

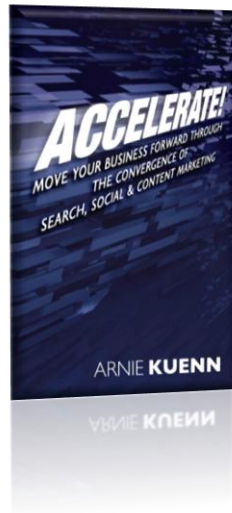
Optimizing Your Content for Inbound Marketing

Arnie Kuenn, President, Vertical Measures





- CEO of Vertical Measures –
A 45 Person Search, Social & Content Marketing Agency in Phoenix, AZ
- Instructor for the Content Marketing Institute & Online Marketing Institute
- Columnist for Marketing Land, Chief Content Officer & LinkedIn
- Been an Internet marketer longer than Google has existed.



What We'll Cover

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Pay Per Click Advertising

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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 Style Tri-hull...	KL Industries Sun Dolphin...	Pelican Predator 103...	Carver V-hull Fishing Boat...
\$245.57	\$207.08	\$1799.99	\$999.99	\$269.95
Wholesale M...	Wholesale M...	Gander Moun...	Gander Moun...	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 85 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](#)



[Fishing Boat | Fish Hawk Aluminum Fishing Boat - Crestliner Fishin...](#)
[www.crestliner.com/fish-hawk-aluminum-fishing-boat/](#)
by Bruce Samson
This popular towable aluminum fishing boat includes all the features the serious fisherman needs including fishing rod storage.

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.buycheapr.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

Only 10 to 20% of people click here – but can still pay off.



How Important Is SEO And Search?

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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... \$245.57 Wholesale M...	 Tournament Style Tri-hull... \$207.08 Wholesale M...	 KL Industries Sun Dolphin... \$1799.99 Gander Moun...	 Pelican Predator 103... \$999.99 Gander Moun...	 Carver V-hull Fishing Boat... \$269.95 eBay
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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](#)



[Fishing Boat | Fish Hawk Aluminum Fishing Boat - Crestliner Fishin...](#)
[www.crestliner.com/fish-hawk-aluminum-fishing-boat/](#)
by Bruce Samson
This popular towable aluminum fishing boat includes all the features the serious fisherman needs including fishing rod storage.

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.buycheapr.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 >](#)

More than 80% of people click here!



**Search prior to
making a purchase**



93

93

**Use non-branded
queries**



86

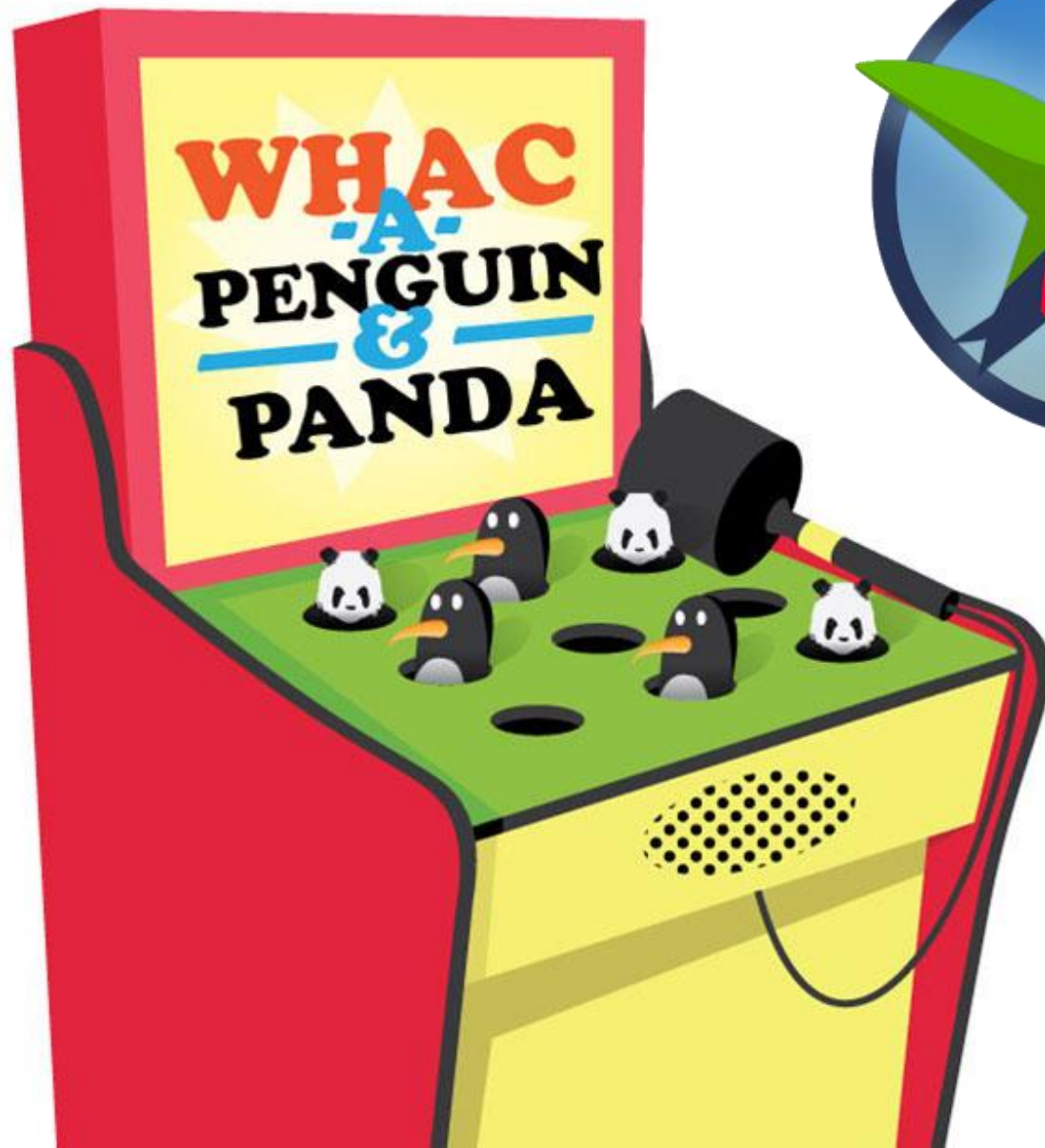
86

Click organic



90

90




How to Tell if You've Been Affected


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Webmaster Tools - Message

@ArnieK #CMWorld



Webmaster Name 0 + Share 

Webmaster Tools Help ▾

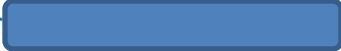
Home

All Messages (93)

Preferences


► Labs

Other Resources

View messages for 

← Delete

22 of 114 ◀ ▶

☆ 

: Unnatural inbound links

May 16, 2013

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](#).

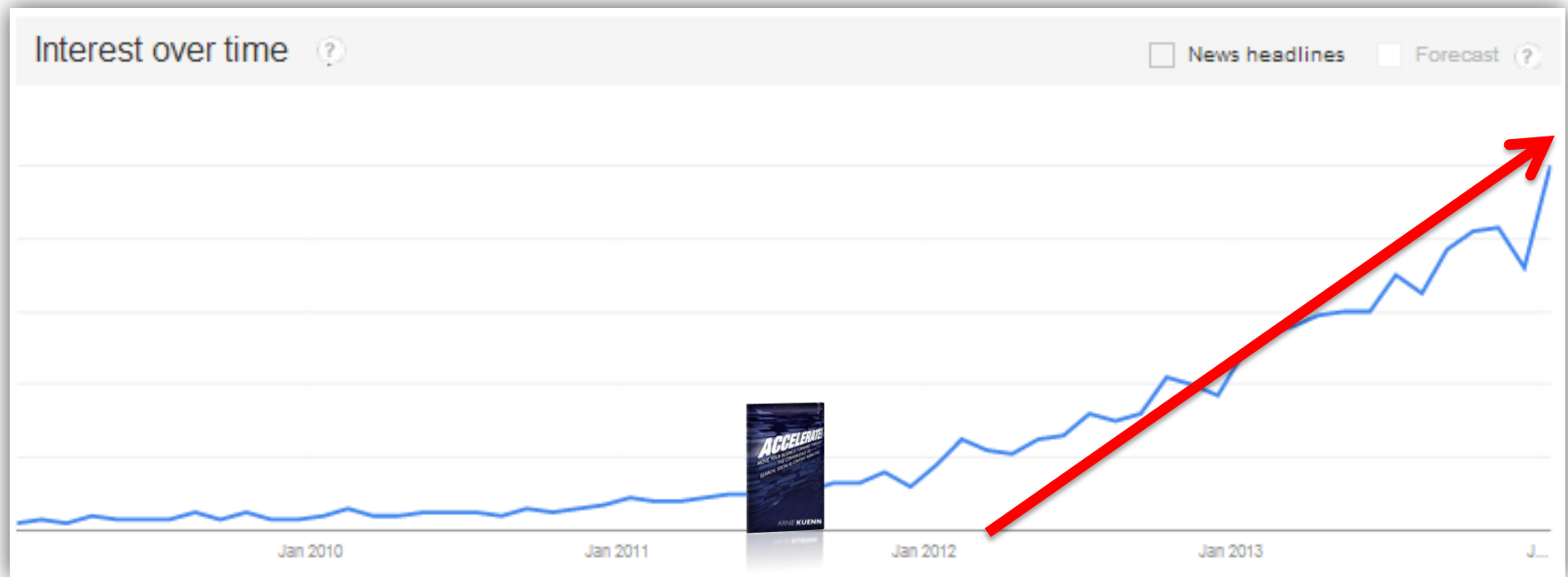


- Thin content?
- Unintentional duplicate content?
- Duplicate title tags?
- Blocked pages or site?
- Bad backlink profile?
- Over optimization of anchor text?
- Not optimized for mobile?
- And many, many more possibilities



“Content Marketing”

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Google Trends



Achieving Success Is A Continuous, Planned Out Process



What Are We Searching For?

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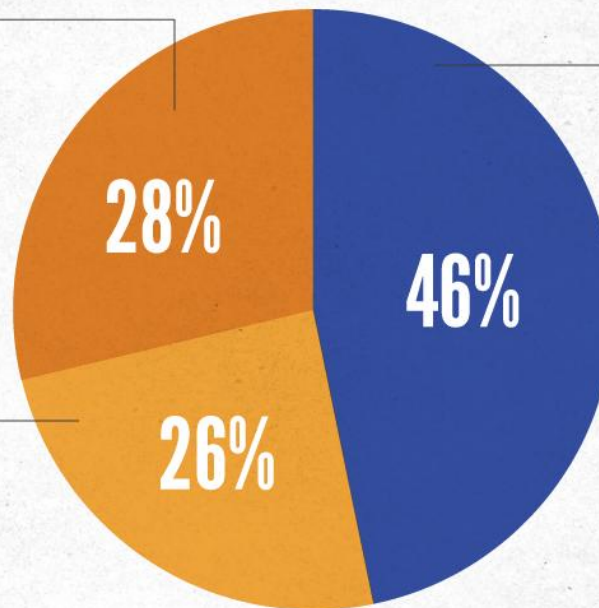
Users Searching Online Exhibit Three Distinct Human Behavior Patterns:

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.

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.



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.

About.com Study



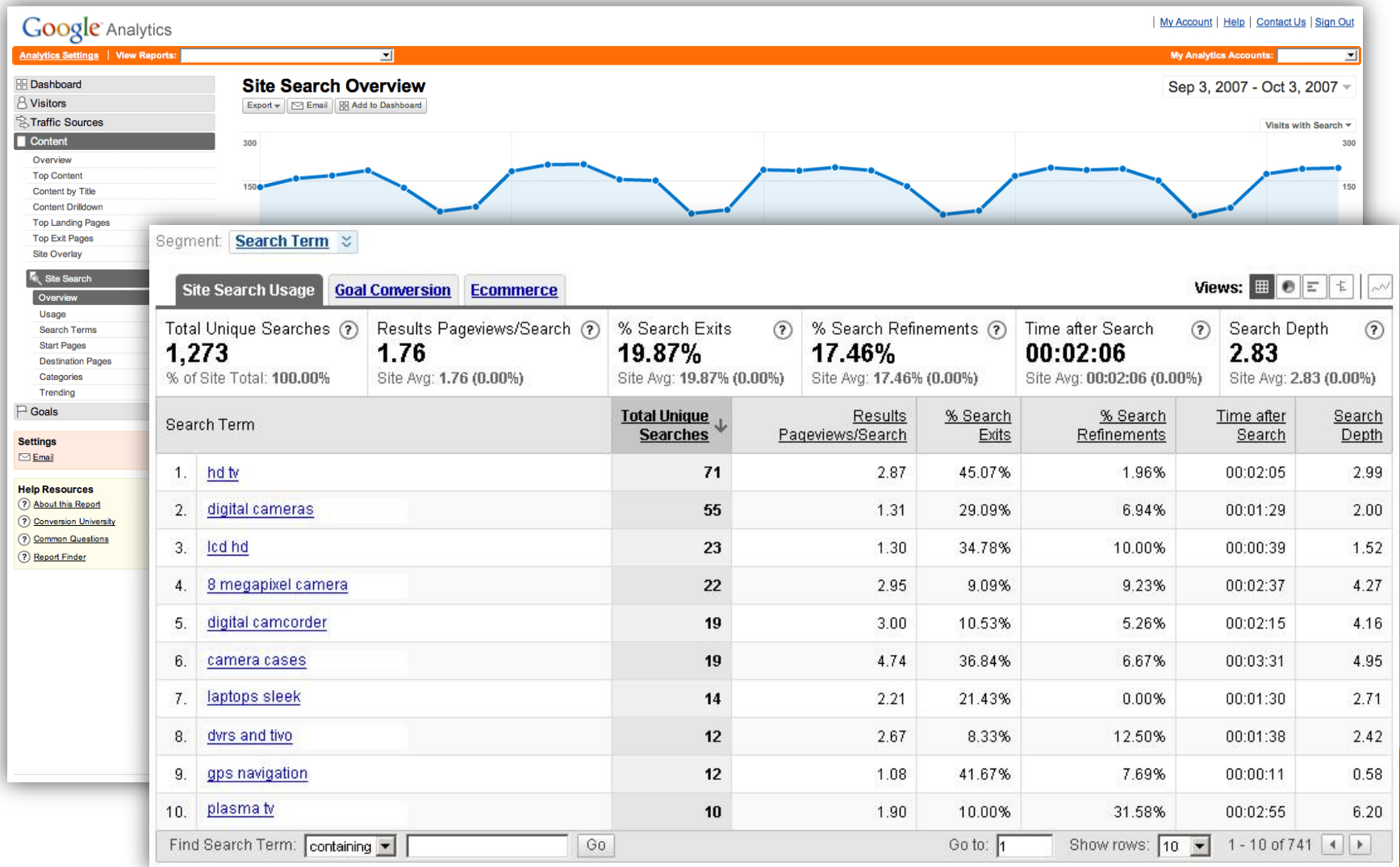
Buyers need information that helps them make an informed decision.

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



Site Search

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Ask Your Staff!

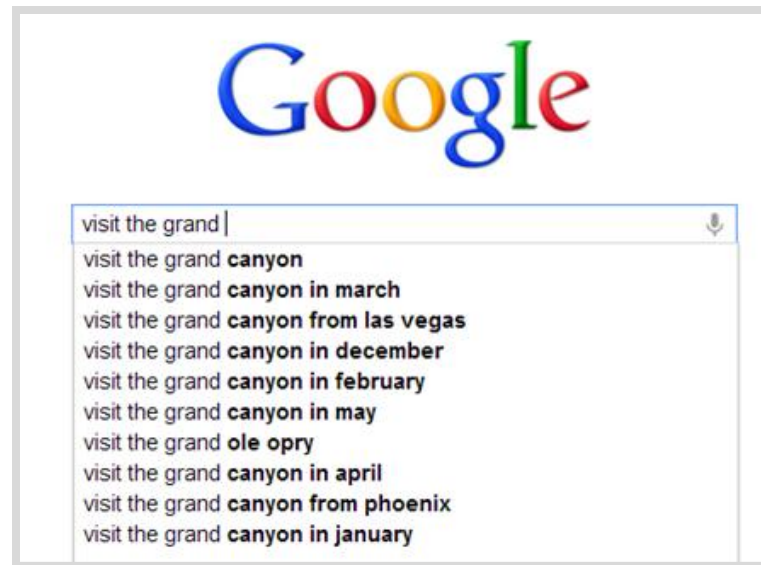
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- What made you trust us? (About Us page)
- What information do you wish we had provided upon first contact?
- What information do you wish we had explained upon completion of services?
- What information were you looking to find when you began searching for a company like ours?
- What do you wish we would do better?
- Did you read online reviews about us?



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 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




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 »](#)





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. [\(more\)](#)



Daniel Tenner - How to get a merchant accountdanieltenner.com/post/.../0006-how-to-get-a-merchant-account.html

Getting a merchant account is a necessary step before you can take credit and debit card ... this guide to obtaining a merchant account, from the cash-strapped start-up's point of view. ... There's a simple way around this: apply to several banks.

How to Get Approved for a Merchant Account - Entrepreneur.c...www.entrepreneur.com/article/53306

Jul 8, 2002 - And if I am one, can I still get a merchant account? A: There are many ... A favorable credit history will go a long way toward establishing your credibility as a prospective merchant. ... 1. Mark Cuban's 12 Rules for Startups.

Setting up Your Business to Receive Payments | Entrepreneur.comwww.entrepreneur.com/article/64838

While most start-up businesses struggle to find customers, it seems like you've got ... card merchant account, a bank account and a way to process payments. ... Russell Simmons: 3 Simple Ways Meditation Will Make You a Better Entrepreneur ...

Ultimate Guide on Merchant Accounts and Online Credit Card ...www.shopify.com » Ecommerce Blog » How to Start a Business

by Mark Hayes - in 97 Google+ circles

Sep 25, 2012 - Getting a merchant account should be easy. ... However, it's used this way so commonly and freely that there is in fact a street/layperson ... Merchants in a startup position would give anything to have a strong balance sheet ...

Advantages Of Using a Merchant Account vs. PayPal Accountwww.expand2web.com/.../advantages-of-using-a-merchant-account-vs-p...

Aug 2, 2011 - Easy Payment Solution for Startup Businesses. Many new ... Getting a merchant account, however, is a much more involved process. You can ... How The SmallBiz Theme Makes Your Business Website Way Better. If you're ...

What is the easiest way for a startup to get a merchant acc...www.quora.com/What-is-the-easiest-way-for-a-startup-to-get-a-me...

Jan 30, 2010 - 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 ...

How to Get a Merchant Account in Canada, Online Credit Car...www.mediamage.com/DesignArticles/merchant_account2.htm

Click here to order you Virtual Assistant Start-up Business System. ... This is the easiest way to get a merchant account online and most likely the cheapest if you ...

Fastest Merchant Accountfastestmerchantacco.buyerpricer.com/

Looking for Fastest Merchant Account Info? Compare Results Now.

Open Merchant Accountwww.mymerchantaccount.net/

Merchant account solutions for your online shop.

Free Credit Card Machinewww.falconmerchantservices.com/

Built-in Gift and Loyalty Flat rate of 2.65%, No monthly fee

Internet Merchant Accountwww.the-merchant-account-advisor.com/

Compare leading internet merchant accounts - and save.

Merchant Account Quoteswww.paymentpop.com/

Get free merchant account quotes from only the best rated providers

Merchant Account 1.10%www.northamericanterminals.com/

No Setup Fee,Risk Free,Free Machine Most Trusted Processor,Since 1990

[See your ad here >](#)

List All Content Ideas in a Spreadsheet

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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

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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

@ArnieK #CMWorld

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 (2)	
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 Blog Post: Author	3 Q&A Video	4 Interview/Quote Post	5 Open Blog	6	7				
Notes	April				May Brainstorming						
		8	9 Blog Post: Author	10 Q&A Video	11 Interview/Quote Post	12 Open Blog	13	14			
		15 Webinar - Content Posted	16 Blog Post: Author May Video Shoot - Presenters TBD	17 Google Hangout Video	18 Infographic	19 Open Blog	20	21			
		22	23 Blog Post: Author	24 How-To Video	25 Creative Team Data-graphic	26 Open Blog	27	28			
		29	30 Blog Post: Author								

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TSYS 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
<input type="text"/>	<input type="text"/>
Company	Country
<input type="text"/>	<input type="text"/>
Job Title	Phone Number
<input type="text"/>	<input type="text"/>
Comments	
<input type="text"/>	
<input type="button" value="Submit"/>	

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

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The 15th Annual Home Show is a Wrap
 Posted on Tue, Feb 18, 2014
 First, I want to thank all of the people who came out for our homeshow and made it... [\(read more\)](#)

Maytag vs. Electrolux Front Load Washers (Reviews/Ratings)
 Posted on Tue, Feb 18, 2014
 Though very few of us find pleasure in doing laundry, everyone is pleased when their... [\(read more\)](#)

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 **Refrigerators**

 **Cooking**

 **Ventilation**



 **Dishwashers**

 **Compactors**

 **Washers**

 **Dryers**



Feb 18, 2014 12:43:00 PM  0 

Related Articles

- [Does Steam in a Washer Really Work?](#)
- [The Largest Front Load Washers](#)

Additional Resources

Download our free Washer Buying Guide for features, specs and reviews on all the major brands. Over 45,000 people have already found answers in a Yale Guide.

The image shows the cover of a 'Washer Buying Guide' booklet. The title 'Washer Buying Guide' is in blue and black text at the top. Below the title is a photograph of two red front-loading washing machines. At the bottom, the 'YALE' logo is visible, with 'APPLIANCE' and 'LITERARY' in smaller text underneath.

Washer Buying Guide

Download our clothes washer buying guide for up to date, unbiased information including the best brands, features and more.

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Pro Cooking
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Ventilation
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Speed & Steam Ovens

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Washer
Dryer
Compact Laundry

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Recessed Lighting
Under Counter Lighting
Kitchen Lighting



Appliance Buying Guide

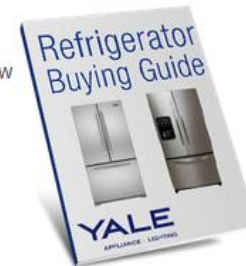
Appliances have changed over the years and are now more sophisticated than ever. Our Appliance Buying Guide covers the basics of every type of available appliance.

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Refrigerator Buying Guide

Top-mount, bottom-mount, side-by-side, french door, pro; there are now more types of refrigerators than ever. Our Refrigerator Buying Guide breaks down each type and highlights brands, features and more.

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Counter Depth Refrigerator Buying Guide

Counter depth refrigerators have become incredibly popular as the kitchen has merged with the living room over the years. But, did you know there are different types of counter depth refrigerators?

The Results...

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Yale's traffic has grown from **40,000 visitors to 150,000 annually**

Leads have grown **from 800 to 2,300 monthly!**

Revenue is **up by 40%** since starting their content marketing program.

And according their president Steve Sheinkopf: "**Profitability is up way more than that**, because we eliminated marketing expense."



Web

Images

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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 Vasaí S-vaṣoní; 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 ArizonaPlan 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 ...

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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

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THE BEST PLACE TO HIDE A DEAD BODY
IS PAGE 2 OF GOOGLE SEARCH RESULTS.



Web Pages, News, Local, Images & Videos

1. Links pointing to your content (*Internal too*)
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



Search Optimization Elements

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The image shows a screenshot of the Marriott website for TownePlace Suites Scottsdale, AZ. Red boxes and arrows point to specific SEO elements on the page:

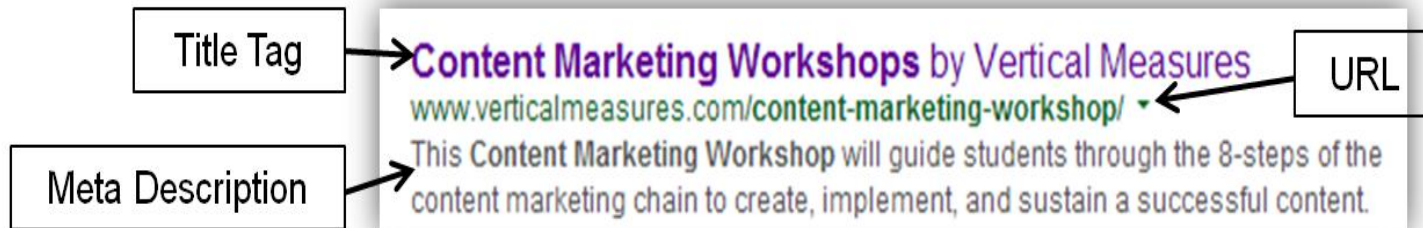
- Title Tag:** Points to the browser tab title "Scottsdale Hotel Suites | T".
- H1 Tag:** Points to the main heading "TownePlace Suites Scottsdale" and the address "10740 North 90th Street - Scottsdale, Arizona 85260 USA".
- Meta Description:** Points to the text "Our hotel suites in Scottsdale, AZ offer 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." This text is displayed in a grey box over the main image.
- H2 Tag:** Points to the heading "Explore Our Hotel" located below the map.
- Text Content:** Points to the paragraph "Our TownePlace Suites Scottsdale, AZ Hotel is the perfect home base for your extended stay in the Scottsdale area. Enjoy all the comforts of home just minutes from vibrant Old Town Scottsdale with its fine dining, night clubs and 125 art galleries. No".

The website layout includes a search bar, a sidebar with filters (Check-in date, Check-out date, No. of rooms, Guests/room), and a main content area with a large image of the hotel, a map, and a list of amenities.

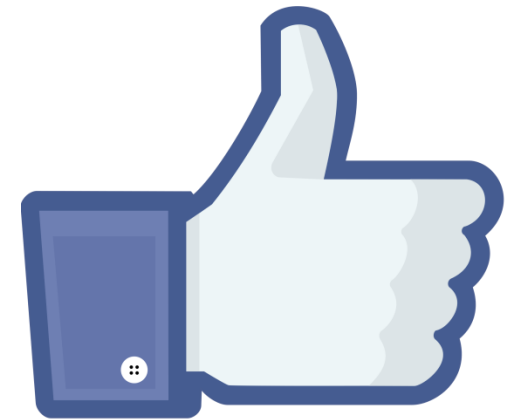


Search Results – Web Page Connection

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- 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

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- 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.



- Need to submit your URL to Google first
- Article URLs must be:
 - Unique
 - Permanent
 - Display a three-digit number
- To see if a site is already included in Google News, type [site:url.com], into the search box and click "Search News."
- <http://support.google.com/news/publisher/>

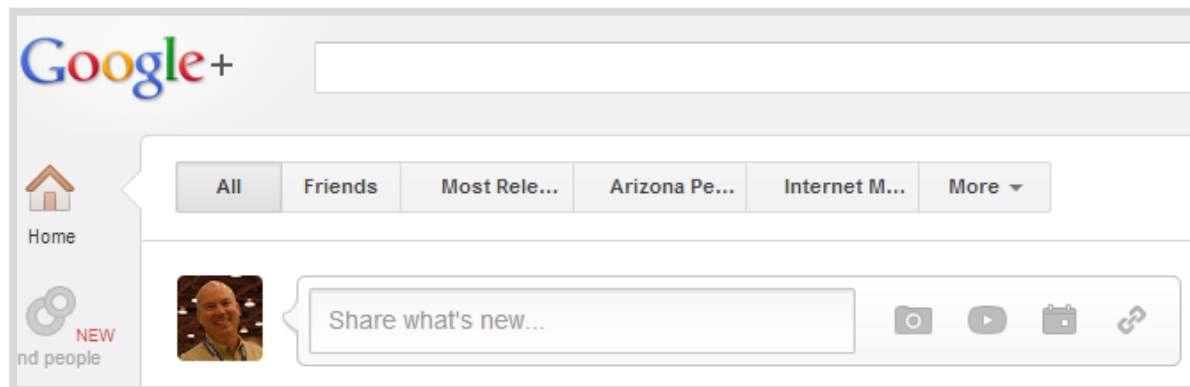
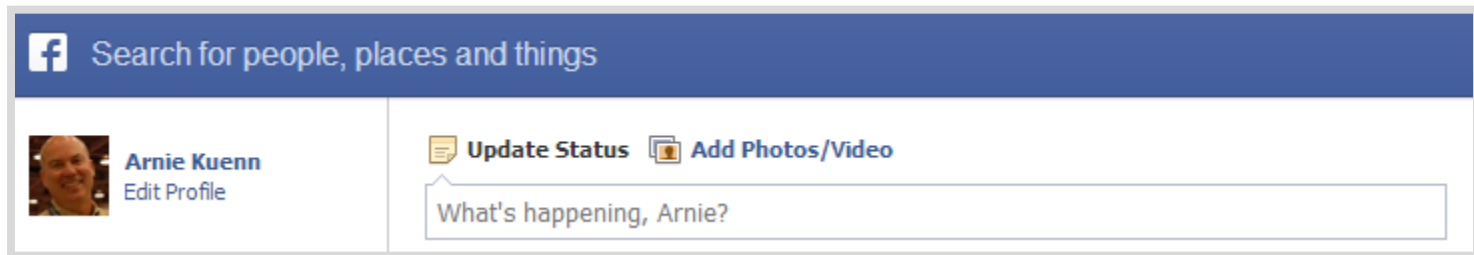
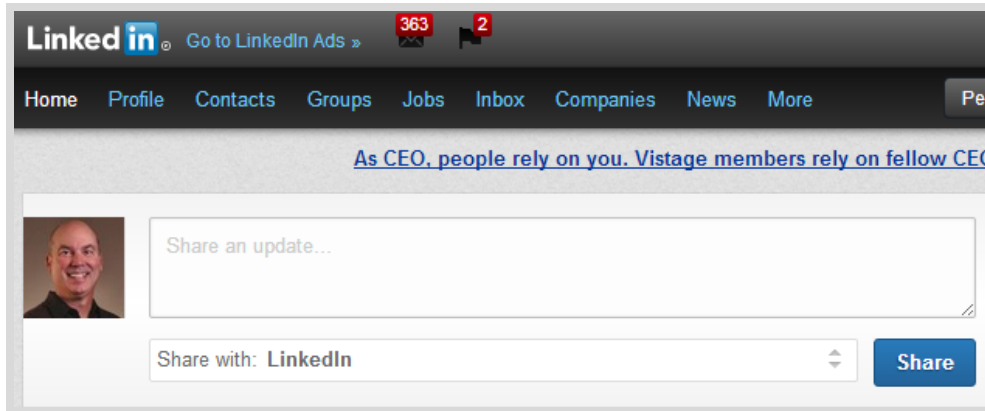


- Unintentional duplicate content
- Duplicate title tags
- Blocked pages or site
- Over optimization of anchor text in backlinks and footer



Sharing New Content Can Be Very Simple

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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 200 N Centennial Way
Mesa
(480) 464-5038

The Landmark Restaurant 
www.landmarkrestaurant.com/
 Score: **20** / 30 · 53 Google reviews 809 W Main St
Mesa
(480) 962-4652

Pier de Orleans Restaurant 
www.pierdeorleans.com/
 Score: **14** / 30 · 19 Google reviews 61 E University Dr
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www.originalblueadobe.com/
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• 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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Restaurants near Mesa Convention Center, 263 N Center St, Mesa, AZ 85201-6628



4 reviews

Cafe Azul

\$\$ • Mediterranean


 3.6 ★★★★★
35 reviews

il Vineaio

\$\$ • Italian


 3.2 ★★★★★
19 reviews

Pier de Orleans Restaurant

\$\$ • Seafood


 4.4 ★★★★★
81 reviews

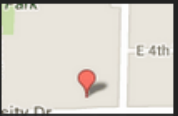
Blue Adobe Grille

\$ • \$\$ • Mexican


 4.2 ★★★★★
22 reviews

Nunthaporn's Thai Cuisine

\$\$ • Thai


 4.0 ★★★★★
34 reviews

Rosa's Mexican Grill

\$\$ • Mexican

[Restaurants Near the Mesa Convention Center - Arizona Tourism](http://arizonatourism.com/articles/restaurants-near-the-mesa-convention-center/)

[arizonatourism.com/articles/restaurants-near-the-mesa-convention-center/ ▾](http://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 ...

[Restaurants near Mesa Amphitheatre, Phoenix - Urbanspoon](http://www.urbanspoon.com/Phoenix/Landmarks/Restaurants-near-Mesa-Amphitheatre)

[www.urbanspoon.com/Phoenix/Landmarks ▾](http://www.urbanspoon.com/Phoenix/Landmarks/Restaurants-near-Mesa-Amphitheatre) Urbanspoon ▾

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.

[Mesa Convention Center - TripAdvisor](http://www.tripadvisor.com/.../Mesa/Things-to-Do-in-Mesa)

[www.tripadvisor.com/... ▾](http://www.tripadvisor.com/.../Mesa/Things-to-Do-in-Mesa) Mesa ▾ Things to Do in Mesa ▾ TripAdvisor ▾

★★★★★ Rating: 4.5 - 3 reviews

Mesa Convention Center, Mesa: See 3 reviews, articles, and 5 photos of Mesa Convention ... Also consider these other attractions **near Mesa Convention Center**.

[Mesa Convention Center](http://mesaconventioncenter.com/)

[mesaconventioncenter.com/ ▾](http://mesaconventioncenter.com/)

The Mesa Convention Center is a full-service event facility located in the heart of Attractions, **Restaurants** and Hotels (within 1 mile of the Convention Center).

[Mesa Convention Center - Mesa, Arizona Tourism Information | Visit ...](http://www.visitmesa.com/meeting-planner/planning.../mesa-convention-center)

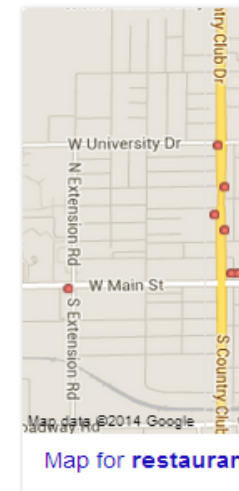
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[Restaurants Near Mesa Phoenix East Hotel and Convention Cente...](http://www.mytravelguide.com/Hotels)

[www.mytravelguide.com/Hotels ▾](http://www.mytravelguide.com/Hotels)

Mesa Restaurants - MyTravelGuide - Reviews and research on all Mesa **Restaurants**, Hotels, Attractions and more. Plan your next trip at MyTravelGuide.



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[Map for restaurant](#)


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