

MOZCON

2014

WELCOME!



Google+ Game of Thrones: Claiming Your Kingdom for Brand Dominance

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#MozCon



No Spoilers!

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& one who knew she should be queen



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But had no subjects in that land



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She would need an army from afar



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Google+ Treasure List



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Google+ Treasure List

- Brand Authority

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Google+ Treasure List

- Brand Authority
- Search Visibility (see bit.ly/PlusOnePower)

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Google+ Treasure List

- Brand Authority
- Search Visibility
- Google Ubiquity



Can You Still Use Guest Posting as Part of



<https://plus.google.com/.../posts/fdRHWcmDRVP>

Stone Temple Consulting

6 days ago - **Can You Still Use Guest Posting as Part of your SEO Strategy?** YES! says our CEO +Eric Enge, and in this quick read LinkedIn post, he explains why and how.

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Case Study

- G+ Followers Up 326%

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Case Study

- G+ Followers Up 326%
- G+ Community Up 786%

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Case Study

- G+ Followers Up 326%
- G+ Community Up 786%
- Organic Traffic Up 188%

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Case Study

- G+ Followers Up 326%
- G+ Community Up 786%
- Organic Traffic Up 188%
- Email Signups Up 249%

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Forming a Conquest Strategy



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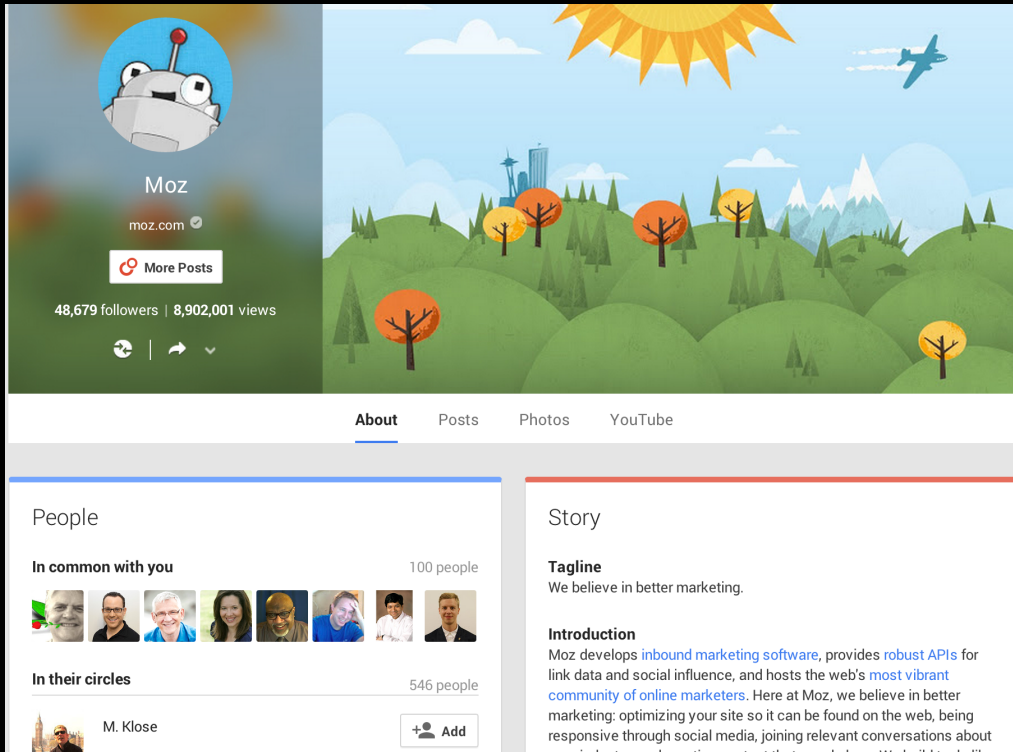
1. Establish your home base



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1. Establish Your Home Base



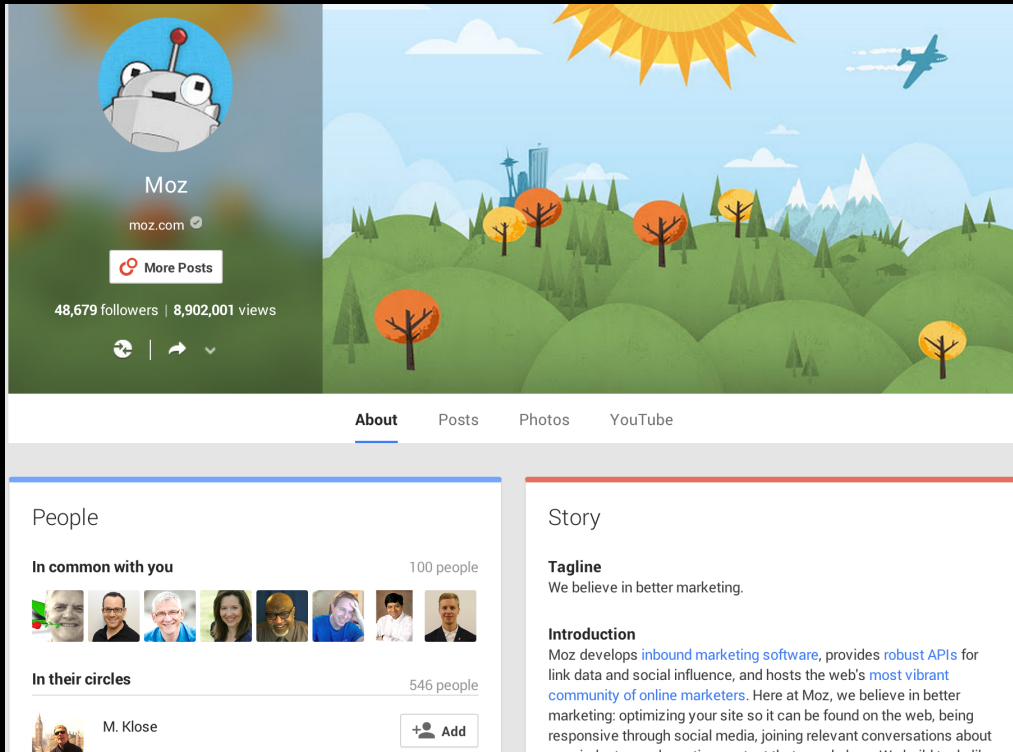
Google+ Brand Page

- Search Optimized

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1. Establish Your Home Base



Google+ Brand Page

- Search Optimized
- Verified

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2. Provision Your Base



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2. Provision Your Home Base

- Regular Content

The screenshot shows a Facebook post from the Moz profile. The post is titled "How to Speak at Marketing Conferences" and includes a photo of a large audience at a conference. The text of the post reads: "Get some great tips from +Erica McGillivray of Moz in this interview with +The Cline Group on how to speak at marketing conferences!" and "The Cline Group's Samuel Scott interviews Moz, SMX, and ad:tech to learn the secrets of getting to speak at major marketing conferences." The post has 4 likes and 1 comment. Below the post, there is a section titled "Build your following on Google+" with a "Create new page" button. Another post from Moz is visible below, titled "How to Build Links for International SEO - Webinar - Moz", which has 1 like and 1 comment.


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2. Provision Your Home Base

Moz
Shared publicly · 2:50 PM #Marketing

Get some great tips from **+Erica McGillivray** of Moz in this interview with **+The Cline Group** on how to speak at marketing conferences!



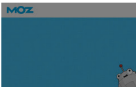
How to Speak at Marketing Conferences
theclinegroup.com

The Cline Group's Samuel Scott interviews Moz, SMX, and ad:tech to learn the secrets of getting to speak at major marketing conferences.

+1

Moz
Shared publicly · 2:33 PM #SEO

Need help building your international links? Check out Aleyda Solis' Mozinar from last week.



How to Build Links for International SEO - Webinar - Moz

+4

1

Add a comment...

Moz
Shared publicly · 8:00 AM

Here at Moz, we've begun using a single score to holistically measure the success of our posts. Today, we show you how to do the same

- Regular Content
- Engage Others

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3. Gather Your Generals



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3. Gather Your Generals



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4. Send Out Your Dragons



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4. Send Out Your Dragons



Email Lists

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4. Send Out Your Dragons



Email Lists



Social Media

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4. Send Out Your Dragons



Email Lists



Social Media



Communities

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5. Call Your Army



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5. Call Your Army

the

DIGITAL MARKETING EXCELLENCE SHOW

with host



Eric Enge

and special guest



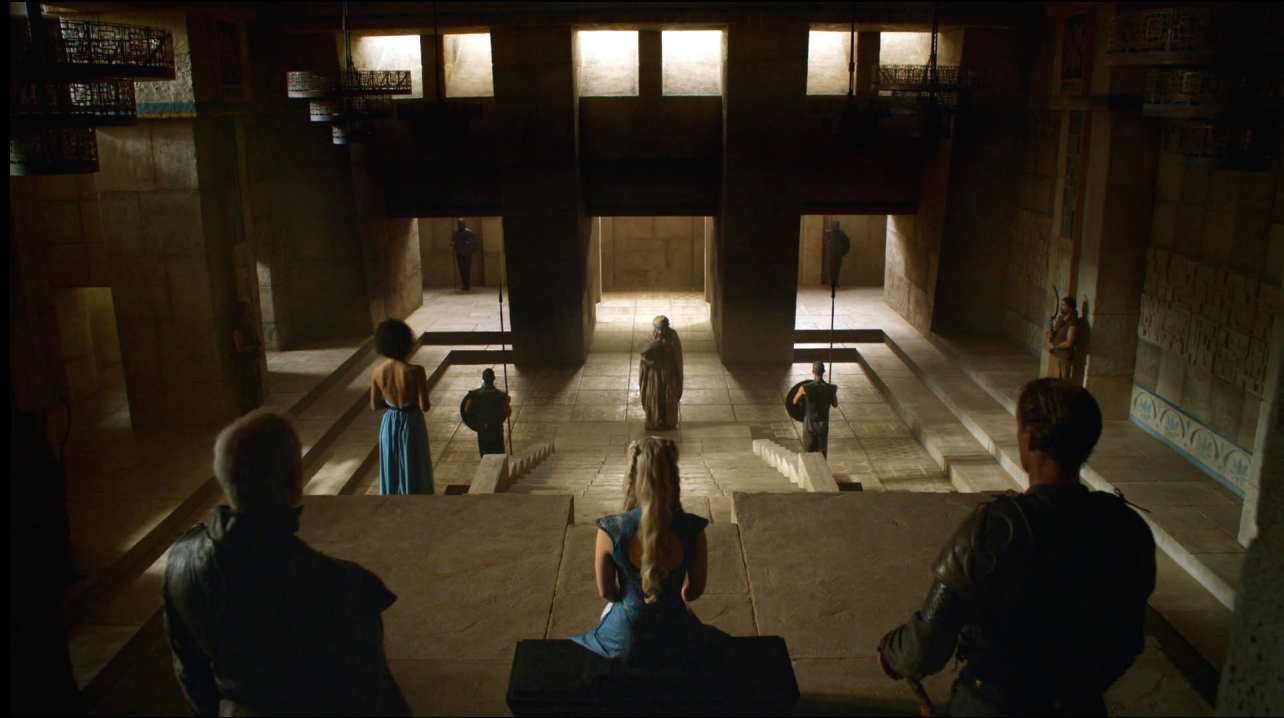
Lee Odden

**Integrate or Dis-Integrate:
The Future of Marketing**

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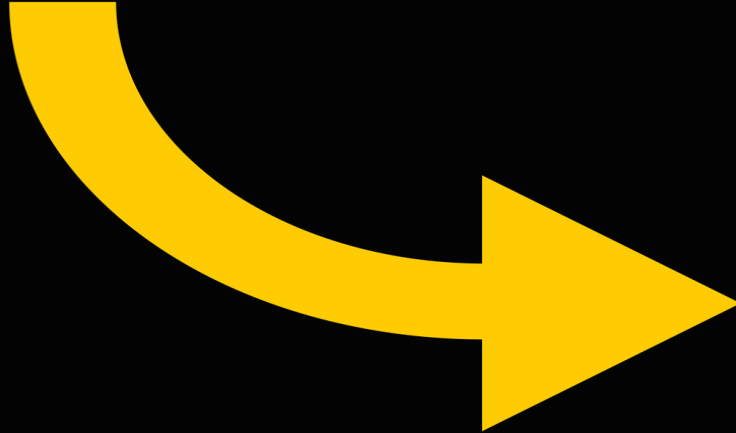
6. Earn Their Respect



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6. Earn Their Respect



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7. Bring Them to Your Land















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7. Bring Them to Your Land

Communities you moderate

Create community Search for communities

 <p>Restaurant Marketing 309 members</p>	 <p>Google Authorship & Author Rank 25,694 members</p>	 <p>Social Media Strategy 135,777 members</p>	 <p>Social Media Professionals 40,060 members</p>
 <p>Google Plus Pro Tips 19,091 members</p>	 <p>Content Marketing 6,895 members</p>	 <p>Online Marketeers 77 members - Private</p>	 <p>Vine Videos - 6 Second Video Sharing Community 2,689 members</p>
 <p>Plus Your Business! 12,134 members</p>	 <p>Stone Temple 23 members - Private</p>	 <p>Search Engine Land 5,590 members</p>	 <p>Community Moderators 17,709 members</p>

Google Knows Brand Association

The image shows a screenshot of a Google+ community page. On the left, the community title is 'Google Authorship & Author Rank' with a subtitle 'Building Real Author Rank with Google Authorship'. Below this is a notification bell icon and a gear icon. A profile picture of a woman is shown with the text 'Public 25,728 members' and a search bar labeled 'Search community'. The main content area features a post by 'Ann Smarty MODERATOR' with the text: 'It has just occurred to me that another positive change after photo removal seems to be the fact that we are now getting more than one authorship snippet per SERPs?'. Below the post is a search bar with the text 'site:seosmarty.com linkbait' and search results for 'Web' showing '24 results (0.32 seconds)' and a link to 'Practical Guide to Finding Link Bait Inspiration - SEO Smarty'. On the right, the 'Created by' section shows 'Stone Temple Consulting' with a profile picture and a 'Notify Me' button. A red arrow points from the text in the post to the 'Stone Temple Consulting' profile picture.

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Rule Your Kingdom!

Leverage Influencer Relationships

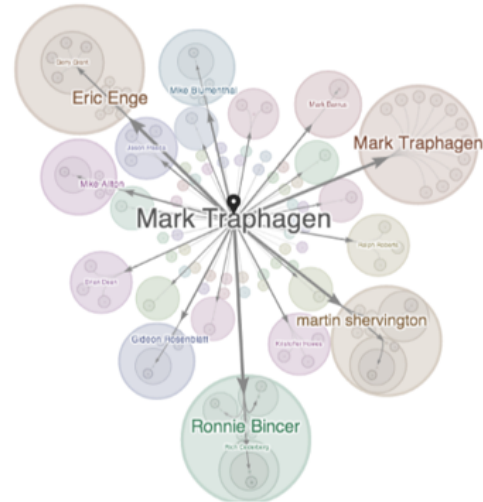


Mark Traphagen

Works at Stone Temple Consulting
Attended Westminster Theological Seminary
Lives in Durham NC

87,208 followers | 21,237,336 views

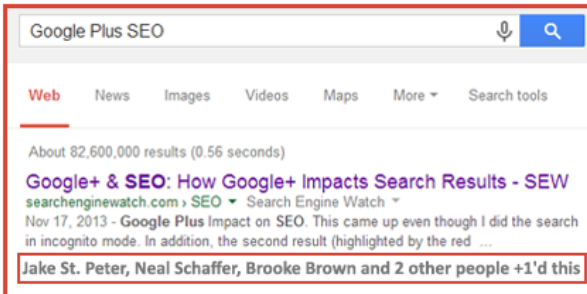
Ripple Your Influence Far and Wide



Scale Local Search with Google My Business



Drive SEO with Personalized Results



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2014

THANK YOU!

SESSION Q&A



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