Is SEO Killing America?

I'm @cjoh
Pizza Tastes Better Than Broccoli
% Increase in Consumption

- Plants
- Sweeteners
- Meat
- Grain
- Cheese
Pizza Tastes Better Than Broccoli
What Do You Want?
TO BE RIGHT
AP Poll: Economic Worries Pose New Snags for Obama

By JIM KUHLEWIN and STACY ANDERSON The Associated Press
WASHINGTON June 23, 2011 (AP)

Increasingly troubled by the economy, more Americans are convinced the country is headed in the wrong direction and fewer approve of President Barack Obama’s economic stewardship. The sentiments pose a new complication for the president’s re-election hopes and create an obstacle to a recovery that relies in part on public perceptions.

For the first time this year, less than 50 percent of respondents to an Associated Press-GfK poll say Obama deserves re-election. The new poll shows a virtual split of 48-47 in favor, raising a new hurdle for the president as economic concerns strip away the gloss he briefly gained in May after the death of Osama bin Laden.

What’s more, four out of five now believe the economy is in poor shape, with 36 percent calling it "very poor," a new high in AP-GfK polling.

The survey findings track with recent independent data that show a dip in consumer confidence, and they reflect the May uptick in unemployment and a stubbornly depressed housing market. Amid anemic hiring, high gas prices and financial turmoil in Europe, Americans are increasingly interested in saving — not spending — their money, adding yet another constraint to the economic recovery.
AP Poll: Economic Woes Pose New Snags for Obama - ABC News
June 23, 2011 - Increasingly troubled by the economy, more Americans are convinced the country is headed in the wrong direction and fewer approve of President Barack Obama's economic stewardship. The sentiments pose a new ...

More Americans convinced country headed in wrong direction (July 2011) - ABC News
June 23, 2011 - More Americans convinced country headed in wrong direction, fewer ...WASHINGTON -- Increasingly troubled by the economy, more Americans are ... and fewer approve of President Barack Obama's economic stewardship.

AP: Obama Has a Big Problem With White Women - Politics - Fox News
June 23, 2011 - Increasingly troubled by the economy, more Americans are convinced the country is headed in the wrong direction and fewer approve of President Barack Obama's economic stewardship. The sentiments pose a new ...

You've visited this page 6 times. Last visit: 211/12

AP-NORC Poll: Public down on economy, Obama curves (AP) - Barack Obama
www.zimbio.com/Barack+Obama/...AP-NORC+Poll+Public+down+economy+...Oct 21, 2011 - 1 in 4 (25%) is the first African American to be elected president of the United States. ... new snags for Obama (AP) AP - Increasingly troubled by the economy, more Americans are convinced the country is headed in the wrong direction and fewer approve of President Barack Obama's economic stewardship.

Sentiments on president, economy dip - Columbia Daily Tribune
June 23, 2011 - WASHINGTON (AP) -- Increasingly troubled by the economy, more Americans are convinced the country is headed in the wrong direction, and fewer approve of President Barack Obama's economic stewardship. Financial turmoil in Europe, Americans are increasingly interested in saving — not spending ...

Network Search - Search Results - Local Search
www.columbiatribune.com/...Sentiments+on+president,+economy+dip+...
Increasingly troubled by the economy, more Americans are convinced the country is headed in the wrong direction and fewer approve of President Barack ...

New Polls Show Obama in Trouble | Orange Juice
www.orangefood.com/2011/...New+polls+show+obama+in+trouble+...
June 24, 2011 - Increasingly troubled by the economy, more Americans are convinced the country is headed in the wrong direction and fewer approve of President Barack Obama's economic stewardship. Twenty-six percent (26%) of Likely...
Increasingly troubled by the economy, more Americans are convinced the country is headed in the wrong direction and fewer approve of President Barack Obama’s economic stewardship. The sentiments pose a new complication for the president’s re-election hopes and create an obstacle to a recovery that relies in part on public perceptions. For the first time this year, less than 50 percent of respondents to an Associated Press-GfK poll say Obama deserves re-election. The new poll shows a virtual split of 48-47 in favor, raising a new hurdle for the president as economic concerns shift away the gloss he briefly gained in May after the death of Osama bin Laden. What’s more, four out of five now believe the economy is in poor shape, with 36 percent calling it “very poor,” a new high in AP-GfK polling.
Pizza Tastes Better Than Broccoli
Opinion
Tastes Better Than News
<table>
<thead>
<tr>
<th>Q1 AOL WAY Goals</th>
<th>Baseline</th>
<th>Jan 31</th>
<th>Feb 28</th>
<th>March 30</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Production</strong>&lt;br&gt;Deploys, develops, scaled production (lead: SH)&lt;br&gt;Owner: Dave Mason</td>
<td>• 31,500 pieces of content produced per month&lt;br&gt;• 2,151 pieces of content produced using scaled production&lt;br&gt;• 4% of pages with video (Estimated)</td>
<td>• 31,000 pieces of content produced per month&lt;br&gt;• 5,000 pieces of content produced using scaled production&lt;br&gt;Video live on 40% of O&amp;O Town Pages</td>
<td>• 24,000 pieces of content produced per month&lt;br&gt;• 10,000 pieces of content produced using scaled production&lt;br&gt;Video live on 55% of O&amp;O Town Pages</td>
<td>• 40,000 pieces of content produced per month&lt;br&gt;• 15,000 pieces of content produced using scaled production&lt;br&gt;Video live on 70% of O&amp;O Town Pages</td>
</tr>
<tr>
<td><strong>Profitable content</strong>&lt;br&gt;Owner: Jen Wong</td>
<td>• Average cost per piece of content: $99&lt;br&gt;• Median PV/Article: 1,512&lt;br&gt;• Average gross margin: 35%</td>
<td>• Average cost per piece of content: $97&lt;br&gt;• Median PV/Article: 3,000&lt;br&gt;• Average gross margin: 35%</td>
<td>• Average cost per piece of content: $92&lt;br&gt;• Median PV/Article: 5,000&lt;br&gt;• Average gross margin: 40%</td>
<td>• Average cost per piece of content: $84&lt;br&gt;• Median PV/Article: 7,000&lt;br&gt;• Average gross margin: 50%</td>
</tr>
<tr>
<td><strong>SEO</strong>&lt;br&gt;Owner: Tal Simantov</td>
<td>• SEO Checker introduced</td>
<td>• SEO checker used on 40% of stories</td>
<td>• SEO checker used on 70% of stories</td>
<td>• SEO checker used on 95% of stories</td>
</tr>
<tr>
<td><strong>Platform</strong>&lt;br&gt;Owner: Curtis Brown</td>
<td>• Servers Shut Down: 0</td>
<td>• Servers Shut Down: 50</td>
<td>• Servers Shut Down: 100</td>
<td>• Servers Shut Down: 100</td>
</tr>
<tr>
<td><strong>Traffic Sourcing</strong>&lt;br&gt;Session data: session data included in the report&lt;br&gt;Owner: Dave Mason</td>
<td>• Recirc PVs: 123MM</td>
<td>• Recirc PVs: 124MM</td>
<td>• Recirc PVs: 126MM</td>
<td>• Recirc PVs: 130MM</td>
</tr>
<tr>
<td><strong>Implementation</strong>&lt;br&gt;Owner: Jen Wong</td>
<td>• 40% of media businesses trained and certified on AOL Way</td>
<td>• 100% of media businesses trained and certified on AOL Way</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Average cost per piece of content: $84
- Median PV/Article: 7,000
- Average gross margin: 50%
## Decide What Topics to Cover

### Considerations

<table>
<thead>
<tr>
<th>Traffic Potential</th>
<th>Revenue / Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many PVs will this content generate?</td>
<td>What CPM will this content earn?</td>
</tr>
<tr>
<td>The Demand Assignment tool in Blogsmith can help estimate the expected number of PVs</td>
<td>What can we do to boost CPM? Will the increase in CPM outweigh any additional costs?</td>
</tr>
<tr>
<td>Is this story SEO-winning for in-demand terms?</td>
<td>How much will this content cost to produce?</td>
</tr>
<tr>
<td>How can we modify it to include more terms?</td>
<td>Who should we use to produce it? How much should we pay them?</td>
</tr>
<tr>
<td>Can we bring in contributors with their own followers?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Turnaround Time</th>
<th>Editorial Integrity</th>
</tr>
</thead>
<tbody>
<tr>
<td>How long will it take to produce?</td>
<td>Will this content conform to AOL's editorial standards?</td>
</tr>
<tr>
<td>Can we complete it in a timely fashion?</td>
<td>For more information, see <a href="http://wiki.office.aol.com/wiki/AOL_Editorial_Standards">AOL Editorial Standards</a></td>
</tr>
<tr>
<td>Will the content still be relevant &amp; viable by the time it is published?</td>
<td></td>
</tr>
</tbody>
</table>

### Guidelines

- Average story should generate 7k organic PVs / story
- How has similar content performed in the past?
- How can we drive more PVs?
- Make the content “margin positive” relative to the revenue potential
  
  Ex: Demand Tool says 10k visits and $500 revenue over 12 months → can spend up to $250 @ 50% target margin
- Produce content as quickly as possible while maintaining quality
- How can we do this faster?
- Does this story fit into a recognized pattern that we can use to BTI? (contact Surge Desk for more information)
- High-quality content at scale – is this “high-quality content”?
- Work with your Town’s Standards Editor to make sure all content is up to par
republicans are evil
republicans are evil
republicans are idiots
republicans are racist
republicans are stupid

Evil GOP Bastards
www.evileogpbastards.com/
Exposing the hideously ugly truth about the Republican Party. Daily news summaries of interest to progressives, liberals and political independents.
- Evil GOP Bastards ...
- Visit the Hall of Shame Archives - "Under God" Pledge of ...

Evil Republicans, or Stupid Republicans?
guernys1c阳光/evil2010Repubicans.htm
Current vote is in favor of "stupid." Please go here to see the prank "USA Patriot Pledge" that 237 people actually signed and mailed in. [Sample pledge: "I ...]

Why do you think Republicans are evil? - Yahoo! Answers
answers.yahoo.com / ... / All Categories > Politics & Government > Politics
13 answers - Aug 12, 2009
Top answer: 1 They have a policy of fear: All Muslims are terrorist, All blacks are criminals, All Hispanics are illegal. 2 Any law propose to help nations, is shut down ...

Did the rich, greedy, evil Republicans? - Dec 12, 2011
Are republicans evil? Or evil as a group, or are they evil as ... - Nov 4, 2011
Democrats vs. Republicans - Who's the greater evil? - Dec 14, 2010
More results from answers.yahoo.com »

Evil Republicans | Cracked.com
www.cracked.com/funny-7443-evil-republicans/
9 posts - 58 authors - Jan 28
Evil Republicans. What is a Evil Republican, pretty much 99% of them are evil conservative white people who think they rule the world.
Government
Keep Your Hands off my Medicare!
Don’t Steal from Medicare to Support Socialized Medicine
Confirmation Bias
Is The New
H1N1
<table>
<thead>
<tr>
<th>Physical</th>
<th>Psychological</th>
<th>Societal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Obesity</td>
<td>Lack of Focus</td>
<td>Regulatory Capture</td>
</tr>
<tr>
<td>Heart Disease</td>
<td>Lost Time</td>
<td>Democratic Failure</td>
</tr>
<tr>
<td>Hypertension</td>
<td>Shallower Relationships</td>
<td>War</td>
</tr>
<tr>
<td>High Stress</td>
<td>Emotional Rigidity</td>
<td>Genocide</td>
</tr>
<tr>
<td>Nutritional Deficiencies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apnea</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Let’s Make The Whole News Movement
2. Enable Infoveganism
What Actually Happened

Congressional Record

Sunlight, etc

Politico

Fox
What Actually Happened
3. Let Me Pay You
(for an ad-free lifestyle)
iTunes
$2B
Netflix
$2B
4. Content Is Not A Commodity
Data Is
NASA Releases Amazing Images of Our Universe
Confirmed images of our universe, just released by NASA, are definitely worth your time to check out. See images.

Today's Top Videos

We make it easy to compare rates and save.

Get Your Free Quote
Talk, Argue, Participate

5pm O’Reilly Booth
or @cjohn on twitter