

# Think like a Search Engine and Sting like a Bee



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# Think like a Search Engine and Sting like a Bee



**The Content  
Marketing Revolution**

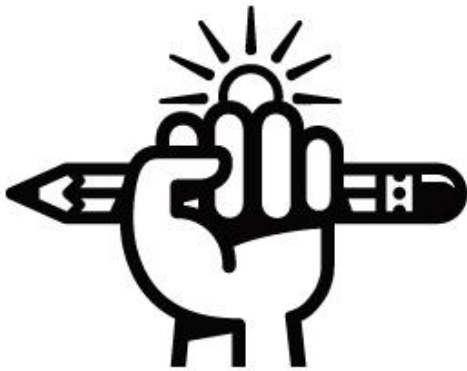


**#10 Tips to Think  
Like a Search Engine**



**Jump on the  
seoengine**

# What is Content Marketing?



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# It's the art of listening to your customers' wants and needs

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires



# And the science of delivering it to them in a compelling way

- Articles
- Blogs
- Books
- eBooks
- RSS Feeds
- Printed Books
- Newsletters
- Videos
- Web
- Widgets



# It's catching readers orbiting at high speeds

- Applet
- Desktop
- Events
- Information Portals
- Mobile
- Podcasts
- RSS Feeds
- Social Networks
- News





# With information they want and need

- ➔ Help
- ➔ Advice
- ➔ Insight
- ➔ Innovation
- ➔ Rationalization
- ➔ Love
- ➔ Happiness



# It's testing campaigns to learn what works best

- ➔ A/B Testing
- ➔ Multivariate Testing
- ➔ Eye Track Testing
- ➔ Segmentation Testing
- ➔ Geo Target Testing
- ➔ Usability Testing
- ➔ Content Testing



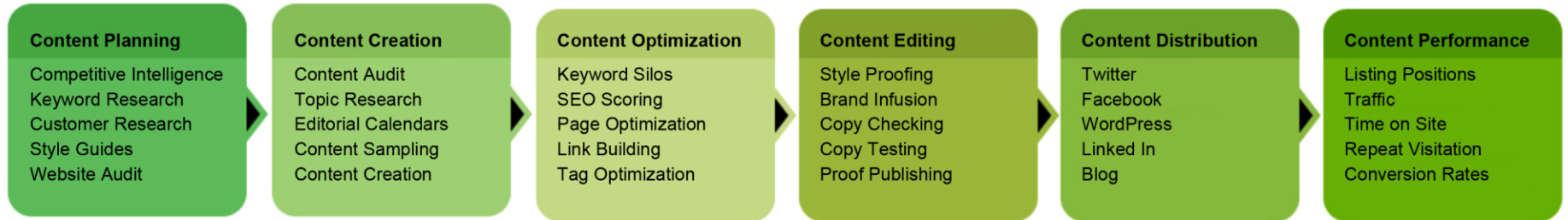


# And finding the most efficient path to engagement and sales

- Score Engagement
- Qualify Lead
- Evaluate Intent
- Induce Trial
- Motivate Purchase
- Get the Sale
- Correlate Assets to Sale



# It's a Six Step Workflow, and you need all six steps



**Think like a search  
engine and  
Sting like a bee!**



idea**launch**<sup>TM</sup>

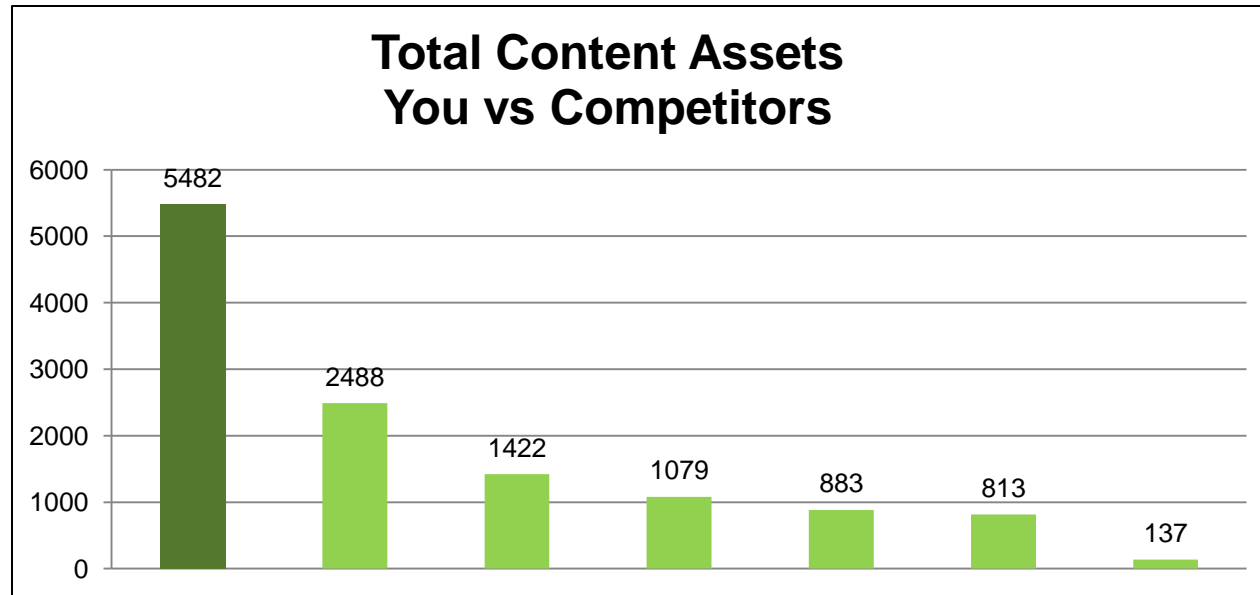


# # 1 Content Asset

- Articles
- Books
- Courseware
- eBooks
- Podcasts
- Printed Books
- Tip Centers
- Webinars
- Whitepapers
- Widgets
- Workbooks
- Video

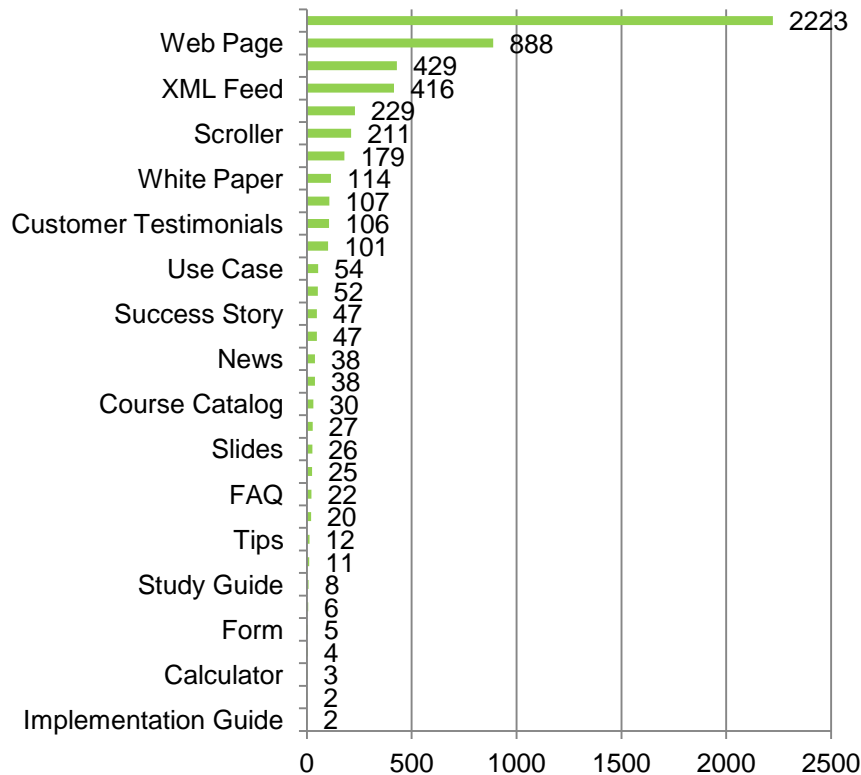


# # 1 Content Assets: How do you stack up?

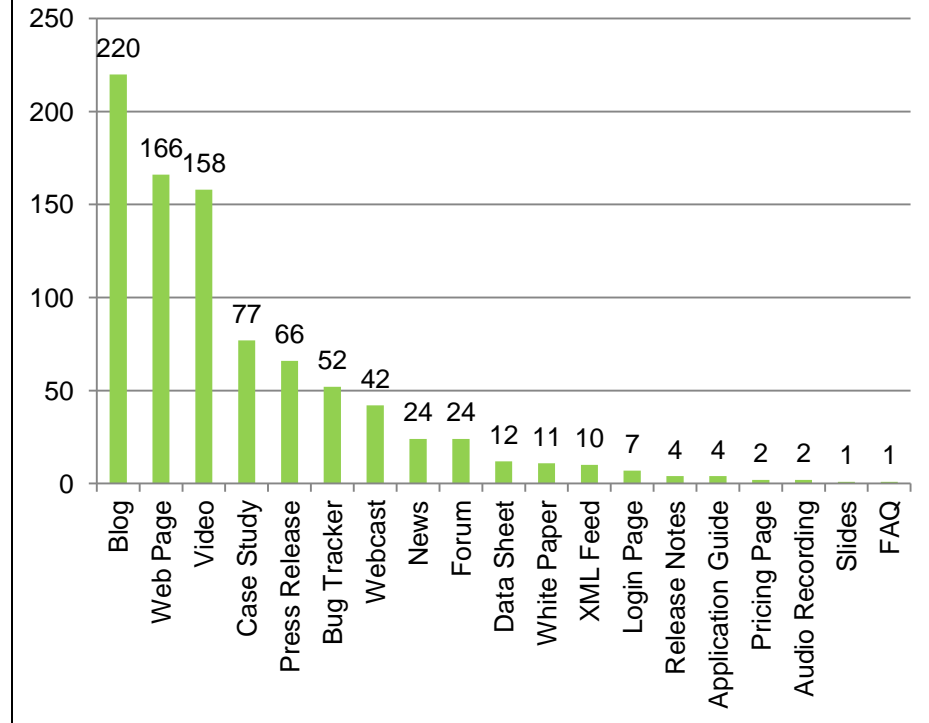


# # 1 Content Asset Portfolio: How diverse?

## Your Content Assets

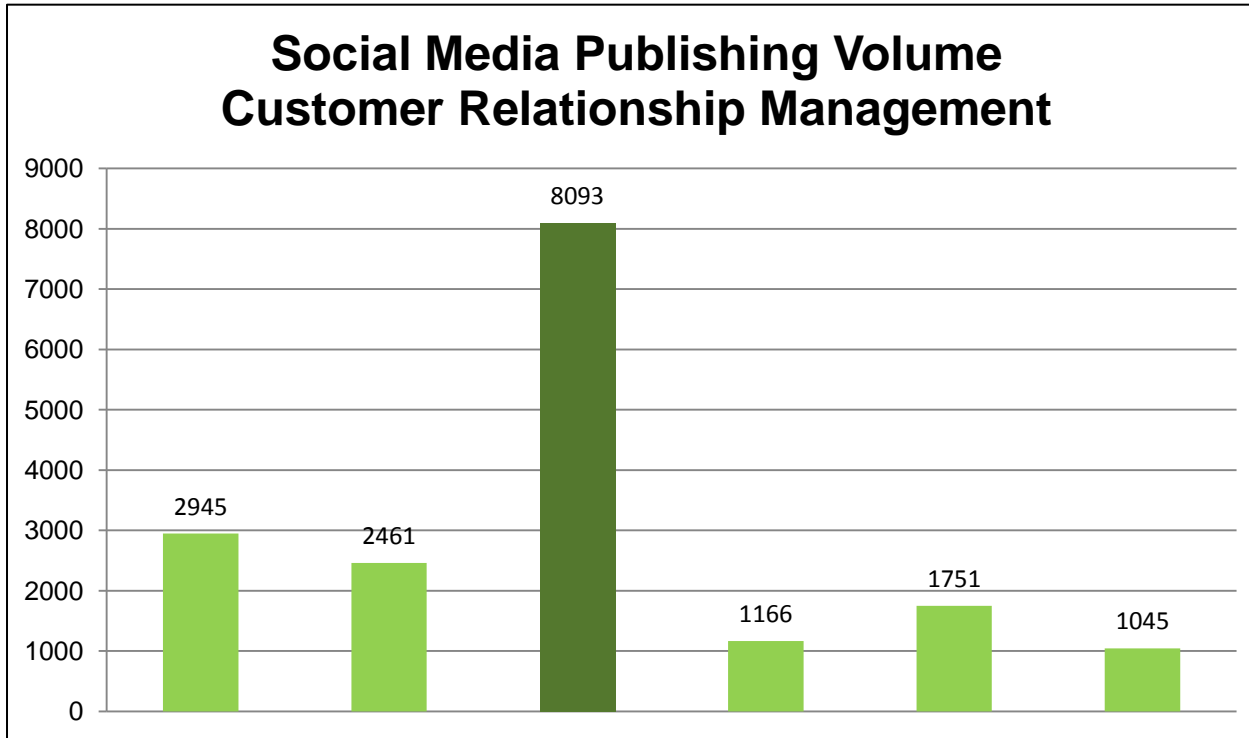


## Content Assets

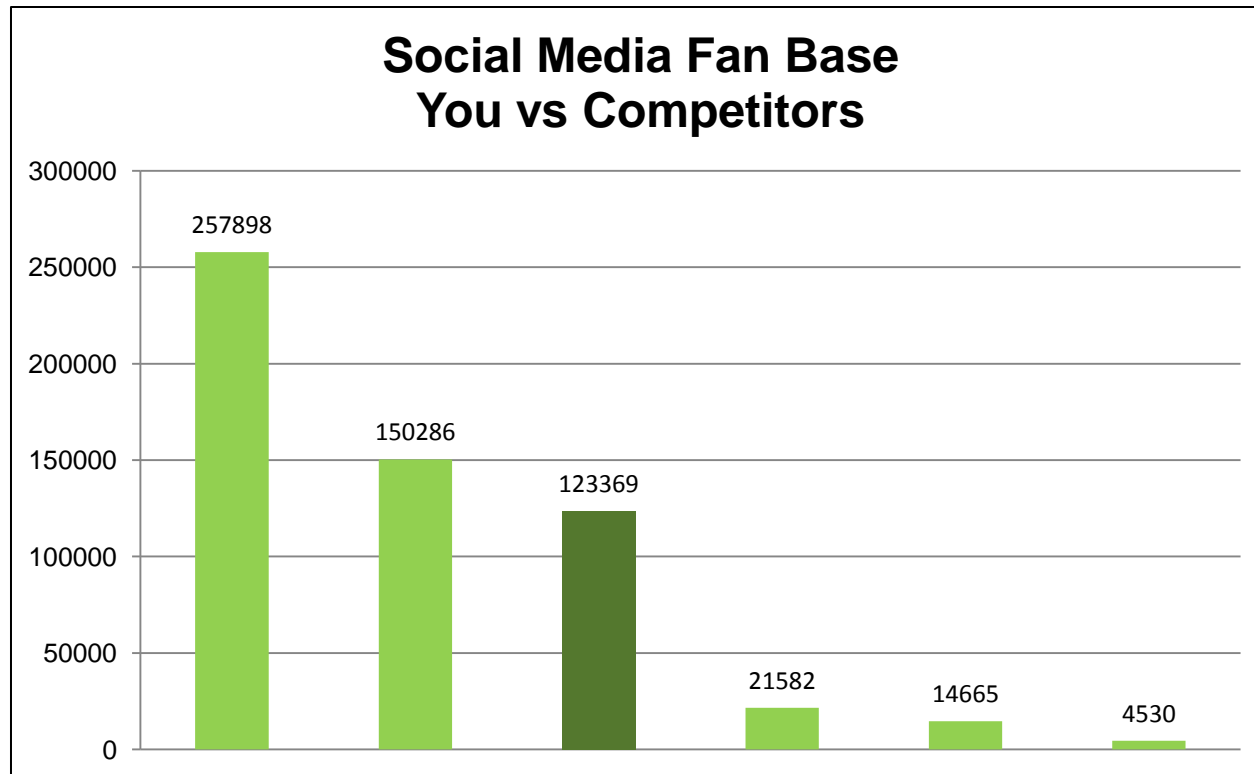




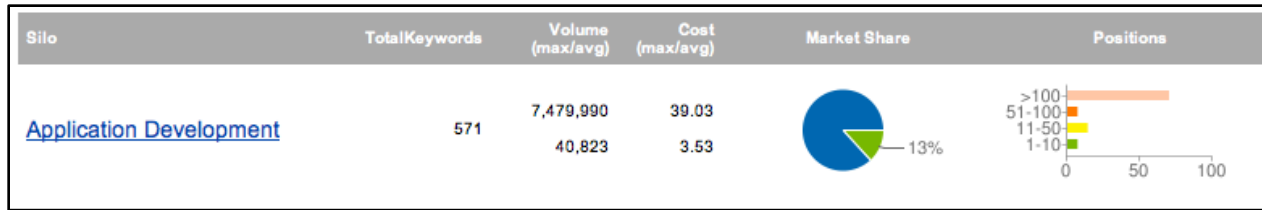
## # 2 Social Publishing Frequency: How social are you?



## # 2 Social Fan Base: How connected are you?



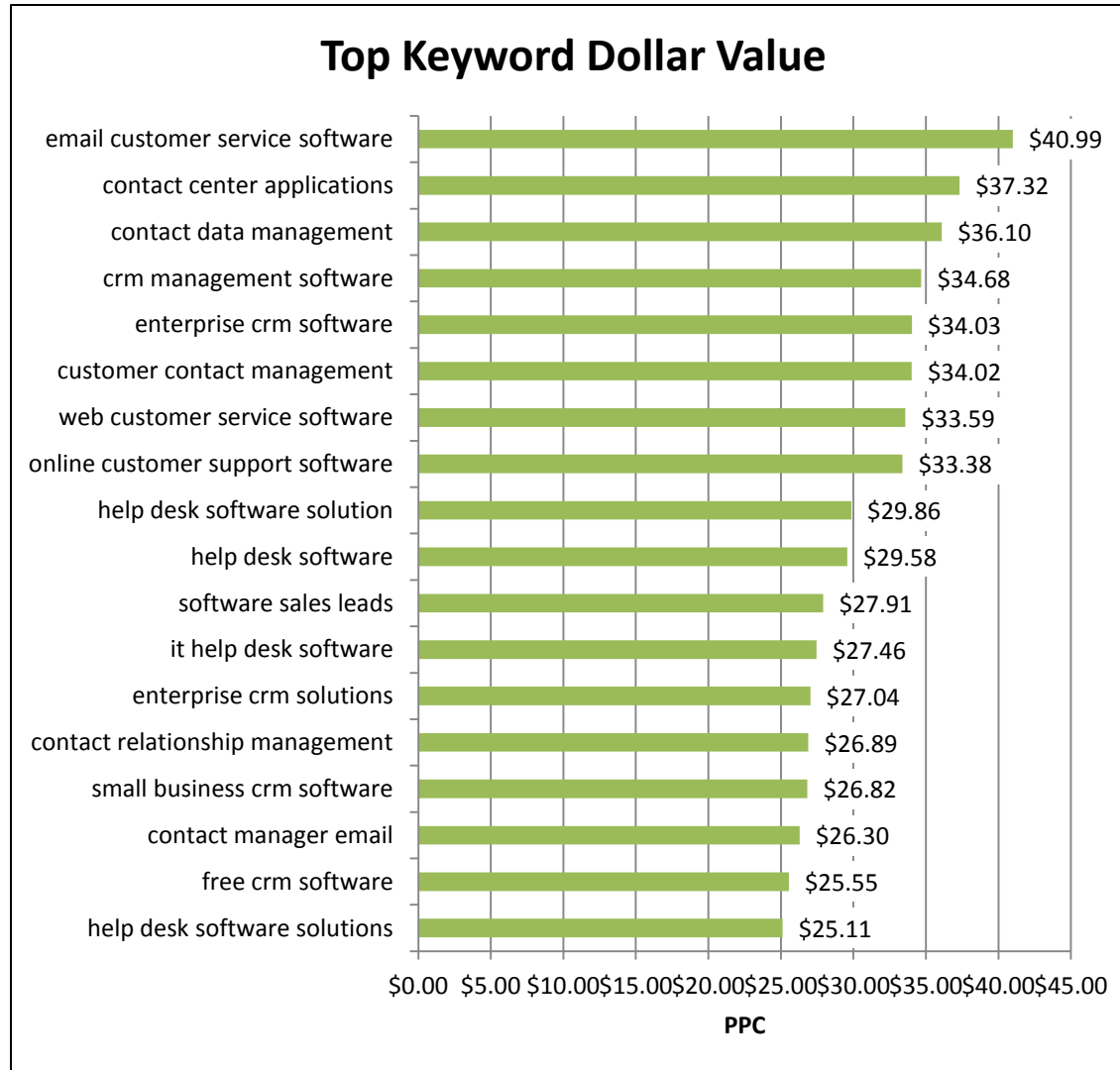
# # 3 Organic Market Share: What's your keyword silo share?



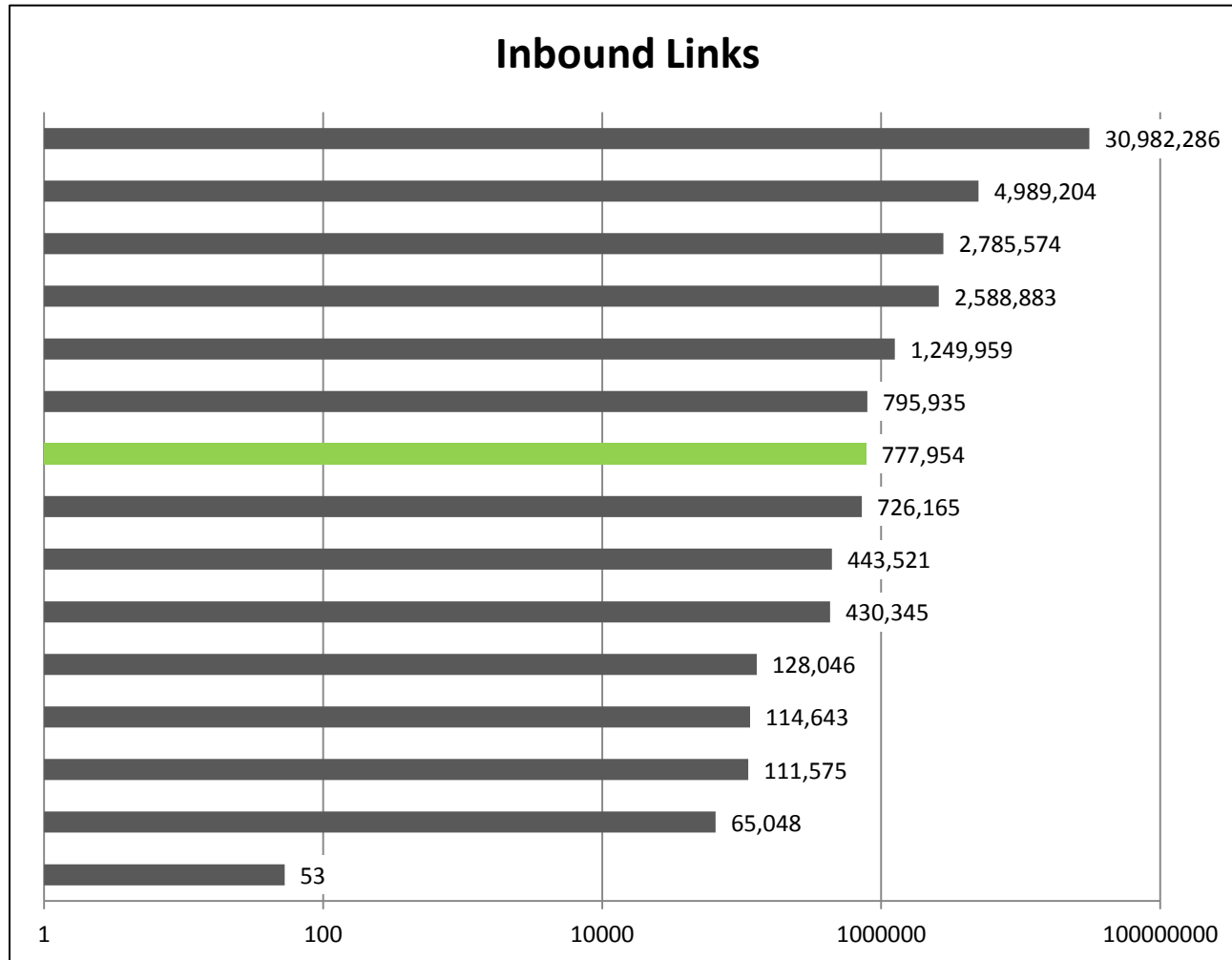
Keyword Silo	Salesforce Market Share
Contact Management	31%
Sales Cloud	28%
Jigsaw	26%
Cloud Computing	25%
RemedyForce	22%
Service Cloud	22%
CRM	21%
IT Help Desk	20%
Force.com	13%
Application Development	11%
Enterprise Collaboration	10%
Chatter	8%
Radian6	7%
Social Media Management	5%



# # 3 Market Share: What's your PPC dollar value share?



## # 4 Link Popularity: How many and how good?



## # 4 Link Popularity: Are likes the new links?





# # 5 Link Building: Are you spamming the search engines?

Address books and day planners seem to be more like ancient artifacts than useful business tools, especially when considering the new technologies made possible with [cloud computing](#) customer [relationship management \(CRM\)](#). [CRM](#) services place the customer's needs and interests first. The key to any strong business is using technology in a way that allows for increased interactions with customers. The goal is to create a three-dimensional view of the customer. For example, customers who know their sales representative's name are more likely to return, and the retention of existing customers is key to sales goals. However, managing all information needed is a challenge for most companies. [CRM contact management](#) programs are web-based solutions to this problem. Imagine having all information needed about your customers in a centralized location. Well, with CRM applications, that imagination becomes reality.

In order for businesses to effectively concentrate on the customer, sales representatives need a system that automates all tasks with a click of the mouse. CRM [contact management](#) enables sales representatives to do just that. Aside from just the basic information, [contact management](#) services have other features, too.

## Status and History of Contacts

CRM [contact management programs](#) are equipped with tools that enable users to view upcoming meetings already scheduled, tasks that are still pending and opportunities for leads. The program lets business managers create assignments with due dates for employees, ensuring everyone is following a consistent schedule and that deadlines are met, which increases productivity immensely. The slightest bit of confusion is often disastrous for a business. Perhaps there are misunderstandings among employees about tasks needed to be completed. CRM contact management services enable managers to compose notes that pertain to specific assignments, instantly shared between different departments. This technology eliminates the chance for errors and misunderstandings among employees and management. There is no longer a need to hire someone to help you keep up with e-mails, either. [Contact management programs](#) allow you to send mass e-mails at specific times of the work day, automatically.



## # 5 Link Building: The Secret Sauce

I had a big beef with my boss the other day. The steak was cooked to perfection and melted in my mouth.



# # 6 Search Engine Listing Position Trends: Up or Down?



# # 7 Optimization Strength of Pages



**Score Content**

Score content on a scale of 1 to 100, 100 being the best it can be. Scores are based on data crunching of All Keywords entered into WordVision. Improve scores by using the [Keyword Cloud](#) to find the best keywords to include in your content.

The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore

Label Content for Easy Reference:  
SEO Essentials for Writers

Analyze

<b>Grade B</b>	Phrase: <b>Disney</b> URL: <a href="http://www.go.com">http://www.go.com</a>	<b>PageRank 8</b>	
<b>Meta Analysis</b>	<b>Content Analysis</b>	<b>Link Analysis</b>	<b>Performance Analysis</b>
KW in Title: <b>No</b>	Words on Page: <b>452</b>	Google Link Popularity: <b>3500</b>	Google Position: <b>&gt; 100</b>
KW in Descr.: <b>No</b>	Phrase Exact Match: <b>23</b>	Yahoo Link Popularity: <b>42500</b>	Yahoo Position: <b>&gt; 100</b>
KW in Keywords: <b>Yes</b>	Phrase Partial Match: <b>0</b>	MSN Link Popularity: <b>7</b>	MSN Position: <b>0</b>



## # 8 Content Quality

*“Writing is easy: All you do is sit staring at a blank piece of paper (screen) until the drops of blood form on your forehead.”*

—Gene Fowler

*“There’s nothing to writing. All you do is sit down at a keyboard and open a vein.”*

—Red Smith



## # 8 Great editors turn complexity into simplicity

### Original:

These articles discuss the intersections between customer relationship management systems, the cloud computing platform, and custom application development. In particular, they compare and contrast the value of custom application development versus out-of-the-box software packages, and conclude that custom application development is inherently superior for businesses wishing to address their unique enterprise software needs. They also explore the benefits of cloud computing and purchasing software-as-a-service from a third-party vendor who provides hosting services rather than maintaining all data and applications in an on-premises server.





## # 8 Great editors turn complexity into simplicity

### Markup:

~~These articles discuss the intersections between customer relationship management systems, the cloud computing platform, and custom application development. In particular, they compare and contrast the value of custom application development versus out-of-the-box software packages, and learn why conclude that custom application development is the smartest option is inherently superior for businesses wishing to addressing the unique and complex technology requirements of enterprise-level businesses. their unique enterprise software needs. These reference articles also explain . They also explore the benefits of cloud computing, and purchasing software-as-a-service (SaaS), and hosted service models versus on-premise IT infrastructures. from a third-party vendor who provides hosting services rather than maintaining all data and applications in an on-premises server.~~



## # 8 Great editors Turn Complexity into Simplicity

### Final:

Compare and contrast the value of custom application development versus out-of-the-box software packages, and learn why custom application development is the smartest option for addressing the unique and complex technology requirements of enterprise-level businesses. These reference articles also explain the benefits of cloud computing, software-as-a-service (SaaS), and hosted service models versus on-premise IT infrastructures.



# # 9 Distribution Channels



flickr™



twitter



YouTube

LinkedIn

slideshare

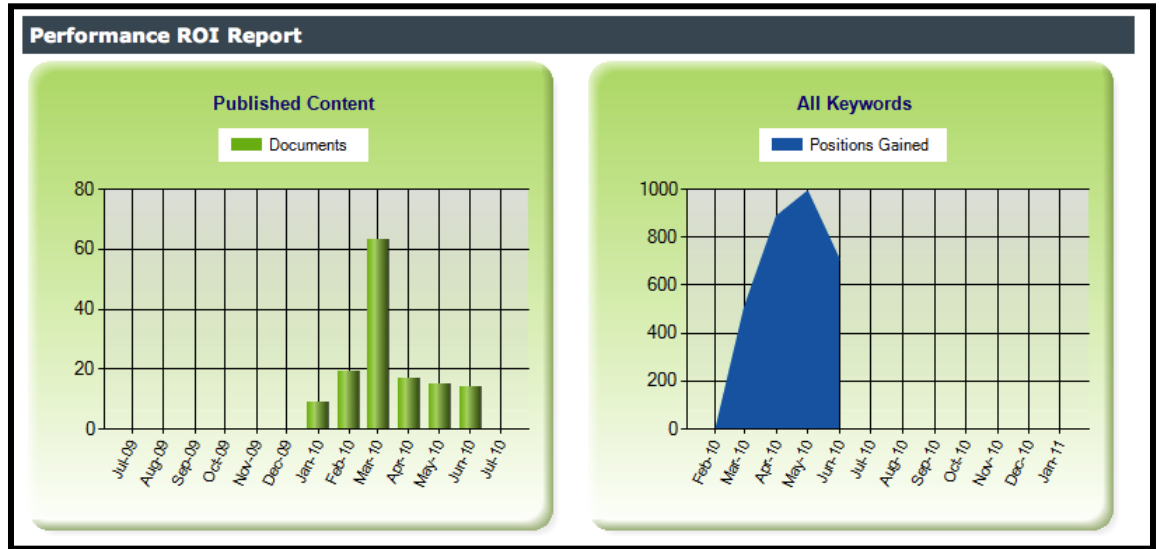


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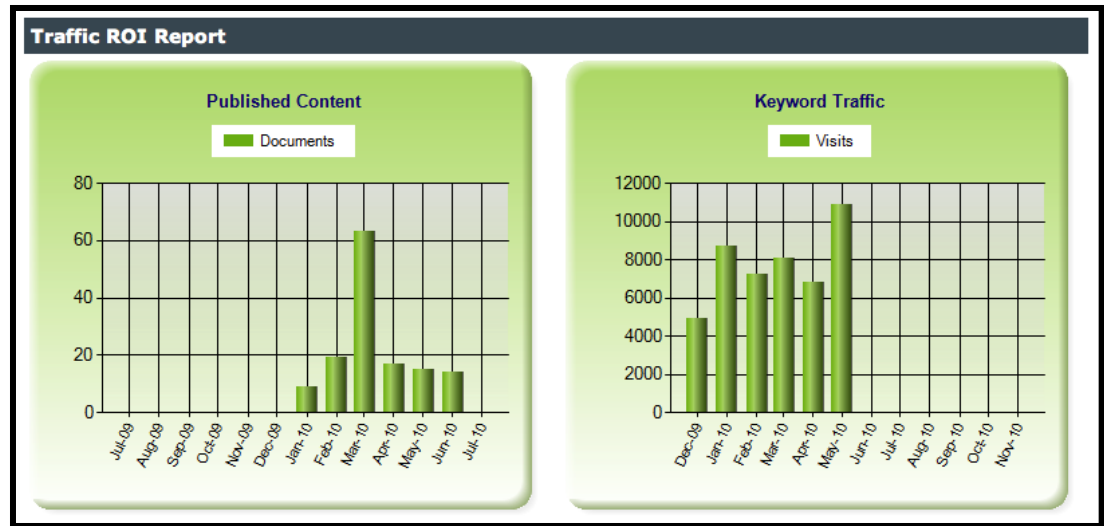
# # 9 Publishing Frequency and Depth

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# # 9 Publishing Frequency and Depth

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# # 9 Publishing Frequency and Depth





# # 10 Time On Site (Time Back to Google Search)

THE NEW YORK CONSERVATORY FOR DRAMATIC ARTS  
SCHOOL OF FILM & TELEVISION

Download Course Catalog

## Industry Tips

The ins and outs of the acting business

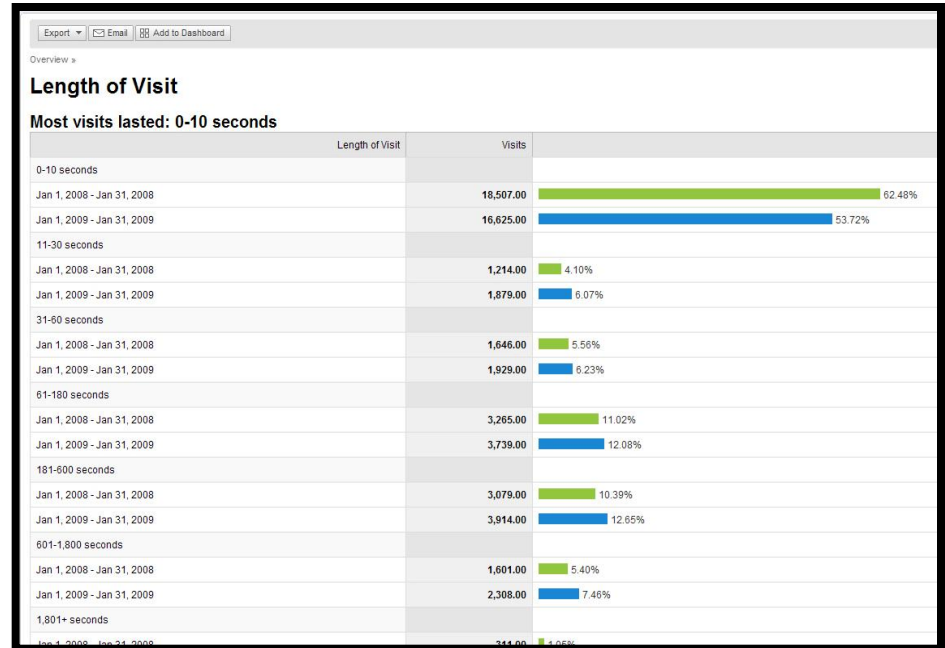
**Overview**

The New York Conservatory for Dramatic Arts (NYCDA) has compiled a host of acting tips and information on the ins and outs of acting and the business.

Whether you are just starting an acting career or have been going on auditions for years, read our acting tips to take your acting career even further. You'll find acting information about the types of classes that are available for you to take, working with an acting agent, how to impress casting directors, and much more.

Click thru the categories to the left to find acting information that will help you in starting your career, or advancing it even further!

- Acting Agents + Agencies
- Acting Classes + Workshops
- Acting Conservatories + Universities
- Acting for the Comedy Genre
- Acting for the Drama Genre
- Acting for the Horror Genre
- Auditions + Callbacks
- Film Acting
- Monologues
- Pursuing an Acting Career
- Resumes, Headshots + Portfolios
- Stage Acting



# Competitive Research: Lots of Free Tools

## Free Research Tools

- [seoengine.com](http://seoengine.com)
- [WordVision.com](http://WordVision.com)
- [SpyFu.com](http://SpyFu.com)
- [Compete.com](http://Compete.com)
- [Quantcast.com](http://Quantcast.com)
- [SEOMajestic.com](http://SEOMajestic.com)
- [Raven-SEO-Tools.com](http://Raven-SEO-Tools.com)
- [Tools.SEOBook.com](http://Tools.SEOBook.com)
- [SEOToolSet.com](http://SEOToolSet.com)
- [LinkVendor.com](http://LinkVendor.com)
- [MarketLeap.com](http://MarketLeap.com)
- [SEOMoz.org](http://SEOMoz.org)

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MAJESTIC SEO

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HubSpot

compete

SEOBOOK  
LEARN. RANK. DOMINATE.



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**“The only marketing  
left is content  
marketing.”  
*Seth Godin***

**Free 101 Content Marketing Tips Book Download  
Visit [ideaLaunch.com](http://ideaLaunch.com)**

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# Content Marketing Webinar:

## Think Like a Search Engine and Win

*with*

Scott Stouffer, Co-Founder & President, Technology @ SEO Engine

Byron White, Founder @ ideaLaunch



Wednesday September 28<sup>th</sup> @ 1pm EDT

# “Transparent” Search Engine



**SEO Engine**

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# “Transparent” Search Engine

## ➤ A Real Search Engine:

- See How Webpages are Scored
- See How Links are Scored
- On-Demand Crawling - Surf the Internet through the Eyes of a Search Engine



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# “Transparent” Search Engine

➤ Put Advanced SEO Technology to Work:

- Think like a Search Engine
- Automate your SEO Process
- Decrease Time Spent on SEO
- Increase Impact of your SEO Efforts
- Pinpoint SEO Problems + Fix Them



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# What do Search Engines Like?



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# Promoted Content

“... provide better rankings for high-quality sites—sites with original content and information such as research, in-depth reports, thoughtful analysis...”

- Official Google Blog

*Referencing Recent Panda Update*



## Content Marketing

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# Promoted Content

- Google's Panda Update = Machine Learning
  1. Match new content with “known” content (good or bad)
- You need to know what “good” content is
  1. Must see like a Search Engine
  2. Reverse Engineer highly rated content



# SEO Engine™ Screens



**Taking Control**

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# Website Search

➤ **Get a Search Engine's View of your Website's Content:**

- 1. A Real Keyword Search Listing Screen**
- 2. See Exactly Why One Search Result Ranks Higher or Lower than the Others**

Reference:

<http://search.seoengine.com/website/search-listing.htm?website=TESTDRIVE>



## Taking Control

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# Webpage Scorecard

## ➤ View Detailed Search Engine Penalties for your Webpage:

1. SEO Engine™ Score = Efficiency Score
2. Gross vs. Net Total Link Flow®
3. Link Penalties + Link Scorecard
4. Content Penalties
  - Keyword Stuffing, # Unique Words, Avg. Word Length

Reference:

<http://www.seoengine.com/seoengine-score.htm>



# Taking Control

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# Market Focus

- What a Search Engine thinks the Webpage is about. Strive for:
1. A Unique Topic within the Website
  2. A Topic Relevant to the Site + Links
  3. Think Like Wikipedia:
    - Natural Progression = Prominent Pages are General Topic, Linked Secondary Pages are Detailed/Specific.

Reference:

<http://www.seoengine.com/market-focus.htm>



## Taking Control

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# Duplicate Content

➤ Determine if your Webpage Content is Unique Across the Website itself:

1. Exact Duplicate

2. Matched Duplicate

- Little Content = More Duplication due to Headers, Footers + Navigation
- See Percentage Overlap

Reference:

<http://www.seoengine.com/duplicate-content-indicator.htm>



## Taking Control

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**NO MORE GUESSING.**

Read our Article “Back to Basics” about the Panda Update + Content Penalties in this months issue of Visibility Magazine:

<http://www.visibilitymagazine.com>

**Resources**



# Thank You!

Questions for SEO Engine? Go to <http://www.seoengine.com>

Questions for ideaLaunch? Go to <http://www.idealaunch.com>



Full SEO Learning Center + Training Videos are Free @  
<http://www.seoengine.com/learning-center/>