

**PRNews'**  
**GOOGLE** Boot Camp

# Optimize Your Content to Improve Google Search Ranking

**meritus**·MEDIA  
creating strategic conversations

# About Me

- Started using Google in 1999
- 15 years experience in Digital PR
- @sallyfalkow
- [www.proactivereport.com](http://www.proactivereport.com)
- 2014 Top Social Media Influencers on Twitter (Cision)
- Author of SMART News: how to create branded content that gets found in search and shared on social media



Available on  
Amazon Kindle.

# Why PR Needs SEO

Search is now the most used and ***most trusted*** source for news and information  
2015 Edelman Trust Barometer.

# MEDIA SOURCES: SEARCH ENGINES NOW USED FIRST AND MOST



Informed  
Public

TRUST IN INFORMATION ABOUT BUSINESS CREATED BY EACH AUTHOR ON SOCIAL NETWORKING SITES, CONTENT SHARING SITES AND ONLINE-ONLY INFORMATION SOURCES



NEWSPAPERS

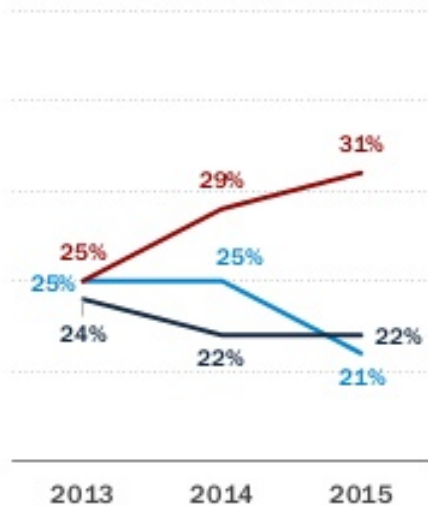


TELEVISION

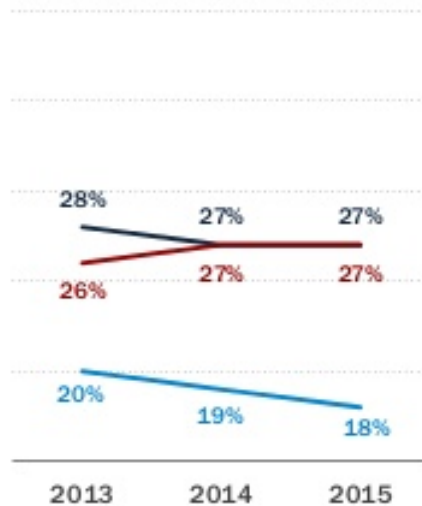


ONLINE SEARCH

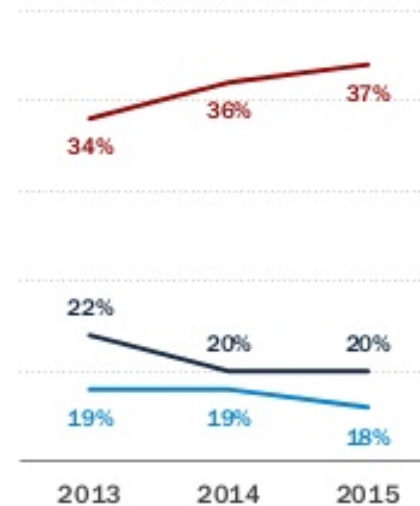
The First Source for  
General Information



The First Source for  
Breaking News



Source Used Most to  
Confirm/Validate News



Q183. On a typical day, what is the first source that you go to for general information about business? Informed Publics, 20-country global total.

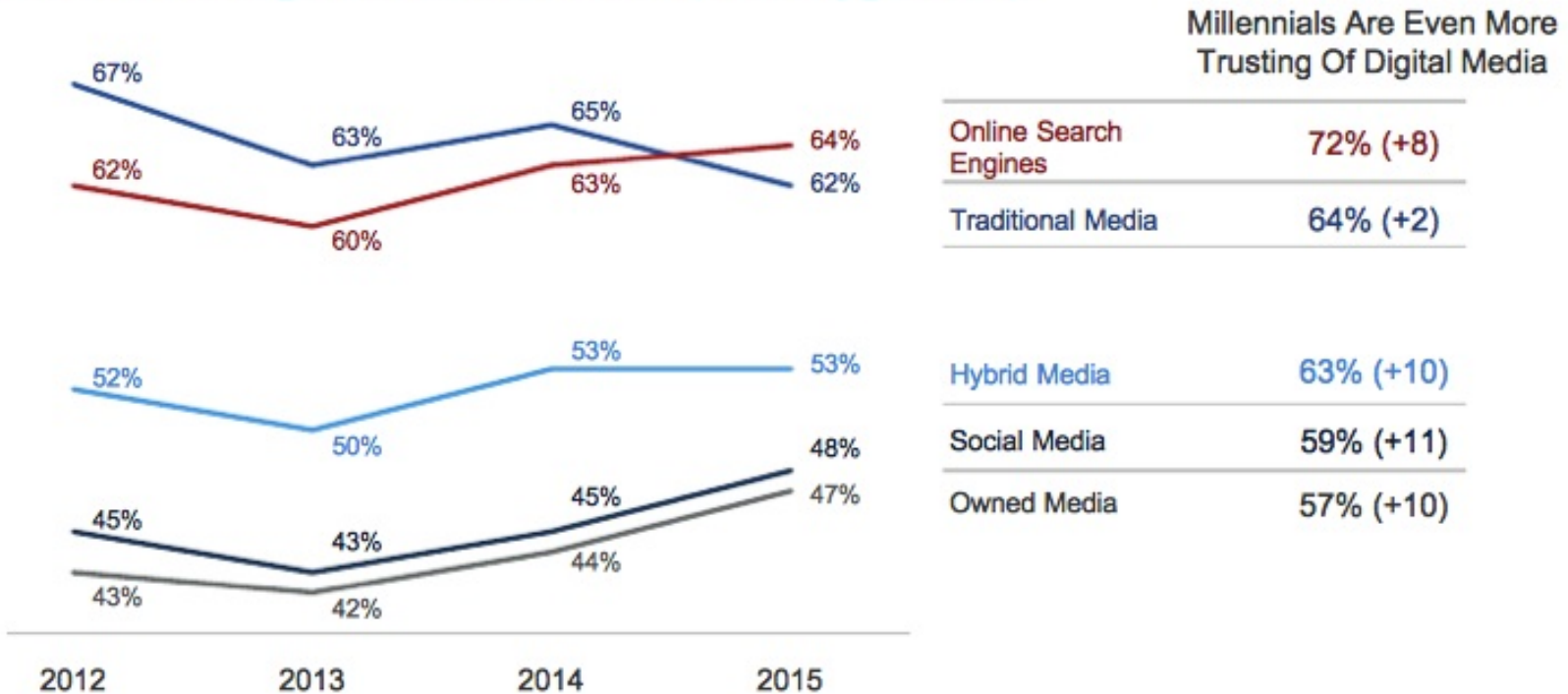
Q184. What is the first source you go to for breaking news about business? Informed Publics, 20-country global total.

Q185. Which of the following sources do you turn to MOST often to confirm/validate information on breaking news about business? Informed Publics, 20-country global total.



## MEDIA SOURCES: SEARCH ENGINES NOW MOST TRUSTED

Trust in each source for general news and information (20-country global data)



Millennials Are Even More Trusting Of Digital Media

Online Search Engines	72% (+8)
Traditional Media	64% (+2)
Hybrid Media	63% (+10)
Social Media	59% (+11)
Owned Media	57% (+10)

2015 | Trust Barometer

# Search Visibility



- Journalists
- Influencers
- Prospective customers
- Business buyers
- Interested Public
- Other stakeholders

# Content

- Website
- Newsroom
- Press releases
- Blog posts
- Images
- Infographics
- Videos
- Guest Posts
- Media Articles







david lerner associates

Web

News

Shopping

Videos

Images

More ▾

Search tools

About 202,000 results (0.45 seconds)

## Financial Investment Planning at David Lerner Associates, Inc.

<https://www.davidlerner.com/> ▾ David Lerner Associates ▾

Financial Investment Planning and Advice directly from **David Lerner Associates**, a privately-held broker/dealer with headquarters in Syosset, New York and ...

[About Us](#) - [Locations](#) - [Apple REITs](#) - [Syosset](#)

## David Lerner Associates Financial Investment Office Locations

<https://www.davidlerner.com/david-lerner-locati...> ▾ David Lerner Associates ▾

David Lerner Associates office locations include New York, New Jersey, ...

## Newsroom | David Lerner Associates Syosset New York

<news.davidlerner.com/> ▾

News from David Lerner Associates Inc., headquartered in Syosset, N.Y..

meritus-MEDIA



Search: david lerner associates news

**Web**

News

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Search tools

About 98,200 results (0.31 seconds)

## Newsroom | David Lerner Associates Syosset New York

[news.davidlerner.com/](https://www.davidlerner.com/) ▾

News from **David Lerner Associates Inc.**, headquartered in Syosset, N.Y..

## Financial Investment Planning at David Lerner Associates, Inc.

<https://www.davidlerner.com/> ▾ David Lerner Associates ▾

Financial Investment Planning and Advice directly from **David Lerner Associates**, ...

**News**. Announcing the launch of the Spirit of America Energy Fund >>

## David Lerner Associates News, Syosset NY

[news.davidlerner.com/news\\_index.php](https://www.davidlerner.com/news_index.php) ▾

[ What is this? ] \*. 07/23/2015. Optimizing Your Social Security Retirement Benefits

Optimizing your Social Security retirement benefits means getting the best ...

# What Does Google Want?

## Google's mission:

To organize the data on the Web

To give people using their search engine the most relevant and useful results.

# Content Requirements

- High Quality
- Fresh
- Unique
- Relevant (keywords and concepts)
- Information rich
- Visual
- In-Depth
- Useful
- Trusted Authority

# What is Unique Value?

- ❖ **An upgrade in aggregation, accessibility, design** You might have seen this information before, but never like this. How can you use your expertise and approach to make content that is different?
- ❖ **Information not available anywhere else**  
Find aspects of your expertise and information that no one else has yet published.
- ❖ **Content presented with a totally differentiated voice/style**  
Sometimes the content is available elsewhere, but the style is so engaging that it offers unique value.

# Content Types

- Video
- Infographics
- Images
- Listicles
- Case Studies
- Blogs – with embedded videos, infographics, images

# Content Strategy

*“A lot of SEO still seems to focus on coming up with really clever ways of creating content, and then more content. They don’t ever mention the word customer, nothing about customer insight, nothing about the customer journey buying cycle and so forth.*

*In order to function effectively it is not about more, it’s about quality. It’s about experience. It’s about providing the right information at the right time.”*

Lee Odden TopRank Marketing

# Ranking Factors

Full list <http://backlinko.com/google-ranking-factors>

Content – authority, value and freshness

Links - Seal of approval

Social Signals

User Signals

Mobile Signals



# Panda

Google's **Panda Update** is a search filter introduced in February 2011 meant to stop sites with poor quality content from working their way into Google's top search results.

**Panda** is updated from time-to-time.

# Google QUALITY CHECKLIST

- ❑ Would you recognize this site as an authoritative source when mentioned by name?
- ❑ Would you trust the information presented in this article?
- ❑ Is this article written by an expert or enthusiast who knows the topic well?
- ❑ Does the site have duplicate or redundant articles on the same or similar topics?
- ❑ Does the article provide original content or information, original reporting, original research or analysis?
- ❑ Does the page provide substantial value when compared to other pages in search results?
- ❑ Does the article describe both sides of a story?
- ❑ Is the site a recognized authority on its topic?
- ❑ Is the content mass-produced by, or outsourced to, a large number of creators?
- ❑ Was the article edited well, or does it appear sloppy or hastily produced?
- ❑ Does this article have spelling, stylistic, or factual errors?
- ❑ Does this article contain insightful analysis or interesting information that is beyond obvious?
- ❑ Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- ❑ Would you expect to see this article in a printed magazine, encyclopedia or book?
- ❑ Are the articles short, unsubstantial, or otherwise lacking in helpful specifics?
- ❑ Are the pages produced with great care and attention to detail vs. less attention to detail?

# PANDA STRIKES AGAIN



Did the Google Panda July 2015 Algorithm Update Just Hit?

# 2015 Panda – What it Does

Google is ranking websites with *consistent updates* and *topical authority*.

The increase in rankings are for websites that have published multiple unique blog posts or articles a one topic with regular updates.

Your newsroom could be the perfect vehicle to rank well – if it has the kind of content Google likes and is not just a list of links to PDF releases.

# Optimizing Your Content

Meta Tags = title, description, keywords

A tag is a label. It tells Google what the content is about.

Meta Tags show up on the search results page

About 4,700,000 results (0.36 seconds)

### Juicing Tip: What to Do When Granny Smith Apples Are Out ...

[gerson.org/.../juicing-tip-what-to-do-when-granny-smith-apples-are-out-...](#) ▾

Jun 7, 2013 - If your supplier still has green apples in stock, get them while you can! ...  
Juicing non-organic produce is a big no-no for the Gerson Therapy, as ...

### Always always eat green green apples. Unless they're organi...

[ask.metafilter.com/.../Always-always-eat-green-green-apples-Unless-they...](#) ▾

Oct 13, 2009 - I could have written this question. I've switched back to conventional ones only ...

### Organic Choices - Inspiration Green

[www.inspirationgreen.com/food-organic-choices.html](#) ▾

Inspiration Green Organic Choices, See which foods have the least and most pesticide ... Apples may be sprayed up to 16 times with 47 different pesticides.1.  
Best Fruits and Vegetables - Worst Fruits - Worst Vegetables

### Fresh Green Apples Organic Green Apples - Alibaba

[www.alibaba.com > Agriculture > apple > green apple](#) ▾

1535 Results - Fresh Green Apples Organic Green Apples, Buy Various High Quality Fresh Green Apples Organic Green Apples Products from Global Fresh ...

### Organic Granny Smith Apple from Real Foods

[www.realfoods.co.uk > Raw Foods](#) ▾

★★★★★ Rating: 5 - 8 votes - £0.41 - In stock

Granny Smith apples are a crisp, tart apple that make a delicious snack or a tasteful addition to recipes. Because these green apples are have a higher acid ...



# Title Tag

58 characters

Keyword close to the beginning

Packaged Facts: Nutritional **Bars** Providing the Portable, Healthier ...

PR Newswire (press release) - 8 hours ago

Nutritional **bars** are a handy way for consumers to stop eating three meals ... shiny health halo resulting from their organic and "**natural**" characteristics; ... has increased the popularity of **bars** that offer meat as a **protein** source.

The 9 Best **Protein Bars** That Are Actually Good For You

Yahoo Food - Mar 13, 2015

And that means more of us are wheeling down the **protein bar** aisles for ... Be wary of "**natural**" bars that list multitudes of sweeteners such as ...

# Description Tag

120 characters – keywords in the tag

**If you don't write a good description tag Google will write it for you using text on the page related to the keyword searched.**

Ignoring arguments about states' rights, the U.S. House on Thursday advanced legislation that would undo laws in three states ordering labels on the packaging of food with genetically modified organisms — or GMOs — and prevent states and localities from regulating products from genetic engineering. The vote last week was the most significant in Congress related to GMOs since the first engineered crop sprouted in 1996 — Missouri-based Monsanto Co.'s soybeans that were engineered to survive dousing of the company's Roundup herbicide, sprayed to kill vegetation that competes for moisture and nutrients. [...] the gene-altering technologies of herbicide tolerance and insect resistance — plants engineered to produce their own protein pesticides — have been widely adopted by farmers in the United States. In Europe and many countries, it's a different story. [...] the question of labeling has been all but ignored in Congress. Connecticut and Maine approved similar plans since 2013, with their bills contingent on neighboring states doing likewise. [...] far, the Grocery Manufacturers Association, the Snack Foods Association and their allies have failed in federal court to halt the Vermont law, which takes effect next year. Last month, the president ordered federal agencies to reassess the nearly two-decade-old federal regulatory system for GMOs that splits duties between the Agriculture Department, the Food and Drug Administration and the Environmental Protection Agency." /



Texans lead fight in Congress against GMO labeling - San A...  
San Antonio Express-News (subscription) - Jul 25, 2015

... down a soup bar with a display informing customers of organic, GMO-free oils in .... A claim of **natural** is “misleading to consumers, who think they’re ... and insect resistance — plants engineered to produce their own **protein** ...

Make your description tag a persuasive piece of copy. Entice the searcher to click through to your site. (Click-through rate is an important ranking factor)

# SEO- Friendly Content Management System

Wordpress

PRESSfeed

If you have an in-house CMS find out if it will automatically make the headlines and subheads into title tags and description tags.

# Headline

- 6 – 8 words
- 58 characters including spaces
- Keyword as close to the beginning as possible
- Remember, a brand name is not always a keyword.

# Subhead

120 characters including spaces

Use keywords.

**Item Title**

**Item Description**

(Use for summary of item that will show on RSS feed - 100 words or less)

# Optimize Images & Video



# Analytics

Just a quick word...

Use Google Analytics to improve your content strategy and the quality of your content.

When you know what owned, earned, paid and shared content is getting traction you can adjust your content strategy and productions so that you get better results.

When your content resonates with your audience Google rewards you with better ranking.

# PR Measurement GA Dashboard

A free dashboard created specifically for PR measurement

Currently in beta

Broadly available for download August 18, 2015.

Measure owned, earned, shared and paid media.

Set goals

Track links in content

See where your content is picked up

See where traffic is coming from

# Questions?

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