

SIIA Search Showcase:

SEO Research for Paid Content Publishers

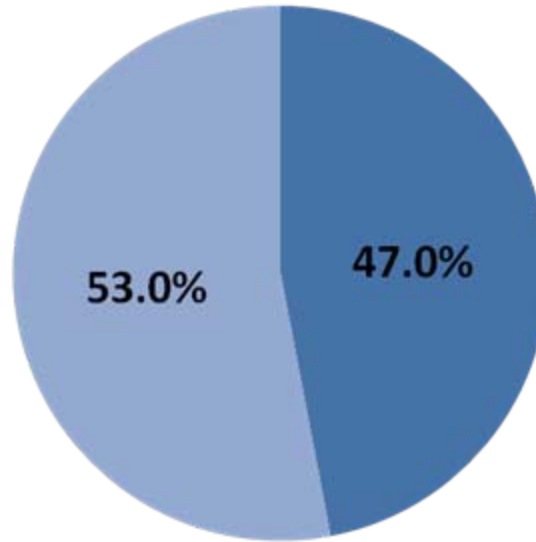
Presented June 16, 2010 by:



Kinley Levack
Editor
Subscription Site Insider

A lot of lip service is paid to the importance of SEO...

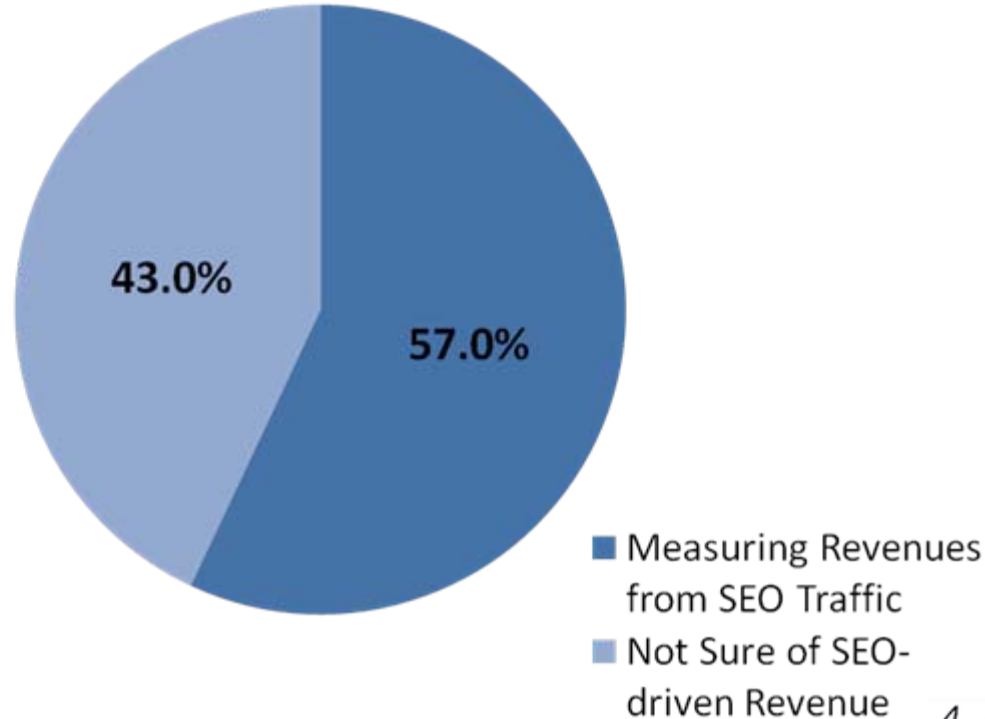
But the reality is pitiful:



■ Top 10 SEO Rank ■ Low SEO Rank

09 Subscription Site Insider n=550

Maybe because SEO-driven \$\$\$ aren't always measured?



© 2009 Subscription Site Insider

5 Factors proven to move the SEO-revenue needle

#1. Keyword Research: Some Sources

Search

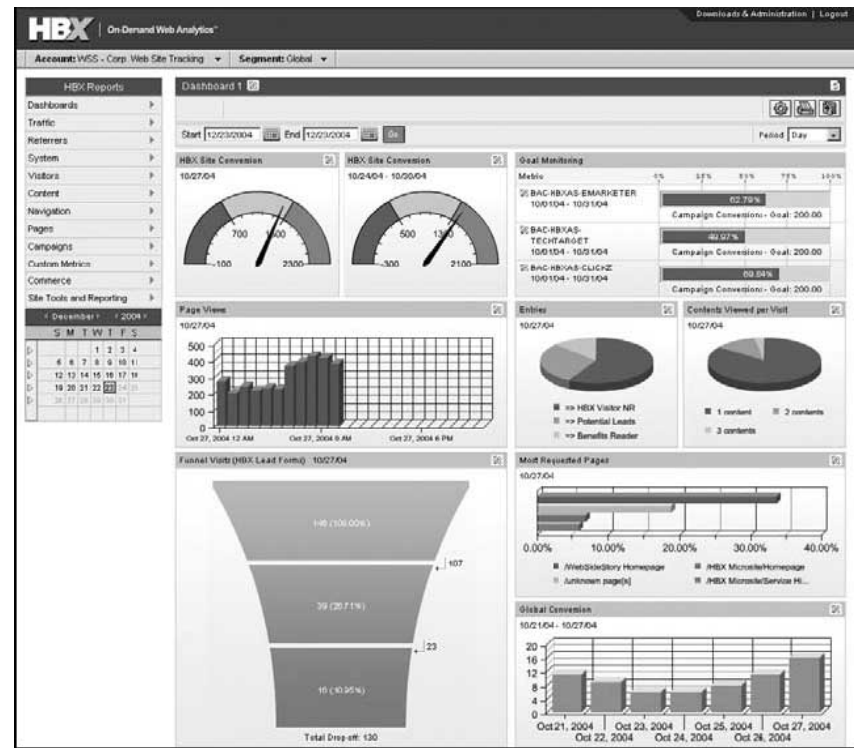
Go!

 **WordStream**
Keyword Management Tools for PPC & SEO



 **Experian**
Hitwise

 **Wordtracker**



#2. Keyword Usage to Attract 'Bots

- > Headlines
- > Internal Link Copy
- > URLs
- > Unique Paywall Page Copy

Attn: Editorial
& Marketing

**Keyword
List
Memo**

#3. Inbound Links



30,000+ inbound links
15 million uniques



nearly 10,000 inbound links
11 million uniques



1,500+ inbound links
1.3 million uniques



800+ inbound links
1.1 million uniques

#4. Basic Conversion Optimization

Ask for the conversion:


Big Buttons Above the Fold

“Lightbox” opt-in offers ->

[Click here to Twitter This](#)



#5. A/B Test Top SEO-landing Pages

**Safety.BLR.com**
Making Safety Training and Compliance Easier

Already a Subscriber? Username: Password:

The document or feature you are attempting to access is reserved for Safety.BLR.com subscribers.

See it now...and get this Free Special Report "OSHA General Industry Training Requirements" too

Find practical resources to help you do your job better:

- **100's of downloadable training tools** - PowerPoints, meeting outlines, tool-box talks
- **OSHA and state plan regulatory analysis** - Easy to understand and written in Plain-English
- **Best Practice OSHA advice** - White papers and case studies help you improve compliance
- **MSDS Search** - Easily search our database of over 3.5 million MSDSs that you can download and use
- **Weekly OSHA Ezine** - Our award-winning newsletter keeps you in the know**

Free Report - OSHA General Industry Training Requirements
Just for trying Safety.BLR.com we will send you this practical Free Report. Use it to understand exactly which regulations have mandated OSHA training requirements, and what are the components of that training - it's yours to keep.

Safety.BLR.com - Making Safety Training and Compliance Easier

Create Your Profile for FREE and UNLIMITED Access

Email:

First Name:

Last Name:

Job Title:

Company:

Address:

City:

State:

Zip Code:


Phone: Ext.

Company Size:

Industry:

☒ **Safety Daily Advisor**
Send me my FREE Daily newsletter with quick Safety tips, news, and practical advice. You may opt-out at any time.
[Privacy Policy](#)

Access It Now

**Safety.BLR.com**
Making Safety Training and Compliance Easier

Already a Subscriber? Username: Password:

The document or feature you are attempting to access is reserved for Safety.BLR.com subscribers.

See it now...and get this Free Special Report "OSHA General Industry Training Requirements" too

Find practical resources to help you do your job better:

- **100's of downloadable training tools** - PowerPoints, meeting outlines, tool-box talks
- **OSHA and state plan regulatory analysis** - Easy to understand and written in Plain-English
- **Best Practice OSHA advice** - White papers and case studies help you improve compliance
- **MSDS Search** - Easily search our database of over 3.5 million MSDSs that you can download and use
- **Weekly OSHA Ezine** - Our award-winning newsletter keeps you in the know**

Free Report - OSHA General Industry Training Requirements
Just for trying Safety.BLR.com we will send you this practical Free Report. Use it to understand exactly which regulations have mandated OSHA training requirements, and what are the components of that training - it's yours to keep.

Safety.BLR.com - Making Safety Training and Compliance Easier

Try Safety.BLR.com Risk Free

Email:

First Name:

Last Name:

Job Title:

Company:

Address:

City:

State:

Zip Code:

Phone: Ext.

Company Size:

Industry:

☒ **Safety Daily Advisor**
Send me my FREE Daily newsletter with quick Safety tips, news, and practical advice. You may opt-out at any time.
[Privacy Policy](#)

Access It Now

And this time measure the resulting revenues!

(So you can get more SEO budget & power next quarter.)

Sign-up today for our new research on raising content profits:



SubscriptionSiteInsider.com