

Resources and Links shared within the May 2017 MasterClass w/ Mary Bowling

1. Janet: how do you get your logo to show up?

* SEN Host: <https://developers.google.com/search/docs/guides/enhance-site>

6. Dan Isbister: You mentioned Consolidation, how should we think at a high level about page consolidation on a site?

7. Jeff King: Could you elaborate a little more on how the categories in those external services affect Google's categories? Are you saying that it will help Google to create a more relevant category? (Basement services site)

9. Justin: Other than finding and using the correct categories, what do you feel is the next most important element for highly successful on page optimization?

10. Dan Isbister: how should you think about "local", I have customers in cities where 1-10 miles might be local. Where is rural areas, 40 miles might be "local".

12. Mary Jo Caruso: Now that Google has a new sorting feature for Hotels, how do you optimize your hotel to appear in these local searches? Things like: pool, pet friendly, etc.

13. Kate Barlow: You can cut the low hanging fruit on pages with Screaming Frog - anything with a very low word count is likely to be low value.

* SEN Host: Great point for sure Kate!

14. Janet: would you 301 redirect pages you delete to point to related pages?

15. Casey Markee: www.siteliner.com -- use this to surface shared content between pages on your site.

17. Shane Wright: Is there a preferred way to create content for the answer boxes? A single FAQ page with multiple questions and answers, separate pages each featuring one question and answer or something different? Would having that content in placed in a blog located in a sub-directory (website.com/blog/FAQ.htm) be effective?

18. barbara: instead of redirect couldn't you just use an internal or external link?

19. Janet: What about glossaries - they are short content. Would you put each word in the glossary on a separate page?

20. Stacey: Great job. Thank you so much!

21. stephan: Any good resource for nested schema?

* SEN Host(privately): I think this is something we will be working to create for you :)

22. Tracey Kazimir-Cree 2: thank you!

5. Virginia: Fabulous presentation, Mary!

23. Janet: Thanks!

24. Jeff King: THanks

25. SEN Audit Checklists: <https://www.searchengineneeds.com/se-news/checklists>



26. Dan Isbister: thanks!

27. Kate Barlow: Fantastic! Many thanks as always Mary :) !!!!!!!!!!!!!!!!!!!!!!!!!!!!!

28. Jason Odom: Thank you Great info

29. barbara: Thanks Mary I learned ALOT!