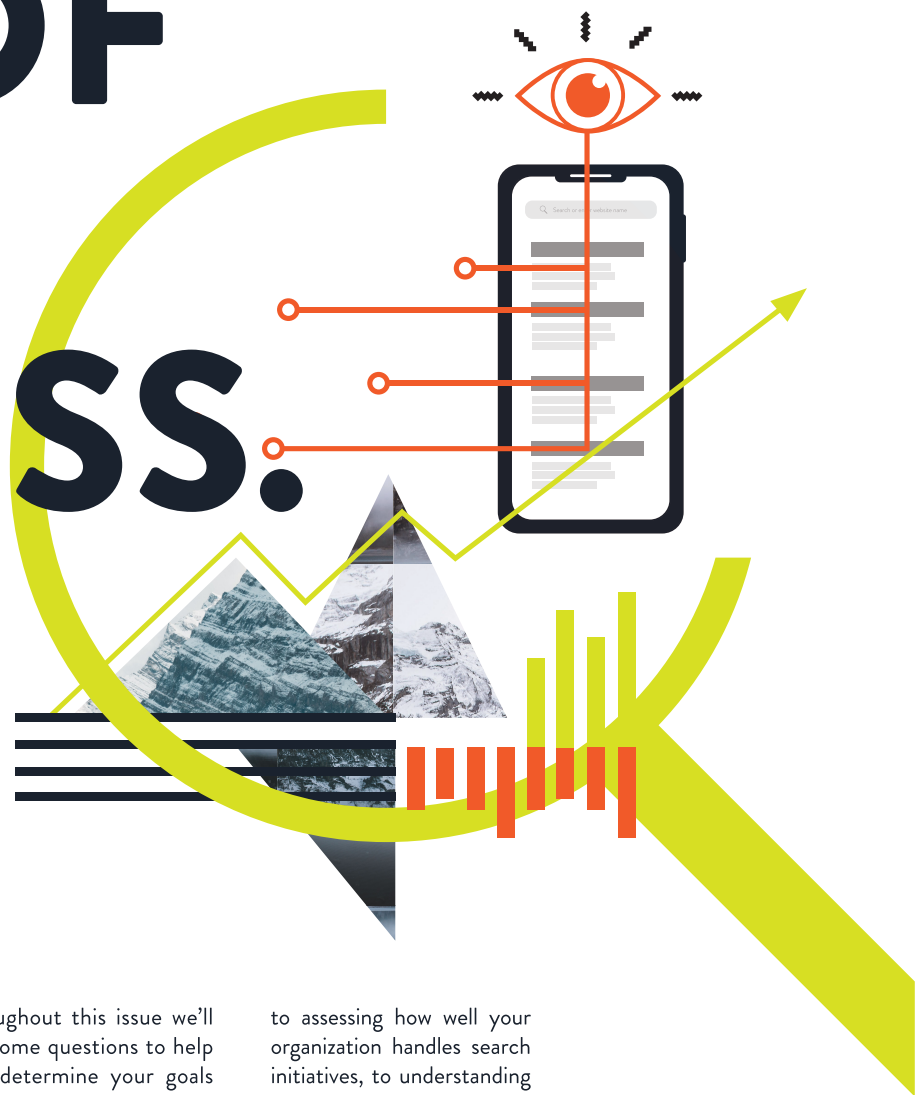
picture of how the search behavior of your target market influences your business strategy.

Whether your organization is just beginning to invest in search, your market has changed, or you're just trying to build better processes surrounding SEO,

throughout this issue we'll ask some questions to help you determine your goals for search and how you'll get there.

Keep your eye out for short pieces on how to make search part of your success, from determining your opportunities in the SERPs,

to assessing how well your organization handles search initiatives, to understanding your role in influencing your organization's presence in search. 🎯



LISTEN UP!



BETWEEN THE PAGES


WITH JOE OLIVER

A podcast from the *PAGES* crew.

Dive deeper into the topics in *PAGES*. Editor-in-Chief Joe Oliver is sitting down with our contributors for conversations about search, strategy, and finding success in the search engine results pages.

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THE IN-HOUSE SEO MUST KNOW ABOUT EVERY CHANGE ON THE WEBSITE.

THEY MUST KNOW ABOUT EVERY CHANGE TO BE ABLE TO DELIVER INFORMATION ON WHAT THE IMPACT OF THESE CHANGES COULD BE FROM AN SEO PERSPECTIVE AND ALSO HOW CERTAIN AMENDMENTS IN SPECIFICATIONS MAY HAVE TO BE EXECUTED IN ORDER TO ACHIEVE IDEAL RESULTS FOR SEO.

**ANDRE ALPAR,
ONLINE MARKETER & INVESTOR**





PRIORITIZING

SEO

TASKS

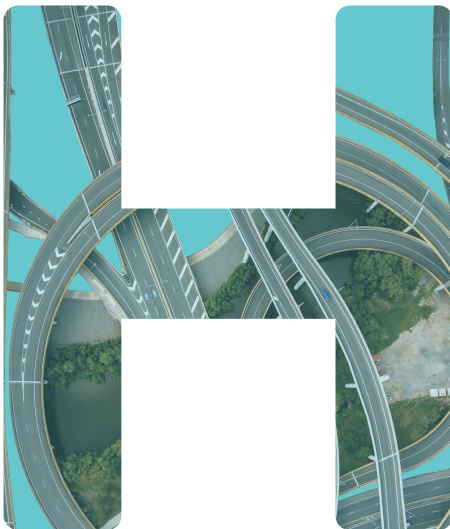
FOR

MAXIMUM

RESULTS

- BRITNEY MULLER -
Senior SEO Scientist, Moz

“WHERE SHOULD OUR COMPANY START WITH SEO?”



How do you answer a question as big as, “Where should our company start with SEO?”

There are, quite literally, hundreds of SEO activities you could perform — there are on-page optimization tactics, link building, technical improvements, and everything in between. Layer on top of that the reality that every website, industry, and business is distinct and carries its own unique set of challenges and opportunities, and it's not hard to see that deliberate choices need to be made.

With so many possible activities in a field where one size doesn't fit all, it's no wonder it can be difficult to know where to start with SEO.

If the thought of these endless possibilities has you overwhelmed — don't worry, it's normal — then it's time to prioritize. SEO prioritization is all about choosing your tasks wisely so you can avoid spinning your wheels, spending all your time on projects that don't move the needle.

This guide will help you select the smartest tasks to give you maximum results, leaving you less overwhelmed in the process!

START WITH YOUR GOALS

Long before you start any SEO initiative — touch a title tag, edit a landing page, or add structured data markup — you need to answer the question: “What are our business goals, and how is the website being used to achieve said goals?”

Remember, SEO performance is not an end unto itself. It's a vehicle to help your business accomplish its goals. Any SEO tactics that are divorced from your goals will only produce vanity metrics, rather than real growth.

If you haven't identified your goals yet, now's the time! Here are some tips to get you started.

IDENTIFY KEY PAGES

Do you know which pages on your site are driving the most conversions? Once you know your goals, it's important to identify which pages on your website most directly contribute toward achieving those goals.

For example, if you have a goal to increase organic leads by 10 percent over the next six months, you'll want to identify which pages have conversion forms.

For the sake of simplicity, let's say that there's only one of these pages on your site — the contact page. Not only do you want to make sure the contact page is easy to use, but you'll also want to figure out what paths your site visitors take to get to the contact page, and optimize those common paths as well. To do that, check out the Reverse Goal Paths report in Google Analytics.

An example of a common path might be that a visitor first lands on your site on a blog post, perhaps one written specifically to rank for target keywords relevant to what your business offers. From there, they might click over to a service page or your “about” page. After reviewing some mid-funnel content about your business, they navigate to the contact page and complete a form.

Prioritizing improvements to your conversion pages, and the pages that commonly assist conversions, is a surefire way you can use SEO to achieve your goals.

CHECK FOR TECHNICAL ROADBLOCKS

Even the best pages won't achieve your goals if technical errors are holding your site back. That's why it's critical to uncover these issues from the get-go. You can think of this step as the regular maintenance your website needs in order to avoid breaking down.

MAKE SURE YOUR GOALS ARE S-M-A-R-T!

Goals should always be *specific, measurable, achievable, relevant, and time-bound*.

CREATE STRETCH GOALS

Set goals outside your comfort zone. While you can share your “achievable” goals with your clients, setting a personal stretch goal can actually give you the motivation you need to deliver above and beyond what was promised.

SHARE YOUR GOALS

Don't keep your goals bottled up! Make your goals tangible by writing them down, and hold yourself accountable by sharing them with others.

While you could check a lot of things manually, it saves a ton of time to perform this step with help from a site crawl tool. I recommend Moz Pro, Screaming Frog, and DeepCrawl, but there are plenty on the market that could assist you in this area.

If you're not familiar, here's an overview of what a site crawl tool does:

SITE CRAWL TOOLS

- Scan all the pages on your site
- Collect data on those pages
- Organize that data into reports
- Alert you to technical issues

An example error you could discover during an audit could be that your important pages have a `<meta name="robots" content="noindex">` tag, essentially saying that you don't want those pages listed in search results!

As important as this step is, there's a very real possibility that you will come away with hundreds or even thousands of issues you need to address, leaving you overwhelmed yet again. But fear not! The next step is all about how to manage your time effectively.

MANAGE YOUR TIME EFFECTIVELY

When you have a huge list of items on your to-do list, it's easy for everything to seem like it carries equal weight — and when everything is a priority, nothing really is.

You can avoid this trap by implementing Stephen Covey's time management grid (Fig. 1).

There will always be urgent tasks that require your immediate attention, but always remember to set aside time for those important but non-urgent tasks! Otherwise, you'll always be reacting, and never proactively working on achieving your goals.

But how do you decide what's important and what's not important?

Remember your key pages? Now that you've identified your conversion pages, as well as the most popular paths visitors take to get there, you can prioritize technical issues by determining whether or not they're affecting these critical pages.

You can also prioritize tasks according to the total number of issues in each category. Sometimes volume is a great indicator of importance.

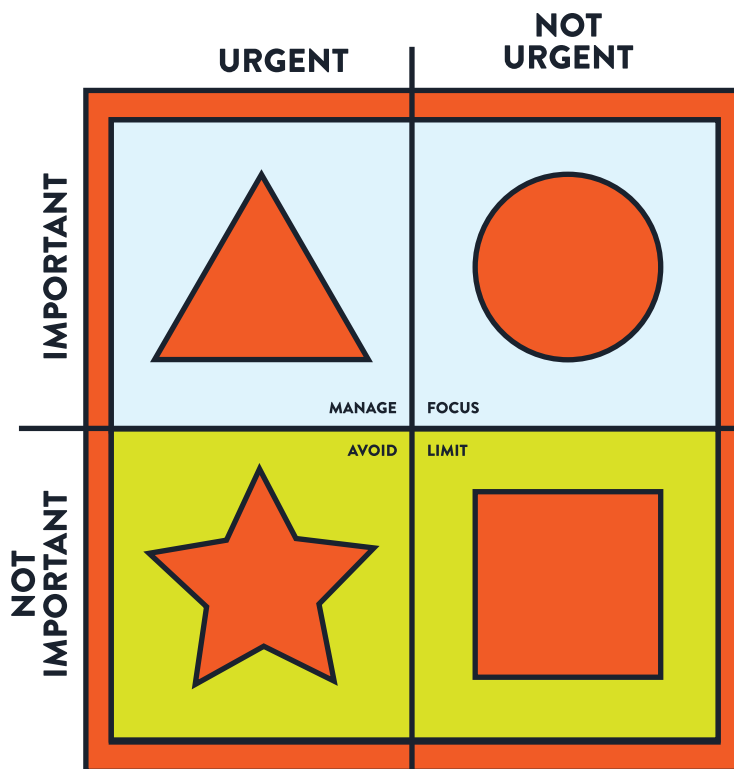


FIG. 1: Stephen Covey is the author of "The Seven Habits of Highly Effective People". Covey's approach to prioritization allows you to determine which tasks you should address and avoid.

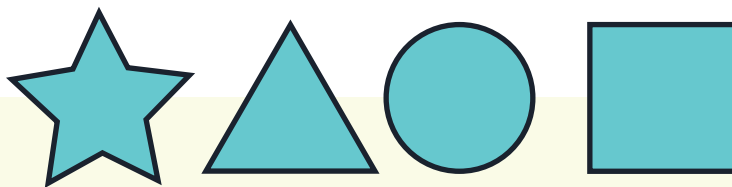
ANALYZE RESULTS & COMMUNICATE OFTEN

If you're performing SEO on a business's website (as opposed to your personal website), it's critical to be transparent with your progress and results, and communicate those things often. That type of communication will naturally foster a sense of trust with your boss, your client, or other website stakeholders. Without that trust, you may not be given the opportunity to see your SEO tasks through to completion.

Frequently analyzing results will also allow you to see which optimizations are performing well and deserve further investment, and which initiatives you may need to reverse course. Seeing what's performing (or not) can make it much easier to set and prioritize future tasks.

When analyzing and reporting on results, just remember to pick KPIs (key performance indicators) that measure your specific SEO actions. Each type of action will have different KPIs, so choose appropriately (see Fig. 2)! Be sure you can demonstrate how the results get you closer to achieving your goals. Metrics that aren't tied to goals are just vanity metrics.

Last of all, know your audience. Take your boss or client's unique personality into consideration, and create a communication and reporting strategy that's tailored to them. Speak their language and stay focused on what they feel is important.



IN CONCLUSION

Getting started with SEO can seem daunting, but if search is an important channel for your business, it's worthwhile.

Once essential optimizations have been made, you can focus on taking a more proactive approach to SEO. In the long term, you'll be able to expand your SEO strategy beyond tackling implementation. This might include initiatives like integrating more closely with your content marketing team, utilizing organic search data to inform UX, and undertaking off-page optimizations, just to name a few.

But if you've been wondering where you should begin, now you know — start with the tasks that are uniquely important to your website!

Armed with these prioritization tips, you'll be ready to squash that overwhelmed feeling and get to work on the SEO activities that'll make the biggest impact for your business. 🎯

WHEN EVERYTHING IS A PRIORITY, NOTHING REALLY IS.



Britney has lots to share about search — keep up with her and the Moz gang on Twitter: @BritneyMuller @Moz





FIG. 2

SEO TASKS AND KPIs

1 TITLE TAG OPTIMIZATION

- INCREASES IN CONVERSIONS ON TARGET PAGES
- INCREASES IN ORGANIC TRAFFIC
- IMPROVED RANKINGS FOR TARGET KEYWORDS
- REDUCED BOUNCE RATE
- INCREASES IN PAGES DRIVING ORGANIC TRAFFIC

2 IMPROVEMENTS TO ON-SITE CONTENT

- INCREASES IN CONVERSIONS ON TARGET PAGES
- INCREASES IN READ TIME
- REDUCED BOUNCE & EXIT RATE
- IMPROVED RANKINGS FOR TARGET KEYWORDS
- INCREASES IN PAGES DRIVING ORGANIC TRAFFIC

3 OPTIMIZED INTERNAL LINKING

- INCREASES IN CONVERSIONS ON TARGET PAGES
- IMPROVED RANKINGS FOR TARGET KEYWORDS
- INCREASES IN PAGES-PER-SESSION

4 IMPROVED PAGE SPEED

- REDUCED BOUNCE RATE
- INCREASED TIME ON PAGE
- REDUCED EXIT RATE

5 IMPROVED KEYWORD TARGETING

- INCREASES IN CONVERSIONS ON TARGET PAGES
- INCREASES IN RELEVANT ORGANIC TRAFFIC
- REDUCED BOUNCE OR EXIT RATE
- INCREASES IN PAGES DRIVING ORGANIC TRAFFIC

6 INCREASES IN INBOUND LINKS

- INCREASES IN CONVERSIONS ON TARGET PAGES
- INCREASES IN RELEVANT ORGANIC TRAFFIC
- IMPROVED RANKINGS

7 META DESCRIPTION OPTIMIZATION

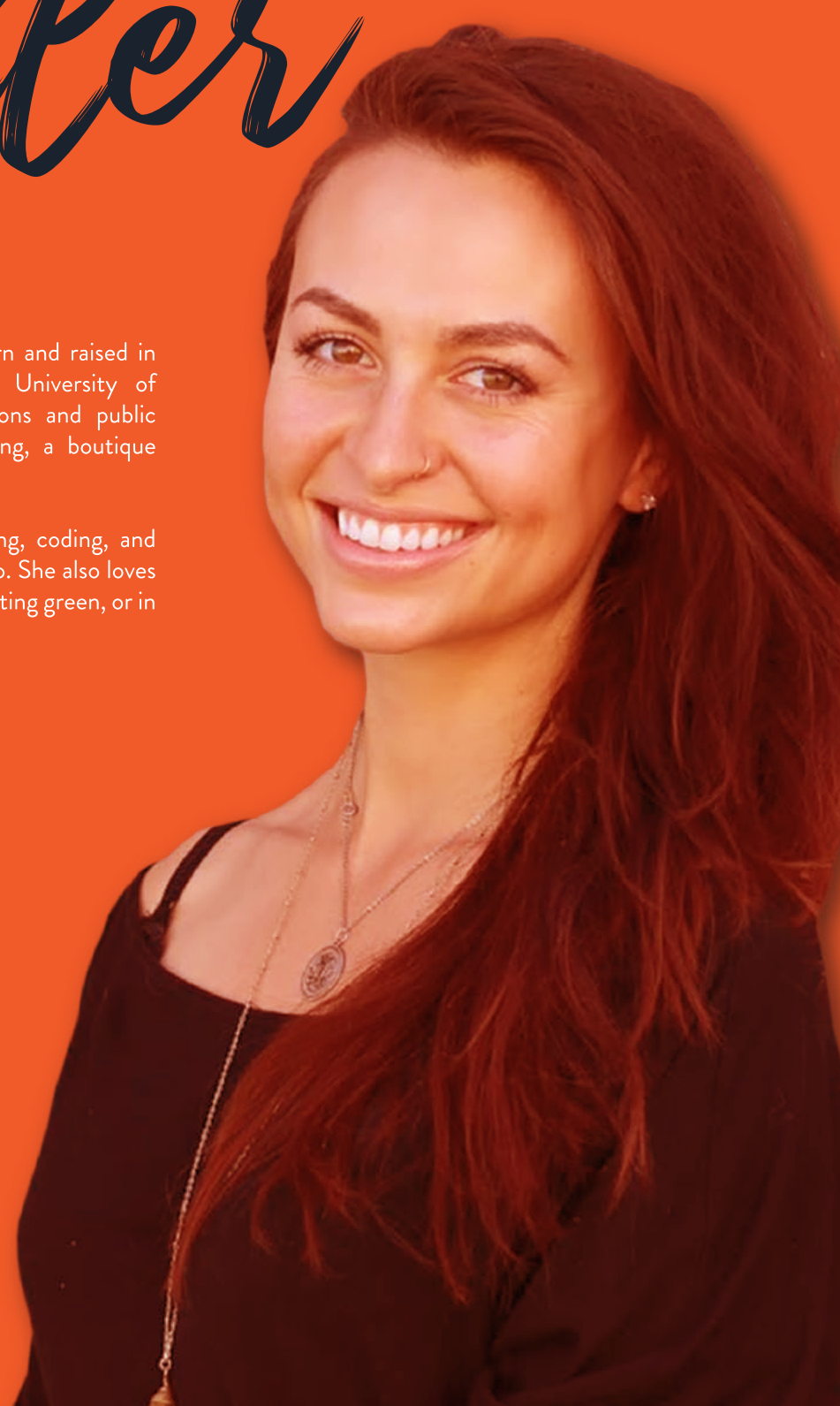
- IMPROVED ORGANIC CTR (CLICK-THROUGH RATE)
- INCREASES IN ORGANIC TRAFFIC
- INCREASES IN CONVERSIONS ON TARGET PAGES

BRITNEY

Muller

Britney Muller is Senior SEO Scientist at Moz. Born and raised in northern Minnesota, Britney graduated from the University of Minnesota with a degree in strategic communications and public relations. Britney is also founder of Pryde Marketing, a boutique medical marketing agency.

Endlessly curious, Britney loves spending time reading, coding, and learning about data science and how machines learn too. She also loves anything outdoors, whether it's on a snowboard, the putting green, or in a tent.



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

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

The future of SEO will evolve to fit an ever-changing search landscape. Search engine results pages (SERPs) have evolved to become more interactive and to answer searchers' queries as quickly as possible. Google is doing this through expanding SERP features such as Featured Snippets, Answer Boxes, People Also Ask Boxes, Knowledge Graphs, Map Packs, and more.

Websites will still be important as these information boxes continue to grow in SERPs as a one-stop shop for information. However, they are more likely to serve as a data source as opposed to the only place to retrieve information.

Staying on top of the evolving SEO landscape and optimizing for Featured Snippets will also help get your content into voice search – where there is only one result.

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?

Talk to current customers and listen to current website data. What are your customers seeking? What do they desire to know before making a purchase, signing up for your newsletter, or contacting you?

Consider how you can provide that information, common questions, and related topics 10x better than anyone else.

In addition, make sure your contact info, footer date, product offerings, hours, location, and “about” page information are up-to-date and accurate. These details can have a huge impact on search results with minimum time-cost.

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

I'm most proud of my continued research, specifically in SEO applications of machine learning and my speaking engagements all around the world. I spoke at over 20 conferences in five countries in 2018.

Work aside, I'm way more proud of all of the incredible relationships I've been able to build over the years. Every time I speak at a conference, I walk away learning so much more from attendees and speakers than I was able to give.

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

That we would all be kinder to one another.

Our critiques and disagreements could be so much more constructive. Employing a little empathy, understanding mistakes — we're all human — and helping to lift each other up would make this industry so much more exciting and innovative!

Sidenote: this community is made up of so many entrepreneurs who struggle with mental health (myself included) and we need to acknowledge and respect that we know nothing about what others might be going through. Exercising a little love and kindness goes a long way.

HOW CAN SEOs CONTINUE TO BUILD TRUST AND BUY-IN FOR THEIR WORK?

Case studies! Whether it's for a current client or with a test website, being able to show hard evidence of something you've been able to improve not only bolsters your confidence but builds major credibility and buy-in for your work.

Sharing your work (when possible) can also go an incredibly long way in helping to support other SEOs with similar efforts. I've lost count of people who've told me they've shown their clients my work with Moz's site pruning (removing low-quality pages) to increase a site's perceived quality and increase rankings in order to secure buy-in.

If you're like me and not great at documenting your case studies, I highly recommend contacting Joel Klettke over at Case Study Buddy to help — no affiliation, just a huge fan of their work!

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

Attend one bigger SEO conference near you and meet people! We're an approachable and fun community (despite some of the petty social banter). 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.

Lastly, keep testing ideas and theories. A great deal of SEO is trial and error. If you're able to publish a blog post about it, a bunch of other SEOs will likely reference your work, so there's link building baked in!



A HEALTHY SEO STRATEGY TAKES TIME. UNDERSTANDING THIS IS PART OF THE EDUCATION PROCESS BEFORE THE SEO PLAN IS EVEN IMPLEMENTED. SURE, SPAMMY SEO TECHNIQUES EXIST THAT CAN SHOW IMMEDIATE RESULTS, BUT...

**THE PROGRAMS THAT
CREATE LONG-TERM
VALUE
ARE LIKE A FINE WINE —
THEY GET BETTER
WITH AGE.**

JESSICA LEE,
FOUNDER & CHIEF CREATIVE -
BizzBuzzContent





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SEARCH IN  CHINA

An Introduction to SEO for Baidu



- TANIA LOBO -
Content Specialist, Digital Crew



While Google made headlines last year over Dragonfly, the search engine prototype said to be in development for Chinese markets, it should come as no surprise that the tech giant would be testing the ground for doing what they do best in this emergent market. But one company has already established itself as the search solution for China.

The Chinese digital landscape functions independently within its ecosystem, separate from the rest of the world. Mainland China doesn't use Google, Facebook, Twitter, Instagram, or YouTube, but it does have equivalents that are distinguished but similar to its Western counterparts. In China, WeChat replaces Facebook and WhatsApp combined, Weibo replaces Twitter and Instagram, and the newest social media kid on the block, Xiahongshu, replaces Pinterest.

Examining Chinese SEO can lend an interesting perspective to the optimization standards you're likely more familiar with. Baidu functions with algorithms similar but different from Google's. Exploring the basics of optimization for Chinese search, you will discover a plethora of new search terms, keywords, and techniques with parallels to the ones you may already understand. Let's take a look at some of the fundamentals of optimizing for this unique search market.

AND OF COURSE, BAIDU REPLACES GOOGLE

UNDERSTANDING CHINESE SEARCH HABITS

Whether discussing Chinese or Western SEO, the process and principles of optimizing a site are similar. Understanding search behaviors, audience intent, and device usage trends provides context that can help you better optimize to the needs of users and for search visibility.

Chinese users generally prefer using their personal mobile phones, and seldom use laptops or desktops. Like their Western counterparts, it makes most sense for Chinese digital marketers to optimize for mobile usage and focus on mobile indexing to drive traffic to their site. Western users are a bit slower to make the switch to being fully mobile, but rising rates of mobile usage lead to Google's mobile-first index launching in 2018.

The Chinese are open to any sort of automation within their digital ecosystem and are more likely to embrace new search technologies with an open mind. For example, almost all (97 percent) of the search users use the search "auto-completion" function, and the number of users using image or voice search has reached 68 percent. Because of the simplicity and convenience of image and voice search, older consumers may tend to use these functions more often than younger ones.

WEBSITE OPTIMIZATIONS FOR BAIDU

Provided you aren't fluent in the language, one of the best resources for anyone entering the Chinese market is a partner who is a native speaker. Google Translate won't cut it — often, English inputs will be translated inaccurately in Chinese, which can lead to foundational missteps during key stages of SEO execution, like keyword planning, content development, and reporting. Additionally, the majority of Baidu's platforms are only available in Chinese. Having a partner who is a native speaker is essential when undertaking any kind of digital marketing in the Chinese market.

As you begin digital marketing and SEO planning, keep in mind that while there are similarities between SEO for Western and Chinese markets, you can't rely entirely on the standards you might already be accustomed to. Methods of optimization are a bit different than those Western digital marketers might recognize as current best practices — for example, heavy usage of meta tags can be valuable when optimizing for Baidu.

However, some things are the same between the two markets. In general, avoiding reliance on Flash, images, JavaScript, or iFrame to display important content or links is still a good call: the Baidu spider can't recognize or will ignore these formats while crawling your site.

SEARCH ENGINE TOOLS, SUPPORT, & PRODUCTS

Search engine users and site managers alike are familiar with the variety of products, services, and solutions Google offers: Google Ads, Google Maps, Google Search Console, and Google Analytics, just to name a few. Like its Western counterpart, Baidu has similarly developed a variety of complementary solutions integrated with its search engine.

Baidu Webmaster Resource Platform is the world's largest official platform for Chinese webmasters, mobile developers, and marketers to learn about SEO for Baidu. It provides tools, SEO suggestions, API interfaces, multi-terminal service adaptation capabilities to help site managers develop search-friendly sites. The platform provides many useful SEO features like site crawl issue notifications, the opportunity to submit content to Baidu for indexing or notify Baidu of broken links, and tracking for rankings, clicks, and impressions.

Like Google, Baidu also periodically adjusts the algorithm powering the engine to improve the quality of the search experience. Baidu prioritizes user experience and content quality above everything else. On the Webmaster Resource Platform, Baidu will publish the main direction of adjustment, giving webmasters insight on how to best adjust their practices.

Baidu Tongji (Baidu Analytics) is a free tool that derives insights for site managers from Baidu's traffic data. It provides solutions for performance analysis, marketing, development, and user management. Featuring versions for webmasters, PPC advertisers, and mobile app developers, reporting is tailored to the needs of the user. Useful reports include acquisition reporting, audience insights reporting for demographic, device, and behavior data, and SEO suggestion reporting.

With so much of the Chinese market accessing the web from mobile devices, it's no surprise that there is a Chinese equivalent of Accelerated Mobile Pages (AMP). Mobile Instant Pages (MIP) is a set of open technical standards applied to mobile web pages. Through MIP, the content of a page will reach the user nearly instantaneously, without wait time to load.

User-side, Baidu has released a variety of consumer services integrated with Baidu's search engine. Baidu Baike, a collaborative encyclopedia, Baidu Zhidao, which functions similarly to Quora, and a forum-based platform called Baidu Tieba are some of the most popular of these platforms.

KEYWORD RESEARCH & PLANNING

Keep in mind that, though we've touched on the importance of solid translations already, during the process of keyword research and planning, it really is vital and cannot be overlooked. A native Chinese speaker will be able to provide the best insight and context about keyword usage and concepts like intent. This will ensure accuracy during such a foundational step of campaign planning.

There are a variety of resources and tools available for keyword research and planning for Chinese sites. One great way to start is with a review of the SERPs for your target keywords. Review search suggestions and related searches — two Baidu SERP features that will look familiar to anyone who has utilized Google's equivalents.

The Baidu Index, which is similar to Google Trends, also provides insight on relevance and semantic relationships of keywords, popularity in search trends, and data about rises and falls in trends for specific keywords. Additionally, Baidu Index provides insight into users and their behavior, such as which keywords a user searched before and after searching for target keywords, and demographic trends.

Baidu's keyword planner is aimed at PPC marketers, but is a great resource for SEO as well. While limited in volume functionality — you can only input one keyword at a time — this tool provides insight on search volume and competing keywords. However, there are significant limitations to using this tool: you must have a Baidu PPC account to access it, which also requires your business to have official registration with the Chinese government.

Baidu Webmaster Tools also provides a great deal of keyword data where Baidu Tongji (Analytics) sometimes leaves gaps. Using Baidu Webmaster Tools, you can determine which keywords are currently driving your organic traffic and identify pages with high clicks but lower rankings, indicating there's opportunity for the page if rankings are improved. However, the availability of data in Webmaster Tools is tied to existing rankings and traffic, and if a site isn't ranking well already or is lacking in traffic, data won't be available.

EXTERNAL LINKING, ONLINE REPUTATION, & BRAND EXPOSURE

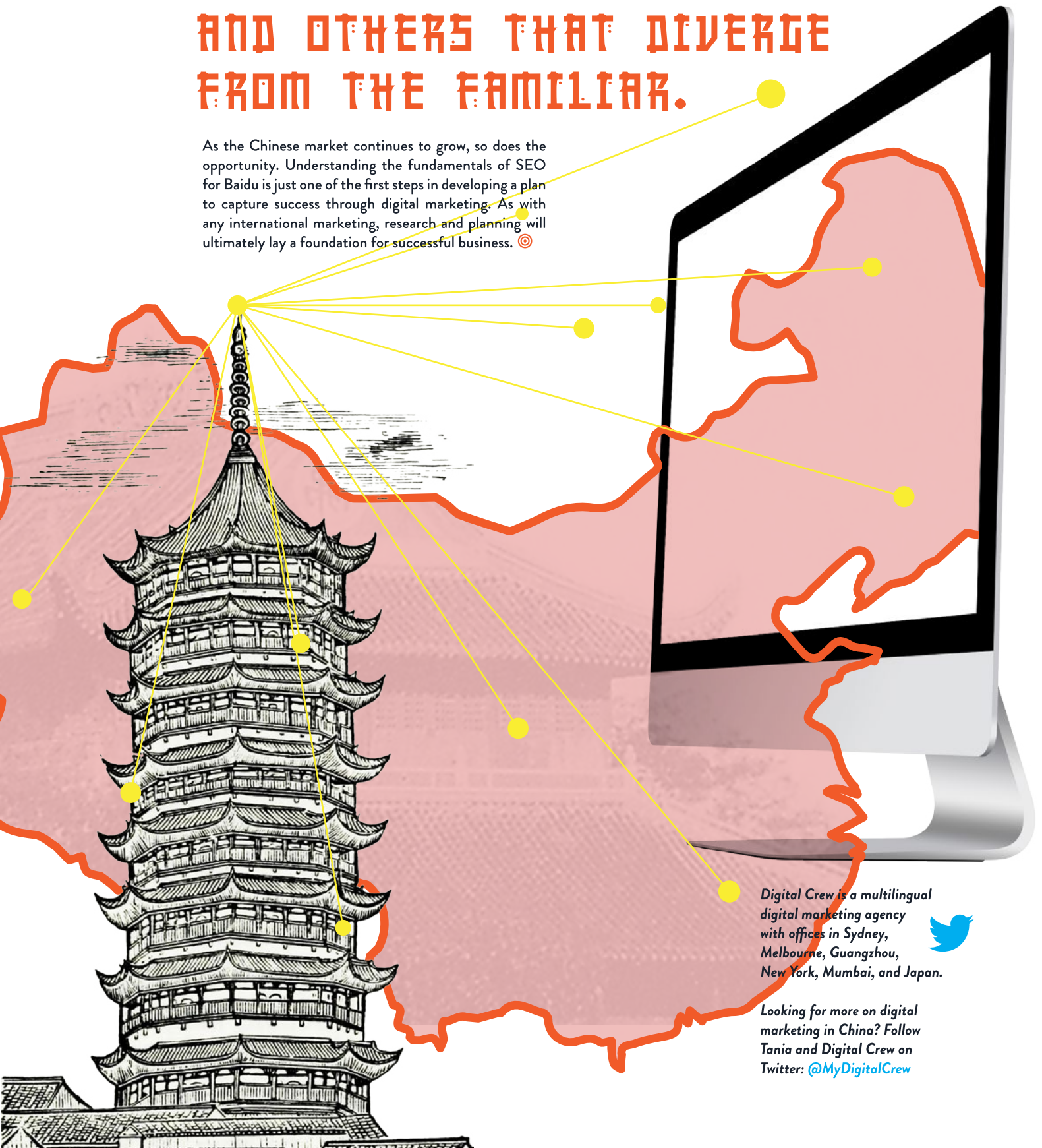
Like Western sites, rankings of Chinese websites are influenced by external backlinks and link neighborhoods, but different rules apply: site managers of China's websites can't publish content with obsolete external links.

In practice, the link building process doesn't differ much — brand mentions are one popular link building tactic for Chinese sites. For sustainable link building, a site still needs to provide real value and linkable assets to secure a link on third-party sites, no matter if it serves the Chinese or Western market.

If the quality of external links is poor, it may also lead to negative effects on rankings. A 2016 update to Baidu's algorithm that heavily targeted spammy link building tactics would look familiar to any SEO who weathered the impact of Google's own Penguin update in 2012. Baidu's approach to handling link spam has been to suggest link building is an ineffective way to influence rankings — though Chinese SEOs tend to take Baidu's statements with a grain of salt. Sound familiar?

OPTIMIZING FOR BAIDU, THERE ARE BEST PRACTICES THAT PARALLEL SEO METHODS YOU MAY ALREADY PRACTICE, AND OTHERS THAT DIVERGE FROM THE FAMILIAR.

As the Chinese market continues to grow, so does the opportunity. Understanding the fundamentals of SEO for Baidu is just one of the first steps in developing a plan to capture success through digital marketing. As with any international marketing, research and planning will ultimately lay a foundation for successful business. ©

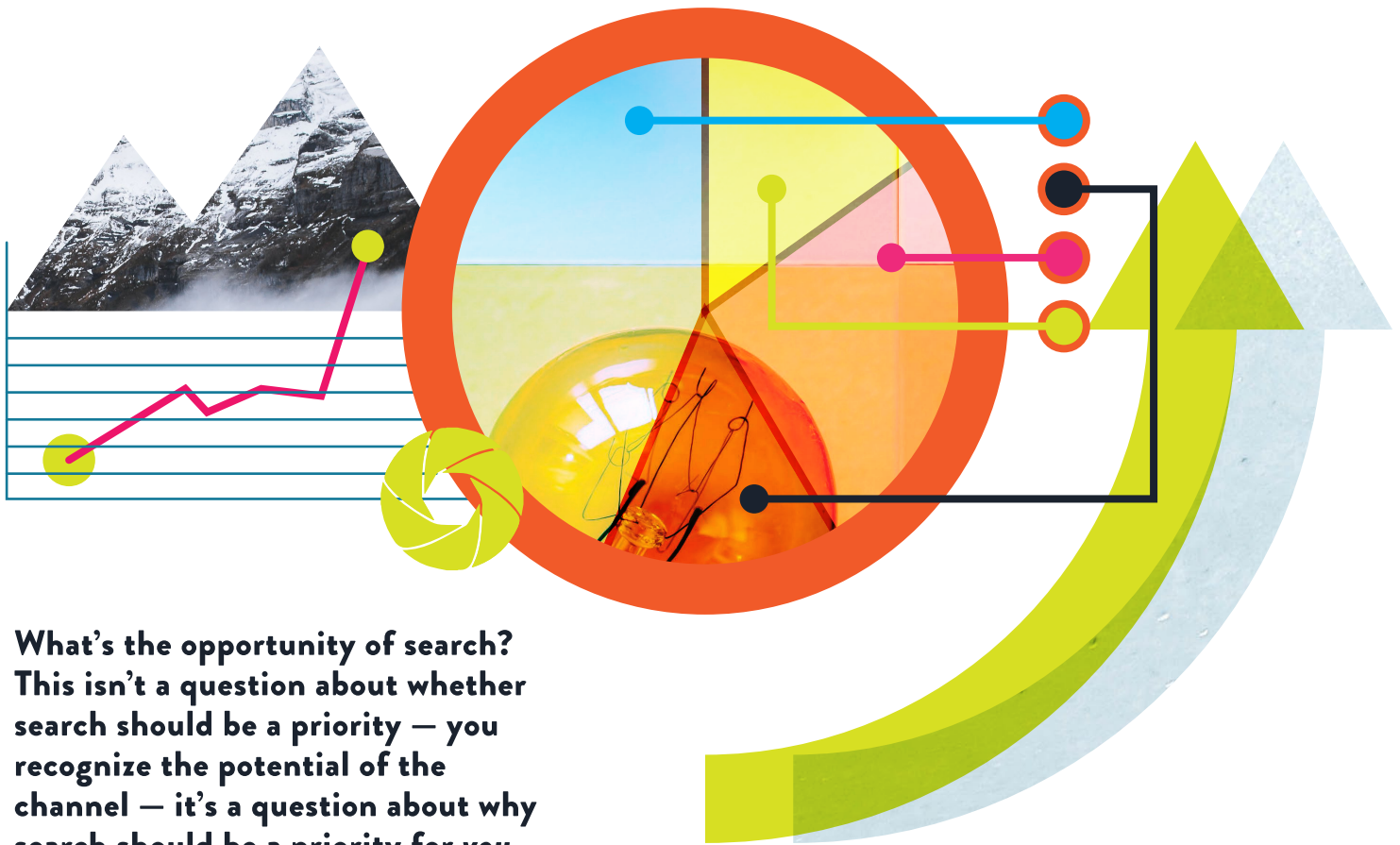


Digital Crew is a multilingual digital marketing agency with offices in Sydney, Melbourne, Guangzhou, New York, Mumbai, and Japan.



Looking for more on digital marketing in China? Follow Tania and Digital Crew on Twitter: [@MyDigitalCrew](https://twitter.com/MyDigitalCrew)

ANALYZE OPPORTUNITY.



**What's the opportunity of search?
This isn't a question about whether
search should be a priority — you
recognize the potential of the
channel — it's a question about why
search should be a priority for you.**

It shouldn't surprise any marketer that just as branding, social media marketing, or print marketing don't apply the same way to every business, search doesn't either. Search strategies must shift according to the market served by a website. A B2B business will have different goals for social media than a B2C business — and different goals for search, too.

Search result pages are competitive, and not every business is well-suited to compete. It takes research and evaluation of your industry, website, brand, audience, and competitors to determine if pursuing a place at the top is practical and profitable for your business. Even when opportunity exists, it can take a well-trained eye to see it — you have to know what to look for, which often comes

with experience.

Search success often doesn't look how you'd expect. It's not always about ranking in position #1 for the keywords most closely associated with your business. For many businesses, it's about finding where in the buyer's journey your prospects are underserved by the content in the SERPs. Which of their questions are left unanswered? Which do you

have a better answer for than the ones already provided?

Once you've identified the gaps, you'll need to build a plan to bridge them. But before you can do that, you'll need to address any internal gaps — we'll talk about integration next. ☺




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SEO REQUIRES A COMPREHENSIVE MARKETING STRATEGY.

SEO REQUIRES MORE THAN JUST A PERFUNCTORY PERFORMANCE OF DUTIES. IT'S A RARE SEO WHO IS ABLE TO NOT ONLY OPTIMIZE PAGES AND KEYWORDS, BUT ALSO FIT SEO WITHIN THE MARKETING APPROACH OF THE ENTIRE BUSINESS.

NEIL PATEL,
CO-FOUNDER -
Neil Patel Digital



BUILDING A FOUNDATION FOR CONTENT STRATEGY

- JULIA McCOY -
CEO, Express Writers

“WE’RE DOING CONTENT MARKETING. WE STARTED A BLOG.”

This is a phrase you’ll hear from a lot of marketers. However, those who take this casual approach usually don’t see many rewards in return for their efforts. That’s because casual content marketing without a strategy just doesn’t make sense. Without a plan or direction, you’ll be swimming upstream into uncharted waters. You’ll be shooting at a bullseye in the dark.

Whether or not you have a content marketing strategy in place is a key determiner for success. According to the Content Marketing Institute’s most recent B2B report¹ on benchmarks, budgets, and trends in the industry, 65 percent of the top-performing marketers have a documented content strategy. Only 14 percent of the least-successful marketers have one, in comparison.

Additionally, CoSchedule’s 2018 marketing report² shows similar findings. Nearly 1,600 professional marketers from 83 countries revealed that top marketers who document their content strategy see 538 percent more success than those who don’t.

What a difference a strategy makes.

Building one from the ground up isn’t simple, but it’s worth the time and effort you’ll need to create it. You’ll give yourself the gift of direction, purpose, goals, and a map to follow to ROI.

So, what do you need to start laying those first vital bricks in place? There are six keys to building a content strategy that I’ve learned from seven years in the industry and my own failures and successes with content. My agency now sees upwards of six-figures in annual income thanks to the leads and direct sales we draw in through content marketing. Success is out there, but only with that strategy framework in place.

Brick by brick, you can build your strategy to make your content marketing mighty. It starts with identifying your stand-out factor as a brand.

BRICK



BY

BRICK

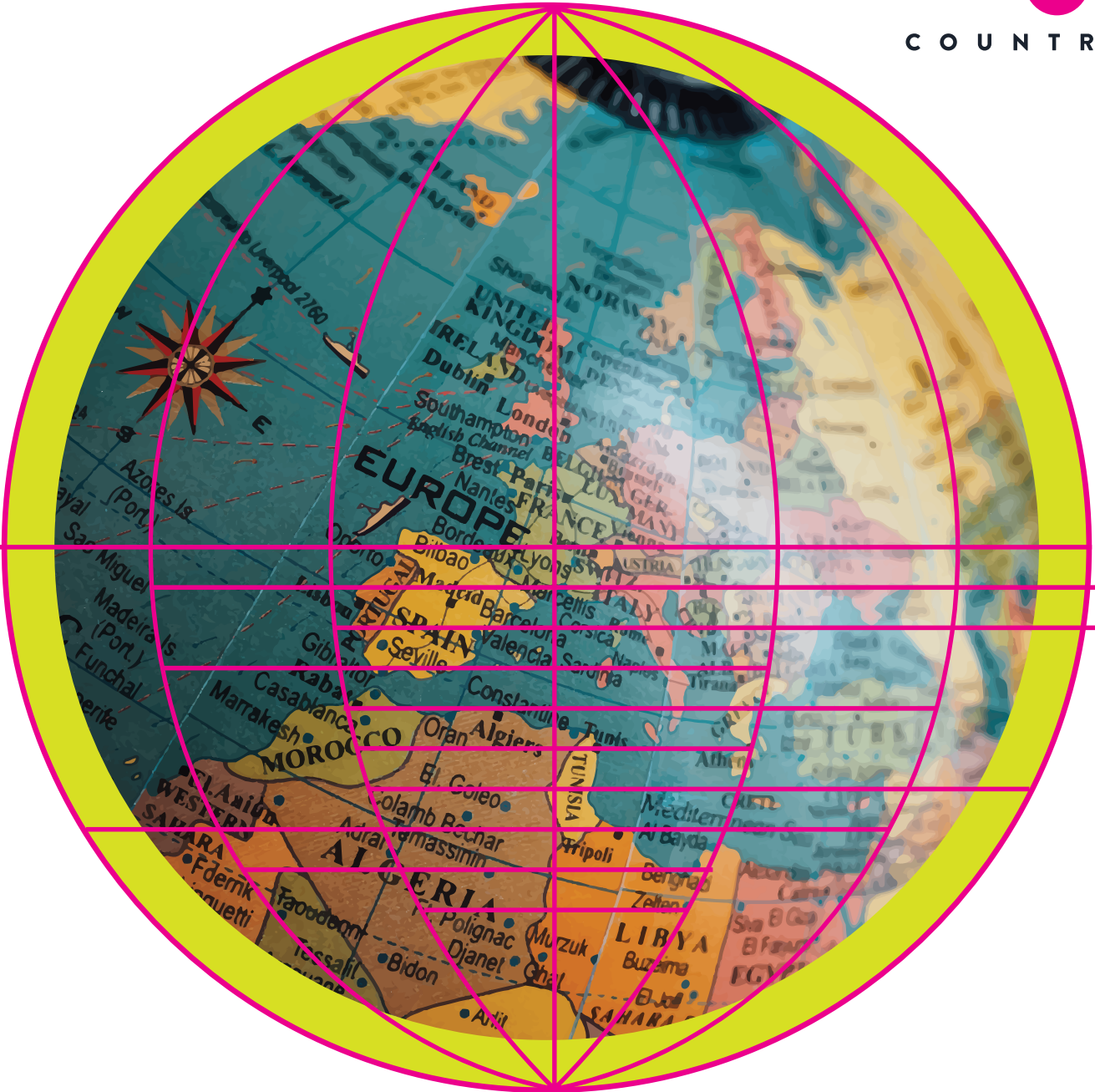
RE: TOP PERFORMING CONTENT MARKETERS:

1600

PROFESSIONAL MARKETERS FROM

83

COUNTRIES



S A W

538

PERCENT

MORE SUCCESS WITH A DOCUMENTED CONTENT STRATEGY



FIND YOUR PLACE IN THE MARKET & STAND OUT

Before you do anything else, you must find your niche in your market and stake your claim on your stand-out qualities as a brand. This will power your entire strategy going forward.

Why is standing out so important? Consider: on average, over 3.3 million Facebook posts are published every single minute, along with over 448,000 tweets on Twitter and over 65,000 photos on Instagram, according to data compiled by SmartInsights³. An additional 1,440 posts are published every minute on WordPress, one of the top blogging platforms in the world.

Everest-sized mountains of content are produced daily, and the only way to get people to notice what you publish is to lean into your stand-out factor. Otherwise, you risk blending in and disappearing – content marketing's worst-case scenario, as success depends on people actually reading what you create.

I like to call your major stand-out factor your **Content Differentiation Factor**, or **CDF**. This is what separates your brand and website from the content heap.

Once you define your CDF, building the rest of your content strategy is much easier.

The other big part of finding your place in the market is understanding your topic area. What broad topic will you focus on for creating content? Ideally, your topic area ties into your expertise and is relevant to what you sell. It also balances this expertise and relevance with what your audience wants to see and read.

**YOU'VE GOT TO HAVE A
CONTENT DIFFERENTIATION
FACTOR (CDF) TO STAND OUT
FROM THE REST OF THE
BILLIONS OF CONTENT
PAGES ON THE WEB.**

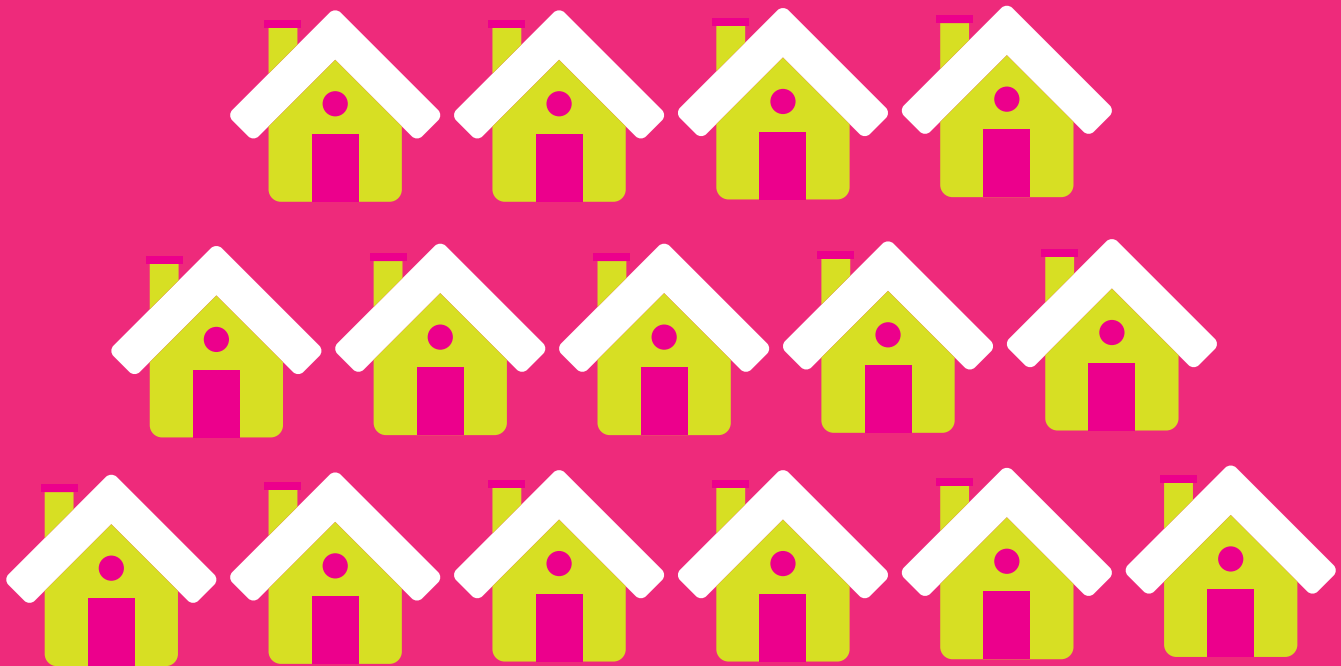


CDF

CONTENT DIFFERENTIATION FACTOR



WHAT SEPARATES ME FROM THEM



BRIDGE THE GAP

Before you dive into creating content, you need to know who that content is for. Instead of writing for everyone, it's better to create content strategically, with specific personas in mind.

Think of it this way: if you create content with no definite audience in mind, 99 percent of those people will have no interest in your brand, your content, or what you sell. On the other hand, if you write to a targeted niche audience, 99 percent of those people will have interest, and are far more likely to become leads and sales.

Would you rather gain one lead from 100 visitors, or 10 leads and two direct sales from 15 or 20 targeted visitors who fit your ideal buyer persona? The answer here is pretty clear. This is how you bridge the gap between just creating random content to creating irresistible, persuasive content that converts — know your target audience!

Once you know exactly who will like, read, want, and need your content, you can target them by connecting them to the marketing lifecycle: where are they stuck on the road to becoming a customer? This information will help you create ultra-targeted content that speaks directly to your persona's most urgent pain points.

IF YOU CREATE CONTENT WITH NO DEFINITE AUDIENCE IN MIND, 99% OF THOSE PEOPLE WILL HAVE NO INTEREST IN YOUR BRAND, YOUR CONTENT, OR WHAT YOU SELL.





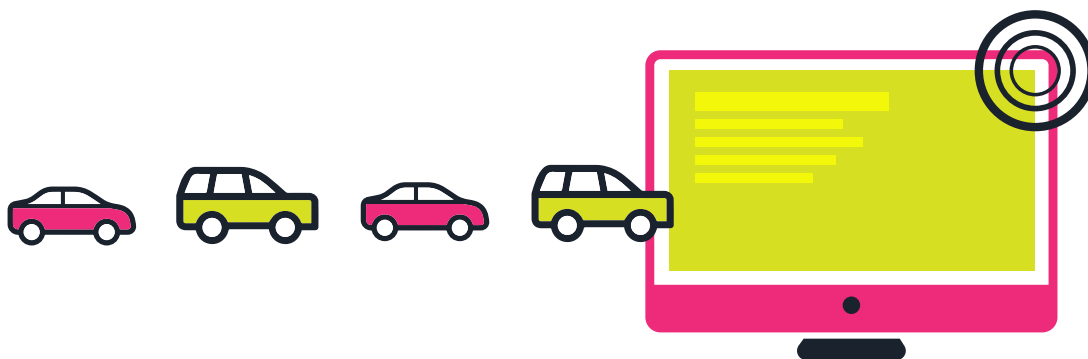
USE INBOUND SEO FOR MORE TARGETED TRAFFIC



While you don't want just any random traffic coming to your site and content, more of the right traffic is always desirable. To create more opportunities for the right traffic to find your content, targeted inbound SEO is a must.

Doing "targeted" SEO just means you're using keywords in your content that directly reflect your ideal buyer's search intent. Your content should answer the questions they're asking, using the keywords they're typing into search engines. The best way to find those keywords? Research.

I highly recommend investing in one or two paid keyword research tools, like SEMrush or KWFinder — free versions of both are available, but the paid versions are more robust and accurate. These will help you find the most profitable keywords for search intent-targeted content.





BUILD ONLINE AUTHORITY WITH CONSISTENCY



With your goals, topic area, audience, and SEO figured out, it's time to think about building up your online presence. Building the online authority of your brand should be a key piece of your content strategy for a few reasons. It will build your reputation in the eyes of search engines like Google, which equals higher rankings in search results. It will also build your brand as a trustworthy source in the eyes of your audience, which equals more loyalty, more brand ambassadors, and more conversions.

In general, I like to think of building your online authority as akin to building a house. To create a strong, sturdy content house that your ideal buyers and search engines can find, you need to build up the foundation, walls, and roof on land you own — your own domain. You do that with consistent, high-quality, search-optimized content published to your website.

Over time, as you keep publishing top-notch content — especially long-form, informative blogs and articles — your gravitas online will grow. You'll generate backlinks, start ranking for lots of keywords, and improve your domain authority.

According to HubSpot⁴ data, websites with a blog average 434 percent more indexed pages than those without a blog. Those indexed pages represent more opportunities for your target audience to find your content. They also symbolize how incredibly solid your authority can become if you invest in blogging consistency and quality.

CONTENT TRACKING, UPDATING, AND MAINTENANCE

ORIGINAL, EXPERT-LEVEL WEBSITE CONTENT

LONG-TAIL, KEYWORD-OPTIMIZED LANDING PAGES

COMMITTED, ONGOING BLOGGING & COMPREHENSIVE, LONG-FORM CONTENT

KNOW YOUR AUDIENCE, BUILD A CONTENT PERSONA,
KEYWORD RESEARCH & LONG-TAIL KEYWORD LISTS



CREATE CONTENT THAT WILL BUILD YOUR BRAND

Building online authority and content creation go hand-in-hand. If you skimp on either activity, both will suffer. What does brand-building content look like?

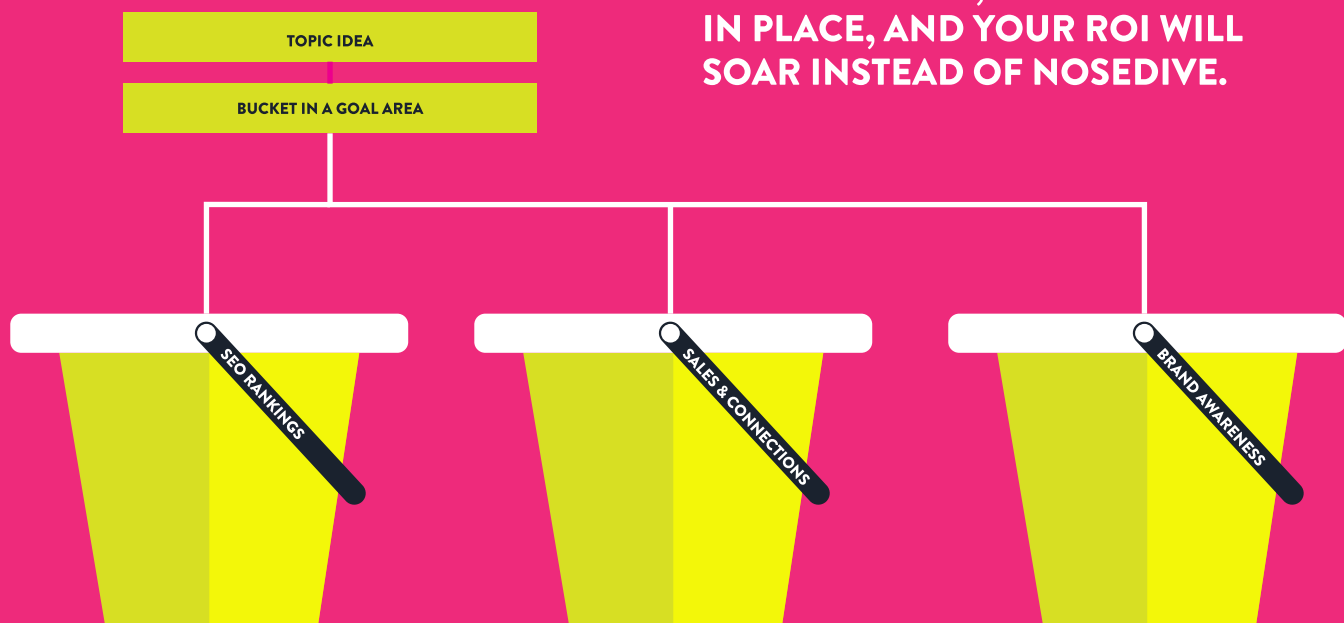
Unsurprisingly, it's consistent. That means it's always high-quality with attention to facts, details, and readability. The tone of voice, style, and language in each piece of content matches up with your overall brand voice. Brand-building content is published on a regular, predictable basis, even if that means you're only posting monthly or bi-monthly.

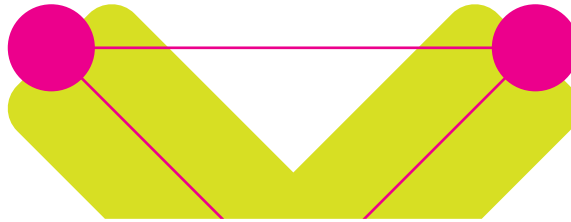
This content answers the questions your audience is asking and connects to the stages of buyer awareness. It's informative, entertaining, useful, helpful, or all of the above. It's mainly published on your website (your content house), but also on industry guest blogging platforms for greater reach.

Finally, and perhaps most important of all, it covers topics that connect to your overarching goals. In other words, your content serves a purpose and moves you closer to success — it doesn't just exist. To help me stay focused on content topics that are profitable, I rely on what I call the **three-bucket topic strategy**.

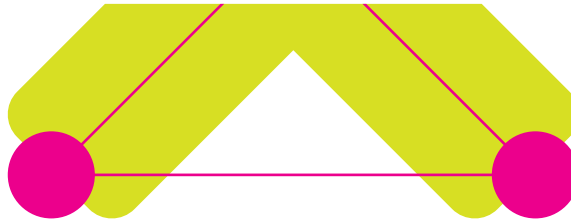
I imagine my content goals as "buckets." Each topic idea gets run past my goal buckets. If one doesn't fit into any of my buckets or serve to move me toward at least one of those goals, I scrap it.

CONTENT CREATION IS THE NUTS AND BOLTS OF A CONTENT MARKETING STRATEGY. DO IT THE RIGHT WAY, PUT A WORKFLOW IN PLACE, AND YOUR ROI WILL SOAR INSTEAD OF NOSEDIVE.





PLAN, BUDGET, MAINTAIN, PROMOTE



The final brick in your content strategy framework involves maintenance. How will you maintain your strategy and content marketing momentum into the future? There are three branches of content strategy maintenance: budgeting; promotion; and auditing, tracking, and measuring.

Setting a budget for your content plan must include funding each major content activity. For example, investing in high-quality content consistently might mean you need to hire a content writer, and possibly an editor. As such, budgeting for their fees should be baked into your content strategy. Other ongoing fees might include paid tools and software, web hosting, or adding more people to your team (like a content strategist or a social media specialist).

Promoting your content is an essential activity to keep it circulating in the blog-o-sphere and on the web. Basic promotion techniques include posting to social media, springing for Facebook ads, or updating your email list about your newest posts.

Auditing, tracking, and measuring is about both past and present content maintenance. In the present, scheduling your blogs and content with the help of an editorial calendar helps you stay consistent. Meanwhile, past blog posts can be audited for opportunities to update and refresh them.





DOES YOUR CONTENT MARKETING INCLUDE A STRATEGY?

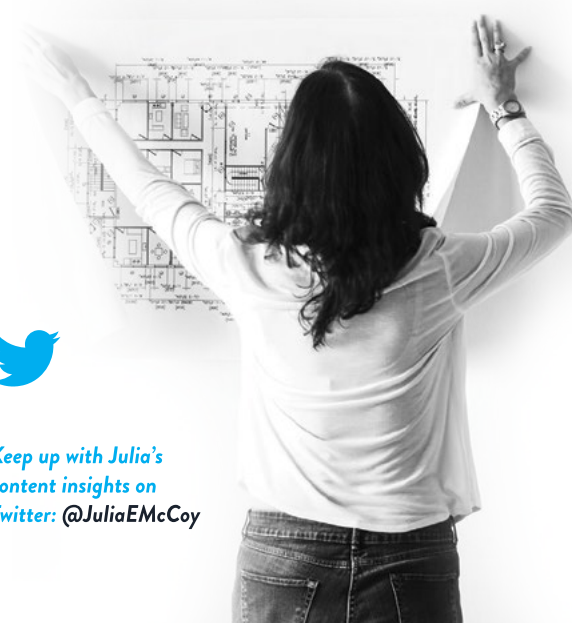
Content marketing without a strategy is like a car without an engine. It just doesn't work.

If you expect content to help you move toward your business goals, you also can't expect to do it haphazardly. Instead, you need a map. You need a plan. You need a foundation. A content strategy encompasses all three of these, and more. Following these steps will ensure your content marketing plan is intentional, strategic, and goal-oriented from start to finish.

It's time to stop hoping for results and ROI from content — instead, plan for them. It's time to start strategizing. 🎯

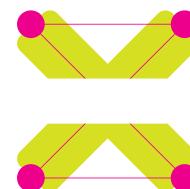
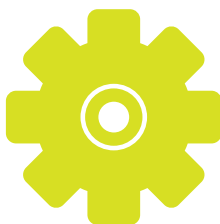


Keep up with Julia's content insights on Twitter: @JuliaEMcCoy

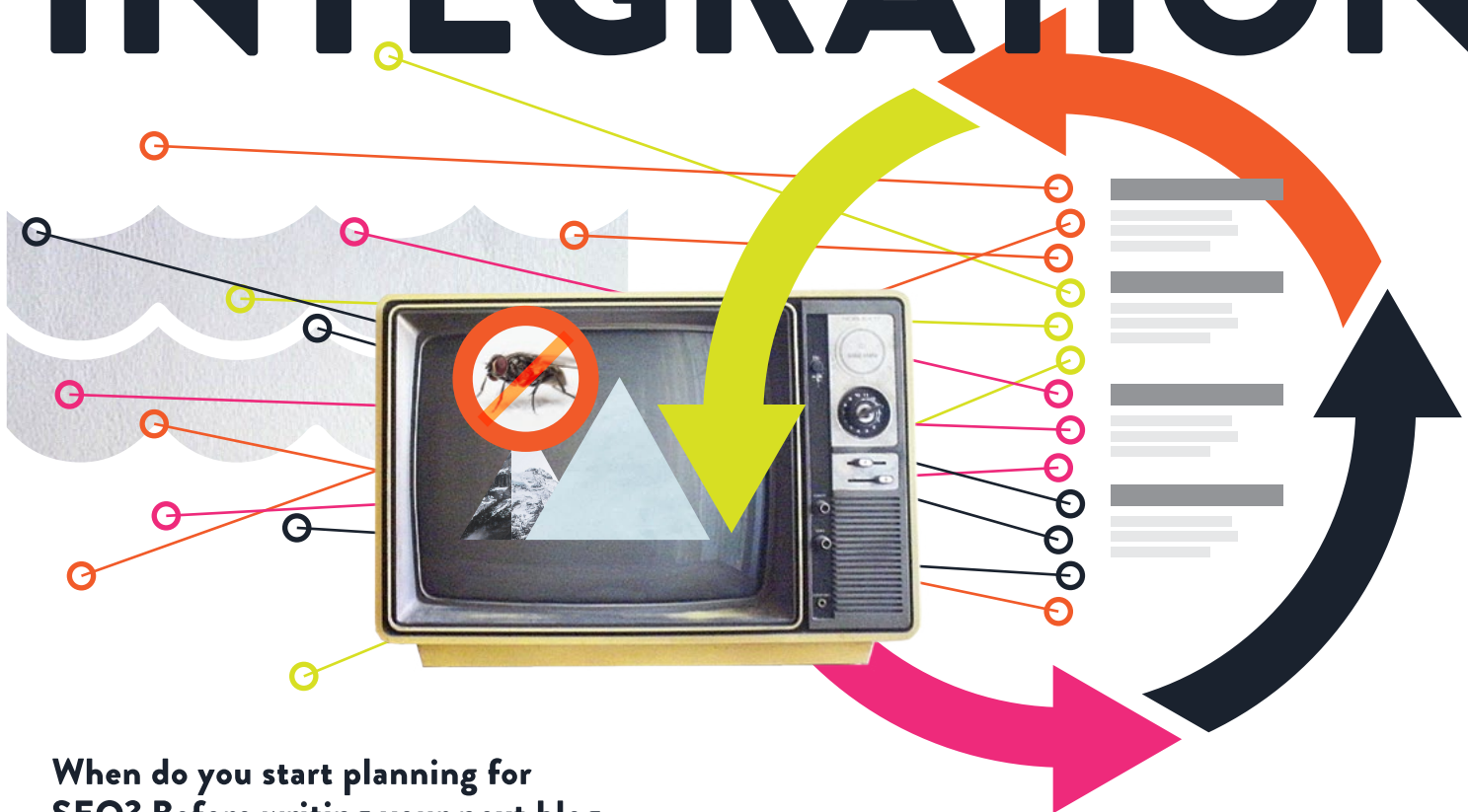


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ASSESS INTEGRATION.



When do you start planning for SEO? Before writing your next blog post? Before deciding whether your business needs a blog?

Disjointed marketing strategies are sort of like running Windows on a Dell circa 2005 — a bit buggy. Apple succeeded in dominating the personal computer market in part because the software that ran their products was developed alongside the hardware. Everything was built with the other pieces in mind, coming together to form a remarkable final product.

Treat your SEO strategy the same way: build it alongside your marketing strategy, so

each part works together.


Without integrating the channels of your marketing, they can work against each other. If your marketing research isn't solid, you could be creating content to rank for terms you probably shouldn't. In an attempt to provide solutions, you could be drawing people with the wrong problems to your site. If the content on your converting pages isn't aligned with the pages drawing prospects to your site, you may lose them along the

way. If content creators don't understand their role in optimization, SEO initiatives will remain reactionary.

Recognizing your organization's level of search integration and associated opportunities is a powerful stage in strategy development. It gives you a baseline to reference, and paints a clear picture of what steps to take next to advance your integration of SEO.

Coordinate with stakeholders and coworkers who

influence SEO to create a marketing plan that accounts for search from end-to-end, no matter how large or small a part it may play in your marketing mix. ©



SEO IS NOT SEEN AS AN OBSTACLE, BUT INTEGRAL TO THE PROCESS.

WHEN SEO TOOLS ARE SEAMLESSLY EMBEDDED IN THE CONTENT WRITING WORKFLOW, SEO IS NOT SEEN AS AN OBSTACLE, BUT INTEGRAL TO THE PROCESS OF PUBLISHING QUALITY, SEARCH-FRIENDLY CONTENT.

ENABLING WRITERS TO MAKE CONTENT INHERENTLY SEARCH-FRIENDLY IS A HUGE LEAP TOWARD MAKING CONTENT READY FOR SEARCH. THIS ALSO HELPS THE SEO TEAM SCALE.

JIM YU,
FOUNDER & CEO -
BrightEdge



BE THE BEST



APPLYING SEARCH INTENT INSIGHTS

- RONELL SMITH -
Content Strategy Consultant

SEARCH INTENT IS THE LATEST SEO BUZZWORD, AND FOR GOOD REASON. IF, AS CONTENT CREATORS, WE CAN UNDERSTAND WHAT CONTENT GOOGLE IS LOOKING TO REWARD FOR A GIVEN SEARCH QUERY, WE STAND A MUCH BETTER CHANCE OF BEING REWARDED WITH HIGHER RANKINGS IN THE SERPS, AND EARNING THE CLICK.

In 2018, we all learned to read the tea leaves — er, SERPs — using them as a guide from Google regarding the content type it'll most easily reward for a given set of keywords. The learnings were illuminating and, in some cases, inspiring.

However, things don't always pan out as we expect.

For example, an informational query you were hoping to nail with an in-depth, middle-of-the-funnel guide might never show up as planned because Google saw the query as a bottom-of-the-funnel, action query for web searchers ready to buy. But at least you didn't waste your time creating content that was never going to reach the intended audience.

But all was not lost, given your experimentation has yielded deep, rich clues to what Google and web searchers are looking for. Now all you have to do is create the types of content both parties are looking for, and voila, the rankings, traffic, and conversions should flow in like waters from the Nile.

Or so the thinking goes.

Understanding what Google and web searchers want is only part of the battle; the devil is in the details, which highlights a problem: execution.

We also need to know the best means of creating these ideal types of content, an element that covers more of the *how* than the *what* of content creation. The good news is, as skilled content creators (writers, strategists, specialists, etc.), we're uniquely qualified to ace this area and bridge the gap.

Nailing search intent is the starting point, not the goal for your content. As a dyed-in-the-wool content guy, helping businesses create the types of content that get them found in the SERPs and chosen via a click is important to me. What I too often see, however, is content that, though done well, does not meet the threshold of truly nailing intent.

Why? It's simple: we tend to look at the SERPs and think we only need to create something "better" than what's already ranking.

For example, we may see an informational query and automatically think, "Let me create a better list, or paragraph, or graph than what's already ranking." That logic is not entirely off. However, it's a step you'll take prior to beginning a process I call **ASA**, short for: *answer quickly, support thoroughly, and anticipate additional questions*.

We'll explore each of these in detail to help you formulate a plan to create winning content that serves intent. Give yourself the best chance of success by stealing these journalistic tips.

NAILING SEARCH INTENT IS THE STARTING POINT, NOT THE GOAL FOR YOUR CONTENT.

ANSWER THE INTENT OF THE SEARCH QUERY IMMEDIATELY.

Get to the answer, already. Don't beat around the bush. Show me that you know what I want and that you're the brand I should do business with by answering my question right away and thoroughly. Don't waste words; tell me right away what you think I need to know in the few sentences on the page. By doing so, you capture and hold my attention and make it apparent that you know my needs more intimately than the competition.

I was a business journalist for several years after college, so I became well-versed in what's called the inverted pyramid. This is a model whereby the most relevant information is shared first, with less immediately relevant details right below. The details placed lower on the page aren't necessarily less important, but they aren't as essential or as expected at the top of the page.

For example, a travel brand hoping to answer the query for "cheap family vacations to Florida" would have locations, likely via a list, highest on the page, with prices lower on the page, and activities even lower. In this way, the brand would answer what the web searchers were looking for immediately before inviting them lower on the page.

The same process can be applied for any query. The key is to attempt to answer the question in as succinct a fashion as possible. (This process works well regardless of the position of your page in the SERPs.)

DON'T DROP THE BALL WITH SUPPORTING DETAILS.

Once you've nailed the active intent — answered the primary question associated with the search query — it's time to drive home the fact that your brand is the definitive resource in the space.

This is the place for supporting data that helps make your point. People love numbers, especially if they help tell a more complete story or provide a unique perspective. For example, the travel site's content might include sections broken up by price and location, with that content positioned as something along the lines of "5-day vacations for under \$2,000 for a family of 4." This type of data personalizes the information and makes site visitors feel you've invested the time to get to know their needs.

What's more, it's the type of next-step, specific information they'll expect as they dig deeper for details regarding the trip. What this means for your brand is, even if they're still in the informational stage of the process, they're likely to bookmark the page and return to it as the time for booking a trip draws near.

Another element worth considering is the addition of a subject matter expert to add supporting details, depth, and nuance to your information. When you add a quote for details from a person who has experience in the topical area you're covering, you not only buttress the main points, but you aid trust and uniqueness as well. People can more easily envision experiences through the eyes of others, and the expert's perspective is not one they'll encounter elsewhere, at least not in the exact likeness.

THINK ABOUT WHAT ELSE WEB VISITORS MIGHT NEED TO KNOW.

In journalism, information placed lowest on the page is of the more generic variety. It's valuable, but not important or entirely necessary. As marketers, the details we share near the bottom of the page might include an additional resources list, with links to where readers can learn more about the topic on-site and off-site. It's also the ideal space to answer any potentially lingering questions a searcher might have on the topic.

For the travel brand referenced previously, the lower-page content might include a comparison chart, the best value menu for frugal vacationers, or a next-steps section for those who need a nudge.

THE MAIN POINT TO CONSIDER IS, "WHAT ELSE MIGHT THEY NEED TO KNOW?"

No matter what you include here, however, a call to action has to be a part of the mix. Too often, we create a strong piece of content and then leave it to chance that a web visitor will behave in the way that we hope. Don't leave this all-important step to chance — be explicit.

Whether you'd prefer them to answer a question in the comments, contact you via phone or email, or simply dig deeper on your site, make it as easy and clear as possible for them to do so. At the very least, make certain that CTA buttons are clearly labeled and easy to read.

**ASA:
ANSWER QUICKLY.
SUPPORT THOROUGHLY.
ANTICIPATE QUESTIONS.**



The next step in the evolution of using search intent successfully for your brand is to focus on being the best answer on the web.

This means you must think beyond content type and format, focusing on thoroughness, or density, as well. This means you must pull yourself away from thinking of word counts (or audio or video lengths) and attempt to answer the question or query in as thorough a manner as possible.

This is not as difficult as it sounds, however.

Take a page from some of the most successful content marketers, who pull ideas from throughout the business as they set about creating content. From the sales team, they glean objections; from the customer success team, they learn of sticking points; and from their analytics, they discern what content is performing well.

LISTEN AND LEARN

**THE DETAILS PLACED
LOWER ON THE PAGE
AREN'T NECESSARILY
LESS IMPORTANT,
BUT THEY AREN'T
AS ESSENTIAL OR
EXPECTED AT THE
TOP OF THE PAGE.**

Insights in hand, the content marketing team can set about addressing these elements in their content. Yes, it's an iterative process, so there will be hits and misses, but as you get better at listening and learning, you can expect to see increases in traffic to the site, positive comments left with the customer success team, and fewer objections via the sales team. This means your content is effectively working for your brand.

That's the goal, right?

When you combine your knowledge of content creation with a journalist's acumen for depth, nuance, and detail, you have a winning mix. ©

*Liked what Ronell had to say?
Don't miss a word — give him
a follow on Twitter: @RonellSmith*





BY COMING TO A CONSENSUS ON GOALS FOR THE BRAND,

PR AND SEO DEPARTMENTS CAN BOTH GENERATE IMPROVED RESULTS. FOR EXAMPLE, LOCAL SEO EFFORTS CAN BENEFIT FROM PR CAMPAIGNS TARGETED TO LOCAL AND REGIONAL PUBLICATIONS. SEO-ORIENTED RESEARCH INTO THE DIGITAL CREDENTIALS OF VARIOUS OUTLETS CAN HELP PR PROS FOCUS THEIR EFFORTS ON MORE BENEFICIAL CHANNELS, TOO.

TYLER SICKMEYER,
CEO -
Fidelitas Development





SEO MYTHBUSTING

PRESIDENT TRUMP & BIAS IN THE CODE

- CHARLES TAYLOR -
SEO Manager, Verizon Fios

The last couple of years have been an interesting time for search and politics. Not separately, mind you – I am referring to the politics of search. On several occasions, Google has been accused of political bias – most recently and energetically by President Trump – and Google has even spoken before Congress on the subject.

I realize any political topic will get touchy, but I could not think of a more fun subject to try to test empirically.

The idea of explicit (or unintentional) biases in search results are concerning for many reasons; with so many people using search every day, the results they encounter can have huge political, social, cultural, or financial influence. The topic of bias in search has long garnered public interest, but in 2018 it reached an all-time high in web searches, according to data from Google Trends.

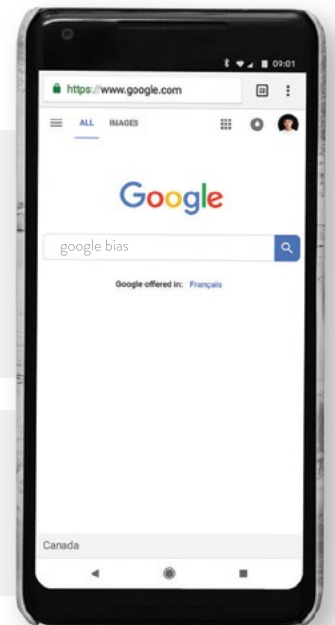
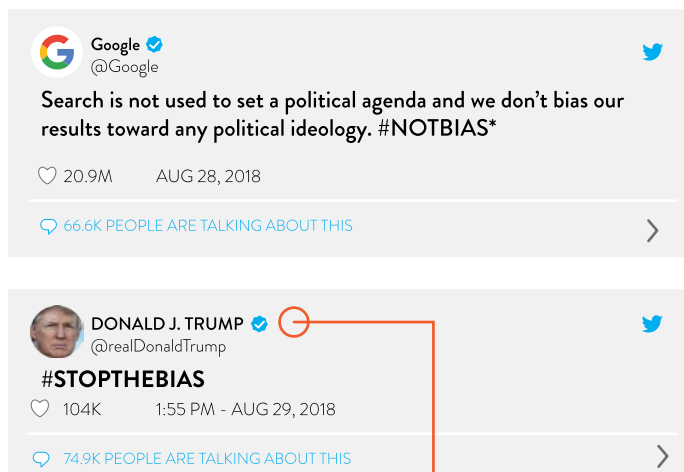
It's not much of a secret that Eric Schmidt, former Executive Chairman of Google and (at that time) Alphabet, both endorsed former President Obama and had a close relationship with his White House and administration. Additionally, it's known that Mr. Schmidt was an avid supporter of Hillary Clinton's campaign.

Of course, there is nothing inherently illegal or unethical about this, nor should there be; people are allowed to have and support their political beliefs. I can, however, see why folks on the other side of the political aisle may be concerned.

Add to this the fact that it was discovered employees of Google had suggested they should adjust search results to favor specific websites in response to President Donald Trump's immigration travel ban, and you have the makings of a really great conspiracy theory.

THE QUESTION

IS THERE A POLITICAL BIAS CODED INTO GOOGLE'S ALGORITHM?



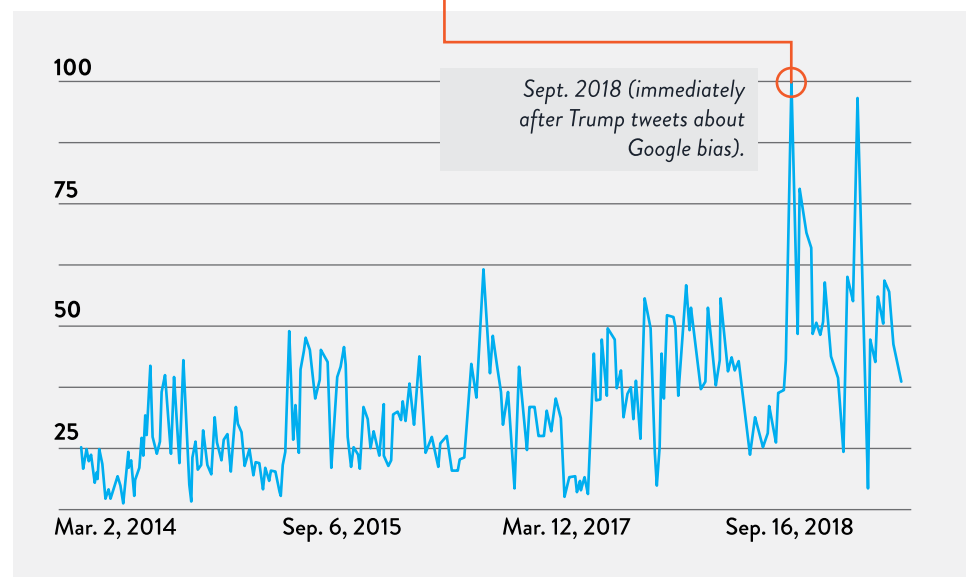
While all of this political intrigue may be fun to discuss and argue about, the discussion really boils down to one thing: is there a political bias coded into Google's algorithm?

The more I thought about testing this, the more I realized that it could become an enormous undertaking. While I initially

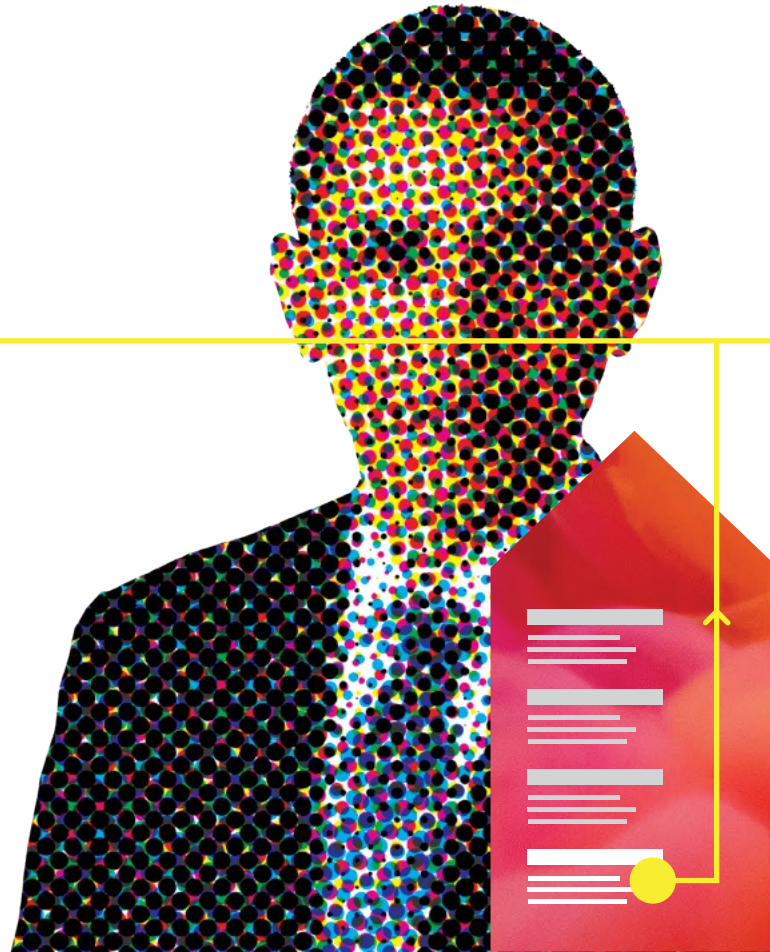
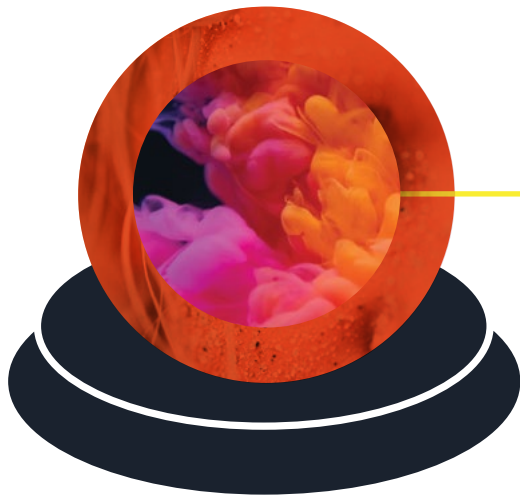
mapped out over 25 separate tests I could run, I determined that I needed to focus and test individual variables.

I decided to first test if the algorithm has a general bias against President Trump, and then, if it prefers his opponents over him.

Google Search Trends for the Term: "Google Bias" - Google Trends Data, 2019



*Quote is actually from Yahoo Finance article by Chuong Nguyen, "Google responds to Trump's Tweet-rage: We didn't rig search against you!" Graphically represented as a tweet for sake of the article.



I first wanted to determine if the algorithm contains a political bias, or if it treats everyone equally. Would Google promote or punish a webpage based on mentions of a specific person on that page?

To run this test, I created seven pages with exactly the same content — titles and meta descriptions need to be unique or else Google will not index the page. I then came up with a unique fake keyword that displays zero results on Google when searched.

Lastly, on all the pages, I needed a control name. I created a fake president name, “John Q. Smith,” and placed it in the title, meta description, and four times within the body copy. I also used variations such as “President Smith,” “Mr. Smith,” and “John Smith.”

After the pages were launched, indexed, and ranking for the fake keyword, I noted which page was ranking in the #4 position out of the seven pages for the fake keyword. After about a week, the rankings usually settle down and a specific page typically ranks consistently in the 4th position. Once this occurred, I edited the page ranking 4th to change all the “John Q. Smith” references to “Donald J. Trump” — and then I waited.

If Google results are biased against the President, then the page should have dropped in rankings.

Within several days, the page went to the #1 position for the fake keyword. Did this mean Google is biased towards President Trump? I found this equally unlikely, so I created two more variations of this test to confirm.

For each of these variations I followed the same procedure. Each set had the same content, except for the title and meta descriptions. Each set also had its own fake keyword, and I used “John Q. Smith” as the control name placeholder. For the first two sets, I decided to test against the well-known Republican personalities Rush Limbaugh and Sean Hannity.

Once all the pages were indexed, I waited for the 4th position ranking to settle. After it settled, I updated those pages by adding the new variable names in each set — this took about a week. Both the Rush Limbaugh and Sean Hannity variable pages moved to #1.

Did I just uncover a right-wing conspiracy buried within Google’s algorithm? While I found this even more unlikely than a vast left-wing conspiracy, I decided to create another two test variations.

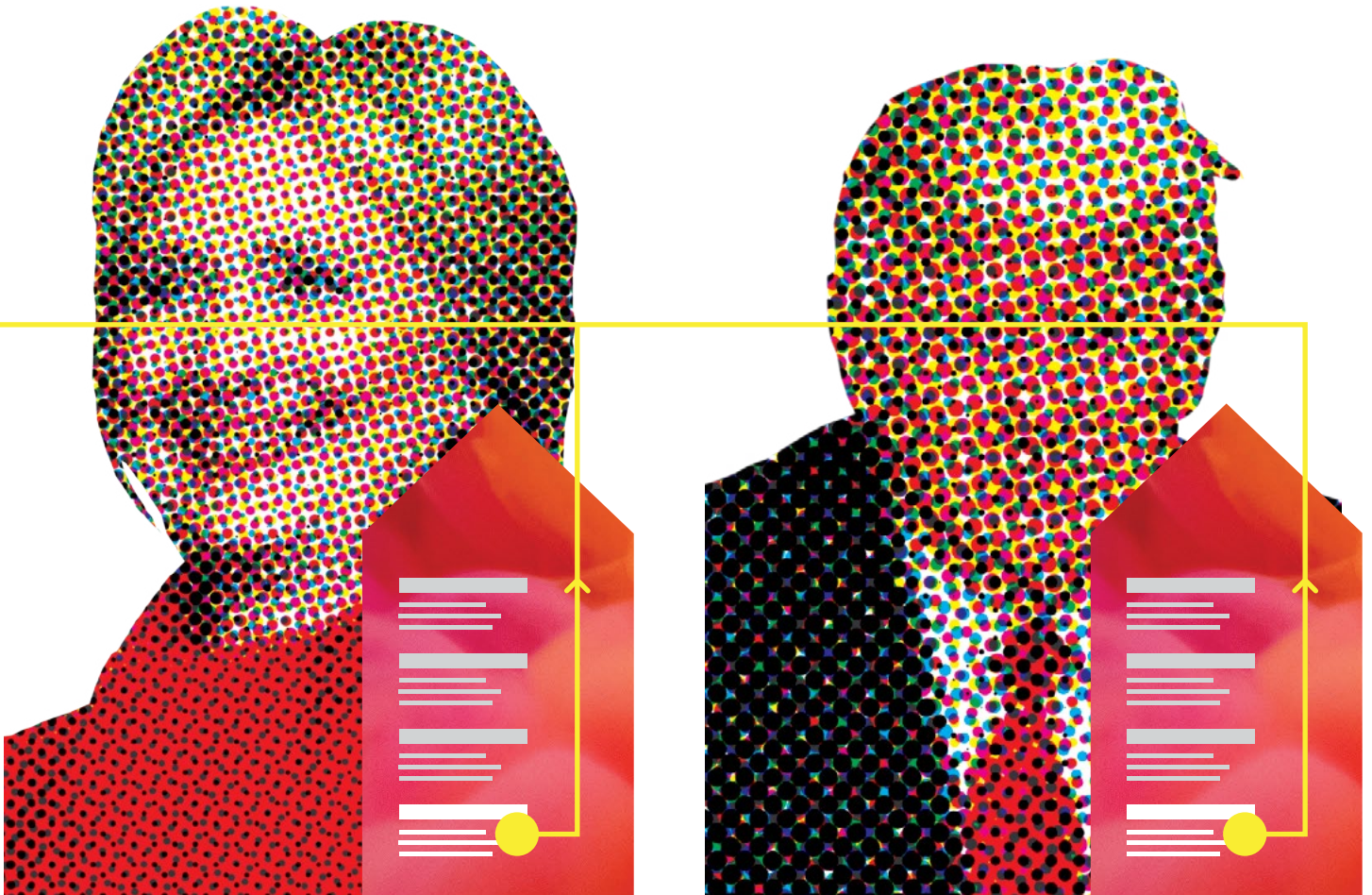
I set them up just like the last set, but this time I used the names Barack Obama and Hillary Clinton as my variables. Just like before, after indexing, updating, and waiting, both the updated variable pages jumped from position #4 to position #1 for their respective fake keywords.

The interesting thing about testing is that I often learn unexpected things about the search engine. In this case, Google favored my updated variable pages. To me this indicates that Google favors “freshness,” “uniqueness,” or both. Any real person would agree that these test pages could hardly be described as fresh or unique, but to a computer, they are more fresh and more unique than the control pages. I have seen this in past tests and actually expected to see this result, but decided to run them anyways to establish a baseline.

So, test set #1 did not expose a bias against Donald Trump, nor any of my test subjects for that matter. Therefore, from a larger context, Google is not automatically demoting content about the president.

The next argument could be that Google may be biased against, or biased in favor of, specific people. For example, it would rank former President Barack Obama over current President Donald Trump. I had my next test.

I set up the second test similarly to the previous test set: seven identical pages, except for titles and meta descriptions, and a fake keyword on each. This time, instead of a fake placeholder control name, I used Barack Obama as my control.



After the pages were indexed and the rankings settled, I took the page ranking in the 4th position and replaced Mr. Obama's name with Mr. Trump's name. After about a week, the page with Donald Trump's name ranked #1. I then performed the exact same test, but in reverse: Donald Trump's name was the control, and Barack Obama's name was placed on the page ranking in the 4th position. Again, the updated variable page, with Mr. Obama's name, jumped to the 1st position for the fake keyword.

I wanted to be extra clear, so I decided to run two more tests. I called these #2C and #2D, to help keep all these tests straight. This time, I ran the exact same tests as already described, but instead of using former president Barack Obama's name first as the control and then as the variable, I used Hillary Clinton's name instead.

Once again, the page with the variable name ultimately ranked 1st for the fake keyword. Therefore, the Donald Trump variable beat the control pages — the Hillary pages — and the Hillary Clinton variable pages beat the Donald Trump control pages. I was definitely seeing a pattern here.

After running nine separate tests (five using test #1, and four using test #2) the page that was most *fresh* and most *unique*

always ranked in the first position, regardless of whose name I used.

What, if anything, have we learned?

First, the results seem to confirm the validity of Google's never-ending counsel that we build the best content possible. The base algorithm appears to be aimed at ranking the most fresh and unique content available.

I spent six weeks trying to determine if Google is biased, and I learned that the adage "content is king" seems to be true. That is what I like about testing: sometimes I learn something profound, and sometimes you just reinforce the basics.

Secondly, I would suggest that the results demonstrate Google's algorithm is likely not overtly biased against any person. While I will agree many employees of Google clearly have a political preference, so far I am happy to say that I see no indication of a political bias programmed into the algorithm. It could be biased in a more subtle way — which is why I am running further tests.

I am currently running tests on sentiment. The control pages contain either negative or positive sentiment, and the variable page is the other. I will test if there is indication

that a page with a positive sentiment towards President Trump will hurt or help the page in the rankings. Regardless of the results, I will also run it against either Obama, Clinton, or both.

I suspect the results will be consistent with the tests I've already run — but you never know until you test. 🎯

THE RESULT:

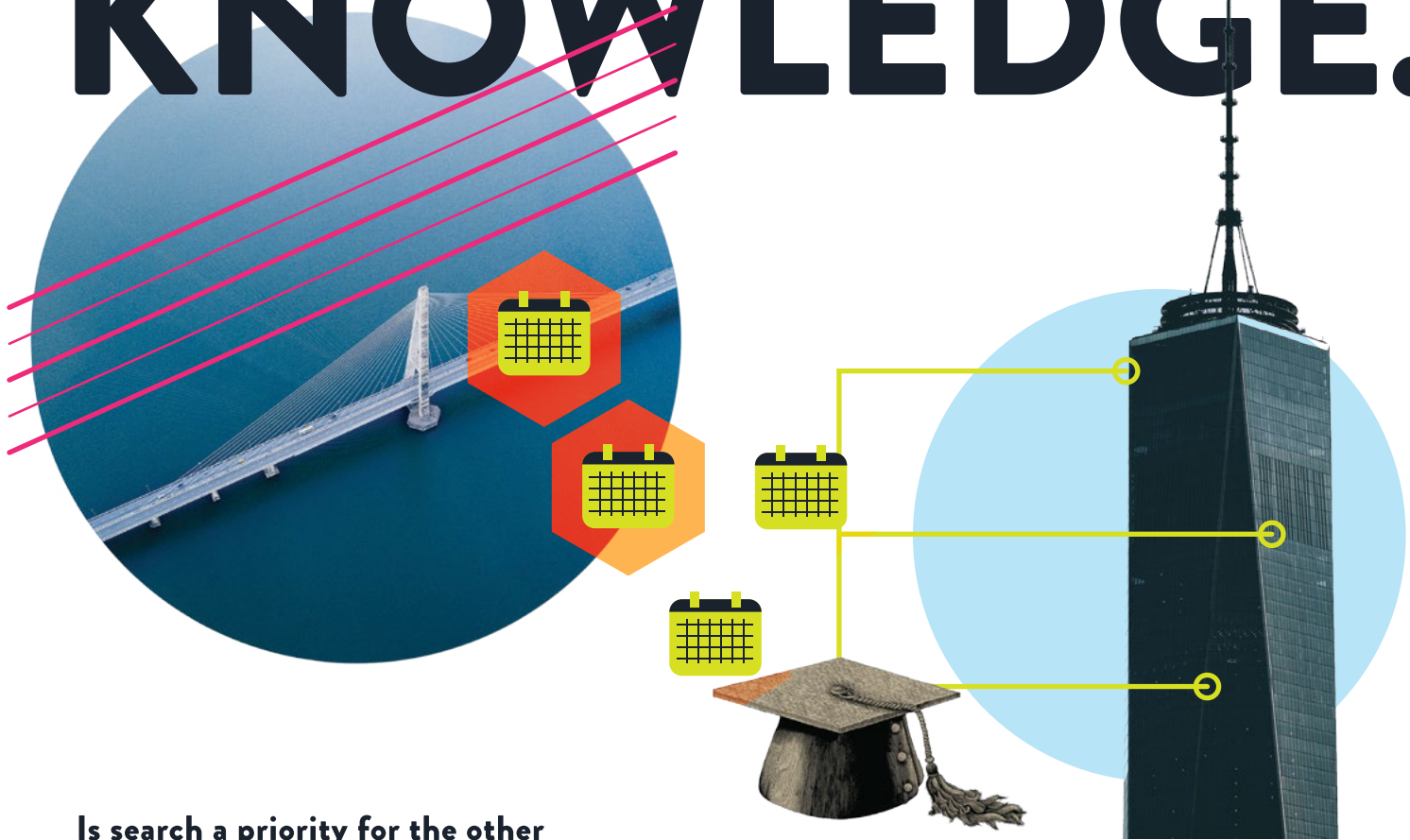
THE BASE ALGORITHM APPEARS TO BE AIMED AT RANKING THE MOST FRESH AND UNIQUE CONTENT AVAILABLE.

NO INDICATION OF A POLITICAL BIAS PROGRAMMED INTO THE ALGORITHM.

Chat with Charles about his tests on Twitter: @CharlesHTaylor



PROPAGATE KNOWLEDGE.



Is search a priority for the other people on your team? Do they understand the role they play?

Most people responsible for SEO have another job: educator. Markets change, but people are a bit less malleable. We can become used to doing things a certain way, and making changes to our processes and patterns can be tough. But it often falls on the person responsible for SEO to take the wheel when it comes to initiating processes that lead to success in the search channel.

Without taking time to ensure everyone on your team knows how they influence SEO, you can fall into the trap of reactionary work. When you're reacting, it's hard to make progress, so empower your team to take control of their own role in optimization.

After assessing integration, you'll find where there's disconnect. Taking steps to bridge those gaps can be one

of the most difficult parts of the job for those responsible for SEO. Every organization is unique, so the people influencing search performance could range from the usual suspects (content marketers and developers), all the way up to the c-suite — either through their direct actions or strategic decisions.

Understand what's important to the people who will help you reach your search

goals. Explain why your SEO initiatives are valuable. Take time to recognize how your efforts will influence the work of your team.

Focus on building trust, good habits, and understanding among those who have influence — this is key to long-term success in search. 🎯

PAGES

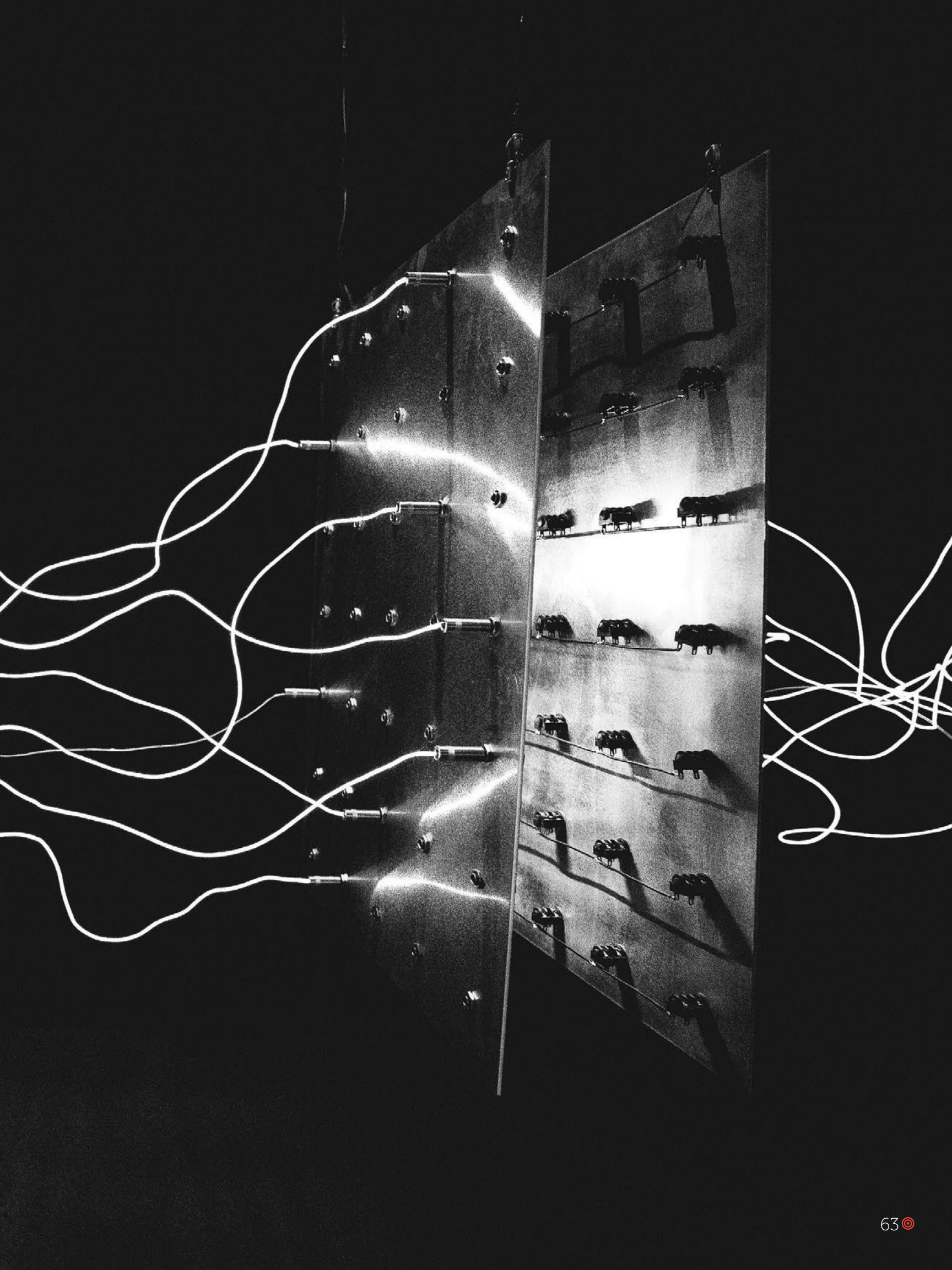
**CRAFTED IN BOISE, ID
SOURCED FROM
SEO EXPERTS WORLDWIDE
GET SUBSCRIBED AT
PAGESEOMAGAZINE.COM**



IN-HOUSE, I HAVE TO EDUCATE AND EVANGELIZE FROM THE GROUND UP. PEOPLE HERE KNOW ORGANIC SEARCH AND SOCIAL ARE IMPORTANT, BUT THEY ARE JUST LEARNING HOW TO IMPLEMENT IT.

**UNLIKE PPC LANDING PAGES,
WHICH ARE LARGELY
ISOLATED, EVERY
BROCHURE PAGE, CASE
STUDY, BLOG POST...
EVERY INDEXED PAGE
AFFECTS SEO.**

**THOMAS SCHMITZ,
DIGITAL MARKETING CONSULTANT**



BRINGING SEARCH MARKETING TO UNIVERSITIES



An Interview With
- DAVID SCHULHOF -
CEO, Red Hot Penny



It's a well-known trope for anyone who's been involved with digital marketing for some time: ask 10 search marketing professionals how they got their start in the field, and you'll probably get 10 different answers.

For the most part, search marketing isn't something you learn in school. It's often surprising to professionals who have been working in search marketing for some time, but SEO and PPC are rarely discussed in the modern marketing classroom. To understand why, it helps to look back at the history of modern marketing education.

Marketing as a practice has existed for as long as people have traded goods and services with each other, but only within the last 120 years have we recognized it as its own practice. Marketing courses first began appearing on university curriculums in the early 1900s. Prior to this, formal education around the practices we now recognize as marketing were always approached as a branch of economics.

Unsurprisingly, an important change in the way people did business motivated the change in approach. Before technology that

allowed for global trade on a massive scale, markets were a bit easier to understand. As the world became more connected, markets became bigger, the stakes became higher, and business academics recognized a need to shift the approach toward theories and practices pertaining to the distribution of goods and services. Marketing had become a field important enough to successful business that it merited its own approach, classes, and specializations. Today, a business degree in marketing is as standard as one in management, finance, or accounting.

If marketing is a standard degree, why aren't students being taught the skills that will support a modern career in the field, such as one in digital marketing?

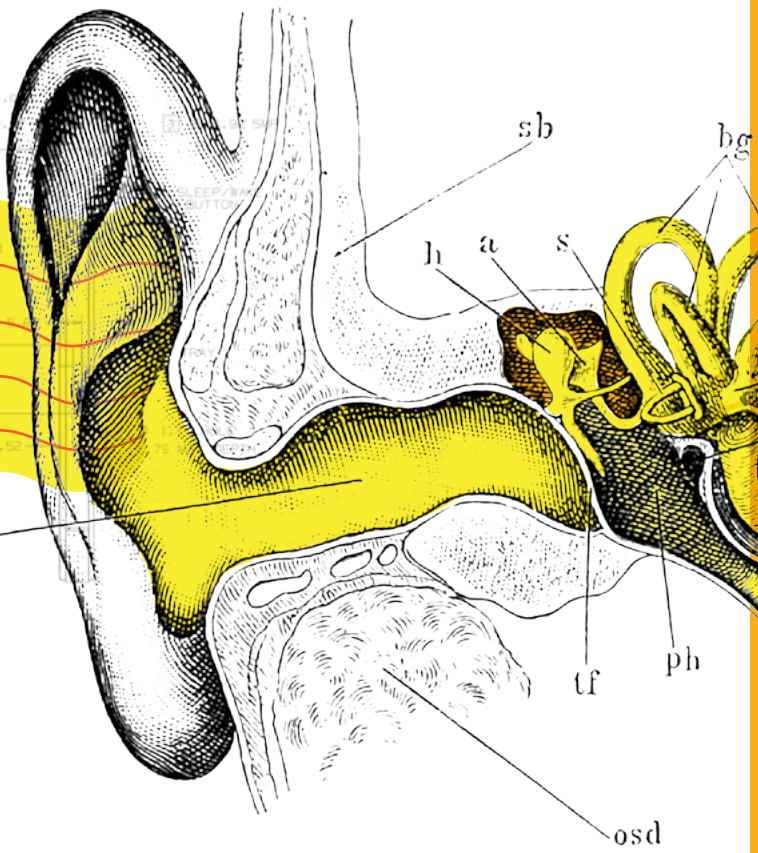
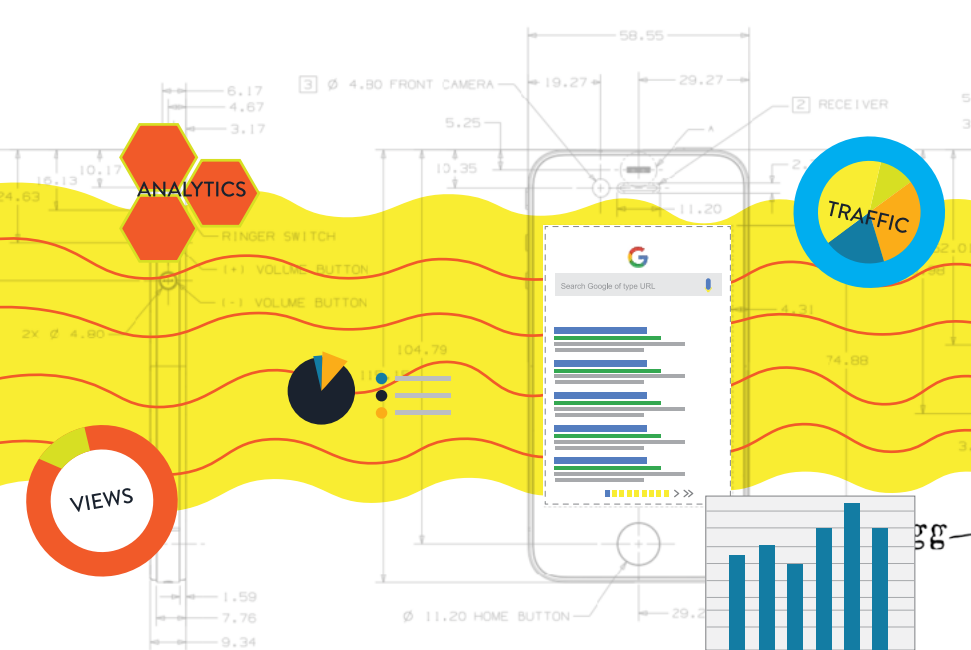
Search as a focus within the marketing field emerged alongside the web. Software engineers, sales professionals, and students began to take interest in emerging search engines. It's hard to say whether the pioneers of the search marketing profession envisioned a world where the average consumer had a computer in their hand nearly everywhere they went, but they knew there was opportunity in search that could not be ignored. These early adopters of the

channel began to explore the ways you could apply marketing to the web, and the search marketing field began to grow.

As the web has changed, grown, and evolved, so has search marketing. It's a dynamic field with relatively low barrier to entry that reflects the constantly-evolving environment it operates in. It's new, it's complex, and it's often a much different job than that of the archetypal advertising executive sitting in a high rise office, sipping whiskey, and mulling over taglines.

Perhaps that's why search marketing hasn't yet made its way into the classroom.

AS THE WEB HAS CHANGED, GROWN, AND EVOLVED, SO HAS SEARCH MARKETING.



David Schulhof is the CEO of U.K.-based search marketing agency Red Hot Penny. Schulhof, like many other search marketers, didn't have any formal education specific to search when he began working in the field nearly a decade ago. He did have a degree in business management from the University of Surrey, but like many professionals in the field, he learned search marketing out of necessity. Early in his career, he and a partner had launched several websites and they needed to drive traffic to them. With his formal business education as a foundation, he learned about SEO and PPC with the help of *SEO for Dummies* and lots of hands-on practice.

After working in search marketing for close to a decade, Schulhof, motivated by a personal passion to teach, decided to return to his alma mater. The university was looking for alumni who could offer guest lectures, and Schulhof was excited to teach, something he'd wanted to do since his own time at the university. The university didn't have any formal courses specific to search marketing, but Schulhof was excited to share what he knew.

During one of his first masters-level guest lectures, Schulhof was in the middle of a lesson on content analytics. As he lectured, looking out at the students sitting in front of him, he saw blank faces staring back. He paused and addressed the room of over 100 students.

“WHO’S HEARD OF SEARCH MARKETING?”

Not a single hand raised. In a classroom full of graduate-level marketing students, not one knew what search marketing was — they had never even heard of it as a concept.

Schulhof was shocked. He returned to his office and asked some employees who had recently graduated if they too went through school without learning about search marketing. They admitted that they had; they knew very little about search marketing when they were hired and had figured things out on the job.

“I then began reaching out to colleagues at other agencies,” Schulhof shared, “And they confirmed that very few, if any, professionals have formal education in search marketing. You sort of fall into it, or have to learn it when you get into a role. How, at this point, aren't people learning about search marketing?”

The average marketing student today graduates set on a career in areas like social media marketing, public relations, or influencer marketing. These are the visible sides of digital marketing — we can understand them and aspire toward them, because we see the deliverables everyday in our own social media timelines. It's worth noting that, on many campuses, these digital marketing channels aren't necessarily better represented in course material, it's just that students are exposed to them in their everyday lives. Influencer and social media marketing are nearly as culturally relevant as Kim Kardashian, music festivals, and the keto diet.

When asked why he believed there are discrepancies between modern marketing careers and the education students are receiving, Schul-



hof pointed to multiple factors. “It’s because of limited resources. Lecturers aren’t practitioners anymore, they’re full-time lecturers. There are lecturers who were teaching when I was a student, and they’re still teaching the same things. They’re not exposed to what’s happening in the real world, how things are changing and adapting. Universities just don’t have the resources to get industry practitioners to support them.”

Beyond the logistical challenges of securing practitioners who can lecture on search marketing, best practices in search marketing change often, and sometimes, unexpectedly. While PPC has definitive best practices, Google keeps the details of their ranking algorithm under wraps, which means many elements of SEO are speculative. Schulhof remarked, “Of course, there’s also fear of change. [Professors] don’t want to teach something that could change within the year they’re teaching it. There’s so much red tape and bureaucracy around course materials, you basically have to teach things that are locked in.”

But Schulhof sees these as barriers that can be knocked down. Motivated by his experience at the University of Surrey, he’s reached out to deans at more than 20 other universities and pitched search marketing guest lectures. Once he receives a response, he connects the appropriate point person at the university with local practitioners who are willing to teach.

But Schulhof can’t do it alone. Schulhof has been lecturing at the University of Surrey for about six months, but he broadened the scope of his work back in December, when he posted on LinkedIn about his work and encouraged other search marketing profes-

sionals who wanted to get involved to reach out. His original post received over 200 engagements, and through social media and professional connections, he’s been able to unite more interested professionals with their local schools.

He sees many benefits to the work he’s doing: more talent for agencies like his to hire, better-educated practitioners in the field, and students given opportunities to learn skills that will practically support their careers. “Once they’re working in search marketing, they love it. They often just don’t even know it’s out there as an option,” Schulhof noted.

Schulhof hopes other professionals will begin to take the initiative to reach out to universities and volunteer their time to teach about search. He encourages interested professionals to get involved themselves, and remarked that he’s thankful that his original post on LinkedIn received the attention it did. “People keep messaging me, and it’s great. That’s what’s been giving me the ability to do this on a broader scale, because obviously, I can’t travel around the country and do this, so it’s great that other people want to take initiative at their local universities. There’s actually several people in the U.S. who have reached out to me, and I’ve explained what I’ve done so they can try it too.”

In the long run, Schulhof has bigger goals. In 2020, he hopes that search marketing will be part of the curricula in marketing classes. Though he acknowledges that teaching students about such a fast-changing topic has its challenges, he believes it’s only a matter of time before solutions are found. “I’m meeting with The University of Surrey next week to

discuss how we can get search marketing in graduate-level courses,” he explained during an interview in late January.

Schulhof believes that the success of this work ultimately depends on search marketing practitioners. Most universities are eager for help when it’s offered, he explained. “This isn’t a crusade or some kind of commercial campaign. If people want to learn about what I’ve been doing and what works, they can connect with me on LinkedIn. But really, I just encourage people to go out and try it themselves.”

Schulhof is driven to share what he knows because he believes it will make the industry better. In a field established through trial and error and a hacker’s approach to problem solving, shared knowledge between professionals has long driven the industry forward. It seems as search marketing education transitions to a formal one, progress will continue to be driven by the community. Schulhof remarked, “Some people have also asked me if there’s a commercial agreement. There’s not — it’s unpaid. It’s giving back. The next generation of marketers will have the right skills.” ☺

“UNIVERSITIES JUST DON’T HAVE THE RESOURCES TO GET PRACTITIONERS TO SUPPORT THEM.”



Give David a follow on Twitter or LinkedIn to stay up-to-date with his work, or to find out how to get involved wherever local is to you: [@d_schulhof](#)

2019 TRADE SHOW & CONFERENCE SCHEDULE

Looking for opportunities to build partnerships, boost your marketing knowledge, and grow your network in 2019?

These trade shows and conferences are our top picks for the year.



AFFILIATE SUMMIT WEST

Viva! Affiliate Summit is the best show around for affiliate marketers, but it's also a great stop for agencies and solution providers.



January 6 - 8, 2019 | Las Vegas, NV

TRAFFIC & CONVERSION SUMMIT

Executives, digital retailers, and digital marketers of all stripes will find at this show in sunny San Diego, CA.



February 25 - 27, 2019 | San Diego, CA

LEADSCON

Hang out at The Mirage while you get insights on lead gen. This show is a great stop for folks in insurance, education, finance, auto, healthcare, and home services verticals.



March 4 - 6, 2019 | Las Vegas, NV

ENGAGE CONFERENCE

Formerly known as Searchfest, Engage is put on by SEMpdx and features two tracks focused on social media, content, UX, advertising, SEO, and paid media.



March 7 - 8, 2019 | Portland, OR

contentTECH SUMMIT

This show is focused on optimizing processes through technology for improved enterprise content management and better experiences for customers.



April 8 - 10, 2019 | San Diego, CA

SMX ADVANCED

Search nerds like us love this show. June is a great time to visit the Emerald City for three days of advanced SEO insights.

June 3 - 5, 2019 | Seattle, WA

DIGITAL GROWTH UNLEASHED

#DGU19 will equip you to get more from your digital marketing through better alignment of your traffic sources and visitor intent.

June 17 - 19, 2019 | Las Vegas, NV

CONTENT MARKETING WORLD

SEO and content marketing go together like peanut butter and jelly. Get a holistic view at this big show for digital marketers and PR pros.

September 3 - 6, 2019 | Cleveland, OH

PUBCON LAS VEGAS

This search-focused show is a favorite in the industry. Thought-leading speakers, insightful trainings and courses, and roots that go back to the 80's make this one a must-attend.

October 7 - 10, 2019 | Las Vegas, NV

SMX EAST

This SMX series show is a little less advanced when it comes to search content, and covers a more diverse range of topics than the Advanced version in Seattle.

Fall 2019 | New York, New York

FEEL LIKE YOU'RE MISSING SOMETHING?

If your desk seems a little bare without the first couple issues of *PAGES*, don't worry. We've got other ways to satisfy your need for SEO knowledge.

Check out these resources online:

- ⦿ Access the archive of back issues
- ⦿ 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
- ⦿ Tune in to *Between the Pages*, our podcast hosted by Editor-in-Chief Joe Oliver featuring interviews with *PAGES* contributors.

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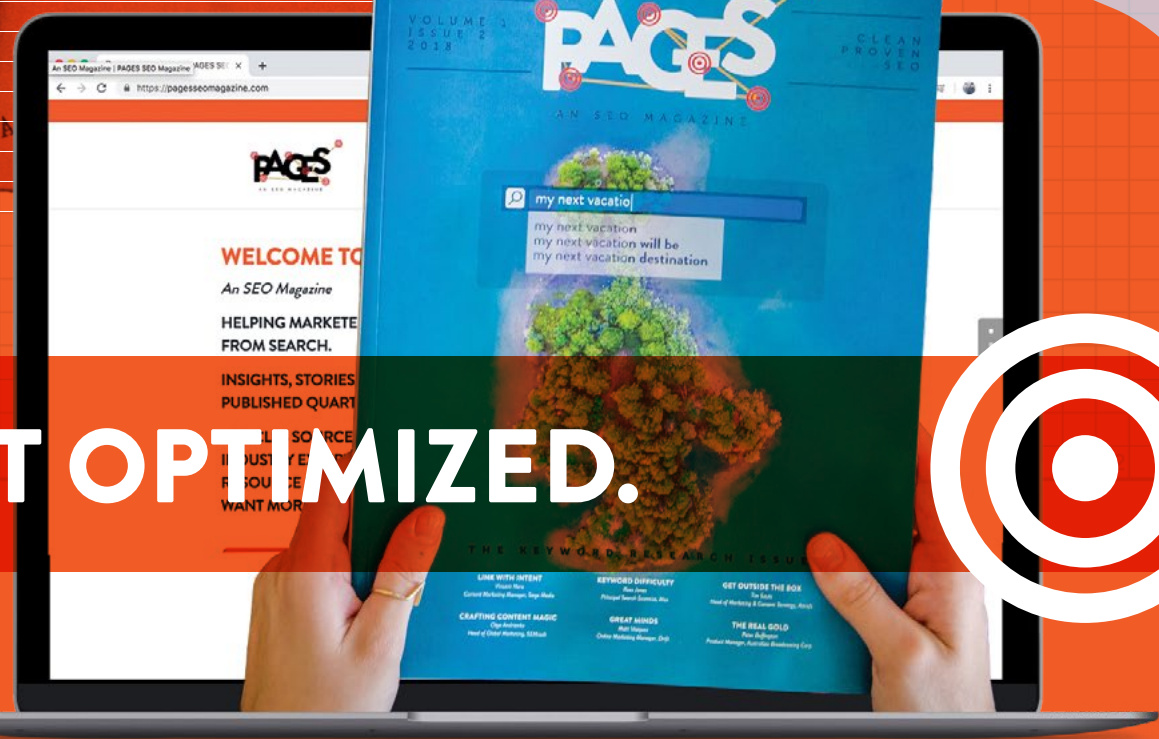
OUR MISSION: HELP MARKETERS GET MORE FROM SEARCH.

20
TWENTY-NINETEEN
19



WE DO THIS WITH INSIGHTS, STORIES, AND GUIDES, CONTRIBUTED BY INDUSTRY EXPERTS. PAGES IS THE SEO MAGAZINE FOR DIGITAL MARKETERS.

READ, BROWSE, AND LISTEN.



GET OPTIMIZED.



WHAT DO YOU HAVE TO SAY ABOUT SEARCH?

CONTRIBUTE

TO PAGES

**PAGES IS A
RESOURCE
FOR DIGITAL
MARKETERS
WHO WANT
TO LEARN
ABOUT **SEO**.**

**GOT SOME KNOWLEDGE TO DROP ABOUT
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:

info@pagesseomagazine.com

www.pagesseomagazine.com



MEET THE PAGES CREW

An Apple fanboy, camping enthusiast, and developer of leaders. Joe believes great marketing lives at the crossroads of compelling design and interesting stories. When Joe's not helping the PAGES crew live at that crossroad, you'll find him in the mountains with his family or throwing quads in his local corn hole tournaments.

Twitter: @JoeOliver

Web nerd and writer who decided to make that skill marketable with a marketing degree. She's been attached to a computer since 1996, when her dad would let her watch him play Diablo on Windows 95, and loves to explore the ways we change and are changed by the web.

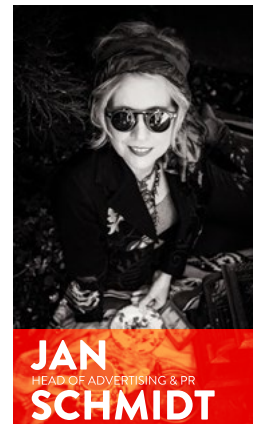
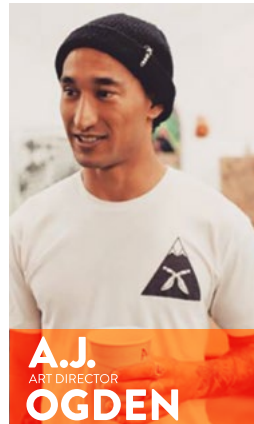
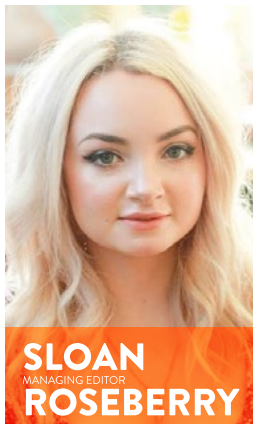
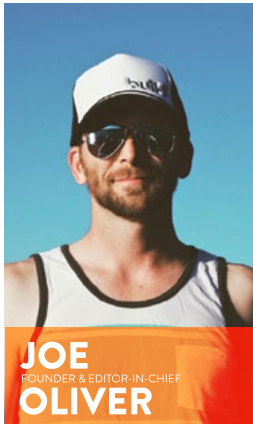
linkedin.com/in/vsloanroseberry

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.

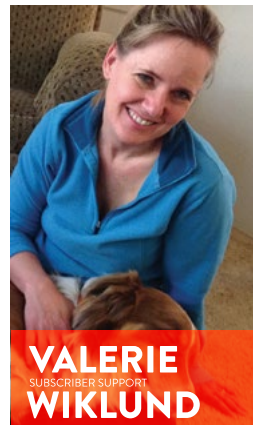
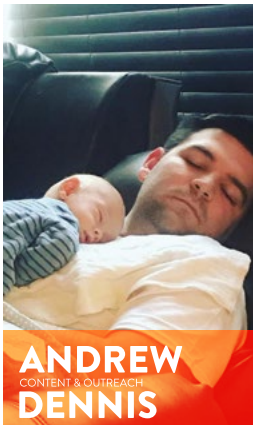
IG: @juicemachinedesign

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



Hello



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

Twitter: @AndrewDennis33

Lover of sunshine, warm temperatures, and all animals. Proud to be owned by an Australian Shepherd. When not helping with anything that needs doing at work, she can be found reading about science, baking bread, or practicing her speechcraft at Toastmasters.

linkedin.com/in/valeriewiklund

Jiu-jitsu crazed poet with a propensity towards correcting grammar and teaching her kids that clean socks are not the enemy. Coach. Teacher. IBJJF National Champion. Wife and mom. Believes strongly in celebrating the mundane.

IG: @jenwieber_writer

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.

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THANK YOU

To This Issue's Contributors

Prioritizing SEO Tasks for Maximum Results

Building a Foundation for Content Strategy

President Trump & Bias in the Code

Search in China: An Intro to SEO for Baidu

Be the Best Answer: Applying Search Insights

Bringing Search Marketing to Universities

Britney Muller - Senior SEO Scientist | Moz

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K, bye



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THANKS FOR READING! HERE'S TO YOU!

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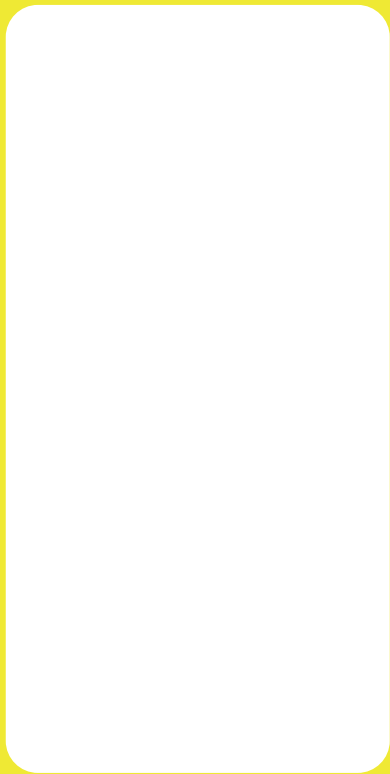
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