



Chad Arrington <chadmmp@gmail.com>

MM.Com Update (Your Eye's Only) Important Please READ

3 messages

Chad Arrington <chadmmp@gmail.com>

Tue, Mar 21, 2017 at 6:46 AM

To: Kathryn Melchor <kmelchor@moneymappress.com>, KathrynKMelchor@gmail.com

KO!

Good Morning!

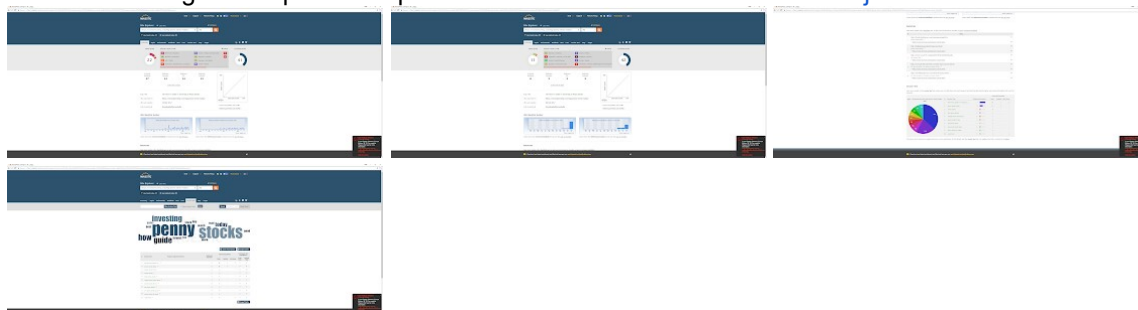
** - I know Exactly what happened to our site. Been working non-stop the last week with the best link builders and SEO's I could. I had a very good mastermind this past weekend with Amir Sultan and Alex Becker who are some of the best SEO's I know online period. They have not experienced any of the traffic or ranking losses we have. The most recent Google update also had zero impact on their traffic or rankings. So it comes down to one thing... our site-wide switches to HTTPs have triggered the massive movement we see around our site. The traffic, the rankings and the indexing of pages are all affected from this change. I know Exactly what we have to do, where we went wrong, and how to get things back on track. The HTTPs switch impacted everything we've been doing SEO wise for the last 7 years and ultimately proved the one point we've been making from the beginning... Back-links control Rank... always have and always will be the #1 most important ranking factor in SEO. Period. We were not prepared for the HTTPs fallout or had a full understanding of what would actually happen when done site-wide. Now after a few months, we know exactly what we're dealing with. Our next touch-point has to be an out-of-office lunch so I can show you the next move.

I've listed out the top talking points for me and you when we can have an out-of-the-office meeting. (This meeting is for your ears and eyes only.) Below I've listed out some key talking points/ideas for how we proceed going forward. Please print this out along with the previous touch-point, so we can have a great productive sit-down when I see you this week.

Don't forget the 3rd week of each month I go do a small rehab follow up my left foot. It's literally Monday, Tuesday soft tissue rehab so I can strengthen back up my foot. I'm fine! Improving every month. Just want you to know when you don't see me in the office 3.20 and 3.21 just doing my followup rehab. June will be my last follow up rehab appointment! I know you run everything and have so much going on. You get a chance read through what I've wrote. Can't wait to sit and share with you what I found.

MM.com The Switch.The Fallout. The Resurgence.

1. We have to have. 90 min sit down no interruptions outside the office. Lunch. With wifi. (I suggest DOOBYS, we have to have internet and an private conference for just us. Please. Let me know when works best for you. I'm there!) _____
2. HTTPS switch caused all this movement we've recently seen with mm.com
 - redirects of links will take 90days to full year -all linking will be only 90days
 - historical linking will drop off from public seo directories ahrefs.com and majestic.com



- Screenshots of the same Penny Stock Link Profile (3.20.17) . **No top off-page SEO score, anchor text links all gone, 90 day link profile is weak, Page 3 ranking**
- Just in January, MM.Com had the #1 off-page SEO score for Penny Stocks and #9 ranking for keyword 3. Penny Stocks Example applies to all large targets. (Gold, Alibaba, etc.)
- Ill explain exactly how the update and the http switch effected our website and what we're going to do going forward
- (Visual explanation for Katie)
- Breakdown of what just happened over the last 90 days.
- Committing to the Plan.
- 4. Top 10 pages (Anchor rankings) will receive 80-90% link budget.
- 5. Only top authority pages (link campaigns) top Tier 1 campaigns to be arranged.
- 6. Seo/Ppc promo content only for top 100 budget (marijuana, 26f) **ONLY new niche content that's generating revenue will have link campaigns**.
- We must collaborate monthly on what targets are most prominent!
- 7. Negative SEO campaigns worked great but https interrupted the momentum.
- DO WE CONTINUE campaigns?
- 8. Roll back [MM.COM](#)?
- Is this possible?
- Effects
- This is the Facts:
- We lose 2011 to 2016 link authority that controlled most our site ranking.
- We have to wait 90 days to 1 year for full link juice transfer
- May lose a lot of links
- Best to build links directly to URL. Fresh authoritative campaign Mandatory. Not optional
- Must build from the Top Down. If we build authority for top pages again we will be 2X stronger when all link juice re-directions are completed over the course of the year.
- (Show KO visually, how we rebuild these campaigns and what do we do now that switch to https has been made)
- Use OEI content strategy for [mm.com](#) dated content (or in-house)
- Build gorilla campaigns until all redirects take place! One year from date HTTPS implemented we will have survived the transition with this strategy.
- 9. Mimic OEI reconstruction for [mm.com](#) top 10
- 10. Rewrite MANDATORY for Editorial (top 100 targets) for [mm.com](#)
- 11. Tier 1 posirank campaigns being developed for Top 6-10 [mm.com](#) Tipping point niche targets. (Penny, Oil, Gold)
- Tier 2, Tier 3 will be re-adjusted.
- Resetting PBNs to point to https urls.
- 12. OEI updates, link campaigns. Perfect since https updates. Only 60 days of http building. FAQ delivered
- 13. I know WHY rankings lost -PROVES 7 YEARS OF SEO -Links control the RANKINGS -DUPLICATE FACEbook, Alibaba, Penny Stocks gorilla campaign. (Oil, Gold, Silver)
- 14. ONLY CONTENT related seo/editorial meetings.
- what we NEED from them.
- Nomore technical convo
- 15. NO MASSIVE CHANGES TO [MM.COM](#) ever unless Chad there or completely in know for SEO fallout/breakout
- 16. Updates on all link campaigns based on FRED, Panda, Penguin and other updates. Essentially we have NO LINKS for some of biggest/mostcompetitivetargets and this has to do with our HTTPs switch. (fixable)
- 17. Easy fix. Links management we ger permanent high PR links and dont rent just to maintain rank.
- 18. All top Anchor/URL [mm.com](#) targets need to go into Gorilla BUILD mode. Nothing is in MAINTENANCE mode for APRIL budget.
- 19. Can we focus on having monetization for all top URL keyword targets? Ie: marijuana, 26f
- 20. Make a plan till 1 year from universal HTTPS switch.
- Stick to it
- 21. 7 years in making
- What have we learned?
- We know exactly what to do now!
- 22. Crowdsourcing/blog commenting (Chad, Automated, Outsourced, Megan/Production) '
- Mandatory for important pages on our website!
- 23. Indexing based on LinkBuildingAuthority.

-If the site has strong link profile the sitemap will show more urls and pages.
-We have to make Google notice our site against with consistent quality link building.
24. Questions, Concerns, Ideas?

KO we are like LeBron James and the Cleveland Cavaliers in 2015 when they thought they had it, and lost in the championship...



Then the following year they came from behind (the underdog), made history with their back against the wall, and beat the same exact team that had conquered them the year before so that LeBron and the Cavs could finally bring Glory back to Cleveland.

"We will do the Same!"

See you soon!

Chad Arrington
Search Engine Optimization "is Life"

Kathryn Melchor <KMelchor@moneymapress.com> Tue, Mar 21, 2017 at 7:15 AM
To: Chad Arrington <chadmmp@gmail.com>, "KathrynKMelchor@gmail.com" <KathrynKMelchor@gmail.com>

Chad - you had me from hello with this email. I'll make sure we've got 90 minutes out of office for tomorrow. Sound good?

From: Chad Arrington <chadmmp@gmail.com>
Sent: Tuesday, March 21, 2017 6:46 AM
To: Kathryn Melchor; KathrynKMelchor@gmail.com
Subject: MM.Com Update (Your Eye's Only) Important Please READ

[Quoted text hidden]

Kathryn Melchor <KMelchor@moneymapress.com> Tue, Mar 21, 2017 at 10:57 AM
To: Chad Arrington <chadmmp@gmail.com>, "KathrynKMelchor@gmail.com" <KathrynKMelchor@gmail.com>

Before we meet though you need to hit your guys hard... I completed as much proactive outreach regarding seo and https. If we're dealing with things that could have been

prevented than I need to know that and where the breakdown happened. Pls don't email me this reason, let's just talk about it tmw.

From: Chad Arrington <chadmmp@gmail.com>

Sent: Tuesday, March 21, 2017 6:46 AM

To: Kathryn Melchor; KathrynKMelchor@gmail.com

Subject: MM.Com Update (Your Eye's Only) Important Please READ

[Quoted text hidden]