SUCCESSFUL SEO INITIATIVES

Case Studies in Wise Content, Local SEO, Authority

PRNews'
Google for Communicators Boot Camp &
PR Measurement Workshop
November 16-17 | The Yale Club, NYC

Joseph Franklyn McElroy
CEO – Galileo Tech Media
joseph@galileotechmedia.com
@josephmcelroy

#PRNews

WHO AM I?

Joseph Franklyn McElroy – Expert SEO, Inbound, Technology, Apps

- CEO **Galileo Tech Media**
  TRAVEL and HOSPITALITY SEO & CONTENT
  www.galileotechmedia.com
- Founder NY Inbound Marketing Professionals
- Chair SEMPO NY Cities
- 30+ Year career in Marketing & Tech. Brands I've worked with:
  - IBM,
  - Vanguard
  - Harley Davidson
  - David Yurman
  - Cigna
  - Pepsi
  - Marriott
  - NY Life
  - Kaplan
  - Army Corp of Engineers
  - Amex
  - Dentsu
  - Federal Reserve
  - Craftmatic
  - Tzell
  - Ritz Carlton

FOUR KEY TAKEAWAYS

Understand Keyword Science and Know Search Intent

Create Wise Content and Enhance the Search Experience

Build your Authority Online Authentically

Measurement for Success – the KPIs

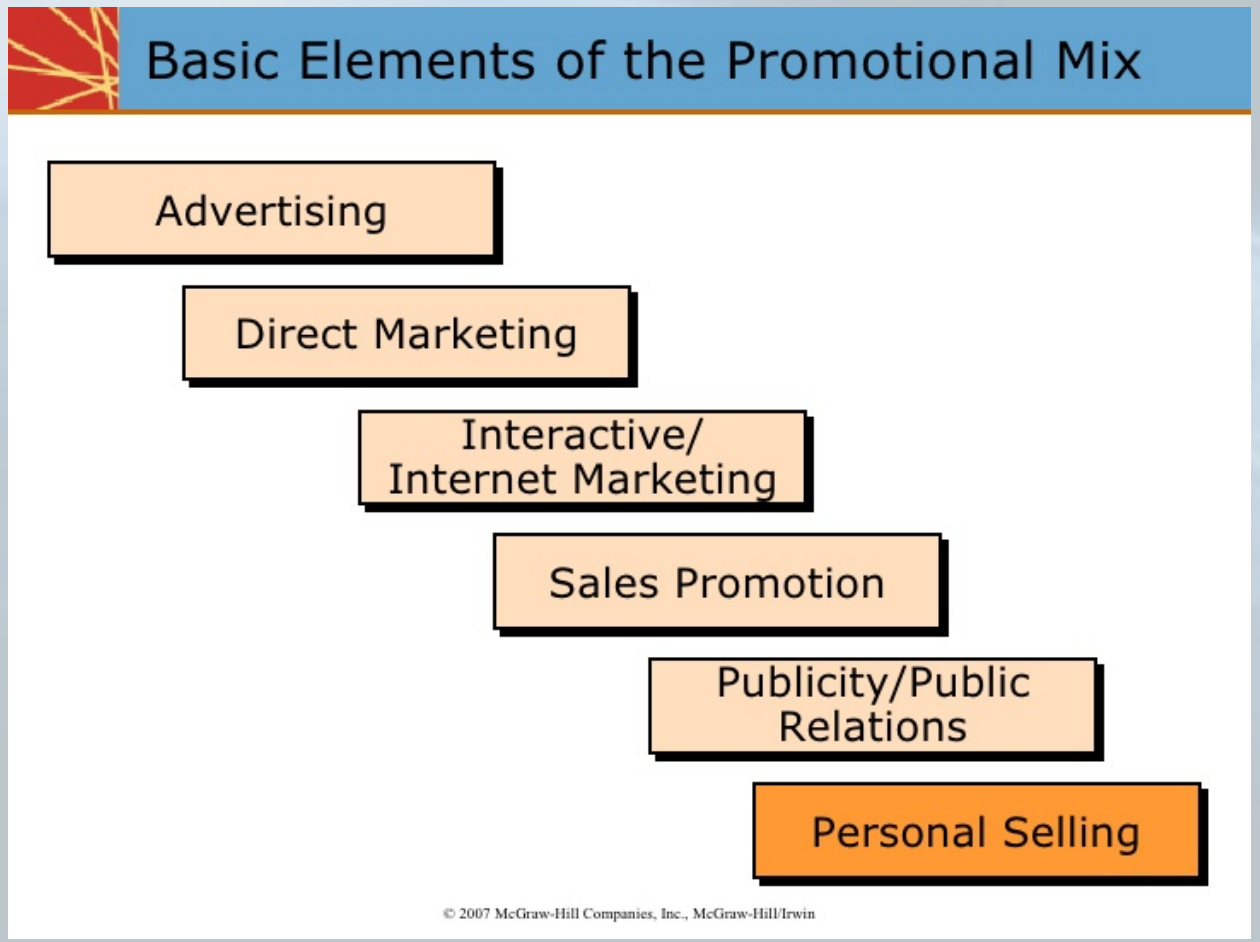
GALILEO
TECH MEDIA

Understand Keyword Science and Know Search Intent

Joseph Franklyn McElroy @josephmcelroy

SEO PART OF ALL PROMOTIONAL MIX

The entire promotional mix uses language that to one degree or another drive the search of keywords.



WELEDA IN-STORE SALES AT TARGET

- **Weleda needed to improve in-store sales at Target**
- Proposed Solution - sales promotion of coupons
- We found high volume low competition keywords related to Target and Coupons.
- Promoted in Print Ads and with SEO
- Successfully raised in-store sales

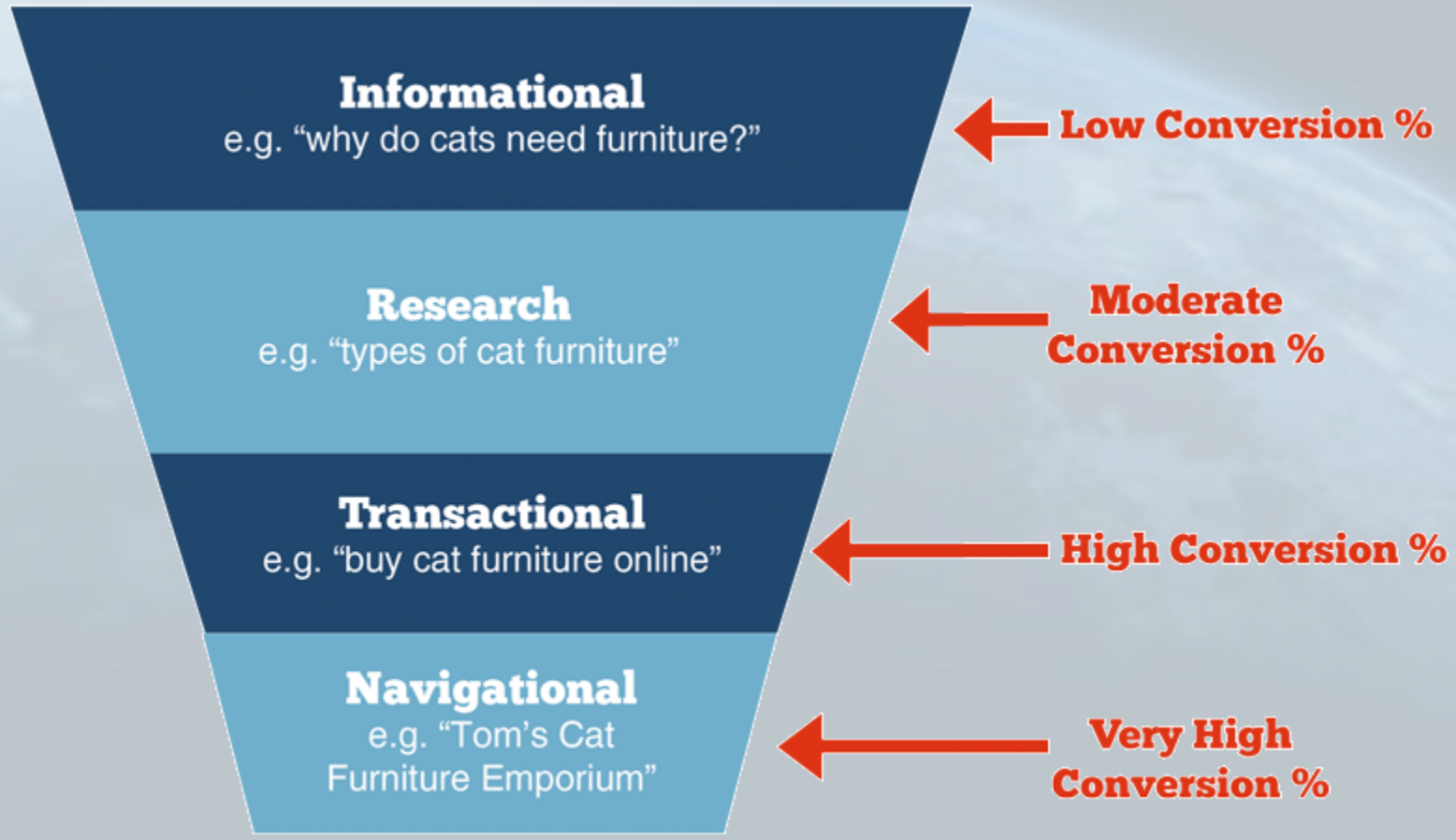
Target Online Printable Coupons - Weleda.com
usa.**weleda**.com/our-products/special-offers.aspx
We're delighted to offer you special **discounts** and **coupons** for you to print, redeem and enjoy! Check back often, as we continually update our exclusive ...

Joseph Franklyn McElroy @josephmcelroy

SEARCH INTENT

GALILEO TECH MEDIA

Keywords indicate Search Intent



MOBILE - MICRO-MOMENTS

I-want-to-know moments

65%
of online consumers look up more information online now versus a few years ago.[2]

66%
of smartphone users turn to their phones to look up something they saw in a TV commercial.[3]

I-want-to-go moments

2X
increase in "near me" search interest in the past year.[4]

82%
of smartphone users use a search engine when looking for a local business.[5]

I-want-to-do moments

91%
of smartphone users turn to their phones for ideas while doing a task.[6]

100M+
hours of "how-to" content have been watched on YouTube so far this year.[7]

I-want-to-buy moments

82%
of smartphone users consult their phones while in a store deciding what to buy.[8]

29%
increase in mobile conversion rates in the past year.[9]

Joseph Franklyn McElroy @josephmcelroy

LOCAL SEARCH INTENT

Local SEO does not always equal local searcher intent.

- Local SEO relies on the *local pack* and brick-and-mortar location.
- Local searcher intent is understanding *how users search* and how to provide them meaningful content around *location based queries*.

HOTEL SEARCH

FOR EXAMPLE – Searching for Hotels

- People searching for hotels have particular search patterns
- They search not only specific to location, but nearby to places and attractions, as well as with amenities

“TAMPA AIRPORT HOTEL WITH FREE SHUTTLE”

GALILEO TECH MEDIA

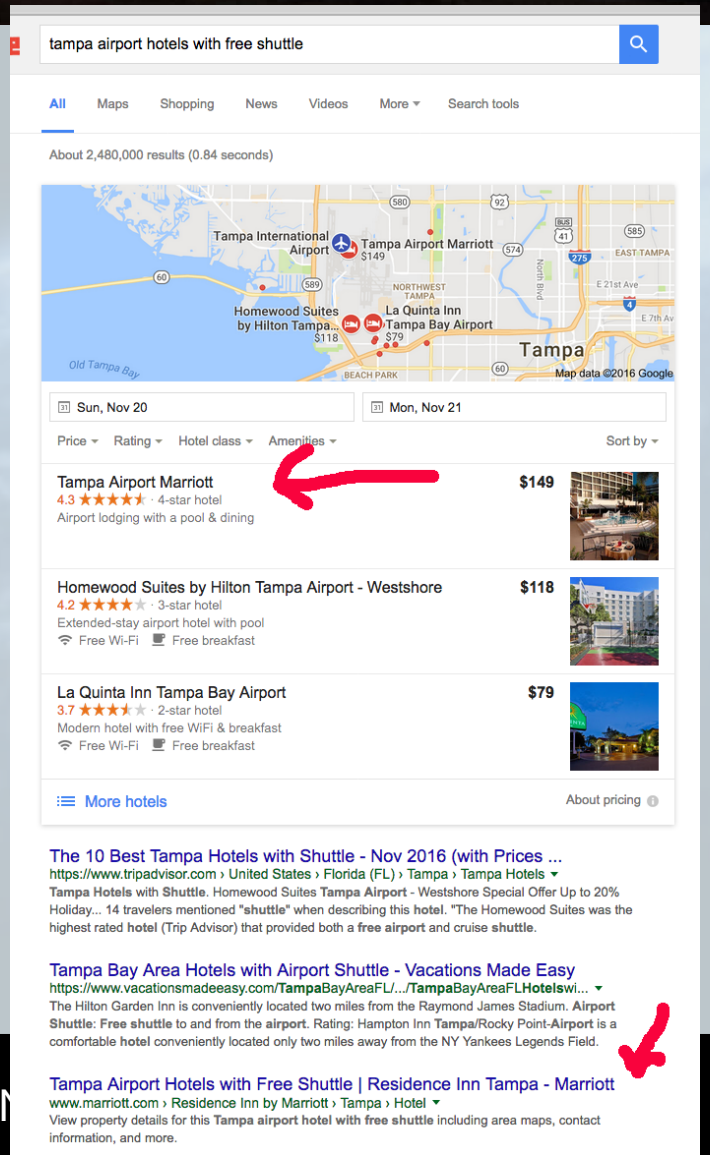
Results in:

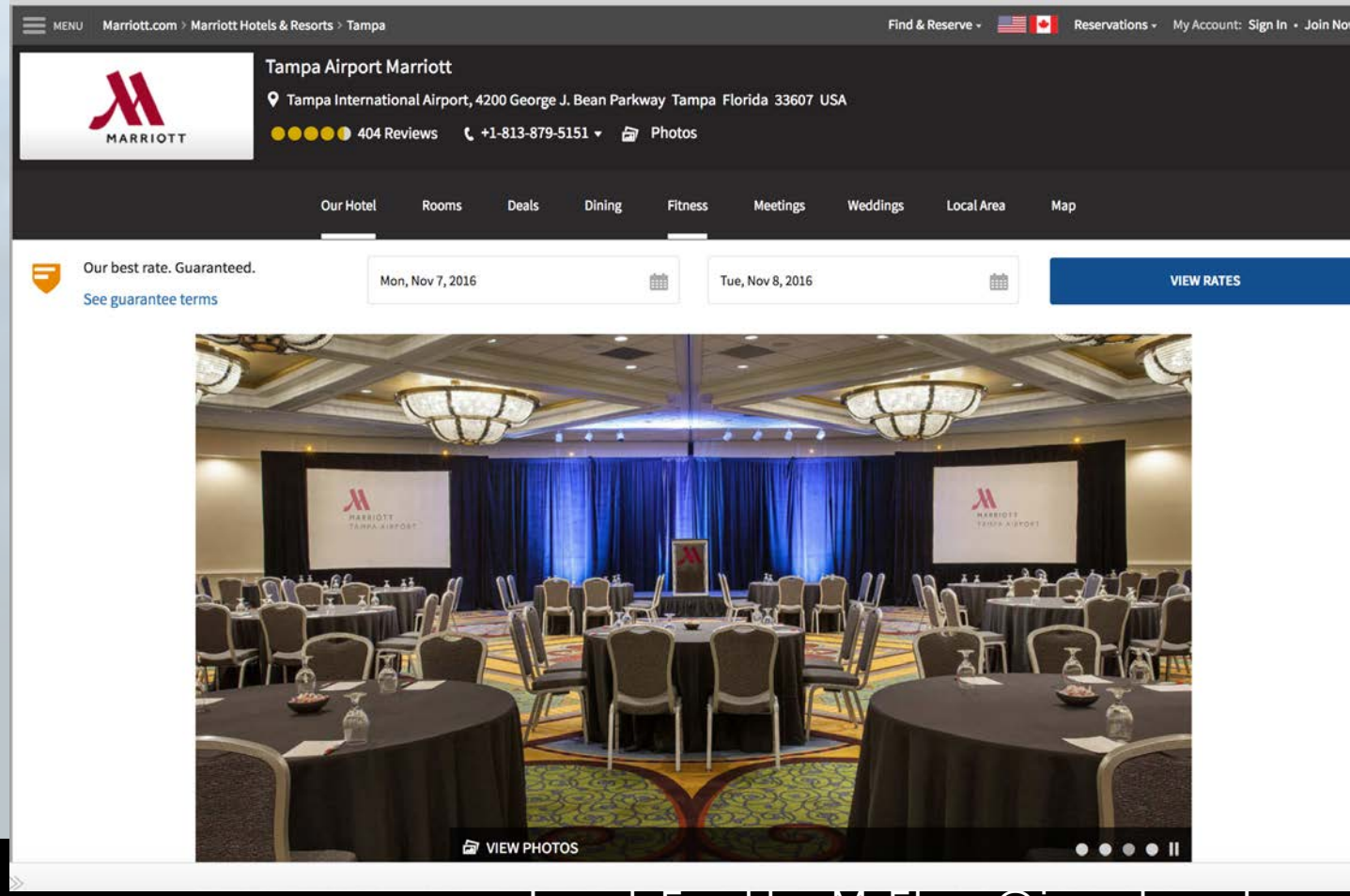
Keyword	Searches Monthly
tampa airport hotels	3600
tampa airport hotels with shuttle	110
tampa hotels with airport shuttle	110
hotels near tampa airport with shuttle	110
hotels tampa airport shuttle	20
hotels with shuttle to tampa airport	10
hotels near tampa port with shuttle	30
tampa hotels with shuttle to port	10
hotels near tampa cruise port with free shuttle	90
tampa airport hotels with shuttle service	50
hotels near tampa airport with shuttle service	90
tampa airport hotels with free shuttle service	40
hotels near port of tampa with free shuttle	30
tampa cruise port hotels free shuttle	50
hotels near tampa airport with free shuttle	40
tampa hotels near cruise port free shuttle	30
tampa hotels near airport with shuttle service	40
tampa port hotels with free shuttle	20
tampa airport hotels with free shuttle	110
port of tampa hotels with free shuttle	10
hotels near tampa international airport with shuttle service	40
hotels near tampa cruise port with shuttle	70
hotels near port of tampa with shuttle service	10
tampa hotels with cruise shuttle	40
tampa hotels near port with free shuttle	30
tampa hotels with free shuttle to cruise port	10
hotels near tampa cruise port with shuttle service	20
hotels by tampa airport with free shuttle	20
TOTAL	4840

“TAMPA AIRPORT HOTEL WITH FREE SHUTTLE”

GALILEO TECH MEDIA

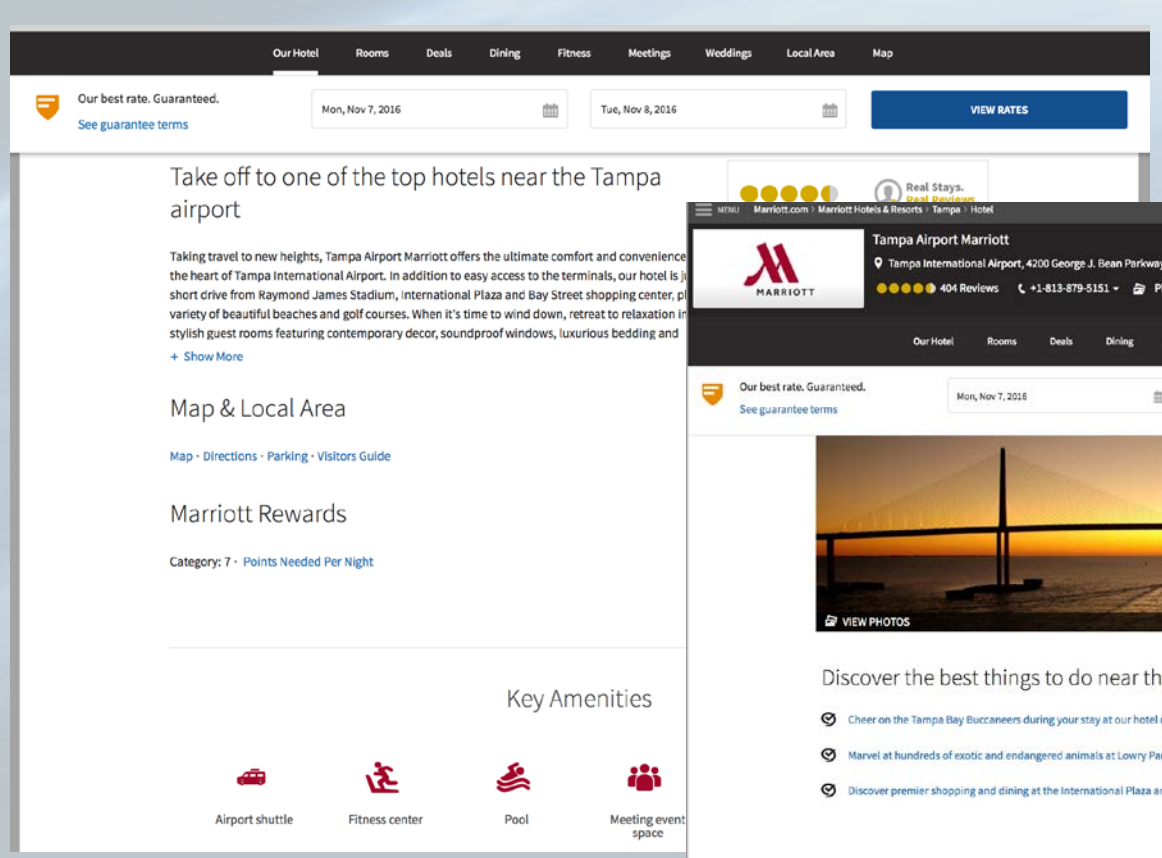
SEARCH = HOTEL

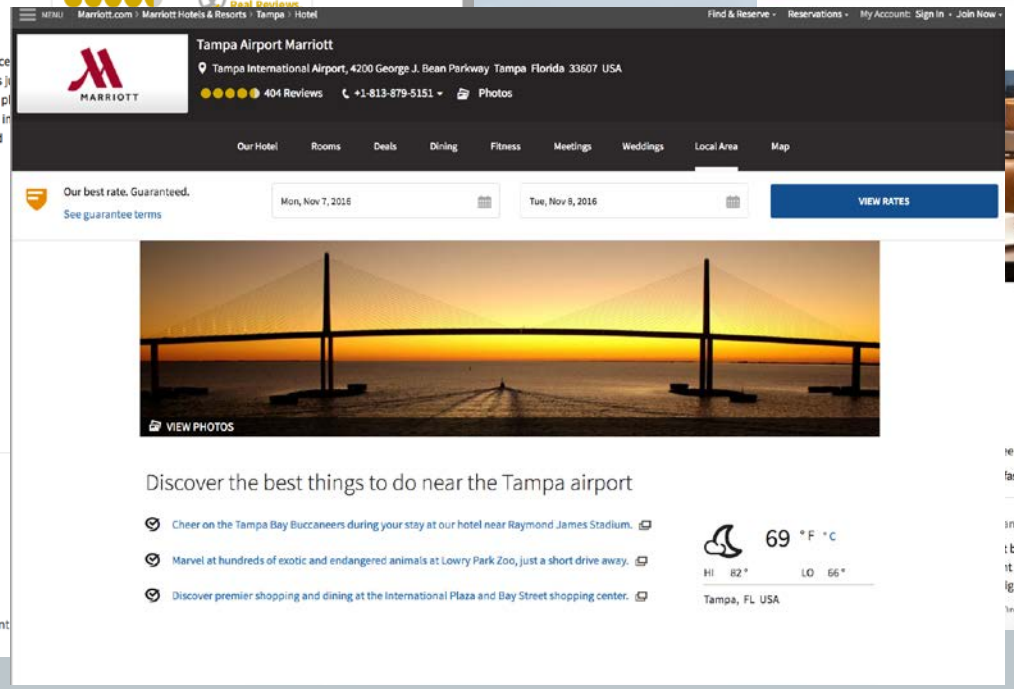


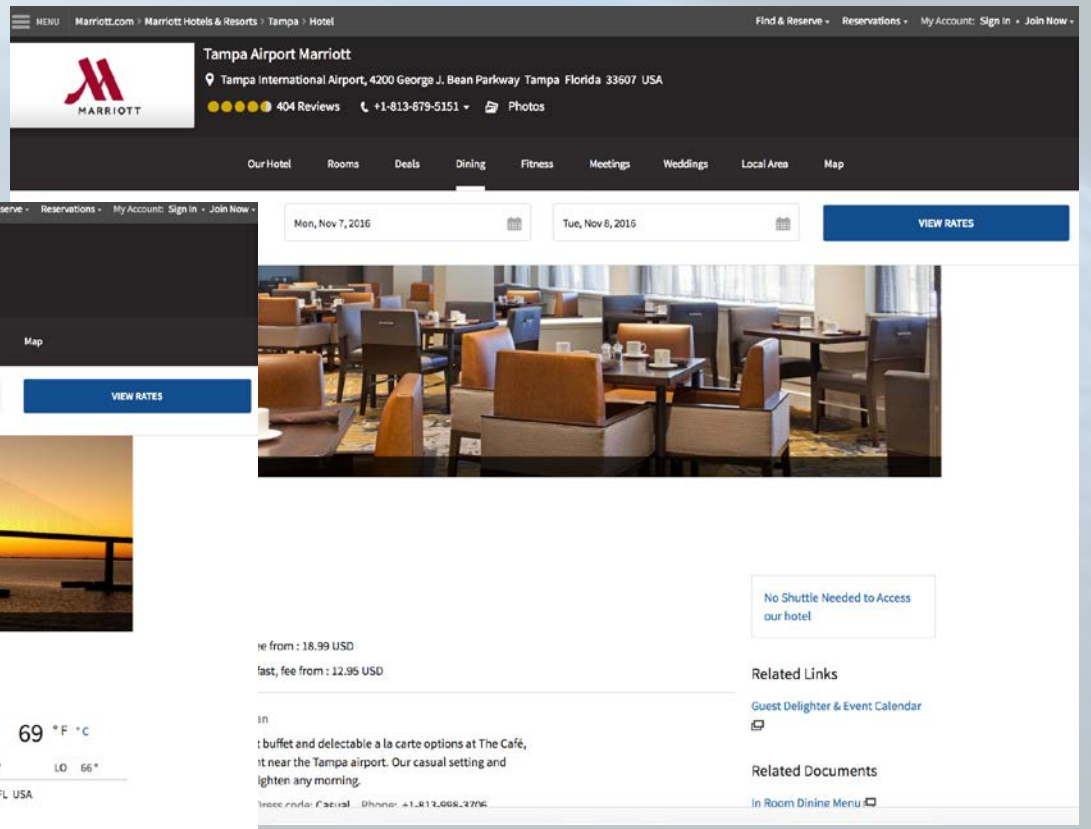


“TAMPA AIRPORT HOTEL WITH FREE SHUTTLE”

HOTEL = LOCALIZED CONTENT







Joseph Franklyn McElroy @josephmcelroy

KEYWORD SCIENCE

GALILEO
TECH MEDIA

Create Wise Content and Enhance the Search Experience

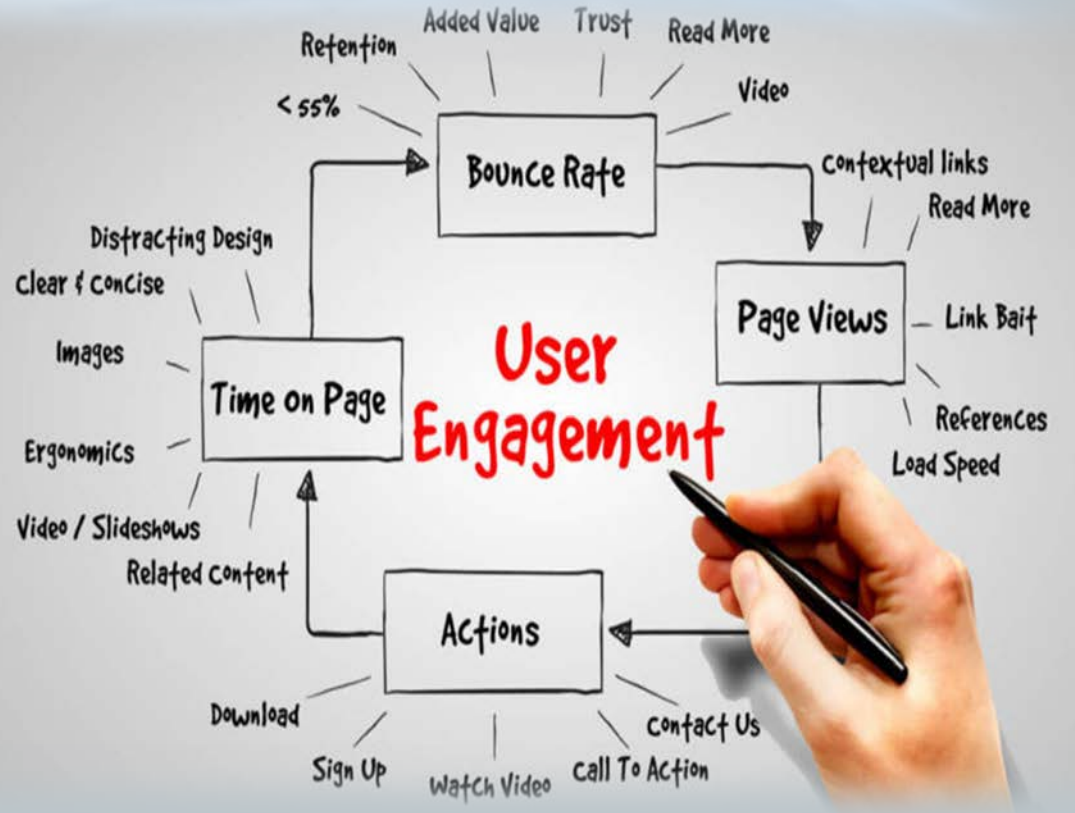
#PRNews

Joseph Franklyn McElroy @josephmcelroy

WHY WISE CONTENT?

The Necessity:

- Today's SEO is about User Engagement. Content must be:
  - Easy to read
  - Appropriate to Intent
  - Semantically Comprehensive
  - Socially Shareable
  - Long Form
  - Media Enriched
  - Relative to the Audience
  - Data Measured and Modified



Joseph Franklyn McElroy @josephmcelroy

WHAT CONTENT DOES YOUR AUDIENCE WANT?

What content should we focus on?

51%

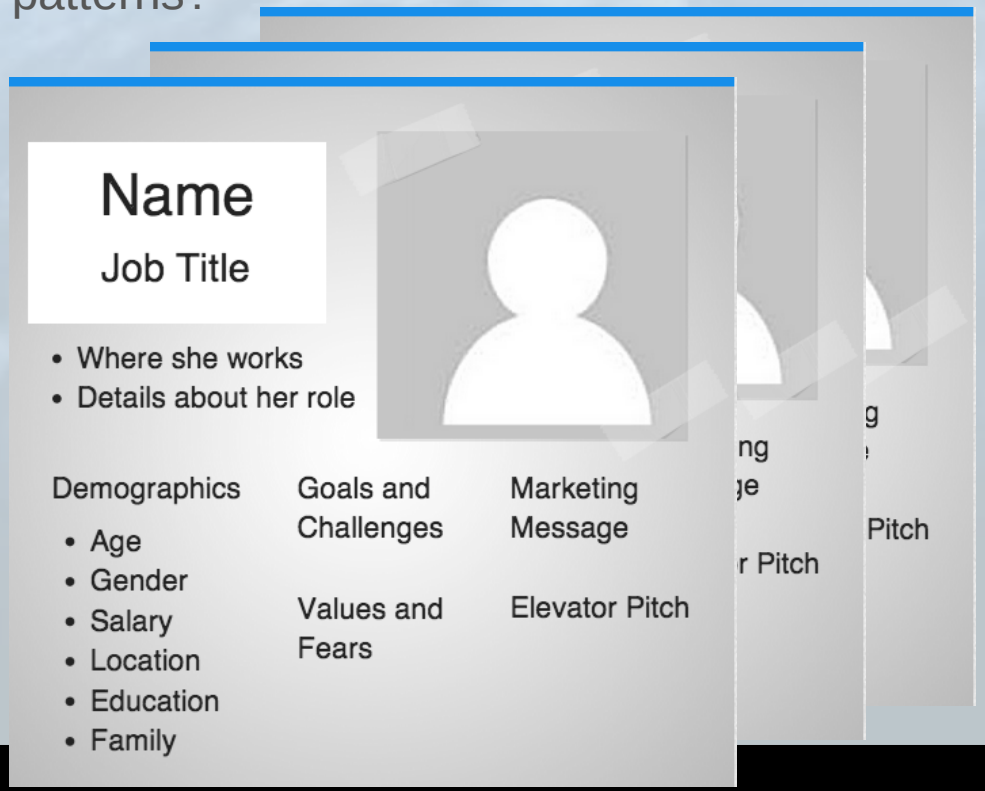
Connected Travelers search for Reviews

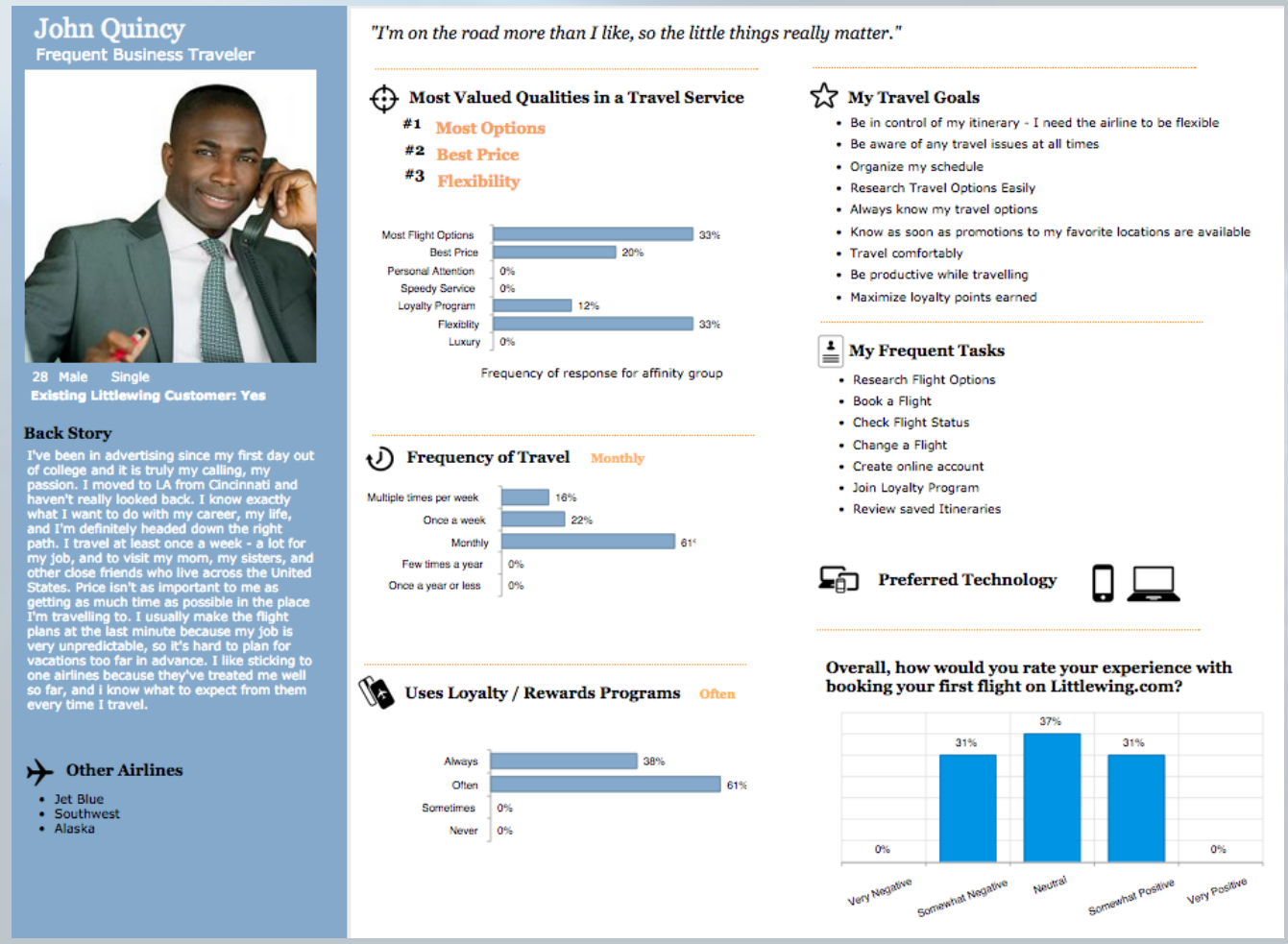
72%

Search for Restaurants while Traveling

USE PERSONAS

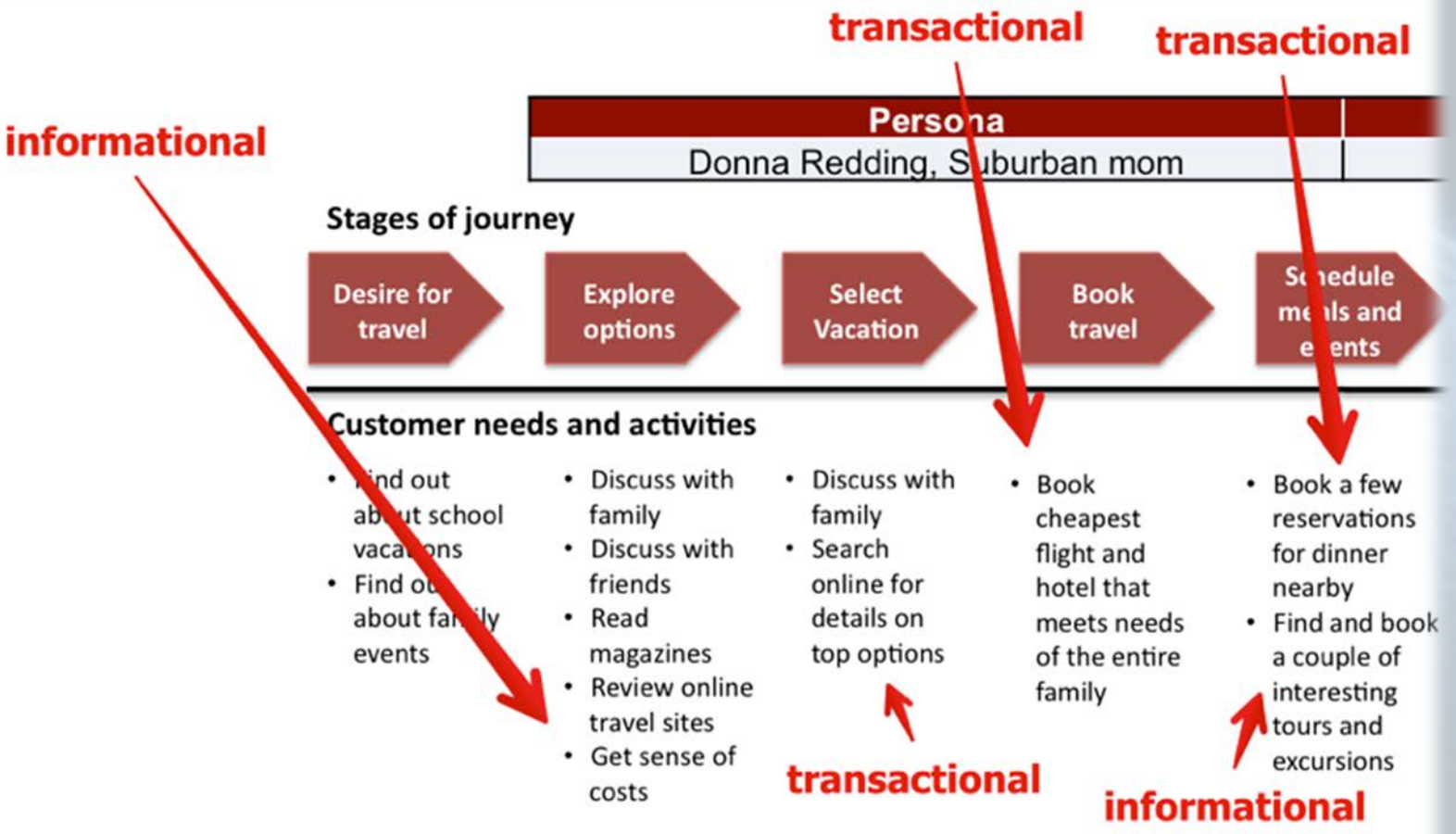
- What do people care about?
- Where are they present?
- What are their searching patterns?





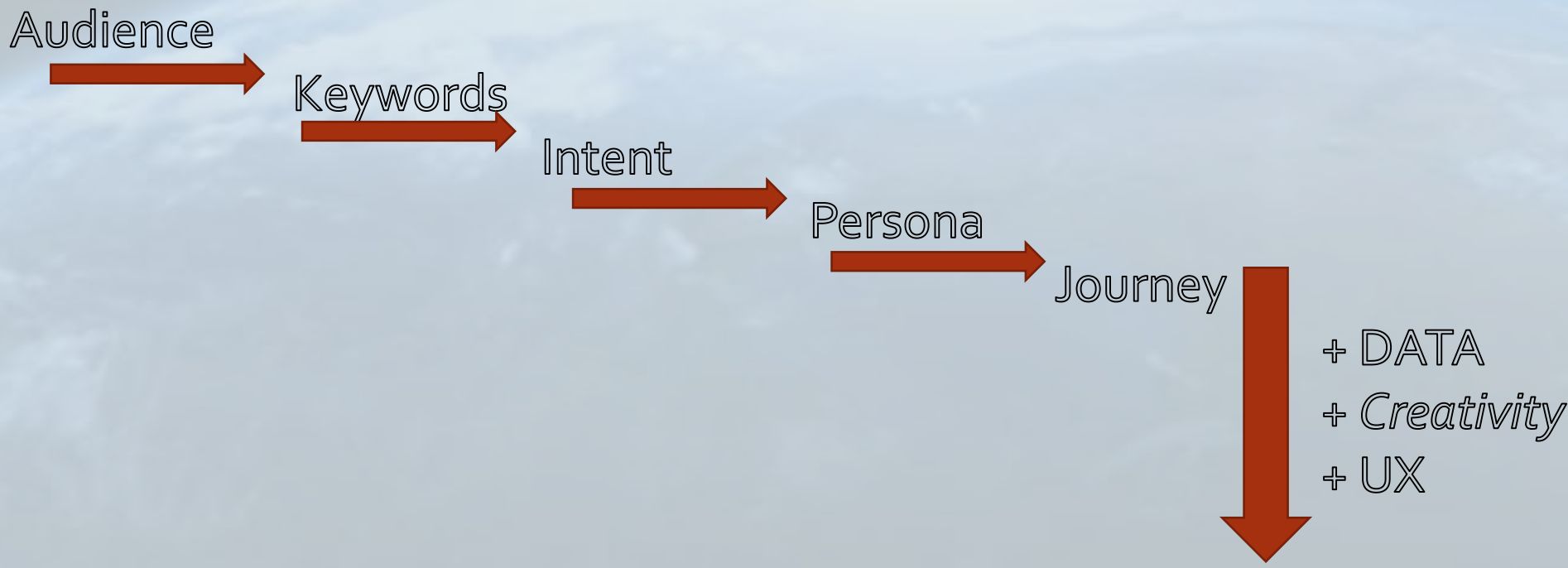
CUSTOMER JOURNEY

Define your customer journeys and understand the intent of the touchpoints for web and mobile



Joseph Franklyn McElroy @josephmcelroy

PUT IT TOGETHER



WISE CONTENT = Relevant Information

QUESTIONS TO ASK

Determine **what** content and **where** you will display it.

Does it need to be scalable? If so, **how**?

How will it be created? Creativity, Curation, or Collections?

How will you measure it?

Will it be modified dynamically by data or software?

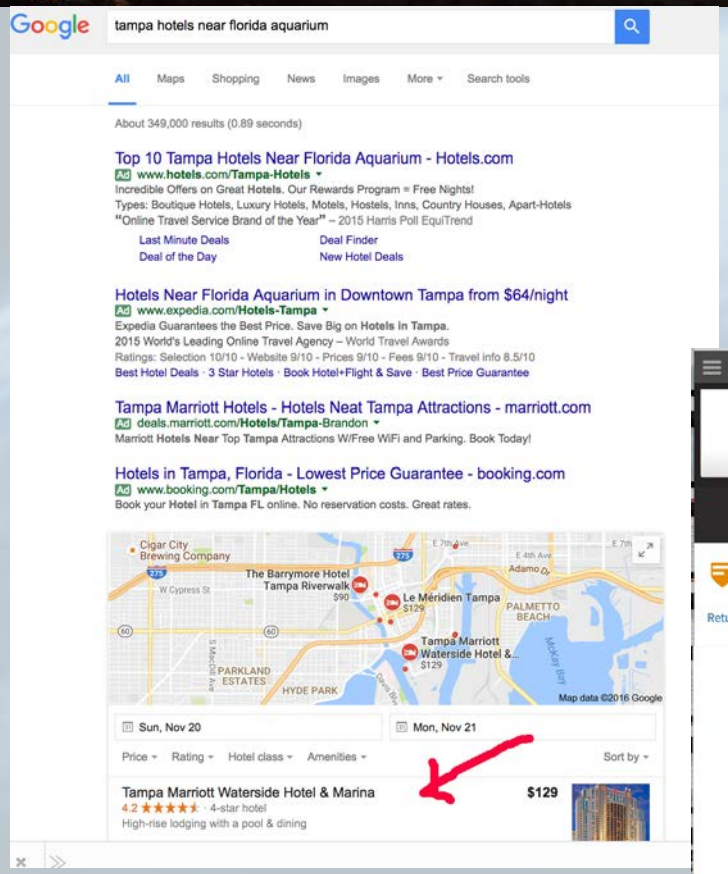
How will it look and be presented?

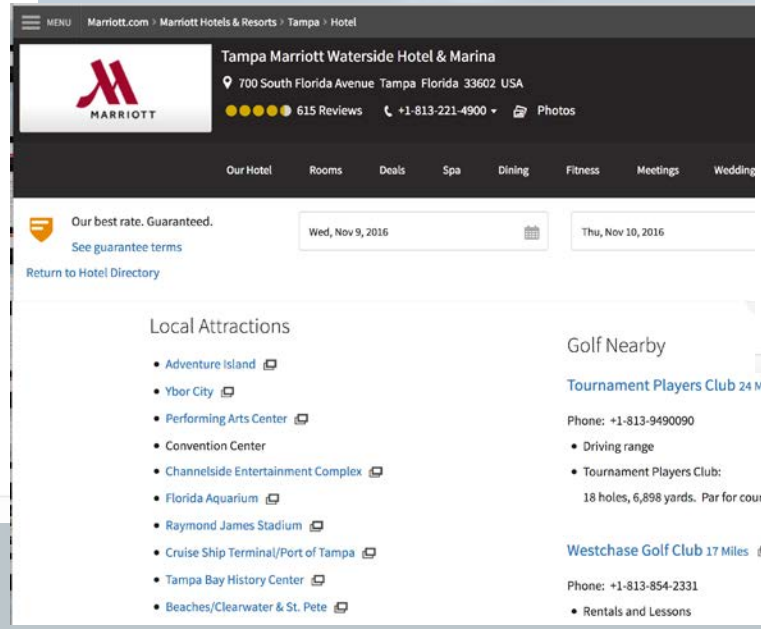
EXAMPLES

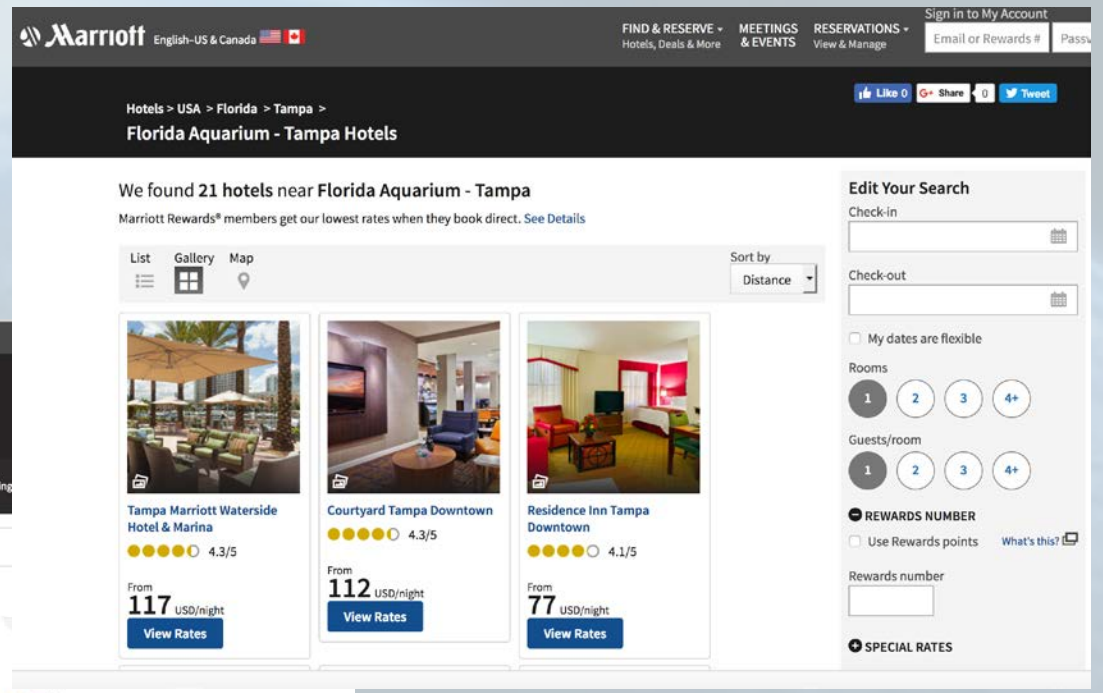
Local Content
Video
reviews
Email
Blog
Ads
Design
Products
Website
Events
Tools
Location
User Generated
People
Service
Data
Images
Listings
News
@MikeRamsey

PEOPLE WANT TO KNOW ABOUT HOTELS NEAR ATTRACTIONS

GALILEO TECH MEDIA



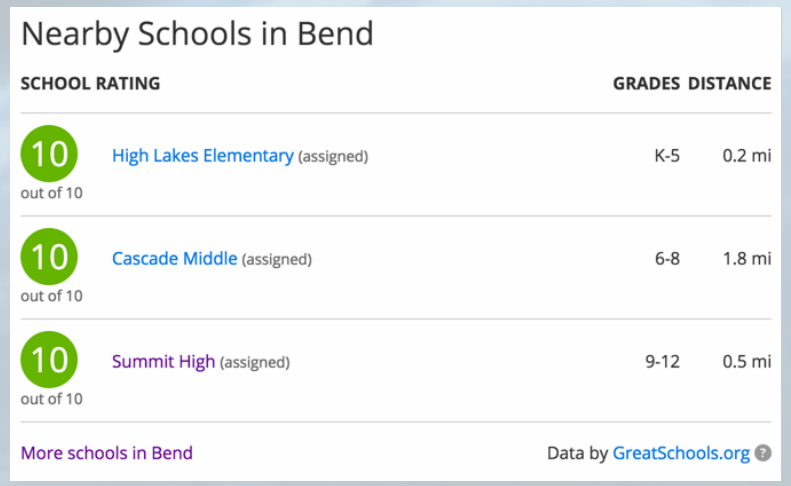


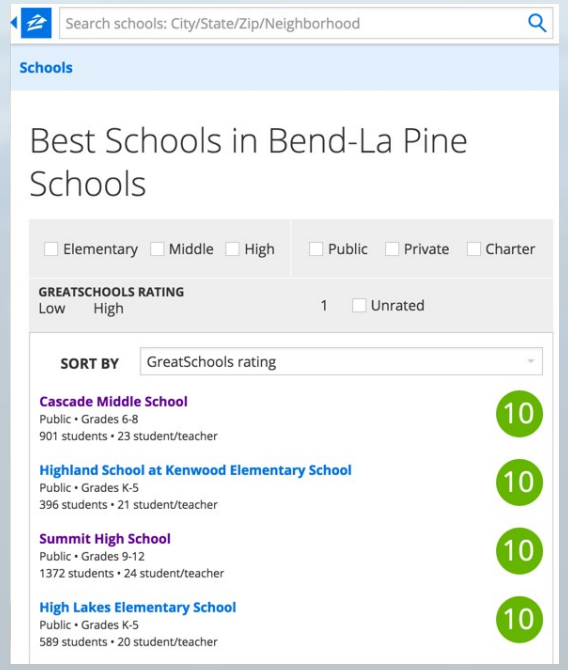


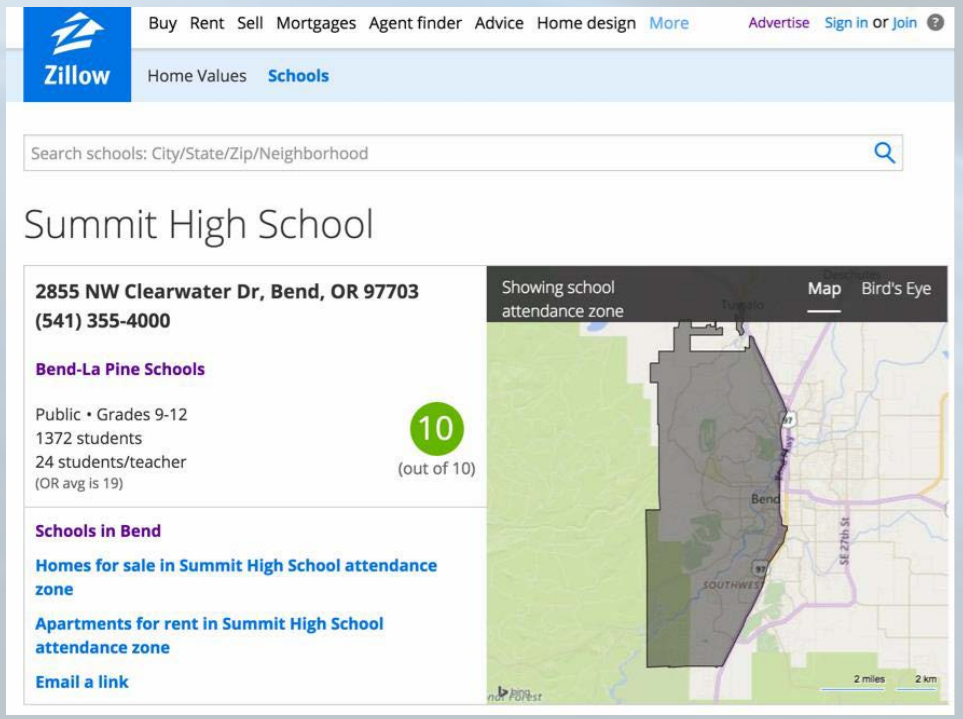
Joseph Franklyn McElroy @josephmcelroy

PEOPLE WANT TO KNOW HOW SCHOOLS ARE IN THEIR NEIGHBORHOOD

GALILEO TECH MEDIA





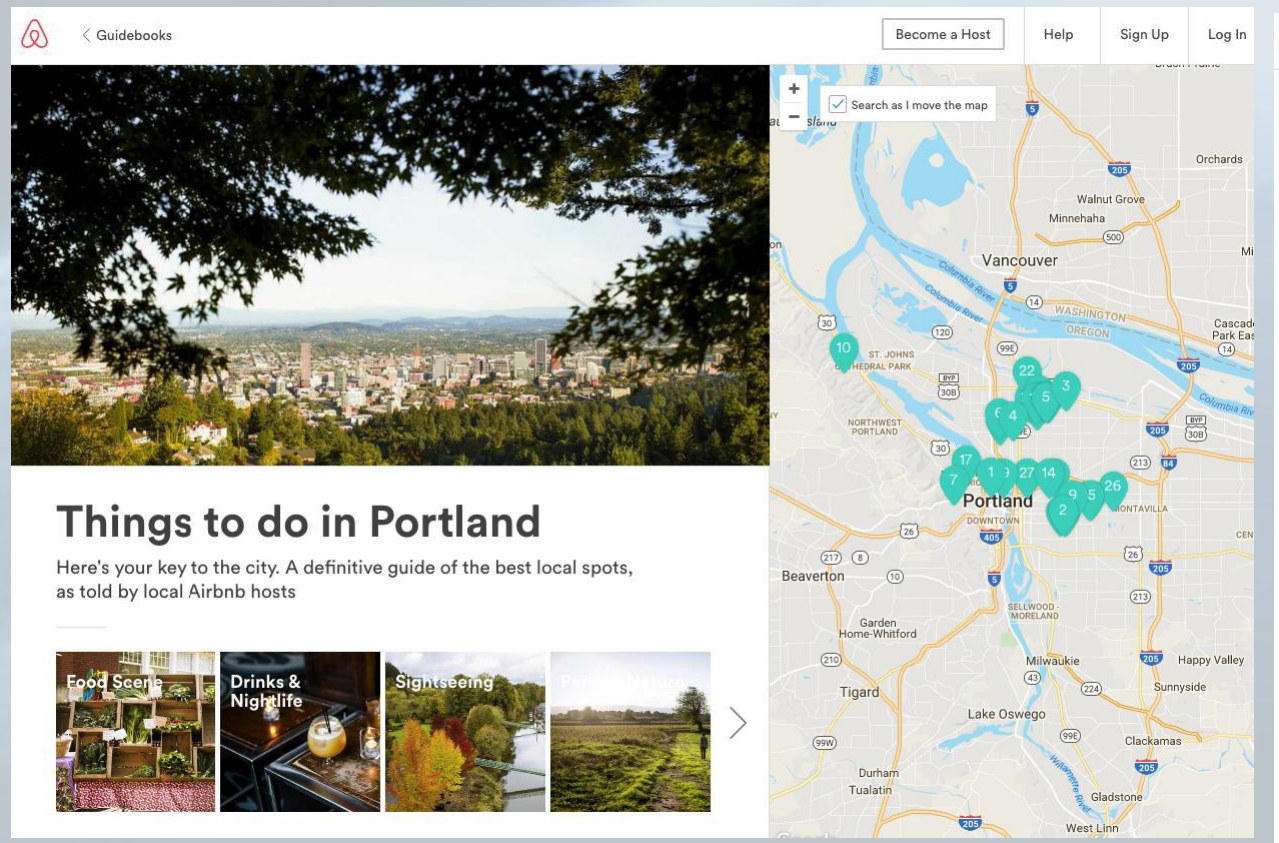


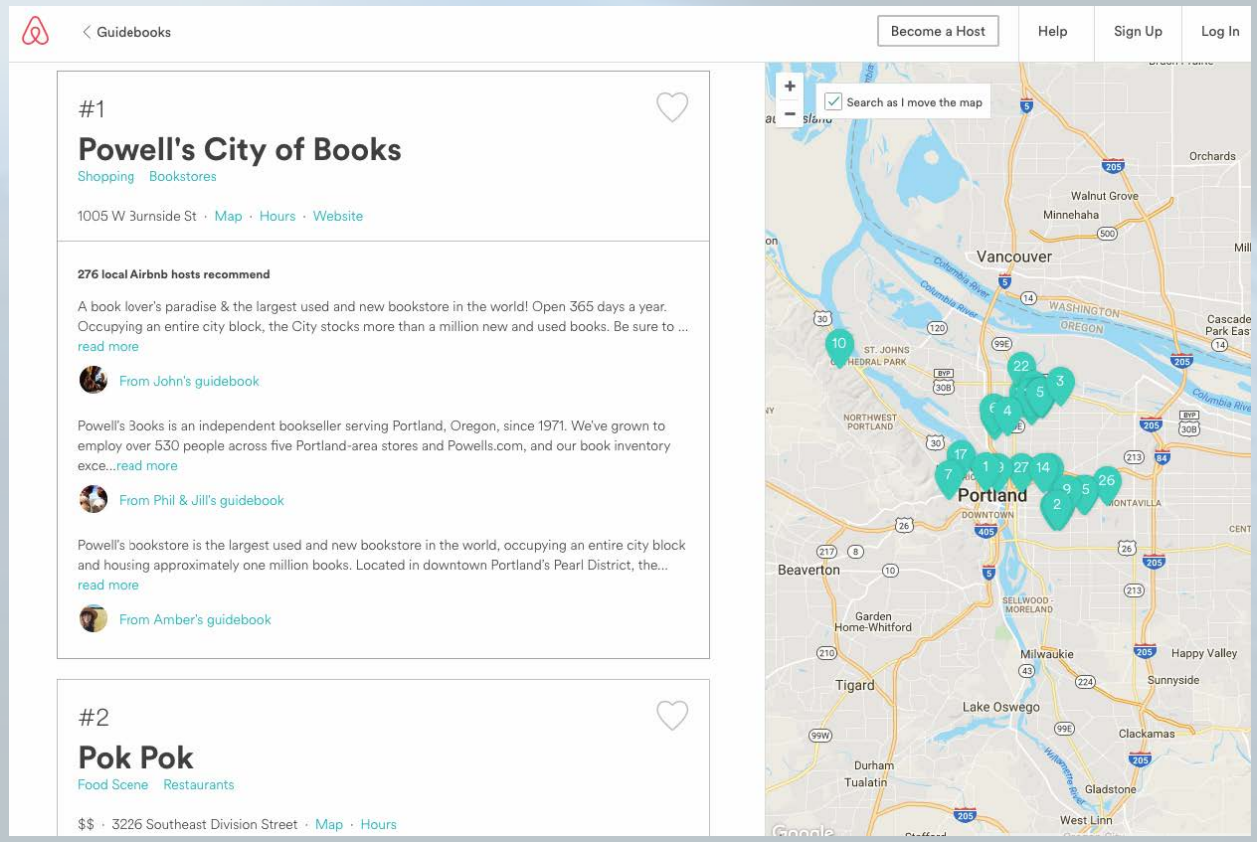
Zillow®

Joseph Franklyn McElroy @josephmcelroy

PEOPLE VISITING A NEW CITY WANT TO KNOW WHAT ARE THE POPULAR THINGS TO DO?

GALILEO TECH MEDIA





airbnb

#PRNews

Joseph Franklyn McElroy @josephmcelroy

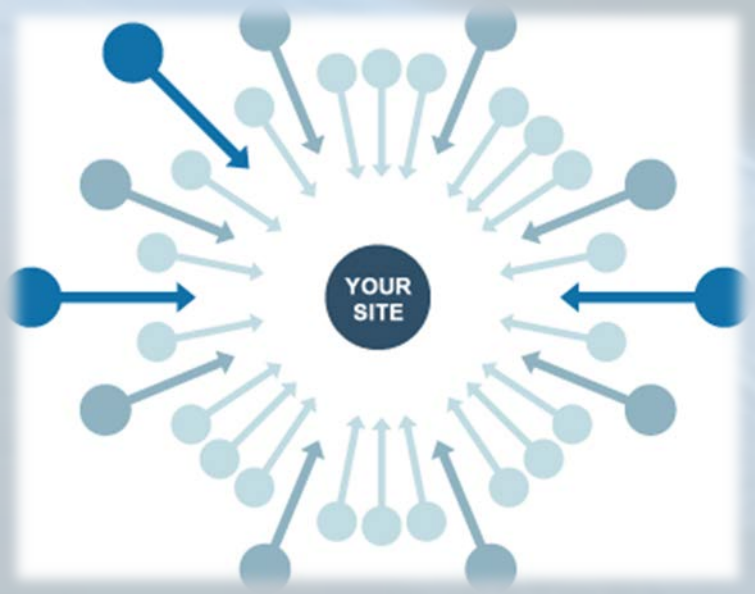
AUTHORITY

Build your Authority Online Authentically

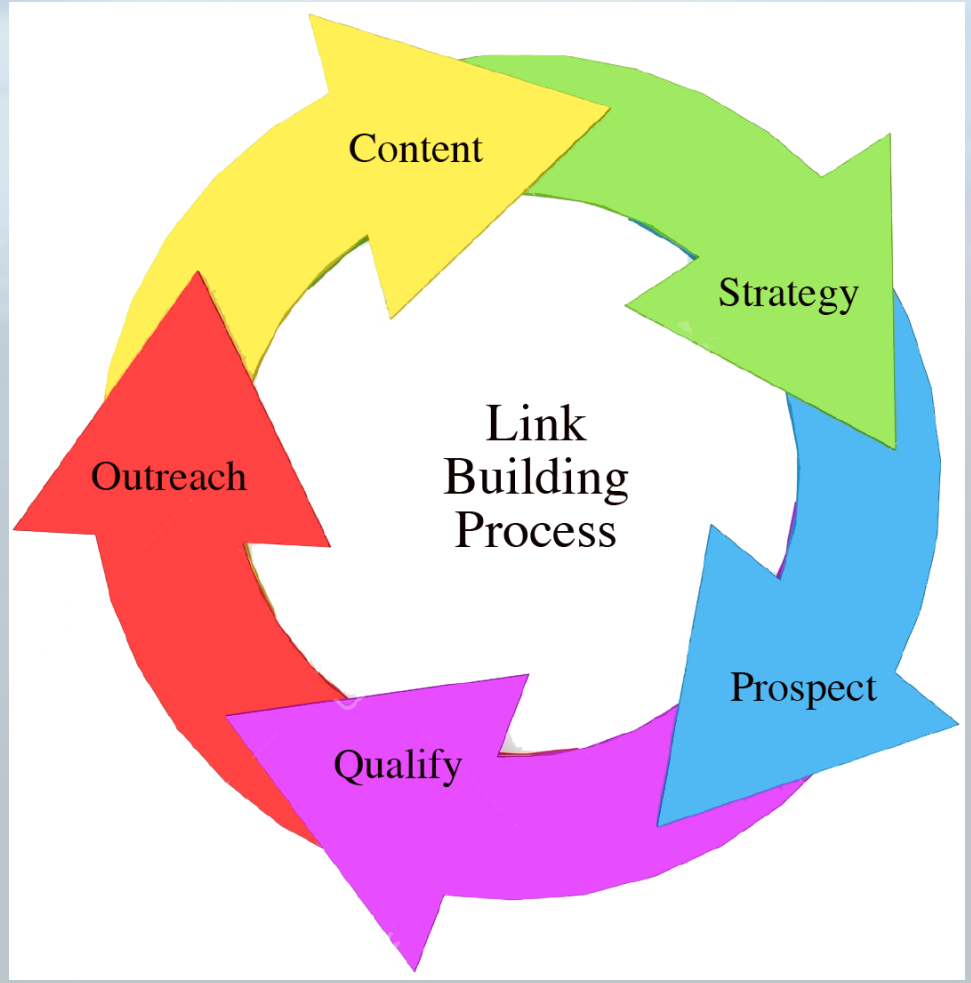
Joseph Franklyn McElroy @josephmcelroy

AUTHORITY

- Link Building is important to SEO, but risky
- Use Team approach
- Must not disrupt loyalty and brand equity.
- Must be balanced and diverse, Follow/NoFollow, Branded/Money/Other, Home/Deep
- Vertical related news and blogs are best
- Authority Site (Moz).
- Located in User Engaging Content



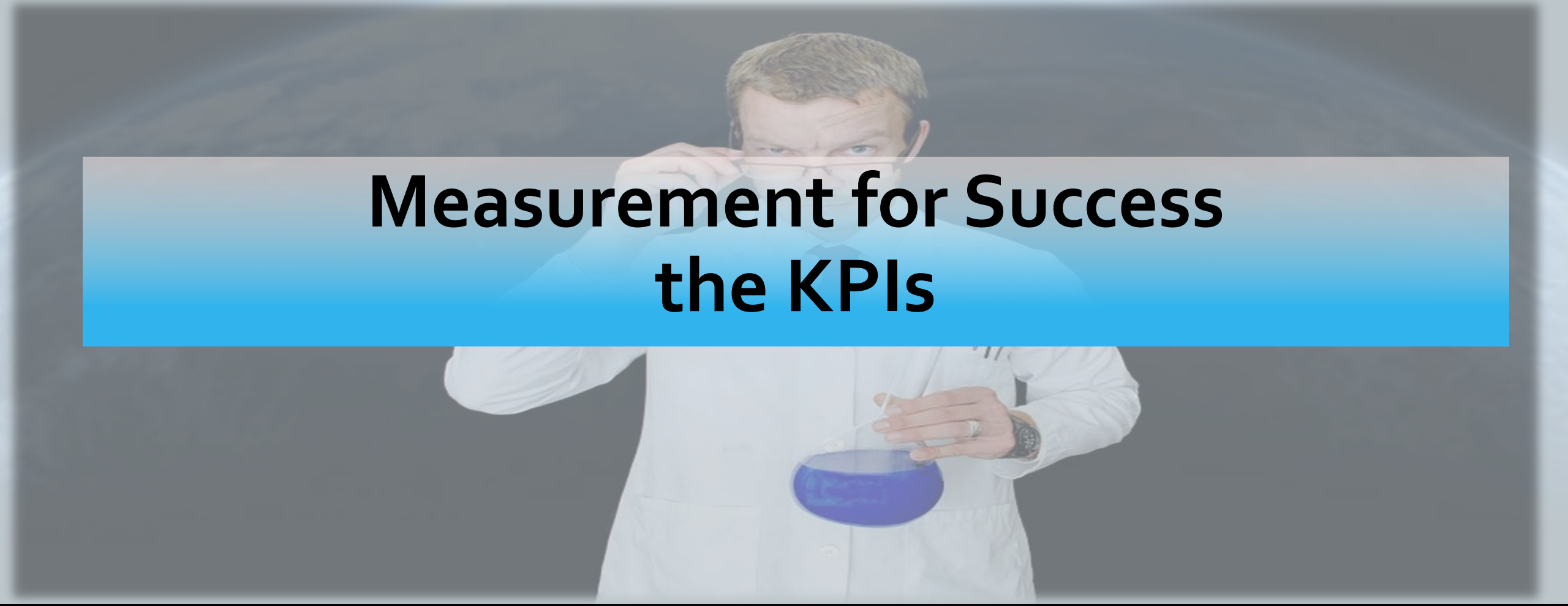
PROCESS



Joseph Franklyn McElroy @josephmcelroy

COMMON TACTICS

- Guest Blogger Approach
- Skyscraper Content and Publisher Outreach
- Content Promotion Networks
- No-Follow Sponsored Content
- Vertical Community Outreach
- Influencer Outreach
- Link Competitive Research & SWOT Analysis
- Event Promotion



Measurement for Success
the KPIs

Joseph Franklyn McElroy @josephmcelroy

COMMON SEO KPIS

- **Keyword Rankings** - what google positions do you have
- **Keyword Opportunity** – where can you improve
- **SEO Visibility** – week-over-week of SEO volume and rankings
- **Organic Search Traffic Volume** - home much you get, how unique, retention
- **Domain Authority** - third party evaluation of domain (Moz)
- **Search Landing Pages** – top pages and those that need work
- **Search Queries** - actual queries driving search and conversions
- **User Engagement:**
  - **Time on Site**
  - **Bounce Rate**
  - **Pages per Visit**
  - **Conversions**

BUILD DASHBOARDS

Google Analytics

production - http://www.thuzio.com
All Web Site Data
Go to this report

Julius KPIs

Aug 21, 2016 - Sep 20, 2016

All Users
100.00% Sessions

SEO || Keyword Rankings, Sessions, and Time on Page

Keyword	Sessions	Time on Page
(not provided)	4,405	347:00:31
thuzio	50	01:19:06
thuzio.com	4	00:03:38
thuzio talent	3	00:00:00
https://www.thuzio.com/	2	00:00:22
thuzio 360	2	00:00:00
thuzio jobs equity	2	00:40:01
thuzzio	2	01:35:36
www.thuzio.com	2	00:00:00
(not set)	1	00:00:00

SEO || Landing Pages

Landing Page	Sessions	% New Sessions
/	5,920	87.60%
/search/	2,158	15.48%
/careers/	446	53.14%
/about/executives/	163	76.07%
/login/?next=/search/	125	62.40%
/faq/	108	83.33%
/login/	107	75.70%
/about/about-thuzio/	91	46.15%
/contact/contact-us/	78	100.00%
/kenny-anderson.html	50	100.00%

WEBSITE RESULTS || Unique Visitors

WEBSITE RESULTS || New vs. Returning Users

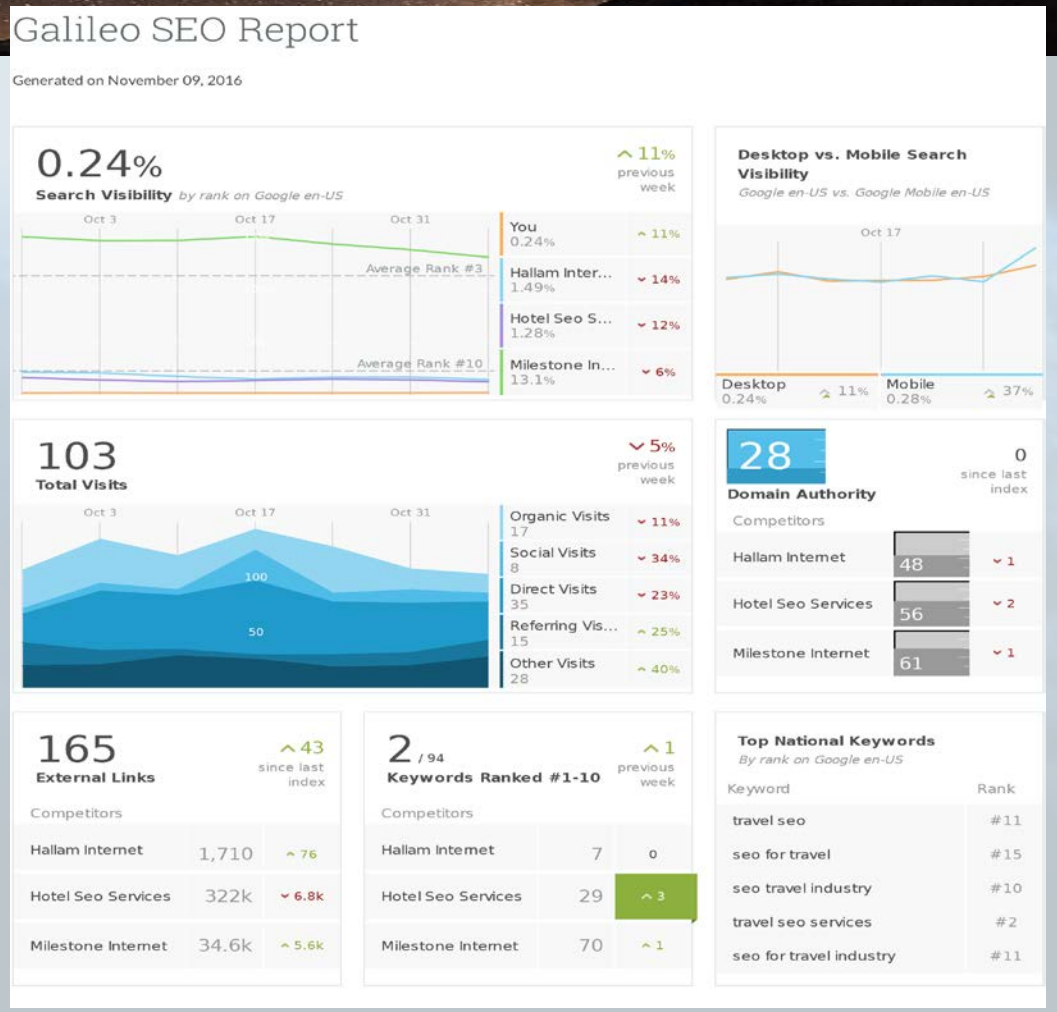
User Type	Sessions	% New Sessions
New Visitor	6,928	100.00%
Returning Visitor	4,138	0.00%

WEBSITE RESULTS || Bounce Rate

WEBSITE RESULTS || Conversion Rate [Email Signup]

OTHER TOOLS

- Moz
- SpyFu / SemRush
- LinkResearchTools
- Search Console



WHAT DID WE LEARN?

Understand Keyword Science and Know Search Intent

Create Wise Content and Enhance the Search Experience

Build your Authority Online Authentically

Measurement for Success – the KPIs

FAMOUS LAST WORDS ON SEO

Be Natural and Don't Be Stupid

> *I do not feel obliged to believe that the same God who has endowed us with sense, reason, and intellect has intended us to forgo their use.*
>
> Galileo Galilei