



MAXIMIZING YOUR TRAFFIC WITH RAINMAKER

HOW TO USE RAINMAKER'S POWERFUL SUITE OF TRAFFIC AND SEO TOOLS

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

 RAINMAKER PLATFORM



A few quick notes before we begin ...



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- **Can you hear us okay? (What is your goal for today's session?)**



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- **To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)**



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- **Have issues?**



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- Have issues?
 - **Check your settings**



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 - **Let us know in Questions box**



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 - Check your settings
 - Let us know in Questions box
 - **Try reloading the webinar**



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 - Let us know in Questions box
 - Try reloading the webinar
- **Have no fear: a replay will be available for on-demand viewing**



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Content Marketing Strategy

Attraction

Drive offline contacts to incentive content/downloads

OFFLINE
Referrals, Workshops, Events, Meetings

ONLINE
Forums, Social, Blogs, Webinars, Interviews, Articles

Create content to attract most wanted prospects

Retention

Attract searchers, demonstrate domain knowledge and expertise through blog

Blog

Email

Capture interested prospects on email list(s)

Conversion

Comprehensive Solution

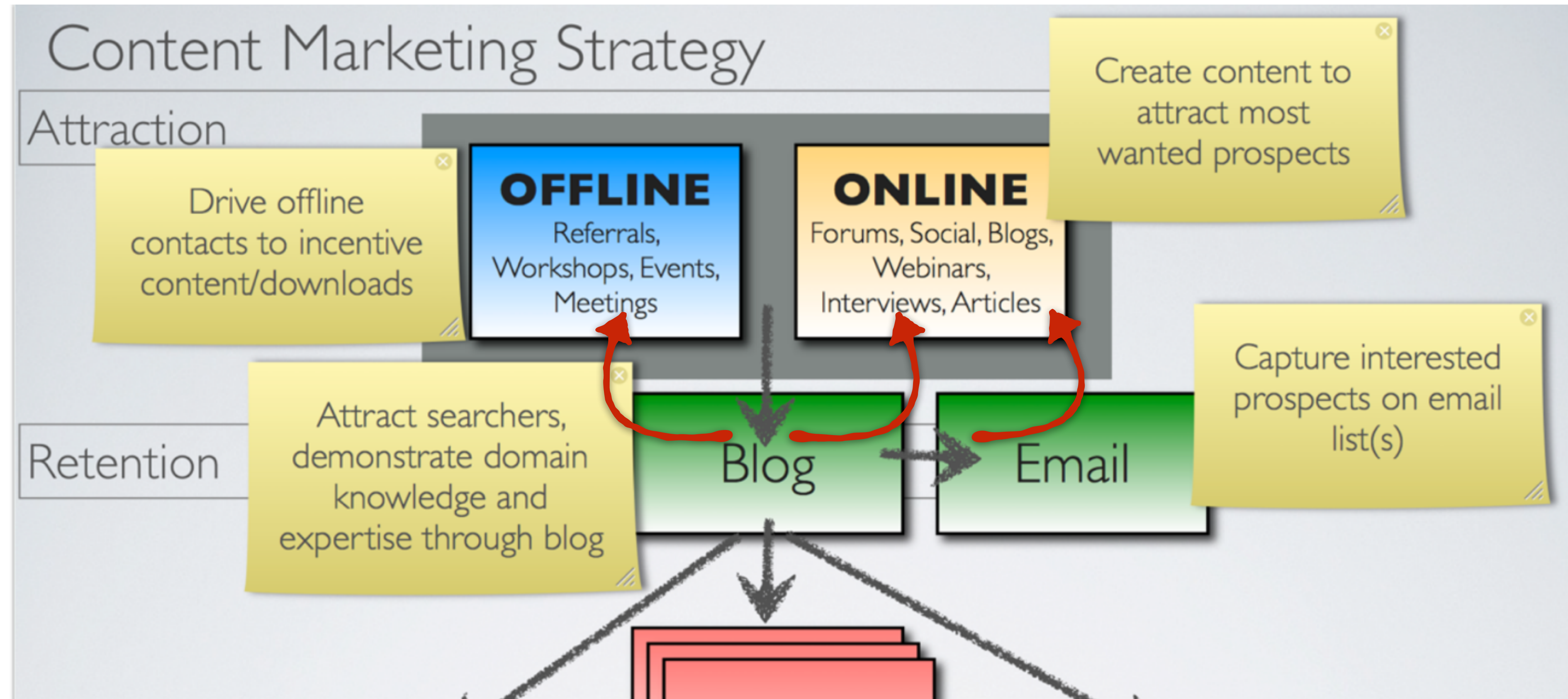
Product Sequence

Services

Customer List

Sell, Cross-Sell, Up-Sell. Get customers on to buyers list.

Virtuous Circle



Compound your attention through encouraging sharing and referrals



Maximizing Your Traffic Series



Maximizing Your Traffic Series

Webinar 1: How to Use Rainmaker's Powerful Suite of
Traffic and SEO Tools



Maximizing Your Traffic Series

Webinar 1: How to Use Rainmaker's Powerful Suite of Traffic and SEO Tools

Webinar 2: How to Leverage Your Traffic Into Better Decisions and More Conversions



How to Use Rainmaker's Powerful Suite of Traffic and SEO Tools



How to Use Rainmaker's Powerful Suite of Traffic and SEO Tools

- What You May Not Realize About SEO
- Site-wide SEO Settings
- Post-level SEO Settings and Tools
- Social Scheduler



What You May Not Realize About SEO



What You May Not Realize About SEO

Optimizing for humans IS optimizing for search engines!



What You May Not Realize About SEO



What You May Not Realize About SEO

*“In short, if you do the work that’s required to **understand the language** and cover the topics your audience cares about in the context of doing business with you ...*

— Brian Clark (copyblogger.com/forget-seo/)



What You May Not Realize About SEO

*“In short, if you do the work that’s required to understand the language and cover the topics your audience cares about in the context of doing business with you, **you’re doing the bulk of the work that constitutes modern SEO.**”*

— Brian Clark (copyblogger.com/forget-seo/)



The 4 Most Important SEO Ranking Factors

— Aleh Barysevich, from February, 2017 Search Engine Journal article titled “2017’s Four Most Important Ranking Factors, According to SEO Industry Studies”



The 4 Most Important SEO Ranking Factors

1. Content

*“Content has been an important ranking factor for a while — but in recent years, **we’ve seen a shift away from keyword-focused content towards more relevant content written in natural language.** Expect to see more of that as 2017 unfolds.”*

— Aleh Barysevich, from February, 2017 Search Engine Journal article titled “2017’s Four Most Important Ranking Factors, According to SEO Industry Studies”



The 4 Most Important SEO Ranking Factors

2. Backlinks

*“The key to a strong link building campaign in 2017 is to **create content people crave, and then to promote that content relentlessly.** When other industry authorities read and link to your content, Google will read your backlink’s matching anchor text and consider your content more relevant.”*

— Aleh Barysevich, from February, 2017 Search Engine Journal article titled “2017’s Four Most Important Ranking Factors, According to SEO Industry Studies”



The 4 Most Important SEO Ranking Factors

3. Mobile-First User Experience

*“Mobile optimization is an extremely important ranking factor. All of the top 100 most visible domains have mobile-friendly solutions, according to SearchMetrics ...
Mobile-friendliness is now the norm.”*

— Aleh Barysevich, from February, 2017 Search Engine Journal article titled “2017’s Four Most Important Ranking Factors, According to SEO Industry Studies”



The 4 Most Important SEO Ranking Factors

4. Other Technical Factors

- Switch to HTTPS encryption.
- Make use of H2 headings, especially if the top URLs in your niche don't.
- Ensure that your anchor text is diverse and semantically relevant.
- Remove all intrusive interstitials from your mobile website.

— Aleh Barysevich, from February, 2017 Search Engine Journal article titled “2017’s Four Most Important Ranking Factors, According to SEO Industry Studies”



In other words ...



In other words ...

Optimizing for humans IS optimizing for search engines.



Site-Wide SEO Settings



1. Homepage SEO Title and Description



1. Homepage SEO Title and Description

The screenshot shows the Rainmaker Platform dashboard interface. At the top, a blue navigation bar contains the Rainmaker logo, a '+ Add New' button, and 'Edit', 'Manage', and 'Help' options. A user profile icon and 'Options' label are on the right. A vertical sidebar on the left has icons for home, calendar, up/down arrows, target, chart, and graduation cap. The main area is titled 'Dashboard' and contains several summary cards: 'A/B Tests', 'Right Now in Forums', 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A settings gear icon is open, showing a menu with 'General', 'Design', 'Content', 'Traffic', 'Email', 'Conversion', 'Results', 'Podcast', 'Social', and 'Rainmaker Labs'. A large red arrow points to the 'Content' option. A 'Quick Help' button is visible at the bottom right of the dashboard area.



1. Homepage SEO Title and Description

The “Home Page SEO” section allows you to define your SEO title and meta description.

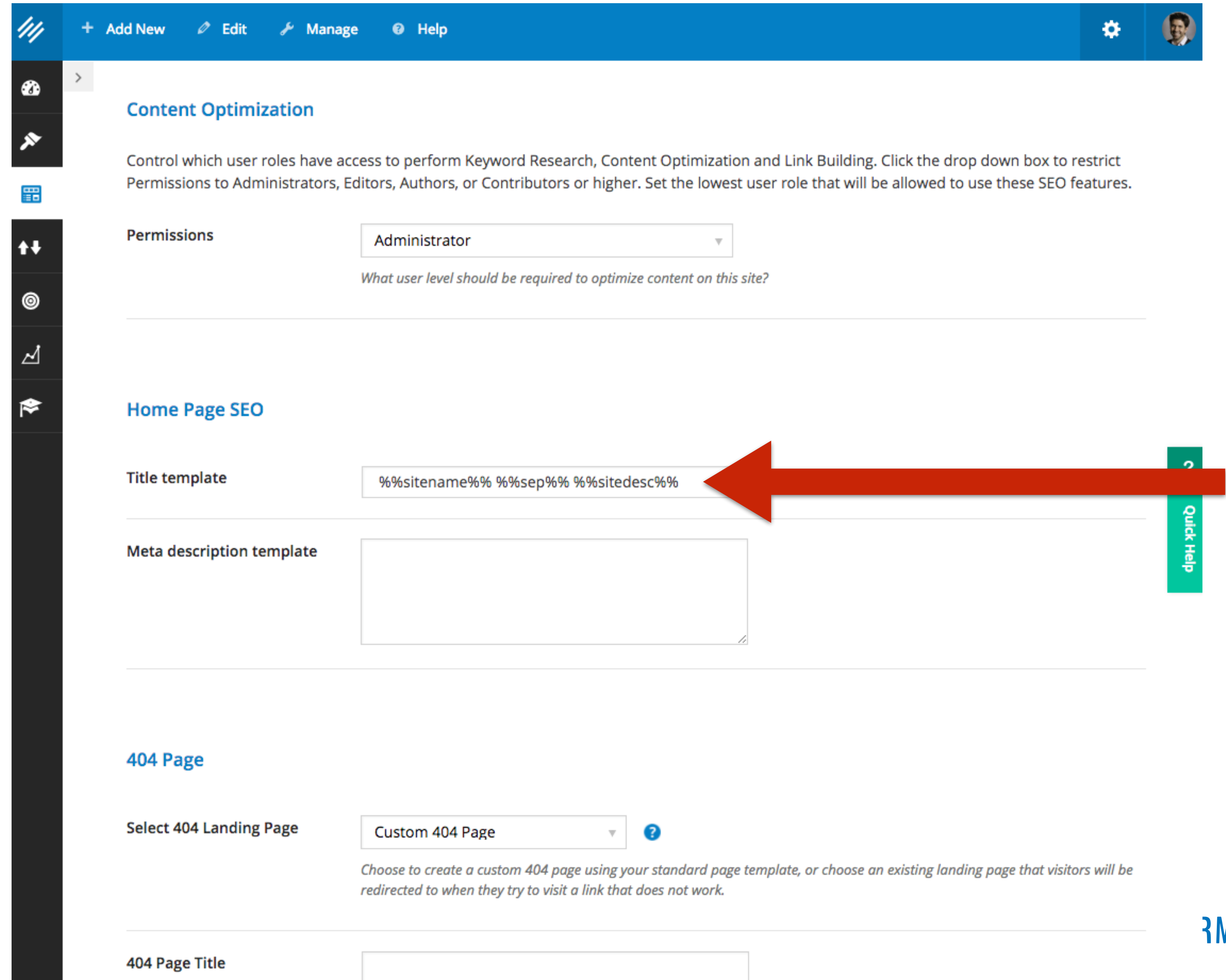
The screenshot shows a web application interface with a blue top navigation bar containing '+ Add New', 'Edit', 'Manage', and 'Help' options. A dark sidebar on the left contains various icons. The main content area is titled 'Content Optimization' and includes a dropdown menu for 'Permissions' set to 'Administrator'. Below this is the 'Home Page SEO' section, which features a 'Title template' field containing the text '%%sitename%% %%sep%% %%sitedesc%%'. A large red arrow points from the right side of the screen towards this field. Below the title template is a 'Meta description template' text area. Further down is the '404 Page' section, which has a 'Select 404 Landing Page' dropdown set to 'Custom 404 Page' and a '404 Page Title' input field. A 'Quick Help' button is visible on the right edge of the interface.

1. Homepage SEO Title and Description

%%sitename%% will pull your website title in Settings > General

%%sep%% will add a dash (-) as a separator

%%sitedesc%% will add the site description from Settings > General



The screenshot shows a CMS settings interface. At the top, there is a blue navigation bar with icons for 'Add New', 'Edit', 'Manage', and 'Help', along with a settings gear icon and a user profile picture. Below this is a sidebar with various icons. The main content area is titled 'Content Optimization' and includes a description: 'Control which user roles have access to perform Keyword Research, Content Optimization and Link Building. Click the drop down box to restrict Permissions to Administrators, Editors, Authors, or Contributors or higher. Set the lowest user role that will be allowed to use these SEO features.' There is a 'Permissions' dropdown menu currently set to 'Administrator' with a subtext: 'What user level should be required to optimize content on this site?'. Below this is the 'Home Page SEO' section, which contains a 'Title template' field with the value '%%sitename%% %%sep%% %%sitedesc%%'. A large red arrow points from the right side of the page towards this field. Below the title template is a 'Meta description template' text area. Further down is the '404 Page' section, which has a 'Select 404 Landing Page' dropdown menu set to 'Custom 404 Page' with a help icon. A subtext explains: 'Choose to create a custom 404 page using your standard page template, or choose an existing landing page that visitors will be redirected to when they try to visit a link that does not work.' At the bottom, there is a '404 Page Title' text field. On the right side of the page, there is a vertical green 'Quick Help' button.



1. Homepage SEO Title and Description

Navigation: + Add New | Edit | Manage | Help | Clear Cache | Greetings, Jerod M

Settings

General | Design | Content | Traffic | Email | Conversion | Results | Podcast | Social | Rainmaker Labs

General

Add Your Site Name **%%sitename%%**

This is where the title of your new site goes, and will reflect in search engines and in your theme. For example, the Site Name of the Rainmaker site located at http://unemployable.com is Unemployable. Remember, you can update this later, so you don't need to make it "perfect" today.

Add Your Site Description **%%sitedesc%%**

Your Site Description is your tagline. So, the Site Description for Unemployable is resources for free articles and more news. Google will display your Site Name plus the Site Description as the link to your home page in the search results. Update it at any time.

Set Your Time Zone

Choose a city in the same time zone as you.

UTC time is 2017-04-06 16:32:33
Local time is 2017-04-06 11:32:33

This time zone is currently in daylight saving time.
Standard time begins on: November 5, 2017 2:00 AM .



1. Homepage SEO Title and Description

You can enter your own title too.

Content Optimization

Control which user roles have access to perform Keyword Research, Content Optimization and Link Building. Click the drop down box to restrict Permissions to Administrators, Editors, Contributors or higher. Set the lowest user role that will be allowed to use these SEO features.

Permissions

What user level should be required to optimize content on this site?

Home Page SEO

Title template

Meta description template

404 Page

Select 404 Landing Page

Choose to create a custom 404 page using your standard page template, or choose an existing landing page that visitors will be redirected to when they try to visit a link that does not work.



1. Homepage SEO Title and Description

Add your meta description (only 156 characters will be displayed in search engine results.)

The screenshot shows a CMS interface with a blue top navigation bar containing '+ Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. A left sidebar has icons for various functions. The main content area is titled 'Content Optimization' and includes a permissions dropdown set to 'Administrator'. Below this is the 'Home Page SEO' section, which contains a 'Title template' field with the text 'The Assembly Call: Indiana Basketball Podcast and Postgame Show' and a 'Meta description template' field with the text 'The Assembly Call is all IU basketball, all the time. This podcast features replays of our live postgame show, our Friday radio show, as well as other interviews and commentary about the Hoosiers we provide throughout the season and offseason.' A large red arrow points to the meta description field. At the bottom, the '404 Page' section has a dropdown for 'Select 404 Landing Page' set to 'Custom 404 Page'.



2. HTTPS



2. HTTPS

The screenshot shows the Rainmaker Platform dashboard interface. At the top, a blue navigation bar contains the Rainmaker logo, a '+ Add New' button, and links for 'Edit', 'Manage', 'Help', and 'Clear Cache'. On the right side of this bar is a gear icon for settings and a user profile picture. A red arrow points from the gear icon to the 'General' option in the settings dropdown menu. The settings menu also lists 'Design', 'Content', 'Traffic', 'Email', 'Conversion', 'Results', 'Podcast', 'Social', and 'Rainmaker Labs'. Below the navigation bar is a vertical sidebar with various icons. The main content area is titled 'Dashboard' and features a grid of widgets: 'RainMail Subscribers', 'Podcast Downloads Summary', 'A/B Tests', 'Right Now in Forums', 'Google Analytics Summary', 'Membership Order Summary', 'Stripe Balance', 'Membership Order History', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A 'Quick Help' button is located at the bottom right of the dashboard area.



2. HTTPS

Use the “Configure HTTPS” option to get HTTPS enabled on your Rainmaker website.

(Note: Only works once you take site live.)

The screenshot shows the Rainmaker Labs settings interface. The top navigation bar includes 'Add New', 'Edit', 'Manage', and 'Help'. The left sidebar contains various icons for site management. The main content area is titled 'Rainmaker Labs' and 'General'. It contains several settings sections: 'Add Your Site Name' (with a text input field containing 'Primility'), 'Add Your Site Description' (with a text input field containing 'Find Your Personal Balance Mantra'), 'Set Your Time Zone' (with a dropdown menu set to 'UTC-6'), and 'Configure HTTPS' (which is highlighted by a red arrow pointing from the right). Below these is the 'Enable Rainmaker Labs' section, which is checked. A 'Quick Help' button is visible on the right side of the settings page.

Rainmaker Labs

General

Add Your Site Name

This is where the title of your new site goes, and will reflect in search engines and in your theme. For example, the Site Name of the Rainmaker site located at <http://unemployable.com> is Unemployable. Remember, you can update this later, so you don't need to make it "perfect" today.

Add Your Site Description

Your Site Description is your tagline. So, the Site Description for Unemployable is Resources for Freelancers and Entrepreneurs. Google will display your Site Name plus the Site Description as the link to your home page in the search results. Update it at any time.

Set Your Time Zone

Choose a city in the same time zone as you.

UTC time is 2017-04-05 16:04:12
Local time is 2017-04-05 10:04:12

Configure HTTPS *HTTPS is not available on preview sites. After making your site live in your [Rainmaker Account Portal](#), you will find an option to "Request SSL."*

Enable Rainmaker Labs

By enabling this option you will activate a new settings tab where you can try out cutting-edge features we are developing and testing for possible inclusion in future Rainmaker releases. We want your feedback on these features, what works and what doesn't, [so please feel encouraged to provide feedback here about Labs features](#). NOTE: Rainmaker Labs is an experimental feature set. You use these features at your own risk. However, if you do have an issue with a Rainmaker Labs feature, disable it and [let us know immediately](#).

Quick Help



2. HTTPS

Once configured, you can enable HTTPS only on your checkout page or on the entire site. (Google, in particular, prefers the latter.)

The screenshot shows the Rainmaker settings interface. At the top, there is a navigation bar with options: + Add New, Edit, Manage, Help, and Clear Cache. A sidebar on the left contains various icons for site management. The main content area is divided into sections:

- Add Your Site Description:** A text input field contains "IU Basketball Podcast and Postgame Show". Below it, a note explains that the site description is the tagline used in search results.
- Set Your Time Zone:** A dropdown menu is set to "Chicago". Below it, the current UTC time (2017-04-05 16:19:04) and local time (2017-04-05 11:19:04) are displayed, along with information about daylight saving time.
- Configure HTTPS:** A dropdown menu for "Enable HTTPS" is open, showing two options: "only on checkout page" and "on entire site". A large red arrow points from the right towards the "on entire site" option. Below the dropdown, a note states that SSL is configured and that selecting "Enable HTTPS on entire site" is preferred.
- Enable Rainmaker Labs:** A checkbox is checked. A note explains that enabling this option activates a new settings tab for experimental features, with a link to provide feedback.

A "Quick Help" button is visible on the right side of the page.



2. HTTPS

Two important points:
1. Rainmaker will automatically redirect HTTP links to HTTPS.

The screenshot shows the Rainmaker settings interface. At the top, there is a navigation bar with options: + Add New, Edit, Manage, Help, and Clear Cache. A sidebar on the left contains various icons for site management. The main content area is divided into sections:

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- Configure HTTPS:** A dropdown menu for "Enable HTTP" is open, showing options "only on checkout page" and "on entire site". A red arrow points to the "on entire site" option. Below the dropdown, a note states that SSL is configured and that selecting "Enable HTTPS on entire site" will redirect all HTTP links to HTTPS.
- Enable Rainmaker Labs:** A checkbox is checked. A note explains that this option activates experimental features and provides a link for feedback.

A "Quick Help" button is visible on the right side of the page.



2. HTTPS

The screenshot shows the Rainmaker settings interface. At the top, there is a navigation bar with options: + Add New, Edit, Manage, Help, and Clear Cache. A user profile picture is visible in the top right corner. The main content area is divided into several sections:

- Add Your Site Description:** A text input field contains "IU Basketball Podcast and Postgame Show". Below it, a note explains that the site description is the tagline and will be used by search engines.
- Set Your Time Zone:** A dropdown menu is set to "Chicago". Below it, the current UTC time (2017-04-05 16:19:04) and local time (2017-04-05 11:19:04) are displayed, along with information about daylight saving time.
- Configure HTTPS:** A dropdown menu for "Enable HTTPS" is open, showing two options: "only on checkout page" and "on entire site". A red arrow points to the "on entire site" option. Below the dropdown, a note explains that SSL is configured and that enabling HTTPS on the entire site is the recommended default.
- Enable Rainmaker Labs:** A checkbox is checked. A note explains that enabling this option activates a new settings tab for experimental features, with a link to provide feedback.

A vertical "Quick Help" button is located on the right side of the settings page.

2. The social share counts displayed on your pages will be affected since technically each page of your site will have a new URL.



3. Outreach Options



3. Outreach Options

Note: Rainmaker's SEO Tools like Outreach Options and the Content Optimizer are only available on live sites (not available in preview mode).



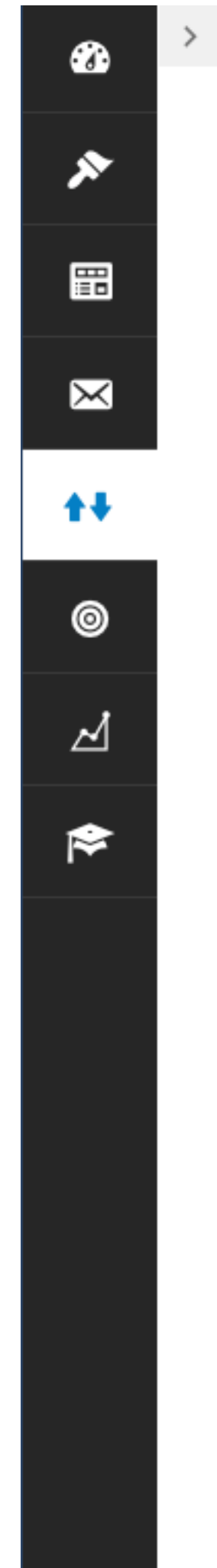
3. Outreach Options

The screenshot displays the Rainmaker Platform interface. At the top, a blue navigation bar contains the following items: a menu icon, '+ Add New', 'Edit', 'Manage', 'Help', 'Clear Cache', a settings gear icon, and a user profile picture. Below this is a dark sidebar with icons for Traffic, Outreach Options (highlighted with a red arrow), Affiliates, Affiliate Creative, and Social Scheduler. The main content area shows a list of summary cards: Google Analytics Summary, Membership Order Summary, Stripe Balance, Membership Order History, Membership Order Statistics, and Membership Subscriptions Summary. A 'Quick Help' button is visible on the right side of the main content area.



3. Outreach Options

Find out how well your site is optimized for important keywords and phrases, and get insight on how to improve it.



Outreach Options

A key part of online marketing is creating connections with others who are authoritative in their space. And with the Scribe Site Connection tool, we make it easy for you to find them.

Simply enter a keyword below and we will not only find external sites and social media users for that term, we will also show you a score of how your site compares to other authoritative sites.

Outreach Options

Keywords: [Research](#)





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Outreach Options

Site Score External Links Social Media

Keywords:

Research

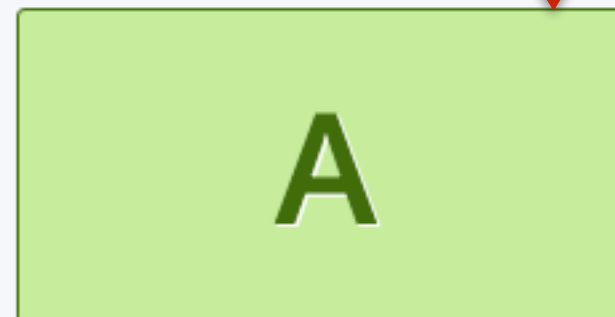
It's Time to Become the "Likeable Expert" in Your Niche

The human brain is wired to seek out authority. One powerful way authority is demonstrated online is through *who's linking to your content*.

Use *Scribe's Difficulty Score* to determine how likely it is that another online publisher will link to you—the higher your score, the harder it will be to earn external links ... the lower your score, the easier.

[Click here](#) to study a few useful tutorials that'll help you write the kind of content your audience is looking for.

indiana basketball



You have a lot of connections, but need more for this phrase.

Nice! :-)

Quick Help



3. Outreach Options

Outreach Options

Site Score External Links Social Media

Keywords: [Research](#)

Two Simple Strategies for Building External Links to Your Website

Links coming to your site from other authoritative sites are crucial to your ranking in search engines. But how do you get those links when nobody knows who you are?

Scribe's External Links function shows you—and even gives you the available *contact information* of— websites that are ranking well for the keywords in your post.

Use it to execute two simple and powerful strategies for building external links: 1) Head over to one of the sites and [leave a relevant, smart comment](#), and 2) Contact the site owner with an [offer to guest post](#) for them, using the very best content you've written.

URL	Page Authority	Contact Name	Telephone	Links
www.nba.com	88	Information Technology	0012019746996	64477
www.espn.com	78	ESPN, Inc	18607662000	208
www.sbnation.com	69	Domain Administrator	12025911140	4335
www.cbssports.com	66	Domain Administrator	12129754321	479

The “External Links” tab helps you identify authoritative, trusted websites that would provide powerful backlinks.



3. Outreach Options

Many options are listed. Some may seem “out of your league” (e.g. ESPN.com or CBSSports.com), but others will be independent blogs or websites like yours (e.g. Inside the Hall) that are likely to be more receptive to a guest post or interview inquiry.

indiana.rivals.com	56	Domain Administrator	14083493300	5502
sports.yahoo.com	55	Domain Administrator	14083493300	4
www.insidethehall.com	52	Registration Private	14806242599	26484
shop.cbssports.com	52	Domain Administrator	12129754321	87
en.wikipedia.org	52	Not Available	Not Available	12
www.scout.com	51	Domain Admin	14153442000	10
bleacherreport.com	51	Bleacher Report Operations	14157775505	9
www.indystar.com	50	Domain Admin	17576242461	19
www.facebook.com	47	Domain Administrator	16505434800	1
www.cbssports.com	43	Domain Administrator	12129754321	Not Available
www.espn.com	43	ESPN, Inc	18607662000	1
indianahsbasketball.homestead.com	41	Domain Admin	13604495900	14
www.insidethehall.com	34	Registration Private	14806242599	1
indiana.forums.rivals.com	30	Domain Administrator	14083493300	Not Available
www.ticketcity.com	28	Ticket City Inc	15124725797	2
www.scout.com	1	Domain Admin	14153442000	Not



3. Outreach Options

The “Social Media” tab identifies ongoing social media conversations around your topic, which gives you a jumpstart on who to connect with and what current conversations you should participate in.

Site Score External Links **Social Media**

Keywords: [Research](#)

Harness the Nearly Unlimited Networking Power of Social Networks

The rise of social networking sites like Twitter, Facebook and Google+ has created the most powerful research and connection engine in history. With just a few clicks, you can read the innermost thoughts of the famous, or (more importantly) the desires, needs, and fears of your potential audience.

But how do you make sense of this firehose of information? The *Scribe Social Media function* does a lot of that for you.

Based on the keywords of your post, Scribe will seek out and display the relevant people and the discussions they're having right now, so you can [join the conversation](#) and [engage your audience](#).

[kevin harris](#)
Southern Indiana Preps: Langford tops AP All-State team for second year in a row

[Basketball Insiders](#)
Lance Stephenson Causes Late Scuffle With Raptors - Indiana's 108-90 home victory over Toronto on Tuesday night was marred by a heated confrontation between the Pacers' Lance Stephenson and the Raptors' DeMar DeRozan with 3.3 seconds remaining in the contest. The shoving match broke out when tempers flared between Stephenson...

[Paul J. Klosterman](#)
What did you learn today...or yesterday? Profound or mundane, please feel free to comment what you learned from any aspect of your life. Today, I learned that despite being written for college basketball, "One Shining Moment" was originally scheduled to



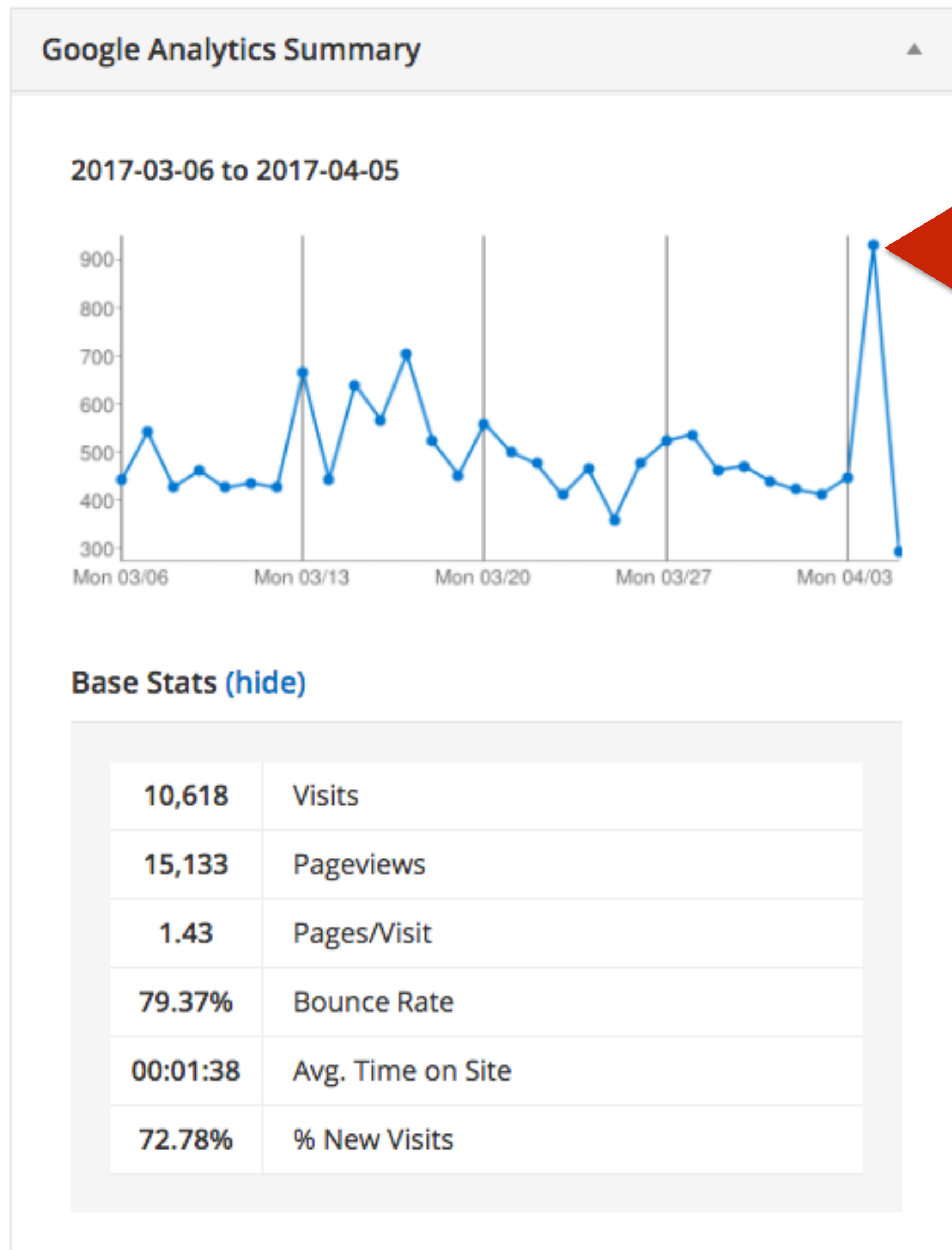
Page-Level SEO Settings and Tools



Real-World Example

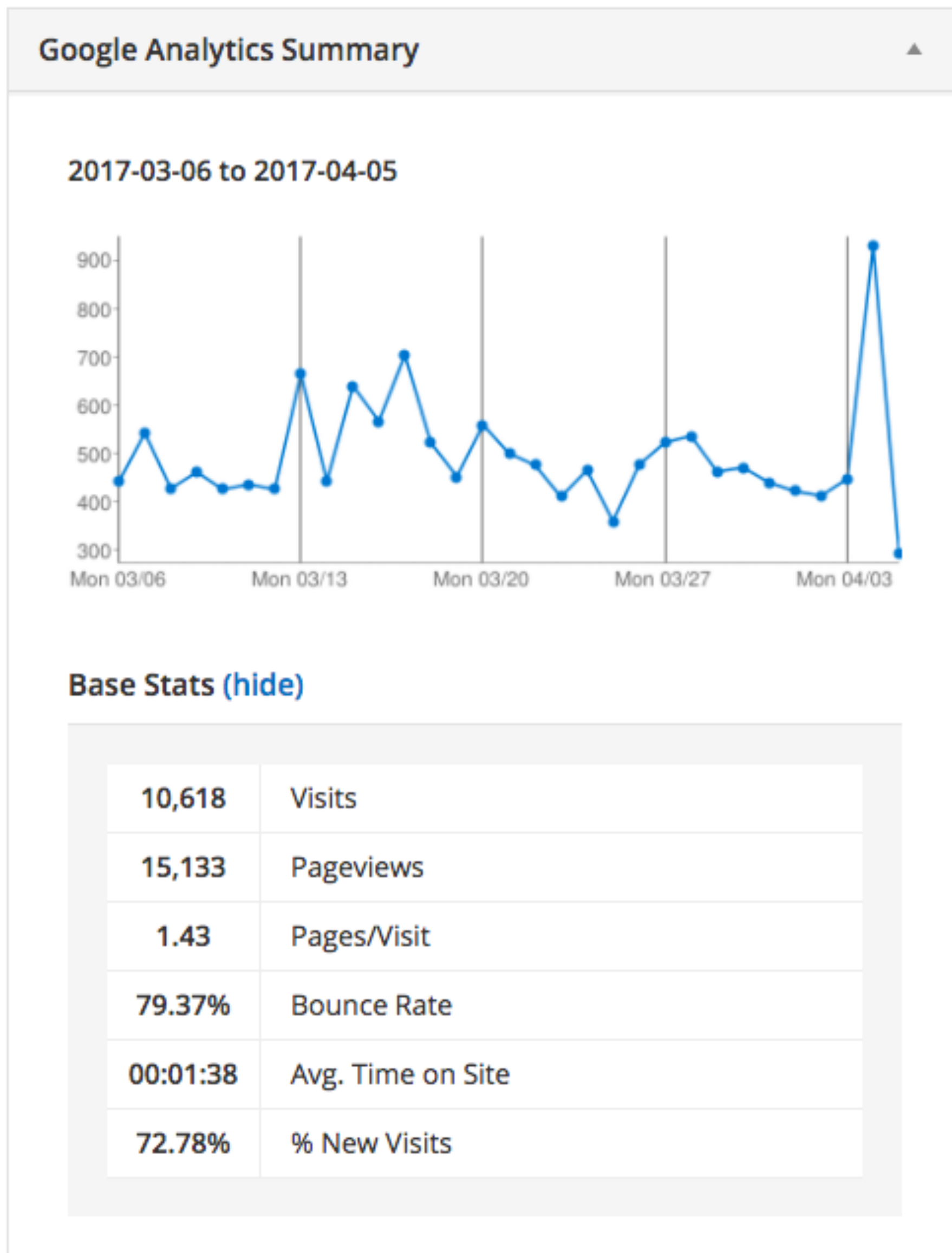


Real-World Example

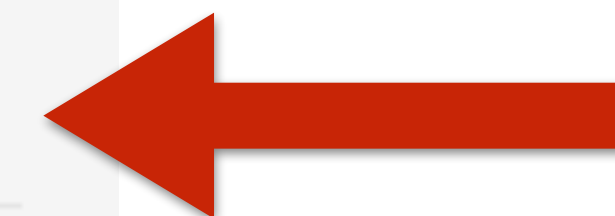




Real-World Example



- [IKEA 3D Printer Enclosure Hack for Wanhao Di3 - Maker Hacks](#)
2691 views
- [Original Prusa i3 Mk2 Build and First Impressions Review - Maker Hacks](#)
1846 views
- [Upgrading the Wanhao Di3 from Good to Amazing - Maker Hacks](#)
1497 views
- [TEVO Black Widow 3D Printer Kit Build and First Impressions Review - Maker Hacks](#)
1399 views
- [Wanhao Duplicator i3 Review - Maker Hacks](#)
943 views





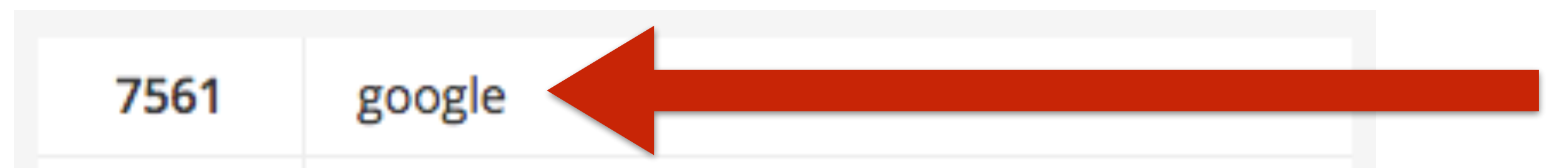
Real-World Example

Google Analytics Summary

2017-03-06 to 2017-04-05

10,618	Visits
15,133	Pageviews
1.43	Pages/Visit
79.37%	Bounce Rate
00:01:38	Avg. Time on Site
72.78%	% New Visits

- [IKEA 3D Printer Enclosure Hack for Wanhao Di3 - Maker Hacks](#)
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943 views





Google

[All](#) [Videos](#) [Shopping](#) [News](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 36,200 results (0.61 seconds)

Prusa I3 Mk2 at Amazon.ca - Huge Selection & Great Prices

[Ad](#) www.amazon.ca/

Buy prusa i3 mk2 & more. Qualified Orders Over \$35 Ship Free.

Original Prusa i3 MK2 Review: It Doesn't Get Any Better | All3DP

<https://all3dp.com/original-prusa-i3-mk2-review-reprap-3d-printer-kit/>

Oct 3, 2016 - Now of course, it's still a regular FDM-based 3D printer, a very good one, but it still has its limits like any other machine. ... The Original Joseph Prusa I3 MK2 is a €739 or \$845.79 kit or an €999 or \$1,087.79 assembled machine that punches way, way above its weight class.

Original Prusa i3 Mk2 Build and First Impressions Review - Maker Hacks

makerhacks.com [Reviews](#)

The Original Prusa I3 Mk2 3D printer - does it live up to the hype? Check out my review

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Original Prusa i3 MK2 3D Printer Reviews & Prices | 3D Hubs

<https://www.3dhubs.com> [3D printers](#)

★★★★★ Rating: 9.1/10 - 70 votes - Starting from \$699.00

The Original I3 MK2 is the latest design of the popular, upgradable 3D printer from Josef Prusa. All parts of this 3D printer are Open Source and are part of the RepRap project. ... The Original I3 MK2 is a versatile printer that comes as a kit or pre-assembled.

Prusa3D – 3D Printers from Josef Průša

www.prusa3d.com/

Original Prusa I3 MK2S 3D printer. Technical specs ... Watch the MK2 reviews! ... Verified. Prusa I3 is the most used 3D printers globally according to 3Dhubs.

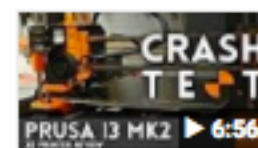
You've visited this page 2 times. Last visit: 11/19/16

Prusa i3 MK2 | Make: DIY Projects and Ideas for Makers

makezine.com/product-review/prusa-i3-mk2/

Nov 7, 2016 - Product review hero image ... machine we've ever tested – the Prusa I3 MK2 became the machine all the testers wanted, and more than one of ...

3d printer review - Original Prusa i3 MK2 // Crash Test - YouTube



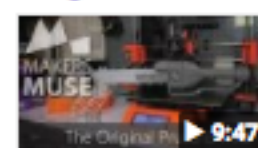
https://www.youtube.com/watch?v=zo-lpA_asNY

Sep 19, 2016 - Uploaded by I Like To Make Stuff

Looking for a 3d printer? Let's review the Prusa I3 MK2 Subscribe to my channel:

<http://bit.ly/1k8msFr> Second ...

Original Prusa i3 Mk2 3D Printer Review - YouTube

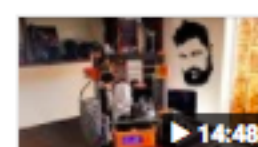


<https://www.youtube.com/watch?v=bDGHySjyo-4>

Dec 6, 2016 - Uploaded by Maker's Muse

The Original Průša I3 mk2 is without a doubt the most talked about 3D Printer of 2016 - but does it live up to the ...

Prusa i3 MK2 3D printer REVIEW - YouTube



<https://www.youtube.com/watch?v=m9SQRVGSR9k>

Oct 26, 2016 - Uploaded by TashTech

The Prusa MK2 I3 3D printer is here, and Tash has reviewed it. Get it now at: www.shop.prusa3d.com Cost ...

Original Prusa i3 MK2 3D Printer Review by Chris Garret

<https://3dprinterchat.com/2017/01/prusa-i3-review/>

★★★★☆ Rating: 3.7 - 3 votes

Jan 30, 2017 - prusa mk2 In my original Prusa review I gave the Prusa I3 Mk2 high marks, and since then I have recommended it many times, but in my guided ...



Real-World Example

Google

All Shopping Videos News Images More Settings Tools

About 11,700 results (0.94 seconds)

TEVO Black Widow 3D Printer Kit Build and First Impressions Review ...
makerhacks.com › Reviews ▾
Dec 13, 2016 - The **TEVO Black Widow** is a \$500 Chinese Aliexpress 370x250mm 3D printer kit. How good could it possibly be? When I shared with the 3D ...



Real-World Example

Google wanhao di3 upgrades

All Shopping Videos Images News More Settings Tools

About 19,400 results (1.03 seconds)

Wanhao Duplicator i3 Upgrades collection - Thingiverse
www.thingiverse.com/FherraZ/collections/wanhao-duplicator-i3-upgrades ▾
Jul 3, 2016 - A Thingiverse Collection named: **Wanhao Duplicator i3 Upgrades**.
You've visited this page 2 times. Last visit: 11/25/16

Wanhao Duplicator i3 Mods, Parts, Cooler, Upgrade collection ...
www.thingiverse.com/JonBAL/.../wanhao-duplicator-i3-mods-parts-cooler-upgrade ▾
Dec 23, 2016 - Very Big Z braces for modifiaed **Wanhao Duplicator i3**, Cocoon Create, Maker Select, and Malyan M150 i3 3D printers by JonBAL Dec 23, 2016. ... **Wanhao Duplicator i3 z-rod fixing** by Steamkraft Jul 18, 2016. ... **Duplicator i3 v2.1 Back Plate for 80mm fan** by swholmstead Nov 15, 2016.

Upgrading the Wanhao Di3 from Good to Amazing - Maker Hacks
makerhacks.com ▾ Hacks ▾
Upgrading the Wanhao Di3 from Good to Amazing. Chris Garrett. 5Share. Tweet. 7Share. **wanhao-mods**
The **Wanhao Duplicator i3 Prusa style printer** is my ...
You've visited this page 2 times. Last visit: 3/6/17



Real-World Example

SEO

General Advanced Social

Snippet Preview ⓘ **Creality CR-10 3d printer review - Large format, quality output...**
makerhacks.com/creality-cr-10-3-dprinter-review/
Creality CR-10 3d printer. A large format, budget, Chinese, almost fully pre-built machine for all your large model 3d printing needs.


Target Term: ⓘ

Your target term was found in:

- Article Heading: **Yes (1)**
- Page title: **Yes (1)**
- Page URL: **Yes (1)**
- Content: **Yes (3)**
- Meta description: **Yes (1)**

SEO Title: ⓘ
Warning: Title display in Google is limited to a fixed width, yours is too long.

Meta Description: ⓘ
The meta description will be limited to 156 chars, **22** chars left.





1. Post SEO Meta Data



1. Post SEO Meta Data

Snippet Preview shows you what the search engine result for this page will look like: SEO Title, URL, and Meta Description



1. Post SEO Meta Data

SEO Title allows you to define a specific SEO title for your post/page that is different from headline on the page.



The screenshot shows the 'SEO' settings for a post. The top navigation bar includes '+ Add New', 'Edit', 'Manage', 'Help', 'View Episode', and 'Clear Cache'. The user is logged in as 'Greetings, Jerod Morris'. The left sidebar contains various icons for navigation. The main content area is titled 'SEO' and has three tabs: 'General', 'Advanced', and 'Social'. The 'General' tab is active, showing a 'Snippet Preview' with a blue link and a text preview. Below this is the 'Target Term' field with the value 'archie miller hired'. The 'SEO Title' field contains 'Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iut' and has a red warning message: 'Warning: Title display in Google is limited to a fixed width, yours is too long.' The 'Meta Description' field contains 'Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana' and a note: 'The meta description will be limited to 156 chars, -25 chars left.' Below the SEO settings is an 'Excerpt' section with a text area containing a summary of the post content.





1. Post SEO Meta Data

Note: Remember that Twitter usually pulls your SEO Title when someone hits the Twitter button to tweet your link.



Navigation: + Add New, Edit, Manage, Help, View Episode, Clear Cache. Greetings, Jerod Morris

SEO [icon]

General | Advanced | Social

Snippet Preview [?] Archie Miller Hired by Indiana: Special Instant Reaction Podca...
assemblycall.com/shows/instant-reaction-archie-miller-hire/
Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana hiring Archie ...

Target Term: [?] archie miller hired

SEO Title: [?] Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iut
Warning: Title display in Google is limited to a fixed width, yours is too long.

Meta Description: [?] Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana
The meta description will be limited to 156 chars, -25 chars left.

Excerpt

Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana hiring Archie Miller as head basketball coach.

Excerpts are optional hand-crafted summaries of your content that can be used in your theme.

Quick Help [?]



1. Post SEO Meta Data

SEO

General Advanced Social

Snippet Preview *Archie Miller Hired by Indiana: Special Instant Reaction Podca...
assemblycall.com/shows/instant-reaction-archie-miller-hire/*
Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana hiring Archie ...

Target Term:

SEO Title:
Warning: Title display in Google is limited to a fixed width, yours is too long.

Meta Description:
The meta description will be limited to 156 chars, -25 chars left.

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme.

For more on this, plus six other easy-to-forget SEO tips, read:

copyblogger.com/seo-steps/



1. Post SEO Meta Data

The Meta Description is another good place to include your target term and, more importantly, “sell the click.”



Top navigation: + Add New, Edit, Manage, Help, View Episode, Clear Cache. User: Greetings, Jerod Morris.

SEO Section:

- General | Advanced | Social
- Snippet Preview: Archie Miller Hired by Indiana: Special Instant Reaction Podca... assemblycall.com/shows/instant-reaction-archie-miller-hire/
- Target Term: archie miller hired
- SEO Title: Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iut
Warning: Title display in Google is limited to a fixed width, yours is too long.
- Meta Description: Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana hiring Archie Miller as head basketball coach.
The meta description will be limited to 156 chars, -25 chars left.

Excerpt Section:

Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana hiring Archie Miller as head basketball coach.

Excerpts are optional hand-crafted summaries of your content that can be used in your theme.





1. Post SEO Meta Data

Navigation: + Add New, Edit, Manage, Help, View Episode, Clear Cache. Greetings, Jerod Morris

SEO [Menu]

General | Advanced | Social

Snippet Preview: Archie Miller Hired by Indiana: Special Instant Reaction Podca...
assemblycall.com/shows/instant-reaction-archie-miller-hire/
Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana hiring Archie ...

Target Term: archie miller hired

SEO Title: Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iut
Warning: Title display in Google is limited to a fixed width, yours is too long.

Meta Description: Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana
The meta description will be limited to 156 chars, -25 chars left.

Excerpt: Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana hiring Archie Miller as head basketball coach.
Excerpts are optional hand-crafted summaries of your content that can be used in your theme.

This example could stand to include the entire target term in the visible area.



Quick Help



1. Post SEO Meta Data

What about the Target Term?



The screenshot shows the 'SEO' settings for a post. The interface includes a top navigation bar with options like 'Add New', 'Edit', 'Manage', 'Help', 'View Episode', and 'Clear Cache'. The user is logged in as 'Greetings, Jerod Morris'. The 'SEO' section is expanded, showing three tabs: 'General', 'Advanced', and 'Social'. The 'General' tab is active, displaying a 'Snippet Preview' with a title and a description. Below the preview, there are three input fields: 'Target Term' (containing 'archie miller hired'), 'SEO Title' (containing 'Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iut'), and 'Meta Description' (containing 'Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana'). A warning message is displayed below the 'SEO Title' field: 'Warning: Title display in Google is limited to a fixed width, yours is too long.' Below the 'Meta Description' field, a message states: 'The meta description will be limited to 156 chars, -25 chars left.' At the bottom, there is an 'Excerpt' section with a text area containing the same text as the meta description. A 'Quick Help' button is located on the right side of the interface.



1. Post SEO Meta Data

After you enter a Target Term, Rainmaker's analyzer will tell you where that exact phrase is used in your post.



The screenshot displays the Rainmaker SEO analyzer interface. At the top, a blue navigation bar contains icons for 'Add New', 'Edit', 'Manage', 'Help', 'View Episode', and 'Clear Cache', along with a settings gear and a user profile for 'Greetings, Jerod Morris'. A vertical sidebar on the left contains various tool icons. The main content area is titled 'SEO' and has three tabs: 'General', 'Advanced', and 'Social'. Under the 'General' tab, there is a 'Snippet Preview' section showing a blue link 'Archie Miller Hired by Indiana: Special Instant Reaction Podc...' with a URL 'assemblycall.com/shows/instant-reaction-archie-miller-hire/'. Below this is a meta description: 'Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana hiring Archie ...'. The 'Target Term' field contains 'archie miller hired'. Below it, a list shows where the term was found: 'Article Heading: No', 'Page title: Yes (1)', 'Page URL: No', 'Content: No', and 'Meta description: No'. The 'SEO Title' field contains 'Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iul', with a warning: 'Warning: Title display in Google is limited to a fixed width, yours is too long.' The 'Meta Description' field contains 'Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana', with a note: 'The meta description will be limited to 156 chars, -25 chars left.' At the bottom, there is an 'Excerpt' section.





1. Post SEO Meta Data

SEO

General Advanced Social

Snippet Preview **Archie Miller Hired** by Indiana: Special Instant Reaction Podc...
assemblycall.com/shows/instant-reaction-archie-miller-hire/

Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana hiring Archie ...

Target Term: archie miller hired

Your target term was found in:

- Article Heading: **No**
- Page title: **Yes (1)**
- Page URL: **No**
- Content: **No**
- Meta description: **No**

SEO Title: Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iut

Warning: Title display in Google is limited to a fixed width, yours is too long.

Meta Description: Jerod Morris hosted an impromptu episode of The Assembly Call with Galen Clavio of Crimson Cast to deliver instant reaction to Indiana

The meta description will be limited to 156 chars, -25 chars left.

Excerpt

In this case, it serves as an alert that I have not used that exact phrase in a few important areas of the page.



Quick Help



1. Post SEO Meta Data

The question is:
What should I change?



1. Post SEO Meta Data

The question is:
What should I change?

The answer is:
*What answers make sense
from a reader's perspective?*



1. Post SEO Meta Data

The screenshot shows a CMS interface with a blue top navigation bar containing links for '+ Add New', 'Edit', 'Manage', 'Help', 'View Episode', and 'Clear Cache'. On the right, there is a settings gear icon and a user profile with the name 'Greetings'. A vertical sidebar on the left contains various icons. The main content area is titled 'SEO' and has three tabs: 'General', 'Advanced', and 'Social'. The 'General' tab is active, showing a 'Snippet Preview' section with a red arrow pointing to it. The preview displays the title 'Archie Miller Hired by Indiana: Special Instant Reaction Podc...' and the URL 'assemblycall.com/shows/instant-reaction-archie-miller-hire/'. Below the preview is the 'Meta Description' field, which contains the text: 'Archie Miller has been hired as the next basketball coach at Indiana University. We deliver instant reaction on this special edition of The Assembly Call.' The 'Target Term' field contains 'archie miller hired', and a list below it shows search results: 'Article Heading: No', 'Page title: Yes (1)', 'Page URL: No', 'Content: No', and 'Meta description: No'. The 'SEO Title' field contains 'Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iut', with a warning below it: 'Warning: Title display in Google is limited to a fixed width, yours is too long.' The 'Meta Description' field has a warning: 'The meta description will be limited to 156 chars, 2 chars left.' At the bottom, there is an 'Excerpt' section.

It makes sense to change the Meta Description. This new one says much more that will matter to a potential reader, without awkwardly trying to shoehorn in the phrase “archie miller hired.”



1. Post SEO Meta Data

What about on the page itself?



The screenshot shows a content management system interface. At the top is a blue navigation bar with icons and links: '+ Add New', 'Edit', 'Manage', 'Help', 'View Episode', and 'Clear Cache'. Below this is a dark sidebar with various icons. The main content area is titled 'Special Edition: Instant Reaction to Archie Miller Hire'. Below the title are buttons for 'Permalink', 'Edit', 'View Episode', and 'Get Shortlink'. The main editor area has a toolbar with 'Add Media', 'Visual', and 'Text' tabs. The 'Text' tab is active, showing a rich text editor with various formatting options like bold, italic, link, b-quote, del, ins, img, ul, ol, li, code, more, and close tags. The content of the editor is as follows:

```
[player]

Well there we go!

We have our answer to the biggest question of Indiana's offseason.

Archie Miller will be the next men's basketball coach at Indiana University.
<ul>
  <li>Is this a good hire for Indiana? (Or did the Hoosiers settle?)</li>
  <li>What are Archie's teams like?</li>
  <li>What has the reaction been of Dayton fans?</li>
  <li>What are the most important next steps for Archie after taking over?</li>
  <li>What should IU fans do next to learn more about their new coach?</li>
</ul>

Jerod Morris hopped out an impromptu episode of The Assembly Call with Galen Clavio from <a
target="_blank" href="http://crimsoncast.com" xlink="href">CrimsonCast</a> to break it all
down.

(By the way -- my microphone wasn't plugged in properly for my intro statement. It all happened
so fast! But I got it fixed for the rest of the show.)

<div style="background-color: #f1f1f1; padding: 15px; margin-bottom: 15px;">

<strong>This episode of The Assembly Call is brought to you by Hoosier Proud and SeatGeek.
</strong>
<ul>
  <li>Use the promo code ASSEMBLY at <a target="_blank" href="http://hoosierproud.com"
xlink="href">hoosierproud.com</a> for 15% off your entire order of shirts and accessories
```



1. Post SEO Meta Data

What about on the page itself?

“Archie Miller Hire” is close enough to “Archie Miller Hired” that straining to change (and altering my normal headline format) is unnecessary.

However, there is no reason not to work some integration of the basic phrase into the main copy.

Special Edition: Instant Reaction to Archie Miller Hire

Permalink: <http://assemblycall.com/shows/instant-reacti...ie-miller-hire/> Edit View Episode Get Shortlink

Add Media

Visual Text

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

[player]

Well there we go!

We have our answer to the biggest question of Indiana's offseason.

Archie Miller will be the next men's basketball coach at Indiana University.

- Is this a good hire for Indiana? (Or did the Hoosiers settle?)
- What are Archie's teams like?
- What has the reaction been of Dayton fans?
- What are the most important next steps for Archie after taking over?
- What should IU fans do next to learn more about their new coach?

Jerod Morris hopped out an impromptu episode of The Assembly Call with Galen Clavio from [CrimsonCast](http://crimsoncast.com) to break it all down.

(By the way -- my microphone wasn't plugged in properly for my intro statement. It all happened so fast! But I got it fixed for the rest of the show.)

This episode of The Assembly Call is brought to you by Hoosier Proud and SeatGeek.

- Use the promo code ASSEMBLY at hoosierproud.com for 15% off your entire order of shirts and accessories



1. Post SEO Meta Data

After making these changes, the Target Term tool still tells me no “No” in four areas, but I feel comfortable with my variations.

The screenshot shows the SEO configuration page for a post. The top navigation bar includes options like '+ Add New', 'Edit', 'Manage', 'Help', 'View Episode', and 'Clear Cache'. The user is logged in as 'Greetings, Jerod'. The main content area is titled 'SEO' and has three tabs: 'General', 'Advanced', and 'Social'. The 'General' tab is active, showing a 'Snippet Preview' with the title 'Archie Miller Hired by Indiana: Special Instant Reaction Podc...' and a URL 'assemblycall.com/shows/instant-reaction-archie-miller-hire/'. Below the preview is the 'Target Term' field containing 'archie miller hired'. A section titled 'Your target term was found in:' lists the following results: Article Heading: No, Page title: Yes (1), Page URL: No, Content: No, and Meta description: No. A large red arrow points to this section. Below this is the 'SEO Title' field with the text 'Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iul' and a warning: 'Warning: Title display in Google is limited to a fixed width, yours is too long.' The 'Meta Description' field contains the text 'Archie Miller has been hired as the next basketball coach at Indiana University. We deliver instant reaction on this special edition of The Assembly Call.' and a note: 'The meta description will be limited to 156 chars, 2 chars left.' At the bottom, there is an 'Excerpt' field.



1. Post SEO Meta Data

Remember: The tool is just a check — a guide. You don't have to automatically make changes based on its output.

The screenshot shows a CMS interface with a top navigation bar containing '+ Add New', 'Edit', 'Manage', 'Help', 'View Episode', and 'Clear Cache'. A user profile 'Greetings, Jerod' is visible in the top right. The main content area is titled 'SEO' and has three tabs: 'General', 'Advanced', and 'Social'. The 'General' tab is active and displays the following information:

- Snippet Preview:** Shows a preview of the article snippet with the title 'Archie Miller Hired by Indiana: Special Instant Reaction Podc...' and a URL 'assemblycall.com/shows/instant-reaction-archie-miller-hire/'. Below the title is a short paragraph: 'Archie Miller has been hired as the next basketball coach at Indiana University. We deliver instant reaction on this special edition of The Assembly Call.'
- Target Term:** A text input field contains 'archie miller hired'. Below it, a section titled 'Your target term was found in:' lists the following results:
 - Article Heading: **No**
 - Page title: **Yes (1)** (indicated by a red arrow)
 - Page URL: **No**
 - Content: **No**
 - Meta description: **No**
- SEO Title:** A text input field contains 'Archie Miller Hired by Indiana: Special Instant Reaction Podcast #iul'. Below it, a warning message reads: 'Warning: Title display in Google is limited to a fixed width, yours is too long.'
- Meta Description:** A text input field contains 'Archie Miller has been hired as the next basketball coach at Indiana University. We deliver instant reaction on this special edition of The'. Below it, a message states: 'The meta description will be limited to 156 chars, 2 chars left.'

At the bottom of the screen, an 'Excerpt' section is partially visible.



2. Advanced SEO Settings



2. Advanced SEO Settings

SEO

General Advanced Social

Meta Robots Index: Default for post type, currently: index
index
noindex

Meta Robots Follow Follow Nofollow

Meta Robots Advanced: Site-wide default: NO ODP, NO YDI
None
NO ODP
NO YDIR
No Image Index
No Archive
Advanced meta robots settings for this page.

Include in Sitemap: Auto detect
Should this page be in the XML Sitemap at all times, regardless of Robots Meta settings?

Sitemap Priority: Automatic prioritization
The priority given to this page in the XML sitemap.

Canonical URL:
The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.

301 Redirect:
The URL that this page should redirect to.

Do you want search engines to index this post and make it available for search results ... or not?



2. Advanced SEO Settings

Do you want search engines to follow the links on this page and possibly index them?



The screenshot shows the 'SEO' settings page with the 'Advanced' tab selected. The 'Meta Robots Follow' setting is set to 'Follow'. A red arrow points from the text on the left to this setting. Other settings visible include 'Meta Robots Index' (Default for post type, currently: ir), 'Meta Robots Advanced' (Site-wide default: NO ODP, NO YDI), 'Include in Sitemap' (Auto detect), 'Sitemap Priority' (Automatic prioritization), 'Canonical URL', and '301 Redirect'.



2. Advanced SEO Settings

FWIW, I've never deviated from the defaults here.





2. Advanced SEO Settings

FWIW, I've never deviated from the defaults here either.



The screenshot shows the WordPress SEO settings page with the 'Advanced' tab selected. The settings are as follows:

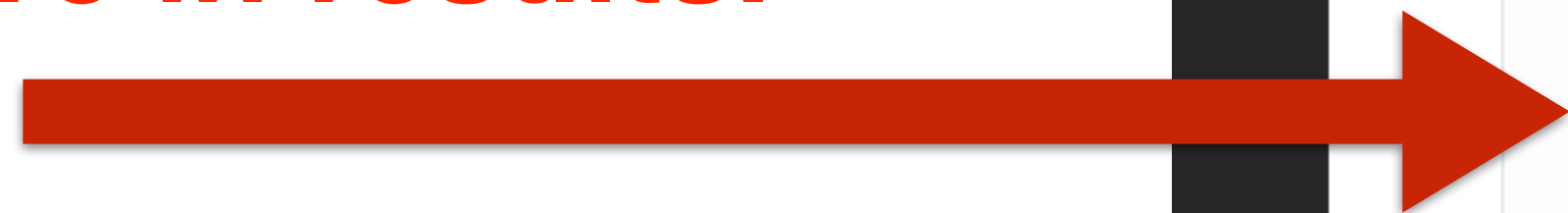
- Meta Robots Index:** Default for post type, currently: ir
- Meta Robots Follow:** Follow Nofollow
- Meta Robots Advanced:** Site-wide default: NO ODP, NO YDI. The dropdown menu is open, showing options: None, NO ODP, NO YDIR, No Image Index, No Archive.
- Include in Sitemap:** Auto detect. Should this page be in the XML Sitemap at all times, regardless of Robots Meta settings?
- Sitemap Priority:** Automatic prioritization. The priority given to this page in the XML sitemap.
- Canonical URL:** (Empty field). The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.
- 301 Redirect:** (Empty field). The URL that this page should redirect to.



2. Advanced SEO Settings

Is this post syndicated from *another* site? Or do you have multiple pages on your site with the same content?

Then you should use the URL for the original content here. This is the URL search engines will serve in results.



The screenshot shows the WordPress dashboard's 'SEO' settings page, specifically the 'Advanced' tab. The interface includes a top navigation bar with options like 'Add New', 'Edit', 'Manage', 'Help', 'View Episode', and 'Clear Cache'. A user profile 'Greetings, Jer...' is visible in the top right. The 'Advanced' tab is selected, showing various SEO settings:

- Meta Robots Index:** A dropdown menu set to 'Default for post type, currently: ir'.
- Meta Robots Follow:** Radio buttons for 'Follow' (selected) and 'Nofollow'.
- Meta Robots Advanced:** A dropdown menu showing a list of options: 'Site-wide default: NO ODP, NO YDI', 'None', 'NO ODP', 'NO YDIR', 'No Image Index', and 'No Archive'. Below the dropdown is the text 'Advanced meta robots settings for this page.'
- Include in Sitemap:** A dropdown menu set to 'Auto detect', with a note: 'Should this page be in the XML Sitemap at all times, regardless of Robots Meta settings?'.
- Sitemap Priority:** A dropdown menu set to 'Automatic prioritization', with a note: 'The priority given to this page in the XML sitemap.'
- Canonical URL:** An empty text input field. Below it is the text: 'The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.'
- 301 Redirect:** An empty text input field. Below it is the text: 'The URL that this page should redirect to.'

A large red arrow points from the text on the left towards the 'Canonical URL' field.



2. Advanced SEO Settings

If this post or page's URL should redirect elsewhere, add the destination link here.

Possible uses:

- No longer relevant
- Contains expired offer
- Create redirect URL



3. Social Settings



3. Social Settings

Define Facebook-specific title, description, and image.



The screenshot shows the Rainmaker Platform interface with the following elements:

- Top Bar:** Navigation icons (+ Add New, Edit, Manage, Help, View Episode, Clear Cache), a settings gear, and a user profile with the name "Greetings".
- Left Sidebar:** A vertical menu with various icons for navigation.
- SEO Section:** A panel titled "SEO" with three tabs: "General", "Advanced", and "Social". The "Social" tab is selected.
- Social Settings:**
 - Facebook Title:** A text input field with a subtext: "If you don't want to use the post title for sharing the post on Facebook but instead want another title there, write it here."
 - Facebook Description:** A text area with a subtext: "If you don't want to use the meta description for sharing the post on Facebook but want another description there, write it here."
 - Facebook Image:** A text input field containing the URL "https://assemblycall.com/wp-content/uploads/2017/03/Livef", an "Upload Image" button, and a subtext: "If you want to override the Facebook image for this post, upload / choose an image or add the URL here."
- Excerpt:** A section below the social settings, currently empty.



3. Social Settings

Note: If you want to define a Facebook or Twitter image for the *home page* of your site, contact Support. (Unless you are using a static page as your home page, then define it this way.)

The screenshot shows the 'Social' tab within the 'SEO' settings panel. The interface includes a top navigation bar with options like 'Add New', 'Edit', 'Manage', 'Help', 'View Episode', and 'Clear Cache'. The 'Social' tab is active, showing fields for 'Facebook Title', 'Facebook Description', and 'Facebook Image'. Each field has a text input area and a descriptive note. The 'Facebook Image' field includes an 'Upload Image' button and a URL input field. Below the social settings is an 'Excerpt' section.

SEO

General Advanced **Social**

Facebook Title:
If you don't want to use the post title for sharing the post on Facebook but instead want another title there, write it here.

Facebook Description:
If you don't want to use the meta description for sharing the post on Facebook but want another description there, write it here.

Facebook Image:

If you want to override the Facebook image for this post, upload / choose an image or add the URL here.

Excerpt



4. Keyword Research



4. Keyword Research

Perform keyword research right from the post and page edit screens.

The screenshot shows the WordPress post editor interface. At the top, there is a blue navigation bar with options: '+ Add New', 'Edit', 'Manage', 'Help', 'View Post', and 'Clear Cache'. Below this is a dark sidebar with various icons. The main content area is in 'Visual' mode, showing a post about 'on-page headline.' with several paragraphs of text. A red arrow points from the text 'on-page headline.' in the editor to the 'seo tips' input field in the 'Keyword Research' sidebar. The sidebar includes a 'Research' button and a 'Previous Keyword Suggestions' link. Below the sidebar, there is a 'Content Optimizer' section showing a 'Page Score' of 65 and a 'Site Score' of 31, along with three green checkmarks indicating 'Title Tag Ready', 'Meta Description Ready', and 'Content Ready'. At the bottom of the sidebar, there is a 'Link Building' section with a green checkmark indicating 'Content analyzed. Link building ready.' and a 'Link Term:' field.



4. Keyword Research

Notice how “seo basics” has lower competition but almost the same popularity as “seo tips”? This suggests I’ll have an easier time targeting “seo basics.”

The screenshot shows a 'Keyword Research' window with a table of keyword suggestions. The table has four columns: Target, Keywords, Popularity, and Competition %. The 'seo basics' keyword is highlighted, and red arrows point to it from the text on the left.

Target	Keywords	Popularity	Competition %
<input type="radio"/>	seo	59	69
<input type="radio"/>	seo optimization	46	53
<input type="radio"/>	google seo	46	54
<input type="radio"/>	seo google	42	54
<input type="radio"/>	local seo	41	54
<input type="radio"/>	seo tips	39	55
<input type="radio"/>	seo 2016	38	48
<input checked="" type="radio"/>	seo basics	38	50
<input type="radio"/>	search engine optimization tips	35	51
<input type="radio"/>	search optimization	34	53



4. Keyword Research

Target	Keywords	Popularity	Competition %
<input type="radio"/>	seo	59	69
<input type="radio"/>	seo optimization	46	53
<input type="radio"/>	google seo	46	54
<input type="radio"/>	seo google	42	54
<input type="radio"/>	local seo	41	54
<input type="radio"/>	seo tips	39	55
<input type="radio"/>	seo 2016	38	48
<input checked="" type="radio"/>	seo basics	38	50
<input type="radio"/>	search engine optimization tips	35	51
<input type="radio"/>	search optimization	34	53

Plus, it's also another keyword phrase I can use to add variation to my post.



4. Keyword Research

Navigation: + Add New, Edit, Manage, Help, View Post, Clear Cache

Target ?	Keywords ?	Popularity ?	Competition % ?
<input type="radio"/>	seo	59	69
<input type="radio"/>	seo optimization	46	53
<input type="radio"/>	google seo	46	54
<input type="radio"/>	seo google	42	54
<input type="radio"/>	local seo	41	54
<input type="radio"/>	seo tips	39	55
<input type="radio"/>	seo 2016	38	48
<input checked="" type="radio"/>	seo basics	38	50
<input type="radio"/>	search engine optimization tips	35	51
<input type="radio"/>	search optimization	34	53

By selecting a Target Term above and clicking the Save Target Term button, your keyword will be included in the Content Analysis process.

[Save Target Term](#)

Scroll down and hit "Save Target Term."





5. Content Optimizer



5. Content Optimizer

Once you have a Title Tag, Meta Description, and your content, you can use the Content Optimizer. Hit “Analyze.”

The screenshot shows a content editor interface. At the top, there is a blue navigation bar with icons for '+ Add New', 'Edit', 'Manage', 'Help', 'View Post', and 'Clear Cache'. Below this is a dark sidebar with various icons. The main content area is a text editor with a toolbar containing options like 'b', 'i', 'link', 'b-quote', 'del', 'ins', 'img', 'ul', 'ol', 'li', 'code', 'more', 'close tags', and 'Copy HTML'. The text in the editor includes several paragraphs about link building and SEO, with some code snippets for href and target attributes. On the right side, there is a sidebar with several sections: 'Keyword Research' with an input field and a 'Research' button; 'Target Term' with the text 'link building (clear)'; 'Content Optimizer' which shows 'Page Score' and 'Site Score' with small bars, and a list of three green checkmarks: 'Title Tag Ready', 'Meta Description Ready', and 'Content Ready'; and 'Link Building' with a red minus sign icon and the text 'Perform Content Analysis on the Content to enable Link Building.' A large red arrow points from the 'Analyze' button in the Content Optimizer section towards the right.



5. Content Optimizer

If we want to rank better for “link building,” clearly we should be publishing more content, and attracting more links, based on this topic.

The screenshot shows a software interface with a top navigation bar containing '+ Add New', 'Edit', 'Manage', 'Help', 'View Post', and 'Clear Cache'. A 'Content Analysis' window is open, featuring tabs for 'Keyword Analysis', 'Page Analysis', and 'Tags'. Under 'Keyword Analysis Metric', the 'Site Score' is 30, highlighted with a red arrow. A text box explains: 'The terms like link building and search rankings appear in your page, your site does not use these terms frequently. Consider adding more content to your site for these terms.' Below this, a paragraph states: 'Keyword Analysis inspects your page to compare the use of keywords against two metric - the usage of the keyword on your site (Search Metric) and recommended copywriting styles (Copy Styles). The stronger these two metrics, the better your score. To improve the score for a keyword, go to [Content Optimizer](#) for more details.'

A scatter plot at the bottom shows 'Search Metric' on the y-axis. Data points are plotted for 'Smart People Publishing Content', 'Publishing Online', 'Link Building', and 'Search Rankings'. The plot is divided into regions 'A' and 'B'.

Keyword	Search Metric (Y-axis)	Relative Position
Smart People Publishing Content	Low	Region B
Publishing Online	Low	Region B
Link Building	High	Region A
Search Rankings	Medium	Region A



5. Content Optimizer



Content Analysis

Keyword Analysis

Page Analysis

Tags

Page Analysis Metric

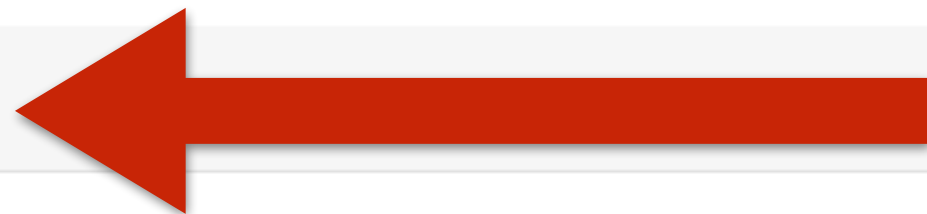
Page Score: 60

Your page needs some improvement. Review the suggestions under Improve Page Structure to raise your score.

Improve Page Structure

To improve the overall structure of your page, review the recommendations below.

Analysis & Recommendations



- ⚠ No hyperlinks were found in the first part of the page, consider adding a hyperlink to the first paragraph.
- ⚠ No Primary Keywords were found in your content. See the information under Improve Keyword Rank to improve the identification of a keyword.
- ⚠ Flesch Score The Flesch Score describes comprehension difficulty for a passage of text. The Flesch score for this page is: Fairly Difficult

Search Engine Example



5. Content Optimizer



Content Analysis

Keyword Analysis

Page Analysis

Tags

Page Analysis Metric

Page Score: 60

Your page needs some improvement. Review the suggestions under Improve Page Structure to raise your score.

Improve Page Structure

To improve the overall structure of your page, review the recommendations below.

Analysis & Recommendations

- No hyperlinks were found in the first part of the page, consider adding a hyperlink to the first paragraph.
- No Primary Keywords were found in your content. See the information under Improve Keyword Rank to improve the identification of a keyword.
- Flesch Score** The Flesch Score describes comprehension difficulty for a passage of text. The Flesch score for this page is: Fairly Difficult

Search Engine Example

Content Analysis

Improve keyword rank

To improve the ranking of your keywords, review the recommendations below.

Keyword	Analysis & Recommendations
Link Building	<ul style="list-style-type: none"> Add the keywords to the HTML title tag of your content. Add the keywords to the META DESCRIPTION tag of your content.
Search Rankings	<ul style="list-style-type: none"> Add the keywords to the HTML title tag of your content. Add the keywords to the beginning of the META DESCRIPTION tag of your content.
Smart People	<ul style="list-style-type: none"> Add the keywords to the HTML title tag of your content. Add the keywords to the META DESCRIPTION tag of your content. Add these keywords more frequently to the page.
Online Publishers	<ul style="list-style-type: none"> Add the keywords to the HTML title tag of your content. Add the keywords to the META DESCRIPTION tag of your content. Add these keywords more frequently to the page.
Publishing Online	<ul style="list-style-type: none"> Add the keywords to the HTML title tag of your content. Add the keywords to the META DESCRIPTION tag of your content. Add these keywords more frequently to the page.



6. Link Building



6. Link Building

Now we can use the Link Building tool to instantly find posts on our own site where we can add semantically relevant links to this content.

The screenshot shows a content management system interface. At the top, there is a blue navigation bar with icons for 'Add New', 'Edit', 'Manage', 'Help', 'View Post', and 'Clear Cache'. Below this is a dark sidebar with icons for 'Add Media', 'Link Building', 'Content Optimizer', 'Review', and 'Analyze'. The main content area is a text editor with a rich text toolbar containing options like 'b', 'i', 'link', 'b-quote', 'del', 'ins', 'img', 'ul', 'ol', 'li', 'code', 'more', 'close tags', and 'Copy HTML'. The text in the editor includes paragraphs about link building and a section titled '2. Podcast interviews'. A red arrow points from the text 'first place.' in the editor to the 'Link Building' section in the sidebar. The 'Link Building' section shows a status of 'Content analyzed. Link building ready.' and a dropdown menu with 'Link Building' selected. The 'Content Optimizer' section shows a 'Page Score' of 60 and a 'Site Score' of 30, along with status indicators for 'Title Tag Ready', 'Meta Description Ready', and 'Content Ready'. A 'Quick Help' button is visible on the right side of the interface.



6. Link Building

This post, in particular, seems like a good one to target.



Navigation: + Add New, Edit, Manage, Help, View Post, Clear Cache

Previous Keyword Suggestions

Link Building

Keyword List: Link Building [x]

Research

Page Title	Page Authority	Links
Content Marketing and Copywriting Articles - Copyblogger Blog	84	10,943
Five Link Building Strategies That Work - Copyblogger	63	60
Brian Clark, Author at Copyblogger Page	63	9
Why No One Links to Your Best Posts (And ... - Copyblogger	62	55
5 Harsh Realities of Making a Living Online - Copyblogger	52	52
Three Killer Content Strategies for Building Affiliate ...	46	8
A 12-Minute Crash Course on Link Building (Ugh) - Copyblogger	42	0
Link Building Archives - Copyblogger	38	0



Social Scheduler



1. Connect Social Accounts



1. Connect Social Accounts

The screenshot shows the Rainmaker Platform dashboard interface. At the top, there is a blue navigation bar with icons for 'Add New', 'Edit', 'Manage', and 'Help'. On the right side of this bar, a user profile for 'Greetings, Jerod Morris' is displayed, along with a gear icon for settings and an 'Admin Screen Options' button. A vertical sidebar on the left contains several icons for navigation. The main content area is titled 'Dashboard' and contains several widget cards, including 'A/B Tests', 'Right Now in Forums', 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Status', and 'Membership Subscriptions Summary'. A settings menu is open, listing various categories: General, Design, Content, Traffic, Email, Conversion, Results, Podcast, Social, and Rainmaker Labs. A large red arrow points to the 'Social' option in this menu. A 'Quick Help' button is visible in the bottom right corner of the dashboard area.



1. Connect Social Accounts

Navigation bar: + Add New, Edit, Manage, Help, Clear Cache, Greetings, Jerod Morris

Settings

General | Design | Content | Traffic | Email | Conversion | Results | **Social** | Rainmaker Labs

Social Media

Connect your Social Media accounts.

Twitter Connect Another Twitter Account

Facebook Profile

Facebook Page Connect Facebook Page

LinkedIn

Note: Further down on this page you can also connect with bitly for link shortening.

RAINMAKER PLATFORM

Quick Help



2. Schedule Social Posts



2. Schedule Social Posts

The screenshot displays the AINMAKER PLATFORM dashboard interface. At the top, a blue navigation bar contains the text '+ Add New', 'Edit', 'Manage', and 'Help', along with a settings gear icon and a user profile for 'Greetings, Jerod Morris'. Below this is a sidebar with menu items: 'Traffic', 'Affiliates', 'Affiliate Creative', and 'Social Scheduler'. The 'Social Scheduler' item is highlighted with a blue bar and a '+ ADD NEW' button. A large red arrow points from this button towards the main dashboard area. The main area is titled 'Dashboard' and contains several summary cards: 'Right Now in Forums', 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A 'Quick Help' button is visible on the right side of the dashboard.



2. Schedule Social Posts

Give this social share a descriptive title for yourself – it will only be seen in the dashboard.



2. Schedule Social Posts

Navigation: + Add New | Edit | Manage | Help | Clear Cache | Greetings, Jerod Mo

Add Social Schedule View All

Bill Garrett Podcast

Social Schedule Details

Select Social Profiles:

-
-
-
-

Enter the URL for the content you'll share: Add Link

Or use existing content:

Content:

- Bill Garrett Signed Photo
- Podcast: The Remarkable Story and Legacy of Bill Garrett (with Tom Graham)
- 3-Point Shot: Billy Donovan is the Grand Slam, But Tony Bennett Would Still be a Home Run

Characters remaining: 140 Shorten URLs

Status: Save Delete

Then choose the social account(s) this share is for.



2. Schedule Social Posts

Then, either paste the URL for the content you're sharing ... or ... start typing and choose from published content on your site.

The screenshot shows the 'Add Social Schedule' interface. At the top, there is a navigation bar with options: '+ Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. On the right, a user profile is visible with the text 'Greetings, Jerod Mo'. The main heading is 'Add Social Schedule' with a 'View All' link. Below this, the title of the post is 'Bill Garrett Podcast'. A 'Social Schedule Details' section is expanded, showing 'Select Social Profiles' with four profile icons: a restaurant, a man's photo, a man's photo, and a family photo. There are two input options: 'Enter the URL for the content you'll share:' with an empty text box and an 'Add Link' button; and 'Or use existing content:' with a text box containing 'Bill|'. A dropdown menu is open below the second text box, showing three options: 'Bill Garrett Signed Photo', 'Podcast: The Remarkable Story and Legacy of Bill Garrett (with Tom Graham)', and '3-Point Shot: Billy Donovan is the Grand Slam, But Tony Bennett Would Still be a Home Run'. Below the dropdown, it says 'Characters remaining: 140' and has a 'Shorten URLs' button. On the right side, there is a 'Status' section with 'Save' and 'Delete' buttons. Two red arrows point to the 'Enter the URL...' and 'Or use existing content:' sections.



2. Schedule Social Posts

The share content will be automatically populated based on the headline of your post. You can edit this if you like.

The screenshot shows a web application interface for scheduling social media posts. At the top, there is a blue navigation bar with a logo on the left and navigation links: '+ Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. On the right of the navigation bar, there is a settings gear icon and a user profile picture with the text 'Greetings, Jerod M'. Below the navigation bar is a dark sidebar with several icons: a calendar, a pushpin, a calendar grid, an envelope, a double-headed arrow, a target, a line graph, and a graduation cap. The main content area is titled 'Bill Garrett Podcast' and contains a 'Social Schedule Details' section. This section includes a 'Select Social Profiles' area with four circular profile icons for Facebook, Twitter, LinkedIn, and another Facebook profile. Below this are two input fields: 'Enter the URL for the content you'll share:' with the value 'http://assemblycall.com/shows/podcast-tom-grahar' and an 'Add Link' button; and 'Or use existing content:' with the value 'Podcast: The Remarkable Story and Legacy of Bill G'. The 'Content:' field is highlighted with a red arrow and contains the text 'Podcast: The Remarkable Story and Legacy of Bill Garrett (with Tom Graham) http://hoosie.rs/2oYfq8M'. Below the content field, it says 'Characters remaining: 140' and has a 'Shorten URLs' button. At the bottom, there is an 'Add an Image:' section with 'None Selected' and an 'Attach Image' button. The right sidebar has a 'Status' section with 'Save' and 'Delete' buttons.



2. Schedule Social Posts

Navigation: + Add New, Edit, Manage, Help, Clear Cache. User: Greetings, Jerod M

Bill Garrett Podcast

Social Schedule Details

Select Social Profiles:

-
-
-
-

Enter the URL for the content you'll share:

Or use existing content:

Content:

Characters remaining: 140

Add an Image: None Selected

Schedule Share:

Status:


Notice the shortened vanity URL.



2. Schedule Social Posts

Navigation: + Add New | Edit | Manage | Help | Clear Cache | Greetings, Jerod M

Bill Garrett Podcast

Social Schedule Details

Select Social Profiles:

-
-
-
-

Enter the URL for the content you'll share:

Or use existing content:

Content: Characters remaining: 140

Add an Image: None Selected

Schedule Share:

Status:

Attach an image, if you wish.





2. Schedule Social Posts

The screenshot shows a web application interface for scheduling social media posts. At the top, there is a blue navigation bar with icons for 'Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache'. On the right, a user profile is visible with the name 'Greetings, Je...'. The main content area is titled 'Bill Garrett Podcast' and contains a 'Social Schedule Details' section. This section includes a 'Select Social Profiles' area with four profile icons (Twitter, Facebook, LinkedIn, and another Facebook profile). Below this, there are two input fields: 'Enter the URL for the content you'll share:' with the value 'http://assemblycall.com/shows/podcast-tom-grahar' and an 'Add Link' button; and 'Or use existing content:' with the value 'Podcast: The Remarkable Story and Legacy of Bill G...'. The 'Content:' field contains the text 'Podcast: The Remarkable Story and Legacy of Bill Garrett (with Tom Graham) http://hoosie.rs/2oYfq8M' and shows 'Characters remaining: 140' with a 'Shorten URLs' button. At the bottom, there is an 'Add an Image:' field with 'None Selected' and a 'Schedule Share:' dropdown menu. The dropdown menu is open, showing options: 'Now' (selected with a checkmark), 'Post Publish', and 'Custom'. A large red arrow points from the left towards the 'Schedule Share:' dropdown.

Share it now, when then post publishes, or at a specific custom time of your choosing.



2. Schedule Social Posts

 **Maker Hacks** @makerhacks · 22h

Creality CR-10 #3dprinter review - Large format, quality output, low price
makerhacks.com/creality-cr-10 ...
#3dprinting



   1 



Coming up ...



Q&A on Using Rainmaker's Powerful Suite of Traffic and SEO Tools

Thursday, April 13 at 12:00 p.m. Eastern Time



Q&A on Using Rainmaker's Powerful Suite of Traffic and SEO Tools

Thursday, April 13 at 12:00 p.m. Eastern Time

How to Leverage Your Traffic Into Better Decisions and More Conversions

Thursday, April 20 at 4:00 p.m. Eastern Time



Questions?



 RAINMAKER PLATFORM