

Productive Insights

# 126. How Mobile's Impacting Search And What That Means For Your Content Strategy Right Now with Rand Fishkin



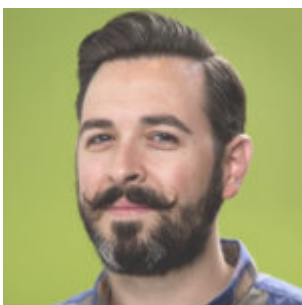
# 126. How Mobile's Impacting Search And What That Means For Your Content Strategy Right Now with Rand Fishkin

Rand Fishkin (Wizard of Moz) And I Discuss One vs Multiple Domains; One vs Multiple Product Lines; How Mobile Is Driving Search; And What That Means For Your Content Strategy

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## Links Mentioned:



- [www.Moz.com](http://www.Moz.com)
- [www.CallAshRoy.com](http://www.CallAshRoy.com)
- [www.ProductiveInsights.com/126](http://www.ProductiveInsights.com/126)

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- 038. Rand Fishkin – How To Create Great SEO-Friendly Content Plus Key Trends In Search
- 041. Mobilegeddon Is Here! Is Your Site Mobile Responsive? – with Eric Enge
- 071. Rohit Bhargava – Author of Likeonomics and Non-Obvious – On The Value of Content Curation
- 073. Darren Rowse – ProBlogger Founder – Shares His Secrets Around Prolific Content Creation, Podcasting, & Facebook Live (Part 1 of 2)
- 074. Darren Rowse (ProBlogger) Shares His Blogging Success Secrets (Part 2 of 2)
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- 085. Is Your Website Mobile Responsive? James Reynolds and I discuss Mobilegeddon and What that Means for Your Google Rankins!
- 086. Ed Dale On Copywriting and Online Business Success Strategies (Part 1 of 3)
- 087. Ed Dale On Copywriting and Online Business Success Strategies (Part 2 of 3)
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- 123. Pamela Wilson on Educational Content and How it Helps in Building a Brand – Part 1
- 124. How to Create Content Consistently even if You don't Feel You're a Writer (The 4 Day Content Creation System) - Part 2

## Key Points and Insights

- 4:24 - Back in the black
- 5:23 - SEO Moz and their investment strategy
- 6:30 - Some key learnings from building the Moz brand?
- 7:20 - The importance of focusing first on ONE product (before expanding)
- 7:49 - Marketing complexity
- 11:42 - How does a startup solve the problem of managing multiple products?
- 15:50 - Should you get a separate domain for each brand or are you better off focusing on the one domain with subdomains?
- 18:50 - SEO developments - the Mobilegeddon evolution
- 20:26 - Mobile friendly vs mobile responsive
- 21:27 - Should you have a separate mobile website
- 23:00 - The importance of considering mobile user experience when creating a content
- 25:15 - Google Featured Snippet
- 30:36 - Walking the fine line between creating intrigue and building quick engagement via a problem-solving approach

## What are the key learnings in growing a business?

- Having more than one product makes managing the business more complex.
- The more products you need to manage the more diluted the marketing efforts become.

## How does a startup business solve the problem

of

# managing multiple products?

- Focus first on building one product.
- After having developed brand awareness around the one product, then look at building other 'product brands'

A person's hands are shown typing on a laptop keyboard. The laptop is on a wooden desk. A blue semi-transparent overlay covers the entire image, with white text and a dark button. The text reads "Send Me More Content From Productive Insights". The button contains the text "Yes please! Send me more useful content".

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