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KEEPING YOUR CONTENT DISCOVERABLE

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BRIGHTEDGE

**Apartment
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PRIMEDIA



**NEWHOME
GUIDE.COM**

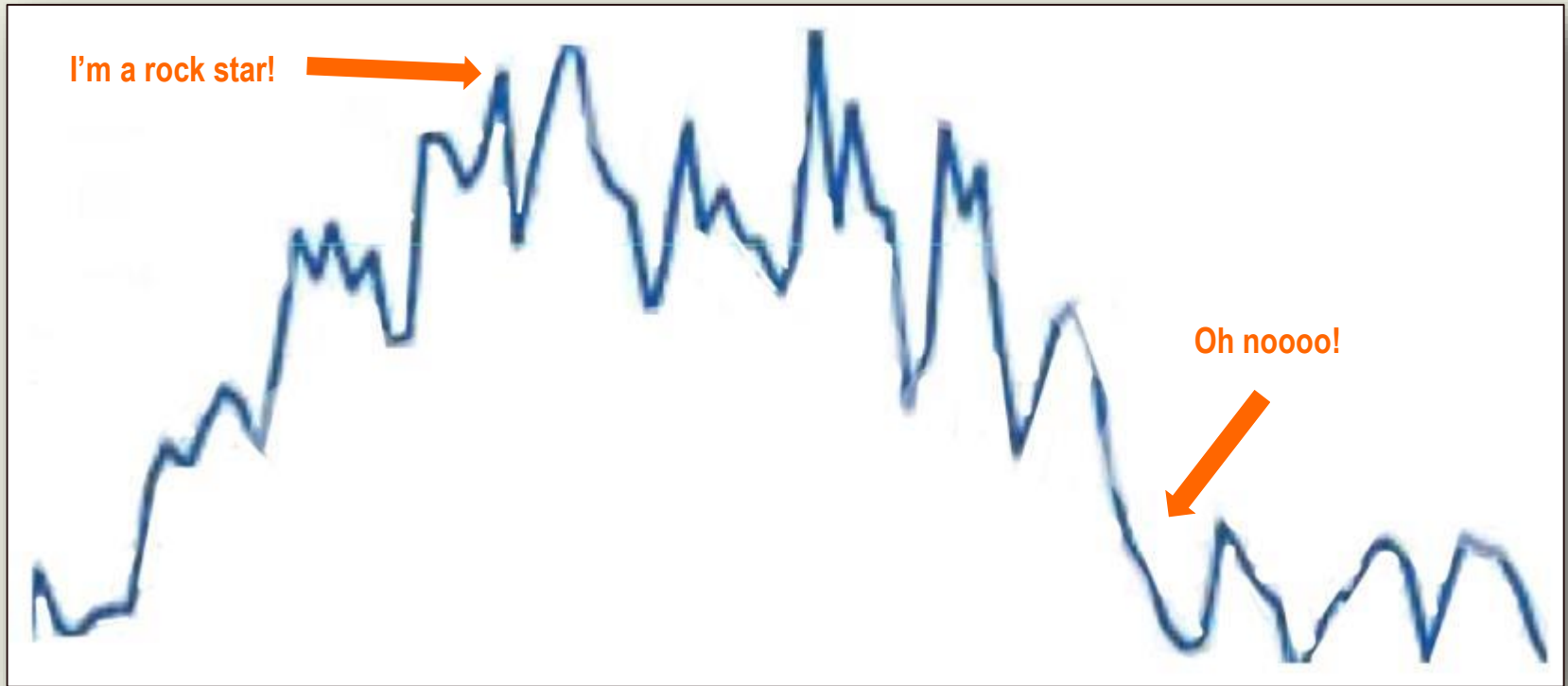
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DON'T LET THIS HAPPEN TO YOU!...



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1. IDENTIFY RISKS

TECHNICAL

- Code
- Platform
- Servers
- Content Management Systems

UX / CONTENT

- Wireframes
- Pages
 - Add/Remove
- Links
 - Add/Remove
- Content
 - Add/Remove

PRODUCT

- Retiring features
- Adding features

SALES / PARTNERSHIPS

- “Top heavy” ad placement
- Lose high authority links
- Excessive # of partner links

TAILORED

- Product
- Development
- Content
- Design/UX
- New hires

ONGOING

- Refreshers
- Breakouts
- Formal
- Informal

- Articles

-

EXAMPLE: "THE BIG PICTURE"

THE PERIODIC TABLE OF SEO SUCCESS FACTORS						
Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.						
ON-THE-PAGE SEO			OFF-THE-PAGE SEO			
CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identify		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻⁴ Privacy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	VI ⁻² Spam			
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking				
Va ⁻¹ Ads						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

3. IMPLEMENT PROCESS

ALERTS/MONITORING

TOUCHPOINTS/CHE
CKLISTS

PRE-/POST-
RELEASE
FLIGHT CHECKS

COMMUNICATE

DOCUMENT

ALERTS & MONITORING

- Alerts
- Analytics
- Scheduled reports
- Webmaster Tools
- Built-in testing



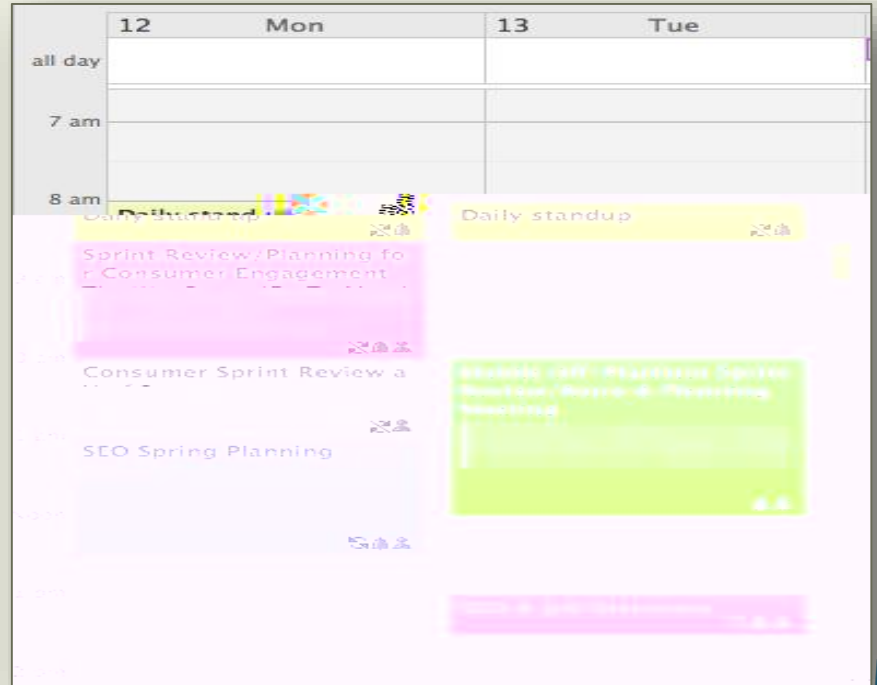
TOUCHPOINTS & CHECKLISTS

- Product owners
- Project /product managers
- Developers
- UX/Designers
- Content



COMMUNICATION

- Daily scrums / standups / chats
- Weekly team meetings
- Attend stakeholder teams meetings
- Be on stakeholder email distro lists



DOCUMENTATION

- Master Directives/Rules
- Technical requirements
- Post-mortems
- Problems & fixes

Page Type	URL	canonical	noindex,follow	blocked by robots.txt	rel=next	rel=prev
Home Page	http://www. [redacted]	self ref	no	no	no	no
State & City Pages						
State Page	http://www. [redacted]	self ref	no	no	no	no
City SRP	http://www. [redacted]	self ref	no	no	yes	no
City Advanced Search	http://www. [redacted]	none	yes	yes	no	no
Map Page	http://www. [redacted]	none	yes	yes	no	no
Map Advanced Search	http://www. [redacted]	none	yes	yes	no	no
City SRP Paginated Page (2)	http://www. [redacted]	none	no	no	yes	yes
City SRP Paginated Page (3)	http://www. [redacted]	none	no	no	yes	yes
City SRP Paginated Page (End)	http://www. [redacted]	none	no	no	no	yes
Landers						
[redacted]	http://www. [redacted]	self ref	no	no	no	no
[redacted]	http://www. [redacted]	self ref	no	no	no	no
[redacted]	http://www. [redacted]	none	no	no	no	no
[redacted]	http://www. [redacted]	none	no	no	no	no
[redacted]	http://www. [redacted]	none	no	no	no	no
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[redacted]	http://www. [redacted]	none	no	no	no	no
[redacted]	http://www. [redacted]	none	no	no	no	no
[redacted]	http://www. [redacted]	none	no	no	no	no

SEO CRISIS CHECKLIST

Analytics

Timing w/code releases

Log files

Robots.txt

Canonicals

Meta robots

Rankings

XML Sitemaps

Server issues

Status codes

Redirects

Inbound links

Algo updates

Manual actions

SUCCESS!



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TAKE-AWAYS

- **Your content discoverability is only as good as your SEO weakest link**
 - *Identify risks & take steps to mitigate*
- **Enterprise-level SEO can't be done in a vacuum**
 - *Educating / communicating with all stakeholders is KEY*
- **Bad things can still happen despite best efforts**
 - *Have an action plan to ensure quick recovery*

Thank you.

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