

15 Steps to Make your Website a Sales and Traffic Magnet

How trust and authority influence digital success

John McDougall





Media Features



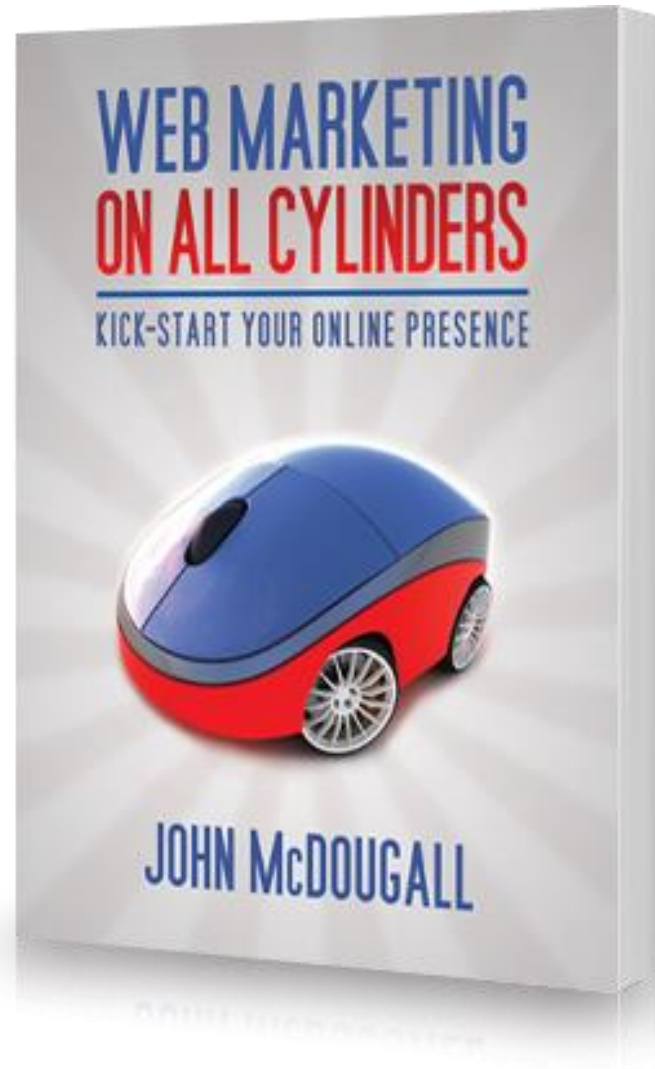
The New York Times



The Boston Globe



1. Be Strategic



2. Do Competitive Analysis

| URL | Pages Indexed in Google | No. of Referring Domains | Marketing Grader Score | No. of Organic Kys | Traffic Cost | Mobile Friendly |
|--|-------------------------|--------------------------|------------------------|--------------------|--------------|-----------------|
| www.ecsconsult.com | 406 | 170 | 77/100 | 442 | \$7.8K | Yes |
| www.gza.com | 983 | 716 | 47/100 | 2.5K | \$2.5K | Yes |
| www.trcsolutions.com | 1490 | 1.01K | 61/100 | 3.9K | \$23.5K | Yes |
| www.kennedyjenks.com | 160 | 414 | 39/100 | 381 | \$165 | No |
| www.aecom.com | 59,000 | 13K | 94/100 | 16.5K | \$37.2K | Yes |
| www.vhb.com | 3,160 | 964 | 69/100 | 2.0K | \$13.5K | Yes |
| www.ebiconsulting.com | 234 | 379 | 49/100 | 740 | \$1.3K | No |
| www.atirestoration.com | 141 | 197 | 69/100 | 516 | \$6.0K | Yes |
| www.atimetals.com | 4,040 | 2.27K | 59/100 | 4.8K | \$6.7K | No |
| www.geiconsultants.com | 1,260 | 446 | 79/100 | 2.0K | \$430 | Yes |
| oto-env.com | 237 | 45 | 76/100 | 228 | \$19 | Yes |
| www.tetrattech.com | 6,420 | 2.64K | 76/100 | 6.0K | \$5.9K | Yes |
| www.vertexeng.com | 448 | 156 | 77/100 | 872 | \$1.7K | Yes |
| www.enpro.com | 315 | 141 | 37/100 | 392 | \$161 | Yes |





SEMRUSH
competitive intelligence

bluenile.com Desktop Mobile

Organic Search Positions for google.com database

89.1K

KEYWORDS

1.3M

TRAFFIC

\$4.7M

TRAFFIC COST



| Keyword | Pos. | Volume | KD | CPC (USD) | URL | Traffic % | Costs % | Com. |
|----------------------------------|-------|---------|-------|-----------|---|-----------|---------|------|
| engagement rings | 1 (1) | 823,000 | 83.88 | 6.00 | www.bluenile.com...rings | 30.37 | 49.64 | 1.00 |
| blue nile | 1 (1) | 135,000 | 79.64 | 0.25 | www.bluenile.com/ | 8.48 | 0.57 | 0.18 |
| diamonds | 1 (1) | 74,000 | 81.06 | 7.50 | www.bluenile.com/diamonds | 2.73 | 5.57 | 0.77 |



Do you have links from Kim?



| Referring Domain | DR |
|--|----|
| aboutkimkardashian.ga | 0 |
| fatbuster123.net | 0 |
| latest-home-based-business-ideas.blogspot.nl | 0 |
| pixbookmarks.com | 7 |
| newhairstylesformen2014.com | 35 |
| boooqmarks.com | 36 |
| afroarticles.com | 49 |
| japaneseclash.jp | 51 |
| abcarticledirectory.com | 52 |
| directoryvault.com | 53 |
| submityourarticle.com | 56 |



3. Avoid Penalties



Panda = No Low Quality

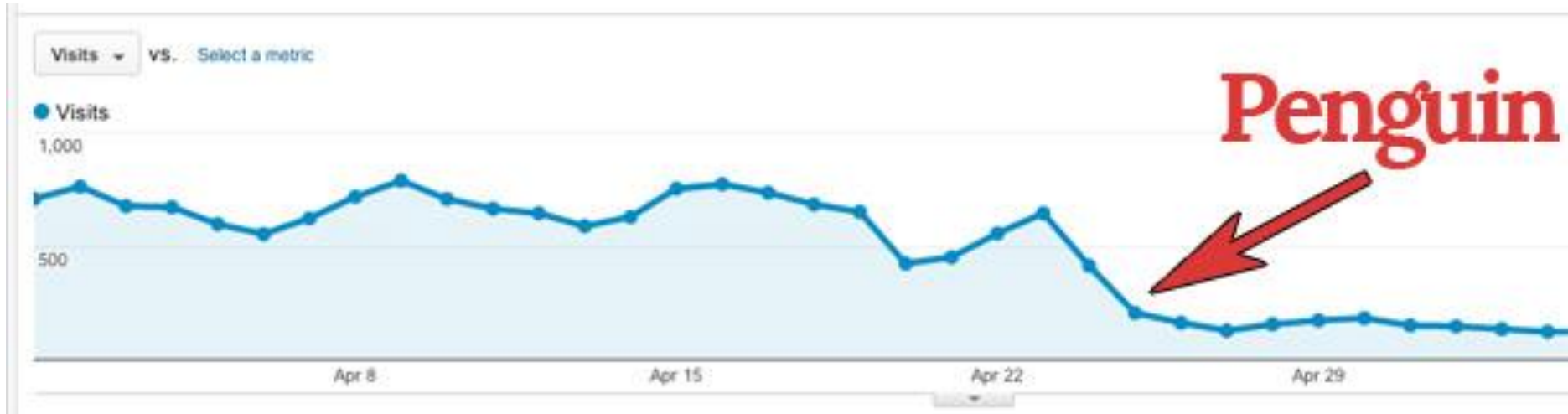
Penguin = No Spam

**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'.



4. Use 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



Thought Leadership

SUZEORMAN Home About Suze Suze's Scrapbook Contact Suze Search

March 01, 2009

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Be sure to come back often and see what has changed. [CLICK HERE](#)

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Identity Theft Kit
Insurance Kit
FICO Kit
YF&B
Will & Trust Kit
Protection Portfolio
9 Steps Audio

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SEE SUZE LIVE
RESOURCE CENTER
THE SUZE SHOP

2009 is the Year You Can't Afford to Make Any Mistakes with Your Money!

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#1 New York Times Best Seller

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AMERITRADE

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*Restrictions apply.

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SAVE YOURSELF

EDIE The

CHECK THIS OUT

Saturday, March 7th
9pm and midnight ET

CNBC

SUZE'S BOOKS & KITS

- ▶ WOMEN & MONEY
- ▶ YOUNG, FABULOUS & BROKE
- ▶ ULTIMATE PROTECTION PORTFOLIO
- ▶ FICO KIT
- ▼ IDENTITY THEFT KIT PHOUSE

Identity Theft kit

STOP IDENTITY THEFT NOW!

WHAT YOU NEED TO KNOW

THE SUZE SCOOP

Mortgage Help: The Government's New Plan Explained

The mortgage rescue plan announced by President Obama on Wednesday is

Books, best selling, unique visitors, subscribers



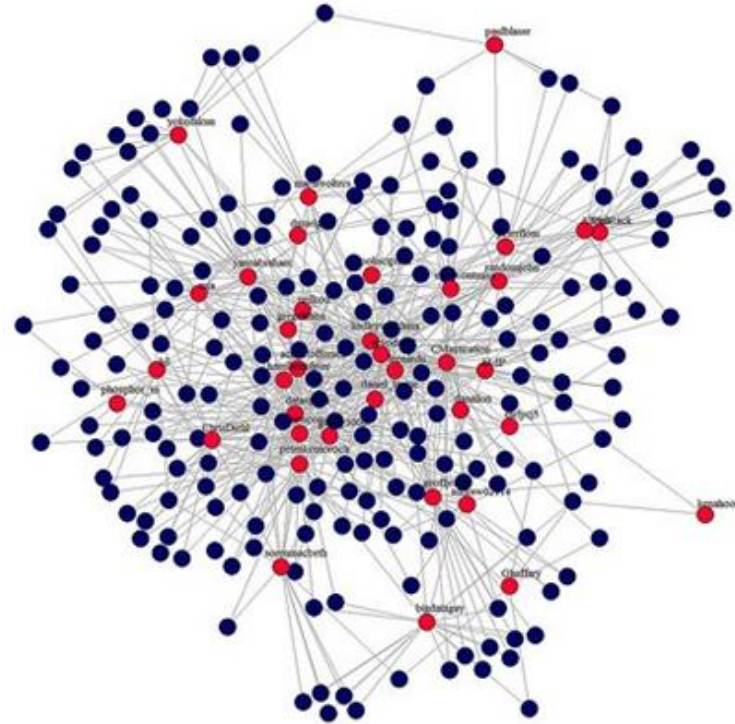
Expertise, Authoritativeness, Trustworthiness



Link farms and Like farms



Unnatural



Buy Viagra Here



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

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



5. Get Mobile Friendly

Report generated: Thu, May 28, 2015, 1:44 PM -0700

Test Server Region: Vancouver, Canada

Using: Firefox (Desktop) 25.0.1, Page Speed 1.12.16, YSlow 3.1.8



Looks like you're running WordPress

[Have a look at our WP optimization tips »](#)



Looks like you might not be using a CDN

[Why should I use a CDN? »](#)

Summary

Page Speed Grade:
(53%) ↓

E

YSlow Grade:
(64%) ↓

D

Page load time: 25.60s

Total page size: 4.14MB

Total number of requests: 537

Breakdown

Page Speed

YSlow

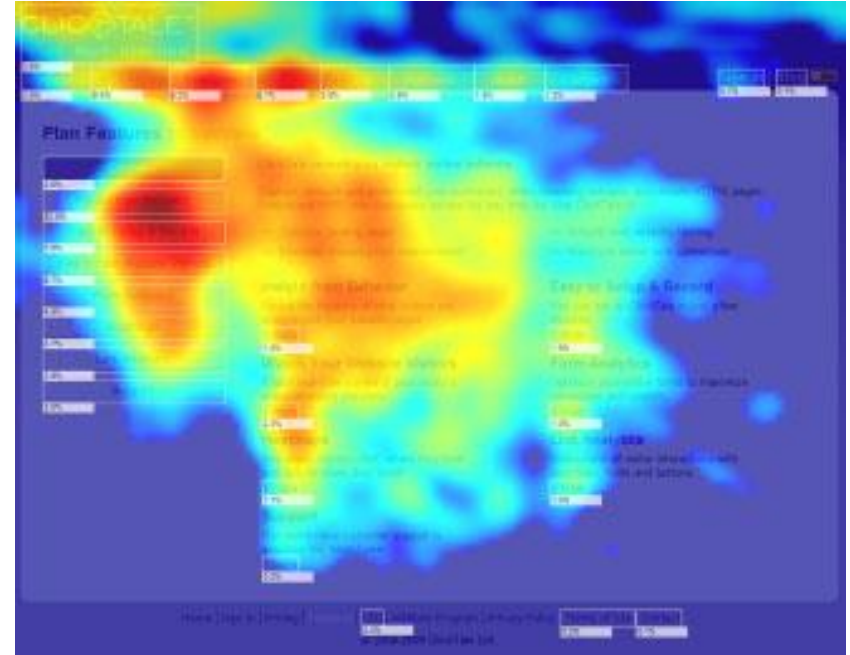
Timeline

History

| RECOMMENDATION | GRADE | | TYPE | PRIORITY |
|-----------------------------|-----------------------------|---|--------|----------|
| Leverage browser caching | <input type="text"/> F (1) | ↓ | Server | High |
| Enable gzip compression | <input type="text"/> F (2) | ↓ | Server | High |
| Defer parsing of JavaScript | <input type="text"/> F (19) | ↓ | JS | High |
| Optimize images | <input type="text"/> F (49) | ↓ | Images | High |
| Specify image dimensions | <input type="text"/> D (64) | ↑ | Images | High |



6. Do User Tests and Use Heat Maps



7. Master Headlines and Add UVP

Create a Landing
Page in Just 3
Minutes.

See for yourself. Try it free today.

[BUILD MY PAGE NOW](#)



8. Be on a Mission

OUR MOTTO:
DO GOOD. RELAX.



IN ADDITION to sustainable social change, we believe passionately in **travel**, naps, good food, great friends, long talks, broadened horizons + a **spirit of adventure**.

(We are also 100% positive the world would be a better place if everyone spent 15 minutes a day in a hammock.)

SHARE IT!



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 

[News](#)

[Publications](#)

[Speaking Engagements/Events](#)



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



9. Create 10x Content

content marketing

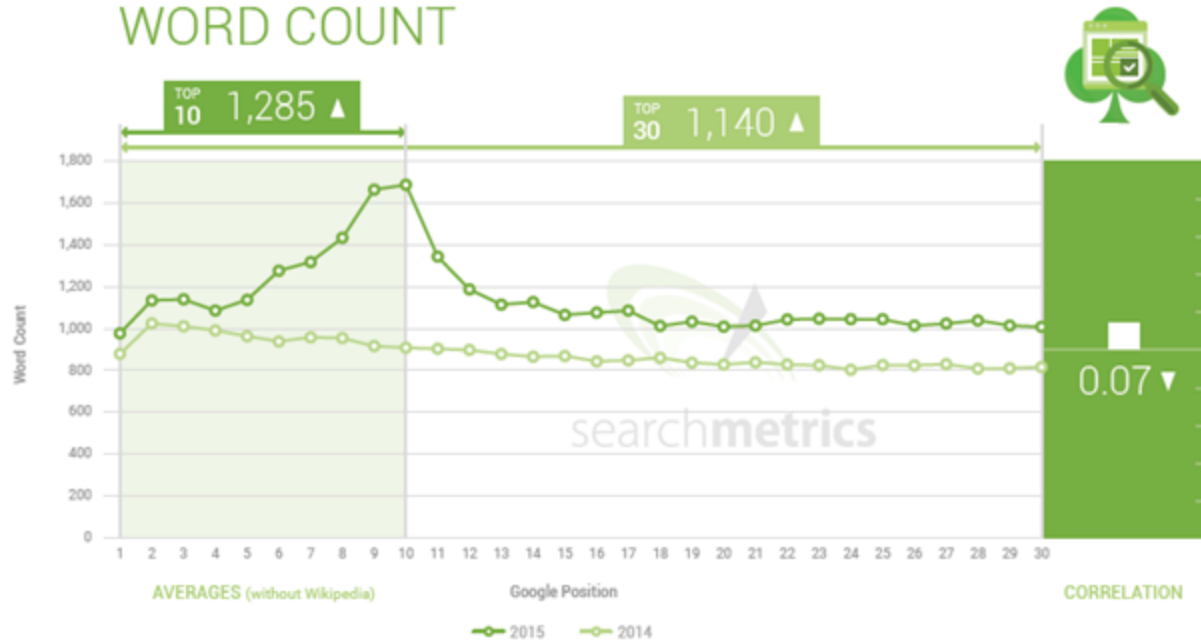
Enter a topic or domain: big data, cnn.com. [Advanced Search Options](#) [Save Search](#)

Sort by: Total Shares Page 1 of 1789

| | FACEBOOK SHARES | LINKEDIN SHARES | TWITTER SHARES | PINTEREST SHARES | GOOGLE+ SHARES | TOTAL SHARES |
|---|-----------------|-----------------|----------------|------------------|----------------|--------------|
| The Ideal Length for All Online Content blog.bufferapp.com - More from this domain By Kevan Lee Article <input type="button" value="View Sharers"/> <input type="button" value="Share"/> | 7,030 | 2,413 | 9,124 | 343 | 3,650 | 22,560 |
| The Best Length for Every Online Content thenextweb.com - More from this domain By Kevan Lee Article Infographic <input type="button" value="View Sharers"/> <input type="button" value="Share"/> | 7,113 | 1,130 | 3,754 | 137 | 3,705 | 15,839 |
| Emotion in Marketing: How Our Brains Decide What's Shareable thenextweb.com - More from this domain By Courtney Seiter Article <input type="button" value="View Sharers"/> <input type="button" value="Share"/> | 5,244 | 912 | 3,395 | 17 | 2,936 | 12,504 |
| Introducing The Periodic Table of Content Marketing econsultancy.com - More from this domain Article <input type="button" value="View Sharers"/> <input type="button" value="Share"/> | 2,153 | 1,666 | 6,109 | 218 | 2,246 | 12,392 |



WORD COUNT



Compared to 2014, the average word count in HTML documents has increased. While landing pages in the top 30 rankings had an average word count of 902 in 2014, this figure has risen in our latest survey after the Google mobile update to on average 1140 words. The URLs in the second half of the top SERPs again have more words in the document: The average word count for the top 10 is 1285 words (cf. 2014: 975).

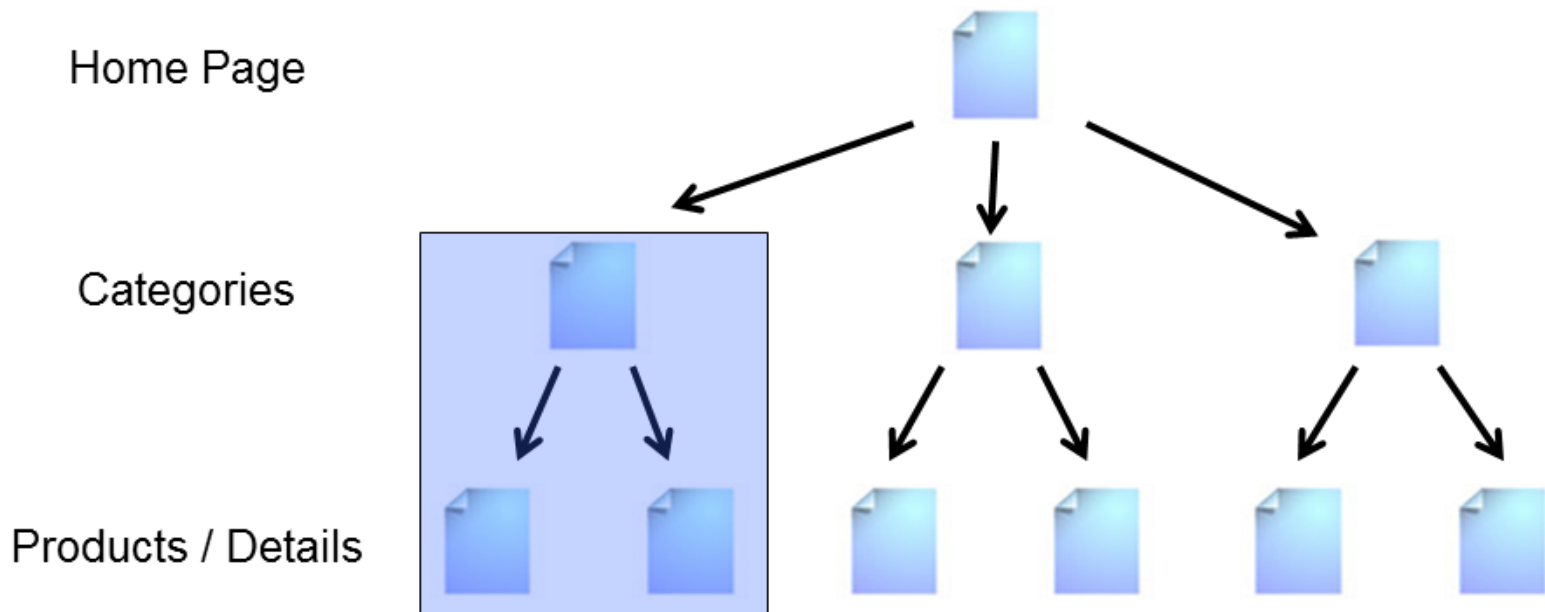
In the correlation analysis, we see that the factor has lost weight in comparison with the previous year - this means that the differences between the pages in the top 30 have gotten smaller. Longer content has thus become standard.



Don't just write more. Use information about the structure and context of topics to optimize your content.



Content Silos - in depth topics



Reflect your content structure in your URLs:

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



Surfing Patterns

This screenshot shows the U.S. Census Bureau website with a network overlay on the letter 'A'. The network consists of blue nodes and connecting lines, primarily concentrated on the 'Data Finders' and 'Special Topics' sections. The 'Data Finders' section displays the U.S. population as 301,465,607 and includes a 'Population Finder' tool. The 'Special Topics' section highlights the 'NEW - Annual Capital Expenditures Survey 2005'. The website header includes navigation links for 'Subjects A to Z', 'FAQs', 'Privacy Policy', and 'Help'.

This screenshot shows the U.S. Census Bureau website with a network overlay on the letter 'B'. The network is more extensive than on 'A', with nodes and lines spreading across the 'Data Finders', 'Special Topics', and 'Geography' sections. The 'Data Finders' section shows the same population statistics and tools. The 'Special Topics' section features the 'NEW - Annual Capital Expenditures Survey 2005'. The website header includes navigation links for 'Subjects A to Z', 'FAQs', 'Privacy Policy', and 'Help'.

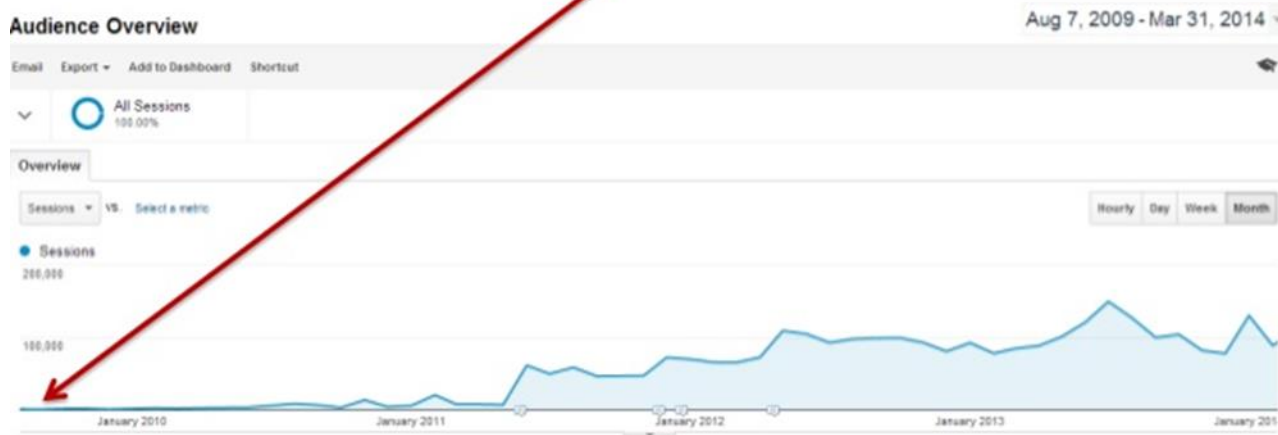
This screenshot shows the U.S. Census Bureau website with a network overlay on the letter 'C'. The network is further expanded, with nodes and lines reaching into the 'Business & Industry' and 'Newsroom' sections. The 'Data Finders' section displays the U.S. population as 301,465,607. The 'Special Topics' section highlights the 'NEW - Annual Capital Expenditures Survey 2005'. The website header includes navigation links for 'Subjects A to Z', 'FAQs', 'Privacy Policy', and 'Help'.

This screenshot shows the U.S. Census Bureau website with a network overlay on the letter 'D'. The network is at its most extensive, with nodes and lines covering most of the main content areas. The 'Data Finders' section shows the U.S. population as 301,465,607. The 'Special Topics' section features the 'NEW - Annual Capital Expenditures Survey 2005'. The website header includes navigation links for 'Subjects A to Z', 'FAQs', 'Privacy Policy', and 'Help'.



11. Master Blogging / Social Influence

Geraldine started her blog in 2009



Social Proof



| | | |
|--------|-----------|-----------|
| TWEETS | FOLLOWING | FOLLOWERS |
| 66.8K | 44.4K | 422K |

Join over **170,000** people who get fresh content from Copyblogger!


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

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13. Test Paid Search Landing Pages




GOLDENBERG HELLER
ANTOGNOLI & ROWLAND
MESOTHELIOMA ATTORNEYS

Our mesothelioma attorneys are on-call 24/7
Get Help Now: 866-859-3533

Need Help?
CHAT LIVE NOW

Home Do I Have a Case? About Us Verdicts & Settlements Contact Us




Have you or a loved one been diagnosed with mesothelioma?

\$30 billion has been set aside for mesothelioma victims, and we can help you secure your share.

For more than 30 years, our attorneys have helped asbestos victims and their families across the nation get the justice and compensation they deserve.

- Over \$1 billion recovered on behalf of victims of asbestos-related diseases.
- Within 24 hours, we can provide you an in-home consultation with an attorney.
- There is a limited window of time to make a mesothelioma claim – ACT NOW!

See how one of our clients feels about partnering with us in the video below.



Edward T. Fansher
ASBESTOS CANCER VICTIM

Complete the Free Claim Evaluation Form or call 866-859-3533.

Free Claim Evaluation

100% No Obligation to You

Complete the form below and have an experienced mesothelioma lawyer review your case FREE.

Name *

First Last

Email *

Phone Number *

*** - *** - ****

Your relationship to victim

Tell us about your situation

I agree that submitting this form and the information contained herein does not establish an attorney-client relationship.

[Get Your Free Evaluation](#)

All information is kept completely confidential and is never shared or sold.

Peer Review Rated

Avvo Rating 10.0 Superb

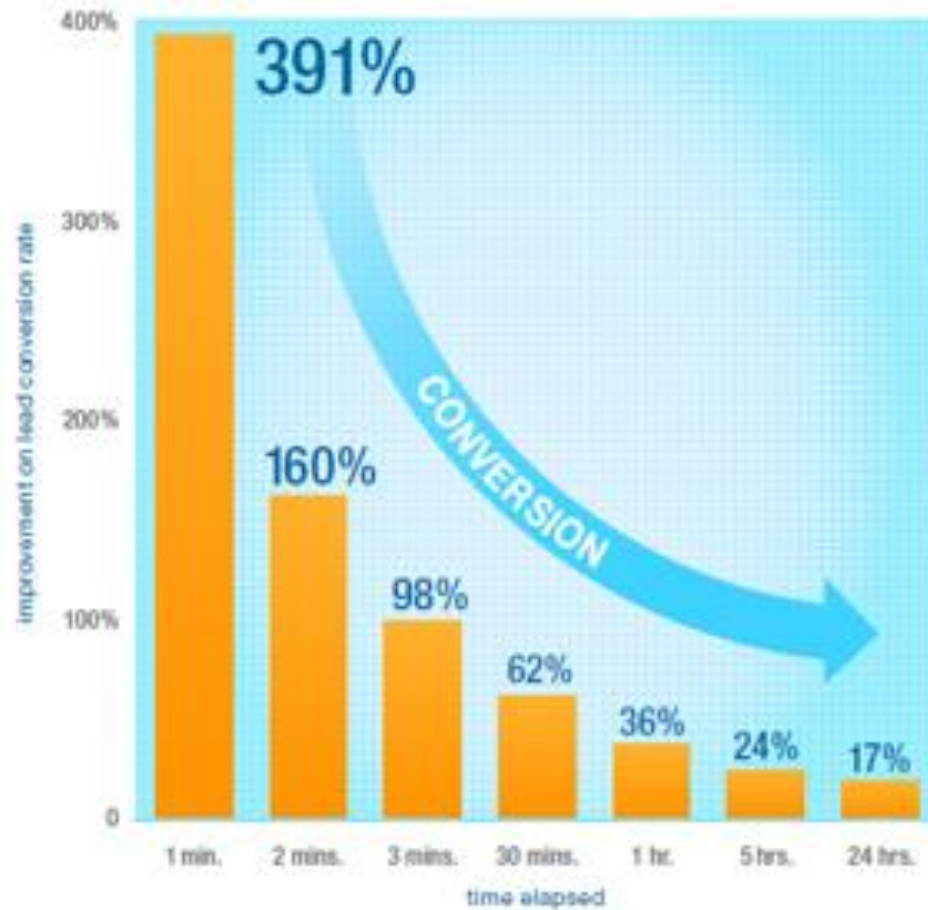
AMERICAN ASSOCIATION for JUSTICE

Member AMERICAN TRIAL LAWYERS ASSOCIATION TOP 100 TRIAL LAWYERS

CIVIL JUSTICE FOUNDATION



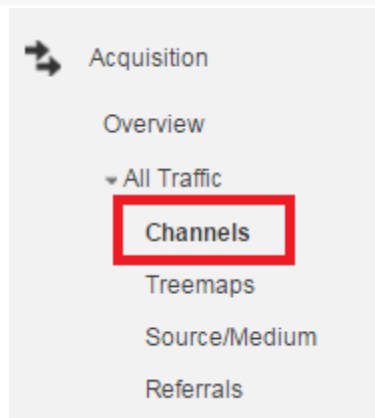
14. Follow up FAST



Research based on 3.5 million leads from over 400 companies



15. Track Return on Investment



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



Resources

1. [semrush.com](https://www.semrush.com)
2. ahrefs.com
3. buzzsumo.com
4. [gtmetrix](https://gtmetrix.com)
5. [webpagespeedtest](https://webpagespeedtest.com)
6. google.com/webmasters/tools/mobile-friendly
7. usertesting.com
8. clicktale.com
9. crazyegg.com
10. hotjar.com
11. searchmetrics.com



**Thought leadership is critical
for SEO, social media and even PPC success.**

**Authority Marketing is the roadmap
that makes it easier.**



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