

MOZCON

2014

WELCOME!

Beyond SEO

Tactics for Delivering an Integrated
Marketing Campaign

Paddy Moogan • Distilled

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#MozCon

con

1.2
www.
www.



Whiteboard Friday
April 19th, 2012 - Posted by [randish](#) to [Whiteboard Friday](#)

Having overly optimized web pages could soon get your websites in [snooze](#) and their search results. It has recently been announced that Google will start penalizing sites that engage in over-optimization practices. In this week's Whiteboard Friday, I'll share some changes that you should be making to your [SEO](#) practices in order to

[Read Full Entry](#) [392 comments](#)



Fast forward to today – Rand is doing a bit h



35 Link Building Tips in 35 Minutes







17



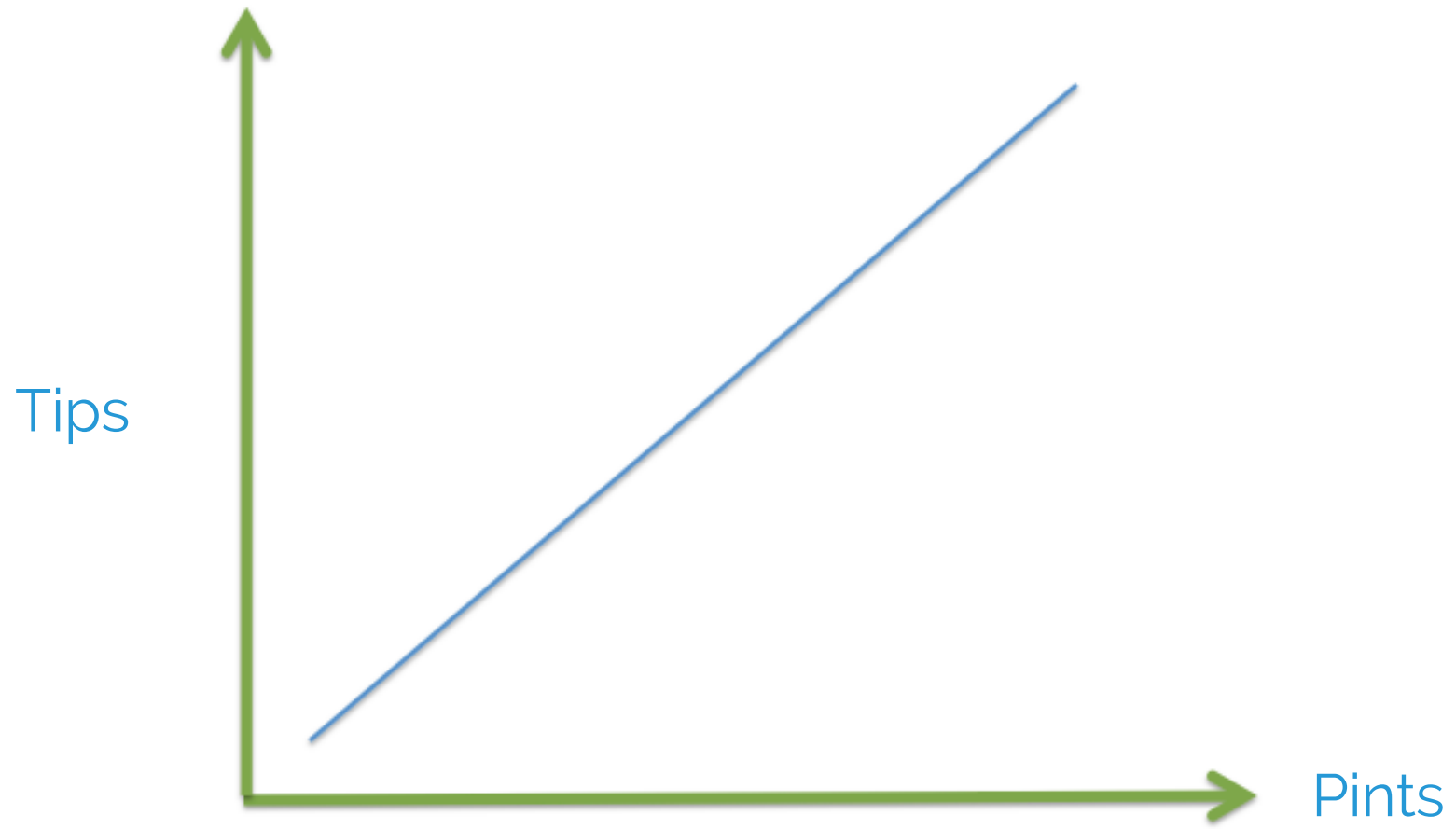
59

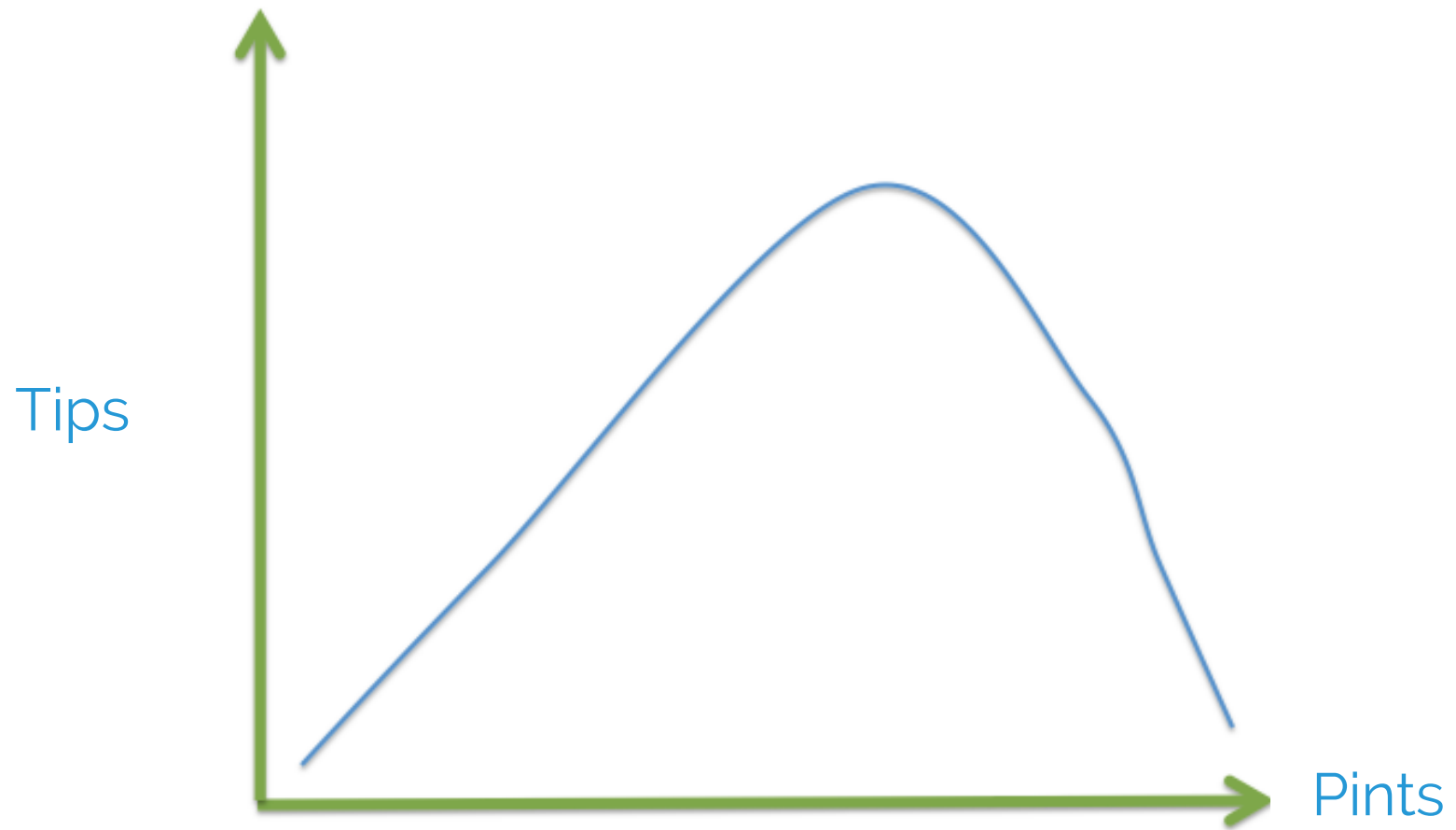
GUINNESS

DRAUGHT

GUINNESS
DRAUGHT

GUINNESS
DRAUGHT





ORGANIC SEARCH



Use URL Profiler - www.urlprofiler.com



URL Profiler v1.39 | Licensed to Paddy Moogan expires on Saturday 14 Jun 2025

SettingsAccountsSubmit a BugUser GuideDeactivate License

Domain Level Data

☐ Majestic SEO

☐ Mozscape

☐ Ahrefs

☒ PageRank

☐ Alexa Data

☐ Social Shares

☐ Social Accounts

☐ Email Addresses

☒ Whois Emails

☐ Whois Information

☐ Site Type

☐ IP Address

☐ Indexed in Google

☐ Wayback Machine

☐ Drop History

URL Level Data

☐ Majestic SEO

☐ Mozscape

☐ Ahrefs

☐ PageRank

☐ Social Shares

☐ Email Addresses

☐ HTTP Status

☐ PageSpeed

☐ Robots Access

☐ Indexed in Google

☐ Google Analytics

Content Analysis

☐ Readability

☐ uClassify

☐ Copyscape

Content CSS Selector: (optional)

Link Analysis

Domain to Check:

Anchors

Disavowed

Whitelist

Blacklist

URL List

URL

Right click on the list above to import or add URLs

Run Profiler

Windows Taskbar

11:17

09/07/2014

Actively disavow & remove
low quality links



Mashable  **NBC NEWS**

Daily  **Mail** **Forbes**

CNN

The Telegraph



2

Audit your linkable assets
at the start of projects





TWEETS
17.4K

PHOTOS/VIDEOS
1,723

FOLLOWING
1,672

FOLLOWERS
53.8K

FAVORITES
4,802

More ▾

BrewDog

@brewdog

The official
Pushing
conventional
beer. No
Apparent

📍 Scotland

🔗 brewdog.com

🕒 Joined February 2011

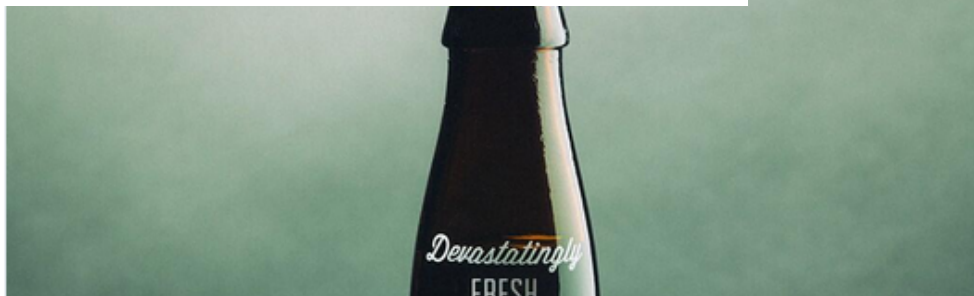
[Tweet to BrewDog](#)

Tweets

Tweets and replies

Social

the UK



[More info](#)

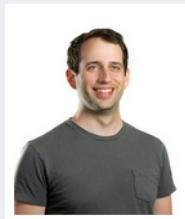
WISTIA CLASS PHOTOS



Meryl Ayres
Marketing



Danielle Bushrow
Design



Dave Cole
Customer



Kristen Craft
Marketing

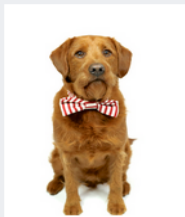


Olivier Cruer
Customer

People



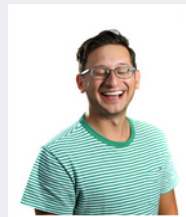
Matt Juszcak
DevOps



Lenny Lavigne
Recruiting



Chris Lavigne
Video



Dan Mills
Music / Creative



Jordan Munson
*Customer
Happiness*



Use Scrapedbox for
keyword research

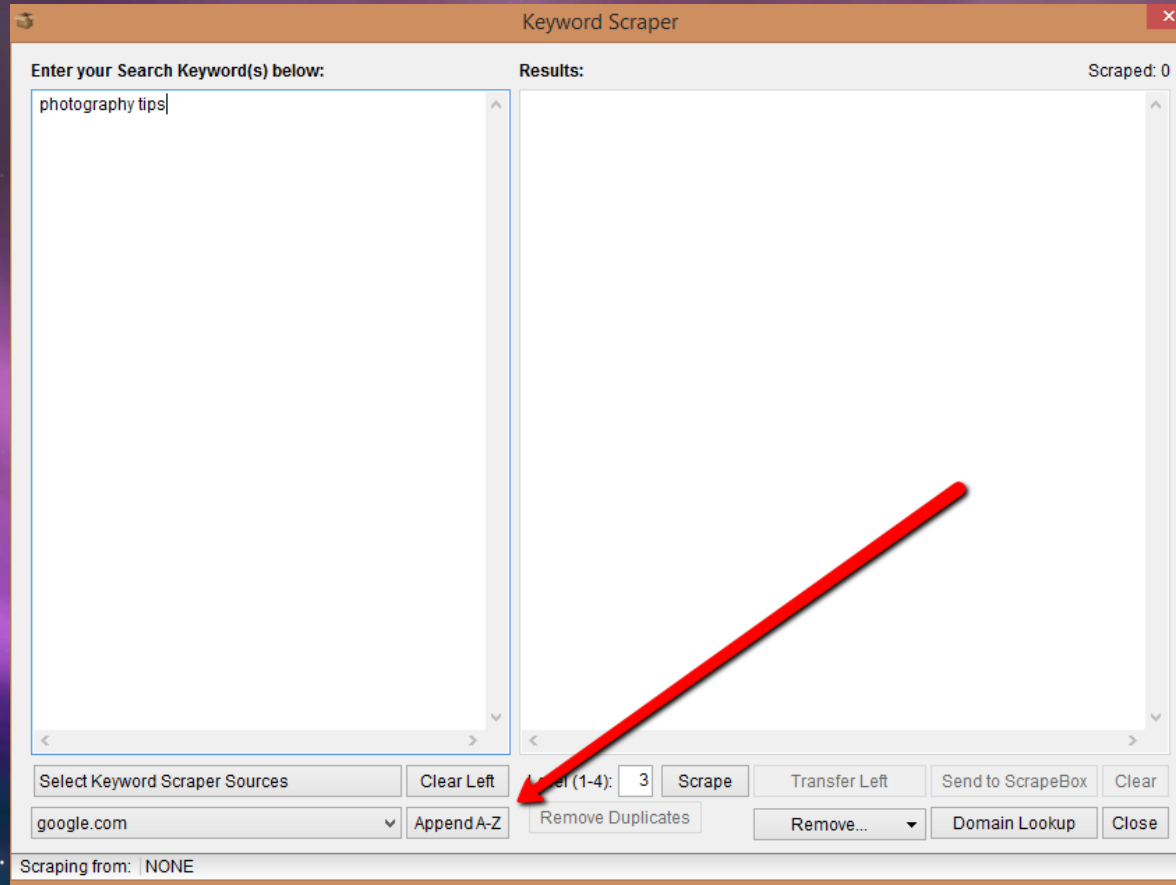


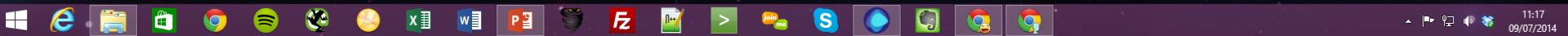


JavaScript

cong







Keyword Scraper

Enter your Search Keyword(s) below:

Results: Scraped: 1035

10 quick landscape photography tips

13 most popular photography tips of all time

13 popular photography tips time

40 digital photography techniques for beginners

abstract photography tips techniques

apparel photography tips

architectural photography lighting tips

architectural photography tips lighting

architecture photography tips mood

baby photo tips tricks

baby photography tips beginners

baby photography tips clothes

baby photography tips for beginners

basic photography tips composition

basic photography tips digital camera

basic photography tips for dslr

basic photography tips in bangla

beach photography tips clothing

beach photography tips exposure

beach photography tips for families

beach photography tips model

beach photography tips pdf

beach photography tips what to wear

beach photography tips youtube

beachside photography tips

beginners photography tips digital slr

best photography tips apps

best photography tips blogs

best photography tips books

better images photography xenia ohio

10 quick landscape photography tips

13 most popular photography tips of all time

13 popular photography tips time

40 digital photography techniques for beginners

abstract photography tips techniques

apparel photography tips

architectural photography lighting tips

architectural photography tips lighting

architecture photography tips mood

baby photo tips tricks

baby photography tips beginners

baby photography tips clothes

baby photography tips for beginners

basic photography tips composition

basic photography tips digital camera

basic photography tips for dslr

basic photography tips in bangla

beach photography tips clothing

beach photography tips exposure

beach photography tips for families

beach photography tips model

beach photography tips pdf

beach photography tips what to wear

beach photography tips youtube

beachside photography tips

beginners photography tips digital slr

best photography tips apps

best photography tips blogs

best photography tips books

better images photography xenia ohio

Select Keyword Scraper Sources

Clear Left

Level (1-4): 3

Srape

Transfer Left

Send to ScrapeBox

Clear

google.com

Append A-Z

Remove Duplicates

Remove...

Domain Lookup

Close

11:17
09/07/2014

4

Use SEM Rush to debug
ranking changes



Positions
Position changes
Competitors
URL

Advertising Research

Positions
Position changes
Competitors
Ads copies
Ads history
URL

Display advertising

Backlinks

Keyword Research

Overview

Full search

Related

Ads history

Tools

Position tracking

Domain vs domain

Charts

Keyword Difficulty

Site Audit

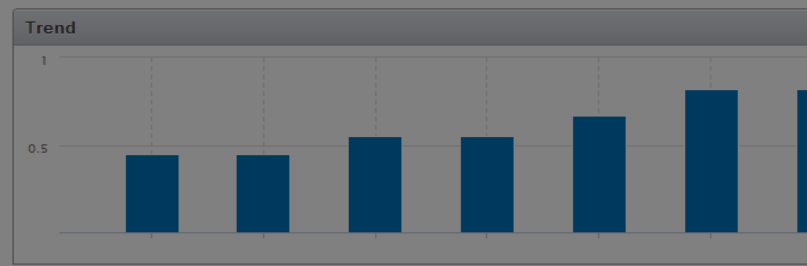
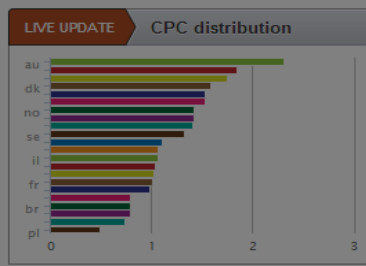
Ranks

SEMrush Rank

Winners & Losers

cheap flights - SEMrush overview for keyword (for google.co.uk database)

Keyword summary	
Keyword	cheap flights
CPC	\$1.35
Com.	0.96
Volume	550,000
Number of results	408,000,000



Phrase match report				4,790
Keyword	Volume	CPC	SERP source	
cheap flights	550,000	1.35		
cheap flights to new york	27,100	3.18		
cheap flights to amsterdam	22,200	1.42		
cheap flights to india	18,100	1.94		
cheap flights to paris	12,100	1.51		
cheap flights to malaga	12,100	1.95		
cheap flights to australia	12,100	2.93		
cheap flights to dubai	12,100	5.28		
cheap flights to tenerife	12,100	2.72		
cheap flight	12,100	1.42		
Full Report				Export

Related keywords report	
Keyword	
sky	
skyscanner	
jet2	
monarch	
jet2 holidays	
kavak	
jet 2	
sky scanner	
ebookers	
flights	
Full Report	

9 JUL 2014 SE Keywords	
Pos	Domain
1	cheapflights.co.uk
2	skyscanner.net
3	netflights.com
4	easviet.com
5	

Search [Images](#) [Maps](#) [Play](#) [YouTube](#) [News](#) [Gmail](#) [Drive](#) [More](#) ▼

cheap flights

Web [Images](#) [Videos](#) [News](#) [Shopping](#) [Maps](#) [Books](#)

About 28,700,000 results

Any country
Country: the UK

Cheap Flights - Fly from £19 - edreams.co.uk

Ad [cheap-flight.edreams.co.uk/](#) ▼

Book the Cheapest Flights Here!

London-Madrid from £39 - London-Lisbon from £49 - Lowest Price Guaranteed.

Any time
Past hour
Past 24 hours
Past week
Past month
Past year

Cheap Flights - ebookers.com

Ad [www.ebookers.com/Flights](#) ▼

4.5 rating for ebookers.com

We search 200 airlines to find you great competitive rates. Book now!
ebookers.com has 402 followers on Google+

All results
Verbatim

Cheap Flight Upto 70% Off - Super **Cheap Flights** On SmartFares®

Ad [www.smartfares.com/Book-Cheap-Flights](#) ▼

Save Up To 70% + \$15 Off. Book Now!

Cheap Flights - Compare the **Cheapest Flights** & Airline Tickets

[www.cheapflights.co.uk/](#) ▼

CheapFlights™ - Search and Compare over 4 million Flight Deals for free. Find **Cheap Flights** at Rock Bottom Prices from over 300 airlines and travel agents!

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Skyscanner - Compare **Cheap Flights**, Hotels & Car Hire

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Netflights: **Cheap Flights**, Compare Flight Deals, Hotels & Car Hire

[www.netflights.com/](#) ▼

Search for **cheap flights** and compare **cheap flight** deals to hundreds of worldwide destinations. Find flight offers & bargains on hotels, holidays & car hire .

Cheap Flights | easyJet

[www.easyjet.com/en/cheap-flights](#) ▼

Book **cheap flights** at the official easyJet.com site for our guaranteed best prices to over 130 destinations. Allocated seating now available on all flights.

Ads

Cheap Flights

[www.onthebeach.co.uk/](#) ▼

4.0 advertiser rating
Jul 2014 Sale On, Up To 50% Off!
Deposits From Just £50pp. Book Now.

Cheap Flights from £19

cheap-flights.bravofly.co.uk/ ▼

4.0 rating for bravofly.co.uk
Find The Cheapest Flights.
Book Now & Save on Your Flight!

Travelsupermarket **Flights**

[www.travelsupermarket.com/CheapFlight](#) ▼

Compare 100+ Airlines in 1 Search &
Find a Cheap Flight Deal Online.

Cheap Flights

[www.lastminute.com/Cheap-Flights](#) ▼

Official Site. Book the Cheapest
Flight Deals with 100s of Airlines!

Cheap Flights - 75% Off

[www.cheapflightnow.com/Cheap-Flights](#) ▼

Cheap Flights To All Destination.
Book Now: Save 75% + Extra \$15 Off!

Fly TAP Portugal

[www.flytap.com/](#) ▼

TAP's quality & guarantee.
Fly better and cheaper.

Cheapest Airline Tickets

[www.wow.com/Cheapest+Airline+Tickets](#) ▼

Search for "Cheapest Airline Tickets"
Find Fast Information Here

5

Use Nerdy Data - source
code search engine





The Search Engine for Source Code

Type a keyword, HTML, CSS, or Javascript

SEARCH



Search HTML



Find Backlinks



Track Competitors



Generate Leads

Try it free!

The screenshot displays the NerdyData search engine interface. At the top, there's a search bar with the text 'fb.app_id' and buttons for 'Search' and 'Refine'. Below the search bar, a green button labeled 'Download' is visible, along with the text 'Get all of these results in a list format'. The main content area shows the search results: 'We found 903,752 websites containing "fb.app_id" in 0.778 seconds'. Below this, there's a table with two columns: 'Domain' and 'Source Code Snippet'. The first row shows 'http://youtube.com' with a snippet containing meta tags for keywords, image, and a link. The second row shows 'http://wordpress.com' with a snippet containing meta tags for title, page ID, and site.

Domain	Source Code Snippet
http://youtube.com	<pre>Familienmitgliedern und der ganzen Welt."><meta name="keywords" content="Video, t-Mail, Kamerahandy, Videohand y, kostenlos, hochladen"><meta property="og:image" content="//s.ytimg.com/yts/img/youtube_logo_stacked-vf1225 ZTx.png"> <meta property="fb:app_id" content="87741124305"> <link rel="publisher" href="https://plus.google.com/11522908028070341778"> <link id="css-1230853818" class="www-home-c4" rel="stylesheet" href="http://s.ytimg.com/yts/cssbin/www-home-c4 -vf19Cp0g.css" data-load</pre>
http://wordpress.com	<pre>e="text/html" hreflang="nl" title="Nederlands" href="http://nl.wordpress.com/"><!-- Facebook --> <meta xmlns:fb="//www.facebook.com/2008/fbml" property="fb:page_id" content="134898913979"> <meta xmlns:fb="//www.facebook.com/2008/fbml" property="fb:app_id" content="249643311490"><!-- Twitter --> <meta name="twitter:site" content="@wordpressdotcom"><!-- XML-RPC --></pre>

```
<link rel="canonical" href="COMPETITOR URL"/>
```



CONTENT CREATION

6

Use FullContact to do quick
audience research





FullContact



Provide a Complete Picture

Query by email address, Twitter username, Facebook ID or phone number. FullContact's Person API finds publicly-available social profiles, profile photos, basic demographics and social influence.



FullContact Person Enrichment - Template (3) - Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW Paddy Moogan

Paste Font Alignment Number Styles Cells Editing

U19

A B C D E F G H I J K L M N O P

1
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9
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11
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30

Step 0. Make sure you have the latest version of this file. <http://www.fullcontact.com/developer/docs/libraries>
Step 1. Save the file in a format that allows macros (.xlsm).
Step 2. Clear the workbook of any old data by select "Wipe Data" below.
Step 3. Below, select the form of enrichment that you will be using (email, twitter, etc.).
Step 4. Enter your list of email addresses (or proper query param) in column A of "InputSheet". The first entry should be in Cell A2.
Step 5. Enter your FullContact API Key below and adjust other variables. You can get a key at <http://fullcontact.com/developer>
Step 6. Click on "Populate Contacts" below.
Step 7. Generate a Report based on your results.
Step 8. Export the results to csv. (note: this uses a custom function to export as UTF-8 so allow a couple minutes for large files)
Last Updated: 9 June 2014

FullContact API Key:

Number of Seeding Passes:

Rate Limit: qps

Enrich Contacts Using:

Enrichment Type

- ☒ email addresses john.doe@gmail.com
- ☐ twitter handles john_doe (exclude @)
- ☐ phone number 3035551234
- ☐ facebook username john.doe
- ☐ email MD5 e13743a7f1db7f4246badd6fd6f54ff

Begin InputSheet Statistics Report ReadMe

READY





Verify your content ideas























Calling fellow grammar nazis - what are your pet grammar peeves? (For client piece)























Jess Champion <jess.champion@distilled.net>

to everyone ▾



	Jess Champion Hi everyone, I'm in the midst of researching common grammatical mistakes. If...
	Mark Johnstone their / they're / there On Wed, Jul 31, 2013 at 3:28 PM, Jess Champion <jess...
	Niralee Thanki I hate "could of" instead of "could have" And I hate "bored of" instead
	Vicke Cheung When "I" and "me" gets mixed up, which is a lot of the time seeing as how self-
	Claire Frogley It annoys me when people say 'Jenny and I' when it should be 'Jenny and me'. For
	Stephanie Chang Hi Jess, I think your best bet would be to email the Distilled QA team your g...
	Jess Champion +1 both! Jess Champion MCIPR PR Consultant, Distilled Ltd http://www.distille...
	Sarah Kershaw your/you're
	Phil Nottingham Excessively long sentences which don't make use of exciting grammar where the...
	Bridget Randolph misuse of apostrophes, such as its/it's and record's/records and continuing o...
	Jess Champion Thanks Stephanie, I'll bear that in mind for when the quiz is done. Am loving...
	Stephanie Chang To add on to everyone else's thoughts, one of my pet peeves is the misuse of ...
	Tim Allen Jess there is a great poster by the fire exit printers if you want some more ...
	Geoff Kenyon My go to grammar resource: http://theoatmeal.com/tag/grammar . But really, the...
	Cheri Percy Today I saw in an email I saw the use of 'who's' instead of 'whose'... gah!
	Cheri Percy So enraged, I can hardly type!
	Mark Johnstone I actually have no idea how to use it's / its / it's or colons and semi-colons
	Mark Johnstone Worth doing a Quora post too?
	Vicke Cheung :O Mark! Although... what is its'??
	harriet cummings Confusion between: that and which fewer and less '-' and '~' affect and effec...

	Duncan Morris This whole thread is making me very nervous. -- Duncan Morris CEO and Founder...
	Jess Champion Me too. Who knew there were so many grammar Nazis in one organisation. I'm so...
	Niralee Thanki Yes! Fewer and less is annoying!
	Tom Anthony People getting i.e. and e.g. mixed up, and they should also both include two ...
	Duncan Morris @Harriet '-' and '~' are both wrong. I think you mean :) -- Twitter / LinkedIn
	Tom Anthony General semicolon use. DistilledU - Enrol today and learn SEO the Distilled way.
	Hannah Smith People who say literally when they mean figuratively. Dicks.
	Mike Tekula +1 on Claire's annoyance with the misuse of I/me The misuse of past particip...
	Tim Allen Mike I think that usually means they are just drunk :)
	harriet cummings Just throwing a spanner in the works (good old Stephen Fry): http://www.youtu...
	Richard Cotton This is like a dagger blow to the heart of any grammar nazi, not literally of...
	Claire Frogley when people confuse regular and frequent.
	Tom Neville People who use too many exclamation marks. They're supposed to be used spar...
	Richard Westenra I DON'T KNOW WHAT YOUR TALKING ABOUT!!!!!!11 (sorry)
	Sarah Kershaw +1 to Harriet for invoking the Lord of Language (in my head at least) - Stephe...
	John Doherty It's/its, your/you're, their/there +1 Quora post +1 Oatmeal "Awe" instead of ...
	Steve Ollington Don't forget... there's a couple of different perceptions in this discussion ...
	Tom Neville I find aww vs awe and then vs than being an annoyance to you guys across the ...

	Mark Johnstone here/hear
	Tom Neville Incorrect usage of an ellipsis there Steve.
	Steve Ollington I don't know what ellipsis means
	Steve Ollington Okay just looked it up... :D
	Shannon Skinner http://www.slate.com/articles/life/the_good_word/2013/07/ellipses_why_so_comm...
	harriet cummings Eats Shoots and Leaves. Yes! I remember that. The evolution of grammar and la...
	Niralee Thanki I wish people still said yesternight like Shakespeare sometimes yesterday jus...
	James Daugherty Quotations, when to use them before/after punctuation. James Daugherty Outrea...
	Volodymyr Kupriyanov "definitely" instead of "definitely".
	harriet cummings I'd like 'betwixt' to come back into fashion. Yes please.
	Benjamin Estes Yesternow
	Adam Malinowski I'm still rooting for the return of 'overmorrow' and 'ereyesterday'.
	Steve Ollington My old boss was a classicist. I once said 'when that has come to pass' in a c...
	Will Critchlow Yeah: Regular / frequent Fewer / less Literally / figuratively All the homony...
	Jess Champion How about the use of Capitalisation? This is probably totally inappropriate (...)
	Richard Westenra My HTML punctuation pet hates: Use of hyphens instead of em-dashes or en-dash...
	Lauren Brady I use exclamation marks at the end of nearly every sentence, I now have to go...
	Adam Malinowski Not sure if it counts as grammar, but for all intensive purposes eggcorns bot...



...in about 90 minutes.





Do competitor analysis for
content ideas



The Beginner's Guide to Social Media

4.4k

SHARES



Share on Facebook



Share on Twitter



Ads by Google

[Social Media Marketing](#) - Free Toolkit: training video, downloadable guides, social support

www.act-on.com/social101



"digital cameras"

Keyword Difficulty and SERP Analysis

digital cameras

[Analyze a New Keyword](#)

Bing Local Search Volume ⓘ

Exact Match Per Month

645,029

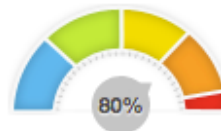
Bing Global Search Volume ⓘ

Exact Match Per Month

698,011

Difficulty Score: 80%

for digital cameras



Extremely Competitive

These are among the most challenging keywords to rank for. On-page optimization, massive link strength, and high domain authority are necessary to achieve top ranking positions.



“beginners guide to photography”

Keyword Difficulty and SERP Analysis

beginners guide to photography

Analyze a New Keyword

Bing Local Search Volume ⓘ

Exact Match Per Month

0

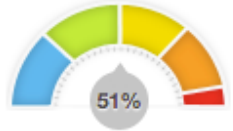
Bing Global Search Volume ⓘ

Exact Match Per Month

0

Difficulty Score: 51%

for beginners guide to
photography



Highly Competitive

Powerful sites with strong pages tend to dominate these results. Links in quantity and quality (at both the domain and page level) are required to earn top rankings.





Align your content with
event calendars





FIND YOUR ULTIMATE UK FESTIVAL

SELECT ALL YOUR FAVOURITE ARTISTS THEN HIT 'NEXT' TO FIND THE BEST FESTIVAL FOR YOU IN 2014

SEARCH



0 ARTISTS SELECTED ▾



NEXT

ALL

#

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U

V

W

X

Y

Z

RED HOT CHILI PEPPERS KANYE WEST LINKIN PARK KINGS OF LEON

ARCTIC MONKEYS FRANZ FERDINAND DRAKE THE OFFSPRING

AEROSMITH BECK METALLICA MGMT MASSIVE ATTACK FALL OUT BOY

ARCADE FIRE PAPA ROACH DAVID GUETTA KASABIAN

QUEENS OF THE STONE AGE BLACK SABBATH SNOOP DOGG PARAMORE

OUTKAST KAISER CHIEFS LIMP BIZKIT INTERPOL MARILYN MANSON

PIXIES THE PRODIGY LILY ALLEN IRON MAIDEN VAMPIRE WEEKEND

JIMMY EAT WORLD THE BLACK KEYS FATBOY SLIM WIZ KHALIFA

ALICE IN CHAINS NAS SOUNDGARDEN TRAVIS GOLDFRAPP

DEFTONES EDITORS NEIL YOUNG AVENGED SEVENFOLD CALVIN HARRIS

MTA SEETHER BLONDIE ELITE SQUAD P.O.R. THE NATIONAL

ARE YOU PROMOTING A FESTIVAL? WANT TO BE FEATURED?

<EMBED>

thetrainline.com

10

Pay to promote your best
performing content



MCF Channel Grouping ?		Assisted Conversions ↓
		<div> 🔍 📊 📈 🔗 </div>
1.	Organic Search	1,588 (45.09%)
2.	Direct	1,088 (30.89%)
3.	Paid Search	703 (19.96%)
4.	Referral	117 (3.32%)
5.	Display	16 (0.45%)
6.	Social Network	10 (0.28%)

Landing Page URL

Assisted Conversions ↓

2 3 4 5

1.

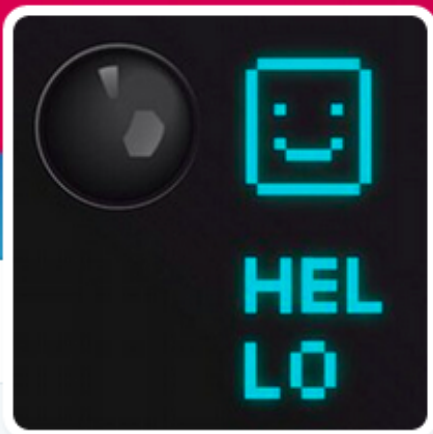
24(100.00%)

CONTENT PROMOTION

11

Steal your competitors'
curated blogger lists





Autographer

@autographer

Autographer is the world's first wearable camera. It automatically records your life in natural and spontaneous images, leaving you free to enjoy the moment.

📍 Prepare for spontaneity

🔗 autographer.com/explore

🕒 Joined September 2011

[Tweet to Autographer](#)

TWEETS
1,995

PHOTOS/VIDEOS
441

FOLLOWING
1,109

FOLLOWERS
10.5K

FAVORITES
416

More ▾

Lists

Tweets

Tweets and replies



Autographer @autographer · 13h

An awesome #Autographer shot from the
@BSTHydePark tonight in #London
#HydePark - what a great night!





Autographer

@autographer

Autographer is the world's first wearable camera. It automatically records your life in natural and spontaneous images, leaving you free to enjoy the moment.

📍 Prepare for spontaneity

🔗 autographer.com/explore

🕒 Joined September 2011

TWEETS
2,023

PHOTOS/VIDEOS
449

FOLLOWING
1,109

FOLLOWERS
10.5K

FAVORITES
452

More ▾

Subscribed to

Member of

Blogger by Autographer

37 members



Charity by Autographer

10 members



Sport by Autographer

8 members



[Tweet to Autographer](#)

Blogger

A public list by Autographer



MEMBERS

37

SUBSCRIBERS

0

Subscribe

Tweets



List members



List subscribers



More lists by @autographer

· View all

Blogger

Charity

Sport

Technology

Fashion

Celebrity

Creative / Influencer

Partner/ Influencer

Quantified Self

List members



My London Blog @londonpictures

We are creating a photography blog of London, UK!
If you have amazing photographs and would like to get involved please let us know.



+ Follow



Mrunali Bhura @MrunsBrown

|| Indian || f ☺ ☺ die || Hobbyist Photographer || 📷
Follow me on : <http://instagram.com/mrunsbrown> 📷



+ Follow



Travel Photo Blog @travelphotogirl

A girl who loves photography, and wants to hear about your travel photography stories.



+ Follow



Olivia Solon @olivia_solon

Deputy Editor at <http://Wired.co.uk>, co-host of [@wireduk](http://wireduk) podcast. Journalist interested in tech, start-ups, science, media, digital culture and oddities



+ Follow



secret_london @secret_london

secret london is a community with the aim for Londoners to inspire Londoners by sharing the secrets of the city.



+ Follow



Photography Blogger @photoblgr

Inspiring photographers with some great photography subjects.



+ Follow

Use Facebook Ads to support your outreach



Audiences

Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences.

You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

Create Audience



Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.



Data File Custom Audience



MailChimp Custom Audience



Custom Audience from your Mobile App



Custom Audience from your Website

Cancel

Create Audience



Information in your file will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience and we'll never contact them without your permission.

Name Outreach List for Client

Description Bloggers I'm outreaching to for content piece.

Data Type Emails ▼

Files need to be in .csv or .txt format with one record per row.



Files need to include emails only, in plain text format. Ex.
name@example.com

Choose File No File Chosen

☒ I agree to the [Facebook Custom Audiences Terms](#)

Cancel

Create Audience

13

Target people who
work at publications



Interests *i*

Behaviors *i*

More Demographics ▾

Relationship >

Education >

Work >

Ethnic Affinity

Generation

Parents >

Politics (US)

Life Events

Employers

Job Titles

Industries

Employers 

The New York Times

×

×

TIME

×

The Huffington Post

×

Wired (magazine)

×

The Atlantic

×

Add the name of an employer...

More Demographics ▼

14

Create lookalike audience lists with Facebook to expand your audience



Audiences

Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with Custom Audiences.

You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

Lookalike Audiences

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

Create Lookalike Audience



Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization.

Source

Distilled

Country

United States (US)

Optimize for

Similarity ☐

Reach ☐

Audiences that are optimized for similarity will behave more like your source compared to larger audiences that are optimized for reach.

Cancel

Create Audience

Custom Audiences ⓘ

Lookalike

Lookalike (US, 1%) - People who like Distilled

Choose a Custom Audience

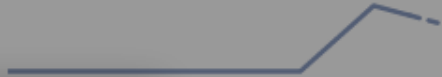
Browse

[Create New Custom Audience...](#)

15

Create a lookalike audience
based on visitors to your
content



	Category	Sharing	Activity <i>i</i>	Status
	Leads	—		● Active

Create Pixel



Category

Leads ▼

Name

Clicks to Client Content



[Learn More](#)

Cancel

Create Pixel

Conversion Tracking

Create Pixel

Pixel Name	Category	Sharing	Activity 	Status	Last Verified	Actions
Clicks to Client Content ID: 6015499375702	Leads	—		● Active	07/09/2014 10:17am	Actions ▼

- Create Ad
- Create Lookalike Audience
- Share Pixel

You can also use Twitter...



Targeting

Choose your primary method of targeting.

☐ **Interests and followers**

Reach people with specific interests or who are similar to followers of specific accounts

FINDING NEW AUDIENCES · CONVERSATION · PUBLICITY

☒ **Tailored audiences**

Reach people using your own data

TARGET YOUR EXISTING CUSTOMERS AND PROSPECTS

Choose your tailored audience source.

☐ **Website visitors** — Target people using your own website visitor data. [Learn more](#)

☒ **Lists** — Target people using your own lists of emails and Twitter IDs. [Learn more](#)



Import your first list audience

List audiences help you target existing customers and prospects using your own lists of email addresses and Twitter IDs. Create and manage audiences through a supported partner. [Learn how to import list audiences](#)

N/A

ESTIMATED AUDIENCE SIZE

TARGETING SUMMARY

- No list audiences available
- Enter locations

AND Any gender

AND Any languages

CONVERSION

Use Remarketing tags on
your content pieces





Brand Awareness



Consideration
& Advocacy



Conversion



17

Use reverse goal path to find
checkout distractions



Intelligence Events

Real-Time

Audience

Acquisition

Behaviour

Conversions

▼ Goals

Overview

Goal URLs

Reverse Goal Path

Funnel Visualisation

Goal Flow

► E-commerce

► Multi-Channel Funnels

► Attribution

Explorer

Sort Type: Default ▼

Goal Completion Location ?

Goal Previous Step - 1 ?

Goal Previous Step - 2 ?	Goal Previous Step - 3 ?	Goal Completions ↓
/checkout/payment/	/delivery-date/	4,053 (60.56%)
/checkout/payment/		2,175 (32.50%)
	/checkout/payment/	199 (2.97%)
/checkout/payment/	/frequently-asked-questions/	39 (0.58%)
/checkout/payment/	-terms-and-conditions-	29 (0.43%)
/checkout/processing/		29 (0.43%)
/checkout/payment/	/checkout/payment/	13 (0.19%)
/privacy-policy/	-terms-and-conditions-	11 (0.16%)
	-terms-and-conditions-	9 (0.13%)
frequently-asked-questions/	/checkout/payment/	9 (0.13%)



18

Use Google surveys to get
insight on why customers
won't buy from you





Export



Report Custom Insights

Inferred Gender

Sum	Compare
Male	Female

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

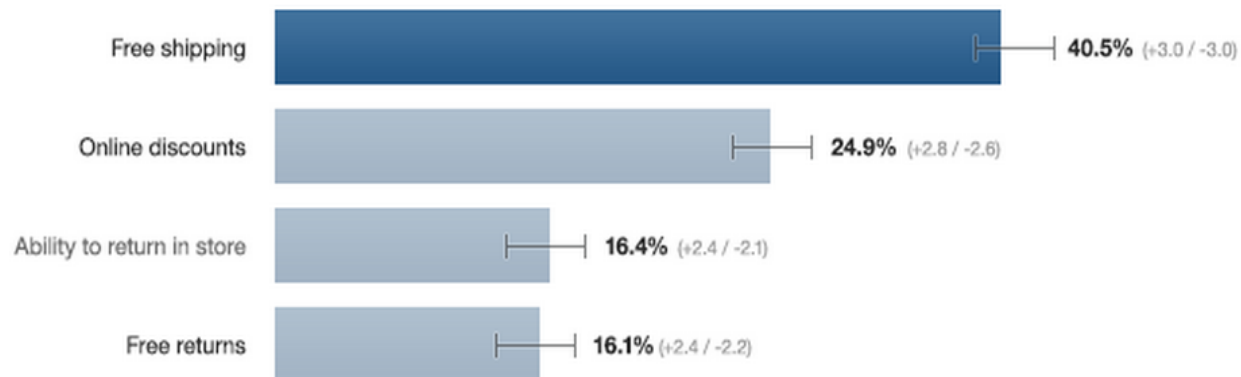
Geography

SINGLE ANSWER

What would most influence your decision to buy clothes online instead of in-store?

Results for respondents with demographics. Weighted by Age, Gender, Region. (1,138 responses) ?

Winner statistically significant. ?



Options

Weighted ☒ ON

Percentages ☒ ON

Sort by winner ☒ ON

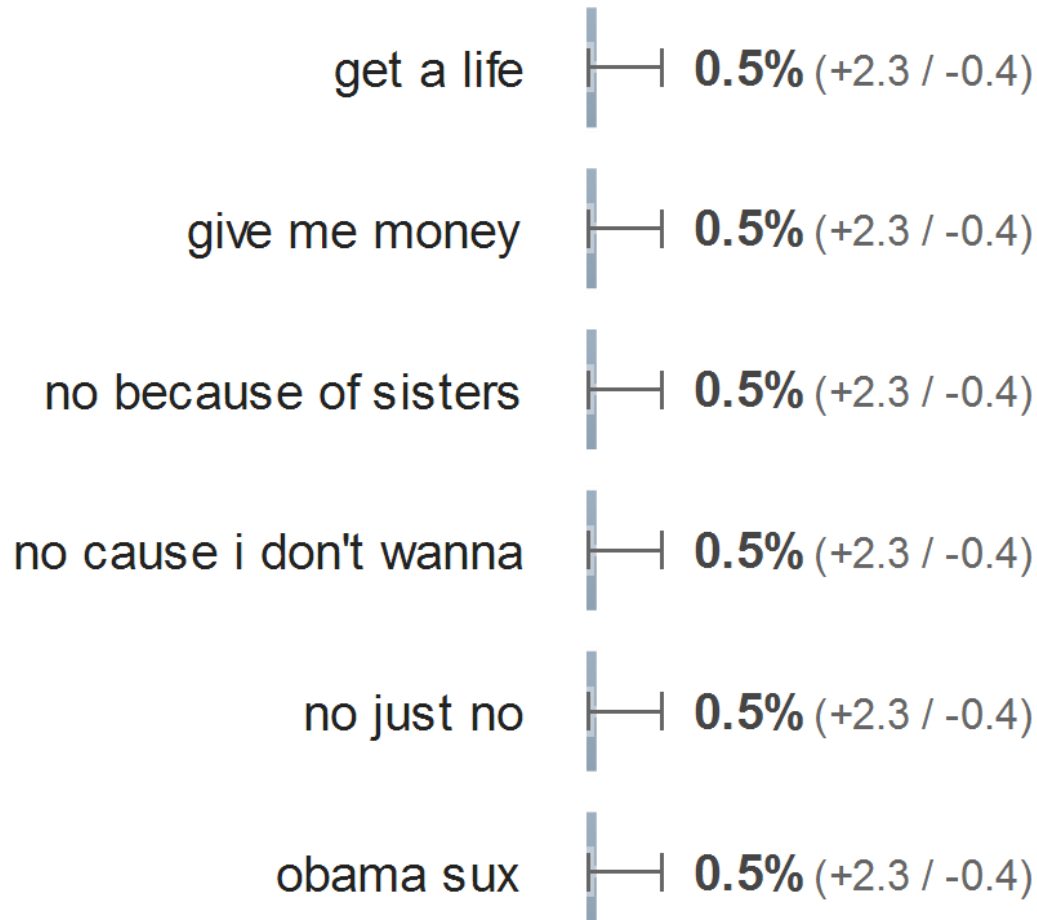
Answers

- ☒ Free shipping
- ☒ Free returns
- ☒ Ability to return in store
- ☒ Online discounts



not safe
no not trustworthy trust
no because trust issue
dont feel its safe enough
no don't trust internet buying
no safety
no because it's risky
too much chance of hackers
do not trust
no because i don't trust it
no don't trust
i dont feel its safe
too big of a hassle
no scary insecure
do not trust it
don't trust fraud
no i wouldn't trust it





MEASUREMENT

Measure the reach of your
hashtags (for free)



TWEETREACH SNAPSHOT FOR

#mozcon

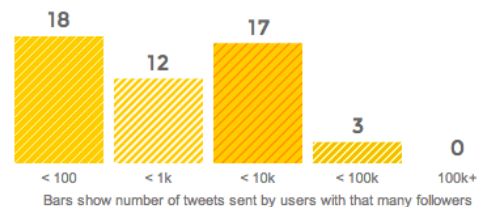
ESTIMATED REACH

95,448

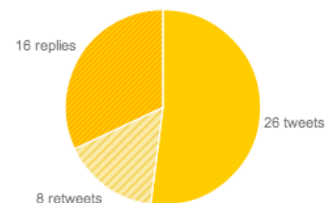
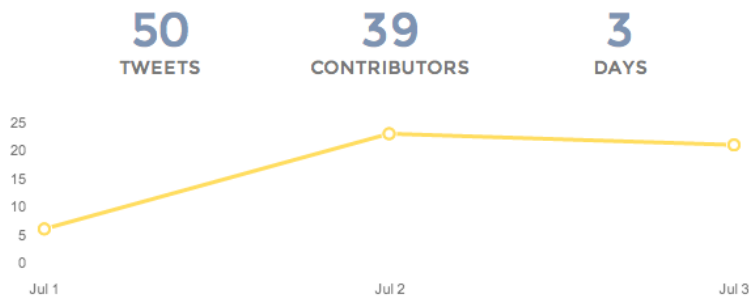
ACCOUNTS REACHED

EXPOSURE

110,298

 IMPRESSIONS

ACTIVITY



Create custom segments for
your outreach lists to
measure more than links



“

We got you 4 links sites with
Domain Authority 85 and above

”



“

We got you 4 links from
Huffington Post, Daily Mail, The
Telegraph and Rolling Stone

”



“

We sent 1.2 million
people to your website

”





All Sessions
100.00%



Outreach Driven Traffic
7.76%

Outreach Driven Traffic

Demographics

Technology

Behaviour

Date of First Session

Traffic Sources

E-commerce

Advanced

Conditions

1

Sequences

Filter Sessions Include

Source

contains

huffingtonpost.com

—

OR

AND

OR

Source

contains

m.huffpost.com

—

OR

AND

OR

Source

contains

dailymail.co.uk

—

OR

AND

OR

Source

contains

telegraph.co.uk

—

OR

AND

OR

Source

contains

rollingstone.com

—

OR

AND

OR

Source

contains

m.rollingstone.com

—

OR

AND

Save

Cancel

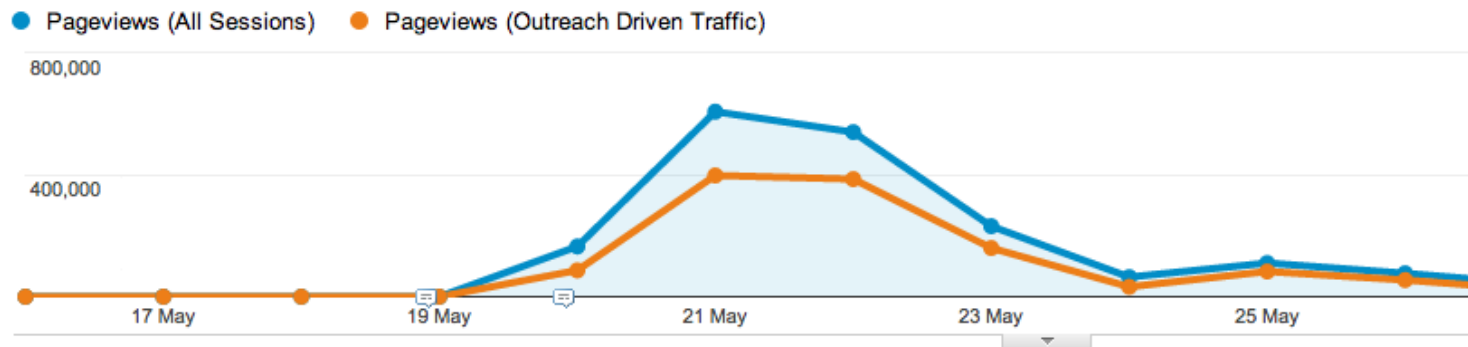
Preview

Test



The segment has been changed. Click on "Test" to evaluate again.





Primary Dimension: **Page** **Other**

<div> Plot Rows Secondary dimension Sort Type: Default </div>					
	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
	All Sessions	1,914,568 % of Total: 83.88% (2,282,389)	1,739,862 % of Total: 88.43% (1,967,543)	00:04:02 Site Avg: 00:02:38 (53.16%)	1,736,233 % of Total: 95.16% (1,824,529)
	Outreach Driven Traffic	1,243,965 % of Total: 54.50% (2,282,389)	1,123,932 % of Total: 57.12% (1,967,543)	00:03:41 Site Avg: 00:02:38 (39.85%)	1,123,762 % of Total: 61.59% (1,824,529)
		Z	Z	Z	Z



You've got the tips...





17



59

GUINNESS

DRAUGHT



GUINNESS
DRAUGHT



GUINNESS
DRAUGHT

By doing all of these...



We're building a better **platform**...



...we're building better
content...



...we're building a bigger &
more targeted **audience**...





...we're creating the
right **conversion** paths...

...and we're **measuring** it all better





PLATFORM

AUDIENCE

CONTENT

CONVERSION

MEASUREMENT

We've gone from "linkbait"...

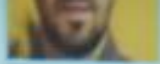


...to more integrated
marketing campaigns.



con

1.2
www.
www.



Whiteboard Friday
April 19th, 2012 - Posted by [randish](#) to [Whiteboard Friday](#)

Having overly optimized web pages could soon get your websites in [snooze](#) and their search results. It has recently been announced that Google will start penalizing sites that engage in over-optimization practices. In this week's Whiteboard Friday, I'll share some changes that you should be making to your [SEO](#) practices in order to

[Read Full Entry](#) [392 comments](#)



Fast forward to today – Rand is doing a bit h



THE VOCAL RANGES OF THE WORLD'S GREATEST SINGERS



Compare the vocal ranges of today's top artists with the greatest of all time.
This chart shows the highest and lowest notes each artist hit in the recording studio.
Hover over the bars to see the songs on which they reached those notes.

SORT BY: **VOCAL RANGE** / HIGHEST NOTES / LOWEST NOTES

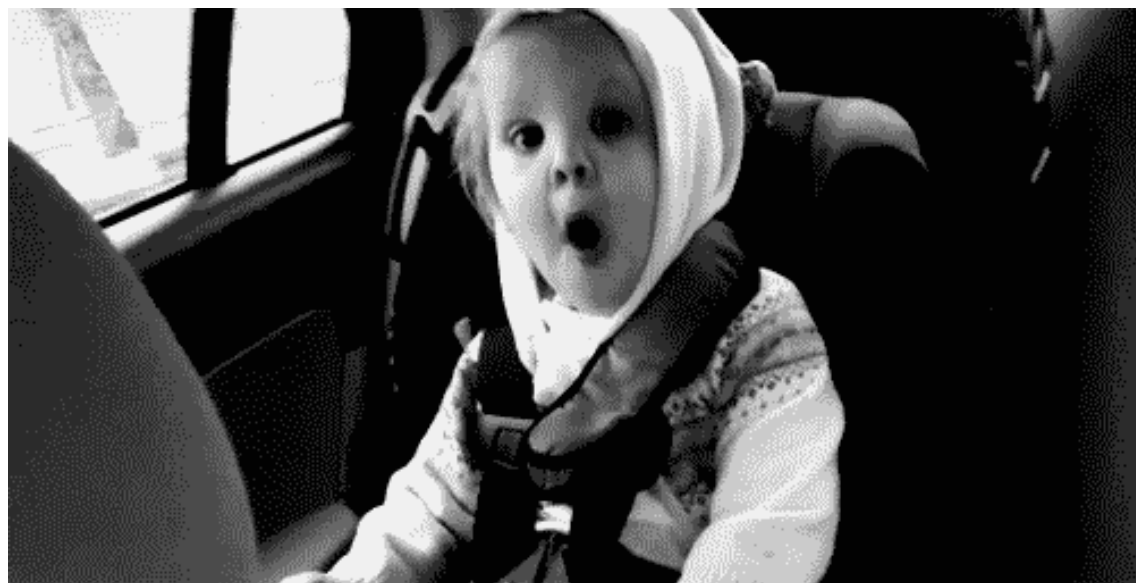


3,800 Tweets - 100k Facebook Likes - 1.8mil Visits - 900 Linking Domains

<http://www.concerthotels.com/worlds-greatest-vocal-ranges>







MOZCON

2014

THANK YOU!

SESSION Q&A



Paddy Moogan • Distilled
@paddymoogan • paddy.moogan@distilled.net

#MozCon

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<http://moz.com>

<http://callierandthompson.com/>

<http://wallwidehd.com/>