

How To Do SEO On Lower Budgets Using Talk Marketing In 2022



John D. McDougall









McDougall

MARKETING, ADVERTISING, &
PUBLIC RELATIONS



What's New

Who We Are

What We Do

Drop Us A Line

What We've Done

[What's New](#) | [Who We Are](#) | [What We Do](#) | [Drop Us A Line](#) | [What We've Done](#)

This site is best viewed in [Netscape](#).

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[Drop us a line](#) or call Dan McDougall at 508.532.6500.



Namrata Patel, DDS

Age *—with—* Style

YOUR GUIDE TO
A YOUTHFUL SMILE &
HEALTHY LIVING

ForbesBooks

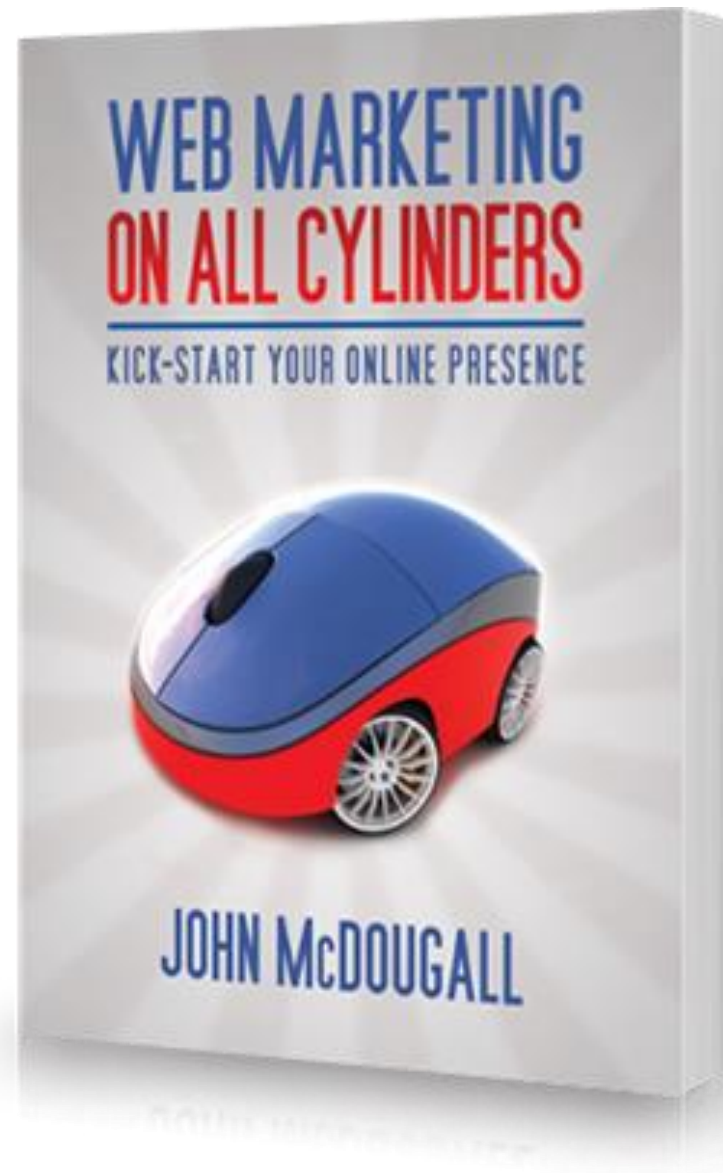
Top Organic Keywords

| Keyword | Pos. | Volume |
|--|------|--------|
| biological dentist ▼ | 1 | 4,400 |
| mercury fillings ▼ | 3 | 1,900 |
| what is a biological dentist ▼ | 1 | 320 |
| removing amalgam fillings side effects ▼ | 1 | 320 |
| mercury fillings side effects ▼ | 1 | 210 |
| green dentistry sf ▼ | 1 | 110 |
| holistic biological dentist ▼ | 1 | 170 |



Snake oil is wonderful stuff !





I Have Been Featured In

- Forbes
- Entrepreneur
- Huffington Post
- Adweek
- New York Times
- Boston Globe
- Boston Herald
- HubSpot
- Search Engine Journal
- Duct Tape Marketing
- The Seattle Times
- Salem News
- North Shore Magazine
- Internet Retailer



Have You Heard Of Content Shock?

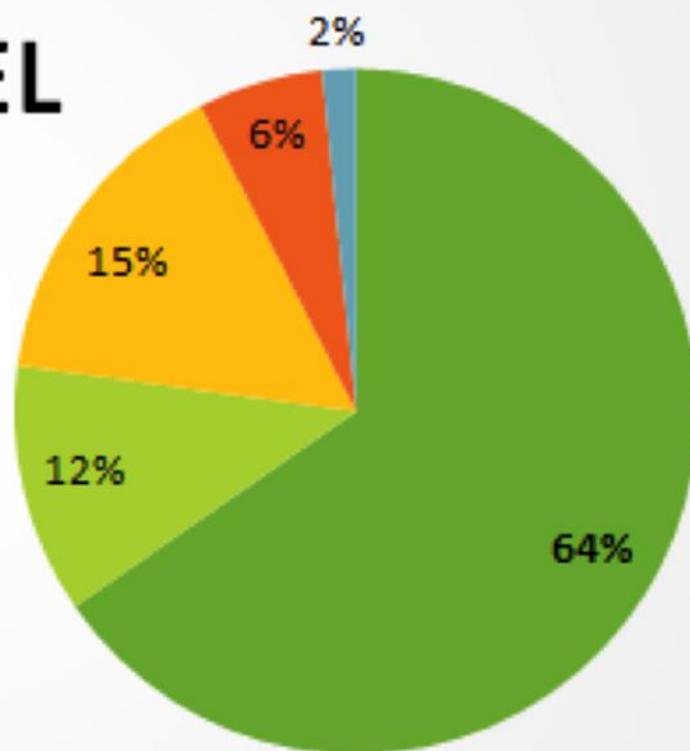




WEB VISIT CHANNEL DISTRIBUTION

BY CHANNEL

- Organic Search
- Direct
- Referral (w/o Social)
- Paid Search
- Social









*McDougall Interactive Turned Around My
Marketing And Helped Me Sell My
Business!*

- Mike Cappuccio. N.E.T.R. Inc.



*When people search, we actually rank
and previously we didn't come up at all.*

- BankFive Vice President - John Cooke



**We Even
Landed Them
The Largest
Depositor In
The Banks 100+
Year History**



“We achieved number one ranking in Google searches and produced some really remarkable results.”

**- Montserrat College of Art President
Stephen D. Immerman Ed.D.**



**For A Mesothelioma
Lawyer, Our Formula
Generated
\$15,000,000 In Sales
In Less Than 3 Years**

“Talk Marketing has turned my business around quickly.”

- Heidi Opinsky, ctnydivorcelawyer.com



If You Are Willing To Learn Some Simple Methods Like Talking Into A Microphone



Recording Basic Helpful Tip Videos On Your Mobile Phone



Who Is This For?

- **Doctors**
- **Coaches**
- **Dentists**
- **Lawyers**
- **IT Companies**
- **Accounting Firms**
- **Contractors**
- **Schools**
- **B2B**
- **Ecommerce**



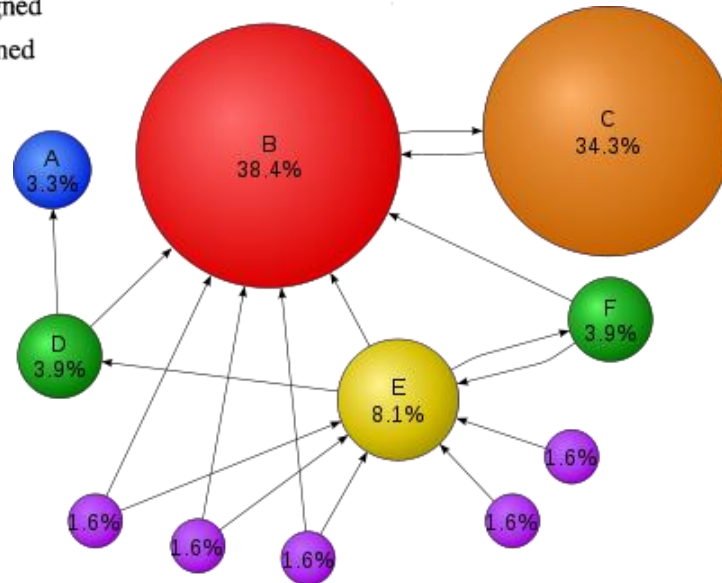
Provisional patent on PageRank

2 0-10 #2/

Attorney Docket No: S96-213/PROV

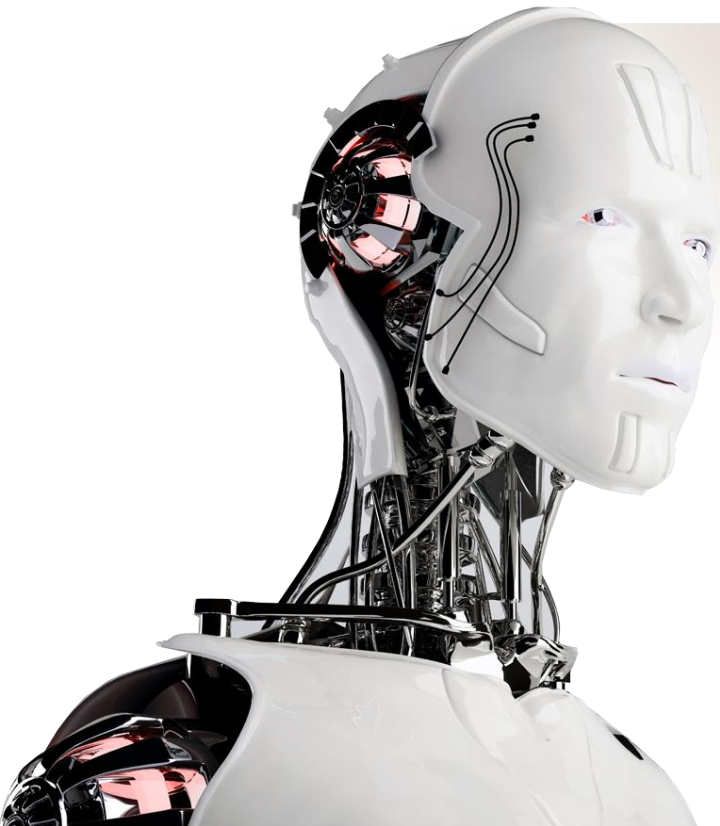
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 60/035,205
Filed: 10 Jan 97
Title: Improved Text Searching in Hypertext Systems
Applicant(s): Lawrence Page
Examiner: not yet assigned
Art Unit: not yet assigned





Penguin = No Link Spam
Panda = No Low Quality



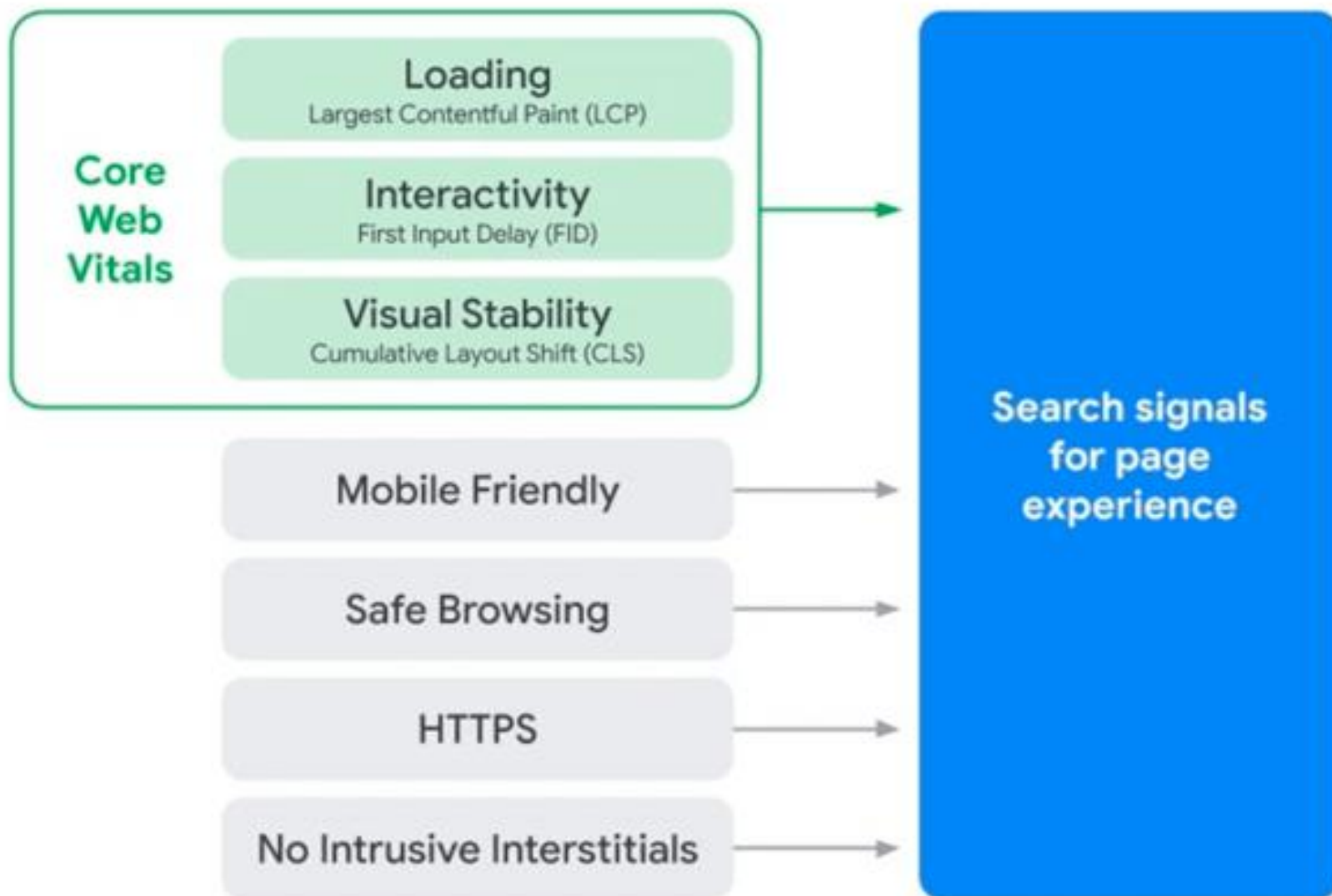
Hummingbird 2013

RankBrain 2015

BERT 2019

MUM 2021





SEO Now Is At Least These Seven Things

- Content
- User Signals
- UX / Page Experience
- Tech / Core Web Vitals
- Social
- Links

+ Brand Signals

Trends in Search

| Keyword | CPC |
|-----------------------------|---------|
| Houston Maritime Attorney | \$1,090 |
| AC Repair Coral Springs FL | \$320 |
| Compare Vehicle Insurance | \$280 |
| Call Tracking Marketing | \$165 |
| Sell House Fast Austin | \$95 |
| Auto Repair Shop Modesto CA | \$50 |



Talk Marketing Roadmap

9 MUST-DO ACTION STEPS *for* SUCCESS



1. Set Up ROI and Campaign Tracking

Metrics

- # of leads
- From what sources
- Bounce Rate
- Ranks
- Errors

Tools

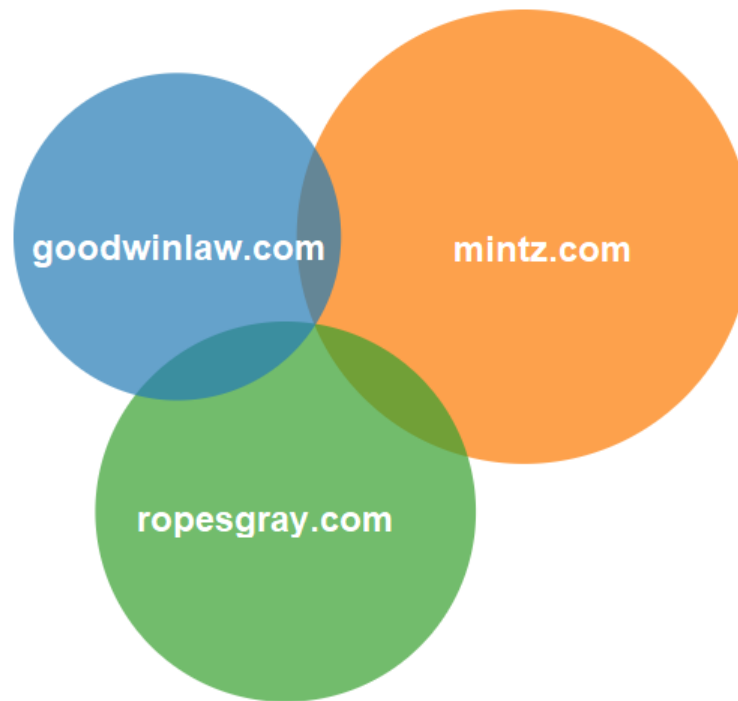
- Google Analytics
- SEMrush
- Google Search Console.

2. Create Deep and Varied Content

1. Your Main Website Pages
2. Images and Infographics
3. Videos and YouTube SEO
4. Podcasts
5. Blogging
6. Guest Blogging
7. E-books
8. Press Releases
9. Webinars
10. FAQ Pages and Voice Search
11. Topic Clusters
12. Link Bait
13. Case Studies

Content Based on Competitive Analysis

| Company Name | Pages | Links | Keywords | Traffic Value | Page Speed |
|----------------|--------|-------|----------|---------------|------------|
| Mintz.com | 18,800 | 3.13k | 51k | 87k | 3.6s |
| Ropesgray.com | 15,800 | 2.49k | 35k | 18k | 5.0s |
| Goodwinlaw.com | 12,900 | 1.48k | 26k | 48k | 4.9s |



(Data from 1/2020)


Findlaw.com

Keywords [↑]
2.7M 0.02%

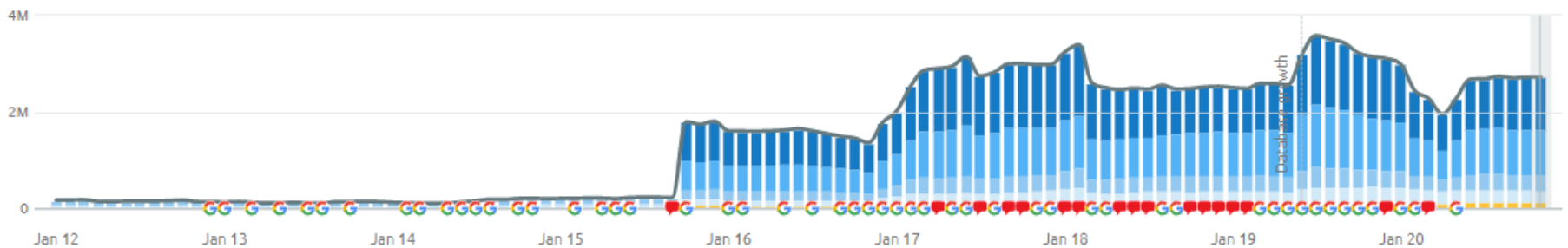
Traffic [↑]
5.9M -0.61%

Traffic Cost [↑]
\$30M -15.33%

Organic Keywords Trend [↑]

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total |  Notes [↓]

1M 6M 1Y 2Y All time





Mintz.com

Keywords ⁱ
68.1K 0.95% 

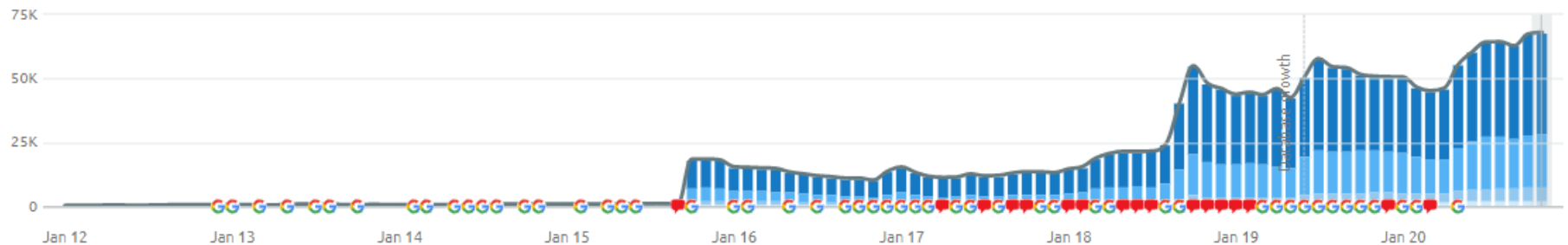
Traffic ⁱ
44.8K 9.37% 

Traffic Cost ⁱ
\$87.8K 37.86% 

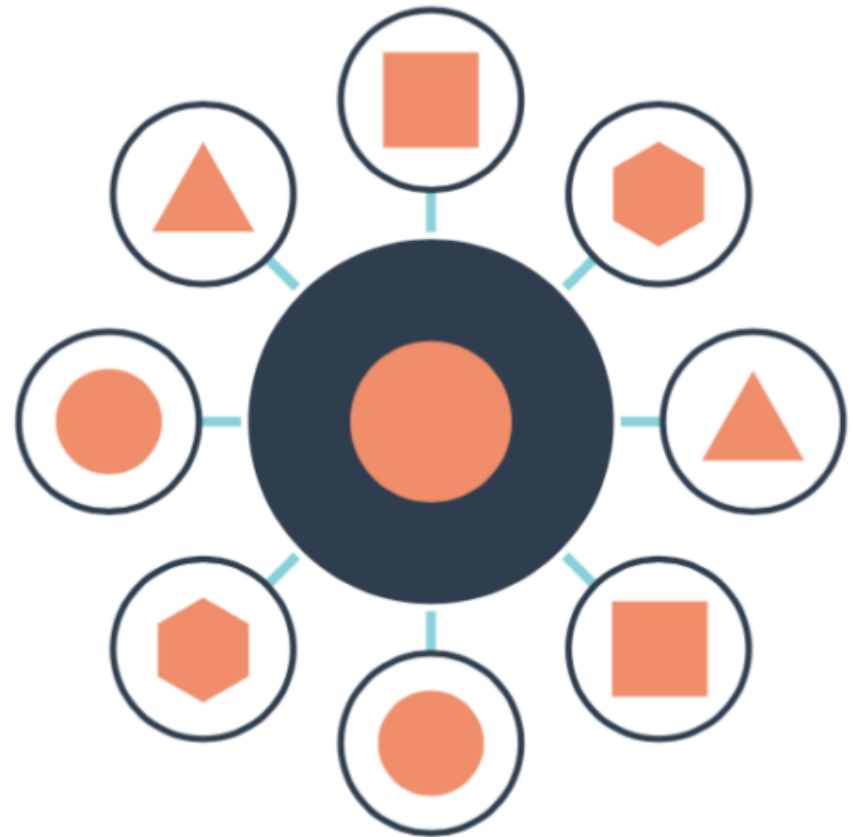
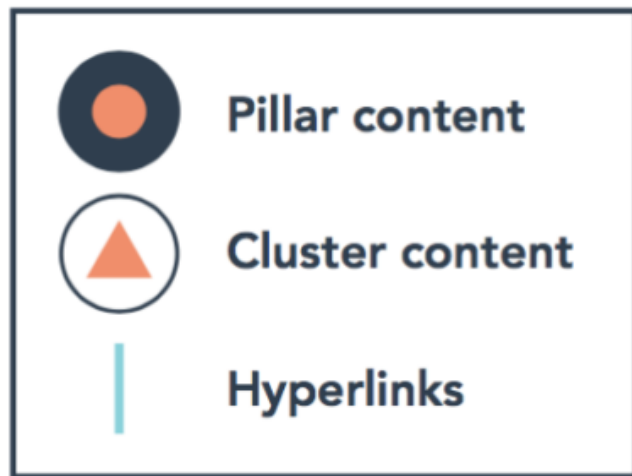
Organic Keywords Trend ⁱ

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total  Notes 

1M 6M 1Y 2Y All time



Topic Clusters



The Importance of Photographs in a Dog Bite Case



[Cookie policy](#)



[Mazow McCullough](#)

The Importance Of Photographs In a Dog Bite Case

SOUND CLOUD

Share



▶ 12

John Maher: Hi. I'm John Maher. Today I'm here with Robert Mazow and Kevin McCullough, of the law firm of Mazow McCullough, a personal injury law firm with offices in Massachusetts, and New Hampshire.

Robert and Kevin have a great deal of experience as dog bite attorneys, and today we're going to be talking about the importance of photographs in a dog bite case.

Consult With an Experienced Dog Bite Attorney

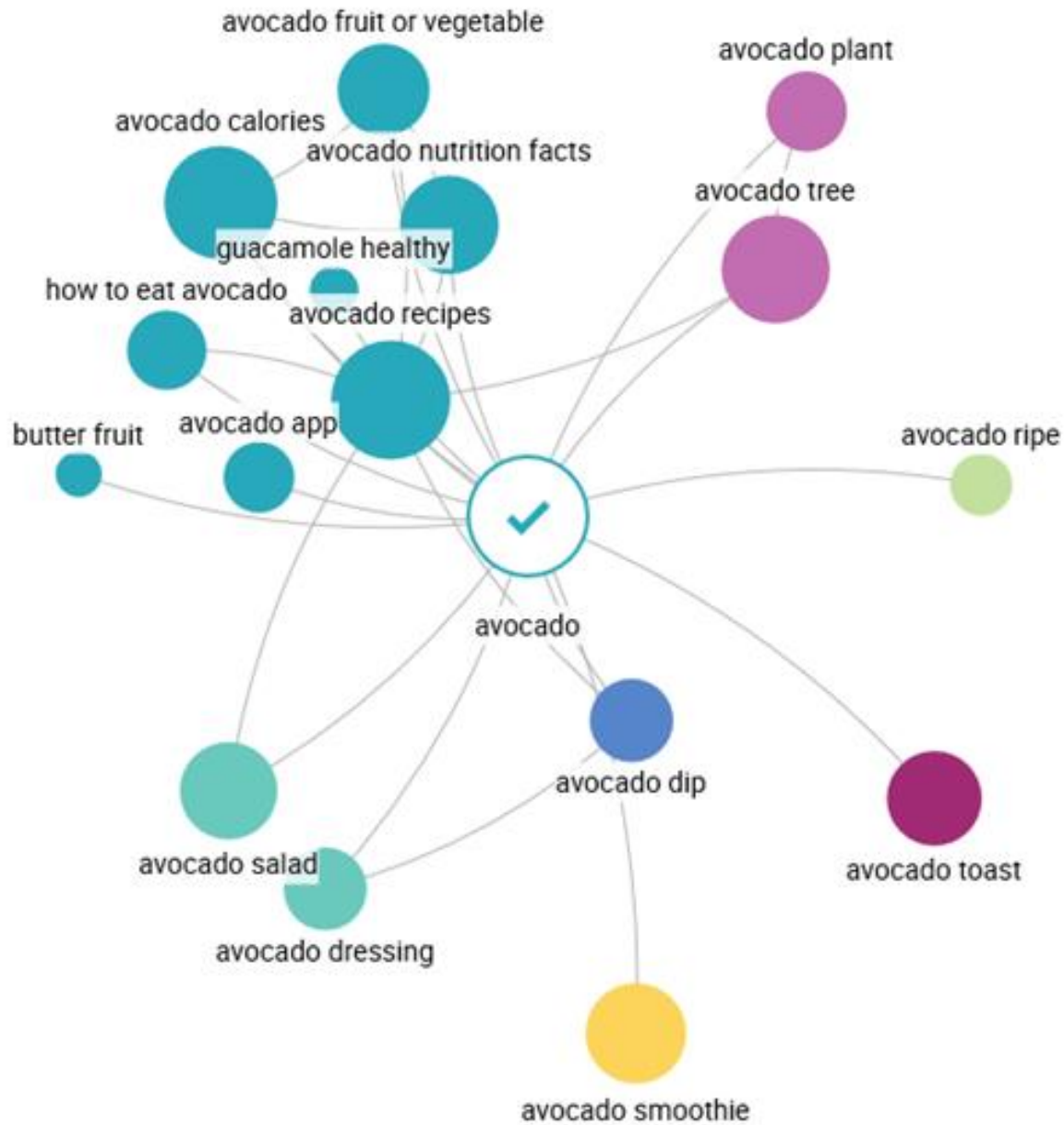
The attorneys at Mazow | McCullough, PC, have represented hundreds of victims of dog bites in Massachusetts and New Hampshire. They have the knowledge and experience to help you or a loved one recover from the unexpected trauma of being bitten by a dog. We pursue all potentially liable parties for their responsibility, and we help ensure that you or your loved one is fully compensated for the injuries.



Please contact Mazow | McCullough, PC, today for a free consultation about your case. The right lawyer makes all the difference. [See our recent settlements here.](#)

Keywords Go Here

- Title Tag
- Meta Description
- Headings (H1 and use H2 also)
- Body Text
- Alt Tags
- URL



3. Optimize User Signals

- Click-Through Rate
- Time on Site
- Bounce Rate

Use Compelling Title and Meta Desc.

Boston Employment Lawyers - Local Attorneys & Law Firms in Boston ...

[lawyers.findlaw.com](https://www.findlaw.com) › [Employment](#) › [Massachusetts](#) ▼

Results 1 - 20 of 56 - ... recommendations. Find your **Boston, MA Employment Attorney** or Law Firm. ...

FREE CONSULTATION NATIONWIDE! 888-351-0424 Visit ...

Joseph L. Sulman: Boston Employment Lawyer - Cambridge ...

<https://www.sulmanlaw.com/> ▼

Free Consultation - Call (617) 521-8600 - Joseph L. Sulman is dedicated to serving our clients with a range of legal services including **Employment** and ...

Boston Employment Lawyers - Compare Top Employment Attorneys in ...

<https://www.justia.com/lawyers/employment-law/massachusetts/boston> ▼

Compare 356 employment attorneys serving **Boston**, Massachusetts on Justia. ... Free

Consultation **Employment**, Medical Malpractice, Personal Injury and ...

The 10 Best Employment Law Attorneys in Boston, MA 2017

<https://www.thumbtack.com> › [MA](#) › [Boston](#) ▼

★★★★★ Rating: 5 - 9 reviews

Here is the definitive list of **Boston's employment law** attorneys as rated by the **Boston, MA** ... This person offers legal advice for employees and other clients.

Do I Need A Lawyer? - Workplace Fairness


www.workplacefairness.org/needlawyer ▼

You should **consult** with an **attorney** who specializes in **employment** or labor law. An **attorney** practicing in any other area, no matter how competent, won't have ...

4. Optimize User Experience

- Internal links
- Font size
- Images
- Videos
- Lists and bullet points.
- Avoid: Too many ads, excessive links, Flash, excessively long bullet lists

Target Pages that Stink at Deepening Visits

| Page ? | Pageviews ? ↓ | Unique Pageviews ? | Avg. Time on Page ? | Entrances ? | Bounce Rate ? | % Exit ? |
|---|---|---|--|---|--|---|
| | 3,971 % of Total: 12.02% (33,026) | 3,633 % of Total: 13.99% (25,966) | 00:04:12 Avg for View: 00:01:58 (114.68%) | 3,436 % of Total: 16.06% (21,394) | 88.33% Avg for View: 83.89% (5.29%) | 84.94% Avg for View: 64.78% (31.12%) |
| 1. /content-marketing/14-highly-profitable-internet-marketing-strategies-for-law-firms/  | 3,971(100.00%) | 3,633(100.00%) | 00:04:12 | 3,436(100.00%) | 88.33% | 84.94% |

Systematically Lower Bounce Rate



Visits
1,011

Unique Visitors
887

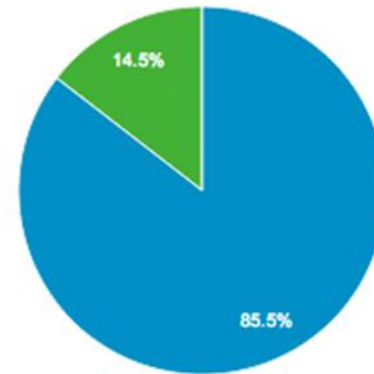
Pageviews
1,404

Pages / Visit
1.39

Avg. Visit Duration
00:01:15

Bounce Rate
78.73%

■ New Visitor ■ Returning Visitor



Bounce Rate

Have Clear Calls To Action (TOFU)

Taking Action in an Auto Accident Lawsuit

The statute of limitations in New Hampshire is three years from the date of the car accident in most instances. This statute of limitations holds for both personal injury and property damage. If you fail to file a lawsuit before the statute of limitations runs out, your case will not be heard in court. **Reaching out to an experienced auto accident attorney** can help you file your claim in court.

To learn more about the practice of Burns, Bryant, Cox, Rockefeller & Durkin, use the form to the right or call us at 1-800-371-3228 today!

FREE EBOOK

GUIDE TO
—AUTO—
ACCIDENTS

Personal Injury Claims

[Download Here](#)



Improve Internal links / # of Pgs. Visited

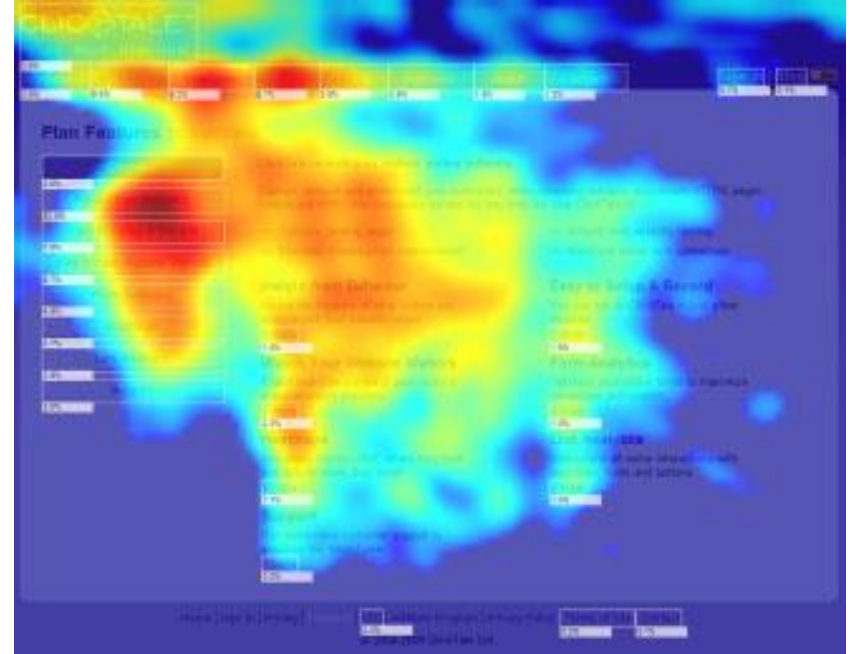
Yesterday's data won't perform today

One huge challenge content marketers face when creating content for a new topic is that it's hard to get any useful data. No database in the world (besides Google's own [index](#)) can automatically include everything as soon as it's picked up by the [Googlebot](#), which logically means that things will have lost at least some of their freshness by the time a search database has incorporated them.

Until now.

With the “on-demand brief” feature of the [Searchmetrics Content Experience](#), content planners can now pull up real-time data on any keyword they can think of, replete with all the insights needed to define a fully-fledged content brief. This is what your writers need, not just to create not just great content, but to create content that search engines will love too.

Do User Tests and Use Heat Maps to Improve Time on Site

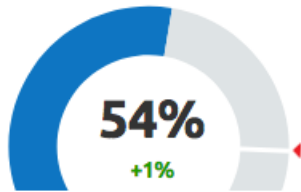


Tools: [usertesting.com](https://www.usertesting.com), [userbrain.com](https://www.userbrain.com), [crazyegg.com](https://www.crazyegg.com), [hotjar.com](https://www.hotjar.com)

5. Correct Technical Problems

- Set up a site audit semrush.com/features/site-audit
- Use HTTPS
- Google says: Slow mobile pages start to load in over 2.5 seconds.
- Fix broken links, indexing and sitemap issues
- Fix too long/short/missing/duplicate title tags and meta descriptions
- All 100 of the top 100 domains are mobile-friendly.
- Since not all URLs make use of H2s, Searchmetrics recommends using them for a competitive advantage

Site Health BETA



■ Your site 54%
▼ Top-10% websites ▼ 92%

[More about Site Health score](#)

Crawled Pages i

5,000



| | |
|-------------|-------|
| Healthy | 0 |
| Broken | 227 |
| Have issues | 4,437 |
| Redirects | 80 |
| Blocked | 256 |

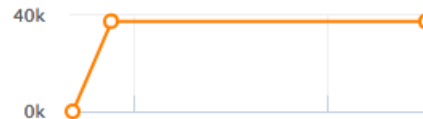
Errors i

944 -510



Warnings i

37,481 -68



Notices i

10,702 -24



Thematic Reports

Crawlability

71% -1%

[View details](#)

HTTPS

94%

[View details](#)

International SEO

95%

[View details](#)

Site Performance

82%

[View details](#)

Internal Linking

64%

[View details](#)

Top Issues: i

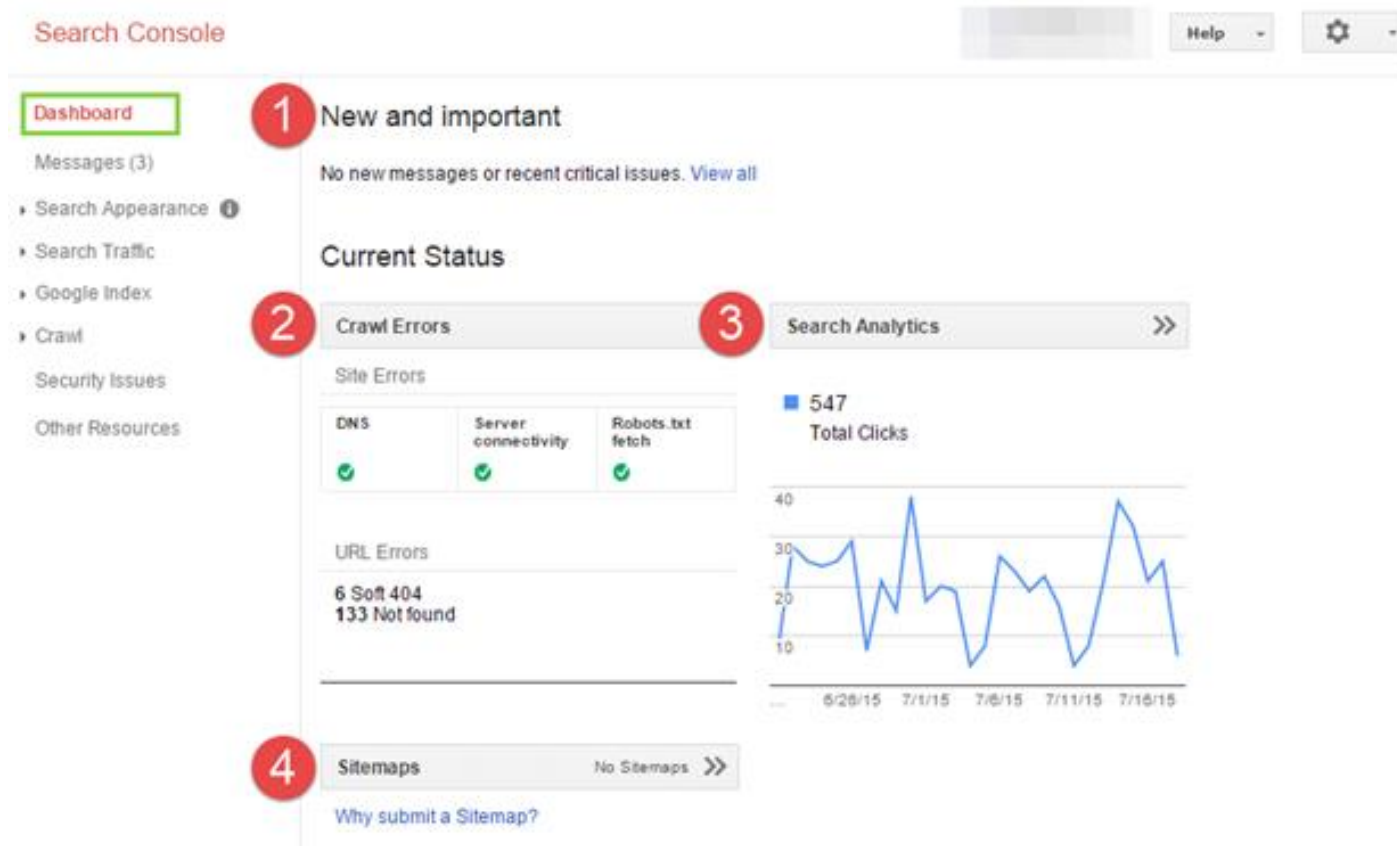
4 pages have slow load speed

0% of total issues

9 pages returned 4XX status code

0% of total issues

Set Up and Use Google Search Console



Tools: <https://search.google.com/search-console/welcome>

Optimize Mobile UX / Site Speed

Report generated: Thu, May 28, 2015, 1:44 PM -0700

Test Server Region: Vancouver, Canada

Using: Firefox (Desktop) 25.0.1, Page Speed 1.12.16, YSlow 3.1.8



Looks like you're running WordPress

[Have a look at our WP optimization tips »](#)



Looks like you might not be using a CDN

[Why should I use a CDN? »](#)

Summary

Page Speed Grade:

(53%)↓

E

YSlow Grade:

(64%)↓

D

Page load time: 25.60s

Total page size: 4.14MB

Total number of requests: 537

Breakdown

Page Speed

YSlow

Timeline

History

RECOMMENDATION

GRADE

TYPE

PRIORITY

Leverage browser caching

F (1)



Server

High

Enable gzip compression

F (2)



Server

High

Defer parsing of JavaScript

F (19)



JS

High

Optimize Images

F (49)



Images

High

Specify image dimensions

D (64)



Images

High

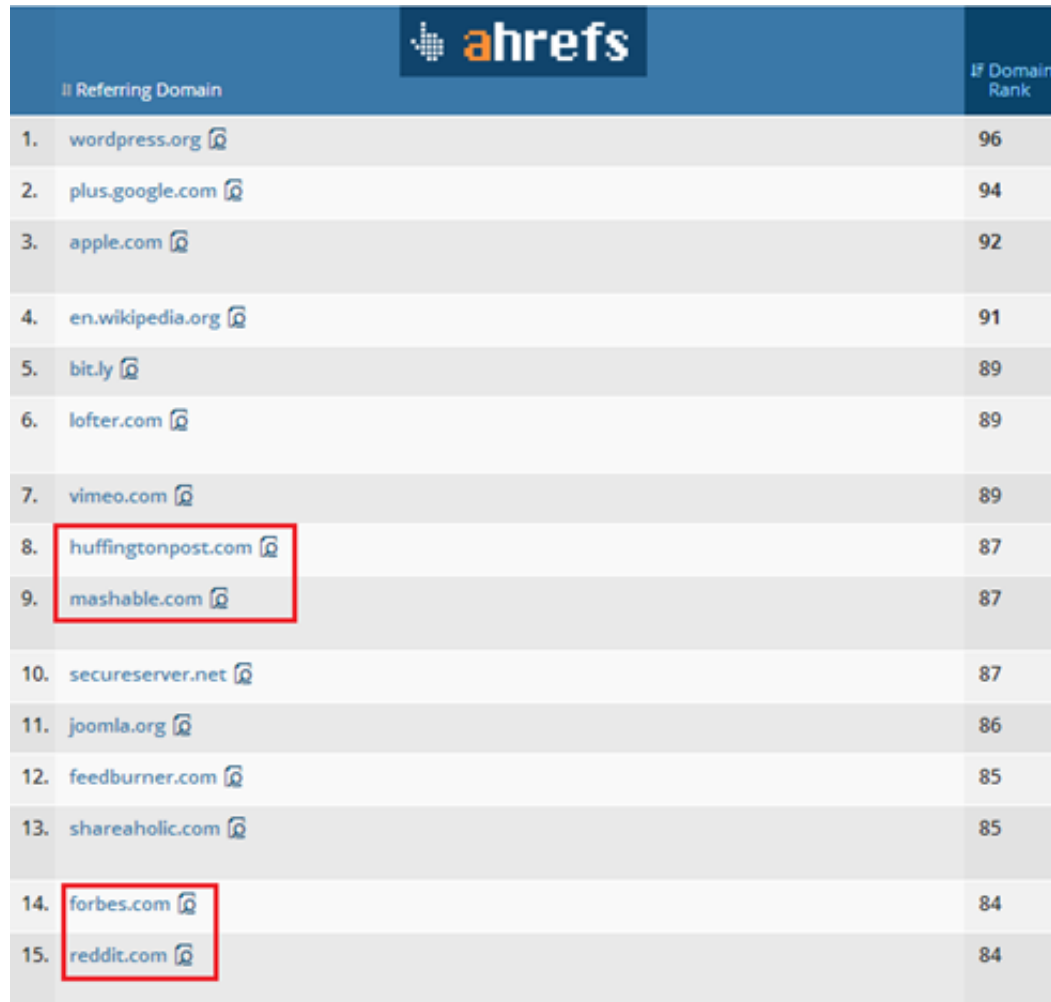
Tools: gtmetrix.com, developers.google.com/speed

6. Optimize “Supportive” Social Signals

There is an extremely high **correlation** between social signals and ranking position, despite Google saying social is not a direct ranking factor.



7. Have a concrete plan for earning links



The image shows a screenshot of the Ahrefs website's 'Referring Domains' report. The table lists the top 15 referring domains for a website, ranked by their Domain Rank. The Ahrefs logo is visible in the top right corner of the table header. The table has two columns: 'Referring Domain' and 'Domain Rank'. The domains are listed in descending order of rank. The domains 'huffingtonpost.com', 'mashable.com', 'forbes.com', and 'reddit.com' are highlighted with red boxes.

| | Referring Domain | Domain Rank |
|-----|---|-------------|
| 1. | wordpress.org | 96 |
| 2. | plus.google.com | 94 |
| 3. | apple.com | 92 |
| 4. | en.wikipedia.org | 91 |
| 5. | bit.ly | 89 |
| 6. | lofter.com | 89 |
| 7. | vimeo.com | 89 |
| 8. | huffingtonpost.com | 87 |
| 9. | mashable.com | 87 |
| 10. | secureserver.net | 87 |
| 11. | joomla.org | 86 |
| 12. | feedburner.com | 85 |
| 13. | shareaholic.com | 85 |
| 14. | forbes.com | 84 |
| 15. | reddit.com | 84 |

Overview

Backlink profile

Backlinks

New

Lost

Broken

Referring domains

New

Lost

Anchors

Top referring content

Referring IPs

Organic search

Organic keywords

New

Movements

Top pages

Competing domains

Competing pages

Content gap

Pages

Best by links

Best by links' growth

Best by shares

Top content

The Best Pages by Backlinks

Platforms

Languages

All HTTP codes

Search in results


Q

258,424 results

| # | Page | UR ↓ | RD | Dofollow | Nofollow |
|---|--|------|-----|----------|----------|
| 1 | <div>National Law Review: latest business law news and legal analysis</div> <div>www.natlawreview.com/ EN CMS</div> | 48 | 416 | 23,981 | 271 |
| 2 | <div>Despite Brexit, UK to Implement the EU General Data Protection Regulation The National Law Review</div> <div>www.natlawreview.com/article/despite-brexit-uk-to-implement-eu-general-data-protection-regulation-0 EN CMS</div> | 30 | 66 | 72 | 11 |
| 3 | <div>The National Law Review Terms of Use The National Law Review</div> <div>www.natlawreview.com/national-law-review-terms-use EN CMS</div> | 29 | 44 | 527 | 7 |
| 4 | <div>The National Law Review Privacy Policy The National Law Review</div> <div>www.natlawreview.com/national-law-review-s-privacy-policy EN CMS</div> | 28 | 43 | 523 | 8 |
| 5 | <div>Search The National Law Review</div> <div>www.natlawreview.com/nlr-legal-analysis-and-news-database-search EN CMS</div> | 28 | 41 | 513 | 7 |
| 6 | <div>Contact Us The National Law Review</div> <div>www.natlawreview.com/contact-us EN CMS</div> | 26 | 32 | 497 | 9 |
| 7 | <div>Legal Marketing Stats Lawyers Need to Know The National Law Review</div> <div>www.natlawreview.com/article/legal-marketing-stats-lawyers-need-to-know EN CMS</div> | 26 | 37 | 189 | 6 |

Controversial Content Gets Links

Tools: ahrefs.com



Talk Marketing Academy

Media Coverage = Authority

prleads.com

- \$99 a month, emails as often as every 30 minutes
- Leads are completely customized to fit your expertise
- Less competition from other responders

helpareporter.com (HARO)

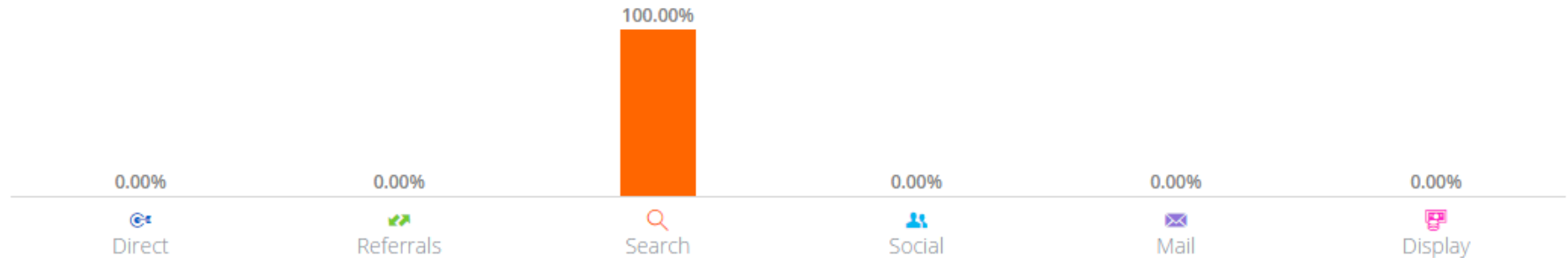
- Free to sign up for 3x daily emails
- Paid: filters, profile, mobile alerts
- “Submit a New Pitch”

8. Optimize for all Traffic Sources – Brand Build

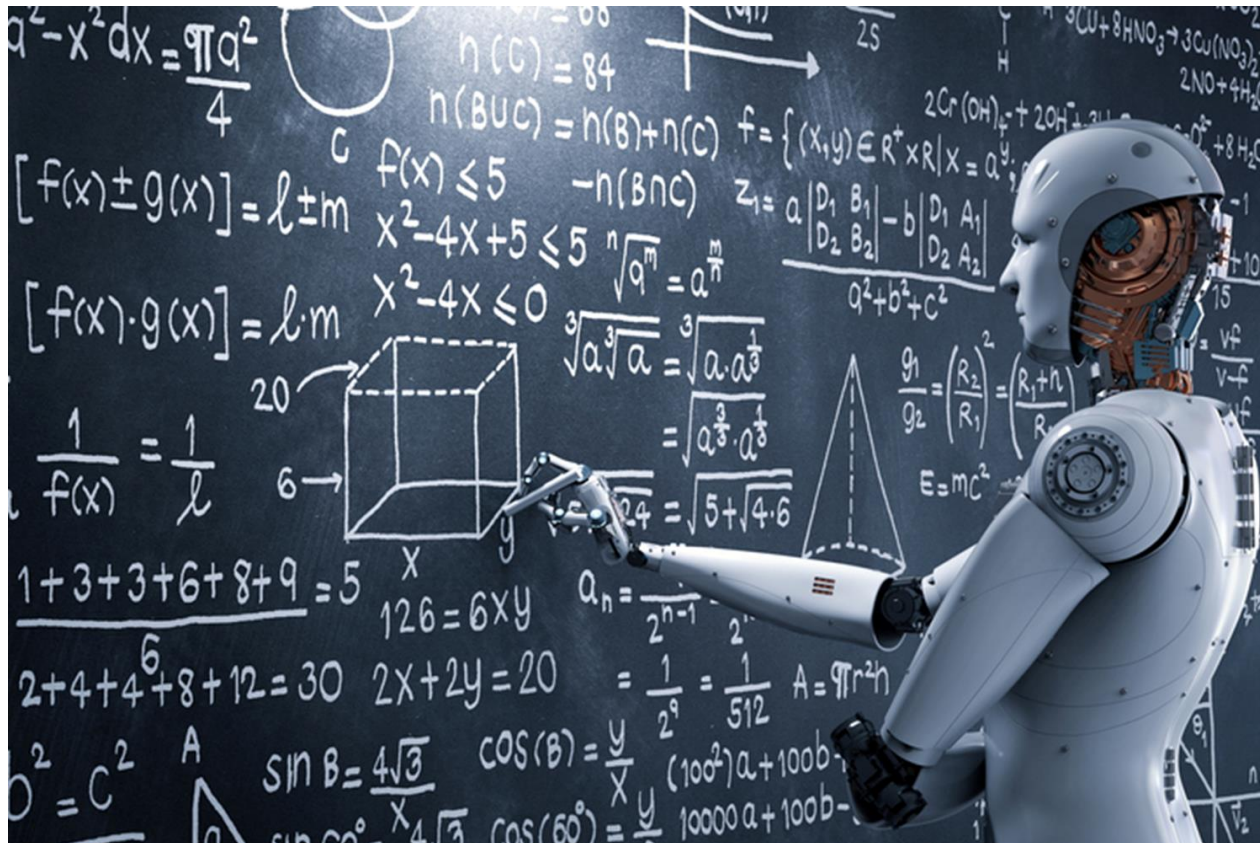
Traffic Sources ⓘ

🖥️ On desktop

 SimilarWeb



RETHINK SEO COMPLETELY!!!



9. Use Authority Signals



Expertise, Authoritativeness, Trustworthiness

Julie E. Manser

Associate

Exton, PA

610.458.6705



Julie serves as an advocate in family law matters for clients in Eastern Pennsylvania, particularly in the counties of Chester, Montgomery, Bucks, Delaware, Lancaster, Berks and Lehigh. She has handled cases for clients resident in West Chester, Norristown, Doylestown, Media, Reading and Allentown. Throughout her career, Julie's practice has focused on family law litigation and related matters, such as:

- Litigation, mediation and arbitration of family law matters
- Matrimonial actions, including complex matters involving valuation issues and high conflict matters
- Custody and Parenting Time
- Alimony and child support
- Equitable distribution
- Appellate practice in family law matters
- Grandparent visitation
- Domestic violence
- Negotiation and preparation of prenuptial, postnuptial, and



Biography

[News](#)[Publications](#)[Speaking Engagements/Events](#)

Practice Areas

[Family Law](#)[Litigation](#)

Bar Admissions

Pennsylvania

Education

J.D., cum laude, University of Pennsylvania Law School, 2005

M.B.E., University of Pennsylvania, Center for Bioethics, 2005

B.A., summa cum laude, University of Pennsylvania, 2002

Memberships

THOUGHT LEADERSHIP

[View All](#) | [Subscribe](#)

- 11.08.2013 Are Exchange Health Plans Federal Health Care Programs, and Therefore Subject to Anti-Kickback Statutes? 
- 11.07.2013 Energy & Clean Tech Connections 
- 11.05.2013 DOL Issues Perm Application Guidance for Employers Affected by Shutdown 
- 11.05.2013 What a Difference 16 Years Can Make: FTC Approves Merger Between Office Superstore Giants Office Depot and OfficeMax 
- 11.04.2013 ML Strategies Energy & Environment Update 
- 11.04.2013 ML Strategies Financial Services Legislative & Regulatory Update 
- 11.04.2013 ML Strategies Health Care Reform Update 
- 10.31.2013 Mintz Levin Health Care Qui Tam Update 

MINTZ SPOTLIGHT



Maintaining Good Client-Outside Counsel Relationships

Bob Bodian, the firm's Managing Member, speaks about how Mintz Levin works with inside counsel clients in Corporate Counsel magazine.



VIDEO INSIGHTS

Our attorneys discuss the hottest issues affecting clients today.



SOCIAL MEDIA & BLOGS



WHAT'S HAPPENING EVENTS @ MINTZ



To succeed in SEO and content marketing, you must be able to shift as fast as algorithms do, have a technically proficient website and build real authority, based on content that has insight, not just content to satisfy search engines.

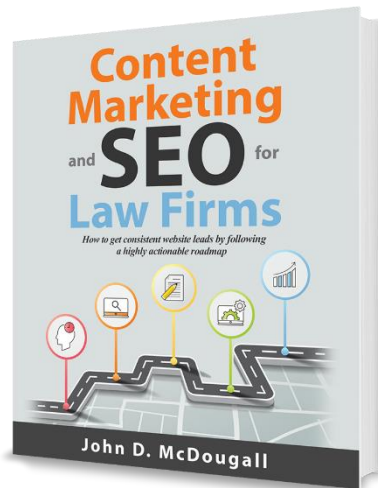
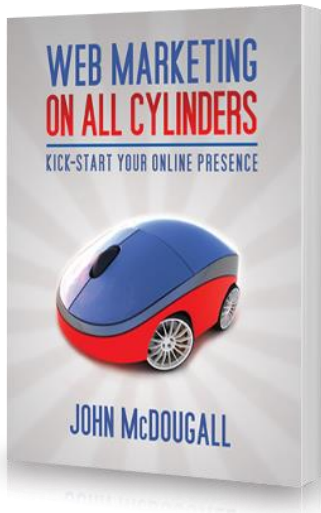
**If you have true insight inside
you, the rest will fall in line with
the right help.**

Your Teachers



John McDougall
President
McDougall Interactive

- 26 years of SEO experience
- College textbook author



John Maher
VP Multimedia
and Digital Marketing
McDougall Interactive

- Over 16 years experience in SEO and digital marketing
- Recording and podcast engineer
- Video editor and YouTube optimizer
- Musician
- Worked in radio at WEZE in Boston







Search by lesson title

☐ Your Marketing Strategy 0/1

☐ Content Marketing and SEO Action Plan 0/2

☐ Podcasting Roadmap 0/1

How to Start a Successful Podcast



Watch the first half of this video on podcasting, from the beginning up to 23:50.



Slides at [Talkmarketing.com/downloads](https://talkmarketing.com/downloads)