

Creating Content That Shines on Google

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What are we going over?



Cooking Up
A Proper URL



Panda
&
Penguin



Transamerica
Content
Playbook



Creating SEO-friendly URL Structures

URLs| Cooking Up A Proper URL

From an SEO point of view, a URL structure should be:

- **Straightforward:** There should be no confusing redirects on the website
- **Meaningful:** URL names should have keywords in them, not tons of numbers that mean nothing
- **A well crafted URL should semantically make sense.**



URLs | Consolidate your www and non-www domain versions

Why?

Some of your backlinks may be pointing to your www version while some could be going to the non-www version.

How?

Use a 301 redirect to point one version of the site to the other (or vice versa)

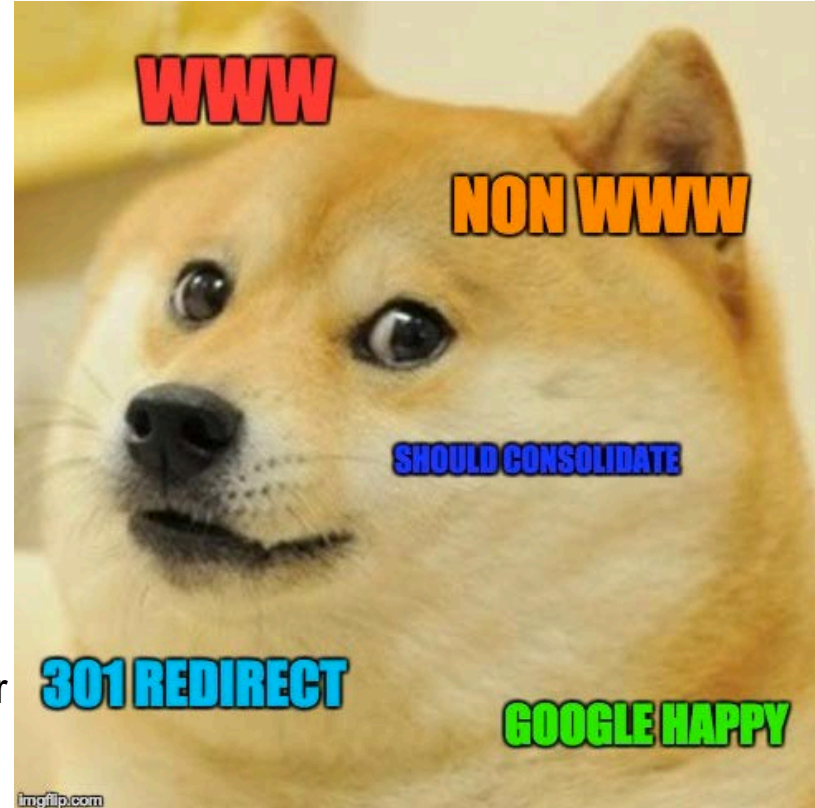
OR

Specify your preferred version in Google Webmaster tools (*Configuration >> Settings >> Preferred Domain*)



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URLs | Make Them Pretty

Pretty (Static): www.website.com/topic-name

- Contains keywords
- More user friendly

Ugly (Dynamic):

www.website.com/?p=1232143

Remember:

Google recommends using hyphens instead of underscores in URL names because Google reads underscores as one whole word.



URLs | Google Needs a Map

Create an XML Sitemap

What is it?

A list of your site's URLs that you submit to the search engines

Why?

1. It helps search engines find your site's pages.
2. Search engines can use the sitemap as reference when choose preferred URLs on your site.

It's recommended to include only the webpages you'd like to show up in a search in your sitemap.

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Panda & Penguin

Panda | Focusing on Sites Providing a Bad User Experience

What is it?

- Ranking factor added to the Google algorithm
- Filter designed to identify 'low quality pages'
- Provides better rankings for high quality sites
- Updates every 4 to 7 weeks
- Named after Google engineer Navneet Panda



Penguin | Focusing on Spamdexing and Link Bombing

What is it?

- Algorithm change targeted at webspam
- Goal is to decrease rankings for sites that violate Google's Quality Guidelines

Examples:

- Keyword stuffing
- Over optimization
- Unusual linking patterns



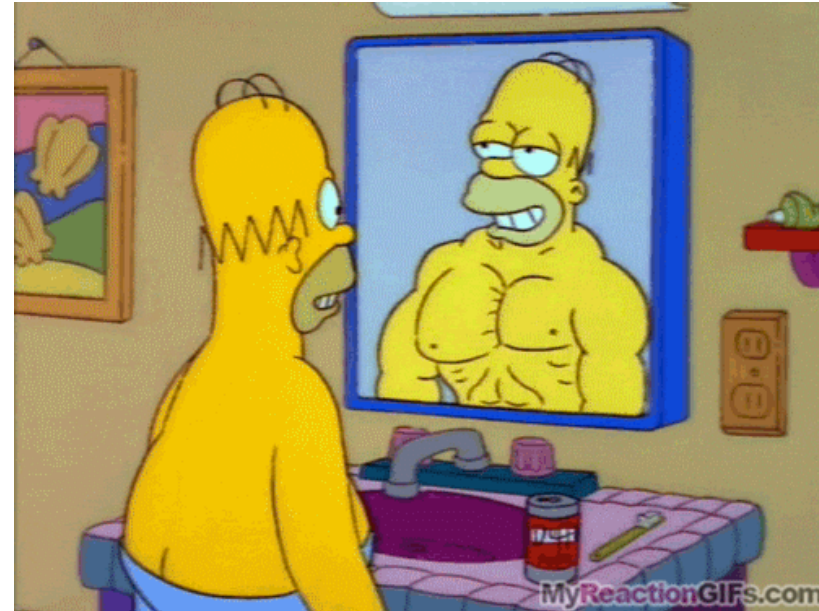


The Transamerica Content Playbook

Step 0 | Reality Check

Ask yourself the following

- Are you producing quality content?
- Do you go beyond being a simple brochure with the same information that can be found anywhere?
- Do you provide a reason for people to spend time reading your pages?
- Do you offer REAL value, something of substance to visitors, that is unique, different, useful that they won't find somewhere else?



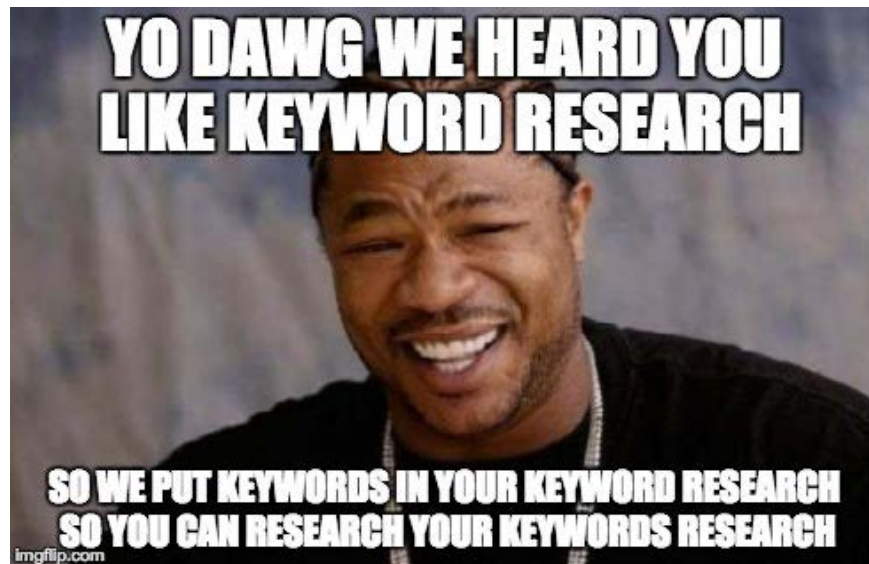
Step 1 | Content Research / Keyword Research

The most important SEO factor after creating quality content is **good keyword research**.

You want to create content using those keywords. Be sure to include the actual search terms people are using so you can create content that “answers” that search query.

Tools:

- Google AdWords Keyword Tool
- Wordtracker Free Keyword Suggestion Tool
- Trellian Free Search Term Suggestion Tool



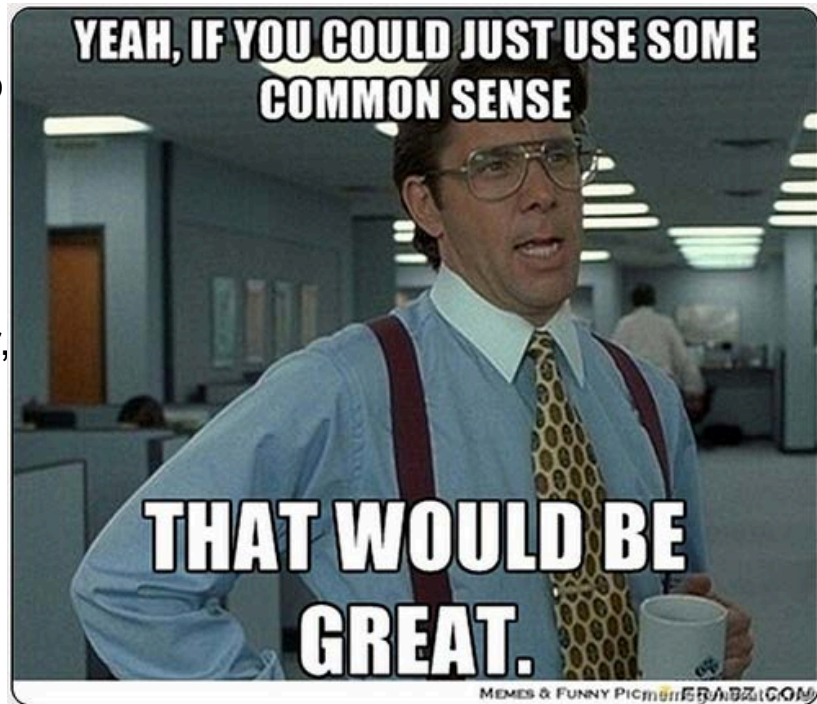
Step 2 | Content Words / Use of Keywords

There's no precise number of times that you need to use a keyword within your content.

USE COMMON SENSE

Think about the words you want the page to rank for, then use them naturally on the page.

Tip: If you frequently shift to pronouns on further references think about using the actual noun again here and there to help.



Step 3 | Content Freshness

Search engines LOVE new content.

What not to do:

You can't update your pages every day or add new pages to your site constantly thinking that will make you seem fresh in the eyes of search engines.

Google uses “Query Deserved Freshness”

- If a search is suddenly very popular versus how it usually is Google will look to see if there is fresh content on that topic.

Take advantage of the freshness boost by producing relevant content that matches the real-time pulse of your industry.



Step 4 | Content Engagement


Quality content should produce interactions with users.

Search Engines Measure look at

- Bounce Rate
- Time on Site
- Social signals

Search engines deem articles that get people staying longer and sharing across the web as more valuable pieces of content.



A photograph of Kevin Durant at a press conference. He is wearing a dark blue suit, a white shirt, and a patterned tie. He has a serious expression and is clapping his hands. The background is a blue wall with repeating logos for the NBA and KIA. The text 'SOCIAL MEDIA' is overlaid at the top in large, white, bold, sans-serif font with a black outline. The text 'YOU THE REAL MVP' is overlaid at the bottom in the same font style.

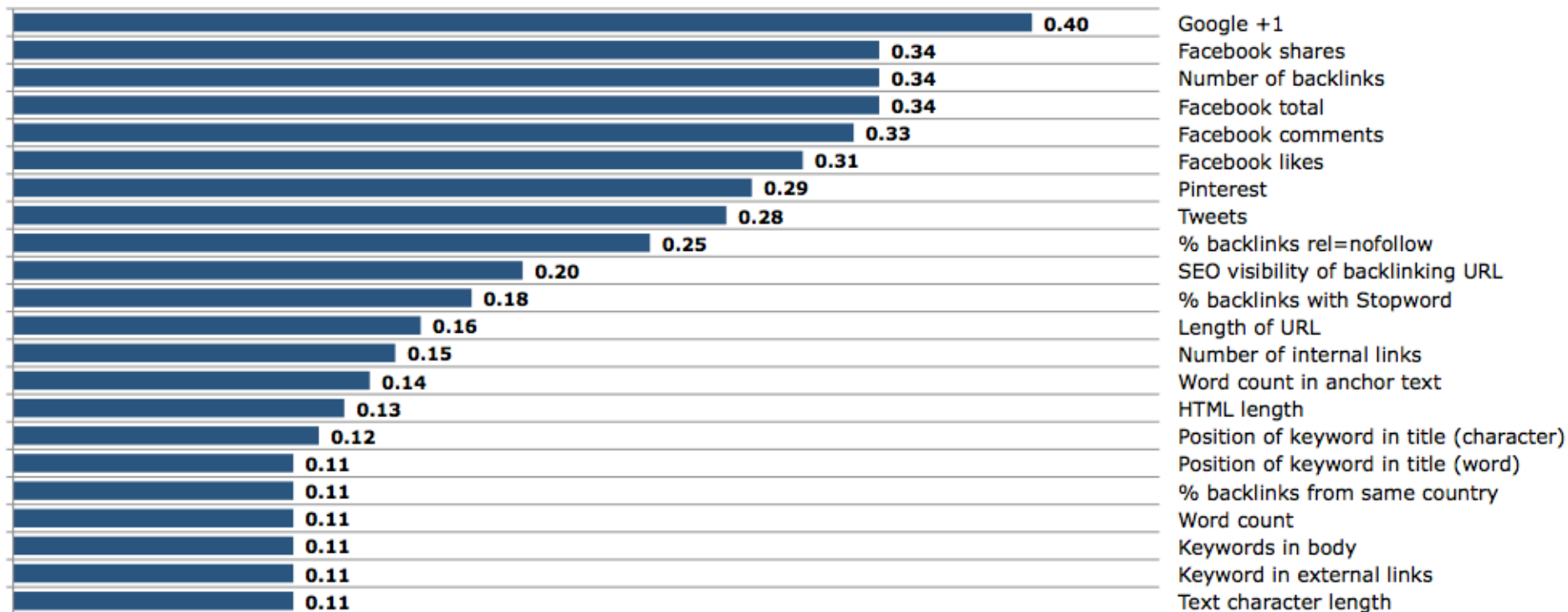
SOCIAL MEDIA

YOU THE REAL MVP

Google Search Ranking Factors in the US

(Spearman correlation coefficient, factors selected limited to those with coefficient >0.1)

June 2013



Five 2015 Pension Reforms That May Affect Your Retirement Savings

By David Dorion / Dec 18, 2014



Whether you're new to the world of retirement savings or a seasoned pro, there are some rules changing in 2015 that may affect the assets that are most important to your future. Here's a brief description of five of those changes, along with some thoughts on how to use them to your advantage.

1. **Contribute more to your 401(k).** In 2015, you'll be able to contribute \$500 more to your 401(k) plan than in 2014—for a grand total of \$18,000 for the year. If you can't put in that amount, we understand. But make sure you contribute at least what's needed for you to receive your

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2015 pension reforms



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Pension changes in 2015 - Just Retirement

www.justretirement.com/.../Pension-changes-now-and-in-... ▾ Just Retirement ▾

The government proposed **pension reforms** in the March 2014 budget which change the current rules in significant ways. If you are nearing retirement, it is ...

UK pension reforms – what do they actually mean? | Money ...

www.theguardian.com ▾ Money ▾ Pensions ▾ The Guardian ▾

Oct 14, 2014 - From April **2015**, savers over 55 will be given the option of taking a ... The **pension reforms** will be of most benefit to those who have built up ...

Pension Reform Newsletter - January 2015 - Reason ...

reason.org/news/.../pension-reform-newsletter-januar... ▾ Reason Foundation ▾

January 21, **2015**. This newsletter highlights articles, research, opinion, and other information related to public **pension** problems and **reform** efforts across the ...

NHS Pension Scheme: Arrangements beyond 1 April 2015

www.nhsbsa.nhs.uk/4017.aspx ▾ NHS Business Services Authority ▾

Changes to the NHS **Pension Scheme** in **2015** ... /publications/**reforming-the-nhs-pension-scheme-for-england-and-wales-proposed-final-agreement**. **2015** NHS ...

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Dec 18, 2014 - **2015** will bring new **changes** to rules governing **retirement** contributions. Read our latest blog and stay in the know!

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Step 1: Google Topic Trends



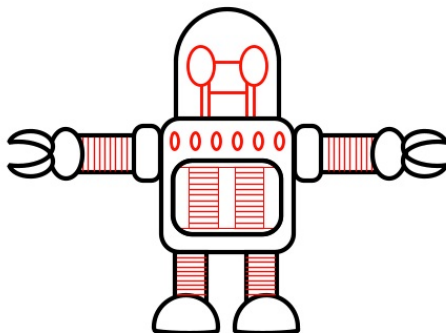
Step 2: Google Keyword Planner



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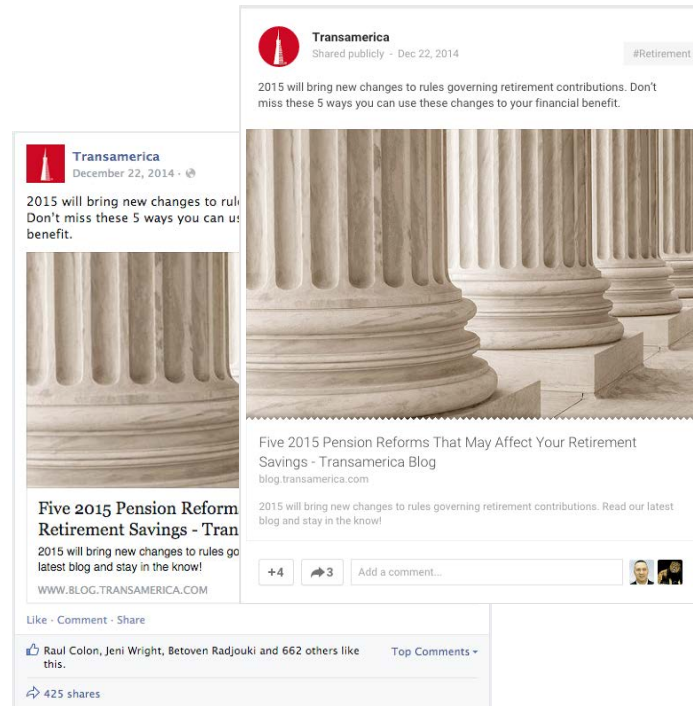
Step 3: Make sure the Blog Post covers the following

- Keywords present
- Clear to the point title
- Optimized permalink (pretty URL)
- Good Meta description
- Written for humans before computers



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Step 4: Post to Social



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