

Online Marketing Solutions

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PSCSConsulting.com

“PSCS Consulting's SEO team is uniquely suited for meeting a publisher's needs”

**Online
Audience
Optimization**

Online Audience Optimization

Online Audience Optimization (OAO), is the art and science of connecting great content to its target audience. OAO's purpose is to enable content publishers to extend this connection to the online environment. It tailors SEO and internet marketing to the needs and opportunities specific to content publishers.

As such, it goes beyond SEO, internet marketing, and even audience development. It leverages the enormous editorial resources of content publishers, and their existing connection with their audience, and uses the tools of SEO and online marketing to extend that powerful connection to their sites' content and audience.



Linda Ruth stands on the cutting edge of OAO and SEO theory and practice. For over a decade, she has guided publishers through the process of optimizing their online audiences. This work has convinced her that traditional SEO cannot fully meet the needs of content publishers, a discovery which prompted the development of Online Audience Optimization.

Strategy and Analysis: Your OAO campaign begins with an understanding of your content, your target audience, and the means you can use to bring that audience to your sites—and keep them there. While most SEO companies have a one-size-fits-all approach, PSCS Consulting knows that every site is unique, every solution individual. Beginning from the standpoint of your current strategy and goals we identify your current SEO strengths, and provide an in-depth analysis of the OAO opportunities available.

Keyword Analysis: The keywords that you select enable your site to be discovered by the search engines and by your audience; conversely, they also identify your potential audience and its specific needs. PSCS Consultings' approach to keyword strategy goes well beyond the old issues of tagging and density and reveal how to bring the most targeted and responsive audience to your site.

Site Structure: Understanding tiered site structure and the role of a coherent internal linking system is an essential part of effective OAO. Focusing the power of internal links to indicate to the search engines what is important to whom enables the online publisher to direct traffic flow and increases a site's searchability.

The OAO Difference



Ravi Both comes to PSCS Consulting with an MBA focused on Process Improvement. He brings his formidable talents to improve the processes of client sites, to the benefit of their OAO and SEO through front-end web development that improves the technical side as well as site usability.



Dariana Travis came to PSCS as an information analyst after spending years working and studying with one of the foremost brain researchers in the country. She combines her skills at analysis with a love of language to perform the tasks of keyword analysis, linking and tagging.

Linking: For content publishers, linking goes beyond connecting your site to others on the internet; it connects you to your target audience. Placing appropriate links, using appropriate anchor text—and avoiding the pitfalls of placing and using them inappropriately—is a dynamic and ongoing process. Your specific linking strategy not only brings you to the attention of the search engines, it also reveals to them the authenticity and credibility of your site.

Tagging: Appropriate tagging enhances descriptions appearing on search engine results pages. Attention to tagging can bring more people to interior site pages, facilitating OAO-friendly movement of traffic throughout the site.

Content Development and Editing: Powerful content is well-written, clear, useful, entertaining, and reflects a strong editorial "voice." Content developed for OAO displays the same qualities. From an OAO standpoint no conflict exists between creating great content and making that content discoverable online. With this understanding, publishers can move forward with confidence to allow their unique and valuable content to become more available to their target audiences.

The OAO Difference



Amy Spitzfaden has worked with publishers, consultants and academic institutions for the past five years to create and implement social media plans.



Kim Johnston's love of language has been the defining quality throughout her career as international language teacher, college instructor, editor of prestigious academic texts, and online content writer and editor.

Off Site Optimization: Even with a robust presence on social media, mobile media, content-sharing sites, and directories, the potential of this presence for developing site traffic may not be fully achieved. OAO offers an integrated approach to developing site traffic that leverages the full potential of your off-site presence.

Gamification: The use of gaming mechanics to elicit audience participation will make your site more usable, more searchable, and more likely to be visited repeatedly. It is an important tool for content publishers wishing to maintain a leadership position online. PSCS Consulting works with you to develop and refine your interactive approaches to audience development.

While some publishers perceive a conflict between creating great content and making that content discoverable online, from the standpoint of PSCS Consulting's OAO, such a conflict does not exist. OAO's goals are aligned to those of the search engines: making the best content available to the people who are looking for it. Through OAO, a publisher creates a dynamic relationship of mutually-achievable goals between editorial and SEO.

The OAO Difference



Ben Snow Aldrich has worked on movie sets and with David Lynch TV to create widely-viewed video clips and still photography. His company, Eastlight Studios, creates videos and photos for magazine and book publishers and for videogames.



DuCiel Aldrich is a web artist and game designer. Her company, Sat Yuga Studios, works with publishers to find innovative ways to add site interactivity through games techniques.

Video and Photography: The inclusion of video on a blog, site, or page will increase its searchability up to 50 times over the same content without video. PSCS Consulting can create new video clips and ensure that existing clips are adhering to the best practices of OAO.

Technical Audit: The review of a site's coding, urls, and links is an essential step. Even on a well-optimized site, a broken link, html error, or 'dirty' url can dramatically reduce a site's effectiveness. PSCS Consulting will review your site and correct these technical errors.

PSCS Consulting's SEO team is uniquely suited for meeting a publisher's needs. While many SEO experts come primarily or exclusively from a technical background, our team members are talented professionals who have spent their careers in publishing, supporting the creation of content and, in many cases, creating their own. Each team member understands publishing, content, and language, and is able to apply that understanding to link building, keyword optimization, social media, and all the other disciplines involved in SEO and OAO.

OAO and SEO Products offered by PSCS

E-Books

E-books can be used to encourage list signup and site traffic, as a revenue-generator, as a premium for other products, or as an introduction to a wider range of content.

E-Magazines

E-magazines can be used for custom publishing, marketing pieces, and site enhancements.

Trailers

First conceptualized and implemented by PSCS Consulting, magazine trailers create excitement and convey the sense of community that typifies a vital magazine audience.

Apps

Apps can introduce your audience to your site, provide additional points of entry to your editorial, and enhance your social and mobile media marketing efforts.

Games

Games and gamification increase site “stickiness,” encourage repeat visits and audience loyalty, and improve site usability.

Visit PSCSConsulting.com for more information on our Online Products and Services or send an email to lruth@pscscsconsulting.com



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