

Share 14



The Content Catalyst

Search, Social, and Content Interplay



BRIGHTEDGE

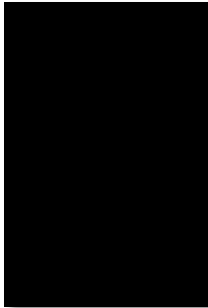
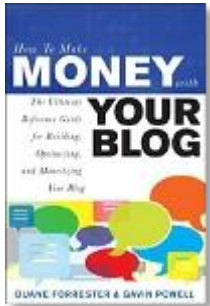
Content, Social & Search

Share 14



Who's the speaker today?

Duane Forrester



A evbof gssf tuf s

WEB IMAGES VIDEOS MAPS NEWS MORE

bing x i bulepft!evbof!ep!bulc oh

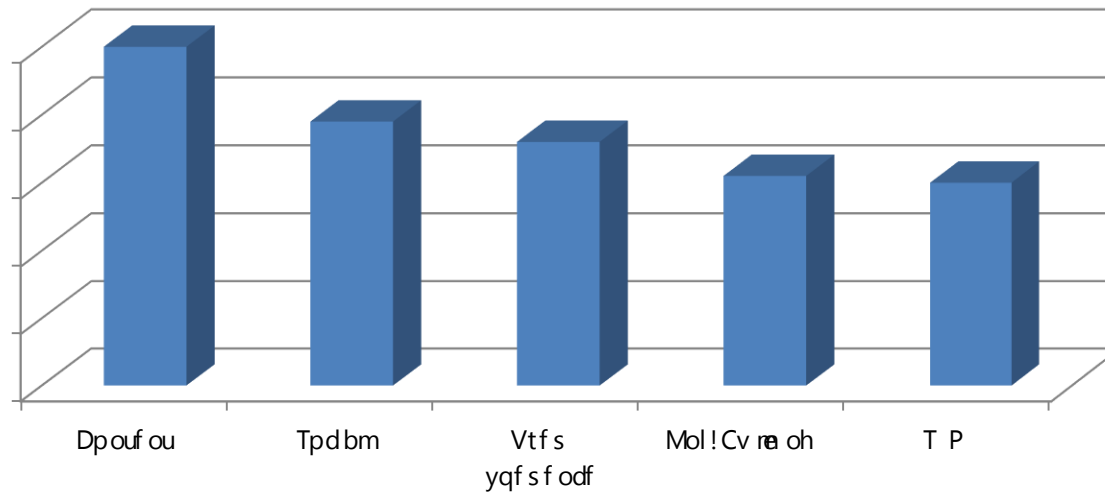
C oh! fcn btuf sUpptn
Tqfbl t!bul ti px t!svot!dqn n vo u !boe!c rph!
qspwef t!hv ebodf!pd! NUt
www.bing.com/toolbox/webmasters

E pft!i f!i bwf!b!dmf @
2 , ! fbst!bt!bd! oi pvtf!T P !sd!t fp buNTO!
i f r qfe!E tof !HB Q bm bsu!HN!,
<http://www.linkedin.com/in/dforrester>

B oe!u t!i f r q t!n f!i px @
C rphh oh!t odf! 112!px ot!2 !epn b ot!
svot!i t!px d!x f ct uf t
<http://twitter.com/DuaneForrester>

i f sf!epf t!f bdi !q f df!gu o@

Don't try to extrapolate from this graph
Importance is relative
Use as a guide – no item is unimportant



The Secret to Success

Compelling Content

Ui f!f oh of t!sf bmm sf tqp oe!
up! vo vf-! ytf mp ouf ou
pyd poe!up!

ut!b!x tf! owf tun f oulpg
pvsun f

E po ubl f!ti psudvut! nm u
t oe dbuf e!dpouf ou



The Secret to Success

Niche & Voice

Ui f! ouf sof u t! C/H/! Tnof! boe!
e df! up! goe! pvs o di f /

Qhoul... li f! bsf bt! up!

... u tubsu pvs

... pv! d... n obuf

... m!

... t! bo!

... oe! up!

ui f o! bn qm! b... oh! u ptf! nof t



A Fresh approach to Targeting Optimization

Tubsulx ui! pvsI pn f!qbhf-!
dbuf h...!qspe vout!fud

When you have numbers...

W...!...pd pvs t uf!i bt!b!wbmf!

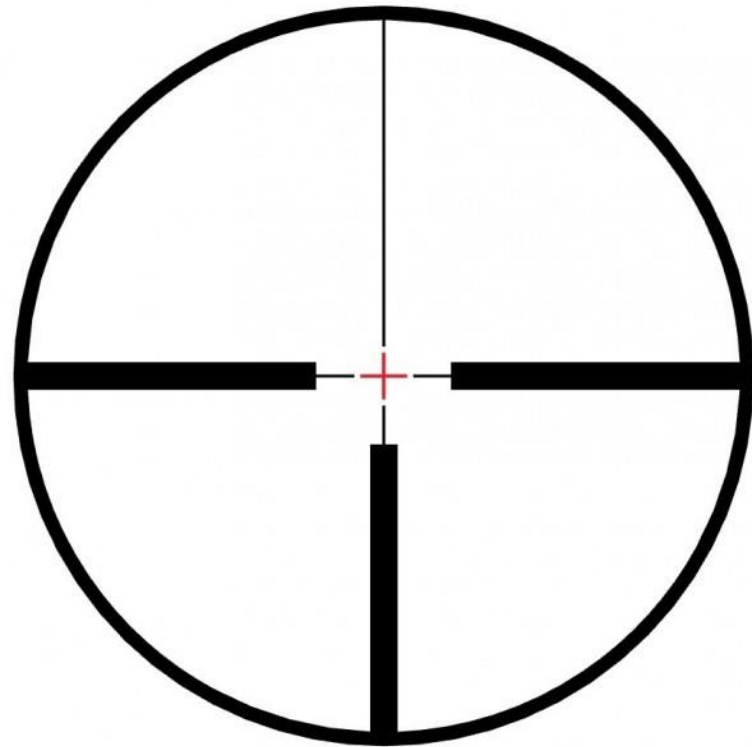
QW!...fud/

buli f!wbmf! t



...pvd t...c !wbmf!up!tf f!



...sf bmf...uf st

...osp voe!i hi .wbmf!




I px !tpd br!nn qbdu! tf bsd!

WEB IMAGES VIDEOS MAPS NEWS MORE Dan  


 




62,600,000 RESULTS Any time ▾


News about Katy Perry
bing.com/news

 **Katy Perry's parents officiate Hotel Zaza wedding**
Houston Chronicle · 1 day ago
Katy Perry's "Roar" is currently the No. 1 single in the country. But it was her parents who made beautiful music...

Katy Perry tops global social media chart
Yahoo! News · 10 hours ago

Katy Perry
 Kathryn Elizabeth "Katy" Hudson, better known by her stage name Katy Perry, is an American singer, songwriter, businesswoman, philanthropist, and actress. She was born and raised in Santa Barbara, California. Having had very little exp... en.wikipedia.org
www.imdb.com

   **95** KLOUT

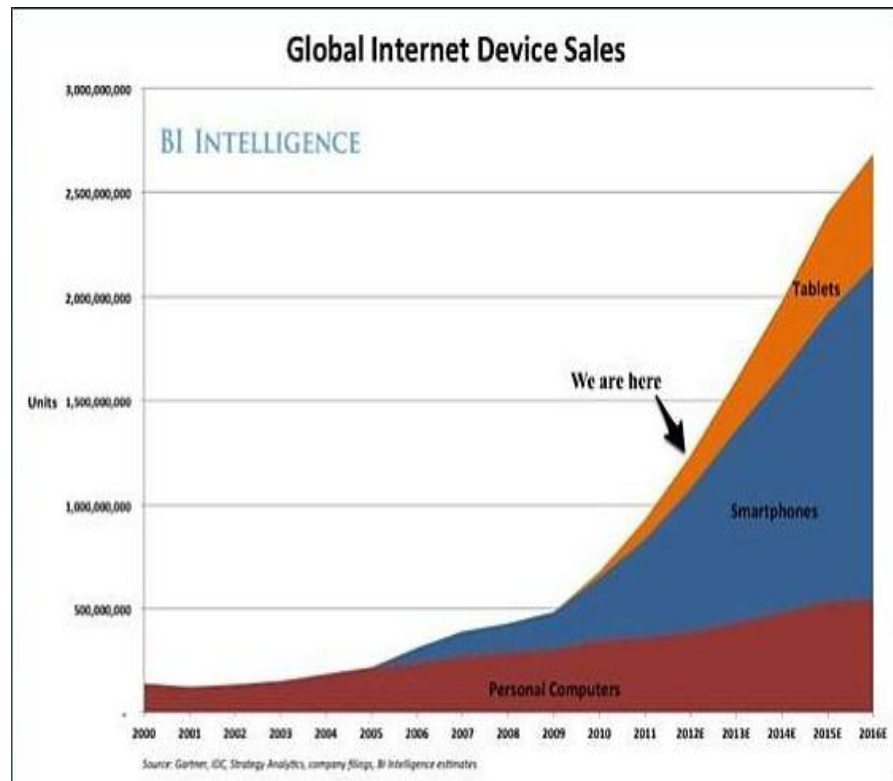


The ultimate "PC"

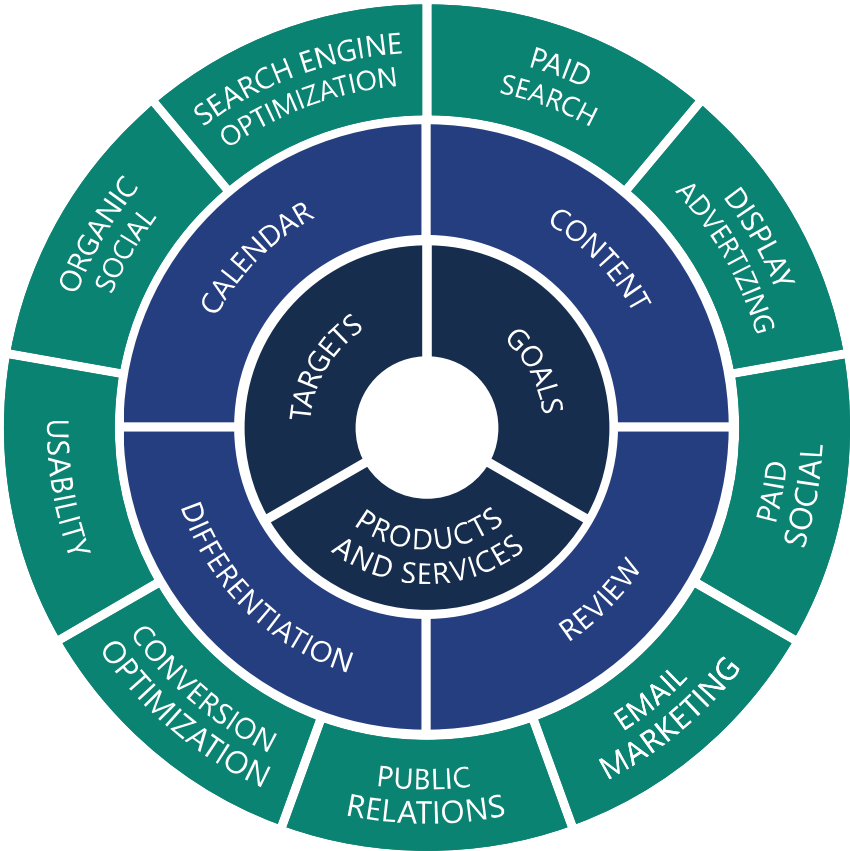
Not just phones

9B today

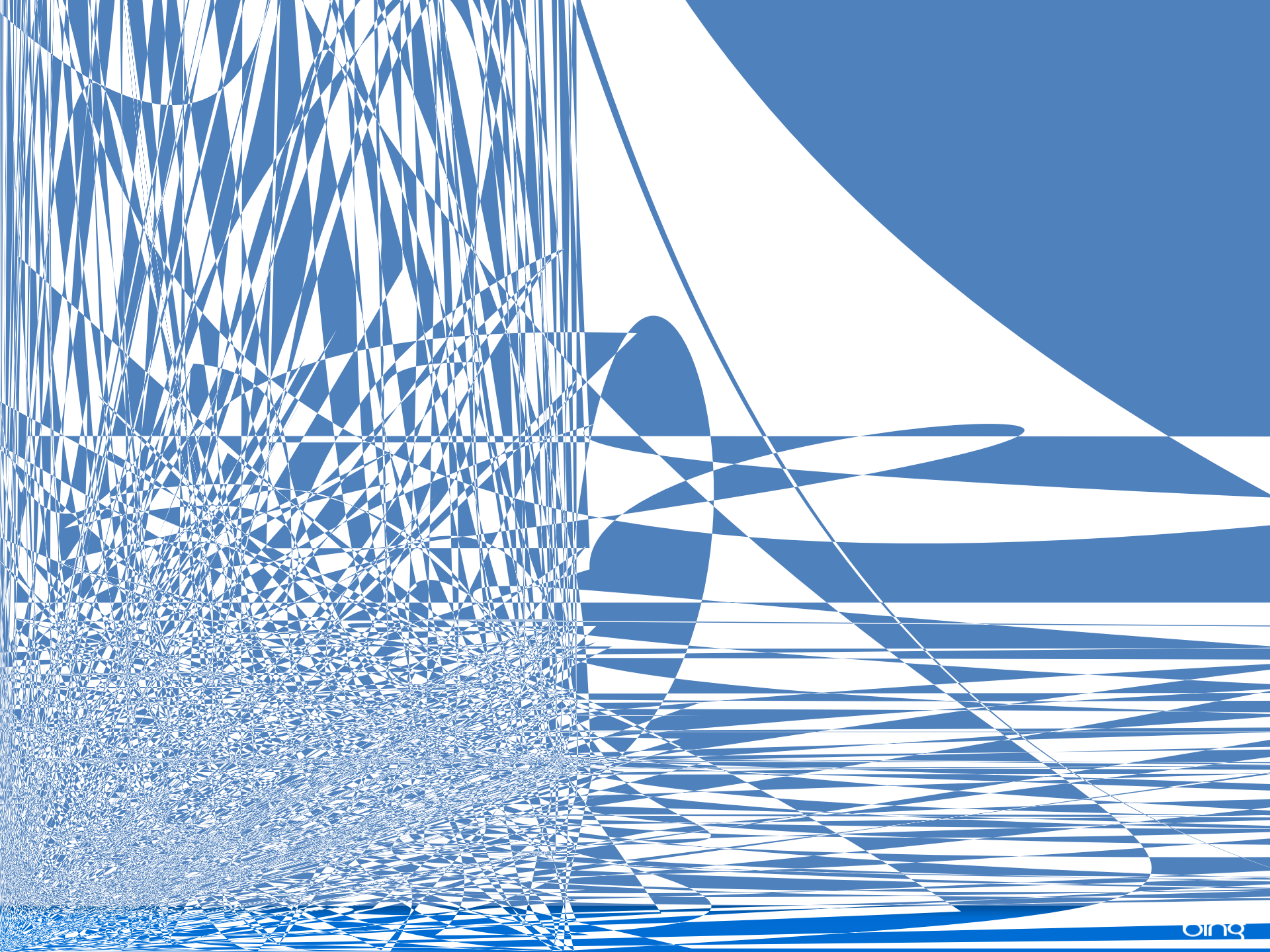
25B by 2021



Plan ... or #FAIL



Dpsf!Tusbuf h ft | P q!/Tusbuf h ft | Ubdudt



vf tupot@
A evbof ᵍᵍsf tuf s



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