

How to position yourself as an expert for Google and your customers



# McDougall

MARKETING, ADVERTISING, &  
PUBLIC RELATIONS



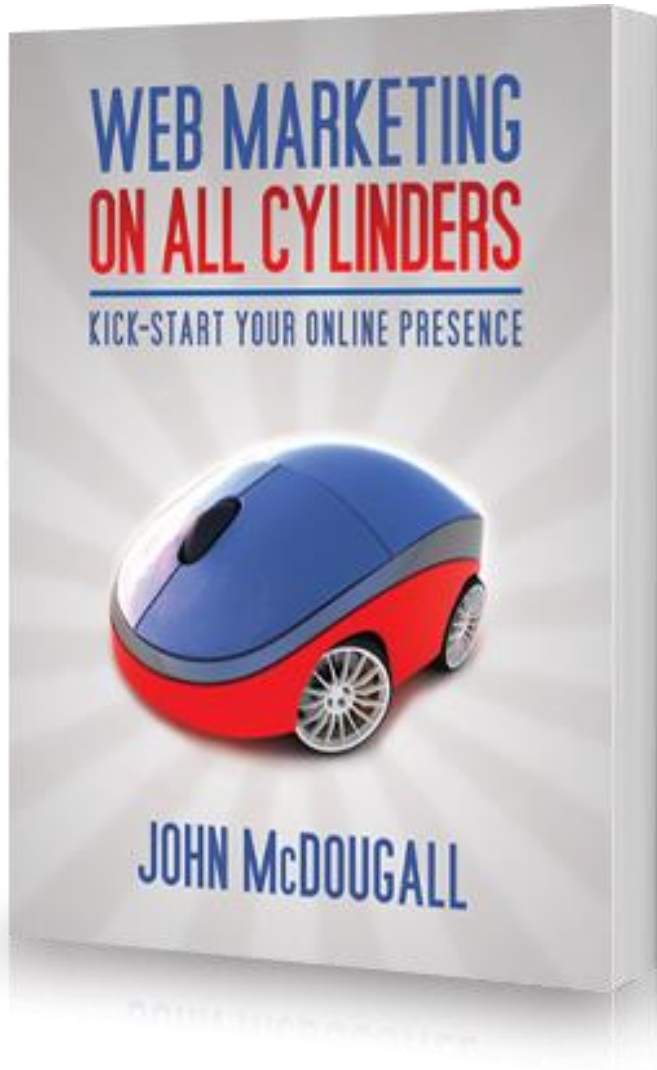
What's New  
Who We Are  
What We Do  
Drop Us A Line  
What We've Done

[What's New](#) | [Who We Are](#) | [What We Do](#) | [Drop Us A Line](#) | [What We've Done](#)

This site is best viewed in [Netscape](#).

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[Drop us a line](#) or call Dan McDougall at 508.532.6500.





# Media Features



The New York Times



The Boston Globe



# Connect with me

@mcdougalljohnd

[jm@mcdia.com](mailto:jm@mcdia.com)

978-423-4274

[bit.ly/1KY1SAk](http://bit.ly/1KY1SAk) - The slides



# What is Authority Marketing?

Branding via specialization

Building a platform / list

Blogging

Writing a book

PR

Public Speaking

SEO

Social Media

Links from influencers

Sales Influence

Conversion Optimization

Tracking ROI – Analytics



# White hat versus black hat



# Thought Leaders



Built into nature: birds flock, fish school etc.



**OGILVY  
ON  
ADVERTISING**



# TRUMP

AND BILL ZANKER  
President/Founder The Learning Annex



# THINK BIG

"This book is Donald Trump's version of *The Secret*.  
It's a must read!" —JACK CANFIELD  
COAUTHOR OF *CHICKEN SOUP FOR THE SOUL*

MAKE IT HAPPEN IN  
BUSINESS AND LIFE



A portrait of Oprah Winfrey with dark, wavy hair, wearing a bright pink top and a large ring. She is smiling and looking slightly to the right.

O

THE OPRAH  
MAGAZINE

# O's Best Advice Ever!

Make Over Your Life with Oprah and Friends

Including Dr. Oz, Suze Orman, Dr. Phil, Martha Beck, and more

*From the Editors of* O THE OPRAH MAGAZINE





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\*0.35





# #contentmarketing Thought Leaders

Rank	Twitter Handle	Name	PageRank (Normalized)
1	jeffbullas	Jeff Bullas	100.00
2	BrennerMichael	Michael Brenner	22.56
3	JoePulizzi	Joe Pulizzi	16.41
4	jaybaer	Jay Baer	11.64
5	ChadPollitt	Chad Pollitt	8.49
6	Robert_Rose	Robert Rose	8.17
7	heidicohen	Heidi Cohen	7.88
8	TPLDrew	Andrew Davis	6.64
9	crestodina	Andy Crestodina	4.09
10	GerryMoran	Gerry Moran	3.68



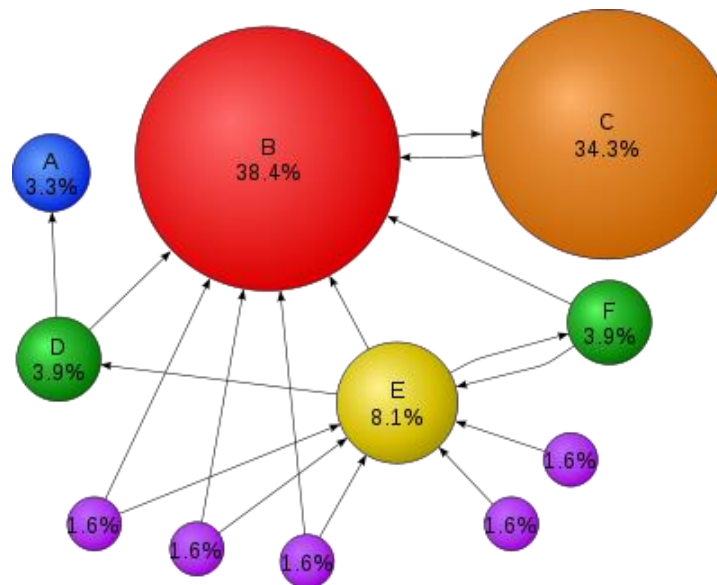
# Provisional patent on PageRank



Attorney Docket No: S96-213/PROV

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 60/035,205  
Filed: 10 Jan 97  
Title: Improved Text Searching in Hypertext Systems  
Applicant(s): Lawrence Page  
Examiner: not yet assigned  
Art Unit: not yet assigned



# Google Backrub!

Google's initial name was "BackRub," in reference to the way it was designed to check backlinks in order to rank a site for search results.

BackRub

$$\text{PageRank of site} = \sum \frac{\text{PageRank of inbound link}}{\text{Number of links on that page}}$$

OR

$$PR(u) = (1 - d) + d \times \sum \frac{PR(v)}{N(v)}$$



# The early patents relating to authors

## Agent rank

Invented by David Minogue and Paul A. Tucker

US Patent Application 20070033168

Published February 8, 2007

Filed: August 8, 2005

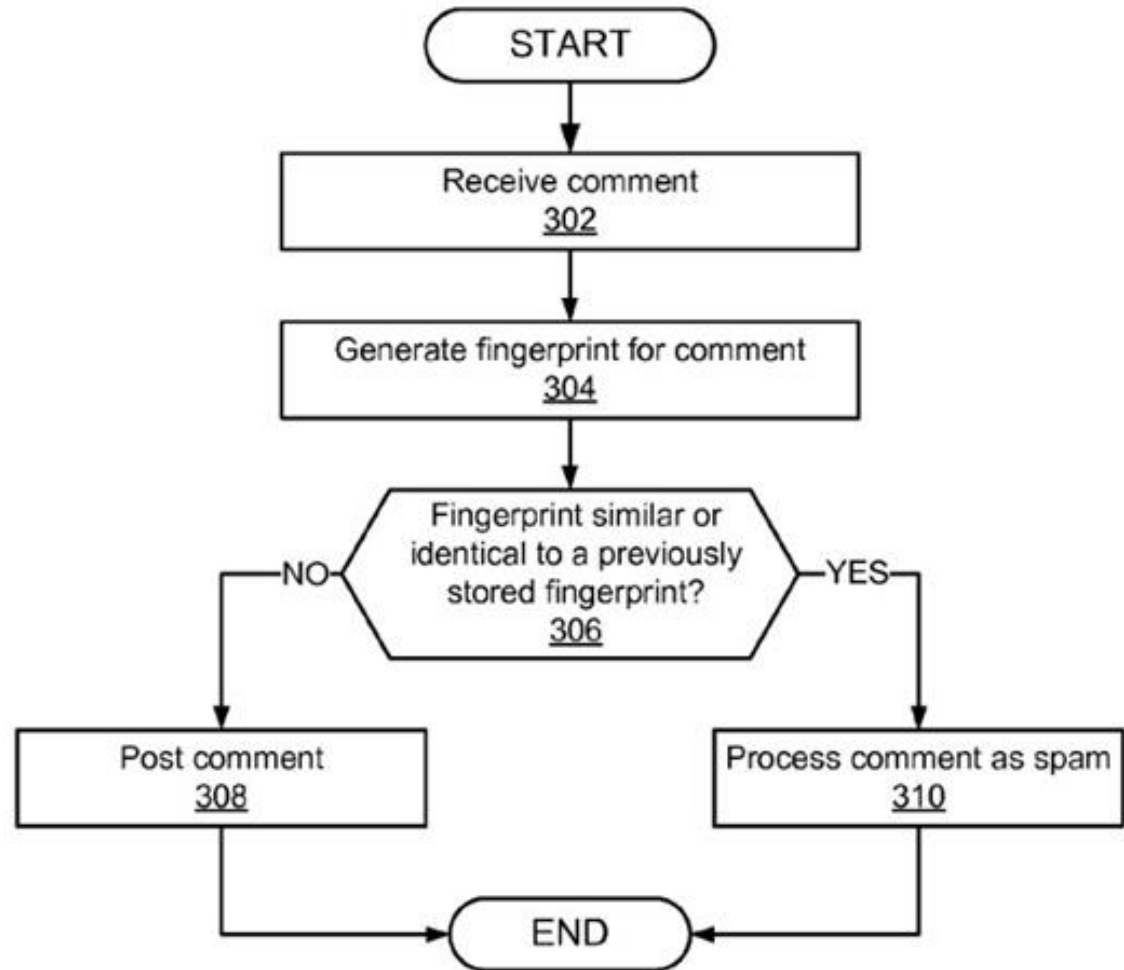
## Abstract

The present invention provides methods and apparatus, including computer program products, implementing techniques for searching and ranking linked information sources. The techniques include receiving multiple content items from a corpus of content items; receiving digital signatures each made by one of multiple agents, each digital signature associating one of the agents with one or more of the content items; and **assigning a score to a first agent of the multiple agents, wherein the score is based upon the content items associated with the first agent by the digital signatures.**



# How Google Might Fight Web Spam In Social Networks

05/26/2015



[Buy Viagra Here](#)



# Google Quality Raters Guide



## Google General Guidelines Version 5.0

---

General Guidelines Overview .....

Part 1: Page Quality Rating Guideline .....



# Expertise, Authoritativeness, Trustworthiness.



# 10 HIDDEN GEMS FROM GOOGLE'S LEAKED QUALITY RATER GUIDELINES

## According to Google...

The latest version of Google's "human rater" handbook has leaked once again. It gives us a few clues into how Google determines quality web sites.

### ✓ DO...

Make sure your content is written by experts.

### WHY?

Google has placed a strong emphasis on perceived expertise for determining quality.

### ACCORDING TO GOOGLE...

"High quality pages and websites need enough expertise to be authoritative and trustworthy on their topic."

### ✓ DO...

Update old content that has become outdated.

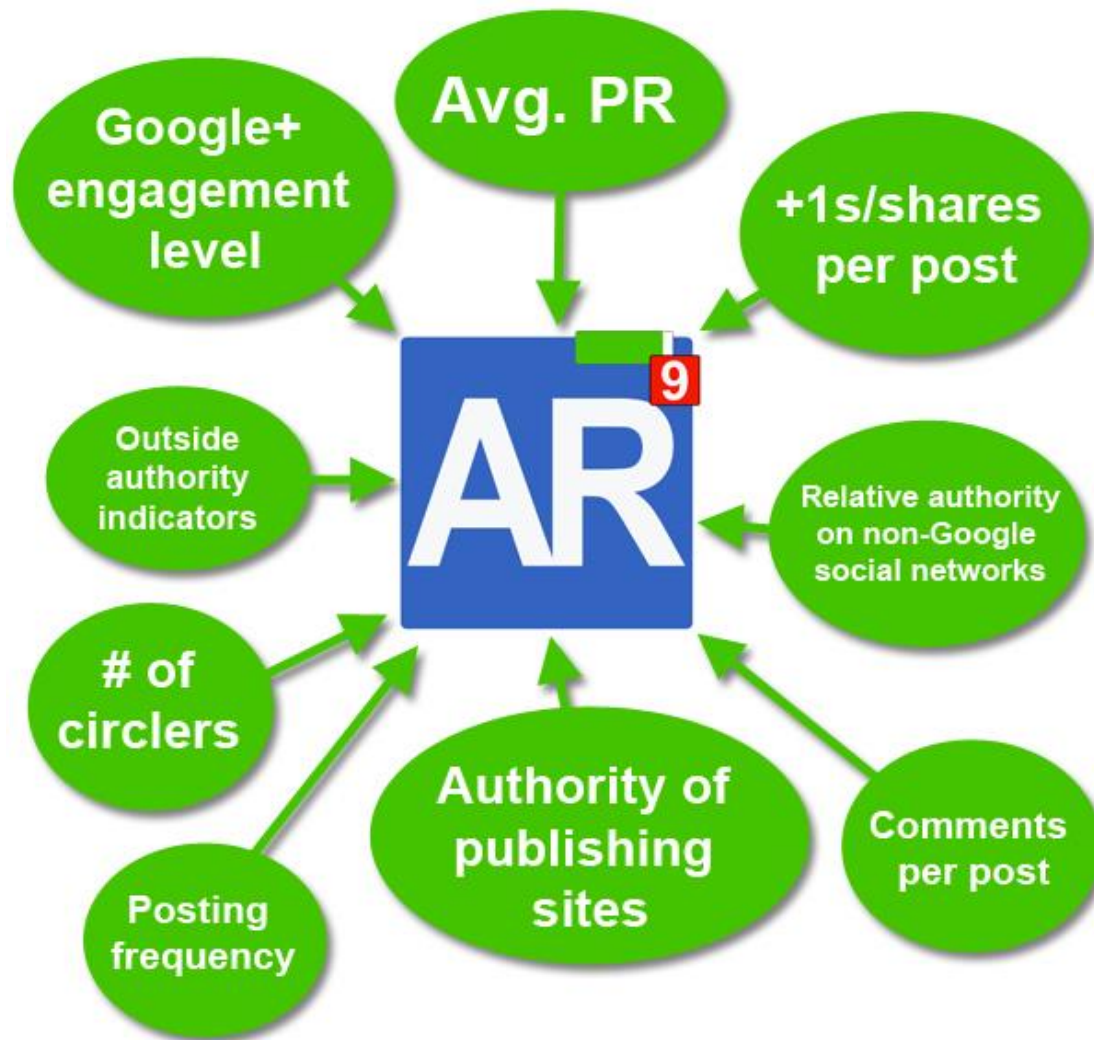
### WHY?

Google has placed a strong emphasis on trustworthiness for determining quality.

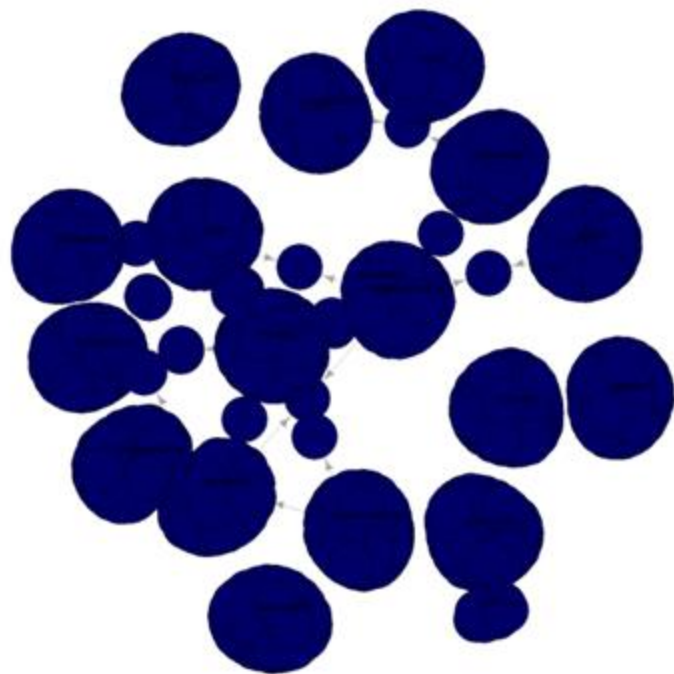
### ACCORDING TO GOOGLE...

"High quality pages and websites need enough expertise to be authoritative and trustworthy on their topic... In order for a site to be deemed high quality, it must contain updated information."

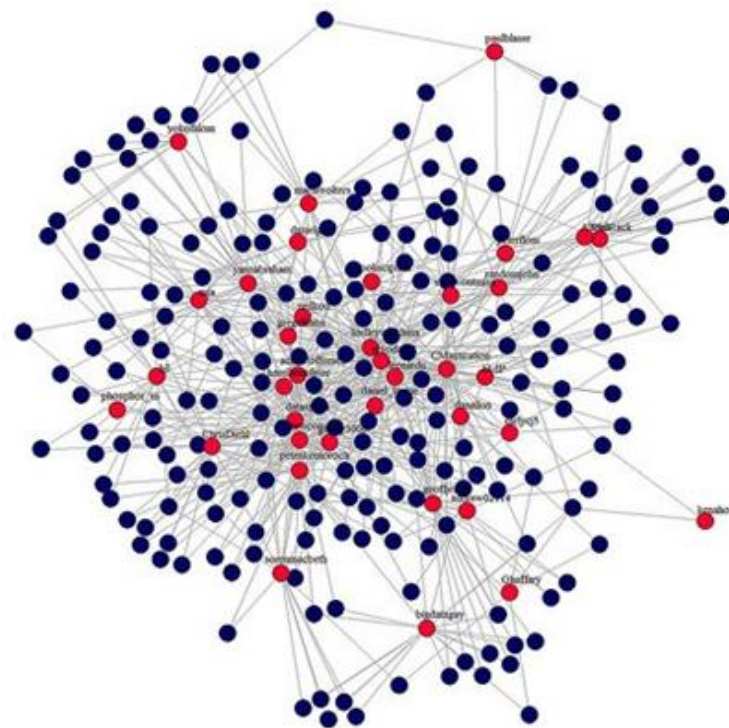




# Link farms and Like farms



Unnatural



# Searchmetrics.com

This Season's Fall Reading SEO Survival Guide:

## 2014 Ranking Factors Study

### Specific Highlights Of 2014:

1. Holistic, context-based approach is crucial for content quality
2. Technical performance and page architecture are very important
3. Proportion of keyword links dropped again on average
4. Social Signals: correlations decreased slightly, but are still high
5. User Signals (\*NEW) in top rankings significantly more positive



# Searchmetrics 2015

Technical  
User Experience  
Content  
Social Signals  
Backlinks



# The "Perfectly Optimized" Page

## Title & Meta Elements

**Title:** Chocolate Donuts from Mary's Bakery

**Meta Description:** Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

**URL:** <http://marysbakery.com/chocolate-donuts>

LOGO | Navigation Menu

## Chocolate Donuts from Mary's Bakery

There's 3 secrets that explain why our **chocolate donuts** have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

#1: Our Ingredients  
XYZ

#2: The Baking Process  
ABC

#3: Timing  
DEF



How to Get Hold of Mary's Chocolate Donuts  
(aka locations, pricing & availability)

---

---

---

---



**Bot  
Accessible**

There are no impediments to search crawlers reaching this page or determining it's the canonical version.



**Built to be  
Shared**

Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.



**Uniquely  
Valuable**

The content offers everything a searcher might want in a unique, high-quality amalgamation.

 115

 477

 115

 Like

 Tweet

 +1



Phenomenal UX

Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.



Endorsements (including one from Homer!)

Three sets of horizontal lines representing endorsement text.



Meta Data Inclusive

The page includes authorship, an enticing meta description, and schema markup for recipes, too.



NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.



Keyword Targeted

How to Make Chocolate Donuts at Home (aka our recipe for the perfect donut)

Five sets of horizontal lines representing content text.

Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.



Multi-Device Ready

Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.



by Mary D. of Mary's Donuts

Created by Rand Fishkin



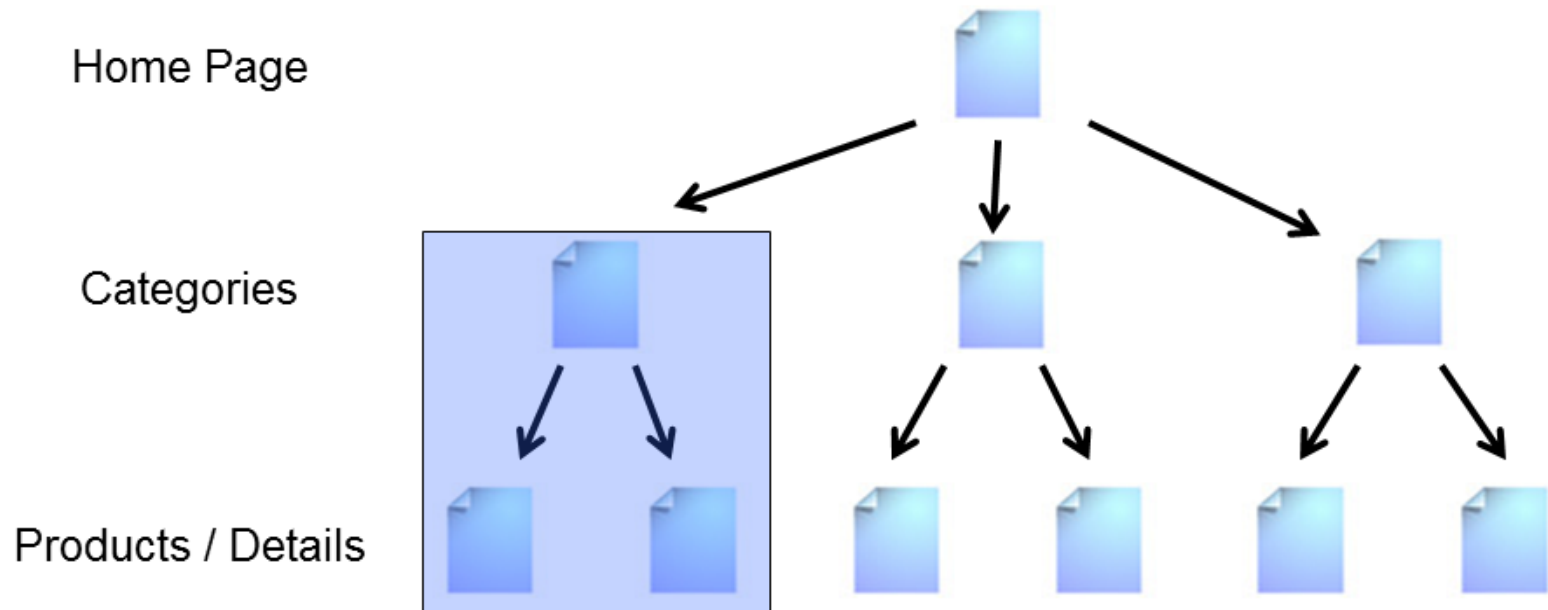
# Optimization basics

**Include Keywords in each of the following:**

- Title Tag
- Meta Tags (especially Meta Description)
- Headings
- Body Text
- Alt Tags
- URL



# Content Silos - in depth topics



**Reflect your content structure in your URLs:**

<http://www.worldofwidgets.com/blue-widgets/fuzzy-blue-widgets.htm>



# Panda vs Penguin: Toll Booths



**Panda = No Low Quality**

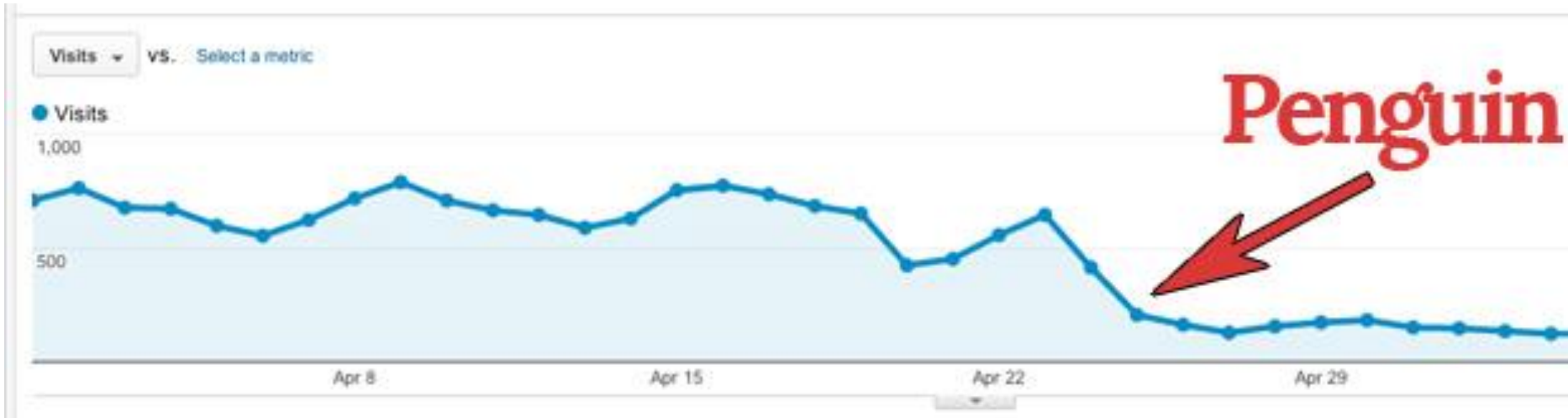
**Penguin = No Spam**

**Hummingbird = Conversations  
+Mobile**

**Pigeon = New local algo**



# Link Detox - Disavow



The screenshot shows the Google Webmaster Tools interface. At the top is the Google logo. Below it is the 'Webmaster Tools' header. Underneath, there are links for 'Help with:', 'Help center', and 'Search help' with a 'Go' button. The main content area is titled 'Disavow links' and contains the text: 'If you believe your site's ranking is being harmed by low-quality links you do not control, you can ask Google not to take them into account when assessing your site.' Below this text is a text input field and a red button labeled 'DISAVOW LINKS'.

#	Referring Domain	Domain Rank
1.	<a href="https://wordpress.org">wordpress.org</a>	96
2.	<a href="https://plus.google.com">plus.google.com</a>	94
3.	<a href="https://apple.com">apple.com</a>	92
4.	<a href="https://en.wikipedia.org">en.wikipedia.org</a>	91
5.	<a href="https://bit.ly">bit.ly</a>	89
6.	<a href="https://lofter.com">lofter.com</a>	89
7.	<a href="https://vimeo.com">vimeo.com</a>	89
8.	<a href="https://huffingtonpost.com">huffingtonpost.com</a>	87
9.	<a href="https://mashable.com">mashable.com</a>	87
10.	<a href="https://secureserver.net">secureserver.net</a>	87
11.	<a href="https://joomla.org">joomla.org</a>	86
12.	<a href="https://feedburner.com">feedburner.com</a>	85
13.	<a href="https://shareaholic.com">shareaholic.com</a>	85
14.	<a href="https://forbes.com">forbes.com</a>	84
15.	<a href="https://reddit.com">reddit.com</a>	84
16.	<a href="https://cargocollective.com">cargocollective.com</a>	83
17.	<a href="https://constantcontact.com">constantcontact.com</a>	83
18.	<a href="https://j.mp">j.mp</a>	83
19.	<a href="https://tinyurl.com">tinyurl.com</a>	83
20.	<a href="https://disqus.com">disqus.com</a>	82
21.	<a href="https://eventbrite.com">eventbrite.com</a>	82





## Thought leadership and law firm marketing with Professor David Wilkins of Harvard Law School

Posted by John McDougall in Thought Leadership [Leave a Comment](#)



Legal Marketing Review  
Becoming a Leader in Your Legal Practi...  
SOUNDCLOUD

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**John:** Hi, I'm John McDougall and I'm here today with Professor David Wilkins of Harvard Law School and he's also the director of Harvard Law School's program on the legal profession. Professor Wilkins, how important is it that an attorney as an authority in their main practice area versus trying to be too good at too many areas of law?



**David:** Well John, first of all, it's a pleasure to be with you and your audience. This is one of the many questions that really is hard to answer in general because it depends a lot upon what kind of attorney that we're thinking about. There are many attorneys in

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Categories

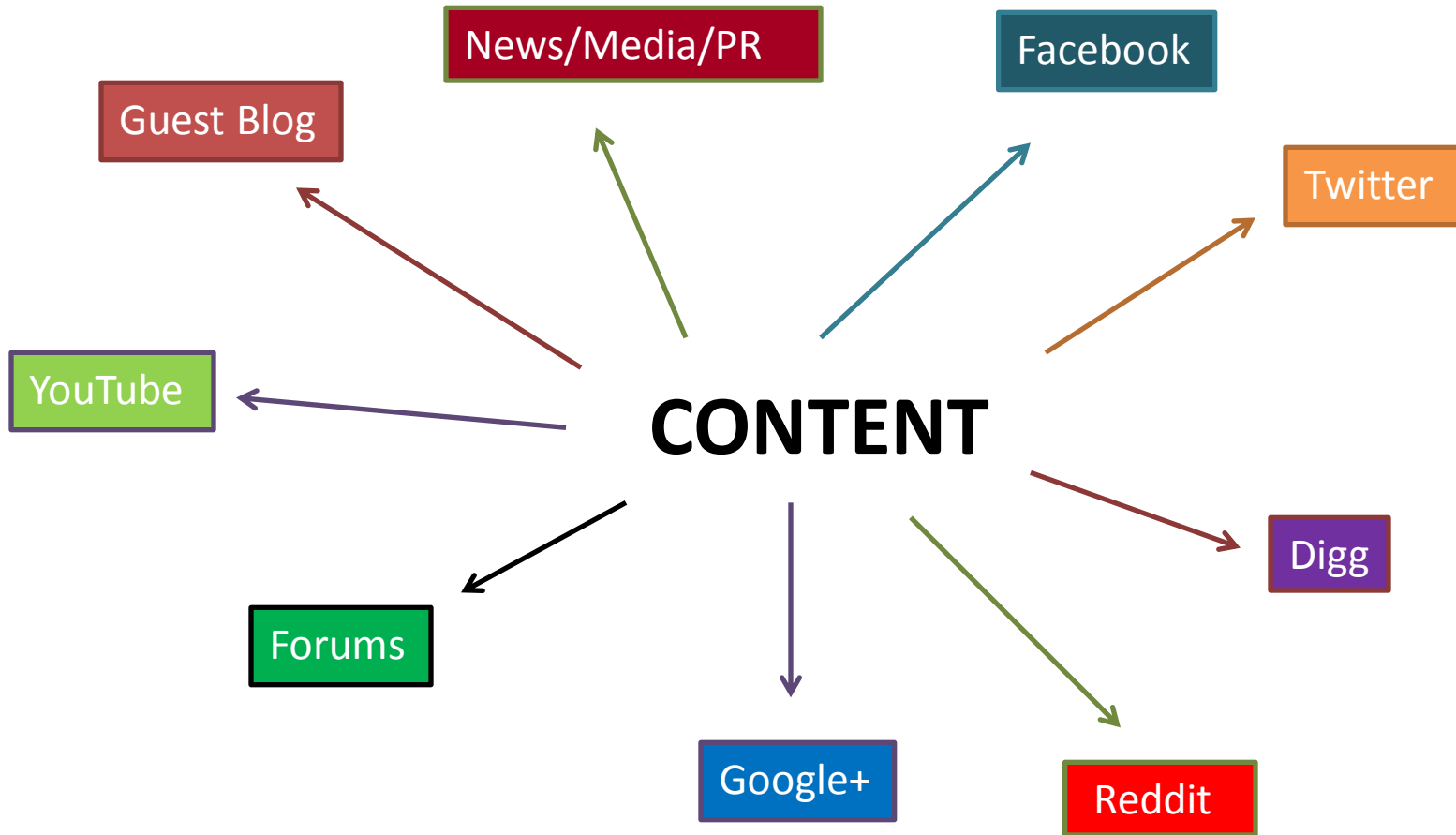
Select Category ▼

What is the Review about?



John McDougall  
CEO of McDougall Interactive

# Create Great Content, Then Share



# Why Most Content Marketing Fails

You think people will buy before they trust you over many visits

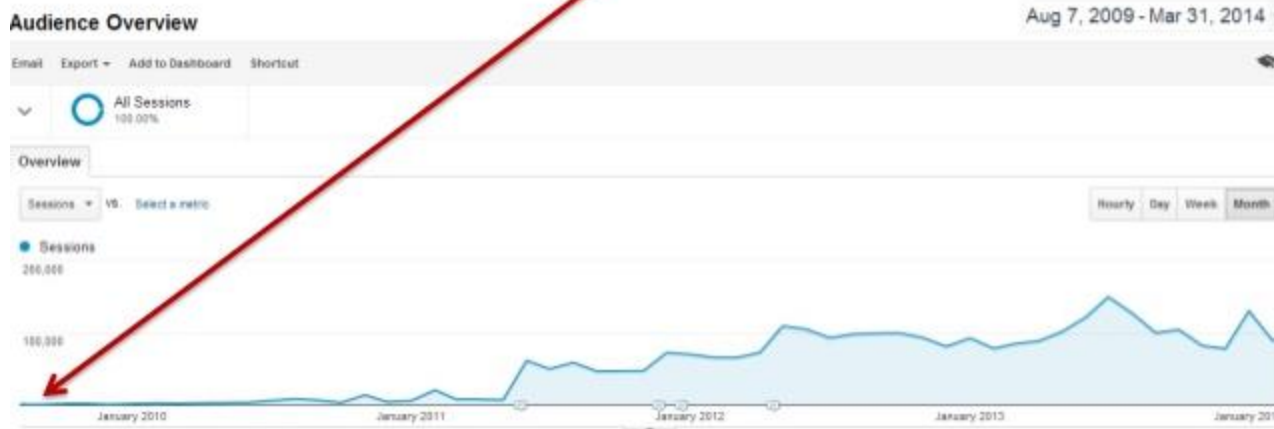
You vomit up content without a community

You invest in content but not its amplification (broadcast, 1:1, paid)

You ignored SEO and being an authority (6 billion searches a day)

You gave up way too soon

Geraldine started her blog in 2009






# ContentFuel: for Social/SEO/Links/PR

Mintz Levin - It's Time.

## THOUGHT LEADERSHIP

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- 11.08.2013 Are Exchange Health Plans Federal Health Care Programs, and Therefore Subject to Anti-Kickback Statutes? 
- 11.07.2013 Energy & Clean Tech Connections 
- 11.05.2013 DOL Issues Perm Application Guidance for Employers Affected by Shutdown 
- 11.05.2013 What a Difference 16 Years Can Make: FTC Approves Merger Between Office Superstore Giants Office Depot and OfficeMax 
- 11.04.2013 ML Strategies Energy & Environment Update 
- 11.04.2013 ML Strategies Financial Services Legislative & Regulatory Update 
- 11.04.2013 ML Strategies Health Care Reform Update 
- 10.31.2013 Mintz Levin Health Care Qui Tam Update 

## MINTZ SPOTLIGHT



### Maintaining Good Client-Outside Counsel Relationships

Bob Bodian, the firm's Managing Member, speaks about how Mintz Levin works with inside counsel clients in Corporate Counsel magazine.



### VIDEO INSIGHTS

Our attorneys discuss the hottest issues affecting clients today.

 SOCIAL MEDIA & BLOGS

 WHAT'S HAPPENING EVENTS @ MINTZ

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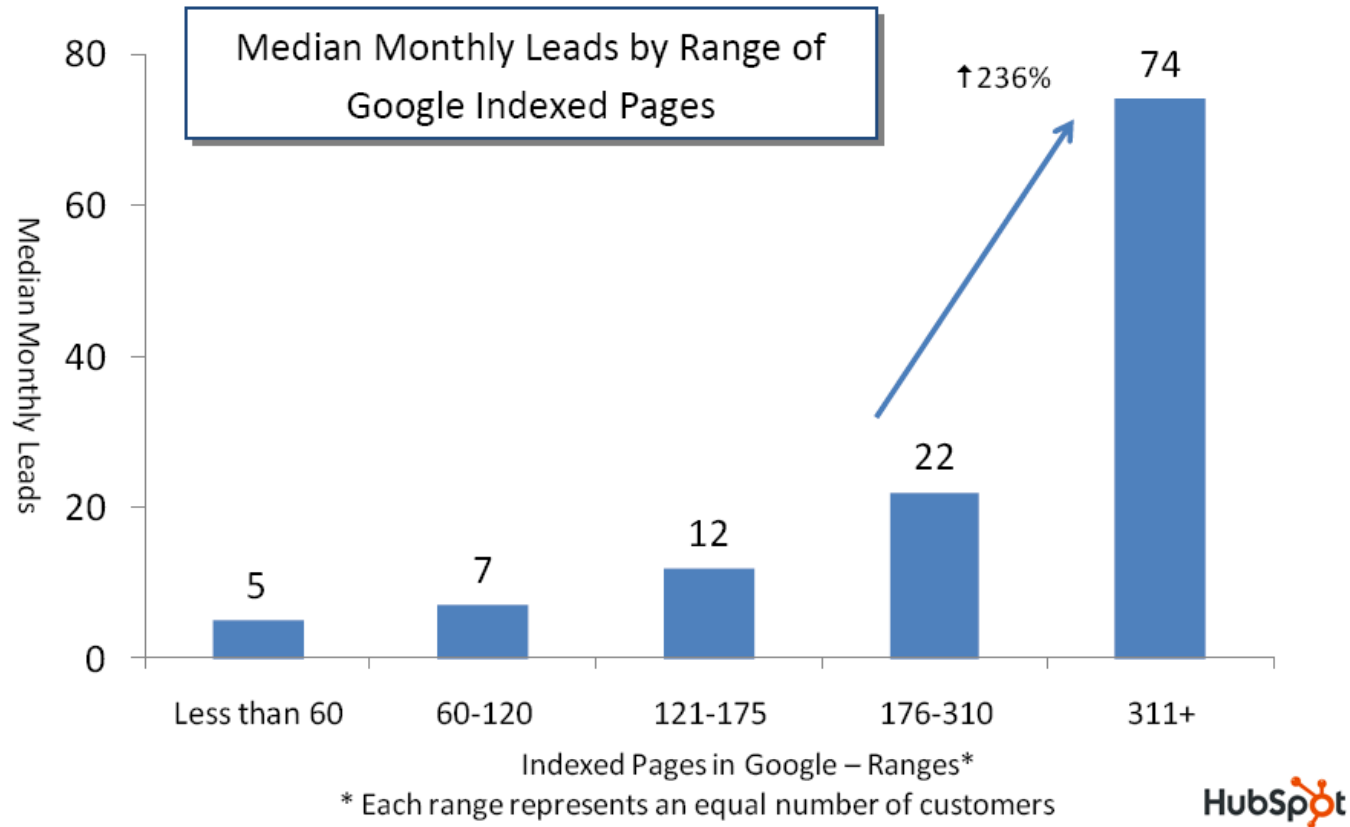
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# Content proportionate to leads



# TOFU Offers – Capture emails



The image shows a dark grey banner for a free guide. On the left is a blue square representing the guide's cover, featuring a hand cursor clicking a 'GO!' button and the HubSpot logo. To the right of the cover, the text reads: 'FREE GUIDE: Mastering the Design & Copy of Calls-to-Action'. Below this is a sub-headline: 'Learn key techniques to improve and optimize your calls-to-action for maximum conversions.' At the bottom right is an orange button with the text 'Download Ebook Now' and a play icon.

THE STEP-BY-STEP GUIDE TO  
MASTERING THE  
DESIGN & COPY OF  
CALLS-TO-ACTION

How to Optimize  
the Design &  
Copy of Your  
Calls-to-Action

HubSpot

**FREE GUIDE: Mastering the  
Design & Copy of Calls-to-Action**

Learn key techniques to improve and optimize your  
calls-to-action for maximum conversions.

Download Ebook Now



## Julie E. Manser

### Associate

Exton, PA


610.458.6705



Julie serves as an advocate in family law matters for clients in Eastern Pennsylvania, particularly in the counties of Chester, Montgomery, Bucks, Delaware, Lancaster, Berks and Lehigh. She has handled cases for clients resident in West Chester, Norristown, Doylestown, Media, Reading and Allentown. Throughout her career, Julie's practice has focused on family law litigation and related matters, such as:

- Litigation, mediation and arbitration of family law matters
- Matrimonial actions, including complex matters involving valuation issues and high conflict matters
- Custody and Parenting Time
- Alimony and child support
- Equitable distribution
- Appellate practice in family law matters
- Grandparent visitation
- Domestic violence
- Negotiation and preparation of prenuptial, postnuptial, and



Biography 

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### Practice Areas

[Family Law](#)

[Litigation](#)

### Bar Admissions

[Pennsylvania](#)

### Education

J.D., cum laude, University of Pennsylvania Law School, 2005

M.B.E., University of Pennsylvania, Center for Bioethics, 2005

B.A., summa cum laude, University of Pennsylvania, 2002

### Memberships



Products » Wills & Trusts » Estate Planning Books » **The Mom's Guide to Wills and Estate Planning**



## The Mom's Guide to Wills and Estate Planning

 *A young parent must-read*


Liza Hanks, Attorney

October 2009, 1st Edition

Estate plans protect your family, and while some steps can wait, others can't. Learn the essentials and get started with *The Mom's Guide to Wills & Estate Planning*. Focusing on your family's real-world concerns, you'll find out:

- how to select a guardian for children
- when to consider a living trust
- how to keep your estate plan current

See below for a full product description.

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- ✓ Location
- ✓ Membership, Staff, and Budget Size
- ✓ Hundreds of Industry Types
- ✓ Zip code range
- ✓ Convention Dates

1 2 3 4 5 6



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51,000+ association executives

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400 association management firms



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Workshop and Keynote Speakers Under \$10k.**



# Media Coverage = Authority

## [prleads.com](http://prleads.com)

- \$99 a month, emails as often as every 30 minutes
- Leads are completely customized to fit your expertise
- Less competition from other responders
- Amazing help from founder Dan Janal

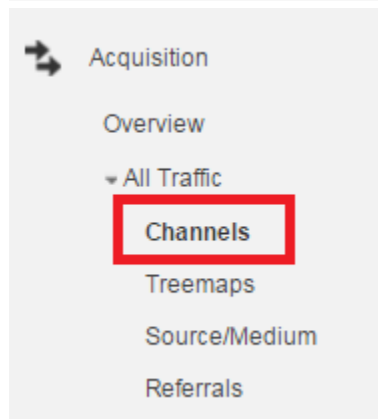


## [helpareporter.com](http://helpareporter.com)

- Free to sign up for 3x daily emails
- Paid: filters, profile, mobile alerts
- “Submit a New Pitch”



# Authority Analytics



Default Channel Grouping	Acquisition
	Sessions <span>?</span> ↓
	<b>12,643</b> % of Total: 100.00% (12,643)
1. Organic Search	<b>4,490</b> (35.51%)
2. Referral	<b>4,119</b> (32.58%)
3. Direct	<b>2,289</b> (18.10%)
4. Paid Search	<b>1,740</b> (13.76%)
5. Social	<b>5</b> (0.04%)



# Authority Analytics / Types of Authority

Unique Visitors

Blog Visits

Referrals

Social

Domain / Link Authority

Conversions from Content











Low Bounce Rate

Time on Site

Conversion Paths








# Top Content

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	<b>778</b> % of Total: 100.00% (778)	<b>670</b> % of Total: 100.00% (670)	<b>00:01:46</b> Avg for View: 00:01:46 (0.00%)
1. <a href="#">/weddings/the-wedding-blog/wedding-planning-open-bar-vs-cash-bar</a> 	<b>170</b> (21.85%)	167 (24.93%)	00:08:52
2. <a href="#">/weddings/the-wedding-blog/filter/outdoor-ceremonies</a> 	<b>131</b> (16.84%)	104 (15.52%)	00:01:15
3. <a href="#">/weddings/the-wedding-blog/filter/indoor-ceremonies</a> 	<b>125</b> (16.07%)	106 (15.82%)	00:01:30
4. <a href="#">/weddings/the-wedding-blog/filter/our-favorites</a> 	<b>48</b> (6.17%)	39 (5.82%)	00:02:13
5. <a href="#">/weddings/the-wedding-blog/filter/food</a> 	<b>34</b> (4.37%)	29 (4.33%)	00:01:09
6. <a href="#">/weddings/the-wedding-blog</a> 	<b>32</b> (4.11%)	21 (3.13%)	00:01:23
7. <a href="#">/weddings/the-wedding-blog/filter/seasons/fall</a> 	<b>28</b> (3.60%)	24 (3.58%)	00:02:43
8. <a href="#">/weddings/the-wedding-blog/filter/seasons/summer</a> 	<b>28</b> (3.60%)	22 (3.28%)	00:01:13
9. <a href="#">/weddings/the-wedding-blog/wedding-thank-you-notes</a> 	<b>26</b> (3.34%)	22 (3.28%)	00:01:28
10. <a href="#">/weddings/the-wedding-blog/filter/seasons/spring</a> 	<b>24</b> (3.08%)	18 (2.69%)	00:03:13

Content is beating paid niche placement

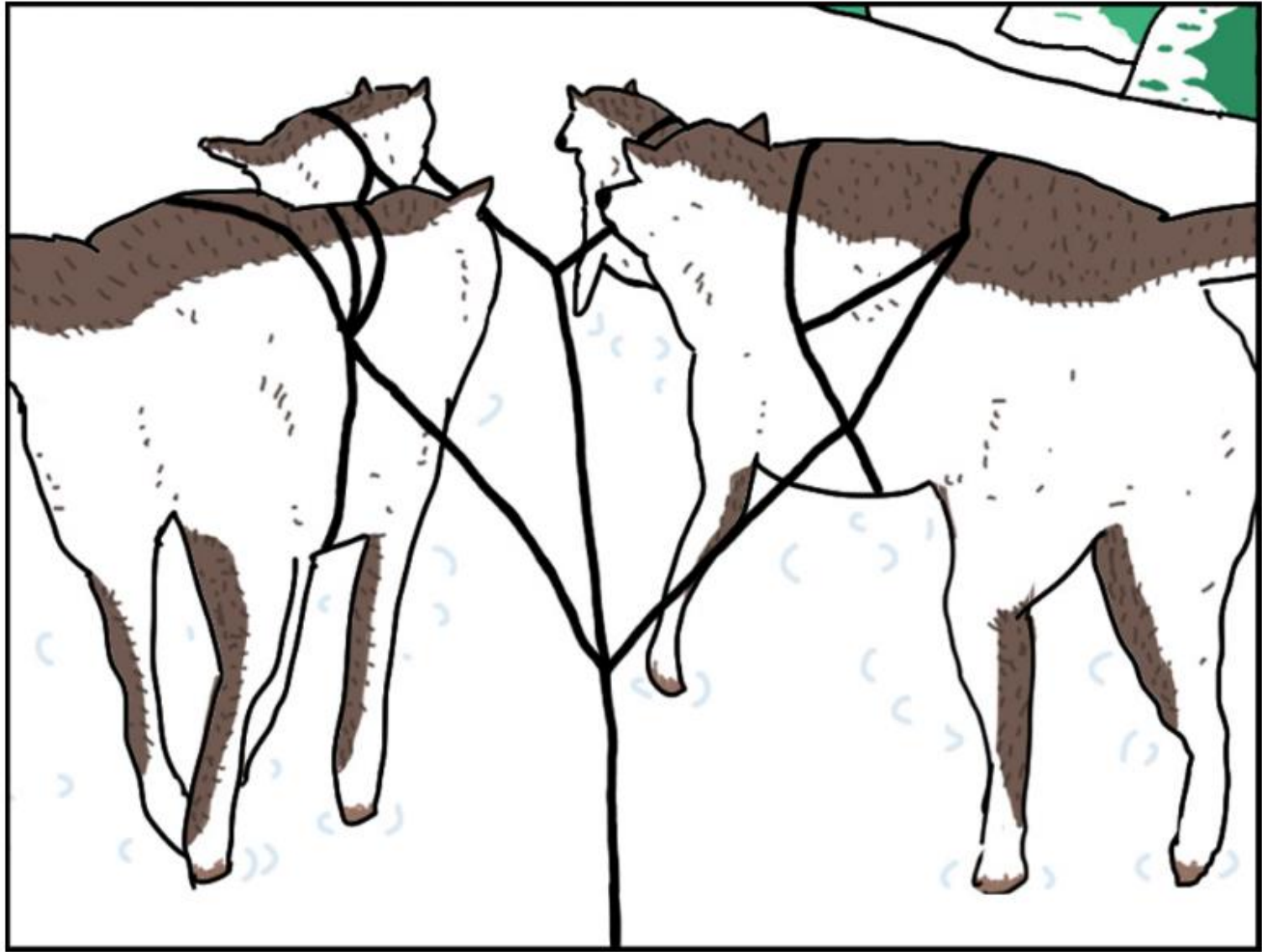


# Top Content – About and Bio content

Page path level 1 ?	Pageviews ? ↓
	<b>51,753</b> % of Total: 100.00% (51,753)
1.  /	<b>15,355</b> (29.67%)
2.  /blog/	<b>14,881</b> (28.75%)
3.  /services/	<b>4,617</b> (8.92%)
4.  /about-us/	<b>4,311</b> (8.33%)
5.  /our-work/	<b>4,273</b> (8.26%)
6.  /resources/	<b>1,841</b> (3.56%)
7.  /contact/	<b>1,135</b> (2.19%)



IF YOU'RE NOT THE LEAD DOG THE VIEW IS ALWAYS THE SAME!



# READY TO BE A THOUGHT LEADER?

Foreword by  
**GUY  
KAWASAKI**

How to Increase Your  
Influence, Impact, and Success

**DENISE BROUSSEAU**

JOSSEY-BASS  
A Wiley Brand

Become the Go-To Authority  
People Turn to Every Time

# the expert's edge

**KEN LIZOTTE**

Become a  
Recognized  
**AUTHORITY**

In Your Field  
In 60 Days or Less!

THE OBVIOUS EXPERT ADVISORS SERIES™

HOW TO POSITION YOURSELF AS

## THE OBVIOUS EXPERT™

In 90 Days Or Less Without Spending  
A Fortune On Advertising!

**Turbocharge Your Consulting  
or Coaching Business NOW!**

Elsom Eldridge Jr. and Mark L. Eldridge

**150**  
Expert  
Advisors



# Resources

1. [ahrefs.com](https://ahrefs.com) | [linkresearchtools.com](https://linkresearchtools.com)
2. [helpareporter.com](https://helpareporter.com) (Free) | [prleads.com](https://prleads.com)
3. [keywordtool.io](https://keywordtool.io) | [longtailpro.com](https://longtailpro.com)
4. [adwords.google.com/KeywordPlanner](https://adwords.google.com/KeywordPlanner)
5. [speakermatch.com](https://speakermatch.com) and [associationexecs.com](https://associationexecs.com)
6. [buzzsumo.com](https://buzzsumo.com) | [followerwonk.com](https://followerwonk.com)



# Takeaways

- 1. Pick a niche to focus on**
- 2. Start a blog and use keywords in each post**
- 3. Create social profiles including Google+**
- 4. Spend more time promoting than creating**
- 5. Build your email list / platform**

**Thought leadership is critical for SEO and social media success and Authority Marketing is the roadmap that makes it easier.**



# Connect with me

@mcdougalljohnd

[jm@mcdia.com](mailto:jm@mcdia.com)

978-423-4274

[bit.ly/1KY1SAk](http://bit.ly/1KY1SAk) - The slides

