

Mequoda Method SEO Campaign Management

Making Money from Free Content

The house that FREE built ...

\$2.3 million
(and counting ...)



Why We Want Email Addresses

% of adult Internet users in the U.S. who do this online		Survey month/year
Use a search engine to find information	91	2/1/2012
Send or read e-mail	91	8/1/2011
Look for info on a hobby or interest	84	8/1/2011
Search for a map or driving directions	84	8/1/2011
Check the weather	81	5/1/2010
Look for health/medical info~	80	9/1/2010
Look for information online about a service or product you are thinking of buying*	78	9/1/2010
Get news	78	8/1/2012
Go online just for fun or to pass the time	74	8/1/2011
Buy a product	71	5/1/2011
Watch a video on a video-sharing site like YouTube or Vimeo	71	5/1/2011
Use a social networking site like Facebook, LinkedIn or Google Plus*	69	8/1/2012

Email = Revenue

Knitting Daily 2010 REVENUE SNAPSHOT

Average Email Subscribers 245,000

Tracked Email Revenue per Subscriber* \$9

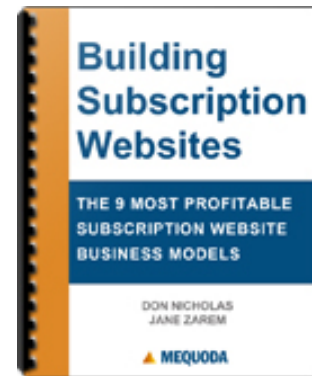
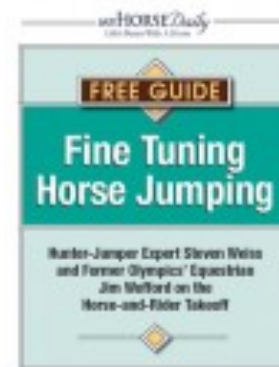
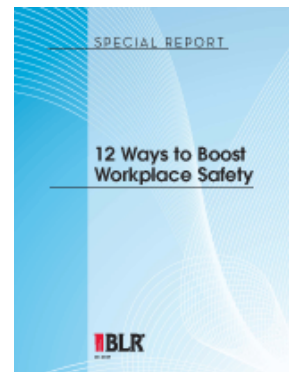
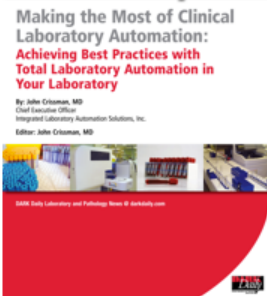
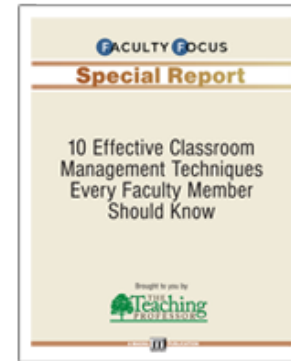
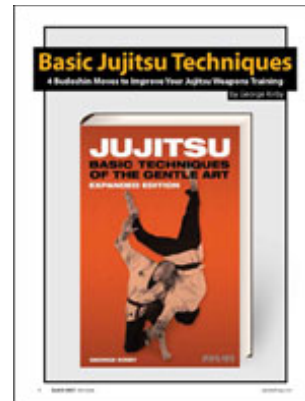
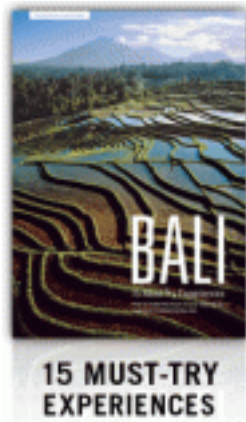
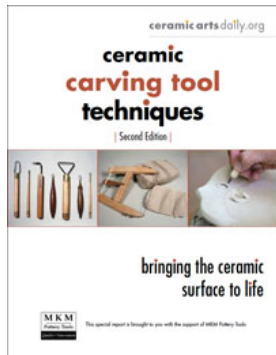
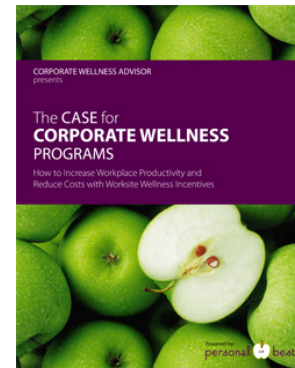
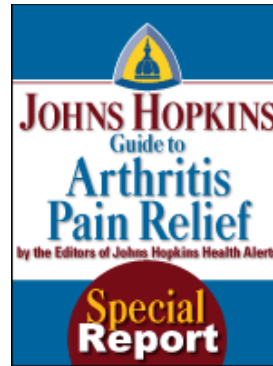
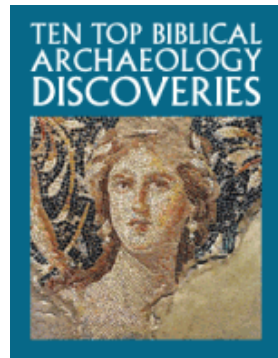
Tracked Email Revenue \$2,205,000

*\$5 in subscriptions, books & DVDs

*\$2 in events

*\$2 in advertising sales

Strategy Works in Many Markets

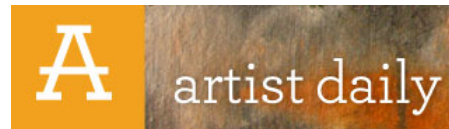


Interweave

Multi-Platform Crafts Media Company



10 Online Communities



15 magazines ♦ 75+ DVDs ♦ 13 events ♦ 300+ books
33 websites ♦ 4 PBS TV shows ♦ 12 eNewsletters ♦ 70 eBooks
100 Video Downloads ♦ 2000+ eProjects

WINNING STRATEGIES

Sales & Marketing Strategy

Sell & Resell

Retain

Convert

Attract



SEO Strategy

The screenshot shows the Interweave Knitting Daily website. At the top, there's a navigation bar with links for Home, Magazines, Blogs, Forums, Patterns, Galleries, Videos, TV, Store, Members, Topics, Glossary, and Authors. A search bar is located on the right. Below the navigation bar, a prominent banner offers a "FREE Offer" for a "Knit Cardigan Patterns from Knitting Daily: 7 FREE Patterns" eBook. The offer includes a form to "Enter your email address" and a "Get my free eBook" button. A small text below the form states, "You have our promise we will not sell or share your email address." To the right of the form, it says, "Join Knitting Daily for FREE and download your FREE eBook today! Read more...". Below the banner, there are three main content areas: 1. "Welcome" section with a paragraph about interacting with fiber enthusiasts. 2. "NEW FREE PATTERNS" section featuring "Yggdrasil Afghan" with a small image and a "Feb 18, 2010" date. 3. "KNITTING DAILY BLOGS" section with a post titled "Is this Yarn Going to Pill?" and a small image of a woman. To the right of these sections, there are advertisements for "Interweave Knits magazine!" (with a "SHOP NOW" button) and the "Winter 2009 Issue" (with "Preview the Issue" and "SUBSCRIBE" buttons). At the bottom right, there's a "KNITS Subscribe and Save" advertisement.

Google Analytics and Web Master Tools – January 2012:

Keywords: 69,136

Referring Sources: 4,497

Unique Web Visitors: 328K

Page 1 Google Rankings for 300+ targeted keywords

 **MEQUODA**
Digital Strategy for Publishers

Building Traffic from Search Engines

Google

[Web](#) [Images](#) [Maps](#) [Shopping](#) [More](#) [Search tools](#)

About 1,620,000 results (0.34 seconds)

[Knitting Pattern Central - Free Socks Knitting Pattern Link Directory](#)
www.knittingpatterncentral.com/directory/socks.php
Patterns preceded by an plus sign (+) require free registration (to that particular pattern site, not to **Knitting Pattern Central**) before viewing. Also try: **Baby Socks**.

[Free Knitting Patterns For Socks](#)
www.knittingonthenet.com/socks.htm
Large selection of free **knitting patterns** for **socks** for beginners and experienced **sock** knitters.
[Easy Beginner Sock Pattern - Beginner Socks - Socks For Children, Women ...](#)

[Free Sock Knitting Patterns - Knitting Daily](#)
www.knittingdaily.com/Free-Sock-Knitting-Patterns/
Knitting Sock Patterns: 7 Free **sock knitting patterns** is your free knitted sock patterns guide for beautiful hand knit socks.





[TLC Home "Free Socks Knitting Patterns"](#)
tlc.howstuffworks.com > ... > [Knitting & Sewing](#) > [Knitting Patterns](#)
Interesting patterns and cozy warmth make these socks great for cool weather. Keep your feet warm and dry with our free **socks knitting patterns**.

[Free Knitting Patterns: Sock Knitting Patterns](#)
knitting.about.com > ... > [Knitting](#) > [Free Knitting Patterns](#)
Free **sock knitting patterns** from all over the Internet.

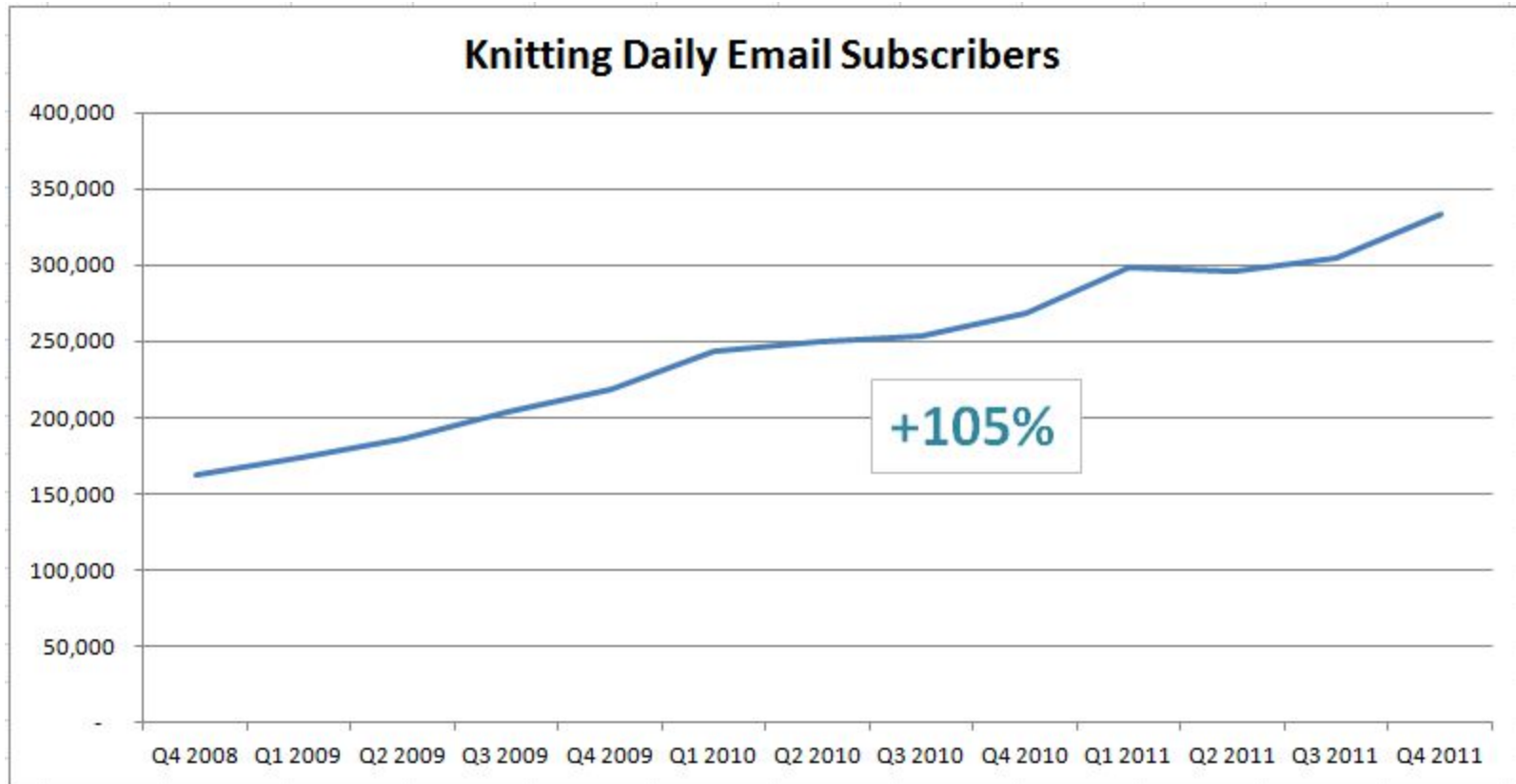
[Sock Patterns](#)
pinterest.com/needles1306/sock-patterns/
Monkey **sock pattern**, by cookie a - a free **pattern** - As Seen on **Knitting Daily** TV Episode 212 - **Knitting Daily** (One of the most popular **sock patterns**). 1 like 1 ...

[30+ Free Sock Patterns: {Knitting}: TipNut.com](#)
tipnut.com > [Crafts](#) > [Knitting](#)
Feb 21, 2011 - Here's a whopper of a list featuring over two dozen **socks to knit**, some are very simple and easy to make (perfect for beginners) while others ...

[Shop for sock knitting patterns on Google](#) Sponsored

			
Sock Innovation Pri... \$25.90 Interweave St...	Knitting On The Road Print B... \$19.90 Interweave St...	Knit Sock Pattern: 2 Ca... \$6.50 Etsy	HURT - Knitting Vintage Socks \$21.95 Interweave St...

Building Email Circulation



+105%

(includes regular list purges)

SEO Campaign Steps



Keyword Taxonomy

Techniques	Home	Clothing	Knitting For
Beginner Knitting	Afghans and Blankets	Knitted Accessories	Knitting for Babies
Easy Knitting Patterns	Felted Items	Knitted Cardigans	Knitting for Children
Edgings and Insertions	Gifts and Whimsies	Knitted Hats	Knitting for Men
How to Knit	Home Décor	Knitting Sweaters	Knitting for Women
Knitting Techniques	Lace Knitting	Sock Knitting	
Knitting Terms			
Knitting Videos			
Online Knitting			

Google Keyword Tool

Placement Tool
Contextual Targeting Tool

▼ Include terms (0) ?

▼ Exclude terms (0) ?

▼ Match Types ?

Broad

[Exact]

"Phrase"

Match Type
=Exact

Word or phrase **sock knitting**

Website

Category

Only show ideas closely related to my search terms ?

+ Advanced Options and Filters

Locations: United States × Languages: All

Devices: Desktops and laptops

Search

Global Monthly
Searches

Saved ideas (0)

- My keyword ideas
- My ad group ideas

Proximity
Phrases

Keyword ideas

Ad group ideas (Beta)

Add to account ▼

Download ▼

View as text ▼

View in Traffic ▼

Sorted by Relevance

Save all Search terms (1)

1 - 1 of 1

Keyword

Global Monthly Searches

[sock knitting] ▼

480

Save all Keyword ideas (800)

1 - 50 of 800

Keyword

Global Monthly Searches ?

[sock knitting] ▼

480

[sock knitting machine] ▼

1,300

[sock knitting loom] ▼

140

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Keyword Tool Results

Keyword	Global Monthly Searches
[knitting socks]	12,100
[sock yarn]	12,100
[free sock patterns]	8,100
[sock knitting]	4,400
[how to knit socks]	3,600
[knit socks]	3,600
[sock knitting machine]	2,400
[sensational knitted socks]	1,600
[sock patterns]	1,600
[sock knitting patterns]	1,300
[sock pattern]	1,300
[learn to knit socks]	1,000
[top-down knitting]	880

[Download Results to Excel](#)

Find the Google Listing

Google

"sock knitting"

Google each phrase
in quotes

Web

Images

Maps

Shopping

Videos

More ▾

Search tools

About 1,050,000 results (0.43 seconds)

[Socks 101 - knitty.com](#)

www.knitty.com/ISSUESpring05/FEATsocks101.html

See Teresa's excellent article in the Summer 2004 issue of Knitty. Yarns for Sock Making. Wool and Blends Wool is absolutely the best choice for **sock knitting**.

[Sock Knitting Master Class: Innovative Techniques + Patterns from ...](#)

www.amazon.com › ... › [Graphic Design](#) › [Commercial](#) › [Fashion Design](#)

★★★★★ Rating: 4.9 - 15 reviews - \$17.79 - In stock

Work from the ground up with knitwear design: create your own socks! **Sock Knitting** Master Class showcases methods for designing and knitting creative socks.

[How to knit socks - Knitting Information, Tips, and How-Tos](#)

www.knittersreview.com/goto.asp?goto=SockOV

"One thing that would improve most people's **sock knitting**, especially beginners, is to cast on loosely (using a larger needle as necessary). Also, it is easier to ...

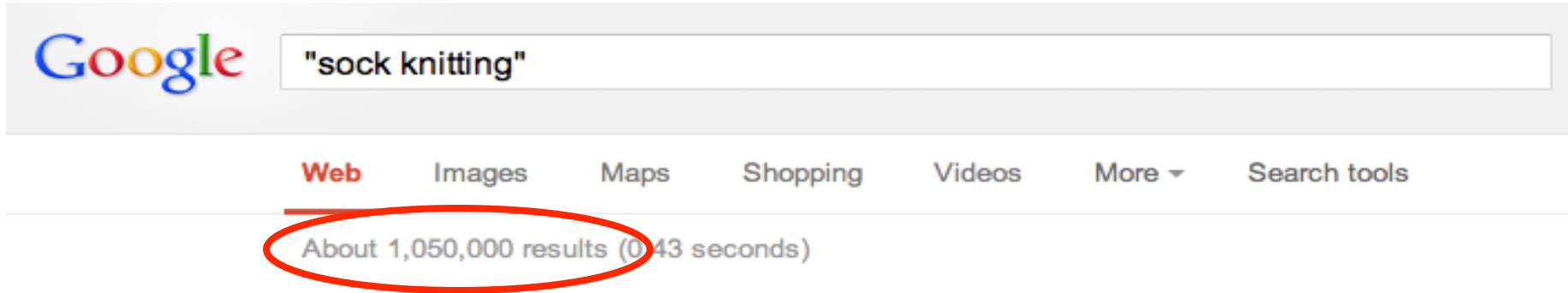


Digital Strategy for Publishers

Why Exact Match Counts Are Best

“sock knitting”

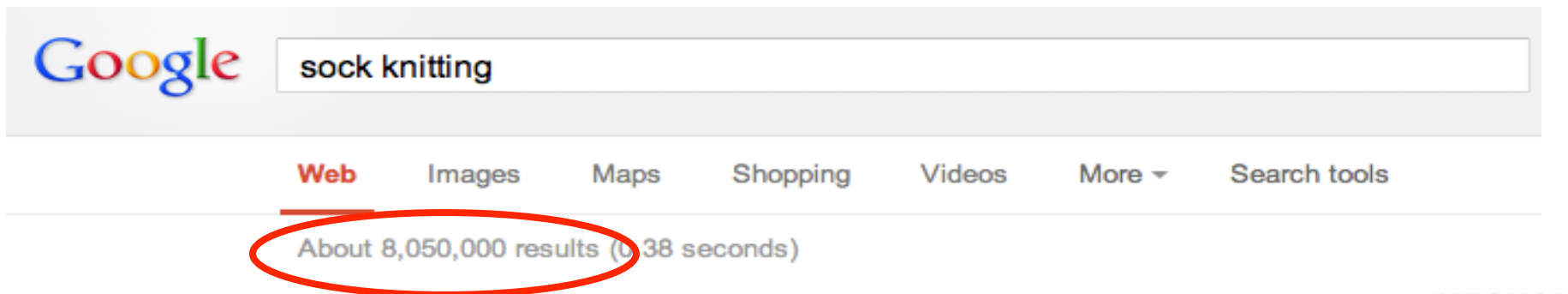
1,050,000 Results



A screenshot of a Google search interface. The search bar contains the text "sock knitting". Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "Videos", "More", and "Search tools". The "Web" tab is selected and underlined. Below the tabs, the text "About 1,050,000 results (0.43 seconds)" is displayed. The number "1,050,000" is circled in red.

sock knitting

8,050,000 Results



A screenshot of a Google search interface. The search bar contains the text "sock knitting". Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "Videos", "More", and "Search tools". The "Web" tab is selected and underlined. Below the tabs, the text "About 8,050,000 results (0.38 seconds)" is displayed. The number "8,050,000" is circled in red.

Compile Data into a Spreadsheet

Annual Searches = GKT Monthly x 12

Google KCI = Annual Searches / Google Listings

Keyword Universe	Primary Keyword Cluster (PKC)	GKT Monthly	Google Listings	Annual Searches	Google KCI
knitting socks	Sock Knitting	12,100	131,000	145,200	1.11
sock yarn	Sock Knitting	12,100	77,800	145,200	1.87
free sock patterns	Sock Knitting	8,100	733,000	97,200	0.13
sock knitting	Sock Knitting	4,400	166,000	52,800	0.32
how to knit socks	Sock Knitting	3,600	1,890,000	43,200	0.02
knit socks	Sock Knitting	3,600	158,000	43,200	0.27
sock knitting machine	Sock Knitting	2,400	26,600	28,800	1.08
sensational knitted socks	Sock Knitting	1,600	96,000	19,200	0.20
sock patterns	Sock Knitting	1,600	58,000	19,200	0.33
sock knitting patterns	Sock Knitting	1,300	7,070	15,600	2.21
sock pattern	Sock Knitting	1,300	80,800	15,600	0.19
learn to knit socks	Sock Knitting	1,000	93,900	12,000	0.13
top-down knitting	Sock Knitting	880	113,000	10,560	0.09

KCI = Keyword Competitive Index

Chose a Topic and Title for the Free Report

Keyword Universe	Primary Keyword Cluster (PKC)	GKT Monthly	Google Listings	Annual Searches	Google KCI
knitting socks	Sock Knitting	12,100	131,000	145,200	1.11
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sock knitting machine	Sock Knitting	2,400	26,600	28,800	1.08
sensational knitted socks	Sock Knitting	1,600	96,000	19,200	0.20
sock patterns	Sock Knitting	1,600	58,000	19,200	0.33
sock knitting patterns	Sock Knitting	1,300	7,070	15,600	2.21
sock pattern	Sock Knitting	1,300	80,800	15,600	0.19
learn to knit socks	Sock Knitting	1,000	93,900	12,000	0.13
top-down knitting	Sock Knitting	880	113,000	10,560	0.09

Knitting Socks with Knitting Daily: 7 Free Sock Knitting Patterns

SEO Campaign Steps



Create your Free Report



Create the Rapid Conversion Landing Page (RCLP)



Free Sock Knitting Patterns collection from Knitting Daily:

Knitting Socks with Knitting Daily: 7 Free Sock Knitting Patterns

Due to popular demand, Knitting Daily is offering this wonderful collection of your favorite FREE sock knitting patterns! From a fancy lace sock pattern to a large gauge sock pattern, this collection has something for everyone. It won't be long before you have a drawer full of gorgeous hand knit socks!

This eBook is yours – absolutely free – and contains step-by-step instructions for each knitted sock pattern.

Get My FREE eBook



Looking for a fun new sock pattern? Get started knitting socks with these gorgeous designs: 7 Free Sock Knitting Patterns

Slipping on a hand knit sock is an amazingly satisfying feeling. Learn to knit socks with these 7 Free Sock Knitting Patterns from Knitting Daily! Whether for you or your friends and family, these outstanding hand knit socks will keep you warm all year long! Whether you are a veteran at knitting socks, or simply want to learn to knit socks, this free sock knitting pattern collection is one you'll turn to again and again.

RCLP sales letter

Free Sock **Knitting Patterns** collection from Knitting Daily:

Knitting Socks with Knitting Daily: **7 Free Sock Knitting Patterns**

Due to popular demand, Knitting Daily is offering this wonderful collection of your favorite FREE sock knitting patterns! From a fancy lace sock pattern to a large gauge sock pattern, this collection has something for everyone. It won't be long before you have a drawer full of gorgeous hand knit socks!

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Enter your email address

Get My FREE eBook



Looking for a fun new **sock pattern**? Get started **knitting socks** with these gorgeous designs: **7 Free Sock Knitting Patterns**

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With your **FREE copy of 7 Free Sock Knitting Patterns**.



RCLP sales letter

Density = # of keyword phrase occurrences ÷ # of total words x # of words in keyword phrase

Ideal keyword density: 3-5%

Long-form letter usually about 1500 words

For 3-word phrase, KW phrase should appear about 15 times

Sales letter also includes 5 calls to action for order

Keywords

knitted sock
Free Sock Knitting Pattern
Free Sock Knitting Patterns
Free Knitted Sock Patterns
Sock Knitting Pattern
knitted sock patterns
Knit Sock Pattern
Sock Knitting Patterns
Knitted Sock Pattern
Free Knitting Patterns for Socks
Knit Sock
Sock Patterns
Sock Knitting
Knit Socks
Knitting Socks
Hand Knit Sock
Sock Pattern
Hand Knit Socks
Learn to Knit Socks
Learn to Knit

SEO Campaign Steps



Promote your Free Report - BLOG

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Hello AnneLaure | Edit Profile | Sign Out
Conversations | Friends

 **knitting daily** where life meets knitting

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Knitting Daily » Just for You: 7 Free Sock Knitting Patterns!

Just for You: 7 Free Sock Knitting Patterns!

02-19-2010 by Kathleen Cubley



I'm gearing up for Sock Club at my local yarn shop next week, so in that spirit I wanted to give you some free sock patterns. I even have free patterns, in fact, so download our free, updated sock eBook, *Knitting Socks with Knitting Daily: 7 Free Sock Knitting Patterns*, now with two new patterns!

We've added On Your Toes Socks, a toe-up ribbed design that's so versatile you can knit a pair for everyone in your family; and Genome Socks, which are beautiful, cabled sock-wardrobe staples—you'll want a pair of these in all your favorite colors.

We've kept our five popular Knitting Daily sock patterns for you here, too: For the lace fiends amongst you, there's Ann Budd's delicate lacy Seduction Socks. For a cozy treat, how about a pair of gorgeous colorwork socks—the Caspian Sea Socks by Priscilla Gibson-Roberts? For everyday wear, or for the man in your life, there's the richly cabled William Street Socks by Lisa Shroyer, or the classically textured Diagonal Rib Socks by Ann Budd. And for a quick, easy project, try the beginner sock pattern—large needles and large yarn!—called Comfy Socks, brought to you by the talented folks over at *Knitscene* magazine.

So gather some friends and start your own sock club! Download your free sock knitting eBook today for enough patterns to keep you busy for at least the next several months. And be sure to forward this email to your friends so they can download their own copy.

BLOG

KNITTING DAILY

- Home
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- Atom
- RSS for Comments
- Edit this post
- Write a new post
- Control Panel

advertisement



Download this popular sold-out issue!

INTERWEAVE **KNITS**

22 Cozy KNITS

Bring Organic Warmth and Cozy Comfort

Create! Sophisticated Textures

COLLEEN BROWN

Promote your Free Report – EMAIL NEWSLETTER

February 19, 2010



Just for You: 7 Free Sock Knitting Patterns!



I'm gearing up for Sock Club at my local yarn shop next week, so in that spirit I wanted to give you some free sock patterns. Seven free patterns, in fact, so download our free, updated sock eBook, [Knitting Socks with Knitting Daily: 7 Free Sock Knitting Patterns](#), now with two new patterns!

We've added On Your Toes Socks, a toe-up ribbed design that's so versatile you can knit a pair for everyone in your family; and Genome Socks, which are beautiful, cabled

sock-wardrobe staples—you'll want a pair of these in all your favorite colors.

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Kathleen Cubley is the editor of *Knitting Daily*.

[Kathleen's Knit-Along](#)

We've got two choices: the [Heather Hoodie Vest](#) or the [Slanting Gretel Tee](#). I'm knitting both; I'm using Classic Elite Premier in mushroom for the tee and Tahki Bunny in gray for the hoodie. Join us in the knit-along [forums!](#)

More Knitting Daily

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For Immediate Release

Knitting Daily Launches Free e-Book Giveaway of Five of the Site's Most Popular Knitted Sock Patterns

Loveland, Colo., January 22, 2009: In 2008 KnittingDaily.com published its first free e-Book, *The Best of Interweave Knits: The Readers' Choice Awards Patterns*, to phenomenal fanfare. This year, KnittingDaily.com editor Sandi Wiseheart is thrilled to present the site's second free e-Book, *Knitting Socks with Knitting Daily: 5 Free Sock Knitting Patterns*, a collection of the site's top hand knit sock patterns—now available for free download on KnittingDaily.com.

Website: <http://www.knittingdaily.com/5-Free-Knitting-Sock-Patterns>

"Knitted socks have long been among the favorite projects of experienced knitters, but in the last few years they've gained rock-star status. They are definitely less daunting to the novice knitter," says Wiseheart.

Wiseheart says this knitted sock pattern e-Book offers "a little something for every foot in the

Promote your Free Report – SOCIAL MEDIA

Kathleen Cubley
@KnittingDaily view full profile →
Spokane, Washington

Knitting Daily is an online community for knitters <http://knittingdaily.com>

137 Tweets 56 Following 1,487 Followers 162 Listed

Following

Recent Tweets

KnittingDaily Kathleen Cubley
Some free sock patterns to go along with the free sock yarn contest that's going on this week on Knitting Daily:.... [http://fb.me /NMIRmgsf](http://fb.me/NMIRmgsf)
5 minutes ago

KnittingDaily Kathleen Cubley
Come to "Vintage Modern Knits book signing in New Haven, CT" Saturday, April 2 from 9:00 am to 3:00 pm. Join... [http://fb.me /y8sBIFGP](http://fb.me/y8sBIFGP)
4 hours ago

KnittingDaily Kathleen Cubley
Contest alert: Win free sock yarn all week! [http://fb.me /CoWFW8AX](http://fb.me/CoWFW8AX)
20 hours ago

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Info

Photos (111)

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About Edit

Get Knitting Techniques for More Successful Knitting in one FREE eBook. Download your copy today: <http://bit.ly/dhlVwm>

21,214 people like this

Share: Status Photo Link Video

What's on your mind?

Knitting Daily
Some free sock patterns to go along with the free sock yarn contest that's going on this week on Knitting Daily: <http://bit.ly/bhBthk>

Free Sock Knitting Patterns - Knitting Daily
bit.ly
Knitting Sock Patterns: 7 Free Sock Knitting Patterns is your free knitted sock patterns guide for beautiful hand knit socks.

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Promote your Free Report – WEB PROMOTION

-Floater, in-line ad

FREE OFFER



Get Knitting Socks with Knitting Daily: **7 FREE Sock Knitting Patterns**

[Get my free eBook](#) Join Knitting Daily for FREE and download your FREE eBook today! [Read more...](#)

You have our promise we will not sell or share your email address.



The screenshot shows a website interface with a floating advertisement. The ad features the text "7 FREE sock knitting patterns" and "Absolutely FREE when you sign up for FREE Knitting Daily." It includes a "Close Window" button, an email input field, a "Get My FREE eBook" button, and a "Read More" link. The background website shows the "knittingdaily" logo, a search bar with "sock knitting" entered, and navigation links for "Topics", "Glossary", and "Authors".

Promote Your Free Report – OTHER PROMOTIONS

- 3RD party sites
- Web ads
- List rentals
- Print ads
- Cross promotion
- Navigation
- Repromotion
- Text ads
- Bottom ads

FREE EBOOKS

- 7 Sock Knitting Patterns
- 7 Knitted Lace Patterns
- 7 Baby Knitting Patterns
- 6 Easy Knitting Patterns
- 7 Cardigan Knitting Patterns
- 7 Knitting Patterns for Men
- 7 Free Knitting Accessories Patterns



Featured: Free eBook

Knitting Socks with Knitting Daily:
7 Free Sock Knitting Patterns

Due to popular demand, *Knitting Daily* is offering this wonderful collection of your favorite FREE sock knitting patterns! From a fancy lace sock pattern to a large gauge sock pattern, this collection has something for everyone. It won't be long before you have a drawer full of gorgeous hand knit socks! This eBook is yours – absolutely free – and contains step-by-step instructions for each knitted sock pattern. Catch the sock knitting buzz, [download your free eBook today!](#)



[Claim yours today!](#)

Sock Knitting

A favorite year-round project for many knitters is sock knitting. They can be wonderfully quick and easy to make, and are a great project to bring with you anywhere you go. Learn helpful techniques from our expert authors and download your free eBook today. Learn helpful techniques from our expert authors and download your free eBook today.

FREE Downloadable eBook: Get your copy of **Knitting Socks with Knitting Daily: 5 Free Sock Knitting Patterns**! Whether you are a veteran at knitting socks, or simply want to learn, this collection is one you'll turn to again and again. [Download your free copy today!](#)

Filed under: Sock Knitting [Edit Tags]

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Analyze the Results

Sock eBook - Launched 12/19/08, re-launched 2/19/10							
Keywords	Dec-08	Jan-09	Feb-09	Jan-10	Feb-11	Jan-13	
knitted sock	0	0	47	2	1	4	Page 1
hand knit sock	0	10	11	20	12	9	
free knitted sock patterns	0	13	11	5	5	3	Page 2
knitted sock patterns	0	12	9	6	8	2	
sock knitting patterns	0	15	7	7	7	3	Page3
free sock knitting pattern	44	10	7	4	8	2	
knitted sock pattern	0	0	23	8	10	3	Page 4+
sock patterns	0	13	12	14	12	15	
sock knitting pattern	0	9	6	5	6	3	Not Ranked
free sock knitting patterns	0	10	9	4	11	2	
sock knitting	0	8	8	14	10	8	
knit sock pattern	0	13	6	7	12	3	
free knitting patterns for socks	0	13	4	9	15	3	
sock pattern	0	0	37	24	12	11	
knit sock	0	27	21	10	6	17	
knitting socks	0	44	20	20	13	17	
hand knit socks	0	0	0	24	8	16	
knit socks	0	0	15	17	13	19	

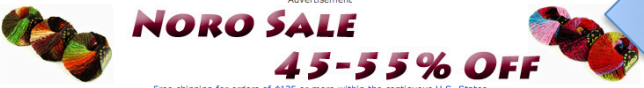
Jan. 28, 2013

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From: **Knitting Daily** <knittingdaily@interweave.com>
 Subject: Knitting for Techies
 Date: January 23, 2013 6:02:44 AM EST
 To: Kim Mateus
 Reply-To: knittingdaily@interweave.com


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January 23, 2013




Knitting for Techies

A couple of weeks ago, I introduced the book *Knits of Tomorrow* by Sue Culligan, which is one of my favorite new books. It's full of projects that evoke tech from the 'olden-days' and space-themed knits of the future. I love it! There's something for everyone in *Knits of Tomorrow*, whether you're knitting for kids or adults (or, hopefully, yourself!).


I embrace my inner nerd, and I want you to do the same, so I'm going to present a few more projects from this book to get you excited to share the geekiness:



When audio cassettes first appeared, they were space-age technology compared to bulky reel-to-reel tapes. The graphic lines and bright colors of this knitted cassette make a handy little cover for a modern-day music player. The design is knitted using both the intarsia and fair-isle methods and can be lined with fabric to provide a tidy finish.



Kathleen Cubley is the editor of *Knitting Daily*.





Ads

From: **Knitting Daily** <knittingdaily@interweave.com>
 Subject: Get 20+ New Knits for the Home!
 Date: January 3, 2013 8:38:07 AM EST
 To: kim@mequoda.com
 Reply-To: knittingdaily@interweave.com

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January 3, 2013

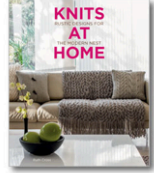



Knits at Home is Now Available for Pre-Order!
 Be among the first to get your hands on this great guide to knitting for the home

Knits at Home: Rustic Designs for the Modern Nest
 Dive into this must-have resource for handknitting and interior design enthusiasts!
 Add personality and interest to any room with beautifully designed and handcrafted knitted pieces from Ruth Cross's *Knits at Home*. You'll enjoy:

- Exploring different handknit patterns for the home that have a beautiful, organic feel!
- Beginning with the very basics of simple knitting and purling and progressing to add further texture and embellishment
- Traveling through a range of stitch patterns and techniques that can be adapted to different shapes and sizes

Ruth not only offers elegant and appealing home decor projects, she also gives you the techniques to design organic and freeform home items of your own. Taking an experimental approach, Ruth



pre-order

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EVENTS

DISTRICT OF COLUMBIA
 January 26, 1-4pm. Knitter's Open House, at the Textile Museum. Bring your needles and knitting/crochet projects to The Textile Museum! Find new inspiration in our galleries, and work on your latest yarn creation in the museum's stately program rooms or green gardens while meeting other local knitters. Knitter's Open Houses are organized in part by [afghans for Afghans](#). All levels welcome! [www.textilemuseum.org](#)

NEW YORK
 April 13, Central New York Fiber Frolic, at Beaver Lake Nature Center, Baldwinsville, [goldenfleecespinners@gmail.com](#); [www.goldenfleecespinners.typepad.com](#)

May 18 & 19, 10am-5pm both days, Long Island Fleece and Fiber Fair, at Riverhead, Long Island. See how local artisans craft wool and other animal fiber into beautiful finished pieces of clothing and art. Fiber market with local artisans selling yarn and fiber-related products. Demonstrations and workshops. A fun family event. [www.hallockville.com](#); [http://www.facebook.com/pages/Long-Island-Fleece-Fiber-Fair/102667143149469](#)

VIRGINIA
 April 27 from 10am-5pm. The 1st Annual Powhatan's Festival of Fiber, at the Powhatan Courthouse, [www.powhatansfestivaloffiber.com](#)

Events

Books, subscriptions, DVDs

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Knits at Home: Rustic Designs for the Modern Nest (Pre-order)

Add personality and interest to any room with beautifully designed and handcrafted knitted pieces from Ruth Cross's *Knits at Home*.

Ruth Cross
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Email = Revenue

Knitting Daily 2010 REVENUE SNAPSHOT

Average Email Subscribers 245,000

Tracked Email Revenue per Subscriber* \$9

Tracked Email Revenue \$2,205,000

*\$5 in subscriptions, books & DVDs

*\$2 in events

*\$2 in advertising sales

What's an Online Editor?

The online editor – a specialist

The Dedicated Online Editor

Specific Responsibilities: Responsible for all editorial and marketing content for online, print and event products

Key Metrics: Active email subscribers and the annualized revenue per active email subscriber

Is NOT:

A member of the editorial team



Effective Mequoda Online Editors Are Marketers

- 1. Can do their own keyword research and read GVR**
- 2. Know how to grow an email list**
- 3. Share their articles**
- 4. Are comfortable promoting products**
- 5. Know how to reuse content and solicit content**
- 6. Know how to organize their content**
- 7. Befriend other bloggers**
- 8. Know the number of page one ranks they have and are motivated to increase them**

Source: *The 8 Habits of Highly Effective Online Editors* by Amanda MacArthur
www.mequoda.com/articles/online-publishing/the-7-habits-of-highly-effective-online-editors/

The house that FREE built ...

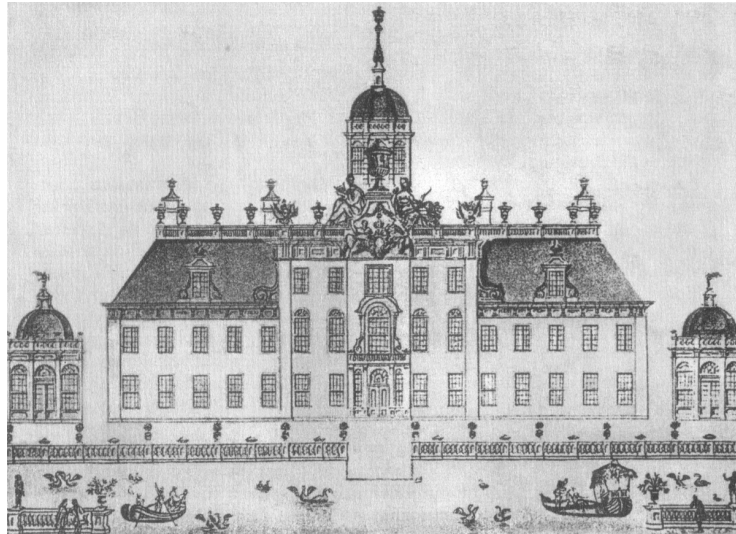
\$2.3 million
(and counting ...)



Glossary

- SEO:** Search Engine Optimization
- GVR:** Google Visibility Report
Your SEO Reference Tool
- GVI:** Google Visibility Index
Annual Impressions / Annual Searches
- PKC:** Primary Keyword Cluster
Content Topics
- KCI:** Keyword Competition Index
Annual Searches / Google Listings
- RCLP:** Rapid Conversion Landing Page

Thank You



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