

MANCHESTER HUG - MARCH 2018

SEO Has Changed

HERE'S HOW YOU CAN ADAPT, AND GROW BETTER, IN 2018

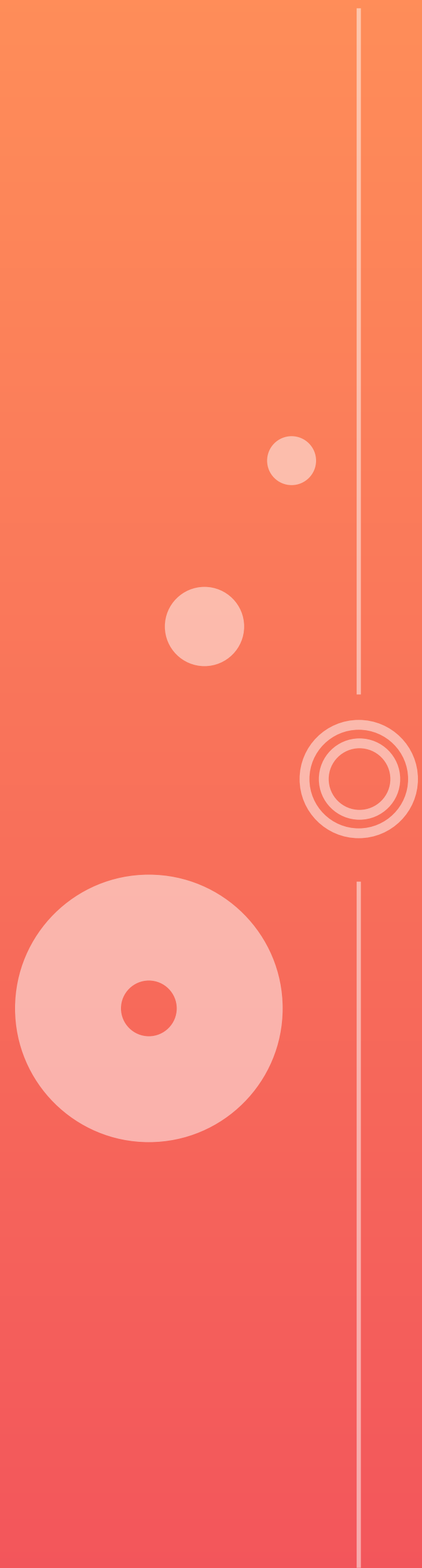




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Marketing

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[@jvocell](#)



Let's start at the beginning. Way back in 2011.





2011

The Golden Age Of Content

- It was clear which keywords were driving traffic and leads.
- As marketers, we simply had to “sprinkle” the keyword into various places of our content, such as meta description, title, body content, and image alt text.
- Like magic, we started ranking!





2013

Google Encrypts Search

- Marketers everywhere panic
- It's proclaimed as "The death of SEO"

Search Engine Watch

Get your business site today
Domain, design, support—everything you need is here
WordPress.com

Industry SEO PPC Analytics Social Local Mobile Video Content Development Reports

Analytics > Goodbye, Keyword Data: Google Moves Entirely to Secure Search

Goodbye, Keyword Data: Google Moves Entirely to Secure Search

Analytics 23 Sep 13 | Thom Craver

Share 1 in Share 1 G+ Share 129 Tweet

The day many SEO professionals hoped would never come, but feared eventually would, apparently has arrived today. It appears that Google has cut off keyword data altogether.

Nearly two years after making one of the **biggest changes to secure search** that resulted in a steady rise in "(not provided)" data, Google has switched all searches over to encrypted searches using HTTPS. This means no more keyword data will be passed to site owners.

Encrypted Google searches don't pass the keyword data through to websites, thereby eliminating the ability to track users by their keyword searches. The

Bye Bye Keyword Data

HubSpot

MARKETING | 6 MIN READ

Google to Encrypt All Keyword Searches: Goodbye to Keyword Data

Written by Pamela Vaughan @pamelump

Moz

Learn SEO Moz Pro Moz Local Free SEO Tools

May 22nd, 2013

The Death of SEO

String (or, how I



2013

Google Hummingbird

- Google begins to understand, and serve, results based on context and intent.
- In this update, Google now pays attention to the entire search query, not just individual keywords.

Let's look at a few examples ...



GOOGLE

hairstyles

All

Images

Videos

Shopping

Books

More

Settings

Tools

About 560,000,000 results (0.88 seconds)

Featured Hairstyles & Haircuts | From Hair Experts At Unilever

Ad

www.allthingshair.com/Hairstyles/Haircuts

Find The Best Advice & Tutorials For Styling And Cutting Any Hair Type!

Experts Hairstyle Tips

Make Style Simple With Tips And Tutorials For Your Hair!

All Things Hair™ Fashion


Find Hair Trends From New York Like Wavy Street Styles

87 Cute Short Hairstyles & Haircuts - How To Style Short Hair - Redbook

<https://www.redbookmag.com/beauty/hair/advice/g634/short-hair-how-to-hairstyles/>

Feb 1, 2018 - 87 Cute Short Hairstyles — And How to Pull Them Off. ... Here's how to wear the style of the season. ... Short hair is more than a trend.

Images for hairstyles



[→ More images for hairstyles](#)

[Report images](#)

Hairstyles for Women in 2018

www.latest-hairstyles.com/

Hairstyles + Haircuts + Colors to inspire your next style, cut or color. See tutorials and what will work for your faceshape and hair type.


[Layered hairstyles](#) · [Black Hairstyles](#) · [Creatively Choppy Hairstyles](#) ... · [Medium](#)

15 Best Hairstyles & Haircuts for Women in 2017 - Good Housekeeping


www.goodhousekeeping.com/latest-hairstyles-for-women/

Get inspired with the latest hairstyle trends for women this season. From short to long and layered to shag we've got all your hair needs covered.


Top stories



5 traditional African hairstyles that are making a come back



Lupita Nyong'o's 'empowering' Oscar's hairstyle - Capital



Lupita Nyong'o Just Copied Another Black Panther Star's Hairstyle

“Hairstyles”

← Image Post

← Images


← Image Post

← Image Post

GOOGLE haircut

All Maps News Images Videos More Settings Tools

About 154,000,000 results (0.60 seconds)



Rating Hours Sort by

The Clip Joint Barbers
4.3 ★★★★★ (30) · Barber Shop
0.2 mi · 30 Daniel St · (603) 431-2038
"Not the best haircut I've gotten in the area, but definitely not the..."
WEBSITE DIRECTIONS

Redhead Studio
5.0 ★★★★★ (6) · Hair Salon
Stylish salon for haircuts & coloring
0.2 mi · 3828, 250 State Street · (603) 766-2460
"Needed a haircut on short notice. Loved the haircut, appreciate the..."
WEBSITE DIRECTIONS

The man cave
4.0 ★★★★★ (25) · Barber Shop
0.2 mi · 10 Ladd St · (603) 970-0176
"experience and an even better haircut. Drank a beer while watching the..."
WEBSITE DIRECTIONS

More places

"Haircut"

Locations

Haircuts in Portsmouth, NH - WOODBURY | Supercuts Hair Salon #8569
<https://www.supercuts.com> > Locations > New Hampshire > Portsmouth
Haircuts located near you, find a Supercuts hair salon at 1465 Woodbury Ave Portsmouth, NH 03801 and check-in today.

Haircuts in Portsmouth, NH - ROUTE 1 | Supercuts Hair Salon #81194
<https://www.supercuts.com> > Locations > New Hampshire > Portsmouth
Haircuts located near you, find a Supercuts hair salon at 1500 Lafayette Rd Unit 6 Portsmouth, NH 03801 and check-in today.

Best Haircut near Portsmouth, NH 03801 - Yelp

Locations



About 21,800,000 results (0.53 seconds)

Shop for straighten hair on Google



Dyson Supersonic Hair Dryer
Fuchsia 306002-01
\$399.99
Dyson
★★★★★ (2k+)



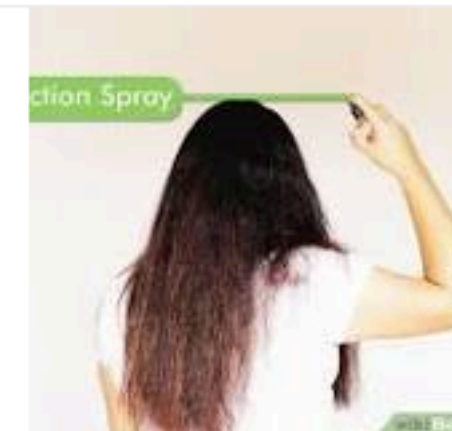
HairMax LaserBand 82
\$795.00
Neiman Marcus
★★★★★ (4)



Sponsored

Bio Ionic Retex Hair
Straightening System
\$28.89
United Salon Supplies
Special offer

If you want to add volume while you **straighten**, or add a slight curl or flick to the ends, use a thick round brush. But if you want poker-straight locks, a paddle-brush is your best option. Use the right technique to blow dry the **hair** straight.



3 Ways to Straighten Your Hair - wikiHow
<https://www.wikihow.com/Straighten-Your-Hair>

About this result Feedback

People also ask

- How can I straighten my hair naturally?
- How do I straighten my hair really straight?
- How do you straighten your hair without heat?
- Can you straighten your hair forever?

Feedback

3 Ways to Straighten Your Hair - wikiHow
<https://www.wikihow.com/Straighten-Your-Hair>

★★★★★ Rating: 86% - 70 votes

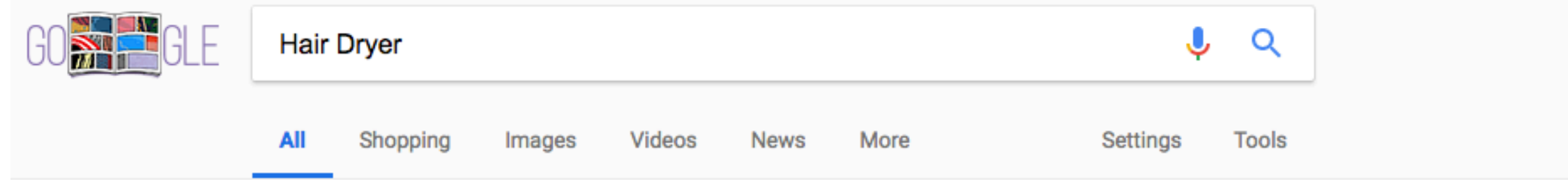
If you want to add volume while you **straighten**, or add a slight curl or flick to the ends, use a thick round brush. But if you want poker-straight locks, a paddle-brush is your best option. Use the right technique to blow dry the **hair** straight.

"Straighten Hair"

← Tutorial

← Tutorial










“Hair Dryer”

Shop for hair dryers on Google

Sponsored ⓘ

 <p>Dyson Supersonic Hair Dryer... \$399.99 Dyson ★★★★★ (2k+)</p>	 <p>Ovente Professional Ionic... \$87.60 Walmart ★★★★★ (6)</p>	 <p>Remington - T Studio Hair Drye... \$39.99 Best Buy ★★★★★ (84)</p>	 <p>Elchim 3900 Healthy Ionic... \$123.49 Google Express Free shipping</p>	 <p>Red by Kiss Salon 1875 Watt... \$39.94 Walmart ★★★★★ (177)</p>
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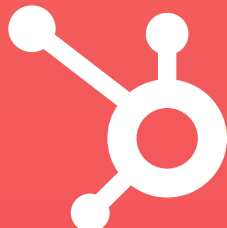
- Dyson Supersonic™ Hair Dryer | Shop Special Edition**
[\(Ad\) www.dyson.com/Supersonic](#) ▼
★★★★★ Rating for dyson.com: 4.1
Receive a Complimentary Case with Select Dyson Supersonic™ Hair Dryers.
[Dyson Hair Dryer Features](#) · [Dyson News & Reviews](#) · [The Hair Dryer Rethought](#)
- Hair-dryer at Amazon® | Amazon Official Site**
[\(Ad\) www.amazon.com/](#) ▼
Buy Hair-dryer at Amazon. Free Shipping on Qualified Orders.
- Hair Dryers at SallyBeauty.com**
<https://www.sallybeauty.com> › Home › Hair › Hair Styling Tools ▼
Results 1 - 45 of 45 - Professional-strength dryers have more durable housing and more powerful, longer lasting motors, which allow for greater air velocity and hotter temperatures. They range in power from 1200 watts to 2000 watts and are most commonly 1600 to 1875 watts at SallyBeauty.com.
- 15 Best Hair Dryers 2018 - Top Rated Blow Dryer Reviews**
www.goodhousekeeping.com/beauty-products/hair-dryers/g550/best-hair-dryers/ ▼
Nov 7, 2017 - We've got the full blow-by-blow — complete with top-tested Beauty Lab picks, GH Seal stars and best-selling editor faves. Snag one of these dryers and leave the house looking like you just left the salon.
- Amazon.com: Hair Dryers & Accessories: Beauty & Personal Care ...**
<https://www.amazon.com/b?ie=UTF8&node=16508037011> ▼
Online shopping for Beauty & Personal Care from a great selection of Hair Dryers, Diffusers, Dryer Attachments & more at everyday low prices.
- 16 Best Blow Dryers of 2017: Hair Dryer Reviews | Allure**
<https://www.allure.com/gallery/best-hair-dryers> ▼
Oct 23, 2017 - You can go through years of your life with a subpar blow-dryer and be just fine — if a little frizzy. But the second you try one of these 16 tools approved by hairstylists and Allure editors, you'll realize just how much you've been missing. Trust us: Quality makes all the difference when it comes to speed, ...
- Hair Dryers - Walmart.com**
https://www.walmart.com/browse/.../hair-dryers/1005862_1007219_651059_576715... ▼
Products 1 - 40 of 1198 - Shop for Hair Dryers in Hair Styling Tools. Buy products such as Revlon 1875W Infrared Hair Dryer for Faster Drying & Maximum Shine at Walmart and save.



Products



Products





2015

Google Rankbrain

- Google incorporates machine learning into search, to understand the full text and intent of your query.
- RankBrain instantaneously becomes the 3rd most important ranking signal, amongst hundreds.

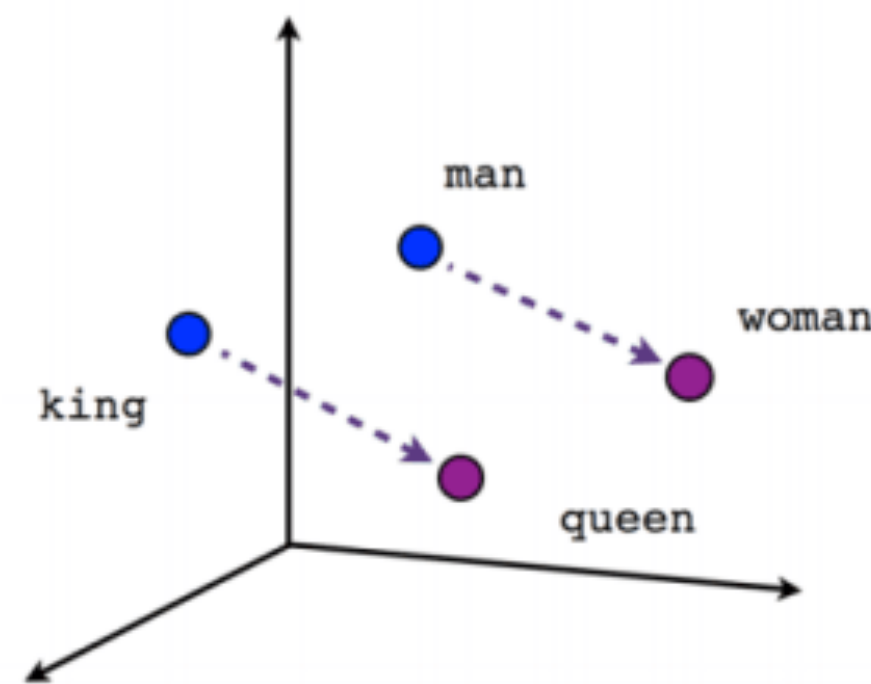




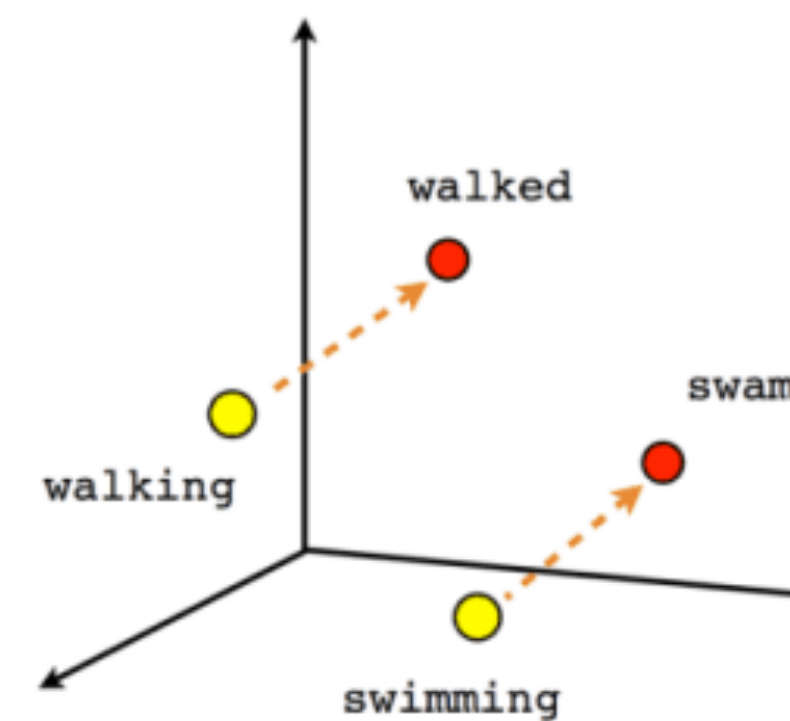
2015

Google Rankbrain

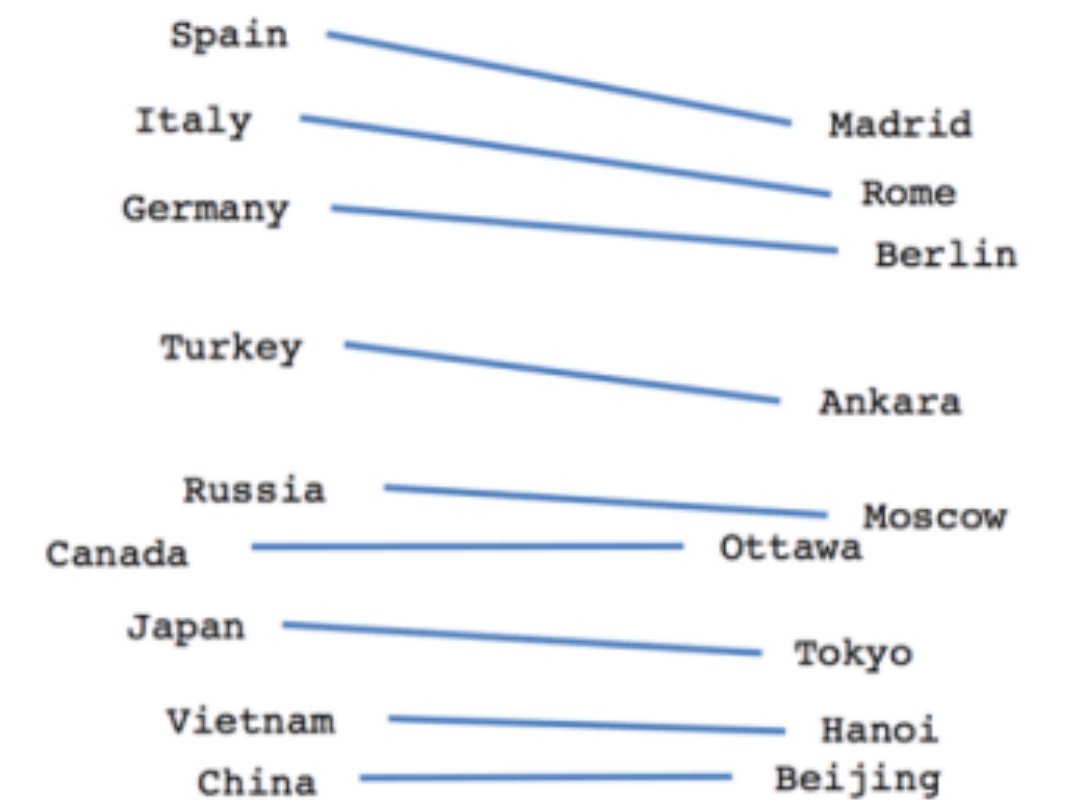
- Google is using Word2Vec, and LSI to chart the **relationship** between words



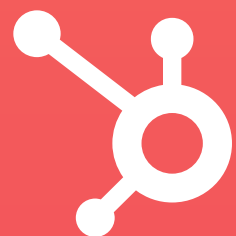
Male-Female



Verb tense



Country-Capital

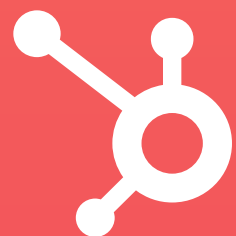
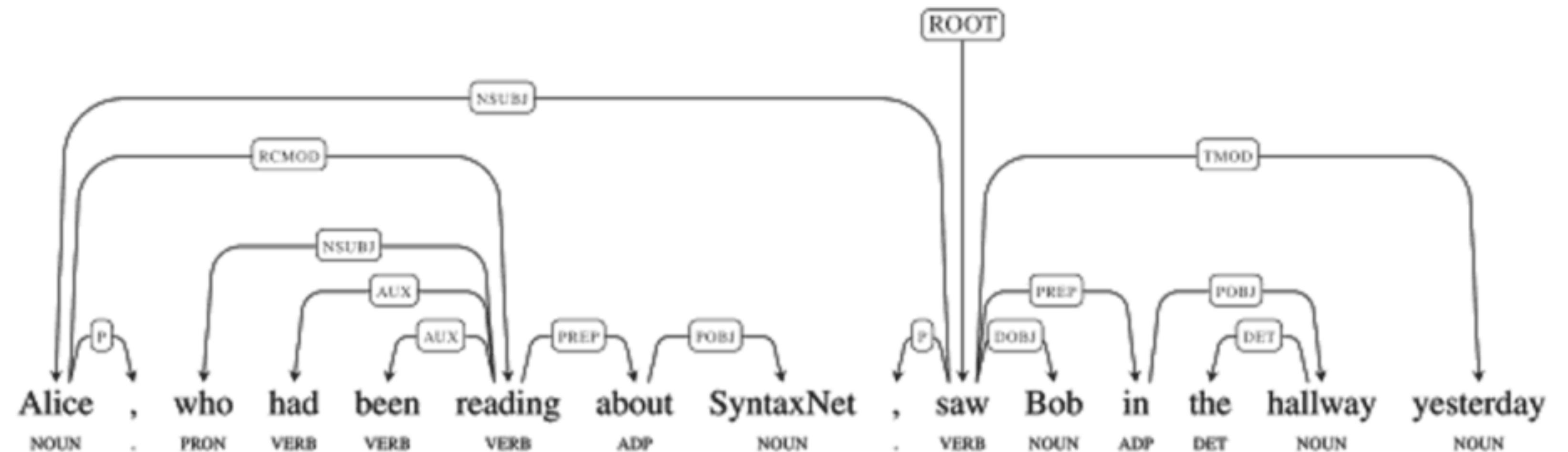




2015

Google Rankbrain

- Google is also using SyntaxNET to understand the structure of sentences





“The last 10 years have been about building a world that is mobile-first, the next 10 years, we will shift to a world that is AI first.”

Sundar Pichai
CEO, Google



Q: What products at Google is your team looking to improve?

A: "... We're looking at various aspects of **search**"

Demis Hassibis
CEO, Deep Mind

Yet, with all these changes in search, we still approach content in the same way.



Add keywords

- [Reports home](#)
- [Reports dashboard](#)
- [Sources](#)
- [Page performance](#)
- [Keywords](#)**
- [Competitors](#)
- [Events](#)
- [Reports settings](#)

15
Total Keywords

1,000
Keyword Limit

\$0.00
Estimated Savings

- [Manage campaigns](#)
Choose topics that help you get more contacts and customers.
- [Set your location](#)
Get country-level data with data

1

Keywords Ranked in Top 3

1

Keywords Ranked in Top 10

4

Contacts from Organic Last 30 Days

546

Organic Traffic Last 30 Days

☐

Actions

All Keywords

From all campaigns

Search...

Sorted by:

Rank

Showing:

Monthly Searches

Rank

Difficulty

CPC

Campaigns

☐

beta hubspot

Added Oct 31 2016

Low

1

36

Low

0

☐

user experience

Added Aug 7 2014

5,400

100+

84

\$14.99

0

☐

partner

Added Aug 25 2015

18,100

100+

91

\$8.98

0

☐

ux

Added Aug 7 2014

14,800

100+

92

\$6.70

1

☐

software consulting

Added Aug 23 2012

390

100+

54

\$20.36

0

☐

marketing software

Added Aug 23 2012

1,000

100+

54

\$20.36

0



While Some Things Change, Other's Stay The Same

Keyword in title, URL,
and meta description

The Definition of an Inbound Marketing Campaign [In Under 100 Words]

<https://blog.hubspot.com/marketing/inbound-marketing-campaign-under-100-words-sr> ▼

Jan 11, 2014 - Inbound marketing campaigns are concentrated efforts that align all of your marketing channels around a single message and goal. It starts with a marketing offer – something valuable and relevant for your audience that you promote through your marketing channels. ... And that's how you run an inbound marketing campaign!

Assumes:

- Desktop browser
- Fast internet connection
- One type of searcher
- All at the same time of day

Meta description that answers the exact
keyword search someone typed in



It's time we all got on the same page and grow better.





Content Strategy

The Key Is To Start Thinking Of Topics, Not Keywords

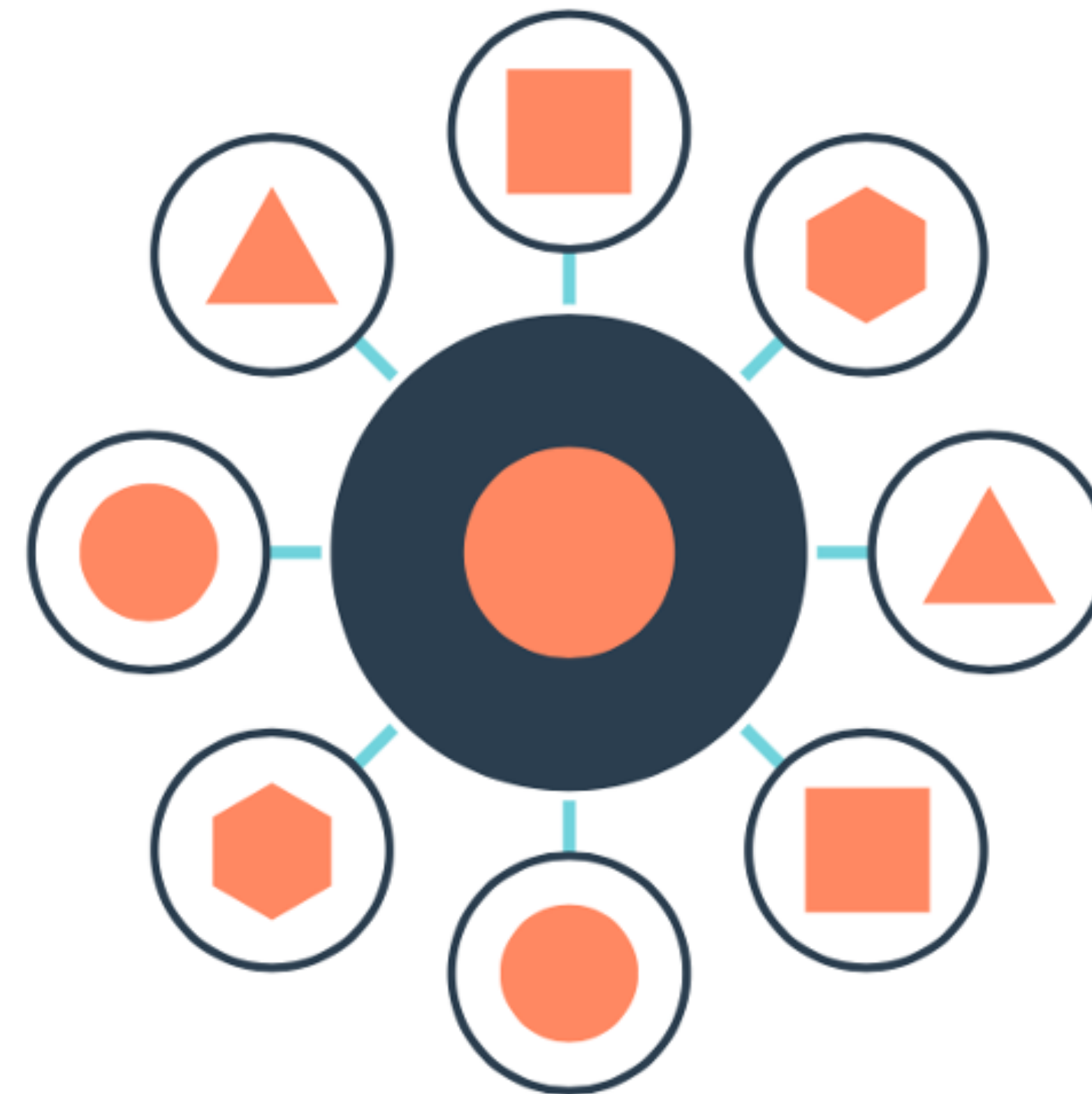
The Key is to start thinking in terms
of **TOPICS** you want to own,
not just **KEYWORDS**

This allows you to own a "Sphere of influence" on the internet.

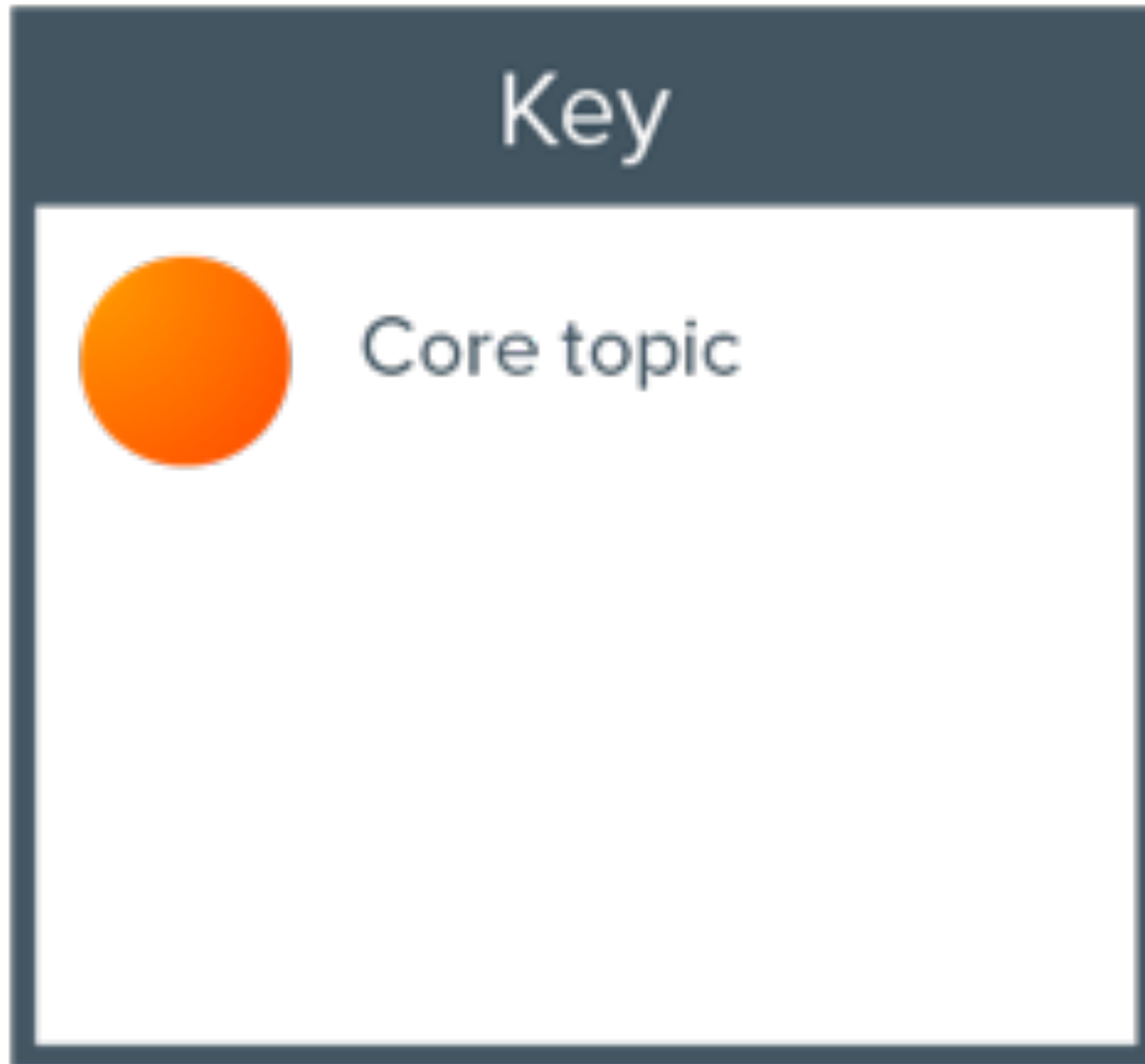


The Structure For Successful Content In 2018 (And Beyond)

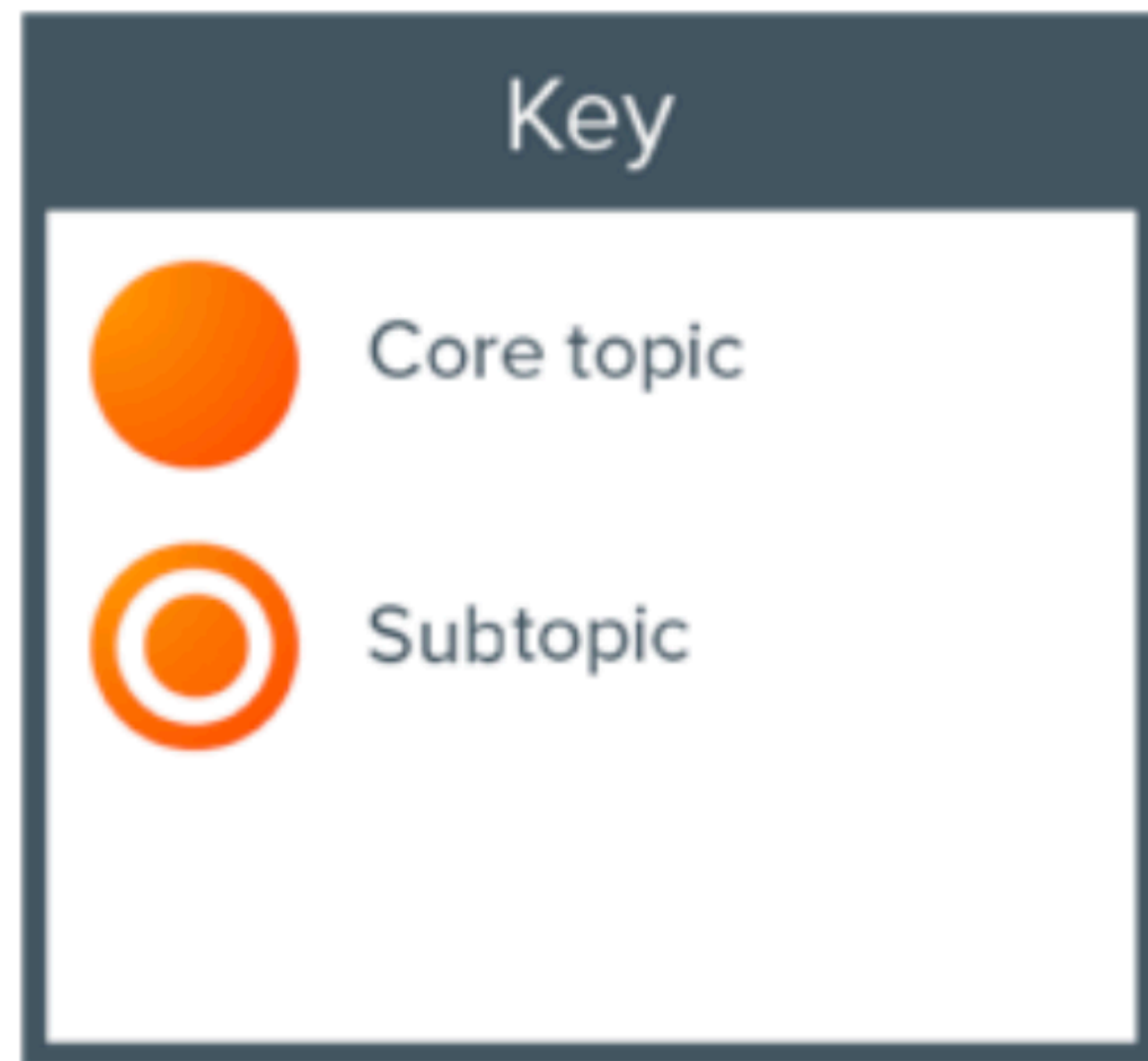
Topic Clusters



Let's Break This Down...



Let's Break This Down...



Home gym equipment

How often do I need to workout?

Weight Loss Machines

Workout Routines

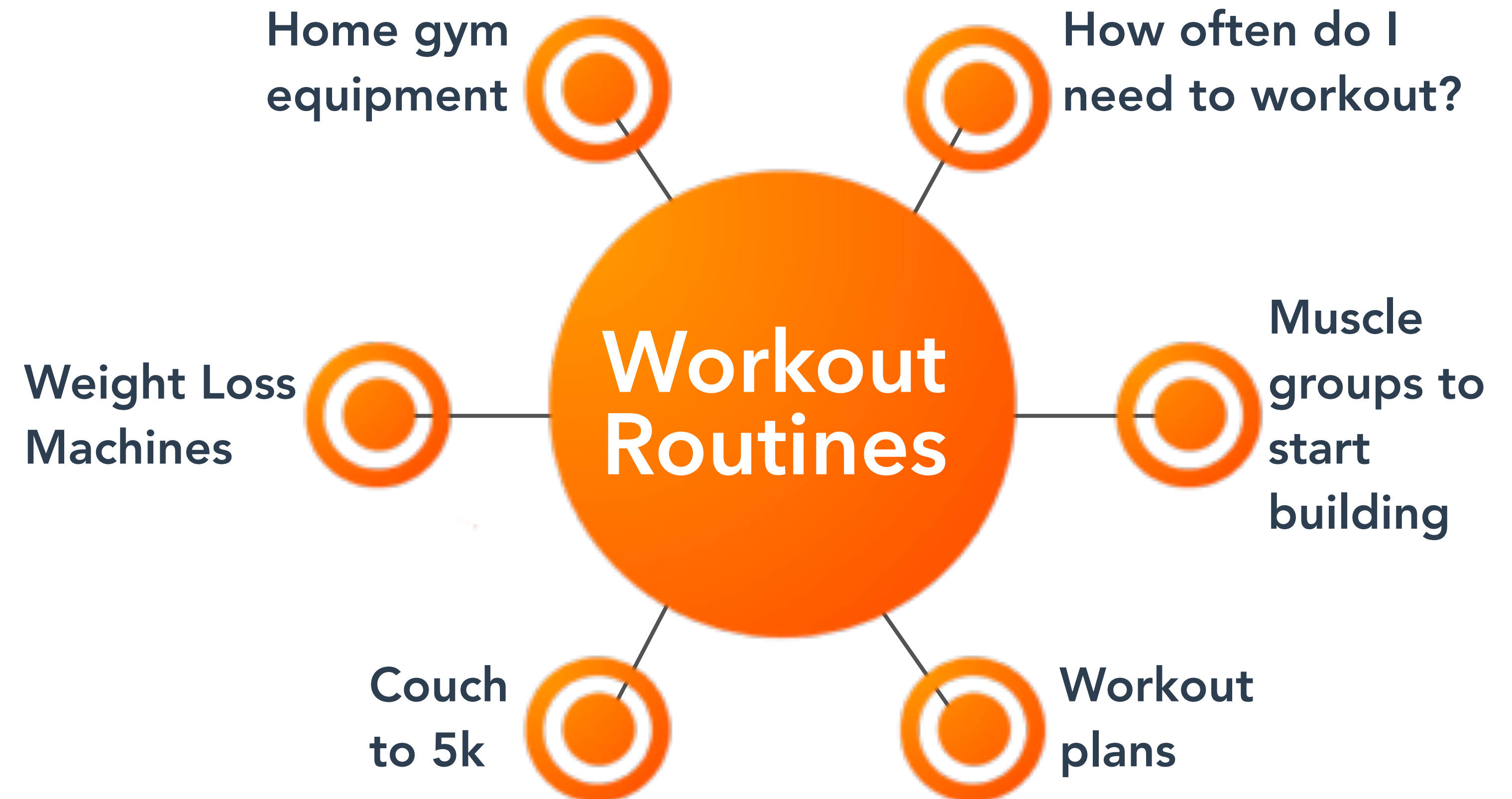
Muscle groups to start building

Couch to 5k

Workout plans



Let's Break This Down...



CHAPTERS

1
What Is a Buyer Persona

2
How to Build a Persona

3
How to Use Personas

4
Advanced Persona Development

Pillar Content

Long form page that covers the depth, and breadth of a topic.

Subtopic Content

- **Helpful Content:** How-to's, guides, user-generated content, reviews, FAQs
- **Shareable Content:** Expert roundups, personal opinion pieces, X vs. Y debates, news
- **Linkable Content:** Visualizations (infographics, maps, charts), videos, web tools
- **Branded Content:** Case Studies, terminology pages, unique POV's



Pillar Page Breakdown





The average #1 page will also rank
for **1,000 other relevant
keywords.**

<https://ahrefs.com/blog/also-rank-for-study>

A Real Example ...

Visitors can
easily navigate the
page's content.

The page offers a relevant
packaged download, allowing
visitors
to take the content with them.



The screenshot shows the Townsend Security website. The header includes the Townsend Security logo, a search icon, and links for CONTACT US, BLOG, SELECT LANGUAGE, and a hamburger menu. A blue navigation bar contains links for PRODUCTS, SOLUTIONS, RESOURCES, DEVELOPERS, PARTNERS, and SUPPORT. The main content area features a large heading: "THE DEFINITIVE GUIDE TO ENCRYPTION KEY MANAGEMENT FUNDAMENTALS". Below this is a subheading "WHAT IS ENCRYPTION KEY MANAGEMENT?" followed by a paragraph explaining encryption key management. A horizontal bar with four colored segments (blue, purple, green, orange) separates the text from a "SHORTCUTS" section. This section lists various topics like "Introduction", "Types of Encryption Keys", and "How Encryption Key Systems Work". On the right side, there is a "Click here to view this eBook offline" link above a thumbnail image of the eBook cover titled "Security eBook Definitive Guide to Encryption Key Management".

Townsend
SECURITY

CONTACT US BLOG SELECT LANGUAGE

PRODUCTS SOLUTIONS RESOURCES DEVELOPERS PARTNERS SUPPORT

THE DEFINITIVE GUIDE TO ENCRYPTION
KEY MANAGEMENT FUNDAMENTALS

CONNECT

f in t g e

WHAT IS ENCRYPTION KEY MANAGEMENT?

Encryption key management is administering the full lifecycle of cryptographic keys and protecting them from loss or misuse. The lifecycle includes: generating, using, storing, archiving, and deleting of keys. Protection of the encryption keys includes limiting access to the keys physically, logically, and through user/role access.

SHORTCUTS

Click here to view this eBook offline

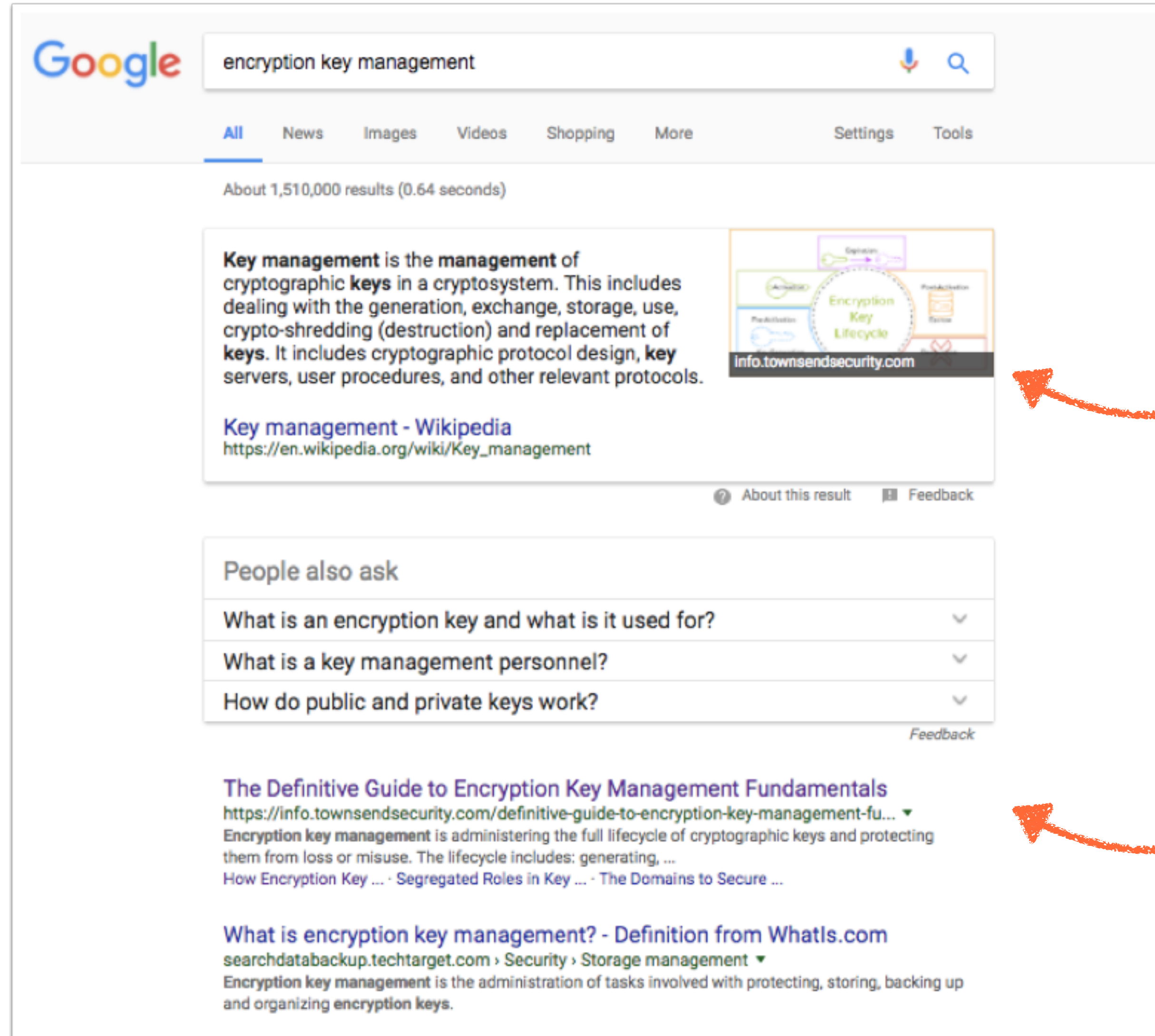
Security eBook
Definitive Guide to
Encryption Key
Management

THE DEFINITIVE GUIDE TO
ENCRYPTION KEY MANAGEMENT
FUNDAMENTALS

Introduction
Types of Encryption Keys and How They Work
How Encryption Key Systems Work
The Full Life-Cycle of Keys
Segregated Roles in Key Management
The Domains to Secure Encryption Keys
Communication Protocols
Platforms for Housing the Encryption Key Manager
Encryption Key Management in Meeting Compliance
Security Controls & Risk Mitigation: The Need for Encryption Key Management



A Real Example ...



The screenshot shows a Google search for "encryption key management". The search bar is at the top with the Google logo on the left and a microphone and search icon on the right. Below the search bar are tabs for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 1,510,000 results (0.64 seconds)".

The first result is a featured snippet. It contains a text block: "Key management is the management of cryptographic keys in a cryptosystem. This includes dealing with the generation, exchange, storage, use, crypto-shredding (destruction) and replacement of keys. It includes cryptographic protocol design, key servers, user procedures, and other relevant protocols." To the right of this text is a diagram titled "Encryption Key Lifecycle" showing a circular flow with stages: Generation, Distribution, Activation, and Revocation. Below the text is a link: "Key management - Wikipedia" with the URL "https://en.wikipedia.org/wiki/Key_management". Below the link are two small icons: "About this result" and "Feedback".

Below the featured snippet is a section titled "People also ask" with three questions: "What is an encryption key and what is it used for?", "What is a key management personnel?", and "How do public and private keys work?". Each question has a dropdown arrow. Below the questions is a "Feedback" link.

Below the "People also ask" section are two more search results. The first is "The Definitive Guide to Encryption Key Management Fundamentals" with the URL "https://info.townsendsecurity.com/definitive-guide-to-encryption-key-management-fu...". The second is "What is encryption key management? - Definition from WhatIs.com" with the URL "searchdatabackup.techtarget.com > Security > Storage management".

Featured snippet!

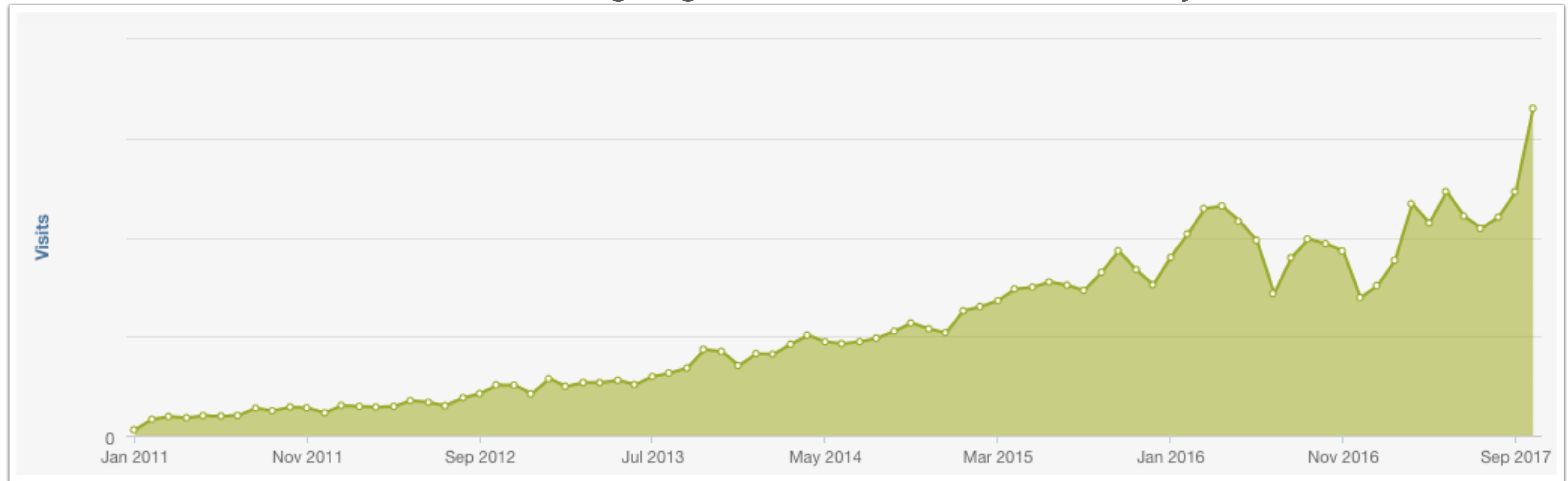
#1 Google Ranking



Townsend Security Success

Non paid, organic traffic coming from search **increased 55% in less than three months.**

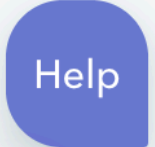
Four record-breaking organic traffic months since May 2017.




A decorative graphic on the left side of the slide. It consists of a vertical line with four circles of varying sizes and colors (light orange, medium orange, and dark orange) positioned along it. One circle is a double outline.

This is why we built HubSpot
Content Strategy

Core & Sub Topic Suggestions



Optimization advice



< All content clusters

what is a crm software

Topic cluster performance

Optimizations ▾⁵

what is a crm software

> Core topic validation

Manage pillar content

CRM Best Practices: How to Choose the Best Fre...
● Published | Blog post

Edit blog post ↗ View performance

This month compared to last month:
SESSIONS ▼ 5.18%
INBOUND LINKS No change

Low quality inbound links.
This post has 13 domains linking to it that have low quality inbound links.

Subtopic

the biggest challenges with crm integration

what is the difference between erp and crm software

what is a crm software

Subtopic

+

Subtopic

Subtopic

Subtopic

+

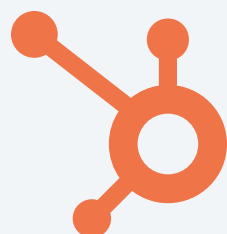
Subtopic

Help

Content Strategy

See real ROI of your content

See the full results from your content across the entire funnel.



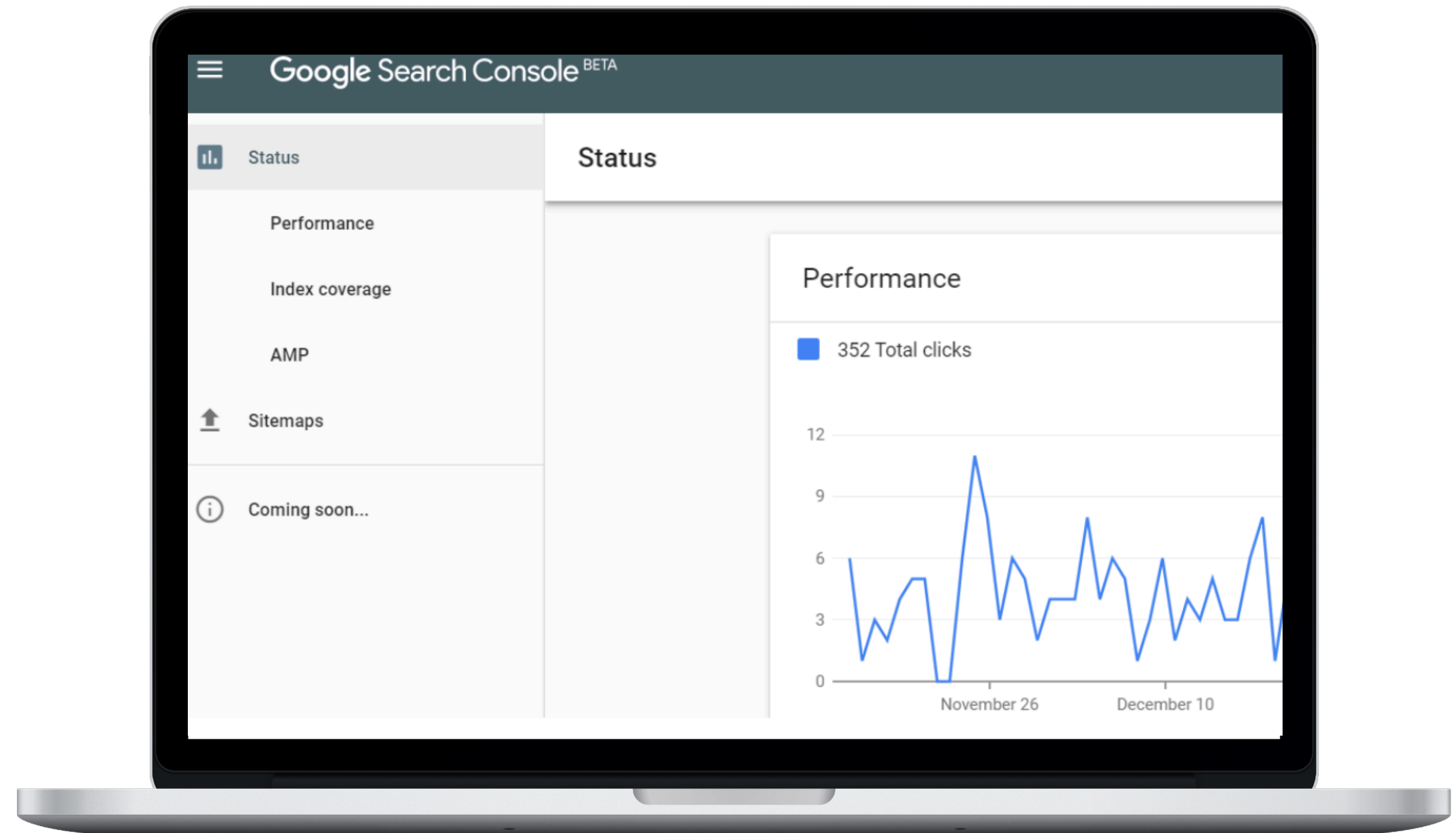
Export Edit columns

A decorative graphic on the left side of the slide. It features a vertical line with four circles of varying sizes and colors (light orange, medium orange, and dark orange) positioned along it. The circles are arranged in a vertical sequence, with the largest circle at the bottom and the smallest at the top.

Identify topics from existing
content

Audit Existing Content

Look at the queries being used to find your site/content, and determine gaps.

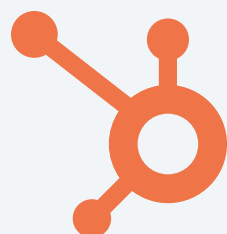


Identify Queries

Status > Performance

Sort by Impressions, and look at which search queries you are showing up for but ultimately not generating clicks from.

Queries	Clicks	↓ Impressions
amx trucking	478	1,052
alabama motor express	470	977
amx	17	903
trucking companies in alabama	10	564
amx logistics	165	486

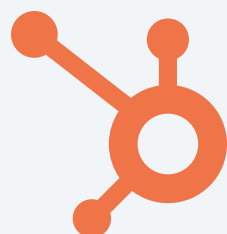


Identify Gaps

Status > Performance

Filter out branded terms, see which queries have a lot of impressions, but few clicks.

Queries	Clicks	↓ Impressions
alabama motor express	470	977
trucking companies in alabama	10	564
trucking logistics	1	446
alabama trucking companies	4	427



Mapping Existing Content Into Topics

01

Identify Strong Pages

Using Google Search Console, HubSpot, or any analytics solution, identify intent pages with traffic.

02

Identify Same-Topic Content

Get a full-list of your content, and start to categorize it into topics to see

03

Create a Pillar Page

This step is self-explanatory, but create/edit your long-form pillar page on the topic.

04

Update internal links

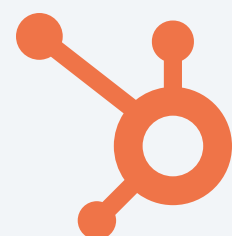
Now you should update internal links to point to the core pillar page.

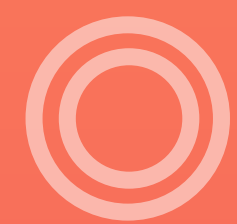


Resource

MANAGEMENT Clustering Spreadsheet							
File Edit View Insert Format Data Tools Add-ons Help							
View only							
	A	B	C	D	E	F	G
1	PILLAR PAGE: TBD	https://blog.hubspot.com/	We should update this				
2	URL	Cluster/Feature > Topic	Subcluster (if applicable)	Keyword	Pillar link?	Re-linked?	Other Action?
3							
10	https://blog.hubspot.com/sales/how-to-find-the-right-level-of-competition-for-your-se	Sales management > Sales					
11	https://blog.hubspot.com/sales/inexpensive-sales-incentives	Sales management > Sales					
12	https://blog.hubspot.com/sales/poorly-designed-sales-contest	Sales management > Sales					
13	https://blog.hubspot.com/sales/run-effective-sales-contest	Sales management > Sales					
14	https://blog.hubspot.com/sales/sales-contest-changed-sales-forecasting	Sales management > Sales					
15	https://blog.hubspot.com/sales/sales-contest-ideas-motivate-sales	Sales management > Sales					
16	https://blog.hubspot.com/sales/sales-favorite-destination-travel-incentives	Sales management > Sales					
17	https://blog.hubspot.com/sales/sales-managers-gamification	Sales management > Sales					
18	https://blog.hubspot.com/sales/the-psychology-of-sales-gamification	Sales management > Sales					
19	https://blog.hubspot.com/sales/the-strangest-employee-rewards	Sales management > Sales					
20	https://blog.hubspot.com/sales/why-your-sales-contests-suck-how-to-fix	Sales management > Sales					

https://goo.gl/iuuhxz





Capturing **Featured Snippets**

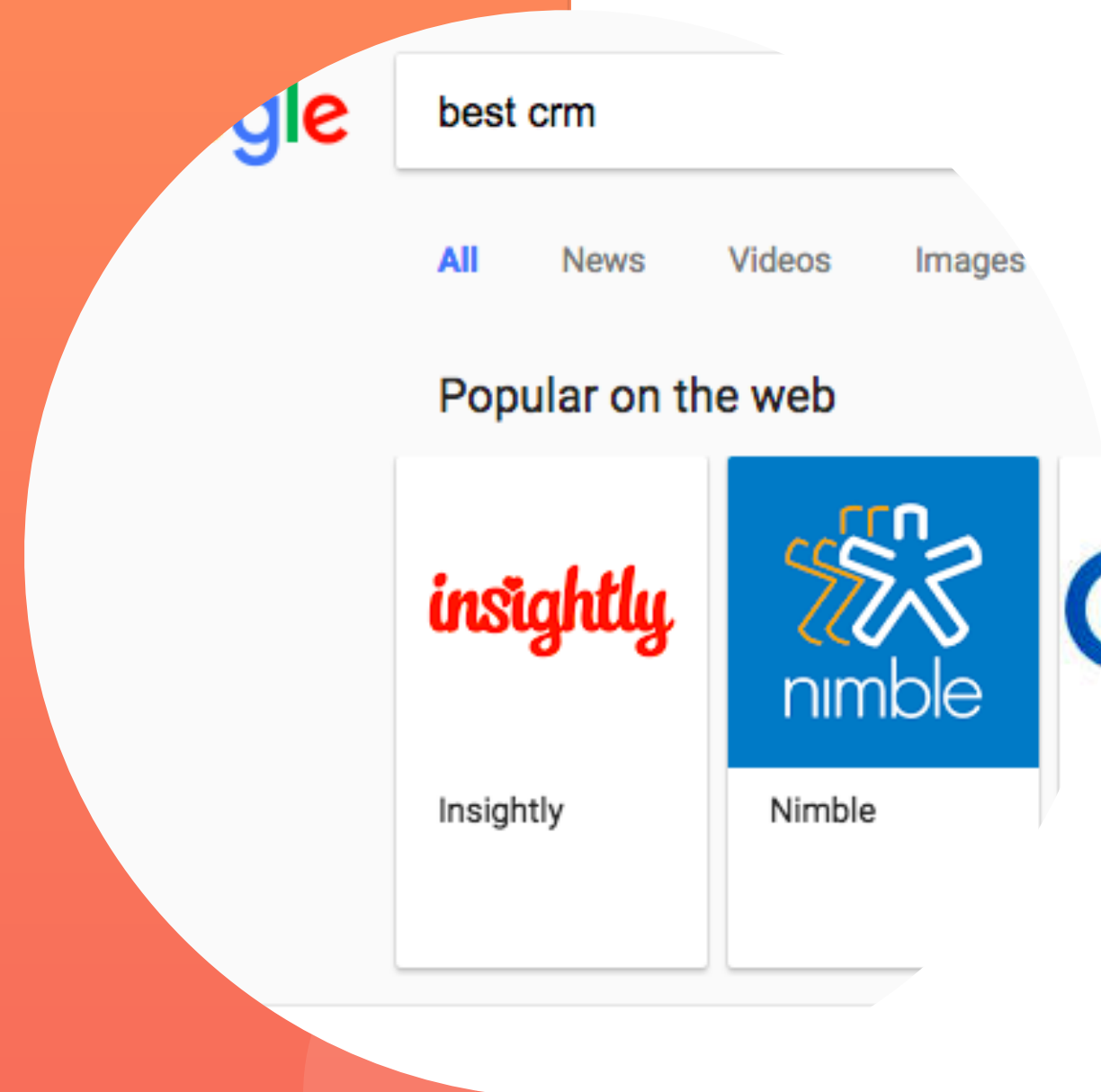
Marketing automation
marketing actions. Many
such as emails, social m
marketing automation m

What is Marketing Au'
<https://www.hubspot.com/>

What Is A Featured Snippet?

- A featured snippet is Google's attempt to answer the search query directly on the page, without having to click to another page.
- There are 3 types of snippets:
 - Paragraph
 - List
 - Table



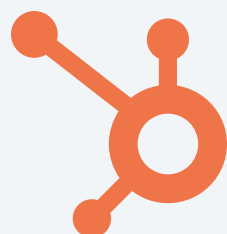


Additional Search Features

- There are also other search features we should be aware of, such as:
 - People Also Ask
 - Carousel
 - News Stories
 - Knowledge Card



This search has
74,000 monthly
searches, and look at
all the space
dominated by these
new search features!



FOLD

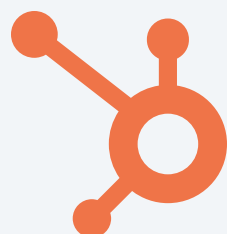


So, how do we capture the featured snippet and leverage these new search features?

Step 1

Find your content on Page 1 of SERPs

Using a tool like SEMrush, or Google Search Console it's easy to find which content shows up on page 1.



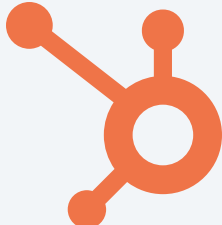
The screenshot shows the Google Search Console interface. The left sidebar contains navigation links: Status, Performance (selected), Index coverage, AMP, Sitemaps, Coming soon..., Help, and Submit feedback. The main content area is titled 'Status > Performance'. It features a search bar with 'Search type: Web' and 'Date: Last 3 months'. Below this is a table with tabs for QUERIES, PAGES, COUNTRIES, and DEVICES. The PAGES tab is active, showing a list of pages. A filter 'Filter by Position' is applied, set to 'Smaller than'. The table lists three pages from 'blog.hubspot.com/sales/': 'worst-things-about-sales', 'words-and-phrases-that-make-prospects-want-to-buy-infographic', and 'why-you-should-never-start-sales-email-havent-heard-back'. A dropdown menu is open on the right, showing metrics: Page, Clicks, Impressions, CTR, and Position (selected). The bottom of the table shows the number of impressions for each page: 1,719 and 40,241.

Page	Impressions
https://blog.hubspot.com/sales/worst-things-about-sales	1,719
https://blog.hubspot.com/sales/words-and-phrases-that-make-prospects-want-to-buy-infographic	40,241
https://blog.hubspot.com/sales/why-you-should-never-start-sales-email-havent-heard-back	

Step 2

Split your posts into groups

Take roughly half of your posts and use it as a control group (i.e. no change), then use the other half as an experiment. In the experiment, we'll add some code.



Control Group	Experiment Group
Post 1	Post 50
Post 2	Post 55
Post 3	Post 63
Post 4	Post 101

Step 3

Add code to your experiment

Here's the code we used to generate a list (shown on the right).

```
1 <div class="hsg-featured-snippet">
2 <h2>Strategies to Motivate your Sales Team:</h2>
3 <ol>
4 <li>Build trust with the people on your team.</li>
5 <li>Ask your direct reports how they like to be managed.</li>
6 <li>Understand your direct reports' personal and professional
7 <li>Make sure they're covering the basics.</li>
8 <li>Set daily, weekly, and monthly goals.</li>
9 <li>Figure out where the issue lies.</li>
10 <li>Let people pick their own rewards.</li>
11 <li>Give great rewards.</li>
12 </ol>
13 </div>
```



Strategies to motivate your sales team:

1. Build trust with the people on your team.
2. Ask your direct reports how they like to be managed.
3. Understand your direct reports' personal and professional goals.
4. Make sure they're covering the basics.
5. Set daily, weekly, and monthly goals.
6. Figure out where the issue lies.
7. Let people pick their own rewards.
8. Give great rewards.




Title Of Slide Goes Here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries



Tips For Featured Snippets



01



50 Words Or Less

Google seems to prefer Featured Snippets that are 50 words or less. It should include the main keyword/topic the page is about and the question within the <h2>, i.e. "What is the best size for Facebook cover photos?"

02



Add A Hook

Winning a Featured Snippet is just the start. Now you need to ensure the searcher clicks the link and ultimately lands on your website. To do so, add a reason to your copy for the searcher to visit.

03



Optimize Images

Paragraph Featured Snippets also have images, which may or may not be from the same post. You can increase your chances by optimizing the image, and reducing its size.



Our Results

- **Control Group:** 1-2% of Featured Snippets
- **Experiment Group:** 8-12% of Featured Snippets
- **Overall:** 10.5% increase in number of clicks as a result of being in the featured snippet.



Resource

HubSpot's Guide to Winning Google's Featured Snippet

February 21, 2018 // 11:00 AM

Written by [Brittany Chin](#) & [Padraig O'Connor](#)

With contributions by [Matthew Howells-Barby](#) and [Aliza Schaffer](#)

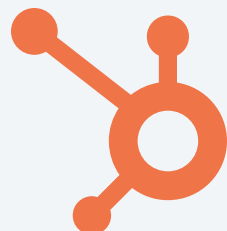
TL;DR: Featured snippets are an organic search feature that now take significant search traffic from the search results below them. Featured snippets run on a separate algorithm than Google's traditional 200 ranking signals. To understand these signals, HubSpot's SEO team ran a series of experiments and, together with the blog and web teams, developed a process for featured snippet optimization. The result: a clean code that allows you to capture featured snippets and a guide with best practices for optimizing your content for Google's featured snippet.



Table of Contents (10 minute read)

1. [What is a Featured Snippet?](#)
2. [Where Do Featured Snippets Typically Show Up?](#)
3. [Why Should We Care About Snippets?](#)
4. [HubSpot vs. Snippets](#)
5. [SEO Team's Experiments and Results](#)
 - [Experiment 1: Consistent HTML](#)
 - [Experiment 2: Formatting Headers](#)

<https://goo.gl/wxx12J>





Building authority through links



**Google is
ultimately just a
giant library.**

Shh... don't tell them I said that though.

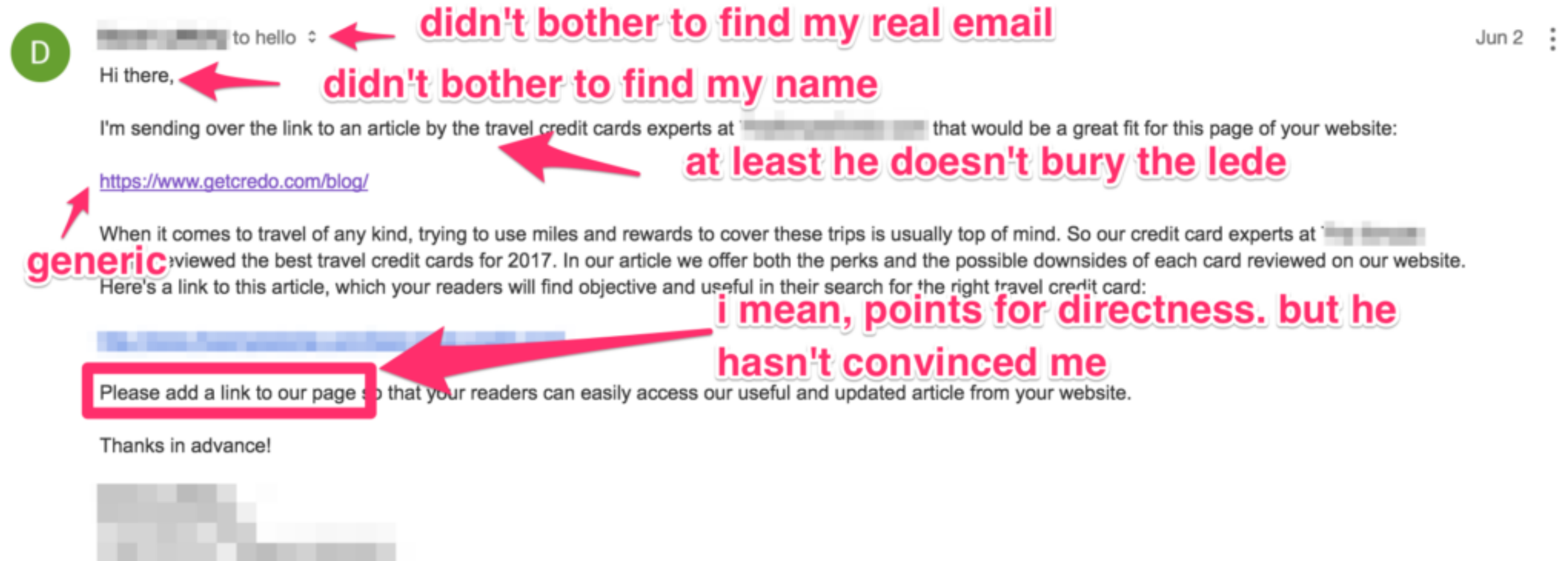


**Every search
surfaces a result
that is the best
authority on that
topic.**

A decorative graphic on the left side of the slide. It consists of a vertical line with several circles of different sizes and colors (shades of orange and red) arranged along it. One circle is a solid dark red, while the others are lighter shades of orange and red, some with concentric circles inside them.

But, the best way to establish
authority is through links.

Link Building Isn't About Cold Outreach



Idea 1

Create Linkable Content

Brian Dean built an infographic about on-page SEO that has been used over 2,500 times and generated backlinks to his site.



On-Page SEO: Anatomy of a Perfectly Optimized Page

<http://backlinko.com/on-page-seo> ▼

Ahrefs Rank ⁱ

6,947

UR ⁱ

56

DR ⁱ

67

Backlinks ⁱ

2.66K ⁺²³

Fresh 3.5K

Referring domains ⁱ

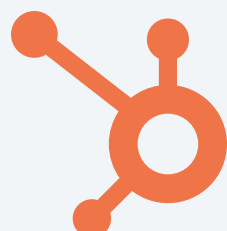
1.1K ⁺²

Fresh 1.28K

Idea 2

Create Original Research

For example, the Topic Clusters we've been talking about has a research report that has been linked over 1,200 times.



Topic Clusters: The Next Evolution of SEO

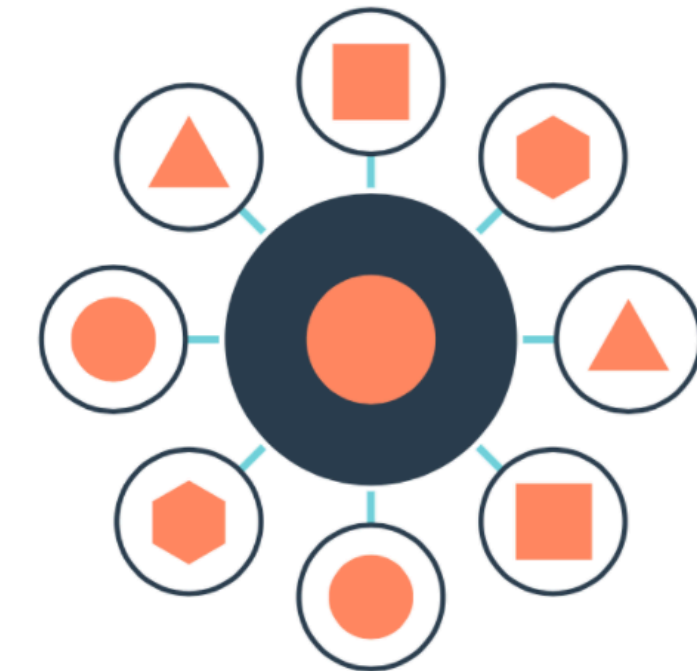
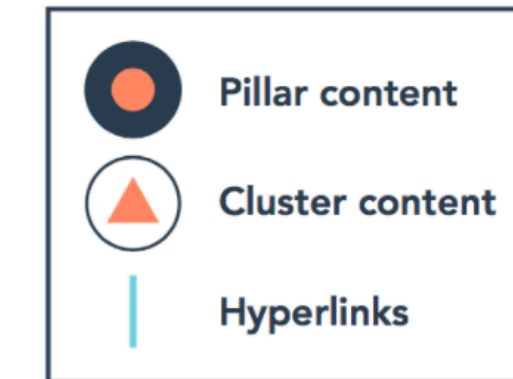
May 10, 2017 // 9:00 AM

Written with contributions from [Leslie Ye](#), [Matthew Barby](#), [Anum Hussain](#), and [Cambria Davies](#)

TL;DR: Influential search engines like Google have changed their algorithm to favor topic-based content. As a result, SEOs are exploring a new way of linking related content under a "topic clusters" model. This report serves as a tactical primer for marketers responsible for SEO strategies.

[READ MORE >>](#)

Topic Clusters



Topic Clusters: The Next Evolution of SEO

research.hubspot.com/topic-clusters-seo ▼

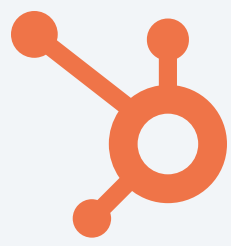
f 0

Ahrefs Rank ⁱ	UR ⁱ	DR ⁱ	Backlinks ⁱ	Referring domains ⁱ	Organic keywords ⁱ	Organic traffic ⁱ	Traffic value ⁱ
318	39	92	1.22K ⁺³⁶ Live 1.05K Historical 1.22K	216 ⁺¹¹ Live 203 Historical 216	717 PPC 0	348 ⁻¹⁷	\$98 PPC \$0

Idea 3

Create In-Depth Pillar Content

Pillar pages that are in-depth and helpful will naturally attract links. The more the better!



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How to Start a Business

A Complete Guide for Startup Entrepreneurs

Making Your Business LegalSmall Business TaxesMarketing, Sales & Services TipsSmall Business Funding

Execution is what differentiates a great thinker from an entrepreneur.

When you start an online business, there are hundreds of questions that need answering. How much money do you really need to start a business? How do you register it with the government? How do you build a website? Who's your target customer, and what tactics and messaging should you use to reach them? You'll quickly find that coming up with the idea for a new business is the easy part. Actually executing on that idea is where it gets interesting.

How to Start a Business in 2017: A Complete Guide for Startup Entrepreneurs

www.hubspot.com/how-to-start-a-business

Ahrefs Rank

318

UR

28

DR

92

Backlinks

1.09K +9

Live 984

Historical 1.54K

Referring domains

65

Live 51

Historical 101

Organic keywords

3.5K +56

PPC 0

Organic traffic

5.1K -700

Traffic value

\$14.4K

PPC \$0

Thank you.

