

Advanced Organic Acquisition



Sr. Team Lead - Seer Interactive

Love Phillies & NJ

Love solving problems in search

Advanced Organic Acquisition Live Course:

Acquire More Lucrative Traffic While Recovering Lost Sales.

This in-depth course will teach you advanced strategies to level-up your SEO strategy, and build traffic-driving assets that convert for the long term.

In this 4-week live training program, you will learn to:

- Discover and capitalize on gaps in current search results.
- Evaluate how your site factors into the customer journey so you can get in front of missing segments.
- Create valuable, traffic-driving, on-page content that isn't stock SEO copy.
- Identify fallen referral sources and reclaim their traffic and links.



Acquisitionwebinar = \$100 off
<http://bit.ly/AdamWebinar>



Before doing anything advanced:

- Have you already optimized the site?
- Is it technically sound?
- Do you have goals?
- Do you have measurements in place for those goals?
- Do you have the ability to approve or have someone else approve new strategies?

Content Gaps

“Look up competitors in SEMRush & compare to our client.”

“Download all keywords & competitors into excel & pivot to understand areas of opportunity”

“Take inventory of our keywords, discuss priority with client, find gaps where there’s also a priority for them.”

“Qualitative research with customers to understand painpoints and considerations.”

“Compare domain vs domain in SEMRush”



Do you know the full capabilities of
your people, products, & service?



People:

- Who are your experts?
- Who are they connected to?
- What is their reach?



Product:

- What are all the specs?
- Who uses the product? Personas?
- Known issues
- How do competitors promote it
- Why are you THE company that should rank?

Service:

- Is it honestly better than others?
- What do those 1-3 star reviews say?
- What do customer service calls say?



What happens when an SEO
company doesn't understand users
& needs?



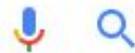
satellite internet gaming



- Search volume? - check
- Competition? - check
- Rankings? - check
- Sessions? - check



satellite internet gaming



- User experience? - nope
- Positive reviews? - nope
- Page content? - nope

Finding Content Gaps

Tools: Why Start With Tools?

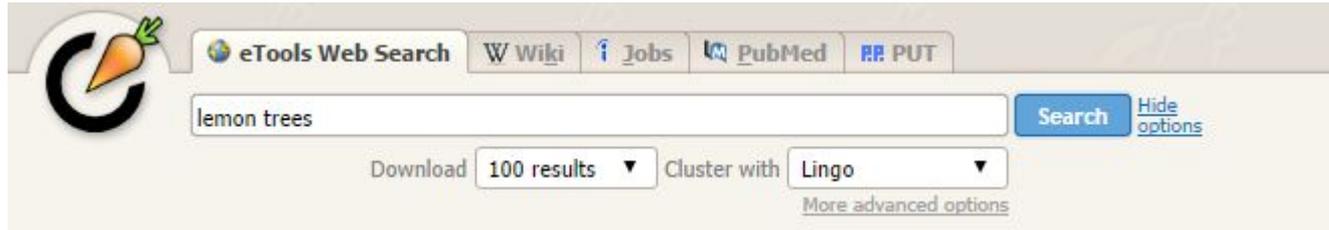
- SEMRush
- ahrefs
- AnswerThePublic
- Search.carrot2.org
- Bloomberry.com

Finding Content Gaps

Tools: Why Start With Tools?

- [AnswerThePublic](#)
- [Search.carrot2.org](#)
- [Bloomberry.com](#)

Finding Content Gaps



- Enter a keyword
- See topics grouped
- Pulls from Google, Bing, Ask, Yahoo, Wikipedia

Prioritizing Content Gaps



AnswerThePublic.com



Ask the Seeker. Enter your keyword and he'll suggest content ideas in seconds

e.g. dresses, xbox, flights, etc.

Prioritizing Content Gaps

d lemon trees

- do lemon trees grow in oregon
- do lemon trees need bees
- do lemon trees die in the winter
- do lemon trees need direct sunlight
- do lemon trees grow in north carolina
- do lemon trees like full sun
- do lemon trees go dormant
- do lemon trees attract rats
- do lemon trees need acidic soil
- do lemon trees grow in georgia
- do lemon trees need a pollinator
- do lemon trees grow in colorado
- do lemon trees need a lot of sun
- do lemon trees attract scorpions
- do lemon trees need to cross pollinate
- do lemon trees need a lot of water
- do lemon trees grow in texas
- do lemon trees like coffee grounds
- do lemon trees have flowers
- do lemon trees have thorns

lemon trees w

- lemon tree with scale
- lemon tree with orange fruit
- lemon tree without thorns
- lemon tree with subtitles
- lemon tree with no fruit
- lemon tree with black spots on leaves
- lemon tree with flowers
- lemon tree with fruit
- lemon tree with no leaves
- lemon tree with black leaves
- lemon tree with yellow spotted leaves
- lemon tree with sticky leaves
- lemon tree with lyrics
- lemon trees with curled leaves
- lemon trees with spikes
- lemon trees with yellow leaves
- lemon trees with thorns



Finding Content Gaps

Follows a hub & spoke model

- Moving tips for cats
- For families
- For moms
- For renters
- For students
- For apartments
- For single moms
- To save money
- To reduce stress
- To New York
- For packing
- For seniors



Finding Content Gaps

Addressing Needs:

- Location (NY)
- Situation (cats)
- Constraint (to save money)
- Life Stage (seniors)
- Feelings (reduce stress)

Finding Content Gaps

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou

Bloomberry.com

bloomberry 

Beta Signup

Find the most popular questions asked by your target buyer

Identify consumer needs and concerns throughout the buyer's journey

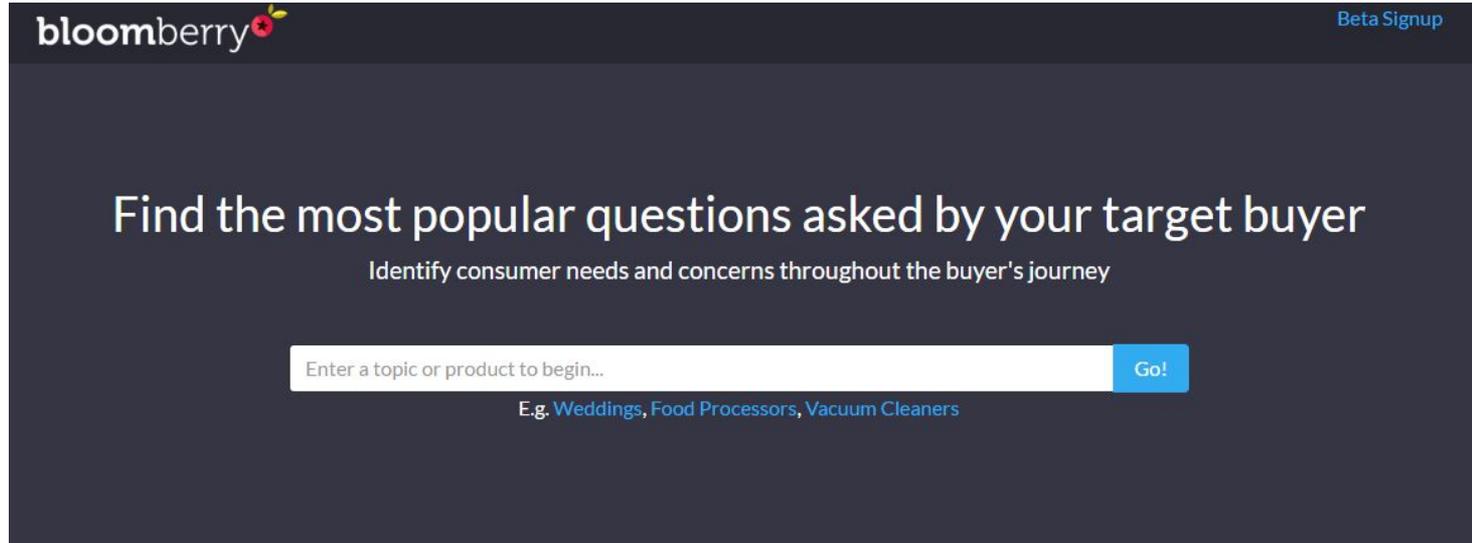
Enter a topic or product to begin...

Go!

E.g. [Weddings](#), [Food Processors](#), [Vacuum Cleaners](#)

Finding Content Gaps

- Quora
- YAnswers
- Reddit
- City Data
- StackExchange



The screenshot shows the bloomberry website interface. At the top left is the 'bloomberry' logo with a small red and yellow icon. At the top right is a 'Beta Signup' link. The main heading reads 'Find the most popular questions asked by your target buyer'. Below this is a sub-heading: 'Identify consumer needs and concerns throughout the buyer's journey'. There is a search input field with the placeholder text 'Enter a topic or product to begin...' and a blue 'Go!' button. Below the input field, there is an example: 'E.g. Weddings, Food Processors, Vacuum Cleaners'.

bloomberry Beta Signup

Find the most popular questions asked by your target buyer

Identify consumer needs and concerns throughout the buyer's journey

 Go!

E.g. Weddings, Food Processors, Vacuum Cleaners

Time Range ⓘ

All Time

Excluded Sources ⓘ

None

Included Sources ⓘ

None

Filter by TLD ⓘ

.uk, .de, .es

FHA mortgage

Search

Export ▾

Topics (60)

All Questions (1.1K)

Analysis

1,143 questions in 60 topics found (sorted by popularity)

Volume

Explore

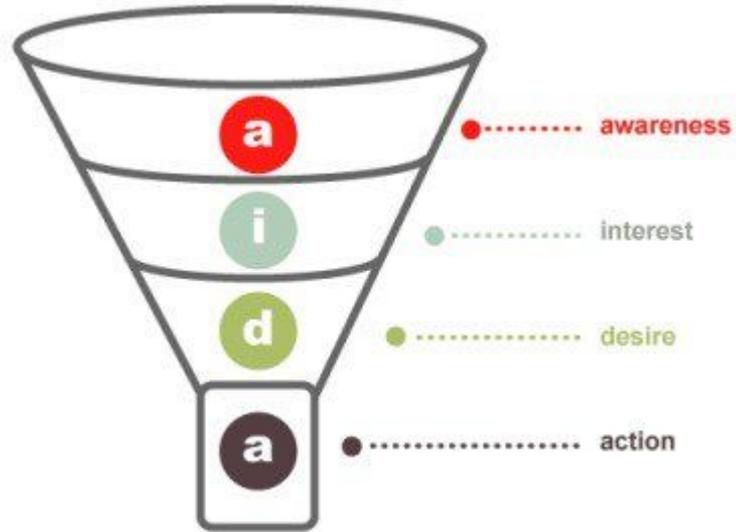
refinance42 questions mention **refinance**.

How do I **refinance** a FHA loan to get rid of the mortgage insurance? (reddit.com)

What are the pros and cons of an FHA streamline **refinance** mortgage? (quora.com)

Would like to **refinance** my mortgage to get rid of FHA MIP, not sure where to start. (reddit.com)

Conversion Funnel



If you're not there to help with my problem, why should I pick you when I know my solution?

How do I know if it's worth creating?

Measurement of new opportunities:

- Will it convert?
- Will it play a role in conversions?
- Does it have significant volume?
- Is it flat out necessary?
- How much is it to create?
- How competitive is the landscape?

How do I know if it's worth creating?

Will it convert?

- Do similar topic pages already convert organically?
- Checking on PPC - does it convert there?
- Are others bidding on this?
- Are the results filled with what you'll write about?

How do I know if it's worth creating?

Will it play a role in conversions?

- Is this a crucial piece of information that will be used?
- Do similar pages lead to assisted conversions?
- Does PPC traffic for this campaign lead to assisted conversions?

How do I know if it's worth creating?

Does it have significant volume?

- Define significant - how much is a lead worth to you?
- What's your conversion rate?

How do I know if it's worth creating?

Is it flat out necessary?

- Is this providing any value to your products or brand?
- Does this fit into an overall objective?
- Are there several other areas of opportunity to explore first?

How do I know if it's worth creating?

How much is it to create?

- What is the total big idea, no limits cost?
- What is the MVP cost?
- Is it still worth doing as an MVP?
- Are you able to define the ROI?

How do I know if it's worth creating?

How competitive is the landscape?

- How many authoritative results exist?
- Are authoritative results on topic?
- SEMRush free tool

Keyword Difficulty Tool | SEMrush English

See all plans & prices

cloud computing

Enter one keyword per line.
Your SEMrush subscription allows you to compare difficulty of up to 10 keywords.

Show difficulty

Keywords Help

KEYWORD DIFFICULTY 1 - 1 (1)

Export

Keyword	Difficulty, %	Volume	Results	SERP Features						Trend	SERP
				Site links	Knowledge panel	Local pack	Featured snippet	Instant answer	Top stories		
cloud computing	88.02	33,100	80,700,000					✓	✓		

Export



Competitive Results

Untaxed Income - Parents

[PREVIOUS](#)

Enter the whole dollar amounts that are requested for each item.

[Parents' Payments to Tax-Deferred Pensions & Retirement Savings](#)

[Parents' Deductible Payments to IRA/Keogh/Other](#)

[Parents' Child Support Received](#)

[Parents' Tax Exempt Interest Income](#)

[Parents' Untaxed Portions of IRA Distributions](#)

[Parents' Untaxed Portions of Pensions](#)

[Parents' Housing, Food, & Living Allowances](#)

[Parents' Veterans Noneducation Benefits](#)

[Parents' Other Untaxed Income or Benefits](#)

[What does "Transferred from the IRS" mean?](#)

[TABLE OF CONTENTS](#)

[CUSTOMER SERVICE](#)

[Table of Contents](#) | [Customer Service](#)

[CLOSE HELP](#)

Human Results



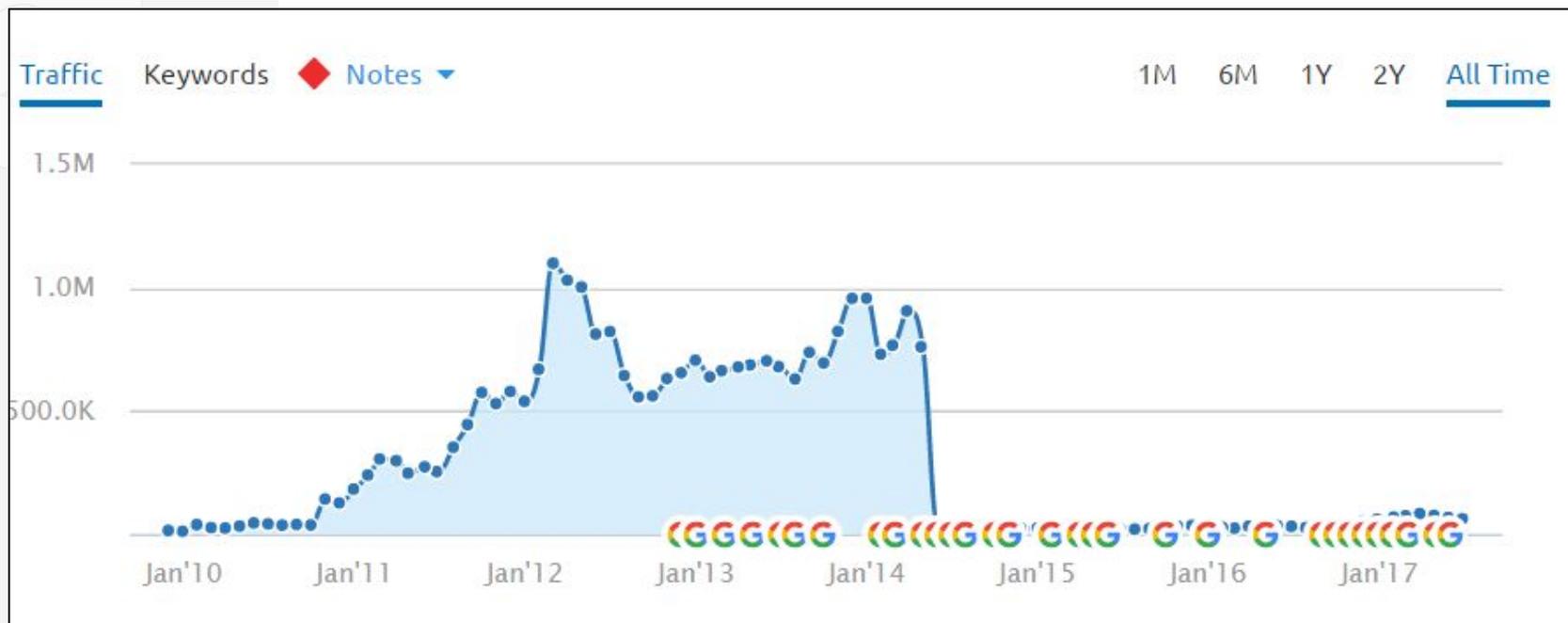
Why are they asking this information?

How to answer/fill out this section.

Additional Considerations:

Technical Impact on Organic Acquisition

Penalties



2017

2016

2015

2014

2013

2012

2011

2010

2009

2008

2007

2017 Updates

"Fred" (Unconfirmed) — March 8, 2017

Google rolled out what appeared to be a major update, with reports of widespread impacts across the SEO community. Gary I "Fred", and the name stuck, but he later made it clear that this was not an official confirmation.

[New, unconfirmed Google ranking update 'Fred' shakes the SEO world \(SEL\)](#)

[Did Google's Fred update hit low-value content sites that focus on revenue, not users? \(SEL\)](#)

Unnamed Major Update — February 6, 2017

Algorithm changes beginning on February 1st continued for a full week, peaking around February 6th (some reported the 7th), industry case studies suggest these were separate events.

[The February 7, 2017 Google Algorithm Update – Analysis and Findings From A Significant Core Ranking Update \(GSQi\)](#)

[February 7th Google Algorithm Update Was Big \(SER\)](#)

Penalties

The Truth About Penalties:

- Most require fixing several site components
- Most can not be fixed within a week or two
- Reconsideration requests take ~4 times
- All are humbling
- All help kill short-sighted wins only mentality

Technical SEO

START HERE - 3 items

SKIP HERE - 3 items

Technical SEO

Three places to start:

- Legacy versions of your site. Using WayBack + ahrefs, understand what pages have been left out to whither.
 - Pull a landing pages report from organic, run those through ahrefs bulk URL checker OR <http://www.urlitor.com/>

Technical SEO

Soft 403s:

- Understand what Google may disregard
- Understand the link value that's zapped
- Catching content that was unrightfully consolidated

Technical SEO

Pruning Links & Content:

- Review site hierarchy
- Irrelevant links
- Duplicates
- Irrelevant Products

Technical SEO

Search Console

	Links ▲
	1,313
Dashboard	1,312
Messages	1,311
▶ Search Appearance ⓘ	1,311
▼ Search Traffic	1,311
Search Analytics	1,310
Links to Your Site	1,310
Internal Links	1,309
Manual Actions	1,309
International Targeting	1,309
Mobile Usability	1,309
▶ Google Index	1,309
▶ Crawl	1,308
Security Issues	1,306
	1,304
Web Tools	1,303
	1,303
	1,302

- 17 general “About Us” pages
- Resources listing individual events
- Categories that just don’t matter
- FAQs in dropdown nav

Technical SEO



By: [Everett Sizemore](#)

January 12th, 2016

<https://moz.com/blog/pruning-your-ecommerce-site>

Technical SEO

Do These Last:

Acquired sites:

- Sites from a few years ago that you haven't done anything with will likely draw very few increases.
- Outreach vs spending time setting up 100 redirects

Technical SEO

yoursite.com.webstatsdomain.org

Sites redirect to this site:

www.accountonline.com, www.citicards.com, hhonorcard.com, www.citiforward.com, citicard.com, citibankcards.com, americancancercard.com, citifinancialauto.com, www.hiltonreserve.com, cardmembercentral.com, cardmembercentral.net, cardmembercentral.org, citibankbulgaria.com, citiyou.com, citiwallet.com, citiprivileges.com, citibanknetnews.com, citibankusa.com, click4aa.com, conococreditcard.com, cuidatucredito.com, eastersealscard.com, edefensecard.com, engineerscard.com, hiltonreservecard.com, www.citibusinesscreditcards.com, mycreditcardonline.com, mycommercialfuelcard.com, perfectgiftidea.com, phillips66creditcard.com, travelermilesplus.com, usecreditwisely.com, thegreatindoorsmastercard.com, union76creditcard.com, finance.com, www.getmypremiercard.com [less \(36\)](#)

Technical SEO

Do These Last:

Blog pagination opportunities:

- Google gets this. No rel prev rel next? No sweat, even if your `/blog?pg=2` points back to `/blog`, Google gets that you still want it to index the rest of your posts.
 - With an XML sitemap, I haven't seen this be an issue in years.

Technical SEO

Blog Pagination



```
view-source:https://www.somemoverssite.com/blog?page=2  
SEER Interactive - Sign Weekly Client Question Basecamp TEAM - Weekly Check  
xmlns:dc="http://purl.org/dc/terms/"  
xmlns:foaf="http://xmlns.com/foaf/0.1/"  
xmlns:rdfs="http://www.w3.org/2000/01/rdf-schema#"  
xmlns:sioc="http://rdfs.org/sioc/ns#"  
xmlns:sioc:types="http://rdfs.org/sioc/types#"  
xmlns:skos="http://www.w3.org/2004/02/skos/core#"  
xmlns:xsd="http://www.w3.org/2001/XMLSchema#">  
d profile="http://www.w3.org/1999/xhtml/vocab">  
eta http-equiv="Content-Type" content="text/html; charset=utf-8" />  
< rel="shortcut icon" href="https://www.somemoverssite.com/sites/all/themes/  
< rel="canonical" href="https://www.somemoverssite.com/blog" />
```

Technical SEO

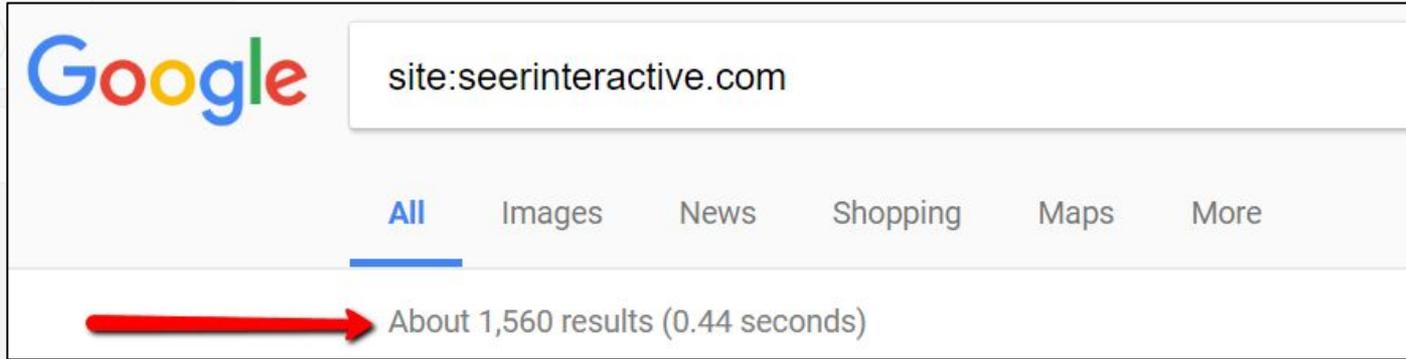
Do These Last:

Pruning (wait, what?):

- What about pruning your blog?
- Yes if it helps fit your brand.
- Yes if there are many broken, ill formatted posts.

Technical SEO

Pruning Websites



High	Average	Low
86,714	9,663	1,375

Technical SEO

Pruning Blog/Resources?

Posts Removed: 84

Percentage of Total Posts: 9%

Posts with broken images/charts/formatting: 75

Posts with Converting Traffic: 0

Posts with > 20 annual organic sessions: 0

Technical SEO

Pruning Blog/Resources?

Sessions Post Pruning: 2% below site average

Posts about selling your MySpace page: 0

Posts with broken images: 75 fewer

Posts with broken formatting: 75 fewer

Ability to run a test quickly: Positive

Impact on Brand: Positive

Referral Impact on Organic Acquisition

Linkbuilding - Referral Building

When we stop talking about:

- Clickbait
- Linkbait
- Number of links
- DA/PA
- .edu & .gov authority

Linkbuilding

When we start talking about:

- Referral revenue
- Sessions
- Reach
- Brand building

Linkbuilding

Doing things the right way:

- Guest posts
- Comment links
- Forum links
- Paid sponsorships
- Paid reviews

Linkbuilding

Paying for it: But Google says that's bad!

- Is there interaction? Retweets, shares, pins, etc.
- Are there commenters?
- Is there a social component to your brand review, product review, interview, giveaway, advertorial?
- Nofollow? Fine by me
- Followerwonk - what new potential customers are there?

Linkbuilding

- 78,004 followers of ruffledblog
- 31,044 followers of davidsbridal

followers of ruffledblog »	70,255 69.4%
followers of davidsbridal »	23,295 23.0%
followers of both »	7,749 7.6%
<i>combined total followers</i>	101,299

Linkbuilding

When we start talking about:

- Referral revenue
- Sessions
- Reach
- Brand building

Linkbuilding

Sponsored Post: \$700

- Referral revenue: \$11,000+ direct
- Sessions: 13,000+
- Reach: 200,000+
- Brand building: 500 comments
- Links: who cares

Linkbuilding

Build something valuable so your outreach is a favor

- Solves an industry issue
- Saves a substantial amount of time
- Helps get non-customers/customers to a decision faster
- Designed well, simple to use.
- Find those out of date resources and blow them out of the water.

Killing excuse - I don't have time, I can't give away product, I don't offer coupons, I don't...

Linkbuilding

Build something valuable so your outreach is a favor

- Get feedback from end users before, during, after
- Get feedback from potential promoters BEFORE
- Get someone else in your company to review midway
- Have a reverse timeline on hitting deadlines

Linkbuilding - Referral Building

<http://bit.ly/RefAnalysis>

Referral Analysis ☆ ■

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

\$ % .0 .00 123 Calibri 12 B I A

1389.63

A	B	C	D	E	F	G	H	I	J
Source	2016 Sessions	2015 Sessions	Change	2016 Transactions	2015 Transactions	Change	2016 Revenue	2015 Revenue	Change
Source A	331	35376	-0.990643374	40	470	-430	12494.5	67674.29	-55179.79
Source B	3297	21011	-0.843082195	36	111	-75	11047.12	15497.74	-4450.62
Source C	91	18123	-0.9949787563	18	26	-8	1389.63	2343.23	-953.6
	1597	#N/A	#N/A	21	#N/A	#N/A	6481.19	#N/A	#N/A
	95	#N/A	#N/A	3	#N/A	#N/A	748.9	#N/A	#N/A
	14592	#N/A	#N/A	210	#N/A	#N/A	47946.64	#N/A	#N/A
	1000	#N/A	#N/A	15	#N/A	#N/A	1617.33	#N/A	#N/A
	383	#N/A	#N/A	6	#N/A	#N/A	9142.79	#N/A	#N/A
	79	#N/A	#N/A	0	#N/A	#N/A	0	#N/A	#N/A
	272	#N/A	#N/A	21	#N/A	#N/A	4509.4	#N/A	#N/A
	60	#N/A	#N/A	13	#N/A	#N/A	2148.04	#N/A	#N/A
	191	#N/A	#N/A	3	#N/A	#N/A	1154.85	#N/A	#N/A
	157	#N/A	#N/A	43	#N/A	#N/A	13448.18	#N/A	#N/A
	52	#N/A	#N/A	2	#N/A	#N/A	268.95	#N/A	#N/A
	154	#N/A	#N/A	0	#N/A	#N/A	0	#N/A	#N/A
	2303	#N/A	#N/A	118	#N/A	#N/A	18738.28	#N/A	#N/A

Referral Building

<https://analytics.google.com/.....table.rowStart%3D0%26explorer-table.rowCount%3D50/>

Being Human

How do you make customers feel special?

Being Human

Potential Customer: Wanted a pair of socks

Cost of Socks: \$10

Results: ???

Being Human

Investment: \$15

Sessions: 3,000

Revenue: \$1,000+

Assisted Conversion Revenue: \$2,500

Posts Prior: 1 Posts After: 23

Link: Who cares

“I had never been to the website, but now that I’ve heard of them, I’m going to stop by.”

Being Human

DISC:

- Dominance
- Influence
- Steady
- Compliance

Understanding each type of person as well as internal team motivations.

CrystalKnows.com

Being Human

D - Dominance

Need to be direct

Makes quick decisions

Forward looking

Dislikes ambiguity

Biggest dislike - getting taken advantage

Being Human

I - Influence

Disorganized

Optimist

Needs to be liked

Allow time for socializing

Being Human

S - Steady

Non-Emotional

Rule Follower

Sincerity

Empathy

Being Human

C - Compliance

Perfectionist

Graphs/Charts/Data

Hypothesize - Test - Refine

Definitive Steps & Benchmarks

Attention to Detail

TL;DR Content Overview

1. Know the full capabilities of your people, products, & service
2. Understand needs by location, situation, constraint, life stage, & by feeling
3. Prioritize your buckets of opportunity
4. Help people throughout the funnel

TL;DR Tools Overview

<http://bloomberry.com/>

<http://search.carrot2.org/stable/search>

<http://answerthepublic.com/>

<http://www.semrush.com>

<https://moz.com/followerwonk/>

<http://webstatsdomain.org>

<https://www.crystalknows.com>

TL;DR Article Overview

<https://moz.com/google-algorithm-change>

<https://moz.com/blog/pruning-your-ecommerce-site>

<http://www.blindfiveyearold.com/social-signals-and-seo>

<http://www.seerinteractive.com/blog/optimize-meta-descriptions-using-ppc-data/>

TL;DR People Overview

Everett Sizemore - <https://twitter.com/balibones>

Abby Covert - https://twitter.com/Abby_the_IA

Pete Meyers - https://twitter.com/dr_pete

Rob Bucci - <https://twitter.com/STATrob>

Sha Menz - <https://twitter.com/ShahMenz>

Dan Shure - https://twitter.com/dan_shure

Joy Hawkins - <https://twitter.com/JoyanneHawkins>

Emily Yetzer - <https://twitter.com/EmilyYetzer>

Mack Fogelson - <https://twitter.com/mackfogelson>

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