STATUS LABS

*PR News - Google for Communicators*

# “The New Rules of SEO That Communicators Need to Know”

Jack Michelman | Director of Business Development

# About Status Labs

Founded in 2012, Status Labs is the premier digital reputation management, online marketing, and public relations firm with offices in New York, Austin, Los Angeles and São Paulo.

We help build powerful and positive reputations via effective digital marketing and PR strategies.

We specialize in:

- Reactive Crisis Management
- Digital Marketing
- Proactive Reputation Building

*"Who do you call when you're facing a digital reputation crisis?*

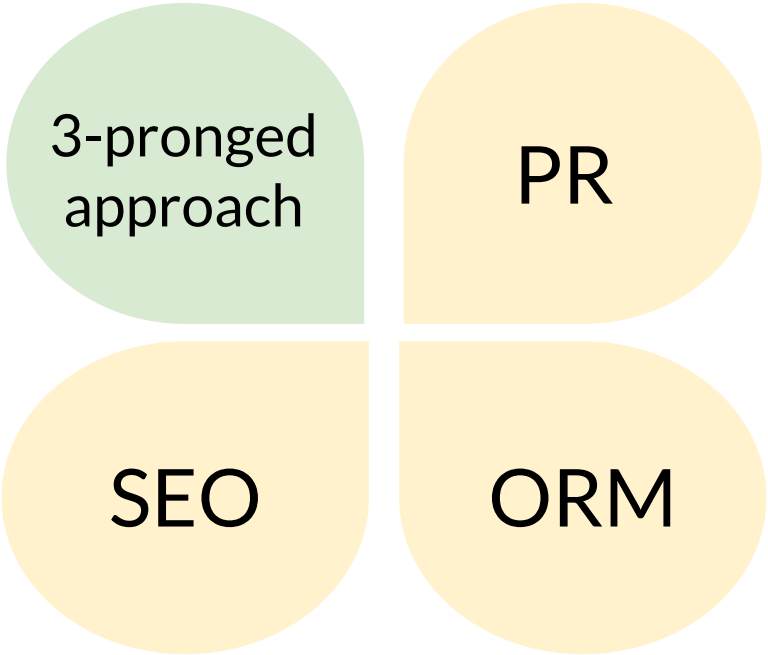
***Status Labs."***

-PRWeek

# The New Era of PR

**Before they meet you, they Google you.**
Because 95% of search traffic never goes to page two of search results, taking control of your brand or company's online reputation is a crucial step in any successful communications campaign.

# PR Goal: take ownership of page 1



# Build a strong digital footprint

*Create web assets that accurately portray your company*

- Positive PR
  - Launch campaigns geared towards valuable digital coverage
  - Leverage wire distributions for press releases to attain maximum reach
  - Attain your “target keywords” in story headlines when possible

# Build a strong digital footprint

- Social Media Platforms
  - Regularly update and populate
  - Ensure these platforms are seen on your page 1

- Thought Leadership + Contributor Profiles
  - Get CEO and executive leadership Involved in content generation
  - Submit leadership for expert commentary and contributor profiles

# Align Your Web Pages with Google's New Algorithm

# Brief Background...

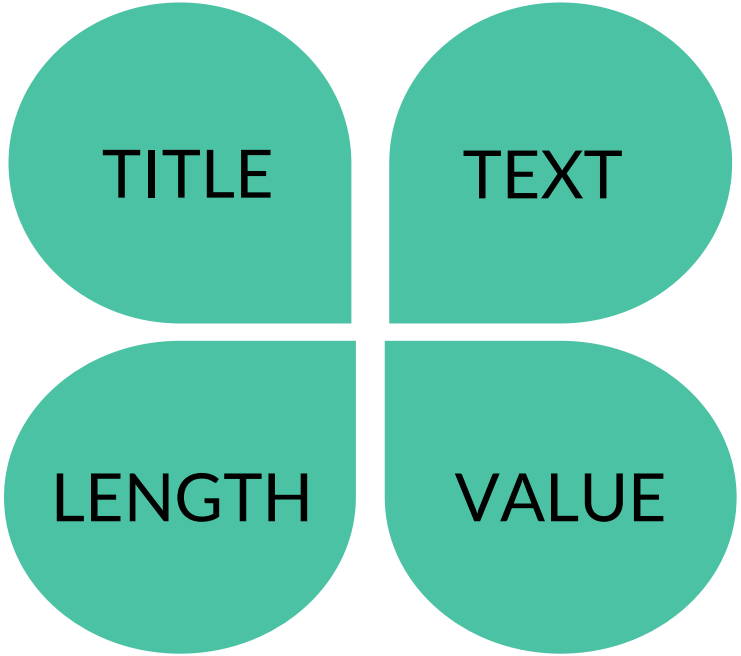
- 2011 – Google rolls out ”Panda”
  - more significant anti-spam updates
  - one-track mind: *CONTENT*
  - links, anchor text, mobile friendliness don’t matter

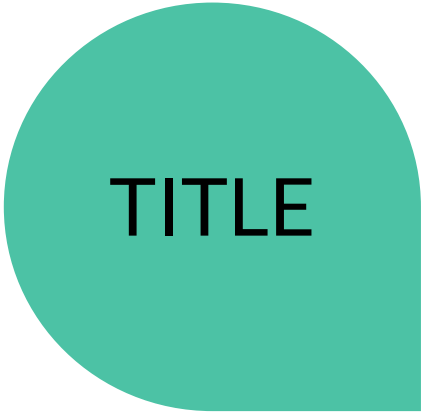
- 2016 – Officially baked into Google’s core ranking algorithm
  - Panda rewards good content and penalizes content that it deems shallow or thin
  - holds value just as high - if not *higher* - as relevancy

*The best, easiest, and safest way to rank content?*

Write for your readers.

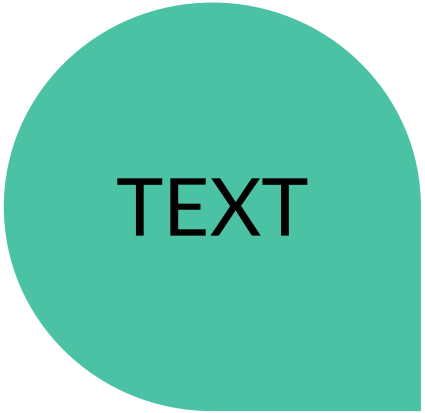
There are 4 factors
to consider
when creating
high quality content:






- Make it **compelling**
- Make it **easy to read**
- Ensure a variation of your **target keyword** is featured prominently.

**Takeaway?** If your title is lacking, no one is even going to make it to the content. (i.e. If it's your Celiac best friend's birthday, which are you more likely to click? *"How to Make the Best Gluten-Free Chocolate Cake: An Easy Recipe"* or "*Gluten-Free Chocolate Cake Recipe"?)*



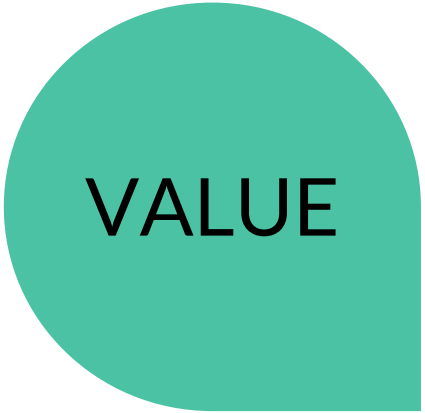

- Make it **engaging, informative** content
- Make sure variants of your **keyword** are featured prominently. Make sure you do so in a way that isn't obnoxious, repetitive, or disruptive to the flow.

**Takeaway?** Keep your focus on **quality** content. With keyword inclusion, remember, sometimes less is more, and going overboard will only hurt you with penalties.

# LENGTH

- Aim for at least **2,200 words** in length.
- There's a reason Wikipedia is the fifth most popular website. In addition to being incredibly comprehensive, most Wiki pages are a minimum of 2,000 words.
  (Also encyclopedic, non-promotional, just straight facts without fluff. )

**Takeaway?** Stick to the 22200 rule. When you're creating your content just think, *"What Would Wikipedia Do?"*.




- Ask yourself these questions:
  *Who is your audience? Whose searches are you hoping to capture? Does your content speak to them? What are they receiving in return for clicking and spending time on your site? Will they find it so valuable they will be willing to share it with everyone who shares their interest?*

**Takeaway?** Your content does not have to appeal to the masses the same way as a hamster eating a tiny burrito does in order to reap the benefits of going viral. So long as your content is valuable and interesting to your core audience, the shares will come.

**Three things tell Google your site should rank higher than competing properties.**

1. A compelling title and accompanying content relevant to your desired keywords are more likely to be **clicked by searchers**

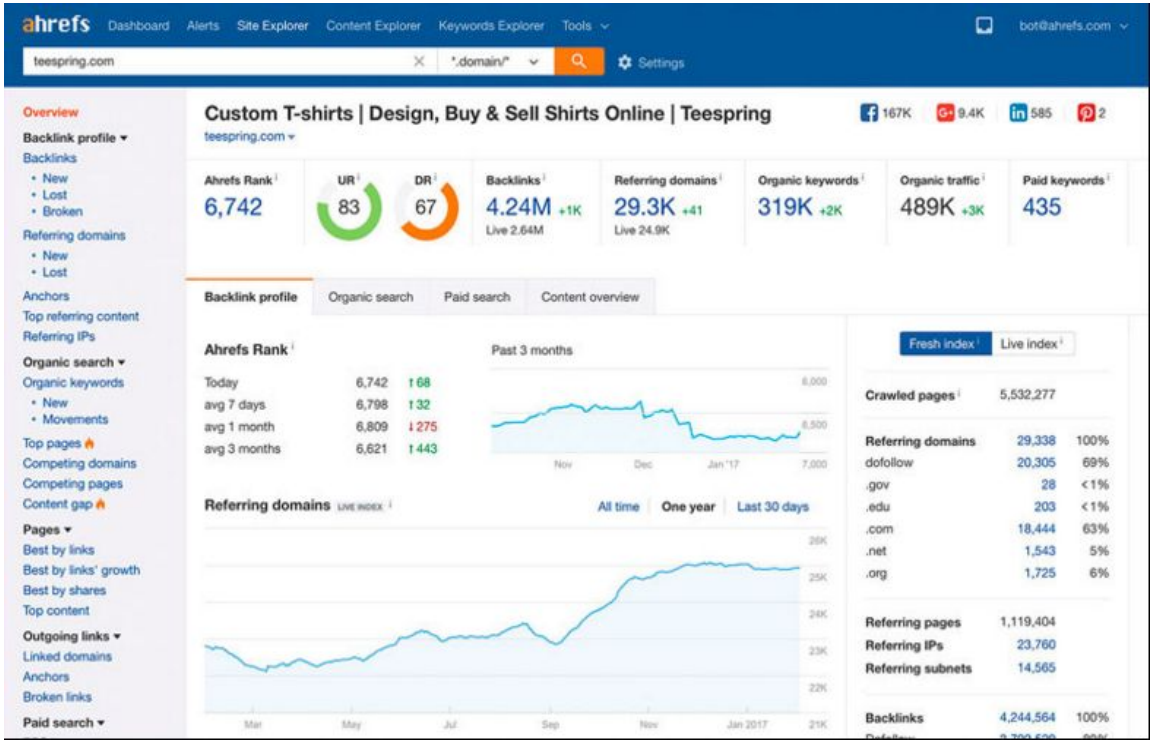
2. An informative, engaging, article roughly 2,200 words in length, will keep searchers **on your page longer**, sending engagement signals to Google

3. If a reader finds content valuable, they are likely to **share it** with their online network. Not only are social signals a powerful force in determining where content ranks in search results, your content will also receive more clicks as a result, repeating this cycle all over again.

# Use the latest tools to uncover new SEO opportunities

# Ahrefs

**Ahrefs**//
a toolset for SEO & marketing running on Big Data. They cover backlink checking, competitor analysis, keyword research, and much, much more...

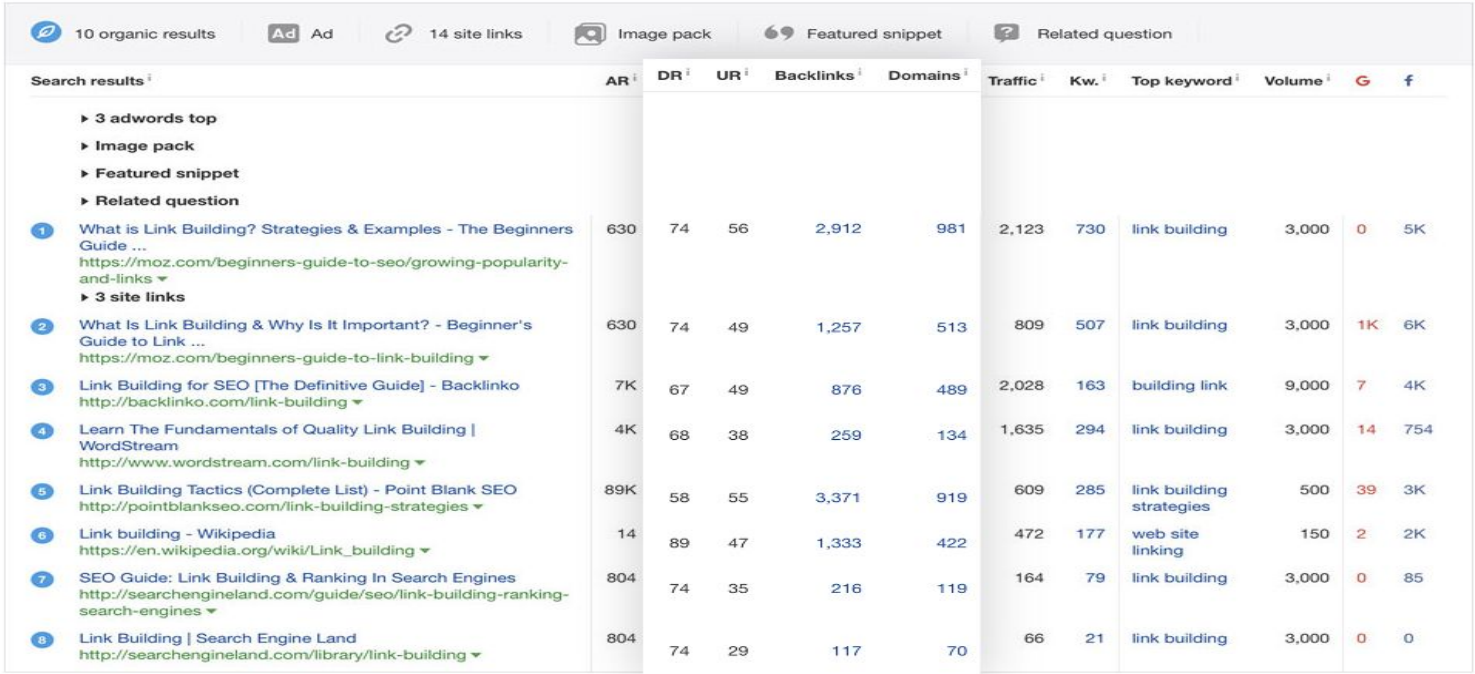


**Get an in-depth look at the organic search traffic and backlink profile of any website or URL.**

- See what keywords your competitors are ranking for and which pages bring the most traffic from search.
- See which website are linking to your competitors and gauge the quality of their backlink profile.

**SERP Tracker:** analyze search results, compare SERPs, improve rankings.

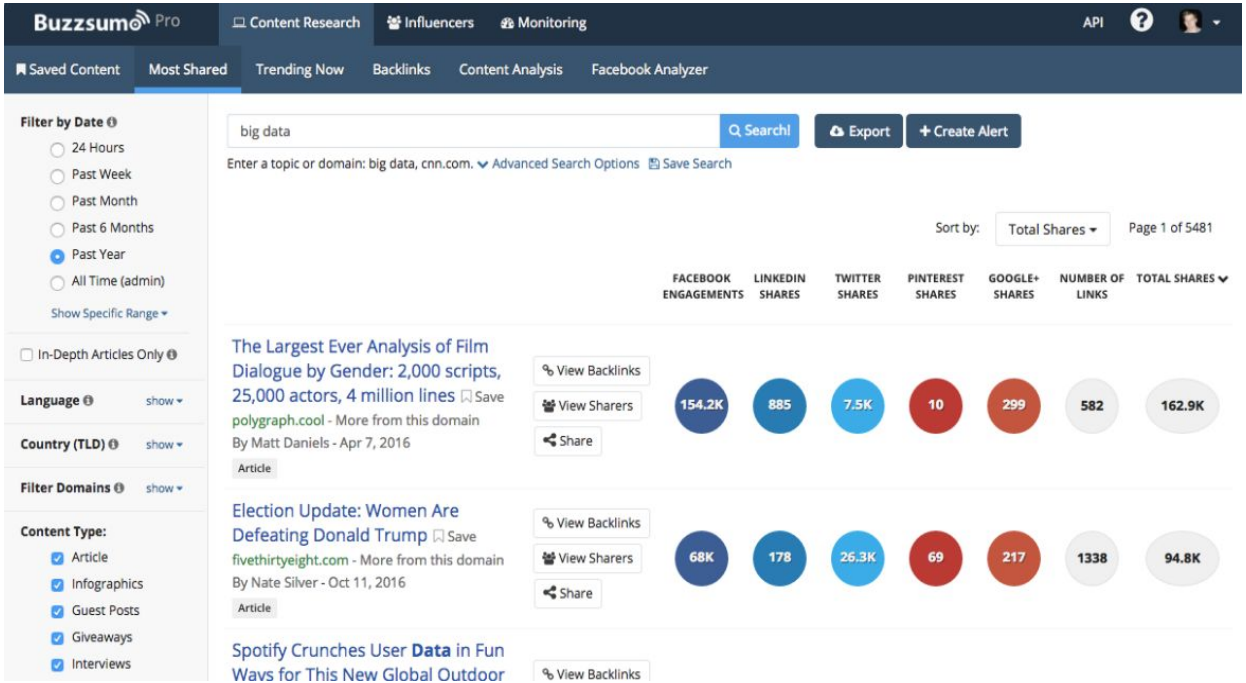
- **Ranking Difficulty Score:** most valuable function of this tool!



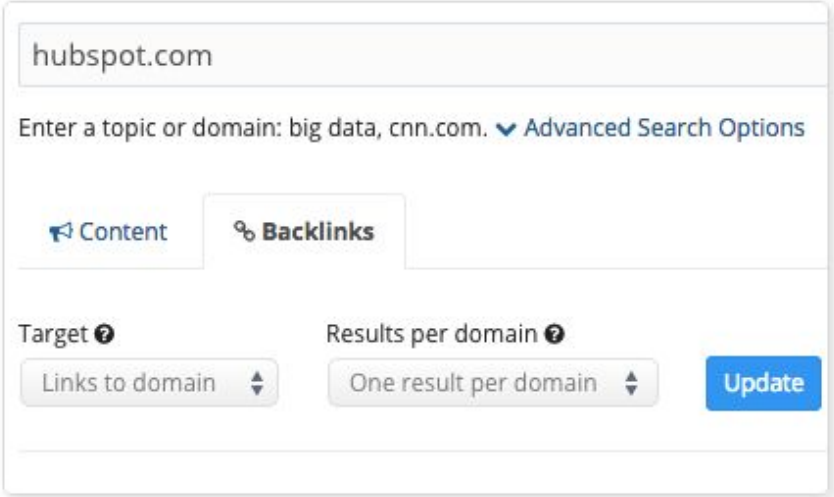

| Search results | AR | DR | UR | Backlinks | Domains | Traffic | Kw. | Top keyword | Volume | G | f |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ▸ 3 adwords top | | | | | | | | | | | |
| ▸ Image pack | | | | | | | | | | | |
| ▸ Featured snippet | | | | | | | | | | | |
| ▸ Related question | | | | | | | | | | | |
| 1 What is Link Building? Strategies & Examples - The Beginners Guide ... https://moz.com/beginners-guide-to-seo/growing-popularity-and-links ▸ 3 site links | 630 | 74 | 56 | 2,912 | 981 | 2,123 | 730 | link building | 3,000 | 0 | 5K |
| 2 What Is Link Building & Why Is It Important? - Beginner's Guide to Link ... https://moz.com/beginners-guide-to-link-building | 630 | 74 | 49 | 1,257 | 513 | 809 | 507 | link building | 3,000 | 1K | 6K |
| 3 Link Building for SEO [The Definitive Guide] - Backlinko http://backlinko.com/link-building | 7K | 67 | 49 | 876 | 489 | 2,028 | 163 | building link | 9,000 | 7 | 4K |
| 4 Learn The Fundamentals of Quality Link Building \| WordStream http://www.wordstream.com/link-building | 4K | 68 | 38 | 259 | 134 | 1,635 | 294 | link building | 3,000 | 14 | 754 |
| 5 Link Building Tactics (Complete List) - Point Blank SEO http://pointblankseo.com/link-building-strategies | 89K | 58 | 55 | 3,371 | 919 | 609 | 285 | link building strategies | 500 | 39 | 3K |
| 6 Link building - Wikipedia https://en.wikipedia.org/wiki/Link_building | 14 | 89 | 47 | 1,333 | 422 | 472 | 177 | web site linking | 150 | 2 | 2K |
| 7 SEO Guide: Link Building & Ranking In Search Engines http://searchengineland.com/guide/seo/link-building-ranking-search-engines | 804 | 74 | 35 | 216 | 119 | 164 | 79 | link building | 3,000 | 0 | 85 |
| 8 Link Building \| Search Engine Land http://searchengineland.com/library/link-building | 804 | 74 | 29 | 117 | 70 | 66 | 21 | link building | 3,000 | 0 | 0 |

**Buzzsumo//**
look up any keyword and see what people are talking about.

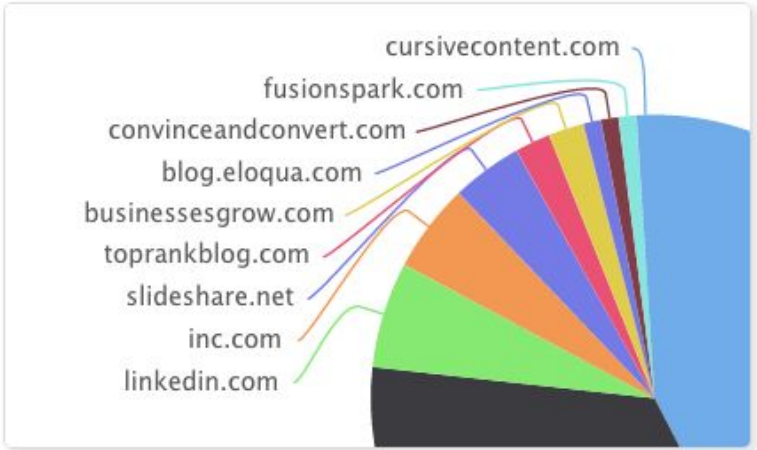
-Most discussed topics
-Most shared topics
-Get great cues on what your audience will engage with...



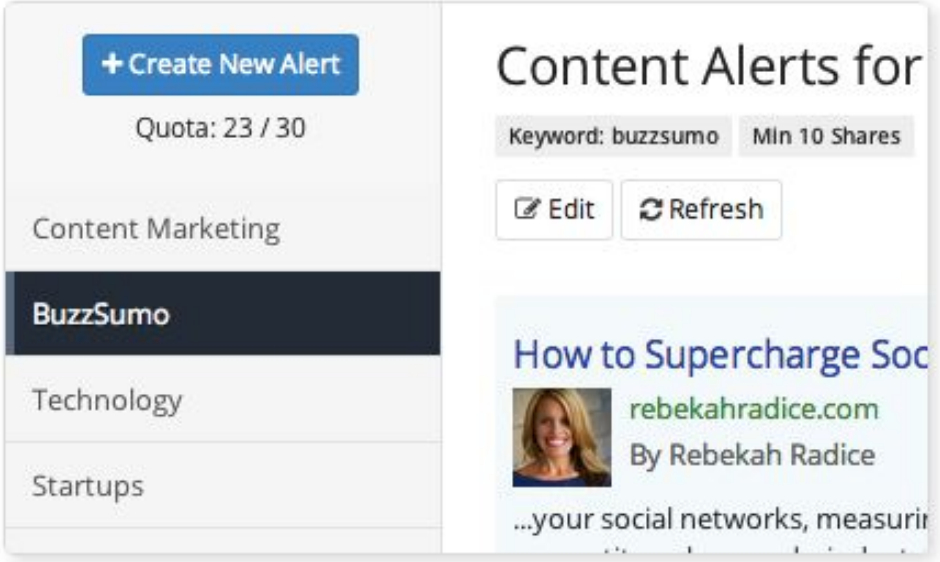
**Content Insights** - discover the most shared content across all social networks, run detailed analysis reports, view the links pointing to any domain or page and sort by social shares.



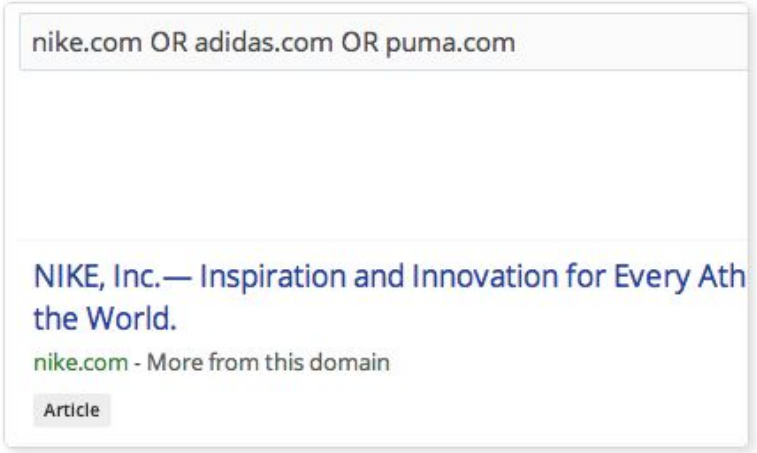
**Influencer Amplification** - find influencers in any topic area and understand the content that resonates with them. See what content influencers share and the topics and domains they share most frequently.

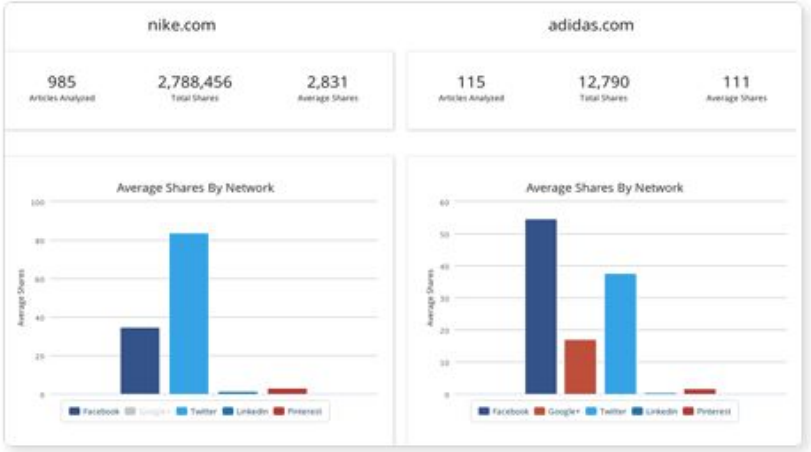


**Content Alerts** - be the first to see content mentioning your keyword, know when an author or competitor publishes new content.



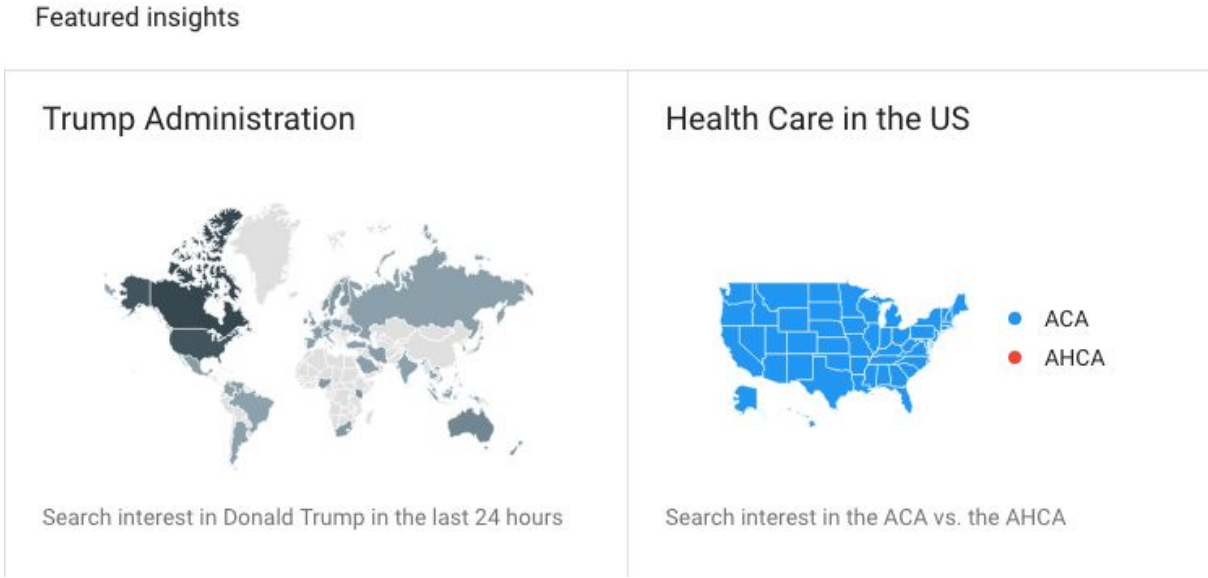
**Competitor Analysis** - track your competitor's content performance, see what is working for them. See the content formats they are using, and the networks where they are having the most success.



**Google Trends//**
see the latest trends, data and visualizations from Google. Find out what's trending near you right now.

Gauge interest in a topic/search term over time, locations where it's most-searched, and related terms people search for in conjunction with it.



Featured insights

## Game of Thrones

Most searched Game of Throne houses

Most searched Game of Thrones character

1. Jon Snow
2. Daenerys Targaryen
3. Cersei Lannister
4. Sansa Stark
5. Jaime Lannister

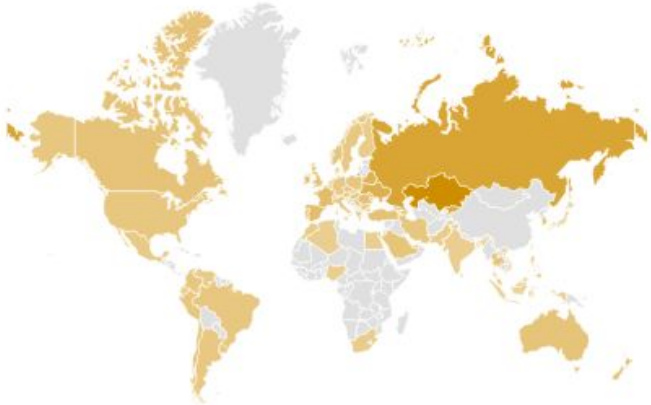
Top questions on Jon Snow

1. Who is Jon Snow's father?
2. Who is Jon Snow's mother?
3. Is Jon Snow a Targaryen?
4. Who is Jon Snow?
5. What episode does Jon Snow die in?

Trending questions on Game of Thrones

1. When does Game of Thrones return?
2. What time is Game of Thrones on?
3. How to watch Game of Thrones
4. How many episodes are in Season 7 of Game of Thrones?
5. How many seasons of Game of Thrones will there be?

Search interest in Game of Thrones



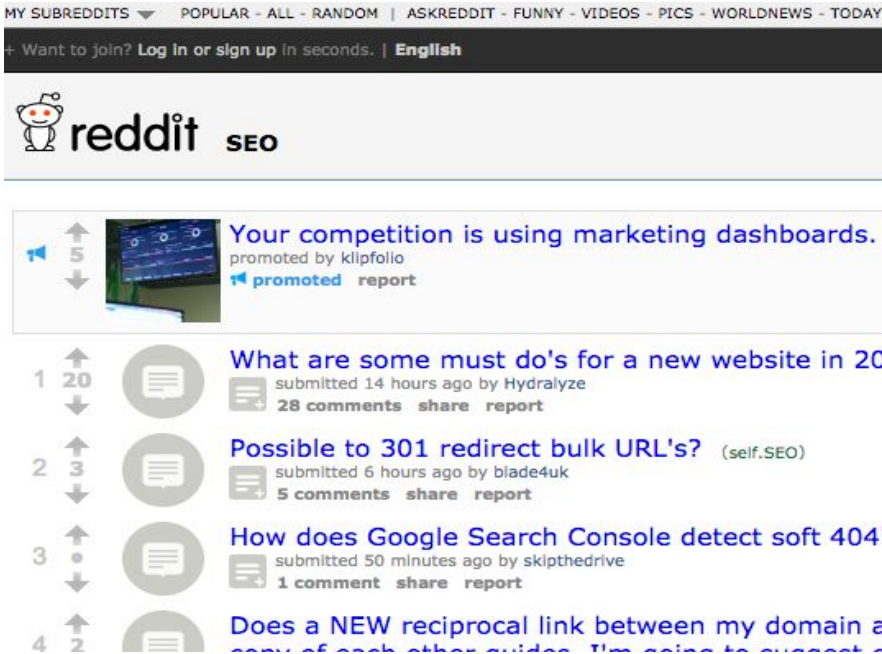
Stories trending now

| | | | |
|---|---|---|---|
| 1 | Ford Motor Company, Earnings, Net income | Past 24h | |
| 2 | France, French Riviera, Corsica | Past 24h | |
| 3 | Interstate 81, Interstate 77, Interstate 85, Charlotte | Past 24h | |
| 4 | Yuma, Arizona | Past 24h | |
| 5 | Tinder, Good Morning America, Twitter | Past 24h | |

**Reddit!** Yes, Reddit is a free and easy way to gauge the pulse of the internet.

Use subreddits specific to your business or industry to get ideas for content and find valuable SEO keywords.

Find out exactly what people like, what's trending and use it in your writing for SEO.



## Reddit Bonus Tips:

- *Keep an eye out for posts with question marks. If people are asking Reddit, they are also probably asking Google.*

- *Use Reddit Metrics to discover popular subreddits and what's currently trending.*

| Rank | Reddit | Subscribers |
|---|---|---|
| 1 | /r/announcements | 17,777,702 |
| 2 | /r/funny | 17,671,063 |
| 3 | /r/AskReddit | 17,652,773 |
| 4 | /r/todayilearned | 17,474,040 |
| 5 | /r/science | 17,404,492 |
| 6 | /r/worldnews | 17,337,283 |

# Wrap Up

**Takeaways:**

- **Content** is still KING!
- **Title, Text, Length, Value -** pivotal for writing for SEO
- Use tools like **Ahrefs, Buzzsumo, Google Trends,** and **Reddit** to help your brand's SEO strategy
- House Targaryen wins the popular vote?

# Connect with us!

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# Questions?

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