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 havent 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

-in2012 the Penguin update sounded exactly like Fred update. hmm

#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.

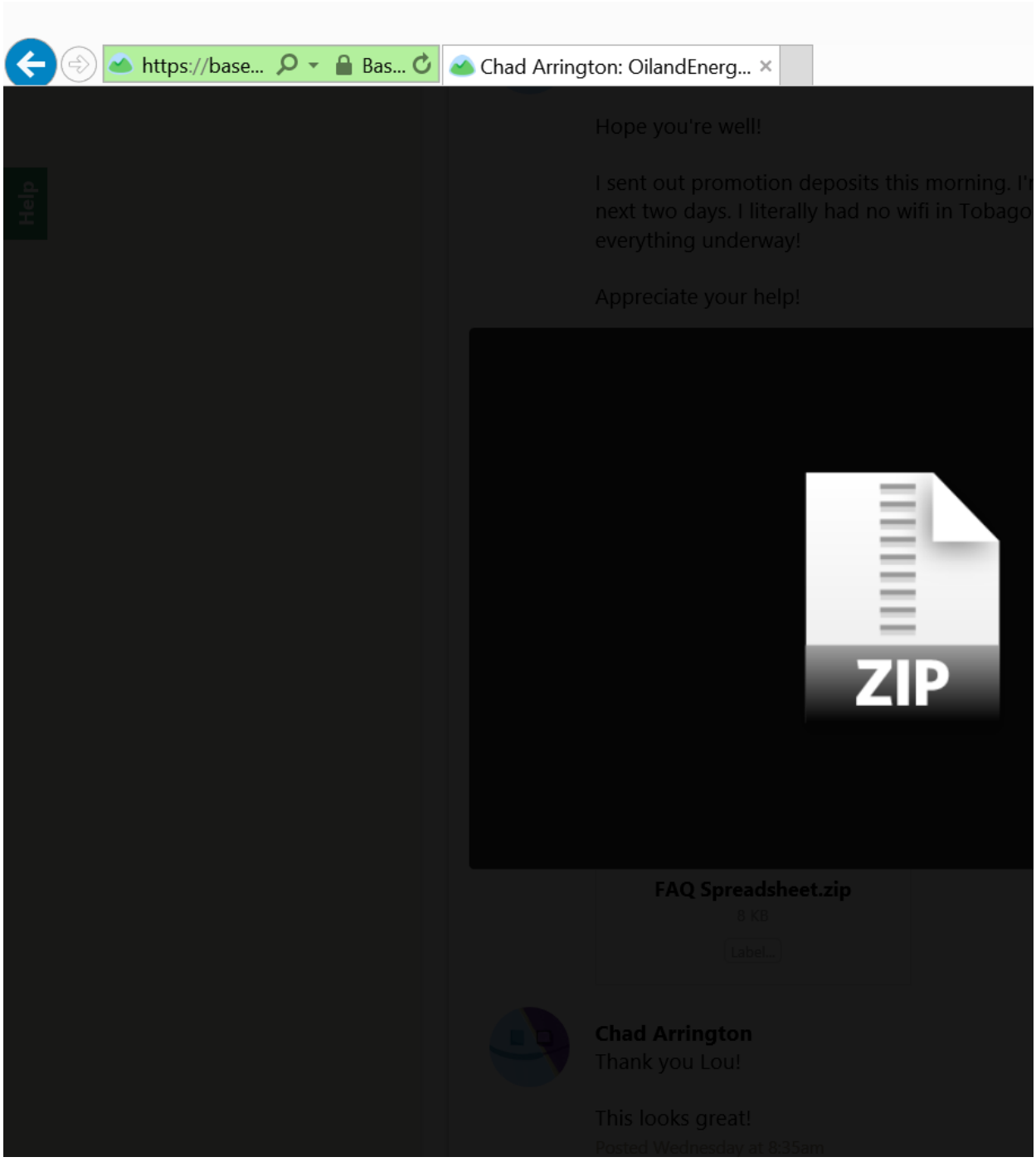
-Meet with Katie for approval.

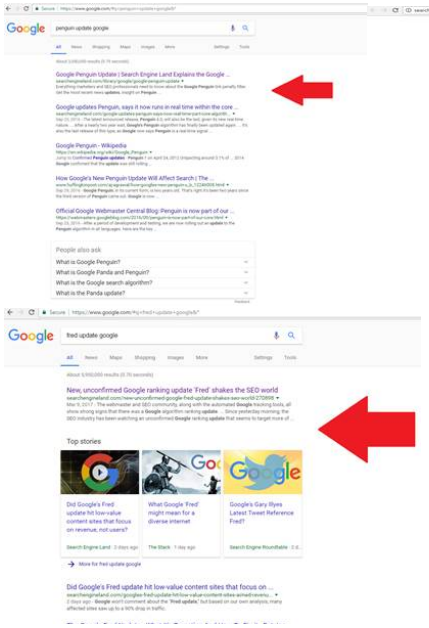
4. PosiRank FAQs Delivered

-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.

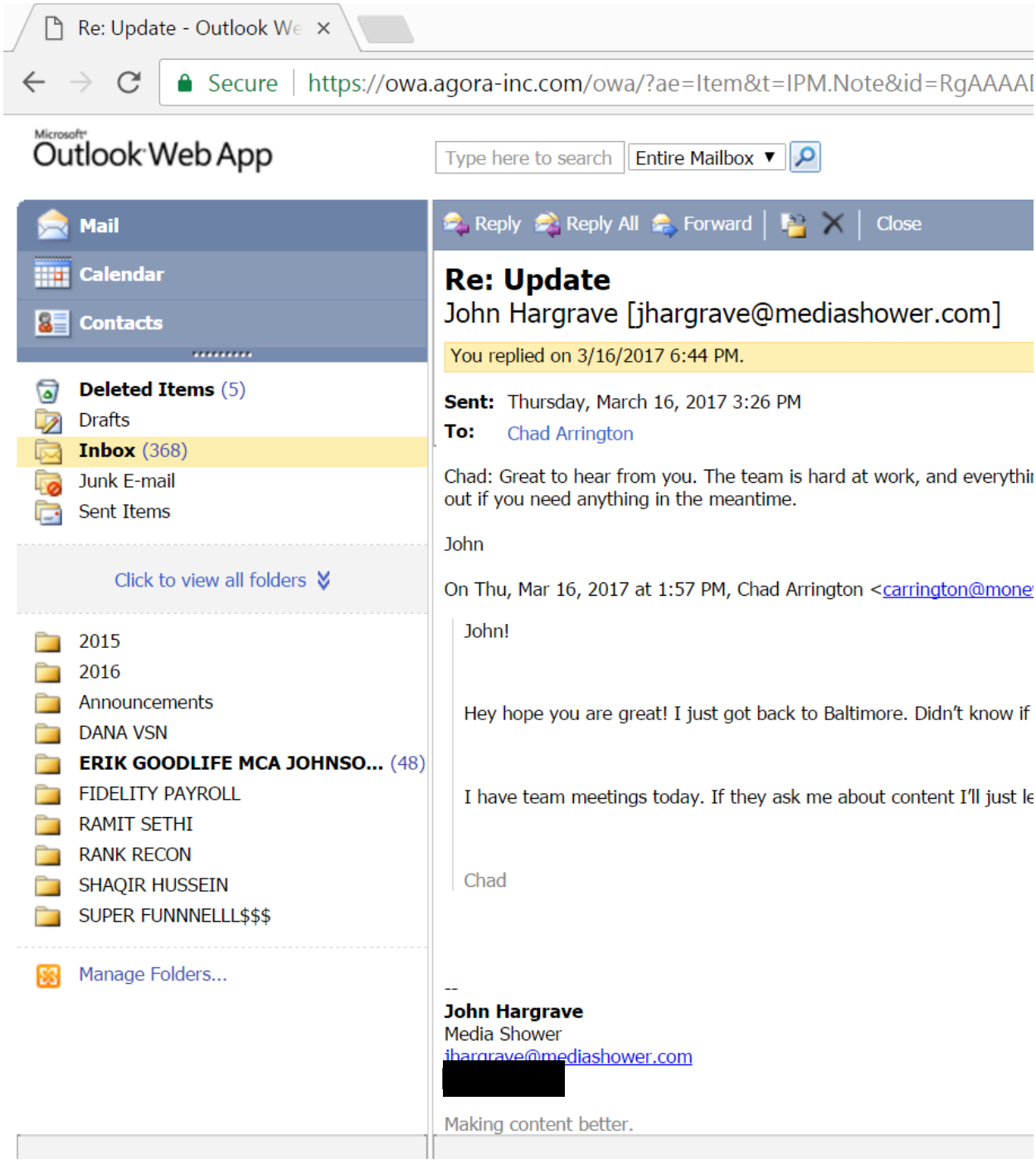
***
Notes:

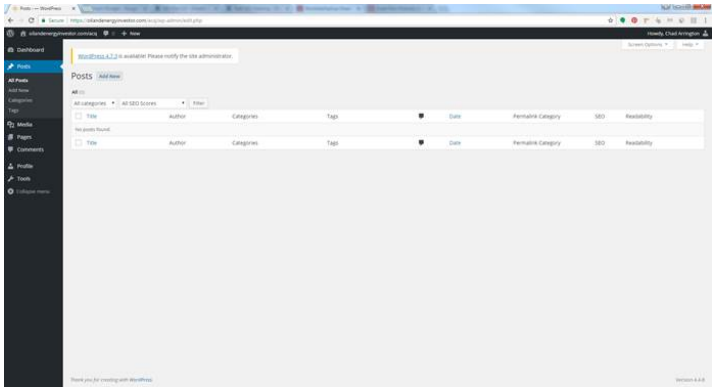
***
Chad Arrington
[redacted]
Search Engine Optimization & Development

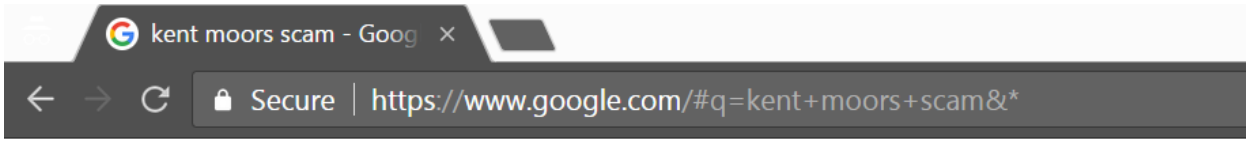

https://base...
Bas...
Chad Arrington: OilandEnerg...
Help
Hope you're well!
I sent out promotion deposits this morning. I'
next two days. I literally had no wifi in Tobago
everything underway!
Appreciate your help!
ZIP
FAQ Spreadsheet.zip
8 KB
Label...
Chad Arrington
Thank you Lou!
This looks great!
Posted Wednesday at 8:35am


Google
penguin update google
Google Penguin Update | Search Engine Land Explains the Google ...
Google updates Penguin, says it now runs in real time within the core ...
Google Penguin - Wikipedia
How Google's New Penguin Update Will Affect Search | The ...
Official Google Webmaster Central Blog: Penguin is now part of our ...
People also ask
What is Google Penguin?
What is Google Panda and Penguin?
What is the Google search algorithm?
What is the Panda update?
Google
fred update google
New, unconfirmed Google ranking update 'Fred' shakes the SEO world
Top stories
Did Google's Fred update hit low-value content sites that focus on revenue, not users?
What Google 'Fred' might mean for a diverse internet
Google's Gary Illyes Latest Tweet Reference Fred?
More for fred update google
Did Google's Fred update hit low-value content sites that focus on ...

Search Engine Land
Google: Penguin Update
What Is The Google Penguin Update?
MARTECH
SMX


Re: Update - Outlook We
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 FUNNNELLL$$$
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 everythi
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
[redacted]
Making content better.


Posts — WordPress
Secure
https://orlandenergymentor.com/wp-admin/edit.php
orlandenergymentor.com/acq
New
Howdy, Chad Arrington
Screen Options
Help
Dashboard
Posts
All Posts
Add New
Categories
Tags
Media
Pages
Comments
Profile
Tools
Collapse menu
WordPress 4.7.2 is available! Please notify the site administrator.
Posts
Add New
All (0)
All categories
All SEO Scores
Filter
Title
Author
Categories
Tags
Date
Permalink Category
SEO
Readability
No posts found.
Thank you for creating with WordPress.
Version 4.4.8



Dr. Kent Moors Reviews | Kent Moors | Global Energy Strategist

kentmoors.com/dr-kent-moors-reviews/

Money Map Press often receives Dr. **Kent Moors** Testimonials for his specific investment recommendations in his newsletter, the Energy Advantage, shorter-term ...

Energy Advantage Reviews - Legit or Scam? - Reviewopedia

www.reviewopedia.com/energy-advantage-reviews

Energy Advantage is a new financial newsletter and membership available from Dr. **Kent Moors** and Money Map Press, which promises to give people access to ...

Dr Kent Moors Fraud - Latest Articles Here.

Ad www.findarticles.com/

Find Dr **Kent Moors Fraud**. News & Shopping Results at Once!

Dr Kent Moors Track Record - We Have All Of Them

Ad search.gmx.net/Best_Results/Free

Find Dr **Kent Moors** Track Record Here& Check Out 1000+ Results Now
Everything About Travel · The Last In Tourism · The Best In Tourism · Travel Information

Kent Moors Scam - Search The Web's Top Engines

Ad www.monstercrawler.com/

Find **Kent Moors Scam**. With 100s of Results. Search Now!

Searches related to kent moors scam

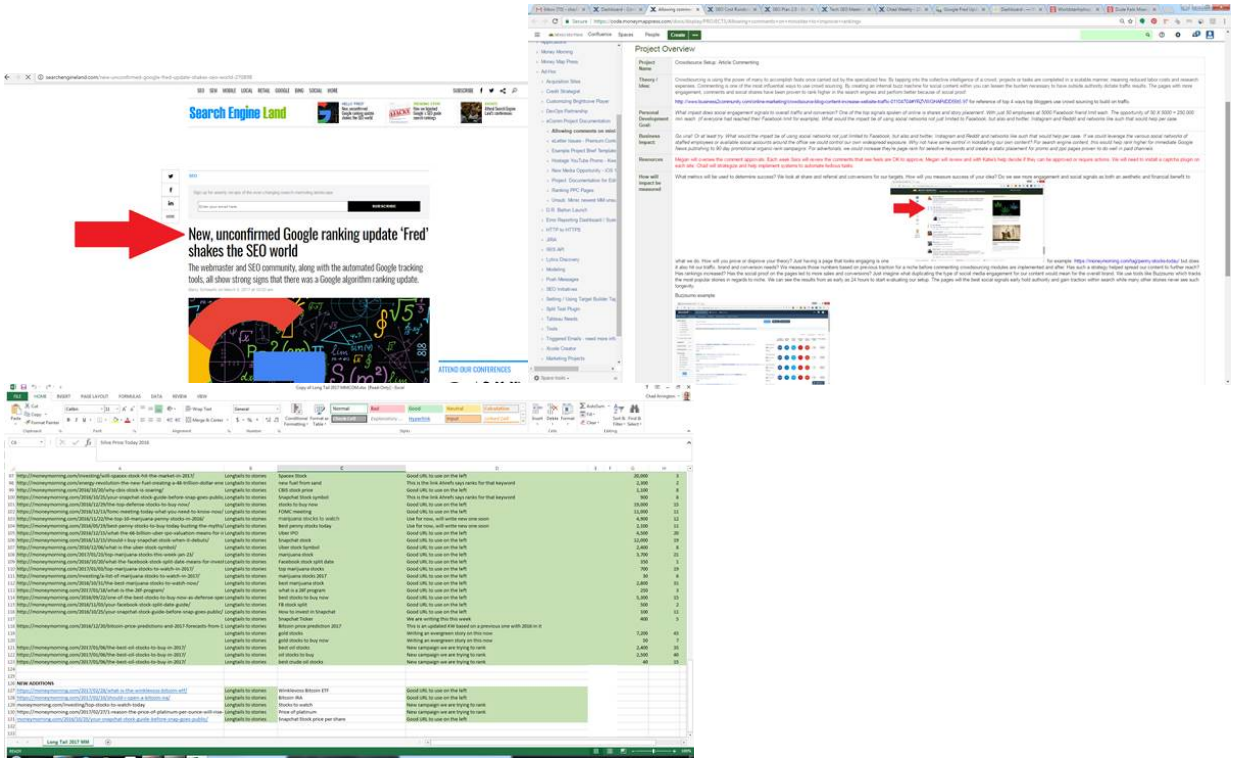
kent moors **snopes**	kent moors **new fuel**
kent moors **solar**	kent moors **duquesne university**
dr kent moors **energy inner circle**	kent moors **solar investment**
dr. kent moors **sand energy**	**dr** kent moors **uranium stock**

Goooooooooogle ›

1 2 3 4 5 6 7 8 9 10 Next

20910, Silver Spring, MD - From your Internet address - Use precise location - Learn more

Help Send feedback Privacy Terms


Search Engine Land
New, unconfirmed Google ranking update 'Fred' shakes the SEO world
The webmaster and SEO community, along with the automated Google tracking tools, all show strong signs that there was a Google algorithm ranking update.
Project Overview