



PR News: Social Shake-Up Boot Camp

“The New Rules of SEO: Crafting Content That Dances to Google’s Algorithm”

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About Status Labs



Founded in 2012, Status Labs is the premier digital reputation management, online marketing, and public relations firm with offices in New York, Austin, Los Angeles, London and São Paulo.

We help build powerful and positive reputations via effective digital marketing and PR strategies.

We specialize in:

- Reactive Crisis Management
- Digital Marketing
- Proactive Reputation Building

“Who do you call when you’re facing a digital reputation crisis?”

***Status Labs.*”**

-PRWeek

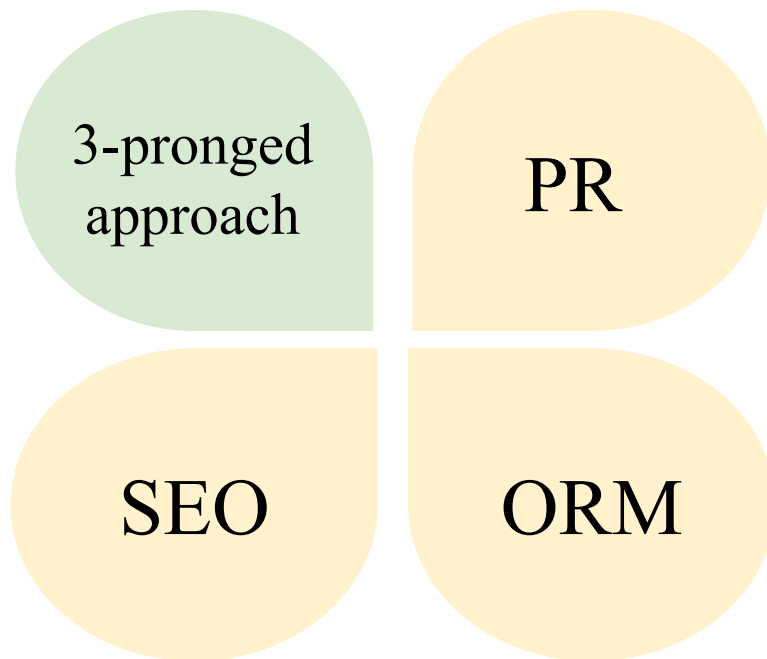
The New Era of PR

Before they meet you, they Google you.

Because 95% of search traffic never goes to page two of search results, taking control of your brand or company's online reputation is a crucial step in any successful communications campaign.



PR Goal: take ownership of page 1



Build a strong digital footprint

Create web assets that accurately portray your company

- Positive PR
 - Launch campaigns geared towards valuable digital coverage
 - Leverage wire distributions for press releases to attain maximum reach
 - Attain your “target keywords” in story headlines when possible

Build a strong digital footprint

- Social Media Platforms
 - Regularly update and populate
 - Ensure these platforms are seen on your page 1
- Thought Leadership + Contributor Profiles
 - Get CEO and executive leadership Involved in content generation
 - Submit leadership for expert commentary and contributor profiles



Align Your Web Pages with Google's New Algorithm

Brief Background...

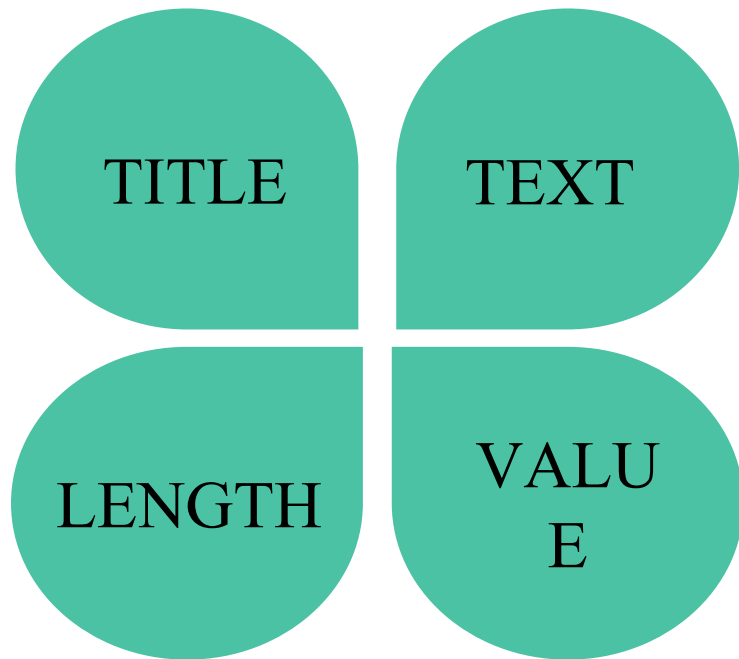
- 2011 – Google rolls out "Panda"
 - more significant anti-spam updates
 - one-track mind: *CONTENT*
 - links, anchor text, mobile friendliness don't matter
- 2016 – Officially baked into Google's core ranking algorithm
 - Panda rewards good content and penalizes content that it deems shallow or thin
 - holds value just as high - if not *higher* - as relevancy



The best, easiest, and safest way to rank content?

Write for your readers.

There are 4 factors
to consider
when creating
high quality
content:





TITLE

- Make it **compelling**
- Make it **easy to read**
- Ensure a variation of your **target keyword** is featured prominently.

Takeaway? If your title is lacking, no one is even going to make it to the content. (i.e. If it's your Celiac best friend's birthday, which are you more likely to click? *“How to Make the Best Gluten-Free Chocolate Cake: An Easy Recipe”* or *“Gluten-Free Chocolate Cake Recipe”*?)



TEXT

- Make it **engaging, informative** content
- Make sure variants of your **keyword** are featured prominently. Make sure you do so in a way that isn't obnoxious, repetitive, or disruptive to the flow.

Takeaway? Keep your focus on **quality** content. With keyword inclusion, remember, sometimes less is more, and going overboard will only hurt you with penalties.



LENGTH

- Aim for at least **2,200 words** in length.
- There's a reason Wikipedia is the fifth most popular website. In addition to being incredibly comprehensive, most Wiki pages are a minimum of 2,000 words.
(Also encyclopedic, non-promotional, just straight facts without fluff.)

Takeaway? Stick to the 2200 rule. When you're creating your content just think, "*What Would Wikipedia Do?*".



VALUE

- Ask yourself these questions:
Who is your audience? Whose searches are you hoping to capture? Does your content speak to them? What are they receiving in return for clicking and spending time on your site? Will they find it so valuable they will be willing to share it with everyone who shares their interest?

Takeaway? Your content does not have to appeal to the masses the same way as a hamster eating a tiny burrito does in order to reap the benefits of going viral. So long as your content is valuable and interesting to your core audience, the shares will come.

Three things tell Google your site should rank higher than competing properties.

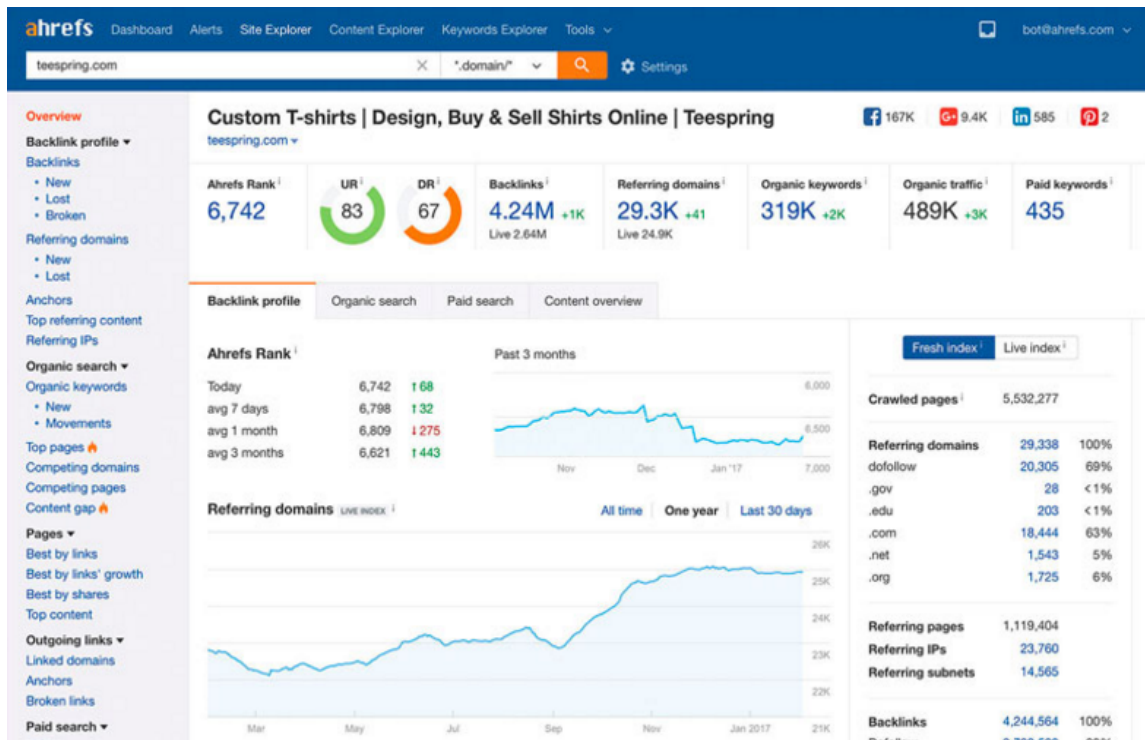
1. A compelling title and accompanying content relevant to your desired keywords are more likely to be **clicked by searchers**
2. An informative, engaging, article roughly 2,200 words in length, will keep searchers **on your page longer**, sending engagement signals to Google
3. If a reader finds content valuable, they are likely to **share it** with their online network. Not only are social signals a powerful force in determining where content ranks in search results, your content will also receive more clicks as a result, repeating this cycle all over again.

Use the latest tools to uncover new SEO opportunities

Ahrefs

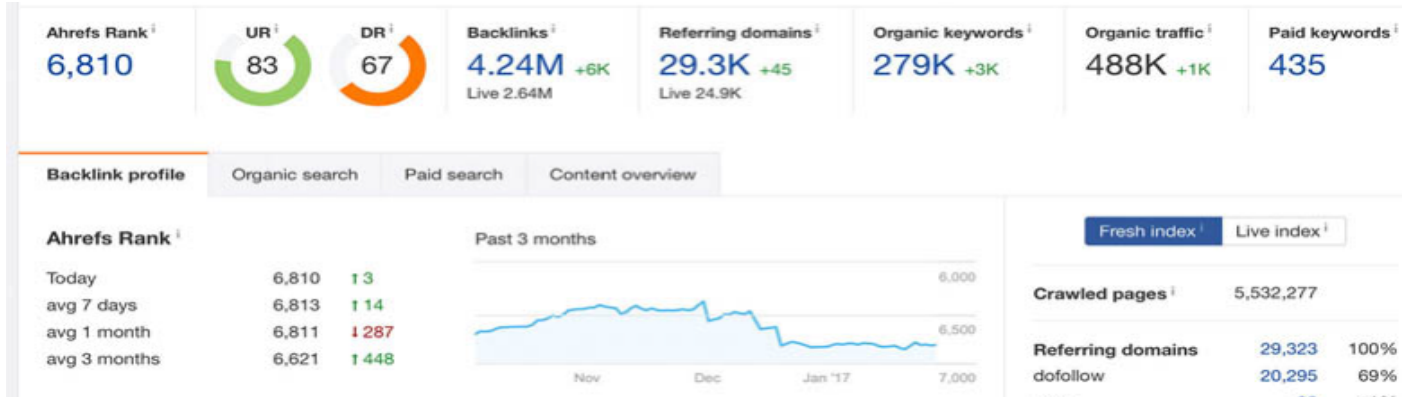
Ahrefs//

a toolset for SEO & marketing running on Big Data. They cover backlink checking, competitor analysis, keyword research, and much, much more...



Get an in-depth look at the organic search traffic and backlink profile of any website or URL.

- See what keywords your competitors are ranking for and which pages bring the most traffic from search.
- See which website are linking to your competitors and gauge the quality of their backlink profile.



SERP Tracker: analyze search results, compare SERPs, improve rankings.

- **Ranking Difficulty Score:** most valuable function of this tool!

10 organic results											Ad	Ad	14 site links	Image pack	Featured snippet	Related question											
Search results ⁱ	AR ⁱ	DR ⁱ	UR ⁱ	Backlinks ⁱ	Domains ⁱ	Traffic ⁱ	Kw. ⁱ	Top keyword ⁱ	Volume ⁱ	G	f																
▶ 3 adwords top																											
▶ Image pack																											
▶ Featured snippet																											
▶ Related question																											
1	What is Link Building? Strategies & Examples - The Beginners Guide ... https://moz.com/beginners-guide-to-seo/growing-popularity-and-links ▼	630	74	56	2,912	981	2,123	730	link building	3,000	0	5K															
▶ 3 site links																											
2	What Is Link Building & Why Is It Important? - Beginner's Guide to Link ... https://moz.com/beginners-guide-to-link-building ▼	630	74	49	1,257	513	809	507	link building	3,000	1K	6K															
3	Link Building for SEO [The Definitive Guide] - Backlinko http://backlinko.com/link-building ▼	7K	67	49	876	489	2,028	163	building link	9,000	7	4K															
4	Learn The Fundamentals of Quality Link Building WordStream http://www.wordstream.com/link-building ▼	4K	68	38	259	134	1,635	294	link building	3,000	14	754															
5	Link Building Tactics (Complete List) - Point Blank SEO http://pointblankseo.com/link-building-strategies ▼	89K	58	55	3,371	919	609	285	link building strategies	500	39	3K															
6	Link building - Wikipedia https://en.wikipedia.org/wiki/Link_building ▼	14	89	47	1,333	422	472	177	web site linking	150	2	2K															
7	SEO Guide: Link Building & Ranking In Search Engines http://searchengineland.com/guide/seo/link-building-ranking-search-engines ▼	804	74	35	216	119	164	79	link building	3,000	0	85															
8	Link Building Search Engine Land http://searchengineland.com/library/link-building ▼	804	74	29	117	70	66	21	link building	3,000	0	0															

Buzzsumo//

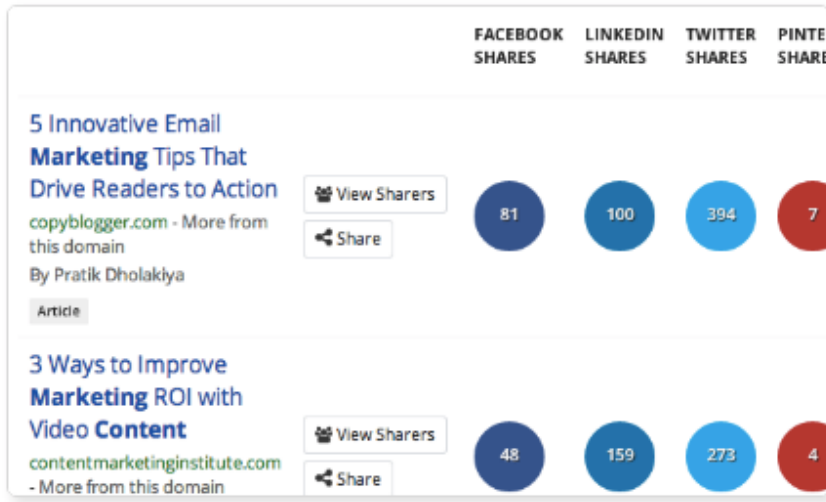
look up any keyword and see what people are talking about.

- Most discussed topics
- Most shared topics -Get great cues on what your audience will engage with...

The screenshot shows the Buzzsumo Pro interface with a search for 'big data'. The left sidebar contains filters for Date (Past Year selected), Language, Country (TLD), Filter Domains, and Content Type (Article, Infographics, Guest Posts, Giveaways, Interviews). The main content area displays search results for 'big data' on CNN.com, sorted by Total Shares. Two articles are visible:

Article Title	Facebook Engagements	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Number of Links	Total Shares
The Largest Ever Analysis of Film Dialogue by Gender: 2,000 scripts, 25,000 actors, 4 million lines polygraph.cool - More from this domain By Matt Daniels - Apr 7, 2016	154.2K	885	7.5K	10	299	582	162.9K
Election Update: Women Are Defeating Donald Trump fivethirtyeight.com - More from this domain By Nate Silver - Oct 11, 2016	68K	178	26.3K	69	217	1338	94.8K


Content Insights - discover the most shared content across all social networks, run detailed analysis reports, view the links pointing to any domain or page and sort by social shares.



The screenshot shows the search interface for backlinks. The search bar contains 'hubspot.com'. Below the search bar, there is a text input field with the placeholder 'Enter a topic or domain: big data, cnn.com.' and a dropdown arrow next to 'Advanced Search Options'. There are two tabs: 'Content' and 'Backlinks', with 'Backlinks' being the active tab. Below the tabs, there are two dropdown menus: 'Target' set to 'Links to domain' and 'Results per domain' set to 'One result per domain'. An 'Update' button is located to the right of these dropdowns.

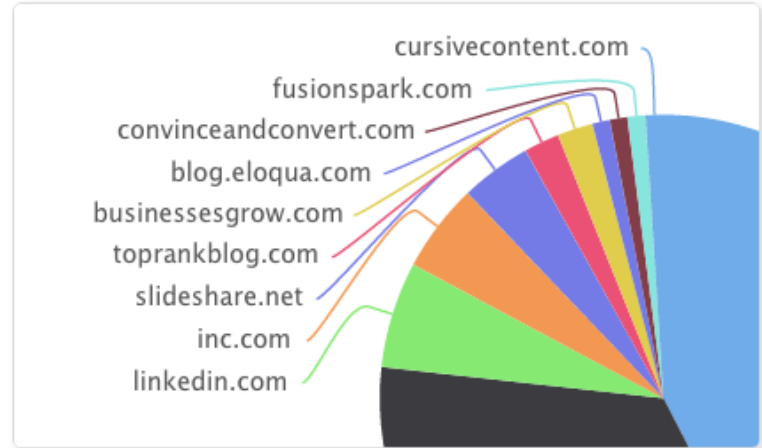
Influencer Amplification - find influencers in any topic area and understand the content that resonates with them. See what content influencers share and the topics and domains they share most frequently.

content marketing

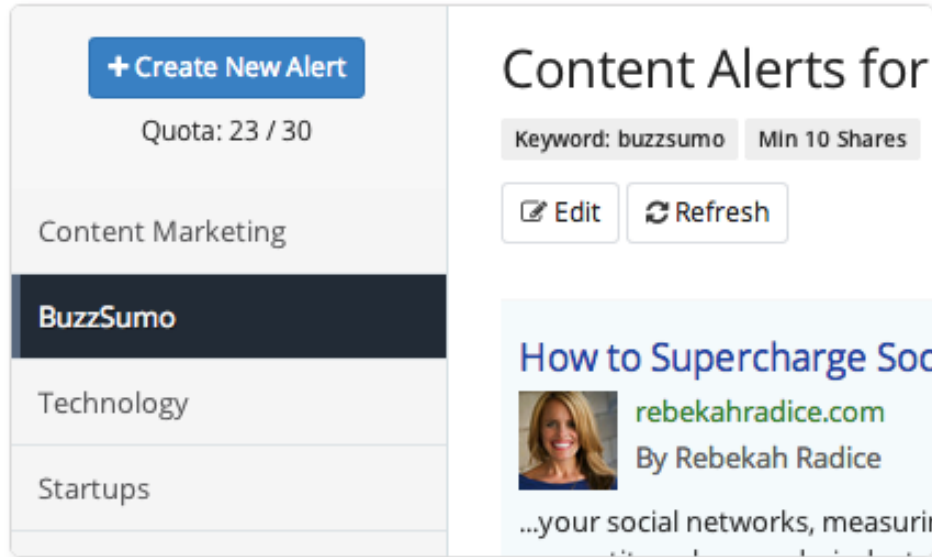


Joe Pulizzi @joepulizzi
contentmarketinginstitute.com
Content Marketing Institute (@CMIContent) and Co
Content Marketing. #orange <https://t.co/MXCoUaUS>

Blogger influencer



Content Alerts - be the first to see content mentioning your keyword, know when an author or competitor publishes new content.



The screenshot displays the 'Content Alerts' interface. On the left is a sidebar with a blue '+ Create New Alert' button and a 'Quota: 23 / 30' indicator. Below this are category buttons: 'Content Marketing', 'BuzzSumo' (which is highlighted in dark blue), 'Technology', and 'Startups'. The main panel on the right is titled 'Content Alerts for' and shows 'Keyword: buzzsumo' and 'Min 10 Shares'. It includes 'Edit' and 'Refresh' buttons. A content preview is shown below, featuring the title 'How to Supercharge Soc', a profile picture of a woman, the domain 'rebekahradice.com', and the author 'By Rebekah Radice'. The preview text begins with '...your social networks, measurin'.

Competitor Analysis - track your competitor's content performance, see what is working for them. See the content formats they are using, and the networks where they are having the most success.

nike.com OR adidas.com OR puma.com

NIKE, Inc.— Inspiration and Innovation for Every Athlete in the World.
nike.com - More from this domain

Article



Google Trends//

see the latest trends, data and visualizations from Google. Find out what's trending near you right now.

Gauge interest in a topic/search term over time, locations where it's most-searched, and related terms people search for in conjunction with it.

Featured insights

Trump Administration



Search interest in Donald Trump in the last 24 hours

Health Care in the US



Search interest in the ACA vs. the AHCA

Featured insights

Game of Thrones



- House Targaryen
- House Lannister
- House Greyjoy
- House Baratheon
- House Martell

Most searched Game of Throne houses

Most searched Game of Thrones character



- 1 Jon Snow
- 2 Daenerys Targaryen
- 3 Cersei Lannister
- 4 Sansa Stark
- 5 Jaime Lannister

Top questions on Jon Snow



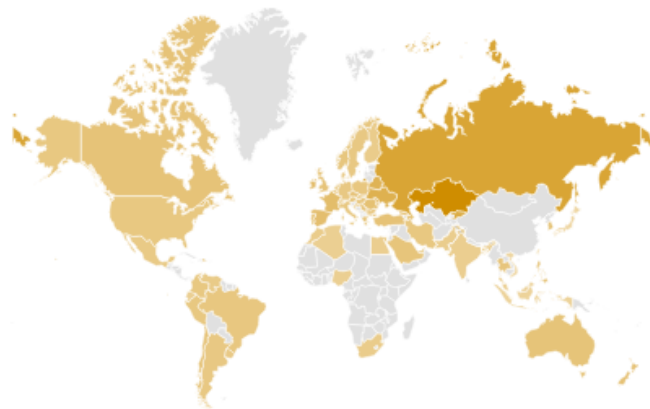
- 1 Who is Jon Snow's father?
- 2 Who is Jon Snow's mother?
- 3 Is Jon Snow a Targaryen?
- 4 Who is Jon Snow?
- 5 What episode does Jon Snow die in?

Trending questions on Game of Thrones



- 1 When does Game of Thrones return?
- 2 What time is Game of Thrones on?
- 3 How to watch Game of Thrones
- 4 How many episodes are in Season 7 of Game of Thrones?
- 5 How many seasons of Game of Thrones will there be?

Search interest in Game of Thrones



Stories trending now



1 Ford Motor Company, Earnings, Net income



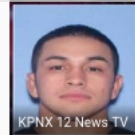
2 France, French Riviera, Corsica



3 Interstate 81, Interstate 77, Interstate 85, Charlotte



4 Yuma, Arizona



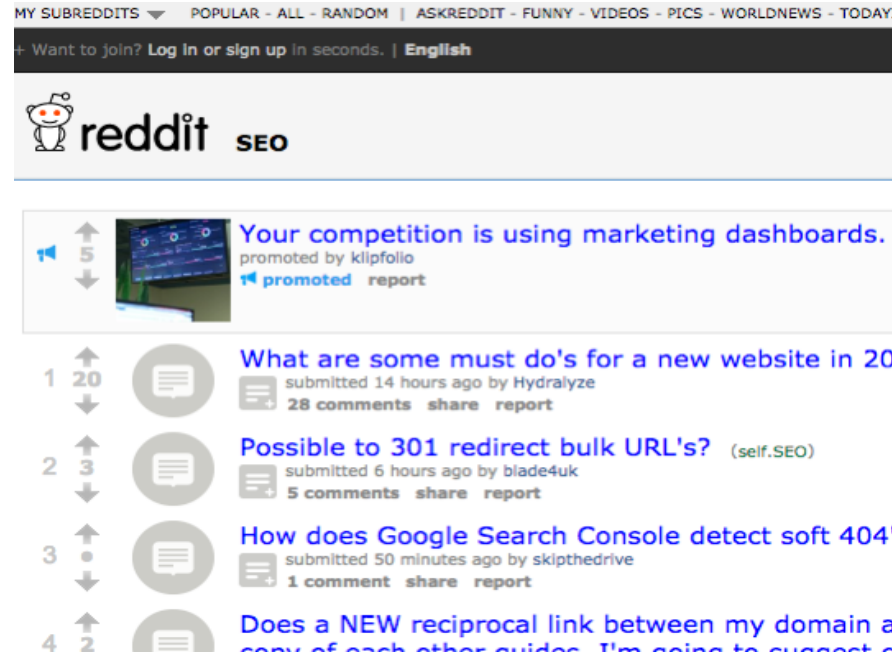
5 Tinder, Good Morning America, Twitter



Reddit! Yes, Reddit is a free and easy way to gauge the pulse of the internet.

Use subreddits specific to your business or industry to get ideas for content and find valuable SEO keywords.

Find out exactly what people like, what's trending and use it in your writing for SEO.



Reddit Bonus Tips:

- *Keep an eye out for posts with question marks. If people are asking Reddit, they are also probably asking Google.*
- *Use [Reddit Metrics](#) to discover popular subreddits and what's currently trending.*

Rank	Reddit	Subscribers
1	/r/announcements	17,777,702
2	/r/funny	17,671,063
3	/r/AskReddit	17,652,773
4	/r/todayilearned	17,474,040
5	/r/science	17,404,492
6	/r/worldnews	17,337,283

Adwords bidding

Adwords:

- *AdWords allows you to own extra real estate on page 1, whether you're currently ranking or not.*
- *If you are ranking on page 1, it's a way to add an extra few percent clickshare with good ads.*
- *If you're not on page 1 with SEO, it allows you to be there without needing a long-term SEO campaign. But, opposed to SEO which gets you free traffic once you're ranking, you have to pay for Adwords everytime somebody clicks.*

Adwords:

Situations that benefit from Adwords bidding

"Branded" vs. "Unbranded"

- *Branded* searches include a company's name or close variant. The audience is ***pre-qualified*** because they are already searching for that brand. Ex. "Heineken" or "Heineken beer"
- *Unbranded* search turns into interruption marketing. Ex. "delicious beer"
- Google trends gives insight into how terms compare with one another rather than a single number for one brand.

Wrap Up

Takeaways:

- **Content** is still KING!
- **Title, Text, Length, Value** - pivotal for writing for SEO
- Use tools like **Ahrefs, Buzzsumo, Google Trends,** and **Reddit** to help your brand's SEO strategy
- Depending on your goal, use Adwords bidding for branded and unbranded search. **Branded search supports organic rankings.**

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