

## The Most Effective Internet Marketing Strategy – Ever!



### Grandiose claim? You be the judge.

This post is for all the SEO's, marketers and business owners busting their butts to generate more leads online.

After 10 years working as an internet marketer I've seen dozens of clients both succeed and fail miserably with their digital marketing efforts. Ever wonder why some fail miserably and others make it look easy? Keep reading and you'll know the answer.

By the end of this article you'll have:

- [Meaty details behind Google's algorithm updates](#)
- [50 ideas for creating user preferred content](#)
- [A step-by-step checklist to blast out new content and get noticed](#)
- [A big ass list of resources that'll take you to the next level](#)

Now – back to my opening teaser. Why do some people fail while others kill it?

I've heard a lot of excuses, ahem... reasons, but I know a lot of businesses blame the moving target of an ever-changing algorithm. It's true that search engines will continue evolving in attempt to improve our online experience and it's important to be aware of the [latest internet marketing strategies](#). However, there will always be **one key element** that will never change.

## Think long-term and ignore fads

Each year Google updates its algorithm more than 500 times. Equally, most SEO's and internet marketers put themselves into some level of panic after every one of them. That or they'll use the latest update as a sales gimmick to take advantage of you.

*Don't fall for it!*

Sadly, there are 100's of internet marketing and search engine optimization techniques you should probably avoid.

When you hear about the next Google update, stop and take a few breaths before you hit the panic button or think you need the hottest new SEO tool. But, don't stick your head in the sand either.



*Be Cautious of "too good to be true" SEO Tools*

## Some websites get all the traffic

### What's the common thread?

Search engines like Google are designed to provide the world with relevant information and [answer our questions](#) - any question.

Truth is, today we have access to more information than ever before. Today's smart phones allow us carry every dictionary, encyclopedia, and how-to video in our pocket. The catch is, good information is often mingled with misinformation and plain junk.

A good search engine helps users cipher through the junk and finds relevant answers to our questions. This is Google's goal. Take a look at the history [Google's algorithm updates](#) (big thanks to [Moz](#) for regularly updating this!)

Starting to see the common thread?

## Google updates that changed the game

**It's been a crazy 4 years, let's recap**

### **2010: Faster, predictive search results.**

- Official launch of Google Places
- Google Caffeine (a key element to the freshness quality)
- Google Instant and Instant Previews
- Google and Bing confirm they use social signals in rankings

### **2011: Penalized shady SEO practices, while rewarding sites that put quality first**

- The infamous penalties of Overstock.com and JCPenney for using shady SEO practices
- The first of many Panda updates (let the crackdown on content begin)
- Google rolls out the +1 button (to compete with Facebook likes and Twitter re-tweets)
- Google, Yahoo and Bing jointly begin supporting schema.org (structured data markup)
- Google aggressively launches Google+
- Expanded site-links i.e. 12-pack & 6-pack (it started with 12, then limited to 6 shortly after)
- The Freshness Update (giving recent content favorable rankings)
- 9 Panda updates

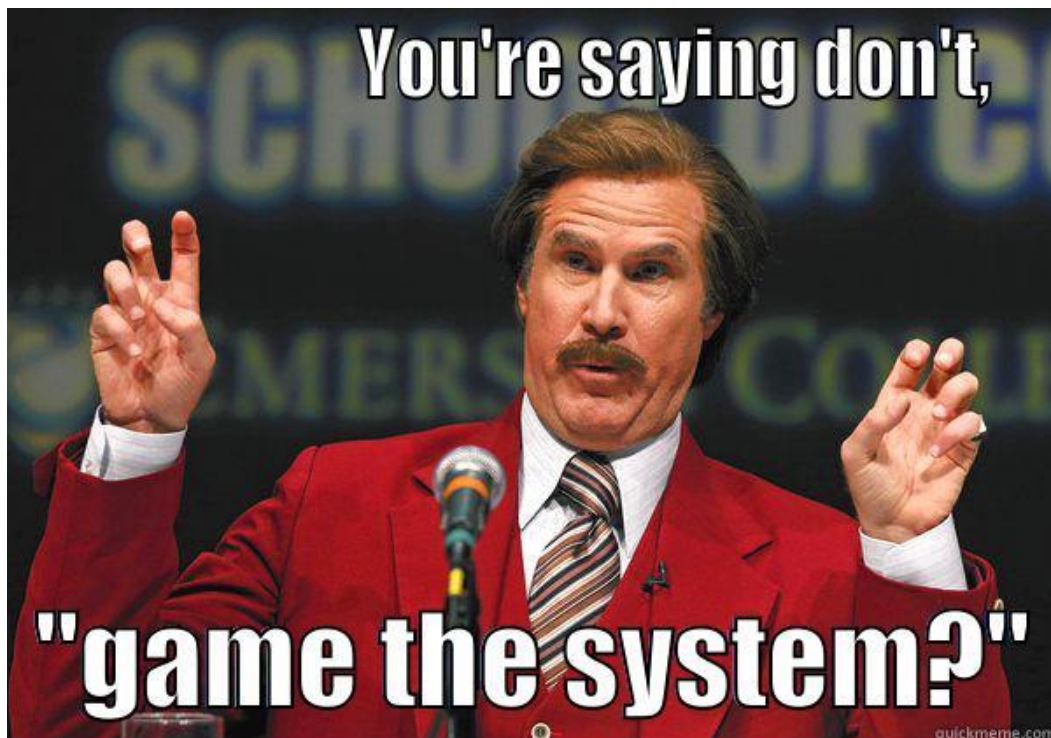
### **2012: More crackdowns on poor content and links, improved local searches**

- More Panda updates to improve rankings for quality content
- The Venice Update for local listings (providing better rankings for local searches)
- The first of many Penguin updates, penalizing spammy SEO methods (keyword stuffing, bad neighborhood links, over-optimization, etc.)
- Rolled out the [Knowledge Graph](#) (which was a big clue as to [the future of SEO](#))
- 14 Panda updates
- 4 Penguin updates

## 2013: Improved personalization, rewarded long-form content and experimented with AuthorRank

- A targeted update to battle niches with overly spammy results, specifically payday loans and porn
- Expansions to the Knowledge Graph
- In-depth Articles, a new type of search result
- Hummingbird, the biggest algorithm update ever (enhanced semantic search and the Knowledge Graph data)
- Authorship Shake-up (creating volatile rankings for authorship results)
- 3 Panda updates and 1 unofficial announcement by Matt Cutts; [The Panda Dance](#)
- 2 Penguin updates

The common thread among all these? **Relevant, consistent and quality content.**



## Visual learner?

If you're as nerdy as I am, or just a visual learner I invite you to fall deep into the rabbit hole of Google's algorithm history with the below infographic courtesy of Moz and Hubspot.

## Thanks for the history lesson, but what does it all mean?

### The secret to search, really isn't a secret

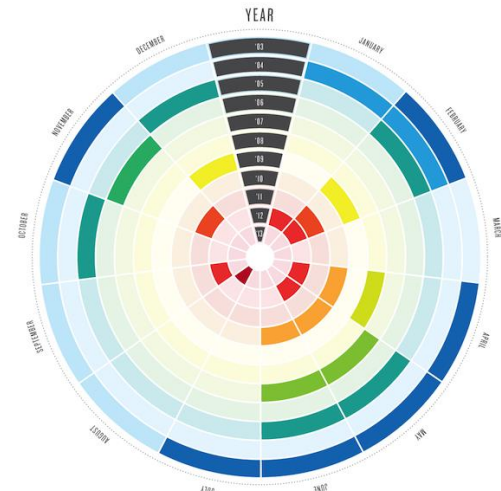
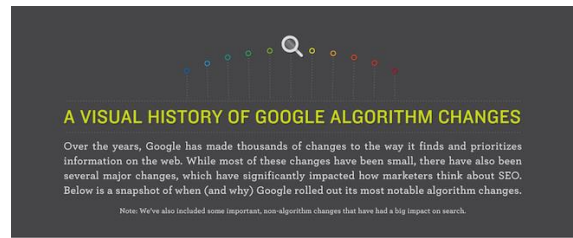
We can stop worrying about algorithm changes or latest rounds of [Google penalties](#) because thanks to research like this we know where Google is heading.

All we need to do is create quality content that answers real questions.

Search engines have continued cracking down on poorly written, irrelevant content this past year – with a vengeance. They're making a strong push to clean up the web, and are rewarding those who are already providing good information.

Matt Cutts, head of Google spam team says, they're “[leveling the playing field.](#)” Websites that have been over-optimized or contain poorly written copy will be penalized in order to reward those who have consistently offered well-written, timely and unique content.

The message is very clear: spend the majority of your internet marketing efforts creating good content that answers your audience's questions.



2003				2004			
<b>FEBRUARY BOSTON</b> More emphasis on quality backlinks.	<b>APRIL CASSANDRA</b> Crackdown on linking from co-owned domains, hidden text & links.	<b>MAY DOMINIC</b> Improvements to the crawling & reporting of backlinks.	<b>JUNE/JULY ESMERALDA &amp; FRITZ</b> Improvements to the index infrastructure.	<b>NOVEMBER FLORIDA</b> Crackdown on keyword stuffing & other black hat SEO tactics.	<b>JANUARY AUSTIN</b> Crackdown on "invisible" text, meta tag stuffing.	<b>FEBRUARY BRANDY</b> Index reanalysis, rollout of Latent Semantic Indexing (LSI).	
2005				2006			
<b>FEBRUARY ALLEGRA</b> Crackdown on suspicious-looking links.	<b>MAY BOURBON</b> Improvements to how duplicate content & non-canonical URLs are treated.	<b>JUNE PERSONALIZED SEARCH</b> Results take user's search history into account.	<b>OCTOBER JAGGER</b> Crackdown on reciprocal links, link farms, paid links.	<b>OCTOBER GOOGLE LOCAL</b> Map data is integrated with Local Business Center (LBC) data.	<b>DECEMBER BIG DADDY</b> Updates to URL canonicalization, redirects, & other technical issues.	<b>NOVEMBER SUPPLEMENTAL UPDATE</b> Changes to the supplemental index & filtered pages.	
2007		2008		2009		<b>THE BIG ONES PANDA &amp; PENGUIN</b> Rolled out in 2011, the Panda update affected 11.8% of queries and was specifically targeted at article directories (i.e. "content farms"). As a result, sites including wisegrok.com, southfl.com, and ezranchicles.com saw huge drops in their search results rankings.  The Penguin update (2012) affected an estimated 3.7% of English searches. Spammy sites and poor sites were among the biggest search ranking losers.	
<b>MAY UNIVERSAL SEARCH</b> Integration of traditional results with News, Video, Images, Local, etc.	<b>JUNE BUFFY</b> Update to single-word search results & other small changes.	<b>APRIL DEWEY</b> Unspecified update to the search index.	<b>FEBRUARY VINCE</b> Big brands get a boost in search results.	<b>DECEMBER REAL-TIME SEARCH</b> Twitter feeds, Google News, & new content are integrated into real-time feed.			
2010		2011		2012		2013	
<b>APRIL GOOGLE PLACES</b> LBC rebranded "Places." is integrated more closely with local search results.	<b>MAY MAY DAY</b> Crackdown on low-quality pages ranking for long-tail keyword searches.	<b>JUNE CAFFEINE</b> Launch of new web indexing system, resulting in 50% fresher index.	<b>FEBRUARY PANDA</b> Crackdown on thin content, content farms, sites with high ad-to-content ratio.	<b>FEBRUARY FRESHNESS UPDATE</b> Greater emphasis put on recent content in search results.	<b>NOVEMBER AUGUST</b> New type of result, dedicated to more evergreen, long-form content.	<b>AUGUST HUMMINGBIRD</b> Google recognizes full-question searches, emphasizes high-quality content.	
<b>JANUARY SEARCH + YOUR WORLD</b> Google+ data & user profiles included in search results.	<b>FEBRUARY VENICE</b> More localized results appear for broad queries.	<b>APRIL PENGUIN</b> Crackdown on link schemes, keyword stuffing, other black hat tactics.	<b>MAY KNOWLEDGE GRAPH</b> Relevant facts & images included alongside traditional results.	<b>SEPTEMBER EXACT MATCH DOMAIN</b> Crackdown on low-quality sites that have search terms in their domain names.			

SOURCE: <http://moz.com/google-algorithm-change>  
LEARN MORE: <http://bit.ly/seo-myths-14>  
HubSpot MOZ

## Epic Content is God

You've heard the cliché content is king? Well, in today's world of search, content is God!

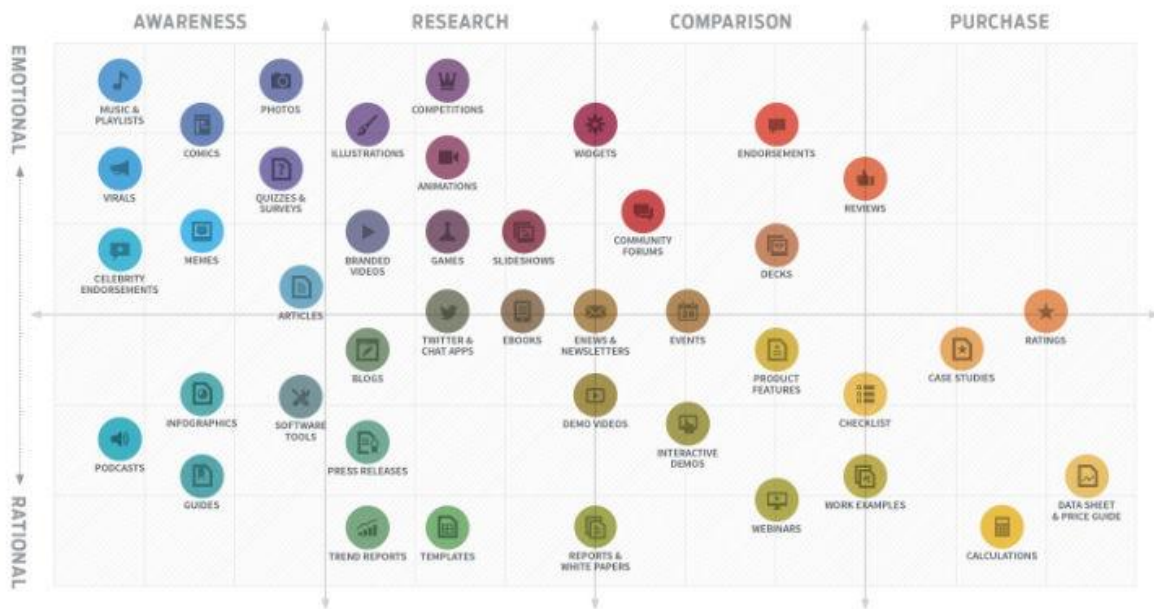
However, don't get caught in the trap of thinking writing copy is the only means of good content production. Think about your audience, their needs and digital preferences and then create something that will actually resonate with *them*. Develop it with the user in mind, and where they are in the selection cycle.

Joe Pulizzi, Founder of the Content Marketing Institute once said,

*"The difference between content and content marketing is purpose."*

Meaning it's a waste of time to create content for the sake of creating content, especially if copywriting is your only strategy. Instead create something *fu@&ing* epic that people actually care about!

To serve as a reminder, we developed this content grid showing how different content types can assist the selection cycle, compelling the user to take action.



[View the full size version.](#)

## Follow these steps to put the “marketing” in content marketing

The most effective digital marketing strategy you can implement for online success comes down to targeted content creation and promotion. This can be extremely daunting for most businesses that typically follow the “publish and pray” technique.

As an agency we follow a pretty straightforward method for this. Once a piece of content is created, let’s say a blog post for example, we implement the following [10-step checklist](#) to thoroughly and shamelessly promote the hell out of it.

### Checklist: How to promote your content

Once the post has been written, proofread and properly optimized (meta tags, URL name, proper H-tags, etc.) go ahead and publish it.

Then use this checklist to get the most from your post:

1. Create a PDF version of the article. Include the PDF download link at the end of your post.
2. Submit your PDF version to PDF directories like [DocStoc](#) and [Scribd](#).
3. If you and other employees have personal blogs, publish a summary of the new post with a link pointing to the new article.
4. Browse past blog posts for related articles and include a keyword rich anchor link from the old post, to the new one. Add new sentences or paragraphs to ensure the new link is relevant.
5. Want to track if anyone clicks on the updated anchor links? Add a custom URL string for easy identification in Google Analytics. Something like,  
*?utm\_source=past\_blog\_link&utm\_medium=referral&utm\_campaign=new\_techniques*
6. Find an intriguing image and headline then share on relevant social channels; Twitter, Facebook, Pinterest, Instagram, LinkedIn.
  1. Share from a company account, from your personal account, and ask friends & colleagues to share it too. Mix up the message on them so you’re not repeating yourself to any overlapping audiences.
  2. Again, use a custom URL to track it’s success in Google Analytics. i.e.,  
*?utm\_source=social\_share&utm\_medium=referral&utm\_campaign=blog*
7. Promote the article with paid FB ads using hyper-demographic targeting features. Around \$20-50 should do for Facebook. If relevant, pay to promote on Adwords, [DailyInfographic.com](#), [StumbleUpon.com](#) and others. However, these can cost upwards of \$300.
8. Submit or share post to other relevant (free) directories and forums. Some ideas are [inbound.org](#), quora.com, [stumbleupon.com/submit](#) and reddit.com.

9. Create a branded slide deck that breaks down the primary message of your blog post.  
Then:
  1. Submit that to [slideshare.com](http://slideshare.com)
  2. Paste the embed code for the slide deck at the end of your blog post (above your PDF link).
10. Record a branded whiteboard, or screen capture video where you briefly discuss the takeaways, tactics or tips in the blog post.
  1. Submit to the company YouTube channel, Vimeo.com and [Dailymotion.com](http://Dailymotion.com).

To learn more about getting the most out of your videos visit [Wistia's learning center](#) for a truly comprehensive education.

[Download this 10-Step Checklist](#)

## Thanks for reading

If you followed this post step-by-step you should have ultimate clarity on how you can setup an effective internet marketing strategy and be the person killing it – not wondering why your ideas don't work.

You've now learned:

- The history of Google's algorithm
- To create content that meets the sweet spot for both user preferences *and* algorithm ranking signals
- How to promote your content in a way that reaches your target audiences
- How to setup tracking methods to prove the success of your work

The only thing left will be to refine the strategy and continue improving it.

I'll leave you with a list of must-bookmark resources mentioned throughout this post to help take your knowledge of digital strategy to the next level.



## Resources mentioned in this post

### Algorithm info:

- [Econsultancy, Google's Semantic Search Set to Revolutionize SEO](#)
- [Moz, the History of Google Updates](#)
- [Google's Knowledge Graph](#)
- [The Panda Dance](#)

### Infographics & PDFs:

- [Content Mapping for the Buying Cycle](#)
- [10-Step Content Promotion Checklist](#)
- [The History of Google's Algorithm](#)

### Content promotion channels:

- [DocStoc](#); submit pdfs
- [Scribd](#); submit pdfs
- [StumbleUpon](#); add just about anything
- [Inbound.org](#); submit digital marketing related content
- [Quora](#); offer links to content that answers users questions
- [Reddit](#); offer links to content that answers users questions
- [SlideShare](#); upload ppt slide decks
- [DailyMotion](#); upload short videos
- [Vimeo](#); upload short videos
- [Wistia](#); use it to host videos on your own domain to maximize SEO

### Additional sources used or mentioned – all of Rockstar status:

- [Content Marketing Institute](#): Absolute leaders for relevant content marketing information.
- [Moz](#): So much SEO and marketing education they should have a .edu in their domain. Moz also provides some of the best digital marketing software in the industry!
- [Backlinko](#): Brian Dean is making link-building fun again! He's a great writer and clearly explains (and tests) today's best methods for generating more traffic.
- [KAISER the SAGE](#): Jason has been a link building pro for some years now. But he's an expert in so much more. Just read his list of 115 online marketing strategies and you'll see what I mean.
- [The Resource Section of Smart Passive Income](#): Pat Flynn is an affiliate marketing and podcast superstar. His tutorials on video production and podcasting are phenomenal.
- [Post by Matthew Woodward, How I Built a Top 100 Blog](#): For the most part, Matthew is a blogger and uses YouTube to create tutorials and reviews for various SEO software companies as an affiliate. This post is one of the best step-by-step case studies I've ever read. If you're interested in starting a profitable blog or affiliate marketing check it out.

*\*Images courtesy Anchorman: The Legend of Ron Burgundy; DreamWorks/Apatow Productions*