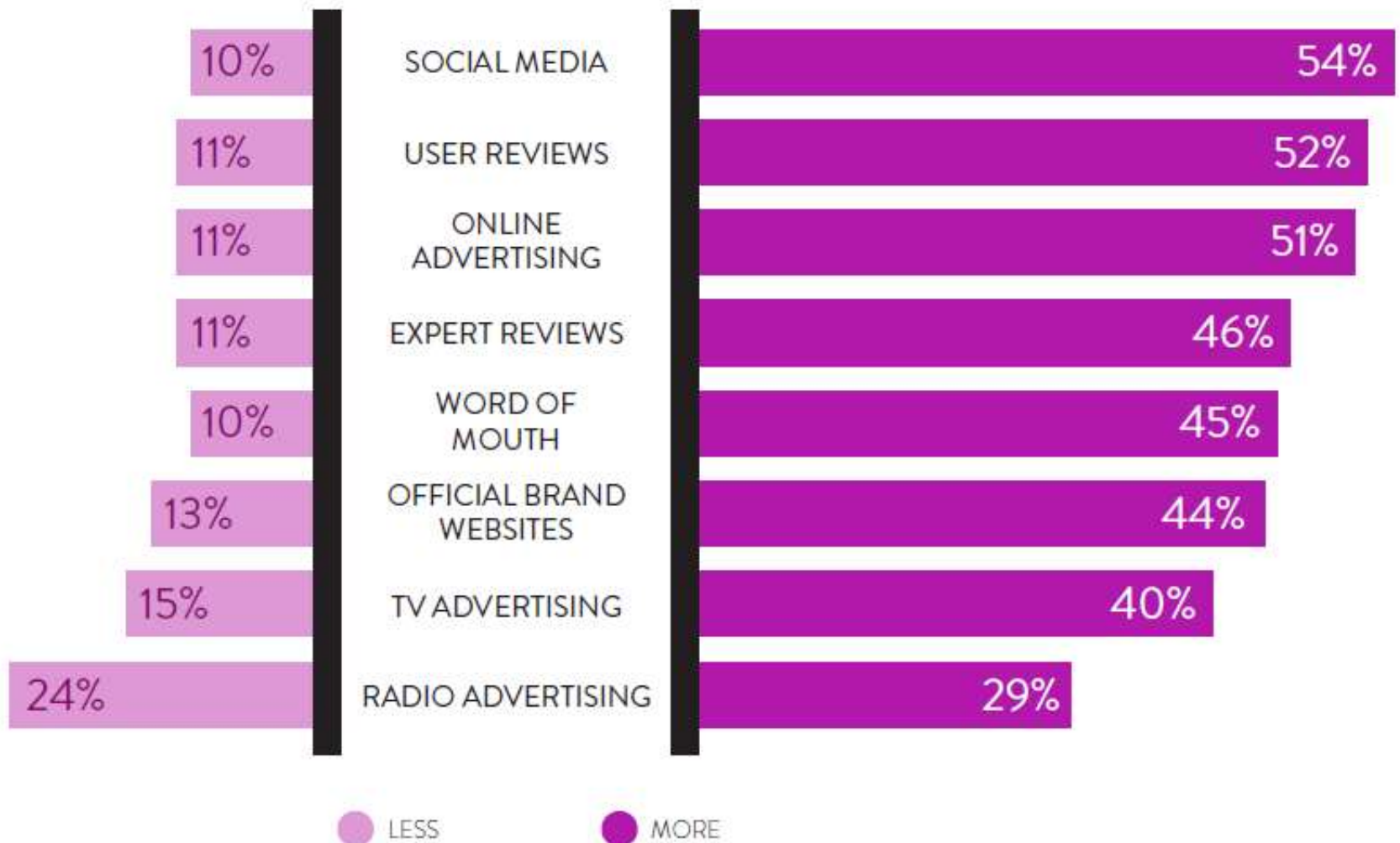


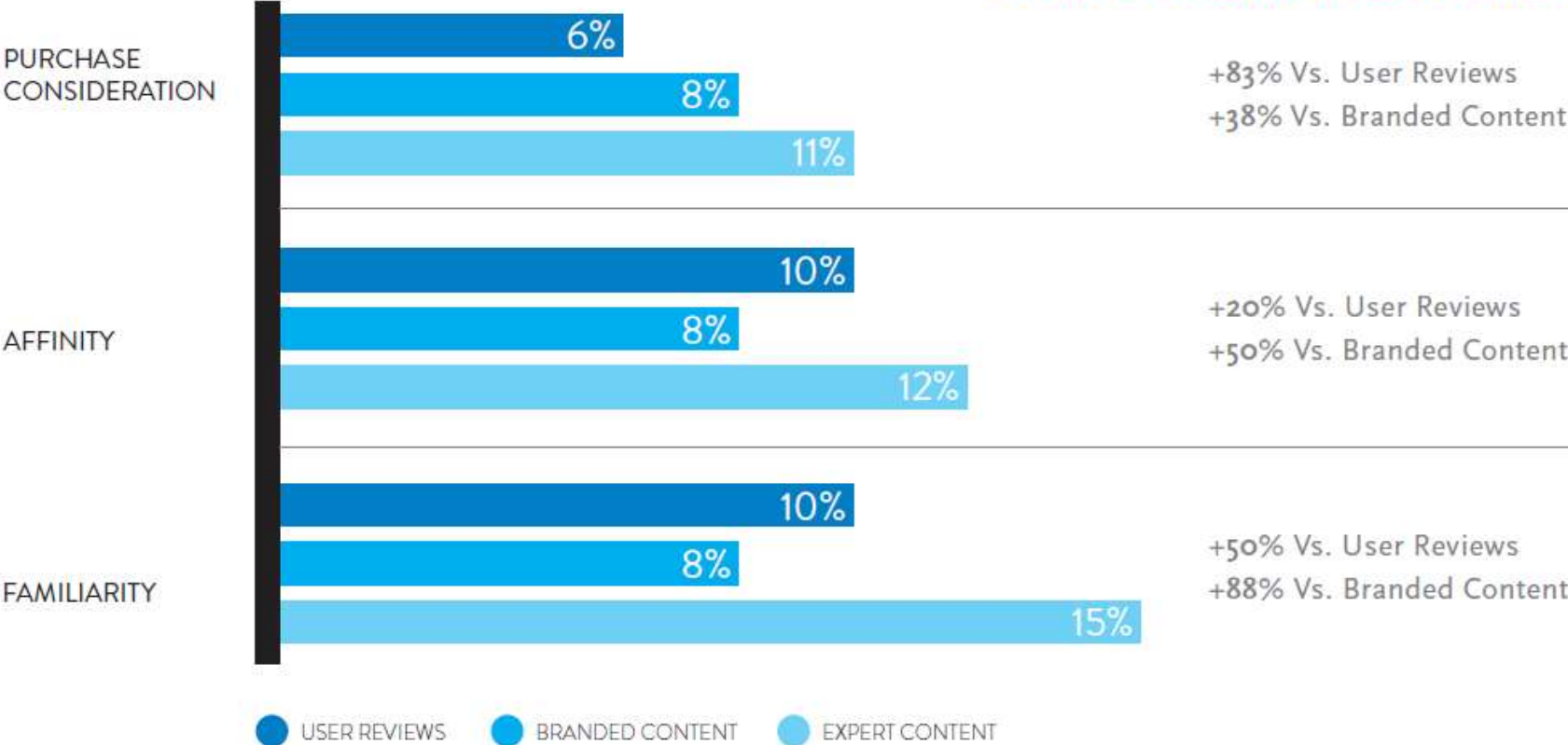
Influencers Bloggers Journalists

Why is Expert Content Valuable?

1. SEO - Google loves it
2. Credible, third-party articles and reviews are the most effective source of information in impacting consumers along all stages of the purchase process across product categories.

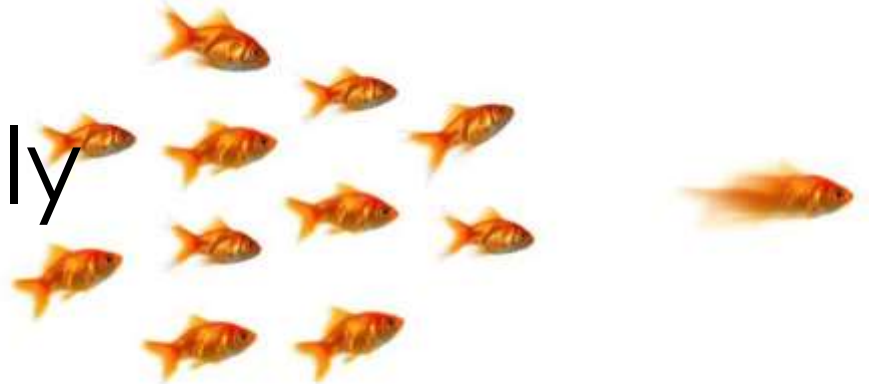


EXPERT CONTENT EFFECTIVENESS



Authority

GOAL: Your website, blog or newsroom is widely recognized as a leader in its field, area or industry.



Authority Signals

- Type of links
- Who is linking to you
- Social references
- Sentiment
- Engagement metrics
- Reviews



Google's Viewpoint

“A good product can only be built when we understand who's who and who is related to whom.

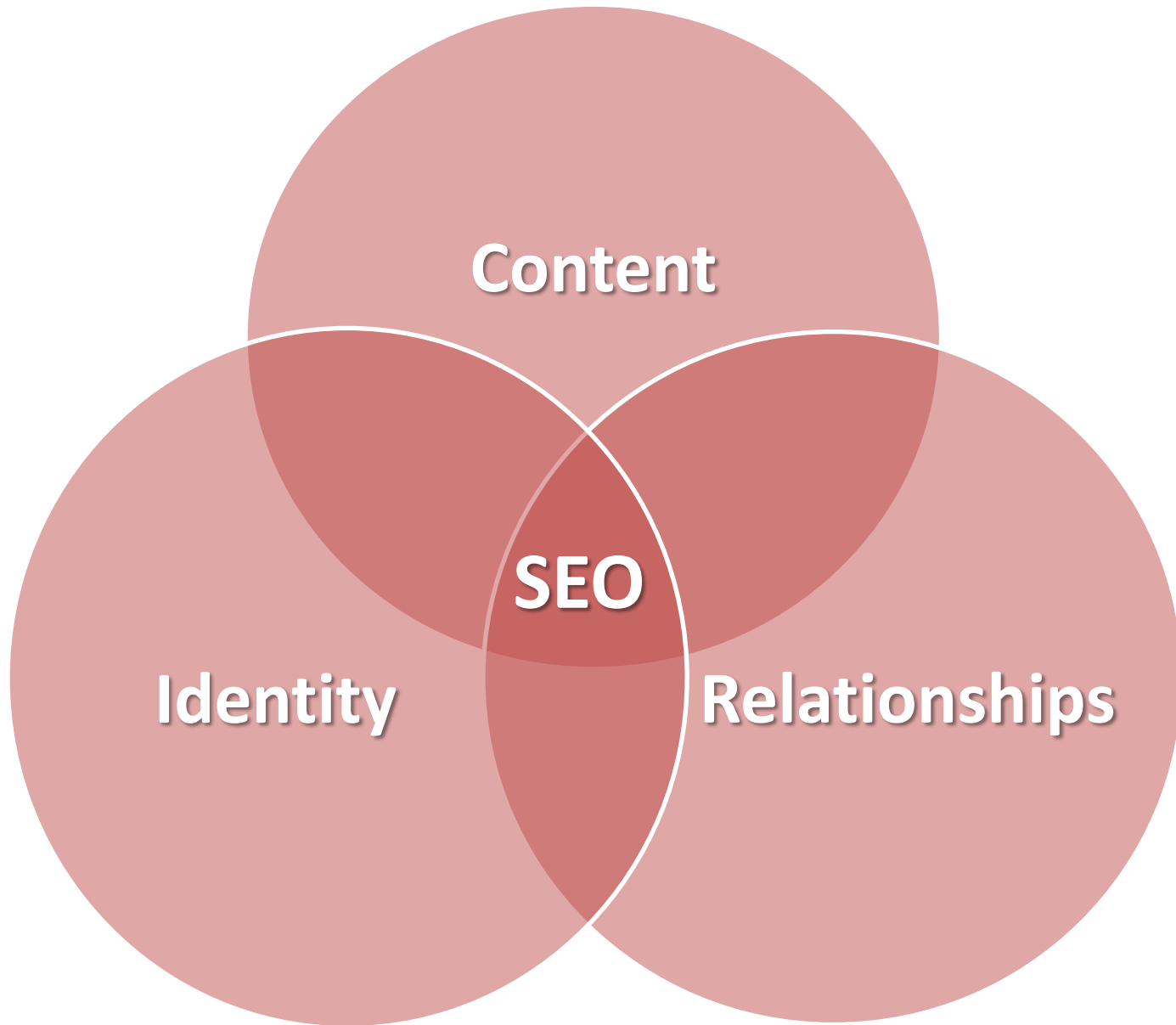
Relationships are also important alongside content.

To build a good product, we have to do all types of processing. But fundamentally, it's not just about content.

It's about *identity, relationships and content.*

Amit Singhal, Google





Trusted Identity Signals

Search engines continue to seek out those willing to stand behind the content they produce.

- Google Authorship⁺ Authorship
- Social Profile Verification
- Robust About Section



Google Web Search

John Resig - Simple JavaScript Inheritance

ejohn.org/blog/simple-javascript-inheritance/ ▼

by John Resig, Mar 20, 2008 - I've been doing a lot of work, lately, with **JavaScript Inheritance** – namely for my work-in-progress JavaScript book – and in doing so ...

Google News



Nexus 4 sold out in the US? Not quite

ZDNet
7 hours ago



Written by
Christopher Dawson

This will just be a quick post since I should get back to real work after trying to buy a Nexus 4 all afternoon. However, it appears that early reports that all US-destined Nexus 4 were sold out were incorrect.

[More Technology stories](#)

How Google Knows The Content Is Yours:

Content



Profile



You Have To Link Both Ways

[Clates Vertwell | The Search Agents](#)

[www.thesearchagents.com/author/clates-vertwell/](#) - Clates

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.



[Clates Vertwell](#)

Authorship Set Up

<https://plus.google.com/authorship>

Verify you have an email address (such as stevenlevy@wired.com) on the same domain as your content. Enter this email in the box on the page at this link.

4. Verify you have an email address (such as stevenlevy@wired.com) on the same domain as your content. (Don't have an email address on the same domain? [Use this method to link your content to your Google+ profile](#))

For example: name@domain.com

Results in Google

The Proactive Report | Facebook

<https://www.facebook.com/ProactiveReport> ▾

The **Proactive Report**. 64 likes. The **Proactive Report** covers new trends in online Public Relations, technology and social media marketing....

Social Intelligence - Proactive Report

<https://www.proactivereport.com/.../social-intelligence-the-right-sequenc...> ▾

by Sally Falkow - Jun 4, 2014 - Over the past few years there has been a lot of discussion about how to measure digital content and social media activity. Most of the focus has ...

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How Google's Panda 4.0 Affects PR - Proactive Report

<https://www.proactivereport.com/pr/how-googles-panda-4-0-affects-pr/> ▾

by Sally Falkow - Jun 2, 2014 - Watch the one-hour webinar with Sally Falkow and Doug Brown of Newswire.net. http://youtu.be/9lp0_WZJf0s About 10 days ago Google ...

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Results in Google

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news.davidlerner.com/news.php?include=143051 ▼

David Lerner Associates, Inc (DLA) with corporate headquarters in Syosset, NY was recently named the sixth Best Company to Work for in New York in 2011 in the large ...

[Response to FINRA Ruling on Muni/CMO Pricing Matter](#)

news.davidlerner.com/news.php?include=143562 ▼

Statement from David Lerner Associates, Inc.: On 4/4/12, David Lerner Associates received the opinion of the FINRA hearing panel on the municipal bond and CMO ...

[David Lerner Associates News : david lerner associates](#)

news.davidlerner.com/showLinks.php?c=518&tag=david+lerner+associates ▼

David Lerner Associates: What is the Future of Social Security? The future of Social Security has received a lot of publicity lately, especially when the candidates ...

History

- Length of time domain has been live
- Length of time domain registered for
- Who Is? information public
- Activity over time – who do you link out to?
- Changes in content topics or quality
- Violation of Google guidelines

Site Statistics

- Bounce Rate – how long people stay on your site once they click through from the search results
- Engagement – time on site, number of pages viewed

Google Analytics



Relationships

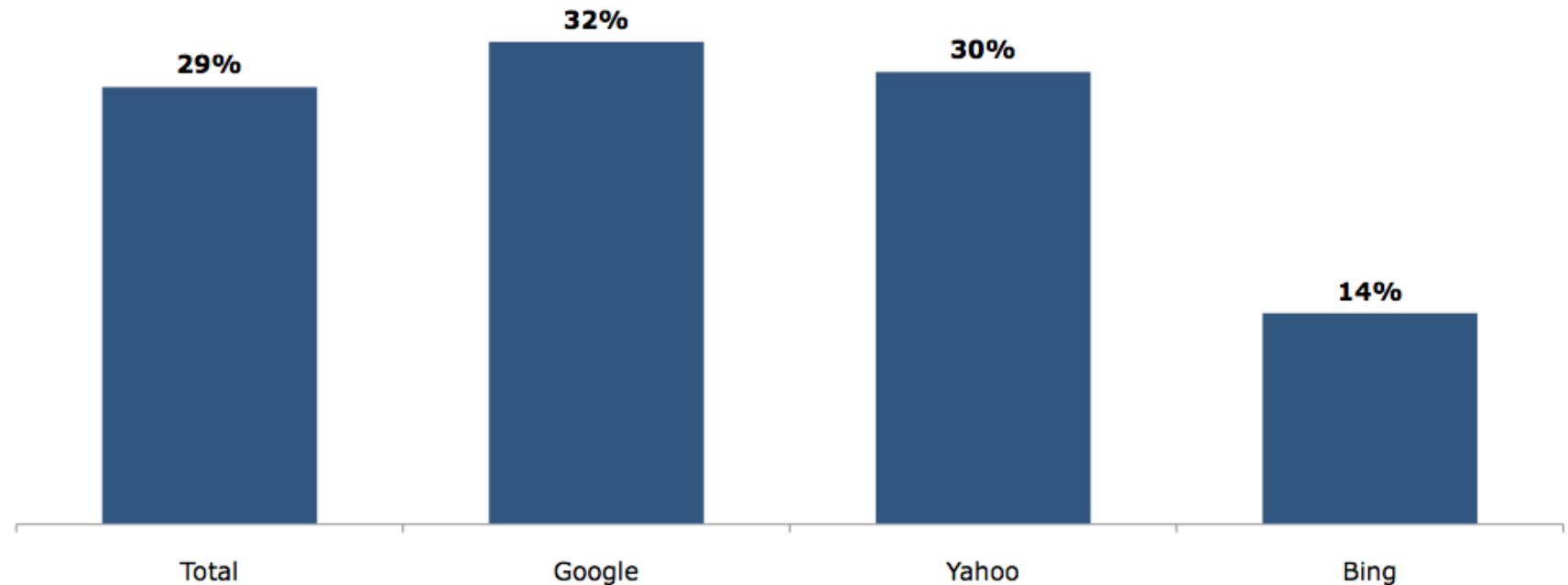
- Guest Posts on high authority sites
- Inbound links from authority sites – dot org dot gov
- Content partnerships
- Links and citations from relevant influencers



Mobile

Mobile Share of Search Engine Visits

% share of organic search visits, by engine
in Q4 2013



MC MARKETINGCHARTS.COM

Source: RKG

MOBILE SEARCH STATISTICS



MOBILE SEARCH QUERIES
HAVE GROWN **5 TIMES** IN
THE PAST TWO YEARS.



95% of mobile users use their
devices for local search.

of all local searches
are done from a
mobile device.

3 out of every 5
searches are conducted
on a mobile device.



Mobile

Make sure your website, newsroom and blog are mobile responsive – that means the browser can detect which device they are searching on and deliver that version of the content.



Google Preference

"Google recommends webmasters follow the industry best practice of using responsive web design, namely serving the same HTML for all devices."



Questions?



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sally@meritusmedia.com

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