

VOLUME 1  
ISSUE 4  
2018

# PAGES

CLEAN  
PROVEN  
SEO

AN SEO MAGAZINE

## THE SEO ROI ISSUE

### SEO MYTHBUSTING

*Charles Taylor*  
SEO Manager, Verizon Fios

### MEASURING SEO RESULTS & ROI

*Eric Enge*  
General Manager of Digital Marketing, Perficient Digital

### SITTING AT THE SAME TABLE

*Theresa Navarra*  
Content Director, UiPath

### THE PAYOFF FROM AUDIENCE RESEARCH

*Zaine Clark*  
Senior SEO Associate, Seer Interactive

### THE RETURN ON SHARING KNOWLEDGE

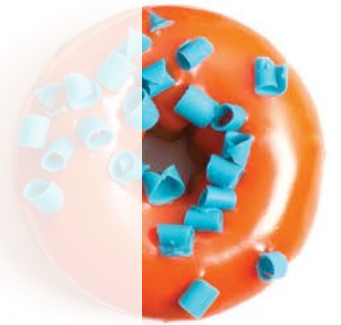
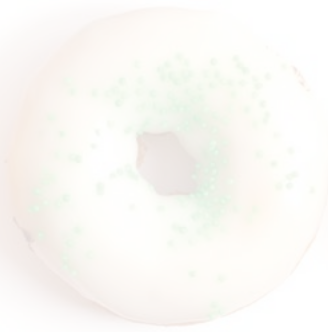
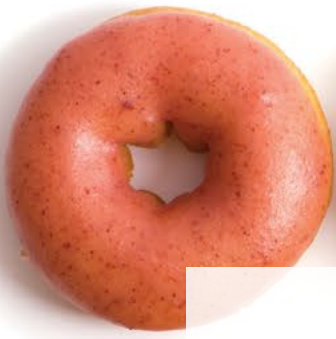
*Cory Collins*  
Strategy Development, Page One Power

### THE IMPORTANCE OF QUICK WINS

*Matt Vazquez*  
Conversational Marketing Specialist

### LINK RECLAMATION

*James Brockbank*  
Managing Director, Digitaloft



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OBSESSION.



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# PAGES

AN SEO MAGAZINE



**EDITOR IN CHIEF:** JOE OLIVER  
**ART AND DESIGN:** A.J. OGDEN  
**MANAGING EDITOR:** SLOAN ROSEBERRY  
**MARKETING AND ADVERTISING:** JAN SCHMIDT  
**PHOTOGRAPHY:** UNSPLASH.COM  
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**FOR ADVERTISING INQUIRIES AND PLACEMENT:** [JAN@pagesSEOmagazine.com](mailto:JAN@pagesSEOmagazine.com)  
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# FEATURED articles



## MEASURING SEO RESULTS & ROI

*Eric Enge*  
General Manager of Digital Marketing,  
Perficient Digital

P. 16



## SEO MYTHBUSTING

Deeper Dives in Decision Making  
*Charles Taylor*  
SEO Manager, Verizon Fios

P. 50



## SITTING AT THE SAME TABLE

How I Got Content Marketing & SEO  
on the Same Team  
*Theresa Navarra* Content Director, UiPath

P. 26



## SUCCESS WITH LINK RECLAMATION

*James Brockbank*  
Managing Director, Digitaloft

P. 58



## QUICK WINS IN SEO

*Matt Vazquez*  
Conversational Marketing Specialist, Drift

P. 34



## THE RETURN ON SHARING KNOWLEDGE

*Cory Collins*  
Strategy Development, Page One Power

P. 66



## THE PAYOFF OF AUDIENCE RESEARCH

*Zaine Clark*  
Senior SEO Associate, Seer Interactive

P. 42

# *more* CONTENTS

**10** LETTER FROM THE EDITOR

**12** READER VOICES

**13** TIME KILLER

**22** INDUSTRY BOSS

**78** TRADE SHOW TOURING

**88** NEXT UP







# “PRACTICE MAKES

”

## LETTER FROM THE EDITOR

VOL. 1 ISSUE 4

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*(adjective)*

At the end of the day, we all just want to know: if we do X, will it do Y? This activity is known as ROI – Return On Investment. However, SEO is much more nuanced, and it’s sometimes very difficult to correlate X with Y.

For this reason, I often think of the principles of practicing SEO as being in the same vein as the medical profession. Of course, I don’t equate SEO work to the important, life-saving work doctors perform, but I do see some similarities in the two practices. Let me explain.

If you were to ask a medical professional what they do, they would most likely say something like, “I practice medicine.”

Take a moment to think about that statement: maybe you’ve heard it before. A medical professional “practices” medicine. This term is used to describe the ongoing practice of their discipline. The practice of a medical professional refers to someone who is growing and evolving their skills and understanding, as the science that informs the discipline also grows and evolves. Thus, practicing medicine is about the pursuit of continuous education and growth within the medical field of study.

I wonder if when SEOs are asked what they do, instead of saying, “I am an SEO,” or, “I do SEO,” they should be saying, “I *practice* SEO.” Because, in principle, what we do isn’t so different. We work to grow and learn as the landscape of search evolves and grows as well.

This is what makes a conversation about ROI so tricky. We are essentially “practicing” SEO, because what worked a year or two ago may not work today.

Nonetheless, much like medical professionals, we are held to results. When we see a doctor, we expect to get better. When a customer has us work on their website, they expect results.

This is what our current issue of *PAGES* is all about. We are featuring articles that speak to the results of the work we do. We are very proud to include industry-leading voices that have been through the weeds of exploring what works and what doesn’t. As you read their stories, remember that in the end, they are practicing SEO.

Lean on their knowledge and experience, and try it for yourself. And if it doesn’t work, keep practicing — and remember to share with others what you learn.

Thank you for reading,

*Joe Oliver*





VOLUME 1  
ISSUE 4  
2018

# THE ROI ISSUE



# READER VOICES

ON PAGES MAGAZINE



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

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

## #PAGESSEOMAGAZINE



It's finally arrived. #SEO you can hold, read and enjoy! Technical SEO issues covered by @pagesSEOMag Fantastic articles from @dr\_pete, @Marie\_Haynes, @alanibbett @pagesauce @solodev @NChimonas @ndyjsimpson **ANDY SIMPSON**



What an honour to be included in @pagesSEOMag. Thank You! **@Marie\_Haynes MARIE HAYNES**



Received my @pagesSEOMag today! Love the style and design. Looking forward to reading future editions! **@DeeanaParent DEEANA PARENT**

# JUST RECIEVED MY PAGES SEO MAG TODAY. IT'S LIKE CHRISTMAS IN JULY.

*Thanks*

**@ROBBIEALLRED**

## TWEETS A MILLION!

FOR THE LIKES, WOOT WOOT!



Thomas Swisher is Page One Power's resident Web Analyst, SEO Strategist, and Mad Data Scientist extraordinaire.

### HERE'S HIS TAKE ON A FAVORITE SEO EXTENSION FROM HIS OWN TOOLBAR:



#### WEB DEVELOPER

**Web Developer** is a free browser extension written by Web Developer Chris Pederick. It adds a variety of valuable tools to a browser, and it's one of the best extensions on my toolbar, thanks to its versatility.

One of my favorite ways to use the tool is to view responsive layouts. I use this feature to see how a website looks when viewed by different devices. So that I am sure the site will display properly, I always check out the responsive layout view for any new page I add to a site.

Another great feature is the ability to strip down a page to its HTML so you can view it without styling. While GoogleBot can now render JavaScript, this isn't the case with every web crawler, and it's helpful to be able to view how the page displays without JavaScript and CSS rendering.

Using the "Outline Headings" feature, you can easily highlight the heading tags on a page. There's also a feature that allows you to view alt text on-page, so you can quickly find images that you might have forgotten to optimize.

With a variety of other useful miscellaneous tools, like a color picker, this flexible and easy-to-use extension makes life easier for anyone practicing SEO.

Web Developer is available for Chrome, Firefox, and Opera, and runs on any platform these browsers support. ©

# TIME KILLER



### SEO CRYPTOGRAM

Crack the codes to solve these word puzzles. Each sentence below is a tip from this issue's articles.

**GOOD LUCK!**

**WRITE SMALL ;)**

- TC LCU SXXWRU SLWXTCUSH WJETWLXW; NUKEJW BCK NWC  
UKVUO PA VNELD KEDCKCVN UWNUELD RKCXWNNWN. **HINT: N = S**
- AD KHB MBQ OLIH CIW NHTQLIQ FCZELQATP HI QXL OCFI QLCF,  
KHB JAGG JAI. **HINT: N = C**
- UMY DYF OYZGKYHLEZY RHQC JYQ PLCWLGITJ GJ GIPHYLJYJ GT  
QHTLIGP JYLHPM HLDGITJ. UMYJY TLGITJ GI HLDGITJ UMYI  
OYZGKYH PZGPDJ RHQC SJYHJ QI LI QITQGIT ELJGJ, QRUYI  
RQH LI YAUYTOYO WYHGQO QR UGCY. **HINT: Z = L**
- SCITGLMXHMC MG H TRJQZLPCX KP O MPCO LPGRQS QZBF, HBS  
PGK ZM KZQQ CBPHBDC MPC RLCX CATCXZCBDC. **HINT: P = H**
- UDOFITQF HTMRTHOAMQ UTRAGMHG AMOGWCAGJX FUX  
UXXTHAUOGR HIXOX, OFG SUEIPP AX JGDD JIWO OFG OANG  
UMR NTMGE. **HINT: T = U**
- JZRYB ORHK WAT RFQDAXWHX XD KVD O CWNZI JZRYBNE, RH  
DATTA XD LIX GZE-RH PDA XVI GRLLTA KTD RHRXRWRCTK EDZ  
VWCT QNWHHT. **HINT: O = W**
- PRUGEY OF UPROYXYQ JRABSER EAYUJ PBZZSGOPUJOBG,  
PKYUA PBGFJKJUJOBG, HYKK-QBPSZYGYQ HBAL, UGQ  
BGEBOGE YQSPUJOBG. **HINT: S = U**



Scan or or follow the link below to add Web Developer to your toolbar:

[pagesseomag.com/web\\_dev](https://pagesseomag.com/web_dev)



# THE CLIENT DIDN'T USE ANY SECRET TRICKS OR HACKS TO GROW TRAFFIC

Rather, they invested in building quality content, and implemented various link acquisition strategies to match each stage of the project. As the site grew, so did their expectations and goals.

---

**-ANDREW DENNIS**

CONTENT MARKETING SPECIALIST  
| PAGE ONE POWER





# HOW SHOULD SEO REVENUE BE



**- ERIC ENGE -**

*General Manager of Digital Marketing, Perficient Digital*





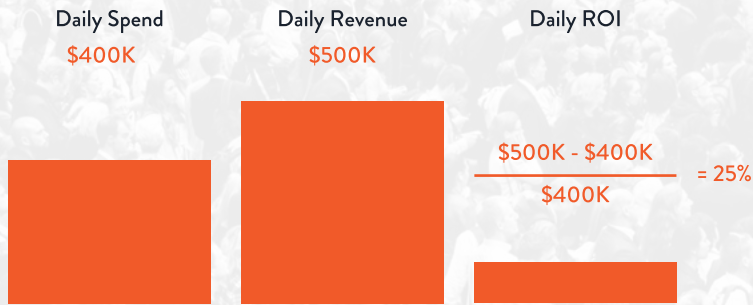
**MEASURING SEO ROI IS MORE DIFFICULT THAN MOST PEOPLE UNDERSTAND.**



It sounds simple; just tag your pages properly with analytics code, make sure you're tracking conversions and can associate a dollar value with those conversions, and you're done, right? Not so fast! There is much more to the challenge of SEO ROI than that.

To illustrate this point, I'm first going to show how it works with PPC. Here is a simple model:

#### CALCULATING PPC ROI



On any given day, the amount of money I spend in paid search has a one-to-one correspondence to clicks to my website, and some of those clicks result in revenue-generating transactions (or "contact us" requests, or some other desirable action). To a large degree, paid search is a direct response medium.

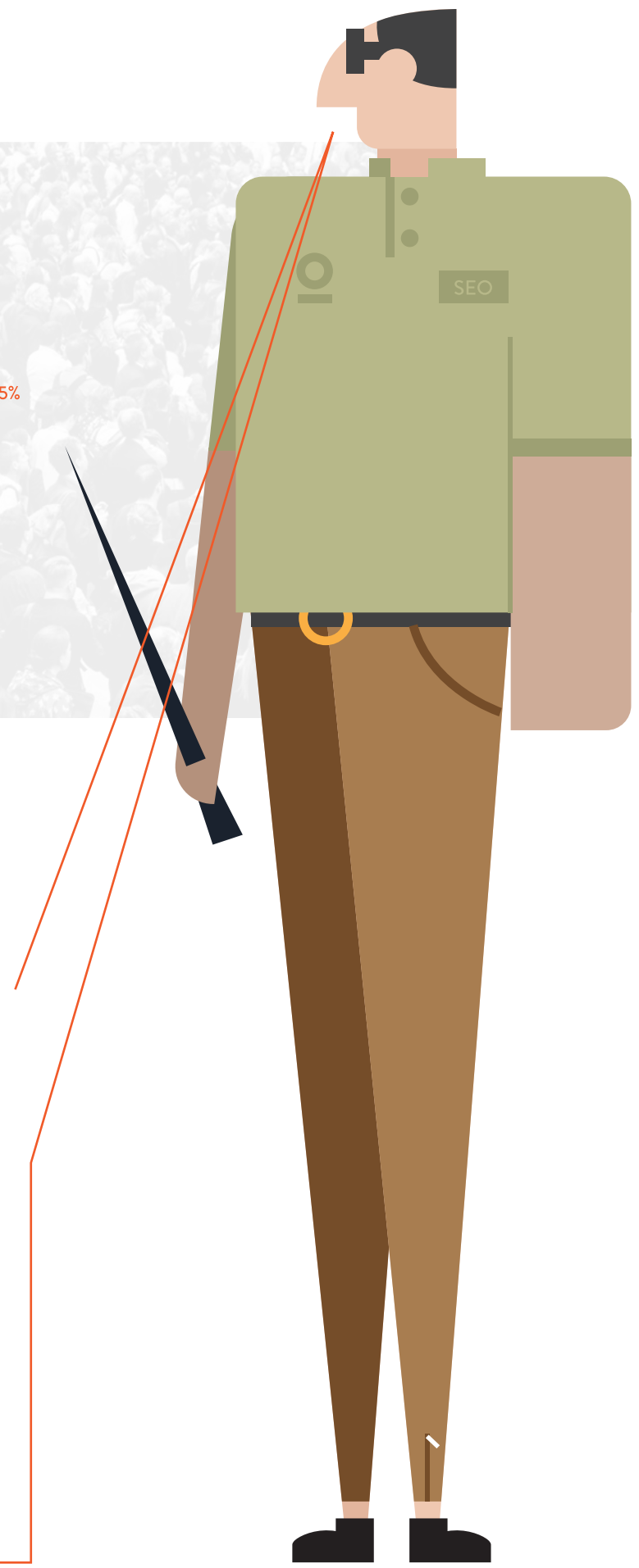
To be fair, there is definitely the concept of deferred conversions that result from paid search too. Someone clicks on an ad and goes to your site, doesn't convert in that session, but comes back at some later time — perhaps by some other means than clicking on an ad — and converts. In PPC terms, we refer to that as an "assisted conversion."

That said, a large part of the realizable revenue comes from those initial clicks, and the cost of the campaign scales in a linear way in relationship to the clicks received. The key deliverable from your PPC spend is *clicks from users*.

**Now, let's look at SEO. To set the tone, let me share how I often explain what an SEO sales pitch is like:**

**"I don't know what I'm going to do for you yet, I don't know how fast you're going to get results, and I don't know how big those results are going to be. \$10,000 per month, sign here."**

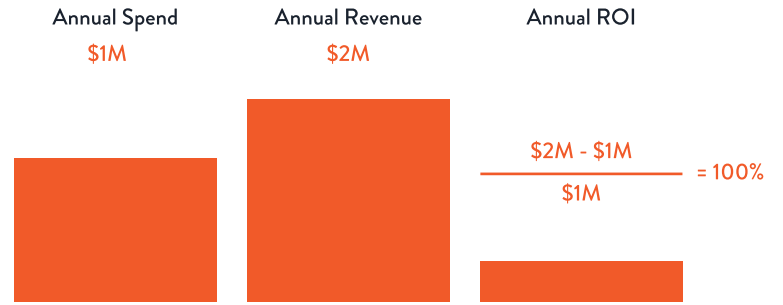
**Of course, I'm joking when I put it that way, but there is a real element of truth to what an SEO pitch actually sounds like.**



The reason the typical pitch sounds so obscure is that the key deliverable from SEO campaigns is increases in organic search rankings. These gains in rankings then deliver clicks from users on an ongoing basis, often for an extended period of time.

It's like a gift that keeps on giving – but that's not how most businesses look at ROI from SEO revenue. For example, if I invest \$1M in SEO this year, and we get \$4M in SEO-related sales, which reflects a lift from \$2M the prior year, what do I calculate as the ROI? Here is the way many organizations look at it: >>>

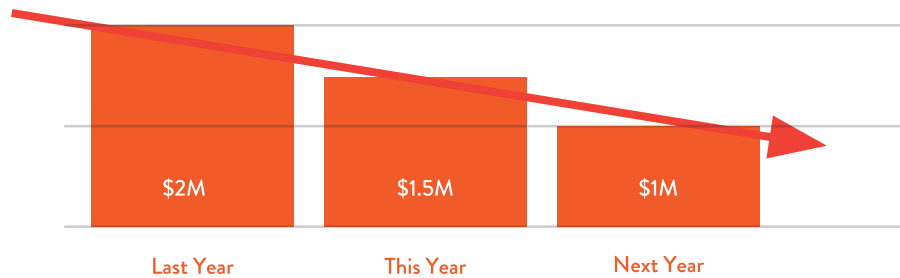
### ONE MODEL FOR CALCULATING SEO ROI



Is it  $(\$2M - \$1M) / \$1M = 100\%$ , because that's how much my SEO revenue grew (as opposed to my total SEO revenue) in the same year? I'd argue that this isn't a good way to look at it at all. Why? Well, one reason is that if I invest nothing in SEO at all, the \$2M I got in SEO revenue last year will likely be less this year, yielding a chart more like this for SEO revenue: >>>

Continue with no SEO revenue for multiple years, and you'll see that number plummet down to near zero. Why? Because your competition is investing in SEO while you're not. Their SEO gains will become your SEO losses. Part of what you're accomplishing with your SEO investment is *defending your current levels of SEO revenue*.

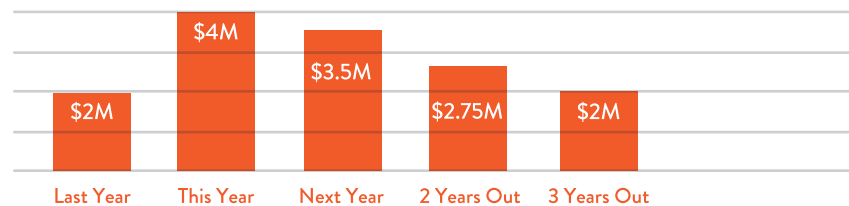
### SEO RESULTS WITH NO INVESTMENT



But there is also a forward-looking part to this story too! Let's go back to my original scenario, where I invested \$1M in SEO in the current year and saw SEO revenue go up from \$2M to \$4M. Now, let's imagine that I shut off my SEO investment in the next year. What happens in that year?

You guessed it: SEO revenue does not instantly drop back to \$2M. In fact, over time, the yield on that \$1M SEO investment might look like the this: >>>

### SEO INVESTMENTS IMPACT REVENUE FOR MANY YEARS (One Year \$1M Investment)

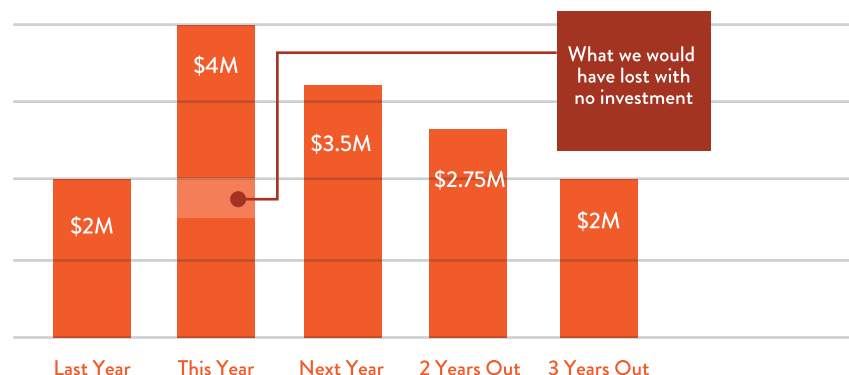


$$\frac{\left( \left( \begin{matrix} \$2M + \$1.5M \\ +750K \end{matrix} \right) - \$1M \right)}{\$1M} = 325\% \text{ ROI}$$

That's one heck of a different picture of SEO ROI, is it not? Oh, and don't forget the fact that in the current year, the one where SEO revenue went from \$2M to \$4M, I would have lost \$500K of SEO revenue if I hadn't made any investment at all. Now your real SEO ROI looks something like this: >>>

Now that we've established some basic concepts, let's look at a couple of models for SEO campaigns and the ROI you might get.

### A MORE REFINED LOOK AT SEO ROI (One Year \$1M Investment)



$$\frac{\left( \left( \begin{matrix} \$500K + \$2M \\ +\$1.5M + 750K \end{matrix} \right) - \$1M \right)}{\$1M} = 375\% \text{ ROI}$$

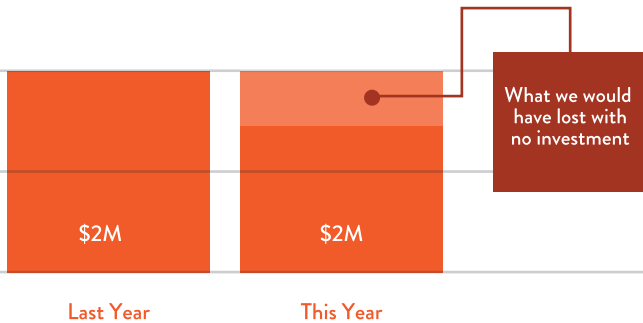


## Model 1: The Self-Defense SEO ROI

Let's say you have that \$2M per year revenue from SEO run rate coming into a year. You know that you could see large-scale growth if you could invest \$1M in SEO, but you just can't — the budget you can afford is only \$250K. Let's say it turns out that \$250K is enough SEO investment that your revenue for the year will turn out to be \$2M, i.e. no growth.

You did enough to keep from losing ground to your competition. They were doing the best they could to take some of your market share, but failed. Now let's say you would have lost \$500K in revenue if you hadn't invested the \$250K. Your actual ROI in this scenario would be:

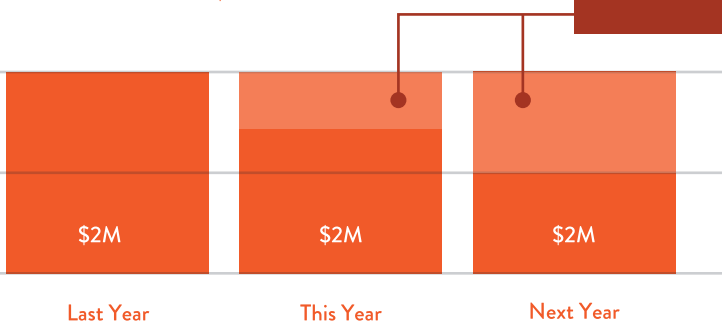
SEO SELF-DEFENSE ROI  
(1 Year View)  
\$250K Investment



$$\frac{\$500K - \$250K}{\$250K} = 100\% \text{ ROI}$$

Note that this is the story if you look at this on a one-year basis only. Let's say you invest \$250K per year, over two years, and you manage to keep the SEO revenue at \$2M for both years. Using the numbers I shared previously on the "SEO Results with No Investment, over multiple years" model, I will have defended \$500K of revenue in year one and \$1M of revenue in year two. The picture of this ROI scenario looks like this:

SEO SELF-DEFENSE ROI  
(2 Year View)  
\$250K Per Year Investment



$$\frac{(\$500K + \$1M) - \$500K}{\$500K} = 200\% \text{ ROI}$$

Now you're getting a reasonable model to estimate the SEO investment results when you invest only enough to preserve your revenue, but show no growth.

## Model 2: Growth Mode SEO ROI

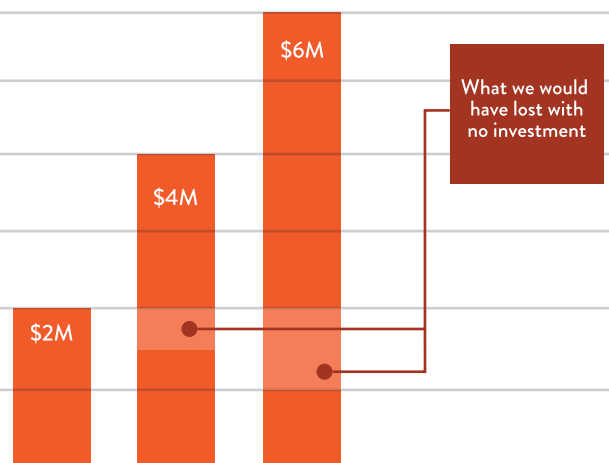
Earlier in this article, I laid out a model that suggested ROI over a five-year period was 375%. Should I walk into a pitch and tell a client we're going to get 375% ROI? Frankly, that would make for a challenging conversation.

If you're an executive, you likely have little interest in a five-year ROI model; what you're able to achieve in this year is probably most important. You may even have bonus compensation programs based on the ROI you can get with your budget in the current year.

However, I also believe that educating yourself and your team on how it works with SEO is important. If you're interested in the business for the long haul, then how it will perform next year should be of interest to you — and your team too, even if it's a secondary interest. Everyone should want to be part of a growing business, not a shrinking one.

For that reason, I'd show a two-year view similar to this one:

GROWTH MODE SEO ROI  
(2 Year View)  
\$1M Per Year Investment



$$\frac{\left( \left( \$500K + \$1M \right) + \$2M + \$4M \right) - \$2M}{\$2M} = 275\% \text{ ROI}$$

This at least gives you and your management team a view of the bigger picture of how SEO ROI works.

**BUT LET'S TALK BUDGET!**



## Approaching the Budget Conversation

If your business is like most businesses, the focus on the current year is natural. In larger companies, the executive staff has current year goals, and compensation is often tied to those goals. But, if the executive staff are forward-looking, the long-term health of the business is arguably of great interest too.

Learn the mindset of who you are going to be presenting the budget to, whether you're part of the executive team, or just building a plan to present to them. This includes understanding the overall organizational budget and margin goals, and adjusting your budget proposal accordingly. Start the conversation by making sure that your team understands the difference in the deliverables between PPC and SEO. Here is a simple visualization of it: >>>

Once this concept is clear in everyone's mind, the rest of the story becomes quite a bit easier to tell. From here, you can lay out the various ROI models using two, three or even five-year time horizons to show the broader strategic picture, and the one-year ROI to outline the impact on company performance in the current year.

### SUMMARY

The first step in understanding how to measure ROI is to understand a proper definition for the impact of your investment. As you have seen, this is not easily done in the world of SEO.

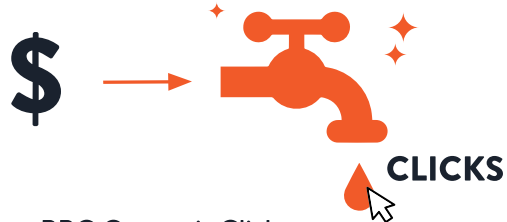
Throughout the rest of this issue of *PAGES*, you'll see a lot of invaluable information on how to achieve and measure results. But, along the way, remember the enduring aspects of the benefits of an SEO investment. It's not contained to a single year in the same simple way as PPC and other types of advertising campaigns.

The more you and your team understand how SEO ROI differs from other mediums, the better, as it will help your organization have the right perspective concerning the role that SEO investments should play in your overall marketing mix. 🎯



Get more from Eric on his Twitter:  
[@stonetemple](https://twitter.com/stonetemple)

### PPC ROI



1. PPC Output is Clicks
2. Turn off the spend and the clicks stop (like a faucet being turned off)

### SEO ROI



1. SEO Output is Improved Rankings
2. Rankings then deliver clicks for an extended period of time (even after the spend stops)
3. Rankings gains take time to obtain

VERY NICE!



# ERIC Enge

Eric Enge is General Manager of Perficient Digital, a full-service, award-winning digital agency. Previously Eric was the founder and CEO of Stone Temple, also an award-winning digital marketing agency, which was acquired by Perficient in July 2018. He is the lead co-author of *The Art of SEO*, a 900+ page book that's known in the industry as "the bible of SEO." In 2016, Enge was awarded Search Engine Land's Landy Award for "Search Marketer of the Year," and US Search Awards "Search Personality of the Year." He is a prolific writer, researcher, teacher and a sought-after keynote speaker and panelist at major industry conferences.

His passion for teaching is evidenced through custom training modules that he designs and delivers to executives, laymen and highly technical SEO professionals.

In his free time, Eric enjoys playing basketball and drinking wine (but not at the same time).

Perficient Digital, a division of Perficient, is a digital marketing agency that provides a broad range of SEO, content marketing, analytics, conversion optimization, and social media marketing services, to a diverse client base, which includes Fortune 500 companies.





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

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

Companies like Google, Amazon, and Microsoft will do what they can to accumulate all human knowledge, but human knowledge is constantly expanding. New information is being created all the time, proprietary information is something they can't readily get, and they don't want to be in many different types of businesses that don't fit their margin structure.

So they need us. They need us to understand what the information is, and for us to make it accessible to them. This will be made even more complex than before because the paths to accessing information will change. For example, using voice commands with smart speakers and other IoT devices will change how we make content accessible. However, the need for something like websites will endure, as people will continue to want information in a visual format.

Net-net, SEO will be a big part of the landscape for some time to come.

### 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?

Produce more relevant, high-quality content. Users have an insatiable need for information, and Google knows that. There's no question that Google's 2018 updates have heavily favored sites that produce large volumes of quality content. This is a powerful clue, and we should take advantage of it!

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

Many SEOs get a gut feeling about what they think SEO ranking factors are, and then present that as "truth." I wish that would stop. Given that Google's algorithms are not published, it's very smart to try and figure out how they work, to conduct tests, and even speculate. However, we all need to know the difference between what's a fact, and what's an educated guess.

### HOW CAN SEOs CONTINUE TO BUILD TRUST AND LEGITIMACY WITHIN THE TRADITIONAL MARKETING INDUSTRY?

See the answer to the prior question! As an extension to that answer, there are many SEO snake oil salespeople out there that hurt us, too. The best thing that the rest of us can do is help our clients succeed with sound approaches to SEO. We can help our clients understand what's likely to happen.

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

On July 16, 2018, we completed the sale of Stone Temple Consulting to Perficient, Inc. (NASDAQ: PRFT). This was a culmination of more than a decade of hard work by a lot of people, including my business partner, Beth Dill. It takes a great team to bring about a great outcome like that one. And, I'm very excited by the role that we'll play within Perficient, and the new opportunities this creates for us as a business. The best is yet to come!

### WHAT WOULD YOU TELL A YOUNGER ERIC ENGE, JUST STARTING IN SEO, TO HELP HIM BEST SUCCEED?


Learn one thing at a time, leverage that with your clients (or the company you work for), and then while you're doing that, start to learn the next thing. SEO benefits from a mix of breadth and depth in your knowledge. There is so much interaction between the various components of it that it's incredibly valuable to have a strong combination of both.

To see what Eric is up to on the daily SEO and Digital Marketing grind, connect with him here:



@stonetemple





Developing relationships and getting your name on other websites is becoming increasingly important for SEO. There is evidence that a trustworthy individual can improve trustworthiness of a linked domain.

## THINK OF IT THIS WAY:

If Warren Buffett was to write an article about investing on a brand new domain, Google would have an incentive to rank this content higher because of Buffett's trustworthiness.

---

-DMITRY **DRAGILEV**

FOUNDER & CEO  
| [JUSTREACHOUT.IO](http://JUSTREACHOUT.IO)



SITTING AT TH



**- THERESA NAVARRA -**

*Content Director, UiPath*



# ON THE SAME TABLE:

HOW I GOT CONTENT MARKETING & SEO ON THE SAME TEAM



In every great marketing organization there is always the same debate: “Where does SEO fit into a content marketing strategy?”

And you know what I say to that? Grab two chairs, put them right next to one another at the table, and get cozy. There is no way for a marketing team to succeed without organic content strategy, because what is the point of writing about something no one will read? More importantly, what’s the point if it’s never going to drive revenue for your business?

I started my career as an “SEO Content Writer.” In my interview, I admitted I had no idea what SEO meant. This was a long time ago, and no one really knew what it meant. We were still stuffing “3-5 bolded exact match” keyword phrases into sentences.

I knew I wanted to write, and I had a really expensive business degree — but I didn’t understand how fascinated I’d become with figuring out how to drive revenue with content marketing strategy...and using SEO to do that.

Fast forward to now: over the last four years, I have been managing the content marketing strategy at Upserve. During that time, that has meant various things in terms of content strategy and execution, depending on who was leading the marketing organization and what our goals were. But one thing remained the same for me — I was going after organic keywords with our content strategy.

I was focused on search rankings. I was maniacally targeting rich snippets. I was obsessed with metadata, anchor URLs, and backlinks. And I was telling the entire content team how to replicate my madness.

When we went “editorial,” and our content was supposed to be journalistic and newsroom-style, I was still using SEO best practices and intensive keyword research to drive content strategy, from the top of the funnel all the way down to the bottom. And it worked.

The content team would ask: “Why are the articles your strategy is focusing on consistently outranking, outperforming, and driving more marketing leads?”

One answer: because you’ve got to think like a writer, but strategize like an SEO.

What do I mean by that? Well, let’s talk about restaurant licenses and permits, shall we?

At the time I am writing this, an article I wrote on this topic is currently responsible for around 4% of the total traffic to our website. It ranks third in our landing pages, right after the homepage and pricing page. For a long time, it was the featured snippet on Google for a wide array of long tail search phrases.

I don’t have a deep passion for restaurant licensing laws. I didn’t wake up one night in a cold sweat, struck with inspiration, thinking, “My god, I have to write about food handlers’ permits right now!”

Here’s what happened instead: I was building out our editorial calendar for the month from top to bottom of the funnel. I was thinking about new restaurant openings, a topic that’s relevant to our audience, and an eBook I had that was converting well on the topic of opening a restaurant. How could I drive more organic traffic to that page, and our site?

I started doing some keyword research on questions about starting a restaurant, and discovered that questions surrounding licensing were common. Easy enough — I write a post, optimize it with the right H-tags, keyword phrases, metadata, and then secure backlinks.

Fast forward a few months: the organic marketing managers are in a meeting, and we’re strategizing about leads. We’re getting traffic, but it’s not converting. My SEO Manager thinks we should target more core product search phrases, and put demo forms on those content pages. But what if we just optimize where the traffic already lives?

You always have to think about your audience. The content that drives the most traffic to your website is often the things that are keeping them up at night. They landed on those blog posts because they helped answer a question.

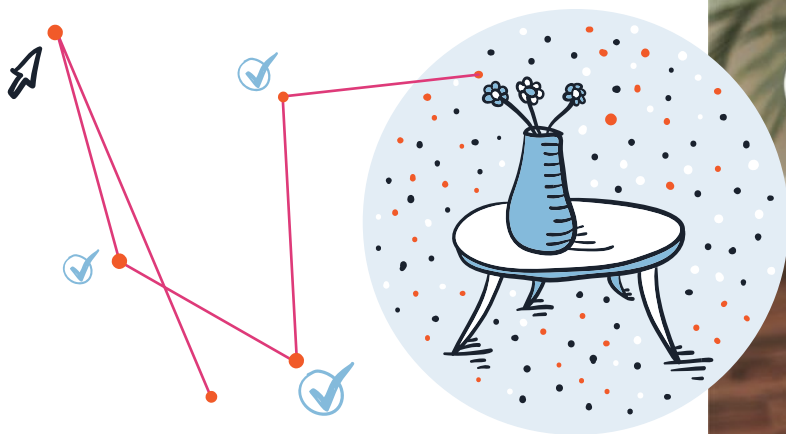
When I draft a blog post, I frame the content in a way that keeps the user's attention span in mind. I bullet lists. I add tons of images. I talk to my video team about a quick explainer video. Why not a GIF? I optimize for time on page. I look into related questions — am I answering them all? I build in relevant CTAs on the page. I really hone in on the writer side of my brain.

But what we were missing was the lead generation component — so naturally, we made it an eBook. My SEO Manager came back to me with an entire Ahrefs report of all of the possible related search phrases, questions, long tail and semantic keywords in the known universe around licensing, laws, and the like. Liquor laws, state specific laws, food handler's permits, sign permits. I built an entire pillar post strategy and staggered the publishing out, ungated, on our site. Our designer put together a comprehensive guide. We pulled a landing page together and built an email program.

I went line by line with my SEO Manager and tweaked the meta data on every single blog post, and we optimized the H-tags together. We agreed to disagree...a lot. We had 110 AQLs in the first 30-days.

Nowadays, I repeat this process every day. Everything I write, and every strategy I come up with for demand generation, starts at the top with organic search and I pull the thread down.

On that example article, I have [exit modals](#) and CTAs set up, driving traffic to relevant eBooks and demos. I built internal links that naturally send people through our site. When I saw the traffic skyrocket, I built an entire pillar post strategy and eBook on the topic that I directed all the traffic to. Within 30-days, we had 110 organic [AQLs](#) from that eBook.



A writer's job is to tell compelling stories. An SEO's job is to get the company found. The problem is, if both of those people are not working together, they're working against one another.

My job is to get us found. My job is to drive marketing leads once I get us found. Without SEO driving the top, my job is impossible.

But not every individual can do that alone, which is why you need them on the same team. More recently, our successes in organic marketing and content marketing allowed us to expand our goals even higher. On our marketing team, our core goals are simple: get found and drive AQLs.



I FRAME THE CONTENT IN A WAY THAT KEEPS THE USER'S ATTENTION SPAN IN MIND



## EXIT MODALS

*Exit Modals: also called "exited intent modals," these are windows that appear when a web user's mouse cursor leaves a website. These are used as a marketing technique to draw people back to the page or convert them into a sales funnel.*



## AQL

*Automation Qualified Lead (AQL): A prospect that is qualified as a lead through the use of marketing automation, which score inquires to determine which ones are ready for the next step in the qualification.*

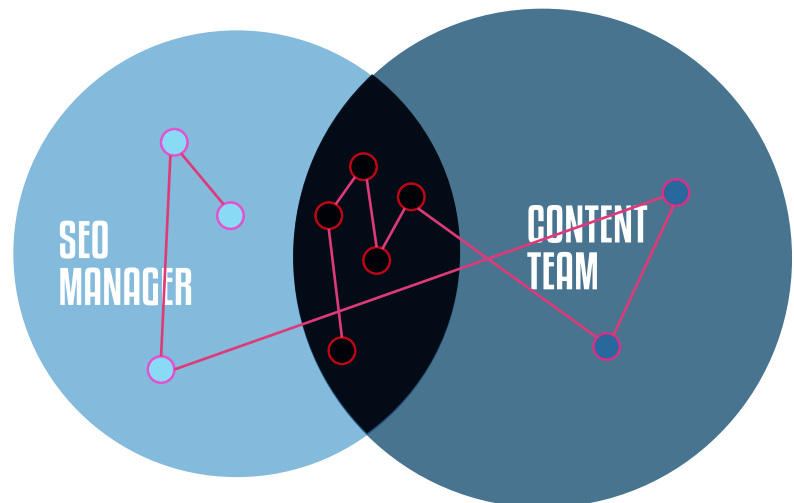
If I had to summarize, I'd say a perfect 10-step integrated content creation process would look like this: ●

Our SEO Manager sits directly across from the content team. We have bi-weekly meetings. We have monthly strategic planning meetings. I rely on my SEO Manager to tell me where our traffic is coming from. What keywords are ripe for opportunity? What content are our competitors outperforming us on? What content should we refresh in hopes of moving the needle and converting more traffic? He's got the data and intel I need, and I've got the awareness of our audience, user experience, and writing to execute.

We Slack 52 times a day. I shout things like "... if I edit this URL structure will I break the site?!" across my desk. Our quarterly goals are aligned. He thinks about rank, analysis of traffic, technical SEO properties, and backlinks. I challenge him when he tells me we don't need to write a 2,000 word blog post because our audience won't read past 700 words but, "...I swear I'll get the right on-page metrics in, and we can review in 30 days when we see time on site is high".

At the end of the day, I could say that we've worked together holding hands singing campfire songs, and together have compiled a very long list of position 0 ranking keywords. But I'd be lying...about the campfire songs.

All I will say for certain is this: if you put SEO and content marketing on the same team, you will win. ☺





# 10-STEP INTEGRATED CONTENT CREATION PROCESS



SEO MANAGER TASKS  
CONTENT TEAM TASKS  
COLLABORATIVE TASKS

1. Review 30-day website traffic and performance
2. Review keyword rankings and opportunities
3. Review competitor keyword rankings and opportunities
4. Review editorial calendar and content landscape
5. Review content performance
6. SEO and Content meet and discuss their findings
7. SEO Manager makes recommendations on focus area for next 30-days
8. Content Team and SEO have collaboration and debate
9. Plan is agreed upon and executed
10. Rinse and repeat!



Pull up a digital chair at the table  
with Theresa on her Twitter:  
[@teesayss](https://twitter.com/teesayss)

# SEO IS OFTEN ABOUT MAKING SMALL MODIFICATIONS TO PARTS OF YOUR WEBSITE.

When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results.

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## **-GOOGLE**

SEARCH ENGINE OPTIMIZATION  
STARTER GUIDE





THE UNDENIABLE IMPORTANCE OF  
QUICK WINS  
IN SEO

- MATT VAZQUEZ -  
*Conversational Marketing Specialist, Drift*



**SOMETIMES,  
MARKETING CAN  
FEEL LIKE YOU'RE  
PUTTING IN A TON  
OF EFFORT FOR  
FLEETING RESULTS.**



## FOR EXAMPLE: YOU PUBLISH THE *PERFECT* BLOG POST. IT TOOK YOU FOREVER — THE RESEARCH, THE ANALYSIS, THE STORYTELLING. FAST-FORWARD A WEEK, AND YOU HAVE NO RESULTS TO SHOW FOR IT BESIDES A SMALL TEMPORARY SPIKE IN WEBSITE TRAFFIC THAT DAY.

Then you work hard at scheduling original, witty tweets and Instagram posts for the week. They get a handful of “likes” during that time, then they get buried in people’s feeds.

How do you know that these types of actions are producing sustainable value to your business? A lot of times, you don’t.

But SEO is different. SEO is all about doing the analysis to figure out *exactly* what your audience is searching for online, and *then* creating the types of pages and content that will serve their needs. It’s specifically targeted to your audience, and when executed successfully, results in a sustained flow of new people to your website, month after month.

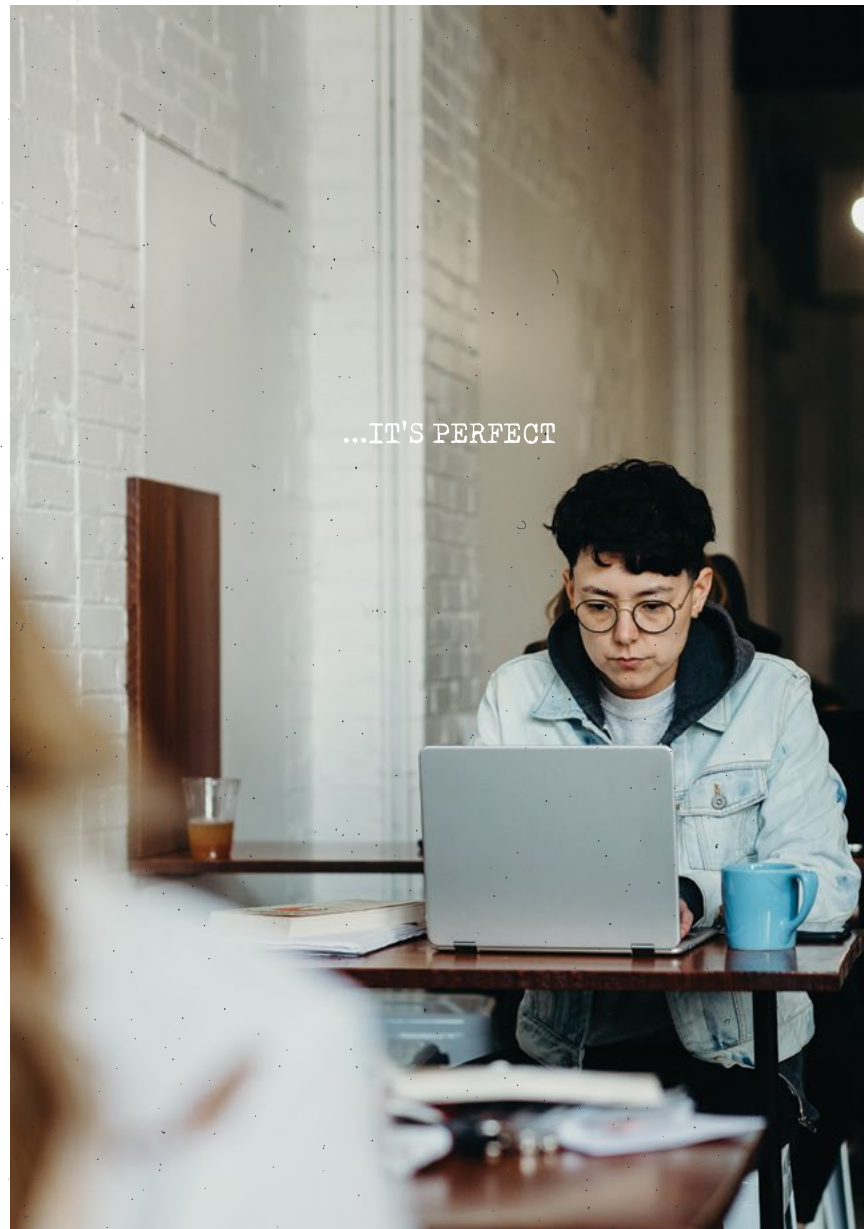
This is why SEO is one of the best ways to grow your business online in a sustainable, tangible way.

So what’s the catch? The catch is that it can take months for an SEO program to start showing substantial results.

Not only do you have to do the hard work to create the type of content that Google will see as something worth including as a top search result — you also have to prove to Google that your site is an authority worth including in search results in general. They’re not going to rush their validation process — especially if your site is new, or you haven’t published much on that topic in the past. The reputation of Google’s service depends on surfacing the most authoritative and useful content.

Makes intuitive sense, right? If you’re less familiar with SEO, not always.

If you’re used to the instant-gratification of “likes” and pay-per-click advertising, it can be a difficult transition to recognize that appearing in highly-trafficked Google search results can take time...and this is why producing a couple “quick wins” can be powerful in SEO.





# QUICK WINS

TO KEEP YOUR TEAM INVESTED IN SEO, WHILE YOU WORK ON THE “BIG WINS.”

THE CATCH IS THAT IT CAN TAKE **MONTHS** FOR AN SEO PROGRAM TO START SHOWING SUBSTANTIAL RESULTS.



You will need buy-in for SEO from your team if you want to really create the type of content that can move the needle for your business...for years.

Whether you're a marketer pitching your boss for more SEO budget, or a contractor trying to persuade your client to sign a longer retainer agreement — you're going to want to know a handful of ways you can show some results quickly to get your team invested & excited. Here's two strategies to keep in mind.

## Quick Win #1: Optimize Page Titles

If a page on your website is a book, then the page title is the cover of that book. It's the text that shows on your browser tab.

Here's a common problem: sometimes the title of the book can misrepresent the content of the book, and as a result, people searching for that content never find it. The same concept applies to web pages. Page titles (often referred to as “title tags”) are a strong signal to Google, and searchers, as to what the page is about.

### In Action

A site selling necklaces has several pages dedicated to military-style jewelry in the shape of dog tags. One page is titled “military shields,” and the other is titled “occupational tags.” Neither of these pages are earning much traffic — or visits from prospective customers.

Some quick keyword research reveals that no one is searching for those phrases, but in comparison, hundreds of people a month are searching for the phrase “dog tag necklace.” The jewelry site decides to combine the two existing pages into one, and title the page “dog tag necklaces.”

Sure enough, traffic to that page multiplied within weeks. And more importantly, sales of the product line improved. This is the result of both people and search engines now finding and understanding the content on the page.



## LINKS ARE THE MAIN WAY GOOGLE NAVIGATES THROUGH YOUR SITE.

### Quick Win #2: Optimize Page Titles

Internal links are just what they sound like: links from pages on your site that point to other pages on your site.

These types of links are important for two reasons. First, links are the main way Google navigates through your site. If you link to one page much more frequently and prominently than others, you are sending a signal to Google that that page is an important one. Second, the anchor text (the words used in the hyperlink) provides a signal to Google as to what the page is about, and in turn, what type of Google search results the page is most suited to surface on.

Why is this important? Because you can use internal linking to highlight the importance and relevance of your pages to Google.

### In Action

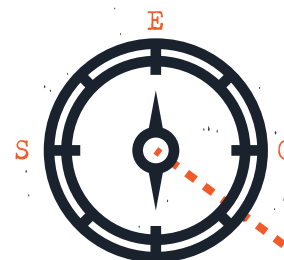
A site that sells wholesale, custom promotional items has a “reusable bags” page that represents its best-selling, most profitable product line. There are hundreds of people searching for a “reusable bags” offering, and as a result, the page is earning a substantial amount of organic traffic.

People on the company’s site that want to navigate to this “reusable bags” page can use the top navigation menu to click a link to the page, with the anchor text “Make Your Bag.”

A quick look at the page’s performance in Google Search Console confirms that the organic traffic going to the page is being driven by people searching for the term “reusable bags,” rather than “make your bag.” This inspires the company to update the text on the navigation menu to match the title of the page, and most relevant keyword, “reusable bags.”

They also add several links from blog posts that explain the value of reusable bags as promotional items, linking back to the same page with that same text (reusable bags).

Within weeks, the page is ranking higher in search results for “reusable bags,” and is earning more valuable traffic to their site. And most importantly, more potential customers are inquiring about the offering.





# THE TAKEAWAY?

TREAT “QUICK WINS” LIKE A STEPPING STONE TOWARDS YOUR BIGGER GOAL.

As you can see, even in the long game of SEO there can be “quick wins” that produce some results in weeks, rather than months.

These wins are exciting. There’s nothing like seeing that blue line in Google Analytics move a little bit up (and stay there), and then see the impact that it has on your business.

But never lose sight of the purpose “quick wins” serve. Quick wins are important to show value quickly, in order to get buy-in for the bigger SEO initiatives you have planned. Good luck pitching your team on that 3,500 word guide, or that blog buildout, or even hiring an additional writer, if you haven’t already earned some SEO credibility.

Like everything in life, bigger investments are what it’s going to take to produce the bigger results. That level of investment in your site’s presence and authority will help Google understand the value of your content, and give them the peace of mind to serve it to their valuable users. 🎯



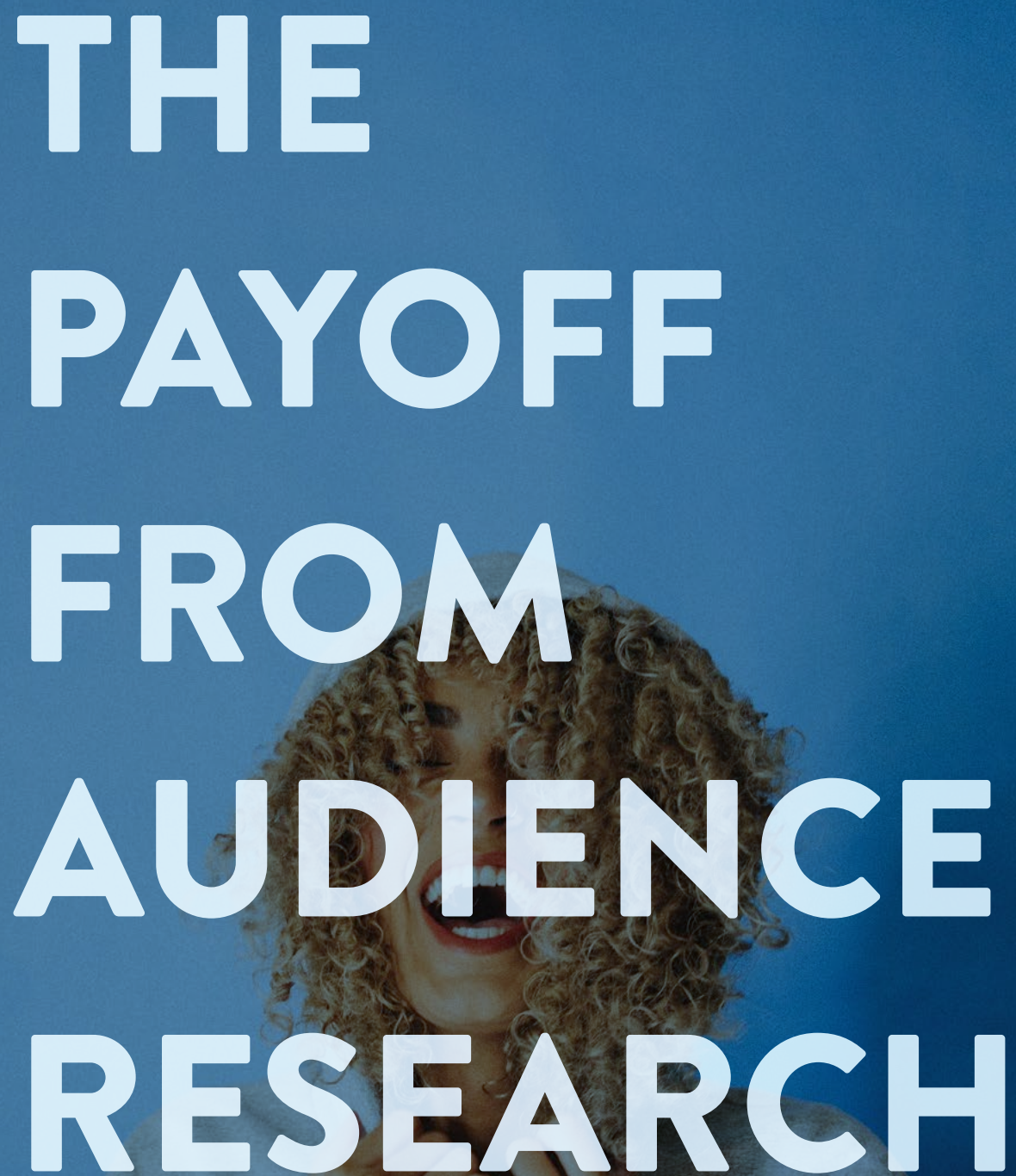
Let Matt know which wins are winning for you:  
[@QuezSays](https://twitter.com/QuezSays)

# PAGES

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**PAGES**  
AN SEO MAGAZINE



# THE PAYOFF FROM AUDIENCE RESEARCH

- ZAINE CLARK -

*Senior SEO Associate, Seer Interactive*





## OBSERVATION

While SEO is best categorized as a marketing discipline, most SEOs don't think of sitting down and actually talking with their client's customers. After all, most simply put, our job is to improve search engine visibility and rankings while increasing conversions. But can we really do our jobs if we assume we understand what search engine users are looking for, without having those conversations?

## QUESTION



## HYPOTHESIS

We have a different approach here at Seer Interactive. Although we do want to increase search visibility, we also want to make sure that we are drawing the right customers to our client's websites and solving their problems. One of the best ways to understand customers is to give them your time: sit down and talk with them.

## PREDICTION

## WHY SHOULD YOU DO AUDIENCE RESEARCH?

Keyword research is a great way to see what people are searching for and how they try to find it. Google even provides us with "People Also Ask" and "Related Searches," which are both great resources for finding what people are searching for and identifying intent. But do you want to know the greatest resource for understanding what people are searching for?

People. Once people tell you what they want to find, what they couldn't find, things they loved and things they hated, then it's time to perform your keyword research and craft your content strategy. In the field of new product development, gathering this data is the standard best practice — and it works! Why wouldn't we bring these practices into digital marketing?

## INVESTING IN AUDIENCE RESEARCH

There are two types of investment to keep in mind when proposing audience research (whether internally, or to a client): time investment and financial investment.

## TIME & FINANCIAL INVESTMENTS FOR AUDIENCE INTERVIEWS

As digital marketers, our clients pay us for our time, expertise, and direction. When you pitch interviewing your client's customers, you may receive some pushback regarding time and money. That makes sense. However, understanding exactly what the audience is searching for and providing it to them yields big returns.

Because it takes time to complete the interviews, compile your findings, then make sense of the interview responses, it costs money. Before you even start the interviews, you need permissions to record phone calls and screen shares. Then, you'll need to get a panel together (if applicable). After the interviews are finished, you'll need to distill down the interviews into a set of findings.

In my experience, interviewing can take anywhere from 30 minutes to an hour per person, so if you want to interview 15 people, that's 7-15 extra hours of work to account for. And that doesn't include listening for a second time, re-watching the videos, and making sense of your findings.

As SEOs, do we really want to spend our time and our client's money interviewing people, analyzing our notes and comments, and then doing the research that goes into creating content? Is interviewing people going to help you reach that goal of increasing organic conversions by X%?

Absolutely we do. After all, these are the people that are searching and ultimately converting for our clients and determining our success as SEOs. So why wouldn't you want to hear from them?



## TEST

# THE PROCESS OF CONDUCTING AUDIENCE RESEARCH.

## THE INTERVIEWS

To kick things off, you'll need to compile questions that will help you reach the goal of your research, followed by a list of individuals provided by your client (or your customers, if you are in-house) and start scheduling those interviews. It's often tough to take notes, be a good listener, and think of follow-up questions simultaneously, so I recommend getting permission to record the audio from the interviews and going back later to take notes.

It's important to avoid leading questions. We ask our clients' customers why they started searching, with the aim of identifying the initial pain point, what was going on in their lives at the time, who else was involved in the decision, and other important contextual details.

From that point, we hop on a screen share and have the interviewee walk us through their journey; we have them perform multiple searches and watch them as they go through the SERPs. We ask them what they were trying to find, what would have made the content they clicked on more trustworthy or more useful, what they do and don't like about the sites they found, and what those sites were missing. We also listen for comments like, "I wish the client site would have told me this," or "I was frustrated when I couldn't find..." and other responses that let us know something is missing. When content is "missing" for the searchers, you've found the golden ticket (assuming that it's a recurring issue, and not from only one interviewee). You'll want to understand why they type what they do, why they click on the results they choose, what makes them stay on the page, or why they bounce.

## MAKING SENSE OF THE INTERVIEW DATA

When you begin looking at your notes from the interview responses, keep track of common themes you find. It's also a good idea to get a colleague to go through the responses as well and pull out any themes they notice. Focus on identifying the major pain points, what's missing that would help the customer through their journey, and even their post-purchase needs. Really dig in to identify what they are looking for, where they try to find it, and how you can get in front of them.

## ANALYZE



## RESULTS

**YOU'LL KNOW YOUR AUDIENCE BETTER THAN THEY KNOW THEMSELVES.**

## CONCLUSION

### THE RESULTS

From my experiences, what is learned from audience interviews can completely change your SEO strategy, and sometimes even the business strategy for your company or your clients. The best way I can share the impact of audience interviews is with a personal story:

Recently at Seer, a colleague and I went through this process for our client. We identified 7 new content opportunities that we would not have found through a content gap analysis.

The interviewees explained to us what they were looking for, but couldn't find any information about on the internet. Something that we noticed with this particular client was that searchers couldn't seem to find answers to some pretty low-funnel questions. We then created content related to these topics, which resulted in 4 new pages. These 4 low-funnel pages, after only being live for 2 months, have increased traffic year-over-year by over 9%, which is great! But we expect these numbers to climb as these pages are live for a longer period of time and begin to gain more authority.

We also made updates to existing pages that, as a result, have seen tremendous growth. The 10 pages that we made adjustments to have seen a combined total of 86% growth year-over-year and have sourced over 80% more new users year-over-year. We have also seen an increase in average ranking position from 21 down to 9.6, meaning that we are appearing more frequently on the first page of SERPs.

Our client was able to walk away from our research understanding their audience's pain points and how they are searching to better serve them via other channels such as PPC, Social, and more.

### THE TAKEAWAYS

Although conducting audience interviews has associated costs, the payoff is well worth the time and money. After completing audience interviews, you will know your audience better than they know themselves. You will know what kind of content they are looking for, what would make them convert, and how they actually complete their search process. To those of us at Seer, that's priceless.

Or at least until we see an increase in transactions, revenue, or assisted conversions — then we can assign a monetary value to the process. ©



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It's not just advertising, it's also this idea that we can

# PUT THE RIGHT THING IN FRONT OF THE RIGHT USER AT THE RIGHT TIME

then effectively measure it to see if that impacted like we expected to actually happen.

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**-MICHAEL KING**

OWNER & MANAGING DIRECTOR  
| iPullRank







**- CHARLES TAYLOR -**  
*SEO Manager, Verizon Fios*



# HOW DO YOU KNOW WHAT YOU KNOW ABOUT SEARCH ENGINE OPTIMIZATION

**T**hink about it for a second. Even those of us that have years of experience can only optimize so many websites — meaning, in the course of our work, we sometimes encounter issues we may have never been exposed to and must look beyond the scope of our own first-hand knowledge to determine the best course of action. Often, we base knowledge on what we have heard or learned from trusted sources. But is this the best method for our SEO knowledge? In a court of law, this would be called hearsay and would not be an acceptable form of evidence upon which to make important conclusions.

I have found that this is often where SEO myths come from. A statement is made, and then repeated so often that it becomes a “fact.” What makes this dangerous is that often we base business decisions for our own websites, or even worse, client websites, on these often-repeated myths.

We can put an end to this cycle, but it requires us to be skeptical of everything we hear. We must put all of it, including our beliefs, through a rigorous testing process — one that should state the hypothesis we are testing, and eliminate as many variables as possible.

To illustrate my point, let’s go back to July 10th. An individual tweeted at John Mueller and Danny Sullivan; he wanted to know the best format to use when listing his company’s phone number online. Obviously, this is important: if customers are not able to find your number, they are likely to go to your competitors instead.

In Google’s typical fashion, John Mueller gave this vague reply:

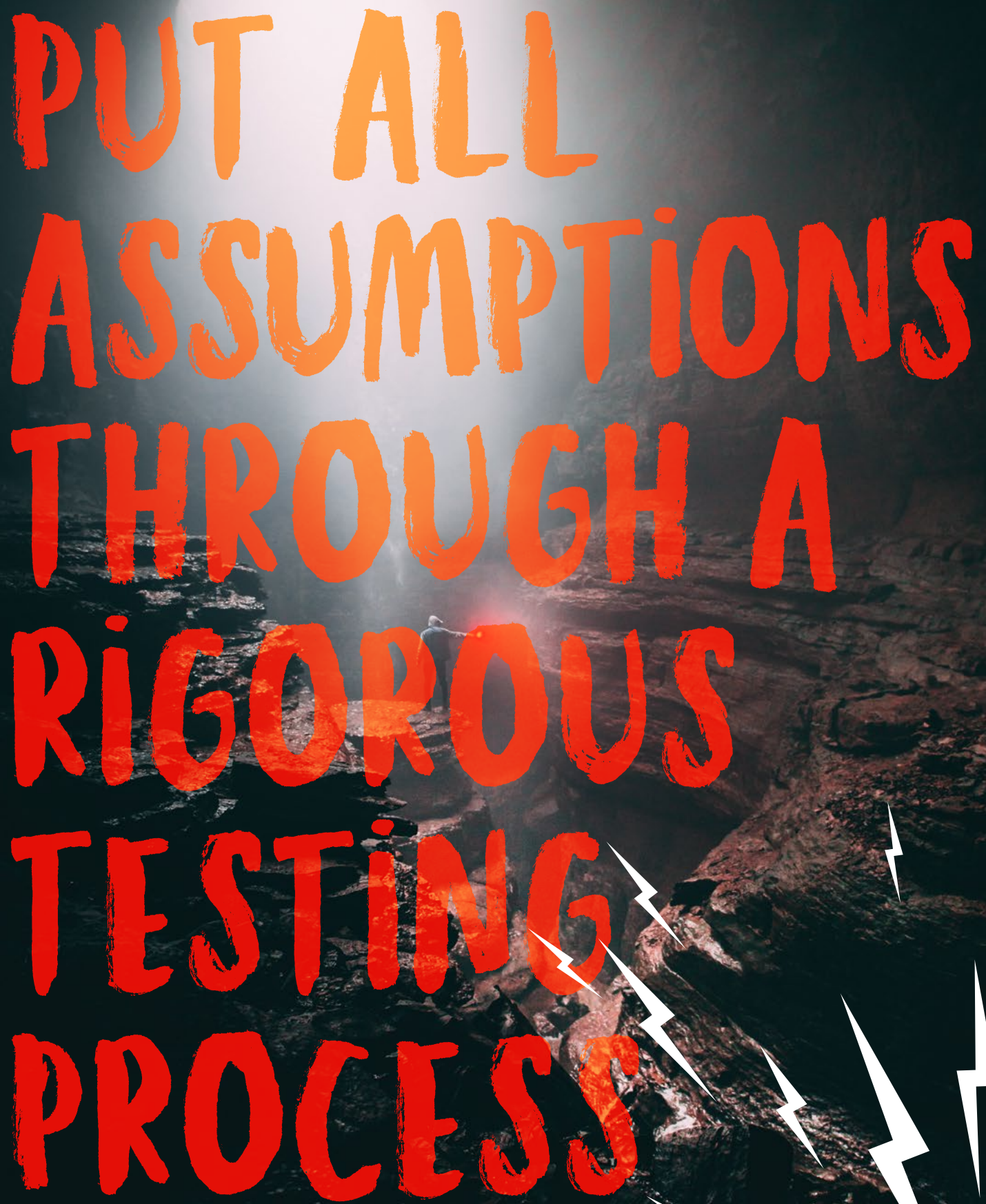
“I imagine it’s futile for any directory to require phone numbers with specific separators :)”

Maybe it’s me, but I felt that this didn’t really answer the question.

The exchange was picked up by Barry Schwartz from Search Engine Roundtable, with an article headlined “Google Implies Phone Number Formats Don’t Matter.” The article states:

“I suspect Google can figure out many types of phone number formats based on your preferred style.”

A simple question received a vague reply, and then the next person extrapolated meaning that may or not be there. Now, this article may be used as “evidence,” when in fact, nothing was actually proven. This makes a great scenario for some SEO mythbusting!



**PUT ALL  
ASSUMPTIONS  
THROUGH A  
RIGOROUS  
TESTING  
PROCESS**

# The TEST

So, the hypothesis is simple: Google can recognize many types of phone number formats. For this test, I setup 10 HTML pages and used the same content in each (to eliminate variables), except on each page, I included a phone number in a different format.

I tested the following formats:

1. #####
2. ###-###-####
3. ###.###.####
4. (###)#####
5. (###) #####
6. (###)###-####
7. (###) ###-####
8. ### ### ####
9. (###) ### ####
10. (###)### ####

The first thing I'd like to point out is this can be an arduous process. Testing takes time, it is a pain to document (notes that are clear the day you wrote them often seem like gibberish a month later), and once you are done, you always notice things you forgot. In this case, I forgot to try the format `###_###_####`. I'm running it now, so I'll have the updated results in a week or so...but it still bugs me that I forgot.

I ran this test three times, using a different phone number in each set.

For the first two tests, I included the copy, "Feel free to contact or call my phone anytime at". I did this because I assumed that Google needed some kind of context to know that those numbers were a phone number.

On the third test, I just placed the phone number in its own paragraph tag (<p>).

I waited for the pages to be crawled, indexed, and cached by Google — this took about two weeks. Afterwards, I ran a search for each phone number format in both the general results, and using the "site:" command to include only my testing domain.

As SEOs or business owners, we cannot control how our customers or clients type our phone number into the search engines. Therefore, we need to identify the format that Google returns most often. The results I got were fascinating.

The first thing I learned is that Google did not need the extra text for context. The results for all of the tests were almost identical, whether it included copy or just a naked phone number. Second, while Google is pretty good at figuring out most phone number formats, there are definitely formats it prefers and formats it does not recognize as a phone number.

## The phone number format you should avoid

at all costs is #3: `[###.###.####]`. For none of the other 9 format searches did this page ever get returned (even when using the "site:" command). The only time Google returned the page containing this format is when I used this format. And when I did the search with this format, none of the other pages were returned (again, even when using the "site:" command). I think that clearly shows that Google does not recognize this as a phone number.



There were two other formats that Google did not rank in most cases: #4 `[(###)#####]` and #5 `[(###) #####]`. I suspect the lack of a dash or space gave Google trouble. Without those, it was not able to parse the numbers to understand that it is a phone number. I would suggest not using those format either.

## What format should you use?

Simple: formats #2 `[###-###-####]` or #7 `[(###) ###-####]` always ranked the best for every phone number format search. Unlike the previous two examples that Google had trouble with, these were parsed with a dash between the prefix and line number — a format that Google understands to signify a phone number.

I would then give an honorable mention to formats #6 `[(###)###-####]`, #8 `[### ### ####]`, #9 `[(###) ### ####]` and #10 `[(###)### ####]`. In most of my test searches, the pages containing these formats would appear...but not always. I also noticed that if the pages were returned by Google, they were always rankings behind the winners (#2 & #7).

So where does this all leave us? If your phone number were placed on a website, I would always request they use one of the two "winning formats." I suggest you pick one of those two formats and stick with it, so that all your citations are consistent across the internet. If a site uses formats #6, #8, #9 and #10, I would not worry at all, Google will likely recognize it. Lastly, if a site uses formats #3, #4 or #5 I would ask to have it adjusted. If it is a directory and that is their standard format, I may consider bypassing it if it's a cumbersome submission process, or they require payment for inclusion. It likely won't be worth your time or money.

After performing all these tests and discussing the results with my team, I was asked by one of my SEO Specialists if I had considered using the HTML telephone link code. To be honest, I had forgotten all about this code.

For those of you, like me, who had forgotten about this code, or were unaware of it, it is code that allows you to click or tap on the phone number and have your mobile device or desktop app make a call — also sometimes referred to as "click to call."

The code looks like this: `<a href=tel:+1-###-###-####>phone number or text goes here</a>`.



I decided to take one of my test sets and add these variables. First, I wrapped the #3 format (the worst performing format) in this code: `<a href=tel:+1-###-###-####>###.###.####</a>`.

Then, I added an additional page using just text: `<a href=tel:+1-###-###-####>click to call</a>`.

It has been over a week and in both cases, neither of these pages are returned for any of the different phone number searches. So far, it appears that Google does not use the content of that code for ranking purposes. But, I'll keep these pages up and monitor if anything changes.



**GOOGLE IMPLIES  
PHONE NUMBER  
FORMATS DO NOT  
MATTER**  
**BUSTED**





# the TAKEAWAYS WHAT WE LEARNED

Let's take a step back now and think about where we started, and where we have come.

We began this journey with a question and vague answer by a Google employee. That answer was interpreted one way by a reliable resource, the interpretation was shared with other SEOs, and it became a "fact". However, my tests have demonstrated that this "fact" is anything but.

Do not accept anecdotal evidence; strive for SEO truth by using rigorous testing processes.

Let me know what you thought about my test — did I miss something? If anyone wants to try to replicate and verify my test, please do. These testing processes help prevent us from accepting SEO myths as facts. It grants us a better understanding of Google's algorithm, and makes both our sites and our clients' sites stronger.

And at the end of the day, this understanding allows us to make better business decisions, and identify opportunities to improve our sites in ways that competitors haven't. The decision to dive deeper, instead of taking information at the surface level, can make all the difference in the SERPs.©

## SEO folks to know.

**John Mueller** is a Webmaster Trends Analyst at Google. He works together with the Webmaster Central, Sitemaps, and Search Quality teams at Google and helps to make sure that information flows freely between webmasters and the engineers at Google. He regularly writes for the Google Webmaster Central blog and is an avid participant in the Webmaster Help Groups, as well as having an active Twitter presence, where he often addresses questions from the SEO community.

Follow him on Twitter to keep up with the trends: @JohnMu

**Danny Sullivan** is Google's public Search Liaison, helping people better understand search, and helping Google better hear public feedback. Formerly Chief Content Officer at Third Door Media, and co-founder of Search Engine Land, an industry publication that covers news and information about search engines, and search marketing, SEO and SEM topics, he joined the Google team in October 2017.

Follow him on Twitter: @dannysullivan



Let Charles know what you think on his Twitter:  
@CharlesHTaylor



# SEJ Search Engine® Journal



SEJ covers the marketing world daily with in-depth subject guides, news reports, argumentative and observational articles by expert guest contributors.

Our focus is digital marketing, SEO, content marketing, and paid search. Our visitors are hardcore marketers hungry for the best tools, tips, and strategies.

**SearchEngineJournal.com**

Site traffic hitting rough waters?  
**NO NEED TO**



**HELP!**

**JUMP SHIP**  
Let Page One Power be your liferaft.

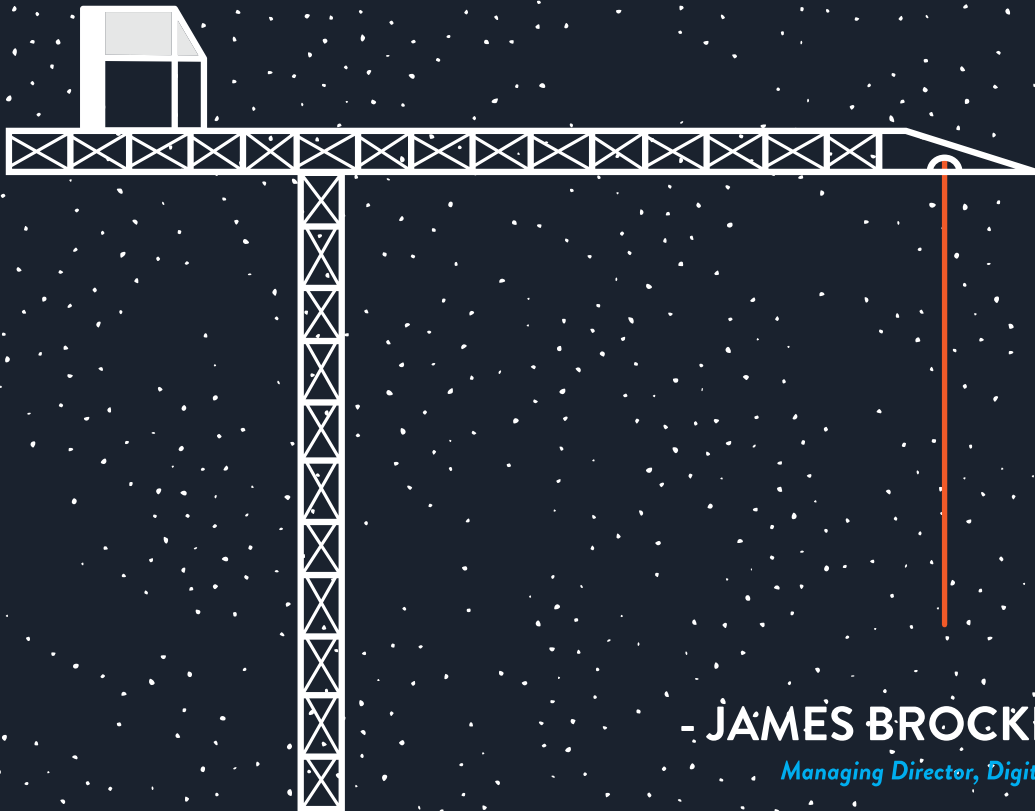


Find out why our clients love our work on our [Case Study page](#), learn more about our [SEO services](#), and drop us an email at [pageonepower.com](mailto:pageonepower.com)

MAXIMIZING CONTENT MARKETING CAMPAIGN SUCCESS WITH

# LINK RECLAMATION

A CASE STUDY




- JAMES BROCKBANK -

Managing Director, Digitaloft







## YOU KNOW THE SCORE: YOU'VE SPENT HOURS (OR EVEN DAYS) ON YOUR LATEST CONTENT MARKETING CAMPAIGN. YOU'VE GOT A GREAT IDEA WHICH IS BACKED BY GREAT DATA, AND IT LOOKS AMAZING.

You're busy promoting the campaign, and an email drops into your inbox from a journalist at a top-tier publication. It's clear that they've covered your content and you click through to take a look...

Wait...what?! There's no link? Only an unlinked brand mention?

This scenario is all too common. Whilst coverage from a top-tier publication isn't to be frowned upon, don't forget: there's more value we can get out of a campaign than brand mentions. A link from an authoritative publication is a powerful signal to search engines, and there's many a case study to demonstrate this.

At this stage, many simply give up and accept the fact that there's a brand mention without a link, moving on to further promote the content to other publications with the hope that they'll provide a valuable link.

You've done the hard work though; you've created the content and promoted it. The journalist liked the story enough to cover your campaign. What if there was a tried and tested tactic to turn unlinked brand mentions into links within hours of an article going live?

### THE PROBLEM WITH MOST LINK RECLAMATION STRATEGIES

You've probably come across link reclamation before: finding unlinked brand mentions and reaching out to journalists, asking them to add a link to your brand.

The problem with this tactic is the way it's often executed. In most cases, SEOs and link builders are carrying out link reclamation weeks, or even months, after a mention went live. In many cases, the link builder pursues generic brand mentions where there's really no real reason for a publisher to link out. After all, you need to remember that journalists don't have to link.

Asking for a link to your homepage simply because a publication mentioned your brand doesn't usually add any value to the content. Journalists are smart. Homepage links don't usually enhance the user experience of their article and in an instance when it does, they'll likely have already linked.

However, what if you're asking for links to your relevant content campaign asset? A link which allows a user to explore data or stories covered in the article more in-depth? One which adds value?

Sounds far more appealing to a publication, right?

### WHY JOURNALISTS & BLOGGERS LINK

Journalists don't link out for the benefit of your SEO campaign. Sorry, but they couldn't care less how you rank on the SERPs or this month's link KPIs. They use links to cite sources.

Think back to college; you were likely taught to properly cite your sources and reference where you collected data and information from. Citations add authority to your work, and give due credit to the original author — that same principle applies in online journalism. Links also make it easy to access the original source of information, which can reinforce authority and trust.

When providing a citation, publishers will almost always mention the brand which created the content. After all, if you've carried out research and offered a story to a journalist, it's only right that you should be referenced.

Providing a link, though? Sadly, this doesn't always happen. Some will always link, others don't. This doesn't mean you can't land a link however, even if an unlinked brand mention has already gone live.

---

# RATHER THAN TRYING TO TURN OLD BRAND MENTIONS FROM MONTHS AGO INTO LINKS, YOU'LL BE DOING IT WITHIN HOURS

## HOW TO TURN BRAND MENTIONS INTO LINKS

There's a simple process which you can follow to maximize success, which is likely a little different than link reclamation strategies you've tried before.

We'll call it "live link reclamation."

Why? Because rather than trying to turn old brand mentions from months ago into links, you'll be doing it within hours of a mention going live. This significantly increases success rates — especially when you add a little trick to maximize your results even further.

IT'S A SIMPLE 2 STEP PROCESS:

---

1. DISCOVER NEW BRAND MENTIONS IN REAL TIME
  2. REACH OUT TO PUBLICATIONS TO REQUEST A LINK
- 

It sounds too simple to be effective, doesn't it?

To explain these two steps further, we'll use a recent example from a campaign for a client in the travel industry.

The campaign in question was an infographic-led asset which revealed "Europe's Most Instagrammed Beaches," and was run by our client, Globehunters. The campaign utilized data about hashtags for every beach in Europe, revealing those which are most popular on the social platform. The story had a hook to international, national, and regional press across Europe and, as you'll see, initially saw a strong wave of coverage, where over 50% of publishers used unlinked brand mentions rather than links.





## 1. DISCOVER NEW BRAND MENTIONS IN REAL TIME

The key to successful link reclamation is speed. If you can request a link within hours of an article first going live, you're going to increase your chances of success.

**INTERNAL DATA FROM OVER 100 LINK RECLAMATION CAMPAIGNS RAN BY DIGITALOFT OVER THE PAST 12 MONTHS SUGGESTS THAT THE SUCCESS RATE ALMOST DOUBLES IF YOU REACH OUT TO A PUBLICATION THE SAME WORKING DAY OF AN ARTICLE BEING PUBLISHED.**

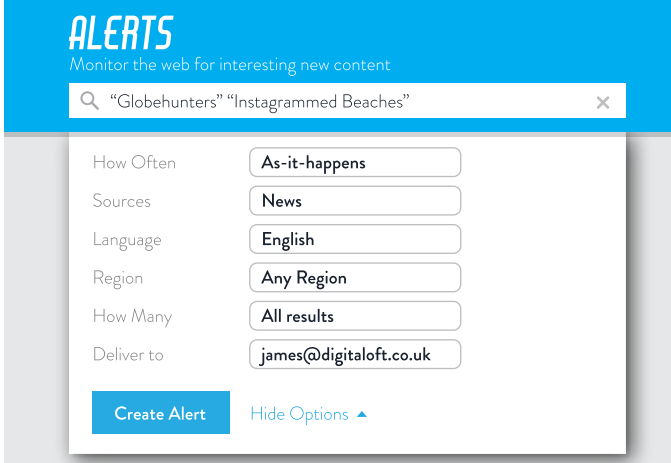
Think on it though. It makes sense. While an article is still fresh, it's a higher priority for journalists, editors, and the IT team than one that was published months ago.

But how do you find brand mentions so quickly?

Firstly, make sure you set up Google Alerts for every campaign, configured to send "as it happens," with a source of "news," and how many set to "all results." Set up the alert for *Brand* + "campaign search query."

Your configured alert should look something like this: ▶

IN THIS CASE, WE SET UP ALERTS FOR:



**ALERTS**  
Monitor the web for interesting new content

Q "Globehunters" "Instagrammed Beaches" X

How Often: As-it-happens  
Sources: News  
Language: English  
Region: Any Region  
How Many: All results  
Deliver to: james@digitaloft.co.uk

Create Alert Hide Options ▲

**"GLOBEHUNTERS" + "INSTAGRAMMED BEACHES"**  
**"GLOBEHUNTERS" + "INSTAGRAM"**  
**"GLOBEHUNTERS" + "EUROPEAN BEACHES"**  
**"GLOBEHUNTERS" + "BEACHES"**

We also set up a non-branded alert for "Instagrammed Beaches."

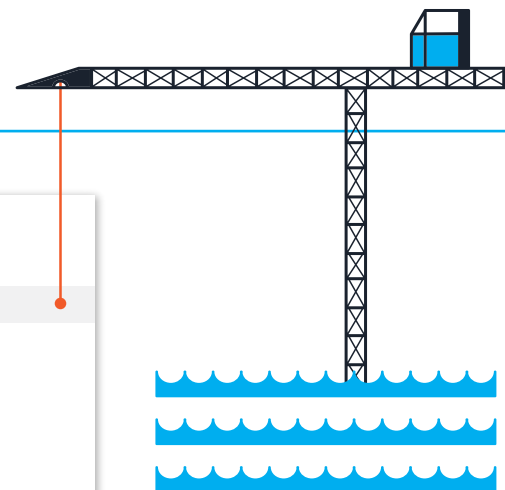
Setting up alerts for a number of different queries ensures you're not missing coverage as it happens.

Secondly, keep a browser tab with a Google News search window open, and configure to show results from "Past 24 hours."

It may sound tedious, but be sure to refresh this page every hour or so while you're actively outreaching a campaign asset. Once the heavy promotion has stopped, twice a day should suffice until coverage naturally slows down.

With this combined approach, you're able to pick up coverage within minutes of it being published. You'll then need to manually check for any unlinked brand mentions. This technique is also perfect for assessing early successes from your campaign.

The best case scenario is that you'll see all published articles linking. However, the reality is that you'll quite quickly come across unlinked brand mentions.



### DOMAIN AUTHORITY (DA)

A search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.

## 2. REACH OUT TO PUBLICATIONS TO REQUEST A LINK

On the Globehunters campaign, we started to see pickup and coverage within 24 hours of beginning the outreach phase.

In fact, the first piece of coverage we landed was i News, a DA 67 top-tier publication. See fig.1 below.

Notice the problem? There's no link! They have two internal links to other articles on their site, but no link to our client.

For reference, the article was published 10:20 A.M. on March 28, 2018. The article was modified later the same day; the modification? A link back to our campaign!

To make this change happen, as soon as we noticed the coverage we immediately jumped on link reclamation, sending the email to the right to the publication.

A few important notes about this outreach:

We didn't send the email straight back to the journalist. Rather, we sent it to the contact listed on the publication's contact page for corrections. In this case, it was the main news desk. Why? Journalists are busy people and, in many instances, once they've hit "publish," they're on to their next assignment. Top-tier publishers typically have IT and corrections teams whose responsibility it is to make amendments and updates. Sending to a main corrections or amends email ensures it's received by the right people.

We opened the subject with "correction," as well as immediately including the full article title. The recipient of the email can immediately see, from the subject, that a correction is needed and can forward to the most suitable person to make the edit.

In the main body of the email, we *thanked* the publication for covering the story. This is key. Remember: a journalist is covering a campaign because they loved the concept, not because they have to. Always begin by saying thank you, not jumping straight in to ask for a link. Manners never hurt anyone!

We then politely asked whether a link could be added in, and showcased that users being able to click through to the data offers a better experience for those who want to explore the topic in more detail. We simply showed how a link would *add value*.

Within 11 minutes of sending a link reclamation email, we received a successful response and the link back to our campaign was added as seen in fig.2 at right.

**SUCCESS!**

28 March 2018 at 15:34

Olivia Smith

Correction: Three of Europe's top 10 most Instagrammable beaches are here in the UK

To: news@inews.co.uk

Dear News Desk,  
I've recently seen the iNews article regarding 'Three of Europe's top 10 most Instagrammable beaches are here in the UK,' it was our client Globehunters that supplied the original research and I just wanted to say thank you for sharing, the article is great.

I just wondered if there was any way you could supply a link to the data within the article, that way anyone reading it can see the original data. It would provide a better reader experience and work as a source for anyone who wants to know more.

Thanks again for sharing!

Best Wishes,  
Olivia

28 March 2018 at 15:45

George Martin

Re: Correction: Three of Europe's top 10 most Instagrammable beaches are here in the UK

To: Olivia Smith, Cc: Daisy Wyatt

Hi Olivia,

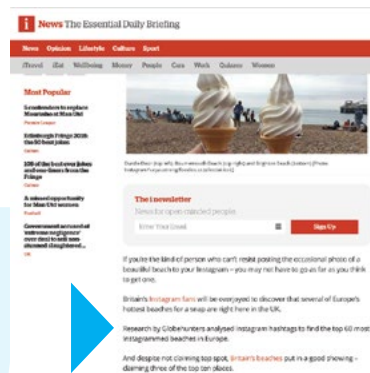
Thanks for getting in touch. I've updated the story with a link to the Globehunters data;

<https://news.co.uk/inews-lifestyle/travel/europe-instagram-beaches-top-uk/>

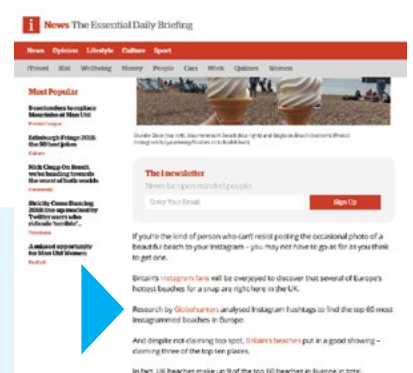
All the best,

George Martin.

### BEFORE (fig.1.)



### AFTER (fig.2.)



## THE CAMPAIGN RESULTS

To date, the campaign has earned links from publications including Travel & Leisure, The Sun, Country Living, MSN, and Lonely Planet, as well as a wealth of regional publications across Europe including those in Cyprus, Greece, Italy, and Spain.

As an international travel brand, landing links with an international focus has been a key driver of the SEO campaign. However, it's important to note that not all publications linked to the client at first. Just as we saw above with i News, over half the coverage (typically that from regional publications) resulted in unlinked brand mentions. In total, this equated to 18 pieces of coverage.

By utilizing the above link reclamation approach, reaching out within hours of an article being published, we were able to successfully turn 13 of these into links. That's a success rate of 72%!

The key to successful link reclamation in 2018 is to ensure the link adds value. Demonstrate to a publisher *why* they should link, and *how* it will enhance the user experience. Doing so significantly increases results against simply asking for homepage or product and service page links.

Timing is also key. Reaching out to ask for a link to be added into a fresh article (if possible, within hours of it being published) yields a far stronger success rate.

Link reclamation, in many ways, is common sense; think like a journalist and ask yourself — what would make them link?

Don't let your campaign efforts simply return unlinked brand mentions. Have a strategy in place and turn them into links within hours! 📍

# THE KEY TO SUCCESSFUL LINK RECLAMATION IN 2018 IS TO ENSURE THE LINK ADDS VALUE



Shoot James a picture of your favorite beach to SEO on, on Twitter:  
[@BrockbankJames](https://twitter.com/BrockbankJames)





 +  + **SEO** =  
**LINKARATI**

VISIT US AT [PAGEONEPOWER.COM/LINKARATI](https://PAGEONEPOWER.COM/LINKARATI)





**THE RETURN ON SHARING**  
**KNOWLEDGE**

**- CORY COLLINS -**


*Strategy Development, Page One Power*



A hand holding a white measuring tape against a background of a large orange letter 'M'. The measuring tape is held across the middle of the 'M', with the numbers 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100 visible. The word 'CHINA' is printed on the tape. The background is a large, semi-transparent orange letter 'M' over a light gray background.

Measurability is an oft-repeated buzzword in digital marketing. The ability to discreetly measure the impact and success of our work, and even ROI, is the differentiator we love to tout over our more traditional marketing brethren.

**EVERYTHING  
CAN AND SHOULD BE MEASURED.  
RIGHT? ●**



In SEO, measurability takes many forms: tracking website changes, links built, keyword rankings, position fluctuations, clicks, impressions, CTR, organic pageviews, sessions, users. Time on page, pages per session, scroll depth, goal completions...and on and on the list goes.

The truth is, this much data can be more noise than signal. Data overload leads to short-term and short-sighted decisions. It becomes a race to make the data move in the way we predict and desire, with goals and KPIs chased fervently instead of investing in long-term, business-impacting change.

I love data-backed decisions just as much as everyone else in the industry, but often times the most optimal changes within a business won't be the ones that affect KPIs the fastest.

The work I love most, the work that brings me the most personal satisfaction and joy, is affecting meaningful change within an organization.

As an agency — often perceived as a partner at best, or a vendor at worst — change is rarely done through the work we execute ourselves. It's achieved through great communication, clear consultation, well-documented work, and ongoing education. My goal is always to help a client internally achieve meaningful, institutional growth and empower them to succeed in search on their own, without never-ending oversight.

This is one such story.

# THE BACKGROUND

In October 2017, the strategy department of Page One Power was retained by a client who had launched six months prior in the finance niche and was struggling to find a foothold.





We were building links back to their site, but they were struggling to see the results they expected and needed.

The client had identified organic search as a primary channel for growth and audience development, yet were only somewhat successful in creating content that stuck within a SERP. After analysis, it was clear success was haphazard and a result of quality work accidentally targeting a SERP well, as opposed to strategically targeting specific SERPs with good work. They were producing 50 pages per month, with roughly 250 pages already published. Despite this, virtually all organic search traffic went to a handful of pages, ranking for terms only somewhat relevant to their goals.

The client had thorough — really, really thorough — audience research with a primary topic of focus, complete with well-developed personas across multiple demographics to ensure audience value in every piece they created. And the content was quality. Nothing was thin, off-topic, or lacking in audience value.

The issue was that the content was broad and generalized, with little research to identify keyword themes, searcher intent, ranking competitors, or any of the other typical work that goes into creating optimized content to rank for a desired SERP.

*Disclaimer: I often say “rank for a desired SERP”, but what I really mean is an entire category of keywords, both long tail and head term, with the most competitive SERP representing the entire category of keywords. Basically, if you can rank for the most competitive head term, you should rank well for the rest of the keyword variations and themes with decent on-page optimization.*

After interviewing the client and reviewing goals, expectations, and work-to-date, the partnership proved promising: they had the budget for a long-term campaign, belief in search as a channel, and a willingness to invest in quality content.

Despite this, long-term success wasn't certain.

The financial space is extremely, extremely competitive. And not just for the obvious terms surrounding credit cards, personal loans, mortgage calculators, debt consolidation, financial planning, etc. Even outside these head terms, there are many different sites and organizations invested in creating quality content at scale, with the intent to answer nearly any question a person might have. And these are large, established, dominant brands such as The Balance, NerdWallet, Investopedia, Credit Karma, and more.

The client was aware of the inherent challenge within the niche, and willing to invest the time, energy, and resources necessary. Expectations were reasonable, but they needed a clear strategy to find a foothold in search. Specifically, they needed to demonstrate an ability to rank in relevant SERPs and grow traffic month-over-month, or continued investment would be at risk. The runway to success wasn't forever.

Their mistake up to this point was simple: they failed to consider how the pages they were creating would be found within search, and had only focused on their personas and audience. They needed to better understand searcher behavior, and identify winnable SERPs where existing content ranking for relevant searches could be displaced.

This was the institutional change I sought to influence.



# THE CHANGE

Page One Power specializes in link building through manual promotion and content creation. We also offer keyword research, technical SEO, and content audits. The client contracted Page One Power with two specific goals:

1  
Improve their content strategy to more consistently create pages that would rank for meaningful keywords and drive traffic.

2  
Create a systematic approach to identify which pages were best suited for link building and which pages were most likely to need links in order to earn rankings and traffic.

Content quality wasn't the issue; they were struggling to produce content that targeted a specific keyword and query with a realistic chance to rank.

I see it often in my work with clients: a team of savvy content creators lack the SEO insight to successfully create content that ranks. The mistake is the level of detail and granularity of the content — it's overgeneralized, with the expectation that "understanding an audience" means you simply add a keyword, and you then have content that will rank.

The truth is, search content requires research *before* creation. It's important to identify a top-level keyword to target, the natural variation and themes involved, which domains currently rank, how the pages are formatted, the overall quality of the information, what topics they cover, whether or not they miss a piece of searcher intent, and how many links are involved. Basically, the goal is to find a gap in terms of information offered to searchers, create a better page than currently exists, and determine how many links are needed to reasonably expect to rank.

For example, the client had consistently plugged [credit score] into their Yoast SEO plugin, even though they knew it was beyond their means, but hadn't looked at more granular and modified versions. They were aiming each page at the same head term, rather than answering distinct and exact-match queries.

Despite the validity of the topic, they had no reasonable opportunity to rank for [credit score] in the short term, nor did it make sense to create multiple (20 or so) pages that all theoretically target the head term [credit score]. Sure, in practice they were targeting variations and modified versions of the term — but to them, their page was most relevant to the head term [credit score].

I developed a plan:

The first step was straightforward: I performed a content audit and worked with the client to analyze which pages were successful, which pages missed the mark, and which pages were close, but used the wrong keywords. I presented the analysis so they understood why certain pages were successful, why others were not, and how to optimize existing pages to improve.

Next, I helped the head of content work through revisions of existing content, with the intent to improve their targeting and optimization for terms they were almost ranking on page one. Although the revisions were only somewhat successful, it was an extremely valuable moment in helping their head of content truly understand keyword research and its role in content designed for search.

I worked through the plan and documentation with the head of content, but I wanted the client to be invested and understand *why* we were making specific changes so everyone could better understand the difference between targeted, optimized content and well-written, unoptimized content.

They went back through their existing content and performed the keyword research necessary to optimize the pages for the correct keyword themes and variations.

Lastly, I put the content audit in maintenance mode, meaning I continued to pull data for content performance month-over-month for new and existing pages, meeting with the head of content to review performance once per month. Within the process, I would occasionally uncover an opportunity myself (digging through Search Console and competitor content), and I delivered those opportunities in our monthly meeting.

## THE PLAN

1. Perform a content audit to analyze existing content.
2. Present the content audit to the client's head of content (HoC) and train him on SEO and keyword research.
3. Optimize existing pages using the content audit with the HoC.
4. Work personally with the HoC on the next wave of content planning to identify winnable SERPs.
5. Continue to run a monthly content audit (maintenance) and work with HoC to ensure continued success and education.
6. Occasionally research and hand-deliver opportunities to ensure continued growth and education.



# THE RESULTS

10,000

5,000

NOVEMBER 2017

DECEMBER 2017

JANUARY 2018

FEBRUARY 2018

The client went from struggling in search to consistently making search-focused content that is able to rank very well for their intended keywords.

Within two months, they evolved from performing the barest of keyword research that grasped at unattainable head terms, to performing deep keyword research which identified topical clusters and gaps in SERPs. Their content consistently answered granular questions immediately and provided deeper, additional context below.

They've been a tremendous partner and I'm exceedingly humbled to see their continued growth. We're working on a new phase of strategy now, and without a doubt the most pride I take isn't the ROI of our services, the keywords they rank well for, or even the up-and-to-the-right organic traffic growth on the website.

I'm most proud of the internal growth and improvement their own organization attained, and the fact that if I were to walk away now, they could easily carry on creating content that drives organic traffic. I've done more than deliver excellent work: I've helped them create an excellent system to achieve repeatable success.

Optimization is at my very heart, and it's much more optimal to teach others than to do the work for them. That's how true growth is achieved.

The organic traffic is fun to look at, though. ☺



Keep up with Cory on Twitter for more of his SEO insights: [@Corycollins](#)

## AUDIENCE OVERVIEW



**ORGANIC TRAFFIC**  
89.16% Users

 **USERS**

OCT 1, 2017 - JUN 30, 2018

HOURLY DAY **WEEK** MONTH

MARCH 2018

APRIL 2018

MAY 2018

JUNE 2018

Our job as marketers is not to  
create more content...it's to

# CREATE THE MINIMUM AMOUNT OF CONTENT WITH THE MAXIMUM AMOUNT OF RESULTS.

---

-ROBERT**ROSE**

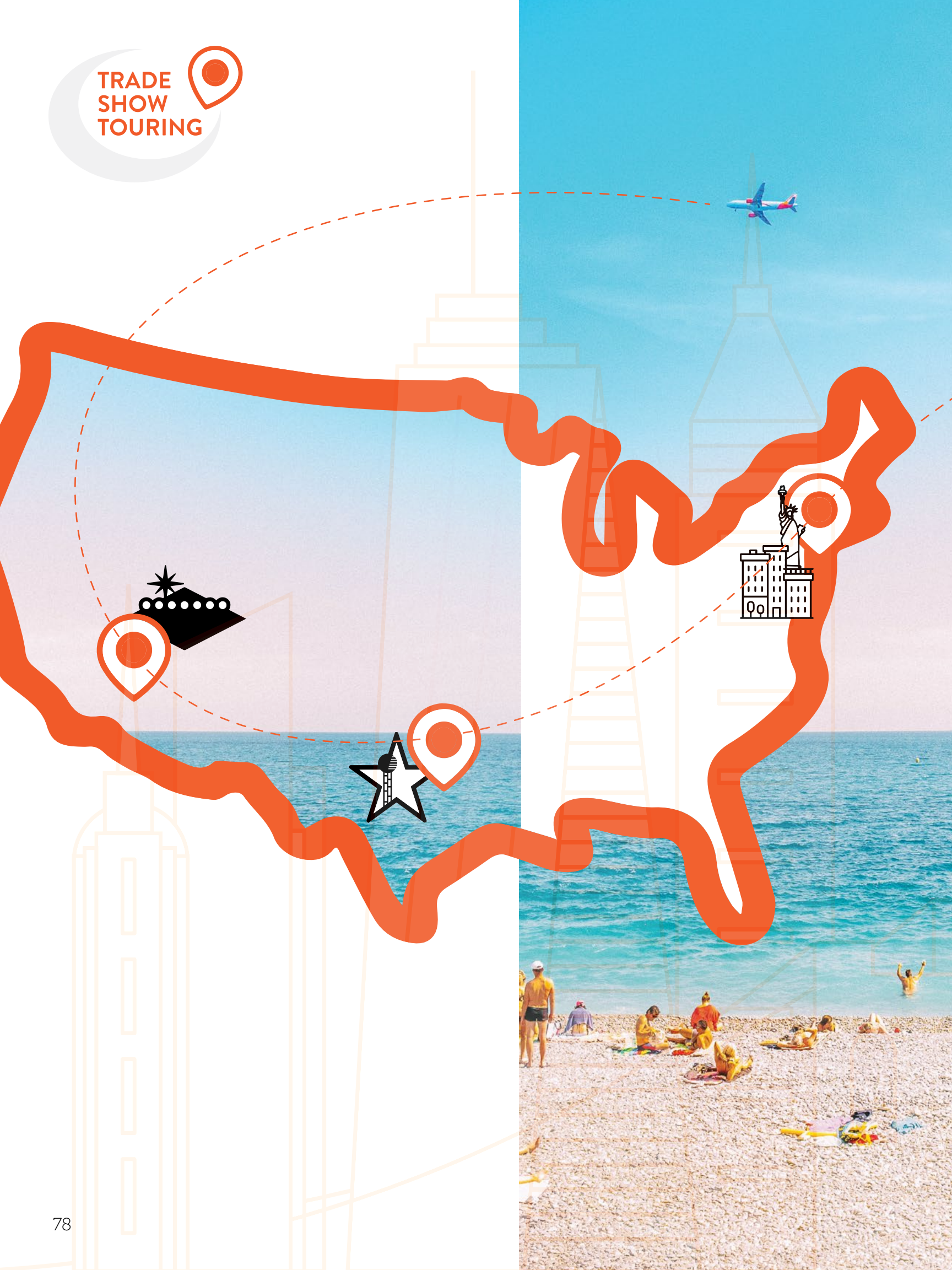
CHIEF STRATEGY OFFICER  
| THE CONTENT MARKETING INSTITUTE







TRADE  
SHOW  
TOURING





# ARE YOU A MARKETER OUT ON THE TRADE SHOW TRAIL?

We know how it goes: long days that end in hotel rooms, last-minute scrambles to scout out the best bite to eat in the area, and the occasional desperate search for good wifi.

Check out these tips for happy travels while you hit these upcoming favorites, from a few marketers who have seen their fair share of shows.



# SMX EAST.



**LOCATION:** Javits Convention Center | New York City, NY, USA  
**DATE:** October 24 - 25, 2018

This NYC conference is the largest search engine marketing trade show in the world. SMX shows have a search marketing focus, so you'll be sure to brush shoulders with dedicated SEOs and SEMs, along with marketers from other disciplines. Run by the team at Search Engine Land, SMX shows aim to educate attendees on how to effectively implement SEO and SEM into their marketing mix.



**S M X**<sup>®</sup>  
**E A S T**  
NYC



## What to See (Off-Hours)

### THE HIGH LINE

distance from show: \_\_\_\_\_  10 min  6 min

For an alternative to the standard Central Park visit, get a breath of fresh air on this garden walkway, made from an old above-ground railroad track.

### AMERICAN MUSEUM OF NATURAL HISTORY

distance from show: \_\_\_\_\_  16 min

Take a break from your marketing education to explore human cultures, the natural world, and the universe at this historic scientific institution.

### FEDERAL HALL NATIONAL MEMORIAL

distance from show: \_\_\_\_\_  24 min

This historic monument, located on Wall Street, is where the First Congress wrote the Bill of Rights. A quick visit earns you a history lesson, and gets you right next to our sight-seeing honorable mention, the New York Stock Exchange.

## Where to Eat

### BREAKFAST

#### Friedman's:

Fuel up before you head into the show. This family-owned cafe and bakery features fresh takes on comforting classics, including a good selection of gluten-free options.

450 10th Ave, New York, NY 10018 | [www.friedmansrestaurant.com](http://www.friedmansrestaurant.com)

### LUNCH

#### Katz's Delicatessen:

Established in 1888, Katz's features a large menu of delicious deli standards. While it's hard to go wrong, the corned beef hot sandwich is a speciality. Come hungry — these guys don't skimp.

205 East Houston Street (Corner of Ludlow St) New York, NY 10002 | [www.katzdelicatessen.com](http://www.katzdelicatessen.com)

### DINNER

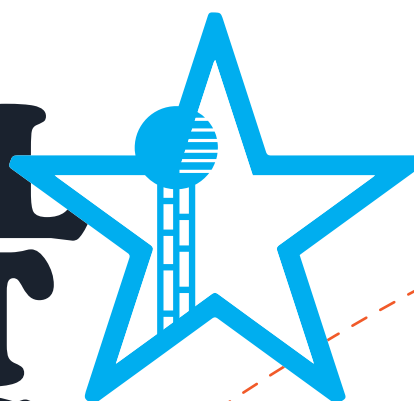
#### Keens Steakhouse:

Love a good steak after a long day of hard work? Get your fix at Keens, where Executive Chef Bill Rodgers serves up USDA prime, dry-aged and cooked to perfection. History buffs will also have fun checking out the largest collection of churchwarden pipes in the world and learning about the Herald Square Theatre District.

72 W 36th St., New York, NY 10018 | [www.keens.com](http://www.keens.com)



# DIGITAL SUMMIT DALLAS.



**LOCATION:** Irving Convention Center | Dallas, TX, USA  
**DATE:** December 4 - 5, 2018

Say howdy at this Digital Summit series show. These shows cater to a wide variety of business professionals, from creative directors, to search analysts, to social media managers. Sit in on more than 50 sessions and workshops and build powerful partnerships in a great, open venue. One fun little perk: the DJ at Digital Summit shows is always great and plays a mix of 80's everything, from Hall & Oates to Michael Jackson. This show is a favorite and well worth the visit.

**digital**summit



## What to See (Off-Hours)

### THE DALLAS ARBORETUM AND BOTANICAL GARDENS

distance from show: \_\_\_\_\_

 30 min

Located along White Rock Lake, this lush garden features beautiful fountains and a view of the downtown Dallas skyline — a perfect place to take a breather before you head out on the town after the show.

### DALLAS MUSEUM OF ART

distance from show: \_\_\_\_\_

 20 min

Featuring a collection of over 24,000 pieces from ancient to modern times, this is one of the largest art museums in the United States and is in the center of the nation's largest art district.

### FORT WORTH STOCKYARDS NATIONAL HISTORIC DISTRICT

distance from show: \_\_\_\_\_

 50 min

Get a taste of Old West Texas at this former cowboy outpost and livestock market, now home to plenty of spots to grab a drink or some seriously good BBQ.

## Where to Eat

### BREAKFAST

#### Benedict's Restaurant:

Specializing in breakfast, brunch, and lunch from scratch. Try the pork green chile skillet for the perfect complete breakfast to start your day.

4800 Belt Line Rd, Dallas, TX 75254 | [www.benedicts-restaurant.com](http://www.benedicts-restaurant.com)

### LUNCH

#### Lockhart Smokehouse:

The BBQ of your dreams. The ribs, the brisket, the smoked baked beans...it's a little too good to be true.

400 West Davis, Dallas, TX 75208 | [www.lockhartsmokehouse.com](http://www.lockhartsmokehouse.com)

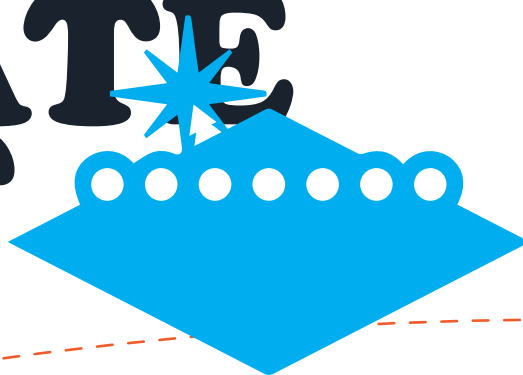
### DINNER

#### Pappas Bros. Steakhouse:

The dry-aged steaks are the stars of the menu, and they're just about perfect. The rest of the menu is far from lacking, jumbo asparagus and roasted wild mushrooms among some of the highlights. And if you don't get the pecan pie for dessert, you're cheating yourself.

10477 Lombardy Ln, Dallas, TX 75220 | [pappasbros.com](http://pappasbros.com)

# AFFILIATE SUMMIT WEST.



**LOCATION:** Paris Las Vegas | Las Vegas, NV, USA  
**DATE:** January 6 - 9, 2019

Las Vegas is home to this show, which draws more than 6,000 digital marketers. ASW features educational seminars, exhibitors, and a networking zone in the center of the exhibition hall. Paris Las Vegas is the venue, which is a plus; it's located right in the heart of the Strip, meaning there's plenty to do after the show.





## What to See (Off-Hours)

### RED ROCK CANYON NATIONAL CONSERVATION AREA

distance from show: \_\_\_\_\_

 22 min

Vegas is known for its resorts, casinos, and nightlife, but if you're more the outdoors type, this desert escape can't be missed. The Calico Tanks trail is a moderate, 2.2 mile in-and-out over sandstone that scores you a visit to a hidden water pocket and a great view of downtown Vegas.

### THE HIGH ROLLER FERRIS WHEEL ON THE LINQ

distance from show: \_\_\_\_\_

 12 min

 6 min

This 550-foot Ferris wheel takes 30 minutes for the full ride — the perfect amount of time to put your feet up and enjoy the sights after a long day at the trade show. Grab some new friends — each cabin can hold 40 people.

### THE NEON MUSEUM

distance from show: \_\_\_\_\_

 17 min

Get a look at some Las Vegas history at this unique display of more than 200 pieces of old Vegas signage, arranged in a 2-acre outdoor exhibit.

## Where to Eat

### BREAKFAST

#### Eggslut:

Get up early enough to brave the line at this breakfast fave. The Gaucho is the big winner. (Don't worry: if you're not a morning person but the name still applies, they're open 'til 7 P.M. and the cheeseburger is excellent.)

3708 Las Vegas Blvd. South, Las Vegas, NV 89109 | [www.eggslut.com](http://www.eggslut.com)

### LUNCH

#### Carnegie Deli:

It ain't the one in NYC, but it's still alright! The overstuffed pastrami sandwiches are just one of the tasty East Coast faves served up at this casual lunch spot in the Mirage.

3400 S Las Vegas Blvd, Las Vegas, NV 89109 (Between the casino and California Pizza Kitchen)  
[www.mirage.com/en/restaurants/carnegie-delicatessen.html](http://www.mirage.com/en/restaurants/carnegie-delicatessen.html)

### DINNER

#### Javier's:

Get your Mexican fix at this unique, memorable, upscale dining standout located in the ARIA. Featuring gorgeous Aztec-inspired chainsaw wood carvings, the margarita you want, and (of course) fantastic prime Angus Beef, this is a great spot to end your day and start your night.

3730 S. Las Vegas Blvd, Las Vegas, NV 89109 | [www.aria.com/en/restaurants/javiers.html](http://www.aria.com/en/restaurants/javiers.html) 



# LOOK HERE

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WHAT DO YOU HAVE TO SAY ABOUT SEARCH?

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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](mailto:info@pagesseomagazine.com)

[www.pagesseomagazine.com](http://www.pagesseomagazine.com)



# INVEST







It's time for an update: *PAGES* is evolving to deliver you content that better serves your needs.

After all, you're here to learn, right?

In each of the coming issues of *PAGES*, we'll cover a range of topics related to SEO.

We'll dive into the tactical side of things: content, links, and technical optimization. As you learn best practices, we'll maintain focus on the big picture so you never lose sight of your goals.

We'll also talk about SEO strategy, to help you develop a plan that's right for your site. You'll learn to recognize your opportunities, and prioritize the ones that will make the biggest impact toward your success.

And because it's just as important as having the right strategy, we'll discuss the ways that SEO integrates with the rest of your marketing plan, too: from content marketing, to PR, to social media, and even your branding decisions — they all impact SEO.

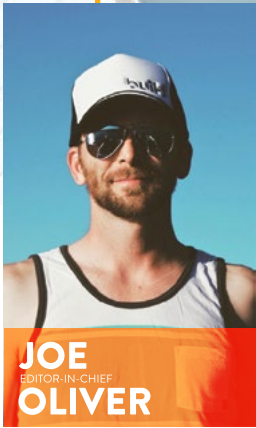
We'll also keep our eyes on the industry. You'll stay up-to-date with important news and the people making an impact. We'll continue to feature insights from up-and-coming SEOs and familiar names from across the industry, and keep you in the loop with upcoming events.

We'll see you next time.

Until then, happy optimizing!

HI.  
HELLO.  
HEY, HOW ARE YA?

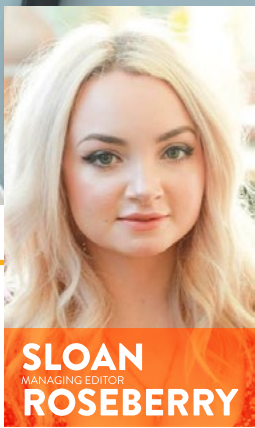
# MEET THE PAGES CREW



**JOE**  
EDITOR-IN-CHIEF  
**OLIVER**

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 giving his money to whatever Marvel Studios movie is currently playing.

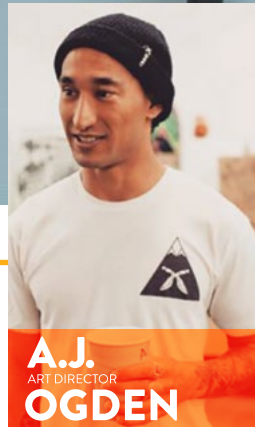
Twitter: @JoeOliver



**SLOAN**  
MANAGING EDITOR  
**ROSEBERRY**

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.

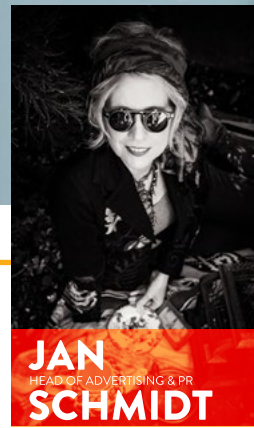
[linkedin.com/in/vsloanroseberry](https://www.linkedin.com/in/vsloanroseberry)



**A.J.**  
ART DIRECTOR  
**OGDEN**

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.

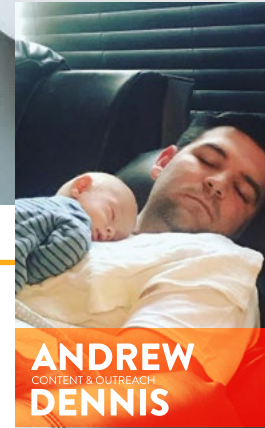
IG: @juicemachinedesign



**JAN**  
HEAD OF ADVERTISING & PR  
**SCHMIDT**

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



**ANDREW**  
CONTENT & OUTREACH  
**DENNIS**

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

Twitter: @AndrewDennis33





# THANK YOU

To This Issue's Contributors



Measuring SEO Results & ROI

Sitting at the Same Table

The Undeniable Importance of "Quick Wins" In SEO

The Payoff from Audience Research

SEO Mythbusting: Deeper Dives in Decision-Making

Success with Link Reclamation

The Return on Sharing Knowledge

Eric Enge - General Manager of Digital Marketing | Perficient Digital

Theresa Navarra - Content Director | UiPath

Matt Vazquez - Conversational Marketing Specialist | Drift

Zaine Clark - Senior SEO Associate | SEER Interactive

Charles Taylor - SEO Manager | Verizon Fios

James Brockbank - Managing Director | Digitaloft

Cory Collins - Strategy Development | Page One Power



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## CRYPTOGRAM SOLUTIONS:

1. DO NOT ACCEPT ANECDOTAL EVIDENCE; STRIVE FOR SEO TRUTH BY USING RIGOROUS TESTING PROCESSES.
2. IF YOU PUT SEO AND CONTENT MARKETING ON THE SAME TEAM, YOU WILL WIN.
3. THE KEY DELIVERABLE FROM SEO CAMPAIGNS IS INCREASES IN ORGANIC SEARCH RANKINGS. THESE GAINS IN RANKINGS THEN DELIVER CLICKS FROM USERS ON AN ONGOING BASIS, OFTEN FOR AN EXTENDED PERIOD OF TIME.
4. DEMONSTRATE TO A PUBLISHER WHY THEY SHOULD LINK, AND HOW IT WILL ENHANCE THE USER EXPERIENCE.
5. ALTHOUGH CONDUCTING AUDIENCE INTERVIEWS HAS ASSOCIATED COSTS, THE PAYOFF IS WELL WORTH THE TIME AND MONEY.
6. QUICK WINS ARE IMPORTANT TO SHOW VALUE QUICKLY, IN ORDER TO GET BUY-IN FOR THE BIGGER SEO INITIATIVES YOU HAVE PLANNED.
7. CHANGE IS ACHIEVED THROUGH GREAT COMMUNICATION, CLEAR CONSULTATION, WELL-DOCUMENTED WORK, AND ONGOING EDUCATION.

## THANKS FOR READING! HERE'S TO YOU!

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For reprints and advertising inquiries, please contact Jan Schmidt at [jan@pagesSEOMagazine.com](mailto:jan@pagesSEOMagazine.com)

If you are interested in becoming a contributor to PAGES, you can reach our editor at [sloan@pagesSEOMagazine.com](mailto:sloan@pagesSEOMagazine.com)

Write to us at:  
Page One Power  
ATTN: Pages Magazine  
3100 N Lakeharbor Ln, Suite. 254  
Boise, ID 83703

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