

Tip Sheet on How to Use Signal Genesys in your SEO Campaigns to drive better results in organic search and GBP rankings in maps

If you don't have a Signal Genesys account yet, you can now publish directly to Signal Genesys through the Search Atlas platform. You can get a free trial here: <https://link.businesscenter.app/searchatlas>

WATCH THIS VIDEO FOR A COMPREHENSIVE TUTORIAL OVERVIEW OF THIS RESOURCE: <https://youtu.be/bkXoKyZEBdk>

Here's a great video tutorial to get you started if you're brand new to Signal Genesys: <https://youtu.be/D2Jd4Y8Yxrw>

Tutorial video on why/how to setup the advanced media room technology when using Signal Genesys and syndicating PRs: https://youtu.be/z99p30NcA_Y

Best practices on blogs and media rooms when using Signal Genesys: <https://youtu.be/v8IngiaQPAw>

Below are various resources we have put together at [Signal Genesys](#) for our agency partners to assist them in maximizing their efforts and results in the SEO campaigns they are conducting for their agency and clients. It is important to remember that there is no magic button for SEO and even though our platform makes building brand authority, domain authority and signal generation a LOT easier and efficient, it still takes good strategy, quality content and great on-page execution to succeed in today's highly competitive environment online. It also takes repetition and persistence to start generating lift and momentum in the SERPS and that requires ongoing content to be created so that we can then use that content to generate more authoritative signals.

If you are NOT yet a Signal Genesys user, go here to create a free/no-cost access account to get started and try it out. It's guaranteed to help you get better results and make your SEO campaign fulfillment significantly more efficient and cost-effective. – <https://go.signalgenesys.com/grow>

ALL problems in SEO are a result of a deficiency in one or all of the following:

- ☐ Authority
- ☐ Quality
- ☐ Signals



In this order...

I highly recommend reading this article/guide for SEO in 2024!
<https://themarketingcoe.com/news/seo/the-ultimate-guide-to-seo-in-2024-mastering-the-periodic-table-of-seo-elements>

Research and Writing Tools I Use:

1. Google Search Results... read that again.
2. SearchAtlas - <https://searchatlas.com/>
3. Google search with Keywords Everywhere extension
4. PlePer Chrome extension
5. Google Docs
6. Grammarly

Google E-E-A-T Guidelines - Important to understand

If you haven't heard of Google [E-E-E-A-T](#) or [Google's quality guidelines](#) before you need to take a few minutes and get up to speed with this. It's not new per se but I still find a lot of agency owners who haven't really come across this very important component of Google's algorithm.

What does Google E-E-A-T Stand For?

Google E-E-A-T stands for *Experience, Expertise, Authoritativeness, and Trustworthiness*, and these three elements are measured on every page googlebot crawls and renders. There are direct quality rater guidelines (Google EAT Guidelines) for manual/human page analysts that are assigned pages to “rate” for quality.

What are the elements to demonstrate quality? Simply put.

- Experience,
- Expertise,
- Authority, and
- Trust

So when you write a piece of content for your own agency, or for a client's SEO campaign, you want to purposefully and intentionally structure your content in a way that “demonstrates expertise” on the relevant topic (target keywords), positions the author as an “authority” on the topic and creates and builds trust for the reader that the content is reliable and “trustworthy” (think connecting to related authorities and citing other experts or SMEs on the relevant topic in your article).

Demonstrate Quality Content by Satisfying Google E-E-A-T elements IN YOUR CONTENT.

Google Quality Raters have 3 main tasks for each page they are tasked with rating:

1. Judging the quality of web pages,
2. Making sure mobile results are helpful, and
3. Checking whether queries in general show quality results.

The “quality” of a page is further broken down by evaluating for E-E-A-T.

Google E-E-A-T has it Roots in Authorship

Keep in mind that the “author” of the article should be connected to the entity that you are trying to rank for the relevant topic and keywords. The author **MUST** be a person/individual in order for true authorship to be established through proper schema markup. You cannot fire authorship schema signals without a people type.

NOTE: See the Authorship and E-E-A-T section further below for a deeper dive into Authorship criteria and thoughts to consider.

Here's why I say that... this is directly from the [Google Quality Rater Guidelines](#) in section 2.5.2:

"Every page belongs to a website and it should be clear:

- Who is responsible for that website
- Who is responsible for the content you are evaluating on that page

Click the link above to read this section of the QRG or Quality Rater Guidelines but this sums that entire section up... the rater is to evaluate "WHO" is responsible for the content. That is authorship being a required check in the ORG. The answer MUST be a PERSON as a best practice and for best results.

Next, the rater is tasked with evaluating the level of expertise, authority, and trustworthiness of the content and Google gives the rater much instruction on "how" to evaluate these elements.

Now, here's the important lesson... all of these elements and data points are built into the E-E-A-T components of the algorithm (many components, not just one), and Googlebot is extremely accurate in evaluating this automatically without the need for human intervention. These entity and people signals are what Gbot looks for in every page it crawls and every page Googlebot crawls is evaluated for EEAT and a best effort is made to identify "who" is responsible for the content. Again, this must be a person.

Understanding the YMYL Component

According to the Google Quality Rater Guide, YMYL topics include:

- medical advice
- the financial sector
- news and current events
- civics and government
- shopping
- groups of people
- Home services categories

YMYL stands for your money, your life. These types of topics have a much larger impact on one's life and thus Google places a much higher expectation of demonstrating E-E-A-T on these types of sites and the pages on these sites.

IMPORTANT NOTE: ANY ENTITY THAT HAS A GOOGLE BUSINESS LISTING THAT HAS A PRIMARY CATEGORY WHICH FALLS UNDER YMYL WILL BE EXTREMELY SENSITIVE TO SOFT AND HARD SUSPENSIONS, RE-VERIFICATIONS AND GREATER SCRUTINY ON MANY LEVELS.

To put Google E-E-A-T in practical terms, an authoritative, trustworthy website that demonstrates expertise on the subject matter should:

- Have content written by experts with a deep understanding of the given topic.
- Demonstrate the expertise of all contributing authors within the content.
- Be a reliable source of information trusted by other reputable sources in the same field.

Below are 14 tips on how to structure and build your articles to best position the content for demonstrating E-E-A-T. We follow this SOP on all articles we write as a white label solutions company and recommend all agencies develop an SOP like this if you handle the authorship of content for you and your client campaigns.

SOP: Optimizing Your PR Article Content

(to Generate Expertise, Authority and Trust Signals)

Here's a link to a PR template that will follow the format below without all of the optimizations. This template is for a writing team so that they have a standardized form/structure for the content. You don't need to put in 5 points like the template has, this is just for illustrative purposes although the more words you have, as a general rule, the better for SEO purposes!

Link: <https://docs.google.com/document/d/1VwRoclvXDaacXtsudICUYH1vXOFXCErX0ycEbBkr8kY/edit?usp=sharing>

1. Research! Get it right. See the tools list that I use for my research. 90% of your result of anything in SEO comes from the first 10% of the process. In SEO, the first 10% is your research. Don't shortcut this step. Personally, I use Keywords Everywhere and their Chrome extension for a big part of the keyword research along with SEMRush and On-page.ai.
2. 1-2 TARGET keywords at most per article (GMB business categories are keywords). Don't try to create an article of content that addresses more than one topic. That "topical theme" should have 1-2 target keywords at most and then see the next point.
3. Include **semantically related keywords** in your content. Semantically related keywords are just that, keywords related to the topic or the target keywords.

There are great tools like SEMRush that evaluate all page one content for a targeted keyword and then provide you a list of the common keywords that occur on all pages that are ranking. This is part of my/our research in step one and I use SEMR for this but there are other tools as well.

4. ** Use H2-H3-H4 section headings to break up and “section-ize” your content. Google loves section headings and relevant content/answers to the section heading below.
5. **** Even better, use the *People Also Ask (PAA) or the People Also Search For questions* from the target keyword in search as your EXACT section headings! Keywords Everywhere have a great feature for this as well which is another reason I love their tool. On-page.ai generates new PAA opportunities for you too! Another great tool is [Answer the Public](#) you should check out for more intelligence on what people are asking online. ****
6. Answer the question in the paragraph content below the section headings. It’s a simple, logical step but bears being emphasized. Google will crawl your article, find the section heading and then look for relevancy in the content below the H-tag. Feed Google what it wants and answer the question!
7. **** Make your first link an anchor text optimized, do-follow link to your target GMB (using one of the various links) or web page you want to rank, always. The first link in your content is the most important, we use the first link in a couple of different ways to send links to: GMB CID and PID link, service pages, location pages, and the [Knowledge Graph ID link](#) (my personal favorite). Get this link as close to the beginning of the first paragraph as possible and you can use the [PlePer chrome extension](#) to generate this link on a page load of the GBP. ****
8. Make your last link in the article a do follow to the most relevant inner page on the target website OR to another digital asset you want to rank and associate with this topic of content for this entity. Consider making this a branded anchor text.
9. Quote or cite sources of information and provide links to them. All links in between the first and last links in your article should be no follows and you should have several! Give the reader (and googlebot) other authority links to topically relevant content/pages. Link to them with optimized anchor text and make sure they are marked as no follow. Why? *There is no reason to send do follow authority/pagerank to another authority in the space.* The more the merrier in this point really without making it excessive. Google loves rich content

that gives the reader lots of connecting points to demonstrate that the content is on point and trustworthy. Use no follow links to make “relevant connections” between your content and authority pages for the same topic and target keywords. Make sure to set these links to no follow and to open up in a new tab so you don’t bounce the reader off the target page.

10. ★★★★★ Include images in your article from a related/relevant GMB post (has to be a GMB post image) if you are doing local/map pack SEO to generate GMB image signals inside the content and to create another connection between the content and the target GMB listing. Google loves images so don’t be shy! Use them but use them strategically by pulling in images from source URLs from your GMB listing and/or your target website. In Signal Genesys, make sure these image URLs are PUBLIC and don’t require a user to be logged in to anything to view. You can test this by loading the image URL in an incognito tab/window and if the image loads in the browser it is a public image URL and will work perfectly in SG.
11. ★★★★★ Include YouTube videos about the company or its services/products if you can. We all know both readers/users and Google love video so feed relevant content in the form of videos from a related YouTube channel for the target entity. Use YouTube as another Google asset in your Google Entity Stack for the video components of your content. Let’s be honest, that will be better than using the same video from a Vimeo account, for example.
12. ★★★★★ Add city names and zip codes into your content for local relevance and proximity signals. Zip codes as hashtags can work too. Whatever you do, try to train Googlebot by sending localized signals in the form of zip codes, cities, neighborhoods and local points of interest into your content and even link to them with no follows when it can apply like in the case of points of interest.
13. Make sure images are no wider than 550px inside the body of articles if they are going out for distribution to the media sites and this is just good practice for all content marketing. Large images load slower and may not fit on sites your content is syndicated to, especially if you use Signal Genesys to syndicate the content to the media room as a press release for pick up and publication on live news, media and radio station sites.
14. When writing and structuring your content, think in terms of SIGNALS. How many different ways can you give Googlebot a signal in your content?
 1. Content syndication is a really effective method to generate more signals around any given piece of content. This is one of the core

strategies we execute on with Signal Genesys and our new app channel releases with GMB, Reddit, Twitter and Facebook coming soon, the syndication of content continues to have more distribution end-points while the amount of signals generated continues to increase and broaden.

2. Link signals (do follows and no follows are signals but only do follow links pass real pagerank/authority.) Links are connections. Links train Googlebot so use them to provide cites, resources and depth to your content.
3. GMB signals (links to the GMB using the CID, PID, KGID and share links, vary it; GMB post image signals, links to GMB posts or GMB business.site; links to Google reviews with an image from a GMB post which is an image of a review)
4. On-Page signals (H-tags, structured sections with PAA, images, videos, audio/podcasts, reviews with links to the reviews, target keyword density, LSI/semantically related keyword usage)
5. Local signals (usage of city names, zip codes, neighborhoods in content; links to local authorities and POIs like museums, parks, government sites, etc.)

10 Steps to Ranking with Signal Genesys

Here are the major steps in a workflow for ranking a Google Business Listing (digital asset) or a specific page on a website (digital asset) or just about any other profile/page on the web using the Signal Genesys platform.

1. Add the company/entity information into your SG account
 - a. Getting started video here for brand new agencies: <https://youtu.be/zTFjrWbaowc>
 - b. Tutorial here: <https://youtu.be/DVOZ0DS6Byo>
2. FULLY complete the company info form as much as possible
 - a. NOTE: all of the info in this form is used in schema by our system so the more information you provide in the form the better.
 - b. Make sure ALL information is 100% consistent with the the info in the GMB listing
3. Deploy the media room for the company on the client's main website/domain
 - a. Tutorial here: <https://youtu.be/7Tp6qCLH978>
4. Write the first article/press release for the company
 - a. Tutorial video here: <https://youtu.be/-U3jGrG0NI4>

- b. Link to the primary page you want to rank and the GMB listing with your 2 do follow links
5. Publish the first article
 - a. Tutorial video here: <https://youtu.be/-U3jGrG0NI4>
6. Write the second article in week 3 and publish
 - a. Link to the media room article URL of press release/article #1 and your GMB listing
7. Write the third article in week 6 and publish
 - a. Link to the media room article URL of press release/article #2
8. Write the fourth article in week 9 and publish
 - a. Link to the media room article URL of press release/article #3
9. Record your rankings progress throughout the full 10 week process and enjoy.
10. Rinse and repeat.

3-Part Case Study Video Series Blueprint

How I Got Page ONE and #1 Spot Rankings in Less Than 70 Days

Target Keyword: Google Stacking

1. Part One - <https://youtu.be/qheKiqefaZg>
2. Part Two - <https://youtu.be/3D1i6VtH8KE>
3. Part Three - <https://youtu.be/HPSi7h181CI>



Authorship and E-E-A-T - *one of the keys to unlocking the true power of unique, quality content is to leverage E-E-A-T with true authorship validation supported by an established authorship profile for that "person."*

- People
 - Types
 - Team
 - Staff
 - Vendors
 - Professionals
 - Doctors
 - Dentists
 - Lawyers
- Unique Identifiers
 - Internal designations or certifications
 - UID Structure Recommendations
 - 3-Letter (char) abbreviations
 - E.q.
 - Business Name
 - Chemo Science Solutions
 - Designation
 - CSS
- Social/Authorship Profiles
 - Description: Unique business specific profiles should be acquired and setup for individual. The profiles should be separate from the individuals own personal profiles whenever possible
 - Platforms
 - LinkedIn
 - Facebook
 - Twitter
 - Reddit

- Instagram
- Pinterest
- Quora
- Medium.com
- Substack.com

Also, services like <https://about.me/lanehouk> and/or <https://linktr.ee/lanehouk> are great ways to start to tie all of these profiles together.

Setting Up Authorship and Linking to a WP Site

1. Create an account on Gravatar.com
2. Complete the Profile
3. Use same email address as Author (or Administrator) user account on WP site
4. Complete the profile
5. Link together in a nice loop using a service like about.me or link.tree (or both see above)
6. Make sure your content on the website is then assigned to the user profile that is setup with an authorship profile.



Dynamics to consider for agencies AND your clients when setting up authorship:

1. Who wants to own/control these profiles?
2. Who exactly will these “people” be? Staff, Owners, Aliases
3. What happens if a staff/employee leaves or is fired?
4. Do we make this an SOP for all SEO campaigns or do we add this to certain levels? Only when it's hard to get rankings?

Additional Resources:

- ☐ Unbranded/Brandable Slide Deck to help you sell SEO which Lane calls “Managed Web Presence” – <https://kb.quantumagency.io/marketing-resources/case-studies2>
- ☐ Replay of Lane going through the presentation above in a mock presentation to a prospective client. This is a great sales training tool: <https://youtu.be/XaFd6A1aeuA>
- ☐ Unbranded Marketing Flyer in several formats: <https://kb.quantumagency.io/marketing-resources/case-studies2>
- ☐ Signal Genesys YouTube channel: <https://www.youtube.com/c/SignalGenesys/>
- ☐ Examples of the Signal Genesys Media Rooms:
 - ☐ <https://quantumagency.io/news-media>
 - ☐ <https://quantumagency.mediaroom.app>

FAQs

The #1 question we get from our agency users is from those who have been doing SEO for a while and especially from those who have used other digital PR services and have learned from those who own/run those digital PR services.

Question: Why Am I Not Seeing All/Many of the Media and News Sites in the SERPs?
Does this mean they are not being indexed?

Short answer: This is by design and we are executing the syndication and submission process in a proprietary way doing many things in the background with our knowledge and technology that maximizes the results in map pack rankings and organic rankings for the target assets - the website/domain and the related GMB listing. This is what you want to rank. Ranking the web pages and GMB listing in organic and map packs is what makes the money and keeps the client. Don't focus on what other SEOs tell you to with our system or looking for your PR pages in the SERPS as "evidence of indexation."

Longer answer: Google's algorithm does not want a bunch of duplicate pages in the actual SERPS so we are purposefully communicating things to Google in our software and execution to reduce duplication of the presence of multiple media sites in the actual SERPS or what might be referred to as the search index. This does NOT mean that Google has not crawled, rendered, and "indexed" that page and assigned all signals to the source entity. *The presence of the media sites in the actual SERPS is not a KPI for rankings nor is it evidence of indexation in any way.* Google has a very specific, multi-step process as the bot crawls, renders, indexes, assigns signals/ranks and serves up pages in multiple indices. What you see in the Google primary search results is just the tip of the iceberg in terms of what Google has indexed.

Our process and system will work. We are still getting ALL the value of the articles on all the news sites and all the signals... we are just influencing how many instances of the same article show in the search results. This is NOT the same as Googlebot crawling and rendering all these pages. How we do that is a part of our intellectual property. Make sure to follow the blueprint document to maximize your results. -- <https://link.businesscenter.app/ranking-blueprint>

What you do with these PR news sites links after our process is done is fine if you want to run them through an "indexing tool" to be sure all pages are getting crawled and rendered by G-bot.

Another popular question revolves around our media room technology and the three different deployments we offer.

Question: Why should I setup all 3 media rooms for my clients? Why not just the tier 1 integrated media room on their website?

Watch this [short video tutorial](#) for a quick overview explanation of the 3 different media room options in Signal Genesys and why you want to enable Tier 2 and Tier 3 media room options as well. Also, how to quickly setup the Tier 3 media room DNS records.