



Creating Content That Shines on



#GoogleConf

meritus·MEDIA

About Me

- Started using Google in 1999
- 15 years experience in Digital PR
- @sallyfalkow
- www.proactivereport.com
- 2014 Top Social Media Influencers on Twitter (Cision)
- 2014 25 Women who Rock Social Media (TopRank)



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.

Algorithms



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Content Requirements

- High Quality
- Fresh
- Unique
- Relevant (keywords and concepts)
- Information rich
- Visual
- In-Depth
- Useful
- Trusted Authority

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?

<https://meritusmedia.wishpond.com/google-checklist/>

What is Unique Value?

- ❖ **An upgrade in aggregation, accessibility, design** You might have seen this information before, but never like this. How can you use your expertise and approach to make content that is different?
- ❖ **Information not available anywhere else**
Find aspects of your expertise and information that no one else has yet published.
- ❖ **Content presented with a totally differentiated voice/style**
Sometimes the content is available elsewhere, but the style is so engaging that it offers unique value.

Content Types

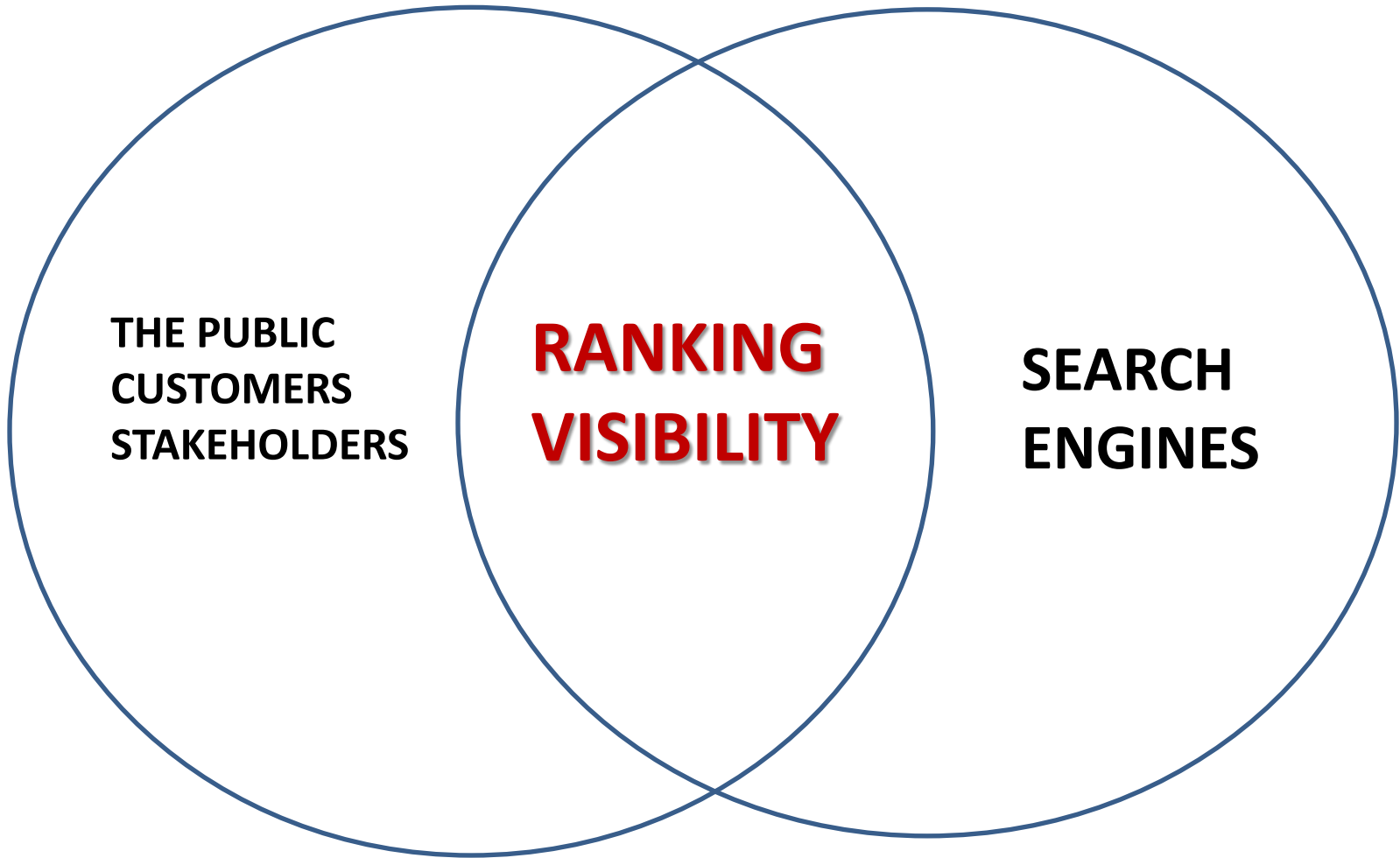
- Video
- Infographics
- Images
- Listicles
- Case Studies
- Blogs – with embedded videos, infographics, images

Content Strategy

“A lot of SEO still seems to focus on coming up with really clever ways of creating content, and then more content. They don’t ever mention the word customer, nothing about customer insight, nothing about the customer journey buying cycle and so forth.

In order to function effectively it is not about more, it’s about quality. It’s about experience. It’s about providing the right information at the right time.”

Lee Odden TopRank Marketing



**THE PUBLIC
CUSTOMERS
STAKEHOLDERS**

**RANKING
VISIBILITY**

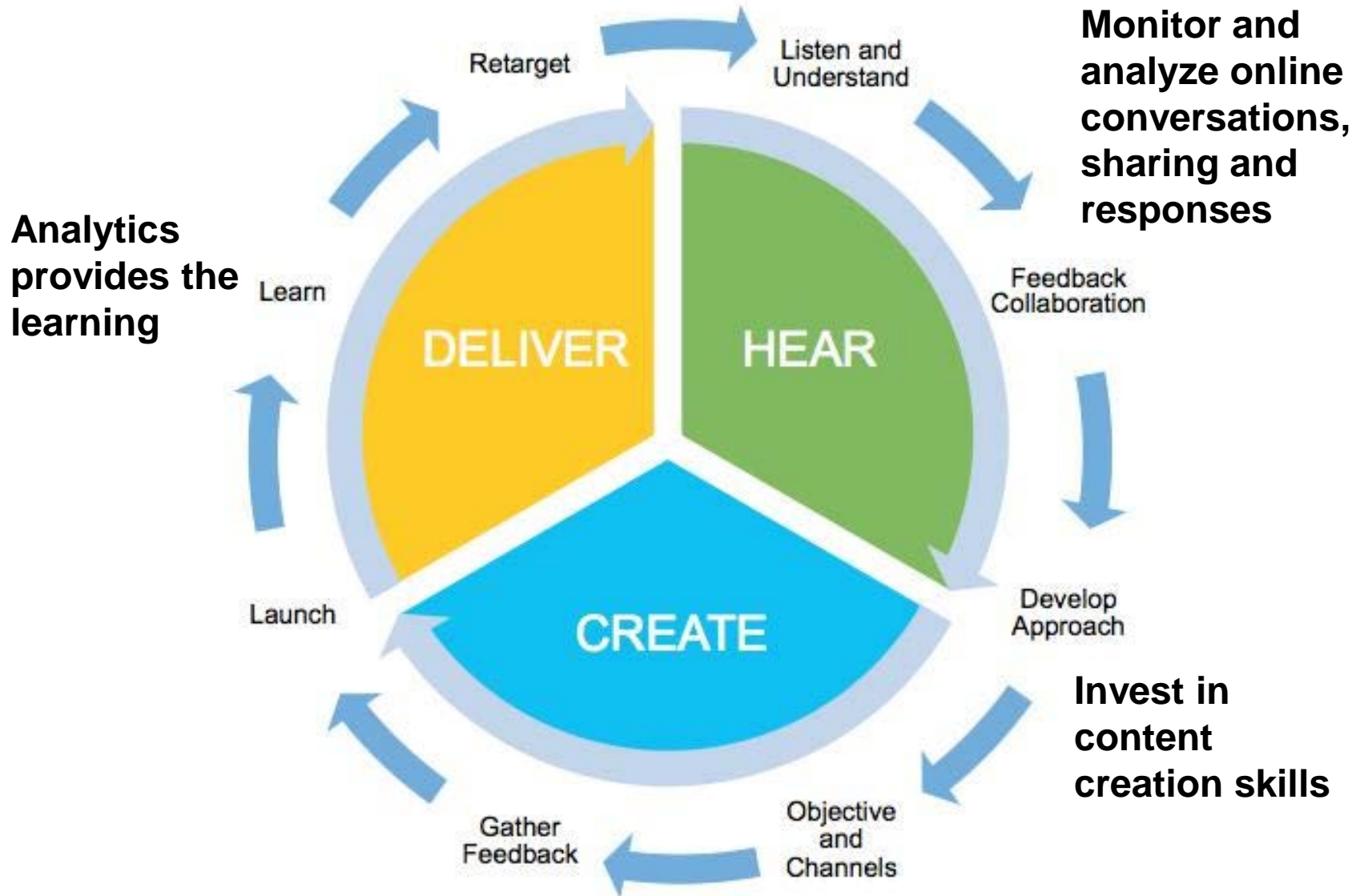
**SEARCH
ENGINES**

Content Strategy

- Discover your audience's likes, dislikes, intent, sentiment, problems
- See what resonates with them – what content do they respond to and share?
- Look for gaps in information you can fill



Content Process



Sendible

Message Box | My Contacts | My Groups | My Reports | Add/Edit Services | My Users | My Profile | My Account

Message Credits: 5768 | Sendible Tokens: 6992

Message Box

Compose | Inbox (0) | Tasks (1) | **Monitoring** | Scheduled (0) | Drafts (4) | Sent | Downloaded | Calendar | Feeds | Search

Social Mentions and Reviews

1 - 25 of 23482

All None Edit Assign | all | Filter Refresh | - Microsoft

Sentiment by Percent

Positive (72.9%) | Negative (27.1%)

Sentiment by Score

Positive (16881) | Negative (7034)

Mentions over time

User	Platform	Text	Date	Time
Akshay Sodheesh	Facebook	Dear Microsoft word, I'm pretty sure I spelled my name correctly	20 Dec	11:06
IT Schulung	Twitter	IT Kurs - Microsoft Office SharePoint Services 3.0 http://it.co/FL8BqkGo	20 Dec	11:06
UbiquitousMAG	Twitter	RT @AppSense: #AppSense User Virtualization Software addresses Desktop Transformation for 55,000 users at RBS - http://it.co/Mk3tUw #Citrix #Microsoft	20 Dec	11:06
ViewtifulRoxas	Twitter	RT @OVMUK: Microsoft's selling Bastion for half the price today only. Get stuck in. http://it.co/Listc18e	20 Dec	11:06
brandon3421	Twitter	I agree and Now Apple is acting like Microsoft. http://it.co/k8tbgR1 via @huffingtonpost	20 Dec	11:06
kms568	Twitter	ウェブ日記、グインとウェブズの体積比較。大昔、専研書体もMicrosoftが英語でライセンスしたいと持ちかけて専研の社員が激ったといふ都市伝説を聞いた事を出す。	20 Dec	11:06

- Edit
- Translate
- Assign
- Respond

Sprout Social

500+
Automotive Media Group

sproutsocial

HOME
MESSAGES
FEEDS
PUBLISHING
DISCOVERY
REPORTS

GROUP TRENDS

January 4, 2013 - January 10, 2013 Past Week

INCOMING MESSAGES	1.2k	
SENT MESSAGES	1.1k	
NEW TWITTER FOLLOWERS	643	
NEW FACEBOOK FANS	290	

1.5K INTERACTIONS

BY 770 UNIQUE USERS

8.6M IMPRESSIONS

STUFF TO DO

[GO TO INBOX](#)

[VIEW MY TASKS](#)

[VIEW REPORTS](#)

AUDIENCE DEMOGRAPHICS

Across Automotive Media Group's Twitter and Facebook accounts

TWITTER FOLLOWERS

66%

MALE FOLLOWERS

34%

FEMALE FOLLOWERS

FACEBOOK IMPRESSIONS DEMOGRAPHICS

78%

MALE FANS

22%

FEMALE FANS

MY SOCIAL PROFILES

Snapshots of your connected accounts

SIGN UP FOR A FREE Introductory Webinar

In 45 minutes we'll show you how Sprout Social will change the way you manage social media.

REGISTER NOW

AutoCON2013

197 Followers | 2.00 Avg. Posts per Day

ENGAGEMENT

GREAT

INFLUENCE

GOOD

NEW FOLLOWERS 20

YOU FOLLOWED -1

AutoCON2012

4.2k Followers | 2.57 Avg. Posts per Day

ENGAGEMENT

GREAT

INFLUENCE

GREAT

NEW FOLLOWERS 21

YOU FOLLOWED -2

PROFILES

connected to Automotive Media Group

+26 more

TEAM MEMBERS

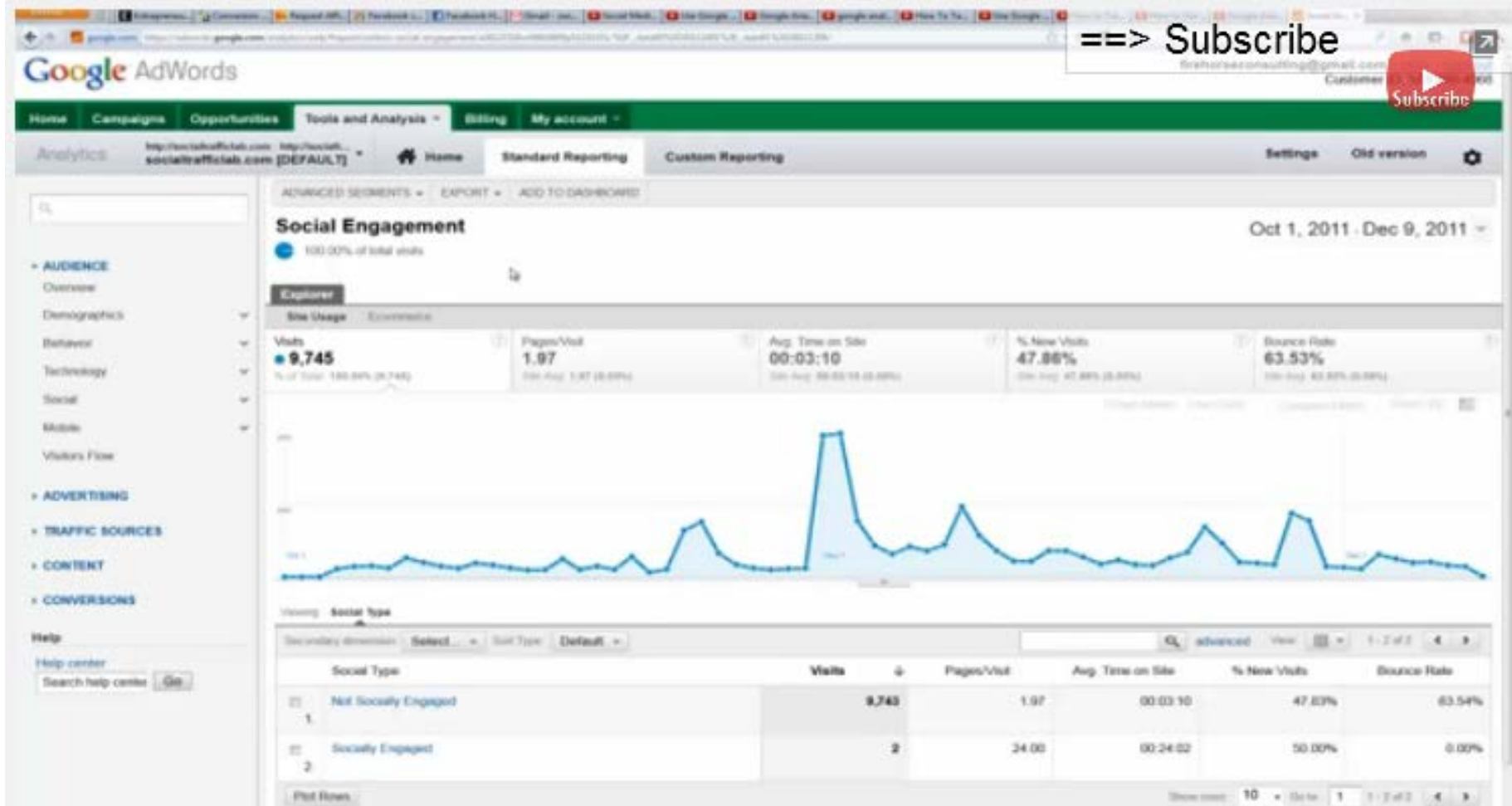
managing Automotive Media Group

RECENT FOLLOWERS

Go Mobile.

[IPHONE/IPAD](#)
[ANDROID](#)

Google Analytics



==> **Subscribe**



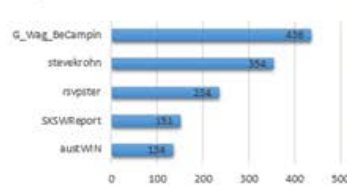
Twitter

T42
Twitter Analytics for Excel

Tweets by Day



Top Tweeters



02/25/2013 - 03/04/2013

Total Tweets	31,372
Total Retweets	
Total Tweeters	15,222
Total Retweeters	
Unique Mentions	12,192
Unique Hashtags	7,542
Tweeters Per Day	2,655
Hashtags Per Tweet	1.8

Query Name: #sxsw

Date: 2/25/2013 - 3/1/2013

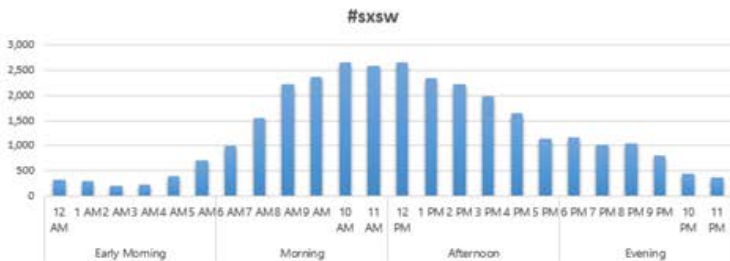
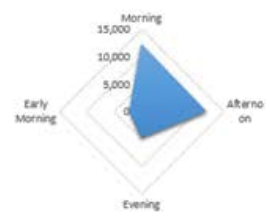
Time Of Day: Early Morning, Morning, Afternoon, Evening

Tweet Type: Original

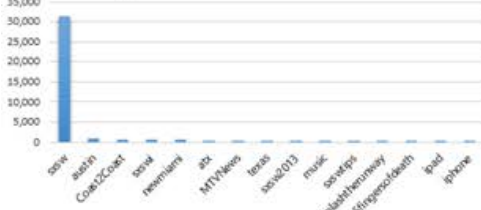
#Hashtags: 10IX, 10deep, 111records

@Mentions: _camill, _caribones, _cassira, _ChristinaV, _Covebunge, _CrunchBunch

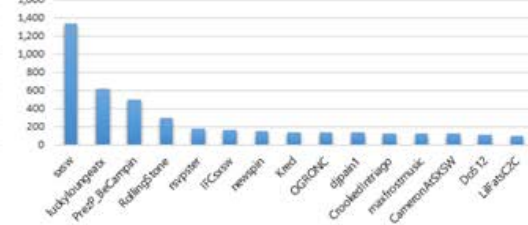
Time of Day



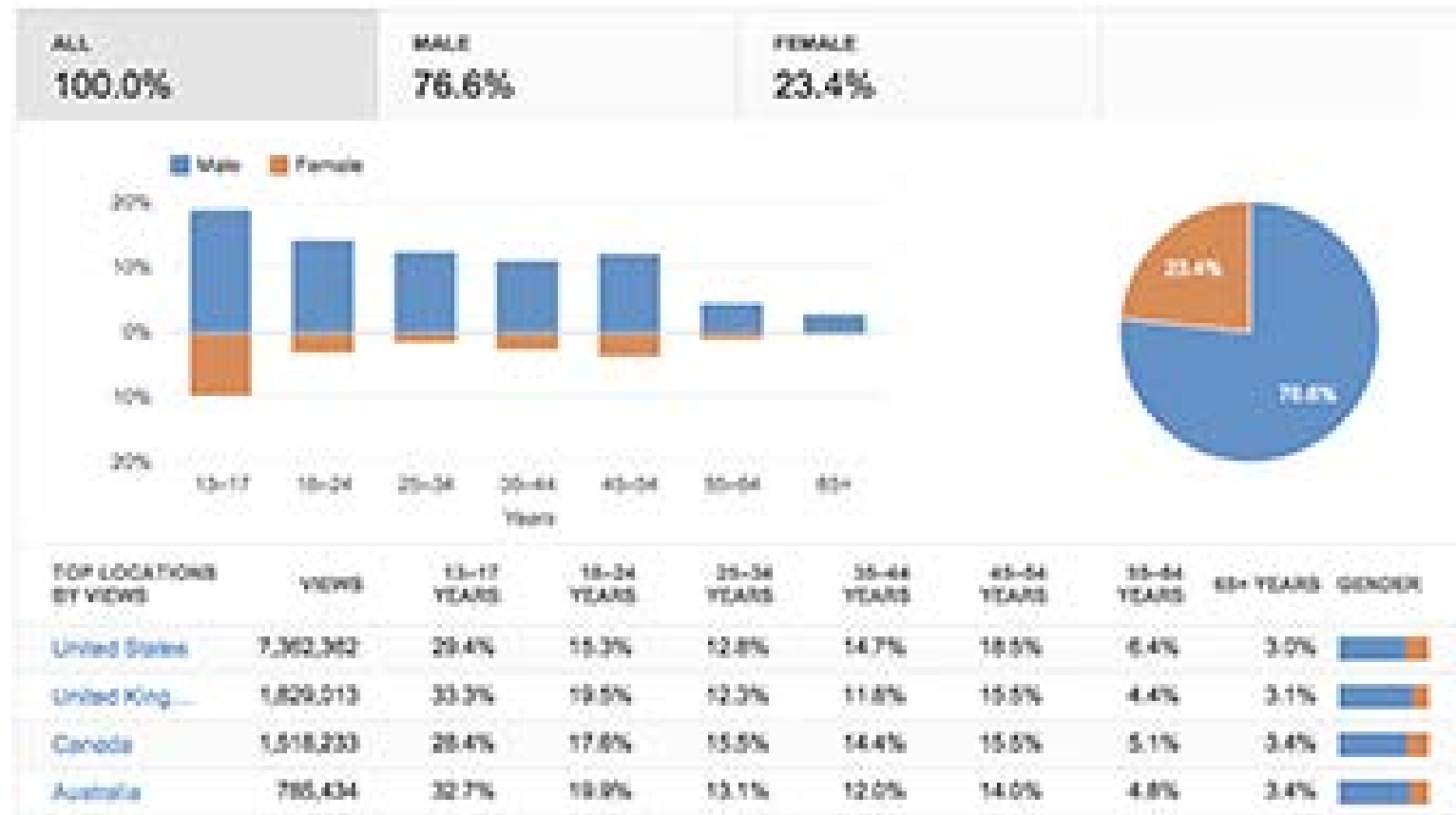
Top Hashtags



Top Mentions



YouTube



21 Interactions This Week [?] **14** Likes **14** Comments **6** Wall Posts

59.2 Post Quality [?]

Fans Who Interact With

Interactions Over Time Learn more

Choose graph: **Interactions**

Total Interactions Comments Wall Posts Likes



8 Active Fans This Week [?]



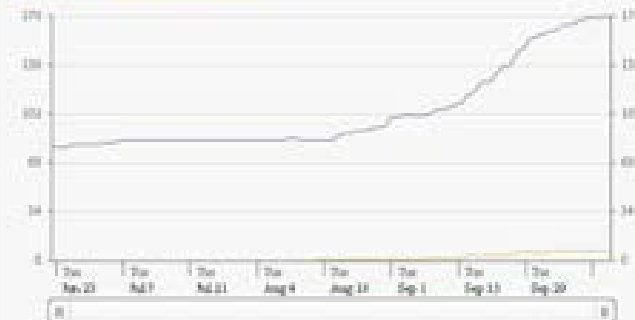
Top Countries	Top Cities	Top Languages
United States	0 Coltonville	11 English (UK)

All Fans of

All Fans Over Time Learn more

Choose graph: **Total Fans / Unsubscribed Fans**

Total Fans Unsubscribed Fans



170 Total Fans on Oct 12



Top Countries	Top Cities	Top Languages
United States	169 Coltonville	54 English (UK)

* View All

Please allow 48 hours for data to be available for a daily report.



Search



Pinterest



Victor

Your Site

Feb 23, 2013 - Mar 09, 2013

Site Metrics

Most Recent

Most Repinned

Most Clicked

Export

Pins



-9.75%

5,368

Pinners



5.06%

1,225



Repins



5.15%

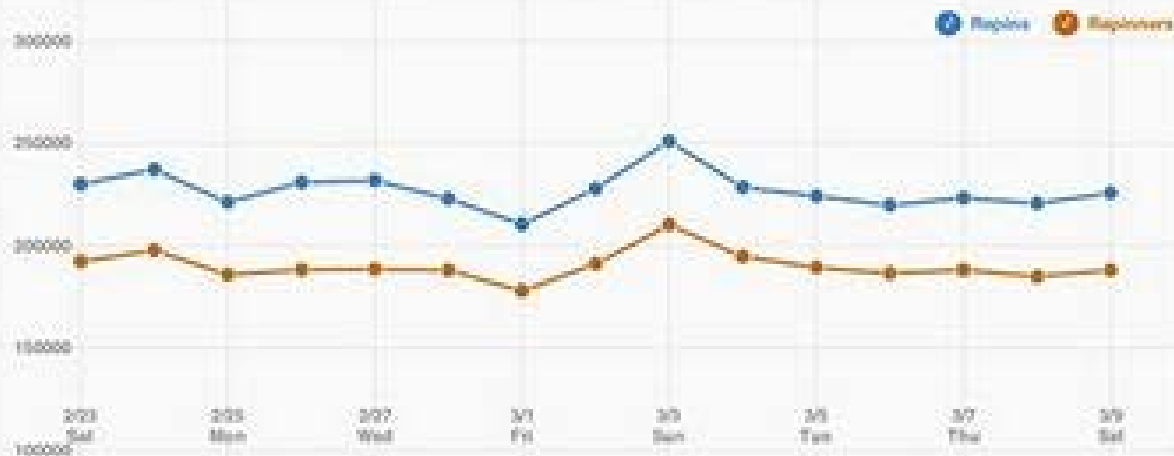
227,088

Repinners



5.08%

190,111



Crowdboost

The screenshot displays the Crowdboost dashboard for the account @Crowdboost. The interface includes a navigation bar with 'Dashboard', 'Invites (0)', and 'Settings'. The main content area is divided into several sections:

- WHO ARE MY FOLLOWERS:** A section showing follower statistics from 2013-05-05 to 2013-05-07. It includes a line graph and a table with the following data:

Day	Followers	Tweets
2013-05-05	+65	88
2013-05-06		
2013-05-07		
- Impressions:** A section showing follower growth and influential followers.
- 2,605 Followers:** A summary card showing a change of +5 followers.
- 1,589 Tweets:** A summary card showing a change of +2 tweets.
- 3,076 Mentions:** A summary card showing a change of +10 mentions.
- 749 Retweets:** A summary card showing a change of +1 retweet.
- Export Reports:** A button to export reports.
- Invite your friends (2):** A button to invite friends.

The **RECOMMENDATIONS** section suggests scheduling tweets for 1AM, 2AM, and 4AM tomorrow. The **HOW ARE MY TWEETS DOING? CROWDBOOSTER** section features a scatter plot of Impressions vs. Retweets. The plot shows a positive correlation, with a color scale ranging from blue (low) to red (high). A tweet from Crowdboost is highlighted, showing 4 retweets, 1 reply, and 3,635 impressions. The tweet text is: "How engaged is your brand? (infographic) @alterian http://bit.ly/2NWE80 #umw".

Resources

SMART News: how to create branded content that gets found in search and shared on social media Amazon Kindle

Listening tools:

Sendible – one of my favorites

<http://sendible.com/pricing/>

It also allows you to post to all accounts and networks and even email reporters and bloggers

Sprout Social

<http://sproutsocial.com/pricing>

Has a good spread of features

Trackur

<http://www.trackur.com/options>

Resources

Graphics tools:

Powerpoint

PicMonkey

Canva

Fiverr ?

Video:

Smart phone

Tablet

KineMaster Pro

Camtasia

iMovie

Final cut



How to Get Into Google News

1. Use a paid service like the wire services, syndication or promoted stories – resource: www.pressreleasetoolbox.com
2. Find a relevant news source that covers your topic that is already a Google News Source
3. Build a relationship with a reporter/editor at that outlet
4. Write stories and pitch those outlets
5. Some Google News sources allow you to submit stories directly

Questions?

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