

MAXIMIZING YOUR TRAFFIC WITH RAINMAKER:

Q&A ON USING RAINMAKER'S POWERFUL SUITE OF TRAFFIC AND SEO TOOLS

PRESENTED BY JEROD MORRIS, CHRIS GARRETT, AND SEAN JACKSON

 RAINMAKER PLATFORM



A few quick notes before we begin ...



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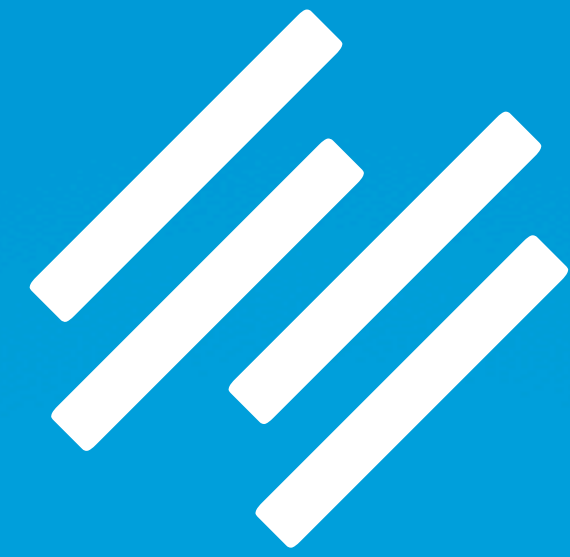
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 - Try reloading the webinar
- **Have no fear: a replay will be available for on-demand viewing at rainmakerplatform.com/site-building-roadmap**



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Question 1 (Peter)

Regarding the slug for a page or post, I know that Rainmaker will automatically produce something. If you are going to edit the slug, however, what (SEO) considerations come into play in deciding what is best (e.g. number of words, relationship to page/post title, etc.) and when would you include (what I think are called) "stop" words in a slug (if ever)?

First of all, you should always edit your slug. Make sure it includes exactly the word(s) you want it to. Leave nothing to chance or automation.



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A good slug will include a keyword or short keyword phrase, and, if possible, answer the intent of the audience.



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“Stop words” in a slug are connecting words (a, is, with, but, etc.) that are often removed to make slugs simpler and more elegant.



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“Stop words” in a slug are connecting words (a, is, with, but, etc.) that are often removed to make slugs simpler and more elegant.

It's fine to remove them, *so long as their removal does not alter the actual meaning of your slug* (e.g. what-is-hearing-loss versus what-hearing-loss).



How to Define Your URL Slug



How to Define Your URL Slug

As soon as you enter your headline, Rainmaker auto-populates a slug.



The screenshot shows the 'Add New Podcast Episode' form in the Rainmaker Platform. The headline field contains the text 'No. 098 How to Manage Your Time More Effectively'. Below the headline, the URL slug is auto-generated as 'no-098-how-to-...re-effectively/'. The interface includes a top navigation bar with 'Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. A right sidebar shows 'Publish' options like 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', and 'Publish immediately'. A bottom toolbar contains various text formatting options like bold, italic, link, and code.



How to Define Your URL Slug

Admin Screen Optio

Add New Podcast Episode [View All](#)

No. 098 How to Manage Your Time More Effectively

Permalink: [https://rainmaker.com/no-098-how-to-...re-effectively/](#) [Edit](#) [View Episode](#)

[Add Media](#) Visual Text

b i link b-quote del ins img ul ol li code more close tags

Publish

[Save Draft](#)

[Preview](#)

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

[Publish immediately](#) [Edit](#)

SEO: N/A

Notice how long and ugly that is?



How to Define Your URL Slug

Click "Edit" to edit the slug.

The screenshot shows the 'Add New Podcast Episode' page in the Rainmaker Platform. The title field contains the text 'No. 098 How to Manage Your Time More Effectively'. Below the title field are two buttons: 'Edit' and 'View Episode'. A red arrow points from the 'Edit' button to the left, towards the text 'Click "Edit" to edit the slug.' The right sidebar shows the 'Publish' section with the following options: 'Save Draft', 'Preview', 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish immediately Edit', and 'SEO: N/A'. The top navigation bar includes '+ Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. The top right corner has a gear icon and 'Admin Screen Optio'.



How to Define Your URL Slug

Now you can add your own slug text, then click "Ok".



The screenshot shows the 'Add New Podcast Episode' interface. At the top, there's a blue navigation bar with icons for 'Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. Below this is a title 'Add New Podcast Episode' with a 'View All' button. The main content area has a text input field containing 'No. 098 How to Manage Your Time More Effectively'. Below that is a slug input field with the text 'no-098-how-to-manage-your-' and 'OK' and 'Cancel' buttons. A red arrow points from the text on the left to this slug field. Below the slug field is an 'Add Media' button and a rich text editor with tabs for 'Visual' and 'Text'. The right sidebar is titled 'Publish' and contains several options: 'Save Draft', 'Preview', 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish immediately Edit', and 'SEO: N/A'.



How to Define Your URL Slug

Remember: keep it simple, but include a relevant keyword or keyword phrase that will immediately signal to an audience member what the page is about.

The screenshot shows the 'Add New Podcast Episode' form in the Rainmaker Platform. The title field contains 'No. 098 How to Manage Your Time More Effectively'. Below the title, the 'Permalink' field is populated with 'http://rainmaker.fm/audio/no-098-how-to-manage-your-'. The interface includes a top navigation bar with 'Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. A right sidebar shows 'Publish' options: 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', 'Publish immediately', and 'SEO: N/A'.



How to Define Your URL Slug

In this case, the “no-098” part is not needed, and I can shorten the headline phrase into something simpler.

The screenshot shows the 'Add New Podcast Episode' interface. At the top, there is a navigation bar with options: '+ Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. Below this, the main heading is 'Add New Podcast Episode' with a 'View All' button. The main content area contains a text input field with the headline 'No. 098 How to Manage Your Time More Effectively'. Below the headline is a URL slug input field containing 'no-098-how-to-manage-your-' followed by 'OK' and 'Cancel' buttons. A large red arrow points from the left towards this slug field. Below the slug field is an 'Add Media' button and a rich text editor with tabs for 'Visual' and 'Text'. The right sidebar contains a 'Publish' section with buttons for 'Save Draft' and 'Preview', and status/visibility settings: 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish immediately Edit', and 'SEO: N/A'.



How to Define Your URL Slug

This is much simpler, and includes a relevant keyword phrase. (Also notice how individual words are separated by dash marks.)



The screenshot shows the 'Add New Podcast Episode' interface. At the top, there's a navigation bar with 'Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. Below that, the main heading is 'Add New Podcast Episode' with a 'View All' button. The episode title is 'No. 098 How to Manage Your Time More Effectively'. Below the title is a text input field for the URL slug, which contains 'time-management'. A red arrow points from the text on the left to this input field. To the right of the slug field are 'OK' and 'Cancel' buttons. Below the slug field is an 'Add Media' button and a rich text editor with 'Visual' and 'Text' tabs. The right sidebar is titled 'Publish' and contains several options: 'Save Draft', 'Preview', 'Status: Draft' with an 'Edit' link, 'Visibility: Public' with an 'Edit' link, 'Publish immediately' with an 'Edit' link, and 'SEO: N/A'.



How to Define Your URL Slug

If you are a podcaster, you *might* consider using a numbering convention for your slugs to make reading show notes URLs easier (but keywords are still better).

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Question 1a (Peter)

I have to admit that I have not used the Social Post Scheduling yet (I generally use HootSuite for that sort of thing). Is it possible to repeat, say, tweets about particular posts and revisit / retweet posts after the passage of time (say, months later)?

Not presently. You would need to recreate the social share.



Question 2 (Jarmar)

Jerod mentioned using the Canonical link feature for a blog post related to a podcast. Can we see an example of that and what SEO/traffic advantages does that provide?



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The benefit of creating separate podcast/blog posts: optimize the on-page experience for each one. De-clutter reading experience for the blog post and highlight attention on player for podcast post.



Question 2 (Jarmar)

Jerod mentioned using the Canonical link feature for a blog post related to a podcast. Can we see an example of that and what SEO/traffic advantages does that provide?

The benefit of using the Canonical URL: since Google will filter duplicate content (though not penalize you), using the Canonical tag will ensure that the URL you want to surface in search results is the one that actually surfaces.



Using Canonical URL on Podcast Version of Blog Post



Using Canonical URL on Podcast Version of Blog Post



ABOUT CONTENT FORUMS MEMBERS SUBSCRIBE LIVE

JEROD MORRIS / APRIL 10, 2017

3 Reasons Why Ed Schilling Will Be a Great Addition to Archie Miller's Staff

A few thoughts about Indiana basketball posted on the morning of April 10, 2017 ...

(Note: To listen to the podcast version of today's 3-point shot, [click here](#).)

A report broke over the weekend [from Jeff Goodman](#) that confirms what Jeff Rabjohns had been saying over at the [Peegs premium forum](#) for a few days now: Ed Schilling appears likely to fill the third and final slot on Archie Miller's coaching staff.

While the staff will be announced all at once, it is expected to include the following names:

- Assistant Coach: Bruiser Flint
- Assistant Coach: Tom Ostrom
- Assistant Coach: Ed Schilling
- Director of Basketball Operations: Bill Comar

Ostrom and Comar were both with Archie Miller at Dayton. Schilling has spent the last four seasons with Steve Alford at UCLA.

So why are people, including me, so excited about the prospect of Schilling joining the

Here is the blog post version. Notice how the page is clean and optimized for reading.



Using Canonical URL on Podcast Version of Blog Post



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Also, I provide a link right at the beginning to alert people to the podcast, should they prefer to listen.





Using Canonical URL on Podcast Version of Blog Post

Now here is the podcast version. Notice how the page highlights the podcast player and links to other listening sources. Reading is secondary.

(Further down the page, a link is provided to the blog post.)

The screenshot shows the top of a website article. At the top left is the logo for 'The Assembly Call' with 'est. 2011' below it. To the right are navigation links: ABOUT, CONTENT, FORUMS, MEMBERS, SUBSCRIBE, and LIVE. Below the navigation is the author and date: JEROD MORRIS / APRIL 10, 2017. The main heading is 'Podcast: 3 Reasons Why Ed Schilling Will Be a Great Addition to Archie Miller's Staff'. Below the heading is a circular logo for 'The Assembly Call' and the text 'Podcast: 3 Reasons Why Ed Schilling Will Be a Great Addition to Archie Miller's Staff' by JEROD MORRIS. A podcast player is visible with a play button, a progress bar from 00:00 to 19:20, a volume icon, and a share icon. Below the player is a red button that says 'DOWNLOAD AUDIO'. Underneath are six social sharing icons: YouTube, Apple Music, SoundCloud, Spotify, Stitcher, and iHeartRadio. The main text of the article begins: 'A report broke over the weekend [from Jeff Goodman](#) that confirms what Jeff Rabjohns had been saying over at the [Peegs premium forum](#) for a few days now: Ed Schilling appears likely to fill the third and final slot on Archie Miller's coaching staff. While the staff will be announced all at once, it is expected to include the following names:'



Using Canonical URL on Podcast Version of Blog Post

**Which of the two pages
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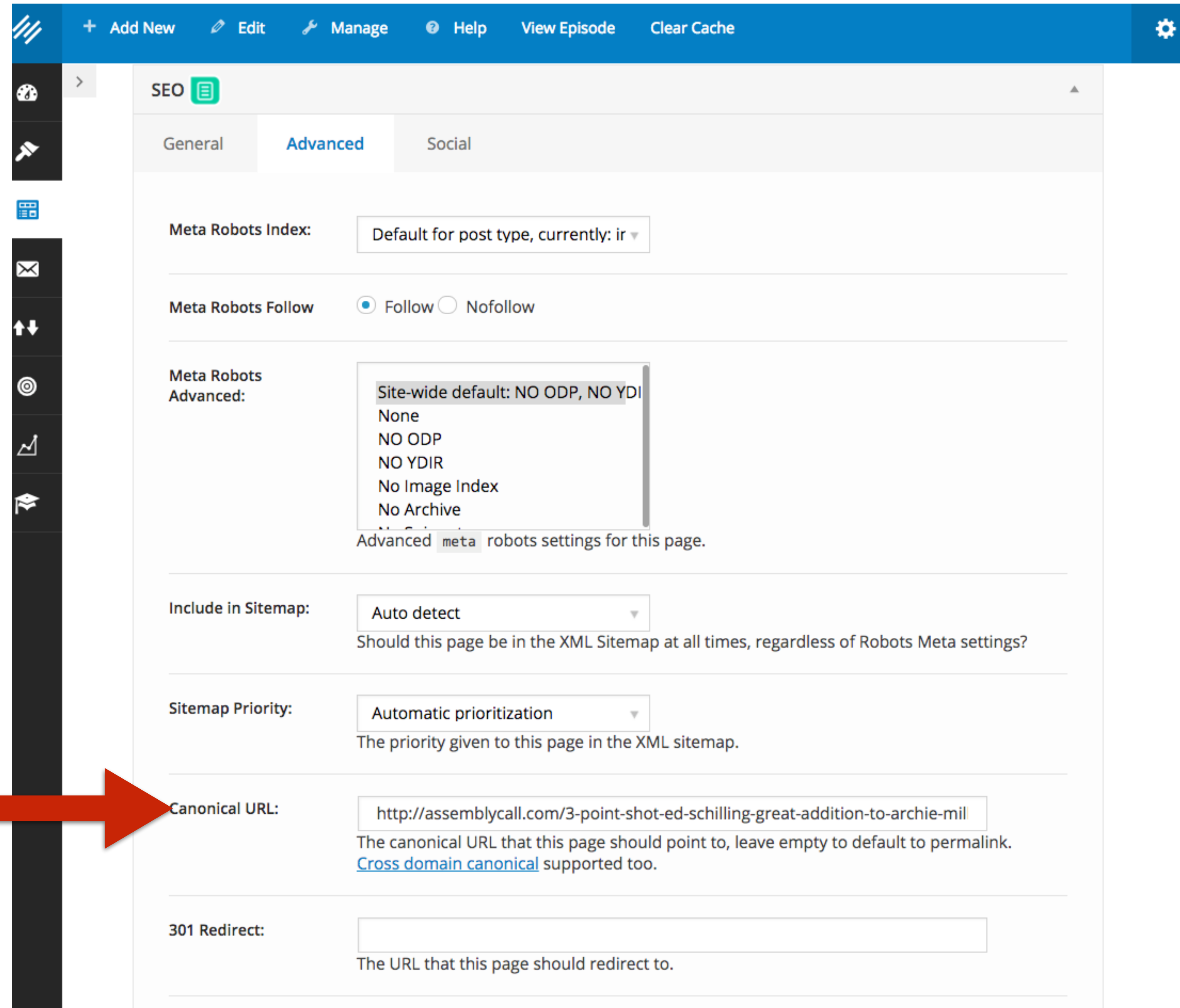
Using Canonical URL on Podcast Version of Blog Post

Which of the two pages would I prefer to surface in search engines?

The blog post page — it has more text content, which should increase its likelihood of surfacing for relevant searches.

Using Canonical URL on Podcast Version of Blog Post

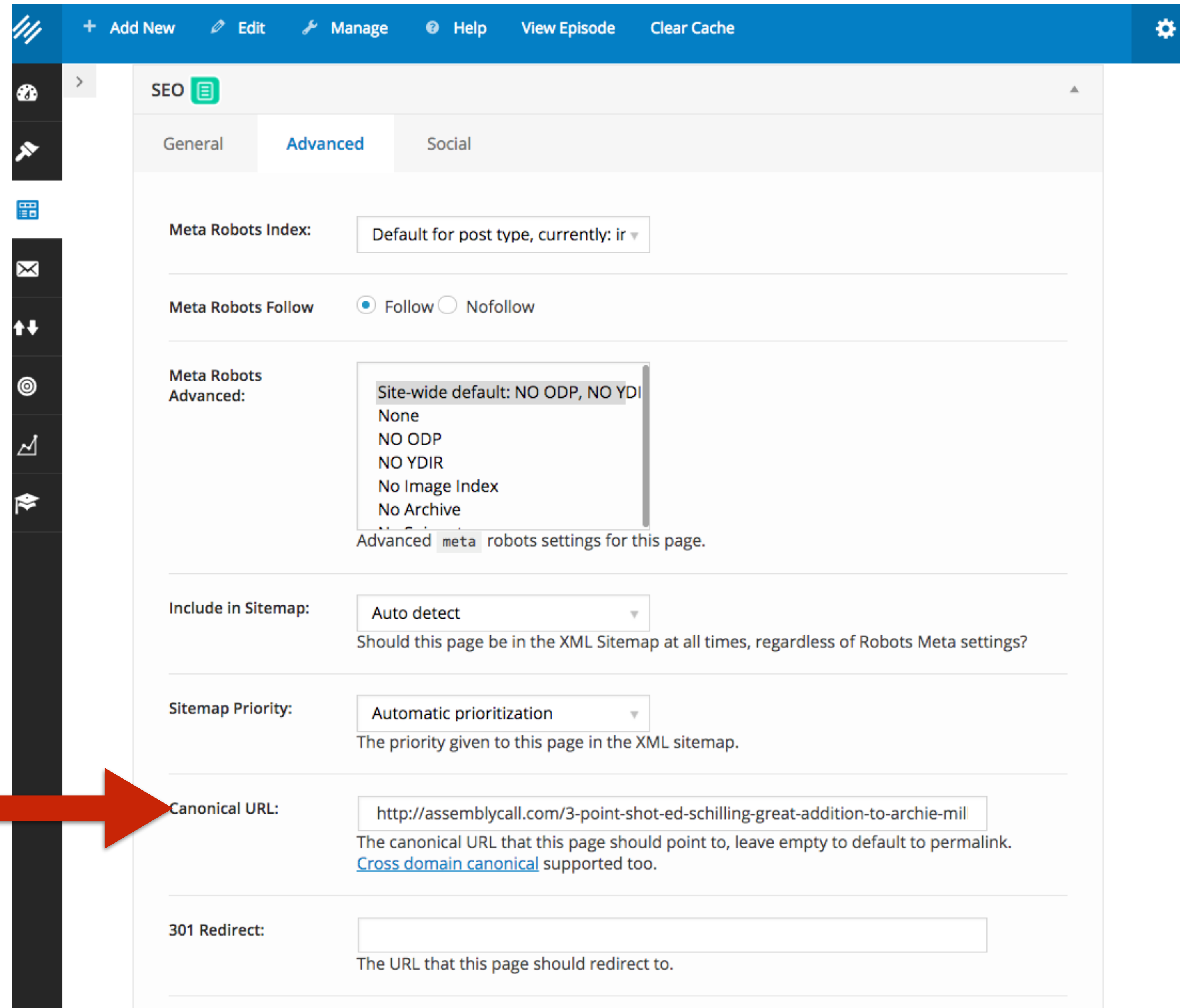
So in the SEO widget on the podcast edit page, under the “Advanced” tab, I’ve included the link to the blog post as the Canonical URL.



The screenshot shows the 'SEO' widget interface with the 'Advanced' tab selected. The 'Canonical URL' field is highlighted with a red arrow and contains the URL 'http://assemblycall.com/3-point-shot-ed-schilling-great-addition-to-archie-mil'. Other visible settings include 'Meta Robots Index' set to 'Default for post type, currently: ir', 'Meta Robots Follow' set to 'Follow', 'Meta Robots Advanced' set to 'Site-wide default: NO ODP, NO YDI', 'Include in Sitemap' set to 'Auto detect', and 'Sitemap Priority' set to 'Automatic prioritization'.

Using Canonical URL on Podcast Version of Blog Post

This tells search engines that the blog post is the “original” content and should be given preference over the podcast post for search results.



The screenshot shows the 'SEO' settings for a page, specifically the 'Advanced' tab. The 'Canonical URL' field is highlighted with a red arrow and contains the URL <http://assemblycall.com/3-point-shot-ed-schilling-great-addition-to-archie-mil>. Other visible settings include:

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- Include in Sitemap: Auto detect
- Sitemap Priority: Automatic prioritization
- 301 Redirect: (Empty field)





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About 370,000 results (0.51 seconds)

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|  <p>Report: Indiana coaching staff to include Bruiser Flint, Tom Ostrom and Ed Schilling</p> <p>Inside the Hall · 2 days ago</p> |  <p>Archie Miller's coaching staff has been revealed</p> <p>The Crimson Quarry · 2 days ago</p> |  <p>UCLA Assistant Ed Schilling to IU; Who Replaces Him? - Ucla</p> <p>Scout · 2 days ago</p> |
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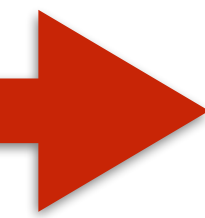
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Result: on front page of search results for “ed schilling indiana”, and it’s the blog post, not then podcast episode page.





Google ed schilling indiana

All News Images Maps Videos More Settings Tools

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Also: this reminded me that I need to submit The Assembly Call to Google News! (I thought I had, but upon further review I realized I hadn't.)



Question 3 (Christine)

I entered both the keyword "proactive" and the key phrase "how to be proactive" in my traffic/outreach area and was graded a D. What is this looking at? When you search "how to be proactive" in google, it pulls a definition from my article and provides the link to an article on my site. This is the very first result listed. It seems insane to have a grade of D for that and it makes me question the accuracy of what Rainmaker is looking at. Can you explain what creates this letter grade?

Short answer here



Question 3a (Christine)

Is there any chance you're adding a feature in the future to allow for automated social scheduling? For example, when a blog post gets published it will automatically post on Facebook, twitter, etc?



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Is there any chance you're adding a feature in the future to allow for automated social scheduling? For example, when a blog post gets published it will automatically post on Facebook, Twitter, etc?

You can already have the social post go live when a scheduled post publishes using the Social Scheduler tool. You just can't set it from the post screen. (Also, if you want ALL posts to be automatically posted to your social accounts when published on your site, there are third-party apps that can assist with that.)



Question 4 (Arthur)

How can SEO and Social be used with Curated Content? For example: When using Rainmaker's Post-Level SEO and Social Tools, can I treat a post I've created from curated content the same way as I would for a "traditional" post? Would this change under either of these circumstances: 1) I add a single curated source to one of my own articles - as a way to enhance it; 2) I combine multiple curated sources to create a curation only post - similar to Brian Clark's further.net. Do you have any other tips / tricks for using SEO and Social for Curated Content?



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Why would the SEO and Social strategy for a post with curated content be any different than a post with all original content? Either way, you have a URL with content on it, which delivers some amount of value, and you are looking to get that URL in front of the people who will find it valuable.



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So ... You need a headline that makes a promise your content (curated or otherwise) delivers on, and that headline should include keywords your audience will recognize and use when searching for the answers your content provides.



Here is a curated post from MakerHacks.com.

YOU ARE HERE: [HOME](#) / [IDEAS](#) / 34 OF THE BEST 3D PRINTING FACEBOOK GROUPS

34 of the Best 3D Printing Facebook Groups

CHRIS GARRETT

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- GROUPS YOU'RE IN
- Under Construction: An Open Source 3D Printing Group
 - 3D Printing Experts
 - 3D Printed Multirotors
 - 3D Printer Builders/Designers
 - 3D Scanning and Printing
 - BB-8 Builders Club

Facebook has quickly become THE place to discuss 3D printing. I have to say I probably spend more coffee break time geeking out about 3D printing on

The website for makers and hackers – Arduino, Raspberry Pi, 3D Printing and more

Get fresh makes, hacks, news, tips and tutorials directly to your inbox, plus access to the next 3D CAD and Printing online training!

For a limited time only - Get the Robot Building course *absolutely free!*

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The headline makes a simple promise that the content delivers on.

The website for makers and hackers – Arduino, Raspberry Pi, 3D Printing and more

Get fresh makes, hacks, news, tips and tutorials directly to your inbox, plus access to the next 3D CAD and Printing online training!

For a limited time only - Get the Robot Building course *absolutely free!*

Fields marked with a * are required.

First Name

Email *



YOU ARE HERE: [HOME](#) / [IDEAS](#) / 34 OF THE BEST 3D PRINTING FACEBOOK GROUPS



34 of the Best 3D Printing Facebook Groups

CHRIS GARRETT

[g+](#) 0 [f](#) 0 [Tweet](#) [p](#) 0 [v](#) 0

- GROUPS YOU'RE IN
- [Under Construction: An Open Source 3D Printing Group](#)
 - [3D Printing Experts](#)
 - [3D Printed Multirotors](#)
 - [3D Printer Builders/Designers](#)
 - [3D Scanning and Printing](#)
 - [BB-8 Builders Club](#)

Facebook has quickly become THE place to discuss 3D printing. I have to say I probably spend more coffee break time geeking out about 3D printing on

It is also optimized for searches around “3d printing Facebook groups,” as well as structured to attract social media attention (big number, use of the word “best,” etc.).

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The only element of this page that might be different from a “normal” post on the site is the goal.

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34 of the Best 3D Printing Facebook Groups

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The goal for this page is to attract a click, have the post be read, and ultimately deliver value in the form of people learning about these Facebook groups (which you assume they'll click over to).

YOU ARE HERE: [HOME](#) / [IDEAS](#) / 34 OF THE BEST 3D PRINTING FACEBOOK GROUPS

34 of the Best 3D Printing Facebook Groups

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0 0 Tweet 0 0

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CHRIS GARRETT

g+ 0
f 0
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p 0
0

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Email *

But before people click away, you hope some authority is built for yourself, and maybe even that some people decide to subscribe.



Here is a curated post from further.net. (It includes links to external articles about health, wealth, wisdom, and travel.)

The screenshot shows a web browser window with the following elements:

- Browser tab: Start A Habit That Sticks - Fur...
- Address bar: further.net/start-habit-sticks/
- Text: Get the very best tips, trends, stories, and science about health, wealth, wisdom, and travel - without the noise and fluff.
- Form: Email Address input field and a red JOIN US button.
- Text: NO CHARGE. NO SPAM. UNSUBSCRIBE ANYTIME.
- Section Header: **Start A Habit That Sticks**
- Date: APRIL 11, 2017
- Quote: **We are what we repeatedly do. Excellence, then, is not an act, but a habit.**
- Attribution: ~ Will Durant
- Image: A black and white photograph of a person performing a handstand.



Get the very best tips, trends, stories, and science about health, wealth, wisdom, and travel - without the noise and fluff.

NO CHARGE. NO SPAM. UNSUBSCRIBE ANYTIME.



Start A Habit That Sticks

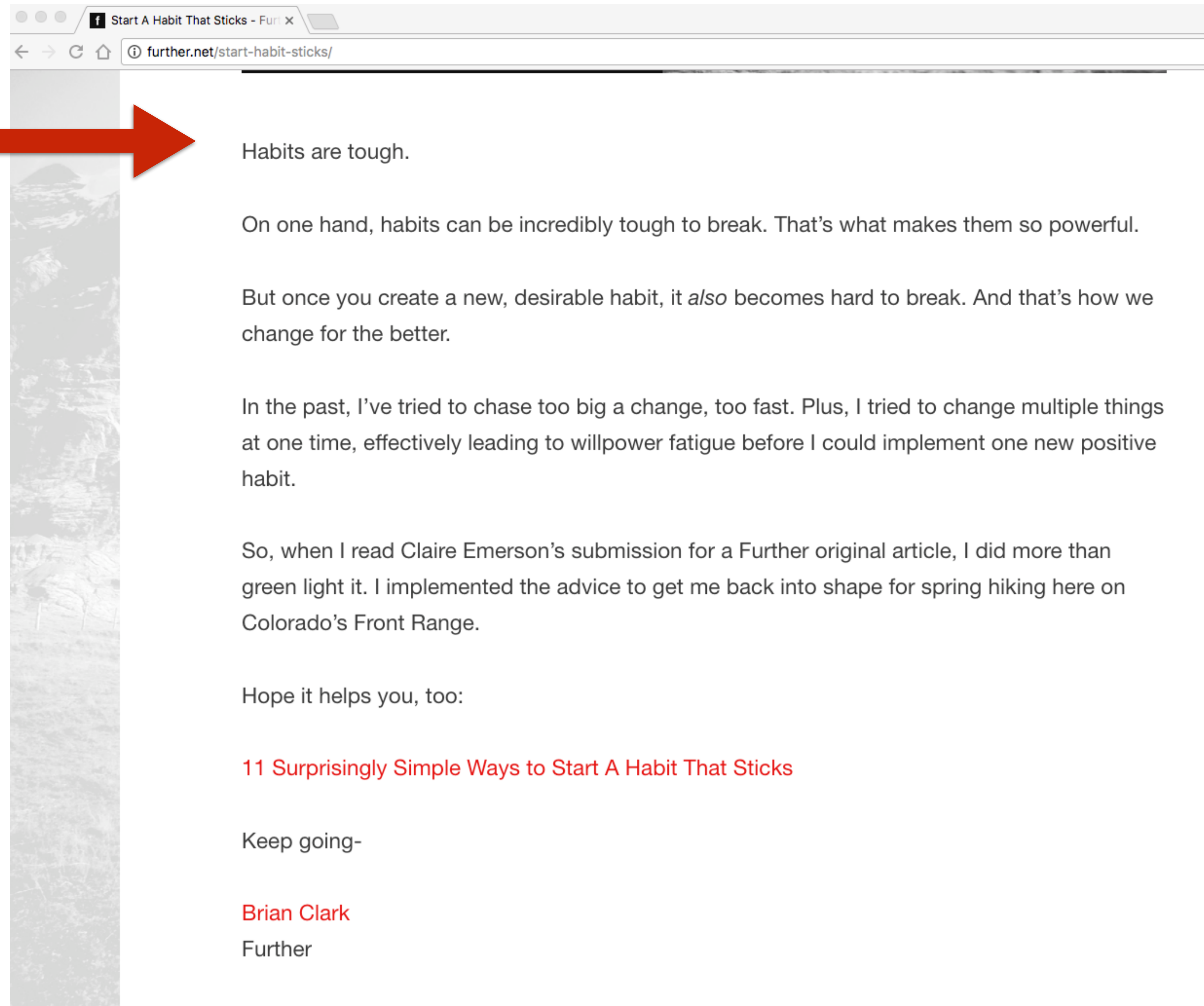
APRIL 11, 2017

The headline makes a promise that the post needs to deliver on (and hopefully with more substance than just another link to click).



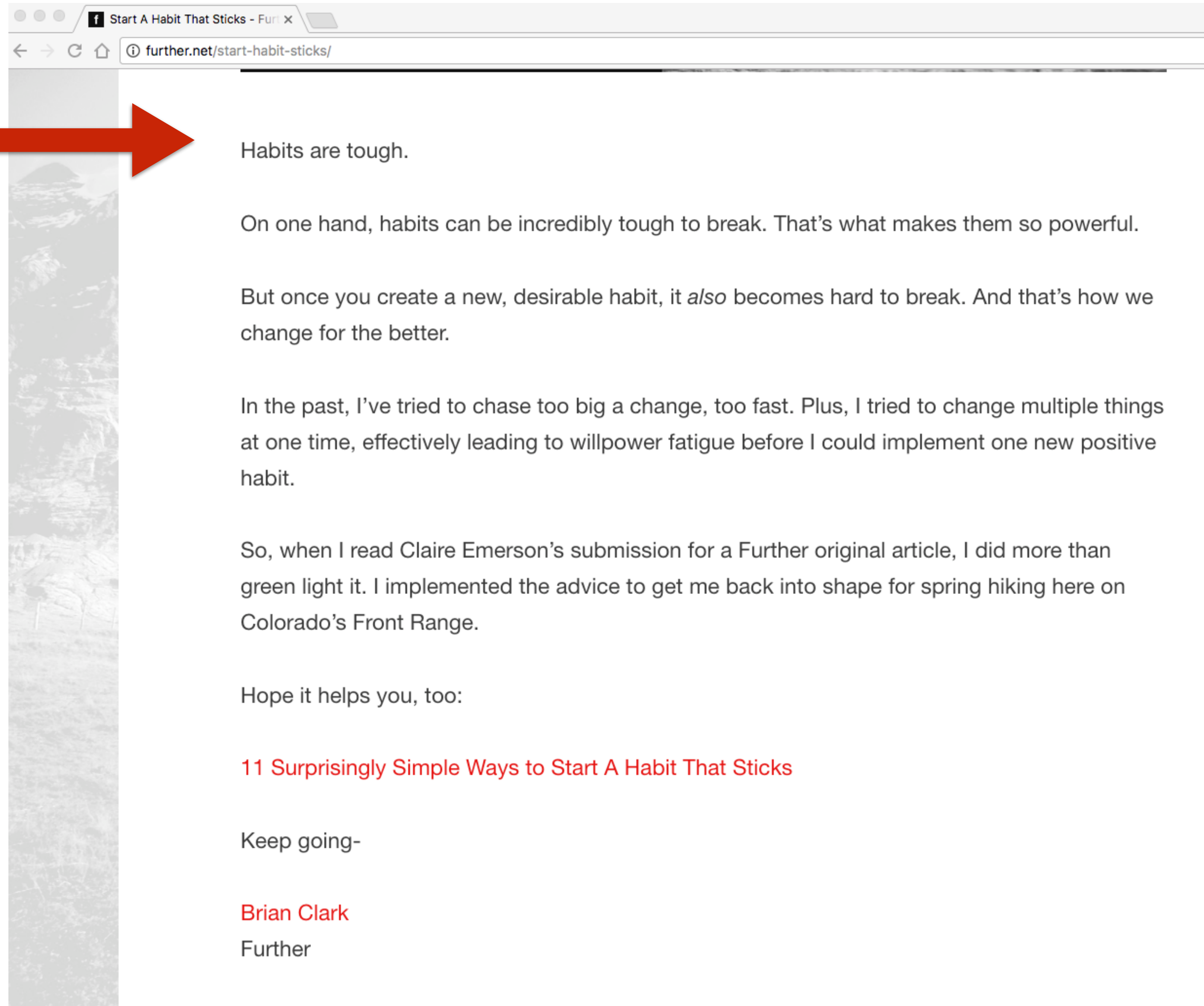


It delivers. Brian includes a useful five-paragraph description that describes his personal experience with habits and sells the value of clicking on the link. (Note: In this particular case, it's a link to an article on further.net, but often it's not.)





The presence of this copy will keep people on the page longer, give them value independent of the next link click, and thereby confer authority onto Brian and the site.





**And hopefully it compels
the reader to subscribe.**

The screenshot shows a web browser window with the following elements:

- Browser Tab:** Start A Habit That Sticks - Furl X
- Address Bar:** further.net/start-habit-sticks/
- Page Header:** Start A Habit That Sticks - Further
- Main Text:** Get the very best tips, trends, stories, and science about health, wealth, wisdom, and travel - without the noise and fluff.
- Form:** An input field labeled "Email Address" and a dark red "JOIN US" button.
- Disclaimer:** NO CHARGE. NO SPAM. UNSUBSCRIBE ANYTIME.
- Central Callout Box:** A white box with the heading "Live Your Best Life" and the same text and form as the main page.
- Bottom Section:** A dark background with the quote "We are what we repeatedly do. Excellence, then, is not an act, but a habit." attributed to ~ Will Durant. To the right is a grayscale image of a person performing a handstand.



Question 5 (Dan)

Is it better to keep your SEO title to 60 characters or fewer and your SEO description to 140-150 characters or fewer? Or is it better to have these items read well, with all the necessary keywords in place and go over the character limits a bit?



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For titles, put your most important keywords toward the beginning ... and don't worry about including all possible variations. Trust the search engines to get it. ;-)

For descriptions, think like a copywriter. They aren't an official ranking factor, but the words you write will influence clicks, which will in turn influence traffic, visitor expectations, and rankings.



Question 6 (Will)

I've paid very little attention to ranking, and continue to see my list grow, likely from creating worthy content that gets shared. I lucked out on a blog post a year ago about a dangerous dog drug, and now appear on page 1 of the SERP for that drug's name. In general, what few low hanging fruits should I be picking that aren't just good content + Rainmaker goodness to increase my SEO?

Thanks guys.



3 Pieces of Low-Hanging SEO Fruit

That aren't just good content + Rainmaker goodness ...



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2. **Focus on your internal link structure** — especially to cornerstone pages
3. **Pay attention to details** — URL slugs, keywords in h2 subheads, including descriptive ALT tags on images, etc.
 - ***And remember:*** these details aren't just about optimizing your site “technically” for a search engine; they are as much about improving the visitor experience.



Question 7 (Tanya)

What do these two really mean? [Page Score + Site Score]

For one page I got: Page Score 100 + Site Score 50. The 100 sounds fantastic. Does that mean I win?



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The Page Score and Site Score rank how optimized your post, and your site as a whole, is for the keyword you have chosen to analyze for.



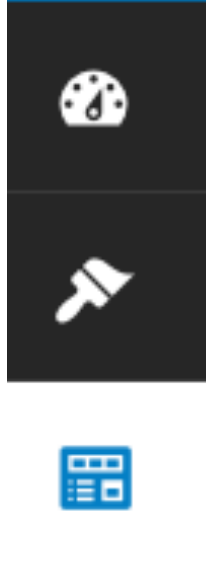
Question 7 (Tanya)

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So if you got a 100 for your page score, that means the page itself is highly optimized for that particular keyword. Your site, on the other hand, is only halfway there.

Without more detail, the Site Score is difficult to judge. But if the primary keyword for this post is *also* a primary keyword for your entire site, then you should take it as a suggestion to improve the site's overall optimization for that keyword.



> Add Media

b i link b-quote del ins img ul ol li code more close tags Copy HTML 

what if a publisher doesn't allow links back to your site? Move on. It's not just about SEO -- if a reader is interested in seeing more of your work, they should be able to simply click a link to do so. That's how the web works.

If you're limited to a bio link, see if you can point to something more valuable than your home page. A free guide or course that `gets people onto your email list` is the primary goal ahead of SEO.

`<h3>2. Podcast interviews</h3>`

The explosion of podcasting, especially the interview format, is a potential boon for exposure and links. In short, `podcasters need a constant supply of guests`, and you should position yourself as a viable option.

The links appear in the show notes, and this can be a great way to get citations to your home page, your valuable opt-in content, and your most impactful articles. But you have to find a way to get on the show in the first place.

This may be more doable than you think, because as I said, podcasters need a constant supply of fresh guests. And take it from me -- we're looking for new and interesting people outside of the typical echo chamber that exists in every niche.

Enter a keyword

[Previous Keyword Suggestions](#)

Target Term
`link building` [\(clear\)](#)

Content Optimizer

60

Page Score

30

Site Score

- Title Tag Ready
- Meta Description Ready
- Content Ready

Link Building

Content analyzed. Link building ready.

Link Term:



 Quick Help



Question 7a (Tanya)

What about SEO tricks for search, like submitting site/pages to google, things like that?



Question 7a (Tanya)

What about SEO tricks for search, like submitting site/pages to google, things like that?

While you should consider submitting your site to Google News, if it qualifies, you don't *need* to submit your site to Google. If you have a new site, simply start posting your links to your social media accounts and the search engines will follow. Then, once you're in the index, the only real "trick" is to show search engines in a variety of ways that you're delivering an exceptional visitor experience.



Comment 7b (Tanya)

Hey Jerod, in an email you asked for a creative 404 Page. I think I got one, go find it ...



♦ TANYA ♦

SHOW + TELL ◉

T-TOOLS √

SOCIAL + BLING

Member Login

★ design your brand + energize your life

ruh roh . . .



design your brand & energize your fancy pants life

Get your *fancyfive* prime actions and
prep your brand to become **The Luminary**

Enter your Name & E-Mail below ↓



Custom 404 Page

The screenshot displays the admin dashboard interface. At the top, a blue header bar contains a gear icon for settings, a user profile picture, and the text "Greetings, Jerod M". Below the header, a settings menu is open, listing options: General, Design, Content, Traffic, Email, Conversion, Results, Podcast, Social, and Rainmaker Labs. The main content area features several analytics widgets, each with a dropdown arrow: "Google Analy...", "Membership...", "Stripe Balanc...", "Membership...", "Membership Order Statistics", and "Membership Subscriptions Summary".



Custom 404 Page

A screenshot of a dashboard sidebar menu. The top bar is blue and contains a gear icon, a profile picture, and the text "Greetings, Jerod M". Below this, a dropdown menu is open, listing various settings categories: General, Design, Content, Traffic, Email, Conversion, Results, Podcast, Social, and Rainmaker Labs. The main sidebar contains several menu items with dropdown arrows: Google Analytics, Membership, Stripe Balance, Membership, Membership Order Statistics, and Membership Subscriptions Summary.

A screenshot of a "404 Page" configuration interface. The top navigation bar is blue and includes "Add New", "Edit", "Manage", "Help", and "Clear Cache" buttons, along with a gear icon and a profile picture with the text "Greetings, Jerod Morris". The main content area is titled "404 Page" and features a dropdown menu for "Select 404 Landing Page" set to "Custom 404 Page". Below this is a text box for "404 Page Title" containing the text "Uh oh! There seems to be an issue". The "404 Page Content" section has a rich text editor with a toolbar containing "Add Media", "b", "i", "link", "b-quote", "del", "ins", "img", "ul", "ol", "li", "code", and "close tags" buttons. The content area shows HTML code for a 404 error message, including an h3 tag, a paragraph, a link, and an iframe for a YouTube video. A "Quick Help" button is visible on the right side of the interface.



Question 8 (Claire)

What should we do for SEO on landing pages? It is it not necessary? I find that the SEO summary never shows the content having the target term in it.



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What should we do for SEO on landing pages? It is it not necessary? I find that the SEO summary never shows the content having the target term in it.

The SEO for a landing page is no different from any other page. In fact, we should think of *all* pages as landing pages, especially when it comes to optimizing for search and social.



Question 8 (Claire)

What should we do for SEO on landing pages? It is it not necessary? I find that the SEO summary never shows the content having the target term in it.

As for pages built using Rainmaker's Landing Page tool, the Content Optimizer will *not* always provide accurate results. (This is a bug. It depends on which Content Areas you use.)
If you want to check your content with the Optimizer tool, paste it into a regular post or page draft and run the Content Optimizer on it. Then simply delete that draft page.



Question 9 (Tracie)

My question has to do with the Content Optimizer. I have 14 posts so far. Most are around 1500 words, some are a little over 2000 words and a couple are around 1000 words. I have a page score of 100 on all but one, which has is an 88. The site scores for my main focus key words, emotional eating and mindless emotional eating, range from 38 to 62.

Will my site score go up with more pages and it's just an amount/number of posts content issue or is there something else that I need to do? How much should I be looking at the site score as an indication that I'm on the right track with SEO?



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Will my site score go up with more pages and it's just an amount/number of posts content issue or is there something else that I need to do? How much should I be looking at the site score as an indication that I'm on the right track with SEO?

As you create more content centered on the key term, your site score will go up. This is not a function of pages but of content centered on your keyword(s)



Question 10 (Jeff)

Hi guys, loving these trainings. My questions: 1. If I apply your advice on best SEO practice to my site, could I still be penalized by Google if the site(s) I link to are not of the same standard? And 2. Is the external backlinks tab (Outreach Options) the way to check?



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Every link on your site passes “link juice” (i.e. your earned authority and trust with search engines) from your site to whatever site is being linked to. So don’t waste it on any site you question. This is also the reason why internal linking is important.

If you question the site you are linking to, use the rel=nofollow attribute in your hyperlink. Example: `click here to see an example of a spammy site`



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The outreach options are there to help you find sites that you can potentially get links *from*.



Question 10a (Jeff)

Could you explain more about making anchor text "diverse and more semantically relevant" please? I'm unclear if you are referring to the benefits of using branded and unique type anchors as opposed to exact match or long tail anchors? An example would be useful.

Sure ...



Diversity in Backlink Anchor Text



Diversity in Backlink Anchor Text

You want your backlinks (links from other sites pointing to your site) to have the following attributes:



Diversity in Backlink Anchor Text

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1. **Natural** — a survey of your backlinks shouldn't immediately reveal an obvious link “strategy”



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3. **Diverse** — the way to be semantically relevant *and* natural is for the anchor text from link to link to have diversity



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1. **Natural** — a survey of your backlinks shouldn't immediately reveal an obvious link “strategy”
2. **Semantically relevant** — that said, you still want the anchor text on some links to include important keywords
3. **Diverse** — the way to be semantically relevant *and* natural is for the anchor text from link to link to have diversity
 - Primary keywords
 - Longer-tail keyword phrases
 - “click here”
 - Your URL



Diversity in Backlink Anchor Text

<http://www.businessaffinity.co.uk/>



Diversity in Backlink Anchor Text

<http://www.businessaffinity.co.uk/>

Strategy #1

1. business consultants in london
2. london business consultants
3. business consultants in london
4. business consultants london
5. london business consultants



Diversity in Backlink Anchor Text

<http://www.businessaffinity.co.uk/>

Strategy #1

1. business consultants in london
2. london business consultants
3. business consultants in london
4. business consultants london
5. london business consultants

This link wouldn't be grammatically correct (and would therefore be unnatural) in any sentence or description of your business.





Diversity in Backlink Anchor Text

<http://www.businessaffinity.co.uk/>

Strategy #1

1. [business consultants in london](#)
2. [london business consultants](#)
3. [business consultants in london](#)
4. [business consultants london](#)
5. [london business consultants](#)



While this is probably a term that is searched often, it won't often appear naturally in on-page copy. Trust the search engines to know that your site is relevant for this search even without example after example of this specific anchor text linking to your site.



Diversity in Backlink Anchor Text

<http://www.businessaffinity.co.uk/>

Strategy #1

1. [business consultants in london](#)
2. [london business consultants](#)
3. [business consultants in london](#)
4. [business consultants london](#)
5. [london business consultants](#)

“Strategy” #2

1. [business consultants in london](#)
2. [businessaffinity.co.uk/](#)
3. [click here to learn more](#)
4. [Business Affinity](#)
5. [this london consulting business](#)



Diversity in Backlink Anchor Text

<http://www.businessaffinity.co.uk/>

**Notice the diversity,
and how you can
easily envision each of
these links appearing
naturally on a page.**

Strategy #1

1. [business consultants in london](#)
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3. [business consultants in london](#)
4. [business consultants london](#)
5. [london business consultants](#)

“Strategy” #2

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3. [click here to learn more](#)
4. [Business Affinity](#)
5. [this london consulting business](#)



What's next?



Upcoming Sessions

How to Leverage Your Traffic Into Better Decisions and More Conversions

Thursday, April 20, 2017 at 4:00 p.m. ET

Q&A on Leveraging Your Traffic Into Better Decisions and More Conversions

Friday, April 28, 2017 at 2:00 p.m. ET



 RAINMAKER PLATFORM