OVERDRIVE INTERACTIVE

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

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

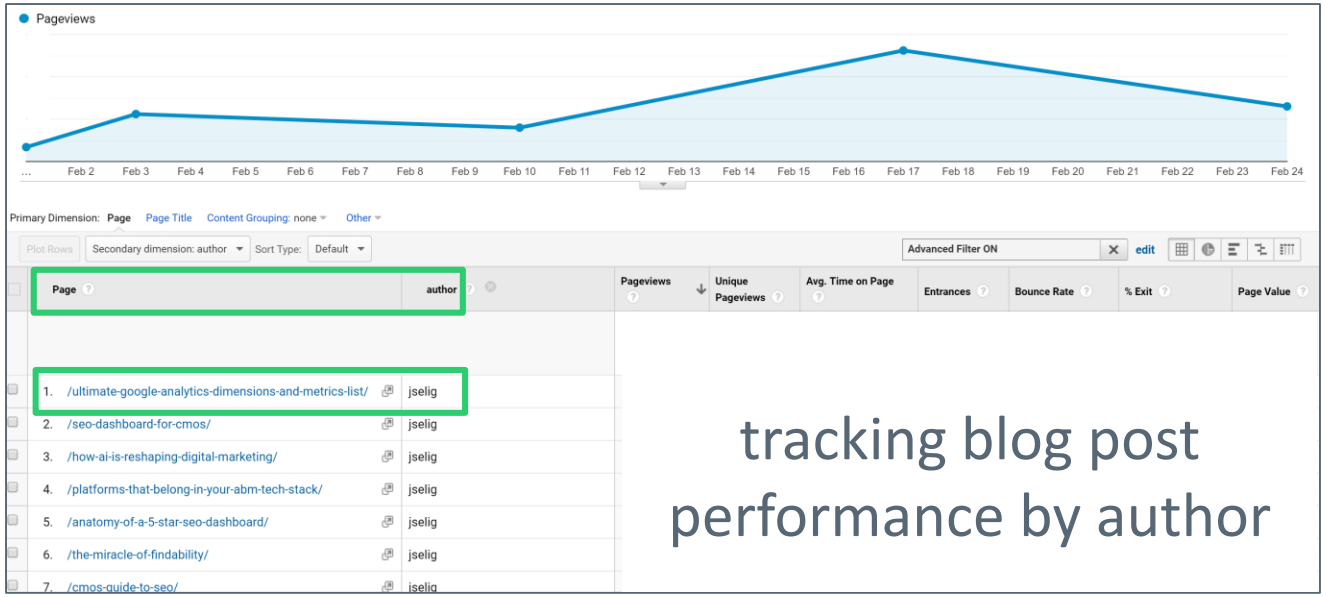
transition from marketing to publishing showcasing your corporate competency

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

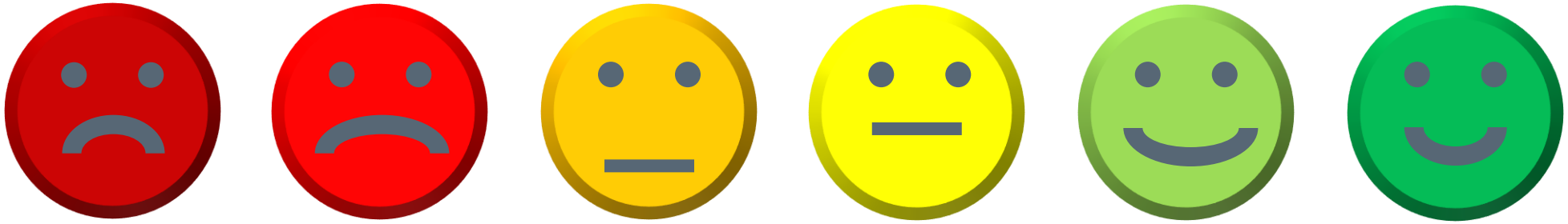
integrate SMEs into your end-to-end publishing process

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/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

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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

or Your Life

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	**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." 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.

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

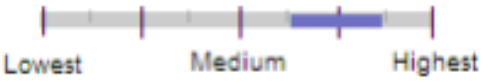
High Quality Page Criteria

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	• 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

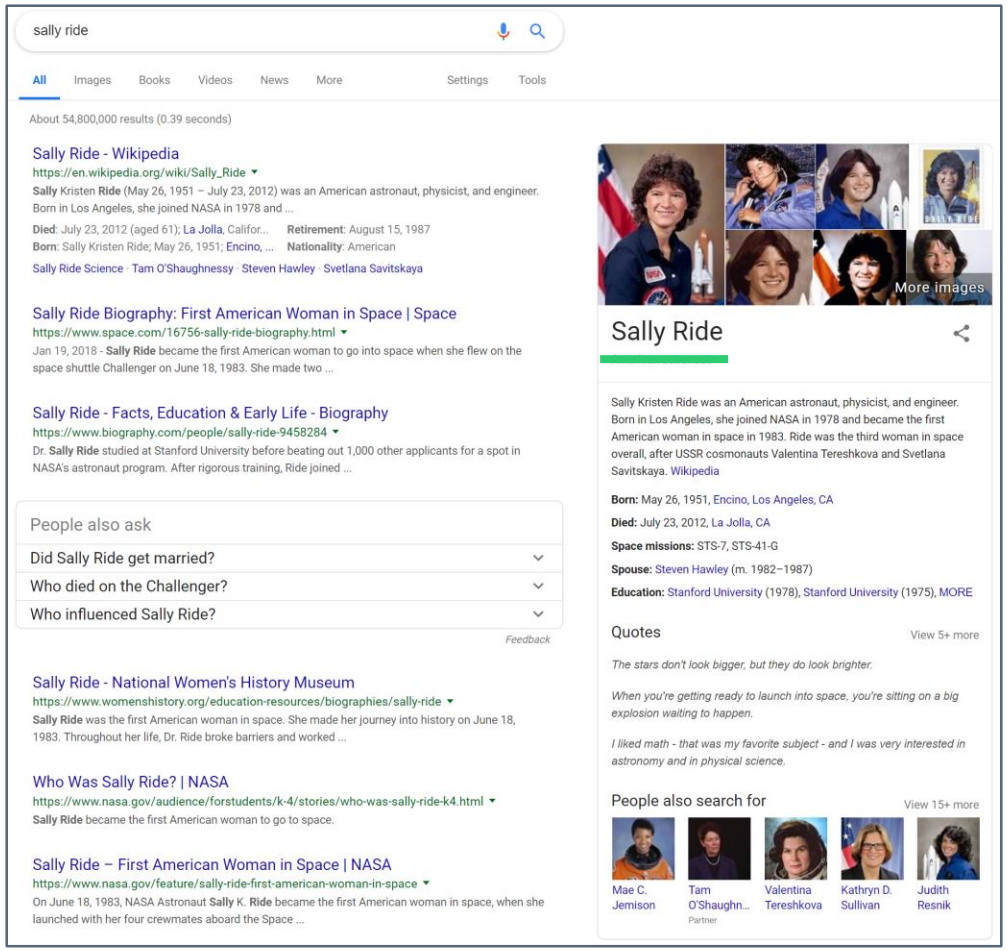
area of expertise?

- 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 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

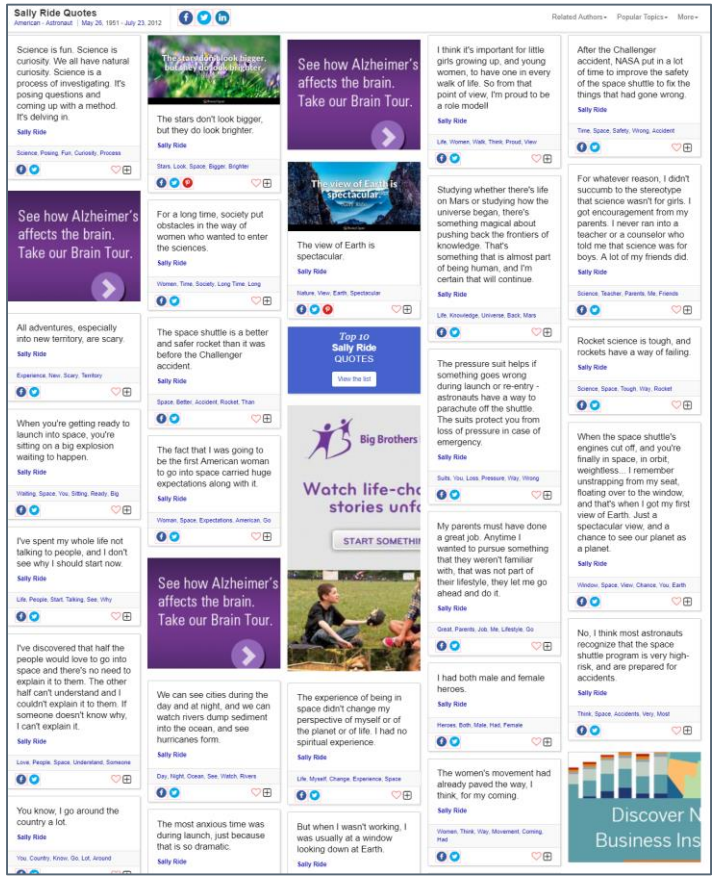
Sally Ride Girls Science Camps

Sally Ride Science company website

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

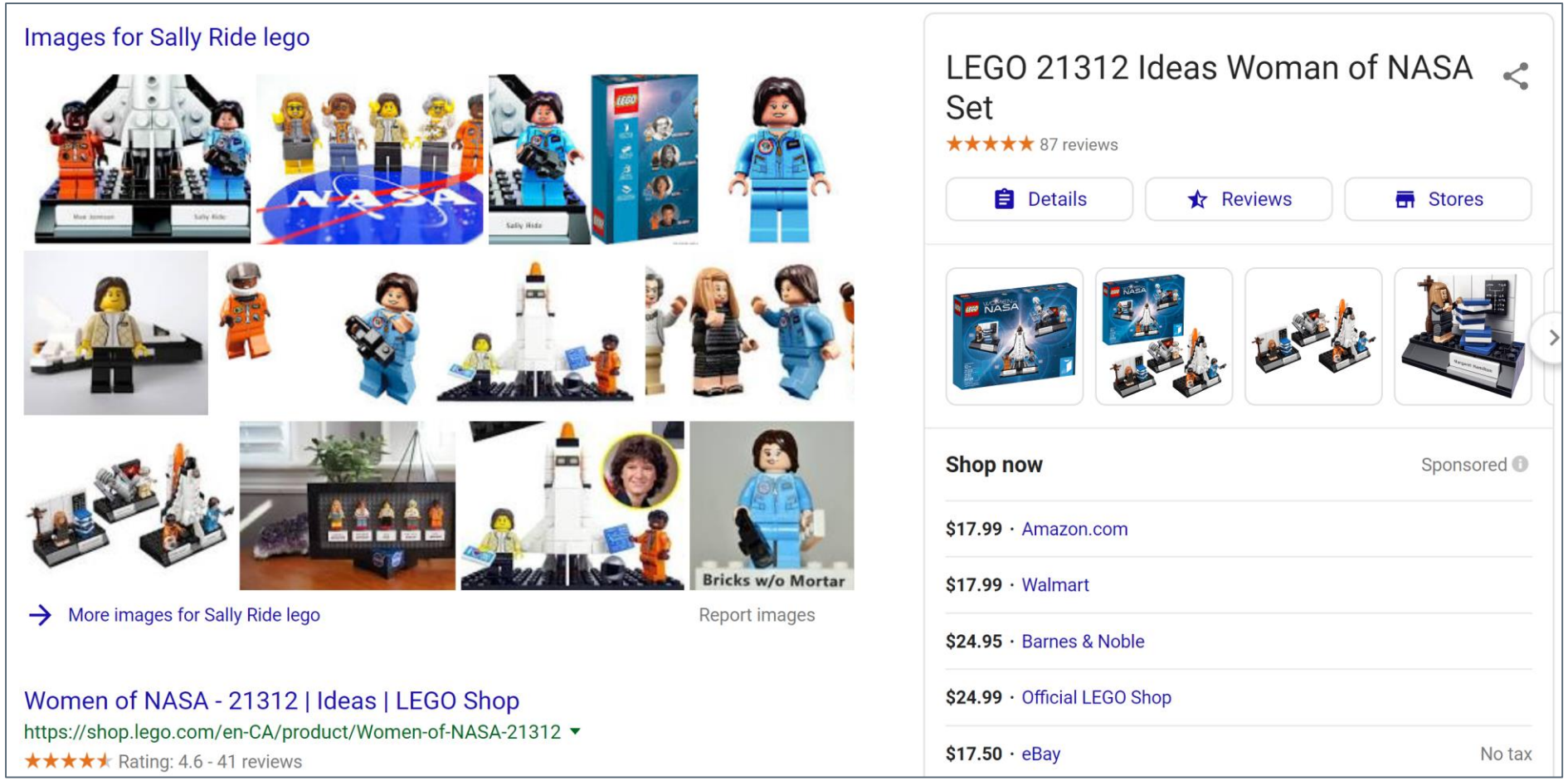
Williamson, Marcus (July 25, 2012). "Sally Ride: The first American woman in space". Obituary.

Quotes



> I did not come to NASA to make history.
>
> **Sally Ride**

Action Figures



Pop Culture

In 1999, Ride appeared as herself on the *Touched By An Angel* episode "Godspeed."

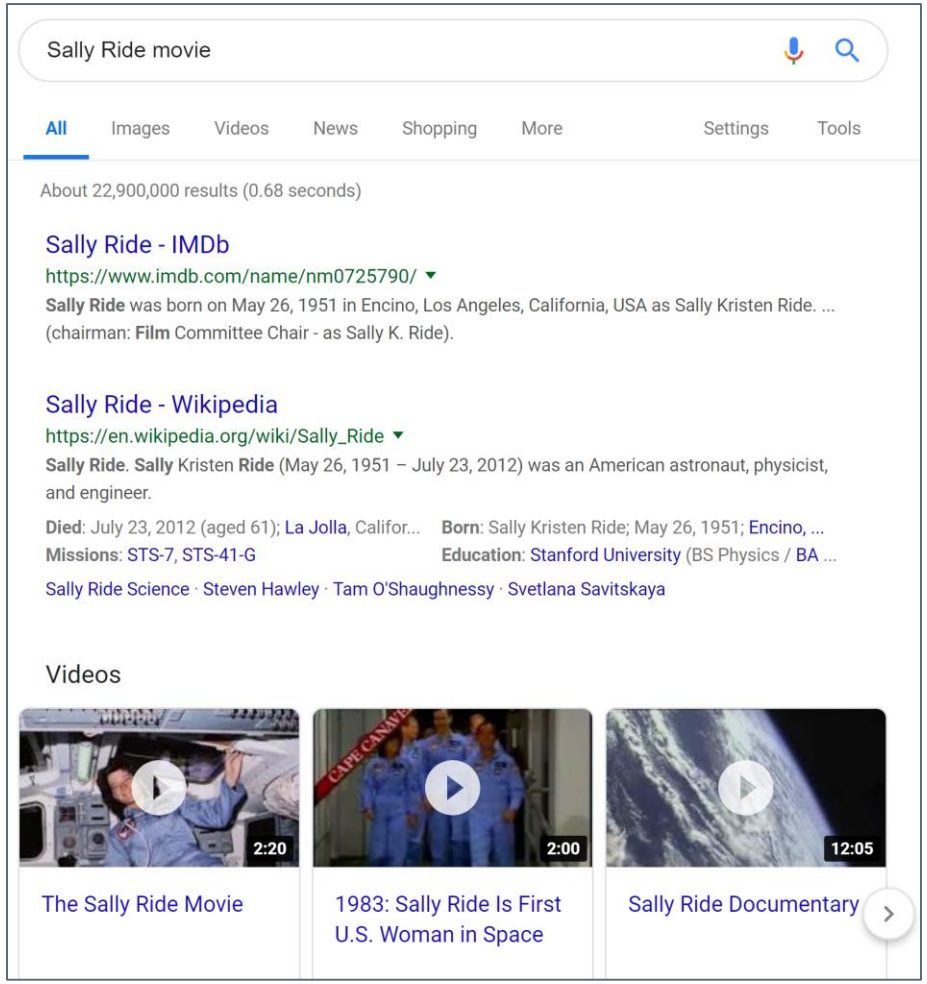
In 2013, Janelle Monáe released a song called "Sally Ride".[52]

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


Sally Ride movie
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
2:00
12:05
The Sally Ride Movie
1983: Sally Ride Is First U.S. Woman in Space
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

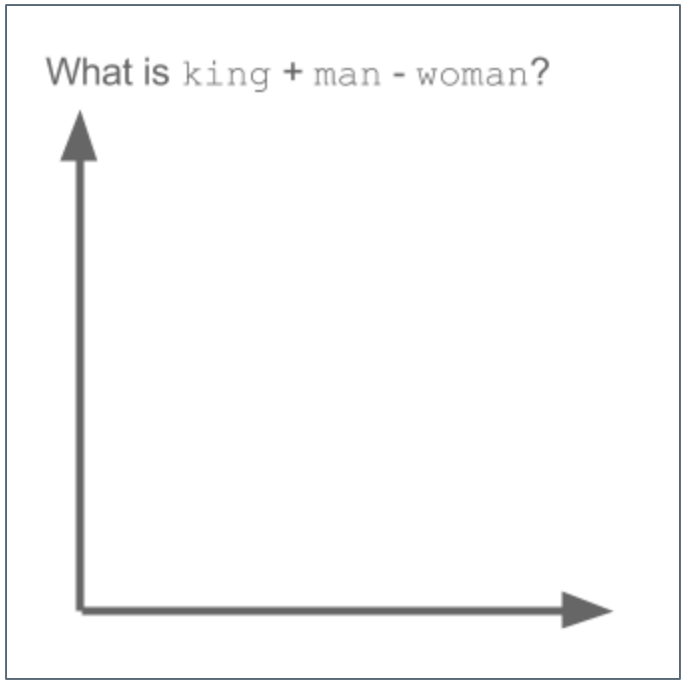
Katie Ledecky

Identities

connecting; known entities to known identities

Graphs and Vectors: Entities and Identities

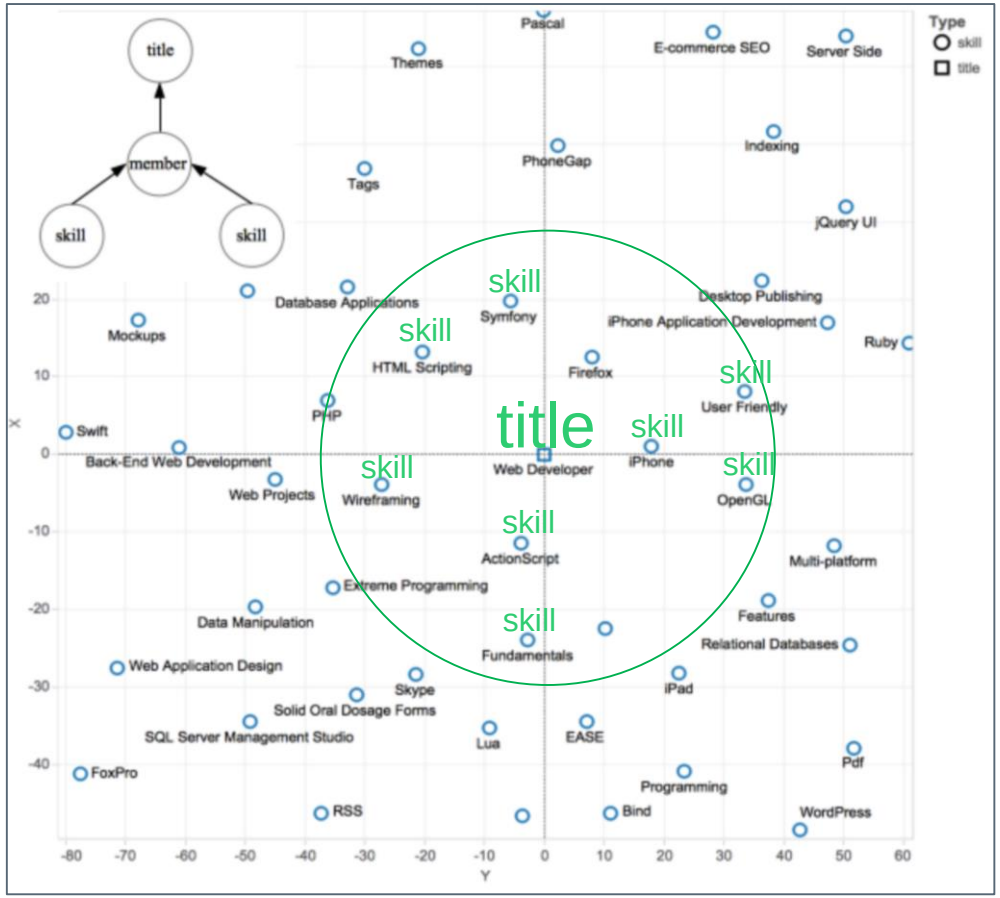
How is all this information connected?

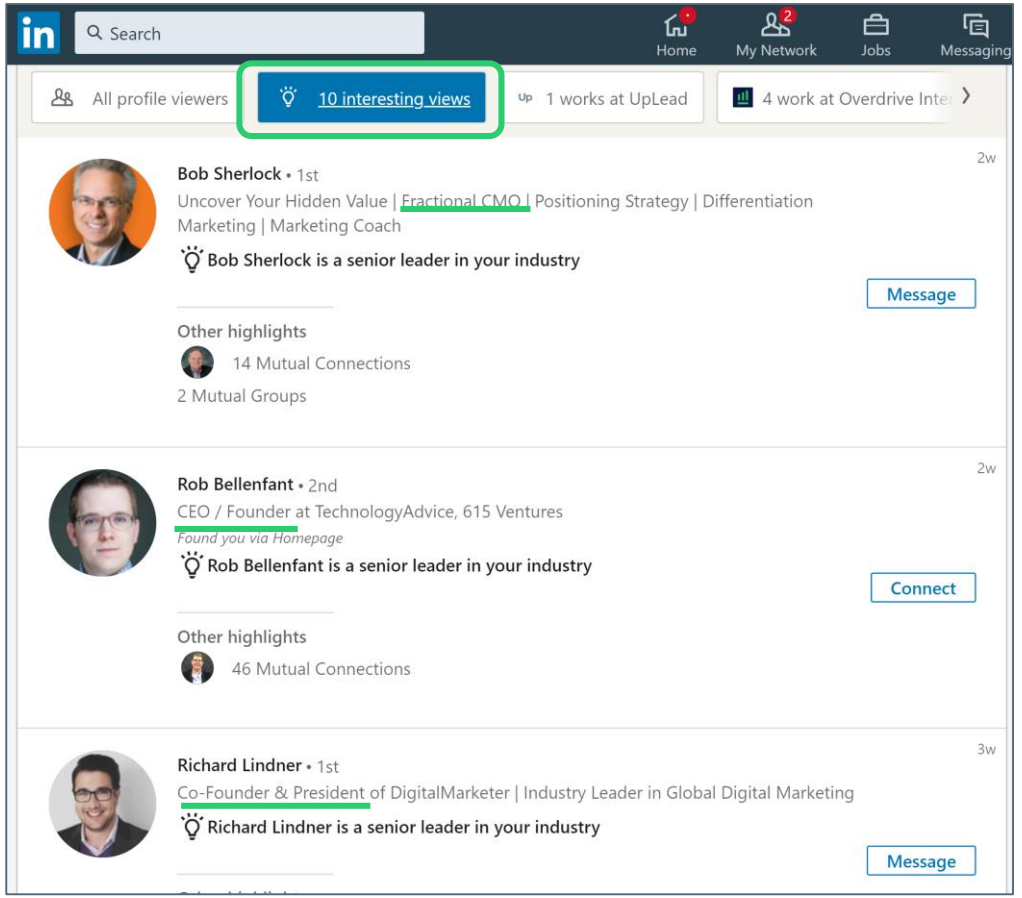


https://www researchgate net/figure/A-framework-for-learning-vectors-of-entity-types_fig1_320885509

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

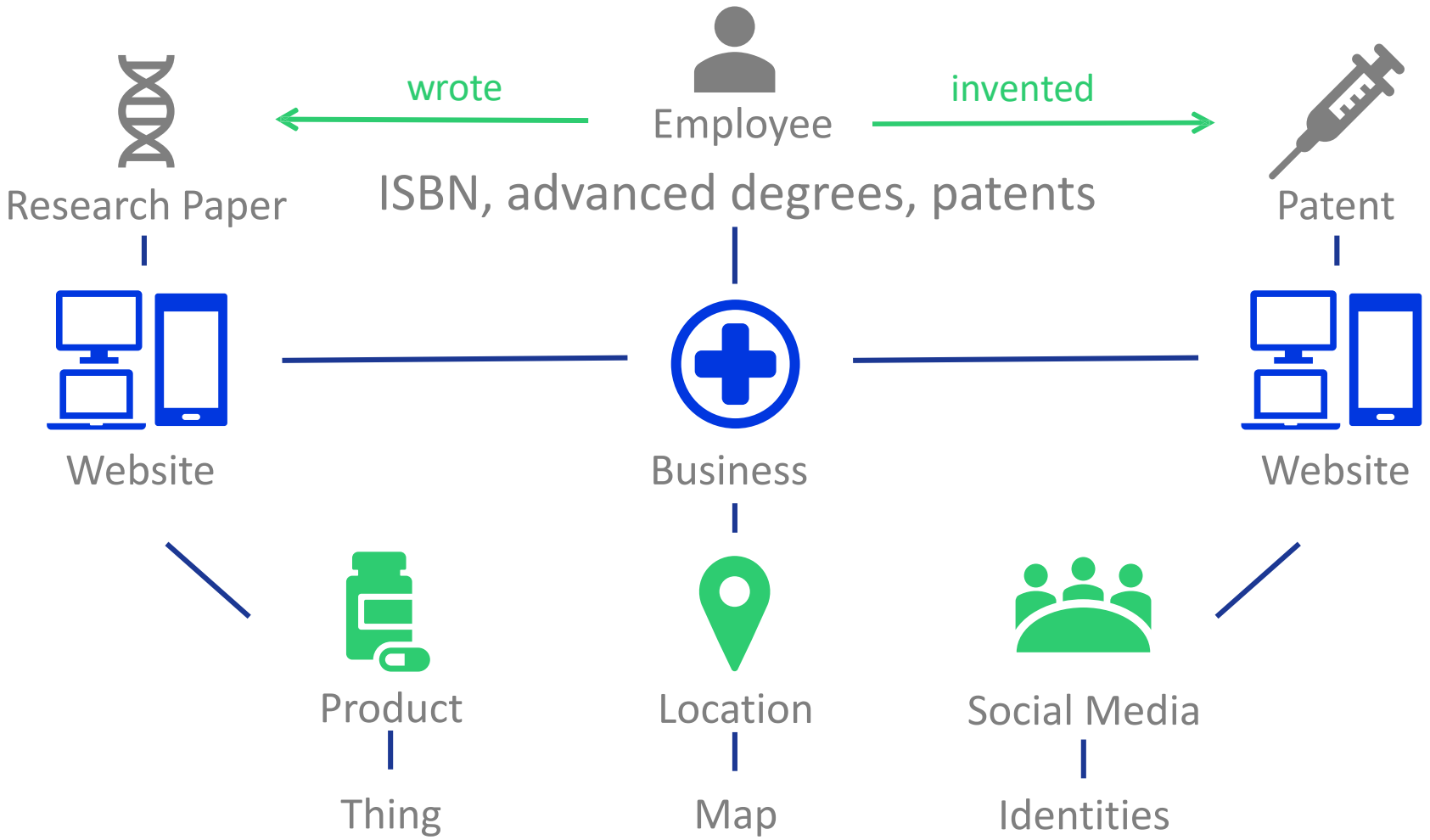
LinkedIn Knowledge Graph





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

Content: Entities and Identities



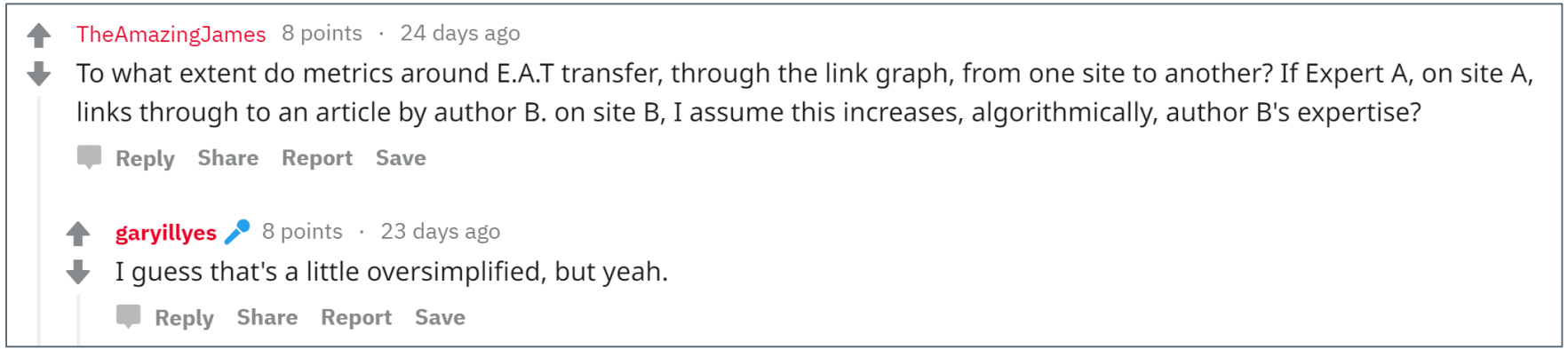
links

Author Authority

Links that come from websites of proven experts

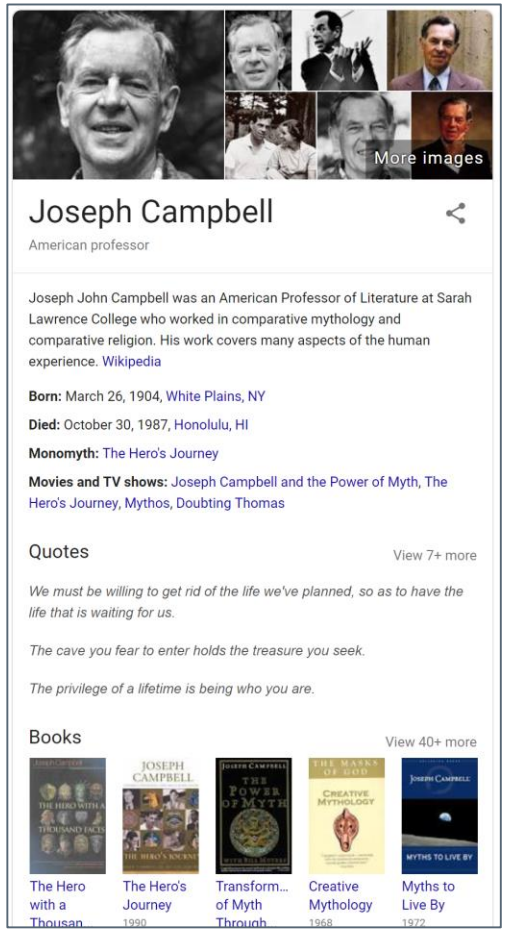
E-A-T can be transferred by link between authors.
This is confirmed by Gary Illyes of Google in a post on Reddit

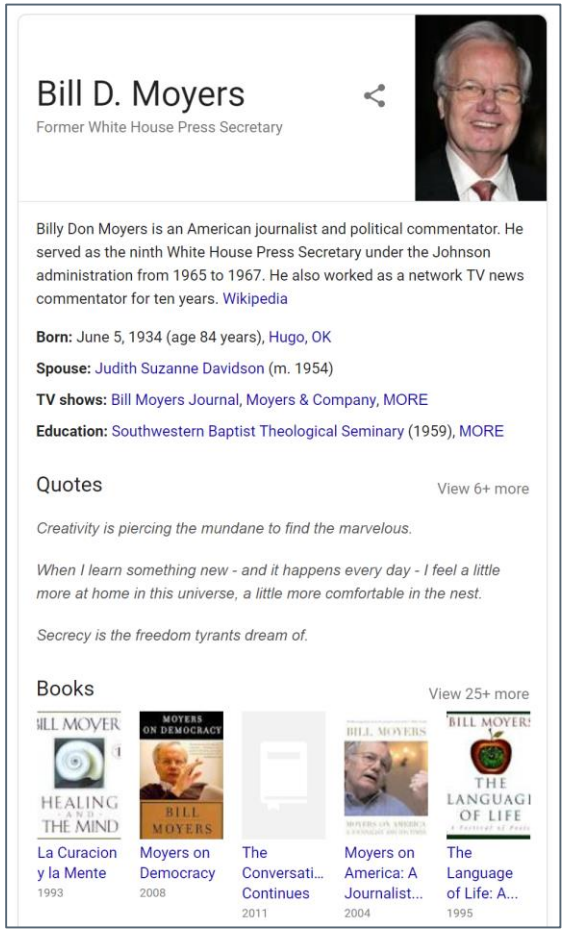
If an expert links to page A from an article by author B on page B, then the author on page B can benefit from it. Links pass equity for PageRank AND Author Authority through E-A-T

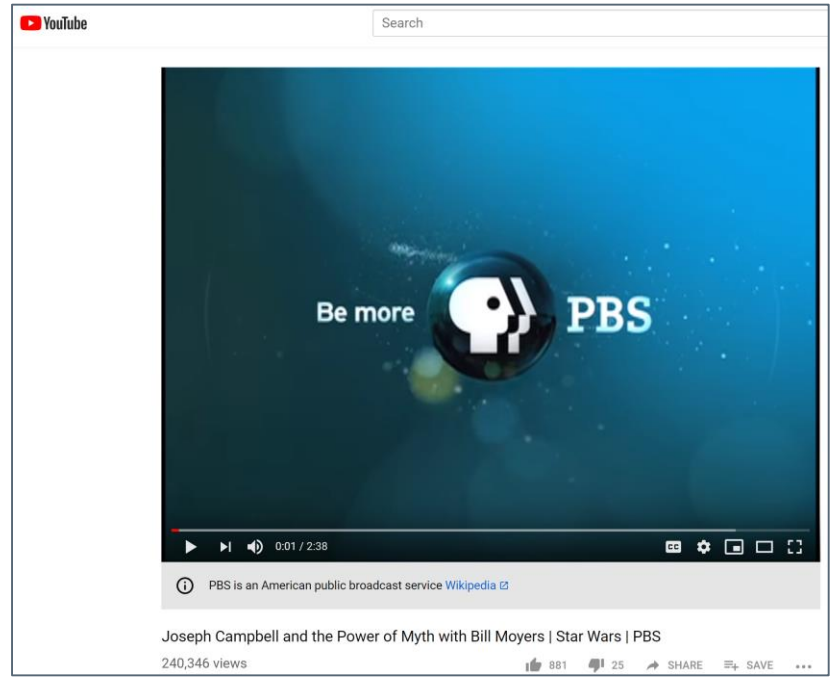


https://www.reddit.com/r/TechSEO/comments/ao3fmk/i_am_gary_illyes_googles_chief_of_sunshine_and/

Author Authority







known

entities to identities

these elements

increase SEO visibility

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

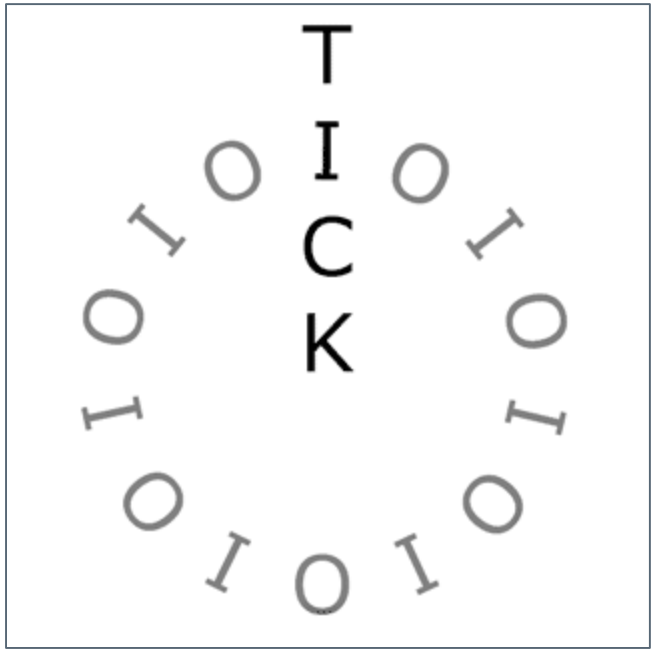
nominations

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

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

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

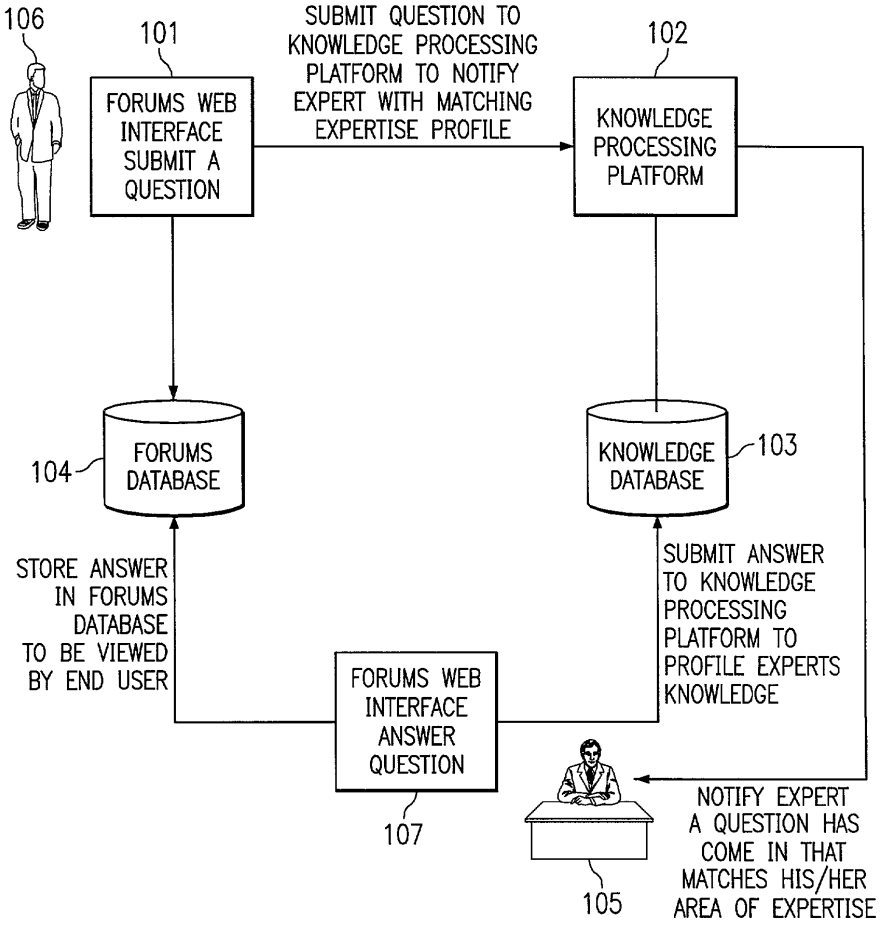
Promote Expertise help subject matter experts to become influencers. it's crucial for clients to have confidence in your highly trained and creative experts in their fields

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

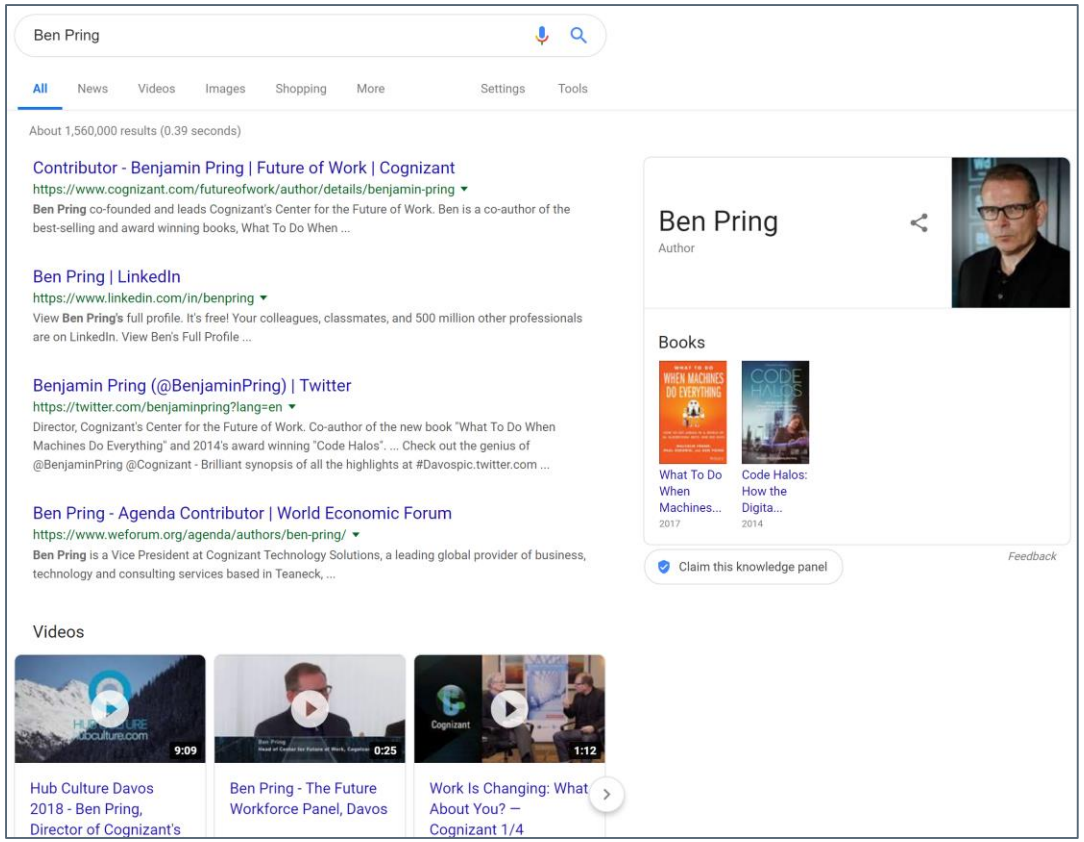


Social: Case Study

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."

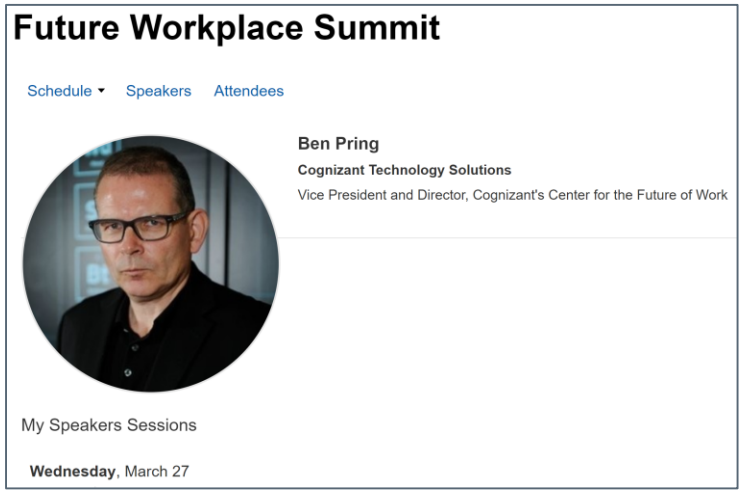
hashtag for this theme/campaign is **#FutureofWork**

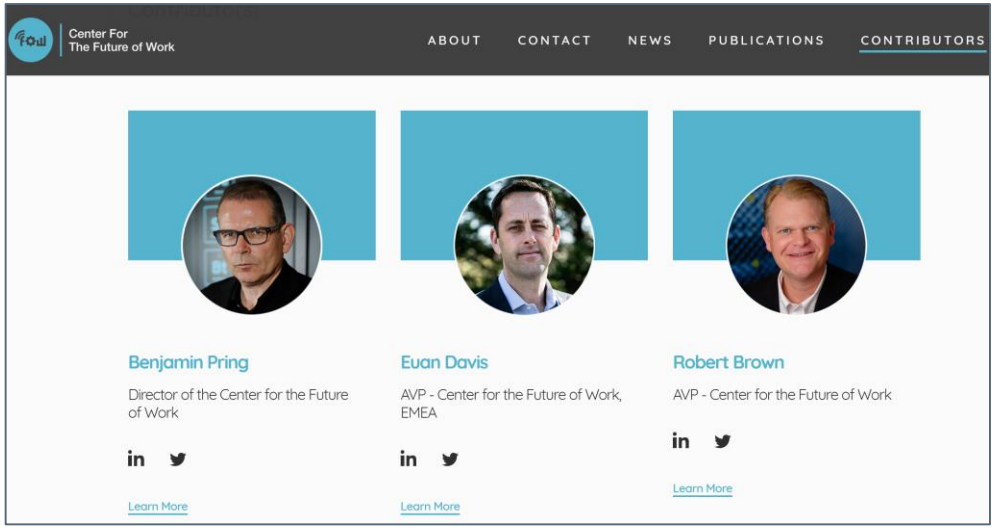


Social: Case Study

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

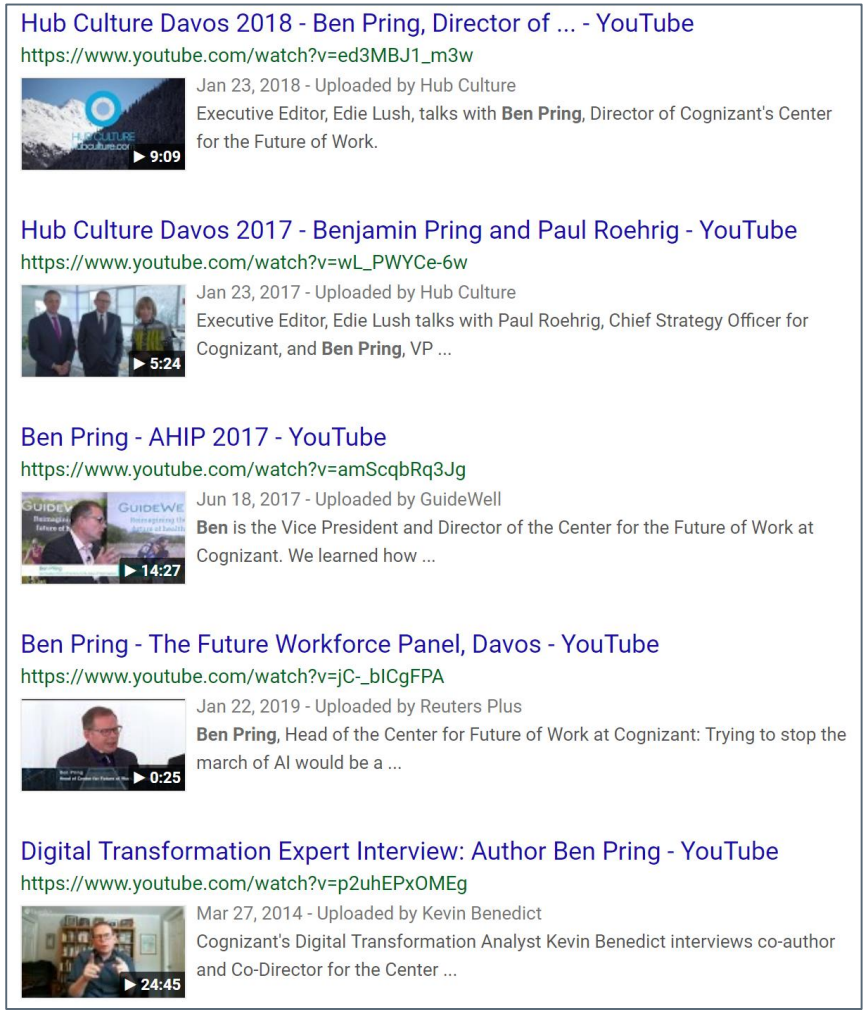




Social: Case Study

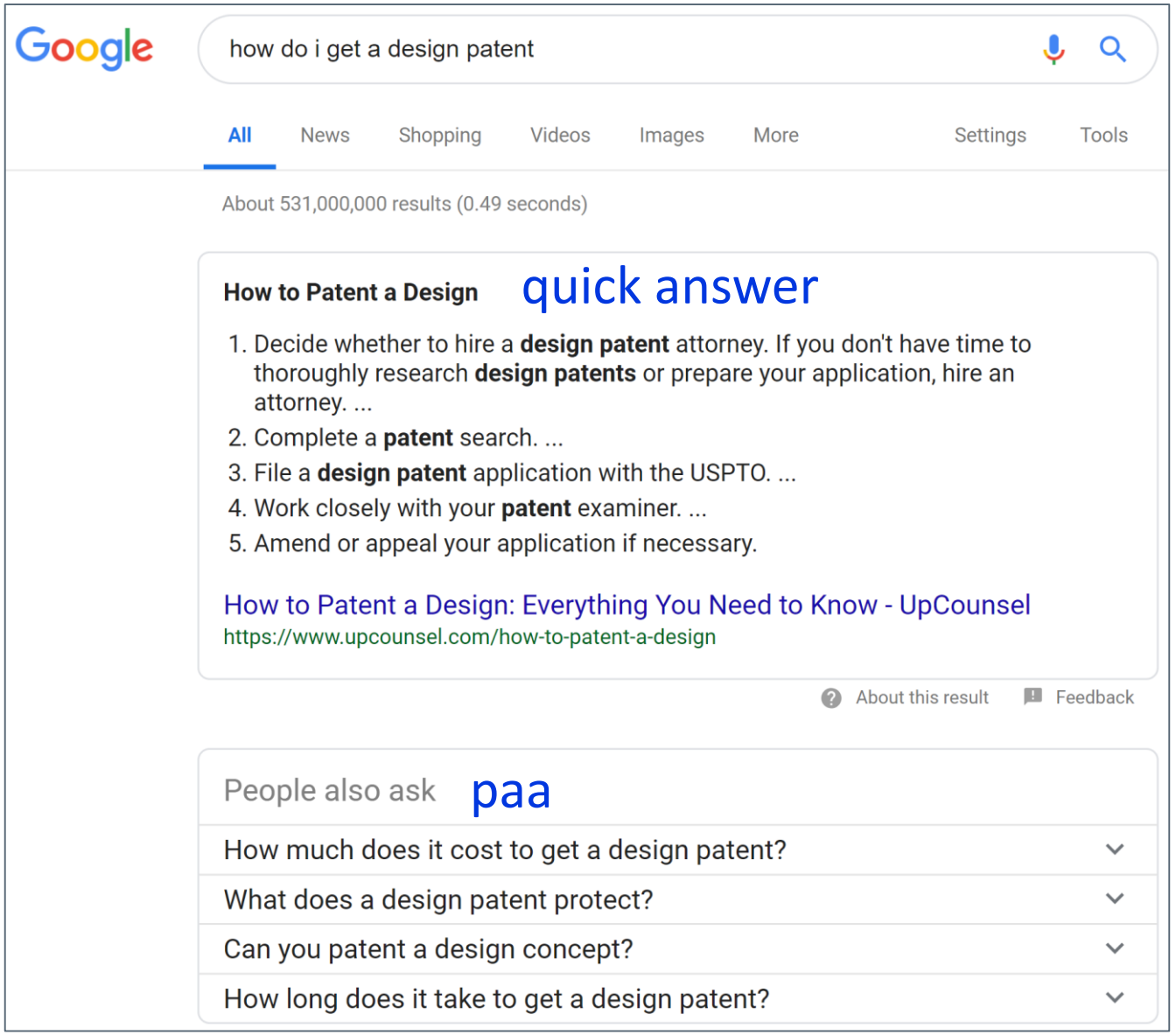
Cognizant created YouTube playlists where they interview additional experts about how they automation and AI will help the human workforce. Ben Pring is the hierarchy over all of these content pieces. Cognizant ties these videos back to his book/leadership through naming conventions and website links

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



How To Think About Content Development

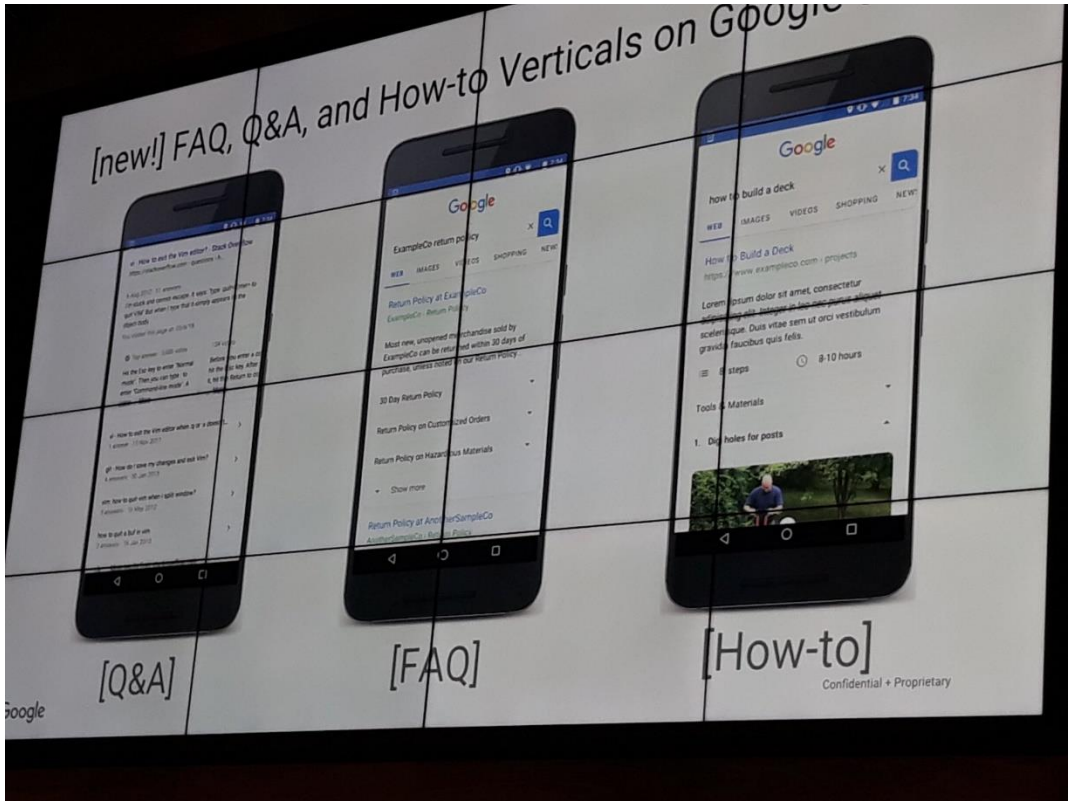
make questions central to your content strategy


Google
how do i get a design patent
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

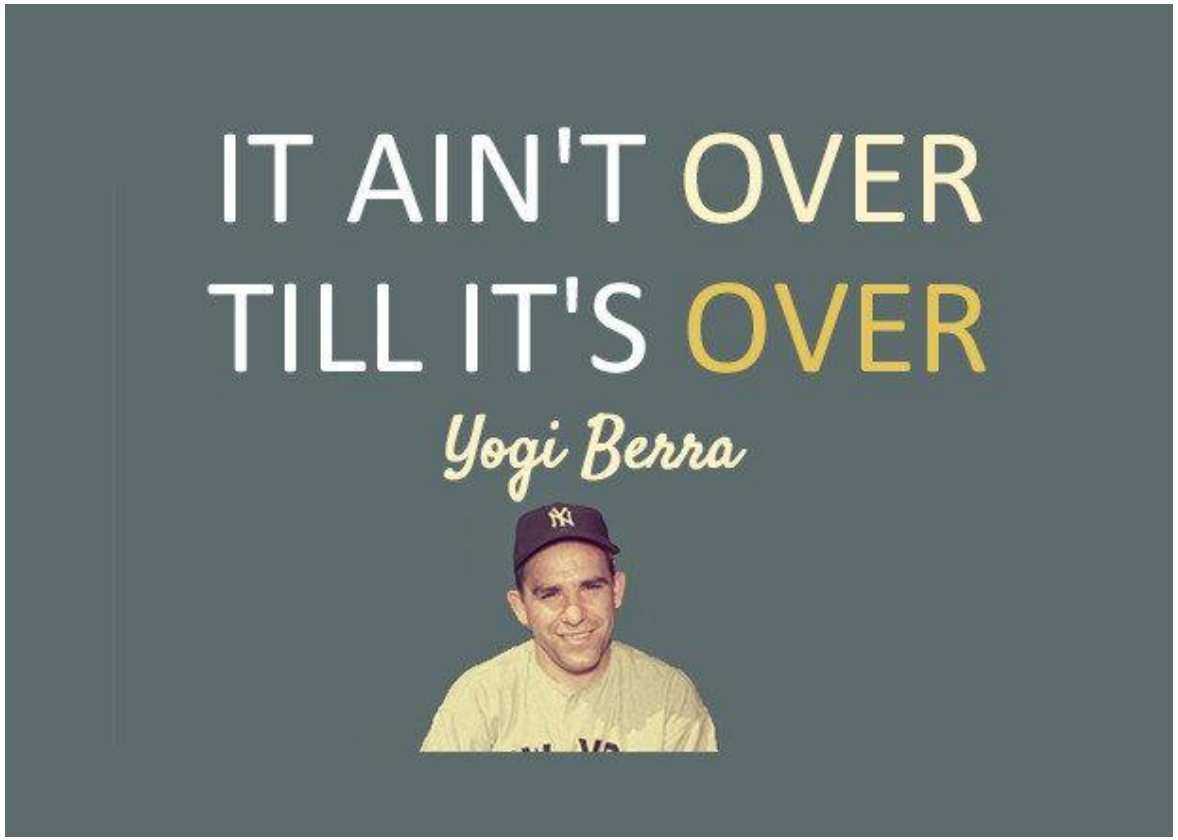
"We were using New Relic, but we never got the full picture of our production environment. Dynatrace claimed to be super simple and we thought let's try it. Honestly we were amazed by how simple it really is."

Mark Kaplan, Director IT at BARBRI

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.

CareerCast

"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

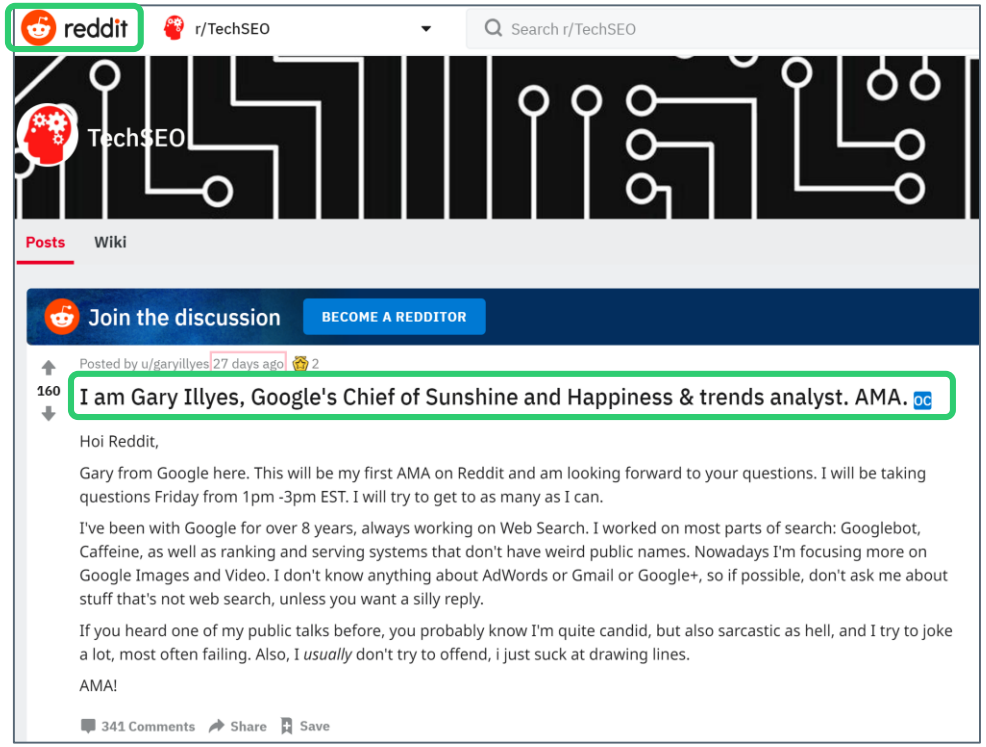
"Stress in the workplace might prompt job seekers to consider a career change. We have identified jobs such as Medical Records Technician, Operations Research Analyst and Massage Therapist, which might be a good fit for those seeking a less stressful position," says Kyle Kensing, Online Content Editor,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

Next Steps – Where To Use SMEs:

Social Posts

Next Steps – Where To Use SMEs:

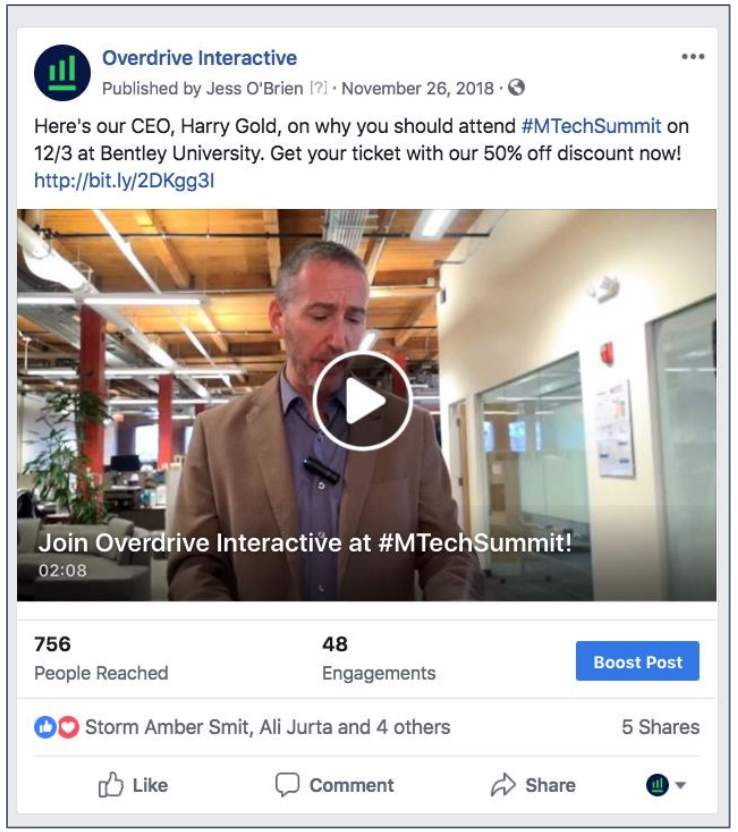
Community/Forum Sections of your site and others



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:

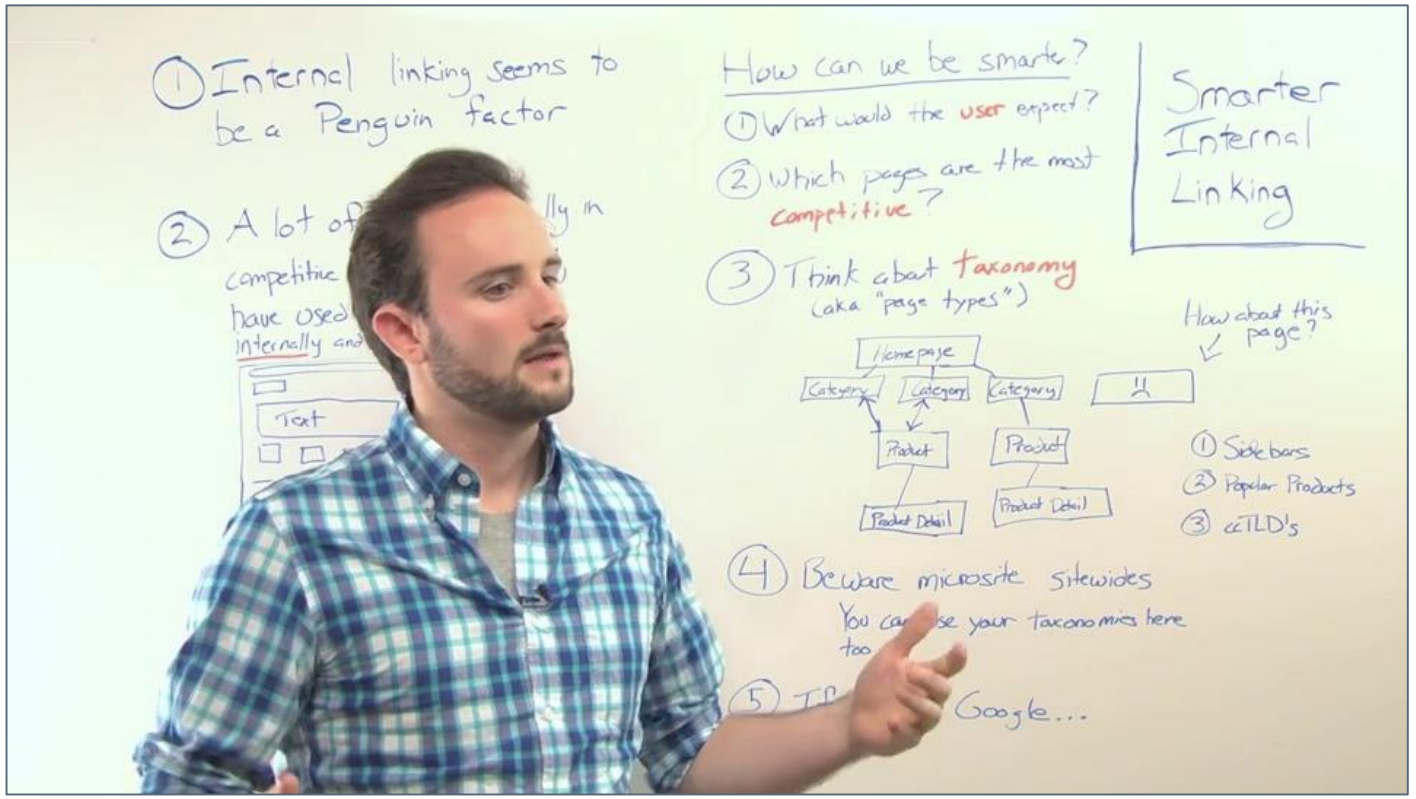
PDFs

Next Steps – Where To Use SMEs:

Images

Next Steps – Where To Use SMEs:

Flowcharts



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

Next Steps – Where To Use SMEs:

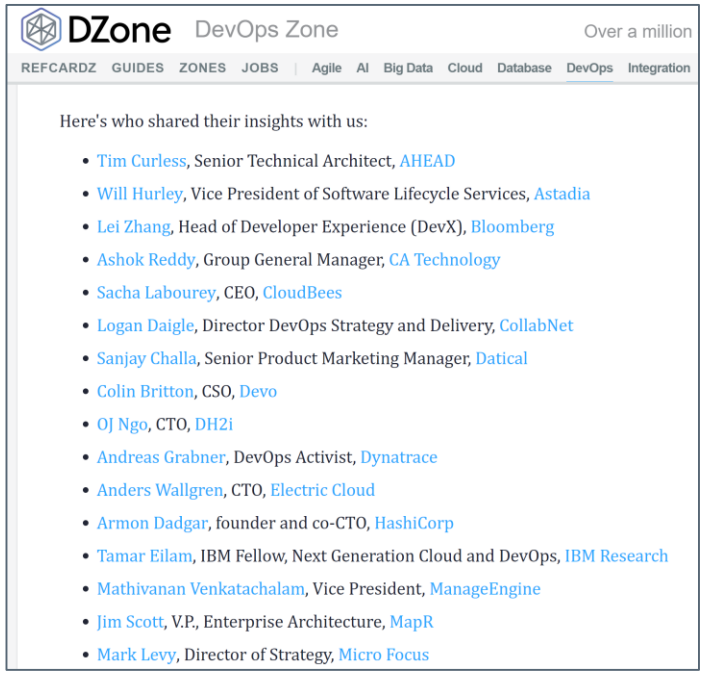
Gifs

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?

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OVERDRIVE INTERACTIVE

Download the deck ovrdrv.com/sme