

How to Build an SEO Focused Organization

Brent D. Payne

Share Your Success

Tribune's Search Engine Traffic

- 2007 – 22% of Visits from SEO
- 2008 – 31% of Visits from SEO
 - Doubled SEO Visits Y/Y
- 2009 YTD – 36% of Visits from SEO

Source: Omniture

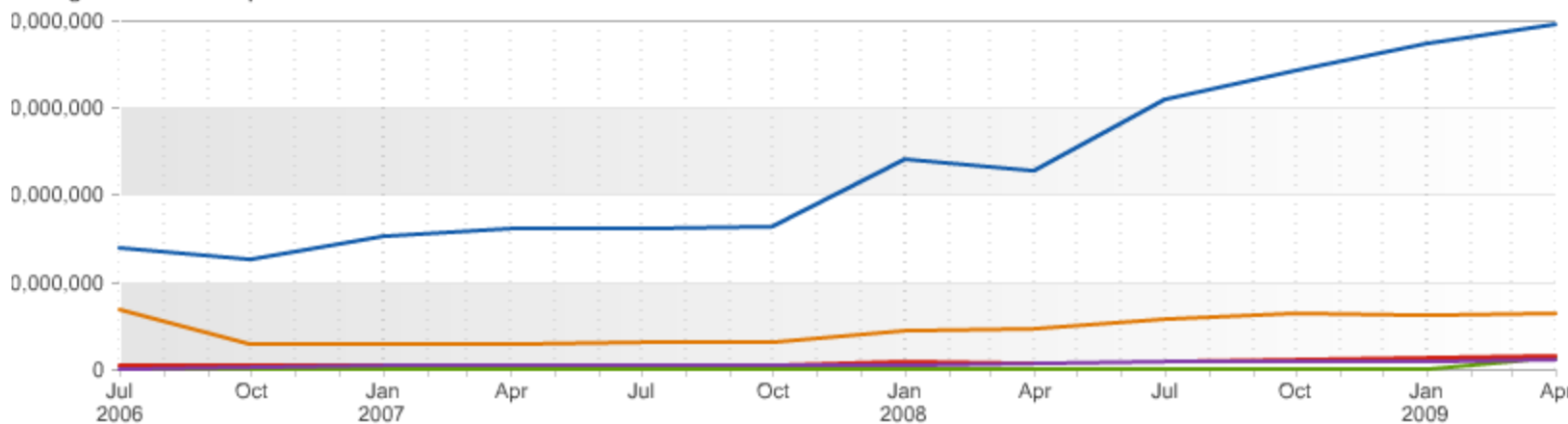
Wow! 36% of
Tribune's
traffic is from
SEO?!

What's Driving the Growth

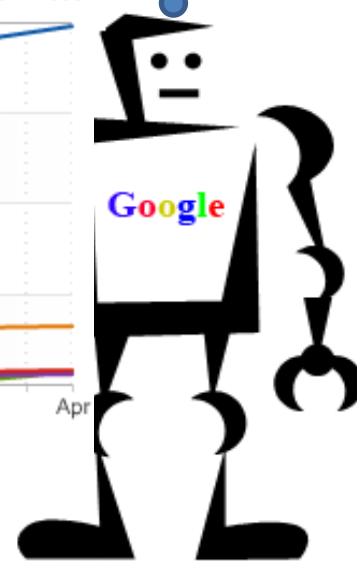
- HTML Changes
- CMS Enhancements
- Cross-site Linking/SEO Planning
- Newsroom SEO Training Seminars
- SEO Task Force Development

Search Engines - Natural Report

Sat. 1 Jul. 2006 - Tue. 30 Jun. 2009



Google Yahoo! Microsoft Bing Google - Canada AOL.com Search



Share Your Success: Training Results

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

[Advanced Search](#)

Web [+ Show options...](#)

News results for **gmail down**



Gmail Down - 21 minutes ago

by Allen Stern on September 1st, 2009 We are receiving reports that Google's mail service, **Gmail**, is **down**. Our tests from the CenterNetworks International ...

[CenterNetworks \(press release\)](#) - [17 related articles >](#)

[Gmail Web Interface Down; IMAP Working](#) - [TidBITS](#) - [2 related articles >](#)

[Top 5 things to do when Gmail is down](#) - [ChicagoNow](#)

[Gmail down: Top 5 things to do when Gmail is down](#) - [RedEye](#)

I never realized how much of a 'loss' it is when **gmail** is **down**. I don't know what to do now, maybe I can get started on that book I've been waiting forever ...

[www.chicagonow.com/.../top-5-things-to-do-when-gmail-is-down.html](#) -

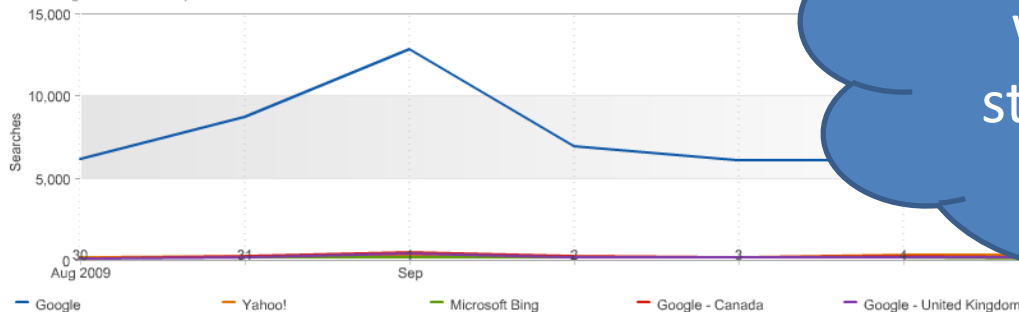
[Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗑](#)

Top 5 things to do when Gmail is down

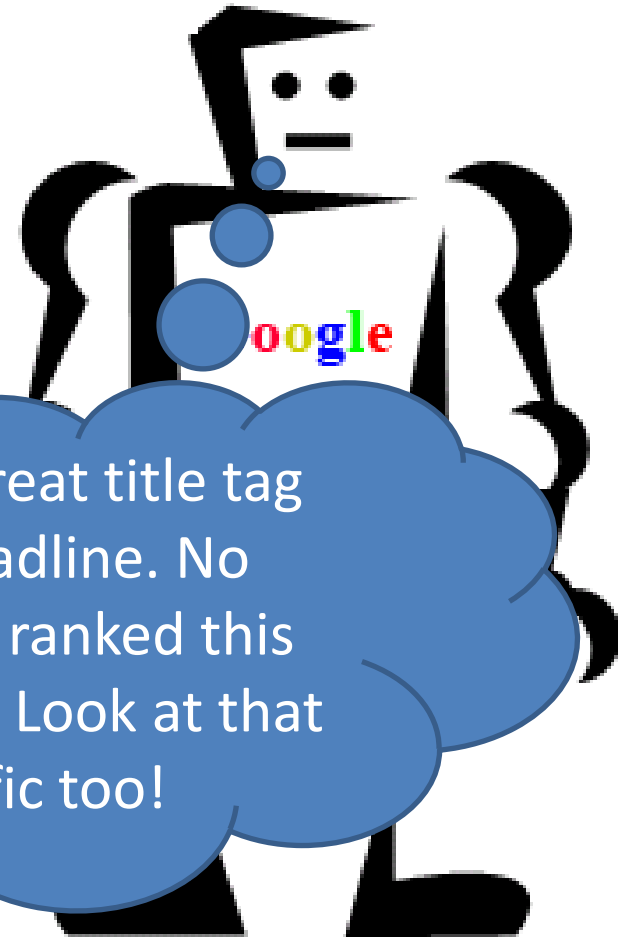


[Steph Yiu](#) on 09.01.09 | [🗨 12 comments](#) | [82 retweet](#)

Search Engines - Natural Report



Whoa! Great title tag and headline. No wonder I ranked this story well. Look at that traffic too!



Share Your Success: Technical Changes

[Barack Obama : Barack Obama News and Photos - chicagotribune.com](#)

Ongoing collection of news and commentary about the **Barack Obama's** presidential campaign and transition. Includes his early life, photo galleries, videos, ...

[www.chicagotribune.com/topic/.../barack-obama-PEPLT007408.topic](#) - [Similar](#) -   

[Organizing for America | Login to Your Account](#)

Nearly There! Provide Your Name. Welcome! Login to MyBO (or create your account). Almost Done! Create a Password. My Home ...

[my.barackobama.com/](#) - [Cached](#) - [Similar](#) -   

[Blog posts about barack obama](#)

[Barack Obama's amazingly consistent smile](#) - [kottke.org](#) - 3 days ago

[Charlie Crist: Barack Obama will be one-termer](#) - [The Buzz: Florida Politics](#) - 1 day ago

[Barack Obama Loves Startups: New Federal Office for Early-Stage ...](#) - [ReadWriteWeb](#) - 4 days ago

[Book results for barack obama](#)

[Barack Obama: Working to Make a Difference](#) by [Michelle Obama](#)

[Barack Obama: Obama's Middle Name](#)

[Video results for barack obama](#)

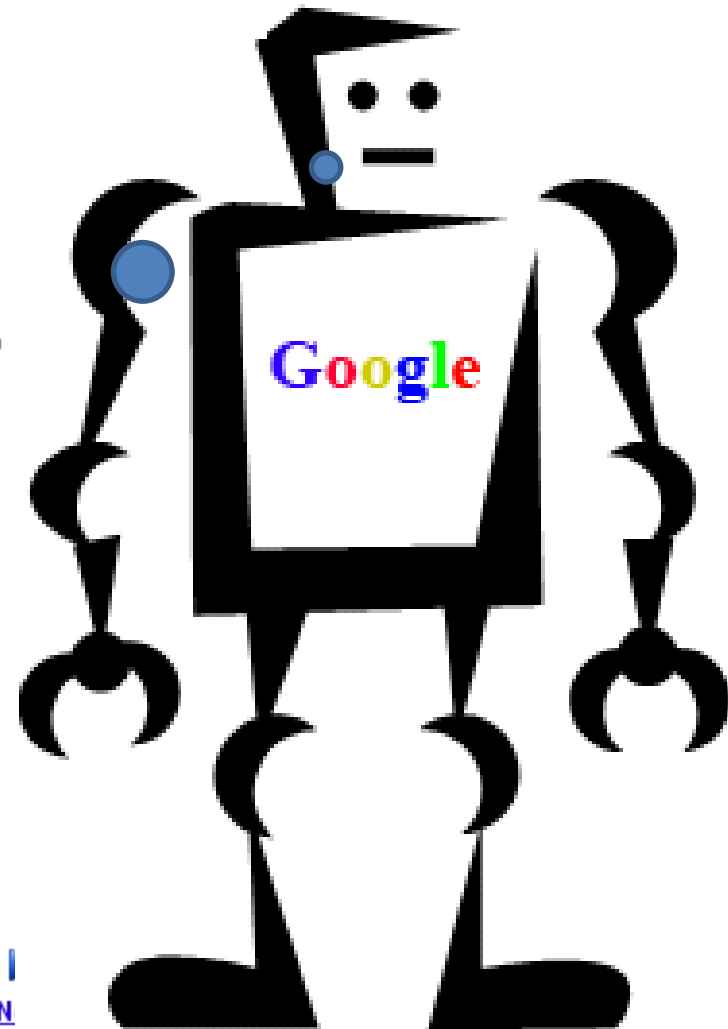
[Barack Obama](#)

Front page of Google for top searched terms such as: 'Barack Obama', 'Obama', etc.

Search for [barack obama muslim](#)

[barack obama muslim](#)

[barack obama muslim](#)



Contact Info

Brent D. Payne

- **Director, Search Engine Optimization**
- **Tribune Company, 435 N. Michigan, Chicago, IL 60611**
 - Office: 312.527.8387
 - Cell: 312.324.3344
 - Email: bpayne@tribune.com
 - Instant Messenger/Personal Email: bpayne@gmail.com
 - Twitter: @BrentDPayne (follow w/ caution)
 - Driver's License Number: BDP24456U8
 - Passport Number: 443876284