Northbay Marketing Meetup #2: SEO

Be #1 on Google
Today’s Agenda


2. Key ranking factors - and how Google is using AIML to improve search

3. New challenges / opportunities - How Google SERPs are changing.

4. Why “good unique content” has to die, die, die!

5. Discussion - Please chime in, let’s make this interactive.
Google Quick Facts

Google processes over **two trillion** searches in a single year, up from only one billion a year in 1999.

One Billion in 1999: 1,000,000,000

Two Trillion in 2018: 2,000,000,000,000

That’s over 4 billion searches per day.

15% of searches have never been seen before.
Trivia question:

What is the #2 search engine behind Google?
What is Google’s job?

“Google's mission is to organize the world's information and make it universally accessible and useful”

– Google™
How does Google’s algorithm work?

- Google indexes 1 trillion pages
- Est. 30 trillion pages exist today
- Understand content
- Understand content quality / authority
- Understand searcher’s intent
- Constantly improve
- And it needs to give you ranked results in under 1 second.
SEO has been a cat and mouse game between marketers and Google.
Google changes its algorithm 600-700 x per year.

Panda: Content spam
Penguin: Link spam
Hummingbird: Searcher intent
Pigeon: Location
Mobilegeddon: Mobile
Rankbrain: AIML
  - #3 Ranking Factor
  - Intent and Meaning
Possum: Hyper-local results
Fred: Penalize low-quality content, ad-heavy sites
Google Ranking Signals

Google’s algorithm might have up to 10,000 variations or sub-signals - Search Engine Land

1. Off Page
2. On Page
3. Rank Brain

Google’s 200 Ranking Factors - From Brian Dean at Backlinko
Off Page SEO

Everything away from your site.

***Inbound Links ---> Page Rank

- High Quality External Guest Posting
- Social Publishing and Promotion of Content
- Image and Video Sharing
- 3rd Party Social Sharing
- Forum Discussions
PageRank

Search quality is not only a function of indexing everything - it’s sorting out the “junk” results.

Developed in 1997 by Google co-founders Sergey Brin and Larry Page as part of a project at Stanford.

Based on how authority of scientific papers is determined.

PR is a mathematical formula that judges the “value of a page” based on a logarithmic value of 1-10 based on inbound link value.

Google stopped reporting PR publicly in 2016 - but it’s still the #1 factor.
How PageRank Works (A Simplified View)

PageRank is divided equally between the total number of links on a page.
Passing Link Equity

Not all links are equal.

Position on a page.
Domain Authority
Page Authority
On-Page SEO
On Page SEO Elements - Everything on your site.

CONTENT ELEMENTS
URL
Meta Title and Description (Google search result)
Headlines - H1, H2, H3, H4
Paragraph Text
Image Alt Tags
Internal and External Links

WEBSITE PERFORMANCE
Site Speed
Mobile Responsiveness
AMP - Accelerated Mobile Pages
Cross Browser Compatibility

USER EXPERIENCE SIGNALS
Bounce Rate (Pogo Sticking)
Time on Site
Return to Site
Click Through Rate

CONTENT - QUALITATIVE
Content Freshness
Content Quality and Depth
Use of LSI Keywords - Synonyms
Multimedia Content
Social Sharing Capabilities
Google announced RankBrain toward the end of 2015.

RankBrain is the #3 ranking signal after on and off page elements.

RankBrain uses AIML - artificial intelligence and machine learning - to improve search results.

RankBrain is always learning and improving.
RankBrain learns meaning of words and understands connections between words.

So, Google is able to return results and answers, even if your search term is not included.
Try the API

What breed is the hairless cat Mr. Bigglesworth in the Austin Powers movies?
What is the hairless mr. Bigglesworth in the Austin Powers movies?
## Document & Sentence Level Sentiment

### Entire Document

What breed is the hairless cat Mr. Bigglesworth in the Austin Powers movies?

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<th>Score</th>
<th>Magnitude</th>
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<td>-0.25 — 0.25</td>
<td></td>
<td></td>
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<tr>
<td>0.25 — 1.0</td>
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### Entity Level Sentiment

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<th>Magnitude</th>
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<td>Magnitude 0</td>
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<td>/Hobbies &amp; Leisure/Crafts</td>
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<td>/Arts &amp; Entertainment/Entertainment Industry/Recording Industry</td>
<td>/Hobbies &amp; Leisure/Paintball</td>
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</table>
Not only is RankBrain understanding words….

It learns searcher intent. What does the searcher really want?

And it also understands user experience signals.
RankBrain also modifies results based on your situation:

- Browsing history
- Location / Hyper Location
- Device type
How have search engine results changed?

Challenges and Opportunities..
SERP Features

Do you remember when search used to look like this?
SERP Features

This is what search looks like today.

Guide to Google SERP Features
Direct Answer

Box

who was the 21 president

About 1,090,000,000 results (0.64 seconds)

President of the United States (21)

Chester A. Arthur

People also search for

Andrew Johnson
James Monroe
James A. Garfield
Grover Cleveland
Rutherford B. Hayes
Benjamin Harrison

Quotes and overview
Bulleted Lists

According to ranker.com

- Robert F. Wagner Died at 76 (1877-1953) ...
- Hubert Humphrey Died at 67 (1911-1978)
- Robert M. La Follette, Sr. ...
- Lyndon B. Johnson Died at 65 (1908-1973)
- George W. Norris Died at 83 (1861-1944)
- Mike Mansfield Died at 98 (1903-2001)
- Arthur H. Vandenberg Died at 67 (1884-1951)
- George McGovern Died at 90 (1922-2022)

More items...

The Greatest Senators Post-1900 - Ranker
https://www.ranker.com/list/greatest-senators-post-1900/marka-lempe
Numbered Lists

**What You’ll Need**

1. 1 tablespoon canola oil (or vegetable oil)
2. 1 small onion (white or yellow, diced)
3. 1 clove garlic (minced)
4. 3 green onions (diced)
5. 1/2 teaspoon cumin.
6. 3/4 cup mushrooms (fresh, diced small)
7. 1 15 oz. can pinto beans.
8. 1 teaspoon parsley.

More items...

*Mushroom Veggie Burger Recipe (Vegan and Gluten-Free) - The Spruce*
https://www.thespruce.com/vegan-mushroom-bean-burger-recipe-3378623
Knowledge Graph

Paris
City in Tennessee

Paris is a city in Henry County, Tennessee, 86 miles northwest of Nashville, on a fork of the West Sandy River and the Tennessee River. As of the 2010 census, the city had a total population of 10,156. It is the county seat of Henry County. Wikipedia

Weather: 18°F (-8°C), Wind NW at 4 mph (6 km/h), 61% Humidity
Hotels: 3-star averaging $97. View hotels
Zip code: 38242
Population: 10,192 (2016)
Local time: Wednesday 4:38 PM

Points of interest

- Eiffel Tower Park
- Paris Henry County H...
Local
People also ask

What is content in digital marketing?

*Content marketing* is a form of *marketing* focused on creating, publishing and distributing *content* for a targeted audience online. It is often used by businesses in order to: Attract attention and generate leads. Expand their customer base. Generate or Increase online sales.

*Content marketing - Wikipedia*  
https://en.wikipedia.org/wiki/Content_marketing

Search for: What is content in digital marketing?

What is a content plan?

What is content management in marketing?

How much do content marketing managers make?

What is included in content marketing?

Is social media a part of content marketing?
Top stories

Bitcoin sinks below $10,000 and is now 50% off all-time high as cryptocurrency sell-off...
CNBC.com
9 hours ago

Bitcoin tests important price level after dramatic plunge
CNBC.com
2 hours ago

Don't Expect the Crypto-Futures Revolution to Stop at Bitcoin
Bloomberg
19 mins ago

More for bitcoin
Paid
- Top
- Bottom
Now let’s talk content.

The Buyer’s Journey
10X Content
They Ask, You Answer
Create buyer-centric content.
Why “Good unique content” needs to die!

- Earning links overtook link building, and is near impossible w/ merely "good,unique" content
- The rise of content marketing created much more competition
- User expectations have risen as content creators bent over backward to delight audiences
- Costa Rica’s Best Eco Lodges - Lonely Planet
- Run an analysis of the content in the set of 10 (and possibly the most successful)
- Questions answered:
  - Use of visuals
  - Quality of information
The content quality scale

10X

As good as the best in the SERP

Minimum bar for modern SEO

Good, unique content

4/5 searchers click "back"

Panda Invasion

Effort

Finess! Make the intern write it This is gonna take the weekend There's no way to scale!
Video Content
Infographic Content
Skyscraper Content

1. Find proven, linkable assets
2. Make something even better
   a. Longer
   b. More up to date
   c. Better designed
   d. More thorough
3. Reach out to the right people
   a. Get links
   b. Find promoters

BRIAN DEAN FOUNDER OF BACKLINKO

DISCUSSES THE SKYSCRAPER LINK BUILDING METHODOLOGY
The Ultimate Guide to Public Relations

There are a lot of moving parts in a successful public relations program: research, planning, writing, relationship building, pitching, positioning, and reporting. We wrote this article to bring light to the process and to serve as a guide to building a successful PR program.

The State of PR

Tying to get media coverage for a company, product or event is more challenging than ever. Now that the Internet has spanned thousands of media outlets from a legion with a large following to major news publications. Second, the competition to reach those writers and journalists is fierce.

This makes PR a digital age much like marketing in the digital age. PR is a little difficult, but the problem can be solved with a little effort. There is a lot of competition, but there is also a lot of effort put into it. The challenge is to find the journalists and to get them interested.

- How Digital Marketing Has Changed PR
- Recruiting the Media Pitch: Top Journalists Tell You How to Get Their Attention
- How to Choose a PR Agency

Press Release Best Practices

The press release, the most common deliverable company use to distribute news to journalists, faces more competition these days, not only from other press releases, but from social media, blogs, email, print and digital ads, and more. While any company can put a press release on a press release site and see it pulled up and negotiated by hundreds of media outlets, what we all want is real coverage by real journalists that give companies brands authority and credibility. These articles will help you score big with your next release!

- How to Write an Effective Press Release
- How to Write the Perfect Cover Letter
- The Ultimate Press Release Template
- 5 Reasons Not to Issue a Press Release
- How to Write Press Releases (Low Download)
- How to Score Big With Your Next Press Release
- Choose Your News Titles — Understanding When Your News Isn’t News
- 5 Reasons Your News Doesn’t Get Picked Up
- 7 Best Practices to Get Your PR Covered and Not Burnt

How to Develop Strong Media Lists

Media lists, whether built with media database platforms (Cloude, Webster, Muck Rack) or home grown, are your gateway to the influencers you want to reach. Building and managing multiple lists for multiple target audiences involves a great deal of skimming, with or without a software platform. Here are some tips on how to build lists that you can use for one or more announcements or for entire campaigns.

- What is a Media Database?
- How to Build a Media List with Webster
- 8 Best Free Resources for Building a PR Contact List
- PR Databases — The PR Agency’s Secret Weapon
- Journalist Finder — Get Contact Info for 25 Media Contacts Free

Wire Distribution Service Reviews

Press release wire services have traditionally been the go-to channel for widespread press release distribution to search engines, blog publications, and national newspapers. The largest service providers for wire releases include PRWEB, PRWIRE24/7, BusinessWire, and MarketWire. Do you need a wire service for your PR program? Depends. Learn more from these articles.

- Wire Services: Where to Use and Not Use Them
- Looking for the Right Wire Service? Consider This...
- Which PR Wire Service is Right For You
- Search for the Best Press Release Wire Service

Social Media’s Role In PR

Social media is the communication vehicle of choice for many big brands, celebrities, and politicians, and journalists use it too. David-like, social media can be a great way to reach both journalists and your target audiences for marketing. These articles offer some guidance.

- How Social Media is Becoming PR’s Most Valuable Asset
- Twitter Meets Muck Rack — PR Pros and Journalists Talk the Light Fantastics
- How to Pick the Social Publishing Platform for PR

Finding Editorial Calendar Opportunities

Editorial calendars are the guideposts publications use to help you know what they want articles about. Other tools like Muck Rack and Muck Rack have features that let journalists pitch PR info for sources. Learn more from these articles.

- Editorial Calendars: How to Be a PR SuperHARD
- HARD Review

Media Monitoring

- How to Set Up Google Alerts to Monitor Coverage

Tracking Media Relations With a (Free) CRM

One way to build your own media database is to use your CRM platform for managing and monitor media coverage, HubSpot is what we use. Learn more here.

- Set the HubSpot CRM Free Here
- Find Out More About HubSpot — Schedule a Free Tour

Trade Show Guides

Typically you have two goals at a trade show—to get new leads and to create buzz around your company or brand. Done right, even small companies can generate plenty of chatter at shows as large as CES, the grandaddy of them all. See our article on that topic and more.
Podcast Content
They Ask, You Answer

What do you want to know before you buy?

(Lessons from a pool guy.)
They Ask, You Answer

Your prospects are going to ask these questions. Are you going to answer them, or will they go to your competitor or yelp?

Don’t be scared to answer the “scary” questions:

How much does it cost?  Example
Who are your competitors? Who else should I consider?  Example
What do the reviews say? Are there negative reviews?  Example
What are the problems with this product?
How does your product stack up against your competitor’s product?
Key Takeaways

1. Align your content with the buyer’s journey - help people solve problems and make decisions at every stage of the journey.

2. Invest in developing content that is 10x better than the best results in the SERPs - video, audio, pillar, skyscraper, infographics.

3. Create an amazing user experience on your site.

4. Learn and practice basic technical on- and off-page SEO (at a minimum).

5. Write for humans, not search engines!
Resources

SEO TRAINING
Moz Guide to SEO
SEM Rush Academy

SEO SOFTWARE
Moz
SerpStat
SEM Rush
Ahrefs

KEYWORD RESEARCH
Google Trends
Answer the Public

GOOGLE ALGORITHM UPDATES
Panguin Tool
Moz’s Google Algorithm Tracker

GOOGLE RANKING FACTORS
Search Engine Journal
Backlinko
SEM Rush
Ahrefs Page Rank Explained
Guide to Google SERP Features
Questions?

ALANIZ