IGNITING CUSTOMER ENGAGEMENT

DMA 2014

Title Sponsor: Adobe

Search Engine Marketing

Setting Your Site Up To Run A Long Term Race On A Shifting Track

John Thyfault
Vice President, Search Engine & Social Media Marketing
Beasley Direct Marketing, Inc.

October 29 & October 30, 2014

About The Instructor

John Thyfault, VP, Search Engine & Social Media Marketing at Beasley Direct Marketing

John Thyfault has more than 20 years of marketing, sales and product development experience. His knowledge of search engine optimization (SEO), pay per click (PPC) marketing and social media marketing, combined with an in-depth understanding of customer identification, market analysis and segmentation, allows him to deliver high returns on client marketing investment.

Prior to working with Beasley Direct, John was Senior Client Services Project Director at ThirdAge.com, a first wave baby boomer lifestyle and community website. At ThirdAge he successfully led major client sponsorships for Tylenol, American Century, Intel, IBM, and Revlon.

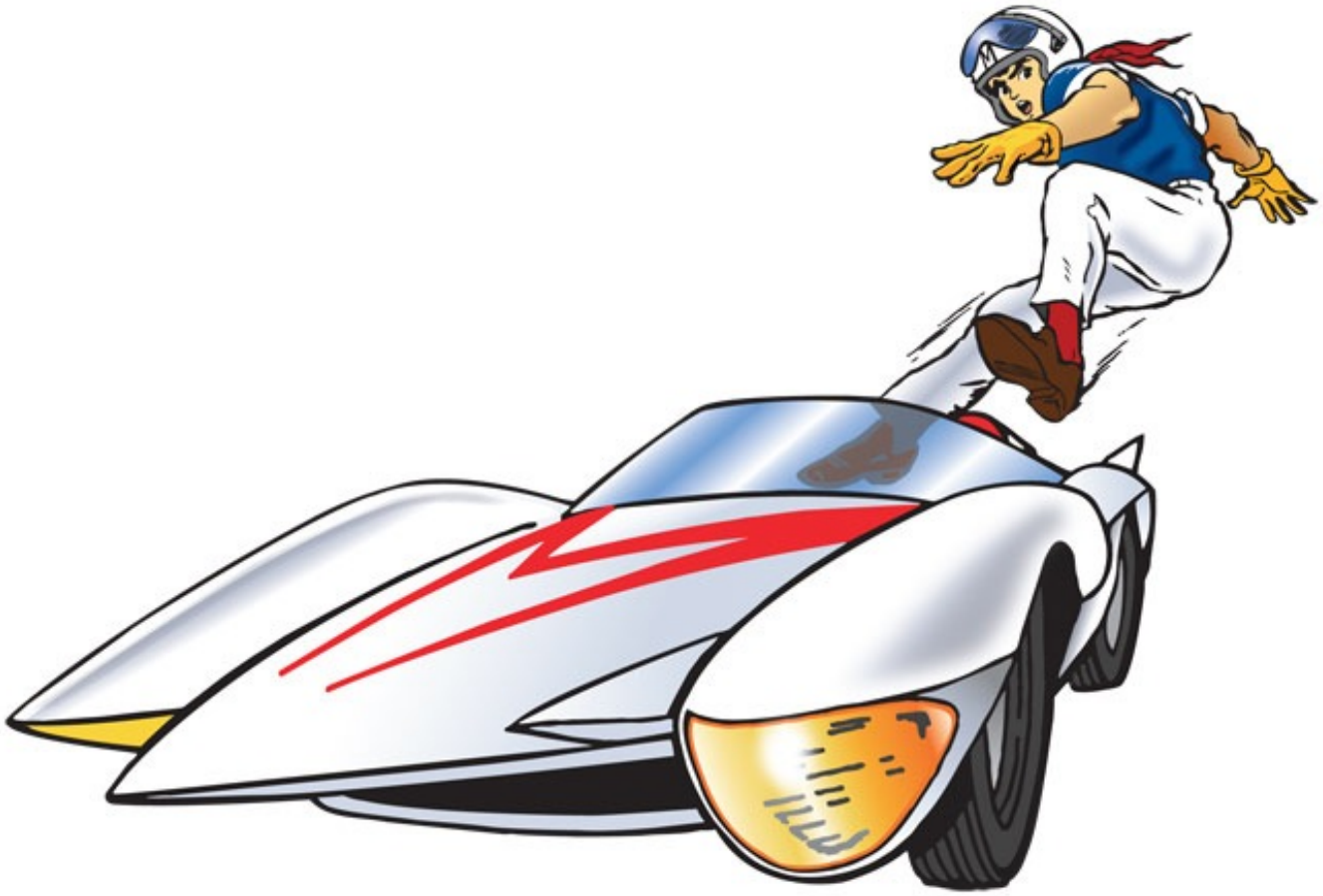
John has led workshops for the Silicon Valley American Marketing Association, the Direct Marketing Association in Northern and Southern California and the Business Marketing Association. He also teaches Search Engine Marketing at University of California, Santa Cruz, Extension in Silicon Valley and is currently leading day long seminars as part of the Online Marketing Summit's International Tour.

About Beasley Direct Marketing, Inc.

Beasley Direct Marketing, Inc. provides copywriting, design, programming, and consulting services for the following direct marketing channels:

- Search (PPC and SEO)
- Email Creative, Design, Deliverability Audits, and Broadcast
- Direct mail (with and without PURLs)
- Landing Page Design (with and without PURLs)
- Mobile
- Video
- Social
- Website Design

SEO – It's A Race and A Marathon



Workshop Overview

- Session I - Building Your Site For The Race
  - October 29, 1:00 PM to 5:00 PM
    - Keyword and Language Development for Your Site
    - Technical Aspects of Organic Search Optimization

- Session II – Looking For Your Car's Sponsor's
  - October 30, 8:00 AM – 11:30 AM
    - Offsite Aspects of Organic Search Engine Optimization

- Session III – Understanding A Changing Race Track
  - October 30, 12:45 – 1:45 PM
  - Staying abreast of updates in the Google Algorithm

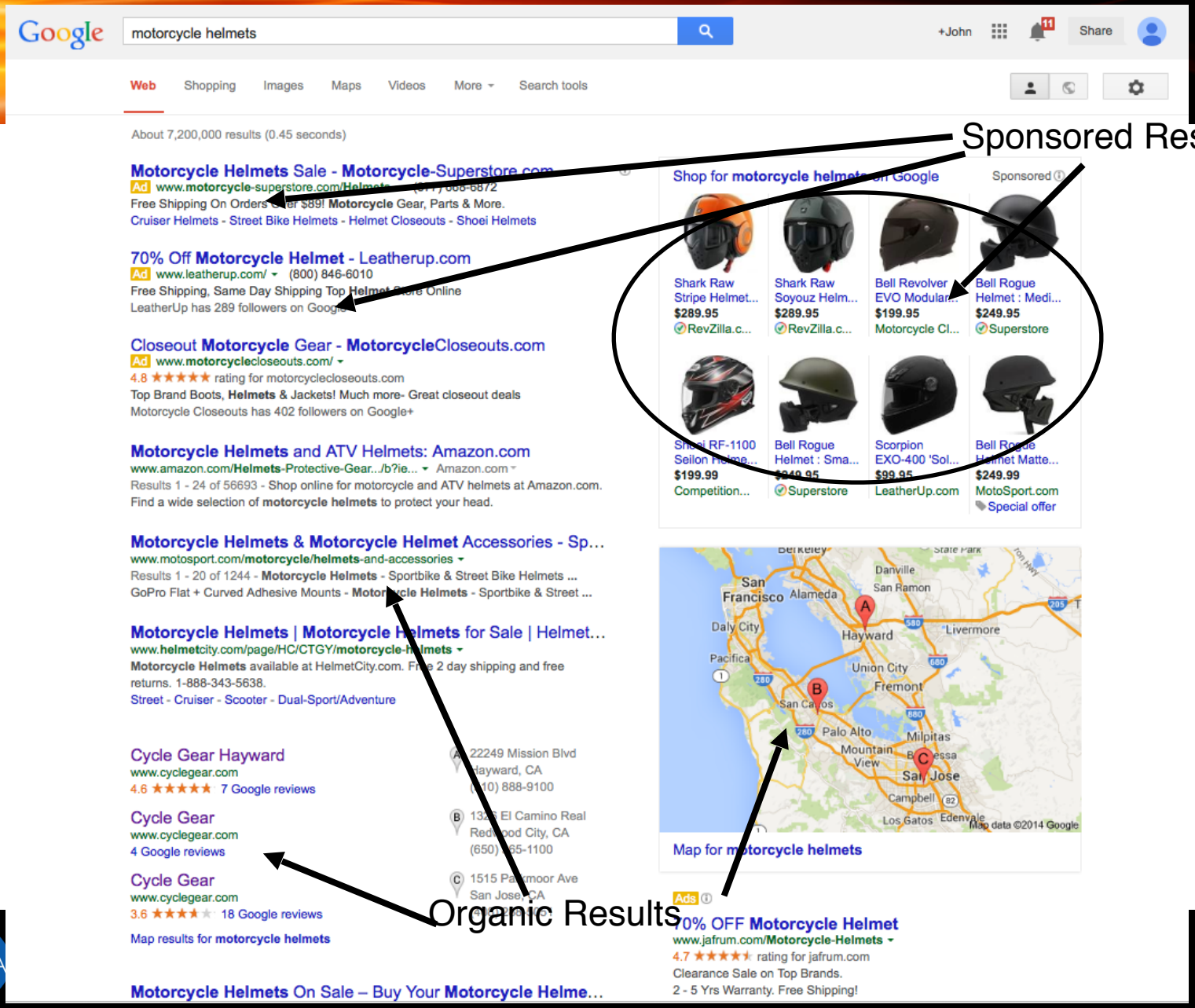
SESSION I - BUILDING YOUR SITE FOR THE RACE

THE CONTENT & TECHNICAL ASPECTS OF SEO

Session I – Building Your Site For The Race

- How Search Engines Work & How Do People Interact With Them
- Why Do Search Engine Optimization (SEO) & Paid Per Click (PPC) Search Engine Marketing
- Measuring & Tracking Success
- Understanding How Search Engines Look At Your Site's Content

Search Results w/Commercial Intent



Results w/o Commercial Intent

Google abraham lincoln John Thyf...

Web Images Maps Shopping News More Search tools

About 66,300,000 results (0.43 seconds)

Abraham Lincoln - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/**Abraham_Lincoln**
Private (May 28, 1832 - July 10, 1832); Captain (April 21, 1832 - May 27, 1832). Discharged from his command and re-enlisted as a Private. Battles/wars, Black ...
Sexuality - Edward Baker Lincoln - John Wilkes Booth - Robert Todd Lincoln

Abraham Lincoln Biography - Facts, Birthday, Life Story - Biography ...

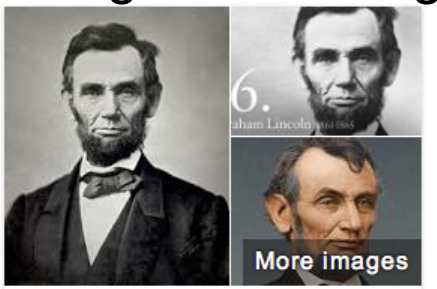
www.biography.com › People
Sep 28, 2011
Journey through the life of **Abraham Lincoln**, the 16th U.S. president, on Biography.com. Learn more about his ...

Abraham Lincoln | The White House
www.whitehouse.gov › About the White House
Abraham Lincoln. Lincoln warned the South in his Inaugural Address: "In your hands, my dissatisfied fellow countrymen, and not in mine, is the momentous ...

News for **abraham lincoln**
The government shutdown: **Lincoln** said it best
Los Angeles Times - by Michael Hiltzik - 6 hours ago
In 1860, **Abraham Lincoln** gave a speech that many believe catapulted him into the presidency. It may be more pertinent today.
New **Abraham Lincoln** Photo Discovered
Huffington Post - by Paige Lavender - 6 days ago
Abraham Lincoln honoured with Hull plaque
BBC News - 9 hours ago

Abraham Lincoln — History.com Articles, Video, Pictures and Facts
www.history.com/topics/**abraham-lincoln**

Google Knowledge Graph



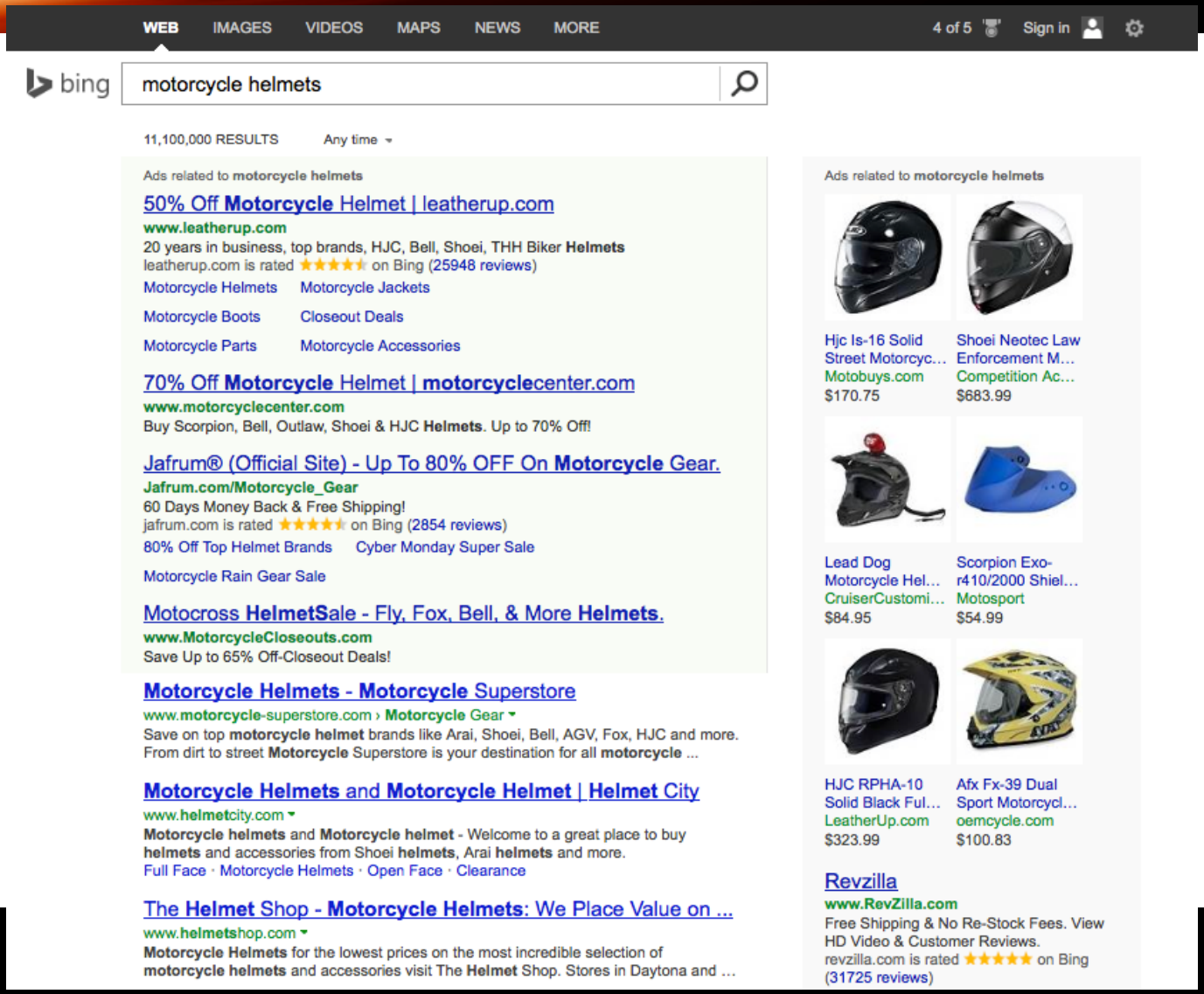
Abraham Lincoln

16th U.S. President

Abraham Lincoln was the 16th President of the United States, serving from March 1861 until his assassination in April 1865.
Wikipedia

Born: February 12, 1809, Hodgenville, KY
Height: 6' 4" (1.93 m)
Assassinated: April 15, 1865, Penn Quarter, Washington, D.C.
Spouse: Mary Todd Lincoln (m. 1842–1865)
Movies: The Perfect Tribute, Lincoln's Gettysburg Address, More
Children: Robert Todd Lincoln, William Wallace Lincoln, Tad Lincoln, Edward

Search Results w/Commercial Intent



Results w/Commercial Intent

WEB IMAGES VIDEOS MAPS NEWS MORE 3 of 5 Sign in

bing abraham lincoln

16,100,000 RESULTS Any time

Abraham Lincoln - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/**Abraham_Lincoln**
Abraham Lincoln was born February 12, 1809, the second child of Thomas **Lincoln** and Nancy **Lincoln** (née Hanks), in a one-room log cabin on the Sinking Spring Farm in ...
Family and childhood · Early career and ... · Congressman **Lincoln**

Abraham Lincoln Biography - Facts, Birthday, Life Story ...
www.biography.com › People
Journey through the life of **Abraham Lincoln**, the 16th U.S. president, on **Biography.com**. Learn more about his roles in the Civil War and the Great ...

Images of **abraham lincoln**
bing.com/images

Abraham Lincoln Biography - 16th President of the United ...
americanhistory.about.com/od/**abrahamlincoln**/p/p**lincoln**.htm
Read about **Abraham Lincoln** from his early childhood through his career before the presidency to his time as the 16th president of the United States.

Abraham Lincoln Facts, information, pictures ...
www.encyclopedia.com › ... › History › U.S. History: Biographies
Get information, facts, and pictures about **Abraham Lincoln** at Encyclopedia.com. Make research projects and school reports about **Abraham Lincoln** easy with credible ...

Abraham Lincoln | The **White House**
www.whitehouse.gov/about/presidents/**abrahamlincoln**

Abraham Lincoln

Abraham Lincoln was the 16th President of the United States, serving from March 1861 until his ass... +

en.wikipedia.org

en.wikipedia.org

Lived: 2/12/1809 - 4/15/1865 (age 56)

Height: 6' 4" (1.93 m)

Spouse: Mary Todd Lincoln (1842 - 1865)

Romance: Ann Rutledge

Children: Robert Todd Lincoln · William Wallace Lincoln · Tad Lincoln +

Related movies: Lincoln · Abraham Lincoln: Vampire Hunter

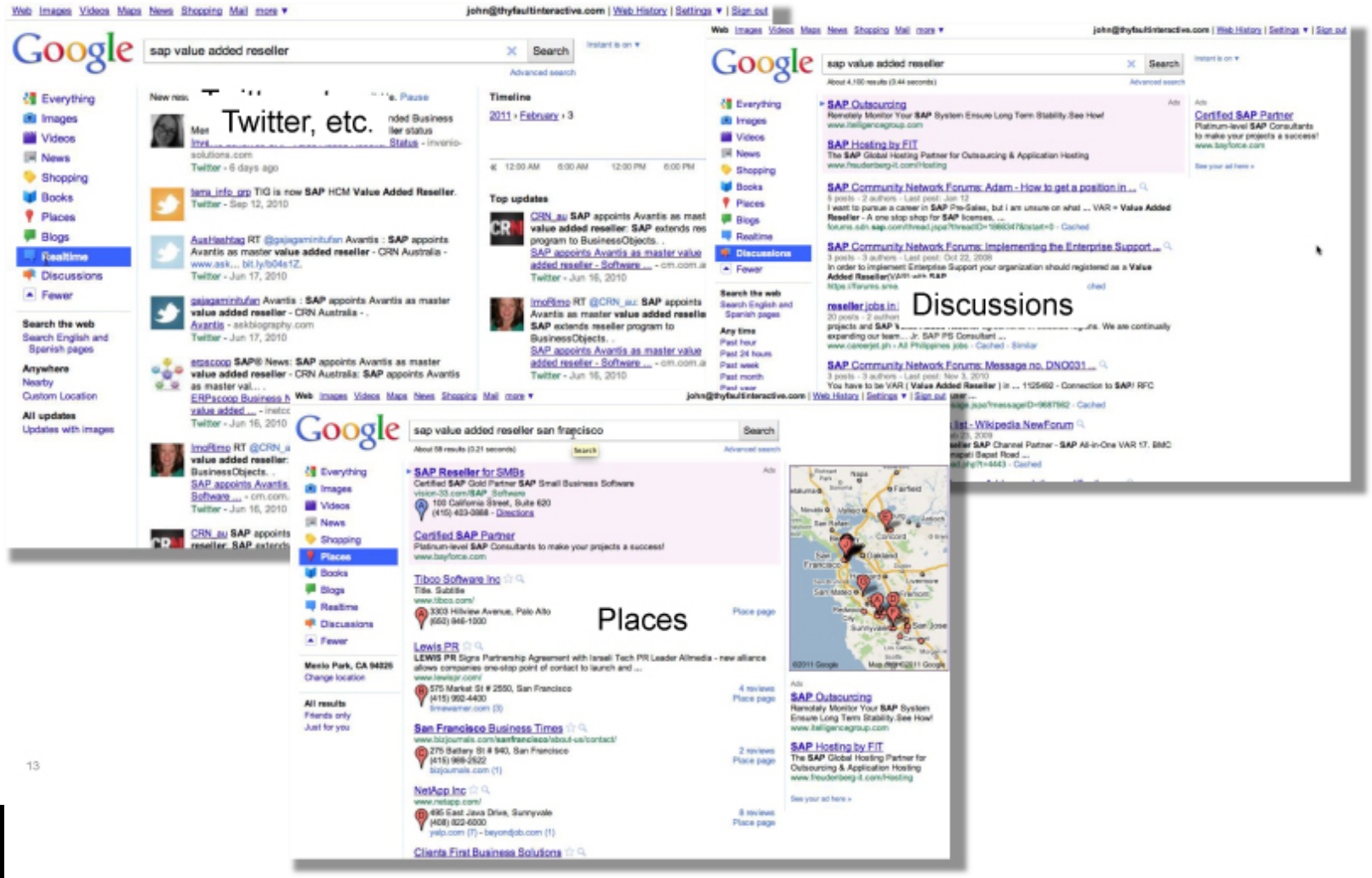
Vice Presidents: Andrew Johnson · Hannibal Hamlin

Timeline

1835: Lincoln's first romantic interest was Ann Rutledge, whom he met when he first moved to New Salem; by 1835, they were in a relationship but not formally engaged.

1836: Admitted to the bar in 1836, he moved to Springfield, Illinois, and began to practice law under John T. Stuart, Mary

Universal Search
It's Not Just the Words Anymore!



Search Engine Optimization

The act of altering a web site so that it does well in the organic, crawler-based listings of search engines. In the past, has also been used as a term for any type of search engine marketing activity, though now the term search engine marketing itself has taken over for this.

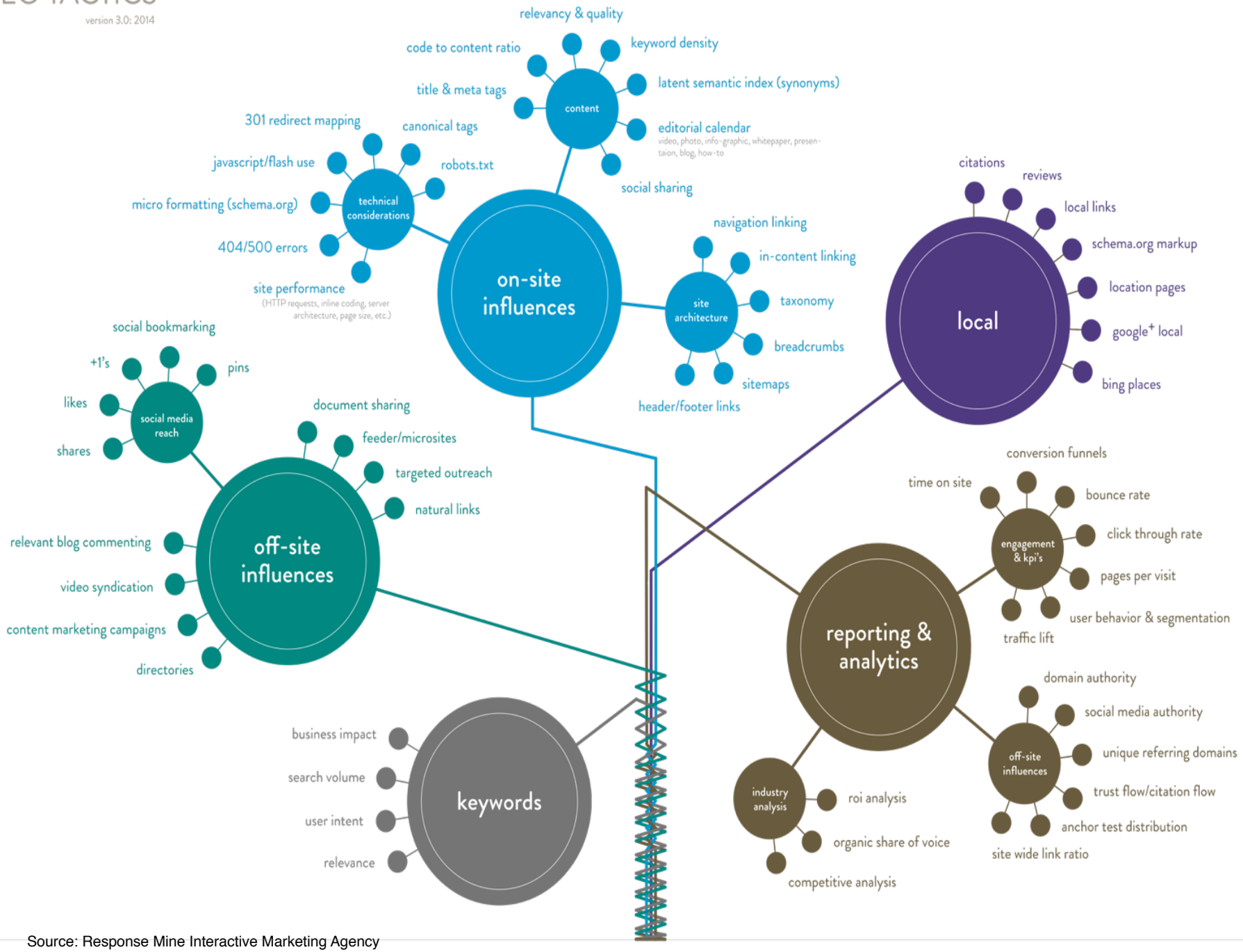
Also called SEO.

Why Search Engine Marketing?

- 81% of web users find web sites via search engines
- Search engine marketing has proven itself to be an excellent vehicle in capturing the attention of a desired audience, when actively seeking company or product info
- Exceptionally cost-efficient and trackable marketing vehicle
- Drives qualified, volume traffic
- Ability to brand products, services and special events online

SEO TACTICS

version 3.0: 2014



Source: Response Mine Interactive Marketing Agency

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What Do You Want Your Site To Do?

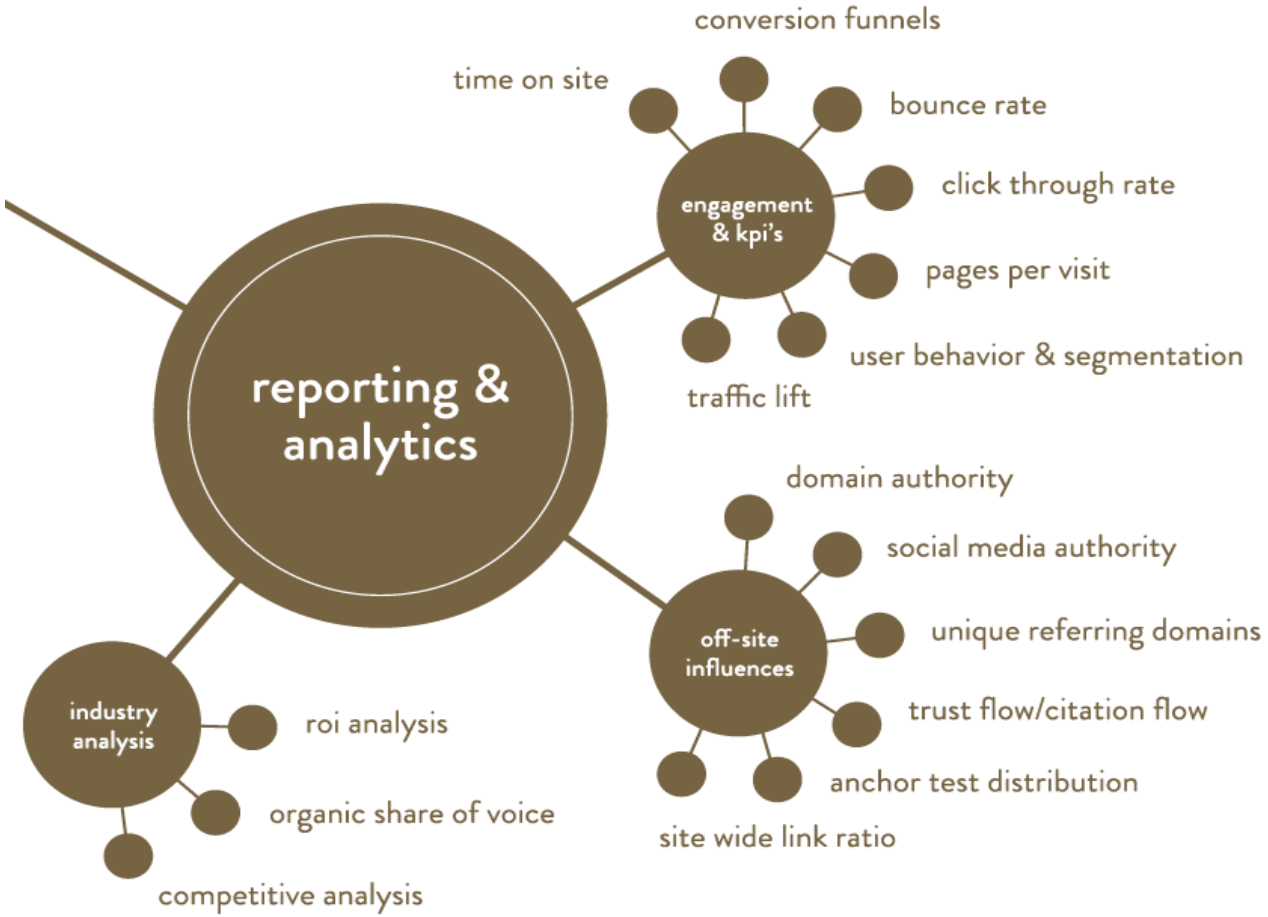
Before starting any sort of online marketing project you need to understand what the end goal of you site is

- Sales
- Leads
- Information
- Awareness

Web Analytics - Your ROI Speedometer

- Web reporting vs. web analytics
- Data without action is just noise
- Use the data for analysis that will generate actions
- Share the data and proposes actions as stories and not dry points of data

Key SEO Metrics



Setting Up Tracking

If you're not tracking, you are wasting time & money

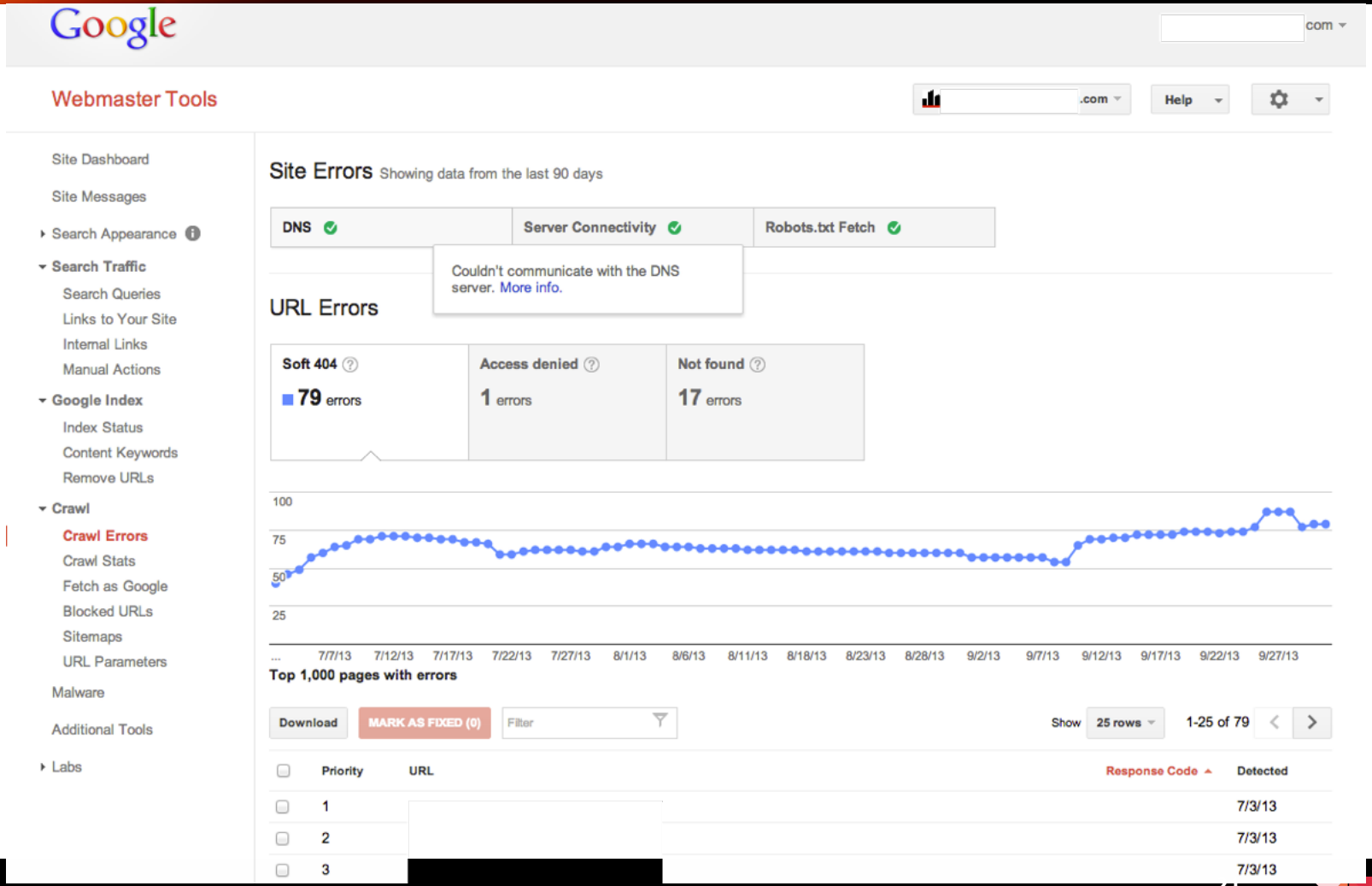
Some top web analytic vendors

- Google Analytics
- WebTrends
- Adobe Marketing Cloud / Omniture Site Catalyst
- CoreMetrics
- ClickTracks

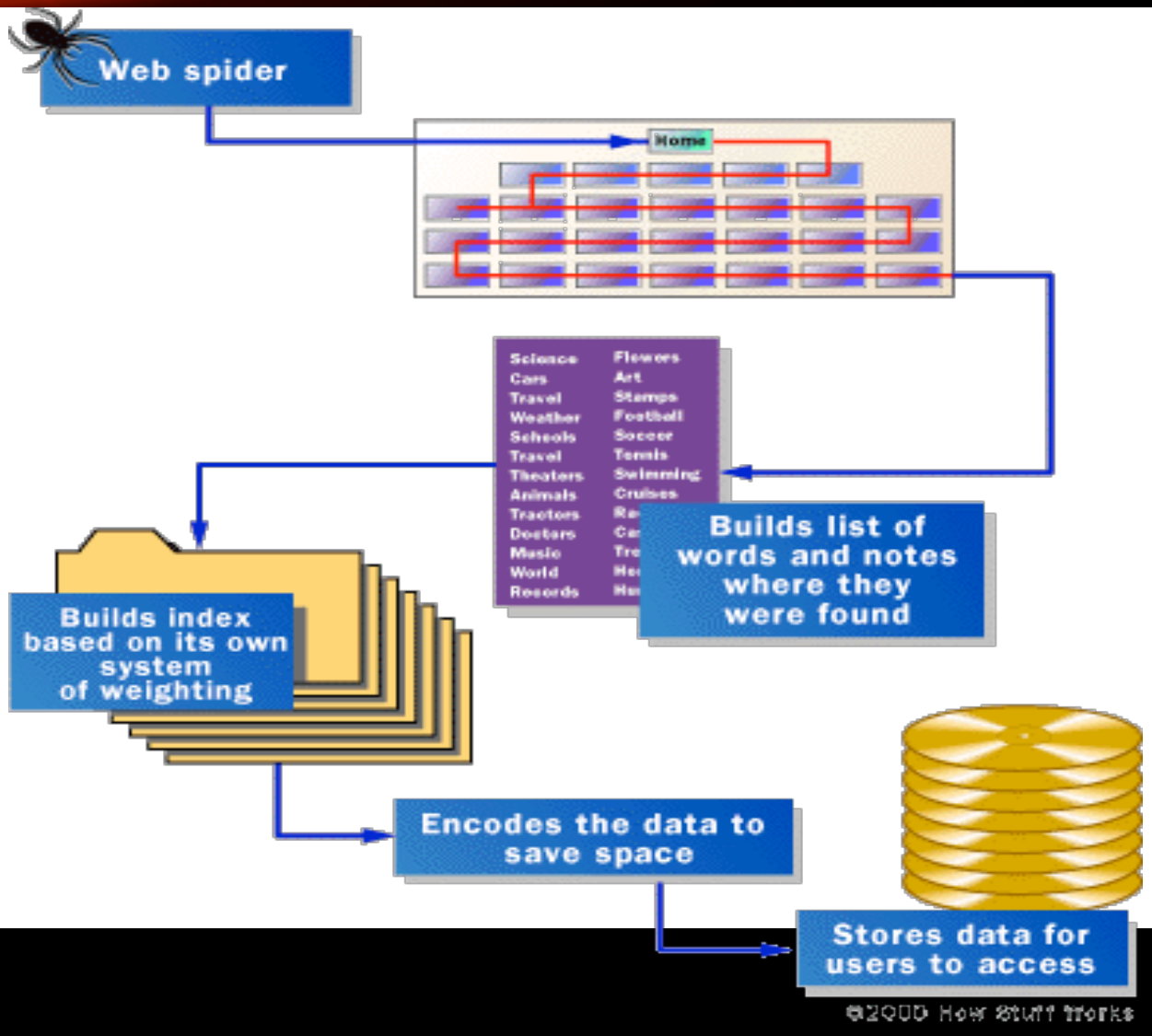
Google Webmaster Tools
Bing Webmaster Toolbox

- Information and submission interfaces for the search engines
- Looks of great info on site stats
- Webmasters will receive warning when the site is in serious trouble
- Must be a verified site owner or representative to access

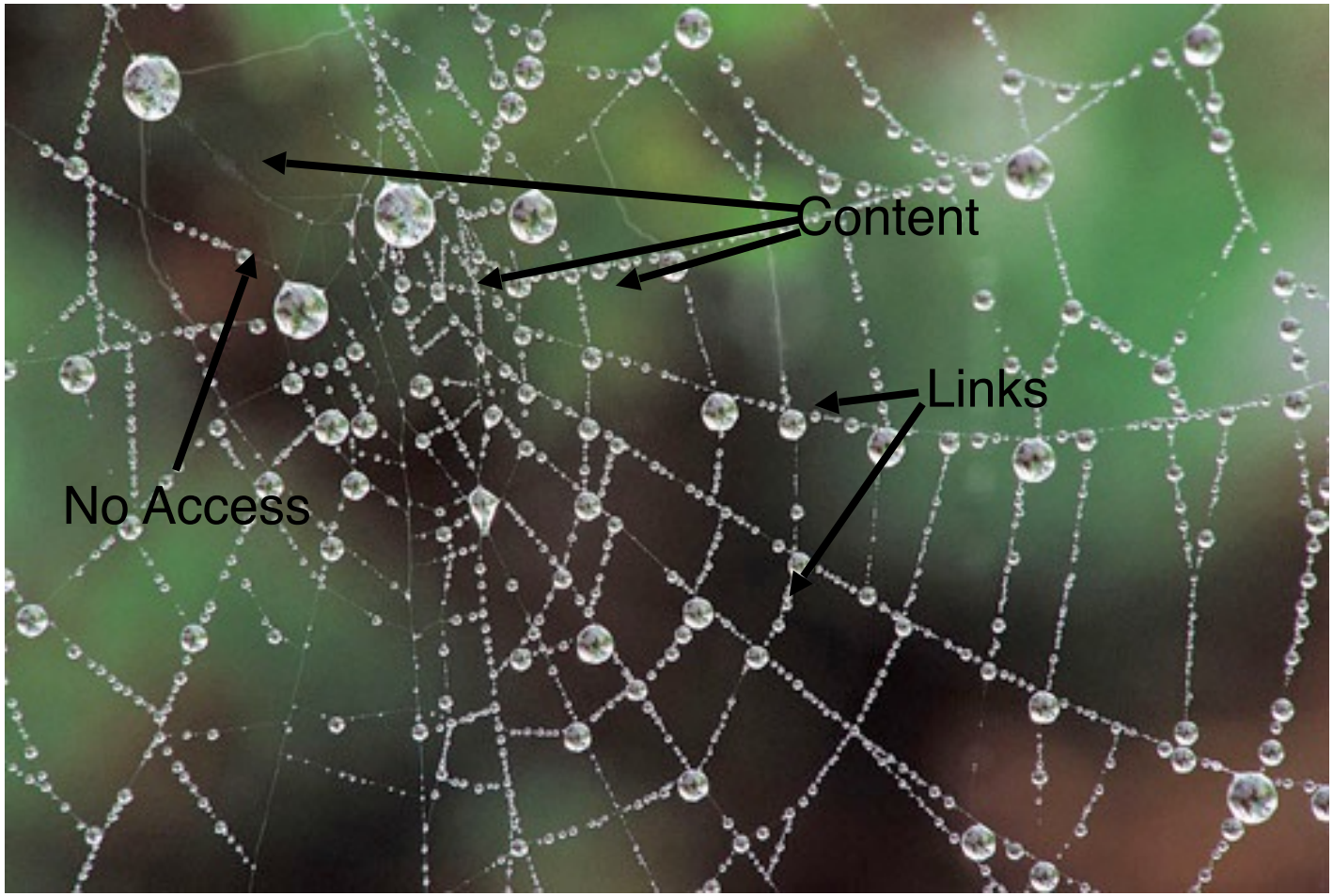
Google Webmaster Tools
Bing Webmaster Toolbox



How Does A Search Spider/Bot Work?



Spider Food…
Quality Content on Easily Accessible Pages



THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE 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?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold?"

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 & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
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?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

ON-THE-PAGE SEO / OFF-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq +3 Quality	Ht +3 Titles	Ac +3 Crawl	Lq +3 Quality	Ta +3 Authority	Sr +2 Reputation	Pc +3 Country
Cr +3 Research	Hd +2 Description	Ad +2 Duplicate	Lt +2 Text	Th +1 History	Ss +1 Shares	Pl +3 Locality
Cw +2 Words	Hh +1 Headers	As +1 Speed	Ln +1 Numbers	Ti +1 Identity		Ph +3 History
Ce +2 Engage	Hs +1 Structure	Au +1 URLs	Vp -3 Paid	Vd -1 Piracy		Ps +2 Social
Cf +2 Fresh	Vs -1 Stuffing	Am +1 Mobile	Vl -2 Spam			
Vt -2 Thin	Vh -1 Hidden	Vc -3 Cloaking				
Va -1 Ads						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE 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?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vl	SPAM	Have you created many links by spamming blogs, forums or other places?

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?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

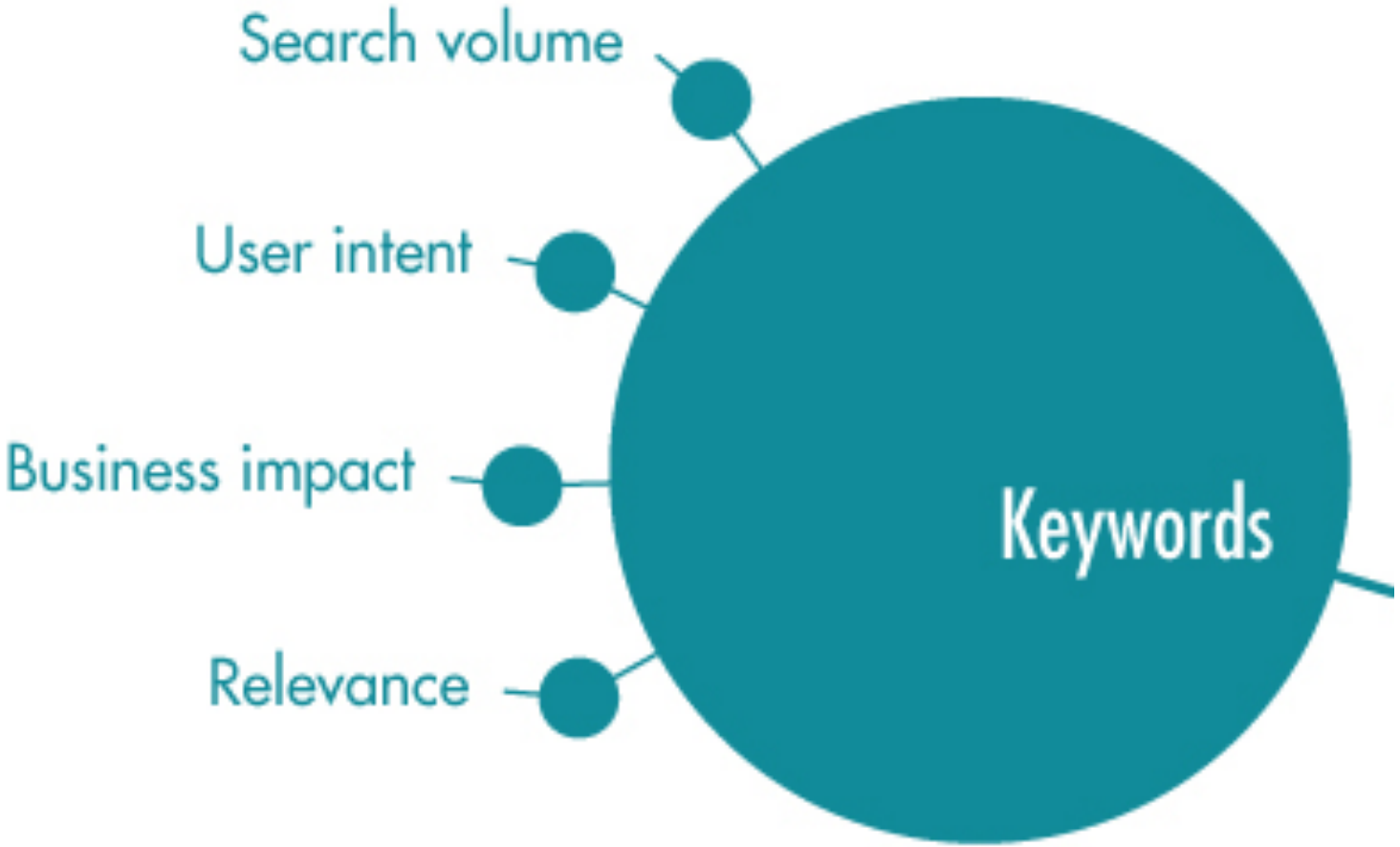
Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

Written By: Search Engine Land
Learn More: http://selnd.com/seotable
Design By: COLUMN FIVE
Copyright Third Door Media

Language – Your Fuel For Success

- The importance of language for SEO
- Semantics and topics
- Developing your keyword and topic list
- Tools
- Understanding user intent
- Things, not strings
- Google Keyword Planning Tool & SpyFu.com

The Power of Topics and Keyphrases



The Power of Topics & Keyphrases

- Create good, interesting content that has value beyond just capturing a search engine's attention
- Language (text) that your potential customers use to find your site
- Describe what your product or service is and why it is good for the customer (positioning & messaging)
- This is how the search engines index and categorize your site
- Beware of drinking your own marketing kool-aid.

Keyphrases and Topics
Positioning, Messaging and Search

- How are your current users searching for your products?
- How do they describe your products?
- How do they define their needs and wants?
- Where and what have they heard about your products in other channels?
- It's about what they are saying and your understanding of it!

Identifying Keywords & Keyphrases

Where do you find them?

- Talk to your current customers
- Look at your competitors
- Look at the trade press
- Look at your server logs and internal site search
- Use online tools

Keyword Research Tools

Keyword tools

- Google AdWords Keyword Planner (Adwords account required)
- Google's Auto Suggest
- Google Trends
- WordTracker.com - http://www.wordtracker.com
- SpyFu.com - www.spyfu.com
- Bing Adcenter Research Tools- http://adlab.microsoft.com/keyword-Research.aspx

Understanding User Intent

Write your on page copy to match your best understanding of the user's intent for the page, i.e. what are they looking for from the page

- Info gathering
- Comparison
- Analysis
- Purchase
- Different ads/keywords are targeted to different spots in the buying cycle

User Intent:
Mapping/Grouping & Modeling Keywords

- Categorize the keyword: brand name, product category, function, industry terms, adjectives, etc.
- Searcher goal using the keyword
- Searcher expectation
- Keyword Priority
- Searcher loyalty

User Intent:
Mapping/Grouping & Modeling Keywords

- Buy cycle progress
- Buy cycle next steps
- What is the primary classification of keyword based on above characteristics?
- What is your opportunity presented by searcher landing on a specific page using this keyword?
- Conversion action: what is the final goal for the searcher?

User Intent:
Mapping/Grouping & Modeling Keywords

- Navigational queries
  - Searcher knows what they want but not where to find it
- Informational queries
  - Searcher wants to learn more about a topic
- Transactional queries
  - Searcher wants to complete a specific action

Ambiguity
Computers Are Still Literal

The fisherman jumped off the bank and into the water.

The bank down the street was robbed!

Back in the day, we had an entire bank of computers devoted to this problem.

The bank in that road is entirely too steep and is really dangerous.

The plane took a bank to the left, and then headed off towards the mountains.

Headlines: Assumed Language

DRUNK GETS NINE YEARS IN VIOLIN CASE

FARMER BILL DIES IN HOUSE

PROSTITUTES APPEAL TO POPE

STOLEN PAINTING FOUND BY TREE

RED TAPE HOLDS UP NEW BRIDGE

DEER KILL 300,000

RESIDENTS CAN DROP OFF TREES

INCLUDE CHILDREN WHEN BAKING COOKIES

MINERS REFUSE TO WORK AFTER DEATH

Things, Not Strings!

Semantic Search

"Beginning with user intent and interpretation of the query itself, semantic technology is used to refine the query, extract *entities (things)* as answers, *personalize* search results, *predict* search queries and more — providing a more interactive, *conversational* or *dialogue-based* search result."

"5 Ways to Unlock the Benefits of Semantic Search", Barbara Starr, Search Engine Land, November 7, 2013, http://searchengineland.com/5-ways-to-unlock-the-benefits-of-semantic-search-hummingbird-175634

Things, Not Strings!

Keywords are your guides but Google and the other engines are now going much more towards semantic analysis and away from individual keyword analysis

Google is looking at “Things, not strings” (topics, not keywords strings)

Content needs to be an integral part of the site and not just a stand alone page

Content needs to be useful, interesting and evergreen

Think more about the idea of topics and site sections and leads about the individual keywords

Google wants to return the full answer for the search query, not just the keyword

The Once & Future King!
Quality Content

- Make the content interesting, useful and evergreen, i.e. something that a person would like to read
- Have topics that support one another within your site, link the most similar topics directly and the dis-similar topics through others
- Make the content on your pages actionable, ask the user to complete your site goals
- If your site is poorly written, it does not matter where the keywords are

Taking Advantage of Semantic Analysis

- Make an outline of your site's sections and organize them by subject
- Do the same for each page, organizing your thoughts
- Use H1-H6 tags to briefly describe the section they introduce
- Use this structure to look at how your competitors are doing

Keywords and Content

- We will be going over this repeatedly over the rest of the workshop
- Having strong, well-written content is vital to getting your site ranked well
- Having interesting, informative content that others reference is your goal

  - See new article at Moz.com – 7 Advanced SEO Concepts
    - http://moz.com/blog/7-advanced-seo-concepts

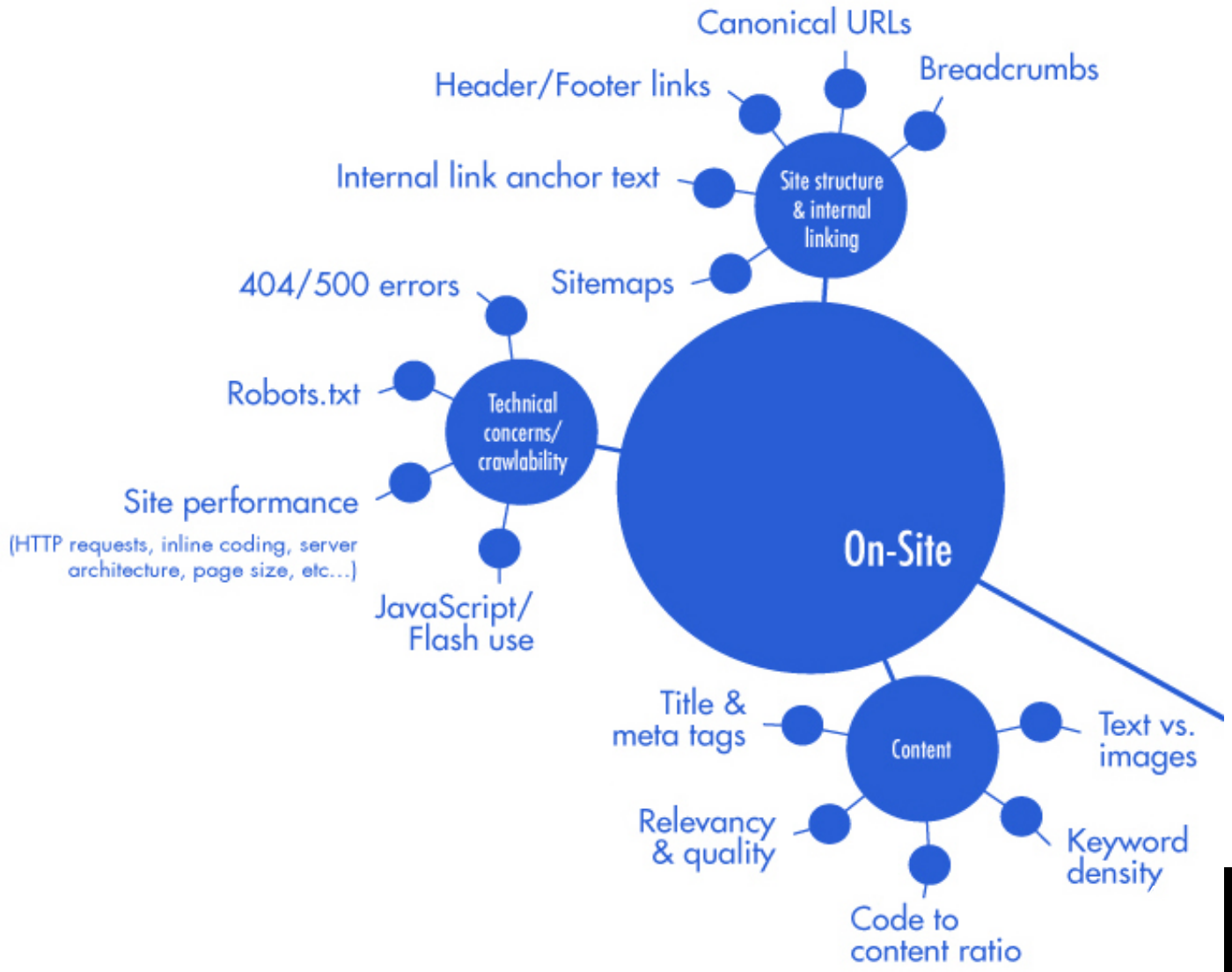
Tuning Your Vehicle For Performance

- What is a technical site review
- Site technology
- Desktop vs. Mobile sites
- Site architecture
- Site naming conventions
- Dealing with duplicate content

Tuning Your Vehicle For Performance

- Page and site load speed
- Code to content ratio
- Keyphrase placement
- Sitemaps
- Dynamic Sites
- Non-text search
- Your SEO toolbox

On Site Factors For SEO



Technical Site Review

Thorough review of technical aspects that influence how the search engines crawl your site *(This is your first project, we will review what is needed in the next session)*

Focuses on two key audiences

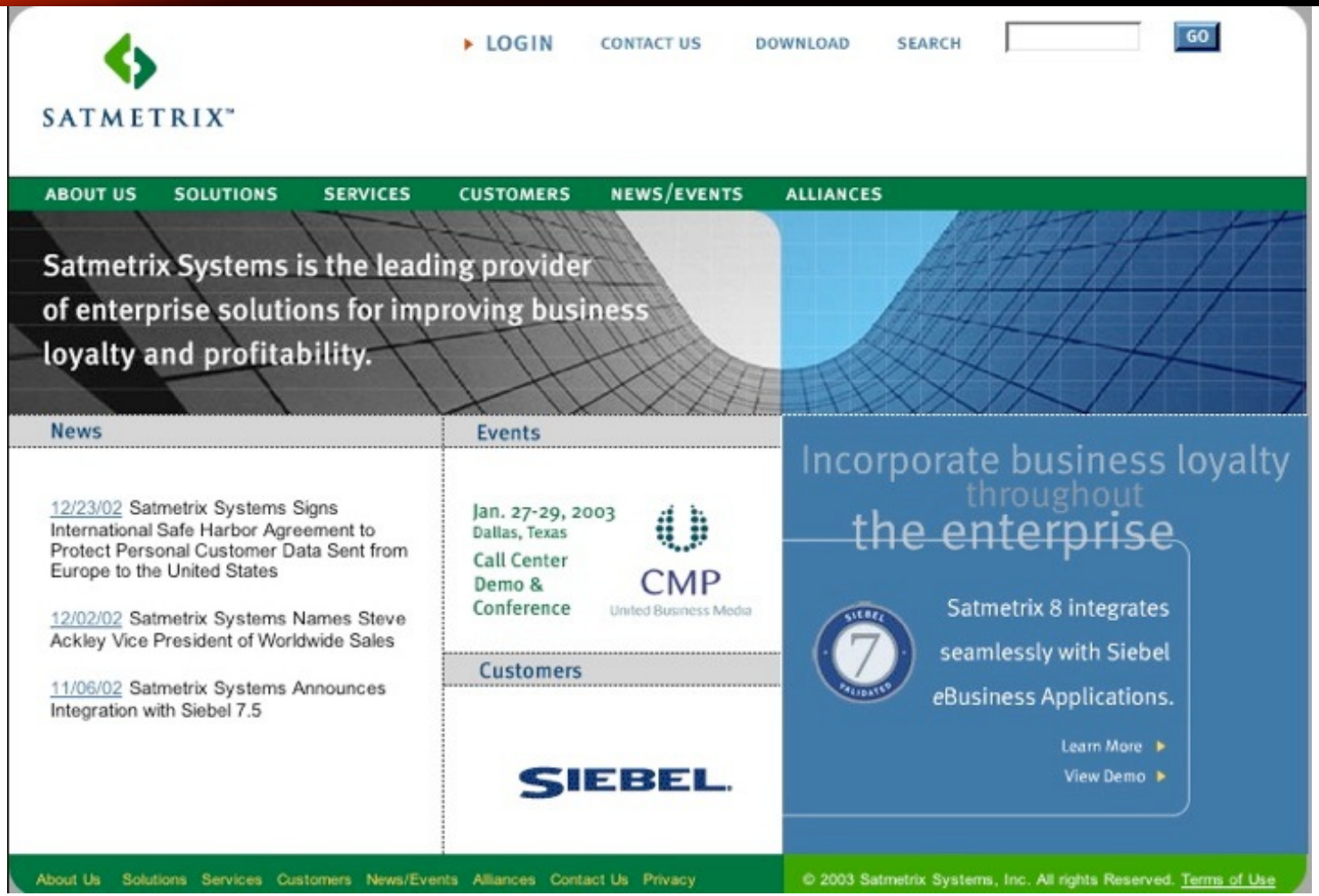
- Spiders: search engines and directories
- People: prospects, customers, partners, etc.

Review the site as outside users see it

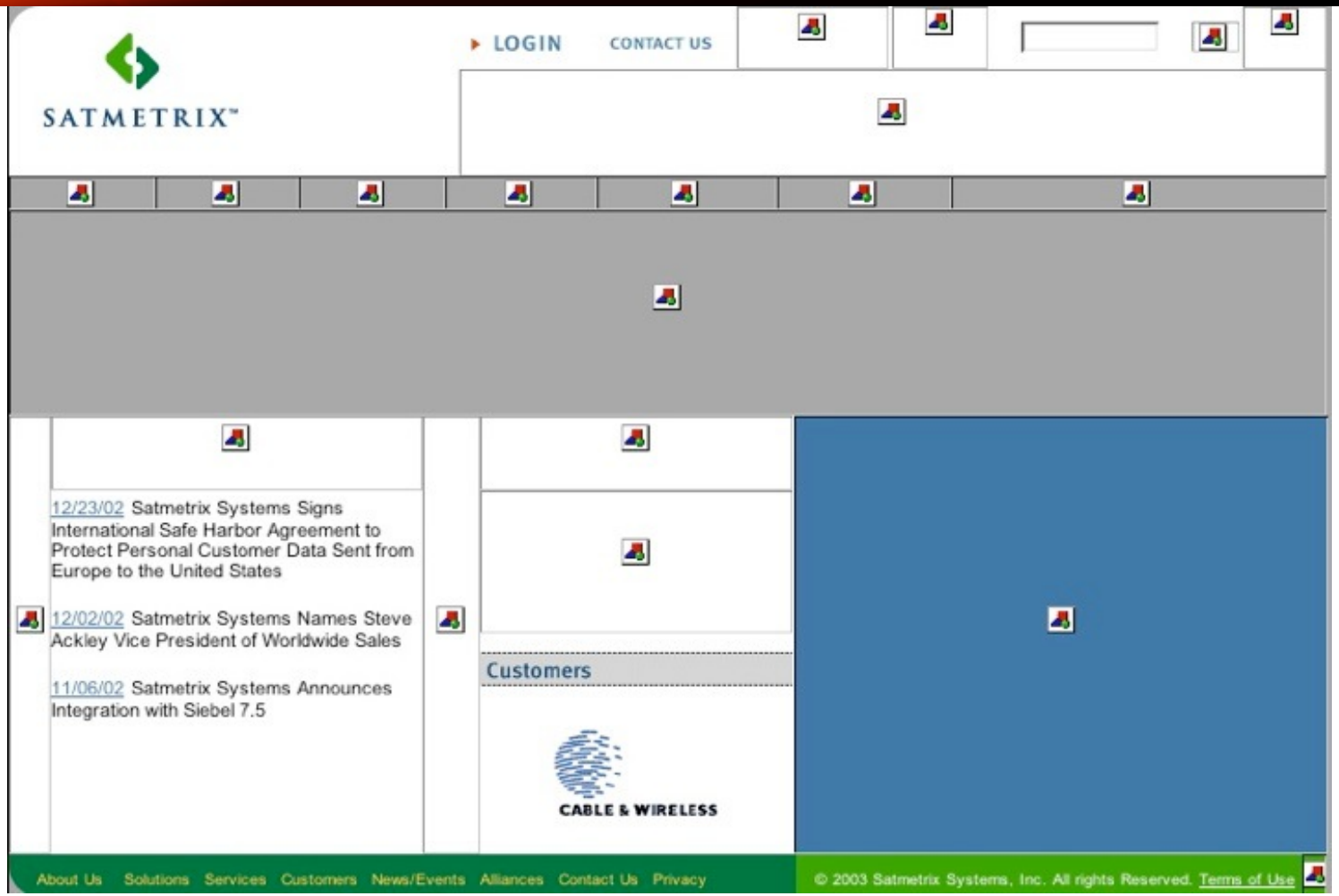
Key items considered:

Architecture	Content (Siloing)
Underlying technology	Content (Quality & Originality)
Source code	Page format/layout

Do you See What I See?



Do you See What I See?



Invisible Sites
Blinders For Spiders

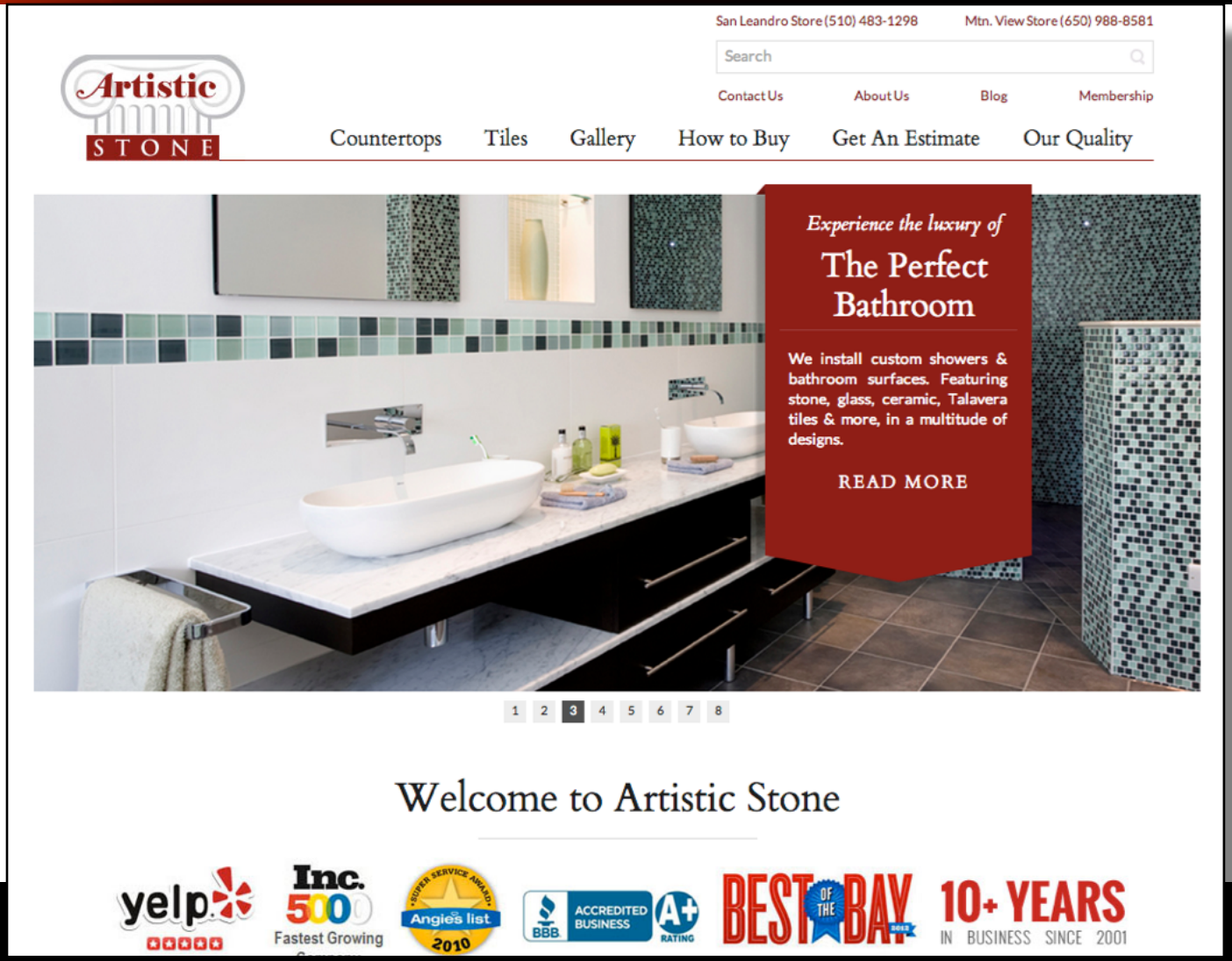
Key reasons for lack of search visibility and poor placement with search engines are:

- Underlying technology of the site presents roadblocks to being effectively indexed
- Components and functionality in the architecture are viewed by search engines as red flags indicative of spam
- Source code and graphics drown out content
- Content needs to make better use of keywords and phrases that match the audience's use of language in their search queries

Design Your Site For All Devices

- Google and the other engines now view the world as a multi-screen environment
- You must be aware of how your site displays and functions on desktops, smart phones and tablets
- You can build your site to be responsive, with all the code on one set of pages or to redirect to a separate mobile version
- Responsive is better but more difficult
- A separate mobile site has some search costs in the splitting of traffic and links

Responsive Design Examples



Responsive Design Examples

San Leandro Store (510) 483-1298

Mtn. View Store (650) 988-8581

Artistic STONE

-MENU-

1 2 3 4 5 6 7 8

Welcome to Artistic Stone

yelp

San Leandro Store (510) 483-1298

Mtn. View Store (650) 988-8581

Artistic STONE

-MENU-

Countertops

Tiles

Gallery

How to Buy

Get an Estimate

Our Quality

Our Blog

1 2 3 4 5 6 7 8

Welcome to Artistic Stone

San Leandro Store (510) 483-1298

Mtn. View Store (650) 988-8581

Artistic STONE

-MENU-

Countertops

Prefabricated Granite

Prefabricated Marble

Prefabricated Quartz

Natural Stone Slabs

Quartz Slab

Recycled Slabs

Sink Options

Tiles

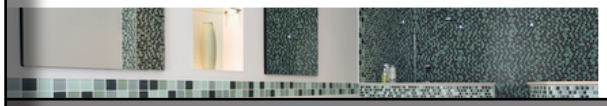
Gallery

How to Buy

Get an Estimate

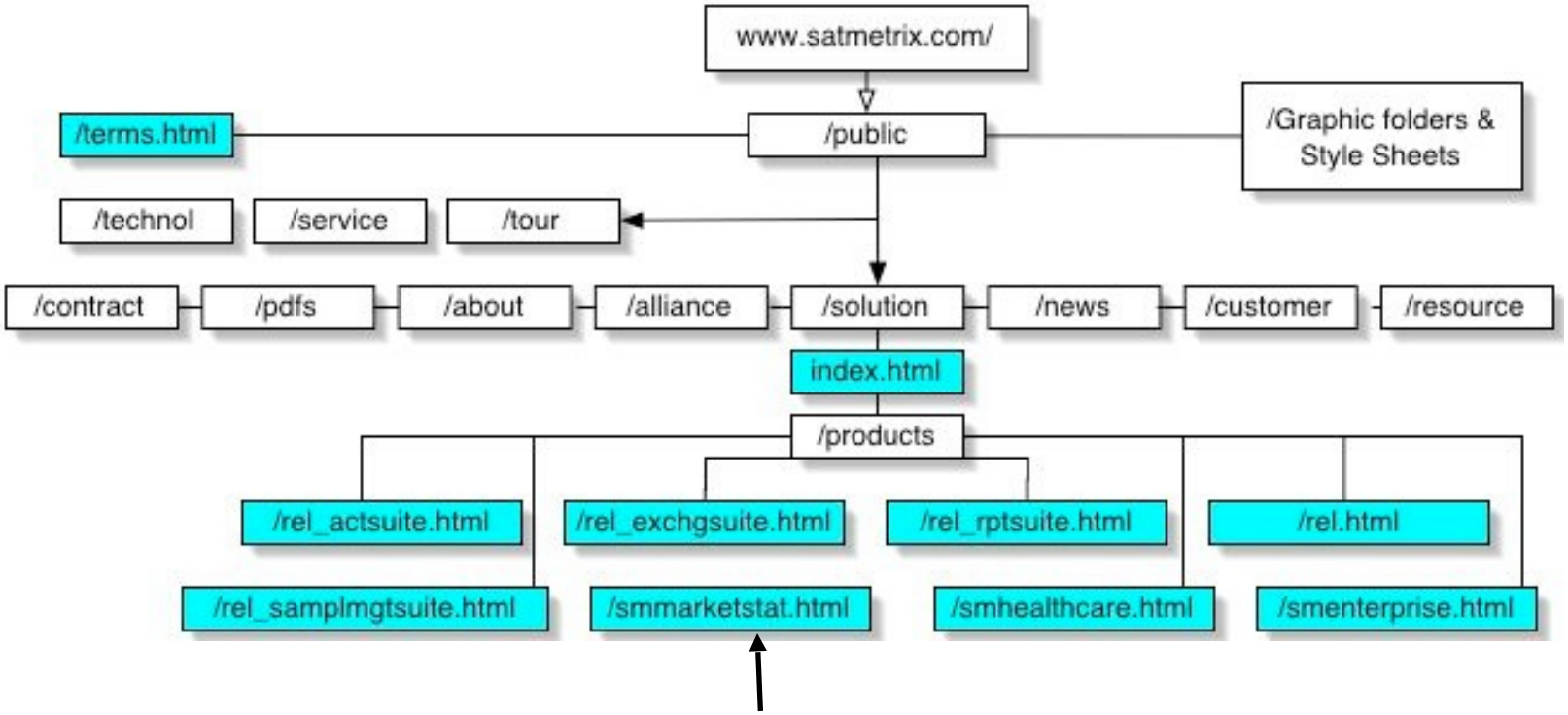
Our Quality

Our Blog



Rooms Without Doors: Site Architecture

Designed by IT for Organization on a Server

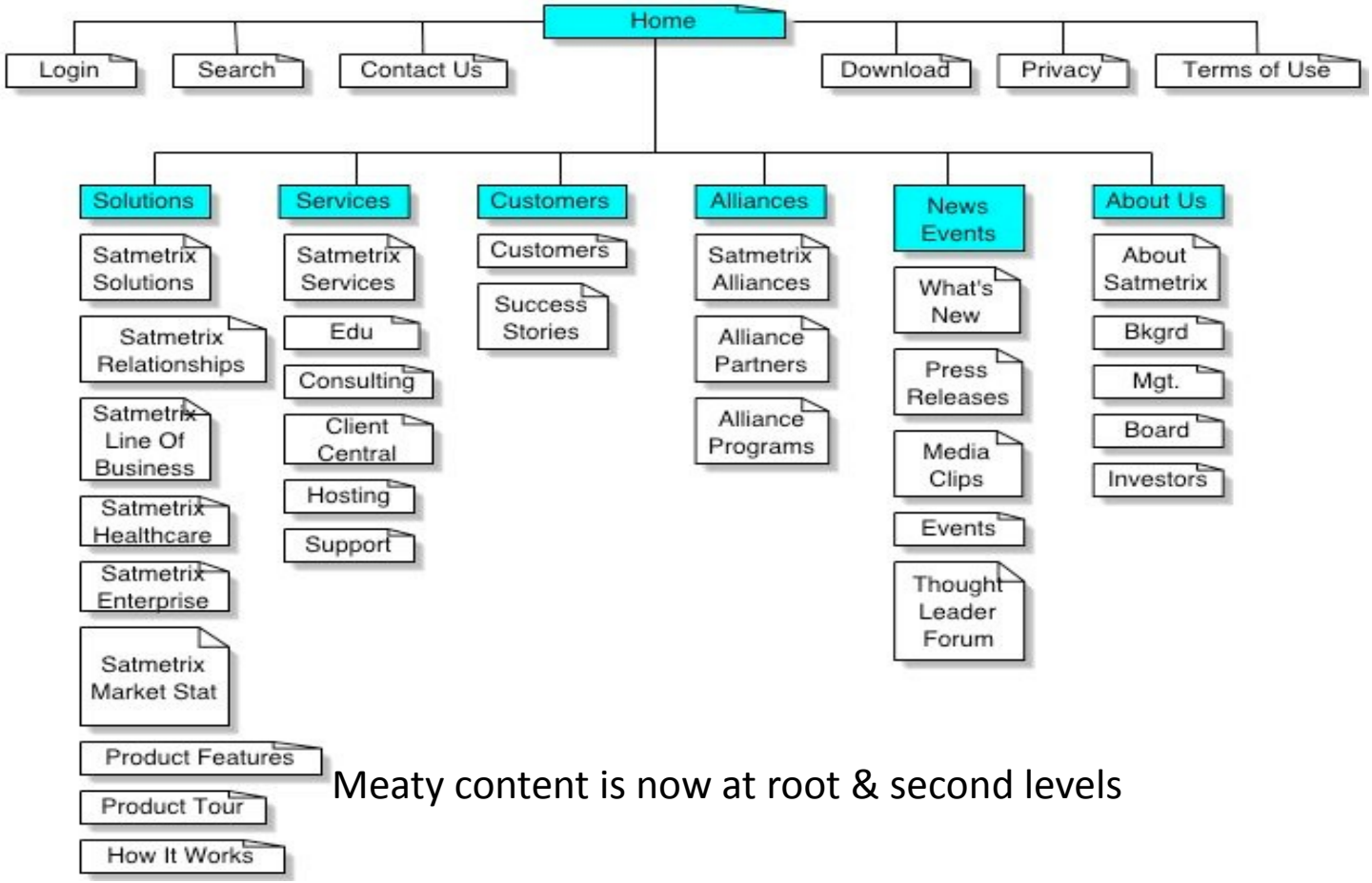


Meaty content is buried too deep within the site
Below the average crawl depth of spiders (2 levels)

Opening the Doors:
Flattening Architecture & Organizing Content

1st level

2nd Level



Meaty content is now at root & second levels

Content Siloing: Organizing Your Content

- A well organized site with clear content/subject/sections is rewarded in the SERPs
- Map out site architecture early on, directories and sub directories should all be structure to have like content
- Internal links should re-enforce the content silos

Directory & File Names

Incorporate keyphrase rich names for files and directories

Keywords that mirror content of pages increase page's ranking by increasing the relevance

Example:

- Current: ../rel/PC.html
- Revised: ../support/Using-LG-phone-video.html

Unique vs. Duplicate Content

- Google, et. al. does not like to see the same content on multiple pages on the site
- This can lead to devaluing all of the content or to a duplicate content penalty if Google thinks that you are trying to trick them/stuff your site
- The content can be as small as a paragraph
- But, there are good reasons for duplicate versions of the same page

Unique vs. Duplicate Content

Reasons why your site might have duplicate content

- http://*www*.YourSite.com vs. http://YourSite.com versions of your site
- A product being in multiple categories on an e-commerce site
- Marketing campaigns that each target a separate landing page for tracking
- Optimization tests of different elements on a page
  - Headlines, Color choices, Calls to action

Unique vs. Duplicate Content

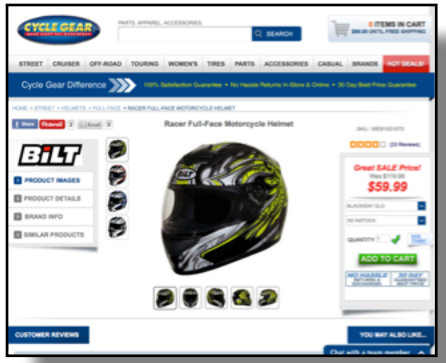
Ways to fix this for the search engines

- rel=canonical links
- noindex meta tags on page
- nofollow links to duplicate pages
- Use the robots.txt file to hide the page from search engines crawling
- Removing date/time stamps and user IDs from URL strings

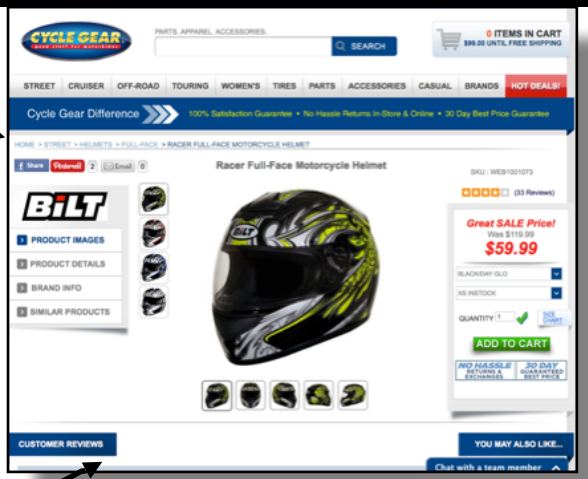
Unique vs. Duplicate Content

- The rel=canonical tag on a page tells search engines that the content of the page should always be treated as a copy of the content on another page
- i.e., The page with the rel=canonical tag will always refer to the “canon” or original page
- All links and traffic the the page with the tag will be “credited” to the canon page in the search engine’s eyes
- moz.com has a great article on this

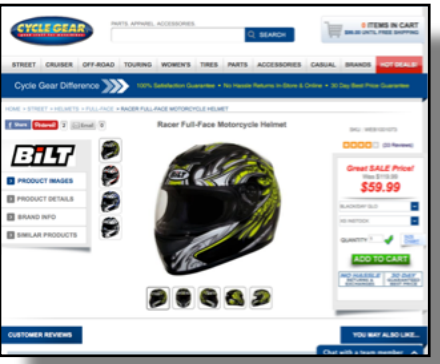
The rel=canonical Tag Illustrated



.../street-helmets/Bilt-racer.aspx



.../full-face-helmets/Bilt-racer.aspx



.../track-helmets/Bilt-racer.aspx

<link rel="canonical" href="http://www.site.com/full-face-helmets/Bilt-racer.aspx"

Code To Content Ratio

- The average site has code (machine instructions) to content (human/spider) ratio = 80/20
  - This means that 1 in 5 “words” on the page is user friendly content, the rest are spider junk food
- Offload code segments into .css and .js include files
- Aim for code to content ratio of 55/45 or better

Page Speed Optimization

- Google and the other search engines reward sites that load fast. They view it as a good user experience
- This is something that you need to work with a person who has a good understanding of some of the underlying technology of your site and servers
- Look at your site from a desktop and a mobile perspective

Page Speed Optimization

- Use Google's PageSpeed Insights Analysis tool to analyze your page and site
- The next two slides give the top line rules from Google
- You can drill down at Google's PageSpeed Insights Rules for a deeper look at the details

Page Speed Optimization:
Sample Results

- Avoid landing page redirects
- Enable compression
- Improve server response time
- Leverage browser caching
- Minify resources
- Optimize images
- Optimize CSS Delivery
- Prioritize visible content
- Remove render-blocking JavaScript
- Use asynchronous scripts

Page Speed Optimization

Usability Rules

- Avoid plugins in Wordpress when possible
- Configure the viewport
- Size content to viewport
- Size tap targets appropriately
- Use legible font sizes

Where To Use Your Keywords

Now that they are identified, use them in:

- Page titles
- Body copy
- Headlines and Sub-heads
- High on the page
- Repeat 4-5 times per page while still maintaining strong copy
- File titles
- Link text
- ALT Tags
- META Info within the media files

Source Coder Road Signs For Spiders

Using the language of the web to feed the spiders while re-enforcing your customer message

Key META Tags and HTML formatting commands

- ***META <TITLE> - key driver of your rank in search***
- META <DESCRIPTION> - key driver of *CTR* for search impressions
- META *<KEYWORDS> - Don't bother, completely ignored*

Headlines and Sub heads<H1>, <H2>,

Emphasis tags <B> for bold face, <EM> for italics, <OL> & <UL> for bulleted lists

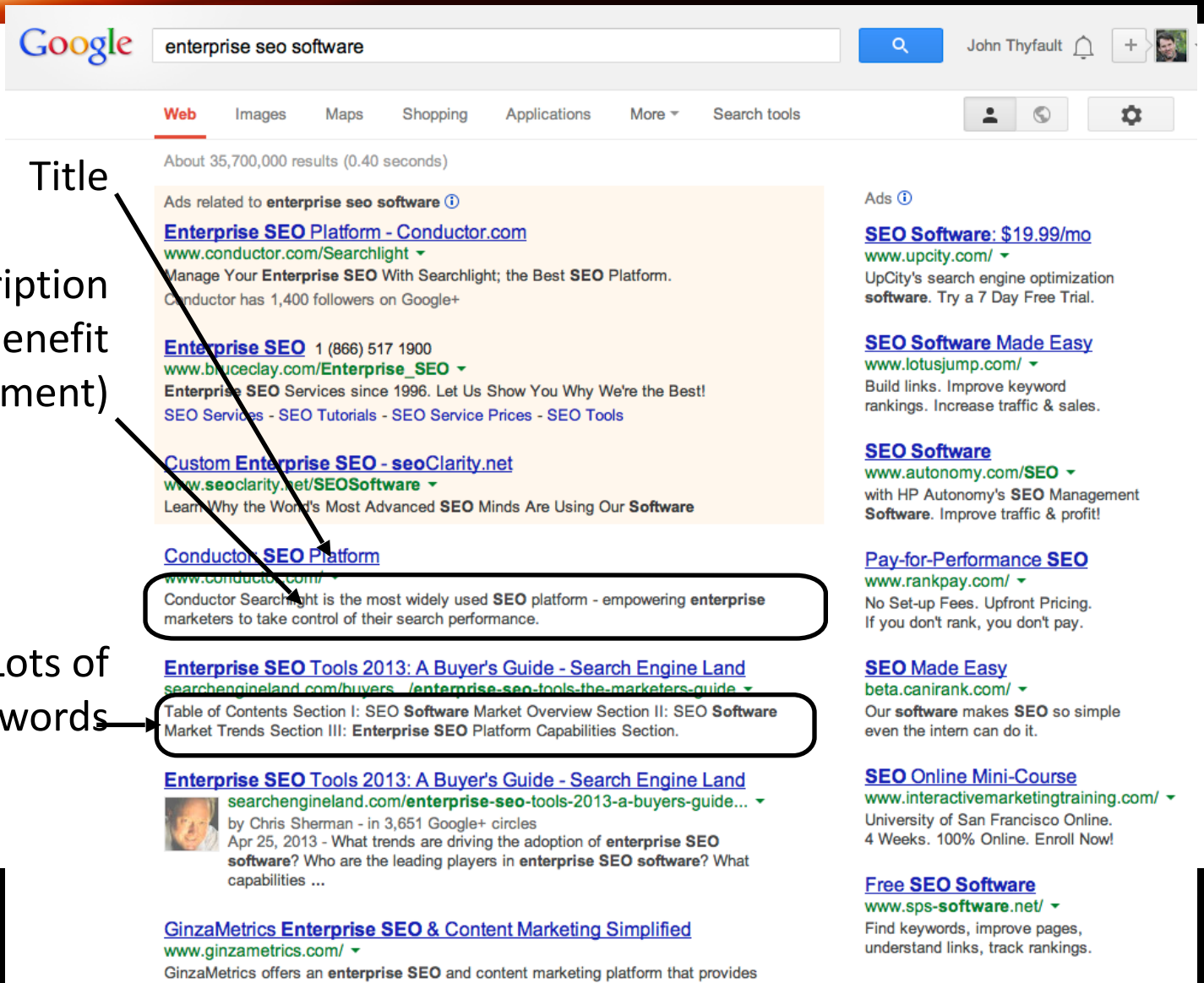
Can also use consistent CSS style sheets to format pages instead of tags above

Keyword Placement

Page Title
File Name
Head
Link Text
Body
Subhead

META Title & Description Tags

Ideal Source Code Components



Anatomy Of A Link

Successful SEO Tactics: On-Site Optimization

Ryan Woolley, *August 12, 2011*

10 Comments

On-site optimization has long been a cornerstone in any organic search effort. It's an expansive topic and to fully cover it within one article would be impossible.

We're previously discussed keyword selection. As the second of four spheres in the SEO Tactics Chart, we'll now address some of the more important considerations related to the art and science of on-site optimization.

Anchor Text, 1st focus

One important principle when dealing with on-site optimization tactics is to **optimize toward the end user**. Never forget who you're trying to attract to your site. An engine's algorithm isn't going to convert, a human being will. Never lose sight of this.

Another important principle is to **plan holistically**. Don't think of your sitemap, title tag, description tag, H1, breadcrumb, ATL tag, etc., as separate attributes used in the process of optimizing a page. These attributes *must* work together at the page level to be successful.

Surrounding Text, 2nd focus

XML Sitemaps

A file uploaded to the search engines to help them keep current with all of the pages on your site

Very thin in details, just URL, update frequency and relative importance

Upload to the following links

Google Webmasters' Tools

- www.google.com/webmasters/tools/

Bing/Yahoo

- http://www.bing.com/toolbox/webmaster

Dynamic Sites

- Can be optimized for search but it takes extra steps and resources
- Generate static URLs Amazon examples
  - www.amazon.com/exec/obidos/tg/detail/-/9971691701/qid=1053481490/sr=1-1/ref=sr_1_1/104-8803182-4127950?v=glance&s=books
- XML feeds to major engines
- Shopping engines such as amazon.com, MySimon, Dealtime, BizRate, PriceGrabber
- Google Shopping Search/Merchant Center

Search: It's Not Just The Webpage Anymore

All major engines have different types of search available now:

- Images
- Maps
- Videos
- Music (sort of thanks to RIAA!)
- News
- Number (VIN, package tracking, flights, etc)
- Book Search
- Product

Why Bother To Optimize Non-text Based Content

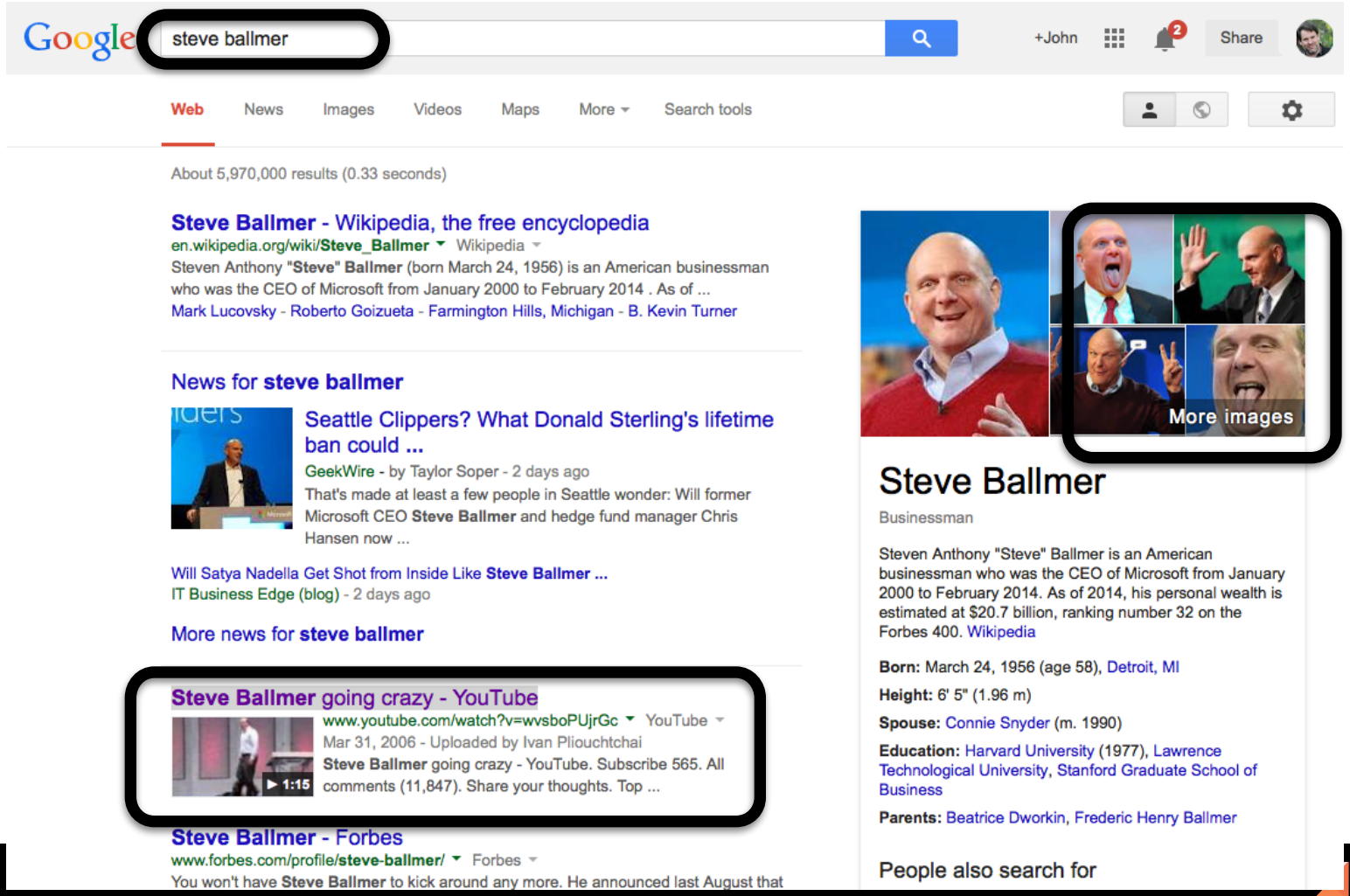


Image As Reputation

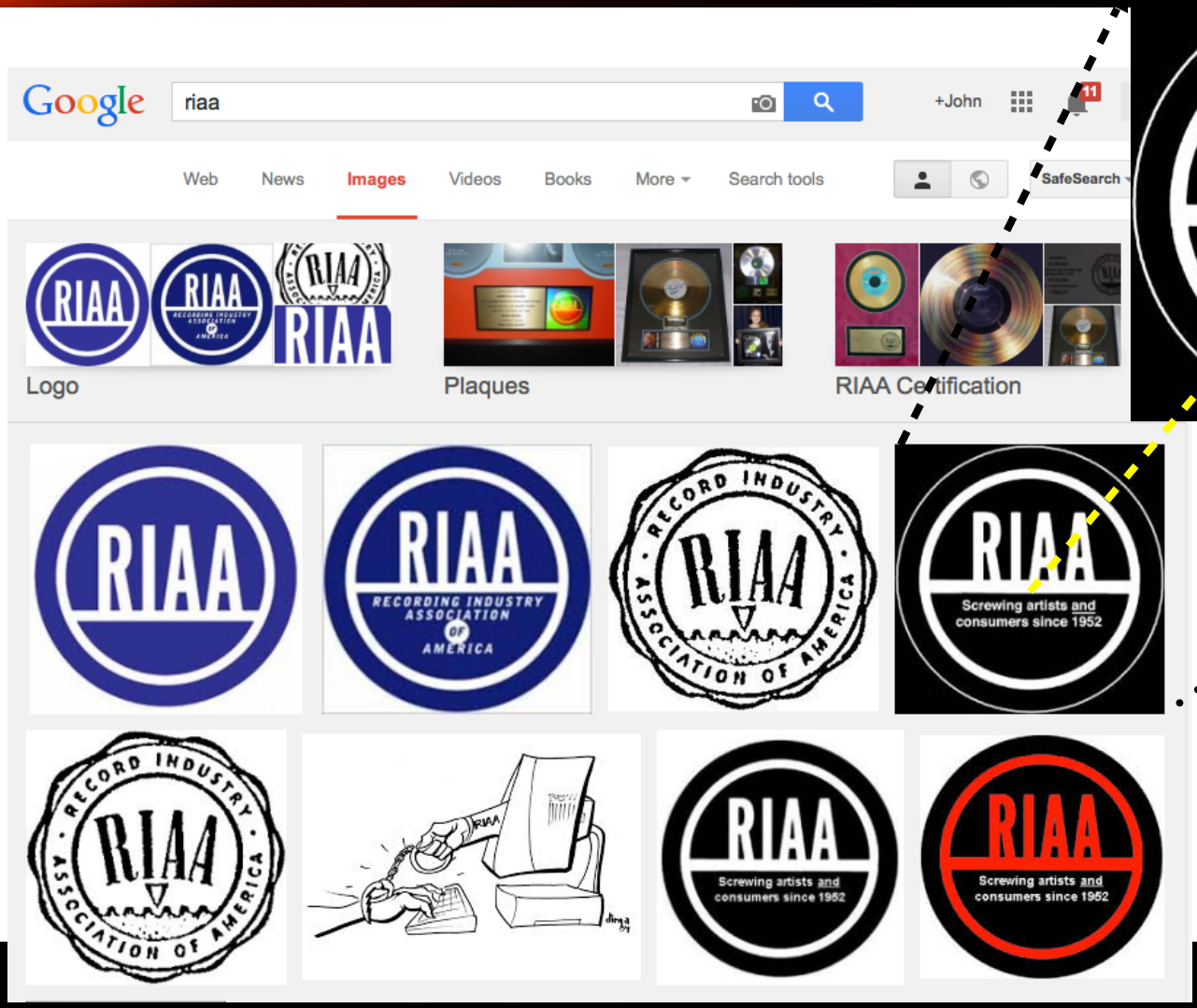
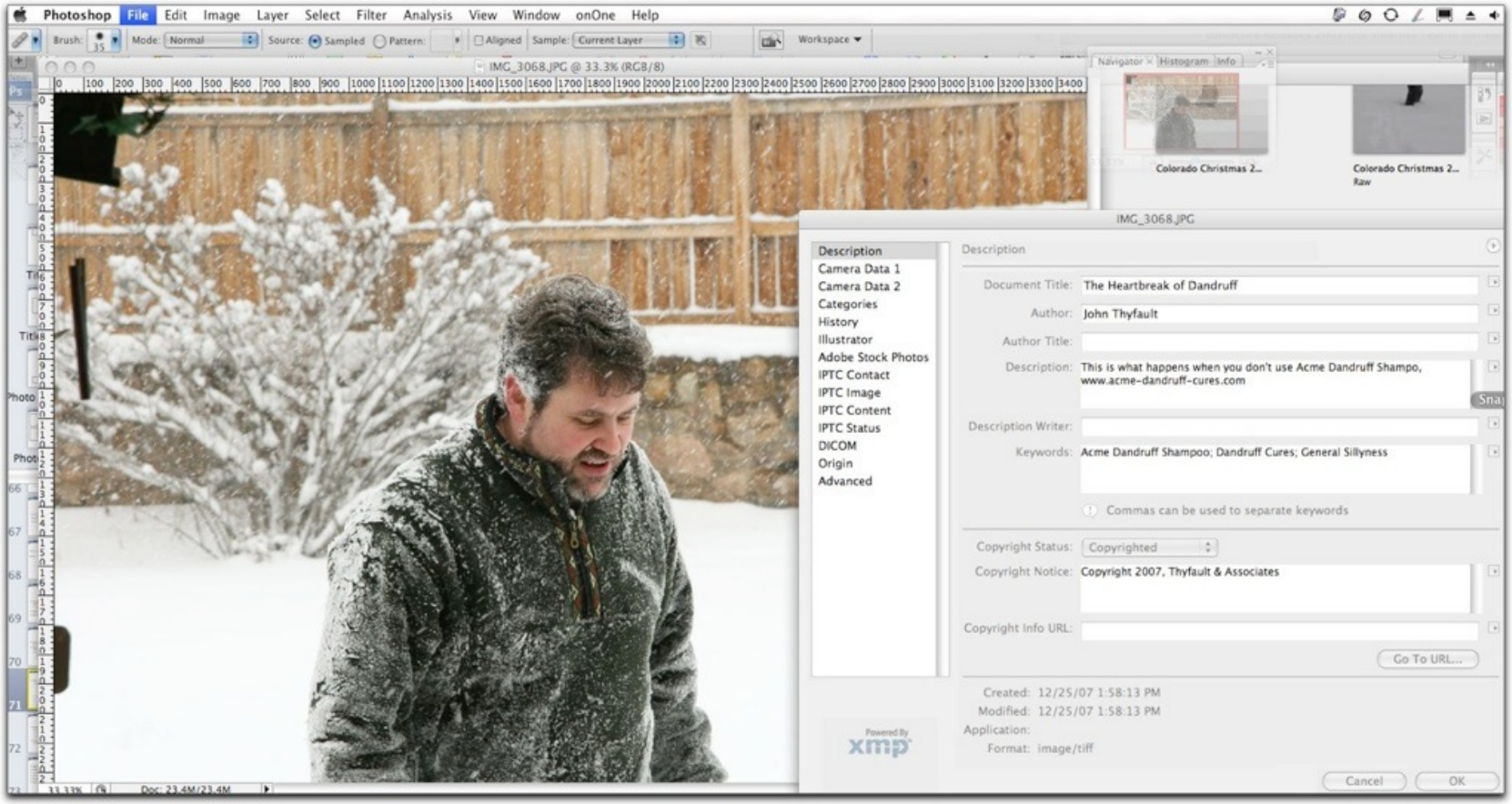


Image & Non-text Optimization

- More media and images will be incorporated into universal/ blended search
- Results can change rapidly
- Often times, your competitors are not appearing here
- What do your images say about your product & company?

Non-text Media Meta Data



The Heartbreak of Dandruff dandruff.jpg

Image & Non-text Optimization

Name images with keywords that reflect content

Alt text

Content around image

Page that image appears on

Anchor text used in links to images

Make image folder available to spiders

Take advantage of META info in image file

Image & Non-text Optimization

- Send out images with press releases
- Create an xml sitemap and feed your images to Google, Bing & Yahoo
- If using javascript to set up slide shows, you may want to consider also having a page with thumbnails and text around every thumb.
- Use sharing sites such as Flickr if appropriate,
- Add links back to your sites
- Keyword rich description
- Geo tag image

Your SEO Tech Toolbox

- Moz.com
- Screaming Frog SEO Spider
- Spyfu.com
- SEO for WordPress by Yoast
- Firefox/Chrome/Safari plugins
- Woo Rank (new but looks good so far)

Your SEO Tech Toolbox

- All of the tools listed will help you to analyze your site for tech and content issues
- Most can generate a spreadsheet of results and issues
- Most also have some link building/social media components as well. We will go over these during the offsite session
- Most of the tools cost money - some have free trials or limited versions

Technical SEO Checker Flag

- SEO is an ongoing process. It takes a commitment to a continued program to keep your site search friendly
- Ensure that your site does not throw road blocks in front of the search engines. If it is hard to crawl your site, they will pass over your content
- Your site needs to have relative, interesting content that is evergreen to rank well. Focus on creating the best content you can, then work the technical angles of SEO
- Highlight the content that you want to emphasize for the engines using good, standard HTML and the features of your CMS

See You Tomorrow At 8:00 AM

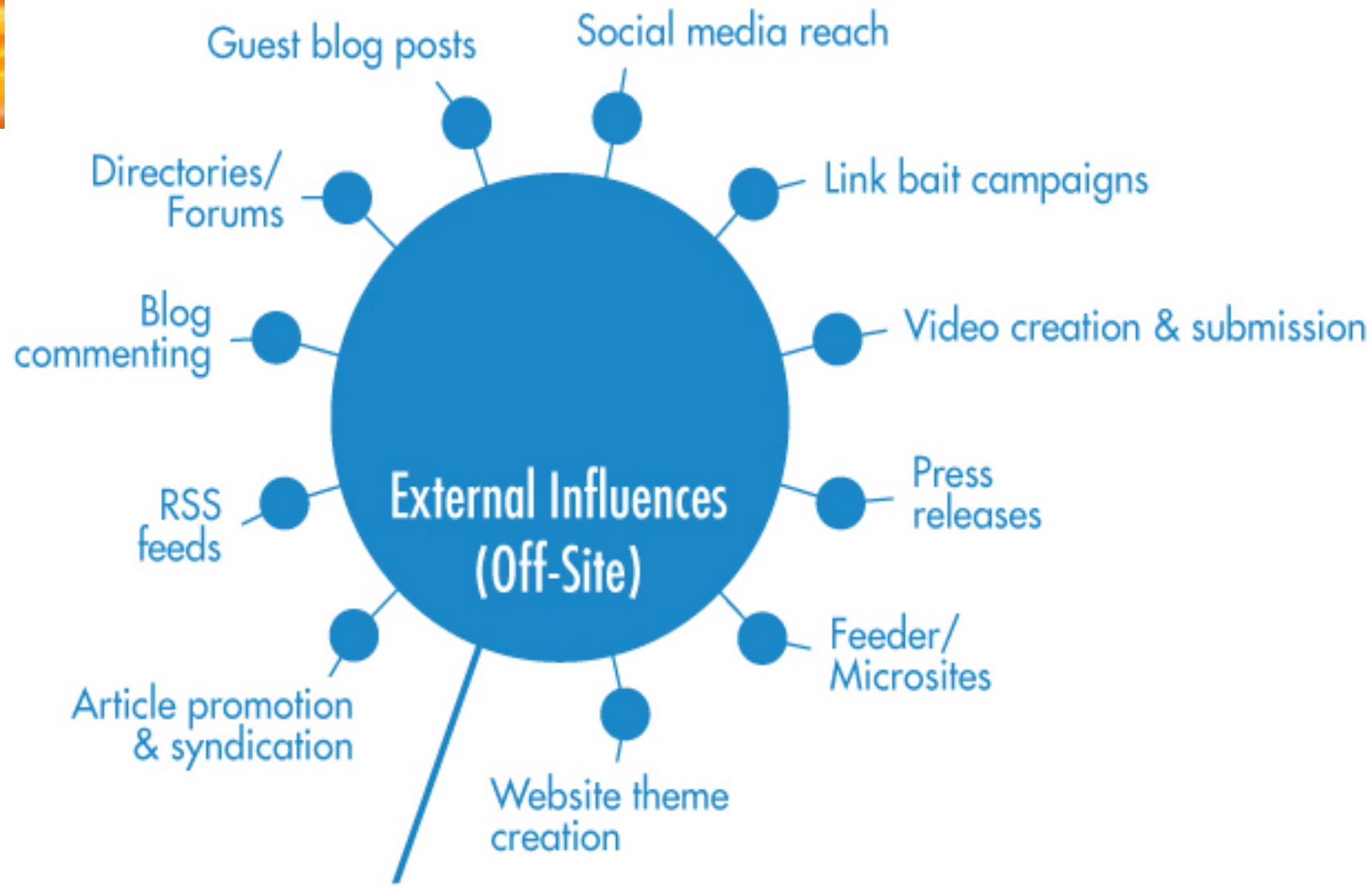
SESSION II – LOOKING FOR YOUR CAR'S SPONSOR'S

OFFSITE ASPECTS OF ORGANIC SEARCH ENGINE OPTIMIZATION

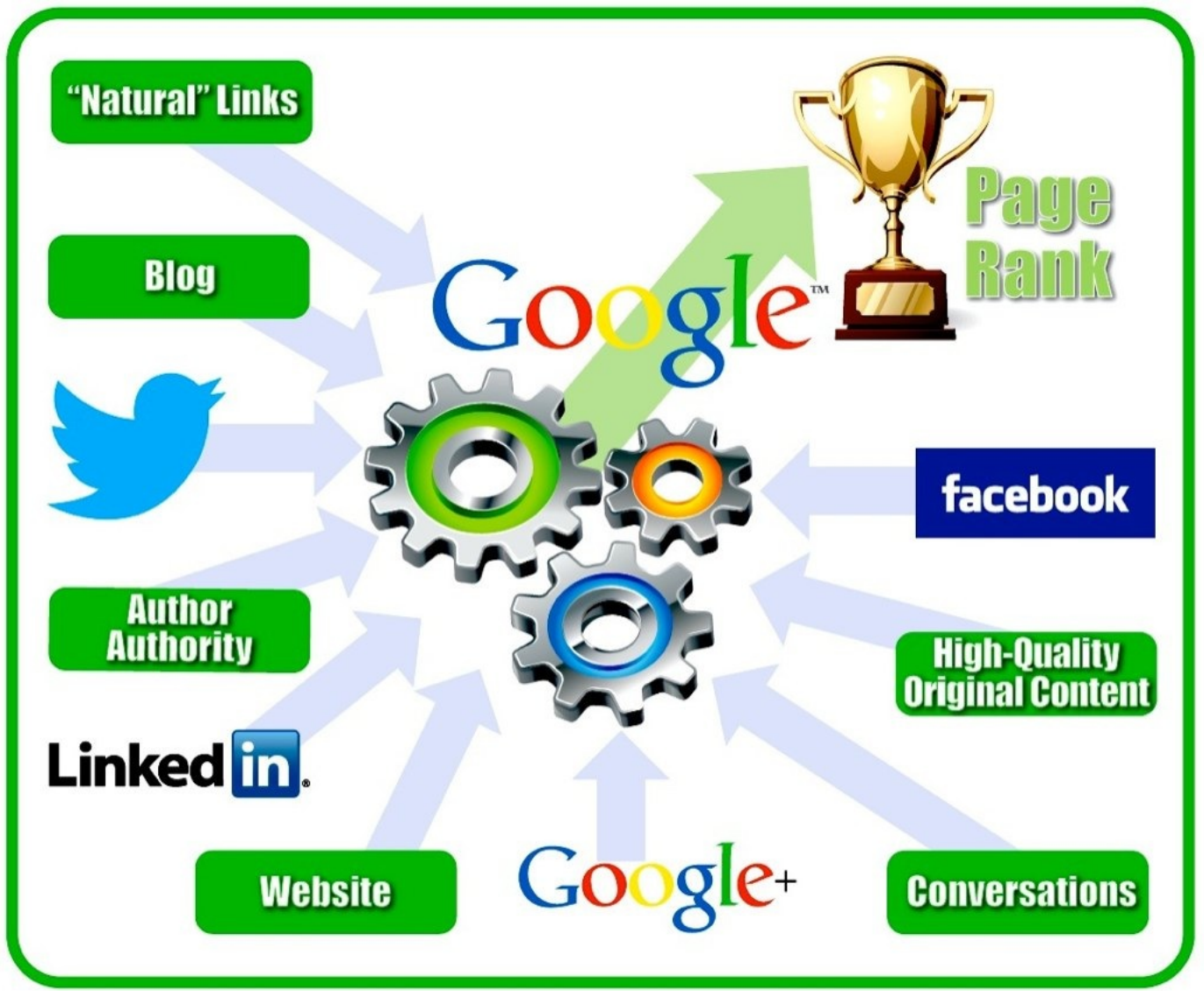
You Can't Run A Race w/o Outside Sponsors!

Session II: Offsite SEO

- Link Building Overview
- Analyzing Your Site
- Picking Link Targets
- Social Media & Link Building
- Internal Links


Guest blog posts
Social media reach
Directories/
Forums
Link bait campaigns
Blog
commenting
Video creation & submission
External Influences
(Off-Site)
RSS
feeds
Press
releases
Feeder/
Microsites
Article promotion
& syndication
Website theme
creation

Link Environment



Link Building

The best way to build links is to have strong, interesting content that makes people want to link to your site - - - LINKBAIT!

- Content Placement Opportunities
- Company Profile Listings
- Open Conversation Opportunities
- Editorial Mentions/Guest Blogging
- Directory Listings
- Resource Lists
- Sponsored Links – *RED FLAG! Danger, Danger!*

Link Building And Analysis

- Having a site that is an authority to link to can help your rank in the search engines
  - View the links to and from your site as votes of editorial approval.
- Having links from sites that speak about your type of product or service is a plus
- View links are currency
- Approach links as a business transaction
  - Who you do business with can impact your bottom-lin
  - Give a good business reason when requesting links
  - If it's free or easy to get, you will get what you pay for!

Understanding Your Link Profile

Use tools to research your site, competition's sites and other sites that come up under the keywords and markets that you are targeting:

- Google Webmaster Central (monitoring the actual incoming anchor texts: Statistics -> Page analysis)
  - http://www.google.com/webmasters/
- MajesticSEO
  - https://www.majesticseo.com/
- Link Research Tools
  - https://www.linkresearchtools.com
- SEOmoz.org
  - http://www.seomoz.org/tools
- ahrefs.com
  - http://www.ahrefs.com

Gaining Links To Your Site

- Make it easy for partners, customers and colleagues to link to your site
  - Provide ***varied*** anchor text and targets
- Add links with quality anchor text to any outbound communication
- Apply good SEO techniques to the following outbound communications
  - Blogs, Tweets, Facebook/LinkedIn, Pinterest, etc
  - White papers, case studies, promotional materials
  - Press Releases

New Links

- Look for new links that do not come from the same IP C-block - XXX.XXX.***123***.XXX
- Look at Domain level authority when hunting for new links
- Look at hosts for incoming links and try to weed out bad actors
  - Link Research Tools is great at this

Link Research Tools

Input Domain	CEMPER Power*Trust™	CEMPER Power™	CEMPER Trust™	Referring Root-Domains
www.expedia.com	36			50,330

Show All | **Average Link Detox Risk** | Anchor Text (784) ▼ | Link Health Breakdown | Link Detox Risk Breakdown | Detox Rules Breakdown (26)

Your Average Link Detox Risk

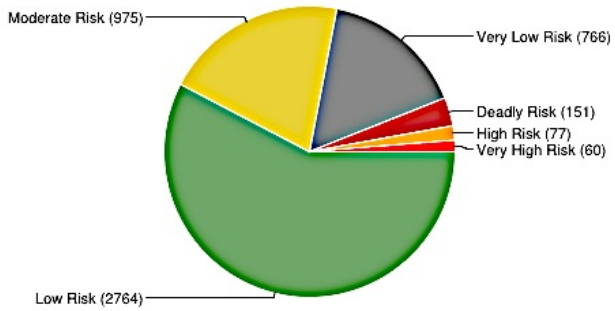
for www.expedia.com at 82% KW classification

The overall risk is not high for www.expedia.com. It is far from exceeding 1000, where it could be classified as potential Penguin Victim. What we learn here is that the "AVERAGE" link risk is just that, an average, weighted by a couple factors, but this is the reason why Expedia got away in the Penguin updates.

There are still many links, I would take a closer look at.

Show All | Average Link Detox Risk | Anchor Text (784) ▼ | Link Health Breakdown | **Link Detox Risk Breakdown** | Detox Rules Breakdown (26)

Export as: PNG



Search: Export as: CSV | XLSX

Risk Level	Links	Percentage
Low Risk	2764	57.7%
Moderate Risk	975	20.3%
Very Low Risk	766	16%
Deadly Risk	151	3.2%
High Risk	77	1.6%
Very High Risk	60	1.3%

Note: We hide remaining data points with a percentage smaller than 0.5% in this data grid. The **CSV export** returns all data available.

More Info On Dealing With A Google Penalty

- Read my two recent blog postings on how to deal with a manual penalty for more detail:
- *Bouncing Back From A Google Manual Penalty*,
  - Part I
    - http://beasleydirect-blog.com/2014/02/11/bouncing-back-from-a-google-manual-penalty-part-1/
  - Part II
    - http://beasleydirect-blog.com/2014/02/27/bouncing-back-from-a-google-manual-penalty-part-2/

Building a List of Target Links

- Run a link profile for your site and your competitor sites
- Look for top sites that come up for each of your primary keywords in all engines
- Look for top blogs that come up for each of your keywords in Technorati, Feedster, Blogspot, searchengineblog & blogsearch.google.com
- Look at social media tools monitoring tools for top SM targets
- Look at competitors' sites

So I Have a List, Now What?

- Research each site and look for actual human contact names
  - Develop a rationale for why it is good for the **other** site to link to you
  - Resources for their users
  - Financial reasons for their user (discounts, special offers, etc.)
- Dial & Smile first, email second
- If you are offering something unique, write a press release, send out email blasts, let your customers know

Taking Advantage Of Social's Influence On Search

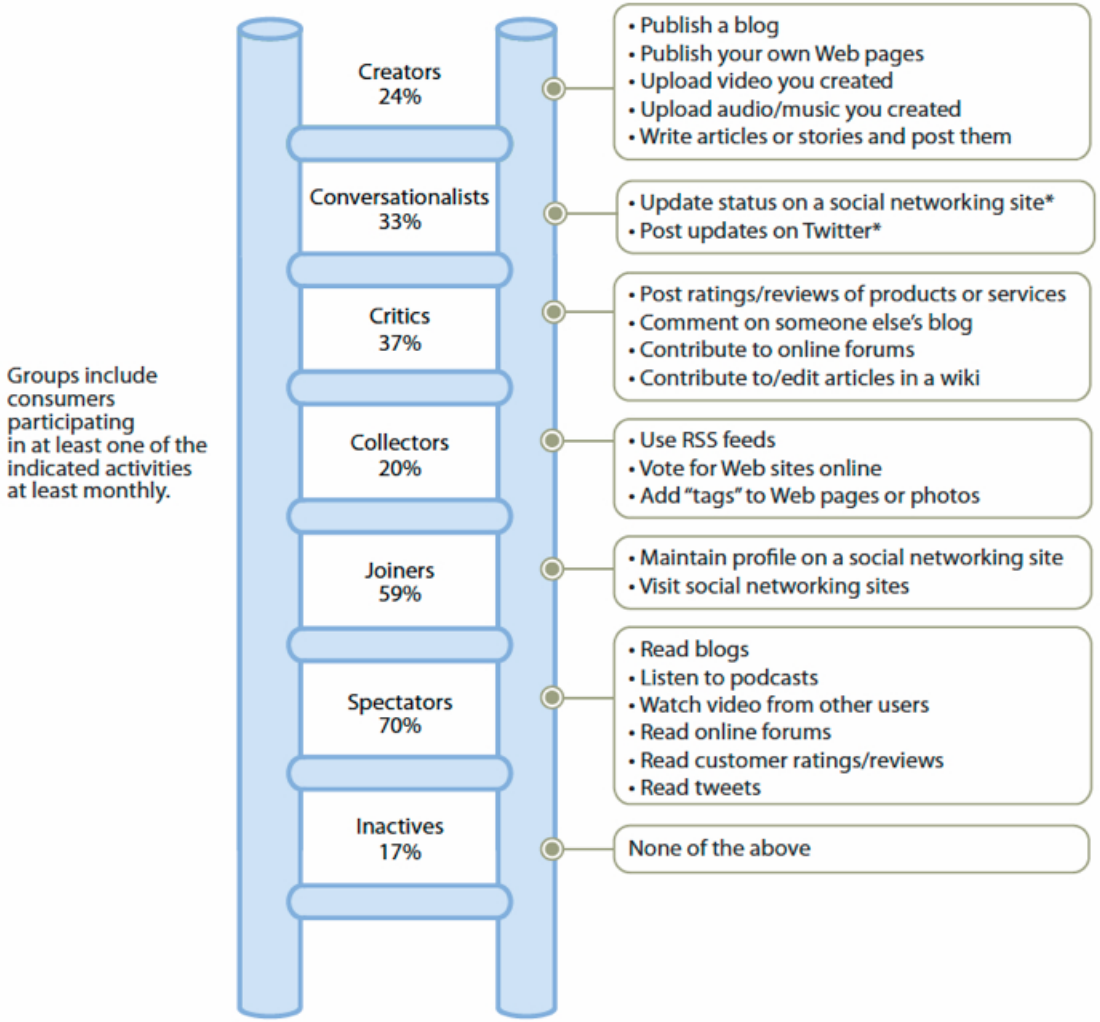
- Three things that you need to know to be successful
- Who's talking about your product, marketplace and the problems your product offers a solution to
  - Identify the the key players and where they are having their conversations
- How are they talking about it? What is the language that they are using.
  - Not just keywords but the tone of voice in the conversation
- Where are they talking about you?

Social Media Links

- Social links can be broken into two sets, both important
  - Primary – original
  - Secondary – re-tweets, shares, likes
- Google & Bing are giving increasing prominence to social signals
- Pay attention to the niche that the target site is in
- Authority of social signals
  - Domain authority
  - Author authority

Forrester/Groundswell Social Ladder

Figure 1 The Social Technographics Ladder Now Includes Conversationalists



Base: US online adults

Source: North American Technographics® Empowerment Online Survey, Q4 2009 (US)
*Conversationalists participate in at least one of the indicated activities at least weekly.

56291

Source: Forrester Research, Inc.

Social Media
Who Do We Target?

- Creators - Those who craft the new content in the social sphere
- Critics - Add critical thoughts conversations
- Collectors - Collect and share content
- Joiners and Spectators -
  - Don't ignore them, they can make or break your campaign. They are the ones who ultimately use your product.
- In-actives - Not really

Internal Linking

- Be consistent with how you create internal links
  - Both at user visible and source code level
- Focus internal link traffic to top pages on site
- Make sure these top pages have great user value
- Keep the generic words out of internal links, “Support,” “More”, “Click Here”, etc.

Offsite SEO Checkered Flag

- Google and the other engines use links as a key measure of your site's quality and relevance
- Link growth should be steady and supported by good content on the site
- Easy link building schemes can get you into major trouble
- Google changes the rules frequently and you need to stay current to stay ahead

Bonus Session Overview
Local Search Marketing

- How does local search optimization differ from general SEO?
- Top Factors To Focus On
- Consistent Name, Address and Phone (NAP)
- Citations
- Reviews

Build A Google+ Page

- Google+ pages for business have an inordinate amount of power in the local rankings
- Tie the Google+ page to your website
- Post content on a regular basis on the Google+ page
- Approach the creation and maintenance of Facebook, LinkedIn and other social media in the same manner

Local Ranking Factors

- Proper category associations
- Physical address in city of search
- Consistency of structured citations
- Quality/authority of structured citations

Local Ranking Factors

- HTML NAP matching place page NAP
- Quantity of structured citations
- Domain authority of website
- Individually owner-verified local plus page

Local Ranking Factors

- City, state in Places landing page title
- Proximity of address to centroid
- Quality/authority of inbound links to domain
- Quantity of native Google Places reviews (w/text)
- Product/service keyword in business title

Local Ranking Factors

- Quantity of citations from locally relevant domains
- Proximity of physical location to the point of search
- Quantity of citations from industry-relevant domains
- Local area code on local Plus page

Local Ranking Factors

- City, state in most/all website title tags
- Quantity of third-party traditional reviews
- Page authority of Places landing page URL

Local Search Wrap-up

- Nurture offsite citations, listings and reviews
- You must have a Google+ page
- Addresses and phone numbers must be local
- Consistency is key across all citations and listings

SESSION III: UNDERSTANDING THE CHANGING SEARCH RACE COURSE

It's Not Your Father's SEO!

What are the repeated Panda, Penguin and Hummingbird updates and how did they change search engine optimization?

What Was Panda To You?

- A major change to the Google Algorithm, first released in February, 2011, that wrecked havoc on the SEO world:
- Designed to lower the value of “thin/ poor” content pages and sites - site wide penalties
  - *Leading to lower traffic, devalued links, less site revenue*
    - *Real Old Testament Stuff!*
  - Has gone through multiple iterations

Panda Changes

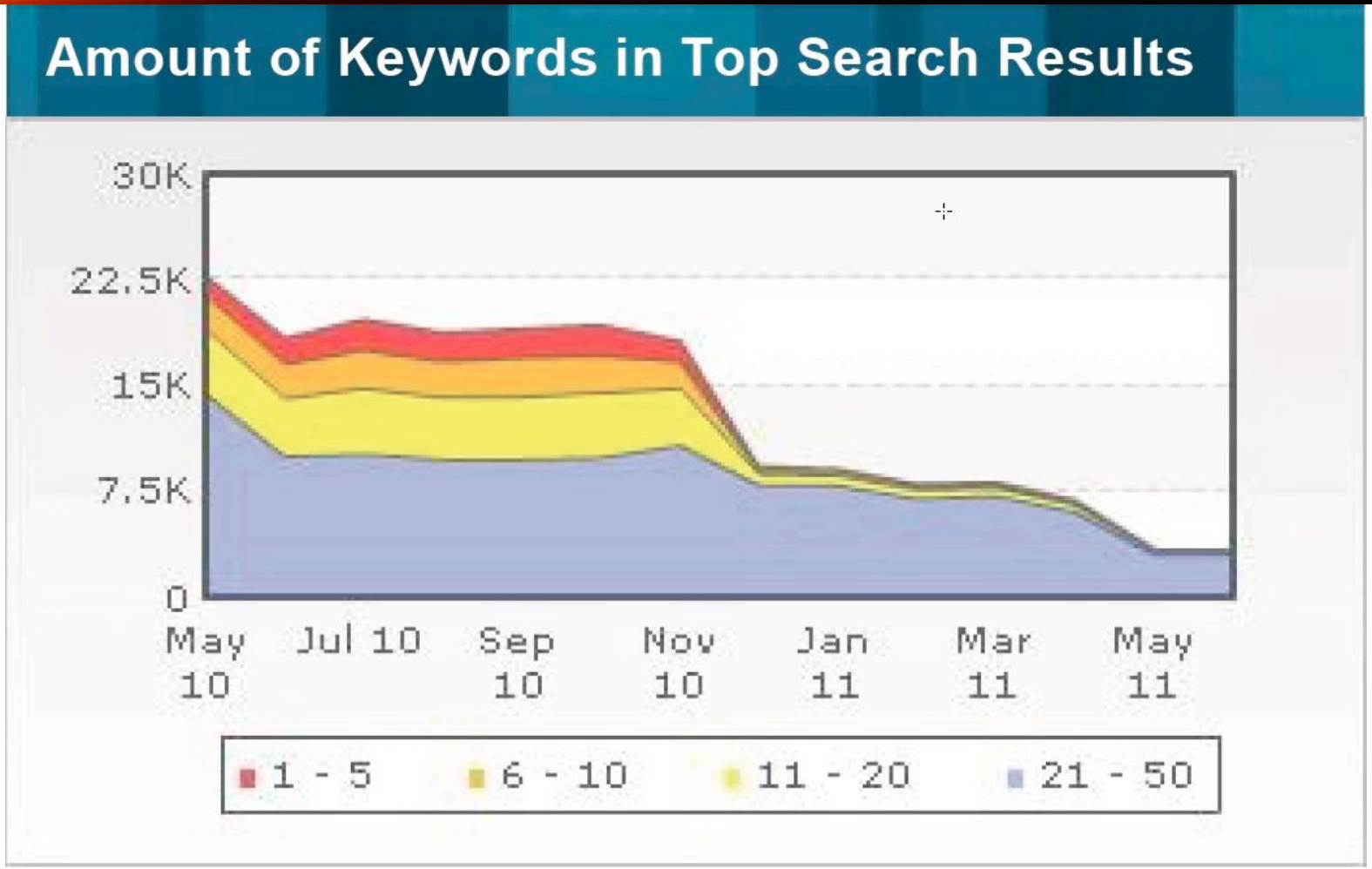
- Designed to eliminate the value of content farms, duplicated content and paid links in the SERPs
- Look at pages that have excessive ads, no links, lots of poor in-bound links and poorly written content
- Looks at pages on site as a group and not individual pages. i.e. if page A has links from Page B and page B is low quality, page A gets dinged!
- Looked at bounce rates/pogo sticking for sites
- First released into the wild at roughly the same time Demand Media had their IPO
- Follow on updates have been revisions or extensions to this base change

Panda Fallout

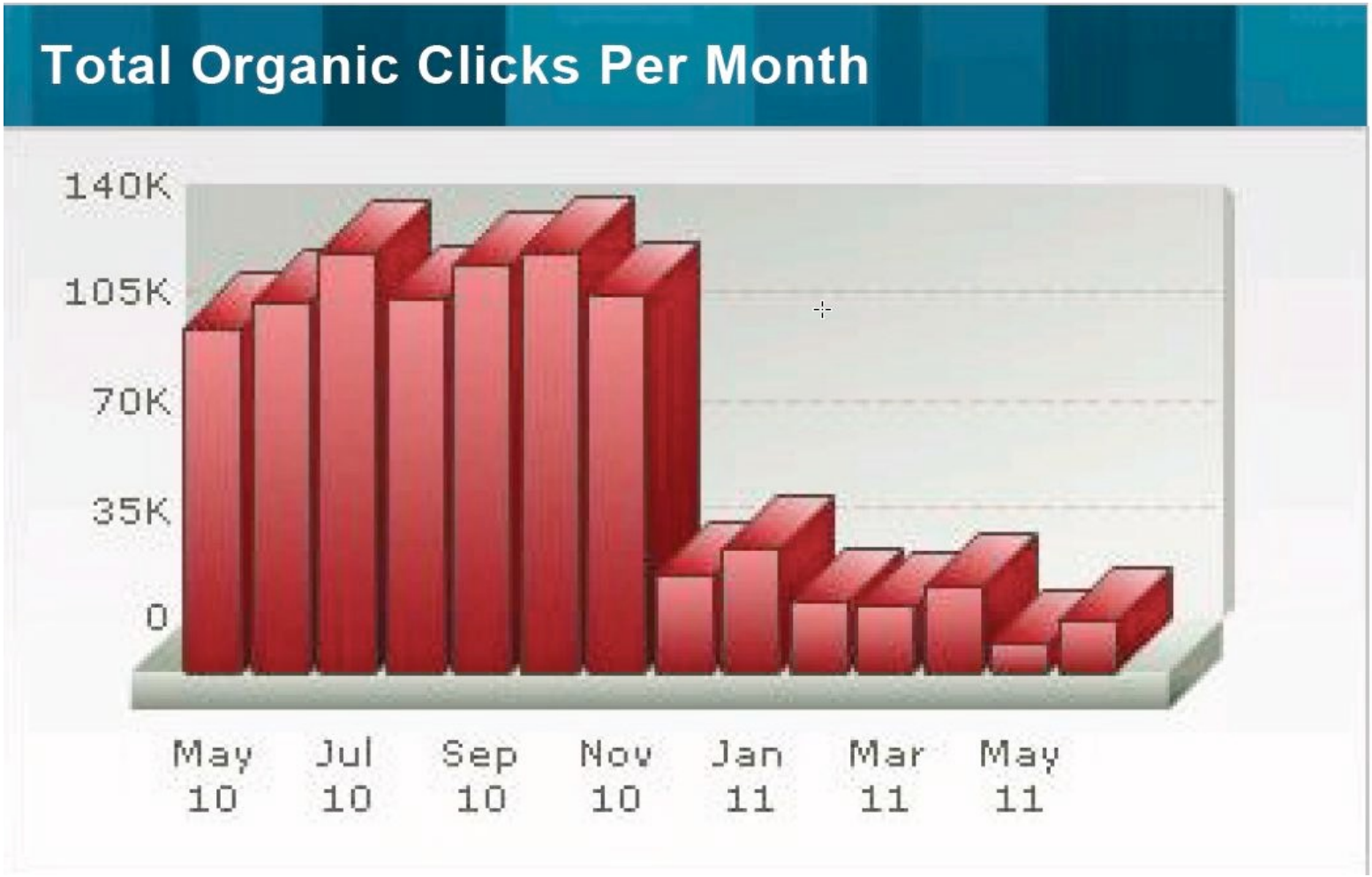
Pre-Panda

- Large E-commerce retailer that had been successfully doing white hat SEO since 2001
- 15,000 product pages optimized and ranking well

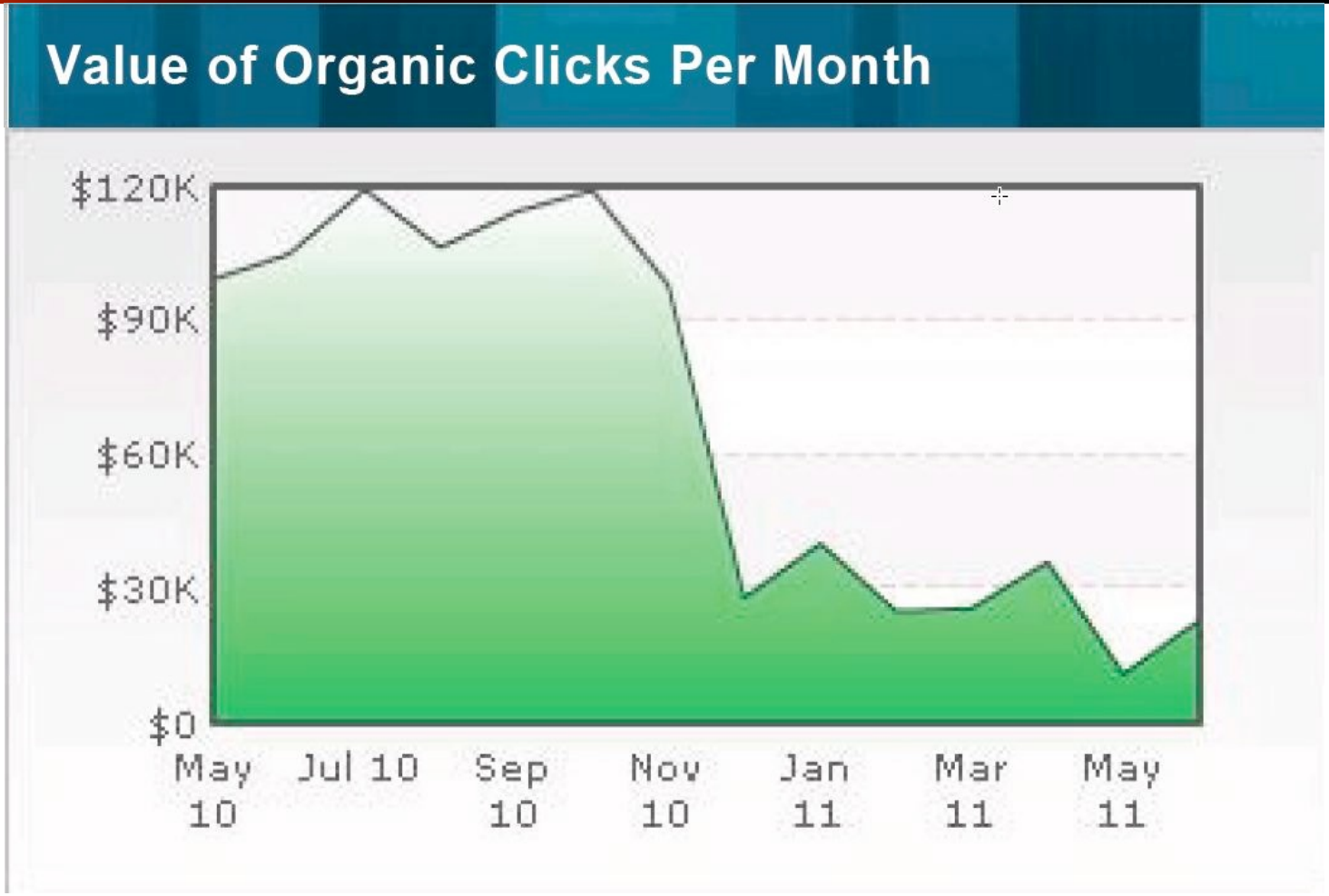
Panda Fallout



Panda Fallout

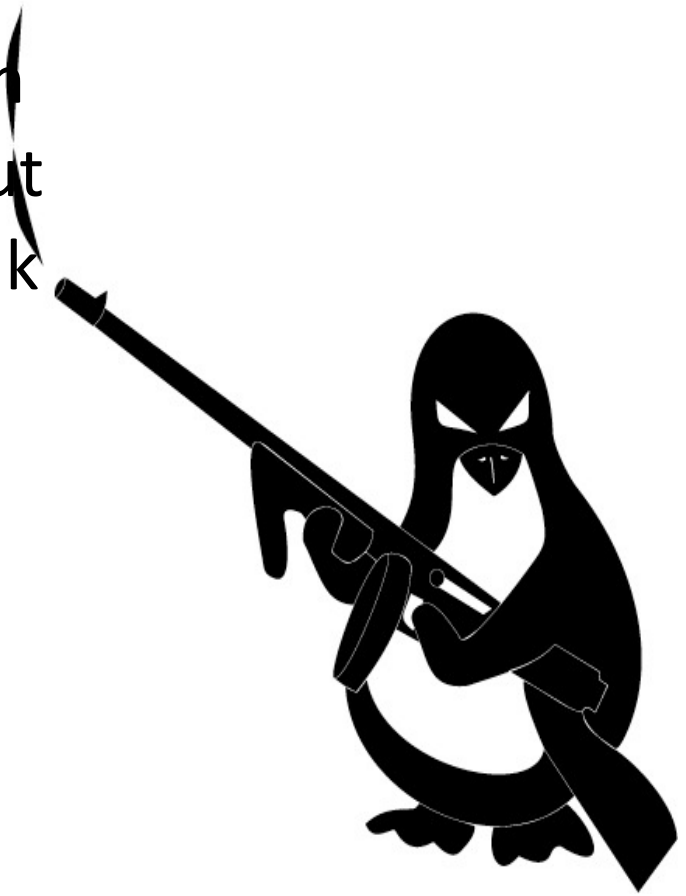


Panda Fallout



What Was Penguin To You?

An algorithm update, first released on April 24, 2012, that aimed to clean out "over optimized" sites. It targeted link text metrics and relevancy.



Not nearly as vicious as Panda, but still reaped havoc across the SEO world.

Has gone through multiple iterations

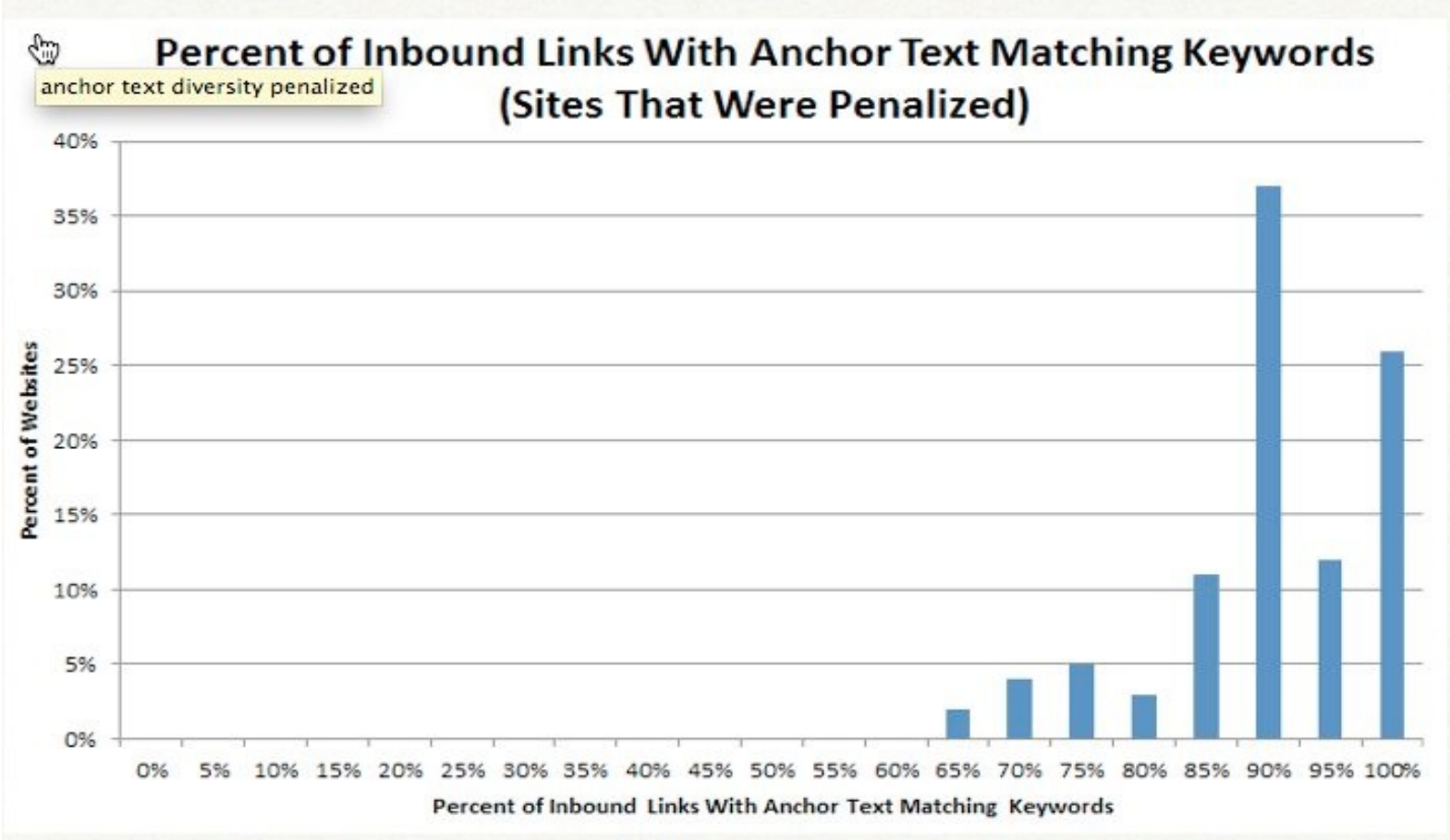
Penguin Changes

- Looked hard at relevancy of sites for in-bound links
- In-bound links are measured on both relevancy of the individual page content and the niche of the site
- Penalized over optimized anchor text, exact match in anchor text across different sites killed results
- Google is trying to stop the gaming of anchor text
- A related updates have been launched in 2012, 2013 and 2014

Penguin Fallout

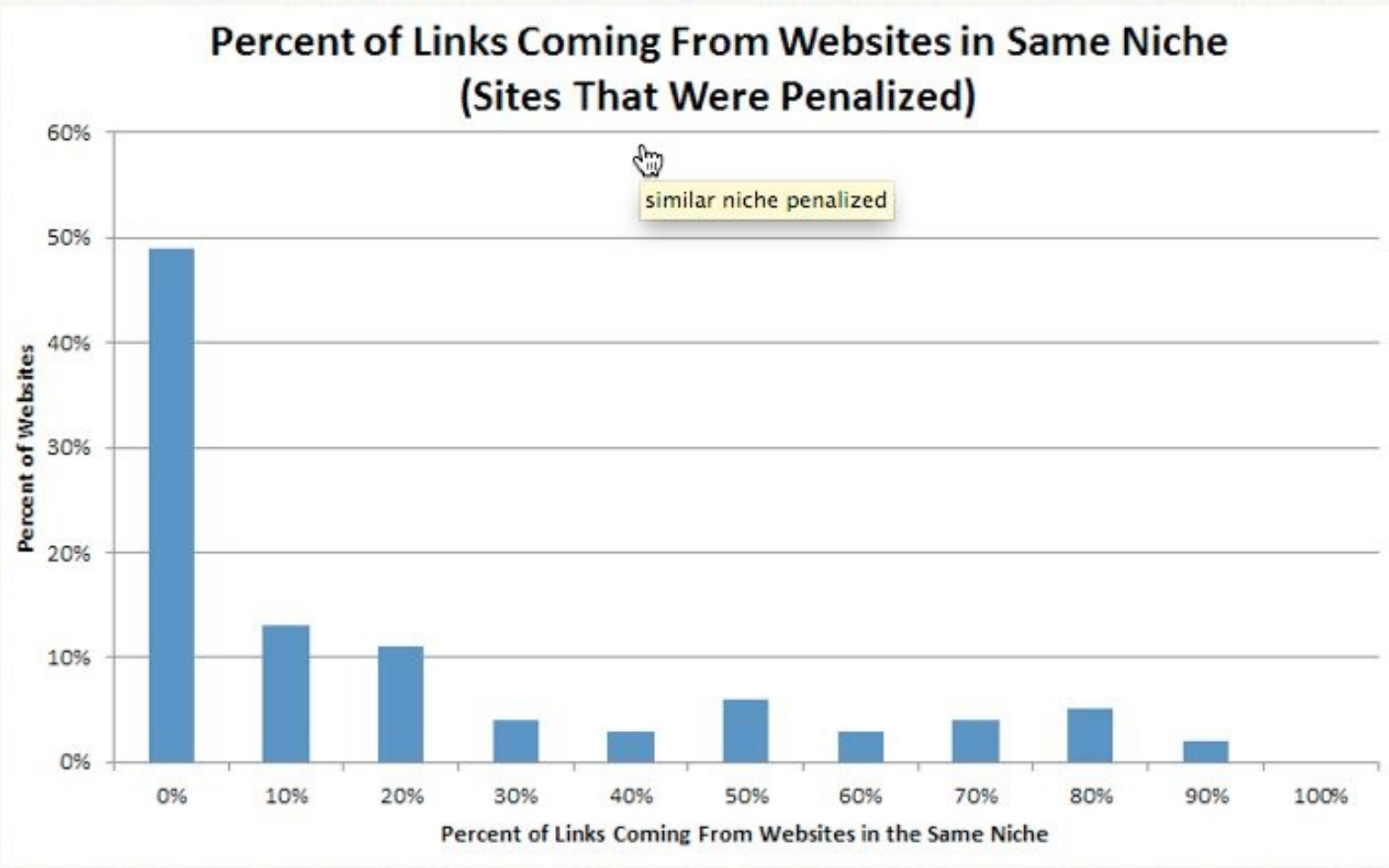
Google is moving from anchor text matching to niche/content relevancy for linking site as signal of primary link relevancy/quality

Penguin Data:
60% of in bound links w/exact match keywords



Microsite Masters, *Penguin Analysis: SEO Isn't Dead, But You Need To Act Smarter,*
http://www.micrositemasters.com/blog/penguin-analysis-seo-isnt-dead-but-you-need-to-act-smarter-and-5-easy-ways-to-do-so/

Penguin Data
Relevancy



http://www.micrositemasters.com/blog/penguin-analysis-seo-isnt-dead-but-you-need-to-act-smarter-and-5-easy-ways-to-do-so/

Hummingbird

Hummingbird — August 20, 2013

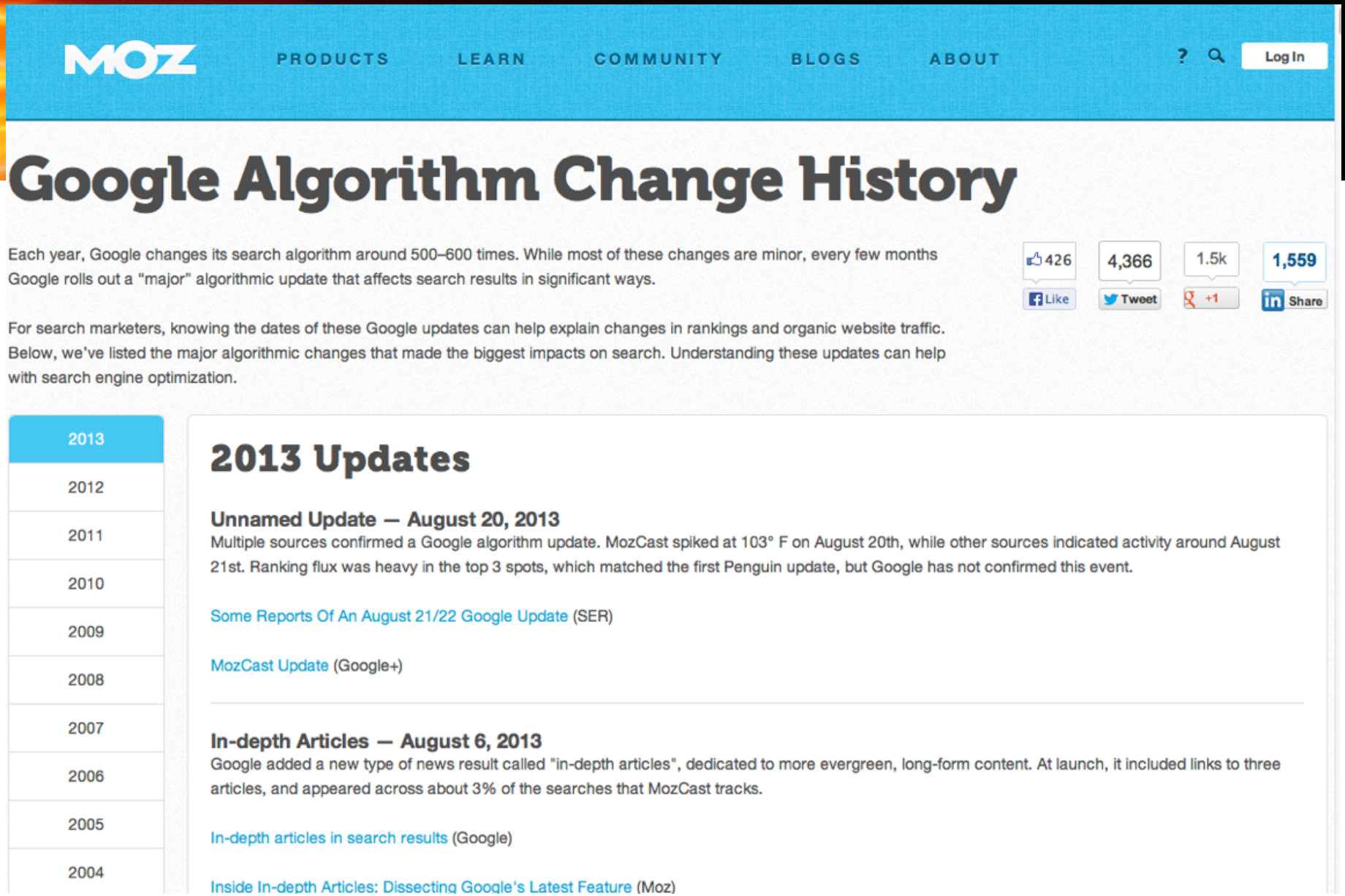
A core algorithm update that

changes and improves semantic search and the Knowledge Graph

Not as disruptive as Panda and Penguin

Pigeon Update

- Focused on local search results
- Tied more closely into distance and location ranking parameters
- Added more of the traditional signals from the main ranking algorithm
- Really shook up the local landscape, including map based results


MOZ
PRODUCTS
LEARN
COMMUNITY
BLOGS
ABOUT
Log In
Google Algorithm Change History
Each year, Google changes its search algorithm around 500–600 times. While most of these changes are minor, every few months Google rolls out a "major" algorithmic update that affects search results in significant ways.
For search marketers, knowing the dates of these Google updates can help explain changes in rankings and organic website traffic. Below, we've listed the major algorithmic changes that made the biggest impacts on search. Understanding these updates can help with search engine optimization.
426 Like
4,366 Tweet
1.5k +1
1,559 Share
2013
2012
2011
2010
2009
2008
2007
2006
2005
2004
2013 Updates
Unnamed Update — August 20, 2013
Multiple sources confirmed a Google algorithm update. MozCast spiked at 103° F on August 20th, while other sources indicated activity around August 21st. Ranking flux was heavy in the top 3 spots, which matched the first Penguin update, but Google has not confirmed this event.
Some Reports Of An August 21/22 Google Update (SER)
MozCast Update (Google+)
In-depth Articles — August 6, 2013
Google added a new type of news result called "in-depth articles", dedicated to more evergreen, long-form content. At launch, it included links to three articles, and appeared across about 3% of the searches that MozCast tracks.
In-depth articles in search results (Google)
Inside In-depth Articles: Dissecting Google's Latest Feature (Moz)

Other Updates of Note

- Panda Dance, Panda Recovery, Multi-week updates over the last 12 months
- Authorship Removed August 28, 2014
- Secure Site SSL Update, August 6, 2014
- Google now able to crawl AJAX & JS effectively
- Authorship Update/Shakeout, 12/19/13
- In-Depth Articles, 8/6/2013
- Knowledge Graph Expansion, 7/26/2013
- Domain Crowding, 5/21/2013
- DMCA Penalty Update, 8/10/2012

Tracking The Updates

Four great places to watch for updates and understand traffic changes to your website:

- searchengineland.com
- searchenginewatch.com
- webmasterworld.com
- Moz.com's "Google Algorithm Change History"
- http://moz.com/google-algorithm-change

How To Deal With Changes In The Algorithm – Checkered Flag

PAY ATTENTION TO GOOGLE'S TOS and ANNOUCMENTS

Look at your site with an extremely critical eye

- Content quality
- Existing site content and offsite content distribution programs
- Domain, Information Architecture, Site Technology, internal site link structure,
- External link profiles and development
  - Social signals/validation

Look at time on page (clicks of the back button)

Workshop Checkered Flag

- First and Foremost, remember that you are using your target customer's language to help get in front of them on the search engines
- Your site needs to rich in content, well organized and easy for the engines to crawl and index
- A major part of your site's search visibility will be determined by your offsite profile
- Create content that is linkable/interesting
  - Communicate this great content to the world consistently
- Pay attention to Google's announcements, TOS and algorithm updates – They will change the rules, be flexible

Thanks For Attending

Please stop by the back of the room and pick up one of our whitepapers.

You can contact me at:
jthyfault@beasleydirect.com
650-323-1881
Twitter: @JohnThyfault