

SEO

Internet Marketing
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October 10, 2012

Agenda

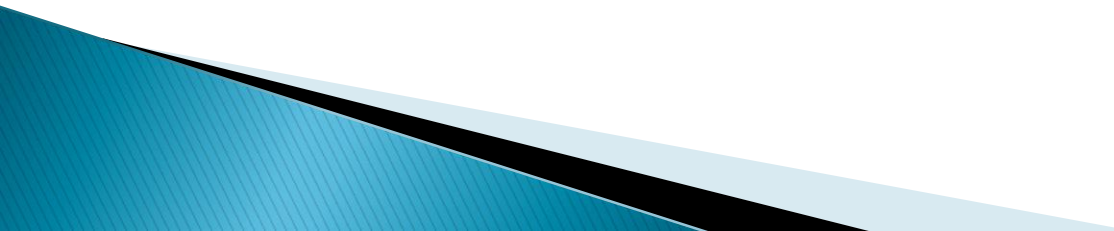
- ▶ Overview
- ▶ The Algo (Recipe)
- ▶ Google Bots
- ▶ Keywords
- ▶ Keywords Research
- ▶ Keyword Grid
- ▶ Meta Data
- ▶ Content is King
- ▶ Page Rank
- ▶ Back Links
- ▶ Site Structure
- ▶ Webmaster Tools



Overview



The Algorithm

- ▶ Google is the leader in search and famed the term “Algo” as the search update methodology referencing a mathematical equation that uses multi-variate analysis to determine the best search results for the population at large based on the ever growing number of variables made available through technology.
 - ▶ Most recent updates, PANDA is known for frequency of updates and local variable as a priority or heavily weighted variable. PENGUIN is known for devaluing sites that key-word stuff or SPAM.
- 

The Algo / Recipe Continued

- ▶ “What’s the most important piece of SEO – If I could do 1 single thing, what would it be?”
 - This is the most common question I get from non-technical colleagues...
 - Because it is an algorithm, I liken it to a recipe. You can’t make cake with only flour, however we can agree that chocolate is the most important ingredient in fudge.
- ▶ If we could visibly see the equation, there would be (+ / -) variable weights associated with each ingredient in the recipe. For example the equation used to give priority to content versus eCommerce sites so you would have a positive weighting on our site that would be $N(X) - X$ being content. The new update punishes keyword stuffing, so the weighting would be $-N(X)$.

The Algo/Recipe Cont.

Positive Factors

- ▶ Unique Content
- ▶ Quantity of Content
- ▶ Content Updates / Refreshing
- ▶ Frequency of Content Posting
- ▶ Relevant Keywords
- ▶ Relevant Metatagging
- ▶ Alt Tagging Images
- ▶ Engaged Users (Time on Page)
- ▶ Sitemaps: Site, News, Video
- ▶ H1s and H2s
- ▶ Interesting Content – is it shared?
- ▶ Deep Linking
- ▶ Canonical Tag
- ▶ Content velocity
- ▶ Length of site being live

Negative Factors

- ▶ Thin Content
- ▶ Keyword Stuffing
- ▶ Using Hex# to Hide Words in BG
- ▶ Gateway Pages
- ▶ Irrelevant Content
- ▶ Link Spamming
- ▶ VIEW_STATE
- ▶ Javascript
- ▶ Duplicate Content
- ▶ High Site Bounce Rate

Google Bots

The google bot is the name of the spiders that google sends out to crawl all pages on the web. There is a file on your site called Robots.txt that tells the spiders which pages to crawl and which pages not to crawl. You may have content that is counter productive to the algo so you can exclude those from a crawl. Duplicate content would be the perfect purpose to “Disallow” a follow.

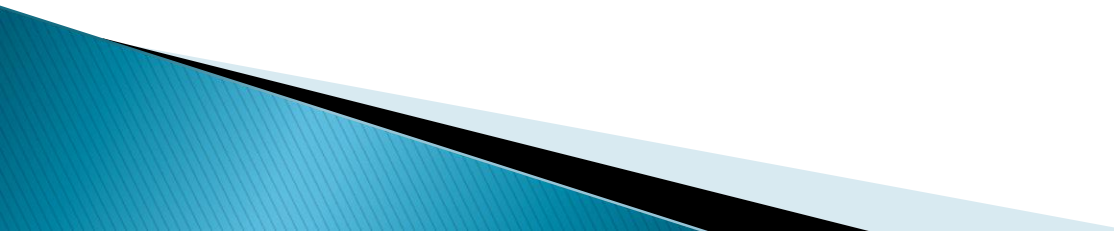
Code: User-agent: * Disallow: /folder1 / User-Agent: Googlebot Disallow: /folder2 /

```
name="verify-v1" /><meta name="PublishedOn" /><meta property="og:image" content="http://www.dogchannel.com/images/Facebook/Meta/FB-DogChannel.jpg" /><meta name="robots" content="index,follow" /><meta name="googlebot" content="index,follow" /></head>
<body>
```

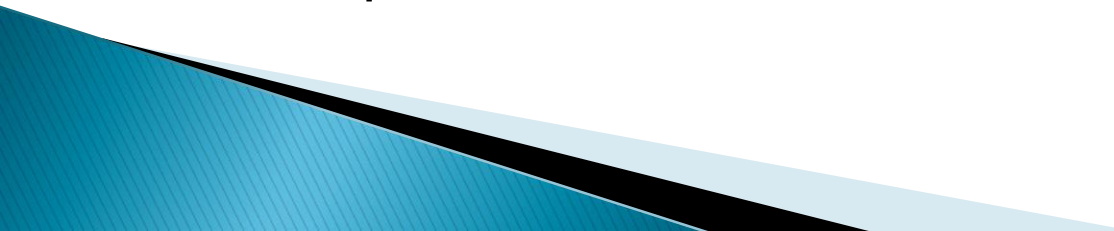
Keywords

- ▶ **Keyword Defined:** A word or words that are the primary focus of content on a web page and what a user uses to search for that content in a search engine.
- ▶ **Keyword Density Defined:** The percentage of which your selected keywords are used in contrast to the other words on the page. (e.g. 100 words on the page and you used organic gardening 5X, then you have a 5% Keyword Density) Too many keywords is considered spamming the search engines as of the Penguin algo update.
- ▶ **Keyword usage/implementation:** All words used in meta data including title must be in the article to show relevancy. All meta data must be unique.

Keywords cont.

- ▶ Keywords usage/ implementation: Sometimes the correct terminology is not the most frequently searched, therefore your keywords in the metadata will use the slang. However keywords in the title and deck will use editorial accuracy. In order to ensure you use the meta data in the article as well, you will reference the slang at the bottom of the article. (e.g. Commonly used breed names: Pit Bull, Pitbull, Pitty, Bully Breed) Remember to also use the plural versions here as well. Ensure you use these in your alt tags as well.
- 

Key Word Research

- ▶ **Competitor Research**
 - Find out what your competition is qualifying for and how. Do you want to go after these? Continue down the analysis road to see if you want to.
 - ▶ **Long Tail Research**
 - Which pages are you on the precipice of qualifying to be on page 1 for.
 - ▶ **Power Pages Research**
 - Which pages do you already qualify for page 1? Use these pages to your advantage.
 - ▶ **Sweet Spot Research**
 - Which pages “make sense” to optimize based on the competition, search volume and traffic potential.
- 

Competitor Research

- ▶ MotherEarthNews.com – View Source
 - Hold Ctrl+F on your keyboard and search for “Title”
 - Search Results: <title>Organic Gardening, Modern Homesteading, Renewable Energy, Green Homes, DIY Projects – MOTHER EARTH NEWS</title>
 - These are key words that MEN is trying to rank for in SERPs. Repeat this task across all index pages and then several article pages.
 - Now search the source code for meta data.
 - MEN does not use Meta Data – bad SEO
 - Search for View_State, good sites will not have this. MEN does have this.

Competitor Research cont.

- ▶ Search the keywords in google that your competitor is trying to rank for.
- ▶ Do they rank? Study what they did.

Ads related to organic gardening ⓘ

[Organic Gardening Mag | OrganicGardening.com](#)

www.organicgardening.com/Subscribe

Official Site: 60% Off Cover Price & Get a Free Gift w. Subscription!

Get Your Risk Free Offer - Official Site 60% Off Cover Price

[Organic Gardening - Subscribe, Renew or give as a Gift.](#)

magazine-subscription.com-sub.info/

Risk-free Guarantee, Free Shipping.

[Gardening | findgardening.info](#)

www.findgardening.info/

Information and inspiration on gardening with answers

[Organic Gardening: Fall Garden, Autumn Clean Up, Raking Leaves ...](#)

www.organicgardening.com/

Organic Gardening magazine brings you expert garden advice, helpful tips for beginners, useful information about beneficial insects, how to make compost, ...

[In this Issue - Learn & Grow - 7 Secrets for a High-Yield ... - Free Downloads](#)

[ORGANIC GARDENING - Mother Earth News](#)

www.motherearthnews.com/Organic-Gardening.aspx

Learn how to use natural organic gardening methods to grow the freshest food.

[The Woven Garden - Organic Gardening & Consulting / John Lyons ...](#)

www.thewovengarden.com/

Personal customized organic garden design, consultations, maintenance and cultivation by John Lyons, Los Angeles. Heirloom fruit and vegetable varieties a ...

Long Tail Research


- ▶ Login to Google Webmaster tools:
 - Webmaster.google.com
 - Username: SiteSupport@Bowtieinc.com
 - Password: BowTieinc\$1
 - Select your site from the list of sites
- ▶ Expand the “Search Queries” chart in the middle of the page by clicking this.



- ▶ Now you will see the keywords that drive the most traffic to your site. To the right you will see your average position. Any average position between 15 – 25 is a good long-tail keyword or phrase to focus on.











LongTail Research cont.

- ▶ Impressions are the number of times your SERP is viewed by a Google searcher.
- ▶ Clicks are the number of referrers you get from people searching for that term.
- ▶ Click on the search term and you will see the number of pages that have SERPs associated with that term. (e.g. Bird Names)
- ▶ You will also see the rate of change and can positively impact that page by updating it and adding deep links from power pages.

Page	Impressions ▲	Change	Clicks	Change	CTR
 /bird-club/bird-fun-and-games/top-10-bird-names.aspx	8,000		700	↑ 40%	-
 /bird-club/bird-fun-and-games/bird-names.aspx	22	↓ -27%	<10	↑ ∞	-
 /bird-news/ViewComment.aspx?id=641522	<10	↑ ∞	<10	↑ ∞	-
 /bird-species/all_landing.aspx	<10	↑ ∞	<10	↑ ∞	-
 /images/articles/name-tag.jpg	<10	↑ ∞	<10	↑ ∞	-

Long tail Research cont.

- ▶ Another way to find long tail opportunities is to go into Google Analytics.
 - Analytics.Google.com
 - Username: Internetad@Bowtieinc.com
 - Password: fancypants
 - Select your site
 - Click on “Content” in the left nav
 - Click “Overveiw” once the menu is expanded.

Page		Pageviews	% Pageviews
1. /		8,274	4.08%
2. /wars/critter-craze.aspx		2,822	1.39%
3. /hamsters/hamster-health/hamster-health-center.aspx		2,759	1.36%
4. /myaccount.aspx		2,509	1.24%
5. /critter-experts/chinchilla/male-chinchilla-or-female-chinchilla.aspx		2,352	1.16%
6. /guinea-pigs/		2,160	1.07%
7. /critter-species/rabbits_all_landing.aspx		2,081	1.03%
8. /guinea-pigs/guinea-pig-health/signs-your-guinea-pig-is-sick.aspx		1,892	0.93%
9. /critter-experts/guinea-pig/handling-rules-for-newborn-guinea-pigs-1108.aspx		1,861	0.92%
10. /kids/best-small-animal-pets-for-children.aspx		1,783	0.85%













view full report

Long Tail Research cont.

- ▶ The pages you see on this expanded list are also good sources of opportunity for optimization. Look at numbers 15–25 again to find the opportunity pages. Now google the keyword for each page and see what the #1 SERP is doing to get that rank.

Power Pages

- ▶ Power Pages Defined: Extremely high ranking pages that Google has determined you are the authority on that keyword.
- ▶ How to identify your power pages.
 - In Google analytics, select “Content” from the left nav and then select all pages.

Page		Pageviews	↓	Unique Pageviews	Avg. Time on Page	Entrances
1. /community/cat-contests/coolest-cat.aspx		44,799		1,046	00:00:11	564
2. /		37,955		27,824	00:02:54	21,193
3. /breeds/		31,242		19,883	00:00:28	4,534
4. /breeds/default.aspx		24,363		13,746	00:00:28	8,101
5. /myaccount.aspx		23,635		12,690	00:00:42	1,102
6. /?cm_mmc=Google_-_Keywords_-_Generic_-_NA		22,834		19,285	00:00:38	18,459
7. /maine-coon-cats-breed-profiles.aspx		19,533		15,563	00:01:02	7,489
8. /classifieds/cat-breeder-directory.aspx		18,249		10,417	00:00:24	2,983
9. /breeds/all_landing.aspx		13,679		7,531	00:01:12	5,202
10. /breeds/breed_special_1.aspx		11,328		6,917	00:00:38	2,291

Power Pages cont

- ▶ Some of these will not be power pages, rather highly trafficked pages from loyal visitors.
- ▶ There are two ways to determine whether this is a power page from this report.
 - Google the keyword associated with that page (e.g. Main Coon) if we show up on page 1, that is a power page.
 - Look at the entrances and if the number is high, it is likely a power page.
- ▶ Another method to find power pages is
 - to go into “Traffic Sources” on the left nav and select “Organic”
 - Now place these keywords into Google and find the power page associated with that search.
 - Keep in mind you want power pages with good search volume – how much traffic is it sending to you?
 - Your home page is likely to rank high due to loyal visitors and is not considered a power page.

Power Pages cont.

- ▶ Power Pages have value for two reasons:
 - They drive a lot of traffic to your site for free
 - They have power to help elevate other pages, such as your long-tail pages.

The screenshot shows a Google search for "dogs that dont shed". The search results include several links, with the top result being "Top 10 Dog Breeds that Don't Shed" from dog-obedience-training-review.com. A red arrow points from this result to a cloud-shaped callout box containing the text: "This dropped 3 positions – probably because it was removed from the trending home page spot." Below the callout, a dashed red box highlights the link "Dogs That Don't Shed" from dogchannel.com. To the right of the search results, a snippet of a webpage is visible, showing a list of dog breeds that don't shed or are light shedders, including Affenpinscher, Australian Terrier, Basenji, Bedlington Terrier, Bichon Frise, Bolognese, Border Terrier, Brussels Griffon, Cairn Terrier, Chinese Crested, Coton de Tulear, Dandie Dinmont Terrier, Havanese, Italian Greyhound, Lhasa Apso, Maltese, Manchester Terrier, Miniature Poodle, and Miniature Schnauzer.

dogs that dont shed

About 400,000 results (0.24 seconds)

Did you mean: [dogs that **don't** shed](#)

[Top 10 Dog Breeds that Don't Shed](#)
[www.dog-obedience-training-review.com/top-10-dog-breeds-...](#)
Luckily, there are dog breeds which are non-shedders and are less likely to trigger an allergic reaction. **Dogs that don't shed** or shed less are also known as ...

[List Of Dogs That Don't Shed, Dogs That Do Not Shed & Non ...](#)
[www.dog-obedience-training-review.com/dogs-that-dont-shed...](#)
Find out the **dogs that don't shed** or the non shedding dog breeds. There are many big and small **dogs that do not shed**. Also discover how to control heavy ...

[Dogs that shed very little, Dogs that don't Shed, Dogs that do not s...](#)
[www.dogbreedinfo.com/lightshedders.htm](#)
There is no such thing as a "totally" non-shedding dog. All dogs shed at least a little hair at one time or another, as do humans. There are however dogs that ...

[Dogs That Don't Shed](#)
[www.dogchannel.com/dog.../dog.../dog-breed-shedding.aspx](#)
2 days ago – Looking for **dogs that don't shed**? Find a non-shedding dog with our list of dog breeds that don't shed.
You, Greg Beddor and Peter Lam +1'd this

Optimized Power Page to Deep Link to Long tail pages

This dropped 3 positions – probably because it was removed from the trending home page spot.

Here are some of my favorite breeds that don't shed or are light shedders for you and your family.

Small dogs that don't shed:

- Affenpinscher
- Australian Terrier
- Basenji
- Bedlington Terrier
- Bichon Frise
- Bolognese
- Border Terrier
- Brussels Griffon
- Cairn Terrier
- Chinese Crested
- Coton de Tulear
- Dandie Dinmont Terrier
- Havanese
- Italian Greyhound
- Lhasa Apso
- Maltese
- Manchester Terrier
- Miniature Poodle
- Miniature Schnauzer

Sweet Spot Research

- ▶ Find the keyword tool by Googling, “Keyword tool.” You do not need a login to use the tool.
- ▶ Start entering competitors key words as well as words you believe your site would rank well for.
- ▶ You want to select keywords that have low competition and high local monthly searches.
 - Data will not be 100% accurate and in some cases not at all because of the data collection methodology differences between different google products. For example, Keyword tool shows dogs that don't shed gets 6,600 local monthly searches, yet 38,000 visitors visit from that term and generate over 200,000 page views by how Sam optimized the page with breeds on it. That is over \$13,000 in advertising opportunity based on the optimization.


Keyword Grid

- ▶ Now that you have your sweet spot words, competitor keywords, power page key words and long tail research, you're ready to make your keyword grid.
 - Each site should have 500 – 1,000 keywords they are optimizing for.
 - Put your power pages at the bottom of this grid and now you have a cross reference guide of good pages to use to deep link and words that you should be using to deep link to long tail content.

Meta Data

- ▶ Meta Data Defined: Data about data
- ▶ Types of Meta Data
 - Title
 - Content
 - Keyword
 - Abstract
 - Alt tag
- ▶ Meta data should be unique to all fields and must be in page as well.
- ▶ Meta data is the best place to use alternate terms to describe a slang that a visitor would search on, such as the previous pitbull example.
 - Be sure that meta data is in the actual page under the content if it is a “Commonly referred to as...”

Content is King

- ▶ The more UNIQUE content you have, the better you are ranked.
 - ▶ The more content you post, the better you are ranked.
 - ▶ The more frequently you post throughout the day, the better you are ranked.
 - ▶ The more “sticky” (time on site) your content is, the better you are ranked.
 - ▶ The more keywords across content, the better you are ranked.
 - ▶ The more thick content you have, the better you are ranked.
- 

Page Rank

- ▶ Page Rank Defined: Link analysis algo named after Larry Page. The algorithm measures the relevance and importance of the variables on each page against the rest of the pages on the world wide web.
- ▶ Page Rank is a trademark of Google.
- ▶ The rank is a variable in the overall algorithm yet it uses several variables in common with the higher algo.
 - Page load speed
 - Code usage
 - Keyword density
 - Meta data
 - Content velocity

Back Links

- ▶ Back links are the number of links from other websites linking in to your site.
- ▶ These are VERY important in the algo if and only if they meet this criteria:
 - Relevant content linking on relevant word to relevant content page in your site.
 - High PR pages with relevant content linking to your site.
 - Reciprocal links from the same pages do not count – they cross cancel
 - Link farms that live only to sell back links are spam
- ▶ Trust Flow and Site Flow are terms that rank backlinks based on trust–worthiness and influence respectively of the sites linking to you.
 - The higher both are, the higher your overall site ranking.

Site Structure

- ▶ URL Defined: Uniform Resource Locator
 - The shorter the URL, the better
 - Highest traffic volume keywords should be used
 - All phrases should use hyphens
- ▶ Password protected pages do not get indexed and will not show in SERPs
- ▶ Use CSS to control large SEO changes without missing pages as well as minimizing file size/page load time.
- ▶ VIEW_STATE should be externalized
- ▶ Externalize all .JS and reference it in your html
- ▶ Flash is a movie – no content – is ignored by Google – being replaced by html5
- ▶ Four site maps: General, News, Video, Images

Webmaster Tools

- ▶ Identifying SEO mistakes
 - Upon login, click “Optimization” in the left nav
 - Then click HTML Improvements
 - Click through all the links under “Meta Description” and “Title Tag” to identify pages that need attention
- ▶ Are all your sitemaps submitted
 - Click on sitemaps

THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

ON THE PAGE SEO RANKING FACTORS

These elements are in the direct control of the publisher.

CONTENT		
Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
HTML		
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines and subheads use header tags with relevant keywords?
ARCHITECTURE		
Ac	CRAWL	Can search engines easily "crawl" pages on site?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?

VIOLATIONS

Spam techniques may cause ranking penalty or ban.

Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Vs	STUFFING	Do you excessively use words you want pages to be found for?

Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?
Vc	CLOAKING	Do you show search engines different pages than humans?

ON THE PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	SOCIAL	TRUST	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Sr ⁺² Reputation	Ta ⁺³ Authority	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	As ⁺¹ Speed	Lt ⁺³ Text	Ss ⁺¹ Shares	Th ⁺¹ History	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	Au ⁺¹ URLs	Ln ⁺¹ Numbers			Ph ⁺² History
Ce ⁺² Engage						Ps ⁺¹ Social
Cf ⁺² Fresh						

FACTORS WORK TOGETHER

Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

VIOLATIONS

Vt ⁻² Thin	Vs ⁻¹ Stuffing	Vc ⁻³ Cloaking	Vp ⁻³ Paid Links
	Vh ⁻¹ Hidden		VI ⁻¹ Link Spam

BLOCKING

Bt ⁻¹ Blocking	Bp ⁻³ Blocking
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OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

LINKS		
Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
SOCIAL		
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?
TRUST		
Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
PERSONAL		
Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Does someone regularly visit the site? Or "liked" it?
Ps	SOCIAL	What do your friends think of the site?

BLOCKING

If searchers "block" site, hurts both trust & personalization.

Bt	BLOCKING	Have many people blocked your site from search results?
Bp	BLOCKING	Has someone blocked your site from their search results?

Vp	PAID LINKS	Have you purchased links in hopes of better rankings?
VI	LINK SPAM	Have you created many links by spamming blogs, forums or other places?