

21 SKILLS TO SUPERCHARGE YOUR IN-HOUSE SEO EFFORTS

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VOGUE

VANITY FAIR

WIRED

THE
NEW YORKER

SELF

Condé Nast
Traveler

teenVOGUE

Pitchfork

GLAMOUR

GQ

ars technica

epicurious

bon appétit

allure

BEST NEWS SEO TOOL OUT THERE!!!

NewzDash.com



Track



Analyze



Optimize



U.S. Mobile

J19-09-02 15:49 ET End: 2019-09-03 15:49 ET # Runs: 48 out of 48 total crawls

Top Stories Sources: "Formerly: In The News"

Top News Sources stats highlight the top ranking news sites in the "Top Stories, formerly called

Source-Rank	News Source	Score	Appearances	Visibility	Unique Sto
#1	BBC.com www.bbc.com	517	27	56 %	6
#2	ESPN.com www.espn.com	253	13	27 %	4
#3	The New York Times Company www.nytimes.com	205	11	23 %	4
4	CNN International edition.cnn.com	156	8	17 %	
5	Fox.com	125	7		

Our Reports




1. BUILD RELATIONSHIPS

- Communicate in Person, Emails are not enough
- Identify major stakeholders in you company and meet with them on regular basis



#SEOTHURSDAYDONUTS



2. WIN THE DEV/ENGINEERING TEAM

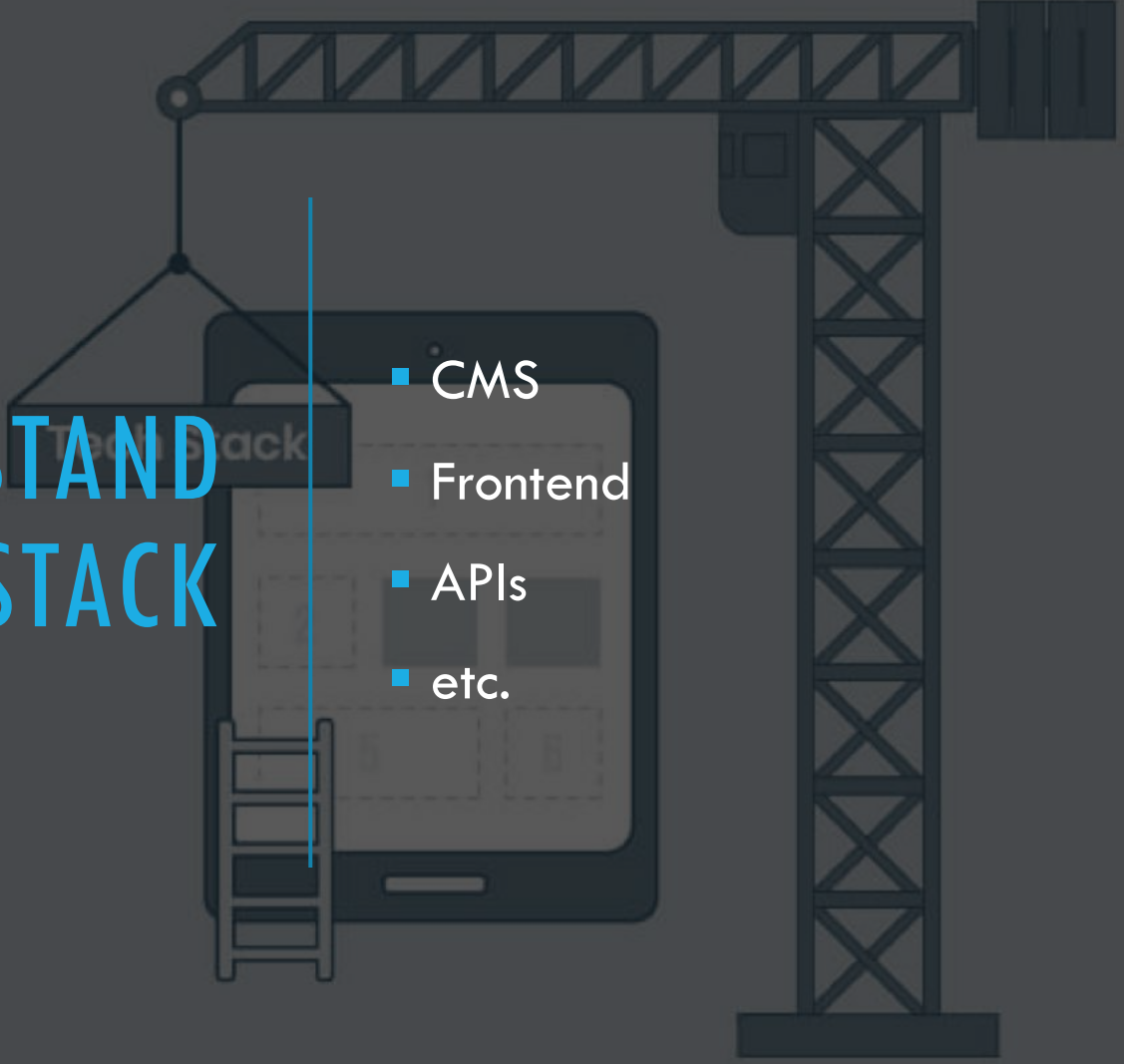
- Great ally or the worst hurdle
- Push Back when appropriate
- Your strategy is Dead-On-Arrival without technical resources
- Never say “is it doable?”

NEVER

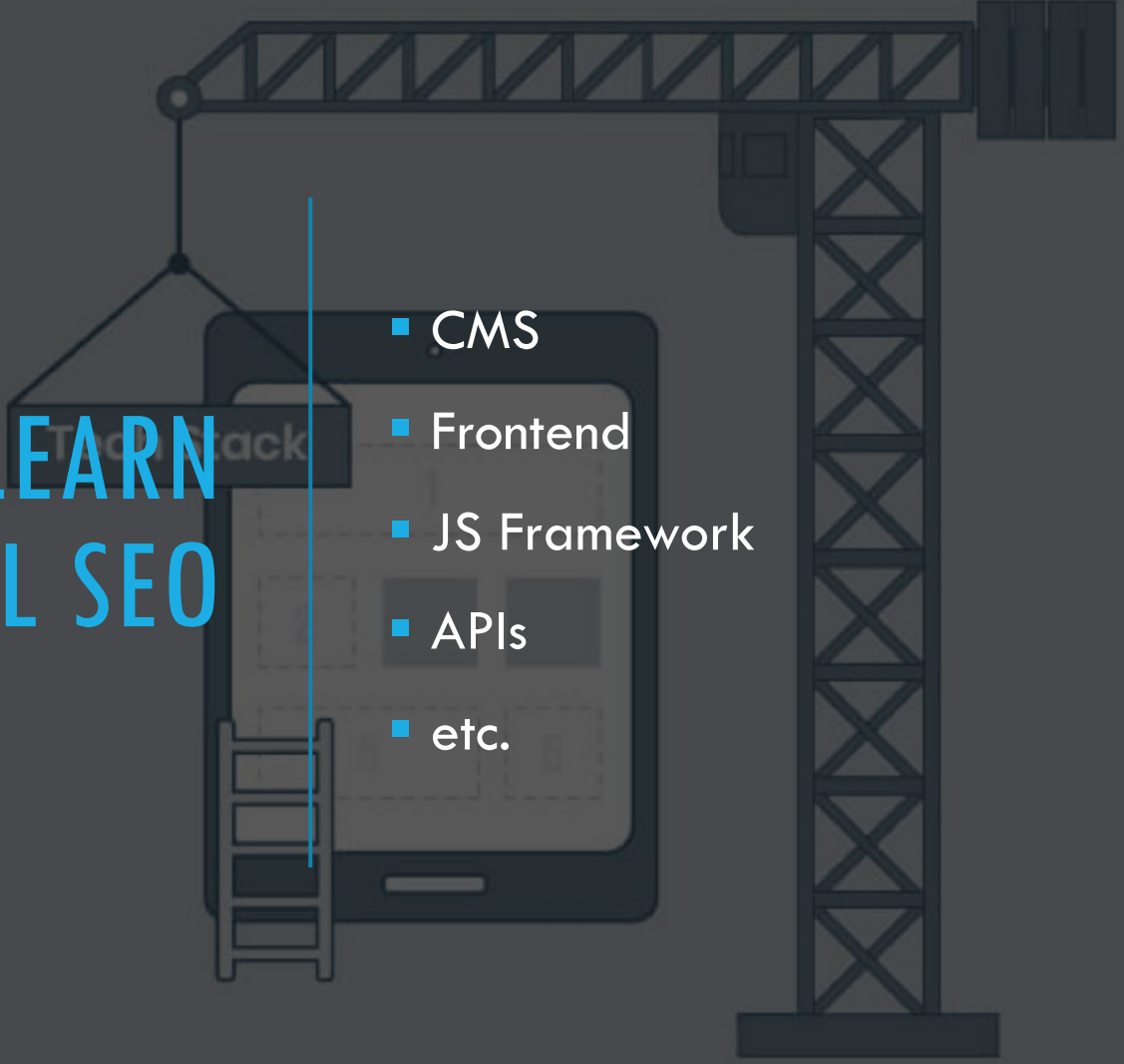
- Never Tell a Developer “IT IS EASY”
- Dev is marketers’ best ally or worst enemy



3. UNDERSTAND YOUR TECH STACK

- 
- A stylized illustration of a construction crane in dark grey. The crane's arm is extended horizontally, and a cable is attached to a box labeled 'Tech Stack'. The box is being lifted and is positioned over a large smartphone. The smartphone screen displays a list of items: 'CMS', 'Frontend', 'APIs', and 'etc.', each preceded by a small blue square bullet point. A vertical blue line runs through the center of the smartphone screen. A small ladder is visible at the base of the crane's tower.
- CMS
 - Frontend
 - APIs
 - etc.

4. LEARN TECHNICAL SEO

- 
- A stylized illustration of a construction crane lifting a large tablet. The crane is dark gray with a lattice structure. The tablet is dark gray with a white border and displays a list of technical stack items. A blue line points from the text '4. LEARN TECHNICAL SEO' to the tablet. A small white ladder is positioned next to the tablet.
- CMS
 - Frontend
 - JS Framework
 - APIs
 - etc.

5. SELL YOUR PROJECTS

- **Align your Goals with the Company's Goals**
- **Find a project sponsor**



6. ESTABLISH QUICK WINS FIRST & FAST

- Don't do any radical changes in the first 3-6 months
- Focus on quick wins
- Start with Solid Winners not Experiments
- Earn a reputation that your recommendations work



7. INITIATE BIG PROJECTS NEXT

- Small Projects Justifies Big Projects
- Divide Big Projects into smaller tasks
- Find projects that can include these tasks
- Focus on quick wins

8. SHOW VALUE

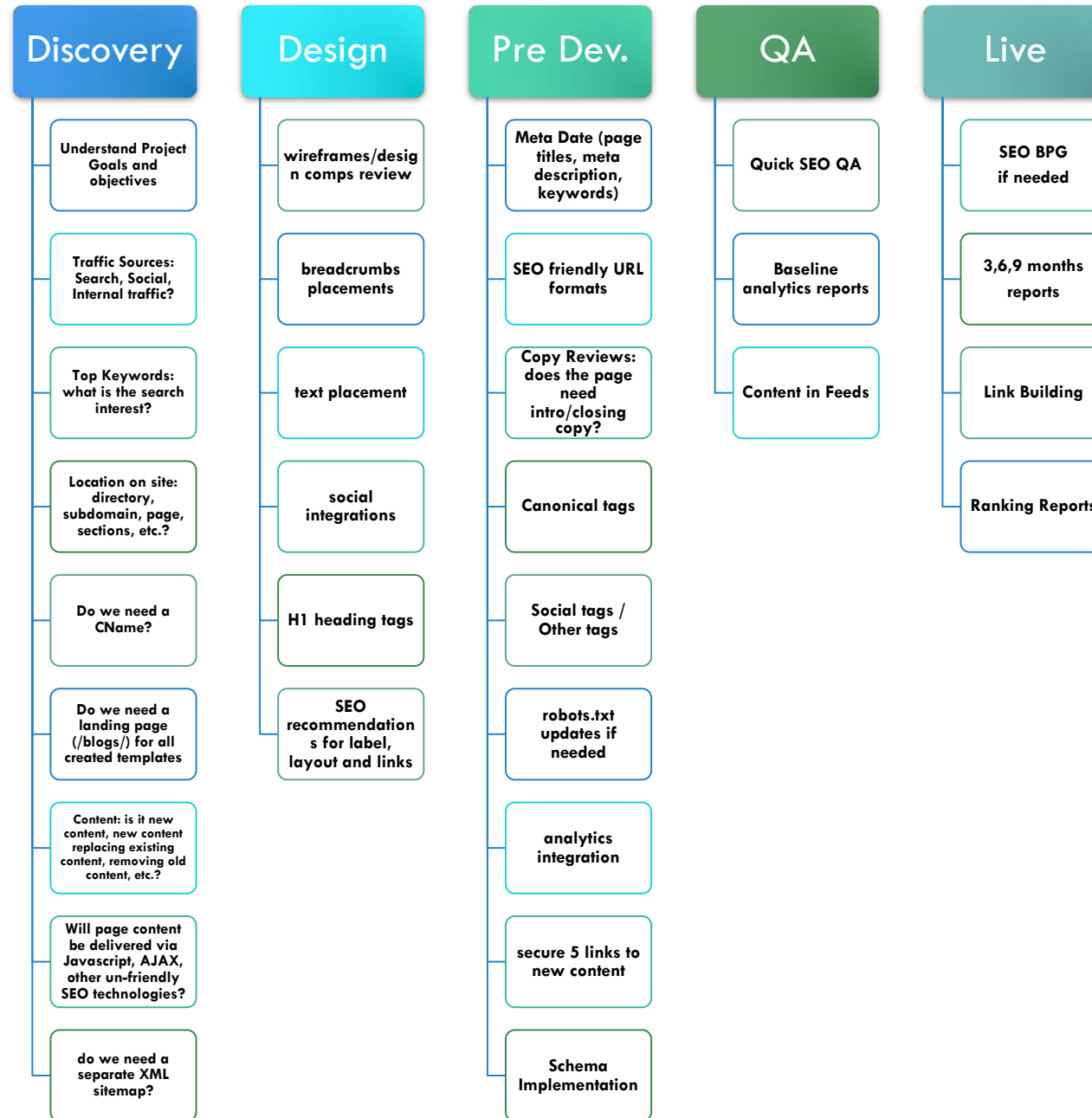
- Provide \$\$ for project impact
- Use KPIs in addition to traffic

9. DEVELOP ANALYTICAL SKILLS

- Google Sheets / Excel
- Google Analytics / Omniture
- BI Dashboards
- MySQL
- APIs
- A/B Tests

10. ESTABLISH AN SEO PROCESS

- Editorial Teams
- Design Teams
- Engineering Teams
- Product/Project Teams



11. INTEGRATE INTO THE WORKFLOW

- Integrate into tools used
 - Jira
 - Word Doc
 - Slack
- Integrate into processes
 - Kick Offs
 - Specs Gathering
 - Etc.

12. FIND HIDDEN RESOURCES

- Sister companies
- Talents in other departments
- Freelance budget
- Etc.

13. WORK ON TEAM VISIBILITY

- Bi-Weekly / Monthly / Quarterly Training
- New Hires training/orientation
- Team Wiki & FAQ
- Best Practices Guides
- Monthly Newsletter (industry updates, team updates, major projects and wins)



14. DEVELOP CENTERS OF EXCELLENCE





- SEO Ambassadors
(across sites, global, editorial, IT)
- Badges / Compliance Certificate
- Train the trainer
- Highlight the Champ

Add Task




Priority

Size





Q1:

✓ Launch new pricing tier	Feb 4 – Feb 22	High	XL	
✓ Launch new navigation for iOS app	Feb 19 – Mar 7	Medium	L	
✓ Mobile notifications	Mar 5 – Mar 21	Low	S	
✓ Product localization in 3 new languages	Feb 11 – Apr 10	High	XL	

15. DEVELOP ROADMAPS

✓ New user templates	May 2 – May 16	Medium	M	
✓ Launch new reporting tools	May 13 – Jun 17	High	L	
✓ Accessibility updates	Jul 1 – Jul 15	Medium	S	

Q3:

☰ ✓ Back-end speed enhancements	Aug 1 – Sep 18	High	XL	
✓ Custom reporting	Sep 9 – Sep 13	Low	S	
✓ Offline mode	Sep 17 – Oct 18	Medium	L	
✓ User community launch	Oct 9 – Oct 29	Medium	M	

Q4:

- Develop Annual SEO Roadmaps
- Work with content teams on Content Calendar
- Plan trainings & refreshers
- Plan Technical & Content Audits


16. PICK YOUR BATTLES WISELY

- Prioritize your asks/recommendations
- Fight for projects that will move the needle
- Fight against projects that will harm the site
- Learn the art of negotiation and compromise



17. WE ARE STRATEGIC PARTNERS

- Tailor your feedback (executives high level vs. granular recommendations)
- We provide recommendations to other teams to implement!!
- Avoid sending keywords and recommendations without understanding the goals and objectives



18. STOP WHATEVER DOESN'T ADD VALUE

- Reports that no one reads
- Long Emails
- Long Periodic Meetings
- Less is More!!



19. MAKE THEM THE HERO

- Communicate Results to participating teams
- Make others great! Focus on making the other people successful, and you'll earn their trust.
- Make your emphasis on how SEO will make them successful.
- Make a big deal of giving public acknowledgement of their vital contribution.
- Respect the hard work these folks have to do that has nothing to do with your SEO needs

20. PLAN FOR THE FUTURE

- Voice Search
- Podcasts
- Increased Google Zero Clicks
- Search Engine Push APIs
- Assistant Devices

21. BE A GOOD PERSON

- Be genuine, approachable and humble
- Help others
- Share knowledge
- Always be open to learn something new
- Contribute to the community

A man with a beard and short hair, wearing a dark quilted jacket over a plaid shirt and dark jeans, stands in a grassy field. He is smiling and has his hands in his pockets. In the background, there are rolling hills covered in trees under a cloudy sky. A wooden fence is visible to the right of the man.

THANKS

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