

AN SEO'S GUIDE TO THE INSANE WORLD OF CONTENT



MATTHEW BROWN

Moz

@MatthewJBrown

“

Content marketing is the approach of creating and distributing valuable and consistent content to a targeted audience, with the objective of driving some profitable action...

– “The Evolution of Content Marketing
Will Include Intelligent Content”
Joe Pulizzi, 1/12/2015





Content Strategy:

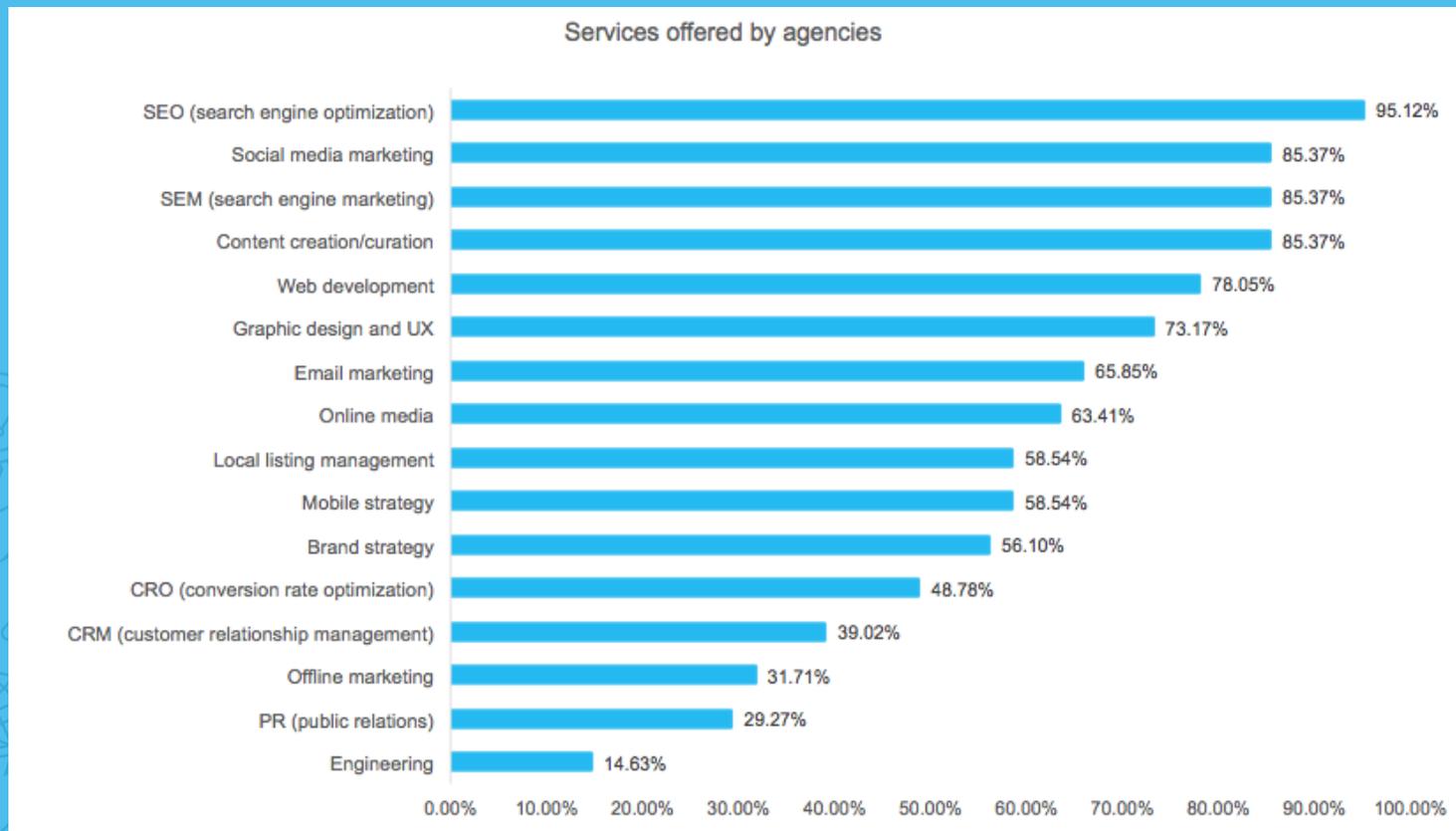
The strategic planning and management of **content creation** and **distribution** for maximum effectiveness. Content strategy involves elements of **user experience** - designing content that is user-friendly and meets user needs.

MOZ

Here come the marketers



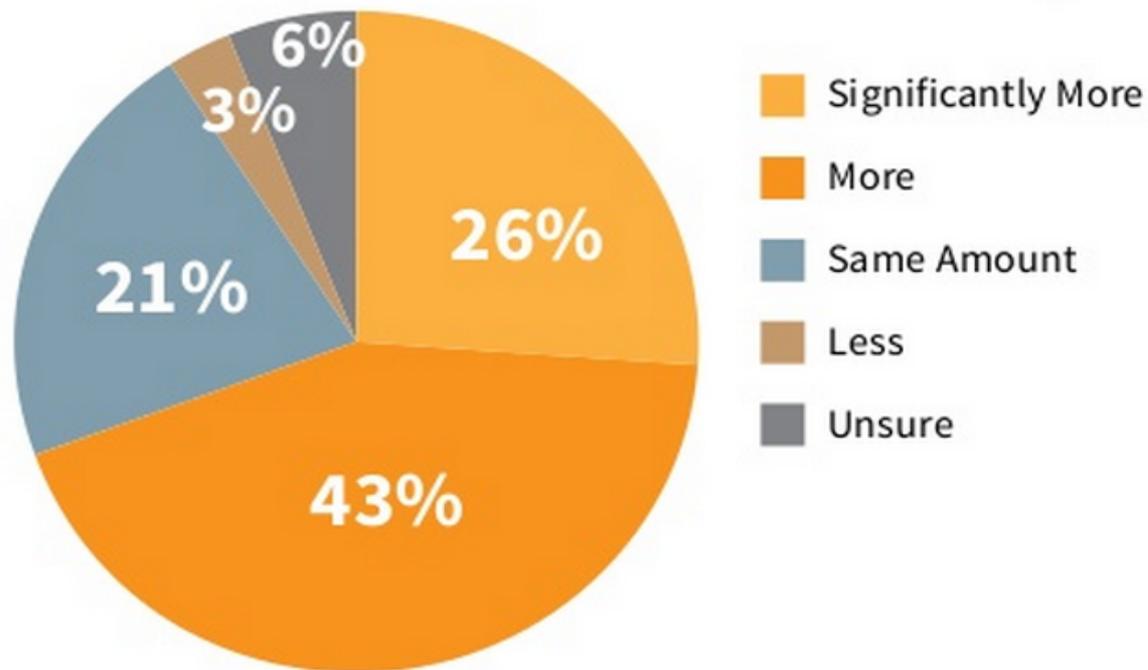
Content Strategy and Content Curation



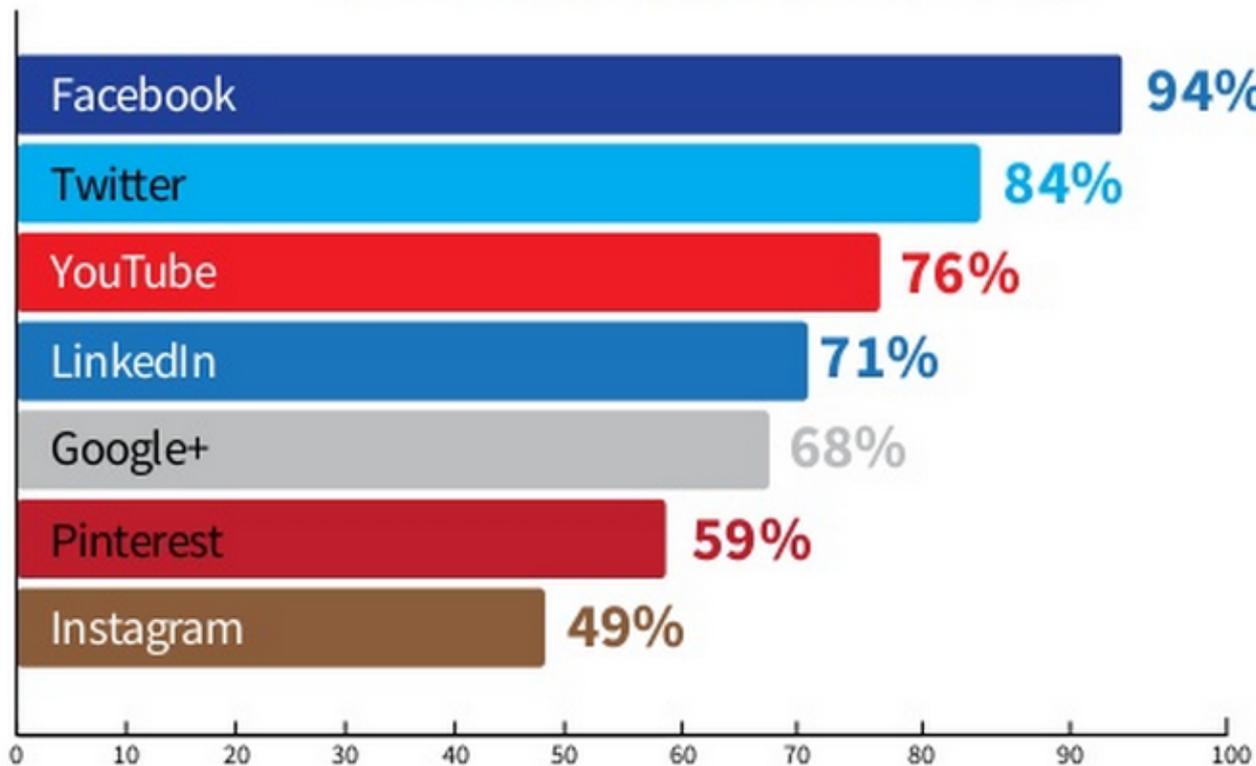
67% of marketers deem blog posts or articles as the most effective content format

The background is a solid blue color with a dense, repeating pattern of white line-art icons. These icons represent a wide variety of concepts including technology (laptops, smartphones, calculators), business (charts, graphs, briefcases), education (books, pencils, rulers), and general tools (wrenches, hammers, pliers). The icons are scattered across the entire background, creating a textured, busy effect behind the main text.

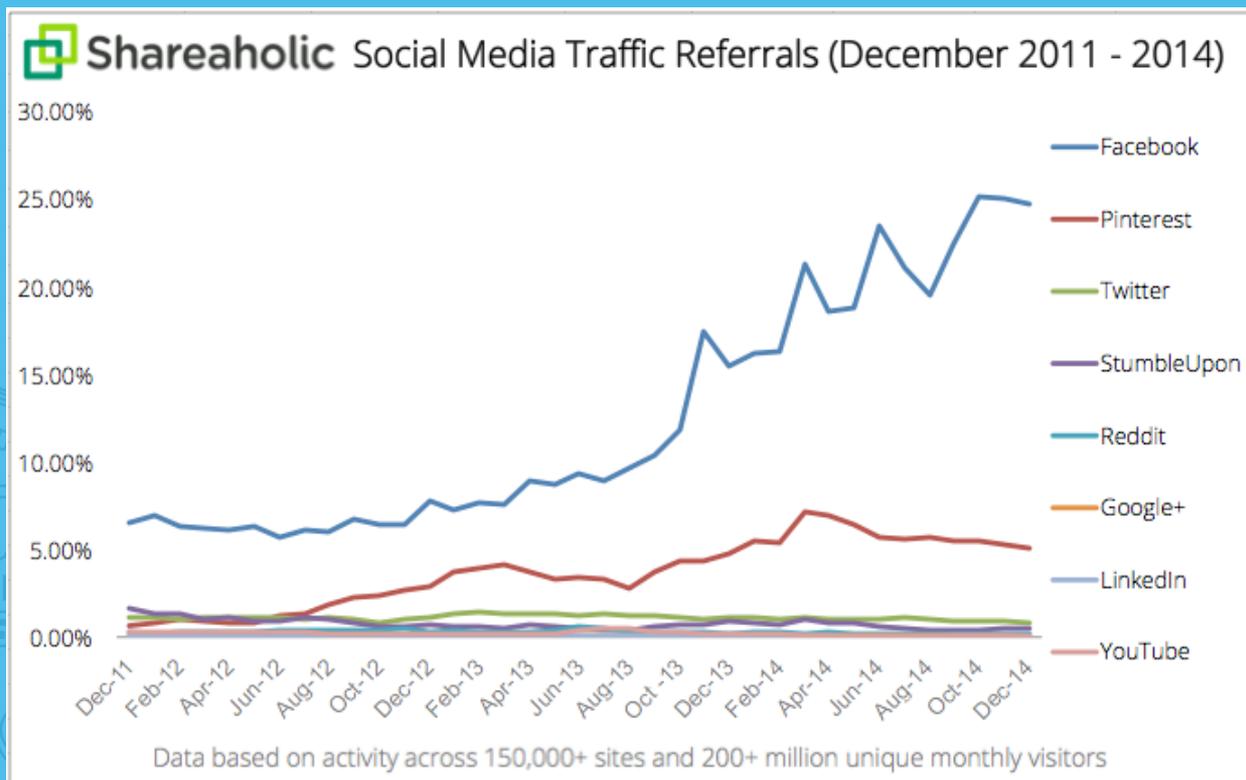
Change in B2C Content Creation (Over Last 12 Months)



B2C Content Marketing Social Media Platform Usage



FB: 25% of social traffic. 1.3M shares/min



PROMOTED STORIES



10 Richest Football Players Of All Time
(Buzz-Hut)



17 Unbelievable Sports Records That Will Never Be Broken
(BrainJet)



Fore! "Cheater" Banner Flies Over Tiger Woods at U.S. Open, Club Goes Flying Out of His Hands While He's Shooting From the Rough
(E! Online)



3 Yankees on Overpaid MLB Players List
(Forbes)



9 Celebs Who Accidentally Flashed Some Flesh
(Buzz-Hut)



Don't Do this in Barbados
(Destination Tips)



10 Richest NBA Players And The Women Behind Them
(Wallet Groove)



Riskiest Dressed Celebs on the Latin Billboard's Red Carpet: Gaby Espino takes the cake
(PHOTOS)
(MSN Latino)

How to Handle a Dog Attack

Edit Article

Four Parts: [■ Warding Off an Attack](#) [■ Defending and Protecting Yourself](#) [■ Handling the Aftermath](#)
[■ Taking Precautions Against Attacks](#)

Imagine that you're enjoying a run in the park or suddenly, an unfamiliar dog runs up to you, snarls at you, or attacks you. What do you do? There's a right way and a wrong way to handle a dog attack. Staying calm and taking some measures to diffuse the situation can help you avoid serious injury.



wikiHow

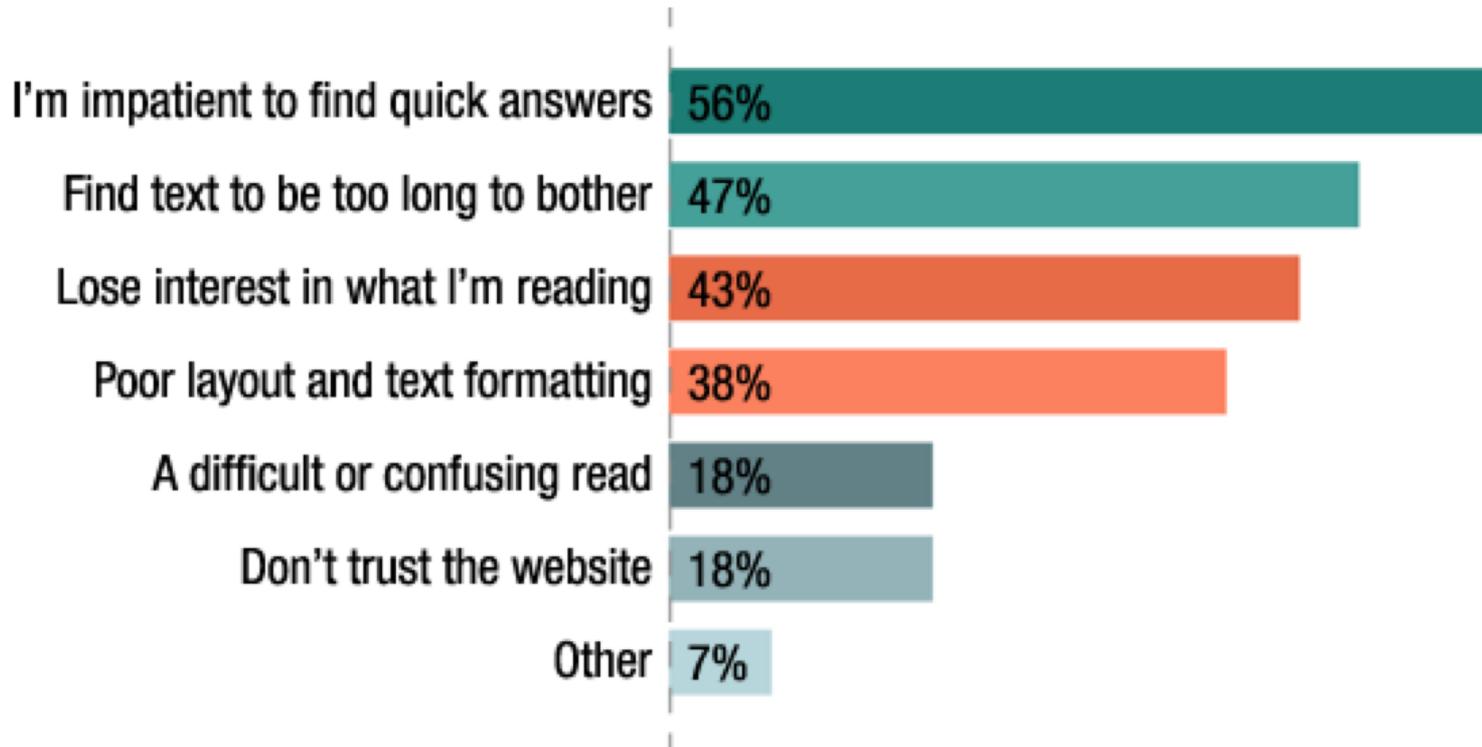


Do you know about aquarium fish?



About this wikiHow

Users bail fast



May I interest you in some content?



Wile E. Coyote
GENIUS

HAVE BRAIN

WILL TRAVEL



**79% of marketers report
their orgs are shifting
to branded content**



BUSINESS TRAVEL AND THE BOOST TO YOUR BOTTOM LINE

It may cost a few bucks to go see a client in another locale, but there's growing evidence to suggest that face-to-face meetings are far more effective in landing clients — and generating more

NYT paid post
was **35%** of
their shares in
the vertical

NPR paid

post was

55% of their

shares in

the vertical

Source: [Hubspot](#)

The Science Behind Baking Your Chocolate Chip Cookie

SEPTEMBER 04, 2014 11:20 AM ET

ANNE MILLER

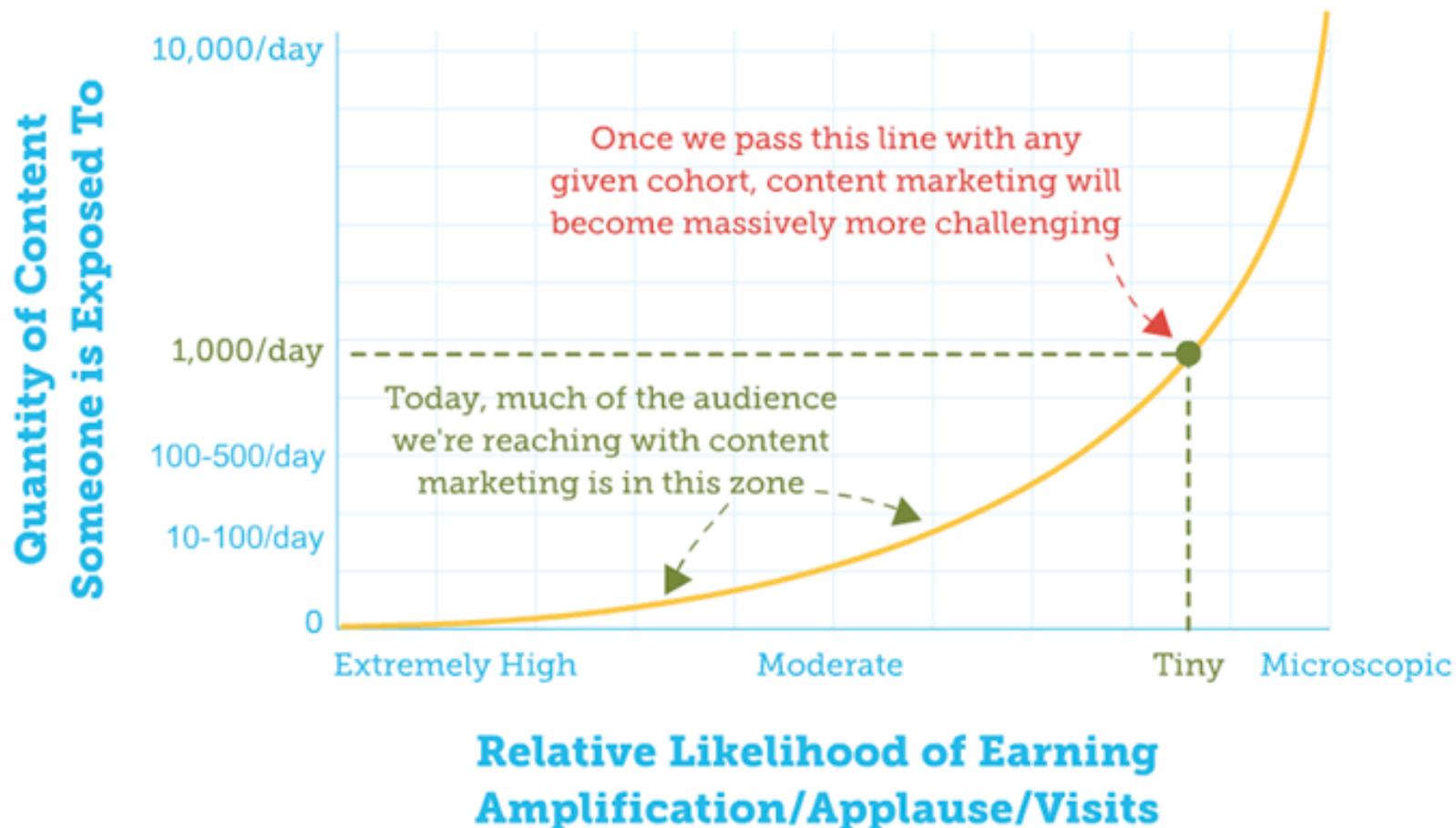
SHARE



Comment



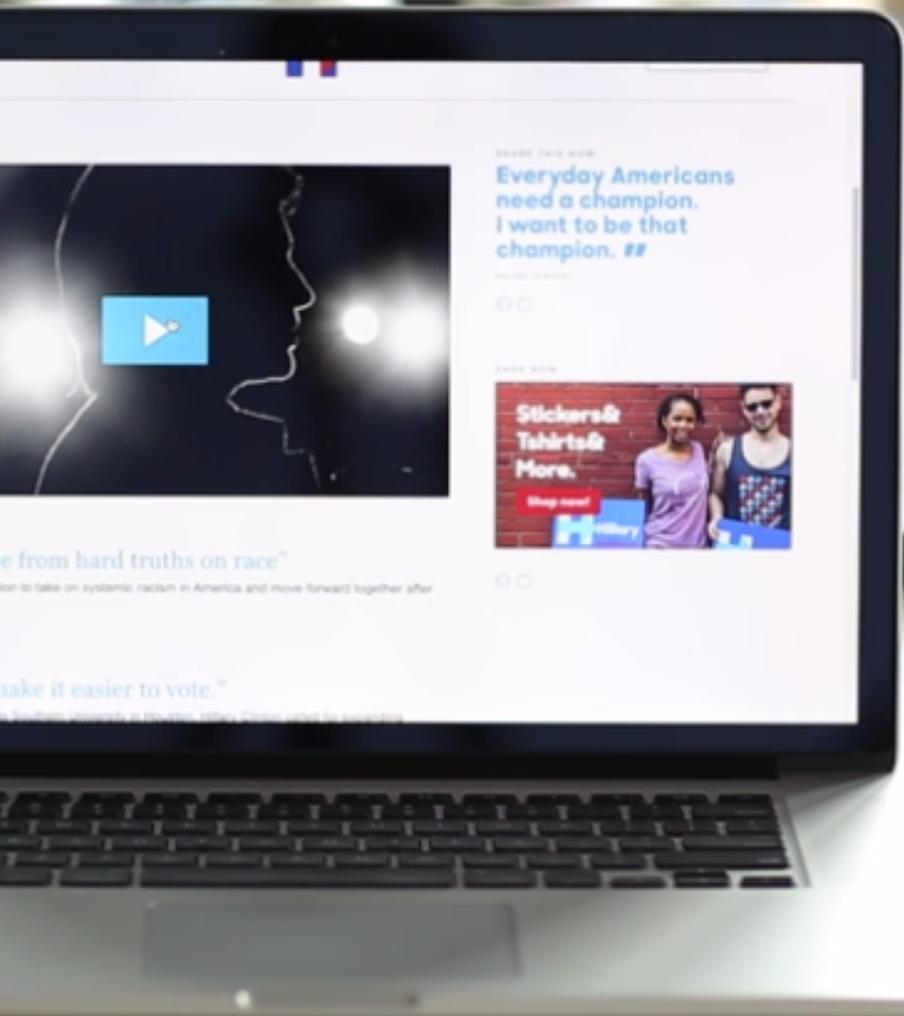
How Content Fatigue Happens



WALT DISNEY
PICTURES
GAME OF THRONES

Google: Helping us out

WWW.COMBOESTUDIO.COM.BR



Relevant

and

recent

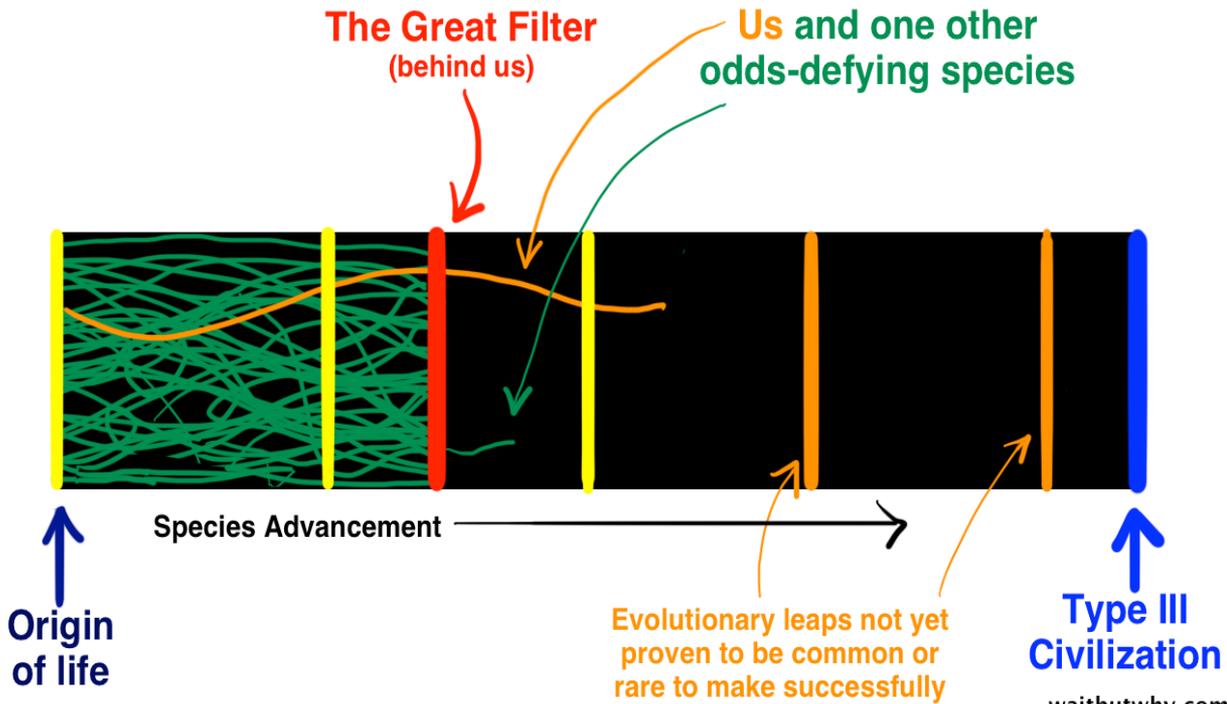


Long

Form

WAIT BUT WHY

new post every sometimes



Target a specific persona



Important HTML Elements

Title Tag

```
<head>
  <title>Page Title</title>
</head>
```

★ Best Practices

- Less than 512px (50-70 characters)
- Important keywords near the beginning
- Each title should be unique

Meta Description Tag

```
<head>
  <meta name="description"
        content="This is an example.">
</head>
```

- Best under 155 characters
- Each description should be unique
- Well written descriptions influence click-through rate

Image

```

```

Hyperlinks

Text Link

```
<a href="https://www.example.com/
webpage.html">Keyword in Anchor
Text</a>
```

★ Hyperlinking Best Practices

- Preference: HTML links over JavaScript
- Use "nofollow" for paid links and untrusted content
- For image links, the alt attribute serves as anchor text

NoFollowed Link

```
<a href="https://www.example.com/
webpage.html" rel="nofollow">
Keyword in Anchor Text</a>
```

Image Link

```
<a href="https://www.example.com/webpage.html"></a>
```

HTTP Status Codes

200	OK/Success
301	Permanent Redirect
302	Temporary Redirect
404	Not Found
410	Gone (permanently removed)
500	Server Error
503	Unavailable (retry later)

More information at
<http://moz.com/HTTP-codes>

Canonicalization

Common Duplicate Homepage URLs

<https://www.example.com>
<https://example.com>
<https://www.example.com/index.html>
<https://example.com/index.html>
<https://example.com/index.html&ssid=123>

URL Best Practices

Common URL Elements

<https://store.example.com/category/keyword?id=123#top>

1 2 3 4 5 6 7 8

- Protocol
- Subdomain
- Root Domain
- Top-Level Domain
- Subfolder/Path
- Page
- Parameter
- Named Anchor

SEO Tips for URLs

- Choose shorter, human-readable URLs
- Exclude dynamic parameters when possible
- When possible, place content on the sa
- Recommended: <https://example.com/>
Less Ideal: <https://blog.example.com/>

Let users control their story experience

I paused and then sat down again.

“That depends,” I said. “I charge more for a contract killing.”

“I need something hand-delivered, something precious. It has to be in Scotland tomorrow.”

“Can’t you courier it?”

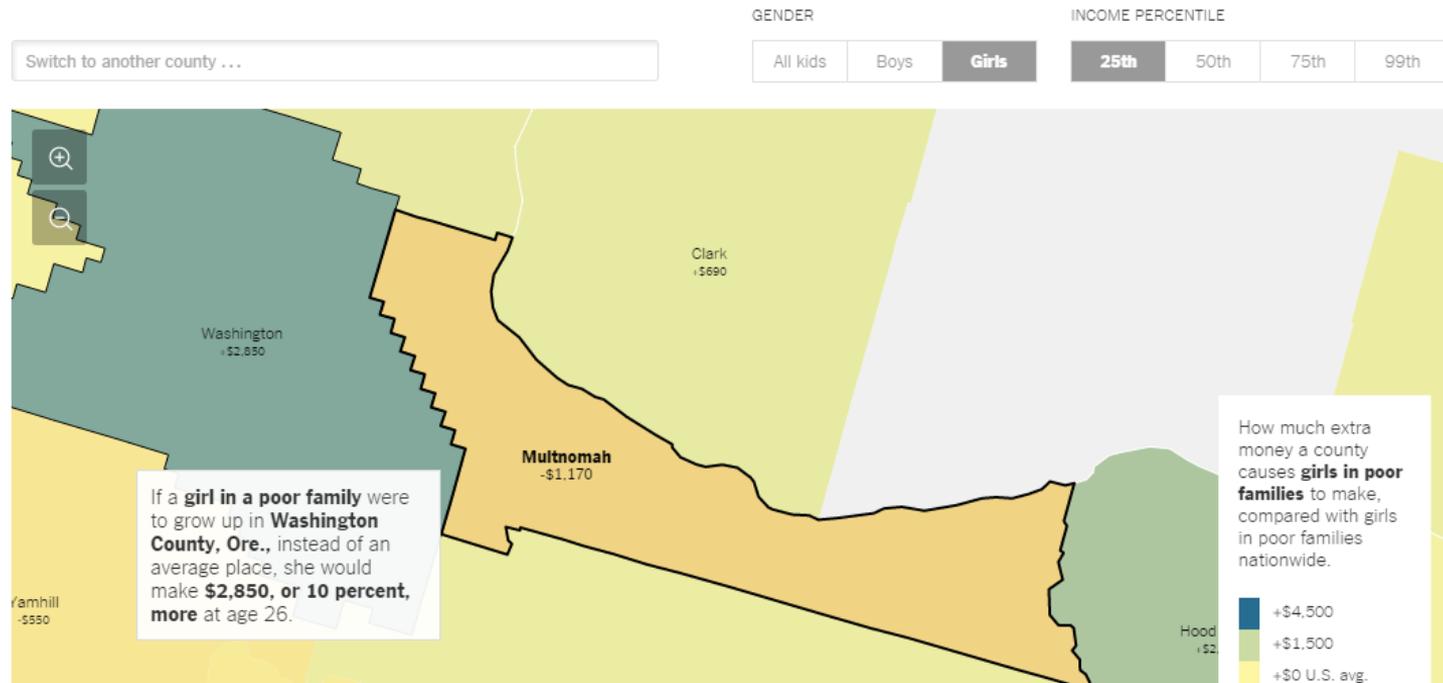
“Too fragile.”



Make it about *me*

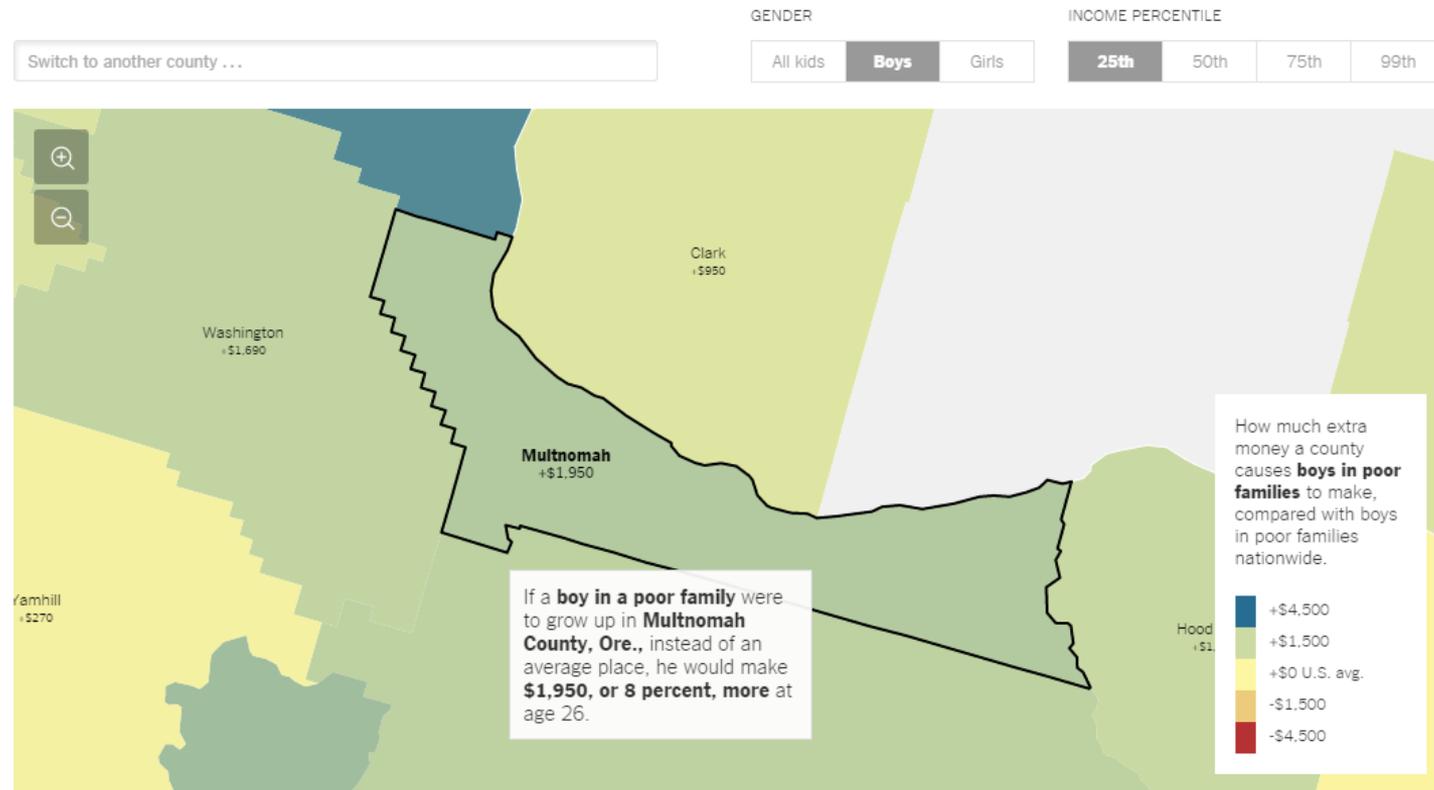
The Best and Worst Places to Grow Up: How Your Area Compares

Children who grow up in some places go on to earn much more than they would if they grew up elsewhere. MAY 4, 2015 | [RELATED ARTICLE](#)



The Best and Worst Places to Grow Up: How Your Area Compares

Children who grow up in some places go on to earn much more than they would if they grew up elsewhere. MAY 4, 2015 | [RELATED ARTICLE](#)



Multnomah County is pretty good for income mobility for boys in poor families. It is better than about 66 percent of counties.

Break the standard article template

KRUGMAN

BATTLES THE
AUSTERIANS



INSERT COIN(S)

KRUGMAN WINS



Scroll Page Horizontally with Mouse Wheel

LAST UPDATED ON: JANUARY 31, 2012

1) Load jQuery and the Mouse Wheel plugin

Mouse Wheel plugin is [here](#).

HTML

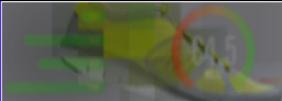
```
<script type='text/javascript' src='http://ajax.googleapis.com/ajax/libs/jqu
<script type='text/javascript' src='/js/jquery.mousewheel.min.js'></script>
```

2) Attach mousewheel event to body

The "30" represents speed. preventDefault ensures the page won't scroll down.

```
$(function() {
    $("body").mousewheel(function(event, delta) {
        this.scrollLeft -= (delta * 30);
        event.preventDefault();
    });
});
```

This isn't out of reach



WHAT IS



BUSINESSWEEK JUNE 11, 2015

BY PAUL FORD

CODE?!



```
remotedb.allDocs({
  include_docs: true,
  attachments: true
}).then(function (result) {
  var docs = result.rows;
  docs.forEach(function(element) {
    localdb.put(element.doc).then(function(response) {
      alert("Pulled doc with id " + element.doc._id + "
and added to local db.");
    }).catch(function (err) {
      if (err.status == 409) {
        localdb.get(element.doc._id).then(function
(resp) {
          localdb.remove(resp._id,
resp._rev).then(function (resp) {
```

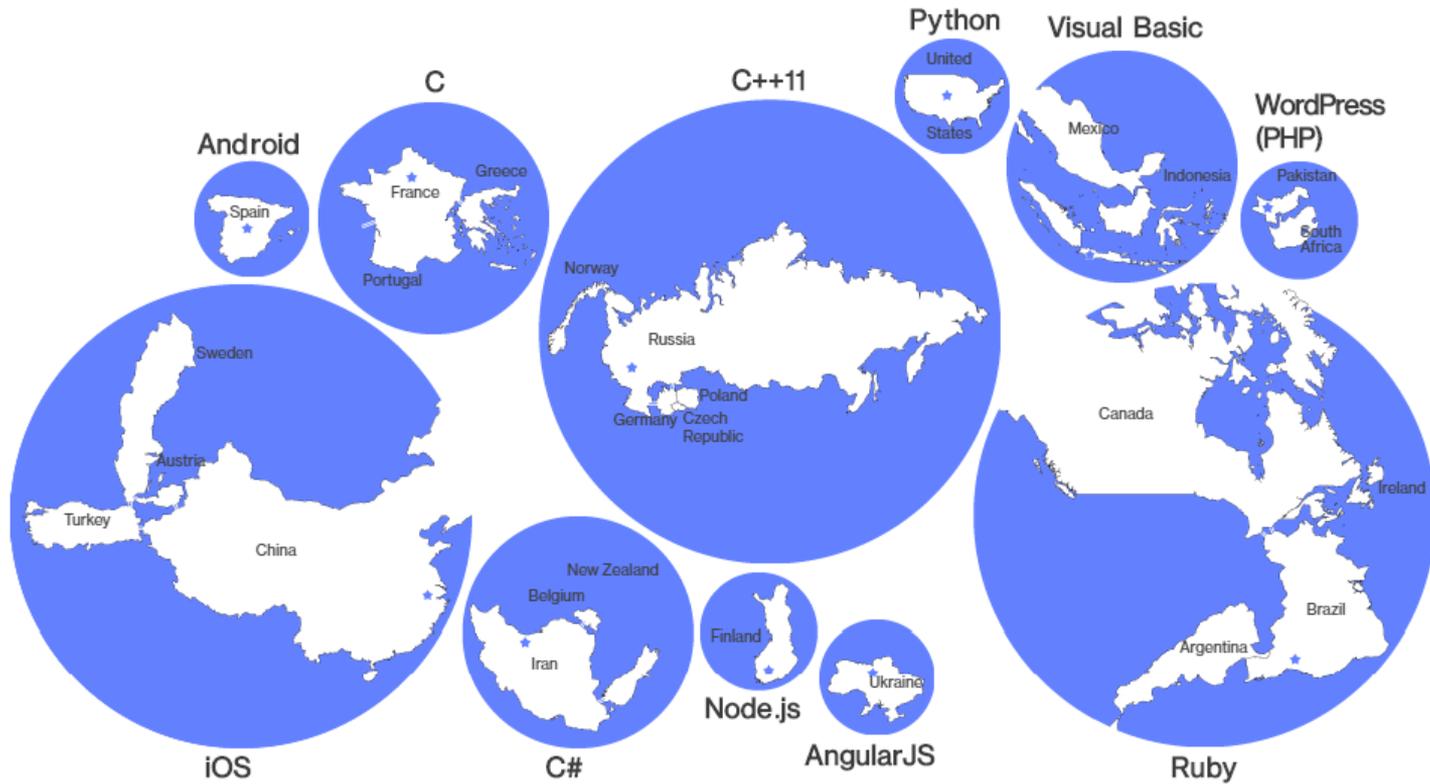


fetchFromServer

Hey girl, I asynchronously fetch records from a remote database and store them locally, while handling errors with aplomb.



It makes hard concepts fun to grasp



LANGUAGES SHOWN FOR EACH COUNTRY ARE THOSE WITH THE HIGHEST PERCENT DIFFERENCE BETWEEN THAT COUNTRY'S SELECTION RATE AND THE AVERAGE SELECTION RATE. SOME ANCILLARY TECHNOLOGIES, LIKE SQL SERVER, WERE LEFT OUT.

Linkable assets



Welcome back! You've visited 2 times and spent 32 minutes here.

Continue reading from last spot

Go away

Attention span

#CODEISSUE



Life after publish

It's about me



Paul Ford's "What Is Code?" <http://www.bloomberg.com/whatiscode>

631 commits

2 branches

0 releases

29 contributors

branch: master **whatiscode** / +

Merge pull request #104 from

tophtucker authored a day ago

images	Fix desk image names	13 days ago
media	new emoji	20 days ago
modules	Fixed tree.js Safari bug, but didn't re-enable rendering due to perfo...	10 days ago
other	new emoji	20 days ago
research	Simple tool to pull some data from Stack Overflow by tag.	14 days ago
scripts	fix: add event to fix the postToTwitter on firefox	8 days ago
styles	Changed z-index so footnote appears above emote image	10 days ago
.gitignore	adds css concat, closes #37	20 days ago

It knows its personas

Code

Issues 38

Pull requests 15

Pulse

Graphs

HTTPS clone URL

<https://github.com/>

You can clone with HTTPS or Subversion.

Clone in Desktop

Download ZIP

Bloomberg Businessweek

SPECIAL DOUBLE ISSUE June 15 — June 28, 2015 | bloomberg.com

```
import datetime

class Issue():
    """TODO write docs here"""
    def __init__(self, **kwargs):
        # TODO: Validate input
        self.__dict__.update(kwargs)

    def publish(self):
        return ('This is the {0.pubdate:%B %d, %Y} issue of {0.title}. ' +
                'It is {0.pages:,} pages long, and ' +
                'costs ${0.price:.5}. ' +
                'It is about {0.subject}.').format(self)

if __name__ == '__main__':
    bbw = Issue(title='Bloomberg Businessweek',
                price=5.99,
                # That price is only USD;
                # TODO figure out international pricing/currencies
                pages=112,
                pubdate=datetime.datetime(2015, 6, 15),
                subject="code")
```



It hits all the distribution channels

Two challenges:



Ross Hudgens

@RossHudgens



Following

Number one content problem I see is no distribution plan. Number two is no defined success metrics, or tracking thereof.



RETWEETS

15

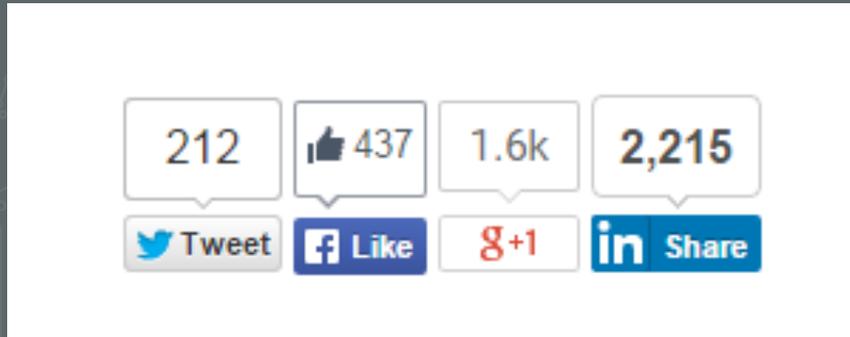
FAVORITES

10



11:07 AM - 20 Mar 2015

Stop right here:



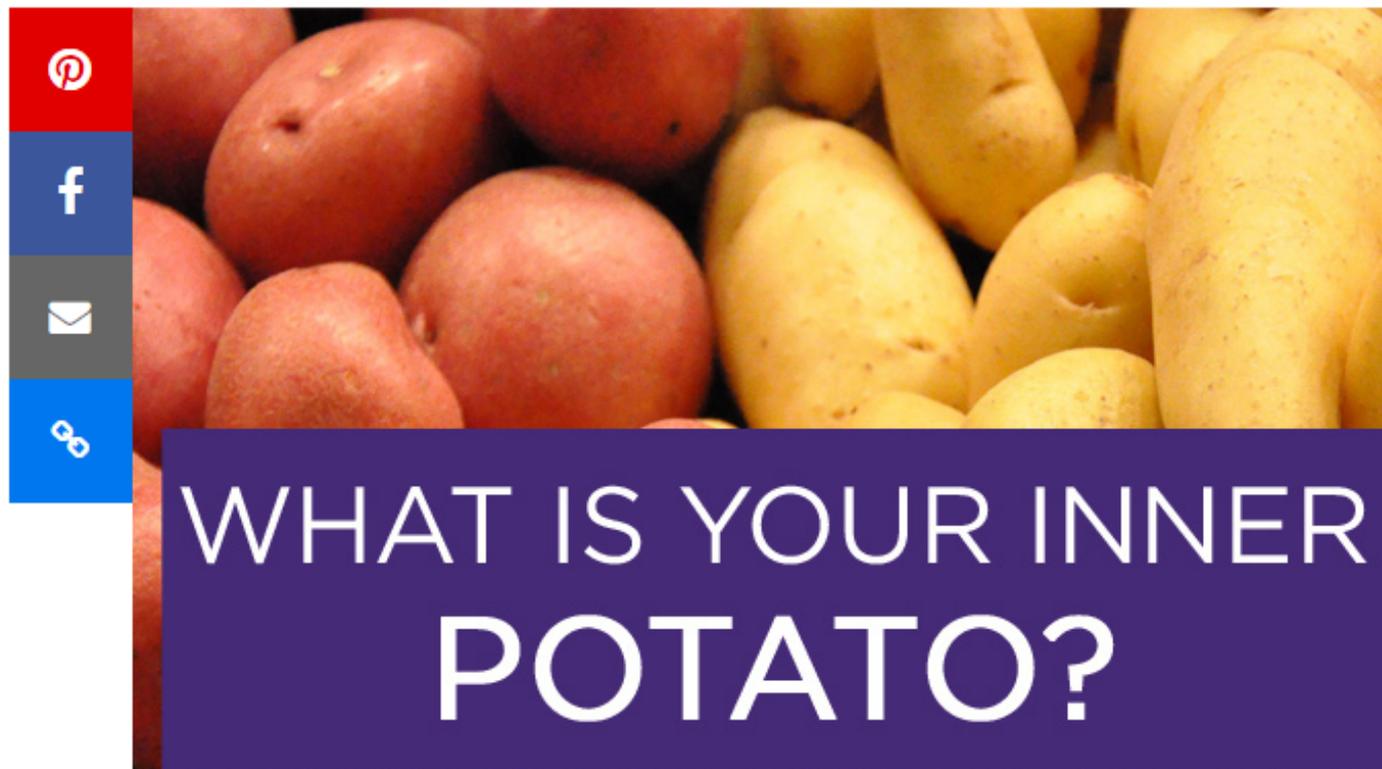


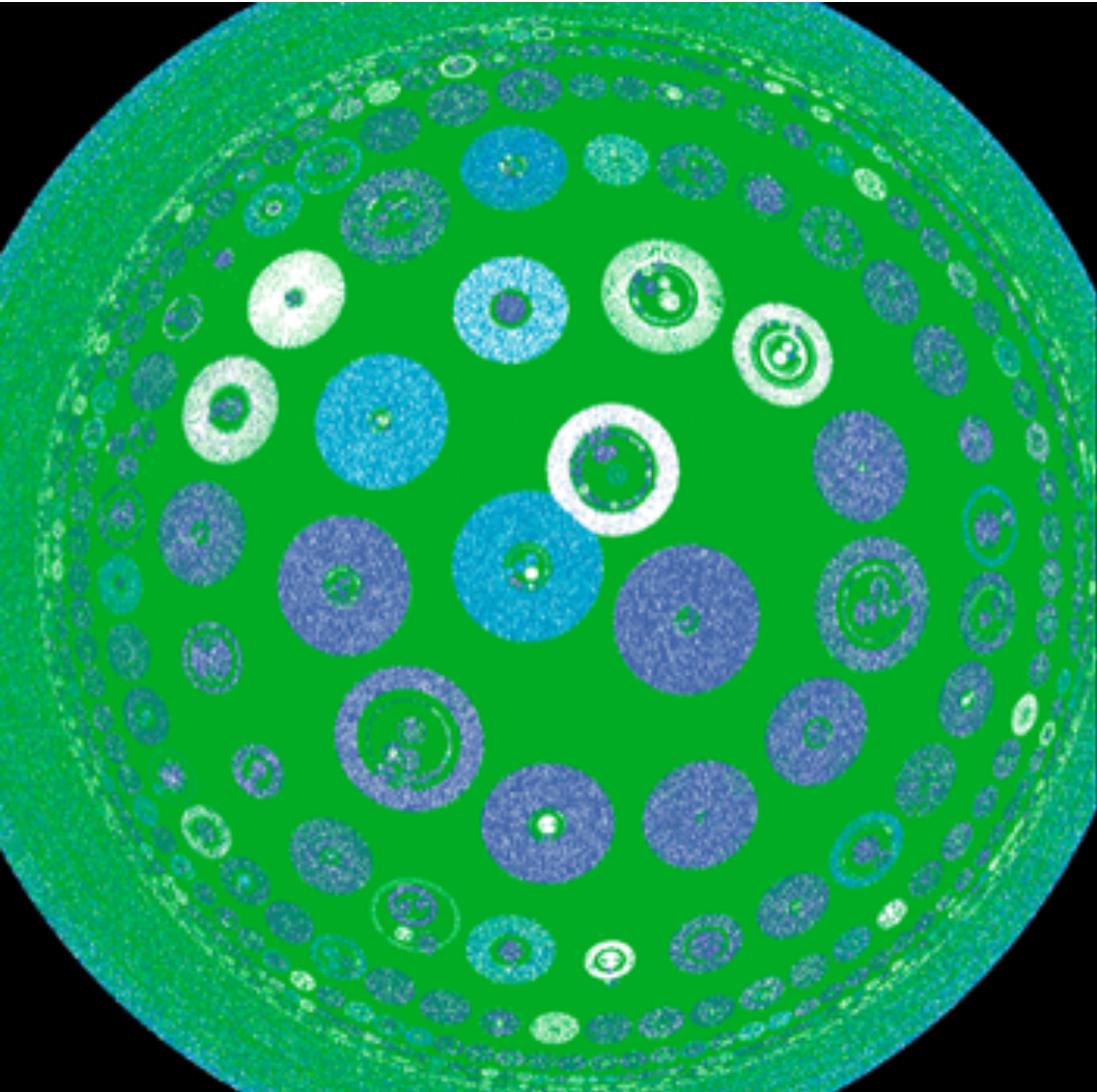
Buzzfeed's P.O.U.N.D.

What Is Your Inner Potato?

Hey there, spudmuffin.

posted on Feb. 19, 2014, at 11:42 a.m.





975k+ Views

originated from the **@buzzfeed** Twitter account!

The downstream cascade from this tweet led to even more views on other platforms:

339k FB

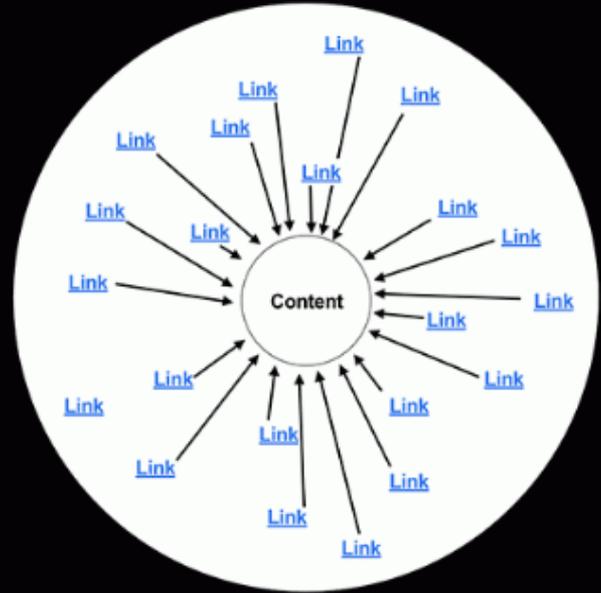
217k Twitter

147k Dark Social

284k Blogs, news sites, etc.

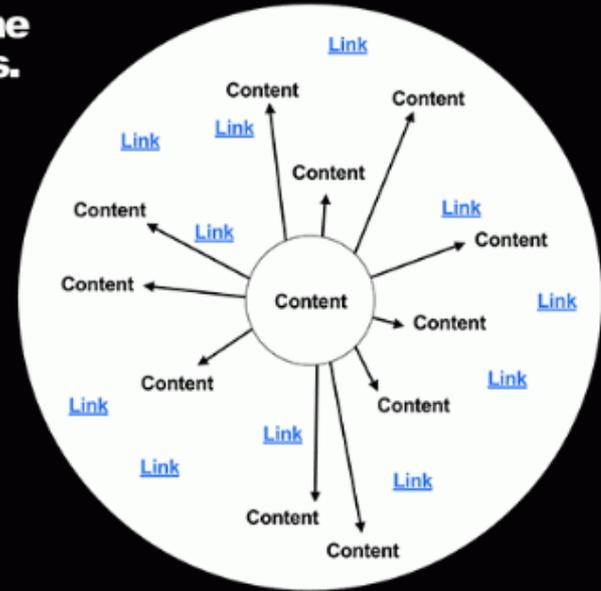
Old way:
**Get all the
links and
shares to
the hub**

**How can we have a
bigger impact?**



New way:
Publish to
all the streams
that work for
your audience

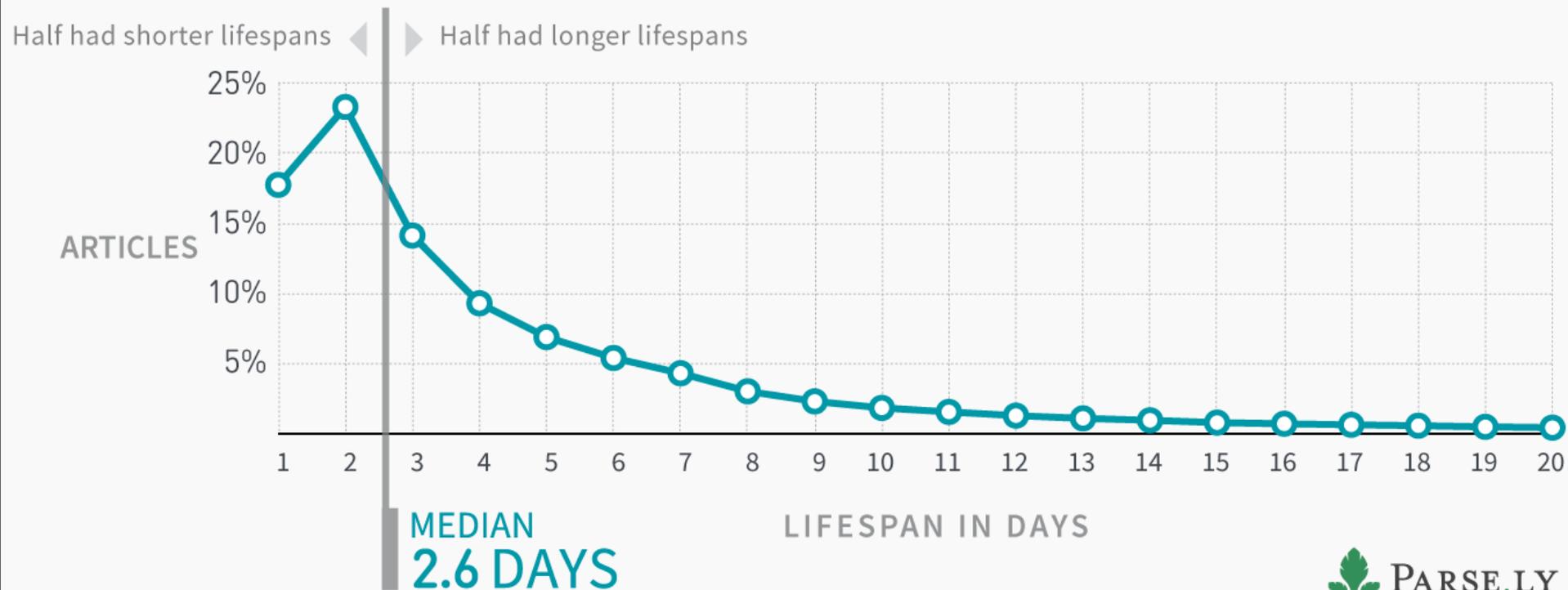
Publish content to the stream, not just links.



Content Loyalty



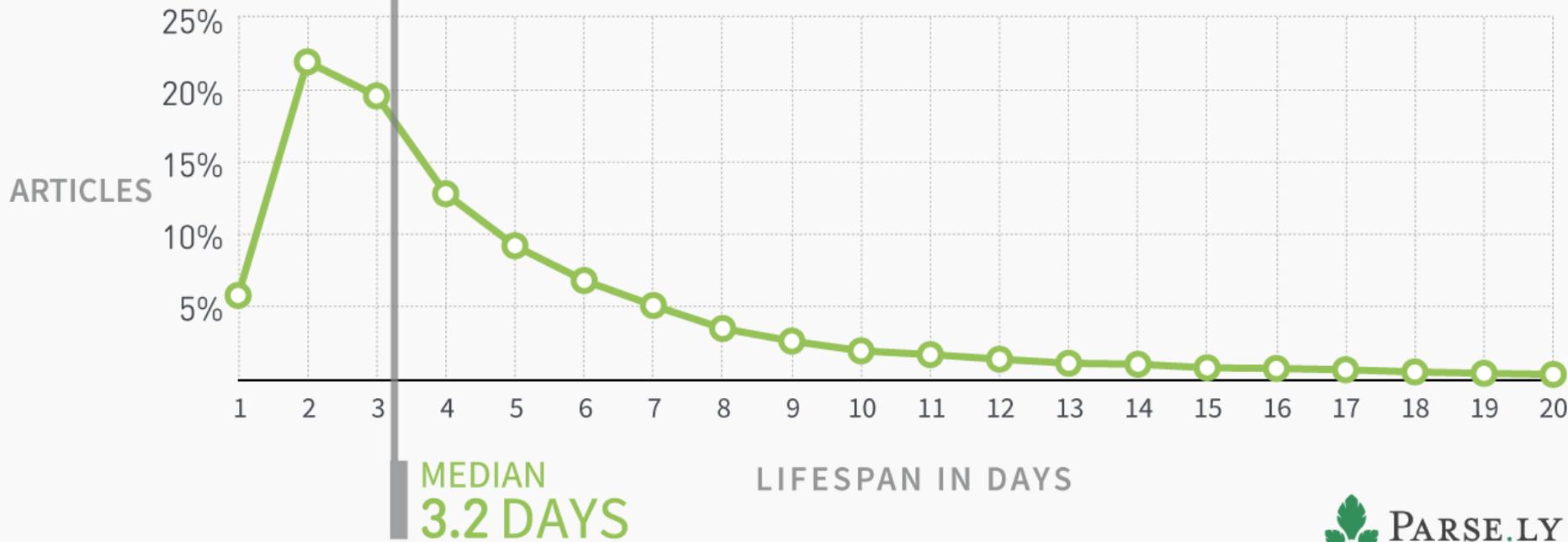
ARTICLE LIFESPAN



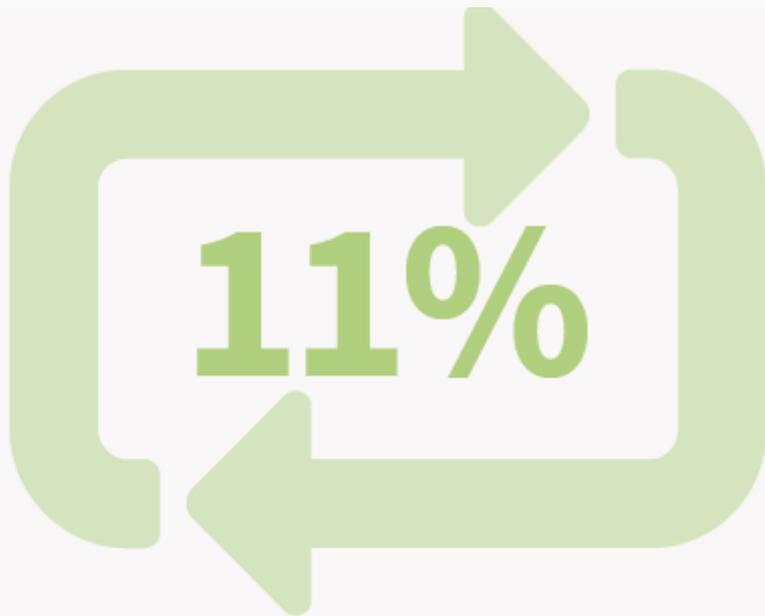
You've got precious little time for initial PVs

LIFESPAN FOR SOCIAL POSTS

Half had shorter lifespans ◀ ▶ Half had longer lifespans



It improves a little if your traffic is 20% social



AVERAGE PERCENTAGE OF LOYAL
READERS ACROSS OUR NETWORK

**Build
loyalty
through
return
visits**

Given a Person's Visit History, What's the Probability of Visiting Again?

Probability of visiting again in the same month

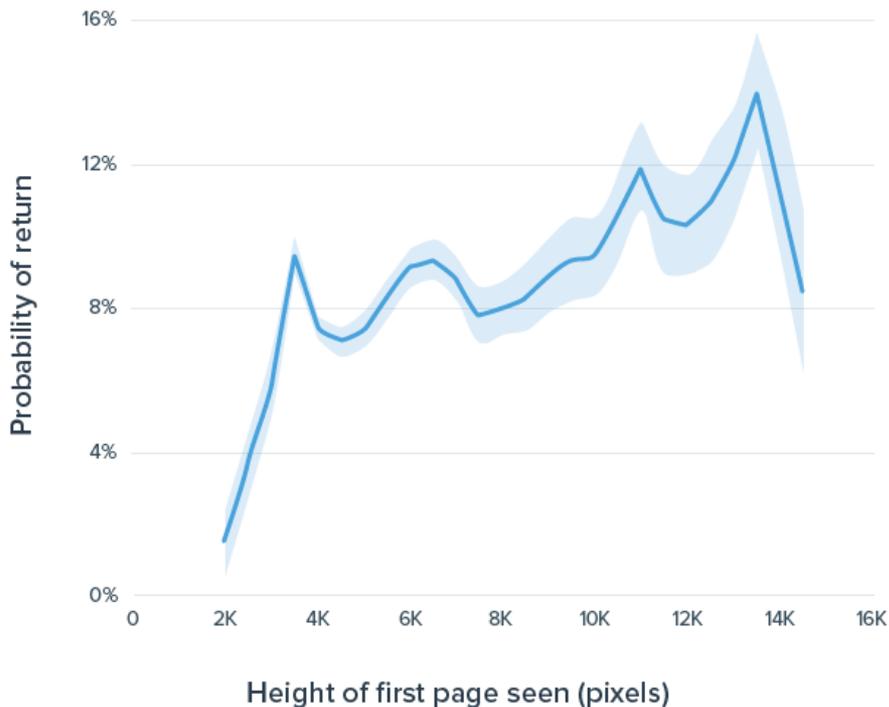


People who visit more than 5 times are highly likely to continue to return

Few people visit every day in a month

5X was Vulture's magic number

Page Height on First Visit & Probability of Return



Based on a month of vulture.com data

 Chartbeat

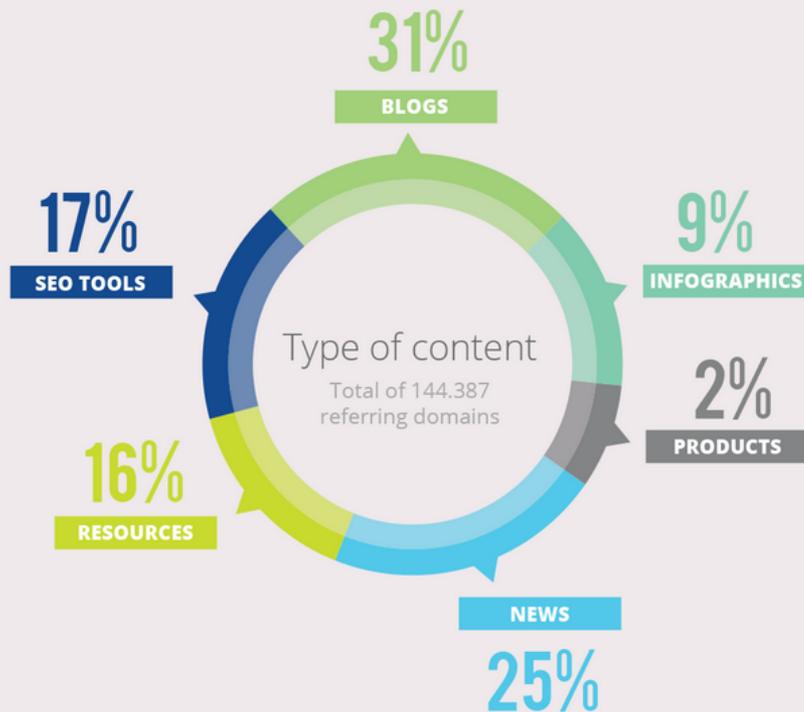
**Content
attributes
that
create
loyalty**

Source: [Chartbeat](#)

Content types that create loyalty

MOST LINKED TYPES OF CONTENT

The content can be split into 6 types
This is their share of attracted backlinks



**The bad news:
It takes 12-17 months**

Start with a content audit

Description Length	Word Count	Sentence Count	Reading Time	Reading Difficulty	Images	Videos	Time on Page	Unique Pageviews	Bounce Rate	Page Value	Myopic Links	Page Authors	Message Links	Alerts Links	Twitter	Google+	Facebook	LinkedIn	Pinterest
290	212	28	04:02	Fairly Easy	6	0	00:08:39	1	0%	\$11.96	0	1	1	0	0	0	0	0	0
36	595	44	02:34	Fairly Easy	6	0	00:00:23	1	0%	\$57.20	0	1	1	1	0	0	0	0	0
642	368	38	04:48	Standard	7	1	00:04:44	2	90%	\$28.05	0	1	1	1	0	0	0	0	0
239	208	25	04:06	Easy	6	0	00:00:49	12	0%	\$17.80	0	1	1	0	0	0	0	0	0
25	359	24	08:46	Easy	6	0	00:00:34	5724	60.75%	\$17.68	14	1	1	1	0	0	0	0	0
25	408	42	02:40	Standard	7	0	00:00:54	12	50%	\$12.22	0	1	1	1	0	0	0	0	0
25	395	25	00:40	Easy	6	0	00:00:39	91	0%	\$13.85	0	1	1	1	0	0	0	0	0
25	598	43	02:58	Fairly Easy	7	0	00:00:22	3	0%	\$12.38	0	1	1	1	0	0	0	0	0
152	237	41	01:41	Standard	0	1	00:00:42	53	\$4.55%	\$8.49	2	1	1	1	0	0	0	0	0
25	234	25	01:10	Fairly Easy	7	0	00:08:25	3	90%	\$18.51	0	1	1	1	0	0	0	0	0
25	317	41	04:25	Easy	0	0	00:00:37	25	0%	\$9.89	0	1	1	1	0	0	0	0	0
25	384	29	00:59	Easy	6	0	00:01:46	1528	58.3%	\$9.75	2	1	1	1	0	0	0	0	0
25	1291	97	06:27	Difficult	17	0	00:01:08	29	50%	\$9.99	12	1	1	1	0	0	0	0	0
78	252	32	04:24	Fairly Easy	7	0	00:08:35	3	50%	\$9.55	0	1	1	1	0	0	0	0	0
25	407	38	02:52	Fairly Easy	6	0	00:01:12	24	0%	\$9.90	0	1	1	1	0	0	0	0	0
128	385	43	04:24	Fairly Easy	0	0	00:01:08	91	70%	\$8.56	3	1	1	1	0	0	0	0	0
399	379	37	04:52	Standard	0	0	00:01:05	99	50%	\$9.06	0	1	1	1	0	0	0	0	0
25	243	28	01:12	Fairly Easy	6	0	00:00:27	6	90%	\$6.95	0	1	1	1	0	0	0	0	0
103	337	38	01:41	Fairly Easy	0	0	00:01:43	83	61.1%	\$8.06	3	1	1	1	0	0	0	0	0
25	1291	97	06:27	Difficult	17	0	00:00:59	68	50.9%	\$6.70	0	1	1	1	0	0	0	0	0
25	537	44	02:40	Standard	0	1	00:00:23	25	90%	\$6.01	0	1	1	1	0	0	0	0	0
25	380	24	00:42	Easy	6	0	00:00:27	437	66.67%	\$6.57	0	1	1	1	0	0	0	0	0
25	254	31	01:19	Fairly Easy	0	0	00:01:53	3	0%	\$6.37	0	1	1	1	0	0	0	0	0
25	1269	90	06:20	Difficult	10	0	00:00:36	15	90%	\$6.33	0	1	1	1	0	0	0	0	0
25	317	41	04:25	Easy	0	0	00:00:32	294	22.8%	\$6.82	0	1	1	1	0	0	0	0	0
25	1291	97	06:24	Difficult	10	0	00:00:59	3339	47.2%	\$5.71	6	1	1	1	1	0	0	0	0
25	1291	97	06:27	Difficult	17	0	00:00:36	67	25%	\$5.46	0	1	1	1	1	0	0	0	0
290	415	43	02:22	Standard	13	0	00:00:49	68	66.67%	\$5.8	0	1	1	1	0	0	0	0	0
25	1291	97	06:27	Difficult	17	0	00:02:49	10	0%	\$5.80	12	1	1	1	0	0	0	0	0
126	338	43	04:39	Fairly Easy	0	0	00:00:40	71	33.33%	\$4.70	3	1	1	1	0	0	0	0	0
126	318	39	04:30	Fairly Easy	0	0	00:00:54	58	68.2%	\$4.66	5	1	1	1	0	0	0	0	0
152	172	17	07:25	Difficult	0	1	00:01:38	390	69.7%	\$4.58	0	1	1	1	0	0	1	0	0
126	338	43	01:41	Fairly Easy	0	0	00:01:28	116	50%	\$4.43	3	1	1	1	0	0	0	0	0
126	306	43	01:31	Fairly Easy	0	0	00:01:40	41	60.2%	\$4.40	3	1	1	1	0	0	0	0	0
126	1441	116	07:12	Difficult	0	0	00:01:03	152	73.33%	\$4.38	0	1	1	1	0	0	1	0	0
123	172	16	07:25	Difficult	0	0	00:01:06	122	63.8%	\$4.36	0	1	1	1	0	0	1	0	0
25	317	41	04:25	Easy	0	0	00:00:32	4797	25.44%	\$4.32	1	1	1	1	0	0	0	0	0
521	351	41	04:48	Easy	7	0	00:00:47	120	27.4%	\$3.99	1	1	1	1	0	0	0	0	0
25	1270	90	06:25	Difficult	10	0	00:00:43	19	0%	\$3.87	0	1	1	1	0	0	0	0	0
474	537	43	02:41	Fairly Easy	7	0	00:01:06	41	90%	\$3.77	0	1	1	1	0	0	0	0	0
25	280	29	01:03	Fairly Easy	6	0	00:00:43	74	0%	\$3.74	14	1	1	1	0	0	0	0	0
25	607	54	03:52	Fairly Easy	6	0	00:00:35	72	40%	\$3.63	1	1	1	1	0	0	0	0	0
124	349	39	04:25	Fairly Easy	0	0	00:00:40	64	69.42%	\$3.61	2	1	1	1	0	0	0	0	0
126	1450	116	07:08	Difficult	0	0	00:01:04	535	69.7%	\$3.29	0	1	1	1	0	0	0	0	0

Great guides here from [ipullrank](#), [Buffer](#), and [Inflow](#)

SEMrush to benchmark organic value

https://moz.com/beginners-guide-to-seo

Desktop Mobile

Organic Search Positions for google.com database

257

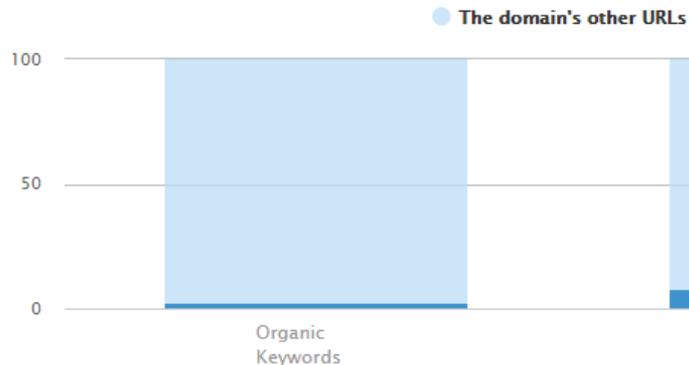
KEYWORDS

8.9K

TRAFFIC

\$111K

TRAFFIC COST



ORGANIC SEARCH POSITIONS 1 - 100 (257)

Keyword	Pos	Volume	CPC	Com.	Traffic %
seo	5	90,500	12.03	0.76	3.97
search engine optimization	4	22,200	18.80	0.54	1.36
what is seo	8	9,900	7.51	0.21	0.26

Scope out your potential ROI

f_x To customize this spreadsheet, go to File > Make a copy		
	A	B
1	<i>To customize this spreadsheet, go to File > Make a copy</i>	
2	**ONLY EDIT THE NUMBERS IN RED**	
3	GOALS	
4	How many Linking Root Domains (LRDs) are needed to match your closest competitor? Use MozBar to find this metric; see example image at this URL: www.siegemedia.com/image/roi-mozbar [Chapter 3, page 15]	4,739
5	How many LRDs do you generate per piece of content on average? This could include blog posts, eBooks, tools, guides, webinars, etc. [Chapter 3, page 16]	4
6	How many pieces of content do you create per month on average? [Chapter 3, page 16]	8
7	<u>Number of LRDs per month (from content marketing)</u>	<u>32</u>
8	How many LRDs per month do you get for all other reasons? This could include links to product pages, homepage links for TV ad you ran, traditional link building, etc. [Chapter 3, page 16]	10
9	<u>Combined Number of LRDs per month</u>	<u>42</u>
10	What is your estimated link attrition rate (percentage of links you lose over time)? [Chapter 3, page 17]	5%
11	Adjusted LRDs Per Month = 40	
12	Number of Months to Reach LRD Goal = 119	
13	Number of Years to Reach LRD Goal = 9.9	
14		
15	EXPENSES	
16	What are your content marketing expenses each month? (ex. content research, creation and promotion) [Chp. 4, page 21]	\$12,500
17	What are your SEO expenses each month? (ex. traditional link building, on-page website improvements for organic search, etc) [Chp. 4, page 22]	\$21,664
18	<u>Average Total Monthly Expenses</u>	<u>\$34,164</u>
19	*Optional* If you're creating a new web business, how much will the first, fully-completed version of your website cost? This should include research, idea validation, prototyping, UX, design and development. [Chp. 4, page 23]	\$300,000
20	Cost Per LRD = \$856	



For detailed instructions how to use this calculator, download the guide at:

<http://siegemedia.com/roi>

Measure social performance

Sort by: Total Shares Page 1 of 563

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES	
<p>The Web Developer's SEO Cheat Sheet 3.0</p> <p>moz.com - More from this domain By Cyrus Shepard - May 18, 2015</p> <p>Article</p>	View Backlinks	2.3k	1.2k	5.3k	99	5.4k	14.4k
	View Sharers						
	Share						
<p>Why Good Unique Content Needs to Die - Whiteboard Friday</p> <p>moz.com - More from this domain By Rand Fishkin - May 22, 2015</p> <p>Article</p>	View Backlinks	927	3.5k	2.6k	1	929	8.0k
	View Sharers						
	Share						
<p>Is Brand a Google Ranking Factor? - Whiteboard Friday</p> <p>moz.com - More from this domain By Rand Fishkin - May 29, 2015</p> <p>Article</p>	View Backlinks	736	3.5k	2.4k	0	546	7.2k
	View Sharers						
	Share						
<p>15 SEO Best Practices for Structuring URLs</p> <p>moz.com - More from this domain By Rand Fishkin - Feb 24, 2015</p> <p>Article</p>	View Backlinks	30	1.3k	4.5k	100	1.2k	7.1k
	View Sharers						
	Share						

Add traffic and on-page engagement

1Metric

[1 mo.](#) | [2 mos.](#) | [3 mos.](#) | [6 mos.](#) | [12 mos.](#) | [2014 \(v1.1\)](#) ([CSV](#))

Date	Post Title	Author	1Metric	Uniques	Thumbs	Comments	Likes	Tweets	+1s
Jun 12	Why We Can't Do Keyword Research Like It's 2010 - Whiteboard Friday ...	Rand Fishkin	89	20,016	83	78	802	2,574	635
Jun 22	The Alleged \$7.5 Billion Fraud in Online Advertising - Moz	Samuel Scott - @samueljscott	78	37,246	35	82	1,195	2,131	171
Jun 5	Should I Use Relative or Absolute URLs? - Whiteboard Friday - Moz	Ruth Burr Reedy	77	14,098	62	118	368	1,710	231
Jun 19	How to Estimate the Total Volume and Value of Keywords in a Given Ma...	Rand Fishkin	75	12,171	46	64	552	2,156	332
Jun 15	Can You Rank in Google Without Links? New Data Says Slim Chance - ...	Cyrus Shepard	75	13,217	36	81	651	2,255	444
Jun 25	How Google May Use Searcher, Usage, & Clickstream Behavior to Impa...	Rand Fishkin	71	8,819	42	74	471	1,927	489
Jun 24	The Absolute Beginner's Guide to Google Analytics - Moz	Kristi Hines	69	10,428	37	69	599	2,101	442
Jun 18	The Colossus Update: Waking The Giant - Moz	Dr. Peter J. Meyers	60	11,854	36	50	311	1,572	163
Jun 1	Misuses of 4 Google Analytics Metrics Debunked - Moz	Tom Capper	50	9,617	35	33	341	2,002	242

An Exclusive Beta Preview for MozCon Attendees



MOZ

Description Length	Word Count	Sentence Count	Reading Time	Reading Difficulty	Images	Videos	Time on Page	Unique Pageviews	Bounce Rate	Page Value	Majestic Links	Page Authors	Mooscape Links	Atreya Links	Twitter	Quora	Facebook	LinkedIn	Pinterest
290	252	28	08:02	Fairly Easy	6	0	80:08 B	1	0%	\$71.96	6	1	1	0	0	0	0	0	0
58	595	44	02:34	Fairly Easy	6	0	08:00:23	1	0%	\$57.36	6	1	1	1	0	0	0	0	0
642	368	38	04:48	Standard	7	1	08:04:44	2	100%	\$28.05	0	1	1	1	0	0	0	0	0
239	208	28	08:00	Easy	6	0	08:00:49	12	0%	\$17.80	0	1	1	0	0	0	0	0	0
58	339	24	08:46	Easy	6	0	08:00:34	5794	60.78%	\$17.68	14	1	1	1	0	0	0	0	0
38	408	43	02:80	Standard	7	0	08:00:54	13	55%	\$13.22	0	1	1	0	0	0	0	0	0
38	396	28	08:40	Easy	6	0	08:00:39	181	0%	\$13.85	0	1	1	0	0	0	0	0	0
38	598	43	02:80	Fairly Easy	7	0	08:00:22	8	0%	\$12.38	0	1	1	1	0	0	0	0	0
152	232	41	01:41	Standard	0	0	08:00:43	83	\$4.58%	\$8.48	3	1	1	1	0	0	0	0	0
38	234	26	01:80	Fairly Easy	7	0	80:08:25	3	100%	\$8.51	0	1	1	1	0	0	0	0	0
38	317	41	04:26	Easy	0	0	08:00:37	26	0%	\$8.49	0	1	1	0	0	0	0	0	0
38	384	29	00:59	Easy	6	0	80:04:46	1524	56.9%	\$8.75	2	1	1	1	0	0	0	0	0
38	329	30	06:27	Difficult	11	0	80:01:08	28	50%	\$8.95	12	1	1	1	0	0	0	0	0
76	262	32	04:24	Fairly Easy	7	0	80:08 B	3	50%	\$8.85	0	1	1	0	0	0	0	0	0
38	407	38	02:82	Fairly Easy	6	0	08:01:12	24	0%	\$8.80	0	1	1	0	0	0	0	0	0
128	385	44	04:24	Fairly Easy	0	0	80:04:08	41	75%	\$8.51	2	1	1	1	0	0	0	0	0
189	379	37	04:53	Standard	0	0	80:04:05	99	50%	\$8.01	0	1	1	1	0	0	0	0	0
38	243	28	01:42	Fairly Easy	6	0	08:00:27	6	100%	\$6.95	0	1	1	1	0	0	0	0	0
123	332	38	01:41	Fairly Easy	0	0	80:04:43	83	61.1%	\$6.61	3	1	1	1	0	0	0	0	0
38	329	30	06:27	Difficult	11	0	08:00:55	168	56.9%	\$6.70	0	1	1	1	0	0	0	0	0
38	537	44	02:48	Standard	0	1	08:00:23	26	100%	\$6.61	0	1	1	0	0	0	0	0	0
38	383	24	08:40	Easy	6	0	08:00:27	437	66.67%	\$6.67	0	1	1	1	0	0	0	0	0
38	264	31	01:19	Fairly Easy	0	0	80:01:51	3	0%	\$6.37	0	1	1	1	0	0	0	0	0
38	329	30	06:29	Difficult	10	0	08:00:36	85	100%	\$6.33	0	1	1	1	0	0	0	0	0
38	317	41	04:26	Easy	0	0	08:00:32	284	22.8%	\$6.62	0	1	1	0	0	0	0	0	0
38	329	30	06:24	Difficult	10	0	08:00:49	1899	47.2%	\$8.71	6	1	1	1	1	0	0	0	0
38	329	30	06:27	Difficult	11	0	08:00:36	67	25%	\$5.46	0	1	1	1	0	0	0	0	0
290	415	43	02:22	Standard	12	0	08:00:49	68	66.67%	\$8.76	0	1	1	1	0	0	0	0	0
58	329	30	06:27	Difficult	11	0	08:02:49	16	0%	\$5.80	12	1	1	1	0	0	0	0	0
126	338	44	04:38	Fairly Easy	0	0	08:00:40	71	33.33%	\$4.70	1	1	1	1	0	0	0	0	0
156	318	39	04:33	Fairly Easy	0	0	08:00:54	98	85.81%	\$4.66	0	1	1	1	0	0	0	0	0
132	1172	107	07:25	Difficult	0	1	80:01:36	380	69.7%	\$4.58	0	1	1	1	0	1	0	0	0
126	338	44	01:41	Fairly Easy	0	0	80:04:26	138	50%	\$4.43	3	1	1	1	0	0	0	0	0
138	306	44	01:31	Fairly Easy	0	0	08:01:40	41	61.8%	\$4.40	3	1	1	1	0	0	0	0	0
138	1641	118	07:12	Difficult	0	0	80:01:03	162	73.33%	\$4.38	0	1	1	1	0	1	0	0	0
123	1172	118	07:25	Difficult	0	0	80:04:06	522	63.8%	\$4.36	0	1	1	0	0	1	0	0	0
38	317	41	04:26	Easy	0	0	08:00:32	4797	25.44%	\$4.32	1	1	1	1	0	0	0	0	0
52	381	41	04:48	Easy	7	0	08:00:47	100	27.4%	\$3.99	1	1	1	1	0	0	0	0	0
38	1270	100	06:25	Difficult	10	0	08:00:43	189	0%	\$3.87	0	1	1	1	0	0	0	0	0
474	532	43	02:48	Fairly Easy	7	0	80:04:08	41	100%	\$3.77	0	1	1	0	0	0	0	0	0
38	280	23	04:02	Fairly Easy	6	0	08:00:43	74	0%	\$3.74	14	1	1	1	0	0	0	0	0
38	607	58	02:62	Fairly Easy	6	0	08:02:35	72	40%	\$3.63	1	1	1	1	0	0	0	0	0
134	319	33	04:26	Fairly Easy	0	0	08:00:40	64	69.42%	\$3.61	2	1	1	1	0	0	0	0	0
118	1451	118	07 B	Difficult	0	0	80:04:04	535	69.7%	\$3.39	0	1	1	1	0	0	0	0	0



moz.com/blog

Summary	473 <small>PAGES</small>	1,422 <small>AVG. SHARES</small>	177 <small>AVG. LINKS</small>	47 <small>AVG. SCORE</small>	Bi-monthly <small>PUB. FREQUENCY</small>
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Word Count



Topics

- moz blog
TOP PERFORMING
- whiteboard friday
MOST RELEVANT
- moz
MOST FREQUENT

Social Shares



- 30,417
- 141k
- 213k
- 0
- 288k

Content Types

	COUNT	AVG. SCORE
List	36	59
How-To	57	53
Article	385	50
What	13	48

Authors

	COUNT	AVG. SCORE
Rand Fishkin	99	52
Cindy Krum	2	77
Jeremy_gottlieb	2	77
Geoff Kenyon	4	61

Content Inventory

* Displaying 250 pages for the Beta Preview. Click the CSV export to view the full inventory.



Film Review: 'Jurassic World'

EMAIL **40** 4 528
PRINT TALK [g+](#) [Tweet](#)



JUNE 10, 2015 | 06:00AM PT

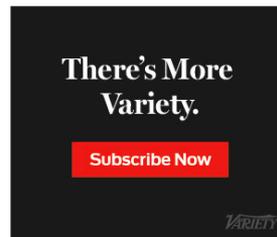
COURTESY OF UNIVERSAL PICTURES

Michael Crichton and Steven Spielberg's test-tube dinosaurs get a critic-proof reboot that's fun for a while, but not a patch on the original.

Scott Foundas
Chief Film Critic
[@foundasonfilm](#)

"No one's impressed by a dinosaur anymore," notes one character early on in "Jurassic World," and it's easy to imagine the same words having passed through the lips of more than one Universal Studios executive in the years since Michael Crichton and [Steven Spielberg](#)'s 1993 "Jurassic Park" shattered box office records, along with the glass ceiling for computer-generated visual effects. Two decades and two lackluster sequels later, [producer](#) and studio have spared few expenses in crafting a bigger, faster, noisier dinosaur opus, designed to reclaim their place at the top of the blockbuster food chain. What they've engineered is an undeniably vigorous assault of jaw-chomping jolts and Spielbergian family bonding that nevertheless captures only a fraction of the original film's overflowing awe and wonderment. Which should still be more than enough to cause a T-rex-sized ripple effect at the summer multiplex turnstile.

If the first "Jurassic Park" served as a game-changing harbinger of the CGI-era tentpole movie (as



Extracted Keyword Relevance

WIKI	SCORE	NORMALIZED SCORE	KEYWORD	RELATED
✔	0.545510419757	93	Jurassic World	Jurassic
--	0.212754326378	69	Jurassic World Review	--
✔	0.0494155114656	29	Film Review	Film
✔	0.0434395664745	26	Jurassic Park	--
✔	0.0274680961196	16	Jurassic Park III	--
--	0.0243376429064	14	Original Film	--
--	0.0233696020523	13	Jurassic Films	--
--	0.0156280538106	72	Jurassic Park Movie	--
--	0.0149276807057	76	Indominus	--

[← Back to Site Review](#)

Topics Inventory

[CSV](#)

NAME ▾	AVG. SCORE ▾	COUNT ▾	AVG. SHARES ▾	AVG. LINKS ▾
Batman news	30	1	8,551	0
Art news	24	1	--	0
Tokyo news	22	1	8,552	0
Arkham knight	21	6	108	--
Batman	21	7	108	--



Content Search

seo (custom queries coming soon)

Analyze

CSV

Results for "seo (custom queries coming soon)"

84

Advanced Local SEO Competition Analysis - Moz
06/28/2015

seo competition competitive analysis local search

Inbound Links: 75

Facebook	208
Twitter	225
LinkedIn	1,926
Reddit	0
StumbleUpon	3,639

Buffer

77

The Evolution Of SEO Trends Over 25 Years
06/24/2015

seo trends seo evolution

Inbound Links: 89

Facebook	1,221
Twitter	423
LinkedIn	1,844
Reddit	0
StumbleUpon	744

Buffer

75

7 Key SEO Activities That Can Now Be Automated
06/25/2015

seo activities 7 key seo activities seo tools seo process

Inbound Links: 247

Facebook	1,064
Twitter	273
LinkedIn	1,757
Reddit	0
StumbleUpon	561

Buffer

70

16 Actionable SEO Copywriting Secrets For More Traffic
06/18/2015

seo copywriting keyword seo subheadings

Inbound Links: 56

Facebook	782
Twitter	407
LinkedIn	2,083
Reddit	1
StumbleUpon	622

Buffer

65

How to Do SEO in 2015
Have You Interviewed Your Buyers?

Are You Blogging Consistently?

Which SEO Tactics Should You Try Next? [Flowchart]
06/16/2015

flowchart tactics marketing blog hubspot

Inbound Links: 294

Facebook	300
Twitter	154
LinkedIn	1,710
Reddit	122
StumbleUpon	891

Buffer

57

The Meta Referrer Tag: An Advancement for SEO and the Internet - Moz
07/06/2015

meta referrer tag referrer referrer data

Inbound Links: 45

Facebook	247
Twitter	464
LinkedIn	2,089
Reddit	0
StumbleUpon	428

Buffer

Private Beta Details

1. It's free
2. It lives at <https://beta.moz.com/content/>
3. You need a Moz account
4. Use your MozCon email to login
5. Feedback appreciated!



THANK YOU



MATTHEW BROWN

Moz

@MatthewJBrown