Audience Development Consulting Program

Comprehensive SEO+ Guidance for Audience Development Professionals

✔ Proprietary analytics
✔ Monthly performance review meetings
✔ Member-only roundtables and events
✔ Interactive SEO and online publishing webinars
✔ Unlimited on-demand training

MEQUODA

Digital Strategy for Publishers

Mequoda is pleased to introduce the Audience Development Consulting Program (ADCP), a robust and integrated offering that provides strategic SEO guidance for audience development professionals, writers, editors, and content producers. Designed to drive measurable results, ADCP is composed of five key elements:

Powerful analytics: Composed of five distinct reports, this comprehensive SEO package provides the insights editors and audience development professionals need to create and deliver the content that drives the most website traffic. The Audience Development Analytics Suite (ADAS) of reports, which are detailed in this brochure, include:

- ✔ Google Visibility Report
- ✔ Keyword Performance Report
- ✔ Content Performance Report
- ✔ Traffic Source Report
- ✔ Inbound Link Report

Monthly consultations: Every month, you'll meet with Don Nicholas and a reporting specialist—typically via WebEx—to take stock of your SEO efforts. Together, we will evaluate past performance, set future goals, and develop an action plan for meeting them.

Member-only events: Gain access to the forums attended by the industry's best. Network and share best practices with an elite group of publishing peers at our semi-annual Gold Member meetings.

Live webinars: Eight times each year, you and your entire staff can attend Mequoda's live webinars—each carefully structured to address critical topics in online publishing. Ask questions, interface with fellow participants, and get the latest insights and results from our audience development experts.

Unlimited on-demand training: From SEO copywriting and building subscription websites to licensing content and blogging for editors, you will have access to our growing library of 90-minute training programs for editors and audience development professionals.

Supporting our belief that organic search traffic is the foundation of an effective audience development program,

ADCP provides actionable insights to help you:

✔ **Optimize your content calendar** – Hit the right topics, at the right frequency, and at the right time

✔ **Identify unmet audience needs** – Get immediate visibility into what's driving traffic

✔ **Measure your ROI** – Ascertain which channels, links, and topics are working, and which are not

✔ **Increase audience engagement** – Discover which keywords are driving sticky traffic to your site

✔ **Improve efficiencies** – Make more informed staffing and resource decisions based on trend and traffic analyses

Put simply, ADCP equips you with the knowledge and training you need to become an audience development powerhouse.

"The entire Mequoda team has been a valuable partner for both of our online publishing divisions. They provide valuable analytics and keyword guidance at a reasonable price, but more importantly, they regularly act as a guide and sounding board for our various strategies and tactics. Both of our free content sites grew ten-fold over two years as a result."

Phil Ash
Publisher
InvestingDaily.com and BusinessManagementDaily.com

A few of the organizations who use ADCP

Active Interest Media	Haymarket Media Group
American Quarter Horse Association	The Motley Fool
Aspire Media	Meredith Corporation
Biblical Archaeology Society	Natural Health Advisory Institute
Business & Legal Resources	Prime Publishing
Capitol Information Group	Rodale Inc.
Ceramic Publications Company	Psychotherapy Networker
The Dark Intelligence Group	The Successful Investor
DestinAsian Media Group	Vibrant Nation
Farm Progress Companies	Vida y Salud
Harvard University	

The Google Visibility Report provides an organized look at your entire keyword universe, cluster visibility, and overall visibility. The data in this report can be used to help prioritize and track the effectiveness of your search engine marketing campaigns and daily posts. It also provides the taxonomy for your subject, based on your navigation scheme at the category and tag levels

This reports helps answer the following questions:

✔ Which keyword clusters can my website dominate?

✔ Which keywords does Google expect to see used together in a phrase?

✔ How often should I publish new content on each of my core topics?

✔ Which keyword phrases make the best titles for free downloadable content?

✔ How much traffic should Google send to my website each year?

✔ How many impressions are my competitors generating from my keyword universe?

✔ How many writers do I need to adequately support my editorial schedule?

Mequoda Daily
GVR Cluster Summary
March 26, 2012

Mequoda Daily Topics (

SEO Campaign Manager
Website Homepage Des
Email Marketing
Internet Business Mode
Increasing Website Tra
Content Marketing
Publishing Jobs
Digital Magazine Publis
Social Media Strategy
Membership Websites
Subscription Websites

Mequoda Daily
GVR Universe Report
March 26, 2012

Keyword Universe
website homepage ideas
keyword strategies
webmaster job description
webmaster+job+description
copywriting secrets
internet business models
homepage ideas
most profitable websites
feedback loops
event websites
membership website
spam words
seo campaign management
membership websites
white hat seo techniques
email copywriting
subscription website
subscription websites
transcribe audio to text

Keyword Universe	Annual Searches	Annual Impressions	GVI
1,006	18,650,676	112,811	1.01%
1,008	18,650,676	94,702	1.01%
3,392	107,361,552	192,801	1.01%
1,972	23,001,084	233,108	1.01%
1,972	23,001,084	214,291	0.93%
1,972	23,001,084	206,519	0.90%
1,972	23,001,084	205,179	0.89%
2,333	26,843,376	350,688	1.31%
2,678	33,177,708	431,871	1.30%

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Mequoda Daily
GVR Summary
March 26, 2012

Keyword Universe	Annual Searches	Annual Impressions	GVI
1010	1,006	18,650,676	112,811	1.01%
1101	1,008	18,650,676	94,702	1.01%
1103	3,392	107,361,552	192,801	1.01%
1106	1,972	23,001,084	233,108	1.01%
110822	1,972	23,001,084	214,291	0.93%
110826	1,972	23,001,084	206,519	0.90%
1112	1,972	23,001,084	205,179	0.89%
1201	2,333	26,843,376	350,688	1.31%
1203	2,678	33,177,708	431,871	1.30%

The Keyword Performance Report identifies the keyword phrases that drive the most (and least) website traffic. The data in this report enables you to tailor your editorial calendar in order to focus on the keyword phrases and clusters that offer the greatest potential to increase traffic to your site.

This reports helps answer the following questions:

✔ Which keywords are driving the most "sticky traffic" to my site?

✔ Which keyword clusters are producing multiple, high-ranking phrases?

✔ How often should I publish content in order to maintain high rankings on a given phrase?

✔ What is the best way to assign keyword phrases to my editorial team

Mequoda Daily

Keyword Performance Report

Data Range: 2/1/11-3/10/12

Keyword	Primary Keyword Cluster	Sticky Visit Index	Sticky Visits	Total Visits	Pages/ Visit	Avg Time on Site	% New Visits	Bounce Rate
(not provided)	#N/A	25.24%	1,833	7,263	1.81	0:01:27	86.25%	74.76%
webmaster job description	Publishing Jobs	13.67%	70	512	1.57	0:01:00	89.06%	86.33%
mequoda	Brand	79.53%	136	171	5.36	0:04:20	40.35%	20.47%
event websites	Increasing Website Traffic	24.11%	27	112	1.17	0:05:13	83.93%	75.89%
lending tree business model	#N/A	1.09%	1	92	1.00	0:00:02	6.52%	98.91%
pepsi marketing	#N/A	9.59%	7	73	1.11	0:00:32	21.92%	90.41%
pepsi target market	#N/A	20.55%	15	73	1.25	0:01:12	80.82%	79.45%
events websites	Increasing Website Traffic	26.76%	19	71	1.32	0:02:52	88.73%	73.24%
transcribe audio to text	Editorial Management Strategy	20.00%	14	70	1.04	0:00:21	92.86%	80.00%
benefits of online advertising	Web Advertising	17.91%	12	67	1.48	0:00:43	89.55%	82.09%
digital native survey	Digital Native	68.85%	42	61	5.72	0:15:40	1.64%	31.15%
facebook like vs share	Social Media Strategy	14.29%	8	56	1.27	0:00:51	89.29%	85.71%
free event listings	Increasing Website Traffic	31.48%	17	54	1.33	0:11:27	81.48%	68.52%
agora financial	#N/A	15.38%	8	52	1.46	0:00:45	98.08%	84.62%
spam words	Email Marketing	10.42%	5	48	1.06	0:00:06	89.58%	89.58%
event listing sites	Increasing Website Traffic	38.30%	18	47	1.45	0:09:51	61.70%	61.70%
most profitable websites	Internet Business Models	10.87%	5	46	1.33	0:00:10	80.43%	89.13%
subject lines that get opened	Email Marketing	27.27%	12	44	1.86	0:02:15	95.45%	72.73%
subscription websites	Subscription Websites	36.36%	16	44	2.52	0:01:37	81.82%	63.64%

"The Audience Development Consulting Program has proven invaluable. Over the past 12 months, using insights and methods we've learned from the program, we've tripled organic search traffic for our largest web property and experienced a ten-fold increase in organic traffic for all of our web properties combined."

Stuart Hochwert
Chief Executive Officer
Prime Publishing

Content Performance Report

The Content Performance Report provides insights into which content elements are drawing the most visitors to your site. You'll learn which topics result in the most (and least) number of views and what types of pages—articles, category pages, tags, and downloads—drive the most traffic to your site.

This reports helps answer the following questions:

✔ How many blockbuster posts did my website produce this month?

✔ How many total blockbuster posts have we had over the past quarter or year?

✔ Which topics are most likely to drive traffic to my site, both over the short- and long-term?

✔ How do headlines impact content rankings?

✔ Which posts produce the most "sticky traffic" for my site?

Mequoda Daily	Articles (GA)	1,845	51.78%
Article Performance Report	Ranking Articles (GA)	162	4.55%
Data Range: 2/1/11-3/10/12	Total Posts (WP)	3,563	

Mequoda Daily	Keyword Universe	2,678	
Tag Performance Report	Tags (GA)	19	1.87%
Data Range: 2/1/11-3/10/12	Tags (WP)	1,017	37.98% *This # should be 100%

Mequoda Daily	Ranking Free Reports (GA)	37	90.24%
Free Report Performance Report	Total # of Free Reports (ILR)	41	
Data Range: 2/1/11-3/10/12			

Content Performance Index (Mequoda Daily — Data Range: 2/1/11-3/10/12)

	Mar-12	Apr-12	May-12
Articles			
Articles Driving Traffic (GA)	1,845		
Ranking Articles (GA)	162		
Total Posts (WP)	3,563		
Active Articles/Posts	51.78%		
Ranking Articles/Posts	4.55%		
Tags			
Keyword Universe	2,678		
Tags Driving Traffic (GA)	19		
Ranking Tags (GA)	0		
Tags (WP)	1,017		
Tags on WP/Keyword Universe	37.98%		
Active Tags/Available Tags	1.87%		
Ranking Tags/Available Tags	0.00%		
Free Reports/Downloads			
Ranking Free Reports (GA)	37		
Total # of Free Reports	41		
Ranking/Total Free Reports	90.24%		
Categories			
Category Pages Driving Traffic(GA)	61		
Ranking Category Pages (GA)	10		

The Traffic Source Report provides a big-picture view of your audience development efforts including overall website traffic, search engine visibility, and email, and link-building initiatives.

This reports helps answer the following questions:

✔ How do my traffic sources compare over time?

✔ Which sources are trending up and which are trending down?

✔ How effective is my content strategy in reaching Google, Twitter, Facebook, and other key partners?

✔ What's the ROI for my online editorial investment?

Mequoda Daily
Traffic Source Report

Key Metric			Feb-12	Jan-12
Website Performance				
Visits	Google Analytics		32,320	30,297
Unique Visitors				
Visits per Unique				
Net New Email Subscribers				
Website Conversion Rate				
Website Traffic Index				
Search Performance				
Estimated Monthly Searches				
Estimated Monthly Impressio				
Google Visibility Index				
Search Arrivals				
Implied CTR				
Referral Traffic Performan				
Referral Traffic				
Active Links Driving Traffic				
Arrivals per Referring Domain				
Direct Traffic Performance				

Mequoda Daily
Traffic Source Report

Key Metric			Feb-12	Jan-12
Email Performance				
Email Campaign Traffic	Google Analytics (sum of SKUs below)		2,339	2,197
Average Subscribers	All List Segments (Daily, WIR, Spotlight)		9,192	10,936
Email Arrival Index			0.25	0.20
SKU's Driving Traffic	Google Analytics			
a1c3f90722-For-Further-Study				
cmb			249	1032
cms			5	3
dmp			164	1
dpb			422	1
feed:mequodadaily			264	40
ffp			8	19
iwt			1	1
kwr			1	
lpt				
mrm			10	44
ms				1
mse			6	5
mss			523	926
msw			587	123
spd			99	1
std				

Inbound Link Report

The Link Report aggregates the number of inbound links to selected website pages, including the homepage and rapid conversion landing pages. Used as a comparison tool, this report helps you understand how links help you maintain search positions and their effectiveness as a source of referring traffic.

This reports helps answer the following questions:

✔ Are the number of links to my website increasing or decreasing?

✔ Are the most important websites in my industry linking to my site?

✔ What type of content is attracting the most links?

✔ How important are each of the websites that link to mine?

Mequoda Daily

Inbound Link Report

March 26, 2012

		Mar-12		
www.mequoda.com				
	Total Inbound Links			
	Unique Linking Root Do			
	Followed Linking Root [			
	Followed Links/Unique [			
Mequoda Summit West 2012 Program Guide				
	Total Inbound Links			
	Unique Linking Root Do			
	Followed Linking Root [			
	Followed Links/Unique [			
Digital Publishing Bootcamp Program Guide				
	Total Inbound Links			
	Unique Linking Root Do			
	Followed Linking Root [			
	Followed Links/Unique [			
Digital Magazine Publishing Strategy Basics				
	Total Inbound Links			
	Unique Linking Root Do			
	Followed Linking Root [			
	Followed Links/Unique [			

Mequoda Daily — **444** Referring Websites (GA)

Link Performance Report — **554** Unique Linking Root Domains to mequoda.com (SEOMoz)

Data Range: 2/1/11-3/10/12 — **80%** Links driving traffic as a % of total unique links

Keyword	Page Rank	Sticky Visit Index	Sticky Visits	Total Visits	Pages/Visit	Avg Time on Site	% New Visits	Bounce Rate
t.co	6	46.29%	231	499	2.62	0:01:57	56.11%	53.71%
google.com	9	37.79%	130	344	1.91	0:00:59	92.73%	62.21%
36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	n/a	67.88%	112	165	3.91	0:04:08	34.55%	32.12%
linkedin.com	9	35.45%	39	110	2.05	0:02:29	77.27%	64.55%
copyblogger.com	6	52.94%	54	102	3.67	0:04:23	82.35%	47.06%
hootsuite.com	6	65.26%	62	95	5.45	0:13:27	11.58%	34.74%
mequoda.mequodaprojects.com	n/a	64.04%	57	89	5.17	0:06:52	0.00%	35.96%
facebook.com	9	38.64%	34	88	1.99	0:02:38	69.32%	61.36%
ww2.mequodaprojects.com	n/a	50.70%	36	71	5.18	0:05:26	0.00%	49.30%
cpafix.com	2	4.29%	3	70	1.09	0:00:02	24.29%	95.71%
masternewmedia.org		4.35%	3	69	1.06	0:00:04	100.00%	95.65%
daily.mequoda.com		76.36%	42	55	5.31	0:05:49	30.91%	23.64%
emediavitals.com		36.84%	14	38	2.63	0:03:43	34.21%	63.16%
magazinelaunch.com		40.54%	15	37	3.35	0:03:30	86.49%	59.46%
search.mywebsearch.com		46.15%	12	26	3.65	0:02:43	84.62%	53.85%
paper.li		34.78%	8	23	2.96	0:01:23	86.96%	65.22%
blog.anto-dwiharja.com		76.19%	16	21	2.48	0:01:38	100.00%	23.81%
mail.aol.com		60.00%	12	20	2.5	0:01:04	40.00%	40.00%
google.de		42.11%	8	19	1.58	0:00:30	94.74%	57.89%
google.co.in		23.53%	4	17	1.41	0:00:25	100.00%	76.47%
photonstorm.com		5.88%	1	17	1.06	0:00:10	100.00%	94.12%
thelandingpageguru.com		76.92%	10	13	5.62	0:06:42	76.92%	23.08%

Unlock your potential with actionable insights from ADCP.

Increase traffic. Improve audience engagement. Exploit growth opportunities.

Working with Mequoda's SEO experts, you will learn how to dramatically improve the performance of your online publishing business. Every month, they will walk you through your organization's reporting results—identifying important trends and opportunities for growing your audience—and provide action steps for taking your efforts to the next level.

The Mequoda Consulting Team

About Don Nicholas

Don Nicholas, CEO of Mequoda Group, is a digital publishing consultant who specializes in content development, search engine optimization, website design, and email marketing. The author of hundreds of books, white papers, and articles on media management, Don also leads dozens of training programs for Mequoda Group, FIPP, MPA, SIPA and other organizations. Over the past three decades, Don has guided the development of hundreds of well-known media brands. Don serves on the boards of SIPA and Aspire media, LLC.

About Norann Oleson

As Mequoda's Analytics Manager, Norann is responsible for preparing and updating the Audience Development Analytics Suite for Gold Member clients. In this capacity, she performs research, creates reports, and analyzes results. She helps online editors and audience development professionals drive more traffic through better content development and distribution. Before joining Mequoda, Norann worked in public accounting and educational consulting. She holds a master's degree in accounting.

Learn more. Do more. Achieve more.

Take the next step. Contact Mequoda to find out how you can become an audience development powerhouse.

Please contact Ann-Marie Sullivan at 508-435-1008 or by email: Ann-Marie@Mequoda.com for more informaiton.

www.mequoda.com