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

Andy Crestodina
Strategic Director | @crestodina

Orbit Media Studios
What’s new about PR in 2017?

Everything is all digital, all the time.
"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
What is the most important function of the ACP?

- **70.9%** Increasing the visibility and public awareness of prosthodontists
- **44.6%** Protecting the specialty of prosthodontics from encroachment by general dentists and other dental specialties
- **30.0%** Protecting the specialty and curriculum of prosthodontics in dental schools

According to the 2016 ACP PR Survey

PR is #1 for 6 consecutive years.

70.9% of members rank the most important function of the ACP as PR.

*Up 5% from last year (66.8%)*
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?

- TV
- Radio
- Newspapers
- Facebook
- Magazines
- LinkedIn
- Other
- Twitter
- The Skimm
- Buzzfeed

According to the 2016 ACP PR Survey
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?

According to the 2016 ACP PR Survey
Have you done one or more?

According to the 2016 ACP PR Survey

- Millennial (Ages 20-36): 65.2%
- Gen X (Ages 37-52): 67.2%
- Baby Boomer (Ages 53-71): 28.6%
- Greatest Generation (Ages 72+): 50.5%

Yes

No
If yes, which social media channels do you use to promote your practice to consumers?

According to the 2016 ACP PR Survey
Which social media channels/tools do you use for business?

According to the 2016 ACP PR Survey
Is your ACP lab coat photo your LinkedIn profile picture?

According to the 2016 ACP PR Survey

- Yes: 12.4%
- No: 87.6%
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.

Guy Kawasaki
Marketing Evangelist
<table>
<thead>
<tr>
<th>Advertising</th>
<th>Content Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interrupt, Distract</td>
<td>Attract</td>
</tr>
<tr>
<td>Outbound</td>
<td>Inbound</td>
</tr>
<tr>
<td>Paid (Budget)</td>
<td>Owned, Earned (Brains)</td>
</tr>
<tr>
<td>Temporary</td>
<td>Durable</td>
</tr>
<tr>
<td>Hype</td>
<td>Help</td>
</tr>
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</table>
How to Generate Leads

STRATEGY & BRANDING

1. Mission, Vision, and Values
2. Research: Audience Needs, Market Size, Competitive Analysis
3. Position
4. Messaging
5. Visuals Standards
60% of buying decisions are made before contacting a sales rep

source: Corporate Executive Board, Marketing Leadership Council
Search + Social + Email = Content Marketing
Mission
Welcome to the all new WorkingMomsOnly.com!

WorkingMomsOnly.com is the world’s leading website and newsletter for the empowerment of working moms.
To supply the tools that give EVERY working mom the ability to lead a healthy, wealthy and more balanced lifestyle.
How to Photograph the Holidays: Download your
Free Guide Today

By Darren Rowse in Tips & Tutorials
Simple tips to help digital camera owners get the most out of their cameras.
The Swift Passport blog is where travelers get expert advice, tips and news to make traveling easier.

Join over 1,000 other travelers who receive news, advisories, visa & passport policy updates and expert travel tips.

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 ... Read More
International travelers get travel tips and news to make travel easier.

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...
Indium Corporation develops and manufactures materials used primarily in the electronics assembly industry.

**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.
Help engineers answer the most challenging industrial soldering questions
Web design and development focused on results.

See Our Work

Featured Work

All Projects ›
Where business owners and marketers find practical advice on content, analytics and web design to get better results from the web.
How This Startup Hires the Best of the Best Tech Talent

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

By Tess Townsend
Welcome to Inc.com, the place where entrepreneurs and business owners can find useful information, advice, insights, resources and inspiration for running and growing their businesses.
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Welcome to Inc.com, the place where entrepreneurs and business owners can find useful information, advice, insights, resources and inspiration 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

- Documented mission statement: 14% (Most effective at marketing)
- Have not documented their mission statement: 25% (Least effective at marketing)
- Have no mission statement: 57% (Least effective at marketing)

Source: Content Marketing Institute
Percentage of B2B marketers who have an editorial mission statement

- Yes, and it is documented: 28%
- Yes, but it is not documented: 30%
- No: 35%
- Unsure: 6%

Source: Content Marketing Institute
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/
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)
# Social Media vs. Search Traffic

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>% New</td>
<td>Bounce</td>
<td>Avg. Session</td>
</tr>
<tr>
<td></td>
<td>New Users</td>
<td>Rate</td>
<td>Duration</td>
</tr>
<tr>
<td>Twitter</td>
<td>9,146 (51.28%)</td>
<td>60.63%</td>
<td>83.96%</td>
</tr>
<tr>
<td>Facebook</td>
<td>4,097 (22.97%)</td>
<td>70.20%</td>
<td>82.40%</td>
</tr>
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<td>Google+</td>
<td>2,072 (11.62%)</td>
<td>52.99%</td>
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<td>211 (1.18%)</td>
<td>45.97%</td>
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<tr>
<td>Scoop.it</td>
<td>124 (0.70%)</td>
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</tr>
<tr>
<td>Pinterest</td>
<td>93 (0.52%)</td>
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<td>75 (0.42%)</td>
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# Social Media vs. Search Traffic

![Google Analytics](https://via.placeholder.com/150)

Select the goal here

See the conversion rate for each social network

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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Conversions Goal 2: Newsletter Subscriber</td>
</tr>
<tr>
<td>Twitter</td>
<td>4,097 (22.97%)</td>
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# Social Media vs. Search Traffic

## Google Analytics Dashboard

- **Primary Dimension:** Social Network
- **Landing Page:** Other

### Conversions

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<th>Social Network</th>
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<th>Goal: Contact Lead</th>
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<tr>
<td>Twitter</td>
<td>9,146</td>
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<td>83.96%</td>
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<tr>
<td>Facebook</td>
<td>4,097</td>
<td>70.20%</td>
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What about lead gen conversions from social?
Social Media vs. Search Traffic

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What about lead gen conversions from social?
Search traffic converts into leads 600% more than social traffic!
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

Source: MOZ Search Ranking Factors 2015
more links = more authority
links from authoritative websites = much more authority
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.

<table>
<thead>
<tr>
<th>Title and URL of Linking Page</th>
<th>Link Anchor Text</th>
<th>Spam Score</th>
<th>PA</th>
<th>DA</th>
</tr>
</thead>
<tbody>
<tr>
<td>[No Title]</td>
<td>[no anchor text]</td>
<td>2</td>
<td>69</td>
<td>79</td>
</tr>
<tr>
<td><a href="http://www.chicagobusiness.com/section/people-on-t">www.chicagobusiness.com/section/people-on-t</a>...</td>
<td><a href="http://www.prosthodontics.org/">www.prosthodontics.org/</a></td>
<td>2</td>
<td>69</td>
<td>79</td>
</tr>
<tr>
<td>[No Title]</td>
<td>The American College of Prosth...</td>
<td>3</td>
<td>52</td>
<td>88</td>
</tr>
</tbody>
</table>
### Domain Authority (link popularity)

<table>
<thead>
<tr>
<th>Inbound Links</th>
<th>Top Pages</th>
<th>Linking Domains</th>
<th>Anchor Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title and URL of Linking Page</strong></td>
<td><strong>Link Anchor Text</strong></td>
<td><strong>Page Authority</strong></td>
<td><strong>Domain Authority</strong></td>
</tr>
<tr>
<td>@ProBlogger</td>
<td>Orbit Media</td>
<td>84</td>
<td>98</td>
</tr>
<tr>
<td>feeds.feedburner.com/ProbloggerHelpingBloggersEarnMoney</td>
<td>Orbit Media</td>
<td>82</td>
<td>87</td>
</tr>
<tr>
<td>ProBlogger Blog Tips – The Blog : @ProBlogger</td>
<td>Orbit Media</td>
<td>82</td>
<td>87</td>
</tr>
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</table>
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.

1) PA: 68  Link Analysis
   DA: 61  Links: 58,534  562 RDs
   DA: 51  Links: 152,535  1,276 RDs

**LLT-Group - Creative Agency / Web Design Chicago ...**
www.llt-group.com/  LLT Group
Chicago's premier creative agency providing website design, seo, branding and direct mail in Chicago. Call 800-683-3426.

2) PA: 47  Link Analysis
   DA: 37  Links: 2,288  136 RDs
   DA: 37  Links: 9,501  166 RDs

**Boutique Web Design Firm / Company / Agency in Chicago**
www.usmanigroup.com/  Usman Group
Usman Group is a professional web design firm in Chicago, specializing in the development of user-centered websites. Through key research and analysis, ...

3) PA: 51  Link Analysis
   DA: 41  Links: 25,510  120 RDs
   DA: 41  Links: 53,456  137 RDs

**The Ocean Agency: Chicago Web Design**
ocean19.com/  The Ocean Agency
Web and graphic design and online marketing, for small to mid-sized business. Based in Chicago, Illinois, United States.

4) PA: 45  Link Analysis
   DA: 36  Links: 630  233 RDs
   DA: 36  Links: 2,000  330 RDs

**EDUCO: Chicago Web Design Company | Drupal Website ...**
www.educowebdesign.com/  EDUCO
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 ...
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 - 7,942 links / 3 KOs | DA: 36 - 831,938 links / 309 KOs

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 - 3,786 links / 2 KOs | DA: 52 - 1,987,356 links / 1,455 KOs

45 Inspiring Travel & Tourism Website Designs ...
designedisease.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 KOs | DA: 73 - 1,066,283 links / 4,488 KOs

The 20 Best Designed Tourism Websites in the World – Skift
skift.com/2013/12/...the-20-best-designed-tourism-websites-in-the-world...
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 - 105 links / 17 KOs | DA: 75 - 221,230 links / 4,852 KOs

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 ...
IF YOUR AUTHORITY IS GREATER THAN THE KEYWORD DIFFICULTY... YOU’VE GOT A CHANCE
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 Park Beer Tasting and Bar Tour, and our NEW Loop & South Loop tours.

VIDEO AND PHOTOS

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

### Title and URL of Linking Page

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### Search for Inbound Links

- **URL:** chicagobeerexperience.com
- **Domain Authority:** 27 /100
- **Page Authority:** 37 /100
- **Spam Score:** 0 /17
- **Just-Discovered:** 0
- **Established Links:** 3
- **Root Domains:** 3
- **Total Links:** 3
- **Facebook Shares:** 230
- **Twitter Tweets:** N/A
- **Google Plus Likes:** 262

**Search for Inbound Links:**

- **Target:** this page
- **Link Source:** only external
- **Link Type:** all links
- **Group by subdomain & show social/contact links**

**Inbound Links:**

<table>
<thead>
<tr>
<th>Target</th>
<th>Link Source</th>
<th>Link Type</th>
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</tr>
</thead>
<tbody>
<tr>
<td>this page</td>
<td>only external</td>
<td>all links</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Request CSV**
This page has an authority of 37.
This keyword has a difficulty of 79.
This keyword has a difficulty of 48
This keyword has a difficulty of 39.
Chicago Beer Experience Beer Tours - Home
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
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 photos.

ACTION: Understand authority and competition

1. Know your Domain Authority

2. 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

- YOUR SITE
- OTHER SITES
WHO does the writing

- CREATED BY YOU
- CO-CREATED WITH INFLUENCERS
The value of a link from this website.
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

Nice blog, but...

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.
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

source: Google Keyword Planner
### Google Keyword Planner

**Your product or service**

**cheese recipe**

<table>
<thead>
<tr>
<th>Keyword (by relevance)</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
<th>Ad impr. share</th>
</tr>
</thead>
<tbody>
<tr>
<td>cheese ball recipe</td>
<td>18,100</td>
<td>Low</td>
<td>$0.25</td>
<td>0%</td>
</tr>
<tr>
<td>ricotta cheese recipe</td>
<td>5,400</td>
<td>Low</td>
<td>$0.83</td>
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<td>mac and cheese recipe</td>
<td>60,500</td>
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<td>1,300</td>
<td>Low</td>
<td>$1.56</td>
<td>0%</td>
</tr>
<tr>
<td>cream cheese recipes</td>
<td>9,900</td>
<td>Medium</td>
<td>$1.80</td>
<td>0%</td>
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<td>6,600</td>
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<td>Low</td>
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<td>0%</td>
</tr>
</tbody>
</table>

source: [Google Keyword Planner](https://adwords.google.com/home/tools/keyplanner)
Google Suggest

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.
### Google Suggest

**Keyword: which cheese**

<table>
<thead>
<tr>
<th>which cheese c</th>
<th>c which cheese</th>
<th>which cheese d</th>
</tr>
</thead>
<tbody>
<tr>
<td>can you freeze</td>
<td>c cheese</td>
<td>does not have lactose</td>
</tr>
<tr>
<td>can be stored at room temperature</td>
<td>cheesecake factory</td>
<td>doesn't melt</td>
</tr>
<tr>
<td>can i eat while pregnant</td>
<td>c cheesecake</td>
<td>does not have rennet</td>
</tr>
<tr>
<td>can be given to babies</td>
<td>c cheese frosting</td>
<td>does chipotle use</td>
</tr>
<tr>
<td>can you eat when pregnant</td>
<td>cheesecake factory menu</td>
<td>does pizza hut use</td>
</tr>
<tr>
<td>can i eat when pregnant</td>
<td>which cheese contains the least lactose</td>
<td>does mcdonald's use</td>
</tr>
<tr>
<td>contains the least lactose</td>
<td>which cheese contains the most protein</td>
<td>during pregnancy</td>
</tr>
<tr>
<td>contains the most protein</td>
<td>can i give to my baby</td>
<td>what cheese do mice like</td>
</tr>
<tr>
<td>can i give to my baby</td>
<td>can i freeze</td>
<td>what cheese do rats like</td>
</tr>
<tr>
<td>can i freeze</td>
<td></td>
<td>what cheese do mice eat</td>
</tr>
</tbody>
</table>

Search for keyword "which cheese" found **446** results.
Google Trends

Shows trends over time, but doesn't recommend many topics.
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
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
Once in the `<title>`

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

...and it’s often the link in Google search results!
Once in the `<h1>` header

Web Content Checklist: 21 Ways to Publish Better Content

by Andy Crestodina

DIGITAL CONTENT CHECKLIST
21 Things to Add To Your Next Post

A simple set of specific things makes the difference between good and great content. Having that list of specific things in front of you will make it easy to include them all.
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)
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

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 (2.36 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.
website footer all rights reserved
website footer always at the bottom
website footer at bottom of page
website footer area
Press Enter to search.
Search for "website footer" found 189 unique keywords

<table>
<thead>
<tr>
<th>Search Terms</th>
<th>Keywords</th>
<th>Search Volume</th>
<th>CPC</th>
<th>Competition</th>
</tr>
</thead>
<tbody>
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<td>website footer</td>
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<td>1000</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>website footer</td>
<td>website footer template</td>
<td>1000</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>website footer</td>
<td>website footer html</td>
<td>1000</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>website footer</td>
<td>website footer information</td>
<td>1000</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>website footer</td>
<td>website footers 2015</td>
<td>1000</td>
<td>0.00</td>
<td>0.00</td>
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<tr>
<td>website footer</td>
<td>website footer text</td>
<td>1000</td>
<td>0.00</td>
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</tr>
<tr>
<td>website footer</td>
<td>website footer design 2015</td>
<td>1000</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>website footer</td>
<td>website footer generator</td>
<td>1000</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>website footer</td>
<td>website footer definition</td>
<td>1000</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>website footer</td>
<td>website footer copyright text</td>
<td>1000</td>
<td>0.00</td>
<td>0.00</td>
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</tbody>
</table>
Search for "website footer" found 189 unique keywords

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<tbody>
<tr>
<td>website footer</td>
<td>website footer code</td>
<td></td>
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<td></td>
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<td>website footer</td>
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<td>website footer</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>website footer</td>
<td>website footer copyright text</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dozens of phrases related to the topic
These are semantically linked to your topic!
## Semantic connections to “footer design”

<table>
<thead>
<tr>
<th>Website copyright</th>
<th>Usability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copyright text</td>
<td>Content</td>
</tr>
<tr>
<td>Website footer examples</td>
<td>Ideas</td>
</tr>
<tr>
<td>Header and footer</td>
<td>Inspiration</td>
</tr>
<tr>
<td>Website footer definition</td>
<td>Links SEO</td>
</tr>
<tr>
<td>At the bottom of the page</td>
<td>Sitemap</td>
</tr>
<tr>
<td>Designing a website footer</td>
<td>Social media</td>
</tr>
<tr>
<td>Fat footer</td>
<td>Navigation</td>
</tr>
<tr>
<td>Guidelines</td>
<td>Purpose of</td>
</tr>
<tr>
<td>Standards</td>
<td>Responsive</td>
</tr>
<tr>
<td>Best practices</td>
<td>Template</td>
</tr>
</tbody>
</table>
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
Website Footer Design Best Practices: 27 Things to Put at the Bottom

by Andy Crestodina

Website Footer Design
27 things to add to the bottom of your pages

Here's an internet story that happens a million times a day, so let's dive into the world of website footer design.
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... - 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 ...
https://blog.usabilla.com/how-to-design-a-more-effective-website-footer/... - Usabilla
May 16, 2013 - ... your website footer. Here are 6 ways to design a more effective website footer...
20 great examples of website footer design | Creative Bloq

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

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?

<table>
<thead>
<tr>
<th>Search terms</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
<th>Ad impr.</th>
<th>Add to plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>website footer design</td>
<td>~</td>
<td>90</td>
<td>Low</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>footer design best practices</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
</tbody>
</table>
And finally, the traffic...
<table>
<thead>
<tr>
<th>Your pages</th>
<th>Links</th>
<th>Source domains</th>
</tr>
</thead>
<tbody>
<tr>
<td>/blog/blogger-trends/</td>
<td>122</td>
<td>64</td>
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<tr>
<td>/our-team</td>
<td>166</td>
<td>63</td>
</tr>
<tr>
<td>/blog/semantic-seo/</td>
<td>180</td>
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</tr>
<tr>
<td>/blog/web-content-plagiarism/</td>
<td>127</td>
<td>59</td>
</tr>
<tr>
<td>/wine-web</td>
<td>124</td>
<td>56</td>
</tr>
<tr>
<td>/chicago-cause</td>
<td>116</td>
<td>56</td>
</tr>
<tr>
<td>/blog/google-analytics-url-builder/</td>
<td>124</td>
<td>55</td>
</tr>
<tr>
<td>/blog/web-design-standards/</td>
<td>263</td>
<td>53</td>
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<tr>
<td>/blog/email-signup-forms/</td>
<td>125</td>
<td>53</td>
</tr>
<tr>
<td>/blog/social-media-seo/</td>
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<td>/blog/what-to-blog-about/</td>
<td>47</td>
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<tr>
<td>/blog/perfect-profile-pictures-9只会存在一次错误</td>
<td>47</td>
<td></td>
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<tr>
<td>/blog/increase-website-traffic/</td>
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<tr>
<td>/blog/blog-optimization/</td>
<td>135</td>
<td>46</td>
</tr>
<tr>
<td>/blog/how-to-design-button/</td>
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<td>43</td>
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<tr>
<td>/blog/blog-image-best-practices/</td>
<td>120</td>
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</tr>
<tr>
<td>/blog/website-footer-design-best-practices/</td>
<td>501</td>
<td>40</td>
</tr>
</tbody>
</table>

Best of all, it’s attracted links
ACTION: Indicate the relevance

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

2. 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?
1 TOPICS
Help your audience make a buying decision.
Sources of Topics

1. Keywords
2. Q&A Sites
3. Listening
Topics from Google Suggest

- 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.
Search for keyword "which cheese" found 446 results

- which cheese can you freeze
- which cheese can be stored at room temperature
- which cheese can i eat while pregnant
- which cheese can be given to babies
- which cheese can you eat when pregnant
- which cheese contains the least lactose
- which cheese contains the most protein
- which cheese can i give to my baby
- which cheese can i freeze
- c cheese
- cheesecake factory
- c cheesecake
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- cheesecake factory menu
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- which cheese does chipotle use
- which cheese does pizza hut use
- which cheese does mcdonald's use
- which cheese during pregnancy
- what cheese do mice like
- what cheese do rats like
- what cheese do mice eat
source: AnswerThePublic.com
Ask A #Prosthodontist: 7 Flossing FAQs Answered

Published on August 11, 2016

Carolyn Barth
Director, Digital PR & Media
Stinky Mouth? #Prosthodontists Answer 7 FAQs Bad Smell? Floss, Crowns, Veneers, Bridges

Published on August 16, 2016
Google Keyword Planner

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

Targeting
United States
English
Google
Negative keywords

Customize your search
Keyword filters
Keyword options
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan
Include/Exclude

Date range
Show avg. monthly searches for: Last 12 months

Get Ideas
<table>
<thead>
<tr>
<th>Keyword (by relevance)</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
<th>Ad impr. share</th>
<th>Add to plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>cheese ball recipe</td>
<td>18,100</td>
<td>Low</td>
<td>$0.25</td>
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<tr>
<td>ricotta cheese recipe</td>
<td>5,400</td>
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<td>broccoli and cheese recipe</td>
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<td>5,400</td>
<td>Low</td>
<td>$3.09</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Source</td>
<td>Shares</td>
<td>Likes</td>
<td>Comments</td>
<td>Reading Time</td>
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<td>---------------------------------</td>
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<tr>
<td>Doctors Are Urging Parents Everywhere To Keep Their Kids' Baby Teeth</td>
<td>littlethings.com</td>
<td>552.4K</td>
<td>71</td>
<td>368</td>
<td>552.9K</td>
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<td>Why in Heaven's Name Aren't Teeth Considered Part of Our Health?</td>
<td>alternet.org</td>
<td>177.4K</td>
<td>54</td>
<td>588</td>
<td>178.2K</td>
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<tr>
<td>Instead Of Leaving A Tip For Server, Rich Attorney Goes Up To His Boss And Mentions His Teeth</td>
<td>littlethings.com</td>
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<td>68</td>
<td>175.8K</td>
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<tr>
<td>Idaho man loses his teeth after vape explodes in his face</td>
<td>dailymail.co.uk</td>
<td>154.3K</td>
<td>175</td>
<td>388</td>
<td>154.9K</td>
</tr>
</tbody>
</table>
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)
Topics from Listening

1. Sales Team
2. Customer Service Team
3. Client Stories
Your outbox is filled with content
The Thing About Content
Perceived vs Actual Performance

Weak Contributor

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

Source: Moz, BuzzSumo

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 more shares or links.

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 content or failing to amplify it.

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 research uncovered:

- 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. In a sample of 100,000 posts over 50% had 2 or less shares, and over 75% had less than 100 shares.
Most content gets no links and few shares

75% of articles have zero external links
50% have 2 or fewer Facebook interactions

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
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-business (B2B) marketers said that it is unclear within their organization what effective content marketing looks like.

By JOE PULIZZI published SEPTEMBER 30, 2015

Content Marketing Research

2016 Benchmarks, Budgets, and Trends—North America
<table>
<thead>
<tr>
<th>Page Title &amp; URL</th>
<th>PA</th>
<th>Linking Root Domains</th>
<th>Inbound Links</th>
<th>HTTP Status</th>
<th>FB Shares / Likes</th>
<th>Tweets</th>
<th>Google +1s</th>
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<tr>
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<td>8,481</td>
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<td>33 / 20</td>
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</tr>
</tbody>
</table>
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


2. Aggregation: Combine data from existing sources

3. Survey: Mass outreach and analysis
observation
Web Design Standards: 10 Best Practices on the Top 50 Websites

by Andy Crestodina

How standard are web design standards? Research on 10 best practices

Even for marketers, design standards aren’t something you think about a lot. But for web designers, they’re critical.
Web Design Standards
Placement of features on the top 50 marketing websites

<table>
<thead>
<tr>
<th>Feature</th>
<th>Convention</th>
<th>Standard</th>
</tr>
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<tbody>
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<td>Logo in the top left</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Contact in the top right</td>
<td>44%</td>
<td>88%</td>
</tr>
<tr>
<td>Main navigation in the header</td>
<td>80%</td>
<td>88%</td>
</tr>
<tr>
<td>Value proposition up high</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Call to action up high</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>Slideshow on the home page</td>
<td>54%</td>
<td>32%</td>
</tr>
<tr>
<td>Search in the header</td>
<td>54%</td>
<td>24%</td>
</tr>
<tr>
<td>Email signup in the header</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Social media icons in the header</td>
<td>68%</td>
<td>72%</td>
</tr>
<tr>
<td>Social media icons in the footer</td>
<td>68%</td>
<td>72%</td>
</tr>
<tr>
<td>Responsive web design</td>
<td>68%</td>
<td>72%</td>
</tr>
</tbody>
</table>
### Overview » All linked pages

Your pages that are linked from other domains.

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

@crestodina
Draft U.S. Web Design Standards | UI components
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 ...

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 ...
web design standards

Draft U.S. Web Design Standards | UI components
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/
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/
Web Design and Applications involve the standards for building and Rendering Web pages, including HTML, CSS, SVG, device APIs, and other technologies for...

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...
aggregation
Aggregate

@crestodina


Aggregate

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 Enviro (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:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>42.3</td>
<td>27.1</td>
<td>34.35</td>
<td>36.4</td>
<td>18.29</td>
<td>32.5</td>
<td>17.16</td>
<td>31.24</td>
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<tr>
<td>2</td>
<td>11.92</td>
<td>11.7</td>
<td>16.86</td>
<td>12.5</td>
<td>10.05</td>
<td>17.6</td>
<td>9.94</td>
<td>14.04</td>
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<tr>
<td>3</td>
<td>8.44</td>
<td>8.7</td>
<td>11.42</td>
<td>9.5</td>
<td>7.22</td>
<td>12.4</td>
<td>7.64</td>
<td>9.85</td>
</tr>
<tr>
<td>4</td>
<td>6.08</td>
<td>5.1</td>
<td>7.73</td>
<td>7.9</td>
<td>6.81</td>
<td>8.1</td>
<td>5.31</td>
<td>6.97</td>
</tr>
<tr>
<td>5</td>
<td>4.80</td>
<td>4.0</td>
<td>6.18</td>
<td>5.1</td>
<td>5.00</td>
<td>6.1</td>
<td>5.1</td>
<td>5.1</td>
</tr>
<tr>
<td>1 to 5</td>
<td>33.35</td>
<td>35.6</td>
<td>36.85</td>
<td>37.1</td>
<td>33.37</td>
<td>31.7</td>
<td>34.59</td>
<td>63.6</td>
</tr>
<tr>
<td>6</td>
<td>3.99</td>
<td>4.1</td>
<td>5.05</td>
<td>4.1</td>
<td>4.27</td>
<td>4.4</td>
<td>1.43</td>
<td>8.73 (6 to 10)</td>
</tr>
<tr>
<td>7</td>
<td>3.27</td>
<td>3.4</td>
<td>4.02</td>
<td>3.8</td>
<td>1.88</td>
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<tr>
<td>8</td>
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<td>3.2</td>
<td>3.47</td>
<td>1.5</td>
<td>1.75</td>
<td>3.1</td>
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<tr>
<td>9</td>
<td>2.83</td>
<td>2.8</td>
<td>2.85</td>
<td>3.0</td>
<td>1.52</td>
<td>2.6</td>
<td>0.44</td>
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<tr>
<td>10</td>
<td>2.97</td>
<td>3.6</td>
<td>2.71</td>
<td>2.2</td>
<td>2.64</td>
<td>2.4</td>
<td>0.51</td>
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<tr>
<td>Top 10</td>
<td>89.69</td>
<td>73</td>
<td>95</td>
<td>89</td>
<td>52</td>
<td>92</td>
<td>48</td>
<td>71.33</td>
</tr>
</tbody>
</table>

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:
survey
Research Reveals Success Tactics of Top Bloggers: 11 Trends

by Andy Crestodina

1000+ Bloggers Have Spoken. Here’s What They Said.

A year ago, we had questions about the business of blogging, so we asked 1000 bloggers to provide some answers. The outcome was the original survey of 1000 bloggers.
Average Time Spent Writing a Blog Post

<table>
<thead>
<tr>
<th>Year</th>
<th>Time (minutes)</th>
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<tbody>
<tr>
<td>2014</td>
<td>2 hours 24 minutes</td>
</tr>
<tr>
<td>2015</td>
<td>2 hours 35 minutes</td>
</tr>
<tr>
<td>2016</td>
<td>3 hours 16 minutes</td>
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source: 2016 Blogger Survey, Orbit Media
### Links to Your Site

<table>
<thead>
<tr>
<th>Your pages</th>
<th>Links</th>
<th>Source domains</th>
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<tr>
<td><a href="https://www.orbitmedia.com/">https://www.orbitmedia.com/</a></td>
<td>179,601</td>
<td>1,308</td>
</tr>
<tr>
<td>/blog/ideal-blog-post-length/</td>
<td>1,107</td>
<td>221</td>
</tr>
<tr>
<td>/blog/blogger-analysis/</td>
<td>1,147</td>
<td>184</td>
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<tr>
<td>/content-chemistry</td>
<td>418</td>
<td>182</td>
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<tr>
<td>/blog</td>
<td>4,531</td>
<td>175</td>
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<tr>
<td>/blog/blogger-research/</td>
<td>400</td>
<td>169</td>
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<tr>
<td>/andy-crestodina</td>
<td>925</td>
<td>152</td>
</tr>
<tr>
<td>/blog/internal-linking/</td>
<td>152</td>
<td>89</td>
</tr>
<tr>
<td>/blog/how-to-setup-google-analytics/</td>
<td>339</td>
<td>87</td>
</tr>
</tbody>
</table>
“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
Fix Your Funnel: 15 Things To Remove From Your Website Immediately

by Andy Crestodina

Did you really just put that on our website?!

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.
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 competitive markets.

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

In a short period of time, these social media powerhouses have forever changed the Internet marketing landscape and created a culture shift that as a business marketer, you must become part of it in order to secure a space in the fluid marketplace.
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Social networking for business is at an all-time high and growing at breakneck speeds. Social media and social networking websites, such as Facebook, Twitter, and others have taken hold atop the food chain of Internet marketing services. 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 competitive markets.
Curtis Renkiewicz 6/07/16 @ 1:51PM
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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Reply to Acacia
The power of strong opinion

15 Things To Remove From Your Website Immediately
orbitmedia.com - More from this domain
By Andy Crestodina - Nov 18, 2015

Total Shares: 3,307
Facebook Shares: 745
LinkedIn Shares: 1,500
Twitter Shares: 889
Pinterest Shares: 15
Google+ Shares: 101
What do you believe that most people would disagree with?
What do you believe will happen in the future that most people think is unlikely?
What questions are people in your industry afraid to answer?
Explicit benefits
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

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
<table>
<thead>
<tr>
<th>Title</th>
<th>Updated</th>
<th>Author(s)</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
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<td>5h</td>
<td></td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>The 15 Best Product Development Posts of All-Time</td>
<td>7h</td>
<td></td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>Get the Product Launch Blueprint for Free</td>
<td>1d</td>
<td>I was talking with a friend yesterday who</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>This Week in Content Marketing: Failed 2014 Content Marketing Predictions</td>
<td>1d</td>
<td></td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>Inside Orbit with Kat Nelson</td>
<td>1d</td>
<td>Happy Friday, Folks! It's that time of the week again: time</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>Gin and Topics: Guys Recreate Kardashian’s Rear-End Photos</td>
<td>1d</td>
<td>By Gini Dietrich I</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>Why Combined Campaigns Benefit Your Marketing</td>
<td>2d</td>
<td>Here's a look at what</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>Perfect Your Story, Not Your Media Kit</td>
<td>2d</td>
<td>You're getting ready to take your startup</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>Let Me Pinterest That For You</td>
<td>2d</td>
<td>Welcome back, Internet Explorers. It's been a long</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>The Spin Sucks Inquisition: Jayme Soulati</td>
<td>2d</td>
<td>By Gini Dietrich I</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>What Most Smart Marketers Miss About Google+</td>
<td>2d</td>
<td>Google+ Tactics: 3 Ways To</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>PYB Academy Featured Member: an interview with Greg Cooper</td>
<td>2d</td>
<td>Greg Cooper</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>Why Everything Is Awesome When You’re Leading a Team</td>
<td>2d</td>
<td>If you’re trying to build</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>Mobile Marketing: Are You Ready for the Revolution?</td>
<td>2d</td>
<td>Do you have a mobile</td>
<td><a href="#">Read</a></td>
</tr>
<tr>
<td>4 Content Marketing Initiatives You Need in 2015</td>
<td>2d</td>
<td>We all know content marketers</td>
<td><a href="#">Read</a></td>
</tr>
</tbody>
</table>
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
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

### Average full-time workweek is 47 hours, Gallup says
**latimes.com** - More from this domain  
By Jim Puzzanghera - Aug 29, 2014

![Share Counts](chart)

### 9 Out Of 10 Americans Are Completely Wrong About This Mind-Blowing Fact
**upworthy.com** - More from this domain  
By Adam Mordecai - Apr 27, 2014

![Share Counts](chart)
Emotions get shared

source: [What makes online content go viral?](https://www.sciencealert.com/what-makes-online-content-go-viral)
Emotional Marketing Value Headline Analyzer

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.

Please select the type of business or industry that this headline relates to:

- Business & Professional

Submit For Analysis

"How to Get More Twitter Followers"

Your Headline's EMV Score: 33.33%

This score indicates that your headline has a total of 33.33% Emotional 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.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 33.33%, your headline also has the following predominant emotion classification:

- Empathetic
- Spiritual
Average EMV score for headlines based on shares

source: OK Dork / Co-Schedule
User numbers

OVERALL HEADLINE PREFERENCES

- Number: 36%
- Reader Addressing: 21%
- How To: 17%
- Normal: 15%
- Question: 11%

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!

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!
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?

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 need 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
Short paragraphs get read.
Long paragraphs get skimmed.
Very long paragraphs get skipped.

“\n
Jason Fried
Basecamp
Internal links

Use the “site:” search operator

87 pages on this website mention the phrase “content strategy”
Types of formatting

1. Headers, subheads
2. Bullet lists, numbered lists
3. Bolding and Italics
4. Internal links
5. Multiple images
4 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 most significant finding of the study”
“This was perhaps the most significant finding of the study”

“This was perhaps the biggest finding of the study”
“This was perhaps the most significant finding of the study”

“This might be the biggest finding of the study”
“This was perhaps the most significant 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...

<table>
<thead>
<tr>
<th>Success Rate</th>
<th>Original Site</th>
<th>Success Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower-literacy users</td>
<td>46%</td>
<td>82%</td>
</tr>
<tr>
<td>Higher-literacy users</td>
<td>68%</td>
<td>93%</td>
</tr>
</tbody>
</table>

source: [NN Group, Lower-Literacy Users: Writing for a Broad Consumer Audience](https://www.nngroup.com/articles/lower-literacy-users-writing-for-a-broad-consumer-audience)
no jargon
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

source: 131 Words, Orbit Media
Words that appear in viral posts

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

source: 131 Words, Orbit Media
Negative words that get shared

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

source: 131 Words, Orbit Media
Top re-tweeted words

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

source: 131 Words, Orbit Media
Words that get people to open emails

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

source: 131 Words, Orbit Media
Words that trigger buyer behavior

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

source: 131 Words, Orbit Media
LENGTH
Long content gets shared more

source: BuzzSumo dataset: OrbitMedia.com
Long content gets linked to more

Word Count vs Average Linking Domains

- > 2500
- 2250 – 2500
- 2000 – 2249
- 1750 – 1999
- 1500 – 1749
- 1250 – 1499
- 1000 – 1249
- 750 – 999
- 500 – 749
- 250 – 499
- 0 – 249

source: HubSpot
Long content gets more links and shares

<table>
<thead>
<tr>
<th>Article Length</th>
<th>Avg Shares</th>
<th>Avg Referring Links</th>
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</thead>
<tbody>
<tr>
<td>&lt; 1,000</td>
<td>2,823</td>
<td>3.47</td>
</tr>
<tr>
<td>1 - 2,000</td>
<td>3.456</td>
<td>6.92</td>
</tr>
<tr>
<td>2 – 3,000</td>
<td>4,254</td>
<td>8.81</td>
</tr>
<tr>
<td>3 – 10,000+</td>
<td>5,883</td>
<td>11.07</td>
</tr>
</tbody>
</table>

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

source: Moz, Buzzsumo
Long content ranks higher

<table>
<thead>
<tr>
<th>Pos</th>
<th>Word Count</th>
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<tr>
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<tr>
<td>9</td>
<td>1,379</td>
</tr>
<tr>
<td>10</td>
<td>1,278</td>
</tr>
</tbody>
</table>

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
6 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.
Your Google Analytics is set up wrong.
How does social media affect SEO?
How to Use AFFILIATE MARKETING and facebook to Launch a Product
Visual Cues
Eye Tracking Studies Show...

Extra gentle for the most sensitive skin.

Soothing and sensitive skin, add the chemicals and moisture of most diapers and you have diaper rash.

Babylee's unique high-absorbency natural-blend cotton absorbs cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.

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

Enhanced for the most sensitive skin.

Our unique high-absorbency natural-blend cotton provides cotton-soft, extra thick, gel-free protection baby's sensitive skin. The chlorine-free materials and laminers is non-toxic and non-irritating. Clinically tested. Dermatologist recommended for babies with allergies and sensitive skin.

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leak-free guarantee at www.baby.com
Startup Hub @StartupHub_TM · 2h
Reach the orbit of small business success with @orbiteers founder @Crestodina and his tips on #SEO and #analytics.

Startup Hub | Basics of SEO, Analytics and Content Mission with And...
Your #smallbiz needs #SEO, analytics and content mission. Join this live webinar with @crestodina to learn them: http://ow.ly/W38P300ipwc
templatemonster.com
What does a typical post include?

- **An image**: 77.7% (2016) vs. 60.0% (2015) vs. 67.8% (2014)
- **More than one image**: 51% (2016) vs. 44% (2015) vs. 41% (2014)
- **Video**: 15.1% (2016) vs. 12.7% (2015) vs. 12.0% (2014)
- **Audio**: 2.7% (2016) vs. 2.3% (2015) vs. 2.0% (2014)
- **A list**: 46.8% (2016) vs. 35.1% (2015) vs. 32.3% (2014)
- **Other**: 7.3% (2016) vs. 7.0% (2015) vs. 6.2% (2014)

Source: [2016 Blogger Survey](https://www.orbitmedia.com/blog/2016/03/04/2016-blogger-survey/)

@crestodina
Great content meets two criteria...
COLLABORATION
Content should be designed to attract visitors
Keyphrase-Focused Headline: 10 Secondary Headline

1. Put your vision in advance
   - How success is only possible if you have a clear vision of what you want to achieve.
   - How you can use your vision to make decisions and prioritize tasks.

2. Watch videos of the speakers ahead of time
   - Let the speakers tell you what they will cover. If you can, you should also get a sense of their style and delivery.

3. Connect with fellow attendees
   - If you’re attending a conference, you can reach out to other attendees and connect with them. This can be a great way to make new friends.

Expert Tip: Risk Mitigation

If you’re a new speaker, especially when you’re a virtual conference, it’s important to be prepared. But even though you’re not speaking in person, you still need to plan ahead. Making sure your presentation is polished and professional is key.

Keywords and related phrases (optimized for search engines)
Optimized for social...
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
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 Batts 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 using canonical links to make sure if you repost content to an outside source (like Entrepreneur.com), the original article gets the credit on Google search. Unfortunately, Google says you can’t use 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 Linkedln or Medium first, then use a plugin like Yoast SEO (no affiliation) to set up a rel-canonical tag on your duplicate blog post on your website.

- Finally, Jennifer Stagg of The SEM Post states that, “Having duplicate content will not penalize a site in any way and it doesn’t affect pages on
6 Questions for 6 Analytics Experts

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

Justin Cutroni, Analytics Evangelist at Google, @justincutroni

Neil Patel, Co-Founder of KISSmetrics, CrazyEgg, Founder of Quicksprout, @neilpatel
SOCIAL PROMOTION

Share with:

- Donnie Bryant
- Ian Cleary
- LiveScribe
- x Barry Feldman
- Ann Handley
- Aaron Orendorff https://twitter.com/iconContent
- Nick Westergaard https://twitter.com/NickWestergaard
- Shayla Price https://twitter.com/shaylaprice
- Emily Crume https://twitter.com/EmilyQuestions
- x Sujan Patel https://twitter.com/sujanpatel
- Steve Garfield https://twitter.com/stevegarfield
- Kelly Hungerford https://twitter.com/KDHungerford
- Nichole Kelly https://twitter.com/nichole_kelly
- Danielle Sabrina https://twitter.com/daniellescorp
- x Jason Quey https://twitter.com/jdaquey
- Mack Collier https://twitter.com/MackCollier
- Sonia Simone https://twitter.com/soniasimone
- x Ashley Faulkes https://twitter.com/madlemmingz
- Kyle
- Tim Frick
- Jill Pollack
- Amy Schmitt....
- Nick Kellet
- Kerry Gorgone
- https://twitter.com/KerryGorgone
- Cathy McPhillips
- Joe Pulizzi
- Laura Click of Blue Kite Marketing
- Amie Kuenn
- Andreea Yahi
- x Todd Henry
- Jennifer Larr
- x John DiBona
- x Jennifer Smith
- x Philip Meinerd
- x Aydin Mirza
- x Andrew Theriault
How many people are waiting for your article to go live? Make sure it’s not zero.
Share and mention

Jason Quey commented on this

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://linkd.in/bx_P4zP show less

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

34 Ways To Get The Most From A Conference

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

Unlike  Comment  Share  🔴6  🔵5

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

Shayla Price  Thanks for the mention Jason Quey. And Andy Crestodina did a great job on this post. I'm speaking at a conference this weekend!

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

Jason Quey  My pleasure guys! Keep rocking it :)}
An ally in creation is an ally in promotion
34 Ways to Get The Most From a Conference - Orbit Media Studios
orbitmedia.com - More from this domain
By Andy Crestodina - Feb 17, 2016
If you’re not making friends, you’re doing it wrong.
“Copy is never written. Copy is assembled.”

Eugene Schwartz
Copywriting legend
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 college, she will have a class to show for it that counts for college credit. And because the college-level class is free, she has saved money!
What You Need To Know About Dual Enrollment

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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 college, she may be able to apply for financial aid for the college-level credits she earned through dual enrollment. It's a great financial perk.

Another perk of dual enrollment is that it allows students to take college classes before they graduate from high school. This can help them get a head start on their college career and make graduation a bit easier. Some dual enrollment programs also allow students to earn college credits while they're still in high school, which can give them a boost in their college applications and future job opportunities.

There are also some drawbacks to dual enrollment to consider. First, not all high schools offer dual enrollment programs, so your student may not have the opportunity to participate. Also, dual enrollment classes can be more challenging than regular high school classes, so it's important to make sure your student is prepared.

Finally, dual enrollment programs can vary in quality. Some programs may have better resources and more experienced instructors than others. It's important to research the dual enrollment program you're considering and make sure it meets your student's needs.

In conclusion, dual enrollment can be a great way to give your student a head start on their college career, but it's important to do your research and make sure the program is a good fit for your student.
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 institution in the state.

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 college, she might be able to use those credits to fulfill the foreign language requirement. This means she doesn't have to take that class in college, saving you money.
Here's a New Way to Save on College Tuition Costs

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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 college, she can list that foreign language class on her college application. She can also use that foreign language class to fulfill a requirement at her college. That could save her thousands of dollars by avoiding tuition and fees.
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 college 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 eligible program in your area.
What is Dual Enrollment? How Can I Get College Credits in High School

Is there a way to get college credits in high school? 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 college 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 by checking with your state's Department of Education.
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

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.
Free College Credits? 5 Steps to Saving Thousands on Tuition

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

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Grow your email list!
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?

After...

STAY CONNECTED
Join over 10,200 people who receive bi-weekly web marketing tips.

Email Address SIGN-UP!
1900% increase. Not bad!
Why it worked...

1. Prominence
2. Promise
3. Proof
How to Relaunch a High-Ranking Website

MAY 2015 by Andy Crestodina
How to Relaunch a High-Ranking Website

MAY 2015 by Andy Crestodina
Good
JOIN OVER 100,000 OF YOUR PEERS!
Get daily articles and news delivered to your email inbox and get CMI’s exclusive ebook *The Essentials of a Documented Content Marketing Strategy FREE!*

Enter your email address...

SEND ME UPDATES
Good
Design professionals, get the edge on your competitors by signing up for Product Alert, a new monthly newsletter that showcases the latest kitchen and bath products to hit the market.

*Fields marked with an asterisk are required.

**STEP 1**

*Email 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 approve products and services for the kitchen and bath market?

Select One

*What is your primary job function/title?

Select One

*Which of the following best describes how you are engaged in the kitchen and bath trade?

Select One

*How many kitchen projects do you work on annually?

Select One

*How many bathroom projects do you work on annually?

Select One

*What is the average material and labor cost of your kitchen projects?

Select One

*What is the average material and labor cost of your bathroom projects?

Select One

*What is your annual kitchen and bath retail material cost?

Select One

*Which of the following products do you recommend, specify and/or purchase? (Check all that apply)

Select

*Would you like to receive a free subscription to kitchen & bath business magazine?

Select One

For security purposes, please enter the word you see below:

safe
When you say it, it’s marketing...
When they say it, it’s social proof.
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
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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</thead>
<tbody>
<tr>
<td>Can you save a broken tooth?</td>
<td>Can you eat an apple with an implant denture?</td>
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<tr>
<td>Can acid reflux damage teeth?</td>
<td>How do you restore bulimia-damaged teeth?</td>
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<tr>
<td>10 prosthodontists educate consumers on digital dentistry</td>
<td>How is sleep apnea treated?</td>
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<tr>
<td>Can a model’s tooth be restored with veneers?</td>
<td>Is your cosmetic dentist a prosthodontist?</td>
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<tr>
<td>What’s digital dentistry? Ask a prosthodontist.</td>
<td>Prosthodontist Dr. Susan Brackett on State of the Art Materials</td>
</tr>
</tbody>
</table>
SUGGESTED VIDEOS
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 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.
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.
With just five ingredients, including Jones pastry, 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.
Suggested Videos: What to do Instead

- **Uncheck the “Show suggested videos” box** when you grab the Embed code from YouTube
Bacon Quesadillas

Published on Jul 26, 2013
With just five ingredients, including Jones cherrywood smoked bacon, this gluten-free recipe is the perfect balance of sweet and savory. Try it as a snack or appetizer. It won't be long before it's a regular in your recipe rotation.

COMMENTS
Add a public comment...
Bacon Quesadillas

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With just five ingredients, including Jones cherrywood smoked bacon, this gluten-free recipe is the perfect balance of sweet and savory. Try it as a snack or appetizer. It won’t be long before it’s a regular in your recipe rotation.

Click on “Share”
Bacon Quesadillas

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SHOW MORE

COMMENTS

Add a public comment...
Click on “Embed”

https://youtu.be/Dy4k3QE4oDw

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Bacon Quesadillas

Jones Dairy Farm

1,096

Share Embed Email

<iframe width="560" height="315" src="https://www.youtube-nocookie.com/embed/Dy4k3QE4oDw" frameborder="0"></iframe>

Preview:

Bacon Quesadillas

Video size: Custom size
Uncheck the “Show suggested videos” box!
Now copy and paste the embed code.
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

Whether you’re heading 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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@crestodina Man, you guys just constantly spit out great content!
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-3(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.
Expert Reveals Best Ways to Introduce Clients to Universal Design

As the American population gets older, and more households become multi-generational, 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 donâ€™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 (KBIS) 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...
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 curriculums. 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, your 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.

Dual 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. If your student takes a foreign language class through a dual enrollment program, then she goes to apply for

Here are the five things you need to know to send your kid to college 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 eligible program in your area.
Who has the Right of Way at 4-Way Intersections?

Posted by Hodges Trial Lawyers on Thursday, March 27, 2014 in Accident Prevention, Auto Accident Lawyer, Car Wreck Lawyer

This starts out to be some interesting scenarios where even an experienced driver may not know which they have the right of way. For most drivers, including ourselves, there have been years since we last took a driving course. Our knowledge of the rules of the road. And for those of us who have been educated, there’s always room for brushing up on the rules. So today, we dive into this has the right of way.

Scenario 1: You are approaching a 4-way, traffic light controlled intersection. You are on the left-turn lane, but you want to turn right. The car behind you is at an intersection from you is stopped to turn left, the same direction you want to turn right onto. The car in front of you has received a green arrow. Who has the right of way? The car turning left with the green arrow, or the right of way Under Alabama Code Section 32-5A-32(3)(b), a vehicle with a steady green arrow (the car wanting to turn right) may enter the intersection to turn right, after stopping. The vehicle turning left then has the right to enter the intersection after stopping. In Alabama, under Alabama Code Section 32-5A-32(3)(b), a vehicle facing a green arrow may enter the intersection after the movement signal on the arrow. The vehicle with the left arrow has the right of way. Short answer is that the 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 left. The car in front of you is about to turn left and has a green light (not arrow).

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.
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
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.

"MotherG is a partner, not a vendor. We love industry trends."

- Kurt

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Last Name
Testimonial appears on the page where the claim is made.

"MotherG is a partner, not a vendor. We love industry trends."

- Kurt

Schedule Your FREE Assessment

First Name

Last Name
Testimonials

Great content...that rarely gets seen.

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

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.

Yo

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

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
Testimonials
Pet owners stories and testimonials brighten our day. We feel successful when we can help unexpected injury or illness, but we are not alone. Pet owners 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.
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<td>/about-us/testimonials/</td>
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</table>

The testimonials page is the 31st most popular page on this website.
Testimonial Pages: What to do Instead

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

Staff Contact List
Amy Rasmussen
Executive Director
Phone: 312/870-6144
E-mail: arasmussen@capeweb.org

Scott Sikkema
Education Director
Phone: 312/870-6145
E-mail: ssikkema@capeweb.org

Kelly Nespor
Office Manager
Phone: 312/870-6140
E-mail: knespor@capeweb.org

Mark Diaz
Program Manager
Phone: 312/870-6142
E-mail: mdiaz@capeweb.org

Contact CAPE

Fields with an * are required.
Name *
First
Last
Email *
Profession/Organization Type
Artist
Organization Name
Mailing Address
Street Address
City
State / Province / Region
ZIP / Postal Code
Country
Phone Number

Get In Touch! »
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<th>Feature</th>
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<tr>
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<td>Yes</td>
</tr>
<tr>
<td>Can store a backup in a database</td>
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<tr>
<td>Leads to a thank you page with additional content</td>
<td>No</td>
<td>Yes</td>
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<td>Sends an auto-response email with additional content</td>
<td>Mostly No</td>
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<td>Can ask specific questions</td>
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<td>Yes</td>
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<tr>
<td>Can route message depending on answers</td>
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<td>Yes</td>
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<tr>
<td>Can route message to multiple people</td>
<td>No</td>
<td>Yes</td>
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<td>Works on any computer, no email software necessary</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
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<td>Yes</td>
<td>No</td>
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</table>
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
Your pages.
Your funnel.
Thank You
Bottom Line

Overview

Contact Lead (Goal 1 Completions) vs. Select a metric

Contact Lead (Goal 1 Completions)

50

25

October 2014

Leads Generated Per Year

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<th>Contact Lead (Goal 1 Compleions)</th>
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</table>
THANK YOU!

Andy Crestodina
Strategic Director | @crestdina