

Onsite Content Organization

Website Theme Pyramid - Brett Tabke, WebmasterWorld
Original Diagram & Discussion: <http://zi.ma/bostonseothemes>

Level	Value	Site Structure															
1	None	Home Page / Root Index															
2	Low	Sub Topic A								Sub Topic B							
3	Medium	KW 1				KW 2				KW 3				KW 4			
4	High	KW 5	KW6	KW 7	KW 8	KW 9	KW10	KW11	KW12								
5	Money	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$

Example

Level 1: Amazon.com

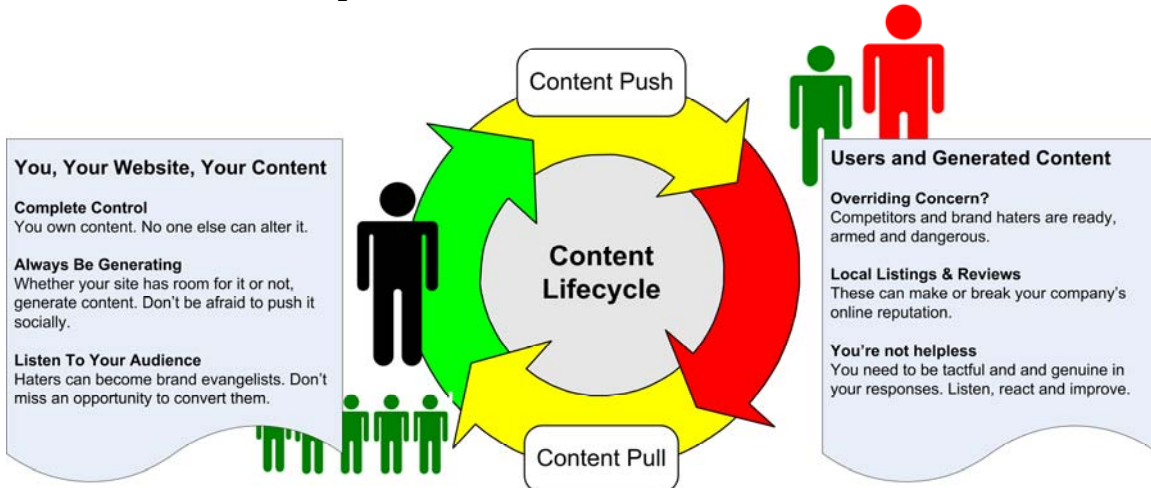
Level 2: Books, Music, Movies

Level 3: Best Sellers, Children's Books, Reference Books

Level 4: [Reference] Almanacs, Encyclopedias, Law Books, Legal Guides, Test Preparation

Level 5: [Reference > Test Prep Guides] SAT Study Guide, ACT Test Prep Guide, GMAT Verbal Review

Offsite Content Lifecycle



Some Recommendations...

Experiment -- There are opportunities to pioneer social initiatives in every niche.

Be consistent -- Consumers often check multiple sources. Variation created doubt and confusion.

Be proactive -- Complaints & problems quickly grow out of proportion. Search for and stop them.

Take Ownership -- If information is incorrect, use everything in your power to correct it.

Never be Idle -- If the social space is under control, develop more content.

Control -- Always take opportunities to control the conversation's direction.

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