



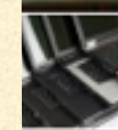
Dangerous new malware  
steals millions from  
customers of 22 U.S. banks

Scams & Rip-Offs

#### MOST POPULAR ARTICLES



Is Aldi cheaper than Costco?



How to bring an old laptop back to life for free



Costco vs. Sam's Club: Which one really is the best deal?



10 things to know about getting the cheapest summer airfare



Celebrate finishing your taxes with these 30 Tax Day deals and discounts!



# CLARKHOWARD.COM

Editorial Voice, Approach and SEO Best Practices



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# SEO SIMPLIFIED

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WIIFM? (What's in it for me?)

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# BENEFITS OF SEO

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- Helps your stories rank better in search
  - That (^) means more eyes on the content you produce
  - And potentially more people exposed to your brand who wouldn't be otherwise
  - Brings traffic back to your site
  - Extends the life of great content
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# SEO BEST PRACTICES

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It all starts with a strong title/headline...

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# SEO TITLE TIPS

## In the news



### Costco Vs. Sam's Club: Which Warehouse Club Should You Choose?

The Consumerist - 2 days ago

When it comes time to consider joining a national warehouse club, there are basically two ...

Consumer Reports put Costco and Sam's Club head-to-head - here's the verdict

Business Insider - 2 days ago

Consumer Reports: Sam's Club vs. Costco

WTNH Connecticut News - 2 days ago

[More news for costco vs sam's club](#)

### Costco vs. Sam's Club vs. BJ's: Which has the cheapest ...

[www.clarkhoward.com](#) > Shopping & Retail ▾ Clark Howard ▾

Oct 8, 2015 - Home / Shopping & Retail / Costco vs. Sam's Club vs. BJ's: Which has the cheapest prices? Have you ever wondered which store is cheaper? BJ's, Costco, and Sam's Club are huge warehouse stores and I really wanted to know which store had the best deals on staple items.

### BJ's vs Costco vs Sam's Club: Price Comparison - I am ...

[www.iamthatlady.com/bjs-vs-costco-vs-sams-club-price-comparison/](#) ▾

Sep 23, 2015 - BJ's vs Costco vs Sam's Club: Price Comparison. Have you ever wondered which store was cheaper? BJ's, Costco, and Sam's Club are huge warehouse stores and I really wanted to know which store had the best deals on staple items.

### Costco Vs. Sam's Club: Which Warehouse Club Should You ...

- SEO title — the one that establishes your headline — is the one that shows up in search; create a great one, then save over it with a catchier headline if you need to
- Think like a Internet user: What would you type into a search bar?
- Prioritize most important terms, left to right, top to bottom
- Think about terms that can make your story unique (location, proper names, etc.)
- Colons can work for you
- Establish a good SEO title/url up front so that you don't need to change it later (unless there's an error)





Home

On Demand

Best of Clark

Clark's Deals

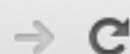
## Top 20 jobs in demand right now



Clark Howard

Wednesday, October 14<sup>th</sup> 2014

[Home](#) / [Jobs & Military](#) / Top 20 jobs in demand right now



ebay

BUSINESS  
INSIDER

MARKETS

Customized insurance  
to protect your business.

## The 10 Most Common Jobs In America



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# OTHER SEO STRATEGIES...

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- Use key terms in titles, headlines, meta descriptions, image descriptions and image tags
  - Use key terms within first 100 words of body copy
  - Repeat key terms but also use variations and synonyms
  - Variations are good in secondary headlines/teasers as well
  - Providing internal links, and external too
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# A QUICK WORD ON LINKS...

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## 1. Low-cost prescriptions

Yes, Costco has a pharmacy and it may be able to save you

According to a recent report from Consumer Reports, pre  
A woman in Raleigh, N.C., found that one month's worth  
only \$43 at Costco. CR says the pharmacist at Walgreens  
would have lowered the price to \$220, but that program

This is a great example of why you should always shop a  
at Costco can save you some serious cash over time -- an  
Costco membership fee.

**Read more: 4 ways to save on prescriptions**

- Can be in-line links or hyperlinks
  - Either way, both should be fairly closely related to content
  - In-line links are typically internal, should drop in logical places — not TOO many
  - Hyperlinks could be internal or external. Be choosy about the words you highlight, don't highlight too many
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# HEADLINE WRITING

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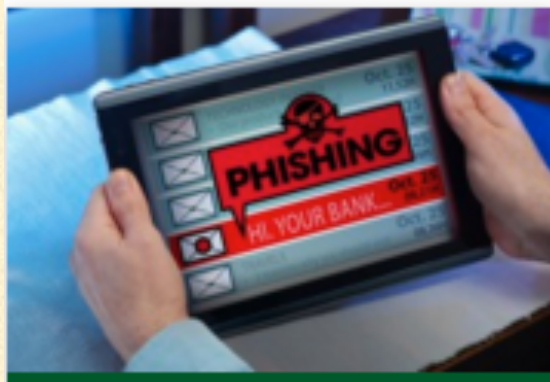
- Keep it short and sweet
  - Sell the story, but don't give everything away (“Aldi vs. Costco: Which is cheaper?,” but NOT “Aldi is cheaper than Costco”)
  - Make sure it works out of context
  - Use action verbs
  - Think about key words and trending terms, but ways to stand out
  - Numbers are your friend (on headlines, not necessarily urls/ SEO titles)
  - Ask a question
  - When in doubt: Top, Why, How, Will, New, Secret, Future, Your, Best, Worst
-





3 things you should never buy again

Money & Credit



Dangerous new malware steals millions from customers of 22 U.S. banks

Scams & Rip-Offs

IN THIS ISSUE

## The Secret Shame of Middle-Class Americans

Nearly half of Americans would have trouble finding \$400 to pay for an emergency. I'm one of them.

NEAL GABLER APR 18, 2016

Scam alert: Is that job posting real?

Apple unveils new and improved MacBook

# Are simple phones making a comeback?



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# RE-BLOGGING

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It's not yours, don't pretend like it is!

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# TIPS FOR RE-BLOGS

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## H Kelly Ripa Won't Return To 'Live' Until At Least Next Tuesday

Kelly Ripa will not return to "Live with Kelly and Michael" until at least Tuesday, reps for ABC told Variety.

Erin Andrews will fill in as co-host with Michael Strahan for the rest of the week, while "Pretty Little Liars" star Shay Mitchell will fill in on Monday. The network is calling Ripa's absence a "previously-scheduled vacation."

Ripa was a no-show on "Live" on Wednesday, which fueled reports that she was completely blindsided by the news that Strahan was leaving the show for a full-time job at "Good Morning America." Ripa and the show's long-time producer, Michael Gelman, were only told of Strahan's plan to leave moments before the news went public.

One source at ABC told CNN that Ripa is "beyond angry." while another at the Disney-owned network called the whole situation "a mess."

- Be transparent: Name the pub(s) you're getting info from, link out generously
  - Keep it short and sweet
  - Quotes: ALWAYS attribute to original pub, every single time
  - Know which pubs you can/can't use as sources
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# VOICE VS. OPINION

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What's the difference?

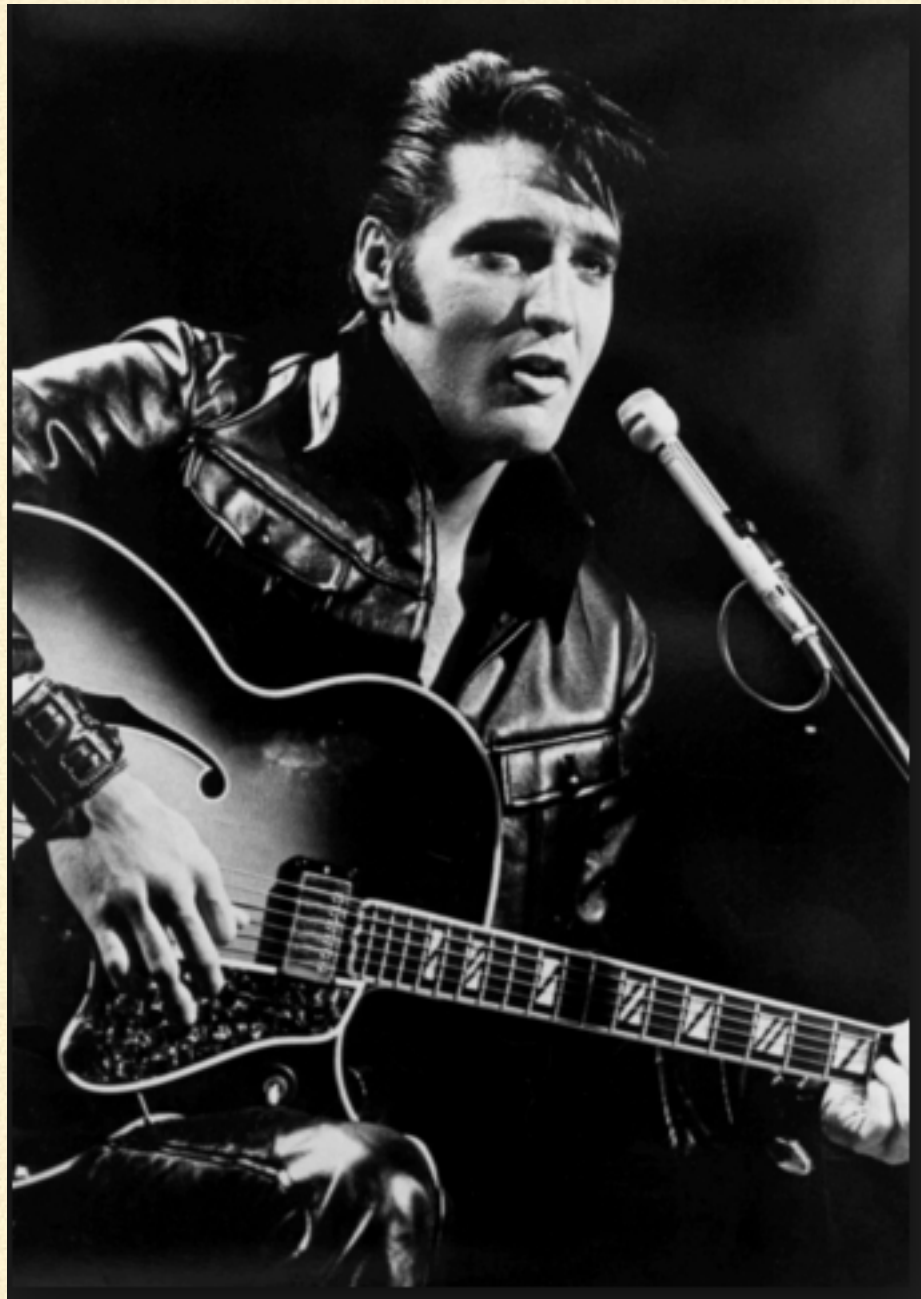
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# VOICE

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- Literally, how we talk to each other (so, how you speak to your audience)
  - Tone?
  - Language?
  - Personal pronouns?
  - Key is knowing who your audience is AND how you want them to perceive you
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# OPINION

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- What YOU think
  - Often involves the pronoun “I”
  - Doesn’t take into account perspective of audience, or publication as a whole
  - Can get you into hot water with companies/advertisers, especially when its in writing
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# DANGEROUS WATERS...

OK, cards on the table: I don't like Costco. I find everything from looking for parking to grabbing the giant shopping carts overwhelming. And that's before I even get in the store! Once I'm in, finding myself confronted with aisle after endless aisle -- all seemingly packed to the ceiling -- makes me woozy.

## Costco vs. Aldi

I think it's that there are simply too many choices at Costco for my taste. Plus, I'm not keen on paying a fee to shop there. When I do happen into the store once a year for an annual work-related event, I'm reminded of the old Devo lyric: "Freedom of choice is what you have / Freedom from choice is what you want"



**Clark Howard**

21 hrs · 🌐

Love Walmart's prices but not a fan of actually shopping at Walmart ? Here are 19 stores that will match the retailer's prices: <http://bit.ly/1rjUB9s>





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# VOICE IN ACTION

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When my wife and I were in debt, we were researching every way possible to get out of it and to do so quickly. The stress from carrying all the debt was so overwhelming that we were motivated to take whatever actions were necessary to eliminate our debt in a short period of time.

A decent portion of our debt was credit card debt that we were paying a high interest rate on. We realized that if we were able to consolidate that debt at a lower interest rate we would save a good amount of money in the long run. This led us on a quest to see whether or not debt consolidation was worth it.

The threat of fraud is pretty much everywhere these days, and if you aren't taking the necessary precautions to protect yourself -- and your money -- this may change your mind.

Financial analytics company FICO found that between 2014 and 2015, the number of ATM skimming incidents increased 546%, according to Credit.com.

That's a startling number! And what's even more alarming is that the technology used to carry out this type of fraud isn't just found at ATMs -- in fact, you could unknowingly be putting yourself at risk a lot more often than you realize.

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# VOICE BRAINSTORM

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Who are we?

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# VOICE OBJECTIVES

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- Support the mission “Save more, spend less” and help people live a healthier, better, richer life for less
  - Educate — find and explain ways to save
  - Empower
  - Disdain for waste
  - Experts
  - trustworthy
  - personable/approachable
  - objective
-