



High ROI Content Strategies

Cyrus Shepard

SEO & Director of Marketing

PlaceFull.com

@cyrusshepard





Ready for Change?

resistance is futile



Vanishing SEO



- Directories

- Directories
- Link Networks

- Directories
- Link Networks
- Article Marketing

- Directories
- Link Networks
- Article Marketing
- Press Releases



[SEO Status Codes: How Status Code Management Can Improve SEO](http://www.blindfiveyearold.com/seo-status-codes)

www.blindfiveyearold.com/seo-status-codes



by Adam Kohn - In 11,394 Google+ circles

Jan 26, 2011 - One of the more technical aspects of SEO is to understand

monitor

valuable

The <title> shows up as this blue link.

Title Tags

<http://www.blindfiveyearold.com/google-changed-my-title>





Infographics

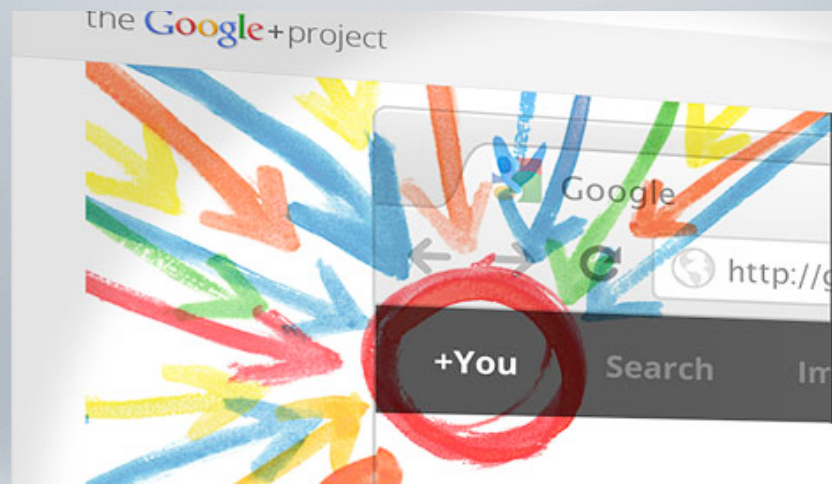


>click here<

Anchor Text



What will we do?



GOOGLE+

The 3rd Sock?

NOT A SOCIAL
NETWORK



Home

Profile

Explore

Events

Photos

Circles

Local

Games

Cyrus Shepard

View as... Edit profile

Posts

About

Photos

Videos

+1's

Tagline

Web Strategist and Marketing Consultant

Introduction

I live in Seattle and work on the Interwebs. I work as a [redacted], and also a paid associate of SEOMoz. I love tackling tough SEO problems and helping online businesses spread their online marketing message. The web is the most democratizing force the world has ever seen, and I'm proud to be a part of it.

My wife Dawn creates art as the world's greatest graphic designer at [redacted]. Not only does she provide me with great logos and infographics, but she's a personal inspiration as well. As an SEO, I've learned that having a graphic designer as a partner is an invaluable asset. Highly recommended.

Works at Cyrus Shepard Inc.

Attended University of Southern California

Lives in Seattle, WA

559 IN YOUR CIRCLES

FOLLOWED PROFILE LINKS

FOLLOWED POST LINKS



Rand Fishkin

11:27 AM · Public

We're running a test on the impact of social sharing signals on several aspects of marketing and metrics (including SEO stuff). If you can help share/tweet /+1/spread <http://bit.ly/cafebatmanbreakfast> that would be greatly appreciated.

<http://bit.ly/cafebatmanbreakfast>



 **Cafe Batman Breakfast | SEOmoz**

Loading... It may come as little surprise to those who know his dark origins and obsession with staying up late that Batman, the Dark Knight, the Caped Crusader, the Avenger of Gotham, drinks only tin...

+1



+42



38

[Cyrus Shepard - Google+ - Very cool tool for any business with a ...](https://plus.google.com/.../posts/Xc23a5JZMe6)

<https://plus.google.com/.../posts/Xc23a5JZMe6>



by Cyrus Shepard - in 3,778 Google+ circles

Cyrus Shepard · 2012-04-20 · +1'd on www.portent.com. - Public. Very cool tool for any business with a **Facebook** page. Introducing the **Facebook** Custom Tab ...

ONLY MAJOR PLATFORM WITH
AUTHOR PHOTOS



UGLY PHOTO?

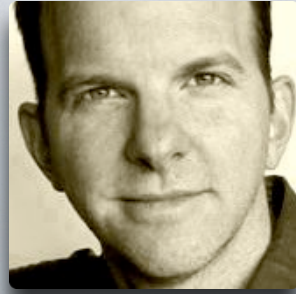




What if I Tested This?



What if I Tested This?



What if I Tested This?

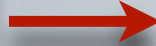












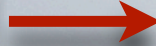
[Cyrus Shepard SEO Consultant & Web Strategist | Above the Fold](#)
[cyrusshepard.com/](#)



by Cyrus Shepard - in 3,778 Google+ circles

by **Cyrus Shepard**. Last year, MozCon 2011 went down on record as the greatest SEO and Inbound Marketing conference ever. That year, I was the emcee.

↳ [SEO Services](#) - [20 Future-Facing SEO Blogs ...](#) - [About](#) - [Build Spaceships](#)

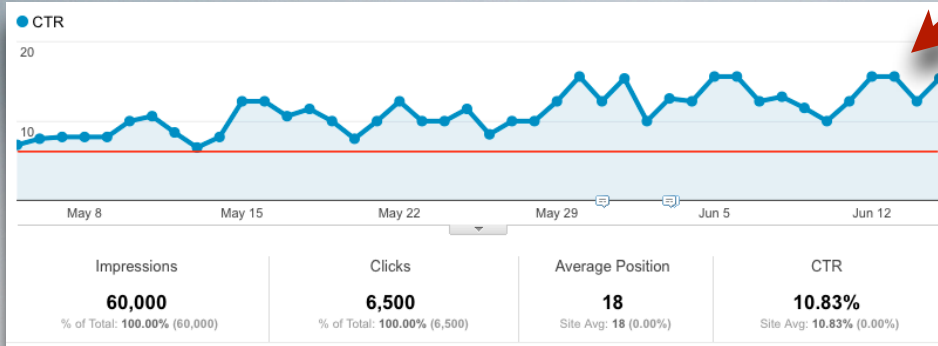


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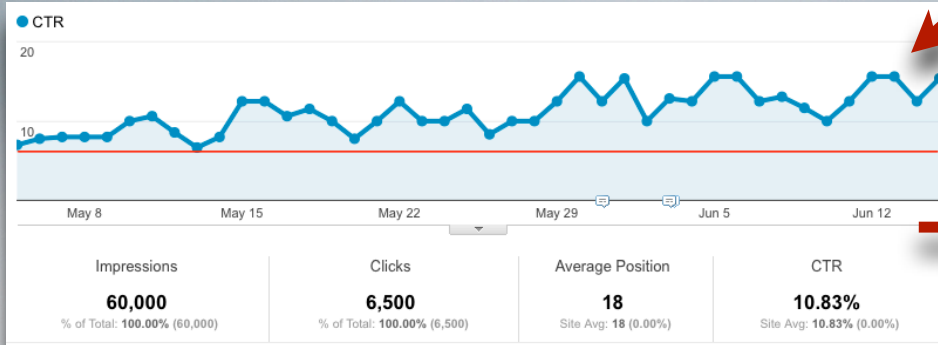


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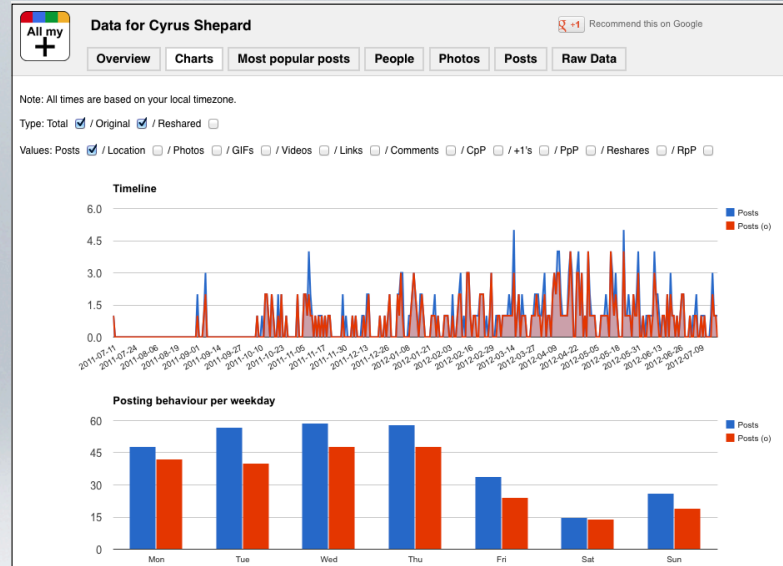
↳ [SEO Services](#) - [20 Future-Facing SEO Blogs ...](#) - [About](#) - [Build Spaceships](#)



CTR
56.00%
13.00% vs 8.33%

Bonus Tool:

All My +
www.allmyplus.com





Infographics



Cutts

VS



Infographics



ARE INFOGRAPHICS OVERPLAYED?

Why eBooks Beat Infographics



<http://www.collegeplus.org/ipad/>

Why eBooks Beat Infographics

I. Easy - Like a Kick Ass Blog Post



Why eBooks Beat Infographics

1. Easy - Like a Kick Ass Blog Post
2. Less Expensive



Why eBooks Beat Infographics

1. Easy - Like a Kick Ass Blog Post
2. Less Expensive
3. Evergreen Content



Why eBooks Beat Infographics

1. Easy - Like a Kick Ass Blog Post
2. Less Expensive
3. Evergreen Content
4. No Saturation



Why eBooks Beat Infographics

1. Easy - Like a Kick Ass Blog Post
2. Less Expensive
3. Evergreen Content
4. No Saturation
5. eBook Directories



Why eBooks Beat Infographics

6. Can Be Repurposed



Why eBooks Beat Infographics

6. Can Be Repurposed

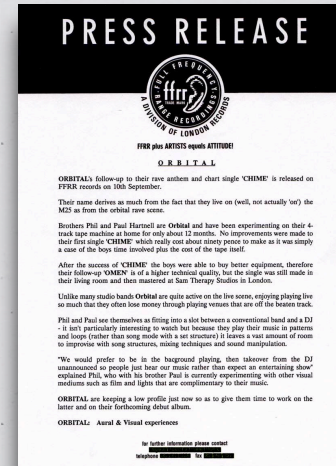
7. Not on Google's Radar



What about Press Releases?

* 99% Earn no Editorial Links

(best guess)



Impressive Distribution Report?

◆ —◆
Makes You Feel Like You're
Getting Your Money's Worth

EIN Presswire

<http://www.einpresswire.com/247pr/182423>

Consumer News Today

<http://consumer.einnews.com/247pr/182423>

Inbox Robot

<http://www.inboxrobot.com/247pr/182423>

Digital Journal

<http://www.digitaljournal.com/pr/167548>

News Blaze

<http://newsblaze.com/story/2010112200040100020.tf/topstory.html>

Tradeshow News Articles

http://tradeshownewsarticles.com/meetings_and_trade_shows_articles/2010/11/new-printing-technologies-lowers-the-cost-of-brands

Tradeshow PR News

http://tradeshowprnews.com/meetings_and_trade_shows_articles/2010/11/new-printing-technologies-lowers-the-cost-of-brands

Industry News Articles

http://industrynewsarticles.com/industry_articles/2010/11/new-printing-technologies-lowers-the-cost-of-brands

Industry PR News

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Restaurant News Articles

http://restaurantnewsarticles.com/restaurants_articles/2010/11/new-printing-technologies-lowers-the-cost-of-brands

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Manufacturing News Articles

http://manufacturingnewsarticles.com/manufacturing_articles/2010/11/new-printing-technologies-lowers-the-cost-of-brands

Manufacturing PR News

http://manufacturingprnews.com/manufacturing_articles/2010/11/new-printing-technologies-lowers-the-cost-of-brands

Apparel News Articles

http://apparelnewsarticles.com/apparel_textile_articles/2010/11/new-printing-technologies-lowers-the-cost-of-brands

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http://apparelprnews.com/apparel_textile_articles/2010/11/new-printing-technologies-lowers-the-cost-of-brands

All With Exact Match Anchors

"benign prostatic
hyperplasia"
"lower back pain"

Cost-effective Dr Allen's Devices for Lower Back Pain & Sciatica Relieve and Prostate Treatment Are At Hand Worldwide States Fine Treatment

A helpful pain relief and enlarged prostate treatment are effectively provided by new therapeutic devices designed by Dr. Simon Allen, Fine Treatment reports. No additional medications for sciatica/ lower back pain and BPH are required by this therapy. In addition to health benefits, the users can save a lot of money by foregoing other treatment options, the bills for which may well amount to thousands of dollars.

London, UK (PRWEB) July 20, 2012

[Tweet](#) [Like](#) [+1](#) [Share](#) [Dribbble](#)

Fine Treatment offers new natural cost-effective devices that can treat such common health disorders as **benign prostatic hyperplasia (BPH)** and chronic **lower back pain** caused by sciatica and osteoarthritis of the spine. This new therapy does not require surgery, painkillers, medications and invasive treatment options, so it can save a lot of money as doctor's visits run anywhere from \$60 to \$240, and to see a specialist, for instance urologist, will cost on average \$150.

According to the Journal of the American Medical Association (JAMA), money hasn't helped to reduce the number of sufferers with back pain; in 2005, 15% of U.S. adults reported back problems — up from 12% in 1997. At present, not only more people are seeking treatment for back pain, but also the price of treatment an individual pays has gone up.

"Thanks to the work of Dr Simon Allen, a revolutionary device addresses chronic lower back pain concerns", says Dr. Saint-Phard, MD, Lincoln Medical and Mental Health Center, USA. "The Thermobalancing Therapy is a new way of managing lower back pain and sciatica, at an affordable cost. The selling price is \$130, and the patient is guaranteed to get some relief within several days of using the device."

According to Consumer Reports, treating BPH with medication can run a bill of more than \$100 per month and men have to take them for years. Moreover, medications do not treat the prostate gland itself. That is why the Federal Guidelines for treating enlarged



All With Exact Match Anchors

"benign prostatic hyperplasia"

"lower back pain"

Google

Penguin Update



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This is Not Linkbait

#1 Problem:
No Linkable Assets

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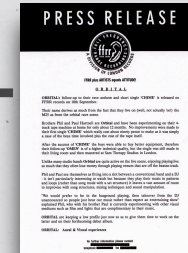
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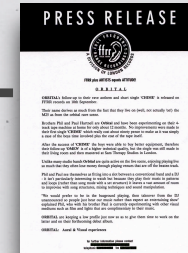
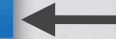
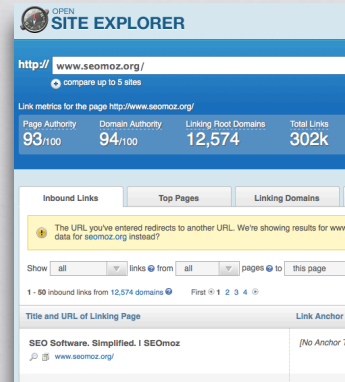
Create Linkable Assets

- New, Useful & Newsworthy
- Tools
- Guides, Reports & eBooks
- Free
- Videos
- Data Visualizations



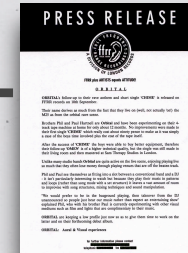
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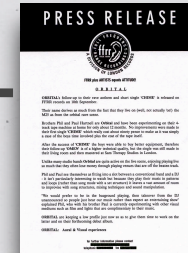
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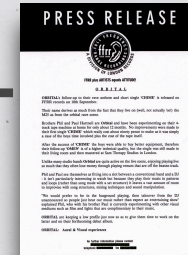
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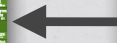


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- Free
- Videos
- Data Visualizations



- 



<http://newsmap.jp>

SEOMoz Memenounces \$18 Million in Series B Funding

Company Leverages Memes to Tell Investment Story; Brad Feld from Foundry Group Joins Board

SEATTLE, WA – May 1, 2012 – [SEOMoz](#), the industry's most popular provider of search engine and social optimization software, today announced its dislike for the normal press release, and intention to announce their \$18 million in Series B funding with a handful of Internet memes instead.



Now
this
is
Linkbait!

www.seomoz.org/dp/big-news-memeified

Hire a Pro


Contently

oDesk®

freelancer.com


guru

Elance®

HARO

Can it help YOU out?

www.helpareporter.com

★ ★ ★ ★

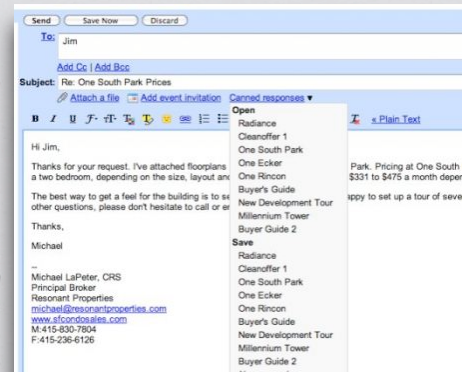
★ ★ ★ ★



3 Steps to HARO Success

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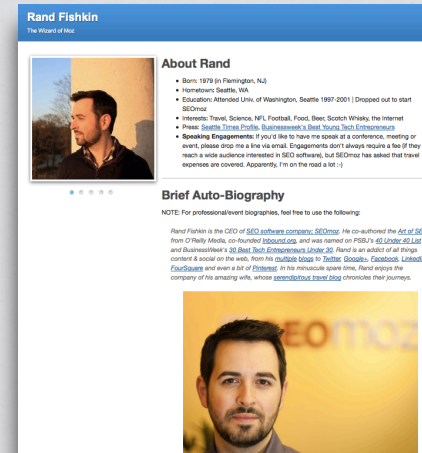
1. Gmail Canned Response



3 Steps to HARO Success

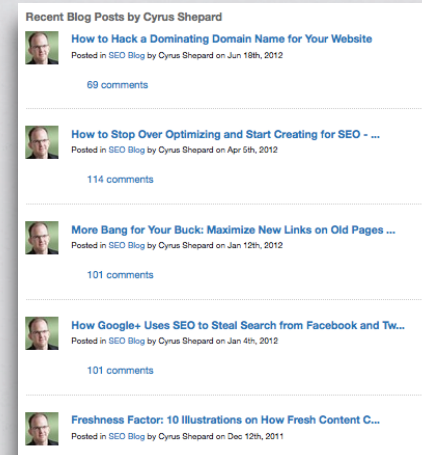
1. Gmail Canned Response

2. Link to "Expert" Page



3 Steps to HARO Success

1. Gmail Canned Response
2. Link to "Expert" Page
3. Link to Top Articles



3 Steps to HARO Success

1. Gmail Canned Response
2. Link to "Expert" Page
3. Link to Top Articles

Answer the Phone!



>click here<

>click here<

#1 Rule for SEO Success: Build Spaceships
by Rand Fishkin

Once in awhile I'm the luckiest guy I know.

In this instance, it was the dream job of a lifetime, working as the in-house SEO for [SEOMoz](#). The entire time there I walked around grooving like an idiot. This was SEOMoz. And I was the SEO! Hilly 5'9"!

During my tenure I watched organic search traffic, already impressive, rise by over 75%. Paid memberships doubled. The reports I delivered every week were filled with charts that went up and to the right. [>click here<](#)

Was I responsible for this online success? Not by a long shot.

It was the folks building spaceships.



Out of 45 people working at SEOMoz, do you know how many were dedicated to working full-time on SEO? (I mean, other than Rand)

Just one.

That means 44 other people spend each week working on something more important than increasing pageviews or improving the site's link profile.

It's not for lack of knowledge. This is the most SEO savvy group found in any tech startup, anywhere on earth. These are the people who built Linkscape, for Pete's sake. They invented MozRank and Domain Authority.

But these 44 employees almost never work on directly improving the SEO for the SEOMoz website itself. Still, they are the ones responsible for organic search traffic rising by leaps and bounds every week. How can that be?

- Contextual Analysis
- Block Analysis
- Keyword Proximity
- Reading Level
- Term Weighting
- Title Tag
- Page Relevance
- Domain Relevance
- Inbound Links
- Author Authority

>click here<

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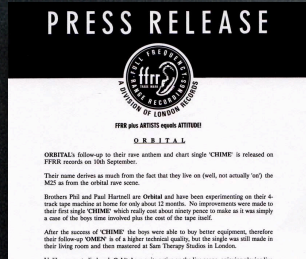
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Yes, We Are Ready

>thank you<



Q & A

Cyrus Shepard

SEO & Director of Marketing

PlaceFull.com

@cyrusshepard

