

From: Megan Hughes
Date: February 5, 2016 at 9:28:45 AM Eastern Standard Time
To: Chad Arrington , "chadmmp@gmail.com" , Chad Arrington
Subject: **FW: forecast pages**

Chad, can you check out the strategy proposed by Katie?

She wants to start linking certain keywords to a gated active premium page using SEO Smart Business links.

Check out the screenshot and let me know!

Thanks,
Megan

From: Kathryn O'Connell <koconnell@moneymappress.com>
Date: Wednesday, November 18, 2015 at 7:39 PM
To: Kerri Shannon <kshannon@moneymappress.com>
Cc: Chad Arrington <carrington@moneymappress.com>, Kyle Anderson <kanderson@moneymappress.com>, Megan Hughes <mhughes@moneymappress.com>, Kevin Dowdle <kdowdle@moneymappress.com>, Stephanie Munguia <sgmunguia@moneymappress.com>
Subject: Re: forecast pages

Yep! We can update where these keywords link to at any time.

From: Kerri Shannon <kshannon@moneymappress.com>
Date: Wednesday, November 18, 2015 at 7:08 PM
To: MMP <koconnell@moneymappress.com>
Cc: Chad Arrington <carrington@moneymappress.com>, Kyle Anderson <kanderson@moneymappress.com>, Megan Hughes <mhughes@moneymappress.com>, Kevin Dowdle <kdowdle@moneymappress.com>, Stephanie Munguia <sgmunguia@moneymappress.com>
Subject: Re: forecast pages

So will the reports redirect when we make new ones?

Sent from my iPhone

On Nov 18, 2015, at 6:55 PM, Kathryn O'Connell <koconnell@moneymappress.com> wrote:

Kerri / Chad – I'd like to run an idea by you. Using SEO smart business links I'd like to link specific keywords to a gated report page ([formatted just like the active premium pages](#)). Since the auto linking that takes place within stories is such an essential part of SEO I think we could make this work without jeopardizing our SEO internal linking structure IF we only targeted specific words.

Here is what I was thinking:

Keywords Linked	Linked Report (or newer ones as they become available)	Trackable XCode (Just for this purpose)
gold forecast 2016	http://moneymorning.com/active-premiums/the-money-morning-guide-to-gold-and-silver-investing/?x=SPECIALXCODE&src=autoLink&referrer=PAGEURL	MH/KD to provide
gold price forecast, gold price forecast 2016	http://moneymorning.com/active-premiums/gold-price-forecast-2015/?x=SPECIALXCODE&src=autoLink&referrer=PAGEURL	MH/KD to provide
silver price forecast, silver price forecast 2016	http://moneymorning.com/active-premiums/silver-report/?x=SPECIALXCODE&src=autoLink&referrer=PAGEURL	MH/KD to provide
oil price forecast, oil price forecast 2016	http://moneymorning.com/active-premiums/oil-price-forecast-2015/?x=SPECIALXCODE&src=autoLink&referrer=PAGEURL	MH/KD to provide
graphene investor report	http://moneymorning.com/active-premiums/graphene-forecast/?x=SPECIALXCODE&src=autoLink&referrer=PAGEURL	MH/KD to provide
ipos in 2016, ipo forecast 2016	http://moneymorning.com/active-premiums/biggest-ipos-2015/?x=SPECIALXCODE&src=autoLink&referrer=PAGEURL	MH/KD to provide
tech stocks forecast 2016	http://moneymorning.com/active-premiums/tech-stocks-creating-a-new-dividend-aristocracy/?x=SPECIALXCODE&src=autoLink&referrer=PAGEURL	MH/KD to provide
penny stocks forecast 2016	http://moneymorning.com/active-premiums/the-best-retirement-insurance-for-a-china-driven-market-crash/?x=SPECIALXCODE&src=autoLink&referrer=PAGEURL	MH/KD to provide

If you like this idea than I'd need the following:

1. Chad to approve this strategy for the keywords above
2. Kerri to have someone check the teasers and make them as strong as possible
3. KD/MH to provide Xcodes to use in the urls and then make sure those Xcode's are used properly (dynamic) and the new url vars of src, referrer are maintained post signup.

LMK what you guys think!

Thanks,
Katie



[SEO SmartBusinessLinks - Active Premiums.png \(178.3 KB\)](#)