Google's "Gag" Order

Matt Bailey Trainer, Speaker & Best-Selling Autho SiteLogic







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#### A Little History....



- Google Images launched in July 2001
- In 2001, 250 million images were indexed.
- In 2005, this grew to 1 billion.

## Keywords: (not provided)

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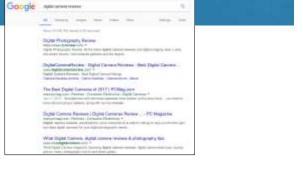
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## Keyword Data Combined:

- Plurals
- •Acronyms
- Variants
- •Words with spaces
- •Words with hyphens and apostrophes



#### Google My Business

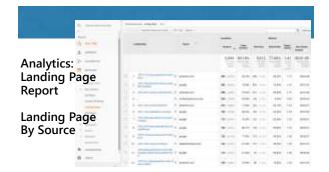
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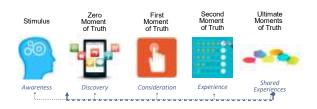




## Keyword/SEO Tools

- WordTracker
- Jaaxy
- MajesticSEO
- Moz
- Raven Tools
- SEMRush
- LinkDex

# The Customer Journey Moments of Truth



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#### The Customer Journey Buying Cycle





Hiking Trips Peak: July Shoulder: March-August Low: December



Hiking Checklist Peak: July Shoulder: May-August Low: November-December

Hiking Survival Peak: March-April Shoulder: Bounce Low: December?

Hiking Supplies Peak: May Shoulder: April-Low: October





Wilderness Hiking Peak: July Shoulder: June-August Low: January

Hiking Oahu Peak: July/January Shoulder: February-August Low: December/August

Desert Hiking Peak: March Shoulder: January-May Low: August-September

Hiking Iceland Peak: July Shoulder: February-August Low: December

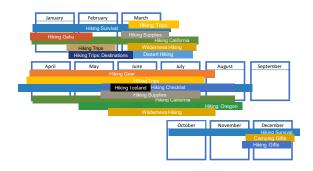


Hiking Trousers Peak: February - May Shoulder: even Low: December Localized: UK

**Hiking Clothes** Peak: July Shoulder: February-August Low: January

Hiking Poles Peak: August Shoulder: May -Low: January

General "gift" terms are popular in December Specific hiking items are popular early Spring to Summer



Plan a Content Calendar

#### SEO:

- L. Assess current content and past sesson performance (9 months out)
  Cratele plan to address appa in content (9 months out)
  Course current pages and content direct to related content or CTA's (9-6 months out)
  Develop content
  Develop content and build ink & attention 2-3 months out

Paid Search:

In Section: 1. Develop seasonal remarking plan - specific to: location/products/planning/prepara 2. Develop seasonal ad groups - specific to: location/products/planning/preparation 3. Research associations, societies, organizational calendars for popular dates

Social:

- OCOL: 1. Engage with assistance and recommendations during planning stages 2. Stories, photos, feedback & shared experiences -'in the moment' 3. Research associations, societary, organizational calendaris for popular dates 4. Develop feedback mechanism for post-essencial content curation 5. Develop feedback mechanism for post-essencial content curation
- Analytics:
- I. Compare annual timeframes not month-to-month!
  Look for content anomalies
  Compare content demand
  Measure CTA's from di content pages and related articles
  Compare page demand to keyword lists find opportunities



Coming Soon:

Matt Bailey

Podcast:



@MattBaileySays Matt@SiteLogic.com



SiteLogic.com