

Productive Insights Presents

# 038. Rand Fishkin - How To Create Great SEO-Friendly Content Plus Key Trends In Search



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## Resources Mentioned:

- <https://moz.com/>

## Books Mentioned:

- [Good to Great: Why Some Companies Make the Leap and Others Don't](#)
- [Built to Last: Successful Habits of Visionary Companies \(Harper Business Essentials\)](#)
- [The Billionaire Who Wasn't: How Chuck Feeney Secretly Made and Gave Away a Fortune](#)
- [Influence: The Psychology of Persuasion, Revised Edition](#)



## Key points (with timestamps)

- 0:38 - Ash introduces Rand Fishkin.
- 1:49 - Rand on Abraham Joshua Heschel's quote
- 3:31 - How SEO & content marketing play an important role in business success
- 5:50 - How do you get your content in today's information overload environment?
- 8:10 - Rand's view on how SEO has evolved
- 10:45 - Will retargeting and remarketing impact google's search?
- 13:36 - What we think Google's crystal ball is saying
- 14:31 - Mobile search is not cannibalising desktop search!
- 17:32 - On Matt Cutts' comment about guest blogging being dead
- 20:30 - How small to medium businesses can use SEO to their advantage
- 21:55 - How to figure out the conscious and unconscious intent of a searcher on the web
- 23:52 - A good question to ask yourself when creating content (that people will want to amplify)
- 26:42 - Common challenges in implementing SEO and how to overcome them
- 29:54 - Action steps you can take right now
- 32:44 - Books that have great impact with Rand
- 33:45 - How listeners can get in contact with Rand



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