MOZCON 2012

AGILE MARKETING:

4 PRINCIPLES AND 13 HACKS

Jonathon Colman

Principal Experience Architect

REI: www.REI.com

Twitter @jcolman

SEOmoz

#MozCon

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bit.ly/

agilewins

HEY, YOU.

YEAH,

YOU.

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I just wanted to mention something:

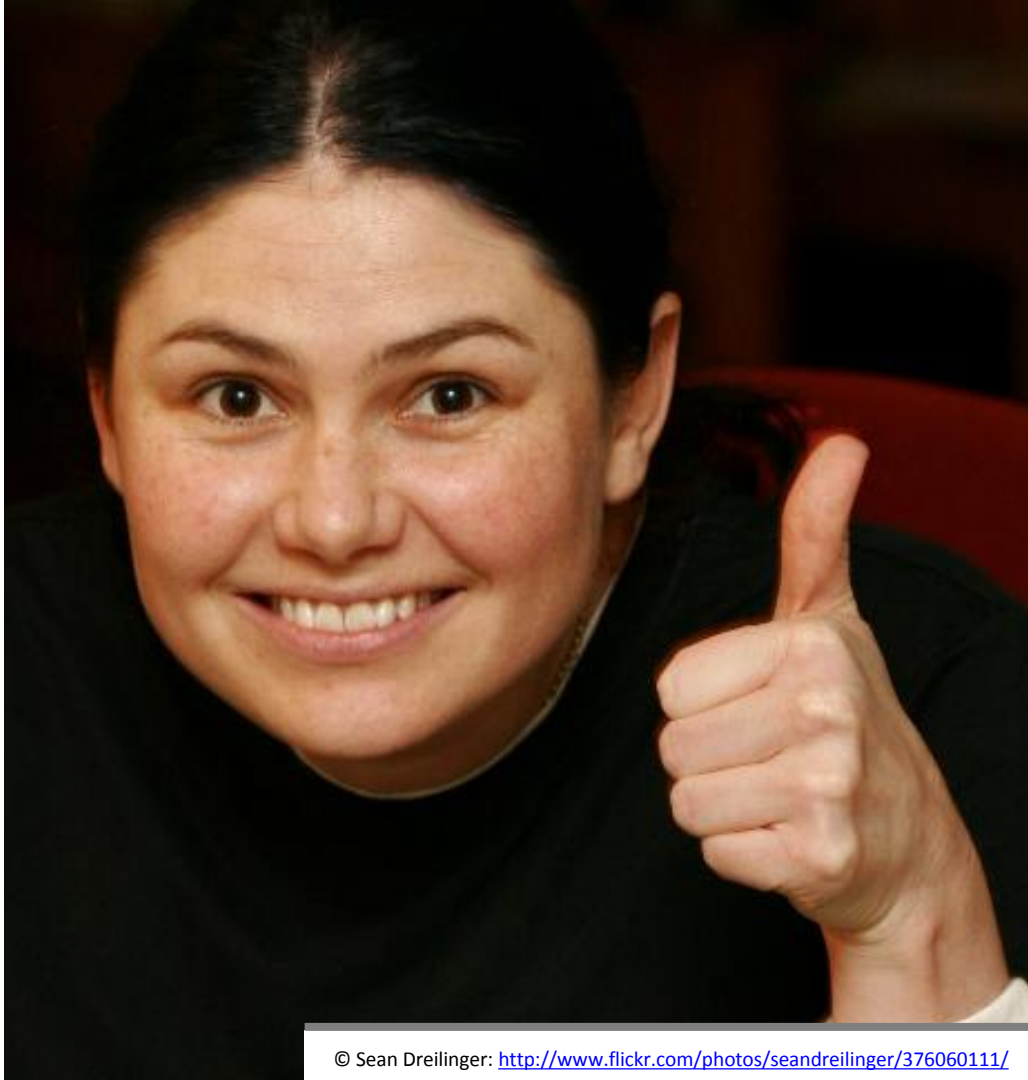
YOU'RE AWESOME

You're a rockin' SEO genius.

And a social media whiz.

And an inbound marketer.

And a leader.



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YOU DO IT BECAUSE

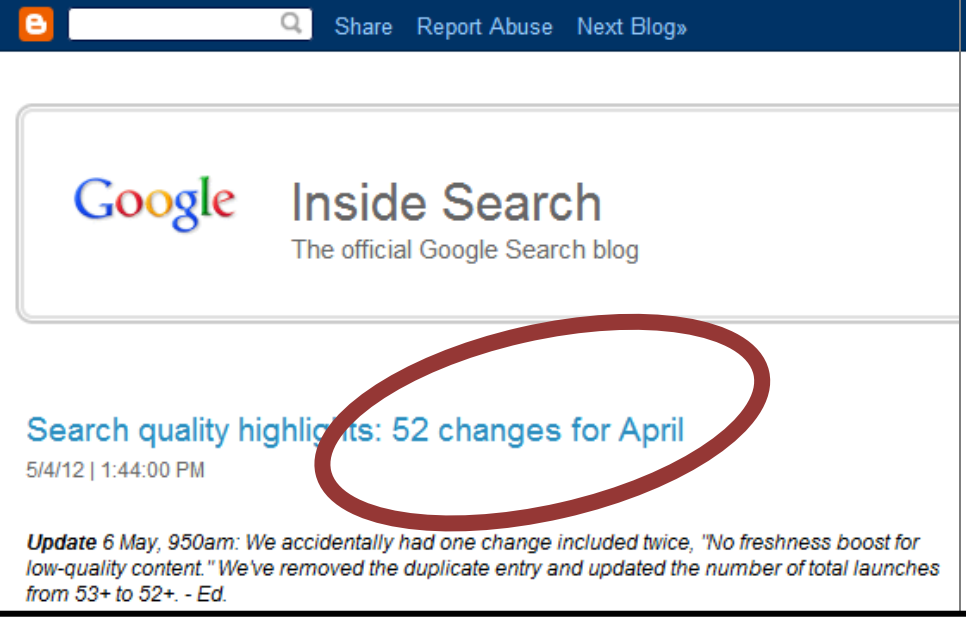
YOU

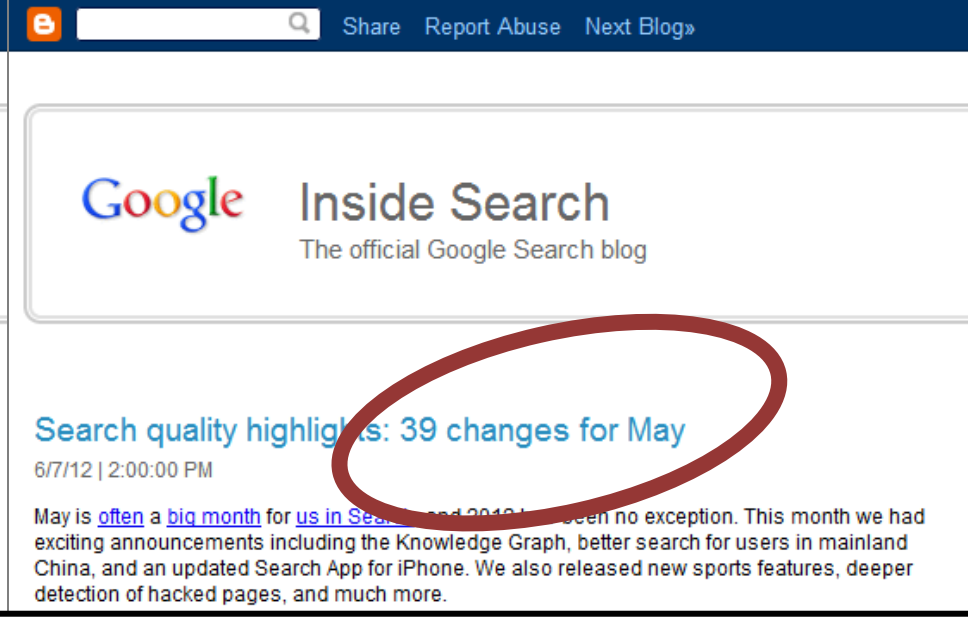
LOVE IT.

SO WHY IS YOUR WORK SO

FRAKKIN'

HARD?





You know about these.

Search and Weather Control, but ultimately decided they were a little too foolish.

Here's the *real* list for April:

- **Categorize paginated documents.** [launch codename "Xirtam3", project codename "CategorizePaginatedDocuments"] Sometimes, search results can be dominated by documents from a paginated series. This change helps surface more diverse results in

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expanding to these deeper pages.

- **Autocomplete predictions used as refinements.** [launch codename "Alaska", project codename "Refinements"] When a user types a search she'll see a number of predictions beneath the search box. After she hits "Enter", the results page may also include related searches or "refinements". With this change, we're beginning to include some especially useful predictions as "Related searches" on the results page.
- **More predictions for Japanese users.** [project codename "Autocomplete"] Our usability testing suggests that Japanese users prefer more autocomplete predictions than users in

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You know about these, too.

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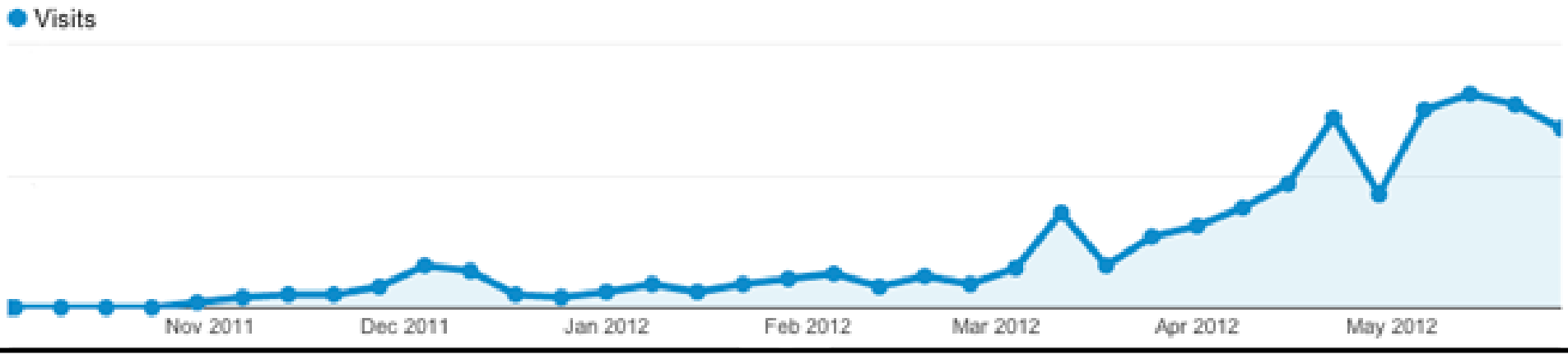
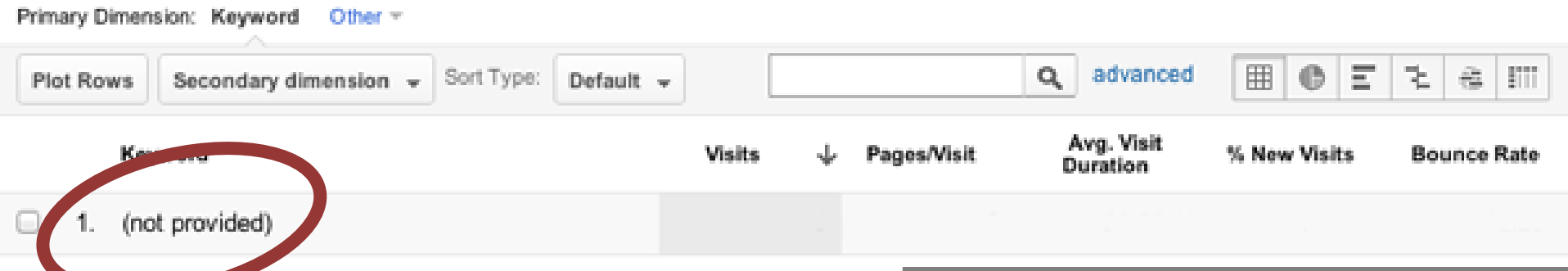


You're grappling with this...



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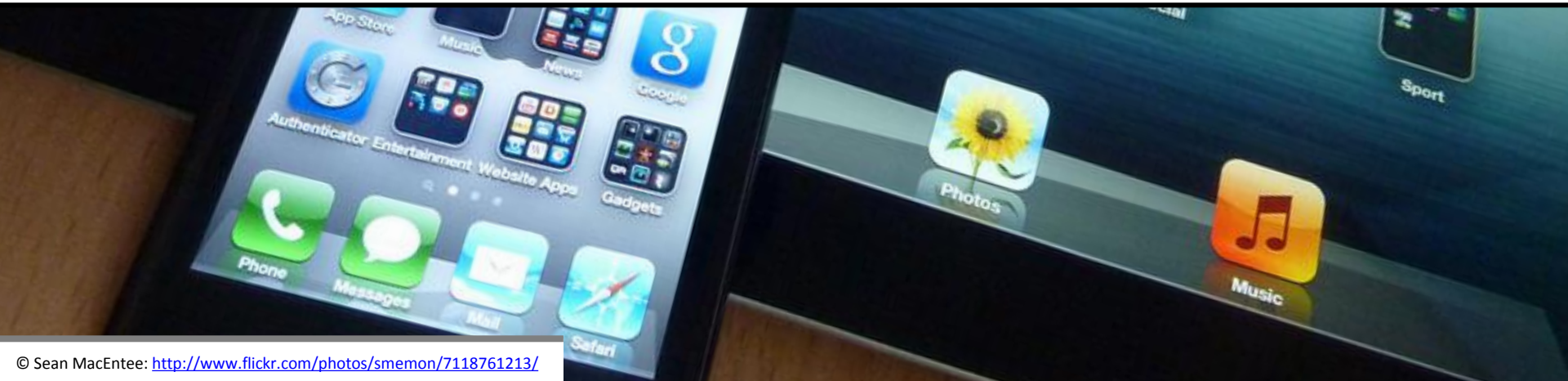
And with these...



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...oh, and all of these, too.

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The Daily SEO Blog

17 Types of Link Spam to Avoid

May 15th, 2012 - Posted by Carson Ward to White Hat / Black Hat

97 28

Not to mention this...

If the last few months of ranking changes have shown me anything, it's that poorly executed link building strategy that many of us call white hat can be more dangerous than black-hat strategies like buying links. As a result of well intentioned but short-sighted link building, many sites have seen significant drops in rankings and traffic. Whether you employ link building tactics that are black, white, or any shade of grey, you can do yourself a favor by avoiding the **appearance** of link spam.

It's become very obvious that recent updates hit sites that had overly aggressive link profiles. The types of sites that were almost exclusively within what I called the "danger zone" in a post about one month before ty links are highly correlated, but anchor text appears

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Like You like this.

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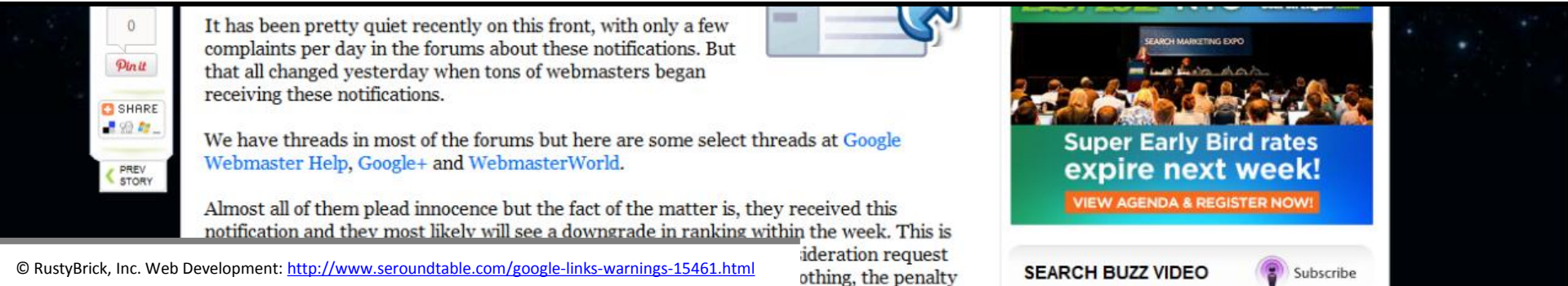
...and this, too...



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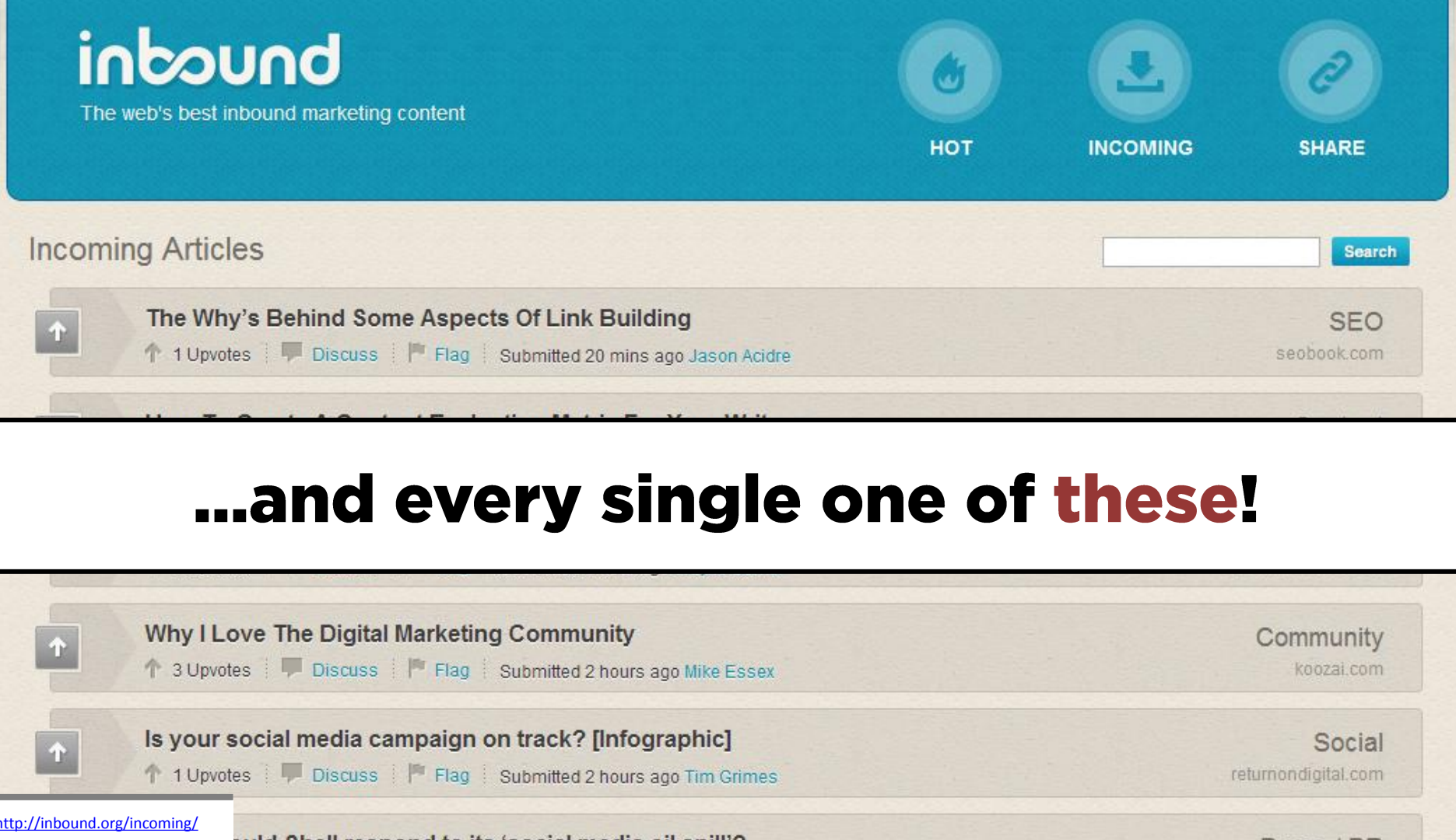
inbound
The web's best inbound marketing content
HOT
INCOMING
SHARE
Incoming Articles
Search
The Why's Behind Some Aspects Of Link Building
1 Upvotes Discuss Flag Submitted 20 mins ago Jason Acidre
SEO
seobook.com
...and every single one of these!
Why I Love The Digital Marketing Community
3 Upvotes Discuss Flag Submitted 2 hours ago Mike Essex
Community
koozai.com
Is your social media campaign on track? [Infographic]
1 Upvotes Discuss Flag Submitted 2 hours ago Tim Grimes
Social
returnondigital.com
http://inbound.org/incoming/

THAT'S A LOT OF

REAL BIG CHANGES.

BUT YOU'VE STILL GOT A

REAL BIG PROBLEM.

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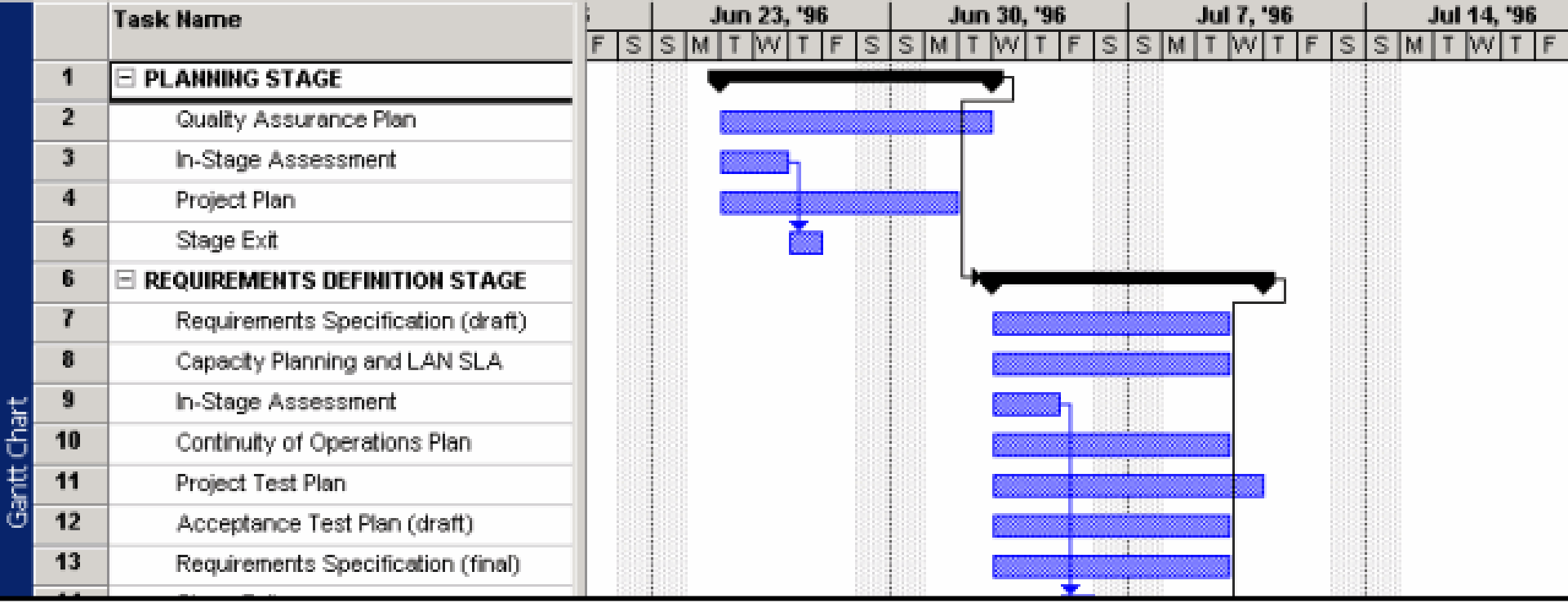

Because this is how you work...

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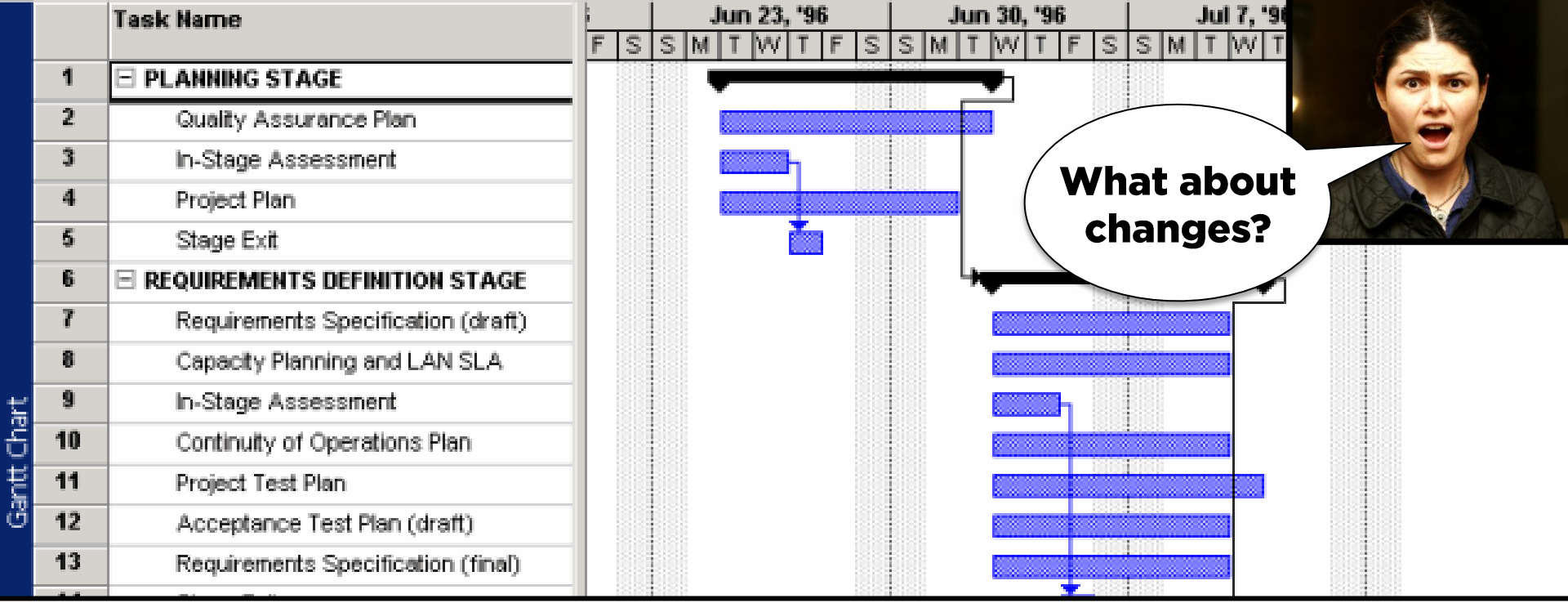

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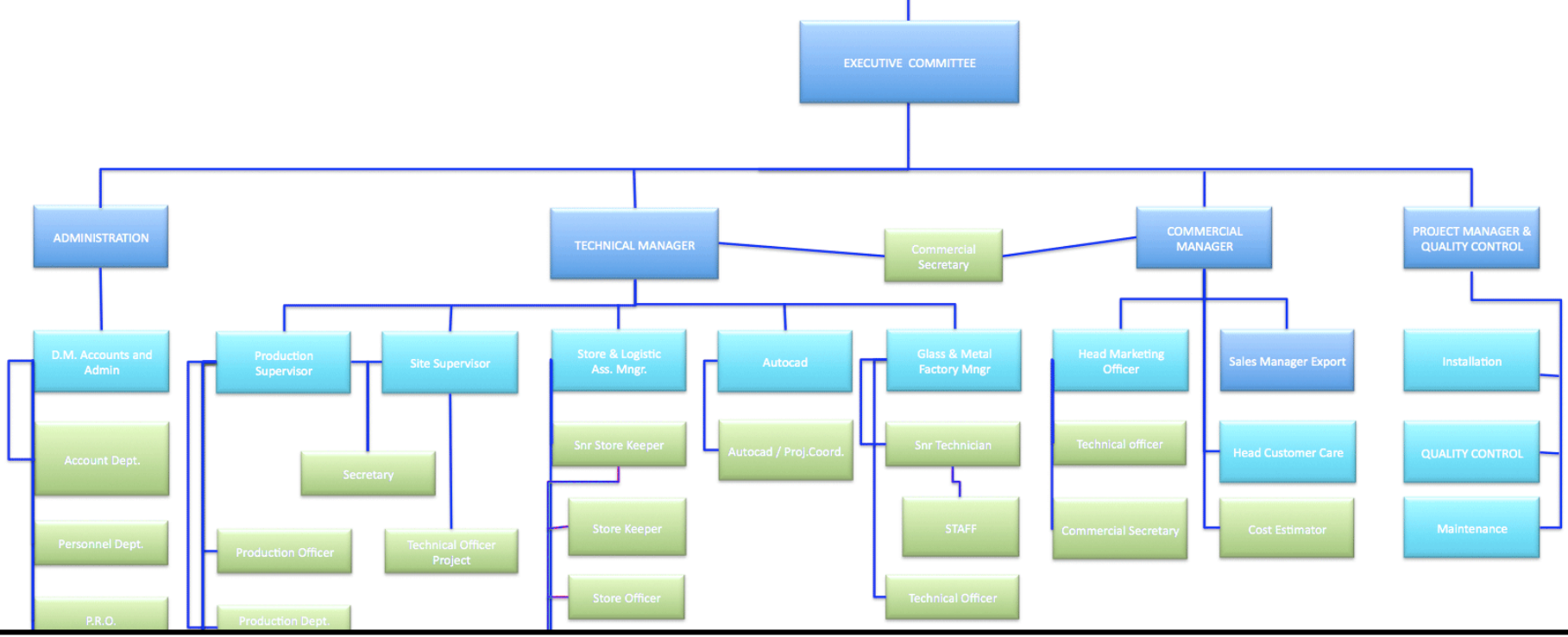
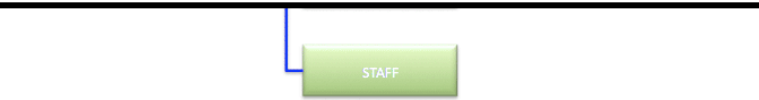


...and this is how you're organized...



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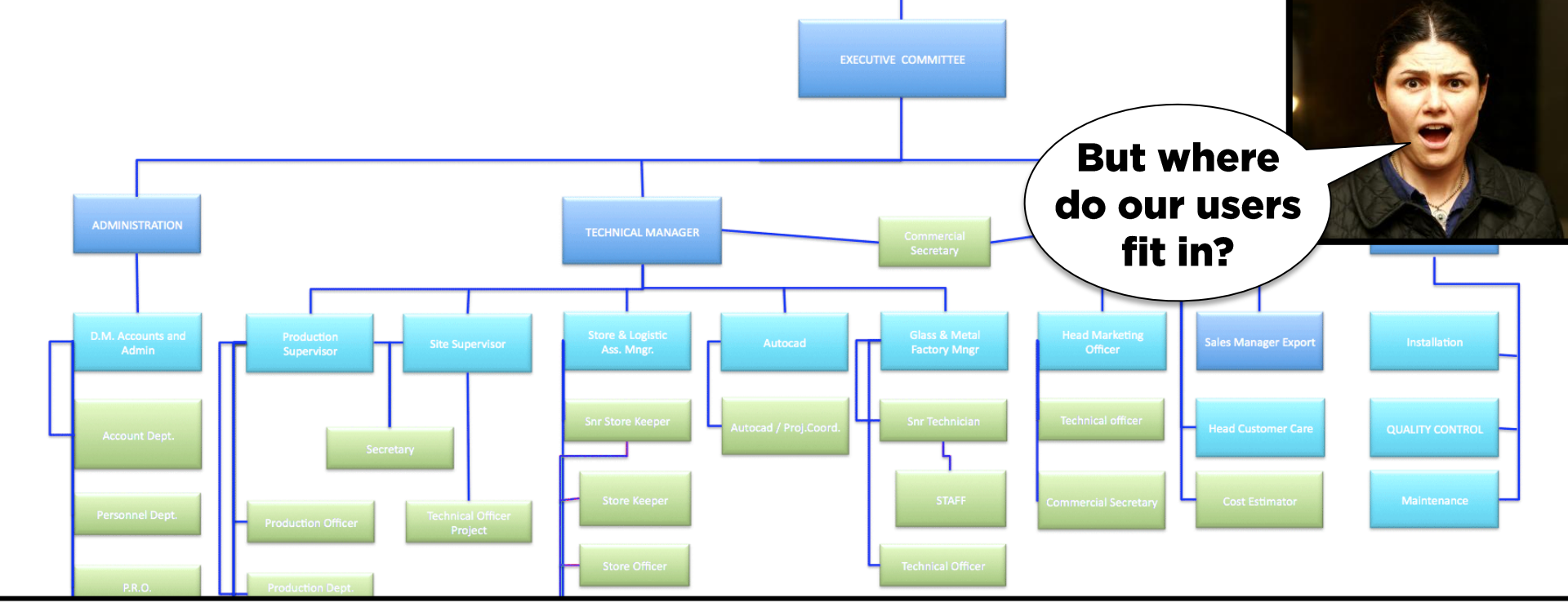
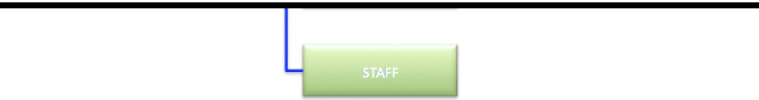


...and this is how you're organized...



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...so this is as fast as you can respond.

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ONE THING AT A TIME

DOESN'T SCALE.

ONE THING AT A TIME

DOESN'T ADAPT.

ONE THING AT A TIME

DOESN'T DELIVER.

ONE THING AT A TIME

DOESN'T WORK!

BUT NOW WE CAN

DO BETTER.

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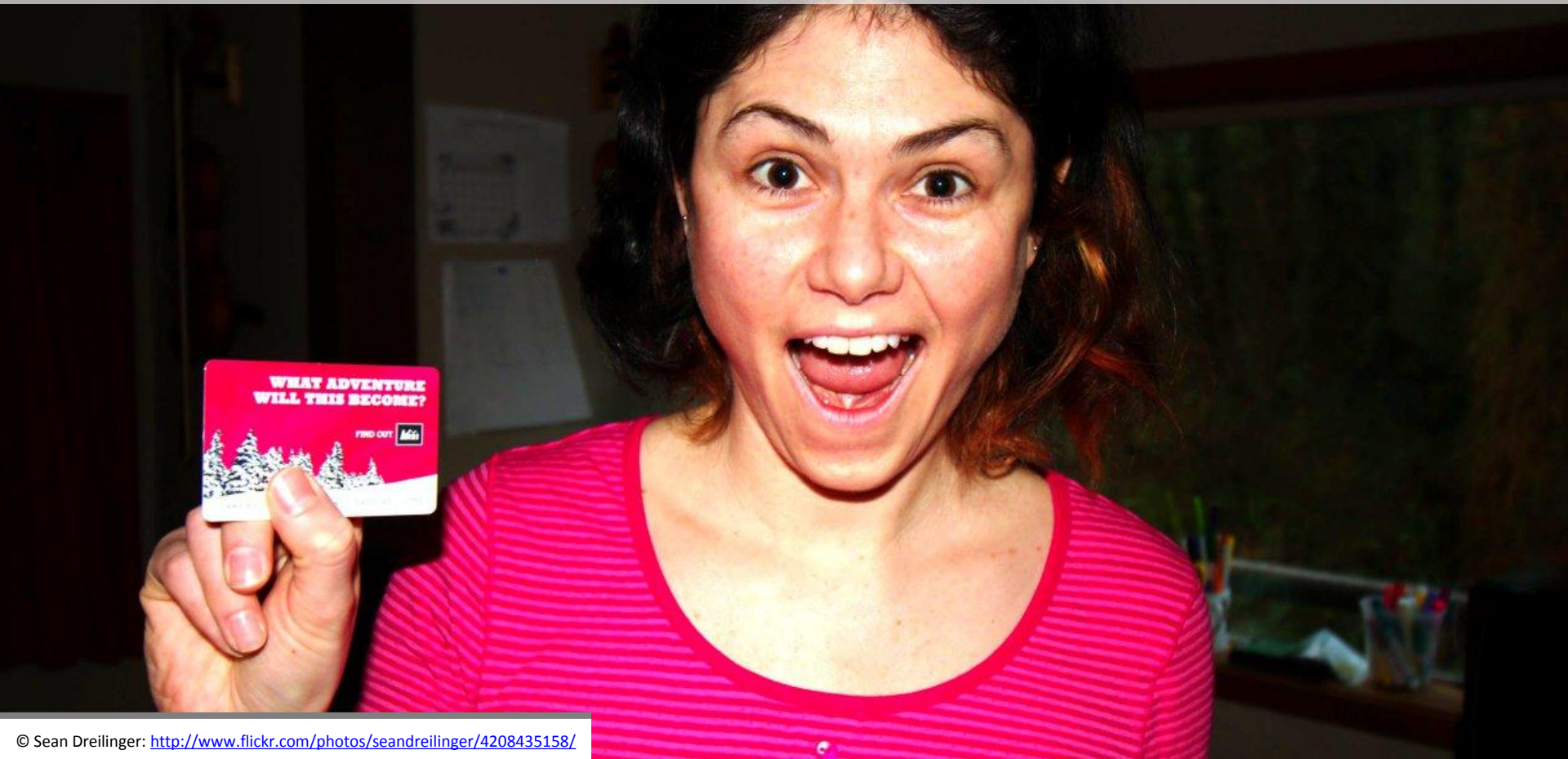
4 AGILE PRINCIPLES AND 13 AGILE HACKS.

PRINCIPLE: CUSTOMERS FIRST



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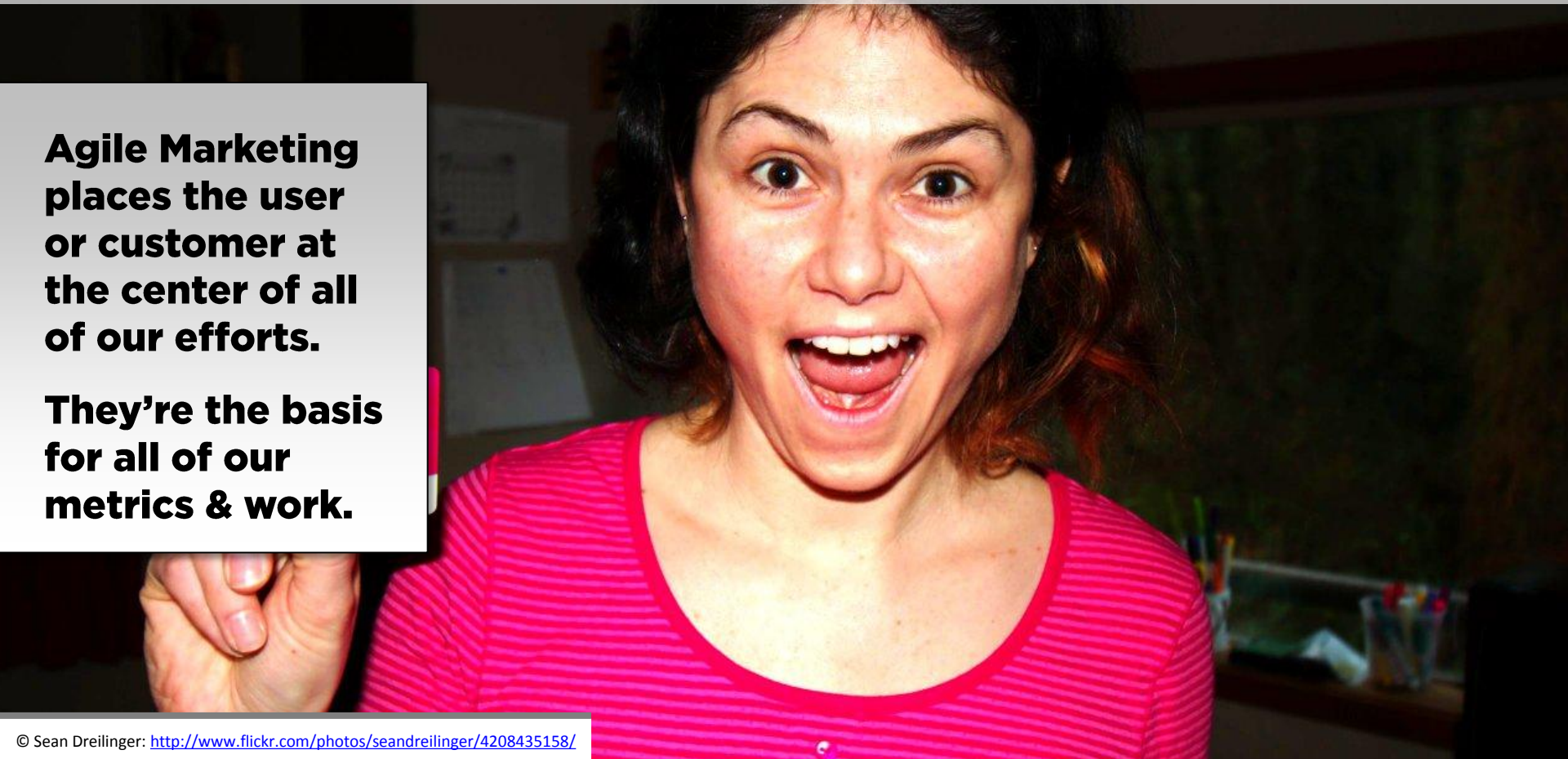

Agile Marketing places the user or customer at the center of all of our efforts.

They're the basis for all of our metrics & work.

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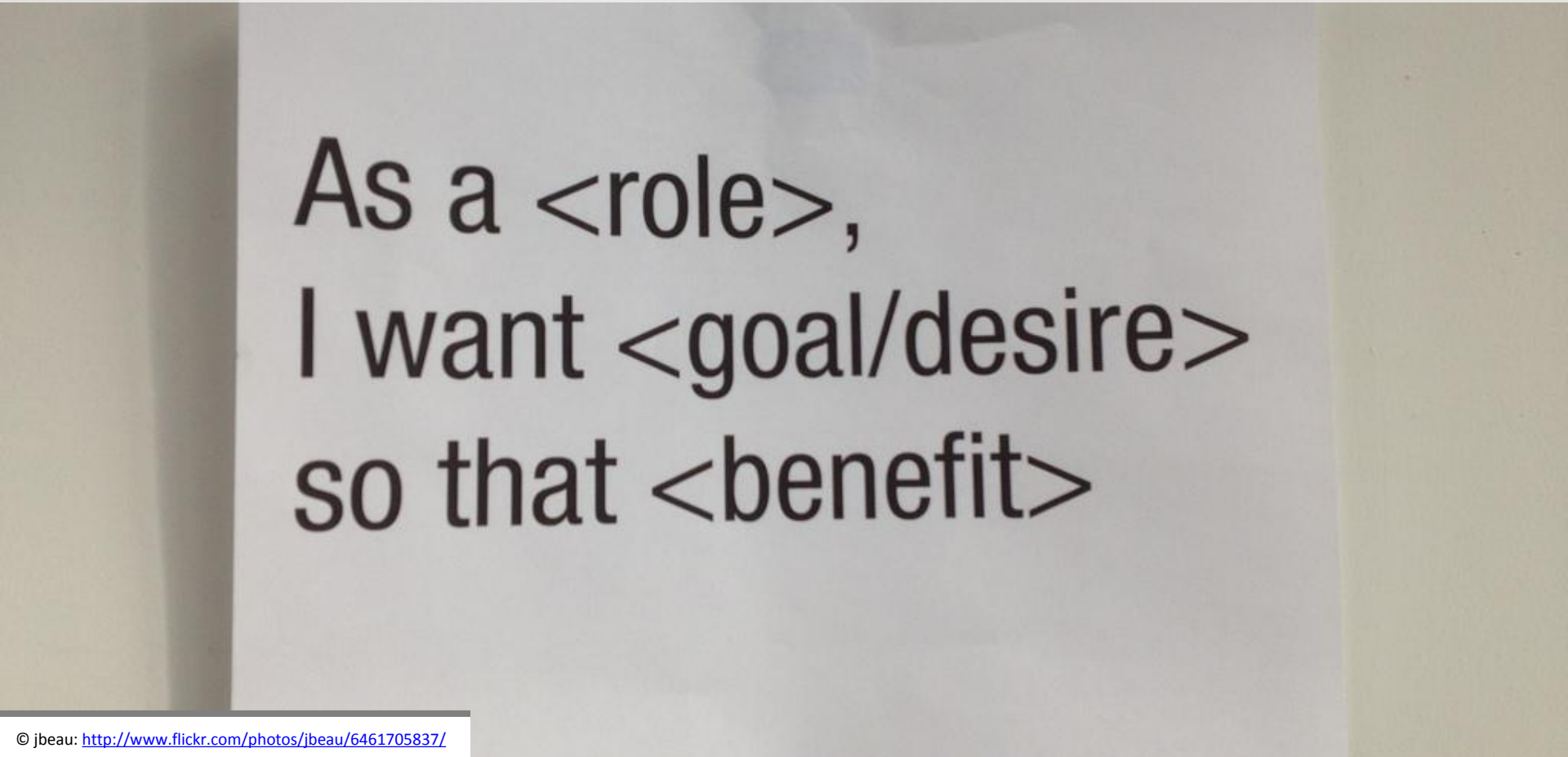
HACK: USER STORIES



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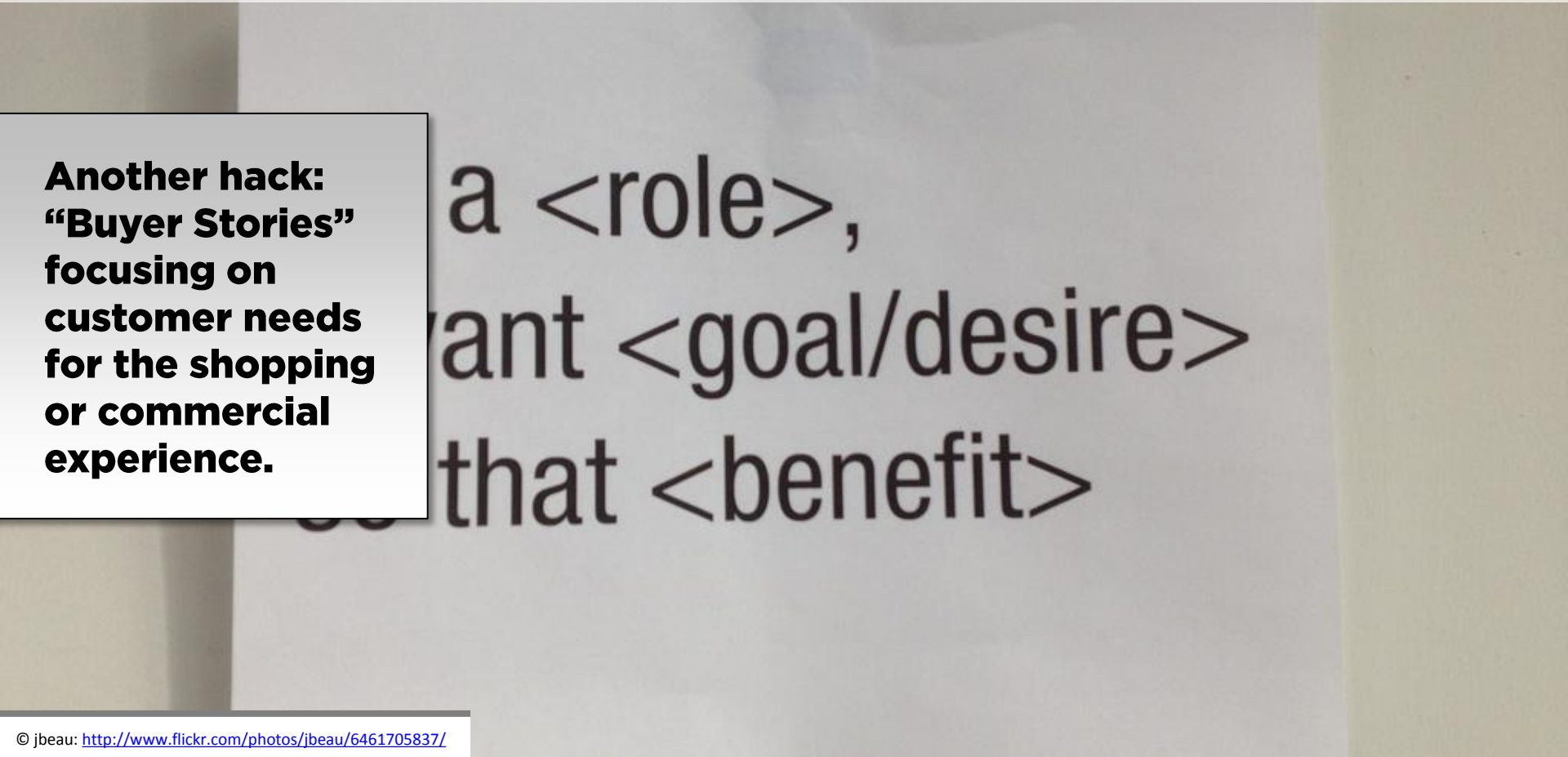

Another hack: "Buyer Stories" focusing on customer needs for the shopping or commercial experience.

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HACK: USER STORIES

Another hack: "Buyer Stories" focusing on customer needs for the shopping or commercial experience.

a <role>,
ant <goal/desire>
that <benefit>

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HACK: USER COLLABORATION

Cafe Batman Breakfast

Testing the Ranking Influence of Social Networks

We're testing the indexation speed and ranking influence of social sharing on Bing and Google. We'd love your help sharing this page (particularly helpful if you use the page's title tag/keywords). Thanks!
* Required

Did You Help Spread this Page via a Social Network? *

- (•) Yes
- ( ) No

Which Network(s) Did You Use?

- [x] Facebook
- [x] Twitter
- [x] Google+
- [ ] LinkedIn
- [ ] Email
- [ ] Other: Hi, MozCon!!!!! :)

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HACK: USER COLLABORATION

With customers at the center of our focus, it's far easier to work with them more frequently… and effectively!

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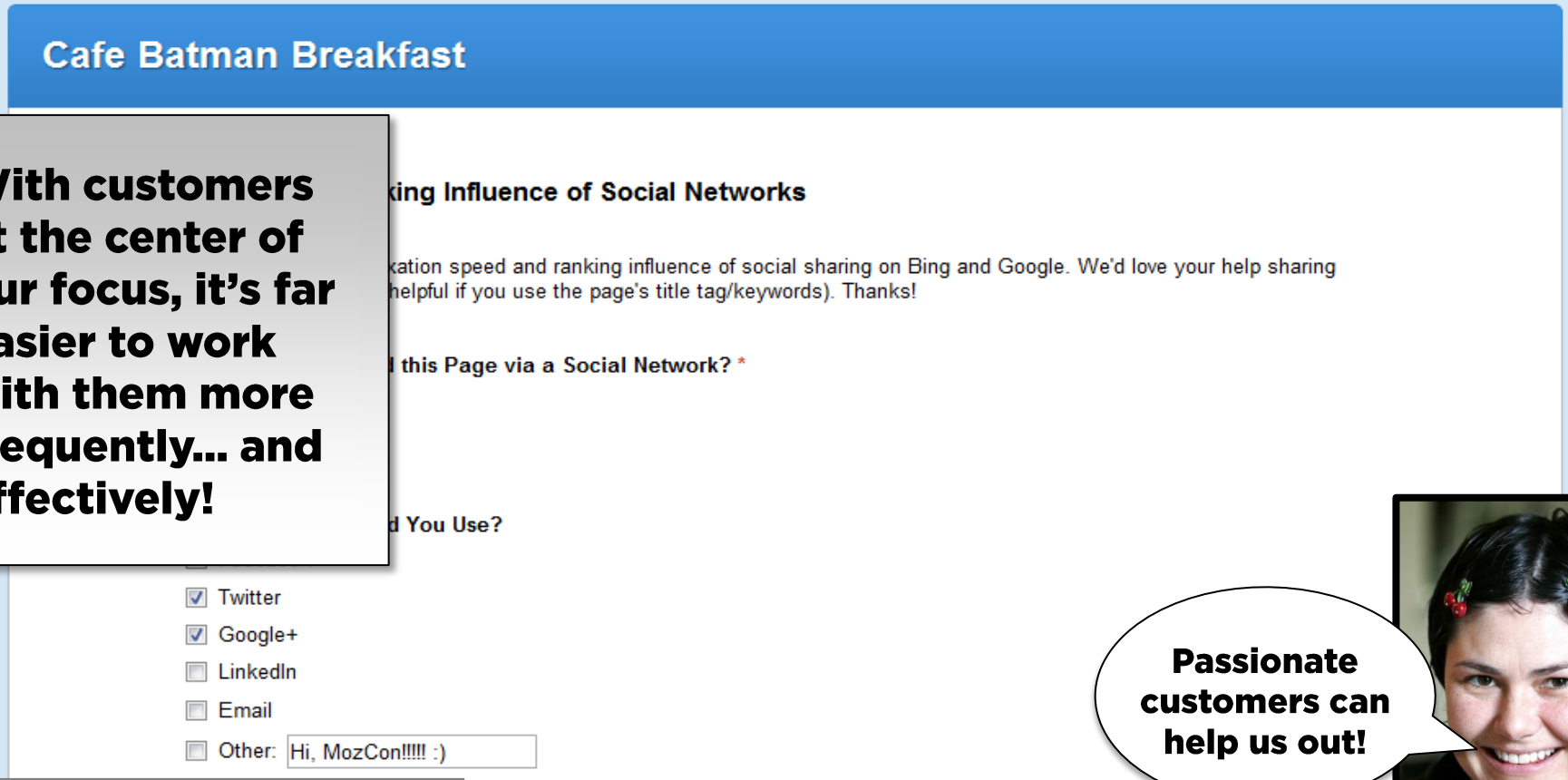

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HACK: LO-FI PROTOTYPING

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HACK: LO-FI PROTOTYPING

Customers are members of our teams, too! We constantly look to them for their guidance and input.

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Balsamiq is a small group of passionate individuals who believe work should be fun and that life's too short for bad software.

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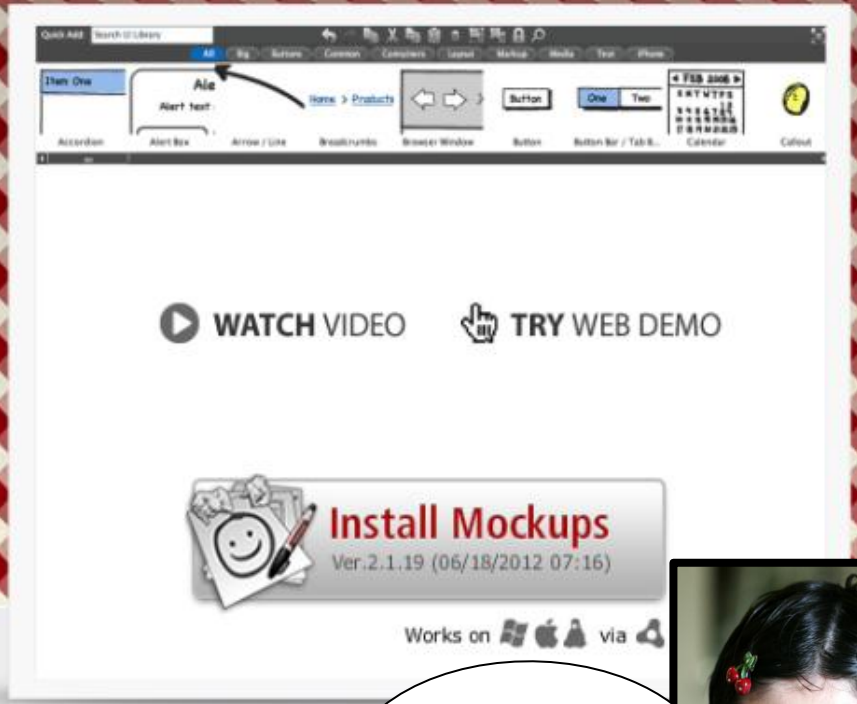

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PRINCIPLE: CROSS-FUNCTIONAL TEAMS

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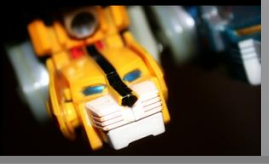
PRINCIPLE: CROSS-FUNCTIONAL TEAMS

Your customers don't care about your org charts – why should you? Build your teams based on what users need.



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PRINCIPLE: CROSS-FUNCTIONAL TEAMS

Your customers don't care about your org charts – why should you? Build your teams based on what users need.

Let's structure ourselves around users.

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HACK: BREAK DOWN SILOS

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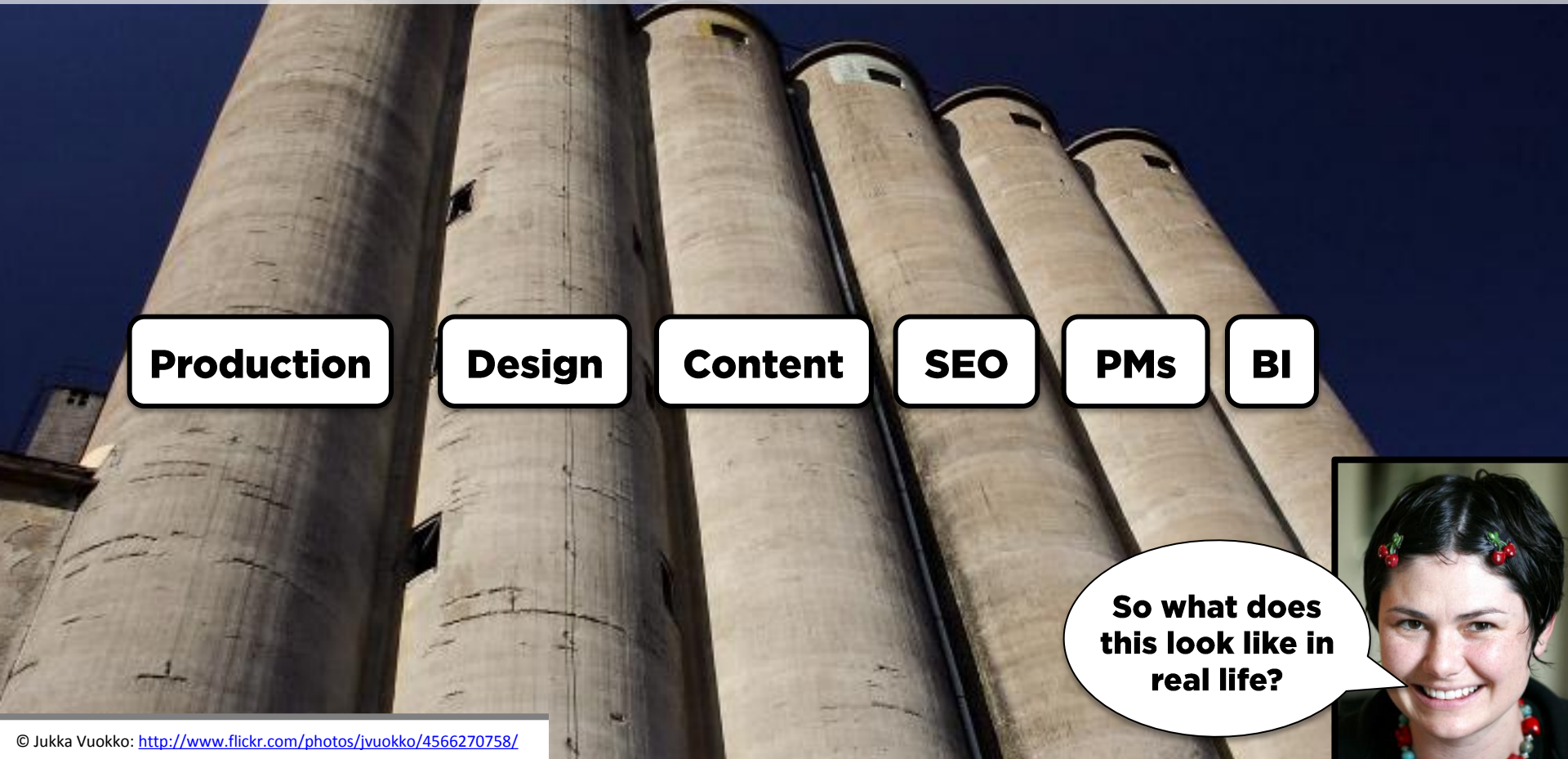
HACK: BREAK DOWN SILOS



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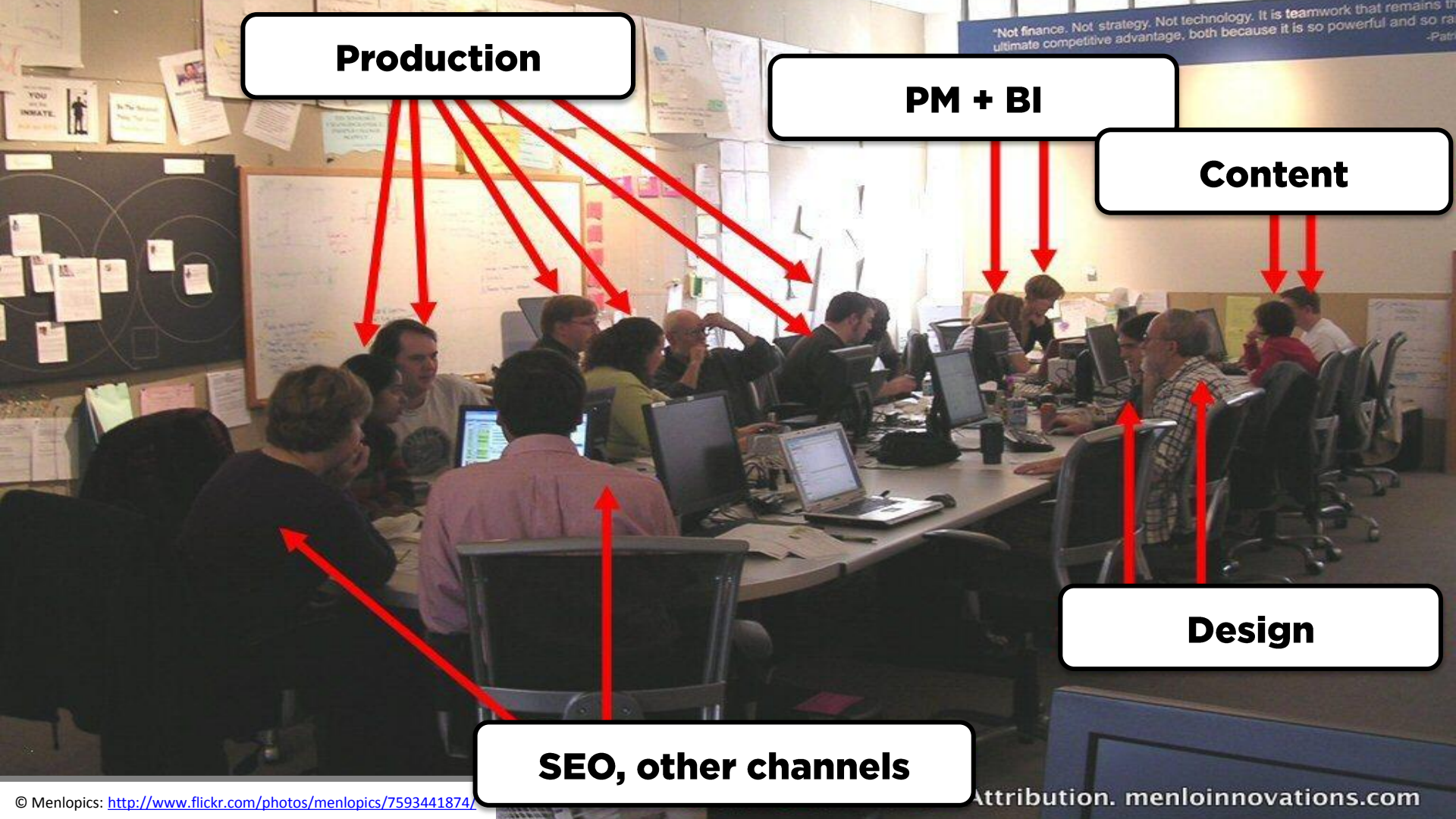

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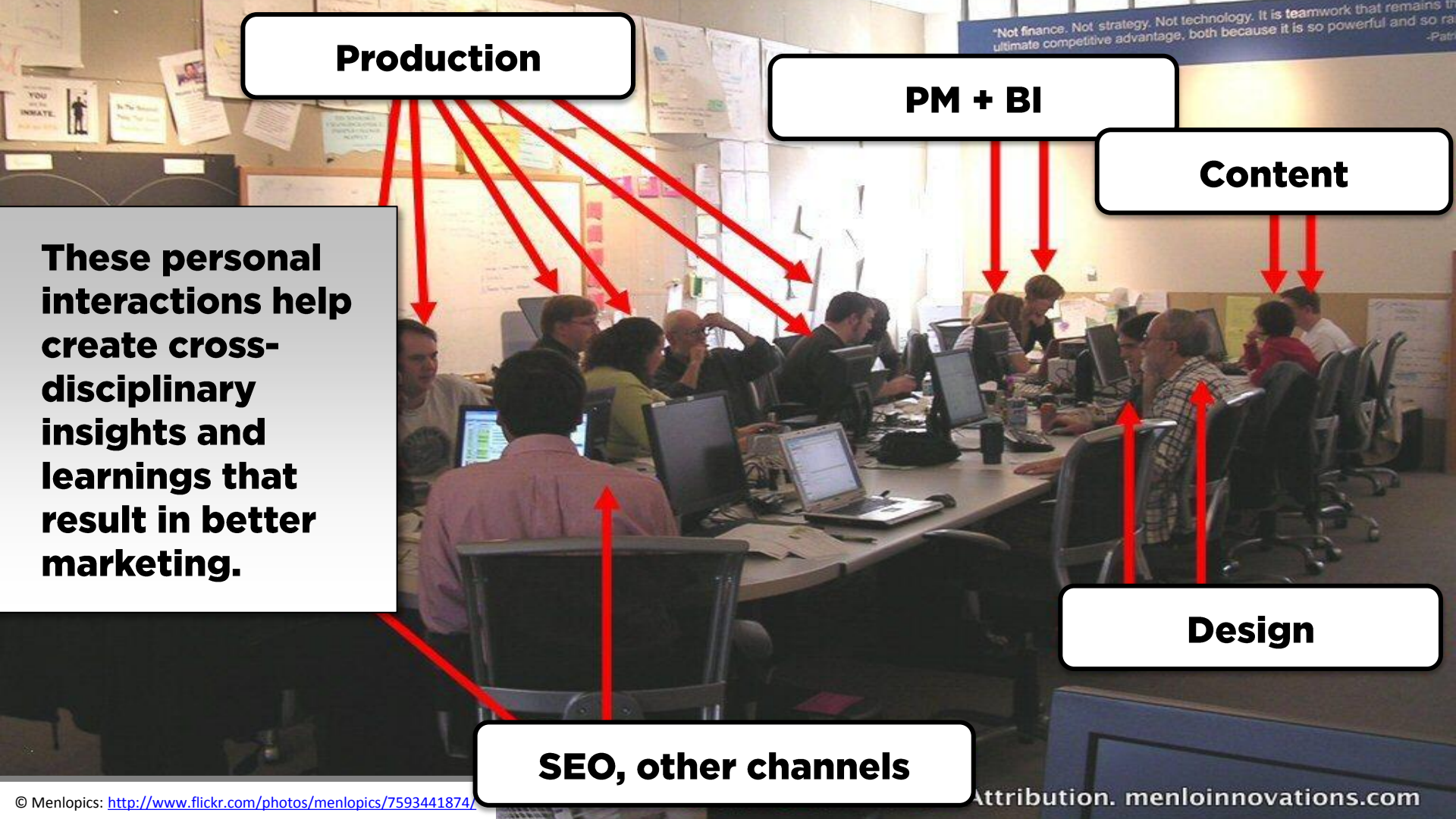

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HACK: SELF-ORGANIZING TEAMS

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HACK: SELF-ORGANIZING TEAMS

We value people and interplay over tools and rigid processes. Teams take time and freedom to grow.

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HACK: SELF-ORGANIZING TEAMS

We value people and interplay over tools and rigid processes. Teams take time and freedom to grow.

Only the team can decide its own destiny.

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HACK: MINIMIZE MEETINGS

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HACK: MINIMIZE MEETINGS

How much are your meetings costing you?

Find out: http://bit.ly/meetcost

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HACK: MINIMIZE MEETINGS

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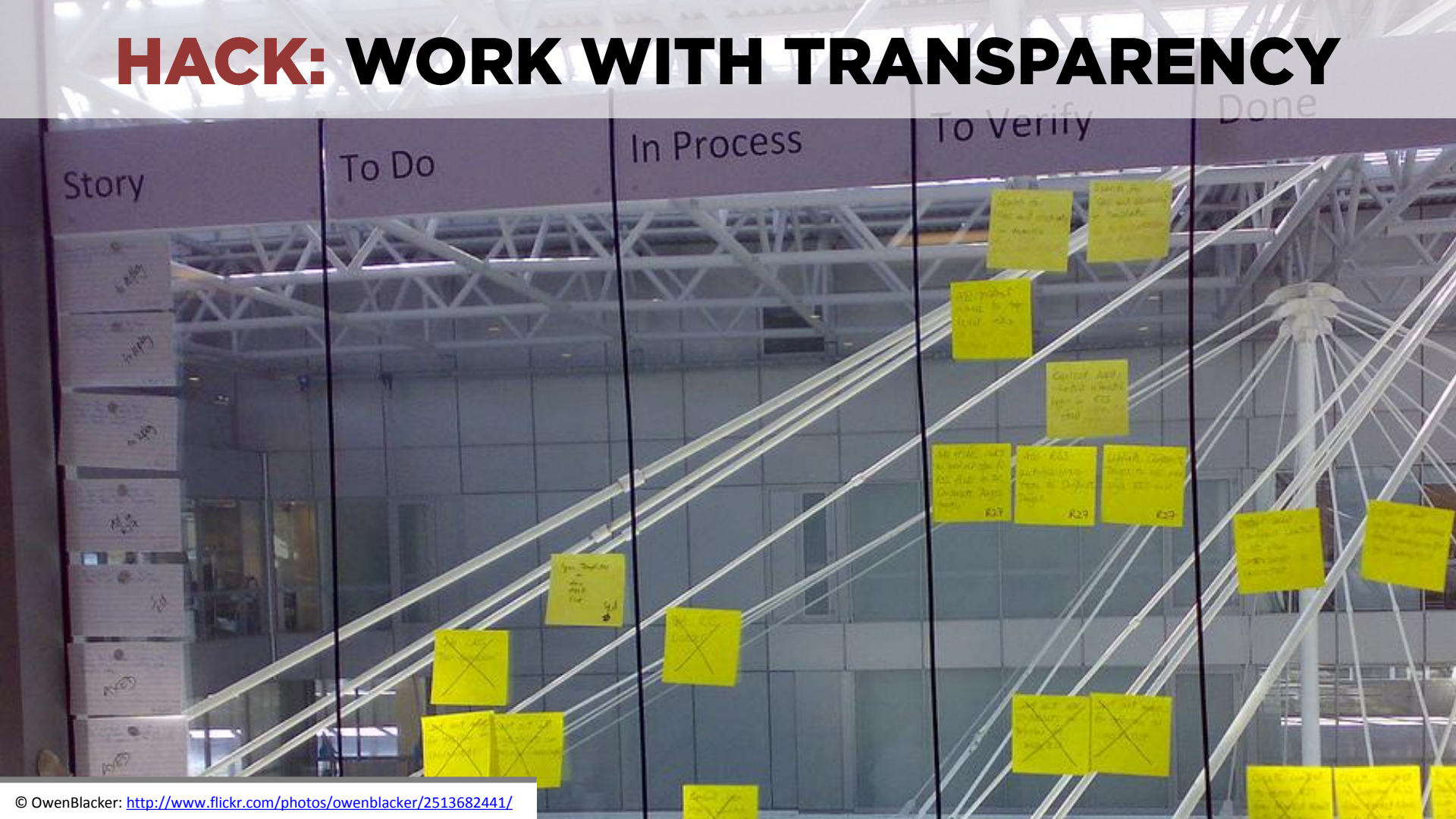
HACK: WORK WITH TRANSPARENCY



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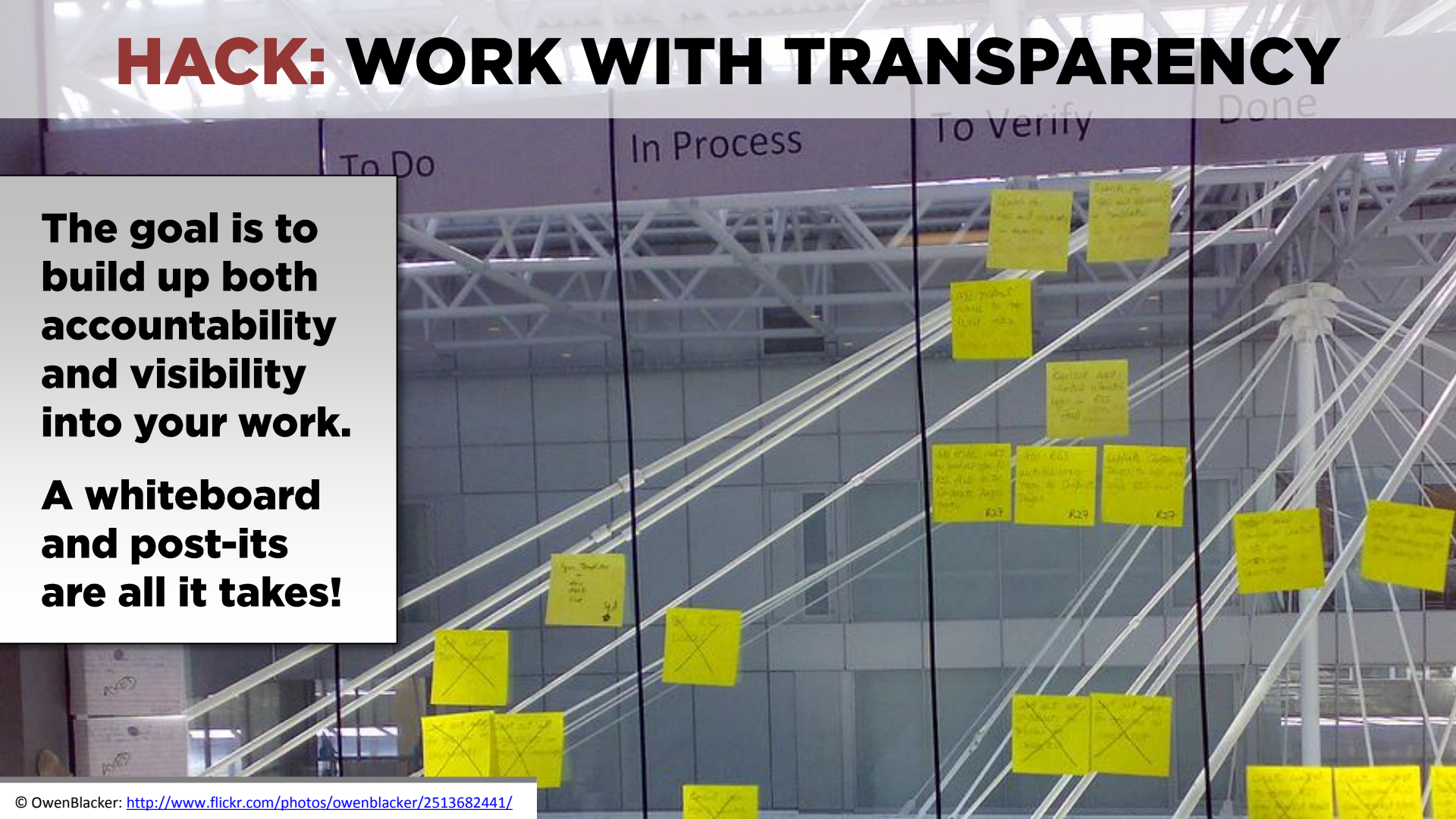

The goal is to build up both accountability and visibility into your work.

A whiteboard and post-its are all it takes!

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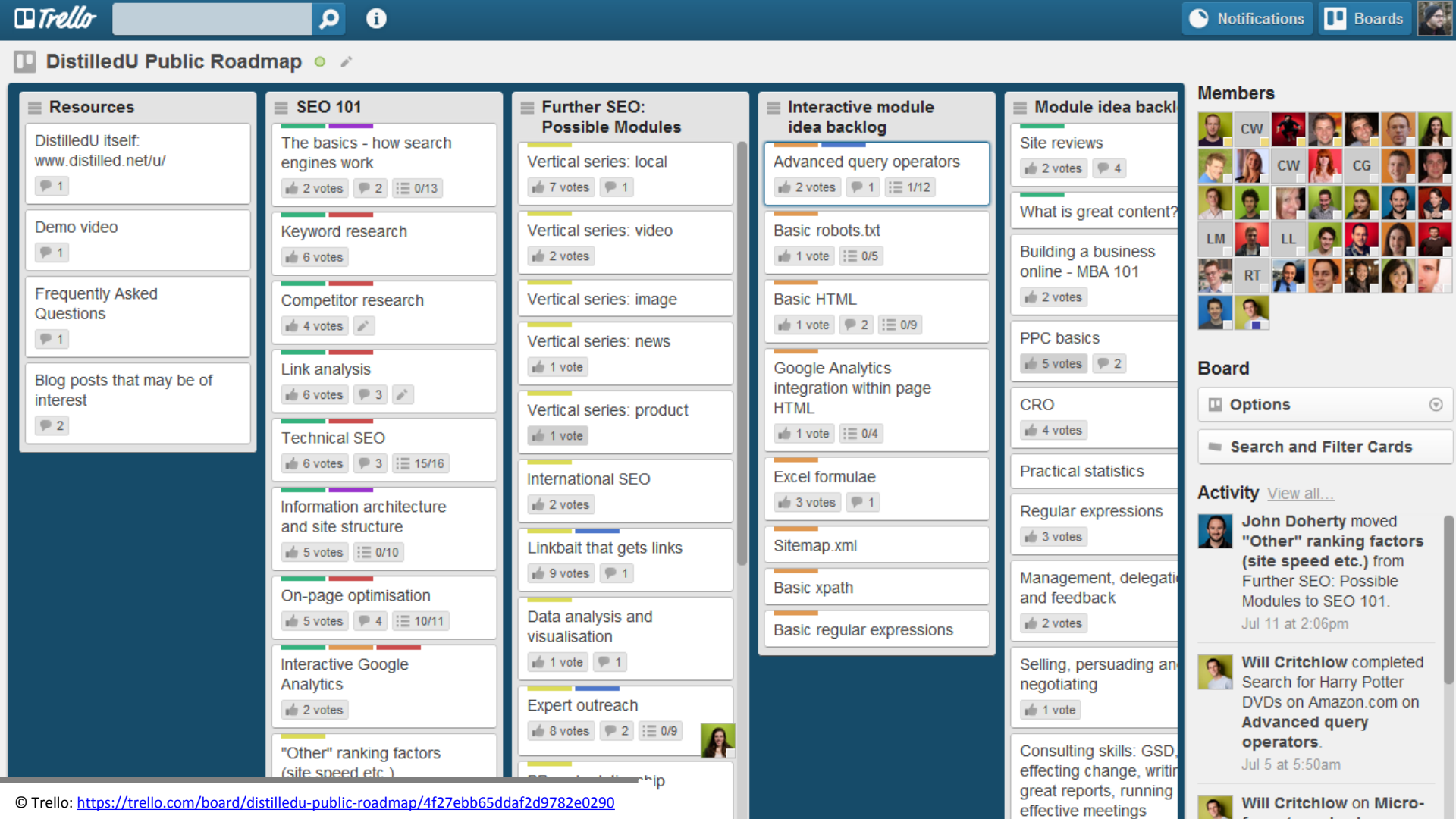

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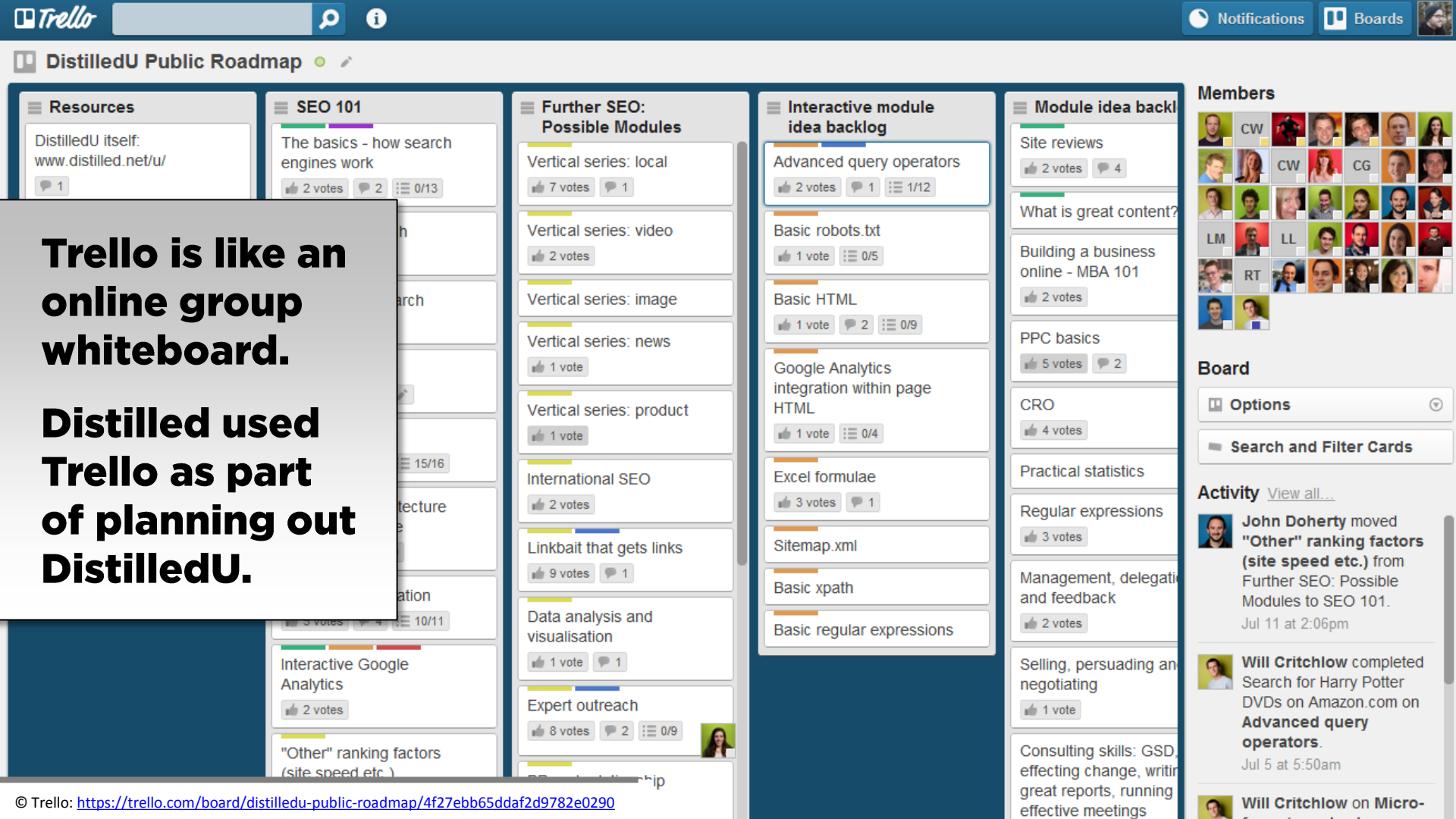

Trello is like an online group whiteboard.

Distilled used Trello as part of planning out DistilledU.

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Trello

Notifications | Boards

DistilledU Public Roadmap

Resources

DistilledU itself: www.distilled.net/u/

1

SEO 101

The basics - how search engines work

2 votes | 2 | 0/13

15/16

10/11

Interactive Google Analytics

2 votes

"Other" ranking factors (site speed etc.)

Further SEO: Possible Modules

Vertical series: local

7 votes | 1

Vertical series: video

2 votes

Vertical series: image

Vertical series: news

1 vote

Vertical series: product

1 vote

International SEO

2 votes

Linkbait that gets links

9 votes | 1

Data analysis and visualisation

1 vote | 1

Expert outreach

8 votes | 2 | 0/9

Interactive module idea backlog

Advanced query operators

2 votes | 1 | 1/12

Basic robots.txt

1 vote | 0/5

Basic HTML

1 vote | 2 | 0/9

Google Analytics integration within page HTML

1 vote | 0/4

Excel formulae

3 votes | 1

Sitemap.xml

Basic xpath

Basic regular expressions

Module idea backl

Site reviews

2 votes | 4

What is great content?

Building a business online - MBA 101

2 votes

PPC basics

5 votes | 2

CRO

4 votes

Practical statistics

Regular expressions

3 votes

Management, delegati and feedback

effective meetings

Trello is like an online group whiteboard.

Distilled used Trello as part of planning out DistilledU.

Check out trello.com and Scrum for Trello!

Members

CW CW CG LM LL RT

Board

Options

Search and Filter Cards

Activity

View all...

John Doherty moved

© Trello: https://trello.com/board/distilledu-public-roadmap/4f27ebb65ddaf2d9782e0290

PRINCIPLE: BE BIASED TOWARD ACTION

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When in doubt, always act in the interest of your customers.

Politics should never interfere with delivering value to users.

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HACK: MAKE YOUR OWN COMMITMENTS

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HACK: MAKE YOUR OWN COMMITMENTS

Accountability is not a cudgel or something to be feared.

It's more like a warm blanket that guides your decisions.

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HACK: REMOVE IMPEDIMENTS

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In Agile, there's a person who is charged with removing any/all impediments to progress so that the team can stay active.

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HACK: MAXIMIZE THE WORK NOT DONE

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HACK: MAXIMIZE THE WORK NOT DONE

Think of all the things you do that aren't Real Work. What if you could get rid of them and just focus on driving value for users?

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PRINCIPLE: “DON’T HATE – ITERATE!”

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PRINCIPLE: “DON’T HATE – ITERATE!”

Did something go wrong? Are users telling you they need more?

Great! Now it’s time to iterate on your initial offering.

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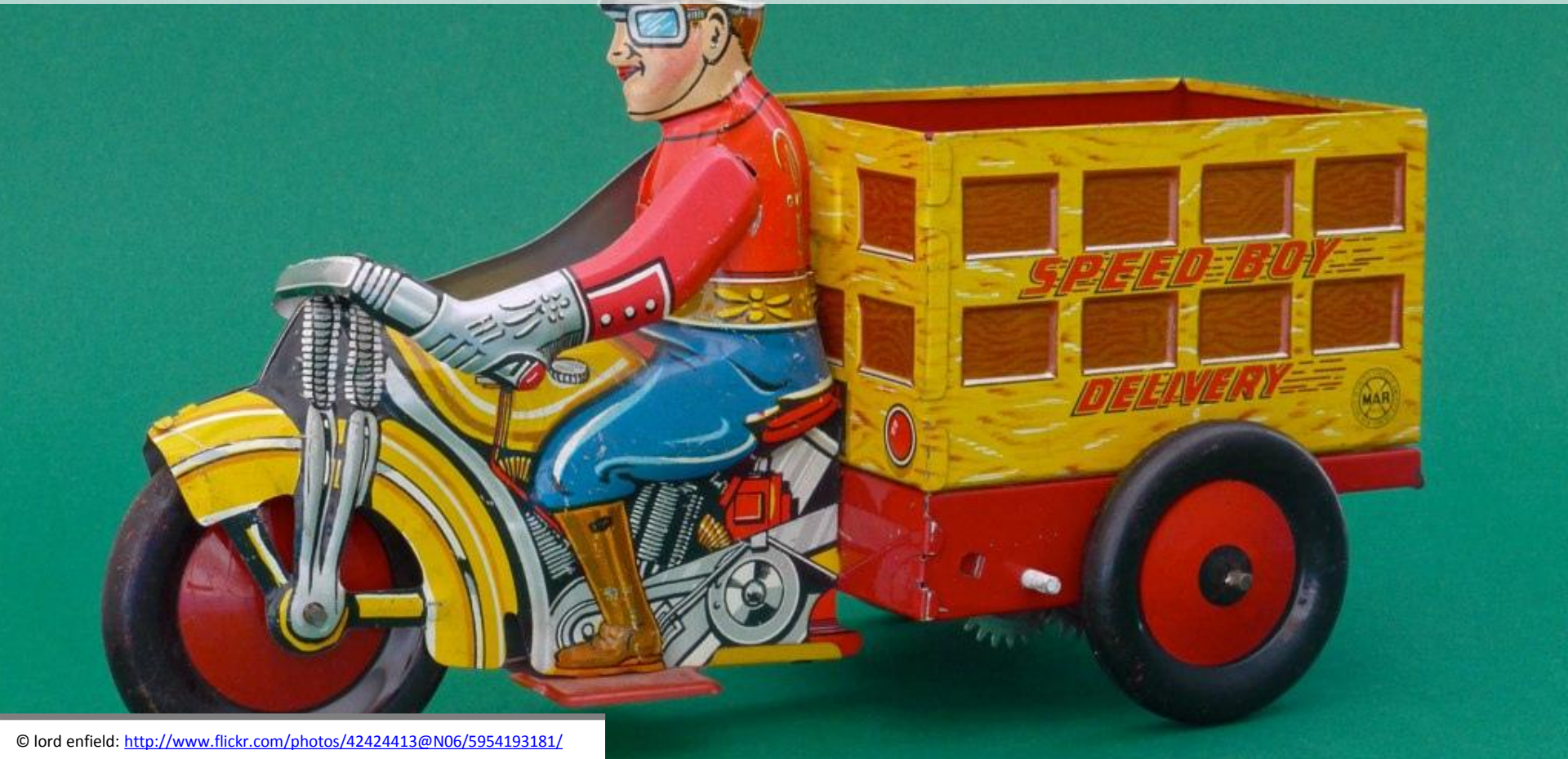
HACK: SHIP EARLY, SHIP OFTEN



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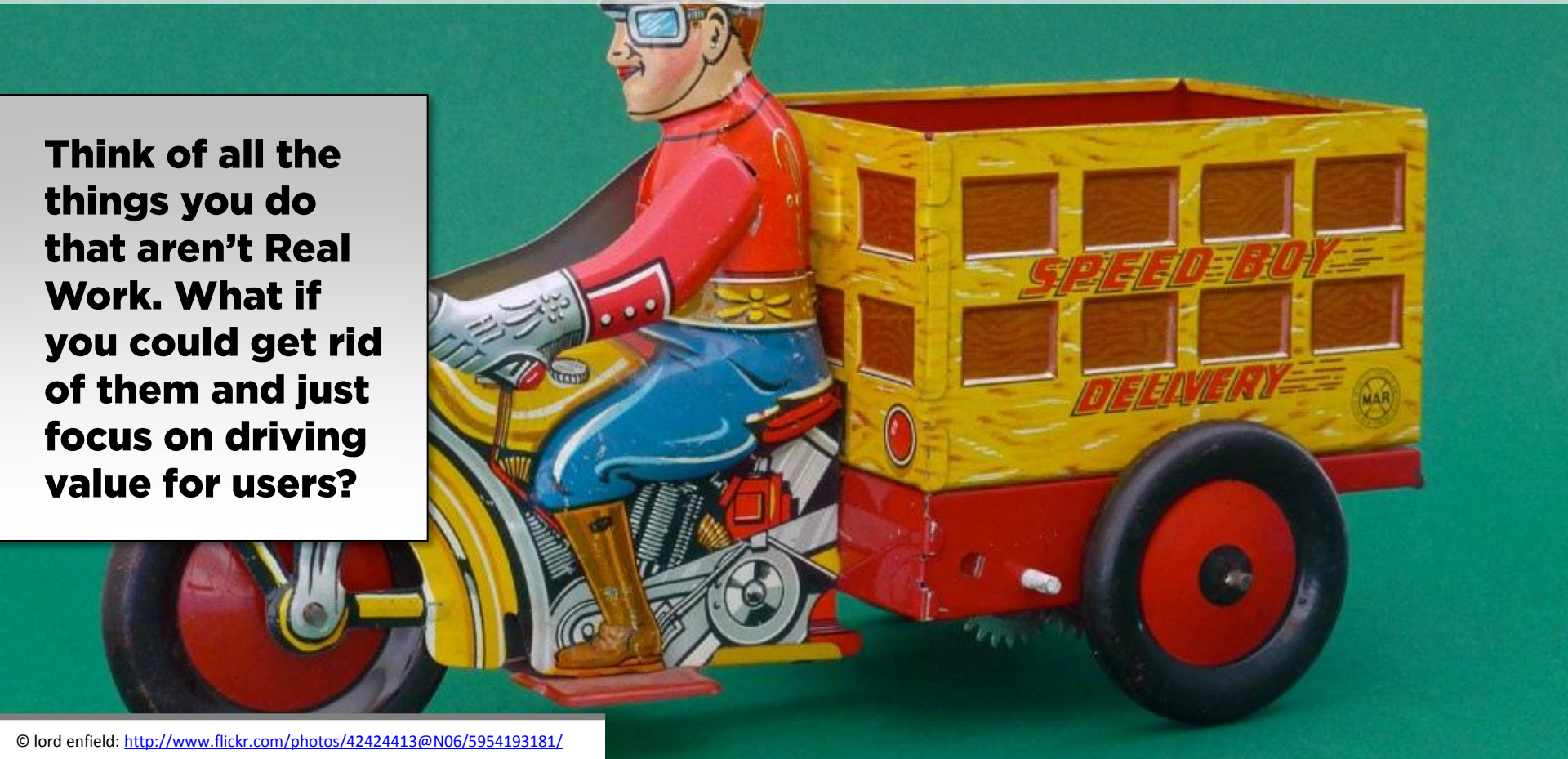

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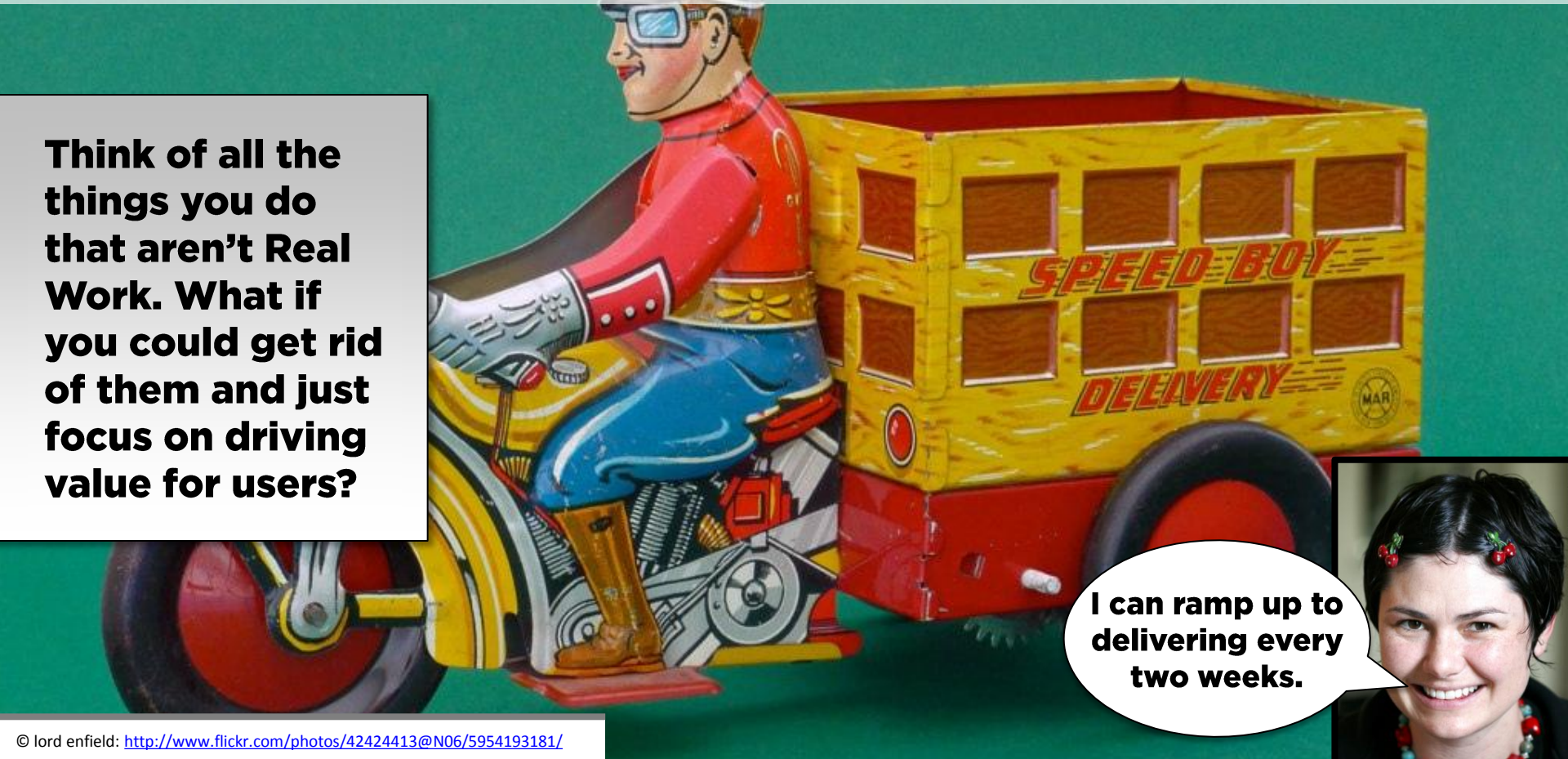

Think of all the things you do that aren't Real Work. What if you could get rid of them and just focus on driving value for users?

I can ramp up to delivering every two weeks.

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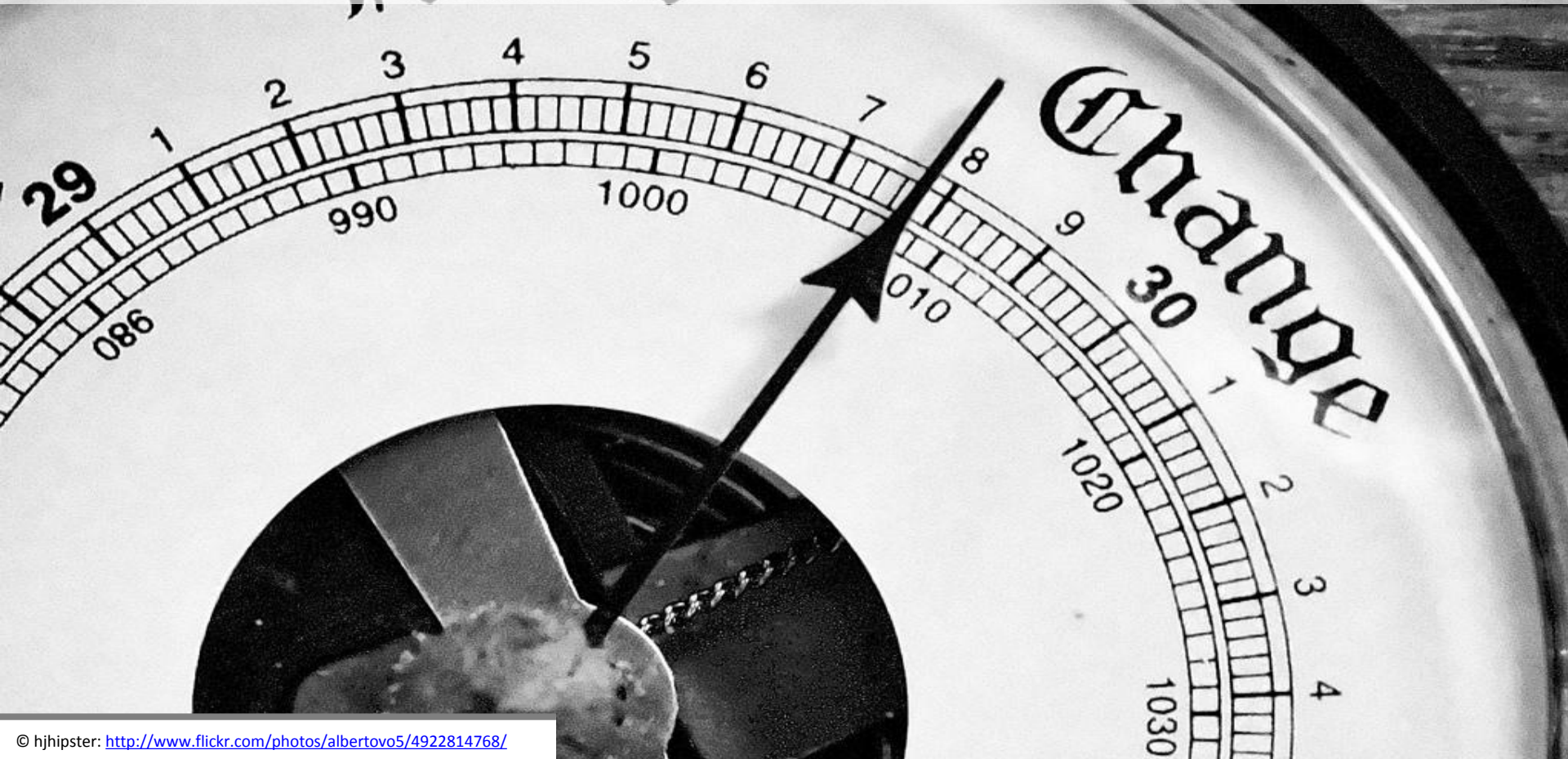
HACK: RESPOND TO CHANGES



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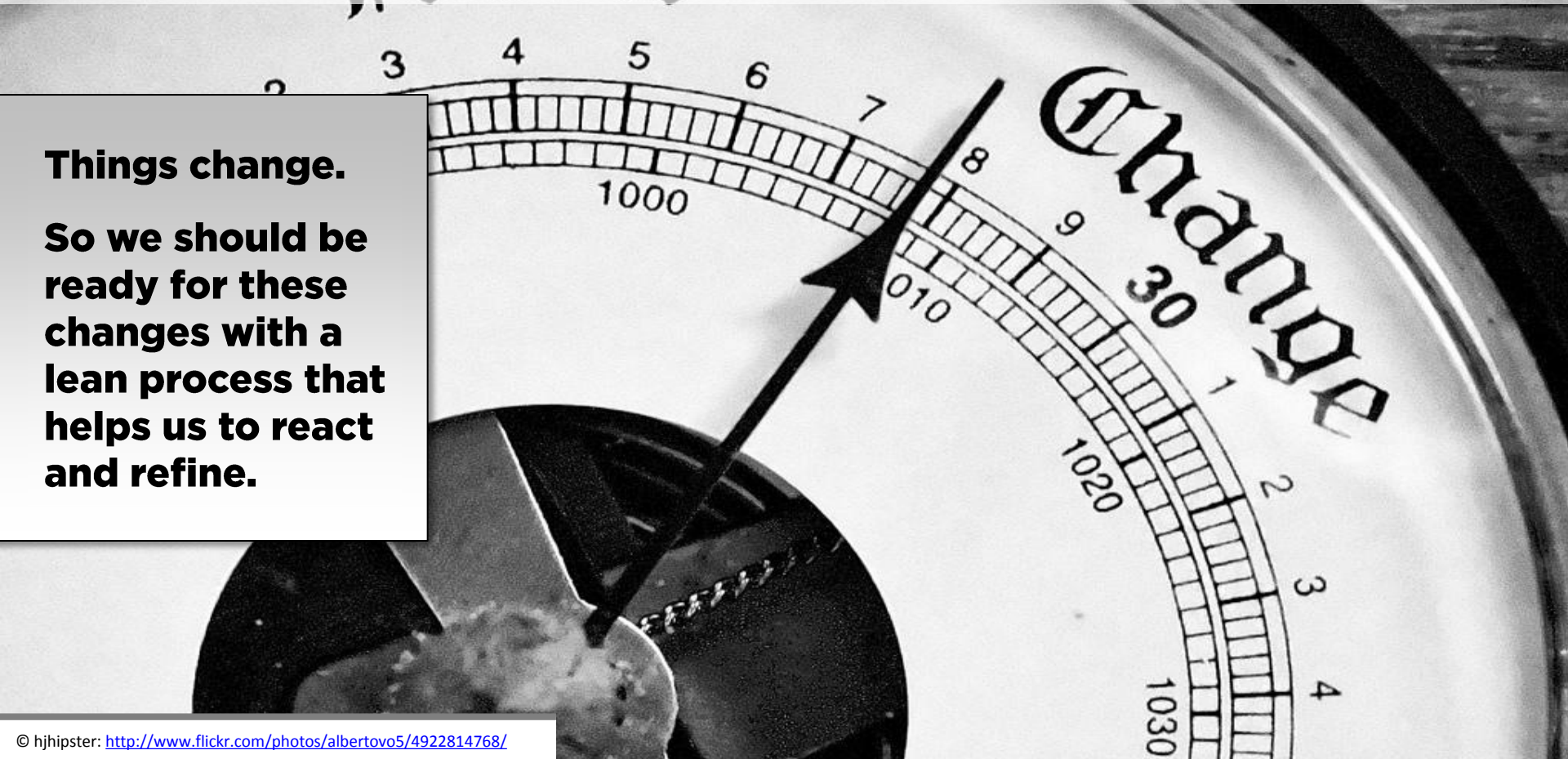
Things change.

So we should be ready for these changes with a lean process that helps us to react and refine.



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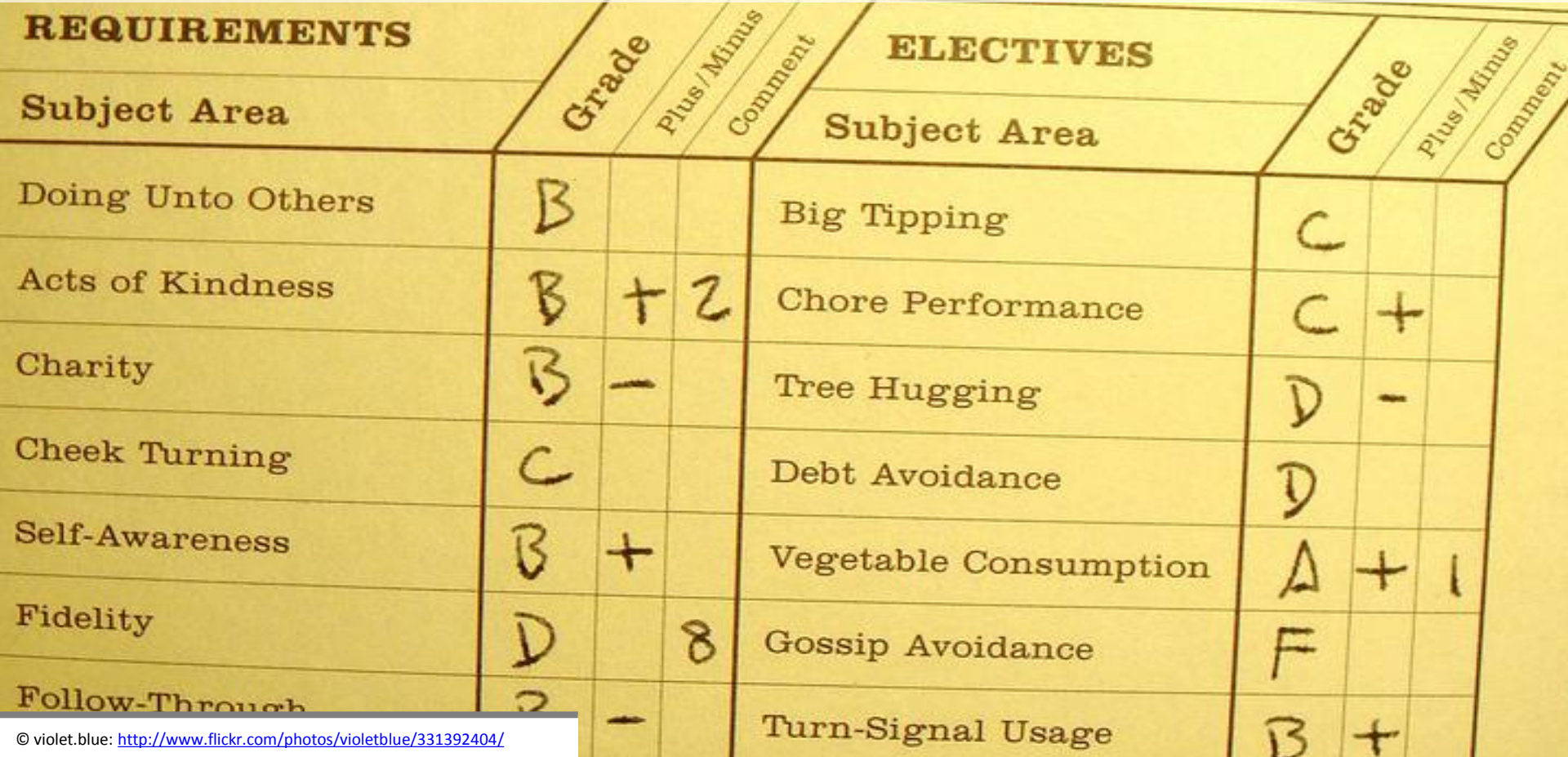

REQUIREMENTS			
Subject Area	Grade	Plus/Minus	Comment
Doing Unto Others	B		
Acts of Kindness	B	+	2
Charity	B	−	
Cheek Turning	C		
Self-Awareness	B	+	
Fidelity	D		8
Follow-Through	B	−	

ELECTIVES			
Subject Area	Grade	Plus/Minus	Comment
Big Tipping	C		
Chore Performance	C	+	
Tree Hugging	D	−	
Debt Avoidance	D		
Vegetable Consumption	A	+	1
Gossip Avoidance	F		
Turn-Signal Usage	B	+	

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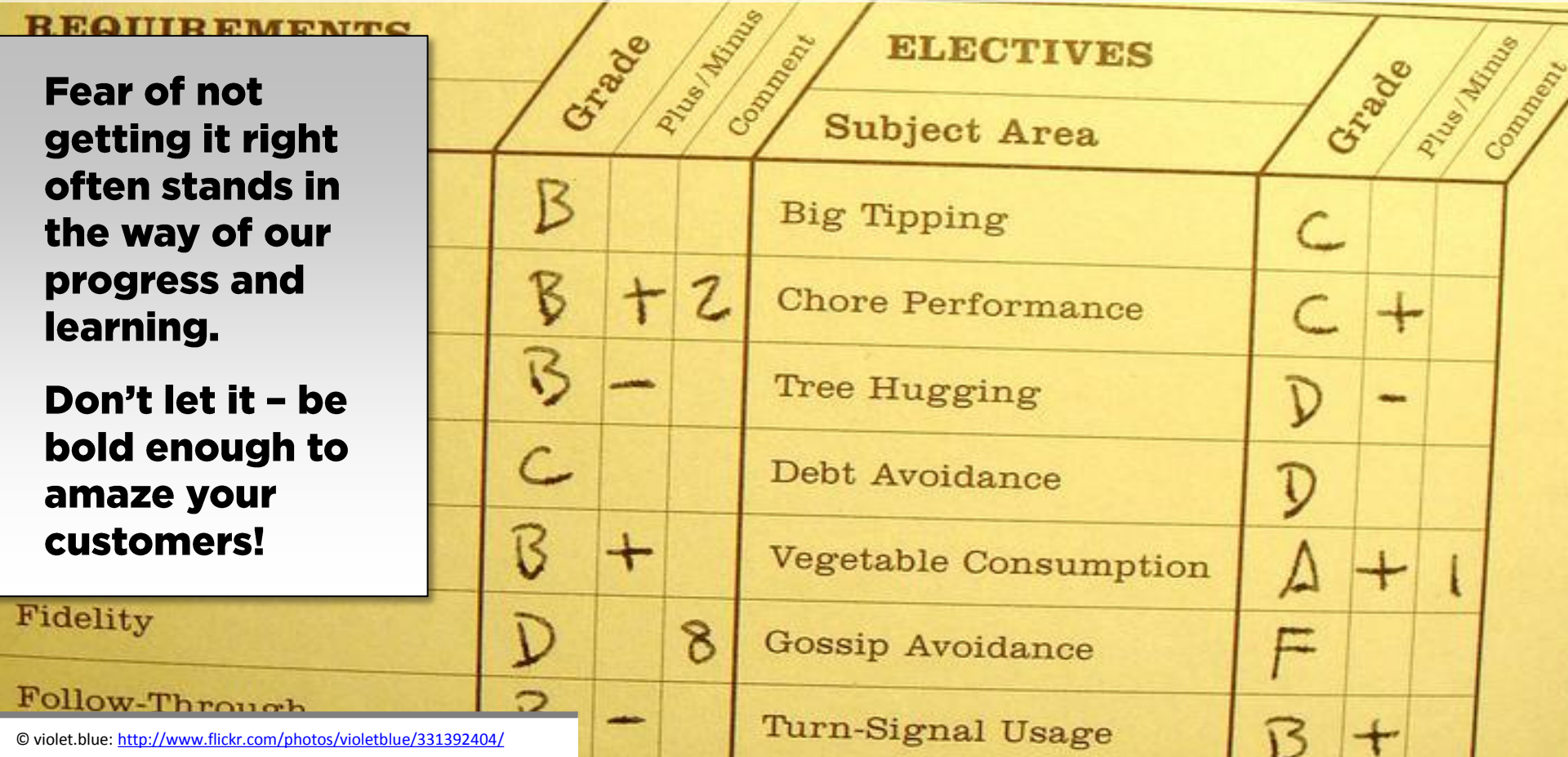
HACK: STOP CHASING PERFECTION

Fear of not getting it right often stands in the way of our progress and learning.

Don't let it – be bold enough to amaze your customers!



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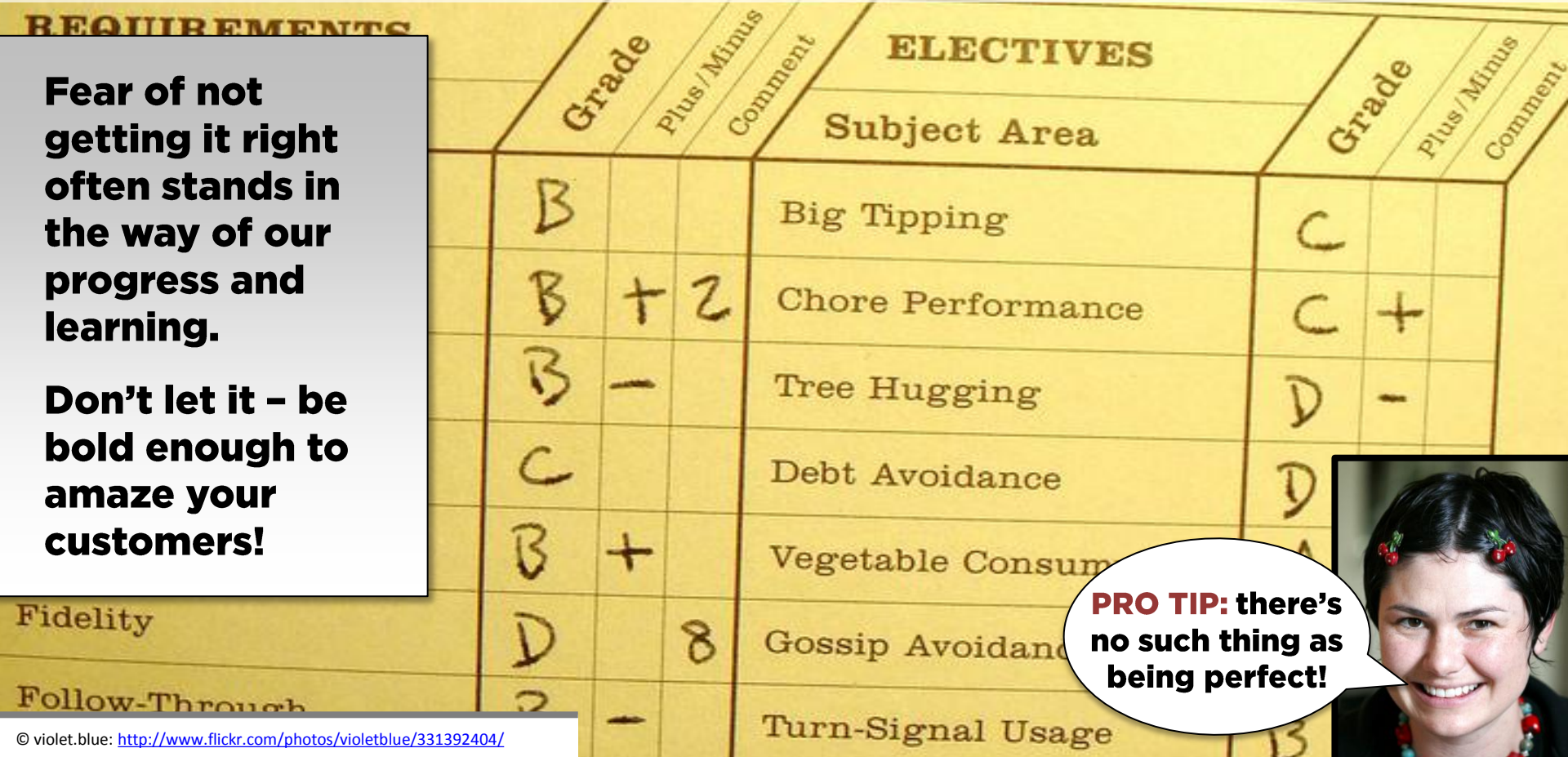

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YOU CAN SAVE

YOUR BUSINESS

AND CREATE CHANGE IN

YOUR COMPANY

AND LASTING VALUE FOR

YOUR USERS

AND LASTING VALUE FOR

YOUR USERS

WHILE MAKING A

BETTER WORLD

...ALL BY

GOING AGILE.

IT'S ALL

UP TO YOU, SO...

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MOZCON 2012

Q & A

Jonathon Colman

Principal Experience Architect

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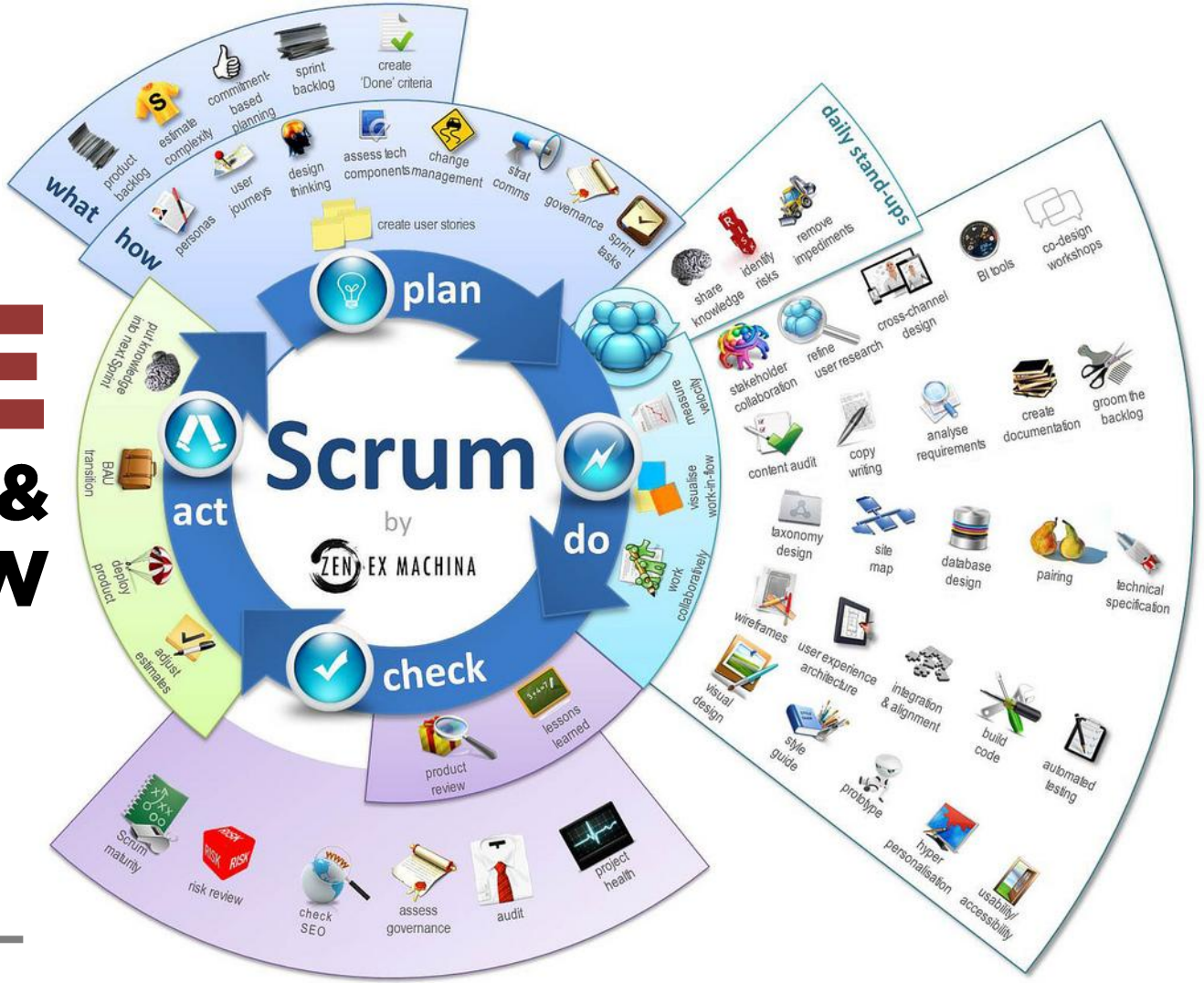

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AGILE MARKETING RESOURCES

TRAVIS ARNOLD: see his summary of **Agile Marketing manifestos**

SCOTT BRINKER: see his new **Search Engine Land article**

JOHN CASS: see his SprintZero Agile Marketing **conference recap**

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Also see the original Agile Manifesto!

bit.ly/agileman

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AT LAST:

CODA

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CODA

This presentation features a real person, **RACHEL DREILINGER**, appearing as an audience surrogate.

Rachel is not an REI employee. Her husband, **SEAN DREILINGER**, shot these photos of her.

You can follow all of their real-life adventures on Sean's photostream.

I'm grateful for Sean's talent, his willingness to share photos of his family, and for his support of **CREATIVE COMMONS**.

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