

9 Enterprise SEO Problems

and how to solve them with
crowdsourcing.

SES NY - March 23, 2011



promediacorp.com

twitter.com/promediacorp

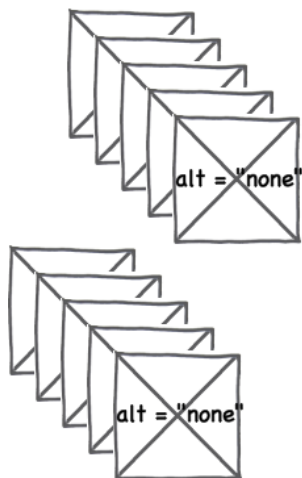
637 West 27th Street, New York, NY 10001

O: 917.546.4170 F: 212.898.1152

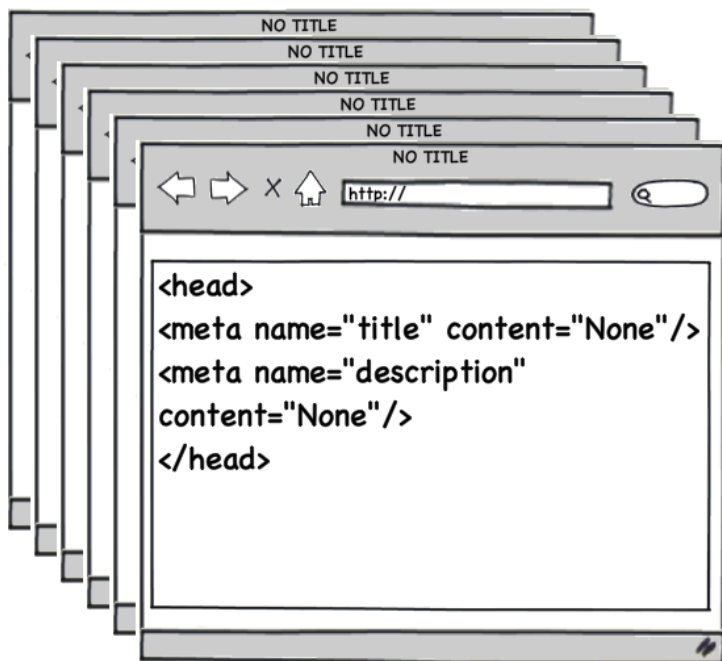
Heaps of Content

Lacking meta data (alt tags, title tags, etc)

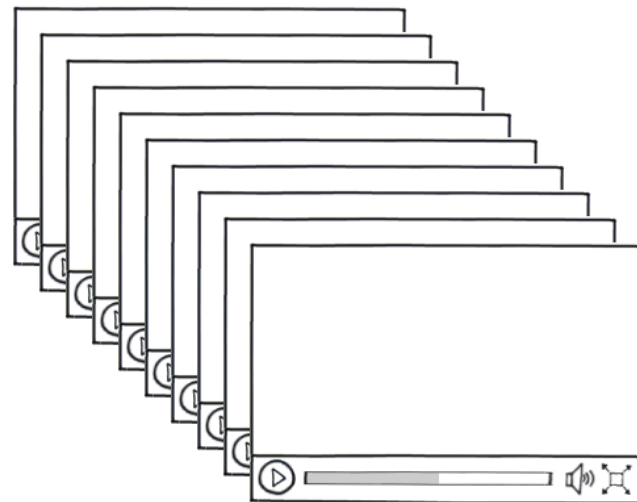
Images



Pages



Videos



Describing content is ideal task where human > machine

Build **crowds of experts** around tasks w/ prequal exams

Michael Jackson Familiarity and Fan Qual

Guidelines:

Look at the provided photographs and answer the questions related to Michael Jackson's music and career.

The HITs associated with this Qualification require that the Worker be able to recognize photographs having to do with Michael Jackson - his music, albums, life, career and family.

It is important that you understand that we are trying to identify photos uploaded to the Michael Jackson website to make sure they are appropriate for publishing, and for the subject matter.

Instructions: For every photo shown, pick the best answer from the list provided.

- For album covers, pick the title of the album from the list.
- For other photos, pick the best associated tag/caption from the list.
- Keep in mind that you are looking at actual photos from the official Michael Jackson website, ALL COPYRIGHT LAWS APPLY.

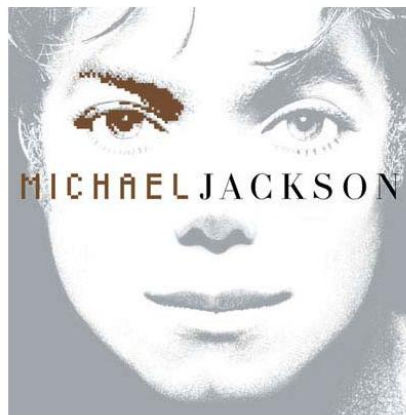
Question One



What is the name of this Michael Jackson album?

- ☐ Invincible
- ☐ Blood On The Dance Floor
- ☐ HIStory
- ☐ Dangerous
- ☐ Bad
- ☐ Thriller
- ☐ Forever

Question Two



What is the name of this Michael Jackson album?

- ☐ Invincible
- ☐ Blood On The Dance Floor
- ☐ HIStory
- ☐ Dangerous
- ☐ Bad
- ☐ Thriller
- ☐ Forever

Question Three

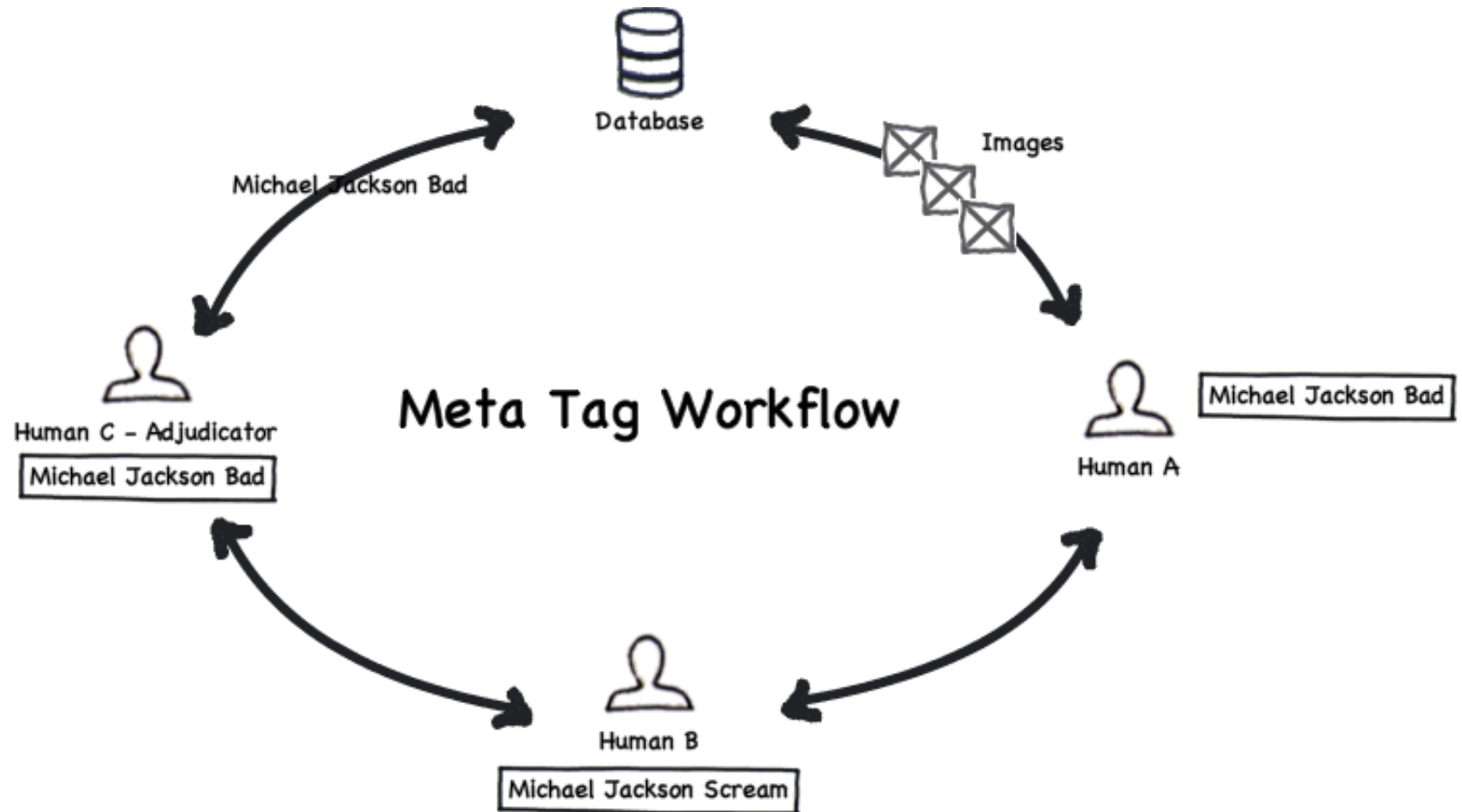


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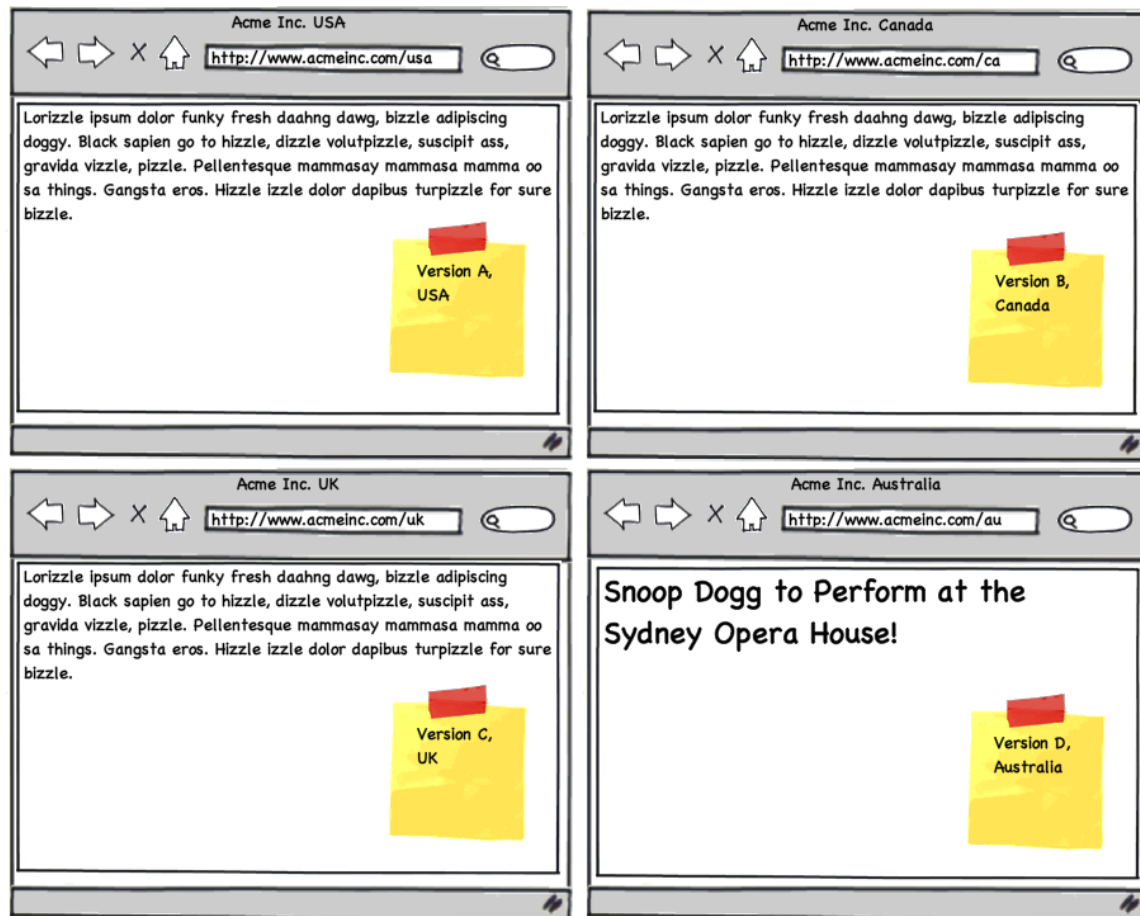
Find the experts, streamline your tasks

Leverage **plurality** and **adjudication** for highest quality output



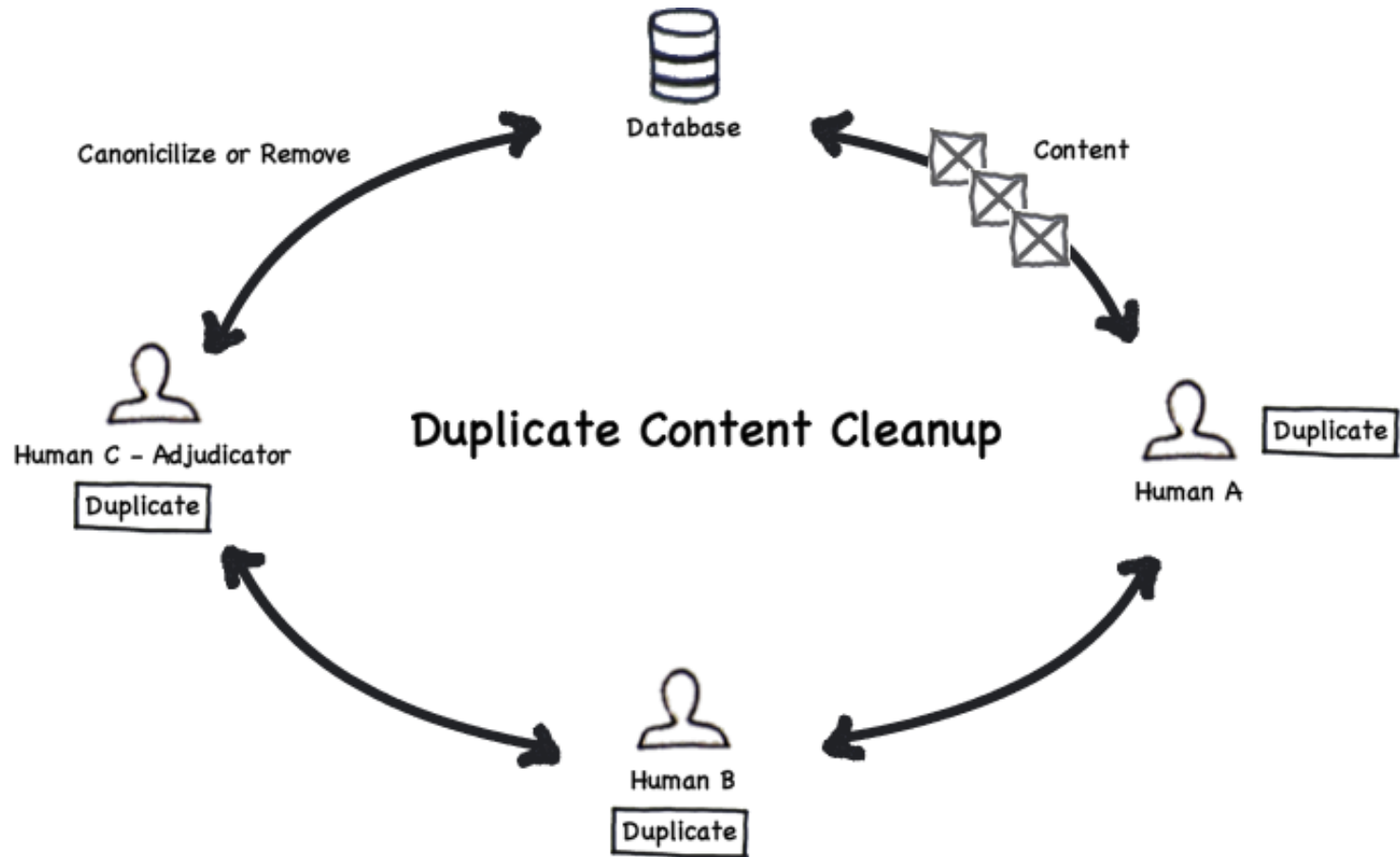
Duplicate Content

Often caused by globalization of sites



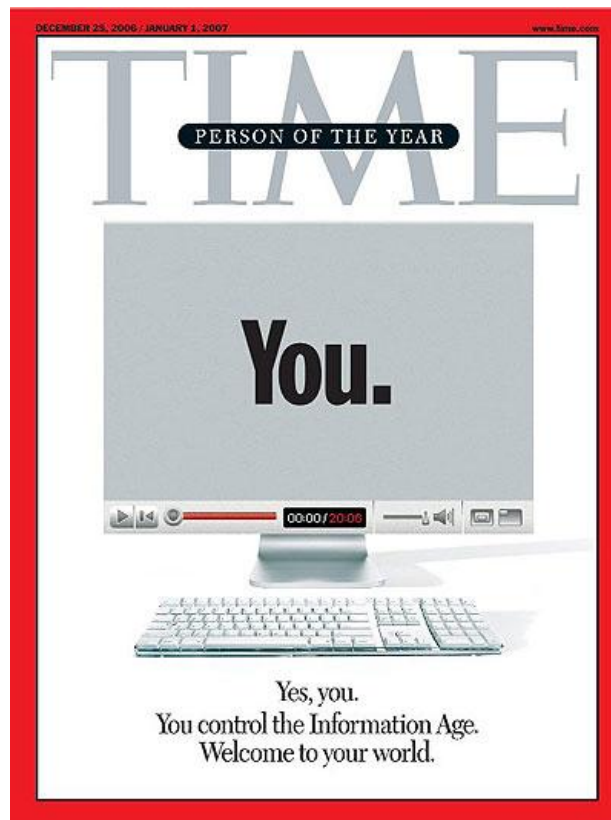
Humans are good at flagging duplicate content

Leverage plurality and adjudication for highest quality output



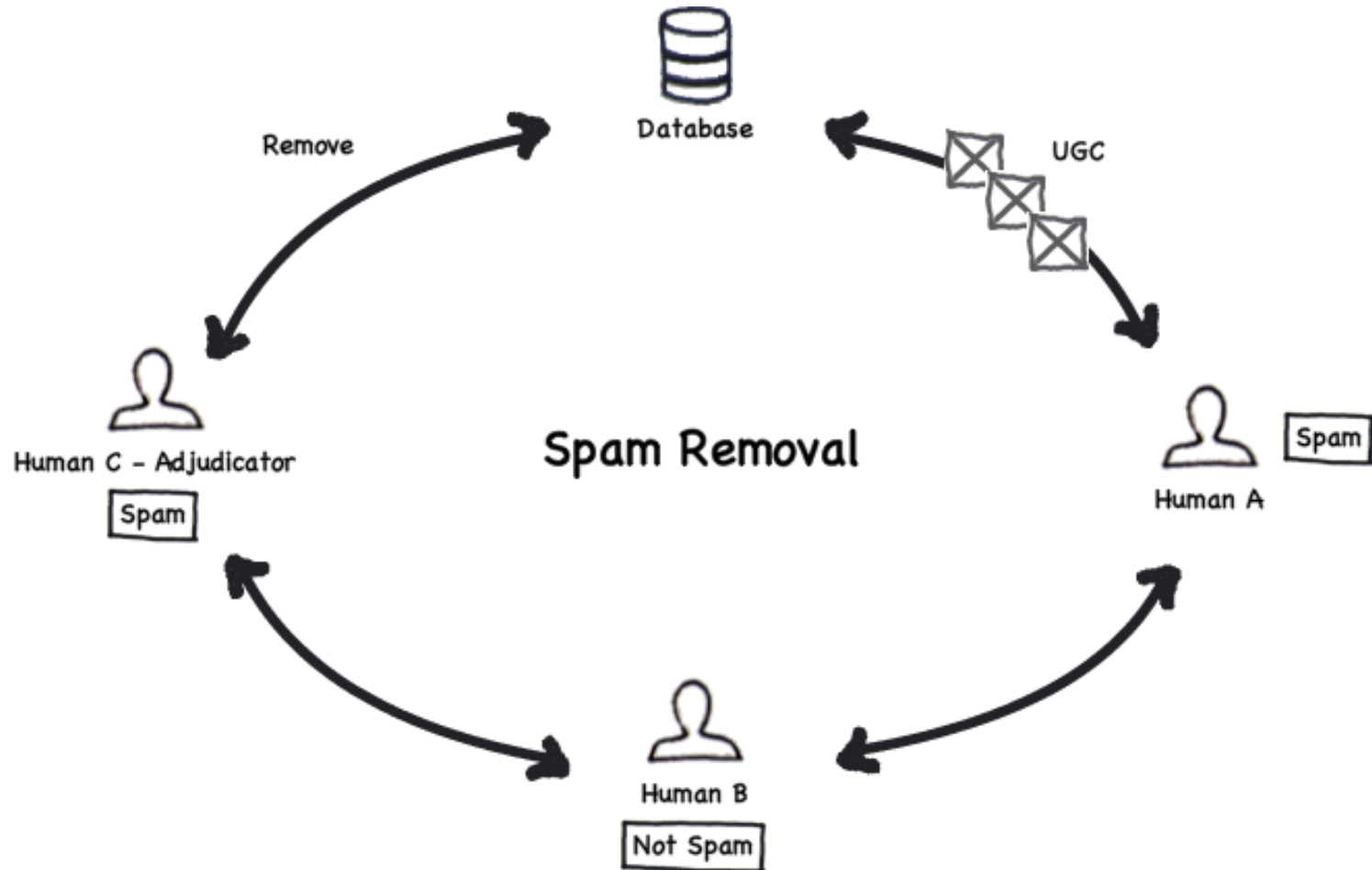
Lots of UGC

Requiring oversight, moderation, spam removal



Let the crowd clean the conversation

Inexpensive task, highly scalable, “almost” real-time



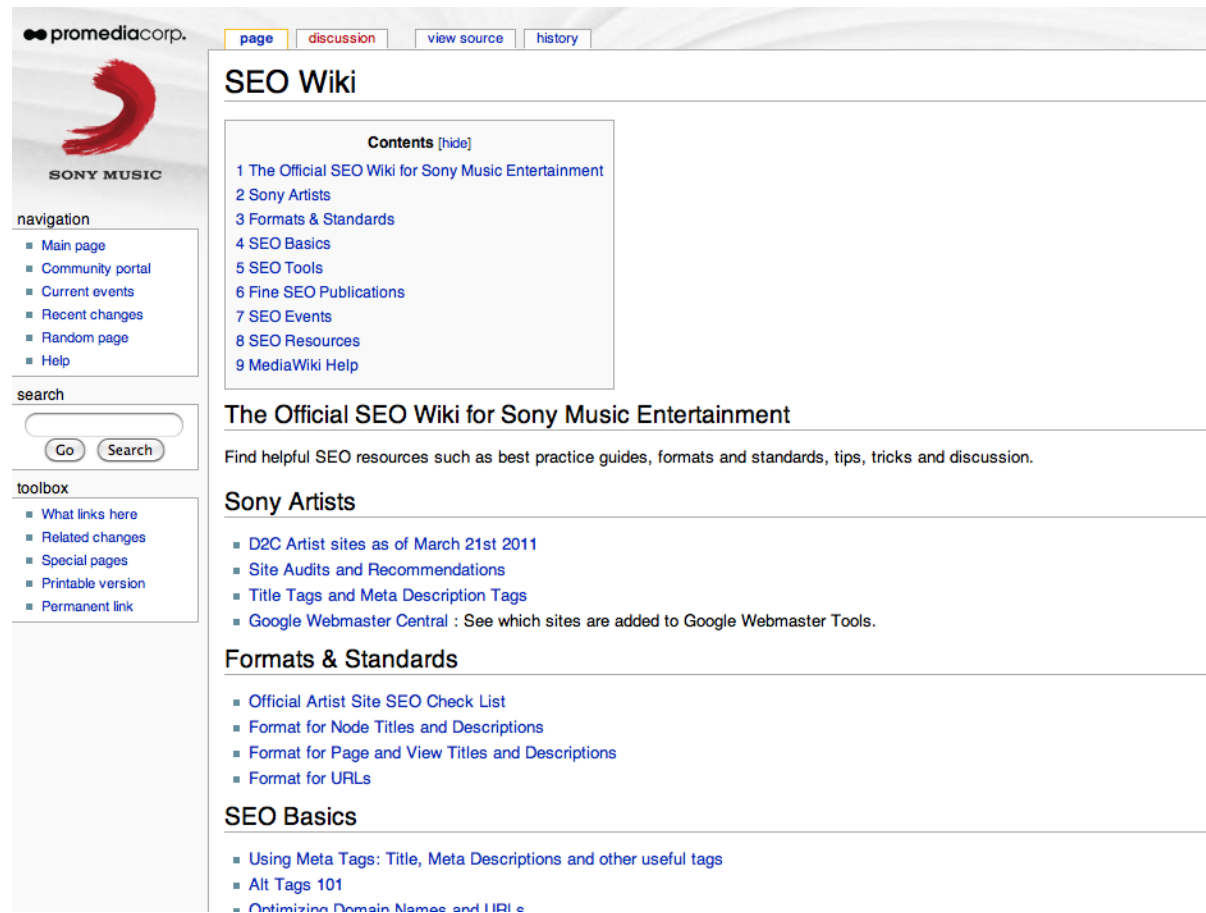
Getting Everyone on the Same Page

Designers, developers, content producers, pm's, managers, clients, pets, cooks, dictators, etc. etc.



Create a collaborative SEO Wiki

MediaWiki is free (Wikipedia platform). Make it the “official” destination where everyone **can contribute and access quality information.**



The screenshot shows a MediaWiki page titled "SEO Wiki" on the "promediacorp." domain. The page has a sidebar with navigation links (Main page, Community portal, Current events, Recent changes, Random page, Help), a search box, and a toolbox (What links here, Related changes, Special pages, Printable version, Permanent link). The main content area includes a "Contents" table of contents, a section titled "The Official SEO Wiki for Sony Music Entertainment" with a description, and sections for "Sony Artists", "Formats & Standards", "SEO Basics", and "SEO Tools".

Contents [hide]

- 1 The Official SEO Wiki for Sony Music Entertainment
- 2 Sony Artists
- 3 Formats & Standards
- 4 SEO Basics
- 5 SEO Tools
- 6 Fine SEO Publications
- 7 SEO Events
- 8 SEO Resources
- 9 MediaWiki Help

The Official SEO Wiki for Sony Music Entertainment

Find helpful SEO resources such as best practice guides, formats and standards, tips, tricks and discussion.

Sony Artists

- D2C Artist sites as of March 21st 2011
- Site Audits and Recommendations
- Title Tags and Meta Description Tags
- Google Webmaster Central : See which sites are added to Google Webmaster Tools.

Formats & Standards

- Official Artist Site SEO Check List
- Format for Node Titles and Descriptions
- Format for Page and View Titles and Descriptions
- Format for URLs

SEO Basics

- Using Meta Tags: Title, Meta Descriptions and other useful tags
- Alt Tags 101
- Optimizing Domain Names and URLs

Many CMS types requiring specialists

50+ CMS types at one of our clients'!



Many CMS types requiring specialists

Find them on Odesk, Freelancer.com, Elance

Drupal Tests – Top Scorers

All-Time

This Month

This Week

Today

Drupal 5 Test

See All 1,185 professionals who passed this test

Rank	Score	Professional / Title	Country
1st 🏆	5.00	Subramaniam Sahoo Top Expert in PHP, MySql, Joomla, Wordpress, Oscommerce, JQuery, Ajax	India
2nd 🥈	5.00	Kunal K. Expert Drupal/Joomla/Smarty/PHP Developer	India
3rd 🥉	5.00	Jagjot S Senior Developer (Exp. 4 yr)Magento/Sugar/Drupal/JOOMLA/ WordPress	India
4th	5.00	Singh B. Php/MySql Developer	India
5th	5.00	Deepak Kheterpal Web Developer-Expert in PHP, MySQL, CakePHP, Wordpress, Joomla	India

PHP Summary Stats on oDesk

All PHP Developers	45,593
All PHP Jobs Posted	76,899
Currently Open PHP Jobs	2,501
oDesk Certified PHP Developers	15,917
New PHP Jobs per Month	3,994

SEO Summary Stats on oDesk

All SEO Consultants	24,524
All SEO Jobs Posted	35,333
Currently Open SEO Jobs	1,353
oDesk Certified SEO Consultants	5,932
New SEO Jobs per Month	2,455

Scalable Sources of Linkbait

Infographics, polls, videos, etc. usually required.

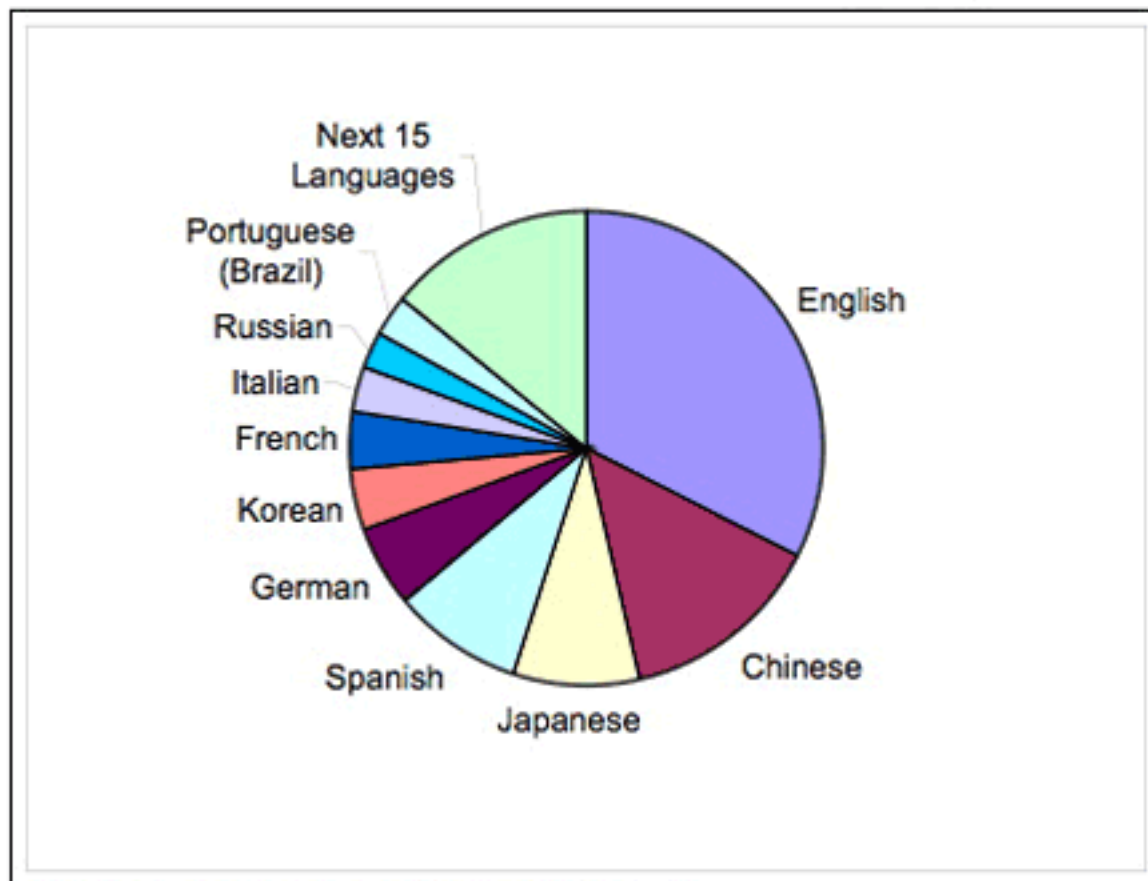


Niche Content Development Platforms

Content Type:	Platform:
Graphics	99 Designs, Brand Supply, Crowdspring, Prova, Worth1000, Mturk, Odesk
Copy / Articles	Textbroker, Odesk, Elance, Freelancer.com, Copypress
Video	Tongal, Fiverr, Odesk, Elance, Freelancer.com
Music	Musikpitch, Fiverr, Mturk, Odesk,
Creativity	CreativeRocket, IdeaBounty, Zoopa

Global / Translation

Two-thirds of all Internet users are not native-English speakers



Note: Reflects the 25 most-popular languages.

Source: Byte Level Research

Translation & Crowdsourcing

Match made in heaven!



- Leverage Mturk's workers in 190+ countries
- Prequalify workers for knowledge of both languages
- Prebuilt / prequalified translation crowds
 - Castingwords.com - \$.75 - \$2.00 per word
 - myGengo.com - \$.05 - \$0.15
 - OneHourTranslation - \$.07 flat

[illegible]

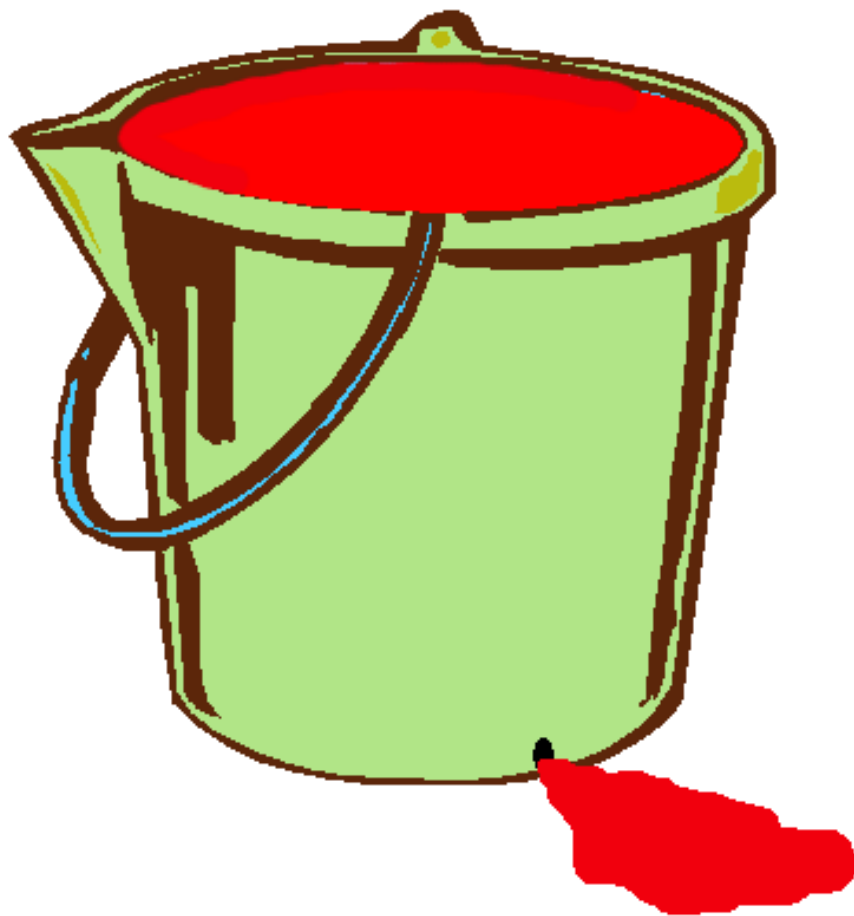
Tap into the wisdom of the crowds

To do the dirty work for you

- What keywords do my competitors have on their sites?
- Find the names of all reverse osmosis machines, models, Skus, etc.
- Segmentation and categorization – filter for ambiguities
- Video / audio transcription services
 - Speakertext = \$2 per minute
 - Speechpad = custom

Link Reclamation

Don't lose your link juice!



Let humans find the holes for you!

- Feed in 404's from Google Webmaster Tools.
- Output = Closest URL match to redirect to.
- /tour = 404, /events = 200.
- Look for sources that cite w/o hyperlink – built lists.