



Content SEO Best Practices and What to Avoid

SPEAKERS:

Lee Odden, CEO, TopRankMarketing.com
Jiyun Wei, Product Manager, Vocus

About TopRankMarketing.com

- Content Marketing, Social Media, SEO
- Consulting, Implementation, Training

Media:



Clients:



“The SEO team at TopRank has been instrumental to growing a key business for our organization. I recommend TopRank’s SEO consulting services without reservation.”

William Murray, President and COO, PRSA

Agenda

- **B2B Content Optimization Strategy**
- **Core SEO Tips**
- **B2B SEO Best & Worst Practices**
- **PRWeb Case Study**

B2B Digital Marketing

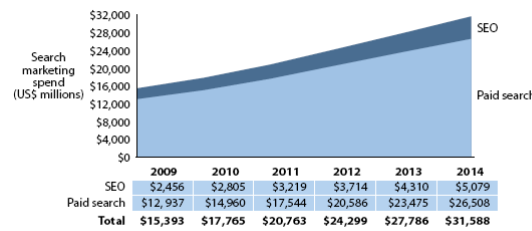


Digital Marketing Trends

Forrester Research:

- 60% of marketers plan to take money away from traditional marketing and spend it on interactive ads instead
- 59% of that interactive spend will go towards SEO and PPC

Figure 5 Forecast: US Search Marketing Spend, 2009 To 2014



Source: Forrester's Search Engine Marketing Model, 4/09 (US only)

47730

Source: Forrester Research, Inc.

SEO = Increased Conversions

Most Effective Online Marketing Tactic for Generating Conversions According to US* Senior-Level Marketing Executives, by Budget Size, February-March 2009 (% of respondents)

	\$1 million+ (n=49)	All respondents (n=112)
SEO	53%	48%
E-mail and e-newsletter	39%	46%
Pay-per-click/search	43%	32%
Behavioral targeting	27%	21%
Site or page sponsorship	14%	20%
Viral marketing	12%	15%
Ad networks	10%	12%
Pay-per-impression ads on digital publications	14%	10%
Video ads	10%	6%
Other	2%	3%

Note: *respondents were primarily based in the US
Source: Forbes, "2009 Ad Effectiveness Survey," June 1, 2009

104357

www.eMarketer.com

SEO is the most effective Online Marketing tactic for conversions

62% of B2B Marketers to Increase SEM Budgets in 2010

*eMarketer

Source: Forbes Ad Effectiveness Survey June 2009

What Happens With Poor SEO?

What we see



What Happens With Poor SEO?

What search engines see:

Page Title: Stratford Hall | StratfordHall
Meta Description: No meta description!
Meta Keywords: business holiday cards, business greeting cards, business birthday cards

Stratford Hall
Sign In | Cart (0)
Chat Now With a Rep | Customer Service |
Order Status

- * Holiday Cards
- + Best-Sellers
- + New
- + Recycled/Green
- * Spotlight Logo Holiday Cards
- + Best-Sellers
- + New
- + Recycled/Green
- * Identity Greetings
- * Thanksgiving
- * Calendars

Stratford Hall has no ranking for "business holiday cards" first 5 pages on Google

- Account
- * Cart
 - * My Account
 - * My Saved Items
 - * Order Status

- Offers
- * Free Catalog
 - * Sign-Up for Special Offers
 - * Take Our Survey

- Customer Service
- * Chat Now With a Rep!
 - * About Us
 - * Help & FAQ's
 - * Contact Us
 - * Sitemap Sitemap

SIGN UP FOR SPECIAL OFFERS!
Privacy & Security Terms & Conditions ©2010
Stratford Hall. All rights reserved.

What Happens With Good SEO? @brink @pweb

What we see

The screenshot shows the CardsDirect website homepage. At the top, there's a navigation bar with links for HOME, BIRTHDAY CARDS, CHRISTMAS CARDS, NEW YEARS CARDS, PHOTO CARDS, and MORE. A search bar is on the left, and a 'Sale 10% - 40% OFF Order Now & Save!' banner is prominent in the center. Below the banner, there are several promotional boxes: 'Love at First Sight SAVE 10% on Greeting Cards through 2/14/10. Use Promo Code CDSLove', 'Free Catalog', and 'Value Cards'. On the left side, there are menu categories like 'Business Greeting Cards', 'Invites/Announcements', 'Photo & Custom Cards', and 'Christmas Cards'. The website has a clean, professional layout with a blue and white color scheme.

What Happens With Good SEO? @brink @pweb

What we see

This screenshot shows a promotional banner for CardsDirect. It features three main offers: 'New Photo Cards' (Send out Picture Perfect Photo Cards this Holiday Season), '\$5 Shipping' (A flat \$5.00 charge on ground shipping for orders shipped to the contiguous US), and 'Sign Up for our Email Newsletter' (enjoy a special welcome offer!). Below these offers is a large block of text providing a detailed overview of the company's services, including business greeting cards, holiday cards, and value cards. At the bottom, there is a footer with navigation links and the company's copyright information: '© 1999-2010 CardsDirect LLC'.

What Happens With Good SEO? @prweb

What search engines see:

Page Title: Business Greeting Cards - Corporate Holiday Christmas Cards

Meta Description: Business Christmas cards and Corporate Holiday cards personalized with custom imprint, company logos, printed photos, and more! Christmas Thank you cards for customers, clients, and family at discounted 10-40% off most retail prices.

Meta Keywords: greeting cards business christmas cards corporate holiday custom bulk company personalized xmas photo thank you seasons

Greeting cards for business including Corporate Holiday cards and xmas Season's Greetings Christmas cards. Welcome to CardsDirect Greetings! Looking for Holiday Greeting Cards for Business or Corporate use? CardsDirect is the Premier resource for Business Greeting Cards including holiday themes such as Corporate Christmas cards, Thanksgiving cards and bulk discount Greeting cards for all your business commerce, corporate, and personal needs. The simple fact is that Holiday Cards and Christmas seasons greetings with your company name and logo are a great way to put your name in front of your

HOME BIRTHDAY CARDS CHRISTMAS CARDS NEW YEARS CARDS PHOTO CARDS MORE

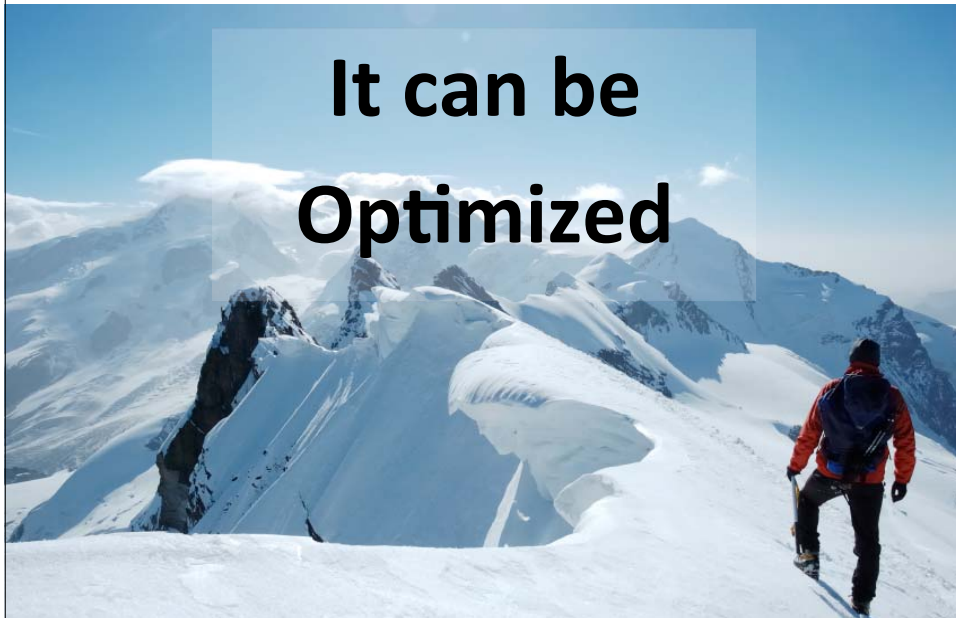
- Assortment Packs
- Birth Announcements
- Business Holiday Cards
- Easter Cards
- Graduation Announcements
- Hanukkah Cards
- Invitations - Birthday
- Invitations - Holiday
- Moving Announcements
- New Years Cards
- Recycled Cards
- Thanksgiving Cards
- Valentine Cards
- Cards - Quick Stick Env. (866) 700-5030 (7am-7pm Central)
- * Business Greeting Cards
- * Anniversary Cards
- * Birthday Cards
- * Business Appreciation Cards
- * Business Referral Cards
- * Congratulations Cards
- * Post Cards
- * Get Well Cards
- * Spanish Cards
- * See All

#1 on Google
"holiday business cards"

...ent to your business, educational, and health...
...can
...Holiday Cards with
...of verse or a custom
...inks and foil stamp
...this holiday season.
...t wishes and care this
...Christmas cards.
...s, Fast Stick
...for show your
...commitment to your dedicated employees, faithful customers and clients,
...friends and family with one of our personalized Christmas cards or full
...color CardsDirect Photo cards. More Featured Cards: Business Greeting
...Cards Sending custom Business Greeting Cards is an affordable and
...excellent way to show your gratitude and acknowledge your customers
...with the extra attention they deserve. Our custom Corporate Greeting
...cards and Business Christmas cards include Thank you cards, Business
...Corporate Birthday cards, and Sympathy cards. Show your customers and
...clients your commitment to quality by ordering CardsDirect Business
...Greeting cards! Greeting Cards Catalog: 10-40% OFF Order Now and Save
...off manufacturer retail prices.
© 1999-2010 CardsDirect LLC
home about us contact us customer service site map privacy policy blog
gift directory wedding invitations

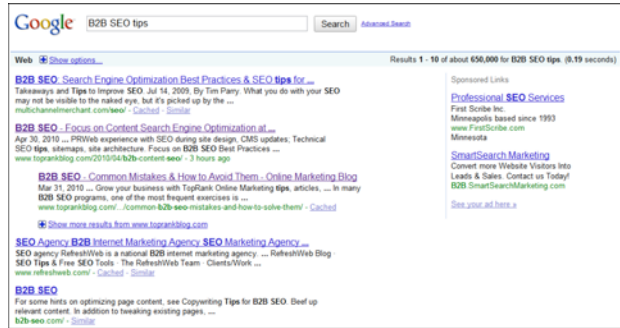
If it can be searched @toprank - @prweb

It can be
Optimized



Strategy & Core SEO

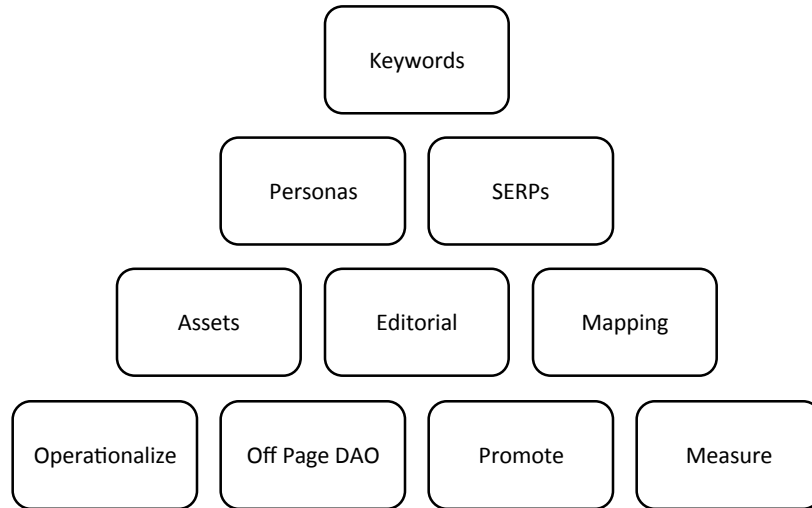
- Optimized Content Strategy
- Core SEO
- B2B SEO Worst Practices



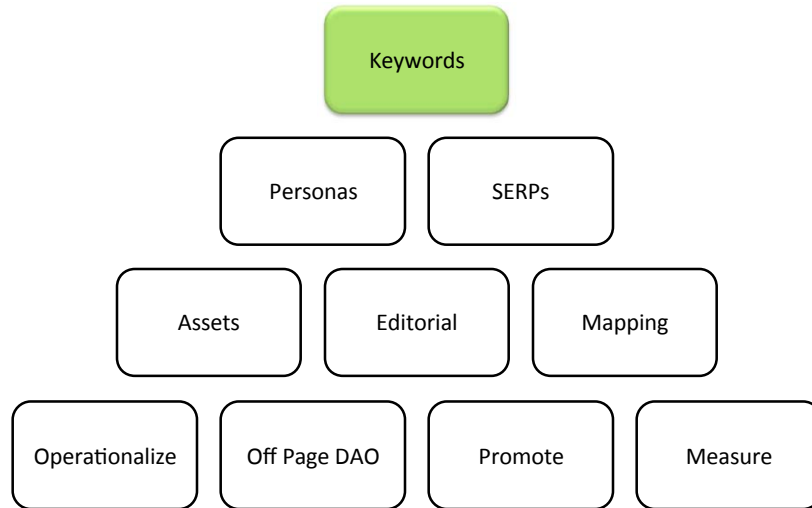
Optimized Content Strategy



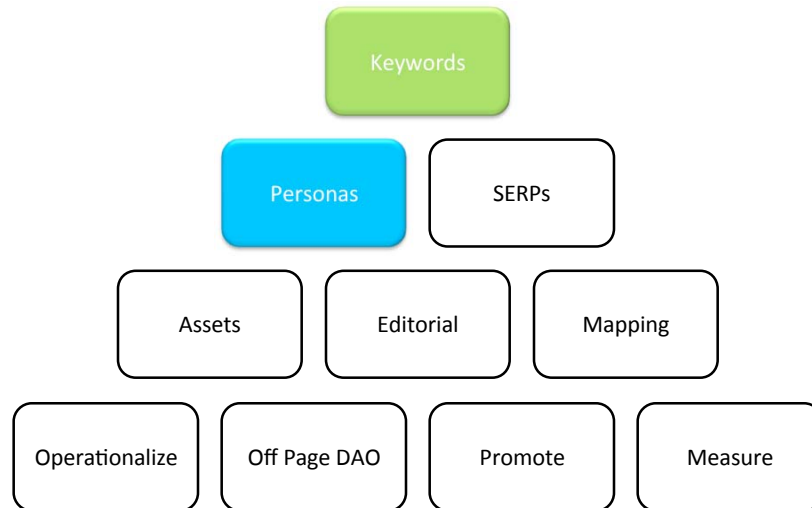
Optimized Content Strategy



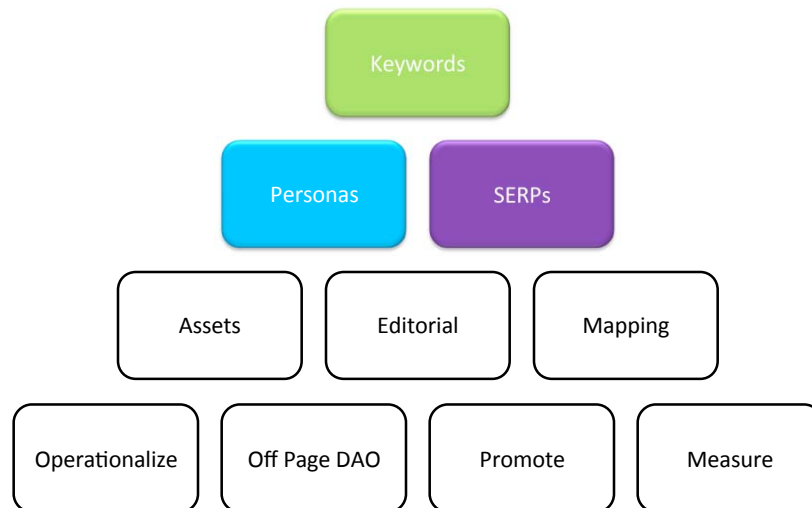
Optimized Content Strategy



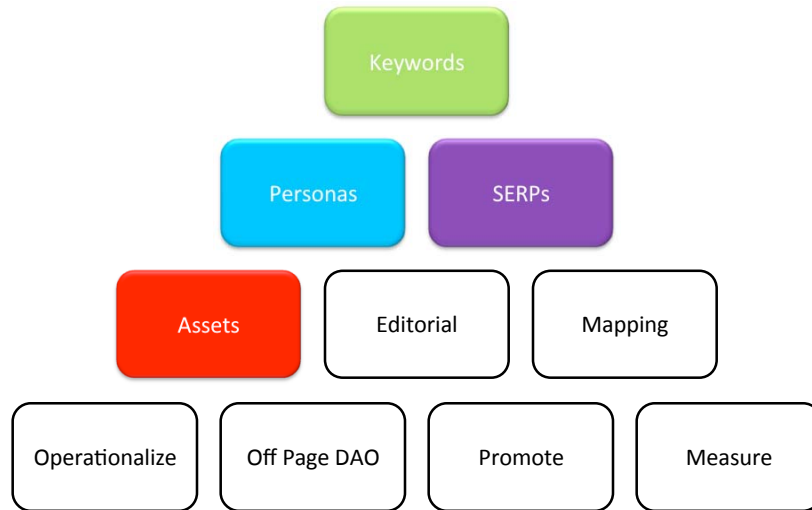
Optimized Content Strategy



Optimized Content Strategy



Optimized Content Strategy



Optimized Content Strategy



Optimized Content Strategy



Optimized Content Strategy



Optimized Content Strategy



Optimized Content Strategy



Optimized Content Strategy



Core Search Engine Optimization

Definition of SEO:

A set of methodologies that make it easier for search engines to **find, index, categorize** and **rank** web content.



SEO for New Google

Web images Videos Maps News Shopping Gmail more

Google Search About 3,790,000 results (0.37 seconds)

Advanced search

Sponsored links

Power You Need Sell The Rest Back for Profit

Wind Energy
Learn About Marketing Wind, Solar, And Other Forms Of Clean Energy

Third Column Added

BP Alternative Wind Power
www.BP.com/energy

Wind turbine - Wikipedia, the free encyclopedia
A wind turbine converts the energy of wind into kinetic energy. If the mechanical energy is used directly by machinery, such as pumping water, ...

Wind Turbines - Kinetic wind energy generator technology
News and information about Wind Generator Technologies and Innovations. Wind turbines can be used to generate large amounts of electricity in wind farms ...

Shopping results for wind turbines

650W Max12V Wind Turbine w/1500W inverter - 5 Blades - Hybrid
\$799.00 new - Magnet4less Magnets

Southwest WindPower Whisper 500 Wind Turbine, Model# 1-WH500-10-24
\$3,499.99 new - NorthernTool.com

"WINDMAX" Wind Turbine Rotor Blades for Residential Wind Turbine ...
\$59.99 new - Amazon.com

News for wind turbines

A Grid of Wind Turbines to Pick Up the Slack - 9 hours ago
It does not blow uniformly, so power output from wind turbines rises and falls. And when the wind doesn't blow at all, output drops to zero ...

Images for wind turbines - Report images

How much do wind turbines cost? | Windustry
Total costs for installing a commercial-scale wind turbine will vary significantly depending on the cost of financing, when the turbine purchase agreement ...

Small Wind Turbine Equipment Providers
The American Wind Energy Association (AWEA) has compiled the following list of U.S. manufacturers and suppliers of wind turbines for use in residential, ...

Small Wind Energy Systems
Produce your own electricity and create extra income in rural MN!
www.harnessnature.com
Minnesota

Wind Power Generation
Learn more today
Wind Power Info & Resources
www.cccsb.org/Wind

Wind Turbines - Net meter
New 39.9kw Magnet Turbine 160'tower
Free site analysis-complete pkg
www.ownawindmill.com
Minnesota

Green Energy Technologies
Wind Energy for Your World.
The 60kW WindCube System.
www.getsmartenergy.com

No more Leaks
Create a perfect seal against any contaminant with Zago's seal screws
www.sealingscrews.com

SEO for New Google

Web images Videos Maps News Shopping Gmail more

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www.harnessnature.com
Minnesota

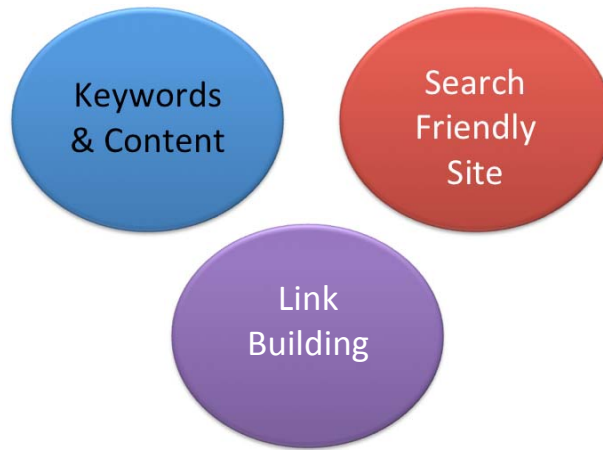
Wind Power Generation
Learn more today
Wind Power Info & Resources
www.cccsb.org/Wind

Wind Turbines - Net meter
New 39.9kw Magnet Turbine 160'tower
Free site analysis-complete pkg
www.ownawindmill.com
Minnesota

Green Energy Technologies
Wind Energy for Your World.
The 60kW WindCube System.
www.getsmartenergy.com

No more Leaks
Create a perfect seal against any contaminant with Zago's seal screws
www.sealingscrews.com

Core SEO



Core SEO: Keywords

- **Keywords**
- Content
- Search Friendly
- Links



B2B Marketing Automation

marketo.com

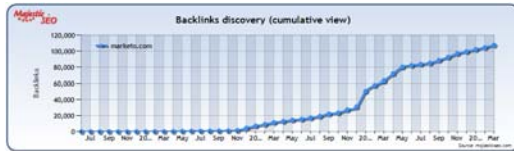


New site focused on very competitive keyword mix:

- #1 “marketing automation”
- #2 “b2b marketing”
- #2 “lead nurturing”
- Plus 100’s of keywords in top 10 rankings

Why?

- Keyword research
- Commitment to content

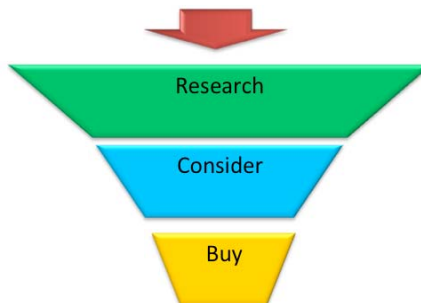


Core SEO: Keywords

Keywords show intent:

- Broad
- Brands
- Specifics

Search Sales Funnel



Core SEO: Keywords

Find the keywords your customers use to find your products/services:

- Brainstorm based on solutions & customer needs
- Interview or survey customers
- Review current web analytics
- Poll sales & customer service staff
- Review competitor content

Core SEO: Keyword Tools

- Google AdWords Tool, Insights, Trends
- Keyword Discovery
- Wordtracker
- Wordstream
- SEMRush.com

Keywords	Advertiser Competition	Local Search Volume	March	Global Monthly Search Volume	Search Type
Keywords related to term(s) entered - sorted by relevance					
b2b marketing strategies	██████	800		1,000	Add
b2b marketing agency	██████	3,600		4,400	Add
b2b direct marketing	██████	1,300		1,900	Add
b2b marketing strategy	██████	1,900		1,300	Add
b2b marketing communications	██████	720		800	Add
b2b marketing	██████	49,500		110,000	Add
b2b internet marketing	██████	4,400		4,400	Add
b2b marketing services	██████	Not enough data		590	Add
b2b marketing tools	██████	320		390	Add
b2b marketing campaigns	██████	Not enough data		140	Add
b2b email marketing	██████	3,600		4,400	Add
b2b marketing articles	██████	Not enough data		210	Add
b2b marketing list	██████	320		480	Add
online b2b marketing	██████	2,400		4,400	Add
b2b marketing conference	██████	Not enough data		170	Add
b2b marketing consulting	██████	Not enough data		170	Add
effective b2b marketing	██████	Not enough data		91	Add
b2b marketing campaign	██████	Not enough data		170	Add
b2b technology marketing	██████	Not enough data		210	Add
b2b social media marketing	██████	Not enough data		880	Add
b2b product marketing	██████	Not enough data		210	Add
b2b sales marketing	██████	Not enough data		1,000	Add

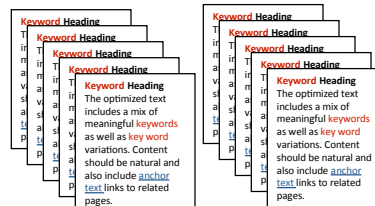
Core SEO: Keyword Glossary

- Category
- Popularity
- Competition
- Relevance

Keyword Phrase	Keyword Data		Website Category				
	Popularity	Competitiveness	EDI Services	EDI Training	EDI Outsourcing	Online Ordering	Carrier Integrations Service
Primary Demand Phrases							
business to business integration	148	199,000,000	x	x	x	x	x
Secondary Demand Phrases							
edi	8537	28,000,000	x	x	x	x	x
edi outsourcing	64	1,200,000	x	x	x		
TPIC	28	210,000	x	x	x	x	x
edi services	20	2,840,000	x	x	x		
Trading Partner Integration	1	2,040,000	x	x	x	x	x
EDI Enablement	0	97,000	x				
EDI NetSuite	0	48,900	x				
EDI Oracle	0	1,950,000	x				
edi service provider	0	1,900,000	x	x	x		
Hosted EDI	0	966,000	x	x	x		
Outsourced EDI	0	1,390,000	x	x	x		
SaaS EDI	0	469,000	x	x	x		
Trading Partner Integration Center	0	1,900,000	x	x	x	x	x
EDI SAP	0	109,000	x				x
EDI SAP	10	523,000					
B2B integration SaaS	0	32,600					
B2B integration outsource	0	159,000					
B2B integration hosted	0	119,000					
EDI trading partner community development	0	323,000					

Core SEO: Content Optimization

- Keywords
- **Content**
- Search Friendly
- Links



Core SEO: Content Optimization

Optimize for 1-2 phrases per page

- Title tags
- Headings
- Paragraph titles
- Keywords in body copy
- Anchor text in links
- Image alt text

<Title Tag should start with keywords>
<Meta Description tag uses keywords in a sentence>

Keyword in the on page Title

Keyword in Paragraph Title
Body copy contains keywords and keyword variations. Keywords are also important here.

Keywords are also important for [links](#) to other pages. Body copy contains keywords and keyword variations.

Image alt text

Keywords are also important for [links](#) to other pages.

Core SEO: Content Optimization Tool

myScribe
Optimizer Content Analysis

SEO Score: 80%
Your content needs meet or all SEO recommendations.

Content	Analysis & Recommendations
Title	<ul style="list-style-type: none">The contains 32 characters, which needs recommendation.The contains 4 words, which needs recommendation.The contains Primary Keywords, which needs recommendation.The contains Primary Keywords at the beginning, which needs recommendation.
Description	<ul style="list-style-type: none">Description contains 181 characters which needs recommendation.Description contains 1 Primary Keywords, which needs recommendation.No Primary Keywords were placed towards the beginning using Primary recommendation.
Body	<ul style="list-style-type: none">Body contains 101 words, which needs recommendation.The keyword density falls within the recommended maximum of 3.5%.Body contains 8 hyperlinks, which is below the maximum of 11 hyperlinks.When you add hyperlinks to your content, place them towards the front.Health-Related Case Score is 42.27 which indicates the readability of your content.

scribeseo.com

HTML Title
Search Engine Optimization (SEO)

META Description
Free step-by-step SEO tutorial with tools and advice. Search Engine Optimization services, classroom SEO training, SEO tools, site Assessments, free tips, ranking, placement, and more.

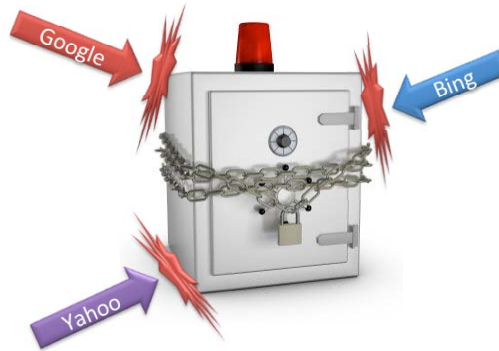
Body
The objective of search engine optimization (SEO) is to increase a Web site's traffic counts, and ultimately conversions, by ranking very high in the results of searches for the keywords in the search query. It is the mission of SEO to make the site's content worthy of higher search engine ranking by being more relevant and competent than the competition's. This SEO process is often viewed as a struggle to rank well for just a few keywords, instead of a struggle to satisfy the needs of those entering the query. If you search on your best keywords you will see the leading sites in the rankings and to obtain traffic for your content you will need to rank higher than those top sites. Our free site and full services optimize and improve your search engine rankings (traffic and profits) via our books, classroom SEO training, search engine optimization tools, site assessments, services including placement advice, tips, information and hints to improve your search engine marketing relative to the existing leaders. After all, better keyword ranking is the first step to increased Web traffic.

It is not enough to simply add Meta tags and do search engine submission of your site to a million search engine indexes and directories. The first placement tip is obtaining significant Web traffic counts is to seek first page search engine results. An early step is to build a great content-rich site. One of the last steps is the proper submission of your great site to the search engines or directories. In the middle is a step that is VITAL if you want to obtain first page results. Most often, however, this step is overlooked. How, forget about it, or think it is too hard.

Save Return Generate Report Re-Analyze

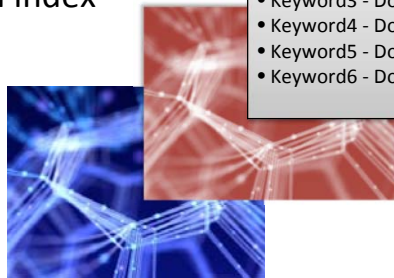
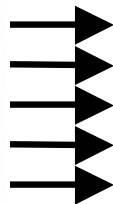
Core SEO: Search Friendly

- Keywords
- Content
- **Search Friendly**
- Links



Googlebot Basics:

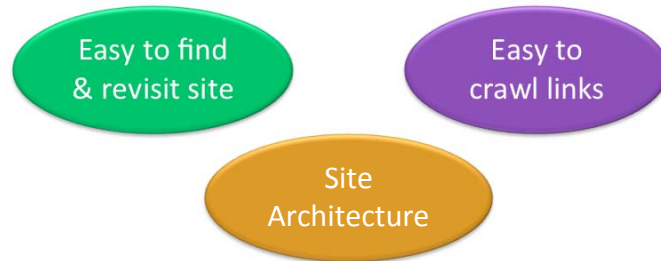
- Googlebot finds links to documents
- Makes a copy of the web
- Organizes into an index
- Repeat



- Keyword1 - Doc 14334
- Keyword2 - Doc 75633
- Keyword3 - Doc 18631
- Keyword4 - Doc 40035
- Keyword5 - Doc 12983
- Keyword6 - Doc 35634

Search Friendly Website

Make it easy for search engines



Search Friendly Website

Avoid Crawling Issues

- Unnecessarily complex URLs & session ids
- Multiple URLs to duplicate content
- Temporary redirects
- Site navigation with Ajax, Flash, JavaScript

Search Friendly Website

The screenshot shows the microMEDIA website with a navigation menu and several content blocks. A Google search overlay is present, showing the search term "document imaging services" and a list of search results. The top result is "Document Imaging Services" from DATAMARK.net, which is highlighted with a red box and labeled "Ranks #1". Other search results include "Document Imaging Software" from ademero.com and "Document Imaging Services" from cdgnow.com. The website header includes the microMEDIA logo and the tagline "The Document Imaging Company". The navigation menu includes links for HOME, DOCUMENT IMAGING SERVICES, APPLICATIONS, BENEFITS OF DOCUMENT IMAGING, ABOUT microMEDIA, and CONTACT. The main content area features a sidebar with promotional messages and a central section titled "Document Imaging & Scanning Services" with a detailed description of the company's offerings.

Search Friendly Website

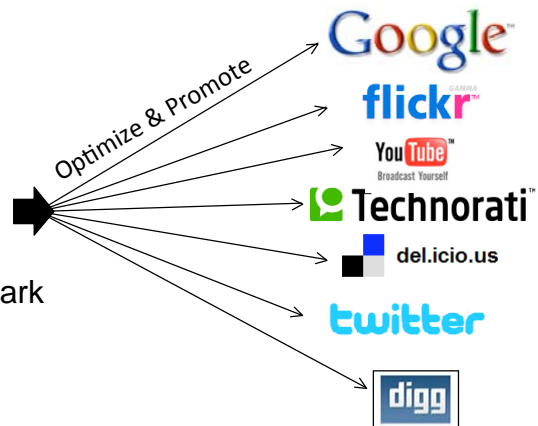
Make URLs search & user friendly

The screenshot displays the Waytek website. The browser's address bar shows a long, complex URL: `http://order.waytekwire.com/cgi-bin/lansaweb?procfun+wordpr01+webfunc+M37+FUNCPARMS+WEBCMP(S0020):01+WEBID(S0020):01`. A red box highlights this URL. Below the browser window, the Waytek website homepage is visible, featuring the company logo, navigation menu, and a "Welcome to Waytek, Inc." message. The homepage includes a search bar, a "Request Catalog" button, and various product categories. The navigation menu includes links for home, contact us, terms of use, email promotions, and log in. The main content area features a "Welcome to Waytek, Inc." message and a "Request Catalog" button.

Digital Asset Optimization

Including Social Media

- Text
- MS Office Docs
- Images
- Video
- Blog/RSS
- Media Coverage
- Social News/Bookmark



Core SEO: Links

- Keywords
- Content
- Technical
- **Links**

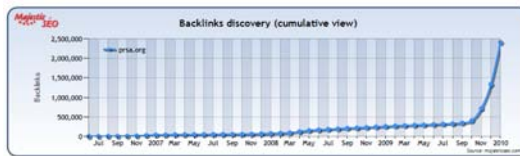


Industry Association

prsa.org

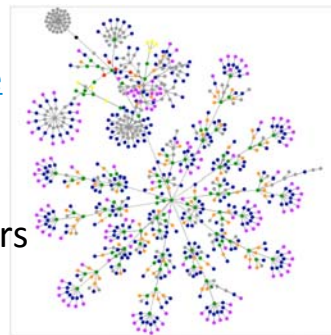


- Increased competition
- New site platform
- SEO Audit & Linking
- Search referrals increased 450%
- Links increased 1,000%
- 105+ #1 Rankings on Google



Link Building Tips

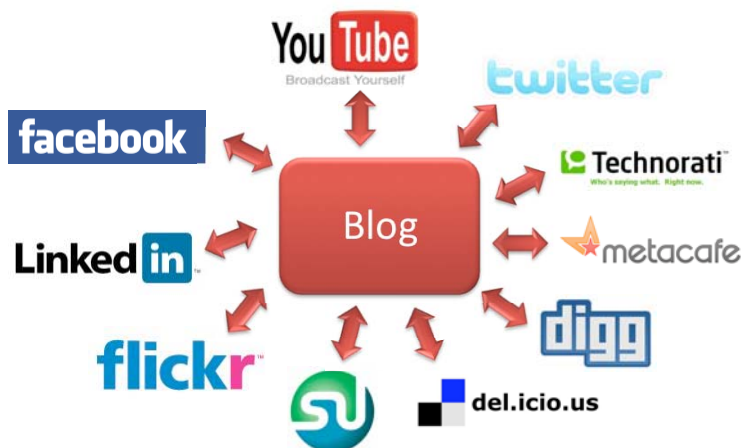
- Use keywords in link text
 - **Yes:** [red widget](#) **No:** [click here](#)
- Earn links with great content
- Promote on social networks
- Link up with marketing partners
- Cross link internally
- Embed links in news releases
- Social bookmark pickups
- Syndicate content via RSS



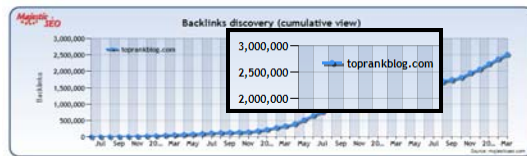
Link Building Tactics

- | | | |
|--------------------------|---|--|
| Profiles | Optimized Press Releases | Apply for industry awards, web site and blog awards |
| Article Submissions | Build and Host Useful Tools | Ensure industry groups you're involved with, link to you |
| Unpaid Directories | Awards (badge) | Create a wiki |
| Paid Directories | Contest (badge) | Create microsites for causes, events, specific purposes |
| Widgets | Cross link company-owned websites | Affiliate program |
| Conference Sponsorships | Write reviews | Become resource on Q/A websites like Yahoo Answers |
| Association Sponsorships | Promote Content on Social Sites | Slideshare and similar content hosting |
| Aggregated Content | Blog/RSS Feed Directory Submissions | Monitor 404 stats and ask link sources to fix broken links |
| Research & Surveys | Ads on Search Friendly Sites | Solicit links directly from sources |
| Blog Reviews | Classified Ads | Provide 'link to us' content on blog and/or web site |
| Job Listings | Post Ebook or Substantial Whitepaper | Leverage publicity and media relations for links |
| Testimonials | Exchange links with marketing/business partners | Digital asset submissions: images, audio, video |
| Letters to the Editor | Post Surveys | |
| Contributed Articles | Write Guest Posts on Other Blogs | |
| RSS Feeds | Speak at events, offer PPT with links embedded | |
| Blogroll | Donate where a link of donors is published | |
| Bookmarking | Transcribe video interviews to text as separate posts | |
| Social Media Pages | | |
| Squidoo Page | | |
| Applications | | |

Social Media Link Building



Social Media Link Building: Blog



- Daily Content
- Social Promotion
- Diverse Inlinks

- 1,000's New Links Monthly without asking
- 30k RSS Subscribers
- 20k Twitter Followers
- 2k Facebook Fans
- #2 "online marketing"
- 110k+ Uniques/mo

Worst Practices SEO

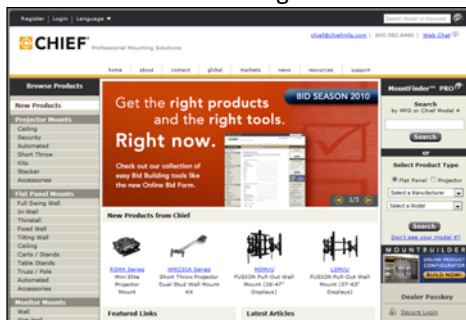
- Using keywords important to you, not customers
- Content is not reachable by search bots
- New content is not added periodically
- Content is not organized logically – according to themes/categories
- Keywords missing in content and text links
- Low quantity of relevant sites linking in
- Not monitoring KPIs and ongoing refinement

Challenges & Migration

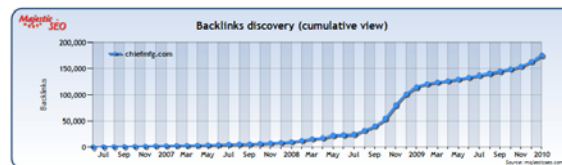
- Challenges you may run into if you have a large website
- Duplicate content issues
- Planning a redesign of your existing website (Migration Plan)

Case Study: Manufacturer

chiefmfg.com



- New CMS & Site Content
- SEO Audit, Migration Plan & Linking
- 110+ #1 Rankings on Google
- Ex: “flat panel mounts”
- Inbound link increase 44%
- Search Engine traffic has increased by 81%



Large Web Site SEO Issues

- SEO unfriendly content management systems
- Uncoordinated content creation standards
- Lack of coordinated keyword focus
- Crawling issues due to pagination, lack of link structure/categorization
- Lack of targeted content promotion & link building

Duplicate Content

- Publishing the same content on the corporate site plus: microsites, blog, PDF, multi-English language sites, contributed articles.
- Offering print friendly version of pages
- Geographically different but content substantially the same

SEO & Site Re-design

Changing a CMS or Web Design can **KILL** your search visibility without a migration plan.



Document Imaging Services

imaging services.com

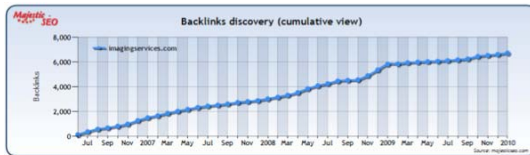


Situation:

- New web design
- Increase visibility & inquiries

SEO Audit, Migration Plan & Linking Results:

- Unique visitors increased 48% in 6 months
- #1 rankings increased 103% in 6 months
- Weekly inquiries increased 400%



SEO & Site Re-Design

- Consider keeping the same file naming structure
- 301 Redirect all old or changed URLs
- Create Custom 404 error pages
- Look for broken links
- Create a HTML site map
- Create an XML site map
- Maintain consistency with optimized content
- Update inbound links
- Tell your SEO

Search Analytics

KPIs to pay attention to:

- Pages indexed
- Crawling errors & Webmaster Tools Reports
- Rankings relative to your own site over time
- Inbound links: quantity, quality, longevity
- Keyword referrals from search
- Link traffic
- Social media citations & traffic
- Goal pages & conversions



PRWeb B2B SEO Case Study



About Me

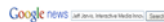
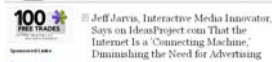
- Director, Product Management @ Vocus
- 'Owns' PRWeb and Vocus SB edition
- Spoken @ SES, SMX, PubCon, Newcomm Forum, etc.
- Published in SES Magazine, PRSA Tactics, Visibility Magazine, DMNews, etc.
- Blogs @ newinfluencer.com and bloggingprweb.com

About PRWeb




- Publishes over 80k news releases annually on behalf of 30K customers
- Over 300k direct subscribers
- Over 2m unique visits monthly
- PRWeb.com currently hosts over 500k news releases
- Syndication partnerships with leading publishers (i.e. Yahoo! News, Topix)

The SEO Value of PRWeb




PRWeb (2007)



SEO Strategy (2007):

- **Ownership:** R&D
- **Knowledge:** Individualized
- **Process:** Ad hoc / reactionary
- **Measurement:** Inconsistent

PRWeb (2007)



Developments:

- Co-branded sites
- 'Tags'
- Increased content

PRWeb (2007)

Issues:

- Duplicate content
- Keyword stuffing
- Slow load time
- Site errors

Solutions:

- Differentiate canonical from syndicate
- Eliminated tag pages
- Caching / static rendering
- Operational approach to eliminating site errors

SEO Strategy

SEO Strategy (2007):

- **Ownership:** R&D
- **Knowledge:** Individualized
- **Process:** Ad hoc / experimental
- **Measurement:** Ad hoc

SEO Strategy Today:

- **Ownership:** Collaborative
- **Knowledge:** Institutionalized
- **Process:** Operational
- **Measurement:** Scheduled

Collaborative Ownership

Stakeholders:

- **R&D** – To implement features in an SEO-friendly manner.
- **Product Management** - To design and introduce features that benefit SEO. Interface with additional external stakeholders.
- **Marketing**
 - Analytics – To monitor and analyze SEO trends.
 - SEO – To understand trends and best practices.
- **Agency** – Support internal SEO and PM.



Institutionalized Knowledge

Tactics:

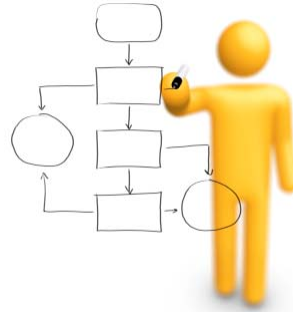
- Participation in industry events (i.e. SES, SMX)
- SEO blogs (i.e. Google Webmaster, Google Search)
- Industry experts (i.e. TopRank ☺)
- Internal training for support & sales
- Knowledge repositories (i.e. central desktop)



Operational Process

Components:

- Prioritization of SEO
- Scheduling of SEO projects into releases
- SEO-focused releases
- Process for responding to emergency situations



Scheduled Measurement

Components:

- Daily / monthly tracking of KPI's
- Quarterly audits
- Blend of internal / external tools (i.e. Webmaster tools, Analytics)
- Process for addressing and responding to issues



Your Next Steps

@toprank - @prweb

- Update your Optimized Content Strategy
- Leverage Digital Assets
- Leverage All Content
- Promotion is Ongoing
- Develop Channels of Distribution & Social Links
- Leverage Web & Social Media Analytics



Thank You – Q & A

@toprank - @prweb

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1-866-640-6397
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TopRankMarketing.com
TopRankBlog.com
Twitter: @leeodden

The image shows two screenshots of websites. The top screenshot is from 'newinfluencer.com' and features an article titled 'The Impact of Multimedia on News Consumers' by @15ap10. The article discusses how multimedia is impacting news consumers and mentions a presentation at #NewsForum. The bottom screenshot is from 'TopRank Marketing Blog' and features an article titled '25 Must Read Social Media Marketing Tips' by @15ap10. The article lists 25 contributors and provides a list of social media marketing tips. The website layout includes a search bar, navigation menu, and various social media icons.

Resources: SEO Books

- SEO Warrior – John I. Jerkovic
- Art of SEO – Eric Enge, Stephan Spencer, Rand Fishkin, Jessie C. Stricchiola
- Search Engine Marketing Inc, 2nd Edition – Mike Moran & Bill Hunt
- Search Engine Optimization: An Hour a Day – Jennifer Grappone & Gradiva Couzin
- The Truth about Search Engine Optimization – Rebecca Lieb
- Search Engine Visibility, 2nd Edition – Shari Thurow
- SEO: Search Engine Optimization Bible – Jerri L. Ledford
- SEO Made Simple - Michael H. Fleischner
- Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing – Kristopher B. Jones
- Building Findable Websites: Web Standards SEO and Beyond – Aarron Walter
- The Findability Formula: Easy, Non-Technical Approach to SEM – Heather F. Lutze
- Landing Page Optimization – Tim Ash
- Website Optimization: Speed, Search Engine & Conversion Rate Secrets – Andrew King
- Inbound Marketing - Brian Halligan & Dharmesh Shah
- Search Engine Optimization Secrets - Danny Dover
- Marketing in the Age of Google - Vanessa Fox

Resources: SEO Blogs

- | | |
|----------------------------|--|
| • Online Marketing Blog | www.toprankblog.com |
| • Matt Cutts | www.mattcutts.com/blog/ |
| • SEOMoz | www.seomoz.org/blog |
| • Search Engine Land | www.searchengineland.com |
| • Search Engine Watch | www.searchenginewatch.com |
| • Search Engine Roundtable | www.seroundtable.com |
| • Search Engine Guide | www.searchengineguide.com |
| • Marketing Pilgrim | www.marketingpilgrim.com |
| • HubSpot | blog.hubspot.com |
| • Yoast | www.yoast.com |
| • Small Business SEM | www.smallbusinesssem.com |