

VOLUME 4
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2021



CLEAN
PROVEN
SEO

PAGES

A ~~N~~ SEO MAGAZINE

DIGITAL

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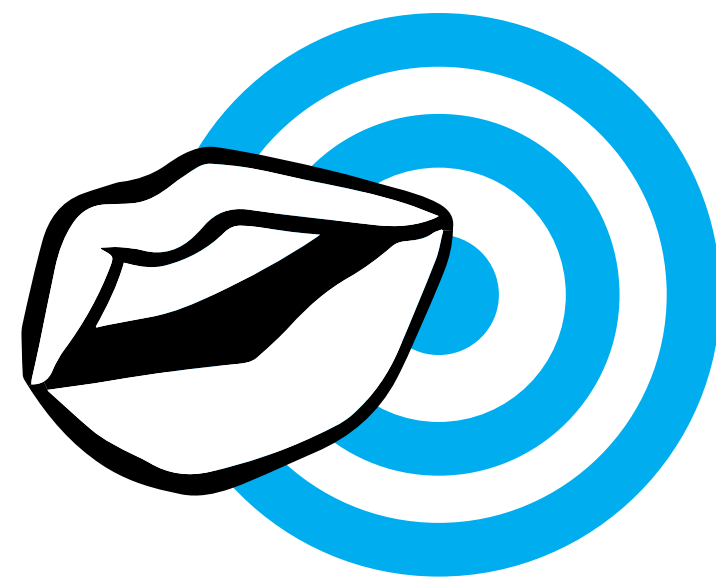
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Thanks

TWEETS A MILLION!

CORRECTION CORNER

Thanks for the catch Nikki!
Just to be clear, she's LOVING PAGES. Our bad, enjoy!

Francine
@francine18pr

Excited for my election day 2 chill read. Thanks
[@pagesSEOMag](https://twitter.com/pagesSEOMag)



7:30 AM · Nov 4, 2020 · Twitter for iPhone



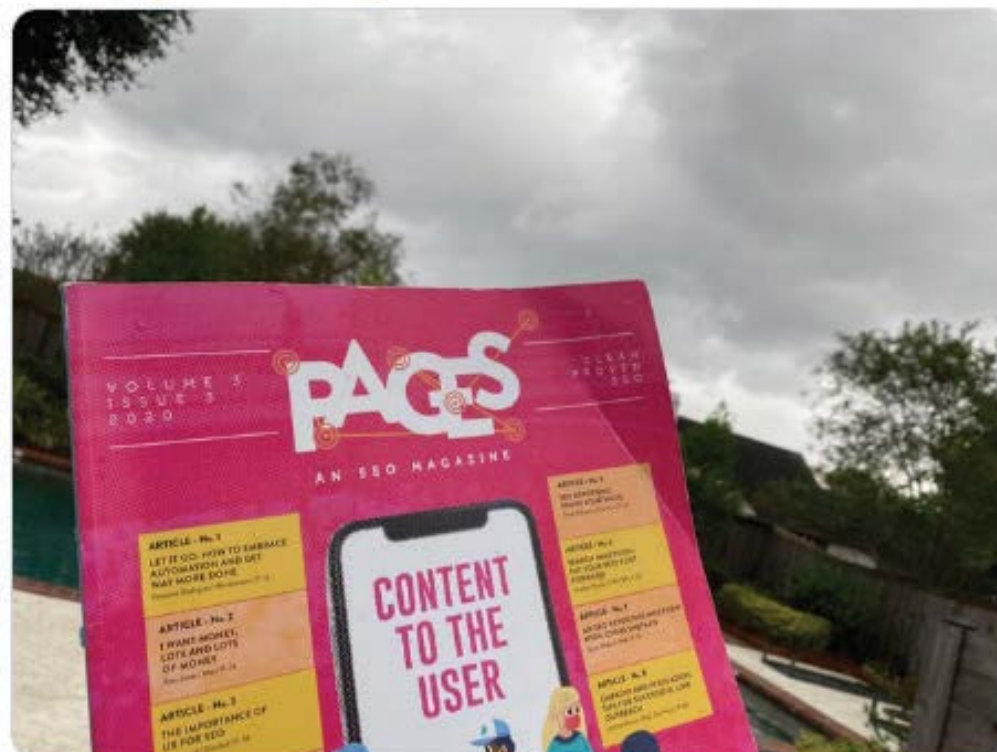
Nikki Stine @onpointresults · Nov 13

Whoa!! Reading my second issue of [@pagesSEOMag](https://twitter.com/pagesSEOMag) and see my tweet about my first issue! Sweet! Thanks Pages! (Except the spelling error is theirs 🤔 I'm LOVING [#pagesseomagazine](https://twitter.com/pagesseomagazine) !)



Jared Broussard
@jaredbroussard

Not even [#HurricaneDelta](https://twitter.com/HurricaneDelta) can displace my addiction for [@pagesSEOMag](https://twitter.com/pagesSEOMag) [#SEO](https://twitter.com/SEO)



1:30 PM · Oct 9, 2020 · Twitter for iPhone

Thank you all for reading!



WELCOME

AS WE MOVE INTO THE NEW YEAR, WE ARE EXCITED TO EXPLORE NEW HORIZONS, BUILDING UPON THE MANY LESSONS LEARNED IN THE PAST. AFTER THREE GREAT YEARS OF CONNECTING THE SEO COMMUNITY THROUGH A PRINT MAGAZINE, WE HAVE DECIDED TO MOVE PAGES MAGAZINE EXCLUSIVELY INTO THE DIGITAL MAGAZINE SPACE.

HERE'S TO A NEW YEAR OF LEARNING, IMPROVING, AND ADVANCING OUR UNDERSTANDING OF SEO WITH ONGOING, FRESH INSIGHTS BROUGHT TO YOU BY SOME OF THE INDUSTRY'S LEADING VOICES.

THANKS FOR READING.



PRELUDE



New Year's resolutions have been the driving force of self reflection for the past 4,000 years or so. At no other time in the year is there such a collective repositioning as there is each January when many feel the need — and the motivation — to take a step back and acknowledge the relevance of reevaluation. The practice of taking stock in one's own position in the business world is the necessary prerequisite to reassessing where you are, where you are going, and where you want to be. It is only then that we can slough off the worn, expired tactics.

True, it's not always comfortable to push the boundaries of your current situation. And yet, isn't that what is required of us to keep moving forward? Inevitably, and sometimes with a great sigh, we must admit to ourselves that those habitual practices have become as comfortable, and as much of a hindrance, as an old shoe. If found opportunities and optimal perks are what you are after (And who isn't?) then look no further. Rich compilations sharing expert advice from some of the top leaders in the SEO community are here and ready for you to devour and implement.

Although the shifting nature of SEO might, at times, drive us bonkers, Jori Ford reminds us that it was, in the first place, this thriving environment that drew us in. The SEO landscape changes for every site and — get this — we have the power to influence it with just a few lines of code. In addition, find out what we learned from SEO wizard Jordan Yokum as he fills us in on what it took to successfully implement a website migration and build an entire SEO program from the ground up. Or if you want to think outside your customary box a bit, read up on what Francine Rodriguez says about investing in Spanish PPC and why it may be your smartest move yet. And don't be tempted to use shady tactics to keep up with less-reputable sites. Instead, withstand the test of time by keeping the user at the center of search efforts and identify the leaders (and their practices) you admire and would like to emulate. (Izabelle Hundrev) And finally, are you up to snuff with creating content that targets linking intent? Sloan Roseberry encourages the use of research as a tactic and explains how it can become a pillar of your content strategy, while Andrew Dennis guides you through smart questions and practices that will make your content link-worthy.

At *PAGES*, while we actively work to encourage evaluation and assessment within the SEO community, we know that means we also are required, as a good example, to practice it within our own framework. After careful consideration and discourse, we have made the decision to shift from a print magazine to an all-digital platform. We thank you for the enthusiasm you have fed us from the day our print magazine came into existence. Our plan moving forward is to continue to “wow” you with the same gorgeous designs, the same cutting-edge content and celebration of SEO achievements, and the same thoughtful responses to the questions you have regarding SEO best practices in the workplace.

From the entire *PAGES* crew, thank you for your continued support and inspiration. Here's to a productive and rewarding 2021!

The Pages Crew

MAD SCIENCE CORNER

THOMAS'

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S





<h1>

HERE'S THOMAS'S TAKE ON A FAVORITE SEO EXTENSION FROM HIS OWN TOOL BAR:

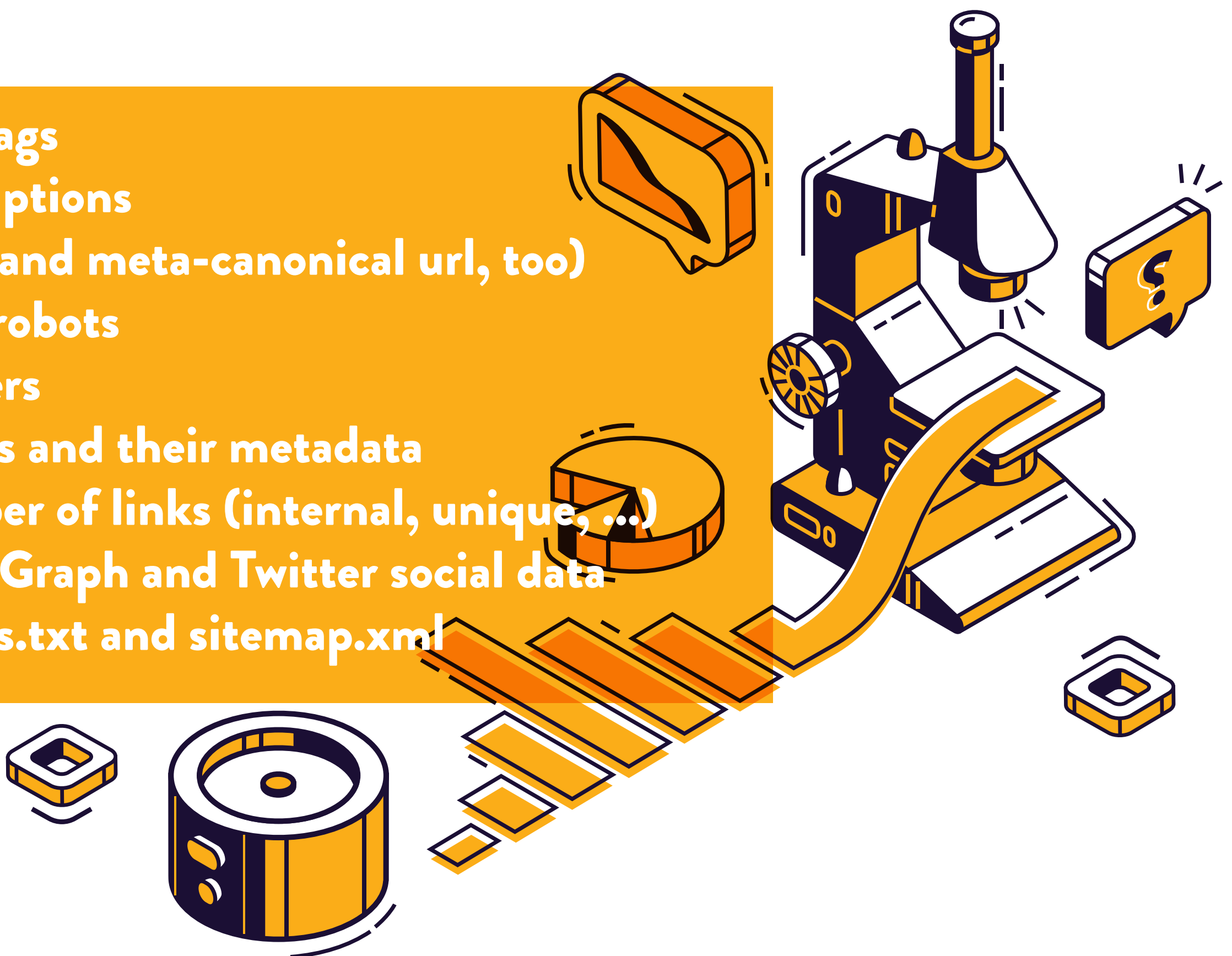
SEO META

Thomas Swisher is resident Web Analyst, SEO Strategist, and Data Scientist at Page One Power.

There are many tools that can help SEOs do their job, but some of them can cost thousands of dollars per month. Some of my favorites are browser extensions and the best part is that most of them are free. In this column, we will discuss an extension I find myself using almost everyday: **SEO Meta**.

I use SEO Meta when I'm reviewing a page's SEO. While visiting the page that I'm interested in, I just click the extension and it displays metadata such as:

- Title tags
- Descriptions
- URL (and meta-canonical url, too)
- Meta robots
- Headers
- Images and their metadata
- Number of links (internal, unique, ...)
- Open Graph and Twitter social data
- Robots.txt and sitemap.xml



If I want a general idea of what has already been completed on a website regarding onsite SEO, this is the perfect tool. I will choose several of the main pages, such as the homepage, and use SEO Meta to get an idea of what has been done or what still needs to be done. In other words, it makes it very easy to review a page's headers.

For example, if the homepage has no headers or the headers are misused, I know right away that I'll need to get to the bottom of the issue and determine whether the problem is site-wide or not. This saves me a lot of time, and is great for alerting website owners to the issues that are affecting their live webpage.

These are just a couple of ways I use this tool. If you do a lot of SEO, I'm sure you also will find this tool useful. 🎯

Here is the summary tab for the homepage of my website structuredseo.com.

SUMMARY

HeadersImagesLinksSocialTools

Title ?
34 characters

Boise SEO Company | Structured SEO

Description ?
141 characters

Increase your rankings and get more qualified leads through advanced SEO techniques. Discover how StructuredSEO can help grow your business.

Keywords ?
Keywords are missing!

URL ?
https://structuredseo.com/

Canonical ?
https://structuredseo.com/

Robots Tag ?
INDEX, FOLLOW, MAX-SNIPPET:-1, MAX-IMAGE-PREVIEW:LARGE, MAX-VIDEO-PREVIEW:-1

Author ?
Author is missing.

Publisher ?
Publisher is missing.

Lang ?
en

H1H2H3H4H5H6 ?

160900

Images ?

2

Links ?

44

📈 ?

[Robots.txt ?](#) [Sitemap.xml ?](#)

Summary

HEADERS

ImagesLinksSocialTools

All headers in order of their appearance in HTML.

<H1> A Boise Idaho SEO Company.

<H2> What Should You Expect from an SEO Company?

<H2> What Our SEO Firm Can Do for You.

<H2> Outsourcing Makes Our SEO Agency Different.

<H2> Our SEO Process.

<H4> Keyword Research

<H4> SEO Strategy

<H4> On-page Optimization

<H4> Off-page Optimization

<H4> Reporting & Analytics

<H2> SEO Services That Boost Organic Traffic and Increase Revenue.

<H4> Boise SEO Consulting Services

<H4> SEO Auditing Services

<H4> Local SEO Services

<H2> Why Our SEO Agency?

<H4> Hours & Info

“

“Most content marketers and SEOs recognize that link building can be one of the most difficult parts of the job. Performing original research and creating reports is a tactic content and SEO teams can use to create content that targets linking intent, and comes with a wide variety of additional brand benefits beyond the optimization perks that appeal to SEO teams.”

- SLOAN ROSEBERRY



The Jordan Yocum Interview

A PAGES MAGAZINE Q+A

WITH JORDAN YOCUM, DIGITAL MARKETING SPECIALIST,
BETTER BUSINESS BUREAU



Jordan Yocum is a Digital Marketing Specialist at the Better Business Bureau, and a former Page One Power employee. Based on his knowledge and experience, Jordan was brought to the BBB to build their SEO program, basically from the ground up. On top of that, Jordan has been overseeing a large website migration at the BBB as well. We sat down with Jordan (virtually) to discuss his experiences with these unique challenges and share his tips and insight with you!



How would you describe your role and responsibilities at the Better Business Bureau?

My official title is Digital Marketing Specialist; in the world of digital marketing that is one of the most nebulous titles. That being said, I help create and implement strategies to attract new business and maintain communication with current accredited businesses using any and all forms of digital marketing at my disposal.

When tasked with essentially building an SEO program from the ground up, where did you start? What were the first projects you identified as needing to be done?

Thankfully, BBB Northwest + Pacific was already looking to hire a digital marketing person with a strong background in SEO. Having worked with SEOs for years, I know that half the battle is just getting buy-in and budget to pursue SEO efforts. Luckily they trusted my judgment to make recommendations and implement changes I saw necessary to improve the overall SEO presence of the brand. So the first place I started was analytics. I can't figure out where we want to go or even should go unless I know where we've been. Learning that we had numerous domains with different content on each domain as well as a variety of subfolders all pointing to different domains was messy, and it was hard to pin down total traffic and ranking information. So the next step was a website migration, which included creating a site map for the main website (thanks to a free tool from [Yoast](#)) and a reconstruction of the website's navigation. Once all the valuable content is housed on one main domain, we can begin to analyze the performance and set goals.

What advice would you give to someone launching their own SEO strategy for the first time?

Do a ton of research on current website performance and best SEO practices. Run your website through a tool like Screaming Frog and see how healthy the site is.

What are the main challenges and hurdles to overcome when launching an entirely new SEO strategy?

Tools and resources. If you come up with a strategy to improve website performance but have to create all the content yourself or have little to no tools to track improvements, then it will be extremely difficult and a long road until you see any improvements.

What are the key metrics and primary KPIs people should track and monitor when launching a new SEO program?

This is mainly dependent on what type of website you have. Ask yourself a couple of questions:

What does valuable traffic look like?

What do I want visitors to do when they are on the site?

Once you answer these questions, you can start looking at different metrics that will help influence your strategy. For example, if you have an information site, you are likely going to focus on time-on-page as a metric as well as ad clicks. If you are aiming for conversions, you are likely looking at new and returning traffic to specific pages as well as which keywords are influencing traffic to your site.

What SEO tools and services would you recommend to anyone launching their SEO program for the first time?

If you can afford it, hire a company like **Page One Power**. If that's not in the budget, I recommend tools like Screaming Frog, Moz, SEMrush, and Ahrefs.

Can you describe the website migration you're currently executing and explain in a bit more detail what your goals with the migration are?

We had roughly six varying domains and a blog spread over two different WordPress platforms. Many of the domains were either a specific resource or tool for our customers (so they were useful), but navigating to those pages from the main site was difficult. So the main goal is to migrate the websites and content to Hubspot's CMS. This will help get everything in one location, which will help drastically with the analytics side as well as user experience on the site itself. We chose Hubspot because we were already using it for landing page promos and email marketing to our customers.


What items should be on your checklist when preparing to launch a site migration? What are the key prerequisites?

This depends on the type of migration you intend to do. Our migration is fairly simple; we are switching platforms which means no URL structure changes except for pages that existed on sub domains, so making sure you set up all proper redirects is key. Analyze traffic trends on your website to make sure you aren't hemorrhaging traffic after you switch. Take note of all your important keywords and rankings and monitor those after the migration.

What tools are essential to having a successful website migration?

Any tool that will help you analyze site health, traffic, and keywords. The above mentioned tools are best.





What advice do you have for someone who is new to the SEO industry or just beginning their career in SEO?

This is a rapidly changing environment, do your best to stay up-to-date on white hat, reputable practices and learn from companies who do the same. The SEO industry is one of comraderie and collaboration. Lean on the experts that are sharing ideas and strategies. Review articles related to SEO testing and look at how the results turned out. You may be surprised how much you can apply to your own website. Also, patience is key — not only having patience but explaining to key stakeholders that this work is never finished and never done overnight. 🌀

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A special 'Thank You' to Jordan for sharing his time and expertise with our audience. You can follow Jordan on Twitter or connect with him on LinkedIn below:
[@axiomthawyz](#)
[linkedin.com/in/jordan-yocum-496b1721/](#)

The Jordan Yocum Interview

A PAGES MAGAZINE Q+A

“

“The Hispanic consumer is very important to the US economy because it controls \$1.5 trillion in buying power. This is up 212% from the last decade and their consumption of product and services has increased by 42% in the last decade. They are incredibly valuable in the world of digital marketing because 66% of US Hispanics pay attention to online ads, and most important of all is that 93% of Hispanic people who recall seeing an online ad take action.”

- FRANCINE RODRIGUEZ



[ANDREW DENNIS]
CONTENT SPECIALIST, PAGE ONE POWER

Linkable Content:

HOW TO BUILD
CONTENT THAT
EARNS LINKS



DO YOU WANT MORE BACKLINKS POINTING TO ALL YOUR PAGES?
OF COURSE YOU DO.

BUT DO ALL YOUR PAGES DESERVE MORE BACKLINKS?
ARE THEY ALL LINK-WORTHY?
DO THEY ALL NEED TO BE LINKABLE?
PROBABLY NOT, BUT THAT'S OKAY!

Every page on your site has (or, at least, should have) a specific purpose or goal. Some pages inform your audience and customers about relevant topics that are important to your business. Other pages might compare specifications between your various products or against competitors. And yes, some pages should have the primary goal of attracting relevant, valuable links to your website.

However, it is rare that a page can serve all or even multiple goals for your business because different goals are tied to different stages of your marketing funnel and the audience at each stage wants different things.

For example, a person at the top (discovery) stage of your funnel is looking for information, whereas someone near the bottom is ready to make a purchase. You shouldn't be selling to the person who just wants to learn more, and you wouldn't want to impede a potential conversion with unnecessary information. But you can create two separate pages that serve each of these goals effectively.

Just as you have pages that don't convert people (but are still important), you will also have pages that don't earn many links. Specifically, your product or category pages will have limited link opportunity.

So, to support these pages' visibility in search, you need linkable content that can accumulate external link equity that will then pass that equity along through internal linking.

But how do you build these linkable pages?

WHAT MAKES CONTENT LINKABLE?

Before you can create linkable content with regularity, you need to understand what makes a page link-worthy.

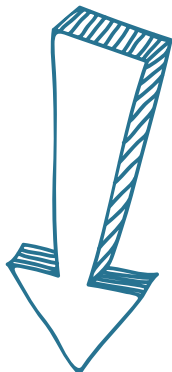
First and foremost, linkable pages have broad appeal. Think about it — the page needs to be relevant to a person (or their audience) for them to consider linking, so the more people your page is relevant to, the more link opportunities you have.

Since broad appeal is a key aspect of linkable pages, most linkable content will exist at the top portion of your [marketing funnel](#), serving informational searcher intent. However, broad topics are typically covered the most, so to make your page uniquely linkable, it needs to be better than other pages covering the same topic.



Baking these attributes into your page will increase the link opportunity you have once the page is published and ready to be promoted.

There are several ways to build linkability into your pages, but the most important thing to ask yourself when creating linkable content is:



What audience does this serve, and how big is that audience?

HOW TO GENERATE LINKABLE CONTENT IDEAS



With a firm understanding of what makes a page link-worthy, you can begin researching and brainstorming linkable topics.

AUDIENCE RESEARCH

Begin your research with your core audience — this is a natural starting place since you should already have a general profile built out for these people. To find linkable topics they would be interested in, start with your products or services and work outward to broader, but still relevant, topics. For example, if you sell children's car seats, a natural progression of topics would be:



CAR SEATS=>CHILD SAFETY=>
SAFE DRIVING WITH CHILDREN=>
TRAVELING WITH CHILDREN=>
ROAD TRIPS WITH CHILDREN=>
"[X] WAYS TO KEEP KIDS ENTERTAINED IN THE CAR"


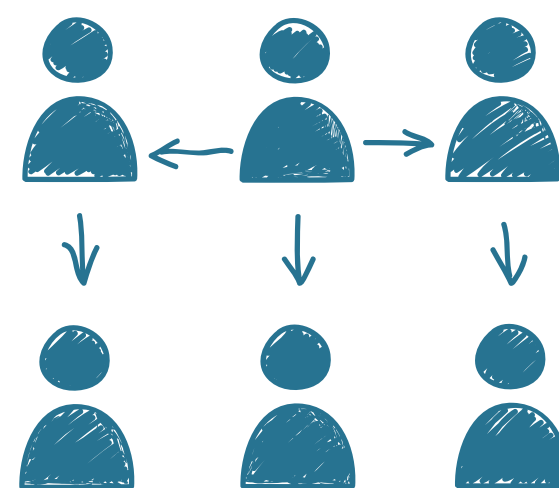
Now you've found a topic that has broad appeal, would provide valuable information for readers, and is relevant to your products. Repeat this process for your various products and services and you should end up with a nice list of potentially-linkable topics. However, before you invest in creating content for these topics, research similar pages and analyze the quantity and quality of their backlinks — you can use a backlink tool like [Majestic](#) to analyze links.

COMPETITOR RESEARCH

Another potential source for linkable content ideas are your competitors.

To find which pages are earning links for the competition, you'll need a backlink tool again. Using a backlink tool, you can uncover linkable topics that your competitors are covering to earn links. If you don't have pages for these topics, it's likely a good idea to create them as they have proven linkable. Again, dig deep into your competitor's backlinks before creating pages — if the links pointing to your competitor's page are low-quality, it isn't a linkable topic and likely they are using manipulative tactics or buying those links.

You can use these strategies to generate potential ideas, but make sure you research the sites that are linking to the types of content you're planning to create to confirm they're legitimate websites with real audiences.



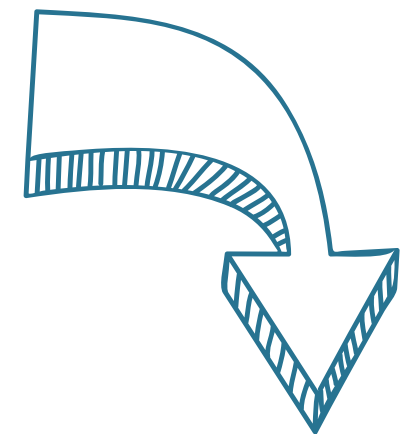
If your page addresses a key issue for a large audience, people are going to link to it.

REPURPOSE UNDERPROMOTED PAGES

Finally, you might be able to leverage existing pages on your site for link-worthy ideas.

Check your existing pages' backlinks (again, you can use a tool like [Majestic](#) or [Ahrefs](#)) to find [diamonds in the rough](#) that show potential for links. If a page has a handful of links, it's worth reviewing that page to determine why it hasn't secured more. It's possible there is a simple explanation for why this page isn't earning as many links as it should. Some of these reasons include:

If you find these pages, typically all it takes are a few slight tweaks and adjustments to increase linkability and suddenly you have a new asset to promote.



- + MISSING THE MARK IN TERMS OF SEARCHER INTENT,
- + SUB-OPTIMAL FORMATTING,
- + LACK OF INTERNAL NAVIGATION AND ONPAGE OPTIMIZATION,
- + OR MAYBE THE PAGE SIMPLY WASN'T PROMOTED EFFECTIVELY.

RECAP

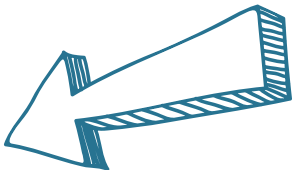
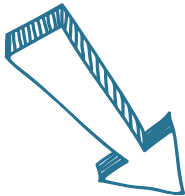
Whether you [hire an SEO company](#) or build the pages yourself, you need linkable content because these pages will earn most of the backlinks to your website, supporting search visibility for your site as a whole. To recap, linkable content:

- + HAS BROAD APPEAL AND TYPICALLY TARGETS THE AUDIENCE AT THE TOP OF YOUR MARKETING FUNNEL,
- + CITES TRUSTED SOURCES WITHIN YOUR SPACE OR SHARES ORIGINAL RESEARCH,
- + IS DESIGNED TO BE DIGESTIBLE AND EASILY SCANNED,
- + AND FEATURES MULTIMEDIA CONTENT TO APPEAL TO A VARIETY OF USER PREFERENCES.

And to generate linkable content ideas, you should research:

- + WHICH TOPICS INTEREST YOUR AUDIENCE BUT ARE STILL RELEVANT TO YOUR PRODUCTS AND SERVICES,
- + HOW YOUR COMPETITORS ARE EARNING LINKS TO THEIR WEBSITES,
- + AND EXISTING PAGES THAT SHOW PROMISE FOR EARNING BACKLINKS.

Hopefully this guide gives you all you need to start producing the types of pages that will sustainably earn worthwhile links for your website. See you next time! 🎯



Give Andrew a follow on Twitter for all sorts of knowledge on how to put your content to work for your sites:

@AndrewDennis33 @Pageonepower

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“

“When your website is at the mercy of an elusive algorithm, it opens up the playing field to innovate and push the boundaries on traditional tactics and “best practices.”

However, throughout shifting trends and algorithm updates, there’s one thing that still holds true: what’s good for the searcher is good for SEO.”

-IZABELLE HUNDREV



ARTICLE - No. 3

[IZABELLE HUNDREV]
CONTENT WRITER, INSTRIDE

SEVEN DEADLY SINS OF SEO



SEO IS AN EXPERIMENTAL FIELD.

When your website is at the mercy of an elusive algorithm, it opens up the playing field to innovate and push the boundaries on traditional tactics and “best practices.”

However, throughout shifting trends and algorithm updates, there's one thing that still holds true: what's good for the searcher is good for SEO.

Yet, in the relentless pursuit for more traffic, many digital marketers continue to forget this — effectively hindering their SEO efforts by making the same mistakes over and over again.

So instead of writing another article about what you should do to have a search-friendly website, I feel that it's more valuable to share what you shouldn't do.

The truth is that you can innovate as much as you want, but if you make one (or multiple) of these common mistakes, it's not going to make much of a difference.

WITHOUT FURTHER ADO, HERE ARE THE SEVEN DEADLY SINS OF SEO.

Recognize them,
and avoid them at all costs!

Sin No. 1:

SPAMMY BACKLINKS

Backlinks are essential to SEO. The more quality links you have, the more credible and authoritative your site is in the eyes of a search engine.

However, building backlinks is notoriously difficult.

Over the years, marketers have had to get creative with their tactics. This has also led some people to seek out ethically questionable practices to get more links, primarily by paying for them.

Buying backlinks falls under the category of black hat SEO.

For those unfamiliar, these are bad SEO tactics that violate search engine guidelines in an attempt to manipulate the system.

Basically, it's considered cheating, and your website can get penalized for it. Search engines have no problem taking action against your website if it violates their rules. If you're going to play the traffic game, you have to play it fair.

Aside from being pretty unethical, paying for backlinks is also a generally ineffective tactic. This is because many of the links available for purchase come from spammy, irrelevant websites.

One of the first things you learn in SEO is that not all backlinks are equal in value. Search engines place significantly more weight on links that come from credible websites.

Ten high quality links is much better than 100 shady links.

Spam links can happen organically, too. Sometimes these low-quality websites will link to you on their own, so it's important to mine through your backlink profile periodically and do a clean sweep of the spam.

So while it may feel tempting to go after spammy links for a quick "boost," it's not worth the consequences. Instead, focus your efforts on organically sourcing links by creating high-quality content that will make other websites want to link to you.

Sin No. 2:

MISUNDERSTANDING SEARCH INTENT

**Search intent is
the purpose or
end goal behind
a user's query.**

The reason search intent is tricky is because the way you understand a term can be entirely different from the way it's interpreted by a search engine.

This is best illustrated with an example:

Let's say you're writing an article on content management systems and want to target the high volume keyword "CMS." This makes sense because CMS is a common abbreviation for "content management system."

However, when you run "CMS" through search, you notice that all of the organic results have to do with an entirely unrelated topic: the Centers for Medicare & Medicaid Services, a government agency.

facepalm

It's time to readjust the keyword targeting of your article.

If you write the entire piece around "CMS," it will likely never rank. This is because you're talking about a type of software, but the search intent for that keyword is related to a federal agency.

The easiest way to avoid a search intent mishap is to always do your due diligence during the keyword research process. As you can see from the example, it's as simple as running a quick search for the target keyword and reviewing the results.

This shows you how the search engine is interpreting the search query based on the content recommendations it provides.

Sin No. 3:

USER EXPERIENCE IS AN AFTERTHOUGHT

Having a website with poor UX is a one-way ticket to diminishing search rankings. Yet, for many marketers, user experience still takes a backseat to content creation.

You'll notice a recurring theme throughout this article: what's good for the user is good for SEO.

At some point, all of us have encountered a website that's slow, glitchy, and filled with pop-ups. When I land on a site like this, my immediate first instinct is to exit. I feel confident that many others would agree.

What's the point of creating world-class content if your audience is unable to or doesn't know how to navigate it?

Plus, solving a UX problem often requires additional help from a web designer or software developer. It's not always an easy fix, but it's a critically important one.

Search engines are designed to deliver the most user-friendly results on the web. So no matter how good your content is, it won't matter if your website makes it impossible to enjoy it.

For this reason, having a website that's functional, accessible, and easy to navigate should be at the top of your to-do list.

So no matter how good your content is, it won't matter if your website makes it impossible to enjoy it.

What's good for the user is good for SEO.

Sin No. 4:

OVER-OPTIMIZING

Believe it or not, there is such a thing as optimizing too much.

In SEO, we like to call it keyword stuffing. This is the process of overusing keywords on a web page in an attempt to achieve improved organic rankings. You're placing keywords in the meta data, body text, or link anchor text of a page in a way that's clearly forced or unnatural.

Here's an example:

"Company X is your one-stop-shop for all things social media marketing. Our social media marketing software is a world-class solution used by social media marketing professionals across the globe. Come here for all of your social media marketing needs."

Not all keyword stuffing is going to be this obvious, but you get the idea.

In the early days of the internet, you could load a web page with keywords as a way to "game the system" and boost rankings. But as time went on and search engines became more sophisticated, the practice quickly became obsolete. Now, keyword stuffing is associated with black hat SEO and can get your website penalized or even permanently deindexed.

It's worth noting that keyword stuffing can sometimes be unintentional. To avoid it, take the extra time to identify multiple keyword variants during your content planning and research process. Brainstorm different ways of saying the same thing — synonyms are your best friend.

When in doubt, remember that you're creating content for humans. Not bots or search engine crawlers.

Ask yourself:

Would a human enjoy reading that sentence? Does it flow naturally? Is it clear and easy to understand?

If the answer is no, it's time to go back to the drawing board.

Sin No. 5:

RELYING ON TRAFFIC AS THE SOLE MEASURE OF SUCCESS

At a high level, the goal of search engine optimization is to drive organic traffic. But that doesn't necessarily mean traffic should be the sole metric you use to monitor SEO performance.

By itself, traffic is nothing more than a vanity metric.

If you have one million monthly web visitors but none of those people converted into leads or customers, then it doesn't really matter, does it?

You have to look at traffic alongside other key metrics such as bounce rate, click-through rate, and conversions. Only then will you start to see the full picture of what's actually happening on your website.

It's also important to know that the data won't always be black and white. Some of your best converting pages can be some of the lowest trafficked. That doesn't mean they're any less valuable.

Don't become fixated on organic traffic alone. Although it is a strong indicator that your SEO efforts are making an impact, it's just one part of a much bigger story.

By itself, traffic is nothing more than a vanity metric.

Sin No. 6:

CUTTING CORNERS WITH CONTENT

It's time consuming to ideate and create great content; it just is. As a result, many marketers fall into the trap of creating lackluster pieces just for the purpose of ranking.

The more content you create, the more chances you have at ranking organically for new keywords. However, you should never compromise quality for quantity.

Adding to the mess of mediocre content won't do you any favors in the long run. If you're rushing through your editorial calendar just to get things published, it's likely that your pieces aren't worth your time and money.

Content without research, data, uniqueness, and somewhat of an entertainment level, rarely attract backlinks on their own and will be less appealing for other quality sites to want to link back to.

Additionally, you risk losing readership. Your content should be for your audience, first and foremost. If all you're doing is writing mindless 700-word articles for the sole purpose of ranking, how does that empower your brand, help your sales team, or encourage your audience to want to work with you?

It's more labor intensive, but taking the time to commit to creating good content is one of the best things you can do for SEO.

Step into your audience's shoes and what they value when you're ideating topics. Conduct research on how they like to consume content. Video or article? Podcast or live show?

Assess the SERP to see what's currently ranking and find gaps that those pieces are missing and make sure your pieces are more robust, data-driven, and easier to digest.

Creating SEO-driven content isn't an excuse to skip out on quality or creativity. In fact, these pieces should be non-negotiables if you want to outrank competitors and build your brand.



Pay attention to what's more interesting to users rather than what's the easiest for you to create.

Sin No. 7:

PUTTING COPY & RESEARCH ON THE BACKBURNER

The copy on your website plays a big role in the way web visitors perceive and understand your business. It also has a major effect on your SEO.

Thorough and strategic copywriting married with extensive audience research is critical to advanced search marketing overall.

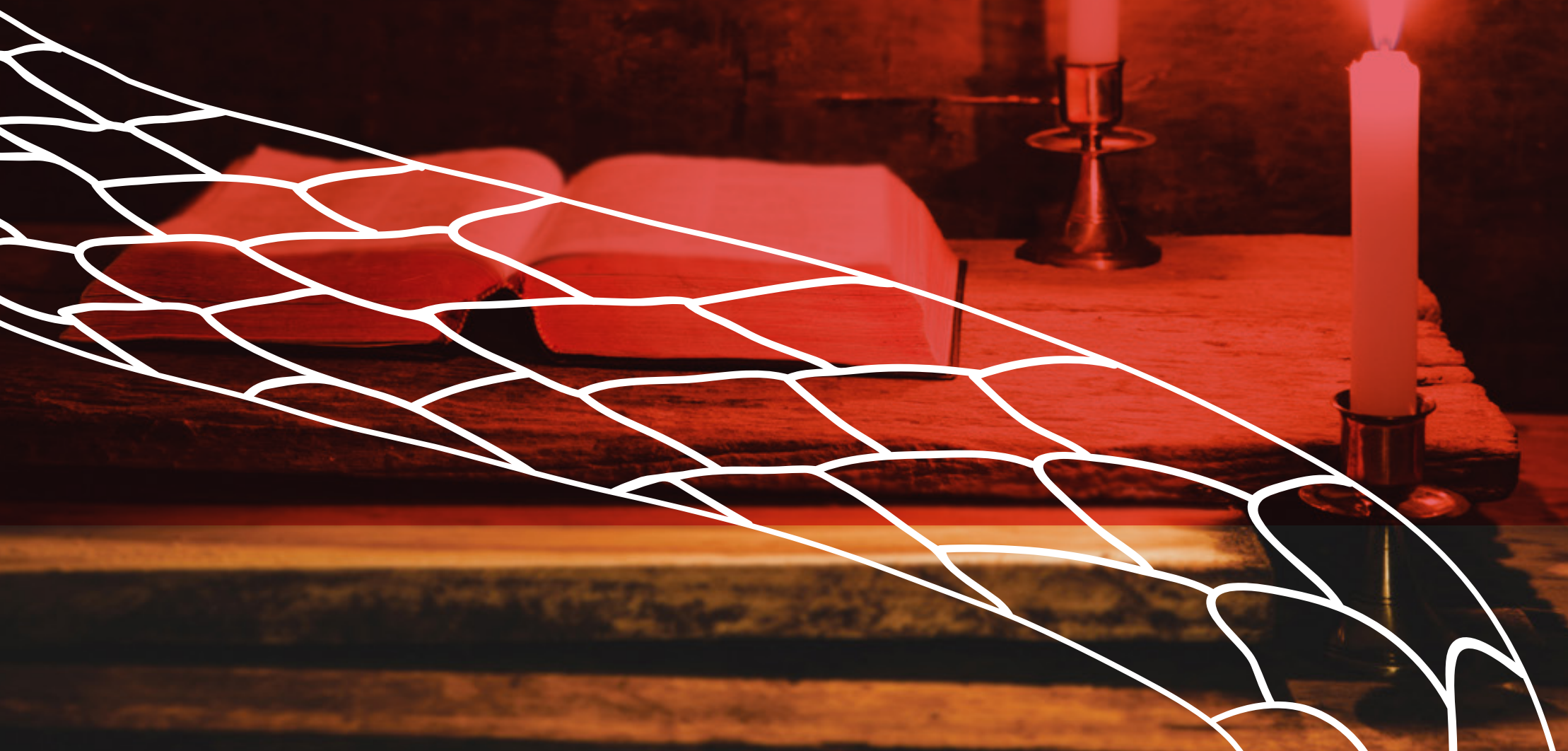
By now, most marketers know that you have to perform keyword research before you can start writing content. However, many fail to understand just how granular you have to get with your research if you want to see real SEO results.

Take the time to dive deep into your target customer persona(s). Gain a micro-level understanding of what they care about and what problems they're trying to solve. Run in-depth keyword analyses to understand what terms they use to search. Assess the language your competitors are using.

Then, take those findings and weave them into your website copy.

Remember that traffic without conversions is just a number. Powerful copywriting is the secret sauce that draws users in, captures their intent, speaks to their pain points, and then convinces them to take action.

Not every marketer is an expert copywriter. But by doing the research to deeply understand your audience and their online behavior, every marketer can get better at writing copy that fuels organic traffic and conversions and makes their visitors have a more seamless experience.



Bottom Line

It's unlikely that you can attribute successful SEO to one single tactic, but you can tank your rankings by committing these deadly search sins.

Keep in mind how critical it is to keep the user at the center of your search efforts. In an industry that's constantly evolving, that's the one thing that's withstood the test of time. 🎯

think users first|



Follow Izabelle on Twitter for more ways to repent of your SEO sins and get your search efforts saved. @izabellehundrev

“

“First and foremost, linkable pages have broad appeal. Think about it — the page needs to be relevant to a person (or their audience) for them to consider linking, so the more people your page is relevant to, the more link opportunities you have.”

-ANDREW DENNIS



ARTICLE - No. 4

[SLOAN ROSEBERRY]

CONTENT STRATEGY MANAGER, QUICKBOOKS/INTUIT

USING

RESEARCH

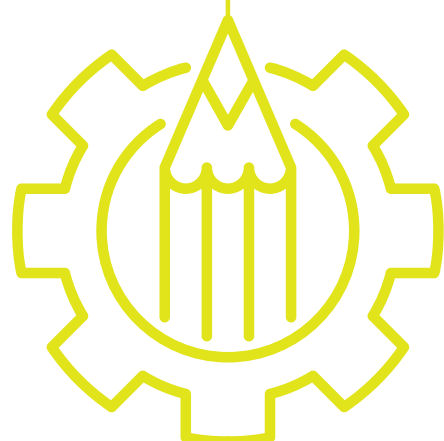
IN YOUR

CONTENT AND SEO STRATEGY

Loyal readers may recall that the second issue of *PAGES* included an [article](#) by Vince Nero that described how to leverage linking intent.

While most of you will be well versed in the different types of search intents, linking intent might be less familiar, but it's really a pretty simple concept: linking intent describes searches made when the individual performing the search is looking for content they can link to. Often, these searchers are creating content of their own, and are looking to include data that reinforces a point or an authoritative quote.

CONTENT I CAN LINK TO |



MOST CONTENT MARKETERS AND SEOS RECOGNIZE THAT LINK BUILDING CAN BE ONE OF THE MOST DIFFICULT PARTS OF THE JOB. PERFORMING ORIGINAL RESEARCH AND CREATING REPORTS IS A TACTIC CONTENT AND SEO TEAMS CAN USE TO CREATE CONTENT THAT TARGETS LINKING INTENT, AND COMES WITH A WIDE VARIETY OF ADDITIONAL BRAND BENEFITS BEYOND THE OPTIMIZATION PERKS THAT APPEAL TO SEO TEAMS.

BENEFITS OF USING RESEARCH FOR CONTENT MARKETING & SEO



RESEARCH EARNS LINKS

This benefit is likely top of mind for SEO folks. When it comes to building links, research is one of the most compelling types of content you can create that attracts links with little friction. Good, original data on a topic your target audience is interested in will draw links with relative ease.

RESEARCH BUILDS AUTHORITY

From a broader marketing and brand-building perspective, research has a myriad of benefits. Performing research on topics important to your audience can help establish your brand as an authority and thought leader in your niche. Your research may even lend well to compelling product claims.

RESEARCH LEADS TO OPPORTUNITIES

Once your research has been published, it's likely you'll find many opportunities to expand on the topics covered in your report. Your data can be used as the basis for new articles, or to give life to old content. You can use your data on social channels, in videos, and for many more types of content.

CONSIDERATIONS TO WEIGH



RESEARCH CAN BE COSTLY

While research-based content has many benefits, one key consideration to weigh is the cost of creating this type of content. Content based on research can be resource intensive to develop, and is best executed when social, SEO, content, and design teams are working closely together.

The first set of costs pertains to actually performing the research. There may be some niches where you can create research-based content relatively affordably, with self-run surveys or by using publicly-available information and creating a report with better UX or optimization than the source data. However, some marketers may want to defer the research to the experts and work with an established research firm, which comes with its own set of authority-building benefits. The right option for you will depend on the topic you're researching and your budget.

The next set of costs relates to creating the research report you'll publish, and the time and funds required to promote your data. It's important to invest in creating an appealing and visually-rich research report. Even if you work with a well-respected research firm and unearth compelling data, a poorly-designed report can reduce the authority of your content, and your chances of it getting attention and picking up links.

And of course, the links don't earn themselves. Creating a report that's well-optimized can help you earn links passively as searchers with linking intent discover your data report through organic search. But after investing in creating a report, you'll also want to plan an outreach campaign to match.

Be sure you've fully scoped all of the costs associated with creating research-based content before making it part of your content strategy.

HMMM....

OVER TIME,
CERTAIN NICHE
ARE LIKELY TO
BECOME CROWDED
WITH DATA

RESEARCH-BASED CONTENT IS NOT EVERGREEN

Data is only relevant for so many years before it becomes too old to be a reliable representation of the topic researched, or another outlet publishes fresher, more authoritative data on the same topic. If you're committed to a long-term research strategy and establishing an authority on a particular topic, factor in the costs of repeating your research on a regular cadence.

RESEARCH, AS A TACTIC, HAS GROWN AND FAILED IN POPULARITY

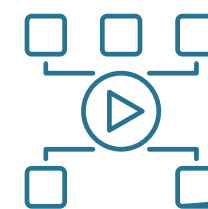
Like many other content marketing and SEO tactics that have come and gone before it, research-based content marketing has experienced spikes and troughs in popularity as a content marketing tactic.

In 2010, the [Content Marketing Institute](#)'s annual B2B content marketing survey showed that 23% of content marketers said their company used original research as a tactic. This tactic rose in popularity until it peaked in 2016, when 49% of content marketers indicated they were creating research reports, and has been declining in popularity in recent years.

Over time, certain niches are likely to become crowded with data which can lead to the tactic becoming less effective. Barriers to entry also rise when research increases in popularity, with bigger companies having more opportunity to invest in high-quality research that's likely to draw attention and links.



HOW TO USE RESEARCH TO BUILD AUTHORITY & EARN LINKS



1. DETERMINE YOUR TOPIC

Your research topic is one of the most important strategic decisions to make when it comes to research-based content. The best research topics relate to your products or services and are interesting and appealing to the general public. Choosing a topic with broad appeal increases your outreach opportunities, but it's also important to strike the right balance with relevance to your business.

Is your topic of choice one where your brand should be positioned as an authority? Consider why and how your research fits into your broader brand strategy. Be sure to check out what already exists on the topic you're considering. If you're stepping into a well-worn topic, you need to have an angle that truly makes your research better and more compelling than the rest — otherwise, you run the risk of investing in expensive content that gains little traction with your audience.

2. THINK ABOUT THE STORY YOU WANT TO TELL

As you develop your survey, or otherwise compile your data, consider what makes your data unique and why someone would want to link to it. Think about unique insights you can gain from asking specific questions to help you be sure the data you're gathering is useful and interesting enough. It may also be helpful to begin developing your outreach plan at this stage; considering your outreach messaging before you start gathering data can help ensure you'll cover your bases.

3. PERFORM THE RESEARCH

At this stage, you'll gather your data. If you're developing a survey, you'll need to do so with proper methodology to ensure you get good data back. It's important to ensure that your survey is properly built, so you don't publish and share inaccurate data.

Survey requirements will vary, but if you work with a research firm, they'll likely be able to help with survey design. Research firms can also help with interpreting data, but if you've performed the research yourself, you'll need to work through the data to understand the results.

4. CREATE YOUR REPORT

Next, it's time to write and publish your research report. The more you invest in the presentation of your findings, the more likely it is that your content will gain traction and interest from your audience. As is applicable to any report, visual representations of data will make your research reports more engaging and friendlier to readers. It may also be helpful to publish your findings in a variety of formats; for example, you may want to provide a downloadable version of your report, or create a slide deck of the findings. Don't neglect to invest in optimizing your report for relevant keywords and linking intent, so you'll gain links over time as your target audience discovers your report through search.

5. SHARE YOUR FINDINGS

Last but certainly not least, it will be time to share your findings! Execute on a solid outreach plan to match your investment in your research report and earn links back to your site. Consider how your findings can be used to create content beyond the primary research report or refresh your older content. Share your findings across other key channels, like social and email. Your research will be a rich resource that can be repurposed in a multitude of ways.

IN CONCLUSION

Original research can help your brand stand out and reach your audience from an authoritative positioning. Research-based content marketing has several brand-building and SEO benefits. If you have the resources to execute the tactic properly, research reports can be a pillar of your content strategy from which many additional pieces of content can be developed.🎯

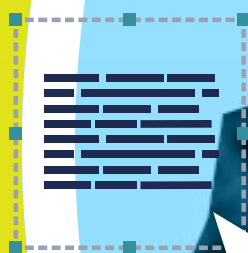


For more knowledge and insight on putting research strategy to work for your brand, give Sloan and Intuit a follow on Twitter:

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THE PAGE ONE POWER EBOOK

Building worthwhile links is difficult. We have combined our expertise and years of experience into *Link Building: From Beginning to Launch* so everyone can benefit from what we've learned.



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SPANISH PPC

[BACK TO CONTENTS](#)

ARTICLE - No. 5

[FRANCINE RODRIGUEZ]
MANAGER OF CUSTOMER SUCCESS, WORDSTREAM

As digital marketers, we have all been there — stuck on what to do next and trying to reinvent the wheel. We know what it is like to run out of ideas, to try every strategy, to test every new feature until we get to that point where we have done it all. And then what?

What if I tell you that in order to come out on top, you don't need to reinvent things? What if you can try something new while barely changing the way you do things now? What I am talking about is keeping in place all the strategies you know work, along with all the content you know sells, and then simply translating them into the second-most spoken language in the United States.

Español.

WHY SHOULD WE FOCUS ON SPANISH OVER OTHER LANGUAGES?

BESIDES ENGLISH, IT IS THE MOST COMMONLY SPOKEN LANGUAGE IN THE UNITED STATES.

There are hundreds of languages spoken in households all across the United States. Over 20% of Americans are bilingual and this segment of the population has more than doubled in the last 30 years. Additionally, the percentage of languages spoken at home is on the rise, from Spanish to Tagalog.

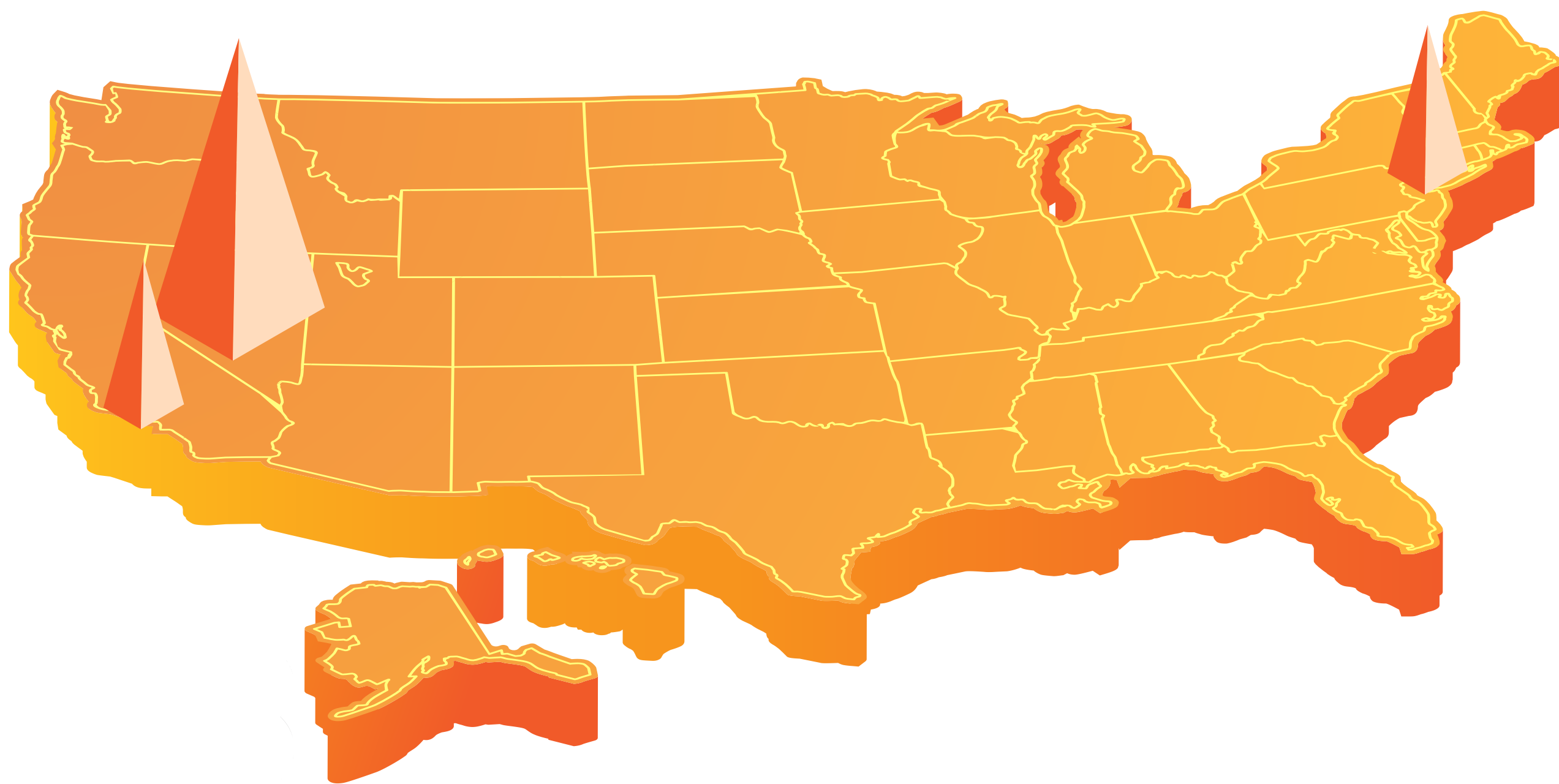
With so many language options to choose from, the reason I am focusing on Spanish is because, besides English, it is the most commonly-spoken language in the United States.

*Segundo idioma
mas hablado* **en
los** *Estados
Unidos*



And since we are on the subject of bilingual speakers, I have a myth to bust. Most marketers believe that bilingual strategies will only be effective in major metropolitan areas. For this reason, it is not uncommon to see billboard and public transit ads in other languages posted in New York City or Los Angeles.

However, these same billboard and public transit ads are not utilized outside major cities and, furthermore, are rarely used in digital marketing. But when you look at the map of the United States and evaluate the number who speak a foreign language at home, you can find pockets of speakers in every state. In fact, the state with the largest percentage increase of foreign language speakers at home was Nevada with a 1,088% increase since 1980.



Who is the spanish speaking population of the United States of America?

The Hispanic population is made up of 60.5 million people which comprises nearly 20% of the country's population. The United States has more spanish speakers than every country other than Mexico. Hispanics are the fastest growing segment of the U.S. population; for every two people added to the population, one is Hispanic.

Hispanics represent 20 different nationalities, but the U.S. population has a large percentage coming from Mexico, Cuba, and Puerto Rico.

The Hispanic consumer is very important to the U.S. economy because they control \$1.5 trillion in buying power. This is up 212% from the last decade! Not only that, their consumption of products and services has increased by 42% in the same time period. Additionally, studies show that 66% of U.S. Hispanics pay attention to online ads and — more importantly — 93% take action after seeing the ads online, rendering them an incredible asset to the world of digital marketing.

The real question we need to be asking ourselves is, if they represent such a significant portion of our online population, why is no one talking to them online? They represent a significant portion of the population, they have money, and they have a big desire to spend it.

**60.5
MILLION**

**20% OF THE U.S.
POPULATION**

**IS SPANISH
SPEAKING**



Why should digital marketers invest in Spanish?

ONE There is a lot less competition. The reality is Spanish PPC is not a common strategy, and being the only ad on the SERP for a query is a very real possibility.

TWO Cheaper Clicks. I reviewed the most traditionally expensive keywords in English and used the Keyword Planner to check how their Spanish counterparts measured up. In every single instance, those CPCs were lower, with some at a fraction of the cost.

KEYWORD	ENGLISH CPC	SPANISH CPC
Lawyer	\$54.86	\$16.51
Insurance	\$48.41	\$11.04
Loans	\$40.69	\$4.00
Hair Transplant	\$31.37	\$7.65
Bail Bonds	\$58.48	\$32.20

THREE Representation matters! This reason may not be affecting the bottom line of your business, but it is equally important. Imagine trying to search for information online without any quality data in a language you are able to understand? That sucks! Well, we as digital marketers can help people access quality information. This right here is one of the few things that we can do to make the online world more inclusive.



"HISPANICS REPRESENT OVER 20 DIFFERENT NATIONALITIES..."

Let's dig into how to actually implement the strategy (that is not technically a strategy).

"I ALWAYS SUGGEST HAVING A NATIVE SPANISH SPEAKER DOUBLE CHECK YOUR WORK."

UNO SETTING UP A CAMPAIGN CORRECTLY

1.

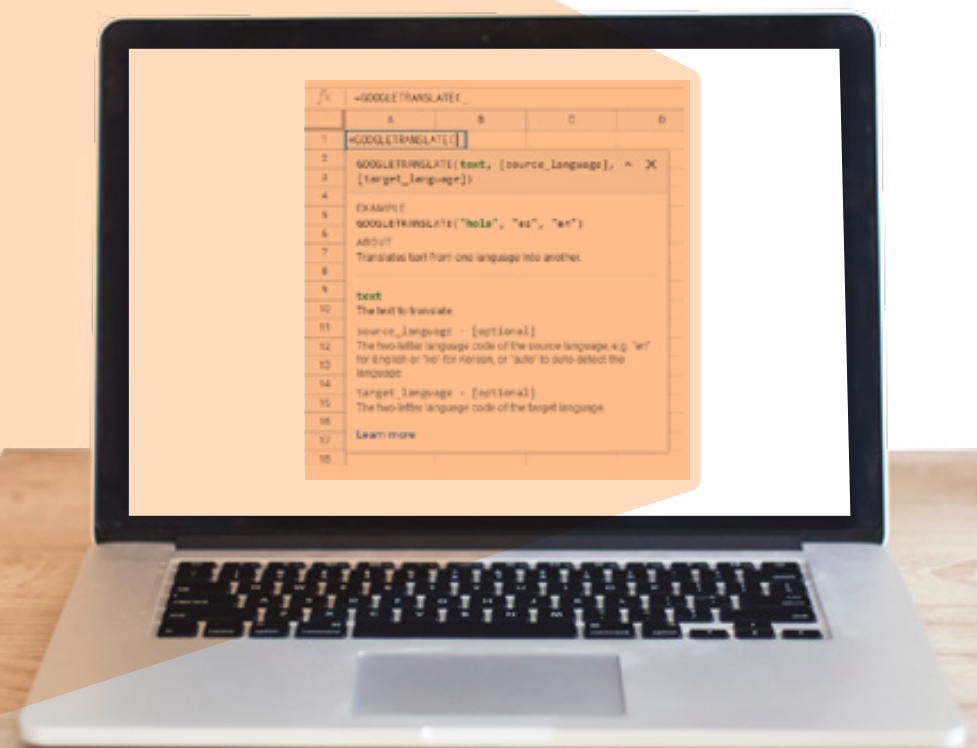
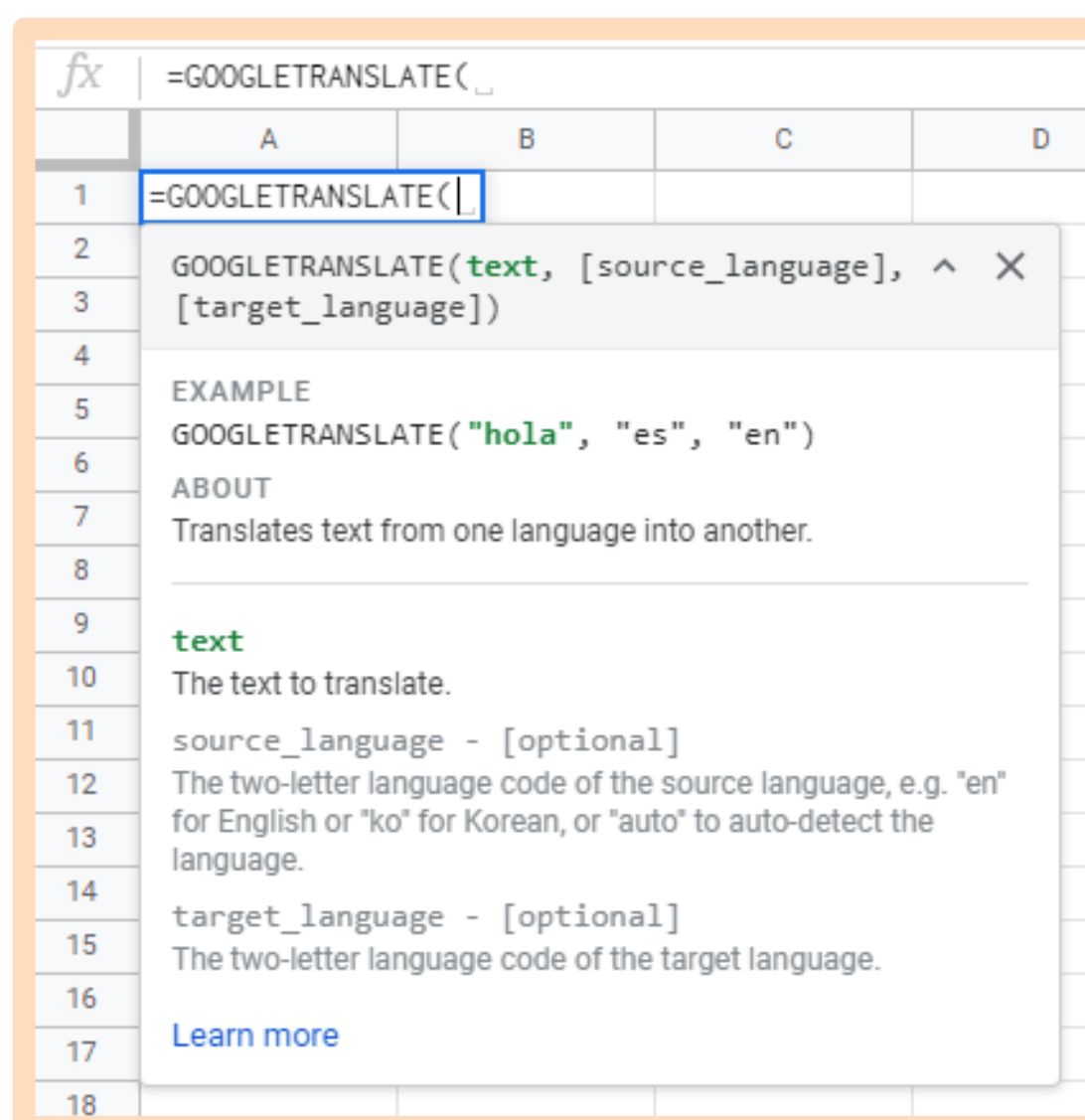
Like with any experiment, we need to follow the scientific method and separate our variables. These campaigns should be treated as a test and each language should be tested out separately. The test budget I recommend is 20-30% of what you would normally spend in a campaign. In terms of their setup, there are a few nuances we want to watch out for when considering bilingual campaigns. In the language setting, I like to add the language I am testing, as well as the main language of the country; in this case, English.

DOS TRANSLATION

2.

Translating ads is costly unless you can do it yourself. I know that not everyone has the knowledge or confidence to do it on their own, so I usually recommend a free tool like Google Translate. Even as a native speaker, I use this tool to double check my own work.

Free tools like [Google Translate](#) do a great job, but can be very time consuming if a large amount of keywords or ad copy translation is needed. One of my favorite hacks in Google Sheets is using the Google Translate function. Google Translate allows you to, in seconds, translate everything efficiently.



I always suggest having a native Spanish speaker double check your work if possible because, like all languages, the meaning and words can vary greatly, depending where you are from.

I attended the [Women in Search and Digital Marketing Speak My Language Event](#) and learned that the word we use in the United States for pants is not the same everywhere else. If you were to use that same word in the United Kingdom, you would instead be referring to underpants. If you are a clothing retailer in the United Kingdom, this is vital information. You could be bidding on a word with incorrect intent, missing out on all the good clicks by not using the proper term — trousers. That is just one example of the importance of using the correct verbiage in a multilingual country. Within the Spanish language, 20 countries are represented, and so a term as simple as ‘bus’ may be completely different elsewhere, depending on your country of origin.

Even if you do not have a Spanish coworker or friend to assist you, there are some noteworthy places to ask for help. Twitter and Reddit have large communities with people from all over the world to help translate or double check your work.



	Autobus	<i>Spain</i>
	Guagua	<i>Puerto Rico</i>
	Camión	<i>Mexico</i>
	Micro/Bus/Liebre	<i>Chile</i>
	Colectivo	<i>Argentina</i>
	Buseta/Carrito	<i>Colombia</i>

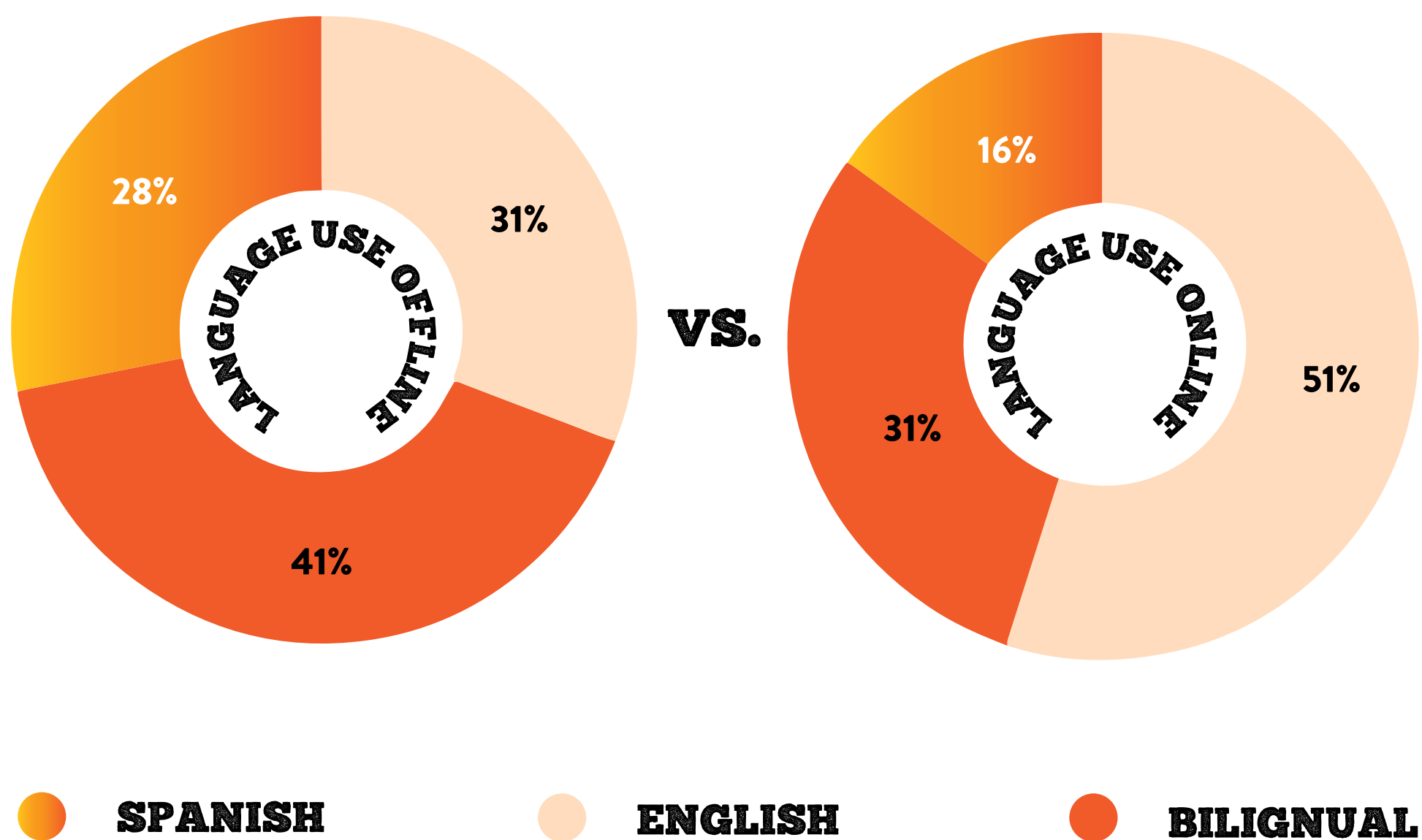
A TERM AS SIMPLE AS 'BUS' MAY BE COMPLETELY DIFFERENT ELSEWHERE, DEPENDING ON YOUR COUNTRY OF ORIGIN.

TRES

IMPORTANT AD COPY CONSIDERATIONS

3.

Crafting the correct ad copy is important when reaching any audience, but crafting the perfect message in a language that may not be your own is a Herculean task. Thankfully, the Spanish speakers in the United States are an easy audience to work with. Though they are used to consuming their online media in English, the majority are at home speaking purely Spanish, or at least bilingually, with low expectations in regards to the quality of the online content. Fifty-two percent are using English browser settings, not as a preference, but because they have no other choice.



"WHEN VIEWING ADS, 88% OF HISPANICS WILL PAY ATTENTION REGARDLESS OF LANGUAGE WHEN IT INCLUDES AN ASPECT OF THEIR CULTURE."

When viewing ads, 88% of Hispanics will pay attention regardless of language when it includes an aspect of their culture. Obviously, the best practice here is to translate your ads 100%, but I also believe it is ok to translate 50% or even to not translate at all. The goal we are trying to achieve here is to show searchers quality information the first time they try looking for it. In the SERP, it is ok to have an English ad pointing to a Spanish keyword, because you will most likely be one of the few trying to fight for that space and make it to the top. It is better to have a well-written English ad than a Spanish ad with mistakes.



When thinking about translating PPC campaigns, most people get stuck on what to do with the landing page. Translating a few keywords and a couple of ads is a simple task in comparison to translating a whole site. Only one out of five Spanish speakers leave a landing page when it is not in the language they are searching in.

"IT IS BETTER TO HAVE A WELL-WRITTEN ENGLISH AD THAN A SPANISH AD WITH MISTAKES."

MOBILE

4.

Hispanics spend two more hours per week using their smartphones than all other demographics in the United States. Having a mobile plan is key to reach this audience. In fact, 68% of Hispanics who are searching on Google do it on a mobile device. Bidding higher on mobile, crafting mobile-specific ads, and creating Call-Only Campaigns could prove very successful as a bilingual mobile strategy.

YOUTUBE

5.

Advertising on YouTube is an essential part of reaching the Hispanic audience of the United States. Why? Because according to Nielsen, more Hispanics watch YouTube than any other cable network. When creating video content, we have good news — there is no need to translate these ads (which is a much more complex endeavor than text translation). Sixty percent of Hispanics watch content in English the majority of the time. Don't forget to award yourself bonus points for including aspects of Hispanic culture to videos targeted to this audience!

What I find is interesting is how 75% of Hispanics use YouTube to learn about new products and to make informed purchasing decisions.

As you can see, Spanish PPC is a powerful way to connect with new users without having to break your formula or the bank. It also has another huge benefit — it opens the door to making searching online accessible for all. By simply translating or including elements of a different culture into keywords and ads, we are extending an open invitation for people to feel comfortable and catered to when searching online. ☺

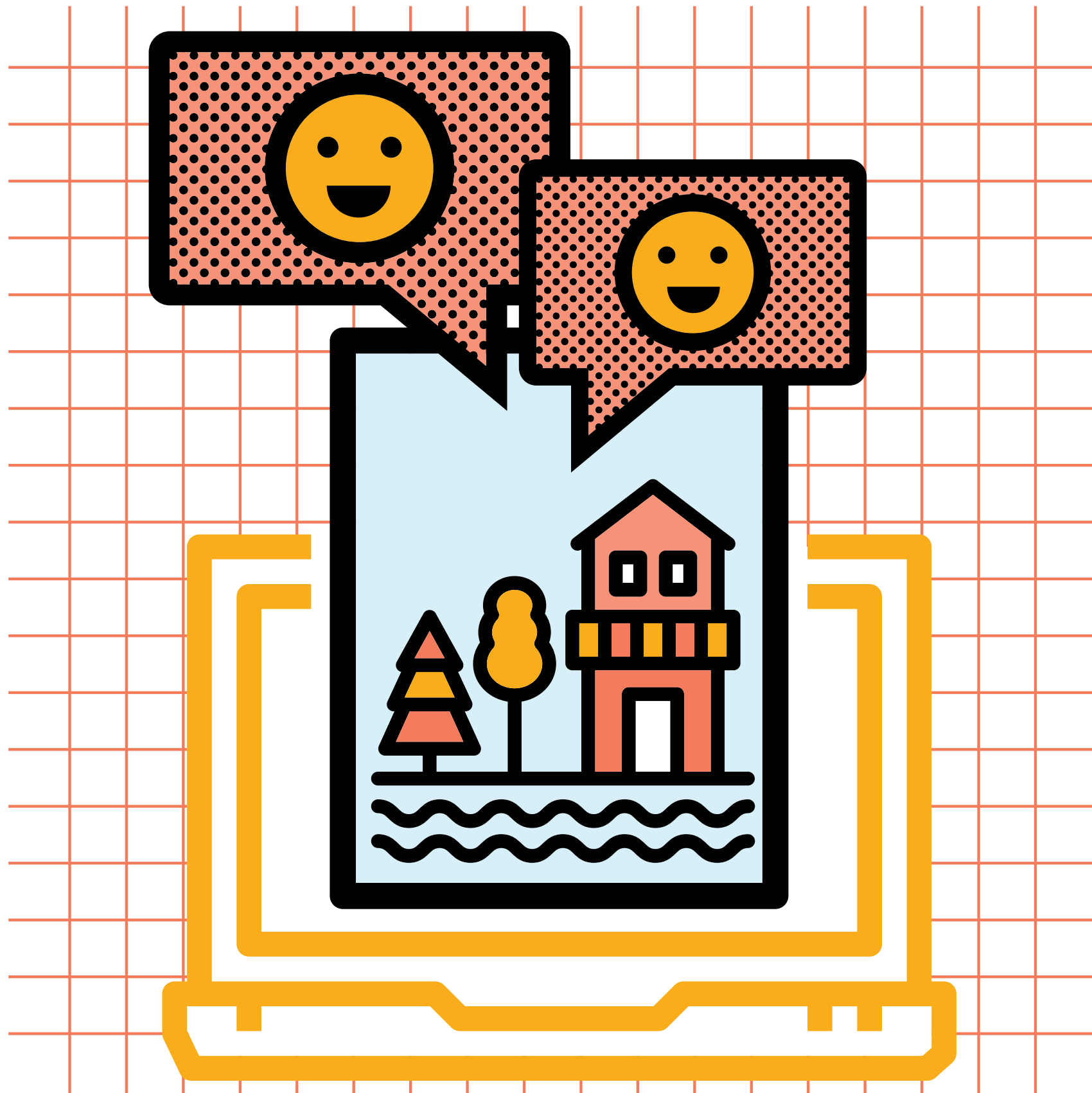


Give Francine a follow on Twitter for more on engaging with a more inclusive SEO future: [@francine18pr](#)

SEO

FROM HOME:

**AN EDUCATIONAL
SERIES**



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[INDUSTRY BOSS]
SEO TITANS TO KNOW

JORI

Ford



Jori Ford is the CMO of FoodBoss, the world's largest online food ordering search engine. A highly sought-after speaker, her passion for connecting users with brands they love through digital touchpoints has earned her a spot on Crain's Top 50 Women in Tech. Before devoting her efforts full time to FoodBoss, Jori served as the Sr. Director of Content and SEO at G2. Jori has written for Entrepreneur, Search Engine Watch, and been featured in Fast Company, the LA Times, and many other publications for her strong stance on workplace inclusion and diversity. In her free time, Jori participates as a committee member for [Habitat for Humanity Chicago's Women Build](#), and as a Program Leader at Northwestern University helping others learn about digital marketing & strategy.

HOW DID YOU GET YOUR START IN SEO?

Here's a truly funny story: I was working as a junior webmaster and was put in charge of 50+ real estate microsites. The owner of the company said that we needed to maintain a highly-visible position for certain keywords. Armed with that information, moderate PHP skills, and an introduction to WordPress MU, I was empowered to do whatever it took to rank for terms like "Best Chicago Condos" — essentially, SEO. What I didn't realize at the time, was that I was actually doing just that. Really fun fact: what many of us would call spamming or black-hat SEO was actually the standard practice.

I didn't know much so I took a scientific approach — downloaded competitors' pages and then evaluated the code, content, and anything else I could think of, compared them side-by-side, and measured areas of differentiation. Funny enough, that's pretty much my process to date.

IF YOU COULD CLEAR UP ONE MISCONCEPTION ABOUT SEO, WHAT WOULD IT BE?

SEO is not a one-and-done tactic. SEO is ongoing. It should be infused across various aspects of your business based on how it operates. Of all the channels, SEO is ever changing because of all the factors it takes into account in the algorithm and, consequently, needs constant monitoring.

Seo is the future



HOW DO YOU FEEL ABOUT THE FUTURE OF SEO? WHERE IS THE INDUSTRY HEADED AND WHAT WOULD YOU LIKE TO SEE?

SEO is the future. We operate in a world where the landscape changes with just a few lines of code. It's an ever-evolving space where speed, intuitiveness, mobility, access, and information converge to meet the demands of users. People used to want information at their fingertips, and now it's at the tip of their tongues. In the near future, we'll likely see behavioral patterns developing into predictive search responses where personalization takes a leap into personalized learning. Right now we don't consider that we have mechanisms that account for where we are searching, when we are searching, and what we're searching. Once the dots are connected around how and why, which really is just about time and access to the information, we'll see predictive results and suggestions; not just personalized ones.

For example, today, personalization allows for you to get results that are either located near you or to the surface information, or related to what you've searched for before. In the future, with personal search predictions, it'll be proactive. You pick up your phone around 5:45 on a Thursday evening, tap your search box, and the first thing you see, if you are not at home, are three restaurant recommendations; if you're at home, you'll see three recipes you can make, because the algorithm has derived, based on your location, past behavior, and past searches, that you are likely preparing to eat dinner at that moment. Armed with voice and potential facial recognition, I hear, "Hi Jori. Feeling hungry? Would you like me to make a reservation at Nepal House, Opart Thai, or Ramen San? Or would you prefer takeout today?" If I'm in the car and headed home, I'm instead offered the option to select from a number of recipes and then, because we continue to evolve around our connected devices, my refrigerator is scanned and I'm provided a list of groceries that can be ordered for pick up. I know it may sound a bit far fetched, but holograms, robots, flight...these were, at one time, far-fetched concepts that are everyday life now.

WHAT IS ONE THING THAT MOST BUSINESSES CAN CHANGE WITH REGARDS TO THEIR APPROACH TO SEO THAT COULD MAKE THE BIGGEST IMPACT ON THEIR SUCCESS IN THE SEARCH CHANNEL?

Hmmm, so if I had to pick just one thing, it would be determining the value. Don't compare SEO to other channels unless you'll assign the same value.

In many cases, SEO is an afterthought, considered difficult, and takes a lot of time. Not so true if you look at the value. It's simple to look at other channels and rationalize the investment because it seems so straightforward — you pay \$10 for 10 clicks, and at a 10% conversion rate, you get one new customer for \$10. Pretty simple for most business owners. Within SEO, though, the math seems so much more complicated, so it's difficult for people to ascertain a value. I prefer the “What if You Paid for Them” approach. Value SEO based on the same cost to acquire a user, and it becomes much simpler.

WHAT TIPS CAN YOU GIVE OUR READERS FOR MAKING SEO MORE MEASURABLE AND MORE CLOSELY TIED TO BUSINESS RESULTS?

TIP #1

Measure everything that matters. What are the critical steps necessary for your user to make a decision on your site?

TIP #2

Understand your SEO strategy and the role it plays in influencing users across those measurements. (This is where you can start tying things together). So essentially, properly map your SEO intent to the page intent.

TIP #3

SEO is not ONLY a last-click channel, so use Tip #1 to sequence the steps and mappings in Tip #2 and determine how you value each step.

TIP #4

Don't rely on one defined model. Since your users and business strategy change over time, so should the way you measure your channel's influence within them.

FOR SOMEONE BEGINNING THEIR CAREER IN SEO, WHERE SHOULD THEY START, AND WHAT ARE THE BEST WAYS TO CONTINUOUSLY LEARN?

Start with the best practices and guidelines documentation for the search engine you are targeting. If there are none, use Google Ad's Best Practices to start.

In terms of continuous learning, I'm a huge believer in learning by doing. That's not to say that resources like SEO Magazine, Search Engine Journal, Search Engine Land, SEMrush, Moz, etc. are not valuable. What I'm saying is that for each best practice and for every way you can apply that learning on that particular site, you will understand that though the approach may be similar, the outcomes will likely never be the same. I think that's why SEO experts love their jobs; the landscape changes with every site.

Go to conferences, follow your favorite SEO experts, but always apply, evaluate, and validate what you learn. Each expert is leaning on their experiences and passions to drive their recommendations. There's no better teacher than hands-on experience. 🎯

Thanks Jori!



Give Jori a follow on Twitter to keep up with her SEO strategies on how to keep the food coming to your doorstep: @chicagoseopro

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FEEL LIKE YOU'RE MISSING SOMETHING?

If your desk seems a little bare without past issues of *PAGES*, don't worry.
We've got other ways to satisfy your need for SEO knowledge.

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TO LEARN
ABOUT **SEO**.**

**GOT SOME KNOWLEDGE TO DROP ABOUT
SEARCH?**

LET'S HEAR IT.

PAGES is powered by contributions from those who are passionate about search. Each issue is focused on a different SEO topic, but always aims to explain how SEO can benefit a business. We're looking for insightful and accessible articles that explore the SEO tactics that help us achieve those benefits, aiding readers in developing a deeper understanding of how SEO fits into a marketing plan.

If you've got something you'd like to share about SEO with digital marketers, let us know!

Visit the *PAGES* website to view our contributor guidelines, and email us to pitch your ideas or get more details about upcoming themes:

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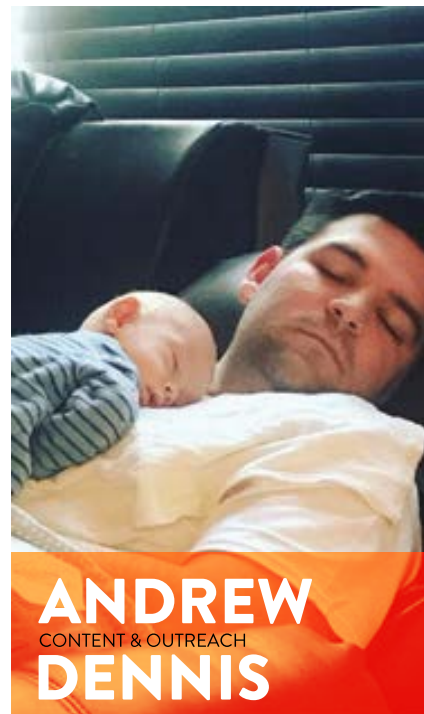
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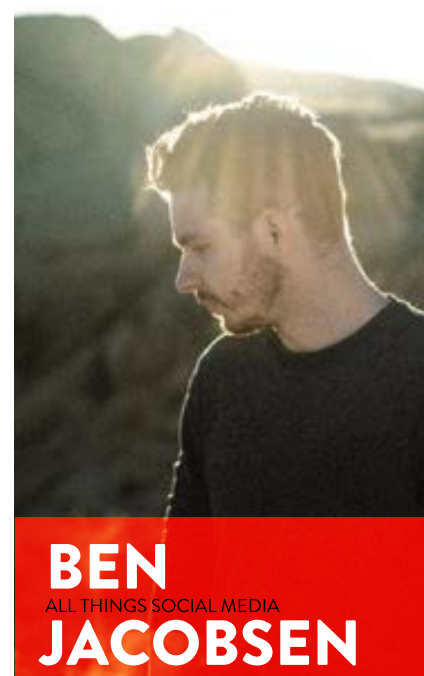
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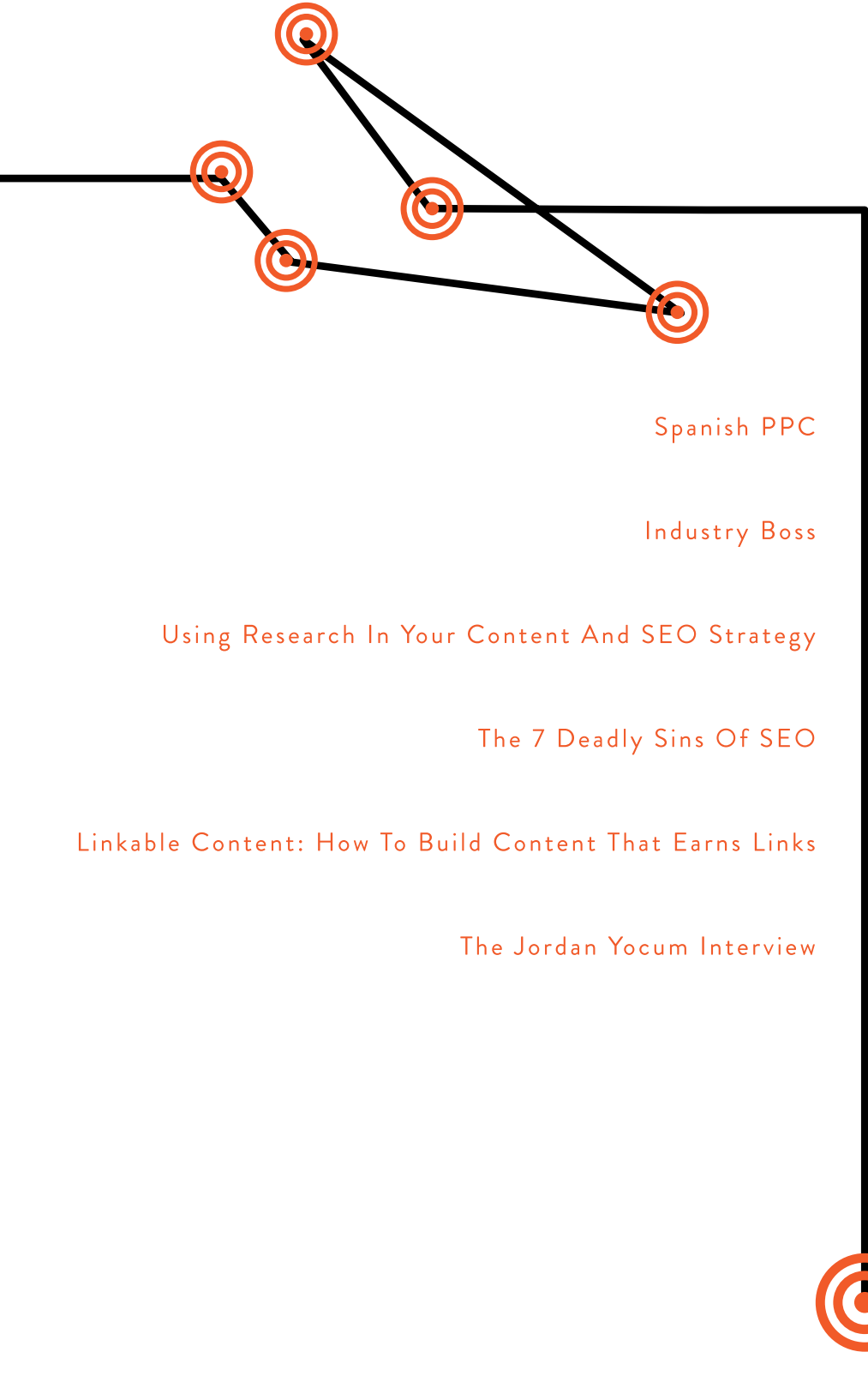
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 K, ¡hasta luego!

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THANKS FOR READING! HERE'S TO YOU!

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