Digital Marketing and Thought Leadership

Improve SEO and Social Media with Authority Marketing

with John McDougall
COMMUNICATION INSTRUCTIONS:

- You are in listen-only mode
- You can raise your hand or use an emoticon using the icon at the top left of your screen.
- Type text in the Chat area to send a message or ask questions at any time.
John McDougall is the founder and CEO of McDougall Interactive, an award-winning agency specializing in SEO, social media, paid search, blogging, content marketing, conversion optimization, PR and, most importantly, fusing them together and tracking return on investment. With a background in music and the arts, he enjoys the blending of art and advertising. Having provided Internet services full-time since 1995, John was among the first to implement search engine optimization. John's award winning book, Web Marketing On All Cylinders is now available for sale on Amazon.com and is published by Intera Press.
John McDougall: *Improve SEO and Social Media with Authority Marketing*
John McDougall: 'Improve SEO and Social Media with Authority Marketing'
MEDIA FEATURES

The Huffington Post
Forbes
The New York Times
Boston Herald
HubSpot
EContent

The Boston Globe
The Salem News

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WHAT IS AUTHORITY MARKETING?

- Branding via specialization
- Building a platform/list
- Blogging
- Writing a book
- PR
- Public Speaking

- SEO
- Social Media
- Links from influencers
- Sales Influence
- Conversion Optimization
- Tracking ROI – Analytics
WHITE HAT VERSUS BLACK HAT
Become a visible expert
Heidi Cohen

@heidicohen
Actionable Marketing Expert, Professor, Journalist & Speaker

@wittyparrotapp
#contentmarketing Thought Leaders

<table>
<thead>
<tr>
<th>Rank</th>
<th>Twitter Handle</th>
<th>Name</th>
<th>PageRank (Normalized)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>jeffbullas</td>
<td>Jeff Bullas</td>
<td>100.00</td>
</tr>
<tr>
<td>2</td>
<td>BrennerMichael</td>
<td>Michael Brenner</td>
<td>22.56</td>
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<tr>
<td>3</td>
<td>JoePulizzi</td>
<td>Joe Pulizzi</td>
<td>16.41</td>
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<td>4</td>
<td>jaybaer</td>
<td>Jay Baer</td>
<td>11.64</td>
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<td>5</td>
<td>ChadPollitt</td>
<td>Chad Pollitt</td>
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<tr>
<td>6</td>
<td>Robert_Rose</td>
<td>Robert Rose</td>
<td>8.17</td>
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<td>7</td>
<td>heidicohen</td>
<td>Heidi Cohen</td>
<td>7.88</td>
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<td>8</td>
<td>TPLDrew</td>
<td>Andrew Davis</td>
<td>6.64</td>
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<tr>
<td>9</td>
<td>crestodina</td>
<td>Andy Crestodina</td>
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</tr>
<tr>
<td>10</td>
<td>GerryMoran</td>
<td>Gerry Moran</td>
<td>3.68</td>
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</tbody>
</table>

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PROVISIONAL PATENT ON PAGERANK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 60/035,205
Filed: 10 Jan 97
Title: Improved Text Searching in Hypertext Systems
Applicant(s): Lawrence Page
Examiner: not yet assigned
Art Unit: not yet assigned
Google Backrub!

Google’s initial name was “BackRub,” in reference to the way it was designed to check backlinks in order to rank a site for search results.

PageRank of site = \( \sum \frac{\text{PageRank of inbound link}}{\text{Number of links on that page}} \)

OR

\[
PR(u) = (1 - d) + d \times \sum \frac{PR(v)}{N(v)}
\]
THE EARLY PATENTS RELATING TO AUTHORS

Agent rank

Invented by David Minogue and Paul A. Tucker
US Patent Application 20070033168
Published February 8, 2007
Filed: August 8, 2005

Abstract

The present invention provides methods and apparatus, including computer program products, implementing techniques for searching and ranking linked information sources. The techniques include receiving multiple content items from a corpus of content items; receiving digital signatures each made by one of multiple agents, each digital signature associating one of the agents with one or more of the content items; and assigning a score to a first agent of the multiple agents, wherein the score is based upon the content items associated with the first agent by the digital signatures.
How Google Might Fight Web Spam in Social Networks 05/26/2015

1. Start
2. Receive comment
3. Generate fingerprint for comment
4. Is fingerprint similar or identical to a previously stored fingerprint?
   - No: Post comment
   - Yes: Process comment as spam
5. End

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Google Quality Raters Guide

Google General Guidelines Version 5.0

General Guidelines Overview .........................................................

Part 1: Page Quality Rating Guideline .................................

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EXPERTISE, AUTHORITATIVENESS, TRUSTWORTHINESS.
10 HIDDEN GEMS FROM GOOGLE’S LEAKED QUALITY RATER GUIDELINES

According to Google...

<table>
<thead>
<tr>
<th><strong>DO...</strong></th>
<th><strong>WHY?</strong></th>
<th><strong>ACCORDING TO GOOGLE...</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Make sure your content is written by experts.</td>
<td>Google has placed a strong emphasis on perceived expertise for determining quality.</td>
<td>&quot;High quality pages and websites need enough expertise to be authoritative and trustworthy on their topic.&quot;</td>
</tr>
<tr>
<td>Update old content that has become outdated.</td>
<td>Google has placed a strong emphasis on trustworthiness for determining quality.</td>
<td>&quot;High quality pages and websites need enough expertise to be authoritative and trustworthy on their topic... In order for a site to be deemed high quality, it must contain updated information.&quot;</td>
</tr>
</tbody>
</table>
Early Author Rank Speculation

From Moz

- Google+ engagement level
- Outside authority indicators
- # of circlers
- Posting frequency
- Authority of publishing sites
- Avg. PR
- +1s/shares per post
- Comments per post
- Relative authority on non-Google social networks

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Duanne Forrester of Bing says "Don’t be tempted to game it".
Specific Highlights Of 2014:
1. Holistic, context-based approach is crucial for content quality
2. Technical performance and page architecture are very important
3. Proportion of keyword links dropped again on average
4. Social Signals: correlations decreased slightly, but are still high
5. User Signals (*NEW) in top rankings significantly more positive
**Title:** Chocolate Donuts from Mary's Bakery

**Meta Description:** Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

**URL:** http://marysbakery.com/chocolate-donuts

---

**Chocolate Donuts** from Mary's Bakery

There's 3 secrets that explain why our chocolate donuts have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

#1: Our Ingredients
   XYZ
   
#2: The Baking Process
   ABC
   
#3: Timing
   DEF

---

How to Get Hold of Mary’s Chocolate Donuts (aka locations, pricing & availability)
How to Make Chocolate Donuts at Home (aka our recipe for the perfect donut)

Endorsements (including one from Homer!)

NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by Mary D. of Mary’s Donuts

Created by Rand Fishkin
OPTIMIZATION BASICS

Include Keywords in each of the following:

- Title Tag
- Meta Tags (especially Meta Description)
- Headings
- Body Text
- Alt Tags
- URL
Panda = No Low Quality

Penguin = No Spam

Hummingbird = Conversations + Mobile

Pigeon = New local algo
Search: “penguin release dates”
<table>
<thead>
<tr>
<th>Referring Domain</th>
<th>Domain Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>wordpress.org</td>
<td>96</td>
</tr>
<tr>
<td>plus.google.com</td>
<td>94</td>
</tr>
<tr>
<td>apple.com</td>
<td>92</td>
</tr>
<tr>
<td>en.wikipedia.org</td>
<td>91</td>
</tr>
<tr>
<td>bit.ly</td>
<td>89</td>
</tr>
<tr>
<td>lofter.com</td>
<td>89</td>
</tr>
<tr>
<td>vimeo.com</td>
<td>89</td>
</tr>
<tr>
<td>huffingtonpost.com</td>
<td>87</td>
</tr>
<tr>
<td>mashable.com</td>
<td>87</td>
</tr>
<tr>
<td>secureserver.net</td>
<td>87</td>
</tr>
<tr>
<td>joomla.org</td>
<td>85</td>
</tr>
<tr>
<td>feedburner.com</td>
<td>85</td>
</tr>
<tr>
<td>shareaholic.com</td>
<td>85</td>
</tr>
<tr>
<td>forbes.com</td>
<td>84</td>
</tr>
<tr>
<td>reddit.com</td>
<td>84</td>
</tr>
<tr>
<td>cargocreative.com</td>
<td>83</td>
</tr>
<tr>
<td>constantcontact.com</td>
<td>83</td>
</tr>
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<td>.jmp</td>
<td>83</td>
</tr>
<tr>
<td>tinyurl.com</td>
<td>83</td>
</tr>
<tr>
<td>disqus.com</td>
<td>82</td>
</tr>
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<td>eventbrite.com</td>
<td>82</td>
</tr>
</tbody>
</table>
Thought leadership and law firm marketing with Professor David Wilkins of Harvard Law School

Posted by John McDougall in Thought Leadership  Leave a Comment

John: Hi, I’m John McDougall and I’m here today with Professor David Wilkins of Harvard Law School and he’s also the director of Harvard Law School’s program on the legal profession. Professor Wilkins, how important is it that an attorney as an authority in their main practice area versus trying to be too good at too many areas of law?

David: Well John, first of all, it’s a pleasure to be with you and your audience. This is one of the many questions that really is hard to answer in general because it depends a lot upon what kind of attorney that we’re thinking about. There are many attorneys in the world that are very specialized in their field, others are not. It really depends on what the attorneys are trying to do. Would you like to elaborate further on this topic?
CREATE GREAT CONTENT, THEN SHARE

CONTENT

Guest Blog
News/Media/PR
Facebook
Twitter
Digg
Reddit
Google+
YouTube
Forums

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CONTENTFUEL: FOR SOCIAL/SEO/LINKS/PR

Video, Infographics, Podcasts, Whitepapers, Blog Posts, Images etc.

John McDougall: 'Improve SEO and Social Media with Authority Marketing'
Julie E. Manser

Associate
Exton, PA
610.458.6705

Julie serves as an advocate in family law matters for clients in Eastern Pennsylvania, particularly in the counties of Chester, Montgomery, Bucks, Delaware, Lancaster, Berks and Lehigh. She has handled cases for clients resident in West Chester, Norristown, Doylestown, Media, Reading and Allentown. Throughout her career, Julie’s practice has focused on family law litigation and related matters, such as:

- Litigation, mediation and arbitration of family law matters
- Matrimonial actions, including complex matters involving valuation issues and high conflict matters
- Custody and Parenting Time
- Alimony and child support
- Equitable distribution
- Appellate practice in family law matters
- Grandparent visitation
- Domestic violence
- Negotiation and preparation of prenuptial, postnuptial, and

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MEDIA COVERAGE = AUTHORITY

prleads.com
• $99 a month, emails as often as every 30 minutes
• Leads are completely customized to fit your expertise
• Less competition from other responders
• Amazing help from founder Dan Janal

helpareporter.com
• Free to sign up for 3x daily emails
• Paid: filters, profile, mobile alerts
• “Submit a New Pitch”

+Buzz Sumo and Followerwonk for influencers
**Authority Analytics**

![Google Analytics](image)

**Default Channel Grouping**

<table>
<thead>
<tr>
<th>Acquisition</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Organic Search</strong></td>
<td>4,490 (35.51%)</td>
</tr>
<tr>
<td><strong>2. Referral</strong></td>
<td>4,119 (32.58%)</td>
</tr>
<tr>
<td><strong>3. Direct</strong></td>
<td>2,289 (18.10%)</td>
</tr>
<tr>
<td><strong>4. Paid Search</strong></td>
<td>1,740 (13.76%)</td>
</tr>
<tr>
<td><strong>5. Social</strong></td>
<td>5 (0.04%)</td>
</tr>
</tbody>
</table>

% of Total: 100.00% (12,643)
AUTHORITY ANALYTICS / TYPES OF AUTHORITY

Unique Visitors
Blog Visits
Referrals
Social
Domain / Link
Authority

Conversions from
Content
Low Bounce Rate
Time on Site
Conversion Paths

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## Top Content

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>/weddings/the-wedding-blog/wedding-planning-open-bar-vs-cash-bar</td>
<td>170 (21.85%)</td>
<td>167 (24.93%)</td>
<td>00:08:52</td>
</tr>
<tr>
<td>/weddings/the-wedding-blog/filter/outdoor-ceremonies</td>
<td>131 (16.84%)</td>
<td>104 (15.52%)</td>
<td>00:01:15</td>
</tr>
<tr>
<td>/weddings/the-wedding-blog/filter/indoor-ceremonies</td>
<td>125 (16.07%)</td>
<td>106 (15.82%)</td>
<td>00:01:30</td>
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<tr>
<td>/weddings/the-wedding-blog/filter/our-favorites</td>
<td>48 (6.17%)</td>
<td>39 (5.82%)</td>
<td>00:02:13</td>
</tr>
<tr>
<td>/weddings/the-wedding-blog/filter/food</td>
<td>34 (4.37%)</td>
<td>29 (4.33%)</td>
<td>00:01:09</td>
</tr>
<tr>
<td>/weddings/the-wedding-blog</td>
<td>32 (4.11%)</td>
<td>21 (3.13%)</td>
<td>00:01:23</td>
</tr>
<tr>
<td>/weddings/the-wedding-blog/filter/seasons/fall</td>
<td>28 (3.60%)</td>
<td>24 (3.58%)</td>
<td>00:02:43</td>
</tr>
<tr>
<td>/weddings/the-wedding-blog/filter/seasons/summer</td>
<td>28 (3.60%)</td>
<td>22 (3.28%)</td>
<td>00:01:13</td>
</tr>
<tr>
<td>/weddings/the-wedding-blog/wedding-thank-you-notes</td>
<td>26 (3.34%)</td>
<td>22 (3.28%)</td>
<td>00:01:28</td>
</tr>
<tr>
<td>/weddings/the-wedding-blog/filter/seasons/spring</td>
<td>24 (3.08%)</td>
<td>18 (2.69%)</td>
<td>00:03:13</td>
</tr>
</tbody>
</table>

Content is beating paid niche placement

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If you're not the lead dog the view is always the same!
TAKEAWAYS

1. Pick a niche to focus on
2. Start a blog and use keywords in each post
3. Create social profiles including Google+
4. Spend more time promoting than creating
5. Build your email list / platform

Thought leadership is critical for SEO and social media success and Authority Marketing is the roadmap that makes it easier.
RESOURCES

1. ahrefs.com | linkresearchtools.com
2. helpareporter.com (Free) | prleads.com
3. keywordtool.io | longtailpro.com
4. adwords.google.com/KeywordPlanner
5. speakermatch.com and associationexecs.com
6. buzzsumo.com | followerwonk.com
CONTACT JOHN

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(c) 978-423-4274 (e) jm@mcdia.com

Authority Marketing Blog: www.authoritymarketing.com

@McDougallJohnD
BRANDEIS GPS MASTER’S DEGREES

• Bioinformatics
• Digital Marketing and Design
• Health & Medical Informatics
• Information Security
• IT Management
• Instructional Design & Technology
• Project & Program Management
• Software Engineering
• Strategic Analytics
• User-Centered Design
Thank you for attending!

@BrandeisGPS

Connect with us!

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