



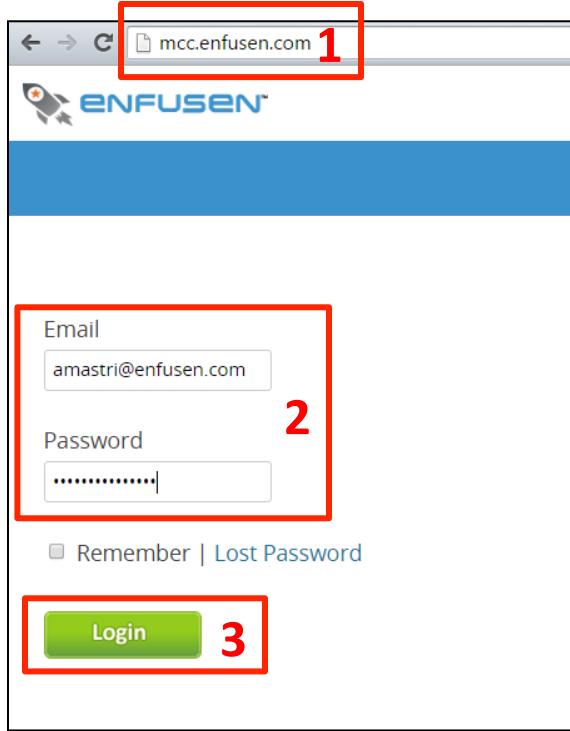
# MedStar SEO Writer

## Procedures & Guidelines

# Table Of Contents

Signing in to MCC.....	3
Navigating to new content orders.....	4
Content order.....	6
Adding content.....	8
MedStar Guidelines.....	9
SEO Best Practices.....	10
Link building.....	11
Ranking Factors.....	12
Keyword Alerts.....	13
Authority Linking To Third Party Sites.....	15
No Follow Links.....	16
Indicating Link Stats Inside MCC.....	18
Content Checklist.....	19
Adding Images.....	20
Submitting Order.....	24
Edits.....	25
Content delivery strategy.....	26
Plagiarism.....	27
Invoicing.....	28

# Signing In



1. Go to [mcc.enfusen.com](http://mcc.enfusen.com)
2. Enter login credentials
3. Hit the Login button

# Navigating To Ordered Content

The screenshot shows the Enfusen software interface. On the left, a sidebar lists navigation options: Dashboard, Analytics, Campaign Builder, Company Profile, Content Marketplace (highlighted with a red box and number 1), Predictive Ordering, Writer search, Order Onsite, Order Buffer, Delivered Content, New Order(3) (highlighted with a red box and number 2), Approved Order(6), Request Changes(0), Canceled(0), and All Order(12). The main content area has two sections: Primary Analytics Statistics (with Site Visit, Organic, Paid, Referral, Social, and Direct metrics) and Campaign Builder (with a table showing tasks like Content Orders, Submit The Content, and Content Orders with specific dates and statuses). The top right shows the user is logged in as csmith@enfusen.com, and there are 12 notifications. The bottom right has a message center with a list of messages from Jenny Tichon, Casey Smith, and others.

Logged in as: csmith@enfusen.com

1

2

Primary Analytics Statistics

Category	Total Visitors	Status
Site Visit	2.3K	Better than last month (7.5%)
Organic	519	Better than last month (7.5%)
Paid	0	Better than last month (7.5%)
Referral	721	Better than last month (7.5%)
Social	78	Better than last month (7.5%)
Direct	814	Better than last month (7.5%)

Campaign Builder

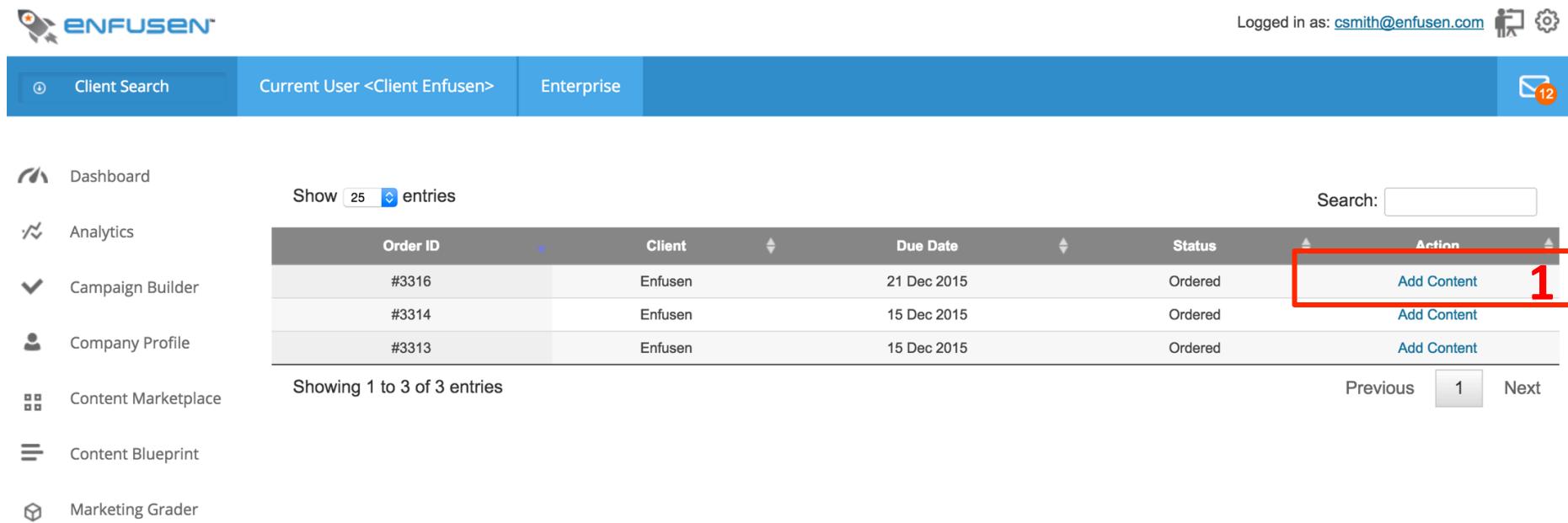
Date	Status	Task	Date
Dec 09	Normal	Not Started	Dec 10
Content Orders	Dec 07	Normal	Not Started
			Dec 14
Submit The Content	Dec 08	Normal	Not Started
			Dec 15
Submit The Content	Dec 08	Normal	Not Started
			Dec 15
Content Orders	Dec 11	Normal	Not Started
			Dec 18

Message Center

User	Content Order	Date
Jenny Tichon	mcc.enfusen.com (Order ID: #3319)	Dec 21, 2015
Jenny Tichon	mcc.enfusen.com (Order ID: #3316)	Dec 14, 2015
Jenny Tichon	mcc.enfusen.com (Order ID: #3315)	Dec 11, 2015
Jenny Tichon	Medstar Franklin Square (MFSMC) has given a feedba...	Dec 10, 2015
Casey Smith	Task #17505 has been assigned to you	Dec 09, 2015
Jenny Tichon	Content Order: MarketingControlCenter.com (Order I...	Dec 08, 2015
Jenny Tichon	Content Order: MarketingControlCenter.com (Order I...	Dec 08, 2015

1. Navigate to Content Marketplace on the left hand column
2. Click on “New Order” from the drop down

# Navigating To Ordered Content Continued



The screenshot shows the Enfusen software interface. At the top, there is a navigation bar with the Enfusen logo, user information (Logged in as: csmith@enfusen.com), and various icons. Below the navigation bar is a blue header bar with tabs: Client Search, Current User <Client Enfusen>, Enterprise, and a notifications icon showing 12 messages. On the left, there is a sidebar with icons and labels: Dashboard, Analytics, Campaign Builder, Company Profile, Content Marketplace, Content Blueprint, and Marketing Grader. The main content area displays a table titled "Show 25 entries" with columns: Order ID, Client, Due Date, Status, and Action. The table contains three rows of data. The "Action" column for each row has a blue "Add Content" button. A red box highlights the "Add Content" button in the first row. The table also includes a search bar, a page number (1), and navigation links for "Previous" and "Next".

Order ID	Client	Due Date	Status	Action
#3316	Enfusen	21 Dec 2015	Ordered	Add Content
#3314	Enfusen	15 Dec 2015	Ordered	Add Content
#3313	Enfusen	15 Dec 2015	Ordered	Add Content

1. Click “Add Content” to navigate to the Content Order inside the Editor

# Content Order

The screenshot shows the 'Content Order' page on the 'mcc.enfusen.com' website. The page has a blue header with the 'ENFUSEN' logo and navigation links for Client Search, Current User <Client Enfusen>, Enterprise, and a search bar. On the left, there's a sidebar with links for Dashboard, Analytics, Campaign Builder, Company Profile, Content Marketplace, Content Blueprint, and Marketing Grader. The main content area is divided into three sections:

- 1 Order Details:** This section contains form fields for Site (http://www.enfusen.com), Keyword (digital marketing services), Keyword Synonyms:, Notes, and a detailed note about keyword usage. It also lists login details (Login URL: https://login.hubspot.com/login/, Username: enfusen@tcemail.com, Password: exodus69), post settings (Post as: Live Post), and landing/home/resource pages.
- 2 Content Submission:** This section features a rich text editor with a toolbar and a content area placeholder.
- 3 Submission Details:** This section includes Link Stats (Primary Keyword dropdowns for three stats), Optimized (a dropdown menu), Go Live Date (a date input field), Site Post URL (a URL input field), and three sets of Link Type and Link dropdowns.

At the bottom, there are buttons for Save Draft, Preview Submission, and Submit Content.

The Content Order is composed of 3 main parts:

1. The Order Details
2. The Order Submission
3. The Submission Details

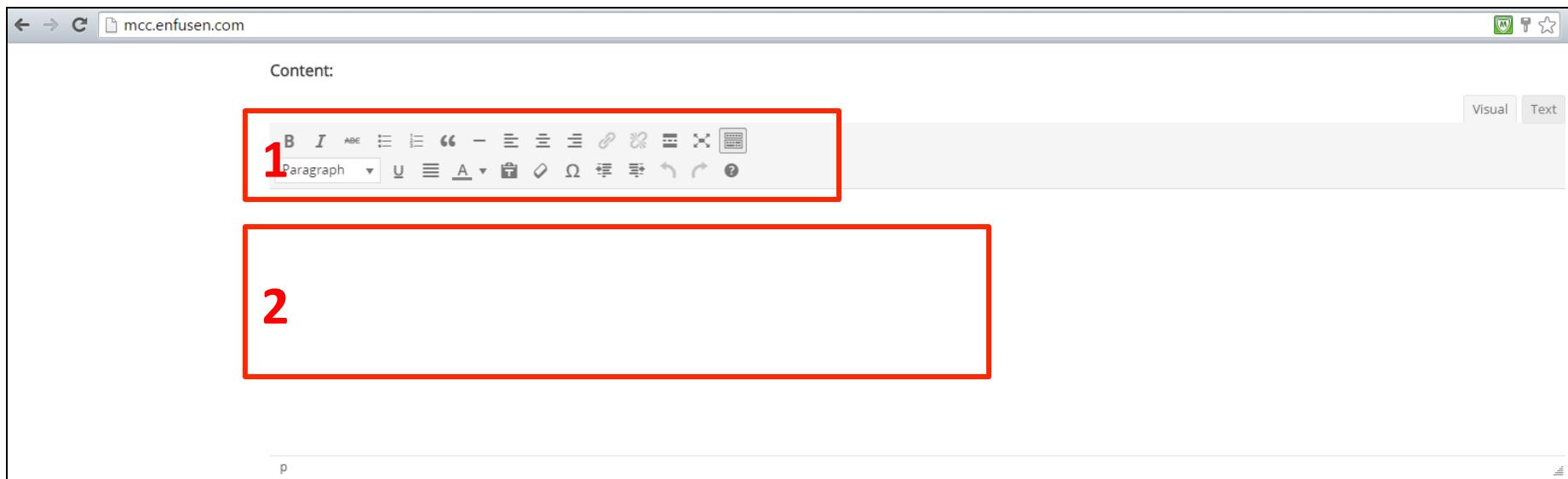
# Order Details

The screenshot shows the Enfusen software interface with a sidebar on the left and a main content area on the right. The main content area displays 'Order Details' with various fields and instructions. A red box highlights five specific sections, each numbered 1 through 5.

1	Site:	http://www.enfusen.com	Word count:	500
2	Keyword:	digital marketing services	Image:	Yes
2	Keyword Synonyms:		Type:	Unique
3	Notes:	Please use the exact keyword in the title, URL, Image Alt text, Meta description, and only once in the body. Use the listed keyword synonyms for all additional mentions in the blog post. Create one hyperlink for each URL listed in the "URLs to Link To" section of the order, and link to any relevant onsite content.		
4	Login URL:	https://login.hubspot.com/login/		
	Username:	enfusen@ctcemail.com		
	Password:	exodus69		
	Post as:	Live Post		
5	Landing Page:			
	Home Page:			
	Resource Page:			

- 1. Site:** Indicates the destination of the new content (This information is for the Editor)
- 2. Keyword & Synonyms:** Indicates keywords that are to be included in the new content
- 3. Notes:** Includes unique writing instruction from the Content Manager
- 4. Login URL/Username/Password/Post as:** login details for destination site (The Editor will post all “Approved” content on the destination site. You will NOT post your work here)
- 5. Landing/Home/Resource Page:** Link Keyword and Keyword Synonyms to these URLs ONLY (described in the “Notes” section)

# Adding Content



1. Use the toolbar to format your content submission.
2. Type your content in the text box.
3. Add images by saving the image as the Keyword and then upload the image to MCC.
4. Add hyperlinks to the specified Home page and Landing page URLs.
  - See next slide for MedStar SEO Guidelines
  - See slide 12 for additional Link Building information

# MedStar SEO Guidelines

## **Marketing & Advertising Guidelines for Third-Party Articles & Search Engine Optimization (SEO) Content**

The following guidelines must be strictly followed.

### **Guidelines for MedStar SEO Content**

The following statements apply to all SEO content pieces:

- All articles must be in English
- Articles must be posted under writer's name
- All articles must be truthful – articles may not include fictional people, testimonials, or endorsements
- Articles must not contain any third-party trademarks or logos
- All descriptions of services should be provided by official MedStar website

### **Prohibited SEO Promotions**

SEO content must **not** be promoted in the following manners:

- Offering any incentivized offers
- Redirecting, spoofs, or traffic generation from adult-oriented websites
- Methods used to generate clicks, impressions, or transactions that have not been initiated by the consumer

### **Prohibited Phrases**

- Articles may never contain the hospital name "MedStar" or affiliated hospital names
- Articles may never represent MedStar as a cure for any medical diagnosis

# SEO Best Practices

1. **Keyword Density** - No more than 3%
2. **Title** – The keyword should be in the title
3. **URL** – The keyword should be in the URL of the post (Editor does this)
4. **Meta description** – The keyword needs to be in the meta description of your post. This shows up as the brief synopsis on a search engine result (Editor does this)
5. **Alt-text** – The keyword needs to be displayed in the alt-text of any image within your post. When you upload the image, save the file name as the keyword
6. **H1** – The keyword should be in the H1 or Header Tag of your post
7. **H2** – Any keyword synonyms can be used in the H2 or Header Tag 2 of your post
8. **Bolding** – Bold your keyword once
9. **Links** – Include links to your keywords and keyword synonyms (See link building strategy on slide 12 for more information)
10. **Word count** – Each post needs to be at least 400-500 words long to get indexed by Google

# Link Building Strategy

## What is link building?

Link building refers to the process of getting external pages to link to a page on your website.

For search engines that crawl the vast metropolis of the web, links are the streets between pages. Using sophisticated link analysis, the engines can discover how pages are related to each other and in what ways. Growing the link profile of a website is critical to gaining traction, attention and traffic from the engines.

In your blog orders, you will be given URLs that you will need to link to in your blog. This can be done in a variety of ways.

## How do you incorporate linking into your blog?

A hyperlink consists of two parts: the anchor text that the user clicks on and the URL the user is taken to.

When creating a blog, do not link to any other sites except the sites provided in your content order. Your blog post should contain 1-3 links. Do not link to the same page more than once in a post.

## Different types of anchor text you can use inside your blog:

- Keyword links
  - The anchor text is the keyword (EX: Have you tried [Marketing Automation](#)?)
- Branded links (when allowed)
  - The anchor text is the name of the client or website (EX: [Enfusen](#) is great at marketing automation)
- Naked links
  - Use the URL as a direct link (EX: Take a look at [www.enfusen.com](http://www.enfusen.com) for more details)
- Synonym links
  - The anchor text is a synonym of the keyword (EX: Have you ever heard of [sales and marketing automation](#)?)
- Sentence links
  - The anchor text is a complete sentence that includes the keyword (EX: [Don't miss out on new marketing automation news.](#))
- Random links
  - The anchor text is a random word (EX: [Click here](#) for more details on marketing automation.)

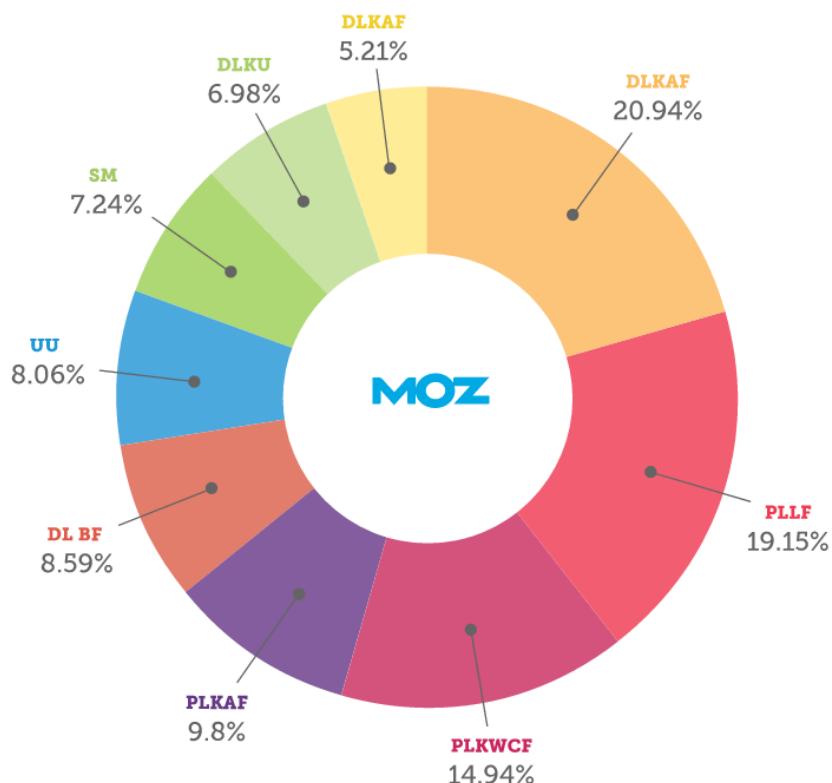
You will also need to vary the types of URLs in your posts. There are many different ways to write a URL. Make sure you are using a variety of different URL text in each post.

## Examples on how to write a URL:

www.enfusen.com	http://www.enfusen.com	Enfusen.com	http://enfusen.com
www.enfusen.com/	http://www.enfusen.com/	Enfusen.com/	http://enfusen.com/

# Ranking Factors

## Weighting of thematic clusters of ranking factors in Google



### Domain-Level, Keyword-Agnostic Features

(e.g. quantity of links to the domain, trust/quality of links to the domain, domain-level PageRank, etc.)

### Page-Level KW & Content Features

(e.g. TF\*IDF, topic-modeling scores, on content, content quantity/relevance, etc.)

### Domain-Level Brand Features

(e.g. offline usage of brand/domain name, mentions of brand/domain in news/media/press, entity association, etc.)

### Social Metrics

(e.g. quantity/quality of tweeted links, Facebook shares, Google +1s, etc.)

### Domain-Level, Keyword-Agnostic Features

(e.g. domain name length, extension, domain HTTP response time, etc.)

### Page-Level Link Features

(e.g. PageRank, TrustRank, quantity of link links, anchor text distribution, quality of link sources, etc.)

### Page-Level, Keyword-Agnostic Features

(e.g. content length, readability, uniqueness, load speed, etc.)

### User, Usage, & Traffic Query Data

(e.g. traffic/usage signals from browsers/toolbars/clickstream, quantity/diversity/CTR of queries, etc.)

### Domain-Level Keyword Usage

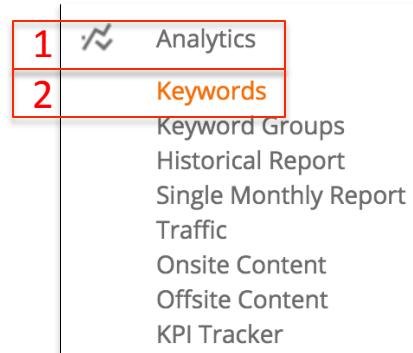
(e.g. exact match keyword domains, partial-keyword matches, etc.)

# Keyword Alerts

Keyword Alerts allow you to find relevant articles based on your keyword that are trending online.

## How to access Keyword Alerts:

1. Navigate to the “Analytics” tab
2. Click on “Keywords”
3. Select the Keyword you are assigned to write about
4. Under Keyword Alerts click “Pull Keyword Alerts”



Keyword	Google Ranking URL	Google Rank	SEOV	Organic Visits	Total Conv	Conv Rate	Avg Monthly Searches	Competition	Suggested Bid
3 <a href="#">Virtual CMO</a>	LP /virtual-cmo	5 <span style="color:red">↓ -3</span> Previous 2	\$0.00 <span style="color:blue">➡</span> Previous \$0.00	5	0	0.00%	90	3.96%	\$0.00
<a href="#">marketing productivity</a>	LP /marketing-productivity	23 <span style="color:red">↓ -5</span> Previous 18	\$0.00 <span style="color:red">⬇</span> Previous \$0.23	1	0	0.00%	90	19.53%	\$0.00
<a href="#">content creation services</a>	LP /content-creation-services	26 <span style="color:red">↓ -5</span> Previous 21	\$545.29 <span style="color:red">⬇</span> Previous \$759.04	0	0	0.00%	390	71.21%	\$7.48

Keyword Alerts

Date Last Pulled: 12-10-2015

4

Pull Keyword Alerts

# Keyword Alerts Continued

The Keyword Alerts section is a great place to pull quotes or references for your blog posts. Be sure you site any work taken from any sites. If you add a link to these sites in your blog, follow the “No Follow Links” procedure outlined on page 16.

## Keyword Alerts

Date Last Pulled: 12-10-2015

### **How Redesigns for Newsweek and IBT Will Better Serve Advertisers**

As it approaches its 10th birthday, IBT Media is ready to unveil new looks for its two flagship brands: the International Business Times and Newsweek. The IBTimes' redesign went live overnight, while Newsweek's new look will roll out sometime in th

[Read More](#)

### **Inside Bitcoins to Hold Startup Competition at South Korean Bitcoin Conference**

"Bitcoin exchange in South Korea is present but is insufficient, bid/ask is very small in quantity yet to deal with large volumes," said Mike Hwang, CMO of Coin Trade, one of the presenting companies, in an interview with Bitcoin Magazine. "Co

[Read More](#)

### **GE CMO: I'm done advertising on prime-time TV**

GE sponsored The New York Times' Virtual Reality foray, which sent a cardboard virtual reality headset to 1 million people. And last month GE invested in its second Snapchat ad campaign, sponsoring a "Geofilter" that allowed tra

[Read More](#)

### **At Target's magical holiday shop, every toy is just a swipe away**

Target Wonderland is saturated with an overwhelming amount of red: red walls, red chairs, an Etch-A-Sketch taller than your average human and a candy cane-striped fireplace surrounded by enormous shiny ornaments. The giant playground, housed in a ...

[Read More](#)

Click to  
access  
the article

# Authority Linking to Third Party Sites

## What is a Third Party Link?

Third party links are links to websites in which MedStar is not affiliated with and does not control any of the content.

A third party link is used to provide readers/visitors with more information on a particular topic relating to the keyword of the blog.

## Example Types of Third Party Links

- Wikipedia
- News Articles
- Any link inside the Keyword Alerts tab in MCC
- Any sources used to create post

## Third Party Linking Guidelines

- When linking to a third party site, always use nofollow links.
  - (More information on nofollow links can be found on slides 16-17 )
- Only link to a third party site one time maximum in a post
- Provide one third party link in every other post you create.
  - Example: if you are assigned 10 posts, 5 should have third party links
- The third party link should NOT be advertised as any sort of endorsement by MedStar or you, the writer

# NoFollow Links

NoFollow links provide a way to tell search engines not to follow a specific link.

Anytime you link to an outside source such as a link in the Keyword Alerts tab, be sure to use a NoFollow link.

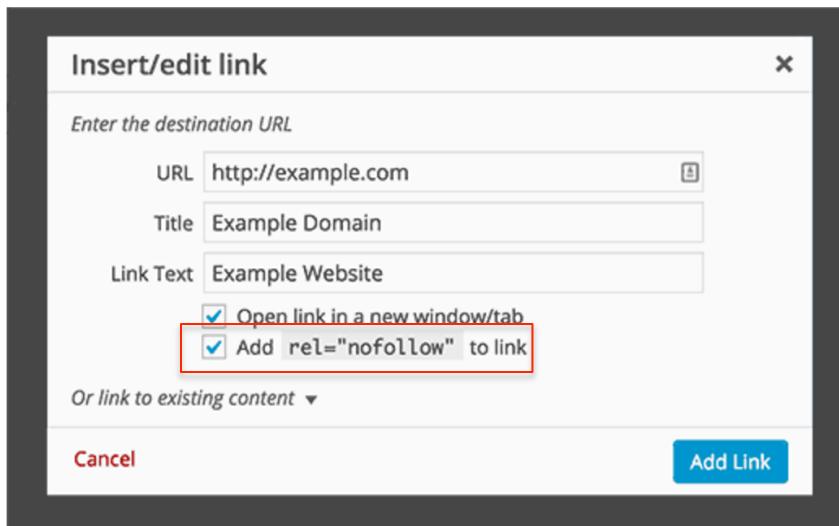
See next slide for instructions on how to add NoFollow links to buffer sites.



# How to Add NoFollow Links to Buffer Sites

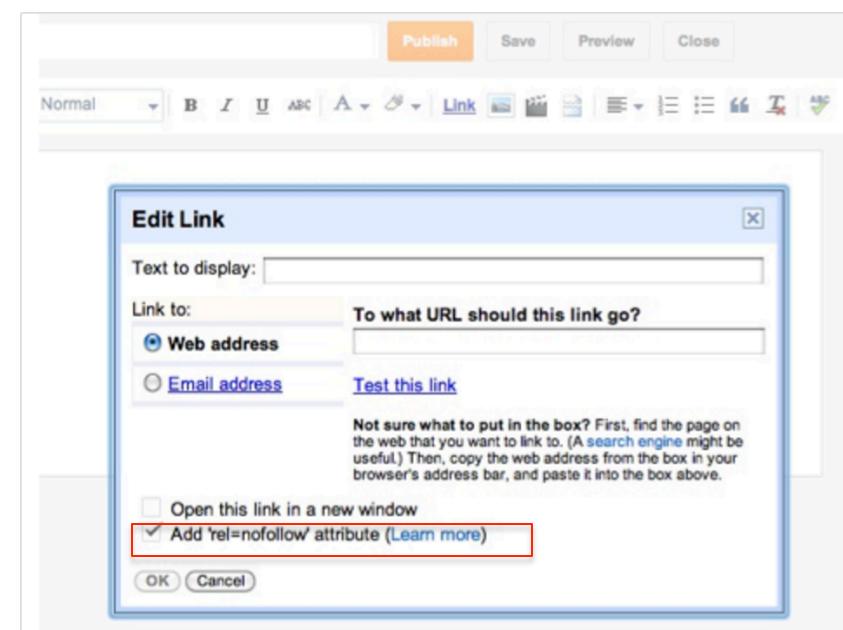
## WordPress

Check the box for “Add rel=“nofollow” to link”



## BlogSpot

Check the box for “Add “rel=nofollow” attribute”



## Tumblr

In HTML view, insert the NoFollow tag **rel=nofollow** to URL

- Normal Link: <a href="<http://www.example.com>">
- NoFollow tag <a **rel="nofollow"** href="<http://www.example.com>">

# Indicating Link Stats Inside MCC

Link Stats 1: Primary Keyword:	No Links	Keywords:	digital marketing services Select	Link Type:	Select Select	Link:	Select Select
Link Stats 2: Primary Keyword:	No Links	Keywords:	digital marketing services	Link Type:	Exact Naked Syn Brand Phrase Generic	Link:	Actual URL Homepage Landing Page Blog Post
Link Stats 3: Primary Keyword:	No Links	Keywords:	Select	Link Type:		Link:	

**Primary Keyword:** Leave this as is

**Keywords:** This selection should indicate the keyword or keyword synonym that was included in the anchor text of your links.

**Link Type:**

- Keyword links
  - The anchor text is the keyword (EX: Have you tried [Marketing Automation?](#))
- Branded links (when allowed)
  - The anchor text is the name of the client or website (EX: [Enfusen](#) is great at marketing automation)
- Naked links
  - Use the URL as a direct link (EX: Take a look at [www.enfusen.com](#) for more details)
- Synonym links
  - The anchor text is a synonym of the keyword (EX: Have you ever heard of [sales and marketing automation?](#))
- Sentence links
  - The anchor text is a complete sentence that includes the keyword (EX: [Don't miss out on new marketing automation news.](#))
- Random links
  - The anchor text is a random word (EX: [Click here](#) for more details on marketing automation.)

**Link:** This selection should indicate which URL you used from the order details.

# Content Checklist Inside MCC

**1** Keyword in Title:

Use of Header Tags:

Keyword used once in text body:

Landing Page link included:

Home page link included:

Spellcheck:

**Go Live Date:**

**2**

Site Post URL:

Image:

Choose File No file chosen

[jpg,jpeg,gif,png format are allowed]

Save Draft

Preview Submission

Submit Content

1. Double check each element is included in your post then check the checkboxes.
2. Disregard the “Go Live Date” and the “Site Post URL”. These features will be used by the Editor

# Adding Images

## Checklist For Selecting Images

1. Relevance to the post
  - Make sure the image matches your overall blog theme or section
2. Business appropriate
  - Avoid pop culture references
3. High quality
  - Search for large, high quality images inside Google
4. Authorized to use
  - Only use images available for reuse (See next slide for more details)
5. Never use clipart

# Searching for Authorized Images on Google

1. Navigate to Google Images
2. Select “Search tools”
3. Select “Usage Rights”
4. Select “Labeled for reuse”

The screenshot shows the Google Images search results for the query "content". The interface includes a search bar with the word "content", a camera and microphone icon, and a blue search button. Below the search bar are navigation tabs: Web, Images (highlighted with a red box and labeled 1), News, Books, Apps, More, and Search tools (highlighted with a red box and labeled 2). Further down are filters for Size, Color, Type, and Time. A "Usage rights" dropdown menu is open, highlighted with a red box and labeled 3. It contains the following options:

- ✓ Not filtered by license
- Labeled for reuse with modification
- Labeled for reuse** (highlighted with a red box and labeled 4)
- Labeled for noncommercial reuse with modification
- Labeled for noncommercial reuse

On the right side of the search results, there is a small map of the world.

# Searching for Authorized Images on Bing

1. Navigate to Bing Images
2. Select “License”
3. Select “Free to share and use”

The screenshot shows the Bing Images search interface. In the search bar at the top, the word "content" is typed. Below the search bar, there are navigation tabs: Web, Images (which is highlighted with a red box and labeled '1'), Videos, Maps, News, and Explore. The main search results area displays two images: one showing a crown icon with the word "Content" and another showing colorful blocks spelling out "CONTENT". At the bottom of the page, there are icons for download and sharing.

Below the search bar, there are several filters and settings:

- Image size ▾
- Color ▾
- Type ▾
- Layout ▾
- People ▾
- Date ▾
- License ▾ (highlighted with a red box and labeled '2')
- SafeSearch: Moderate ▾

A dropdown menu for the "License" filter is open, listing the following options:

- All
- Public domain
- Free to share and use (highlighted with a red box and labeled '3')
- Free to share and use commercially
- Free to modify, share, and use
- Free to modify, share, and use commercially
- Learn more

# Adding Images To MCC

## Steps To Adding Images

1. Log in to MCC
2. Navigate to the content order
3. Scroll down to bottom of page
4. Select “Choose File”
5. Upload your saved image
6. Select “Save Draft”
7. Image appears above

Link Stats 1: Primary Keyword: No Links Keywords: Select Link Type: Select Link: Select

Link Stats 2: Primary Keyword: No Links Keywords: Select Link Type: Select Link: Select

Link Stats 3: Primary Keyword: No Links Keywords: Select Link Type: Select Link: Select

Optimized: Select

Go Live Date:

Site Post URL:

Image:  Choose File No file chosen [jpg,jpeg,gif,png format are allowed]

4

Link Stats 1: Primary Keyword: No Links Keywords: Select Link Type: Select Link: Select

Link Stats 2: Primary Keyword: No Links Keywords: Select Link Type: Select Link: Select

Link Stats 3: Primary Keyword: No Links Keywords: Select Link Type: Select Link: Select

Optimized: Select

Go Live Date:

Site Post URL:

Image: 

7

Choose File No file chosen [jpg,jpeg,gif,png format are allowed]

6

# Submitting Order



At the very bottom of the content order you can save or preview your progress. Select “Submit Content”, when you are happy with your post and all Link Stats are completed.

# Edits

- If the Editor requests changes, please make the specified changes and resubmit your post inside MCC.
- Once your post is “Approved”, the Editor will provide feedback and grade your writing on a scale of 1-5.
  - 1 means there is room for improvement.
  - 5 means your post was error-free.

**Writer Name:**

Casey Smith

**Quality Level:**



**Your Comment:**

Great work on the MedStar articles. You've really gotten the hang of our link building strategy.

**Submit Feedback**

# Content Delivery Strategy

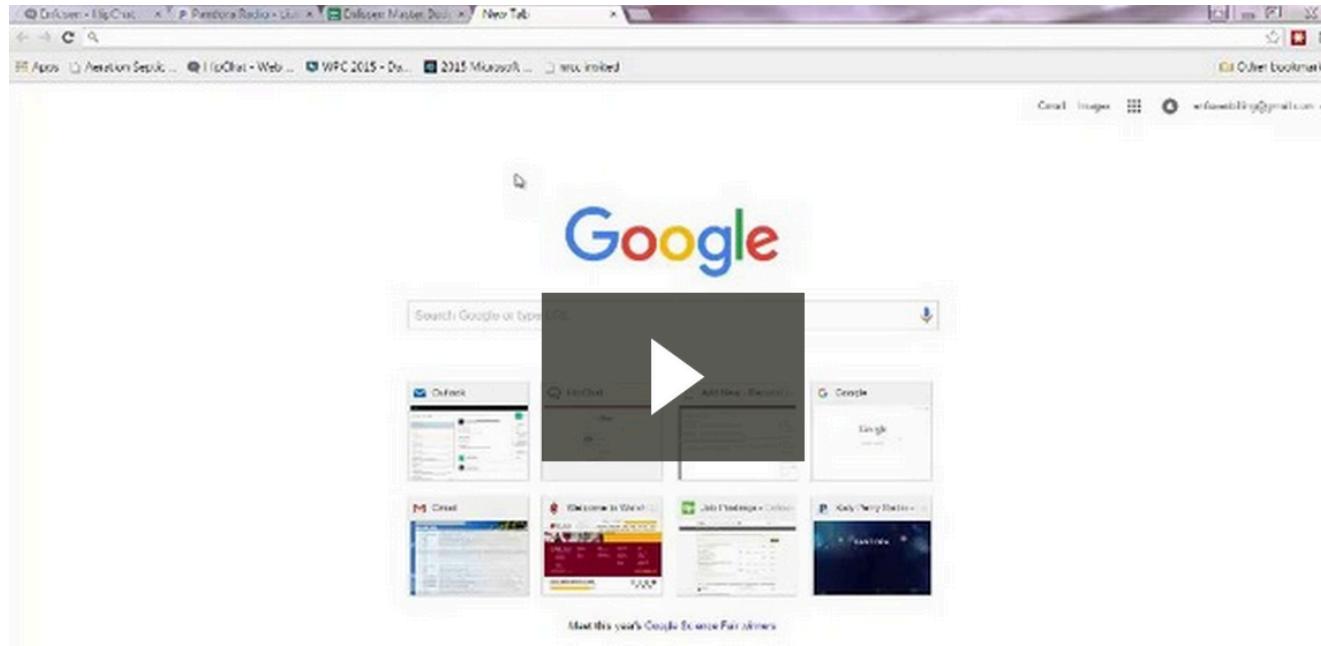
- All content orders will be placed at the beginning of each month.
- All writers are required to submit 25% of their ordered content each week.
  - We are providing all of your orders up front in case you would like to work ahead.
  - \*\*Do not post more than two blogs to the same site in one day.

# Plagiarism

- **Plagiarism :** Enfusen recognizes the seriousness of plagiarism, which is defined as turning in someone else's work and calling it your own.
  - If you include outside writing, phrases, sentences, or paragraphs, that are only slightly changed from the original source, you are plagiarizing. To avoid plagiarism, you must paraphrase properly and identify the original writer and source; this is called citing your work.
- **Citing Your Work:** Please review these resource for ways to cite outside sources:
  - <http://blog.hubspot.com/blog/tabid/6307/bid/33098/How-Not-to-Steal-People-s-Content-on-the-Web.aspx>
  - <http://wpdevshed.com/citing-sources-for-your-blog/>
- **Penalty for plagiarism:** Any found plagiarism without proper citation will be reason for dismissal.

# Invoicing

- Each Wednesday please invoice for your “Approved” content ONLY.
- Click the link below to learn how to invoice
  - <https://enfusen-1.wistia.com/medias/8xswbfd626>



2:58

