

# SHEKNOWS<sup>®</sup>

## Finding SEO Success Through a Network of Influencers

*Philippe Guelton, CEO, SheKnows Media*

**@PhilippeGuelton**

**@SheKnows**

**#prnews**

Luncheon Keynote  
Social Media 20/20 Summit  
August 11, 2014

**93%** *of online success begins with a search engine.\**

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**50%** *of companies struggling with SEO aren't integrating social media.\*\**

SHEKNOWS

*A women's lifestyle  
media platform*

With over **43 million** monthly uniques,  
we empower experts to create and  
share original content at scale.

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Reaching women  
18-49 with young  
moms at the core

Passion topics  
ranging from food  
and beauty to  
health and  
parenting



***“SheKnows how to bake a cake,  
and SheKnows how to kick some ass”***

**SHEKNOWS**

# AUDIENCE OF INFLUENCERS

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Follow 47 brands on social



Have 406 Twitter followers



Have 155 Pinterest followers



60% check personal email first thing in the am



18% share product recs on social media



35% share or like ads on social networks

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# EXPERTS *among us*

**SUPER-MOMS, FOODIES, FASHIONISTAS,  
BEAUTY MAVENS, MIXOLOGISTS, MATCHMAKERS, HOME DECORATORS,  
CRAFTERS, CAREER TRAILBLAZERS, FITNESS FANATICS, FREQUENT FLYERS AND ENTERTAINMENT JUNKIES...**

*Sharing their passions with millions of women each month on SheKnows.*

# WHY SHEKNOWS “EXPERTS AMONG US” ?



**390**

Hand-picked  
influencers

**6.2M+**

Social media  
roll-up

**1.5K**

Pieces of content  
created

*Women have always leveraged the power of community*

They trust their peers for advice and recommendations. They want to be heard and make an impact.

*Experts Among Us connects content seekers and content makers*

Diverse mix of bloggers, professional writers, credentialed Experts, female entrepreneurs and everyday hand-raisers.

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*Finding SEO  
Success*



# PROVEN SEO HITS

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Photo credit: LiuMeiLi/Stock/360/Getty Images

Everything you need to know about the Alaskan Malamute



Photo credit: Comstock Images/Stockbyte/Getty Images

Baby names heard 'round the world



Uh, yeah... That's a Fritos pie burger for your face

Sex positions for mind-blowing orgasms

Mar 01, 2010



by Brie Gatchalian

Follow



# SEO IS GETTING A BAD RAP

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- Requires consistent evergreen content production
- Fear of getting crushed by the next Google Panda update
- “Old school”, not cool like social

# AND YET...

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- SEO traffic has the best engagement of any source
- Some players dismiss SEO because they can't recreate
- Imminent death of the “free” social organic reach

# A NEW SEO APPROACH

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Focusing on 3 key areas to build audience, increase search ranking and generate brand awareness:

- 1. Topical Authority**
- 2. Trending Content**
- 3. Social Sharing**

## Google's latest Panda 4.0 update reinforces Topical Authority

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

Google Search

I'm Feeling Lucky

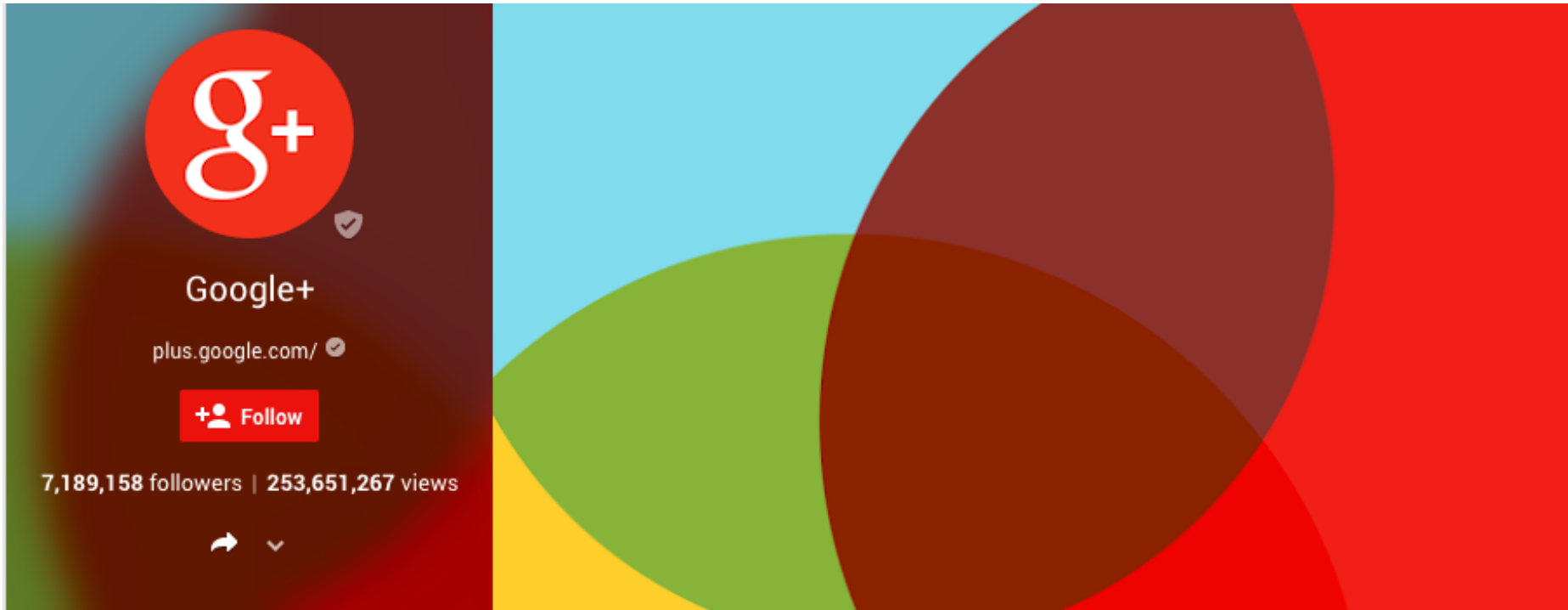
- Sites with Topical Authority seem to have benefited
- Needs to match the intent of user doing the query
- Focus on depth and number of related articles
- High quality, original, long, organized content

# TOPICAL AUTHORITY

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## Establishing Credibility with Google Authorship

Gives authors subject-matter authority + drives their ranking on search  
Links Google+ profiles with author's/Expert's published content

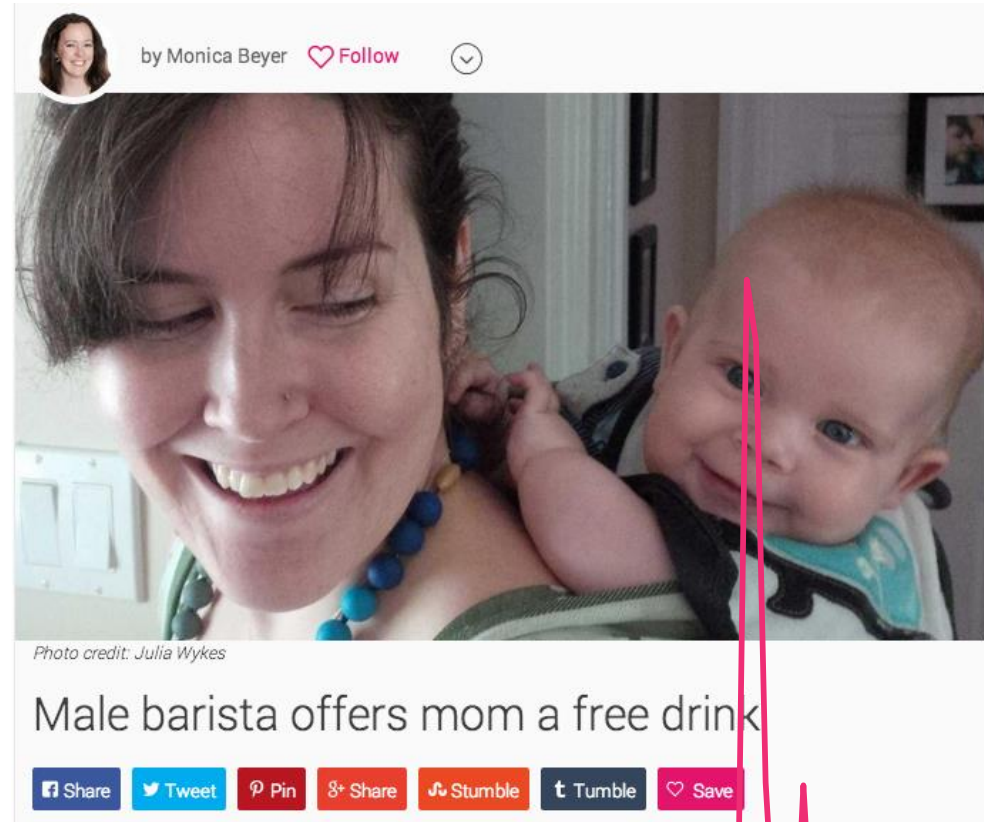


# TRENDING CONTENT

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- In June 2014, we posted “Starbucks customer complains about breastfeeding, gets owned by teen barista”
- Pickup from HuffPo, Yahoo! Shine...

**1.2M unique visitors!**



# TRENDING CONTENT

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## Identifying what's trending now within our relevant area of expertise

SheKnows is creating a process to:

- Better identify relevant, trending topics
- Inform the right Experts and editorial contributors
- Quickly respond by publishing meaningful, authentic content

Tools to help spot trending topics:



Adobe® Marketing Cloud





***71% of SEO practitioners say understanding the link between search ranking and social sharing is more important in 2014 than it was last year\****

*Google doesn't track social shares in its algorithm...*

*... but experience shows strong correlation*

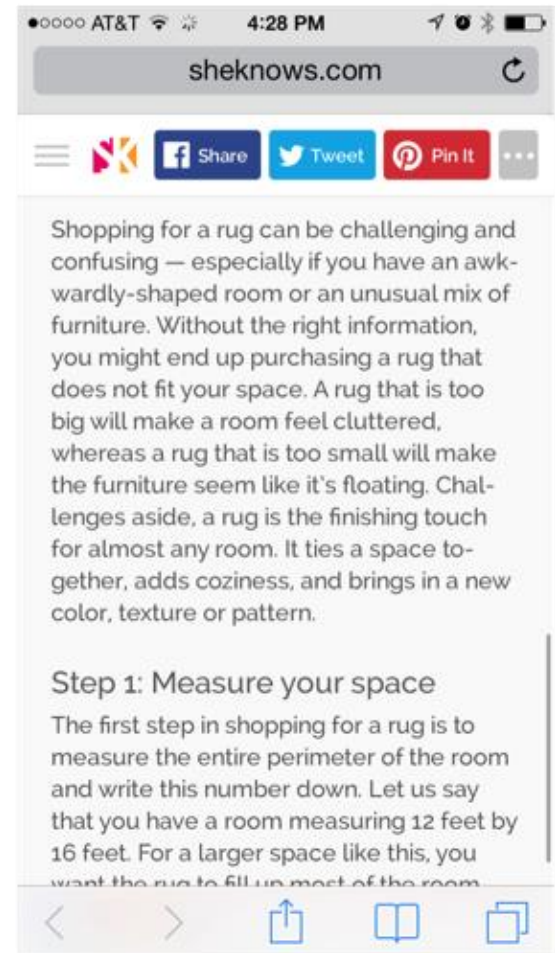
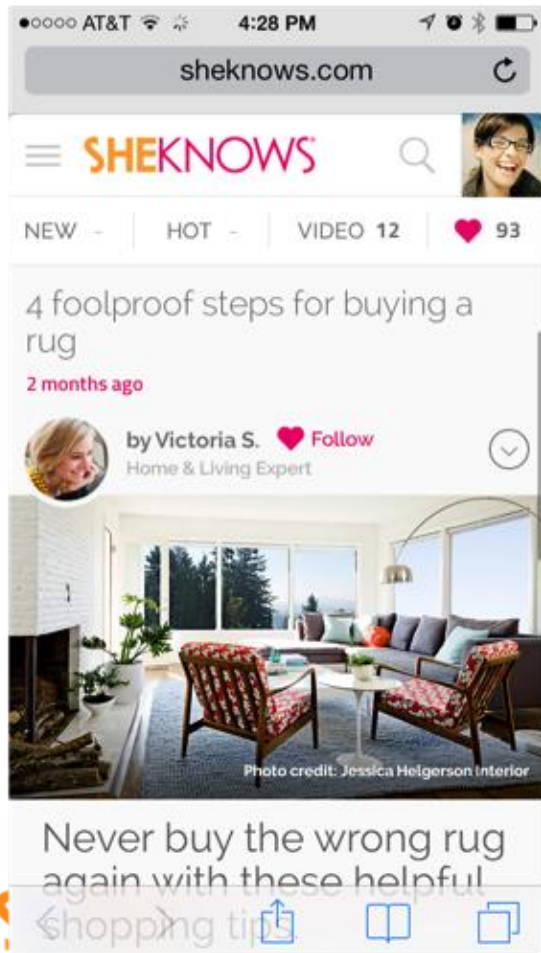
## WHY?

- Social shares → social impressions → mentions by other media platforms/content creators → links/SEO
- Every social page treated as a web page by Google → can create relevance for your page

# SOCIAL SHARING

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## TO DO: Website redesign prioritizes social sharing



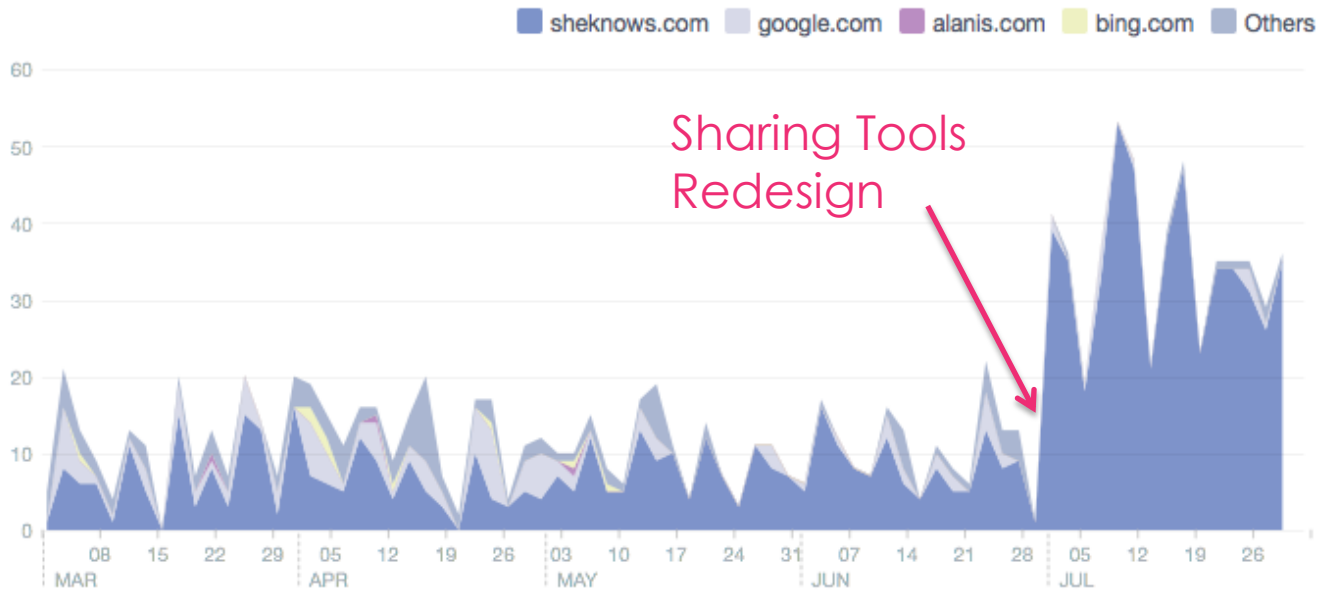
# SOCIAL SHARING

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## SHEKNOWS FACEBOOK PAGE TRAFFIC FROM SK.COM HAS EXPLODED

### External Referrers

The number of times people came to your Page from a website off of Facebook.



### BENCHMARK

Compare your average performance over time.

sheknows.com

google.com

alanis.com

bing.com

Others

# SOCIAL SHARING

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**TO DO:** Leveraging Experts to share with their own social networks + Drive links back



AMBER DUSICK IS THE AUTHOR  
OF THE BESTSELLING HUMOR BOOK  
“PARENTING: ILLUSTRATED WITH CRAPPY PICTURES”.



## STATISTICS & REACH

Los Angeles, California

crappypictures.com

Facebook: **110,000**

Pinterest: **2,000**

Twitter: **26,000**

It all starts with high quality content, subject expertise and a great user experience

Our influencers help with SEO in 3 ways

- 1. Establish topical authority**
- 2. Help us identify/create trends**
- 3. Generate social juice with their followers**

# Thank you!

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