Trolley SEO Reputation and Positioning Plan

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We're about to dive into a comprehensive and practical approach to fulfilling Trolley's mission, to amplify the voices of thought leaders, creators, and high-profile founders like Moj Mahdara by ensuring their digital presence is both protected and strategically elevated. SEO is not an abstract exercise—it's about clear execution: securing visibility across Google Search, establishing authority in Google News, and reinforcing credibility on platforms like Wikipedia.

This document is designed to go beyond theory, showcasing practical, real-world actions in technical SEO, Publisher Center optimization, reputation management, and Wikipedia strategy. We're going to focus on actionable insights and measurable impact— strategy only matters if it can be executed with precision.

Google News Publisher Plan

Moj Mahdara & RTA Podcast

Publisher Center Structure:

- In the Publisher Center's "Publication" settings:
    - Choose the exact publication name (e.g. "Reset the Algorithm Podcast")
    - Add a brief description
    - Set language/country
- Under Sections:
    - List section URLs (e.g. withtrolley.ai/podcasts or specific episode pages)
    - Attach the Google News sitemap[3].
    - For each section, specify the content type ("News Articles").
- Upload high-resolution logos (light and dark mode) and favicon.
- Ensure the site uses HTTPS (permanently) so URLs don't change (permanent URL requirement[2]).

Indexing & Guidelines Steps:

- **Check robots.txt and meta tags:** do not block Googlebot (same crawler as Search) from article pages[15].
- **Submit a Google News sitemap in GSC** (with <publication_date> tags in W3C format)[16][4].
- **Ensure sitemaps only list articles** (each URL with its publish date).
- **Use structured data:**
    - Add datePublished
    - Headline
    - Image fields to each page[6].
- **Verify** (with site queries and GSC) that Google News crawler is finding the pages[10].
- **Avoid duplicate or paywalled content:**
    - Do not copy the same episode content under multiple URLs.
    - Do not put essential content behind login (only subscribe-notices permitted).

Tools & Tracking:

- Use **Google Search Console** (Index Coverage, URL Inspection, and News Performance reports) to monitor indexing and any errors.
- Use **Google Publisher Center** dashboard to review publication status.
- Track keyword rankings for “Moj Mahdara” and the podcast via an **SEO tool** (e.g. Ahrefs, SEMrush, Similarweb, Ubbersuggest or Google Analytics for organic traffic) to see if News content is boosting visibility.
- For **Google News** specifically:
    - Periodically **search the News** tab for the names/keywords to confirm only the desired content appears.
    - Consider **setting up Google Alerts** for the brand names to catch new mentions.
- Finally, use **Google Analytics or GA4** on the sites to track referral traffic from Google News.

Implementation Plan:

Week 1 – Setup & Audit:

Register each brand in Google Publisher Center, one for “Moj Mahdara” and one for the “Reset the Algorithm (RTA)” podcast:

- Create a Publication for each, using exact title and branding.
- Set country/region and upload logos (light/dark) to establish identity[1].
- Ensure each site’s robots.txt allows crawling of article pages.

Audit the site structure, each podcast episode and article must have its own unique, permanent URL[2]:

- Verify that archive or homepage URLs don’t change daily.

Week 2 – Content Structuring:

Define clear Sections in Publisher Center (e.g. “Podcast Episodes” and “Articles”):

- Point each section to the actual website URLs (not just RSS feeds) as content sources[3]. For example, use the URL pattern of the episodes page or create a Google News–compatible XML news sitemap and submit it via Search Console[4][3].

On each article/episode page, implement News best practices:

- Put the episode title in an <h1> tag and make sure anchor text linking to it exactly matches that title[5].
- Include a visible publication date/time near the top (between headline and body) and use Schema.org/JSON-LD markup for datePublished and dateModified[6][7].
- Add an appropriate article image on each page with an og:image or schema image tag so Google can pick up the thumbnail[8].

Week 3 – Submission & Compliance:

Use Google Search Console to submit the news sitemap and test indexing of key pages:

- Check via GSC’s URL Inspection that Googlebot can crawl and index each article[9].
- Verify indexing by searching ‘site:resetthealgorithm.com’[10].

Ensure all content complies with Google News policies (no disallowed ads, paywalls or duplicate content):

- Follow Google News “technical guidelines”:
    - Keep URLs crawlable (no JavaScript-only links)
    - Avoid multi-language pages[11][12]
    - Minimize redirects.
- Avoid “artificially freshening” old posts – only update dates if truly substantial[13].
- Throughout, structure articles with standard HTML (no hidden JS content) so News crawler can parse headlines and body[2][14].

Week 4 – Monitor & Optimize:

Once publishing begins, use the Google News Performance Report in Search Console (if available) to track impressions and clicks for news content:

- Confirm that new episodes consistently appear when searching “Moj Mahdara” or “Reset the Algorithm".
- Make adjustments if issues arise (e.g. fix any missing <title> or datePublished tags).
- Continue publishing on a steady schedule (ideally weekly) to build News SEO authority.

Encourage backlinks from relevant outlets (press releases or guest articles about the podcast) to strengthen the site’s credibility.

Reputation Audit

Moj Mahdara

Current Search Results:

The first page for “Moj Mahdara” is dominated by positive, authoritative profiles: her personal site (Entrepreneur/Investor profile), Wikipedia, Milken Institute, Aspen Institute, Gaingels, etc. Business media features also appear: Business of Fashion features (“#BoFLIVE: Beautycon’s Moj Mahdara…”[17]) and press interviews (Forbes on founders/investors, Axios on Kinship). These reinforce her leadership and roles.

Risks & Negative Content:

Several past articles could harm reputation:

- These remain indexed under searches (likely page 2) and could confuse new audiences and should be demoted:
    - TheWrap (Sept 2021) headlined “Beautycon comes to ugly end: CEO Moj Mahdara out…”[18], painting Beautycon’s collapse negatively.
    - A 2020 Perez Hilton story described ex-employees anonymously criticizing company culture under her leadership[19].
- Do not link them on official channels.
- Bury them by outranking with newer content.
- Outdated “Beautycon is active” or overly promotional bios (like early Beautycon press) should be revised or suppressed.

Amplify Positive Content:

- Push up recent leadership stories:
    - The Axios piece confirming she co-founded Gwyneth Paltrow’s Kinship Ventures fund[20] and Forbes interviews (e.g. “closing gap between founders/investors”) should be highlighted.
    - Her new projects (Reset the Algorithm podcast, Upfront Summit keynote with Gov. Newsom) should be promoted via press releases or blog posts.
    - Social accounts and official bios should emphasize instead of Beautycon.
    - Encourage media outlets (e.g. Forbes, Axios, TechCrunch, business blogs) to cover her current roles. This will shift Google’s attention to recent, positive coverage.

30-Day Action Plan:

Week 1:

Update Moj’s own channels (LinkedIn, personal site, press kit) to feature her latest roles (Kinship co-founder, podcast host) and recent media:

- Prepare SEO-optimized press releases (for example, announce any new partnerships or podcast seasons).

- Reach out to relevant journalists (e.g. tech/VC reporters for Kinship, podcast-focused media) to pitch interviews.

Week 2:

Produce high-quality content on owned channels: blog posts or guest posts about topics in her expertise (e.g. diversity in tech, investment trends) that can rank for her name.

- Publish transcripts or summaries of podcast episodes on her site (improves SEO depth).
- Solicit guest contributions from her on reputable sites (e.g. an op-ed on Forbes about entrepreneurship).

Week 3:

Distribute content via PR networks or social media to acquire backlinks.

- Engage with her community (e.g. features in podcasts, webinars) that Google can index.
- Continue reaching out to the media for coverage of upcoming events.
- Review “Moj Mahdara” search results and ensure any content pointing to negatives is countered by new content.

Week 4:

Monitor search performance.

- If negative results (TheWrap, etc.) still rank on page 1, consider “Newsjacking” – publish positive news timed with general search trends.
- Encourage interviewees to link back to her site when quoting her.
- Finalize improvements on Wikipedia (per below) to help control the narrative.

KPIs/Tracking:

- **Search Rankings:**
    - Track her name and key variants (“Moj Mahdara Beautycon”, “Moj Mahdara Kinship”) with a rank tracker.
    - Aim to have positive sites (news articles, LinkedIn, official profiles) dominate page 1.
- **Traffic/Impressions:**

    - Use Google Search Console to monitor impressions and clicks for “Moj Mahdara”.
    - An increase in organic traffic or news impressions indicates success.
- **Sentiment/Media Mentions:**
    - Use Google Alerts or a media monitoring tool to count mentions and sentiment.
    - Target a higher volume of neutral/positive mentions.
- **Engagement:**
    - Social metrics (followers, shares) can indicate public interest.
    - Also track inbound links from authoritative sites (via an SEO tool) to measure earned media reach.

Wikipedia Strategy

Personal Brand Authority

Ethical Editing Approach:

- Moj’s Wikipedia page already exists but is flagged “promotional”[21].
    - Any edits must be neutral and well-sourced.
    - We should start by compiling independent, reliable sources: major media (Axios, Forbes, Business of Fashion, Mashable, etc.), industry publications, and awards listings.
    - Avoid using her own social media, press releases or company bios as sources (these are primary or self-published).
    - Draft encyclopedic text in third person, focusing on verifiable facts: e.g. founding roles, titles, awards, notable coverage.
    - Use the Wikipedia Manual of Style for biographies (no slogans, no first-person tone).
    - If editing directly, disclose any conflict of interest; better yet, suggest changes on the article’s Talk page for impartial editors to review.

Sources for Notability:

- To meet WP:NOTABILITY, the page needs significant coverage in reliable secondary sources[22]. Compile citations from these so multiple paragraphs are supported by independent articles, not just company sites, good candidates are:
    - The Axios scoop ("Kinship Ventures is led by…Moj Mahdara"[20]).
    - Forbes profile pieces.
    - Interviews in established outlets.
    - Trade journals (FastCompany, THR, etc.) that featured her or her companies also count.
    - Awards from recognized bodies (Fast Company's Most Creative 2016[23], THR's LA Digital Power list) are citable secondary confirmation of prominence.

Preventing Deletion (Long-Term Compliance):

- Follow Wikipedia's content rules to keep the page live: write neutrally, and balance the coverage (mention controversies factually without bias).
- Don't delete valid content, even if negative; instead provide context (e.g. she apologieses in…).
- Regularly monitor the page for vandalism or spam.
- Any added material must be cited immediately; empty "promotion" language will be removed by other editors.
- Avoid repeatedly reverting edits (it can trigger deletion).
- Encourage third-party editors to contribute (for example, once new articles are out, share them on the Talk page so they can update citations).

In summary, keep the article factual, well-cited and aligned with WP:BLP ("Wikipedia's biographies of living persons") and WP:COI ("Wikipedia's conflict of interest") guidelines (disclose any affiliation and abstain from direct promotional edits[24]), which together will safeguard the page from deletion.

Sources:

We follow Google's News guidelines (unique URLs, HTML links, clear titles)[2][5] and use Publisher Center as intended (pointing sections by URL)[3]. Content indexing is accelerated via News sitemaps and Search Console checks[9][3]. Wikipedia advice is grounded in its notability and COI policies[22][24].

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