

netconcepts[®]
get found

SEO 101

presented by Stephan Spencer,
Founder, President & CEO
Netconcepts

First Off... Who Am I?

- Founded Netconcepts LLC in Madison WI in 1995.
Founded Netconcepts Ltd in Auckland in 1999.
- Lived in New Zealand for 8 yrs, returned to US in 2007.
- Inventor of GravityStream, a pay-for-performance SEO technology
- An author of The Art of SEO, published by O'Reilly. My co-authors are Rand Fishkin, Eric Enge & Jessie Stricchiola.

/THEORY/IN/PRACTICE

The Art of SEO

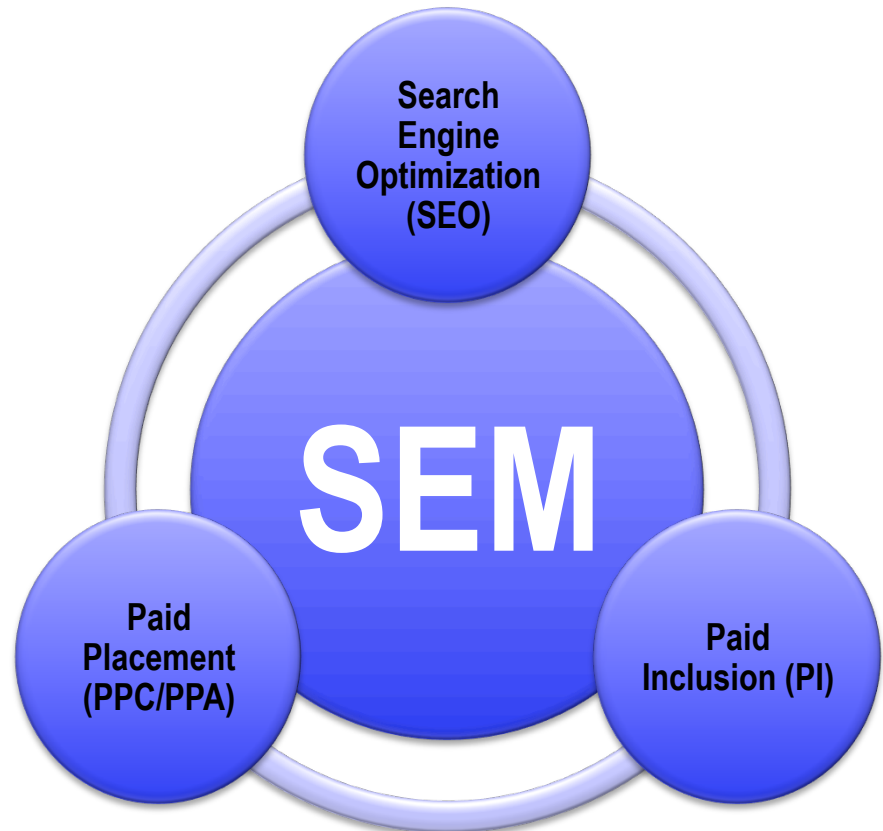
Mastering Search Engine Optimization

O'REILLY*

Eric Enge
Stephan Spencer
Rand Fishkin
Jessie C. Stricchiola

Search Engine Marketing

- SEO – *influence* rankings in the “natural” (a.k.a. “organic”, a.k.a. “algorithmic”) search results.
- PPC – paid search advertising on a pay-per-click basis. The more you pay, the higher your placement. Stop paying = stop receiving traffic.



SEO is NOT Paid Advertising

- Highly competitive
- Can't buy your way in ... earn it
- Requires an investment
 - Time
 - Education
 - Resources



Read: "SEO Is Not Free" - www.clickz.com/showPage.html?page=3629756

Search Engine Optimization

- 86% of clicks on Google are from organic search, 14% from paid search. (Source: beussery.com, 2/1/2008)
- Delivers *qualified* leads
 - Fundamentally different than traditional marketing / advertising
 - Searchers are looking for you
 - More & more offline sales carry an online element

Natural vs. Paid

Web Images Videos Maps News Shopping Gmail more ▼



Web [Show options...](#) Results 1 - 10 of about 24,600,000 for camcorders [c

<p>Camcorders at Walmart Walmart.com Save More on Brand Name Camcorders with Walmart's Unbeatable Prices.</p>	<p>Paid</p>	<p>Sponsored Links Paid</p>
<p>Camcorders - Independent Camcorder Reviews, Ratings & Comparisons Camcorder everything. Camcorder articles, reviews, ratings, buying guides, and comparisons. Camcorder Ratings - HD - Latest reviews - Canon www.camcorderinfo.com/ - Cached - Similar</p> <p>Canon Camcorders Find information for all Canon camcorders. Canon's range includes both professional and consumer camcorders with advanced features, high quality and ... www.usa.canon.com/consumer/controller?act...102 - Cached - Similar</p> <p>Camcorders: Digital video camera reviews & camcorder reviews ... Digital camcorder reviews and ratings, video reviews, user opinions, most popular digital cameras, camera buying guides, prices, and comparisons. reviews.cnet.com/camcorders/ - Cached - Similar</p> <p>Shopping results for camcorders Sony Handycam DCR DVD108 Camcorder - 680 KP - 40 x optical zoom \$269 new, \$224 used - 17 stores Canon GL 2 Camcorder - 410 KP - 20 x optical zoom - Black, silver \$1,829 new - 29 stores</p>	<p>Natural</p>	<p>Buy Digital Camcorders Find Exclusive Prices on Camcorders Great Deals Online-CircuitCity.com www.circuitcity.com</p> <p>Camcorders Find out which Camcorders are best with our unbiased reviews. www.ConsumerReports.org</p> <p>Camcorders On Sale Find great deals on Camcorders at your local Target www.Target.com</p> <p>Camcorders at Sears® Huge Discounts on HDTVs and GPS! Shop Sears® Online and Save Big. www.SEARS.com Show products from Sears</p>

Google Listings – Your Virtual Sales Force

- Savvy retailers making 6-7 figures a month from natural listings.
- Savvy MFA (Made for AdSense) site owners making 5-6 figures per month.
- Most sites are not SE-friendly
- Google friendliness = friendly to other engines
- First calculate your missed opportunities

Not doing SEO? You're Leaving Money on the Table

- Calculate the missed opportunity cost of not ranking well for products & services that you offer?

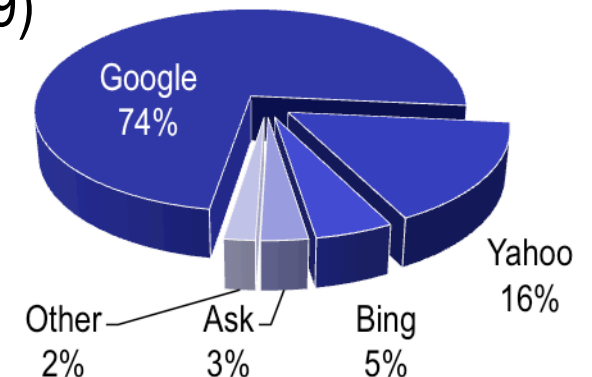
of people searching for your keywords **x** engine share (Google = 70%) **x** expected click-through rate **x** average conversion rate **x** average transaction amount

- E.g. 10,000/day x 70% x 10% x 5% x \$100 = \$3,500/day



Most Important Search Engines

- **Google** – 74%
- **Yahoo!** – 16%
- **Bing** (formerly Live Search, formerly MSN) – 5%
- **Ask** – 3%
 - Data from Hitwise (4 wks ending July 27, 2009)
- **By search volume, actually #2 is YouTube, not Yahoo**



What Are Searchers Looking For?

- Keyword Research
 - “Target the wrong keywords & all your efforts will be in vain.”
- The “right” keywords are ...
 - Relevant to your business
 - Popular with searchers



Keyword Research

- Tools for brainstorming a seed list
 - Quintura
 - Google Suggest (now integrated into Google search)
 - Yahoo Assist
- Tools to check popularity of keyword searches
 - Wordtracker
 - Trellian's Keyword Discovery
 - Google's Keyword Suggestion Tool
 - Google Trends
 - Google Insights for Search



Wordtracker

- Enter in keywords & search phrases to be expound upon.
- Build out a project with relevant terms.
- Use for brainstorming as well as drilling down into specific phrases.
- Obtain quantifiable search numbers.



Your keyword list

<input checked="" type="checkbox"/> select <input type="checkbox"/> delete <input type="checkbox"/> save		
	Keyword	Searches Predict
1	<input type="checkbox"/> digital camera prices	1,949 2,379
2	<input type="checkbox"/> digital cameras	1,898 2,317
3	<input type="checkbox"/> digital camera technology	1,549 1,891
4	<input type="checkbox"/> digital camera reviews	1,415 1,727
5	<input type="checkbox"/> digital camera	1,398 1,706
6	<input type="checkbox"/> digital camera ratings	584 713
7	<input type="checkbox"/> canon digital camera	423 516
8	<input type="checkbox"/> digital camera review	417 509
9	<input type="checkbox"/> best digital camera	366 446
10	<input type="checkbox"/> compare digital cameras	353 431
11	<input type="checkbox"/> canon digital cameras	346 422
12	<input type="checkbox"/> digital cameras ratings	261 318
13	<input type="checkbox"/> best digital cameras	244 297
14	<input type="checkbox"/> sony digital camera	242 295

Free version: freekeywords.wordtracker.com

Wordtracker

- Pros
 - Based on last 130 days worth of searches
 - Singular vs. plural, misspellings, verb tenses all separated out
 - Advanced functionality: keyword “projects”, import data into Excel, synonyms, ...
- Cons
 - Requires subscription fee (\$59/month or \$329/year)
 - Data is from a small sample of Internet searches (from the minor search engines Dogpile and MetaCrawler).
 - Contains bogus data from automated searches
 - No historical archives

Keyword Discovery

- Similar features as Wordtracker.
- Trend graphs provide a visual that goes beyond total searches.
- Various settings to refine data.
- Note: plural setting only pluralizes the last word.

Trellian Competitive Intelligence | **Keyword Discovery** | Paid Inclusion | SEO Software | Account | Support | Order | Logout

Research | Analyze | X-Ref | Filter | Industry Terms | Density | Import | Export | Projects | Target Project: default (0)

Search Term: digital camera Results per page: 10 Database: Global Premium Exclude:

Phrase Match Include Plurals Thesaurus Inflected form Historical Permutation

Search Spell Related Fuzzy

Estimated results: 45,717 Page: 1 2 3 4 5 6 7 8 9 10 >>

Query	Searches
<input type="checkbox"/> digital cameras	165,175
<input type="checkbox"/> digital camera	109,903
<input type="checkbox"/> sony digital camera	6,008
<input type="checkbox"/> canon digital camera	5,364
<input type="checkbox"/> camera digital	5,349
<input type="checkbox"/> canon digital cameras	3,584
<input type="checkbox"/> digital camera reviews	3,572
<input type="checkbox"/> kodak digital camera	3,513
<input type="checkbox"/> best digital camera	3,077
<input type="checkbox"/> sony digital cameras	2,437

Access the top 10,000 results via the Enterprise API!

Add Clear Select All Select By

digital cameras
Year 2007-2008

Free version: www.keyworddiscovery.com/search.html

Keyword Discovery

- Pros

- Full year of historical archives
- Data is from a larger sample of Internet searches
- Singular vs. plural, misspellings, verb tenses all separated out
- Can segment by country
- Advanced functionality: keyword “projects”, import data into Excel, synonyms, ...

- Cons

- Access to the historical data requires subscription fee (\$69.95/month or \$599.40/year).
- Contains bogus data from automated searches

Google AdWords Keyword Tool

- Enter in lists of terms.
- Pull terms from a web page.
- Search volume
 - Switch to Exact match
 - Show Search Volume Trends column.

The screenshot displays the Google AdWords Keyword Tool interface. At the top left is the Google AdWords logo. On the right, there are options to 'Choose columns to display' and 'Show/hide columns'. Below this is a table with columns for 'Keywords', 'Advertiser Competition', 'Approx Search Volume: July', 'Approx Avg Search Volume', 'Search Volume Trends (May 2007 - Apr 2008)', and 'Match Type'. The table is sorted by relevance. The 'Match Type' is set to 'Exact'. The table lists 12 keywords related to 'digital cameras', including '[digital cameras]', '[digital camera]', '[canon digital cameras]', '[digital camera accessories]', '[digital camera reviews]', '[canon digital camera]', '[digital camera review]', '[best digital camera]', '[nikon digital cameras]', '[cheap digital camera]', and '[waterproof digital camera]'. Each row includes a green bar for advertiser competition, numerical values for search volume, and a small bar chart for search volume trends. Each row also has an 'Add Exact' link.

Keywords	Advertiser Competition	Approx Search Volume: July	Approx Avg Search Volume	Search Volume Trends (May 2007 - Apr 2008)	Match Type
[digital cameras]		2,740,000	9,140,000		Exact
[digital camera]		823,000	1,220,000		Exact
[canon digital cameras]		135,000	135,000		Exact
[digital camera accessories]		165,000	135,000		Exact
[digital camera reviews]		90,500	90,500		Exact
[canon digital camera]		60,500	74,000		Exact
[digital camera review]		40,500	40,500		Exact
[best digital camera]		33,100	33,100		Exact
[nikon digital cameras]		33,100	33,100		Exact
[cheap digital camera]		40,500	27,100		Exact
[waterproof digital		27,100	27,100		Exact

Free version: adwords.google.com/select/KeywordToolExternal

Google AdWords Keyword Tool

- Pros
 - Free!
 - Accessing within Google AdWords yields more features
 - Data is from a large sample of Internet searches (from Google)
 - Singular vs. plural, misspellings, verb tenses
 - Can segment by country (within AdWords)
 - Synonyms
 - Monthly & average search volumes
- Cons
 - Numbers are approximations

Google Trends

- Provides a graphical, relative search volume comparison.
- Enter in up to 5 search terms.
- Shows related news.
- Sign-in to get relative ranking.



Google Trends

- Pros
 - Free!
 - Signing into Google account provides additional detail & features
 - Data is from a large sample of Internet searches (from Google)
 - Shows related news searches
 - Can segment by region or subregion
 - Filter by time frame
 - Can run against websites as well
- Cons
 - Numbers are purely relational to the query set
 - No way to export
 - Only preset data filtering
 - Limited to broad, popular search phrases

Google Insights for Search

- Similar to Google Trends
- Additional unique features
 - Compare against a category
 - Geographic search volume maps
 - Provides a relative index measure against all searches performed on Google over time.



Google Insights for Search

- Pros
 - Free!
 - Signing into Google account provides additional detail & features
 - Data is from a large sample of Internet searches (from Google)
 - Shows related news searches
 - Shows top searches
 - Show rising search phrases
 - Can segment by region & subregion
 - Filter by time frame, even custom date ranges
 - Export as CSV
- Cons
 - Numbers are a normalized index
 - Limited to broad, popular search phrases

Seven Steps to High Rankings

- 1) Get Your Site Fully Indexed
- 2) Get Your Pages Visible
- 3) Build Links & PageRank
- 4) Leverage Your PageRank
- 4) Encourage Clickthrough
- 6) Track the Right Metrics
- 7) Follow Best Practices



1) Get Your Site Fully Indexed

- Pages can't rank if they aren't indexed
- The better your PageRank, the deeper & more often your site will be crawled by Google.
- Indexation challenges typically stem from:
 - Overly-complex URLs
 - Content duplication
 - Cannibalization
 - Non-canonicalization (www vs. non-www)
- Indexation ... too much, or not enough?

Control What Should & Shouldn't Be

- Page # estimates are wildly inaccurate, & include non-indexed pages (e.g. ones with no title or snippet).
- Misconfigurations (in robots.txt, in the type of redirects used, requiring cookies, etc.) can kill indexation.
- Utilize XML sitemaps to help indexation & overcome crawling hurdles.
- Make sure your “404 File Not Found” page returns a hard 404 header status code.
- Keep duplicate pages out of the index by standardizing your URLs, eliminating unnecessary variables, using 301 redirects when needed, & CSS styling for printer friendly.

Complexities Can Kill the Crawl

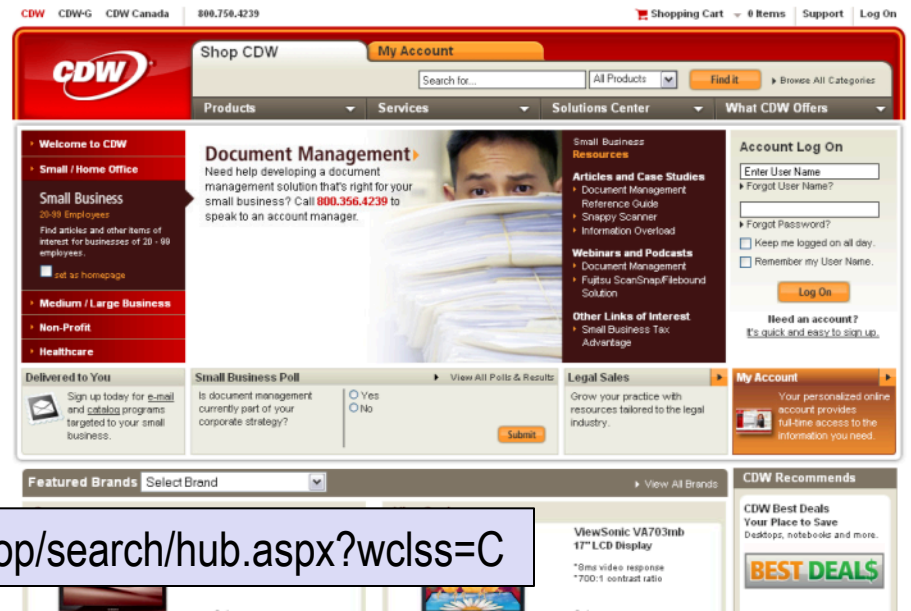
- Search engines are wary of “dynamic” pages - they fear “spider traps.”
- Avoid:
 - stop characters (?, &, =), ‘cgi-bin’
 - session IDs or long numerical strings that might appear like a session ID.
 - unnecessary variables in your URLs, tracking parameters.
 - frames
 - redirects
 - pop-ups
 - navigation in Flash/Java/JavaScript/pulldown boxes
 - If not feasible due to platform constraints, can be easily handled through proxy technology (e.g., Netconcepts’ GravityStream).

Tips:

- Pass parameters via cookies
- Append tracking parameters as a named anchor using “#” instead of “?” E.g., rather than tracking like ? nav=footer use #nav=footer.
- Use CSS & HTML for dropdown menus, only relying on JavaScript for the interactivity.
- Use hyphens to separate words instead of underscores.

Avoid Complex URLs

- May inhibit or even prevent crawling.
- Watch PageRank, check cache & indexation of URLs to determine where issues may lie.



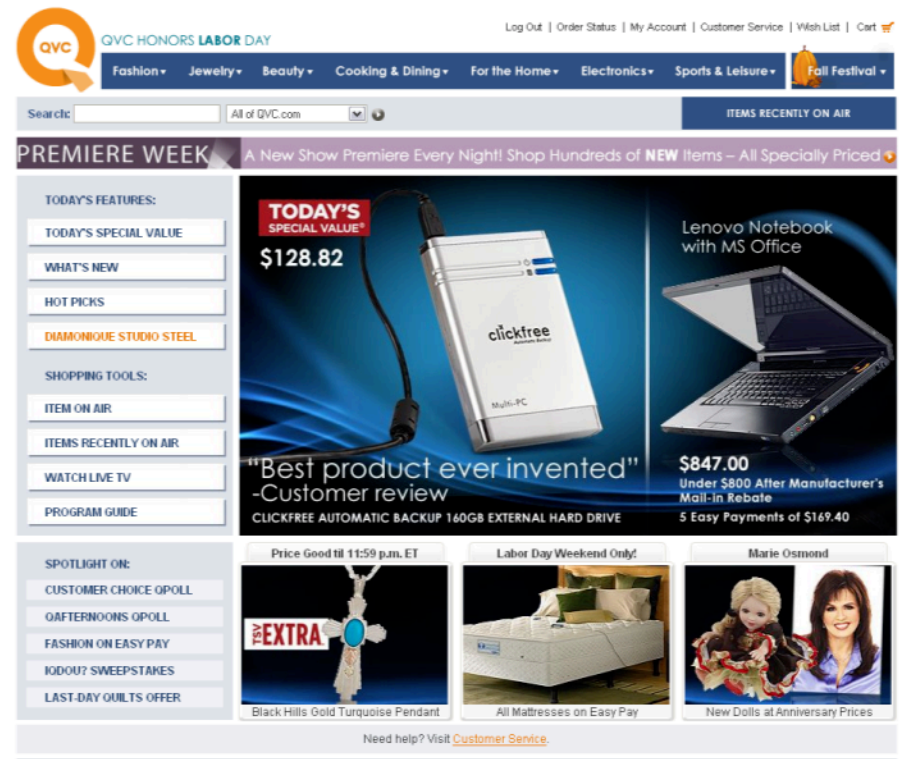
One click in and cached: www.cdw.com/shop/search/hub.aspx?wclss=C

Two clicks, not cached:

www.cdw.com/shop/search/hub.aspx?wclss=C3&cm_re=HubPA-_-Computers-_-notebook+computers+hub

Canonicalization

- One source – one destination
- At its simplest, refers to the homepage. Example:
 - qvc.com
 - www.qvc.com
- Relates to any content duplication.
- “Canonical” tag can help



Robots.txt

- Protocol for blocking bots
 - Keep them out of specific sections
 - Help avoid duplicate content
 - Auto-discovery of XML sitemap
 - Done wrong, can block bots from entire site
 - Unfortunately, too often, implemented incorrectly

```
User-agent: *  
that admin and util are disallowed.  
Disallow: /admin/  
Disallow: /util/
```

```
# Use these examples for blocking the review site, staging does not need to be added as it is only accessed via vpn.  
Disallow: http://bonton.marketlive.com/  
Disallow: http://carsons.marketlive.com/  
Disallow: http://bergners.marketlive.com/  
Disallow: http://elder-beerman.marketlive.com/  
Disallow: http://bostonstore.marketlive.com/  
Disallow: http://younkners.marketlive.com/  
Disallow: http://herbergers.marketlive.com/  
Disallow: http://www.carsons.com/  
Disallow: http://www.bergners.com/  
Disallow: http://www.elder-beerman.com/  
Disallow: http://www.bostonstore.com/  
Disallow: http://www.younkners.com/  
Disallow: http://www.herbergers.com/
```

Tip: This will block all bots from your entire site
User-agent: *
Disallow: /
Are you sure that's what you want?



Infinite URL Bloat

- Infinite URL combinations due to:
 - Pagination
 - Sorting
 - Filtering
 - Display options

http://www.circuitcity.com/ssm/LCD-Plasma-TVs/sem/rpsm/catOid/-12869/N/20012866+20012867+20012869+4589+40001426/link/ref/Ns/accm_num_unts_sld|1/link/ref/rpem/ccd/categorylist.do

http://www.circuitcity.com/ssm/LCD-Plasma-TVs/sem/rpsm/catOid/-12869/N/20012866+20012867+20012869+40001426+4589/link/ref/Ns/accm_num_unts_sld|1/link/ref/rpem/ccd/categorylist.do


XML Sitemaps

- Inform the search engines of your pages.
 - Auto-discovery through robots.txt.
 - Google Webmaster Central
 - Yahoo Site Explorer
 - Bing Webmaster Center
- Not a solution for bad URLs
- Google's reporting of indexed URLs compared to total URLs submitted may be an indicator of URL or content quality.



Sitemap summary

Most sites will not have all of their pages indexed. Improve how Google crawls and indexes your site. [More information.](#)

Property	Status
Sitemap type	Web
Format	Sitemap Index
Submitted	Aug 6, 2008
Last downloaded by Google	9 hours ago
Status	OK
Total URLs in Sitemap	19624
Indexed URLs in Sitemap 	15030

Sitemap errors and warnings

No errors or warnings found.

2) Get Your Pages Visible

- 100+ “signals” that influence ranking
- “Title tag” is the most important copy “on the page”
- Home page is the most important page of a site
- Every page of a site has a “song” (keyword theme)
- Incorporate keywords into title tags, hyperlink text, headings (H1 & H2 tags), alt attributes, & high up in the page (where they’re given more “weight”).
- Eliminate extraneous HTML code
- “Meta tags” are not a magic bullet
- Have text for navigation, not graphics
- Don’t let whizz-bang, oh-ah bring you down



Meaningful Titles

- Keyword-rich, without being spammy.
- Lead with most important keywords.
- Looks good to humans & bots.

- DPReview.com
 - #1 for: digital camera
 - #1 for: digital cameras
 - Page-1 in Google for all phrase variations within title.

Digital Camera Reviews and News: Digital Photography Review: Forums, Glossary, FAQ

The screenshot shows the DPReview.com website interface. At the top left is the logo and a search bar. A navigation menu on the left lists: Latest News, Reviews / Previews, Lens Reviews, Camera Database, Timeline, Buying Guide, Sample Galleries, Discussion Forums, Learn / Glossary, Feedback, Newsletter, RSS Feeds, and About. The main content area features a banner for 'CALUMET PHOTOGRAPHIC' with the text 'DESERVES GREAT LIGHTING'. Below this is a section for 'Latest digital camera reviews / previews' with thumbnails for OLYMPUS E-520, SONY α350, OLYMPUS SP-560UZ, EOS 1D Mark III, and Canon PowerShot SD1100. A 'Welcome to Digital Photography Review' message follows, stating: 'Here you will find all the latest digital photography and imaging news, reviews of the latest digital cameras and accessories, the most active discussion forums, a large selection of sample galleries, a digital camera database and buyers guide and the most comprehensive database of digital camera features and specifications. We believe in quality, original, unbiased content. Make us your home page, add us to your bookmarks or to your Google Toolbar.' Below this are sections for 'Latest news' (dated Thursday, 28 August 2008) featuring articles on 'SanDisk introduces Extreme III 30MB/s SD Card' and 'Sony Cyber-shot DSC-T500'. To the right is a 'Newsletter' sign-up form and a 'Most popular cameras' section with a bar chart showing: Nikon D90 (19.1%), Canon EOS 50D (14.1%), Nikon D700 (2.8%), Canon EOS 450D / Digital Rebel XSi (2.3%), and Nikon D800.

Not So Meaningful Titles

- Not changing titles is a wasted opportunity.
- Check your own site for this costly mistake.

Google [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 31,200,000 for **intitle:"Untitled Document"**

[Untitled Document](#)
LOADING. START. NAVIGATE BY SECTION. in News Design. Color, Contrast & Dimension. Welcome to the interactive color experience, an online guide that explains ...
www.poynterextra.org/cp/colorproject/color.html - 2k - [Cached](#) - [Similar pages](#)

[Untitled Document](#)
An online textbook in PDF format, by Charles M. Grinstead and J. Laurie Snell.
www.dartmouth.edu/~chance/teaching_aids/books_articles/probability_book/book.html - 10k - [Cached](#) - [Similar pages](#)

[Untitled Document](#)
INTRODUCTION. by Richard H. Minear. Dr. Seuss (Theodor Seuss Geisel, 1904-1991) was a life-long cartoonist: in high school in Springfield, Massachusetts, ...
orpheus.ucsd.edu/speccoll/dspolitic/Frame.htm - 1k - [Cached](#) - [Similar pages](#)

[Untitled Document](#)
SimTeach: Information and Community for Educators using M.U.V.E.'s Multi-User Virtual Environments. Jeremy Kemp, M.S.J., M.Ed. jkemp at stanfordalumni.org ...
www.simteach.com/ - 2k - [Cached](#) - [Similar pages](#)

[Untitled Document](#)
centennialsociety.com/durham.html - 1k - [Cached](#) - [Similar pages](#)

[Untitled Document](#)
Coase's Penguin, or Linux and the Nature of the Firm. Yochai Benkler. Abstract Full Text (.pdf). For decades our understanding of economic production has ...
www.benkler.org/CoasesPenguin.html - 5k - [Cached](#) - [Similar pages](#)

[Untitled Document](#)
www.neuropsychologycenter.org/ - [Cached](#) - [Similar pages](#)

site:www.domain.com intitle:"Untitled Document"

Duplicate Title Tags

- Check for duplication
 - Use special queries with Google to find duplication.
 - Over 9,000 duplicates of this title alone ... what does it say to Google?
 - Purely duplicate titles
 - Canonicalization
 - Parameters & URL bloat



Google site:www.officedepot.com intitle:"Office Supplies: Office Products and Office Furniture: Office Depot"

Web Results 1 - 10 of about 9,320 from www.officedepot.com for intitle:"Office Supplies: Office Products and Office Furniture: Office Depot"

[Office Depot® Supplies](#)
www.OfficeDepot.com Low Prices & Fast Delivery from Office Depot's Official Site!

Office Supplies: Office Products and Office Furniture: Office Depot
If you are looking for Office Supplies, our name says it all. We have one of the widest selections of Office Furniture available on the market today. [Show stock quote for ODP](#)
www.officedepot.com/ - 68k - [Cached](#) - [Similar pages](#) - [Note this](#)

Office Supplies: Office Products and Office Furniture: Office Depot
If you are looking for Office Supplies, our name says it all. We have one of the widest selections of Office Furniture available on the market today.
www.officedepot.com/index.do - 68k - [Cached](#) - [Similar pages](#) - [Note this](#)

Office Supplies: Office Products and Office Furniture: Office Depot
Shop office supplies, office furniture and business technology at Office Depot. Paper, file folders, ink, toner and more. Huge selections, brands you trust, ...
www.officedepot.com/businesscenter.do - 63k - [Cached](#) - [Similar pages](#) - [Note this](#)

Office Supplies: Office Products and Office Furniture: Office Depot
Skip to content. Corporate/Federal/GSA Customers |; Store Locator |; International |; Español |; About Us |; Help |. Office Depot - Click here to return to ...
www.officedepot.com/a/design-print-and-ship/ - 69k - [Cached](#) - [Similar pages](#) - [Note this](#)

site:www.officedepot.com intitle:"Office Supplies: Office Products and Office Furniture: Office Depot"

Visually Appealing to Humans

- Textual body copy
- Textual navigation & links.
- Doesn't mean a site can't be visually appealing.

The screenshot shows the REI website homepage. At the top, there is a search bar and navigation links for Shopping Cart, Log In, Register, Store Locator, and 1-800-426-4840. Below this is a horizontal menu with categories like REI.COM, REI-OUTLET.COM, REI ADVENTURES, EXPERT ADVICE, GIFT REGISTRY, GET OUT THERE, and STEWARDSHIP. A secondary menu lists various activities such as Camping & Hiking, Climbing, Cycling, Fitness, Paddling, Snowsports, Travel, Men's, Women's, Kids', Shoes & Boots, Brands, and All Categories. A banner for the REI Labor Day Sale is prominent, featuring a '2 DAYS LEFT!' badge and the text 'IT'S OUR SQUEEZE-MORE-OUTTA-SUMMER SALE & CLEARANCE Ends Monday, Sept. 1'. Below the banner, there are sections for 'SUPER CLEARANCE' and 'Save 50% or more!' on selected gear. At the bottom, there are two featured product tiles: one for camping gear with a 'Up to 30% Off!' offer, and another for BOB Revolution Strollers with a 'Save 20%' offer. A left sidebar contains a list of product categories under headings like 'Clothing and Footwear', 'Gear Shops', 'Snow Shops', and 'Top Gear Categories'.

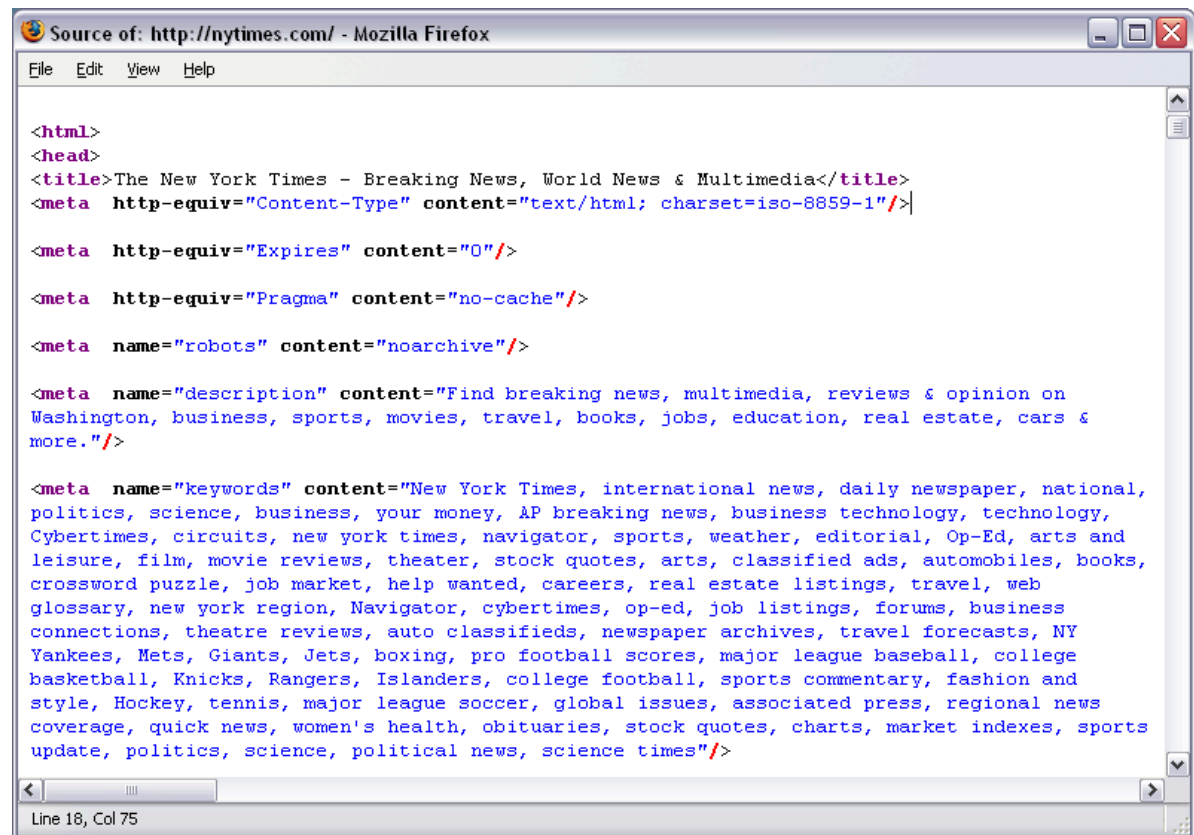
Textually Appealing to Bots (& humans)

- Check for text vs. images:
 - Select individual text
 - Ctrl-A to select all
 - View “text only” version in Google cache.

The screenshot shows the REI website homepage. At the top, there is a search bar and navigation links for Shopping Cart, Log In or Register, Store Locator, and 1-800-426-4840. Below this is a horizontal menu with categories like REI.COM, REI-OUTLET.COM, REI ADVENTURES, EXPERT ADVICE, GIFT REGISTRY, GET OUT THERE, and STEWARDSHIP. A secondary menu lists various outdoor activities such as Camping & Hiking, Climbing, Cycling, Fitness, Paddling, Snowsports, Travel, Men's, Women's, Kids', Shoes & Boots, Brands, and All Categories. A promotional banner for the REI Labor Day Sale is prominent, featuring the text 'IT'S OUR SQUEEZE-MORE-OUTTA-SUMMER SALE & CLEARANCE' and 'Ends Monday, Sept. 1'. Below the banner, there are sections for 'SUPER CLEARANCE' and 'Save 50% or more!'. The left sidebar contains a list of product categories under headings like 'Clothing and Footwear', 'Gear Shops', 'Snow Shops', and 'Top Gear Categories'.

Meta Tags No Magic Bullet

- Meta descriptions are somewhat important, but only for clickthrough.
- Meta keywords – ignored by Google & Bing, no discernable value in Yahoo or Ask.



```
Source of: http://nytimes.com/ - Mozilla Firefox
File Edit View Help

<html>
<head>
<title>The New York Times - Breaking News, World News & Multimedia</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1"/>

<meta http-equiv="Expires" content="0"/>

<meta http-equiv="Pragma" content="no-cache"/>

<meta name="robots" content="noarchive"/>

<meta name="description" content="Find breaking news, multimedia, reviews & opinion on Washington, business, sports, movies, travel, books, jobs, education, real estate, cars & more."/>

<meta name="keywords" content="New York Times, international news, daily newspaper, national, politics, science, business, your money, AP breaking news, business technology, technology, Cybertimes, circuits, new york times, navigator, sports, weather, editorial, Op-Ed, arts and leisure, film, movie reviews, theater, stock quotes, arts, classified ads, automobiles, books, crossword puzzle, job market, help wanted, careers, real estate listings, travel, web glossary, new york region, Navigator, cybertimes, op-ed, job listings, forums, business connections, theatre reviews, auto classifieds, newspaper archives, travel forecasts, NY Yankees, Mets, Giants, Jets, boxing, pro football scores, major league baseball, college basketball, Knicks, Rangers, Islanders, college football, sports commentary, fashion and style, Hockey, tennis, major league soccer, global issues, associated press, regional news coverage, quick news, women's health, obituaries, stock quotes, charts, market indexes, sports update, politics, science, political news, science times"/>

Line 18, Col 75
```

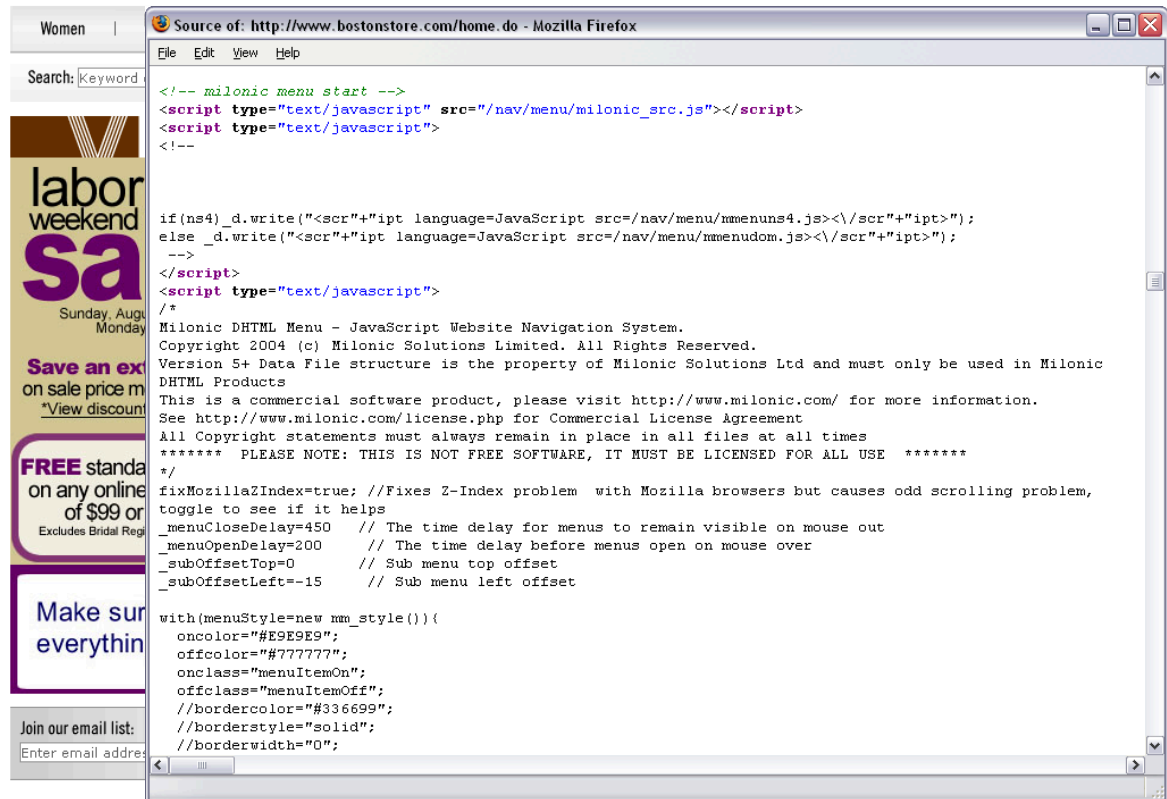
Code Bloat – More Code Than Copy

- Tables-based layouts vs. table-less & CSS.
- Inline & embedded CSS vs. external.
- Embedded JavaScript vs. external.



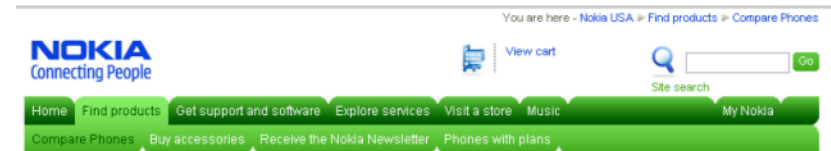
Customer Service | My Shopping Account | Online Bill Pay

Bridal Registry | Gift Cards | In-Store Ad

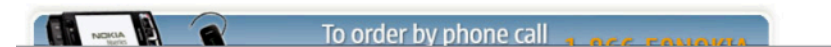


Beware the Whizz Bang

- Further you move from pure HTML, the greater the risks of stopping the bots, or even turning away the humans.
 - JavaScript powered dropdown navigations.
 - AJAX interactivity
 - Flash
- Progressive enhancement – start with the lowest common denominator, then layer on the effects.



This Nokia page may still be loading ...
I couldn't stand waiting to find out.

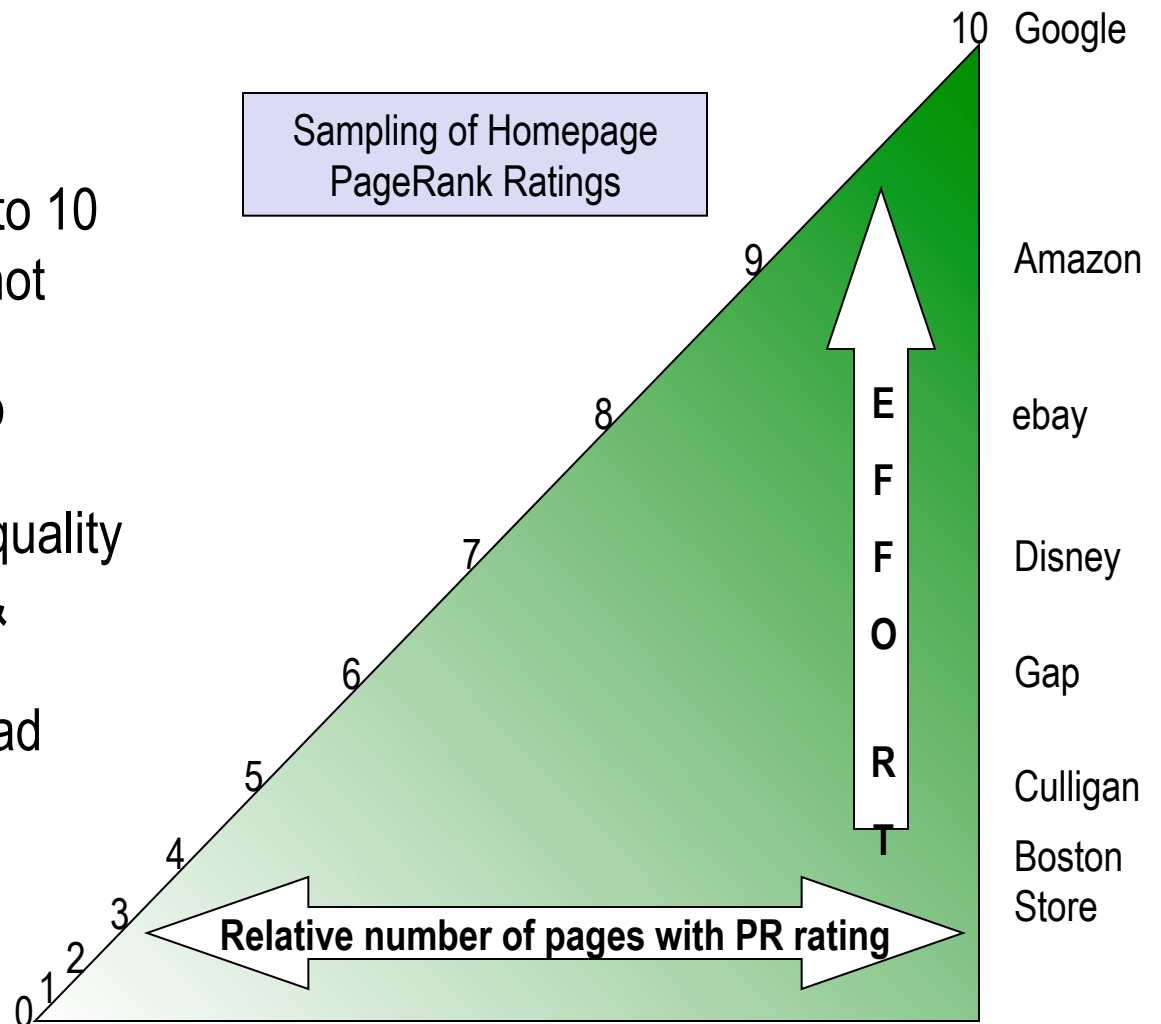


3) Build Links & PageRank

- “Link popularity” affects search engine rankings
- PageRank – Links from “important” sites have more impact on your Google rankings (weighted link popularity).
- Google offers a window into your PageRank
 - PageRank meter in the Google Toolbar (toolbar.google.com)
 - Google Directory (directory.google.com) category pages
 - 3rd party tools like SEOChat.com’s “PageRank Lookup” & “PageRank Search.”
- Bing and Yahoo have similar measures to PageRank

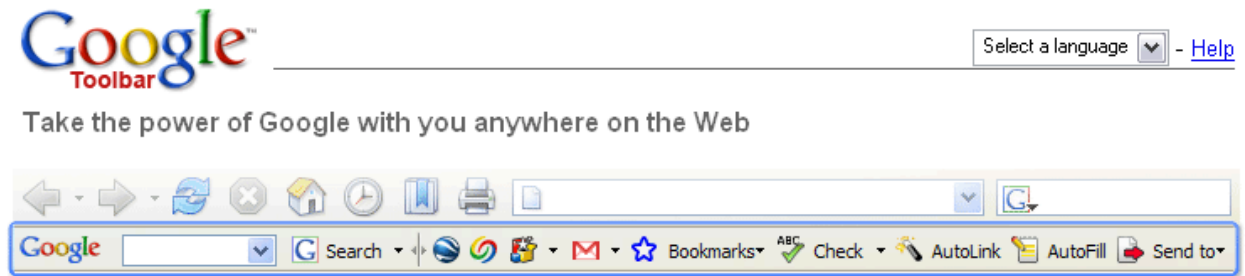
PageRank 101

- Logarithmic scale from 0 to 10
- Assigned to web pages, not sites
- Based on inbound links to pages
- Heavily weighted on link quality
- Passed through internal & external links.
- Higher PageRank may lead Googlebot to:
 - Crawl more frequently
 - Crawl faster
 - Crawl deeper



Google Toolbar

- View PageRank of current page, once turned on.
- Available for:
 - Firefox
 - Internet Explorer



Google Toolbar

Take the power of Google with you anywhere on the Web

Select a language ▾ - [Help](#)

← - → - ↻ - × - 🏠 - ⌚ - 📖 - 🖨 - 📄

Google Search - 🌐 - 🔄 - 📧 - 📌 Bookmarks - 📄 Check - 🔗 AutoLink - 📄 AutoFill - 📧 Send to

Google Toolbar for Firefox

- 📄 **Add buttons to the Toolbar** to search your favorite sites. [View button gallery](#)
- ★ **Bookmark frequently visited pages** and access them from anywhere
- 📄 **Search smarter with instant suggestions** as you type in the search box
- 📄 **Share web pages with friends** via blog or email

[View all features](#)

Download Google Toolbar

It's free and installs in seconds

System requirements:

- Windows XP/2000 SP3+, Mac OS X 10.2+, or [Linux](#)
- Firefox 2.0+
- Internet Explorer version [available here](#)

Also available:

- [Other Firefox extensions](#) from Google

©2008 Google - [Toolbar Privacy Policy](#) - [Google Downloads](#)

Building High Quality Links

- Develop great content
- Submit to authoritative, topical, & local directories
- Work with your business partners
- Link bait
- Tap into social media
- Blogging
- Press releases
- Syndicate through RSS

4) Leverage Your PageRank

- Your homepage's PageRank gets distributed to your deep pages by virtue of your hierarchical internal linking structure (e.g. breadcrumb navigation).
- Pay attention to the text used within the hyperlink ("Google bombing").
- Utilize rel="nofollow" internally, but with care
- Don't hoard your PageRank
- Don't link to "bad neighborhoods"

Avoid PageRank Dilution

- Many of the structural issues that impact indexation, can impact PageRank.
 - Canonicalization (www.domain.com vs. domain.com)
 - Duplicate pages: (session IDs, tracking codes, superfluous parameters).
 - In general, search engines are cautious of dynamic URLs (with ?, &, and = characters) because of “spider traps.”
 - Rewrite your URLs (using a server module/plug-in) or use a hosted proxy service (e.g., GravityStream).

Read: catalogagemag.com/mag/marketing_right_page_web/

Even *You Know Who* Struggles

- 1 product
- 5 different URLs
 - Diluting PageRank
 - Duplicated content
 - Self-competing, cannibalizing
 - Diluted crawl equity



Google [Advanced Search](#)
[Preferences](#)

Web Results 1 - 5 of 5 from [www.googlestore.com](#) for [inurl:GO42050](#). (0.11 seconds)

[Google Store - Tumbling Tower Wooden Block game](#)
Search the Store. Search by Name / Item #. Search by Price. Select Range, Under \$5, \$5 - \$10, \$10 - \$20, \$20 - \$30, \$30 - \$40, Over \$40 ...
[www.googlestore.com/product.asp?catid=search&code=GO42050](#) - 18k -
[Cached](#) - [Similar pages](#)

[Google Store - Fun | Tumbling Tower Wooden Block game](#)
Search the Store. Search by Name / Item #. Search by Price. Select Range, Under \$5, \$5 - \$10, \$10 - \$20, \$20 - \$30, \$30 - \$40, Over \$40 ...
[www.googlestore.com/product.asp?catid=2&code=GO42050](#) - 25k - [Cached](#) - [Similar pages](#)

[Fun | Tumbling Tower Wooden Block game](#)
Search the Store. Search by Name / Item #. Search by Price. Select Range, Under \$5, \$5 - \$10, \$10 - \$20, \$20 - \$30, \$30 - \$40, Over \$40 ...
[www.googlestore.com/ca/product.asp?catid=2&code=GO42050](#) - 24k -
[Cached](#) - [Similar pages](#)

[Tumbling Tower Wooden Block game](#)
Search the Store. Search by Name / Item #. Search by Price. Select Range, Under \$5, \$5 - \$10, \$10 - \$20, \$20 - \$30, \$30 - \$40, Over \$40 ...
[www.googlestore.com/ca/product.asp?catid=new&code=GO42050](#) - 17k -
[Cached](#) - [Similar pages](#)

[Tumbling Tower Wooden Block game](#)
Search the Store. Search by Name / Item #. Search by Price. Select Range, Under \$5, \$5 - \$10, \$10 - \$20, \$20 - \$30, \$30 - \$40, Over \$40 ...
[www.googlestore.com/ca/product.asp?catid=search&code=GO42050](#) - 17k -
[Cached](#) - [Similar pages](#)

[Search within results](#) | [Language Tools](#) | [Search Tips](#) | [Dissatisfied? Help us improve](#) | [Try Google Experimental](#)

[Google Home](#) - [Advertising Programs](#) - [Business Solutions](#) - [Privacy](#) - [About Google](#)

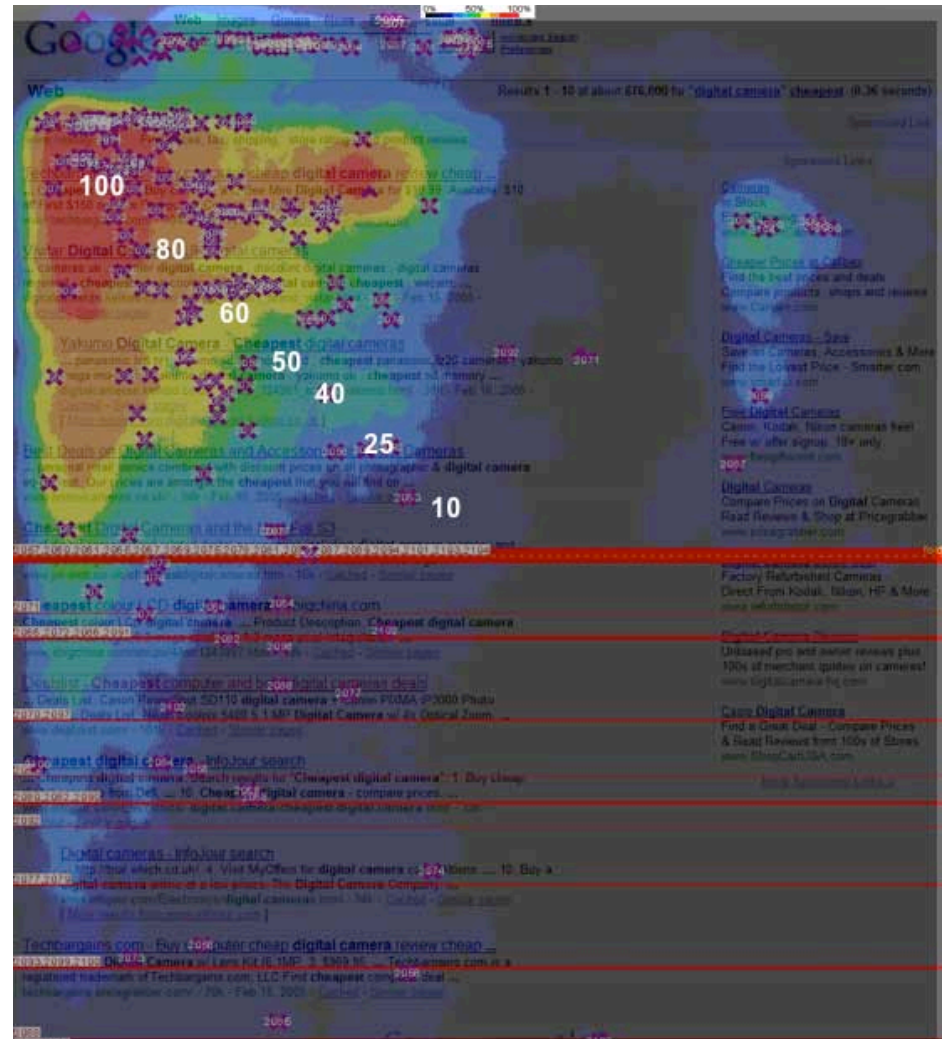
5) Encourage Clickthrough

- Being on top of search results commands attention. It's an implied endorsement.
- Synergistic effect of being at the top of the natural results & paid results.
- Entice the user with a compelling call-to-action & value proposition in your descriptions.
- Your title tag is critical
- Snippet gets built automatically, but you CAN influence what's displayed here.



Power of Position

- Where do searchers look?
 - Enquiro, Did-it Eyetools study.
 - Golden Triangle or “F” shape
- Focus on
 - Natural search vs. Paid
 - Above the fold
 - Reinforcement based on search term presence.



Do You Sing in Search?

- Getting there is only half the battle.
 - Do titles captivate?
 - Does the description reinforce the search terms?
 - Does the description call the searcher to action, leading to clickthrough?



Web

[Gmail: Email from Google](#)

Gmail is a new kind of webmail, built on the idea that **email** can be more intuitive, efficient, and useful. And maybe even fun. After all, Gmail has: ...

[mail.google.com/](#) - 18k - [Cached](#) - [Similar pages](#)

[Yahoo! Mail: The best web-based email!](#)

Get free web-based **email** from Yahoo! Access **email** from anywhere, enjoy unlimited storage space, and feel secure with award-winning spam protection.

[mail.yahoo.com/](#) - 24k - [Cached](#) - [Similar pages](#)

[Sign In](#)

[mail.live.com/](#) - 5k - [Cached](#) - [Similar pages](#)

6) Track the Right Metrics

- Indexation: # of pages indexed, % of site indexed, % of product inventory indexed, # of “fresh pages.”
- Link popularity: # of links, PageRank score (0 - 10)
- Rankings: by keyword, “filtered” (penalized) rankings
- Keyword popularity: # of searches, competition, KEI (Keyword Effectiveness Indicator) scores.
- Cost/ROI: sales by keyword & by engine, cost per lead



SEO Metrics

- Go beyond rankings, referrals, conversions, and revenue. Also beyond indexation, link popularity, keyword popularity, KEI, PageRank (mozRank & mozTrust!)
- Go beyond your “web analytics” platform to “search analytics”
 - Cameraphone vs. digital SLR camera – which would the professional photographer use?

SEO Metrics

- Page yield – % of unique pages yielding search engine-delivered traffic in a given month
- Keyword yield – ratio of keywords to pages yielding search traffic
- Brand-to-nonbrand ratio – % of search traffic coming from brand keywords vs. nonbrand keywords
- Unique pages – non-duplicate pages crawled

SEO Metrics

- Visitors per keyword – ratio of search engine delivered visitors to search terms
- Index-to-crawl ratio – ratio of pages indexed to unique crawled pages
- Engine yield – how much traffic the engine delivers for every page it crawls
- More on these at <http://www.practicalecommerce.com/articles/506/SEO-Metrics-That-Matter/>

SEO Metrics

- From Enquisite...
 - Top converting/performing page 2 ranked pages
 - Top converting/performing keywords on one engine that are non-performing on another
 - Highest potential keywords you're getting traffic for
 - Highest potential keywords you're not getting traffic for, based on potential referrals, revenue, and ROI

Reports for:

Search Engine Comparison Report



From: To:

Show phrases from that don't appear in

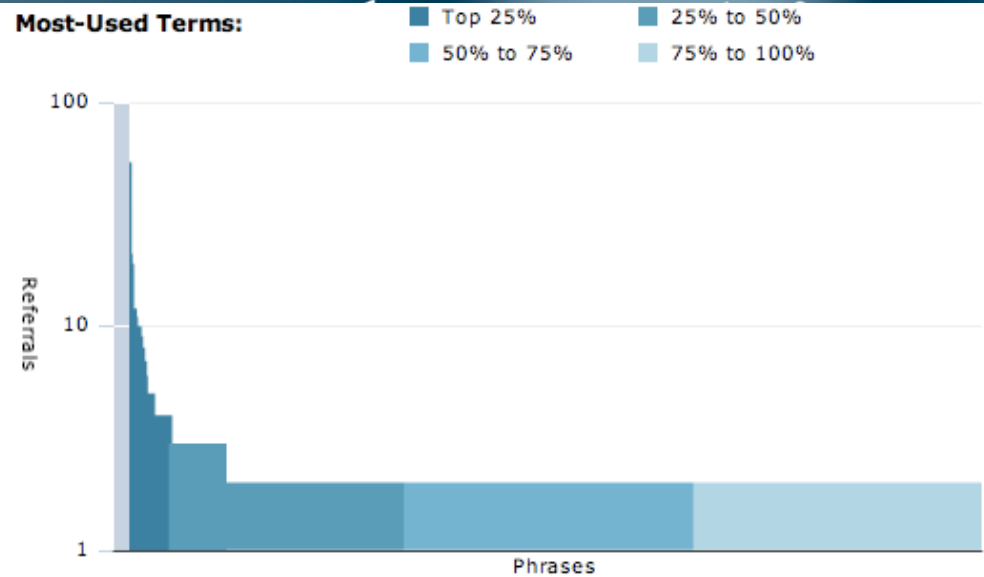
	Phrase	Conversions
<input checked="" type="checkbox"/>	i pod	6
<input checked="" type="checkbox"/>	memory stick duo	6
<input checked="" type="checkbox"/>	fta receiver	4
<input checked="" type="checkbox"/>	nokia n73	4
<input checked="" type="checkbox"/>	circuit city	3
<input checked="" type="checkbox"/>	50 cent ringtones	3
<input checked="" type="checkbox"/>	sony notebook	2
<input checked="" type="checkbox"/>	cell phone accessories	2

Enquisite

Daily Count of Referrals



Most-Used Terms:



Segmentation Panel: ?

Apply

Load/Save

X	Type:	Match:	Segment:
X	Country	Equals	United States

Phrase

Search Engine

Web Page

URL

Country

State

City

ZIP

Campaigns

Page #

Refresh



Show Potential For:

Phrases Only



Filter by:

Organic

Rows per Page: 250

Page #: 1 of 4

Phrases	Potential	Graph	Actions	Conversions	High	Low	Average	Last	# Queries	%
netconcepts	High		0	0	1	1	1	1	53	4.62
net concepts	High		0	0	1	1	1	1	20	1.75
seo title tag	Low		0	0	1	1	1	1	18	1.57
criteria matrix	None		0	0	1	1	1	1	11	0.96
seo title tag plugin	Low		0	0	1	1	1	1	11	0.96
website rfp	None		0	0	1	1	1	1	11	0.96
php vs perl	None		0	0	1	1	1	1	10	0.87
ama flash results redirect	None		0	0	1	1	1	1	9	0.79
northern tool	None		0	0	1	1	1	1	9	0.79
url check	Medium		0	0	1	1	1	1	9	0.79
All Other Phrases									595	51.92
Total									1146	

Enquisite

7) Follow Best Practices

- Target relevant keywords
- Don't stuff keywords or replicate pages
- Create useful content
- Don't conceal, manipulate, or over-optimize content
- Links should be relevant (no scheming!)
- Observe copyright/trademark law & Google's guidelines
- And sometimes the best practices are just avoiding the worst practices ...

Spamming in Its Many Forms ...

- Hidden or small text
- Keyword stuffing
- Targeted to obviously irrelevant keywords
- Automated submitting, resubmitting, deep submitting
- Competitor names in meta tags
- Duplicate pages with minimal or no changes
- Spamglish
- Machine generated content



Spamming in Its Darker Forms ...

- Pagejacking
- Doorway pages
- Cloaking
- Submitting to FFA (“Free For All”) sites & link farms
- Buying up expired domains with high PageRanks
- Scraping
- Splogging (spam blogging)



Doorway Page Example

- BMW.de hosted many doorway pages like this one, with lots of keyword stuffed text for search engine spiders ...

3er BMW
 3er BMW - Fahrspaß pur!
 Autohaus BMW
 Sie suchen ein BMW Autohaus?
 Behörde Fahrzeuge Anschaffung
 Fahrzeugverkauf an Behörden
 Behörde Fahrzeuge Beschaffung
 Fahrzeugbeschaffung für Behörden bei BMW
 Beschaffung Fahrzeuge Behörde
 Beschaffung von
 Behördenfahrzeugen bei BMW
 Blaulichtfahrzeug BMW
 Für Polizei, Notarzt und Feuerwehr -
 Blaulichtfahrzeuge von BMW
 Blaulichtfahrzeug Notarzt
 Schnell am Einsatzort - mit einem
 Notarztwagen von BMW
 BMW 316
 Informationen zum BMW 316
 BMW 318
 Informationen zum BMW 318
 BMW 318i
 BMW 318i - Design und Fahrkultur
 BMW 320
 Probefahrt mit einem BMW 320?
 BMW 330
 Faszination BMW 330
 BMW 3er
 BMW 3er Editionen
 BMW 5er
 BMW 5er Serie
 BMW 6er
 Das BMW 6er Coupé
 BMW Ausbildung
 Stellenangebote bei BMW
 BMW Autohändler
 BMW Autohändler Adressen
 BMW Autohaus
 BMW Autohaus finden
 BMW Felgen
 BMW Zubehör Felgen

BMW Neuwagen

Sie suchen einen BMW Neuwagen? Unsere Suche nach BMW Händlern in Ihrer Nähe bietet schnellen Zugriff auf BMW-Autohäuser in Ihrer Nähe, wo Sie sich die BMW Neuwagen in aller Ruhe und Ausführlichkeit ansehen können. BMW Neuwagen - Sie erhalten von uns Adresse, Telefon und Website der BMW-Händler in Ihrer Nähe. Suchen Sie über Postleitzahl, Stadt oder Name des BMW-Partners. BMW Neuwagen - In jeder Abteilung unserer BMW Niederlassung arbeiten Fachleute für Sie. Unsere Mitarbeiter werden durch intensive Schulungen der BMW AG immer auf dem aktuellen Stand des Wissens gehalten. BMW Neuwagen - Mit diesem Know-how erarbeiten sie garantiert immer die Lösung, die sich am besten an Ihre Bedürfnisse anpasst. In einem unserer vielen Autohäuser in ganz Deutschland können Sie sich rasch und unproblematisch für eine Probefahrt in Ihrem Lieblings-BMW Neuwagen anmelden. Egal, worum es geht: um die Absprache eines Service-Termins, eine Reparatur oder die Finanzierung Ihres Neuen oder Ihres neuen Gebrauchten. BMW Neuwagen - Sympathisch und kompetent. Unser Team ist immer im Einsatz für Sie. Bei uns ist immer was los! Langeweile kommt in unserer Niederlassung nicht auf. Hier finden Sie Informationen zum Thema: BMW Neuwagen gesucht?.

Ein BMW Neuwagen gesucht?

BMW Neuwagen - Regelmäßig bieten wir Ihnen neue Angebote, bringen Ihnen Aktuelles über die neuesten BMW Modelle nahe und organisieren Veranstaltungen aller Art. Bei uns werden Sie gut informiert und gut unterhalten. BMW Neuwagen - Egal, welche Frage Sie an unsere Profis haben: in unseren Filialen sind Sie als unser Kunde oder als neugieriger Interessent immer herzlich willkommen. BMW Neuwagen - Wenn Ihnen das BMW-Portal im Internet Appetit gemacht hat, besuchen Sie doch einmal eine Niederlassung ganz in Ihrer Nähe - hier können Sie unseren Mitarbeitern Löcher in den Bauch fragen. BMW Neuwagen - Haben Sie Interesse an einer Probefahrt in Ihrem Wunsch-BMW? Kein Problem! Bei unseren Niederlassungen können Sie sich jederzeit für eine Probefahrt in einem unserer Automobile anmelden. In unseren Niederlassungen bekommen Sie einen Vorgeschmack auf die Freude am Fahren. BMW Neuwagen - Der Hol- und Bring-Service. Nutzen Sie die Flexibilität Ihres BMW Partners. So verlieren Sie keine unnötige Zeit. Viele BMW Autohäuser führen nicht nur die Wartungs- und Reparaturarbeiten an Ihrem BMW fachgerecht aus. Sie holen das Fahrzeug auch direkt bei Ihnen zu Hause oder im Büro ab und bringen es Ihnen nach Beendigung der Arbeiten wieder zurück. Ihr neues Auto - ein BMW.

BMW Neuwagen - Fragen Sie Ihren BMW Partner, welchen Service er Ihnen anbieten kann, damit Sie möglichst lang mit Ihrem BMW Neuwagen Freude haben. Sollten Ihre Arbeitszeiten trotz erweiterter Öffnungszeiten bei Ihrem BMW

Doorway Page Example


- Which used a sneaky redirect to send human searchers to this page.

[Home](#) | [Automobile](#) | [Produkte & Services](#) | [Direktabnehmer](#) | [Faszination](#) | [Interaktiv](#)

1 3 5 6 7 X3 X5 Z4 M

Neue Automobile


BMW Deutschland




Freude am Fahren

BMW 5er Limousine - Automobile Leidenschaft.


Details






BMW 1er

Produktinformationen




BMW 3er

Limousine | Touring
Coupé | Cabrio




BMW 5er

Limousine | Touring




BMW 6er

Coupé | Cabrio




BMW 7er

Produktinformationen




BMW X3

Produktinformationen




BMW X5

Produktinformationen



BMW Z4

Produktinformationen



BMW M Modelle

M3 Coupé | M3 Cabrio
M5 Limousine | M6 Coupé

Neue Automobile direkt

- ▶ Fahrzeug konfigurieren
- ▶ Infomaterial bestellen
- ▶ Händler suchen
- ▶ Probefahrt vereinbaren
- ▶ Finanzierung berechnen

Weitere Specials

- ▶ BMW 1er
- ▶ BMW 5er Limousine
- ▶ BMW 6er Coupé
- ▶ BMW 6er Cabrio
- ▶ BMW 7er
- ▶ BMW X3
- ▶ BMW X5
- ▶ BMW Z4
- ▶ BMW M5
- ▶ BMW M6
- ▶ BMW Z4 M

Gewährleistungen

Informationen zu den Gewährleistungen beim Kauf eines BMW.

▶ Mehr

© 2009 Stephan M Spencer Netconcepts www.netconcepts.com spencer@netconcepts.com

Not Spam, But Bad for Rankings

- Splash pages, content-less home page, Flash intros
- Title tags the same across the site
- Error pages in the search results (e.g., “Session expired”)
- "Click here" links
- Superfluous text like “Welcome to” at beginning of titles
- Spreading site across multiple domains (usually for load balancing).
- Content too many levels deep

In Summary

- Focus on the right keywords
- Focus on site architecture
- Have great keyword-rich content
- Build links (particularly through link baiting & social media), and thus your PageRank
- Spend that PageRank wisely within your site
- Measure the right things
- Continually monitor, benchmark, & don't be afraid to test

Now What?

- What can you do tomorrow that will improve your site's SEO? Write down 3 things. Get 'em done!
- Remember: you eat an elephant one bite at a time
- For an ebook on Google power searching, SEO checklists & worksheets, and audio recording, executive summary & transcript of an SEO thought leaders teleconference, e-mail your request to seo@netconcepts.com
- To contact me: stephan@netconcepts.com