Digital PR for Prosthodontists (Search, Social and Public Relations)

Andy Crestodina

Strategic Director





What's new about PR in 2017?

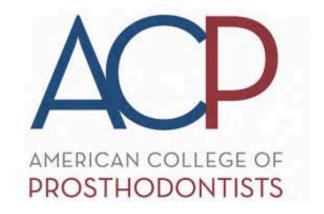
Everything is all digital, all the time.

16

We are a digital platform that also prints newspapers.

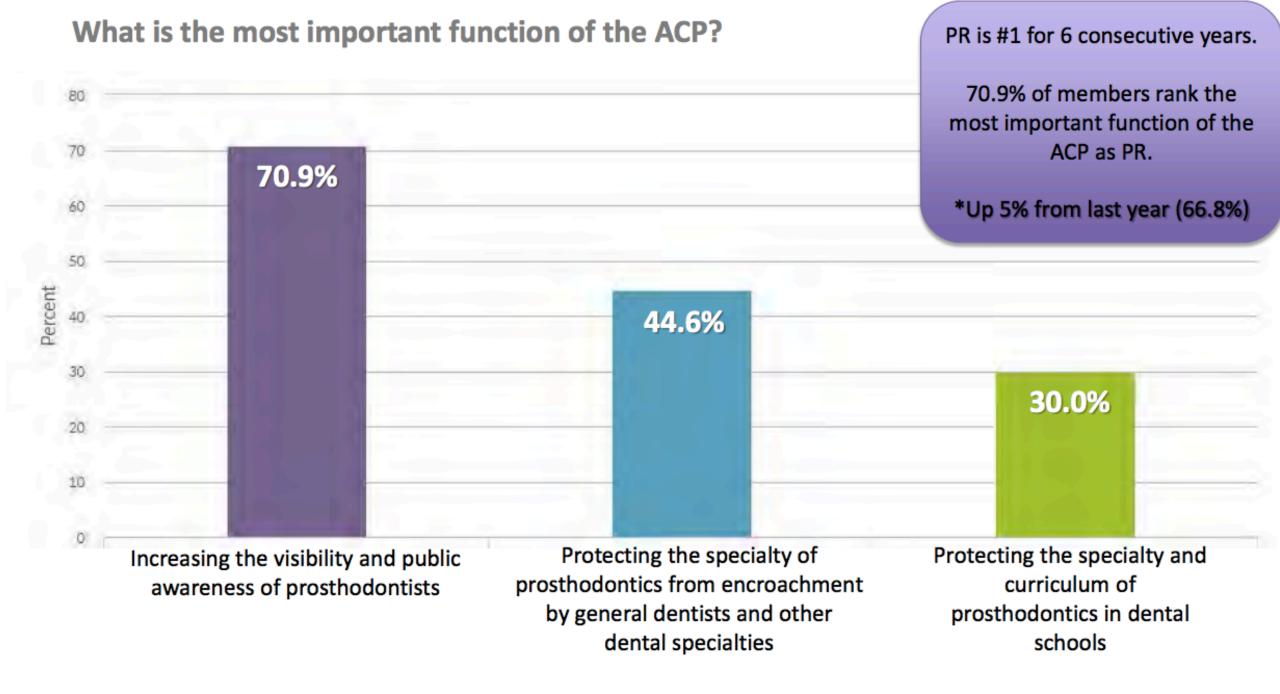


- Chicago Tribune Reporter



2016 Key Findings

*1 in 8 members participated in this year's 2016 ACP PR Survey



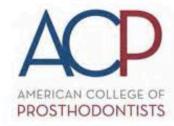
According to the 2016 ACP PR Survey

What this means:

70% of members look to the ACP to help them with PR.

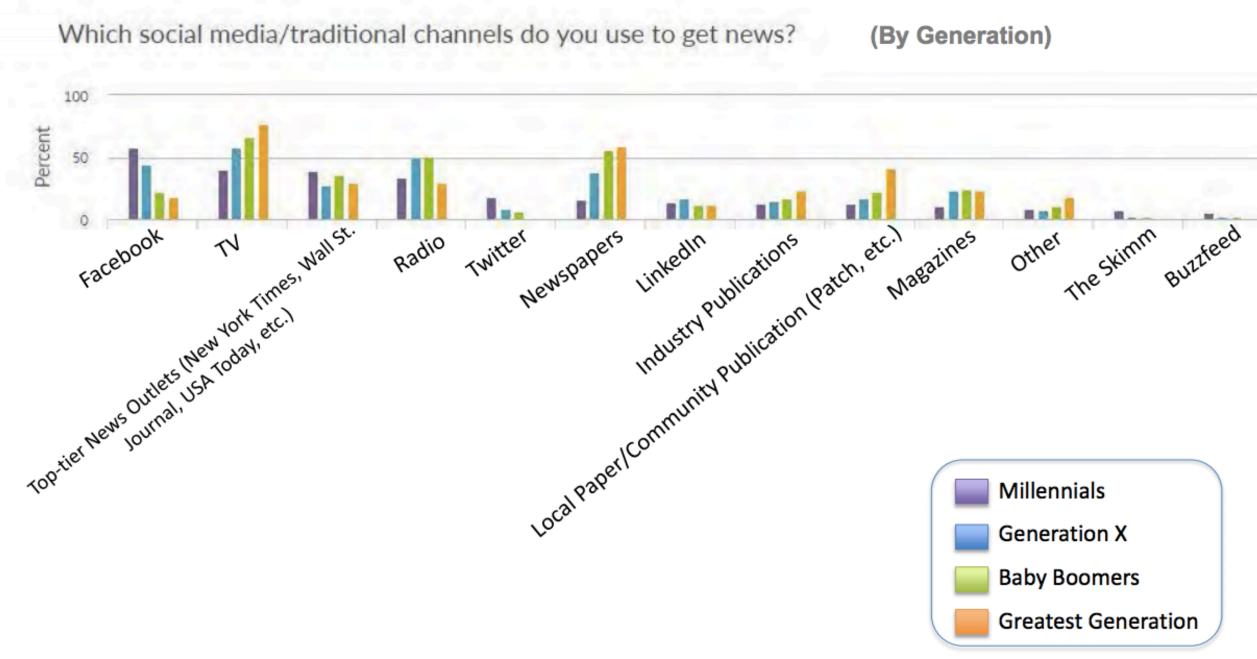
Specifically...

"To increase the visibility and public awareness of prosthodontists."

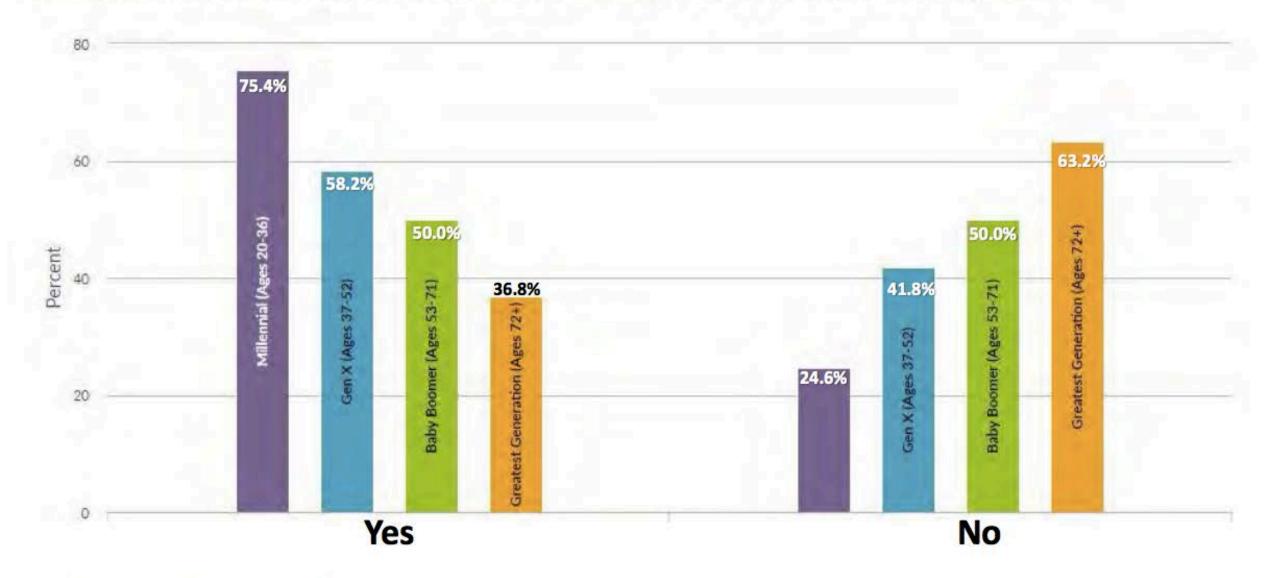


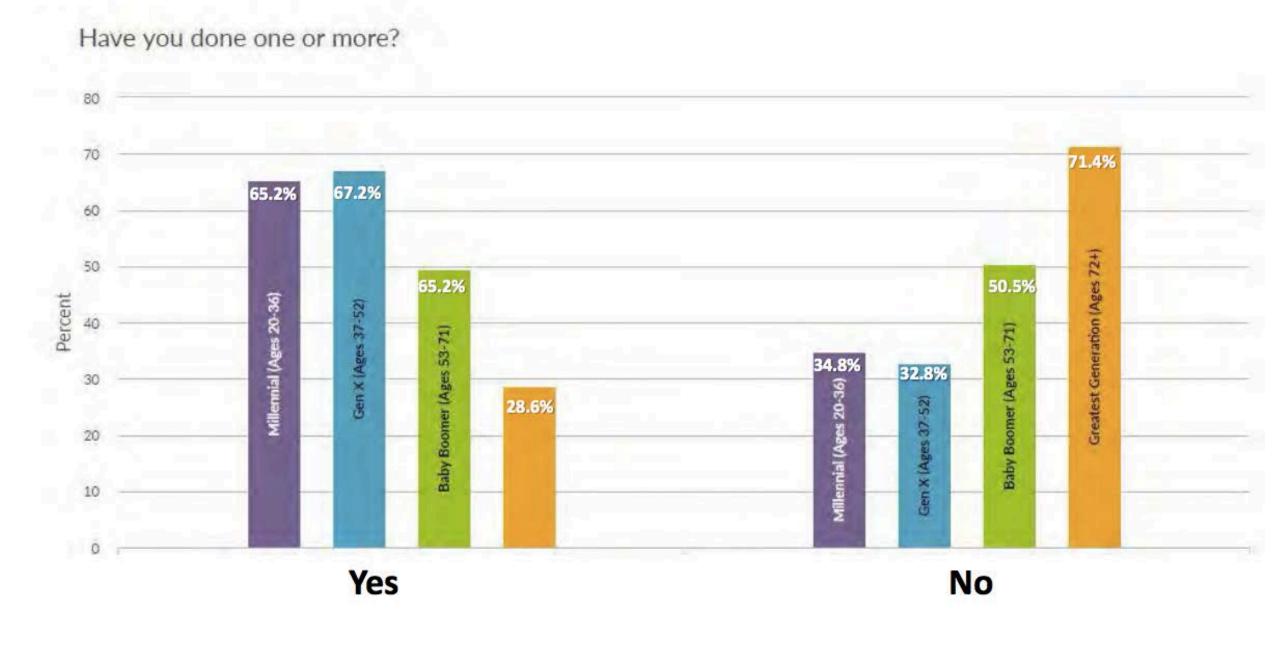
Which social media/traditional channels do you use to get news?



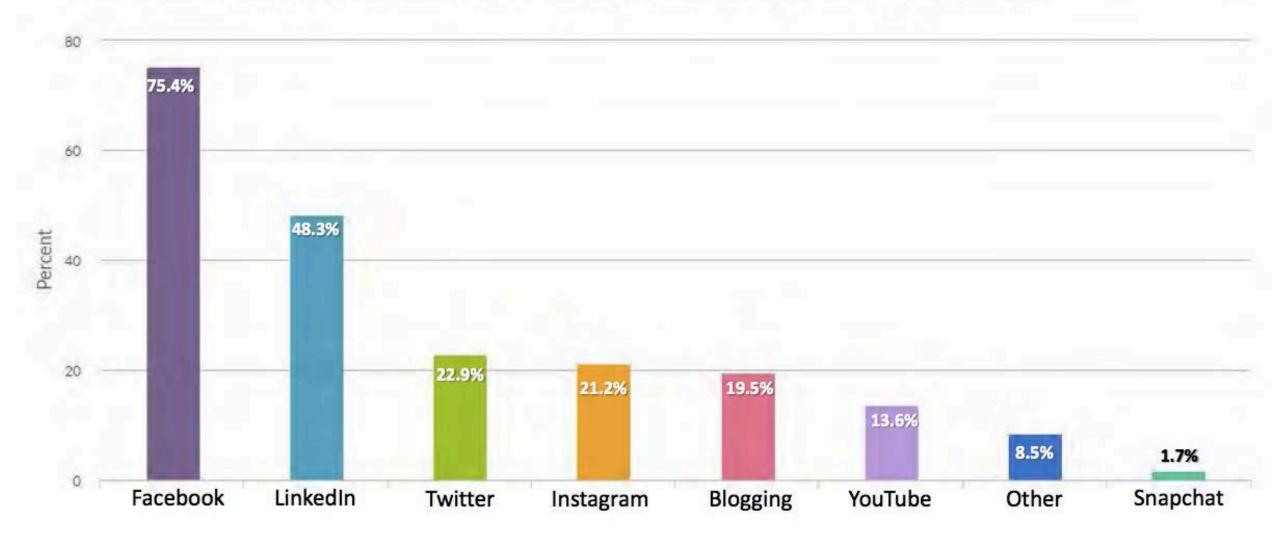


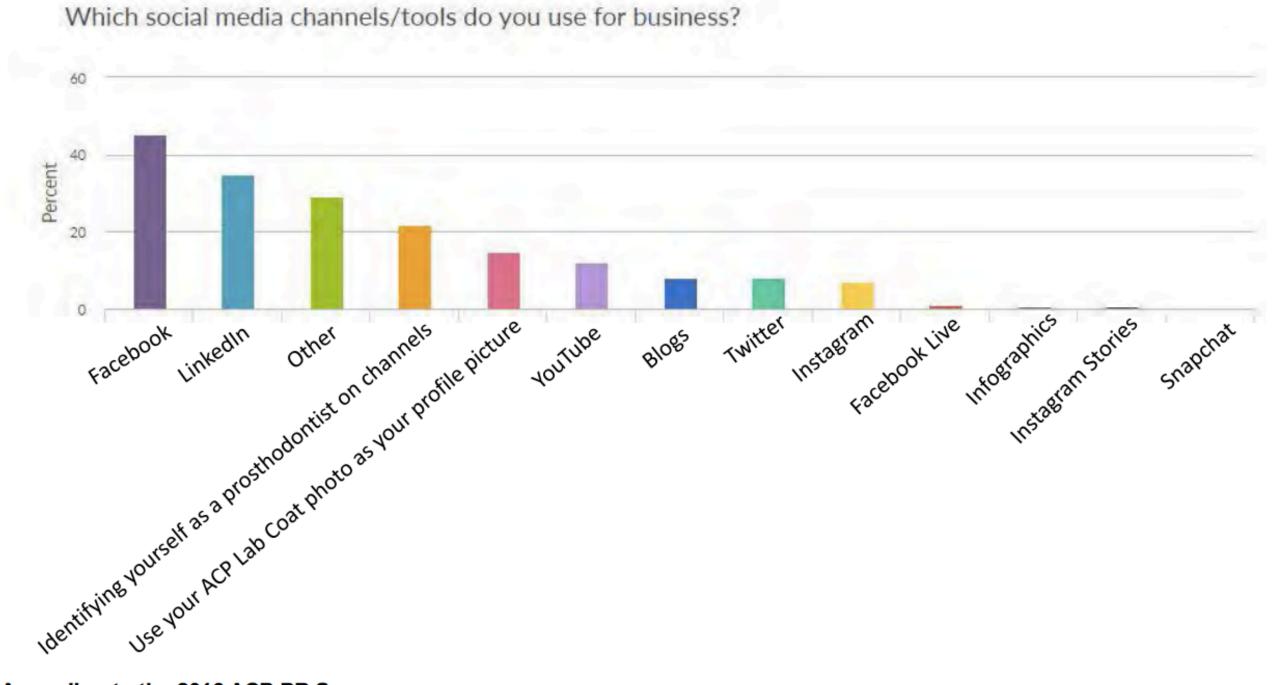
Are you aware that using the hashtags #prosthodontist or #prosthodontics on social media, or weaving in "As a prosthodontist..." in presentations, lectures, and daily life help raise consumer awareness?



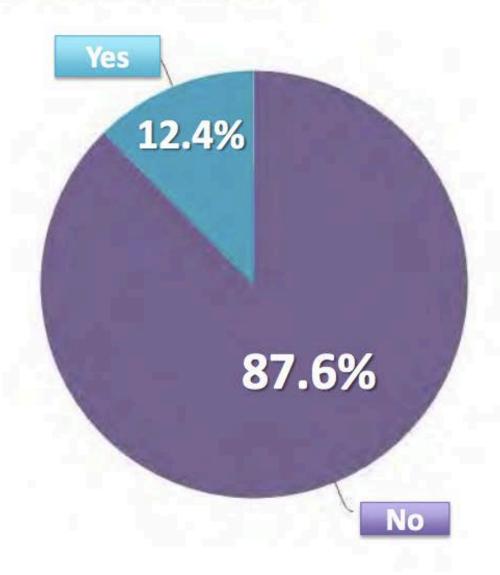


If yes, which social media channels do you use to promote your practice to consumers?





Is your ACP lab coat photo your LinkedIn profile picture?



66

If you have more MONEY than brains, you should focus on OUTBOUND marketing.

If you have more BRAINS than money, you should focus on INBOUND marketing.

99

Guy Kawasaki Marketing Evangelist



Advertising	Content Marketing
Interrupt, Distract	Attract
Outbound	Inbound
Paid (Budget)	Owned, Earned (Brains)
Temporary	Durable
Нуре	Help







How to Generate Leads

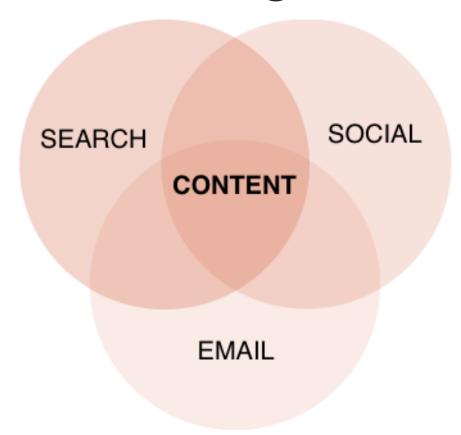


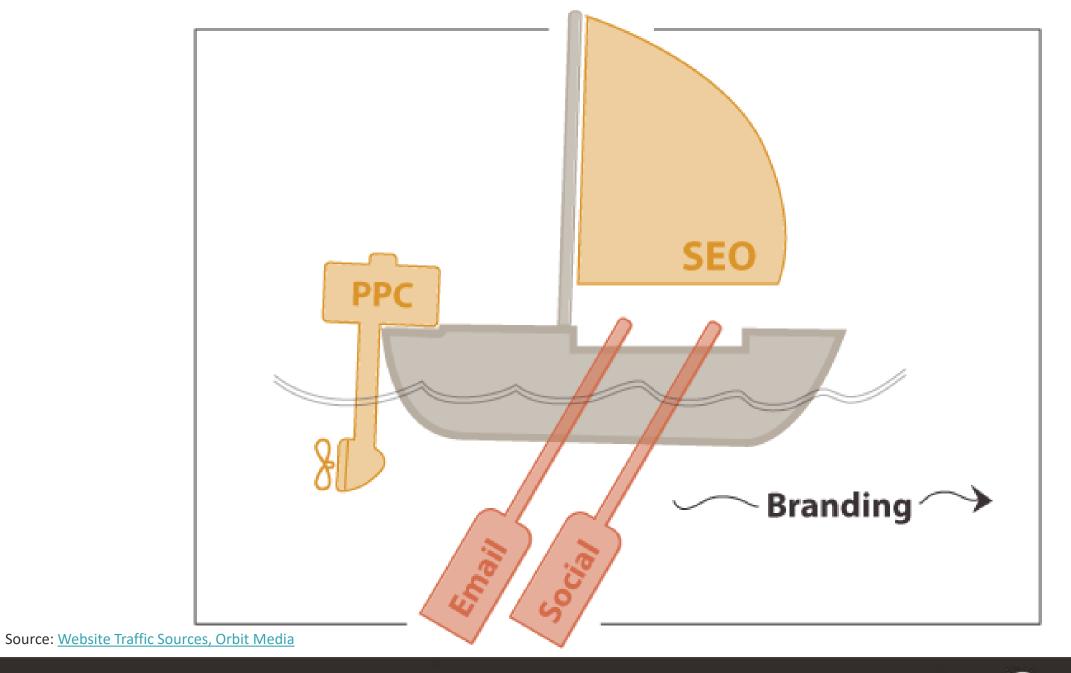


of buying decisions are made before contacting a sales rep

source: Corporate Executive Board, Marketing Leadership Council

Search + Social + Email = Content Marketing



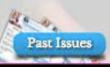


Mission

f 2 >

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WorkingMomsOnly.com is the world's leading website and newsletter for the empowerment of the working moms.





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ELECTIONS AS AN EXPAT>

With Election Day approaching, people around the country getting ready to cast their votes and have plans to make it to the polls on November 8th. And, while many voters will in fact submit ballots on the actual Election Day, over 22 million people have already voted. That's a record number in several states ...

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With Election Day approaching, people around the country getting ready to cast their votes and have plans to make it to the polls on November 8th. And, while many voters will in fact submit ballots on the actual Election Day, over 22 million people have already voted. That's a record number in several states ...

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INDIUM CORPORATION BLOG

Materials Lifetimes - A Modest Proposal

17 Dec 2015 by Dr. Andy Mackie [view bio]

Specific and consistent terminologies are required to enable accurate and effective discussions of soldering materials.



Next Feature



Help engineers answer the most challenging industrial

soldering questions



Connect







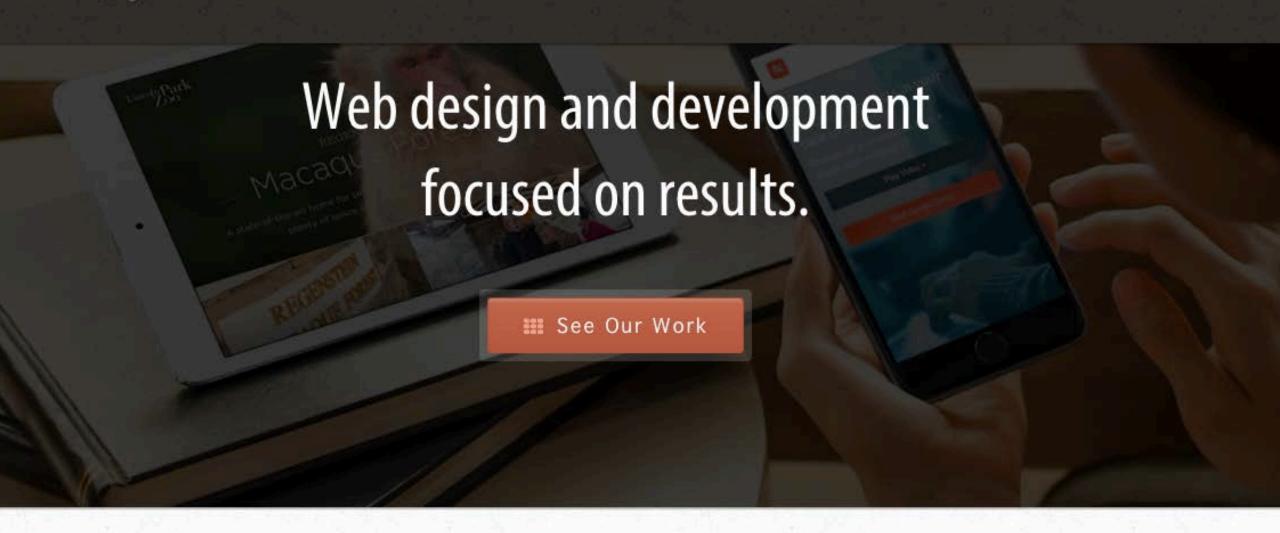




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All Projects >

Where business owners and marketers find practical advice on content, analytics and web design to get better results from the web.









A look inside how a startup competes for university engineering candidates.



Why It's Time to Take Millennial Leaders Seriously =

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30 Awesome Last Minute Gifts for \$100 or Less

How This Millennial Entrepreneur Is Disrupting the \$10 Billion Wine Market





Why It's Time to Take Millennial for running and growing their businesses.

How This Startup Hires the Best of the Best Tech Talent BY TESS TOWNSEND

A look inside how a startup competes for university engineering candidates.

30 Awesome Last Minute Gifts for \$100 or Less

How This Millennial Entrepreneur Is Disrupting the \$10 Billion Wine Market

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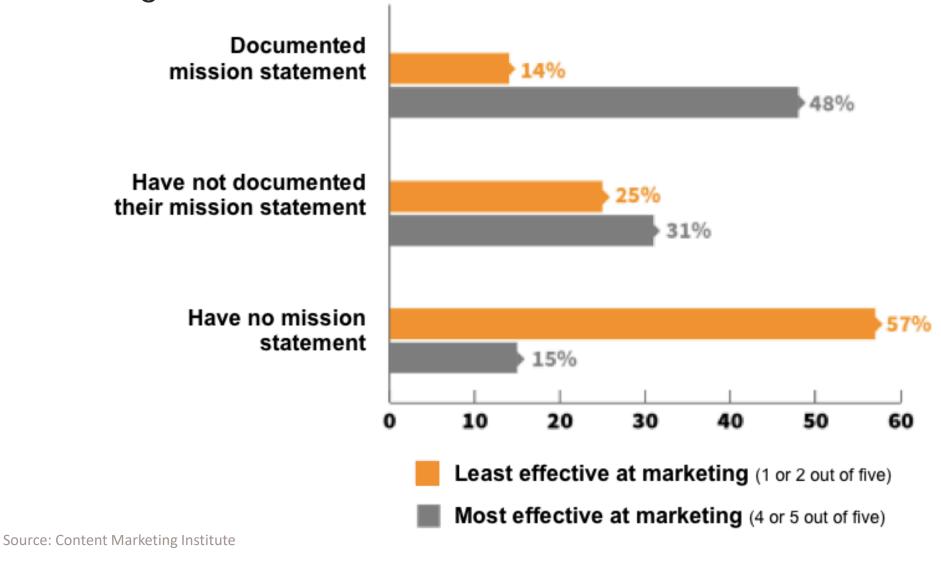
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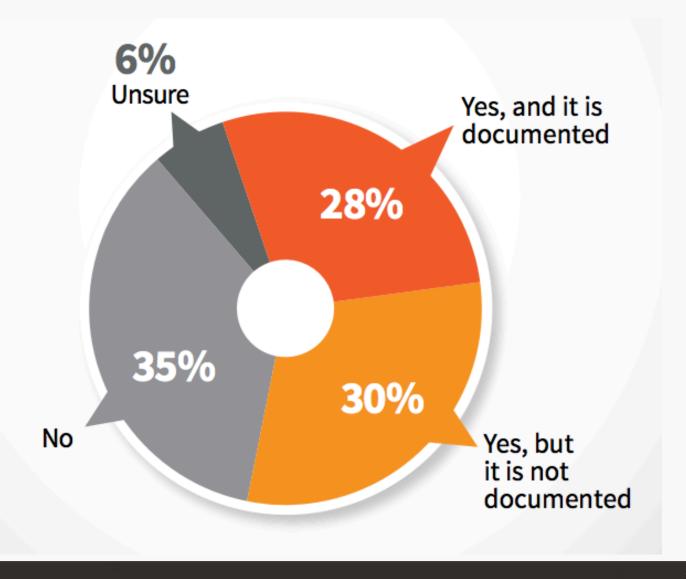
for running and growing their businesses.

Our company is where [audience x] gets [information y] that offers [benefit z].

Percentage of B2B marketers who have an editorial mission statement



Percentage of B2B marketers who have an editorial mission statement



Source: Content Marketing Institute

66

For you to achieve your goals, visitors must first achieve theirs.



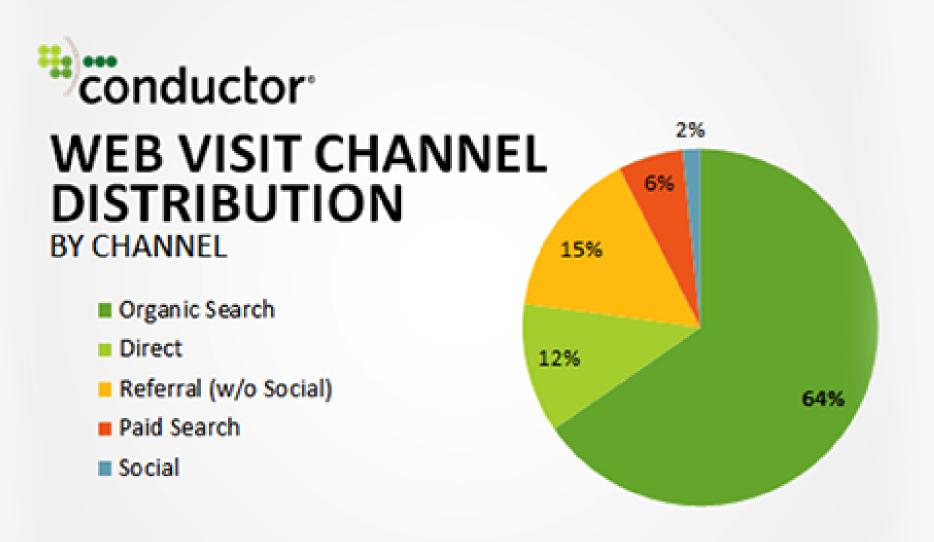
Bryan Eisenberg Founder & CMO at IdealSpot



SEO Basics

Relevance and Authority

64% of website visits start with search



source: Conductor

Click through rate by search position



source: https://www.advancedwebranking.com/ctrstudy/





Click through rate by search position

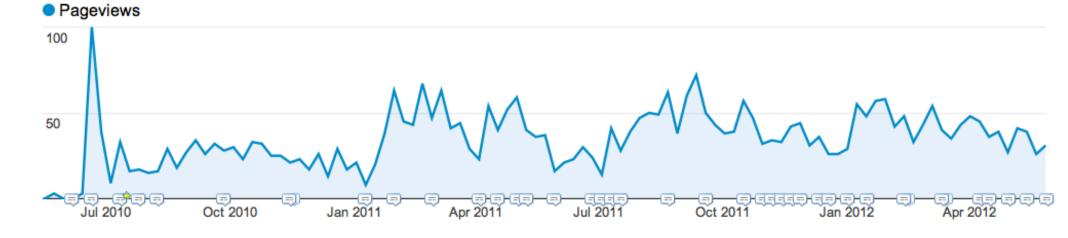


source: https://www.advancedwebranking.com/ctrstudy/

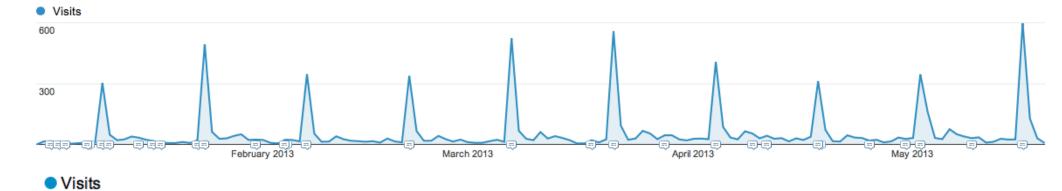




Social



Email



Search

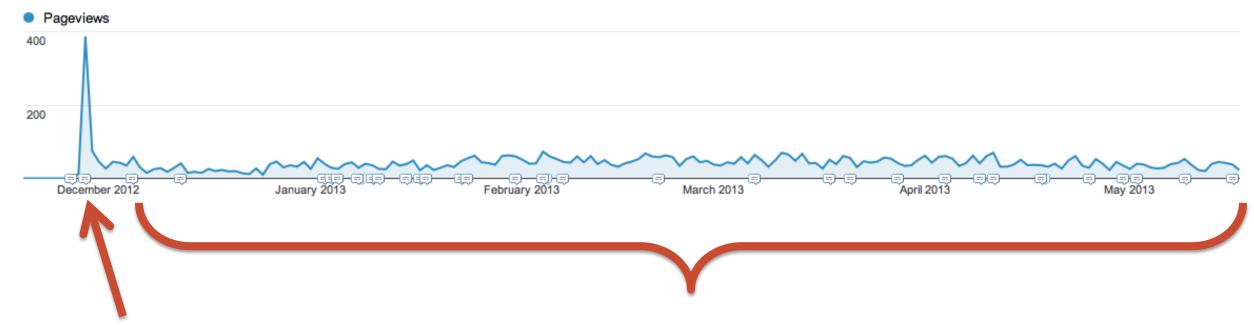
4,000



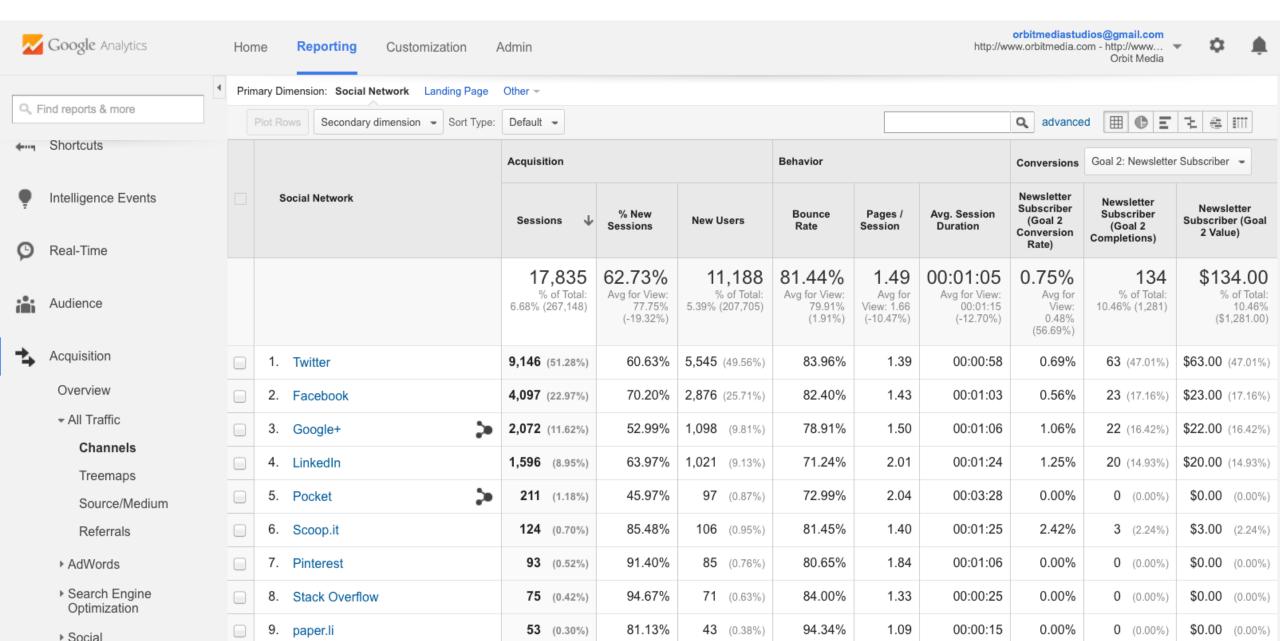
Traffic flowing through a search optimized site

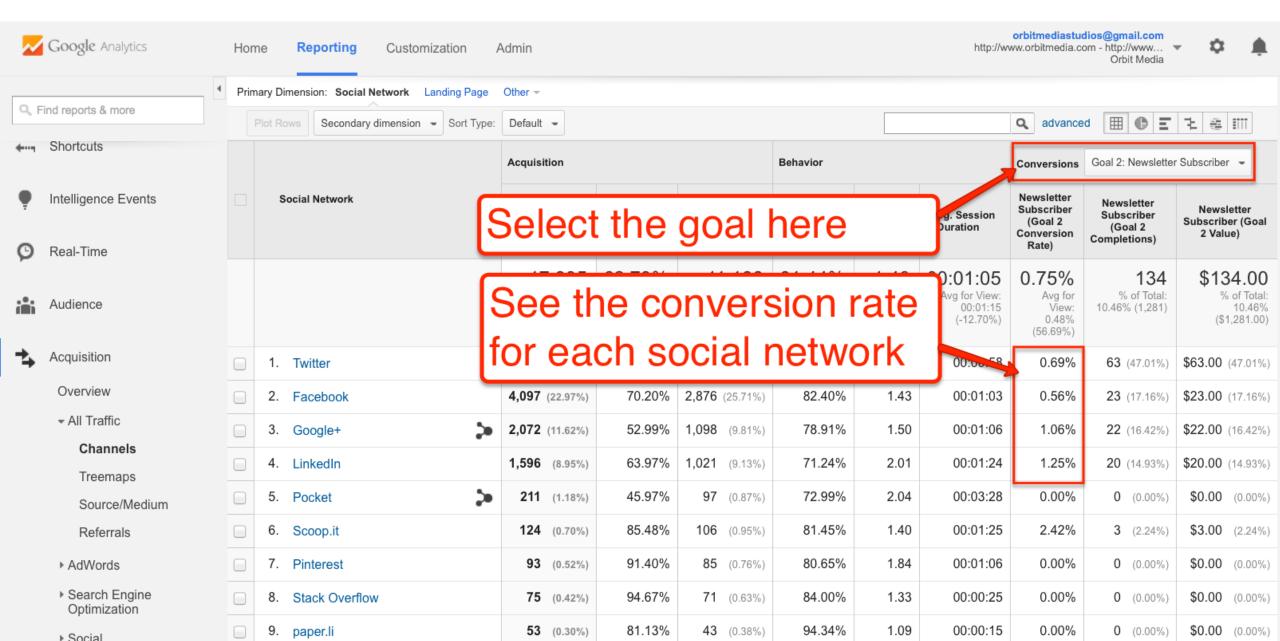


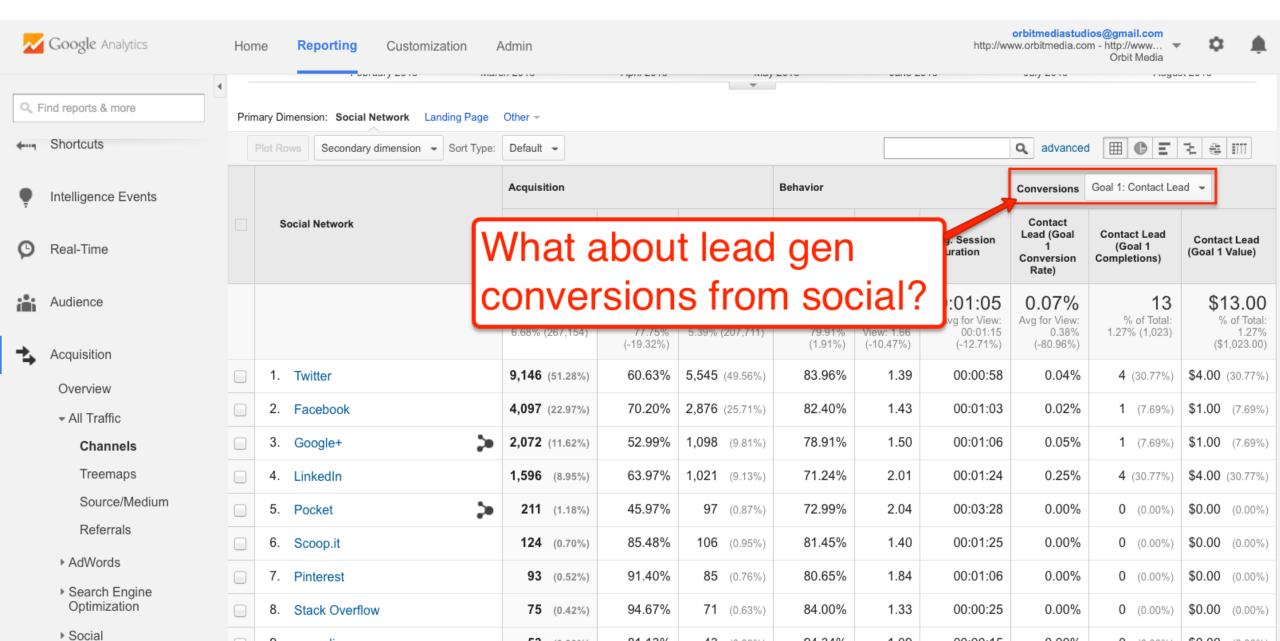
The spike and the long tail

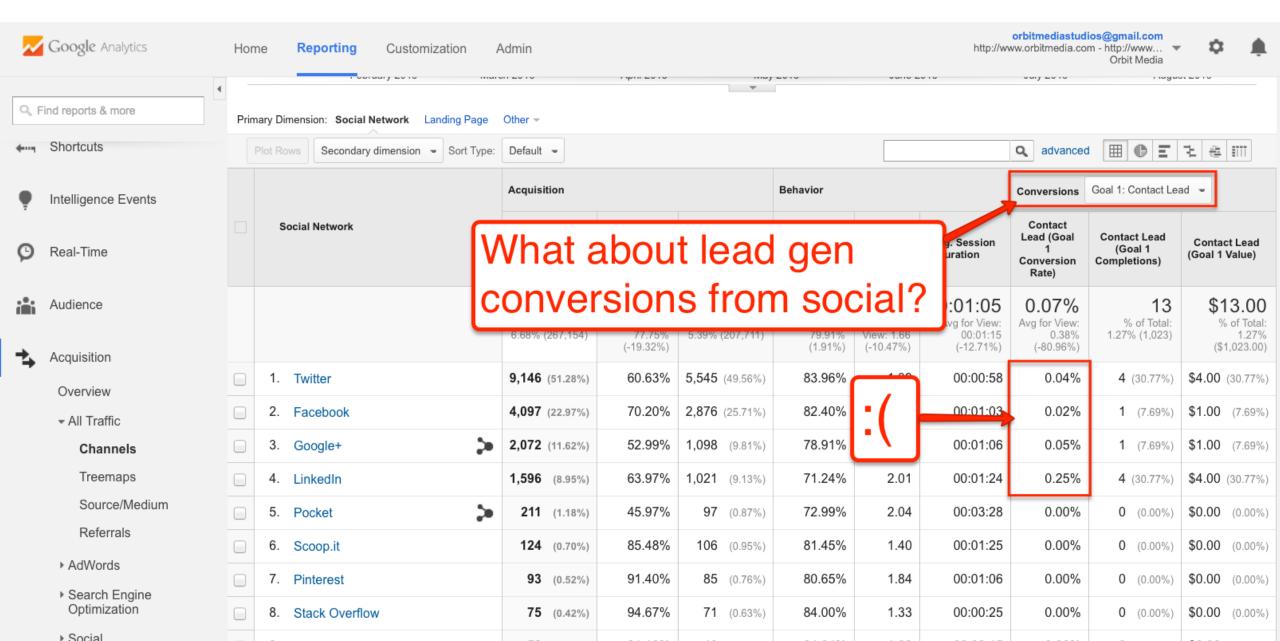


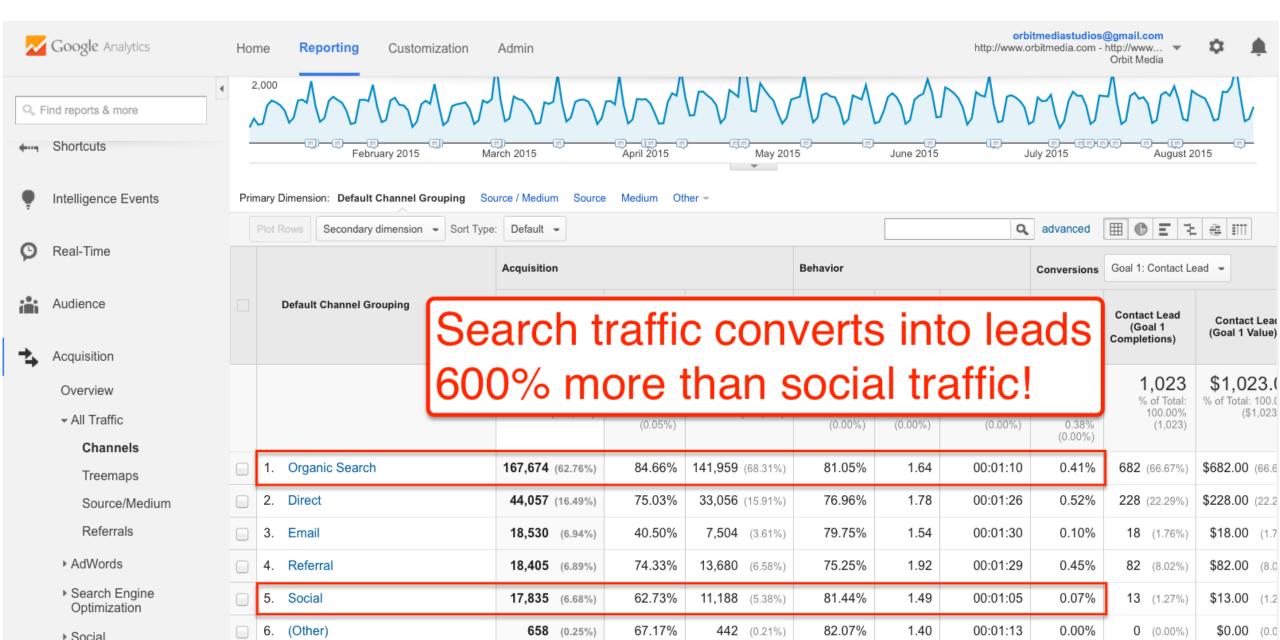
Initial spike from email and social (one week) Daily visits from organic search (months or years)









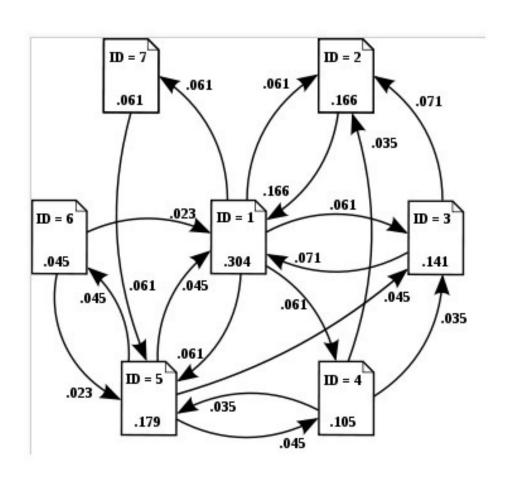


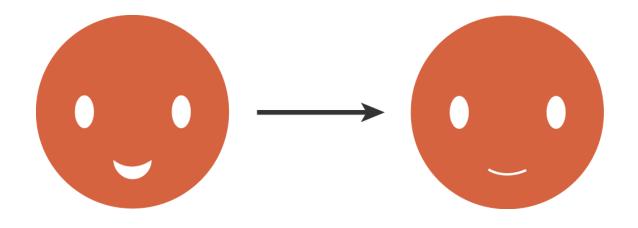
How Authority Works in Google

How Google Works

$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{L(v)},$$

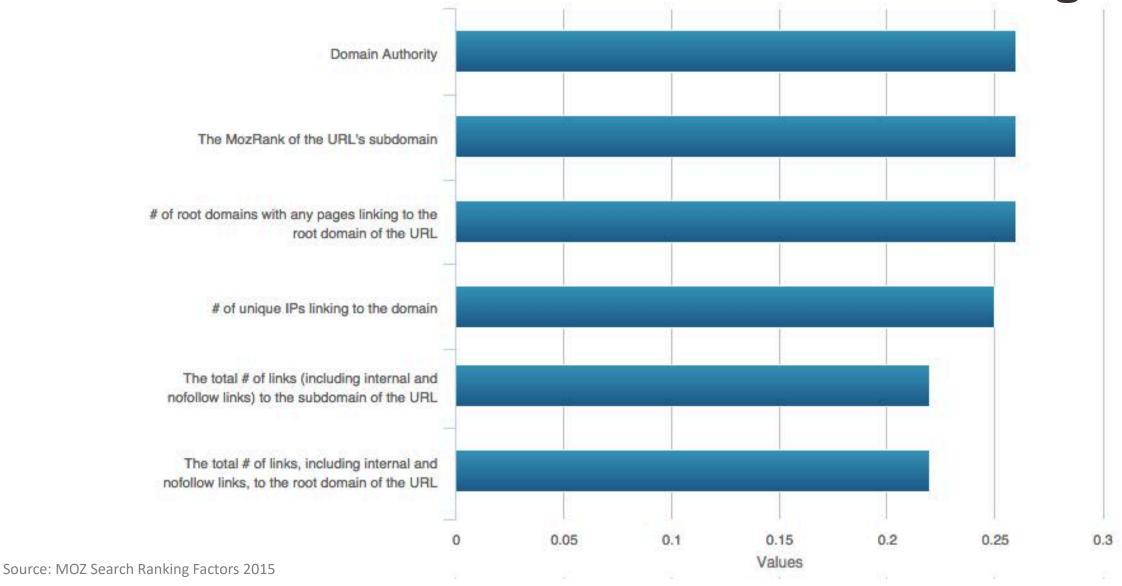
$$PR(A) = \frac{1-d}{N} + d\left(\frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)} + \cdots\right).$$

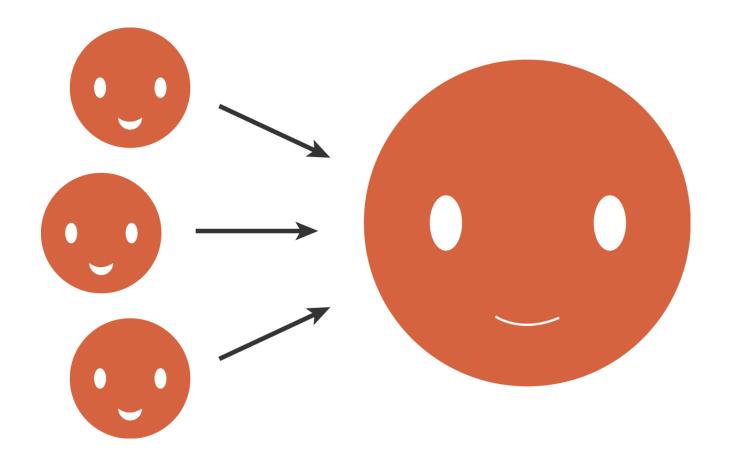




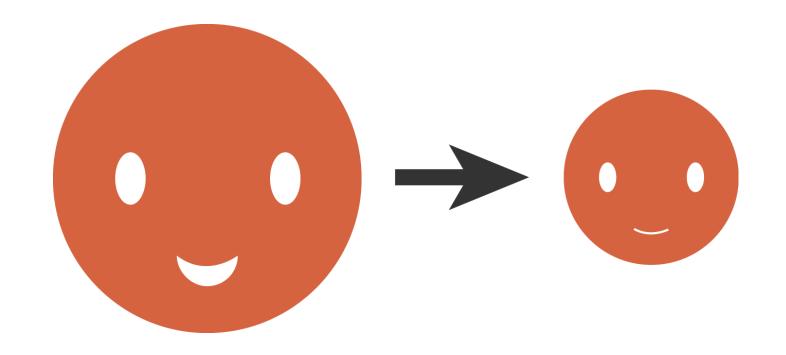
Links are authority

The correlation between links and rankings

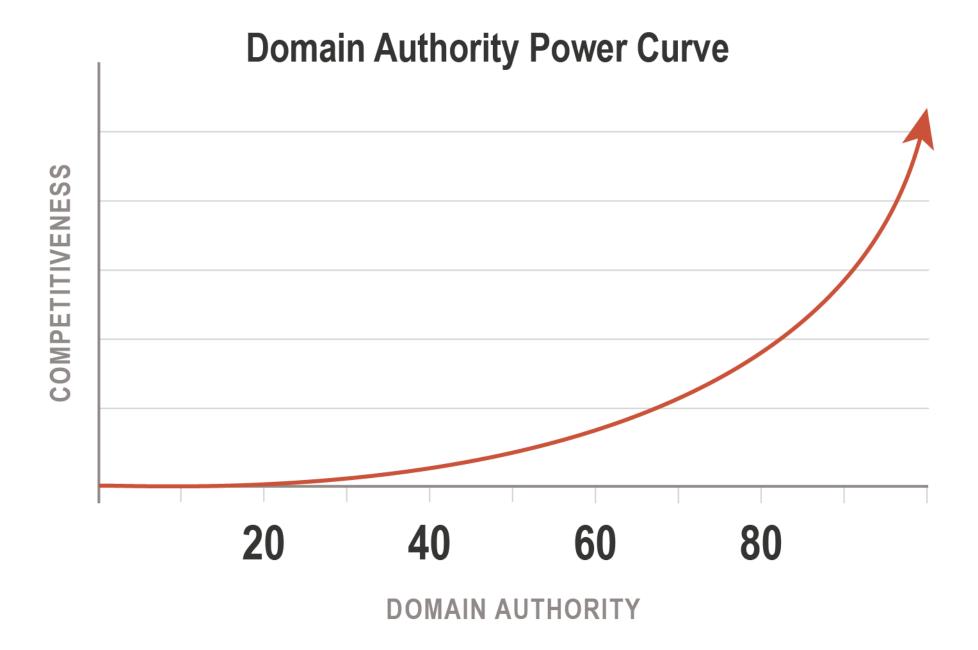




more links = more authority



links from authoritative websites = much more authority

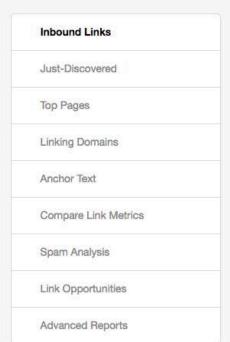




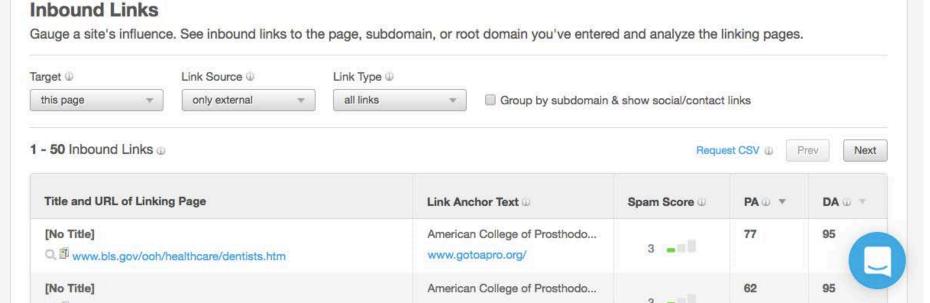
Open Site Explorer Moz Pro Orbiteer's Account 🔻 🔪

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Moz Pro Moz Local More Tools

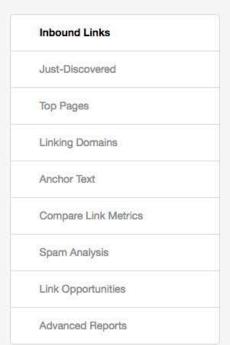


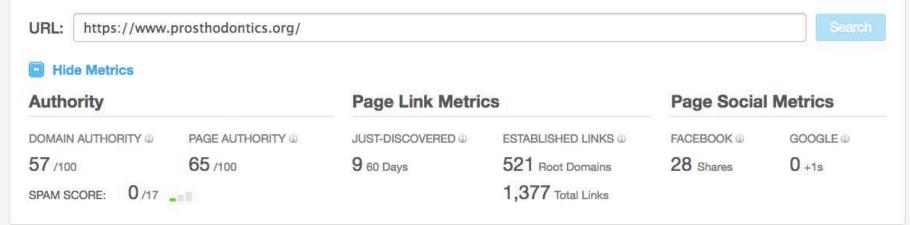


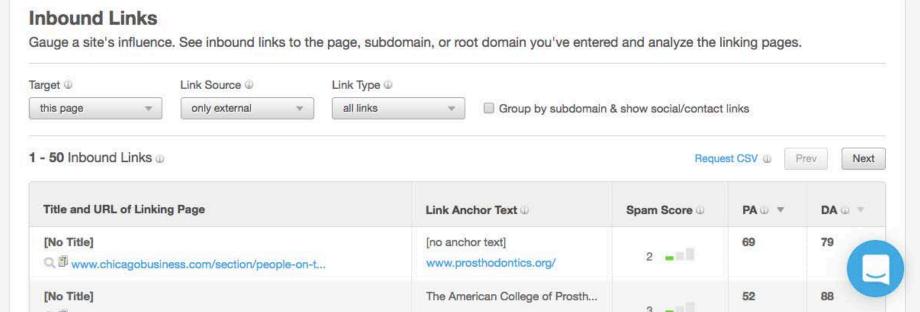
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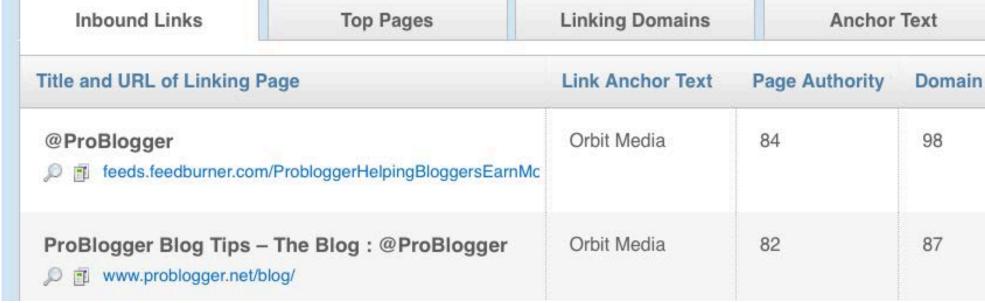






Domain Authority (link popularity)





Source: Open Site Explorer



website design



News

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Search tools

About 1,060,000,000 results (0.86 seconds)

Orbit Media: Chicago Web Design and Development

www.orbitmedia.com/ ▼ Orbit Media Studios ▼

Provides website design, ecommerce, mobile web design and WordPress development services.



93,634 links /

152,535 links / DA: 61 1,276 RDs

Analysis

LLT-Group - Creative Agency / Web Design Chicago ...

www.llt-group.com/ ▼

Chicago's premier creative agency providing website design, seo, branding and direct mail in Chicago. Call 800-883-3426.



2,288 links /

DA: 37

9,501 links / 166 RDs

Link **Analysis**

Boutique Web Design Firm / Company / Agency in Chicago

www.usmangroup.com/ *

Usman Group is a professional web design firm in Chicago, specializing in the development of user-centered websites. Through key research and analysis, ...



120 RDs

26,510 links / DA: 41

53,456 links / 137 RDs

Link Analysis

The Ocean Agency: Chicago Web Design

ocean19.com/ ▼

Web and graphic design and online marketing, for small to mid-sized business. Based in Chicago, Illinois, United States.

4) PA: 45

630 links / 233 RDs

2,000 links / DA: 36 330 RDs

Link

Analysis

EDUCO: Chicago Web Design Company | Drupal Website ...

www.educowebdesign.com/ >

Located in Chicago's Westside. EDUCO is a professional web design company with over 15 years of website design experience and a body of work that speaks ...



1,242 links / 75 RDs

DA: 34

7,808 links / 105 RDs

Link Analysis





All

Images

News

Maps Shopping

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Search tools

About 320,000,000 results (0.39 seconds)

Best Travel websites | Web Design Inspirations

www.webdesign-inspiration.com/web-designs/industry/travel >

Find the best **Travel web designs**. Webdesign-Inspiration.com is an inspiration gallery for web designers.

1) PA: 28

7,842 links / 3 RDs

DA: 36 831,638 links / 309 RDs

0

Link Analysis

Travel websites — siteInspire

www.siteinspire.com/websites?categories=67 -

A showcase of the best **Travel websites**. ... Submit a **Website** · Small. → · Black and ... About. siteInspire is a showcase of the finest **web** and interactive **design**.

2) PA: 34 3,788 links / 2 RDs

DA: 52

1,987,355 links / 1,455 RDs



Link Analysis

45 Inspiring Travel & Tourism Website Designs ...

designdisease.com/45-inspiring-travel-and-tourism-website-designs/ ▼

Mar 1, 2012 - **Design** Disease provides articles about blog **design**, graphic **design** and **web** and **UX design** as well as cost-effective blog **design** and **web** ...

3) PA: 51 278 links / 5 RDs

DA: 73

1,966,283 links / 4,488 RDs Q

Link Analysis

The 20 Best Designed Tourism Websites in the World – Skift

Dec 20, 2013 - We searched through hundreds of tourism websites for countries, states, and ... Officer Scott Alvis on "The Technology Defining the Future of **Travel**" Sponsored ... via a typeface is an achievement worth noting in **web design**.

4) PA: 53 109 links /

DA: 75

221,230 links / 4,892 RDs 0

Link Analysis

30 Awesome Travel Related Web Designs for your Inspiration

fearlessflyer.com/travel-web-design/ •

Sep 29, 2013 - The **travel** industry definitely holds the title of having some of the best **web designs** in the internet today. Beautiful photography, booking ...

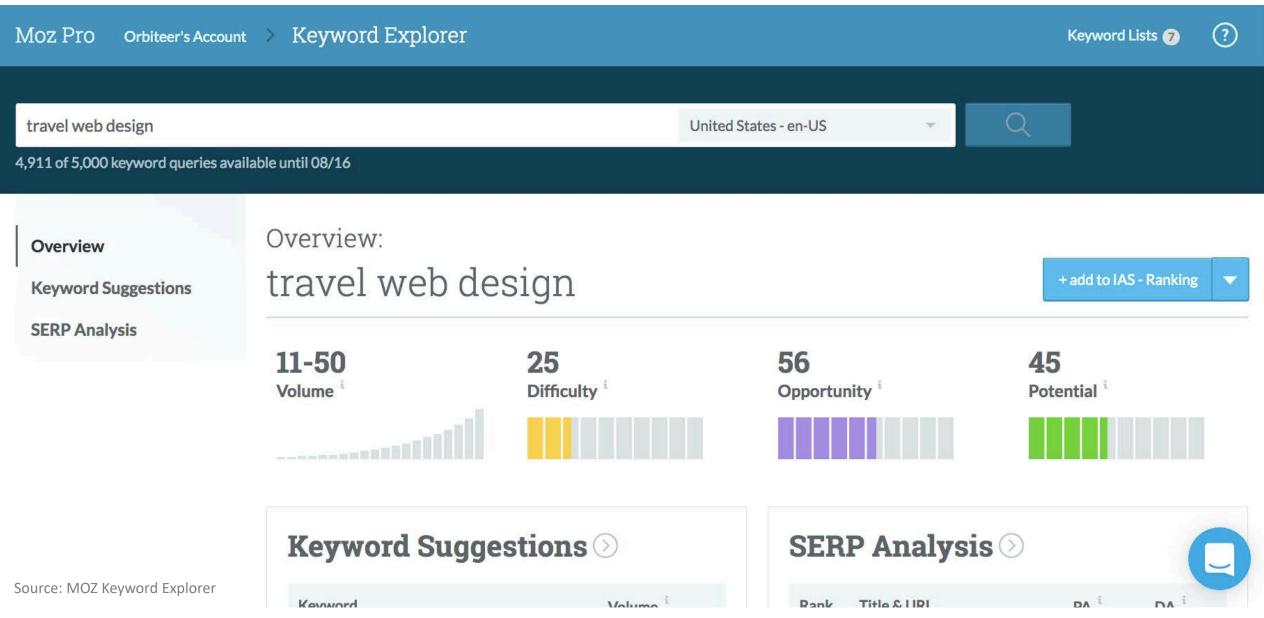
5) **PA: 24**

20 links / 1 RDs DA: 56

82,690 links / 1,242 RDs 0

Link Analysis

Checking keyword difficulty



IF YOUR AUTHORITY IS GREATER THAN THE KEYWORD DIFFICULTY... YOU'VE GOT A CHANCE







VIEW TOUR CALENDAR

QUESTIONS?

PRIVATE TOURS | ABOUT | FAQ | REVIEWS | BLOG | CONTACT



JOIN US ON OUR BEER TASTING AND BAR TOURS!

Chicago Beer Experience Beer Tours, Chicago's original beer tasting tour company, offers top-rated Chicago neighborhood beer tasting and bar tours where you can see and learn about Chicago in a unique, fun way! Our walkable neighborhood tours combine the fascinating history of Chicago with detailed descriptions of a variety of different beer tastings, most of which are Midwestern craft beers. We even include some food, including bacon, a Chicago-style hot dog, or Chicago-style pizza. Discover Chicago and its history through beer with us.

WHAT IS OUR BEER EXPERIENCE?

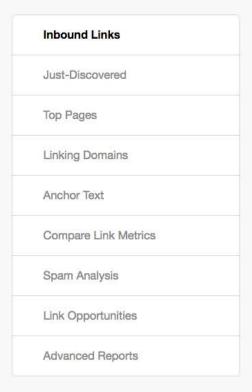
What should you expect on one of our beer tours? While each tour features different content and beer tastings, they are all set up in a similar format-

THREE GREAT TOURS

We offer three distinct Chicago tours: our Lincoln Park & Lakeview Beer Tasting and Bar Tour, our Bucktown & Wicker Dark Boar Tacting and Bar Tour and our NEW Loon C South

VIDEO AND PHOTOS

For some more flavor on our tours, check out our short video introduction:



Do More with Moz Pro

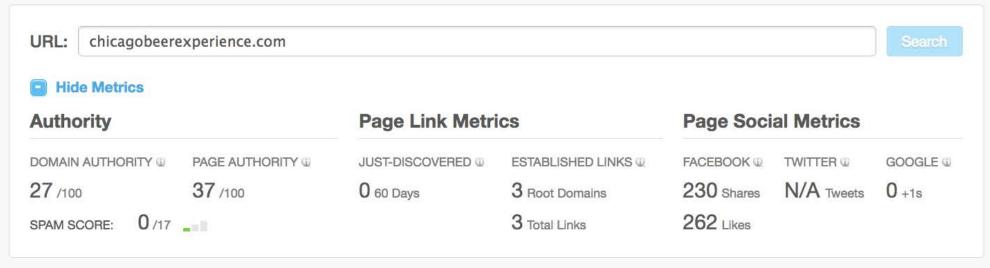
Moz Analytics Campaigns

Fresh Web Explorer

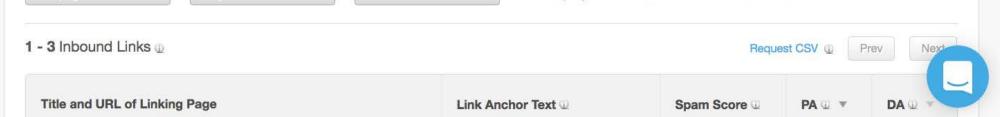
Keyword Difficulty

On-Page Grader

Crawl Test



Inbound Links Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages. Target Link Source Link Type this page only external all links Group by subdomain & show social/contact links



1 - 3 Inbound Links @

Title and URL of Linking Page

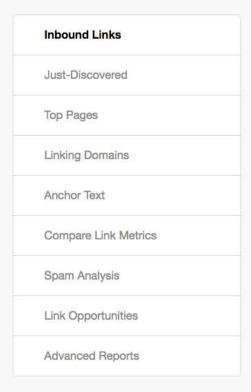
Request CSV @

PA @ F

Spam Score @

Prev

DA



Do More with Moz Pro

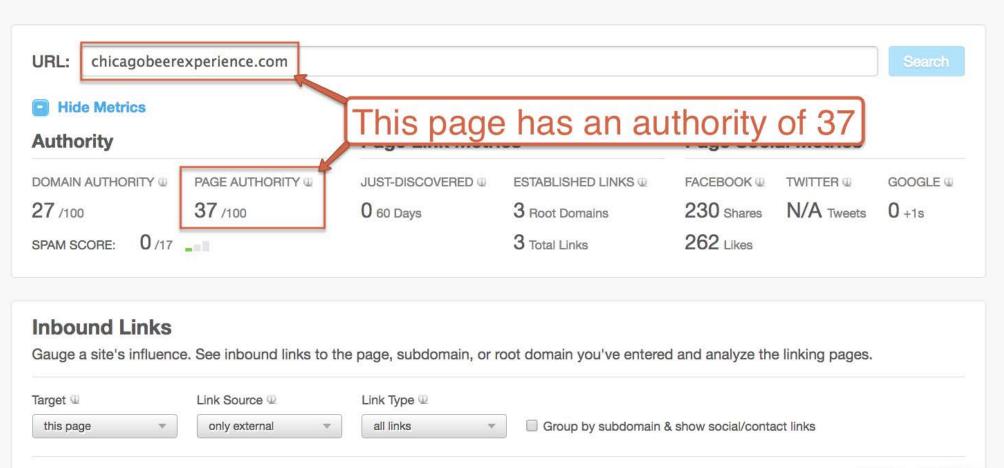
Moz Analytics Campaigns

Fresh Web Explorer

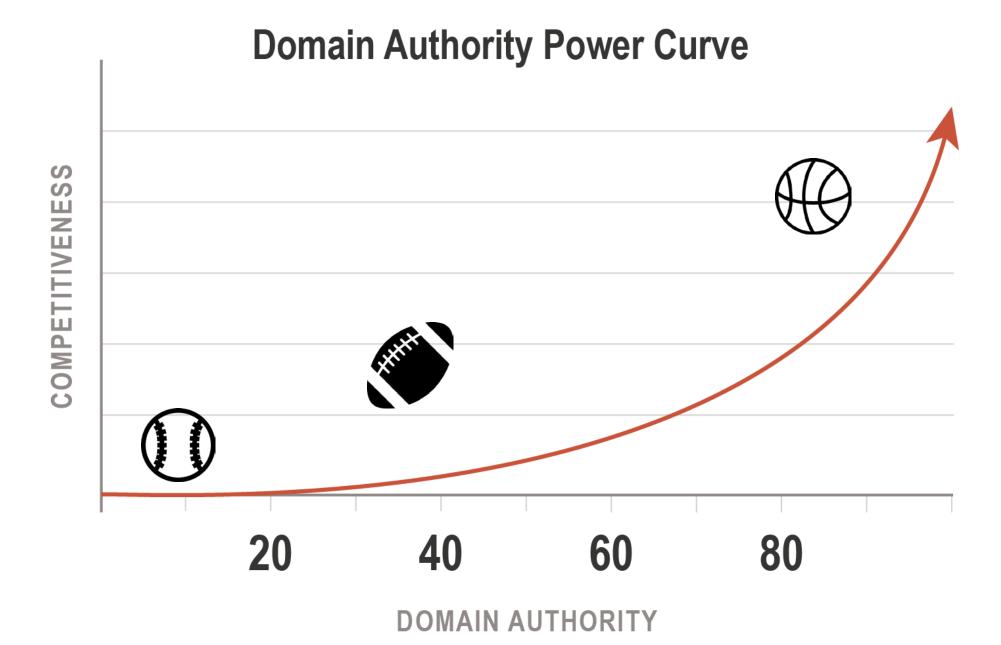
Keyword Difficulty

On-Page Grader

Crawl Test

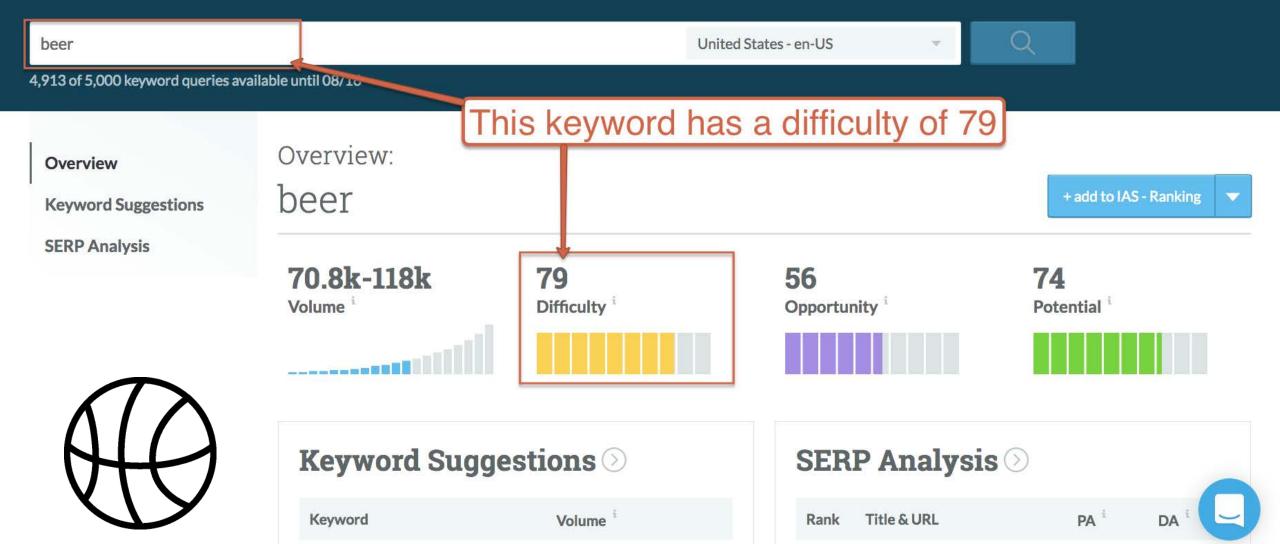


Link Anchor Text @

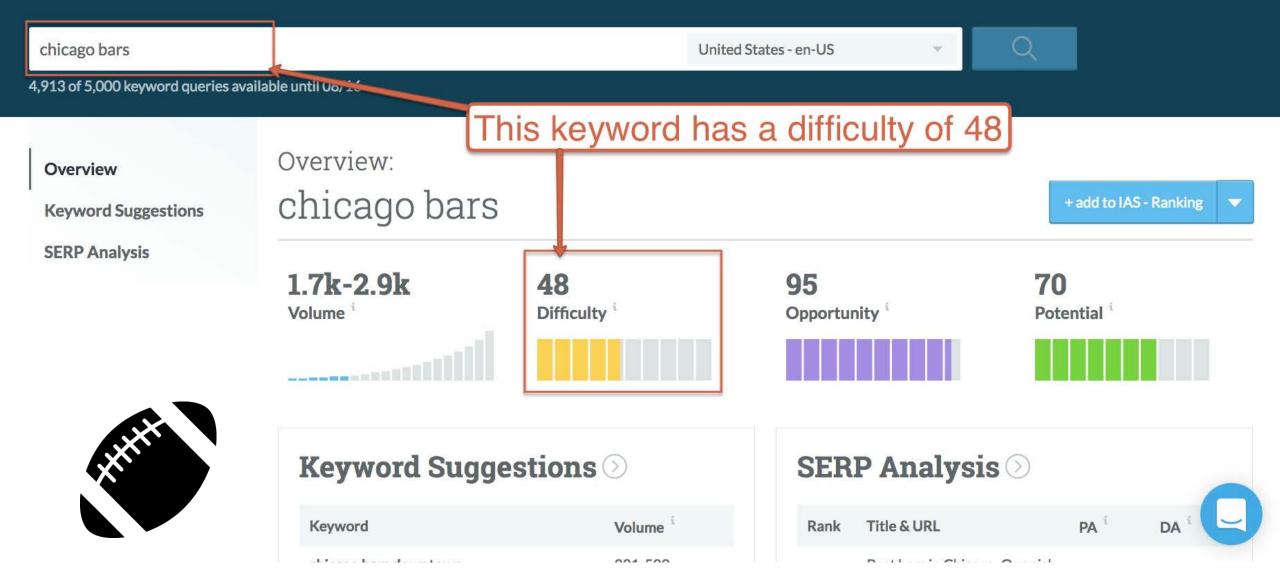


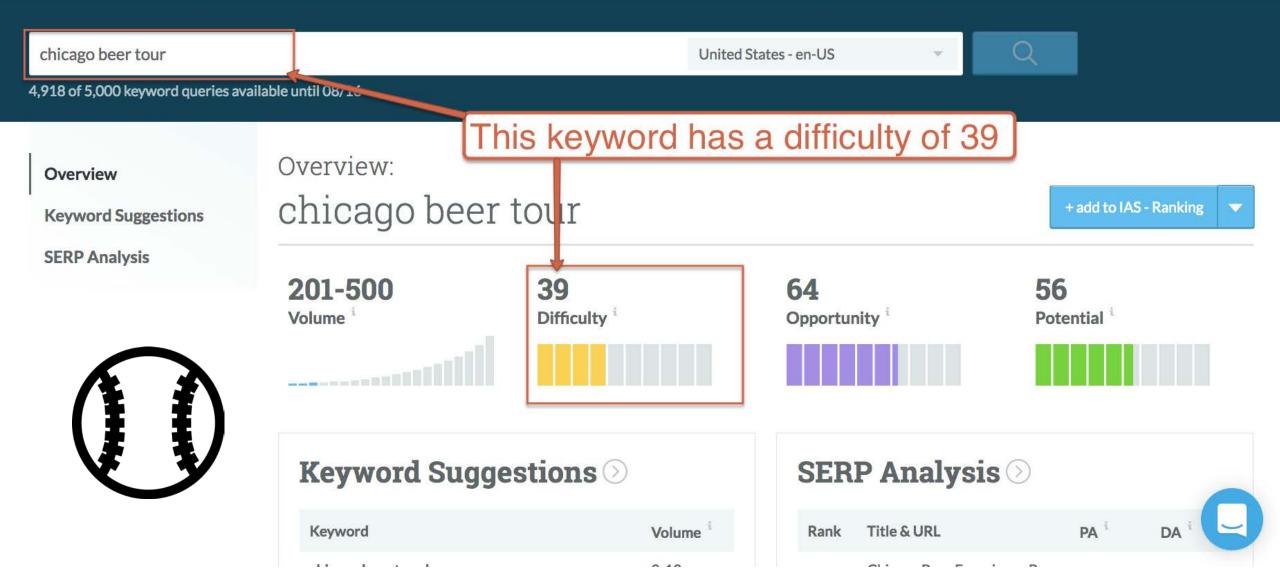
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Poor Wikingdia the free one



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www.chicagobeerexperience.com/ -

Join us on our beer tasting and bar tours! Chicago Beer Experience Beer Tours, Chicago's original beer tasting tour company, offers top-rated Chicago ...

Lakeview & Lincoln Park Beer ... · About · Blog

Chicago Brew Bus and Chicago Party Bus - The Brewery Tours

www.chicagobrewbus.com/ >

Tour multiple Chicago BREWERIES in one afternoon on our tour bus! Visit three breweries and drink Chicago made craft beer! Tour Chicago breweries and ...

Purchase tickets · Party bus rental · Special events · Contact

A guide to Chicago brewery tours, tastings and more - Time Out

https://www.timeout.com/chicago/bars/tours-of-chicago-breweries ▼ Time Out ▼

May 24, 2016 - These Chicago-area breweries all offer tours and tastings of their craft beers, but which are worth your time? We took the tours to find out.

Lagunitas Brewing Company · Goose Island Clybourn · 3 Floyds Brewing Co.

Chicago Brews Cruise brewery tours in Chicago, Chicagoland and ...

brewscruisechicago.com/ ▼

Chicago Brews Cruise brewery tours in Chicago, Chicagoland and beyond.

Chicago Beer Tour - TripAdvisor

www.tripadvisor.com > ... > Chicago > Things to Do in Chicago ▼ TripAdvisor ▼

*** ★ Rating: 5 - 263 reviews

Book your tickets online for Chicago Beer Experience, Chicago: See 263 reviews, articles, and 59

ACTION: Understand authority and competition

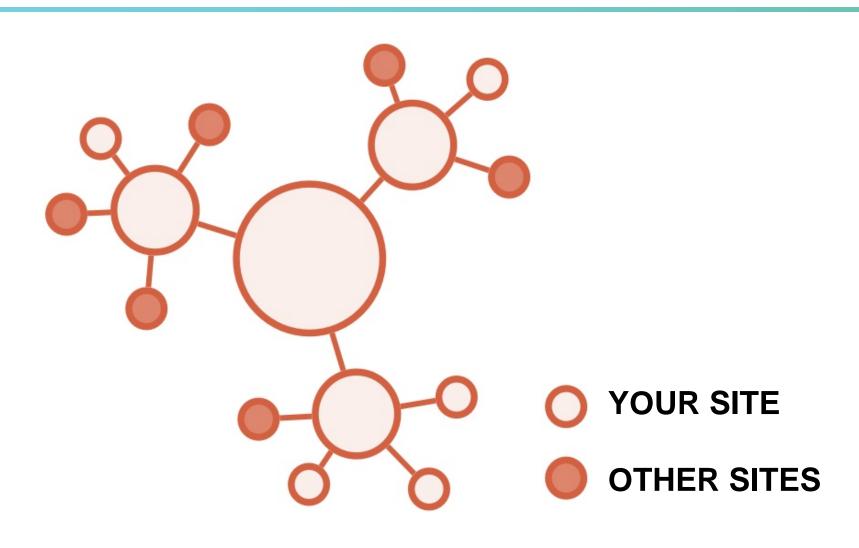
Know your Domain Authority

Don't expect to rank for a phrase if it's way outside of your league!

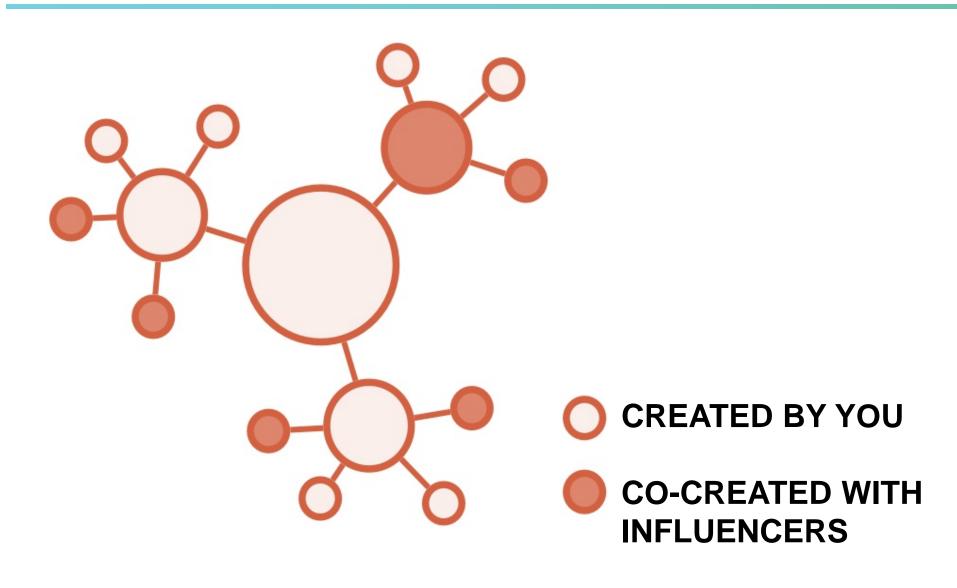
More here: How to increase your Domain Authority

Guest Blogging and PR

WHERE to publish



WHO does the writing



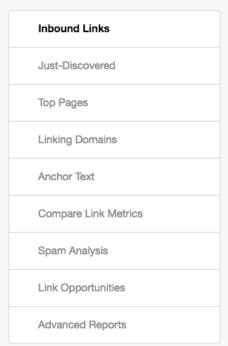
Request CSV ①

Next

Orbiteer's Account - Open Site Explorer Moz Pro

Recent Reports





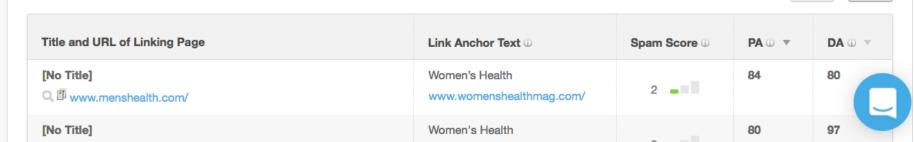


Inbound Links

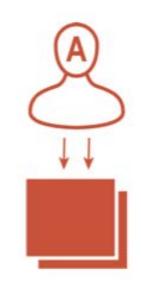
Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.



1 - 50 Inbound Links (i)

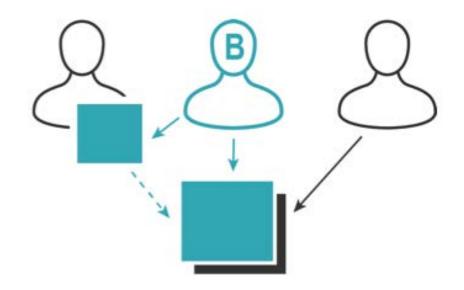


Blogging vs. Guest Blogging



Content = 2 Links = 0

Friends = 0



Content = 3

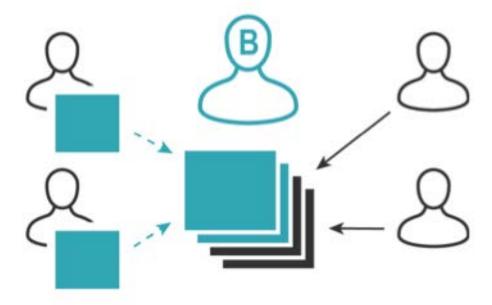
Links = 1

Friends = 2

Blogging vs. Guest Blogging



Content = 4 Links = 0 Friends = 0



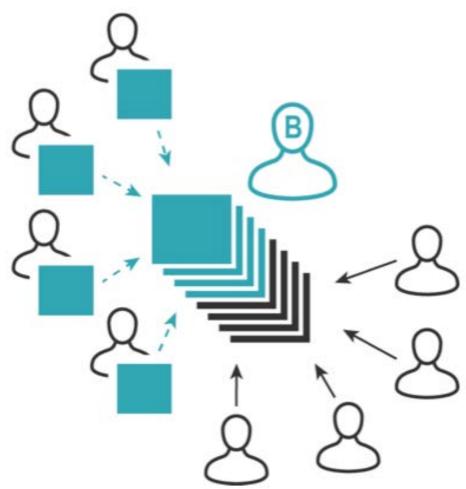
Content = 6 Links = 2 Friends = 4

(better links + real connections)

Blogging vs. Guest Blogging





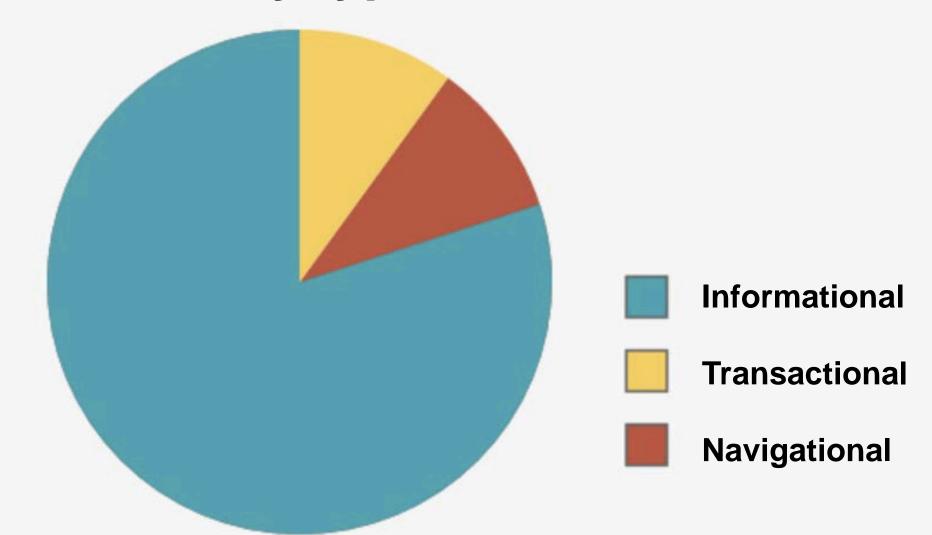


This is what great content marketing looks like.

How to Indicate Relevance

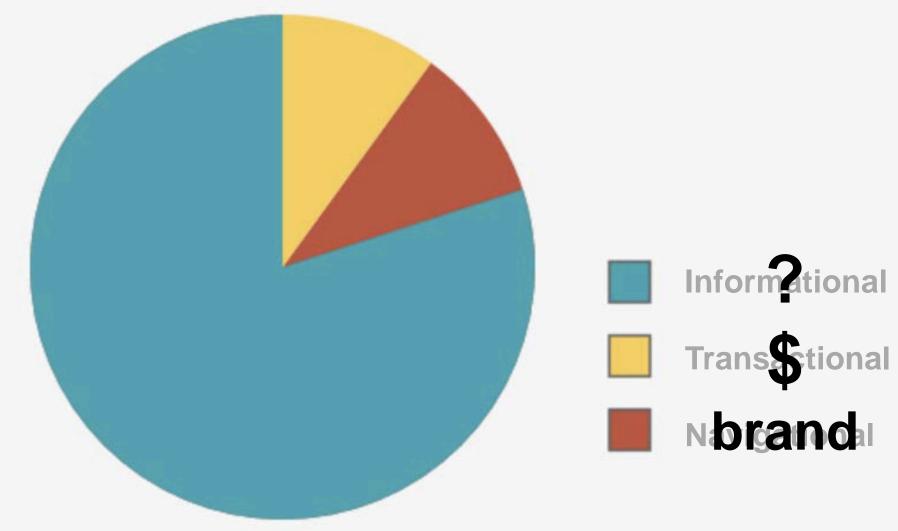
CHOOSING KEYPHRASES Do people search for it? Do I have a chance of ranking for it?

Online searches by type



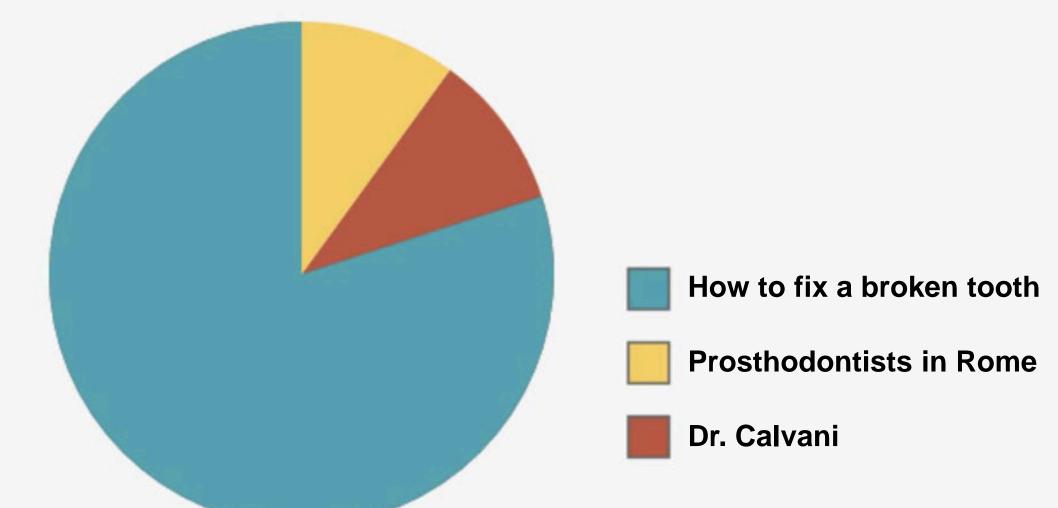
source: "Determining the informational, navigational and transactional intent of Web queries" Bernard Jansen, et al

Online searches by type



source: "Determining the informational, navigational and transactional intent of Web queries" Bernard Jansen, et al

Online searches by type



source: "Determining the informational, navigational and transactional intent of Web queries" Bernard Jansen, et al

Two types of visitors.

Two types of phrases.

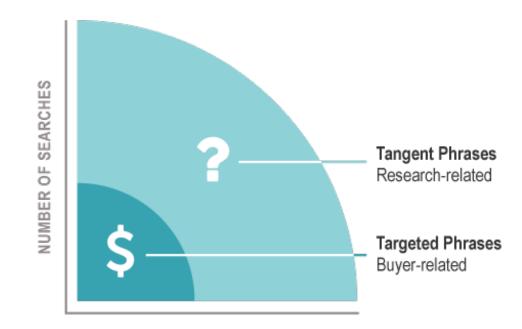
Two types of pages.

Two types of conversions.

TYPES OF VISITORS



TYPES OF PHRASES



Keyphrases = Competitions Pages = Competitors

Three criteria for choosing keyphrases

1. Popularity

People are searching for it

2. Competition

We have a chance of ranking for it (competition)

3. Relevance

If someone searches for it and finds us, they'll be happy!

Google Keyword Planner

▼ Search for new keyword and ad group ideas Enter one or more of the following: Your product or service cheese recipe Your landing page www.example.com/page Your product category Enter or select a product category Customize your search Targeting **United States Keyword filters** English **Keyword options** Google Show broadly related ideas Hide keywords in my account Negative keywords Hide keywords in my plan Date range 📳 Include/Exclude Show avg. monthly searches for: Last 12 months **Get ideas**

source: Google Keyword Planner

Google Keyword Planner

Your product or service

cheese recipe Get ideas Modify search ~ Download Add all (801) Ad group ideas Keyword ideas Avg. monthly searches ? Ad impr. share Suggested bid Add to plan Keyword (by relevance) 18,100 Low cheese ball recipe \$0.25 0% >> 0% ricotta cheese recipe ~ 5,400 Low \$0.83 >> \$2.16 0% mac and cheese recipe ~ 60,500 Low >> 0% broccoli and cheese recipe ~ 1,300 Low \$1.56 >> 9,900 Medium \$1.80 0% cream cheese recipes ~ **>>** nacho cheese recipe 6,600 \$3.69 0% ~ Low **>>** 0% cheese sauce recipe 8,100 \$0.09 ~ Low >> macaroni and cheese recipe ~ 49,500 \$1.77 0% Low **>>** 720 \$1.55 0% brie cheese recipe ~ >> Low grilled cheese recipe 5,400 Low \$3.09 0% ~ >>

source: Google Keyword Planner



which cheese

which cheese is lowest in fat which cheese is better for you which cheese is healthiest which cheese has the most protein

Press Enter to search.

Q

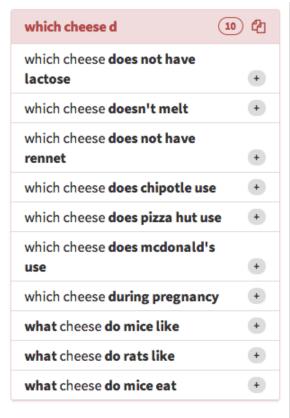
Google Suggest keywordtool.io



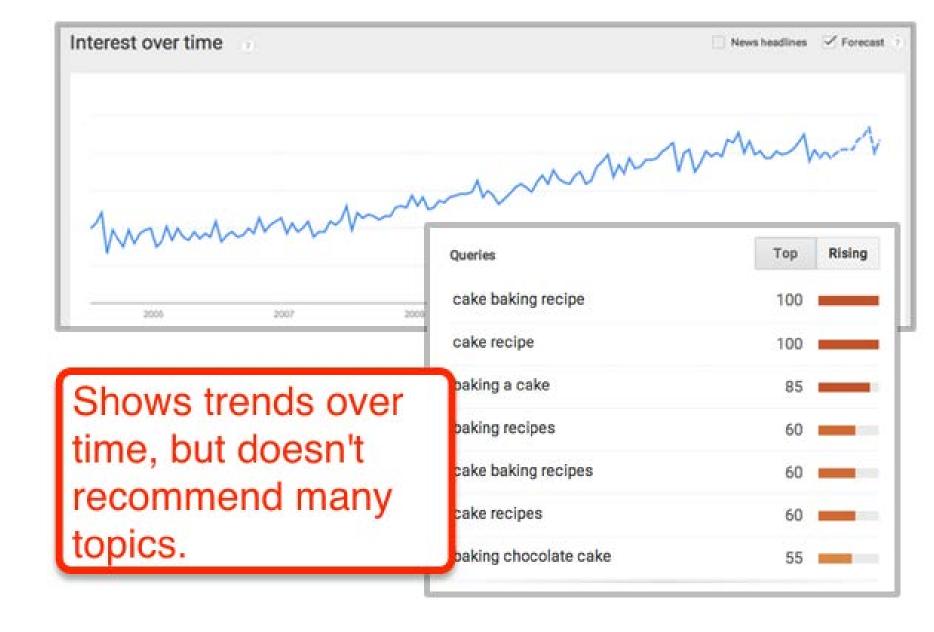
Search for keyword "which cheese" found 446 results







Google Trends



Marketing Job Descriptions

Help

11

Comments



100% -

Edit View Insert Format Tools Table

Normal text

Calibri

Add-ons

All changes saved in Drive

B I U A ← ⇔ 🗏

More ▼

andy@orbitmedia.c

Content Marketing Template | Orbit Media Studios

Marketing Job Descriptions

Publish: 6/9/16

Author: Andy Crestodina / Annesa Lacey

Editor: Amanda Gant

CHANNEL: Blog Post and Newsletter

WEB PAGE / BLOG POST

Target SEO Keyphrase: as of 6/4/16

- "Marketing job descriptions" 2900 searches / month (difficulty 25, potential 60)
- "Marketing job salary" 1000 searches / month
- "Marketing job salaries" 1000 searches / month
- "Marketing salary guide" 110 searches / month

ACTION: Keyword Research

1. Confirm that there is some demand for the phrase

2. Target phrases only if your authority is in the same range as the other high ranking pages

KEYWORD ACTIVITY

Q: What keywords do my target audience use when searching for my business?

USING KEYPHRASES Indicate the relevance

Visible = important

1. <title>

Use the target keyphrase once in the beginning of the title tag

2. <h1>

Use the target keyphrase once in the header

3. Body text

Use the phrase 2-4 times for each 500 words

Less visible = less important

- 1. Meta description
- 2. URLs
- 3. Alt text
- 4. File names
- 5. Meta keywords
- 6. Etc.

Once in the <title>

It's above the address bar in your browser...



How to Research Keywords: Tips, Competition and Squirrels www.orbitmedia.com/.../how-to-research-keywords-t... ▼ Orbit Media Studios ▼ Jan 24, 2013 - The goal of keyword research is to find a phrase that meets these criteria: many people are searching for it (high search volume), and you have ...

...and it's often the link in Google search results!



Once in the <h1> header





Blog

About

Contact

Template for search-friendly headlines

Web Content Checklist: 21 ways to publish better content

Template for search-friendly headlines

Web Content Checklist: 21 ways to publish better content (keyword + colon + number + headline with benefit)

In the body text



Portfolio

Web Design About

Blog

Contact

Take a short, compelling quote from the article (or use a version of the headline) and write it as a tweet, using the link from the article, along with any hashtags and mentions. Put the tweet into Click to Tweet, then embed it into the article as a link or a little blue bird button.

It will look something like this:

Website Content Checklist: 21 Things to Add To Your Next Post #contentmarketing tips

CLICK TO TWEET



21. PDF Download

The PDF is really an alternate version of an article, added as a convenience for visitors who may want to download or print it. Large companies doing B2B marketing often add these to white papers or case studies.

More recently, the PDF is a common format for the "content upgrade," available to visitors who enter an email address. This is a cornerstone tactic in marketing automation.

Links to PDFs can include an icon and an indication of the file size, similar to this:



Download a PDF version of this Website Content Checklist (236 kb) >



Semantic SEO

"

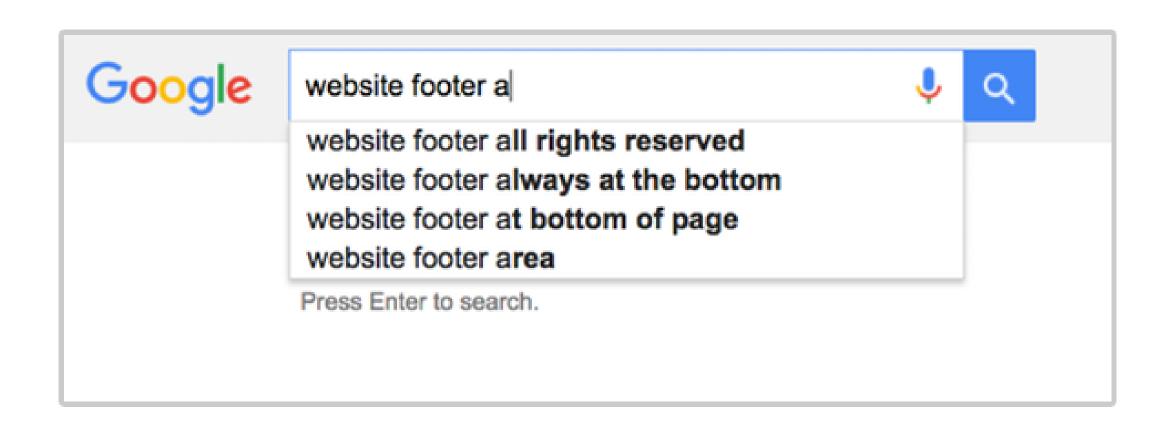
We've been working on an intelligent model... that understands real-world entities and their relationships to one another:

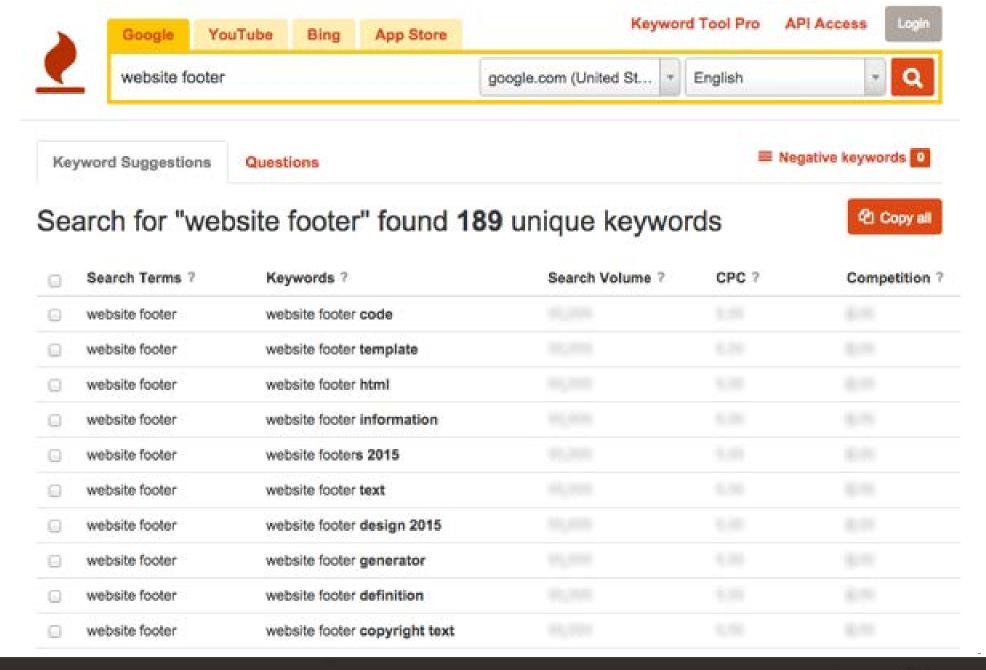
things, not strings.

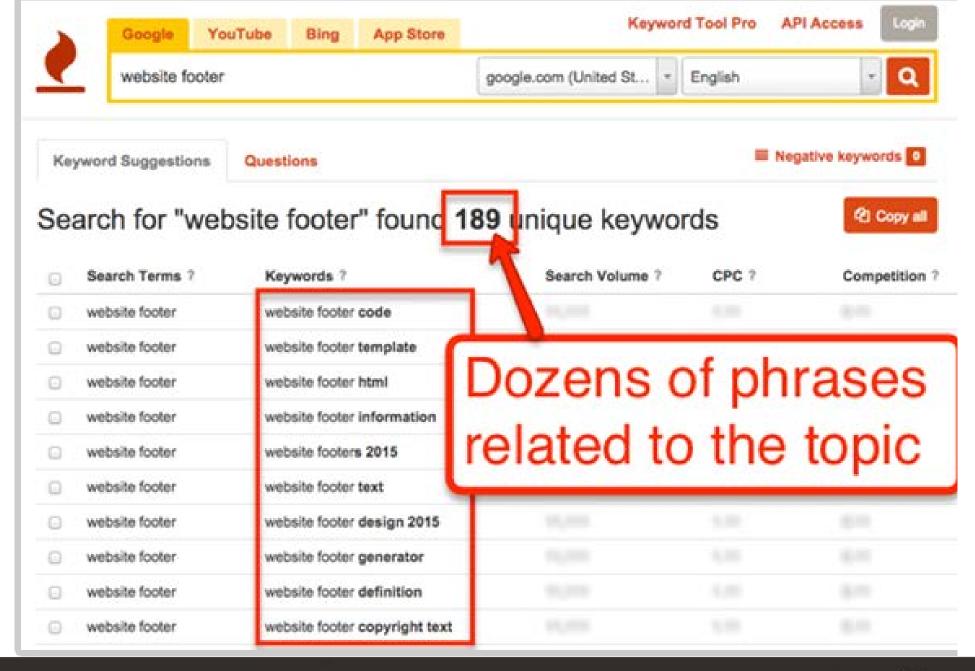












50 Excellent Blog Footer Designs - Hongkiat

www.hongkiat.com/blog/50-excellent-blog-footer-designs/ •

In the eye of a visitor, the footer is perhaps one of the most. ... Here's a compilation of 50 Excellent Blog Footer Designs collected ... Jepson, Web Designer Wall.

Footers In Modern Web Design: Creative Examples and Ideas

www.smashingmagazine.com/.../footers-Apr 8, 2008 - This post presents creative exa design. We've tried to identify some trends a

These are semantically linked to your topic!

3 Techniques to Make a Good F

zurb.com/article/1203/3-techniques-to-ma

May 13, 2013 - It's easy to design footers as an aftertho ht. Designers ... Humanize your website by providing a clear path for people to get touch with you.

Searches related to website footer design

website footer design html code creative website footer examples

website footer design 2015 innovative website footers

website footer design best practices best footer design

website footer examples ideas footer inspiration

> Goooooooogle 1 2 3 4 5 6 7 8 9 10

Next

Semantic connections to "footer design"

website copyright usability

copyright text content

website footer examples ideas

header and footer inspiration

website footer definition links SEO

at the bottom of the page sitemap

designing a website footer social media

fat footer navigation

guidelines purpose of

standards responsive

best practices template

Semantic connections to "footer design"

website copyright

copyright text

website footer examples

header and footer

website footer definition

at the bottom of the page

designing a website footer

fat footer

guidelines

standards

best practices

usability

content

ideas

inspiration

links SEO

sitemap

social media

navigation

purpose of

responsive

template



Analytics	
Digital Strategy	
Inside Orbit	
Podcast: Content Matt	ers
SEO & Content Market	ing
Social Media	
Uncategorized	
Web Development	
Website Design & Usal	oility
SEARCH BLOG	
keywords	GO!

COMMENTS

LATEST

POPULAR



All

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News

Shopping

More ▼

Search tools

About 334,000 results (0.64 seconds)

Website Footer Design Best Practices: 27 Things to Put at ...

https://www.orbitmedia.com/.../website-footer-design... ▼ Orbit Media Studios ▼ Nov 5, 2015 - Here's an internet story that happens a million times a day. Vivian visits a website...but she doesn't see what she's looking for... she scrolls ...

15 Tips for Creating a Great Website Footer

https://codemyviews.com/blog/15-tips-for-creating-a-great-website-footer ▼
Reading an article entitled 15 Tips for Creating a Great Website Footer on Code My
Views. ... It may not be the area of the greatest design or most impressive content but it
is a place where users frequently look (It's a very popular practice.) ...

Informative And Usable Footers In Web Design – Smashing ...

https://www.smashingmagazine.com/.../informative-a... ▼ Smashing Magazine ▼ Jun 17, 2009 - Website designs have so many different elements that work together to ... here at what to include in footers, the importance of site maps, usability practices ... The best way to set up a footer is with a simple multi-column layout.

How To Design A More Effective Website Footer - Usabilla ...

blog.usabilla.com/how-to-design-a-more-effective-website-footer/ ▼
May 16, 2013 - ... your website footer. Here are 6 ways how to design a more effective website footer: ... Emotions are an essential aspect of effective web design. The



And



About 23,300,000 results (0.60 seconds)

Images

Images for website footer design

Videos

News

Report images

Search tools



Shopping

More ▼

More images for website footer design

20 great examples of website footer design | Creative Bloq

www.creativebloq.com/web-design/website-footers-1131597 -

Jan 10, 2014 - When starting any **website** project, it's natural to want to concentrate your **design** efforts on the homepage and the header. As a result, the **footer** ...

15 Tips for Creating a Great Website Footer

https://codemyviews.com/blog/15-tips-for-creating-a-great-website-footer ▼
One of the most important locations on your website is the footer. Yes, seriously. It may not be the area of the greatest design or most impressive content but it is ...

Website Footer Design Best Practices: 27 Things to Put at ...

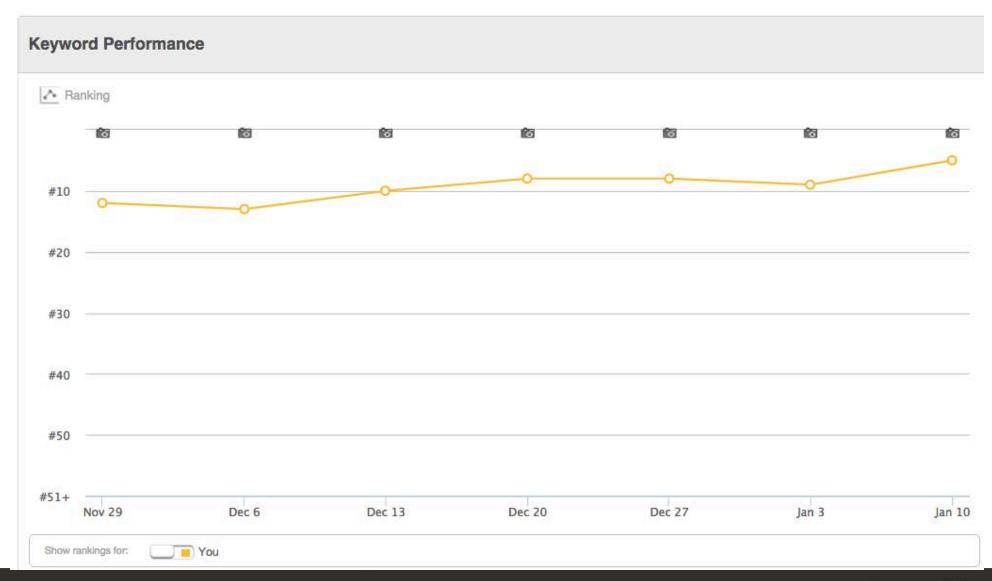
https://www.orbitmedia.com/.../website-footer-design... • Orbit Media Studios • Nov 5, 2015 - How should you design your website footer? Here are 27 ideas and examples, starting with the most common content and features.

40+ Creative Website Footer Design Examples

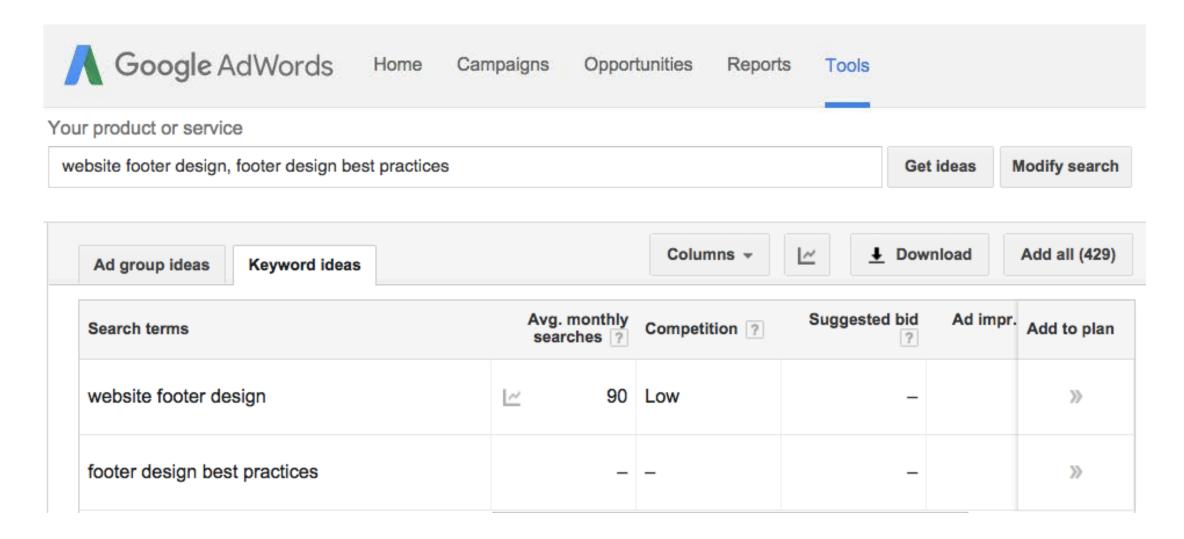
1stwebdesigner.com/website-footer-design/ *

Jan 27, 2016 - Are you looking to make a creative website footer design? Look no

Rankings climb for "website footer design"

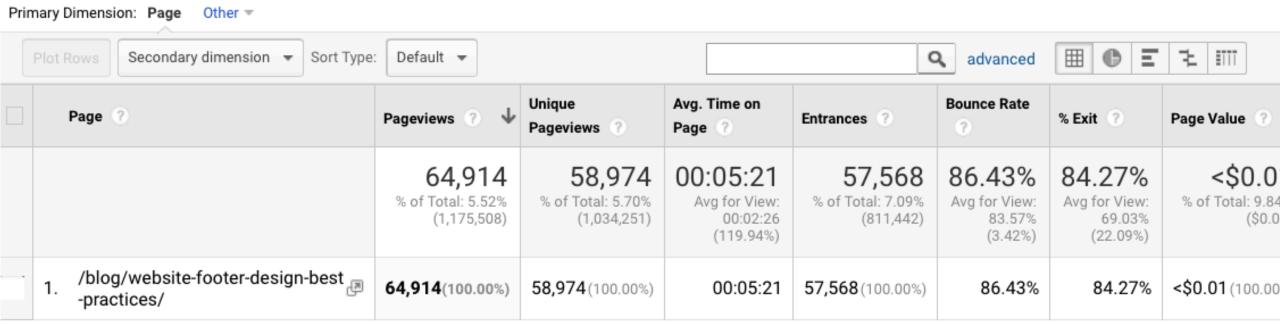


What was the search volume?



And finally, the traffic...





▼ Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

- ▶ Google Index
- Crawl

Security Issues

Other Resources

Your pages		Links	Source domains -
/blog/blogger-trends/		122	64
/our-team		166	63
/blog/semantic-seo/		180	62
/blog/web-content-plagiarism/		127	59
/wine-web		124	56
/chicago-cause		116	56
/blog/google-analytics-url-builder/		124	55
/blog/web-design-standards/		263	53
/blog/email-signup-forms/		125	53
/blog/social-media-seo/		1,158	47
/blog/what-to-blog-about/ /blog/perfect-profile-pictures-9-f	Best of all, it's attrac	ted links	47 47
/blog/increase-website-traffic/		299	46
/blog/blog-optimization/		135	46
/blog/how-to-design-button/		165	43
/blog/blog-image-best-practices/		120	43
/blog/website-footer-design-best-	practices/	501	40

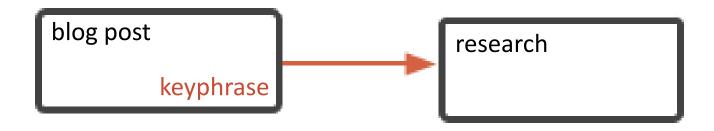
ACTION: Indicate the relevance

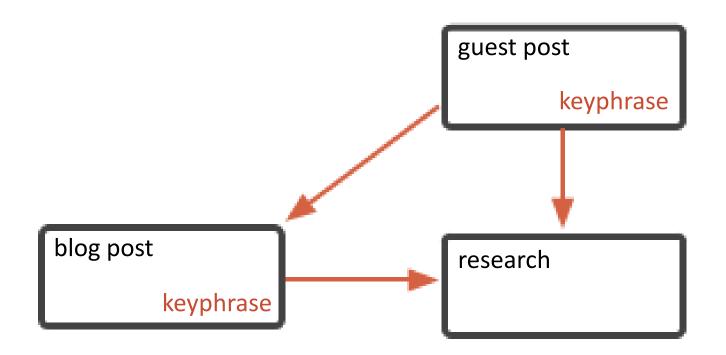
1. Use the target phrase in the title, header and body text

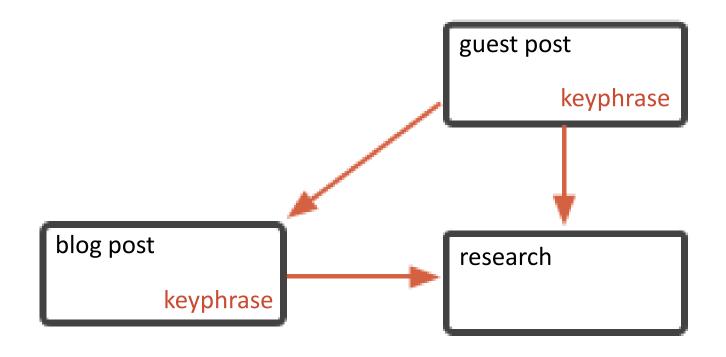
Find and use the words and phrases that are semantically connected to the phrase you're targeting

LET'S REVIEW Which keywords are helpful? Which links are helpful?

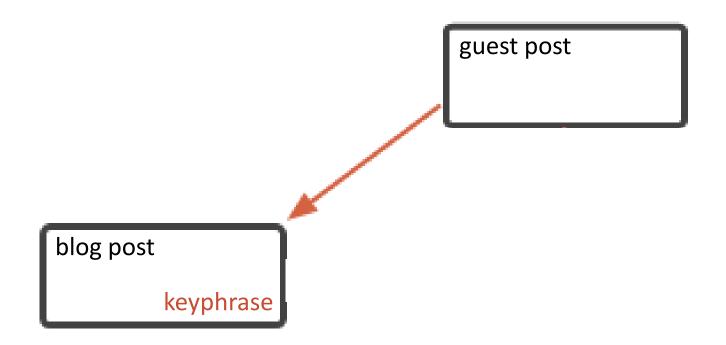
blog post keyphrase



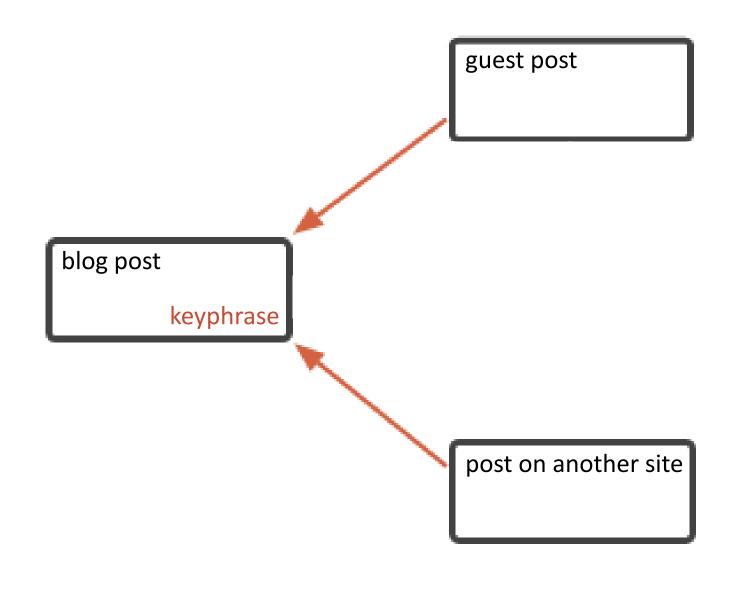


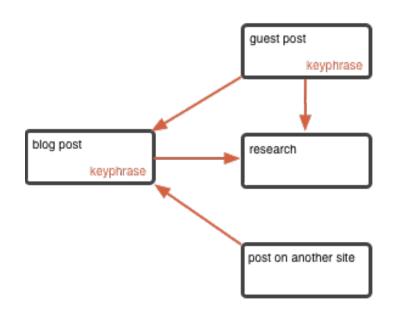


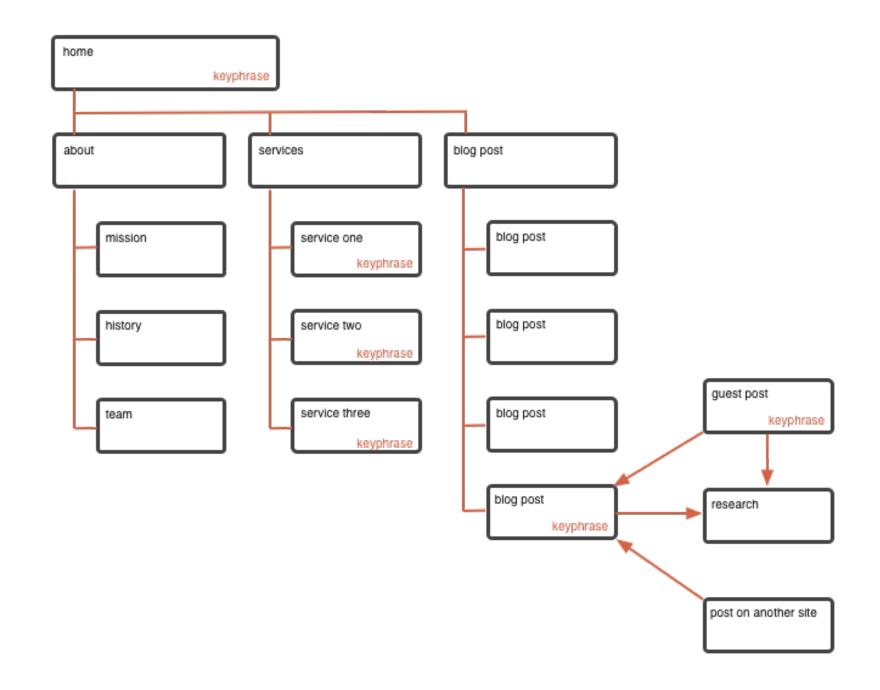
Which of these links and keywords affect your rankings?



Which of these links and keywords affect your rankings?







TOPICS

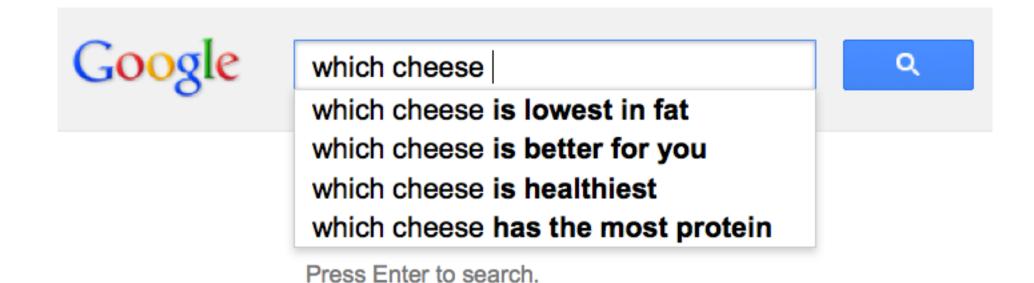


Help your audience make a buying decision.

Sources of Topics

- 1. Keywords
- 2. Q&A Sites
- 3. Listening

Topics from Google Suggest





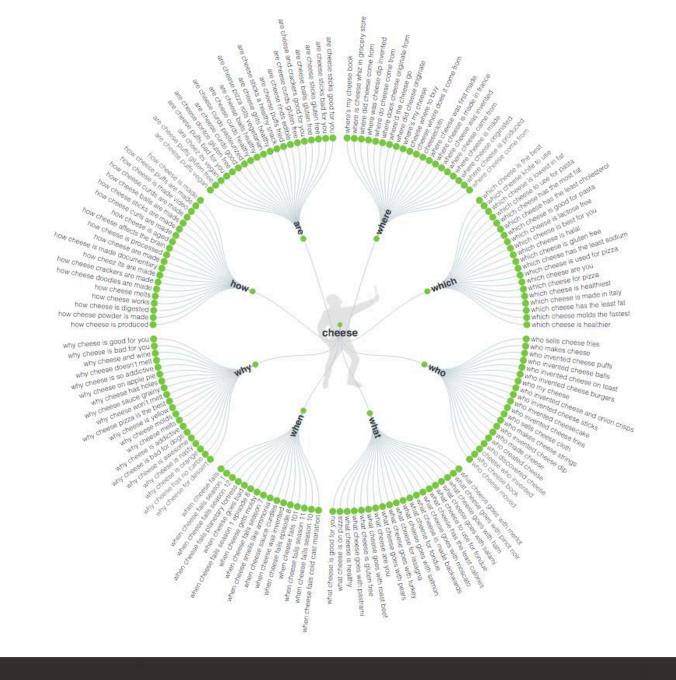


Search for keyword "which cheese" found 446 results



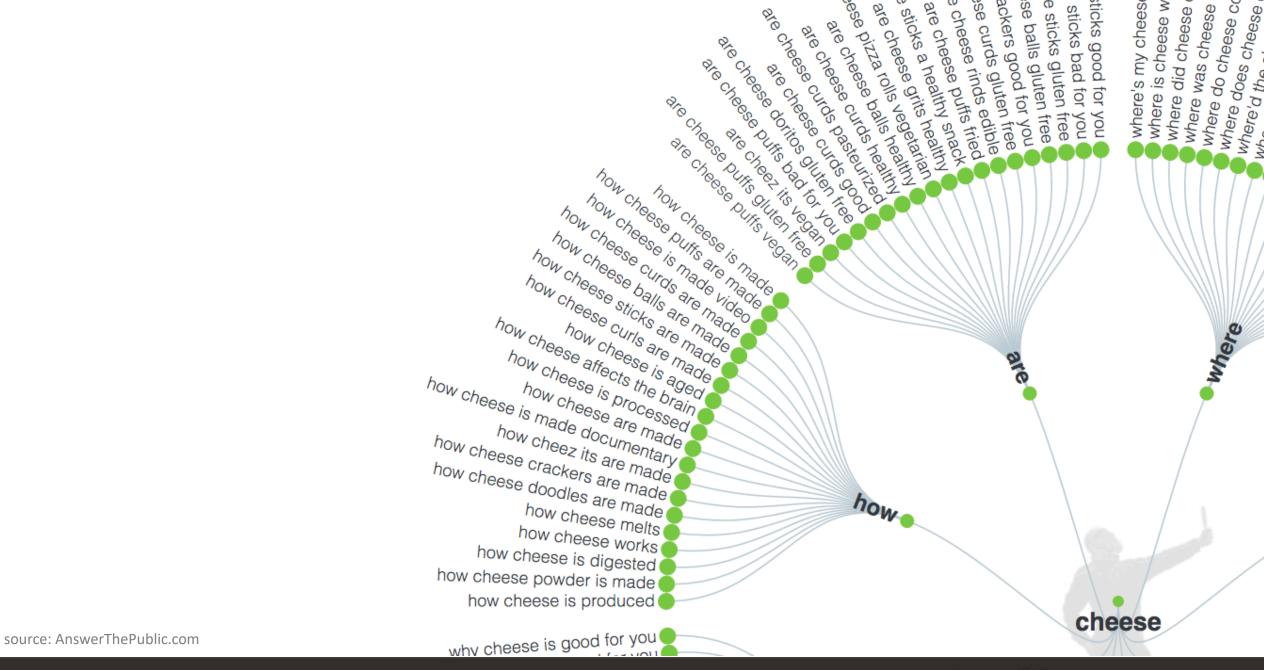


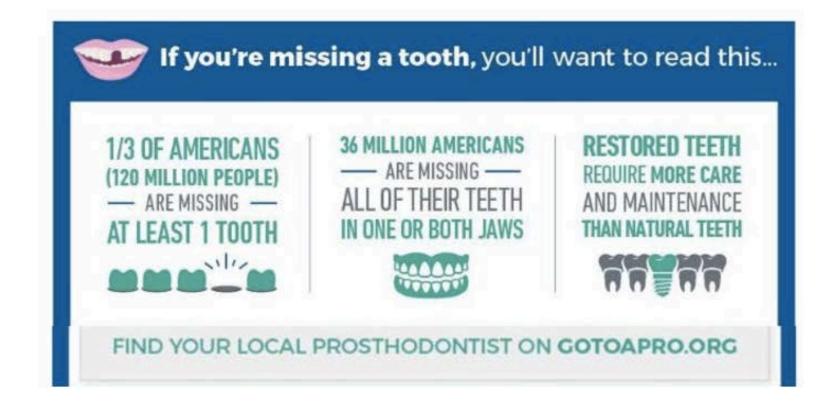




source: AnswerThePublic.com







Ask A #Prosthodontist: 7 Flossing FAQs Answered

Published on August 11, 2016









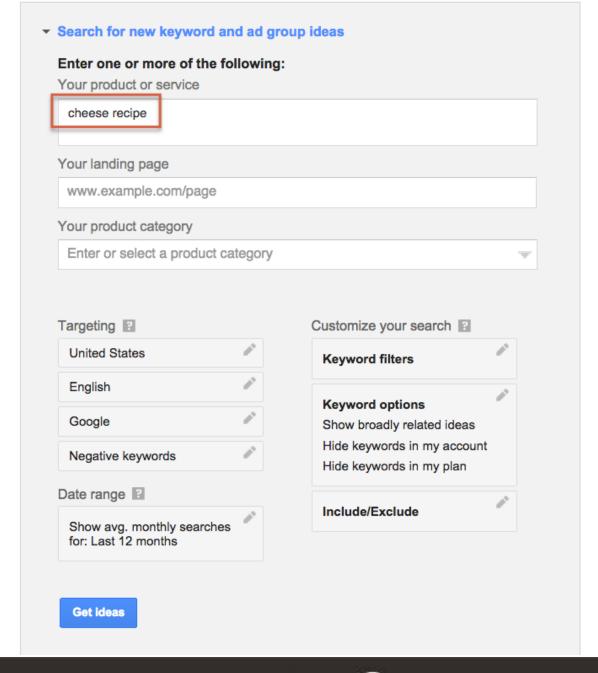




Stinky Mouth? #Prosthodontists Answer 7 FAQs Bad Smell? Floss, Crowns, Veneers, Bridges

Published on August 16, 2016

Google Keyword Planner

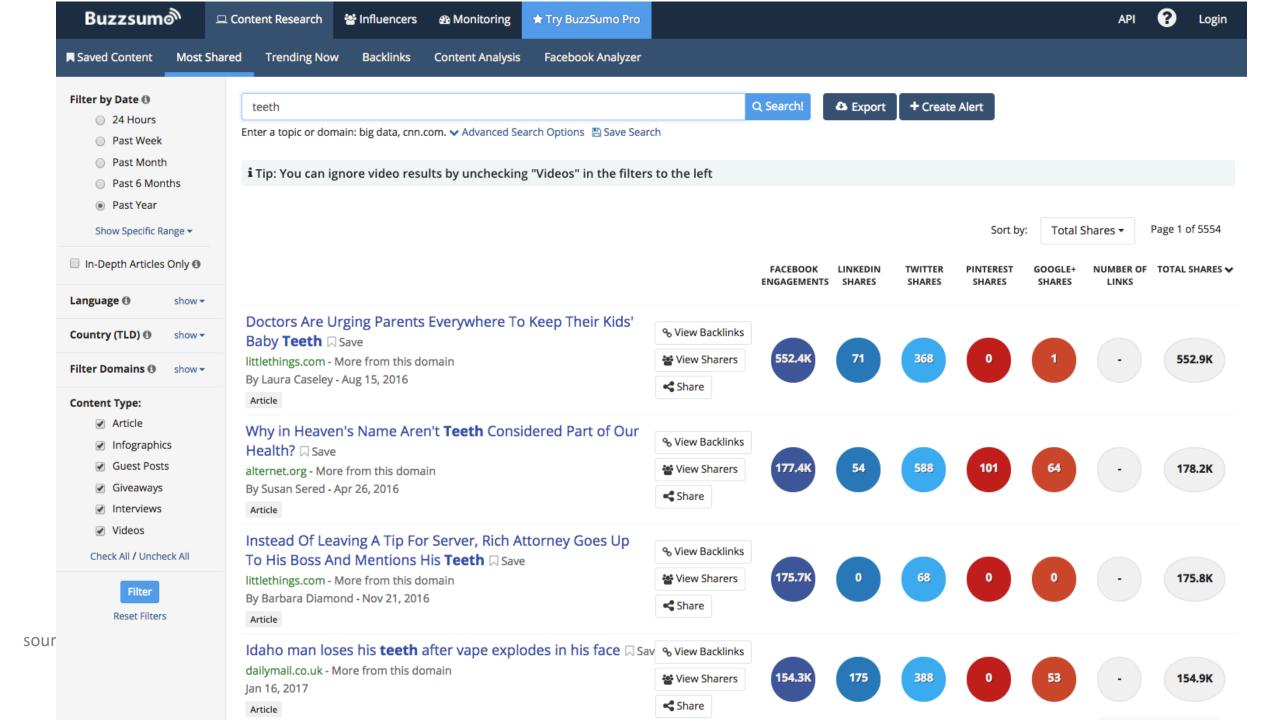


cheese recipe

Get ideas

Modify search

Ad group ideas Keyword ideas			<u></u>	Download	Add all (801)
Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid	Ad impr. share	Add to plan
cheese ball recipe	18,100	Low	\$0.25	0%	>>
ricotta cheese recipe	5,400	Low	\$0.83	0%	>>>
mac and cheese recipe	60,500	Low	\$2.16	0%	>>>
broccoli and cheese recipe	1,300	Low	\$1.56	0%	>>>
cream cheese recipes	9,900	Medium	\$1.80	0%	>>
nacho cheese recipe	6,600	Low	\$3.69	0%	>>
cheese sauce recipe	8,100	Low	\$0.09	0%	>>>
macaroni and cheese recipe	49,500	Low	\$1.77	0%	>>>
brie cheese recipe	720	Low	\$1.55	0%	>>>
grilled cheese recipe	5,400	Low	\$3.09	0%	>>













Teeth

Read

Answer

Topic FAQ

Most Viewed Writers

Follow Topic 12.4k

Feed

Answer written · Teeth · 2015

For hundreds of thousands of years, humans did not brush their teeth. What happens if I stop altogether?



Marina Rubinshtein, Aesthetic & Restorative Dentist Updated Oct 30, 2015

7 thousand years ago people didn't brush their teeth because the food that they ate had enough roughage - fibrous indigestible material in vegetable foodstuffs that aids the passage of food and was... (more)



Downvote Comments 13+







. . .

Question asked · Dentistry · 1h

How can you treat jaw pain after a cavity filling?



Pass

Follow 2 Downvote

About

A small, calcified, whitish structure found in the jaws (or mouths) of many vertebrates and used to break down food

9.1k Questions

12.4k Followers 70 Edits

Related Topics



Dental Hygiene 12.2k Followers



Dentistry

18.1k Followers



Wisdom Teeth 2.9k Followers

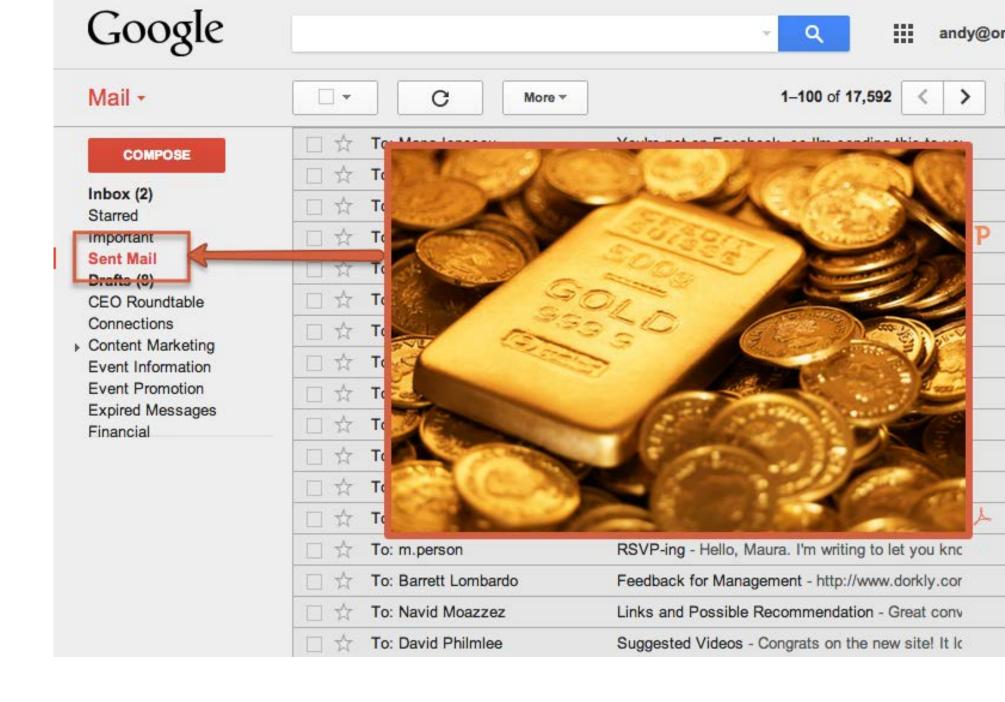


To a the law coloine or

Topics from Listening

- 1. Sales Team
- 2. Customer Service Team
- 3. Client Stories

Your outbox is filled with content



The Thing About Content

Perctaine Contetetrit et évolument au le comment de la com

Weak Contributor Amazing Contributor

Content, Shares, and Links: Insights from Analyzing 1 Million Articles

Content [1] Analytics [2]

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

This summer BuzzSumo^[3] teamed up with Moz to analyze the shares and links of over 1m articles. We wanted to look at the correlation of shares and links, to understand the content that gets both shares and links, and to identify the formats that get relatively

What we found is that the majority of content published on the internet is simply ignored when it comes to shares and links. The data suggests most content is simply not worthy of sharing or linking, and also that people are very poor at amplifying content. It may Sound harsh but it seems most people are wasting their time either producing poor

On a more positive note we also found some great examples of content that people love to both share and link to. It was not a surprise to find content gets far more shares than links. Shares are much easier to acquire. Everyone can share content easily and it is almost frictionless in some cases. Content has to work much harder to acquire links. Our The sweet spot content that achieves both shares and links

- The content that achieves higher than average referring domain links The impact of content formats and content length on shares and links

Our summary findings are as follows:

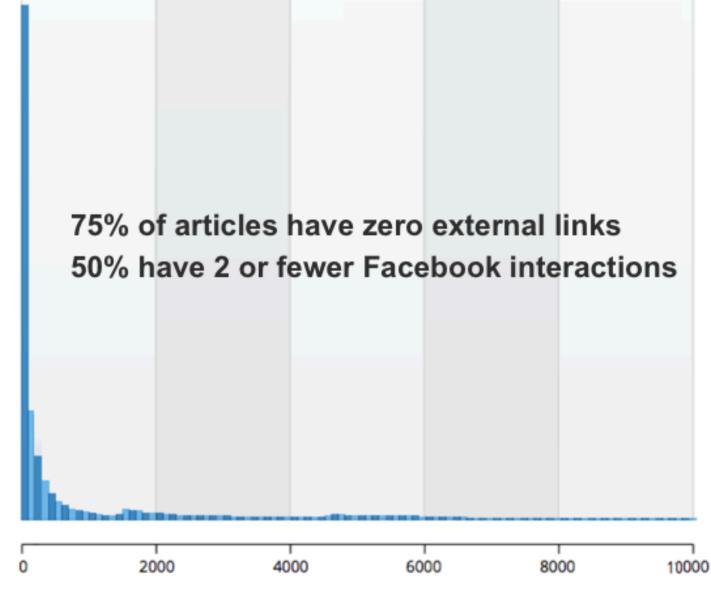
1. The majority of posts receive few shares and even fewer links.

chrome-extension/hosicochillanguage

source: Moz, BuzzSumo

Most content gets no links and few shares

Number of articles



Total shares across all networks

source: Moz, BuzzSumo

"

...if you want to create content that achieves a high level of both shares and links then you should concentrate on opinion forming, authoritative content... or well researched and evidenced content.



"

...if you want to create content that achieves a high level of both shares and links then you should concentrate on

strong opinions original research

"

The Power of Research



JOE PULIZZI published SEPTEMBER 30, 2015

Content Marketing Research

What Effective B2B Content Marketing Looks Like [New Research]

It's that time of year again when we release the findings of our annual content marketing survey. Over the years, we've talked a lot about effectiveness. But this year, while our team was discussing new questions for the survey, we stepped back and wondered – how many companies even know what effectiveness looks like?

The answer may (or may not) surprise you. Get this: 55% of business-to-



Link Opportunities

Advanced Reports

Do More with Moz Pro

Moz Analytics Campaigns

Fresh Web Explorer

Keyword Difficulty

On-Page Grader

Crawl Test

Rank Tracker

View all of your Moz Products

1 - 50 Top Pages

Request CSV

Prev

Next

Page Title & URL	PA □ ▼	Linking Root Domains © #	Inbound Links ©	HTTP Status	FB Shares / Likes ①	Tweets ©	Google +1s U
CMI: Content Marketing S	86	2,691	35,022	200	547 / 240	N/A	19,668
What is Content Marketing?	84	1,300	11,803	200	1,217 / 746	N/A	0
[No Title]	80	630	2,119	No Data 🕕	58 / 27	N/A	30
Content Marketing Institu	80	298	13,337	200	101 / 33	N/A	0
CCO - Chief Content Offic	80	212	10,628	200	98 / 56	N/A	0
[No Title]	80	463	1,371	No Data ⊕	38/22	N/A	17
[No Title]	80	269	9,138	No Data 🕕	65 / 29	N/A	15
New B2B Content Marketi	79	407	1,347	200	353 / 347	N/A	205
Developing a Content Stra	78	169	8,481	200	194 / 167	N/A	48
2014 B2B Content Market	78	418	1,446	200	345 / 91	N/A	0
What Effective B2B Conte	77	258	910	200	245 / 65	N/A	152
[No Title] □ © contentmarketinginstit	77	119	8,379	No Data 🕁	13/3	N/A	0
Marketing Trends 2013 for Q	77	361	1,157	200	283 / 208	N/A	0
[No Title] □ Ø contentmarketinginstit	76	175	469	No Data ⊕	21/10	N/A	1
No Title]	76	319	926	No Data 🕢	33 / 20	N/A	0

4,066 websites link to CMI's research

Three ways to produce research

1. Observation: Pick a data set. Gather data.

Three ways to produce research

1. Observation: Pick a data set. Gather data.

2. Aggregation: Combine data from existing sources

Three ways to produce research

1. Observation: Pick a data set. Gather data.

2. Aggregation: Combine data from existing sources

3. Survey: Mass outreach and analysis

observation



• Orbit Media Studios

Even for marketers, design standards aren't something you think about a lot. But	
for web designers, they're critical.	



POPULAR COMMENTS LATEST

Web Design Standards

Placement of features on the top 50 marketing websites

Convention Standard Logo in the top left 100% Contact in the top right 44% Main navigation in the header 88% Value proposition up high 80% Call to action up high 78% Slideshow on the home page 32% Search in the header 54% Email signup in the header 24% Social media icons in the header 26% Social media icons in the footer 72% Responsive web design 68% 20 40 60 80

100



26-50 of 432 〈 〉





Search Console

https://www.orbitmedia.com/ ~

Show 25 rows •

Help ▼



Dashboard

Messages (2)

- ▶ Search Appearance
- **▼** Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

- ▶ Google Index
- Crawl

Security Issues

Other Resources

Overview » All linked pages

Download this table

Your pages that are linked from other domains.

Download more sample links

Your pages	Links	Source domains -
/blog/email-signup-forms/	96	45
/blog/social-media-seo/	1,235	43
/blog/how-to-research-keywords-tips/	113	42
/blog/semantic-seo/	154	41
/blog/writing-headlines/	80	41
/blog/neuromarketing-web-design/	208	40
/blog/content-promotion-strategy/	77	39
/blog/remove-from-your-site/	620	38
/blog/web-design-standards/	230	38
/blog/how-to-design-button/	155	37

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https://standards.usa.gov/ ▼

Welcome to the Draft U.S. **Web Design Standards!** Here, you'll find open-source UI components and visual styles to create beautiful, consistent experiences ...

Web Design Standards: 10 Best Practices on the Top 50 Websites ...

https://www.orbitmedia.com/blog/web-design-standards/ ▼ Orbit Media Studios ▼ Even for marketers, design standards aren't something you think about a lot. But for web designers, they're critical. "Standard web conventions" are web design ...

Web Design and Applications - W3C

https://www.w3.org/standards/webdesign/
World Wide Web Consortium

Web Design and Applications involve the **standards** for building and Rendering Web pages, including HTML, CSS, SVG, device APIs, and other technologies for ...

Sep 12 - Sep 14View Source BerlinBerlin, GermanyWed, Sep 14Web, meet Virtual RealityBerlin, GermanyApr 3, 2017 - Apr 7, 2017WWW2017Perth, Australia

HTML & CSS · JavaScript Web APIs · Graphics - W3C · Accessibility - W3C

Draft US Web Design Standards - 18F Pages

https://pages.18f.gov/designstandards/ >

Tools for creating beautiful online experiences for the American people. Built and maintained by U.S. Digital Service and 18F designers and developers, this ...





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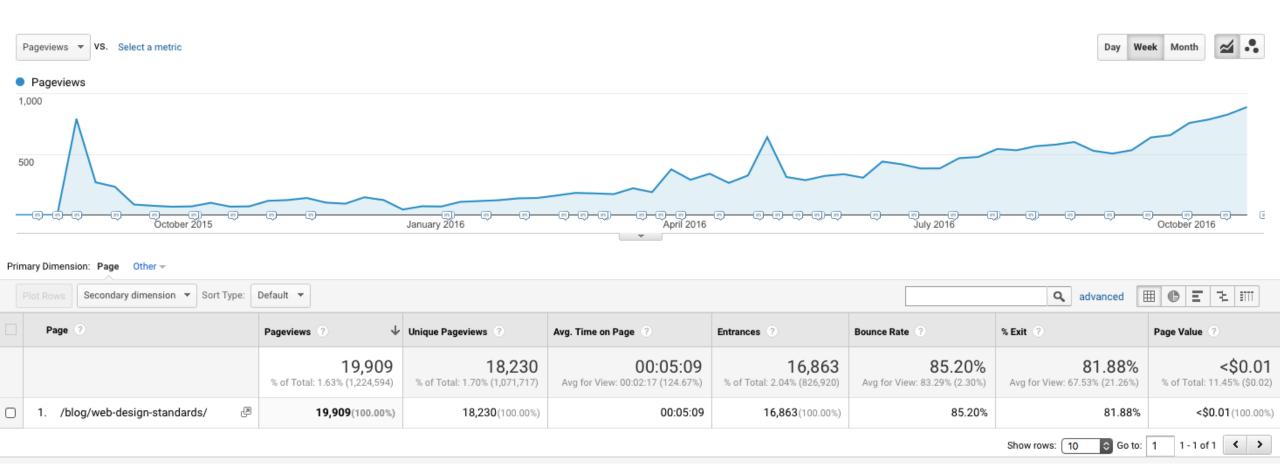
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aggregation

Aggreg

Scholar survey results [edit]

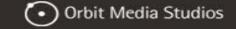
- Blue backgrounds indicate first quartile.
- Green backgrounds indicate second quartile.
- Orange backgrounds indicate third quartile.
- Red backgrounds indicate fourth quartile.

Note: Click the "sort" icon at the head of each column to view the rankings for each survey in numerical order.

No. ♦	President •	Political party •	Schl. 1948 •	Schl. 1962 •	M-B 1982 •	CT1982 ◆	Siena 1982 •	Siena 1990 •	Siena 1994 •	R-Mcl 1996 •	Schl. 1996 •	C-SPAN 1999 •	WSJ 2000 ◆	Siena 2002 •	WSJ 2005 ♦	Times 2008** •	C-SPAN 2009 •	Siena 2010 •
01	George Washington	None	02	02	03	03	04	04	04	03	02	03	01	04	01	02	02	04
02	John Adams	Federalist	09	10	09	14 (tie)	10	14	12	14	11	16	13	12	13	13	17	17
03	Thomas Jefferson	Dem-Repub	05	05	04	05	02	03	05	04	04	07	04	05	04	04	07	05
04	James Madison	Dem-Repub	14	12	14	17	09	08	09	10	17	18	15	09	17	15	20	06
05	James Monroe	Dem-Repub	12	18	15	16	15	11	15	13	15	14	16	08	16	21	14	07
06	John Quincy Adams	Dem-Repub	11	13	16	19	17	16	17	18	18	19	20	17	25	16	19	19
07	Andrew Jackson	Democratic	06	06	07	06	13	09	11	08	05	13	06	13	10	14	13	14
08	Martin Van Buren	Democratic	15	17	20	18				21	21		23			40	31	
09	William Henry Harrison	Whig	-	-	-	38		35	28	35	-	37	-	36	-	39	39	35
10	John Tyler	Whig		25	28		34	33	34	34	32	36	34	37	35	31	35	37
11	James K. Polk	Democratic	10	08	12	11	12	13	14	11	09	12	10	11	09	09	12	12
12	Zachary Taylor	Whig	25	24	27			34	33	29			31	34	33	28		33
13	Millard Fillmore	Whig	24	26	29	31	32	32	35	36	31	35	35	38	36	33	37	38
14	Franklin Pierce	Democratic	27	28	31	35	35	36	37	37	33	39	37	39	38	41	40	40
15	James Buchanan	Democratic	26	29	33	36	37	38	39	40	38	41	39	41	40	42	42	42
16	Abraham Lincoln	Republican	01	01	01	01	03	02	02	01	01	01	02	02	02	01	01	03
17	Andrew Johnson	Democratic	19	23	32	32	38	39	40	39	37	40	36	42	37	24	41	43
18	Ulysses S. Grant	Republican	28	30	35	30	36	37	38	38	34	33	32	35	29	18	23	26
19	Rutherford B. Hayes	Republican	13	14	22	22					23		22	27	24	27	33	31
20	James A. Garfield	Republican	-	-	-	33			26		-	29	-	33	-	34	28	
21	Chester A. Arthur	Republican	17	21	26	24	24	26	27	28	26	32	26	30	26	22	32	25
22/24	Grover Cleveland	Democratic	08	11	17	13	18	17	19	16	13	17	12	20	12	19	21	20
23	Benjamin Harrison	Republican		20	23	25	31	29	30	31	19	31	27	32	30	30	30	34
25	William McKinley	Republican	18	15	18	10	19	19	18	17	16	15	14	19	14	17	16	21
26	Theodore Roosevelt	Republican	07	07	05	04	05	05	03	05	06	04	05	03	05	05	04	02
27	William Howard Taft	Republican	16	16	19	20	20	20	21	20	22	24	19	21	20	29	24	24
28	Woodrow Wilson	Democratic	04	04	06	07	06	06	06	06	07	06	11	06	11	10	09	08
29	Warren G. Harding	Republican	29	31	36	37	39	40	41	41	39	38	37	40	39	35	38	41
30	Calvin Coolidge	Republican	23	27	30		30	31	36	33	30	27	25		23	26	26	29
31	Herbert Hoover	Republican	20	19	21	21	27	28	29	24	35	34	29	31	31	36	34	36
32	Franklin D. Roosevelt	Democratic	03	03	02	02	01	01	01	02	03	02	03	01	03	03	03	01
33	Harry S. Truman	Democratic	_	09	08	08	07	07	07	07	08	05	07	07	07	07	05	09
34	Dwight D. Eisenhower	Republican	-	22	11	09	11	12	08	09	10	09	09	10	08	06	08	10
35	John F. Kennedy	Democratic	-	-	13	14 (tie)	08	10	10	15	12	08	18	14	15	11	06	11
36	Lyndon B. Johnson	Democratic	-	-	10	12	14	15	13	12	14	10	17	15	18	12	11	16
37	Richard Nixon	Republican	-	-	34	34	28		23	32	36	25	33	26	32	38	27	30
38	Gerald Ford	Republican	-	-	24		23	27	32	27	28		28	28	28	25		28
39	Jimmy Carter	Democratic	_	-	25	26	33	24	25	19	27	22	30	25	34	32	25	32
40	Ronald Reagan	Republican	_	-	-	-	16 *	22	20	26		11	08	16	06	08	10	18
41	George H. W. Bush	Republican	-	-	-	-	-	18 *	31	22	24	20	21	22	21	20	18	22
42	Bill Clinton	Democratic	-	-	-	-	-	-	16 *	23 *	20 *	21 *	24 *	18	22	23	15	13
43	George W. Bush	Republican	_	-	-	-		-	-	-	-	-	-	23 *	19 *	37 *	36	39
44	Barack Obama	Democratic	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 *
	Total in survey		29	31	36	38	39	40	41	41	39	41	39	42	40	42	42	43

^{*} Ranking calculated before President had completed his term in office.

source: Wikipedia



^{**} The Times poll is a British newspaper's poll of eight of its own journalists, not of academics.

Note: Grover Cleveland was elected to two non-consecutive terms, serving as both the 22nd and 24th President of the United States; to date he is the only person to have achieved this distinction. Because of it, the total number of people who have served as President is one fewer than the succession.

Aggregate



By: Philip Petrescu

Google Organic Click-Through Rates in 2014

Competitive Research | Search Engines

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

We've all been there. Trying to improve our organic rankings so we can get more traffic from the search engines. And every time we do that, we are left with some big questions in our minds:

- How much traffic would I actually get if I rank on the first page?
- . Is it worth my time trying to rank above the fold?

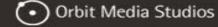
A number of studies followed after that, including those from Enquiro (now Mediative) in 2007 and later by Chitika and Optify in 2010. More recent studies have been performed by Slingshot in 2011 and then Chitika and Catalyst in 2013 respectively.

Here is a comparison of the Click Through Rate for each study:

Position	AOL 2006	Enquiro 2007	Chitika 2010	Optify 2010	Slingshot 2011	Chitika 2013	Catalyst 2013	Caphyon 2014
1	42.3	27.1	34.35	36.4	18.20	32.5	17.16	31.24
2	11.92	11.7	16.96	12.5	10.05	17.6	9.94	14.04
3	8.44	8.7	11.42	9.5	7.22	11.4	7.64	9.85
4	6.03	5.1	7.73	7.9	4.81	8.1	5.31	6.97
5	4.86	4.0	6.19	6.1	3.09	6.1	3.5	5.5
1 to 5	73.55	56.6	76.65	72.4	43.37	75.7	43.55	67.6
6	3.99	41	5.05	4.1	2.76	4.4	1.63	3.73 (6 to 10)
7	3.37	4.1	4.02	3.8	1.88	3.5	1.09	N/A
8	2.98	3.2	3.47	3.5	1.75	3.1	1.04	N/A
9	2.83	2.8	2.85	3.0	1.52	2.6	0.44	N/A
10	2.97	3.6	2.71	2.2	1.04	2.4	0.51	N/A
Top 10	89.69	73	95	89	52	92	48	71.33

It's important to emphasize the major differences in the methodologies applied for each study, as they are the main ingredients responsible for the dissimilarity of the results:

source: MOZ



Survey

Blog





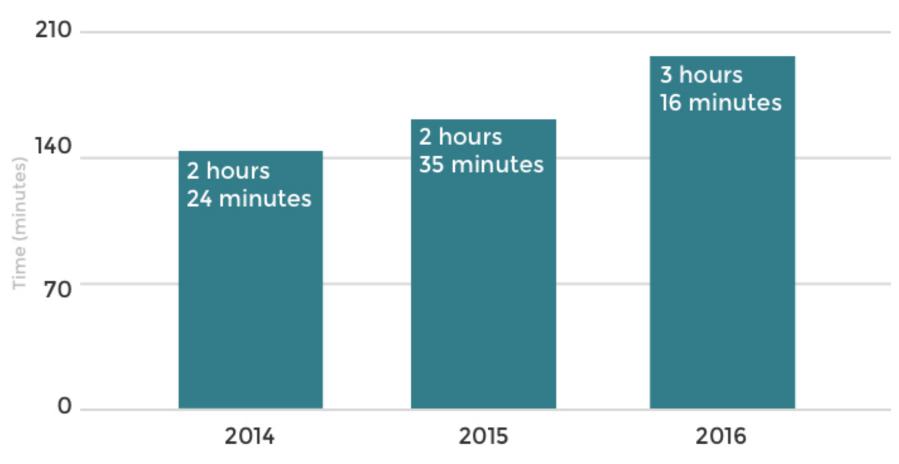
Analytics	
Digital Strategy	
Inside Orbit	
Podcast: Content Matters	
SEO & Content Marketing	
Social Media	
Web Development	
Website Design & Usability	
SEARCH BLOG	
keywords	GO!

COMMENTS

LATEST

POPULAR

Average Time Spent Writing a Blog Post



source: 2016 Blogger Survey, Orbit Media









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Help -



Dashboard

Messages (2)

- **▼** Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

- ▶ Google Index
- Crawl

Security Issues

Other Resources

350+ websites link to th	iese surveys	1-25 of 432
Your pages	Links	Source domains
https://www.orbitmedia.com/	179,601	1,308
/blog/ideal-blog-post-length/	1,107	22
/blog/blogger-analysis/	1,147	18
/content-chemistry	418	18
/blog	4,531	17
/blog/blogger-research/	400	16
/andy-crestodina	925	15
/blog/internal-linking/	152	8
/blog/how-to-setup-google-analytics/	339	8

"What do people in our industry often say but rarely support?"

Find the missing stat

Don't take shortcuts; they take too long.

Sonia Simone CCO, Copyblogger Media



The Power of Strong Opinion

Blog





Although you can put everything on your website, please don't. Here are 15 things that should never go on a website, under any circumstances.

Analytics	
Digital Strategy	
nside Orbit	
Podcast: Content Matters	
SEO & Content Marketing	
Social Media	
Web Development	
Website Design & Usability	
SEARCH BLOG	
keywords	GO!

POPULAR COMMENTS LATEST

03/19
The Ideal Length for Blog



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> Our Company

Services

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Remarketing

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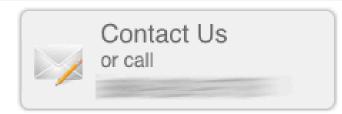
Social Media Marketing Services

Enclave™ Social Networking for Business

Social media marketing for business has taken hold in the digital marketing and defined how we interact with and market to our customers. **Social networking** must be a part of your marketing mix in today's highly competit markets.

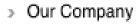
Social networking for business is at an all-time high and growing at breakne speeds. Social media and social networking websites, such as YouTube, Facebook, Twitter, and others have taken hold atop the food chain of Intern marketing services.

In a short period of time, these **social media** powerhouses have forever ch the Internet marketing landscape and created a culture shift that as a busin marketer, you must become part of it in order to secure a space in the fluid









Services

Internet Marketing Strategies

Search Engine Optimization

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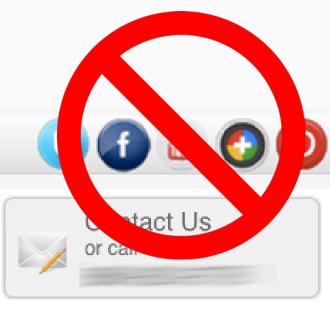
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Curtis Renkiewicz 6/07/16 @ 1:51PM

Orbit Media Studios

I'm so glad to have found yet another community, and company, of people who are really focused on fixing the way we design and market. I think in the past there has been so much focus on pretty skumorphism, and flashy graphics and animations; while the content was getting shoved to the bottom of the priority list. All of these tips really help bring focus back to what matters, strategic goals and supporting content.

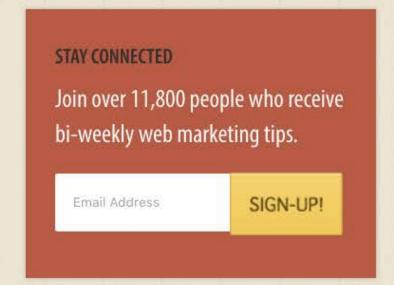
Andy, following you and the Orbit crew, and Square Planet have really instilled hope into my young and ambitious designer heart! Keep fighting the good fight

Reply to Curtis Renkiewicz



Acacia 6/10/16 @ 12:40PM

I agree with a few but not all of these. What's surprising is the sanctimonious tone...kinda funny considering the comment divs on this page are overflowing from their parent element on mobile.



Reply to Acacia



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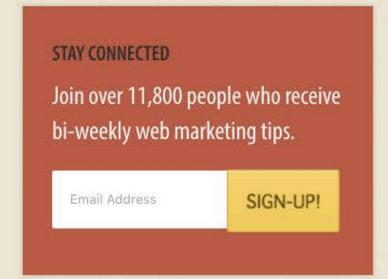
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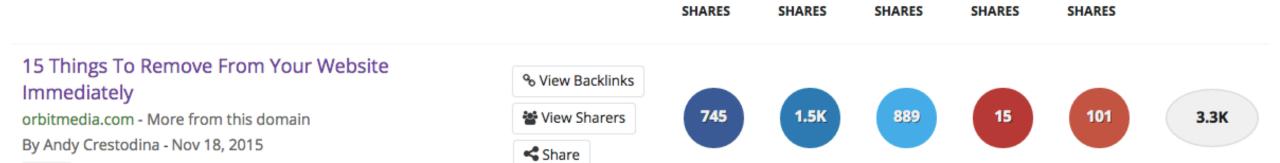
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Reply to Acacia

The power of strong opinion

Article



FACEBOOK

LINKEDIN

TWITTER

PINTEREST

GOOGLE+

TOTAL SHARES **▼**

What do you believe that most people would disagree with?

99





What questions are people in your industry afraid to answer?

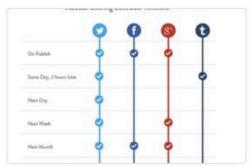


HEADLINES

Explicit benefits



FEATURED



How to Get More Traffic From Every Post (Plus How OkDork Grew Traffic 400% In 8 Months)

by Noah Kagan, Chief Sumo at SumoMe.com (free tools to grow your website traffic) Traffic can feel a bit 99 CoSchedule / 4d



The Art of Managing a Google+ Brand Page

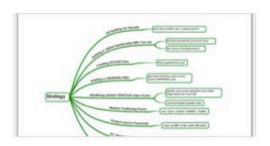
I'm just going to be up front with all of you: Managing a page on Google+ is both an art and a skill that takes a lot of time and a lot of energy. It's not about simply broadcasting a message 300+ Plus Your Business / 4d



A speech you will never hear again

At the recent INBOUND conference, I gave a "Bold Talk," a short, TED-like speech meant to challenge and inspire people and get us out of our comfort zones. I gave a talk unlike any 200+ (grow) / 5d

YESTERDAY



Get the Product Launch Blueprint for Free

I was talking with a friend yesterday who just finished his first online sales campaign using Jeff Walker's Product Launch Formula. He generated almost a million dollars in sales on the last day. This is just a portion of the free Product 4 Michael Hyatt's Intentional Leaders... / by Michael Hyatt / 1d





Q Search

▶Content Marketi28Why Content Creators Should Care About Adaptive ContentWhether or not5h▶OnboardlyThe 15 Best Product Development Posts of All-TimeEach month, we round up7h▶Michael Hyatt's I4Get the Product Launch Blueprint for Free I was talking with a friend yesterday who1d▶Content Marketi29This Week in Content Marketing: Failed 2014 Content Marketing Predictions1d▶Orbit Media StuInside Orbit with Kat NelsonHappy Friday, Folks! It's that time of the week again: time1d▶Spin Sucks8Gin and Topics: Guys Recreate Kardashian's Rear-End PhotosBy Gini Dietrich I1d▶MarketingProfs:54Why Combined Campaigns Benefit Your Marketing Here's a look at what2d▶Onboardly4Perfect Your Story, Not Your Media Kit You're getting ready to take your startup2d▶Renegade SearchLet Me Pinterest That For You Welcome back, Internet Explorers. It's been a long2d▶Spin Sucks41The Spin Sucks Inquisition: Jayme Soulati By Gini Dietrich One of my most favorite2d▶Plus Your Busin25PYB Academy Featured Member: an interview with Greg Cooper Greg Cooper is2d▶Pus Hodic Ohen100+Why Everything Is Awesome When You're Leading a Team If you're trying to build2d▶Pus Content Marketi500+Mobile Marketing: Are You Ready for the Revolution? Do you have a mobile2d▶Content Marketi484 Content Marketin				
Michael Hyatt's I 4 Get the Product Launch Blueprint for Free I was talking with a friend yesterday who 1d Content Marketi 29 This Week in Content Marketing: Failed 2014 Content Marketing Predictions 1d Orbit Media Stu Inside Orbit with Kat Nelson Happy Friday, Folks! It's that time of the week again: time 1d Spin Sucks 8 Gin and Topics: Guys Recreate Kardashian's Rear-End Photos By Gini Dietrich I 1d MarketingProfs: 54 Why Combined Campaigns Benefit Your Marketing Here's a look at what 2d Onboardly 4 Perfect Your Story, Not Your Media Kit You're getting ready to take your startup 2d Renegade Search Let Me Pinterest That For You Welcome back, Internet Explorers. It's been a long 2d Spin Sucks 41 The Spin Sucks Inquisition: Jayme Soulati By Gini Dietrich One of my most favorite 2d Heidi Cohen 100+ What Most Smart Marketers Miss About Google+ Google+ Tactics: 3 Ways To 2d Plus Your Busin 25 PYB Academy Featured Member: an interview with Greg Cooper Greg Cooper is 2d Michael Hyatt's I 100+ Why Everything Is Awesome When You're Leading a Team If you're trying to build 2d Social Media M 500+ Mobile Marketing: Are You Ready for the Revolution? Do you have a mobile 2d	Content Marketi	28	Why Content Creators Should Care About Adaptive Content Whether or not	5h
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	Content Marketi	48	4 Content Marketing Initiatives You Need in 2015 We all know content marketers	2d

Average full-time workweek is 47 hours, Gallup says



Damien Madden washes dishes at Aveline restaurant in San Francisco on July 9. (Noah Berger / Bloomberg)

By JIM PUZZANGHERA

contact the reporter

9 Out Of 10 Americans Are Completely Wrong About This Mind-Blowing Fact

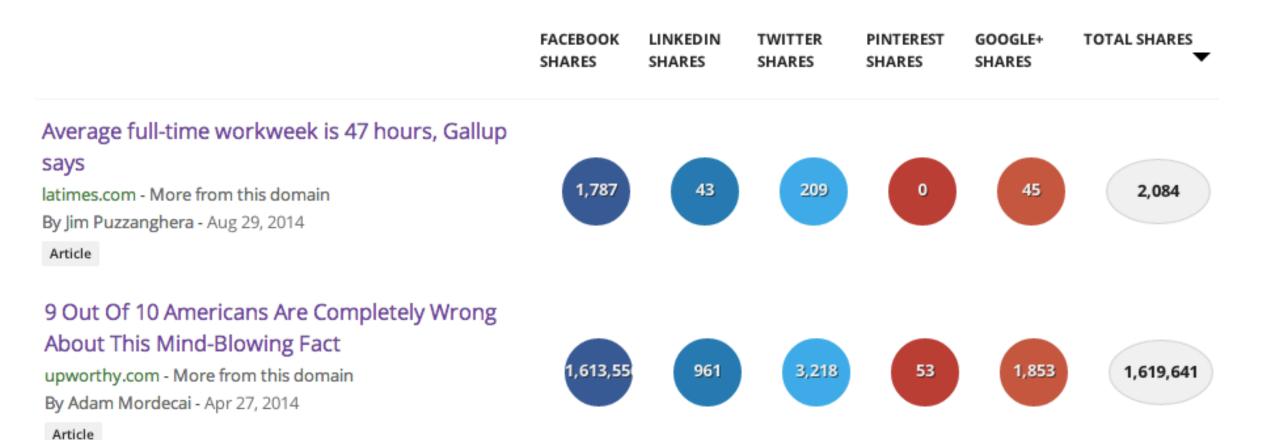


This pretty much speaks for itself. At 1:05, I get a rude awakening. At 1:41, he starts talking about you. At 2:24, he says a "bad" word. At 3:50, he kind of breaks my brain. At 4:50, he lets you know how broke you really are. At 5:20, he rubs it in. And at 5:50, he points out that reality isn't close to what we think it is.

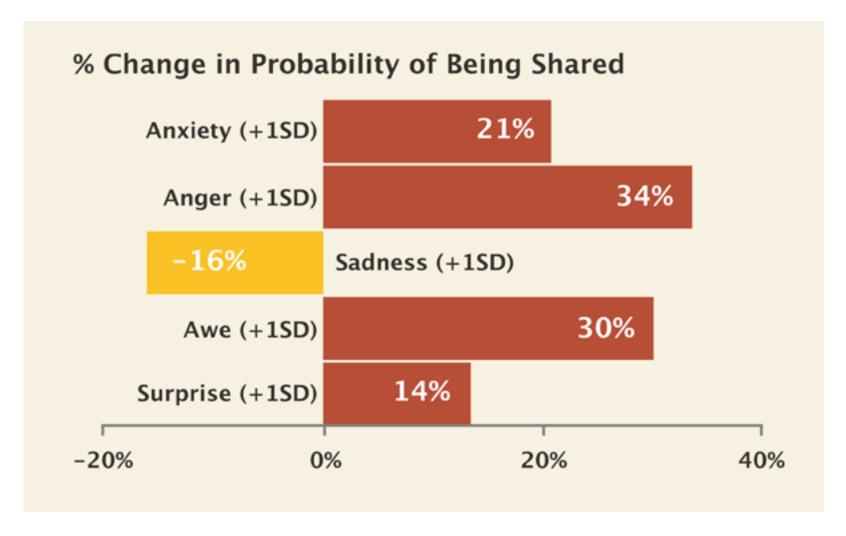




The curiosity gap and sharing



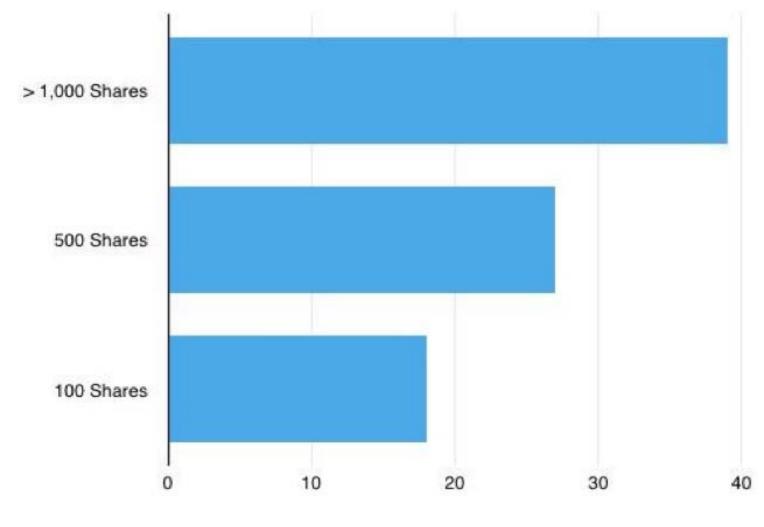
Emotions get shared



source: What makes online content go viral?

Advanced Ma	ırketing I	nstitute E	Search! Search!							
Home Marketin	g Courses	Research Lab	<u>Headline Analyzer</u>	<u>Newsletter</u>	About Us	Contact				
Free Analyzer How it Works	Emoti	onal Mark	eting Value H	leadline <i>l</i>	Analyze	er				
Stay Updated! Sign up for our newsletter and we'll let you know when new copy analysis tools are available!	Enter Your Headline Text Paste your headline in the text area below. The analysis engine will automatically cut your submission at 20 words, so we encourage you to do a word count before submitting! This will ensure the most accurate analysis.									
Subscribe: First Name		itter Followe	's"							
Enter Email Subscribe Now!			ess or industry that this lustry average for your h Business & Professional Submit For Analysis	This score indicates that your headline has a total of 33.33% Emotion Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words. And for comparison, most professional copywriters' headlines will have 30%-40% EMV Words in their headlines, while the most gifted copywriters will have 50%-75% EMV words in headlines.						
				less than five word: While the overall El	s. MV score for your ng predominant	that is rare unless your headline is 33.33%, emotion classification.	your head :			

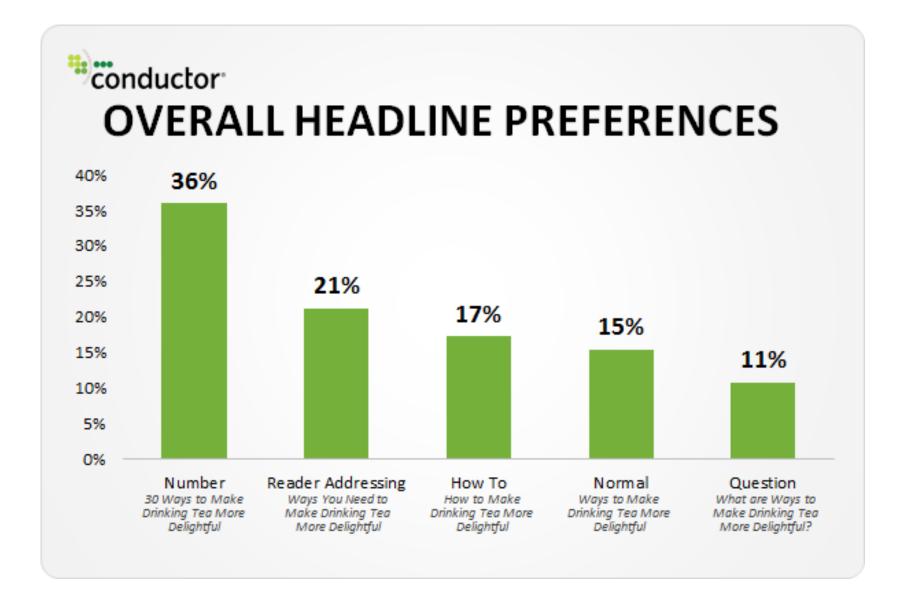
Average EMV score for headlines based on shares



source: OK Dork / Co-Schedule

Average Emotional Value Score

User numbers



source: Conductor: 5 Data Insights Into the Headlines Readers Click

How To Tuesday #17: Healing, Cloning, And Cleaning Your Photographs /February 16, 2016

I am super excited to debut a new format for How To Tuesday: The Video Tutorial. Bare with me in the early stages of this new way of teaching, I may run a little long winded here and there but it's great information!

+ WORK

+ GALLERY + WORKSHOPS

Today we will go "behind the scenes" on some of my favorite New Orleans festival photographs and show you how to use the Healing Brush and Clone Stamp tools in Photoshop to clean up and get your images ready for web or print. Enjoy!



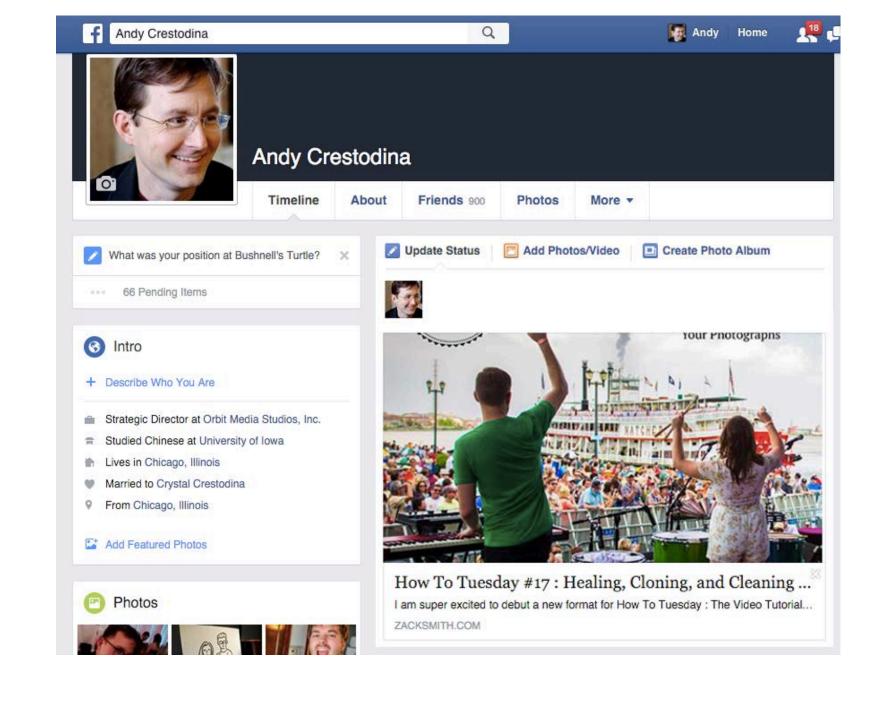
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Zack's photographic adventures and insights have been well documented with this blog since 2006. Please follow along, comment, and stay in touch!

Latest Posts











http://www.zacksmith.com/blog/2016/2/15/how-to-tuesday-17-healing-cloning-and-cleaning-your-photographs



How To Tuesday #17: Healing, Cloning, and Cleaning ...

I am super excited to debut a new format for How To Tuesday : The Video Tutorial...

ZACKSMITH.COM

Great headlines...

- 1. Make a promise
- 2. Trigger curiosity
- 3. Use numbers
- 4. Ask a question
- 5. Use power words
- 6. Sized to fit the purpose
- 7. Keyword first

source: How to Write a Headline That Won't Get Ignored: 7-Point Checklist

Write many. Chose one!

Write many, choose one

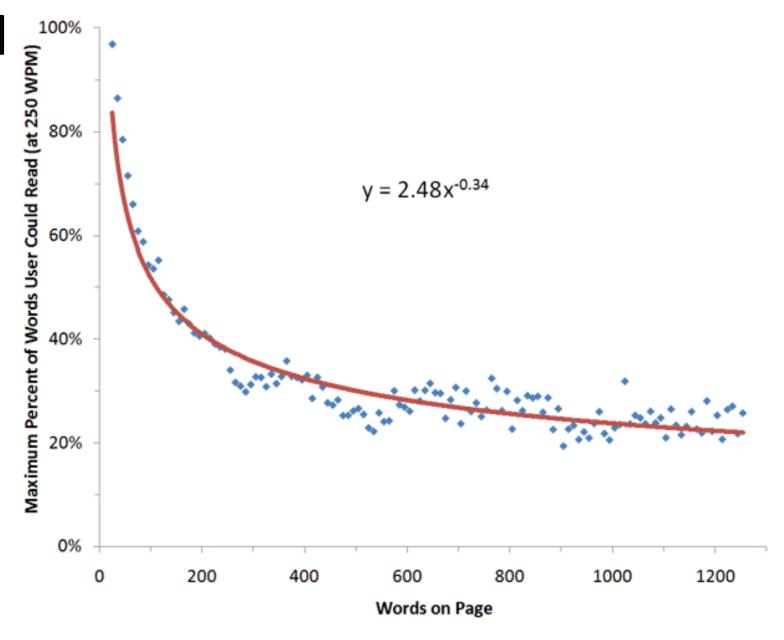
- Upworthy writes 25 headline variations
- CoSchedule writes 25-30 headline variations
- Buffer writes 25-30 headline variations
- Orbit writes 5 headline variations

FORMATTING

Readers don't read

Users have time to read at most 28% of the words during an average visit

20% is more likely.



source: How Little to Users Read? NN Group

Who has the Right of Way at 4-Way Intersections?

Posted by Hodges Trial Lawyers on Thursday, September 4th, 2014 in Accident Prevention, Auto Accident Lawyer, Car Wreck Lawyer

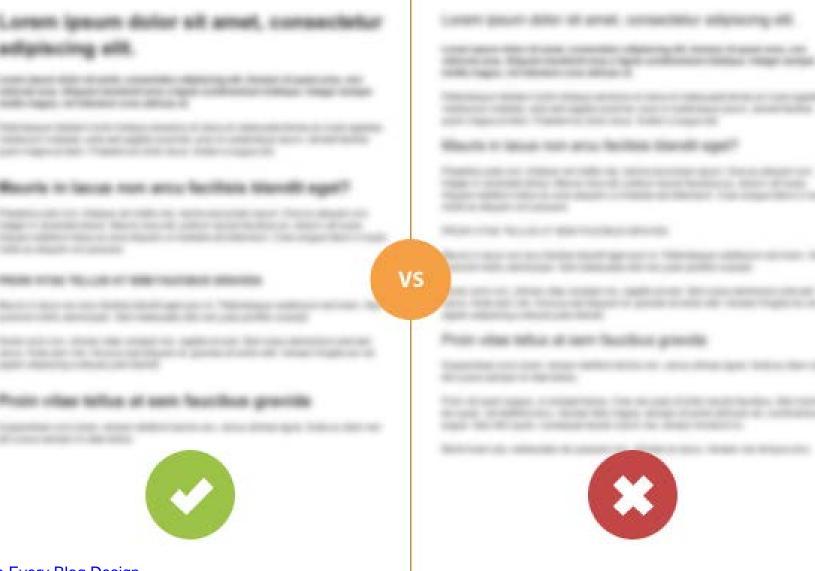
This starts our series on some interesting scenarios where even an experience driver may not know which car has the right of way. For most drivers, including ourselves, it has been years since we have been tested on our knowledge of the rules of the road. And even for those of us who aced driver's education class, there's always room for brushing up on the subject. So today, we discuss who has the right of way.

Scenario 1: You are approaching a 4-way, traffic light controlled intersection. Your light is red, but you plan to turn right. The car across the intersection from you is stopped to turn left (the same road you want to turn right onto) and just received a green arrow. Who has the right of way? The car turning left with the green arrow has the right of way. Under Alabama Code Section 32-5A-32(3)(b), a vehicle with a steady red indication (the car wanting to turn right) may cautiously enter the intersection to turn right, after stopping. So the vehicle turning right only has the right to enter the intersection after stopping. In contrast, under Alabama Code Section 32-5A-(1)(b) states that a vehicle facing a green arrow may enter an intersection to make the movement shown on the arrow. The vehicle with the left arrow is not required to stop. Short answer is that red lights yield to green lights.

Scenario 2: You are approaching a 4-way, traffic light controlled intersection. Your light is green and you plan to turn right. The car across the intersection from you is waiting to turn left and has a green light (not arrow). Who has the right of way?

Answer: You (The car turning right) have the right of way. Under this new scenario, the car turning left has lost its green arrow and is instead relying on a green circle. You also have a green circle. The car attempting to turn left must wait until you complete your right hand turn before attempting its right hand turn across your lanes of travel.

Format for scanners





source: 5 Easy Tips to Improve Every Blog Design

66

Short paragraphs get read.

Long paragraphs get skimmed.

Very long paragraphs get skipped.

"



Images





Use the "site:" search operator

Books

About 87 r. (0.44 seconds)

News

Content Strategy Explained ir https://www.orbitmedia.com/blog/cont May 15, 2014 - Really, strategy is just a f marketing. It's the plan for attracting visite

87 pages on this website mention the phrase "content strategy"

Search tools

Creation, Curation and Conversation: The 3 C's of Content Strategy ...

Videos

https://www.orbitmedia.com/blog/content-strategy-2/ ▼ Orbit Media Studios ▼ These are the three most important parts of content strategy. It's the trinity of modern marketing. This short post includes some practical ...

More ▼

Top 10 Content Strategy Tips from Lennie Rose - Orbit Media Studios

Websites Work With (or Against) Your Content Strategy: 13 Ways to ...

https://www.orbitmedia.com/blog/websites-content-strategy/ ▼ Orbit Media Studios ▼ Apr 14, 2016 - Some websites are tools for content marketing. Others ...not so much. Every marketer has a horror story about how a website problem ...

Content Strategy: Length and Frequency - Orbit Media Studios

https://www.orbitmedia.com/blog/content-strategy/ ▼ Orbit Media Studios ▼ Content Strategy: Length and Frequency. by Andy Crestodina. I try to write a book every day after breakfast. But mainly, I've been working on my masterpiece: a ...

Types of formatting

- 1. Headers, subheads
- 2. Bullet lists, numbered lists
- 3. Bolding and Italics
- 4. Internal links
- 5. Multiple images

WORDS

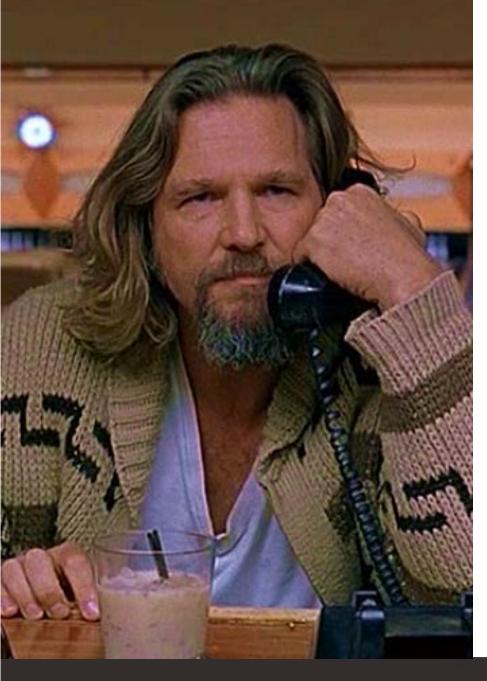
Latinate words

- More formal
- Longer (polysyllabic)
- Fancy, proper

Examples

acquire, transmit, construct, resist, deposit, imitate, determined





Anglo-Saxon words

- Less formal
- Short (often monosyllabic)
- Forceful, direct

Examples

get, send, build, stop, put, mock, set





"This was perhaps the *biggest* finding of the study"

"This *might be* the *biggest* finding of the study"

"This *might be* the *biggest* finding of the *survey*"

Write for 8th graders

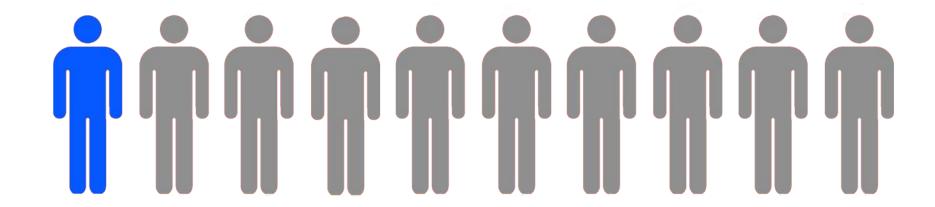
Success rates after rewriting a health care site for an 8th grade level readability...

Success Rate	Original Site	Success Rate
Lower-literacy users	46%	82%
Higher-literacy users	68%	93%

source: NN Group, Lower-Literacy Users: Writing for a Broad Consumer Audience



1 in 10 Americans think that HTML is an STD



source: LA Times

Words that get clicked in Google

- 1. How to
- 2. [List-related numbers]
- 3. Free
- 4. You
- 5. Tips
- 6. Blog post
- 7. Why
- 8. Best
- 9. Tricks
- 10.Great

Words that appear in viral posts

- 1. Smart
- 2. Surprising
- 3. Science
- 4. History
- 5. Hacks (hacking, hackers, etc.)
- 6. Huge / Big
- 7. Critical

Negative words that get shared

- 1. Kill
- 2. Fear
- 3. Dark
- 4. Bleeding
- 5. War

Top re-tweeted words

- 1. You
- 2. Twitter
- 3. Please
- 4. Retweet
- 5. Post
- 6. Blog
- 7. Social
- 8. Free
- 9. Media
- 10. Help

Words that get people to open emails

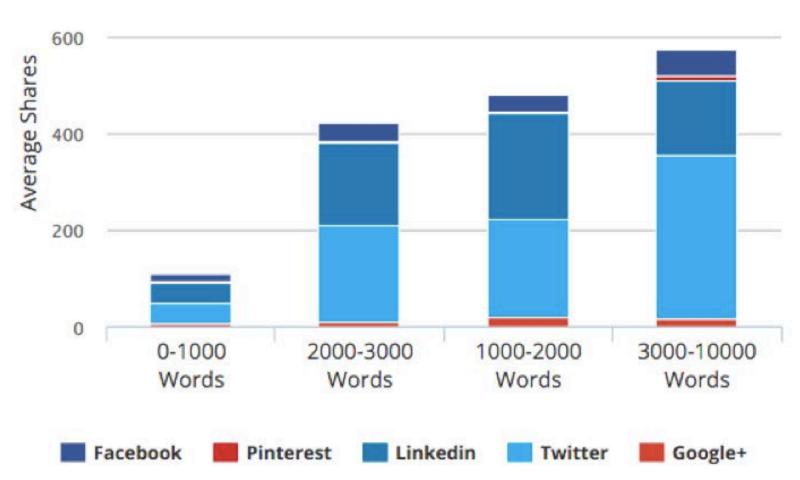
- 1. Urgent
- 2. Breaking
- 3. Important
- 4. Alert

Words that trigger buyer behavior

- 1. You
- 2. Free
- 3. Because
- 4. Instantly
- 5. New

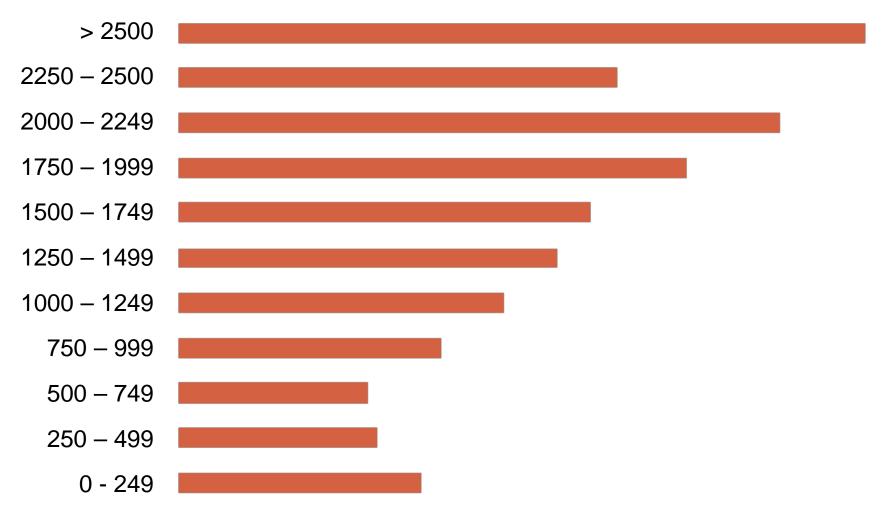
LENGTH

Long content gets shared more



source: BuzzSumo dataset: Urbitiviedia.com

Long content gets linked to more



Word Count vs Average Linking Domains

Long content gets more links and shares

Article Length	Avg Shares	Avg Referring Links
< 1,000	2,823	3.47
1 - 2,000	3.456	6.92
2 – 3,000	4,254	8.81
3 – 10,000+	5,883	11.07

n = 489,128 articles (over 85% had less than 1,000 words)

source: Moz, Buzzsumo

Long content ranks higher

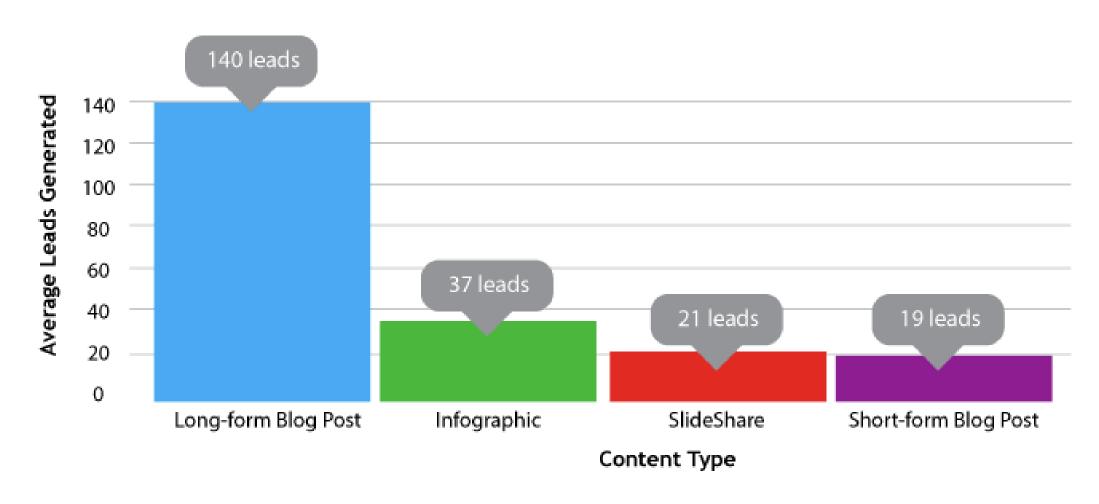
Pos	Word Count
1	1,911
2	1,673
3	2,411
4	2,292
5	2,068
6	1,320
7	1,711
8	1,668
9	1,379
10	1,278

Average of page length of 2,070 words

Average of page length of 1,471 words

source: CoSchedule

Long content generates more leads

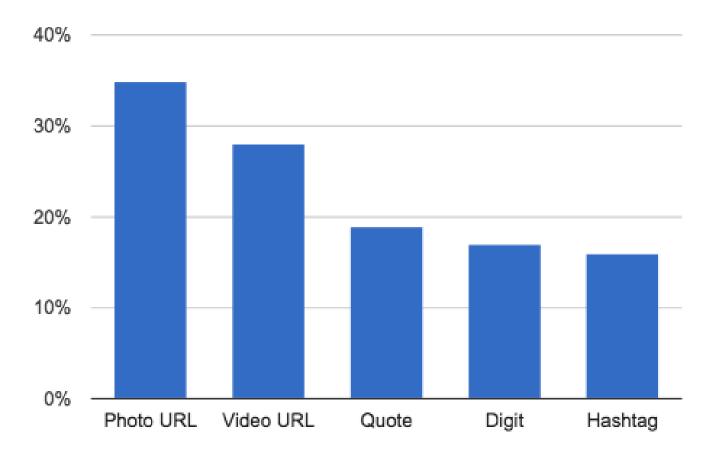


source: Curata

IMAGES

Images get more retweets in Twitter

percent change in sharing based on tweet feature

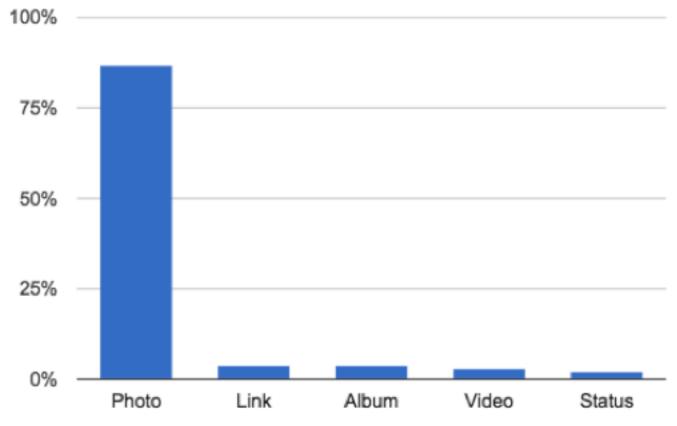


source: Twitter "What Fuels A Tweets Engagement"

source: Twitter Media Blog, March 2014

Images get shared more in Facebook

Features of the top posts in Facebook



source: Social Bakers "Photos Are still King on Facebook"

source: Social Bakers, March 2014



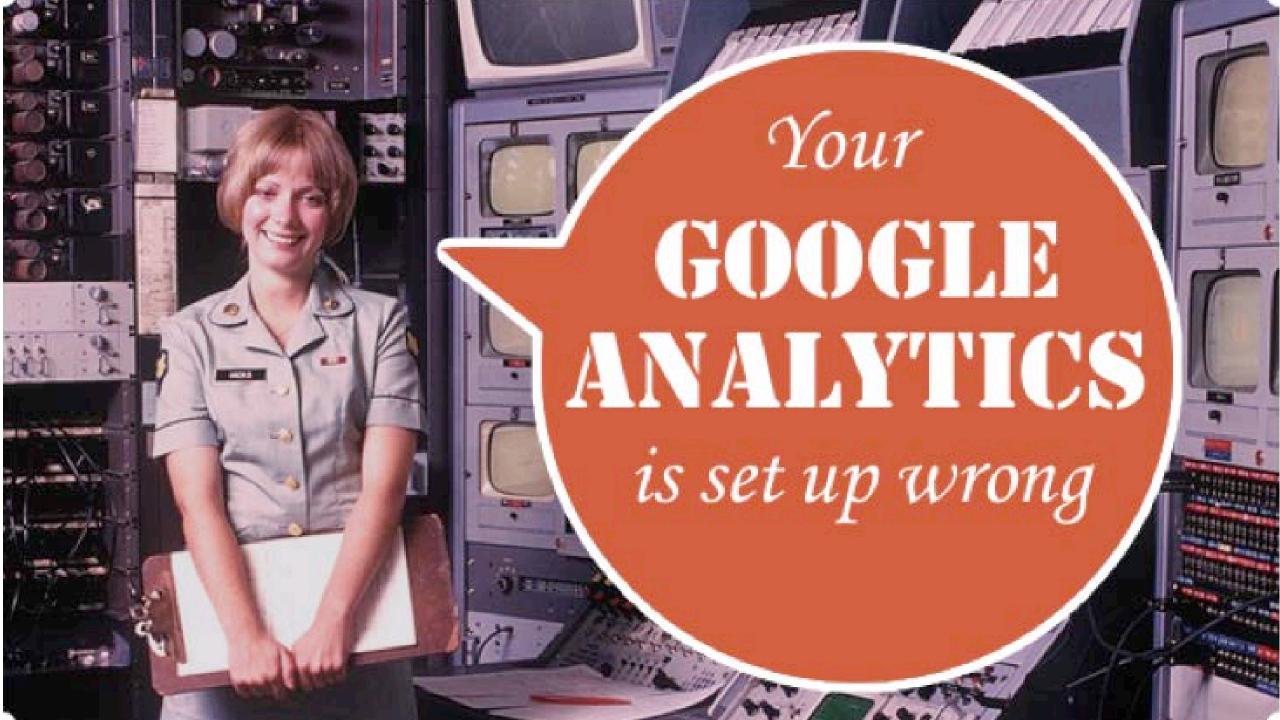






If you can't write a caption for it, it's a stock photo.









Visual Cues

Eye Tracking Studies Show...

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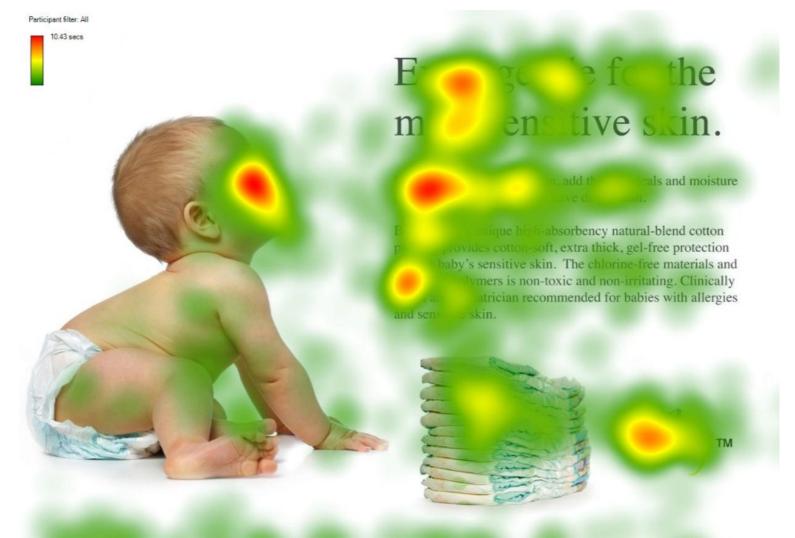
Ex ge le for the me sensitive skin.

S wiftive skin, add the chemicals and moisture of good have diaper rash.

Bo in 's unique high-absorbency natural-blend cotton vides cotton-soft, extra thick, gel-free protection you bully a sensitive skin. The chlorine-free materials and sorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



...you look where they look!



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com



Human looking away from form

Let our renowned field experts handle your lemon law case	Contact us for a Free Case Review First Name* Last Name*	
Our firm was started by attorneys who used to defend one of Detroit's Big 3 from Lemon Law claims. Now we represent you, the customer.	Email* Phone*	
More than 10 years of experience on your side Our Services can be 100% Free Nationwide representation	Short description of your case REQUEST CALLBACK One of our express will contact your	

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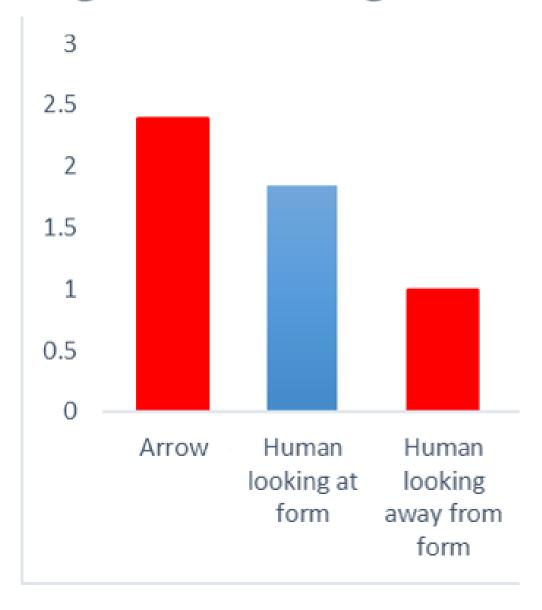
Let our renowned field experts handle your lemon law case

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From Lernon Law claims

- ... More than 50 years of experience on your tide.
- Our Services our he 100% Free
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Average time looking at form





Cropped Area

Text-Safe Area

Cropped Area





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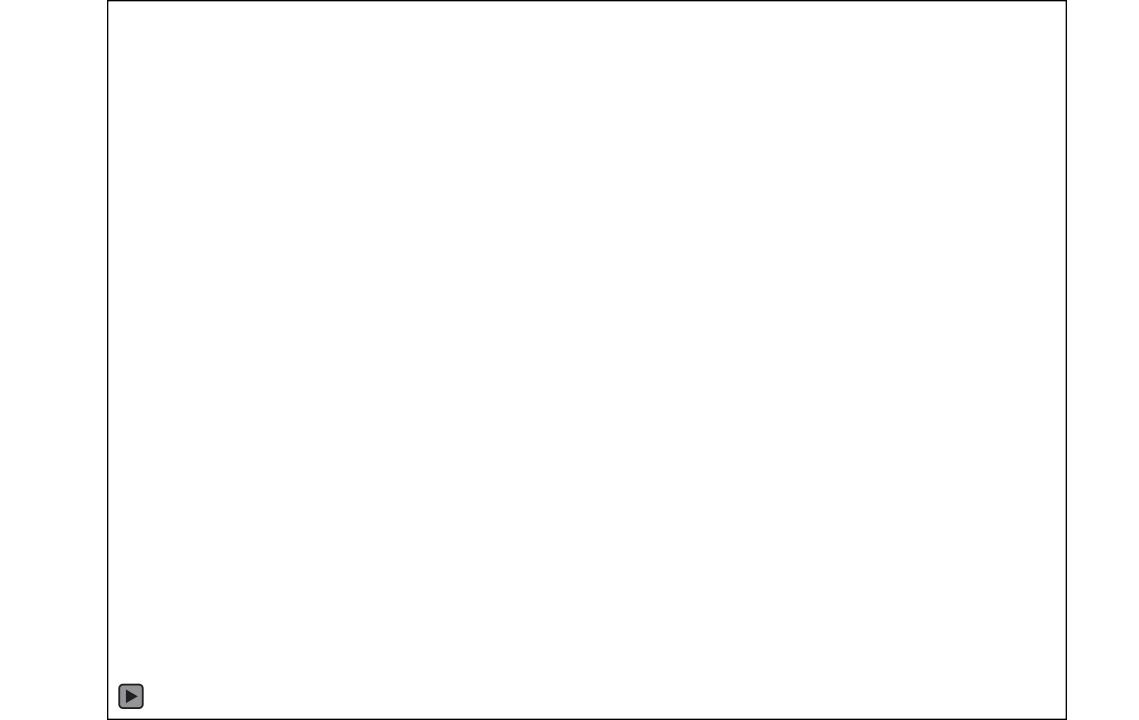




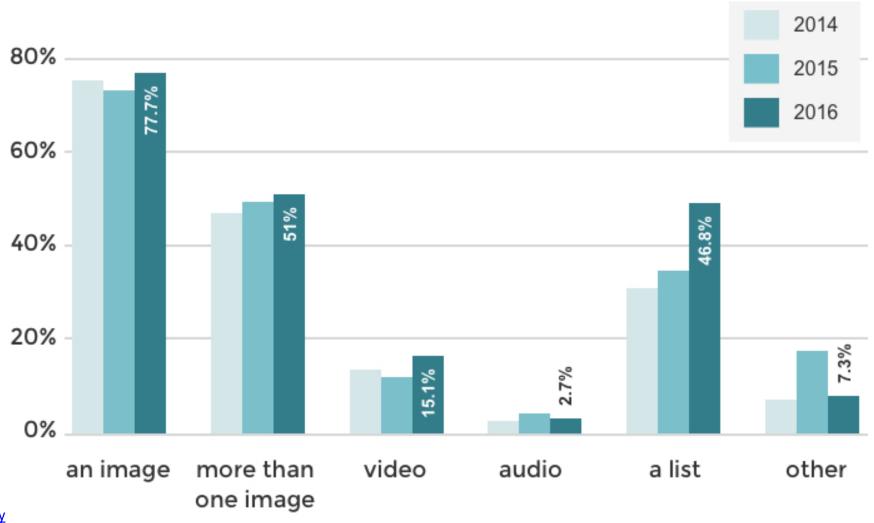




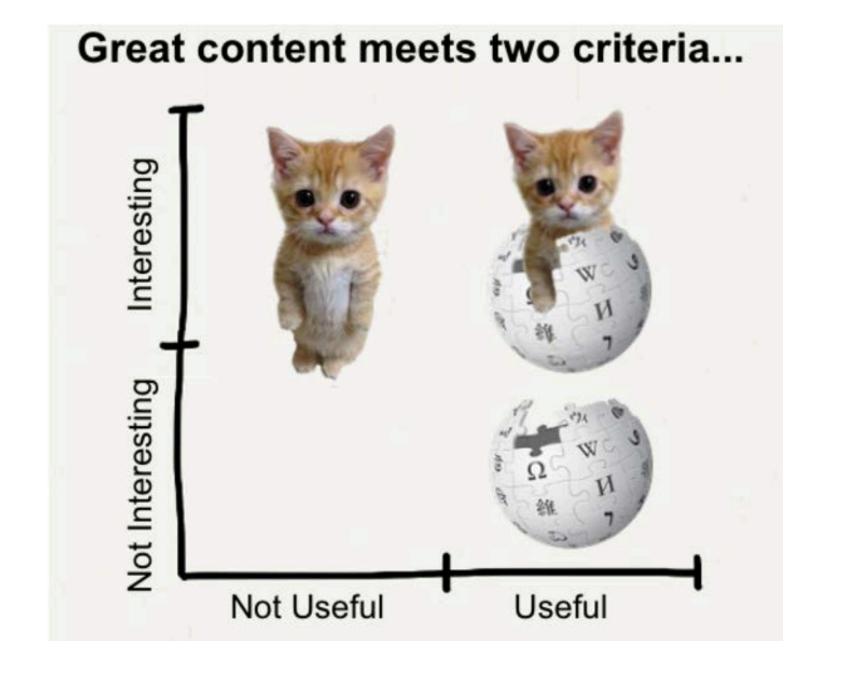




What does a typical post include?



source: 2016 Blogger Survey



COLLABORATION



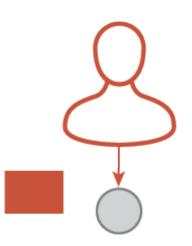


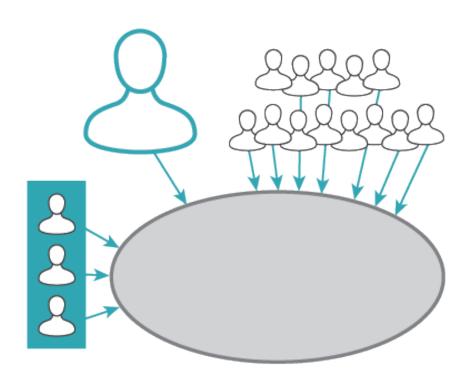


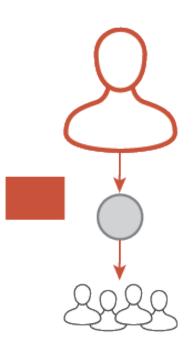


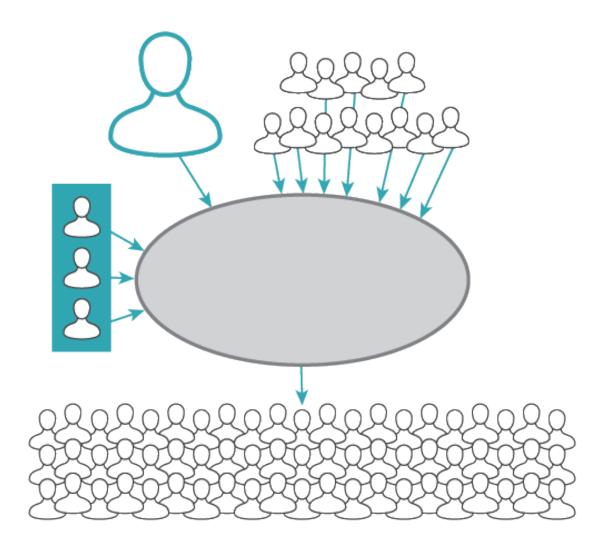






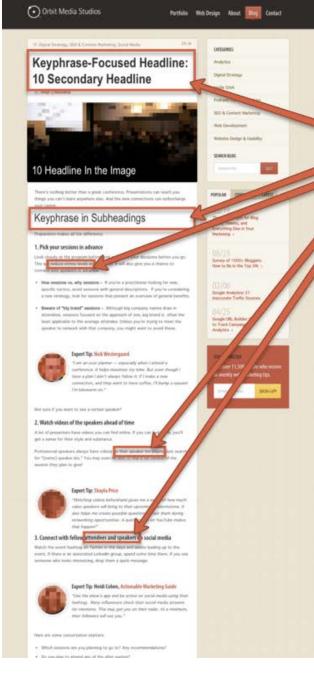








Content should be designed to attract visitors



Optimized for search...

Keywords and related phrases (optimized for search engines)



Optimized for social...

Contrubitors quotes from experts (optimized for social media)

5 Ways to Collaborate

- 1. Mention them in your content
- 2. Ask for a contributor quote
- 3. Include them in an expert roundup
- 4. Invite them to guest post
- 5. Deep dive interview

Simple quote



SEO V NEWS V CONTENT MARKETING V SOCIAL MEDIA V PAID SEARCH V WORK LIFE V EVENTS V ADVERTISE





Maddy Osman









50 846 SHARES 2.2K

READS

So, is Duplicate Content on Medium and LinkedIn bad for SEO?

It's hard to say definitively whether duplicate content on LinkedIn and Medium is bad for SEO. Several experts reported their findings after performing their own tests with each platform:

- Ryan Battles shares his experience with reposting content ONLY to
 LinkedIn and Medium. In both cases, his original article is ranked higher
 than the Medium and LinkedIn version of the article. He notes that the
 articles are identical—no changes were made. The only difference
 between articles is the platform that they were posted on (his website and
 Medium/LinkedIn).
- In an interview Rignite conducted with Andy Crestodina of Orbit Media Studios, Crestodina admits that LinkedIn republishing is duplicate content, but in his subjective opinion, it will affect search engine rankings. He recommends waiting at least a week after the content is originally published on your own website before trying to republish it on Medium or LinkedIn. Another useful tip from Crestodina is his suggestion to write an article that takes the opposite perspective of the original. For example, if your original article is about "The 5 best ways to promote your blog post," you might write an article for LinkedIn/Medium about "The 5 worst ways to promote your blog post."
- Neil Patel of Quick Sprout talks about <u>using canonical links</u> to make sure if you repost content to an outside source (like Entrepreneur.com), the original article gets the credit on Google search. Unfortunately, <u>Google says you can't use</u> the rel=canonical tag in the body of a page, and currently Medium and LinkedIn don't give you the option to add it in the header (however, one option would be to publish on LinkedIn or Medium *first*, then use a plugin <u>like Yoast SEO</u> (no affiliation) to set up a rel=canonical tag on your duplicate blog post on your website).
- Finally, Jennifer Slegg of <u>The SEM Post</u> states that, "having duplicate content will not penalize a site in any way, and it doesn't affect pages on

FEATURED VIDEO



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Dr. Pete Meyers, Marketing Scientist at Moz, Mad Hatter of Mozcast, odr_pete



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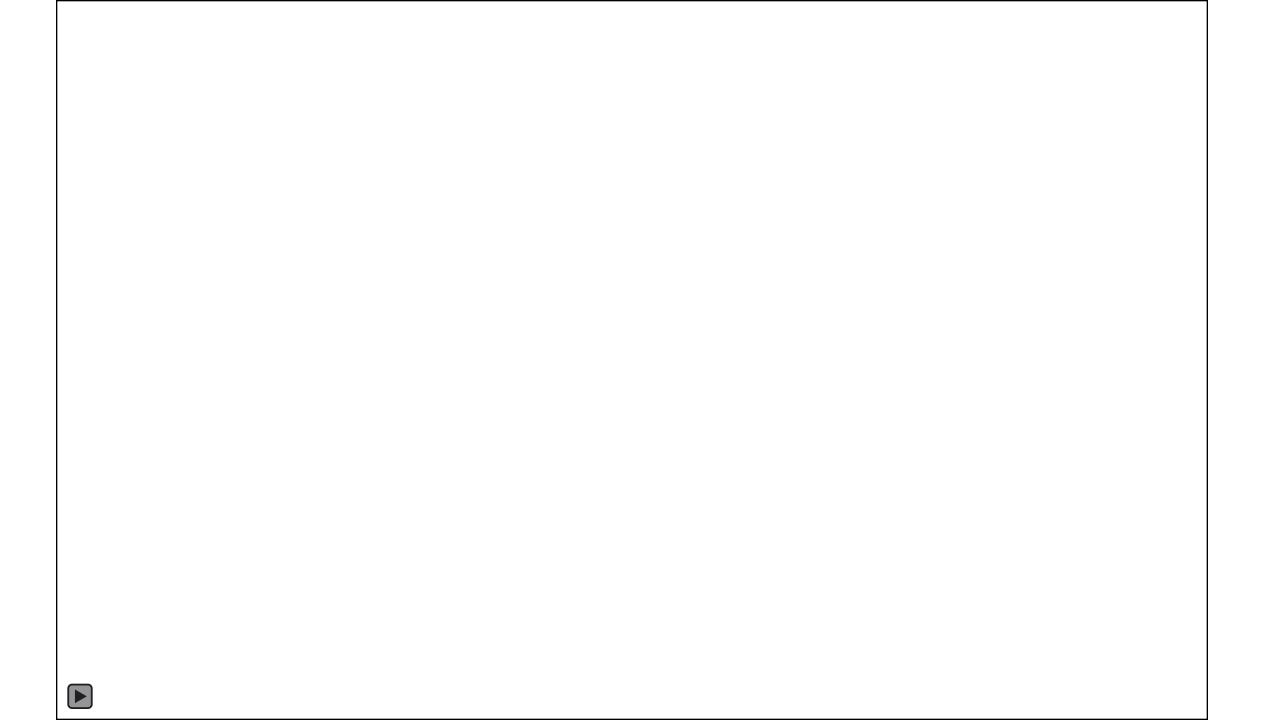
Survey of 1000+ Bloggers: How to Be in the Top 5% >

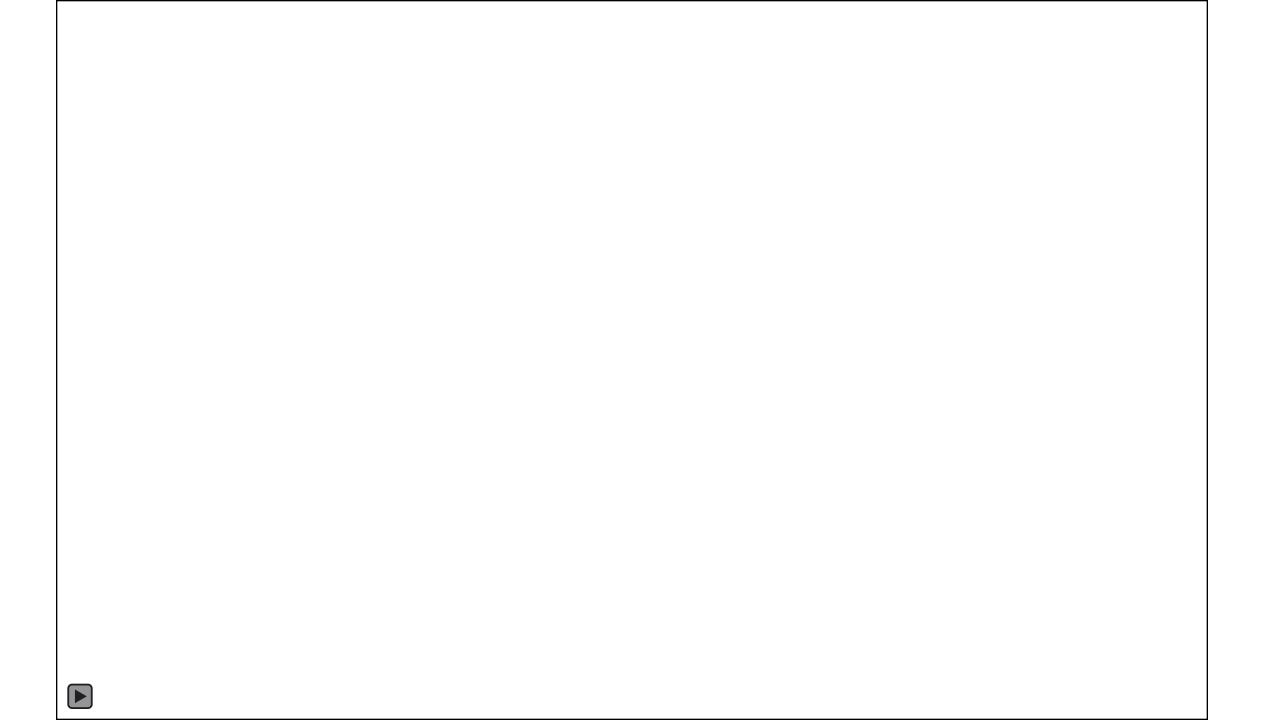
03/06

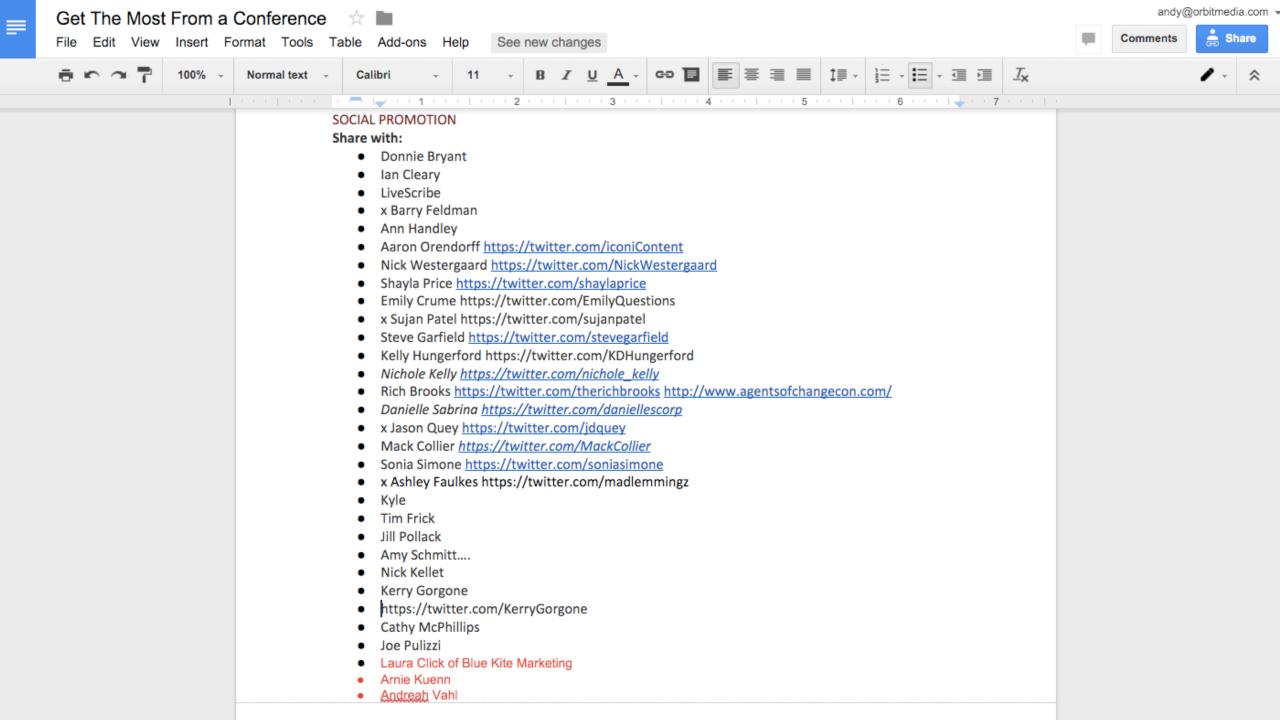
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66

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Jason Quey commented on this

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5d

5d

3d



Jason Quey

Influencer Marketer, Evangelist, and Growth Strategist at Import.io, Klientboost, ...

Planning on going to a conference this year? Check out this post by Andy Crestodina, featuring optimal tips and tricks from Nick Westergaard, Shayla Price, Heidi Cohen, Emily Crume, Kelly Hungerford, Barry Feldman, Cathy McPhillips, Ashley Faulkes, and many more (than LI allows me to note):)

https://lnkd.in/bx_P4zP show less

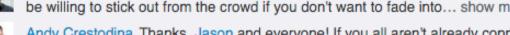


34 Ways to Get The Most From a Conference - Orbit Media Studios

orbitmedia.com * There's nothing better than a great conference. Presentations can teach you things you can't lear...



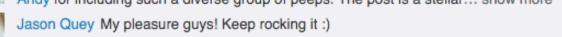
Jason Quey Barry Feldman - love the pants (and your quote!). So true that you need to be willing to stick out from the crowd if you don't want to fade into... show more



Andy Crestodina Thanks, Jason and everyone! If you all aren't already connected here, click that blue button and connect! This is a great group of so many of my... show more



Kelly Hungerford Thank you, Jason! I agree Shayla, it's a great post and thank you
Andy for including such a diverse group of peeps. The post is a stellar... show more



Add a comment...

An ally in creation is an ally in promotion



https://www.orbitmedia.com/blog/how-to-get-the-most-from-a-confe

By Andy Crestodina - Feb 17, 2016

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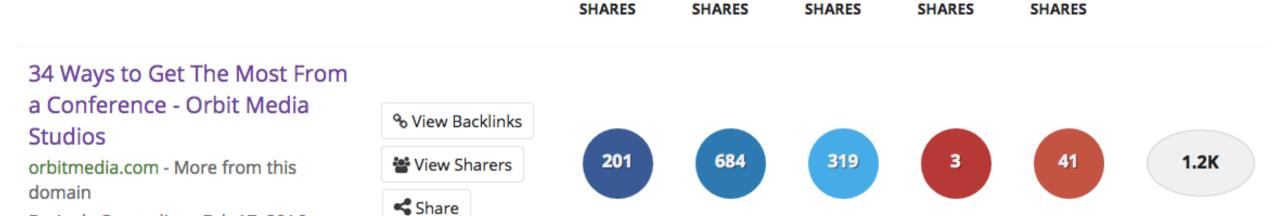
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Enter a topic or domain: big data, cnn.com. ➤ Advanced Search Options ☐ Save Search



FACEBOOK

66

If you're not making friends, you're doing it wrong.



Copy is never written. Copy is *assembled*.

Eugene Schwartz

Copywriting legend



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What You Need To Know About Dual Enrollment

Parents and students have a lot to think about when summer ends and senior year begins. School supplies and schedules, college essays and extra curriculars. It's a very busy time of year.

Dual enrollment is another important thing to consider. If you don't have a plan in place, you may miss an important opportunity. No matter how busy things get for you and your teen, make sure to take time to look into dual enrollment programs. If you do, you'll teenager will have a chance to earn college credits before they even graduate! Just imagine how great it would be for your kid to start college with a head start and a few college credits in their back pocket on day one.



Sounds awesome, right? In general, there's a lot to like about dual enrollment. Still, it's important that parents understand the ins and outs of these programs, so we've rounded up what you need to know.

Dual enrollment saves you money because your student gets to take college-level classes for free. Say your student takes a foreign language class through a dual enrollment program. When she goes to apply for

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Here's a New Way to Save on College Tuition Costs

Did you know there's a way to earn college credit in high school? Besides taking advanced placement classes? It's called dual enrollment and, these days, more than 40 states offer these programs.

Dual enrollment lets high school students take classes, usually for free, at public universities. These classes count toward a student's high school graduation requirements, but they also count toward a bachelor's or associate's degree at participating in-state public institutions. For example, in Ohio, students taking classes through the state's College Credit Plus (CCP) program can earn credits that transfer to any public insitution in the state.



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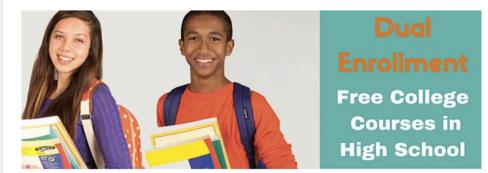
The Hidden Way to Save Thousands on College Tuition

Did you know there's a way to earn college credit in high school? Without taking advanced placement classes?

It's called **dual enrollment** and it can save your family thousands of dollars.

Dual enrollment lets high school students take classes at public universities. These classes count toward a bachelor's or associate's degree.

And these classes are usually free.



Here are the five things you need to know to send your kid to collage before they finish high school and earn those free college credits.

1. Find the Program In Your State

Check <u>the list of participating, in-state universities</u> to see if there is an eligable program in your area.

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What is Dual Enrollment? How Can I Get College Credits in High School

Is there a way to get college credits in highschool? What is dual enrollment? Can high school students enroll in college early?

Dual enrollment is a state program that allows high school students to attend public universities before graduating, earning credits that apply both toward high school graduation and college.

How can I earn college credits in high school?

Dual enrollment programs apply to certain courses in certain states.



Here are the five things you need to know to send your kid to collage before they finish high school and earn those free college credits.

1. Find the Program In Your State

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what is dual enrollment



a

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Dual enrollment is a program that allows high school students (usually sophomores, juniors, and seniors) to **enroll** in college courses for credit prior to high school graduation. Jun 4, 2005



high school dual enrollment - eCampusTours

www.ecampustours.com/for-students/.../high-school-dual-enrollment.aspx

Feedback

Dual Enrollment Programs | The Pros and Cons - StudyPoint

www.studypoint.com/ed/dual-enrollment/ -

As juniors across the country begin planning for next year's courses, many are considering a **dual-enrollment** or concurrent **enrollment** class. **Dual-enrollment** classes enable high school students to take classes at a local college—and potentially earn college credit.



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Free College Credits? 5 Steps to Saving Thousands on Tuition

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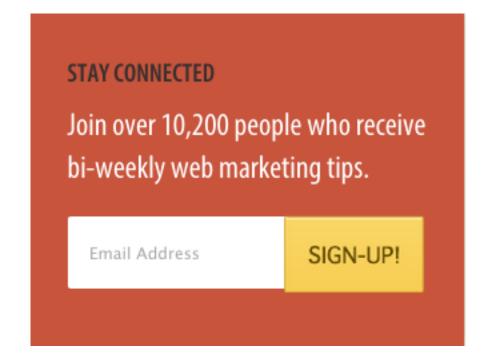
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Before...

The Orbiter

We like to share our thoughts about web strategy, usability, SEO, marketing, design inspiration, web video, & really anything that strikes our fancy. Want to subscribe?

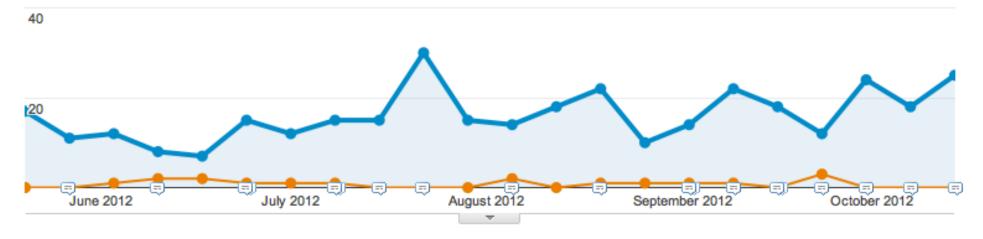
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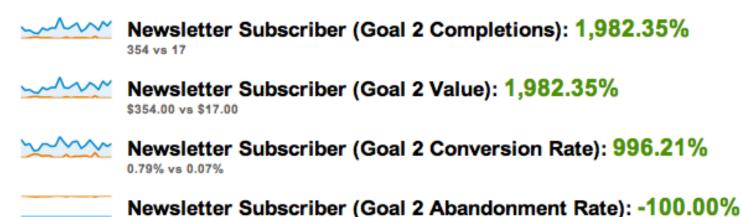


1900% increase. Not bad!

0.00% vs 98.75%

Newsletter Subscriber (Goal 2 Completions) (May 20, 2012 - Oct 20, 2012)
 Newsletter Subscriber (Goal 2 Completions) (May 20, 2011 - Oct 20, 2011)



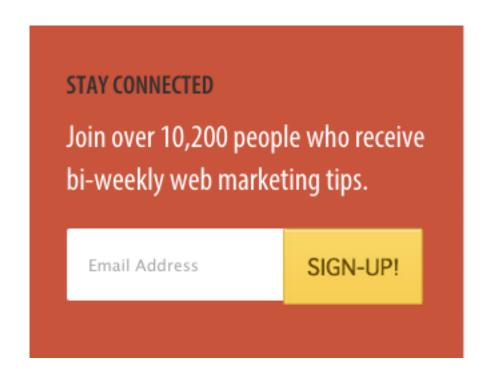


Why it worked...

1.Prominence

2.Promise

3.Proof





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How to Relaunch a High-Ranking Website

MAY 2015 by Andy Crestodina



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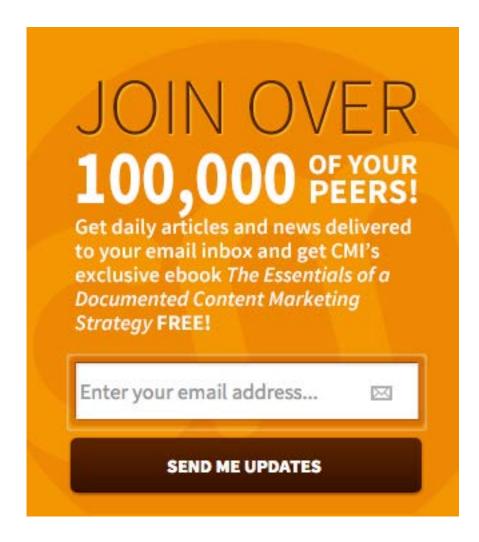
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Yes Sign Me Up for Convince and Convert Email, including One Thing

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Good

GET EXCLUSIVE TIPS



Learn how to get more traffic with exclusive tips and insights that I only share with my private newsletter subscribers.

Enter Your Email

SIGN UP!

66 When it comes to link building, Brian Dean is the best in the business. 99

- Neil Patel, Quicksprout

Bad

Newsletter	
	e innovative kitchen and bath projects, timely an extensive photo gallery for design inspirations Tuesday at 11am.
	on your competitors by signing up for Product Alecases the latest kitchen and bath products to hit t
*Fields marked with an asterisk as	re required.
STEP 1 *E-mail Address:	
STEP 2 - Tell us About Yourself *First Name:	
*Last Name:	
Company:	
*Address:	
*City:	
*State:	
Select State/Province	
*ZIP Code (US only, 5-digit):	
Country: Select Country	•
STEP 3 - Tell us About Your Job	
*Do you specify, purchase and/or and bath market?	approve products and services for the kitcher
*What is your primary job function	n/title?
Select One 💠	
*Which of the following best desc bath trade?	cribes how you are engaged in the kitchen and
Select One	
*How many kitchen projects do you	ou work on annually?
*How many bathroom projects do	you work on annually?
*What is the average material and	l lobor cost of your kitchen peojects?
*What is the average material and	l labor cost of your bathroom projects?
*What is your annual kitchen and Select One \$	bath retail material cost?
(Check all that apply?	do you recommend, specify and/or purchase
Select	*
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safe	
subscribe	

	cases the latest kitchen and bath products to hit the
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STEP 1	
*E-mail Address:	
STEP 2 - Tell us About Yourself	1
*First Name:	
*Last Name:	
Company:	
*Address:	
*City:	
*State:	
Select State/Province	
*ZIP Code (US only, 5-digit):	
Country:	
Select Country	•
STEP 3 - Tell us About Your Job	
*Do you specify, purchase and/or and bath market?	approve products and services for the kitchen
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*What is your primary job function	n/title?
Select One 💠	
*Which of the following best describath trade?	ribes how you are engaged in the kitchen and
Select One	•
*How many kitchen projects do you	ou work on annually?
*How many bathroom projects do	you work on annually?
Select One 📤	Attorities and Assertate and the Real Andread Book (B)

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When you say it, it's marketing...
When they say it, it's social proof.



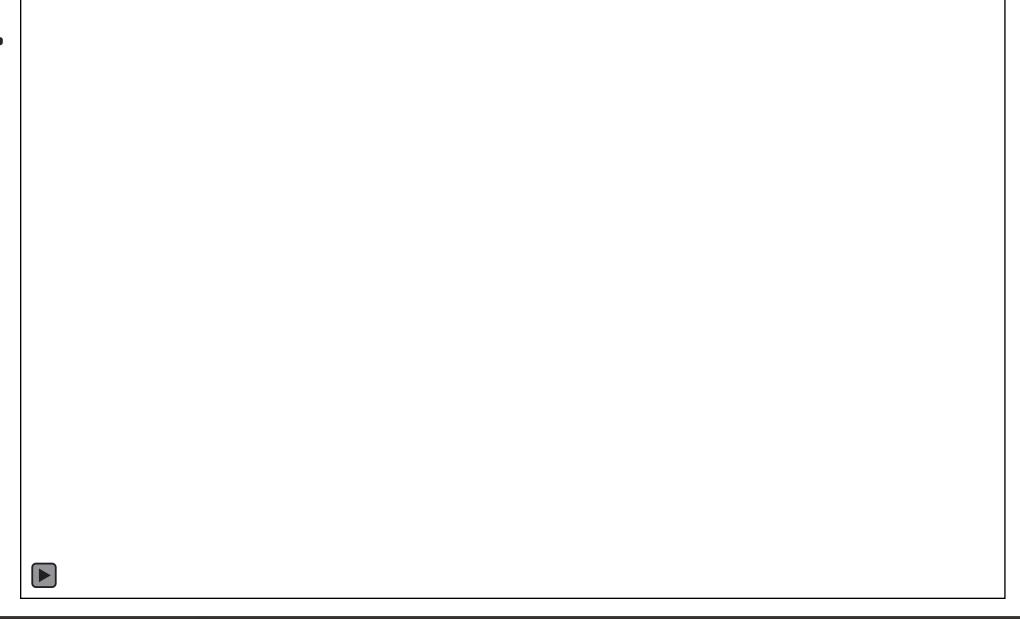
Text...

Regardless of your age, if you're searching for the answer to the question, "what do you want to be when you grow up?" you are not alone.

Survey after survey shows that the majority of working adults wish they could start over in a different career. They also wish they had more information and better information in making that decision and I couldn't agree more.

Choosing the right career is one of the most important decisions that you'll make in your lifetime.

Video...





The ACP YouTube channel has 100+ videos you can use!

www.gotoapro.org/videos



ACP Media Highlights (2016)



Can you save a broken tooth?



Can you eat an apple with an implant denture?



What to expect with dental implants



Can acid reflux damage teeth?



How do you restore bulimiadamaged teeth?



10 prosthodontists educate consumers on digital dentistry



How is sleep apnea treated?



Can a model's tooth be restored with veneers?



Is your cosmetic dentist a prosthodontist?



What's digital dentistry? Ask a prosthodontist.



Prosthodontist Dr. Susan Brackett on State of the Art Materials



SUGGESTED VIDEOS

Home / Recipes

You can't go wrong with all-natural breakfast sausage, smoked ham and dry aged bacon.

Jones products are versatile enough to use in your favorite breakfast recipes, dinner for two or a midnight snack. Short on time? Explore our quick-prep and make-ahead ideas. And if you need to steer clear of gluten, check out our crave-worthy gluten-free recipes.



With just five ingredients, including Jones



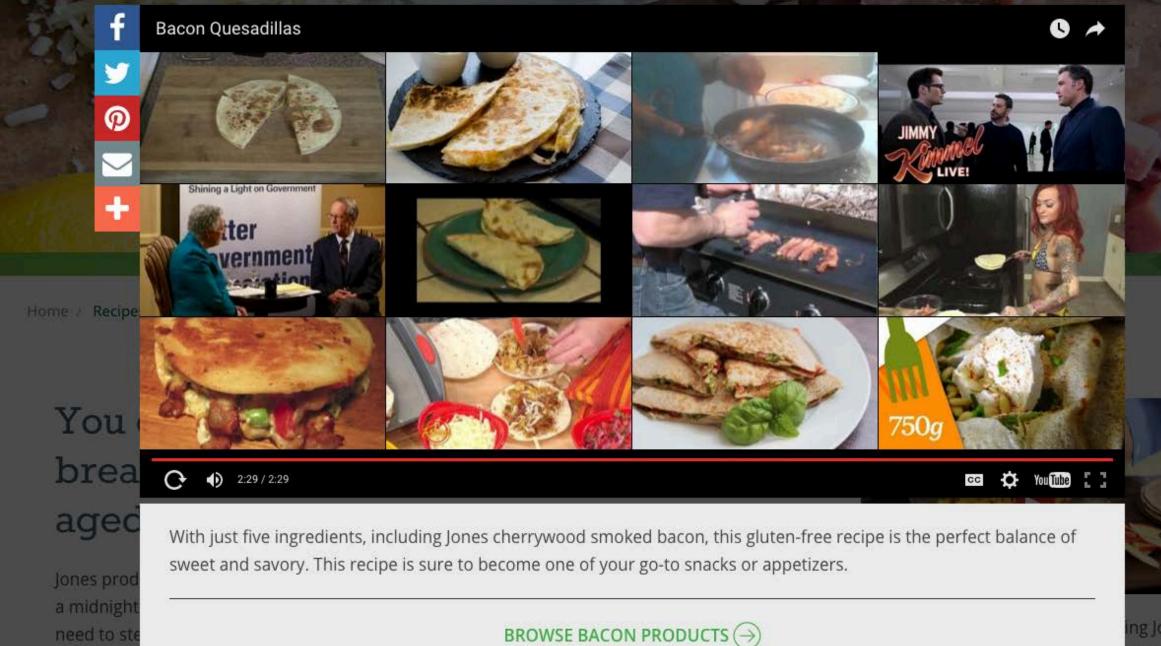
You brea agec

Jones prod a midnight need to ste With just five ingredients, including Jones cherrywood smoked bacon, this gluten-free recipe is the perfect balance of sweet and savory. This recipe is sure to become one of your go-to snacks or appetizers.

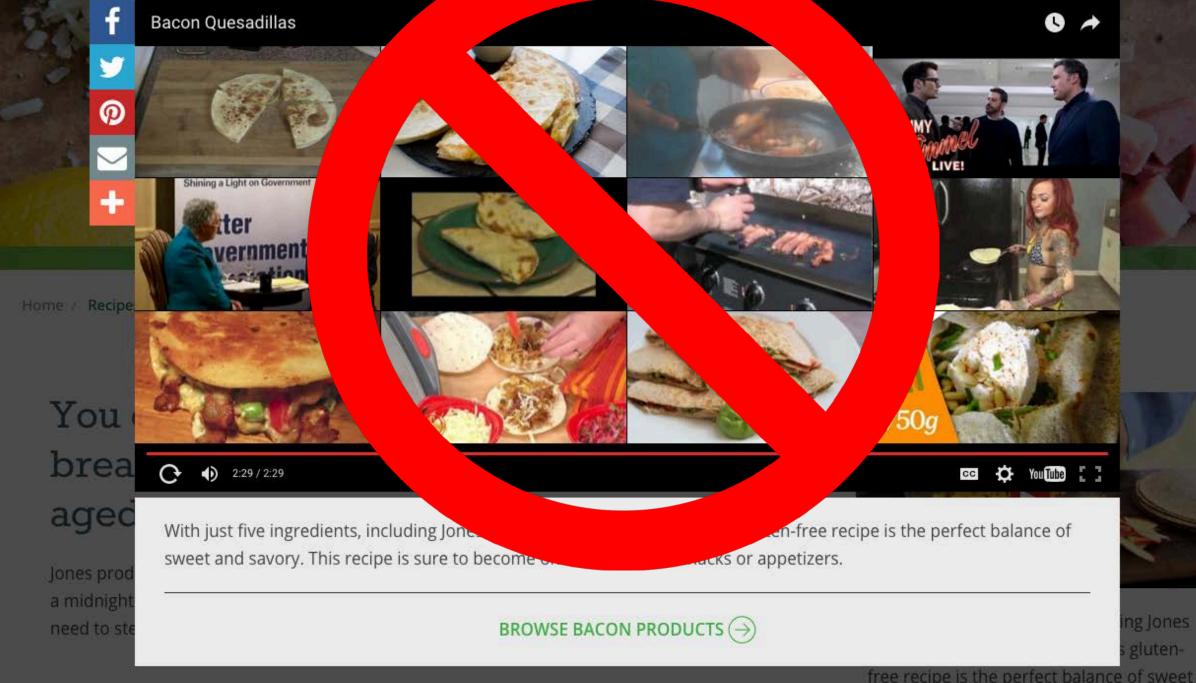
BROWSE BACON PRODUCTS (-)

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free recipe is the perfect balance of sweet and savory. This recipe is sure to become



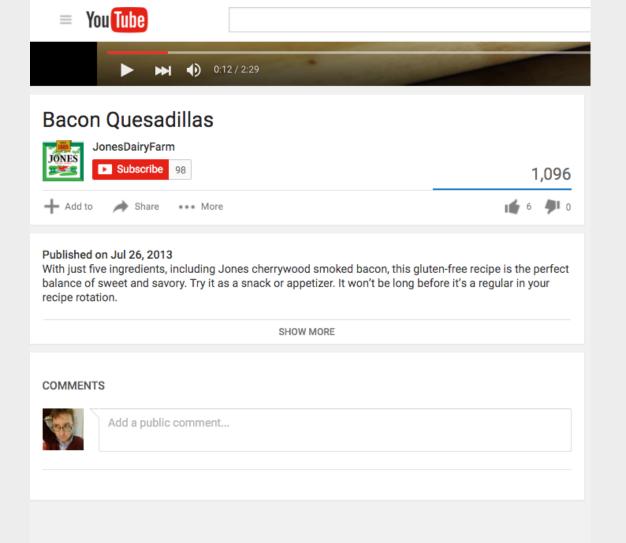
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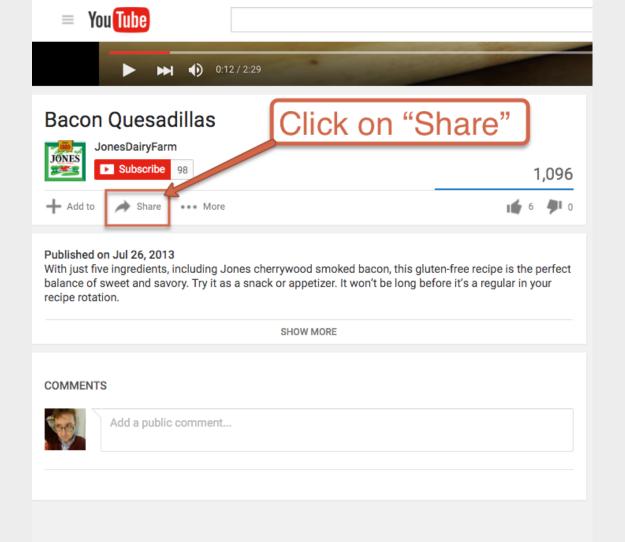


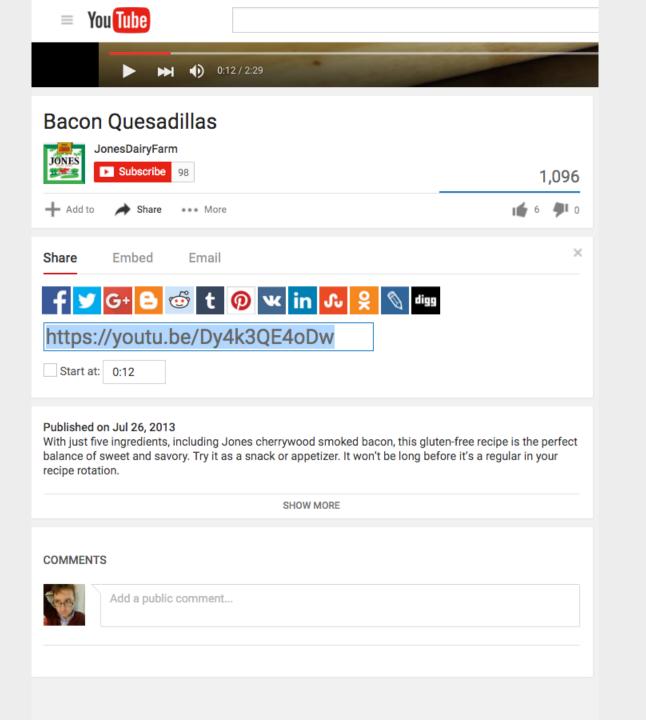
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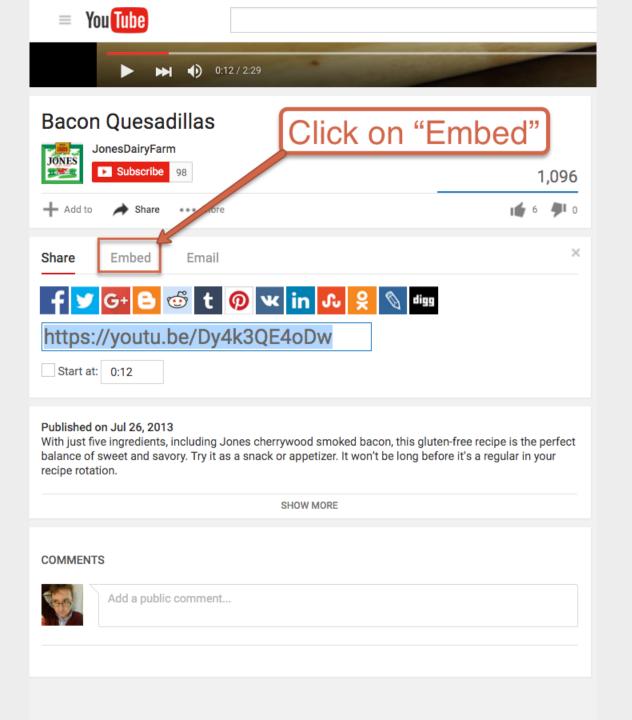
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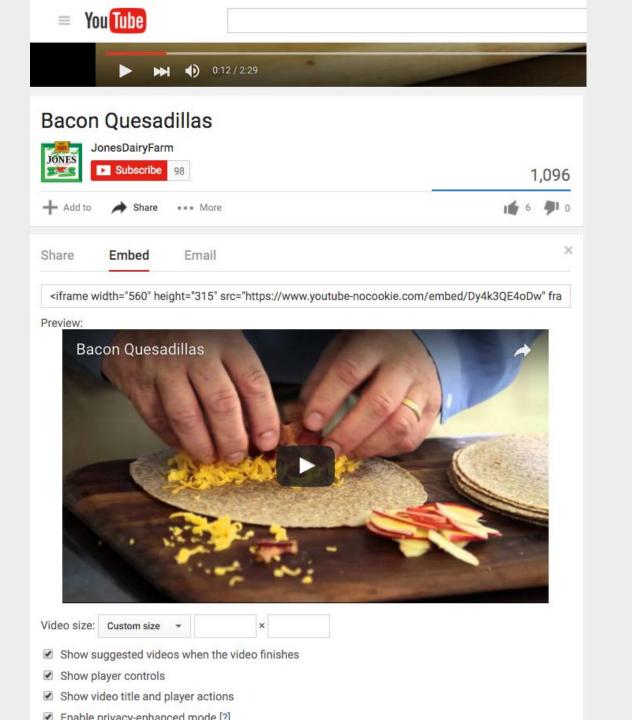
 Uncheck the "Show suggested videos" box when you grab the Embed code from YouTube

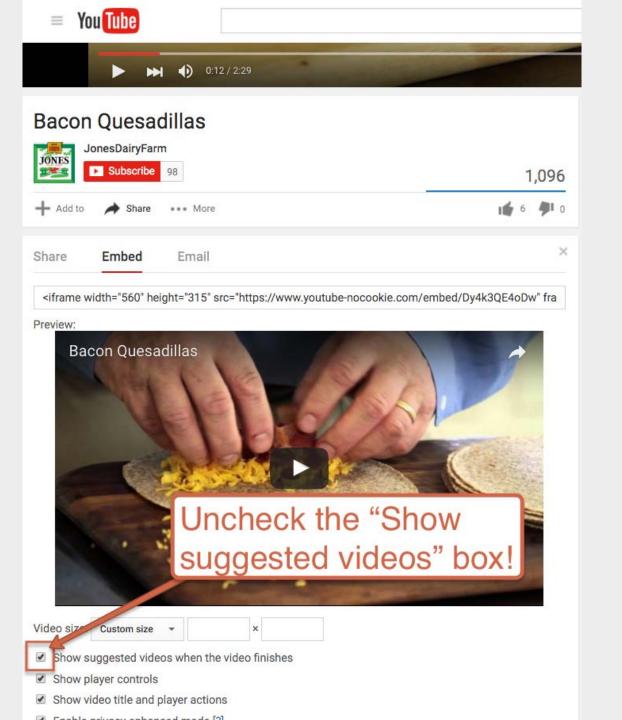


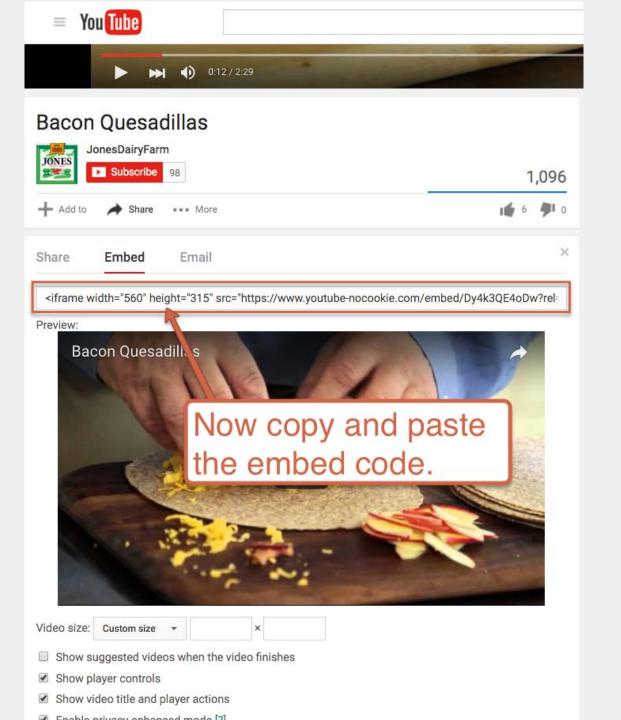




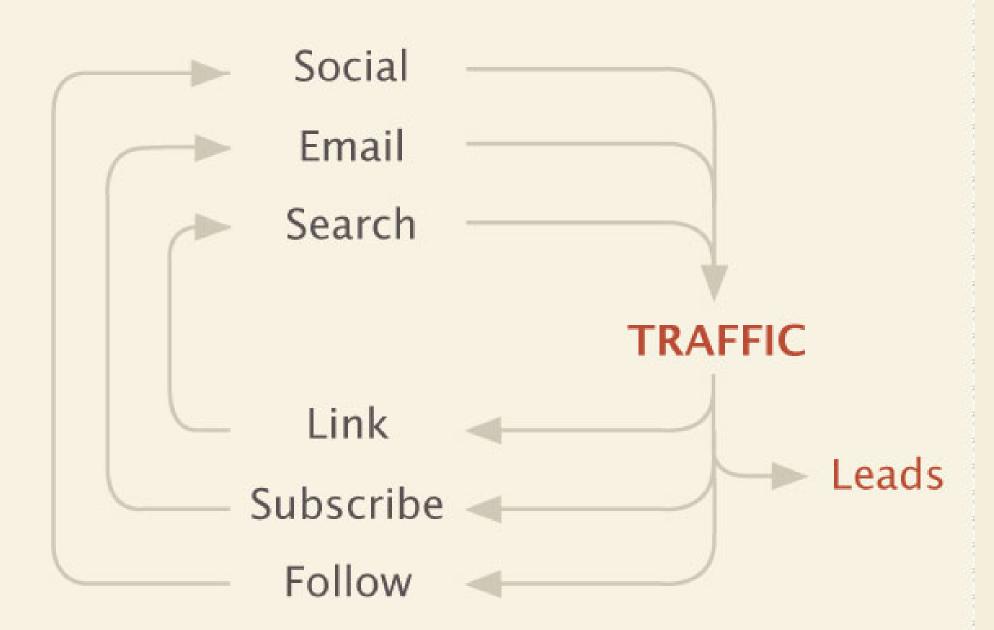


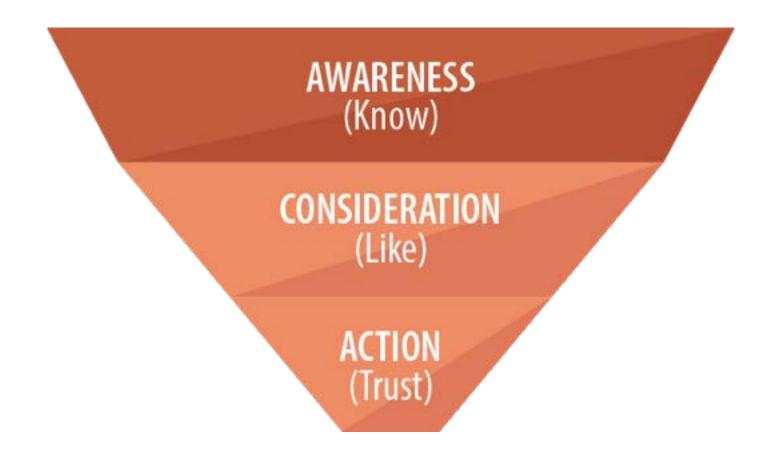






Where there's traffic, there's hope!





Fix The Top Of Your Funnel



DATES ON THE BLOG

7 Buttons To Make For SXSW 2014

by DENISE GIBSON on Feb 19, 2014 • 8:00 am

1 Comment

Whether your headed to Austin this year to play a showcase, promote a film, attend the interactive conference, or just have fun, we've got 7 ways to button up for SXSW:





1. Ice Breaker Buttons

SXSW isn't really about the music, the films, or the interactive conferences; it's about meeting new people! And why not make those initial introductions a little easier with some Ice breaker
buttons. "When meeting in person for the first time, it's a whole dance about to hug or not to hug," says Lizz Porter of amiafunnygirl.com, designer of this hugger button set. Porter originally made these buttons for BlogHer13, but the concept could easily be applied to SXSW and other conferences. And they'll definitely get people talking!



2. Name Tag Buttons

If you've purchased an official SXSW badge, at registration you'll receive one of those plastic name tags and a lanyard. While the lanyards are great (especially to collect buttons on!), your name can be hard for others to see with the badge hanging down around your belly button. That's why I suggest button name tags. With a permanent marker, you can write your name on any large button and wear it on your lapel, up where people can actually read it!

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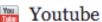
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Communican Doubleson

by DENISE GIBSON on Feb 19, 2014 • 8:00 am

1 Comment

Whether your headed to Austin this year to play a showcase, promote a film, attend the interactive conference, or just have fun, we've got 7 ways to button up for SXSW:





1. Ice Breaker Buttons

SXSW isn't really about the music, the films, or the interactive conferences; it's about meeting new people! And why not make those initial introductions a little easier with some Ice breaker
buttons. "When meeting in person for the first time, it's a whole dance about to hug or not to hug," says Lizz Porter of amiafunnygirl.com, designer of this hugger button set. Porter originally made these buttons for BlogHer13, but the concept could easily be applied to SXSW and other conferences. And they'll definitely get people talking!



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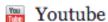
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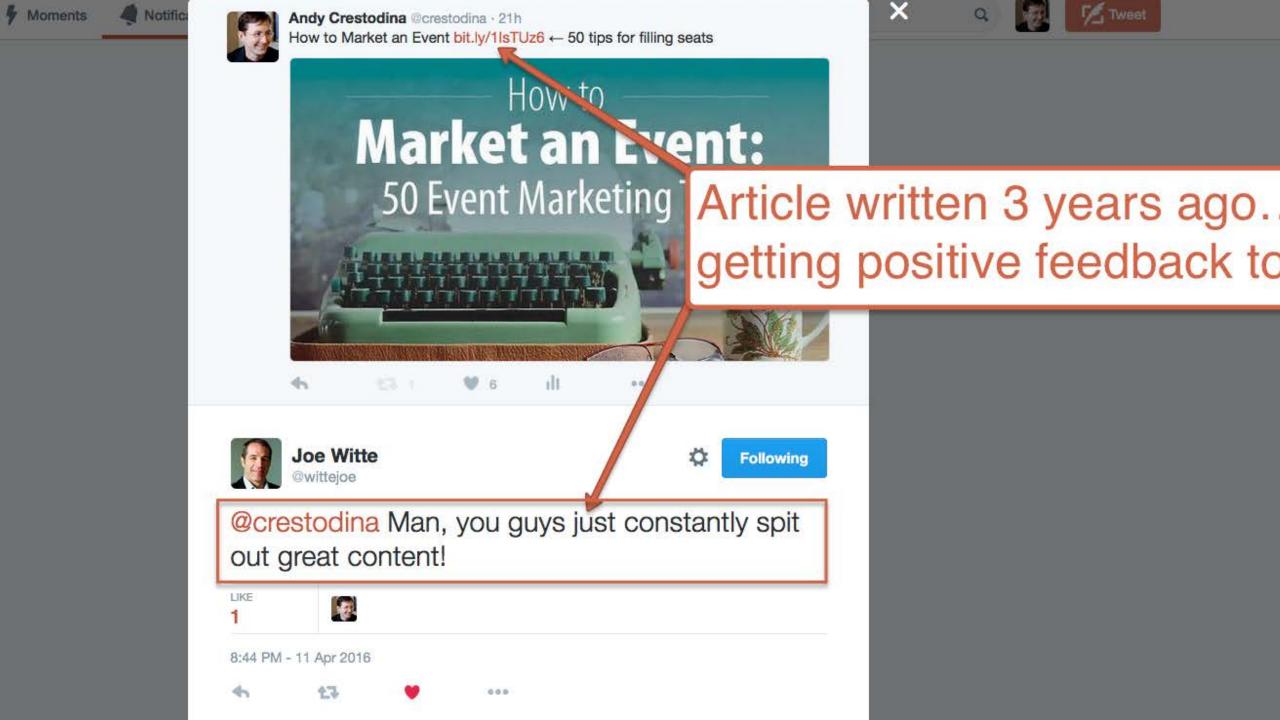




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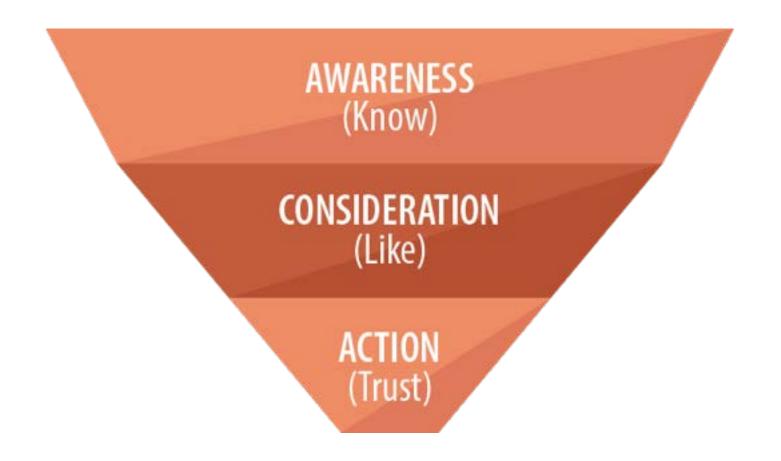
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Communican Doubleson



Dates in the Blog: What to do Instead

- Remove the date stamp from your blog
- Make sure that dates don't appear in the URLs of blog posts



Fix The Middle Of Your Funnel



LONG PARAGRAPHS

Who has the Right of Way at 4-Way Intersections?

Posted by Hodges Trial Lawyers on Thursday, September 4th, 2014 in Accident Prevention, Auto Accident Lawyer, Car Wreck Lawyer

This starts our series on some interesting scenarios where even an experience driver may not know which car has the right of way. For most drivers, including ourselves, it has been years since we have been tested on our knowledge of the rules of the road. And even for those of us who aced driver's education class, there's always room for brushing up on the subject. So today, we discuss who has the right of way.

Scenario 1: You are approaching a 4-way, traffic light controlled intersection. Your light is red, but you plan to turn right. The car across the intersection from you is stopped to turn left (the same road you want to turn right onto) and just received a green arrow. Who has the right of way? The car turning left with the green arrow has the right of way. Under Alabama Code Section 32-5A-32(3)(b), a vehicle with a steady red indication (the car wanting to turn right) may cautiously enter the intersection to turn right, after stopping. So the vehicle turning right only has the right to enter the intersection after stopping. In contrast, under Alabama Code Section 32-5A-(1)(b) states that a vehicle facing a green arrow may enter an intersection to make the movement shown on the arrow. The vehicle with the left arrow is not required to stop. Short answer is that red lights yield to green lights.

Scenario 2: You are approaching a 4-way, traffic light controlled intersection. Your light is green and you plan to turn right. The car across the intersection from you is waiting to turn left and has a green light (not arrow). Who has the right of way?

Answer: You (The car turning right) have the right of way. Under this new scenario, the car turning left has lost its green arrow and is instead relying on a green circle. You also have a green circle. The car attempting to turn left must wait until you complete your right hand turn before attempting its right hand turn across your lanes of travel.



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② MAY 29, 2007

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Expert Reveals Best Ways to Introduce Clients to Universal Design

As the American population gets older, and more households become multigenerational, the idea of having a home in which family and friends can access without limitations â€" no matter what level of ability a person has, or age and physical type a person is â€" is becoming a topic that kitchen bath dealers and designers can pitch to their prospective clients, regardless of their age. However, to "convert†clients to the thought that having a Universally Designed kitchen, bath and home can prove delicate, especially when most consumers don' t particularly like to admit they are getting older, but still may need products designed specifically geared toward making their lives easier. Enter Drue Lawlor, FASID, NCIDQ of Dallas, TX-based education-works, inc. She offered seven Universal Design principles, developed by a working group of architects, product designers, engineers and environmental researchers from the North Carolina State University Center for Universal Design, that will not only improve layouts, but may also change consumer views of Universal Design. She outlined them during the Kitchens and Baths for All Ages seminar she led at the Kitchen/Bath Industry Show & Conference (K/BIS) in Las Vegas. According to Lawlor, the seven principles that kitchen and bath designers should consider when selecting products and design layouts for clients are: Equitable Use: Refers to the same usage ability for all users. Examples of these types of products would be side-open oven doors, which are safer and more accessible; or power doors with sensors. Flexibility in Use: Means that the user has a choice of methods to use, basically accommodating a wide range of individual preferences and abilities. These products would include hand-held showers, especially by the seating area in a shower. Simple and Intuitive Use: Refers to the fact that the use of the design is easy to understand. Perceptible Information: Using tactile, verbal and pictorial guides to communicate information effectively to the consumer. Examples of this would be audible or flashing fire alarms, or tactile, visual or audible cues on

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The Hidden Way to Save Thousands on College Tuition

Parents and students have a lot to think about when summer ends and senior year begins. School supplies and schedules, college essays and extra curriculars. It's a very busy time of year.

Dual enrollment is another important thing to consider. If you don't have a plan in place, you may miss an important opportunity. No matter how busy things get for you and your teen, make sure to take time to look into dual enrollment programs. If you do, you'll teenager will have a chance to earn college credits before they even graduate! Just imagine how great it would be for your kid to start college with a head start and a few college credits in their back pocket on day one.



Enrollment
Free College
Courses in
High School

Sounds awesome, right? In general, there's a lot to like about dual enrollment. Still, it's important that parents understand the ins and outs of these programs, so we've rounded up what you need to know.

Dual enrollment saves you money because your student gets to take college-level classes for free class through a dual enroll on the goes to apply for

The Hidden Way to Save Thousands on College Tuition

Did you know there's a way to earn college credit in high school? Without taking advanced placement classes?

It's called dual enrollment and it can save your family thousands of dollars.

Dual enrollment lets high school students take classes at public universities. These classes count toward a bachelor's or associate's degree.

And these classes are usually free.



Enrollment
Free College
Courses in
High School

Here are the five things you need to know to send your kild to collage before they finish high school and earn those free college credits.

1. Find the Program In Your State

Check the list of participating in-state universities to see if there is an eligable program in your area.

Who has the Right of Way at 4-Way Intersections?

Posted by Hodges Trial Lawyers on Tl. 2014 in Accident Prevention, Auto Accident Lawyer, Car Wreck

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Long Paragraphs: What to do Instead

- Never write a paragraph longer than 3-4 lines
- Use formatting!
 - Subheadings
 - Bold and italics
 - Numbered lists and bullet lists
 - Internal links
 - Multiple images



STOCK PHOTOS OF PEOPLE













Stock Photos of People: What to do Instead

- Use pictures of real people
- Authenticity > Production Quality



YOUR TESTIMONIALS PAGE



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What Are Managed Services?

Our Process

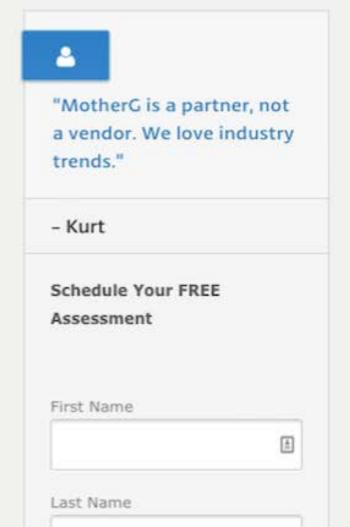
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Our Process

Our process – reflected in the lightswitch metaphor – makes our client experience a happy one. After many years of perfecting the right mix of People, Best Practices, Processes and Tools, we found the winning combination that consistently delivers excellent results. We deliver sound, reliable technology to our clients so they can focus on what really matters, their business.

- vCIO. the technology guru who speaks and understands English. He's your confidant to discuss how your business and technology align together.
- Netadmin. Your dedicated guy that understands how your systems work - inside and out!
- Centralized services. monitoring and preventative maintenance 24 x
 7.





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Our Process

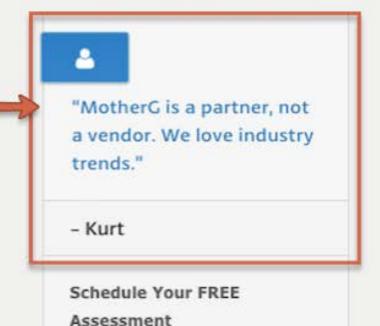
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Testimonial appears on the page where the claim is made.

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Testimonials

Pet owner stories and testimonials brighted action. We feel successful when we can homeometric injury or illness, but we are not action to the stories of th

Great content ...that rarely gets seen.

pet owner who will do whatever it takes for your sweet, furry (or bald) companion.

Boone



"We would have not been able to afford or support Boone the way we needed to without the help of Trupanion and our veterinarian. . . . Our Boone Dog is home, getting better every day, and thriving because of Trupanion. Grateful doesn't even begin to describe how I feel about this company." - Stacie H.
Read Boone's full story

Yo



"I am forever grateful to Trupanion. I could not have afforded the care and diagnostics

Noodle



"Trupanion helped save Noodle and all the people who love him. I've recommended Trupanion to everyone with a pet, and plan to offer it to my employees and gift a year's worth of coverage to my friends who can't afford plans. . . . I can't thank them enough for their help." - Brian O. and Michael D.

Emma



"If it were not for Trupanion I would have had to put down my beloved cat because I could not have afforded her surgery. If you love your pet, your beloved animal friend, your furry family member, please get them Trupanion. It may save their life one day!" - Leslee S.

Bella



"The [veterinary costs] totaled over \$10,000 and Trupanion paid 90%.* Without

Georgianna



"Thanks to the Trupanion team, I was able to recover 90% of the costs that had

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Testimonial Pages: What to do Instead

- Remove your testimonials page
- Add testimonials to every page on the site!



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Office Manager

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Mark Diaz

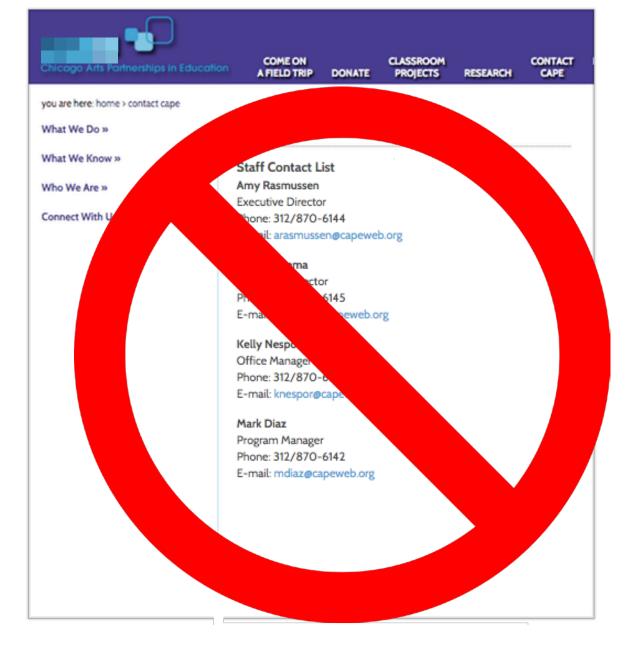
Program Manager Phone: 312/870-6142

E-mail: mdiaz@capeweb.org



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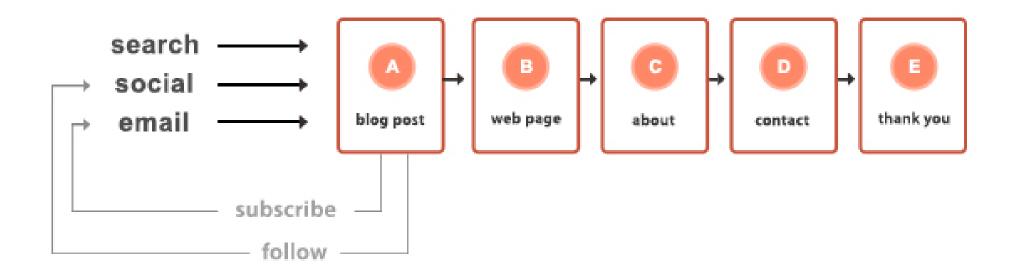
	Email Link	Contact Form
Trackable In Analytics	No	Yes
Can store a backup in a database	No	Yes
Leads to a thank you page with additional content	No	Yes
Sends an auto-response email with additional content	Mostly No	Yes
Can ask specific questions	No	Yes
Can route message depending on answers	No	Yes
Can route message to multiple people	No	Yes
Works on any computer, no email software necessary	No	Yes
Increases spam	Yes	No

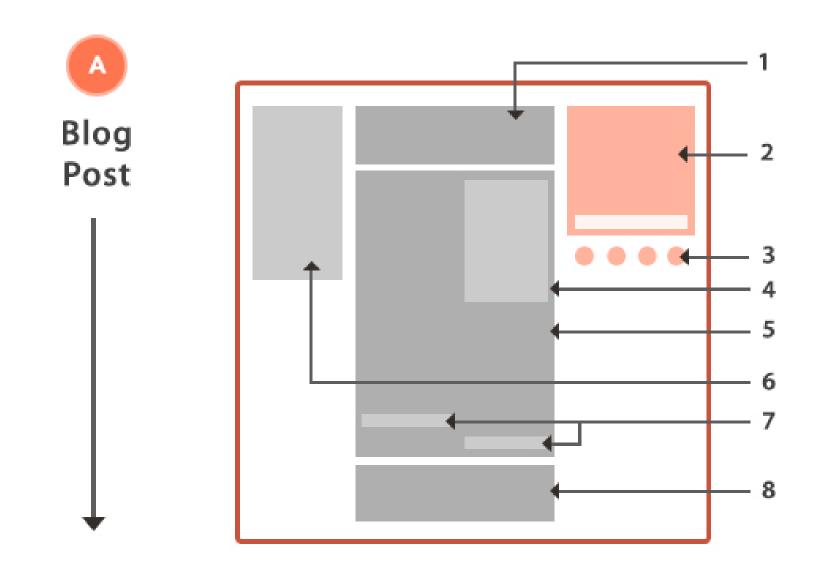


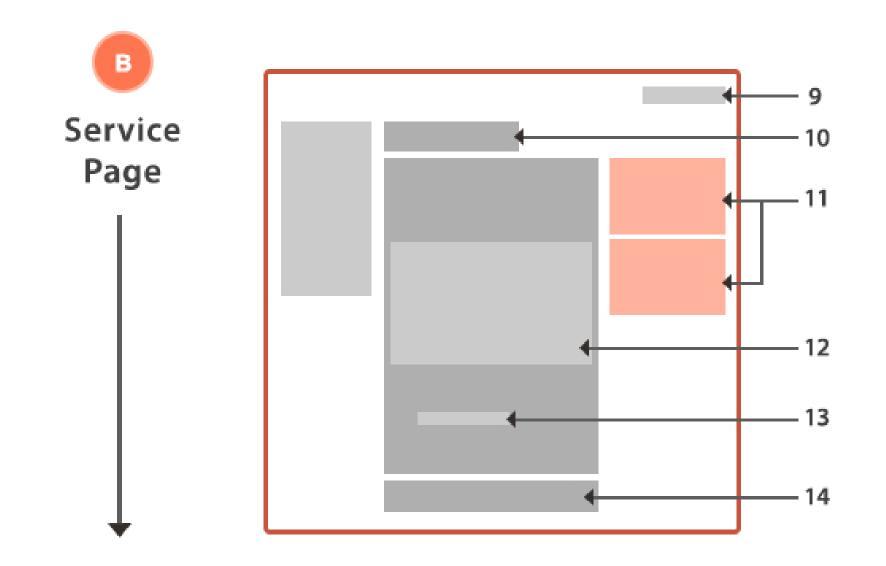
Email Links: What to do Instead

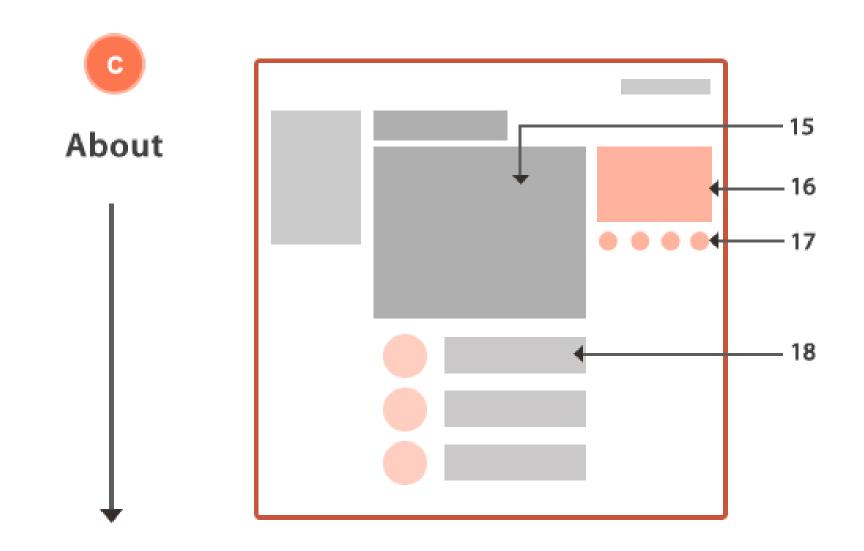
- Create a contact form with a thank you page
- Setup a destination goal using the thank you page in Analytics

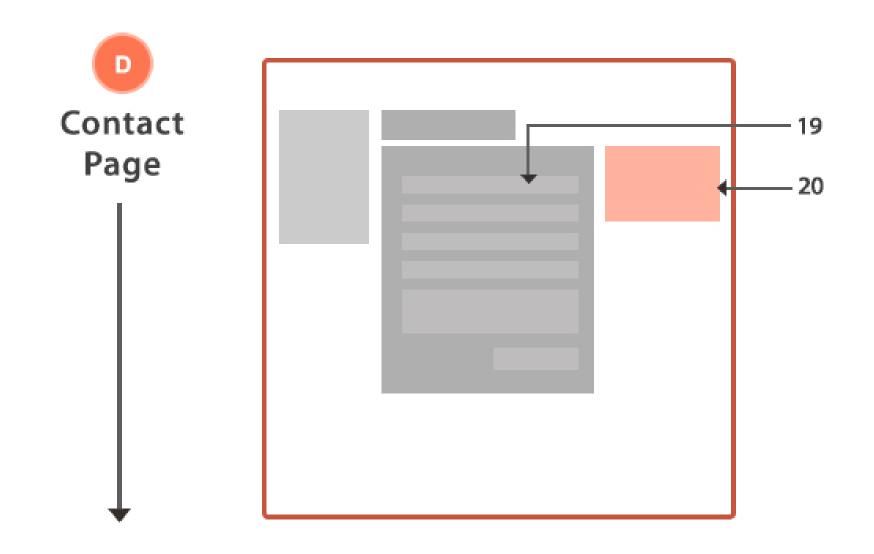
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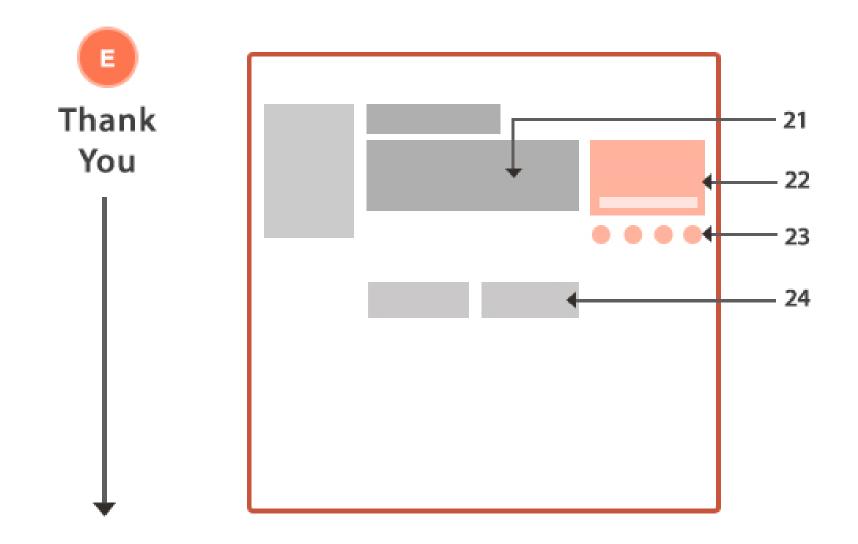




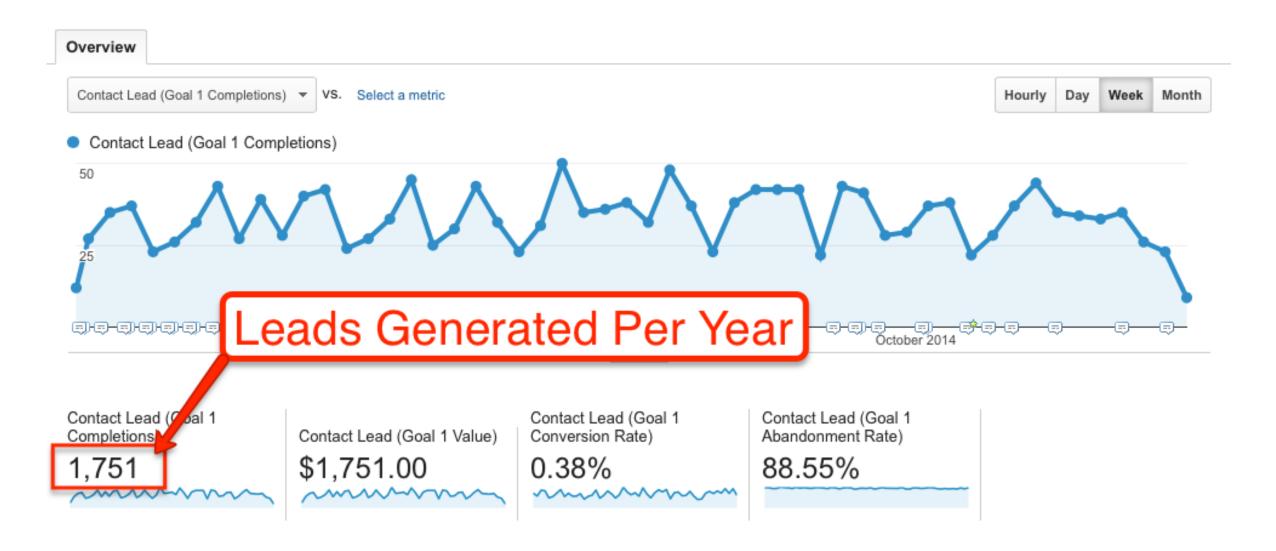








Bottom Line



THANK YOU!

Andy Crestodina

Strategic Director



@crestodina

