

How to Maximize SEO and Use Cornerstone Content

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What is SEO?

SEO stands for Search Engine Optimization.

This is the process in which you design and format your site so that it is perfectly optimized to rank high on search engine results.

Internal SEO

Making your website has the proper tags, keywords, headings, and meta information correct on your site so search engines know what your website is about.

Internal SEO

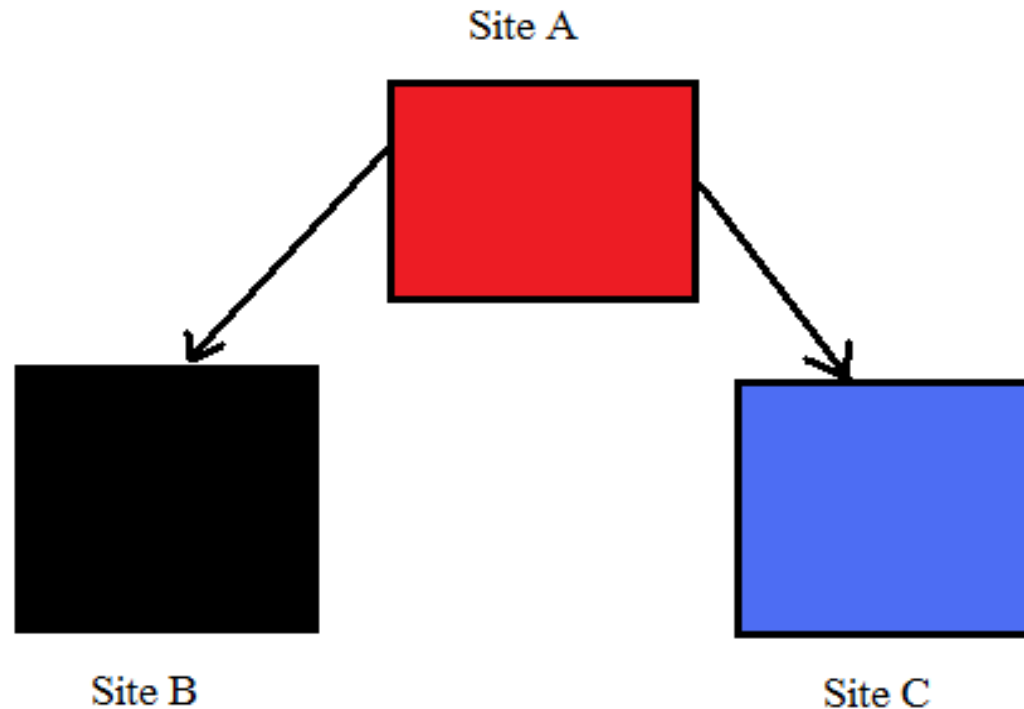
This means:

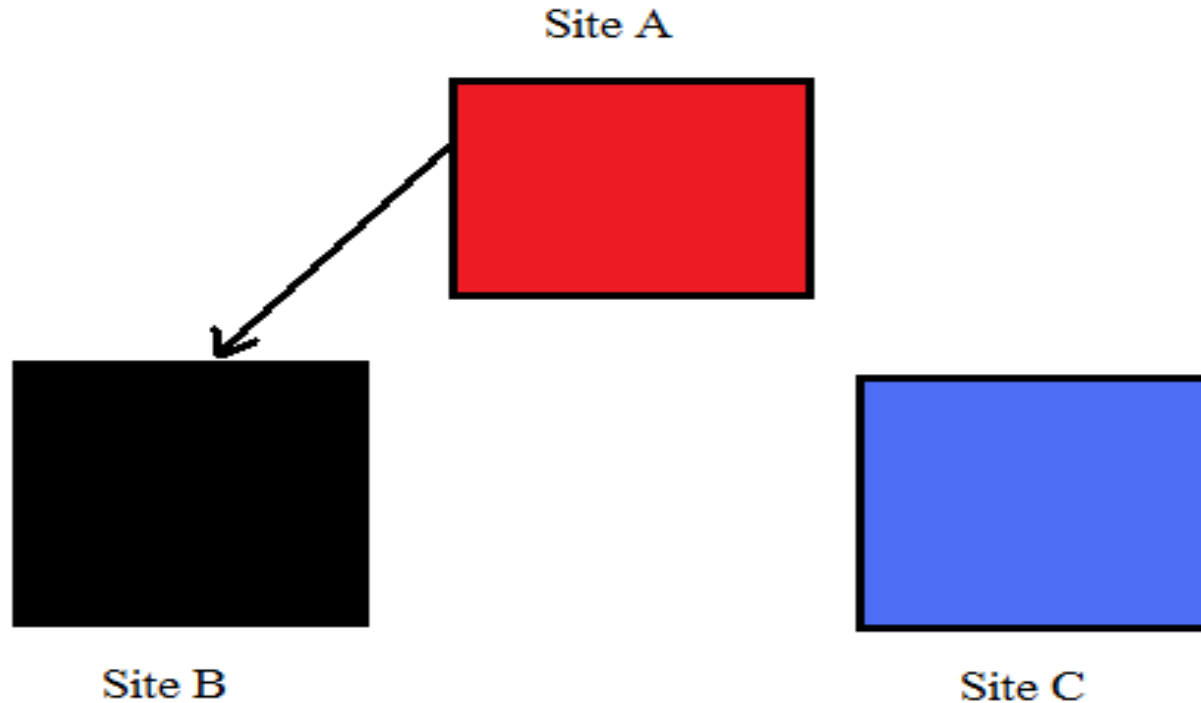
- **Keywords in Your Domain Name (Pick the keywords your site is about)**
- **Keywords in Your Website Title**
- **Keywords in Content (Use 3-4 times)**
- **Internal Linking** (Like a spider's web!)
- **Keyword the Post URL**
- **Use H1 tags**
- **Use Meta Tags-** Meta Tags are tags that tell the search engines what your page or site is about and can be filled in using the All in One SEO Wordpress Plugin.
- **Use ALT tags-** An alt tag looks like this: ``

External SEO

IT IS ALL ABOUT GETTING LINKS TO
YOUR WEBSITE!

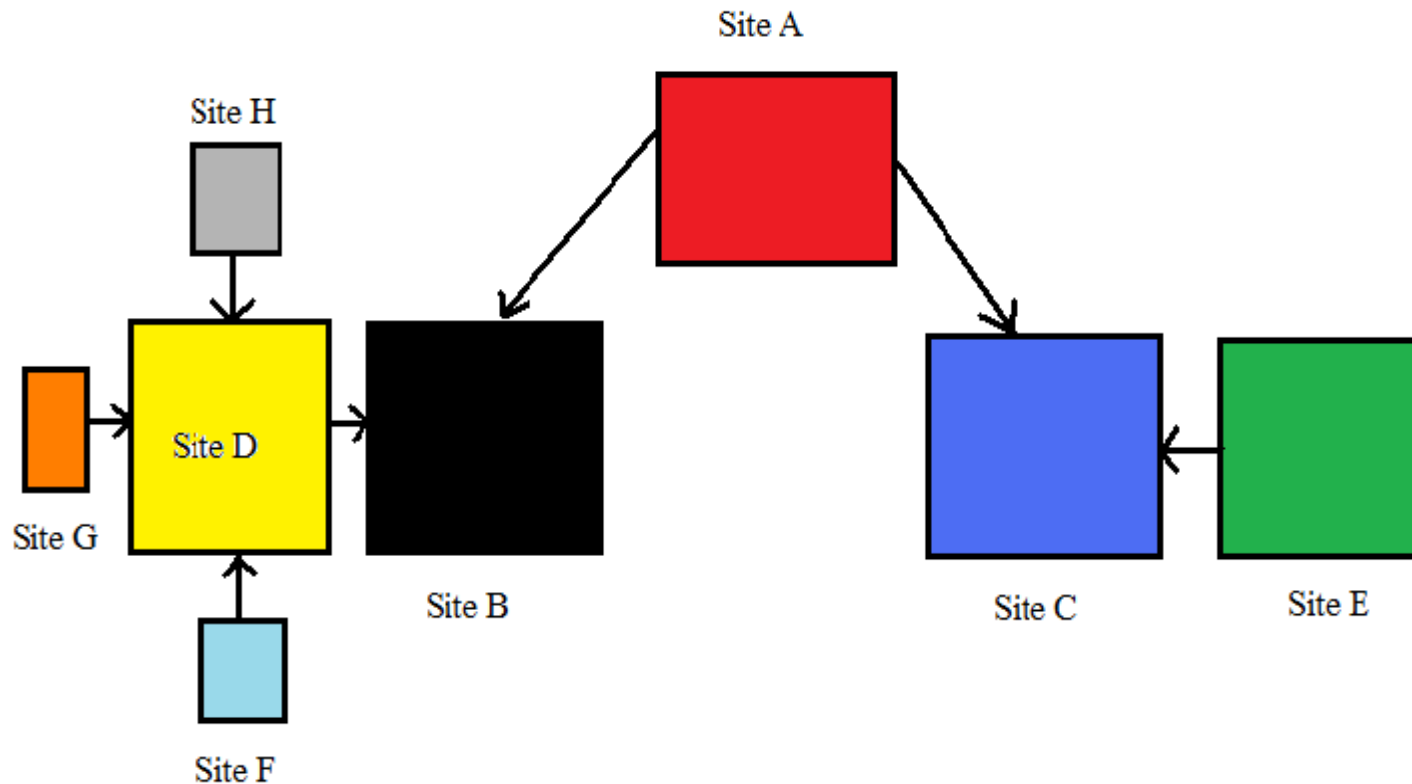
How does linking work?



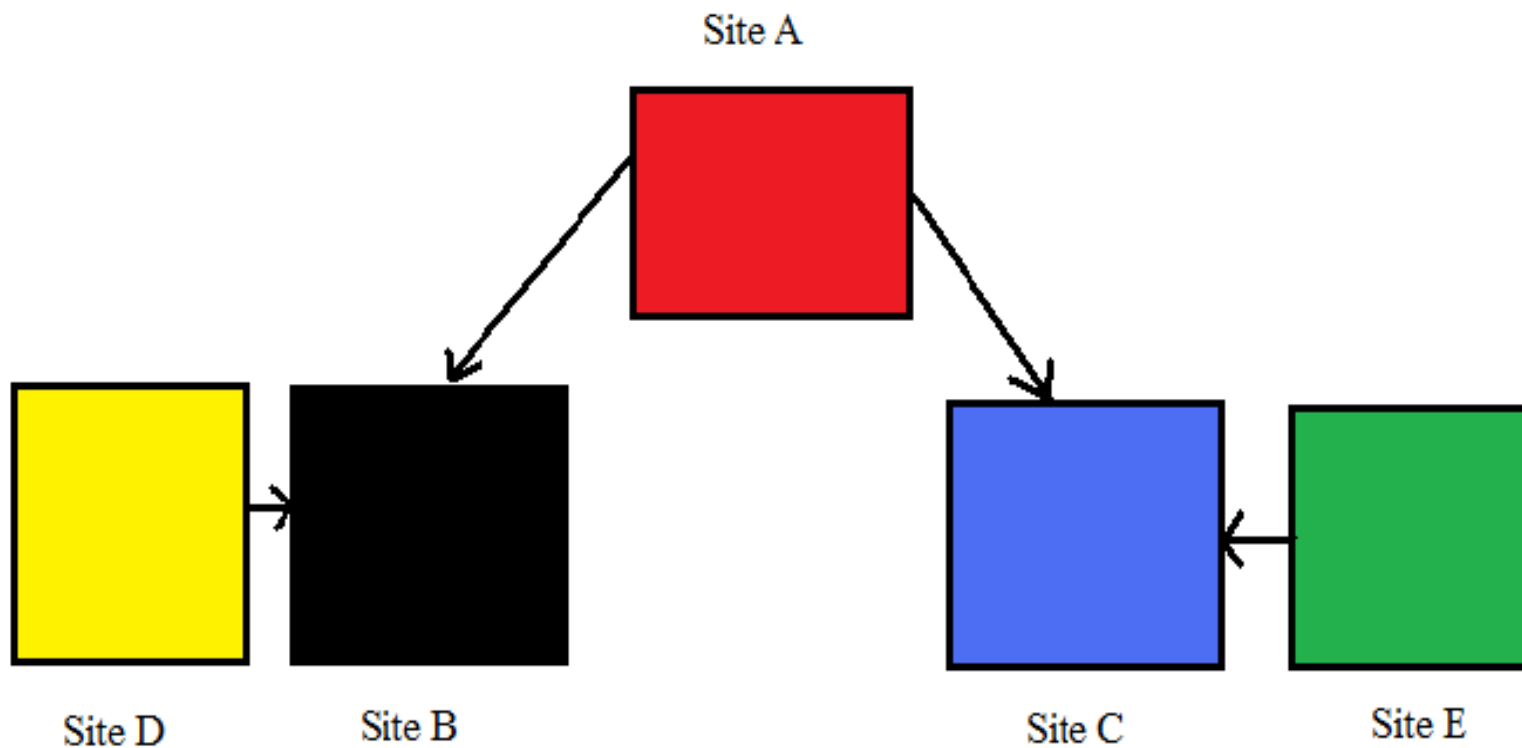


“If more people are linking to Site B, it must be a better authority on the subject so it should rank higher.”

Example C



Example D



Bottom Line on Linking

Quality and quantity both matter.

However, quality is becoming more and more important, especially when trying to rank for difficult keywords

Links are still the biggest ranking factor

Where to get links?

- Social Media sites
- Guest blogging
- Article Marketing
- Super “illegal” link farms
- Link building web services

Other Minor Ranking Factors

- Size of Your Site
- Domain Name Registration Length
- Age of the Site
- Site Load Time
- Click Back Rate
- Length of your posts

What is PageRank?

- PageRank is a number Google uses to determine to the strength of a page.
- Based on 0 to 10 i.e., your site is a page PR4
- Based on the quantity and quality of the links you have.
- Doesn't matter at all. Now merely left there because users like it. Doesn't factor into rankings.

Google Animal Updates

Penguin and Panda

- Google created two updates this year that really changed SEO.
- Panda – designed to punish small, niche websites designed to rank highly for ads.
“Made for AdSense”
- Penguin – designed to punish sites that overly keyword stuffed their website.

Why Trust Matters More

- These two updates were designed to reduce search spam.
- Puts more emphasis on having a trusted brand. (Trustrank)
- For a blogger, that means positioning your site as an expert in the topic, having deep content, and a strong brand.

Content and Branding

- You can't "optimize" that which does not exist.
- It doesn't matter how much you optimize your site if your content isn't good enough to stand on its own.
- Strong content brands you within your niche.

Travel Narrative is Not Enough

- Tell your story the best way you can.
- Learn narrative flow, storytelling, and use compelling photography.
- Understand: search engines are primarily used to find information.

So, You Want More Traffic?

Searching is the most common online activity outside of email.

Searchers are usually looking to answer a question or to find specific information.

Google's goal is to give them the most relevant information for their query.

**Are you providing search-
worthy information?**

Cornerstone Content

What resources, facts, themes and topics are the core foundation of your personal niche or story?



Content Possibilities

- A quirky, fun, or helpful FAQ
- Definitive resource list for your travel niche
- Collection of posts on a central theme
- Well-researched niche topic
- Long-term value

Bottom Line?

Cornerstone content is:

- Fundamental
- Indispensable
- Compelling
- Remarkable
- Worth linking to

Cornerstone Blog Posts

- Extend the narrative with useful information.
- Go beyond—research each possibility and fully answer the question.
- Leverage something you were researching already into a cornerstone post.

Branding Through Content

Content branding is the process of identifying and **differentiating** a your travel site's information, niche, resources, and your unique story from another site through name and deed.

- Authority
- Visibility
- A talking point
- Value
- Unique

What is your site known for?

Does Goggle know that too?

Many Thanks

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