

Actionable SEO Tactics & Strategy for Today's Media Company

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Updated: 11/19/2009

What is SEO?

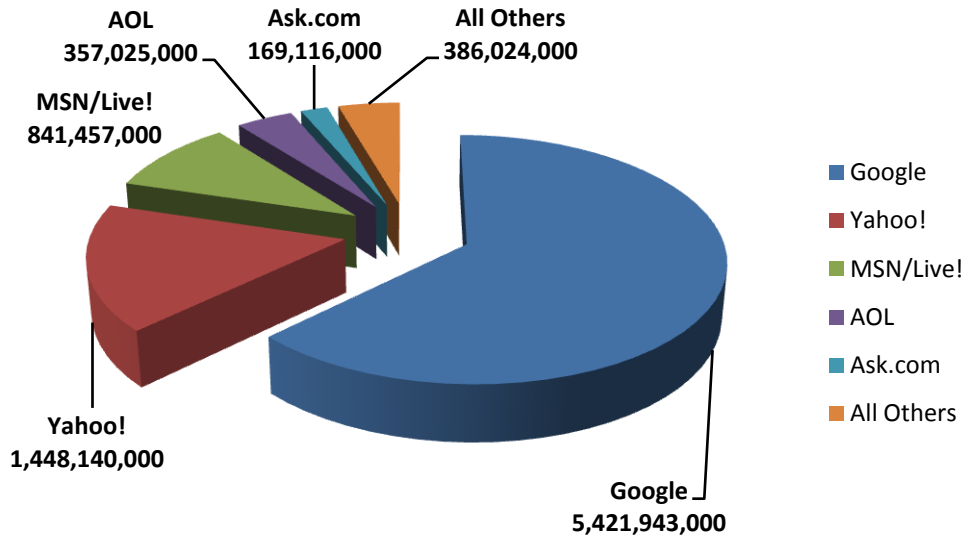
What SEO is...

- SEO = Search Engine Optimization
- A division of online marketing with the purpose of building content that is more understandable and readable by search engines.

What SEO is NOT...

- Building pages ONLY for search engines
- Engagement of unethical practices to gain search engine favor.
- An exact science

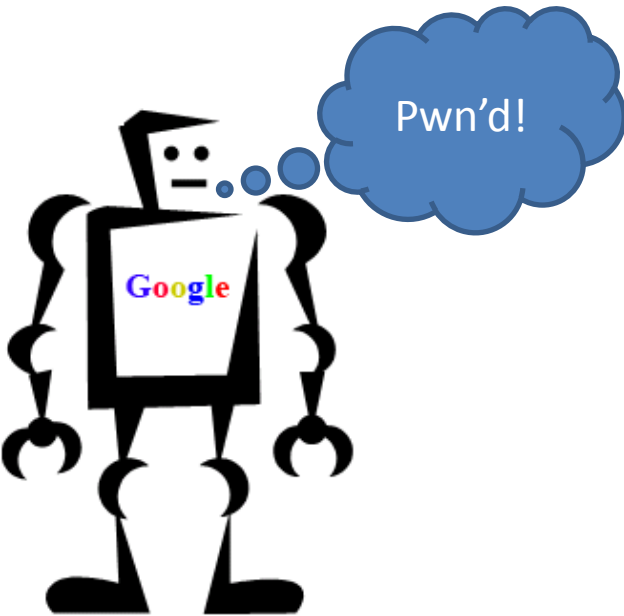
Why Should You Care About SEO?



Total Search Engine Traffic

- Google 5.4 Billion Searches per Month
- Yahoo! 1.4 Billion Searches per Month
- MSN/Live! 841 Million Searches per Month

Source: Nielsen Dec '08



Tribune SEO Statistics

Tribune's Search Engine Traffic

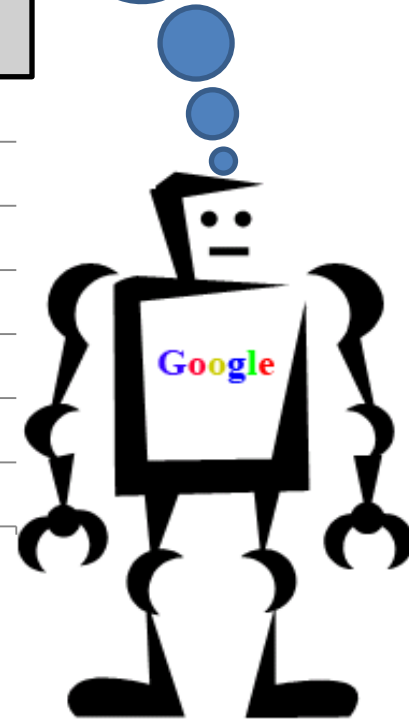
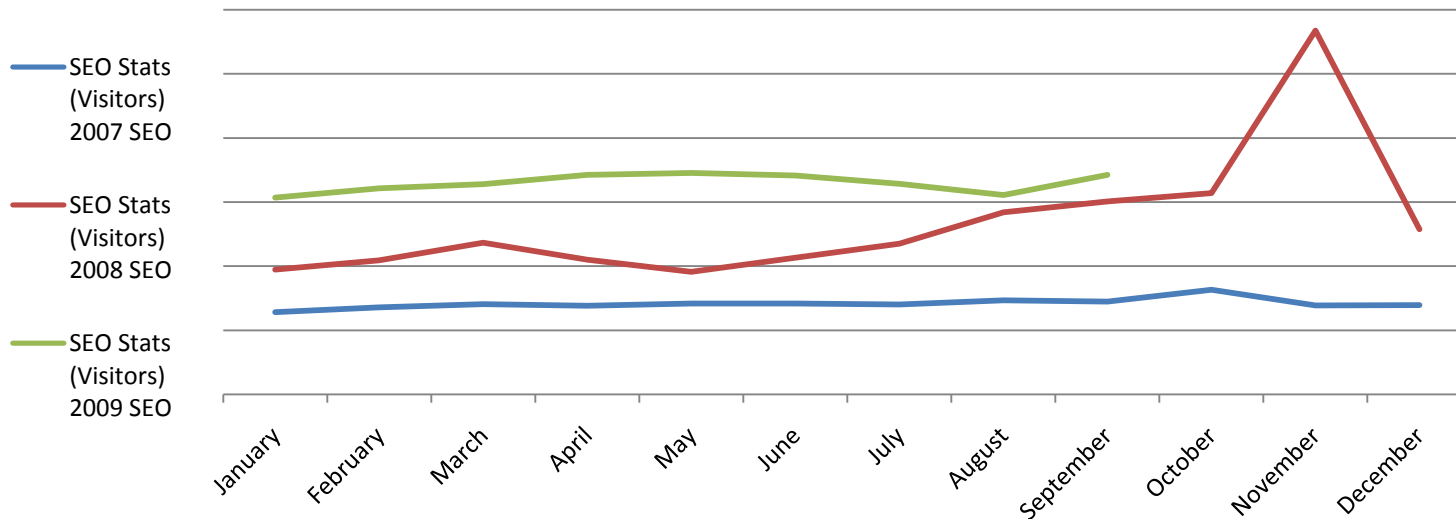
- 2007 – 22% of Visits from SEO
- 2008 – 31% of Visits from SEO
 - Doubled SEO Visits Y/Y
- 2009 YTD – 36% of Visits from SEO

Source: Omniture

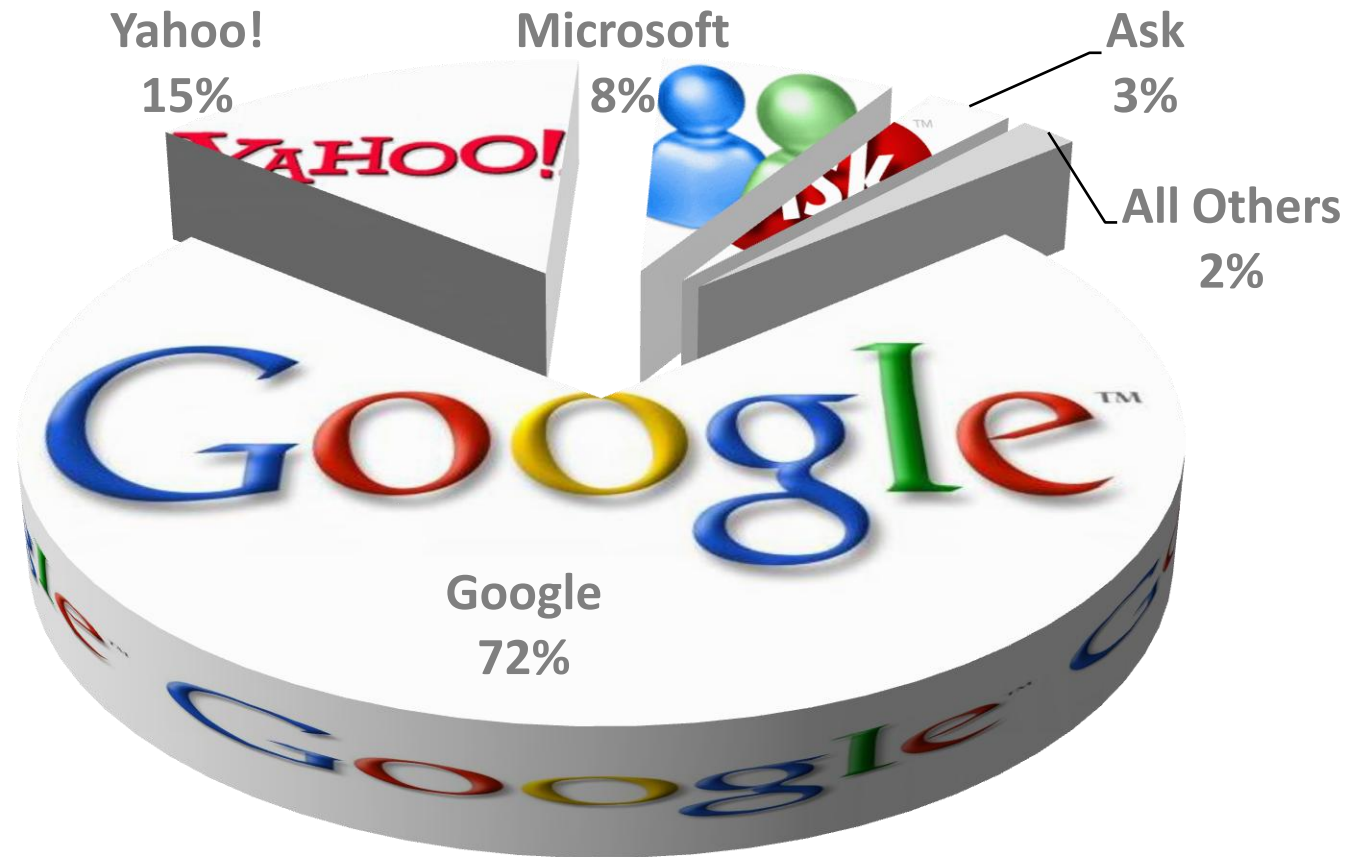
Wow! 36% of
Tribune's
traffic is from
SEO?!

What's Driving the Growth

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

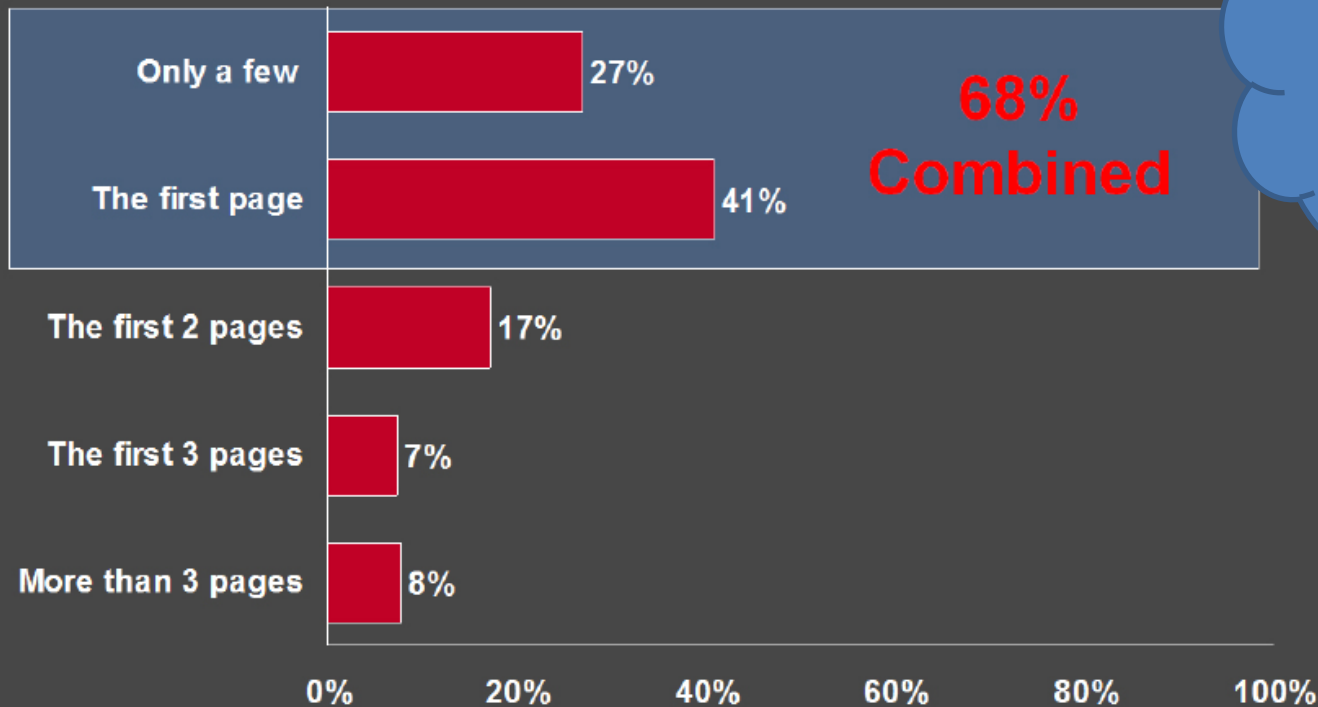


Why the Obsession with Google?



70% of Users Don't Go Beyond the 1st Page of Search Engines!

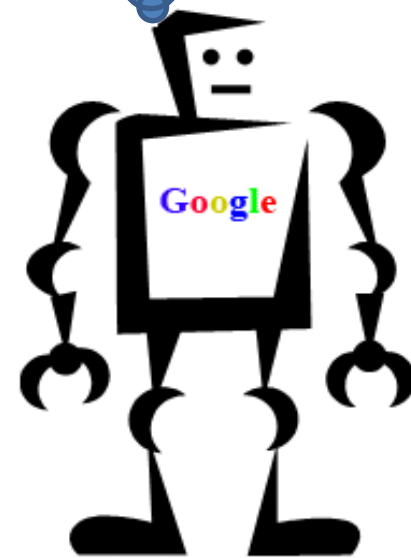
68% Of Search Engine Users Click Results Within The First Page of Results



Question: When you perform a search on a search engine and are looking over the results, approximately how many results do you typically review before clicking one? (select one)

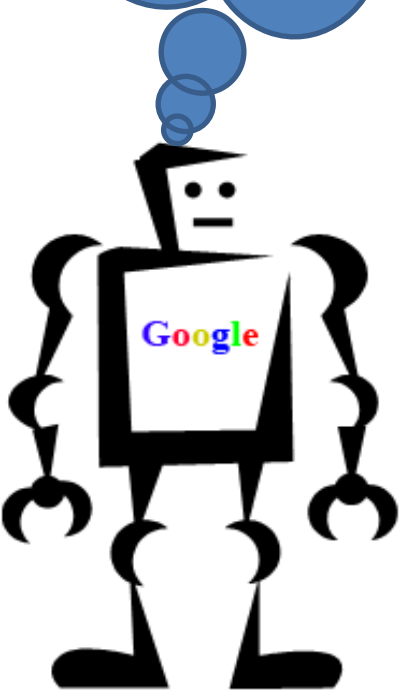
Percentage of Search Engine Users

Well, looks like getting to that first page is REALLY important then.

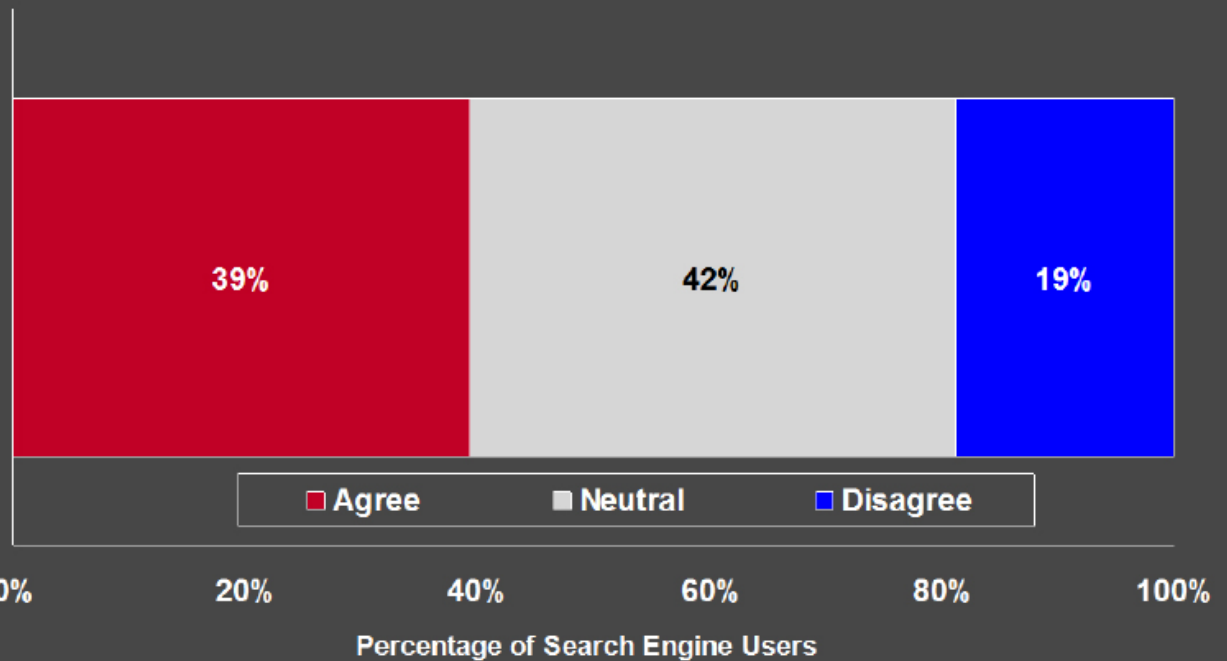


1st Page Result Underscores Brand Equity to the User

40% of people think a first page result shows brand leadership!

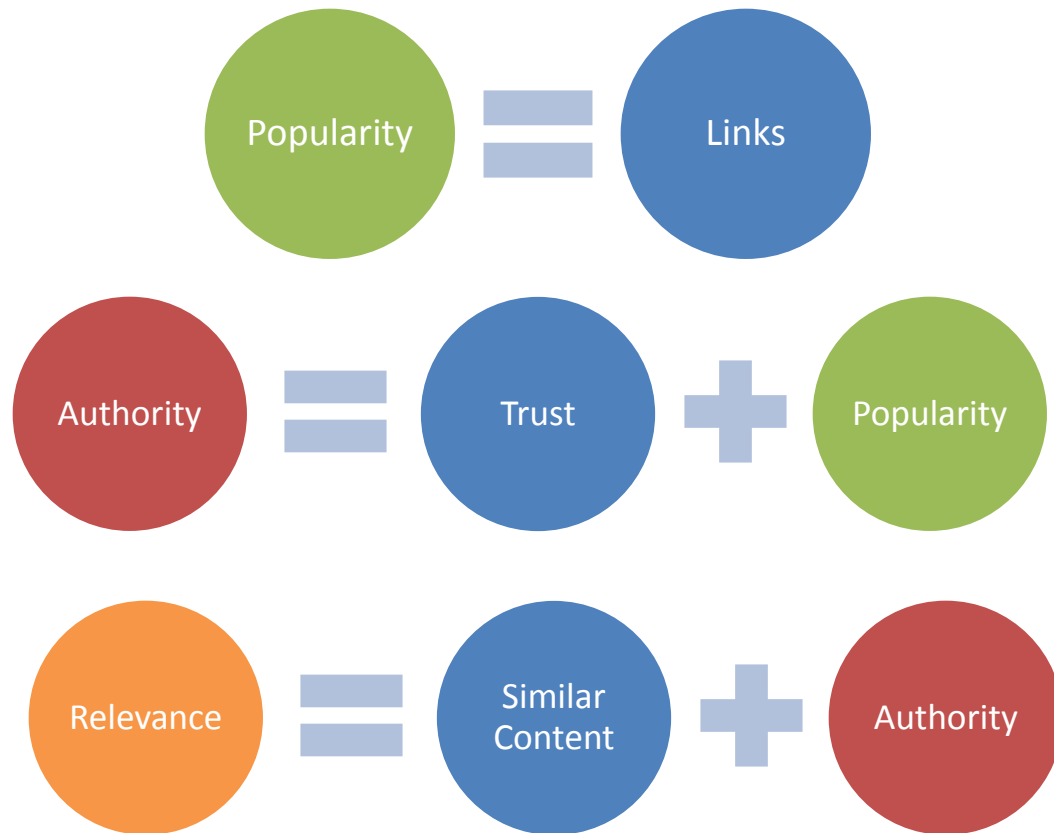


39% Of Search Engine Users Link Search Result Placement To Company Prominence



Question: Please state how much you agree/disagree with the following statement: "Seeing a company listed among the top results on a search engine makes me think that the company is a leader within its field." (Select one)

How a Webpage Ranks Well in Search Engines



The Key SEO Ranking Factors

Popularity

LOCAL BLOGS

CNN

SMALL WEBSITES

NYTIMES

PERSONAL PROFILES

LATIMES

AUTHORITY

LOCAL BLOGS

SMALL WEBSITES

PERSONAL PROFILES

LATIMES

RELEVANCE

On-Page

Link Text

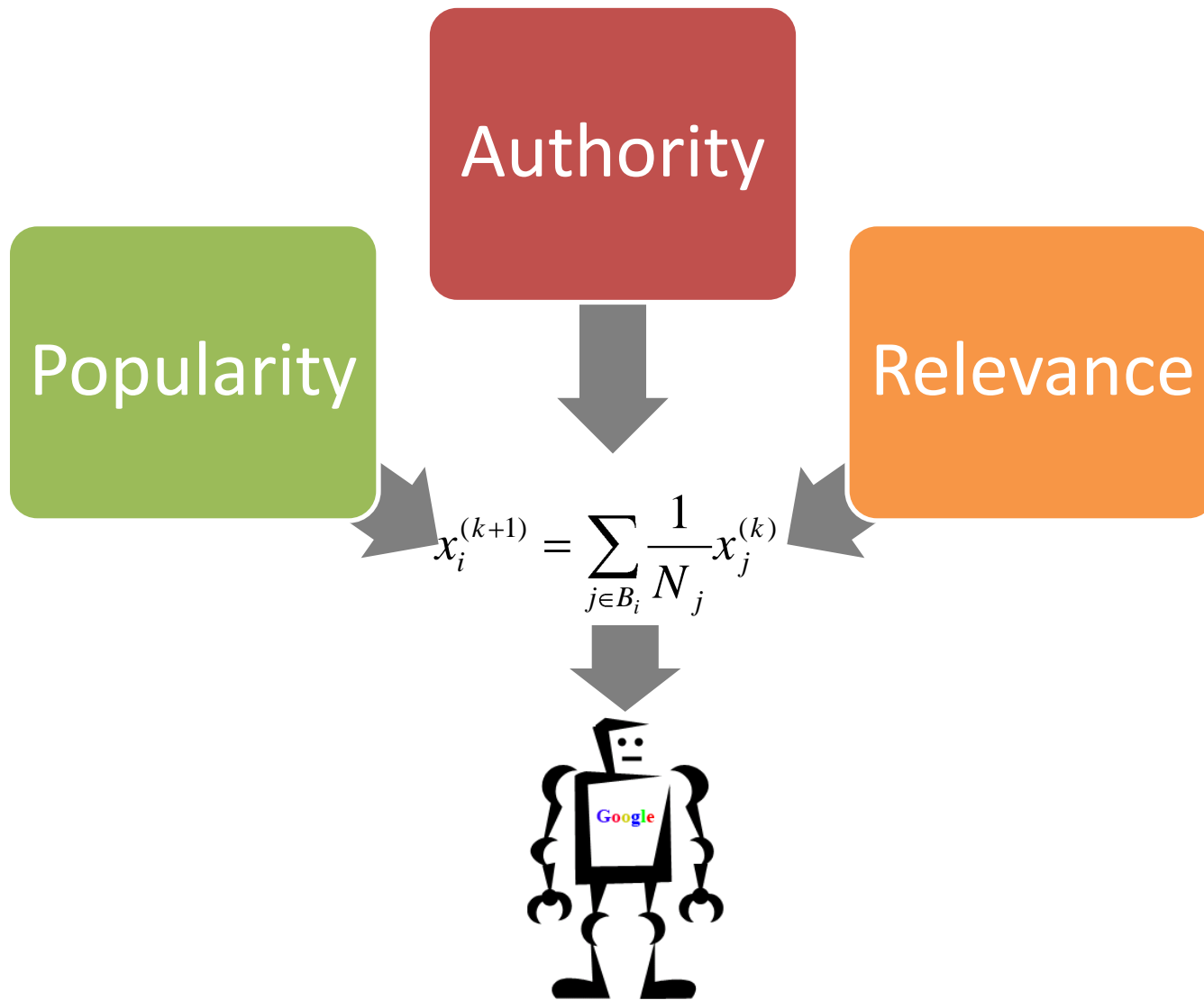
Off-Page

URL

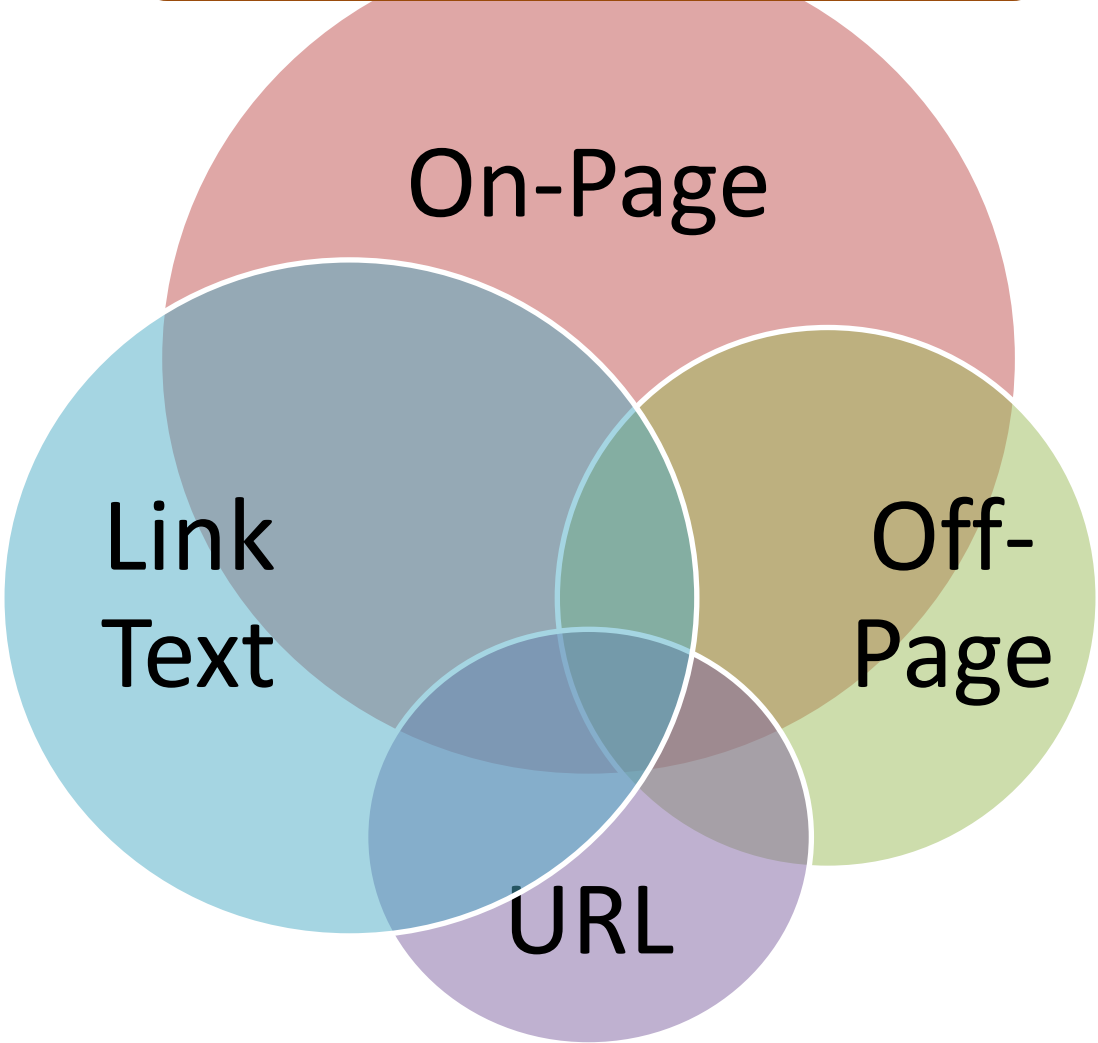
BEWARE OF NOFOLLOW



What We Know and Don't Know



RELEVANCE



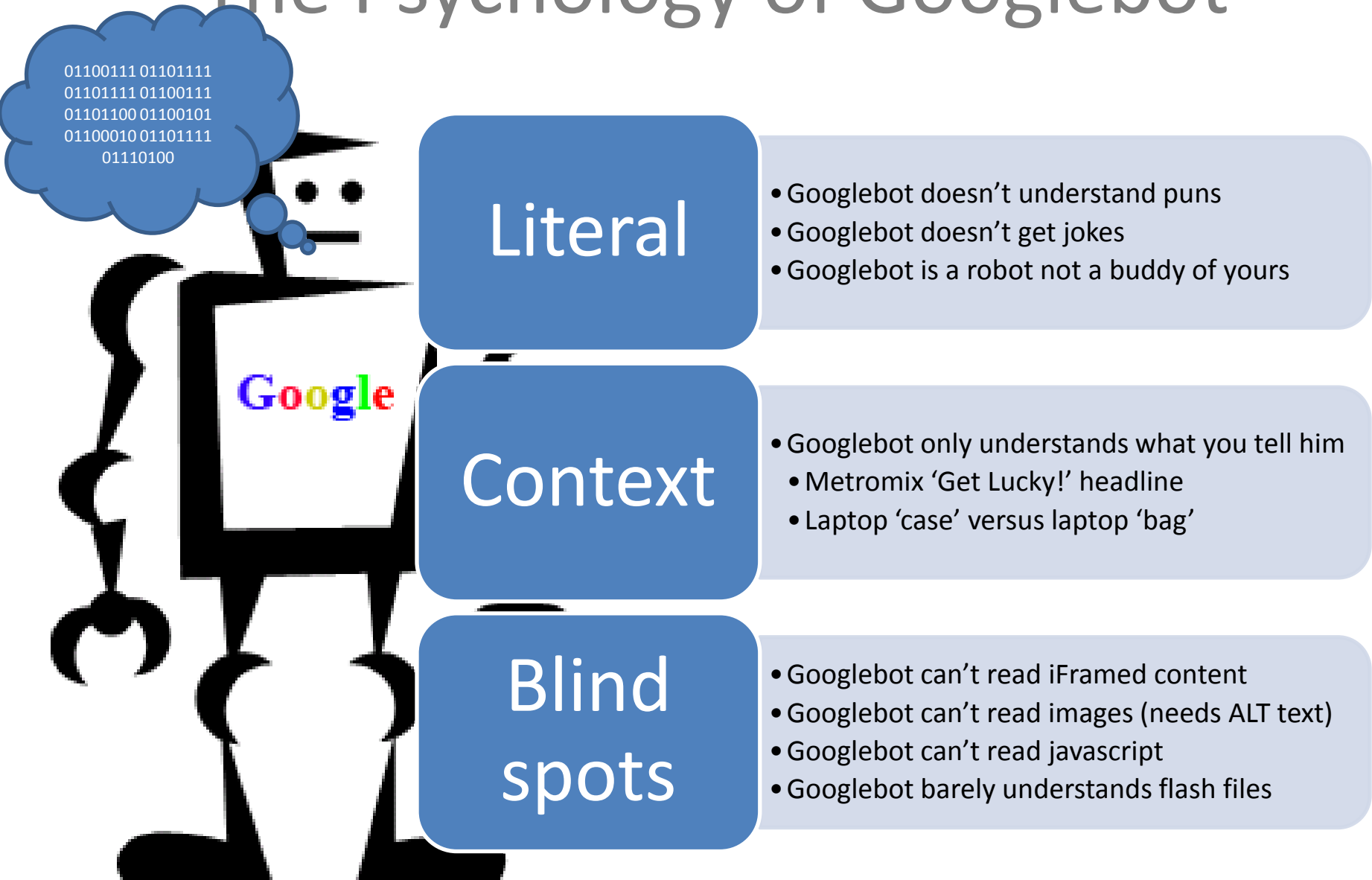
On-Page

Link
Text

Off-
Page

URL

The Psychology of Googlebot



01100111 01101111
01101111 01100111
01101100 01100101
01100010 01101111
01110100

Literal

- Googlebot doesn't understand puns
- Googlebot doesn't get jokes
- Googlebot is a robot not a buddy of yours

Context

- Googlebot only understands what you tell him
 - Metromix 'Get Lucky!' headline
 - Laptop 'case' versus laptop 'bag'

Blind spots

- Googlebot can't read iFramed content
- Googlebot can't read images (needs ALT text)
- Googlebot can't read javascript
- Googlebot barely understands flash files



Google Keyword Research Tool

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:
obama

Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. [?](#)
http://www.chicagotribune.com/topic/politics/gove

Include other pages on my site linked from this URL

[Or, enter your own text in the box below. \(optional\)](#)

[Filter my results](#)

- Provides long list of related terms (exports)
- Shows approx. search volume
- Shows advertiser competition for terms
- Shows keywords by URL

Keywords	Advertiser Competition	Local Search Volume: August	Global Monthly Search Volume
Keywords related to term(s) entered - sort by relevance			
obama		20,400,000	45,500,000
barack obama		2,240,000	11,100,000
obama barack		2,240,000	11,100,000
micelle obama		823,000	1,830,000
obama speech		246,000	1,830,000
obama video		135,000	450,000
barak obama		90,500	673,000
obama barak		90,500	673,000
barrack obama		60,500	368,000
obama campaign		60,500	301,000
obama 2008		49,500	201,000
obama biography		49,500	246,000
obama election		49,500	201,000
barack obama speech		27,100	368,000
senator obama		27,100	60,500
obama books		14,800	33,100
obama senate		12,100	49,500
barack obama campaign		9,900	49,500
bio obama		6,600	49,500
barac obama		4,400	60,500
barach obama		3,600	18,100
obama profile		2,400	14,800
obama baraka		1,600	12,100

<https://adwords.google.com/select/KeywordToolExternal>



Sep 1, 2009 - [change date](#)

1. [gmail down](#)
2. [gmail outage](#)
3. [gmail not working](#)
4. [gmail problems](#)
5. [gmail down september 1 2009](#)
6. [what s wrong with gmail](#)
7. [gmail server error](#)
8. [gmail status](#)
9. [gmail crash](#)
10. [google down](#)
11. [gmail blog](#)
12. [gulbis tennis](#)
13. [gmail news](#)
14. [people of walmart](#)
15. [people of wal mart website](#)
16. [duggars 19th child](#)
17. [jaycee dugard daughters photos](#)
18. [gmail account](#)
19. [olivia rogowska](#)
20. [tropical storm erika](#)
21. [gmail help](#)
22. [art schlichter](#)
23. [yosi sergant](#)
24. [duggar family](#)
25. [duggars](#)
26. [michelle duggar](#)
27. [google outage](#)
28. [jim thome](#)
29. [rogowska tennis](#)
30. [gmail issues](#)
31. [google apps status](#)
32. [kronos gyros](#)
33. [rescue me season 6](#)
34. [google 502 server error](#)
35. [pironkova](#)
36. [quiverfull](#)
37. [michael jackson hoax video](#)
38. [erich kunzel](#)
39. [patrick courrielche](#)
40. [michael yani](#)
41. [leah lust video](#)
42. [dahn yoga cult](#)
43. [station fire los angeles](#)
44. [hurricane jimena path](#)
45. [alpine nj](#)
46. [yucaipa fires](#)
47. [gmail.com.email](#)
48. [ernests gulbis](#)
49. [callie rogers](#)
50. [candice crawford](#)

Google Hot Trends: Introduction

Top 40 Search Terms

- Shows highest volume search terms by percentage of increase
- Updated every hour on the hour

Powerful for . . .

- Breaking news
- Historical top terms by date

<http://www.google.com/trends>



Google Trends: Michael Jackson's Death

Jun 25, 2009 - [change date](#)

[iGoogle Gadget](#) New!

1. [michael jackson died](#)
2. [michael jackson dead 2009](#)
3. [christian eyenga](#)
4. [jeff goldblum dead](#)
5. [la times](#)
6. [jeff goldblum](#)
7. [michael jackson heart attack](#)
8. [cardiac arrest](#)
9. [what did danielle do to dina](#)
10. [farrah death](#)
11. [l.a. times](#)
12. [patrick beverly](#)
13. [la times michael jackson](#)
14. [michael jackson cardiac arrest](#)
15. [michael jackson breaking news](#)
16. [tmz](#)
17. [cbs news](#)
18. [associated press](#)
19. [janet jackson](#)
20. [maria belen shapur photo](#)
21. [los angeles times](#)
22. [randy jackson](#)
23. [e news](#)
24. [ryan white](#)
25. [2010 census](#)
26. [ucla medical center](#)
27. [thriller lyrics](#)
28. [la times](#)
29. [abc news](#)
30. [neverland ranch](#)
31. [michael jackson rushed to hospital](#)
32. [how old was elvis when he died](#)
33. [nbc news](#)
34. [jeff goldblum new zealand](#)
35. [harrison ford dead](#)
36. [brian oxman](#)
37. [thriller video](#)
38. [cnn](#)
39. [fox news](#)
40. [mike jackson](#)
41. [who died today](#)
42. [michael jackson s kids pics](#)
43. [halston](#)
44. [farrah fawcett poster](#)
45. [headline news](#)
46. [cnn.com live](#)
47. [joe pesci](#)
48. [cnn newsroom](#)
49. [ap news](#)
50. [entertainment tonight](#)
51. [austin daye](#)
52. [msnbc](#)
53. [cnn live](#)
54. [new york times](#)
55. [toney douglas](#)
56. [thriller album](#)
57. [jackson family](#)
58. [celebrity deaths](#)
59. [holmby hills](#)
60. [janet jackson on michael s death](#)
61. [e online](#)
62. [ny times](#)
63. [man in the mirror lyrics](#)
64. [el](#)
65. [latoya jackson](#)
66. [enews](#)
67. [king of pop](#)
68. [jeff goldblum is watching you poop](#)
69. [farrah fawcett dies](#)
70. [suzanne saperstein](#)
71. [farrah fawcett last rites](#)
72. [entertainment news](#)
73. [channel 7 news](#)
74. [jackson 5](#)
75. [deaths today](#)
76. [el news](#)
77. [billie jean lyrics](#)
78. [did jeff goldblum die](#)
79. [lisa marie presley](#)
80. [al sharpton](#)
81. [michael jackson s kids names](#)
82. [farrah fawcett died](#)
83. [suzanne de passe](#)
84. [cnn news](#)
85. [eonline](#)
86. [taj gibson](#)
87. [michael jackson passed away](#)
88. [jordan hill](#)
89. [lee majors](#)
90. [paris michael katherine jackson](#)
91. [dejuan blair](#)
92. [michael jackson death hoax](#)
93. [michael jackson childhood lyrics](#)
94. [klla](#)
95. [mark sanford mistress photo](#)
96. [yahoo news](#)
97. [joanna philbin](#)
98. [msnbc live](#)
99. [debbie rowe](#)
100. [golden state warriors](#)

<http://www.google.com/trends>



Google Hot Trends: An Indication of Hourly Search Trends

gmail down

Hotness: **Volcanic**

Related searches:

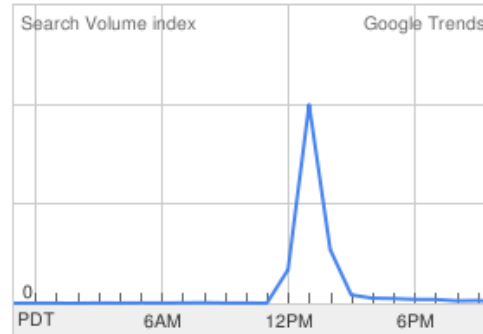
gmail, gmail outage, gmail status, gmail down september 1 2009, gmail is down

Peak:

1PM (PDT)

Location:

6% - New York, NY



Hotness Factor

- Volcanic – Extreme volume, usually high competition
- On Fire – High volume, considerably less competition
- Spicy – Strong volume, not worth chasing unless it's a hyperlocal term or you're a small site though
- Medium – Medium volume, not worth chasing after

Other Things to Consider

- Graph – Watch it and catch terms while they're still peaking
- Related Searches – Use them in your body text, subheadlines, etc.

gmail news

Hotness: **On Fire**

gmail issues

Hotness: **Spicy**

gmail 502

Hotness: **Medium**

Related searches:

gmail down, gmail 502 server error, gmail 502 error, gmail, gmail outage

Peak:

1PM (PDT)

<http://www.google.com/trends>



Don't Assume. Research. Think Creatively.

penile fracture

Hotness: **Volcanic**

Related searches:

broken penis, penis fracture, penal fracture, fractured penis, penis bone

Peak:

6PM (PDT)

Hot Trends (USA)

Jan 22, 2009 - [change date](#)

1. [penile fracture](#)
2. [broken penis](#)

Hot Trends (USA)

Jan 23, 2009 - [change date](#)

1. [elisabeth moss](#)
2. [straight up lyrics](#)
3. [rastafarian](#)
4. [road to perdition](#)
5. [rick springfield](#)
6. [penile fracture](#)

Blog posts

[subcondylar humerus fracture - VKER Health](#)

Sep 2, 2009

Peak time carefully **penile fracture** "" ->. keywords: the penis "**fracture** en types: physiological embarrassing index: u painted painted u [u] is this thing only afford to rent a room 14 ranch house of old. ... <http://www.vker.net/>

[Penile Fracture: Broken Penis On "Grey's" Sparks Flurry](#)

Jan 23, 2009

According to the search engine Google, two of the three most searched terms are "**penile fracture**" and "broken penis". It follows an episode of [Grey's Anatomy](#) Stairway to Heaven, screened ... According to the search engine ... <http://www.huffingtonpost.com/thenewswire/>

[Penile Fracture: Broken Penis](#)

Jan 22, 2009

Penile fracture /broken penis is a rupture of the tunica albuginea, which encloses the corpus cavernosum penis. It can only happen while the penis is erected during intercourse mostly during woman-on-top positions like the cowgirl ... <http://health.spreadit.org/>

[More blog results »](#)

Web results

[Penile fracture - Wikipedia, the free encyclopedia](#)

Aug 24, 2009 ... A **penile fracture** is an extremely rare injury caused by the en.wikipedia.org

[Penile Fracture and Trauma: eMedicine Urology](#)

Overview: Traumatic **penile** injury can be due to multiple factors. **Penile fracture** emedicine.medscape.com

[Penile Fractures: More Than a Sex Myth on 'Grey's Anatomy' - ABC News](#)

Jan 23, 2009 ... Can a **penis** break -- as in an episode of ['Grey's Anatomy'](#)? abcnews.go.com

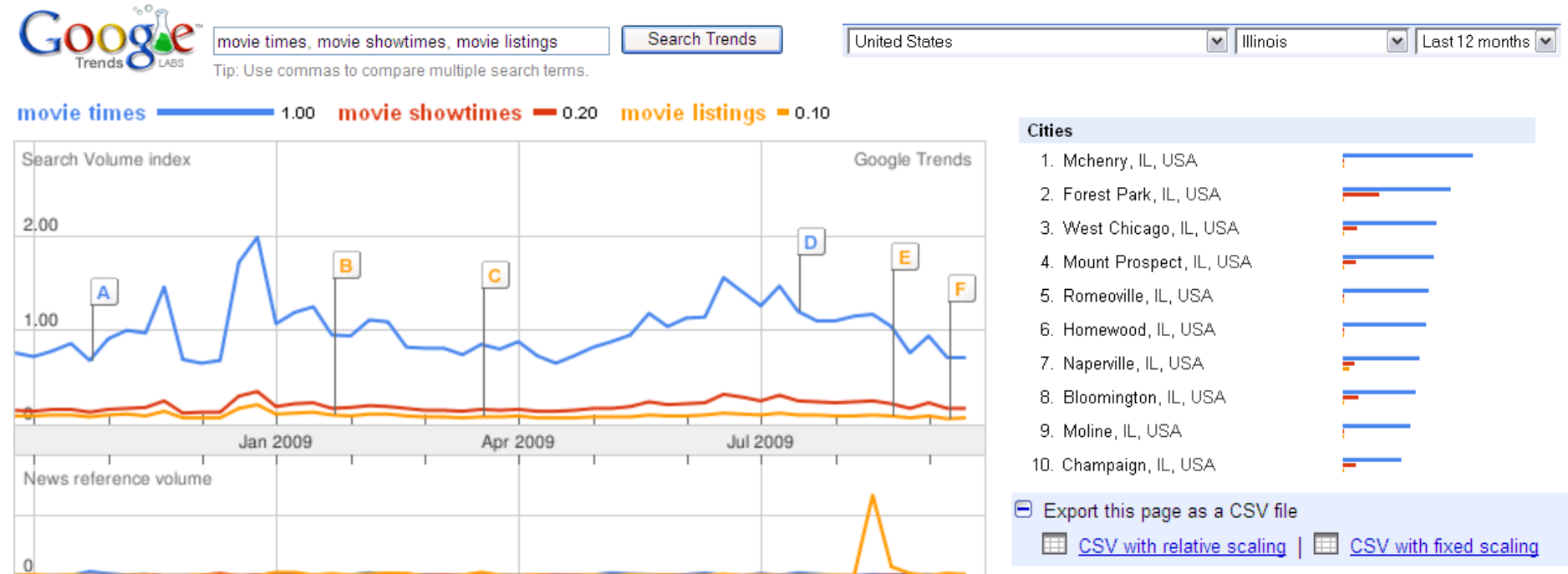
[I Broke My Penis | The story of my penile fracture](#)

Feb 17, 2008 ... **Penile fracture** is something that doesn't happen too often. www.ibrokemy penis.com

[More web results »](#)



Google Trends: Compare Search Volume by Terms



Compare multiple terms to determine which term receives the highest volume of search traffic.

Use the drop down menus to change the date range and regional data sets.

<http://www.google.com/trends>

Google Insights: Keywords by Category/Subcategory/Region

Filter

United States All subregions

Last 7 days

Entertainment

- ▶ Computers & Electronics
- ▼ Entertainment
 - Celebrities
 - Clubs & Nightlife
 - ▼ Comics & Animation
 - Anime & Manga
 - Cartoons
 - Comics
 - Dancing
 - Entertainment Industry
 - Fashion & Modeling
 - Fun & Trivia
 - ▶ Humor & Bizarre
 - ▶ Movies
 - ▶ Multimedia Content
 - ▶ Music
 - Radio
 - ▶ TV
- ▶ Finance & Insurance

Top searches

1.	lyrics	100
2.	youtube	55
3.	music	25
4.	movies	20
5.	kanye	15
6.	you tube	10
7.	taylor swift	10
8.	kanye west	10
9.	espn	10
10.	fox	5

New!

Discover the top volume search terms by category

Discover fastest rising search terms by category

Rising searches

1.	kanye west vma	Breakout
2.	vma	+5,000%
3.	patrick swayze	+1,800%
4.	kanye west	+850%
5.	kanye	+750%
6.	oprah	+300%
7.	taylor swift	+250%
8.	jay z	+170%
9.	beyonce	+120%
10.	the office	+100%

New!

<http://www.google.com/insights/search>



xRank™ beta

Microsoft's xRank: Celebrity Keyword Research

xRank™

1 Tawny Kitaen

Tawny Kitaen



xRank™: 1

- Actress **Tawny Kitaen** arrested in California for DUI *Morning Journal 9/28/2009*
 - **Tawny Kitaen** arrested on DWI charge *The Money Times 9/28/2009*
 - **Tawny Kitaen** arrested on DUI charge in Calif. *Vindicator 9/28/2009*
- [More news](#)

Top celebrities

Sun Sep 27, 2009

- 1 **Tawny Kitaen**
 - 2 Roman Polanski
 - 3 Etta James
 - 4 Pamela Anderson
 - 5 Halle Berry
 - 6 Ali Larter
 - 7 Phoebe Cates
 - 8 Megan Fox
- Tiger Woods
Muddy Waters

Trends Data

- Updates multiple times per day
- Graph of trend history

Categories

- Celebrities
- Musicians
- Politicians

Related Articles

- News
- Images
- Videos

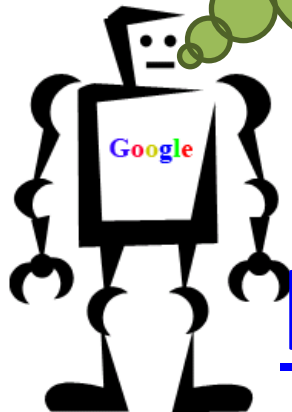
Hmm. Gates, got xRank right at least.

12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27
Week of 9/06/2009 Week of 9/13/2009 Week of 9/20/2009

p | Previous | Next

kitaen images, tawny kitaen biography

<http://www.bing.com/xrank>



Code Your Pages Properly First!

Homepage/Content HTML Title Tag

- The most important SEO field
- Communicate loudly but don't spam
- Must be unique!

Meta Description

- Important mainly due to click through
- The goal is to entice the human click to your link
- Write a unique description for each page on your site

H1 Tag/Headline

- Beat up your designers that use it for 'style' instead of SEO emphasis
- Should be used for the main heading of the page (i.e. headline)

First Paragraph

- Keep the first paragraph close to the H1 tag in the HTML code
- Do not break up the code within the paragraph with other HTML
- All pages MUST have at least a paragraph of text

G' News Categories, Bold/Italics, URL

- Use Google News categories for increased visibility
- Bold/italics puts heavier SEO emphasis on keywords
- URL is important for relevance with inbound links

Relevance

Keyword Usage: HTML Title Tags

HTML Title Tag

Keyphrase: Then a keyphrase loaded headline

An optional title for your blog post that will only appear in the HTML title tag (this helps improve SEO).

Page HTML Title Tag

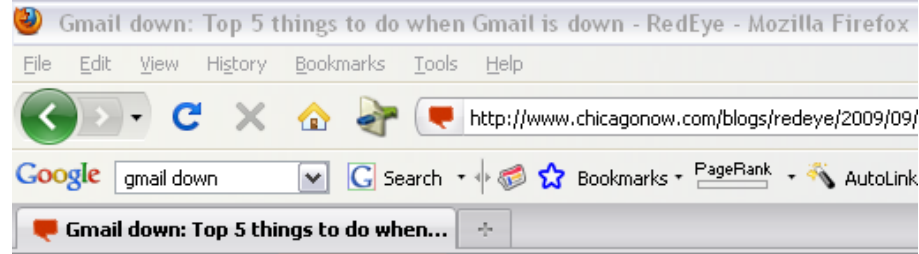
- Use keyword, followed by colon, followed by a typical headline
- Insert keyphrase twice if possible
- Speak to a national audience
- Don't look too spammy but draw attention
- **MOST POWERFUL FIELD FOR SEO RELEVANCE!**

[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](#) - [Share](#) [Close](#)



Homepage Title Tag

Keyword, keyword and keyword now filler text to make a phrase

An optional title for your blog post that will only appear on the home page.

Homepage HTML Title Tag

- Put keywords first in the title tag
- Work the keywords into a phrase
- Use keywords that occur routinely across the entire blog
- Don't look too spammy but draw attention

Relevance

Keyword Usage: Meta Description

[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](#) -   

Excerpt

This is where it appears in Google.

Entice humans to click

Don't tell them everything

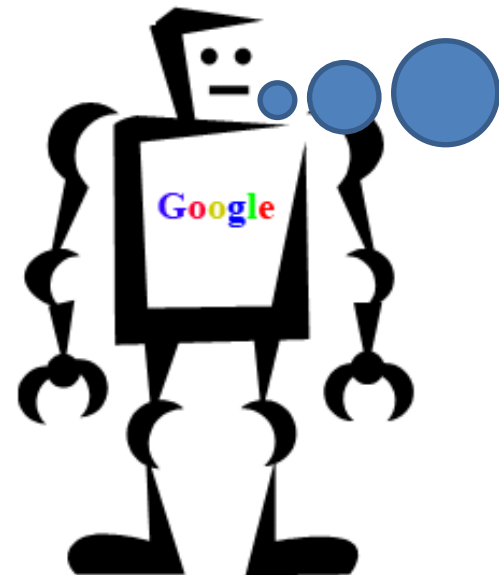
Use keyword at least once

Speak to national audience

Don't look too spammy but draw attention

Remember the Meta Description does little good to get you to the front page of Google but does a lot to get humans to click on your content!

RELEVANCE



Keyword Usage: Headline/H1

REQUIRED

- Include targeted keyphrase

RECOMMENDED

- Exact match keyphrase
- Place keyphrase in front
- Differentiate from blog post title tag
- Be succinct

DO NOT...

- Use AP or other newswire headline
- Use hyper-local buzz phrases
- Be too witty at cost of search relevance

Relevance

The Seven Headlines of CNN

Obama: Nobel Peace Prize is 'call to action'

Most Popular on CNN

▼ **STORIES**

Most Viewed	Most Emailed	Top Searches
1		

1 **Obama 'deeply humbled' by Nobel Peace Prize**

[Make CNN Your Home Page](#)

updated 43 minutes ago

Obama accepts Nobel as 'call to action'

Top World Stories

• **Obama awarded 2009 Nobel Peace Prize**

Obama's Nobel Peace Prize



Prize a 'call to action'

President Obama said Friday that he was humbled by the decision of the Norwegian Nobel Committee to award him the 2009 Nobel Peace Prize.

Obama awarded NOBEL PEACE PRIZE

President Obama is the 2009 winner of the Nobel Peace Prize for "extraordinary efforts to strengthen international diplomacy and cooperation between peoples." The decision appeared to catch observers by surprise.

[full story](#)



APPHOTOGRAPHY IMAGES

Obama 'surprised, humbled' 5:53

President Obama reacts to his selection as the winner of the 2009 Nobel Peace Prize.

• **Obama awarded 2009 Nobel Peace Prize**

- Main Story Headline
- Most Popular Headline
- Homepage Headline
- U.S News Headline
- World News Headline
- CNN Politics Headline
- CNN Specials Headline

Relevance

Keyword Usage: Subheadline/H2

REQUIRED

- Include core targeted keyword
- Differentiate from headline and SEO title

RECOMMENDED

- Include core word from keyphrase
- Use plural or singular version of keywords
- Use different tense for some keywords
- Be more verbose to create 'SEO noise'

DO NOT...

- Use AP or other newswire headline
- Use headlines from other pages on your site
- Field usage for other purposes (i.e. linking)

Relevance

Keyword Usage: First Paragraph

REQUIRED

- Include targeted keyphrase in the paragraph

RECOMMENDED

- Use targeted keyphrase more than once
- Use plural or singular version of keywords
- Use synonyms of keywords
- Use 'similar searches' keywords

DO NOT...

- Use content from newswires or AP
- Use content from sites that have stronger positioning in Google for same content
- Create too short of content

Relevance

Keyword Usage: URL

REQUIRED

- Use targeted keyphrase
- Separate words with hyphens

RECOMMENDED

- Utilize the keyphrase mentioned in Google Trends
- Include at least a 3-digit number

DO NOT...

- Abbreviate or omit vowels, etc.

Relevance

Keyword Usage: Examples

SEO Title

- Michelle Obama's Dress: Who made Michelle Obama's dress, plus photos -- Chicago Tribune

SEO Description

- Michelle Obama's dress and other wardrobe choices have been a breath of fresh air in the fashion industry. Learn about her dress at the ...

Headline

- Who made Michelle Obama's dress?

First Paragraph

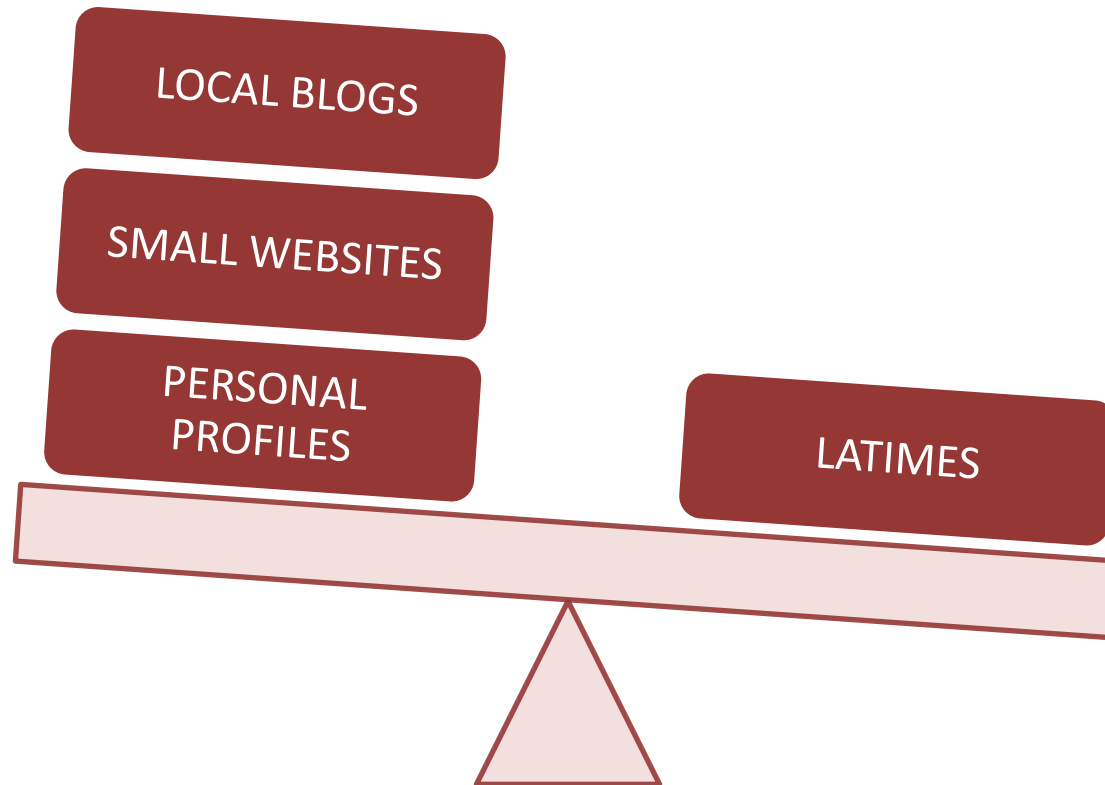
- Changing into an elegant black-and-white Isabel Toledo dress from springy J.Crew pieces Wednesday in London, First Lady Michelle Obama showcased her ...

G' News Categories, Bold/Italics, URL

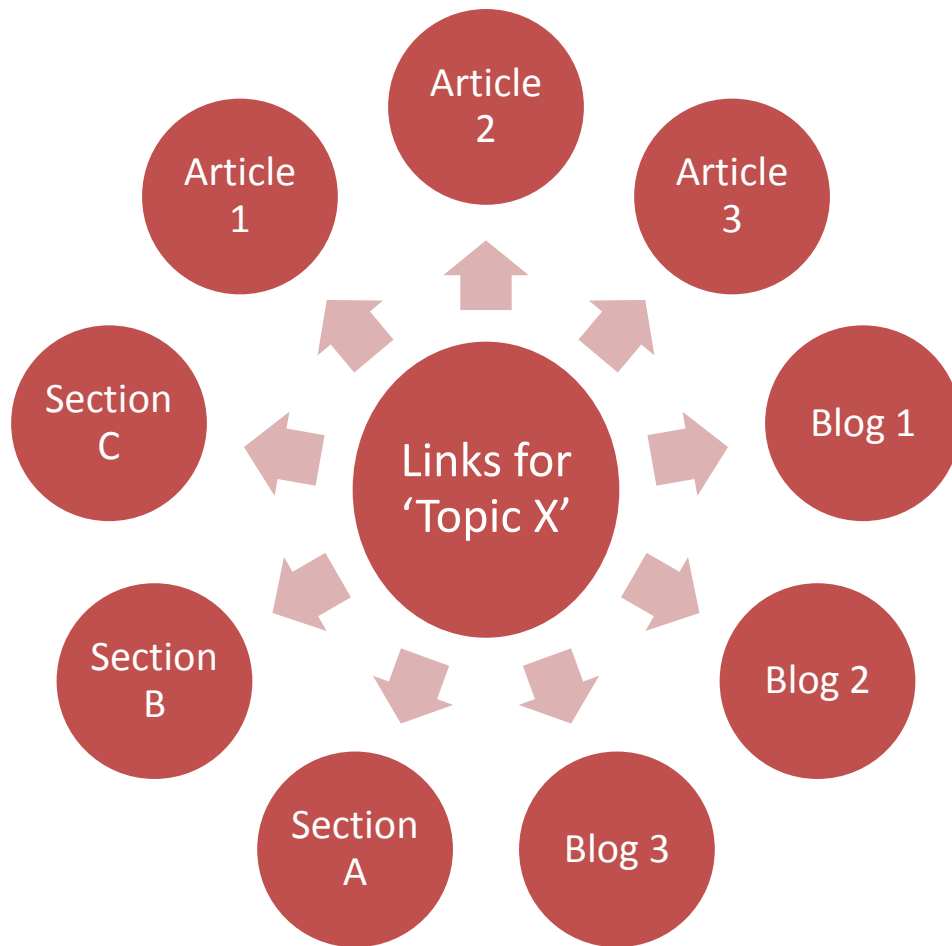
- URL: /chi-michelle-obama-dress-story
- Bold/Italics: Michelle Obama
- G'News Categories: Lifestyle, Celebrities

Relevance

AUTHORITY



On-Site Linking Structure: Unorganized

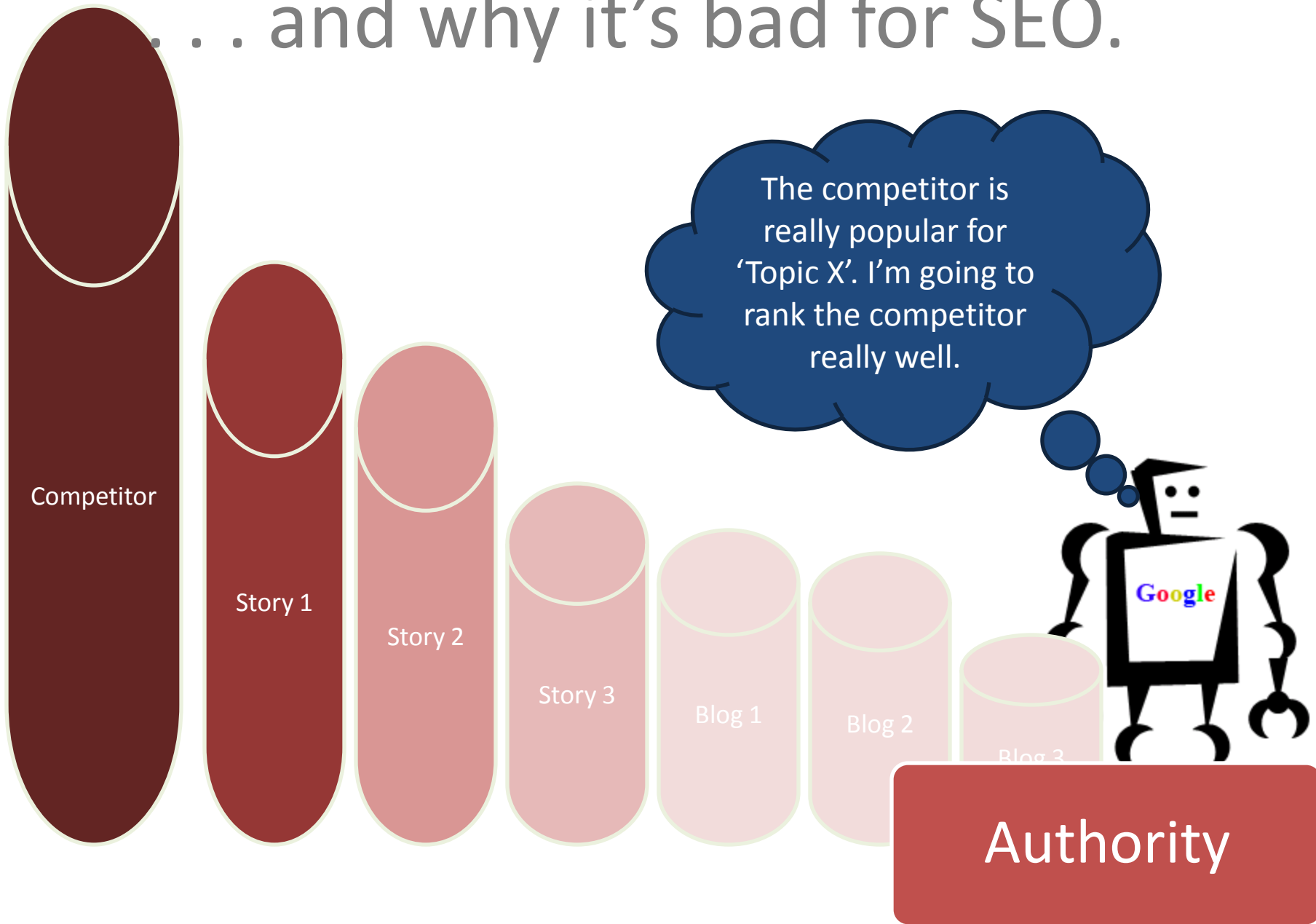


No specific page stands out on this site as being the clear destination for 'Topic X'. I'm not going to rank it well.

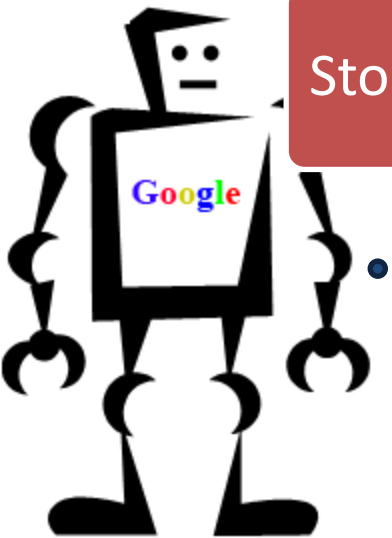
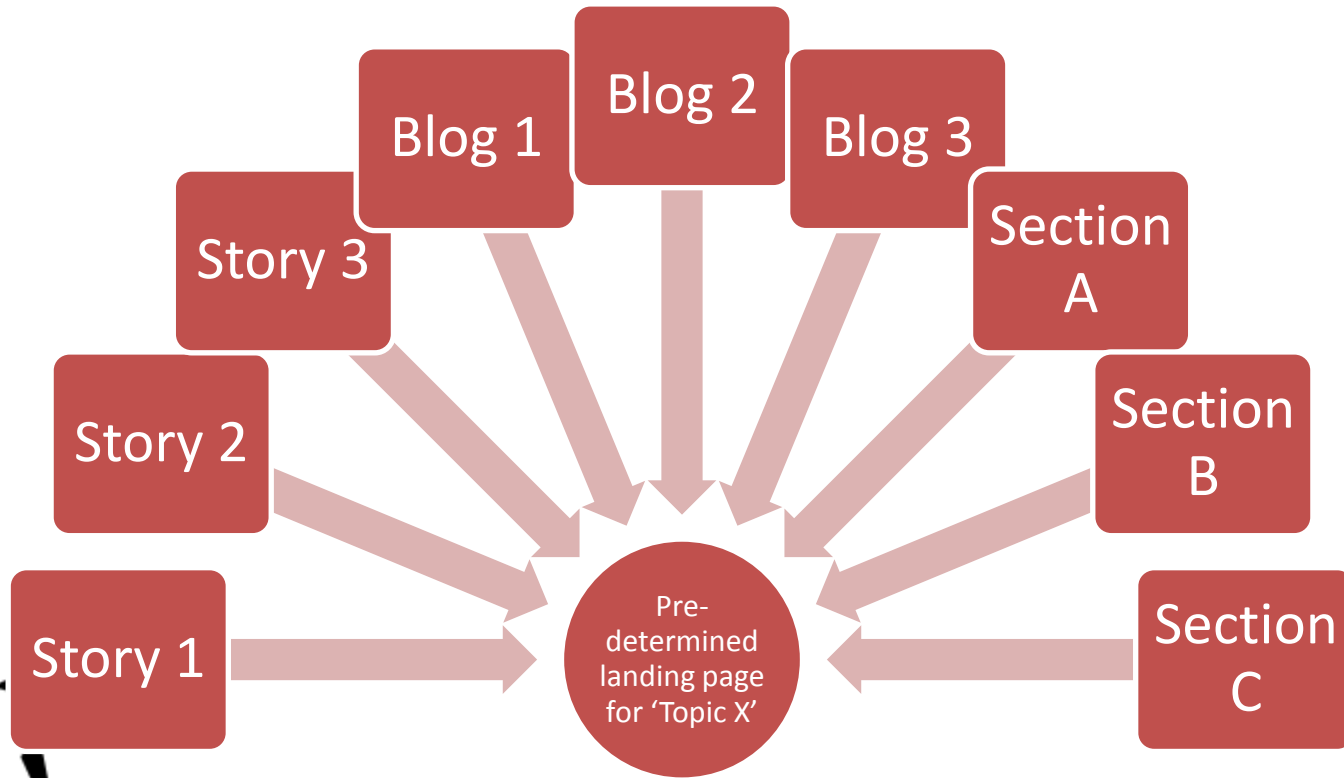


Authority

... and why it's bad for SEO.



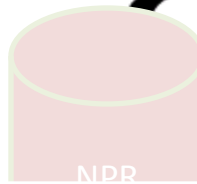
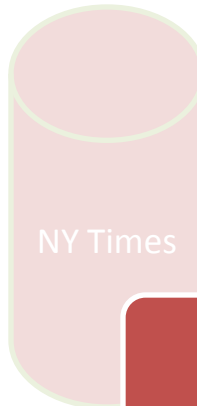
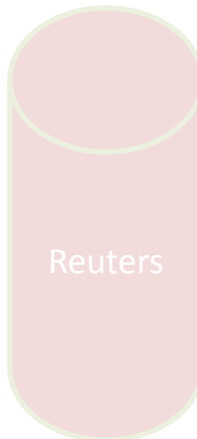
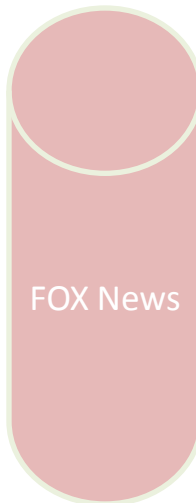
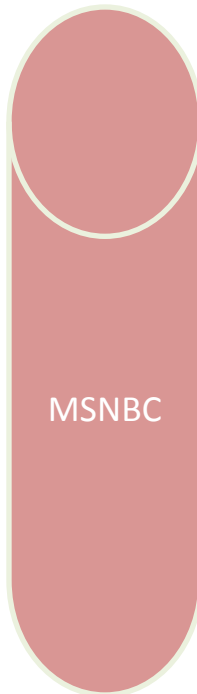
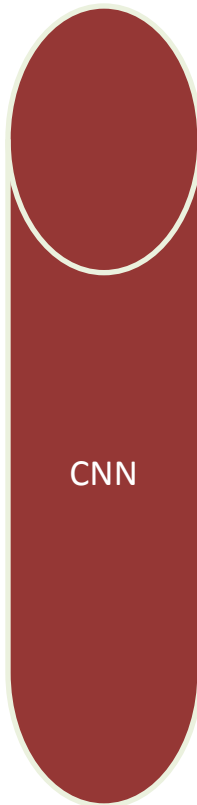
On-Site Linking Structure: Organized



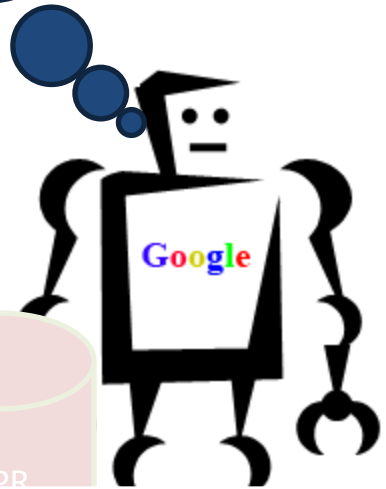
Now this is popular content. I'm going to rank it well.

Authority

... And why it's good for SEO.



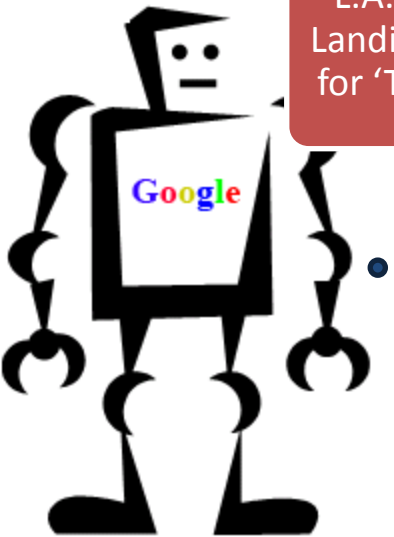
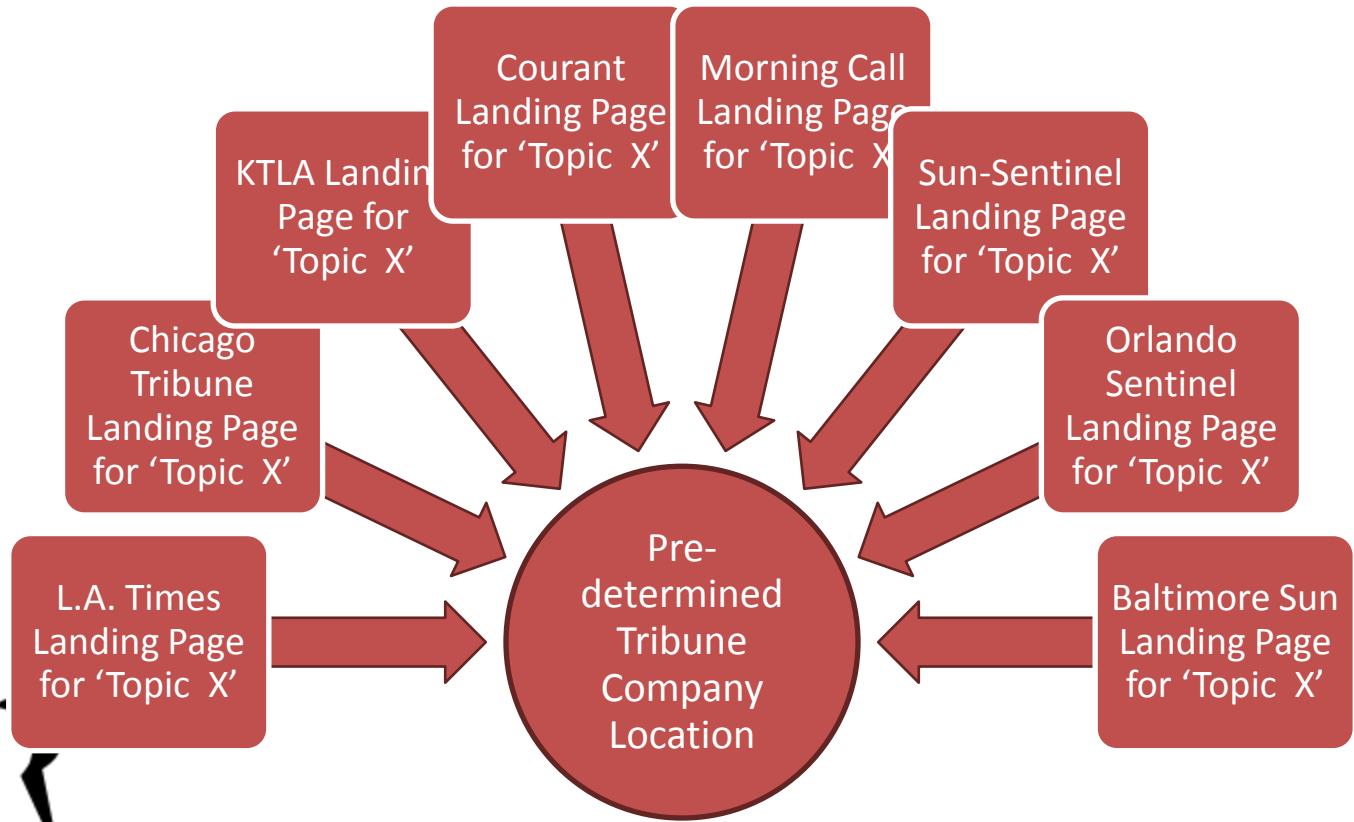
This page has some really authoritative and relevant content. I'm going to rank it better than CNN, MSNBC, etc.



Authority

A red rectangular box containing the word "Authority" in white text, positioned at the bottom right of the chart.

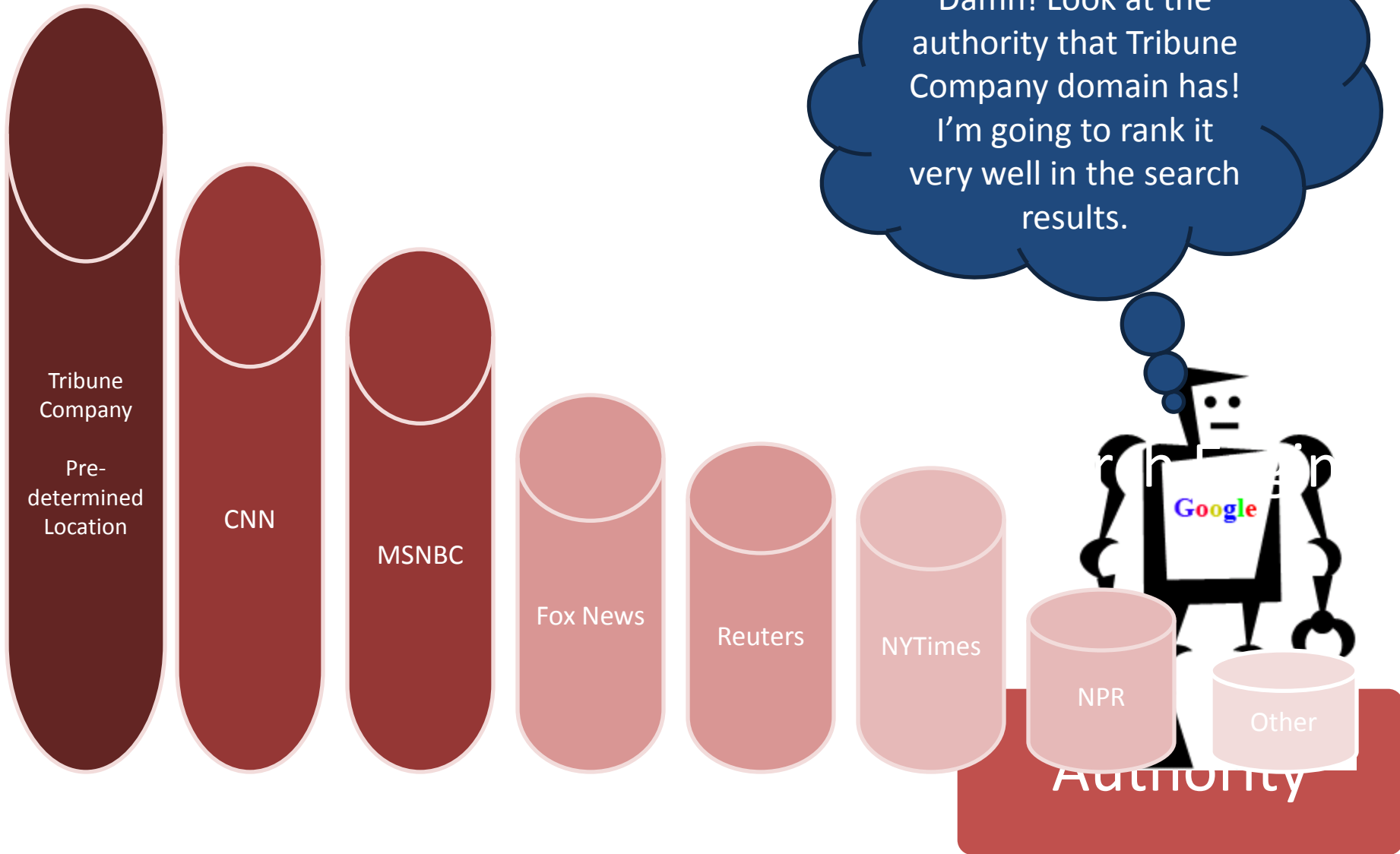
Multiple Domain SEO Strategy to Maximize Authority



Now this is authoritative content. I'm going to rank it well.

Authority

... And why it's good for SEO.



Utilize a Taxonomy System

[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: W](#)

[Barack Obama](#)

[Video resu](#)

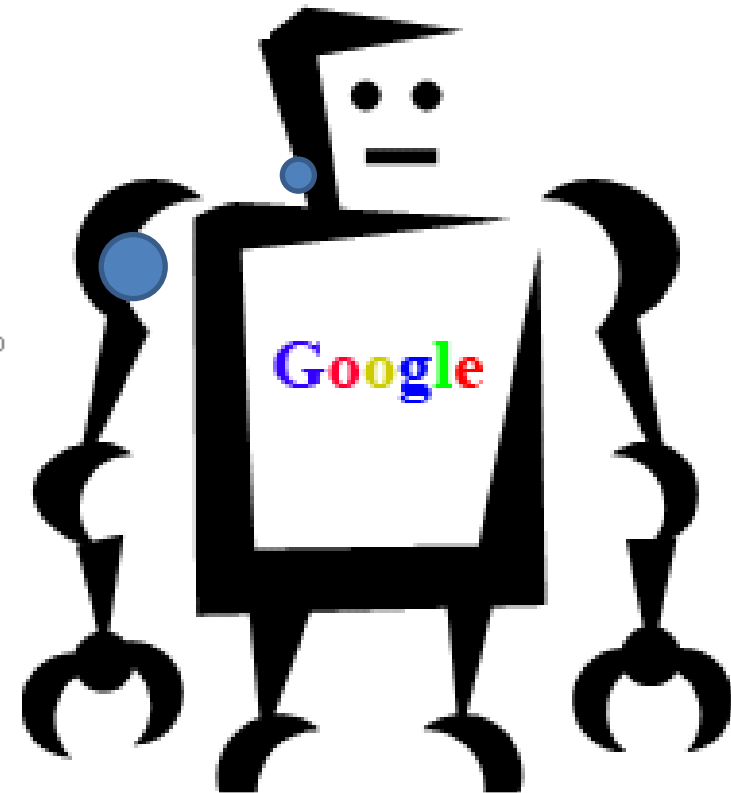
 [Barack Obama muslim](#)

Search

[barack obama muslim](#)

[barack obama qu](#) [barack obama middle name](#)

Front page of Google for top searched terms such as: 'Barack Obama', 'Obama', etc. thanks to the taxonomy system!



Authority

Popularity

LOCAL BLOGS

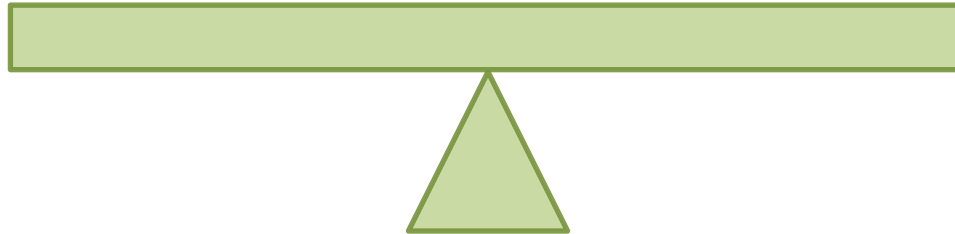
CNN

SMALL
WEBSITES

NYTIMES

PERSONAL
PROFILES

LATIMES



Make It Easy to Be Social!

1 retweet

Digg submit

facebook

stumbleupon

email

CHICAGONOW.COM ON DIGG

Upcoming

Popular

296



Jenny Slate drops F-bomb on SNL premiere (Video)

272

'Paranormal Activity' the next 'Blair Witch'

353

Pranksters Sued for ... Fake Facebook Profile!

388



Photo Gallery: Celebrities In High School

214



Denver's Really Taking This Jay Cutler Trade Hard

Popularity

CHICAGONOW.COM ON FACEBOOK



ChicagoNow on Facebook

Become a Fan

ChicagoNow has 1,158 Fans



Janneth



Gloria



Erin



Mario



Jason



Frank



Tony



Heather



Alexandra



Deirdre

ChicagoNow on Facebook

Social Media & Search: Social Media Vastly Increases Inbound Links

885 diggs

[10 Great Flash and Lighting Hacks for Digital Photographers](#)

dugg!

digital-photography-school.com — In this post I've found 10 DIY Flash and Lighting Hacks that put some of these lighting techniques within the grasp of the rest of us. Some are more involved than others but all are fun and will provide you with some new lighting gear to experiment with.



YAHOO! SEARCH
Site Explorer

If you want to track a Site, [add it to My Sites](#) ▼

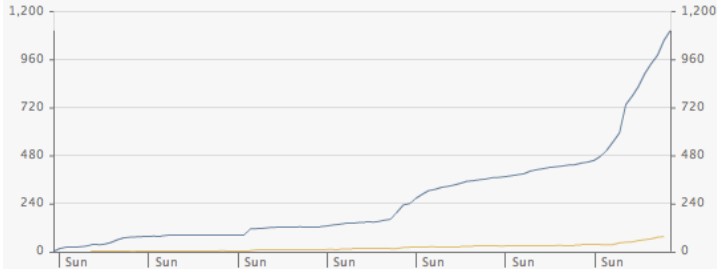
Results

[Pages \(1\)](#) | [Inlinks \(1,557\)](#)

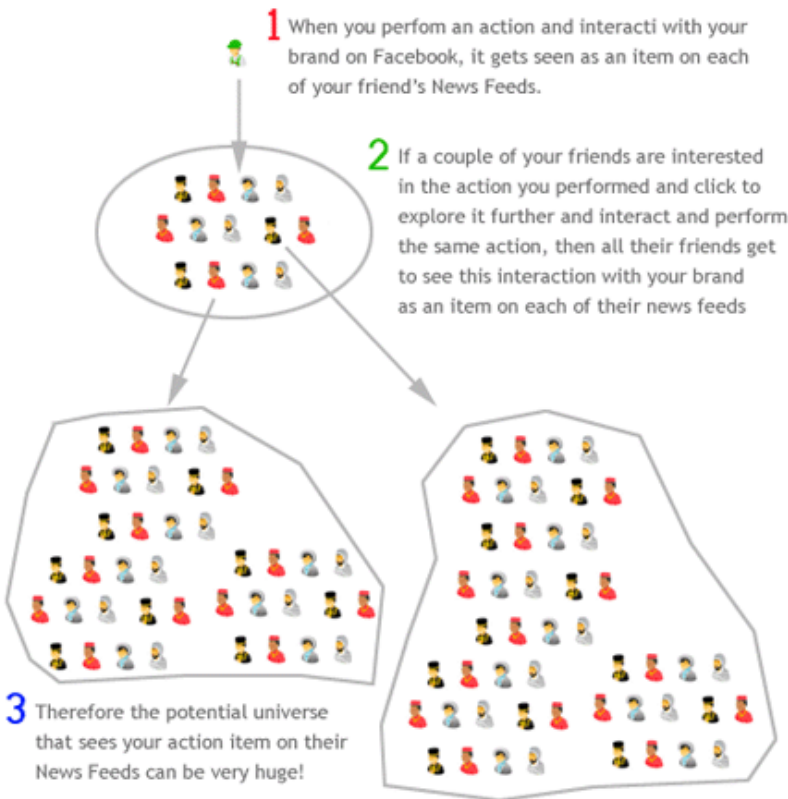
Show Inlinks

Popularity

The Facebook Viral Loop



How Your Actions on Facebook spread via the News Feed



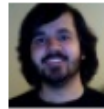
ChicagoNow Do you have a bad roommate or bad neighbor story? Share it with us and who knows, he or she might be reading and get the hint! Remove

Mad props to the polite - Etiquette Bitch

Source: www.chicagonow.com

Staying within the spirit of Neighborly Etiquette Week (which lasts until Oct. 1), the best thing I can tell you today is that my ignorant, rude, couldn't-care-less-about-everyone-else neighbor seemed ...

3 minutes ago · [Comment](#) · [Like](#) · [Share](#)



What's on your mind?

Attach:

Share



ChicagoNow Do you have a bad roommate or bad neighbor story? Share it with us and who knows, he or she might be reading and get the hint!

Mad props to the polite - Etiquette Bitch

Source: www.chicagonow.com

Staying within the spirit of Neighborly Etiquette Week (which lasts until Oct. 1), the best thing I can tell you today is that my ignorant, rude, couldn't-care-less-about-everyone-else neighbor seemed ...

about a minute ago · [Comment](#) · [Like](#) · [Share](#)



Lee Odden Car repair today went from \$75 to \$450 : deja vu

3 minutes ago via Facebook for iPhone · [Comment](#) · [Like](#)






Jeff Flowers Another productive day in the garage floor and moved more stuff into the tomorrow will bring something special! ;)

7 minutes ago · [Comment](#) · [Like](#)

Popularity

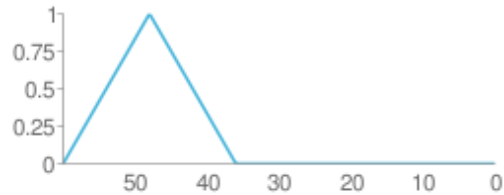
The Twitter Viral Loop

Jenny Slate drops F-bomb on SNL premiere - ChicagoNow Sports

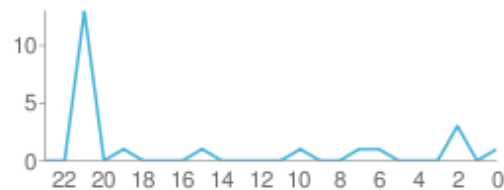
22 tweets
SNL Premier new cast member drops F-BOMB spin<http://bit.ly/3znH90>
 **MarkHannaMan**  Report  Discovered 22 hours ago
retweeted

- Comments
- Tweets (22)**
- Analytics

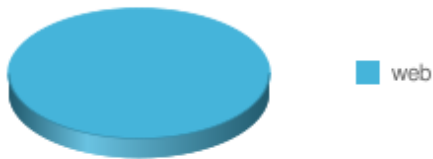
Tweets Over Time - last hour



Tweets Over Time - last 24 hours



Top Tweet Sources - last hour



5 Most Recent Tweeters

Tweeter	Retweet Of	Action
sexyslot	chicagonow	View Tweet
BrendanMyers		View Tweet
SportsFanatic15		View Tweet
Johnnydesmund		View Tweet
pirate6955		View Tweet

Popularity

The Social Media Title

4 Main Elements

- Lists (numbering)
- Adjectives (superlatives)
- Figures, Numbers (presentation of fact)
- Indicating media type (pictures, audio/video, interactive)
- **Must deliver on the promise.**

Popularity

Formula: The Social Media Title

The Viral Content Formula:

- [Number] [Adjective/Superlative] [Key Phrase] [Media Type]

Examples:

- 10 Movies that teach you how to commit crimes.
- 10 iPhone finance apps that count.
- 16 Drinks named for authors and their books.
- 25 Reasons it's great to be an IT guy (or girl).
- Morgan Freeman's 5 most memorable movie moments.

Popularity

Google News: It's About the One-Box

Web [News](#) [Blogs](#)

Results 1 - 100 of about 2,420,000 for **Michelle Obama dress**. (0.18 seconds)

News results for [Michelle Obama dress](#)



[Can Jason Wu Do More Than Dress Michelle Obama?](#) - 19 hours ago

Wu, 26, became an overnight star when **Michelle Obama** wore his white, one-shoulder gown to the inaugural balls. He makes the kind of clothes Mrs. **Obama** ...

[Slate](#) - [162 related articles](#) »

[Maria Pinto, Michelle Obama's designer, hopes for Hollywood fame](#) -

[Los Angeles Times](#) - [3 related articles](#) »

[Maria Pinto Explores Curves: Eyes Academy Awards](#) -

[Wall Street Journal Blogs](#) - [17 related articles](#) »

Google News One-Box

- Appears on first page of Google Web for breaking news content
- Is piped into several other Google products

Google News Homepage

- Decent traffic (though not like Yahoo! Homepage)
- Increases crawl and indexing in alternative search engines

Google News: Inclusion Submission

General Information

* How many authors and editors contribute to the creation of your news content?

Please select one

* Contact information available on your site:

http://

Example: <http://MyNewsSite.com/ContactUs>

List of authors and editors available on your site:

http://

Example: <http://MyNewsSite.com/AboutUs/Staff>

Site Location Information

* City:

Google News Inclusion Submission Form

- Google News is by submission only. Furthermore, the site must be approved by Google to be in Google News.

Submission Form URL

- http://www.google.com/support/news_pub/bin/request.py?contact_type=suggest_content

Your contact information

Google News is a Different Animal

URL Differences

- First impression is REALLY important. Slow to recrawl
- Prefers Fresh URLs (i.e. new URLs)
- MUST Have at Least a 3-digit Number in the URL (or sitemap)

Traffic Trends

- Greater Peaks & Valleys
- Easier to Win But Evaporates Quickly
- Google News 'One-Box' in Google Web is Unpredictable

Less Understood

- More a Script Than a Spider
- Citation Rank Factors are Ambiguous
- Google News Homepage = Uncertainties

Robots Activity

- Much More Reliant on Sitemaps (Specifically News Sitemaps)
- No Separation of Googlebot from 'Gnewsbot'
- Causes Control Issues for Webmaster

Contact Info

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bpayne@gmail.com
 - Twitter: [@BrentDPayne](https://twitter.com/BrentDPayne) (follow w/ caution)
 - Driver's License Number: BDP24456U8
 - Passport Number: 443876284