

Google's
"Gag" Order

Keywords not Provided

Matt Bailey
Trainer, Speaker & Best-Selling Author
SiteLogic
@MattBaileySays



Matt Bailey

@MattBaileySays
@SiteLogic

Consultant



Trainer



Author



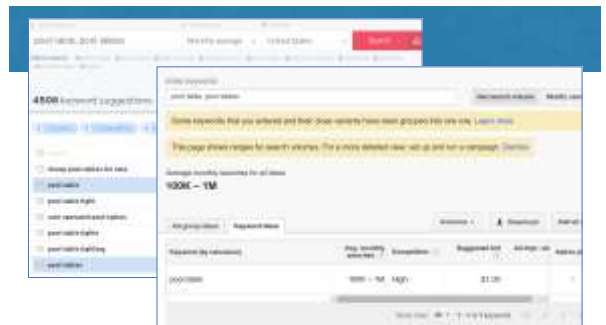
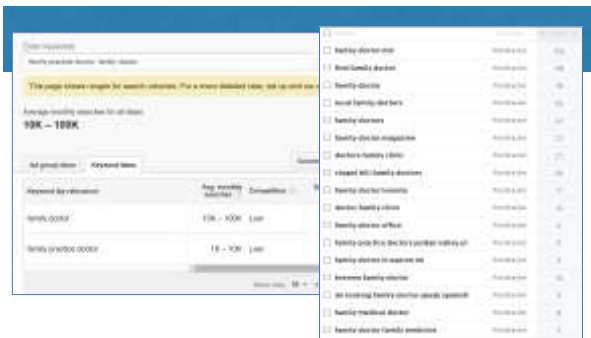
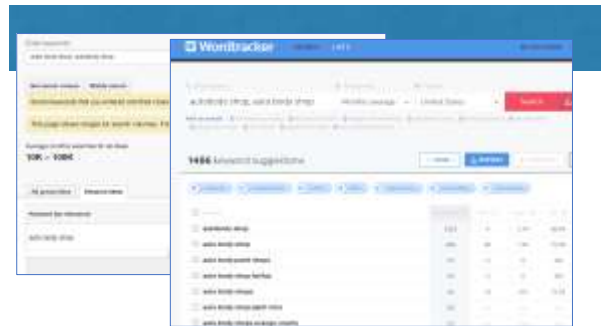
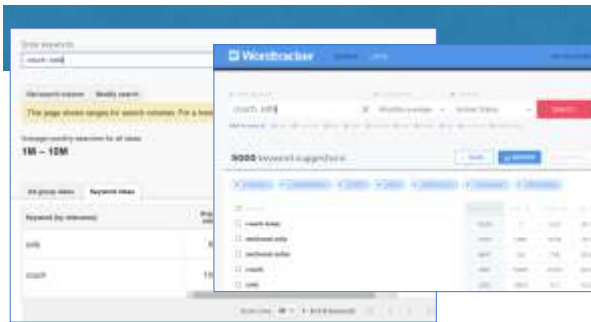
A Little History....



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

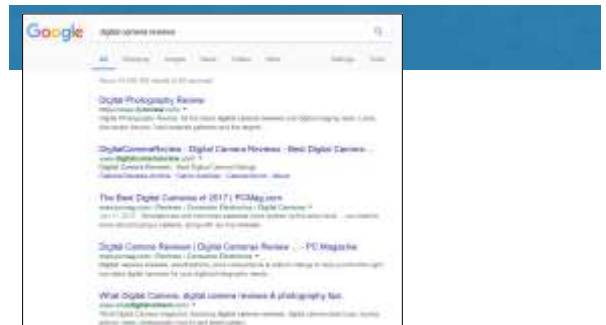
Keywords: (not provided)

Report	Revenue	% Share	New Leads	Revenue Ratio	Pages / Session	Avg. Session Duration
	13,592	62.33%	11,190	70.24%	1.40	00:00:58
1. (not provided)	55.8M	100.0%	82,876	100.0%	1.41	00:01:00



Keyword Data Combined:

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



Google My Business



Google Search Console

Google Search Console



Bing Search Console

Bing Search Console

Page	Page Rank	Page Authority	Page Quality	Page Freshness	Page Indexing
Home	9.5	9.5	9.5	9.5	9.5
Products	8.5	8.5	8.5	8.5	8.5
Services	7.5	7.5	7.5	7.5	7.5
Contact Us	6.5	6.5	6.5	6.5	6.5
Privacy Policy	5.5	5.5	5.5	5.5	5.5
Terms of Service	4.5	4.5	4.5	4.5	4.5

Analytics: Landing Page Report

Analytics: Landing Page Report

Page	Visits	Conversion Rate	Goal Completions	Revenue	Avg. Order Value
Home	6,908	88.18%	5,612	71,889	1,41
Products	1,200	75.00%	900	12,000	10
Services	800	60.00%	480	4,800	6
Contact Us	400	50.00%	200	2,000	5
Privacy Policy	200	10.00%	20	200	1
Terms of Service	100	5.00%	5	500	50

Analytics: Landing Page Report

Analytics: Landing Page Report
Landing Page By Source

Page	Source	Visits	Conversion Rate	Goal Completions	Revenue
Home	Direct	3,500	85.00%	2,975	37,475
	Organic	2,000	80.00%	1,600	20,000
	Referral	1,000	70.00%	700	7,000
	Social	408	61.20%	251	2,510
Products	Direct	600	75.00%	450	6,000
	Organic	400	60.00%	240	4,000
	Referral	200	50.00%	100	2,000
	Social	100	40.00%	40	400

Keyword-Content Planning

Keyword-Content Planning

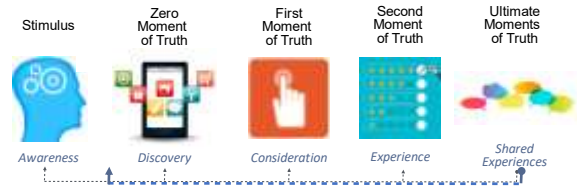


Keyword/SEO Tools

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

The Customer Journey

Moments of Truth



Products:
camping gear
hiking gear
boots
gifs
pack
water filter
backpack
supplies
tent
rucksack
clothes/shirt
accessories
poles
gaiters
trousers
tools
ladies hiking boots
gps

Locations:
Oregon
Norway
Island
Oahu
wilderness

Planning:
checklist
gear list
survival

Variants:
calories burned
wikipedia
organizations
societies
people

Brands:
REI

Types:
Trails-trail
wilderness
Hell
Isama
Dogs
adventures
vacations
holidays
distance
camping
tours

Locations:
Maine
Virginia
Georgia
NJ
PA

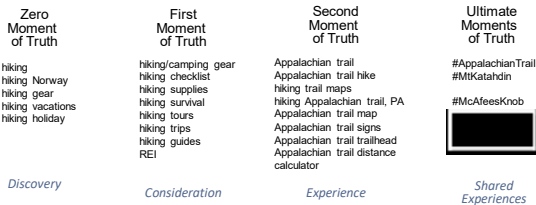
Products:
gear
maps
books
tours

Planning:
guide
tours
tips
trails
signs
information
hike thru

Variants:
club
alone
tips
partners
backpacking

other:
conservancy
society
news
facts
trail fall
hiking record

The Customer Journey Buying Cycle

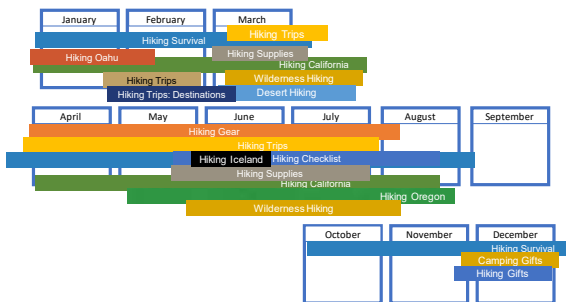
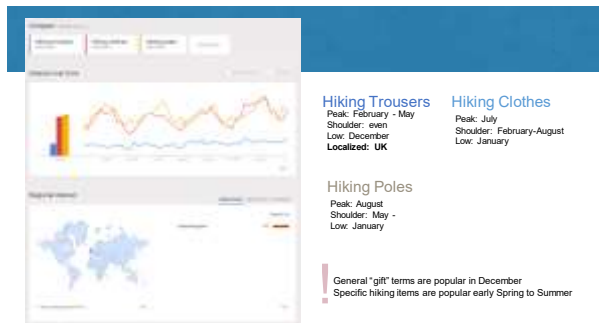


Hiking Gear

Peak: May
Shoulder: April-August
Low: December

Hiking Trips

Peak: July
Shoulder: March-August
Low: December



Plan a Content Calendar

SEO:

1. Assess current content and past season performance (9 months out)
2. Create plan to address gaps in content (8 months out)
3. Curate current pages and content - direct to related content or CTA's (9-6 months out)
4. Develop content
5. Post content and build link & attention 2-3 months out

Paid Search:

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

Social:

1. Engage with assistance and recommendations during planning stages
2. Stories, photos, feedback & shared experiences - "in the moment"
3. Research associations, societies, organizational calendars for popular dates
4. Develop feedback mechanism for post-seasonal content curation
5. Develop follower lists, advice, "best of" for early season curation

Analytics:

1. Compare annual timeframes - not month-to-month!
2. Look for content anomalies
3. Compare content demand
4. Measure CTA's from old content pages and related articles
5. Compare page demand to keyword lists - find opportunities

Matt Bailey



@MattBaileySays
Matt@SiteLogic.com

Coming Soon:



Podcast:



SiteLogic.com