



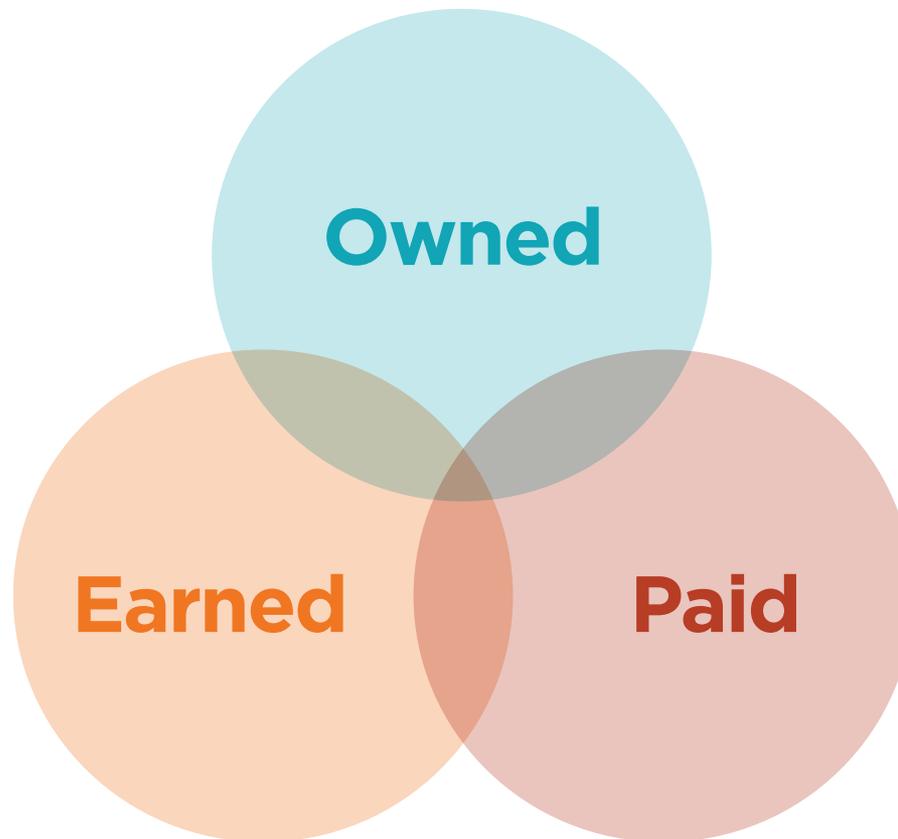
SEO Boot Camp

Using Paid, Earned and Owned Media to Surface Content for SEO

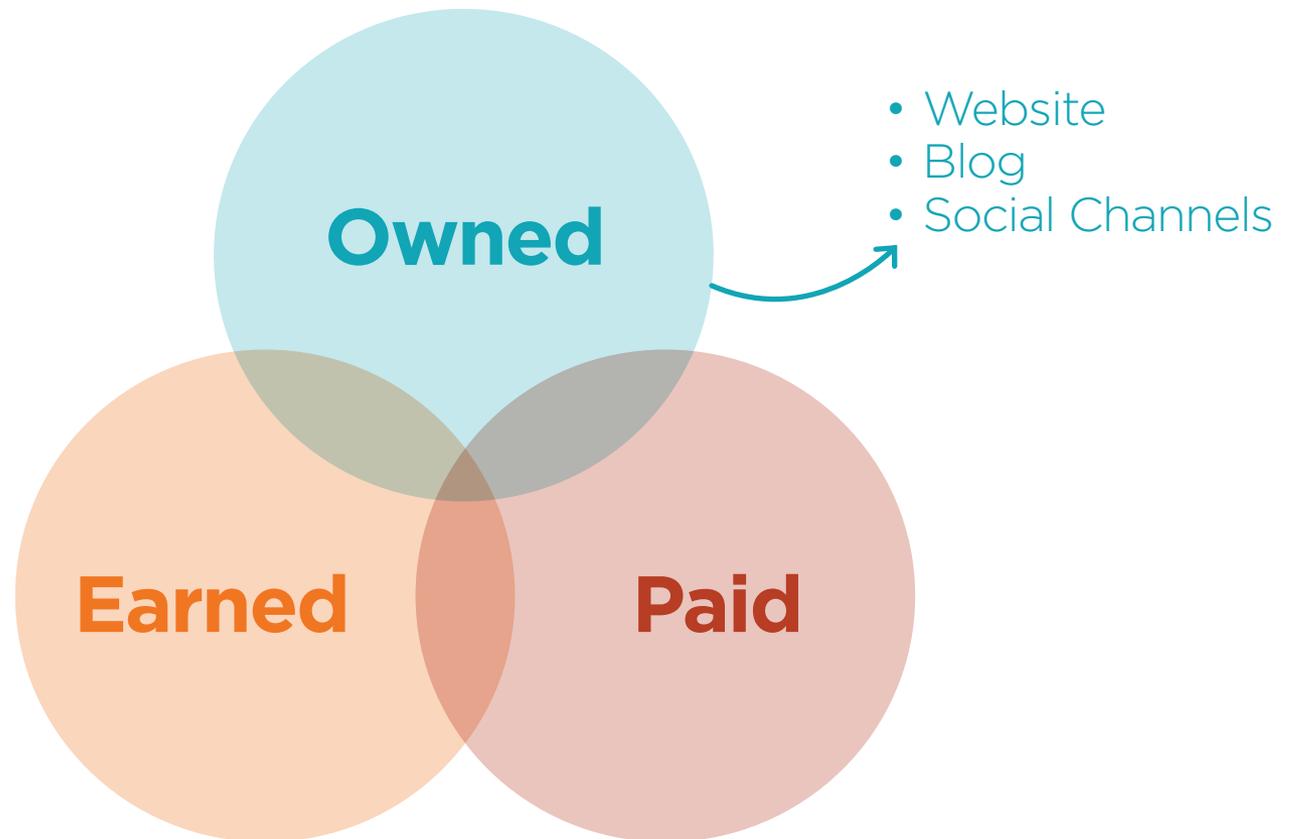
Mike Samec

Vice President of Digital Strategy
G&S Business Communications

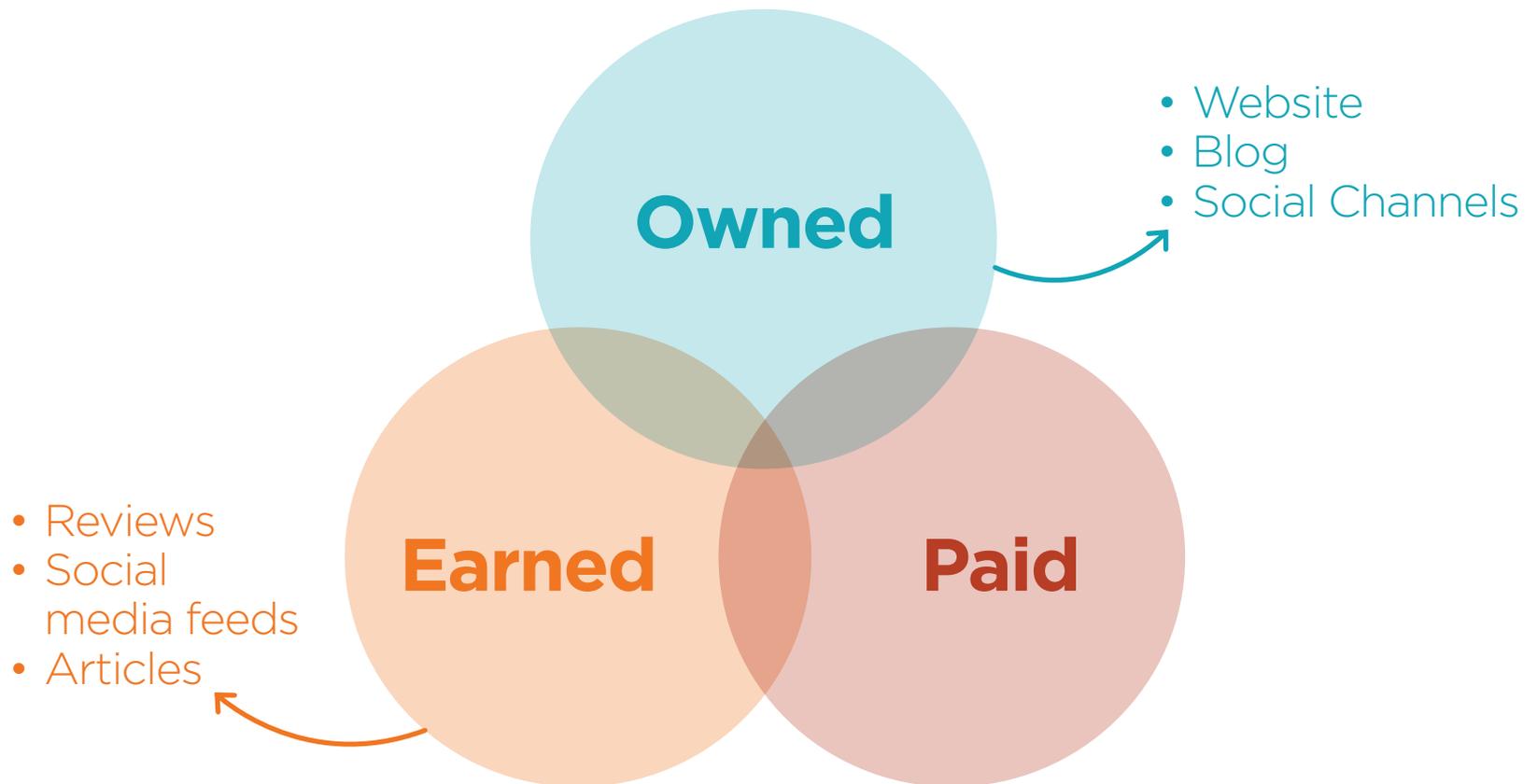
Paid, Owned and Earned Media



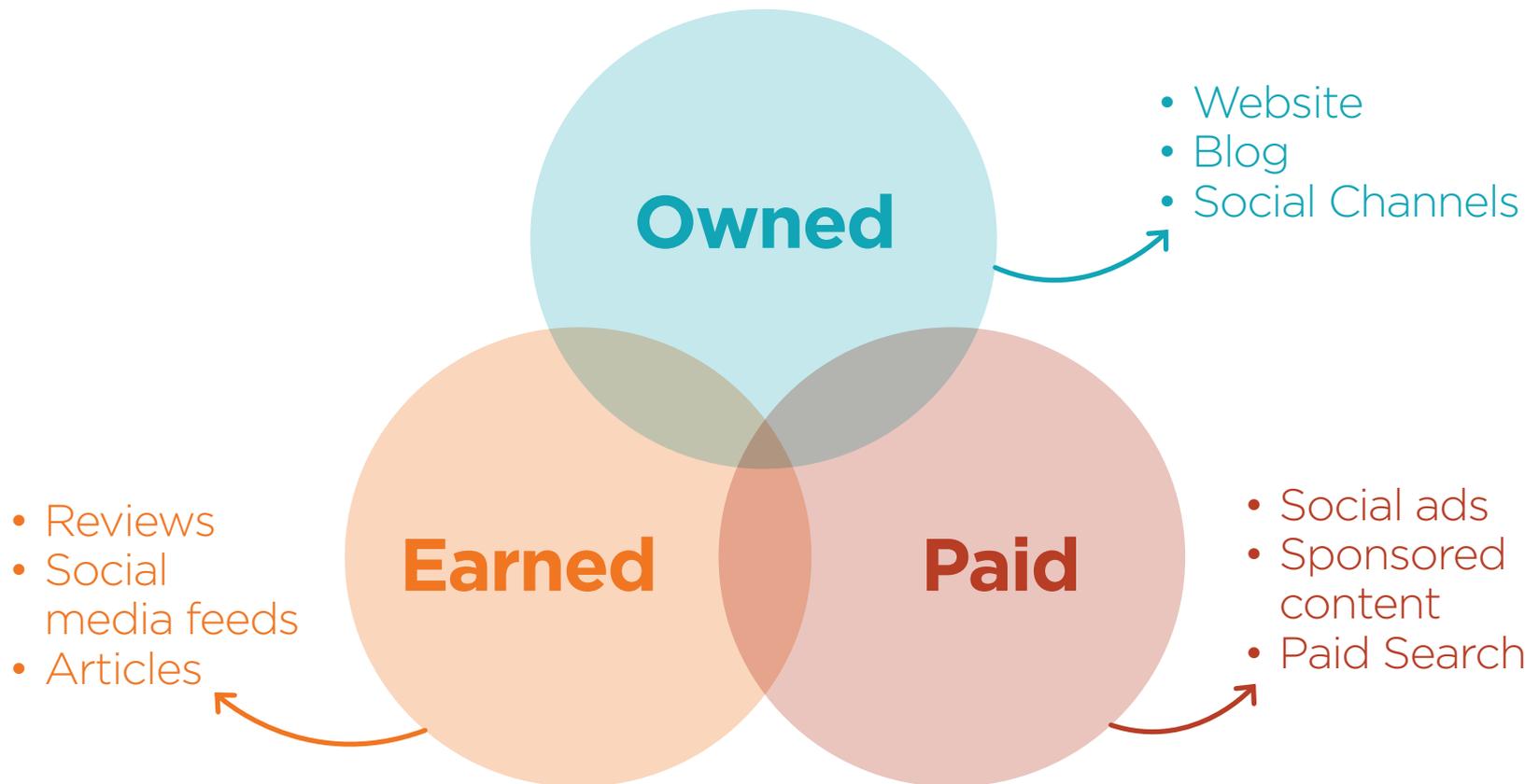
Paid, Owned and Earned Media



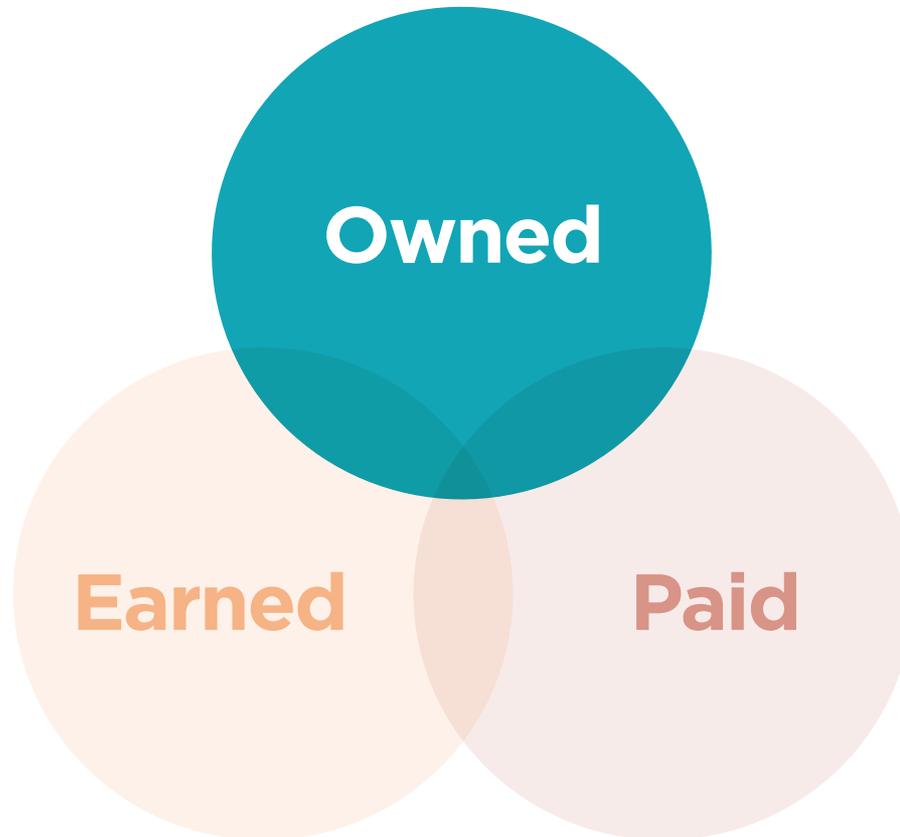
Paid, Owned and Earned Media



Paid, Owned and Earned Media



Owned Media





Control Your Destiny

The laptop screen shows a Google search for 'dogaholics'. The search results include:

- Dog-a-holics** (www.dog-a-holics.com) - A local business listing with address, phone, and services like Daycare, Grooming, Locations, and Boarding.
- Dog-a-holics - Facebook** - A link to their Facebook page.
- Dog-a-holics - Pet Stores - Lakeview - Chicago, IL - Review** - A Yelp review snippet.
- Dog-a-holics - 19 Photos - Pet Services - Lakeview** - A Yelp photo gallery link.
- Dogaholics - Pet Boarding/Pet Sitting - Calgary, AB** - A Yelp review snippet.
- Dog-a-holics (@dogaholics) | Twitter** - A link to their Twitter profile.

External icons with arrows point to these results: Facebook (to the main listing), Twitter (to the Twitter link), and Yelp (to the Yelp review snippet). A dogaholics logo icon is also present on the right side of the screen.

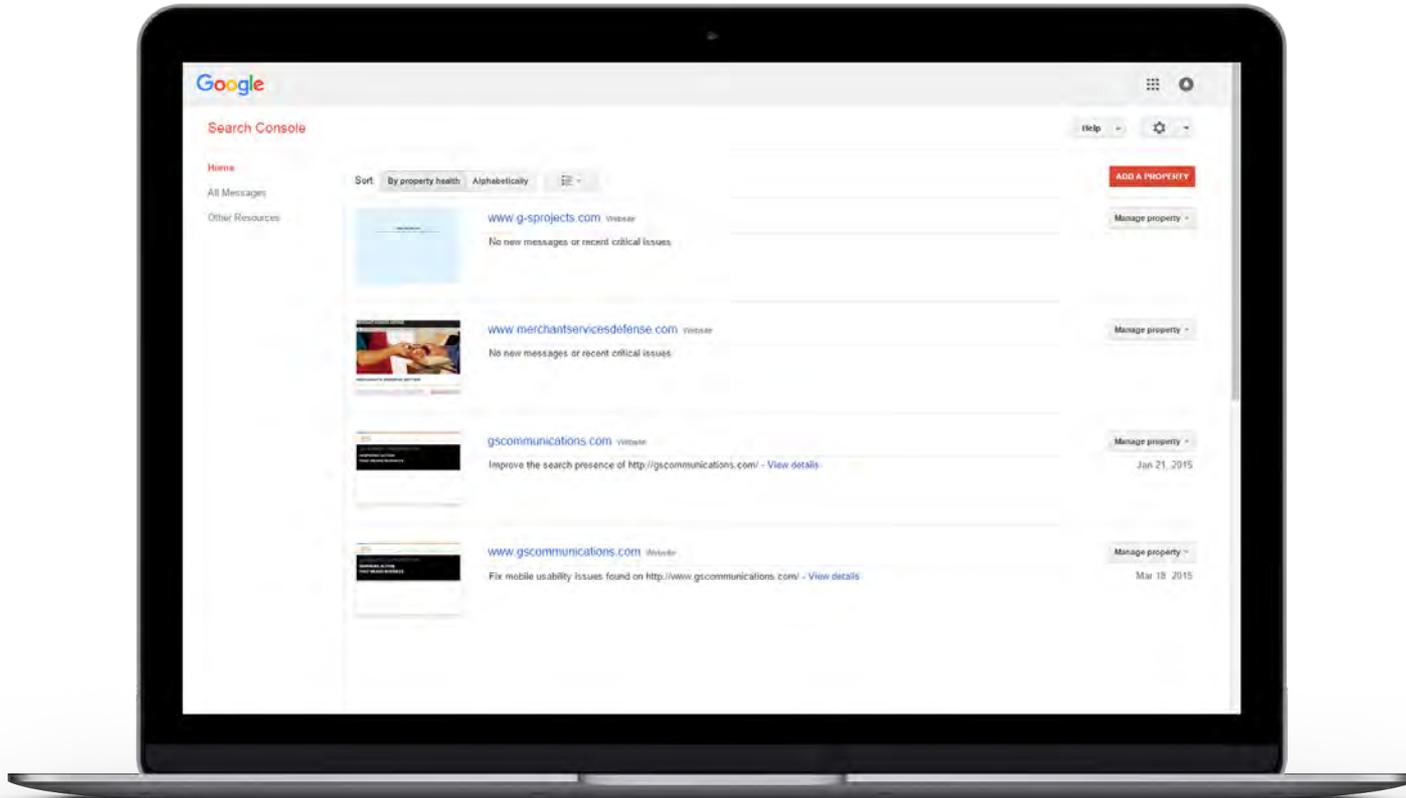


Red Flag - you aren't ranking for branded search terms!





Google Search Console





Where Do You Want to be?





Branded and non-branded terms

Branded

- Dogaholics dog groomers
- Dogaholics pet store
- Dogaholics dog toys

Non-branded

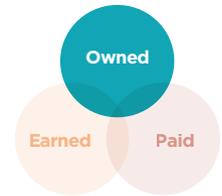
- Dog groomers
- Pet stores
- Dog toys



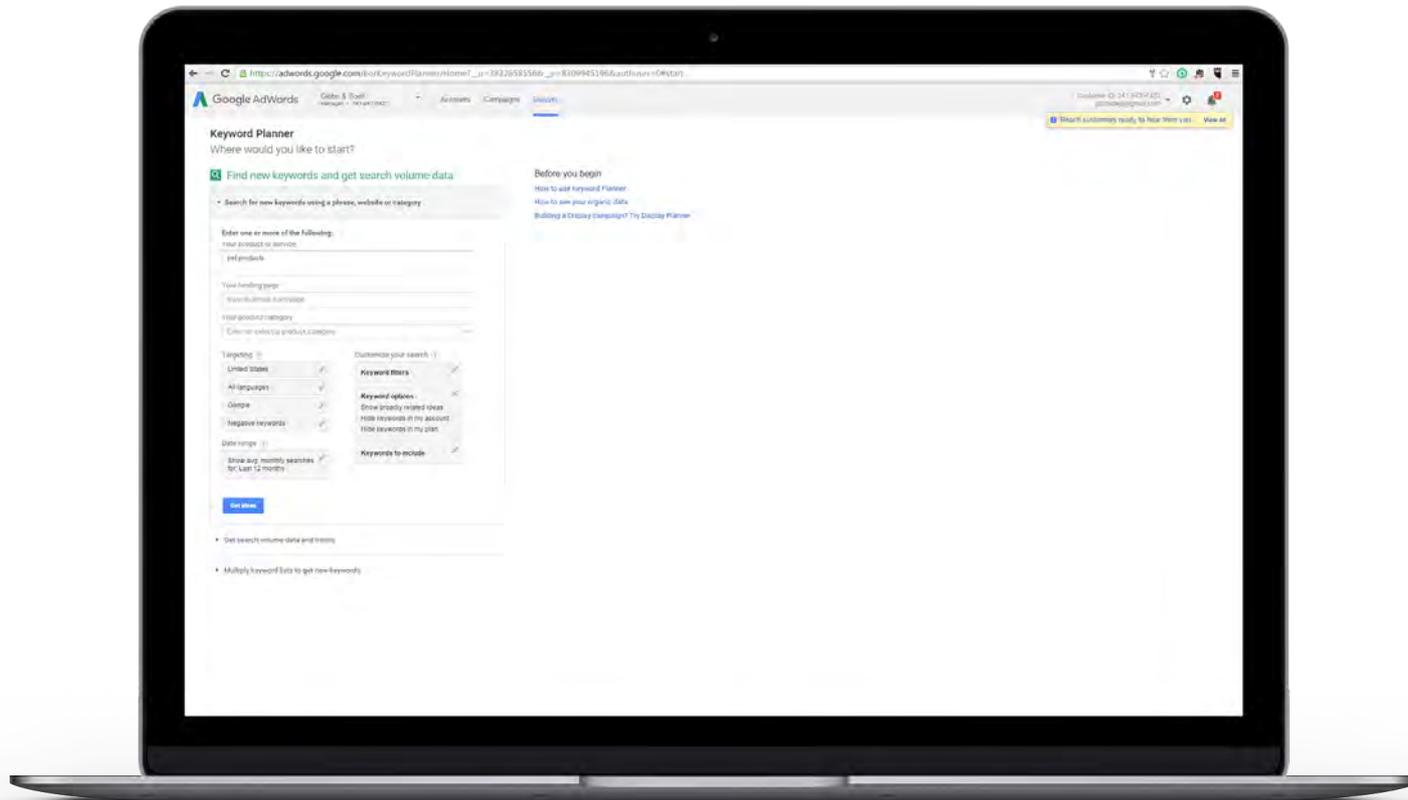


Brainstorm





Start with Keyword Research





Don't be stuck in the middle of nowhere





Fish Where The Fish Are

The screenshot shows the Google Ads Keyword Planner interface. The main table displays search results for the ad group 'Pet Stores'. Two rows are highlighted with blue boxes:

Keyword	Max. CPC	Clicks	Imp.	Cost	CTR	Avg. CPC	Avg. Pos.
<input type="checkbox"/> pet stores	\$0.09	112.00	8,118.08	\$5.67	1.4%	\$0.05	3.09
<input type="checkbox"/> pets store	\$0.09	46.47	3,801.28	\$2.25	1.2%	\$0.05	3.08

Other visible rows in the table include:

- discount pet store: Max. CPC \$0.09, Clicks 0.00, Imp. 4.49, Cost \$0.00, CTR 0.0%, Avg. CPC --, Avg. Pos. 4.14
- pet food stores: Max. CPC \$0.09, Clicks 0.31, Imp. 62.10, Cost \$0.02, CTR 0.5%, Avg. CPC \$0.06, Avg. Pos. 4.66
- pet store: Max. CPC \$0.09, Clicks 33.90, Imp. 3,606.16, Cost \$1.68, CTR 0.9%, Avg. CPC \$0.05, Avg. Pos. 2.70
- pet supply store: Max. CPC \$0.09, Clicks 0.98, Imp. 64.58, Cost \$0.05, CTR 1.5%, Avg. CPC \$0.05, Avg. Pos. 3.64



Pick the Page to Rank





Are You Worthy?





How to know your content is good





Six STEPPS to Go Viral!

Source: Jonah Berger, Wharton School, Univ. of Pennsylvania



Six STEPPS to Go Viral!



**Social
Currency**

Source: Jonah Berger, Wharton School, Univ. of Pennsylvania



Six STEPPS to Go Viral!



Source: Jonah Berger, Wharton School, Univ. of Pennsylvania



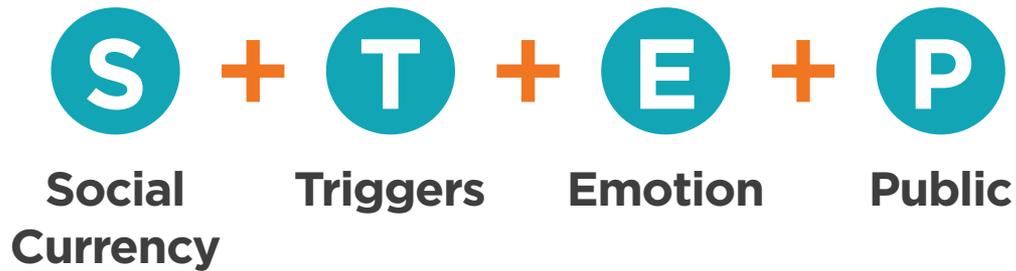
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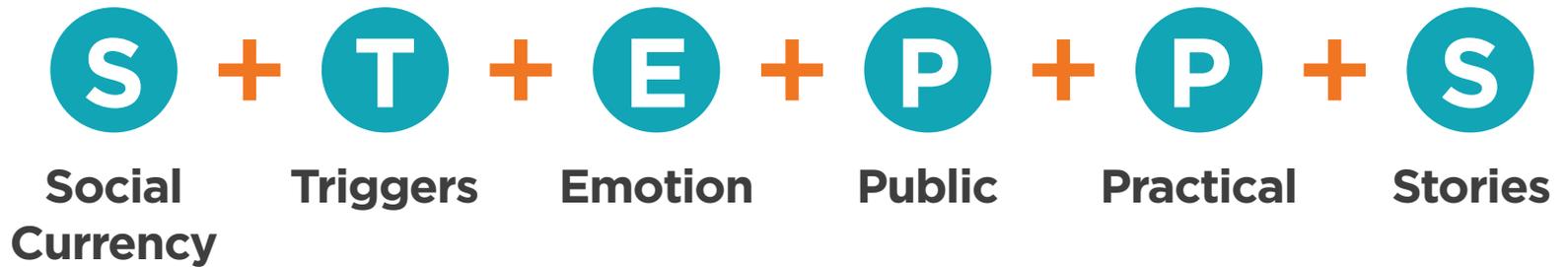
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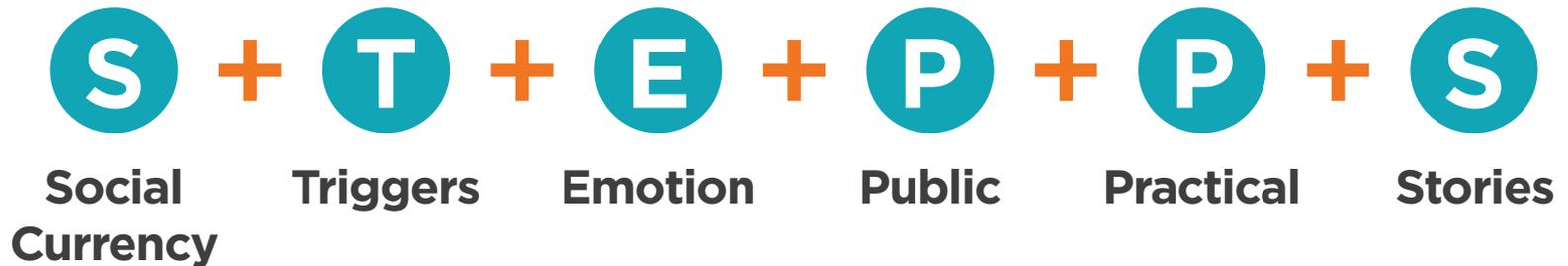
Six STEPPS to Go Viral!



Source: Jonah Berger, Wharton School, Univ. of Pennsylvania



Six STEPPS to Go Viral!



= Viral

Source: Jonah Berger, Wharton School, Univ. of Pennsylvania

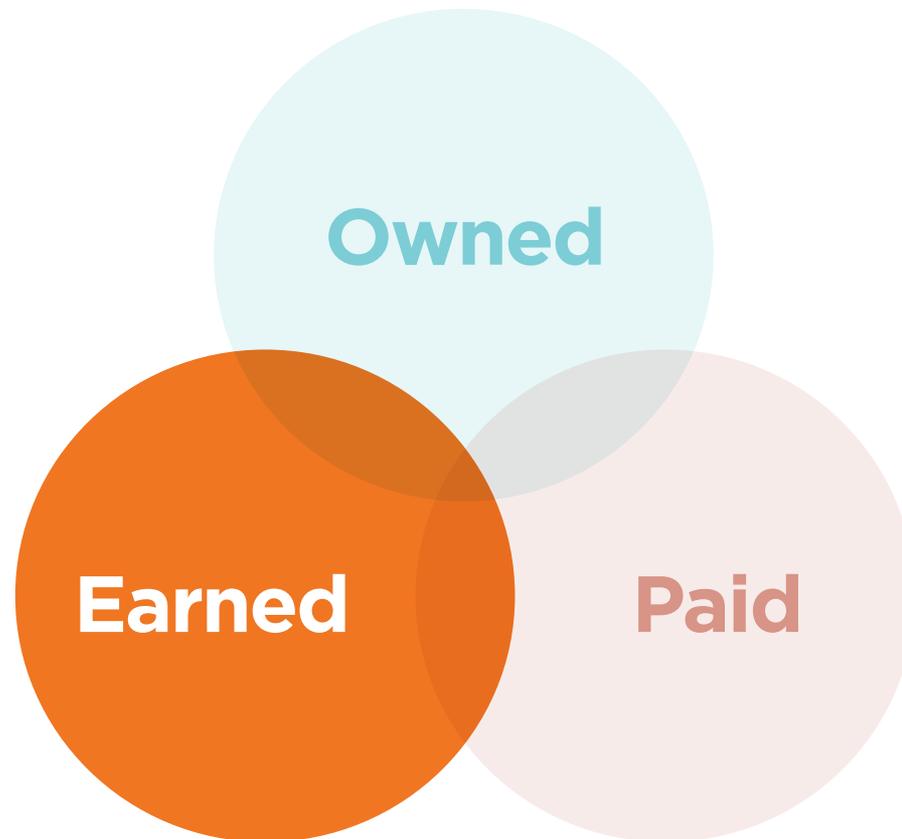


How to own Owned

- Ensure your site is indexed.
Install Google search console
- Add your street address to website.
Store hours for retail/consumer
- Create social channels!



Earned Media





Extend Your Reach





Third Party Credibility





Sentiment





Identify Key Influencers



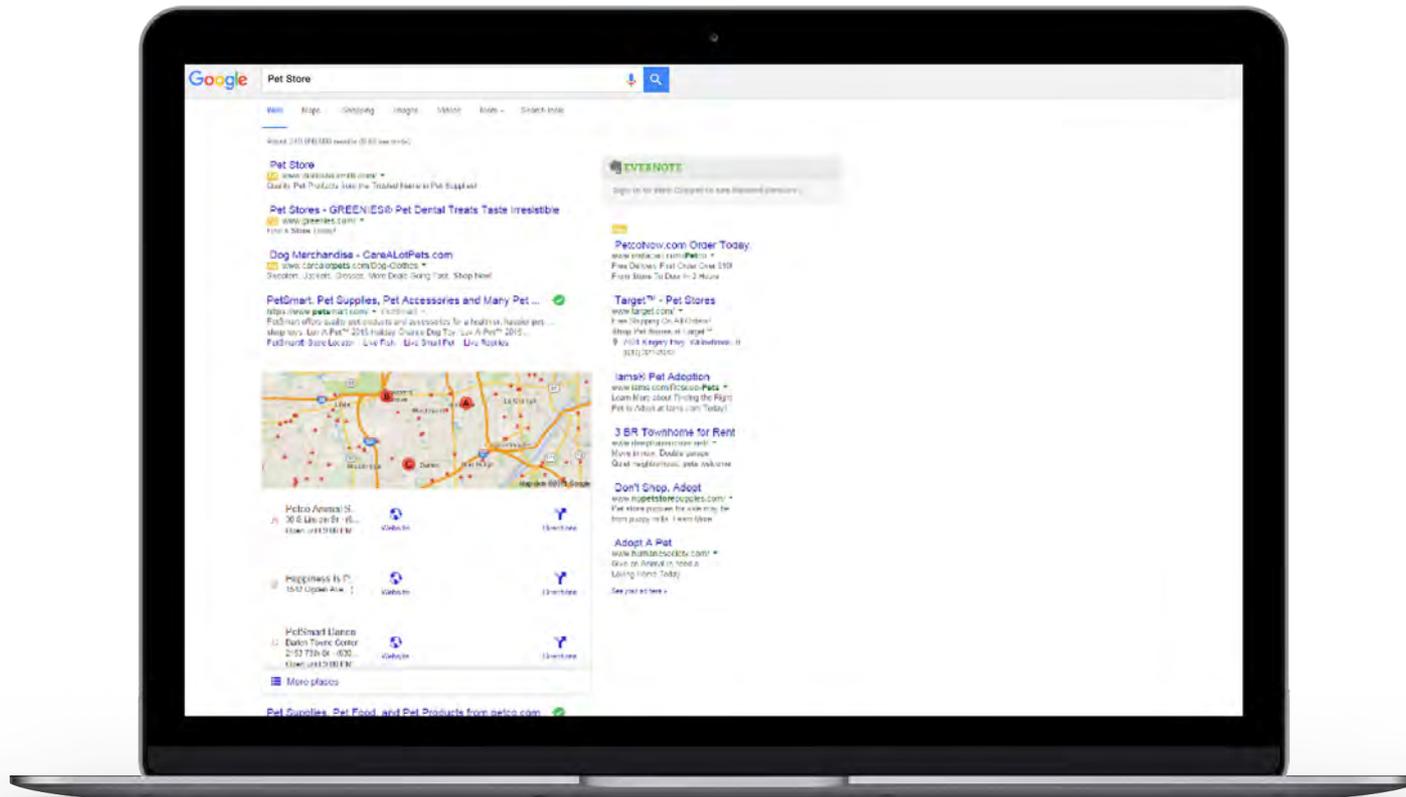


Other Resources



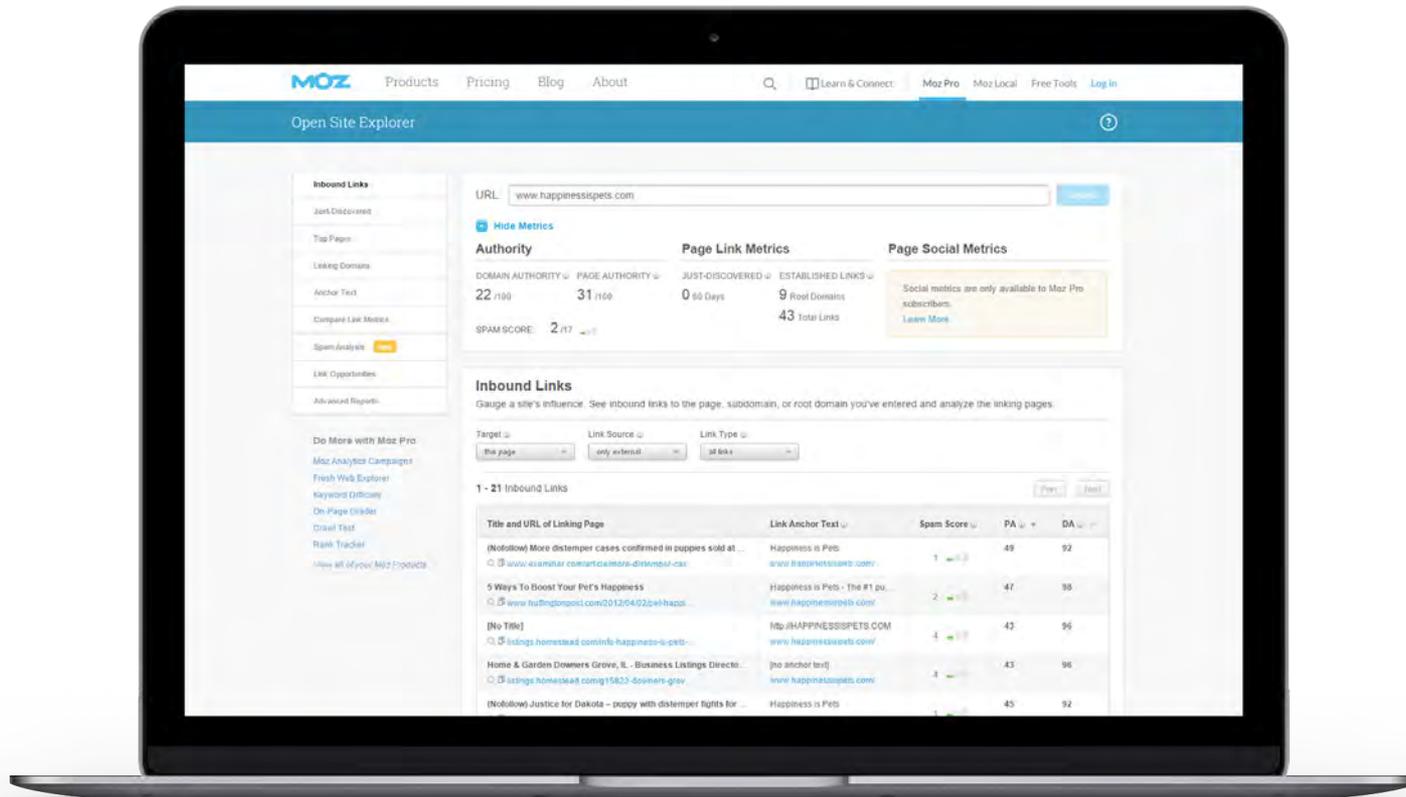


Who already ranks?



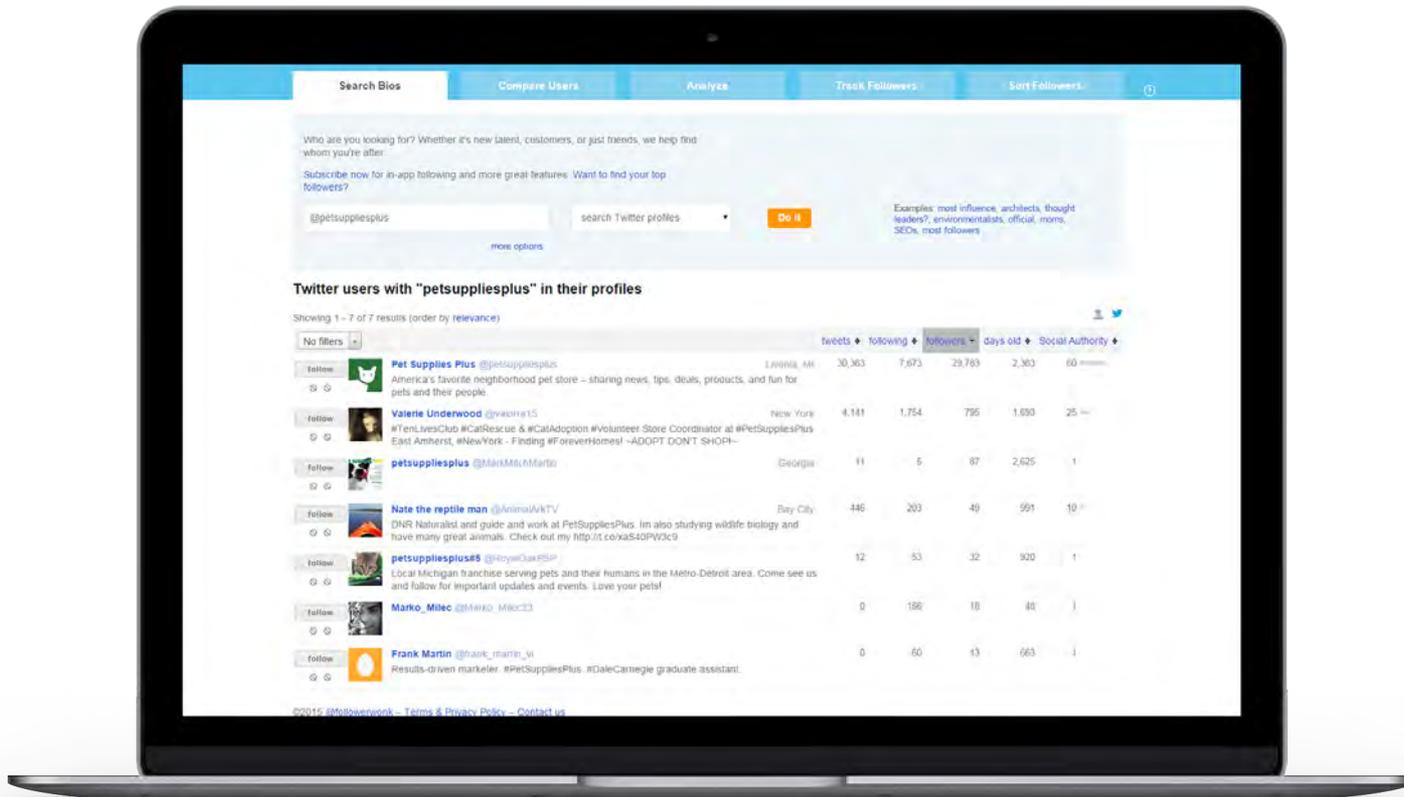


Competitor Intel





Find Social Followers





Pitch It





Article Pick-Up



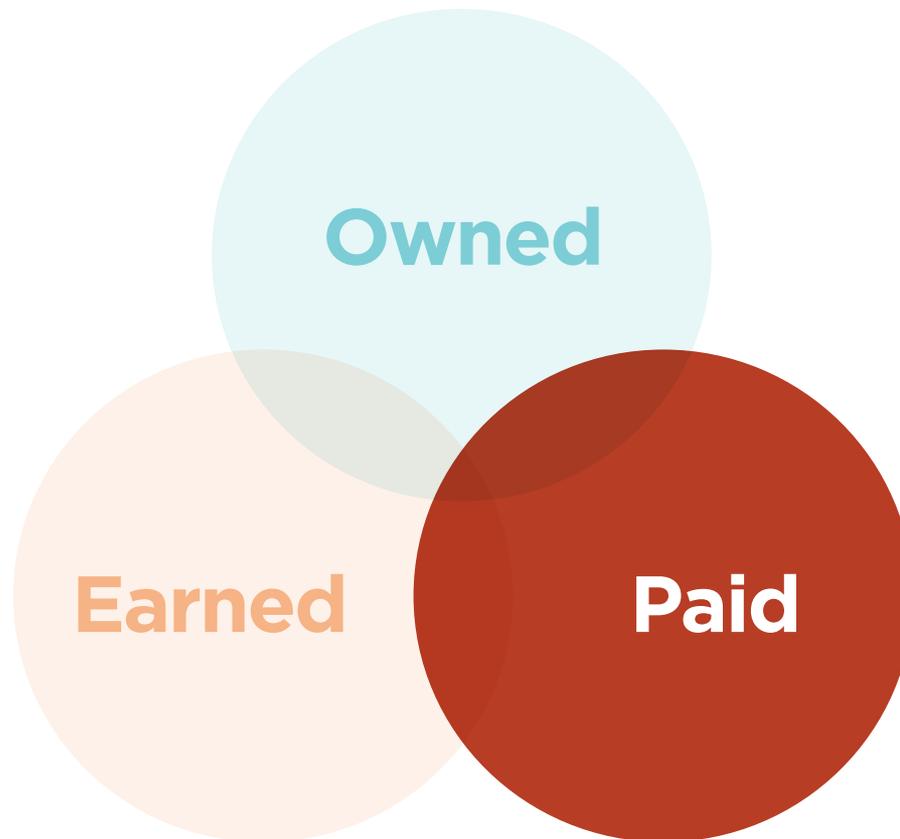


Earn Earned

- Create share-worthy content
- Tell a story
- Pitch it!



Paid Media





Go Live Faster





Extend Your Reach





Boost on Social

Suggested Post

UNTUCKit
Sponsored · 🌐

Shirts designed so well, GQ called us 'Perfection'. Enjoy free shipping & returns on all orders.



UNTUCKit | Casual Button-Down Shirts Designed to be Untucked [Shop Now](#)

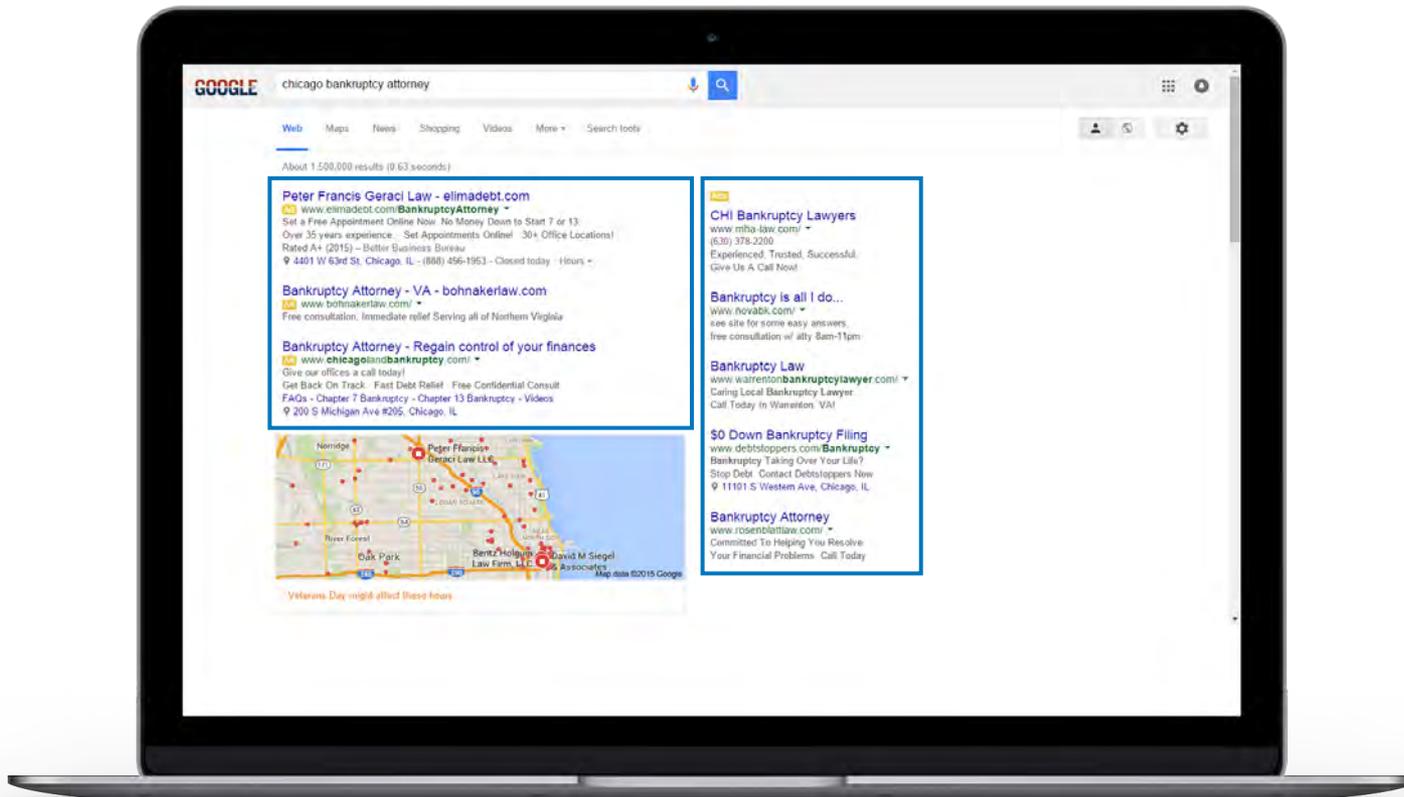
UNTUCKit | Casual Button-Down Shirts Designed to be Untucked

363 Likes 35 Comments 34 Shares

👍 Like 💬 Comment ➦ Share 🏠 Hootlet

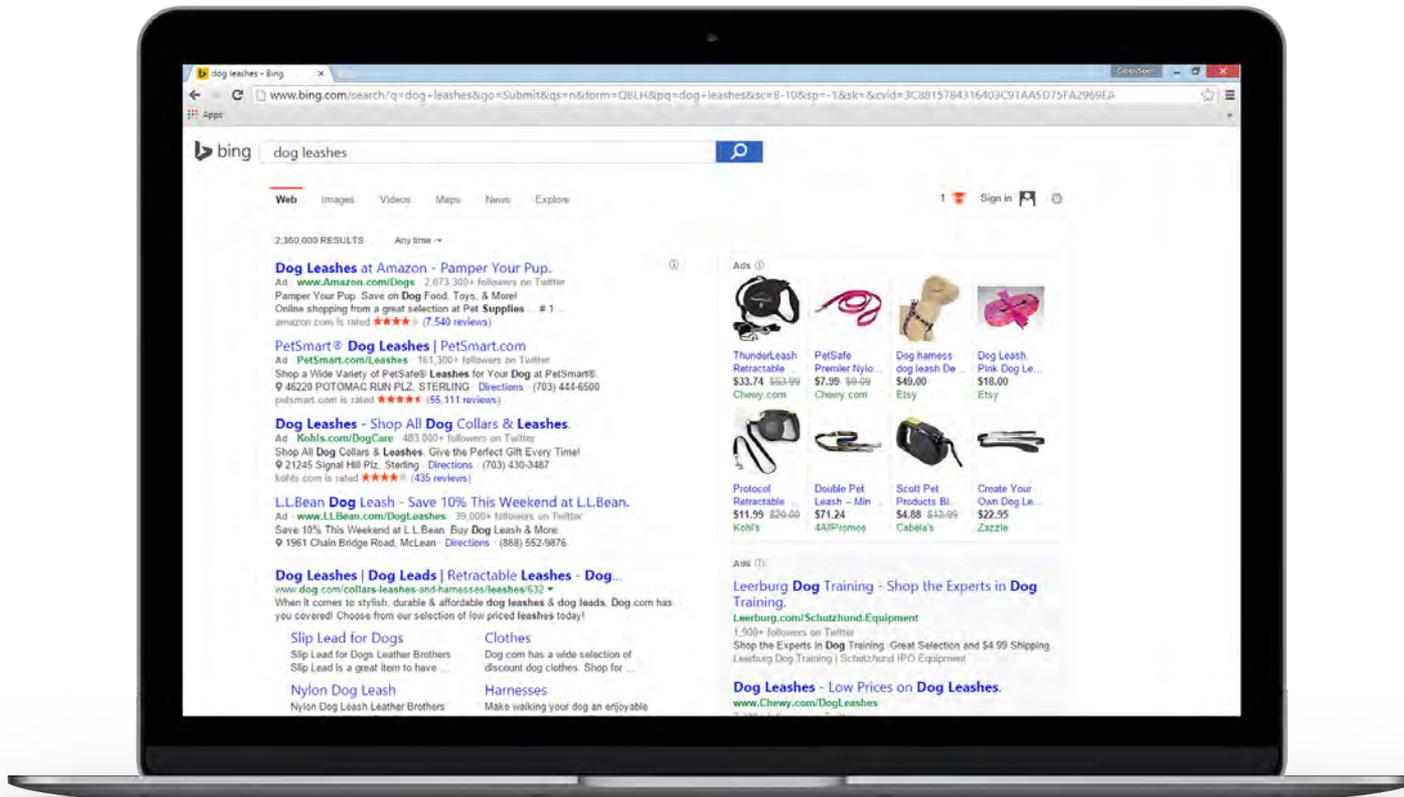


Paid does show up in Search



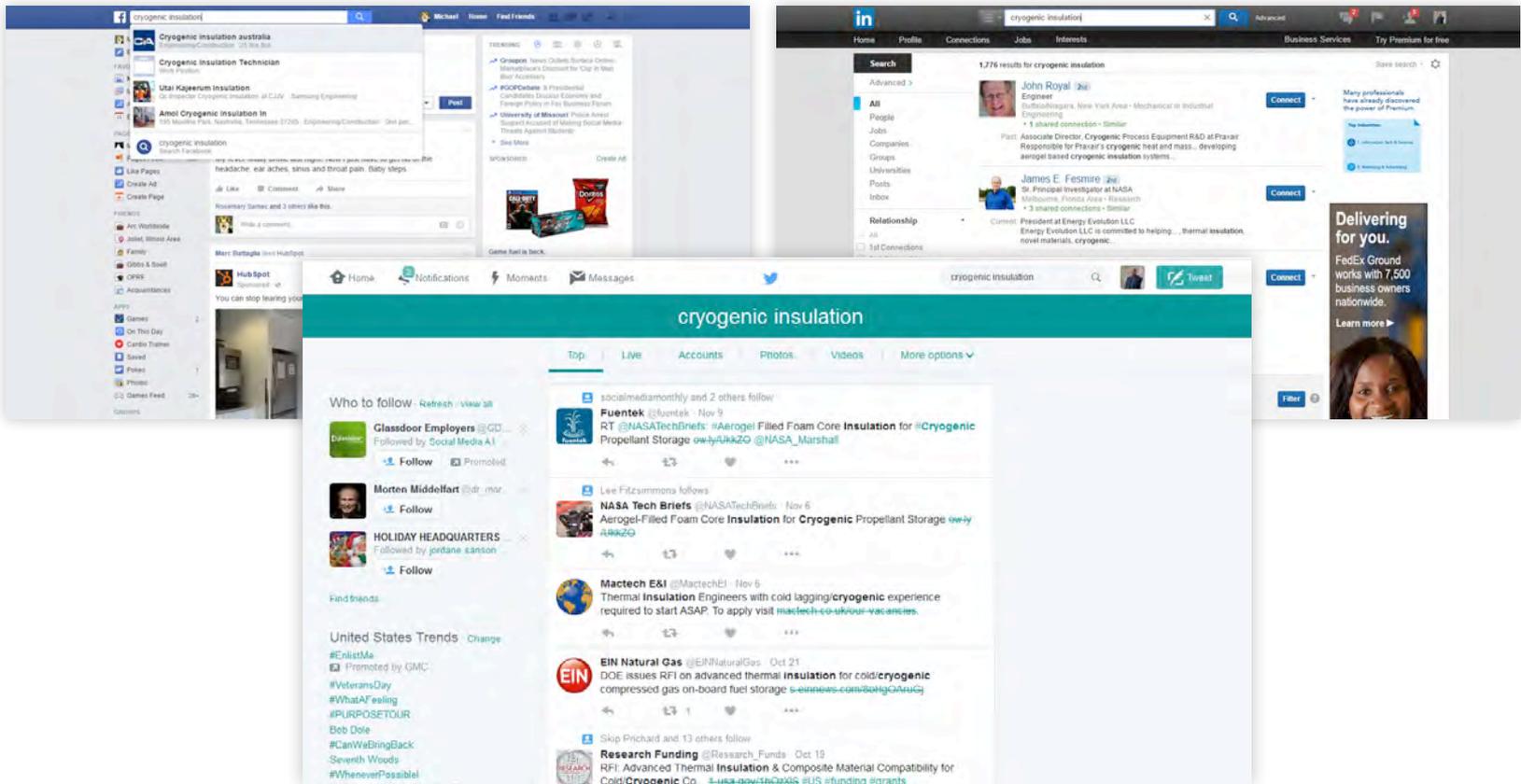


Don't forget Bing





Social channels have Search too





Pay to Own





Buying Paid

- Extend reach, faster
- Social ads can earn attention
- Paid search to promote, block competitors
- Don't forget sites other than Google



Bringing It All Together



Your 3-step Plan to using Owned, Earned and Paid

- **Start with owned** because, you own it
- **Earn it.** Tell a story worth sharing
- **Pay up.** Increase your reach and opportunity through strategic purchases

