

Pillar Posts/Pages and SEO

1. **Goal:** Boosting SEO (Search Engine Optimization) through “organic” methods.
 - a. Some things SEO vendors do help you, some don’t make a difference, and some (like “link farms”) can actually hurt you.
 - b. Proper use of pillar posts (for blogs) or pages (for conventional websites) can provide major boost.
2. **Background:** How did Google revolutionize search engine operations?
 - a. A link to a website is considered like a “vote” for that website.
 - b. Google gives more weight to links from websites that are considered “important” (i.e., have a lot of incoming links themselves).
 - c. Clever way to use human intelligence/assessments to supplement AI.
3. **Application:** How can web pages take advantage of the Google algorithm to improve their Page Rank (i.e., appear higher on the list of sites returned in response to a search request)?
 - a. **One possibility:** Create “pillars.”
 - i. **Conventional approach:** A pillar is usually thought of as a comprehensive, authoritative guide to a topic.
 - ii. **Rationale:** Create something so useful that other websites will want to build links to it.
 - iii. **Challenges:**
 1. It’s work.
 2. There’s already lots of competition for most topics.
 - b. **A Different Approach:** A different sort of pillar: Embrace Controversy.
 - i. Create a “promotable” post or page that will attract links because it’s novel, controversial.
 - ii. Promote the post or page through social media or other methods (like asking owners of likely websites or blogs to give you a link). Try to go viral.
 - iii. **Attractions:** Link to home page not necessary & negative reactions also help.
 - iv. **Challenges:**
 1. How to find topics?; Will embracing controversy hurt you in other ways?
4. **Demos** (Netlawtools.com):
 - a. Conventional Example: Legal Ethics of Social Marketing (Annotated Bibliography).
 - b. Controversy Example: Is Internet better for legal research than Westlaw/Lexis?
5. **Discussion:** How to make controversy work for you?
 - a. Possibilities: Homogenous client base, Point Counterpoint approach; Use personal blogs; Label as “Off the Clock.”
 - b. Gen. George Patton theory.