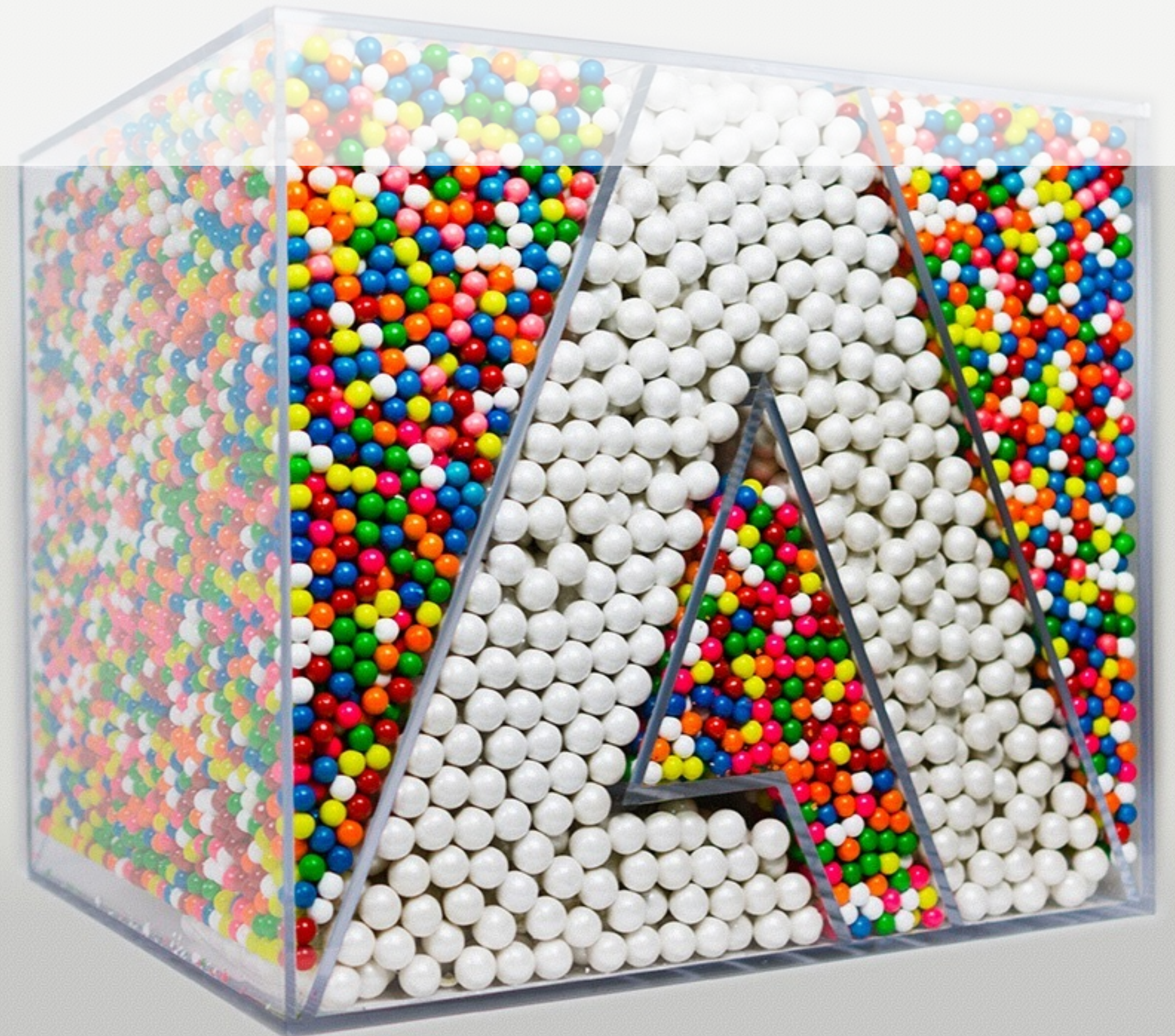




How Scene7 can support SEO

Lee Marqueses | AEM Consultant



I AM THE NEW CREATIVE
THE MADE SHOP

SEO Content

Product Pages

Reviews (UGC)

FAQ/Guides

Blog Posts

Images

Videos

Articles

Press Releases

Infographics

Images + Scene7

Search Engines have dedicated **Image Search Pages** but still leverage images in the **Web Search Results Page***

Like normal search results these images can help drive customers back to the originating website (Organic Search)

The screenshot shows the Google search results for 'lumix gm1'. At the top, the search bar contains 'lumix gm1' and the Google logo. Below the search bar are tabs for 'Web', 'Images', 'Videos', 'News', 'Shopping', and 'More'. The 'Web' tab is selected. The results show approximately 1,560,000 results in 0.36 seconds. The top result is a link to 'DMC-GM1K | デジタルカメラ LUMIX (ルミックス) | Panasonic.jp/dc/gm1/'. Below this is a snippet of Japanese text. The second result is a review from dpreview.com titled 'Panasonic Lumix DMC-GM1 Review: Digital Photography ...'. Below the text results is a section titled 'Images for lumix gm1' which displays a grid of four images of the camera. A 'Report images' link is visible to the right of the image grid.

The screenshot shows the Yahoo! search results for 'lumix gm1'. The search bar contains 'lumix gm1' and the Yahoo! logo. Below the search bar are various filters like 'Web', 'Images', 'Video', 'News', 'Local', 'Shopping', 'Maps', and 'More'. The results section shows several ads related to 'lumix g1', including links to Panasonic DMC Gx1, BHPPhotoVideo.com, and various reviews. Below the ads, there are organic search results, including a review from dpreview.com and a link to Amazon.com. At the bottom, there is a section titled 'Lumix G1 - Image Results' which displays a grid of images of the camera.

The screenshot shows the Baidu search results for 'lumix gm1'. The search bar contains 'lumix gm1' and the Baidu logo. Below the search bar are various filters like 'Web', 'Images', 'Video', 'News', 'Local', 'Shopping', 'Maps', and 'More'. The results section shows several organic search results, including links to 'LUMIX的艺术 松下GM1微型单相机评测 天极网', 'Panasonic Lumix GM1 评测:『拍,不可挡』', and '松下发布最小4/3微单相机 Lumix GM1-松下发布最小4/3微单...'. Below the text results, there is a section titled '相关电子产品' which displays a grid of images of various electronic products, including cameras and lenses.

* Bing does not show the images in the Web Search Results Page



Page Title

L'art du LUMIX GM1 - Panasonic France

www.panasonic.com - 1000 x 570 - Search by image

Grâce à sa technologie avancée, le Lumix GM1 offre des performances exceptionnelles dans un boîtier qui tient dans la poche. Profitez d'une qualité d'image ...

Visit page

View image

Related images:

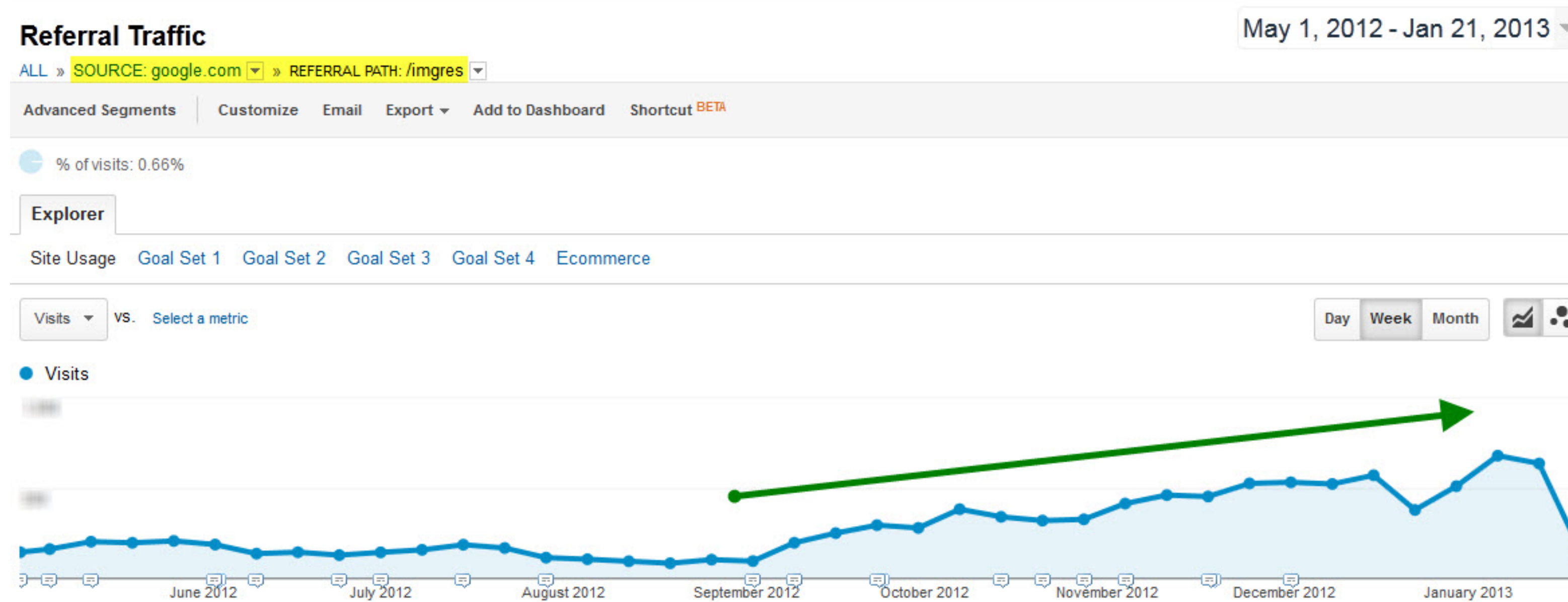


Images may be subject to copyright. - Send feedback

- Review Rich Text Snippet
- Text surrounding the image, typically the text directly after the image

Clickable targets back to the source

Image optimisation does drive traffic



“

It's often easier to drive traffic through image search or video search than plain old regular search

* Original post <http://www.wordstream.com/blog/ws/2013/01/23/google-image-search-traffic>

Images cannot be “seen” by the search engine bots. Guide them to understand what the image is by **optimising the image, and the surrounding content**. This will help to increase SERP rankings

Image Optimisation techniques

- Image ALT Text
- Image Title Text
- Image File size
- Image File Name/URL
- Descriptive anchor text to image
- Image Site Maps

Scene7 can support these!

* <http://www.searchenginegenie.com/ca/google-image-optimization.html>

Image File Name/URL

<http://s7server.scene7.com/is/image/companyname/ID?parameters>

Image File Name/URL

Customer Domain Name

Serve images from a sub domain as the content.
This can also help with performance - another win!

http://images.panasonic.com/is/image/companyname/image_description-ID.jpg

Image Description

Add the image description to the image name

Image Extension

Let's the search bot know that
this is an image

`http://images.panasonic.com/is/image/companyname/image_description-ID.jpg`

Image Description

Add the image description to the image name

Image Extension

Let's the search bot know that
this is an image

Scene7 Rulesets

- Work similar to `mod_rewrite` rules to translate URLs
- Allow for custom headers to be inserted into the returned image

`http://images.panasonic.com/is/image/companyname/image_description-ID.jpg`

The Scene7 Ruleset

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE ruleset SYSTEM "RuleSet.dtd">
<ruleset>
  <rule Name="Image Description">
    <expression>^(.*)--(.*)\.jpg$</expression>
    <substitution>$2</substitution>
  </rule>
</ruleset>
```

An example - works with presets as well

`http://s7ap1.scene7.com/is/image/APConsulting/DMC-GM1KEB`



* <https://support.google.com/webmasters/answer/76329?hl=en>

`http://images.panasonic.com/is/image/companyname/image_description-ID.jpg`

The Scene7 Ruleset

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE ruleset SYSTEM "RuleSet.dtd">
<ruleset>
  <rule Name="Image Description">
    <expression>^thumb/(.*)—(.*)\.jpg$</expression>
    <substitution>$2</substitution>
    <header Name="X-Robots-Tag">noindex</header>
  </rule>
</ruleset>
```

An example



* <https://support.google.com/webmasters/answer/76329?hl=en>

Real Life Example

Real Life Example


OTTO Service | Shopping Mein Konto | Mein Merkzettel (0) | Anmelden


Suchbegriff / Artikelnummer eingeben 0 Artikel

OTTO-Welten . Damen . Herren . Kinder . Wäsche/Bademode . Sport . Schuhe . Große Größen
Multimedia . Haushalt . Küche . Möbel . Heimtextilien . Baumarkt . Spielzeug . Marken . %Sale%

Startseite > Damenmode > Kategorien > Kleider > Jerseykleider > Melrose Jerseykleid


Artikel Details Kundenbewertungen (49)



Melrose Jerseykleid 

★★★★☆ (49)

- Elegantes Druckkleid von MELROSE
- Mit transparenten Chiffonärmeln
- Aus kräftiger Stretchjersey-Qualität [mehr Details ...](#)

Farbe: **Grau** 

Größe: **36**

[Größentabelle](#) [Verfügbarkeiten](#)

vorrätig - in 2-3 Werktagen bei Ihnen

24 Lieferung am Dienstag: Bestellen Sie innerhalb 51 Min. mit [24-Stunden-Lieferung](#)

€ 39,99 (Sie sparen 20%)
jetzt € 31,99

inkl. gesetzl. MwSt, zzgl. [Service- & Versandkosten](#)

Anzahl

- > Zahlpause ohne Aufpreis
- > Sicherer Kauf auf Rechnung
- > Bequeme Ratenzahlung
- > PaketShop-Lieferung möglich

[Artikel bewerten](#)

Artikel-Nr. 7809914

<https://www.otto.de/p/melrose-jerseykleid-393579355/#variationId=393581913>

Google melrose jerseykleid grau


Web Images Shopping Videos Maps More Search tools

About 721,000 results (0.46 seconds)

Melrose Jerseykleid Grau-Bunt in Größe 34 , Normalgrößen ...
[www.baur.de > ... > Markenshops > Melrose > Kleider](#) [Translate this page](#)
Melrose Jerseykleid Grau-Bunt in Größe 34 , Normalgrößen. | 125 von 125. zurück.
Melrose Jerseykleid im Online Shop von Baur Versand. Video abspielen.

Melrose Jerseykleid Grau-Bunt in Größe 44 , Normalgrößen ...
[www.baur.de > ... > Markenshops > Melrose > Kleider](#) [Translate this page](#)
Melrose Jerseykleid Grau-Bunt in Größe 44 , Normalgrößen. | 122 von 122. zurück.
Melrose Jerseykleid im Online Shop von Baur Versand. Video abspielen.

Images for melrose jerseykleid grau [Report images](#)



[More images for melrose jerseykleid grau](#)

Searching for "melrose jerseykleid"

Protecting your Scene7 Images

1. Adding a watermark to the images

Scene7 Rulesets | Templating

2. Digimarc Watermark

Third party solution

Adding a watermark to the images

Scene7 Rulesets | Templating



Image Copyright 2014

- A watermark = an image overlaid on top of another
- Achieved using Scene7 Templates or Dynamic Imaging
- Used Rulesets to enforce watermarks on all images
- Hard to create a template that fits all image renditions
- User can still remove the watermark

Digimarc Watermark

Third party solution

Digimarc watermark →



- Embeds a persistent digital watermark into the image
- Digimarc Search Service locates where images are being used
- **Third party solution**

Videos + Scene7

“ Should I put my product videos on YouTube?

* <http://www.slideshare.net/DistilledSEO/phil-nottingham-at-wistiafest-from-video-content-to-video-strategy>

Why should I host my videos on YouTube?

- Established platform for video content delivery
- Branding via YouTube channels
- Sharing is easy
- Wide audience reach

YouTube can help **drive brand awareness**, but use YouTube and you'll **drive traffic to YouTube**

About 120,000,000 results (0.75 seconds)

Panasonic FZ1000 Hands-On Field Test - YouTube



www.youtube.com/watch?v=zpyCJdjYFVg ▾

Jun 21, 2014 - Uploaded by TheCameraStoreTV

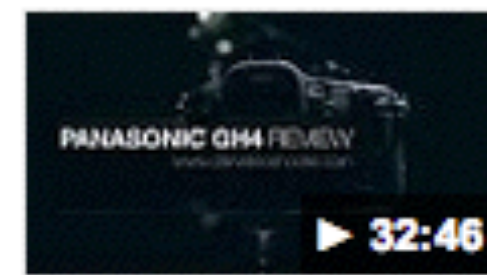
4K recording, a 1" type sensor camera with a 25-400mm equivalent F2.8-4 lens for under a grand? **Panasonic** ...

Channel **Panasonic** - Official - YouTube

www.youtube.com/user/ChannelPanasonic ▾

Panasonic's Official Account featuring TV commercials and videos, which introduce products and activities **Panasonic** undertakes around the world. パナソニック ...

Panasonic GH4 Video Review - YouTube



www.youtube.com/watch?v=6ci6DYXbKrs ▾

Jun 12, 2014 - Uploaded by DSLR Video Shooter

For links to everything mentioned in this video, visit the full review post here: <http://dslrvideoshooter.com> ...

Panasonic Lumix GH4 vs Panasonic Lumix FZ1000 4K ...



www.youtube.com/watch?v=o4wllvo-gBg ▾

Jun 17, 2014 - Uploaded by WorldofDSLR

Panasonic Lumix GH4 vs Panasonic Lumix DMC FZ1000 4K Video Test **Panasonic Lumix GH4 vs Panasonic** ...

YouTube can help drive brand awareness, but use YouTube and you'll drive traffic to YouTube

About 30,500,000 results (0.17 seconds)

Oracle - YouTube

www.youtube.com/user/Oracle

Oracle unleashes innovation by simplifying IT. Find out how by watching our latest videos, including customer stories, Oracle Team USA and the race for the A...

Streams Subscription | Streams | Oracle - Oracle University



education.oracle.com/streams/

Oracle Streams lets you connect and learn with Oracle any time. Get unlimited training with continuous, fresh ...

Oracle Database In-Memory | Oracle Database | Oracle



www.oracle.com > ... > Database In-Memory

Oracle Database In-Memory delivers leading-edge in-memory performance without the need to restrict ...

Oracle Delivers Latest Release of Oracle Enterprise ...



www.oracle.com/.../enterprise-manager-12c-060314

Jun 3, 2014

Oracle Enterprise Manager 12c Release 4 meets that requirement by helping businesses become more agile ...

“YouTube does not typically drive much traffic back to your site

Average CTR = 0.72%

Why you should host your own videos

- Product Rich Snippets for site search *
- Hosting video content on the same domain a plus
- Increase CTR and conversions
- Customisation

* https://support.google.com/webmasters/answer/2413309?hl=en&ref_topic=4603851

Why not run a small test?



Adobe