

# **Content Optimization: Writes and Wrongs!**



**Content Marketing Webinar 57  
February 26th, 2015**



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**Does my content need to be optimized these days?**



**Should I be optimizing for both readers and the search engines?**



**What are the best practices for optimizing content?**



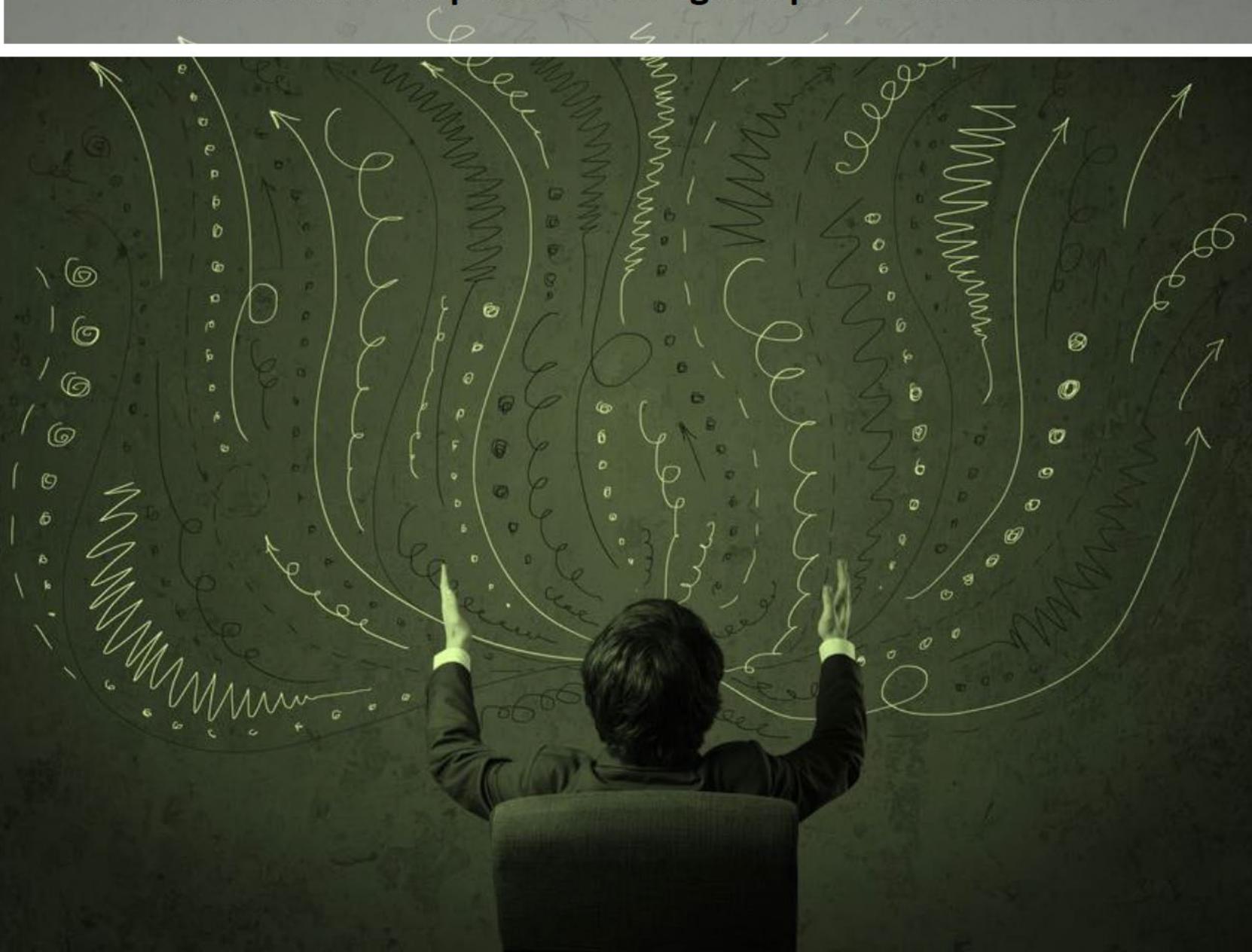
**How do I optimize for readers in different stages of the sales funnel?**



**What are the best tools that I should be using to optimize content?**



**How can SEO help to find the right topics to write about?**



**How much better does optimized perform?**



**What if I don't optimized my content?**



**How can I empower all my team members to prioritize optimization?**



**How can I magically get all these SEO answers and many more?**



**ContentMarketingConference.com WACCESS**

# Download My Books



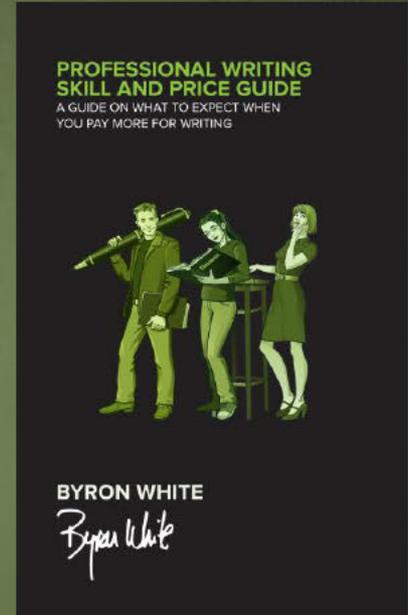
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Byron White



[WriterAccess.com/ContentRoadmap](http://WriterAccess.com/ContentRoadmap)

[WriterAccess.com/WritingSkillGuide](http://WriterAccess.com/WritingSkillGuide)

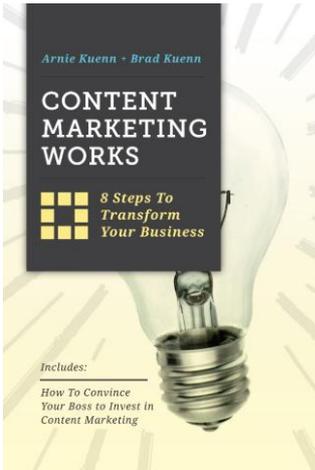




# Optimizing Your Content - Writes and Wrongs

Arnie Kuenn, CEO, Vertical Measures

# About Your Presenter



- Vertical Measures is a 50 person search, social & content marketing agency in Phoenix
- Our clients range from a local HVAC company to brands known world-wide
- Columnist for Marketing Land, Chief Content Officer & LinkedIn
- Wrote the book *Content Marketing Works*

# What I'll Cover

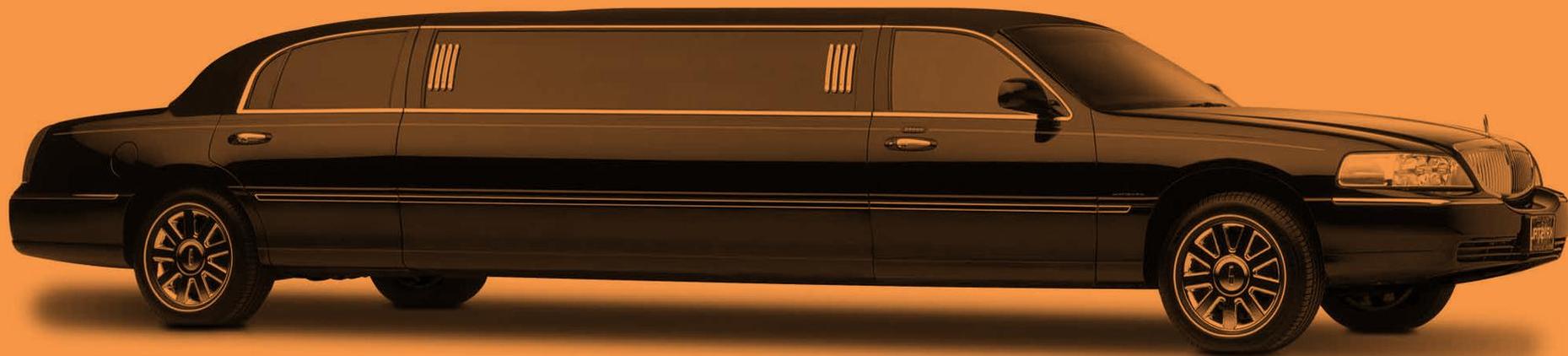
1. Most common mistakes we see
2. How to optimize specific types of content like video and images
3. Optimization for the future

**THE BEST PLACE TO HIDE A DEAD BODY IS  
PAGE 2 OF **GOOGLE** SEARCH RESULTS.**

# Most Common Problems We Find?

1. Unintentional duplicate content
2. Bad backlinks
3. Over optimization and cannibalization of target keywords
4. Bad and duplicate title tags
5. Bad and duplicate meta descriptions
6. Poorly optimized images and videos
7. Page-load time
8. Poor or thin content
9. Keyword misfocus (not aligned on the same page)
10. Blocked pages or entire site (indexability issues)

An example...



# What we found...

## After 5 months of intense content marketing and no results....

- Identified a **penalty** back in August of 2012
- **Duplicate content** issue: same text snippet shows up on 259 pages
- Wide use of **duplicate or near-duplicate** content in titles/page content
- A big issue: 100% of their image content and 45% of their HTML/text content is **hosted externally** (not under the domain).
- Lots of **spammy anchor text** in their backlink profile

**IF YOU CONFUSE GOO?LE...**

**...YOU WILL LOSE**

Google scottsdale arizona

Web Images Maps Shopping Videos More Search tools

130 personal results 28,600,000 other results.

[ScottsdaleAz.gov - The Official City of Scottsdale Web Site](#)  
[www.scottsdaleaz.gov/](http://www.scottsdaleaz.gov/)  
 In-depth city information. Links to various city services, business listings, and tourist information.  
 Employment Opportunities - Water, Waste & Recycling - Online Utility Service

[Scottsdale, Arizona - Wikipedia, the free encyclopedia](#)  
[en.wikipedia.org/wiki/Scottsdale,\\_Arizona](http://en.wikipedia.org/wiki/Scottsdale,_Arizona)  
**Scottsdale** (O'odham Vasal S-vasoni; Yaqui Eskatel) is a city in the eastern part of Maricopa County, Arizona, United States, adjacent to Phoenix. According to ...  
 History - Geography - Demographics - Economy

[Official Travel Site for Scottsdale, Arizona](#)  
[www.experiencescottsdale.com/](http://www.experiencescottsdale.com/)  
 Welcome to **Scottsdale**. At the heart of every great vacation is passion – for a new place, a new adventure, even a new way of expressing yourself. It's about ...  
 Complimentary Visitor Guide - Events - About the SCVB - Attractions

©2013 Google

## Scottsdale

City in Arizona

Scottsdale is a city in the eastern part of Maricopa County, Arizona, United States, adjacent to Phoenix. According to the U.S. Census Bureau, as of 2010 the population of the city was 217,385. [Wikipedia](#)

**Area:** 184.2 sq miles (477.1 km<sup>2</sup>)  
**Weather:** 80°F (27°C), Wind N at 4 mph (6 km/h), 11% Humidity  
**Local time:** Thursday 3:22 PM  
**Population:** 221,020 (2011)  
**Unemployment rate:** 5.3% (Dec 2012)

**Images for scottsdale arizona** - Report images

C.C. Chapman Scott McAndrew C.C. Chapman C.C. Cha...

**Points of interest**

Scottsdale Fashion Square Camelback Mountain Scottsdale Gun Club TPC of Scottsdale Kierland Commons

[Scottsdale AZ Events & Attractions | Cities | Arizona Office of Tourism](#)  
[www.azonaguide.com](http://www.azonaguide.com) > ... > Phoenix & Central Arizona  
 Plan your visit to **Scottsdale, Arizona!** Let the Arizona Office of Tourism help you find local hotels and attractions.

[Scottsdale Tourism and Vacations: 167 Things to Do in ... - TripAdvisor](#)  
[www.tripadvisor.com](http://www.tripadvisor.com) > ... > Central Arizona  
 Feb 18, 2011  
 Scottsdale Tourism: TripAdvisor has 40764 reviews of Scottsdale Hotels, ... Pinnacle Peak is about 3.7 ...  
 More videos for scottsdale arizona >

Feedback / More info

# Core Elements to Optimization

## Web Pages

1. Links pointing to your content (*Internal too*)
2. Titles & title tags (*viewed in results*)
3. Description meta tag (*viewed in results*)
4. H1 Tag (*headline tag – only one!*)
5. Images optimized
6. Page load times
7. Freshness of content

# Title Tag

An important on-page element (~55 characters).

*<title>Your Keywords Need be Here</title>*



[Dr. Seuss Birthday Party Ideas Ideas And Cat In The Hat Ideas Too](#)

[www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/](http://www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/) ▼

I know you guys love this board :) It's my Dr Seuss Birthday Party Board- I'm happy to invite you to pin as well. Send an invite to my FB page ...



[Dr. Seuss Birthday Party Ideas Ideas And Cat In The Hat Ide...](#)

[www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/](http://www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/) ▼

I know you guys love this board :) It's my Dr Seuss Birthday Party Board- I'm happy to invite you to pin as well. Send an invite to my FB page ...

# Meta Description

- Mainly for conversions
- First time a visitor is understanding who you are
- ~115 characters

`<meta name="description"`

`content="On this site we talk all about everything you just searched for!">`



**Dr. Seuss Birthday Party Ideas Ideas And Cat In The Hat Ide...**

[www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/](http://www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/)

I know you guys love this board :) It's my Dr Seuss Birthday Party Board- I'm happy to invite you to pin as well. Send an invite to my FB page ...

# H1 Tags

- Should be similar to page title
- Tell the bots what to expect on the page
- Hard coded into the CSS (H1, H2, H3, etc.)
- Only **one H1 tag** per page

```
<h1>My Post is About SEO</h1>  
  <h2>SEO is Awesome</h2>  
  <h2>What is Google</h2>  
  <h2>People Love SEO</h2>  
    <h3>Matt Cutts Loves SEO</h3>
```

	A	B	C	D	E
1	Page URL	Primary Keyword(s)	Secondary Keyword(s)	On Page Title	Meta Title
2	<a href="http://www.example.com">http://www.example.com</a>	writing, write, writers	get published, write a book, creati	Write Better, Get Published, E	Writing Books: Fiction, Creative Wr
3	<a href="http://www.example.com">http://www.example.com</a>	writing articles	article writing, how to write an artic	Writing Articles	Writing Articles, How to Write an Ar
4	<a href="http://www.example.com">http://www.example.com</a>	writing genres	genres of writing, types of writing g	Writing Genres	Writing Genres   WritersDigest.com
5	<a href="http://www.example.com">http://www.example.com</a>	literary fiction	literary fiction writing	Literary Fiction Writing	Literary Fiction Writing   WritersDigi
6	<a href="http://www.example.com">http://www.example.com</a>	writing for children	how to write a children's book, chil	Writing for Children and Young	Writing for Children & Young Adults
7	<a href="http://www.example.com">http://www.example.com</a>	writing science fiction	fantasy writing, how to write a fanta	Writing Science Fiction & Fan	Writing Science Fiction & Fantasy
8	<a href="http://www.example.com">http://www.example.com</a>	writing short stories, essa	short story writing, how to write sh	Writing Short Stories and Ess	Writing Short Stories & Essay Writi
9	<a href="http://www.example.com">http://www.example.com</a>	freelance writer	freelance writing, article writing, ho	Freelance Article Writing - Be	Freelance Writer - Article Writing   V
10	<a href="http://www.example.com">http://www.example.com</a>	memoir writing	memoir examples, writing a memo	Memoir Writing & Memoir Exa	Memoir Writing & Memoir Example
11	<a href="http://www.example.com">http://www.example.com</a>	nonfiction writing	creative nonfiction writing, non ficti	Creative Nonfiction Writing	Creative Nonfiction Writing   Writers
12	<a href="http://www.example.com">http://www.example.com</a>	mystery writing	how to write a mystery, mystery w	How to Write a Mystery, Writi	How to Write a Mystery, Writing Th
13	<a href="http://www.example.com">http://www.example.com</a>	romance writing	how to write a romance novel, writi	How to Write a Romance Nov	How to Write a Romance Novel, Ro
14	<a href="http://www.example.com">http://www.example.com</a>	how to write a horror story	writing horror	How to Write a Horror Story, V	How to Write a Horror Story, Writing
15	<a href="http://www.example.com">http://www.example.com</a>	spiritual writing	spiritual growth writing, inspirations	Spiritual Writing	Spiritual Writing   WritersDigest.com
16	<a href="http://www.example.com">http://www.example.com</a>	comedy writing	writing humor, how to write humor	Humor & Comedy Writing	How to Write Comedy, Writing Hum
17	<a href="http://www.example.com">http://www.example.com</a>	writing poetry	how to write poetry, poetry writing,	How to Write Poetry, Writing P	How to Write Poetry, Writing Poetry
18	<a href="http://www.example.com">http://www.example.com</a>	how to write a script	script writing, script writing tips, sc	How to Write a Script, Writing	How to Write a Script, Writing Tips
19	<a href="http://www.example.com">http://www.example.com</a>	writing goal	n/a	Writing Goal	Writing Goal   WritingDigest.com
20	<a href="http://www.example.com">http://www.example.com</a>	how to publish a book	get published, write a book, publi	How to Publish a Book, Get P	How to Publish a Book, Get Publish
21	<a href="http://www.example.com">http://www.example.com</a>	how to start a book	how to start writing a book	How to Start Writing a Book, 1	How to Start Writing a Book, 1st Ch
22	<a href="http://www.example.com">http://www.example.com</a>	complete 1st draft	n/a	Complete 1st Draft	Complete First Draft   WritingDigest
23	<a href="http://www.example.com">http://www.example.com</a>	Build a platform/Start Blog	n/a	Build a Platform & Start Blogg	Build a Platform & Start Blogging   V
24	<a href="http://www.example.com">http://www.example.com</a>	how to improve writing skill	improving writing skills, improve wr	How to Improve Writing Skills	How to Improve Writing Skills   Writ
25	<a href="http://www.example.com">http://www.example.com</a>	how to write an article	writing articles, writing an article, g	How to Write an Article	How to Write an Article   WritersDigi
26	<a href="http://www.example.com">http://www.example.com</a>	writers block	overcoming writer's block	Overcoming Writer's Block	Overcoming Writer's Block   Writing
27	<a href="http://www.example.com">http://www.example.com</a>	business legal matters	n/a	Business Legal Matters	Business Legal Matters   WritingDigi
28	<a href="http://www.example.com">http://www.example.com</a>	book marketing	how to promote a book	Book Marketing, How to Prom	Book Marketing, How to Promote a

# How To Optimize Images

- Image files should be compressed as much as reasonably possible to **reduce file size**. Smaller files mean faster site load speeds. JPGs generally the best.
- Use relevant **keywords in image filenames**.  
**DON'T:** "DL000031.jpg", **DO:** "red-sports-car.jpg"
- Make sure <img> tags have their "**alt**" and "**title**" **attributes** defined with descriptive, concise, keyword-related text. Do not stuff <img> attributes.
- Context matters. Google looks at **content placed around the image**, like titles and captions.



## 73. Rand Fishkin

**Occupation:** Founder of Moz

**Handle:** @randfish

**Why:** Great advice for SEO and other tech stuff.

**Tech PI:** 88

**PI:** 86



Vertical Measures

Moz's Rand Fishkin is stepping down from his post as CEO.

BusinessInsider.com

# How to Optimize Videos

- Specific, **Compelling Title** –Would you click on “XYZ Company” or “V00023.mov?”
- **Tags** –This is where you can help your video appear in the “Suggested” or “Similar” videos section.
- **Description** - Say as much as you can in the first sentence or two, so the rest won't be hidden. Include a link placed at the beginning – **with http://**
- **Video Quality / Resolution** – Shoot, edit and export the video in the highest quality available.



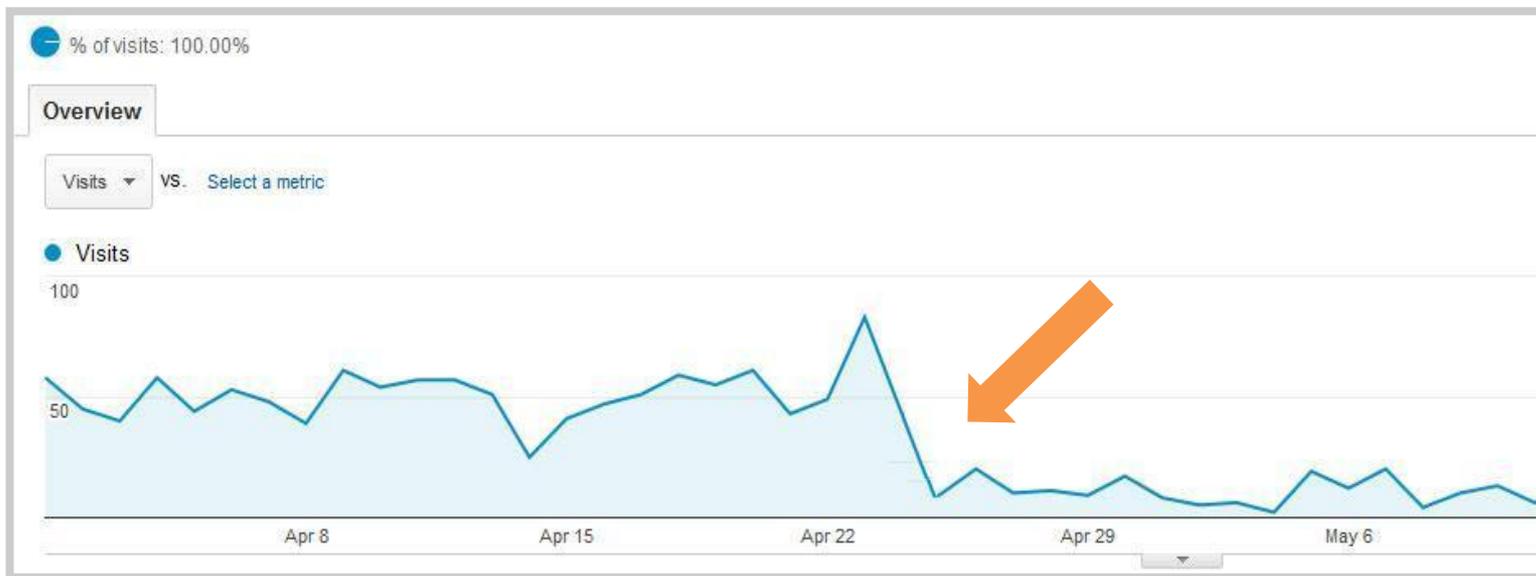
# Penalized?

@ArnieK  
#WriterAccess



# How to Tell if You've Been Affected

@ArnieK  
#WriterAccess



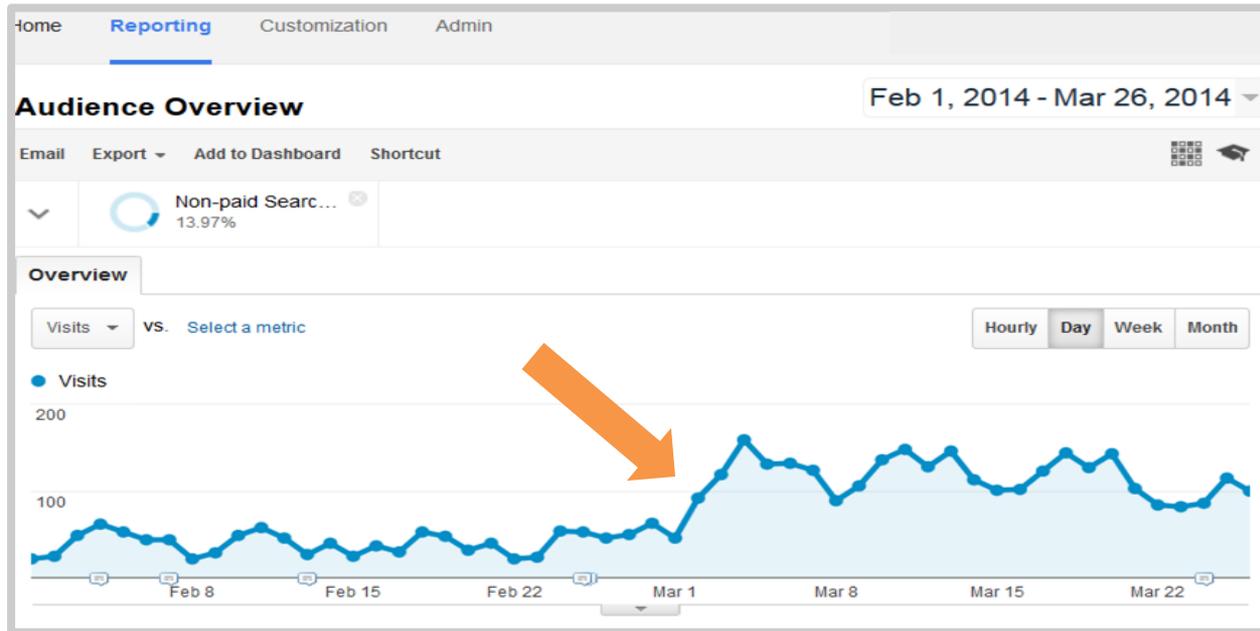
# Webmaster Tools - Message

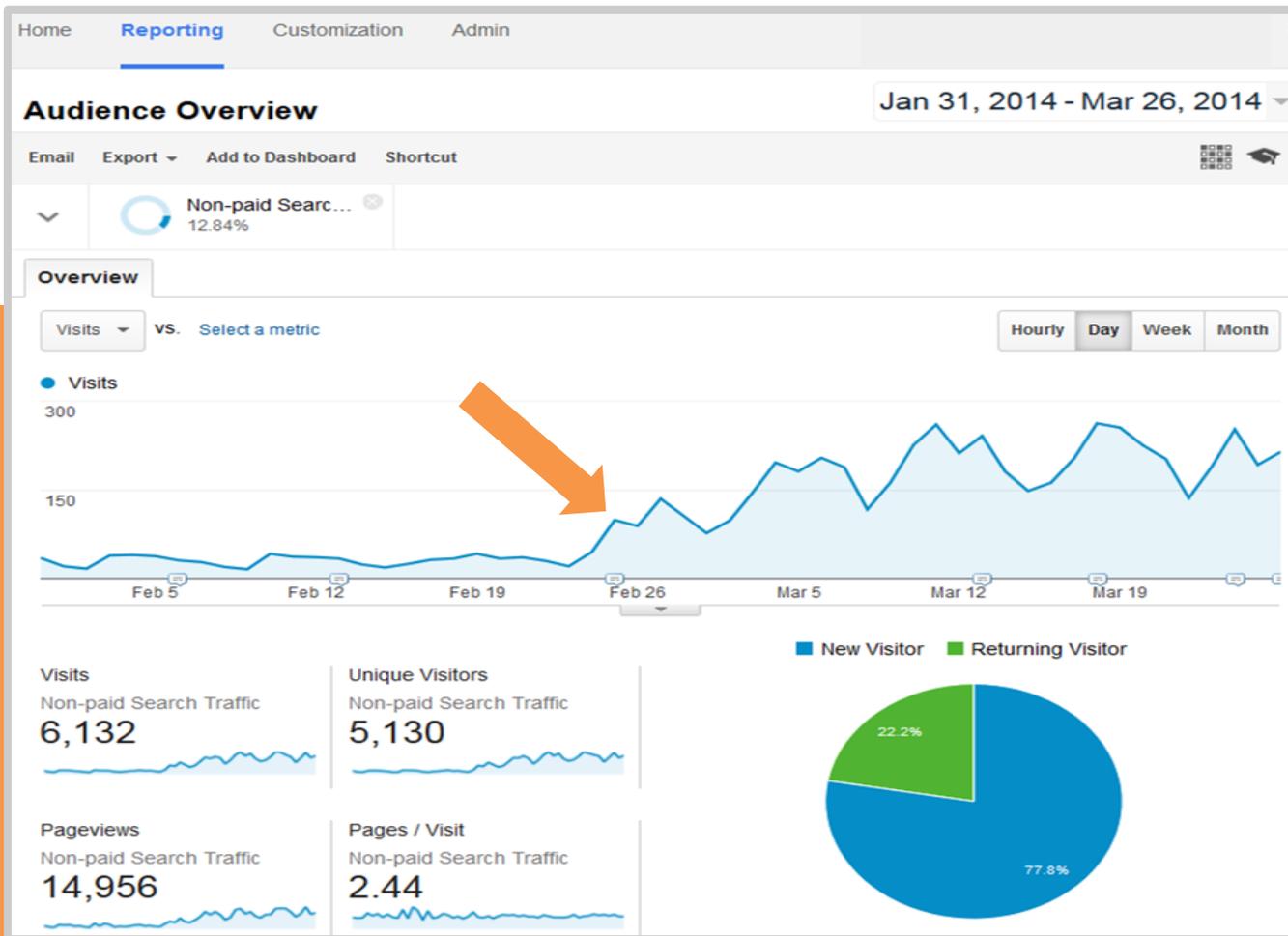
@ArnieK  
#WriterAccess

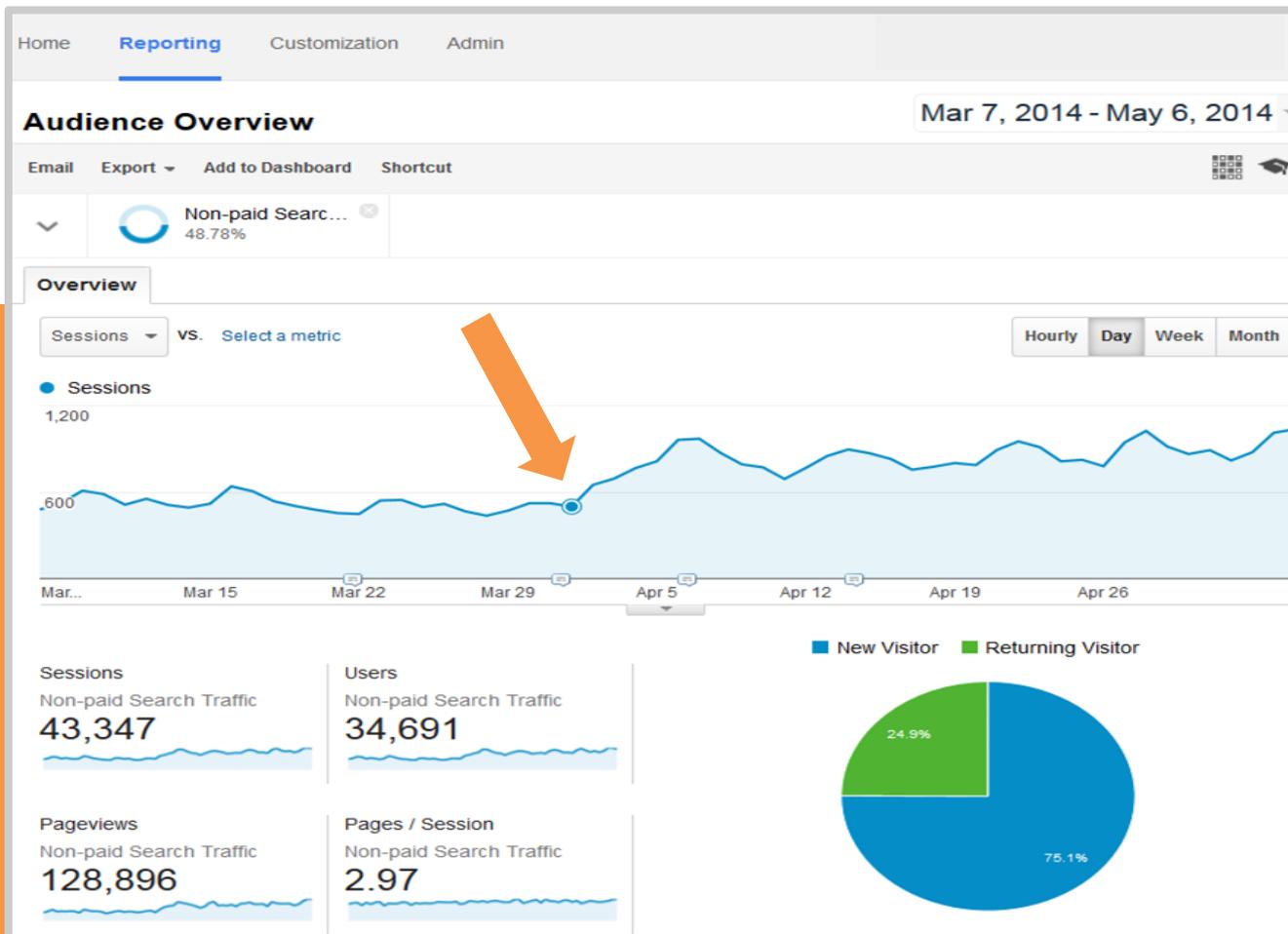
The screenshot shows the Google Webmaster Tools interface. At the top left is the Google logo. To the right, it says "Webmaster Name" followed by a dropdown menu showing "0" and a "+ Share" button with a user profile icon. Below this is the "Webmaster Tools" header with a "Help" dropdown. On the left is a navigation menu with "Home", "All Messages (93)", "Preferences", "Labs", and "Other Resources". The main content area shows "View messages for" with a search input field. Below that are "←" and "Delete" buttons, and "22 of 114" with navigation arrows. The message title is ": Unnatural inbound links" dated "May 16, 2013". The message body states: "We've detected that some of the links pointing to your site are using techniques outside Google's [Webmaster Guidelines](#). We don't want to put any trust in links that are **unnatural or artificial**, and we recommend removing any unnatural links to your site. However, we do realize that some links may be outside of your control. As a result, for this specific incident we are taking very targeted action to reduce trust in the unnatural links. If you are able to remove any of the links, you can submit a [reconsideration request](#), including the actions that you took. If you have any questions, please visit our [Webmaster Help Forum](#)."

# Recovery is possible

@ArnieK  
#WriterAccess







# Complete Google Penalty Recovery Kit



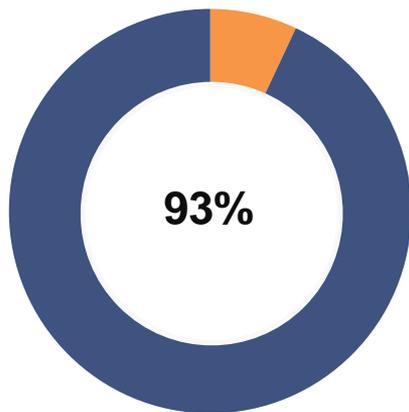
Many websites have felt the negative effects of Google penalties in the last year. Lost rankings and decreased traffic have left many webmasters unsure of where to start in order to recover. That's where the **Complete Google Penalty Recovery Kit** comes in. We know how daunting this process can be, so we set out to create a comprehensive guide that walks you through the process of recovery, step-by-step, gained from our own insights working with clients who have bounced back successfully. Whether you have seen a dramatic drop in traffic or just want to take proactive steps to prevent a problem in the future, this guide will address every aspect of recovery.

## What's included when you download this kit:

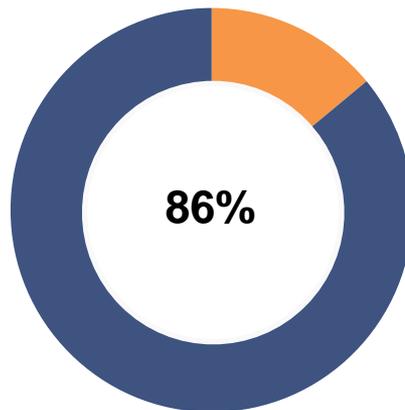
- 30 packed pages walking you step-by-step through the recovery process
- 3 sample webmaster outreach letters to help you reclaim your links
- 1 Google Reconsideration Request example
- 1 example links file to submit for a Google Disavow
- 1 outreach documentation spreadsheet sample
- 10+ recommended tools to help diagnose your problem & analyze your links

[vert.ms/GoogleRecovery](https://vert.ms/GoogleRecovery)

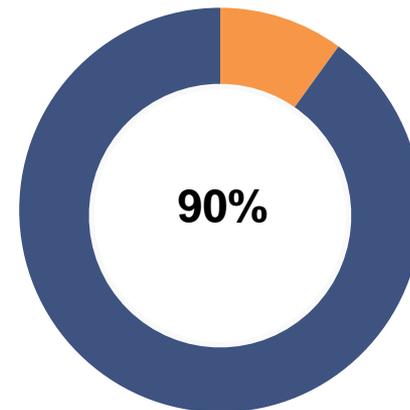
# What are people searching for?



**93%** of all consumers use search prior to making a purchase



**86%** of searchers conduct non-branded queries



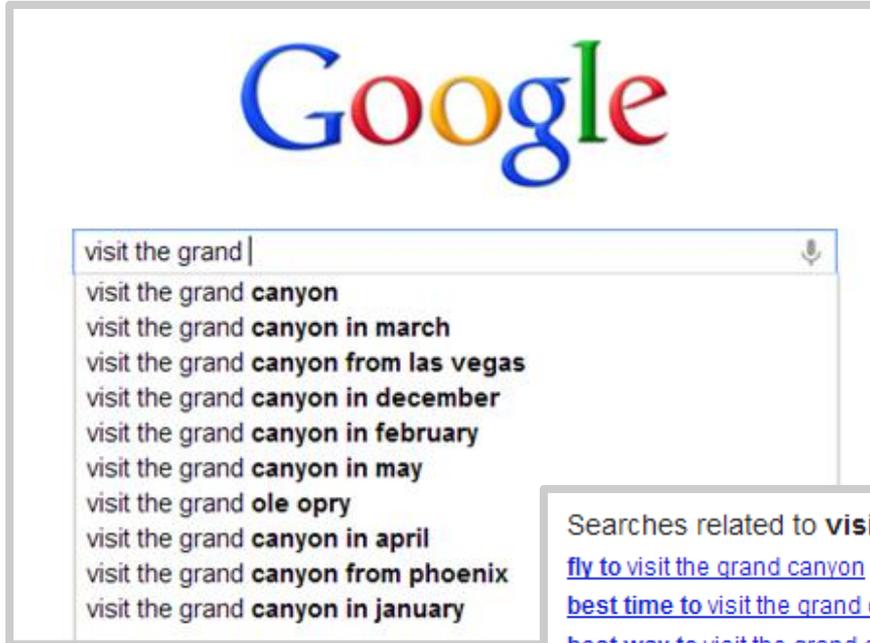
**90%+** of buyers click on organic links vs. the sponsored ads

Buyers are searching for  
information that helps them  
make an **informed decision.**

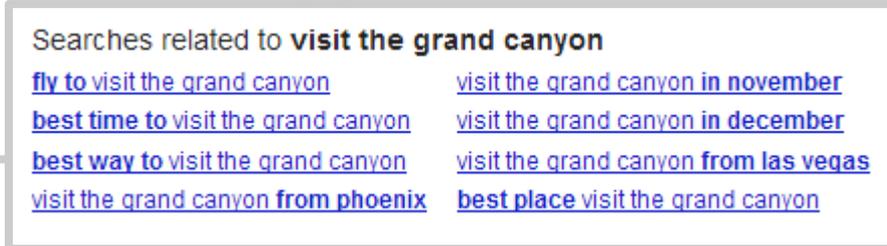
Businesses that provide  
that information - **will win.**



# Research Tools



## Google Keyword Suggest



## Related Searches

Google  
visit the grand canyon google.com.my English

Search for keyword "visit the grand canyon" found 238 results

Keyword suggestions

A B C D E F G H I J L M N O P R S T U V W Y Z 1 3 5 10

- visit the grand canyon** (8)
- visit the grand canyon
- visit the grand canyon **in july**
- visit the grand canyon **south rim**
- visit the grand canyon **from vegas**
- visit the grand canyon **from phoenix**
- visit the grand canyon **in june**
- visit the grand canyon **in april**
- visit the grand canyon **in march**

- visit the grand canyon a** (10)
- visit the grand canyon **arizona**
- visit the grand canyon **in april**
- visit grand canyon **airport**
- visit grand canyon **august**
- visit grand canyon **alone**
- visit grand canyon **at christmas**
- visit grand canyon **at night**
- visit grand canyon **and sedona**
- can you** visit the grand canyon **at night**
- visit the grand canyon **from los angeles**

- a visit the grand canyon** (10)
- a visit **to** the grand canyon
- planning a trip** the grand canyon
- visit the grand canyon **from las vegas**
- visit the grand canyon **from phoenix**
- visit the grand canyon **in december**
- visit the grand canyon **in march**
- visit the grand canyon **by car**
- visit the grand canyon **skywalk**
- visit the grand canyon **from flagstaff**
- visit the grand canyon **in february**

- visit the grand canyon b** (10)
- visit the grand canyon **by car**
- visit grand canyon **by car from las vegas**
- visit grand canyon **by rv**

- visit the grand canyon c** (10)
- visit the grand canyon **by car**
- travel** grand canyon **ciamis**
- visit grand canyon **by car from las vegas**

- visit the grand canyon d** (10)
- visit the grand canyon **in december**
- visit grand canyon **during christmas**
- visit grand canyon **during shutdown**

KeywordTool.io

### Suggestions search (79)



Authorize for export

All

Only questions

Start with "grand canyon"

rim

tours

hotels

trip

las

day

park

vegas

national

university

hiking

best

trail

review

north

grand canyon



why visit grand canyon

why is grand canyon a national park

why is grand canyon shut down

why is grand canyon a wonder of the world

how grand canyon formed

how grand canyon formed video

how grand canyon

who discovered grand canyon

who owns grand canyon

who is grand canyon university accredited by

who made grand canyon

who created grand canyon

who is grand canyon

when grand canyon formed

when grand canyon open

when grand canyon be a national park

when grand canyon discovered

when did grand canyon form

## Übersuggest

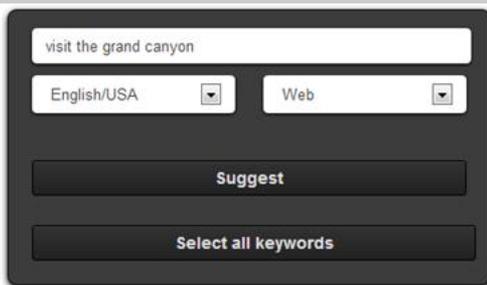
### Suggest on steroids

Get keyword ideas with Übersuggest the free keyword suggestion tool that makes good use of Google Suggest and other suggest services.

#### How it works?

- Write a term in the box.
- Choose a language and a source. Übersuggest can get suggestions either from regular Web search or from search verticals like Shopping, News or Video (more to come).
- Übersuggest takes your base term, add a letter or a digit in front of it, and extracts suggestions for it.
- Click on each word to get further suggestions based on that term.
- Add each keyword to your basket clicking on the plus sign on its left.
- Add all visible keywords to your basket clicking on the large grey button.

With this free keyword tool you can instantly get thousands of keyword ideas from real user queries! Use the keywords to get inspiration for your next blog post, or to optimize your PPC campaigns.



234 suggestions found.

#### ↑ visit the grand canyon

- + visit the grand canyon
  - + visit the grand canyon from las vegas
    - + visit the grand canyon from las vegas
    - + see the grand canyon from las vegas
    - + visit grand canyon from las vegas by car
    - + visit grand canyon from las vegas helicopter
    - + can you visit the grand canyon from las vegas
    - + can i visit the grand canyon from las vegas
    - + trip to the grand canyon from las vegas
    - + travel to the grand canyon from las vegas
    - + day trip - the grand canyon from las vegas
    - + best way to visit the grand canyon from las vegas
  - + visit the grand canyon in june
  - + visit the grand canyon from phoenix
  - + visit the grand canyon skywalk
  - + visit the grand canyon
  - + visit the grand canyon in december
  - + visit the grand canyon south rim
  - + visit the grand canyon from los angeles
  - + visit the grand canyon in winter
  - + visit the grand canyon by car
  - + visit the grand canyon from las vegas
  - + visit the grand canyon in june

 is there anyway to visit **the Grand** Canyon from Albuquerque other than by car?

I am staying with family in Albuquerque and would like to visit **the Grand** Canyon, which I understand is in neighbouring Arizona, but...

☆ In Other - United States - Asked by skyblue32 - 4 answers - 3 years ago

 What is **the best** way to visit **the Grand** Canyon from Las Vegas?

...I'll be in Vegas for five days next month and hoped to visit **the Grand** Canyon while I'm in **the** general vicinity. I'd prefer to rent a...

☆ In Las Vegas - Asked by starfish9399 - 4 answers - 6 years ago

 Which airport does one fly into to visit **the Grand** Canyon?

I live in los angeles and would like to visit **the grand** canyon in early january. What airport do most tourists fly into in order to visit it?

2☆ In Other - United States - Asked by J Ray Tram - 6 answers - 5 years ago

 Activities to do while visiting **the grand** canyon?

My family and I are planning **the** visit **the grand** canyon this summer and are looking for some things to do with two ...

☆ In Other - United States - Asked by sassypony4 - 2 answers - 4 years ago

 Is there a snow ski vacation where visiting **the Grand** Canyon during **the** trip is possible (not snowbowl AZ)?

...from Texas and would like to ski for a few days and also take a day to visit **the Grand** Canyon. All I can find is Snowbowl, AZ and I...

☆ In Phoenix - Asked by ironfists - 4 answers - 4 years ago

 We have 3 days to visit **the Grand** Canyon from Las Vegas. What is **the best** way to do it?

... spending a week in Vegas with 3 days set aside to visit **the Grand** Canyon. What is **the best** way to see it ? Can't get a hotel reservation...

☆ In Las Vegas - Asked by Elizabeth - 5 answers - 1 year ago

 We are visiting **the Grand** Canyon for 2 days and want to stay close but in a place that is not too touristy.?

My husband and I are visiting **the Grand** Canyon for 2 days in late December and want to stay close to **the** canyon but...

☆ In Las Vegas - Asked by Rosadara - 3 answers - 4 months ago



More than 410  
questions about

“visit the grand canyon”  
*(exact match)*

More than 3,400  
using broad match!

[How to Visit the Grand Canyon From Las Vegas | USA Today](#)[traveltips.usatoday.com](#) > ... > [Las Vegas to Grand Canyon](#)

If you are **visiting Las Vegas**, you are already in one of the closest cities to the **Grand Canyon**. Only Phoenix is closer to the Canyon's South Rim, and not by ...

[Day trip to Grand Canyon - Las Vegas Travel - About.com](#)[govegas.about.com](#) > ... > [Attractions](#) > [Day Trips](#)

by Zeke Quezada - in 91 Google+ circles - More by Zeke Quezada

You could rent a car and drive to the **Grand Canyon from Las Vegas**. It's a long drive but you'll **see** the desert and the wide open space of the Southwestern USA.

[Grand Canyon Tours with the Grand Canyon Tour Company of Las ...](#)[www.grandcanyontours.com/](#)

Go to Mobile Website. The ORIGINAL Grand Canyon Tour Company providing quality tours to Las Vegas Visitors for 30 years! ... read more ...

[How to Plan a Grand Canyon Vacation: 9 Steps \(with Pictures\)](#)[www.wikihow.com](#) > ... > [North America](#) > [United States](#) > [Arizona](#)

If it is your first visit to **Grand Canyon National Park** and/or you are traveling with ... **Las Vegas** shows, dinner reservations (necessary at some places), all of it.

[Grand Canyon travel guide - Wikitravel](#)[wikitravel.org](#) > ... > [Southwest](#) > [Arizona](#) > [Northern Arizona](#)

Open source travel guide to **Grand Canyon**, featuring up-to-date information on ... Ferry near the Arizona/Utah border to the Grand Wash Cliffs near **Las Vegas**, ... You might also **see** the common Striped Skunk, and if lucky, you might even **see** ...

[Frequently Asked Questions - Grand Canyon National Park](#)[www.nps.gov/grca/faqs.htm](#)

Mar 11, 2013 – Where can I get more information on **visiting the Grand Canyon**? How do I ... Commercial airlines serve Phoenix, Flagstaff, and **Las Vegas**.

[Images for visit the grand canyon from las vegas](#) - Report images



Scott McAndrew



Scott McAndrew



Scott McAndrew

[Grand Canyon Las Vegas Nevada - VEGAS.com](#)[www.vegas.com/attractions/outside\\_lasvegas/grandcanyon.html](#)

**Grand Canyon National Park** is a natural wonder measuring 1 mile deep and about 280 miles long. ... About 300 miles southeast of **Las Vegas**, in Arizona. (map) ... Vicky Ricome, originally from Lima, Peru, **visited** the canyon recently. She said ...

Long tail searches are like hitting those singles.

# List All Content Ideas in a Spreadsheet

	A	B	C	D	E	F	G	H	I
1			Content Type						
2	CONTENT TITLES	NOTES / ADDITIONAL INFO	Article	Guide	Video	Graphic	Presentation	Competition	Volume
3	5 Key Aspects About Solar That Customers Need to Know	installation, costs, weather, geography, providers	x					High	Med
4	Why Solar Energy Matters to Homeowners	long-term costs, add value to your home	x				x	Med	Med
5	Congratulations, You Went Solar. Now What?	<a href="http://home.howstuffworks.com/green-living/evalua">http://home.howstuffworks.com/green-living/evalua</a>	x					Low	Low
6	Solar Installation: Easier, Faster and Less Expensive		x	x				Med	High
7	10 Reasons Why Customers Seek Solar	add value to home, go green	x			x		High	High
8	Solar Panels Can Increase Home Values	<a href="http://costofsolar.com/is-my-home-worth-more-wit">http://costofsolar.com/is-my-home-worth-more-wit</a>	x	x			x	Med	Med
9	How is Solar Power Delivered?	<a href="http://www.smepa.coop/consumer/GreenPower/S">http://www.smepa.coop/consumer/GreenPower/S</a>	x					Low	Low
10	Solar vs. Utility: Pros and Cons	<a href="http://energyinformative.org/solar-energy-pros-and">http://energyinformative.org/solar-energy-pros-and</a>	x	x		x		Med	Low
11	What the Solar Surcharges Mean to your Monthly Bill		x		x			Med	Med
12	5 Misconceptions About Solar Energy	You have to live in a sunny climate, maintenance	x	x		x		Low	Med
13	How to Know if your House is Right for Solar Energy		x					Med	High
14	How a Home Energy Analysis Works	electricity for the average American home (assum	x		x			Low	Low
15	Owning or Leasing Solar Panels: What's Better?	<a href="http://www.solar-estimate.org/?page=solar-lease">http://www.solar-estimate.org/?page=solar-lease</a>	x			x		High	Med
16	The Net Metering Controversy: An Overview	solar system generate energy all day while you ar	x				x	Low	Low
17	Finding the Right Solar Panel Installer		x	x				Med	Low
18	Avoiding Solar Energy Scams: An Insider's Guide	Leasing companies typically charge at least doubl	x	x				Med	Med
19	6 Tops Reasons to Go Solar	state and national rebates, tax credits, environme	x			x		Med	Med
20	Software Tools for Your Solar Analysis	<a href="http://www.builditsolar.com/Tools/tools.htm">http://www.builditsolar.com/Tools/tools.htm</a>	x					Low	Low
21	Will my Solar Panels Work With Cloudy Skies?	Solar panels aren't as efficient in cloudy conditio	x					Med	Low
22	How Much Does Solar Cost Over 5 years?	How much would it cost to install a solar system?	x			x		Med	Med
23									
24									
25	<b>Content Type</b>	<b>Definition</b>							
26	Article	General article, blog post or top 10 list							
27	Guide	PDF Free Guide or whitepaper							
28	Video	Video with speaker providing overview on topic							
29	Graphic	Infographic to make content more engaging							
30									

# Put Together an Editorial Calendar



Download the Template

[VerticalMeasures.com/calendar](https://VerticalMeasures.com/calendar)

April 2013								
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Key	
1	2 Blog Post: Author	3 Q&A Video	4 Interview/Quote Post	5 Open Blog	6	7	Creative Team - Image or Video Written Blog Post Marketing Video	
8	9 Blog Post: Author	10 Q&A Video	11 Interview/Quote Post	12 Open Blog	13	14	Brainstorming Meeting Video Shoot	
15 <i>Webinar - Content Posted</i>	16 Blog Post: Author <i>May Video Shoot - Presenters TBD</i>	17 Google Hangout Video	18 <i>Webinar - VM Presenter</i>	19 Open Blog	20	21		
22	23 Blog Post: Author	24 How-To Video	25 Creative Team Data-graphic	26 Open Blog	27	28		
29	30 Blog Post: Author <i>Newsletter Out</i>	1 Creative Team Video	2 Curation Post: Author	3 Open Blog	4	5		

	July	August	September	October	November	December
contract		Q3: Budget \$7500			Q4: Budget \$6000	
Day	Independence Day		Labor Day	Halloween	Veterans Day, Thanksgiving	Winter Holidays
		Bluetooth speaker adapter		Apple Product Event (P)	Micro-USB projector and stand	
		Video channel subscriptions over 1000		Site conversion rate above 10%		

Company Goals	Grow email marketing list by 50%											
Metrics	Email subscriptions	Email subscriptions	Email subscriptions	Email subscriptions	Email subscriptions	Email subscriptions	Email subscriptions	Email subscriptions	Email subscriptions	Email subscriptions	Email subscriptions	Email subscriptions
	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion	Site Traffic & Conversion
Notes			Boston office opening		Internship program on hold							



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**The 15th Annual Home Show is a Wrap**  
Posted on Tue, Feb 18, 2014

First, I want to thank all of the people who came out for our homeshow and made it... [\(read more\)](#)

**Maytag vs. Electrolux Front Load Washers**  
(Reviews/Ratings)

Posted on Tue, Feb 18, 2014

Though very few of us find pleasure in doing laundry, everyone is pleased when their... [\(read more\)](#)

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Dishwashers



Compactors



Washers



Dryers

Feb 18, 2014 12:43:00 PM  0 

# Maytag vs. Electrolux Front Load Washers

(Review)



by L

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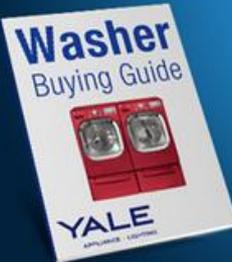
Topics: Fr

## Related Articles

- [Does Steam in a Washer Really Work?](#)
- [The Largest Front Load Washers](#)

## Additional Resources

Download our free Washer Buying Guide for features, specs and reviews on all the major brands. Over 45,000 people have already found answers in a Yale Guide.



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### Appliance Buying Guide

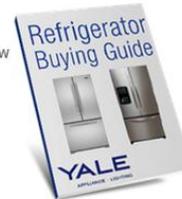
Appliances have changed over the years and are now more sophisticated than ever. Our Appliance Buying Guide covers the basics of every type of available appliance.

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### Refrigerator Buying Guide

Top-mount, bottom-mount, side by side, French door, pro; there are now more types of refrigerators than ever. Our Refrigerator Buying Guide breaks down each type and highlights brands, features and more.

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### Counter Depth Refrigerator Buying Guide

Counter depth refrigerators have become incredibly popular as the kitchen has merged with the living room over the years. But, did you know there are different types of counter depth refrigerators?

# The Results...

- Yale's traffic has grown from **40,000 visitors to 150,000 annually**
- Leads have grown **from 800 to 2,300 monthly!**
- Revenue is **up by 40%** since starting their content marketing program.
- And according their president Steve Sheinkopf:  
“**Profitability is up way more than that**, because we eliminated other marketing expenses.”



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<b>LN</b> Lead Nurturing	<b>VERTICAL MEASURES</b>	<b>CC</b> Content Creation
<b>D</b> Distribution	<b>CP</b> Content Promotion	<b>O</b> Optimization

# Thank You!

**Tweet: @ArnieK's NEW Content Marketing book is FREE at <http://vert.ms/cmworks> #WriterAccess**

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