



# How to Blend Owned, Earned & Paid Media and Make Sure It's Found

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# meritus·MEDIA



<http://www.amazon.com/Smart-News-branded-content-Marketing-ebook/dp/B00EB9Q290/>

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#smartnews

## ON-THE-PAGE SEO

## OFF-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
<b>Cq</b> <sup>+3</sup> Quality	<b>Ht</b> <sup>+3</sup> Titles	<b>Ac</b> <sup>+3</sup> Crawl	<b>Lq</b> <sup>+3</sup> Quality	<b>Ta</b> <sup>+3</sup> Authority	<b>Sr</b> <sup>+2</sup> Reputation	<b>Pc</b> <sup>+3</sup> Country
<b>Cr</b> <sup>+3</sup> Research	<b>Hd</b> <sup>+2</sup> Description	<b>Ad</b> <sup>+2</sup> Duplicate	<b>Lt</b> <sup>+2</sup> Text	<b>Th</b> <sup>+1</sup> History	<b>Ss</b> <sup>+1</sup> Shares	<b>Pl</b> <sup>+3</sup> Locality
<b>Cw</b> <sup>+2</sup> Words	<b>Hh</b> <sup>+1</sup> Headers	<b>As</b> <sup>+1</sup> Speed	<b>Ln</b> <sup>+1</sup> Numbers	<b>Ti</b> <sup>+1</sup> Identity		<b>Ph</b> <sup>+3</sup> History
<b>Ce</b> <sup>+2</sup> Engage	<b>Hs</b> <sup>+1</sup> Structure	<b>Au</b> <sup>+1</sup> URLs	<b>Vp</b> <sup>-3</sup> Paid	<b>Vd</b> <sup>-1</sup> Piracy		<b>Ps</b> <sup>+2</sup> Social
<b>Cf</b> <sup>+2</sup> Fresh	<b>Vs</b> <sup>-1</sup> Stuffing	<b>Am</b> <sup>+1</sup> Mobile	<b>Vi</b> <sup>-2</sup> Spam			
<b>Vt</b> <sup>-2</sup> Thin	<b>Vh</b> <sup>-1</sup> Hidden	<b>Vc</b> <sup>-3</sup> Cloaking				
<b>Va</b> <sup>-1</sup> Ads						

### FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

Written By: [Search Engine Land](#)

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Learn More: <http://seind.com/seotable>

Copyright Third Door Media

# Trust

1. Quality  
Content
2. Authority
3. Identity
4. Visibility on  
trusted sites
5. History



# 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?

**DOWNLOAD IT**

**<http://meritusmedia.wishpond.com/google-checklist/>**

# Google's Quality Checklist

- ✓ Would you trust the information presented in this article?
- ✓ Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- ✓ Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?
- ✓ Does this article have spelling, stylistic, or factual errors?

# Google's Quality Checklist

- ✓ 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?
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- ✓ Is the content mass-produced by or outsourced to a large number of creators?

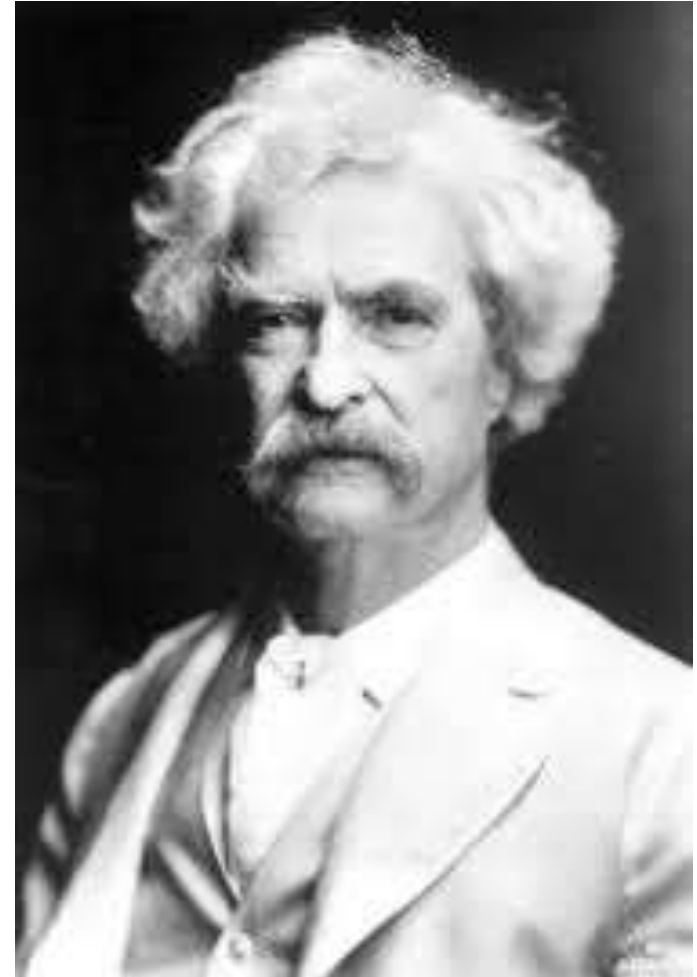
# Google's Quality Checklist

- ✓ Was the article edited well, or does it appear sloppy or hastily produced?

“I wrote a long article because I did not have time to write a short one.”

“Every time you're inclined to write the word *very* substitute the word *damn*. Your editor will delete it and the writing will be just as it should be.”

Mark Twain





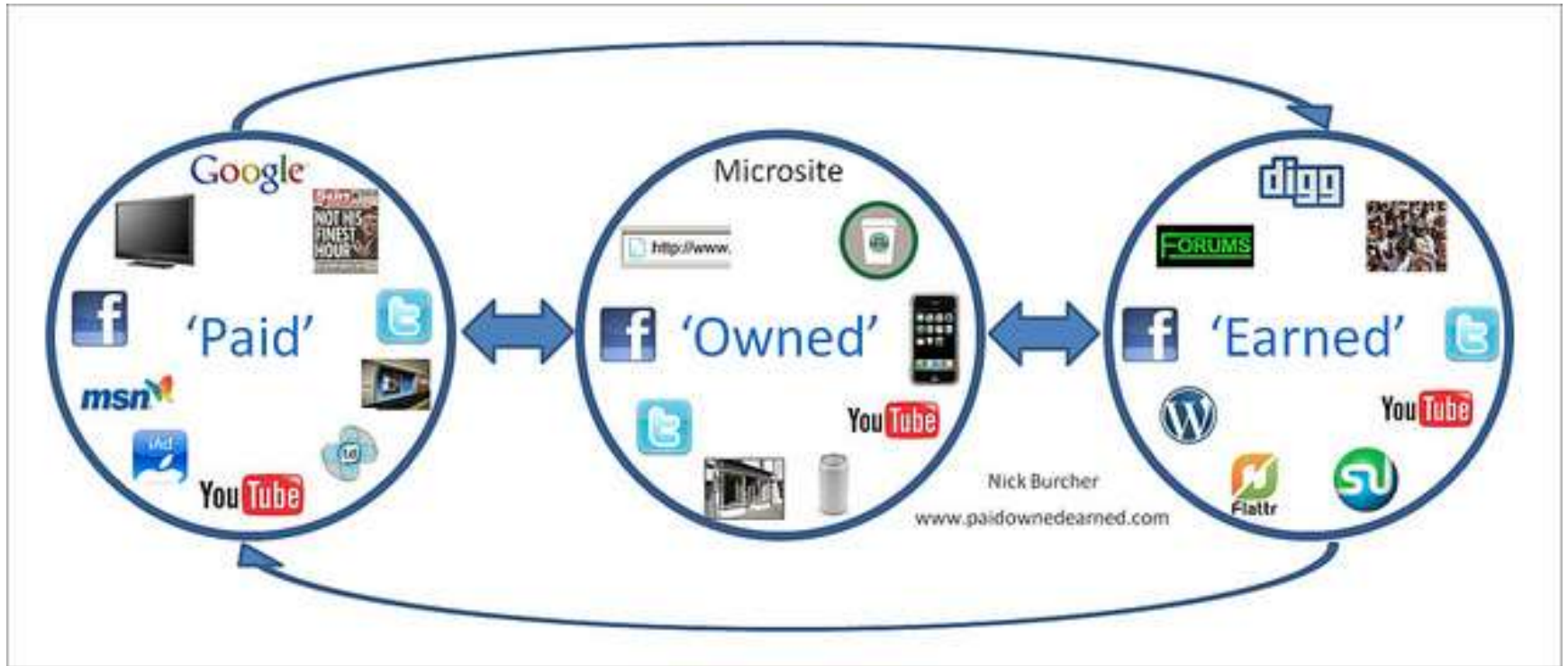
# Google's Quality Checklist

- ✓ For a health-related query, would you trust information from this site?
- ✓ Would you recognize this site as an authoritative source when mentioned by name?
- ✓ Does this article contain insightful analysis or interesting information that is beyond obvious?



# Google's Quality Checklist

- ✓ 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?



# Owned Content

- Website
- Micro sites
- Newsroom
- Blog
- Facebook
- Twitter
- YouTube
- Pinterest
- Instagram



# Newsroom

The screenshot shows a corporate newsroom website. At the top, there are navigation tabs for 'For Individuals', 'For Business', 'For Brokers & Consultants', 'About', and 'Careers'. Below this is a search bar. A secondary navigation bar includes 'Overview', 'Corporate Profile', 'Investor Relations', 'Press Room', 'Advertising', and 'Privacy'. The main content area is titled 'Press Room' and features a list of press releases with dates ranging from July 25, 2012, to May 01, 2012. Each entry includes a date and a brief headline. To the right of the list are two sidebars: 'Related Links' with links to 'Corporate Profile', 'Executive Biographies', 'Our Businesses', 'Investor Relations', 'Board of Directors', 'Advertising', and 'Foundation'; and 'Press Release Archives' with a list of years from 2012 to 2009. At the bottom of the page, there is a footer with links for 'Calculators & Tools', 'Life Insurance', 'Investor Relations', 'Press Room', 'Site Map', 'Legal Notices', 'Privacy Policy', and 'H Feedback'.

- Releases in PDF
- Content not optimized for search
- No images or videos
- No expert bios
- No contacts
- No verified authors
- No authority references

# Newsroom – your PR website

The screenshot shows the PRESSfeed Newsroom website. At the top, there is a navigation bar with links for News Room, Home, Services, Digital PR, About Us, and Contact Us. The date is displayed as JANUARY 22, 2013. A search bar is located in the top right corner. The main content area is titled "NEWSROOM" and features a "Featured Story" with a large image of a magnifying glass over an open book. Below the featured story is a section for "PRESSfeed News" with several articles, including "Media Relations Trends for 2013" and "Media Relations Next Practices - Media Panel". On the left side, there is a "Featured video" section and a "Tell Others" section with social media sharing options (Like, Tweet, Facebook, Email). On the right side, there is a "Press Contacts" section for Martin de Beer, an "Image Gallery", and a "Video Gallery". At the bottom right, there are social media icons for Facebook, RSS, and Twitter.

- Releases in HTML in searchable archives
- Quality, in-depth content by category
- All content optimized for search
- Image and video gallery
- Expert bios
- Media contacts with social links
- All contacts and experts verified with Google
- Content linked to outside authority sources

# Paid

- Traditional advertising
- Online advertising
- Social advertising

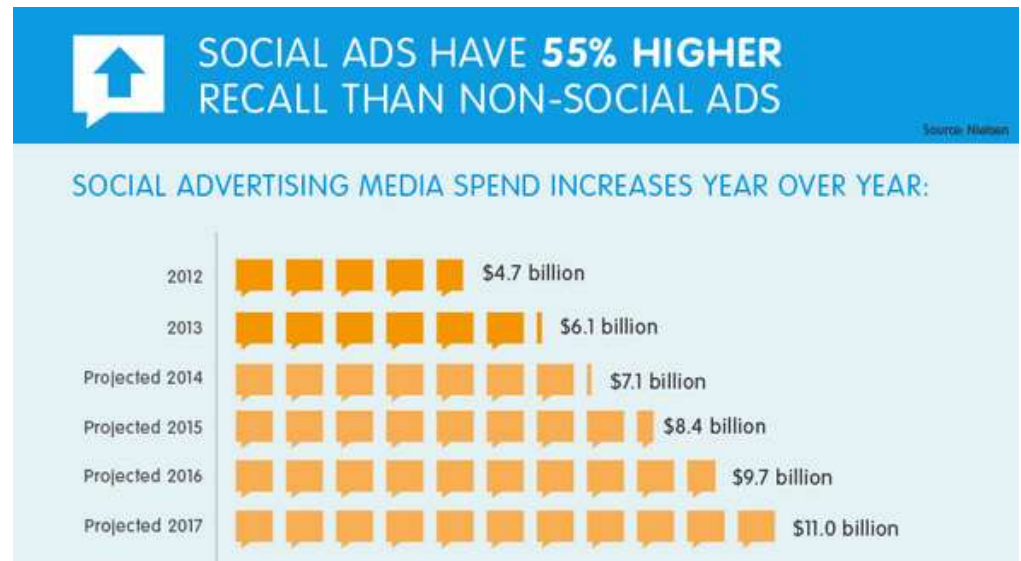
Facebook

Twitter

YouTube

Pinterest

LinkedIn



# Traditional Paid Reach





# Paid Reach Now



# Amplifying Owned Content



Reach targeted users with a contest or content offer (strangers)





Get opt in email addresses


facebook.





# Amplifying Owned Content

 **CHALK Preschool Online** Like Page  
Sponsored · 

Join us for a Twitter party with great prizes. Meet early education specialist Angela Johnson, Miss Christina and the Chalklets. Chat with other Moms and find out how your toddler can get school-ready attending preschool online.  
[See more...](#)

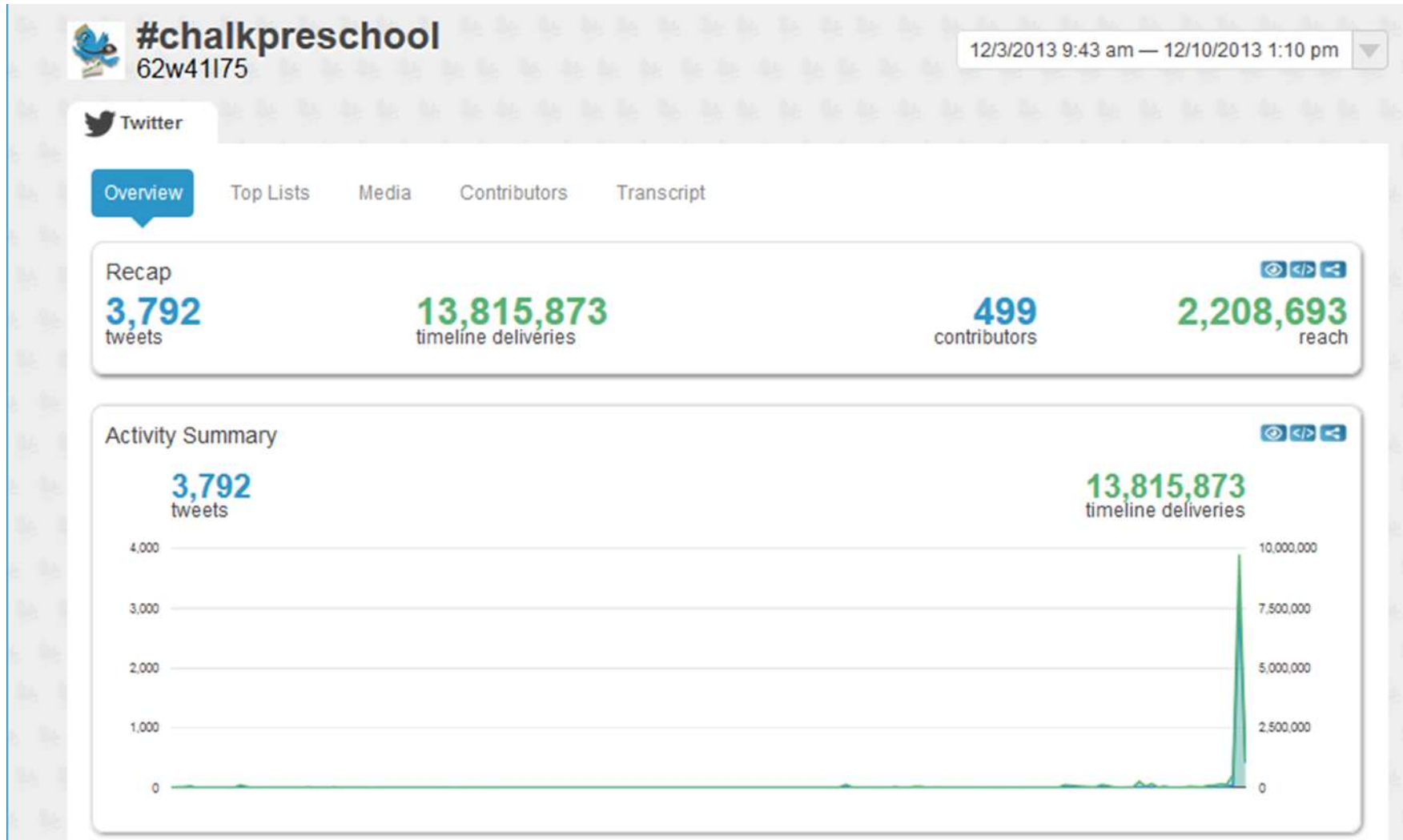


[www.chalkpreschool.com](http://www.chalkpreschool.com) Sign Up

Like · Comment · Share ·  127  28  36



# Amplifying Owned Content



# Earned Media

Traditional Media  
Online Media  
Mentions in social  
influencers  
Blog mentions  
Forums  
Fans



Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> <li>• Web site</li> <li>• Mobile site</li> <li>• Blog</li> <li>• Twitter account</li> </ul>	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> <li>• Control</li> <li>• Cost efficiency</li> <li>• Longevity</li> <li>• Versatility</li> <li>• Niche audiences</li> </ul>	<ul style="list-style-type: none"> <li>• No guarantees</li> <li>• Company communication not trusted</li> <li>• Takes time to scale</li> </ul>
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> <li>• Display ads</li> <li>• Paid search</li> <li>• Sponsorships</li> </ul>	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> <li>• In demand</li> <li>• Immediacy</li> <li>• Scale</li> <li>• Control</li> </ul>	<ul style="list-style-type: none"> <li>• Clutter</li> <li>• Declining response rates</li> <li>• Poor credibility</li> </ul>
Earned media	When customers become the channel	<ul style="list-style-type: none"> <li>• WOM</li> <li>• Buzz</li> <li>• "Viral"</li> </ul>	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> <li>• Most credible</li> <li>• Key role in most sales</li> <li>• Transparent and lives on</li> </ul>	<ul style="list-style-type: none"> <li>• No control</li> <li>• Can be negative</li> <li>• Scale</li> <li>• Hard to measure</li> </ul>

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Source: Forrester Research, Inc.

# Who Should Amplify Your Content?

# What Google Says

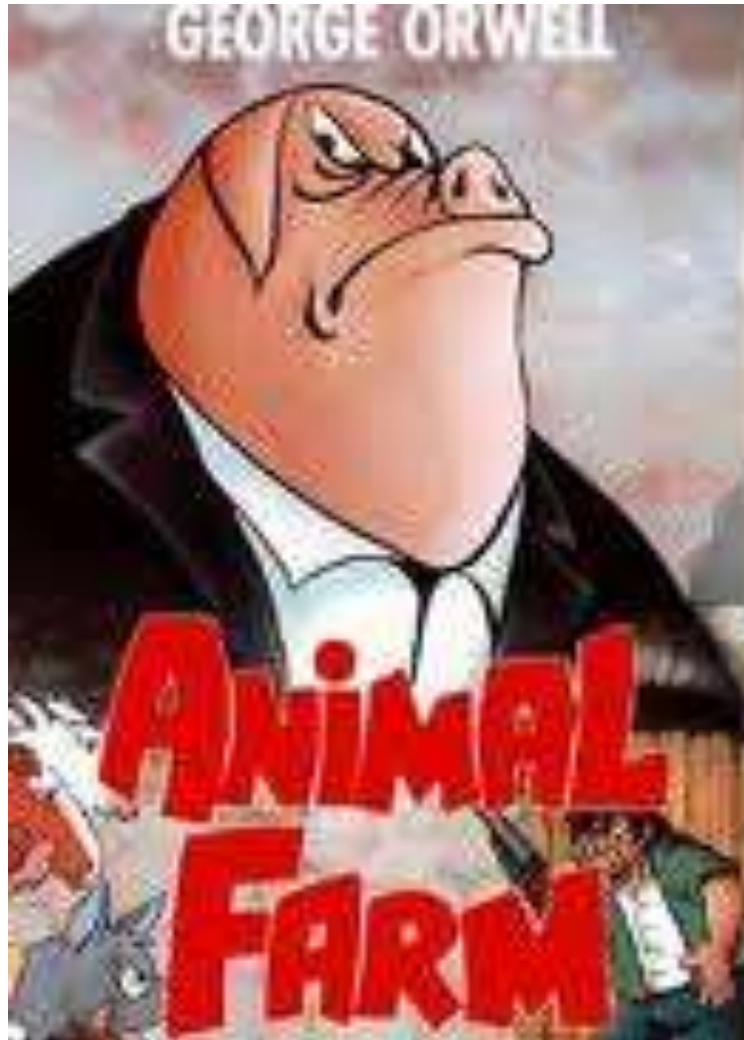
“Not all references, however, are necessarily of equal significance. For example, a reference by one agent with a high reputational score is of greater significance than a reference by another agent with a low reputational score.

Thus, the reputation of a particular agent, and therefore the reputational score assigned to the particular agent, should depend not just on the number of references to the content signed by the particular agent, but on the importance of the referring documents and other agents.”

## Google patent application



# All Content Creators and Links Are Not Equal



**“All animals are equal, but some animals are more equal than others.”**

***Animal Farm***