

**STOP THE  
PAIN**



**ENTERPRISE  
SEO &**

**CONTENT  
STRATEGY**



**WORKING  
TOGETHER**

**TO STOP THE  
PAIN**





# **JONATHON COLMAN**

**PRINCIPAL EXPERIENCE ARCHITECT**

**WWW.REI.COM**

**TWITTER @JCOLMAN**





**REI**



**CORE VALUES  
MATTER**



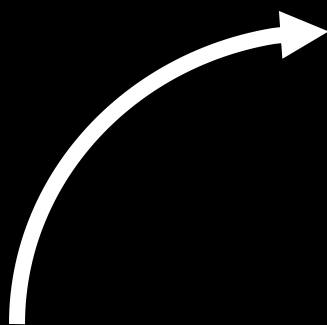
**AT REI WE INSPIRE,  
EDUCATE, AND OUTFIT  
FOR A LIFETIME OF  
OUTDOOR ADVENTURE  
AND STEWARDSHIP.**





**AT REI WE INSPIRE,  
EDUCATE, AND OUTFIT  
FOR A LIFETIME OF  
OUTDOOR ADVENTURE  
AND STEWARDSHIP.**

**HEY, THAT'S CONTENT  
STRATEGY... RIGHT IN  
OUR MISSION!**





**AT REI WE VALUE  
AUTHENTICITY,  
TRANSPARENCY, AND  
FRIENDLY EXPERTISE.**

**SO LET ME BE CLEAR  
ABOUT MY INTENTIONS  
TODAY...**





**I'M NOT HERE TO TURN YOU INTO  
NERDS**

I'M HERE TO STOP THE  
**PAIN**







**THE  
PAIN  
BETWEEN  
SEOs AND  
CONTENT  
STRATEGISTS**



# WHY?

**SEOs NEED YOUR HELP.**

**SO DO THEIR CUSTOMERS.**

**SO DO THE SEARCH ENGINES.**

# WHY?

**YOU NEED HELP FROM SEOs, TOO.\***

**\* YOU JUST DON'T KNOW IT YET!**

# CORE VALUES MATTER

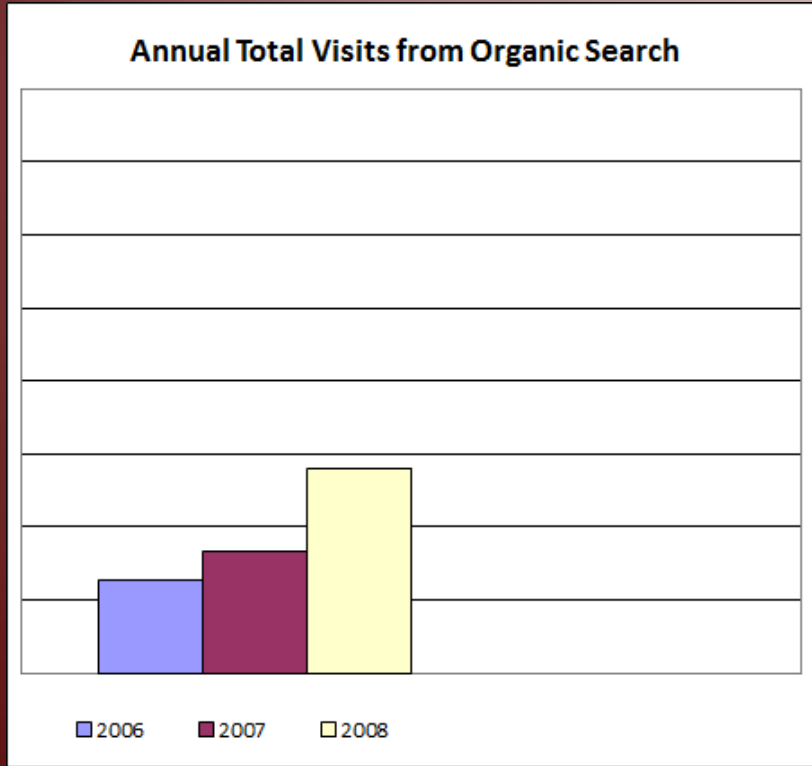




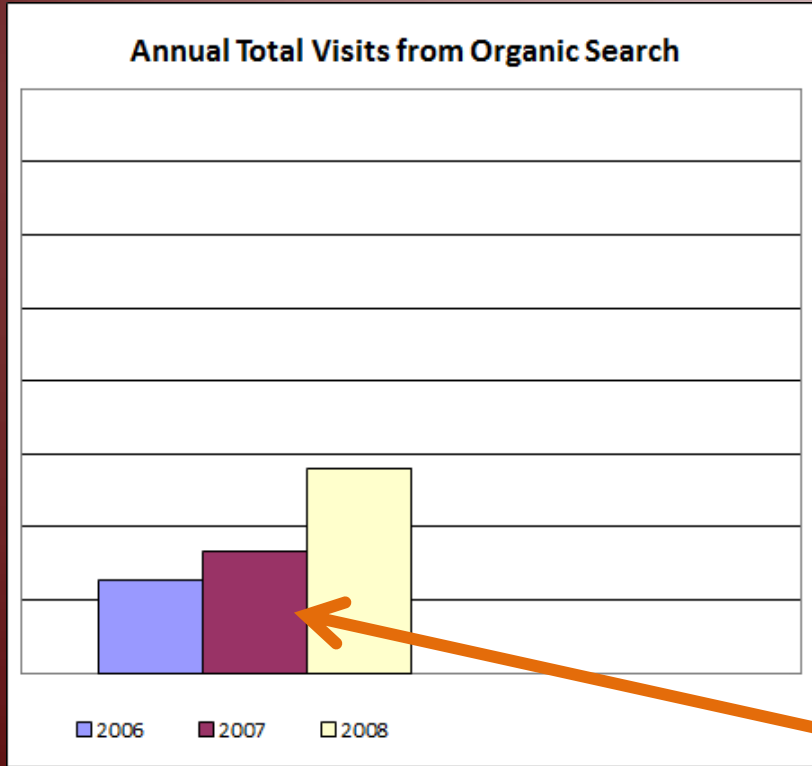
**SO WE'LL START BY  
EXPOSING A FEW OLD  
MYTHS**

**MYTH:**  
**YOU CAN**  
**SHORT-CUT**  
**YOUR WAY**  
**TO SEO**





**REALITY:  
SUSTAINABLE SEO  
REQUIRES LONG-  
TERM INVESTMENT.**



**REALITY:  
SUSTAINABLE SEO  
REQUIRES LONG-  
TERM INVESTMENT.**

**WE BEGAN INVESTING IN  
SEO WAY BACK IN 2007.**



# MYTH: YOU HAVE TO SPAM TO RANK

Image copyright © alsis35 - <http://www.flickr.com/photos/alsis35/7325200906>

Your best buy...because

**THERE'S HAM  
IN SPAM**



**SPAM** BURGER

Try this sensational broiled SPAM-wich! The sizzling SPAM slices give you the matchless flavor of sweet tender ham with juicy pork shoulder, blended zestily as only Hormel does it. Try it, soon!

If you like **HAM**, you'll like **SPAM**

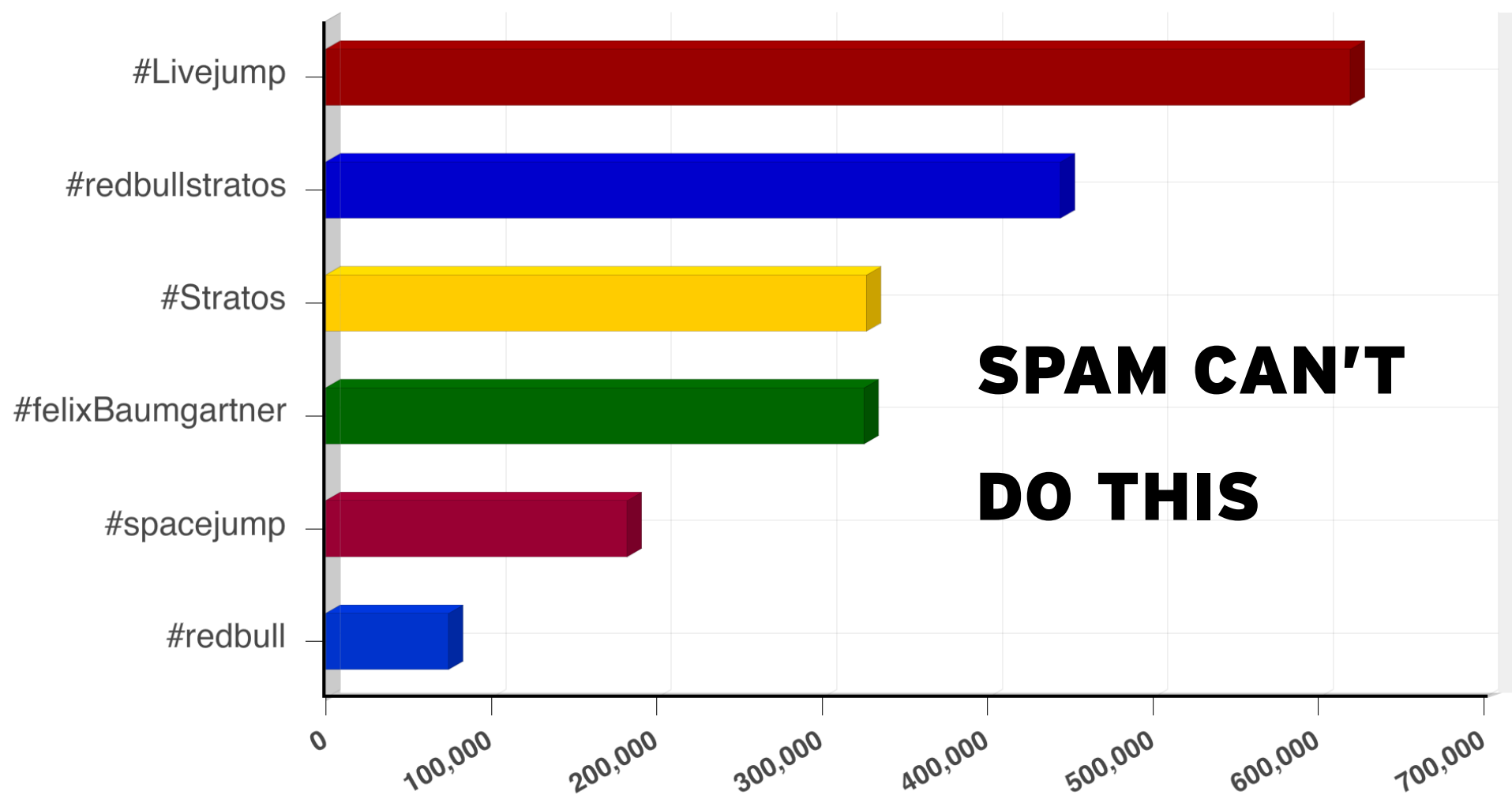
**SPAM** is the registered trade-mark for a pure pork product packed in 12 oz. cans only by Geo. A. Hormel & Company, Austin, Minnesota  
Hear **MUSIC WITH THE HORMEL GIRLS** — Saturday, CBS

**HORMEL**  
GOOD FOOD





**REALITY:  
ENGAGING CONTENT  
IS MORE IMPORTANT  
FOR SEO THAN EVER  
BEFORE.**





big agnes



Web Images Maps Shopping More ▾ Search tools

About 14,500,000 results (0.20 seconds)

**Big Agnes Inc. Steamboat Springs, CO**

[www.bigagnes.com/](http://www.bigagnes.com/)

Big Agnes manufactures the most comfortable tents, sleeping bags and sleeping pads for backpacking, camping and outdoor adventure.

Tents

Big Agnes manufactures the most comfortable tents, sleeping ...

Warranty, Repairs & Returns

Warranty, Repairs & Returns. Green River spa treatment ...

Sleeping Bags

Never Roll Off Your Pad Again. Spend a night with Big Agnes ...

Insulated Air Core

Big Agnes manufactures the most comfortable tents, sleeping ...

Pads

Big Agnes manufactures the most comfortable tents, sleeping ...

Contact Big Agnes

Toll Free: 877.554.8975 . Phone: 970.871.1480. Fax: 970.879.

More results from bigagnes.com »

**Big Agnes Insulated Air Core Pad - Free Shipping at REI.com**

[www.rei.com](http://www.rei.com) > [Camping & Hiking](#) > [Sleeping Pads](#) > [Sleeping Pads](#)

★ ★ ★ ★ ★ Rating: 3.9 - 162 reviews - \$59.93 to \$99.93

Free Shipping - The insulated **Big Agnes** Air Core pad is so light you'll never tire of carrying it, and so comfortable you may need an alarm clock!

**Big Agnes at REI - Free shipping on orders of \$50 or more**

[www.rei.com/brand/Big+Agnes](http://www.rei.com/brand/Big+Agnes)

**Big Agnes** at REI - Free shipping on orders of \$50 or more. Top quality, great selection and expert advice you can trust on **Big Agnes**. 100% Satisfaction ...

**Big Agnes | Facebook**

[www.facebook.com/pages/Big-Agnes/102015175626](http://www.facebook.com/pages/Big-Agnes/102015175626)

If **Big Agnes** is the Mother of Comfort, then doubling up must be the Grandmother of Comfort! Young Elite Keefer here in 2 Lost Ranger Sleeping Bags with 2 Air ...

**Amazon.com: Big Agnes Insulated Air Core Sleeping Pad: Sports ...**

[www.amazon.com](http://www.amazon.com) > ... > [Camp Bedding](#) > [Sleeping Pads](#)

Turn your campsite from Spartan to snug with the insulated Air Core sleeping pad from **Big Agnes**--a pad that's so light you'll never tire of carrying it, and so ...

**Big Agnes Insulated Air Core Sleeping Pad - Mountain Equipment ...**

[www.mec.ca/AST/.../big-agnes-insulated-air-core-sleeping-pad.jsp](http://www.mec.ca/AST/.../big-agnes-insulated-air-core-sleeping-pad.jsp)

**Big Agnes** Insulated Air Core Sleeping Pad - Mountain Equipment Co-op. Free Shipping Available.

# RANK MUST BE EARNED.



big agnes



Web Images Maps Shopping More > Search tools

About 14,500,000 results (0.20 seconds)

[Big Agnes Inc. Steamboat Springs, CO](#)

[www.bigagnes.com/](http://www.bigagnes.com/)

Big Agnes manufactures the most comfortable tents, sleeping bags and sleeping pads for backpacking, camping and outdoor adventure.

[Tents](#)

Big Agnes manufactures the most comfortable tents, sleeping ...

[Warranty, Repairs & Returns](#)

Warranty, Repairs & Returns. Green River spa treatment ...

[Sleeping Bags](#)

Never Roll Off Your Pad Again. Spend a night with Big Agnes ...

[Insulated Air Core](#)

Big Agnes manufactures the most comfortable tents, sleeping ...

[Pads](#)

Big Agnes manufactures the most comfortable tents, sleeping ...

[Contact Big Agnes](#)

Toll Free: 877.554.8975. Phone: 970.871.1480. Fax: 970.879.

More results from bigagnes.com »

[Big Agnes Insulated Air Core Pad - Free Shipping at REI.com](#)

[www.rei.com](http://www.rei.com) > [Camping & Hiking](#) > [Sleeping Pads](#) > [Sleeping Pads](#)

★★★★★ Rating: 3.9 - 162 reviews - \$59.93 to \$99.93

Free Shipping - The insulated **Big Agnes** Air Core pad is so light you'll never tire of carrying it, and so comfortable you may need an alarm clock!

[Big Agnes at REI - Free shipping on orders of \\$50 or more](#)

[www.rei.com/brand/Big+Agnes](http://www.rei.com/brand/Big+Agnes)

**Big Agnes** at REI - Free shipping on orders of \$50 or more. Top quality, great selection and expert advice you can trust on **Big Agnes**. 100% Satisfaction ...

[Big Agnes | Facebook](#)

[www.facebook.com/pages/Big-Agnes/102015175626](http://www.facebook.com/pages/Big-Agnes/102015175626)

If **Big Agnes** is the Mother of Comfort, then doubling up must be the Grandmother of Comfort! Young Elite Keeper here in 2 Lost Ranger Sleeping Bags with 2 Air ...

[Amazon.com: Big Agnes Insulated Air Core Sleeping Pad: Sports ...](#)

[www.amazon.com](http://www.amazon.com) > ... > [Camp Bedding](#) > [Sleeping Pads](#)

Turn your campsite from Spartan to snug with the insulated Air Core sleeping pad from **Big Agnes**--a pad that's so light you'll never tire of carrying it, and so ...

[Big Agnes Insulated Air Core Sleeping Pad - Mountain Equipment ...](#)

[www.mec.ca/AST/.../big-agnes-insulated-air-core-sleeping-pad.jsp](http://www.mec.ca/AST/.../big-agnes-insulated-air-core-sleeping-pad.jsp)

**Big Agnes** Insulated Air Core Sleeping Pad - Mountain Equipment Co-op. Free Shipping Available.

# RANK MUST BE EARNED.

## SPAM CAN'T GET THESE RANKINGS FOR A BRAND NAME SEARCH





Big Agnes Fly Creek UL2 Tent



Search

About 25,500 results (0.29 seconds)

Web

[Big Agnes Fly Creek UL2 Tent - Free Shipping at REI.com](#)

[www.rei.com](#) > [Camping & Hiking](#) > [Tents](#) > [Backpacking Tents](#)

★★★★★ Rating: 4.4 - 75 reviews - \$369.95 - In stock

Free Shipping - The **Big Agnes Fly Creek UL2** is an ultralight tent for 2 that weighs in at a scant 2 lbs. 2 oz. You get full-on bug protection at a weight that 1 ...



Images

Maps

Videos

News

Shopping

More

[Big Agnes : Ultralight : Fly Creek UL2](#)

[www.bigagnes.com/Products/Detail/Tent/FlyCreekUL2](#)

**Big Agnes** - Steamboat Springs, CO. The Mother of Comfort. Product Finder; Dealer Locator ... Roll over image to zoom Larger. Shown: **Fly Creek UL 2 tent** ...

[Backpacker Magazine - Editors' Choice 2010: Big Agnes Fly Creek ...](#)

[www.backpacker.com/editors...big-agnes-fly-creek-ul2-tent/.../122](#)

Attention, ultralighters who want a legit two-person tent: This is it.

Any duration

Short (0-4 min.)

Medium (4-20 min.)

Long (20+ min.)

More search tools

[Big Agnes Fly Creek UL 2 Backpacking Tent Review - YouTube](#)

[www.youtube.com/watch?v=286CFzEC2t4](#)

13 Jun 2011 - 3 min - Uploaded by outdoorgearlab

**Big Agnes Fly Creek UL 2** Review

[http://www.outdoorgearlab.com/3-Season-Tent -](#)

Reviews/**Big Agnes-Fly** ...



▶ 3:02

[Ultra light Big Agnes fly creek ul2 \(2lb 9oz\) tent set up and - YouTube](#)

[www.youtube.com/watch?v=mh46ZSU8mV0](#)

9 Dec 2011 - 8 min - Uploaded by 2bigbook

Set up and description of the **big Agnes fly creek ul2** ultra

lightweight (2lb 9oz) 2 person? **Tent** revued on a ...



▶ 8:04

[Ultralight Backpacking Tents - YouTube](#)

[www.youtube.com/watch?v=Ak8UgFILJMM](#)

21 May 2010 - 9 min - Uploaded by upupaepops

I use a **Big Agnes Fly Creek UL2** (HumbleOutdoors \$335 w/free

footprint). Boy is this tent light. Thanks so ...



▶ 8:57

[Big Agnes Fly Creek UL 2 - YouTube](#)

[www.youtube.com/watch?v=650QZ2qTvmg](#)

5 Sep 2011 - 3 min - Uploaded by AshOutdoorStore

Yes the **Big Agnes Fly Creek UL 2** can hold two small adults. I

use my Fly Creek II (HumbleOutdoors \$330 w/free ...



▶ 3:25

[More videos for big agnes fly creek ul2 tent »](#)

[Amazon.com: Big Agnes Fly Creek UL 2 Tent: Sports & Outdoors](#)

AS WELL AS  
CLICK-THROUGH.



Big Agnes Fly Creek UL2 Tent 

Search

About 25,500 results (0.29 seconds)

Web

[Big Agnes Fly Creek UL2 Tent - Free Shipping at REI.com](#)  
www.rei.com › Camping & Hiking › Tents › Backpacking Tents  
★★★★★ Rating: 4.4 - 75 reviews - \$369.95 - In stock  
Free Shipping - The **Big Agnes Fly Creek UL2** is an ultralight tent for 2 that weighs in at a scant 2 lbs. 2 oz. You get full-on bug protection at a weight that 1 ...

Images

Maps

Videos

News

Shopping

More

[Big Agnes - Ultralight - Fly Creek UL2](#)  
www.bigagnes.com/Products/Detail/Tent/FlyCreekUL2  
**Big Agnes** - Steamboat Springs, CO. The Mother of Comfort. Product Finder; Dealer Locator ... Roll over image to zoom Larger. Shown: **Fly Creek UL 2 tent** ...

[Backpacker Magazine - Editors' Choice 2010: Big Agnes Fly Creek ...](#)  
www.backpacker.com/editors...big-agnes-fly-creek-ul2-tent/.../122  
Attention, ultralighters who want a legit two-person **tent**: This is it.

Any duration

- Short (0–4 min.)
- Medium (4–20 min.)
- Long (20+ min.)

More search tools

[Big Agnes Fly Creek UL 2 Backpacking Tent Review - YouTube](#)  
www.youtube.com/watch?v=286CFzEC2t4  
13 Jun 2011 - 3 min - Uploaded by outdoorgearlab  
**Big Agnes Fly Creek UL 2** Review  
http://www.outdoorgearlab.com/3-Season-Tent-Reviews/Big-Agnes-Fly ...



[Ultra light Big Agnes fly creek ul2 \(2lb 9oz\) tent set up and - YouTube](#)  
www.youtube.com/watch?v=mh46ZSU8mV0  
9 Dec 2011 - 8 min - Uploaded by 2bigbook  
Set up and description of the **big Agnes fly creek ul2** ultra lightweight (2lb 9oz) 2 person? **Tent** revued on a ...



[Ultralight Backpacking Tents - YouTube](#)  
www.youtube.com/watch?v=Ak8UgFILJMM  
21 May 2010 - 9 min - Uploaded by upupaepops  
I use a **Big Agnes Fly Creek UL2** (HumbleOutdoors \$335 w/free footprint). Boy is this **tent** light. Thanks so ...



[Big Agnes Fly Creek UL 2 - YouTube](#)  
www.youtube.com/watch?v=650QZ2qTvmg  
5 Sep 2011 - 3 min - Uploaded by AshOutdoorStore  
Yes the **Big Agnes Fly Creek UL 2** can hold two small adults. I use my Fly Creek II (HumbleOutdoors \$330 w/free ...



More videos for big agnes fly creek ul2 tent »

Amazon.com: [Big Agnes Fly Creek UL 2 Tent](#): Sports & Outdoors

“RICH SNIPPETS” IN SEARCH CAN INCREASE CLICK-THROUGH BY 30%



AS WELL AS CLICK-THROUGH.

FREE U.S. STANDARD SHIPPING on orders of \$50 or more.

Welcome to REI! | [Log In](#) or [Register](#)

- SHOP REI
- SHOP REI-OUTLET
- TRAVEL WITH REI
- LEARN
- SHARE
- MEMBERSHIP
- STEWARDSHIP

- Camp & Hike
- Climb
- Cycle
- Fitness
- Run
- Paddle
- Snowsports
- Travel
- Men
- Women
- Kids
- Footwear
- Brands
- All
- Deals**

[Camping & Hiking](#) > [Tents](#) > [Backpacking Tents](#)

369

## Big Agnes Fly Creek UL2 Tent

\$369.95

★★★★★ (75)  
Item # 796087

REI Members get back an estimated \$37.00 on this item as part of their annual member refund.



Cool Gray/Gold 2 Person \$369.95 ▾

Quantity

THE REI DIFFERENCE | 100% SATISFACTION GUARANTEED | GEAR & ADVICE YOU CAN TRUST

This item ships for free! [Learn more](#)



COOL GRAY/GOLD



Big Agnes Fly Creek Tent Video

[More videos](#)

### DESCRIPTION

### SPECS

### REVIEWS

The Big Agnes Fly Creek UL2 is an ultralight tent for 2 that weighs in at a scant 2 lbs. 2 oz. You get full-on bug protection at a weight that 1 person could easily carry alone.

- Backpacker 2010 Editors' Choice Award winner: "At barely more than 2 lbs., Fly Creek stomps on bivy-sack turf when it comes to weight and bulk!"
- Further, Backpacker editors said, "What's remarkable is Fly Creek's livability-per-ounce; it's merely compact, not coffin tight!"
- Fly Creek UL2 offers 2 campers a compact, yet completely comfortable living space
- Weight savings of this 3-season, freestanding\* tent comes via the latest in ultralight fabric and materials; single hub pole assembly also saves weight and is easy to set up
- TH72M aluminum poles are the latest advancement in lightweight tent poles; plus, they feature improved durability
- DAC Twist clips attach tent body to the pole frame for quick and easy set up
- Rainfly and seamless floor are made of high-tenacity ripstop nylon and are



Backpacker Magazine 2010 Editors' Choice Award Winner  
[More award-winning products.](#)



[View all Big Agnes products](#)

### REI Membership



REI Membership  
\$20.00

### Related items

# NOT TO MENTION CONVERSION.



FREE U.S. STANDARD SHIPPING on orders of \$50 or more.

SHOP REI SHOP REI-OUTLET TRAVEL WITH REI LEARN SHARE MEMBERSHIP STEWARDSHIP

Camp & Hike Climb Cycle Fitness Run Paddle Snowsports Travel Men Women Kids Footwear Brands All Deals

Camping & Hiking > Tents > Backpacking Tents

Like 369 SHARE Print

### Big Agnes Fly Creek UL2 Tent

\$369.95

★★★★★ (75)

Item # 796087

REI Members get back an estimated \$37.00 on this item as part of their annual member refund.

Cool Gray/Gold 2 Person \$369.95

1 Quantity

add to cart find in store add to wish list

THE REI DIFFERENCE | 100% SATISFACTION GUARANTEED | GEAR & ADVICE YOU CAN TRUST

This item ships for free! [Learn more](#)



COOL GRAY/GOLD



Big Agnes Fly Creek Tent Video

More videos

#### DESCRIPTION

#### SPECS

#### REVIEWS

The Big Agnes Fly Creek UL2 is an ultralight tent for 2 that weighs in at a scant 2 lbs. 2 oz. You get full-on bug protection at a weight that 1 person could easily carry alone.

- Backpacker 2010 Editors' Choice Award winner: "At barely more than 2 lbs., Fly Creek stomps on bivy-sack turf when it comes to weight and bulk!"
- Further, Backpacker editors said, "What's remarkable is Fly Creek's livability-per-ounce; it's merely compact, not coffin tight!"
- Fly Creek UL2 offers 2 campers a compact, yet completely comfortable living space
- Weight savings of this 3-season, freestanding\* tent comes via the latest in ultralight fabric and materials; single hub pole assembly also saves weight and is easy to set up
- TH72M aluminum poles are the latest advancement in lightweight tent poles; plus, they feature improved durability
- DAC Twist clips attach tent body to the pole frame for quick and easy set up
- Rainfly and seamless floor are made of high-tenacity ripstop nylon and are



Backpacker Magazine 2010 Editors' Choice Award Winner  
[More award-winning products.](#)



[View all Big Agnes products](#)

#### REI Membership



REI Membership \$20.00

#### Related items

THE STRUCTURED CONTENT DRIVING OUR "RICH SNIPPETS"

ORIGINAL, BRAND-DRIVEN PRODUCT INFORMATION WRITTEN BY OUR TEAM OF IN-HOUSE EXPERTS

NOT TO MENTION CONVERSION.

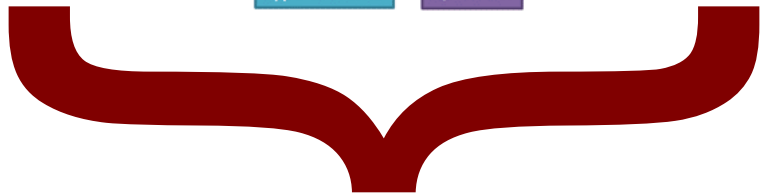


**MYTH:**  
**SEO TAKES**  
**AWAY FROM**  
**MY OTHER**  
**EFFORTS**





**REALITY:  
THESE CHANNELS  
WORK BETTER  
TOGETHER THAN  
THEY DO APART.**



**YOU CAN EVEN USE  
SEO METRICS TO  
CREATE BUSINESS  
CASES TO SUPPORT  
YOUR OTHER WORK.**

Time spent downloading a page (in milliseconds)



Pages crawled per day

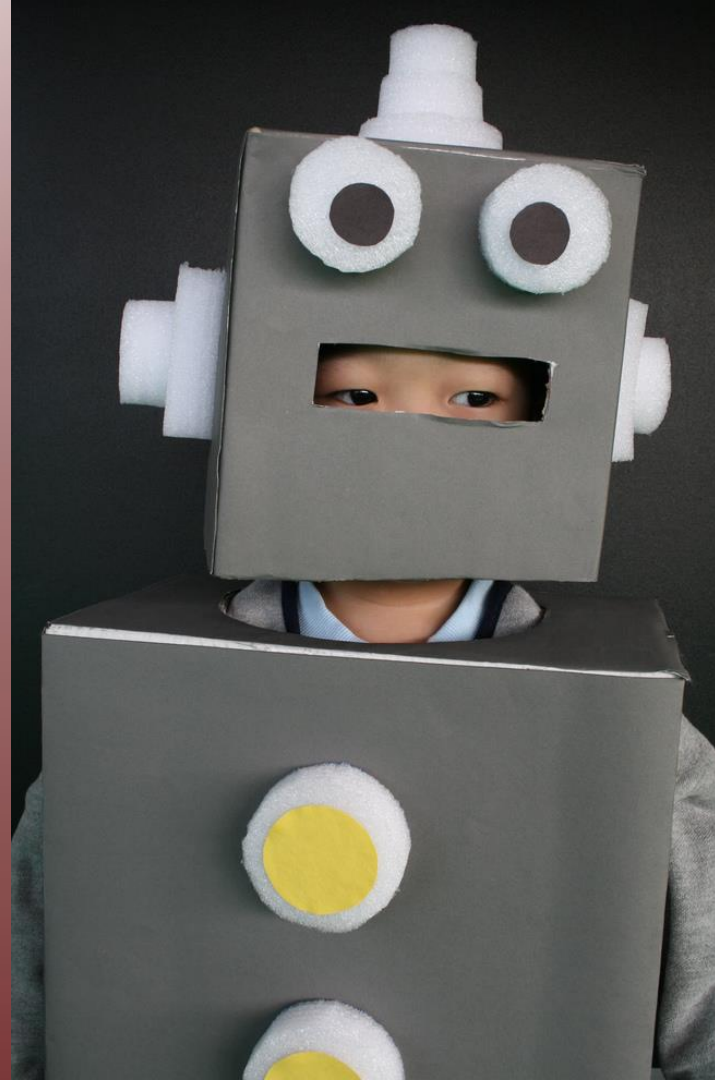


**WE USED SEO  
METRICS TO  
SUPPORT WEB  
PERFORMANCE  
OPTIMIZATION**



**WE USED SEO  
METRICS TO  
SUPPORT WEB  
PERFORMANCE  
OPTIMIZATION**

**MYTH:  
SEO IS FOR  
ROBOTS, NOT  
PEOPLE**







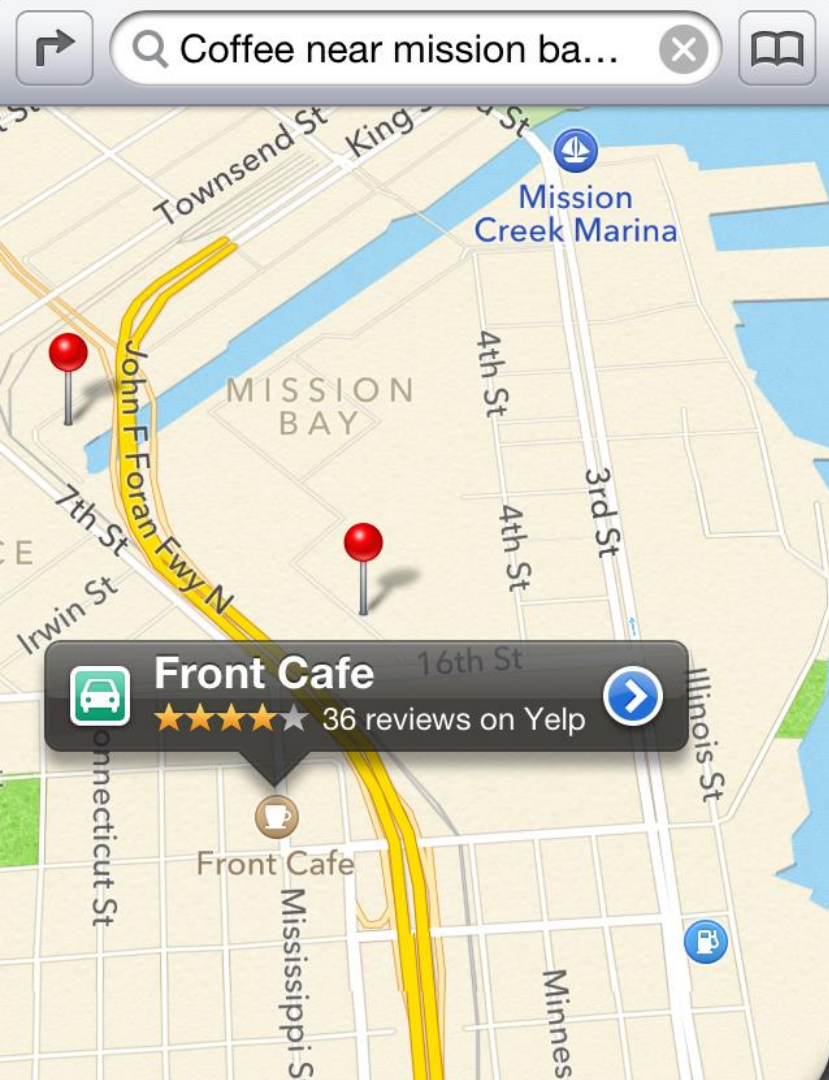
**REALITY:  
ROBOTS DON'T HAVE  
CREDIT CARDS. SO  
THEY'RE NOT OUR  
AUDIENCE.**



**BUT HUMANS  
DESIGN ROBOTS...**

**THERE'S PART OF  
US **INSIDE THEM.****





**ROBOTS ACT AS  
OUR PERSONAL  
WAYFINDING  
AGENTS.**



**WE USE THEM TO  
FIND THE THINGS  
THAT WE NEED.**

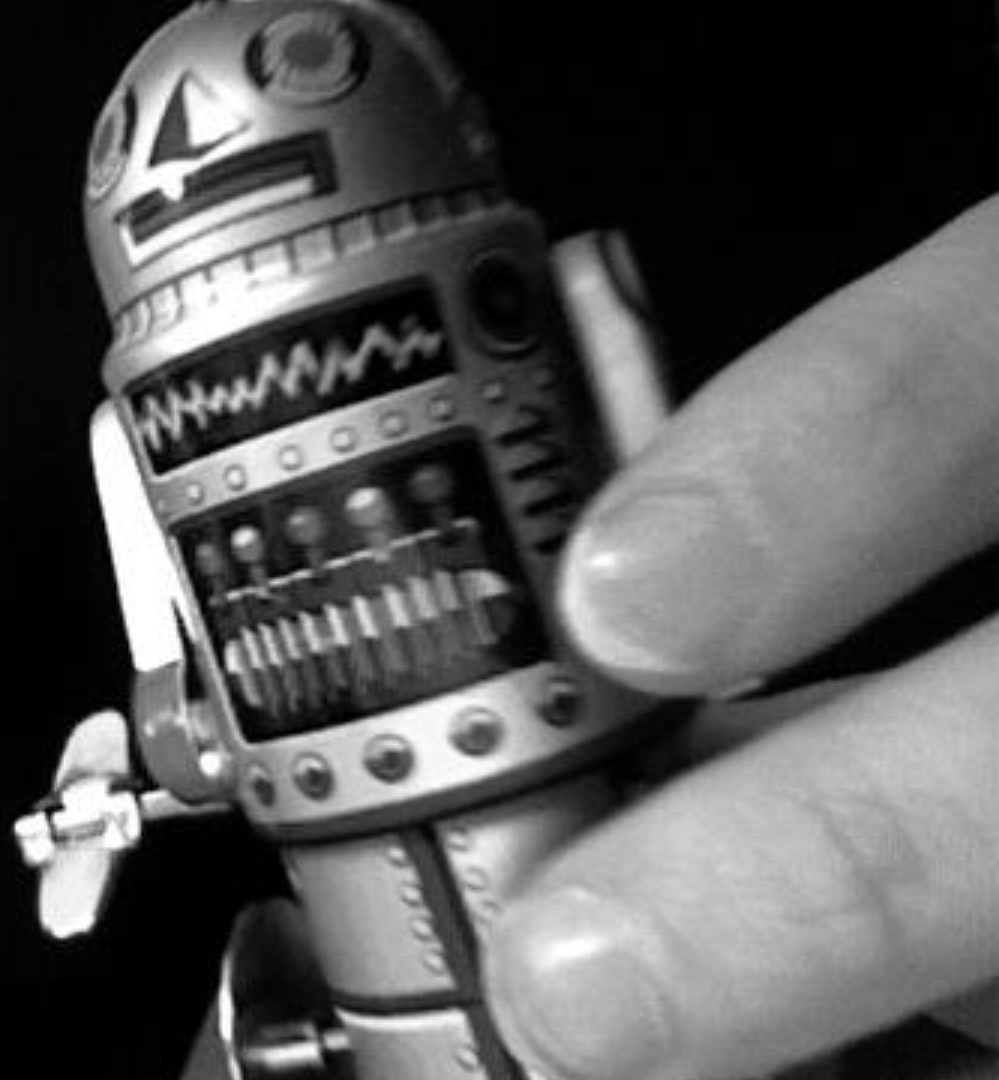
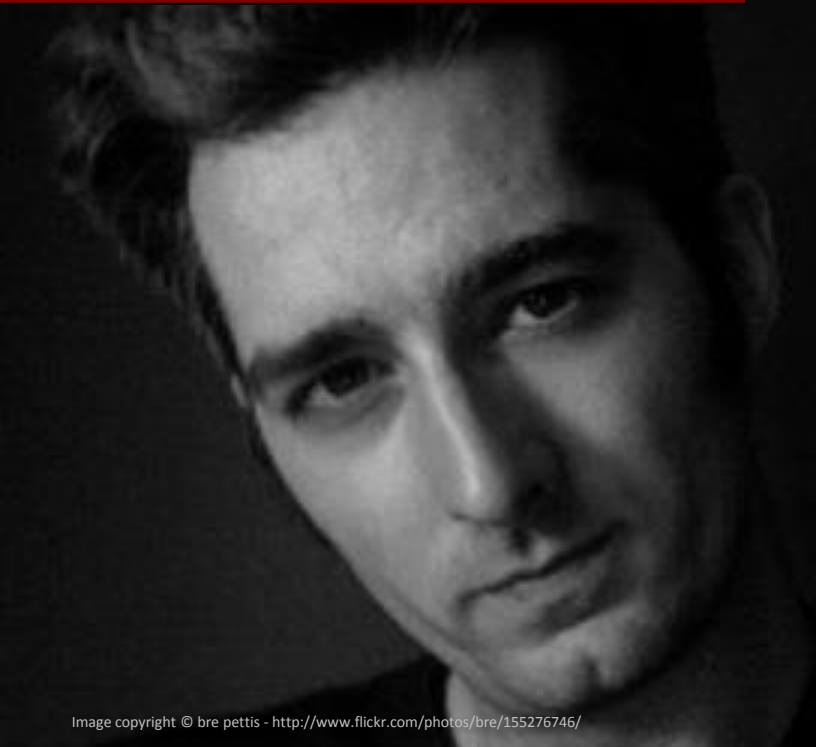


**WE USE THEM TO  
FIND THE THINGS  
THAT WE NEED.**



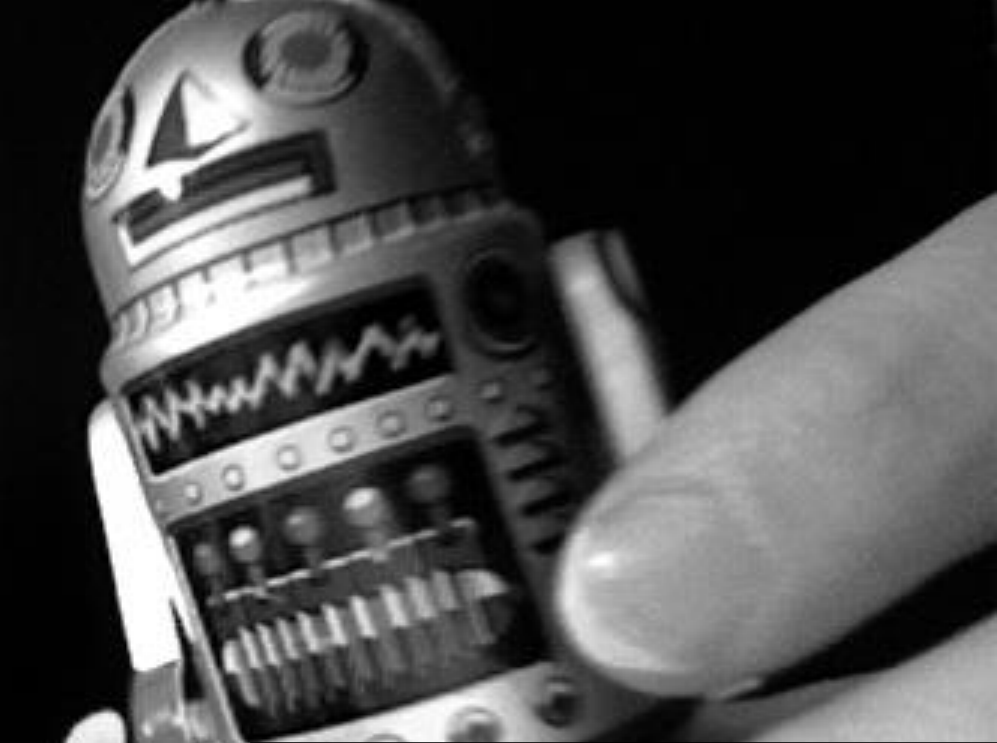


# DESIGN FOR REAL PEOPLE





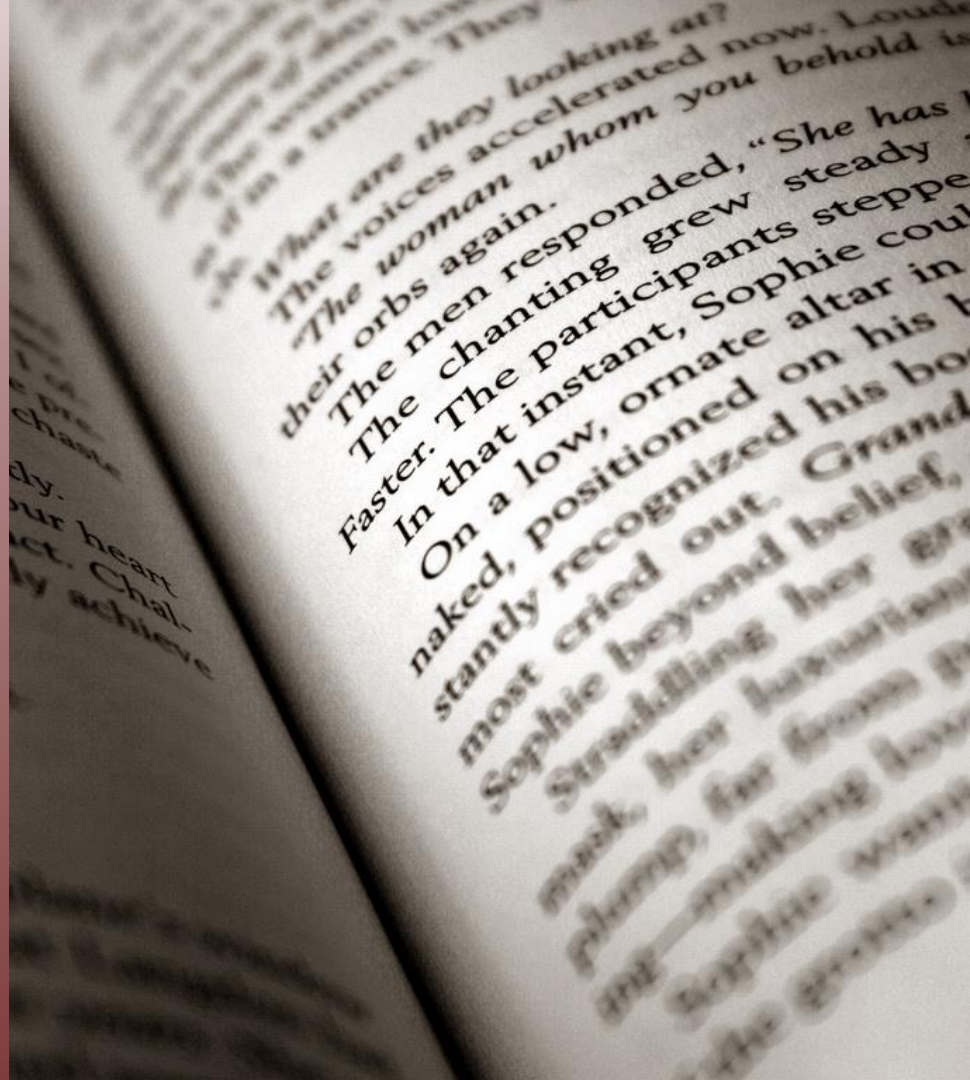
**DESIGN FOR  
REAL PEOPLE**



**ACCOUNT FOR  
THE ROBOTS**



MYTH:  
SEO IS  
JUST  
ABOUT  
TEXT



## Find keywords

Based on one or more of the following:

Word or phrase

Website

Category

Only show ideas closely related to my search terms [?](#)

[Advanced Options and Filters](#)

Locations:  Languages:  Devices:

[Search](#)

[Sign in with your AdWords login information to see the full set of ideas for this search.](#)

[About this data](#) [?](#)

[Download](#) | [View as text](#) | [Sorted by Global Monthly Searches](#) | [Columns](#)

[Save all](#) **Search terms (2)** 1 - 2 of 2

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> "tents"	High	1,220,000	550,000
<input type="checkbox"/> [tents]	High	90,500	33,100

[Save all](#) **Keyword ideas (100)** 1 - 50 of 100

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> "tent"	High	3,350,000	1,500,000
<input type="checkbox"/> "tents"	High	1,220,000	550,000
<input type="checkbox"/> "vango"	Low	246,000	12,100
<input type="checkbox"/> "outdoor clothing"	High	90,500	18,100
<input type="checkbox"/> [tents]	High	90,500	33,100
<input type="checkbox"/> "tent rentals"	High	74,000	60,500
<input type="checkbox"/> "tent trailer"	High	74,000	40,500
<input type="checkbox"/> "tent rental"	High	74,000	60,500
<input type="checkbox"/> "outdoor shop"	Low	60,500	2,900

REALITY:  
THE GOOGLE  
KEYWORD TOOL IS  
NOT AN EDITORIAL  
DICTATOR.

## Find keywords

Based on one or more of the following:

Word or phrase

Website

Category

Only show ideas closely related to my search terms [?](#)

[Advanced Options and Filters](#)

Locations:  Languages:  Devices:

[Search](#)

[Sign in](#) with your AdWords login information to see the full set of ideas for this search.

[About this data](#) [?](#)

[Download](#) [View as text](#) [Sorted by Global Monthly Searches](#) [Columns](#)

[Save all](#) **Search terms (2)** 1 - 2 of 2 [<](#) [>](#)

Keyword	Competition	Global Monthly Searches <a href="#">?</a>	Local Monthly Searches <a href="#">?</a>
<input type="checkbox"/> "tents" <a href="#">v</a>	High	1,220,000	550,000
<input type="checkbox"/> [tents] <a href="#">v</a>	High	90,500	33,100

[Save all](#) **Keyword ideas (100)** 1 - 50 of 100 [<](#) [>](#)

Keyword	Competition	Global Monthly Searches <a href="#">?</a>	Local Monthly Searches <a href="#">?</a>
<input type="checkbox"/> "tent" <a href="#">v</a>	High	3,350,000	1,500,000
<input type="checkbox"/> "tents" <a href="#">v</a>	High	1,220,000	550,000
<input type="checkbox"/> "vango" <a href="#">v</a>	Low	246,000	12,100
<input type="checkbox"/> "outdoor clothing" <a href="#">v</a>	High	90,500	18,100
<input type="checkbox"/> [tents] <a href="#">v</a>	High	90,500	33,100
<input type="checkbox"/> "tent rentals" <a href="#">v</a>	High	74,000	60,500
<input type="checkbox"/> "tent trailer" <a href="#">v</a>	High	74,000	40,500
<input type="checkbox"/> "tent rental" <a href="#">v</a>	High	74,000	60,500
<input type="checkbox"/> "outdoor shop" <a href="#">v</a>	Low	60,500	2,900

**KEYWORD VOLUME  
IS NO SUBSTITUTE  
FOR EDITORIAL  
GOVERNANCE.**



**WRITE FROM YOUR  
AUDIENCE'S NEEDS  
OUT, NOT FROM THE  
KEYWORDS IN.**



**KEYWORD RESEARCH CAN'T DO THIS.**



**DOLLARSHAVECLUB.COM**

SHAVE TIME. SHAVE MONEY.

**SEARCH ENGINES  
REWARD YOU FOR  
BUILDING BRANDS,  
NOT FOR USING  
KEYWORDS**





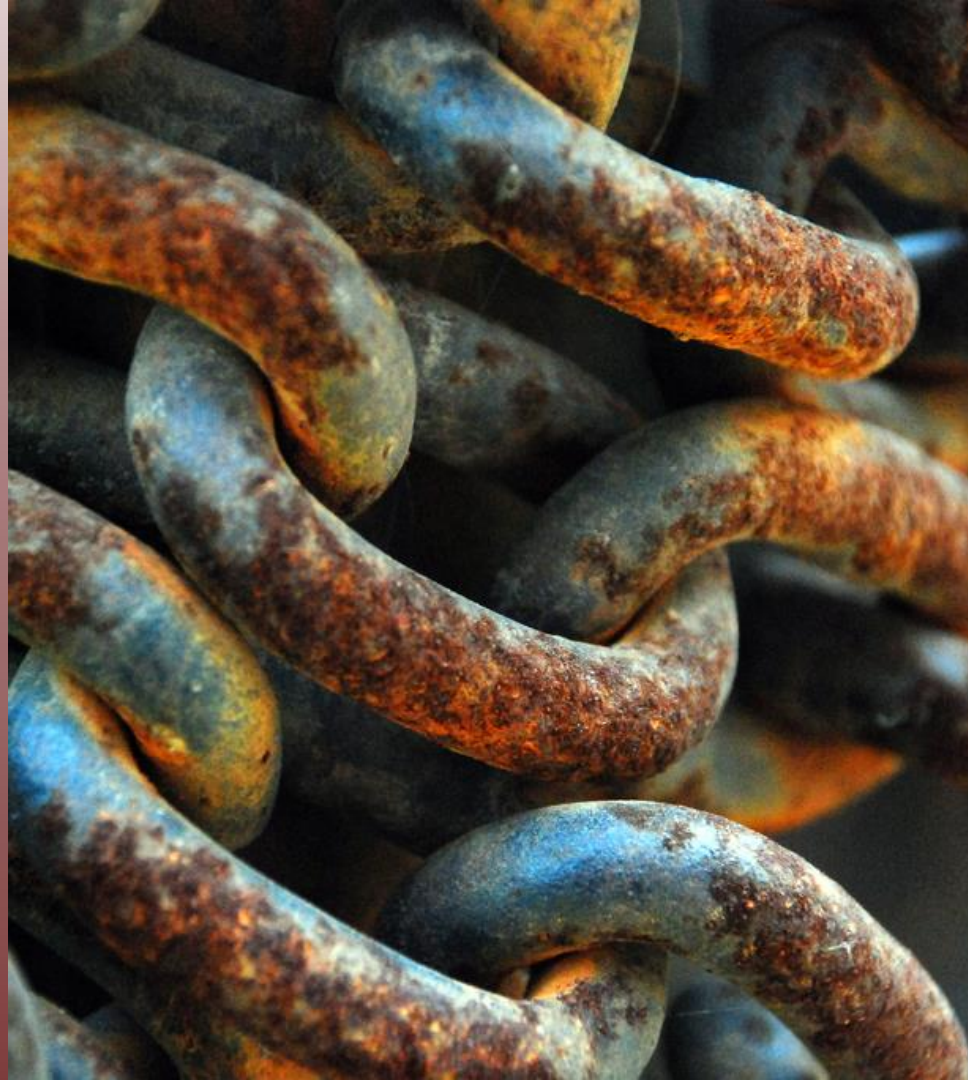
**DOLLARSHAVECLUB.COM**

SHAVE TIME. SHAVE MONEY.

**SEARCH ENGINES  
REWARD YOU FOR  
BUILDING BRANDS,  
NOT FOR USING  
KEYWORDS**

**THAT'S TWEET-WORTHY, YO!**

**MYTH:  
SEO IS  
JUST  
ABOUT  
LINKS**



http://

compare up to 5 sites

Domain Metrics:	Page Metrics:	Last index update: 10/6/12					
Domain Authority 90/100	Page Authority 92/100	Linking Root Domains 8,373	Total Links 111k	Facebook Shares 2,989	Facebook Likes 1,873	Tweets 3,430	Google +1 771

Support

[Inbound Links](#) | [Top Pages](#) | [Linking Domains](#) | [Anchor Text](#) | [Compare Link Metrics](#) | [Advanced Reports](#)

**Page Specific Metrics:** See which metrics are affecting the pages on your site.

	www.rei.com	www.amazon.com	www.zappos.com	www.ebay.com	www.overstock.com
Page Authority:	92	97	91	96	90
Page MozRank:	6.91	7.93	6.89	7.58	6.44
Page MozTrust:	6.64	6.74	6.36	6.74	6.31
Internal Followed Links:	24,085	33,162	188,246	48,302	64,037
External Followed Links:	79,467	1,933,352	185,055	1,048,603	52,532
Total Internal Links:	24,088	33,336	217,410	49,126	64,147
Total External Links:	87,076	2,083,555	191,513	1,125,439	55,818
Total Links:	111,164	2,116,891	408,923	1,174,565	119,965
Followed Linking Root Domains:	7,946	122,971	10,532	62,527	7,059
Total Linking Root Domains:	8,373	132,494	11,430	66,900	7,839
Linking C Blocks:	4,310	37,987	5,492	22,056	3,970
<ul style="list-style-type: none"> <li>Followed Links vs Notfollowed Links</li> <li>Internal Links vs External Links</li> </ul>					
Times Shared on Facebook:	2,989	82,586	5,580	19,325	5,059
Facebook Likes:	1,873	27,578	4,764	7,387	3,943
Times Shared on Twitter:	3,430	1,406,994	29,824	57,729	27,188
Times Shared on Google +1:	771	324,578	3,581	366,719	999
Total Social Shares:	7,190	1,814,158	38,985	443,773	33,246

**Subdomain Metrics:** See which metrics are affecting the subdomains on your site.

REALITY:  
GOOD LINKS ARE  
IMPORTANT, BUT  
GOOD EXPERIENCES  
ARE ESSENTIAL.

## Suddenly everyone wants New Yorker style content. Only one catch: Who is going to write it?

[← Previous](#)[Next →](#)

One of our most popular stories all week has been David Holmes's report about how Tumblr wants to pay for journalism. And not just cat pictures, re-written press releases, or 300 word snark-fests by junior reporters paid \$12 a post. This isn't another content farm. They want real, actual New Yorker-style long form journalism.

This is great news....mostly.

For a long time, I've said that I thought the reason journalism was reeling was its own fault. Daily papers had a *de facto* monopoly — on news, classifieds, movie listing, stock quotes, sports

**NEED TO BUILD  
LINKS? START BY  
BUILDING OUT  
GREAT CONTENT.**

**MYTH:**  
**YOU HAVE  
TO BUY  
LINKS**





## Content guidelines

Site title and description

Blocking Google ▶

International ▶

Mobile ▶

Images and video ▶

Pagination

Meta tags

About rel="canonical"

rel="nofollow"

Canonicalization

Author information in  
search resultsLink your content to a  
Google+ profile using  
rel="author"Automatically generated  
content

Sneaky redirects

Doorway pages

## Link schemes

Your site's ranking in Google search results is partly based on analysis of those sites that link to you. The quantity, quality, and relevance of links influences your ranking. The sites that link to you can provide context about the subject matter of your site, and can indicate its quality and popularity.

Any links intended to manipulate a site's ranking in Google search results may be considered part of a link scheme. This includes any behavior that manipulates links to your site, or outgoing links from your site. Manipulating these links may affect the quality of our search results, and as such is a violation of Google's [Webmaster Guidelines](#).

The following are examples of link schemes which can negatively impact a site's ranking in search results:

- Buying or selling links that pass [PageRank](#). This includes exchanging money for links, or posts that contain links; exchanging goods or services for links; or sending someone a "free" product in exchange for them writing about it and including a link
- Excessive link exchanging ("Link to me and I'll link to you")
- Linking to web spammers or unrelated sites with the intent to manipulate PageRank
- Building partner pages exclusively for the sake of cross-linking
- Using automated programs or services to create links

# REALITY: THIS IS FINALLY NO LONGER TRUE.





# **GOOGLE'S PENGUIN UPDATES PENALIZE MOST PAID LINKS**

About 158,000 results (0.42 seconds)

[Buy 1000 x PR6 Backlinks \(Permanent\) On 1000 Different Domains ...](#)

[www.warriorforum.com](#) > ... > [Warrior Special Offers Forum](#)

19 Apr 2012 – WHAT ARE YOU SELLING ? I am selling 1000 x **PR6 backlinks** (permanent) on 1000 different domains and Class C IP addresses. These are ...

- [Buy 1111 x PR6-PR5 Backlinks \(Permanent\) On 1111 ...](#) - 9 posts - 8 Sep 2012
- [Looking to Buy Contextual/Guest Blog Backlinks PR2-PR6](#) - 2 posts - 7 Sep 2012
- [Buy 30,000 EDU Backlinks & 900 EDU PR6 PR5 PR4 ...](#) - 34 posts - 1 May 2012
- [How I got a free PR6 backlink \[VIDEO\]](#) - 19 posts - 9 Dec 2009

[More results from warriorforum.com »](#)

[What are backlinks - How to get Tumblr PR6 Backlinks - YouTube](#)



[www.youtube.com/watch?v=-4T5jeU7Ppw](#)

15 Nov 2011 - 8 min - Uploaded by thelondonseoexpert

Click Here: <http://seoexpertsacademy.co.uk/seo-expert/what-are-backlinks-pr6-backlinks-to-get-your-Tumblr-...>

[Powerful SEO Software - Backlink Profit Monster - YouTube](#)



[www.youtube.com/watch?v=wpAbI7y9bgs](#)

23 Jun 2011 - 21 sec - Uploaded by maegantutterow

**buy pr6 backlinks** buy pr5 backlinks backlink service review cheap backlinking backlink bully backlinking tips ...

[More videos for buy pr6 backlinks »](#)

[PR6BACKLINKS](#)

[www.pr6backlinks.com/](#)

Get High PageRank **Backlinks** at Low Price - pagerank 6 **backlinks**. pagerank7 **backlinks**. pagerank 5 **backlinks**. high pr **backlinks**. pagerank 5 **backlinks** ...

[Pagerank 6 backlinks, PR6 backlinks, buy / purchase, build PR6 ...](#)

[www.thebacklinkbooster.com/page-rank-6-backlinks](#)

Pagerank 6 **backlinks**. **Buy / purchase** or build PR 6 / pagerank 6 **backlinks** and boost your search engine ranking. Page rank 6 **backlinks** provide a great boost ...

[Powerful High PR Backlinks](#)

[www.high-pr-backlink.com/](#)

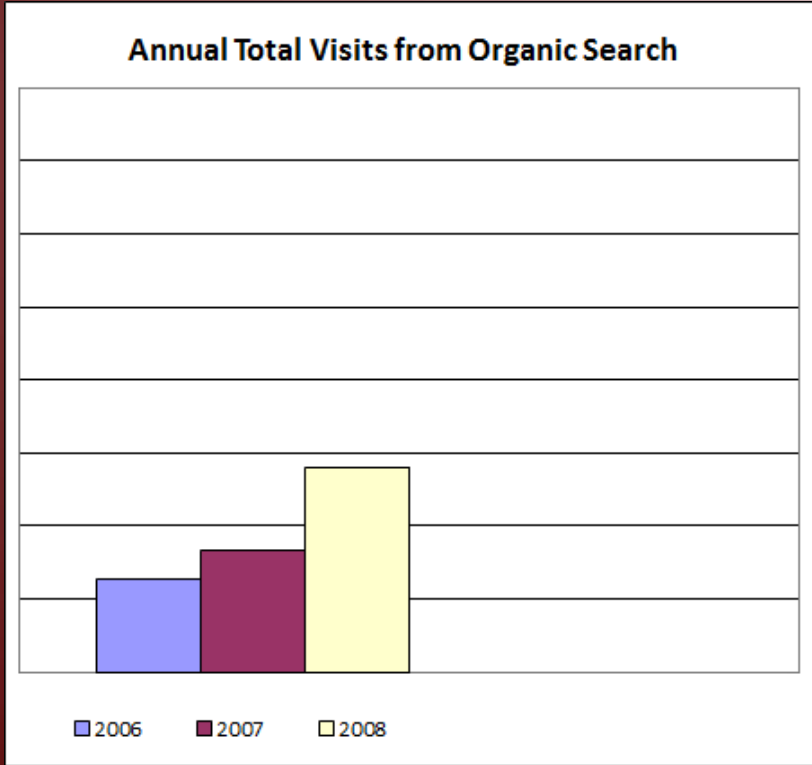
If you can **get** PR3, PR4 even PR5 and **PR6 backlinks**, why waste your time and money for building low PR backlinks? Yes, even a backlink from n/a PR page IS ...

...BUT IT DOESN'T  
HELP THAT LINK  
SELLERS ARE STILL  
IN THE INDEX.

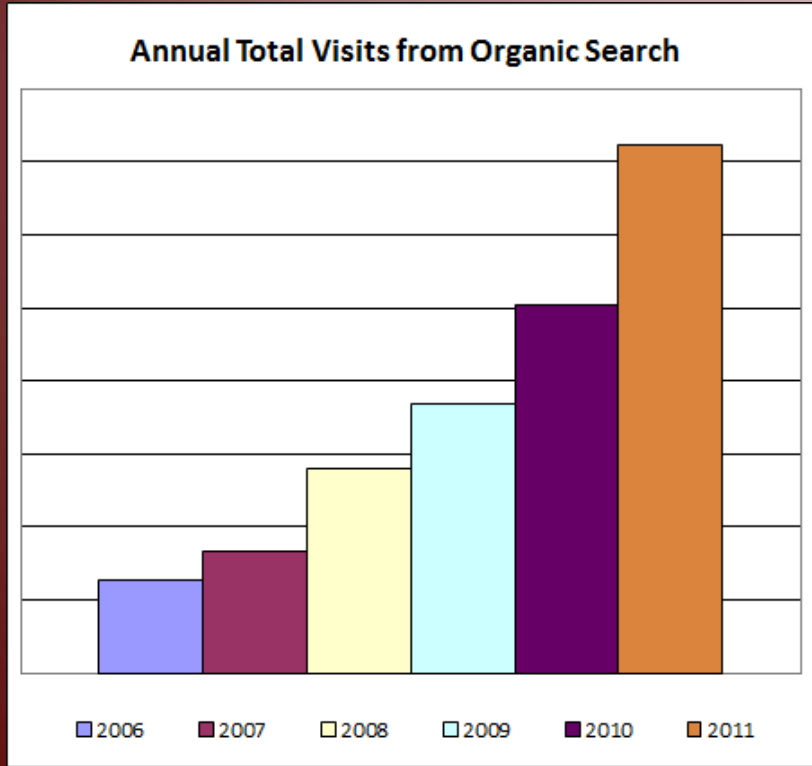
MYTH:

SEO IS  
DEAD

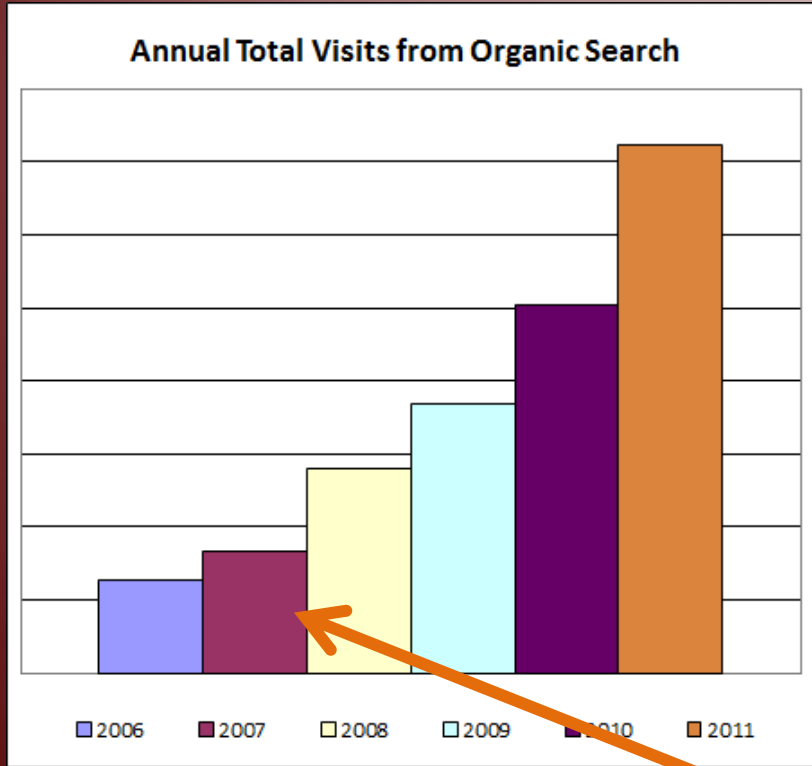




**REALITY:  
BELIEVE WHAT YOU  
LIKE...**



**REALITY:**  
**BELIEVE WHAT YOU**  
**LIKE... BUT I'LL**  
**BELIEVE THE DATA.**



**REALITY:  
BELIEVE WHAT YOU  
LIKE... BUT I'LL  
BELIEVE THE DATA.**

**OUR EARLY INVESTMENT  
IN SEO REALLY PAID OFF!**



# STOP

**BELIEVING THE  
MYTHS.**





**SEO WORKS BEST  
WHEN IT'S BUILT  
INTO CONTENT  
STRATEGY**



# **SEO WORKS BEST WHEN IT'S BUILT INTO CONTENT STRATEGY**

**YES, SEO IS THE  
CAN OPENER.**



# 4 WAYS TO BUILD SEO INTO YOUR CONTENT STRATEGY WORK





# 1. CONTENT AUDITING



# **CONTENT AUDIT [ 1/4 ]**

**Include traffic and conversion metrics – not rank**





## **CONTENT AUDIT [ 2/4 ]**

**Audit for metadata formats, not just <meta> content**

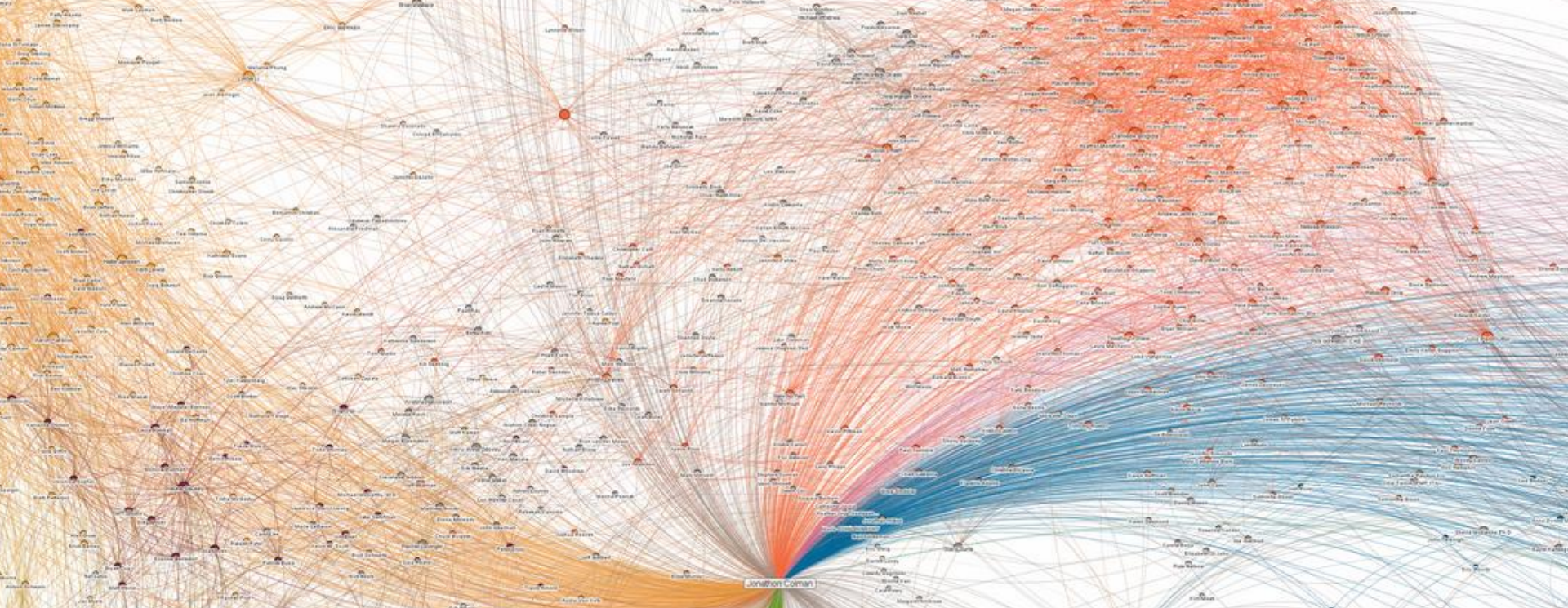




## **CONTENT AUDIT [ 3/4 ]**

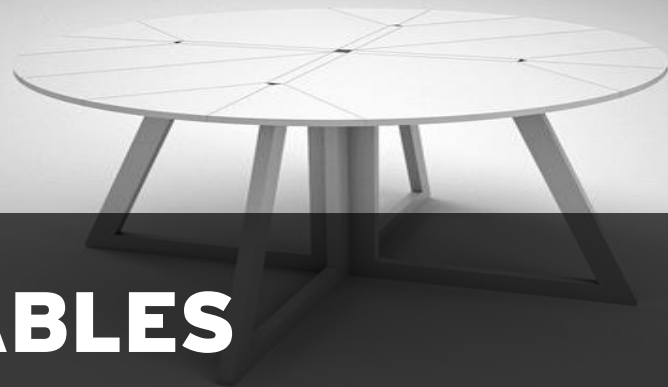
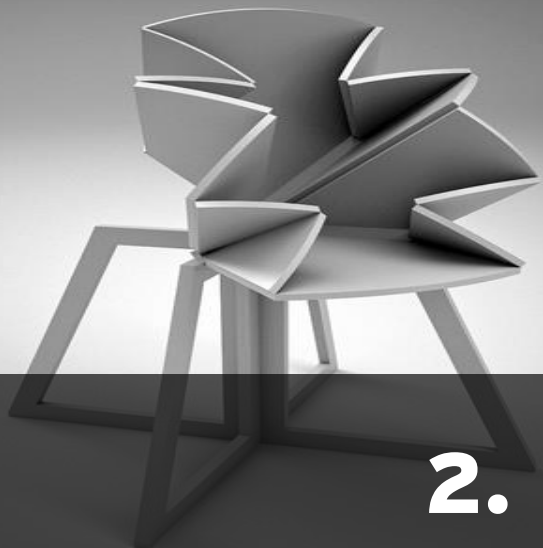
**Don't waste your time with <meta> keywords**





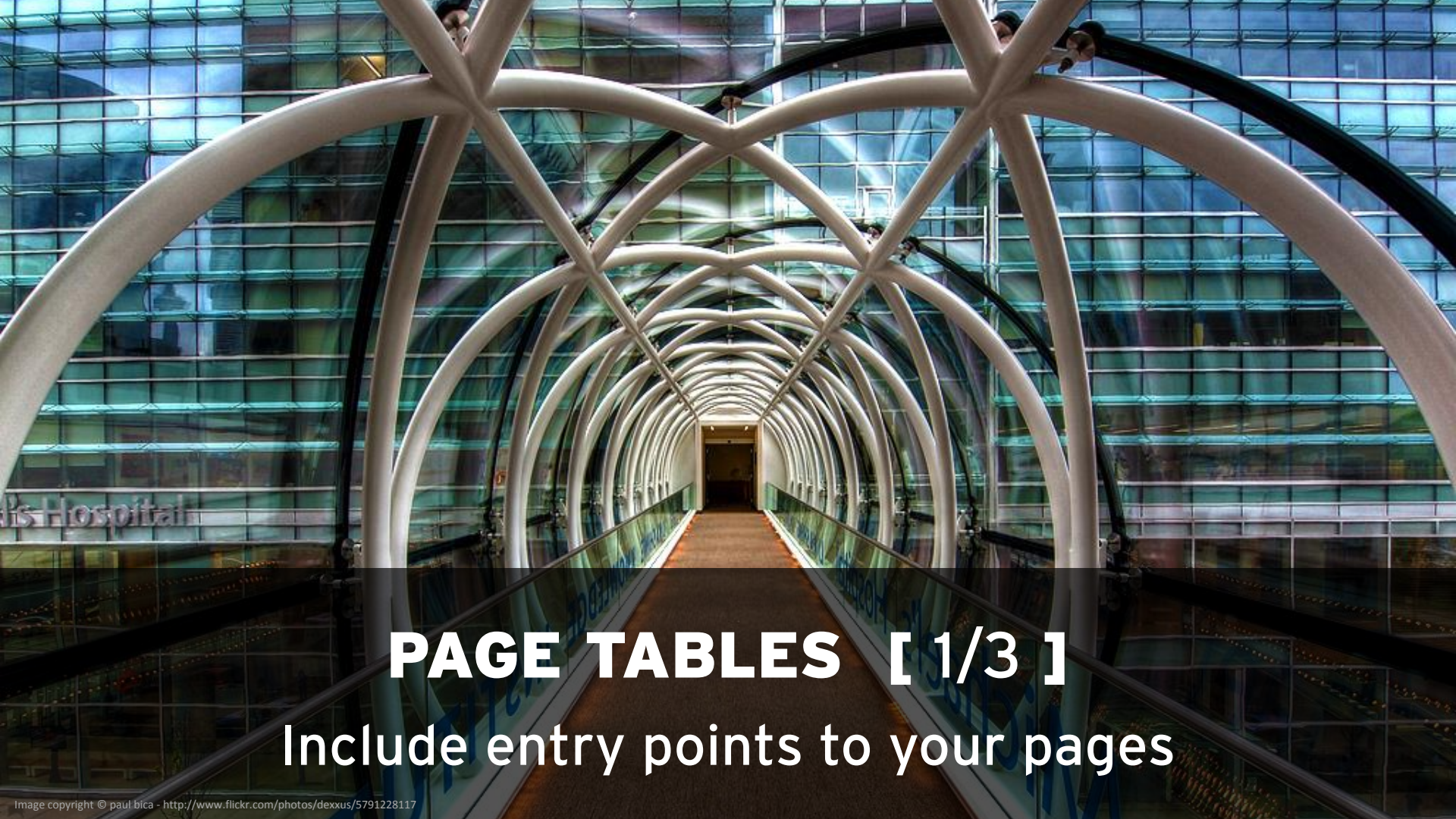
# CONTENT AUDIT [ 4/4 ]

Include competitive link-graph and social-graph data



## 2. PAGE TABLES





# **PAGE TABLES [ 1/3 ]**

**Include entry points to your pages**





## **PAGE TABLES [ 2/3 ]**

**Review content experience on all page entry points**

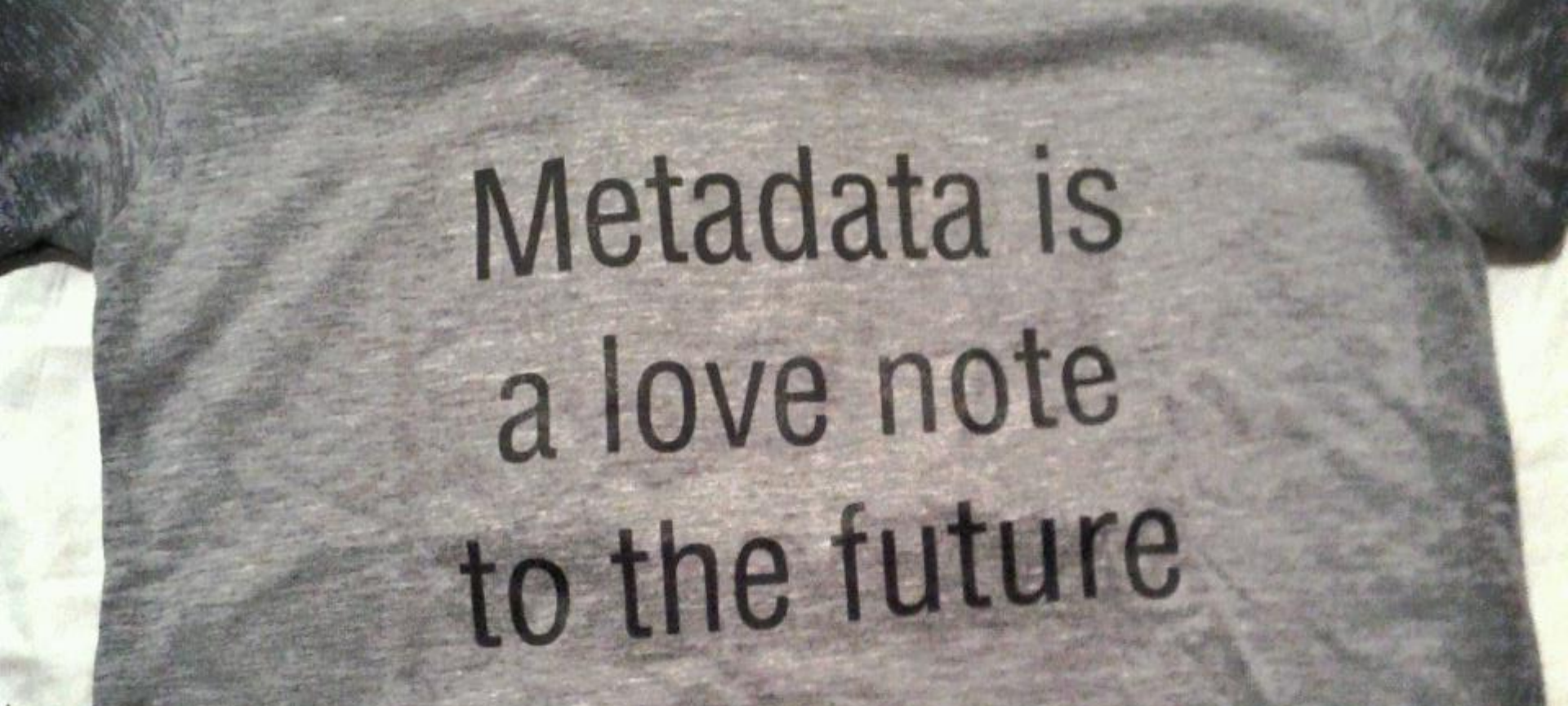




Mind the gap

**PAGE TABLES [ 3/3 ]**

**Add competitor details, analyze any experience gaps**



Metadata is  
a love note  
to the future

### **3. METADATA STRATEGY**



3076

Grabill, J C H , photographer

Photographs made between 1888 and 1891 of cattle ranching, Indians, U.S. Army groups, mining towns, geological phenomena, bull trains, stage coaches, etc. in and near Deadwood, Hot Springs and Sturgis, South Dakota, Colorado and Wyoming. Round-up, lassoing buffalo, hostile Indian camps, portraits, Chinese hose company, IOOF parade, interior of gold mill, railroads, "Buffalo Bill" Cody, beef issue, etc.

Approx. 100 photographs deposited for copyright.

## METADATA STRATEGY [ 1/3 ]

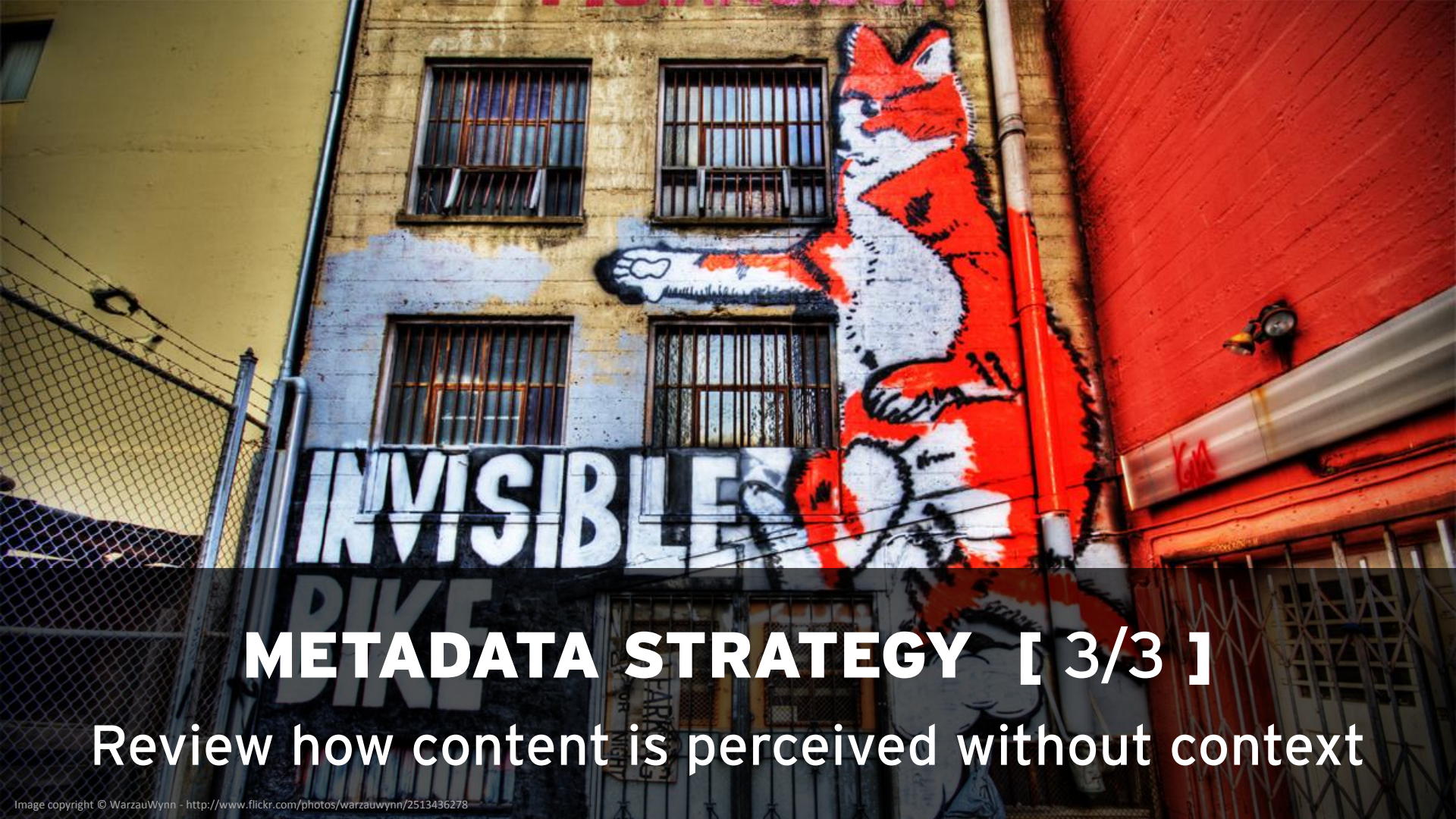
Move beyond <META> content into actual metadata



# METADATA STRATEGY [ 2/3 ]

Common formats: FB OpenGraph, Schema.org, RDFa





## **METADATA STRATEGY [ 3/3 ]**

**Review how content is perceived without context**





# 4. GOVERNANCE





## **GOVERNANCE [ 1/4 ]**

**Document and socialize your standards**



## **GOVERNANCE [ 2/4 ]**

**Follow-up with a bold accountability model**





1st

## GOVERNANCE [ 3/4 ]

Incentivize staff to support your standards





## **GOVERNANCE [ 4/4 ]**

**Incentivize management to support their teams**



# 6 TOOLS

FOR MEASURING

SEO TO INFORM

YOUR CONTENT

STRATEGY



DO NOT  
DUPLICATE

**CHALLENGE: DUPLICATE CONTENT**



## HTML Improvements Last updated Feb 4, 2013

Addressing the following may help your site's user experience and performance.

Meta description	Pages
<a href="#">Duplicate meta descriptions</a>	3,561
Long meta descriptions	0
<a href="#">Short meta descriptions</a>	31
Title tag	Pages
<a href="#">Missing title tags</a>	34
<a href="#">Duplicate title tags</a>	4,119
Long title tags	0
Short title tags	0
Non-informative title tags	0
Non-indexable content	Pages
We didn't detect any issues with non-indexable content on your site.	

# 1. GOOGLE WEBMASTER TOOLS

[google.com/webmasters/tools](http://google.com/webmasters/tools)

HTML Improvements Last updated

[SIGN UP HERE!](#)

Addressing the following may help your site's user experience and performance.

Meta description	Pages
<a href="#">Duplicate meta descriptions</a>	3,561
<a href="#">Long meta descriptions</a>	0
<a href="#">Short meta descriptions</a>	31
Title tag	Pages
<a href="#">Missing title tags</a>	34
<a href="#">Duplicate title tags</a>	4,119
<a href="#">Long title tags</a>	0
<a href="#">Short title tags</a>	0
<a href="#">Non-informative title tags</a>	0
Non-indexable content	Pages
We didn't detect any issues with non-indexable content on your site.	

# 1. GOOGLE WEBMASTER TOOLS

[google.com/webmasters/tools](https://google.com/webmasters/tools)



## Structured Data Testing Tool

URL

HTML

<http://www.overstock.com/Office-Supplies/Office-Star-Professional-Air-Grid-Deluxe-Task-Chair>

PREVIEW

Products

Google search results

Google Custom Search

### Preview

[Office Star Professional Air Grid Deluxe Task Chair | Overstock.com](#)

[www.overstock.com](#) › ... › [Ergonomic Chairs](#)

★★★★★ Rating: 4.6 - 184 reviews - \$189.99

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

# 2. GOOGLE RICH SNIPPETS TESTING TOOL

Author

[google.com/webmasters/tools/richsnippets](http://google.com/webmasters/tools/richsnippets)

Page does not contain authorship markup. [Learn more](#)

[GET STARTED HERE!](#)

URL

HTML

<http://www.overstock.com/Office-Supplies/Office-Star-Professional-Air-Grid-Deluxe-Task-Chair>

PREVIEW

Products

Google search results

Google Custom Search

## Preview

Office Star Professional Air Grid Deluxe Task Chair | Overstock.com

[www.overstock.com](http://www.overstock.com) > ... > Ergonomic Chairs

★★★★★ Rating: 4.6 - 184 reviews - \$189.99

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

# 2. GOOGLE RICH SNIPPETS TESTING TOOL

Author

[google.com/webmasters/tools/richsnippets](http://google.com/webmasters/tools/richsnippets)

Page does not contain authorship markup. [Learn more](#)





**CHALLENGE: WHO'S LINKING? WHERE?**



http://

Search

+ compare up to 5 sites

Domain Metrics:

Page Metrics:

Last index update: 1/25/13

Domain Authority	Page Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
100/100	97/100	93,211	2.72m	98,971	51,719	5.32m	10,453

Support

- Inbound Links
- Top Pages
- Linking Domains
- Anchor Text
- Compare Link Metrics
- Advanced Reports

- Page Specific Metrics: See which metrics are affecting the pages on your site.

	www.cnn.com	www.nbcnews.com	www.foxnews.com	www.comedycentral.com	+ Add URL
Page Authority:	97	96	96	93	--
Page MozRank:	7.43	7.32	6.96	6.54	--
Page MozTrust:	6.75	6.51	6.46	6.63	--
Internal Followed Links:	326	67	17	17	--
External Followed Links:	2,427,259	1,038,376	1,198,996	119,680	--
Total Internal Links:	201,550	2,679	160,176	28,991	--
Total External Links:	2,514,958	1,012,368	1,283,052	132,597	--
Total Links:	2,716,486	1,108,067	1,443,208	161,588	--

# 3. SEOmoz OPEN SITE EXPLORER

opensiteexplorer.org



GET A GREAT TUTORIAL HERE!

http://

Search

compare up to 5 sites

Domain Metrics:

Page Metrics:

Last index update: 1/25/13

Domain Authority	Page Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
100/100	97/100	93,211	2.72m	98,971	51,719	5.32m	10,453

Support

- Inbound Links
- Top Pages
- Linking Domains
- Anchor Text
- Compare Link Metrics
- Advanced Reports

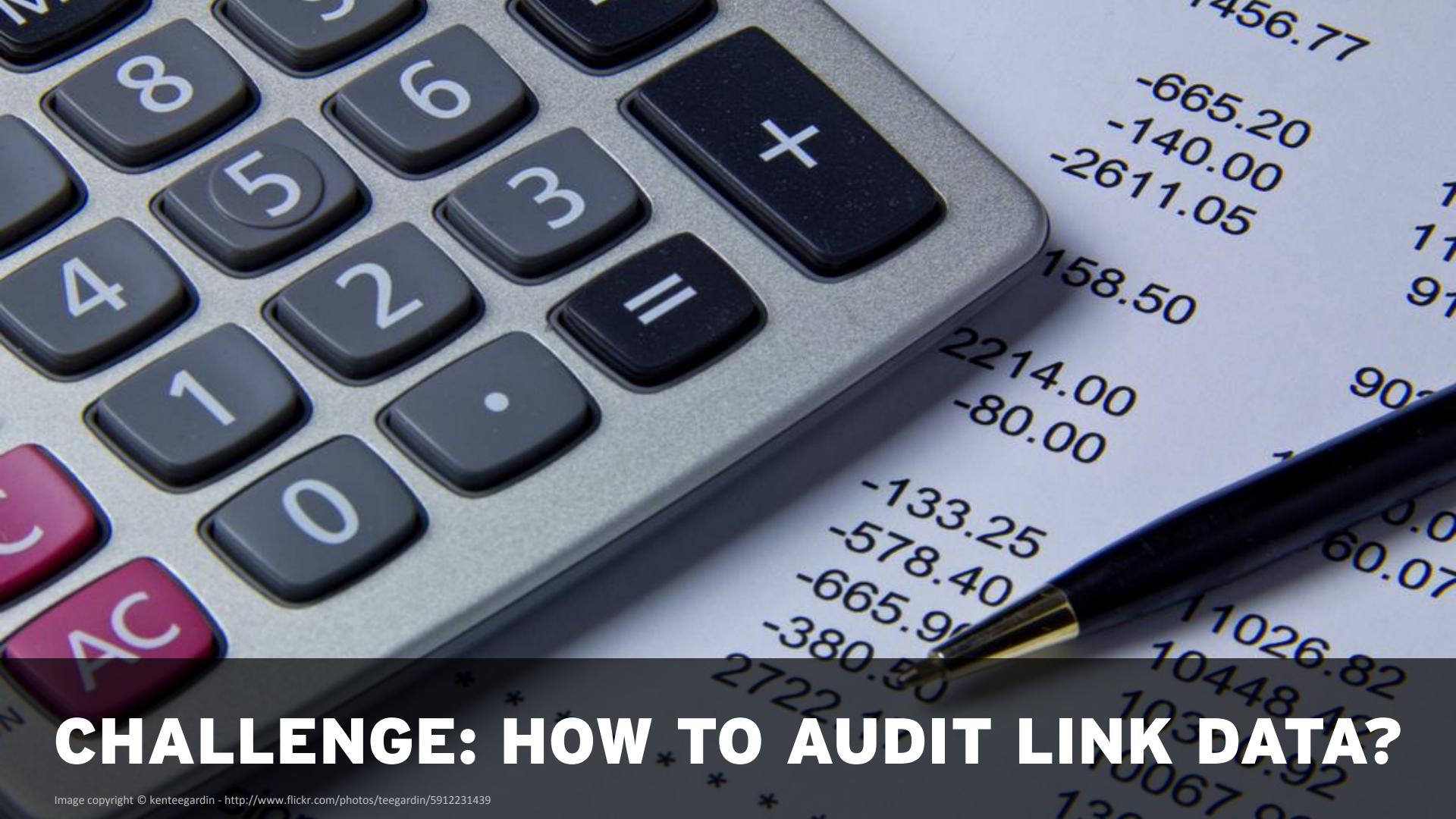
Page Specific Metrics: See which metrics are affecting the pages on your site.

	www.cnn.com	www.nbcnews.com	www.foxnews.com	www.comedycentral.com	+ Add URL
Page Authority:	97	96	96	93	--
Page MozRank:	7.43	7.32	6.96	6.54	--
Page MozTrust:	6.75	6.51	6.46	6.63	--
Internal Links:	326	67	17	17	--
External Followed Links:	2,427,259	1,038,376	1,198,996	119,680	--
Total Internal Links:	201,550	2,679	160,176	28,991	--
Total External Links:	2,514,938	1,012,308	1,283,052	132,597	--
Total Links:	2,716,486	1,108,067	1,443,208	161,588	--

# 3. SEOmoz OPEN SITE EXPLORER

opensiteexplorer.org





# CHALLENGE: HOW TO AUDIT LINK DATA?



http://

No. Results:

Links from

Show

Scope

Link metrics for the page: <http://seogadget.co.uk/>

Page Authority	Linking Root Domains to Page	Domain Authority	Total Links to Page
<b>68</b>	<b>728</b>	<b>62</b>	<b>8534</b>

Link Anchor Text	DA	Link Title	Linking URL	PA
SEOGadget	94	2011 Search Engine Ranking Factors   SEOMoz	<a href="http://www.seomoz.org/article/search-ranking-factors">www.seomoz.org/article/search-ranking-factors</a>	91
SEO Gadget	93		<a href="http://searchengineland.com/guide/what-is-seo">searchengineland.com/guide/what-is-seo</a>	87
SEO GadgetDigitalustardfeedburner.com	98	Online Marketing Blog	<a href="http://feeds.feedburner.com/OnlineMarketingSEOBlog">feeds.feedburner.com/OnlineMarketingSEOBlog</a>	84
Rich Baxter	94	Xenu's Link Sleuth - More Than Just A Broken Links Finder   SEOMoz	<a href="http://www.seomoz.org/blog/xenu-link-sleuth-more-than-just-a-broken-links-finder">www.seomoz.org/blog/xenu-link-sleuth-more-than-just-a-broken-links-finder</a>	76
Richard Baxter	94	Using Social Media to Get Ahead of Search Demand   SEOMoz	<a href="http://www.seomoz.org/blog/using-social-media-to-get-ahead-of-search-demand">www.seomoz.org/blog/using-social-media-to-get-ahead-of-search-demand</a>	75
seogadget.co.uk/	94	Richard Baxter, CEO: SEOGadget.co.uk Member Profile   SEOMoz	<a href="http://www.seomoz.org/users/profile/44209">www.seomoz.org/users/profile/44209</a>	75
SEOGadget	94	Keyword Research - Using Categories to Make Your Process More	<a href="http://www.seomoz.org/blog/keyword-research-using-categories">www.seomoz.org/blog/keyword-research-using-categories</a>	74
SEOGadgetvares.cdn.seomoz.org/img/pro	94	Advanced Google Analytics - Tips and Tricks   SEOMoz	<a href="http://www.seomoz.org/blog/advanced-google-analytics-tips-and-tricks">www.seomoz.org/blog/advanced-google-analytics-tips-and-tricks</a>	73
SEOGadgetoads.pagedgifts.FlatSiteArchite	94	Successful Site Architecture for SEO [SES London 2011]   SEOMoz	<a href="http://www.seomoz.org/blog/site-architecture-for-seo">www.seomoz.org/blog/site-architecture-for-seo</a>	72
SEOGadget	94	How to Get Search Volume Data Straight into Excel   Mozcon Debr	<a href="http://www.seomoz.org/blog/search-volume-data-excel">www.seomoz.org/blog/search-volume-data-excel</a>	72
SEOGadget	94	How To Make Awesome Ranking Charts With Excel Pivot Tables   S	<a href="http://www.seomoz.org/blog/how-to-make-awesome-ranking-charts">www.seomoz.org/blog/how-to-make-awesome-ranking-charts</a>	71
SEOGadget	83	Top UK Internet Marketing Blogs 2012	<a href="http://www.toprankblog.com/2012/04/top-uk-internet-marketing-blogs-2012/">www.toprankblog.com/2012/04/top-uk-internet-marketing-blogs-2012/</a>	69
Rich Baxter	94	10 Software Tools for SEO	<a href="http://www.milledigital.com/excel-for-seo/">www.milledigital.com/excel-for-seo/</a>	68
SEOGadget	94	Used Out of Context: The "Panoramic" View of Your Ranking	<a href="http://www.seomoz.org/blog/used-out-of-context-the-panoramic-view-of-your-ranking">www.seomoz.org/blog/used-out-of-context-the-panoramic-view-of-your-ranking</a>	68
SEOGadget	94	Schema.org - A New Approach to Structured Data for SEO   SEOMoz	<a href="http://www.seomoz.org/blog/schemaorg-a-new-approach-to-structured-data-for-seo">www.seomoz.org/blog/schemaorg-a-new-approach-to-structured-data-for-seo</a>	68
SEO agency	88	Server Headers 101 (Infographic)	<a href="http://sixrevisions.com/infographics/server-headers-101/">sixrevisions.com/infographics/server-headers-101/</a>	67
SEO Gadget	94	SEO Tips for Link Builders   SEOMoz	<a href="http://www.seomoz.org/blog/what-are-your-best-tips-for-link-builders">www.seomoz.org/blog/what-are-your-best-tips-for-link-builders</a>	67
SEOGadget	94	5 SEO Tactics to Explore in 2011   SEOMoz	<a href="http://www.seomoz.org/blog/5-seo-tactics-to-explore-in-2011">www.seomoz.org/blog/5-seo-tactics-to-explore-in-2011</a>	67
Richard Baxter	94	35 UK Online Marketing Blogs - Which Are the Best?	<a href="http://www.toprankblog.com/2011/02/uk-internet-marketing-blogs-2011/">www.toprankblog.com/2011/02/uk-internet-marketing-blogs-2011/</a>	67
SEO Gadget	83		<a href="http://www.seomoz.org/blog/5-seo-tactics-to-explore-in-2011">www.seomoz.org/blog/5-seo-tactics-to-explore-in-2011</a>	66
SEOGadget	65	Digital Marketing Blog: iCrossing UK - Search Marketing	<a href="http://connect.icrossing.co.uk">connect.icrossing.co.uk</a>	65

# 4. SEOGADGET LINKS API EXT. FOR EXCEL

[seogadget.com/tools/links-api-extension-for-excel](http://seogadget.com/tools/links-api-extension-for-excel)

http://

No. Results:

Links from

Show

Scope

Link metrics for the page: <http://seogadget.co.uk/>

Page Authority	Linking Root Domains to Page	Domain Authority	Total Links to Page
68	728	62	8534

Link Anchor Text	DA	Link Title	Linking URL	PA
SEOGadget	94	2011 Search Engine Ranking Factors   SEOMoz	<a href="http://www.seomoz.org/article/search-ranking-factors">www.seomoz.org/article/search-ranking-factors</a>	91
SEO Gadget	93		<a href="http://searchengineland.com/guide/what-is-seo">searchengineland.com/guide/what-is-seo</a>	87
SEO GadgetDigitalustardfeedburner.com	98	Online Marketing Blog	<a href="http://feeds.feedburner.com/OnlineMarketingSEOBlog">feeds.feedburner.com/OnlineMarketingSEOBlog</a>	84
Rich Baxter	94	Xenu's Link Sleuth - More Than Just A Broken Links Finder   SEOMoz	<a href="http://www.seomoz.org/blog/xenu-link-sleuth-more-than-just-a-broken-links-finder">www.seomoz.org/blog/xenu-link-sleuth-more-than-just-a-broken-links-finder</a>	76
Richard Baxter	94	Using Social Media to Get Ahead of Search Demand   SEOMoz	<a href="http://www.seomoz.org/blog/using-social-media-to-get-ahead-of-search-demand">www.seomoz.org/blog/using-social-media-to-get-ahead-of-search-demand</a>	75
seogadget.co.uk/	94	Richard Baxter, CEO: SEOGadget.co.uk Member Profile   SEOMoz	<a href="http://www.seomoz.org/users/profile/44209">www.seomoz.org/users/profile/44209</a>	75
SEOGadget	94	Keyword Research - Using Categories to Make Your Process More	<a href="http://www.seomoz.org/blog/keyword-research-using-categories">www.seomoz.org/blog/keyword-research-using-categories</a>	74
SEOGadgetvares.cdn.seomoz.org/img/pro	94	Advanced Google Analytics - Tips and Tricks   SEOMoz	<a href="http://www.seomoz.org/blog/advanced-google-analytics-tips-and-tricks">www.seomoz.org/blog/advanced-google-analytics-tips-and-tricks</a>	73
SEOGadgetoads.pagedgifts.FlatSiteArchite	94	Successful Site Architecture for SEO [SES London 2011]   SEOMoz	<a href="http://www.seomoz.org/blog/site-architecture-for-seo">www.seomoz.org/blog/site-architecture-for-seo</a>	72
SEOGadget	94	How to Get Search Volume Data Straight into Excel   Mozcon Debr	<a href="http://www.seomoz.org/blog/search-volume-data-excel">www.seomoz.org/blog/search-volume-data-excel</a>	72
SEOGadget	94	How To Make Awesome Ranking Charts With Excel Pivot Tables   S	<a href="http://www.seomoz.org/blog/how-to-make-awesome-ranking-charts">www.seomoz.org/blog/how-to-make-awesome-ranking-charts</a>	71
SEOGadget	83	Top UK Internet Marketing Blogs 2012	<a href="http://www.toprankblog.com/2012/04/top-uk-internet-marketing-blogs-2012/">www.toprankblog.com/2012/04/top-uk-internet-marketing-blogs-2012/</a>	69
Rich Baxter	94	Microsoft Excel for SEO	<a href="http://www.milled.com/excel-for-seo/">www.milled.com/excel-for-seo/</a>	68
SEOGadget	94	Used Out of Context: The "Panoramic" Search Engine Ranking	<a href="http://www.seomoz.org/blog/used-out-of-context-the-panoramic-search-engine-ranking">www.seomoz.org/blog/used-out-of-context-the-panoramic-search-engine-ranking</a>	68
SEOGadget	94	Schema.org - A New Approach to Structured Data for SEO   SEOMoz	<a href="http://www.seomoz.org/blog/schemaorg-a-new-approach-to-structured-data-for-seo">www.seomoz.org/blog/schemaorg-a-new-approach-to-structured-data-for-seo</a>	68
SEO agency	88	Server Headers 101 (Infographic)	<a href="http://sixrevisions.com/infographics/server-headers-101/">sixrevisions.com/infographics/server-headers-101/</a>	67
SEO Gadget	94	SEO Tips for Link Builders   SEOMoz	<a href="http://www.seomoz.org/blog/what-are-your-best-tips-for-link-builders">www.seomoz.org/blog/what-are-your-best-tips-for-link-builders</a>	67
SEOGadget	94	50 SEO Tips for Link Builders   SEOMoz	<a href="http://www.seomoz.org/blog/50-seo-tips-for-link-builders">www.seomoz.org/blog/50-seo-tips-for-link-builders</a>	67
Richard Baxter	94	50 SEO Tips for Link Builders   SEOMoz	<a href="http://www.seomoz.org/blog/50-seo-tips-for-link-builders">www.seomoz.org/blog/50-seo-tips-for-link-builders</a>	67
SEO Gadget	83	35 UK Online Marketing Blogs - Which Are the Best?	<a href="http://www.toprankblog.com/2011/02/uk-internet-marketing-blogs-2011/">www.toprankblog.com/2011/02/uk-internet-marketing-blogs-2011/</a>	67
SEO Gadget	94	5 SEO Tactics to Explore in 2011   SEOMoz	<a href="http://www.seomoz.org/blog/5-seo-tactics-to-explore-in-2011">www.seomoz.org/blog/5-seo-tactics-to-explore-in-2011</a>	66
SEOGadget	65	Digital Marketing Blog: iCrossing UK - Search Marketing	<a href="http://connect.icrossing.co.uk">connect.icrossing.co.uk</a>	65

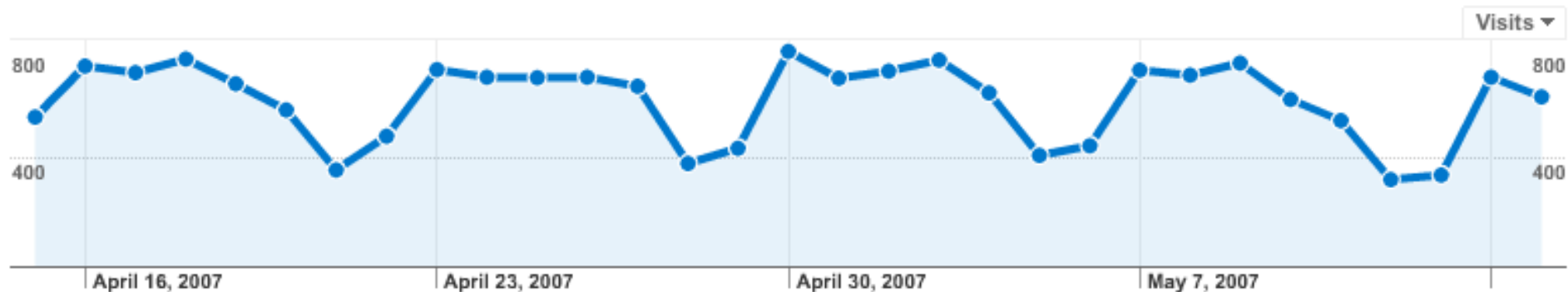
# 4. SEOGADGET LINKS API EXT. FOR EXCEL

[seogadget.com/tools/links-api-extension-for-excel](http://seogadget.com/tools/links-api-extension-for-excel)

# Dashboard

Apr 15, 2007 - May 15, 2007 ▾

Export ▾ Email



## Site Usage



**19,010** [Visits](#)



**37,056** [Pageviews](#)



**1.95** [Pages/Visit](#)



**00:02:21** [Avg. Time on Site](#)



**63.17%** [Bounce Rate](#)



**47.38%** [% New Visits](#)

Visitors Overview

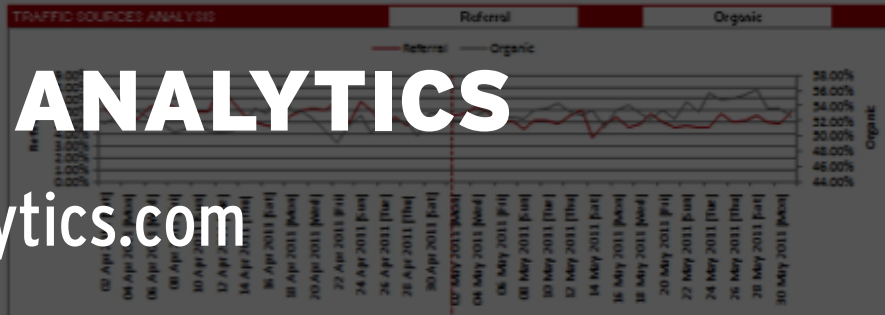
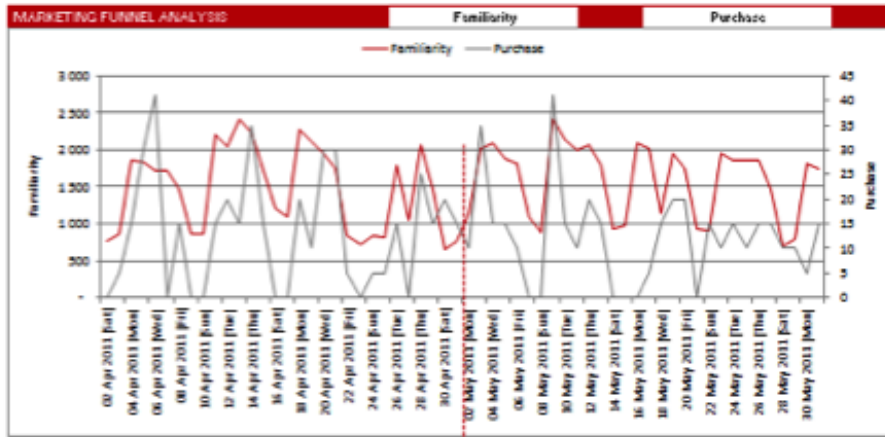
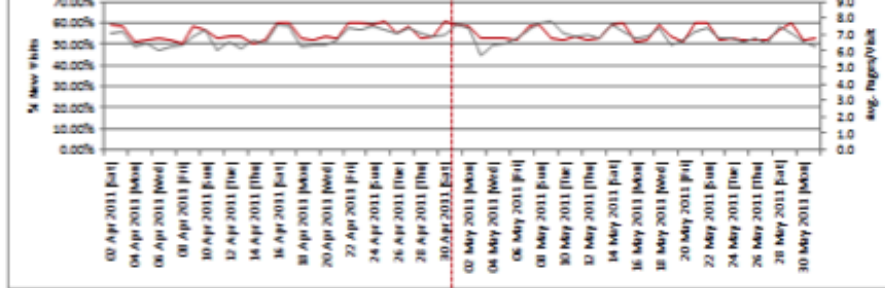
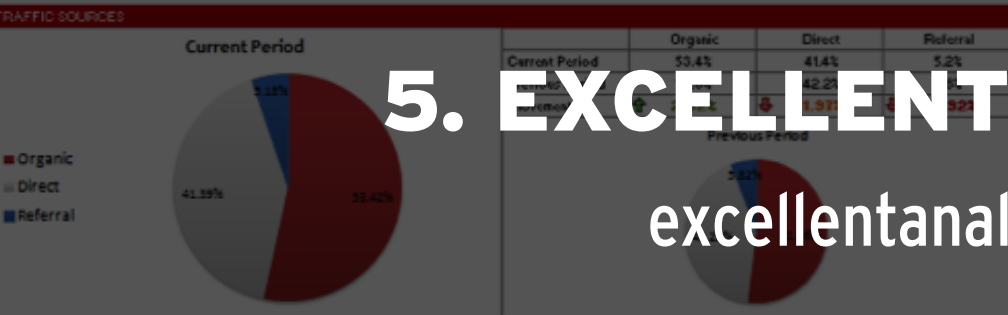
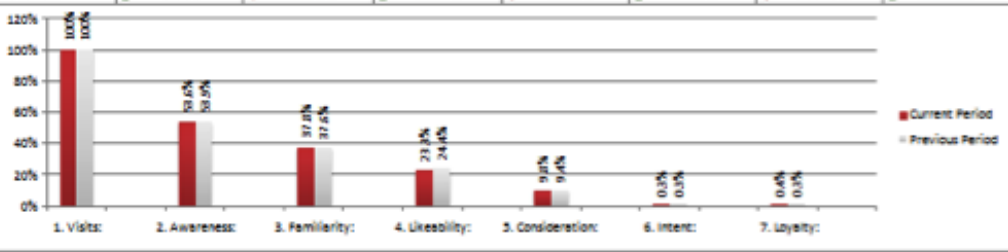
Map Overlay

# CHALLENGE: HOW TO AUDIT WEB DATA?

PREVIOUS PERIOD			
6.9	21.1%	00:06:22	54.5%
6.8	21.1%	00:06:19	55.1%
% DIFFERENCE (MOVEMENT)			
↑ 7.14%	↑ 7.36%	↑ 10.22%	↑ 2.03%
		↓ -0.11%	↑ 0.73%
			↓ -1.02%

MAJOR MOVES FOR THE CURRENT PERIOD			
UP		DOWN	
1	Wba Logo@2.0 1.0 V17 (DC Reader (Shared Book))	↑	77.06%
2	Wba 2.0 1.0 DC 4.4 (4.4)	↑	56.88%
3	Wba 2.0 1.0 DC 4.4 Reader (4.4) (Shared Book)	↑	52.58%
4	Wba 2.0 1.0 DC 4.4 (4.4)	↑	52.13%
5	Lead Order 16 (Lead Order 16) (Auditory Edition)	↑	46.31%
1	Wba 2.0 V17 (DC Reader (Shared Book))	↓	-44.78%
2	Lead Order 16 (Lead Order 16)	↓	-24.01%
3	Wba Logo@2.0 1.0 DC 4.4 (4.4) (Shared Book)	↓	-22.26%
4	Wba 2.0 V17 (DC Reader (Shared Book))	↓	-13.11%
5	Lead Order 16 (Lead Order 16)	↓	-16.93%

DEFINITION	1. Visits: Broad Exposure	2. Awareness: New Broad Exposure	3. Familiarity: Broad Exposure	4. Likeability: Product Interest	5. Consideration: Potential Purchase	6. Intent: Probable Purchase	7. Loyalty: Broad Loyalty
METRICS	100%	53.6%	37.8%	23.3%	3.8%	0.3%	0.4%
Current Period	100%	53.6%	37.8%	23.3%	3.8%	0.3%	0.4%
Previous Period	100%	53.3%	37.6%	24.4%	3.4%	0.3%	0.3%
Movement	↑ 0.00%	↓ -0.64%	↑ 0.68%	↓ -4.39%	↑ 3.40%	↓ -15.73%	↑ 22.12%



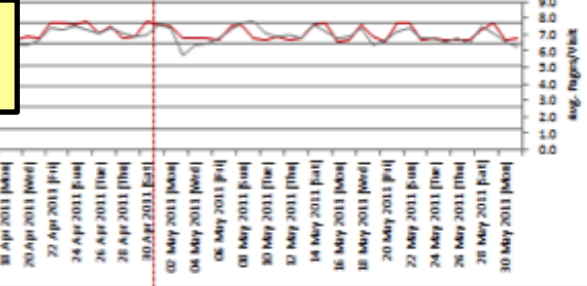
# 5. EXCELLENT ANALYTICS

[excellentanalytics.com](http://excellentanalytics.com)



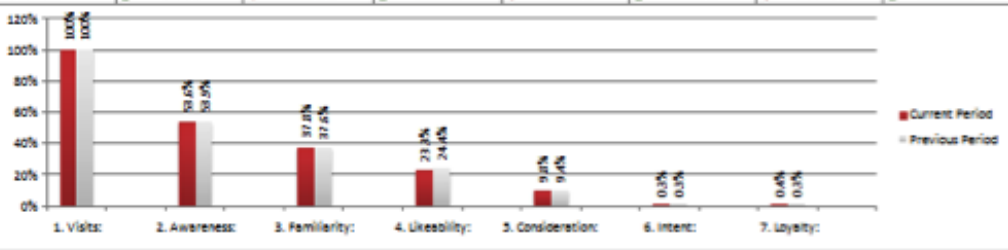
6.3	21
PREVIOUS PERIOD	
6.8	21
% DIFFERENCE (MOVEMENT)	
↑ 7.14%	↑ 7.36%
↑ 10.22%	↑ 2.03%
↓ -0.1%	↓ -0.1%

**GET A GREAT TUTORIAL HERE!**

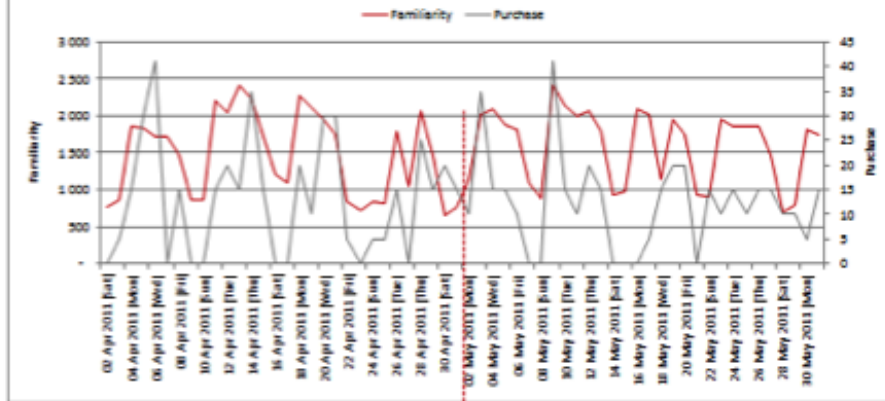


MAJOR MOVES FOR THE CURRENT PERIOD			
UP		DOWN	
1	Wba Logo@2011 2.7 V17 (DC Reader (Shared Budge)	↑	77.06%
2	Wba 2.7 V17 DC 4x4 (4x4)	↑	56.88%
3	Wba 2.7 V17 DC 4x4 Reader (4x4) (Shared Budge)	↑	52.58%
4	Wba 2.7 V17 DC 4x4 (4x4)	↑	52.13%
5	Lead Order 16 (Shared Budge) Anniversary Edition	↑	46.31%
1	Wba 2.7 V17 (DC Reader (Shared Budge)	↓	-44.78%
2	Lead Order 16 (4x4)	↓	-24.01%
3	Wba Logo@2011 2.7 V17 DC 4x4 (4x4) (Shared Budge)	↓	-22.26%
4	Wba 2.7 V17 (4x4)	↓	-13.11%
5	Canada 2.7 Edition	↓	-16.93%

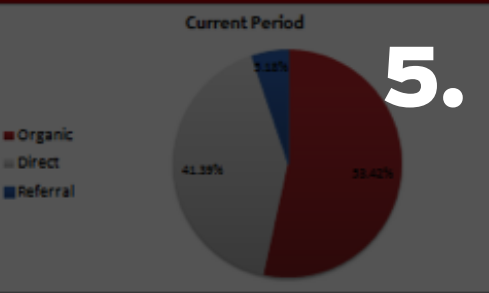
DEFINITION	% Visits Broad Exposure	% Awareness New Broad Exposure	% Familiarity Broad Exposure	% Likeability Product Exposure	% Consideration Potential Purchase	% Intent Probable Purchase	% Loyalty Broad Exposure
CURRENT PERIOD	100%	53.6%	37.8%	23.3%	3.8%	0.3%	0.4%
PREVIOUS PERIOD	100%	53.3%	37.6%	24.4%	3.4%	0.3%	0.3%
MOVEMENT	↑ 0.00%	↓ -0.64%	↑ 0.68%	↓ -4.39%	↑ 3.40%	↓ -15.73%	↑ 22.12%



MARKETING FUNNEL ANALYSIS	Familiarity	Purchase
---------------------------	-------------	----------



TRAFFIC SOURCES
-----------------



TRAFFIC SOURCES ANALYSIS	Referral	Organic
--------------------------	----------	---------



TRAFFIC SOURCES ANALYSIS	Referral	Organic
--------------------------	----------	---------

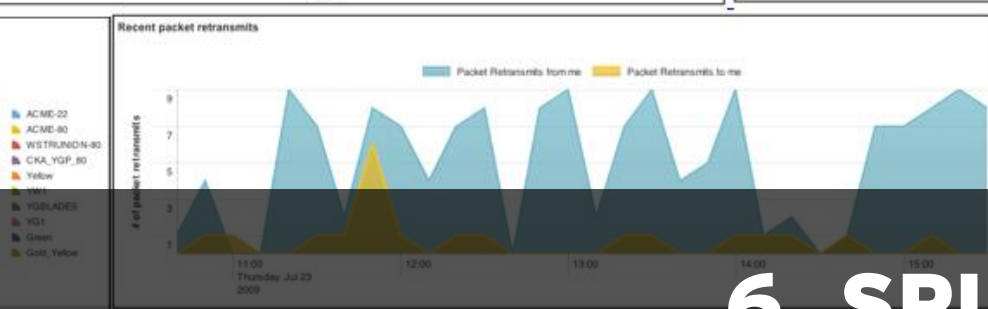
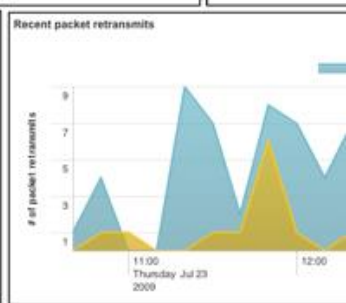
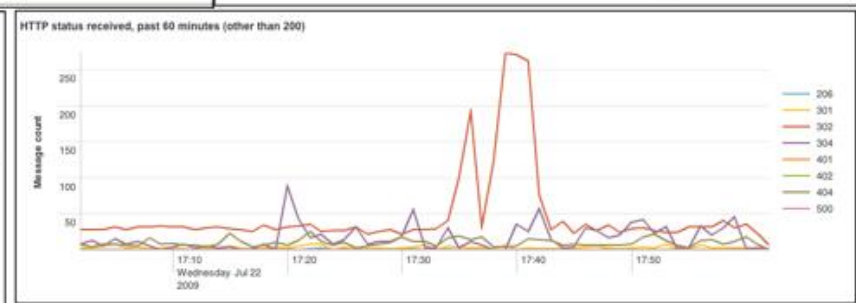
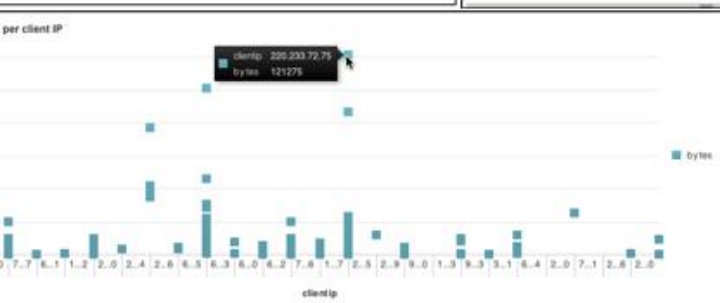
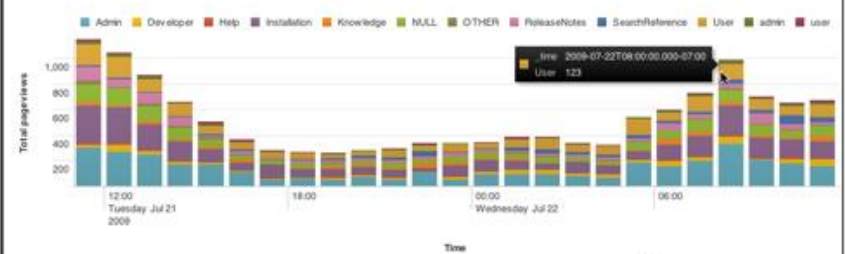
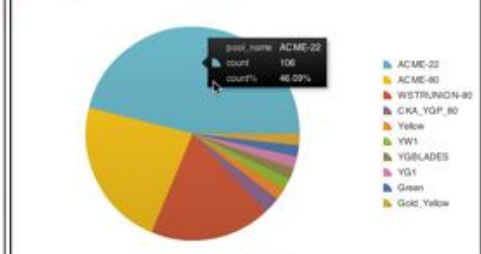
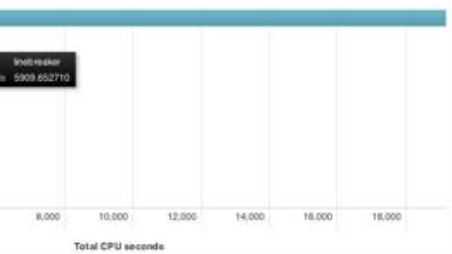


# 5. EXCELLENT ANALYTICS

[excellentanalytics.com](http://excellentanalytics.com)

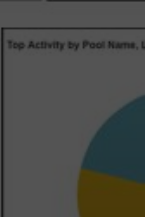
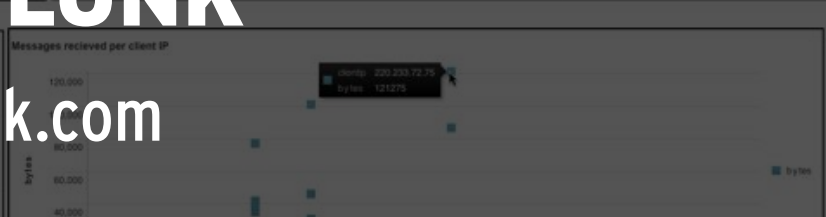
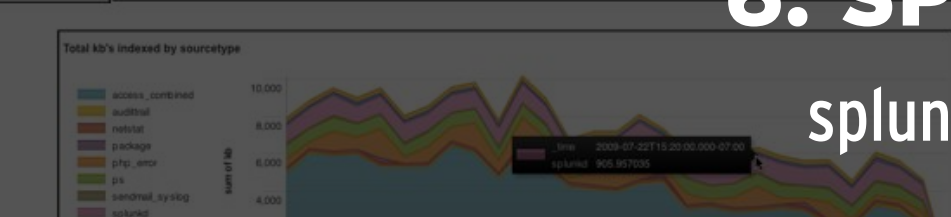


**CHALLENGE: WHAT PAGES ARE CRAWLED?**

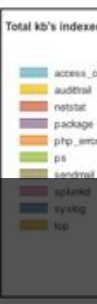
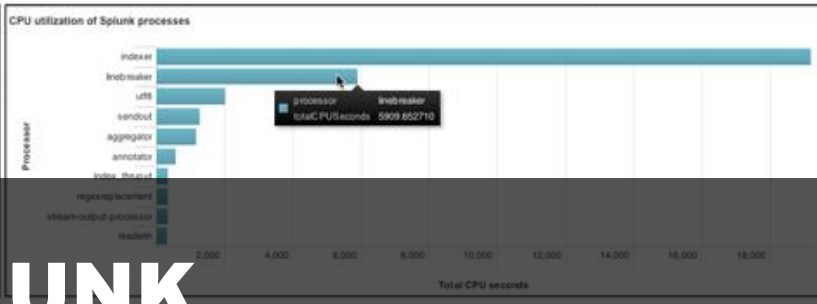
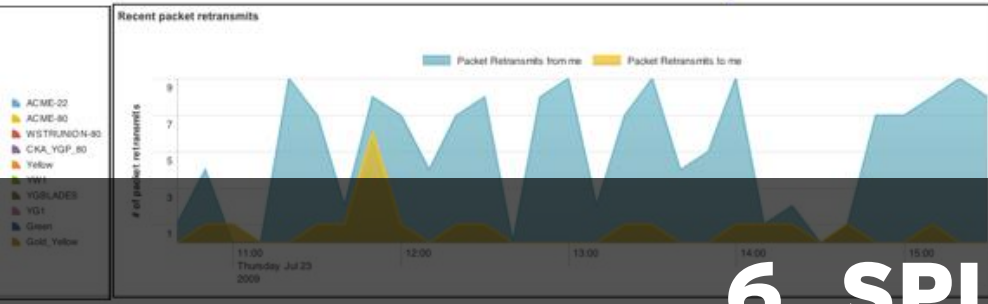
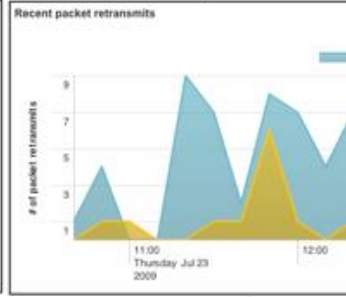
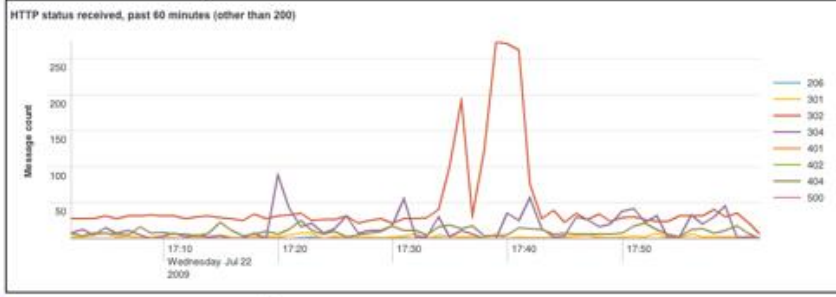
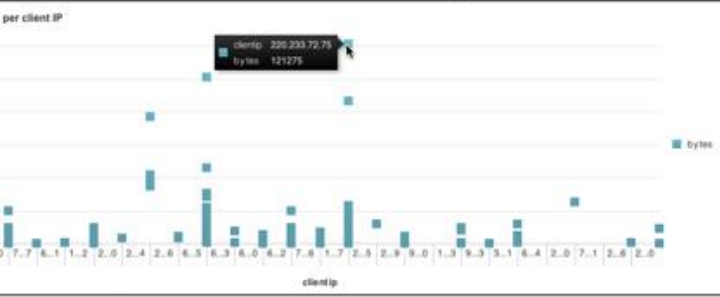
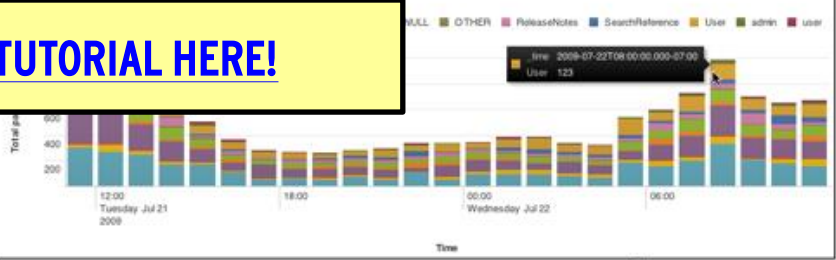
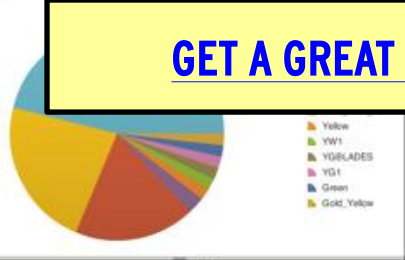
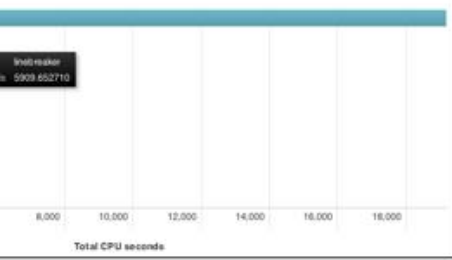


# 6. SPLUNK

splunk.com

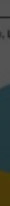
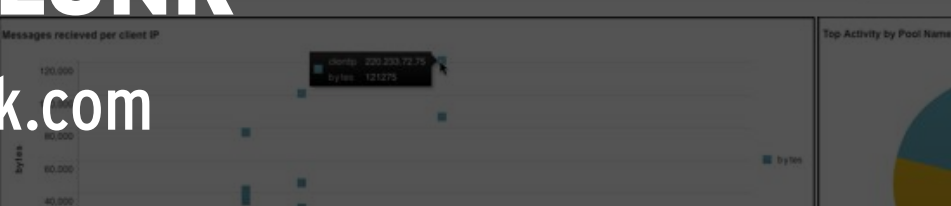
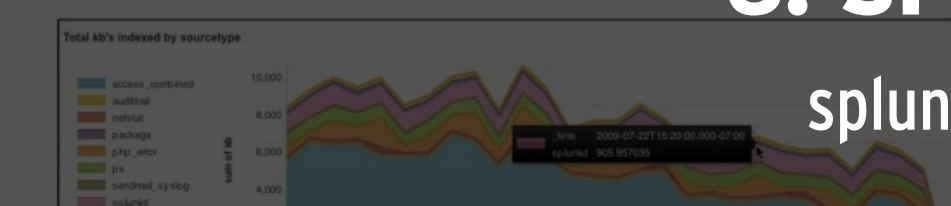


GET A GREAT TUTORIAL HERE!



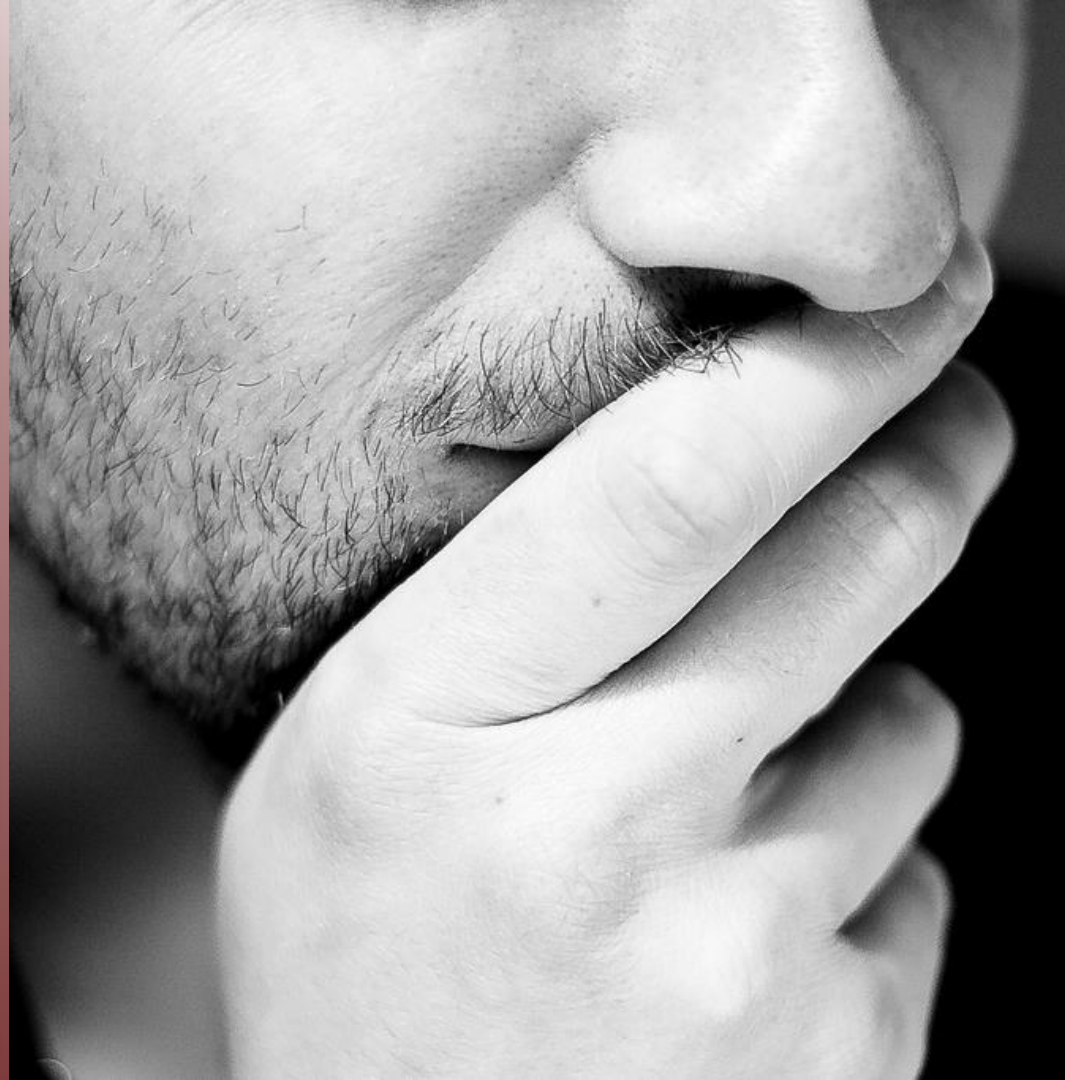
# 6. SPLUNK

splunk.com





**NOW I KNOW  
WHAT YOU'RE  
THINKING...**



**“WHAT’S IN  
IT FOR ME?”**

**CORE VALUES  
MATTER**

**WHAT ARE  
YOURS?**



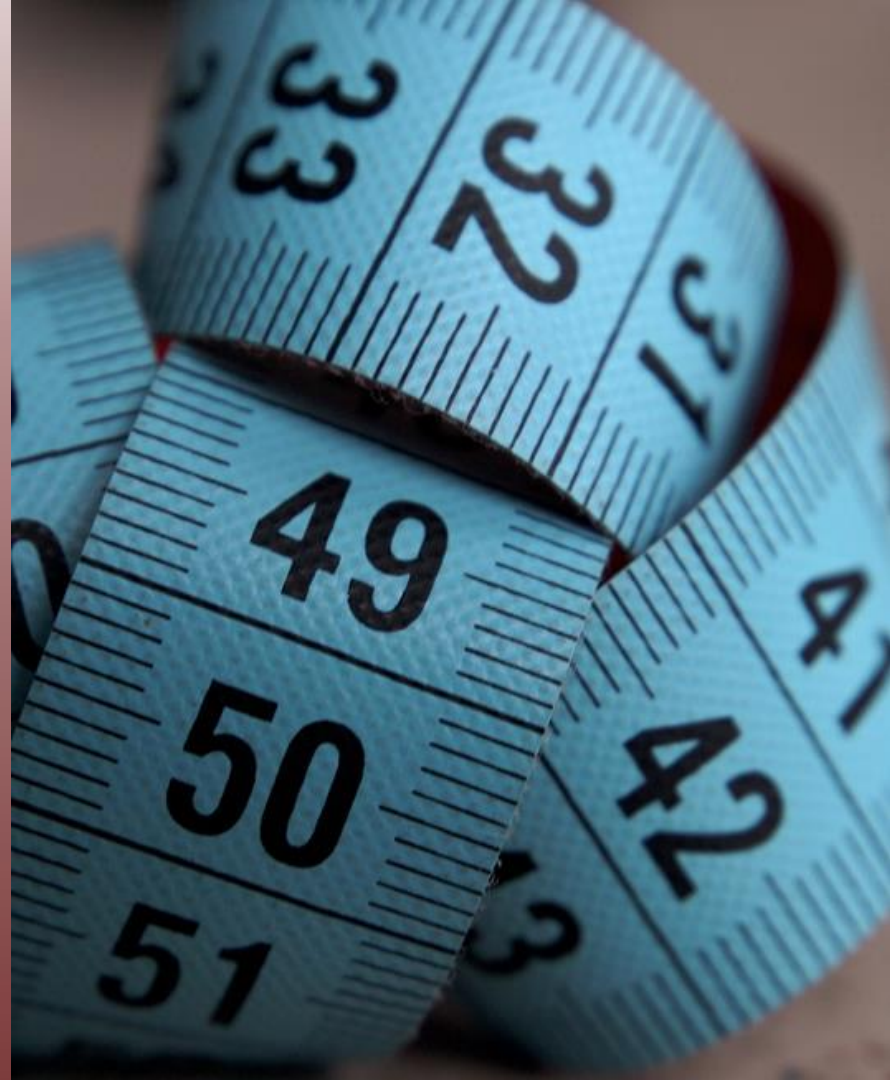
**YOUR CONTENT  
STRATEGY CAN  
DRIVE EVEN MORE  
TRAFFIC AND  
BUSINESS GROWTH**





**YOU CAN USE SEO  
TO GET MORE  
RESOURCES FOR  
YOUR WORK**

**YOU CAN BETTER  
MEASURE THE  
IMPACT OF YOUR  
EFFORTS...**



You Can Do It.

**...AND USE THAT DATA  
TO SHARE YOUR STORY.**





**ARE YOU LOOKING  
FOR WORK? WANT  
TO GET PAID MORE?**

**LEARN  
SEO.**





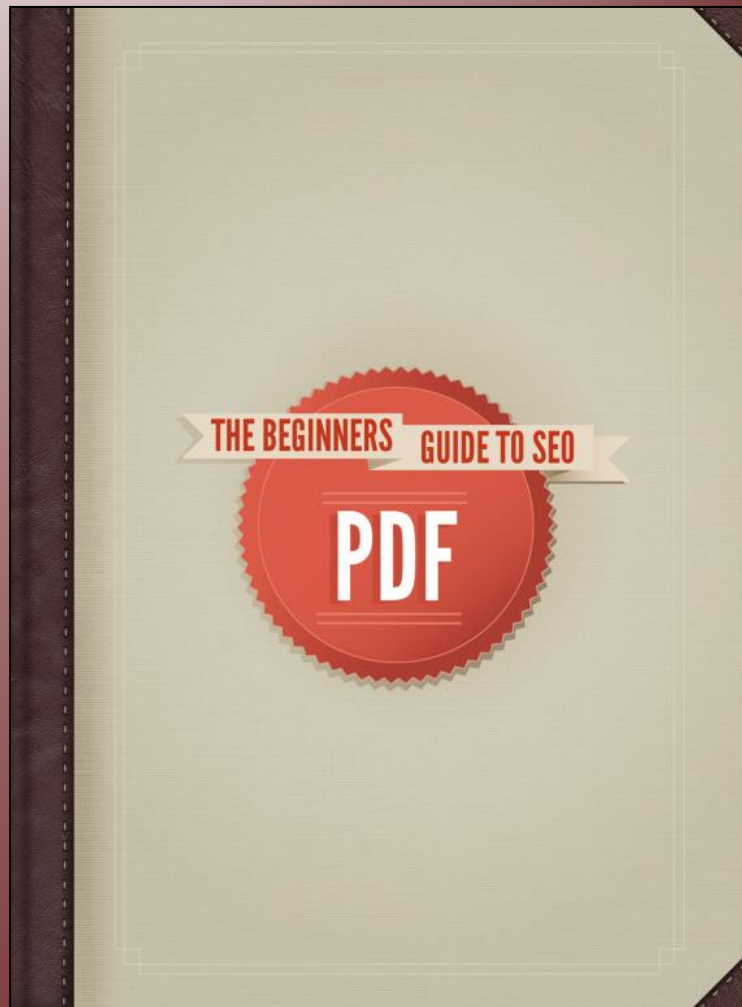
**ARE YOU LOOKING  
FOR WORK? WANT  
TO GET PAID MORE?**

**LEARN  
SEO.**

**THAT'S TWEET-WORTHY, YO!**

# HERE'S THE BEST PLACE TO START

[SEOMOZ.ORG/BEGINNERS-  
GUIDE-TO-SEO](https://www.seomoz.org/beginners-guide-to-seo)



**WHAT CAN SEO AND CONTENT  
STRATEGY ACCOMPLISH BY WORKING  
TOGETHER?**

 SEARCH

Welcome to REI! | [Log In](#) or [Register](#)

**FREE SHIPPING** With \$50 minimum purchase.

- SHOP REI
  - SHOP REI-OUTLET
  - TRAVEL WITH REI
  - LEARN**
  - SHARE
  - MEMBERSHIP
  - STEWARDSHIP
- Expert Advice
  - Outdoor School
  - Outdoor Videos
  - Guidepost
  - Family Adventure Program
  - Local REI Events
  - REI Blog

### Camping Articles

All Camping Articles

### Hiking Articles

All Hiking Articles

Backpacking

Hiking

## EXPERT ADVICE

Learn about outdoor gear and skills from hundreds of REI articles and videos. Share your suggestions, too.

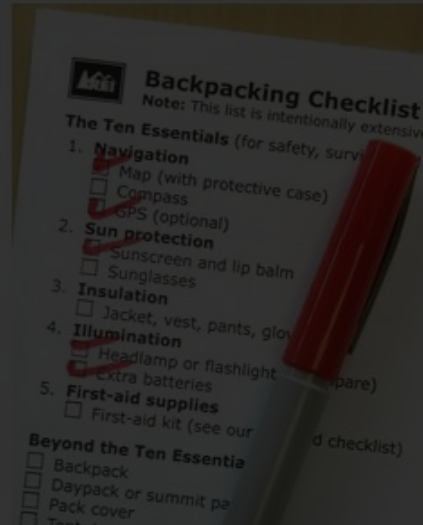
# REI CASE STUDY: EXPERT ADVICE

### Read an Article

[Snowshoeing First Steps](#)

[How to Choose Commuter Bike Gear](#)

[How to Go Winter Camping and Backpacking](#)





# GOAL:

REPLICATE THE REI IN-STORE "GREEN VEST" EXPERIENCE ONLINE



# GOAL:

REPLICATE THE REI IN-STORE "GREEN VEST" EXPERIENCE ONLINE

# STRATEGY:

USE CORE VALUES AND EXPERTISE TO ANSWER CUSTOMER QUESTIONS





# GOAL:

REPLICATE THE REI IN-STORE "GREEN VEST" EXPERIENCE ONLINE

# STRATEGY:

USE CORE VALUES AND EXPERTISE TO ANSWER CUSTOMER QUESTIONS

# RESULT:

HUNDREDS OF "HOW-TO" ARTICLES ABOUT GEAR, APPAREL & ACTIVITIES

Welcome to REI! | [Log In](#) or [Register](#)



**FREE SHIPPING** With \$50 minimum purchase.

OUTLET

TRAVEL WITH REI

LEARN

SHARE

MEMBERSHIP

STEWARDSHIP

[Outdoor Videos](#)

[Guidepost](#)

[Family Adventure Program](#)

[Local REI Events](#)

[REI Blog](#)

[Learn at REI](#) > [Expert Advice](#) > [Snowshoeing: First Steps](#)

[SHARE](#)

[Print](#)

[Like](#)

114

## Snowshoeing: First Steps

Why go snowshoeing? What started thousands of years ago as a mode of transportation has evolved into a popular winter activity for recreation and fitness. Here's why:

**It's fun:** Snowshoeing extends your hiking or running season into winter. It lets you enjoy winter solitude and can be a social activity. All ages and ability levels can enjoy the sport together.



**It's easy:** As the saying goes, "If you can walk, you can snowshoe." The learning curve is much shorter than that of skiing or snowboarding. A few techniques do need to be practiced, such as widening your stance (to avoid stepping on snowshoe frames), going up and down hills, traversing and switchbacking, and pole usage.

**It's inexpensive:** Required gear includes the snowshoes themselves, appropriate footwear and clothing, and probably a pair of poles. That's it! No lift ticket is required.

**It's a good workout:** Snowshoeing offers low-impact, aerobic exercise that helps you stay in shape during the winter.

**It's versatile:** You can go easy or go hard. Plus, you can snowshoe many trails that you can't ski due to trees or low-snow conditions.

[By Steve Tischler](#)

[Read Author Bio](#)

Last updated: Tue Feb 26 16:28:37 PST 2013

**Article Rating**

👍 (5) 🗑️ (0)

[Read Comments](#)

[Post a Comment](#)

**Related Categories**

[Shop Snowshoeing](#)



REI Expert Advice by reifindout

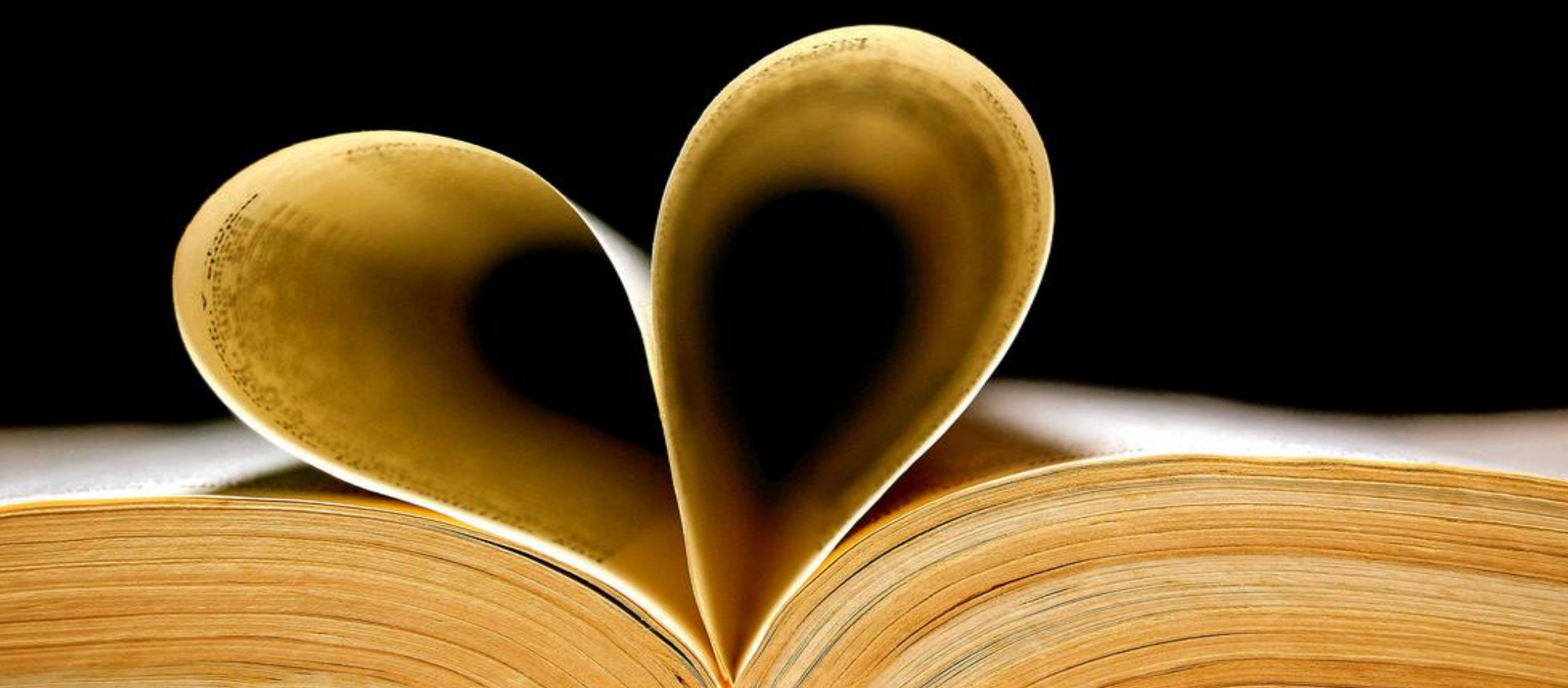


EXPERT ADVICE

[CLICK HERE TO  
WATCH THIS VIDEO](#)

**WE ALSO MADE GREAT VIDEOS**





**EVERYONE LOVED THIS CONTENT**



**BUT NO ONE COULD FIND IT**



**AFTER AN INTIAL  
SPIKE AT LAUNCH**

**TRAFFIC & GROWTH  
FLATTENED OUT**





**GREAT CONTENT  
DOES NOT EQUAL  
GREAT VISIBILITY**

**THAT'S TWEET-WORTHY, YO!**



# ENTER SEO



# ON-SITE:

RE-WROTE <TITLE>s,  
<META> DESCRIPTIONS  
FOR REAL PEOPLE

REDUCED DUPLICATION,  
ADDED CANONICAL  
<LINK> ELEMENTS

IMPROVED CROSS-LINKS  
AND NAVIGATION

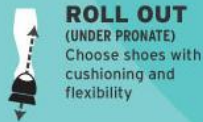
CREATED AN XML SITE  
MAP OF ALL CONTENT



# 2 KNOW YOUR FEET

## KNOW YOUR ANKLES

PRONATION AFFECTS THE SIDWAYS MOTION OF YOUR FOOT AS IT PROPELS THE FOOT FORWARD



## KNOW YOUR ARCHES

THE HEIGHT OF YOUR ARCH CAN AFFECT THE DIRECTION YOUR ANKLES ROLL (PRONATION)



# 3 KNOW YOUR ENVIRONMENT

## RUNNING SURFACE

LIKE TIRES, OUTSOLES ARE DESIGNED TO ACCOMMODATE CERTAIN SURFACES

I RUN ON:



## WHAT DRIVES YOU?

KEEP TRACK OF YOUR SPEED AND DISTANCE TO DETERMINE THE LIFESPAN OF YOUR RUNNING SHOES

THE REASON I RUN IS:

- a. For fitness, fun or exercise – shoes get minimal usage
- b. Increased speed – shoes get extra wear and tear
- c. Improved endurance – shoes need to be comfortable for the long haul
- d. Triathlon/marathon training – shoes need to be versatile
- e. To escape from bears – shoes need optional nitrous switch



## IS IT TIME FOR NEW RUNNING SHOES?

An average running shoe lasts between 300 and 500 miles, or 3 to 4 months.

# OFF-SITE:

TRANSFORMED BEST CONTENT INTO USEFUL, ENGAGING INFOGRAPHICS

REACHED OUT TO RELEVANT INFLUENCERS AND PUBLISHERS

ALIGNED CONTENT WITH EDUCATIONAL EVENTS IN OUR STORES

EARNED ATTENTION FROM THE MEDIA



# PEOPLE:

**SHARED ACCOUNTABILITY  
FOR SEO ACROSS MANY  
DIVISIONS**

**TIED SEO OUTCOMES TO  
ANNUAL REVIEW TARGETS  
FOR ALL CREATIVE TEAMS**

**DOCUMENTED SEO  
STANDARDS, GOVERNED  
WITH TRAINING**





**THE RESULTS:**

**+170%**

**GROWTH IN ANNUAL TRAFFIC**

**WE EVEN SAW A  
TRAFFIC BOOST  
AFTER PANDA**







**BECAUSE OUR  
COMPETITORS  
FELL BEHIND**

# POSITIVE BRAND MENTIONS FROM LIFEHACKER



## INFOGRAPHICS

### Choose, Lace, and Replace Your Running Shoes Based on How You Run

There are a bunch of factors that go into choosing the right running shoe, including what kind of surface you run on and if you have a high or flat arch. This infographic from REI summarizes all the basics of running shoes, including tips for when to replace them and how to lace them.

The graphic, for example, suggests you choose shoes with more cushioning and flexibility if your ankles tend to roll out (underpronate) or ones with motion control and extra stability if your ankles roll in (overpronate). How to tell? One clue may be the height of your arches: High

BY MELANIE PINOLA JUN 15, 2012 9:00 AM

Share +1 Like 556 75,601 21

GET OUR TOP STORIES  
FOLLOW LIFEHACKER

Like David Connell, Emily Manley and 555,720 others like this.



# POSITIVE BRAND MENTIONS FROM LIFEHACKER AND WIRED



**BIG DATA**

A REVOLUTION THAT WILL TRANSFORM HOW WE LIVE, WORK, AND THINK  
by VIKTOR MAYER-SCHÖNBERGER  
KENNETH CUKIER

**CLICK HERE**  
to learn more

GEEKDAD | science and education

## Lessons From a Zombie Preparedness Class

BY DOUG CORNELIUS 11.05.12 7:30 AM

Follow @dougcornelius

f Like 276  
T Tweet 84  
+1 12  
in Share 7



## ZOMBIE SURVIVAL GEAR

THE **13** ESSENTIALS

ARE YOU PREPARED FOR THE NEXT ZOMBIE OUTBREAK? MAKE SURE TO KEEP THIS GEAR AT THE READY. ALSO, LEARN THE FIVE CRITICAL SKILLS THAT'LL HELP KEEP YOU FROM BECOMING A SNACK FOR RAVENOUS HORDES OF FLESH-EATING GHOULS.

**FIELD**  
SAFETY GUIDE

CARGO POCKETS PROVIDE QUICK ACCESS TO SMALL ITEMS



Imagine a viral outbreak has occurred. It's highly contagious and dangerous. It's nicknamed the

# POSITIVE BRAND MENTIONS FROM LIFEHACKER AND WIRED AND LOCAL BUSINESS PRESS

The Business Journals Digital Network: The Business Journals Local Business Directory Book of Lists Upstart Business Jo

## Puget Sound BUSINESS JOURNAL

Choose a city Home News People Events Exclusives How-To Buy Find

Blogs Subscriber-Only Companies Industries Video Photo Galleries Entrepreneur

The Global Executive Mini-MBA Series India 2013

UNIVERSITY of WASHINGTON | BOTHELL SCHOOL OF BUSINESS

### Blog » Puget Sound BizTalk

News Made Easy Get today's news delivered to you. Sign Up Now »

Oct 16, 2012, 2:59pm PDT | UPDATED: Oct 16, 2012, 3:18pm PDT

## REI course prepares students for zombie apocalypse and other disasters

**Jeanne Lang Jones**  
Staff Writer-  
Puget Sound Business Journal  
Email | Twitter

Ever wonder what you'd do if there were another major earthquake in Seattle or an epidemic?

Next month, REI, the Kent-based retailer of outdoor gear, will offer an unusual urban



The infographic titled 'REI ZOMBIE SURVIVAL GEAR THE 13 ESSENTIALS' features a central illustration of a person in an orange jacket and hat. Surrounding the person are 13 numbered items: 1. A flashlight, 2. A multi-tool, 3. A first aid kit, 4. A whistle, 5. A map, 6. A portable power bank, 7. A whistle, 8. A multi-tool, 9. A first aid kit, 10. A whistle, 11. A map, 12. A portable power bank, 13. A whistle. Text boxes around the items provide instructions: 'CARGO POCKETS PROVIDE QUICK ACCESS TO SMALL ITEMS', 'FIELD SAFETY GUIDE', 'ARE YOU PREPARED FOR THE NEXT ZOMBIE OUTBREAK? MAKE SURE TO KEEP THIS GEAR AT THE READY. ALSO, LEARN THE FIVE CRITICAL SKILLS THAT'LL HELP KEEP YOU FROM BECOMING A SNACK FOR RAVENOUS HORDES OF FLESH-EATING GHOULS.', and 'CARRY THIS GEAR IN YOUR BACK AT ALL'.



▶ SEARCH

FREE U.S. STANDARD S

- SHOP REI
  - SHOP REI-OUTLET
  - TRAVEL WITH REI
  - LEARN
  - SHARE
  - MEM
- Expert Advice   Outdoor School   Outdoor Videos   Guidepost   Family Adventure Program   Local REI Events   RE

### Camping Articles

All Camping Articles

### Hiking Articles

All Hiking Articles

Backpacking

Hiking

### Climbing Articles

All Climbing Articles

Mountaineering

Ice Climbing

Rock Climbing

### Cycling Articles

All Cycling Articles

Mountain

Road

Touring

### Family Articles

All Family Articles

### Fitness Articles

All Fitness Articles

Running

Triathlon

### Paddling Articles

All Paddling Articles

Canoeing

Kayaking

### Snowsports Articles

All Snowsports Articles

Learn at REI > Expert Advice > How to Choose Running Shoes

## How to Choose Running Shoes

There are lots of running-shoe brands and styles on the market. While most running shoes feel comfortable when you're standing in a sports store, the true test is after several miles on the trail or asphalt. You'll quickly realize that your perfect shoe has more to do with the shape of your foot and your running style than it does with the logo stitched on the side.

This article discusses how to narrow down your shoe choices, plus it takes a look at the trend of barefoot running.



### Road Runners or Trail Runners?

**Road running shoes** are designed for pavement and occasional forays onto packed surfaces with slight irregularities (fire roads, nature trails, wood-chip paths). Light and flexible, they're made to cushion or stabilize feet during repetitive strides on hard, even surfaces.

**Trail running shoes** are essentially beefed-up running shoes designed for off-road routes. They are enhanced with aggressive outsoles for solid traction and fortified to offer stability, support and underfoot protection. If you routinely encounter roots, rocks, mud, critter holes or other obstacles during runs, choose trail runners.

**Tip:** If you can't find a trail shoe with the right fit for your running mechanics, it's better to go with a road-running shoe.

Shop REI's selection of [running shoes](#).

### Know Your Feet

**Foot size:** You probably know your shoe size already. But if you're unsure or if one foot is larger than the other, it's best to have your feet measured at REI or other shoe retailer with a Brannock device. (That's the flat metal tool with sliders that measure the length, width and the toe-to-ball length of the foot.) Whenever possible, try the shoe on to see if it fits. Shoe lasts (which determines shoe sizes, described below) vary by manufacturer and even from one shoe model to another. You may need a half-size or even a full size smaller or larger than you think.

# REI MADE IMPLICIT

# EXPERTISE

# EXPLICIT AND

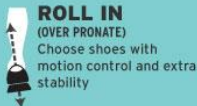
# FINDABLE

# HUNDREDS OF "EXPERT ADVICE" ARTICLES DRIVES HUNDREDS OF THOUSANDS OF NEW PEOPLE TO DISCOVER REI

# 2 KNOW YOUR FEET

## KNOW YOUR ANKLES

PRONATION AFFECTS THE SIDWAYS MOTION OF YOUR FOOT AS IT PROPELS THE FOOT FORWARD



### ROLL IN (OVER PRONATE)

Choose shoes with motion control and extra stability



### ROLL OUT (UNDER PRONATE)

Choose shoes with cushioning and flexibility

## KNOW YOUR ARCHES

THE HEIGHT OF YOUR ARCH CAN AFFECT THE DIRECTION YOUR ANKLES ROLL (PRONATION)



**HIGH**  
your ankles probably underpronate



**FLAT**  
your ankles probably overpronate



**ARC DE TRIOMPHE**  
you are in France

# 3 KNOW YOUR ENVIRONMENT

## RUNNING SURFACE

LIKE TIRES, OUTSOLES ARE DESIGNED TO ACCOMMODATE CERTAIN SURFACES

I RUN ON:



### ROADS

Choose shoes that are light, flexible and cushion my feet



### TRAILS

Choose shoes that offer stability and traction with sturdy outsoles

## WHAT DRIVES YOU?

KEEP TRACK OF YOUR SPEED AND DISTANCE TO DETERMINE THE LIFESPAN OF YOUR RUNNING SHOES

THE REASON I RUN IS:

- For fitness, fun or exercise – shoes get minimal usage
- Increased speed – shoes get extra wear and tear
- Improved endurance – shoes need to be comfortable for the long haul
- Triathlon/marathon training – shoes need to be versatile
- To escape from bears – shoes need optional nitrous switch



# 400 IS IT TIME FOR NEW RUNNING SHOES?

An average running shoe lasts between 300 and 500 miles, or 3 to 4 months.

# 4 KNOW YOUR LACES

## LACING TECHNIQUES

DID YOU KNOW?  
THAT PLASTIC THINGY  
ON THE END OF YOUR  
SHOELACE IS AN

WE TRANSFORMED  
THAT CONTENT  
INTO VISUAL,  
SHAREABLE DATA

AND OUR CREATIVE AND  
MERCHANDISING TEAMS WERE  
ENGAGED BY THIS INFORMATION  
DESIGN CHALLENGE



400

## IS IT TIME FOR NEW RUNNING SHOES?

An average running shoe lasts between 300 and 500 miles, or 3 to 4 months.

## 4 KNOW YOUR LACES

## LACING TECHNIQUES



## HAMMER TOES

Lifts up toe box to help keep toes from curling down.



## HEEL SLIPPING

Locks heel into place to reduce blisters caused by excess heel movement.



## HIGH ARCHES

Removes pressure points on sensitive nerves on the top of the foot.



## CATS CRADLE

The world record Cat's Cradles is 21,200 in 21 hours.

DID YOU KNOW?  
THAT PLASTIC THING  
ON THE END OF YOUR  
SHOELACE IS AN  
"AGLET."

## INFOGRAPHICS

## Choose, Lace, and Replace Your Running Shoes Based on How You Run

There are a bunch of factors that go into choosing the right running shoe, including what kind of surface you run on and if you have a high or flat arch. This infographic from REI summarizes all the basics of running shoes, including tips for when to replace them and how to lace them.

The graphic, for example, suggests you choose shoes with more cushioning and flexibility if your ankles tend to roll out (underpronate) or ones with motion control and extra stability if your ankles roll in (overpronate). How to tell? One clue may be the height of your arches: High arches probably underpronate, while runners with flat feet normally overpronate.

Another tip is to estimate about how many miles you run and how fast, so you can figure out if

BY MELANIE PINOLA  JUN 15, 2012 9:00 AM

Share  +1 Like 606  

GET OUR TOP STORIES  
FOLLOW LIFEHACKER   

 Like  You, Roger Carr and 495,398 others like this.

# WE REACHED NEW AUDIENCES WITH EARNED MEDIA

## CONTENT MARKETING SHOULD BE PART OF EVERY CONTENT STRATEGY! AND YOU SHOULD BE FLUENT IN MARKETING ANALYTICS.

About 9,100 results (0.45 seconds)

Ad related to [Vibram FiveFingers Running Shoes site:rei.com](#)

[Vibram Fivefingers | zando.co.za](#)  
[www.zando.co.za/Vibram-Fivefingers](http://www.zando.co.za/Vibram-Fivefingers)  
 Latest **Vibram Fivefingers** Fashion Free Shipping within South Africa!

<a href="#">Womens HOT Summer Footwear</a>	<a href="#">Mens Suave Summer Gear</a>
<a href="#">Mens HOT Summer Footwear</a>	<a href="#">Womens Sexy Summer Fashion</a>

[Vibram FiveFingers Bikila Running Shoes - Men's at REI.com](#)  
[www.rei.com](http://www.rei.com) > ... > [Men's Road-Running Shoes](#)  
 ★★★★★ Rating: 4.3 - 79 reviews - \$44.93 to \$90.00  
**Vibram FiveFingers Bikila running shoes** are designed specifically for a more natural running experience, offering barefooted feel and efficiency with the ...

[Vibram FiveFingers Bikila Running Shoes - Women's at REI.com](#)  
[www.rei.com](http://www.rei.com) > ... > [Women's Road-Running Shoes](#)  
 ★★★★★ Rating: 4.4 - 61 reviews - \$44.83 to \$90.00  
 Embrace the freedom of barefoot running in the **Vibram FiveFingers Bikila running shoes** featuring grippy, flexible Vibram rubber soles and a secure, lightweight ...

[Vibram FiveFingers Spyridon LS Trail-Running Shoes - Men's - Free ...](#)  
[www.rei.com](http://www.rei.com) > ... > [Men's Trail-Running Shoes](#)  
 ★★★★★ Rating: 4.5 - 24 reviews - \$120.00 - In stock  
 Free Shipping - Designed specifically for trail-running, the **Vibram FiveFingers Spyridon LS shoes** offer aggressive traction, terrain protection and stout ...

[Vibram FiveFingers SeeYa Running Shoes - Women's - Free - REI](#)  
[www.rei.com](http://www.rei.com) > ... > [Women's Road-Running Shoes](#)  
 ★★★★★ Rating: 3.9 - 7 reviews - \$99.95 - In stock  
 Free Shipping - With extremely lightweight materials, these **Vibram FiveFingers SeeYa running shoes** for women help you chase your ambitions to get even ...

[Vibram FiveFingers SeeYa Running Shoes - Men's - Free Shipping ...](#)  
[www.rei.com](http://www.rei.com) > ... > [Men's Road-Running Shoes](#)  
 ★★★★★ Rating: 4.4 - 7 reviews - \$99.95 - In stock  
 Free Shipping - With extremely lightweight materials, **Vibram FiveFingers SeeYa running shoes** help you chase your ambitions to get even closer to the truly ...

WE LEVERAGED  
 NEW METADATA  
 FORMATS FOR  
 INTEROPERABILITY  
 THESE ARE ACTIVE ACROSS  
 OUR ENTIRE CATALOG, DRIVING  
 TRAFFIC RIGHT WHERE WE  
 WANT IT: OUR PRODUCTS!

[Footwear](#) > [Men's Running / Athletic Shoes](#) > [Men's Road-Running Shoes](#)

[f Like](#) | [1.3k](#) | [SHARE](#) | [Print](#)

### Vibram FiveFingers Bikila LS Running Shoes - Men's

\$99.95

★★★★★ (72)

Item # 811206



Black/Green 42 \$99.95 [Size Chart](#)

1 Quantity

[add to cart](#)

[find in store](#)

[add to wish list](#)

THE REI DIFFERENCE | **100% SATISFACTION GUARANTEED** | GEAR & ADVICE YOU CAN TRUST

This item ships for free! [Learn more](#)



BLACK/GREEN



Vibram FiveFingers Bikila LS Running Shoes Video  
[More videos](#)

#### DESCRIPTION

#### SPECS

#### REVIEWS

Designed specifically for natural running, the Vibram FiveFingers Bikila LS running shoes offer a near-barefoot experience and a custom, snug fit thanks to a quick-lace system.

- Uppers created using coconut fiber, polyurethane and nylon create light but tough outer shells that hug your feet and keep debris out
- Individual toe slots enhance dexterity, control and stability to deliver a natural running motion; thermoplastic urethane toe bumpers enhance protection
- Quick-lace closure system and locking buckle allows for a comfortable custom fit with just 1 easy pull
- Antibacterial treatment helps deter odors
- Moisture-wicking nylon covers 3mm polyurethane insoles to provide comfort and cushioning underfoot, with special emphasis under the ball of the foot
- Outsole traction pods follow the curves of feet and toes; made of nonmarking Vibram TC1 rubber

[View all Vibram products](#)

#### REI Membership



REI Membership  
**\$20.00**

#### People Also Viewed



Vibram FiveFingers KomodoSport LS Multisport Shoes - Men's  
**\$110.00**  
★★★★★



Vibram FiveFingers Bikila

# WE PROVED OUT THE VALUE OF STRUCTURED INFORMATION

## WE EVALUATE OUR IN-HOUSE TEAM AGAINST SEO STANDARDS AND SEO HELPED MAKE THE CASE FOR OUR FACETED NAVIGATION SYSTEM

Minneapolis Area Classes and Outings > Introduction to Trail Running Class

Introduction to Trail Running Class

Description: If you've been pounding pavement and you want to develop your off road skills, explore some excellent local trails, and gain the health benefits of running on soft, uneven ground this outing is for you. This hour long trail run will take you on a local circuit while providing instruction on technique, training, clothing and footwear specific to the sport of trail running. Runs vary in length and difficulty, so check the specific outing for additional details. Recommended for ages 14 and older; under 18 must be accompanied by a parent or responsible adult.

- Skills you'll learn:
• Provide participants with increased awareness of running on uneven terrain
• Provide guidance on technique, clothing, and other equipment
• Increase knowledge and understanding of trail running opportunities

Duration: 1.0 hours

Check out the gear list.

Required Legal Form:
This course requires the participant to read and sign a liability release form before participating. Please see "Required Legal Form" for the session you are registering for. You will need to print, sign and bring the form to your class.



Introduction to Trail Running Class Information

Activity Level (4) Vigorous
Skill Level (2) Intermediate
Minimum Age: 14

Outdoor School Cancellation Policy

INTRODUCTION TO TRAIL RUNNING CLASS

Table with 4 columns: Date / Time, Meeting Location / Class Notes, Price, Register. Row 1: 11/10/2012, Introduction to Trail Running Class at Minnehaha Park (Wabun Picnic Area), Member: \$15.00, Non Member: \$35.00, Register button, Spots left: 12, Total spots: 12.

How are we doing? Give us feedback on this page.

REI Gift Cards Buy now! Check your REI gift card balance. REI Membership REI member benefits include an annual refund (typically 10% on eligible purchases). Join REI today! Sign up for REI Gearmail® and get 15% off selected items! Email Address. Store Locator Locate an REI store near you. Enter Your ZIP Code.

WE HELPED BUILD SKILLS AND COMMUNITIES ACROSS CHANNELS REI IS THE LARGEST OUTDOOR EDUCATOR IN THE UNITED STATES BY NUMBER OF PEOPLE TAUGHT





FREE U.S. STANDARD SHIPPING on orders of \$50 or more.

- SHOP REI
- SHOP REI-OUTLET
- TRAVEL WITH REI
- LEARN
- SHARE
- MEMBERSHIP
- STEWARDSHIP

Expert Advice | Outdoor School | Outdoor Videos | Guidepost | Family Adventure Program | Local REI Events | REI Blog

## Guidepost: Discover outdoor adventures near you.



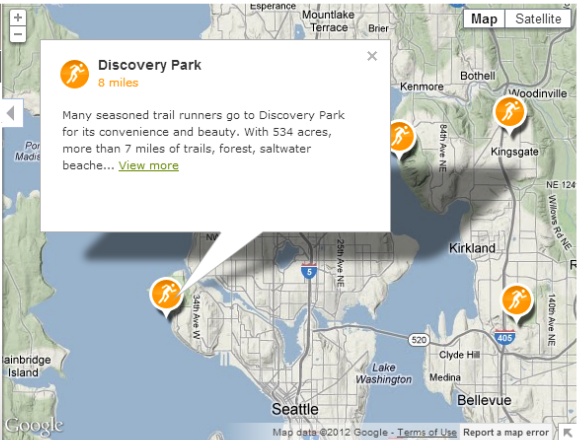
SHARE Print Like 850

### Filter by Activity

Results (4)

Narrow your search to include:

- All Activities
- Backcountry
- Mountain Biking
- Skiing & Snowboarding
- Road Biking
- Birding
- Flatwater Paddling & Canoeing
- Hot Springs
- Whitewater Paddling
- Campgrounds
- Sea Kayaking
- Climbing
- Cross-Country Skiing
- Ski Resorts
- Hiking
- Snowshoeing
- Trail Running
- Nature Trips
- Rail-Trails
- Waterfalls



### REI MEMBERS: SAVE \$20 on a Trails.com Subscription

Subscribe to Trails.com for just \$29.95 a year and gain full access to over 49,000 professional trail guides, high-res USGS topo maps & much more!

Get more info

See all locations and activities

THE REI DIFFERENCE

100% SATISFACTION GUARANTEED

GEAR & ADVICE YOU CAN TRUST

10% ANNUAL MEMBER REFUND\*

How are we doing? Give us feedback on this page.



REI Gift Cards  
Buy now!  
Check your REI gift card balance



REI Membership  
REI member benefits include an annual refund (typically 10% on eligible purchases).  
Join REI today!

Sign up for REI Gearmail® and get 15% off selected items!

Store Locator

Locate an REI store near you.

# WE LINKED DATA WITH CONTENT TO AID IN WAYFINDING

# AND GREW OUR HYPERLOCAL AWARENESS AT THE SAME TIME BY PROVIDING A VALUABLE SERVICE

**WE AMAZED AND DELIGHTED  
REAL  
PEOPLE**



AND SO CAN  
**YOU**



# **CONCLUSION**

**AND FINAL THOUGHTS**





# CORE VALUES MATTER

jackeline roque  
photographs

**I'M AN SEO**

**WHO VALUES CONTENT**

**STRATEGY**



**BUT I'M NOT  
THE ONLY ONE.**

**WE WANT TO STOP  
THE PAIN BETWEEN  
SEOs AND CONTENT  
STRATEGISTS**







**WE WANT TO SHARE  
WITH YOU AND  
LEARN FROM YOU.**

**WE WANT TO BREAK  
DOWN THE MYTHS  
AND BARRIERS TO  
PROGRESS**



**I WANT TO  
BELIEVE**



**WE WANT TO HELP  
YOU DRIVE NEW  
BUSINESS.**



**WE WANT TO HELP  
YOU DRIVE NEW  
BUSINESS.**

**A LOT OF NEW  
BUSINESS.**



**WE WANT TO HAVE  
A CONVERSATION  
WITH YOU.**



**WE WANT TO HAVE  
A CONVERSATION  
WITH YOU.**

**LET'S  
TALK.**





# JONATHON COLMAN

PRINCIPAL EXPERIENCE  
ARCHITECT FOR REI

[WWW.REI.COM](http://WWW.REI.COM)

TWITTER @JCOLMAN

LET'S  
TALK.





Yay!

**WANT TO  
KNOW EVEN  
MORE ABOUT  
CONTENT  
STRATEGY?**

**HERE ARE 200+ OF THE  
BEST FREE RESOURCES!**