

From: Chad Arrington
Date: September 8, 2016 at 1:25:12 PM Eastern Daylight Time
To: carrington@money morning.com
Subject: Fwd: Katie Eye's ONLY

----- Forwarded message -----
From: Chad Arrington <chadmmp@gmail.com>
Date: Thu, Sep 8, 2016 at 1:21 PM
Subject: Katie Eye's ONLY
To: Chad Arrington <carrington@money mappress.com>

KO!

I got your email. Amazing Work. Like we've been in tune. Updating Jira, creating spreadsheets. Making adjustments and new strategies on the fly... Thank you. I appreciate all your hard work, input and research. Your trying to drive Editorial and I think we have somethings in place that will really work well for us. But, thank you always. Because I've felt like we've had many of these conversations and strategies meetings many times before only to not full execute the plan. I have to speak up. At the rate I'm killing off authority link campaigns to cater to a struggling editorial process we will eventually lose all rankings and raise some serious red flags. Let's overcome penalties not create any more. Just 12 months ago Katie we were ranking page 1 for all our top tag page terms and at least 2500 + plus terms for each pages. 800,000 organic hits just July 2015... This allowed us to rank any new article for high news positions and also permanent first page rankings for some long tail targets. We took over the game four years ago, not because we had a ground breaking SEO editorial team but because we had a ground breaking SEO system. From the time we 1st rank "How to buy silver" #1 5 years ago I've know that links, both social signals and quality backlinks rank websites and rank them Very high in Google. The hardest thing there is to do online is build backlinks, consistently, correctly, and under the radar in a way that makes sense for Google. I always vouched that if Editorial could not match the #1 Off page SEO campaigns that I would build to give us the best chance to Rank then eventually we'd suffer. Over the years I've had to adjust from building low quality spammy links to the highest quality links and using the highest quality networks both private and public that also Rival our competitors. When I originally build our plan to 1 Million it was VERY attainable and realistic. Literally, with the budget, the backlink campaigns and the editorial staff and resources we have it should have been no problem. Look at you. You've transcended from new hire, ecomm assistant, to running the entire million-dollar production team. You've adjusted, and altered who you had to be many times for the better of the team. You guys also have placed a lot of responsibility on me and I embrace and appreciate your trust. But, our argument has always been fulfillment from our editorial team. Will they buy in? Can they do this? Will they do that? They're not happy... But it comes to a point where I say what about us? I gave you onpage.org and in 2 weeks were doing what was best to IMPROVE our site. You dropped what you were doing even if there wasn't a big improvement to at least try what was projected to improve our site. Best practice. Thank you Katie. Over the last year I've unlocked the Google algorithm which allows us to build any URL up to #11 SEO off page score and any niche. These stats found in majestic.com for all our top traffic pages and query terms prove my theory. This campaign I've been able to duplicated for all of our top targets. We should be ranking #1 or #2 for penny stocks and OVER 3000 related terms right now. But we're not. From the on page needs, to the keyword research, to the weekly meetings, to the media shower sessions, it feels like every time something has to tended to for these guys. Most of my time is spent doing a lot of these things I haven't done for years and what has been the result? These reports take a lot of time. My back linking has suffered. I went from running 30 campaigns to 12. I know we have something that truly works! If only we had the deliverables we were promised... So just give me some time. Please. If they won't do the things they agreed to and what would most certainly improve our site, then I will Katie. We can't dictate our top tier linking system around what Editorial does and doesn't do. Please. I just can't allow that to work. When you login to ahrefs.com you'll see the top pages we have ALL the terms. Here's our options. We keep ranking and promoting our top 6 tag pages. We see all the on pages' fixes done and addressed by Nov 1. We make this work. We have article pages that also can be 2000 words and have authority. If need be will redirect to a proper article story and redirect those 10000s of hits and keywords coming in. BUT we have to think about how we link throughout the site. If we don't use tag pages where do, we link? Just related stories to related stories? How do we create authority to one page internally without internal linking? External back linking will then be relied on heavily for this and I don't yet know how that would work out. So let's talk about it. Here's my idea. Let make sure we keep promoting the way we have. I've already chopped 82% of my old program for the sake of what we're doing. Let's make editorial be accountable and do what they say they will and what we NEED. And by deadlines. Please. We can promote SOME of the new targets you gave me. They all can't just have \$470 one time promotions. This is really a strategy for maintaining sites. We need campaigns with diversity social signals, press releases, pbns, guest posts, and other variety high quality links. So we will range from \$470-\$1068 per target to be realistic. Posirank best quality link campaign is \$2068 guest post campaign in my recurring strategy for our top pages, and it's like I'm killing great parts of my link systems to dilute for the Editorial team and it's killing my process too. Readjusting again will not only hurt our overall link profile but the authority we hold online. Our links is the only thing holding us afloat right now. Let's build off of that. Let's audit and fix what we need, asap. Let's be great. We can promote monthly just to see where we stack each month. We can call these the quarterly campaigns. Let my tag page campaigns run till December like i always planned and let my improvements and on page developments take place. Off page has a #1 system and we compete with the best, the Streets and WSJ's of the world. Agora financial is creeping up in traffic and conversions. Let's hold #1. So anything at all in the world you ask of me I will do. Just look I'm turning around spreadsheets after spreadsheets running hours of reports and I really want this to work. Just let me see that for once editorial will hold us down by actually fulfilling what we ask. If not, me and Alex will come through. It's been since

February that I started coming out with these on page improvements. Some of the html improvements have stayed exactly the same. Put it on me. Give me that chance. I'll go for it. Let me be the best SEO. I can't keep downsizing a great thing we put together because other's won't step up. I'll just have to go harder. See you soon. Sorry had to finish your chart!

Things to do asap. (answer to your email)

- REDIRECT /Market NEWS to homepage moneymorning.com
- CHAD and ALEX working on HTML improvements and will be doing October 31st
- NEW Keyword chart is Updated for Katie and Editorial
- Katie and chad catch up

KO WE need ahrefs.com and a full license. Do you want to purchase or me? Like all the data and everything we need is here. I've literally watched traffic drop in half over the last year. We need to combine and build on what we do and not downsize. We can find new keyword targets and BUILD off what's working. NO more google keyword planner. We need this.

Quick Notes:

1. Editorial and how can we help?

Need you guys to help build and be comfortable with Keyword research module to make sense of what your posting.

We don't need to continuously cover the same topics.

Expand. PLENTY to write about.

-Meet with KO and list how we can help

2. Follow ON PAGE Check List (Chad and Alex working on)

- copyscape
- unique title
- unique meta
- Unique URL
- Unique TITLE

EVERYTHING MUST PASS COPYSCAPE

-We can redirect these queries from tag pages to new articles or improve tag pages... ____

We MUST BEFORE OCTOBER 31st

1. Address all title tags.
2. Address all meta descriptions
3. Address all short metas
4. Redirect all low traffic, thin content, duplicate, competing content pages (under 10 visits per month)
5. Page speed ? - David Cross or no go?
6. Revised Link Program
7. Broken Links
8. Deadlines
9. Updates... Penalties... Procrastination
10. Redirect top tag pages to AUTHORITY 2000 WORD ARTICLE
11. No more SEO business links this point forward
 - Editorial must manually link (just like 2 authority links to other sites)
12. No SYNDICATED CONTENT
 - ALL UNIQUE and copyscape passing or don't post
 - redirect /MarketNews Asap!

13. SIA alliance special Top 50 factors checklist (TELL KATIE give me till NOVEMBER to work on 2017 plan and GOOGLE updates report!)
14. Private Blog Networks, Social Signals, Guest Posting, (\$99 to point, \$526 basic authority, 1101 after authority, \$2068 next authority) All In One (\$470 Maulana)
\$470-\$1168 for campaign
or \$1106-\$2098 for authority campaign.
15. Get Bret to 1 Million and move on... with ALL the DATE to be successful!
16. LET ME MAKE THIS WORK
17. EXECUTION and NOT MEETING DEADLINES has killed us. Let's Fix our on page audit for once and see the results of our efforts)
18. Thoughts. Ideas. Go ahead?

Thank you.
KO

PS: I'll see you soon. Jayson from posirank wanted to do a link audit and wouldn't have time rest of the week so I hate to meet him at 1pm. I want to edit this email up to be neat. Sorry I was just up all night going through talking points

Inbox (1) - chadmp@gm

Keyword campaign recom

X Rated Media Buys Co

X Rated Media Buys Adva

Queries - Analytics

←

→

↺

<https://analytics.google.com/analytics/web/#report/acquisition-sc-queries/a47024499w78339226p80997856/%3>

Money Morning Wordpress

Raw Data - MM WP

HOME

REPORTING

CUSTOMIZATION

ADMIN

Q Search reports & help

Active Users

Cohort Analysis BETA

User Explorer

Demographics

Interests

Geo

Behavior

Technology

Mobile

Custom

Benchmarking

Users Flow

Acquisition

Overview

All Traffic

AdWords

Search Console NEW

Landing Pages

Countries

Devices

Queries

Social

Campaigns

Behavior

Conversions

Search Query

Clicks

Impressions

389,404

% of Total: 100.00% (389,404)

1. (not set)

127,951 (32.86%)

2. dow jones

12,227 (3.14%)

3. penny stocks

7,361 (1.89%)

4. stock market crash

6,935 (1.78%)

5. dow jones today

5,831 (1.50%)

6. facebook stock split

5,333 (1.37%)

7. silver prices

4,787 (1.23%)

8. facebook stock

4,709 (1.21%)

9. spacex stock

4,276 (1.10%)

10. gold price

4,152 (1.07%)

11. penny stocks to buy

4,051 (1.04%)

12. silver price

3,850 (0.99%)

13. alibaba stock

3,750 (0.96%)

14. how does snapchat make money

3,585 (0.92%)

15. money morning

3,413 (0.88%)

16. price of silver

2,905 (0.75%)

17. best penny stocks

2,597 (0.67%)

18. penny stocks to watch

2,594 (0.67%)

19. djia today

2,391 (0.61%)

20. price of gold

2,209 (0.57%)

21. facebook stock price

2,188 (0.56%)

22. twlo

1,762 (0.45%)

23. facebook stock split date

1,635 (0.42%)

24. silver spot price

1,617 (0.42%)

25. apple stock

1,546 (0.40%)

Search the web and Windows

||

e

chrome

file explorer

store

mail

calendar

task view

Address

 (play video)

URL

○

Topics

Ref D

Ref Domains

Backlinks

New

Lost

Anchor Text

Map

Pages

Would you like to switch to the entire moneymorning.com domain? There are 334,804 external backlinks.

A donut chart with a dark blue segment representing 23% of the total. The number '23' is displayed in the center of the chart.

- 69 Computers / Internet / On the Web
- 66 Computers / Programming / Languages
- 65 Computers / Internet / Web Design and Development
- 61 Business / Consumer Goods and Services

Topic
available
on all p

G

To see a live example of our amazing Trust Flow categorisation, c

4,075

368

275

189

In the last 5 years

15,317

910

600

453

The Top Penny Stocks Today And Throughout 2016

<http://moneymorning.com/tag/penny-stocks-today/>

05 Sep 2016

DownloadedSuccessfully

Plans & Pricing - Ahrefs - X

← → ↺

Ahrefs Pte Ltd [SG]

https://ahrefs.com/pricing-plans?error=limit-reached

ahrefs

Dashboard Alerts Site Explorer Content Explorer Keywords Explorer Tools ▾

Plans & Pricing

⚠

You've just reached your account limits. Please consider upgrading to a higher plan.

You have a **Free Account** with limited access to our tools.

Subscribe for any paid plan for improving your SEO.

Annual billing

SAVE 20%

Monthly price

Lite

\$82

\$990 / year

Save \$198 / year

Subscribe

1 user

Standard

\$149

\$1,788 / year

Save \$360 / year

Subscribe

1 user

Dashboard

Campaigns ⁱ

Rank tracker

Tracked keywords

5

300

10

1,000

Windows

Search the web and Windows

📄

🌐

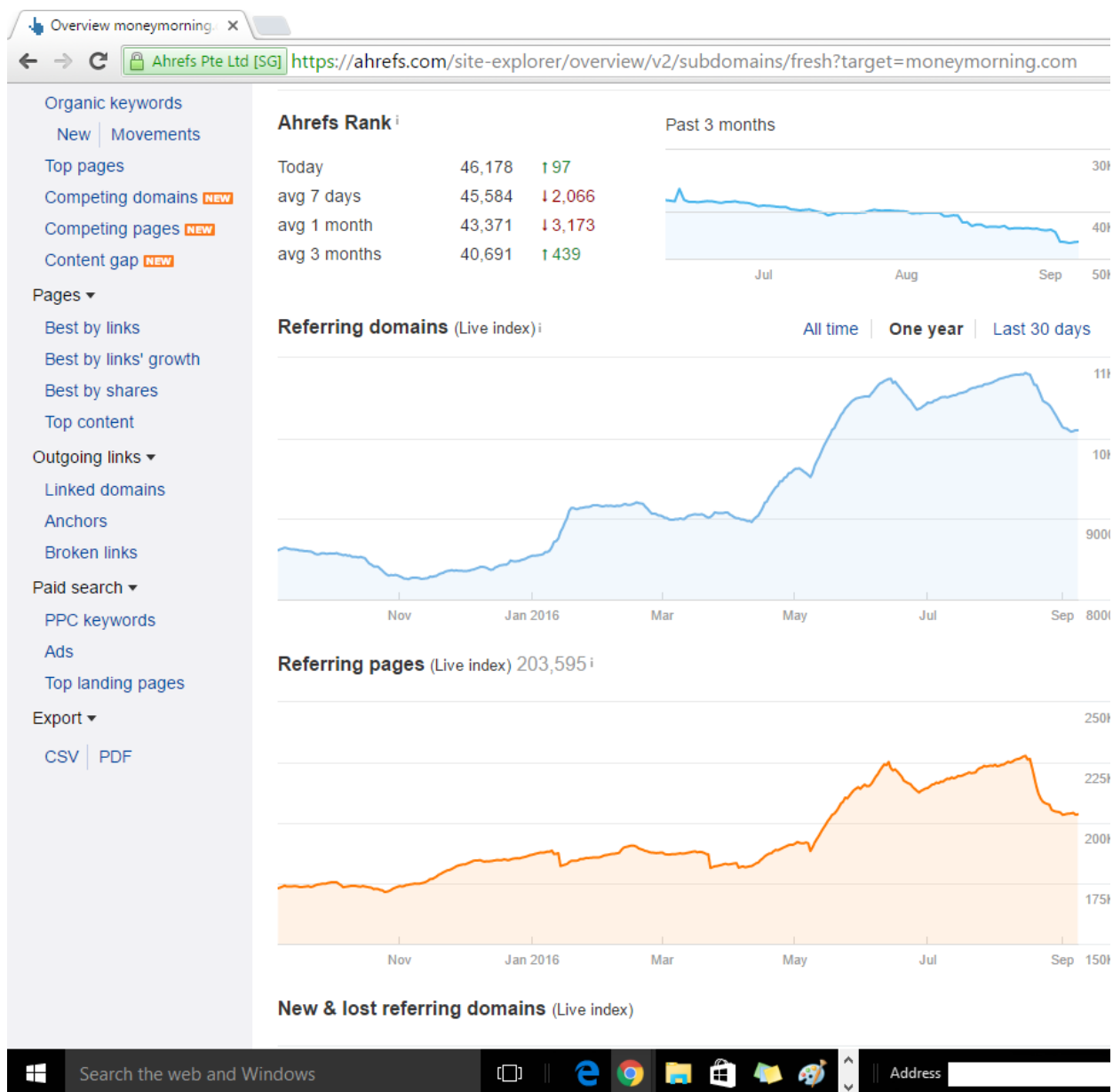
📁

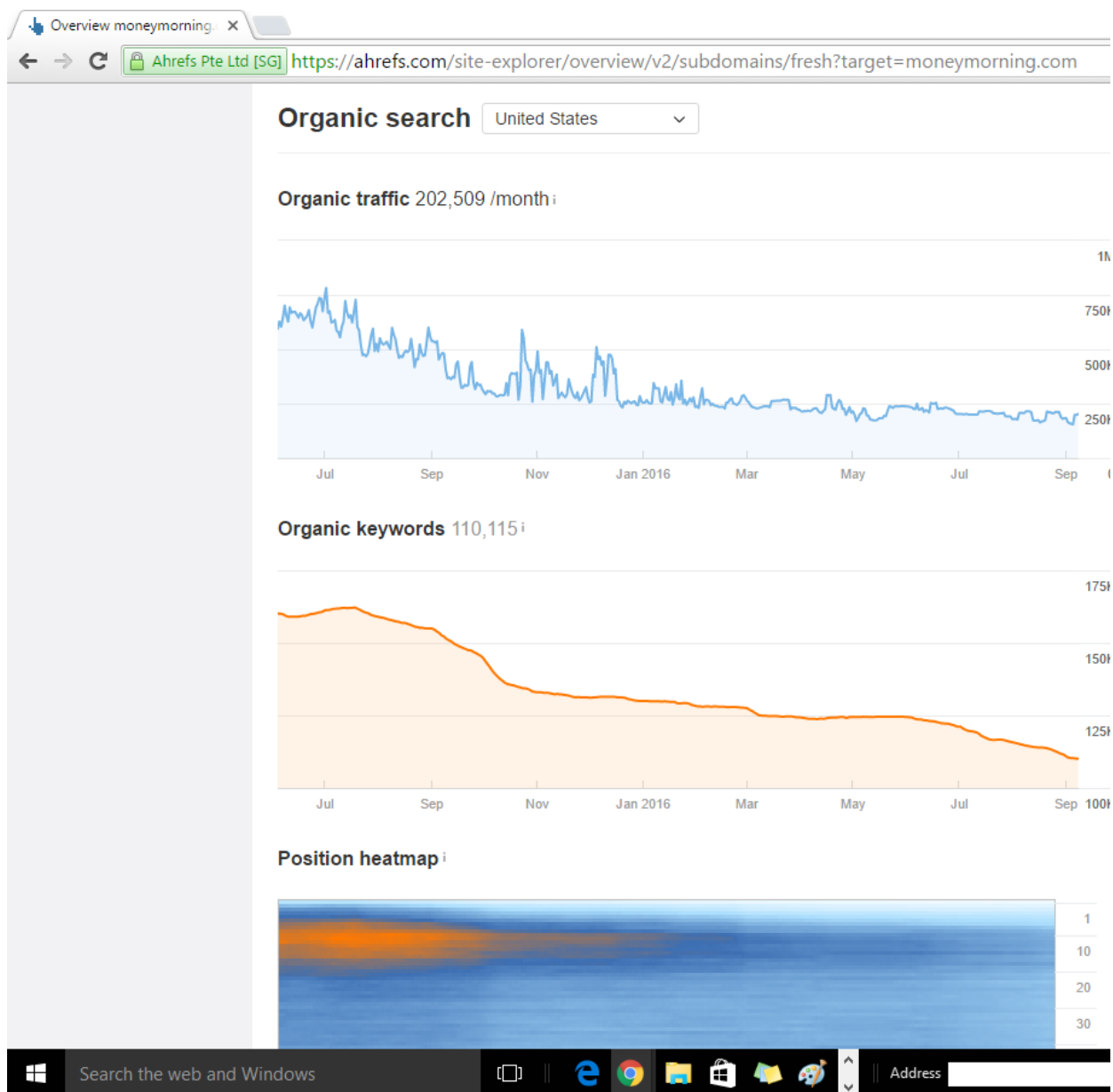
🏠

📧

🌐

Address





Overview money morning. X

←

→

↺

Ahrefs Pte Ltd [SG]

https://ahrefs.com/site-explorer/overview/v2/subdomains/fresh?target=moneymorning.com

0K

1K

2K

Top 5 organic keywords

Pos. ⁱ

Volume ⁱ

Traffic ⁱ

Results ⁱ

Upd. ⁱ

alibaba stock

money morning.com/tag/alibaba-stock/ ▾

1

135,000

44,550

800,000

6 Sep

facebook stock price

money morning.com/tag/facebook-stock-price/ ▾

1

60,500

19,965

28,900,000

6 Sep

alibaba stock

money morning.com/tag/alibaba-stock/ ▾

2

135,000

18,000

840,000

29 Aug

facebook stock

money morning.com/tag/facebook-stock-price/ ▾

4

165,000

14,080

526,000,000

29 Aug

facebook stock

money morning.com/tag/facebook-stock-price/ ▾

5

165,000

11,264

526,000,000

6 Sep

View full report

Top 5 pages

Keywords

Traffic

money morning.com/tag/alibaba-stock/ ▾

69

68,004

money morning.com/tag/facebook-stock-price/ ▾

1,040

60,523

money morning.com/tag/apple-stock/ ▾

1,054

9,767

money morning.com/tag/dow-jones-today/ ▾

442

8,304

money morning.com/tag/penny-stocks-today/ ▾

1,188

3,527

View full report

Windows

Search the web and Windows

📄

||

e

🌐

📁

🏠

📧

🌐

Address