

[UPDATE] New post on my blog about the live notes process:
<http://www.marketinggal.com/mozcon-2014-notes>

Hi Internet Marketer!



Thanks for dropping in on my [MozCon 2014](#) live notes!

Feel free to copy, paste, 'n' tweet any of this helpful content from the cast of [super-smart speakers](#). (Use hashtag #MozCon!) Let your Twitter followers know they can stop by, too:

Read live notes from #MozCon 2014 by @hallstigerts
<http://www.marketinggal.com/mozcon-2014-notes/>

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“What is MozCon?”

[MozCon](#) is an annual marketing conference hosted by marketing software company Moz in Seattle, WA.

The team there works *very* hard to bring together the brightest minds in digital marketing. The event presents only the best content, one speaker at a time on one stage. (This is a fact. I've seen the process first-hand when I was a Mozzer many moons ago. :))

“Who is @hallstigerts?”

My name is Lauren Hall-Stigerts, and I'm an [Internet marketing consultant](#) from the Seattle area. I specialize in content marketing, social media, and communications in the software and digital game industries.

Want more details? Take a peek at [my LinkedIn](#), visit [my website](#), or [say hi on Twitter](#)!

I decided to try a different format this year: live notetaking instead of tweeting. Tweets can be restrictive with those 140 character limits - here I can collect great information *and* you get to see it without my face clogging your Twitter feed.

Shoutout to [Kane Jamison](#) and the good people at [Content Harmony](#) for coming up with this idea at MozCon 2013. They're the O.G.'s of live #MozCon note taking.

Monday, July 14

9:00 am - Welcome to MozCon 2014!

Speaker: [Rand Fishkin](#)

Description: As our ever-changing industry keeps us on our toes, and Rand gives a look at recent changes and where he sees the future of search and online marketing going.

[Rand cracking jokes about his clothing. ;)]

- I. Changes in online marketing [privacy] over the last year
 - A. UK "Cookie Law"
 - B. EU's "Right to be Forgotten": Getting serious about Google's privacy exposition
 - C. US: Close to legislation of digital marketing
 - D. Google: second largest lobbying spender in the US
 - 1. Google has influence over what's happening in search marketing - but we don't have an organizational governing body that represents us all
- II. "Inbound Marketing" is taking a back seat to "content marketing" in 2013-2014
- III. Google's penalties taking a toll on spam
 - A. Google 2012: "You make a great site, we'll take care of spam."
 - B. Google 2014: "You make a great site, you take care of your own spam."
- IV. SEO as a job title is disappearing
 - A. "SEO is part of my job" ---> We're all becoming generalists.
- V. Google is reducing the number of steps from a search query to sharing the content
 - A. Google's pulling content off of your page and sticking directly onto the search results
 - B. Google's providing the quickest answer possible to grow queries and "addiction to search"
 - 1. This rising tide might raise all ships... maybe?!
- VI. **Here's what to do to make your marketing work in the next year:**
 - A. **Diversify traffic channels**

- B. **Become more important to Google and searchers than your traffic is to your site.**
 - VII. Switching gears to Moz update
 - A. Sarah Bird's the new CEO. Yay!
 - B. Launched new Fresh Web Explorer.
 - C. MozCon Launch: New action dashboard! Check your Moz dashboard later this week
 - D. Moz's big challenge: "To become the promise of what we can become."
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9:20 am - Broken Brand Promises: The Disconnect Between Marketing and Customer Experience

Speaker: Kerry Bodine

Description: Companies chase the business benefits of customer experience, but advertising and marketing communications that aren't aligned with the true capabilities of the organization foil these efforts.

[Emcee Cyrus Shepard is up introducing MozCon. His bowtie is adorable! :D]

Getting ready to learn about human-centered design.

- I. American Customer Satisfaction Index: Surveys 80k consumers asking about products and services satisfaction [of course]
 - A. Satisfaction Raking vs. Stock Performance: Companies at bottom of stock performance had the better sat rating (and vice-versa)
 - B. "Proof that it pays to be America's most-hated Companies":
<http://www.businessweek.com/articles/2013-12-17/proof-that-it-pays-to-be-american-as-most-hated-companies>
 - 1. Being ruthless pays off? That sucks. What's wrong here?
 - 2. Things started switching in 2013: if you invested \$100 in 2000 it would be worth \$600 today if you invested in the CSAT index, only \$120 if you invest in the stock market
- II. What's the connection between customer experience and customer loyalty?

- A. 81% of consumers are willing to pay more for a better customer experience; 64% Took their business somewhere else after experiencing poor service
 - B. Explicit promises
 - 1. Airlines example (United) - “fly the friendly skies” email distributed. That afternoon, speaker’s friend had a poor experience. Disconnect between marketing message and actual experience.
 - C. Implicit promises
 - 1. Flight cancelled due to mechanical issues. Placed on an even more difficult multi-leg flight. @DeltaAssist promises they’re listening around the clock - 2am tweet went unanswered for 13 hours.
- III. [Visualization exercise - imagine a kitty you want for your birthday] If what you’re expecting is a live kitty but you actually get a stuffed toy cat, you’re going to be angry.
 - A. Marketers are setting impossible expectations through explicit and implicit expectations
 - B. REALIGN by understand the customer journey + experiences
 - 1. Get out of the funnel, yo.
 - 2. It’s a horizontal timeline
 - C. New kinds of customer journey maps
 - 1. Intuit Personal Pro (<https://evergreen.intuit.com/#!/welcome>)
 - a) Very easy to see positive and negative sentiment along a horizontal line - a horizontal line goes up and down over the line based on how happy and frustrated
 - b) Worst sentiment was “wait and wonder”, immediately proceeded by the largest increase in satisfaction.
 - 2. Exploratorium (science museum)
 - a) Visitor Experience Map: Get the idea, plan the day, get inside, do the museum, what’s next + emotions up and down along the way
 - b) Shows promises are made and where they’re trying to be kept
- IV. Whose responsibility is it for brand, marketing, and customer experience?
 - A. Every employee
 - B. Identify roles in making and keeping promises.
 - 1. Use “Service Blueprints”:
<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=service%20blueprints>
 - 2. Keep them along the horizontal timeline
 - 3. Roles to make promises: marketers, CXO, etc.
 - 4. Roles to keep promises: service staff, IT, etc.
- V. How to make and keep promises
 - A. Come to terms with what your brand *really* stands for. (Honest Slogans: <http://honestlogs.com/>)
 - 1. Use a image visualization. Create a collage. Get employees in on what their impressions are of the brand/company.
 - B. Determine how your brand is or isn’t meeting customer expectations.

1. Create a table (3x4)

a) First column, going down the rows: Brand Promise, Evidence in the customer experience, Brand reality

C. Help employees discover the role they play

1. "Brand Standards Guide" just don't cut it

a) Brand promise, What should this feel like to customers? What can I do to deliver this promise? Example with an insurance agent:

Brand promise:	Transparency		
What should this feel like to customers?	"I know how my insurance works"		
What can I do to deliver this promise?	Avoid jargon. Make insurance frustrations disappear		

D. Align brand promise with the actual customer experience.

1. Pay attention to the exceptional deliveries of the promise in the customer experience.

2. Make your promises easy to find on your website. Describe the experience. (i.e.

http://www.emirates.com/english/flying/our_fleet/emirates_a380/emirates_a380.aspx)

VI. Flip: Keep promises. Then make them.

Great job, Kerry Bodine! Take a peek at her slides: <http://www.kerrybodine.com/cxbrand>

10:20 am - Break

10:40 am - Improve Your SEO by Mastering These Core Principles

Speaker: [Lindsay Wassell](#)

Description: Discover how SEO tactics that win in the long run complement web-friendly business practices and core principles, and how to incorporate this approach into optimization strategies for changes in search results.

- I. How do we market using the most powerful tool available, SEO?
- II. Reaching an audience
 - A. Information is the product and the medium. Organic search is the channel.
- III. Core principles of SEO that make an impact
 - A. Innovate
 - 1. "... wins the internet"
 - 2. Innovation in search = do something better and different
 - 3. Think like product marketers
 - a) Your webpage and your content is the product
 - b) Product = "*anything* offered to a market to satisfy a want or need"
 - c) Innovation = "a new method, idea, or product"
 - d) Digital Product Innovation = "Apply a new method or idea to a digital product."
 - (1) Andy Warhol wanted to stop innovating at Campbell's Soup cans because they were his favorite:
<http://www.phaidon.com/agenda/art/articles/2013/february/22/the-fascinating-story-behind-andy-warhols-soup-cans/>
 - e) Innovation can be done by anyone in a company
 - f) The Internet rewards innovation.**
 - B. Dedicate
 - 1. Google: "Focus on the user and all else will follow." *a laugh emanates from the crowd* → "user" is so impersonal here.
 - 2. Airbnb example of dedication: founder lived through his own system to dedicate himself to understanding the business from the customers' eyes
 - 3. Moz example: TAGFEE <http://moz.com/about/tagfee>
 - C. Educate

1. “Information wants to be free” - Stewart Brand
2. There is a ton of information out there
 - a) SEOs play an important role by tagging and organizing data
3. Stop creating drive-by - take risks with your content.
4. Promote content like you mean it.
 - a) Example of informative content: Stumptown Coffee
<http://stumptowncoffee.com/>

D. Accommodate

1. “The need for information crosses all borders and boundaries.”
2. Apply the principles of Universal Design to your website
3. Information access barriers
 - a) Some of the poorer members of society can only view content on their smartphone
 - b) More variables: Infrastructure, device, censorship, hearing, freedom, culture, visual, software, findability, convenience, cost, asset, economic geography, time
4. “Focus on the user” → **Don’t forget the robots**
 - a) Findability: The content needs to be produced properly so the robots can find and present
 - b) Planning for the robots as SEOs

IV. Q&A

- A. Via @cyrusshepard: “How do you communicate these core principles when people want quick SEO fixes?”
1. When you’re huge, you lose sight of the business’s purpose.
 2. Find your advocates, rally them. Don’t bother trying to convince your boss: just do it.
 3. If you’re a consultant, define your ideal client. The fit will be much better.

11:20 am - How to Use Social Science to Build Addictive Communities

Speaker: [Richard Millington](#)

Description: Richard will explain how you can use proven principles from community science to build highly addictive online communities for your organization.

- I. Speaking advice: speak as early in the conference as possible. :)
- II. Organizations spend so much money on event afterparties to create emotional connections and bring back repeat members
 - A. 87% of Rich's conference afterparty attendees returned to his conference the following year. Wow!
- III. Organizations that believe communities are a waste of money almost always fail at building communities
 - A. A sense of community creates a combination of:
 - 1. Customer retention
 - 2. Customer advocacy
 - 3. Knowledge exchange
 - 4. Higher productivity
 - 5. Higher employee retention
 - 6. Happier, healthier, wealthier employees and customers
 - B. We're going to learn how to build a powerful sense of community
- IV. Create a boundary: we need to know who is in the community and who is out of the community
 - A. Creates a stronger sense of camaraderie and belonging
 - 1. Mensa (top 2% IQ) ---> Triple Nine (top 0.01%) ---> Prometheus Society (top 0.001%)
 - B. Reward the top - of anything. Make it exclusive. (i.e. Apple has a "top 100" group)
 - C. Defining a sense of community. Who is in the group, who is not in the group.
 - 1. Demographics
 - 2. Habits
 - 3. Psychographics
 - D. Make 15 friends so you can have active participants
 - E. Create rituals: a rite a passage. Proves yourself and your dedication. Creates a sense of pride and inclusion.
 - 1. Rituals are meant to be difficult and challenging.
 - F. Have a place
 - G. Create a shared narrative
 - 1. Learn the epic community history
 - 2. Know your origins
 - 3. Make the connections explicit
 - H. Shared emotional connection

1. "Oscillate at the same emotional frequency."
- I. Share unique experiences
 1. Create your own lexicon through experiences, your own inside jokes.
 2. Creates a strong delineation between the "ins" and the "outs"
- J. Find small victories
- K. Provoke vulnerability
 1. Encourage openness, trust, and taking emotional risks. Members will feel a stronger sense of connection.
- L. Encourage self-disclosure
 1. Think of a moment when you revealed an intimate part of yourself - did you feel a closer emotional connection?
 2. Look at forums and sort by number of replies - view the popular discussions. This is where community members open up.
- M. Power and influence: we want to gain influence among our peers
 1. Ask members about their expertise and experience
 - a) Gets people participating in the community
 - b) People become the labels we put on them (self-fulfilling prophecy)
 2. Create opportunities to be seen positively by peers
 - a) "How can I help you be successful?"
 - b) Give a lot of recognition ---> positive reinforcement
 - c) **The only people who participate in a community are those who feel like they can influence a group**
 - (1) When they stop feeling influential, they stop participating

V. Q&A

- A. When do you know it's time to create a new community or subset?
 1. You want the same audience in any one particular group. Ask "who do you feel connected to?" You'll see who is in the group.
 2. Don't be shy about breaking it down to smaller sub-groups. Infighting can be destructive.
- B. How do you define unique goals for two very different groups whose memberships transition between both?
 1. Ask what they hope to get out of that community
 2. Write a survey once every six months: identify which subgroups come out of that.
- C. What is the psychological effect of a group of haters within a fledgling community?
 1. Over a period of time, the larger the group becomes, fringe groups will join in for their own purposes
 2. Do not combat with more hate - spawns a larger fringe group.
 3. If someone isn't a good fit for that community, consider what the best course of action is for the group.
 - a) Spend as little amount of time on negativity as possible - focus on the positive.

OMG SO HUNGRY! And my hands are so sore from the typings. All the typings. That must mean it's time for...

12:00 pm - Lunch

1:30 pm - Architecting Great Experiments

Speaker: [Kyle Rush](#)

Description: A/b testing will no longer be a mystery after Kyle does a deep-dive on every part of the experimentation process.

- I. A/B testing concepts
 - A. MDE: Successful testing strategies are based around the minimum detectable effect (MDE) variable
 - B. Sample size = how many subjects are in your experiments
 - C. Always use a sample size calculator to calculate sample size before starting an A/B test
 - 1. Sample size calculator: <http://bit.ly/swr3yc>
- II. MDE (minimum detectable effect)
 - A. Absolute lowest MDE: need a high sample size to detect a change in 1%
 - B. Example
 - 1. Conversion rate = 4%
 - 2. MDE = 1%
 - 3. Power = 80%
 - 4. Significance = 5%
 - 5. Tails = One
 - 6. We'll need 2,972,435 visitors per branch

- a) If it's two-tailed experiment (because it is), you'll need TWICE the number of visitors

C. Focus on time. Example:

1. 1 month traffic = 170k visitors
2. Conversion rate: 4%
3. MDE: 6%
4. Power: 80%
5. Significance: 5%
6. Tails: one
7. 83,230 visitors per branch

D. Small startups can try A/B testing, too. Example:

1. 1 month traffic = 3k unique visitors
2. Conversion rate: 4%
3. MDE = 45%
4. Power = 80%
5. Significance = 5%
6. Tails: one
7. 1,567 visitors per branch

III. SAMPLE SIZE CALCULATORS TELL YOU HOW MANY SUBJECTS, BUT NOT WHICH SUBJECT SHOULD BE IN YOUR EXPERIMENT.

A. Sampling is very hard

B. i.e. weekday vs. weekend traffic

1. Weekend traffic might bump up - if you don't take into account those days, your two weekdays are not representative to the big picture.

C. Variables

1. Bump up the sample size to two weeks, or even one week
2. Change the source of traffic (campaign vs. organic traffic)
3. Returning vs. new visitors
4. And so on - so many variables!

IV. Where should you test?

A. E-commerce website example

1. Problem: More traffic, but not contributing to a lift in conversions
2. Zappos homepage assumptions
 - a) Lots of traffic
 - b) Relatively few conversions
 - c) 2.5% conversion rate
 - d) 100k monthly visitors
 - e) Calc:
 - (1) Conversion 2.5%
 - (2) Power 80%
 - (3) Significance 5%
 - (4) Tails: one
 - (5) MDE: 10%**

3. Checkout page assumptions
 - a) Lower traffic
 - b) Relatively high conversion rate (more than 2.5% of people complete checkout process)
 - c) 50% conversion rate
 - d) 10K unique visits
 - e) Calc:
 - (1) Conv: 50%
 - (2) Power: 80%
 - (3) Significance: 5%
 - (4) Tails: 1
 - (5) MDE: 5%

B. Therefore: start by focusing a/b tests on the last step in your conversion funnel

V. What should you test?

- A. Other resources:
 1. Landing page optimization: <http://bit.ly/1wkpgye>
 2. Going beyond the low hanging fruit: <http://bit.ly/1kU4sZ0>
- B. Be fearless: don't assume that what works for one org will work for another. Test, test, test.
- C. Optimizely experiment: Terse vs. verbose (short vs. long content)
 1. Result: +31% leads
 2. 99.9% confidence

VI. Goals

- A. Measure as many goals as possible
 1. Micro: form field errors, time on page
 2. Micro: purchase, revenue
- B. Choose a primary goal (i.e. prior examples focused on MDE - conversion rate for purchases is different for conversion rate for form field errors)
- C. Down the funnel goals
 1. repeat purchase
 2. Save payment information
- D. Success vs. submit on a form example
 1. Conversion rate: 13.72% (the person actually purchased the product)
 2. Pricing dialogue submit (they submitted the form but payment didn't clear: 17.15%)
 - a) Easy way to improve conversion
- E. Measure as many goals as possible for every experiment.**
- F. Testing standards document
 1. For each page/funnel record:
 - a) Three-month monthly average of unique visitors
 - b) Stopping conditions (sample size)
 - c) Goals

- (1) Baseline conversion rate
- (2) MDE
- (3) Visits per branch
- (4) Baseline conversion rate over time

2. Testing standards template: <http://bit.ly/1oVRf6i>

VII. Quality Assurance

- A. Make sure there are no bugs in the variation
- B. Ensure there are no bugs in your control
 - 1. Experiment results will be different
- C. Does tracking work correctly?
 - 1. Sometimes when an event hits in your conversion funnel in your experiment, it might not send the data. Experiment ruined.

VIII. Eliminating bias

- A. Bias: whoever comes up with the experiment has an attachment to it. Stopping the test early can be a side effect of bias.
- B. Double-blind experiments
 - 1. Placebo vs treatment
 - 2. Researchers do not know who received which
 - 3. Kyle will ask researchers to switch up the variations and controls to prevent bias

IX. Experiment brief

- A. Need enough information to give enough data to someone who will read it without you there
 - 1. Hypothesis
 - 2. Audience description (campaign traffic? logged in/logged out? etc)
 - 3. Goals tracked
 - a) Don't rely on A/B testing software - if switched, all your data will be gone. Put in Google Docs instead.
 - 4. Stopping conditions: send an email out to the entire company. "The experiment will stop at XXXXXXXX visitors."
 - 5. Screenshots of control and variation to remember after several experiments. Titles aren't enough.
 - 6. Document QA summary.

X. After you test

- A. Statistical tie: not enough data to conclude that there is a difference
- B. The overwhelming majority of experiments results are a statistical tie.**
 - 1. Example: payment screen changes (high commitment vs. low commitment)
 - a) "Cancel anytime" = 14.3% conversion rate
 - b) Baseline = 14.0% conversion rate
 - 2. Mistake example:
 - a) First test: 36% increase in revenue after removing "\$" from amounts.

- b) Second test: statistical tie
 - c) Third test: Statistical tie
- 3. **Conclusion: Regression to the mean - look at your confidence levels. If it's not 99.9%, run many more tests.**
- C. Share your results for organizational buy-in
 - 1. First approve your results before sharing - prevents unreliable results
 - 2. Send an email out to get your team "betting" on what the final result will be. Gets your company excited.
 - a) When done: reply to same email and share the results
- D. **Always ALWAYS record detailed experiment results in an archive.**
 - 1. Experiment archive:
 - a) Experiment date
 - b) Audience (what URL did you start on? Who was it? Was it campaign traffic? etc)
 - c) Screenshots. Many screenshots.
 - d) Document hypothesis
 - e) Record results (correct? incorrect? significance? lift? statistical tie? etc) - Capture screenshots of results page, too.
 - f) Link to experiment
 - g) Link to result CSV (many A/B testing platforms allow this export)
 - 2. Experiment archive template: <http://bit.ly/1q9tRWI>

XI. Q&A

- A. This is an overwhelming amount of information for someone new to A/B testing. What should they look out for?
 - 1. Sample size could lead to a false positive. Select the right sample size with that mathematical equation shared above.
- B. What's the lesson with getting excited about an experiment that falls flat?
 - 1. Story of Kyle's life. Don't get too invested in an experiment - be a little emotionally detached. Don't pump it up to your team. Keep it low-key.
- C. Terse vs. verbose: Did you route traffic from each branch? Did you get approval for that from your web team? What's the process?
 - 1. J-query executed on top of the page. Sometimes you need two different pages, but hiding content is easier.
 - 2. Have an open conversation with relevant teams. Be transparent about your test and intentions.
- D. When you don't split the traffic 50/50, how does that affect the experiment?
 - 1. You have to run a certain sample size - some are so big that you'll *want* to run a 90/10 experiment for a few days to see if there are conversions and to test for bugs.
 - 2. Helpful for a retest to tease out differences.
- E. Audience segmenting: what about primary pages that won't change by audience? Should you still try to segment?

1. Think critically about it. If it has consistent traffic, it's about the experiment you're running. You'll always have different segments of traffic on your site: logged in vs. logged out users.
 - F. How do you balance measurable differences vs. small variables?
 1. Do the best you can with your available resources.
 2. i.e. Don't test the copy if you're not sure that the messaging is correct.
 3. Test multiple messaging angles, then drill down to refine.
 - G. Metrics: Measure the familiar ones?
 1. Measure as many goals as you can, even if they're ones you are familiar with.
 2. When you run the experiment, the variation will affect the metrics.
 - H. How do you come up with a meaningful test?
 1. Use an ROI metric: have to have some way to measure the effectiveness of an experiment. So many things to test. Get focused. Think critically.
 2. The issue isn't getting the experiment out: it's about picking the right one.
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2:30 pm - Mobile SEO Geekout: Key Strategies and Concepts

Speaker: [Cindy Krum](#)

Description: Learn all the technical nuances necessary to make your websites rank and perform well in mobile and tablet search!

- I. Google cares about mobile! :D
 - A. Mobile traffic is growing (of course)
 - B. Desktop traffic is going to flatten out or even decline: you'll miss out if you ignore mobile
 - C. Cutts: "Google never expected mobile to grow as quickly as it has." "Mobile traffic has not quite surpassed desktop but it will very, very soon."
- II. Expand your appeal for cross-device marketing
 - A. Mobile search happens when we're out living our lives.
- III. Be careful of conflicting statistics

- A. Reason: mobile is hard to define. (iPad? Android Wear? etc) Not all researchers define what “mobile” is.
- IV. Differences of mobile search results
 - A. Less room above the fold (max two results) - you can't rank low. You just won't get seen.
 - B. Branded searches (“navigational searches”) way more common - have you checked all your links and search results?
 - 1. AJAX expandable arrow
 - 2. Indented links help the searcher out to navigate the site
 - 3. Desktop results are difficult to get searchers deeper into the site like on mobile
 - 4. Audit:
 - a) Is it a good landing page?
 - b) Expand all the results
 - c) Is the experience what you expect?
 - d) Same URL for mobile and desktop? High bounce rates will happen on crappy mobile versions
 - C. PPC has more impact on SERP
 - 1. Paid results could take up the majority of above the fold!
 - 2. Are your competitors bidding on your top terms?
 - D. More Universal-style results in mobile (images, videos, news - look great and interactable... you just want to touch them, right?)
 - 1. Push your universals
 - E. More local influence
 - 1. Open hours, location, events, directions, “call”, etc.
 - 2. It's worth it if you're trying to drive foot traffic
 - 3. Harder to measure map results - make sure they get to the store
 - F. Some mobile & skip-redirect links
 - 1. Unless you have great metadata on your description, they'll share desktop results.
 - 2. If it's redirected to an m. page, they'll skip the desktop result and serve the mobile page to create a faster load time.

3. Don't panic if you have an m. and you don't see your results - know it's loading very quickly.

G. More knowledge graph

1. i.e. flight times, company profiles, word definitions
2. Like Rand mentioned this morning, it feels invasive since it's scraping your content.
 - a) But hey - it will get your results to the top!

H. Micro-formats more important

1. Schema.org markup make things more "clickable"
2. i.e. recipes, videos, etc
3. Drive clickthrough in mobile

V. What about tablets?

- A. Results can look different between smartphones and tablets
- B. Related searches might pop up on the right if in the landscape position
- C. Portrait removes related searches and features more of the paid ads and media results

VI. How is mobile SEO different?

- A. Algorithmic focus on: PageSpeed, Usability, Desktop linkage
- B. Strategic focus on: SERP style, Micro-formats (get them to want to touch), Social
- C. Technical focus on: Errors, Server & CDN

VII. Mobile SEO ranking Factors

- A. Cindy spends lots of time sorting out crawler confusion, inefficient crawls, and problematic indexing
- B. Less about rankings, more about successful presentation
- C. mDot site SEO
 1. m. and www. URL → bidirectional annotation
 - a) Link to alternate versions of the page
 - b) Desktop pages: rel=alternate to mobile pages
 - c) Mobile: rel=canonical to desktop
- D. Selective service site SEO
 1. One URL with 2 or more HTML page variation, sent by the server
- E. Responsive design: one set of HTML content, one set of URLs
 1. One URL with multiple styling options

2. Google's preference

3:10 pm - Break

3:30 pm - Local Lessons from Small Town USA

Speaker: [Mike Ramsey](#)

Description: Whether your audience is in one region or thousands of major metros across the world, these small town lessons will guide you through the complex world of local search.

- I. "Everyone is related"
 - A. Local Search Ecosystem through Moz Local
 - B. A company's name, address, and phone number needs to be consistent across the web.
 - C. Recent study: average personal injury lawyer had 49 citations - inconsistencies in local listings
 1. Those listed in 1-3 SERP rankings had one little error on average
 2. Those listed in SERP ranking 8-10 had considerably more errors
 - D. Relationships across local tools
 1. Expressupdate can't find Moz
 2. Google Map Maker shows two locations for Moz (incorrect)
- II. Reputation is broken in an instant online
 - A. Make reviews part of your customer experience to overcome negative sentiment
 1. Build a form on your website: "We really appreciate your honest feedback. Please fill out this brief form." (3 questions)
 2. Ask for feedback (text) if you receive negative sentiment.
 3. If positive, "Please take the time to review us on Google or read our reviews on Yelp."
- III. To have fun with local you have to get creative
 - A. Review test: play around with reviews of local businesses
 1. Add several reviews over the period of a month, watch how the reviews are affected in the Google rankings

- B. Driving direction test
 - 1. Click the driving directions in mobile SERP view. See how the child listing on desktop moves
- C. Link testing
 - 1. Built 10 links, Map listing moved up 3 spots. Organic moved up 5 spots.
- D. Custom category test
 - 1. Built a fake listing with the custom category (i.e. "injury lawyer" and "car accident attorney") in map maker. Wait through an approval period.
 - 2. InstaRank moved to the top
- E. Click test
 - 1. Usability Hub tool: "Which result would you choose?"
 - a) Desktop results 17% local, 64% organic, 11% paid, 92% above the fold
 - b) Mobile: 8% local, 54% organic, 23% paid, 7-something% above the fold
 - 2. Run your own click tests - why are people clicking?
 - a) Exact match domains vs. local search
- IV. Traffic is slow but you have to pay attention
 - A. Small market? Might not want to segment.
 - B. Large market? Start segmenting to test for big traffic.
 - C. Tracking local pack: google URL builder works for pack results
 - 1. UTM code won't show up in displayed URL, but if you roll over the URL in the serp, it'll show up.
 - 2. Doesn't work on Carousel result (organic listing instead of custom URL)
 - D. Call tracking + local
 - 1. Using an image on your website? Great. Check out CallRail → dynamic image insertion. <http://www.callrail.com/>
 - 2. Put it on directories, specifically infogroup, Google+ listing, etc? Doesn't work. Keep your map info consistent.
- V. Be a big fish in whatever pond you're in
 - A. "It's not about business. It's about community." ← missing from many business's stories.
 - B. Community gets more done than individuals alone.
 - C. Pay it forward. Serve others.
- VI. You can't fake caring about local people.
- VII. Q&A
 - A. How do marketers get started with local?
 - 1. Go to moz.com/local - see how you're listed. Find out what's online about your business. Are there inconsistencies with how you're presented?
 - B. Advice on Google bulk upload?
 - 1. URL might need to match up with email. Wouldn't it be great if you could get whitelisted? Only companies seem to be branches of the same company right now.

4:25 pm - Top 10 PR Tactics and Strategies of Successful Content and Link Building

Speaker: [Lexi Mills](#)

Description: Everyone's had an outreach pitch rejected, but Lexi will show you that by slicing and dicing your content, you can turn those no's into yes's.

- I. You don't need great PR relationships to get links - but better media relations will help.
- II. Panda changed the way publishers saw SEO - traffic made them change their tune. Lexi - a PR professional - became an SEO helper.
- III. SEOs won't need to be PRs - but will be able to help sites and get their content placed.
- IV. Pitching publications
 - A. Look at social channels and share what has been performing well
 - B. Google authorship: authors negotiating salaries based on their G+ profiles. Get a link to their G+ profile.
 - C. Look at the publication's top pages on <http://www.opensiteexplorer.org> and pitch.
 - D. Search volume - use as an example of how content will drive volume. Build trust.
 - E. Shorter is better: 400 words work best. If it doesn't work, pitch a series of 400-word posts.
 - F. Contract journalists who *know* how to write and how the web works - will also get a foot in the door for press interviews. (Make sure they've written in the sector recently.)
 - G. Managing media movement: BuzzStream + BuzzMarker
 - H. Site search target: take recent key term to pitch
 - I. Create content assets that orbit your campaign
 1. Host on your website. Alternatively: DropBox
 2. Q&A about the content piece: why it matters, where you got your information, etc
 3. Write quotes for the client. It's a starting place.
 4. Case studies - email customers' clients. Reach out to HARO. Collect photos.
 5. Image galleries - easy ways to scroll through information
 - a) Familiar subject matter

- b) High quality
 - c) Landscape and portraid
 - d) Composition
 - e) 300dpi and 72 dpi
 - 6. Competing with corporate blogs - keep a little back so you can offer something unique to journalists
 - J. Globalization of media: jump around from country to country in your outreach until someone will pick it up.
 - K. Vacations
 - 1. Store content ahead of vacations
 - 2. Pitch at the latest 1st week of november
 - 3. 1-2 weeks before national holidays
 - V. Story ideas
 - A. Images, third-party voice spot-on. Find experts by Googling who is speaking to the media.
 - B. News jacking: write a "media alert" and not a "press release". It enables you to move faster without the approval.
 - 1. Offline is important - stop by at the right time with something audatious.
 - 2. Reduce risk of failure
 - a) Keep figures growing over time with the same story.
 - b) Write an article and have it ready to deliver. Market it to competing media outlets.
 - c) Good images, Q&As, meet with the right people. Tell the journalists who turned you down what you got into with the project they passed on.
 - d) Color themes: see what's hot in the media, copy those colors. Make a big production around the asset. Create a theater. Tell a story with unified campaign efforts.
 - VI. Main takeaways:
 - A. Make the media's job easier
 - B. Pick ideas that can grow
 - C. Set up partnerships
 - VII. Q&A
 - A. What's the most important thing to remember when reaching out to your first contacts?
 - 1. Make it quick and easy. Short. "I'm coming by your office. I can stop by tomorrow. Would you like me to bring coffee?"
 - 2. You can overdo it, though. Feel it out, be tactful.
-

4:30 pm - Digital Body Language

Speaker: [Mike King](#)

Description: No matter your business goals, Mike will teach you how to harness the power of lead qualification and nurturing through both implicit and explicit user information.

- I. The Internet is listening.
 - A. Hospitals know when you're sick based on when you're buying. Target selling to women who are probably pregnant.
 - B. Opting out is possible, but it's so pervasive that it's nearly impossible to do a clean wipe of your information.
- II. Lead generation
 - A. How is marketing more than lead generation?
 - 1. Hubspot reduces churn by providing extra data about your behavior that can help customize the experience.
 - 2. Target, Netflix, etc. It's added value (and data kept behind the scenes that you can tap)
 - B. Type of data you can capture
 - 1. Google's Database of Affinity: what you want based on previous patterns
 - a) Can measure affinity segments
 - b) Post-engagement measurement isn't enough: the data needs to be available in real time.
 - 2. Social sign-in: difficult because they need to be on the social network and you must provide added value after the sign-in.
 - a) Facebook sign-in currently preferred by 42% → on the decline. Facebook Anonymous login coming soon.
- III. Identify your user
 - A. Browser fingerprint: plugins, fonts, user agents. A unique combination to identify. 83.6% unique across users.
 - 1. Problem: tech stat is generally the same. The IP increases the uniqueness.
 - 2. 37.4% change fingerprints (i.e. new font, new browser, new plugins, etc)
 - 3. Use Fingerprint JS: one line of code to get the fingerprint for your user.
<https://github.com/Valve/fingerprintjs/blob/master/fingerprint.js>
 - 4. Evercookie keeps cookies: <http://samy.pl/evercookie/>
 - B. Location
 - 1. Use the zipcode to get census data (what types of jobs do they have?)
Use the geolocation APIs to pull their address. (Max 200 API calls per day)

on Google. Bing gives 30,000 API calls for free. MapQuest gives all their data for free.)

a) Use their address in reverse WhitePages search to get their exact demographics data.

2. Use company in CrunchBase to pull data on companies.
3. Use company domain names in BuiltWith to understand their technologies
4. Use location to get the weather

C. Emails

1. Rapleaf provides data from one email: <http://www.rapleaf.com/>
2. FullContact gives social data: <http://www.fullcontact.com/>

IV. Marketing automation

A. Meaningful content based on personalization

1. RocketBolt: makes offers simple for max sales <http://rocketbolt.com/>

B. Behavior-based personalization

1. i.e. ModCloth - redisplay marketing images based on sizes of clothing purchased

C. One tool?

1. Marketo (\$1k/month)
2. Monetate (\$4k/month)
3. Mintigo (no published price)
4. Mineful (\$99/month)

D. You can build one tool for a fraction of the price.

V. User engagement scoring quantifies specific actions.

A. Schema:

1. <40 = Very Low Engagement
2. 40 - 80 = Medium Engagement
3. 80 - 100 = High engagement

B. Identify high-value tasks: the more they complete, the more likely they'll stay a customer

C. Push this data to GA

1. Google Prediction API: <https://developers.google.com/prediction/>

VI. Free class on statistics: Udacity <https://www.udacity.com/course/ud359>

VII. Use cases

- A. An open source rules engine: Ruler
- B. Retargeting placements: intelligent cookie placement
- C. Dynamic content display
- D. Product & content recommendations: i.e. Zemanta and Amazon
- E. Recommendations based on social data: connect to Amazon via social media to see what you would like based on what your friends' preferences
- F. Mandrill & RailGun
- G. User session tracking with Luckyorange: <http://luckyorange.com/>

VIII. QuantumLead: free platform from @ipullrank

- A. Needs 1,000 signups before he enables it: <http://ipullrank.com/quantum-lead/>

Tuesday, July 15

9:00 am - How to Never Run Out of Great Ideas

Speaker: [Pete Meyers](#)

Description: Learn how to stay afloat in the coming flood of content, as Dr. Pete provides concrete tactics for sustainably creating high-value content.

- I. Everyone is good enough to create great content - it just takes work. It's not easy.
- II. Content overload
 - A. Disconnect: we think our content is the most mind-blowing, unique stuff ever and people eat it up. Reality: we're overloaded with content and our content is a particle in a sea.
 - B. Wordpress: posted 41.6MM new posts per month. 7.3MM per day. *Just blog posts* - not other formats of content.
 - C. "You are not one drop in a bucket. You're one drop in 237 buckets."
 - D. Content even parodies itself (i.e. Clickhole <http://www.clickhole.com/>)
- III. Creating sustainable ideas
 - A. Save the best for first - don't sit on your great ideas ("don't have the skills / budget / team")
 - 1. Delaying kills a passion
 - 2. "I'm afraid the price for doing professional work is a good deal higher than you're willing to pay ... when you have not yet developed the tricks of interesting people on paper ... " - F. Scott Fitzgerald
 - a) We need to develop the skills to develop great content. The only way to get the skills is to do the work.
 - 3. Invest early and earn interest
 - a) "I had no business pursuing the algorithm project. I was one of many people paying attention to it early on."
 - (1) Pete spent time on the content early on - payed off three years later.
 - (2) Right time, right place when Penguin update hit.
 - 4. Shatter illusions of genius - "I won't forget this idea! It's genius!" The idea will most likely

- a) It hurts to have an idea get out and fail, but it hurts even more living your whole life without trying.
- IV. Build a muse - how to find inspiration
 - A. This is content marketing: content that drives more content.
 - 1. Example: Pornhub Insights blog
 - a) Non-porn insights based on porn data.
 - B. Create a new perspective
 - 1. Example: Nate Silver's Five Thirty-Eight (<http://fivethirtyeight.com/>)
 - a) Took existing data and repackaged with a new perspective
 - C. Don't wait for inspiration
 - 1. "Wow, that's cool, but I can't do that." It's up to you to take the first step.
- V. Become the expert
 - A. Barry Schwarz with Search Engine Roundtable read Google forums every day - developed the intuition to share the most pertinent information with the community.
 - B. Annie Cushing focused on a niche - Excel within the industry and "made data sexy"
 - C. Giving out your expertise
 - 1. If you're seen as a subject matter expert (SME), the data will come to you - i.e. people sharing content with you
 - 2. The secret: "I know 20% more than you - but I know the right 20% that is useful to you." ← The definition of SME.
 - 3. Being a SME, people come to you saying "Please don't tell anyone this, but [CONTENT SECRETS!]"
- VI. Harness a system
 - A. Examples
 - 1. Example: BlendTec videos. 130 of them!
 - 2. Example: Moz's 379 Whiteboard Fridays. The early ones were really bad, but they kept improving.
 - 3. Example: Julie/Julia Project - a content calendar of recipes for the entire year.
 - 4. Example: Dinosaur Comics - 2,636 comics. The comics use the same template. The writer focuses on what they do best: writing great content, not drawing.
 - 5. Example: Neila Rey. Uses "visual workouts" of infographical posters based on pop-culture characters. i.e. "Thor Strength of Asgard Workout"
 - 6. Example: Dr. Pete takes logos and takes the jokes too far. He is making a blog that makes fun of brands.
 - B. Scalable content systems - this is the flywheel to easily creating content. Set an expectation.
 - C. The secret: find something that is repeatable and repetitive.**
- VII. Flex your brain: find the people who want to be creators and pick their brain.
 - A. Tools to create great content

1. Start small (try captions on images)
2. Make a game out of it (example: Rory's Story Cubes) - mash together ideas
3. Learn to tell stories: The aspects of setting up a story and building a world is a skill to hone.
 - a) Storim <https://storium.com/>
 - b) Flash Fiction

VIII. Writers write - everyone can be a writer but you have to write. Creators create - we are all creators.

A. Get on it. Big business is beginning to prey on the industry. Get ready to compete with them.

1. Neil Patel spent \$100k on one piece of content.
2. Raise the bar. What we have:
 - a) Lots of technical skills
 - b) Big online network
 - c) Low cash/resources
 - d) Low offline network
 - e) Low creative talent
3. What they have:
 - a) Lots of cash
 - b) Lots of offline networks
 - c) Less tech skills
 - d) Less online networks
 - e) More creative talent
4. How we'll compete: Find sustainable ideas that can scale.
 - a) Find the data
 - b) Find the thing that you believe in enough to repeat

IX. Q&A

A. How important is it to make time to learn new things?

1. It's essential. Pete sets aside 30 minutes to read and 30 minutes to write. You need the confidence to do these build projects. Some of them won't work and you need the confidence for that, too. The way you build the confidence is by doing it.

B. How do you navigate legal issues with parodies?

1. If it's crazy enough you won't get people upset.
 2. If you're a small guy making fun of a big brand, the brand won't take you seriously anyways.
 3. Make fun of yourself.
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10:00 am - Scaling Creativity: Making Content Marketing More Efficient

Speaker: [Stacey \(Cavanagh\) MacNaught](#)

Description: Stacey will talk you through tactics and tricks to help you scale your content marketing efforts without cutting corners on quality.

- I. Putting in place tactics to minimize the risk of content failure
 - A. Crap content isn't the biggest waste - it's creating awesome content for the wrong audience. (i.e. showing South Park to your grandma)
 - 1. Over-reliance on keyword data
- II. Using social data to define an audience
 - A. Content consumer personas - different from buyer personas.
 - B. Facebook graph search for great demographic data
 - 1. Keep audience engaged: which complementary topics is the audience interested in?
 - 2. i.e. "TV shows liked by people who like [company]"
 - 3. You don't need admin rights to get this data
 - 4. i.e. "Journalists who work at self-employed and like [topic]"
 - C. <http://www.Tribalytics.com>
 - D. Writing content audience personas using social data cut outreach time by 40%
- III. Generating ideas
 - A. Make sure you don't have just one idea - need others to compare it to. One idea might be the boring idea.
 - B. Create a stream of ideas in an efficient way
 - 1. 6-3-5 brain writing : 108 ideas in 30 minutes
 - a) Need a worksheet, 6 people, 30 minutes
 - b) Start with a problem, statement, brief, or **goal**
 - c) Round One: Write 3 ideas in silence over 5 minutes.
 - d) Pass sheet to the left.
 - e) Repeat six rounds total.
 - 2. Narrow down a big list of ideas
 - a) NUF Testing helps you ditch the weakest ideas
 - (1) 10 criteria (example: feasibility) and rank
 - b) Visualization: <http://www.Simitator.com/generator/twitter>
 - (1) Use <http://www.fivesecondtest.com> to compare Simitator tweets on which you'd share
 - c) <http://www.Realtimeboard.com>

- d) <http://www.Mindnode.com>
- e) <http://www.Coggle.it>

IV. Creating assets

- A. Test everything as early as you can
- B. Headline split testing for Wordpress:
<https://wordpress.org/plugins/title-split-testing-for-wordpress/>
 - 1. Load into <http://www.fivesecondtest.com> again
- C. Imgur.com >> Reddit for feedback
- D. Goals first, format second.
- E. Don't put bells and whistles on things unless it's needed
 - 1. Look at who is linking to you - it might be useful enough for other sources.
 - 2. Field test first
 - a) Write a story as a news release - see who picks it up. If there is a story there, add the bells and whistles.
 - b) Press contact tools:
 - (1) Presspass.me
 - (2) Muckrack.com
 - (3) Journalisted.com
 - c) Read *The PR Masterclass* book for content pitching ideas
 - d) Think multi-device for your content.

10:50 am - Google+ Game of Thrones: Claiming Your Kingdom for Brand Dominance

Speaker: [Mark Traphagen](#)

Description: Be the ruler of your vertical by claiming uncharted ground in Google+ to dragon-power your brand's Google influence. Mark is one of our four community speakers.

- I. Google+ Treasures:
 - A. Brand Authority
 - B. Search Visibility
 - C. Google Ubiquity
 - 1. Make sure you're tied into the right Google properties

2. New info about Google Authorship - new brand photos in Authorship though individual profiles have been removed
- II. Case study for G+: followers +326%, G+ community +786%, Organic traffic +188%
- III. Build your brand page
 - A. Search optimized
 1. Keywords in the story section - Google picks up on them
 - B. Verified
 1. Link back from the official website, list the website on your G+ profile
 - C. Fill the page
 1. Regular content
 2. Engage others - but be selective with who you want to follow. Google will flag if you throttle following.
- IV. Round up your advocates to bring in the business
 - A. Recognizable thought leaders
 - B. SME hangouts
 1. Earns their respect
- V. Spread the word
 - A. Email lists
 - B. Social media lists
 - C. Communities
- VI. Bring in the groups
 - A. Invitations to dedicated industries communities for your events
- VII. Bring new people into the Google+ community
 - A. Turn them into G+ - even if the only thing they do is use your community
 1. Google understands the brand association - they'll display the brand on the community page in the top right
 2. Biggest growth in +1's on G+ when associated with targeted communities
 - B. The more engagement you have, the more search authority you have
- VIII. Google+ is not dead
 - A. Amazing opportunity - still early adoption. Your competitors are probably not even there.
 - B. Find a way to associate your brand with your key topics
 - C. Keep your audience engaged
- IX. Q&A
 - A. When does it not make sense to be on G+?
 1. You just don't have the time. But this is important because it improves your Google authority
 - B. What type of engaging content works well?
 1. Engaging content - almost blog-level content works fantastic. Semi long-form.
 2. Showing a brand photo doesn't work for link shares but content that is originally on Google+. Forces people to link to your G+ page.
 - C. Profile aggregators?

1. External links build authority and brand pages.
 2. Be smart about quality links.
 - D. What type of content for local pages?
 1. Repurpose content
 - E. What is G+ “authority”?
 1. Pagerank is the only measure we had a few years ago. There’s a high correlation between engagement and external shares in personalized search.
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11:10 am - Bad Data, Bad Decisions: The Art of Asking Better Questions

Speaker: [Stephanie Beadell](#)

Description: Stephanie Beadell will discuss the power of surveys and how if you're not asking the right questions, you risk making decisions on the wrong answers. Stephanie is one of our four community speakers.

- I. Bad data can waste resources that can compound on themselves.
- II. Write better survey questions and be more critical about the surveys you see published online.
- III. Ask questions on a 5-point or 7-point scale
 - A. Gives a better idea of sentiment
 - B. Binary answers (yes/no) leave out much of the story
 - C. Example: I’m happy with my job. (Strongly agree - - - - Strongly disagree)
 - D. Capture variation without overwhelming respondents with choice
- IV. Break down big concepts into tangible pieces
 - A. “Are you satisfied” - ‘satisfied’ is the sum of many factors. Break it up!
 - B. Instead: “Are you happy with your purchase?” “Would you buy with us again?”
 - C. Rate on a 5-point scale across features
- V. Compare answers across questions (segmentation)
 - A. Correlations are telling
 - B. Misleading data in “satisfaction” alone
 - C. SurveyMonkey allows you to cross-compare data from hosted surveys
- VI. Beware of bias
 - A. Priming: be careful of the tone of language in your survey. i.e. “Please help us prove how valuable our community managers are.”

- B. Order bias: “How important” questions can bias “how much do you plan to do this year” questions that follow. Make your questions random.
- C. Language and behavior: Hinting at a stereotype can change answers (i.e. “sports intelligence” vs. “natural athletic ability” - white vs. black biases)
- D. Leading questions: Wording invites different results (“poor” vs. “welfare”)
- VII. Understand your data implications
 - A. Sensitivity of data in demographics:
 - 1. ask sensitive questions at the end after you built trust
 - B. Boredom
 - 1. Progress bars
 - 2. Limit the number of questions asked
 - 3. Set expectations up front
 - C. Guessing
 - 1. Inaccurate information
 - 2. Break down the breadth of the question
 - 3. “How often do you use [each feature]?” “How important are each of the features to you?”
 - D. Types of questions
 - 1. Avoid questions that give boring yes / no bar charts
 - 2. Categorical questions still limit - you can’t get the average of these questions
 - 3. Ratio questions
 - 4. Distributions: mean/median/mode
 - 5. Correlation data
 - 6. Cluster analysis (interval and ratio data) - data driven personas
 - 7. Regression analysis - how data predicts purchasing behavior
- VIII. Excel Add-in: Analysis toolpack
- IX. Q&A
 - A. Data accuracy: beware of limitations
 - B. Sample size
 - 1. 1k is the gold standard. Budget: 300.

11:30 am - More than Words: Localizing Your International Content

Speaker: [Zeph Snapp](#)

Description: Zeph takes you beyond the technical implications of international SEO, showing you real life examples of how to leverage your existing content in other languages. Zeph is one of our four community speakers.

- I. Penetration rates are lower outside the US
- II. Assets
 - A. Channels
 - B. Media types
 - C. Website
 - D. Resources
- III. Staff: be realistic.
 - A. It will need to take more than one person to translate your website
- IV. Budget
 - A. Going cheap can be a long-term resource drain
 - B. Spend the same as what you spend optimizing when moving into a new market
- V. Content strategy
 - A. Who / how / why
 - B. Personas
 - 1. Change over time
 - 2. Culture, age - validate information
 - C. Keyword research
 - 1. Localized queries is a big win for the long tail
 - 2. AlchemyAPI: extracts entities and creates a visualization (<http://www.alchemyapi.com/>) - find language inconsistencies
 - D. Style guides
 - 1. Consistent branding
 - 2. Tone
 - 3. Headlines
 - 4. Links
 - 5. Images
 - 6. What you can/can't write about
 - E. Build translation templates
 - 1. Sometimes harder to translate from english to developer than english to spanish. :)
 - F. Translation
 - 1. Machine translation will get you deindexed. Dont' do it.

2. Machine learning tries to trick Google into thinking it's original content. Don't do it.
3. Human translation - ensure they understand personas and where they're from so they get the context.
4. Crowdsourcing - new frontier of translating.
5. Marketers - there are great International agencies. Better results than the translation company.

VI. Localization tips

- A. Test first
- B. Pay by the hour
- C. Bilinguals do it better

VII. Site content

- A. Blogging
 1. Translate + original content = query intent
 - a) Understand the local issues and context. Some content might not translate contextually.
 2. Not a large fanbase to start after translation - nurture the community.
- B. Videos
 1. Translate the transcript
 2. Turn into subtitles
 3. Optimize for that language - will be translated without re-recording

VIII. Links

- A. Link reclamation
 1. Find the links in other languages
 2. Reach out to those sites in other languages to get the links
- B. Guest authors
 1. Find a person who is good in that sphere - they'll bring their audience
- C. Outreach
 1. Contact forms are 40% more effective
 2. If you're a latin American website owner, they pay attention to who is submitting through their website. They don't get a lot of love.
- D. Link validation: Nudo
- E. Personalized - they'll remember if you screw it up
- F. Use paid Facebook ads to promote to journalists

IX. Q&A

- A. Advice on Chinese market?
 1. Baidu is a pain in the ass. "Come find me at the party and we'll talk about it."
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11:50 am - Talking Back to Conversational Search

Speaker: [Justin Briggs](#)

Description: Looking at how conversational search and knowledge graph are changing how users search and engage with content, Justin will talk about implementing entities at enterprise scale. Justin is one of our four community speakers.

- I. Conversational search is the new opportunity for the future of SEO
- II. Device-centric world - becoming more conversational. "Play [a song]." "Schedule [a meeting]." "What is [object]."
 - A. Complicated execution string - must pull lots of data from disparate sources
 - B. Searching against capabilities
- III. Search queries
 - A. Tokenization
 - B. Parts of speech tagging - i.e. sentence diagramming
 1. Imply relationships between words
 - C. Lemmatization
 1. am, are, is ...
 2. Convert into canonical words
 - D. Name entity detection
 1. opennlp.apache.org ---> can break down search queries based on natural language
 2. MQL is a natural language query to run against the database
 3. <http://quepy.machinalis.com>
- IV. Curate content around entities
 - A. Layering info from the knowledge graph
 - B. Internal linking
 - C. Keyword targeting issues
 1. More context needed
 2. Attributes disambiguate (i.e. roles, birthday, job titles)
 3. Use [ubersuggest](http://ubersuggest.org/) to identify keywords for targeting: <http://ubersuggest.org/> (i.e. russell wilson "who is russell wilson?" "how much money does russell wilson earn?" etc)
 4. Implicit entity searches: attributes associated with a topic without the query mentioning the topic
 5. Dynamic targeting using categories

6. Marking up Schema (<http://www.schema.org>) → builds structured databases out of your website
 - a) JSON-LD organizes your link data: <http://json-ld.org/>

V. Q&A

A. Ranking for your name?

1. Speaking. Blogging. Building your personal brand. Say something new or different. Ask the most respected people in your industry what you could do.

12:10 pm - Lunch

1:40 pm - Keep the Focus on the Doughnuts

Speaker: [Marshall Simmonds](#)

Description: If you're in a time and resource crunch, Marshall will share which tactics you should implement and prioritize from the basic to highly technical based on measured and quantified data from billions of page views.

I. Using big data to tell stories

A. Examples

1. Beautiful data: <http://earth.nullschool.net>
2. The New York Times took specific data from a neighborhood in Detroit using map data and write about foreclosures
3. 538: "America's Best Burrito": <http://fivethirtyeight.com/burrito/>

B. Bad news: "SEO is no longer sexy after social"

1. Irresponsible journalism ("Facebook surpassed Google") - bad PR
2. Budget is being moved from SEO

C. Check out Annielytics for more information on actionable big data (<http://annielytics.com/>)

II. Selling big data to your manager

- A. search engine market share: Google 86%
- B. Search, social, direct as % of referrals

- C. Organic search traffic has YOY growth
 - D. Search v. Social trend chart
- III. Panda is your ally
 - A. Prepare yourself for the changes Google makes
 - B. Guarantees a job for SEOs
- IV. Training your teams on SEO to preserve your work
 - A. Upper management, PR, customer service - how to optimize to retain and grow that traffic
- V. Tracking
 - A. Dashboards: "use as a carrot or a stick" - makes it easy to quantify data
 - B. Send dashboards
- VI. Duplicate content
 - A. See where traffic plummets - triage issues. Find new issues.
 - 1. "Google is an advertising platform that has a search engine."
 - 2. Protect content from Google - see how Pixabay.com watermarked their images to protect from Google image challenges.
 - B. Rel=canonical info: <http://bit.ly/audette>
 - C. Most powerful query when checking for duplicate content: "site:nytimes.com -www"
 - D. Rel=canonical is a bandaid
 - E. Where is the traffic going?
 - 1. Remove content to see what happens
 - 2. Example: removed 90% of site, traffic increased
- VII. Google news
 - A. If you don't like what they're saying, change the conversation - get ready to get into Google News. Big overlooked opportunities. <http://news.google.com>
 - B. Google News keyword tag is OK but isn't a substitute
 - C. Use the standout tag instead: minimal traffic
 - D. Editor's Picks: no traffic impact, easy implementation, maximize signals
 - 1. Be careful of word count issues
 - E. <http://www.newswhip.com> - people driven
- VIII. Data access
 - A. Google Analytics vs. Omniture
 - 1. GA is underreporting, Omniture is overreporting
 - 2. Run both - helps compare changes
 - 3. <http://www.Similarweb.com> ← great for competitive analysis
 - B. Accessing your own data
 - 1. "How many times did Googlebot access my website?" Check Google Webmaster Tools data vs. your log files. Big difference.
 - 2. Splunk: visualizes Googlebot data <http://www.splunk.com/>
 - 3. Look at the pages that are the most actively crawled - makes the story you'll need to tell
 - 4. Tools

- a) Roadmap: system checks, google news is great, always run GA under Omniture, log analysis files

IX. Q&A

- A. When should you remove pages?
 - 1. Is it valuable to be pushing resources to optimize?
 - B. Data in Google Webmaster Tools
 - 1. The bigger the site, the bigger the changes GWT data. Keyword data provides misinformation.
-

2:20 pm - Dare to Fail: How the Best Lessons Come in the Form of Defeat

Speaker: [Jeremy Bloom](#)

Description: Everyone experiences failure, but Jeremy will share the lessons he's learned from an athlete to start-up CEO in how to leverage adversity and turn it into a road-map for success.

- I. Thousands of failures test your resolve. The best skill is the ability to create a roadmap for success based on previous failures.
- II. [lots of personal stories about being in the Olympics]
- III. Set a time variance: take X hours where you can obsess over your failure and understand why. (He selects 48 hours.)
 - A. At the end of the time period, move on and don't look back.
- IV. Disassociate yourself from the outcome
 - A. Blueprint where the potential slowdowns are.
- V. Five themes:
 - A. Forget about winning
 - 1. Intrinsic (motivated by personal growth) vs. extrinsic (celebrityism) motivational factors
 - B. Mental toughness
 - 1. Direct correlation with current circumstance
 - 2. Work on being mentally strong before the issue happens - you'll be prepared when it does
 - a) Give up something you love for 30 days

- C. Build a lock-arms culture
 - 1. Fear makes you short-sighted.
 - 2. Be transparent. Do not build on fear-based motivational tactics.
 - D. Be a leader, not a victim
 - 1. Leaders “get it”
 - 2. Don’t be the victim - be cognizant. Sit down with the victims in your organization with them and have a conversation.
 - E. “It matters less what you know, it matters more what your psychological makeup is.”
 - 1. Don’t be reactive
 - F. Success is never linear - don’t let it ruin you or your ultimate trajectory
-

2:50 pm - Supercharging Your Digital Analytics!

Speaker: [Justin Cutroni](#)

Description: Despite having lots of analytics tools, we too often settle for the default data and reports so let's look at a few ways that you can get more insightful, actionable data to make better decisions!

- I. Measure what matters
 - A. Content
 - 1. We usually measure based on default data and tools
 - a) “How often it’s seen.” “Time on page.”
 - 2. Measure what people actually read
 - a) How are people moving through the information? Use multiple datapoints.
 - (1) Page load
 - (2) Measure if someone scrolls through content
 - (3) Measure when they get to the end and comment
 - (4) Measure when they get to the bottom of the content
 - b) Create a funnel from event actions: article loaded, start reading, content bottom, page bottom
 - 3. Segment by content
 - 4. The data actually looks A LOT better when you add additional data! More positive.

5. Engage segments

- a) <http://cutroni.com/blog/2014/02/12/advanced-content-tracking-with-universal-analytics/>

B. Ecommerce

1. What drives traffic? A large number of factors.
 - a) Best seller lists, Internal site search, etc
 - b) When do they jump out of the funnel?
 - c) What happens at refunds?
2. Create information that better-reflects the processes people go through and the tools people use to drive those processes
3. Measurement
 - a) Don't measure product views by page views - use impressions instead.
 - b) Measure behaviors: when do they add products to cart?
 - c) How much reach does it have > How many times is it added to the cart > How many times is it removed from the cart
 - d) New metrics - you can segment product-by-product
 - (1) Look to book: how many times did someone look through the details of the product before putting it in the cart
 - (a) Compare by product and category
 - (b) Shows what's happening with your products and marketing
 - e) Lists of products
 - (1) Google Store: optimize for specific types of products
 - (2) Use the lists for data: in a specific list, what gets shown the most? Does it drive traffic? What's the position within the list?
 - f) New visualizations for shopping behavior
 - (1) Sessions with product views, sessions with checkout, sessions with transactions, sessions with add to cart
 - (2) Compare across holidays, specific dates
 - (3) Segmenting the behavior
 - (a) New vs. returning customers
 - (b) Device category: Which is completing the checkout process more often? Responsive site? Optimizing for specific devices?
 - (c) Best way to understand what's happening for different groups
 - g) Implementation will vary

C. Measure real behavior and everyone will love you. :)

II. Behavioral analytics

- A. Analytics is driving change in online marketing: automation of actionability
- B. Analysis: you're usually either diagnosing a problem to take action on or reporting

1. Action can now be taken directly in the analytics tools
 - a) Integrating tools into one platform
 - b) Remarketing - actually segmentation
 - (1) Segmenting users (visited 5 times in a month, etc)
 - (2) You can change the advertising on the fly based on behavior (cookies, Doubleclick, behavior on your sites, etc)
 - C. "Use a person's behavior to deliver more effective & relevant advertising [or marketing]." - Avinash
 1. Watchfinder.com was creating different remarketing lists based on a combination of products that were viewed
 - a) > Demographics-focused targeting for watches
 - b) Where was that traffic coming from?
 - c) Brands/products + from a financial institution = target at a point further down in the funnel = +1300% ROI!!!
 2. Measure and remarket based on email behavior → Did they opening the email? Are they currently online? Email inbox = online
- III. <http://troni.me/TrackOff2On>
-

3:30 pm - Break

3:50 pm - Shop 'til You Drop: Google Shopping PPC

Speaker: [Elizabeth Marsten](#)

Description: If you're wondering what happened to Google Shopping, Elizabeth will explain all, including how to set up PPC the right way and why it matters for your overall marketing.

[Ack - sorry I'm late to this presentation. Missed about 15 minutes of content.]

- I. Department stores
 - A. Targeting by attributes: pump up the bid with your target group
 - B. Every Google shopping campaign has custom labels
 - C. Portfolio approach - not queries.
 - D. Layer bids: have any single product appear in multiple portfolios
 1. A 50% sale should be reconfigured in portfolios

- E. Negative keywords: don't go crazy
 - 1. Sends away Google - many will put the negative keywords on the top level of a campaign and restrict traffic underneath.
- II. Google Shopping
 - A. How much money do you have to invest?
 - 1. ChannelAdvisor
 - 2. GoDataFeed
 - 3. Merchant Advantage
 - 4. Mercent
 - B. Restrict low-revenue products from being sent to Google Shopping - the listing costs \$\$\$.
 - C. Margin - set the margin or else you'll be paying on a per-click basis than otherwise.
 - D. Does Schema.org affect product listings? No.
 - E. Image testing
 - 1. Use unique images in product listing ads (PLAs)
 - 2. How you stand out above Amazon's stock images
 - 3. No text on the image!
- III. Google Catalogs
 - A. Not linked to Google Shopping - but they very may well be eventually.
 - B. Give it a try - nothing to lose.
- IV. Bing Product Ads
 - A. Bing Ads → Merchant platform
 - B. Don't go crazy with the layers. 4% or 20% of Google volume depending on vertical.
 - C. Rich Captions (it's free!)
 - 1. Attributed to Bing organic traffic
 - 2. Not trackable yet
- V. Google Analytics
 - A. Tracking the difference between your search text ads and your image-based ads
 - B. GA PLA Dashboard
 - C. Supermetrics
 - 1. Import 3rd party cost data
 - 2. Make Data Grabber for Excel
 - D. Splunk for log file analysis
 - 1. Comparison shoppers data
 - 2. If the same user keeps clicking on your ads, Google counts them separately. This tool will tell you the true number of unique click-throughs for comparison shopping.
 - 3. "Most people don't know that they're clicking on an ad."
 - E. Assisted conversions
- VI. Reviews
 - A. Really matter

- B. Pick a platform Google scrapes
 - C. Search queries - define which are real people reviewing and which are bots
 - 1. Bots are partner impressions
 - VII. Why Google Shopping?
 - A. It's pay-to-play
 - B. CPCs are lower than search text ads on average (almost 5x lower in some cases!)
 - VIII. Who should you listen to?
 - A. RKG
 - B. WordStream
 - C. Marin Software
 - D. Portent Interactive
 - IX. <http://bitly.com/bundles/ebkendo/8>
-

4:20 pm - YouTube: The Most Important Search Engine You Haven't Optimized For

Speaker: [Phil Nottingham](#)

Description: Phil will take a deep-dive into YouTube, the world's second biggest and most forgotten search engine, looking at the best ways to use the channel on both a strategic and tactical marketing level, no matter your budget.

- I. Video optimization 2008
 - A. Upload your video in HD
 - B. Optimize your titles, descriptions, and tags for keywords
 - C. Upload a closed caption file
 - D. Get as many people to watch, share, and link to the video as possible
- II. Why do people use YouTube
 - A. Collaboration
 - B. Community
 - C. Organized
 - D. People don't usually go to purchase

- E. Great for solving problems, promoting brand
 - F. Not great for driving traffic and sales
- III. What YouTube is good for
 - A. Brand awareness
 - B. Consideration and advocacy
 - C. Conversion
- IV. How people find videos
 - A. Google or YouTube
 - B. Subscription suggestions
 - C. Social channels
 - D. Engagement increases engagement
 - E. Subscriptions = the big win**
- V. A good idea for a video is not a good idea for YouTube. YouTube requires a unique approach.
 - A. Your YouTube videos can cannibalize your traffic in organic search
 - B. Don't treat YouTube as a content repository. **Does your audience want to watch your videos on YouTube?**
 - 1. Serve their needs.
 - C. Only have content that address their desires and expectations
 - 1. YouTube analytics >> Audience retention report
 - a) Videos ranked by average time watched and average percentage viewed
 - 2. Google Analytics >> traffic source
 - a) See lots of views sent from the YouTube properties. Time to be on YouTube!
 - D. Minimal Viable Conversion: (what's their next action?)
 - 1. Encourage consumption
 - 2. Develop a unique value proposition (UVP)
 - a) Home and Hero
 - (1) Home: 80% of content
 - (a) Scalable and easy to produce
 - (b) Evergreen
 - (c) Informational
 - (d) Drives long-term, long-tail engagement
 - (2) Hero: 20% of content
 - (a) Big investment
 - (b) Heavily promoted
 - (c) Campaign focused
 - (d) Promotes core brand message
 - (e) Drives conversion
 - 3. It's not about high production value - it's about story. Example: A1 steak sauce <https://www.youtube.com/watch?v=I2XFglTo6bg&feature=kp>
 - 4. YouTube ads

- a) The fantastic ads will make people stop and watch (instead of “skip it”)

E. “Your brand is not what you sell but how you sell it.”

1. Content needs to be shared to be seen.
2. What works on TV might not work on YouTube: “we share because we care”. It says something about who we are. It spreads our personal brand.
3. Strong emotions win.
4. Think about what their next action is going to be after watching your video
5. Figure out what your audience cares about:
 - a) YouTube Trends
 - b) Google Trends
 - c) See where influencers are commenting

VI. Video content marketing

- A. Unless your product is highly attractive - you can’t explicitly sell in the video.
- B. YouTube and website content should be different
- C. Relevant to your audience supersedes relevance to your brand
- D. How to predict if a video is sharable
 1. Unruly ShareRank
 - a) User testing - how likely will it succeed? \$17k - ouch. Replicate the thought process.
 - (1) Inspired by *Viral Marketing: The Science of Sharing* by Karen Nelson-Field
 2. Go into YouTube Analytics and look at where in your video people drop out - maximize retention
 3. Split by traffic source
 4. Clicks are better than keywords
 - a) Test adjustments in titles and thumbnails
 - b) Traffic sources → YouTube suggested video
 - c) Indicates if it’s clickable
 5. Multiple channels for multiple audiences
 - a) International - different languages
 6. Use playlists liberally
 - a) Great for ranking
 - b) Increases visibility
 - c) Gets into suggested content
 7. Annotations in pre-production
 8. A popular MVC: watch another video. Keep viewers engaged and clicking through.
 9. Provide a CTA for subscription

E. Promotions

1. Observe how/why things go viral: <http://viralvideochart.unrulymedia.com>
2. Optimize for initial launch - the more views it receives on the first day, the better it will perform in the long term.

- 3. +Post ads: amplify your content and create conversations across the web
 - a) UnrulyActivate: Network of bloggers with embedded video players. Great way to seed content.
 - b) Target specific channels and videos: know what kind of content they're going to watch
 - 4. Troll your competitors
 - a) Create an ad to target competitors' traffic
 - b) Advertise via TrueView, get your ad served up to competitor traffic
 - 5. Find outreach products
 - a) Unruly Analytics: currently in beta
 - b) Unruly viral video chart: see who will embed YouTube videos
- VII. Why should you care about YouTube?
- A. TV ad spend is going to drop significantly because online video is exceeding in views.
 - B. On-demand content is the future.
 - C. Money will be flooding into digital
 - D. The future of TV in the golden age of digital: <https://www.distilled.net/future-of-tv/>
 - E. SEOs understand the things that eventually make YouTube videos and digital entertainment a success
-

Wednesday, July 16

9:20 am - You are so Much More Than an SEO

Speaker: [Wil Reynolds](#)

Description: The label's irrelevant as you have skills, tools, and knowledge to help get rankings and so much more, and Wil will show you the marketing goldmine you've been sitting on.

- I. PR outreach
 - A. TweetDeck
 - 1. Filter for "story"
 - B. Facebook Graph Search Social + SEO
 - 1. Find journalists in graph search
 - C. AllMyTweets

1. Search for all the tweets of a journalist
 2. CTRL + F (Find) term “story” to understand what they are looking for
- D. Target hashtags influencers use most
 1. Pay for promoted tweets to test the engagement of content targeted to journalists
 2. Follow @benwynkoop1
- II. Branding
 - A. How do brand assets affect ranking?
- III. YouTube
 - A. Turn views into revenues (i.e. Tutorials)
 1. Do advertising on that tutorial for features that make the audience’s jobs easier
 - B. Custom audience targeting
 1. Target old customers, pitch on new feature set
- IV. Content
 - A. When does content spike by month?
 1. <http://bit.ly/hotcontentbymonth>
 2. Build a content calendar for the web - based on natural ebbs and flows
 - B. Demographics
 1. DemographicsPro: understand overlaps in your brand using <http://bit.ly/demopro1>
 2. What is your audience liking, following, engaging with?
 - C. Product
 1. Product - help fix problems by tapping into data
 - a) Look for questions related to product
 - b) Solve those problems - take the questions back to the product team
 - c) Search for competitors’ customer questions. Solve for those questions with your content.
 2. “We’re giving people what we want them to want.”
 3. Betterific: great ideas from startups <https://betterific.com/>
- V. Community
 - A. Stop shoving the subscribe pop-ups in people’s faces before you earn their trust
 - B. Helping people in the forums
 1. Forget nofollows - help them anyways. Just because you can’t measure doesn’t mean you shouldn’t do it. One hour per month to help people.
 2. Search active forums.
 - a) “looking for” search query
 - b) Help them - share information freely
 - c) Search for unanswered replies
- VI. [Several slides skipped over for time. View slides 166 - 169 here: <http://www.slideshare.net/wilreynolds/2014-moz-edited>]
- VII. What can we cannibalize and hit over the fence every day?

- A. "Pitch happiness": Understand sentiment with GoogleNow
<http://www.google.com/landing/now/>
 - B. Pitching for clicks - built <http://bit.ly/CTRisbroken>
 - C. [See slides 186-199 - skipped]
 - D. <http://www.destinationlayover.com> - one-stop shop for people whose flight are layed over. Entertainment, information on their flight, etc.
- VIII. Social
- A. Focusing on the first step on social means failure at the end. Make them happy. Solve their problems.
-

10:20 am - Beyond SEO - Tactics for Delivering an Integrated Marketing Campaign

Speaker: [Paddy Moogan](#)

Description: Everyone talks about the need for SEOs to diversify, but Paddy will give you actionable tips to go away and do it, no matter what your current role is.

- I. Link building
 - A. Using social for influencing
 - 1. Reach out to key influencers, keep a database of them, grow the relationship to partner with them on campaigns
 - B. Use scrapebox for keyword research: <http://www.scrapebox.com/>
 - 1. "Append A-Z" → will create a feed list starting with every letter in a domain
 - 2. Find search terms in new URL and pull words
 - C. SEMrush
 - D. NerdyData: search engine for source code
 - 1. Search for G+ authorship, GA ID, link footprints
 - 2. <link rel="canonical" href="COMPETITOR URL"/> → interesting results
- II. Content creation
 - A. Use FullContact for audience research
 - 1. Upload email addresses, FB IDs, emails
 - B. Verify content ideas

1. Get input from entire company. Ask a question and get answers that can inform content. See if you strike a nerve.
 - C. Do content competitor analysis
 1. You're competing with the big guys. Understand how to do it.
 - D. Align content with event calendars
 1. Helps define when the content is happening
 - E. Pay to promote your best content that assists with conversions
 1. GA: add secondary dimension for landing page URL → shows what's driving traffic
 2. More outreach, ads, keep pushing more content to a great page that is converting.
- III. Content promotion
- A. Steal bloggers' lists on Twitter
 1. Pull lists named "Bloggers"
 - B. Facebook ads to support outreach
 1. Custom audiences → upload data file containing email addresses
 2. Push content to email contacts
 3. Target by employer: pull in major media and job titles ("The New York Times", "Journalist")
 - C. Create lookalike audience lists with Facebook to expand audience
 1. Select source → company name
 2. Audience who is very similar to the one you have.
 - D. Lookalike audience based on visitors to your content
 1. Convert based on views
 2. Facebook Analytics → Actions: "Create Lookalike Audience"
 3. Twitter: Targeting

11:10 am - A Mozzy View with Sarah Bird

Speaker: [Sarah Bird](#)

Description: Moz CEO Sarah Bird sits down with GeekWire's John Cook for a candid discussion about risk-taking, thriving with constant change, and the future of Moz.

- I. What are the biggest challenges for moz?
 - A. Sarah and Rand work together
 - B. Smaller company = more flexibility. Larger company = more process. How do you get more people in a complicated business working as one?

1. Focus on TAGFEE
 2. Having the skills to lead in moments of difficulty and maintain culture
 - C. Keep helping marketers do their job
 - II. Advice on embarking on a journey
 - A. Early hiring - essential to have a shared perspective on the world early on. Trust is essential → caring about the relationship
 - B. Resiliency
 - C. Don't give up
 - D. Be a learner
 - III. How do you take risks and continue to innovate as the company gets bigger?
 - A. Try a lot of things that might fail - don't punish failure. It will stifle creativity
 - B. Ensure teams feel safe to try.
 - C. Good capital helps weather the storms
 - D. Community inspires each other
 - IV. What are you passionate about these days?
 - A. Content optimization
 - B. Video
 - C. Context is driving us to build smart segmentation
 - V. Moz culture within the industry
 - A. Very different from most companies
 - B. Sarah wants to build a valuable company that provides value to companies and teams
 - C. If we were going to be bought out? The company would have to be a believer in TAGFEE and live it
 - VI. Will Moz unbundle ever?
 - A. Moz toying around with the idea - particularly Fresh Web Explorer, Followerwonk
 - B. Want to serve people who are not so into the technical SEO content and tools
-

11:40 am - Developing Your Own Great Interactive Content - What You'll Need to Know

Speaker: [Richard Baxter](#)

Description: Even if you're not a technical genius when it comes to interactive, front end web development projects, Richard will show you how

to make something the Internet loves from ideation and conceptualization to rapid prototyping, launch, and huge coverage.

- I. Creating content = telling stories
 - A. Like a journalist, explores a topic
- II. Pressure to innovate - pressure to compete
 - A. Competing for attention from our customers
 - B. Took NYT six months to collect the assets to produce the famous Snow Fall content piece. 14 people on the team.
<http://www.nytimes.com/projects/2012/snow-fall/#/?part=tunnel-creek>
 - C. Pixel Perfect on The Verge:
<http://www.theverge.com/2014/6/17/5803850/pixel-perfect-the-story-of-eboy>
 1. Scrolling, zoom-in content is resizing images
 - D. "Life is a game. This is your strategy guide." <http://www.oliveremberton.com>
 1. Fantastic engagement
 2. This is what we're competing with
- III. Careful to understand what you're asking for
 - A. Content needs to work, especially if it's a big investment
 - B. Understanding how technical aspects work: cross-browser visibility, etc.
- IV. The hard part: understanding the vocabulary to describe your goal / final product
 - A. Tag interesting things in email subject lines when you share something cool with your team - search for later (i.e. [content])
 - B. Know how it's built, know what you're looking at
- V. SVG: Scalable Vector Graphics
 - A. Image rendering protocol: get the browser to render an image
 1. Example: Polygon Xbox One Review
<http://www.polygon.com/a/xbox-one-review>
 - a) JQuery translates the path numbers that are being fed to the SVG
- VI. JQuery
 - A. Browser experience activity: scrolling, smooth transitions, etc.
 - B. i.e. pixel width in the <DIV> is being increased as you scroll
- VII. WebGL
 - A. i.e. ChemDoodle: rendering that runs through Chrome
<http://www.chemdoodle.com/>
- VIII. CSS
 - A. Animations that run in the browser
- IX. HTML5 Video
 - A. The Best of Fluent: JS + HTML5 Video + Canvas
<http://www.oreilly.com/pub/e/2599>
 - B. Interactive video capabilities: Turning on webcams, "putting glasses on their face"
- X. Embedded JS Charts

- A. Highcharts help you create interactive charts using JSON and producing an SVG, pulling from jQuery: <http://www.highcharts.com/>
- XI. Producing big content in a short time - how? The process:
 - A. Technical setup and feasibility
 - 1. Mitigates risk. Talk with dev team about how the content will be hosted. If they don't know, talk to network staff.
 - 2. Create a checklist to ensure you can host.
 - 3. Meet with the people you'll ask to build it: might require a custom development solution.
 - a) "We're thinking about presenting this to a client. What do you think?" ← Devs will get super excited and feel invested. You'll also understand how the project will work.
 - B. Involve stakeholders
 - 1. Assist experts to produce content with stakeholder outreach.
 - 2. Enter the project with confidence by getting stakeholders on early.
 - C. Asset collection and research
 - 1. Drag images from the screen into tool <http://mural.ly>
 - 2. Organize the research
 - a) Data: raw materials for the story
 - b) Flow: how the content is organized
 - c) Assets: features, copy, and images
 - 3. Storyboard goes to developer - design is still not set yet
 - D. Rapid prototyping
 - 1. Mediums vs. Features
 - 2. "Content precedes design. Design in the absence of content is not design, it's decoration." -Jeffrey Zeldman
 - 3. i.e. Builtvisible's "Messages in the Deep" content:
<http://builtvisible.com/messages-in-the-deep/>
 - a) Tool: Google Fusion Table with custom javascript
 - E. Launch (easy)
 - 1. Password protect interactive to make the publishers feel special
 - 2. Take it to the stakeholders
 - 3. Bandwidth: are you going to exceed it with your content?
 - 4. Sharable assets (i.e. animated GIFs)
 - 5. Brief designers to build for default browser sizes
(<http://www.responsinator.com/>)
 - 6. **"If you don't love something, you can't ship it."**
 - F. Creative planning session - broad topic ideas. Ask for permission to explore the ideas further.
 - 1. Learn a methodology: read *A Technique for Producing Ideas* by James Webb Young
 - a) <http://buildvisible.com/creative-method>

2. *Tubes* by Andrew Blum (“behind the scenes at the Internet”)
<http://andrewblum.net>
 - a) How the Internet works + meta: he made a boring topic interesting! Good content lesson.
 3. Which idea did your marketing team find exciting?
- G. You have the story now - not how to tell it yet. Absorb the topic first.
- XII. Q&A
- A. When you’re hiring a content marketer, how important is it that they have technical skills?
1. Not at all. You can find people with the technical experience. Hire a fresh graduate and teach them. Great to start from scratch.

12:50 pm - Lunch

2:00 pm - Demystifying Data Visualization for Marketers

Speaker: [Annie Cushing](#)

Description: We've all been frustrated with not knowing how to corral data into cool, sexy visualizations, but now Annie will pull back the curtain and provide tips, tricks, and hacks to transform raw marketing data into works of art, in plain English.

- I. Excel Data series & categories
 - A. Categories = buckets (i.e. colors of legos)
 - B. Data series = go into buckets (i.e. number of legos of those colors)
 - C. Right-click in Excel and click “select data source”. Here’s what sucks on Excel for Mac:
 1. On Mac, sort option is gone - arrows will now help you order your data series. Put your most significant data series at the top.
 - a) Select data series >> remove >> click “add”

2. You can't click-and-drag to select labels
 - a) Categories will show up along axes and data series will show up in the legend (usually values)

II. Google Analytics

A. Dimensions = Data filtering

B. Metrics = all numbers

1. All the columns to the right of the dimensions
2. GA = dimensions ---> Excel = categories
3. GA = metrics ---> Excel = data series

C. Example: 0 dimensions, multiple metrics

1. Avoid using APIs by hacking GA
2. User-defined dimension: "not set" - ignore that and pick up the metrics. Import to a custom report.
3. Use year dimension if you only have one row
 - a) Date range must not straddle two years
4. You can't chart this data because you don't have categories, but you can put it into a table

D. Example: 1 dimension, 1 metric

1. Type of charts
 - a) Pie chart: not the best but a small number of categories is OK
 - b) Radar chart
 - (1) Warning: default formatting is awful
 - c) Column chart: The best option
 - d) Horizontal bar chart: Best for long axis tables (like campaigns with long names)
 - e) Heat map
2. Delete data series you don't need

E. Example: 1 dimension, multiple metrics

1. Types of charts
 - a) Clustered column chart: great for comparisons
 - b) Stacked column chart: great for how each data series relates to the whole
 - c) 100% stacked column: Show how data in each data series is represented as a fraction of the whole
 - d) Radar chart
 - e) Combination chart: Charting two things that are inherently different
 - (1) Use if the line chart can be a percentage only
2. Move the legend anywhere you want - even bring it inside the chart

F. Example: one dimension, multiple tiny metrics

1. Types of charts
 - a) Line chart: great for time-based data
 - b) Stacked area chart: great for
 - (1) Don't use a stacked line chart - not intuitive.

- (2) Be careful that the colors don't cover up each other - the colors should be stacked
 - c) Clustered column chart: great for YOY % change
 - (1) Example: Months across horizontal axis, two columns in each data series that represent the two years. Easy to compare.
 - d) Stacked column
 - e) 100% stacked column
 - f) Avoid horizontal bar charts with time-based data. Not intuitive.
- G. Example: two dimensions, 1 metric
- 1. Particularly challenging. Stick through it. (Lots of visuals for this one - check out Annie's slides:
<http://www.slideshare.net/anniecushing/mozcon-cushingslideshare>)
 - 2. If you're going to chart two dimensions, you only get one metric.
 - 3. All chart options as 1 dimension, multiple metrics.
 - 4. One problem: tabular format. Each row is a record for that datapoint. More of a database.
 - a) Pick two of those dimensions and one metric, and Excel will not be able to create a chart using the tabular data.
 - b) Essential to have a table of One dimension axis and One metric axis - get this using a pivot table
 - c) **Pivot tables >> get friendly with them**
- H. <http://bit.ly/demystify-data>
-

2:30 pm - Prove Your Value

Speaker: [Dana DiTomaso](#)

Description: Dana will show you how to report so there's no doubt in your client's mind that they'd be lost without you.

- I. Biggest challenges to marketers:
 - A. Clients/customers misunderstand my work
 - B. Politics and buy-in
 - C. Measurement and analysis
- II. If you only report the content that does well is doing everyone a disservice.

- III. Read: <http://www.portent.com/onetrick>
- IV. "The client doesn't get it."
 - A. You're doing a crappy job of explaining your work.
 - B. Ego gets in your way.
 - C. Clients don't always care about what you care about.
- V. How do you define great work? How does your client define great work?
 - A. Awards won? Conferences spoken at? Goals? Great clients focus on goals.
 - 1. Helps you do great work for the client.
 - 2. Fear of not meeting goals, fear of failure.
 - 3. Goals are the only way for you to know you're making progress
 - 4. Goals vs. aspirations: goals are actionable
 - 5. Increasing goals
 - a) Increasing sales
 - b) Increase CSAT
 - c) Defining value statement.
 - d) Something that's **measurable**.
- VI. Build the strategy to fit the goal
 - A. Messaging
 - B. If it doesn't tie back to the goal, then dump it. Makes you laser focused.
 - C. Example: Technical audit is important to help create a better experience → explain that to the client
 - D. Set realistic expectations. Explain why.
- VII. Measurement
 - A. Figure out how to measure: tracking codes, engagements, etc.
 - B. Measure to bring the focus back to the goals. Must be related.
 - C. Don't use the word "conversions" to clients. Clients interpret conversions = sales, though it might be another datapoint about website traffic.
 - 1. Find a language the client would understand: "engaged user", etc.
 - D. We don't have a data problem - we have a filter problem
 - 1. Boil it down to the essence
 - 2. Keep the conversation open between you and the client
 - E. Become indispensable to the goals based on what you report
 - 1. Share the data
 - F. Be honest - especially if things are going really bad
 - 1. "It's not our job to make a client feel good about their bad decisions."
- VIII. How can you show progress?
 - A. Hammer away at the goals
 - B. Make sure your reports are understandable
 - C. Do your metrics refer back to your goals?
 - 1. Table: goal, KPIs, tactics, metrics, report (what you're reporting on)
 - 2. Hand the table at the beginning of the project to the client. Identify early on. Set expectations early.
 - D. Don't report on the back end.

- E. Reporting on goals remove ego with facts.
 - F. Every report shows that the client is a special snowflake.
 - G. Avoid jargon.
 - H. Include one page with everything on it that can be ripped out and handed to the CEO.
 - I. Every report must be custom.
 - J. Stop reporting when you're done. Don't bulk up the report.
 - K. Reporting shouldn't be a chore: find someone who is fired up about reporting if you're a procrastinator.
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3:10 pm - Break

3:30 pm - The Psychology of Persuasive Content for "Boring" Industries

Speaker: [Nathalie Nahai](#)

Description: If your content needs a jolt of life, Nathalie will show you how to apply targeted persuasion via psychology.

[Whew, my other MozCon job pulled me away for an extended period of time. Missed out on the first part of this session. If you have a recording that you're willing to share so I can catch up on notes, please email me: lauren@marketinggal.com]

- I. Dissonance creates tension
 - A. Visual tension
 - 1. Effective ploy: your eye is trying to piece together a story from left to right
 - <http://knowmore.washingtonpost.com/2013/11/06/this-meeting-between-the-pope-and-a-badly-disfigured-man-will-warm-your-heart/>

2. Message that's tangible and tempting: narrative using color and texture contrast
 3. Fear of missing out
 4. Create a closed loop for the curiosity gap
- B. Viral videos
1. Boost sharability
 - a) Use nostalgia. Does this make you want to buy the product if you were born in the 80s?
<https://www.youtube.com/watch?v=qkM6RJf15cg&feature=kp>
 - b) Think about your end goal
 2. Mirror your audience
 - a) Example:
http://shop.nordstrom.com/c/20140319_DL1961_Video_Modal
 3. Make it funny
 - a) Example: <https://www.youtube.com/watch?v=h1YvJBwC4xQ>
 4. Make it surprising
 - a) Example: <https://www.youtube.com/watch?v=beROUHV5jPc>
 5. Move them
 - a) <https://www.youtube.com/watch?v=-vDV2xv4nXU>
 - b) Create more meaning around the product by tapping emotion
- II. To create persuasive content:
- A. Understand audience
 - B. Engage emotionally
 - C. Use psychological triggers
- III. Resources: <http://bit.ly/mozgoodies>
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4:10 pm - Mad Science Experiments in SEO & Social Media

Speaker: [Rand Fishkin](#)

Description: Whether it's anchor text or sharing on Google+ instead of Facebook, Rand's spent the last few months formulating hypotheses and running tests, and now he'll share these fascinating results to help you.

- I. Download test details: <http://bit.ly/mozmadscience>
- II. Guest blogging

- A. Dead if you don't understand what Google wants
- III. Authorship images
 - A. Wordstream's data:
 - <http://www.wordstream.com/blog/ws/2014/07/10/removal-google-photos-impacts-ad-ctr>
 - 1. Ad CTR went up after Google Authorship photos were removed
 - B. Rand found an insignificant change after 2 weeks post-removal. Sample set was too small.
- IV. Do photo tweetstorms cost followers or grow them? (Replying to yourself to create a block of tweets.)
 - A. Rand experienced a slump in followers - lost 152 followers in one day!
 - B. "If it was 20 photos about SEO, would it have stayed consistent?"
 - 1. "10 pictures of my most favorite tools" (note: <http://www.keywordtool.io> is a great Ubersuggest replacement)
 - 2. No - subpar change in followers
 - C. Doesn't work
- V. Internal links move the needle alone?
 - A. Nothing happened - not worth it
- VI. Can anchor text influence search results?
 - A. Stick links in your official author bio - see correlation to Google suggest phrases pop up
 - B. Research paper SERPs may be another good example → You can find them in search suggest
 - C. Conclusion: a strong signal into potential search suggest term rankings
- VII. Does Google index URLs shared on Social media faster?
 - A. Shared on Google+ Twitter: indexed after a half day
 - B. Sitemap XML: Indexed after 3-4 days
 - C. Social seems to index much faster
- VIII. Can Google+ share or +1s affect personalized search?
 - A. G+ activity doesn't directly affect non-personalized search results
 - B. G+ is so inconsistent, you can't rely enough on the social network to invest in it. Use it, but diversify.
- IX. Has anchor text lost its impact on rankings?
 - A. Links w/ exact match anchor text are way more powerful than non-anchor match links
- X. NoFollowed links have impact on rankings?
 - A. May be a correlation between NoFollows and rankings - more tests needed
- XI. Link-based experiments
 - A. Months after links were removed, every page continued to rank high after removal.
 - 1. Link ghosts are real. Google buffers for link reclamation.
- XII. Can query and click volume directly impact rankings?
 - A. Three hours and 375 clicks later, ranking went from #8 to #1

- B. Started ranking for other related terms, too60
 - C. Yes, there's probably a correlation between queries + clicks and rankings
- XIII. Participate in your own tests!
- XIV. Contribute to Rand's tests: <http://moz.com/rand/imec-lab/>