Google Optimisation Session With Dan Petrovic

Professional Development Series: Secrets to Digital Marketing
Inside Google
How does Google work? Key concepts, signals and events.

Data and Research
Make smarter marketing decisions based on facts and data not gut feeling.

Content Wizardry
Most people don’t read web content, they scan information for useful bits.

Creative Outreach
Learn about the most effective way to promote your content and brand online.

Advanced Tips
Getting the edge over your competitors using tools, data and little known hacks.
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This is the path we’re headed down:

A single unified, beautiful product across everything.

If you don’t get that, then you should probably work somewhere else.
THIS
Link Graph
Theory.

Node - Page or document.
Edge - Link between nodes.
Link Graph - Collection of linked documents.
Random Surfer Model - Document abandonment probability.
Dangling Node - A node with no outgoing edges.
Inside Google
How does Google work? Key concepts, signals and events.
Eigenvector Centrality
(PageRank)
Anchor Text
Link Title
Content
Context
Date
Freshness
Page Title
Link Location
Outbound Links
Page Trust
Domain Trust
...

DEJAN MARKETING
Click Here

<a href="http://mysite.com">Click Here</a>
Key to ranking high?
Lots and lots of links.
High Five.
I fooled Google.
U WOT M8
Bye traffic!
Google Volatility History

algoroo.com
Google’s Link Policy Adapts to SEO Trends

OLD

NEW

“Large-scale article marketing or guest posting campaigns”

“Links with optimized anchor text in articles or press releases distributed on other sites.”

“templates”
Link Signals Rule
Balanced by Others

Links
Signal Speed Matters

- Slow
  - Links
- Fast
  - Chrome Signals
  - Social

QDF
Popular among readers of...

reddit.com
Chrome Signal

news.com.au
Browsing Location

hanselman.com
Google+ Contact
Giant methane storms on Uranus

phys.org

The bitter family feud behind sports giants

Machine Learning. Dismissed as uninteresting.

techcrunch.com

On Secretly Terrible Engineers

Interests

Interests

DEJAN MARKETING
Social Graph
Knowledge Graph
Knowledge Vault
Glimpses of the Future

- Voice Search and Conversation
- Results Before Search
- Zero Parameter Search
Natasha says: “Weather”
Brisbane QLD
Friday 5:00 pm
Clear

Precipitation: 0%

- Voice Input
- Voice Output
- Location Aware
She continues saying just:

"Manila"
Manila, Philippines
Sat
Thunderstorm

30 °C | °F
Precipitation: 60%
Humidity: 76%
Wind: 14 km/h

Temperature | Precipitation | Wind

The Weather Channel - Weather Underground - AccuWeather

- Conversational
- Adjustable
Answer Before Search

Google Now
Gordana’s tablet says:

“Thirty minutes to Belgrade Airport”
Google Now

<table>
<thead>
<tr>
<th>Boarding pass</th>
<th>Events</th>
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<tbody>
<tr>
<td>Activity summary</td>
<td>Packages</td>
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<tr>
<td>Next appointment</td>
<td>Friends’ birthday</td>
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<td>Weather</td>
<td>Your birthday</td>
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<td>Traffic &amp; Transit</td>
<td>Time reminders</td>
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<td>Flights</td>
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<td>Hotels</td>
<td>Event reminders</td>
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<tr>
<td>Restaurant reservations</td>
<td>Saved Offers</td>
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</table>

Google’s Right Now

Fast. Indexes new content in seconds. – **Caffeine**

Smart. More accurate query interpretation. – **Hummingbird**

Demotes thin, repetitive, low quality content. – **Panda**

Demotes link manipulation schemes. – **Penguin**

Local and organic signal integration. – **Pigeon**

**Links Rule.** Heavily dependent on link signals.

Very slow at actioning link spam algorithms. Unfair.

Trying to give direct answers.
How we keep an eye on Google...
Take Advantage, Right Now
Practical technology available right now.

Google+ Personalisation

Massive Study
dejanseo.com.au/google-plus-study
Take Advantage, Right Now
Practical technology already available to you

- Structured Data
- Authorship Markup
Take Advantage, Right Now
Practical technology already available to you

- Canonicalisation
- Pagination
- Internationalisation

Products
- 4000

Indexed Pages
- 400,000
Canonicalisation

http://dejanseo.com.au
http://www.dejanseo.com.au

<link rel="canonical" href="http://dejanseo.com.au"/>

Info: http://www.google.com/support/webmasters/bin/answer.py?answer=139394
Pagination

Pagination Problem:

Solution:
rel="next" and rel="prev"
Internationalisation

Solution:
rel="alternate" hreflang="x"
x-default

Data and Research

Make smarter marketing decisions based on facts and data not gut feeling.
Absolute Position

#1  Could Be

#1.3 #7.9 #n/a
Encrypted Queries

Top Keywords:

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Active Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>(none)</td>
<td>3</td>
</tr>
<tr>
<td>(not provided)</td>
<td>1</td>
</tr>
</tbody>
</table>
Keyword Clustering
Website Conversion Rates Head vs. Long-Tail Terms

Source: conductor.com/resource-center/research/long-tail-search
Update: an improvement to our top search queries data was applied on 12/31/13. Learn More

## Before Update

<table>
<thead>
<tr>
<th>Topic</th>
<th>Value</th>
<th>%</th>
<th>Score</th>
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<tbody>
<tr>
<td>Examples of a call to action</td>
<td>&lt;10</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>What is a CSV file in SEO</td>
<td>&lt;10</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Keyword position</td>
<td>&lt;10</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Link rel canonical</td>
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<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>In the early 2000's, MP3 players replaced CD players as the preferred portable music players. This shift in demand was likely the result of the</td>
<td>&lt;10</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Page rank link</td>
<td>&lt;10</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>SEO Perth WA</td>
<td>&lt;10</td>
<td>0</td>
<td>0%</td>
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</table>
### After Update

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Exact Value</th>
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</thead>
<tbody>
<tr>
<td>examples of a call to action</td>
<td>9</td>
</tr>
<tr>
<td>what is a csv file in soo</td>
<td>0</td>
</tr>
<tr>
<td>keyword position</td>
<td>0</td>
</tr>
<tr>
<td>link rel canonical</td>
<td>0</td>
</tr>
<tr>
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</tr>
<tr>
<td>page rank link</td>
<td>0</td>
</tr>
<tr>
<td>seo perth wa</td>
<td>0</td>
</tr>
</tbody>
</table>
QUESTIONS TO ASK:

1. What phrases have good search volume?
2. How well do I rank for those phrases?
3. What is my average CTR?
4. Can I outrank the result above me?
5. How much more traffic would I get?
6. What financial impact would it have?

http://phraseresearch.com/
Samsung GALAXY Tab 3
Impressions: 2000
Clicks: 200
CTR: 10%
Average Position: 4.2
Price: $200
Conversion Rate: 1%

Google Nexus 7
Impressions: 1000
Clicks: 200
CTR: 20%
Average Position: 9.4
Price: $200
Conversion Rate: 1%
What happens when we move from 4 up to position 3?

<table>
<thead>
<tr>
<th>Rank</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>38 %</td>
</tr>
<tr>
<td>2</td>
<td>27 %</td>
</tr>
<tr>
<td>3</td>
<td>22 %</td>
</tr>
<tr>
<td>4</td>
<td><strong>18 %</strong></td>
</tr>
<tr>
<td>5</td>
<td>14 %</td>
</tr>
<tr>
<td>6</td>
<td>12 %</td>
</tr>
<tr>
<td>7</td>
<td>12 %</td>
</tr>
<tr>
<td>8</td>
<td>9 %</td>
</tr>
<tr>
<td>9</td>
<td>10 %</td>
</tr>
<tr>
<td>10</td>
<td>10 %</td>
</tr>
</tbody>
</table>

Samsung GALAXY Tab 3
Impressions: 2000
Clicks: 200
CTR: 10%
Average Position: 4.2
Price: $200
Conversion Rate: 1%
Can we expect 22% click-through rate?

Samsung GALAXY Tab 3
Impressions: 2000
Clicks: 200
CTR: 10%
Average Position: 3.2
Price: $200
Conversion Rate: 1%

<table>
<thead>
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</tr>
</thead>
<tbody>
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<tr>
<td>9</td>
<td>10%</td>
</tr>
<tr>
<td>10</td>
<td>10%</td>
</tr>
</tbody>
</table>
Samsung GALAXY Tab 3

Impressions: 2000
Clicks: 200
CTR: 10%  
Average Position: 4.2
Price: $200
Conversion Rate: 1%

Adjusting for any deviations from the norm may be required.

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<td>8</td>
<td>9%</td>
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<tr>
<td>9</td>
<td>10%</td>
</tr>
<tr>
<td>10</td>
<td>10%</td>
</tr>
</tbody>
</table>
Samsung GALAXY Tab 3
Phrase Potential: 200+ clicks

Google Nexus 7
Phrase Potential: 500+ clicks

Is this now an easy choice?
Can GSM Arena move up easily?
Search Term “Galaxy Tab 3”
How about for “Nexus 7”?
Difficulty Score: 29%
for valentines hampers

Moderately Competitive
Search results in this category require high authority domains with well-targeted pages OR lower authority sites with powerful individual pages to achieve top results.
Samsung GALAXY Tab 3
Phrase Potential: 200+ clicks
Keyword Difficulty: 20

Google Nexus 7
Phrase Potential: 500+ clicks
Keyword Difficulty: 80
Samsung GALAXY Tab 3
Potential Score: 40

Google Nexus 7
Potential Score: 25
What else can we do?
Non Ranking Keywords

- Google AdWords
- Keyword Planner
- Other Source

Existing Estimates
Based on ranking keywords
Financial Scenarios

Conversion Rate

Lifetime Value

Conversion Value

Profit Margins
<table>
<thead>
<tr>
<th>Keyphrase</th>
<th>Impressions</th>
<th>Rank</th>
<th>Current Clicks</th>
<th>Clicks if #1</th>
<th>Clicks if #2</th>
<th>Clicks if #3</th>
<th>Clicks if Up 1 Pos**</th>
<th>$ Current</th>
<th>$ if #1</th>
<th>$ if #2</th>
<th>$ if #3</th>
<th>$ if Up 1 Pos**</th>
<th>Difficulty</th>
<th>Potential Score</th>
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<tbody>
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<th>Clicks if #2</th>
<th>Clicks if #3</th>
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<td>38,400</td>
<td>32,502</td>
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<td>27,645</td>
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<tr>
<td>Traffic Increase</td>
<td>9,327</td>
<td>1,429</td>
<td>2,427</td>
<td>-1,428</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketshare</td>
<td>30%</td>
<td>38%</td>
<td>32%</td>
<td>31%</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Marketshare Increase</td>
<td>8%</td>
<td>2%</td>
<td>1%</td>
<td>-1%</td>
<td></td>
<td></td>
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<tr>
<td>Financial Increase per Month*</td>
<td>$15,110</td>
<td>$5,555</td>
<td>$3,032</td>
<td>$-2,313</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Unusual discovery
Arm yourself with data. Work smart.
No more hitting piñata blindfolded.
Content Wizardry
Most people don’t read web content, they scan information for useful bits.
Content Wizardry

Most people don't read web content, they scan information for useful bits.

- I'm impatient to find answers: 56%
- Find text to be too long to bother: 47%
- Lose interest in what I'm reading: 43%
- Poor layout and text formatting: 38%
- A difficult or confusing read: 18%
- Don't trust the website: 18%
SEO companies are now turning into…

“Digital Agencies”
They have a new name for link building.

“Content Marketing.”
CONTENT MARKETING

SO HOT RIGHT NOW
Is your agency any good at content?

Go visit their blog. Check out social shares.
Your content has to be good though.
Types of Content

- Research / Whitepaper
- Step by Step Guide
- Instruction Manual
- Chart / Diagram
- Website Page
- Infographic
- Slideshow
- Blog Post
- Brochure
- Template
- Image
- Video
- Table
- Tool
Content Qualities

- Problem-Solving
- Comprehensive
- Controversial
- Newsworthy
- Authoritative
- Instructional
- Trustworthy
- Entertaining
- Educational
- Informative
- Accurate
- Helpful
- Timely
- Fresh
Types of Content

- Research / Whitepaper
- Step by Step Guide
- Instruction Manual
- Chart / Diagram
- Website Page
- Infographic
- Slideshow
- Blog Post
- Brochure
- Template
- Image
- Video
- Table
- Tool

Content Qualities

- Problem-Solving
- Comprehensive
- Controversial
- Newsworthy
- Authoritative
- Instructional
- Trustworthy
- Entertaining
- Educational
- Informative
- Accurate
- Helpful
- Timely
- Fresh

Linkable Content
<table>
<thead>
<tr>
<th>Article</th>
<th>Unique Views</th>
<th>Time</th>
<th>Tweets</th>
<th>Likes</th>
<th>Plusones</th>
<th>LinkedIn</th>
<th>Total</th>
<th>Share</th>
<th>Words</th>
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</thead>
<tbody>
<tr>
<td>Co-Citation Experiment</td>
<td>1,112</td>
<td>5:46</td>
<td>150</td>
<td>14</td>
<td>89</td>
<td>44</td>
<td>297</td>
<td>4%</td>
<td>1048</td>
</tr>
<tr>
<td>PDF Hack</td>
<td>1,532</td>
<td>5:32</td>
<td>107</td>
<td>38</td>
<td>115</td>
<td>24</td>
<td>284</td>
<td>2%</td>
<td>2169</td>
</tr>
<tr>
<td>Thin Content Update</td>
<td>5,394</td>
<td>4:10</td>
<td>244</td>
<td>149</td>
<td>129</td>
<td>62</td>
<td>584</td>
<td>1%</td>
<td>622</td>
</tr>
<tr>
<td>SEO for Multilingual eCommerce Websites</td>
<td>9,303</td>
<td>5:13</td>
<td>82</td>
<td>36</td>
<td>100</td>
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<td>4:36</td>
<td>43</td>
<td>19</td>
<td>58</td>
<td>18</td>
<td>138</td>
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<tr>
<td>Extortion Email</td>
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<td>3:53</td>
<td>254</td>
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<td>221</td>
<td>99</td>
<td>660</td>
<td>0.01</td>
<td>558</td>
</tr>
</tbody>
</table>

- **No Links**
- **Plenty of Links**
Link Lubricators
Things that help links happen.

• Corporate and Personal Brand
  • Advertising and PR
  • Exhibitions and Events
  • Video Channel

• Relationships
  • Social Media
  • Partners and Customers
  • Fans and Advocates
Once you build a reason for links to happen naturally, you never have to worry about link building again.
With a little nudge here and there.
Dan Petrovic is Australia’s best-known name in the field of search engine optimisation. His research and experiments have drawn attention of the worldwide community and major industry blogs. Dan is a frequent blogger and a speaker at all major Australian and select international search industry events. Conference delegates describe him as a passionate presenter with practical and actionable approach. Dan holds a multimedia degree from Griffith University in Brisbane, where he often presents as a guest lecturer and contributes to quality of teaching material as a member of the curriculum advisory board. Outside his day job Dan’s interests are in the field of science, education, research, technology, electronic music and futurism. The best way to connect with Dan is through Google+.

Download profile images:
- Dan Petrovic [Transparent Background PNG]
- Dan Petrovic [White Background JPG]
Speaker bios:

With more than 7 years of experience doing Search Engine Optimization for European, American and Latin-American companies, Aleyda is an International SEO Consultant - service that she provides through her company Orainti-, co-founder of Tribalytics - a social influencers marketing tool-, and a Moz Associate. Aleyda has a deep experience as SEO consultant and has previously worked as - The Head of Digital Strategy at WooRank - SEO Manager at Forex Club and Bodaclick Systems engineer with an E-Commerce Master by the University of Salamanca, she also collaborates as a teacher at - The Search Engine Master of the Pompeu Fabra University - The SEO – SEM Master at KSchool in Madrid.

Dan Petrovic is Australia’s best-known name in the field of search engine optimisation. His research and experiments have drawn attention of the worldwide community and major industry blogs. Dan is a frequent blogger at major Australian and select international search industry events. Conference delegates describe him as a passionate presenter with practical and actionable approach. Dan holds a multimedia degree from Griffith University in Brisbane, where he often presents as a guest lecturer and contributes to quality of teaching material as a member of the curriculum advisory board. Best way to get in touch with Dan is through Google+.

Rand Fishkin is founder, former CEO and now Wizard of Moz (formerly SEOmoz), a leader in the field of search engine optimization tools, resources & community. In 2009, he co-authored the Art of SEO from O’Reilly Media and was named among the 30 Best Young Tech Entrepreneurs Under 30 by BusinessWeek. Rand has been written about it in The Seattle Times, Newsweek and the NY Times among others and keynoted conferences on search around the world. He’s particularly passionate about the SEOmoz blog, read by tens of thousands of search professionals each day. In his minuscule spare time, Rand enjoys the company of his amazing wife, Geraldine.

Kasper Szymanski left the Search Quality team in 2013, where he has been the driving force behind global web spam tackling initiatives since 2006, as well as the public face spearheading Google webmaster outreach and communication efforts in EMEA. Kasper is best known in the industry for his public speaking and publishing on behalf of Google. He knows everything about applying the disavow links tool and reconsideration requests. Currently Kasper offers as a founding member of SearchBrothers.com SEO consulting and recovery services to site owners who experienced site issues because of Google Webmaster Guideline violations.
Where to start?
Search Queries

Top queries

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<tr>
<th>Page</th>
<th>Impressions</th>
<th>Clicks</th>
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CTR | Avg. position
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1%  | 25             
6%  | 5.3            
12% | 20             
22% | 14             
17% | 12             
4%  | 24             
23% | 19             
3%  | 11             
23% | 9.9            
2%  | 9.9            
5%  | 24             
4%  | 98             
10% | 18             

DEJAN MARKETING
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<th>Your pages</th>
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<td>PA</td>
<td>Linking Root Domains</td>
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<td>How I Hijacked Rand Fish...</td>
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<td>Coming Up: The Biggest...</td>
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<td>Hello, this is an extortion...</td>
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<td>Dan Petrovic</td>
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</table>
A Comprehensive Study of Content and Brand Visibility on Google+

Wednesday April 16, 2014  Category: Research, Social, Web & Technology

Understanding Google+
Google has been aggressively attempting to diversify away from search. Over the years they’ve come up with a number of promising products in a sea of failed experiments. When Larry Page took charge of Google’s direction once again, we witnessed a sudden shut down of unstable products. What followed was profound integration of Google’s products services into a single unifying platform.

At the centre of all that action was Google+ which now fuses most of their key products and services including Search, AdWords, Gmail, YouTube, Drive, Picasa, Places, Android, Chrome, Maps and Earth.

Live Example:
dejanseo.com.au/google-plus-study/
I SHOULD WRITE ANOTHER ONE
Buying Links
Google: Buying links is against our guidelines.
Is paying a link builder to get you some links same as buying the links yourself?

Even if they do it nicely.
“It’s not the case that I’d have a link building team that would go out and email everyone to try to get links to my clients websites”.

John Mueller, Google
How about link building through marketing?
Google be like…
Creative Outreach
Learn about the most effective way to promote your content and brand online.
8 unique domain links
8 links:

- 4 text links
- 1 image link
- 3 nofollow
Impressions  
Clicks  
Links
Outreach **Before** Content

- Experts
  - Input-Request
  - Fact Verification
  - Data Source
  - Usage Permission
  - Ego-Bait
- Influencers
  - Conversation
  - Interview

Content
Crowdfunding Campaigns

Your Product

Related Kickstarter Campaigns

Crowdfunding Campaigns

- Goldilocks Rules:
  - Not too hot, not too cold
  - Pick “Borderline” Celebrities
  - Almost there projects

- Check social following
  - Both for entrepreneurs and their brand

- Full interview
- Factual verification
- Issuing a quote or a statement
- Approval to feature their product and brand
- Media usage permissions
In the Media

- Search for:
  - “In the Media”
  - “Media Mentions”
  - “In the News”

- Optional” Combine with your terms
- Pick the ones that link out
- Sort opportunities by quality

dejanseo.com.au/accolades
What is the largest star? (Beginner) - Curious About...

What is the largest star in the universe and how many of our suns would it take...

The best I can do is tell you what the largest known star is, but to do that I also...
In order to know what the largest star in the universe is we would have had to look at all the stars. We haven't come close to that - we haven't even looked at all the stars in our galaxy. There are about 100 billion stars in our galaxy, and about as many galaxies in the observable universe so you might understand why.

curious.astro.cornell.edu
What if it doesn’t work?

Worst case scenario, you’ve got a great piece of well-referenced content.
Finding Influencers
The Goldilocks Zone: Vertical Celebrities

Darren
199,531 followers

Laurel
94,149 followers

Dan
18,556 followers
Ben is persuasive, independent, loves to take calculated risks, and sometimes disregards existing structures entirely.

Accuracy confidence: 46%

We found limited data for Ben, but enough to analyze. Where does this come from?

When speaking to Ben...
- Expect him to interrupt
- Stick to the big picture
- Don’t expect to lead the conversation
- Don’t take time to earn trust before making your point

When emailing Ben...
- Write 3 sentences or less
- Write with short, casual language and abbreviations
- Don’t use a sentence to express appreciation for his time
- Don’t use a formal greeting and closing
Ben Grubb

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Don’t use a formal greeting and closing

Related profiles:
- Jim Kersten
- Victoria Woolf
- Brian Fitzgerald
- Lia Tinson
- Molly Wood

Do you know Ben?
You can help improve the accuracy of his profile.

Twee this sentence    Save screenshot
Your relationship with Ben

Click to preview your relationship or...

Look up Ben’s relationship with another person »

How Ben would relate to the DEJAN team:

Ben is very similar to:

Martin Reed
Chris Butterworth
Ben Grubb

Ben is persuasive, independent, loves to take calculated risks, and sometimes disregards existing structures entirely.

Accuracy confidence: 46%

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- Write with short, casual language and abbreviations
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- Don't use a formal greeting and closing
Rand Fishkin <rand@moz.com>
to: Trevor Klein, elijah, mo

Trevor and Elijah are your folks!

Trevor/Elijah - Dan Petrovic is coming to Seattle for Mozcon and it would be great to get him in for a filming session. His SEO chops are some of the world's best.

Interview Request

Ben Grubb (fairfaxmedia.com.au)

Interview Request

Hey Ben,

Dan, it's a pleasure to work with him to.

Fantastic! Sure.

I wanted to ask you a few questions as part of an upcoming article which outlines the results of the latest research into how Australians consume content online.

Would you mind if I send the questionnaire?

Dan

Trevor Klein
Content Strategist
Moz
HOW YOU SHOULD EMAIL

Ben Grubb
Sydney, Australia Wrong person?

Example template View full profile

Ben will respond best if your email is short, blunt, and gives him a challenge.

What to say:

What to avoid:

Improve this email:

Instead of saying I wanted to ask you..., just ask the question.

Instead of saying I wanted to ask you..., just ask the question.

Instead of would you mind... ask the question directly, like can you... or are you available to...

Copyright 2015. Crystal Project Inc. | hello@crystalnews.com
**What to say:**

- Short, incomplete sentences (i.e. "Need this tonight.", "Sent the wrong one.")
- "You should take the lead"
- Blunt language
- "Use your best judgement"
- "It's already taken care of"
- "It's up to you."
- "The end goal…"
- "You can do better than that"
- "ASAP"
- "I disagree."

**What to avoid:**

- "…to earn your trust"
- "widely-accepted", "well-established"
- "in reference to our previous discussion…"
- Subtle hints
- "I understand how you feel…"
- Formal grammatical structure
- "I appreciate the time…"
- "The safest bet is to…"
- "the consensus is…"
- "…what your team thinks"
Template:

Try coffee for free

Ben,

I'm introducing a new drink that can help you wake up more quickly in the morning and feel more energized at work. It's called "Coffee" and it's selling quickly, so please call or email me this week if you'd like to try it.

-[user_name]
Trevor and Elijah are your folks!

Trevor/Elijah - Don Petovic is coming to Seattle for MozCon and it would be great to get him in WB Friday studios for a filming session. His SEO shoes are some of the world’s best.

—

Need your opinion

Ben Grubb (fairfaxmedia.com.au)

Need your opinion

Ben, my research just showed that only one in five Australians actually read full web articles. The rest will skim and read parts only. Can you tell me if you as a journalist are aware of this and what you do with your writing do to tackle this?

Dan

I’d love to get your given that discussion will be taken and well.

Thrilled you’re coming.

Cheers,
Trevor

Trevor Krause
Content Strategist
Moz

W: moz.co/f
f: www.facebook.com/ Moz

Send Good Job
Advanced Tips
Getting the edge over your competitors using tools, data and little known hacks.

ahrefs.com
majestic.com
moz.com/researchtools/ose/
• Free. Passive, no-effort acquisition.
• Organic. Low risk of causing penalties.
• Copy-Proof. Difficult to replicate.
<table>
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<td><a href="http://a80la.com/goole-mobile-friendly-test-bookmarklet/">http://a80la.com/goole-mobile-friendly-test-bookmarklet/</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chris Butanworth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.beleciavko.com/">http://www.beleciavko.com/</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dejan SEO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://dataunion.org/11266.html">http://dataunion.org/11266.html</a></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dejan SEO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>200</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
### Links report for dejanseo.com.au - New links from last login (2015-05-05)

#### Links per day

<table>
<thead>
<tr>
<th>Date</th>
<th>Number of Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-04-23</td>
<td>60</td>
</tr>
<tr>
<td>2015-04-24</td>
<td>45</td>
</tr>
<tr>
<td>2015-04-25</td>
<td>50</td>
</tr>
<tr>
<td>2015-04-27</td>
<td>50</td>
</tr>
<tr>
<td>2015-04-28</td>
<td>35</td>
</tr>
<tr>
<td>2015-04-29</td>
<td>25</td>
</tr>
<tr>
<td>2015-05-01</td>
<td>30</td>
</tr>
<tr>
<td>2015-05-02</td>
<td>40</td>
</tr>
<tr>
<td>2015-05-03</td>
<td>35</td>
</tr>
<tr>
<td>2015-05-04</td>
<td>20</td>
</tr>
<tr>
<td>2015-05-05</td>
<td>15</td>
</tr>
</tbody>
</table>

#### Referral traffic per day

<table>
<thead>
<tr>
<th>Date</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-04-23</td>
<td>100</td>
</tr>
<tr>
<td>2015-04-24</td>
<td>80</td>
</tr>
<tr>
<td>2015-04-25</td>
<td>60</td>
</tr>
<tr>
<td>2015-04-26</td>
<td>50</td>
</tr>
<tr>
<td>2015-04-27</td>
<td>40</td>
</tr>
<tr>
<td>2015-04-28</td>
<td>30</td>
</tr>
<tr>
<td>2015-04-29</td>
<td>20</td>
</tr>
<tr>
<td>2015-05-01</td>
<td>15</td>
</tr>
<tr>
<td>2015-05-02</td>
<td>10</td>
</tr>
<tr>
<td>2015-05-03</td>
<td>5</td>
</tr>
<tr>
<td>2015-05-04</td>
<td>3</td>
</tr>
<tr>
<td>2015-05-05</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Backlinks

<table>
<thead>
<tr>
<th>Link</th>
<th>Found</th>
<th>Follow</th>
<th>Traffic</th>
<th>OBL</th>
<th>Actions</th>
<th>Date</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://inbound.org/ls/inbound/OSEO/apvates/latest">http://inbound.org/ls/inbound/OSEO/apvates/latest</a></td>
<td>Yes</td>
<td>Yes</td>
<td>4</td>
<td>1</td>
<td></td>
<td>2015-05-04</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.reddit.com/r/giglio/top/?sort=top&amp;t=month&amp;vw">http://www.reddit.com/r/giglio/top/?sort=top&amp;t=month&amp;vw</a> […]t=3.31jyew</td>
<td>Yes</td>
<td>Yes</td>
<td>3</td>
<td>1</td>
<td></td>
<td>2015-05-03</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.ajrats/seo-copywriting/">http://www.ajrats/seo-copywriting/</a></td>
<td>Yes</td>
<td>Yes</td>
<td>3</td>
<td>1</td>
<td></td>
<td>2015-05-03</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.marketinghypermision.com/category/newsletter">http://www.marketinghypermision.com/category/newsletter</a> […]esletters/</td>
<td>Yes</td>
<td>Yes</td>
<td>8</td>
<td>1</td>
<td></td>
<td>2015-05-02</td>
<td></td>
</tr>
<tr>
<td><a href="http://inbound.org/ls/Butterworth_Shares">http://inbound.org/ls/Butterworth_Shares</a></td>
<td>Yes</td>
<td>Yes</td>
<td>8</td>
<td>1</td>
<td></td>
<td>2015-05-02</td>
<td></td>
</tr>
<tr>
<td><a href="http://inbound.org/ls/inbound/OSEO/apvates">http://inbound.org/ls/inbound/OSEO/apvates</a></td>
<td>Yes</td>
<td>Yes</td>
<td>8</td>
<td>1</td>
<td></td>
<td>2015-05-02</td>
<td></td>
</tr>
<tr>
<td>Google Webmaster Tools Updates. Download to Spreadsheet dejanseo.com.au</td>
<td>Yes</td>
<td>Yes</td>
<td>8</td>
<td>1</td>
<td></td>
<td>2015-05-02</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.searchenginerpeople.com/blog/1504-link-build">http://www.searchenginerpeople.com/blog/1504-link-build</a> […]t.html</td>
<td>Yes</td>
<td>Yes</td>
<td>8</td>
<td>1</td>
<td></td>
<td>2015-05-02</td>
<td></td>
</tr>
<tr>
<td><a href="http://dejanseo.com.co/ls/giglio/">http://dejanseo.com.co/ls/giglio/</a></td>
<td>Yes</td>
<td>Yes</td>
<td>4</td>
<td>1</td>
<td></td>
<td>2015-05-01</td>
<td></td>
</tr>
</tbody>
</table>

Showing 1 to 10 of 17,667 entries (filtered from 1,464,016 total entries)
### Most Linked Pages

<table>
<thead>
<tr>
<th>Targeted page</th>
<th>Number of links</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>31,446</td>
</tr>
<tr>
<td>/wp-content/themes/Dynamix/image/dejan-seo-logo.gif</td>
<td>2,133</td>
</tr>
<tr>
<td>/google-plus-seo/</td>
<td>1,938</td>
</tr>
<tr>
<td>/hacked/</td>
<td>1246</td>
</tr>
<tr>
<td>/fun/google-skynet/</td>
<td>992</td>
</tr>
<tr>
<td>/category/company-news/favicon.ico</td>
<td>786</td>
</tr>
<tr>
<td>/mind-blowing-hack/</td>
<td>663</td>
</tr>
<tr>
<td>/fun/google-skynet/utm_source=Outbrain&amp;utm_medium=social&amp;utm_campaign=bttest</td>
<td>654</td>
</tr>
<tr>
<td>/fun/extortion-email/</td>
<td>604</td>
</tr>
<tr>
<td>/fun/office-creatio/</td>
<td>553</td>
</tr>
</tbody>
</table>

Showing 1 to 10 of 2,083 entries

### Top Referrers by Traffic

<table>
<thead>
<tr>
<th>Link</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://news.google.com/">http://news.google.com/</a></td>
<td>26,494</td>
</tr>
<tr>
<td><a href="http://yahoo.com/">http://yahoo.com/</a></td>
<td>4,391</td>
</tr>
<tr>
<td><a href="http://www.sapo.in/">http://www.sapo.in/</a></td>
<td>3,481</td>
</tr>
<tr>
<td><a href="http://eigermo.com/">http://eigermo.com/</a></td>
<td>3,324</td>
</tr>
<tr>
<td><a href="http://dejanseo.hs/wp-content/themes/Dynamix/style.css">http://dejanseo.hs/wp-content/themes/Dynamix/style.css</a></td>
<td>2,161</td>
</tr>
<tr>
<td><a href="http://white.ly/link-discovery-statistics/">http://white.ly/link-discovery-statistics/</a></td>
<td>2,057</td>
</tr>
<tr>
<td><a href="http://dejanseo.hs/kako-za-arhiti-online-posao-freelance.rs/">http://dejanseo.hs/kako-za-arhiti-online-posao-freelance.rs/</a></td>
<td>1,764</td>
</tr>
<tr>
<td><a href="http://dejanseo.rs/">http://dejanseo.rs/</a></td>
<td>1,753</td>
</tr>
</tbody>
</table>

Showing 1 to 10 of 1,000 entries
My PDFs attracted 180 links from 109 domains
<table>
<thead>
<tr>
<th>Domain</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>addictedtoseo.com</td>
<td>18</td>
</tr>
<tr>
<td>dejanseo.com.au</td>
<td>9</td>
</tr>
<tr>
<td>theinfo/service.com</td>
<td>6</td>
</tr>
<tr>
<td>google.com</td>
<td>8</td>
</tr>
<tr>
<td>pixel.com.sg</td>
<td>6</td>
</tr>
<tr>
<td>medicampdfis.com</td>
<td>5</td>
</tr>
<tr>
<td>google.com</td>
<td>3</td>
</tr>
<tr>
<td>blogspot.com</td>
<td>3</td>
</tr>
<tr>
<td>freedocumentssearch.com</td>
<td>3</td>
</tr>
<tr>
<td>quora.com</td>
<td>4</td>
</tr>
<tr>
<td>friendload.com</td>
<td>4</td>
</tr>
<tr>
<td>inbound.org</td>
<td>3</td>
</tr>
<tr>
<td>altinviato.org</td>
<td>3</td>
</tr>
<tr>
<td>pixel-push.com</td>
<td>3</td>
</tr>
<tr>
<td>facewap.ru</td>
<td>3</td>
</tr>
<tr>
<td>online.net</td>
<td>3</td>
</tr>
<tr>
<td>katacontoh.com</td>
<td>2</td>
</tr>
<tr>
<td>pdflive.com</td>
<td>1</td>
</tr>
<tr>
<td>photoshoppcs5download.com</td>
<td>1</td>
</tr>
<tr>
<td>linkarii.com</td>
<td>1</td>
</tr>
<tr>
<td>codemagazine.net</td>
<td>1</td>
</tr>
<tr>
<td>downloadly.org</td>
<td>1</td>
</tr>
<tr>
<td>x10.mx</td>
<td>1</td>
</tr>
<tr>
<td>warriorforum.com</td>
<td>1</td>
</tr>
<tr>
<td>bertland.com</td>
<td>1</td>
</tr>
<tr>
<td>naturalin</td>
<td>1</td>
</tr>
</tbody>
</table>
Am I getting any value from this?
PDF is kind of like Flash.

“If you can make your content in a Web-Native format, such as pure HTML, that’s often a little more useful to users than just a pure PDF file.”

`.htaccess`

```html
<Files "Choose-Dejan-SEO.pdf">
</Files>
```
Automated Link Attribution

http://wordpress.org/extend/plugins/copy-link/

User Benefits:
Helps users find original source of information
Link attribution is optional and not forced on end-user

Webmaster Benefits:
Prevent content duplication
Earn natural links and improve your SEO
Tool Leveraging

algoroo.com
05/03/2015 - Slightly elevated activity, however well within the expected range.
04/03/2015 - Nothing to report.
03/03/2015 — Very stable results. No changes in algorithm are expected today.
02/03/2015 — Today we’re seeing a slightly more stable day but still with higher activity than previous week. No major shifts are expected however.
01/03/2015 — We’ve just recorded the second abnormal Epoch 9 spike. The first one took place on the Valentine’s Day with volatility about a third more prominent than the epoch averages. A data refresh or an algorithm update are more likely to follow at this stage, however at only 1.7 roos, the activity itself does not represent a significant event...
Unusual Products & Easter Eggs

Total Backlinks: 1,100
Referring Domains: 387

kogan.com/au/blog/new-internet-explorer-7-tax
Post-Purchase Enthusiasm
Order placed

Thank you. Your order has been placed, and you will receive a confirmation email shortly.

ITEM | PRICE | QTY | TOTAL
--- | --- | --- | ---
Nexus 7 (16GB) | AU$299.00 | 1 | AU$299.00

PAID WITH
MASTERCARD xxx

BILL TO
1 Clunies Ross Court
Dejan SEO
Eight Mile Plains, QLD 4113 AU

1 Google Play
Google Play is the new home for all your favorite ...

Hey Matt,

Remember what you said about PDF links not passing any PageRank? Well I’ve found a solution for that. Canonicalise away from PDF to a HTML file using .htaccess and we’re good.

```
<Files "Choose-Dejan-SEO.pdf">
</Files>
```

Dan Petrovic
Director

dan.petrovic@dejanseo.com.au / 07 3188 9201
Every instance of the logo in this presentation is a link.
• Marketing Material
• Speaking Engagements
• Brochures
• Articles
• Blog Posts
• Whitepapers

• Newsletters
• Staff Emails
• Vehicles
• Signage
• Events
• Job Ads

LINK ALL THE THINGS
Could-Be Links.

- Broken Links
  - 404 (Self)
  - 404 (Competitor)
  - Syntax Error
  - Deleted Page
  - Nofollowed
- Non Links
  - Brand Mention
  - People Mention
  - Logo Use
  - Missing Attribution
Rejuvenating Old Content

#postanniversary

dejanseo.com.au/content-rejuvenation
Competitions for Boring Retail Products
url#competition
Thank you!

deanseo.com.au/slides