



**for Communicators**

# About Me

- Started using Google in 1999
- 16 years experience in Digital PR
- Developed the Google Analytics PR Dashboard
- @sallyfalkow on Twitter
- [www.proactivereport.com](http://www.proactivereport.com)
- 2014 Top Social Media Influencers on Twitter (Cision)
- 2015 PR/Tech Honoree

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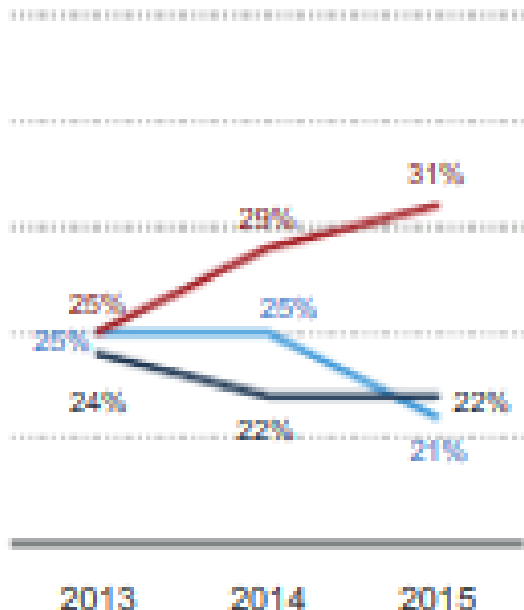
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# MEDIA SOURCES: SEARCH ENGINES NOW USED FIRST AND MOST

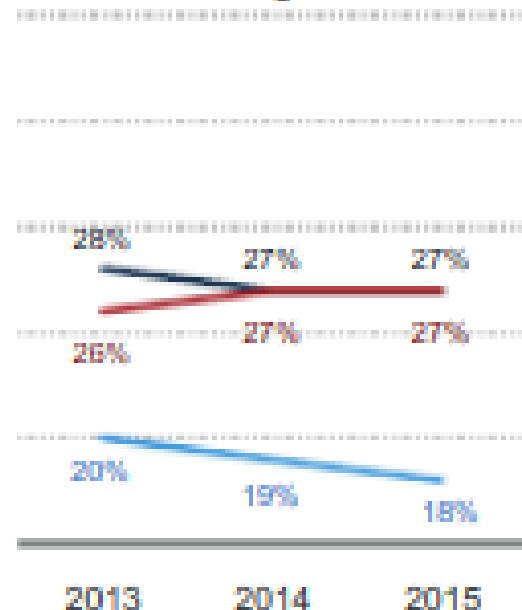
Sources used for information about business (20-country global data)

 NEWSPAPERS  TELEVISION  ONLINE SEARCH

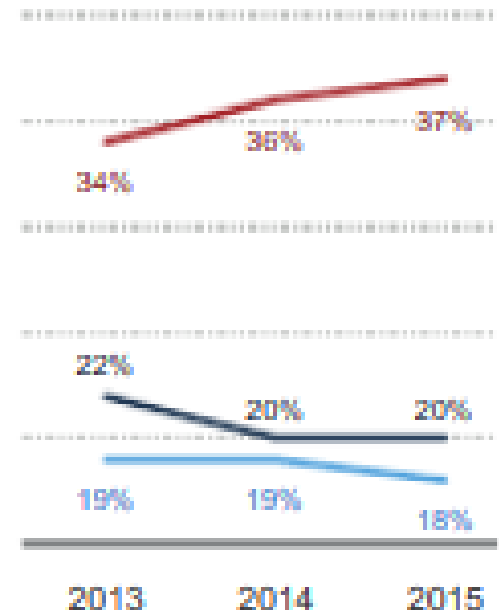
### The First Source for General Information



### The First Source for Breaking News

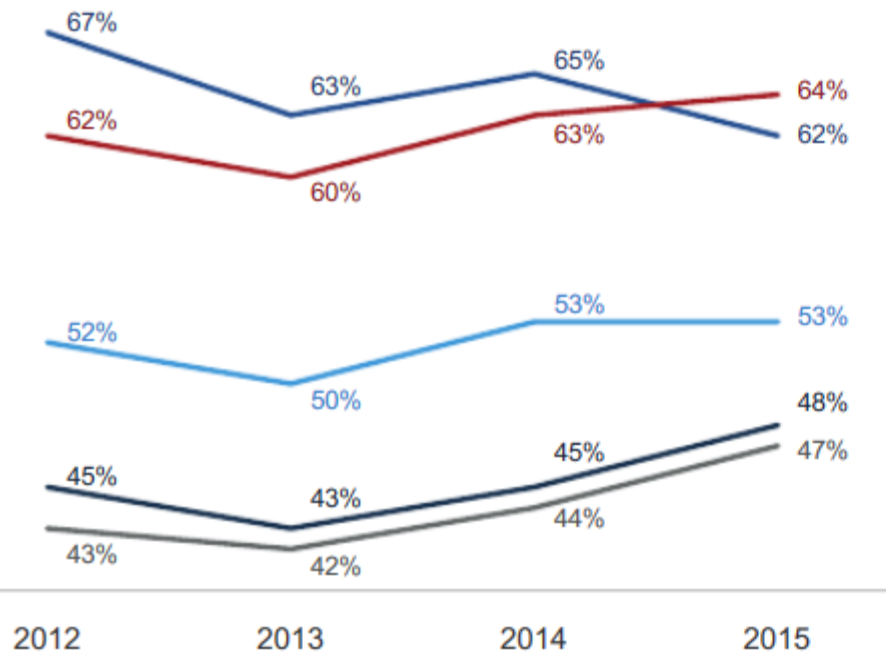


### Source Used Most to Confirm/Validate News



## MEDIA SOURCES: SEARCH ENGINES NOW MOST TRUSTED

Trust in each source for general news and information (20-country global data)



Millennials Are Even More Trusting Of Digital Media

Online Search Engines	72% (+8)
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Traditional Media	64% (+2)
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Hybrid Media	63% (+10)
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Social Media	59% (+11)
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Owned Media	57% (+10)
-------------	-----------

# What Does Google Want?

## Google's mission:

To organize the data on the Web

To give people using their search engine the most relevant and useful results



# 2016 Ranking Factors

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# Inbound links

The image shows the word "Google" in its characteristic multi-colored font. The two 'o's in the middle are replaced by two circular icons, each containing a white paperclip symbol on an orange background, representing inbound links.

- Seen as 3<sup>rd</sup> party endorsement
- The number of unique referring domains was the strongest correlation in the entire study
- **Key Takeaway:** Getting links from a diverse group of domains is extremely important for SEO



# Domain Authority

- The age, relevance of content and number of links to the root domain
- The strength of the domain that your page lives on is more important than the page itself
- **Key Takeaway:** Increasing the number of links from diverse sources to your site may improve rankings for *other* pages on your site

# Content & SEO

If you create readable, high-quality content, your search rankings will naturally increase

@neilpatel #SEO

# Content & SEO

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, red).

gluten free desserts

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# Relevant Content

[OUR PRODUCTS](#) [GET RECIPES](#) [ABOUT US](#)



[THRIVE BLOG](#) [STORE FINDER](#) [SITE SEARCH](#)

## Cookies 'N Cream Gluten Free

ALMONDMILK DAIRY-FREE FROZEN DESSERT

[NUTRITION & ALLERGEN INFO](#)

[FIND THIS IN A STORE NEAR YOU](#)



Download COUPONS!

FREE GLUTEN FREE GLUTEN FREE GLUTEN FREE GLUTEN FREE  
FREE GLUTEN FREE GLUTEN FREE GLUTEN FREE GLUTEN FREE

NEW!



DAIRY FREE RECIPE

GLUTEN-FREE BANANA FLAX PANCAKES

YOU MIGHT ALSO LIKE

ALMONDMILK FROZEN DESSERTS - COOKIES 'N CREAM

WHAT'S SO GREAT ABOUT ALMONDS?

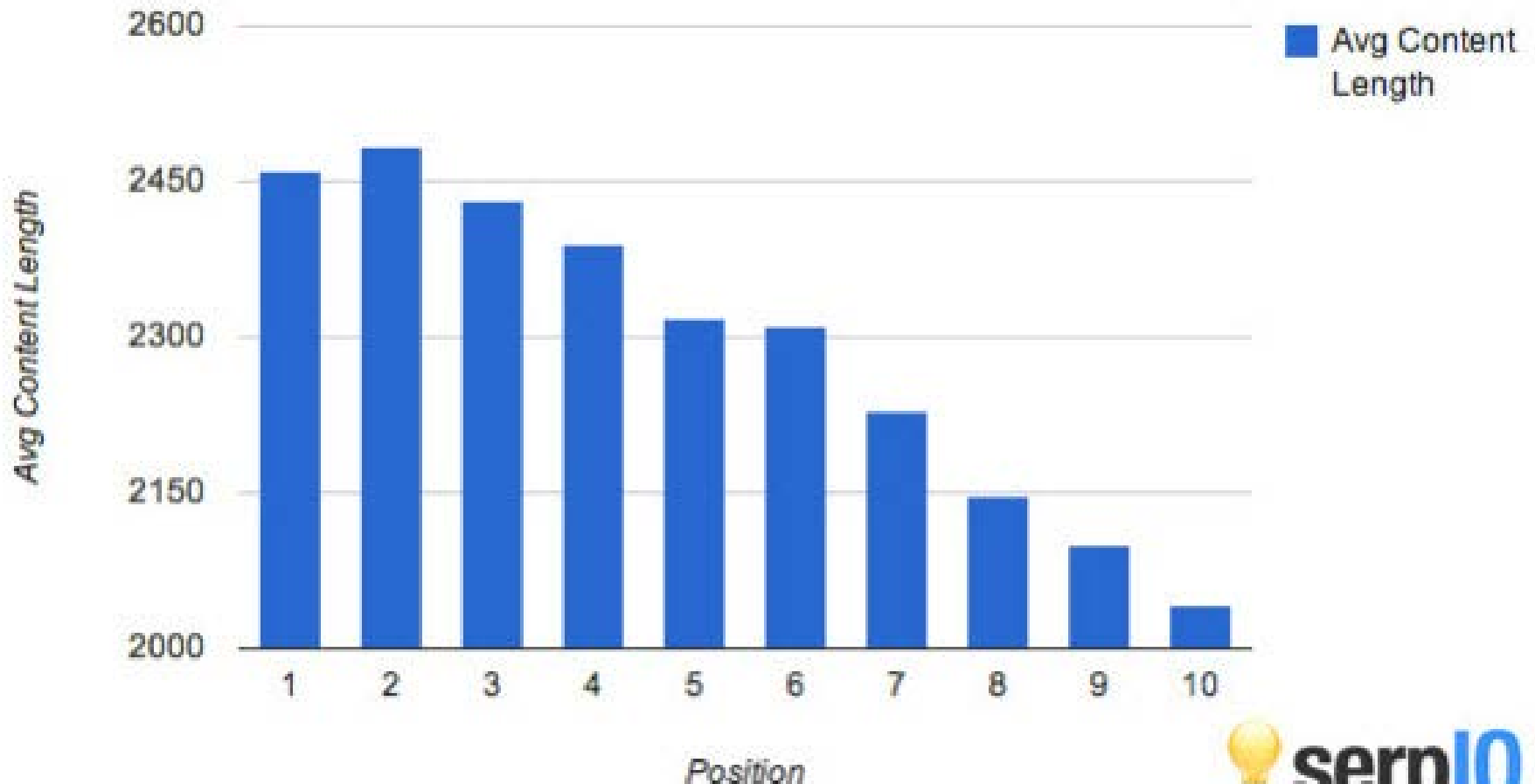


[More](#)

*I can't wait to try this!*

# Longer Content

## Avg. Content Length of Top 10 Results



# Security of the Site



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# Original Images

## David Lerner Associates News

**Diversity & Appearance**  
02/06/2014 Maplewood Street Fair  
04/01/2014 Columbus Market  
04/02/2014 St. Anthony Festa de Italiana

**Video**  
02/06/2014 Maplewood Street Fair  
04/01/2014 Columbus Market  
04/02/2014 St. Anthony Festa de Italiana

**Images**  
02/06/2014 Maplewood Street Fair  
04/01/2014 Columbus Market  
04/02/2014 St. Anthony Festa de Italiana

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Marth Walcoe  
Executive Vice President  
David Lerner  
David Lerner Associates  
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**Article Links**  
Retirement Planning  
Estate Planning  
College Planning  
Social Security  
Taxes  
Women and Finances  
Marriage and Money  
Life Insurance  
Journals  
Budgeting  
Debt  
Financial Literacy  
Age Based Info  
Family

### Featured Story



**David Lerner Associates: Millennials Can Create a Lifelong Wealth Plan**  
02/02/2014 - For a highly educated generation, Millennials show a surprising inexperience in certain areas of money management and a generation that lacks secure pensions will certainly need to prepare for their twilight years.

### David Lerner Associates News

**David Lerner Associates: Mother Knows Best**  
02/18/2014 - Motherly love goes a long way, and motherly advice apparently is more important than one might think. With Mother's Day recently being celebrated, as Americans armed themselves with bouquets of flowers, yummy chocolates and tear-jerking greeting cards, one thing that may not have been on the top of their list of things to consider was mom's money advice.

**David Lerner Associates: Money Starts Millennials**  
02/11/2014 - They watched their parents' finances crushed in the recession and their own financial outlook darken in the times following, but Millennials are now taking their financial IQ collectively.

**David Lerner Associates: Retirement, Communication, and Marriage**  
02/12/2014 - Planning for a blissful retirement can be worth sometimes. There are a lot of details to consider, and even more so as a married couple, and even more there are children involved. It's the most comfortable conversation to have with your spouse, but certainly is important.

### Retirement Planning Information

**David Lerner Associates: How to Fix Your Retirement Planning**  
02/02/2014 - Retirement planning can be an activity that if done right could provide a much needed comfort zone post-employment. However, there are some pitfalls and definite ways to do it wrong. Here are some of the major errors that are made in the planning process, and how to correct them.

**Re-think Your Retirement Strategies**  
01/07/2014 - One importance of your financial well-being you should be thinking about in January is retirement. The good news is that Americans saved more in 2013 - a 14.0% from 4.9% in 2012. The bad news is that less of the money went to retirement funds.

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RST Investments | Subscribe | RSS  
Retirement Planning Information | Subscribe | RSS  
Women's Financial Literacy | Subscribe | RSS

**Tags**

college planning | David Lerner Associates | debt | education | family | financial | financial advice | financial literacy | financial planning | fraud | gender gap | investment | marth walcoe | money | retirement | retirement planning | savings | social security | taxes | women and finances

For Individuals | For Business | For Brokers & Consultants | About | Careers

Overview | Corporate Profile | Investor Relations | Press Room | Advertising | Privacy

Press Releases | U.S. Media Contacts

### Press Room

July 25, 2012	NAMES	CHIEF FINANCIAL OFFICER
July 25, 2012	ADVICE FOR AMERICANS ON HOW TO HANDLE INTER-GENERATIONAL FINANCIAL OBLIGATIONS, FREE FROM THE	MATURE MARKET INSTITUTE
July 25, 2012	HOLD CONFERENCE CALL FOR SECOND QUARTER 2012 RESULTS	
July 12, 2012	RESOURCES OFFERS ONLINE FIDUCIARY QUIZ TO HELP PLAN SPONSORS UNDERSTAND THEIR FIDUCIARY RESPONSIBILITIES	
June 27, 2012	TO HOLD CONFERENCE CALL FOR SECOND QUARTER 2012 RESULTS	
June 11, 2012	AUTO & HOME@ INSURANCE NOW AVAILABLE TO MEMBERS OF JNLIMITED	
June 06, 2012	PLAN SPONSORS AND RECORDKEEPERS AGREE THAT RETIREMENT INCOME WILL BE "THE BIGGEST TREND" OVER NEXT FIVE YEARS	
June 04, 2012	GLOBAL TALENT SHORTAGE WORRIES MULTINATIONALS MORE THAN REVOLUTION OR RECESSION, ACCORDING TO NEW REPORT FROM MAXIS GLOBAL BENEFITS NETWORK	
May 24, 2012	U.S. BEHIND LATIN AMERICA IN GROWTH OF LABOR FORCE	
May 23, 2012	TO OUTLINE STRATEGIC PLAN TO DRIVE SHAREHOLDER VALUE	
May 21, 2012	BENEFITS ENROLLMENT PROGRAM HAS NEW FEATURES, AVAILABLE TO MORE EMPLOYERS	
May 16, 2012	TO PAY ELIGIBLE LIFE INSURANCE POLICYHOLDERS \$1.36 BILLION IN POLICY DIVIDENDS	
May 15, 2012	DECLARES SECOND QUARTER 2012 PREFERRED STOCK DIVIDENDS	
May 15, 2012	TO HOLD INVESTOR DAY	
May 09, 2012	TO PURCHASE REYNOLDS PLANTATION	
May 08, 2012	TO LEAD	ASIA REGION
May 04, 2012	HALF OF GEN Y WORKERS SURVEYED LACK DISABILITY INSURANCE	
May 01, 2012	ANNOUNCES LAUNCH OF ITS MANAGED DENTAL PRODUCTS IN NEW YORK AND NEW JERSEY	

**Related Links**

- Corporate Profile
- Executive Biographies
- Our Businesses
- Investor Relations
- Board of Directors
- Advertising
- Foundation


**Press Release Archives**

- 2012
- 2011
- 2010
- 2009

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# Keyword in Title Tag

Google  

All News Videos Images Shopping More ▾ Search tools

About 40,400,000 results (0.46 seconds)

## [How to optimize your news site • Yoast](#)

[yoast.com](#) › [Academy](#) › [SEO blog](#) › [General SEO](#) ▾ Yoast ▾

Mar 3, 2016 - If your website is all about news, there's quite a lot that can be done to optimize your news site for search engines (and your users in the ...

## [SEO News & Topics - Entrepreneur](#)

<https://www.entrepreneur.com/topic/seo> ▾ Entrepreneur ▾

The latest news, videos, and discussion topics on SEO. ... SEO Is Now 'Search Experience Optimization' - 17 Ways To Immediately Improve Your Website Traffic.

## [Optimizing News for Searchers, Search Engines & News Publ...](#)

<https://searchenginewatch.com/.../optimizing-news-...> ▾ Search Engine Watch ▾

Mar 26, 2012 - News search optimization is a daunting task for any news publisher or marketer. News search has ballooned both on search engines and news ...

## [Alltop - Top SEO \(Search Engine Optimization\) News](#)

[seo.alltop.com/](http://seo.alltop.com/) ▾

Search engine optimization news and headlines from across the web.

## [News Search Engine Optimization Tips You Should Know](#)

[www.toprankblog.com/2010/02/news-seo-tips/](http://www.toprankblog.com/2010/02/news-seo-tips/) ▾

★★★★★ Rating: 3.2 - 5 votes

Recently I was invited to give a basics webinar on optimizing news content for search. The intersection of search and PR/communications are obviously som.



# Load Speed

## What can lower your page speed?

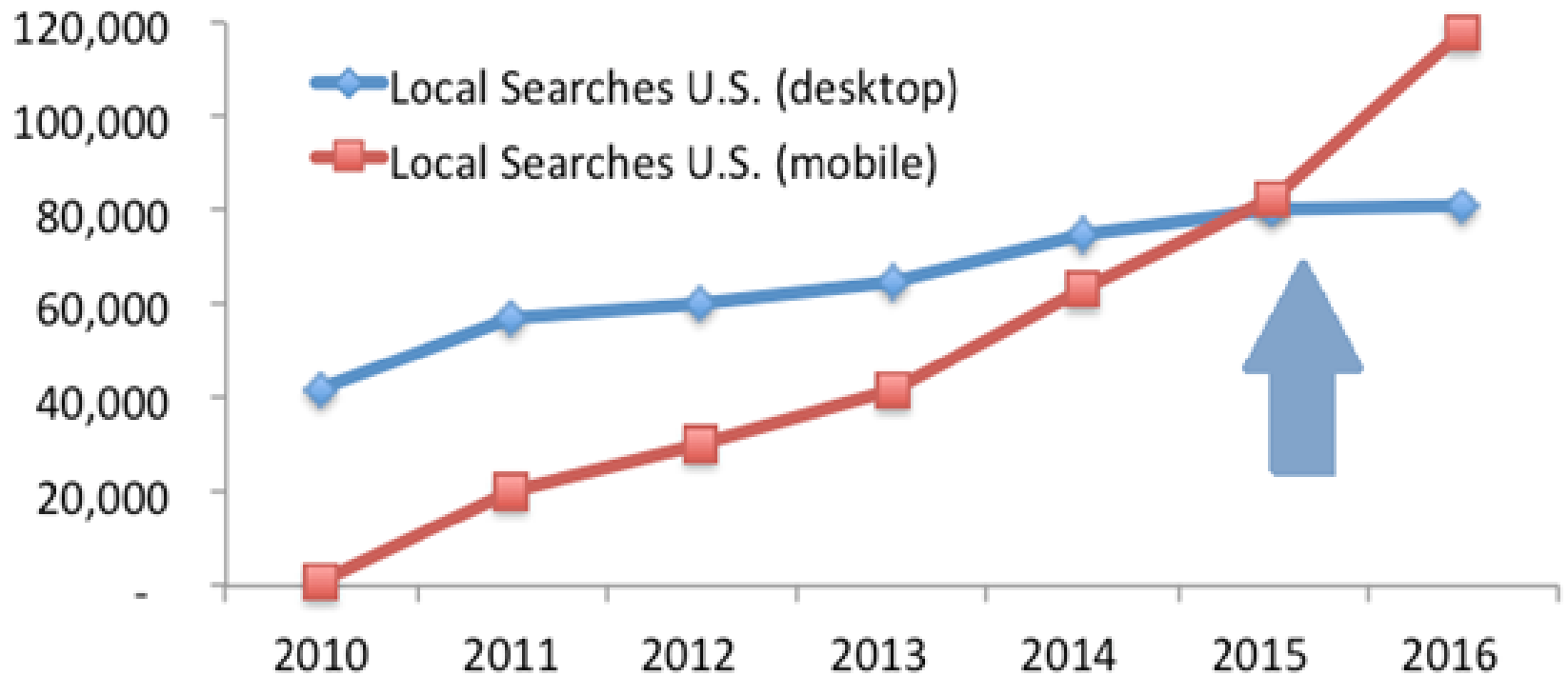
- **Your host:** Not an issue for most larger companies. Hosting on a cheap service can damage your page speed. Pick the right host that fits to your business size and needs.
- **Large hi-res images:** Speak to your web team about the images you add to releases, posts and articles. Prefer PNG for images that do not require high details (like logos) and JPEG for photos.
- **External embedded media:** external media like videos are highly valuable but can lower your load time. To gain some load time, host the videos on your own server.
- **Unoptimized browser, plugins and app:** you should test your website on all browsers since they do not load your site in the same way. Moreover, apps like Flash can seriously lower your page speed.
- **Your theme:** Some highly designed themes contain effects that can penalize your load time.
- **Widgets:** some social buttons or comment areas can have an impact on your page speed.

# Low Bounce Rate

<input type="checkbox"/>	Source ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
		232 % of Total: 25.84% (898)	86.64% Avg for View: 85.52% (1.30%)	201 % of Total: 26.17% (768)	81.03% Avg for View: 82.29% (-1.53%)	1.33 Avg for View: 1.35 (-1.96%)
<input type="checkbox"/>	1. <a href="#">scoop.it</a>	34 (14.66%)	97.06%	33 (16.42%)	85.29%	1.18
<input type="checkbox"/>	2. <a href="#">social-traffic-2.xyz</a>	30 (12.93%)	100.00%	30 (14.93%)	100.00%	1.00
<input type="checkbox"/>	3. <a href="#">facebook.com</a>	19 (8.19%)	63.16%	12 (5.97%)	84.21%	1.37
<input type="checkbox"/>	4. <a href="#">meritusmedia.com</a>	18 (7.76%)	66.67%	12 (5.97%)	66.67%	1.83
<input type="checkbox"/>	5. <a href="#">t.co</a>	17 (7.33%)	82.35%	14 (6.97%)	82.35%	1.29
<input type="checkbox"/>	6. <a href="#">toprankblog.com</a>	13 (5.60%)	76.92%	10 (4.98%)	38.46%	2.00
<input type="checkbox"/>	7. <a href="#">keywords-monitoring-your-success.com</a>	12 (5.17%)	100.00%	12 (5.97%)	100.00%	1.00
<input type="checkbox"/>	8. <a href="#">m.facebook.com</a>	12 (5.17%)	91.67%	11 (5.47%)	75.00%	1.25
<input type="checkbox"/>	9. <a href="#">cision.com</a>	8 (3.45%)	62.50%	5 (2.49%)	37.50%	1.88
<input type="checkbox"/>	10. <a href="#">lms.redandyellow.co.za</a>	6 (2.59%)	83.33%	5 (2.49%)	100.00%	1.00

# Mobile Search

# Local Desktop vs Mobile Search Data



Source: BIA/Kelsey

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# PewResearchCenter

68% of smartphone owners use their phone at least occasionally to follow along with breaking news events, with 33% saying that they do this “frequently.”

67% use their phone to share pictures, videos, or commentary about events happening in their community, with 35% doing so frequently.

56% use their phone at least occasionally to learn about community events or activities, with 18% doing this “frequently.”

# Google I/O

Mobile is fundamentally different

The average  
person checks their  
phone over

**150x**

per day

We spend

**177** min

on our phones  
per day

Mobile conversion  
rates have increased

**29%**

over the past year

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# Google Test

Mobile-Friendly Test 

---

<http://www.carecloud.com/>

**Awesome! This page is mobile-friendly.**

22%

**Inc.**  
**500**

websites do not pass the Google mobile-friendly test

## WHY DOES THIS MATTER?



### MILLENNIALS:

Almost half of BtoB researchers are Millennials - and they are all on mobile devices



### MOBILE SEARCH

42% of all BtoB buyers use a mobile device to do their purchasing research online



### INCREASE IN MOBILE USE BY BTOB

Mobile search for BtoB buyers is up by 91% in the past two years across the entire purchase path.



# Mobile Ranking Factors



- Site Speed
- User Experience
- Keywords in domain
- Short bullet lists
- Internal links
- Fewer images per page
- Shorter content
- Strong social signals

# Google AMP



Accelerated Mobile Pages Project

[FAQ](#)

[WHO](#)

[BLOG](#)

## Instant. Everywhere.

For many, reading on the mobile web is a slow, clunky and frustrating experience - but it doesn't have to be that way. The Accelerated Mobile Pages (AMP) Project is an open source initiative that embodies the vision that publishers can create mobile optimized content once and have it load instantly everywhere.



[VIEW VIDEO](#)



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# Accelerated Mobile Project

## AMPING UP IN GOOGLE SEARCH

Access to information is at the heart of Google's mission. Unfortunately, today, the mobile web isn't living up to the expectations people have for getting the information they need, particularly when it comes to speed. In fact, data shows that people abandon websites after just three seconds if the content doesn't load quickly—which is bad not just for people trying to get what they want online, but for the publishers who want those readers to enjoy the content they've created for them. That's why, last October, we joined others across the industry on the Accelerated Mobile Pages Project(AMP for short), an open source initiative to make the mobile web as fast as possible.

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# AMP now on Google Search for Apple Devices

## Instant article loading with AMP

A few months ago, we announced that [Accelerated Mobile Pages \(AMP\)](#) were coming to the mobile web. Starting today, AMP will be available in the Google app for iOS. So now news articles from a vast array of publishers will load instantly for your reading pleasure. Just look out for the lightning bolt and “AMP” next to articles in the “Top Stories” section of your search results and enjoy blazing-fast news.

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# AMP Wordpress Plugin

ACCELERATED  
MOBILE  
PAGES  
PROJECT

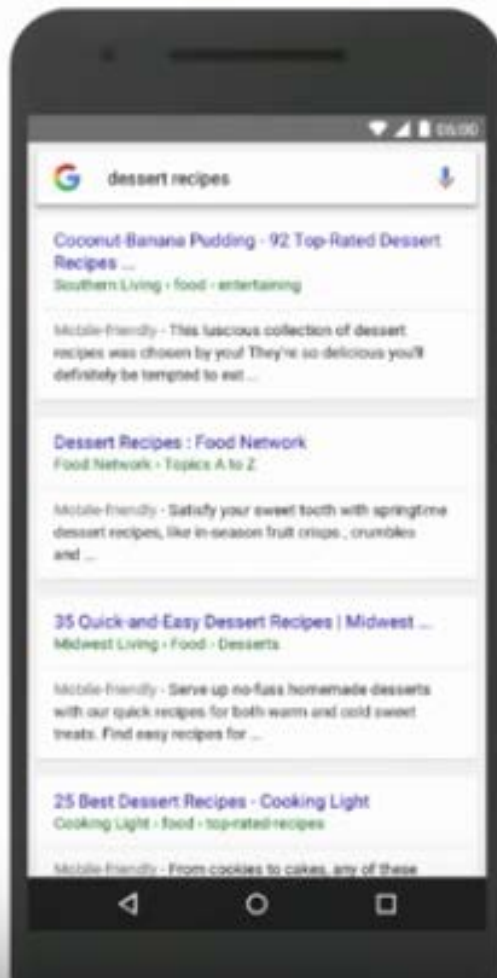
**AMP**

Enable Accelerated Mobile Pages (AMP) on your WordPress site.

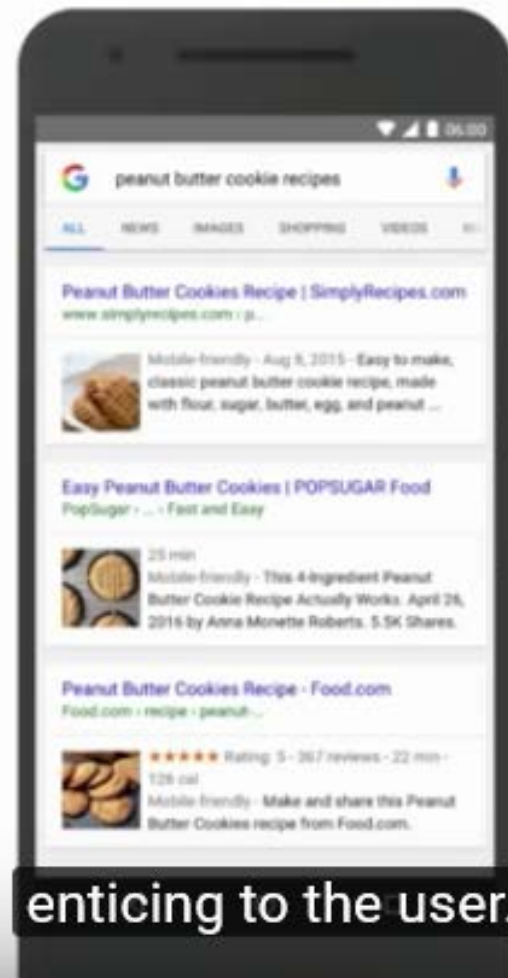
[Download Version 0.3.2](#)

# Rich Snippets

Standard results



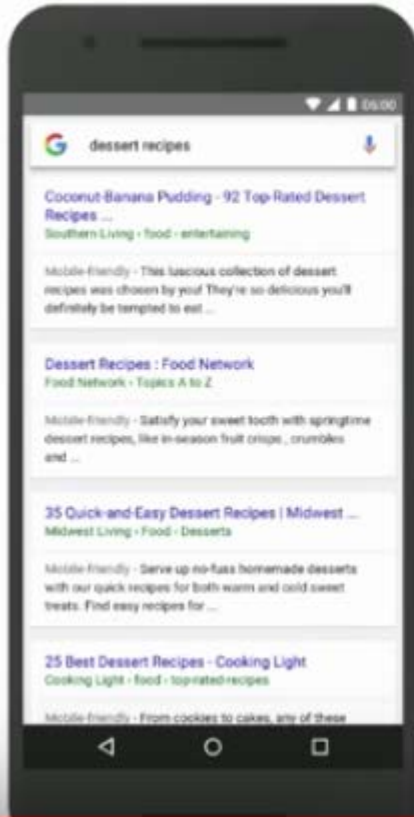
Rich Snippets



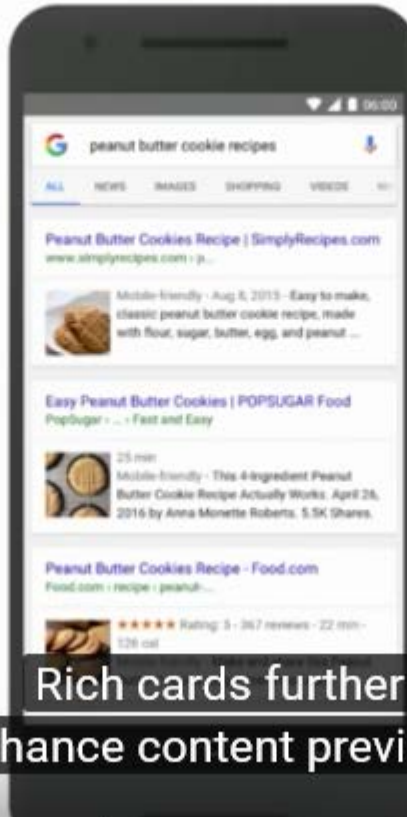
enticing to the user.

# Rich Cards

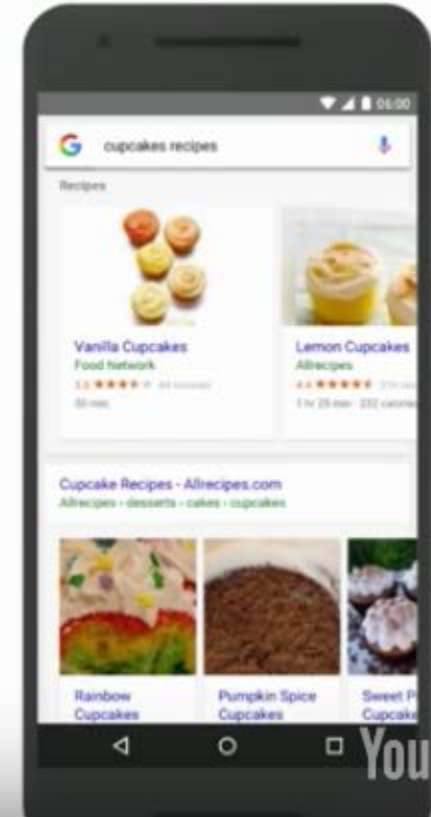
Standard results



Rich Snippets



**NEW** Rich cards



Rich cards further enhance content previews

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# Example – an Inc. 5000 Company

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## CareCloud: Practice Management | EHR Software

[www.carecloud.com/](http://www.carecloud.com/) ▼

Innovative cloud-based practice management and EHR software, revenue cycle management and patient engagement. See what **CareCloud** can do for your ...

### CareCloud Community

Log In to Healthcare. CareCloud is the secure & easy way for ...

### Welcome back! Log in to ...

Welcome back! Log in to access your account. Don't have an ...

### Pricing

Learn about CareCloud's pricing plans and choose the powerful ...

[More results from carecloud.com »](#)

### Careers

CareCloud is hiring in many career paths. If you're intelligent ...

### About | CareCloud

CareCloud offers health IT solutions for ... Learn about our ...

### Watch Video

Complete Meaningful Use certified EHR solution; Powerful medical ...

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## COMPANY NEWS

All things cloud.

[NEWS](#)

[PRESS RELEASES](#)

[AWARDS](#)

2016

19  
MAY

### CARECLOUD LAUNCHES INTEGRATED PATIENT PAYMENTS SOLUTION FOR MORE EFFECTIVE AND FLEXIBLE PATIENT BILLING

Medical Groups Can Now Process Patient Credit Cards More Efficiently and Administer Payment Plans Easily Within the CareCloud System MIAMI, FL – (MAY 17, 2016) – CareCloud, a leading provider of modern, cloud-based software and services for medical groups, today announced the general availability of CareCloud Patient Payments, its new integrated credit processing solution available [...]

[READ MORE](#)

10  
MAY

### CHRIS COUSINS JOINS CARECLOUD AS VICE PRESIDENT OF CLIENT SUCCESS

Cousins brings wealth of operational and customer service experience to lead enterprise-wide client success program MIAMI, FL – May 10, 2016 – CareCloud, a leading provider of modern, cloud-based software and services for medical groups, today announced the appointment of Chris Cousins to the executive team in the role of Vice President of Client Success. [...]

[READ MORE](#)

25  
FEB

### CARECLOUD ANNOUNCES EXPANSION OF ITS HEALTHCARE PLATFORM TO DRIVE EFFICIENCY AND SCALABILITY FOR LARGER MEDICAL GROUPS

New Capabilities On Multiple Fronts Will Help Practices of All Sizes Get Paid Faster, Simplify Scheduling, Collaborate More Efficiently, and More HIMS16 CONFERENCE & EXPO, LAS VEGAS – (February 25, 2016) – CareCloud, a leading provider of modern, cloud-based software and services for medical groups, today announced a series of powerful enhancements to its enterprise healthcare [...]

[READ MORE](#)

# Mobile-Friendly Test

<http://www.carecloud.com/>

**Awesome! This page is mobile-friendly.**

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2016

19  
MAY

# CARECLOUD LAUNCHES INTEGRATED PATIENT PAYMENTS SOLUTION FOR MORE EFFECTIVE AND FLEXIBLE PATIENT BILLING

Medical Groups Can Now Process

Patient Credit Cards More

Efficiently and Administer Payment

Plans Easily Within the CareCloud

System MIAMI, FL – (MAY 17, 2016)

– CareCloud, a leading provider of

modern, cloud-based software



## Featured Story



### David Lerner Associates: Millennials Can Create a Lifelong Wealth Plan

05/20/2016 - For a highly educated generation, Millennials show a surprising ineptitude in certain areas of money management. And a generation that lacks

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## David Lerner Associates News



### David Lerner Associates: Mother knows best

05/19/2016 - Motherly love goes a long way, and motherly advice apparently is

## David Lerner Associates News



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With Mother's Day recently being

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There are a lot of details to consider,

and even more so as a married couple. And even more if there are children involved. It's not the most comfortable conversation to have with your spouse, but it certainly is important.

More »

# Google QUALITY CHECKLIST

- ❑ Would you recognize this site as an authoritative source when mentioned by name?
- ❑ Would you trust the information presented in this article?
- ❑ Is this article written by an expert or enthusiast who knows the topic well?
- ❑ Does the site have duplicate or redundant articles on the same or similar topics?
- ❑ Does the article provide original content or information, original reporting, original research or analysis?
- ❑ Does the page provide substantial value when compared to other pages in search results?
- ❑ Does the article describe both sides of a story?
- ❑ Is the site a recognized authority on its topic?
- ❑ Is the content mass-produced by, or outsourced to, a large number of creators
- ❑ Was the article edited well, or does it appear sloppy or hastily produced?
- ❑ Does this article have spelling, stylistic, or factual errors?
- ❑ Does this article contain insightful analysis or interesting information that is beyond obvious?
- ❑ Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- ❑ Would you expect to see this article in a printed magazine, encyclopedia or book?
- ❑ Are the articles short, unsubstantial, or otherwise lacking in helpful specifics?
- ❑ Are the pages produced with great care and attention to detail vs. less attention to detail?

# Questions?

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[www.meritusmedia.com](http://www.meritusmedia.com)

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