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OEI MM TouchPoint SEO Update

1 message

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Fri, Mar 17, 2017 at 8:24 AM

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OEI Oh My: Chad and Katie March Midway Touchpoint

-We've just hit the midway point of March. Just wanted to give you an update on any news of the unconfirmed google update. Our authority, long tail and branded campaigns. As well as our OEI progress. Keep this checklist and we'll have an updated touch point next week. I have a small friday conference with posirank in the morning and then SEO Intelligence's Dori Friend and Kyle Roof have a private Blog Network mastermind for all crowdsourcing SEOs in the afternoon. I'll be on a call discussing Google Penguin, Panda and Fred so I'll let you know if I hear anything out of the usual!

Update 3.15.17

A. Search Engine Land and Google Updates

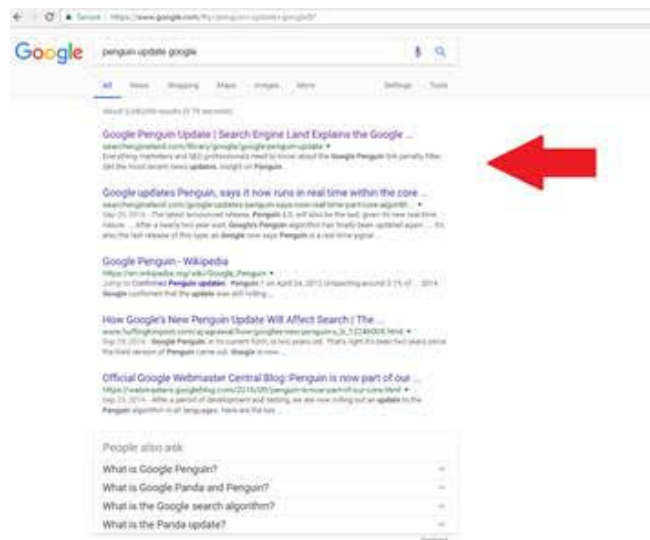
-Believe "half of what you see" and none of what you hear. Google hasn't made an update we haven't been prepared for since 2011. With any content/link building campaigns you should be creating the highest quality possible. With our Guest Posting, Private Blog Networks, Crowdsourcing and Social Linking we've gone above and beyond to access the best link networks and also use diversity by have memberships to 1000s of websites/link networks. We do have to execute our SEO strategies to a tee, so that their as effective as possible! Updates don't stop us. They happen everyday. SEO Blogging is one of the best ways to get traffic. We'd do extremely well if we were the first to post about any concept. SearchEngine land does a great job of break Google updates first.

-I love what these guys do in the blogging world. They're always first to put out a story on the Google updates. Only Google can confirm whether or not the filters are changing or being updated. Since 2010,

They've updated their algorithm on a daily. Google is doing nothing differently than 2012. Search engine land is doing an even better job capitalizing on the hysteria of non-SEO experts. Editorial create amazing content,

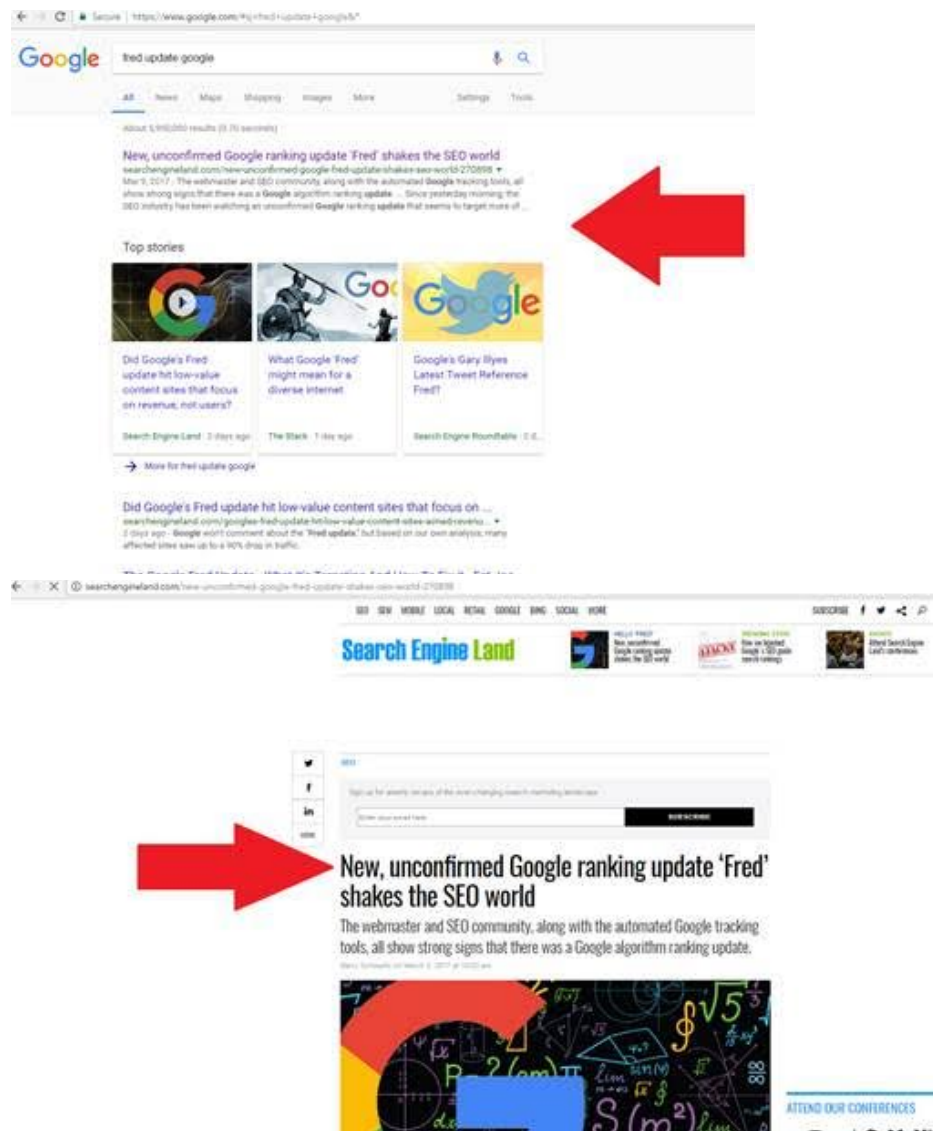
Have some ideas like "Search Engine Land" and we can make some different dents in this search industry. We continue to use the highest quality guest post, social module and private link networks and always will. I just hope

The vendors don't go up on the prices because the "updates" always give them an argument to raise prices. "Church forward".



#1 Ranking for Penguin Update Google
update sounded exactly like Fred update. hmm

-in2012 the Penguin



#1 Ranking for Fred Update Google world. Sounds like Penguin. Good “search bait” for Searchengineland.

-“Fred” shatters the SEO

-Searchengineland creates a market for their own SEO publishing, tool selling, ad space and revenue generating of their own.

If they create the story around the updates that haven't been confirmed by Google they get highlighted as an authority and rank

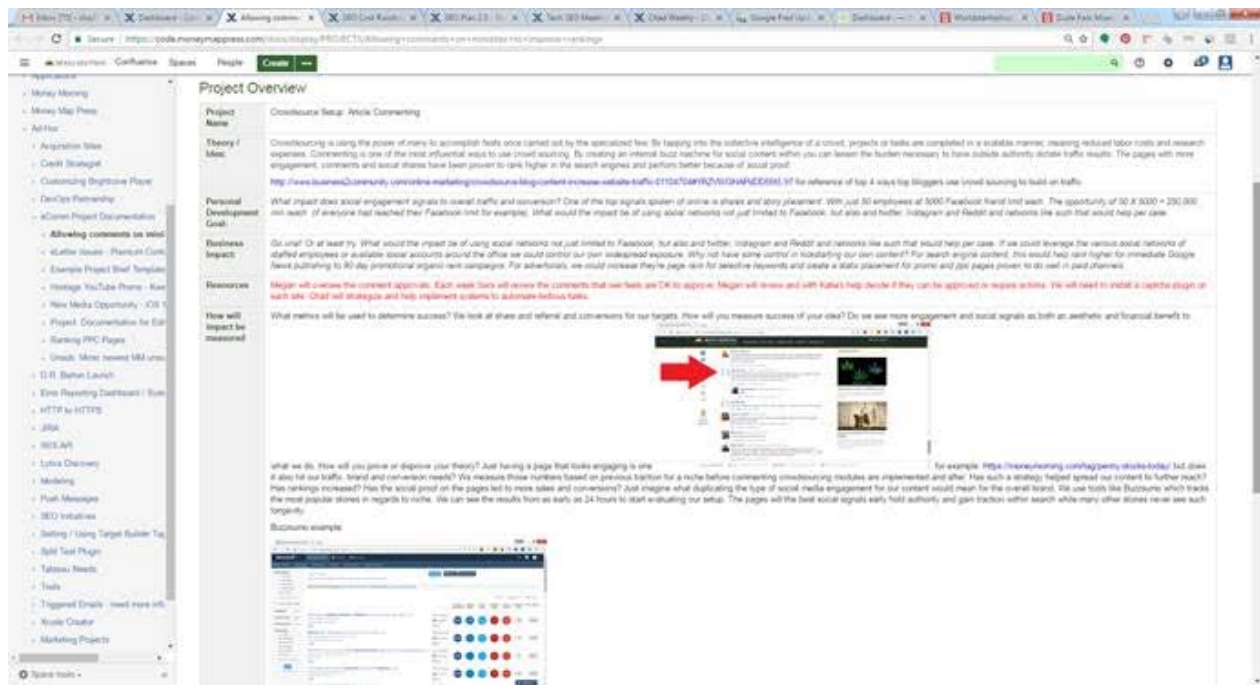
Very well for big time keywords. I like their strategy. Resembles what George does some. Since 2010 they've always had the same updates and

Rules. These filters, more so. If you can create Hysteria you control the market. Even saying “unconfirmed” people who read SEO Newsletters

Will swear their experts. ☺

B. Crowdsourcing?

-Are we still implementing? Let me know what you need from me. If we need someone to outsource to let me know and I'll put that in place.



2. SEO Cost Breakdown

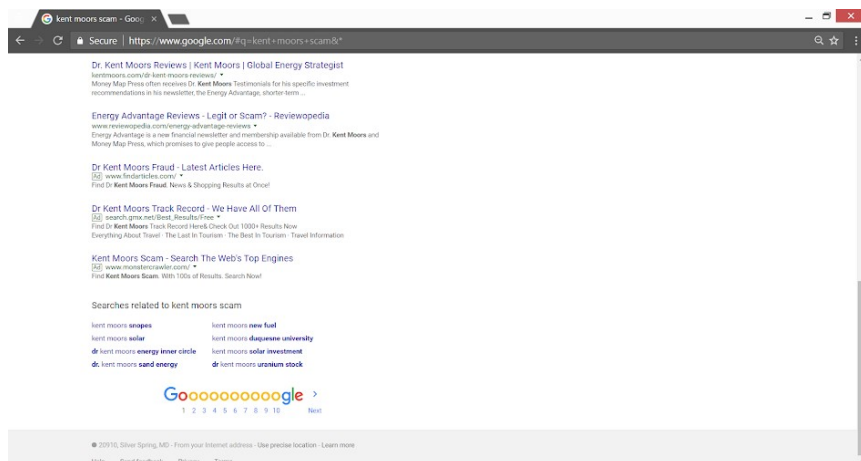
-updated in [confluence](#).

-Also got 5 new urls from Kyle and we'll be having a private meeting on 3/22/17 about re-writes and updating outdated content. I'll help him with a routine and schedule that works. He has submitted a new Spreadsheet for March and I'll update the link targets accordingly.

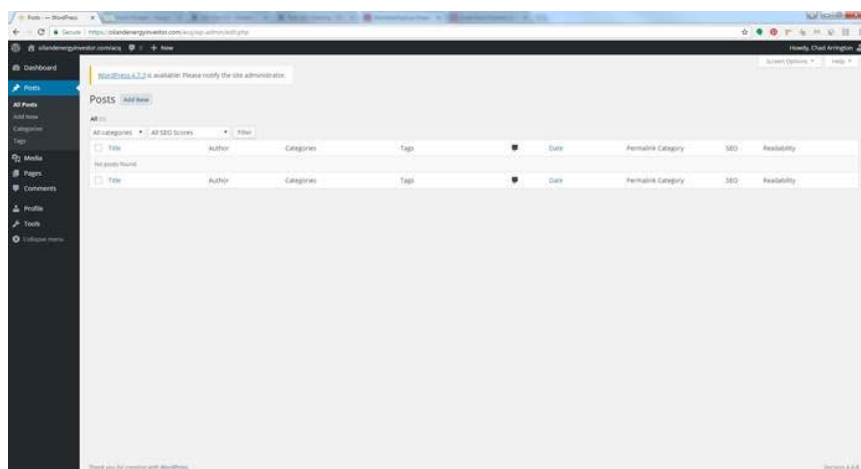
Copy of Long Tail 2017 INNOVATIVE (Final Draft) - One					
Rank	URL	Keyword	Score	Score	Score
87	http://money.morning.com/investing/what-spacer-stock-the-market-in-2017/	Longtail to stories	Spacer Stock	Good URL to use on the left	20,000
88	http://money.morning.com/energy-revolution-the-new-fuel-creating-a-48-million-dollar-are	Longtail to stories	New fuel from sand	This is the link ahead says ranks for that keyword	2,900
89	http://money.morning.com/2016/12/26/why-don-stocks-to-earn/	Longtail to stories	Oil stock price	Good URL to use on the left	3,300
90	http://money.morning.com/2016/12/26/your-snapchat-stock-guide-before-snap-goes-public	Longtail to stories	Snapchat Stock symbol	This is the link ahead says ranks for that keyword	300
91	http://money.morning.com/2016/12/26/the-top-defense-stocks-to-buy-now/	Longtail to stories	Stocks to buy now	Good URL to use on the left	13,000
92	http://money.morning.com/2016/12/19/long-term-meeting-today-what-you-need-to-know-now/	Longtail to stories	FOCM meeting	Good URL to use on the left	13,000
93	http://money.morning.com/2016/12/26/the-top-10-marijuana-penny-stocks-in-2016/	Longtail to stories	Marijuana stocks to watch	Use far now, will write new one soon	4,900
94	http://money.morning.com/2016/09/28/best-penny-stocks-to-buy-today-fool-the-myths/	Longtail to stories	Best penny stocks today	Use far now, will write new one soon	2,100
95	http://money.morning.com/2016/12/15/what-the-46-billion-uber-ipo-valuation-means-for-us/	Longtail to stories	Uber IPO	Good URL to use on the left	4,500
96	http://money.morning.com/2016/12/15/should-i-buy-snapchat-stock-when-it-debuts/	Longtail to stories	Snapchat stock	Good URL to use on the left	12,000
97	http://money.morning.com/2016/12/06/what-is-the-uber-stock-symbol/	Longtail to stories	Uber stock symbol	Good URL to use on the left	2,400
98	http://money.morning.com/2016/12/06/top-marijuana-stocks-to-watch-in-2017/	Longtail to stories	Marijuana stock	Good URL to use on the left	3,700
99	http://money.morning.com/2016/12/06/what-the-facebook-stock-split-date-means-for-investors/	Longtail to stories	Facebook stock split date	Good URL to use on the left	100
100	http://money.morning.com/2016/12/06/top-marijuana-stocks-to-watch-in-2017/	Longtail to stories	Top marijuana stocks	Good URL to use on the left	700
101	http://money.morning.com/investing/a-list-of-marijuana-stocks-to-watch-in-2017/	Longtail to stories	Marijuana stocks 2017	Good URL to use on the left	30
102	http://money.morning.com/2016/12/16/the-best-marijuana-stocks-to-watch-now/	Longtail to stories	Best marijuana stocks	Good URL to use on the left	2,800
103	http://money.morning.com/2016/12/16/what-is-the-2017-program/	Longtail to stories	What is a 2017 program	Good URL to use on the left	250
104	http://money.morning.com/2016/12/02/one-of-the-best-stocks-to-buy-now-as-defense-sp/	Longtail to stories	Best stocks to buy now	Good URL to use on the left	3,900
105	http://money.morning.com/2016/12/05/your-facebook-stock-split-date-guide/	Longtail to stories	FB stock split	Good URL to use on the left	500
106	http://money.morning.com/2016/12/05/your-snapchat-stock-guide-before-snap-goes-public/	Longtail to stories	How to invest in Snapchat	Good URL to use on the left	100
107	http://money.morning.com/2016/12/05/stock-price-predictions-and-2017-forecasts-from-1/	Longtail to stories	Snapchat ticker	We are writing this this week	400
108	http://money.morning.com/2016/12/05/stock-price-predictions-and-2017-forecasts-from-1/	Longtail to stories	Bitcoin price prediction 2017	This is an updated k/w based on a previous one with 2018 in it	7,200
109	http://money.morning.com/2016/12/05/stock-price-predictions-and-2017-forecasts-from-1/	Longtail to stories	Gold stocks	Writing an evergreen story on this now	50
110	http://money.morning.com/2016/12/05/stock-price-predictions-and-2017-forecasts-from-1/	Longtail to stories	Gold stocks to buy now	Writing an evergreen story on this now	50
111	http://money.morning.com/2016/12/05/stock-price-predictions-and-2017-forecasts-from-1/	Longtail to stories	Best oil stocks	New campaign we are trying to rank	2,400
112	http://money.morning.com/2016/12/05/stock-price-predictions-and-2017-forecasts-from-1/	Longtail to stories	Oil stocks to buy	New campaign we are trying to rank	2,500
113	http://money.morning.com/2016/12/05/stock-price-predictions-and-2017-forecasts-from-1/	Longtail to stories	Best crude oil stocks	New campaign we are trying to rank	40
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127	http://money.morning.com/2016/12/05/what-is-the-williams-bitcoin-etf/	Longtail to stories	Williams Bitcoin ETF	Good URL to use on the left	2,000
128	http://money.morning.com/2016/12/05/what-is-the-williams-bitcoin-etf/	Longtail to stories	Bitcoin IRA	Good URL to use on the left	2,000
129	http://money.morning.com/2016/12/05/what-is-the-williams-bitcoin-etf/	Longtail to stories	Bitcoin to watch	New campaign we are trying to rank	2,000
130	http://money.morning.com/2016/12/05/what-is-the-williams-bitcoin-etf/	Longtail to stories	Price of platinum	New campaign we are trying to rank	2,000
131	http://money.morning.com/2016/12/05/what-is-the-williams-bitcoin-etf/	Longtail to stories	Snapchat Stock price per share	Good URL to use on the left	2,000
132					
133					

- As for Branded terms. Majority of the negative brand terms have moved from rankings of 9 and 10 to 6 and above the fold for some of the terms. Kent Moors was at #6 on 3.16.17 . We'll have a full breakdown of the negative

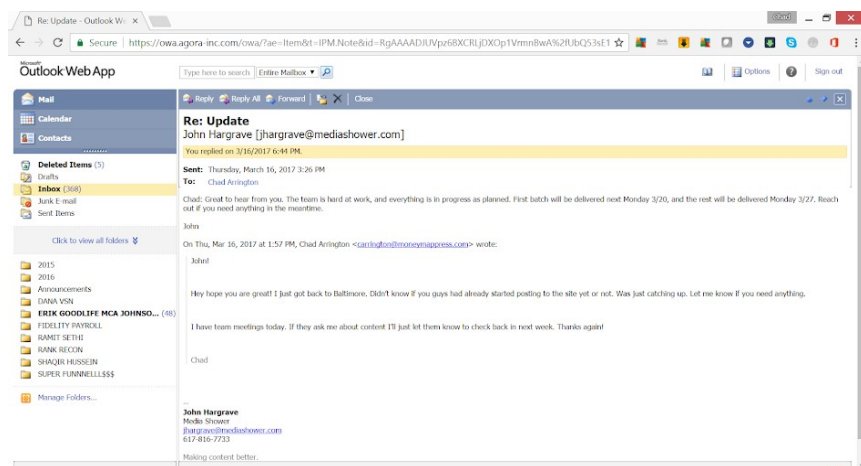
keywords next week. If we don't choose to continue to build rank for these terms. We can use additional link resources to build back up our top 10 authority page targets.



3. Media Shower



-We've hit the March quarter point. Monday 3.20.17 will be our first Media Shower posting according to John Hargrave. Our second upload of OEI content will take place 3.27.17.

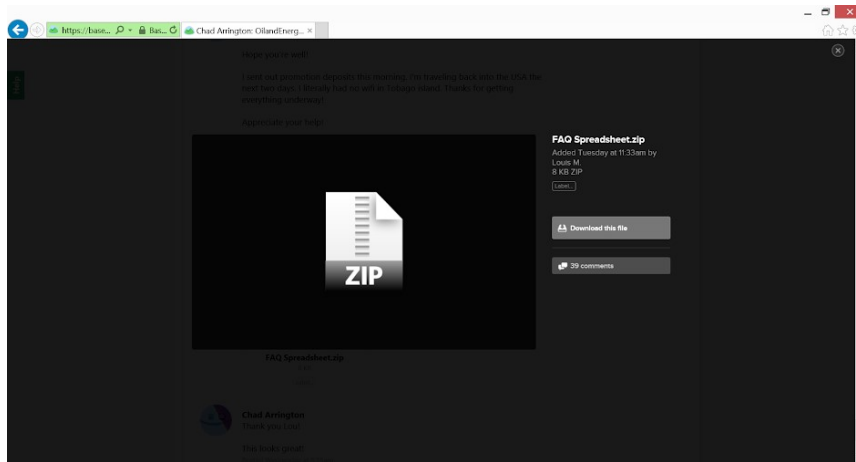


-Still finishing up their final touches to first drafts of content. When completed will review the drafts.

-Will catch up with John Hargrave, of media shower, until delivery.

-Meet with Katie for approval.

4. PosiRank FAQs Delivered



-Katie and Louis have delivered the Posirank FAQ OEI module.

-I'll work on 3.17.17 to sort through the potential internal linking opportunities for the target keywords.

-On 3.20.17 I'll start to upload first batch of Media Shower content and add the correct FAQ questions to the appropriate authority article.

-I've also attached the FAQ setup if you're interested in seeing the breakdown.

Notes:

Chad Arrington

Search Engine Optimization & Development