

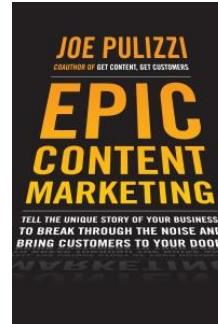
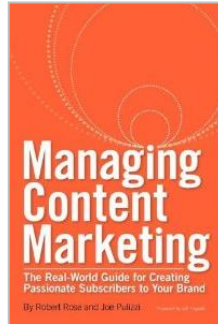
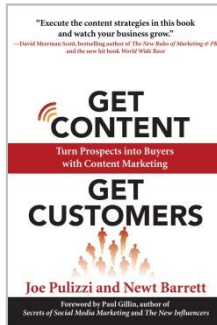
TODAY'S WEBINAR:

More Traffic, More Leads, More Business - Content Marketing and SEO

Before We Get Started

- Interact with the presenters anytime – ask questions!
- Type into the “ask a question” text area – click submit.
- The slides will advance automatically throughout the event.
- Having trouble? Click “Help” link below the media player.

Hi, I'm Joe Pulizzi @JoePulizzi



Content Marketing Institute

CMI teaches marketers how to effectively own their media channels to attract and retain customers.



EVENTS

CONTENT MARKETING WORLD



MAGAZINE

CHIEF CONTENT OFFICER



CONSULTING

EDUCATION, TRAINING & ADVISORY



February 26, 2014
Virtual Event



31 March – 2 April 2014
Sydney, Australia



September 8 - 11, 2014
Cleveland, OH

Today's Agenda

- How do search engines work today?
- What are effective strategies for today's environment?
- How can you leverage social for improved SEO?
- How can you optimize specific types of content?

Today's Speaker

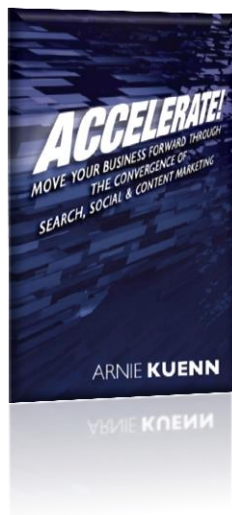
Arnie Kuenn
[@ArnieK](#)



About Your Presenter...



- President of Vertical Measures – A Search, Social & Content Marketing Agency
- Instructor for the Content Marketing Institute & Online Marketing Institute
- Write for Marketing Land and Chief Content Officer
- Been an Internet marketer longer than Google has existed.



How Important is Search?

93% of all consumers use search prior to making a purchase

86% of searchers conduct non-branded queries

90+% of buyers click on organic links vs. the sponsored ads

Source: GroupM



Over 9 Out of 10

Google fishing boat

Web Images Maps Shopping News More Search tools






About 89,800,000 results (0.70 seconds)

Ad related to fishing boat

[Small Fishing Boats - TakeMeFishing.org](#)
www.takemefishing.org/Boating
 Get Small fishing boats rentals, rules, tips – we're your boating source.
 Take Me Fishing has 456 followers on Google+
 Get A License - Fishing Hot Spots - Fish Species - Register Your Boat

[Shop for fishing boat on Google](#)

Sponsored

				
Offshore Fishing Boat	Tournament Fishing Boat	KL Industries Fishing Boat	Pelican Fishing Boat	Carver V-hull Fishing Boat
\$245.57 Wholesale M...	\$207.08 Wholesale M...	\$1799.99 Gander Moun...	\$999.99 Gander Moun...	\$269.95 eBay

Shop by price: [Up to \\$250](#) [\\$250 – \\$500](#) [\\$500 – \\$1000](#)


[Fishing Boats | eBay](#)
 motors.shop.ebay.com › Buy › Boats
 Buy and sell Fishing Boats, Fishing Boat for Sale, Used Boat, Boats items on eBay Motors online auction.

[Fishing vessel - Wikipedia, the free encyclopedia](#)
https://en.wikipedia.org/wiki/Fishing_vessel
 A fishing vessel is a boat or ship used to catch fish in the sea, or on a lake or river.
 ... It is difficult to estimate the number of recreational fishing boats. They range ...
 History - Commercial vessels - Artisan vessels - Recreational vessels

[Alumacraft: Aluminum Fishing Boats, Jon boats, Bass Boats, All ...](#)
www.alumacraft.com/
 Celebrating a 65 year tradition of high quality fishing boats, our aluminum boats are better built, a better ride and are far more affordable than any other ...
 2013 Models - Packages - LE Package - Contact

[Lund Boats | Aluminum Fishing Boats For Sale | Fiberglass Fishing ...](#)
www.lundboats.com/
 Manufacturer of aluminum boats for fishing, water skiing, and cruising.

[Images for fishing boat](#) - Report images



Ads

[Fishing Boat](#)
www.basspro.com/
 Save on our Huge Range of Marine accessories. Top Brands, Low Prices

[Portable Folding Boats](#)
www.porta-bote.com/
 Revolutionary Boat Folds 4" World's Most Portable Fishing Boat

[Small Fishing Boats](#)
www.freedomelectricmarine.com/
 Stable, Nearly Indestructible
 The last boat you'll buy.

[Fishing Boats Cheap](#)
www.shop411.com/Fishing+Boats+Cheap
 Find our Lowest Possible Price!
 Search for Fishing Boats Cheap

[New Small Fishing Boats](#)
small-fishing-boats.buycheap.com/
 Save Big On Small Fishing Boats Used:
 Massive Selection & Ultra-Cheap!


[Fishing Boat](#)
phoenix.local.com/
 Find Fishing Boat Near You With The Web's Local Search Engine!

[Sport Fishing Boats](#)
www.bostonwhaler.com/SportFishing
 Find a Boston Whaler Fishing Boat For Ocean, Saltwater & Bay Angling.

[Fishing Boat](#)
www.amazon.com/
 Great Prices and Huge Selection
 Qualified orders over \$25 ship free


[See your ad here](#)

How Search Works



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[PHOTO CONTEST](#)
[IDEAS](#)
[AWARDS](#)
[DEALS](#)



[home](#) > [magazine table of contents - october-2004](#) > the 35 best travel sites

[1](#)
[2](#)
[NEXT](#)

The 35 Best Travel Sites

Type *travel* into Google, and you get 172,000,000 results. Here are T+L's annual picks of the sites you should bookmark now.

From October 2004 By Andrea Bennett

Five on-line travel agencies—Cendant, Expedia, Hotels.com, Orbitz, and Travelocity—now control nearly half of the Web-based travel industry in the United States, and the proliferation of Internet travel bookings is outpacing the growth of the industry overall. With so many sites to choose from, though, which ones will best prepare you for your next trip? We've highlighted the top links for each category from airlines to weather.

ÜBER-ENGINES

The next generation of "meta" travel agents—search engines that scan on-line consolidators, suppliers, and the major booking sites—have now added international booking sites and low-fare carriers to their repertoires. Three of our favorites:

Kayak.com Still being tested at press time, Kayak will search 15 sites and allow you to sort airfare results by departure or arrival time.

Mobissimo.com scours 55 U.S. and international sources and converts foreign currencies to U.S. dollars.

Qixxo.com mines info from agencies, major carriers, small charter companies, and discount airlines—28 in all.

AIRLINES

Seats, airport lounges, airline services, and flights are all rated by visitors to [www.airlinequality.com](#), a site created by international aviation consultants Skytrax, who also run [Flatseat.com](#), the definitive guide to first and business class on more than 60 airlines.

AIRPORTS

Click on any of the 56 worldwide airports on [Airwise.com](#) to get the latest terminal news, plus shop and restaurant directories and ground transportation options.

AUCTION SITE

On [Luxurylink.com](#) you can bid on resort stays and packaged luxury vacations at discounted rates.



Search Optimization Elements

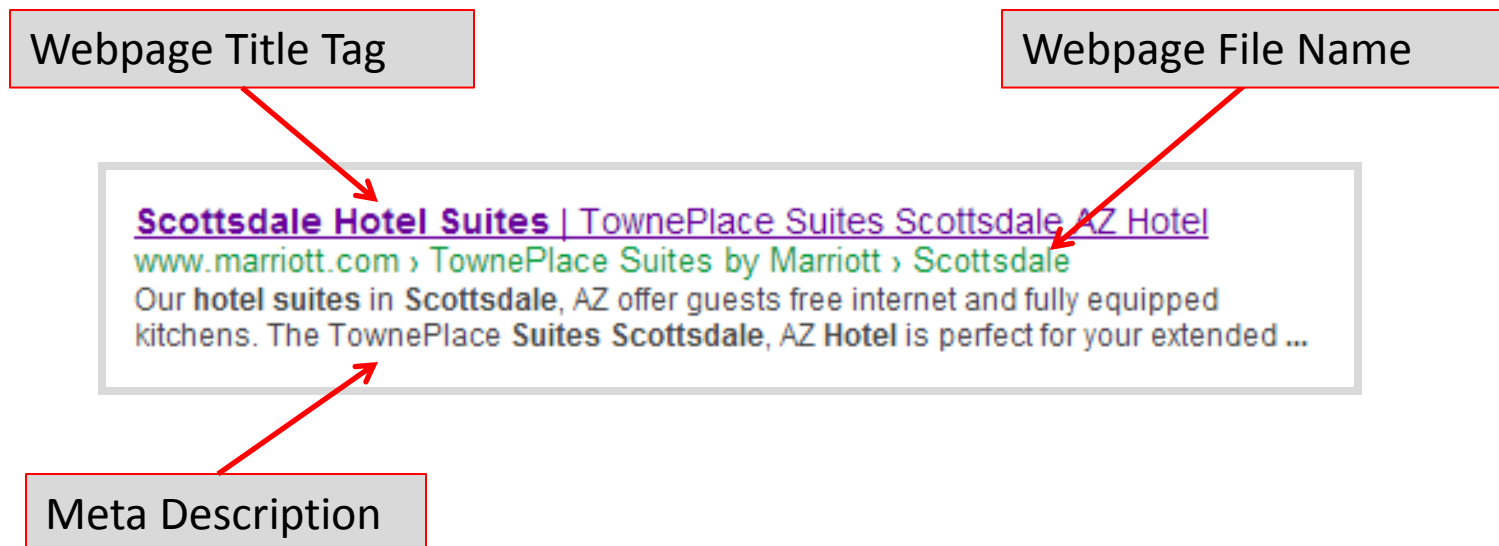
The image shows a screenshot of the Marriott TownePlace Suites Scottsdale website. Red boxes and arrows point to specific elements, identifying them as SEO components:

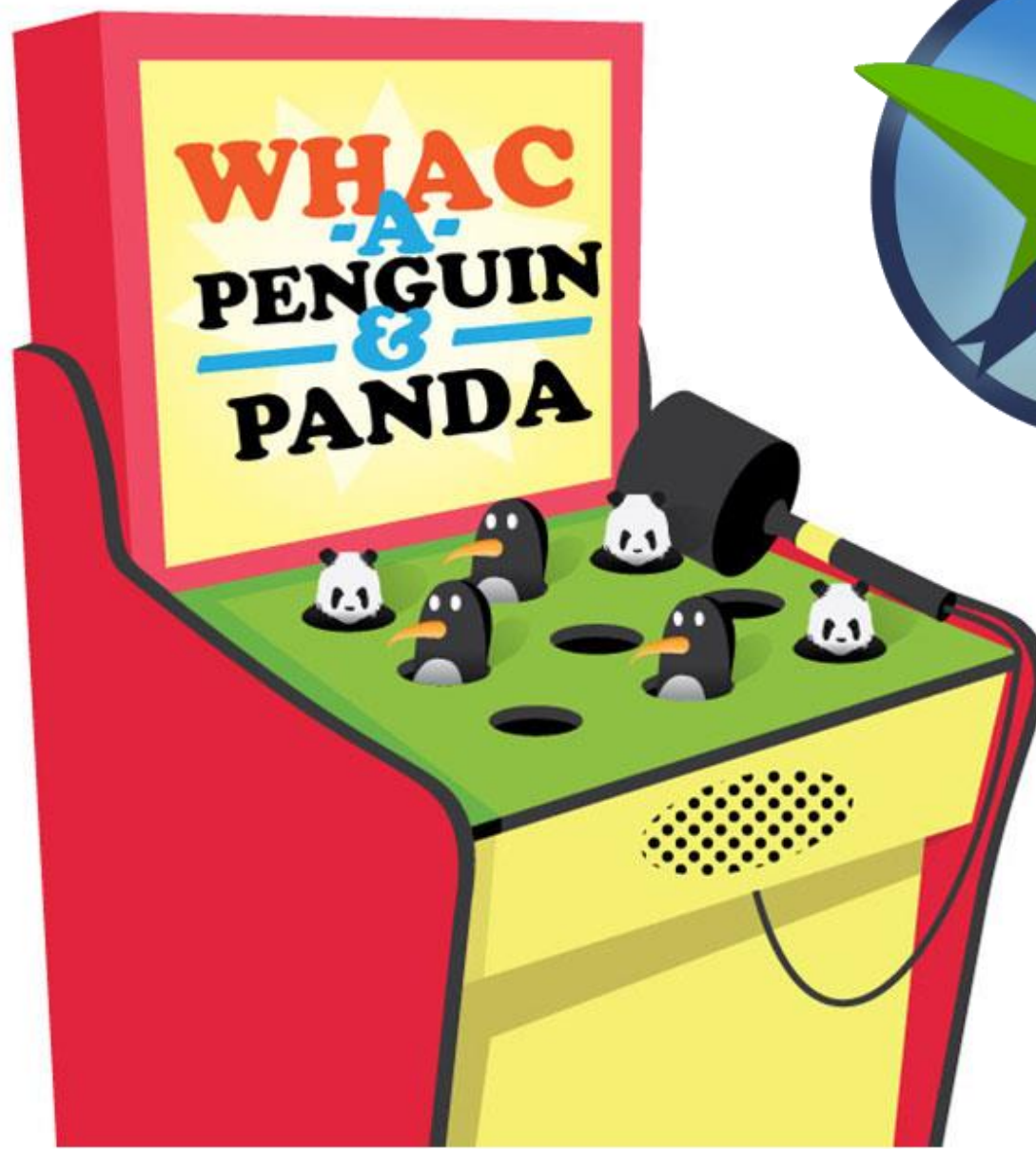
- Title Tag:** Points to the browser tab title "Scottsdale Hotel Suites | T x".
- H1 Tag:** Points to the main heading "TownePlace Suites Scottsdale".
- Meta Description:** Points to the text "Our hotel suites in Scottsdale, AZ offer guests free internet and fully equipped kitchens. The TownePlace Suites Scottsdale, AZ Hotel is perfect for your extended stay in the Scottsdale area near University of Phoenix Stadium.".
- H2 Tag:** Points to the "Explore Our Hotel" section heading.
- Text Content:** Points to the descriptive text in the "Explore Our Hotel" section.

The website layout includes a navigation bar with "find & reserve" and "MY ACCOUNT" links, a sidebar with "TOWNEPLACE SUITES by Marriott" and "Scottsdale" links, and a main content area with a large image of a hotel suite, a search form, and a map.



Search Results – Web Page Connection

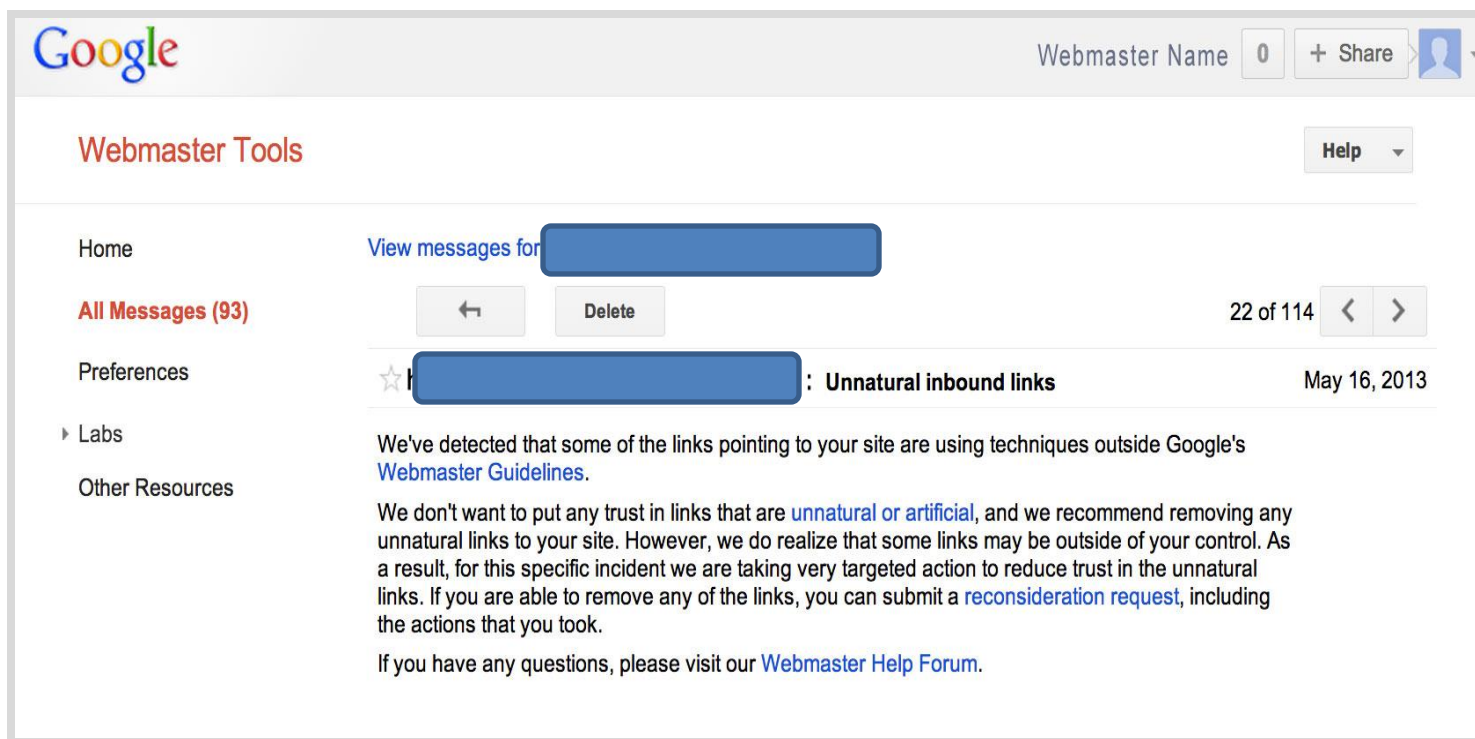




How to Tell if You've Been Affected



Webmaster Tools - Message



The screenshot shows the Google Webmaster Tools interface. At the top left is the Google logo. To the right, it says "Webmaster Name" followed by a box containing "0", a "+ Share" button, and a user profile icon. Below this is a "Webmaster Tools" header with a "Help" dropdown menu. On the left sidebar, there are links for "Home", "All Messages (93)", "Preferences", "Labs", and "Other Resources". The main content area shows a message titled "Unnatural inbound links" dated "May 16, 2013". The message text states: "We've detected that some of the links pointing to your site are using techniques outside Google's [Webmaster Guidelines](#). We don't want to put any trust in links that are [unnatural or artificial](#), and we recommend removing any unnatural links to your site. However, we do realize that some links may be outside of your control. As a result, for this specific incident we are taking very targeted action to reduce trust in the unnatural links. If you are able to remove any of the links, you can submit a [reconsideration request](#), including the actions that you took. If you have any questions, please visit our [Webmaster Help Forum](#)."

Google

Webmaster Name 0 + Share

Webmaster Tools Help

Home View messages for

All Messages (93) ← Delete 22 of 114 < >

Preferences ☆ : Unnatural inbound links May 16, 2013

► Labs

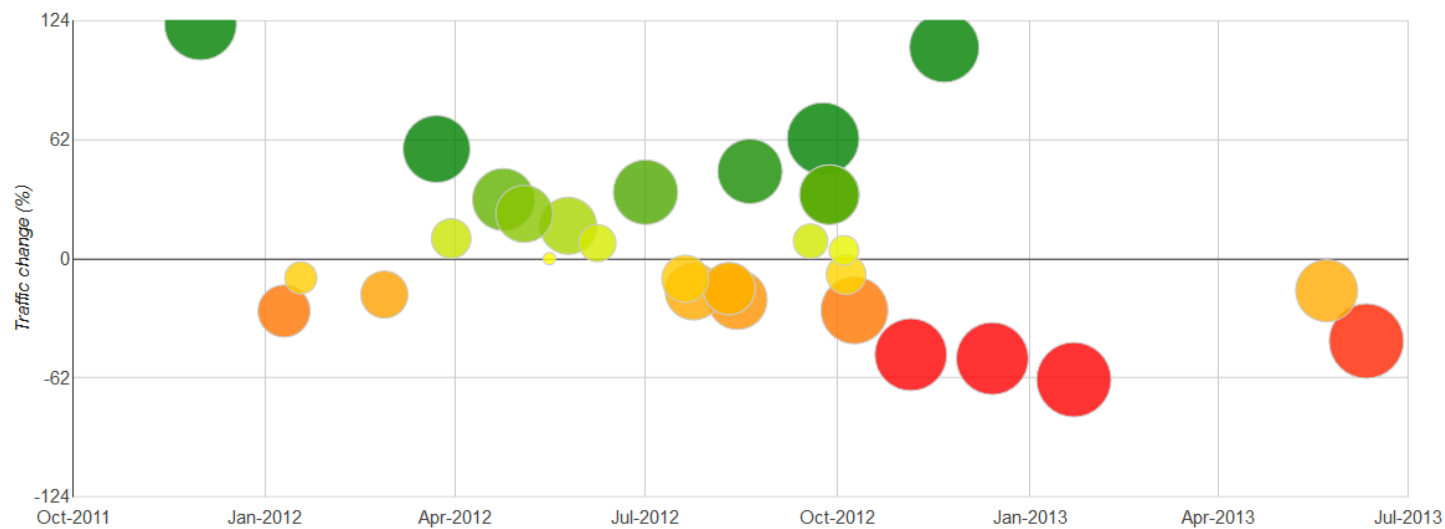
Other Resources

We've detected that some of the links pointing to your site are using techniques outside Google's [Webmaster Guidelines](#).

We don't want to put any trust in links that are [unnatural or artificial](#), and we recommend removing any unnatural links to your site. However, we do realize that some links may be outside of your control. As a result, for this specific incident we are taking very targeted action to reduce trust in the unnatural links. If you are able to remove any of the links, you can submit a [reconsideration request](#), including the actions that you took.

If you have any questions, please visit our [Webmaster Help Forum](#).





■ Positive Impact
 ■ No Impact
 ■ Negative Impact
 ■ Extremely Negative Impact

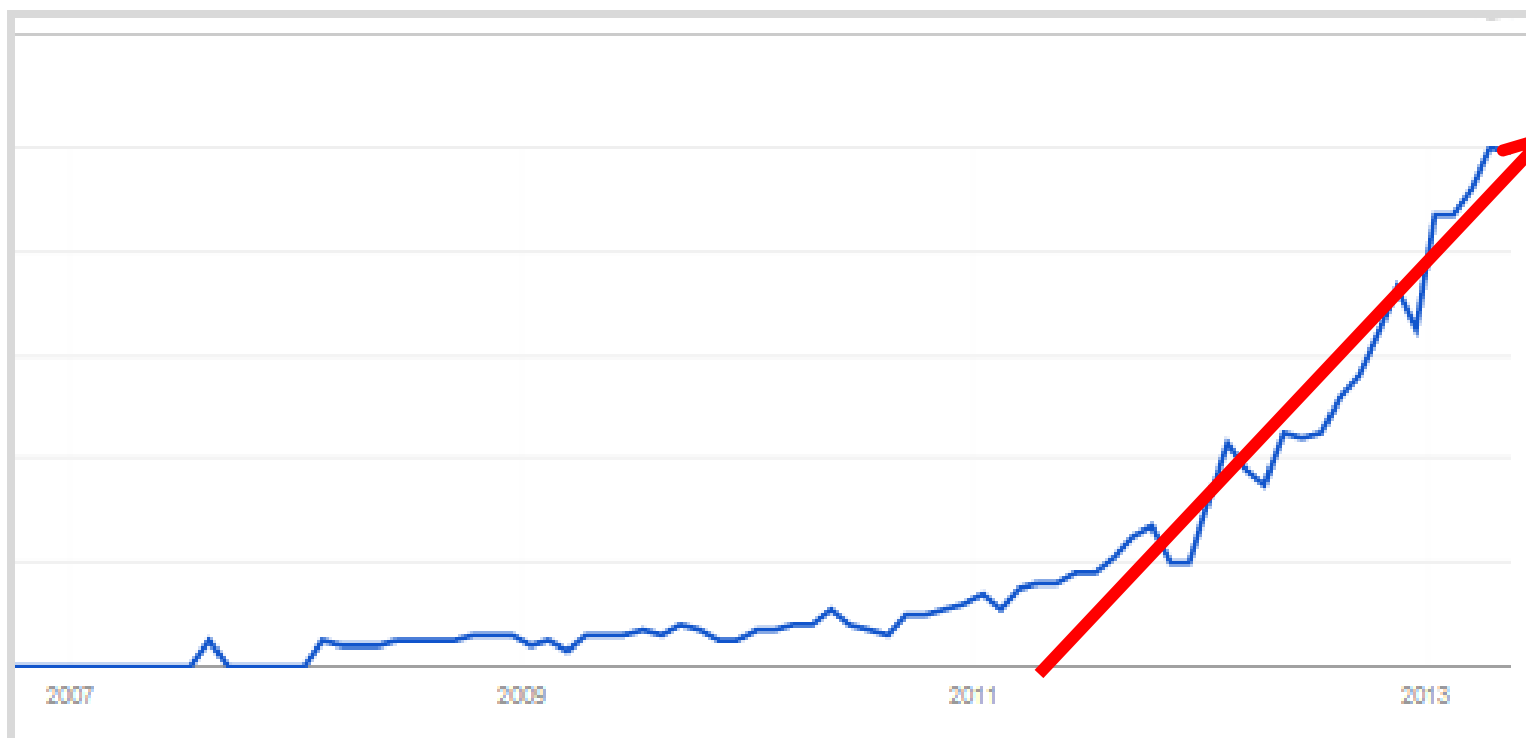
Date	Prob. Affected	Description
06-11-2013	-96.9 %	Spam Query Update Details
05-23-2013	-67.6 %	Penguin 2.0 Details
01-22-2013	-98.7 %	Panda 24 - Big Update Details
12-14-2012	-91.2 %	Panda Update 22.1 Details

So What's the Problem?

- Thin content?
- Unintentional duplicate content?
- Duplicate title tags?
- Blocked pages or site?
- Bad backlink profile?
- Over optimization of anchor text?
- Not optimized for mobile?
- And many, many more possibilities



“Content Marketing”



What is Content Marketing?

- Content marketing is the art of providing relevant, **useful content** to your customers **without selling or interrupting them**.
- Instead of pitching your products or services, you are delivering information that makes your customers more informed **before they buy**.
- If you deliver consistent, ongoing **valuable information to your customers**, they ultimately reward you with their business and loyalty.



“Now, relationships are
created with information
not people”

Achieving Success is a Continuous, Planned Out Process



Develop Your Strategy - Overview

- **Strategy will evolve through the whole process**
- Why are you creating the content you are creating?
- Who is your audience?
- What types of content will you create?
- Who will create your content?
- When will you develop your content?
- What does success look like?

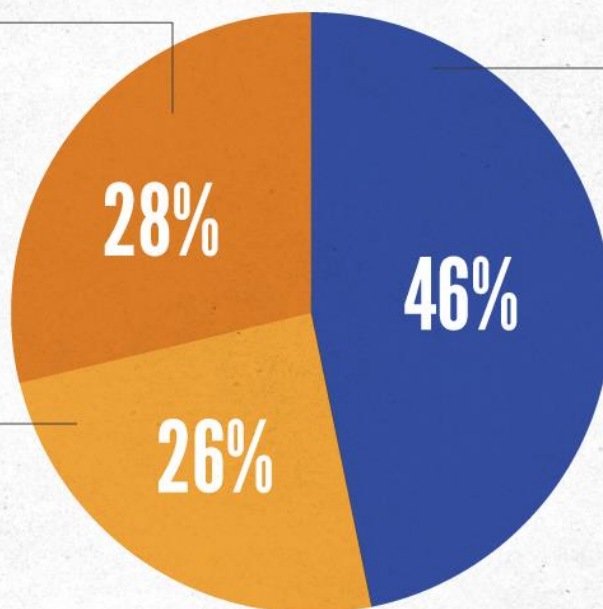


What Are We Searching For?

Users Searching Online Exhibit Three Distinct Human Behavior Patterns:

Inspire Me

28% of all searches
Marketers should develop content that inspires creativity and offers endless choices. These users are open minded and want to be led, so they consume content in multiple formats.



Answer Me

46% of all searches
want exactly what they ask for delivered in a way that allows them to get it as directly as possible. Marketers should feature product benefits front and center and align content in a way the presents quick, easy-to-find answers.

Educate Me

26% of all searches
Marketers should create messaging that is informative and provides a way for users to learn more about topics from multiple angles, aligning content that provides in-depth information and resources.

About.com Study

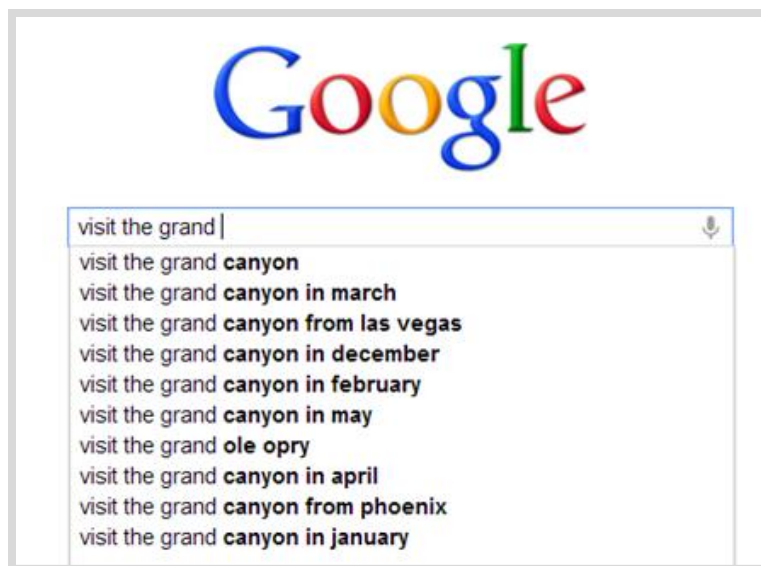


Start Your Research Here!



Research Tools

Google Keyword Suggest



Relate Searches

Searches related to **visit the grand canyon**

[fly to visit the grand canyon](#)

[visit the grand canyon in november](#)

[best time to visit the grand canyon](#)

[visit the grand canyon in december](#)

[best way to visit the grand canyon](#)

[visit the grand canyon from las vegas](#)

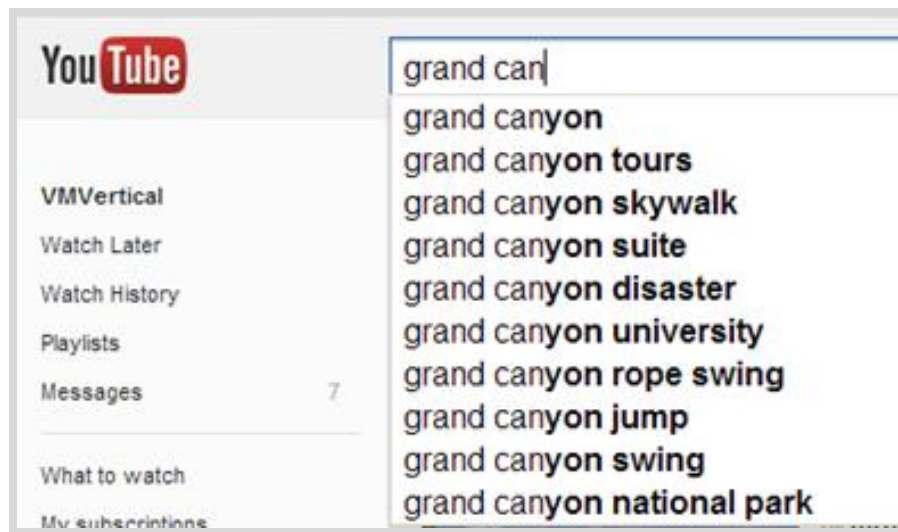
[visit the grand canyon from phoenix](#)

[best place visit the grand canyon](#)













More From Google

YouTube Related Searches



More than 410
questions about “*visit
the grand canyon*”
(exact match).

More than 3,400
using broad match!

-  is there anyway to visit **the Grand** Canyon from Albuquerque other than by car?
I am staying with family in Albuquerque and would like to visit **the Grand** Canyon, which I understand is in neighbouring Arizona, but...
☆ In Other - United States - Asked by skyblue32 - 4 answers - 3 years ago
-  What is **the** best way to visit **the Grand** Canyon from Las Vegas?
...I'll be in Vegas for five days next month and hoped to visit **the Grand** Canyon while I'm in **the** general vicinity. I'd prefer to rent a...
☆ In Las Vegas - Asked by starfish9399 - 4 answers - 6 years ago
-  Which airport does one fly into to visit **the Grand** Canyon?
I live in los angeles and would like to visit **the grand** canyon in early january. What airport do most tourists fly into in order to visit it?
2 ☆ In Other - United States - Asked by J Ray Tram - 6 answers - 5 years ago
-  Activities to do while visiting **the grand** canyon?
My family and I are planning **the** visit **the grand** canyon this summer and are looking for some things to do with two ...
☆ In Other - United States - Asked by sassypony4 - 2 answers - 4 years ago
-  Is there a snow ski vacation where visiting **the Grand** Canyon during **the** trip is possible (not snowbowl AZ)?
...from Texas and would like to ski for a few days and also take a day to visit **the Grand** Canyon. All I can find is Snowbowl, AZ and I...
☆ In Phoenix - Asked by ironfists - 4 answers - 4 years ago
-  We have 3 days to visit **the Grand** Canyon from Las Vegas. What is **the** best way to do it?
... spending a week in Vegas with 3 days set aside to visit **the Grand** Canyon. What is **the** best way to see it ? Can't get a hotel reservation...
☆ In Las Vegas - Asked by Elizabeth - 5 answers - 1 year ago
-  We are visiting **the Grand** Canyon for 2 days and want to stay close but in a place that is not too touristy?
My husband and I are visiting **the Grand** Canyon for 2 days in late December and want to stay close to **the** canyon but...
☆ In Las Vegas - Asked by Rosadara - 3 answers - 4 months ago
-  How to visit **the Grand** Canyon??
I am visiting **the Grand** canyon in August and have only one day to see **the grand** Canyon. I...
☆ In Other - United States - Asked by ctigerpose - 5 answers - 5 years ago
-  Where to stay while visiting **the Grand** Canyon?
What city or town can I stay in while visiting **the Grand** Canyon? I would like to stay in an area near **the Grand** Canyon...
☆ In Other - United States - Asked by flower - 4 answers - 5 years ago
-  what is **the** best hotel (clean, good price) to stay in **the Grand** Canyon and best tours or attractions?
... have two air tickets that will expire at **the** end of **the** year and want to visit **the Grand** Canyon. Is it a good an idea to go in December? What hotel...



Übersuggest

Suggest on steroids

Get keyword ideas with Übersuggest the free keyword suggestion tool that makes good use of Google Suggest and other suggest services.

How it works?

- Write a term in the box.
- Choose a language and a source. Übersuggest can get suggestions either from regular Web search or from search verticals like Shopping, News or Video (more to come).
- Übersuggest takes your base term, add a letter or a digit in front of it, and extracts suggestions for it.
- Click on each word to get further suggestions based on that term.
- Add each keyword to your basket clicking on the plus sign on its left.
- Add all visible keywords to your basket clicking on the large grey button.

With this free keyword tool you can instantly get thousands of keyword ideas from real user queries! Use the keywords to get inspiration for your

English/USA

Web

Suggest

Select all keywords

234 suggestions found.

↑ visit the grand canyon

- + visit the grand canyon
 - + visit the grand canyon from las vegas
 - + visit the grand canyon from las vegas
 - + see the grand canyon from las vegas
 - + visit grand canyon from las vegas by car
 - + visit grand canyon from las vegas helicopter
 - + can you visit the grand canyon from las vegas
 - + can i visit the grand canyon from las vegas
 - + trip to the grand canyon from las vegas
 - + travel to the grand canyon from las vegas
 - + day trip - the grand canyon from las vegas
 - + best way to visit the grand canyon from las vegas
 - + visit the grand canyon in june
 - + visit the grand canyon from phoenix
 - + visit the grand canyon skywalk
 - + visit the grand canyon
 - + visit the grand canyon in december
 - + visit the grand canyon south rim
 - + visit the grand canyon from los angeles
 - + visit the grand canyon in winter





visit the grand canyon from las vegas



[How to Visit the Grand Canyon From Las Vegas | USA Today](#)

[traveltips.usatoday.com](#) › ... › [Las Vegas to Grand Canyon](#)

If you are **visiting Las Vegas**, you are already in one of the closest cities to the **Grand Canyon**. Only Phoenix is closer to the Canyon's South Rim, and not by ...

[Day trip to Grand Canyon - Las Vegas Travel - About.com](#)

[govegas.about.com](#) › ... › [Attractions](#) › [Day Trips](#)



by Zeke Quezada - in 91 Google+ circles - More by Zeke Quezada

You could rent a car and drive to the **Grand Canyon from Las Vegas**. It's a long drive but you'll **see** the desert and the wide open space of the Southwestern USA.

[Grand Canyon Tours with the Grand Canyon Tour Company of Las ...](#)

[www.grandcanyontours.com/](#)

Go to Mobile Website. The ORIGINAL Grand Canyon Tour Company providing quality tours to **Las Vegas** Visitors for 30 years! ... read more ...

[How to Plan a Grand Canyon Vacation: 9 Steps \(with Pictures\)](#)

[www.wikihow.com](#) › ... › [North America](#) › [United States](#) › [Arizona](#)

If it is your first visit to **Grand Canyon National Park** and/or you are traveling with **Las Vegas** shows, dinner reservations (necessary at some places), all of it.

[Grand Canyon travel guide - Wikitravel](#)

[wikitravel.org](#) › ... › [Southwest](#) › [Arizona](#) › [Northern Arizona](#)

Open source travel guide to **Grand Canyon**, featuring up-to-date information on ... Ferry near the Arizona/Utah border to the Grand Wash Cliffs near **Las Vegas**, ... You might also **see** the common Striped Skunk, and if lucky, you might even **see** ...

[Frequently Asked Questions - Grand Canyon National Park](#)

[www.nps.gov/grca/faqs.htm](#)

Mar 11, 2013 – Where can I get more information on **visiting the Grand Canyon**? How do I Commercial airlines serve Phoenix, Flagstaff, and **Las Vegas**.

[Images for visit the grand canyon from las vegas](#) - Report images



Scott McAndrew





Scott McAndrew



Scott McAndrew


Long tail searches are the key to success!




 Search for people, jobs, companies, and more... 



Home Profile Network Jobs Interests

[Master's w/ Advanced SEO - Get a Master's in Internet Marketing, w/ classes](#)

 **BtoB Marketing**

Discussions Members Promotions Jobs Search More...




Start:  Discussion  Poll

Start a discussion or share something with the group...





Your Activity

Choose Your View ▾




[Are you using advanced segments in Analytics? If not, you won't be able to break your data down for more accurate analysis. Learn more in...](#) • 1 hour ago

Are you using advanced segments in Analytics? If not, you won't be able to break your data down for more accurate analysis. Learn more in...

 Like  Comment  Flag ▾ More 

Most Popular Discussions




[What's a #Hashtag? And 5 Ways to Use Them in Marketing](#)




tradesmeninsights.com

Today we have a post from Rachel Kerstetter, Sonnhalter's PR Engineer, answering one of the questions she's frequently asked and sharing some tips on how to use hashtags. The basic mechanics of mak...

posted 4 days ago



[Jane Bennett Aldous](#) 2 days ago • Great post. Thanks for sharing these easy to understand hashtag tips.


 Like  Comment  Follow More ▾

[See more »](#)



Quora

Results for "merchant accounts"


Merchant Accounts
[Follow](#)

Bank account type that lets businesses accept payment cards (e.g., credit and debit cards)

Topic: [Top Stories](#) · [Trending](#) · [Questions](#)

Merchant Aggregator / Payments Aggregator?
Faisal Khan, Payments Ninja! — What you are describing (if I read it correctly) is the ability to have the money collected on your [merchant account](#) to be wired to a specific bank account (be it yours or ... [\(more\)](#))

What is the cheapest payment gateway and merchant account?
Monica O'Brien, Marketing Director at ... — I work at Braintree and we try to educate [merchants](#) on how to choose a provider for [merchant account](#) and payment gateway services. We do not feel that price should be the m... [\(more\)](#)

What is the easiest way for a startup to get a merchant account?
Rajiv Dutta — No question - PayPal is the easiest way to go for an online service. Its a swift and easy set up from the PayPal website and has worked for millions upon millions of seller... [\(more\)](#)

Why is it so difficult for a startup to get a merchant account?
Faisal Khan, Payments Ninja! — [Merchant Account](#) approval is all the rage these days. Imagine companies that are outside the *traditional* countries, who are 100% genuine and face the same dilemma you do - ... [\(more\)](#)

How do I get a merchant account?
Aaron Dias-Melim, Marketing Associate at... — Traditionally, businesses and individual proprietors apply for [merchant accounts](#) through major banks and other [merchant](#) service companies. Some companies offer processing t... [\(more\)](#)

Is there an alternative to FeeFighters / another merchant account shopping tool?
Anonymous — Looks like <http://FeeSeeker.com> [↗](#) has stepped into the space. [\(more\)](#)



List All Content Ideas in a Spreadsheet

Topics	Additional info	Blog Post	Video	Datagraphic	Infographic	Other (free guide, etc)
Content Marketing						

Title	Additional Info	Blog Post	Guide	Video	Graphic	Competiton	Volume
Should I Use Fire Proof Safes for Jewelry?		X			X	Low	High
What Makes Jewelry Safes Different?		X	X	X	X	Med	Low
Keeping Valuables Safe During Summer Travels		X			X	Med	Low
The Highest Rated Jewelry Safes for 2013	Link to consumer reports article	X	X		X	Low	Med
How to Properly Store Jewelry		X	X		X	Low	Med
Best Locations for a Home Jewelry Safe		X		X	X	Med	Low
Tips for Shopping for Home Jewelry Safes		X	X		X	Low	Med
When to Update your Home Safe		X				Med	Low
Reasons why Fire Proof Safes are Necessary		X				Med	Med
Top Safe Manufacturers	(http://oag.ca.gov/firearms/gunsafe)	X			X	High	High
Designing your own Safe		X	X	X	X	Low	Low
Ways to Hide a Safe at Home	How to Hide a Safe at Home	X		X	X	Med	Low
What Makes the Best Gun Safe?		X		X	X	Low	Med
Safety Tips for Storing Guns	How to Store Guns Safely	X		X	X	High	Med

I can't think of any content ideas, how do I generate topics to write about?						
What's better, an photo or a custom graphic to use in a blog post?						
What sites, methods, tools, software do you use for adding images to a blog post?						
Aside from blog posts, what other content should my blog have?	types of content your blog should have other than posts					
So you're giving me a great piece of content with a few links to put on my site and I don't						
Link Building						
How do you determine if a link is authoritative?		x	x			
What is a nofollow link?		x	x			
How many links is 'too many' to include within content?	internal & external linking exploration	x	x			
I'm worried I have bad backlinks, how do I identify and remove them?	how to identify and remove negative backlinks	x	x			



Longer Search String = More Clicks

Successful Search Click Percentages ?

This table shows the percentage of searches that generated a click on one of the search results (shown as **Organic**) or PPC ads (shown as **PPC**), total (see the **Total** row) and for 1 word terms, 2 word terms, etc.

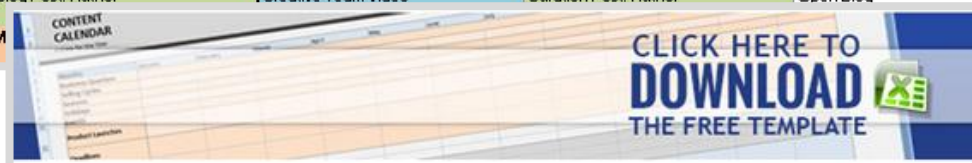
Words:	Total(%)	Organic(%)	PPC(%)
Total	26.65%	24.9%	1.75%
1	21.31%	20.7%	0.61%
2	36.96%	34.92%	2.04%
3	29.49%	26.92%	2.57%
4	28.89%	25.57%	3.32%
5	26.86%	23.14%	3.72%
6	25.45%	21.63%	3.82%
7	75.02%	64.96%	10.06%
8	69.48%	60.54%	8.94%
9	72.73%	63.26%	9.47%
10+	22.84%	19.02%	3.82%



Put Together an Editorial Calendar



Months	January	February	March	April	May	June	July	August	September	October	November
Business Quarters	Q1: Budget \$5000			Q2: Budget \$6000			Q3: Budget \$7500			Q4: Budget \$6000	
Selling Cycles						6-month contract renewals					
Seasons											
Holidays	New Years	Valentine's Day, President's Day	St. Patrick's Day		Mother's Day, Memorial Day	Father's Day	Independence Day		Labor Day	Halloween	Veterans Day, Thanksgiving
Events	CES - Las Vegas			Mobile Expo - Atlanta						Apple Product Event (?)	
Product Launches	Tablet keyboard dock		Mobile battery case					Bluetooth speaker adapter			Micro-USB projector and stand
Deadlines											
April 2013											
Company	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday				
Metrics	1	2	3	4	5	6	7				
Notes		Blog Post: Author	Q&A Video	Interview/Quote Post	Open Blog						
				May Brainstorming							
	8	9	10	11	12	13	14				
		Blog Post: Author	Q&A Video	Interview/Quote Post	Open Blog						
	15	16	17	Webinar - VM Presenter	19	20	21				
Webinar - Content Posted		Blog Post: Author	Google Hangout Video	Infographic	Open Blog						
	May Video Shoot - Presenters TBD										
22	23	24	25	26	27	28					
	Blog Post: Author	How-To Video	Creative Team Data-graphic	Open Blog							
29	30	1	2	3	4	5					
	Blog Post: Author	Creative Team Video	Curation Post: Author	Open Blog							

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Fiberglass Pool Costs - Fiberglass Pools Start Around \$20k
www.quickpoolquotes.com/Fiberglass
 Get Exact Quotes From Local Pros...

San Diego Pool Builder | PoolsByTrueBlue.com
www.poolsbytrueblue.com
 Free Computer and Salt System Now Reserve a System for your New Pool
 + [Show map of 1902 Wright Place #244, Carlsbad](#)

Fiberglass Pool Repair - Almost every pool can be repaired.
www.fiberglass-pool-repair.com
 DIY with our materials and help
 ↳ [diy pool resurfacing](#) - [pool paint](#) - [pool resurfacing cost](#)

Fiberglass Swimming Pool Pricing and Cost Guide by River Pools
www.riverpoolsandspas.com/cost/
 One of the first questions potential pool owners want to know when they call our company is : **How much does a fiberglass pool cost?** Although this is a very ...

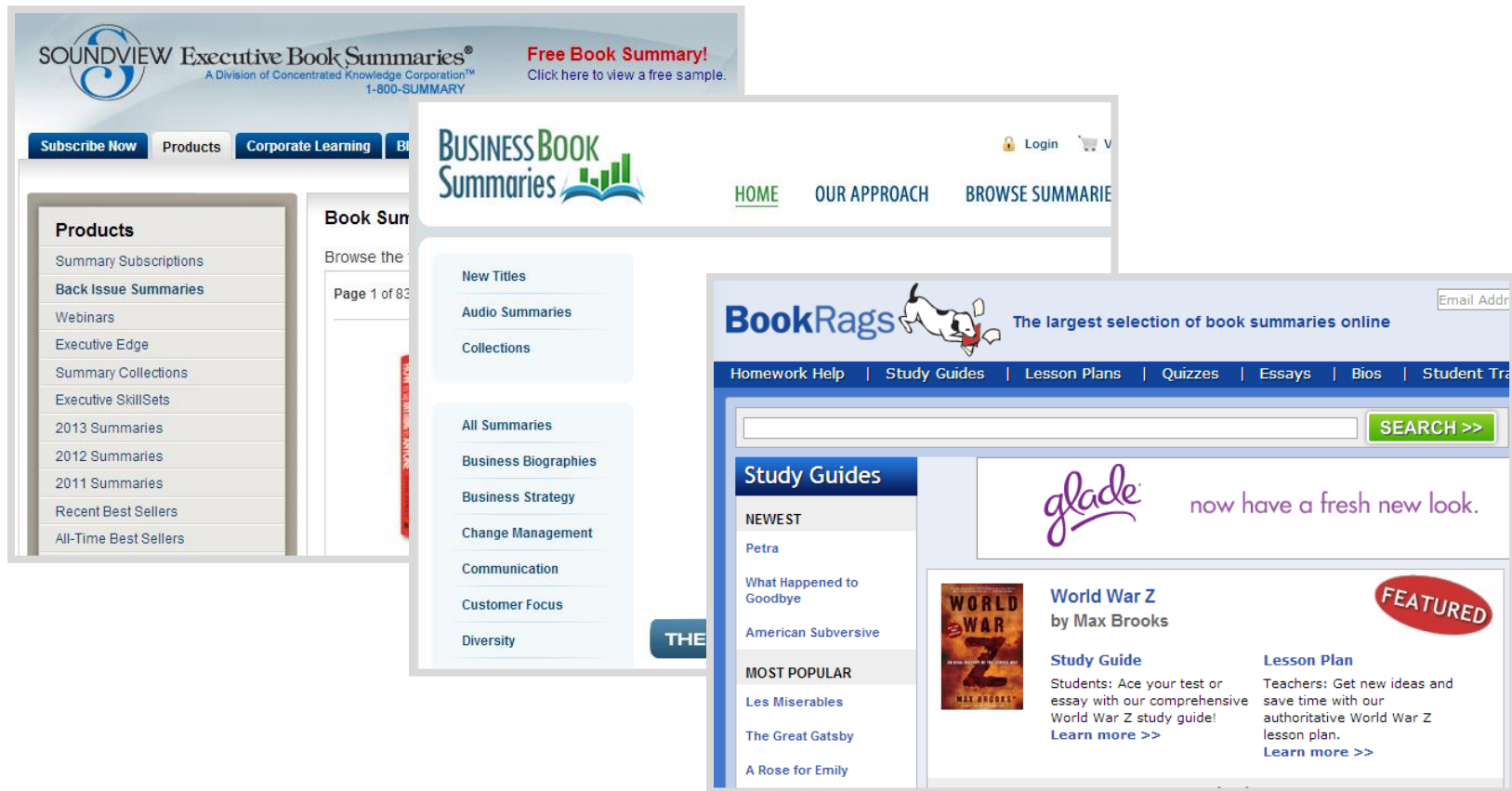
Fiberglass Pool Prices: How Much is My Pool Really Going to Cost?
www.riverpoolsandspas.com/.../Fiberglass-Pool-Prices-How-Much-is-...
 Jun 11, 2009 – **How much does a fiberglass pool cost?**or.....What's the price of a fiberglass pool? Splash! This, of course, is always one of the first questions ...

What is the cost of a fiberglass in-ground pool
wiki.answers.com > ... > [Swimming Pools](#) > [Pool Building and Repair](#)
 The average swimming pool size is 18x36 and in a **fiberglass pool** that is fairly large. ... go with it though because in the long run the maintenance is **much** easier be ... Most often, it **will** be the least expensive repair **cost** of any in-ground pool ...

How much does it cost to put in an inground pool? - Yahoo! Answers
answers.yahoo.com > ... > [Home & Garden](#) > [Decorating & Remodeling](#)
 Jul 23, 2006 – **How much does it cost to put in an inground pool?** I've done some ... I was thinking one of the **fiberglass** drop in's, not the concrete kind.
[How much would a fiberglass in ground pool cost?](#) - 2 posts - Dec 1, 2010
[How much does an inground pool cost?](#) - 8 posts - Feb 22, 2008



Comparisons



Showcase your product or service then compare and contrast to others.



Lists – People Still Love Them

100 Things to Do In Downtown Phoenix

I love correlations. One is this; since we are downtown real estate guys we know all **the great things to do and places to go in downtown Phoenix**. I'd like to say we know them all, yet that's pretty much impossible. That said, we do know a bunch of stuff to do, places to go, great restaurants and other things downtown. More important, we know people who know... our wonderful downtown Phoenix clients and friends. Thus, we have been inspired to write a series of **100 articles on the best things to do in downtown Phoenix**... an assignment I am finding both fun and daunting.

We will be breaking down the lists of **100 things to do in downtown Phoenix** into categories... we thought you would find that more navigable. Over time we will be writing our personal observations about each of **the 100 things to do and places to go in downtown Phoenix** and publish them as blog posts here on Urban Connection or our sister site, UrbanLifeBlog.com. If we haven't gotten to an article yet, we will give you pertinent links so you can get more info from the venue's own site, Yelp and other information sources we deem helpful.

Without further fanfare we offer you the Urban Connection Real Estate Team's Top 100 Things To Do in Downtown and Midtown Phoenix, AZ.

SIGHTSEEING AND TOURS OF DOWNTOWN PHOENIX:

[Chase Field Tours](#): Just what the name says, a tour of one of America's great baseball fields. A real treat even if you don't like baseball. Chase Field is an engineering marvel.

[Segway Expeditions](#): Custom tours of Phoenix and Tempe where you travel by Segway.

[Phoenix Tours, LLC](#): Sightseeing tours of Phoenix, Scottsdale and the Heard Museum

[Ghosts of Phoenix Tour](#): The Hotel San Carlos is famous for their ghosts and love to share



Resource Pages

Ready to immerse yourself into the world of link building? Here are over 100 links to the best resources on link building training, blogs, tools, and more.

SUBSCRIBE

Link Building Education

Free training guides, webinars, and presentations on link building.

- [Link Building Training](#) – A comprehensive training guide to link building including affiliate program links, deep linking, link quality evaluation, free link sources, link analysis and more.
- [Link Building on Slideshare](#) – Presentations and webinars on link building.
- [SEO Webinars](#) – Free SEO webinars including Link Building Strategies for 2014.
- [Whiteboard Fridays](#) – Custom search of all SEOMoz Whiteboard Friday presentations on link building.

Audio / Video Podcasts

Audio and video podcasts on link building featuring experts in the industry.

- [Search Cowboys](#) – Link building Q&A with Christopher Cemper and Google.
- [SEO 101](#) – Directory link building with Loren Baker of Search Engine Journal to improve search engine rankings and help with [SEO training](#).
- [SEO Rockstars](#) – Roundtable with SEO experts on link building topics (spam hat), link inheritance attributes, and more.
- [SEM Synergy](#) – Link building strategies with Eric Ward, link building best practices.
- [Search for Solutions](#) – Internet marketing scams with paid search links.
- [Office Hours](#) – Paid links are evil and overlooked on site issues.
- [Webcology](#) – Rand Fishkin of SEOMoz discussing his Professional Guide to building with Debra Mastaler, author of Link Spiel blog.
- [SEO 101](#) – Building ranking for sites, link building 101 parts 1 and 2, link building schemes, nofollow, and more.
- [Run Marketing](#) – Link building for small business.

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Resource Pages for Biblical studies

Home / Resource Pages for Biblical studies

Texts and translations

This page contains links to biblical texts and various other texts related to the Bible, and especially to the New Testament.

Bible texts and translations

Greek and Hebrew texts, and various translations
[Read more »](#)

Apocrypha and Pseudepigrapha

Works in Greek and Hebrew and translations
[Read more »](#)

Qumran, Josephus, Rabbinnica

Various Palestinian texts
[Read more »](#)

Gnostica and Church Fathers

Various texts from the second century on.
[Read more »](#)

'Classical texts'

Greek and Latin texts
[Read more »](#)

Linguistic resources

Grammar, lexica etc
[Read more »](#)

Social World of NT

This second page presents sources and studies dealing with the social World related to the New Testament.

Resources for studying the Greco-Roman world

[Read more »](#)

Collections of images and other artifacts

[Read more »](#)

Selected features of Antiquity

Presentations of features like mysteries, clubs, magic etc
[Read more »](#)

Social Scientific studies of the Greco-Roman world

Studies using various models from sociology and social-anthropology
[Read more »](#)

Post-colonial New Testament

Studies
[Read more »](#)

Philo of Alexandria

This page is dedicated to studies of Philo of Alexandria

Philo's texts

Philo's texts and translations
[Read more »](#)

Introductory articles on Philo

Various articles on Philo
[Read more »](#)

More articles on Philo

Scholarly studies available on the Internet
[Read more »](#)

Book reviews of Philo studies

Reviews of important Philo studies
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Home Pages to scholars writing on Philo

Info about scholars publishing books and articles on Philo.
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Aspects of Philo's social world

Studies on Egypt, Alexandria and the Jewish Diaspora

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111 links to this page



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**CAREER
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People-Centered Payments

Lessons Learned from Business Travel Study: Best Practices for Getting Ahead of the Mobile Wave

This report is based on the findings of The Connected Business Traveler Study, an innovative survey of business travelers conducted jointly by TSYS®, Mercator Advisory Group and Commercial Payments International (CPI). The report combines the survey's findings with an exploration of how the evolution of mobile banking and payments for consumers signals an opportunity for greater mobile solutions and innovations geared toward commercial card customers.



A premise of the paper is that mobile connectivity and communications can be leveraged to benefit businesses and corporate credit card-carrying employees, as they have been by consumer cardholders. According to Keith Pierce, TSYS Group Executive, Commercial Services, "For commercial card programs, mobile technology has great potential to simplify the overall process for business travelers and procurement professionals, and we are excited to explore best practices in this paper for a next-generation commercial card mobile solution."

Name

Email

Company

Country

Job Title

Phone Number

Comments

About TSYS

At TSYS, (NYSE: TSS), we believe payments should revolve around people — not the other way around. We call this belief "People-Centered Payments®." By putting people at the center of every decision we make, with unmatched customer service and industry insight, TSYS is able to support financial institutions, businesses and governments in more than 80 countries. Offering merchant payment-acceptance solutions as well as services in credit, debit, prepaid, mobile, chip, healthcare and more, we make it possible for these in the global marketplace to conduct safe and secure electronic transactions with trust and convenience.

Kellie Goodwin



Kellie Goodwin has more than twenty years of professional experience serving universities, healthcare providers and the payments industry. In 2001, Kellie joined TSYS, a leading global payments provider, working in Corporate Strategy and Planning where she was responsible for business development, mergers and acquisitions and corporate planning efforts. In 2008, Kellie joined the Commercial Services team as Business Development Director. Kellie works across the TSYS enterprise to deliver new payment products and solutions for financial issuers supporting the small business, corporate and government sectors.

Kellie earned a bachelor's degree in human resource management from Utah State University and a masters of business administration in finance from Auburn University.

Email: KGGoodwin@tss.com

- Lead generator
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Search tools

130 personal results, 28,600,000 other results.

[ScottsdaleAz.gov - The Official City of Scottsdale Web Site](#)[www.scottsdaleaz.gov/](#)

In-depth city information. Links to various city services, business listings, and tourist information.

[Employment Opportunities](#) - [Water, Waste & Recycling](#) - [Online Utility Service](#)[Scottsdale, Arizona - Wikipedia, the free encyclopedia](#)[en.wikipedia.org/wiki/Scottsdale,_Arizona](#)

Scottsdale (O'odham Vasai S-vaṣoni; Yaqui Eskatel) is a city in the eastern part of Maricopa County, Arizona, United States, adjacent to Phoenix. According to ...

[History](#) - [Geography](#) - [Demographics](#) - [Economy](#)[Official Travel Site for Scottsdale, Arizona](#)[www.experiencescottsdale.com/](#)Welcome to **Scottsdale**. At the heart of every great vacation is passion – for a new place, a new adventure, even a new way of expressing yourself. It's about ...[Complimentary Visitor Guide](#) - [Events](#) - [About the SCVB](#) - [Attractions](#) [Images for scottsdale arizona](#) - Report images

C.C. Chapman



Scott McAndrew



C.C. Chapman



C.C. Cha...

[Scottsdale AZ Events & Attractions | Cities | Arizona Office of Tourism](#)[www.arizonaguide.com](#) > ... > [Phoenix & Central Arizona](#)Plan your visit to **Scottsdale, Arizona**! Let the Arizona Office of Tourism help you find local hotels and attractions.[Scottsdale Tourism and Vacations: 167 Things to Do in ... - TripAdvisor](#)[www.tripadvisor.com](#) > ... > [Central Arizona](#)

Feb 18, 2011

Scottsdale Tourism: TripAdvisor has 40764 reviews of Scottsdale Hotels, ... Pinnacle Peak is about 3.7 ...

[More videos for scottsdale arizona »](#)

Scottsdale

City in Arizona

Scottsdale is a city in the eastern part of Maricopa County, Arizona, United States, adjacent to Phoenix. According to the U.S. Census Bureau, as of 2010 the population of the city was 217,385. [Wikipedia](#)**Area:** 184.2 sq miles (477.1 km²)**Weather:** 80°F (27°C), Wind N at 4 mph (6 km/h), 11% Humidity**Local time:** Thursday 3:22 PM**Population:** 221,020 (2011)**Unemployment rate:** 5.3% (Dec 2012)

Points of interest



Scottsdale Fashion Square



Camelback Mountain



Scottsdale Gun Club



TPC of Scottsdale



Kierland Commons

[Feedback](#) / [More info](#)

Core Elements to Optimization

Web Pages, News, Local, Images & Videos

1. Links pointing to your content
2. Titles & title tags (*viewed in results*)
3. Description meta tag (*viewed in results*)
4. Image alt text tags
5. H1 Tag (headline tag – only one!)
6. Page load times
7. Freshness of content
8. AuthorRank



How to Optimize Images

- Image files should be compressed as much as reasonably possible to **reduce file size**. Smaller files mean faster site load speeds. JPGs generally offer the best balance of file size & quality.
- Use relevant **keywords in image filenames**, separated by dashes (not underscores). Instead of "DL000031.jpg", use something like "red-sports-car.jpg"
- Make sure tags have their "**alt**" and "**title**" **attributes** defined with descriptive, concise, keyword-related text. Do not stuff attributes.
- Context matters. Google looks at **content placed around the image**, like titles and captions, for context about your image.
- Be sure to **include images in your sitemap**. The XML tags provide additional opportunities to define an image's title, caption, and even geographic location.

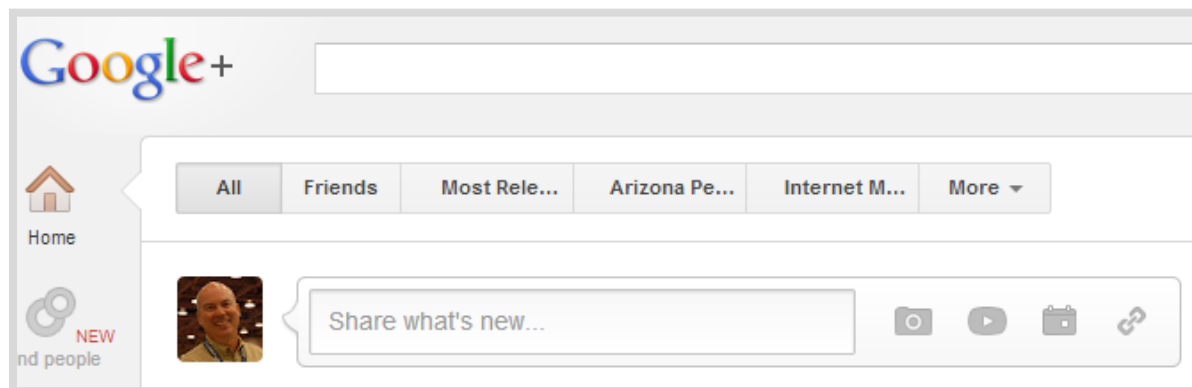
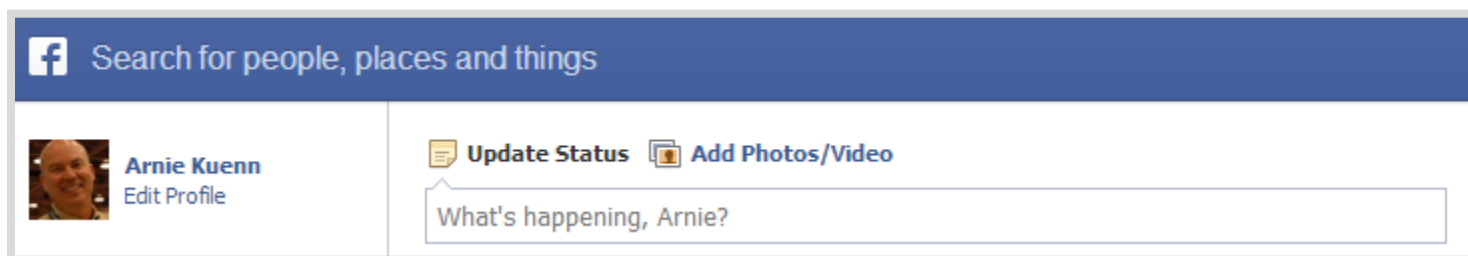
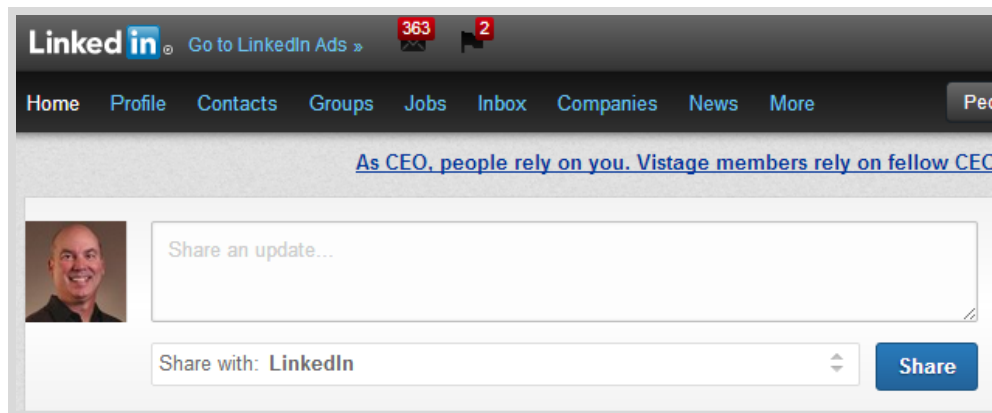


How to Optimize Videos

- Specific, **Compelling Title** –Would you click on “Our Company” or “V00023.mov?” neither will your audience.
- **Tags** –This is where you can help your video appear in the “Suggested” or “Similar” videos section.
- **Description** - Say as much as you can in the first sentence or two, because many video sites will hide the bulk of your description. Include at least one link placed at the start of the description – **with <http://>**.
- **Video Quality / Resolution** – Shoot, edit and export the video in the highest quality available on the devices and software you use.
- **Thumbnail Image** – If it’s an organically made video (not planned), pick the most visually compelling of the options they give you.



Sharing New Content Can Be Very Simple



Do You Have a Google+ Business Page?

Google+



A screenshot of a Google search results page. The search bar at the top contains the text "restaurants near mesa convention center" and is highlighted with a red rectangle. Below the search bar, the "Web" tab is selected. The results show "About 676,000 results (1.01 seconds)". The first result is "Mesa Convention Center - TripAdvisor" with a link to www.tripadvisor.com. The second result is "Mesa Convention Center" with a link to mesaconventioncenter.com/. The third result is "Mesa Convention Center - Mesa Convention and Visitor's Bureau" with a link to www.visitmesa.com/meeting.../mesa-convention-center/. The fourth result is "Phoenix Marriott Mesa Hotel for meetings..." with a link to www.marriott.com. The fifth result is "The Landmark Restaurant" with a link to www.landmarkrestaurant.com/. The sixth result is "Pier de Orleans Restaurant" with a link to www.pierdeorleans.com/. The seventh result is "Blue Adobe Grille" with a link to www.originalblueadobe.com/. On the right side of the results, there are four location pins labeled A, B, C, and D, each with an address and a phone number.

Google

restaurants near mesa convention center

Web Images Maps Shopping More Search tools

About 676,000 results (1.01 seconds)

Mesa Convention Center - TripAdvisor
www.tripadvisor.com › ... › Mesa › Things to Do in Mesa
Mesa Convention Center, Mesa: See reviews, articles, and 5 photos of Mesa Convention Center, ... Also consider these other attractions near Mesa Convention Center Get your guide to the top local hotels, restaurants and things to do ...

Mesa Convention Center
mesaconventioncenter.com/
The Mesa Convention Center is a full-service event facility located in the heart the most up to date information about things to see and do in and around Mesa? ... Attractions, Restaurants and Hotels (within 1 mile of the Convention Center) ...
Directions - Calendar - Convention Center campus - Exhibitor Information

Mesa Convention Center - Mesa Convention and Visitor's Bureau
www.visitmesa.com/meeting.../mesa-convention-center/
Mesa Arizona Convention and Visitors Bureau represents first class hotel ... Meeting planners will find a range of meeting spaces including a convention center, ...

Phoenix Marriott Mesa Hotel for meetings...
www.marriott.com › ... › Mesa
3 Google reviews

The Landmark Restaurant
www.landmarkrestaurant.com/
Score: **20** / 30 - 53 Google reviews

Pier de Orleans Restaurant
www.pierdeorleans.com/
Score: **14** / 30 - 19 Google reviews

Blue Adobe Grille
www.originalblueadobe.com/
Score: **24** / 30 - 68 Google reviews

A 200 N Centennial Way
Mesa
(480) 464-5038

B 809 W Main St
Mesa
(480) 962-4652

C 61 E University Dr
Mesa
(480) 844-7437

D 144 N Country Club Dr
Mesa
(480) 962-1000



- Articles

Restaurants Near the Mesa Convention Center

By Mike Huber



The Mesa Convention Center is a full-service event hi-tech facility located downtown in the suburbs of Mesa, Arizona. The campus is spread over an area of 22 acres and is home to three buildings, A, B and C. The convention center has exhibit space and meeting space along with 15 meeting rooms of varying sizes. There is even an outdoor amphitheater that can accommodate 5,000 people and is popular for hosting outdoor events, festivals and concerts.

There also are a number of restaurants near Mesa Convention Center, which serves as a good landmark for getting around the town.

First up is the The Marriott's Café Azul which features Mediterranean style cuisine. This casual hang out has a gorgeous fountain and courtyard in the backdrop that adds to the surreal atmosphere of the café. The café dishes out some of the most mouth watering Mediterranean and south west cuisines along with some American favorites. The café is open for breakfast, lunch and dinner this café boasts of an interesting menu and courteous staff.

Sweet Cakes Café .8 miles

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www.omegak.com
 1 Odd Nutrient That May Reduce High Blood Pressure

Andrew's Catering

www.andrewscaters.com
 Award Winning BBQ to Elegant Dining Company Picnics, Weddings, and More

North Phoenix Apartments

SageAptHomes.com
 Amazing pool, gym & top amenities. Call us for special rate!

AdChoices



Arizona Tourism

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Google

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Restaurants near Mesa Convention Center, 263 N Center St, Mesa, AZ 85201-6628

						
4 reviews	3.2 ★★★★★ 17 reviews	4.0 ★★★★★ 59 reviews	4.3 ★★★★★ 75 reviews	3.5 ★★★★★ 34 reviews	4.2 ★★★★★ 22 reviews	3.6 ★★★★★ 21 reviews
Cafe Azul \$\$ • Mediterranean	Pier de Orleans Restaurant \$\$ • Seafood	The Landmark Restaurant \$\$ • American	Blue Adobe Grille \$\$ • American	il Vineaio \$\$ • American	Nunthaporn's Thai Cuisine \$\$ • Thai	Monsterland Grill

[Restaurants near Mesa Amphitheatre, Phoenix - Urbanspoon](#)
[www.urbanspoon.com](#) › Phoenix › Landmarks
 50+ items - Find the best restaurants near Mesa Amphitheatre, Phoenix.
 Diamond's Sport Grille American, Burgers, Pub Food 161 N Centennial Way.
 Tuscany's Cucina Rustica Italian 200 N Centennial Way.

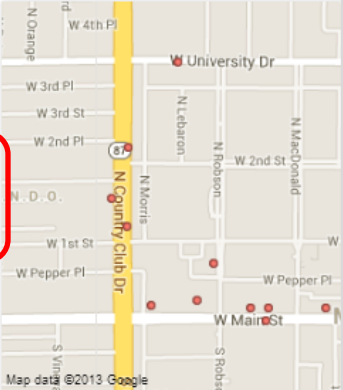
Restaurants Near the Mesa Convention Center - Arizona Tourism
[arizonatourism.com/articles/restaurants-near-the-mesa-convention-center/](#)
 The Mesa Convention Center is a full-service event hi-tech facility located downtown in the suburbs of Mesa, Arizona. The campus is spread over an area of 22 ...
 Mike Huber shared this on Google+ - Limited

Mesa Convention Center - TripAdvisor
[www.tripadvisor.com](#) › ... › Mesa › Things to Do in Mesa
 ★★★★★ Rating: 5 - 2 reviews
 Mesa Convention Center, Mesa: See 2 reviews, articles, and 5 photos of Mesa Convention ... Also consider these other attractions near Mesa Convention Center.

Restaurants Near Mesa Phoenix East Hotel and Convention Center ...
[www.mytravelguide.com](#) › Hotels
 Mesa Restaurants - MyTravelGuide - Reviews and research on all Mesa Restaurants, Hotels, Attractions and more. Plan your next trip at MyTravelGuide.

Mesa Amphitheatre - Mesa, AZ - Yelp
[www.yelp.com](#) › Arts & Entertainment › Music Venues
 ★★★★★ Rating: 4 - 28 reviews - Price range: \$\$
 28 Reviews of Mesa Amphitheatre "the hubs and i drove up to mesa ... amount of people. they even had EMS on scene near the beer garden area just in case!"

Mesa Convention Center - Mesa Hotels, Resorts, Attractions, Tours ...
[www.visitmesa.com/meeting-planner/meeting.../mesa-convention-center/](#)
 Official tourism website for Mesa Arizona offering comprehensive vacation information for hotels & resorts, golf, restaurants, meeting planning, things to...



Map for restaurants near mesa c



In summary...

Buyers need information that helps them make an informed decision.

Businesses that provide the content those people are searching for - will win.



The best time to start a
content marketing program
is 5 years ago.

The second best time is
NOW!

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Keep your questions coming. Type into the “ask a question” text area and click submit.



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