



# Nine Steps to Data-Based Content



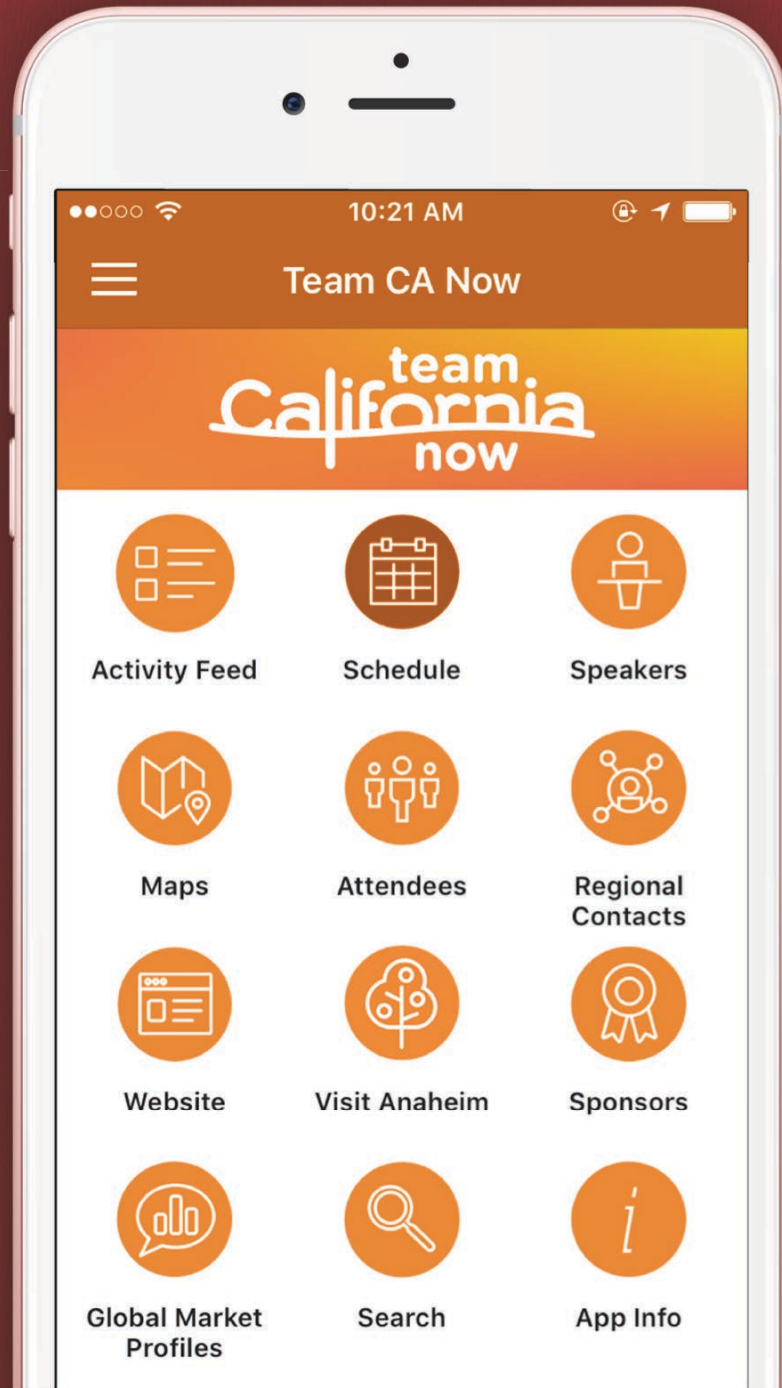
# Andy Crestodina

Co-Founder and  
Strategic Director  
Orbit Media





# Submit questions





#CAOutlook

# How to Create High-Ranking, Compelling Content Through Data Analysis and Collaboration

Andy Crestodina

@crestodina



# 10x increase in traffic in 4.5 years

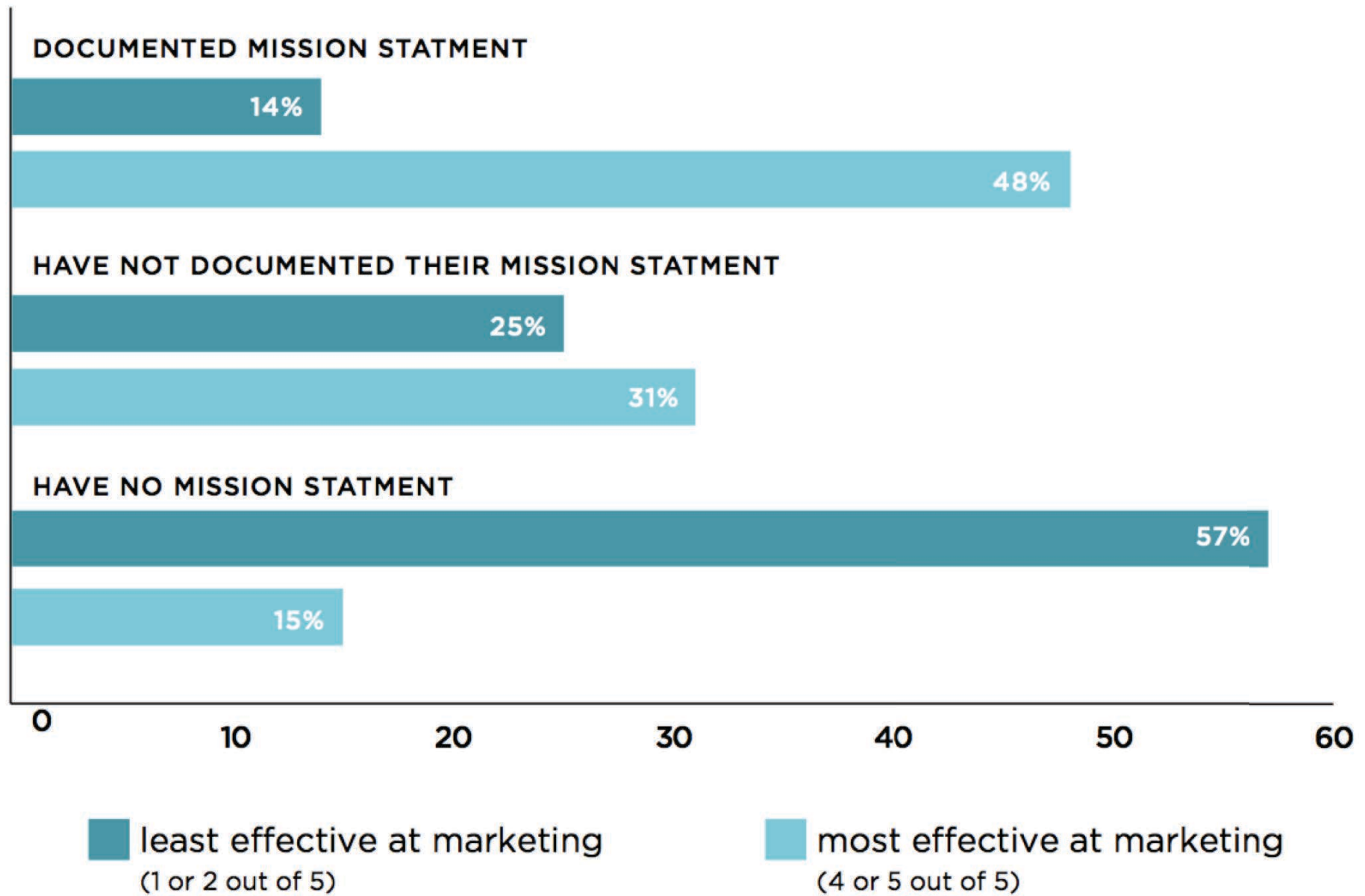




# Quick Review!

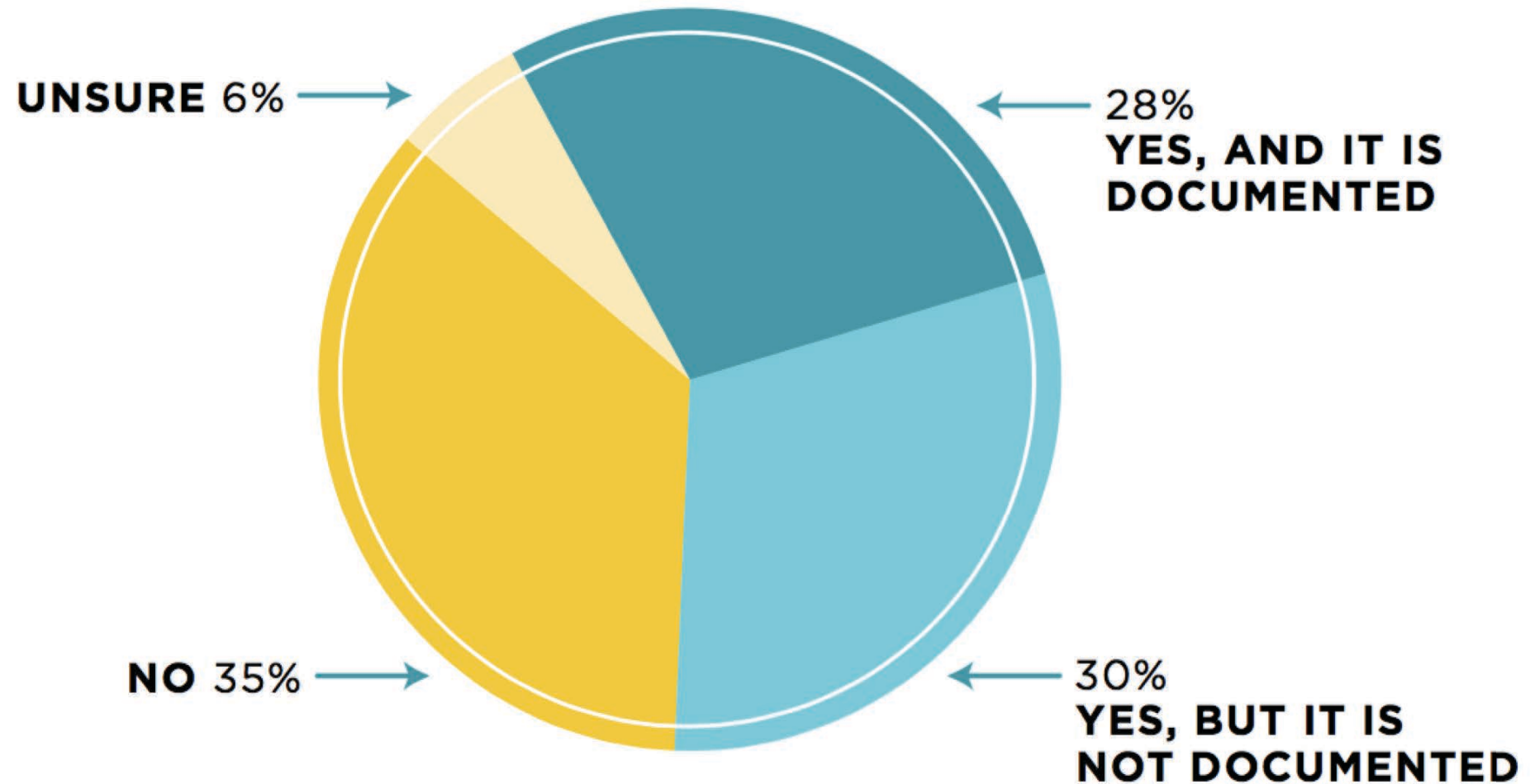
# The Content Marketing Mission





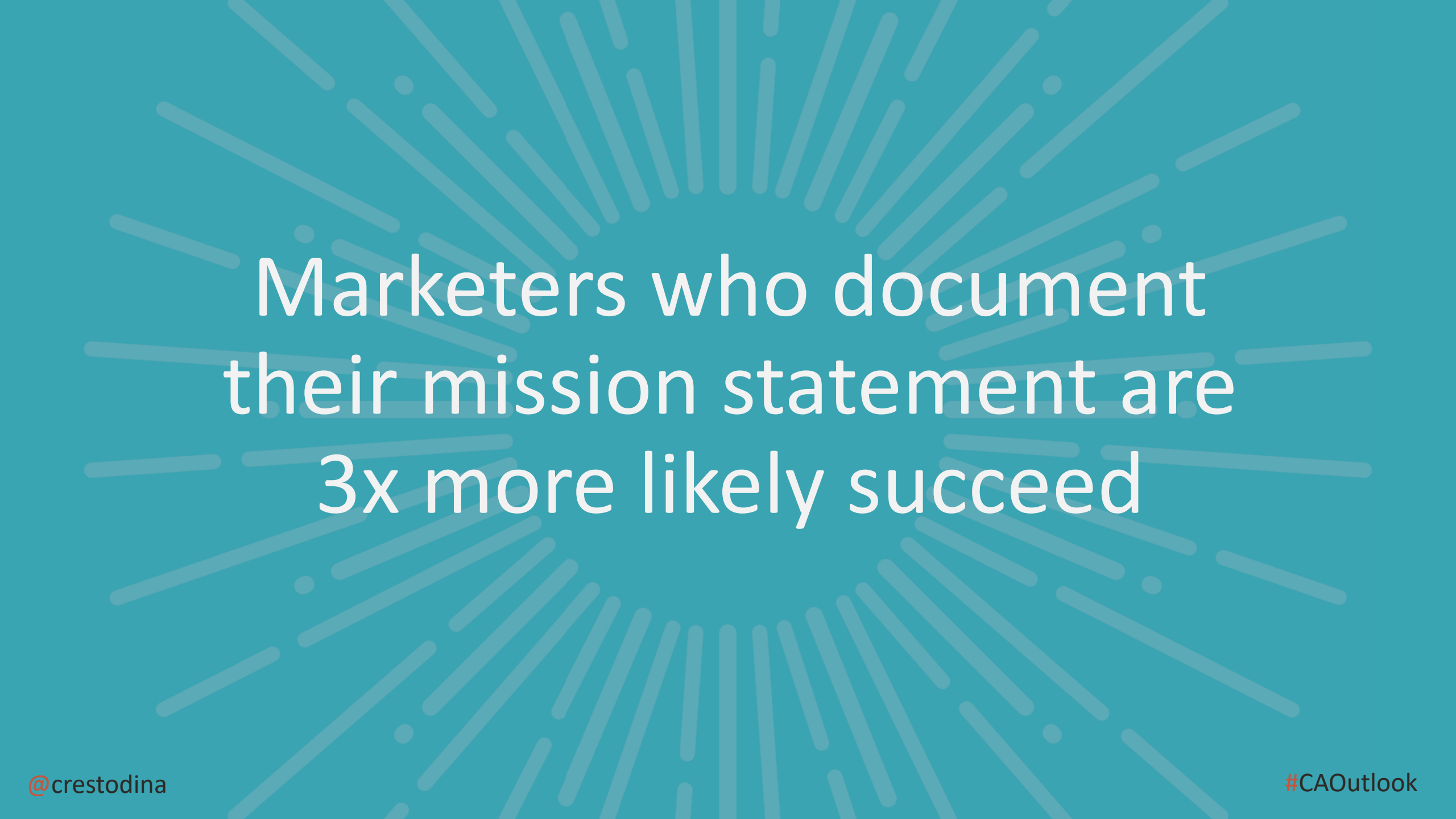
Source: Content Marketing Institute

# *“Do you have an editorial mission statement?”*



Source: Content Marketing Institute



A sunburst graphic with many thin, light blue lines radiating from the center, set against a teal background.

Marketers who document  
their mission statement are  
3x more likely succeed

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

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## ELECTIONS AS AN EXPAT >

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

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# Web design and development focused on results.



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**Where digital marketers find practical advice  
on content, analytics and web design  
to get better results from their websites.**

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**Where digital marketers find practical advice  
on content, analytics and web design  
to get better results from their websites.**



**Where digital marketers find practical advice  
on content, analytics and web design  
to get better results from their websites.**

**Where digital marketers find practical advice  
on content, analytics and web design  
to get better results from their websites.**

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

# Next Step: Topics





Your audience is the  
ultimate source of topics

# Google Suggest



california road trip |



california road trip **ideas**  
california road trip **map**  
california road trip **stops**  
california road trip **in december**  
california road trip **february**  
california road trip **playlist**  
california road trip **on a budget**  
california road trip **in january**  
california road trip **national parks**  
california road trip **routes**

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Google Search

I'm Feeling Lucky

# KeywordTool.io

GoogleYouTubeBingAmazoneBayApp Store

Allcalifornia road tripUnited StatesEnglish

Keyword SuggestionsQuestions

Sort by

Search for "california road trip" found 291 unique keywords

Keywords	Search Volume
california road trip map	10,000
california road trip stops	10,000
california road trip in december	10,000
california road trip february	10,000
california road trip playlist	10,000
california road trip on a budget	10,000
california road trip in january	10,000
california road trip national parks	10,000
california road trip in march	10,000
california road trip highway 1	10,000

# Google Keyword Planner

Your product or service

california road tips

Get ideas

Modify search

Average monthly searches for all ideas.

100K – 1M

Ad group ideas

Keyword ideas

Columns ▾

Download

Add all (691)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
california road tips	–	–	–		»

Show rows: 30 ▾

1 - 1 of 1 keywords

<

<

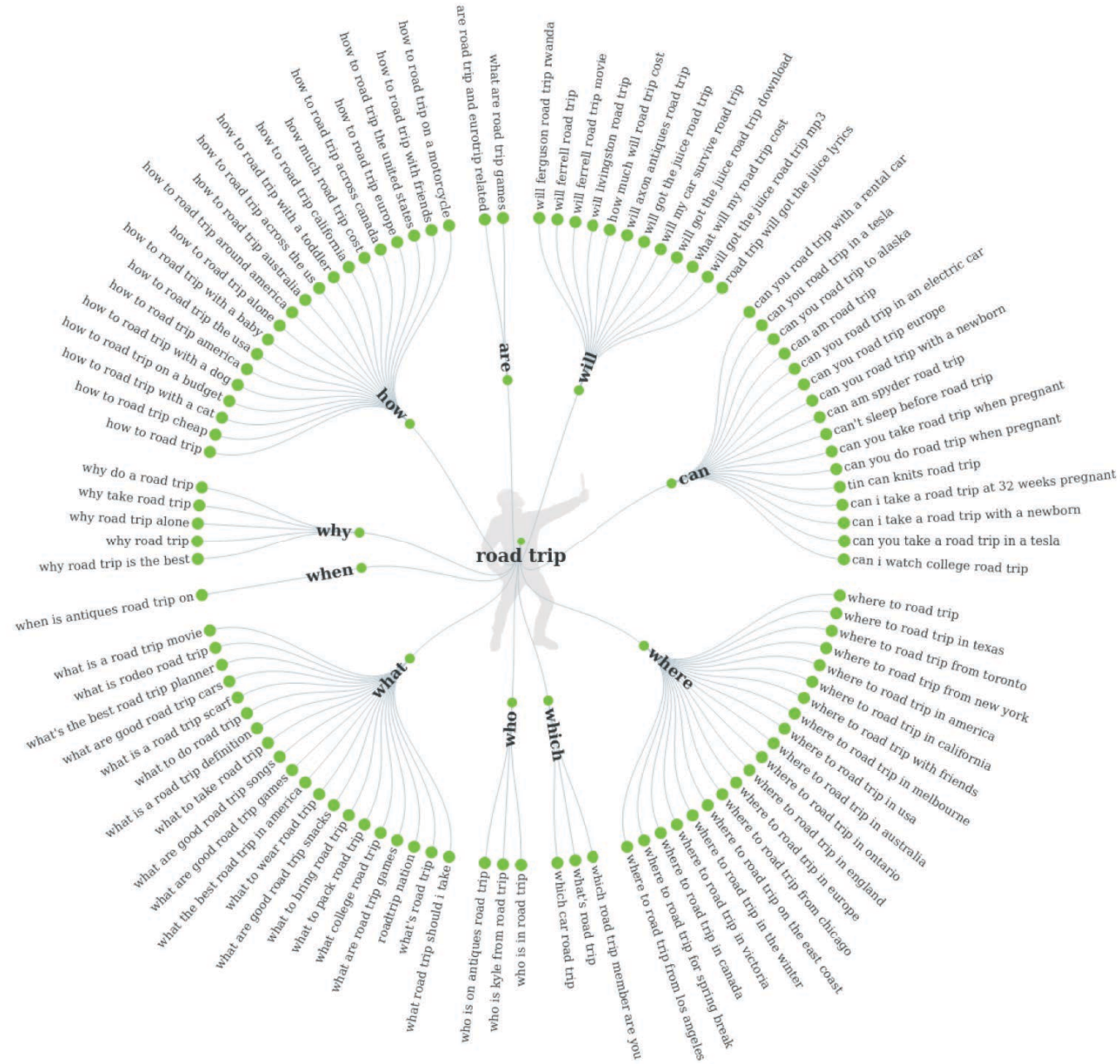
>

>

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
california road trip	1K – 10K	Low	\$2.19		»
pacific coast highway	10K – 100K	Low	\$1.57		»
highway 1	10K – 100K	Low	\$0.54		»
california trip	1K – 10K	Medium	\$1.73		»
california road trip planner	100 – 1K	Medium	\$1.72		»
california coast road trip	1K – 10K	Low	\$2.01		»
california road trip itinerary	100 – 1K	Low	\$1.24		»
california trip planner	100 – 1K	Medium	\$1.66		»
california road trip	100 – 1K	Low	\$1.27		»



# Answer the Public









## Road Trips

[Read](#)[Answer](#)[Topic FAQ](#)[Most Viewed Writers](#)[Follow Topic](#) | 237.5k

### Feed

Answer · Road Trips



### Which is best way to split gas costs on a roadtrip?



Varun Yadav, Leh'd

Answered Oct 22

There's an app called SPLITWISE you can use it to split the amount.

115 Views · [View Upvoters](#)

[Upvote](#) | 15[Downvote](#)

Recommended All

### About

No Description Yet

5.4k  
Questions

237.5k  
Followers

58  
Edits

### Related Topics



**Ladakh Region, Jammu and Kashmir, India**

37.1k Followers



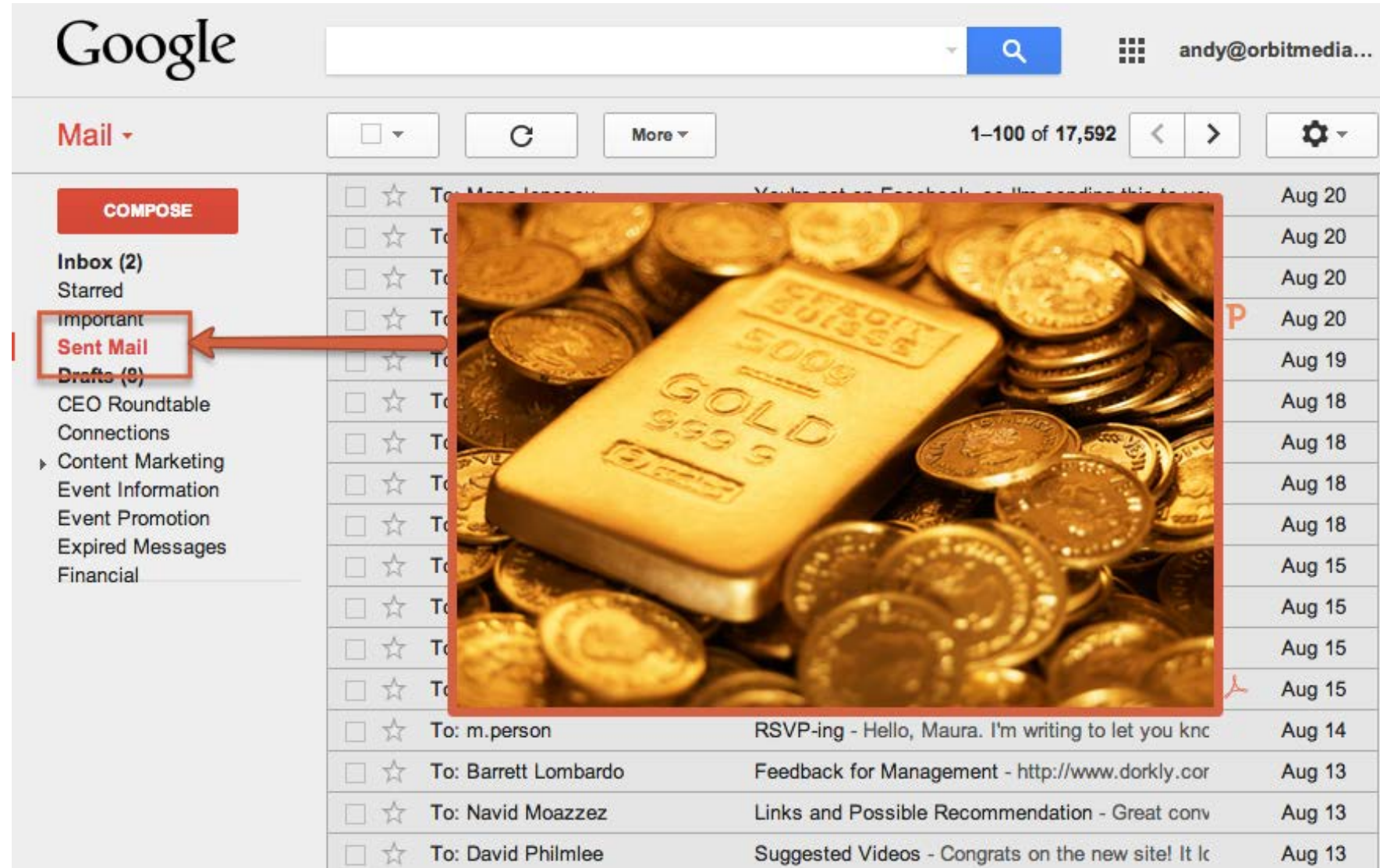
**Tourism**

2.5m Followers



**Roads**

# Your outbox is filled with content





# How to turn your email into high-ranking content



“Would you mind answering this question?”

# Email asking a question

Initial Question for Potential Client Project

Content Marketing x



to me ▾

12/14/16 ☆

← Reply ▾

Hi Andy,

I hope you're doing well, and staying warm! I didn't get a chance to connect with you at B2B Forum this year, but I was able to catch your talk. It was great as usual!

I'm reaching out because I'm working with a client who has gone through a series of mergers and acquisitions. We're working on their branding and marketing plan now, and they eventually will be re-doing their website for a multitude of reasons. I don't have a formal quote or project brief yet for their site work. But since their situation is interesting, I wanted to do an early check-in to see if this is something your team has experience/has dealt with previously.

This client is considering changing a portion of their name, but they have two major competitors in the general location who share part of the same name. They client runs PPC ads through Multi-Vue, and their rep tells them their ads constantly outperform others in the same industry. My client is concerned about the technical implications to their online/digital identity and SEO rankings if they change their name. In other words, would all of those rankings disappear/go to their competitors?

Sorry for the long background, but my question is, would this kind of assessment & recommendations be part of an overall website proposal you'd do? And if so, do you have other client experience with different ways to handle (and the potential pros/cons of those approaches)?

Thanks so much Andy for taking the time—I don't want to waste your time if this kind of project wouldn't be a good fit.

[Redacted signature]

# Invitation to contribute to a roundup

Andy, 1 minute to contribute - marketing opportunity



[Redacted Name]

Jun 21 ☆

Reply ▾

to me ▾

Hey Andy,

At [Redacted] - we are coming with the blog post about Content Marketing Trends

Yes, you have a great opportunity to be listed as a Top Content Marketing Expert and get more exposure, traffic and links by answering a few questions.

All you need to do is - answer 1 simple question. 50-100 words will be enough.

We won't edit your response - only minor typos or grammar (if any) and when publishing - we'll certainly provide links to your websites or books and details about you. Here is a sample post we co-created:

[Redacted Sample Post]

Let's rock! :)

Now here is the question:

What are the top 3 content marketing trends for 2017 and Beyond?

Thank you for being awesome,  
Smiles :)

[Redacted Signature]



“Would you mind answering this question?”

“Sure! Here are a few thoughts.  
Is this helpful?”





# Super detailed answers...



Andy Crestodina <andy@orbitmedia.com>

to Dennis ▾

Happy to help, Dennis! Thank you for thinking of me. How does this sound?

## 1. What's one element of your content marketing that you're doing differently in 2017?

We're increasing frequency. Our newsletter has been bi-weekly for the last four years. Now we're experimenting

The idea partly came from the data in the [2016 blogger survey](#). Yes, we all know that quality correlates with results. But the survey also found a correlation between quantity and results. Bloggers who publish more often are more likely to report "strong results"

### Percent of bloggers who report "strong results" by frequency



Feb 7 (



Andy Crestodina <andy@orbitmedia.com>

Feb 7 (12 days ago) ☆ Reply ▾

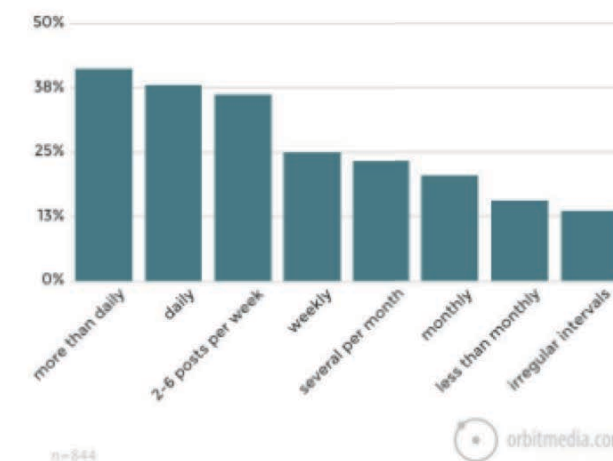
to Dennis ▾

Happy to help, Dennis! Thank you for thinking of me. How does this sound?

**1. What's one element of your content marketing that you're doing differently in 2017?**  
We're increasing frequency. Our newsletter has been bi-weekly for the last four years. Now we're experimenting with weekly.

The idea partly came from the data in the [2016 blogger survey](#). Yes, we all know that quality correlates with results. But the survey also found a correlation between quantity and results. Bloggers who publish more often are more likely to report "strong results" across the board...

### Percent of bloggers who report "strong results" by frequency



This suggests that it's worth giving greater frequency a try. It might not last, so we're considering this a "sprint" for the first few months of 2017.

## 2. How will you measure the impact of doing it differently?

We measure the performance of content in two ways: blog traffic and conversion rates from visitors to subscribers. For traffic, we measure three sources: search, social and email. We're seeing an immediate bump in email traffic (which is obvious, since we're sending more email) but the other two may take time.

Since a lot of our content is keyword focussed and rankings can take time to build, we're going to give it several months before we measure the impact on search traffic. At the same time, conversion rates should hold steady.

## 3. How will you determine whether "it worked"?

We increased our total traffic by 90% last year. If the additional effort and sweat doesn't give us at least a 50% increase in traffic, I'm calling this a failure.

So a 50% increase in total blog traffic is my definition of "strong results." Ask me in June how I'm doing!



Andy Crestodina <andy@orbitmedia.com>

Jul 21 (4 days ago) ☆

Reply

to Tequia ▾

Here you go, Tequia! Let me know if this works for you, and if I can do anything to help.

I hope you like these answers!

### 1) How can B2B marketers most effectively gauge content performance on their site?

Content, like everything else in digital, should be judged against its ability to either increase traffic or improve the conversion rate. That's mostly what performance is all about. Let's break those down.

#### Does the content increase traffic?

- Is it keyword focused? Does it rank? If so, it will *attract visitors from search*
- Is it shareable? The headline and images may help it *attract visitors from social media*
- Will it work as a newsletter? Give it a good subject line and call to action and it may *attract visitors from email*

#### Does the content increase the conversion rate?

- Does it help visitors solve their own problems? If so, they may be compelled to subscribe
- Does it build credibility? If so, that trust may help generate leads
- Does it position your brand as expert? If so, people may remember and refer you to others

There are a few other ways that you can judge your content, but they don't show up in your Analytics. For example, is the content something that you can use in sales meetings, either to walk through in person or to leave behind?

Another way that content can perform: it gives you networking benefits. Blogging gives you a reason to reach out to influencers. If you keep in touch with them, they may be able to give you big benefits down the road!

### 2) What kind of reporting tools should B2B marketers use? What are the metrics they should be looking at?

There are many, but I recommend Google Analytics. It's free and easy to set up on most websites. Most content management systems have plugins that make adding the Javascript code very simple.

But there are a set of metrics that you won't get unless you set it up properly. You need to set up goals in Analytics or you won't be able to see your conversion rate. This is very important, because conversion rates are half the battle in digital marketing.





“Would you mind answering this question?”

“Sure! Here are a few thoughts.  
Is this helpful?”



“Wow! This is amazing.  
Thanks so much!”

# ...exceed their expectations





## COMPOSE

## Inbox (34)

Starred

Important

Sent Mail

Drafts (22)

@SaneLater (130)

@SaneNoReplies ...

Book

▸ Clients

Content Jam

Content Marketing

Dispensary 33

Financial

Legal

Open Jobs

Orbiter



LinkedIn Messaging

Ryan sent you a new message - Ryan: Thanks for the suggesti

5:14 pm



Paule Genest, APR via

Paule Genest, APR mentioned you in a post - You've been me

4:46 pm



SHINE Lisa Carroll

5 new strategies for 2018. Friday deadline. - Early-bird pricing

2:30 pm



Barry Feldman

10 Easy Ways to Measure the Effectiveness of Your Content

12:45 pm



SHINE Lisa Carroll

I would like to sched

12:40 pm



SHINE Lisa Carroll

Andy! Sorry I was a te

11:43 am



SHINE Lisa Carroll

available? Tomorrow,

11:31 am



Brett Moody

Wednesday, July 5, 10am- HotSpot Rentals - Thank you Andy.

11:04 am



Kerry O'Shea Gorgone

Quick call? - Hi Andy, It's been too long, friend. I hope all's well.

10:57 am



Todd, Sarah, Ryan (3)

Changes to Proposal Stages in Zoho - Team- To make the Clo

10:45 am



Slack

[Slack] Notifications from the BoostChat team for June 26th,

10:42 am



Jay Baer

You're In: The WarmUp at #CMWorld - Hello friends of Content

Jun 25



Sheila Fine

Business events - Hi Anand The categories don't seem to have

Jun 25

I keep them in here...



# Fast forward three years...

68 questions answered from roundups

76 questions answered from email interviews

+ 27 questions answered from clients and friends

---

**171 total questions and answers**

## Content Fragments

2013 - 2016

# 92 pages of questions and answers

### Share an SEO hack

Internal linking is a secret weapon for search optimizers. Yes, links from other website increase your total ranking potential, but authority flows through the links on your website as well.

External Links (aka backlinks or inbound links)	Internal Links
Difficult to control	Easy, fast and free to create
Pass SEO authority from other sites to your site, increasing your "domain authority"	Pass SEO authority between pages on your site, increasing the "page authority" of specific pages.
Appear within the body text, in content	Appear in website navigation, as well as in the content.

(source: [3 Internal Linking Strategies](#))

You can create them quickly anytime at no cost. You get exact control over anchor text. You can lower your bounce rate and increase dwell time (which are search ranking factors) by pulling your visitors deeper into your site.

So create these links next time you post something:

- Link from the new post to a related post with a good CTA

fx

	A	B	C	D	E	F	G
1	<b>Topic</b>	<b>Status / Notes</b>	<b>Link</b>				
2	Answers: Content Marketing		<a href="https://docs.google.com/a/orbitmedia.com/document/d/1qrEMJcG7BqRc5BlcMKYegk">https://docs.google.com/a/orbitmedia.com/document/d/1qrEMJcG7BqRc5BlcMKYegk</a>				
3	Answers: Beginners		<a href="#">dbhhR_QAN</a>				
4	Answers: SEO		<a href="#">LnwUaGgpY</a>				
5	Answers: Time / Delegation		<a href="#">BP3vsTUvO</a>				
6	Answers: Analytics		<a href="#">uD0KZ1GRk</a>				
7	Answers: Influencers		<a href="#">CP1lb7hNcv</a>				
8	Answers: Websites		<a href="#">v10l59pXDG</a>				
9	Answers: Events		<a href="https://docs.google.com/a/orbitmedia.com/document/d/1oP-Xgt5-8kyNtLk3FGrJ_17wk">https://docs.google.com/a/orbitmedia.com/document/d/1oP-Xgt5-8kyNtLk3FGrJ_17wk</a>				
10	Answers: Visuals / Email / Social		<a href="https://docs.google.com/a/orbitmedia.com/document/d/1Pcn30yOB8EzQLbIHjmBB9E">https://docs.google.com/a/orbitmedia.com/document/d/1Pcn30yOB8EzQLbIHjmBB9E</a>				
11							
12	How to turn answers into content		<a href="https://docs.google.com/a/orbitmedia.com/document/d/1qIBS44ck5DdCj_5UNo3HkSh">https://docs.google.com/a/orbitmedia.com/document/d/1qIBS44ck5DdCj_5UNo3HkSh</a>				
13	How to Give a Presentation		<a href="https://docs.google.com/a/orbitmedia.com/document/d/1xSt4zjWTxQYGe_wUUbjkfdz">https://docs.google.com/a/orbitmedia.com/document/d/1xSt4zjWTxQYGe_wUUbjkfdz</a>				
14	How to Gather Great Testimonials		<a href="https://docs.google.com/document/d/1mCd0T-jiDxk-PZnvRfbj9xrOcOTYfBVcBGJjFLn">https://docs.google.com/document/d/1mCd0T-jiDxk-PZnvRfbj9xrOcOTYfBVcBGJjFLn</a>				
15	Marketing Skill Grid		<a href="https://docs.google.com/a/orbitmedia.com/spreadsheets/d/1oz1pdNCXKs9xecoxTkM">https://docs.google.com/a/orbitmedia.com/spreadsheets/d/1oz1pdNCXKs9xecoxTkM</a>				
16	Interviews		<a href="https://docs.google.com/a/orbitmedia.com/document/d/14B2BjG-X0ET-s-7A-uc-7h0-1e">https://docs.google.com/a/orbitmedia.com/document/d/14B2BjG-X0ET-s-7A-uc-7h0-1e</a>				

Documents with answers,  
sorted into nine topics.





How to Turn a Press Release Into a Blog Post

Publish: [target publish date]  
Author: Andy  
Editor: [editor name]

WEB PAGE / BLOG POST  
Target SEO Keyphrase: as of [date]

Keyphrase	Searches / month (AdWords)	% Difficulty (MOZ)
How to turn a press release into a blog post		26
Press release into blog post		29
Press release blog post		29
Press release blog	11-50	60

Title: How to Turn a Press Release Into a Blog Post in X Steps  
Meta Description:  
PermaLink / Shortcut URL:





# SPINSUCKS

Professional Development for PR and Marketing Pros



## How to Turn a News Release into a Blog Post in 7 Steps

By: Andy Crestodina | October 10, 2017 | 6



29



66



14



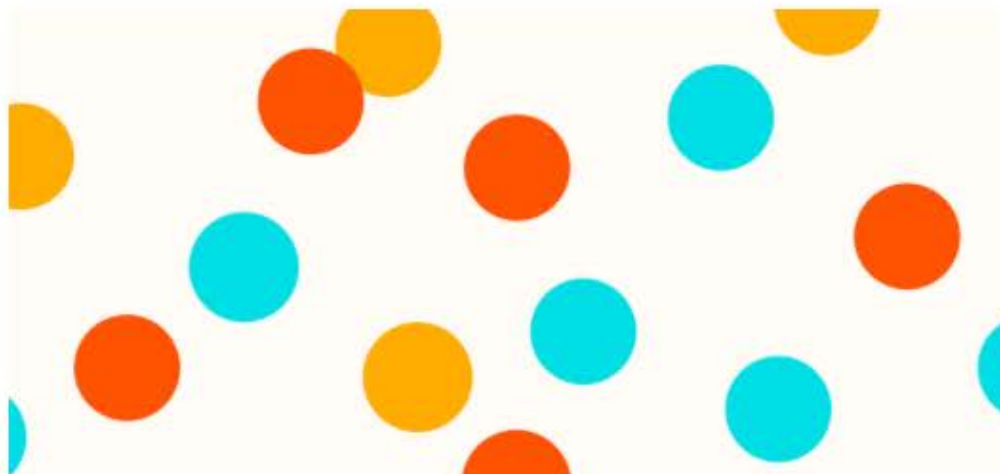
29



G+



138  
SHARES



HOW TO TURN A NEWS RELEASE  
INTO A BLOG POST

Join the 58,471 Spin Sucks Fans

Follow @spinsucks

19.1K followers

✓ Like

You and 6.7K others like this.



### Books



BUY







100% ▾

Normal text ▾

Calibri ▾

14 ▾

**B** *I* U A ▾





 ▾

 ▾

 ▾



# Collaborative Content Marketing

Publish: January  
Author: Andy  
Editor: Amanda

CHANNEL: Blog Post and Newsletter

**Related Words and Phrases:**

- Free collaboration software
- Content sharing
- Content design
- Content editing
- Content writing
- Authoring
- Online
- For business
- Website
- Content management vs. collaboration
- Remote
- Enterprise content collaboration platform

**Title:** Collaborative Content Marketing...  
**Meta Description:**  
**PermaLink / Shortcut URL:** /collaborative-content-marketing

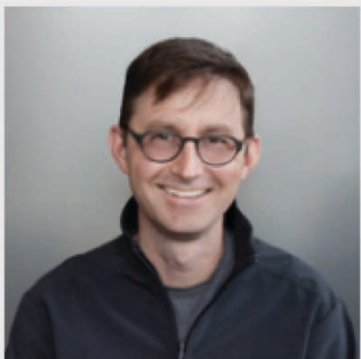
# Collaborative Content Marketing: 5 Powerful Ways to Upgrade Your Content

DIGITAL STRATEGY | SEO & CONTENT MARKETING | SOCIAL MEDIA | [11 COMMENTS](#)

SHARE THIS



52



BY ANDY CRESTODINA

⌚ 11 MINUTE READ

**Question:** What tactic improves the quality of your content, increases traffic and makes marketing way more fun?

**Answer:** *Collaborative content marketing.*

Think about it. It's lonely to sit down, day after day, week after week, pumping out one article after another. It's also boring. And a little sad.

Just think of all of the thousands of bloggers out there, sitting alone in a home office,





collaborative content marketing



All

News

Images

Videos

Shopping

More

Settings

Tools

About 3,250,000 results (0.56 seconds)

### Voted #1 Content Workflow Tool - Content Marketing World 2016

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### Artificial Intelligence Layer - For Content Management - atomicreach.com

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Machined Learning **Content Marketing**. Increases Engagement. Try It For Free.

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### Building a Collaborative Content Process - Entrepreneur

<https://www.entrepreneur.com/article/276033>

Jun 15, 2016 - **Content marketing** has been transforming the marketing world for years. And whether you're a skeptic wanting more results or a devout believer ...

### Content Collaboration: 5 Powerful Ways to Upgrade Your Content ...

<https://www.orbitmedia.com/blog/collaborative-content-marketing/>

What tactic improves the quality of your content, increases traffic and makes marketing way more fun?

**Collaborative content marketing.**

### The Secret to Content Marketing Is Collaboration - Sprinklr

<https://www.sprinklr.com/the-way/content-marketing-collaboration/>

Nov 3, 2014 - What makes for a great **content marketing** strategy? Mike Niemczyk of Groupon shares

Started as an email. Now it ranks #2  
for “collaborative content marketing”

Keyword

# content marketing collaboration

National

Current Highest Ranking Position

#2

<https://www.orbitmedia.com/blog/collaborative-content-marketing/>

no data  
Volume<sup>i</sup>



42  
Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer](#)

## Your Performance

Highest Ranking Position ▼

Jan 01, 2017 ▼

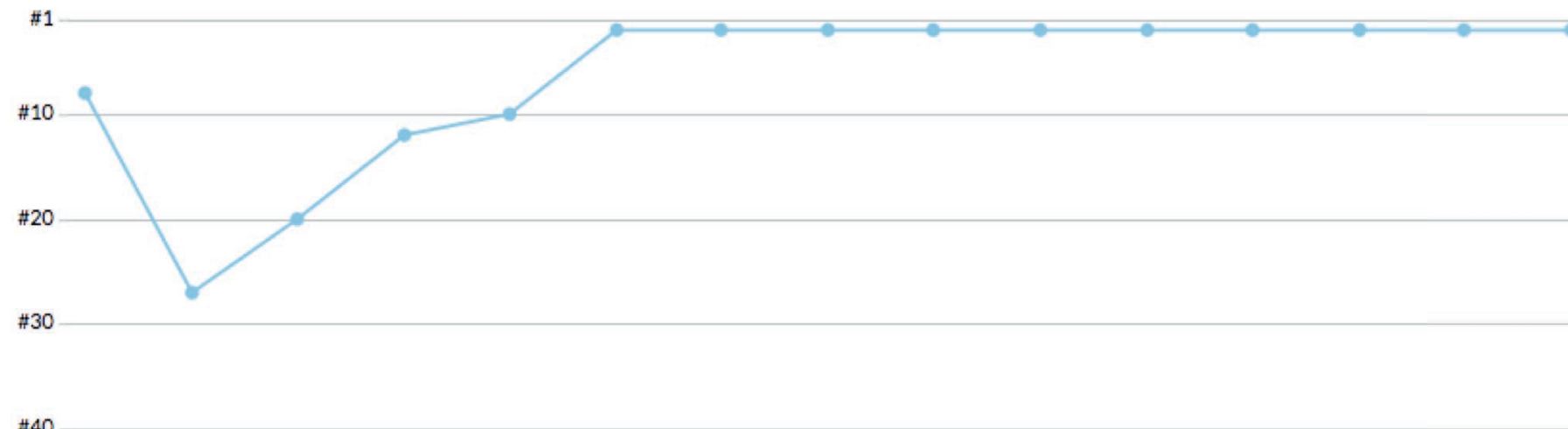
May 28, 2017 ▼

≡

Weekly

Monthly

The highest ranking position for you vs. your competitors





# Testimonials

File Edit View Insert Format Tools Table Add-ons Help All changes saved in Drive

Comments

Share



100%

Normal text

Calibri

11

**B***I*UA

More



## Testimonials

Publish: February

Author: Andy Crestodina

Editor: Amanda

CHANNEL: Blog Post and Newsletter

WEB PAGE / BLOG POST

Target SEO Keyphrase: as of 2/2016 ... TBD

### Related Words and Phrases:

- Where to put testimonials (dif: 56)
- Where to include testimonials (dif: 50)
- Where to use testimonials (dif: 50)
- Where should testimonials go on a website
- Benefits of testimonials (dif: 20)
- Who writes testimonials
- What are testimonials
- Endorsements
- What should testimonials include
- Examples web design

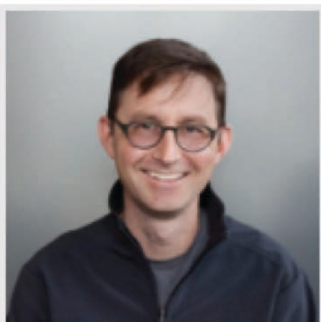
# How to Write Testimonials (Plus 10 Customer Testimonial Examples)

DIGITAL STRATEGY | SEO & CONTENT MARKETING | [10 COMMENTS](#)

SHARE THIS



66



BY ANDY CRESTODINA

⌚ 11 MINUTE READ

Try this: go to any page on your website and count the marketing claims you make. How many times is your business described as easy, smart, effective, trusted, reliable? Are there half a dozen claims? Ten? More?

Now try this: look at the same page and count the number of times you supported these claims with evidence. How many data points, statistics, case studies and testimonials are there? Are there two of these? Five? Zero? There probably aren't a lot.

The point is this:



how to write testimonials



All

Videos

Images

News

Shopping

More

Settings

Tools

About 28,300,000 results (0.56 seconds)

## How to Write a Testimonial (With 7 Examples) - Enchanting Marketing

<https://www.enchantingmarketing.com/how-to-write-a-testimonial/> ▼

Most **testimonials** are too sugary to be convincing. Follow these 4 tips to make your testimonials more credible and persuasive, so you can win more clients.

## An Easy to Use Template for Writing Testimonials

<https://herbusiness.com/blog/writing-testimonials-template>

Apr 14, 2014 - Asking for testimonials is easier than writing them. Use these prompter questions and template to make **writing testimonials** quick and easy.

Ranks #3 for  
“how to write testimonials”

## How to Write Persuasive Testimonials (Plus 10 Customer Testimonial ...

<https://www.orbitmedia.com/blog/how-to-write-testimonials-examples/> ▼

Mar 2, 2017 - In this complete guide for website **testimonials** we answer the top questions with examples: how **testimonials** are written, how to get **testimonials** ...

## 11 Testimonial Page Examples You'll Want to Copy in 2017

<https://blog.hubspot.com/marketing/testimonial-page-examples> ▼

Jan 8, 2016 - Check out this list of awesome **testimonial** pages that check off all the best practices for 2017.





testimonial examples



All

Images

Videos

News

Shopping

More

Settings

Tools

About 785,000 results (0.55 seconds)

## Increase Customer Testimonials - Let Customers Be Your Advocate

[marketing.trustpilot.com/testimonials](https://marketing.trustpilot.com/testimonials)

Learn How Online Customer Feedback Can Grow Your Business With a Free Demo

Free Demo · Excellent Support · Flexible Pricing · Easy Integration

Services: Customized Invitations, Google Seller Ratings, Social Media Integrations, Full Statistics Dashb...

[Request a Free Demo](#)

[Learn About Features](#)

[View Plans & Pricing](#)

## 11 Testimonial Page Examples You'll Want to Copy in 2017

<https://blog.hubspot.com/marketing/testimonial-page-examples>

Jan 8, 2016 - 11 **Examples** of Awesome **Testimonial** Pages. 1) Codecademy. Codecademy has nailed down the **testimonials** section of their website, which they call "Codecademy Stories." 2) BlueBeam. 4) Xero. 5) Decadent Cakes. 6) mHelpDesk. 7) Clear Slide. 8) FreeAgent. 9) FocusLab.

## 9 Customer Testimonial Examples That You Can Copy

[optimonster.com/9-customer-testimonial-examples-that-you-can-copy/](https://optimonster.com/9-customer-testimonial-examples-that-you-can-copy/)

May 3, 2017 - Every marketer needs customer **testimonials** to boost their business. Here are 9 types of customer **testimonials** that you can use on your website.

Ranks #4 for  
“testimonial examples”

## How to Write a Testimonial (With 7 Examples) - Enchanting Marketing

<https://www.enchantingmarketing.com/how-to-write-a-testimonial/>

Most **testimonials** are too sugary to be convincing. Follow these 4 tips to make your **testimonials** more credible and persuasive, so you can win more clients.

## How to Write Persuasive Testimonials (Plus 10 Customer Testimonial Examples)

<https://www.orbitmedia.com/blog/how-to-write-testimonials-examples/>

Mar 2, 2017 - In this complete guide for website **testimonials** we answer the top questions with **examples**: how **testimonials** are written, how to get **testimonials** ...

## Awesome Examples of Website Testimonials Done Right!

[www.vandelaydesign.com/website-testimonial-examples/](http://www.vandelaydesign.com/website-testimonial-examples/)

Keyword

Current Highest Ranking Position

# testimonial examples #5

National

<https://www.orbitmedia.com/blog/how-to-write-testimonials-examples/>

**201-500**  
Volume<sup>i</sup>




**40**  
Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer >](#)

## Your Performance

 Highest Ranking Position ▼

 Jan 01, 2017 ▼

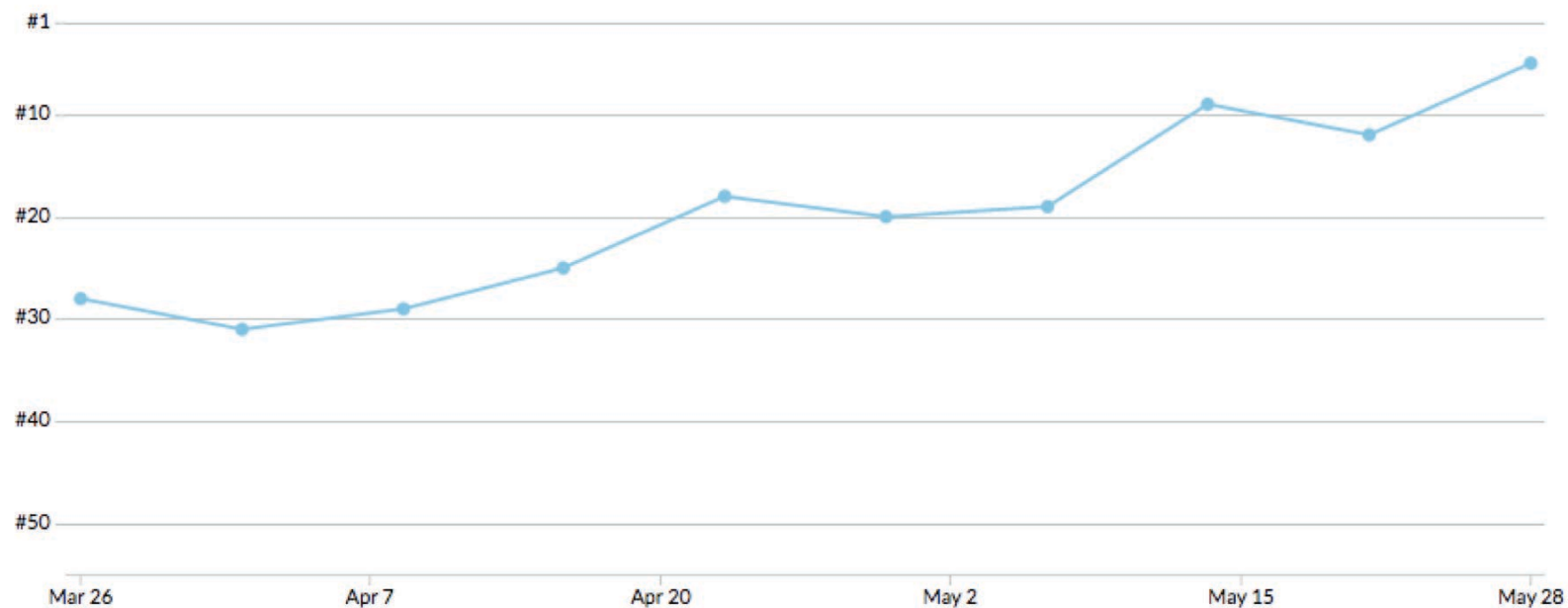
 May 28, 2017 ▼

≡

Weekly

Monthly

The highest ranking position for you vs. your competitors





Started as an email...  
now it gets 200+ visits/day

Pageviews

800

400

March...

April 2017

May 2017

June 2017

July 2017

August 2017

Wednesday, August 30, 2017

Pageviews: 234

Primary Dimension: Page Other

Plot Rows

Secondary dimension

Sort Type:

Default

Q

advanced

Grid

Line

Table

Filter

Settings

	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		11,286 % of Total: 1.56% (721,350)	10,636 % of Total: 1.65% (642,808)	00:05:04 Avg for View: 00:03:06 (63.88%)	9,855 % of Total: 1.90% (519,139)	92.14% Avg for View: 81.22% (13.44%)	88.80% Avg for View: 71.97% (23.39%)	<\$0.01 % of Total: 17.79% (\$0.02)
1.	/blog/how-to-write-testimonials-examples/	11,286(100.00%)	10,636(100.00%)	00:05:04	9,855(100.00%)	92.14%	88.80%	<\$0.01(100.00%)



source: [How to turn email into high ranking articles](#)

“

Never waste a good conversation  
by having it in private...

”

# Search Engines and Authority

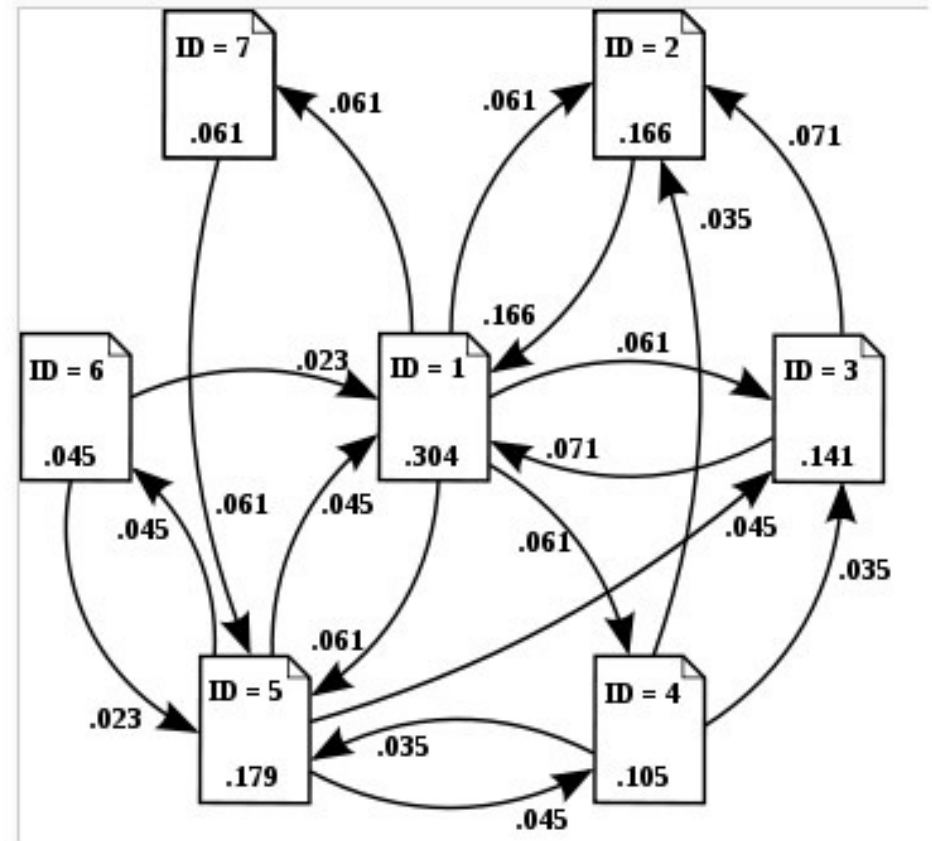
*Do we really have a chance  
of ranking for that phrase?*

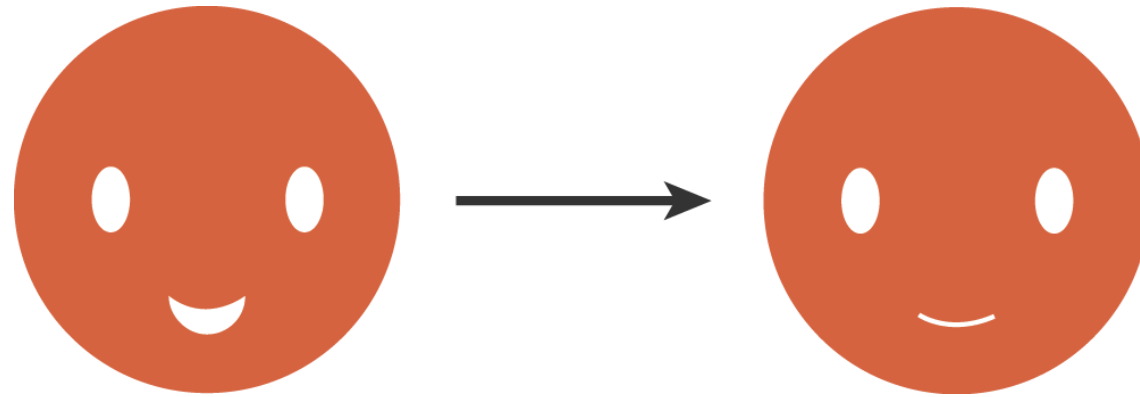


# How Google Works

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

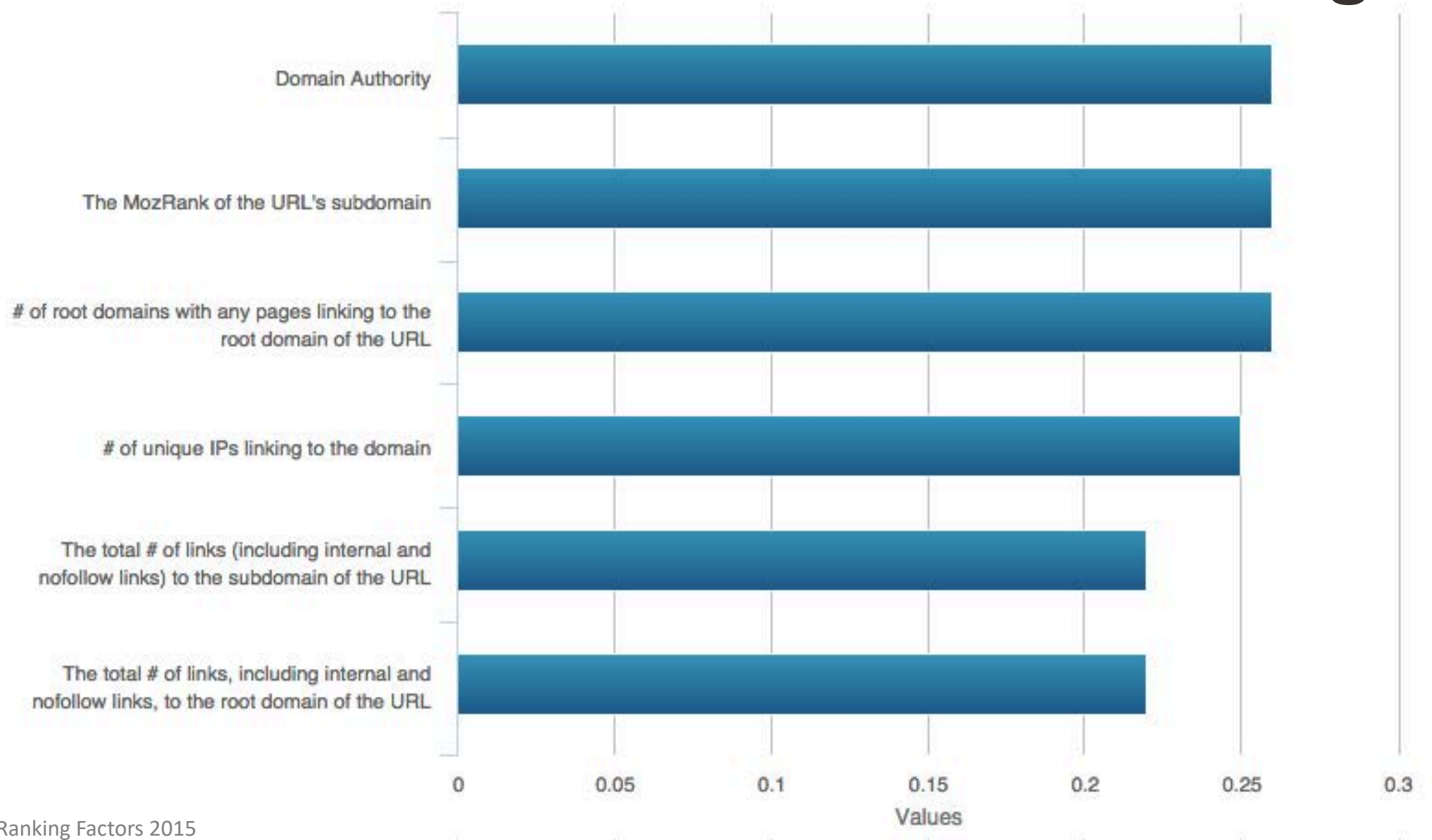
$$PR(A) = \frac{1-d}{N} + d \left( \frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)} + \dots \right).$$



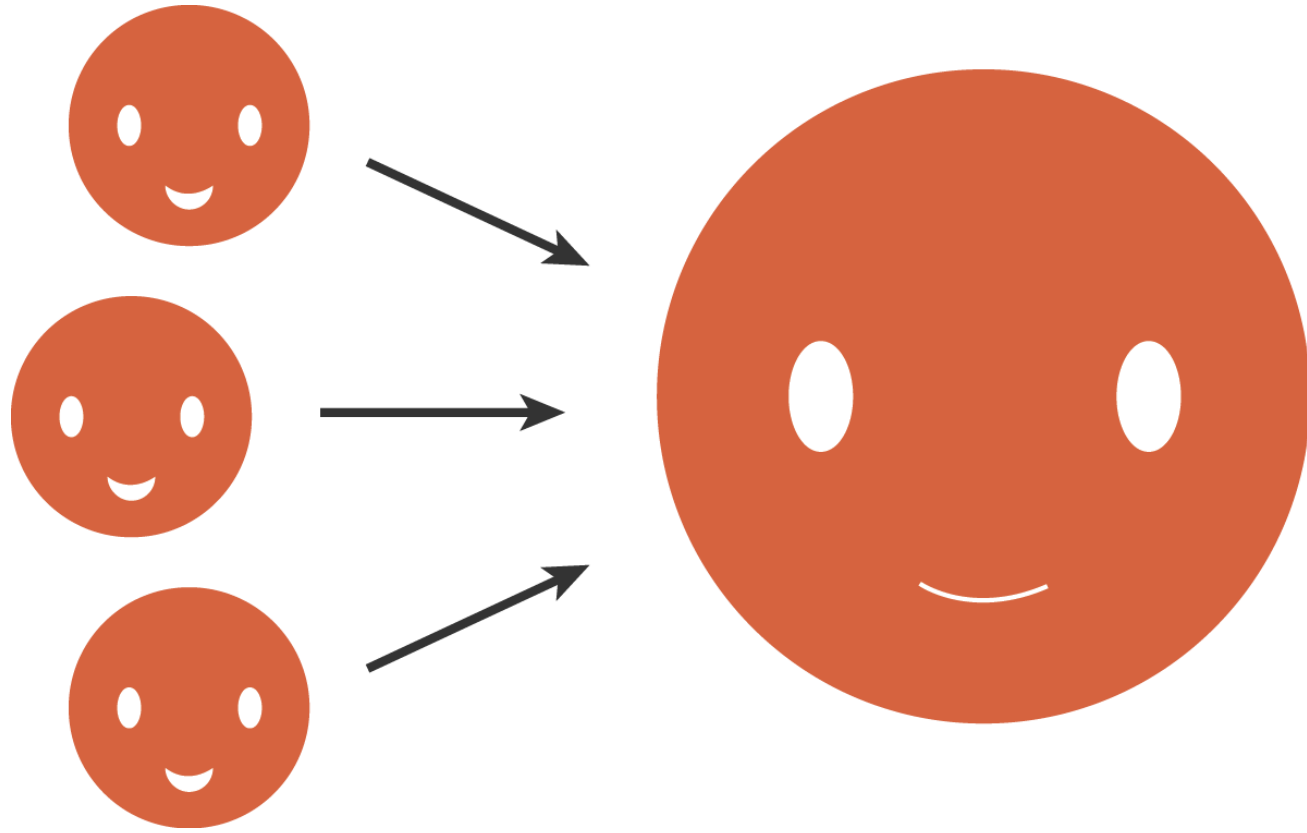


**Links are authority**

# The correlation between links and rankings

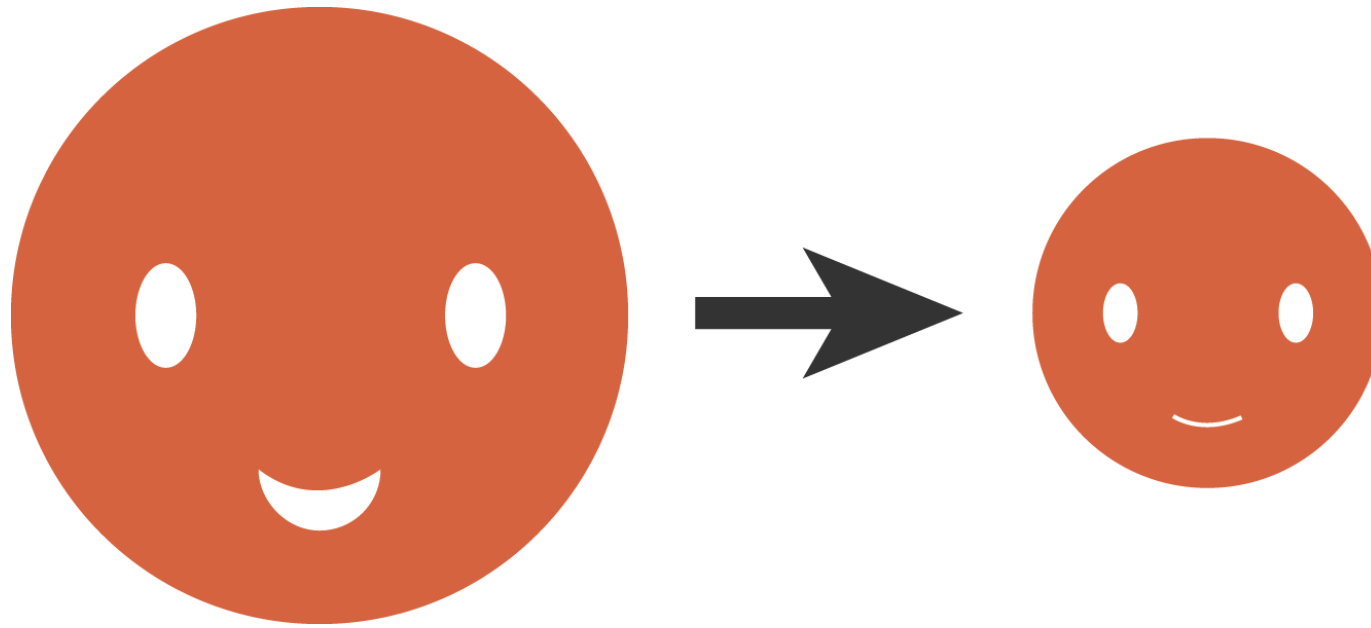


Source: MOZ Search Ranking Factors 2015



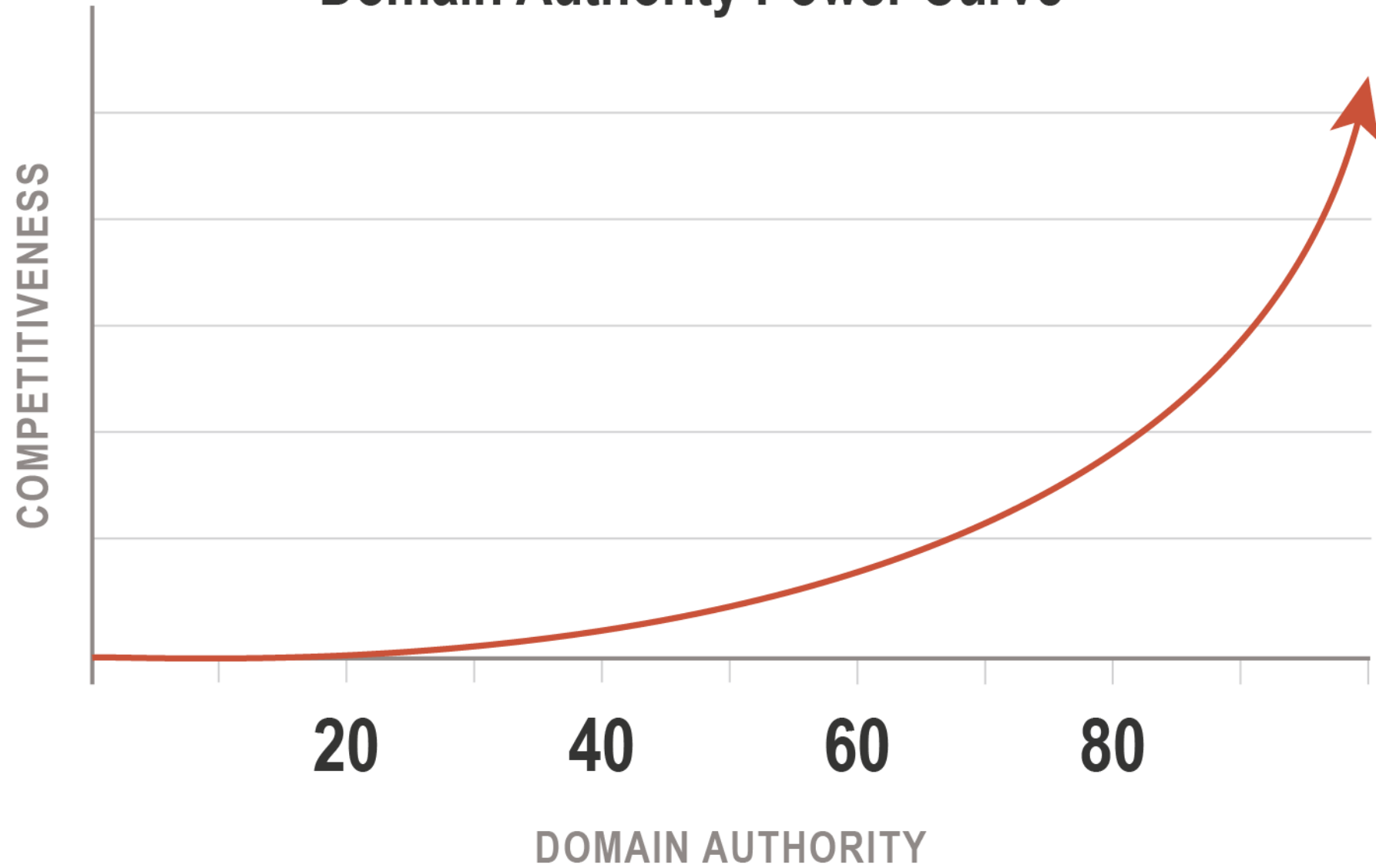
**more links = more authority**

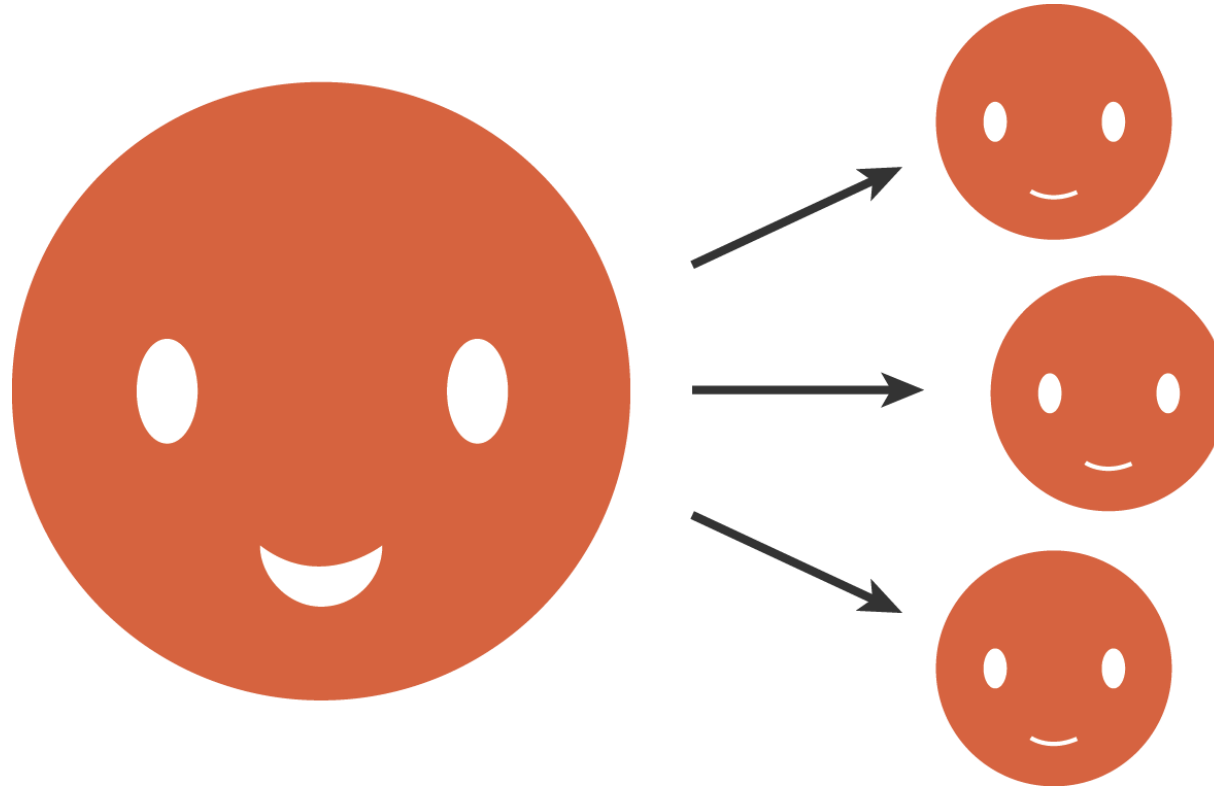




**links from authoritative websites =  
much more authority**

# Domain Authority Power Curve





**Many outgoing links =  
less authority per link**

# Develop a High Quality Inbound Link Profile.

Research backlinks, find link-building opportunities and discover potentially damaging links with Open Site Explorer.

URL:

Search



## Moz Pro

Improve rankings and search engine visibility with the complete SEO toolset.

[Go to Moz Pro](#)



## MozBar

Access important SEO metrics at a glance for every page you visit.

[Download MozBar](#)

## Mozscape Index [details](#)

Updated **May 30, 2017** with 38 days of data

- ✓ 168 Billion URLs
- ✓ 156 Million Root Domains
- ✓ 1 Trillion Links

## Just-Discovered Links

Updated **every hour** with 60 days of data

- ✓ 133 Million URLs

URL:


Search

 Hide Metrics

## Authority

DOMAIN AUTHORITY ⓘ

82 /100

SPAM SCORE: 0 /17 

PAGE AUTHORITY ⓘ

85 /100

## Page Link Metrics

JUST-DISCOVERED ⓘ

100 60 Days

ESTABLISHED LINKS ⓘ

2,489 Root Domains

266k Total Links

## Inbound Links

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

Target ⓘ

this page ▼

Link Source ⓘ

only external ▼

Link Type ⓘ

all links ▼










☐ Group by subdomain & show social/contact links

1 - 50 Inbound Links ⓘ

[Request CSV](#) ⓘ

Prev

Next

Title and URL of Linking Page	Link Anchor Text ⓘ	Spam Score ⓘ	PA ⓘ ▼	DA ⓘ ▼
<b>[No Title]</b>   <a href="http://www.ca.gov/">www.ca.gov/</a>	should I live/work/play in Califo... <a href="http://www.visitcalifornia.com/">www.visitcalifornia.com/</a>	0 	92	93
<b>Welcome to the California State Web Portal</b>   <a href="http://ca.gov/">ca.gov/</a>	should I live/work/play in Califo... <a href="http://www.visitcalifornia.com/">www.visitcalifornia.com/</a>	0 	79	93
<b>District 5 - San Luis Obispo</b>   <a href="http://www.dot.ca.gov/dist05/">www.dot.ca.gov/dist05/</a>	California Tourism <a href="http://www.visitcalifornia.com/">www.visitcalifornia.com/</a>	3 	75	93



URL:

Search

 Hide Metrics

## Authority

DOMAIN AUTHORITY ⓘ

36 /100

SPAM SCORE: 2 /17 

PAGE AUTHORITY ⓘ

46 /100

## Page Link Metrics

JUST-DISCOVERED ⓘ

0 60 Days

ESTABLISHED LINKS ⓘ

11 Root Domains

47 Total Links

## Inbound Links

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

Target ⓘ

this page ▼

Link Source ⓘ

only external ▼

Link Type ⓘ

all links ▼







☐ Group by subdomain & show social/contact links

1 - 32 Inbound Links ⓘ

[Request CSV](#) ⓘ

Prev

Next

Title and URL of Linking Page	Link Anchor Text ⓘ	Spam Score ⓘ	PA ⓘ ▼	DA ⓘ ▼
<b>[No Title]</b>  <a href="http://www.transitionsabroad.com/listings/study/teen/...">www.transitionsabroad.com/listings/study/teen/...</a>	theroadlesstraveled.com <a href="http://theroadlesstraveled.com/">theroadlesstraveled.com/</a>	2 	51	68
<b>[No Title]</b>  <a href="http://www.transitionsabroad.com/listings/study/teen/...">www.transitionsabroad.com/listings/study/teen/...</a>	theroadlesstraveled.com <a href="http://theroadlesstraveled.com/">theroadlesstraveled.com/</a>	2 	48	68
<b>Send your kids away, but not too far away for summer camp - ...</b>  <a href="http://www.chicagotribune.com/lifestyles/parenting/ct...">www.chicagotribune.com/lifestyles/parenting/ct...</a>	theroadlesstraveled.com <a href="http://theroadlesstraveled.com/">theroadlesstraveled.com/</a>	1 	46	94



historic gold rush sites



Get Keyword Difficulty



All

Images

Maps

News

Shopping

More

Settings

Tools

About 2,850,000 results (0.53 seconds)

## 9 Family-Friendly Gold Rush Adventures | Visit California

[www.visitcalifornia.com/feature/9-family-friendly-gold-rush-adventures](http://www.visitcalifornia.com/feature/9-family-friendly-gold-rush-adventures) ▼

With throwback charm and a treasure trove of **historic** artifacts, this park presents the **Gold Rush** in living, breathing color. Costumed docents do more than ..... Get a one-two punch of experiences with a visit to this remarkable **site** in Grass Valley, roughly 60 miles/92 kilometers northeast of Sacramento.

First, spend time in the ...

1) PA: 55

125 links /  
7 RDs

DA: 82

13,067,488 links /  
4,489 RDs



Link  
Analysis

## California Gold Rush - California Historic Sites

[www.glittering.com/attractions.html](http://www.glittering.com/attractions.html) ▼

Location: 26 miles northeast of Nevada City on North Bloomfield Road. **South Yuba River State Park** stretches along more than 20 miles of the South Yuba River canyon from **Malakoff Diggins State Historic Park** to Bridgeport. During the Gold Rush this area was the center of mining activity.

[El Dorado County](#) · [Nevada County](#) · [Plumas County](#) · [Sacramento County](#)

2) PA: 24

6 links /  
3 RDs

DA: 26

596 links /  
42 RDs



Link  
Analysis

## Three California Gold-Rush Towns Worth Visiting – Digital Nomad

[digitalnomad.nationalgeographic.com/.../three-california-gold-rush-towns-worth-visiti...](http://digitalnomad.nationalgeographic.com/.../three-california-gold-rush-towns-worth-visiti...) ▼

Nov 10, 2015 - Tourists prepare to ride a **historical** stagecoach in "living **gold-rush** town" Columbia, California. ... its way into the most casual of conversations here in Columbia, California, one of a trio of **gold-rush towns**—Sonora and Jamestown are the others—clustered together on the fringe of Yosemite National Park.

3) PA: 35

3 links /  
2 RDs

DA: 96

24,865,335 links /  
112,755 RDs



Link  
Analysis

## Day tripping to California's historic Gold Country | Northern California

New!

keyword



historic gold rush sites

United States - en-US



4,441 of 5,000 queries available until 02/16

Keyword Overview

Keyword Suggestions

SERP Analysis

Keyword Lists 26

## Keyword Overview: historic gold rush sites

[+](#) Add to... ▾no data <sup>i</sup>Monthly Volume <sup>i</sup> [Learn more](#)

30

Difficulty <sup>i</sup> [Learn more](#)

64%

Organic CTR <sup>i</sup> [Learn more](#)

25

Priority <sup>i</sup> [Learn more](#)

### Keyword Suggestions >

Keyword	Monthly Volume <sup>i</sup>
gold rush towns in california	0-10
california gold rush towns map	0-10
historic gold rush towns california	0-10
california gold rush towns 1849	0-10
gold rush historical sites	no data <sup>i</sup>

### SERP Analysis >

Rank	Title & URL	PA <sup>i</sup>	DA <sup>i</sup>
1	9 Family-Friendly Gold Rush Adventure... <a href="http://www.visitcalifornia.com/feature/...">http://www.visitcalifornia.com/feature/...</a>	55	82
2	California Gold Rush - California Histor... <a href="http://www.glittering.com/attractions.h...">http://www.glittering.com/attractions.h...</a>	24	26
3	Historic Park or Site   Explore Alaska's ... <a href="http://www.alaska.org/things-to-do/his...">http://www.alaska.org/things-to-do/his...</a>	37	50

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





 **BUY  
TICKETS**

**VIEW TOUR  
CALENDAR**

**QUESTIONS?**  
(312) 818-2172

[TOURS](#) | [PRIVATE TOURS](#) | [ABOUT](#) | [FAQ](#) | [REVIEWS](#) | [BLOG](#) | [CONTACT](#)



### LAKEVIEW & LINCOLN PARK BEER TASTING AND BAR TOUR

Explore Chicago's Lakeview and Lincoln Park neighborhoods located about 3.5 miles north of the Loop. You'll visit unique neighborhood establishments, sample delicious beer, and learn how well beer pairs with Chicago history - including the 1855 lager beer riots and the beer competition that took place during the 1893 Colombian exposition!

[Learn More](#)

### LOOP & SOUL BUCKTOWN

Explore Chicago's neighborhood est including gamblin  
Explore Chicago's visit fun establish beer history datin

## JOIN US ON OUR BEER TASTING AND BAR TOURS!

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

### WHAT IS OUR BEER EXPERIENCE?

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

### THREE GREAT TOURS

We offer three distinct Chicago tours: our [Lincoln Park & Lakeview Beer Tasting and Bar Tour](#), our [Bucktown & Wicker Park Beer Tasting and Bar Tour](#), and our [NEW Loop & South](#)

### VIDEO AND PHOTOS

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





Inbound Links

Just-Discovered

Top Pages

Linking Domains

Anchor Text

Compare Link Metrics

Spam Analysis

Link Opportunities

Advanced Reports

Do More with Moz Pro

Moz Analytics Campaigns

Fresh Web Explorer

Keyword Difficulty

On-Page Grader

Crawl Test

URL:chicagobeerexperience.comSearch

Hide Metrics

Authority

DOMAIN AUTHORITYPAGE AUTHORITY

27/10037/100

SPAM SCORE:0/17

Page Link Metrics

JUST-DISCOVEREDESTABLISHED LINKS

060 Days3Root Domains

3Total Links

Page Social Metrics

FACEBOOKTWITTERGOOGLE

230SharesN/ATweets0+1s

262Likes

Inbound Links

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

TargetLink SourceLink Type

this pageonly externalall links

☐ Group by subdomain & show social/contact links

1 - 3 Inbound Links

Request CSVPrevNext

Title and URL of Linking Page	Link Anchor Text	Spam Score	PA	DA
-------------------------------	------------------	------------	----	----



## Inbound Links

Just-Discovered

Top Pages

Linking Domains

Anchor Text

Compare Link Metrics

Spam Analysis

Link Opportunities

Advanced Reports

## Do More with Moz Pro

[Moz Analytics Campaigns](#)[Fresh Web Explorer](#)[Keyword Difficulty](#)[On-Page Grader](#)[Crawl Test](#)URL: 

Search

 Hide Metrics

## Authority

DOMAIN AUTHORITY 

27 /100

PAGE AUTHORITY 

37 /100

SPAM SCORE: 0 /17 

This page has an authority of 37

JUST-DISCOVERED 

0 60 Days

ESTABLISHED LINKS 

3 Root Domains

3 Total Links

FACEBOOK 

230 Shares

262 Likes

TWITTER 

N/A Tweets

GOOGLE 

0 +1s

## Inbound Links

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

Target 

this page ▼

Link Source 

only external ▼

Link Type 

all links ▼

☐ Group by subdomain & show social/contact links1 - 3 Inbound Links [Request CSV](#) 

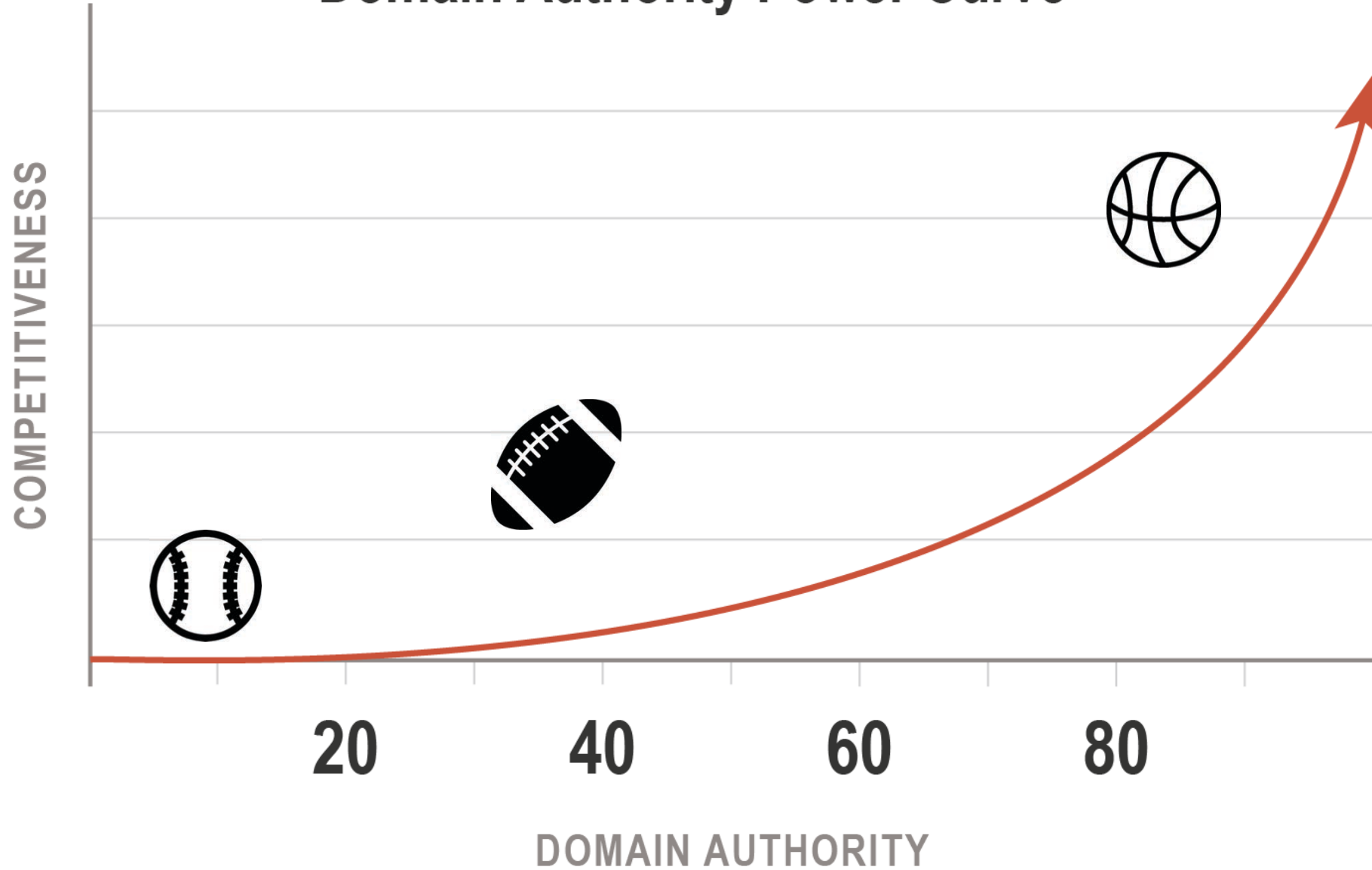
Prev

Next

Title and URL of Linking Page

Link Anchor Text Spam Score PA  ▼DA  ▼

# Domain Authority Power Curve



beer

United States - en-US

4,913 of 5,000 keyword queries available until 08/16

- Overview
- Keyword Suggestions
- SERP Analysis

Overview:

beer

+ add to IAS - Ranking

70.8k-118k

Volume



79

Difficulty



56

Opportunity



74

Potential



Keyword Suggestions

Keyword	Volume
beer advocate	70.8k-118k

SERP Analysis

Rank	Title & URL	PA	DA
1	Beer - Wikipedia, the free encyclopedia	95	95







beer

United States - en-US



4,913 of 5,000 keyword queries available until 08/16

This keyword has a difficulty of 79

Overview

Keyword Suggestions

SERP Analysis

Overview:  
beer

+ add to IAS - Ranking

**70.8k-118k**  
Volume



**79**  
Difficulty



**56**  
Opportunity



**74**  
Potential



## Keyword Suggestions

Keyword

Volume

beer advocates

70.8k-118k

## SERP Analysis

Rank

Title & URL

PA

DA

Beer - Wikipedia, the free encyclopedia





beer

United States - en-US



4,913 of 5,000 keyword queries available until 08/16

This keyword has a difficulty of 79

Overview

Keyword Suggestions

SERP Analysis

Overview:  
beer

+ add to IAS - Ranking

70.8k-118k  
Volume



79  
Difficulty



56  
Opportunity



74  
Potential



## Keyword Suggestions

Keyword

Volume

beer education

70.8k-118k

## SERP Analysis

Rank

Title & URL

PA

DA

Beer - Wikipedia, the free encyclopedia



chicago bars

United States - en-US

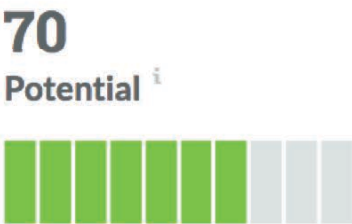
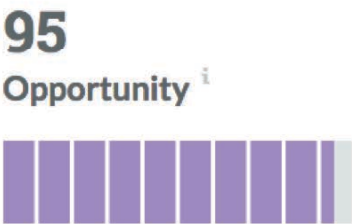
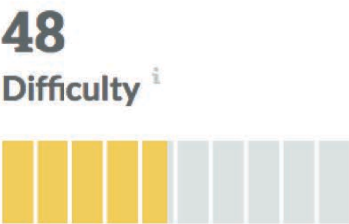
4,913 of 5,000 keyword queries available until 08/16

- Overview
- Keyword Suggestions
- SERP Analysis

Overview:  
chicago bars

+ add to IAS - Ranking

1.7k-2.9k  
Volume



Keyword Suggestions

Keyword	Volume
chicago bars	204,500

SERP Analysis

Rank	Title & URL	PA	DA
1	Chicago Bars - Yelp	85	92



chicago bars

United States - en-US



4,913 of 5,000 keyword queries available until 06/16

This keyword has a difficulty of 48

- Overview
- Keyword Suggestions
- SERP Analysis

Overview:  
chicago bars

+ add to IAS - Ranking ▼

1.7k-2.9k  
Volume <sup>i</sup>



48  
Difficulty <sup>i</sup>



95  
Opportunity <sup>i</sup>



70  
Potential <sup>i</sup>



Keyword Suggestions >

Keyword	Volume <sup>i</sup>
chicago bars	2,041,500

SERP Analysis >

Rank	Title & URL	PA <sup>i</sup>	DA <sup>i</sup>
1	Chicago Bars - Yelp	95	95



chicago bars

United States - en-US



4,913 of 5,000 keyword queries available until 06/16

This keyword has a difficulty of 48

Overview

Keyword Suggestions

SERP Analysis

Overview:  
chicago bars

+ add to IAS - Ranking

1.7k-2.9k  
Volume



48  
Difficulty



95  
Opportunity



70  
Potential



## Keyword Suggestions

Keyword

Volume

## SERP Analysis

Rank

Title & URL

PA

DA





chicago beer tour

United States - en-US

4,918 of 5,000 keyword queries available until 08/16

- Overview
- Keyword Suggestions
- SERP Analysis

Overview:

chicago beer tour

+ add to IAS - Ranking

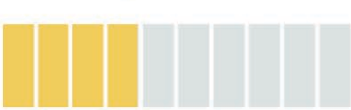
201-500

Volume



39

Difficulty



64

Opportunity



56

Potential



Keyword Suggestions

Keyword	Volume
chicago beer tour	210

SERP Analysis

Rank	Title & URL	PA	DA
1	Chicago Beer Tour - Chicago Beer Company	75	85



chicago beer tour

United States - en-US



4,918 of 5,000 keyword queries available until 08/16

Overview

Keyword Suggestions

SERP Analysis

Overview:

chicago beer tour

+ add to IAS - Ranking

201-500

Volume



39

Difficulty



64

Opportunity



56

Potential



Keyword Suggestions &gt;

Keyword

Volume

SERP Analysis &gt;

Rank

Title &amp; URL

PA

DA



chicago beer tour

United States - en-US



4,918 of 5,000 keyword queries available until 08/16

This keyword has a difficulty of 39

Overview

Keyword Suggestions

SERP Analysis

Overview:

chicago beer tour

+ add to IAS - Ranking

201-500

Volume



39

Difficulty



64

Opportunity



56

Potential



Keyword Suggestions

Keyword

Volume

SERP Analysis

Rank

Title & URL

PA

DA



[All](#)[Maps](#)[News](#)[Shopping](#)[Images](#)[More ▾](#)[Search tools](#)

About 15,500,000 results (0.60 seconds)

## Chicago Beer Experience Beer Tours - Home

[www.chicagobeerexperience.com/](http://www.chicagobeerexperience.com/) ▾

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

[Lakeview & Lincoln Park Beer ...](#) · [About](#) · [Blog](#)

## Chicago Brew Bus and Chicago Party Bus - The Brewery Tours

[www.chicagobrewbus.com/](http://www.chicagobrewbus.com/) ▾

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

[Purchase tickets](#) · [Party bus rental](#) · [Special events](#) · [Contact](#)

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

<https://www.timeout.com/chicago/bars/tours-of-chicago-breweries> ▾ Time Out ▾

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

[Lagunitas Brewing Company](#) · [Goose Island Clybourn](#) · [3 Floyds Brewing Co.](#)

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

[brewscruisechicago.com/](http://brewscruisechicago.com/) ▾

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

## Chicago Beer Tour - TripAdvisor

[www.tripadvisor.com](http://www.tripadvisor.com) > ... > [Chicago](#) > [Things to Do in Chicago](#) ▾ TripAdvisor ▾

★★★★★ Rating: 5 - 263 reviews

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

# **ACTION: Understand authority and competition**

1. Know your Domain Authority
2. Don't expect to rank for a phrase if it's way outside of your league!

More here: [How to increase your Domain Authority](#)





**Your “Site Search” is  
a source of content**

## All Posts

[Analytics \(24\)](#) [Digital Strategy \(168\)](#) [Inside Orbit \(33\)](#)

[Podcast: Content Matters \(11\)](#) [SEO & Content Marketing \(146\)](#) [Social Media \(36\)](#)

[Web Development \(49\)](#) [Website Design & Usability \(90\)](#)

SEARCH BLOG

GO!

≡ Digital Strategy, SEO & Content Marketing

5 

### Competitive Content Analysis: 17 Ways to Score Your Content Against the Competition ›

by *Andy Crestodina*



≡ SEO & Content Marketing

### How to Earn Links from Writers (7 Tips from the Writers Themselves) ›

by *Kristen Hicks*

GUEST POST



≡ Digital Strategy, SEO & Content Marketing

13 

### How To Increase Your Domain Authority ›

by *Andy Crestodina*



≡ SEO & Content Marketing

5 

### 7 Marketing Job

≡ SEO & Content Marketing

12 

### The Dark Side of SEO: 7 Things

≡ Website Design & Usability

1 

### How To Evaluate a Web

ACCOUNT

OrbitMedia.com ▼

 Account Settings

 User Management

 All Filters

 Change History

 Trash Can

PROPERTY

http://www.orbitmedia.com ▼

 Property Settings

 User Management

 Tracking Info

PRODUCT LINKING

 AdWords Linking

 AdSense Linking

 Ad Exchange Linking

 All Products

VIEW

Orbit Media ▼

 View Settings

 User Management

 Goals

 Content Grouping

 Filters

 Channel Settings

 Ecommerce Settings

 Calculated Metrics BETA

HOME

REPORTING

CUSTOMIZATION

ADMIN

Segments

Annotations

Attribution Models

Custom Channel Groupings  
BETA

Custom Alerts

Scheduled Emails

Shortcuts

Share Assets

Currency displayed as ?

US Dollar (USD \$) ▼

Bot Filtering

☒ Exclude all hits from known bots and spiders

Linked AdWords Accounts

AdWords accounts linked to this view ?

(459-700-6576)

Site Search Settings

Site search Tracking ? optional

OFF

Save

Cancel



HOME

REPORTING

CUSTOMIZATION

ADMIN

Segments

Annotations

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BETA

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Shortcuts

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(459-700-6576)

Site Search Settings

Site search Tracking ? optional

ON

Query parameter

Use commas to separate up to 5 parameters (case insensitive)

s

☒ Strip query parameters out of URL ?

Site search categories optional

OFF

Turn on "Site Search Tracking"



- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings **BETA**
- Custom Alerts
- Scheduled Emails
- Shortcuts
- Share Assets

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OFF

Now enter the "Query parameter"

## All Posts

[Analytics \(24\)](#) [Digital Strategy \(168\)](#) [Inside Orbit \(33\)](#)

[Podcast: Content Matters \(11\)](#) [SEO & Content Marketing \(146\)](#) [Social Media \(36\)](#)

[Web Development \(49\)](#) [Website Design & Usability \(90\)](#)

SEARCH BLOG

analytics

GO!

☰ Analytics

112 

### Google Analytics: 21 Inaccurate Traffic Sources, Setup Mistakes ...and Fixes ›

by *Andy Crestodina*



☰ Analytics, Website Design & Usability

9 

### Web Design vs. Analytics: 5 Little Web Design Decisions That Cause Big Analytics Problems ›

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☰ Analytics, SEO & Content Marketing

22 

### How to Setup Google Analytics: 5 Quick Videos That Make it Easy ›

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<https://www.orbitmedia.com/blog/?s=analytics&submit=Go%21>

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When you search for a phrase it appears here in the URL

Analytics (24) Digital Strategy (168) Inside Orbit (33)  
Podcast: Content Matters (11) SEO & Content Marketing (146) Social Media (36)  
Web Development (49) Website Design & Usability (90)

SEARCH BLOG analytics GO!

Analytics 112

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Analytics, Website Design & Usability 9

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Analytics, SEO & Content Marketing 22

How to Setup Google Analytics: 5 Quick Videos That Make it Easy ›

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That letter, word or phrase  
before the search term?  
That's the query parameter!

Podcast: Content Matters (11) SEO & Content Marketing (146) Social Media (36)  
Web Development (49) Website Design & Usability (90)

SEARCH BLOG

analytics

GO!

☰ Analytics

112 💬

Google Analytics: 21  
Inaccurate Traffic Sources,  
Setup Mistakes ...and Fixes ›

by Andy Crestodina



☰ Analytics, Website Design &  
Usability

9 💬

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That Cause Big Analytics  
Problems ›

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Marketing

22 💬

How to Setup Google  
Analytics: 5 Quick Videos That  
Make it Easy ›

by Andy Crestodina



site search



**All**

News

Images

Shopping

Videos

More

Settings

Tools

About 3,630,000,000 results (0.97 seconds)

## Best Site Search - Trusted By 1700+ Online Stores - nextopia.com

**Ad** [www.nextopia.com/](http://www.nextopia.com/) ▼ (800) 360-2191

Grow your online store with Nextopia's powerful **site search**. Book a free demo.

[Site Search](#)

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## Intelligent Site Search - Download Your Free eBook

**Ad** [www.lucidworks.com/Site-Search](http://www.lucidworks.com/Site-Search) ▼

It Doesn't Take A SQL Savant To Make **Search** Work For You. Learn How!

Structured & Unstructured · Easier Administration · High-Relevancy Results · Effortless To Scale

"Organizations should strongly consider tools like Lucidworks" – IDC

[Lucidworks Demo](#) · [IDC Whitepaper](#) · [Solr Support](#) · [Lucidworks Fusion](#) · [Free eBook](#) · [Replace GSA](#)

## Site Search Engine - FreeFind.com

**Ad** [www.freefind.com/](http://www.freefind.com/) ▼



- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings **BETA**
- Custom Alerts
- Scheduled Emails
- Shortcuts
- Share Assets

**Currency displayed as** ?

US Dollar (USD \$) ▼

**Bot Filtering**

☒ Exclude all hits from known bots and spiders

Linked AdWords Accounts

**AdWords accounts linked to this view** ?

(459-700-6576)

Site Search Settings

**Site search Tracking** ? optional

ON

**Query parameter**

Use commas to separate up to 5 parameters (case insensitive)

s

☒ Strip query parameters out of URL ?

**Site search categories** optional

OFF

Now enter the "Query parameter"



HOME

REPORTING

CUSTOMIZATION

ADMIN

BETA



Custom Alerts



Scheduled Emails



Shortcuts



Share Assets

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s

☒ Strip query parameters out of URL ?

Site search categories optional

OFF

Click  
save :)

Save

Cancel



## BEHAVIOR

Overview

Behavior Flow

► Site Content

► Site Speed

▼ Site Search

Overview

Usage

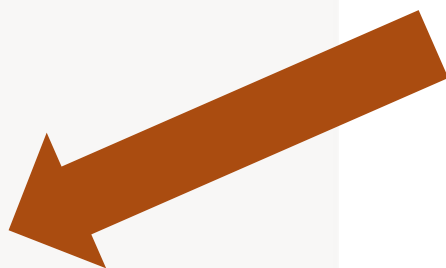
**Search Terms**

Search Pages

► Events

► Publisher

Experiments



See what they're looking for!

Secondary dimension ▼

Sort Type:

Default ▼



advan

elp

Search Term ?	Total Unique Searches ?	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Se
	1,606 % of Total: 100.00% (1,606)	1.23 Avg for View: 1.23 (0.00%)	13.39% Avg for View: 13.39% (0.00%)	20.87% Avg for View: 20.87% (0.00%)	00 Avg for View
1. <a href="#">new orleans</a>	33 (2.05%)	1.12	0.00%	5.41%	
2. <a href="#">hawaii</a>	30 (1.87%)	1.20	3.33%	5.56%	
3. <a href="#">costa rica</a>	28 (1.74%)	1.32	0.00%	10.81%	
4. <a href="#">packing list</a>	28 (1.74%)	1.21	39.29%	23.53%	
5. <a href="#">belize</a>	24 (1.49%)	1.12	8.33%	14.81%	
6. <a href="#">5280</a>	21 (1.31%)	1.14	0.00%	25.00%	
7. <a href="#">colorado</a>	20 (1.25%)	1.35	5.00%	22.22%	
8. <a href="#">india</a>	19 (1.18%)	1.00	10.53%	5.26%	
9. <a href="#">italy</a>	18 (1.12%)	1.56	5.56%	10.71%	
10. <a href="#">bonaire</a>	17 (1.06%)	1.18	0.00%	15.00%	

erms





# Secondary Dimensions

Add more data to any report!

help

Secondary dimension ▼

Sort Type:

Default ▼



adv

Search Term ?	Total Unique Searches ?	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after S
	1,606 % of Total: 100.00% (1,606)	1.23 Avg for View: 1.23 (0.00%)	13.39% Avg for View: 13.39% (0.00%)	20.87% Avg for View: 20.87% (0.00%)	0 Avg for V
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10. <a href="#">bonaire</a>	17 (1.06%)	1.18	0.00%	15.00%	

Terms

help

Secondary dimension

Sort Type:

Default



adv

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9. italy	18 (1.12%)	1.56	5.56%	10.71%	
10. bonaire	17 (1.06%)	1.18	0.00%	15.00%	

Terms

Secondary dimension ▾

Sort Type:

Default ▾



- Acquisition
- Advertising
- Behavior
- Custom Variables
- Ecommerce
- Social
- Time
- Users

☐ Display as alphabetical list

	Total Unique Searches ?	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after
	1,606 % of Total: 100.00% (1,606)	1.23 Avg for View: 1.23 (0.00%)	13.39% Avg for View: 13.39% (0.00%)	20.87% Avg for View: 20.87% (0.00%)	Avg for
1.	33 (2.05%)	1.12	0.00%	5.41%	
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10. <a href="#">bonaire</a>	17 (1.06%)	1.18	0.00%	15.00%	

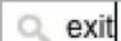


&amp; help

Secondary dimension

Sort Type:

Default



exit

## ▼ Behavior

Exit Page



Exit Screen

☐ Display as alphabetical list5. [belize](#)6. [5280](#)7. [colorado](#)8. [india](#)9. [italy](#)10. [bonaire](#)Total Unique  
Searches ?Results Pageviews /  
Search ?

% Search Exits ?

% Search Refinements  
?

Time after

1,606

% of Total: 100.00%  
(1,606)

1.23

Avg for View: 1.23 (0.00%)

13.39%

Avg for View: 13.39%  
(0.00%)

20.87%

Avg for View: 20.87%  
(0.00%)

Avg for

33 (2.05%)

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28 (1.74%)

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24 (1.49%)

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18 (1.12%)

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5.56%

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17 (1.06%)

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0.00%

15.00%

Secondary dimension: Exit Page ▾

Sort Type: Default ▾



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Search Term ?	Exit Page ? ×	Total Unique Searches ? ↓	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	T S
		1,606 % of Total: 100.00% (1,606)	1.23 Avg for View: 1.23 (0.00%)	13.39% Avg for View: 13.39% (0.00%)	20.87% Avg for View: 20.87% (0.00%)	
1. new orleans	/new-orleans	17 (1.06%)	1.18	0.00%	5.00%	
2. hawaii	/Hawaii	15 (0.93%)	1.07	0.00%	0.00%	
3. 5280	/colorado-5280	14 (0.87%)	1.14	0.00%	6.25%	
4. belize	/belize	12 (0.75%)	1.08	0.00%	0.00%	
5. norway	/norway	12 (0.75%)	1.00	0.00%	0.00%	
6. packing list	/search-results?searchSubmit=Go	12 (0.75%)	1.17	91.67%	7.14%	
7. Call of the wild	/colorado-call-of-the-wild	9 (0.56%)	1.00	0.00%	0.00%	
8. costa rica	/costa-rica-sendero	9 (0.56%)	1.22	0.00%	0.00%	
9. bonaire	/bonaire	8 (0.50%)	1.00	0.00%	0.00%	
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Secondary dimension: Exit Page

Sort Type:

Default



advanc

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10. call of the wild	/colorado-call-of-the-wild	8 (0.50%)	1.12	0.00%	22.22%

This is what they  
aren't finding...

## 4 Tips from the Search Terms report

1. Search for each phrase yourself. Find it?
2. Your page isn't ranking? Optimize it!
3. You don't have a page? Create it!
4. Adjust your navigation to help visitors find things faster

# Collaborate with Influencers and Partners





“Hi, Jen! Would you like to  
contribute a quote to this article?”



“Hi, Jen! Would you like to contribute a quote to this article?”

“Sure, Andy! No problem.  
How does this sound?”





“Hi, Jen! Would you like to contribute a quote to this article?”

“Sure, Andy! No problem.  
How does this sound?”



“This is perfect. Thanks, Jen!  
I’ll let you know when this is live...”

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# How to Write Testimonials (Plus 10 Customer Testimonial Examples)

[DIGITAL STRATEGY](#) | [SEO & CONTENT MARKETING](#) | [10 COMMENTS](#)

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67



BY ANDY CRESTODINA



⌚ 11 MINUTE READ

Try this: go to any page on your website and count the marketing claims you make. How many times is your business described as easy, smart, effective, trusted, reliable? Are there half a dozen claims? Ten? More?

Now try this: look at the same page and count the number of times you supported these claims with evidence. How many data points, statistics, case studies and testimonials are there? Are there two of these? Five? Zero? There probably aren't a lot.

And the easiest, most effective evidence you can add to a website is a testimonial.

You're about to dive into the complete guide for website testimonials. We're going to answer the top questions: Where to use them, how testimonials are written, how to get testimonials and why testimonials are effective. We'll add customer testimonial examples

# 7 Things to add to every testimonial

1 Logo — 

2 Headline — **35% INCREASE IN WEBSITE CONVERSIONS**

3 Picture — 

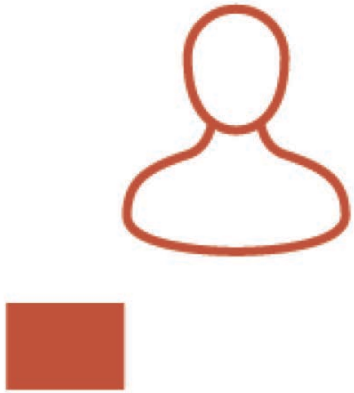
4 Name — JON DAVIS, Marketing Manager, *Cushing*

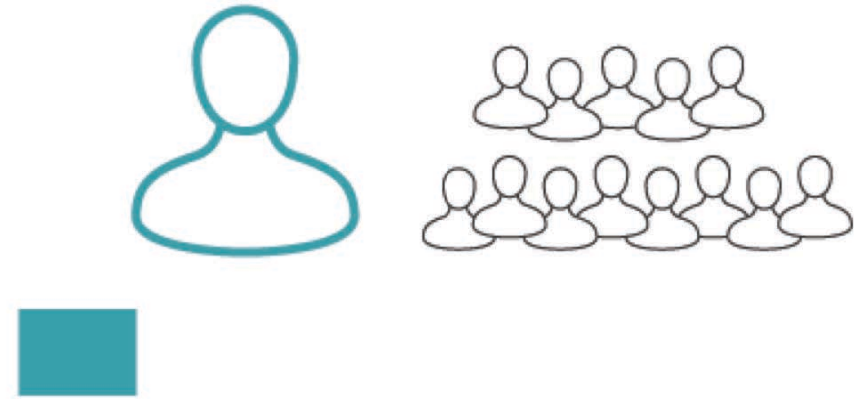
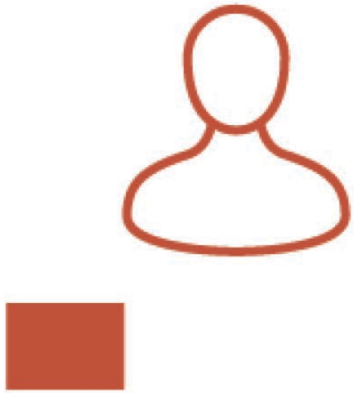
5 Title — “Working with Orbit Media was (and continues to be) an outstanding experience. Since relaunching our website with their design ideas, services and recommendations, Cushing has experienced a 35% increase in website conversions.”

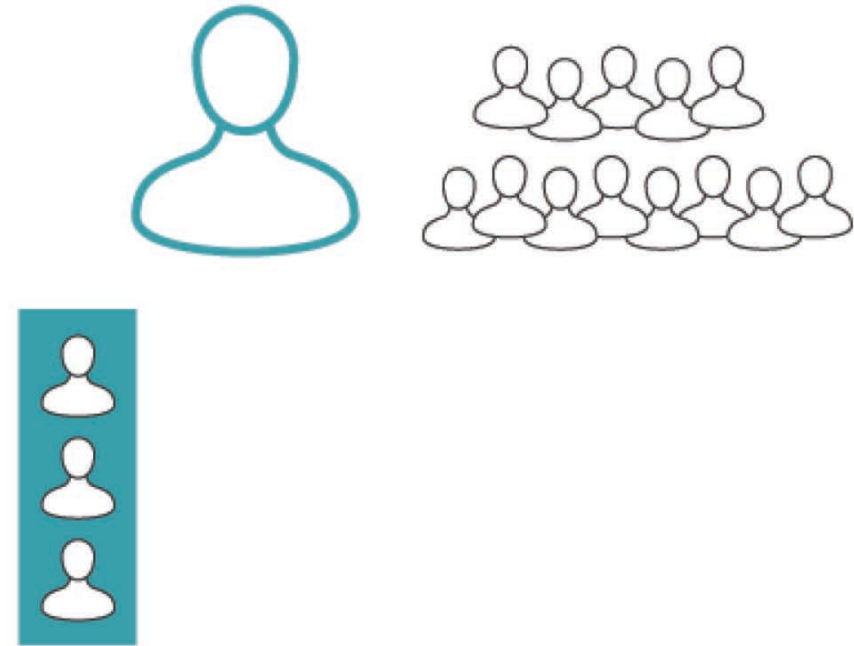
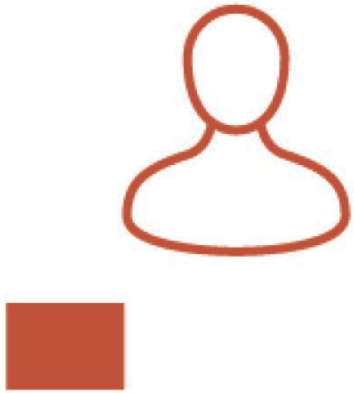
6 Company —

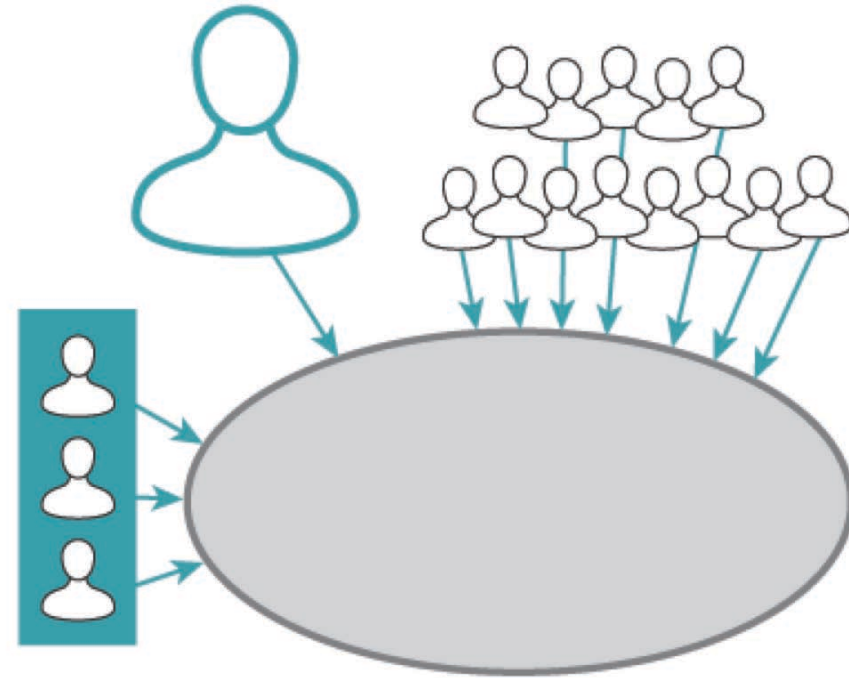
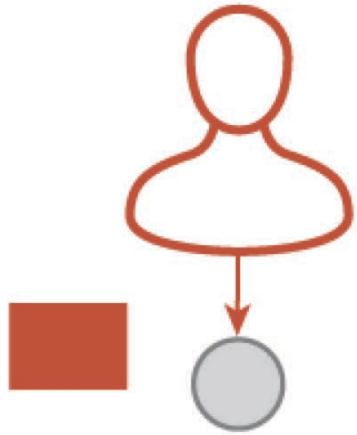
7 Keyphrase —

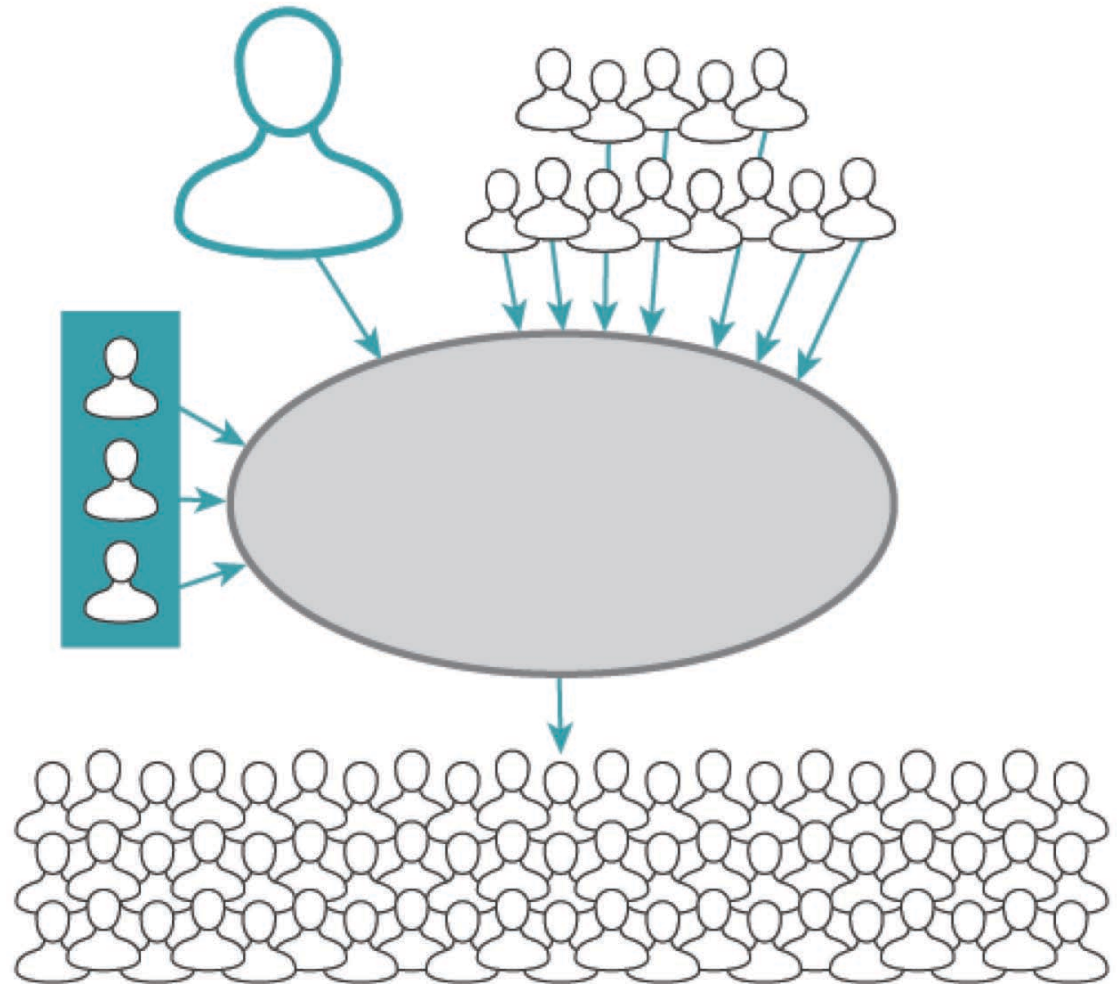
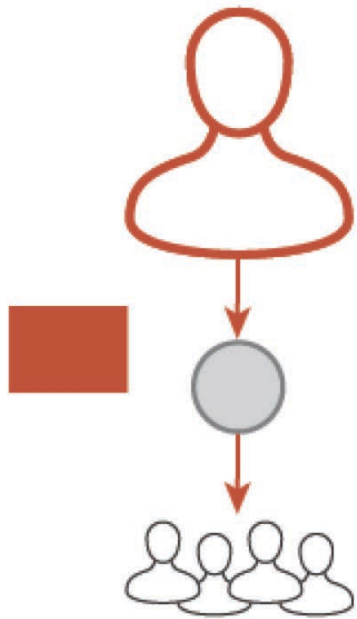














# Optimized for search...

Keywords and related phrases  
(optimized for search engines)

## Keyphrase-Focused Headline: 10 Secondary Headline

### 10 Headline In the Image

### Keyphrase in Subheadings

#### 1. Pick your sessions in advance

Look closely at the program before you make your decisions before you go. This will reduce stress levels and ensure you will also give you a chance to connect with speakers in advance.

- **How sessions vs. why sessions** – If you're a practitioner looking for new, specific tactics, avoid sessions with general descriptions. If you're considering a new strategy, look for sessions that present an overview of general benefits.
- **Beware of "big brand" sessions** – Although big company names draw in attendees, sessions focused on the approach of one, big brand is often the least applicable to the average attendee. Unless you're trying to meet the speaker to network with that company, you might want to avoid these.



#### Expert Tip: Nick Westergaard

"I am an over planner -- especially when I attend a conference. It helps maximize my time. But even though I have a plan I don't always follow it. If I make a new connection, and they want to have coffee, I'll bump a session I'm interested in."

Not sure if you want to see a certain speaker?

#### 2. Watch videos of the speakers ahead of time

A lot of presenters have videos you can find online. If you can find them, you'll get a sense for their style and substance.

Professional speakers always have videos of their speaker bio pages. Just search for "[name] speaker bio." You may even be able to find a video of the session they plan to give!



#### Expert Tip: Skayla Price

"Watching videos beforehand gives me a sense of how much value speakers will bring to their upcoming presentations. It also helps me create possible questions to ask them during networking opportunities. A quick search on YouTube makes that happen!"

#### 3. Connect with fellow attendees and speakers on social media

Watch the event hashtag on Twitter in the days and weeks leading up to the event. If there is an associated LinkedIn group, spend some time there. If you see someone who looks interesting, drop them a quick message.



#### Expert Tip: Heidi Cohen, Actionable Marketing Guide

"Use the show's app and be active on social media using their hashtag. Many influencers check their social media streams for mentions. This may get you on their radar. At a minimum, their followers will see you."

Here are some conversation starters:

- Which sessions are you planning to go to? Any recommendations?
- Do you plan to attend any of the other events?

# Optimized for social...



Contributors quotes from experts  
(optimized for social media)

## 34 Ways to Get The Most From a Conference

by *Andy Crestodina*



There's nothing better than a great conference. Presentations can teach you things you can't learn anywhere else. And the new connections can turbocharge your career.

...or it can be a huge waste of time and money.

The difference between a good and bad event is partly up to you, the attendee. Two people can go to the same conference and have a completely different experience. Some people are just better at maximizing the value.

This is a guide to squeezing all the value you can out of your next conference. The tips here are based on our experience attending 100+ conferences, trade shows, expos and networking events over the last 15 years. We're assuming that you have two goals for attending a conference:

- **Learning:** gain as much knowledge as possible

### CATEGORIES

[Analytics](#)[Digital Strategy](#)[Inside Orbit](#)[Podcast: Content Matters](#)[SEO & Content Marketing](#)[Social Media](#)[Web Development](#)[Website Design & Usability](#)

### SEARCH BLOG

### POPULAR

### COMMENTS

### LATEST

03/19

[The Ideal Length for Blog Posts, Tweets, and Everything Else in Your Marketing >](#)

06/25

[Survey of 1000+ Bloggers: How to Be in the Top 5% >](#)

02/06

[Google Analytics: 21 Inaccurate Traffic Sources, Setup Mistakes ...and Fixes >](#)

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06/25

[Survey of 1000+ Bloggers: How to Be in the Top 5% >](#)

02/06

[Google Analytics: 21 Inaccurate Traffic Sources, Setup Mistakes ...and Fixes >](#)



“

*How many people are waiting  
for your article to go live?  
Make sure it's not **zero**.*

”





Jason Quey commented on this

3d



**Jason Quey**

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

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

[https://lnkd.in/bx\\_P4zP](https://lnkd.in/bx_P4zP) show less



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

[orbitmedia.com](#) • There's nothing better than a great conference. Presentations can teach you things you can't lear...

Unlike • Comment • Share • 6 5



**Jason Quey** [Barry Feldman](#) - love the pants (and your quote!). So true that you need to be willing to stick out from the crowd if you don't want to fade into... show more 5d



**Andy Crestodina** Thanks, [Jason](#) and everyone! If you all aren't already connected here, click that blue button and connect! This is a great group of so many of my... show more 5d



**Shayla Price** Thanks for the mention [Jason Quey](#). And [Andy Crestodina](#) did a great job on this post. I'm speaking at a conference this weekend! 5d



**Kelly Hungerford** Thank you, [Jason](#)! I agree [Shayla](#), it's a great post and thank you [Andy](#) for including such a diverse group of peeps. The post is a stellar... show more 5d



**Jason Quey** My pleasure guys! Keep rocking it :) 3d

Add a comment...

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

Q Search!

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

FACEBOOK  
SHARES

LINKEDIN  
SHARES

TWITTER  
SHARES

PINTEREST  
SHARES

GOOGLE+  
SHARES


TOTAL SHARES ▼

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

orbitmedia.com - More from this  
domain

By Andy Crestodina - Feb 17, 2016

 View Backlinks

 View Sharers

 Share

201

684

319

3

41

1.2K

A sunburst pattern of thin, light orange lines radiating from the center against a darker orange background.

“

*An ally in creation is an ally in promotion.*

”

# Content as a networking tool

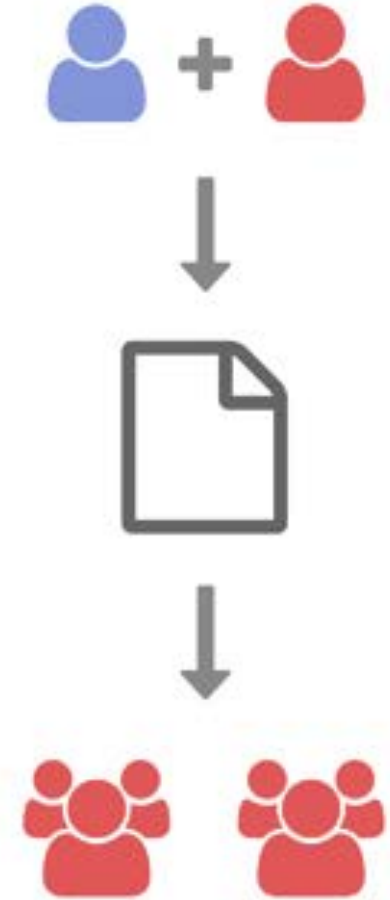




## Traditional blogging



## Zero-waste marketing



source: [Zero-Waste Marketing, Orbit Media](#)



# Fun



Customize Email Export ▾ Add to Dashboard Shortcut



## Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Sessions ▾ VS. [Select a metric](#)

Day Week Month  

● Sessions



# Friendship

Dec 1, 2014 - Jun 30, 2016

Customize Email Export Add to Dashboard Shortcut



All Users  
100.00% Sessions



+ Add Segment

## Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Sessions vs. Select a metric

Day Week Month



Sessions



# High Fives

Jul 1, 2016 - Jul 24, 2016

Customize Email Export Add to Dashboard Shortcut



All Users  
0.01% Sessions



+ Add Segment

## Explorer

Sessions vs. [Select a metric](#)

Day Week Month



● Sessions



“

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

”

# Update Existing Content

...repurposing for rankings and traffic!



# website launch checklist #4

National

<https://www.orbitmedia.com/blog/website-launch-checklist/>

**0-10**  
Volume<sup>i</sup>



**50**  
Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer](#) >

## Your Performance

Highest Ranking Position ▾

Jun 11, 2017 ▾

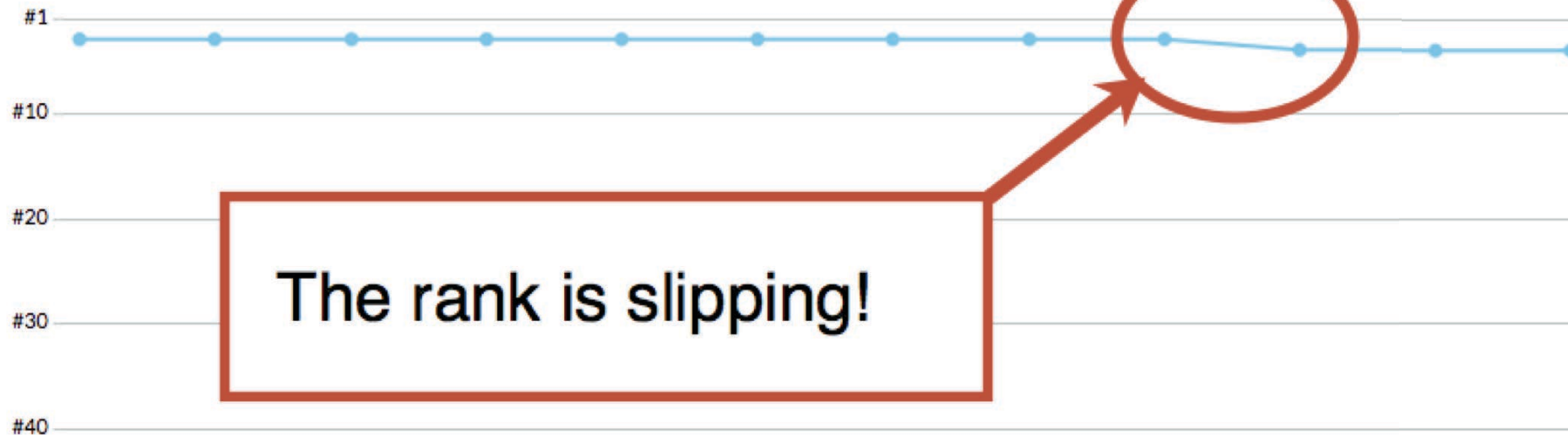
Aug 27, 2017 ▾



Weekly

Monthly

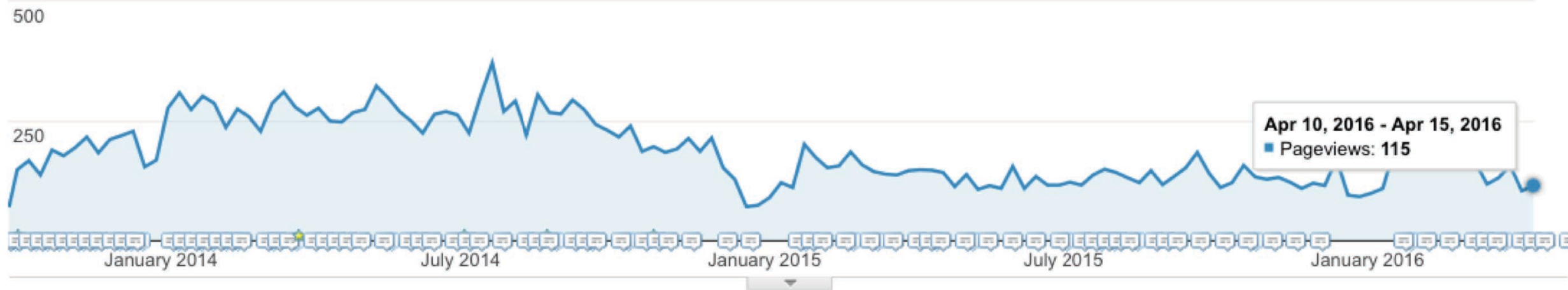
The highest ranking position for you vs. your competitors



**The rank is slipping!**

**Which articles need a little love?**

## ● Pageviews



Primary Dimension: **Page** Other ▾

<div> <div>Plot Rows</div> <div>Secondary dimension ▾</div> <div>Sort Type: Default ▾</div> <div></div> <div>advanced</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> </div>								
<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		24,809 % of Total: 1.20% (2,065,307)	22,512 % of Total: 1.28% (1,761,982)	00:04:43 Avg for View: 00:01:54 (148.15%)	20,974 % of Total: 1.73% (1,213,005)	85.30% Avg for View: 79.09% (7.85%)	81.43% Avg for View: 58.73% (38.65%)	<\$0.0 % of To 16.75% (\$0.0
<input type="checkbox"/>	1. /blog/internal-linking/	24,809(100.00%)	22,512(100.00%)	00:04:43	20,974(100.00%)	85.30%	81.43%	<\$0.01(100.00%)

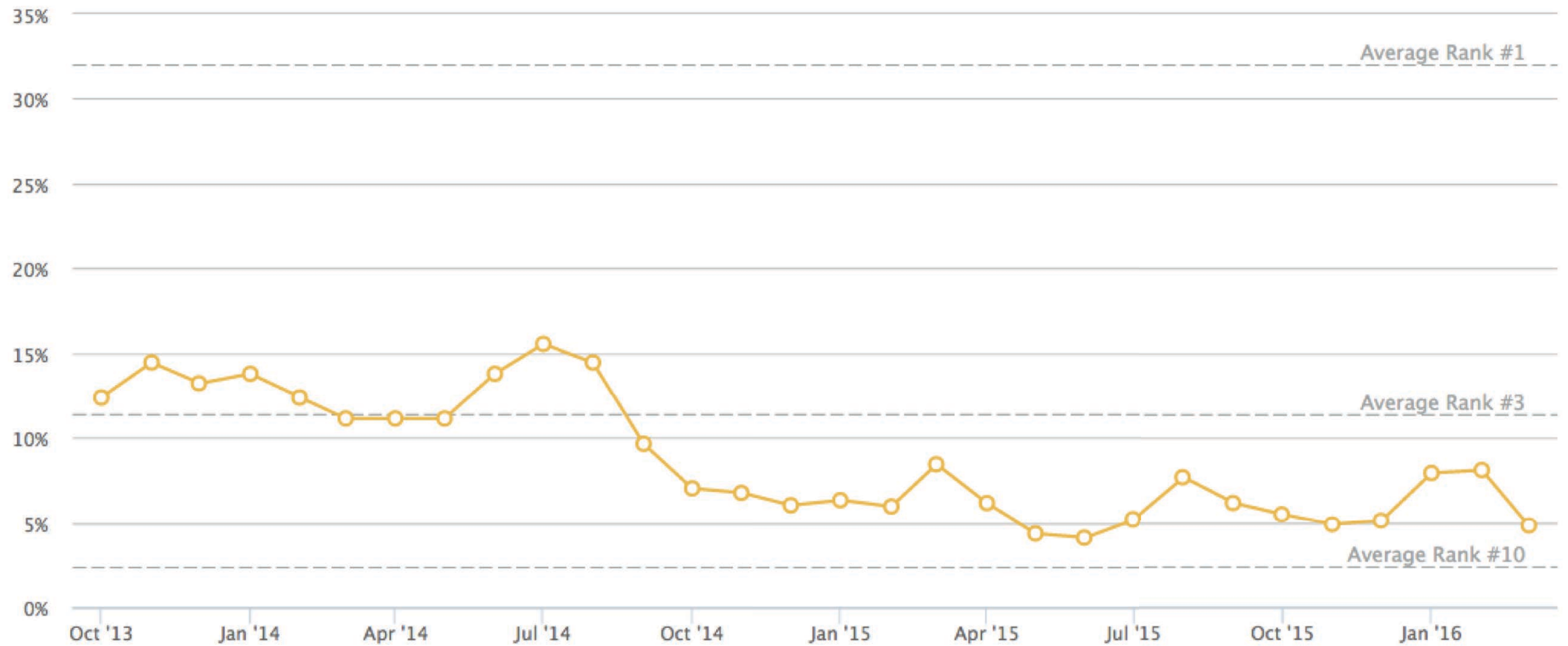
# Tracked Keywords Overview

1 - 4 of 4

The rank is slipping!

Keyword ↓	Results	Rank ↑ ↓	URL	Optimize ↑
internal linking best practices blog posts	National	#4 ↓2	https://www.orbitmedia.com...	
internal linking blog posts	National	#5 ↓1	https://www.orbitmedia.com...	
internal linking SEO blog posts	National	#9 ↓6	https://www.orbitmedia.com...	
internal linking seo blog posts	National	#10 --	https://www.orbitmedia.com...	

## Estimated percentage of clicks based on your keyword rankings<sup>i</sup>



Show: ☐ You ☐ Algorithm Updates



[Dashboard](#)[Messages \(1\)](#)[Search Appearance](#) ⓘ[Search Traffic](#)[Search Analytics](#)[Links to Your Site](#)[Internal Links](#)[Manual Actions](#)[International Targeting](#)[Mobile Usability](#)[Google Index](#)[Crawl](#)[Security Issues](#)[Other Resources](#)[Overview](#) » **All linked pages**

Your pages that are linked from other domains.

[Download this table](#)[Download more sample links](#)[Download latest links](#)

Show

25 rows ▾

1-25 of 421

&lt;

&gt;

Your pages	Links	Source domains ▴
<a href="https://www.orbitmedia.com/">https://www.orbitmedia.com/</a>	180,739	1,330
<a href="/blog/ideal-blog-post-length/">/blog/ideal-blog-post-length/</a>	1,139	225
<a href="/blog/blogger-analysis/">/blog/blogger-analysis/</a>	1,072	186
<a href="/content-chemistry">/content-chemistry</a>	425	182
<a href="/blog">/blog</a>	4,654	177
<a href="/blog/blogger-research/">/blog/blogger-research/</a>	409	175
<a href="/andy-crestodina">/andy-crestodina</a>	847	149
<a href="/blog/how-to-setup-google-analytics/">/blog/how-to-setup-google-analytics/</a>	361	88
<a href="/blog/lead-generation-website-practices/">/blog/lead-generation-website-practices/</a>	585	85
<a href="/blog/inaccurate-google-analytics-traffic-sources/">/blog/inaccurate-google-analytics-traffic-sources/</a>	362	84
<a href="/blog/how-to-market-an-event/">/blog/how-to-market-an-event/</a>	1,450	79
<a href="/blog/internal-linking/">/blog/internal-linking/</a>	140	79
<a href="/blog/seo-best-practices/">/blog/seo-best-practices/</a>	175	77

Inbound Links
Just-Discovered
Top Pages
Linking Domains
Anchor Text
Compare Link Metrics
Spam Analysis <span>new</span>
Link Opportunities
Advanced Reports

**Do More with Moz Pro**

[Moz Analytics Campaigns](#)

[Fresh Web Explorer](#)

[Keyword Difficulty](#)

[On-Page Grader](#)

[Crawl Test](#)

[Rank Tracker](#)

[View all of your Moz Products](#)

URL:

[Search](#)

[Hide Metrics](#)

## Authority

DOMAIN AUTHORITY ⓘ **67** /100

PAGE AUTHORITY ⓘ **46** /100

SPAM SCORE: **1** /17

## Page Link Metrics

JUST-DISCOVERED ⓘ **5** 60 Days

ESTABLISHED LINKS ⓘ **27** Root Domains

**50** Total Links

## Page Social Metrics

FACEBOOK ⓘ **112** Shares

TWITTER ⓘ **N/A** Tweets

GOOGLE ⓘ **46** +1s

**5** Likes

## Inbound Links

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

Target ⓘ

Link Source ⓘ

Link Type ⓘ

☐ Group by subdomain & show social/contact links

1 - 48 Inbound Links

[Request CSV](#)

[Prev](#)

[Next](#)

Title and URL of Linking Page	Link Anchor Text ⓘ	Spam Score ⓘ	PA ⓘ ▼	DA ⓘ ▼
<b>How to Find the Right Writer for Content Creation</b> <a href="https://contentmarketinginstitute.com/2014/07/find-right-writer-content-creation/">contentmarketinginstitute.com/2014/07/find-right-writer-content-creation/</a>	internal linking <a href="https://www.orbitmedia.com/blog/internal-linking/">www.orbitmedia.com/blog/internal-linking/</a>	3	52	84
<b>What to blog about: 13 places to find fresh blog topics - Chicag...</b> <a href="https://www.chicagotribune.com/bluesky/hub/chl-orbit-media-what-to-blog-about-13-places-to-find-fresh-blog-topics-2014-07-07/">www.chicagotribune.com/bluesky/hub/chl-orbit-media-what-to-blog-about-13-places-to-find-fresh-blog-topics-2014-07-07/</a>	internal linking <a href="https://www.orbitmedia.com/blog/internal-linking/">www.orbitmedia.com/blog/internal-linking/</a>	3	47	93
<b>(301 Redirect) [No Title]</b> <a href="https://bit.ly/1NWpsNw">bit.ly/1NWpsNw</a>	[no anchor text] <a href="https://www.orbitmedia.com/blog/internal-linking/">www.orbitmedia.com/blog/internal-linking/</a>	0	46	94



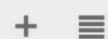
# Content & Marketing



File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

Format icons: Bold, Italic, Underline, Text color, Background color, Borders, Conditional formatting, Data validation, Spelling, etc.

	A	B	C	D
5	<b>Update 6/2017</b>			
6	testimonial examples	56		
7		33		
8	what to blog about	47		
9	email signup forms			
10	how to find influencers	33		
11	increase conversion rate	56		
12	social media integration	59		
13	content marketing metrics			
14	internal linking	43		
15	improve google rankings			
16				
17	<b>Update 5/2017</b>			
18	How to increase your conversion rate	23		
19		57		
20	testimonials	18		
21	lead generation best practices	44		
22	website traffic sources	78		
23	content marketing metrics			
24	social media integration			
25	what to blog about	12		
26				
27				
28	<b>Updated 4/19/17</b>			
29	web design tips			
30	social media intergration	40		
31	thank you pages			
32	blog topics	30		
33	how to promote your website			



AC Writing

Focus

Topics

Rewritables

Pipeline Events

Places to Write For

Roundups

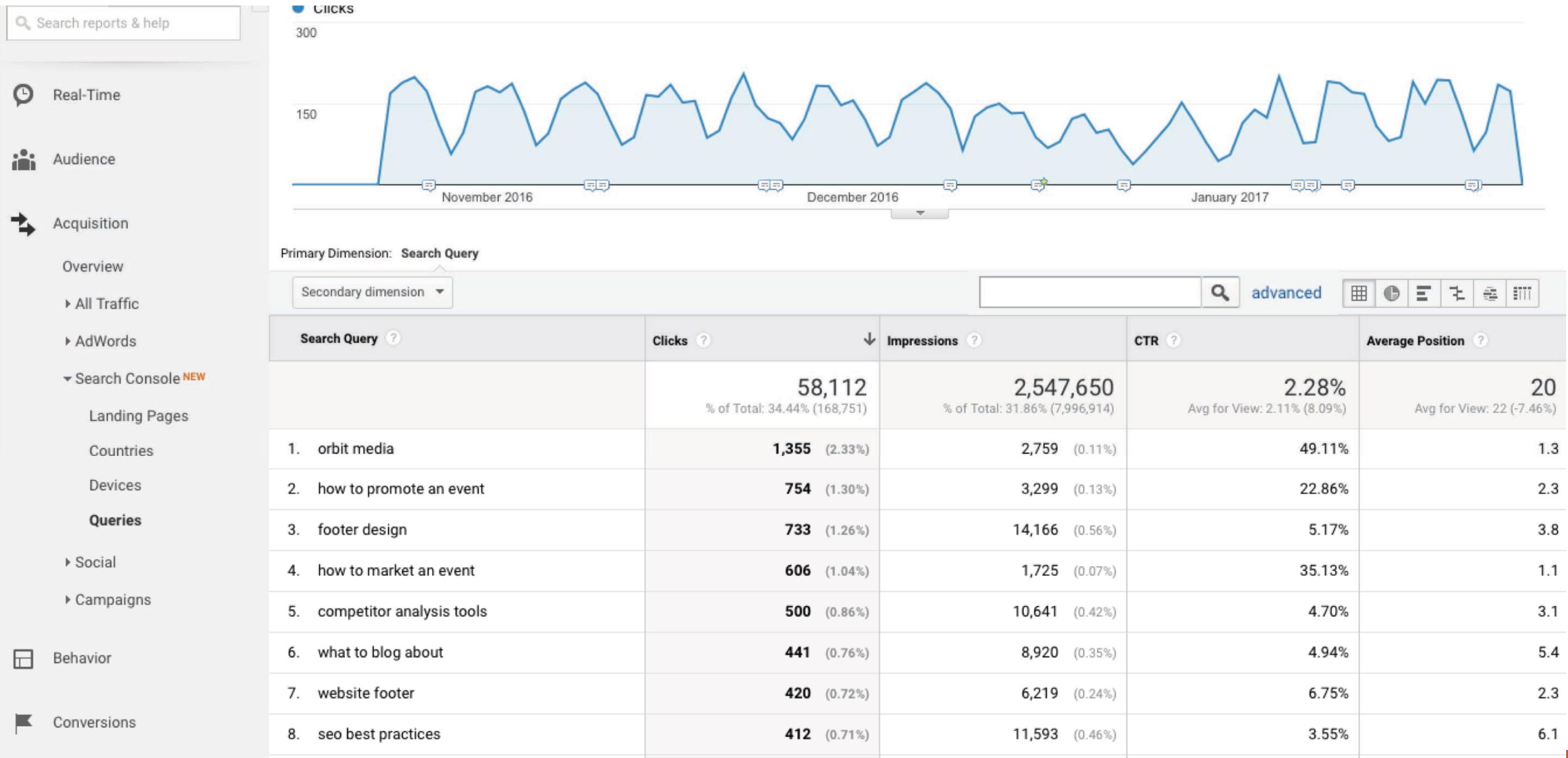
Sheet14

Types of emails



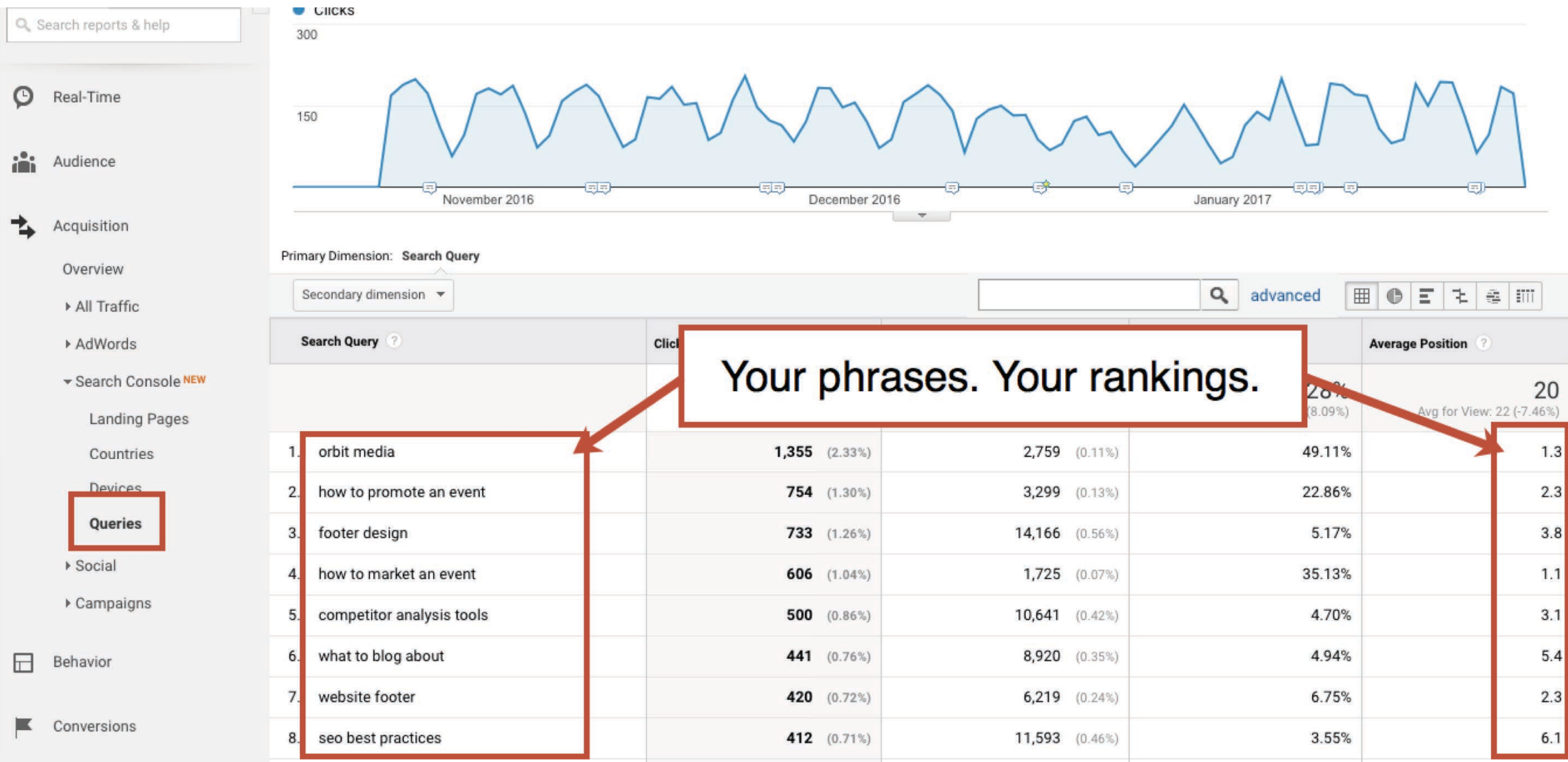
# What phrases are we already ranking for?

# Acquisition > Search Console > Queries





# Acquisition > Search Console > Queries



# Acquisition > Search Console > Queries

Search reports & help

Real-Time

Audience

Acquisition

Overview

All Traffic

AdWords

Search Console NEW

Landing Pages

Countries

Devices

Queries

Social

Campaigns

Behavior

Conversions

Primary Dimension: Search Query

Secondary dimension

advanced

Include

Average Position

Greater than

10

and

+ Add a dimension or metric

Apply

cancel

Search Query ?	Clicks ?	Impressions ?	CTR ?	Average Position ?
	168,751 % of Total: 100.00% (168,751)	4,606,446 % of Total: 57.60% (7,996,914)	3.66% Avg for View: 2.11% (73.60%)	19 Avg for View: 22 (-14.86%)
1. (not set)	110,639 (65.56%)	2,058,784 (44.69%)	5.37%	17
2. orbit media	1,355 (0.80%)	2,759 (0.06%)	49.11%	1.3
3. how to promote an event	754 (0.45%)	3,299 (0.07%)	22.86%	2.3
4. footer design	733 (0.43%)	14,166 (0.31%)	5.17%	3.8
5. how to market an event	606 (0.36%)	1,725 (0.04%)	35.13%	1.1
6. competitor analysis tools	500 (0.30%)	10,641 (0.23%)	4.70%	3.1
7. what to blog about	441 (0.26%)	8,920 (0.19%)	4.94%	5.4
8. website footer	420 (0.25%)	6,219 (0.14%)	6.75%	2.3

# Acquisition > Search Console > Queries

Search reports & help

Real-Time

Audience

Acquisition

Overview

All Traffic

AdWords

Search Console NEW

Landing Pages

Countries

Devices

Queries

Social

Campaigns

Behavior

Conversions

Secondary dimension

Include

Average Position

Greater than

10

and

Show me just the “page two” phrases  
Include... Average Position... Greater than... 10

Search Query ?	Clicks ?	Impressions ?	CTR ?	Average Position ?
	168,751 % of Total: 100.00% (168,751)	4,606,446 % of Total: 57.60% (7,996,914)	3.66% Avg for View: 2.11% (73.60%)	19 Avg for View: 22 (-14.86%)
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# Acquisition > Search Console > Queries

Search reports & help

Real-Time

Audience

Acquisition

- Overview
- All Traffic
- AdWords
- Search Console **NEW**
  - Landing Pages
  - Countries
  - Devices
  - Queries**
    - Social
    - Campaigns

Behavior

Primary Dimension: Search Query

Secondary dimension

Advanced Filter ON

Sort by Average Position

Search Query	Clicks	Average Position
1 how to get a lot of followers on twitter	5 (0.00%)	10
2 web design for financial institutions	1,340 (0.04%)	10
3 my rankings	0 (0.00%)	10
4 web development company websites	0 (0.00%)	10
5 utm url builder	0 (0.00%)	10
6 utm bulder	130 (0.00%)	10
7 what is an article spinner	37 (0.00%)	10
8 keyword advice	17 (0.00%)	10
9 how to increase website ranking in google search	0 (0.00%)	10
10 website design illinois	136 (0.00%)	10

Show rows: 10 Go to: 1 1 - 10 of 25216

This report was generated on 1/26/17 at 8:57:03 PM - Refresh Report

“

*If all of my content is up-to-date and ranking where I think it should be, I'll write something new. If not, I'll update and relaunch an old post.*

”

**Brian Dean**  
*Backlinko*





“

*I fear not the man who practiced 10,000 kicks once.  
But I fear the man who has practiced one kick 10,000 times.*

”

**Bruce Lee**  
*Kung Fu Master*



# Pages

May 15, 2016 - Jun 18, 2016

Compare to: Mar 13, 2016 - Apr 16, 2016

ALL » PAGE: /blog/internal-linking/

Email Export Add to Dashboard Shortcut

All Users  
+0.46% Pageviews

+ Add Segment

Explorer Navigation Summary In-Page

Avg. Time on Page VS. Select a metric

Day Week Month

May 15, 2016 - Jun 18, 2016: Avg. Time on Page

Mar 13, 2016 - Apr 16, 2016: Avg. Time on Page

Visitors are spending 70% more time on the new page!

Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		66.20% <span>1,062 vs 639</span> <span>▲</span>	73.17% <span>994 vs 574</span> <span>▲</span>	69.17% <span>00:06:25 vs 00:03:48</span> <span>▲</span>	90.17% <span>871 vs 458</span> <span>▲</span>	6.97% <span>88.52% vs 82.75%</span> <span>▼</span>	13.48% <span>82.58% vs 72.77%</span> <span>▲</span>	73.24% <span>&lt;\$0.01 vs &lt;\$0.01</span> <span>▲</span>
<input type="checkbox"/>	1. /blog/internal-linking/ <span>📄</span>							
	May 15, 2016 - Jun 18, 2016	1,062 (100.00%)	994 (100.00%)	00:06:25	871 (100.00%)	88.52%	82.58%	<\$0.01 (100.00%)
	Mar 13, 2016 - Apr 16, 2016	639 (100.00%)	574 (100.00%)	00:03:48	458 (100.00%)	82.75%	72.77%	<\$0.01 (100.00%)
	% Change	66.20%	73.17%	69.17%	90.17%	6.97%	13.48%	73.24%

# Tracked Keywords Overview



Export CSV



1 - 4 of 4

Keyword↓ <input checked="" type="checkbox"/> Show Labels	Location <sup>i</sup> ↓	Universal Results <sup>i</sup>	Rank <sup>i</sup> ↑ ^ ↓	URL	Optimize <sup>i</sup>
internal linking best practices blog posts	National		#4 ^1	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	
internal linking seo blog posts	National		#4 ^5	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	
internal linking SEO blog posts	National		#4 ^5	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	
internal linking blog posts	National		#4 ^1	<a href="https://www.orbitmedia.com...">https://www.orbitmedia.com...</a>	

# internal linking

#3

National

<https://www.orbitmedia.com/blog/internal-linking/>

101-200  
Volume<sup>i</sup>



70  
Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer](#)

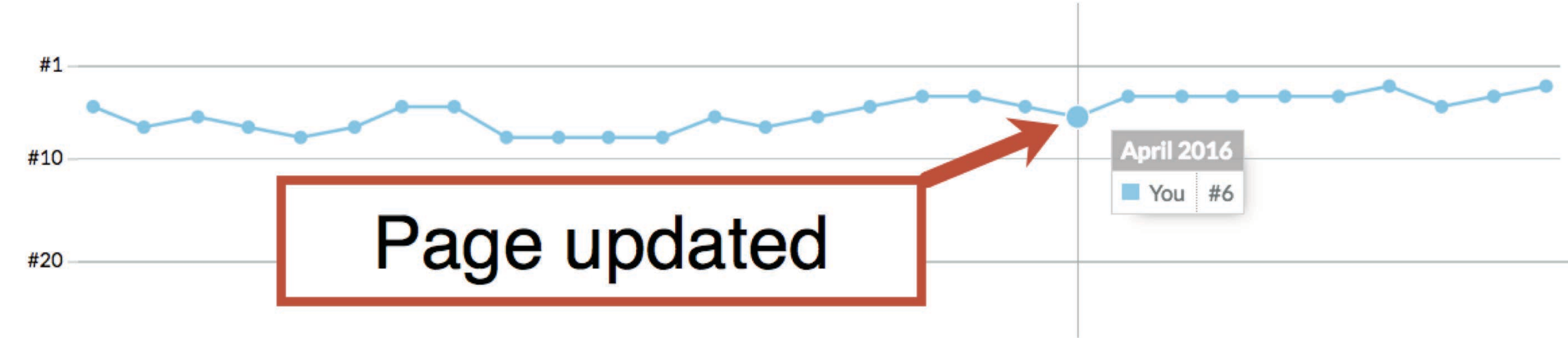
Highest Ranking Position ▼

Sep 01, 2014 ▼ Jan 31, 2017 ▼

Weekly

Monthly

The highest ranking position for you vs. your competitors



Search Traffic  
+0.23% Pageviews

+ Add Segment

Explorer Navigation Summary In-Page

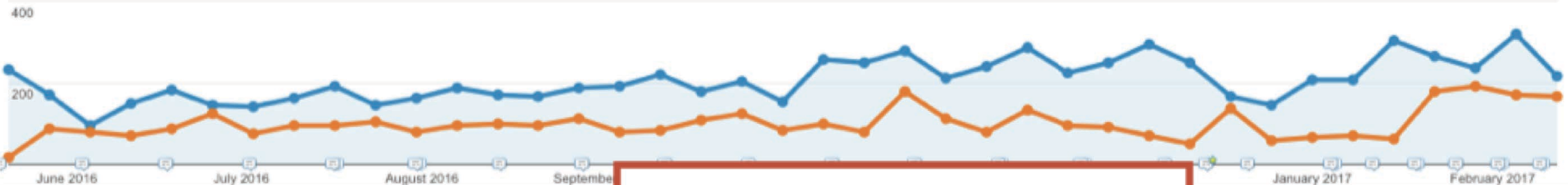
Pageviews VS. Select a metric

Day Week Month



May 22, 2016 - Feb 18, 2017: ● Pageviews

May 22, 2015 - Feb 13, 2016: ● Pageviews



+107% increase in traffic

Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	Search Traffic	107.15% 8,029 vs 3,876	111.40% 7,528 vs 3,561	53.86% 00:06:29 vs 00:04:13	98.90% 6,703 vs 3,370	0.70% 88.66% vs 89.29%	1.06% 85.08% vs 85.99%	136.52% <\$0.01 vs <\$0.01
	1. /blog/internal-linking/							
	May 22, 2016 - Feb 18, 2017	8,029 (100.00%)	7,528 (100.00%)	00:06:29	6,703 (100.00%)	88.66%	85.08%	<\$0.01 (100.00%)
	May 22, 2015 - Feb 13, 2016	3,876 (100.00%)	3,561 (100.00%)	00:04:13	3,370 (100.00%)	89.29%	85.99%	<\$0.01 (100.00%)
	% Change	107.15%	111.40%	53.86%	98.90%	-0.70%	-1.06%	136.52%



Keyword

Current Highest Ranking Position

email signup forms #1

National

<https://www.orbitmedia.com/blog/email-signup-forms/>

11-50  
Volume<sup>i</sup>



53  
Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer](#) >

## Tracked Keywords Overview

[Export CSV](#)

1 - 1 of 1

Keyword <sup>↓↑</sup> <input checked="" type="checkbox"/> Show Labels	Location <sup>i</sup> <sup>↓↑</sup>	Monthly Volume <sup>i</sup> <sup>↓↑</sup>	Rank <sup>i</sup> <sup>↑↓</sup> <sup>▲▼</sup> <sup>↓↑</sup>	URL	Optimize <sup>i</sup>
email signup forms blog posts	National	0-10	#1 <sup>▲</sup> 4	<a href="https://www.orbitmedia.com/bl...">https://www.orbitmedia.com/bl...</a> <a href="#">↗</a>	<a href="#">🧠</a>

Rankings

Engines

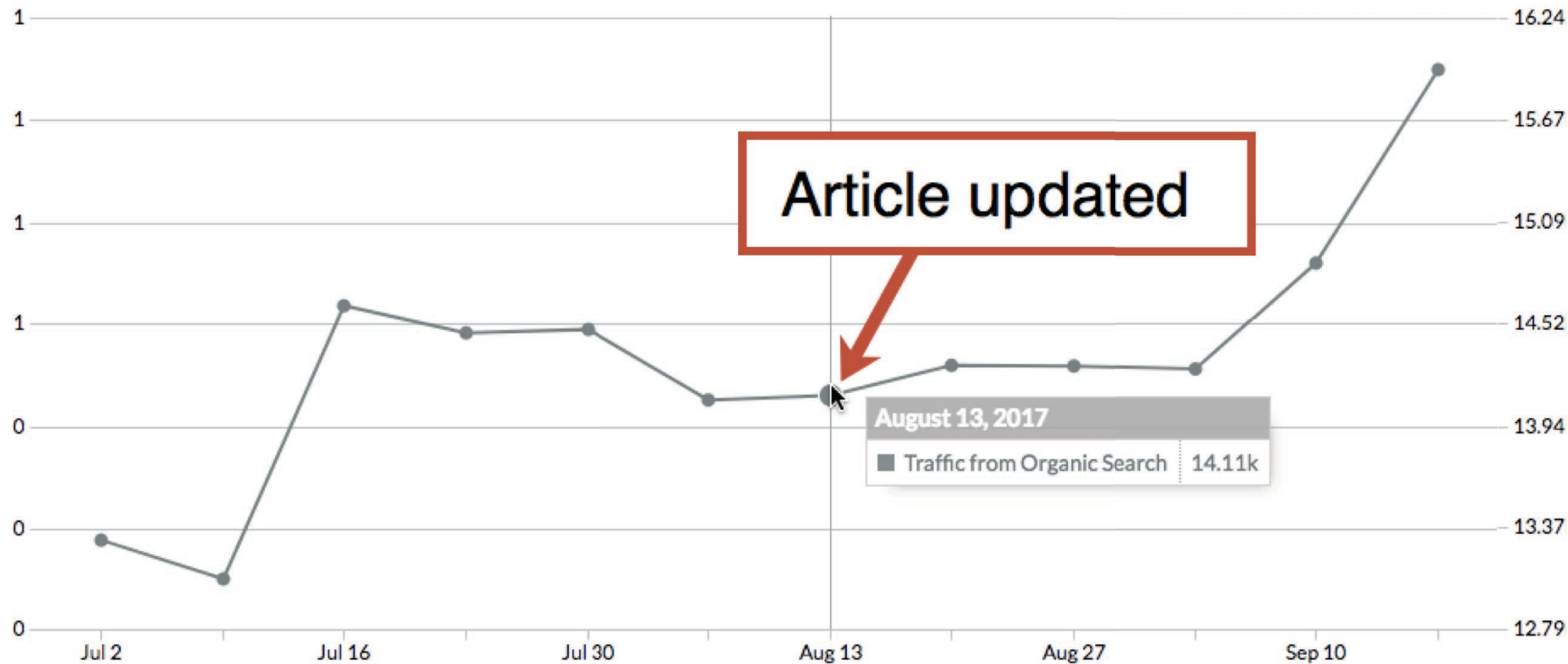
Competition

Opportunities

Rankings

Weekly

Monthly



Search Traffic  
+0.15% Pageviews

+ Add Segment

Explorer

Navigation Summary

Pageviews ▾

VS. Select a metric

Day

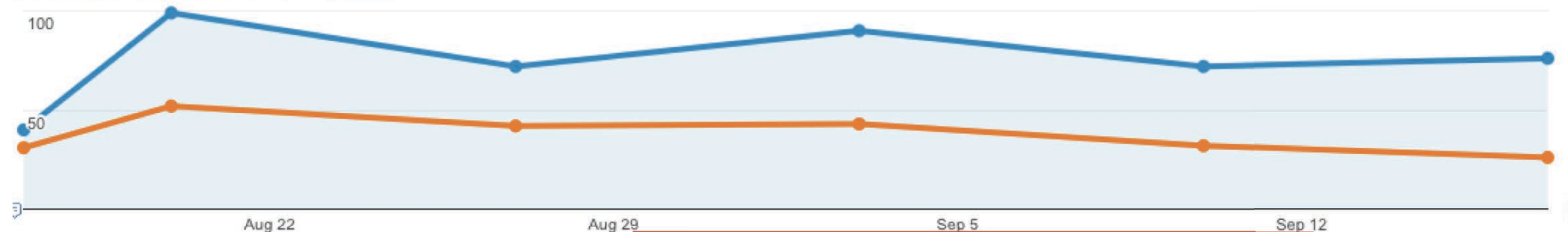
Week

Month



Aug 17, 2017 - Sep 22, 2017: ● Pageviews

Jul 11, 2017 - Aug 16, 2017: ● Pageviews



Primary Dimension: Page Other ▾

Plot Rows

Secondary dimension ▾

Sort Type:

Default ▾

ced



Search traffic doubled!

<input type="checkbox"/>	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	Search Traffic	98.67% <span>▲</span> 449 vs 226	91.71% <span>▲</span> 416 vs 217	28.17% <span>▼</span> 00:03:58 vs 00:05:31	66.92% <span>▲</span> 217 vs 130	0.93% <span>▼</span> 85.71% vs 84.92%	0.87% <span>▼</span> 71.94% vs 72.57%	26.97% <span>▼</span> \$0.02 vs \$0.02
<input type="checkbox"/>	1. /blog/email-signup-forms/							
	Aug 17, 2017 - Sep 22, 2017	449 (100.00%)	416 (100.00%)	00:03:58	217 (100.00%)	85.71%	71.94%	\$0.02 (100.00%)
	Jul 11, 2017 - Aug 16, 2017	226 (100.00%)	217 (100.00%)	00:05:31	130 (100.00%)	84.92%	72.57%	\$0.02 (100.00%)
	% Change	98.67%	91.71%	-28.17%	66.92%	0.93%	-0.87%	-26.97%

# website navigation #3

National

<https://www.orbitmedia.com/blog/website-navigation/>

201-500  
Volume<sup>i</sup>



53  
Difficulty<sup>i</sup>



[Research this keyword in Keyword Explorer](#)

Highest Ranking Position ▼

Feb 07, 2016 ▼

Feb 12, 2017 ▼

≡

Weekly

M

The highest ranking position for you vs. your competitors





Search Traffic  
+1.31% Pageviews

+ Add Segment

Explorer Navigation Summary In-Page

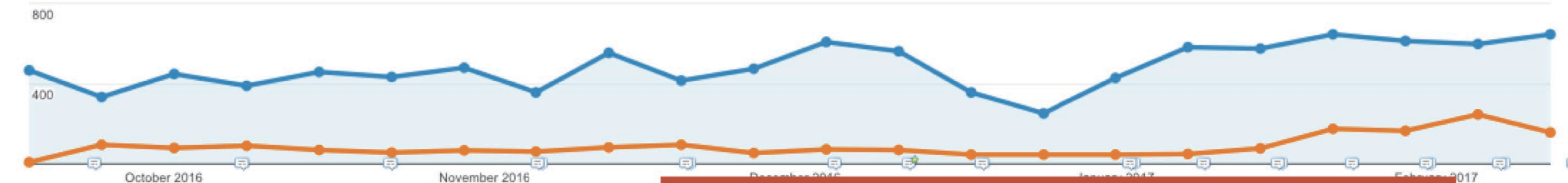
Pageviews VS. Select a metric

Day Week Month



Sep 18, 2016 - Feb 18, 2017: ● Pageviews

Sep 18, 2015 - Feb 13, 2016: ● Pageviews



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default


	Page	Pageviews	Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	Search Traffic	461.05% 10,660 vs 1,900	480.21% 9,823 vs 1,693	30.10% 00:05:31 vs 00:04:15	473.86% 9,331 vs 1,626	0.53% 87.24% vs 87.70%	1.82% 85.37% vs 83.84%	100.00% <\$0.01 vs \$0.00
	1. /blog/website-navigation/							
	Sep 18, 2016 - Feb 18, 2017	10,660 (100.00%)	9,823 (100.00%)	00:05:31	9,331 (100.00%)	87.24%	85.37%	<\$0.01 (100.00%)
	Sep 18, 2015 - Feb 13, 2016	1,900 (100.00%)	1,693 (100.00%)	00:04:15	1,626 (100.00%)	87.70%	83.84%	\$0.00 (0.00%)
	% Change	461.05%	480.21%	30.10%	473.86%	-0.53%	1.82%	∞%

461% more traffic from search



The background of the slide is a solid orange color with a pattern of lighter orange lines radiating from the center, creating a sunburst or starburst effect.

**You don't need 1000 articles.**  
***You need 100 great articles.***

A man with a mustache, wearing a brown jacket, is sitting in a white folding chair outdoors. He is holding a green mug with both hands. The background is a blurred natural setting with trees and foliage. The lighting is soft, suggesting late afternoon or early morning.

**NEVER HALF-ASS TWO THINGS.  
WHOLE-ASS ONE THING.**

**WARNING! *Do not change the URL***

Use URLs that are *easy to reuse* later...

website.com/7-url-best-practices

Use URLs that are *easy to reuse* later...

~~website.com/7-url-best-practices~~

website.com/url-best-practices-webinar



Use URLs that are *easy to reuse* later...

~~website.com/7-url-best-practices~~

~~website.com/url-best-practices-webinar~~

website.com/url-best-practices

*No numbers, no formats!*

**But not all of these pages are equal contributors to total traffic...**

# Pages with declining search traffic ...*prioritized!*

	A	B	C	D	E	F	G
1	Article	URL	Page Authority	Search Traffic March	Search Traffic May	% change	Conversion Rate from Footer
2	how to market an event	<a href="https://www.orbitmedia.com/blog/how-to-market-an-even">https://www.orbitmedia.com/blog/how-to-market-an-even</a>	49	8953	6794	-24.11%	0.09%
3	competitive analysis tools	<a href="https://www.orbitmedia.com/blog/website-competitive-an">https://www.orbitmedia.com/blog/website-competitive-an</a>	41	7435	5240	-29.52%	0.00%
4	Website Navigation	<a href="https://www.orbitmedia.com/blog/website-navigation/">https://www.orbitmedia.com/blog/website-navigation/</a>	51	4564	4799	5.15%	0.00%
5	google URL builder	<a href="https://www.orbitmedia.com/blog/google-analytics-url-bui">https://www.orbitmedia.com/blog/google-analytics-url-bui</a>	39	3918	3221	-17.79%	0.08%
6	Inaccurate Google Analytics	<a href="https://www.orbitmedia.com/blog/inaccurate-google-anal">https://www.orbitmedia.com/blog/inaccurate-google-anal</a>	48	2474	1748	-29.35%	0.00%
7	improve google rankings	<a href="https://www.orbitmedia.com/blog/improve-google-rankin">https://www.orbitmedia.com/blog/improve-google-rankin</a>	46	1199	1051	-12.34%	0.11%
8	Internal linking	<a href="https://www.orbitmedia.com/blog/internal-linking/">https://www.orbitmedia.com/blog/internal-linking/</a>	54	1337	905	-32.31%	0.00%
9	increase website traffic	<a href="https://www.orbitmedia.com/blog/increase-website-traffic">https://www.orbitmedia.com/blog/increase-website-traffic</a>	51	878	697	-20.62%	0.00%
10	How to research keywords	<a href="https://www.orbitmedia.com/blog/how-to-research-keywc">https://www.orbitmedia.com/blog/how-to-research-keywc</a>	41	517	478	-7.54%	0.23%
11	testimonials	<a href="https://www.orbitmedia.com/blog/how-to-write-testimonia">https://www.orbitmedia.com/blog/how-to-write-testimonia</a>	46	201	451	124.38%	0.28%
12	How to launch a website	<a href="https://www.orbitmedia.com/blog/website-launch-checklis">https://www.orbitmedia.com/blog/website-launch-checklis</a>	34	511	321	-37.18%	0.07%
13	lead generation best practices	<a href="https://www.orbitmedia.com/blog/lead-generation-website">https://www.orbitmedia.com/blog/lead-generation-website</a>	51	396	257	-35.10%	0.00%
14	Web Design Tips	<a href="https://www.orbitmedia.com/blog/web-design-tips/">https://www.orbitmedia.com/blog/web-design-tips/</a>	39	216	191	-11.57%	0.00%
15	increase targeted website traffic	<a href="https://www.orbitmedia.com/blog/increase-targeted-webs">https://www.orbitmedia.com/blog/increase-targeted-webs</a>		315	177	-43.81%	0.00%
16	Google Website Rank?	<a href="https://www.orbitmedia.com/blog/google-website-rank/">https://www.orbitmedia.com/blog/google-website-rank/</a>	36	376	170	-54.79%	0.13%
17	Email signup forms	<a href="https://www.orbitmedia.com/blog/email-signup-forms/">https://www.orbitmedia.com/blog/email-signup-forms/</a>	41	203	163	-19.70%	0.76%
18	How to make a sitemap	<a href="https://www.orbitmedia.com/blog/how-to-make-a-sitemap">https://www.orbitmedia.com/blog/how-to-make-a-sitemap</a>	29	148	156	5.41%	0.62%
19	Get the most from a conference	<a href="https://www.orbitmedia.com/blog/how-to-get-the-most-frc">https://www.orbitmedia.com/blog/how-to-get-the-most-frc</a>		153	149	-2.61%	0.31%
20	content hubs	<a href="https://www.orbitmedia.com/blog/content-hubs/">https://www.orbitmedia.com/blog/content-hubs/</a>	51	153	120	-21.57%	0.33%
21	increase conversion rate	<a href="https://www.orbitmedia.com/blog/increase-conversion-ra">https://www.orbitmedia.com/blog/increase-conversion-ra</a>	40	78	94	20.51%	0.33%
22	How to find influencers	<a href="https://www.orbitmedia.com/blog/find-key-influencers-usi">https://www.orbitmedia.com/blog/find-key-influencers-usi</a>	39	64	72	12.50%	0.71%
23	content strategy explained	<a href="https://www.orbitmedia.com/blog/content-strategy-explain">https://www.orbitmedia.com/blog/content-strategy-explain</a>	44	42	68	61.90%	0.21%
24	Blog optimization	<a href="https://www.orbitmedia.com/blog/blog-optimization/">https://www.orbitmedia.com/blog/blog-optimization/</a>	40	65	65	0.00%	0.32%
25	Semantic SEO	<a href="https://www.orbitmedia.com/blog/semantic-seo/">https://www.orbitmedia.com/blog/semantic-seo/</a>	49	42	59	40.48%	0.00%
26	Blog keywords	<a href="https://www.orbitmedia.com/blog/blog-keywords">https://www.orbitmedia.com/blog/blog-keywords</a>	50	45	46	2.22%	0.52%
27	collaborative content marketing	<a href="https://www.orbitmedia.com/blog/collaborative-content-m">https://www.orbitmedia.com/blog/collaborative-content-m</a>	36	27	41	51.85%	0.59%
28	GMT tracking codes	<a href="https://www.orbitmedia.com/blog/gtm-tracking-codes/">https://www.orbitmedia.com/blog/gtm-tracking-codes/</a>	44	43	26	-39.53%	0.46%
29	How to promote your website	<a href="https://www.orbitmedia.com/blog/how-to-promote-your-w">https://www.orbitmedia.com/blog/how-to-promote-your-w</a>	20	26	45	42.31%	0.00%



# Pages with declining search traffic ...*prioritized!*

	A	B	C	D	E	F	G
1	Article	URL	Page Authority	Search Traffic March	Search Traffic May	% change	Conversion Rate from Footer
2	how to market an event	<a href="https://www.orbitmedia.com/blog/how-to-market-an-even">https://www.orbitmedia.com/blog/how-to-market-an-even</a>	49	8953	6794	-24.11%	0.09%
3	competitive analysis tools	<a href="https://www.orbitmedia.com/blog/website-competitive-an">https://www.orbitmedia.com/blog/website-competitive-an</a>	41	7435	5240	-29.52%	0.00%
4	Website Navigation	<a href="https://www.orbitmedia.com/blog/website-navigation/">https://www.orbitmedia.com/blog/website-navigation/</a>	51	4564	4799	5.15%	0.00%
5	google URL builder	<a href="https://www.orbitmedia.com">https://www.orbitmedia.com</a>			3221	-17.79%	0.08%
6	Inaccurate Google Analytics	<a href="https://www.orbitmedia.com">https://www.orbitmedia.com</a>			1748	-29.35%	0.00%
7	improve google rankings	<a href="https://www.orbitmedia.com">https://www.orbitmedia.com</a>			105	-12.34%	0.11%
8	Internal linking	<a href="https://www.orbitmedia.com">https://www.orbitmedia.com</a>			905	-32.31%	0.00%
9	increase website traffic	<a href="https://www.orbitmedia.com">https://www.orbitmedia.com</a>			697	-20.62%	0.00%
10	How to research keywords	<a href="https://www.orbitmedia.com">https://www.orbitmedia.com</a>			478	-7.54%	0.23%
11	testimonials	<a href="https://www.orbitmedia.com/blog/how-to-write-testimonia">https://www.orbitmedia.com/blog/how-to-write-testimonia</a>	46	201	451	124.38%	0.28%
12	How to launch a website	<a href="https://www.orbitmedia.com/blog/website-launch-checklis">https://www.orbitmedia.com/blog/website-launch-checklis</a>	34	511	321	-37.18%	0.07%
13	lead generation best practices	<a href="https://www.orbitmedia.com/blog/lead-generation-website">https://www.orbitmedia.com/blog/lead-generation-website</a>	51	396	257	-35.10%	0.00%
14	Web Design Tips	<a href="https://www.orbitmedia.com/blog/web-design-tips/">https://www.orbitmedia.com/blog/web-design-tips/</a>	39	216	191	-11.57%	0.00%
15	increase targeted website traffic	<a href="https://www.orbitmedia.com/blog/increase-targeted-webs">https://www.orbitmedia.com/blog/increase-targeted-webs</a>		315	177	-43.81%	0.00%
16	Google Website Rank?	<a href="https://www.orbitmedia.com/blog/google-website-rank/">https://www.orbitmedia.com/blog/google-website-rank/</a>	36	376	170	-54.79%	0.13%
17	Email signup forms	<a href="https://www.orbitmedia.com/blog/email-signup-forms/">https://www.orbitmedia.com/blog/email-signup-forms/</a>	41	203	163	-19.70%	0.76%
18	How to make a sitemap	<a href="https://www.orbitmedia.com/blog/how-to-make-a-sitemap">https://www.orbitmedia.com/blog/how-to-make-a-sitemap</a>	29	148	156	5.41%	0.62%
19	Get the most from a conference	<a href="https://www.orbitmedia.com/blog/how-to-get-the-most-fro">https://www.orbitmedia.com/blog/how-to-get-the-most-fro</a>		153	149	-2.61%	0.31%
20	content hubs	<a href="https://www.orbitmedia.com/blog/content-hubs/">https://www.orbitmedia.com/blog/content-hubs/</a>	51	153	120	-21.57%	0.33%
21	increase conversion rate	<a href="https://www.orbitmedia.com/blog/increase-conversion-ra">https://www.orbitmedia.com/blog/increase-conversion-ra</a>	40	78	94	20.51%	0.33%
22	How to find influencers	<a href="https://www.orbitmedia.com/blog/find-key-influencers-usi">https://www.orbitmedia.com/blog/find-key-influencers-usi</a>	39	64	72	12.50%	0.71%
23	content strategy explained	<a href="https://www.orbitmedia.com/blog/content-strategy-explain">https://www.orbitmedia.com/blog/content-strategy-explain</a>	44	42	68	61.90%	0.21%
24	Blog optimization	<a href="https://www.orbitmedia.com/blog/blog-optimization/">https://www.orbitmedia.com/blog/blog-optimization/</a>	40	65	65	0.00%	0.32%
25	Semantic SEO	<a href="https://www.orbitmedia.com/blog/semantic-seo/">https://www.orbitmedia.com/blog/semantic-seo/</a>	49	42	59	40.48%	0.00%
26	Blog keywords	<a href="https://www.orbitmedia.com/blog/blog-keywords">https://www.orbitmedia.com/blog/blog-keywords</a>	50	45	46	2.22%	0.52%
27	collaborative content marketing	<a href="https://www.orbitmedia.com/blog/collaborative-content-m">https://www.orbitmedia.com/blog/collaborative-content-m</a>	36	27	41	51.85%	0.59%
28	GMT tracking codes	<a href="https://www.orbitmedia.com/blog/gtm-tracking-codes/">https://www.orbitmedia.com/blog/gtm-tracking-codes/</a>	44	43	26	-39.53%	0.46%
29	Blog optimization	<a href="https://www.orbitmedia.com/blog/blog-optimization/">https://www.orbitmedia.com/blog/blog-optimization/</a>	40	65	65	0.00%	0.32%

Pages with the greatest impact on overall traffic

# Google Data Studio shows it to us in real time...



Orbit Media - Test



Jul 1, 2017 - Jul 31, 2017

Default Channel Grouping: O... (1)

Page Title	Page	Sessions	% Δ	Goal Completi...
Website Footer Design Best Practices: 27 Thi...	/blog/website-footer-design-best-practices/	10,169	-5.1% ↓	0
How to Market an Event: 50 Event Marketing ...	/blog/how-to-market-an-event/	4,458	-5.7% ↓	0
Website Navigation: 7 Best Practices, Design ...	/blog/website-navigation/	3,441	-10.3% ↓	0
Web Design Standards: 10 Best Practices on ...	/blog/web-design-standards/	3,422	-15.0% ↓	0
Google URL Builder: How to Track Campaign...	/blog/google-analytics-url-builder/	2,547	-7.9% ↓	0
Web Design and Development Chicago   Orbi...	/	2,367	-7.9% ↓	0
How to Write Persuasive Testimonials (Plus ...	/blog/how-to-write-testimonials-examples/	2,249	41.6% ↑	0
10 Competitive Analysis Tools: How to Analy...	/blog/website-competitive-analysis-tools/	2,150	-47.5% ↓	0
SEO Best Practices: On-Page SEO Checklist   ...	/blog/seo-best-practices/	1,697	-2.4% ↓	0
Competitor Analysis Tools: 14 Quick Ways to...	/blog/website-competitive-analysis-tools/	1,576	-	0
How to Improve Your Website: 15 Ways to Fi...	/blog/ways-to-improve-your-website/	1,368	-0.5% ↓	0
Inaccurate Google Analytics Traffic Sources	/blog/inaccurate-google-analytics-traffic-sources/	1,347	-11.8% ↓	0
How To Improve Your Google Rankings: 9 Ste...	/blog/improve-google-rankings/	1,039	29.4% ↑	0
Website Launch Checklist: 55 Things To Do B...	/blog/website-launch-checklist/	984	-33.5% ↓	0



“

*Accurate data helps you save time,  
budget and avoid missed opportunities.*

”

Dana DiTomaso

*Kick Point*

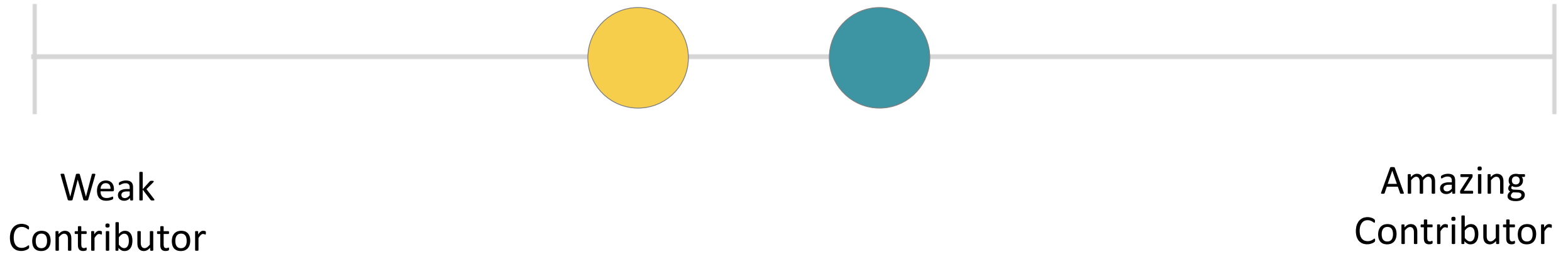


# Research: The Ultimate Topic



# Actual Content Performance

## Perceived Content Performance



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

Content [1] Analytics [2]

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

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

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

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

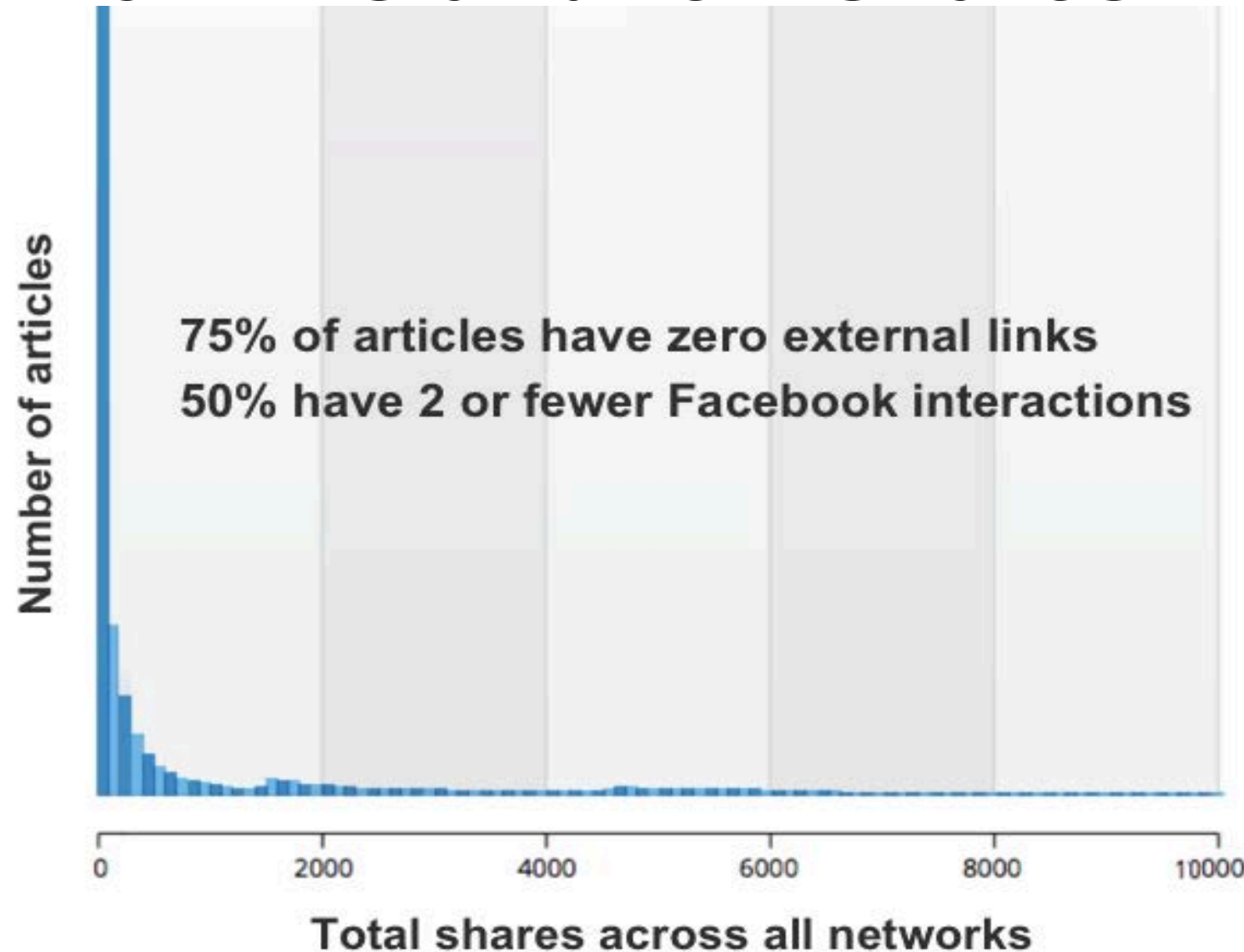
- The sweet spot content that achieves both shares and links
- The content that achieves higher than average referring domain links
- The impact of content formats and content length on shares and links

## Our summary findings are as follows:

1. The majority of posts receive few shares and even fewer links. In a sample of 100,000 posts over 50% had 2 or less shares and over 75% had zero comments) and over 75% had zero links.

chrome-extension://foooocdkkibhpoim...

# Most content gets no links and few shares



source: Moz, BuzzSumo



“

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

***opinion forming, authoritative content...  
or well-researched and evidenced content.***

”

“

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

”

# The Power of Research



@crestodina

#eventname



By **JOE PULIZZI** *published* SEPTEMBER 30, 2015

**Content Marketing Research**

# What Effective B2B Content Marketing Looks Like [New Research]

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

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



**B2B  
CONTENT  
MARKETING**

**2016 Benchmarks, Budgets,  
and Trends—North America**

[Link Opportunities](#)[Advanced Reports](#)

### Do More with Moz Pro

[Moz Analytics Campaigns](#)[Fresh Web Explorer](#)[Keyword Difficulty](#)[On-Page Grader](#)[Crawl Test](#)[Rank Tracker](#)[View all of your Moz Products](#)**1 - 50** Top Pages[Request CSV](#)[Prev](#)[Next](#)

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



# 4,066 websites link to CMI's research

# Three ways to produce research

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

# Three ways to produce research

1. **Observation:** Pick a data set. Gather data.
2. **Aggregation:** Combine data from existing sources

# Three ways to produce research

1. **Observation:** Pick a data set. Gather data.
2. **Aggregation:** Combine data from existing sources
3. **Survey:** Mass outreach and analysis

# Observation





Website Design & Usability

12 

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

by *Andy Crestodina*



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

## CATEGORIES

[Analytics](#)[Digital Strategy](#)[Inside Orbit](#)[Podcast: Content Matters](#)[SEO & Content Marketing](#)[Social Media](#)[Web Development](#)[Website Design & Usability](#)

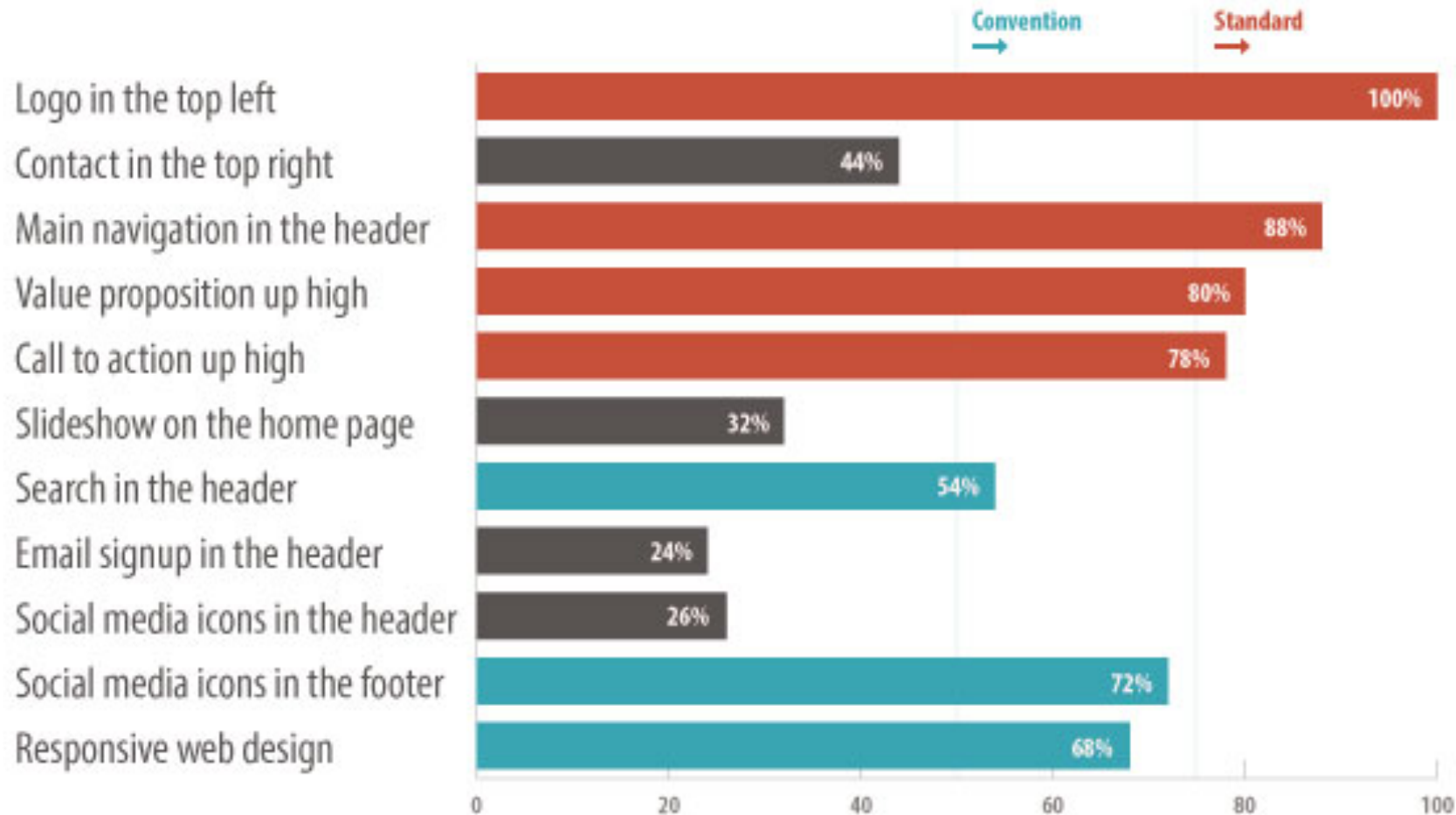
## SEARCH BLOG

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03 / 10

# Web Design Standards

*Placement of features on the top 50 marketing websites*



## Search Console

<https://www.orbitmedia.com/>

Help



Dashboard

Messages (2)

▸ Search Appearance ⓘ

▼ Search Traffic

Search Analytics

**Links to Your Site**

Internal Links

Manual Actions

International Targeting

Mobile Usability

▸ Google Index

▸ Crawl

Security Issues

Other Resources

[Overview](#) » **All linked pages**

Your pages that are linked from other domains.

Download this table

Download more sample links

Download latest links

Show

25 rows ▼

26-50 of 432



## Your pages

## Links

## Source domains ▲

</blog/email-signup-forms/>

96

45

</blog/social-media-seo/>

1,235

43

</blog/how-to-research-keywords-tips/>

113

42

</blog/semantic-seo/>

154

41

</blog/writing-headlines/>

80

41

</blog/neuromarketing-web-design/>

208

40

</blog/content-promotion-strategy/>

77

39

</blog/remove-from-your-site/>

620

38

</blog/web-design-standards/>


230

38



</blog/how-to-design-button/>

155

37



web design standards



AllImagesNewsMapsVideosMore ▾Search tools

About 18,600,000 results (0.57 seconds)

### Draft U.S. Web Design Standards | UI components

<https://standards.usa.gov/> ▾

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

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

<https://www.orbitmedia.com/blog/web-design-standards/> ▾ Orbit Media Studios ▾

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

### Web Design and Applications - W3C

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

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

Sep 12 - Sep 14	<a href="#">View Source Berlin</a>	Berlin, Germany
Wed, Sep 14	<a href="#">Web, meet Virtual Reality</a>	Berlin, Germany
Apr 3, 2017 - Apr 7, 2017	<a href="#">WWW2017</a>	Perth, Australia


[HTML & CSS](#) · [JavaScript Web APIs](#) · [Graphics](#) - W3C · [Accessibility](#) - W3C

### Draft US Web Design Standards - 18F Pages



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

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





web design standards



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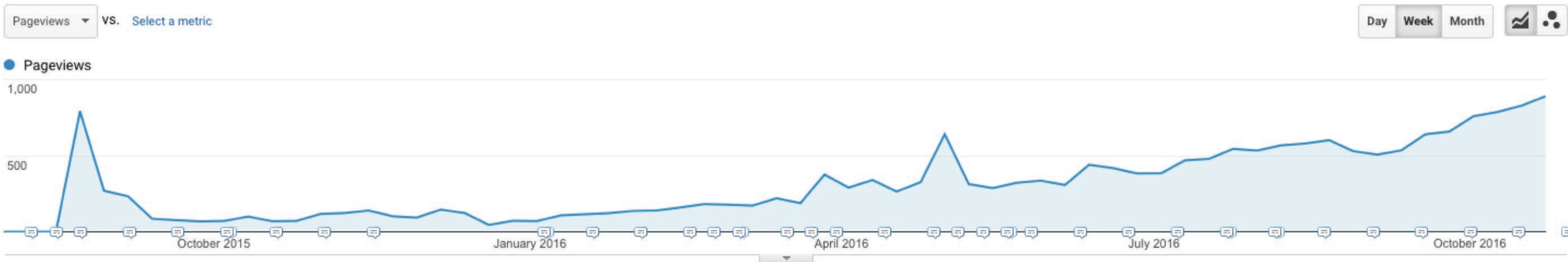
HTML & CSS · JavaScript Web APIs · Graphics - W3C · Accessibility - W3C

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


Primary Dimension: **Page** [Other](#) ▾

[Plot Rows](#) Secondary dimension ▾ Sort Type: [Default](#) ▾

 [advanced](#)     

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		19,909 % of Total: 1.63% (1,224,594)	18,230 % of Total: 1.70% (1,071,717)	00:05:09 Avg for View: 00:02:17 (124.67%)	16,863 % of Total: 2.04% (826,920)	85.20% Avg for View: 83.29% (2.30%)	81.88% Avg for View: 67.53% (21.26%)	<\$0.01 % of Total: 11.45% (\$0.02)
<input type="checkbox"/>	1. /blog/web-design-standards/ 	19,909(100.00%)	18,230(100.00%)	00:05:09	16,863(100.00%)	85.20%	81.88%	<\$0.01(100.00%)

Show rows: 10 ▾ Go to: 1 1 - 1 of 1  

# Aggregation



☰ SEO & Content Marketing

5 

# 7 Marketing Job Descriptions... with Salaries. How Much Do Marketers Make Per Year?

by *Andy Crestodina*



**How Much Do Marketers  
Make Per Year?**  
7 Marketing Jobs...with Salaries.

## CATEGORIES

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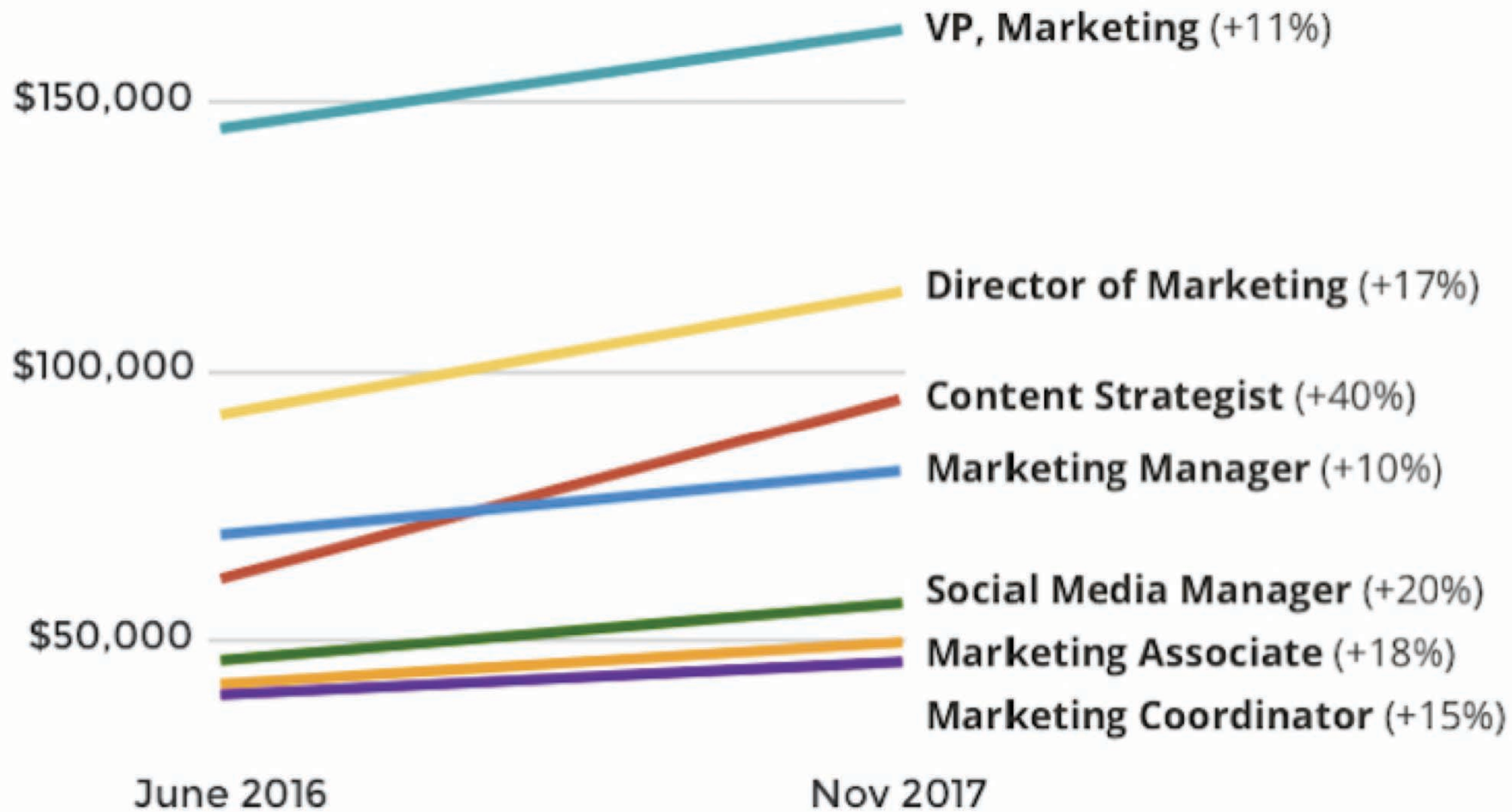
COMMENTS

LATEST

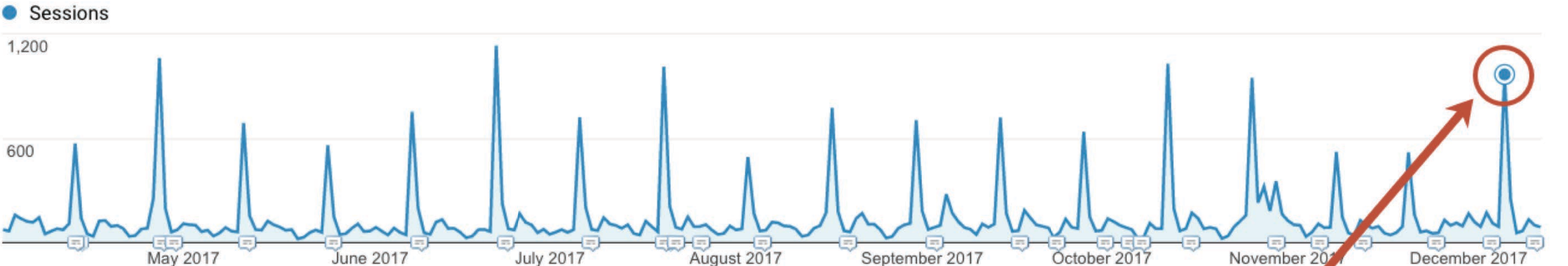
# Marketing Salary Guide

Marketing Job Title	2016 Median Salary June 2016	2017 Median Salary November 2017	Change
Marketing Coordinator 0-3+ years experience	\$40,718	\$46,756	+15%
Marketing Associate 1-3+ years experience	\$42,102	\$49,708	+18%
Social Media Manager 5+ years experience	\$46,511	\$55,901	+20%
Content Strategist 5+ years experience	\$62,200	\$87,174	+40%
Marketing Manager 5-10+ years experience	\$71,352	\$78,429	+10%
Director of Marketing 10+ years experience	\$93,435	\$109,492	+17%

# Marketing Salary Changes 2016-2017







Show: All | Starred [+ Create new annotation](#)

☆	Sep 28, 2017	Updates: Orbit website updates, changed portfolio, blog intro, added stronger CTAs	edit	orbitmediastudios@gmail.com
☆	Sep 28, 2017	Newsletter: Blogging SEO - Andy	edit	orbitmediastudios@gmail.com
☆	Oct 2, 2017	Social Media - Turned off social pr	edit	orbitmediastudios@gmail.com
☆	Oct 4, 2017	Social Media - turned social prom	edit	orbitmediastudios@gmail.com
☆	Oct 12, 2017	Newsletter - Content Audit - Andy	edit	orbitmediastudios@gmail.com
☆	Oct 26, 2017	Newsletter: Blogger Survey 2017 - Andy	edit	orbitmediastudios@gmail.com
☆	Nov 2, 2017	Content Jam Day 2 - Amanda	edit	orbitmediastudios@gmail.com
☆	Nov 9, 2017	Newsletter - Quora Marketing - Barry	edit	orbitmediastudios@gmail.com
☆	Nov 21, 2017	Newsletter: Periodic Table of Contents - UPDATED - Andy	edit	orbitmediastudios@gmail.com
☆	Nov 30, 2017	Website update: Made hero video live on the homepage.	edit	orbitmediastudios@gmail.com
☆	Dec 7, 2017	Newsletter - Marketing Salaries - Andy	edit	orbitmediastudios@gmail.com

One of the top performing email newsletters!

# Survey



☰ Digital Strategy, SEO & Content Marketing

29 

# Research Reveals Success Tactics of Top Bloggers: 11 Trends

by *Andy Crestodina*



A year ago, we had questions about the business of blogging, so we asked 1000 bloggers to provide some answers. The outcome was the original *survey of 1000*

## CATEGORIES

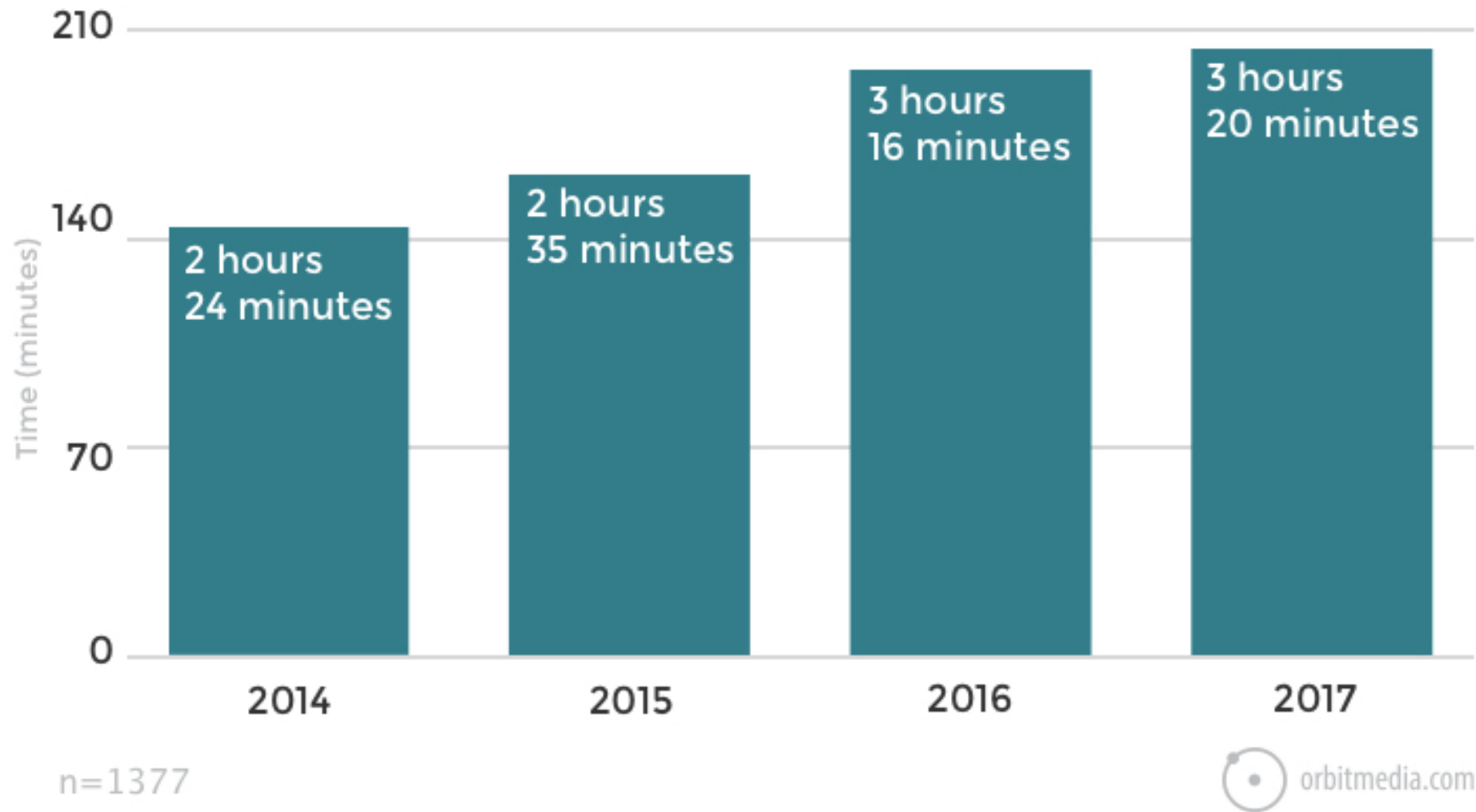
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03/19

# Average Time Spent Writing a Blog Post



source: [2017 Blogger Survey, Orbit Media](#)

Dashboard

Messages (2)

▸ Search Appearance ⓘ

▼ Search Traffic

Search Analytics

**Links to Your Site**

Internal Links

Manual Actions

International Targeting

Mobile Usability

▸ Google Index

▸ Crawl

Security Issues

Web Tools

Overview » All linked pages

Your pages	Links	Source domains ▲
<a href="https://www.orbitmedia.com/">https://www.orbitmedia.com/</a>	161,590	1,854
<a href="/blog/blogger-trends/">/blog/blogger-trends/</a>	3,275	565
<a href="/blog/blogger-analysis/">/blog/blogger-analysis/</a>	1,461	327
<a href="/about/content-chemistry/">/about/content-chemistry/</a>	1,011	284
<a href="/team/andy-crestodina/">/team/andy-crestodina/</a>	1,521	277
<a href="/blog/">/blog/</a>	3,895	259
<a href="/blog/blogger-research/">/blog/blogger-research/</a>	1,006	232
<a href="/blog/ideal-blog-post-length/">/blog/ideal-blog-post-length/</a>	937	230
<a href="/blog/how-to-get-more-twitter-followers/">/blog/how-to-get-more-twitter-followers/</a>	5,683	219
<a href="/blog/internal-linking/">/blog/internal-linking/</a>	551	196
<a href="/blog/blogging-statistics/">/blog/blogging-statistics/</a>	611	191
<a href="/blog/web-design-standards/">/blog/web-design-standards/</a>	536	172
<a href="/blog/website-navigation/">/blog/website-navigation/</a>	445	147
<a href="/blog/how-to-setup-google-analytics/">/blog/how-to-setup-google-analytics/</a>	383	139



“

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

”

***Find the missing stat***

“

*Don't take shortcuts.  
They take too long.*

”

**Sonia Simone**  
CCO, Copyblogger Media



# Further Reading

- [How to Create Your Content Marketing Mission](#)
- [Content Marketing Collaboration: 5 Ways to Upgrade Your Content](#)
- [How to Increase Your Domain Authority](#)

## Tools

- [Answer the Public](#)
- [KeywordTool.io](#)
- [Open Site Explorer](#)

# — THANK YOU!

Andy Crestodina  
@crestodina

