

2014

WELCOME!



Improve Your SEO by Mastering These Core Principles

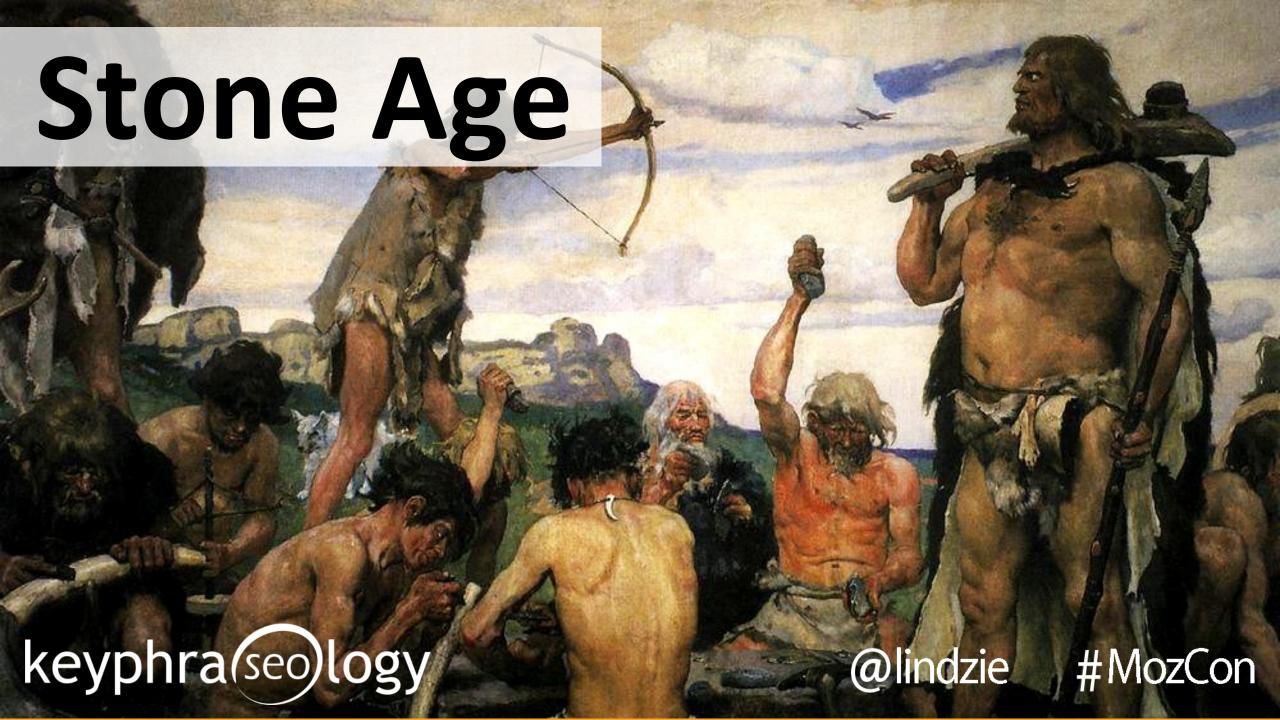
Lindsay Wassell • Keyphraseology

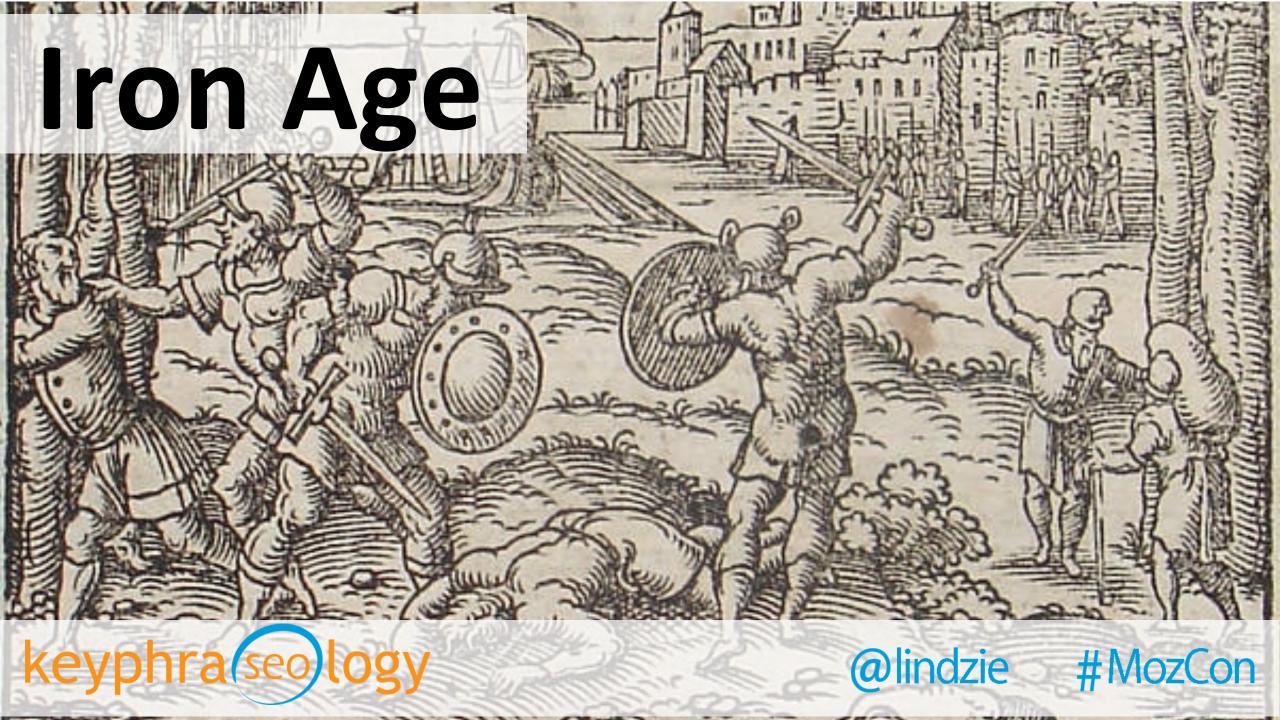
@lindzie • lindsay@keyphraseology.com



keyphra(seo)logy

@lindzie #MozCon

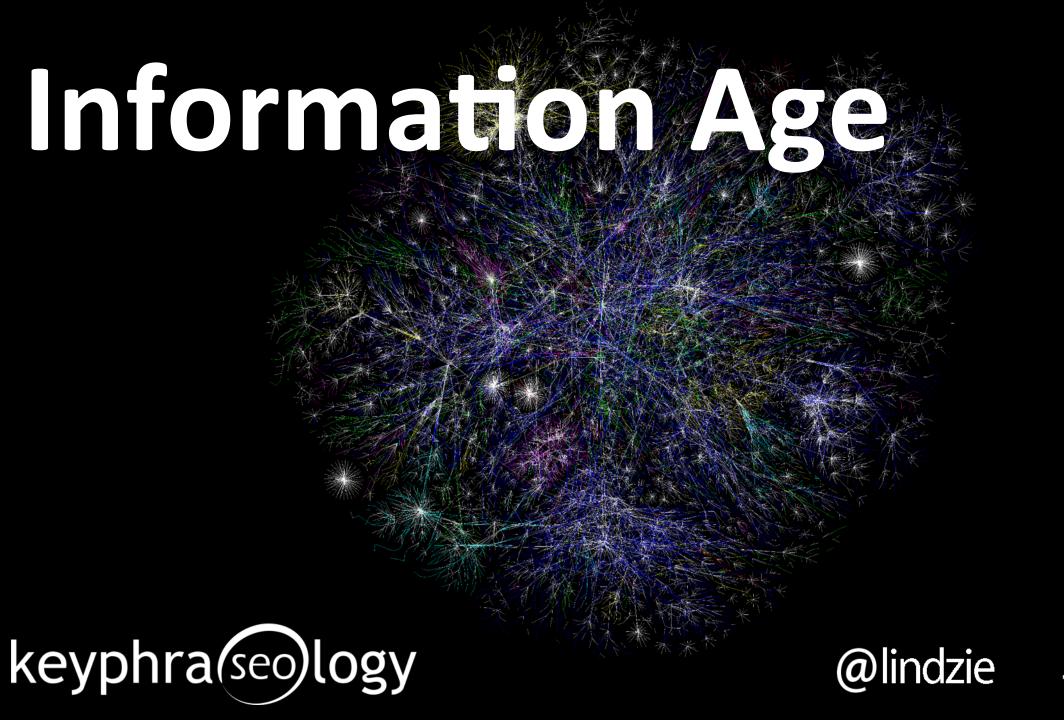






Digital Revolution A





#MozCon

MARKETING





How do we reach our audience in the information age?





Information is the perfect product.





The Internet is the perfect medium.





Organic Search is the perfect channel.



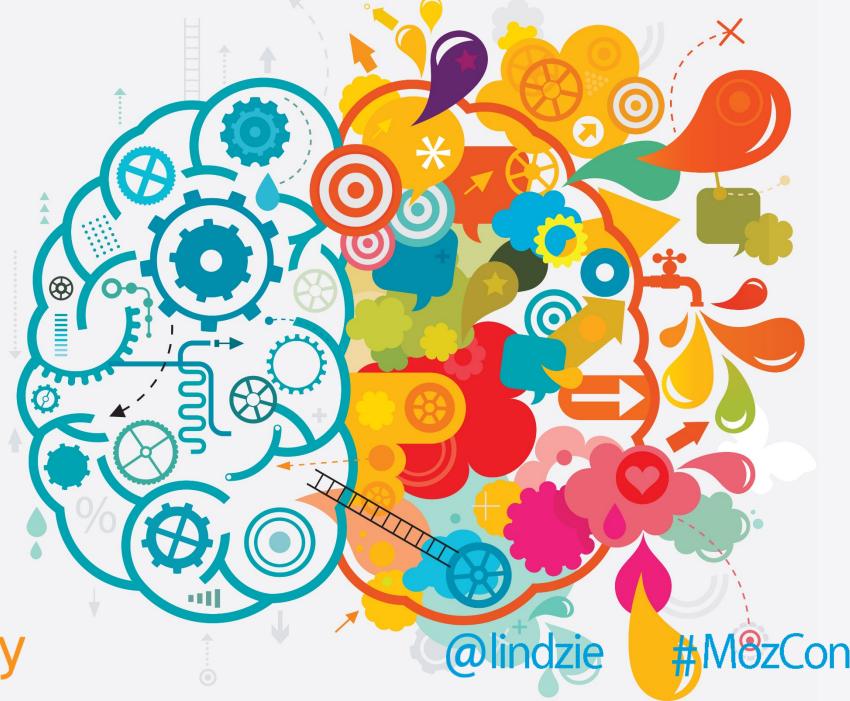


How do we win in Organic Search?





Master These Core Principles





- (1) INNOVATE
- (2) DEDICATE
- (3) EDUCATE
- (4) ACCOMODATE

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INOVATE

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Innovation wins the internet.







Kick Start Tip #1



Think like a product marketer.





What is a product?







Anything offered to a market to satisfy a want or need.











Anything offered to a market to satisfy a want or need.











Anything offered to a market to satisfy a want or need.









What is innovation?





A new method, idea, or product.

















Products ▼

Inspiration ▼

10+ Employees? ▼

Help & FAQ ▼

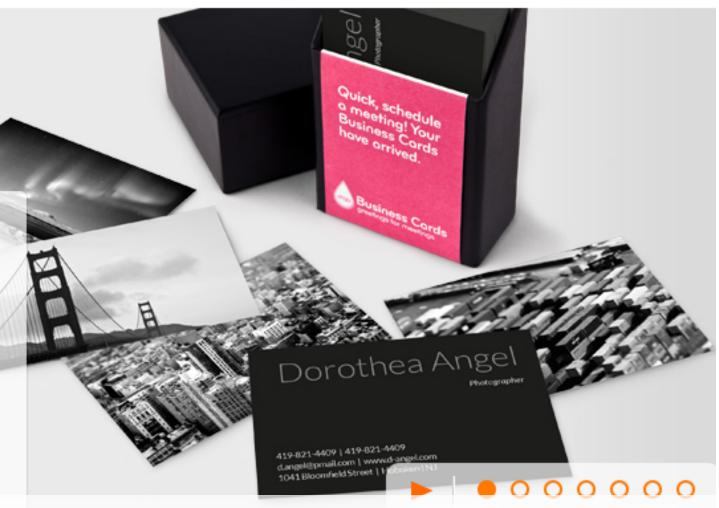
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Double-sided Business Cards from \$19.99

Business Cards should be a conversation starter - and with premium paper stock, the option to print a unique image on every card, and your choice of tactile finishes, MOO makes it easy to stand out. We put a lot into your business cards, so that every "hello" ends with "Let's talk again soon."

Say hello with one of our designs or with your own custom artwork.











Search

Help 1.866.614.8002





■ ALL PRODUCTS

BUSINESS CARDS

WEBSITES

MARKETING PRODUCTS

INVITATIONS & STATIONERY

CLOTHING

SPECIALS

Postcards

Get the word out and the customers in.

50 start at \$4.99

Enter promo code POSTCARDS

Get Started





Invitations & Announcements



What is digital product innovation?





define: digital product innovation



Apply a new method or idea to a digital product.



PHAIDON

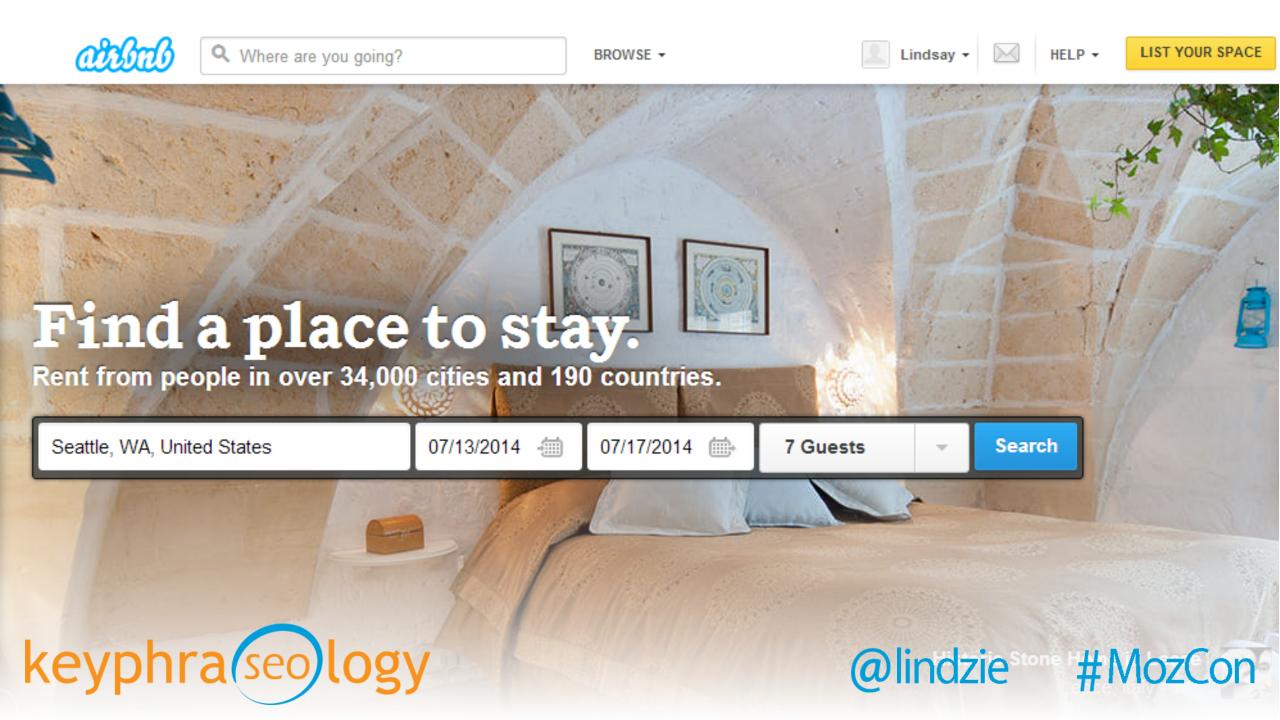
NEWS PHAIDON STORE DIGITAL BOOKS APPS PHAIDON CLUB EVENTS

Art / Articles / The fascinating story behind Andy Warhol's soup cans

The fascinating story behind Andy Warhol's soup cans

On the show's opening night a rival dealer offered soup cans cheaper in his gallery, Warhol's own gallerist bought back the five he'd sold, including one from Dennis Hopper, then offered to buy entire set from Andy for just \$3,000







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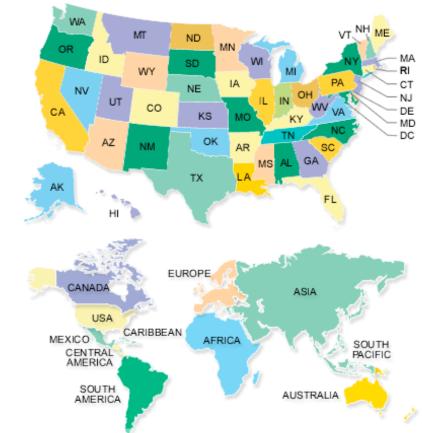
Search by Destination / Amenities

Ex. "Destin 2 bedroom pool"



- USA Vacation Rentals
- Canada Rentals
- Mexico Rentals
- Caribbean Rentals
- Yachts & Cruises









Already an owner, sign in here.



@lindzie

Tips to renting your 2nd home Download our FREE Guide



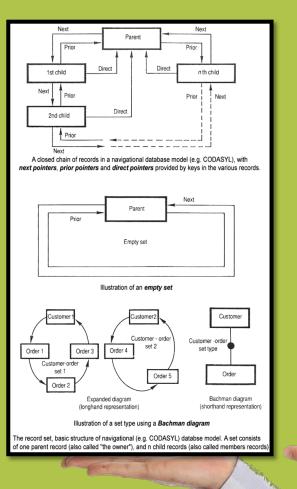
cation Rentals

Kick Start Tip #2





Innovate your world.



#2 My database runs faster than yours. @lindzie #MozCon



Copywriters can bring fresh perspectives

Database Engineers can make it run faster

Web Designers can make it easier to understand

Information Architects can use common language





The Internet Rewards Innovation

Root Domain Metrics See which metrics are affecting the root domain of your site.

	vrbo.com/	airbnb.com/
Domain Authority	85	[©] 87
Domain MozRank	√ 6.57	6.44
Domain MozTrust	v 6.72	6.62
External Equity-Passing Links	232,714	✓ 294,618
Total External Links	256,776	v 324,042
Total Links	✓ 1 ,751,501	468,058
Followed Linking Root Domains	√ 17,792	11,089
Total Linking Root Domains	√ 19,540	12,167
Linking C Blocks	2 ,739	2,166
 Equity-Passing Links: vs Non-Equity-Passing Links: 		
Internal Links vs External Links		











Web

Images

Shopping

Videos

More ▼

News

Search tools

About 68,600 results (0.27 seconds)

Campbell's **Soup Cans** - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Campbell's Soup Cans ▼ Wikipedia ▼ Campbell's Soup Cans, which is sometimes referred to as 32 Campbell's Soup Cans, is a work of art produced in 1962 by Andy Warhol. It consists of thirty-two ... Early career - The premiere - Motivation - Message

MoMA | Andy Warhol. Campbell's Soup Cans. 1962

www.moma.org/.../andy-warhol-campbells-soup... ▼ Museum of Modern Art ▼ When Warhol first exhibited these Campbell's Soup Cans in 1962, they were displayed together on shelves, like products in a grocery aisle. At the time, the ...

The Collection | Andy Warhol. Campbell's Soup Cans. 1962

www.moma.org/collection/object.php?object... ▼ Museum of Modern Art ▼ Andy Warhol (American, 1928-1987). Campbell's Soup Cans. Date: 1962; Medium: Synthetic polymer paint on thirty-two canvases; Dimensions: Each canvas ...

The fascinating story behind Andy Warhol's soup cans | Art ...

www.phaidon.com > Art > Articles ▼ Phaidon Press ▼

Feb 22, 2013 - On the show's opening night a rival dealer offered soup cans cheaper in his gallery, Warhol's own gallerist bought back the five he'd sold, ...



Campbell's Soup Cans

Art work
Campbell's Soup Cans, which is somethese to Macall C Soup Cans, is a work of art produced in 1962 by Andy Warhol. W

Artist: Andy Warhol

Period: Pop art Property Of Company Of the Company

Media: Synthetic polymer paint

Location: Museum of Modern Art

Created: 1962









DEDICATE

Focus on the user and all else will follow.

- Google







Focus on your audience and all else will follow.





Kick Start Tip #3





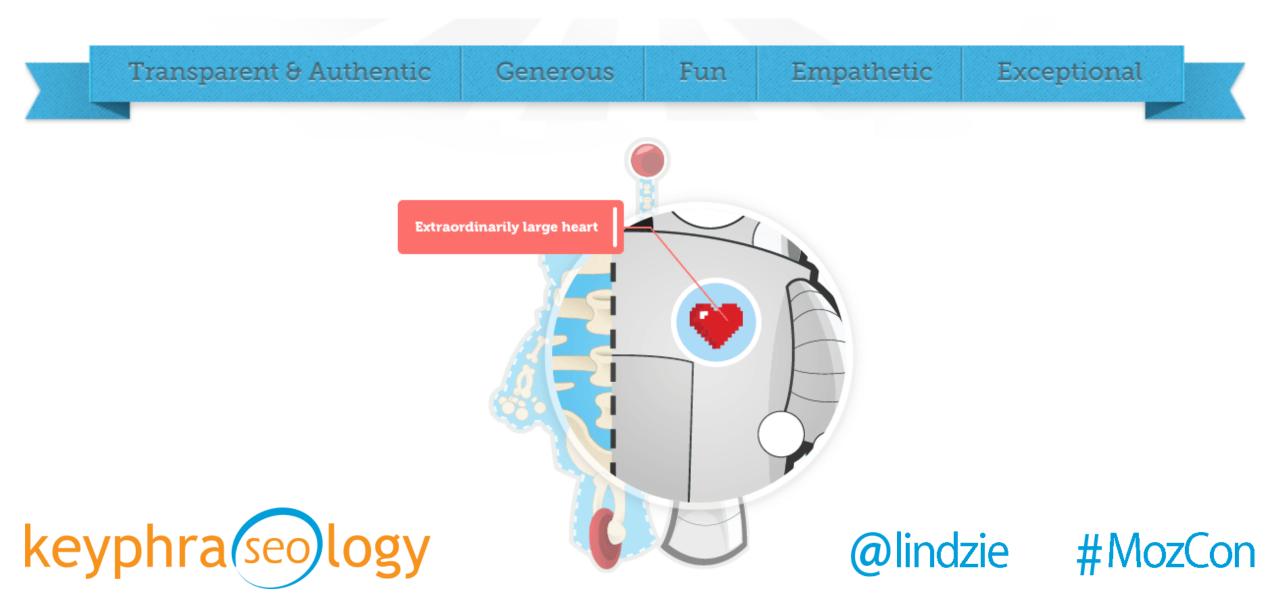
Care about your audience. It will show.







Dedication: Moz



Dedication: King of Pops









EDUCATE

1984



#MozCon

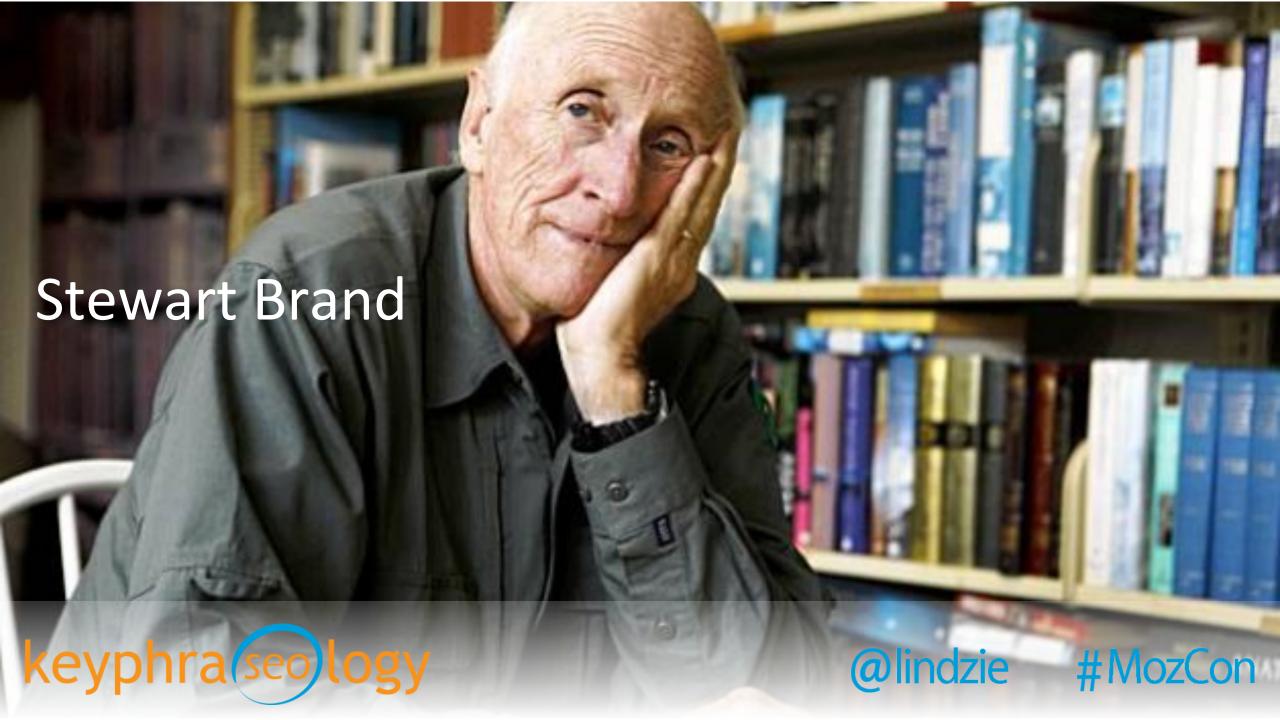


Information wants to be free.

- Stewart Brand







There's been too much stuff created which... Society did NOT have a need for that much of that kind of information!

- Steve Wozniak, 1984





1997









Kick Start Tip #4





Go bigger with your content. Stop publishing drivel.





Kick Start Tip #5







Promote it like you mean it.







EST. 1999









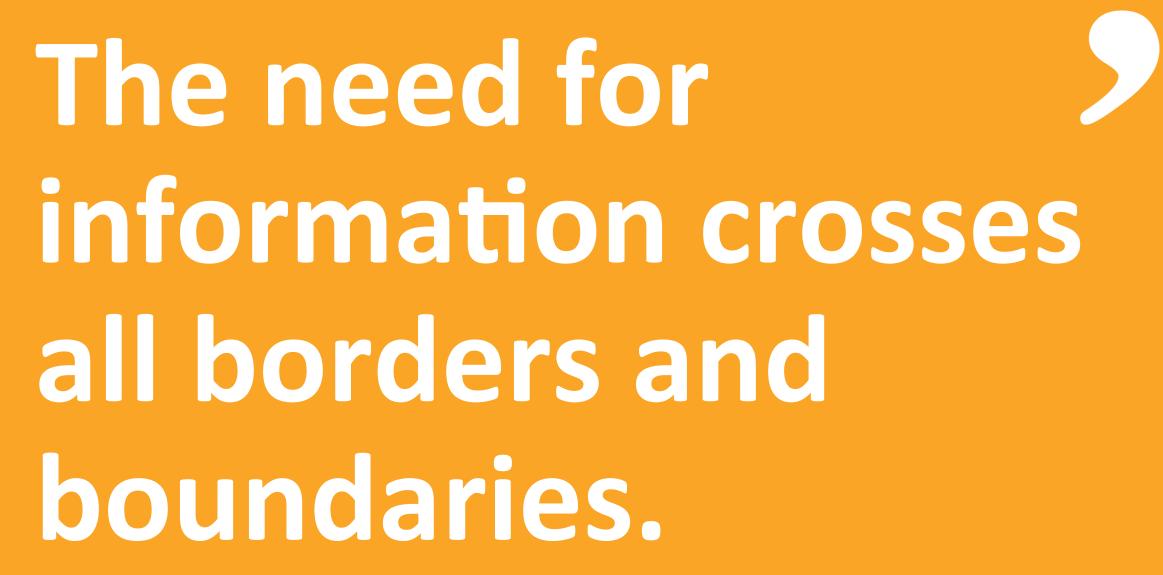
ACCOMODATE

The need for information crosses all borders.

- Google











Kick Start Tip #6



Do better at accommodating your audience.



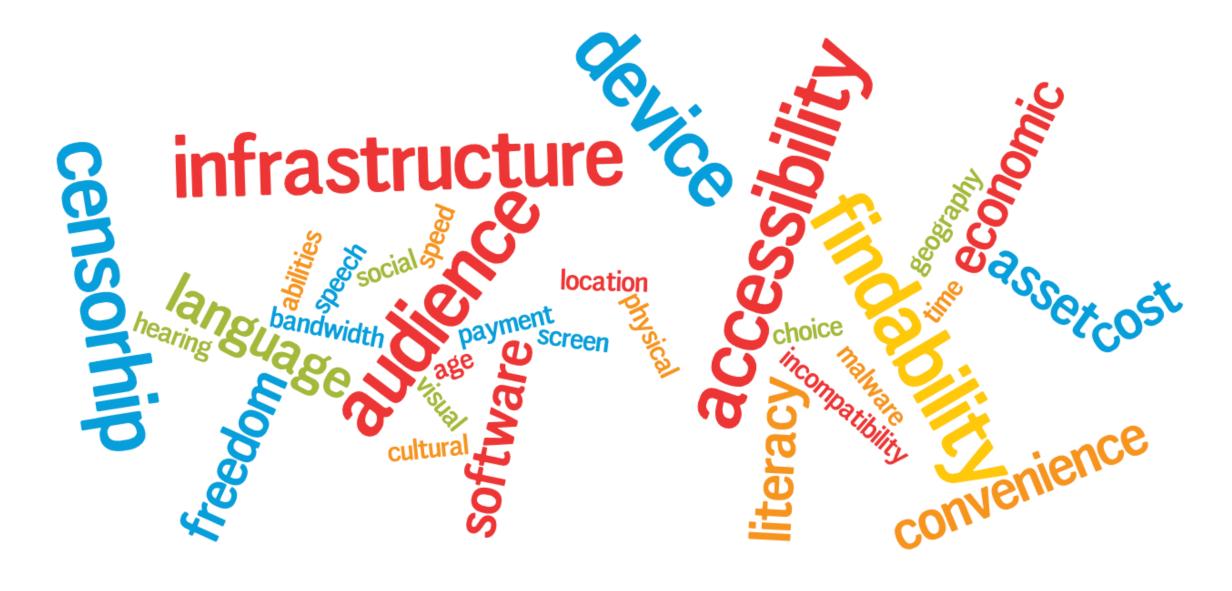
Apply the principles of Universal Design to your websites.



Information Access Barriers











And remember...





Robots are people, too.



Findability is key to accessibility.





Kick Start Tip #7



Never, ever, forget about the robots.

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THANK YOU! SESSION Q&A



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