



**HOW TO BUILD**

# **SEO**

**INTO CONTENT**

**STRATEGY**

A black and white portrait of a man with dark, wavy hair, looking slightly to the right of the camera. The lighting is dramatic, with strong highlights on his face and deep shadows.

# **JONATHON COLMAN**

---

**PRINCIPAL EXPERIENCE  
ARCHITECT FOR REI**

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**WWW.REI.COM**

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**TWITTER @JCOLMAN**



**CAN HUMANS  
LIVE WITH...**

**ROBOTS?!**









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.**



**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 I HAVE A LITTLE  
CONFESSION TO  
MAKE TODAY...**



**I DON'T KNOW**

**ANYTHING**

**ABOUT CONTENT**

**STRATEGY.**

**DON'T TWEET THAT!**

**MY BOSS MIGHT FIND OUT.**

**OK, OK... I MIGHT BE  
EXAGGERATING  
A LITTLE BIT.**

**AFTER ALL,  
I DID READ  
THIS BOOK.**

# COFFEE FIRST

CONTENT RIGHT AFTER THAT

---

SECOND EDITION

KRISTINA HALVORSON  
MELISSA RACH

Foreword by Juan Valdez



**MY BACKGROUND AND  
EXPERIENCE IS IN  
SEO**



**YEAH. I'M ONE OF  
THESE GUYS.**





**YEAH. I'M ONE OF  
THESE GUYS.**

**A NERD.**



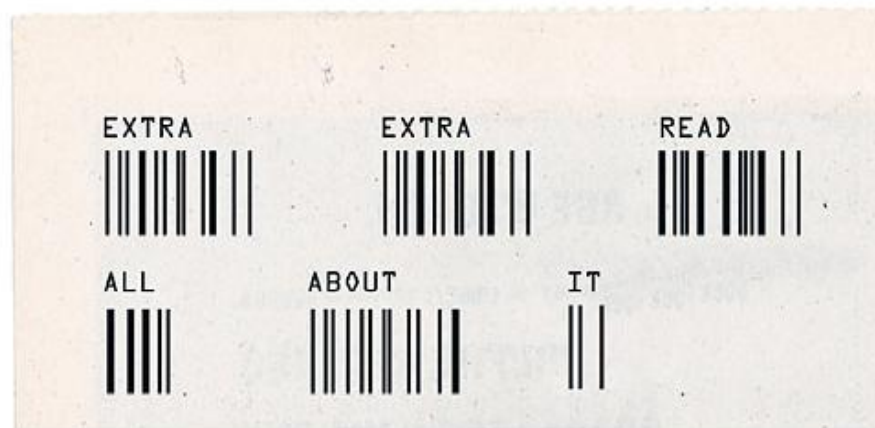
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IDEAS & TRENDS

This Boring Headline Is Written for Google



**BOTTOM LINE:  
BAD SEO IS A  
DISASTER.**



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70 personal results. 38,400,000 other results.

[Nelson Mandela - Wikipedia, the free encyclopedia](#)[en.wikipedia.org/wiki/Nelson\\_Mandela](http://en.wikipedia.org/wiki/Nelson_Mandela)

**Nelson Rolihlahla Mandela** is a South African politician who served as president of South Africa from 1994 to 1999, the first ever to be elected in a fully ...

[Apartheid in South Africa](#) - [Winnie Madikizela-Mandela](#) - [FW de Klerk](#) - [Rivonia Trial](#)

[Nelson Mandela Centre of Memory](#)[www.nelsonmandela.org/](http://www.nelsonmandela.org/)

The **Nelson Mandela** Foundation contributes to the making of a just society by promoting the vision and work of its Founder and convening dialogue around ...

[Biography – Nelson Mandela Centre of Memory](#)[www.nelsonmandela.org/content/page/biography](http://www.nelsonmandela.org/content/page/biography)

Rolihlahla **Mandela** was born into the Madiba clan in Mvezo, Transkei, on July 18, 1918, to Nonqaphi Nosekeni and Nkosi Mphakanyiswa Gadla **Mandela**. ...

[Images for Nelson Mandela](#) - Report images[Nelson Mandela - Biography](#)[www.nobelprize.org](http://www.nobelprize.org) › [Nobel Prizes](#) › [Nobel Peace Prize](#)

Nelson Rolihlahla Mandela was born in Transkei, South Africa on July 18, 1918. ... After the banning of the ANC in 1960, **Nelson Mandela** argued for the setting ...

[BBC News - Mandela's life and times](#)[www.bbc.co.uk/news/world-africa-12305154](http://www.bbc.co.uk/news/world-africa-12305154)**Nelson Mandela**[nobelprize.org](http://nobelprize.org)

Nelson Rolihlahla Mandela is a South African politician who served as president of South Africa from 1994 to 1999, the first ever to be elected in a fully representative democratic election. [Wikipedia](#)

**Born:** July 18, 1918 (age 94), Mvezo

**Spouse:** [Graça Machel](#) (m. 1998), [Winnie Madikizela-Mandela](#) (m. 1957–1996), [Evelyn Ntoko](#) (m. 1944–1957)

**Education:** [Healdtown Comprehensive School](#), [University of London](#), [More](#)

**Movies:** [Mandela](#), [Sophiatown](#) (2003) film, [Nelson Mandela: The Life and Times](#), [More](#)

**Children:** [Makgatho Mandela](#), [Makaziwe Mandela](#), [Zindziswa Mandela](#), [Zenani Mandela](#), [Madiba Thembekile Mandela](#)

# GOOD SEO IS

# VERY HELPFUL.



**SO LET'S BUILD A BRIDGE:**

**BETWEEN CONTENT  
STRATEGY OVER HERE**

**...AND SEO  
OVER HERE**

# 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**

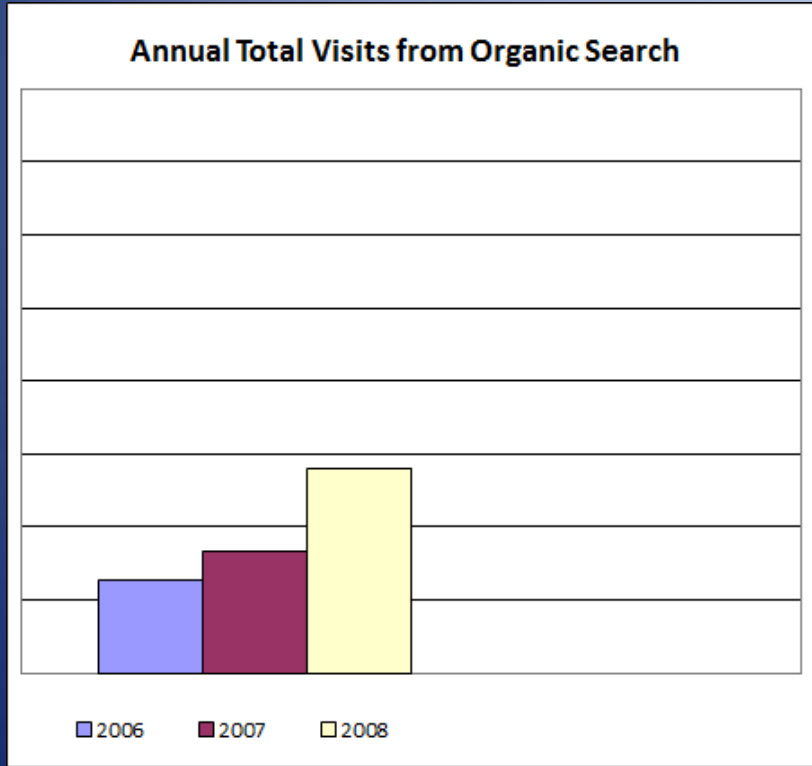
**EXPOSING A FEW OLD**

**MYTHS**

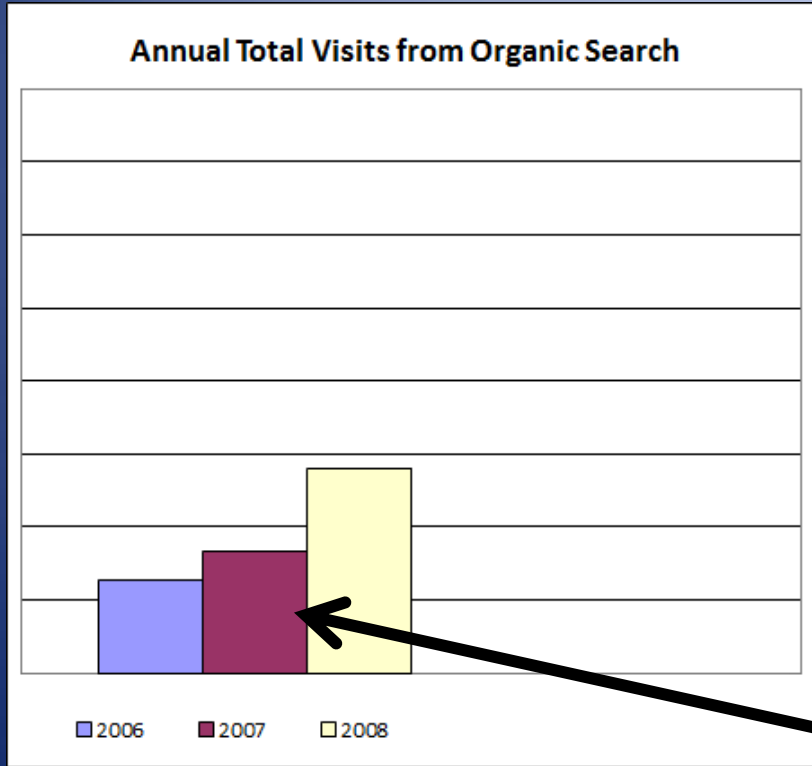


**MYTH #1:**  
**YOU CAN**  
**SHORT-CUT**  
**YOUR WAY**  
**TO SEO**





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



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

**IN LATE 2007, WE BEGAN INVESTING  
IN SEO. WE'LL FIND OUT THE RESULTS  
IN ABOUT 19 SLIDES FROM NOW...**



# MYTH #2: 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!

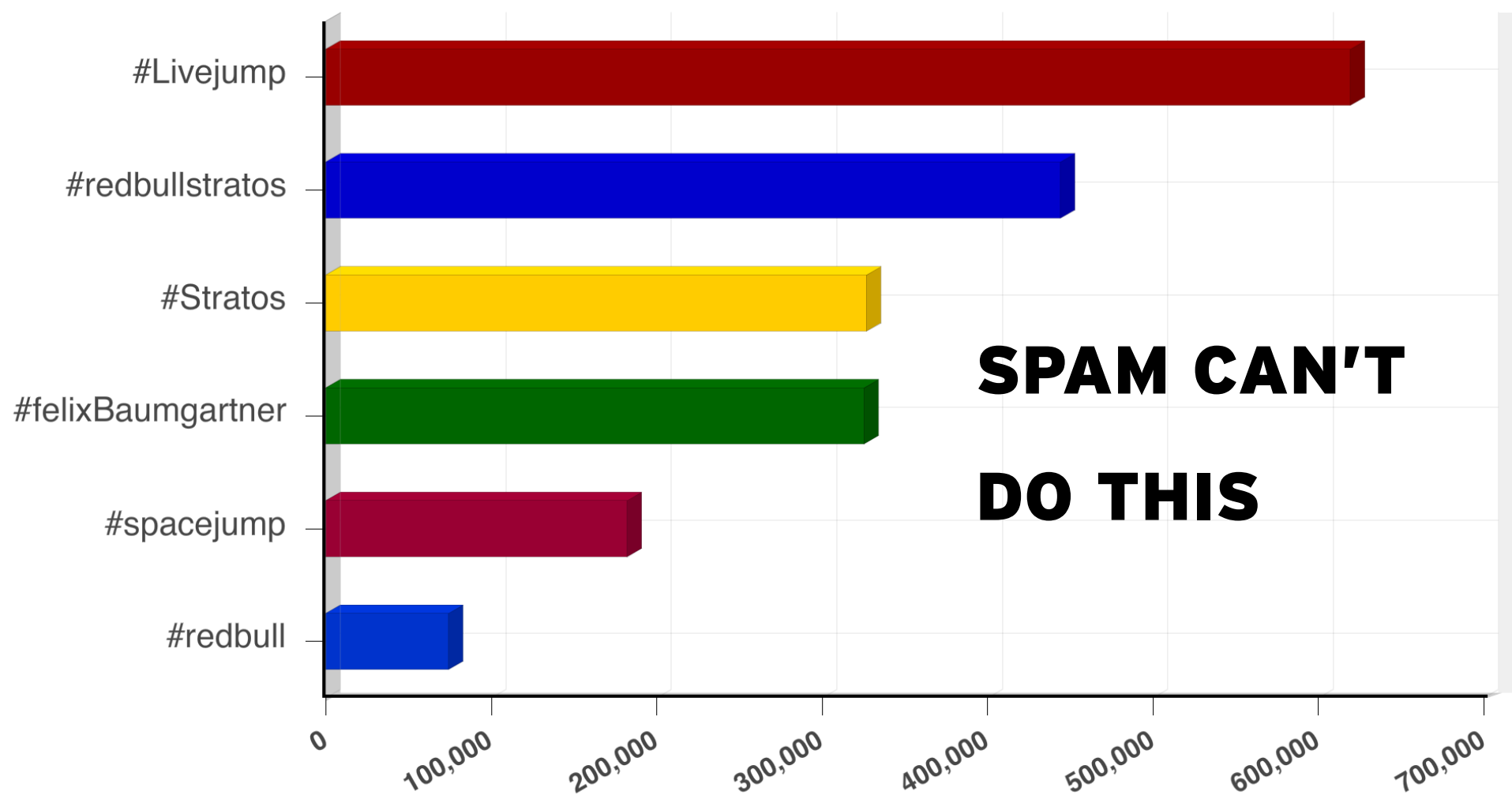
If you like **HAM**, you'll like **SPAM**

**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



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### 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.

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

#### Warranty, Repairs & Returns

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#### Contact Big Agnes

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

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### 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!

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### 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.



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

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

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

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

[Insulated Air Core](#)

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

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[Contact Big Agnes](#)

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

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# RANK MUST BE EARNED.

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





Big Agnes Fly Creek UL2 Tent



Search

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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 ...



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[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.)

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More search tools

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

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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

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

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[Big Agnes : Ultralight : Fly Creek UL2](#)  
[www.bigagnes.com/Products/Detail/Tent/FlyCreekUL2](http://www.bigagnes.com/Products/Detail/Tent/FlyCreekUL2)  
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[Backpacker Magazine - Editors' Choice 2010: Big Agnes Fly Creek ...](#)  
[www.backpacker.com/editors...big-agnes-fly-creek-ul2-tent/.../122](http://www.backpacker.com/editors...big-agnes-fly-creek-ul2-tent/.../122)  
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 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 ...](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](#)  
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 21 May 2010 - 9 min - Uploaded by upupaepops  
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[Big Agnes Fly Creek UL 2 - YouTube](#)  
[www.youtube.com/watch?v=650QZ2qTvmg](http://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

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AS WELL AS CLICK-THROUGH.

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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

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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



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Camping & Hiking > Tents > Backpacking Tents

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## Big Agnes Fly Creek UL2 Tent

\$369.95

★★★★★ (75)  
Item # 796087

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### DESCRIPTION

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NOT TO MENTION CONVERSION.



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\$369.95

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Item # 796087

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Cool Gray/Gold 2 Person \$369.95

1 Quantity

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NOT TO MENTION CONVERSION.

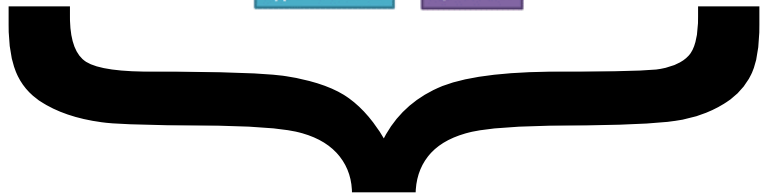
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AWAY FROM  
MY OTHER  
EFFORTS**





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THESE ALL WORK  
BETTER TOGETHER  
THAN THEY EVER  
COULD APART.**



**\$\$\$**

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YOUR OTHER WORK.**

Time spent downloading a page (in milliseconds)



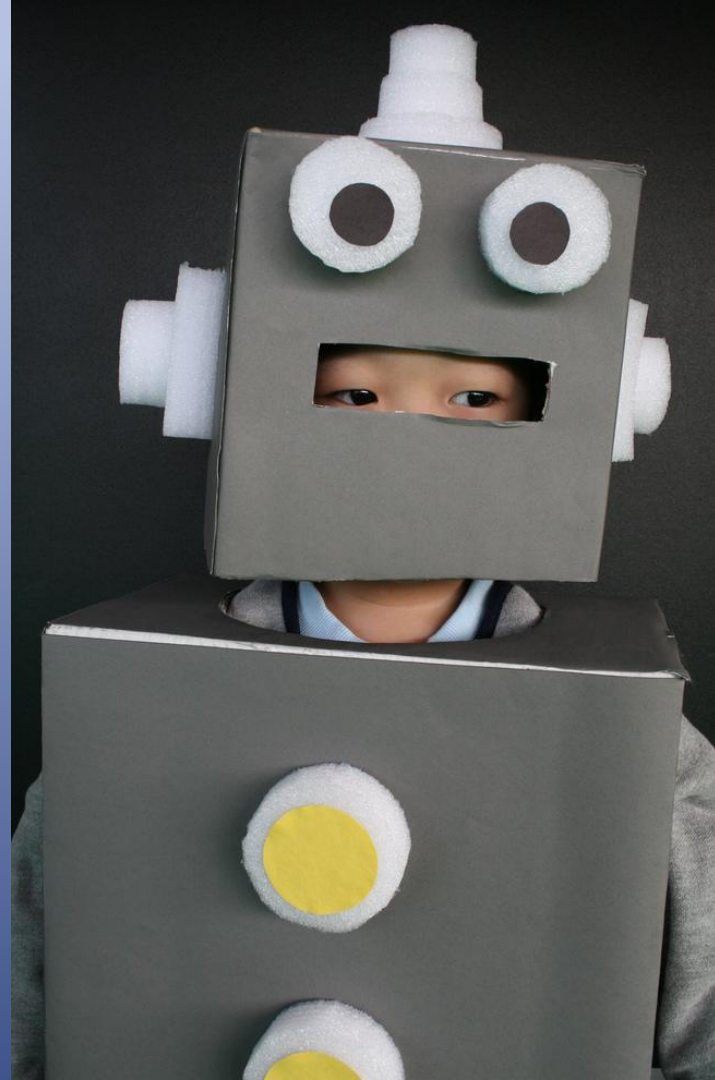
Pages crawled per day



**FOR EXAMPLE, WE  
USED SEO TO  
SUPPORT WEB  
PERFORMANCE  
ENHANCEMENTS**

**MYTH #4:**

**SEO IS FOR  
ROBOTS, NOT  
PEOPLE**







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





**BUT HUMANS  
DESIGN ROBOTS...**



**BUT HUMANS  
DESIGN ROBOTS...**

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

coffee cape town



Origin Coffee Roasting



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



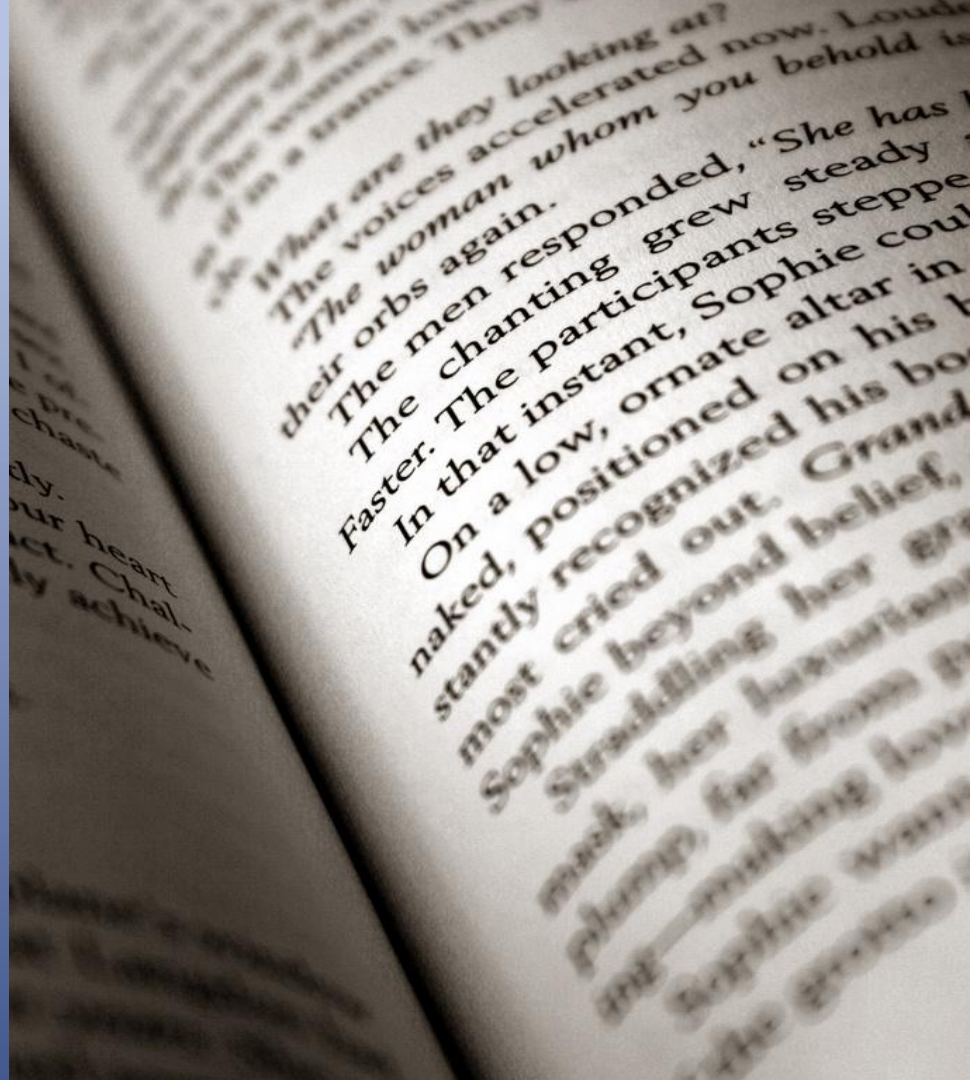


**WE USE THEM TO  
FIND THE THINGS  
THAT WE NEED**

**DESIGN FOR REAL  
PEOPLE, ACCOUNT  
FOR THE ROBOTS**



# MYTH #5: 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:

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

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

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"	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 <a href="#">?</a>	Local Monthly Searches <a href="#">?</a>
<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:

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

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

Sorted by Global Monthly Searches

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

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





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



[CLICK HERE TO](#)  
**WATCH THIS VIDEO**

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

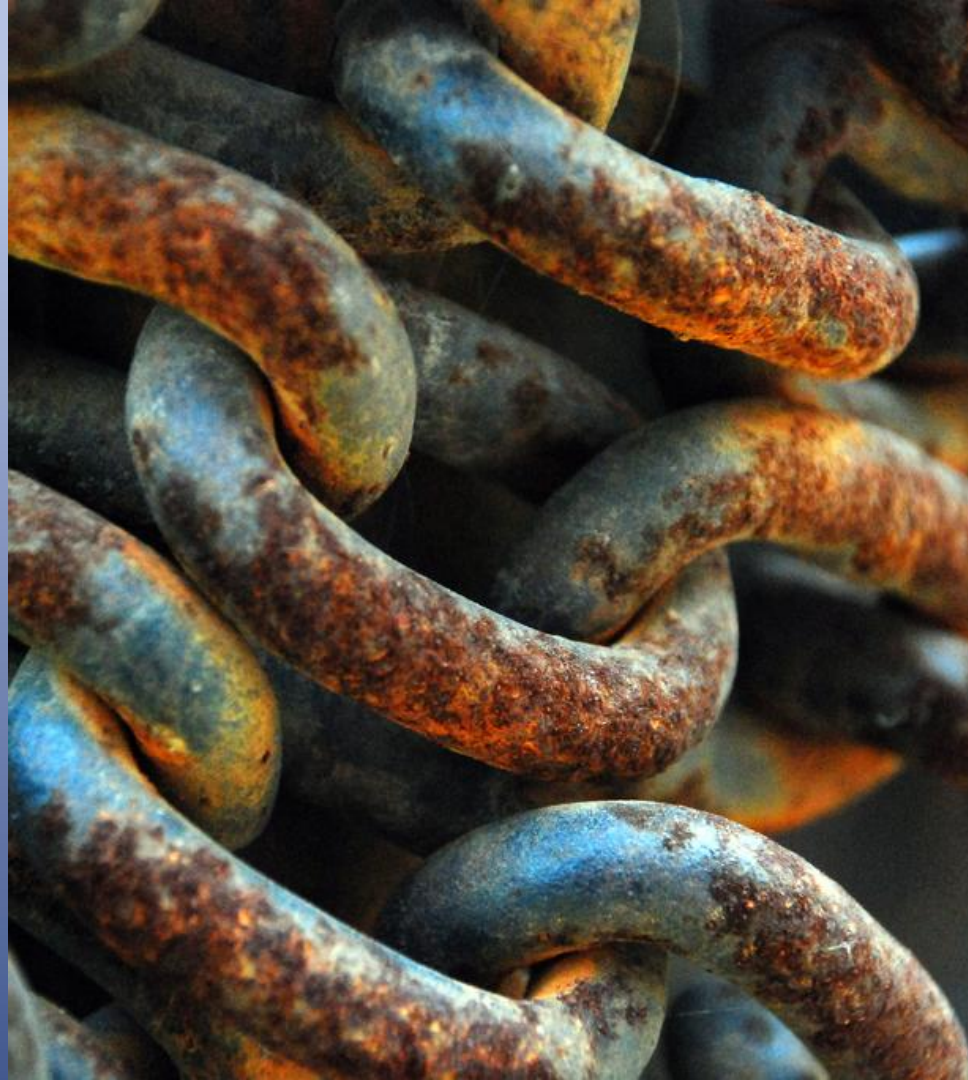


**DOLLARSHAVECLUB.COM**

SHAVE TIME. SHAVE MONEY.

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

**MYTH #6:**  
**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

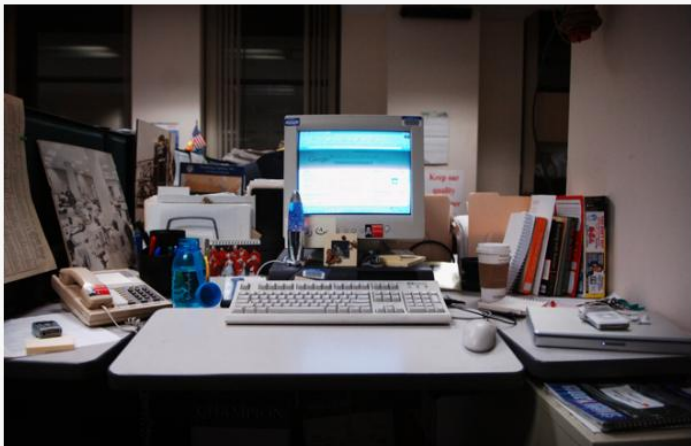
	www.rei.com	www.amazon.com	www.zappos.com	www.ebay.com	www.overstock.com
<b>Page Authority:</b>	<b>92</b>	<b>97</b>	<b>91</b>	<b>96</b>	<b>90</b>
Page MozRank:	6.91	7.93	6.89	7.58	6.44
Page MozTrust:	6.64	6.74	6.36	6.74	6.31
Internal Followed Links:	24,085	33,162	188,246	48,302	64,037
External Followed 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 #7:**  
**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 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**

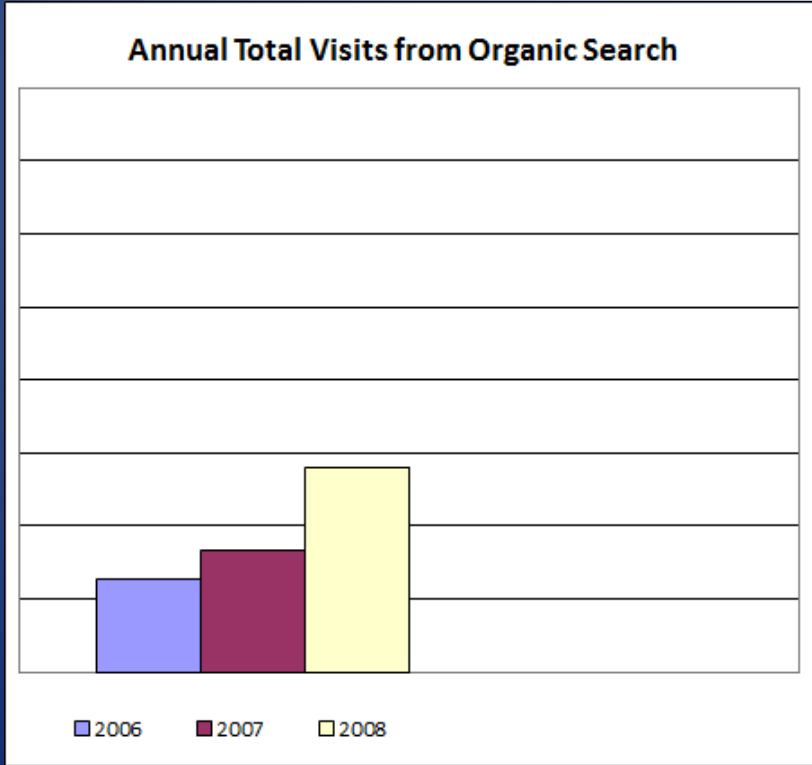
www.high-pr-backlink.com/

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 ...

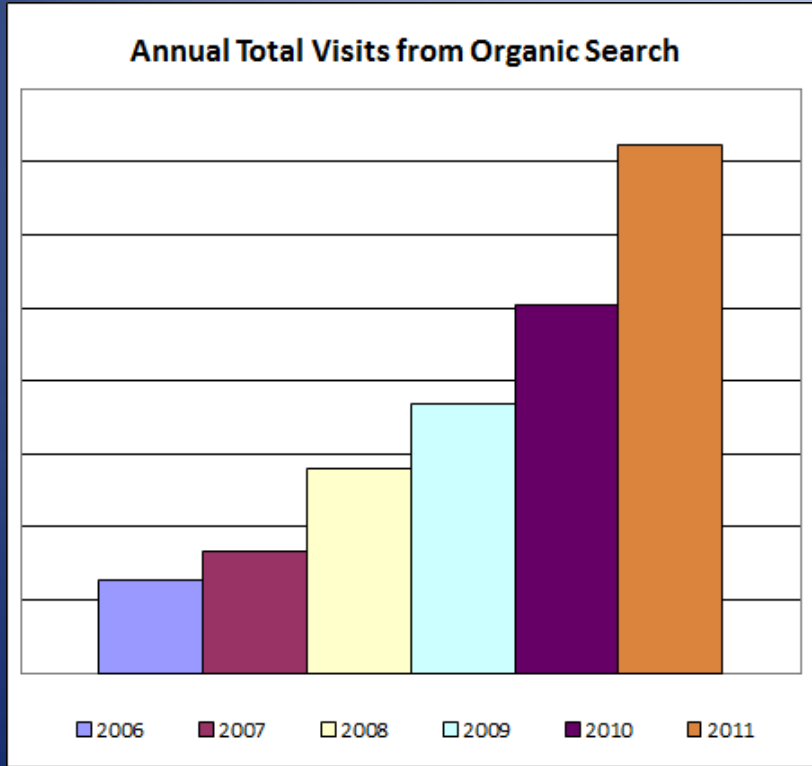
...BUT IT DOESN'T  
HELP THAT LINK  
SELLERS ARE STILL  
IN THE INDEX.

**MYTH #8:**  
**SEO IS**  
**DEAD**

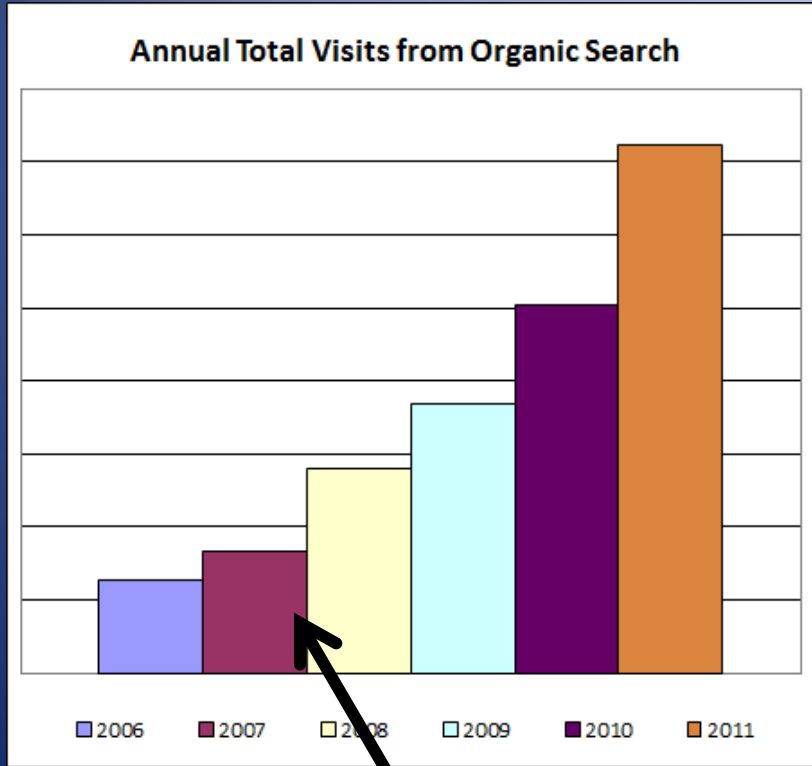




**REALITY:  
YOU CAN BELIEVE  
WHAT YOU LIKE...**



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



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

**LOOKS LIKE THAT EARLY  
INVESTMENT 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.**

**8 WAYS TO BUILD  
SEO INTO YOUR  
DAILY CONTENT  
STRATEGY WORK**





# STAKEHOLDER INTERVIEWS

- **ASK HOW THEY FIND AND SEARCH THE WEB SITE**
- **ASK THEM TO KEEP A DAILY SEARCH DIARY**
- **ASK THEM ABOUT THE KEYWORDS THEY CARE ABOUT, LOOK OVER COMPETITION'S CONTENT**



# CONTENT AUDIT

- **DO NOT INCLUDE RANK; INCLUDE TRAFFIC AND AVG. CONVERSION**
- **INCLUDE METADATA, NOT JUST <META> CONTENT; DO NOT INCLUDE <META> KEYWORDS**
- **INCLUDE COMPETITIVE LINK-GRAPH AND SOCIAL-GRAPH DATA**



## Guide to redundancy for employees

**Page objective:** Provide specific information for employees who are facing redundancy about the process, their options and next steps.

**Source content:** directgov page on Redundancy.

**Scope:** In scope



Page title	An employee's guide to redundancy
Priority content	<p>Message: You have rights as an employee facing redundancy</p> <p>Method: A guide written in plain English, with links to appropriate additional content. A video guide (out-of-scope). Covers the stages of redundancy and rights for those in trade unions and not in trade unions. Glossary of unfamiliar terms.</p> <p>Call to action: Read full guide, act to explore redundancy actions, benefits or new employment.</p> <p>Assets: link to redundancy calculator.</p>
Secondary	<p>Related items, or popular additional links.</p> <p>Additional tools, such as search and suggestions.</p> <ul style="list-style-type: none"><li>location set vs not set states</li><li>microcopy encouraging location set where location may make a difference to the content - ie, Scotland/NI.</li></ul>
Third	Footer and standard links.

**Content creation:** Content exists but was created within the constraints of the previous CMS.

Review, correct and edit where necessary.

**Maintenance:** should be flagged for review upon advice from Department of Work and Pensions, and annually.

**Technology / Publishing / Policy implications:** Should be reviewed once the glossary styles have been decided. No video guide in scope at this time, so languages should be simple and screen-reader friendly.

**Reliance on third parties:** None, all content and source exists in house.

**Outstanding questions:** None.

# PAGE TABLES

- INCLUDE FINDING/ENTRY METHODS, WHETHER OR NOT THEY INVOLVE SEO
- THEN REVIEW ALL THE POINTS OF ENTRY TO THE PAGE BEING DESCRIBED
- ADD DETAILS ON YOUR CONTENT'S PRIMARY COMPETITORS AND DIFFERENTIATORS



# TEMPLATES

- **INCLUDE VARIABLES FOR SEARCH AND SOCIAL METADATA (SUCH AS FACEBOOK OPENGRAPH, RDFa, OR SCHEMA.ORG)**
- **DO NOT REQUIRE <META> KEYWORDS**
- **ENSURE ALL CONTENT PUBLISHED IS ADDED TO AN XML SITEMAP**

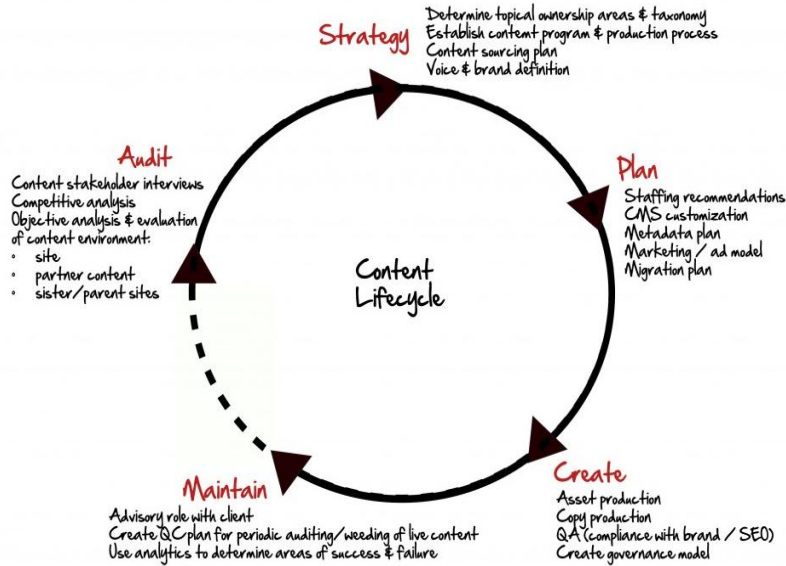


# METADATA

- **MOVE BEYOND <META> CONTENT INTO METADATA**
- **BE FORWARD-THINKING AND PROGRESSIVE; SEARCH ENGINES ARE JUST BEGINNING TO CONSUME AND USE THIS**
- **BEGIN THINKING ABOUT HOW METADATA WILL BE PERCEIVED WITHOUT THE BENEFIT OF CONTEXT**



# THE CONTENT LIFECYCLE



Erin Scime  
dopeData.com

- **INCLUDE SEO WHEN WORKING ON AUDITS, TAXONOMY, METADATA, STANDARDS, AND QA/QC**
- **MAKE SEO A SHARED RESPONSIBILITY; ONE PERSON CAN'T DO IT ALL**
- **BUILD SEO ADVOCATES IN OTHER DISCIPLINES**



# GOVERNANCE

- **DOCUMENT YOUR SEO STANDARDS, BUT DON'T STOP THERE**
- **INCENTIVIZE STAFF TO SUPPORT STANDARDS, INCENTIVIZE MANAGERS TO EVALUATE THEIR STAFF'S SUPPORT**
- **MEASURE THE IMPACT BY PAGE TEMPLATE FAMILY, NOT BY KEYWORDS**

F e b r u a r y 2 0 0 6



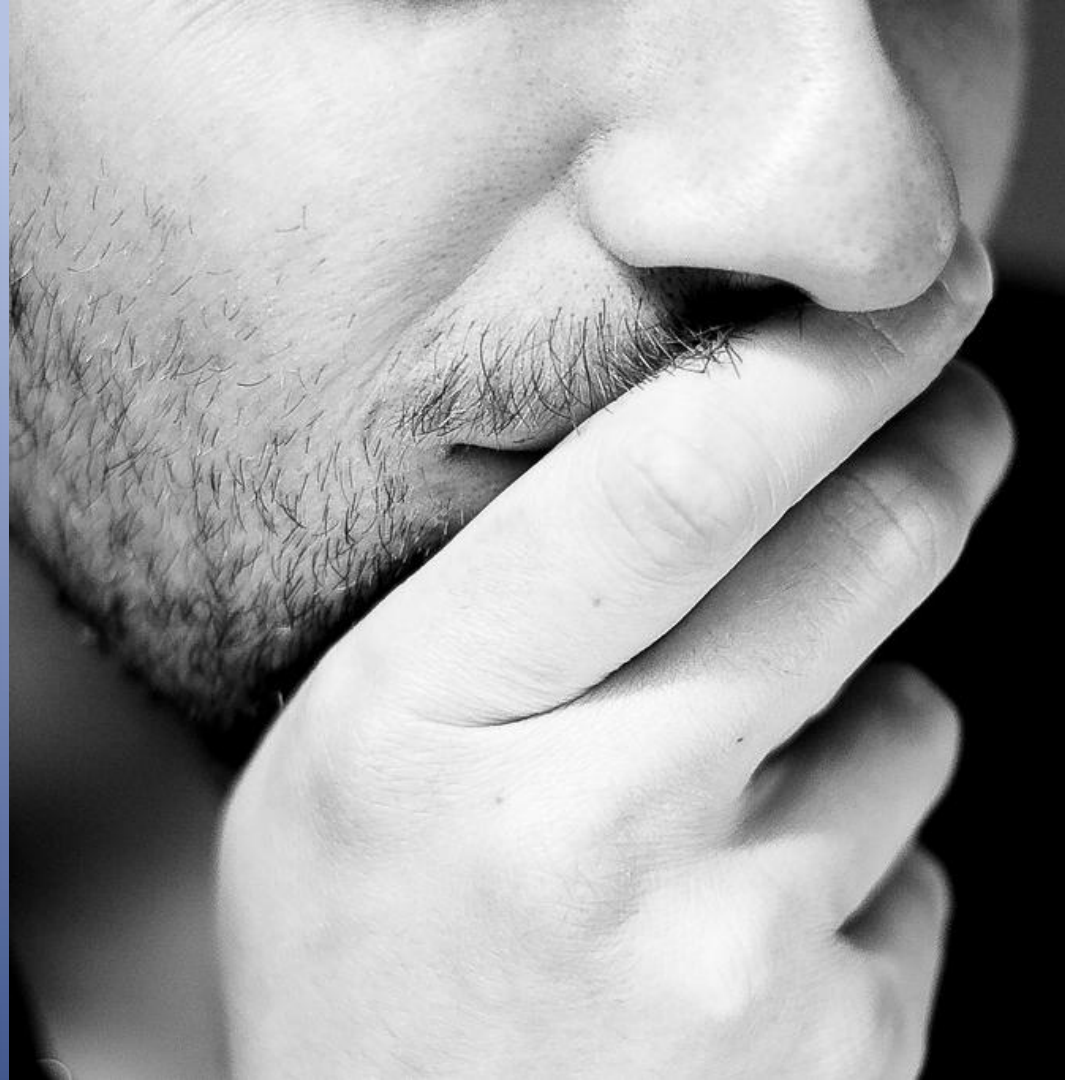
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

Image copyright © DonnaGrayson - <http://www.flickr.com/photos/donnagrayson/94131371>

# EDITORIAL CALENDAR

- **GIVE SEO LOTS OF LEAD TIME**
- **INCENTIVIZE PARTNERSHIPS BETWEEN SEO AND SOCIAL MEDIA IN CONTENT CAMPAIGNS**
- **INCLUDE TOUCHPOINTS FOR MEASUREMENT AND REPORTING**

**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**



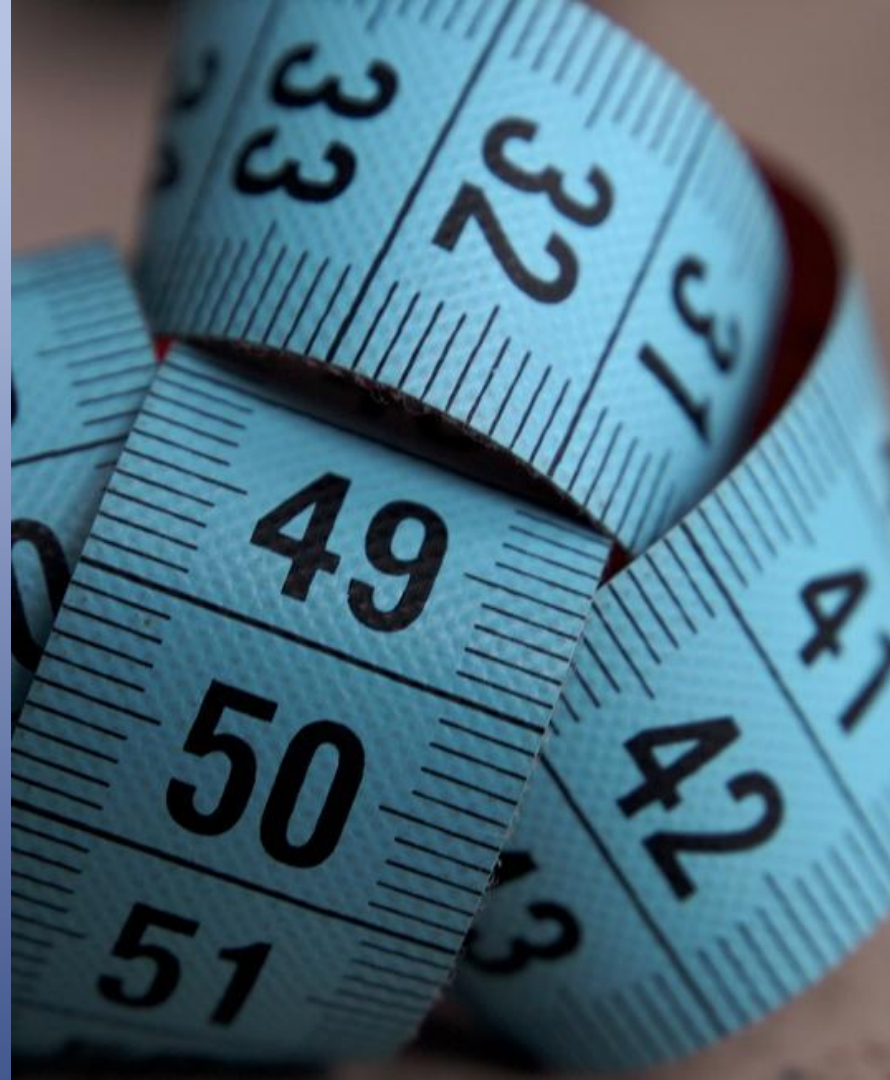
**YOU CAN IMPROVE  
DISCOVERABILITY,  
FINDABILITY, AND  
USABILITY FOR  
YOUR CUSTOMERS**



**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?**



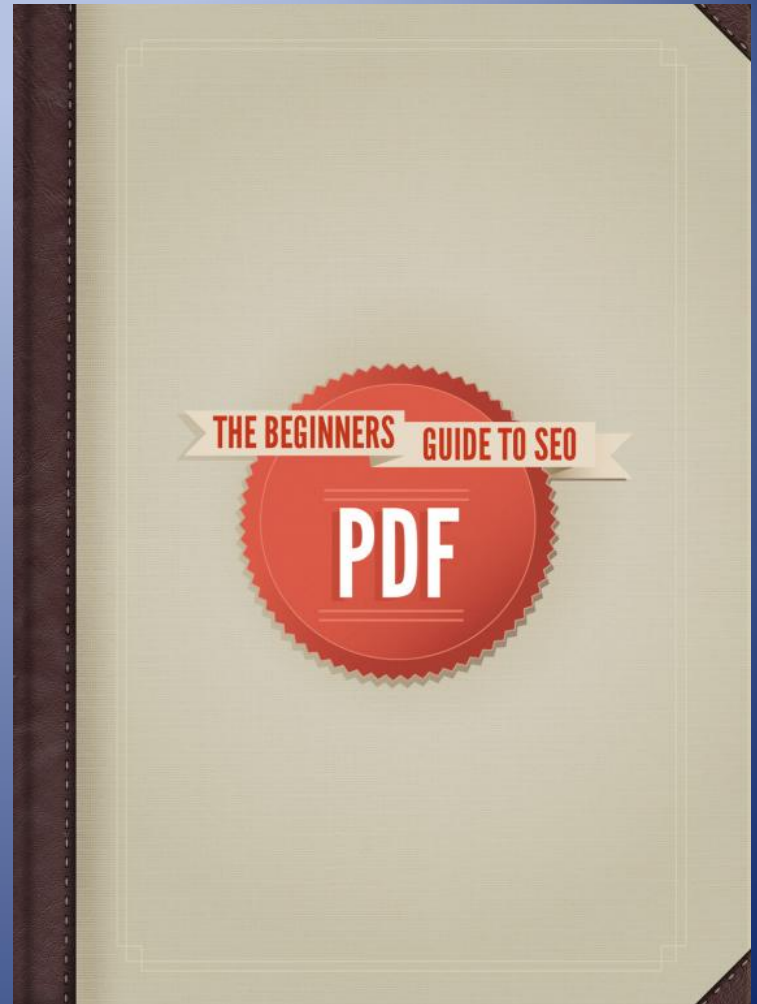


**ARE YOU LOOKING  
FOR WORK? WANT  
TO GET PAID MORE?**

**LEARN  
SEO.**

# 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 TOGETHER?**

**LET'S FIND**

**OUT...**



▶ 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

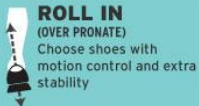
**Foot size:** You probably know your shoe size already. But if you're unsure or if one foot is larger than the other, it's best to have your feet measured at REI or other shoe retailer with a Brannock device. (That's the flat metal tool with sliders that measure the length, width and the toe-to-ball 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.

WE 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 THINGY 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 angles 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

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

\$99.95

★★★★★ (72)

Item # 811206



Black/Green 42 \$99.95

[Size Chart](#)

1 Quantity

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ZOOM

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Vibram FiveFingers Bikila LS Running Shoes Video  
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### 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

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Vibram FiveFingers Bikila

# WE CONSTANTLY PROVE THE VALUE OF STRUCTURED PRODUCT INFO.

## ADHERENCE TO GOVERNED SEO STANDARDS IS PART OF THE WAY OUR IN-HOUSE TEAM IS EVALUATED



SEARCH

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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

- CLASS DETAILS
- GEAR LIST

Date / Time	Meeting Location / Class Notes	Price	Register
11/10/2012 9:00 - 10:00 AM CST	<b>Introduction to Trail Running Class</b> <b>Minnehaha Park (Wabun Picnic Area)</b>   <a href="#">More Information</a> <a href="#">and Directions</a> Group Size: 12 <b>Required Legal Form:</b> <a href="#">General (pdf)</a>	<b>Member:</b> \$15.00 <b>Non Member:</b> \$35.00	<input type="button" value="Register"/>  <b>Spots left: 12</b> <b>Total spots: 12</b>

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 COMMUNITIES  
 ACROSS CHANNELS

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## Guidepost: Discover outdoor adventures near you.

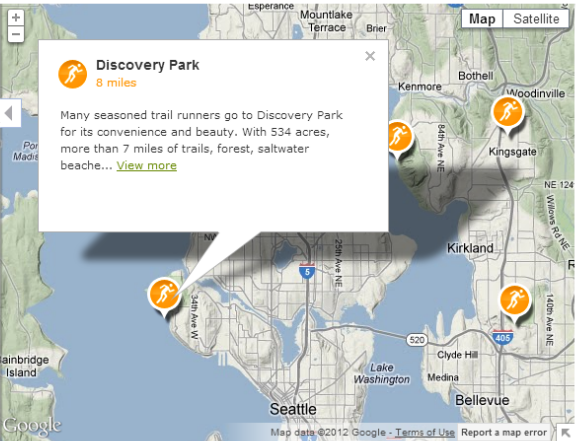


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# WE LINKED DATA WITH CONTENT TO AID IN WAYFINDING

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

# WE AMAZED AND DELIGHTED OUR CUSTOMERS

PRO-TIP: SO CAN YOU!



# CONCLUSION

AND FINAL THOUGHTS



**CORE VALUES MATTER.**

**CORE VALUES MATTER.**

**I'M AN SEO**

**WHO VALUES CONTENT**

**STRATEGY**



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

**WE WANT TO BUILD  
A BRIDGE TO THE  
CONTENT STRATEGY  
COMMUNITY**





**BRIDGES BRING  
PEOPLE TOGETHER,  
HELPING US TO  
SHARE AND LEARN**



**BRIDGES BREAK  
DOWN OUR MYTHS  
ABOUT THE  
UNKNOWN**

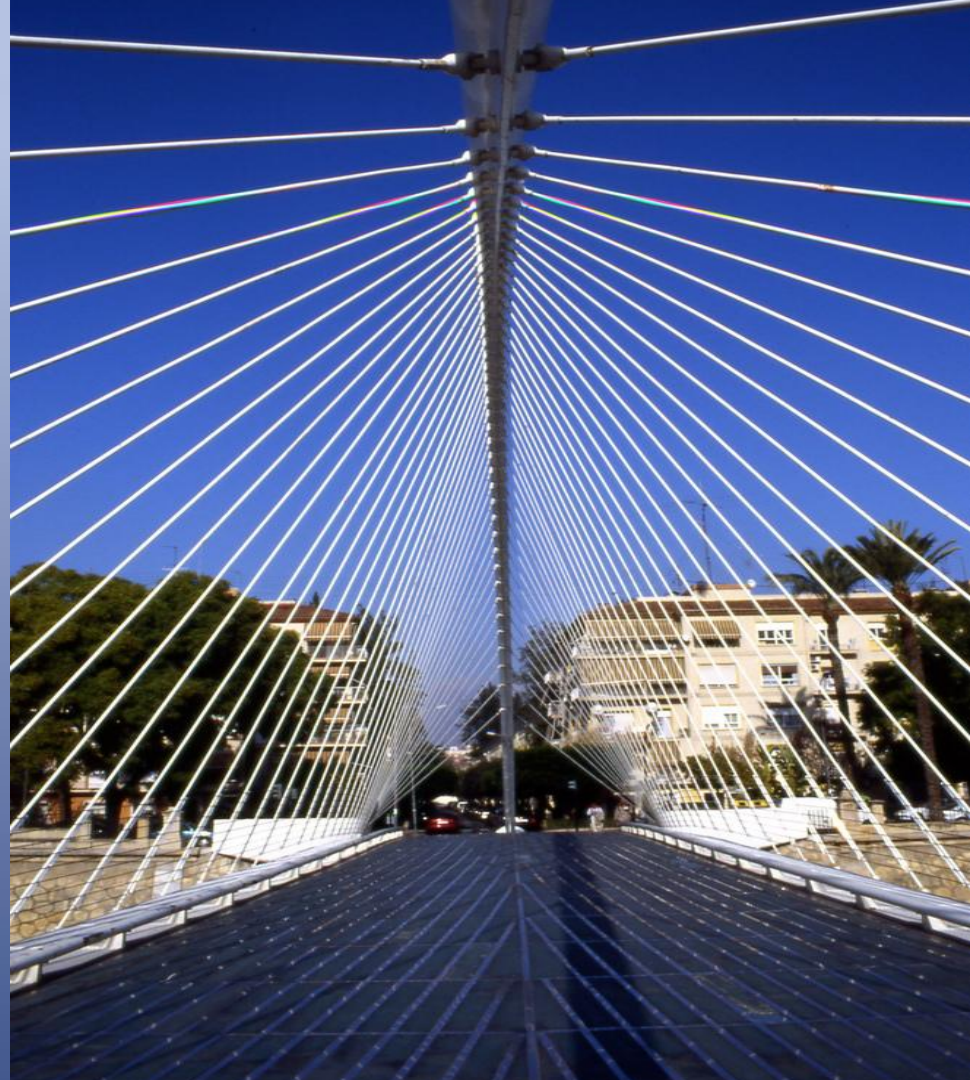






**AND BRIDGES  
MEAN BUSINESS.  
A LOT OF  
BUSINESS.**

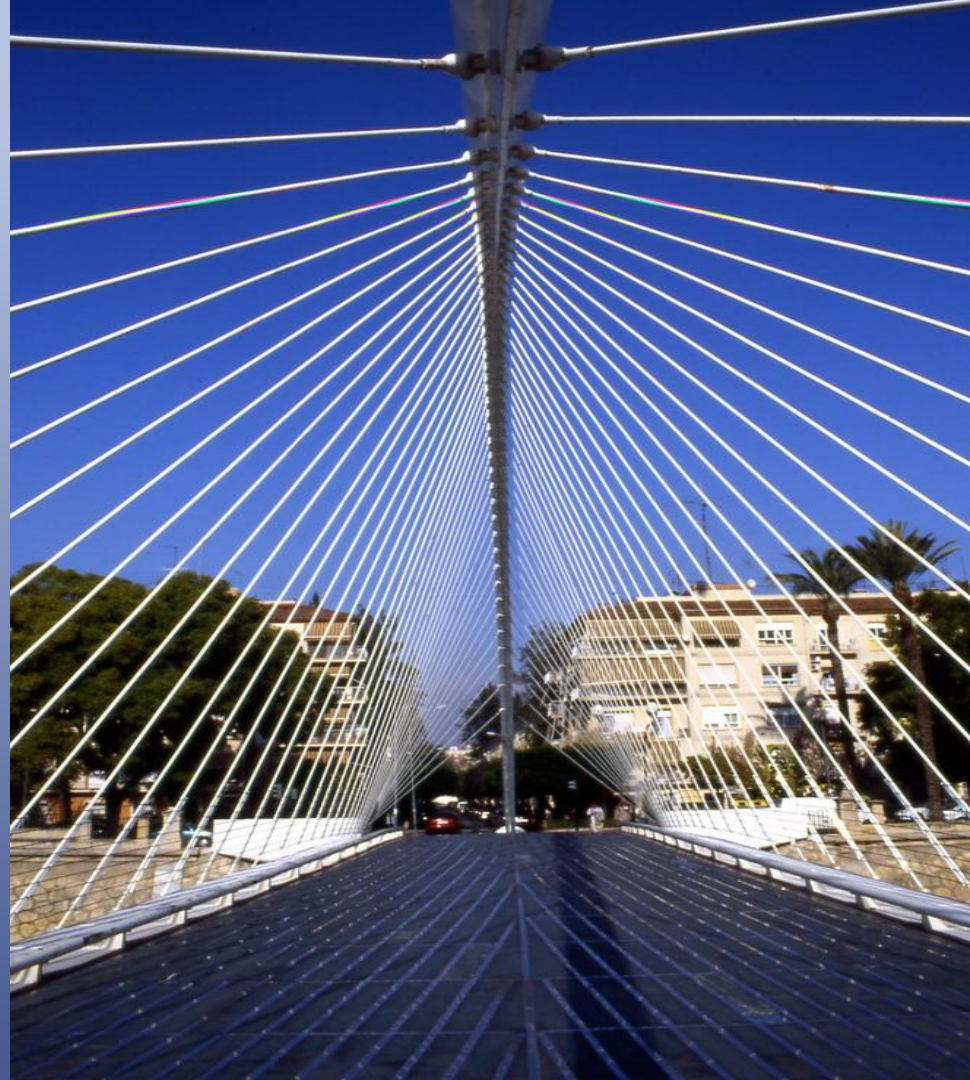
**FINALLY, BRIDGES  
HELP US START  
CONVERSATIONS.**





**FINALLY, BRIDGES  
HELP US START  
CONVERSATIONS.**

**LET'S  
TALK.**





# JONATHON COLMAN

PRINCIPAL EXPERIENCE  
ARCHITECT FOR REI

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LET'S  
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