



Authorship to Authority

Organizing Your Expert Person Data To Drive Rank and Results

Jeff Selig

VP Earned Media and Analytics

What We Will Cover Today

Attendees will learn how to:

- strengthen your business presence
- best create worthy content that builds trust in your customers
- activate your subject matter experts (SME's)
- unify your press releases and site content with authority
- increase your SERP visibility
- apply SEO best practices to your content
- build your authority within your target audience

Why

Published Feb 16, 2019

February Google released how it intends to tackle disinformation in their products and services

where possible and relevant,
elevate authoritative content
from **trusted sources**

<https://www.blog.google/around-the-globe/google-europe/fighting-disinformation-across-our-products/>

Goal

strengthen your **business** presence

convert content **visits** into
engagement and **ROI**

What Defines Success

better **findability** and SERP dominance

“brand” factor (**trust**)

authority rank

better “**clickability**”

deeper **engagement**

ROI

links will grow organically with content placement

Who, What, Why, Where, & When

who you ask is
as important as
what you ask

companies don't have ideas

people do

Strengthen Your Business Presence

leverage subject matter
experts in your
content marketing strategy

A man and a woman are standing on a narrow metal beam high above the ground, likely on a construction site. They are both wearing safety harnesses and helmets. The man, in the background, is wearing sunglasses and holding a GoPro camera in his right hand. The woman, in the foreground, is looking towards the camera with an open-mouthed smile. The entire image has a blue color cast. Overlaid on the image is the text "content builds trust in every stage of the customer life cycle".

content builds trust in every stage of the customer life cycle

Content, Education, Buyer's Journey

use your **SMEs**
expertise to help
identify business
problems and
opportunities

Content, Education, Buyer's Journey

develop content
that appeals most
to those in any
buyers stage by an
expert and authority

Publish Or Perish

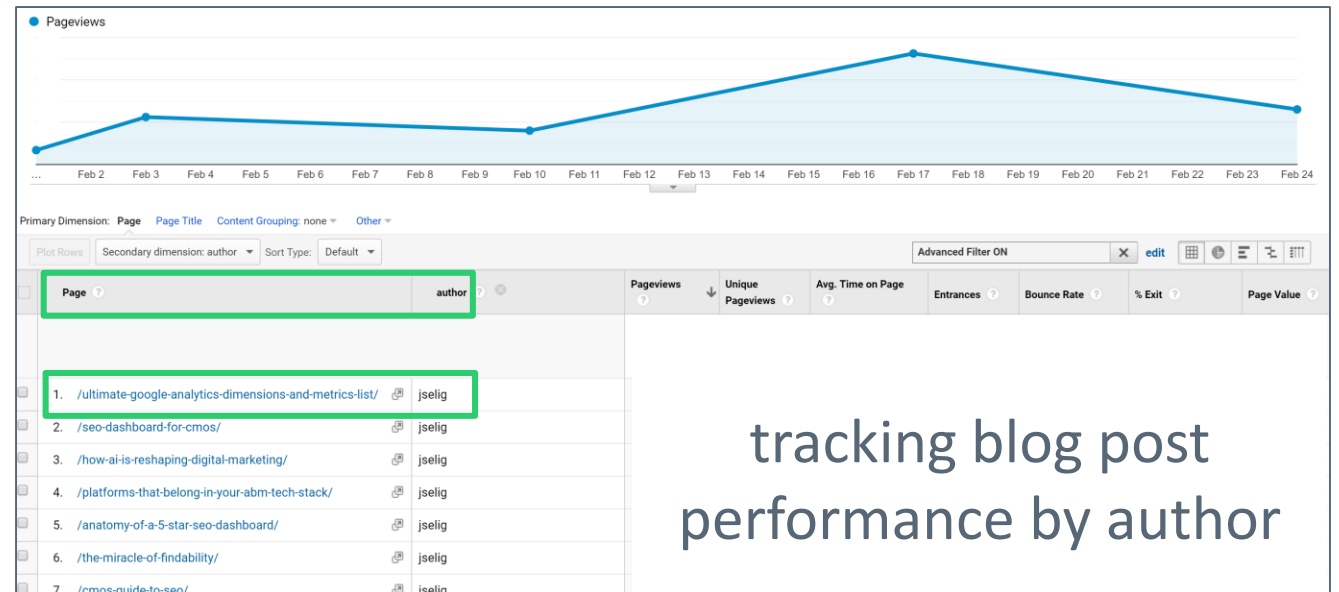
transition from marketing to
publishing showcasing your
corporate competency

Advertising To Publishing Model

create a production model of content sourcing, creation, management, and distribution of your SME infused content for sales, marketing, and media channels

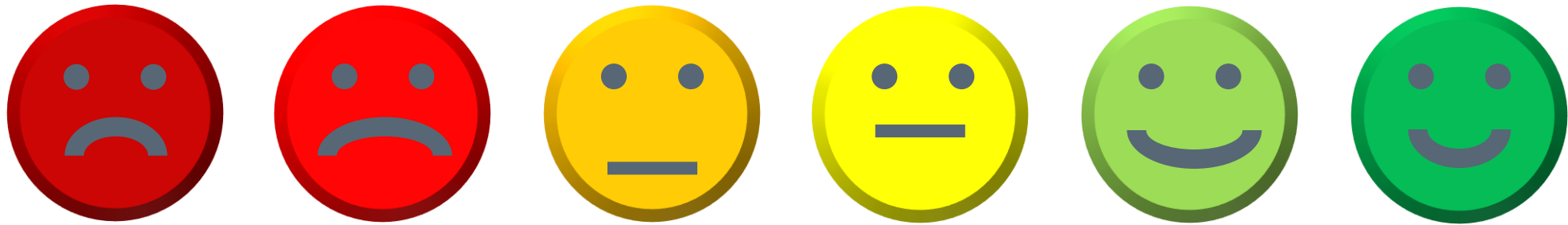
integrate SMEs into your end-to-end publishing process

measure and optimize effectiveness of SME investment in marketing content in sales, media, and marketing channels



tracking blog post performance by author

Google Manual Rating Review



rating website, content, and author

Google's Content Rating Guidelines

finding who is responsible for the website and who created the content on the page
reputation of the website or creator of the main content
sources of reputation information
overall page quality rating
expertise, authoritativeness, and trustworthiness (E-A-T)
clear and satisfying website information: who is responsible and customer service
high level of expertise/authoritativeness/trustworthiness (E-A-T)
reputation and (E-A-T) : website or the creators of the main content
page quality criteria for specific types of pages
understanding user intent

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf>

Build Expertise, Authority, and Trust

Google Quality Rater Guidelines

“4.3 A high Level of Expertise/Authoritativeness/Trustworthiness (E-A-T)

high quality pages and websites need enough expertise to be authoritative and trustworthy on their topic

Keep in mind that there are “expert” websites of all types, even gossip websites, fashion websites, humor websites, forum and Q&A pages, etc In fact, some types of information are found almost exclusively on forums and discussions, where community of experts can provide valuable perspectives on specific topics ”

https://static.googleusercontent.com/media/googleusercontent.com/media/guidelines_raterhub.com/en//searchqualityevaluatorguidelines.pdf

E-A-T

Expertise of the creator of the MC (main content)

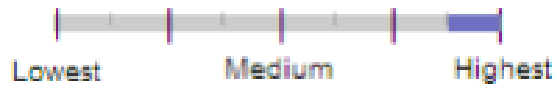
Authoritativeness of the creator of the MC, the MC itself, and the website

Trustworthiness of the creator of the MC, the MC itself, and the website

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf>

Expertise/Authoritativeness/Trustworthiness

high [quality pages](#) and websites [need](#) enough [expertise](#) to be authoritative and [trustworthy](#) on their topic



There are [expert](#) websites of all types:

[technology](#) websites

[financial](#) websites

[medical](#) websites

There are also,

[gossip](#) websites

[fashion](#) websites

[humor](#) websites

etc...

Y M Y L Content

Your Money or Your Life






According to Google, any page including **content** that can **affect** someone's **health, happiness, safety**, or **financial stability** is a YMYL page

“YMYL pages should come from **reputable websites** and the **content** should be created with a **high level of expertise** and **authority**”

Y M Y L Content

Your Money

Wall Street Journal reporters[View 40+ more](#)



Joseph Rago Gerard Baker Peggy Noonan John Carreyrou Robert Thomson

or Your Life

harvard medical school notable alumni



Haruko Obokata Fe del Mundo Atul Gawande Charles Krautham... Sidney Farber George Q. Daley

A blue-tinted photograph of two athletes in motion, running and holding hands. The image is overlaid with a semi-transparent blue filter. The text "trust = authority" is centered in white, with the equals sign highlighted in green.

trust = authority

authority is

known credible topic expert

Sites Entities Appear On

Website	Reputation Information About the Site	Description
annualcreditreport.com	Search results for [annualcreditreport.com -site:annualcreditreport.com] Wikipedia article about annualcreditreport.com Wall Street Journal article about annualcreditreport.com	<p>Positive reputation information: Users in the U.S. can obtain free credit reports on this website by providing their Social Security Number. Note that the Wikipedia article tells us that "AnnualCreditReport.com is the only federally mandated and authorized source for obtaining a free credit report."</p> <p>Note: Almost every website will have complaints about customer service, so it is important to look at various sources and reviews in your reputation research.</p>

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en/searchqualityevaluatorguidelines.pdf>

Page Quality Rating

Purpose of the page

Main Content Quality and Amount:

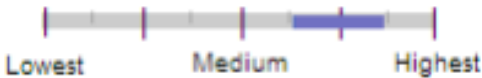
Website and Author Information: information about who is responsible for the MC: Find information about the website as well as the creator of the MC

Website and Author Reputation: reputation about who is responsible for the MC: Links to help with reputation research will be provided

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf>

High Quality Page Criteria

Website Content: a satisfying amount of high quality main content
clear and satisfying **website information:** Who is Responsible and Customer Service
positive reputation
a high level of Expertise/Authoritativeness/Trustworthiness (E-A-T)

Webpage/Type of Content	High Quality Characteristics	PQ Rating and Explanation
High: News 3 Opinion article on a newspaper website	<ul style="list-style-type: none">• A satisfying amount of high quality MC• Positive reputation (website)• High E-A-T of the publisher and/or author	 This is an opinion piece written by the Editorial Board of the the largest newspaper in the U.S. state of Minnesota. The page is clearly labelled as an opinion piece, welcoming a new football coach to the University of Minnesota.

Page Purpose Includes (Not Limited)

share information about a topic

share personal or social information

share pictures, videos, or other forms of media


express an opinion or point of view

entertain

sell products or services

allow users to post questions for other users to answer

allow users to share files or to download software



known credible
topic expert

Digital Footprint

area of expertise?

vertical focus

consistent presence

what signals are in place?

links from high value sites

citations / co-citations

associations / affiliations

social mentions / positive sentiment

Known Credible Topic Expert

sally ride

All

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More

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About 54,800,000 results (0.39 seconds)

Sally Ride - Wikipedia

https://en.wikipedia.org/wiki/Sally_Ride

Sally Kristen Ride (May 26, 1951 – July 23, 2012) was an American astronaut, physicist, and engineer. Born in Los Angeles, she joined NASA in 1978 and ...

Died: July 23, 2012 (aged 61); La Jolla, Califor... Retirement: August 15, 1987

Born: Sally Kristen Ride; May 26, 1951; Encino, ... Nationality: American

Sally Ride Science · Tam O'Shaughnessy · Steven Hawley · Svetlana Savitskaya

Sally Ride Biography: First American Woman in Space | Space

<https://www.space.com/16756-sally-ride-biography.html>

Jan 19, 2018 - Sally Ride became the first American woman to go into space when she flew on the space shuttle Challenger on June 18, 1983. She made two ...

Sally Ride - Facts, Education & Early Life - Biography

<https://www.biography.com/people/sally-ride-9458284>

Dr. Sally Ride studied at Stanford University before beating out 1,000 other applicants for a spot in NASA's astronaut program. After rigorous training, Ride joined ...

People also ask

Did Sally Ride get married?

Who died on the Challenger?

Who influenced Sally Ride?

Feedback

Sally Ride - National Women's History Museum

<https://www.womenshistory.org/education-resources/biographies/sally-ride>

Sally Ride was the first American woman in space. She made her journey into history on June 18, 1983. Throughout her life, Dr. Ride broke barriers and worked ...

Who Was Sally Ride? | NASA


<https://www.nasa.gov/audience/forstudents/k-4/stories/who-was-sally-ride-k4.html>

Sally Ride became the first American woman to go to space.

Sally Ride – First American Woman in Space | NASA


<https://www.nasa.gov/feature/sally-ride-first-american-woman-in-space>

On June 18, 1983, NASA Astronaut Sally K. Ride became the first American woman in space, when she launched with her four crewmates aboard the Space ...



More Images

Sally Ride



Sally Kristen Ride was an American astronaut, physicist, and engineer. Born in Los Angeles, she joined NASA in 1978 and became the first American woman in space in 1983. Ride was the third woman in space overall, after USSR cosmonauts Valentina Tereshkova and Svetlana Savitskaya. [Wikipedia](#)

Born: May 26, 1951, Encino, Los Angeles, CA

Died: July 23, 2012, La Jolla, CA

Space missions: STS-7, STS-41-G

Spouse: Steven Hawley (m. 1982–1987)

Education: Stanford University (1978), Stanford University (1975), MORE

Quotes

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The stars don't look bigger, but they do look brighter.

When you're getting ready to launch into space, you're sitting on a big explosion waiting to happen.


I liked math - that was my favorite subject - and I was very interested in astronomy and in physical science.

People also search for


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Mae C. Jemison




Tam O'Shaughnessy




Valentina Tereshkova



Kathryn D. Sullivan



Judith Resnik

 OVERDRIVE
INTERACTIVE

Authorship to Authority

29

Sally Ride Digital Foot Print

[Biography](#) at NASA

[Appearances](#) on [C-SPAN](#)

[Sally Ride](#) on [IMDb](#)

[Works by or about Sally Ride](#) in libraries ([WorldCat](#) catalog)

["Sally Ride collected news and commentary". *The New York Times*.](#)

*Marc J. Daniluke (July 23, 2012). ["Sally Kristen Ride". *Find a Grave*](#).*

[Sally Ride Science Festivals](#)

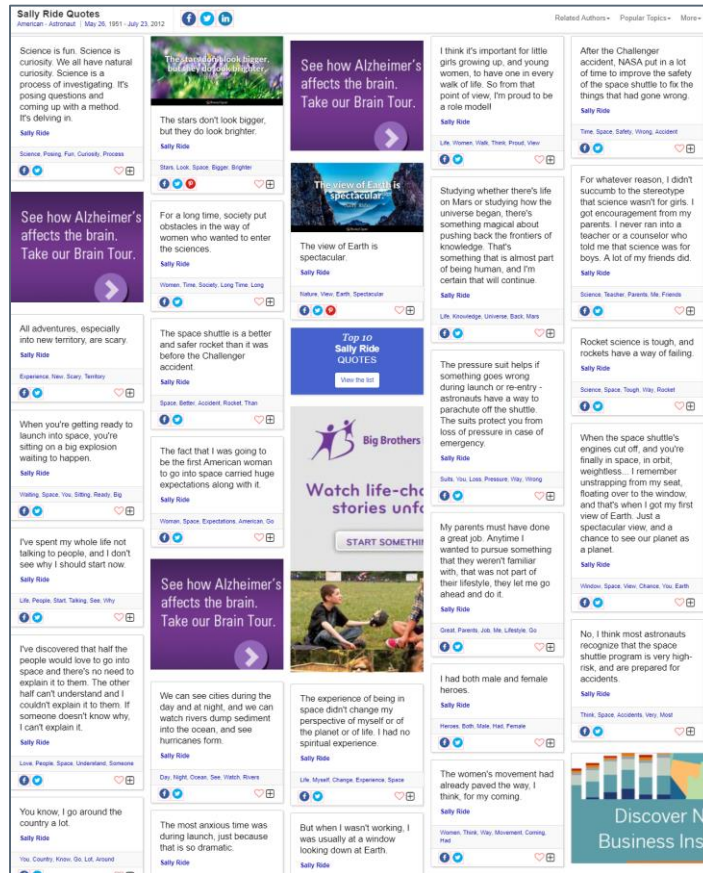
[Sally Ride Girls Science Camps](#)

[Sally Ride Science](#) company website

Benson, Robert Alan (March 19, 2006). ["Ride urges emphasis on math, science studies"](#). Q&A.

Williamson, Marcus (July 25, 2012). ["Sally Ride: The first American woman in space"](#). Obituary.

Quotes



I did not come to NASA to
make history.

Sally Ride

Action Figures

Images for Sally Ride lego



→ More images for Sally Ride lego

Report images

Women of NASA - 21312 | Ideas | LEGO Shop

<https://shop.lego.com/en-CA/product/Women-of-NASA-21312> ▼

★★★★★ Rating: 4.6 - 41 reviews

LEGO 21312 Ideas Woman of NASA Set

★★★★★ 87 reviews

Details

Reviews

Stores



Shop now

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\$17.99 · [Walmart](#)

\$24.95 · [Barnes & Noble](#)

\$24.99 · [Official LEGO Shop](#)

\$17.50 · [eBay](#)

No tax

Pop Culture

In 1999, Ride appeared as herself on the [Touched By An Angel](#) episode "Godspeed."

In 2013, [Janelle Monáe](#) released a song called "Sally Ride".^[52]

Also in 2013, astronauts [Chris Hadfield](#) and [Catherine Coleman](#) performed a song called "Ride On".^[53]

In 2017, a "Women of NASA" [LEGO](#) set went on sale featuring (among other things) mini-figurines of Ride, [Margaret Hamilton](#), [Mae Jemison](#), and [Nancy Grace Roman](#).^[54]

Ride's space flight is a central event in the novel [Our Lady of the Inferno](#).^[55]

Movies

[All](#) [Images](#) [Videos](#) [News](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 22,900,000 results (0.68 seconds)

Sally Ride - IMDb

<https://www.imdb.com/name/nm0725790/> ▼

Sally Ride was born on May 26, 1951 in Encino, Los Angeles, California, USA as Sally Kristen Ride. ... (chairman: **Film Committee Chair** - as Sally K. Ride).

Sally Ride - Wikipedia

https://en.wikipedia.org/wiki/Sally_Ride ▼


Sally Ride. **Sally Kristen Ride** (May 26, 1951 – July 23, 2012) was an American astronaut, physicist, and engineer.

Died: July 23, 2012 (aged 61); **La Jolla**, Califor... **Born:** Sally Kristen Ride; May 26, 1951; **Encino**, ...

Missions: STS-7, STS-41-G **Education:** **Stanford University** (BS Physics / BA ...


[Sally Ride Science](#) · [Steven Hawley](#) · [Tam O'Shaughnessy](#) · [Svetlana Savitskaya](#)

Videos




2:20

[The Sally Ride Movie](#)



2:00

[1983: Sally Ride Is First U.S. Woman in Space](#)



12:05

[Sally Ride Documentary](#)

Awards and Honors

Ride received numerous awards throughout her lifetime and after. She received the [National Space Society's](#) von Braun Award, the Lindbergh Eagle, and [the NCAA's Theodore Roosevelt Award](#). She was inducted into the [National Women's Hall of Fame](#) and the [Astronaut Hall of Fame](#) and was awarded the [NASA Space Flight Medal](#) twice. Two elementary schools in the United States are named after her: Sally Ride Elementary School in [The Woodlands, Texas](#), and Sally Ride Elementary School in [Germantown, Maryland](#).^[5]

Ride at a book signing

In 1994, Ride received the Samuel S. Beard Award for Greatest Public Service by an Individual 35 Years or Under, an award given out annually by [Jefferson Awards](#).^[36]

On December 6, 2006, [California Governor Arnold Schwarzenegger](#) and First Lady [Maria Shriver](#) inducted Ride into the [California Hall of Fame](#) at the [California Museum for History, Women, and the Arts](#).^[37]

In 2007, she was inducted into the [National Aviation Hall of Fame](#) in [Dayton, Ohio](#).

Ride directed public outreach and educational programs for NASA's GRAIL mission, which sent twin satellites to map the moon's gravity. On December 17, 2012, the two [GRAIL](#) probes, Ebb and Flow, were directed to complete their mission by crashing on an unnamed lunar mountain near the crater [Goldschmidt](#). NASA announced that it was naming the landing site in honor of Sally Ride.^{[38][39]} Also in December 2012, the [Space Foundation](#) bestowed upon Ride its highest honor, the General James E. Hill Lifetime Space Achievement Award.^[40]

In April 2013, the [U.S. Navy](#) announced that a research ship would be named in honor of Ride.^[41] This was done in 2014 with the christening of the oceanographic research vessel [RV Sally Ride \(AGOR-28\)](#).^[42]

On May 20, 2013, a "National Tribute to Sally Ride" was held at the [John F. Kennedy Center for the Performing Arts](#) in Washington, D.C. and on that same day, President Barack Obama announced that Ride would receive the [Presidential Medal of Freedom](#), the highest civilian award in the United States. The medal was presented to her life partner Tam O'Shaughnessy in a ceremony at the [White House](#) on November 20, 2013.^{[43][44]} In July 2013, *Flying magazine* ranked Ride at number 50 on their list of the "51 Heroes of Aviation".^[45]

In 2014, Ride was inducted into the [Legacy Walk](#), an outdoor public display that celebrates [LGBT](#) history and people.^{[46][47]}

In 2017, a [Google Doodle](#) honored her on [International Women's Day](#).^[48]

The U.S. Postal Service issued a first-class postage stamp honoring Ride in 2018.^[49]

In 2019 [Stanford University's](#) Serra House located in Lucie Stern Hall was renamed the Sally Ride House.^[50] It was formerly named after [Junípero Serra](#).^[50]

For their first match of March 2019, the women of the [United States women's national soccer team](#) each wore a jersey with the name of a woman they were honoring on the back; [Tierna Davidson](#) chose the name of Sally Ride.^[51]

NASA astronauts Entity

[View 15+ more](#)



John Glenn



Peggy
Whitson



Mae C.
Jemison



Jim Lovell



Ed White



Eileen
Collins



Deke
Slayton

Identities

Famous American Scientists Entity

[View 15+ more](#)



Gertrude B.
Elion



Gerty Cori



Wernher
von Braun



Rita
Levi-Mont...



Albert
Einstein



Carl Sagan



Alexander
Graham Bell

Identities

Stanford University Notable alumni Entity

[View 15+ more](#)



Sandra Day
O'Connor



Herbert
Hoover



Rachel
Maddow



Christian
McCaffrey



Peter Thiel



Evan
Spiegel



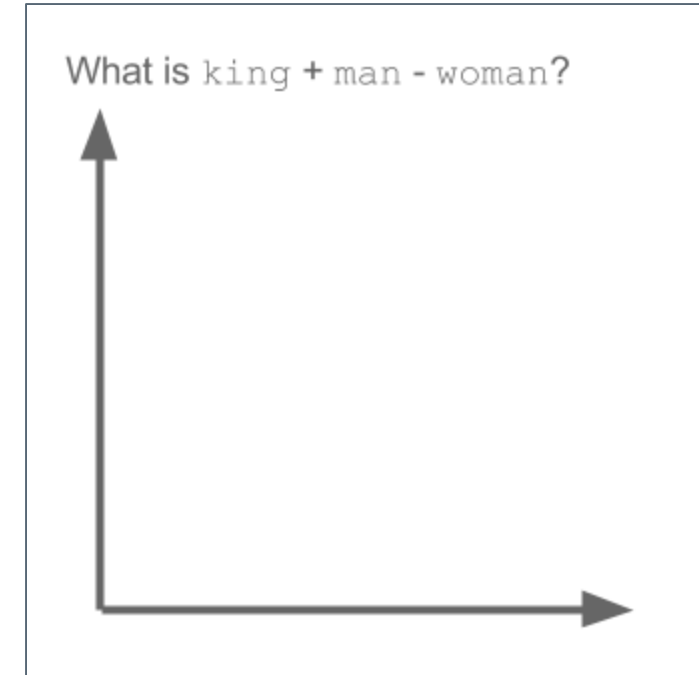
Katie
Ledecky

Identities

connecting;
known entities
to known
entities

Graphs and Vectors: Entities and Identities

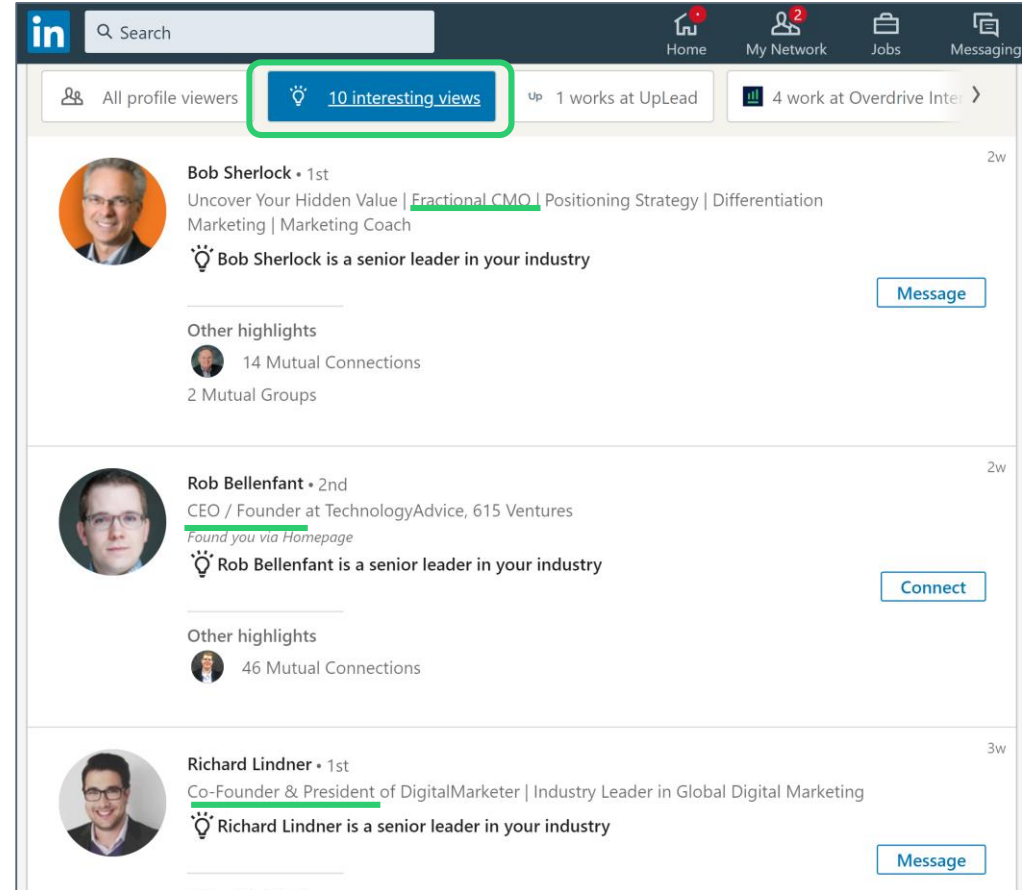
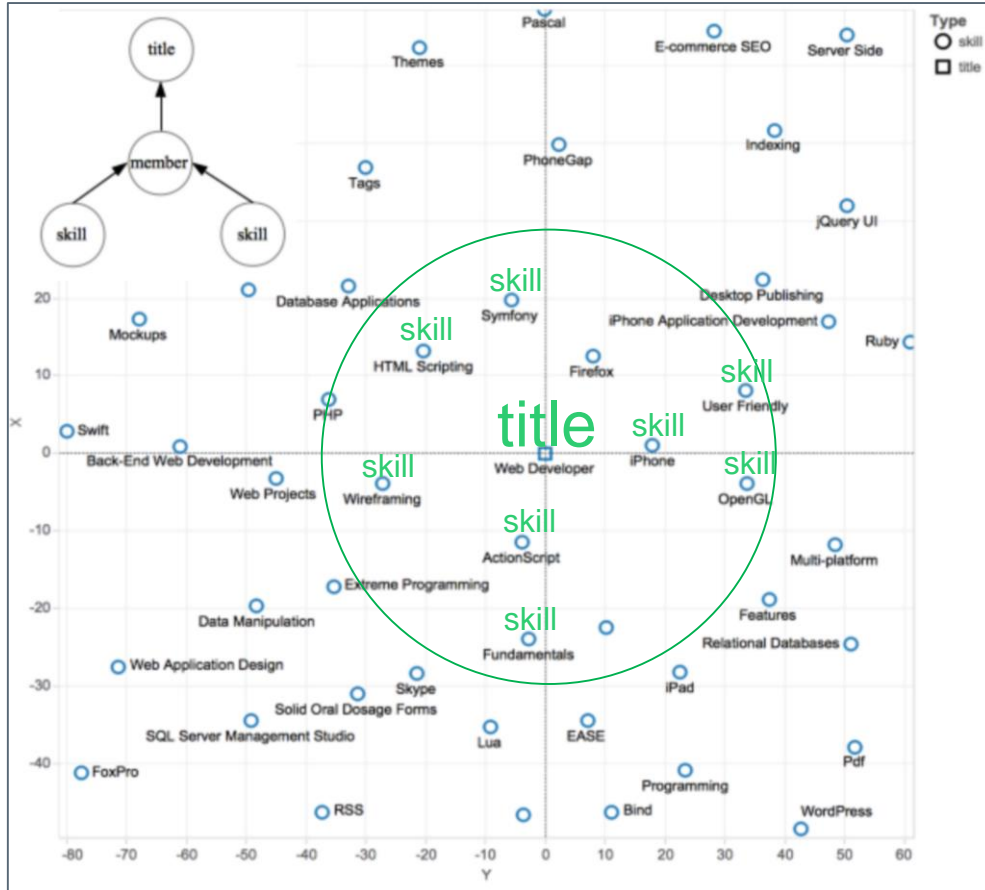
How is all this
information
connected?



https://www.researchgate.net/figure/A-framework-for-learning-vectors-of-entity-types_fig1_320885509

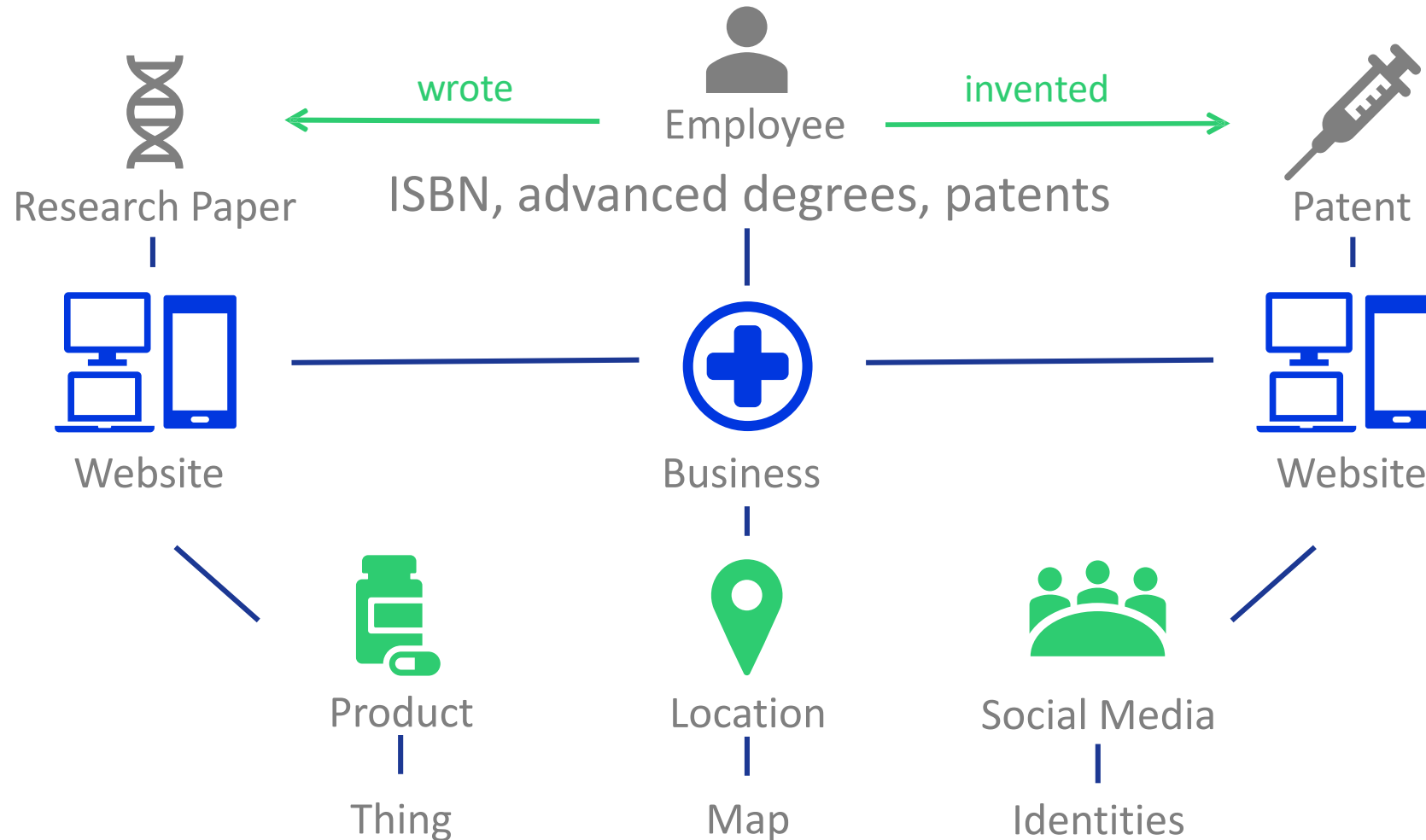
<https://media.giphy.com/media/5Z5WILBTj7I64/giphy.gif>

LinkedIn Knowledge Graph



<https://engineering.linkedin.com/blog/2016/10/building-the-linkedin-knowledge-graph>

Content: Entities and Identities



links


Author Authority


Links that come from websites of proven experts





E-A-T can be transferred by link between authors.



This is confirmed by Gary Illyes of Google [in a post on Reddit](#)


If an expert links to page A from an article by author B on page B, then the author on page B can benefit from it. Links pass equity for PageRank AND Author Authority through E-A-T





 **TheAmazingJames** 8 points · 24 days ago

 To what extent do metrics around E.A.T transfer, through the link graph, from one site to another? If Expert A, on site A, links through to an article by author B. on site B, I assume this increases, algorithmically, author B's expertise?

 Reply  Share  Report  Save


 **garyillyes**  8 points · 23 days ago

 I guess that's a little oversimplified, but yeah.

 Reply  Share  Report  Save

https://www.reddit.com/r/TechSEO/comments/ao3fmk/i_am_gary_illyes_googles_chief_of_sunshine_and/

Author Authority



Joseph Campbell

American professor

Joseph John Campbell was an American Professor of Literature at Sarah Lawrence College who worked in comparative mythology and comparative religion. His work covers many aspects of the human experience. [Wikipedia](#)

Born: March 26, 1904, White Plains, NY
Died: October 30, 1987, Honolulu, HI
Monomyth: *The Hero's Journey*
Movies and TV shows: *Joseph Campbell and the Power of Myth*, *The Hero's Journey*, *Mythos*, *Doubting Thomas*

Quotes

We must be willing to get rid of the life we've planned, so as to have the life that is waiting for us.


The cave you fear to enter holds the treasure you seek.

The privilege of a lifetime is being who you are.

Books

[View 40+ more](#)

Book Title	Year
The Hero with a Thousand Faces	1949
The Hero's Journey	1950
Transformations of Myth Through Time	1968
Creative Mythology	1968
Myths to Live By	1972



Bill D. Moyers

Former White House Press Secretary

Billy Don Moyers is an American journalist and political commentator. He served as the ninth White House Press Secretary under the Johnson administration from 1965 to 1967. He also worked as a network TV news commentator for ten years. [Wikipedia](#)

Born: June 5, 1934 (age 84 years), Hugo, OK
Spouse: Judith Suzanne Davidson (m. 1954)
TV shows: *Bill Moyers Journal*, *Moyers & Company*, *MORE*
Education: Southwestern Baptist Theological Seminary (1959), *MORE*

Quotes

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Creativity is piercing the mundane to find the marvelous.

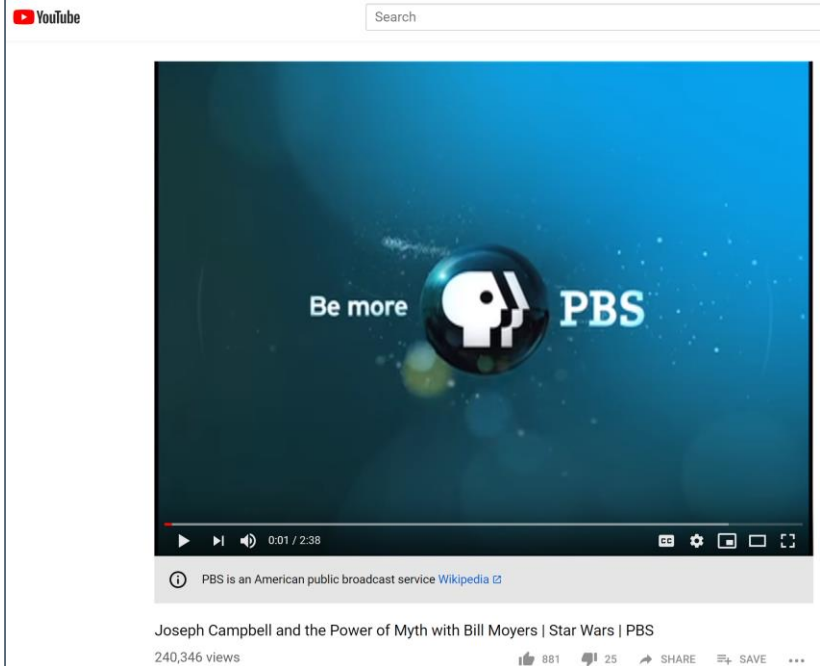
When I learn something new - and it happens every day - I feel a little more at home in this universe, a little more comfortable in the nest.

Secrecy is the freedom tyrants dream of.

Books

[View 25+ more](#)

Book Title	Year
La Curacion y la Mente	1993
Moyers on Democracy	2008
The Conversations Continues	2011
Moyers on America: A Journalist's Perspective	2004
The Language of Life: A Portrait of the Human Condition	1995



YouTube

Search

Be more PBS

0:01 / 2:38

PBS is an American public broadcast service [Wikipedia](#)

Joseph Campbell and the Power of Myth with Bill Moyers | Star Wars | PBS

240,346 views

881 25 SHARE SAVE

known
entities to identities

these elements
increase SEO visibility

A diver in a black wetsuit and scuba gear is swimming horizontally underwater. The diver is wearing a large silver tank and black fins. Bubbles are visible around the diver, and the water is a deep blue color. The diver's head is turned slightly to the right.

Activating Your SMEs

expertise

is what sets your content apart

Who Are Your SMEs



position of an individual in relation to others, in regard to social or professional standing

department, expertise, credentials

Who is an SME

what makes a subject matter expert?

person who has deep understanding of a particular process, function, technology, machine, material or type of equipment

Who is an SME

role of a subject matter expert?

SME has proficiency in his or her subject and guides other professionals

What Are Their Street Creds

academic credentials

awards

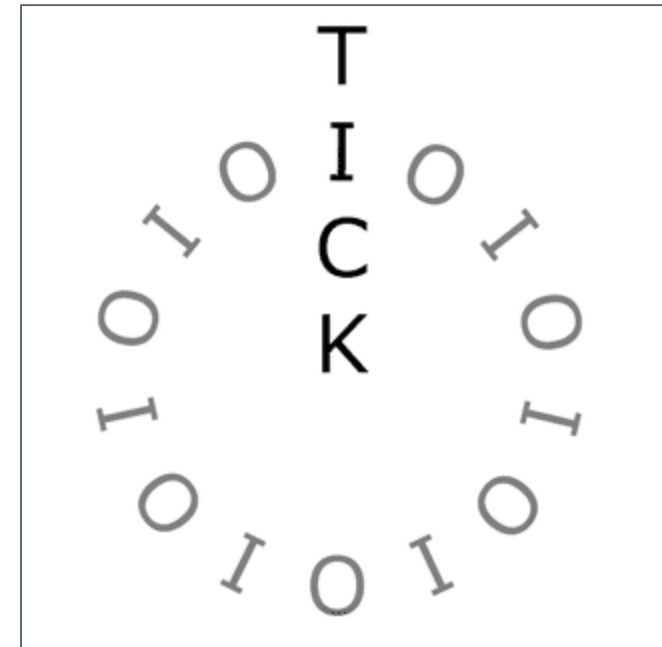
nominations

honors

recognitions

patents

citations



Author Pages and Bios

establish credibility

identify identities

Leadership



HARRY J. GOLD
Founder and CEO

Harry started his online career in 1993 and since then he has been at the forefront in developing successful online programs for various agencies and Fortune 500



TY VELDE
Founder and Director, Client Services

As the Director of Client Services at Overdrive Interactive, Ty has leveraged over 15 years of experience to establish both the strategic vision and philosophy for the client



ANDREW ABRAHAMS
Founder and Director, Interactive Services

Andrew started his career over 20 years ago working at Interactive Promotions and went on to hold high, level development posts at some of Boston's top agencies. He

A full-page image of a female tennis player in a white tank top and dark shorts, captured in a dynamic pose as if hitting a backhand shot. The image is overlaid with a solid blue color. The text "identities and their content" is centered in white, lowercase letters.

identities and their content

Public Relations

journalists want
interviews with
subject matter experts
from your company

Building Authority Through PR

- build credibility

 - publish or perish

 - create great content (worthy)

- expand your footprint

 - onsite/ social / guest posts / PR /conferences

- engage

 - inspire interactions

 - social signals

Where Does Your Audience Read

Mashable

WIRED

The
Washington
Post

BUSINESS
INSIDER



Forbes

THE BUSINESS
JOURNALS
A DIVISION OF ACRJ

DIGIDAY

THE
WALL STREET
JOURNAL

Entrepreneur

Inc.

FAST COMPANY

Leveraging Public Relations

The need for internal champions

Establish Credibility PR can help with respected editorial sources, and transfers some of the publication's credibility to your firm

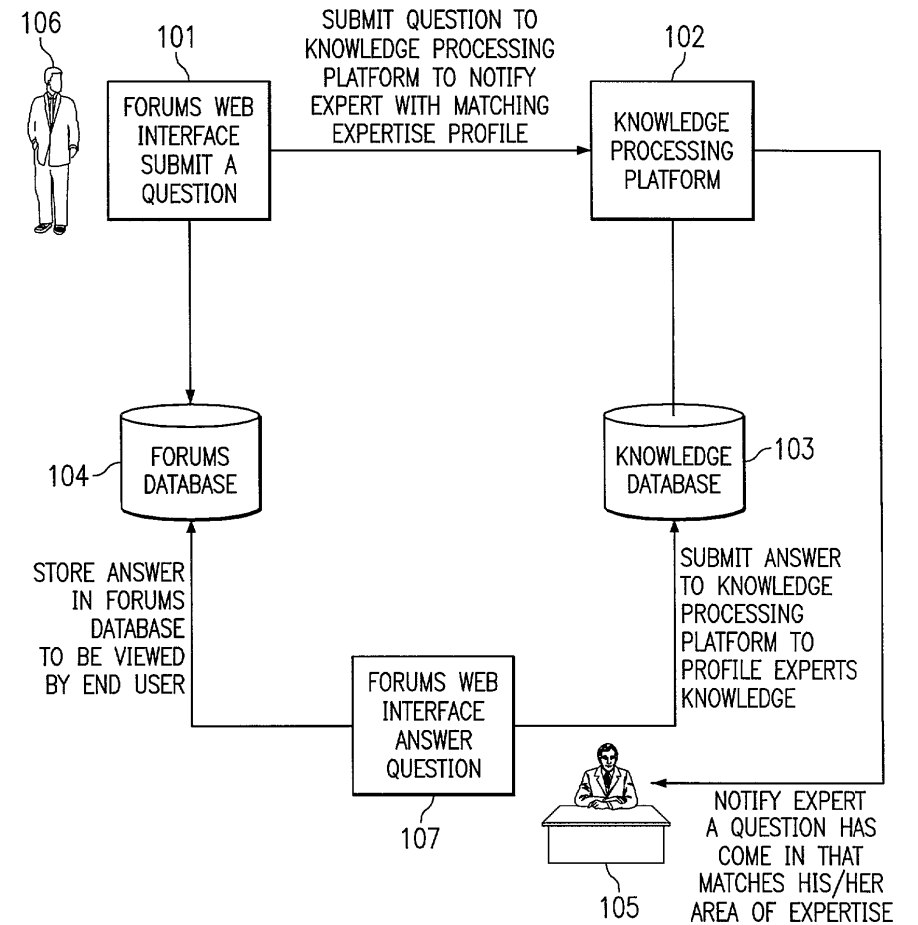
Promote Expertise help subject matter experts to become influencers. it's crucial for clients to have confidence in your highly trained and creative experts in their fields

Educate Audience lessons learned and professional insights via articles in respected publications help future clients. build your content on content they are already creating

Social

System for and method
of determining and
using subject matter
experts in a forum
environment

Google

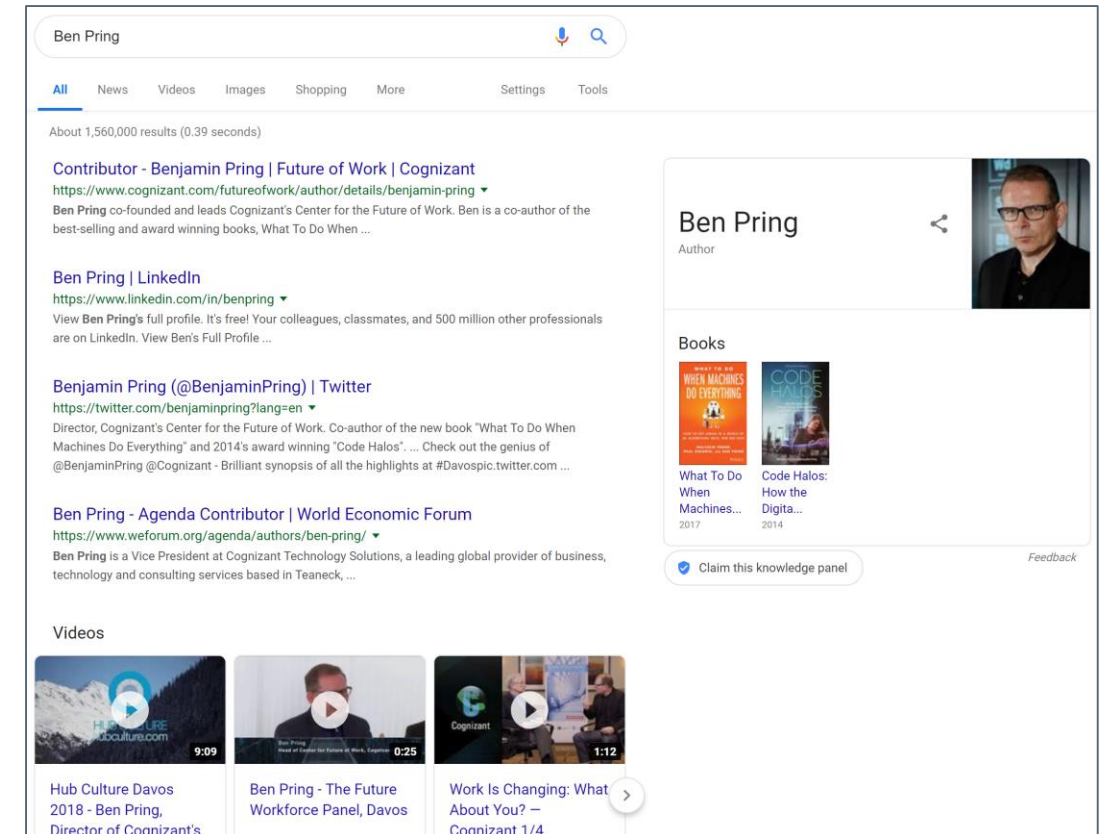


Social: Case Study

Cognizant's **Ben Pring**: Author of "What To Do When Machines Do Everything: How to Get Ahead in a World of AI, Algorithms, Bots, and Big Data"

Cognizant built off the momentum of **Ben Pring's expertise** by creating a **pillar theme** of their business around **his subject** with **their think tank** "Center for Future of Work."

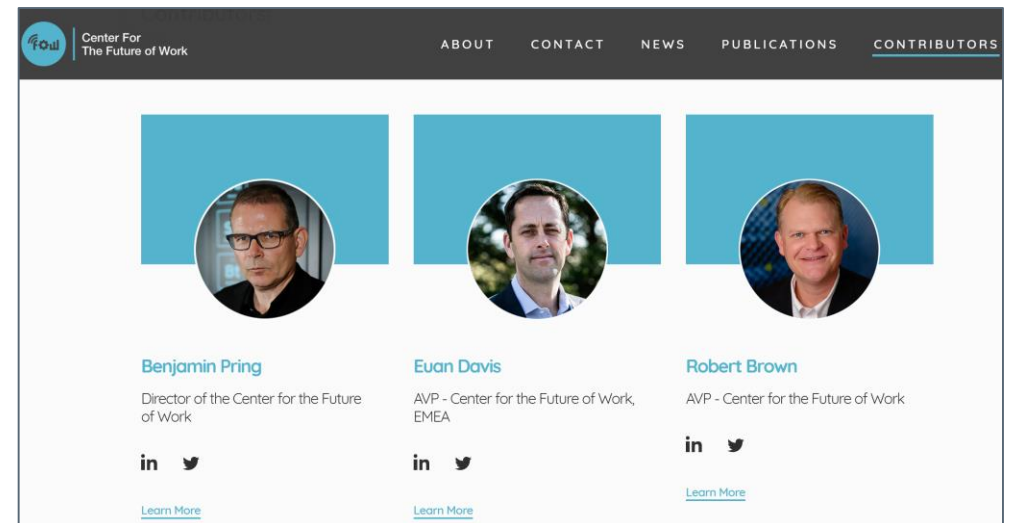
hashtag for this theme/campaign is **#FutureofWork**



Social: Case Study

they promote his book and speaking events through social, tying posts both back to the pillar theme of automation and artificial intelligence helping create jobs, and Ben's expertise in this arena

the Future of Work blog, built around his subject matter expertise, has been expanded out to include lesser known experts, who then write summaries or larger content pieces with similar names and themes to Ben's book



Social: Case Study

Cognizant created **YouTube** playlists where they **interview additional experts** about how they automation and AI will help the human workforce. **Ben Pring is the hierarchy** over all of these content pieces. Cognizant **ties** these **videos** back to his book/leadership through **naming conventions** and **website links**

in social, when a content piece features Ben or his book, it's explicitly called out. When posts, videos, and **content pieces are not created by Ben**, they are **tied back** to the **#FutureofWork** tag - thus sealing the association to their resident expert

Hub Culture Davos 2018 - Ben Pring, Director of ... - YouTube

https://www.youtube.com/watch?v=ed3MBJ1_m3w



Jan 23, 2018 - Uploaded by Hub Culture

Executive Editor, Edie Lush, talks with **Ben Pring**, Director of Cognizant's Center for the Future of Work.

Hub Culture Davos 2017 - Benjamin Pring and Paul Roehrig - YouTube

https://www.youtube.com/watch?v=wL_PWYCe-6w



Jan 23, 2017 - Uploaded by Hub Culture

Executive Editor, Edie Lush talks with Paul Roehrig, Chief Strategy Officer for Cognizant, and **Ben Pring**, VP ...

Ben Pring - AHIP 2017 - YouTube

<https://www.youtube.com/watch?v=amScqbRq3Jg>



Jun 18, 2017 - Uploaded by GuideWell

Ben is the Vice President and Director of the Center for the Future of Work at Cognizant. We learned how ...

Ben Pring - The Future Workforce Panel, Davos - YouTube

https://www.youtube.com/watch?v=jC_bICgFPA



Jan 22, 2019 - Uploaded by Reuters Plus

Ben Pring, Head of the Center for Future of Work at Cognizant: Trying to stop the march of AI would be a ...

Digital Transformation Expert Interview: Author Ben Pring - YouTube

<https://www.youtube.com/watch?v=p2uhEPxOMeg>




Mar 27, 2014 - Uploaded by Kevin Benedict

Cognizant's Digital Transformation Analyst Kevin Benedict interviews co-author and Co-Director for the Center ...

A person with glasses is looking at a laptop screen. The screen displays various charts and graphs, including a pie chart and a bar chart. The entire image is overlaid with a blue tint. The text "How To Think About Content Development" is centered over the image in white.

How To Think About Content Development

make questions
central to your
content strategy



All

News

Shopping

Videos

Images

More

Settings

Tools

About 531,000,000 results (0.49 seconds)

How to Patent a Design

quick answer

1. Decide whether to hire a **design patent** attorney. If you don't have time to thoroughly research **design patents** or prepare your application, hire an attorney. ...

2. Complete a **patent** search. ...

3. File a **design patent** application with the USPTO. ...

4. Work closely with your **patent** examiner. ...

5. Amend or appeal your application if necessary.

How to Patent a Design: Everything You Need to Know - UpCounsel

<https://www.upcounsel.com/how-to-patent-a-design>

?

About this result

Feedback

People also ask

paa

How much does it cost to get a design patent?

What does a design patent protect?

Can you patent a design concept?

How long does it take to get a design patent?

Feed the Answer Engine

how do i get a design patent

when to get a design patent

how to get a design patent

how long to get a design patent

how do i patent a design

how do i patent a design idea

how do design patents work

how to do a design patent search

how much a design patent cost

what do i need for a design patent

how do you get a design patent

how to file a design patent yourself

how long is a design patent good for

what do design patents cover

how long is a design patent valid

how to conduct a design patent search

how long does a design patent take

how do i file a design patent

how do i get a patent on a design

how to file a design patent online

what do design patents protect

how to design a patent idea

how do i patent my design

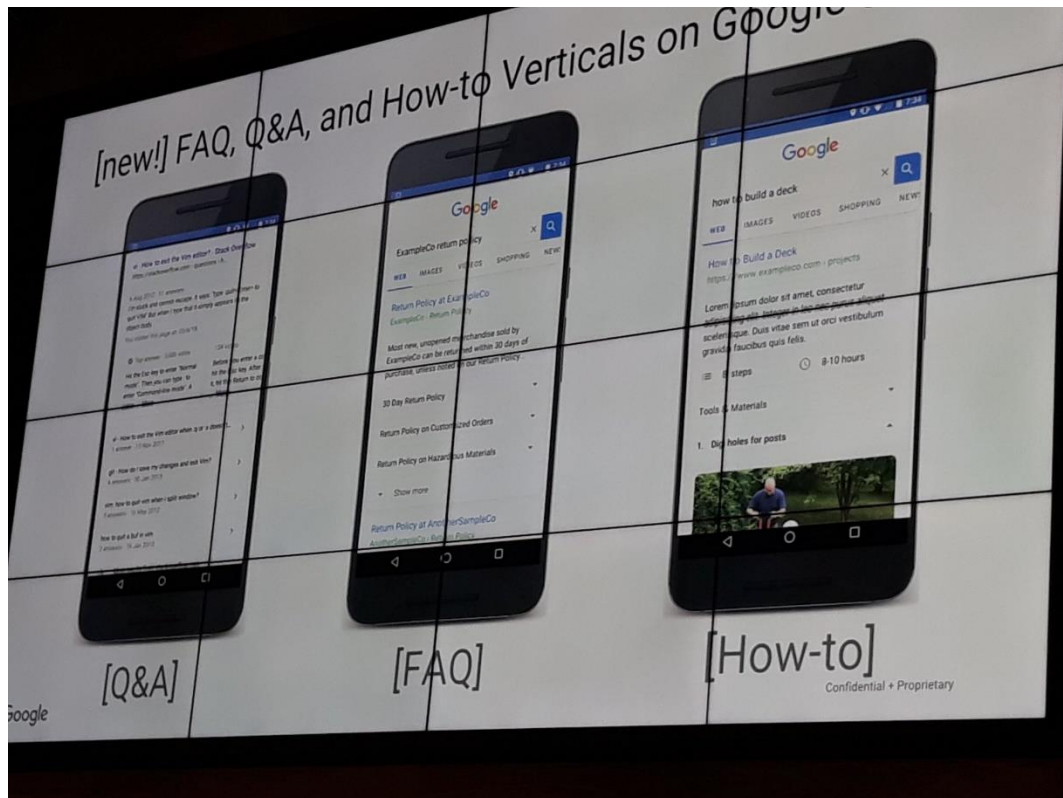
how different does a design patent have to be

how to design and patent a product

how to get around design patent

how to design and patent an idea

Feed the Answer Engine With Schema Support



howTo markup
QA page markup
FAQ markup

<https://twitter.com/akhil1594/status/1022393493761622016>

Person Schema

Property	Expected Type	Description
Properties from Person		
additionalName	Text	An additional name for a Person, can be used for a middle name.
address	PostalAddress or Text	Physical address of the item.
affiliation	Organization	An organization that this person is affiliated with. For example, a school/university, a club, or a team.
alumniOf	EducationalOrganization or Organization	An organization that the person is an alumni of. Inverse property: alumni .
award	Text	An award won by or for this item. Supersedes awards .
birthDate	Date	Date of birth.
birthPlace	Place	The place where the person was born.
brand	Brand or Organization	The brand(s) associated with a product or service, or the brand(s) maintained by an organization or business person.
children	Person	A child of the person.
colleague	Person or URL	A colleague of the person. Supersedes colleagues .
contactPoint	ContactPoint	A contact point for a person or organization. Supersedes contactPoints .
deathDate	Date	Date of death.
deathPlace	Place	The place where the person died.
duns	Text	The Dun & Bradstreet DUNS number for identifying an organization or business person.

Person Schema in JSON-LD

```
<script type="application/ld+json">
```

```
{
```

```
  "@context": "http://schema.org",
```

```
  "@type": "Person",
```

```
  "address": {
```

```
    "@type": "PostalAddress",
```

```
    "addressLocality": "Massachusetts",
```

```
    "addressRegion": "MA",
```

```
    "postalCode": "02174",
```

```
    "streetAddress": "42 Harvard University, Cambridge MA"
```

```
  },
```

```
  "colleague": [
```

```
    "http://www.xyz.edu/students/jimjones.html",
```

```
  ],
```

```
  "email": "mailto:jim-jones@xyz.edu",
```

```
  "image": "jimjones.jpg",
```

```
  "jobTitle": "Professor",
```

```
  "name": "Jim Jones",
```

```
  "telephone": "(617) 555-1212",
```

```
  "url": "http://www.jimjones.com"
```

```
}
```

```
</script>
```

location

colleague

credentials; credentials offer proof of a fact



Aligning Your SME Stars Program

Next Steps: SME Activation

SME identification, education, and onboarding

build SME dossiers including:

- academic credentials

- awards

- nominations

- honors

- recognitions

- patents

- citations

build out bio and author pages

utilize json-ld schema for Person <https://schema.org/Person>

Next Steps: SMEs Plan

publishing schedule content quarterly planning meeting with SMEs

exposure to publishers and conferences, connect with PR for speaking and interview opportunities

distribution development through social content and influencer outreach programs

Next Steps: Content Considerations

current page/posts exist that perform and can be enhanced?

ample content enough to satisfy the needs of a user for a page's unique topic and purpose (broad topics require more information than narrow topics, for example)

expert content, authoritative, and trustworthy for the topic they discuss

positive reputation for its page topics

auxiliary information, for example, "About us," "Contact," or "Customer Service" information

supplementary content (SC) that enhances the user's enjoyment and experience of a web page

The page is designed in a functional fashion that allows users to easily locate the information they want

edited and maintained and regularly and frequently content

Next Steps – Where To Use SMEs:

Text Boxes

See why they chose Dynatrace over New Relic



"We were using New Relic, but we never got the full picture of our production environment. Dynatrace claimed to be super simple and we thought let's try it. Honestly we were amazed by how simple it really is."

Mark Kaplan, Director IT at BARBRI



Next Steps – Where To Use SMEs:

Staff Quotes



Next Steps – Where To Use SMEs:

Press Release

Based on an evaluation of 11 stress factors, including deadlines, hazards, physical demands and public interaction, CareerCast ranks Enlisted Military, Firefighter and Airline Pilot as the top three most stressful jobs. The least stressful are Diagnostic Medical Sonographer, Compliance Officer and Hair Stylist.

"Stress in the workplace might prompt job seekers to consider a career change. We have identified jobs such as Medical Records Technician, Operations Research Analyst and Massage Therapist, which might be a good fit for those seeking a less stressful position," says Kyle Kensing, Online Content Editor, CareerCast. "However, people who thrive on the pressures inherent to high-stress jobs and are willing to put themselves in immediate danger, might choose a stressful job like firefighter or police officer. While no job is stress-free, choosing a profession based on its stress level is purely a personal choice."

CareerCast's **Least Stressful Jobs of 2019**

Profession	Annual Median Salary*	Growth Outlook*	CareerCast Stress Score
1. Diagnostic Medical Sonographer	\$71,410	23%	5.069
2. Compliance Officer	\$67,870	5%	5.763
3. Hair Stylist	\$25,850	13%	6.722
4. Audiologist	\$75,920	21%	7.280
5. University Professor	\$76,000	15%	8.421
6. Medical Records Technician	\$67,870	5%	8.52



"Stress in the workplace might prompt job seekers to consider a career change. We have identified jobs such as Medical Records Technician, Operations Research Analyst and Massage Therapist, which might be a good fit for those seeking a less stressful position," says [Kyle Kensing, Online Content Editor, CareerCast](#).

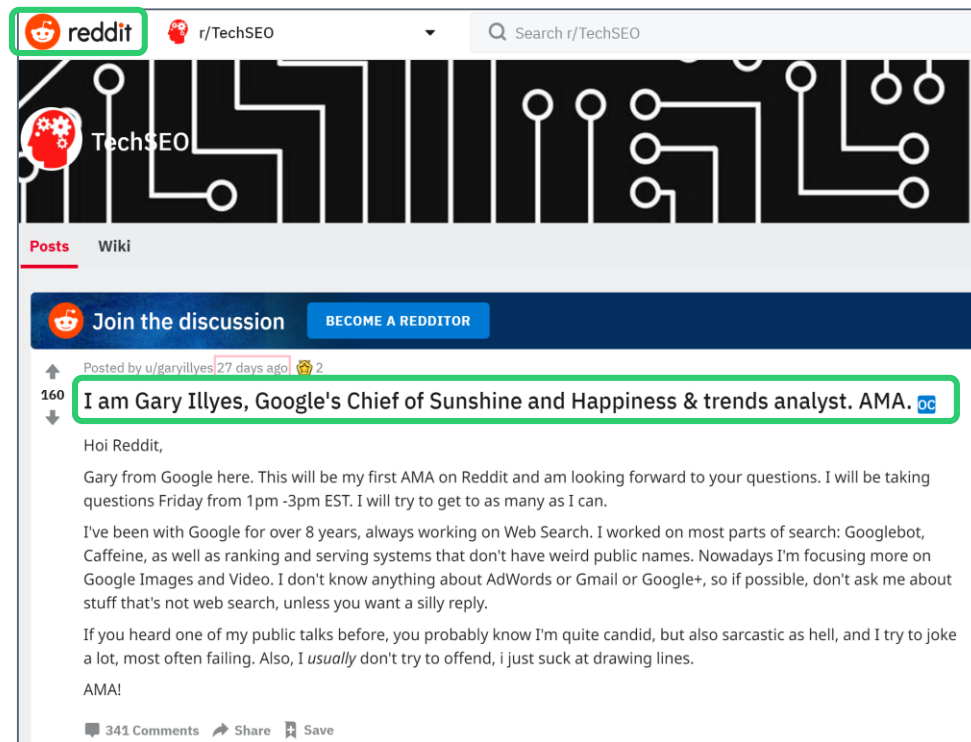
Next Steps – Where To Use SMEs:

Social Posts



Next Steps – Where To Use SMEs:

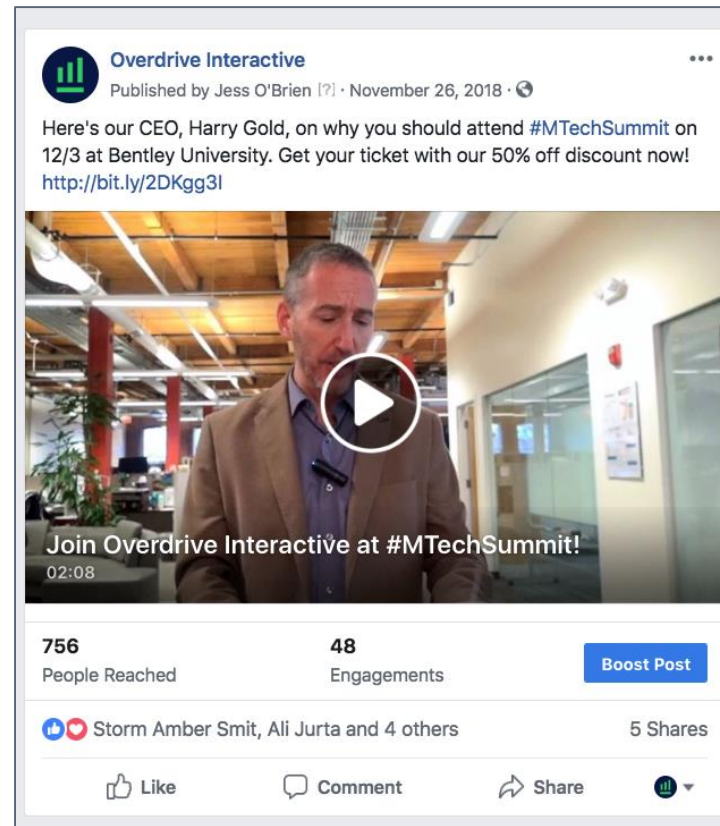
Community/Forum Sections of your site and others



Gary Illyes is a webmaster trends analyst dedicated to creating a better search experience for users by helping webmasters create amazing websites. When not crunching data to find ways to improve web search, Gary is contributing to the [Webmaster Central Blog](#) and helps users debug their websites in the [Google Webmaster Forums](#)

Next Steps – Where To Use SMEs:

Videos



Next Steps – Where To Use SMEs:

PDFs

International Conference on
History of the Neutrino
1930 - 2018
September 5-7, 2018
Paris, France

Invention
Discovery
Second Family
Three Families
Pontecorvo & Oscillations
Solar Neutrinos
Reactor Neutrinos
Atmospheric Neutrinos
Astrophysical Neutrinos
Accelerator Neutrinos
Neutral Currents
Neutrino Masses
Dirac or Majorana

International Scientific Committee

- G. Bellini - Milano
- S. Bilenky - Dubna
- A. Blondel - Geneva
- L. Camilleri - Columbia
- G. Drexlin - Karlsruhe
- G. Fiorentini - Ferrara
- E. Fiorini - Milano
- A. Franklin - Colorado
- M. Goodman - Argonne
- F. Halzen - Wisconsin
- W. Haxton - Berkeley
- J.J. Hernandez - Valencia
- C. Jarlskog - Lund
- S. Jullian - Orsay
- T. Kajita - Tokyo
- S. Katsanevas - Paris
- H. de Kerret - Paris
- T. Kirsten - Heidelberg
- E. Klein - Saclay
- Th. Lasserre - Saclay
- J. Learned - Hawaii
- M. Lindner - Heidelberg
- E. Lisi - Bari
- A. Mc Donald - Kingston
- M. Paty - Paris
- P. Ramond - Florida
- A. Smirnov - Heidelberg
- C. Spiering - Berlin
- M. Spiro - Paris
- J. Steinberger - CERN
- C. Sutfon - CERN
- P. Vogel - Caltech
- I. Zheleznykh - Moscow

Local Organizing Committee

- D. Bourssette, M.C. Bustamante, M. Cribier (co-chair), J. Dumarchez, S. Lavignac, L. Simard, F. Vannucci, D. Verkindt, D. Vignaud (co-chair), M. Vivier, S. Ydelingum, M. Zito

<http://neutrinohistory2018.in2p3.fr/>

Next Steps – Where To Use SMEs:

Images



Next Steps – Where To Use SMEs:

Flowcharts

The whiteboard contains the following content:

- ① Internal linking seems to be a Penguin factor
- ② A lot of competitive have used internally and
- How can we be smarter?
 - ① What would the **user** expect?
 - ② Which pages are the most **competitive**?
 - ③ Think about **taxonomy** (aka "page types")
- ④ Beware microsite sitewides
You can use your taxonomies here too
- ⑤ TP Google...

Smarter Internal Linking

How about this page?

- ① Side bars
- ② Popular Products
- ③ ccTLD's

Diagram:

```
graph TD
    Homepage[Homepage] --> Category1[Category]
    Homepage --> Category2[Category]
    Homepage --> Category3[Category]
    Category1 --> Product1[Product]
    Category2 --> Product2[Product]
    Category3 --> Product3[Product]
    Product1 --> ProductDetail1[Product Detail]
    Product2 --> ProductDetail2[Product Detail]
    Product3 --> ProductDetail3[Product Detail]
```

<http://www.minutely.com/summaries/the-microsite-mistake-moz-whiteboard-friday>

Next Steps – Where To Use SMEs:

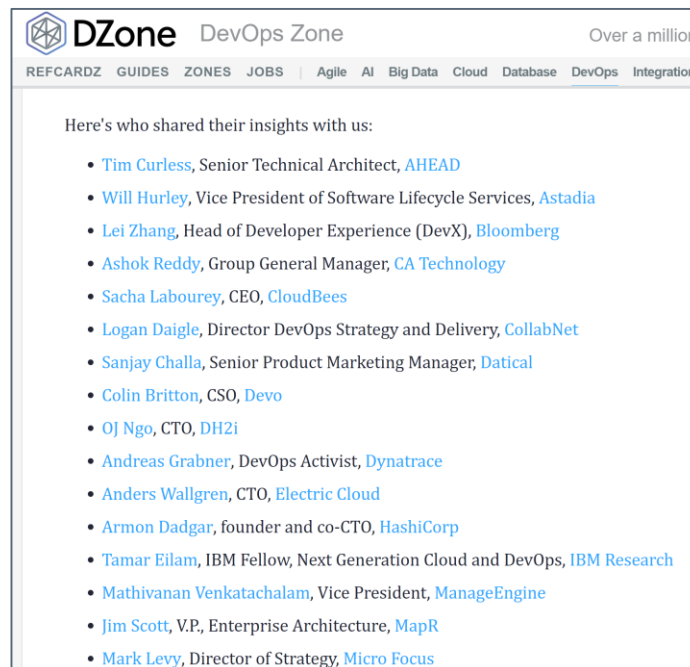
Gifs



Next Steps – Where To Use SMEs:

Additional Resources Section (patents and provisional)

Use Cases
Licensing



DevOps Use Cases
Financial services and insurance
lead twelve other verticals in
using DevOps to problem-solve
and improve performance

Thank You

Any Questions?

Jeff Selig

VP Earned Media and Analytics

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jselig@OverdriveInteractive.com



Download the deck ovrdrv.com/sme