

SEO Blogging

Why We Do It

11 Steps to Optimizing a Post

- 1. Choose a Keyword Cluster**
- 2. Choose a Keyword Phrase**
- 3. Title Your Post**
- 4. Write Subheads and Paragraphs**
- 5. Add Meta Titles & Descriptions**
- 6. Add Keyword Tags**
- 7. Categorize Your Post**
- 8. Add URL Keywords**
- 9. Assign an Author**
- 10. Link to Free Report**
- 11. Calculate Keyword Density**

Choose a Keyword Cluster

Mequoda Daily Network
 Google Visibility Report
 September 9, 2009

Mequoda Daily Topics (PKP)	Topic #	Current Data			
		Keyword Universe	Annual Searches	Annual Impressions	GVI
Landing Pages	1	165	359,136	24,620	6.86%
Membership Websites	2	83	120,192	18,180	15.13%
Online Publishing	3	98	3,851,664	6,392	0.17%
Online Copywriting	4	32	666,888	3,192	0.48%
Internet Marketing	5	96	4,134,384	0	0.00%
Social Media Strategy	6	41	2,132,880	1,588	0.07%
Search Engine Optimization	7	184	25,249,440	17,646	0.07%
Keyword Research	8	59	2,690,916	0	0.00%
Link Building	9	39	249,156	4,548	1.83%
Usability Testing	10	81	498,276	24	0.00%
Website Design	11	77	22,036,728	4,140	0.02%
Website Traffic	12	48	2,080,056	4,197	0.20%
Bloggng for Profit	13	53	3,349,308	121	0.00%
New Media Trends	14	42	73,428	2,672	3.64%
Internet Business Models	15	30	2,601,936	19,092	0.73%
Web Advertising	16	46	7,703,448	1,554	0.02%
Email Marketing	17	79	2,624,664	13,905	0.53%
Online Metrics	18	46	367,452	1,082	0.29%
Online Teams	19	34	2,228,160	3,572	0.16%
Email Newsletters	20	55	1,574,568	4,283	0.27%
Online Newsletters	21	48	984,300	1,680	0.17%
Editorial Strategy	22	25	187,392	17,611	9.40%

Choose a Keyword Phrase

Mequoda Daily Network

Google Visibility Report

8/14/09 1:53 PM

Keyword Universe	Primary Keyword Cluster	Tag	GKT Monthly	Google Listings	Annual Searches	Google KCI
earthlink feedback loop	Email Marketing		22	4	264	66.00
email feedback loop	Email Marketing		36	459	432	0.94
email feedback loops	Email Marketing		36	347	432	1.24
gmail feedback loop	Email Marketing		58	9	696	77.33
mail.com feedback loop	Email Marketing		5	2	60	30.00

Titling Your Post

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MEQUODA DAILY

Helping Publishers Make Money Online

Hosted by Don Nicholas,
Amanda MacArthur and
Kim Mateus



Google™ Custom Search

GO

Daily Blog | Browse Topics | Post Archive | Glossary | RSS | Editors

«Previous: Email Marketing and Tracking - Increase RPM w...

»Next: Hardcore Email Marketing with Agora Financial

(Edit this entry.)

Email Marketing Tips: 10 **Email Feedback Loop** Lists

August 22nd, 2008

Posted in Email Marketing by Amanda MacArthur

Add Comments Email This Post Print This Post BOOKMARK

Increase email delivery rates by finding out who's putting you in the junkbox

An email feedback loop (FBL) is a service that many ISPs will provide to companies who send bulk mailings. On their end, it's beneficial because it identifies pro-active companies and reduces the amount of spam sent to their users.

On your end, this is very beneficial because the #1 reason for poor deliverability is spam complaints. By subscribing to an email feedback loop, you will know who is marking you as such so that you can remove them from your list and get your domain white listed with the top ISPs.



What you'll need in order to register for email feedback loops:

Free White Papers

[10 Email Newsletter Design Best Practices](#)

[12 Master Landing Page Templates](#)

[5 Deadly Membership Website Mistakes](#)

[Blogging for Marketing 101](#)

[How to Write a White Paper That Sells](#)

[Internet Business Models and Strategies](#)

[Launch a Link-Building Campaign](#)

[Mobile Site Design for Content Publishers](#)

[Online Press Release Guidelines](#)

[SEO Copywriting Secrets](#)

[Seven Online Publishing Secrets](#)

[The 13 Best Email Subject Lines](#)

[Tips for Creating a Successful Podcasting Series](#)

[Web Advertising Tips for Google AdSense](#)

Digital Strategy for Publishers

Write Subheads & Paragraphs

Email Feedback Loop Forms you can fill out online

AOL Feedback Loop - This page will give you access to the email feedback loop form, application information, amongst other requirements and info.

Comcast Feedback Loop - A very simple form from Comcast.net that includes an informative "terms of service" agreement and privacy policy.

Excite / Bluetie Feedback Loop - BlueTie offers a feedback loop service, operated by Return Path, free of charge, to parties sending large amounts of mail to BlueTie members.

MSN/Hotmail Feedback Loop - This Junk Email Reporting Program (JMRPP) encourages large senders to remove unwanted recipients from their email list. [Click to read instructions](#) on how to get accepted into the program.

NetZero/Juno Feedback Loop - This lengthy application form also acts as a white list request. You may need to consult your Email Service Provider or IT team to get the information needed for this form.

Road Runner Feedback Loop - A short application, recently re-launched, that will forward any mail reported as spam originating from the associated IP addresses back to the listed email address.

USA.net Feedback Loop - Another simple form that also gives you access to existing feedback loops.

Yahoo! Feedback Loop Form - Yahoo! offers a Complaint Feedback Loop service, free of charge, via this site operated by Return Path.

Learn how to Create Impressive Email Newsletters with 40 Email Newsletter Tips on 10 Design Best Practices by downloading our FREE [10 Email Design Best Practices](#) white paper.

Email Feedback Loop Forms you can fill out through email

Common requirements for application:

- your IP range
- your domains
- your network's contact information: name, contact e-mail and phone
- the e-mail to which the FBL will be sent

Earthlink Feedback Loop - (fblrequest@abuse.earthlink.net) Use the information list above to determine what to send to this email address.

Excite Feedback Loop: (fb-loop@bluetie.com and emailadmin@cs.excite.com) Use both of these email addresses, because as of June 2008, Excite moved over to BlueTie. Use the information list above to determine what information to send to these email addresses.

Online Publishing Topics

Blogging for Profit (7)
Editorial Strategy (7)
Email Marketing (52)
Email Newsletters (15)
Internet Business Models (50)
Internet Marketing (95)
Landing Pages (115)
Making Money Online (12)
Membership Websites (108)
New Media Trends (12)
Online Copywriting (2)
Online Metrics (6)
Online Publishing (242)
Online Publishing Jobs (39)
Online Teams (6)
Search Engine Optimization (20)
Social Media Strategy (22)
Usability Testing (23)
Web Advertising (13)
Website Design (109)
Website Traffic (53)
Studies and Reviews
Email Newsletter Reviews (7)
Landing Page Reviews (48)
Publishing Case Studies (40)
Website Design Reviews (76)

Recent Posts

- [8 New Speakers Announced for the Mequoda Summit](#)
- [Wall Street Journal Media Pyramid Case Study](#)
- [8 MORE Best Practices for Email](#)

Add Meta Titles & Descriptions

HeadSpace

Page Title:

Email Marketing Tips: 10 Email Feedback Loop Lists

Description:

Increase email delivery rates by finding out who's putting you in the junkbox - An email feedback loop (FBL) is a service that many ISPs will provide to companies who send bulk mailings. On their end, it's beneficial

[advanced](#)

Add Keyword Tags

Wordpress CMS

Tags (separate multiple tags with commas: cats, pet food, dogs)

Display click tags

email delivery, email feedback loop, email feedback loops, email list, Email Marketing, email marketing tip,

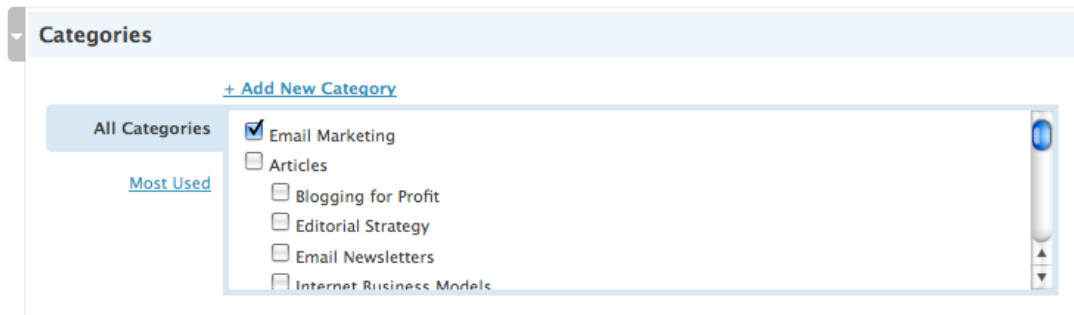
Article Page

Tags: [email delivery](#), [email feedback loop](#), [email feedback loops](#), [email list](#), [email marketing](#), [email marketing tip](#), [email marketing tips](#), [excite feedback loop](#), [gmail feedback loop](#), [mail.com feedback loop](#), [marketing](#)

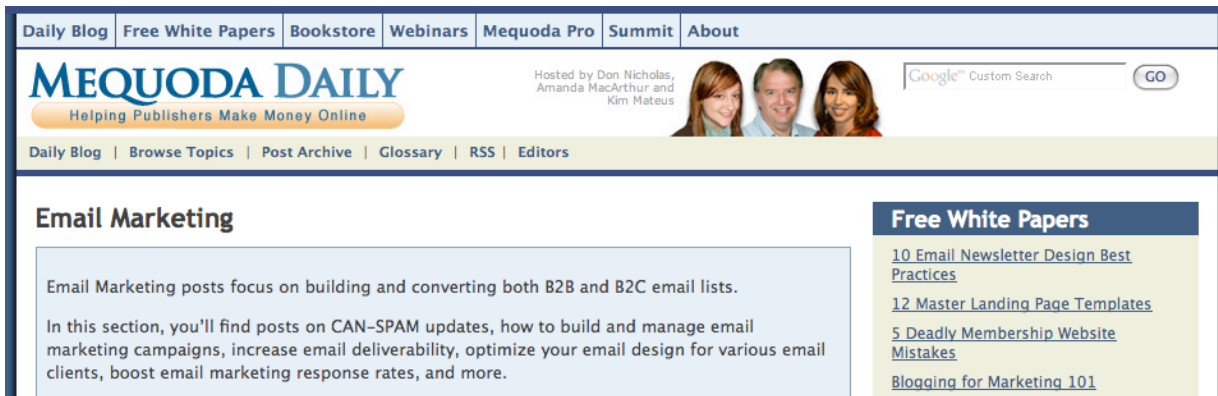
Code View

```
<meta name="keywords" content="email delivery, email feedback loop, email feedback loops, email list, email marketing, email marketing tip, email marketing tips, excite feedback loop, gmail feedback loop, mail.com feedback loop, marketing" />
```


Categorize Your Post



Wordpress CMS



Topic Page

Email Marketing Tips: 10 Email Feedback Loop Lists

By Amanda MacArthur

August 22nd, 2008 | 8 Comments »

Mitigate spam complaints by finding out who's putting you in the junkbox ... [Continue Reading »](#)

Topic Page Listing

Add URL Keywords

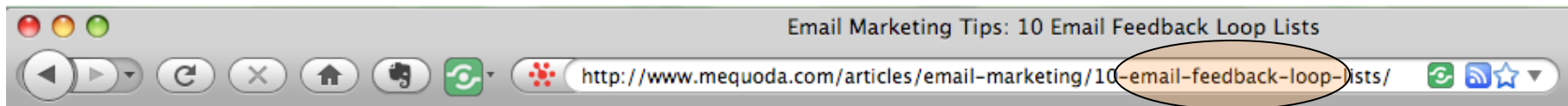
Wordpress CMS

Title

Email Marketing Tips: 10 Email Feedback Loop Lists

Permalink: <http://www.mequoda.com/articles/email-marketing/10-email-feedback-loop-lists/> / [Cancel](#)

Browser



Assign an Author

Email Marketing Tips: 10 Email Feedback Loop Lists





August 22nd, 2008













Posted in Email Marketing by Amanda MacArthur













▼ Post Author

Amanda MacArthur

Link to a Free Report

Post Add media:     Visual HTML

B *I* ABC            

Heading 2            

[USA.net Feedback Loop](#) - Another simple form that also gives you access to existing feedback loops.

[Yahoo! Feedback Loop Form](#) - Yahoo! offers a Complaint Feedback Loop service, free of charge, via this site operated by Return Path.

[text_ad]

Feedback Loop Forms you can email

Common requirements for application:

Path: h2

Learn how to **Create Impressive Email Newsletters with 40 Email Newsletter Tips on 10 Design Best Practices** by downloading our FREE [10 Email Design Best Practices](#) white paper.

Calculate Keyword Density

Analysis of page: <http://www.mequoda.com/articles/email-marketing/10-email-feedback-loop-list>

Words: 249, Count: 1197		
Word	Count	Density
email	68	5.68%
feedback	47	3.93%
to	42	3.51%
loop	39	3.26%
marketing	28	2.34%
the	28	2.34%
you	20	1.67%
this	18	1.5%
and	17	1.42%
mequoda	16	1.34%
for	15	1.25%
online	15	1.25%
at	14	1.17%
com	13	1.09%
2009	12	1%
your	12	1%
is	11	0.92%
post	11	0.92%
publishing	10	0.84%

Phrases: 165, Count: 498		
2 Words	Count	Density
feedback loop	38	7.63%
email marketing	18	3.61%
email feedback	15	3.01%
this post	9	1.81%
2009 at	8	1.61%
online publishing	7	1.41%
feedback loops	6	1.2%
10 email	6	1.2%
marketing tips	6	1.2%
you can	5	1%
mequoda summit	5	1%
email newsletter	5	1%
email delivery	5	1%
the information	4	0.8%
an email	4	0.8%
email list	4	0.8%
boston ma	4	0.8%
free white	4	0.8%
com feedback	4	0.8%

Phrases: 103, Count: 256		
3 Words	Count	Density
email feedback loop	11	4.3%
email marketing tips	5	1.95%
loop email feedback	4	1.56%
com feedback loop	4	1.56%
feedback loop email	4	1.56%
excite feedback loop	4	1.56%
mail com feedback	4	1.56%
email this post	4	1.56%
email feedback loops	4	1.56%
print this post	4	1.56%
10 email feedback	4	1.56%
mequoda summit boston	3	1.17%
gmail feedback loop	3	1.17%
loop gmail feedback	3	1.17%
marketing tip email	3	1.17%
email marketing tip	3	1.17%
email marketing email	3	1.17%
marketing email marketing	3	1.17%
feedback loop gmail	3	1.17%

Getting Found

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google

About 6,640,000 results (0.25 seconds) [Advanced search](#)

Everything
More

All results
Page previews
More search tools

[Feedback Loop \(email\) - Wikipedia, the free encyclopedia](#) ☆
A **feedback loop** (FBL), sometimes called a complaint **feedback loop**, is an inter-organizational form of feedback by which an internet service provider (ISP) ...
[Reporting process - Advantages - Criticism](#)
[en.wikipedia.org/wiki/Feedback_Loop_\(email\)](http://en.wikipedia.org/wiki/Feedback_Loop_(email)) - [Cached](#) - [Similar](#)

[Email Marketing Tips: 10 Email Feedback Loop Lists](#) ☆
Jun 11, 2010 ... Increase email delivery rates by finding out who's putting you in the junkbox - An **email feedback loop** (FBL) is a service that many ISPs ...
www.mequoda.com/.../email.../10-email-feedback-loop-lists/ - [Cached](#) - [Similar](#)

[Feedback Loop Request Form - USA.net](#) ☆
The **feedback loop** (FBL) will forward any **mail** reported as spam originating ... Once your request has been approved, **Feedback Loop email** will be sent to the ...
fbl.usa.net/ - [Cached](#) - [Similar](#)

[Complaint Feedback Loop - Yahoo! Mail](#) ☆
Yahoo! offers a Complaint **Feedback Loop** service, free of charge, via this site operated by Return Path. To begin the process: ...
feedbackloop.yahoo.net/ - [Cached](#) - [Similar](#)

[Comcast.net Feedback Loop - Feedback Loop Request Form](#) ☆
Return Path operates the Official **Feedback Loop** Service for Comcast. Comcast offers this service, free of charge, to parties sending large amounts of **mail** ...
feedback.comcast.net/ - [Cached](#) - [Similar](#)

[List of Email Feedback Loops | Maui SEO and Internet Marketing ...](#) ☆
The **feedback loop** is a system that allows **email** providers to keep track of **email** spam complaints. Some **email** companies go as far as alerting the original.
www.compmaui.com/list-of-email-feedback-loops-388.html - [Cached](#)

[Yahoo! Feedback Loop News :: Return Path Blog](#) ☆

Getting Click-Throughs

Search sent 228 total visits via 63 keywords

Filtered for keywords containing "feedback loop"

Show: non-paid | total | paid

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Views:     

Visits 228 % of Site Total: 1.05%	Pages/Visit 1.30 Site Avg: 2.38 (-45.37%)	Avg. Time on Site 00:03:26 Site Avg: 00:02:02 (68.66%)	% New Visits 64.47% Site Avg: 78.85% (-18.23%)	Bounce Rate 71.05% Site Avg: 66.73% (6.48%)
---	---	--	--	---

	Keyword	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	gmail feedback loop		45	1.31	00:03:17	88.89%	62.22%
2.	google feedback loop		36	1.06	00:00:19	19.44%	88.89%
3.	email feedback loops		17	2.76	00:07:20	58.82%	47.06%
4.	email feedback loop		14	1.14	00:01:53	50.00%	42.86%
5.	gmail feedback loop program		11	1.00	00:00:00	9.09%	100.00%
6.	feedback loop gmail		9	1.22	00:00:07	66.67%	77.78%
7.	feedback loops		9	1.11	00:01:25	88.89%	66.67%
8.	feedback loops email clients		8	1.00	00:00:00	12.50%	100.00%
9.	feedback loop email		5	1.40	00:03:51	100.00%	20.00%
10.	hotmail feedback loop		5	3.00	00:21:53	40.00%	20.00%

Getting Page Views

2,411 pages were viewed a total of 20,605 times

Filtered for pages containing "/articles"

Content Performance

Views:     

Pageviews 20,605 % of Site Total: 39.66%	Unique Pageviews 18,072 % of Site Total: 43.35%	Avg. Time on Page 00:03:23 Site Avg: 00:01:28 (132.01%)	Bounce Rate 75.20% Site Avg: 66.80% (12.58%)	% Exit 68.50% Site Avg: 41.89% (63.50%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
--	---	---	--	---	--

	Page <input type="text" value="None"/>	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/articles/increasing-website-traffic-articles/8-best...	1,281	1,125	00:15:48	67.89%	78.45%	\$0.00
2.	/articles/email-marketing/subject-line-spam-trigge...	1,050	982	00:06:48	82.79%	87.14%	\$0.00
3.	/articles/content-marketing/6-elements-of-the-be...	641	578	00:03:43	86.91%	86.12%	\$0.00
4.	/articles/social-media-strategy/clearing-up-the-ne...	336	316	00:08:55	86.35%	90.48%	\$0.00
5.	/articles/subscription_websites/the-five-most-prof...	322	293	00:02:32	76.14%	74.22%	\$0.00
6.	/articles/email-marketing/10-email-feedback-loop-...	304	280	00:26:08	70.25%	84.54%	\$0.00
7.	/articles/membership-websites/10-wordpress-me...	288	265	00:09:25	70.93%	82.99%	\$0.00
8.	/articles/digital-magazine-publishing/3-amazing-ta...	277	252	00:03:11	85.89%	87.00%	\$0.00
9.	/articles/content-marketing/statistics-on-mobile-a...	224	199	00:03:15	73.37%	82.59%	\$0.00
10.	/articles/website-design/5-heat-map-tracking-tool...	193	174	00:08:43	75.86%	86.01%	\$0.00

Keyword Targeting Results

Mequoda Daily Network

Google Visibility Report

8/14/09 1:53 PM

Keyword Universe	Primary Keyword Cluster	Tag	GKT Monthly	Google Listings	Annual Searches	Google KCI	Google Rank	Annual Impressions	GVI
earthlink feedback loop	Email Marketing		22	4	264	66.00	2	264	100%
email feedback loop	Email Marketing		36	459	432	0.94	1	432	100%
email feedback loops	Email Marketing		36	347	432	1.24	1	432	100%
gmail feedback loop	Email Marketing		58	9	696	77.33	5	696	100%
mail.com feedback loop	Email Marketing		5	2	60	30.00	3	60	100%

Hands-On Workshop

In Groups of 2-3, Go Through These Steps:

- 1. Choose a Keyword Phrase**
- 2. Title Your Post**
- 3. Write Lead Paragraph**

Choose a Keyword Phrase

Keyword Universe	Primary Keyword Cluster	GR	Tag	GKT Month	Google Listing	Annual Search	Google K
azalea	Azaleas			49,500	13,100,000	594,000	0.05
azaleas	Azaleas			14,800	6,070,000	177,600	0.03
azalea care	Azaleas			4,400	67,300	52,800	0.78
azalea japonica	Azaleas			2,900	72,100	34,800	0.48
azalea plant	Azaleas			1,900	146,000	22,800	0.16
azalea bush	Azaleas			1,300	166,000	15,600	0.09
azalea festival	Azaleas			1,300	600,000	15,600	0.03
pruning azaleas	Azaleas			1,300	17,400	15,600	0.90
azalea flower	Azaleas			1,000	187,000	12,000	0.06
azalea mollis	Azaleas			720	48,700	8,640	0.18
azalea plants	Azaleas			720	86,400	8,640	0.10
azaleas how to grow	Azaleas			720	9,530	8,640	0.91
azalias	Azaleas			720	83,300	8,640	0.10
red azalea	Azaleas			590	194,000	7,080	0.04
satsuki azalea	Azaleas			590	136,000	7,080	0.05
azalea bushes	Azaleas			480	291,000	5,760	0.02
azalea diseases	Azaleas			480	8,080	5,760	0.71
azalea Indica	Azaleas			480	69,500	5,760	0.08
planting azaleas	Azaleas			480	14,100	5,760	0.41

Titling Your Post

5 Tips for Planting Azaleas in Any Climate

Look for filtered sunlight, steady moisture and protection from wind when planting azaleas

When planting azaleas, there will always be little control over the wind, rain and air temperature. Still, there are important decisions to make when selecting your site. Azaleas can be found on mountains, beside streams and in woodland settings around the country. There are thousands of varieties of azaleas and they grow in a wide range of locations and climates. These tips will help you find the right spot for planting azaleas in any climate.

Planting Azaleas Tip #1: Minimize repeated freezing and thawing

Azaleas vary in their cold hardiness and frost tolerance. Repeated freezing and thawing is very damaging, causing the bark to peel and stems to split. To avoid winter sun, choose a site with a northern exposure. Avoid planting azaleas with a southwest exposure.

Planting Azaleas Tip #2: Plant in areas with filtered sunlight

Azaleas grow best in areas with filtered sunlight. The requirements and tolerance for sun and heat vary by cultivar. Avoid planting azaleas on sites with dense shade. Low-limbed evergreens and deciduous trees create a shade that is too dense. Too much shade produces fewer flower buds and fewer, spindly branches.

Planting Azaleas Tip #3: Avoid sites with trees that compete for moisture and nutrients

Azaleas have a shallow root system. They require steady moisture and get most of their nutrients from the soil. Choose a site away from trees with shallow roots to avoid competition for moisture and nutrients. Avoid planting azaleas near trees such as maple, ash, and elm trees.

Planting Azaleas Tip #4: Choose a site with acidic soil, good drainage and steady moisture

Azaleas thrive in loose, well-aerated soil that is high in organic matter. They prefer acidic soil with a pH level between 4.5 – 6.0. Azaleas suffer with extended drought or flooding. Steady moisture and good drainage are critical to maintaining a healthy root system. Some species prefer warmer, wetter climates and some prefer cooler, dryer climates. Make sure you know which you have before planting azaleas.

Planting Azaleas Tip #5: Provide protection from the wind

Azaleas require protection from the wind. Wind destroys flowers and new growth, and accelerates dehydration of the plant. Wind is more likely to cause damage during times of extreme heat or cold when the plant is already at risk of dehydration. Avoid planting azaleas on the corners of buildings where the wind tends to be stronger.

Writing Subheads & Paragraphs

5 Tips for Planting Azaleas in Any Climate

Look for filtered sunlight, steady moisture and protection from wind when planting azaleas

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Adding Meta Titles & Descriptions

HeadSpace

Page Title: 5 Tips for Planting Azaleas in Any Climate

0 remaining

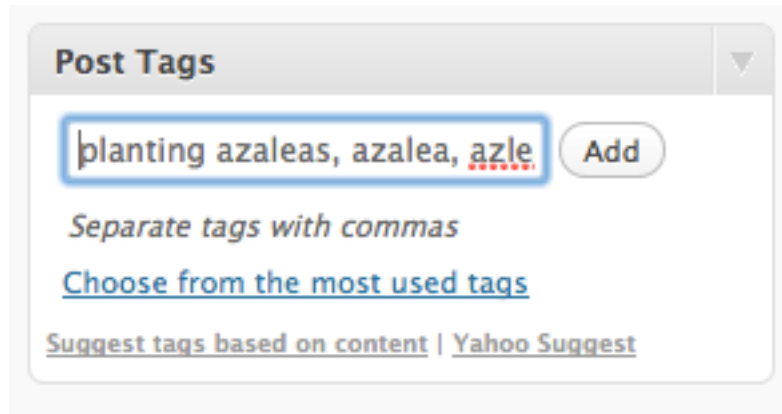
Description: Look for filtered sunlight, steady moisture and protection from wind when planting azaleas

59 remaining

[advanced](#)

Adding Keyword Tags

Wordpress CMS



Article Page

- [care for azaleas](#)
- [care for rhododendrons](#)
- [pruning azaleas](#)
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Azaleas grow best in areas with filtered sunlight. The requirements and tolerance for sun and heat vary by cultivar. Avoid planting azaleas on sites with dense shade. Low-limbed evergreens and deciduous trees create a shade that is too dense. Too much shade produces fewer flower buds and fewer, spindly branches.

[text_ad]

Planting Azaleas Tip #3: Avoid sites with trees that compete for moisture and nutrients

Word count: 400

Draft saved at 9:41:38 pm.

Learn little-known secrets to planting the most beautiful azaleas when you download our free guide, *Azalea Care Secrets: When to Plant Azaleas and How to Grow Them for a Lifetime*

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Words: 168, Count: 687			Phrases: 97, Count: 258			Phrases: 59, Count: 136		
Word	Count	Density	2 Words	Count	Density	3 Words	Count	Density
and	29	4.22%	planting azaleas	18	6.98%	planting azaleas tip	5	3.68%
azaleas	26	3.78%	moisture and	6	2.33%	steady moisture and	4	2.94%
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