

From: Chad Arrington
Date: March 17, 2017 at 8:24:15 AM Eastern Daylight Time
To: Kathryn Melchor
Subject: **OEI MM TouchPoint SEO Update**

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 having memberships to 1000s of websites/link networks. We do have to execute our SEO strategies to a tee, so that they're 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 breaking 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

-in 2012 the Penguin update sounded exactly like Fred update. hmmm

#1 Ranking for Fred Update Google

-"Fred" shatters the SEO world. Sounds like Penguin. Good "search bait" for Searchengineland.

-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.

- 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



https://base...



Bas...



Chad Arrington: OilandEnerg... x

Help

Hope you're well!

I sent out promotion deposits this morning. I'll be back in the next two days. I literally had no wifi in Tobago so I had everything underway!

Appreciate your help!



FAQ Spreadsheet.zip

8 KB

Label...

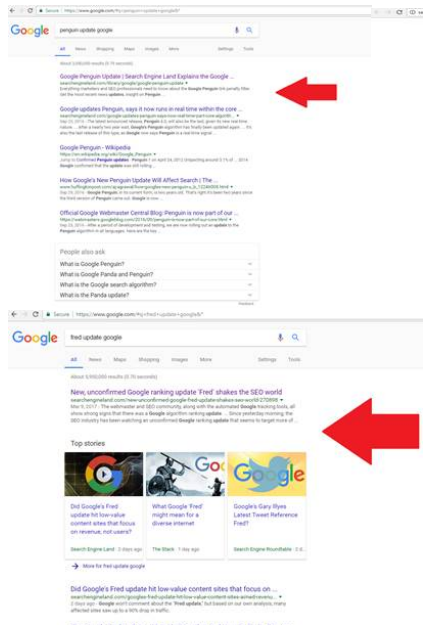


Chad Arrington

Thank you Lou!

This looks great!

Posted Wednesday at 8:35am



Re: Update - Outlook We x

Secure

https://owa.agora-inc.com/owa/?ae=Item&t=IPM.Note&id=RgAAAAI

Microsoft

Outlook Web App

Type here to search

Entire Mailbox

Mail

Calendar

Contacts

Deleted Items (5)

Drafts

Inbox (368)

Junk E-mail

Sent Items

Click to view all folders

2015

2016

Announcements

DANA VSN

ERIK GOODLIFE MCA JOHNSO... (48)

FIDELITY PAYROLL

RAMIT SETHI

RANK RECON

SHAQIR HUSSEIN

SUPER FUNNNELL\$\$\$

Manage Folders...

Reply

Reply All

Forward

Close

Re: Update

John Hargrave [jhargrave@mediashower.com]

You replied on 3/16/2017 6:44 PM.

Sent:

Thursday, March 16, 2017 3:26 PM

To:

Chad Arrington

Chad:

Great to hear from you. The team is hard at work, and everything out if you need anything in the meantime.

John

On Thu, Mar 16, 2017 at 1:57 PM, Chad Arrington <carrington@mone>

John!

Hey hope you are great! I just got back to Baltimore. Didn't know if

I have team meetings today. If they ask me about content I'll just le

Chad

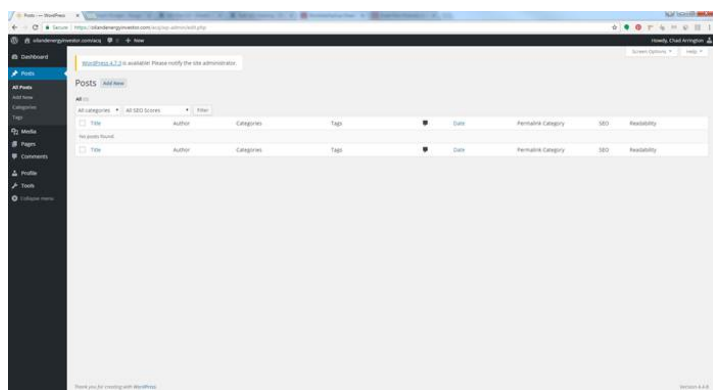
--

John Hargrave

Media Shower

jhargrave@mediashower.com

Making content better.



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