

Brainstorming on Steroids: Intro to 10x Content

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User Name: SEOkitten

Job Title: SEO Analyst

Start Date @ Wikia: May 19, 2015

FANDOMS:

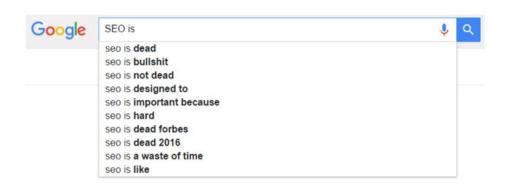








Before We Begin . . .



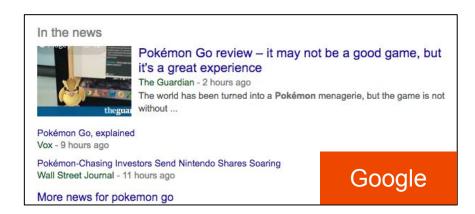
Search Engine Optimization is a multi-discipline field that aims to increase traffic and site visibility through placement on search engine results pages, or SERPs.





Defining Content







The Globe and Mail



Jul 12, 2016



Content in Search

- Sites need to be discoverable and crawlable
- Pages need signals that search bots can read
- Sites need to be indexed in order for pages to rank



SEO + Social

About 12,800,000 results (0.41 seconds)

FACEBOOK SHARES LINKEDIN

TWITTER

PINTEREST

GOOGLE+

TOTAL SHARES

5 road trips from Toronto you should do this summer ...

https://travelmammal.wordpress.com/.../5-road-trips-from-toronto-you-s...
May 27, 2015 - Are you hungry for a NEW weekend getaway from Toronto this summer? Here are 5 road trip adventures around Southern Ontario that you ...

174.3k

116



638



175.5k

Top 10 Best Canadian Road Trips | Reader's Digest (5/11)

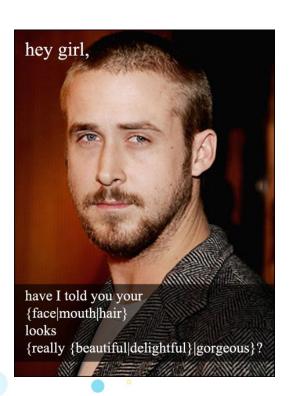
www.readersdigest.ca > Ontario > Top 10 Best Canadian Road Trips ▼
A short, scenic drive from Toronto or London, Stratford makes for a great day trip or weekend getaway, complete with charming small town, historic inns, a scenic ...

Content that drives user engagement succeeds in both search and social.





Good Content



- Detailed and thorough.
- Provides unique information or opinions.
- Includes relevant images and video.
- Correct grammar, spelling, and markup.



Query: "Fallout 3" = 3.86 mil documents

About 3,860,000 results (0.39 seconds)

Fallout 3 - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Fallout 3 * Wikipedia *

Fallout 3 is an action role-playing open world video game developed by Bethesda Game Studios, and is the third major installment in the Fallout series.

Downloadable content - Book of Revelation - Inon Zur - CERO

Fallout 3 - Fallout Wiki - Wikia

fallout.wikia.com/wiki/Fallout 3 *

Fallout 3 is a post-apocalyptic computer and console open-ended, action role-playing game... Items - Fallout 3 quests - Portal:Fallout 3 - Fallout 3 plot

Fallout 3: Game of the Year Edition on Steam

store.steampowered.com > ... > RPG Games > Fallout 3: Game of the Year Edition ▼ Steam ▼ Prepare for the Future™ With Fallout 3: Game of the Year Edition, experience the most acclaimed game of 2008 like never before. ... Notice: Fallout 3 is not optimized for Windows 7 and later. ... Fallout 3: Game of the Year Edition includes all five of the Fallout 3 Game Add-on Packs:

Bethsoft.com - Game Detail - Fallout 3

bethsoft.com/en-us/games/fallout_3 * Bethesda Softworks *

Vault 101 – Jewel of the Wastes. For 200 years, Vault 101 has faithfully served the surviving residents of Washington DC and its environs, now known as the ...

Amazon.com: Fallout 3: Game of the Year Edition: Xbox 360: Bethesda ...

www.amazon.com > Video Games > Xbox 360 > Games * Amazon.com, Inc. *

Fallout 3: Game of the Year Edition. +. Fallout: New Vegas - Ultimate Edition. +. The Elder Scrolls V: Skyrim - Legendary Edition, XBOX 360. Total price: \$58.36.

Amazon.com: Fallout 3: Game of The Year Edition - Playstation 3 ...

www.amazon.com/Fallout-3-Game-Playstation.../B002BXKJ60 ▼ Amazon.com, Inc. ▼ With Fallout 3 Game of the Year edition, experience the most acclaimed game of 2008 like never before. Create a character of your choosing and descend into ...



Fallout 3

Video game

9.6/10 IGN.com 9/10 GameSpot

Fallout 3 is an action role-playing open world video game developed by Bethesda Game Studios, and is the third major installment in the Fallout series. It was released worldwide in October 2008 for Microsoft Windows, PlayStation 3, and Xbox 360. Wikipedia

Initial release date: October 28, 2008

Series: Fallout

Genre: Action role-playing game

Awards: VGX Award for Best RPG, More

Designers: Todd Howard, Emil Pagliarulo, Istvan Pely Developers: Bethesda Softworks, Bethesda Game Studios

People also search for



Query: "Star Wars The Force Awakens" = 56.5 mil documents

About 56,500,000 results (0.56 seconds)

Star Wars: Episode VII - The Force Awakens (2015) - IMDb

www.imdb.com/title/tt2488496/ Thternet Movie Database

*** Rating: 8.3/10 - 532,496 votes

With Daisy Ridley, John Boyega, Oscar Isaac, Domhnall Gleeson. ... Star Wars: Episode VII - The Force Awakens -- Experience the motion picture event · Star Wars: Episode VII - The Force ... Stars: Mark Hamill, Harrison Ford, Carrie Fisher.

Full Cast & Crew - Gwendoline Christie - Carrie Fisher - Mark Hamill

Star Wars: The Force Awakens - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Star_Wars:_The_Force_Awakens
Wikipedia

Star Wars: The Force Awakens (also known as Star Wars: Episode VII – The Force Awakens) is ... The seventh installment in the main Star Wars film series, it stars Harrison Ford, Mark Hamill, Carrie Fisher, Adam Driver, Daisy Ridley, John ... The Force Awakens is the first film in the Star Wars sequel trilogy announced after ...

Daisy Ridley - John Boyega - Adam Driver - Carrie Fisher

In the news



New Theory Suggests That Star Wars: The Force Awakens Suffered Due To This Classic Character

Cinema Blend - 2 days ago

The biggest criticism that Star Wars: The Force Awakens faced during its theatrical release ...

'LEGO Star Wars: The Force Awakens' season pass detailed Engadget - 3 days ago

The 'Star Wars: The Force Awakens' Vinyls Come With Floating Holograms Highsnobiety - 13 hours ago

More news for star wars the force awakens



Box office: 2 066 billion USD

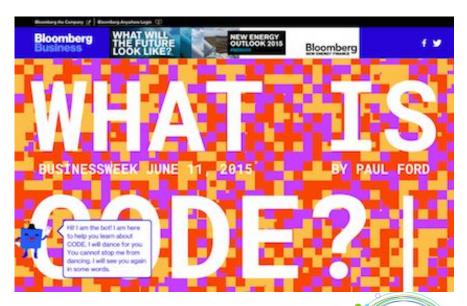


Great Content



Enter your quote above. You can use speech marks for better accuracy

Get a Random Quote See the Top Ten Liked Quotes



wikia 2016

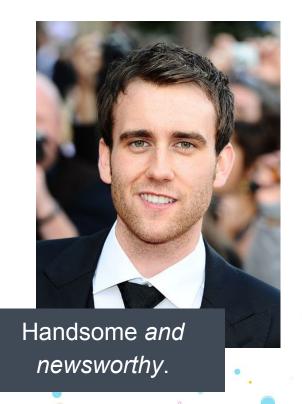
10X Content



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10x Content





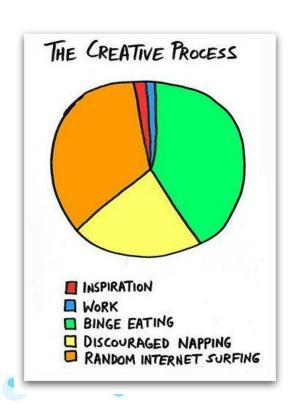




Research & Ideation



Topics and Goals



What are some possible goals for a Fandom article?

Choose a topic and a goal **before** starting research.



Competitive Research

About 209,000 results (0.27 seconds)

The best Stardew Valley mods | PC Gamer www.pcgamer.com/stardew-valley-mods/ PC Gamer

Apr 12, 2016 - From Star Wars retextures to easier fishing, here are the best mods for Stardew Valley.

Apr 12, 2010 -	TOTT Olai Wals I	STORTUTES TO GE	isier listling, fiere are the	Dust IIIous	IOI GIAII GETT	*
1) PA: 56	25 links / 12 RDs	DA: 83	2,635,438 links / 9,012 RDs	10	Link Analysis	

Best Stardew Valley Mods | Stardew Valley Gameplay Mods - YouTube



2) PA: 1

https://www.youtube.com/watch?v=euQ1gWktglg Mar 10, 2016 - Uploaded by Radedo

These are my Top 10 Stardew Valley Mods as of March 2016. I went through all the Stardew Valley mods ...

0 links / DA: 100 1,225,110,459 links / 3,525,470 RDs

'Stardew Valley' Mods: 19 Amazing Add-Ons For Our Favorite Country ... www.idigitaltimes.com/stardew-valley-mods-19-amazing-add-ons-our-favorite-countr... *

Mar 15, 2016 - Dozens of great Stardew Valley mods are already available for download, if you know where to look. We've rounded up 19 of our favorites to ...



Stardew Valley Nexus - Mods and community www.nexusmods.com/stardewvalley/ *

Back in the middle of 2015, FileFront.com quietly shut the doors to its various gaming hub sites (which were much like Nexus sites for game **mods** back in their ...

2,850,013 3,365 RDs		ink nalysis
	links/ Ø Å	

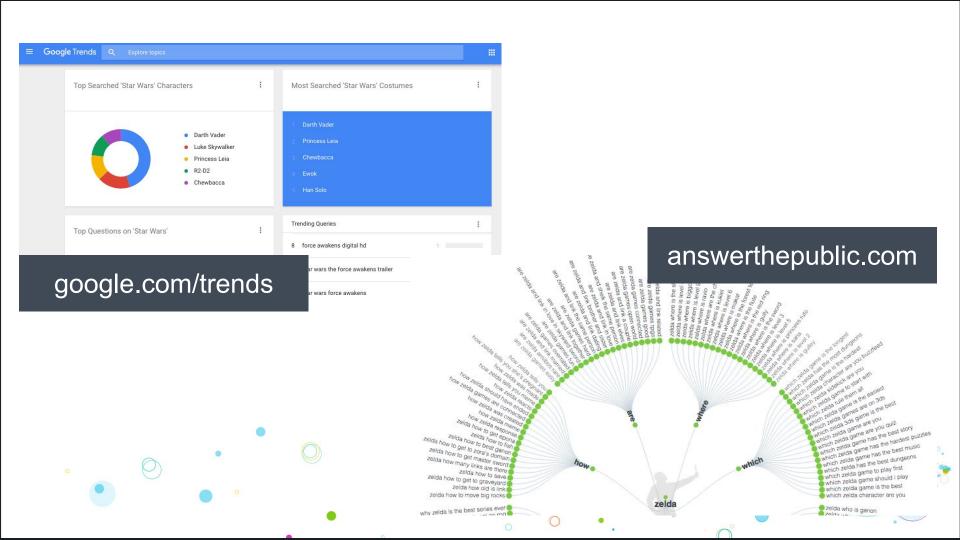


not as authoritative as Fandom

not detailed

Link Analysis





Audience

Who is the audience for a Fandom article?

Search engines and users need the same information.





Unique Value



The Top 10 Kisses of the DC Universe





It's Valentine's Day again, and the DC Comics Database put together a list of the top 10 all-time best kisses in DCU history. It was a struggle and there were a lot of heavy contenders. But we know how important it is for all of you to hear a bunch of grown men who spend all day writing about comic books tell you about kissing. If you're like me spending Valentine's Day alone crying while eating steak, we're sure you'll enjoy this trip down memory lane. While you're waiting around for "discount chocolate day" tomorrow like the rest of us decent folk, sit down and listen to us yammer.

10. Robin and Starfire in New Teen Titans #2 by Marv Wolfman and George Perez



Information not available elsewhere.





The Best 'Fallout 4' Mods for Every Kind of Player (UPDATED)



Superior to others on the same topic.

It's time for another roundup of the best *Fallout 4* mods for every kind of player! This is an exciting time to be a fan of *Fallout 4* mods. The creation kit has been out for awhile now, and some amazing modders are already working on massive story mods and other stunning creations.

Bethesda has also release mod access for Xbox One players. We've marked all of the featured mods as "Xbox Compatible" if you can get them on console. Unfortunately, most cool mods take some time to make their way to the console market. We suggest you do a search for all these mods at home, or you can find all Xbox One mods right here.

For the Roleplayer

Top Pick: LooksMenu Customization Compendium





The Deaths That Hurt The Most: Roy Batty from 'Blade Runner'



y: Bob Aquavia | June 6, 2016







We have grown desensitized to death in our film, television, and gaming diet. Life is often cheap in entertainment. But sometimes the creators in media find a way to make a connection that goes beyond the norm and makes us truly feel. In this column, we share the deaths that hurt the most. The ones that stick with us long after they've moved past our eyes.

I was a kid when Saturday and Sunday afternoon movies were still a thing. I don't mean going to the movie theater or popping on Netflix, but when your local channels would play random movies to fill up time in otherwise blank schedules. It's how, as an impressionable young lad, I was able to see horror/cult movies like *Rawhead Rex*, *From Beyond*, or *Hellraiser*; it's also how I was able to see classic films such as *Jaws*, *Aliens*, *Predator*, and *Robocop*. Of course, these were network channels so all the movies were heavily edited; but they still made an impact even all these years later: some I still love, while others really don't hold up as well as I remember. There were also a few that didn't seem like much at the time but still stuck in my head; once I grew up a bit, I came

Significant difference in voice or style.





On-Page Optimization



Keyword vs. Topic

Wolverine

James Howlett

Logan Howlett



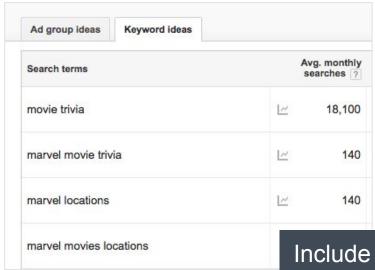
Voldemort

"He Who Must Not Be Named"

Tom Riddle



Keyword Placement





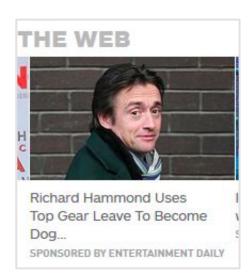
Include the focus term as close to the beginning as possible.



Titles

Best Practice: 50 - 71 characters (5 - 6 words) in length

- Use Numerals [7 not Seven]
- Leave room for readers to form an opinion.
- Does the title pose a question? Then this article must answer the question.
- Think about mom! Nothing sexual, vulgar, or misleading.





Introduction



The Top 10 Kisses of the DC Universe

It's Valentine's Day again, and the DC Comics Database put together a list of the t...

FANDOM, WIKIA, COM | BY WILLIAM ARROWSMITH

- Leave context, reactions,
- The Top 10 Kisses of the DC Universe Fandom Powered by Wikia fandom.wikia.com/articles/top-10-kisses-dc-universe *

It's Valentine's Day again, and the DC Comics Database put together a list of the top 10 all-time best kisses in DCU history. ... The Legion of Super-Heroes are one of DC's most tragically under-rated properties. ... For more information on the greatest couples of the DC Universe ...

- Include the focus keyword at least once in the first paragraph
- Respond to the main question "above the fold"
- and analysis for later in the article



Appearance in Search

Burgers are OLD NEWS we hear you cry. The surge of new **burger** joints might have slowed down but the demand is still damn high. McDonald's serve 68 ...

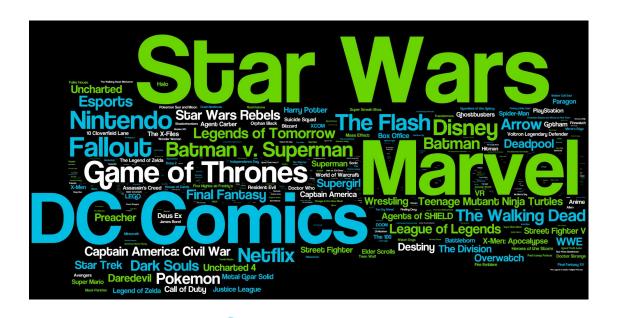
search terms

Trainer Sale – great savings on Sneakers, including discounts on ... www.offspring.co.uk/view/category/offspring_catalog/6 ▼
Items 1 - 24 of 743 - Trainer sale now on at Offspring. Savings on Nike, Converse and many other brands. Shop now for great discounts on trainers.

meta description



Internal Links



Links are the path
search engines and
humans use to discover
pages and understand
the relationship
between pages.

Goal: Link out from each article a minimum of 3 times

Feedback





User:Ducksoup



User:Ohmyn0

Edits can feel like a chicken on fresh concrete.



10X Content



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Questions?

