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## SEO for Advocacy:

Improving How Your Online Audience Finds You

December 8, 2015

# Topics

- Why to care about search
- Search: the credible medium
- Persuading the middle
- Listen and shape your narrative
- Balancing the conversation
- Enhance PR strategy
- Cost dynamics and reducing dependence on paid media
- Tools and tips



Search is much more  
than Google



40,000 per second  
3.5 billion per day



Source: <http://www.internetlivestats.com/google-search-statistics/>

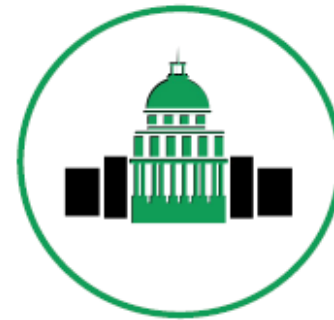
46%

Average citizens



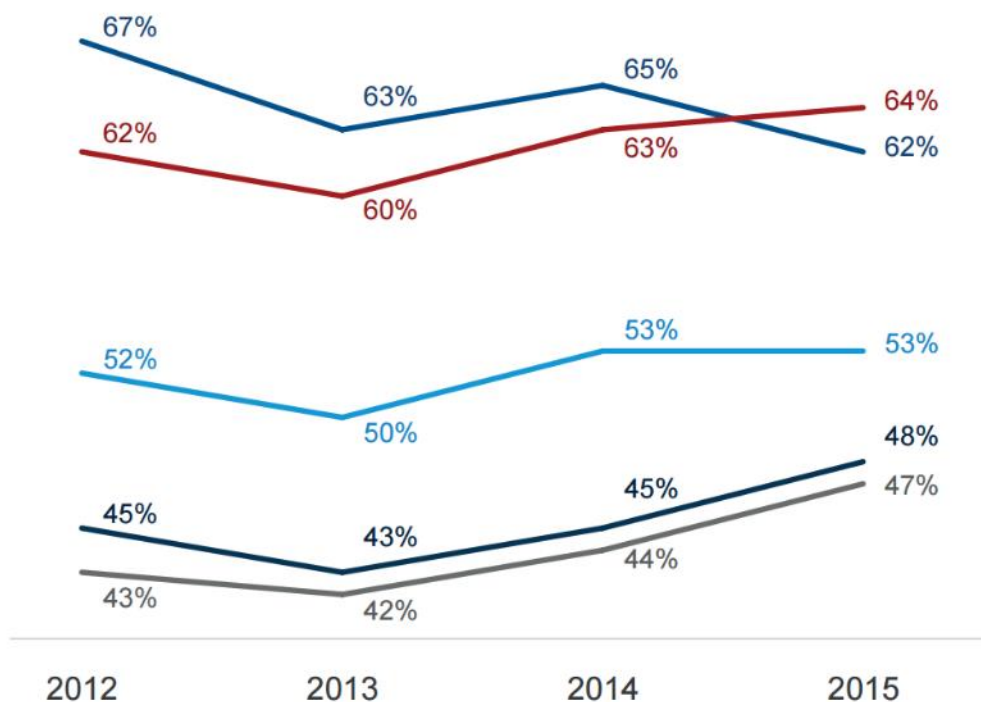
89%

Policymakers



## MEDIA SOURCES: SEARCH ENGINES NOW MOST TRUSTED

Trust in each source for general news and information (20-country global data)



Millennials Are Even More Trusting Of Digital Media

Online Search Engines	72% (+8)
Traditional Media	64% (+2)
Hybrid Media	63% (+10)
Social Media	59% (+11)
Owned Media	57% (+10)

2015 | Trust Barometer



Source: Edelman 2015 Trust Barometer



90% trust organic  
search results



Numb. 190.

# The London Gazette.

Published by Authority.

From Monday, August 24. to Thursday, August 27. 1668.

*Plymouth, August 21.*

**O**N Wednesday last sailed hence the *Sweepstakes*. Yesterday in the morning Sir *Thomas Allen* with the Fleet under his command, sailed before this Port to the Westwards, only the *Leopard* came in here, intending to put to sea again with the first fair wind.

*Deal, Aug. 22.* Yesterday a Danish ship of about 60 Tuns

barians were forced to quit the Fight with much damage and a considerable loss of men.

They tell us farther, that the Turks had raised their Batteries before the Port of *Candia*, by which they much obstructed the Entry of all ships into the Town, and by their artificial Fireworks so illuminated the Port all the night, that their Canoniers could without difficulty discover any ships that endeavour'd to get in.

The Cardinals Palace at *Florence* is preparing for the Entertainment of Queen *Christina* of *Swedeland*, who is





95% of all clicks occur  
on page one of search  
engine results



70% of all organic clicks  
occur on the top five  
rankings

Search is a  
medium of intention,  
not interruption



Opponents

The Middle

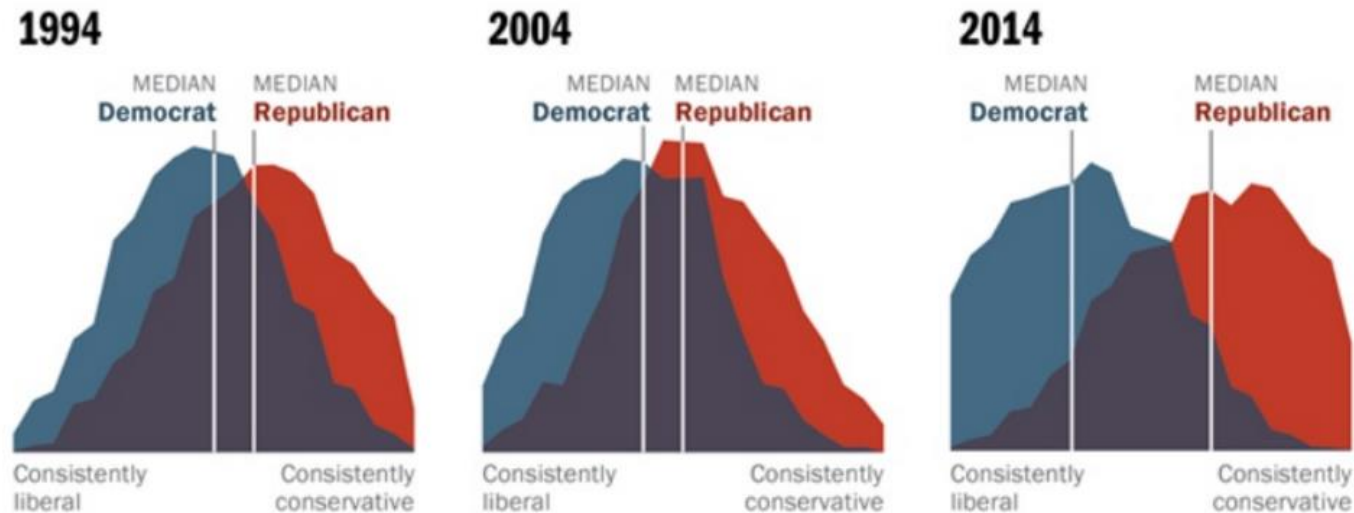
Supporters



# Democrats and Republicans have been growing apart in their beliefs and attitudes

## Democrats and Republicans More Ideologically Divided than in the Past

*Distribution of Democrats and Republicans on a 10-item scale of political values*



Source: 2014 Political Polarization in the American Public

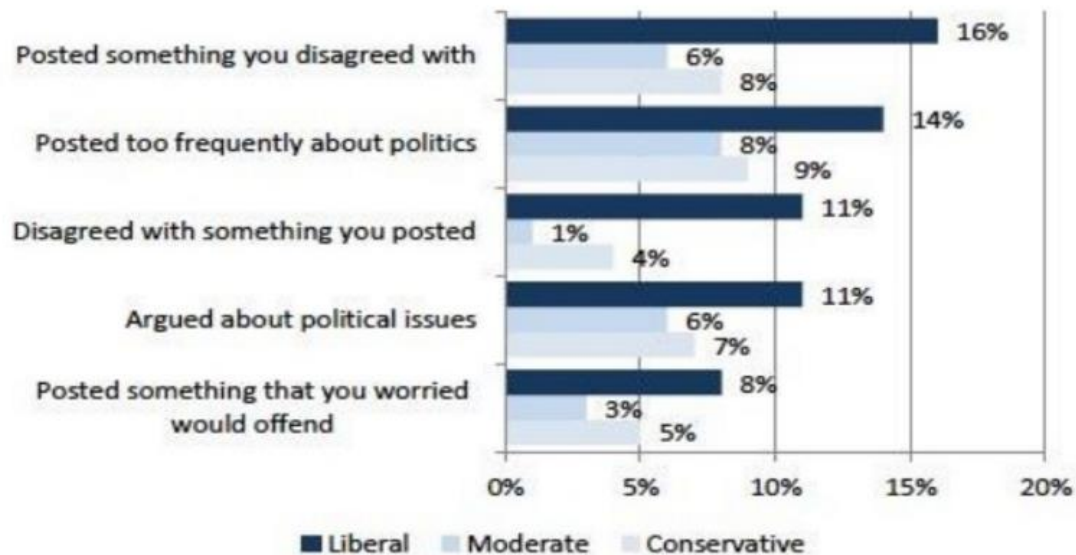
Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). The blue area in this chart represents the ideological distribution of Democrats; the red area of Republicans. The overlap of these two distributions is shaded purple. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

PEW RESEARCH CENTER

# And they can be a source of frustration and annoyance when things turn political

Have you ever blocked, unfriended, or hidden someone on a SNS because they ...?

*% of SNS users who have done this*

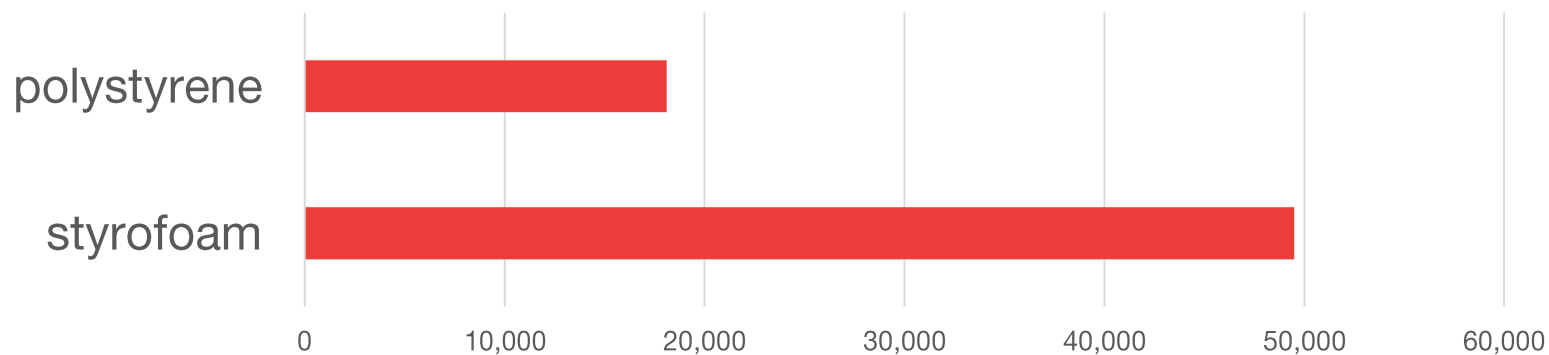
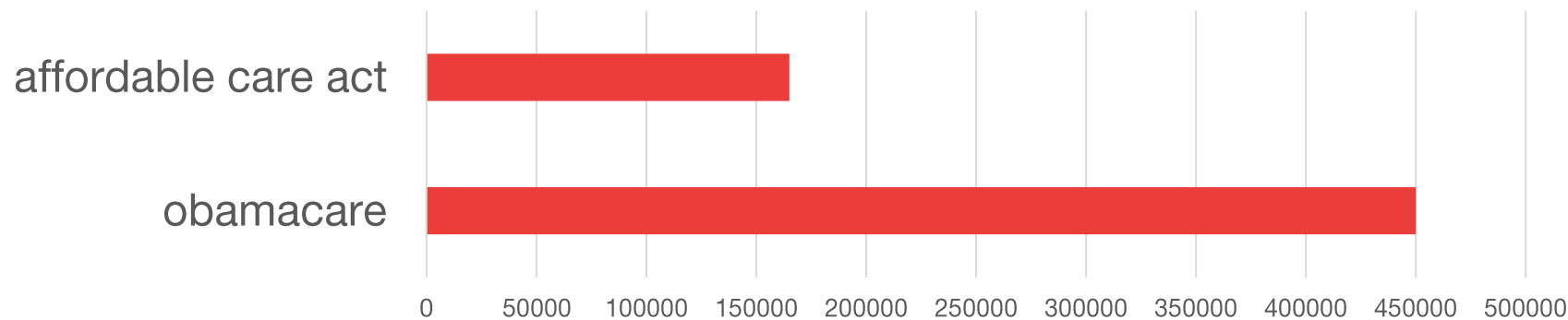
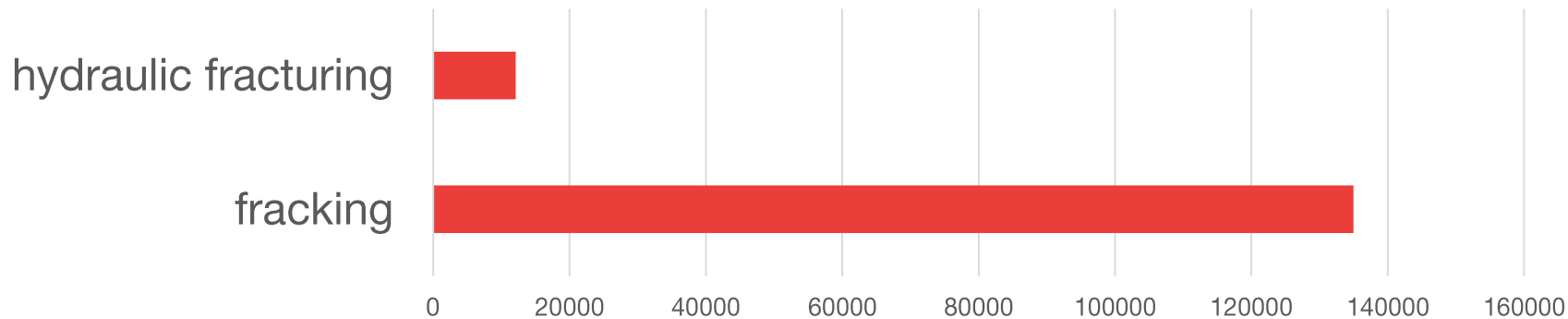


Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. Survey was conducted on landline and cell phones and in English and Spanish.



Listen and be open to  
compromise in your narrative





## Compare Search terms

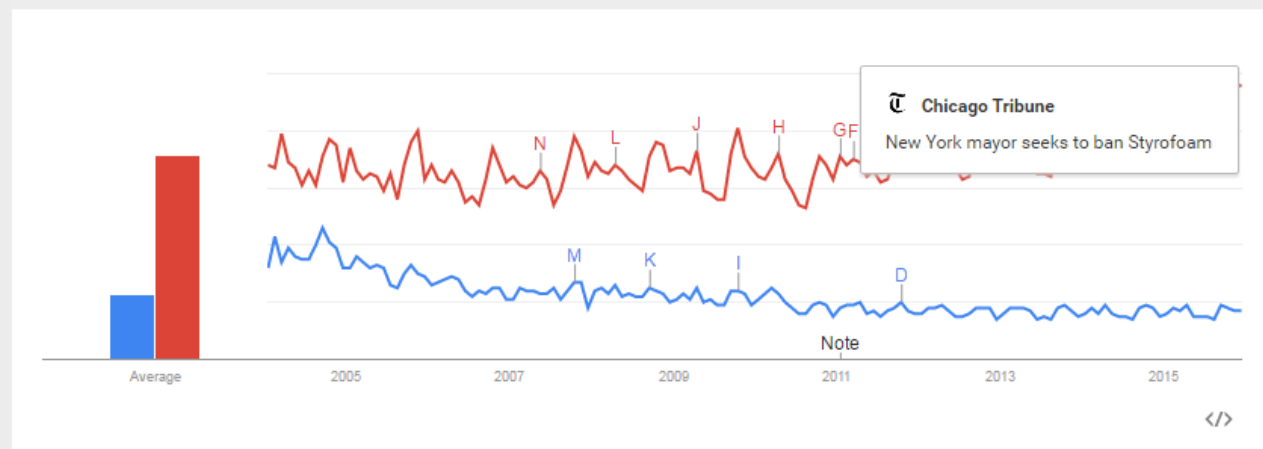
polystyrene  
Search term

styrofoam  
Search term

+ Add term

## Interest over time ?

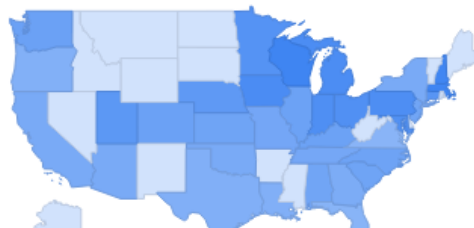
☒ News headlines ☐ Forecast ?



## Regional interest ?

polystyrene styrofoam

Worldwide > United States



Subregion | Metro | City

Wisconsin	100	<div></div>
Massachusetts	100	<div></div>
New Hampshire	99	<div></div>
Iowa	92	<div></div>
Michigan	91	<div></div>

Balance the narrative,  
or someone else will



About 23,500,000 results (0.29 seconds)

### Obamacare Open Enrollment - ObamacareUSA.org

**Ad** [www.obamacareusa.org/](http://www.obamacareusa.org/) ▾

Open Enrollment is Right Now. Top Obamacare Plans Under \$50/Month!  
Gold & Platinum Plans · Top Insurance Companies · Re-Enroll for 2016  
[Obamacare Plan Types](#) - [Open Enrollment is Here](#) - [Subsidy Eligibility](#)

The official name for “**ObamaCare**” is the Patient Protection and Affordable Care Act (PPACA), or Affordable Care Act (ACA) for short. • The ACA was signed into law to reform the health care industry by President Barack Obama on March 23, 2010 and upheld by the Supreme Court on June 28, 2012.

### ObamaCare Facts: Facts on the Affordable Care Act

[obamacarefacts.com/obamacare-facts/](http://obamacarefacts.com/obamacare-facts/)



More about Patient Protection and Affordable Care Act

*Feedback*

### ObamaCare Facts: Facts on the Affordable Care Act

[obamacarefacts.com/obamacare-facts/](http://obamacarefacts.com/obamacare-facts/) ▾

The official name for “**ObamaCare**” is the Patient Protection and Affordable Care Act (PPACA), or Affordable Care Act (ACA) for short. • The ACA was signed into law to reform the health care industry by President Barack Obama on March 23, 2010 and upheld by the Supreme Court on June 28, 2012.

[Top 10 Things to Know About ...](#) - [Minimum Essential Coverage](#) - [Open enrollment](#)

### HealthCare.gov: Get 2016 health coverage starting ...

<https://www.healthcare.gov/> ▾ [HealthCare.gov](#) ▾

Official site of Affordable Care Act. Enroll now for 2016 coverage starting November 1, 2015. See health coverage choices, ways to save today, how law affects ...

[Marketplace account](#) - [Contact Us](#) - [Health Insurance Marketplace](#) - [Find Local Help](#)

**Ads**

### Apply for Obama Care 2016

[obamacareplan2016.org/Health-Plans](http://obamacareplan2016.org/Health-Plans) ▾

ObamaCare Health Insurance Quote  
Avoid Tax Penalties! Don't Delay

### Apply for Obamacare

[gov.affordable-health-insurance-plans.org/](http://gov.affordable-health-insurance-plans.org/) ▾

(855) 424-8295

(As Low As \$9 Week). Free Quotes.

© Blue Cross, Assurant & Many More!

### Best Obamacare Plans 2016

[www.healthcare.com/Connecticut](http://www.healthcare.com/Connecticut) ▾

Explore Rates for Obamacare Plans.

See Instant CT Rates Comparison.

### Kaiser Permanente®

[www.kp.org/](http://www.kp.org/) ▾

Shop 2016 Individual & Family Plans

By 12/15 For 1/1/16 Coverage!

[See your ad here »](#)

### In the news



**GOP set to pass Obamacare repeal for first time; Dems vow to make it painful, force votes on guns**

[Washington Times](#) - 2 hours ago

About 32,900,000 results (0.59 seconds)

# \$7.25

The minimum wage is the minimum hourly wage an employer can pay an employee for work. Currently, the federal minimum wage is **\$7.25** an hour (part of the Fair Labor Standards Act) and some states and cities have raised their minimum wage even higher than that.

[MinimumWage.com | Facts about the Minimum Wage](#)

<https://www.minimumwage.com/> MinimumWage.com ▼



More about Minimum wage

[Feedback](#)

[Minimum wage - Wikipedia, the free encyclopedia](#)

[https://en.wikipedia.org/wiki/Minimum\\_wage](https://en.wikipedia.org/wiki/Minimum_wage) ▼ Wikipedia ▼

Minimum wage rates vary greatly across many different jurisdictions, not only in setting a particular amount of money – e.g. **US\$7.25** per hour (\$14,500 per year) under certain states' laws (or \$2.13 for employees who receive tips, known as the tipped minimum wage), **\$9.47** in the US state of Washington, and £6.50 (for ...

[List of minimum wages by ...](#) - [Minimum wage in the United ...](#) - [Minimum wage law](#)

[MinimumWage.com | Facts about the Minimum Wage](#)

<https://www.minimumwage.com/> ▼ MinimumWage.com ▼

The minimum wage is the minimum hourly wage an employer can pay an employee for work. Currently, the federal minimum wage is **\$7.25** an hour (part of the Fair Labor Standards Act) and some states and cities have raised their minimum wage even higher than that.

[In Your State](#) - [Myths About the Minimum Wage](#) - [Research](#) - [Blog](#)

In the news



**The "Robin Hood" CEO Who Famously Raised His Employees' Minimum Wage To \$70,000 Has A Dirty Secret**

[Zero Hedge](#) - 2 days ago



About 66,800,000 results (0.43 seconds)

## Scholarly articles for gun control

Is **gun control** likely to reduce violent killings? - [Zimring](#) - Cited by 262

... guns, less crime: Understanding crime and **gun control** ... - [Lott](#) - Cited by 362

**Gun control** and suicide in Ontario - [Carrington](#) - Cited by 117

## In the news



### GOP offers prayers, not solutions, on Calif. massacre

New York Daily News - 7 hours ago

Prayers aren't working. White House hopefuls on the Democratic side of the aisle called for ...

Gun control inaction makes mass shootings a way of life

Detroit Free Press - 25 mins ago

Obama says investigators unsure if San Bernardino shooting was terrorism, calls for gun control

Washington Times - 2 hours ago

[More news for gun control](#)

## gun control on Twitter

<https://twitter.com/search/gun+control>

Geoff Keith (@GeoffKeith)

54 secs ago

A lot of people arguing online about #sanbernardino #guncontrol etc & the shallow girls posting look at me filtered pics never stopped

Hugh Hewitt (@hughhewitt)

9 mins ago

What is @FareedZakaria trying to say right now? That he'd rather talk about gun control than terrorism? It is not making sense



## Gun control - Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/Gun\\_control](https://en.wikipedia.org/wiki/Gun_control) ▾ Wikipedia ▾

Gun control generally refers to laws or policies that regulate the manufacture, sale, transfer, possession, modification, or use of firearms. They vary greatly ...

[Gun Control - ProCon.org](#)

[gun-control.procon.org/](http://gun-control.procon.org/) ▾

## CLIENT

Account America

### CAMPAIGN & CURRENT SCORES



### HISTORICAL REPUTATION SCORE



### SOCIAL MEDIA INSIGHTS

### KEYWORD DETAILS

Keywords on Google



# Better Together: Organic + Paid

- 89% of paid search clicks are incremental to organic search clicks
  - 50% incremental if you occupy the top ranking
- Control
  - Budget
  - Timing
  - Keywords
  - Messages
  - Ad extensions
- Insurance against competition



Journalists do it too:  
Enhancing your PR strategy



I just typed in PS foam packaging onto a Google News search. And not surprisingly many of the top stories were about recent bans of the packaging.

Dart Container recently launched HomeforFoam.com, which is designed to be an educational website dedicated to informing businesses, city governments, and schools about how PS foam #6 can be recycled.

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The dynamic between consumer perception of polystyrene foam packaging and bans is a constant for **PlasticsToday**. A question that comes up time and time again. Is expanded polystyrene recyclable, yes, but it's a bit more complicated than other materials.

Dart Container, one of the main producers of single-use food service packaging, is clear on foam's lack of recyclability. In fact, in 2013 I talked with Michael Westerfield, corporate vice president of Dart Container, about this very topic. The company continues to explore ways to help material recovery facilities (MRF's) more efficient. Dart has installed recycling drop-off plants across the world. Dart has also partnered with various community centers on recycling programs.

"It doesn't bother me when I heard the word ban, what bothers me is when people say it's not recyclable and we're doing it."

Still, it appears some government officials are not getting the memo. As such, Dart Container recently launched HomeforFoam.com, which is designed to be an educational website dedicated to informing businesses, city governments, and schools about how PS foam #6 can be recycled. It also provides a list of markets for the material, a list of the environmental and economic benefits to recycling foam #6, as well as a list of locations that accept foam #6 recycling facility.

Here's how the company described it:

For consumers, Homeforfoam.com offers a chance to inspire others through recycling success stories. City governments and businesses can download sample press releases, social media posts and more to promote their foam recycling programs. The website also provides educators with

free recycling lesson plan ideas, intercom announcements and more. Foam recyclers can find markets through Homeforfoam.com by connecting with brokers and reclaimers, who resell or use the material to manufacture new products like picture frames and crown molding.

"Dart has been recycling post-consumer foam cups, containers, and packaging since 1990 and we are excited to share some of our knowledge by assembling a website dedicated to advancing foam recycling," said Westerfield, in the news release. "This site is a one stop shop for those wishing to learn how to implement their own program."

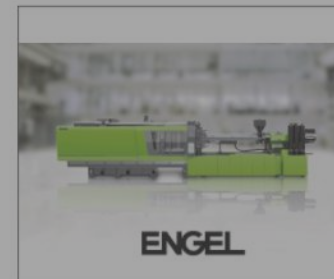
While Dart exclusively produces foodservice containers, HomeforFoam.com promotes the growth of all foam #6 recycling including medical coolers, egg cartons, ice chests, foam used to package electronics, and more.

You know what that site reminds me of? Bagtheban.com.

Average:

\*\*\*\*\*

Your rating: None Average: 4.5 (2 votes)



December 8, 2015

HUFF  
POST POLITICS

Edition: U.S. ▾



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Featuring fresh takes and real-time analysis from  
HuffPost's signature lineup of contributors

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Bob Saget

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M. Osman Siddique



Paul Alexander

Author

Become a fan



## Paper or Foam -- For Your Take-Out Cup, That Is?

Posted: 04/17/2014 8:04 pm EDT | Updated: 06/17/2014 5:59 am EDT

10

0

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Comment



ADVERTISEMENT



Go into Jamba Juice today and you'll find something new. Your drink will come in a specially designed double-walled paper cup.

That's because, back in August 2012, when fifth grader [Mia Hansen](#) asked for a smoothie at a Jamba Juice in Carlsbad, California, only to have it served in a polystyrene foam cup, she started a petition on Change.org asking the company to stop using foam cups. After her petition received 135,000 signatures, Jamba Juice announced it would end its use of foam food service containers. Recently, the company began phasing in what it calls an "eco-friendly" paper cup featuring a design created just for the drinks it sells. "As a company, we have a concern for people and the planet," CEO [James D. White](#) said about the move. "We continually seek to improve our environmental footprint across all areas of our business, and our move to this innovative paper cup is a major milestone in our efforts."

But there are problems with this foam-to-paper shift. Despite common perception, paper cups are not easy to recycle. Most paper cups are lined with a layer of wax, which makes the cup difficult to recycle. Indeed, one recent study revealed that in major American cities only 10 percent of paper food service containers are recycled, lower than the 16 percent for foam containers. In addition, a paper cup creates more solid waste, by weight, than its foam counterpart.

Consider also the process used to make a paper cup -- harvesting wood, converting wood into paper, then producing the cup itself. "It takes two and a half times as much energy to make a paper cup as it does to make a foam cup," [Christopher](#)

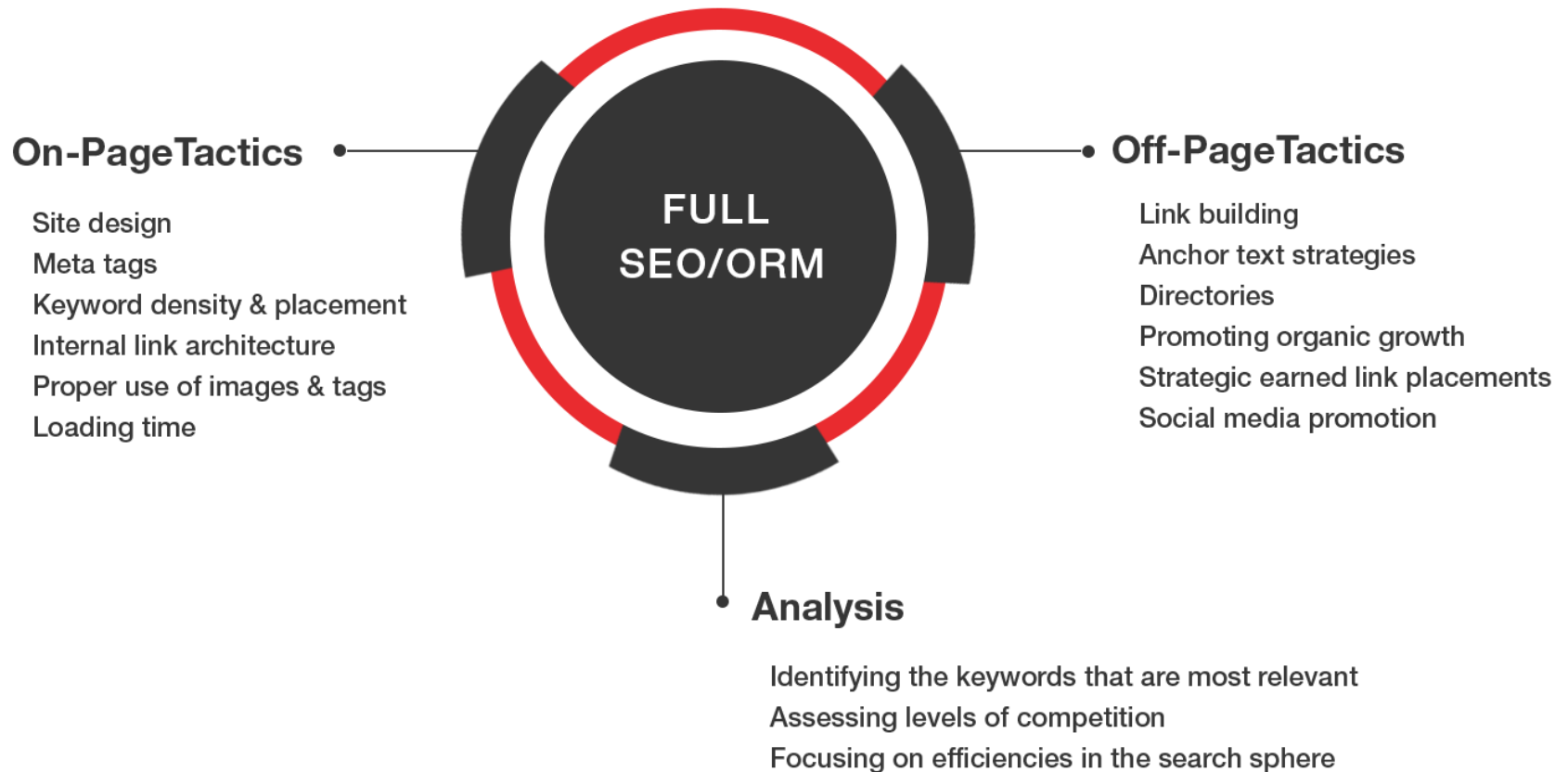
One answer to industry's conundrum is to advance the process of recycling polystyrene. "An improved infrastructure," Martin Hocking wrote in Science, "is all that is required to make this option a more significant reality and convert this perceived negative aspect of polyfoam use to a positive one."





Justify the value



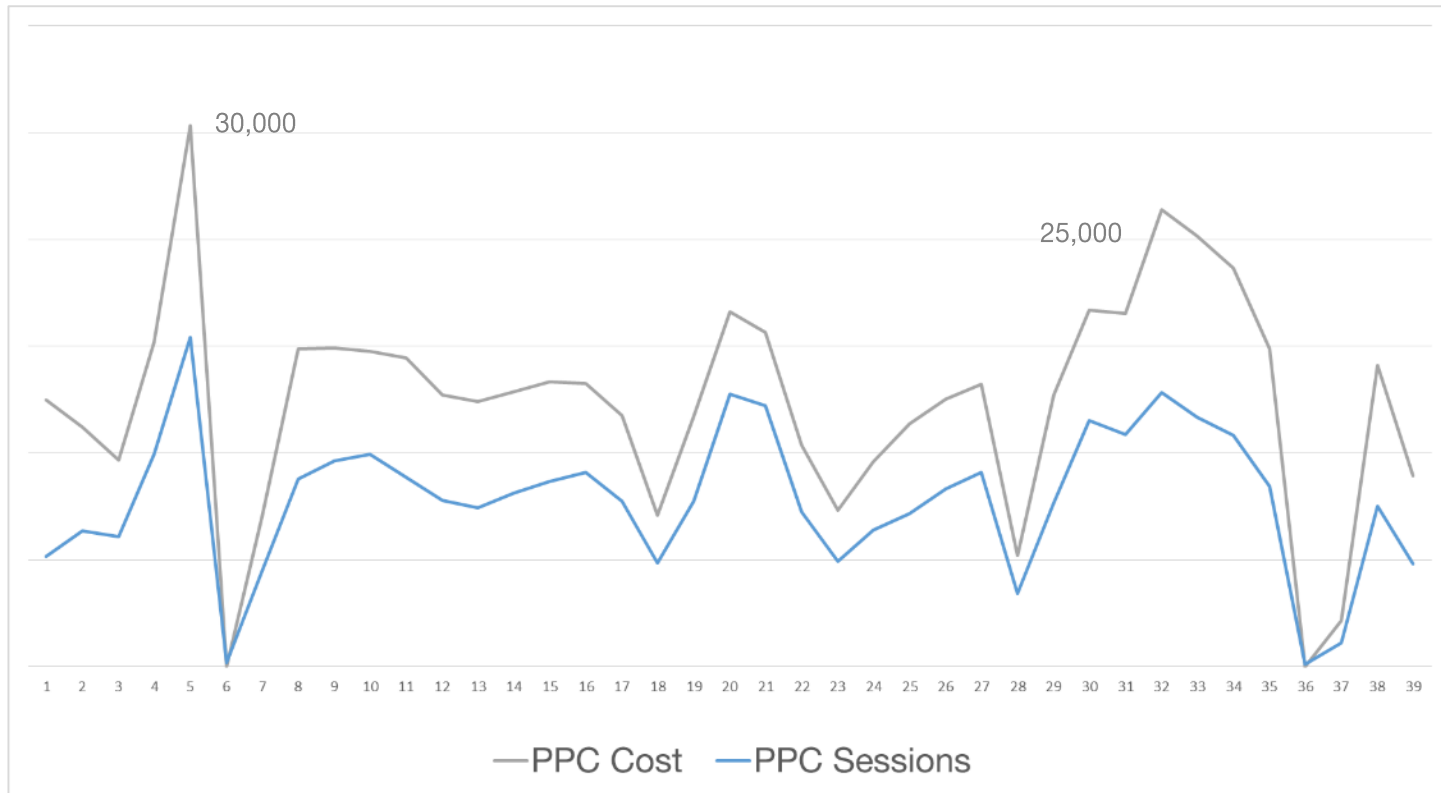


Tip: Use average CPC or “Suggested  
“Bid” data to compare value

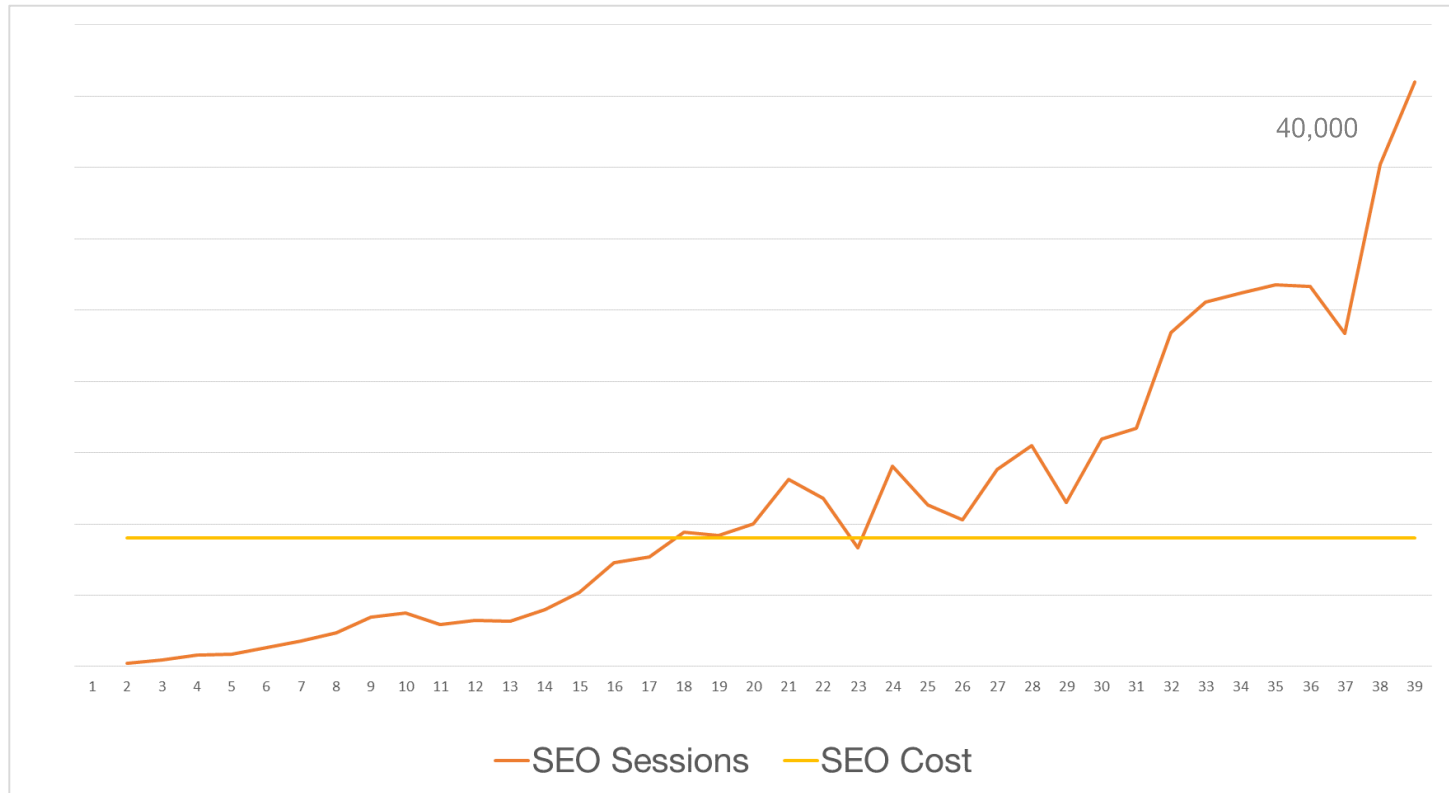
Keyword	Suggested Bid	Monthly Value
obamacare	\$3.86	\$1,737,000
2 <sup>nd</sup> amendment:	\$2.21	\$243,100
minimum wage	\$3.78	\$759,780
immigration reform	\$3.18	\$782,280



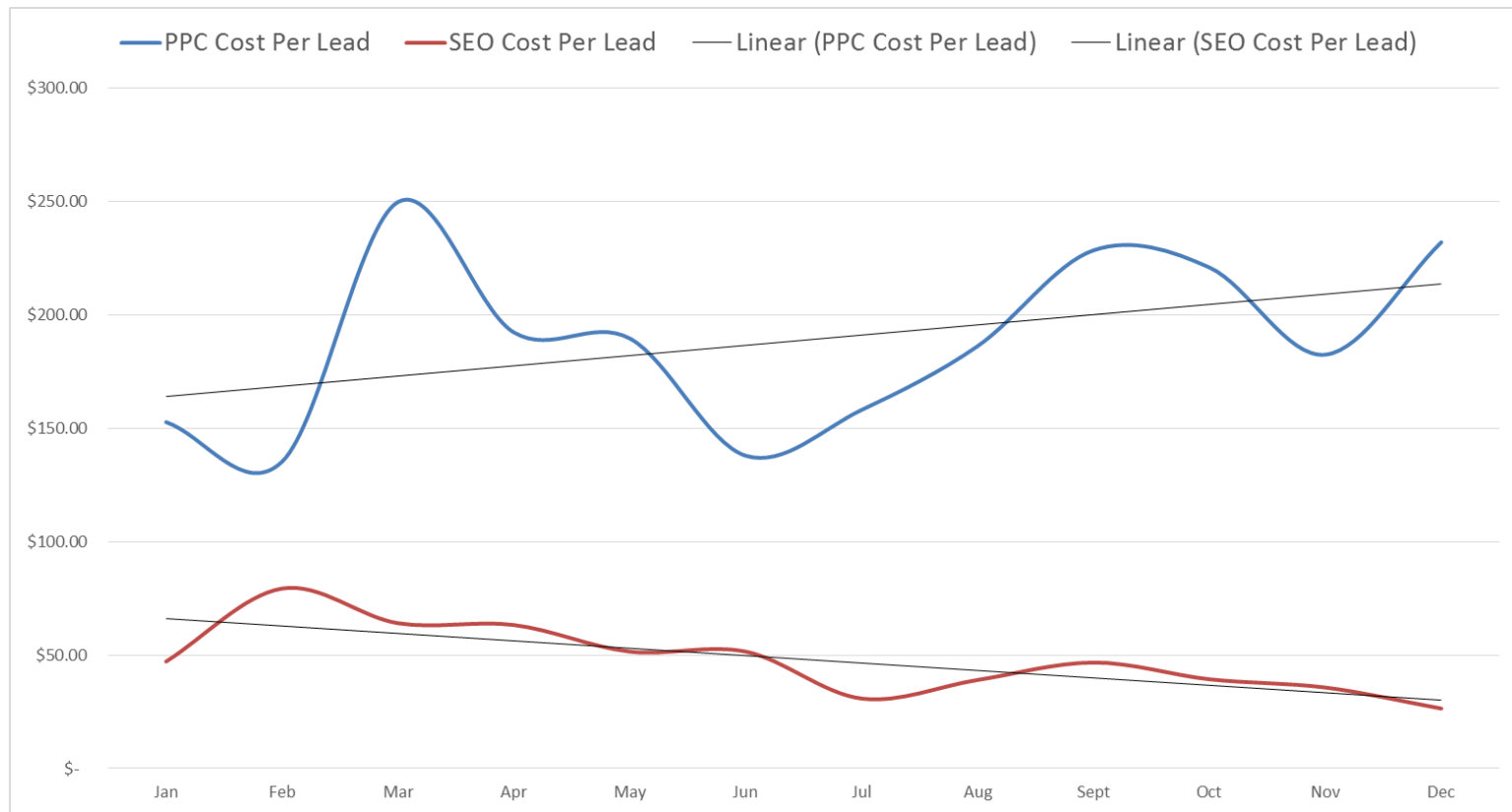
# Cost Dynamics of Paid Media



# Cost Dynamics of SEO



# Cost Dynamics of Search (CPL)





# Tools of the trade



# Google Search Console



# BuzzSumo



SEMrush  
SpyFu



# Good Reads

- <https://moz.com/beginners-guide-to-seo>
- <http://searchengineland.com/>
- <http://www.searchenginejournal.com/>



Questions?

