Contribute Marketing Expertise to AMA New York

We're looking for clear, new thinking with a practical application for marketing professionals.

- What's new?
- How can I benefit from this insight?
- Can I see examples and links for more information?
- What should I do?

Readers have become quick to decide what deserves their attention. They reward efficiency of communication.

Blog entries should be between 300 and 500 words.

Provide a catchy headline that clearly lets readers know what the article is about and why it matters. "Catchy" appeals to search algorithms as much as to human audiences—know your keyword and use it.

Begin with a clear, bold opener that gets right to the point. Readers won't wade through three paragraphs to look for the gist of the article.

Make your article easy to scan—readers no longer start and the top and work their way down through articles. They scan the whole document to see what is interesting, relevant or worthwhile.
• Use subheadings to break big blocks of text
• Include bulleted and numbered lists
• Bold key points
• Encapsulate take-aways and to-dos

Without an audience, the best writing in the world is of no value. Write for readers and search engines. See SEO Basics and Writers' Guidelines for our standards and How to Write an SEO-Ready Blog if you would like to contribute expertise.

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SEO Basics for AMA New York Blogs

Search engine optimization has evolved from the old days of keyword stuffing and link farming. Today, search engines use complex algorithms to deliver relevant and high quality content to searchers. While mastering search engines is a career in itself, we can greatly benefit from understanding the basics.

Google (and its competitors) track a wide variety of factors, including:

- **Value** of content. Content that's in high demand with many citations, inbound links and high social engagement.
- **Trustworthiness** of sources. Sources from legit domains, known publishers and author expertise (another reason to have a great LinkedIn profile at the very least)
- **Quality** of content. Good grammar, high readability score, and correct spelling.
- **Relevance**—here's where keywords and keyword families come in. Search still depends on verbal cues for what an article is about.
- **Richness** in terms of length and depth of content. Multimedia presentations with photos, graphs, video, and interactive features.
- **SEO best practices** are rewarded. Proper use of keywords in metadata, headlines, first sentence, subheads, anchor text, and sprinkled throughout.
- **Technical/functional issues** such as the use of responsive design, load speed, structured data, HTTPS, a site map, and solid coding.
- **Site usage** as measured by bounce rate, time on site, pages visited, and repeat visits.

Google Algorithms

Google keeps schtum on its methods, but a few details are public:

Hummingbird: The algorithm for delivering precise results fast by looking into word meaning and word relationships in content.

Panda: A search filter for content quality that tracks trust, site security, expert authority, duplicated content, readability level, correct grammar and spelling, length, rich content, adherence to Google best practices in use of keywords/formatting.

Penguin: An algorithm for tracking spammy links and referrals.

Pigeon: A local search and relevancy algorithm.

Pirate: A filter for copyright infringement and duplicate content.

Mobility: Optimized for mobile using responsive site design, fast load speeds, easy navigation, clickable/swipe-able actions.

Writing SEO-Ready Blog Entries for Our Site

1. Define the main keyword for each topic before you write

Preparing keywords in advance for each topic is helpful when starting to write. Please pick two types of keywords:

- **Main keyword:** is centered on the main theme. For example, an article on suitable jobs for seniors might have "jobs for seniors" as a main keyword.
- **Related keywords:** are relevant to the main keyword. They could be synonymous; words supplementing the main keyword that users would use to search for information regarding the topic.

Example topic: Mentoring Program

Main keyword:
- marketing mentorship program (30 Avg. monthly searches)

Related keywords:
- marketing coach (260 Avg. monthly searches)
- marketing mentor (140 Avg. monthly searches)

One of the best tools for finding keywords is Google AdWords. Please follow these simple steps to use this tool properly:

a. Visit this tool via the URL: https://adwords.google.com/ko/KeywordPlanner/

b. In the *"Find new keywords"* box, choose the first option *"Search for new keyword using a phrase, website or category"*

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Find new keywords and get search volume data

▶ Search for new keywords using a phrase, website or category

▶ Get search volume data and trends

▶ Multiply keyword lists to get new keywords

c. Enter the topic you would like to find keywords, choose **United States** as the country and **English** as the language in the search settings, then press **"Get ideas"**

d. AdWords will show a list of keywords related to your topic. You should browse the list and choose some suitable keywords.

Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
content management conference	⌁	40	High	–		»

Show rows: 30 ▾   1 - 1 of 1 keywords |< ‹ › >|

Keyword (by relevance)		Avg. monthly ↓ searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
management events	⌁	90	Low	₫280,949		»
event marketing conference	⌁	70	High	₫205,808		»
content marketing events	⌁	50	High	₫517,703		»
event content management	⌁	10	Medium	–		»
content for event management w…	⌁	10	Medium	–		»

2. Write your article

Each page should have at least 400-500 words of content. In general, the longer and higher quality the content, the better it is for SEO. This guideline is catered specifically for this type of writing. Each post should **include keywords** related to the topic being focused on.

a. Use the *main keyword* in your *title* and *first paragraph*

For example, if your main keyword is *"marketing mentorship program"*, you may want to have a title like *"Reflections on The Birth of the NYAMA marketing mentorship program"*.

- The main keyword must be inserted exactly as it is.

- Write an appealing and eye-catching title that attracts users' attention.
- For a 500-word content, a general rule of thumb is to repeat the main keyword 2-3 times.

b. Use related keywords in the rest of the body.

- You can choose which related keywords to be included in the rest of the body text, depending on your writing style.
- If your article is long, it's best to break it down into short paragraphs and include related keywords in sub headers of each paragraph.
- It is not required to add every related keyword, but it is definitely encouraged.
- For a 500-word article, it's best to mention related keywords up to 5-8 times in total. It's also advised to diversify the related keywords.

c. Include hyperlinks in the content

- **Number of links**: A 500-word article needs 1-2 internal links to other relevant pages within the site, and at least 1 link to the **topic's page**.
  Example: A topic with the keyword "marketing mentorship program" should have a link to career advice, intern or training program.

  Internship program at Baruch college

- **Anchor text**: The text/phrase of the hyperlink that's visible to readers.

Please note:

- *Avoid using only 1 Anchor text* for every link, because Google may flag it as spam. Instead, try to diversify the anchor texts.
  For example: Various anchor texts to the homepage could be:
  - new york ama
  - national marketing association
- *Avoid using anchor texts such as: "click here", "view more", and "continue reading".* If you have to, try to limit them to 1-2 times for a 500 word article.

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- Try to *use anchor texts that are more relevant to the page* they link to.
- *Add keywords naturally into anchor texts.* "Exact match" anchor texts are no longer effective, therefore, simply add keywords in a sensible way. You can use the list of keywords from the Keyword Research file that we sent to you as "exact match" anchor texts when building links.

d. Attributes of <a> tag

- The <a> tag should have a title attribute to inform users about the general content of the link they are about to click.
- Add target="_blank" in <a> tag to force the link to be opened in a new window. This helps the user visit other pages without leaving the current one.
  Example: *Marketing event in NYC*
- Do not add *rel="nofollow"* in the <a> tag when making links, as doing this could devalue their SEO quality.
- Add *rel="nofollow"* for links to external domains, so that the SEO value is not shared to those domains.
  Example: *ABC Homepage*

e. Use Heading tags

- The <h1> heading tag is an important and crucial element in articles. It is often used for the title and contains a main keyword. Each page needs only one <h1> tag
- Set <h2>, <h3> tags for big paragraph headings to help Google bots understand the content.

f. Use bold/italic/underline for important keywords

Using bold/italic/underline can help emphasize important keywords within the article. It also allows crawlers to detect keywords more easily and determine the site's relevance. However, don't abuse these tags.

In a 500-word article, you should only bold/italic/underline keywords up to a total of 5 times.

g. Optimize images

For good SEO, you need to have optimized images with titles and ALT tags.
- **Name the image file:** before you upload an image, pick a descriptive and accurate file name for it, which includes a keyword.
  Example: */marketing-event-in-new-york.jpg*
- **Add ALT text:** ALT text is a text string within the image tag that search engines use to understand the image. The alt text should be 4-6 words long, describing the image, and including a keyword.
  Example: **

3. Double check your article before launching it

- Make sure it's grammatically correct and contains no spelling mistakes.
- Make sure the article title contains the main keyword.
- Short paragraphs should include a related keyword in sub headers.
- Use the most important keywords and key phrases as early in the article as possible (close to the top) - in the first paragraph, preferably in the first sentence.
- Do not overuse keywords or key phrases. Intersperse them naturally throughout the text and keep the article flowing with a natural reading rhythm.
- If it makes sense in the text, put keywords and key phrases in italic, or bold them.

4. Sample

This article is edited for SEO purposes.

Original article: http://www.nyama.org/2016/06/reflections-on-the-birth-of-the-nyama-mentoring-program/

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Title: Reflections on The Birth of the NYAMA marketing mentorship program

It all began with a vision. In the fall of 2014 the vision emerged to develop a **marketing mentorship program** for the NY American Marketing Association. The purpose of this program was to create more ways to connect, a greater sense of community and the opportunity to contribute to others.

In December of that year a survey was sent to all current members asking for guidance on developing the program. Following that 18 one-on-one interviews were conducted with members who volunteered their ideas to further define the program.

A core team of four people took on the task of launching the program. They developed a handbook for program participants with career planning tools, goal setting questionnaires, general ideas on how to get the most from the program and guidance on meeting format. They also built-in check-ins with mentoring volunteer staff several times during the program cycle to ensure participants felt supported.

In March of 2015 the NYAMA Mentoring Program debuted with 7 mentor-mentee pairs who were matched for 6 months. What the program did for those members was remarkable. It brought *marketing mentor* and *mentee* together, allowing members to share their expertise and knowledge. It supported members through job loss and job change. It helped some define a vision for their careers. It created new networks and new friendships.

When all was said and done the first cycle of the program was a success.
What I learned about the NYAMA membership from this effort is that it is filled with brilliant, passionate and inspiring people who have great stuff to contribute to each other. We are a professional organization made up of people longing to make a difference to the marketing community in the NYC area and to each other.

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I am grateful for all the members who gave their ideas, time and energy to make this program a success. I am especially thankful for the remarkable core mentoring team, with whom I have the privilege to work.

The second cycle of this program began in February of 2016 with 28 mentor-mentee pairs. This program is making a huge difference for our membership. It started with an idea and one person taking action (in this case me, an individual member volunteering her time). While we are currently closed to applications for this mentoring cycle, you can find out more about the NYAMA Marketing Mentoring program at www.nyamamentoring.org or drop me a line at bianca@nyama.org.

You can find another Marketing event in NYC at our website www.nyama.org.

Analysis of this article

- This article has 413 words.
- Title contains the main keyword *"marketing mentorship program"*, which is repeated one time in the article.
- Related keywords *"marketing mentor"* and *"Marketing Mentoring program"* are also inserted in the article.
- These keywords are bold and italic.
- This article has 1 link with the anchor text *"Marketing event in NYC"*, which leads to the related page http://www.nyama.org/events/ to promote this page.
- Meta content for this article: (Meta content contains the main keyword *"marketing mentorship program"*)
  Title: *Reflections on The Birth of the NYAMA marketing mentorship program - NYAMA*
  Meta description: *In the fall of 2014 the vision emerged to develop a marketing mentorship program for the NYAMA, to create more ways to connect and contribute to the community.*