A Whitepaper of Questions and Answers from our Webinar:

How to Make SEO Work for You (w/Jon Rognerud)

Pinpointe

Target. Deliver. Measure.

Generate Leads with Whitepapers Webinar Questions & Answers

This document summarizes the questions that were asked during the session and offline in the recent Pinpointe webinar: "How to make SEO (Search Engine Optimization) Work for You" presented by Internet strategist, Author and SEO Consultant, Jon Rognerud and hosted by Pinpointe. We had dozens of questions that we were not able to answer online, so if you posted a question that we didn't get to during the online session, please check here!

Q: HOW OFTEN DO SEARCH ENGINES CHANGE THEIR ALGORITHMS? THE RANKING FACTORS SEEM TO BE A MOVING TARGET?

A: Top search engines are pushing minor modifications every day! Last year, Google applied over 500 changes to their core algorithm. They change, test and update often. Major releases may be releases once or twice a year.

Q: WHAT CAN A COPYWRITER WHO ISNÍT WRITING PAGE CODE DO TO MAKE MARKETING COPY MORE SEO-FRIENDLY?

A: Use a keyword research tool like Google Keyword Tool and/or WordTracker to determine which keyword phrase or phrases to optimize each page form. Then make sure to include these keywords within each page.

Q: DOES SUBSCRIBING TO GOOGLE ADWORDS HELP WITH SEO RATINGS?

A: No. But it's great for testing for SEO campaigns, and validating your success beforehand.

Q: HOW MANY KEYWORDS DO YOU SUGGEST WE LIMIT OURSELVES TO WHEN ASSIGNING THEM TO AN INDIVIDUAL PAGE?

A: 1-3 is a baseline rule. But, depending on many factors, including competitiveness in space, history, trust, page architecture, link building strategies, user experience (social), etc - can and will change that. Sometimes a one-to-one match is ok. Other times, you'll see many keywords assigned to a page. "Theme-based" thinking is important too.

Q: DOES USING BIT.LY LINKS IN SOC MEDIA TO ARTICLES ON YOUR WEBSITE NEGATIVELY AFFECT SEO?

A: No. Although some users will not trust these links. They will not click on them if they look "fake". Some shorteners may not pass 'link juice'. Bit.ly is well implemented and highly popular.

Q: O<small>N</small> S<small>LIDE</small> #17 ("B<small>E</small> S<small>EARCH</small> F<small>RIENDLY</small>") - A<small>RE THESE</small> "<small>SEARCH FRIENDLY</small>" <small>ITEMS THE</small> <small>SAME FOR MOBILE SEARCHES</small>?

A: Mobile typically uses more local intent, so make sure you leverage keywords in your copy for that. All the basis search friendly rules apply, but for mobile - you must ensure that your website is also easily displayed on the device. That means you should apply 'detection code' on your website to display a different page and/or layout than your regular website. Here is Google's official guide to "smart-phone optimized" websites:
http://googlewebmastercentral.blogspot.ch/2012/06/recommendations-for-building-smartphone.html

Q: I<small>S THERE A BASIC TEMPLATE OF THE</small> ROBOT.TXT <small>FILE THAT SHOULD BE USED AS A</small> <small>STARTING FOUNDATION FOR CREATING THE FINAL</small> ROBOTS.TXT <small>FILE</small>?

A Yes, go to http://www.robotstxt.org/ and http://www.sitemaps.org/ to get a clearer picture of robots files and sitemaps. All supported by Google, Microsoft & Yahoo.

Q: W<small>E ARE RUNNING AN</small> SEO <small>PROGRAM TO DRIVE PROSPECTS TO A LANDING PAGE TO</small> <small>REGISTER FOR A WHITE PAER.</small> H<small>OW SHOULD WE DESIGN THE LANDING PAGE</small>?

A: The landing page should be sort and concise, vs. long and detailed. A single page strategy is ideal – you do not need a 2-page solution for an item like a whitepaper. The main elements to include are:

- Bold headline – make sure the headline is consistent with the SEO terms that were used to drive traffic to the landing page.
- Text, describing the paper highlights
- A picture of the whitepaper / front cover
- The registration information
- A 3-column setup often works best but you should test variations.
- You should also include: your physical address, social share buttons if available, multiple endorsements about the paper or similar resources.
- You should **not** include: website navigation. The goal is to funnel prospects in to register for your product.

F<small>OR MORE INFORMATION ON DEVELOPING GREAT LANDING PAGES</small> – <small>PLEASE CHECK OUR</small> <small>WEBINAR</small> 'C<small>REATING</small> L<small>ANDING</small> P<small>AGES THAT</small> S<small>ELL</small>' <small>AT</small> <small>BLOG.PINPOINTE.COM.</small>

Q: O<small>N SLIDE</small> #19, <small>YOU EXPLAINED</small> HTML T<small>AG</small> O<small>PTIMIZATION.</small> I<small>S THIS TAG OPTIMIZATION</small> <small>DESCRIPTION IN</small> HTML4 <small>OR</small> HTML5?

A: This is standard HTML, not a version specific issue. Each page should have a clear title and description. For Example:

```
<html>
<head>
<title>This is the page title – it will be displayed in search
results</title>
<meta name="description" content="Search Optimization is the …" />
</head>
```

Q: WE RECEIVE SEVERAL UNSOLICTED REQUESTS TO ADD OUR COMPANY INFO TO BUSINESS LISTING WEBSITES AND DIRECTORIES, MANY ARE UNKNOWN OR APPEAR TO BE NEW INTERNET PROPERTIES. WHAT DO YOU ADVISE YOUR CLIENTS ABOUT THE USE OF THESE UNKNOWN DIRECTORY LISTINGS?

A: We look at these on a case-by-case basis. But we know that adding your listings to unknown, untrusted and unverifiable sources will not add any value. Go with the top listings in your category. These are mostly scammers trying to get you to give them money. Do your research, and go with industry recommendations instead.

Q: IF YOU HAVE A SITE FOR A BUSINESS THAT CATERS TO THE HISPANIC COMMUNITY, WHERE SOME PEOPLE MAY SEARCH USING ENGLISH OR SPANISH, DOES IT MAKE SENSE TO INCLUDE/LIST MIRROR BILINGUAL DESCRIPTIONS FOR THE SITE, OR IS THAT COUNTERPRODUCTIVE AND MAY CREATE CLUTTER?

A: This could be a lengthier discussion. There are more details that needs to uncovered. But, creating "clutter" does not help for sure. A rule to use is: serve the users well, and search engines will follow. However, could create a new cTLD (country specific top level domain) and separate them. A .com (US) and your other country designation, and write content for those, independently. If you are combining pages and content on a US based site only, do your keyword research carefully, analyze the space, build some pages, and keep monitoring. Create a sitemap that supports the separate categories on your site. You will see this used by either a subdomain or subdirectory distinction.

Q: WHAT DO THE TERMS "B2B" AND "B2C" MEAN?

"B2B" means 'Business to Business' - as in businesses communicating with other businesses, whereas "B2C" means 'Business to Consumer'. The information in this webinar applies very well to both B2B and B2C markets.

Q: DO YOU KNOW HTTP://WWW.MARKETSAMURAI.COM?

A: Yes, www.marketsamurai.com is a great SEO tool! It is especially useful for keyword research and so much more related to SEO optimization.

Q: WHY DOES THE ADWORD TOOL PAGE NOT LOOK LIKE THE ONE HE SHOWED. IT ASKED FOR ME TO SIGN IN

A: You need a login account. It used to be "open". But, it's free to get an account.

Q: WOULD YOU RECOMMEND BUYING KEYWORD URLS AND THEN LINKING THEM TO CONTENT ON YOUR SITE?

A: If this is a common practice, and very obvious (to search engines) then no. If this is a mutually beneficial agreement, and is done with "user value" in mind, you'll probably be ok.

Q: IS HAVING A LANDING PAGE FOR THE URL BEFORE LINKING TO THE MAIN SITE GOOD?

A: If you are talking about an interstitial (splash page/pop-up type page) that's ok. These are implemented using Javascript and code that doesn't affect search engines. Note: Google Adwords hate these, and you'll get a notice.

Pinpointe Questions

Q: WHAT SETS PINPOINTE APART OTHER EMAIL SOLUTIONS LIKE CONSTANT CONTACT?

- Pinpointe's 'business class' email marketing system is the most feature-rich, cloud –based solutions available today for mid-sized enterprises and organizations.

- **Pinpointe Professional** edition is a powerful full-featured email system with WYSIWYG editor, spam checker, email previewer and more.

- Use Pinpointe autoresponders and email nurturing campaigns to nurture leads over time, and improve response and product conversion rates.

- Pinpointe transparently integrates with Google Analytics, so all of your campaigns can be tracked, monitored and analyzed within Google analytics.

Q: WHAT IS PINPOINTE'S PRICING?

Pinpointe offers flexible pricing based on the number of active contacts in your list or the number of emails sent. Pinpointe also offers non-expiring, pay-as-you-go options.

For the latest pricing please check www.pinpointe.com/get-started.

About Pinpointe

Pinpointe is a leading provider of feature-rich, cloud-based email marketing automation software based in the heart of Silicon Valley, California. As former marketers, we've been in your shoes. Our team has a passion for helping mid-sized B2B and B2C marketing professionals communicate with existing customers, and target new prospects through behavioral targeting, improved segmentation and message personalization.

Other Resources

If you're a Business to Business marketer and are want to stay on top of the latest marketing trends, tips and best practices, then please sign up for our twice-a-month Tips 'n Tricks. Once or twice a month we'll send you a briefing with tips and tricks. We'll also include a link so you can op-out or update your preferences, any time.

Pinpointe Site:	**www.pinpointe.com**
Pinpointe support Blog:	**www.pinpointe.com/blog**

Contacting Pinpointe

Pinpointe sales and support are available from 7am to 5pm PST, M-F. We can be reached at:

(800) 557-6584 or (408) 834-7577, Option #2

General Information:	info@pinpointe.com
Sales:	sales@pinointe.com
Twitter (Email Tips):	@Pinpointe (www.twitter.com/pinpointe)

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