

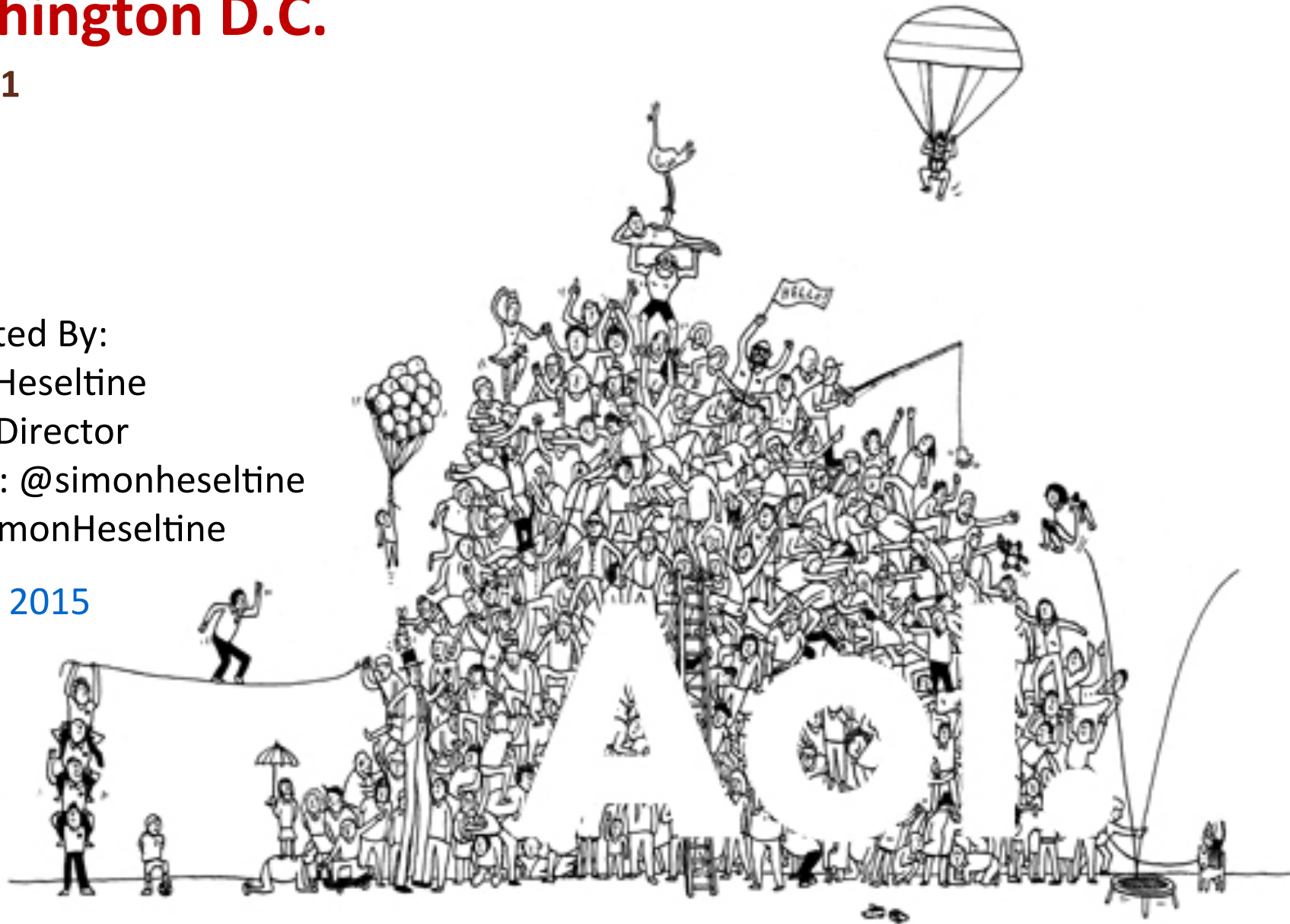
PR News

Washington D.C.

SEO 101

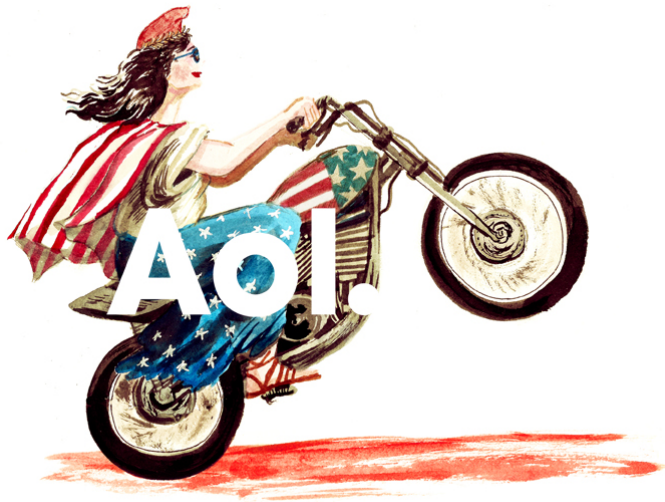
Presented By:
Simon Heseltine
Senior Director
Twitter: @simonheseltine
AIM: SimonHeseltine

Apr 21, 2015



Who am I?

#PowerOfPR



SEMPO ::::®

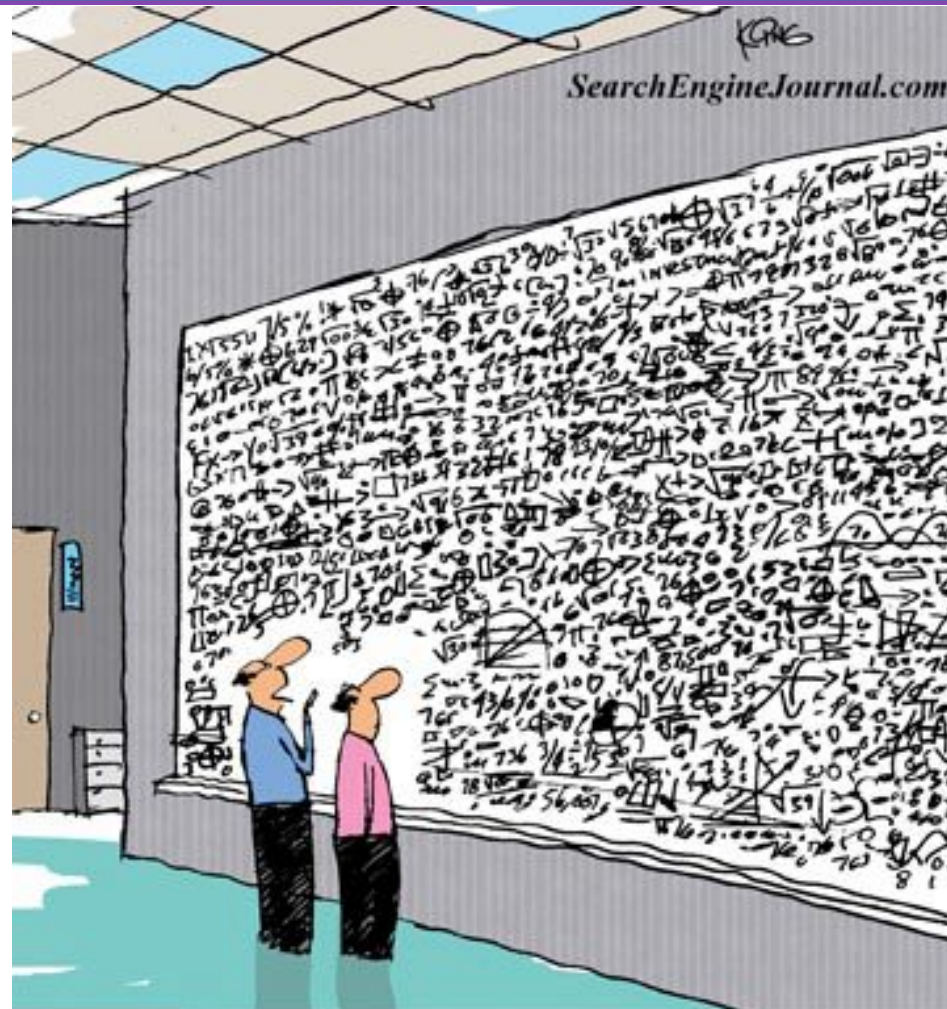
TE

engadget



THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY



...And that, in simple terms, is how you increase your ranking on search engines."

SEO is dead?

#PowerOfPR

The image is a screenshot of a web page from PR SEJ (Search Engine Journal). The main headline in large, bold, red letters reads "SEO IS DEAD". Below this, a Google search bar is shown with the text "seo is dead" entered. A red arrow points to the search bar. The search results dropdown shows suggestions: "seo is dead", "seo india", "seo in guk", and "seo internship". To the right of the search bar, the text "IS IT?" is displayed in large, bold, black letters. Below the search bar, the text "About 13,800,000 results (0.31 seconds)" is visible. The article title "When Will SEO Die? The Death of SEO [Infographic]" is shown, along with the URL "www.seobook.com > Learn SEO > Infographics". A snippet of the article text follows: "This infographic highlights how some have claimed SEO to be 'dead' for over a decade now & yet even after the social media ponzi scam imploded, SEO is still ...". The article is categorized under "SEO". The main title of the article is "The Many 'Deaths' of #SEO Before 2015". The author's name, "Razvan Gavrilas", and the date, "January 22, 2015", are listed at the bottom left. The number of shares, "208 SHARES", is shown at the bottom right. The PR SEJ logo and navigation menu are visible at the top of the page.

PR SEJ Search Engine Journal

SEO SEARCH ENGINES CONTENT MARKETING SOCIAL MEDIA PAID SEARCH ENTREPRENEUR

SEO IS DEAD

Google

seo is dead
seo is dead
seo india
seo in guk
seo internship

About 13,800,000 results (0.31 seconds)

IS IT?

When Will SEO Die? The Death of SEO [Infographic]
www.seobook.com > Learn SEO > Infographics

This infographic highlights how some have claimed **SEO** to be "dead" for over a decade now & yet even after the social media ponzi scam imploded, **SEO** is still ...

SEO

The Many "Deaths" of #SEO Before 2015

Razvan Gavrilas
January 22, 2015

208 SHARES

What does Google Think?

#PowerOfPR

The Google logo is displayed in its standard multi-colored font.

seo is

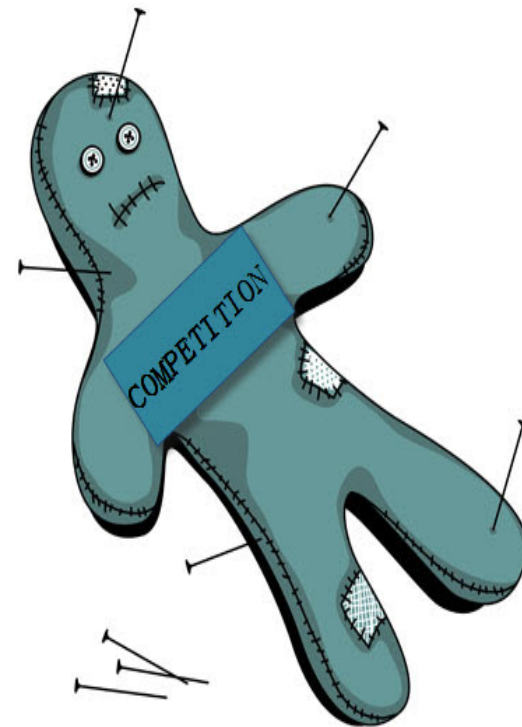


What is SEO?

#PowerOfPR



A One Off Feature



VooDoo Magic

How SEO Actually Improves Content Quality



By *Lisa Barone*, Dec 11, 2014

12 Comments

Content



665



181



252



- SEO Promotes Audience and Keyword Research
- SEO Is About Making Pages Useful for Users
- SEO Is a Content Organizer
- SEO Is an Idea-Generator
- SEO Creates Opportunities for Content
- SEO Gets Great Content Found

Google now puts company press releases in its 'news' search results

A Google spokesperson told Reuters:

"The goal of search is to get users the right answer at any one time as quickly as possible — that may mean returning an article from an established publisher or from a smaller niche publisher or indeed it might be a press release."

<http://venturebeat.com/2015/03/12/google-now-elevates-company-press-releases-in-news-search-results/>



Breaking News and Opinion on The Huffington Post 🔍

FROM AP: AP Top Travel **News** At 1 p.m. EDT... 5 minutes ago http://www.huffingtonpost.com/2011/06/01/jane-lynch-at-news-corp-fox-news_n_869623.html ...
www.huffingtonpost.com/?iainow=1&ref=aolnews - **Cached**

Florida Blue - Website Unavailable

<https://www.bcbsfl.com/> ▼

Generally, the pronouns "our," "we" and "us" used throughout www.bcbsfl.com are intended to refer collectively to Blue Cross and Blue Shield of Florida, Inc. and ...

USAirways News Site

www.usair.com/

US Airways. This is a test. Click the link below to go to usairways.com · Continue to USAirways.com. Don't show me this page again.

404 Page - Blue Fountain Media

www.bluefountainmedia.com/404 ▼

Oops! That page couldn't be **found**. Want to play some Pacman instead? Go Back. Get Adobe Flash player. Is This What You were looking for? Strategy & ...



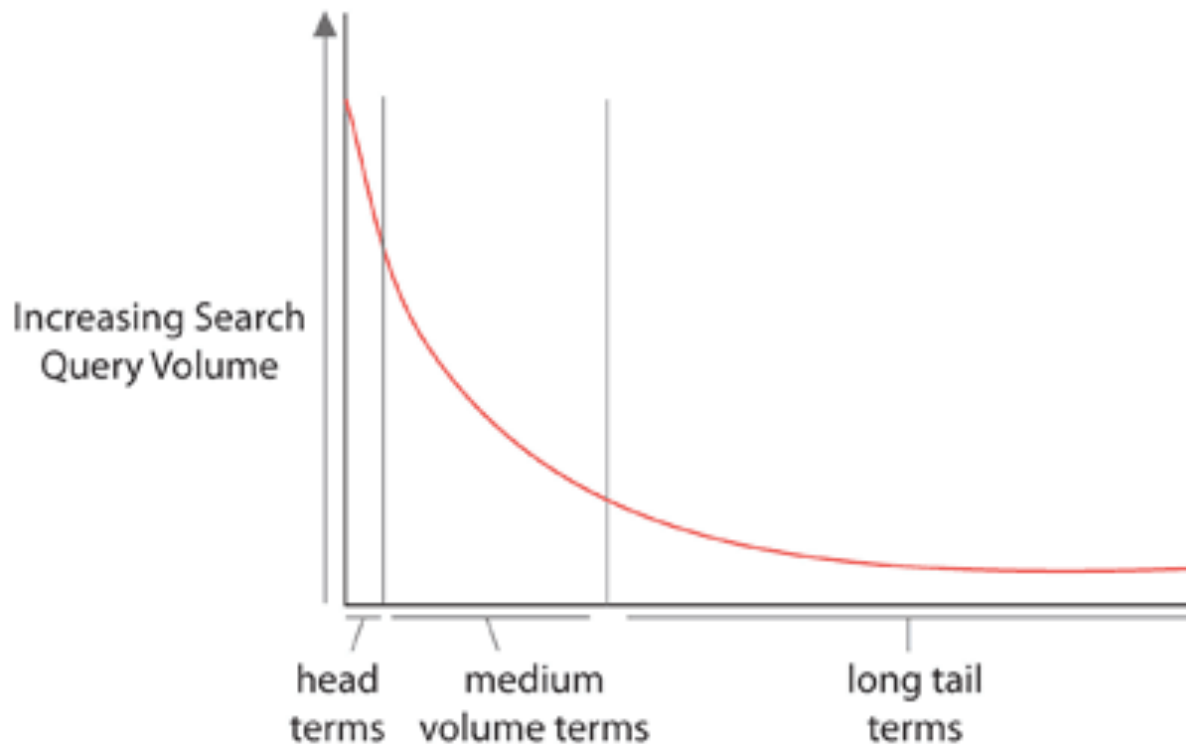
The basics – Keyword Research

#PowerOfPR

<http://www.wordle.net/>



Long Tail of Search



Head:
Washington DC

Medium:
Washington DC
Affordable housing

Long Tail:
Mayoral report on
Washington DC
Affordable housing
April 2015

Image: <http://searchenginewatch.com/article/2064482/How-to-Chase-the-Long-Tail>

The basics – Keyword Research

#PowerOfPR

Search Marketing?

Internet Marketing ?

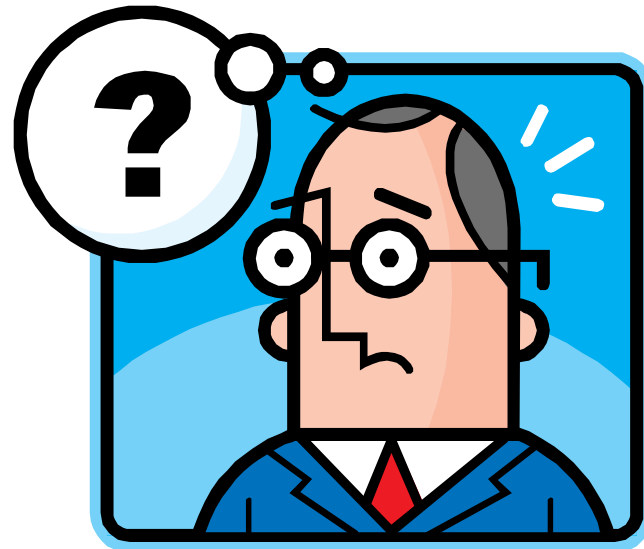
Online Marketing?

Digital Marketing?

Search Engine Marketing?

Organic Marketing?

SEO Marketing?



The basics – Keyword Research

#PowerOfPR

Samsung GALAXY S4 **Life companion**

Make your life richer, simpler, and more fun.

As a real life companion, the new Samsung GALAXY S4 helps bring us closer and captures those fun moments when we are together.

Each feature was designed to simplify our daily lives.

Furthermore, it cares enough to monitor our health and well-being.

To put it simply, the Samsung GALAXY S4 is there for you.



Samsung G
Hi H

The basics – Keyword Research

#PowerOfPR

The screenshot shows the Amazon product page for the Samsung Galaxy S IV. The top navigation bar includes the Amazon logo, "Try Prime", and links for "Simon's Amazon.com", "Today's Deals", "Gift Cards", "Sell", and "Help". Below this is a search bar with "Cell Phones & Accessories" selected. A horizontal menu lists categories: "Cell Phones & Accessories", "All Electronics", "Contract Cell Phones", "No-Contract Cell Phones", "Unlocked Cell Phones", "Accessories", and "Best Sellers". The product title is "Samsung Galaxy S IV" by Samsung, with a 4-star rating and "342 customer reviews". The price is listed as "\$529.95". The article title is "Samsung Galaxy SIV : Full Specs + Special Features" by Mellisa Tolentino, dated March 15th. The article content begins with "Samsung has revealed the Galaxy SIV at yesterday's Unpacked event in New York's Radio City Music Hall. And without further ado, we present you the Next Big Thing." A sidebar on the left contains navigation links: {SILICON ANGLE}, CLOUD, MOBILE, SOCIAL, SERVICES, DEVOPS, and RESEARCH. Below these are "TOPICS:" and "ALL".

amazon Try Prime

Simon's Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department

Search Cell Phones & Accessories

Cell Phones & Accessories All Electronics Contract Cell Phones No-Contract Cell Phones Unlocked Cell Phones Accessories Best Sellers

Samsung Galaxy S IV

by Samsung

★★★★★ 342 customer reviews

Price: \$529.95

SiliconANGLE » Samsung Galaxy SIV : Full Specs + Special Features

Samsung Galaxy SIV : Full Specs + Special Features

MELLISA TOLENTINO | MARCH 15TH

READ MORE

Tweet 9 +1 1 Like 4 in Share 2

Samsung has revealed the Galaxy SIV at yesterday's Unpacked event in New York's Radio City Music Hall. And without further ado, we present you the Next Big Thing.

{SILICON ANGLE}

CLOUD

MOBILE

SOCIAL

SERVICES

DEVOPS

RESEARCH

TOPICS:

ALL

The basics – Keyword Research

#PowerOfPR

Google keywords Planner -<https://adwords.google.com/ko/KeywordPlanner/Home>

WordTracker – <http://freekeywords.wordtracker.com>

Keyword Discovery – <http://www.keyworddiscovery.com/search.html>

Wordstream - <http://www.wordstream.com/keywords>

Google Trends - <http://www.google.com/trends>

```
<title>Rev.com Launches Caption Service for  
Streaming Video </title>
```



Rev.com Launches Caption Service for Streaming Video

www.prweb.com/releases/2015/03/prweb12616083.htm ▼

3 hours ago - Rev.com Launches Caption Service for Streaming Video. FCC requires captions by March 30. Captions make videos easier to watch, and ...

The basics – Title Tags

#PowerOfPR

Pre-2013

Title: Yahoo! (1 words/6 chars)

2013 onwards

Title: Yahoo (1 words/5 chars)

Title: FBI —

Title: BBC

**Title: Breaking News, U.S., World, Weather, Entertainment & Video News - CNN.com
(11 words/63 chars)**

The basics – Title Tags

#PowerOfPR

LOV - Matching the REAL you with the REAL them

LOV Kickstarter launches March 26th, 2015



```
<meta name="title" content="LOV - Matching the REAL  
you with the REAL them">
```


The basics – Title Tags

The screenshot shows a Google search for "dating app". The search bar is at the top with the Google logo on the left and a microphone icon and a search button on the right. Below the search bar, several search results are displayed. Red arrows point to the title tags of the following results:

- 5 Dating Apps To Help You Find Love - Forbes**
www.forbes.com/pictures/.../5-dating-apps-to-help-you-find-love/ ▾ Forbes ▾
As we spent more hours on handheld devices, these dating apps are hoping to help you find mobile love.
- Dating Apps - Huffington Post**
www.huffpost.com/news/dating-apps/ ▾ The Huffington Post ▾
Lesbians, bisexuals and female queers alike, the women-seeking-women dating app you love to hate, Date... has now rebranded itself with a new name: HE.
- Tinder**
www.gotinder.com/ ▾ Tinder ▾
Tinder is how people meet. It's like real life, but better. Get it for free on iPhone and Android.
- Tinder - Android Apps on Google Play**
https://play.google.com/store/apps/details?id=com.tinder&hl=en ▾
★★★★★ Rating: 4 - 1,028,810 votes - Free
Tinder is one of the first apps to include Android Wear support. To set up, just login to Tinder on your phone. Send messages and view profiles from notifications, ...
- POF Free Dating App - Android Apps on Google Play**
https://play.google.com/store/apps/details?id=com.pof.android&hl=en ▾
★★★★★ Rating: 4.5 - 1,068 votes - Free
The POF Dating App has the most FREE features to help you start dating- Use our advanced matching algorithm for FREE! View your matches for FREE! Sort by ...
- Tinder: The Online Dating App Everyone's Talking About ...**
www.marieclaire.co.uk ▾ Feature ▾
Mar 3, 2015 - It's an online dating app. When it first came on the scene, it was used more as a hook-up/casual sex app because it finds you potential matches ...
- What dating app is right for you? - CNNMoney**
money.cnn.com/.../what-dating-app-is-right-for-you/ ▾ CNNMoney ▾
Dating apps are a dime a dozen, but which one will bring you true love (or at least a fun Friday night)? We've got you covered.

At the bottom left of the slide, there is a Twitter logo followed by the text "@SimonHeseltine".

Use named Entities

- People
- Events
- Places

WideOrbit Appoints Michael Kelly as Vice President of Sales, Television

2015 GCN Awards Call for Nominations Now Open

San Francisco's Top-Rated CPA Firm, Safe Harbor LLP, Issues Informative Blog Post on Last-Minute Tax Filings

The basics – Title Tags

#PowerOfPR

Duplicate
Titles

[Photo Gallery: Best of Sergei Fedorov, Part two](#)

Best of Sergei Fedorov, Part two. The Red Wings' **Sergei Fedorov** skates away with the puck. **Fedorov** won the Hart. Share this **photo**: Del.icio.us · Facebook ...
freep.com/apps/pbcs.dll/gallery?Site=C4&Date=20080215&Category=SPORTS05&ArtNo=215005&Ref=PH... - 20k - [Cached](#) - [Similar pages](#)

[Photo Gallery: Best of Sergei Fedorov, Part two](#)

Best of Sergei Fedorov, Part two. **Sergei Fedorov** practices with the Plymouth Whalers Jan. 14, 1998. **Fedorov** practiced with. Share this **photo**: Del.icio.us ...
freep.com/apps/pbcs.dll/gallery?Site=C4&Date=20080215&Category=SPORTS05&ArtNo=215005&Ref=PH... - 20k - [Cached](#) - [Similar pages](#)

[Photo Gallery: Best of Sergei Fedorov, Part two](#)

Best of Sergei Fedorov, Part two. Former Red Wing **Sergei Fedorov** waves goodbye to reporters after he practiced with the Plymouth Whalers. Share this **photo** ...
freep.com/apps/pbcs.dll/gallery?Site=C4&Date=20080215&Category=SPORTS05&ArtNo=215005&Ref=PH... - 20k - [Cached](#) - [Similar pages](#)

[Photo Gallery: Best of Sergei Fedorov, Part two](#)

Best of Sergei Fedorov, Part two. Red Wing teammates Steve Yzerman, Paul Coffey and **Sergei Fedorov** talk things over, March. Share this **photo**: Del.icio.us ...
freep.com/apps/pbcs.dll/gallery?Site=C4&Date=20080215&Category=SPORTS05&ArtNo=215005&Ref=PH... - 20k - [Cached](#) - [Similar pages](#)

[Photo Gallery: Best of Sergei Fedorov, Part two](#)

Best of Sergei Fedorov, Part two. The Red Wings' **Sergei Fedorov** reaches out to shake hands with Colorado's Claude Lemieux after. Share this **photo**: Del.icio.us ...
freep.com/apps/pbcs.dll/gallery?Site=C4&Date=20080215&Category=SPORTS05&ArtNo=215005&Ref=PH... - 20k - [Cached](#) - [Similar pages](#)



The basics – Title Tags

Pre 2007	{	• 65 characters
2007-2014	{	• 70 characters
2014	{	• ~55 characters

The basics – Title Tags

#PowerOfPR

Enter Your Full Title Text:

ClickZ Live has Content Workshops that will Help with your Strategy

Enter Search Phrase (*optional*):

ClickZ Content Strategy

Cutts Me, Google!

ClickZ Live has Content Workshops that will Help with your ...

www.example.com/example

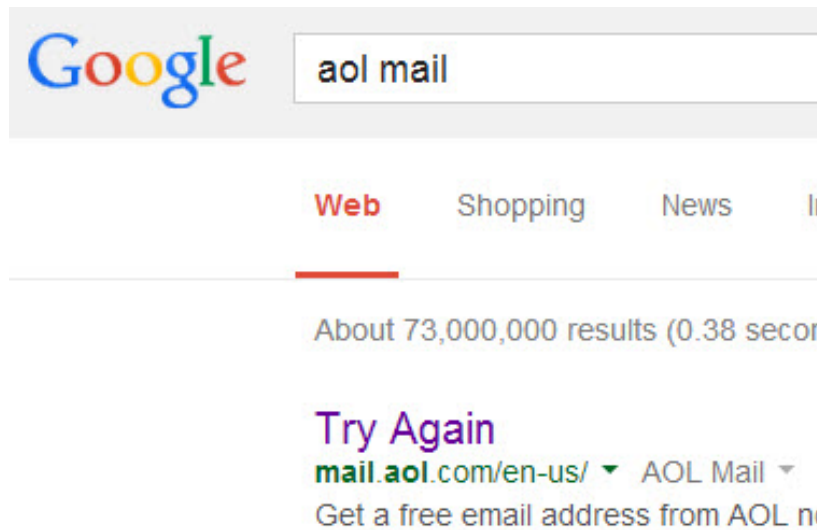
This is your page description. The font and size of the description has not changed in the latest redesign. Descriptions get cut off after roughly 160 characters ...

<http://moz.com/blog/new-title-tag-guidelines-preview-tool>

The basics – Title Tags

#PowerOfPR

Sigh Google



Google search results for "aol mail". The search bar shows "aol mail". Below the search bar, there are tabs for "Web", "Shopping", "News", and "Images". The "Web" tab is selected. The results show "About 73,000,000 results (0.38 seconds)". Below the results, there is a "Try Again" button and a link to "mail.aol.com/en-us/" with the text "AOL Mail" and "Get a free email address from AOL".

Aol Answers.

Search Questions & Answers

Main Ask Sign Up Explore

1 Answer

258 Views

Watch (1)

Report

Originated From
AOL Help

Aol Help.

Posted 3 years ago in: Log In, AOL Mail



Anonymous Question:

Error 2: Mailbox Connection Problem Error 2 ...

[Salesforce Platform](#)

Business Apps in the Cloud. Free for 30 Days!
www.salesforce.com/Platform

Sponsored Links

Error 2: Mailbox Connection Problem

... problem
... the connection to your mailbox.
... try again. That usually does the trick. If your account
... yours, please tell us.

... 305
... 0110629-125221

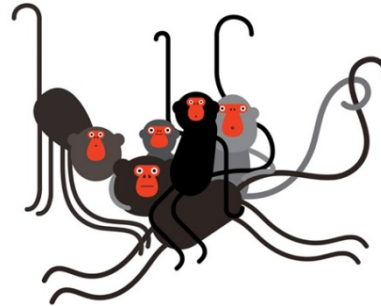
What is going on with the mail, what is wrong with this? Keep trying again and again and
still getting the same message. Some one better fix this fast.

[Answer this question](#)

The basics – Title Tags

For the Dev Team

- The CMS needs to have a Title overwrite field



The basics – Description Tags

#PowerOfPR

```
<meta  
name="description" content="Breaking news, sport, TV, radio  
and a whole lot more. The BBC informs, educates and  
entertains - wherever you are, whatever your age." />
```

BBC - Homepage

www.bbc.com/ - Similar

Breaking news, sport, TV, radio and a whole lot more. The BBC informs, educates and entertains - wherever you are, whatever your age.

The basics – Description Tags

#PowerOfPR


The screenshot shows the Tampa Bay Lightning website. At the top, it says "OFFICIAL HOME OF THE TAMPA BAY LIGHTNING". Below this is a navigation bar with links: TICKETS, TEAM, SCHEDULE, STATS, NEWS, BOLTS TV, INTERACTIVE, FAN ZONE, and C. On the left side, there is a sidebar with the Lightning logo, "2013-14 SINGLE GAME Tickets", "ON SALE NOW", and "MY BOLTS NATION Account Login". The main content area features a "FEATURE ARTICLES" section with the headline "BARBERIO LOOKING TO MAKE THE JUMP TO NHL". Below the headline, it says "Tuesday, 09.24.2013 / 10:05 AM / Features By Mark Pukalo". There are social media sharing buttons for Facebook (10), Twitter (12), a plus sign, a share icon (22), Email, Like (10), +1 (1), Comment, and Print. A red box highlights a paragraph of text: "It can be a slow, long process for most young defensemen with the ability to reach the NHL. After patience and attention to detail for several years, it becomes their time." Below this, a paragraph about Mark Barberio is visible: "Mark Barberio, named the American Hockey League's top defenseman in 2011-12, enters his fourth season with his best chance to win a spot on the Tampa Bay Lightning blue line. His puck-moving ability could be a valuable addition to the Bolts' defense corps."

```
<meta name="description" content="Barberio Looking To Make the Jump to NHL">
```

[Barberio Looking To Make the Jump to NHL - Features](http://lightning.nhl.com/club/news.htm?id=683858&cmpid=rss-pukalo)
lightning.nhl.com/club/news.htm?id=683858&cmpid=rss-pukalo

2 hours ago - It can be a slow, long process for most young defensemen with the ability to reach the NHL. After patience and attention to detail for several ...

The basics – Description Tags

 open directory project

Open Directory Categories (1-5 of 6)

1. [Society: Issues: Business: Allegedly Unethical Firms: PayPal](#) (2)
2. [Business: Financial Services: Venture Capital: News and Media](#) (1)
3. [Computers: News and Media: Weblogs](#) (1)
4. [Reference: Maps: OpenStreetMap](#) (1)
5. [Society: Gay, Lesbian, and Bisexual: Gay Men: Chats and Forums](#) (1)

Open Directory Sites (1-7 of 7)

1. [TechCrunch](#)★ - Group-edited blog about technology start-ups, particularly the Web 2.0 sector.
-- <http://www.techcrunch.com> [Computers: News and Media: Weblogs](#) (1)

[TechCrunch](#)
techcrunch.com/

Group-edited blog about technology start-ups, particularly the Web 2.0 sector.

The basics – Description Tags

#PowerOfPR

META description: WWE, the recognized leader in global sports-entertainment, featuring the unrivaled Superstars of the ring including John Cena, Randy Orton, Rey Mysterio and The Miz, as well as WWE Divas and Legends. WWEs unparalleled brand of live action reaches an estimated 500 million homes each week on televised programs like Raw, SmackDown, WWE NXT and WWE Tough Enough. The unmatched athleticism of WWEs performers is showcased most prominently at pay-per-view mega-events such as Over the Limit and the annual spectacle, WrestleMania. Wrestling News, Results, Photos, Videos (85 words/482 chars)

META description: Weather, News, Sports, Contests, Obits for Erie (PA), Warren and Meadville by WICU, WSEE and the CW (17 words/83 chars)

META description: Weird News and Strange Facts from National Geographic News (9 words/50 chars)

META description: n/a

The basics – Description Tags

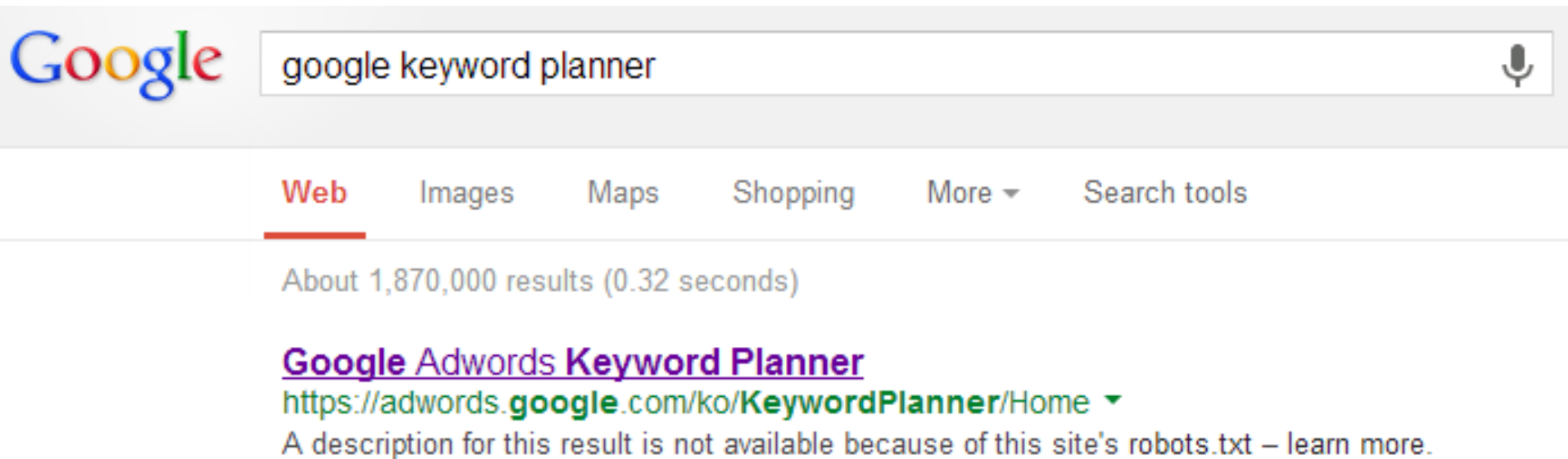
#PowerOfPR

Don't add quotes or special characters to a meta description unless your CMS can handle them

```
<meta name="description" content="Chuck, a Boxer, can't wait for his owner to come  
home from his most recent military deployment -- watch as he celebrates his "Daddy's"  
return."/>
```

The basics – Description Tags

#PowerOfPR



The basics – Description Tags

#PowerOfPR

120-160 characters

Call to action

Sentence structure

Official Website of the Tigers - Hull City AFC latest news ...

www.hullcitytigers.com/ ▼

The latest news from Hull City. Check fixtures, tickets, league table, club shop & more.

Plus, listen to live match commentary.

[Tickets](#) - [News](#) - [Fixtures List](#) - [Player Profiles](#)

LOV - Matching the REAL you with the REAL them

LOV Kickstarter launches March 26th, 2015



```
<meta itemprop="description" name="description"
content="ATLANTA, March 26, 2015 /PRNewswire-iReach/ -
- LOV - Matching the REAL you with the REAL them. LOV
Kickstarter launches March 26th, 2015." />
```

```
<meta name="description" content="My first car was a 1997 Saturn SL1, a tiny black box with headlights that were too close together and a 0-60 time in the neighborhood of three and a half hours. It had power nothing, automatic..." />
```

The new HTC One review

The best or nothing

By **David Pierce** on March 25, 2014 11:45 am [✉ Email](#) [🐦 @piercedavid](#)

Autopopulating
the description
field doesn't
always work

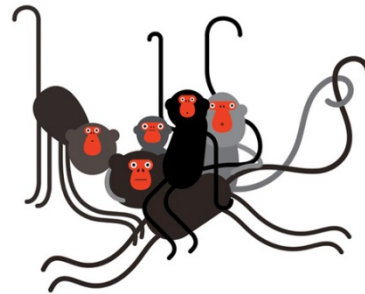
My first car was a 1997 Saturn SL1, a tiny black box with headlights that were too close together and a 0-60 time in the neighborhood of three and a half hours. It had power nothing, automatic nothing, working-properly nothing — and I loved it. I thought I did, anyway, until the night I got to drive my girlfriend's brother's brand-new, black Audi A4. I'll never forget it: it tore through corners and took off with the slightest tap of the pedal, its glowing dashboard of red lights all the while making me feel like I was at the helm of a dangerous weapon. I even loved the *sound* it made, the roar I'd never heard while putt-putting in my Saturn and praying that rattling sound wasn't the muffler again. I don't think I ever went more than 45, but I'll never forget that night, that drive, or that car.

The basics – Description Tags

#PowerOfPR

For the Dev Team

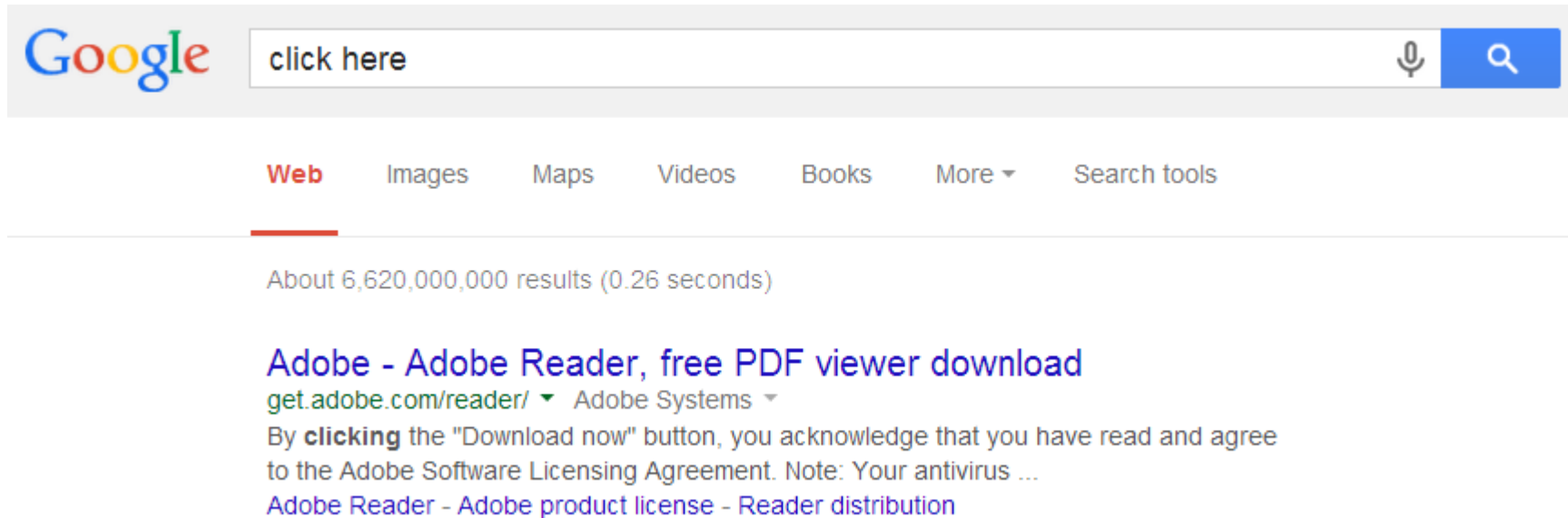
- The CMS needs to have a Description overwrite field



- Use keywords to link to other areas in the site / past articles
- Never link with “Click Here” to your own site

Adobe Reader

You will be asked to specify your Operating System (examples: Windows, Mac) and V compatible version of Adobe Reader (8.1.1, 8.1.2, 8.1.3, 8.1.4, 8.1.5, 8.1.6, 8.1.7, 9. version to apply for grants on Grants.gov. [Click here to download compatible version.](#)



- Don't overdo the links, 3-10 per article (depending on length) is fine



Suzen Pettit

Online Marketing and Optimized Website Designer Extraordinaire

5 Most Effective Strategies to Grow Your Network

Posted on May 1, 2012 at 12:00 am



By nature I'm a crummy networker. I know this might strike you as odd, coming from someone who teaches how to attract business, but this is a fact. I'm a crummy social networker, I'm a crummy Happy Hour go-er, I'm a crummy Chamber of Commerce attendee, and in general I'm a crummy schmoozer. When given a choice I'd rather go to the small dinner party rather than to the bar, would rather be one to one coaching a client friend than stand in front of a crowd and speak; no one would ever mistake me for the "life of the party." That would have been my ex husbands job. And I was glad he was there to take on that role as it got me off the hook and allowed me to cringe in the corner.



Upload Photos and Videos

One can see how this might prove a bit problematic given my field of choice, which relies heavily on attracting clients so that I can help others do the same.

So early on I realized that if I really wanted to help others expand their reach to gain new customers that I needed to lead by example... you know... walk the walk. Hence I've developed a series of systems that have not only worked for me, but have allowed me to expand my "list" and networking reach 4x within the past two years. And growing.

- Don't overdo the links, 3-10 per article (depending on length) is fine

Some drivers who purchased cars last year are finding a sweet surprise when they look up their car's value: The vehicle is worth more now than it was a year ago.

There are fewer [used cars](#) on the market, forcing up prices. It's a delayed effect of the auto meltdown, which severely curtailed [leasing](#) in 2008. That means fewer cars are coming off lease and heading into the used car market.

Rising [gas prices](#) and the earthquake in Japan, which shuttered automotive production for weeks, are also playing a role. Dealers worried that about possible shortages from the Japanese automakers are stocking up on used fuel-efficient cars so they have something to sell later this summer.

The most startling effect is on the fuel-efficient [Toyota Prius](#), which is worth \$2,555 more today than it was when it was new a year ago, according to Kelley Blue Book, which tracks used car resale values.

The Hyundai Sonata is worth \$855 more than sticker price, KBB says. The Kia Soul is worth \$60 more now, the company

Used Car Shopping? Check Out

Focus – Don't post everything

#PowerOfPR



Tea towel hob

Fire crews were called
went up in flames as a

The fire on High Street
Saturday.

NEWS
'Combu
drier



Combusted t

The Argus^{yourVOICE}

News Sport Albion What's On Opinion Magazine Photos Announcements
Business News Health Crime/Courts Politics Education In Depth Quirky Nostalgia L

The Argus » News »

NEWS Send your news, pictures & videos

Brighton cafe becomes the latest victim of exploding tea towels

12:37pm Monday 11th November 2013 in News



Brighton cafe becomes the latest victim of exploding tea towels

imble



n Colne.

ize.

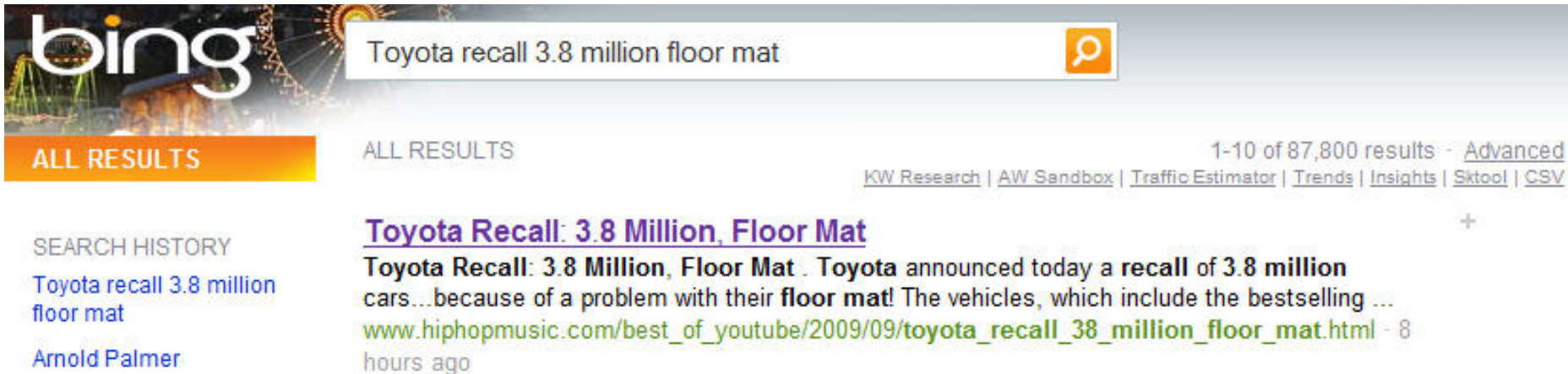
T
E MEDIA
S 2013
. NEWS WEBSITE



@SimonHeseltine publisher

Focus – Don't post unrelated content

#PowerOfPR



The image is a screenshot of a Bing search results page. At the top left is the Bing logo. To its right is a search bar containing the text "Toyota recall 3.8 million floor mat". Below the search bar is a navigation bar with "ALL RESULTS" on the left and "1-10 of 87,800 results" on the right, followed by links for "Advanced", "KW Research", "AW Sandbox", "Traffic Estimator", "Trends", "Insights", "Sktool", and "CSV". On the left side of the page, under "SEARCH HISTORY", are two items: "Toyota recall 3.8 million floor mat" and "Arnold Palmer". The main search results area shows a top result titled "Toyota Recall: 3.8 Million, Floor Mat" with a sub-headline "Toyota announced today a recall of 3.8 million cars...because of a problem with their floor mat! The vehicles, which include the bestselling ...". Below this is a snippet of text and a URL: "www.hiphopmusic.com/best_of_youtube/2009/09/toyota_recall_38_million_floor_mat.html - 8 hours ago".

bing

Toyota recall 3.8 million floor mat

ALL RESULTS

1-10 of 87,800 results - [Advanced](#)
[KW Research](#) | [AW Sandbox](#) | [Traffic Estimator](#) | [Trends](#) | [Insights](#) | [Sktool](#) | [CSV](#)

SEARCH HISTORY

Toyota recall 3.8 million floor mat

Arnold Palmer

Toyota Recall: 3.8 Million, Floor Mat

Toyota Recall: 3.8 Million, Floor Mat . Toyota announced today a recall of 3.8 million cars...because of a problem with their floor mat! The vehicles, which include the bestselling ...

www.hiphopmusic.com/best_of_youtube/2009/09/toyota_recall_38_million_floor_mat.html - 8 hours ago

www.hiphopmusic.com/best_of_youtube/



Release 1
Release 2
Release 3



Google Penalties

#PowerOfPR





<http://www.example.com/>

Unnatural inbound links

Google has detected a pattern of artificial or unnatural links pointing to your site. [Buying links or participating in link schemes](#) in order to manipulate PageRank are violations of Google's [Webmaster Guidelines](#).

As a result, Google has applied a manual spam action to [example.com](#). There may be other actions on your site or parts of your site.

Recommended action

- Use the [Links to Your Site](#) feature in Webmaster Tools to download a list of links to your site.
- Ensure that unnatural links pointing to your site are removed.
- When these changes are made, and you are satisfied that links to your site follow Google's Webmaster Guidelines, submit a [reconsideration request](#). If you're unable to remove links pointing to your site, please provide as much detail as possible in your reconsideration request.

If we determine your site is no longer in violation of our guidelines, we'll revoke the manual action.

If you have any questions about how to resolve this issue, please visit the [Webmaster Help Forum](#).

Google Slaps Sprint For Spammy Community Forum



Google Says No Comment On Why Interflora Was Penalized

Google Admits To Penalizing The BBC, But Only Granularly

Google Dishes Out PageRank Penalties To UK Newspaper Web Sites For Selling Links

Google To Mozilla: You Had 12 Megabytes Of User Generated Spam On One Page



[https://support.google.com/
webmasters/answer/35769?hl=en](https://support.google.com/webmasters/answer/35769?hl=en)

1. Choose target keywords
2. Use keyword in title tag
3. Use keyword in description tag
4. Use keyword in content
5. Create internal links
6. Promote in social networks



<http://www.dilbert.com/strips/comic/2013-02-04/>

Sites like BuzzFeed and Upworthy are quite frankly eating our lunch. Often editors talk about them in mystical ways. There's nothing magic about it. It's an incredibly targeted, brilliantly designed product that has a very clear audience in mind. They know how to get content to their target audience and they know when they've succeeded and failed. I am not saying in any way that the Guardian or the New York Times should become more like BuzzFeed in terms of content. We need to understand a whole lot more about how BuzzFeed does what it does.

Aron Pilhofer, The Guardian's executive editor for digital, Feb 3, 2015



FIND OUT

SHOCKING

LOOK CLOSER

DID NEXT

HAPPENS NEXT

HAD NO IDEA

YOU WON'T BELIEVE

DIDN'T EXPECT

CLOSER LOOK

NEVER BE THE SAME

28, was stabbed three

now what would
happened to me
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me the greatest
get through this
Honda, attack victim

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two months
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APNZ

last year and it still remains a half-
demolished eyesore.
Carol Daley, North Shore.
Work is shortly due to resume on Long
Bay Restaurant. Ancient bones, including
a skull, teeth, a shoulder blade and toe
bones, were found last July during
renovations to the building.
They are believed to be koiwi, or pre-
European remains of a child aged about
6. The child's cause of death is
unconfirmed but studies into the remains
suggest the child experienced blunt force
trauma to the head.
An archaeological assessment has been
completed, including the significance of
the find from a Maori cultural perspective.

says this system
at the recent Auckland Nines, 55 per cent
of people attending the event used public
transport. For the Blues matches at Eden
Park the rate is about 40 per cent.
● After the column on untreated sewage
discharge from boats in Auckland, I can
advise that holding-tank pump-out
facilities exist at the following marinas:
Gulf Harbour, Orakei, Bayswater, the
Outboard Boating Club, Viaduct Harbour,
Westhaven and Half Moon Bay, as well
as points in other towns and cities. If I've
missed some, please let me know.

**Airport deaf to noise issues,
say residents, Business BS**

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Harcourts

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can be used with any other

PR News

Washington D.C.

SEO 101

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April 21, 2015

