



Chad Arrington <chadmmp@gmail.com>

Title Tags & 301 Redirects

5 messages

Alex Miller <mail@alexmillier.com>

Tue, Sep 20, 2016 at 6:46 PM

To: Kathryn Melchor <kmelchor@moneymappress.com>

Cc: Chad Arrington <chadmmp@gmail.com>, Megan Hughes <mhughes@moneymappress.com>

Hi Katie,

Thank you for our call today.

As promised, I'm sending you the spreadsheet that contains a list of new title tags (and their associated pages of course) as well as the 301 redirects that need to be implemented.

Any questions - please let me know!

Thanks a lot,

Alex Miller

Co-Founder, SEO Operations Director

PosiRank.com



MoneyMorning Titles and Redirects.xlsx

23K

Kathryn Melchor <KMelchor@moneymappress.com>

Wed, Sep 21, 2016 at 8:34 AM

To: Alex Miller <mail@alexmillier.com>

Cc: Chad Arrington <chadmmp@gmail.com>, Megan Hughes <mhughes@moneymappress.com>

Alex,

On the phone we agreed you would outline the next best targets for us to go after. Since editorial has to keep pumping out content we outlined some keywords they could work on while we identify new targets. What do you think of these?

I'd like to try diverting from our post permalink structure of moneymorning.com/date/story-title/ and use categories for the below targets because most of them are evergreen and by removing the date we could keep them updated and relevant over a long period of time. Of course we can do that now even though the date is in the url but it just becomes confusing for users... can't prove it, just a theory.

To show you what I was thinking I've marked in red how I was thinking of structuring these posts. What do you think?

Niche Target (ORGANIZATIONAL ONLY)	Primary Keyword for Article	URL	Needs Link Building?	Cost	Current Rank	Goal Rank	Current Majestic Off Page Score	Majestic Off Page Score
Long Term Investments	long term investments	TBD	Yes	\$1068-\$2500	N/A	3	N/A	722
	/long-term-investments/							
		TBD	Yes	\$470-\$1068	N/A	2	N/A	N/A

	types of long term investments							
	/long-term-investments/types-of-long-term-investments/							
	long term stocks	http://moneymorning.com/2015/08/14/the-3-best-long-term-stocks-to-buy-now-in-the-biotech-sector	Yes	\$470-\$1068	171	2	N/A	642
	/long-term-investments/types-of-long-term-stocks/							
	long term stocks to buy and hold	Tag unless other story holds higher ranking, then redirect tag page	No	N/A	N/A	1	N/A	N/A
	long term stocks for retirement	http://moneymorning.com/2016/04/12/the-3-best-penny-stocks-to-buy-and-hold-in-2016/	No	N/A	51	1	N/A	N/A
	long term capital gains	http://moneymorning.com/2016/04/26/the-best-stocks-to-buy-now-for-long-term-gains/	Yes	\$470-\$1068	N/A	3	N/A	750
Tech Stocks	tech stocks	http://moneymorning.com/tag/tech-stocks/	Yes	\$1068-\$2500	23	2	6 (729)	800
	tech penny stocks in 2016	http://moneymorning.com/tag/penny-stocks-today/	Yes	\$470-\$1068	14	1	N/A	N/A
	tech stocks to watch	http://moneymorning.com/tag/tech-stocks/	No	N/A	18	2	N/A	608
	tech stocks to buy now	http://moneymorning.com/2016/08/05/the-4-top-tech-stocks-to-buy-after-q2-earnings-season/	No	N/A	17	2	19 (339)	633
	dividend tech stocks	http://moneymorning.com/2016/08/19/buy-the-best-dividend-stocks-in-the-tech-industry-all-in-one-place/	Yes	\$470-\$1068	50	2	N/A	N/A
Tech investing	tech investing	http://moneymorning.com/tag/tech-investing/	Yes	\$1068-\$2500	8	2	N/A	750
	how to invest in tech or something related	http://moneymorning.com/tag/tech-investing/	No	N/A	151	1	N/A	N/A
	tech ipos	http://moneymorning.com/tag/high-tech-ipos/	Yes	\$1068-\$2500	138	2	N/A	N/A
	tech investing forecast	http://moneymorning.com/2016/01/20/semiconductor-stocks-	Yes	\$470-\$1068	59	2	N/A	N/A

		forecast-2016-more-mergers-slower-growth/							
Fed Meeting	what happened at the fed meeting	http://moneymorning.com/tag/fomc-meeting/	Yes	\$470-\$1068	8	1	N/A	N/A	
	what to expect from fed meeting	http://moneymorning.com/tag/fomc-meeting/	No	N/A	16	1	N/A	N/A	
	what happened at fed meeting today	http://moneymorning.com/tag/fomc-meeting/	Yes	\$470-\$1068	5	1	N/A	N/A	
	next fed meeting on interest rates	http://moneymorning.com/tag/fomc-meeting/	Yes	\$470-\$1068	33	3	N/A	N/A	
Types of retirement income	retirement income strategies	TBD	Yes	\$1068-\$2500	N/A	3	N/A	743	
	best retirement income funds	TBD	Yes	\$1068-\$2500	N/A	4	N/A	525	
	retirement income mutual funds	TBD	Yes	\$470-\$1068	N/A	3	N/A	N/A	
	bonds for retirement income	TBD	Yes	\$470-\$1068	N/A	4	N/A	576	
Stock Market Crash	stock market crash history	http://moneymorning.com/2014/02/13/stock-market-crash-history-dows-10-biggest-one-day-plunges/	TBD	Yes	\$1068-\$2500	8	14 (359)	588	
	stock market crash investment plan	http://moneymorning.com/tag/stock-market-crash/		Yes	\$470-\$1068	11	2	N/A	N/A
	stock market crash indicators	http://moneymorning.com/2016/06/13/warning-new-stock-market-crash-indicators-flashing-in-china/		Yes	\$470-\$1068	9	2	N/A	N/A
	next stock market crash	http://moneymorning.com/2016/06/29/3-reasons-a-july-2016-stock-market-crash-could-be-headed-straight-for-us/	No	N/A	15	3	N/A	655	
High Yield Stocks	high yield stocks to buy	http://moneymorning.com/2016/09/08/one-of-the-best-stocks-to-buy-now-for-superior-dividend-growth/	Yes	N/A	95	2	N/A	N/A	
	high yield penny stocks	http://moneymorning.com/2016/05/27/do-any-penny-stocks-to-buy-pay-dividends/	Yes	\$470-\$1068	10	3	N/A	N/A	
	high yield mutual funds	http://moneymorning.com/2013/05/25/top-5-zacks-1-ranked-high-yield-mutual-funds-best-of-funds/	Yes	\$470-\$1068	170	4	N/A	646	
		http://moneymorning.com/2014/	Yes		36	2	N/A	618	

	high return investments	12/31/three-of-the-best-high-yield-investments-for-2015/		\$470-\$1068				
	high yield bonds	Tag unless other story holds higher ranking, then redirect tag page	Yes	\$1068-\$2500	N/A	5	N/A	715
Forever Stocks	buy and hold forever stocks	http://moneymorning.com/2016/08/30/the-3-best-dividend-stocks-to-buy-and-hold-forever/	Yes	\$470-\$1068	20	3	N/A	N/A
	dividend stocks to hold forever	http://moneymorning.com/2016/08/30/the-3-best-dividend-stocks-to-buy-and-hold-forever/	Yes	\$470-\$1068	19	2	N/A	N/A
	companies to buy and hold forever	http://moneymorning.com/2016/08/30/the-3-best-dividend-stocks-to-buy-and-hold-forever/	No	\$470-\$1068	33	1	N/A	N/A
	forever stocks list	http://moneymorning.com/tag/dividend-stocks/	No	\$470-\$1068	55	2	N/A	N/A
Oil Stocks	(top/best 10/5/) oil stocks							
	oil stocks to buy now							
Investing In Oil	investing in oil							
	oil investing forecast							
Bitcoin ETF	bitcoin etfs							
Investing in Bitcoin	investing in bitcoin							

They are will We had already started down this road and built recommendations based on topics that editorial fed us. I realize these are the highest volume keywords but we're looking for some quick wins - long tails that we can rank quickly and get quality traffic. What do you think about these recommendations?

From: Alex Miller <mail@alexmillier.com>
Sent: Tuesday, September 20, 2016 6:46 PM
To: Kathryn Melchor
Cc: Chad Arrington; Megan Hughes
Subject: Title Tags & 301 Redirects

[Quoted text hidden]

Alex Miller <mail@alexmillier.com>
 To: Kathryn Melchor <KMelchor@moneymapress.com>
 Cc: Chad Arrington <chadmp@gmail.com>, Megan Hughes <mhughes@moneymapress.com>

Wed, Sep 21, 2016 at 1:59 PM

Hi Katie,

I think those topics are fine. If you need TONS more ideas, I would **highly recommend** using the new "Content Gap" feature inside Ahrefs.com - it's unbelievably awesome. Forgive me if I've written about this already to you, but here's what it does.

* When you use "Content Gap", you simply put in your own domain (MM) and then 3 of your top competitors.

It then finds ALL keywords that MM isn't ranking but at least one (or more) of your competitors are.

In other words, if one of your competitors are ranking for 1k keyphrases that MM isn't, it'll display those...and ranking data on that.

It probably saves hundreds of hours of research and is instantaneous. My recommendation is to get stuck into those as soon as you've exhausted your other lists.

URL's - if you're going to change from "date" > "no date" - which I highly recommend - just make sure that it IF it does change all of your previous posts that 301 redirects are in place. Personally, I think it would be better to leave those URL's with dates in them "as-is" to avoid thousands of 301 redirects...and then going fwd just remove the date from the URL.

Finally, regarding your proposal for URL structures...in general I like the idea. I think if you're consistently blogging about a certain topic (e.g. Long Term Investments) then they should go into their own directory. **But** - please avoid the double inclusion of the same keyphrase.

E.g. this is **not** a good one:

</long-term-investments/types-of-long-term-investments/>

You want to avoid having "long-term-investments" in there twice as it won't be well received by Google.

Hope that helps!
-Alex

Alex Miller
Co-Founder, SEO Operations Director

PosiRank.com

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Kathryn Melchor <KMelchor@moneymappress.com>
To: Alex Miller <mail@alexmillier.com>
Cc: Chad Arrington <chadmp@gmail.com>, Megan Hughes <mhughes@moneymappress.com>

Wed, Sep 21, 2016 at 2:07 PM

Alex,

This is such helpful information! A few notes back at ya:

Ahrefs = I have played with the content gap in ahrefs as you suggested. I looked at what sites MM was not ranking for but thetstreet.com was. I've got to play with it a bit more to understand impactful takeaways.

URLs = Absolutely understand how carefully permalink changes need to be completed - honestly it's one reason I could never think about removing the date. However WP has come out with more ways to customize tehse permalinks so right now our devs are looking at how to write something into our theme that allows the user to publish a story using the date OR category.

Structure = EXCELLENT info to know about the repeat phrase. This does make it a bit tricky to think through. Even if I do /retirement/types-of-xxxx, at some point I'll have a retirement story and and that would again be repeating the name. I'll need to think on these directory options a bit more but pls pass on any recommendations you have.

Again, cannot thank you enough for all your help and feedback. This is invaluable!

Katie

From: Alex Miller <mail@alexmillier.com>
Sent: Wednesday, September 21, 2016 1:59 PM
To: Kathryn Melchor

Cc: Chad Arrington; Megan Hughes
Subject: Re: Title Tags & 301 Redirects

[Quoted text hidden]

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To: Kathryn Melchor <KMelchor@moneymappress.com>
Cc: Chad Arrington <chadmmp@gmail.com>, Megan Hughes <mhughes@moneymappress.com>

Wed, Sep 21, 2016 at 5:51 PM

No problem at all Katie! Glad it was helpful :)

-Alex

Alex Miller
Co-Founder, SEO Operations Director

PosiRank.com

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