

# Get Found on Google: Search Engine Optimization (SEO) Basics & Technical Solutions

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Session: 8793

# Outline

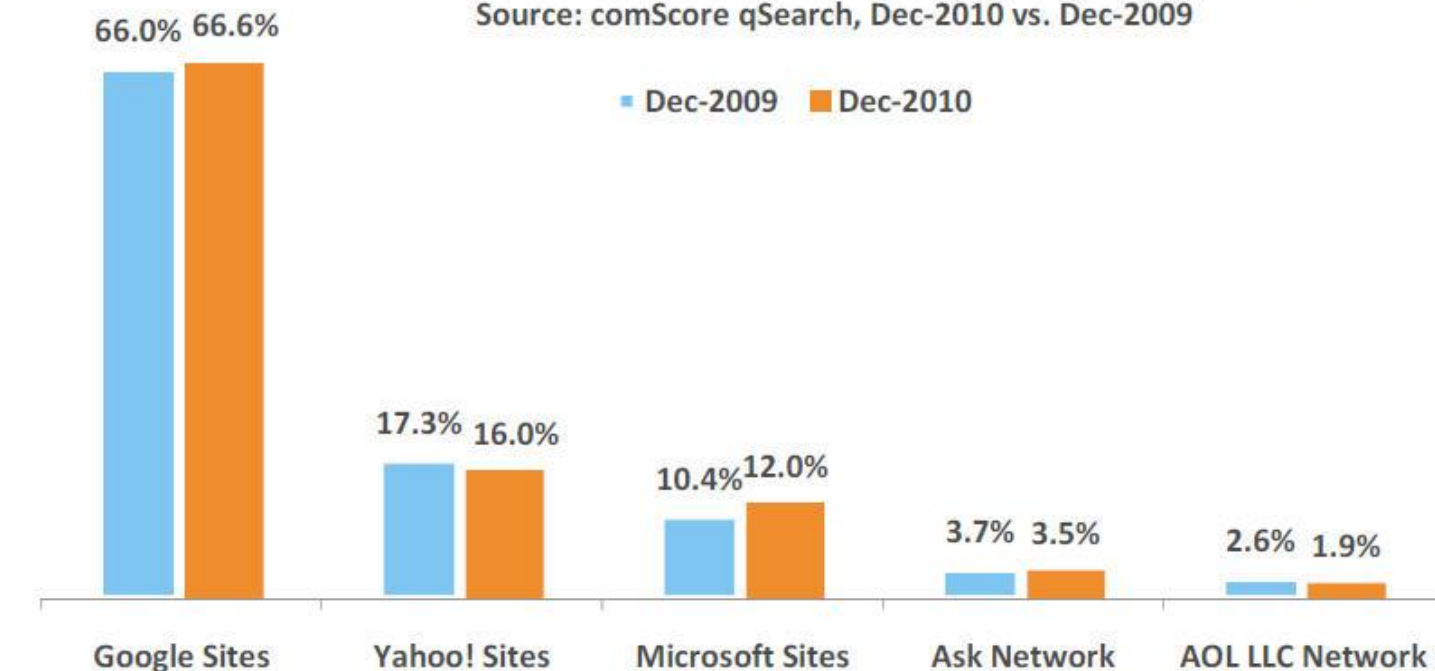
- The Search Landscape
- How Search Engines Operate
- Accessibility
- Keyword Research & Targeting
- Link Building
- Social

# THE SEARCH LANDSCAPE

# Same Old Story

## Percent Share of Searches Among U.S. Core Search Engines\*

Source: comScore qSearch, Dec-2010 vs. Dec-2009



comSCORE.

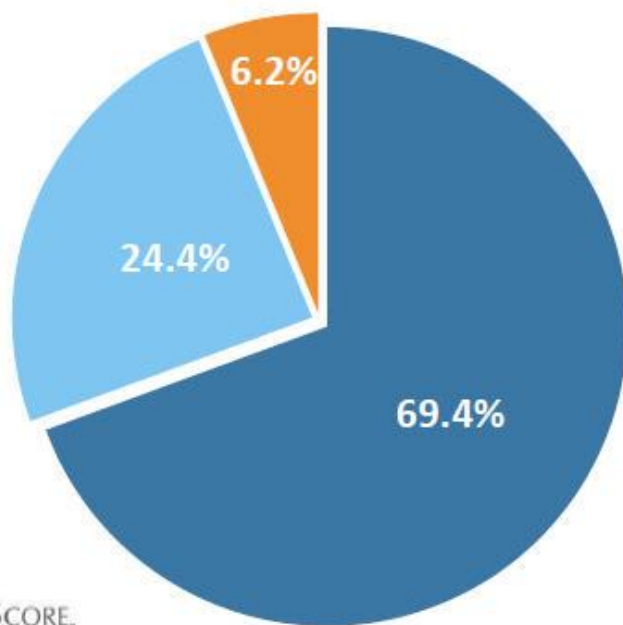
\*December – March data in the above graph represent share of total core searches, while April onward represent share of explicit core searches.

# Or is it?

## "Powered By" Share of Explicit Core Searches in the U.S.

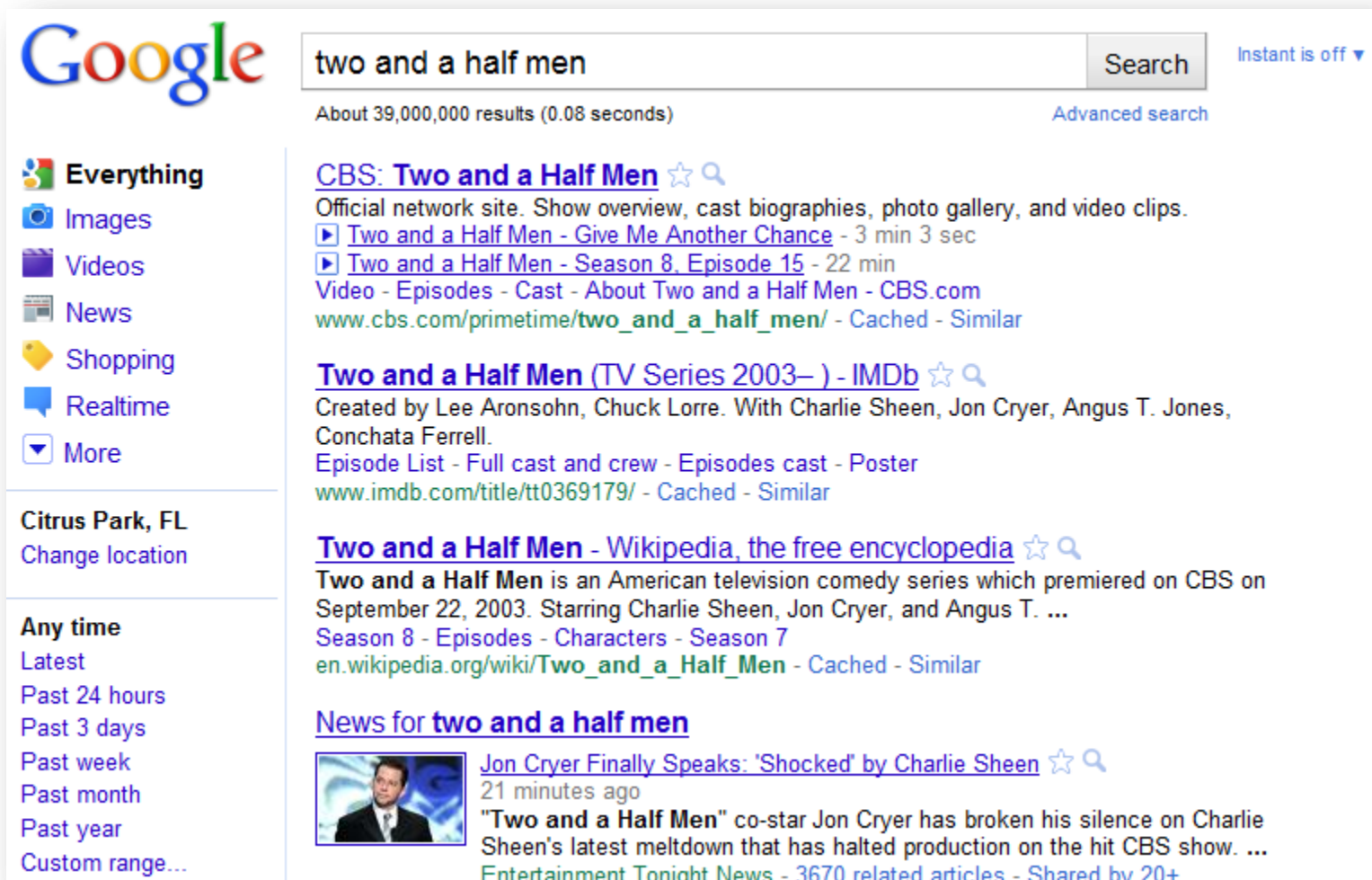
Source: comScore qSearch, Dec-2010

■ Google ■ Bing ■ Other



 comSCORE.

# Universal SERPs



**Google** two and a half men  Instant is off ▾

About 39,000,000 results (0.08 seconds) [Advanced search](#)

**Everything**

- Images
- Videos
- News
- Shopping
- Realtime
- More

Citrus Park, FL  
[Change location](#)

**Any time**


- Latest
- Past 24 hours
- Past 3 days
- Past week
- Past month
- Past year
- Custom range...

**CBS: Two and a Half Men** ☆ 🔍  
Official network site. Show overview, cast biographies, photo gallery, and video clips.  
▶ [Two and a Half Men - Give Me Another Chance](#) - 3 min 3 sec  
▶ [Two and a Half Men - Season 8, Episode 15](#) - 22 min  
Video - Episodes - Cast - About Two and a Half Men - CBS.com  
[www.cbs.com/primetime/two\\_and\\_a\\_half\\_men/](http://www.cbs.com/primetime/two_and_a_half_men/) - Cached - Similar

**Two and a Half Men (TV Series 2003– ) - IMDb** ☆ 🔍  
Created by Lee Aronsohn, Chuck Lorre. With Charlie Sheen, Jon Cryer, Angus T. Jones, Conchata Ferrell.  
Episode List - Full cast and crew - Episodes cast - Poster  
[www.imdb.com/title/tt0369179/](http://www.imdb.com/title/tt0369179/) - Cached - Similar

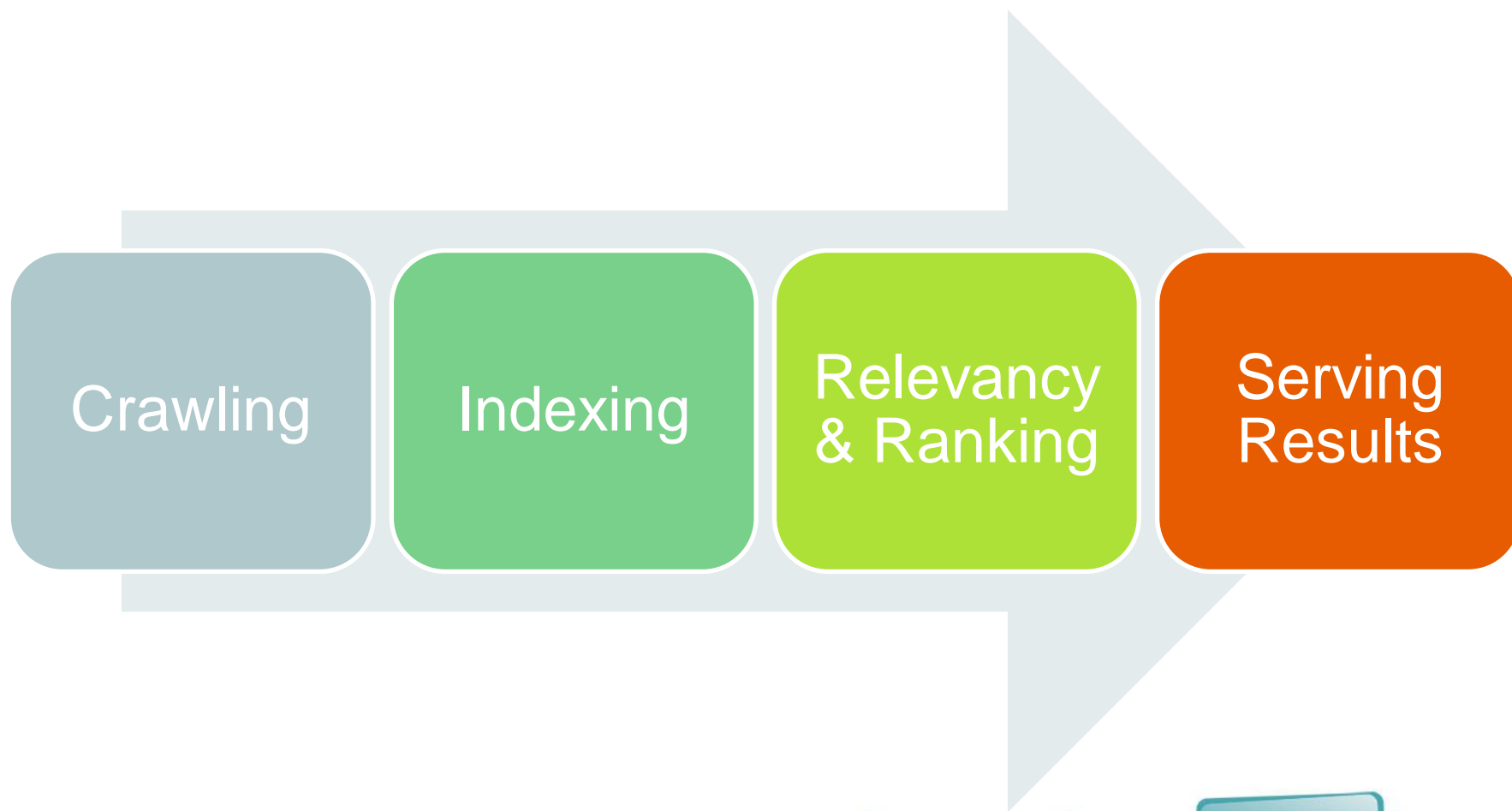
**Two and a Half Men - Wikipedia, the free encyclopedia** ☆ 🔍  
**Two and a Half Men** is an American television comedy series which premiered on CBS on September 22, 2003. Starring Charlie Sheen, Jon Cryer, and Angus T. ...  
Season 8 - Episodes - Characters - Season 7  
[en.wikipedia.org/wiki/Two\\_and\\_a\\_Half\\_Men](http://en.wikipedia.org/wiki/Two_and_a_Half_Men) - Cached - Similar

**News for two and a half men**

 **Jon Cryer Finally Speaks: 'Shocked' by Charlie Sheen** ☆ 🔍  
21 minutes ago  
"Two and a Half Men" co-star Jon Cryer has broken his silence on Charlie Sheen's latest meltdown that has halted production on the hit CBS show. ...  
[Entertainment Tonight News - 3670 related articles - Shared by 20+](#)

# HOW SEARCH ENGINES OPERATE

# A Four-Part Process

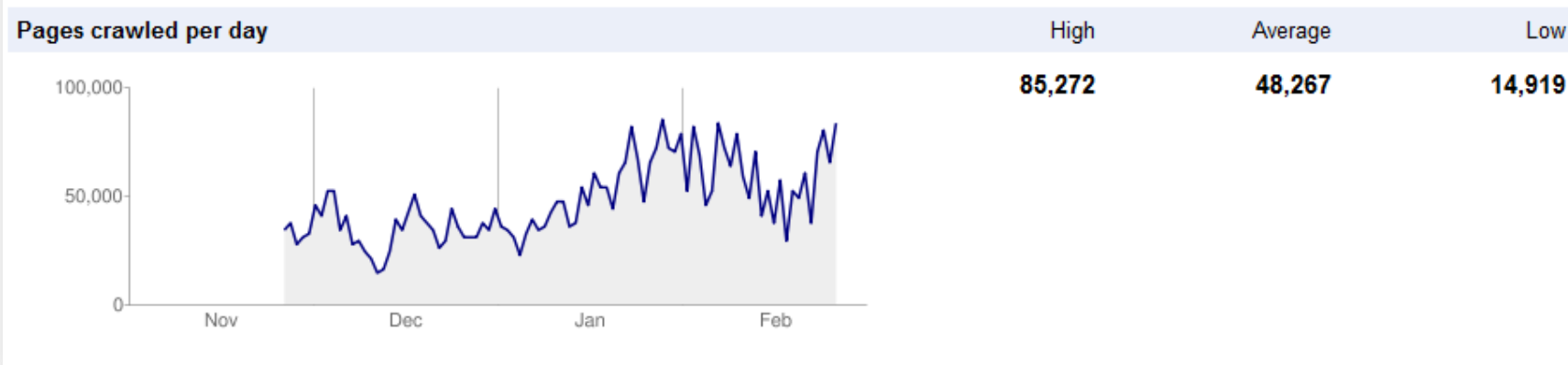




# Crawling

## Crawl stats

Googlebot activity in the last 90 days



Crawl errors	
<a href="#">In Sitemaps</a>	2
<a href="#">Not found</a>	6,226
<a href="#">Restricted by robots.txt</a>	6,685
<a href="#">Unreachable</a>	738

Updated Feb 26, 2011

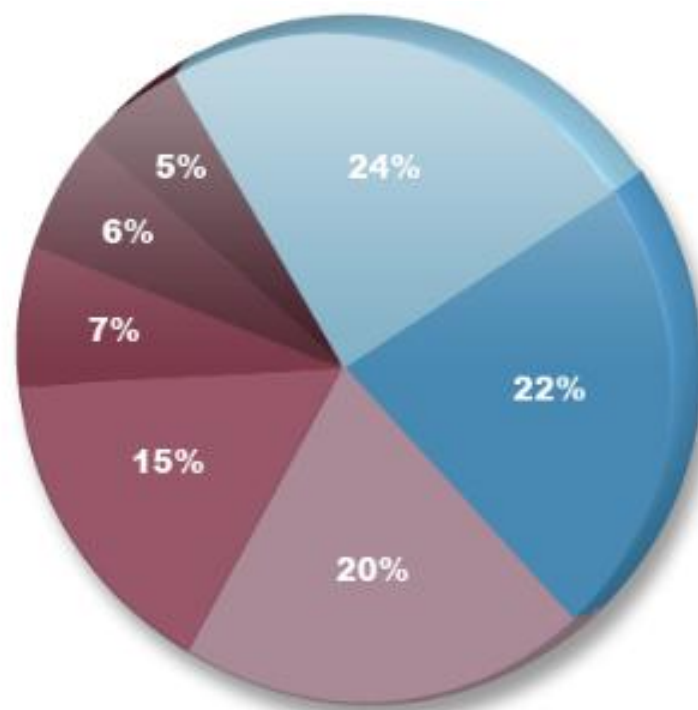
# Indexing




Search engine indexing collects, parses, and stores data to facilitate fast and accurate information retrieval.

# Relevancy & Ranking

- 24% Trust/Authority of the Host Domain
- 22% [Link Popularity](#) of the [Specific Page](#)
- 20% Anchor Text of External Links
- 15% [On-Page Keyword Usage](#)
- 7% Traffic and Click-Through Data
- 6% Social Graph Metrics
- 5% Registration and Hosting Data





# Serving Results





About 68,900,000 results (0.39 seconds) Advanced search


**Everything**


 Images

 Videos

 News

 Shopping

 Realtime

 More

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Citrus Park, FL  
[Change location](#)

---

**Any time**

Latest

Past 24 hours

Past 4 days

Past week

Past month

Past year

Custom range...

---

**All results**

[Wonder wheel](#)

**[IBM System z](#)** ☆ 🔍

Your portal to **IBM** mainframe information. Check out what's new in **IBM** mainframe technology, resources and solutions. Find links to System z10 and other ...

[www-03.ibm.com/systems/z/](#) - [Cached](#)

<a href="#">zEnterprise System z/OS</a> <a href="#">System z10 Enterprise Class Operating systems</a>	<a href="#">Linux on System z z/VM</a> <a href="#">Compare the Mainframe against the ... Success stories</a>
--	---

[More results from ibm.com »](#)

**[IBM: z/OS operating system](#)** ☆ 🔍

Your portal to **z/OS** information. Learn the latest about **z/OS**, the highly secure, scalable, high-performance enterprise operating system.


[www-03.ibm.com > IBM Systems > System z > Operating systems](#) - [Cached](#)

**[IBM System z - Hardware](#)** ☆ 🔍

From automation to advanced virtualization technologies and open industry standards, System z servers help deliver competitive advantages for the on demand ...

[www-03.ibm.com/systems/z/hardware/](#) - [Cached](#) - [Similar](#)

**News for IBM z**



**[Gartner: IBM Regains Top Spot in Server Market](#)** ☆ 🔍

1 day ago

The introduction of new mainframe platforms from **IBM** helped to drive increases in the mainframe segment, with 68.3 percent revenue growth of **IBM's** System Z ...

[eWeek - 59 related articles](#) - [Shared by 20+](#)

keyphra seology

SEARCH ENGINE OPTIMIZATION

# SEO Pyramid

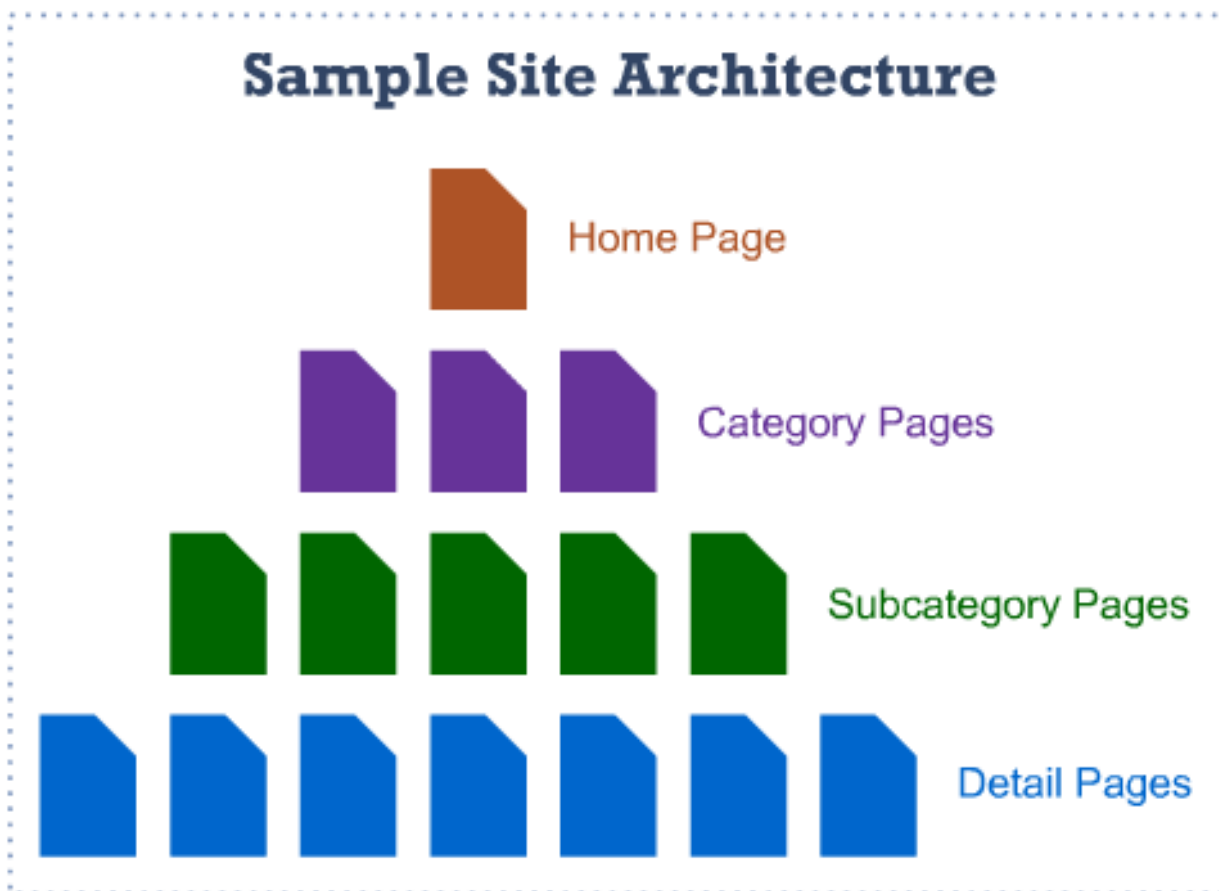


Created by Rand Fishkin of

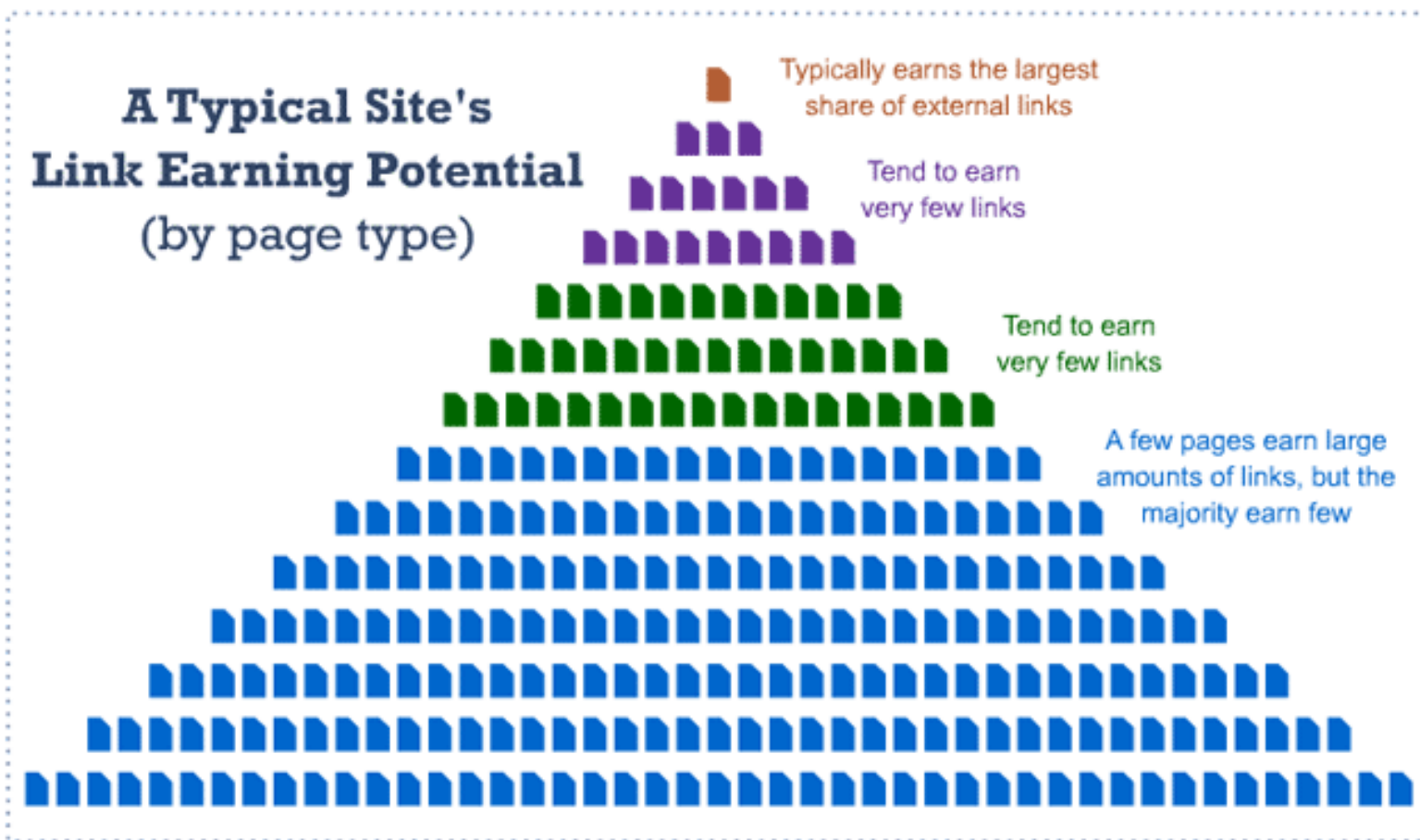


# ACCESSIBILITY

# Internal Link Architecture



# Internal Link Architecture Cont.

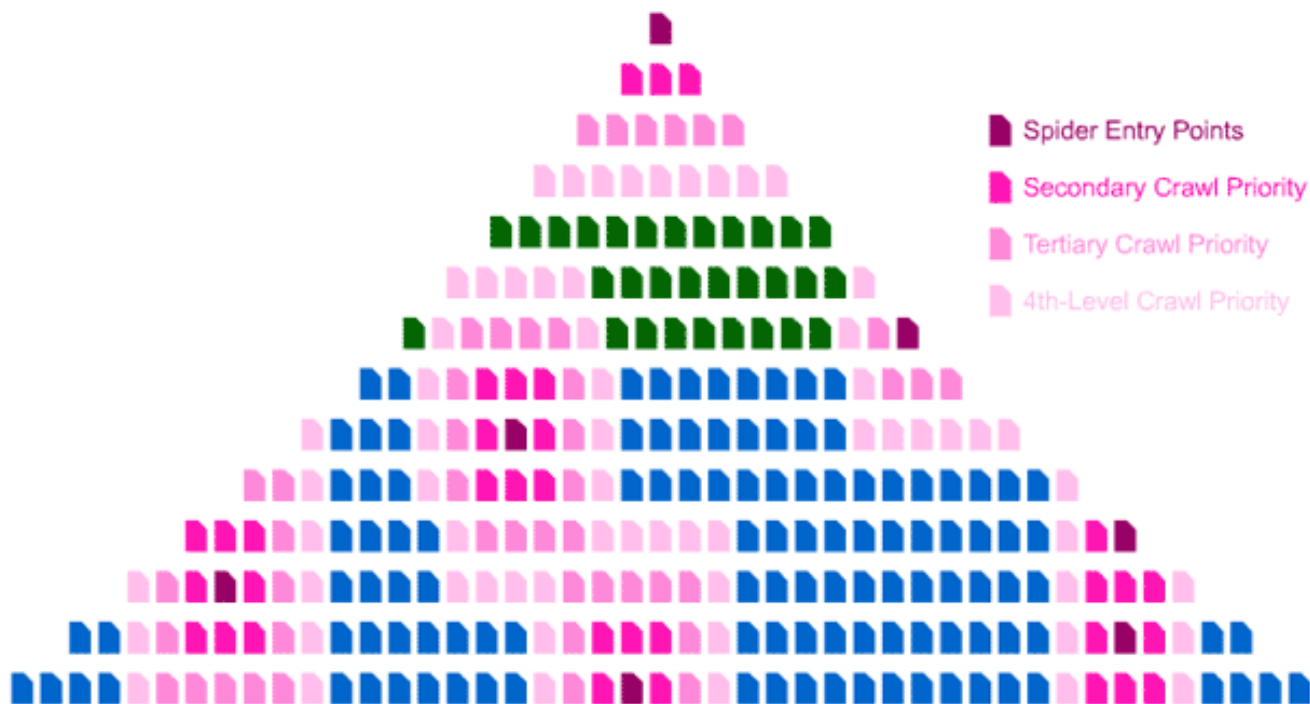




# Internal Link Architecture Cont.

## Spider Crawl Priority Paths

Note that in this diagram, we assume graphical page proximity as an indicator of linking (i.e. pages that are next to each other link to each other)



## 5 Methods to Improve Accessibility

1. Make site hierarchy flat
2. Link from powerful pages to pages needing strength
3. Eliminate dead-ends and low value pages
4. Craft navigation/category pages worthy of links
5. Exclude unimportant pages from spiders' crawl paths

# Bot Accessibility: **CLOSED**

- Splash Pages
- Malformed bot herding techniques
- Login required
- Behind JavaScript
- iFrames

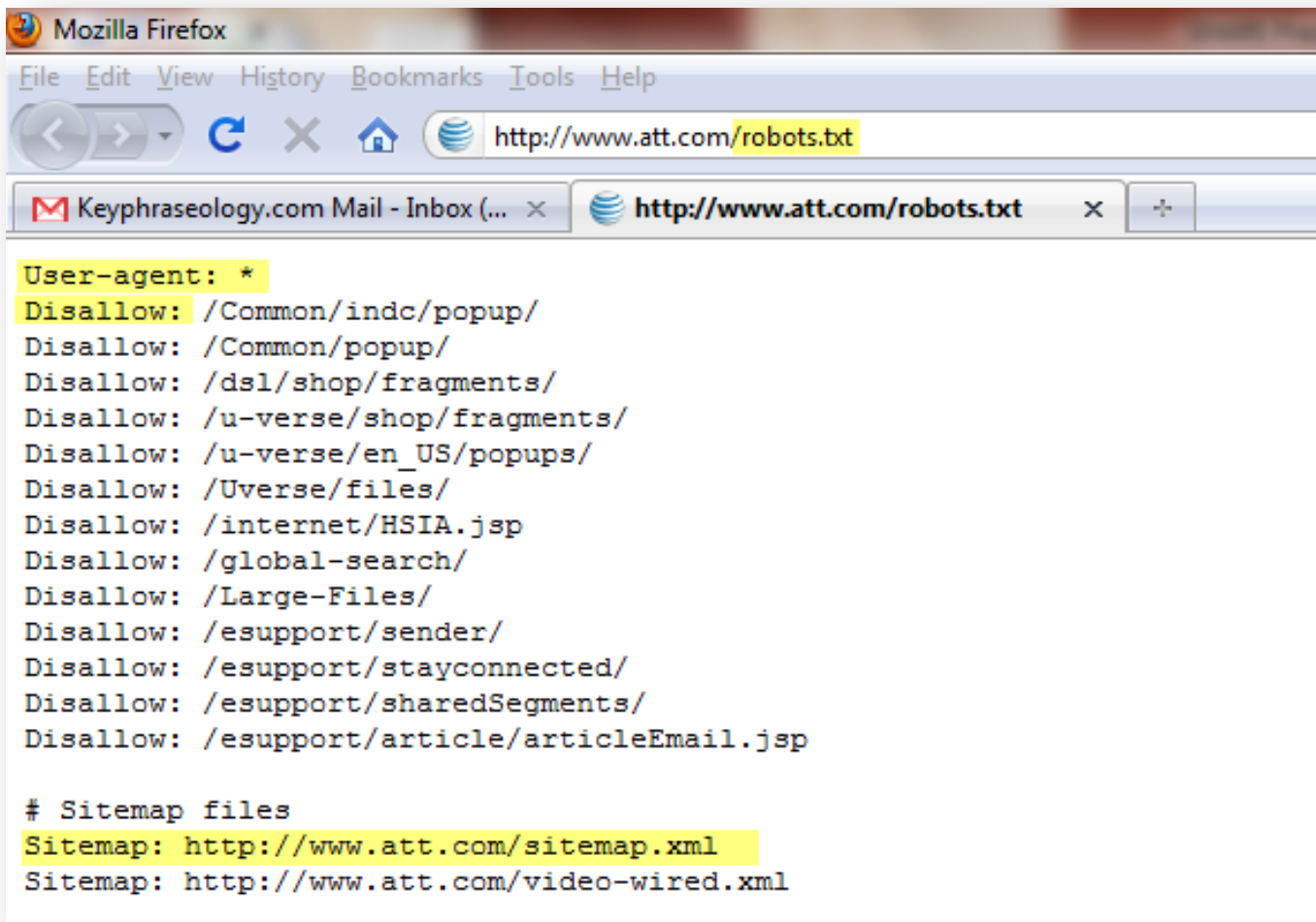
## Bot Accessibility: **WIDE OPEN**

- Duplicate Content
- Parameters Galore
- Spammy UGC
- Search Results Pages

## Bot Accessibility: **OPTIMIZED**

- Robots.txt
- Meta Robots Tag
- Canonical Tag
- XML Sitemap
- HTML Sitemap
- Webmaster Tools Verification

# Robots.txt



The screenshot shows a Mozilla Firefox browser window with the address bar displaying `http://www.att.com/robots.txt`. The browser's menu bar includes File, Edit, View, History, Bookmarks, Tools, and Help. The address bar also shows navigation buttons (back, forward, refresh, home) and a search engine icon. The browser tabs include "Keyphraseology.com Mail - Inbox (...)" and "http://www.att.com/robots.txt". The main content area displays the text of the robots.txt file, with several lines highlighted in yellow.

```
User-agent: *
Disallow: /Common/indc/popup/
Disallow: /Common/popup/
Disallow: /dsl/shop/fragments/
Disallow: /u-verse/shop/fragments/
Disallow: /u-verse/en_US/popups/
Disallow: /Uverse/files/
Disallow: /internet/HSIA.jsp
Disallow: /global-search/
Disallow: /Large-Files/
Disallow: /esupport/sender/
Disallow: /esupport/stayconnected/
Disallow: /esupport/sharedSegments/
Disallow: /esupport/article/articleEmail.jsp

# Sitemap files
Sitemap: http://www.att.com/sitemap.xml
Sitemap: http://www.att.com/video-wired.xml
```

# Meta Robots Tag

```
Source of: http://www.jpmorgan.com/pages/privacy - Mozilla Firefox  
File Edit View Help  
_gaq.push(['_trackPageView']);  
  
    (function() {  
        var ga = document.createElement('script'); ga.type = 'text/javascript';  
        ga.src = ('https:' == document.location.protocol ? 'https://www.google-analytics.com/analytics.js' : 'http://www.google-analytics.com/analytics.js');  
        var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);  
    })();  
  
</script>  
  
<META NAME="ROBOTS" CONTENT="index, follow, NOODP">  
<META NAME="GOOGLEBOT" CONTENT="NOODP">
```

# Canonical Tag

```
<meta name="title" content="U.S. News - U.S. Headlines, Stories and Video from CNN.com">  
<meta name="Description" content="CNN brings you headlines, video and news stories from around the U.S.">  
<meta name="Keywords" content="CNN, CNN news, CNN.com, CNN TV, news, news online, breaking news, U.S. news, world news, weather, business, CNN Money, sports, politics, law, technology, entertainment, education, travel, health, special reports, autos, developing story, news video, CNN Intl">  
<link rel="canonical" href="http://www.cnn.com/US/">  
<meta name="viewport" content="width=1024" />  
<link rel="apple-touch-icon" href="http://www.cnn.com/US/apple-touch-icon.png">
```





# XML Sitemap

http://www.target.com/sitemap\_001.xml.gz

```
<?xml version="1.0" encoding="UTF-8" ?>
```

```
- <urlset xmlns="http://www.google.com/schemas/sitemap/0.84">
```

```
- <url>
```

```
  <loc>http://www.target.com/</loc>
```

```
  <changefreq>weekly</changefreq>
```

```
</url>
```

```
- <url>
```

```
  <loc>http://www.target.com/Baby-Sheets-Bedding/b?ie=UTF8&node=10064741</loc>
```

```
  <changefreq>weekly</changefreq>
```

```
</url>
```

```
- <url>
```

```
  <loc>http://www.target.com/Plush-Blankets-Baby-Bedding/b?ie=UTF8&node=10157851</loc>
```

```
  <changefreq>weekly</changefreq>
```

```
</url>
```

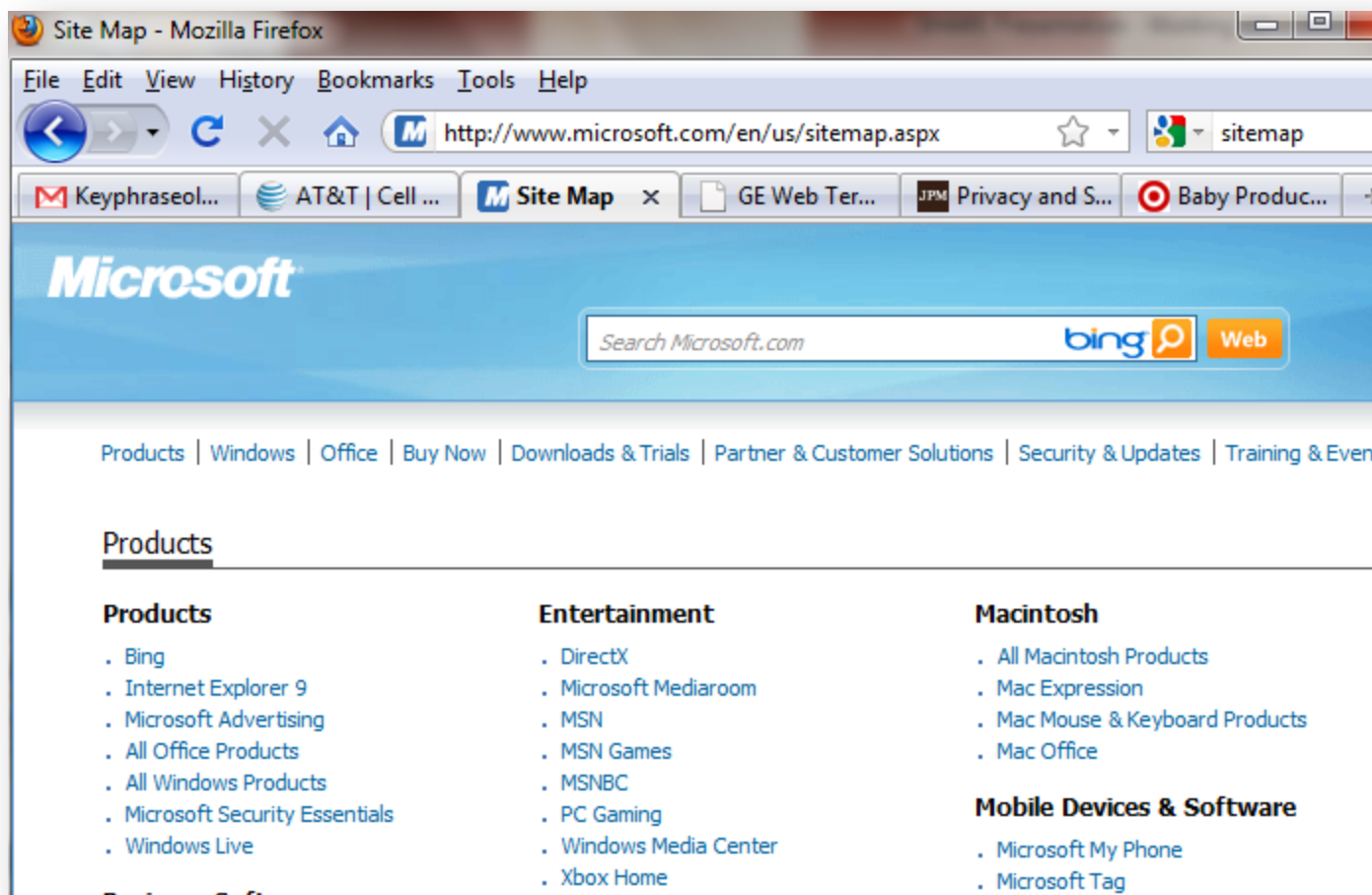
```
- <url>
```

```
  <loc>http://www.target.com/Nursery-Lamps-Decor-Storage-Baby/b?ie=UTF8&node=10157871</loc>
```

```
  <changefreq>weekly</changefreq>
```

```
</url>
```

# HTML Sitemap



# Bot Herding

## BIG Biz Home Page

/members  
(robots.txt disallow)

/resources

/m  
(canonical tag)

/login

/account

/article.htm

/article.html?print  
(meta robots  
'noindex')

/article.pdf  
(x-robots tag)

# Robots Control Resources

- Webmaster Tools, Google:
  - <http://www.google.com/webmasters/>
- Webmaster Tools, Bing:
  - <http://www.bing.com/toolbox/webmasters/?rfp=1099727894>
- Robots Protocol (.txt, meta):
  - <http://www.robotstxt.org/>
  - <http://www.seomoz.org/blog/serious-robotstxt-misuse-high-impact-solutions>
- X-robots-tag:
  - <http://googleblog.blogspot.com/2007/07/robots-exclusion-protocol-now-with-even.html>

# Robots Control Resources, Cont.

- Canonical Tag
  - <http://googlewebmastercentral.blogspot.com/2009/02/specify-your-canonical.html>
  - <http://www.seomoz.org/blog/complete-guide-to-rel-canonical-how-to-and-why-not>
- XML Sitemaps
  - <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=156184>

# SEO Friendly URLs

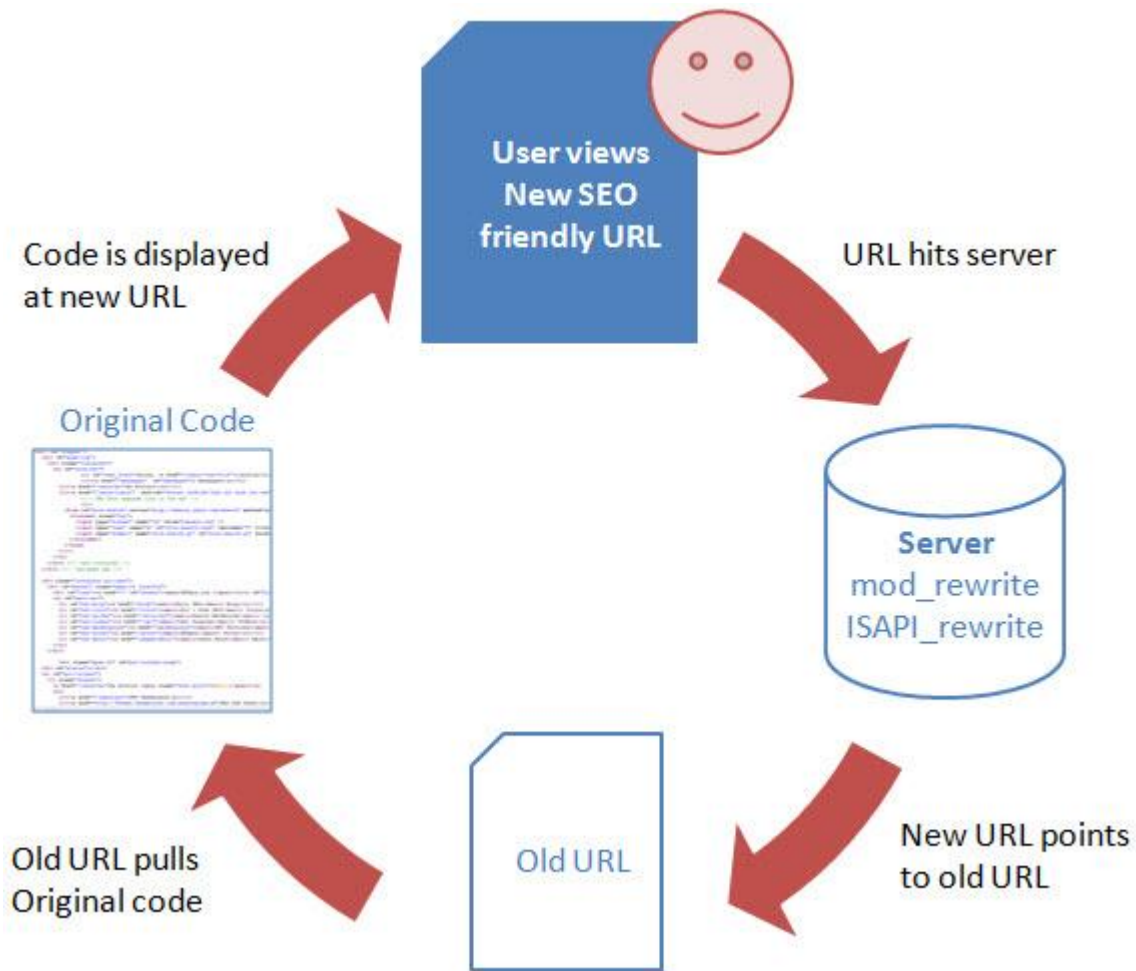
- Short
- Descriptive (keywords)
- Limited Sub-Folder Usage
- Limited Parameter Usage
- Lower-case
- Words Separated by Dashes (-)

**Good:** <http://www.jpmorgan.com/securities-services>

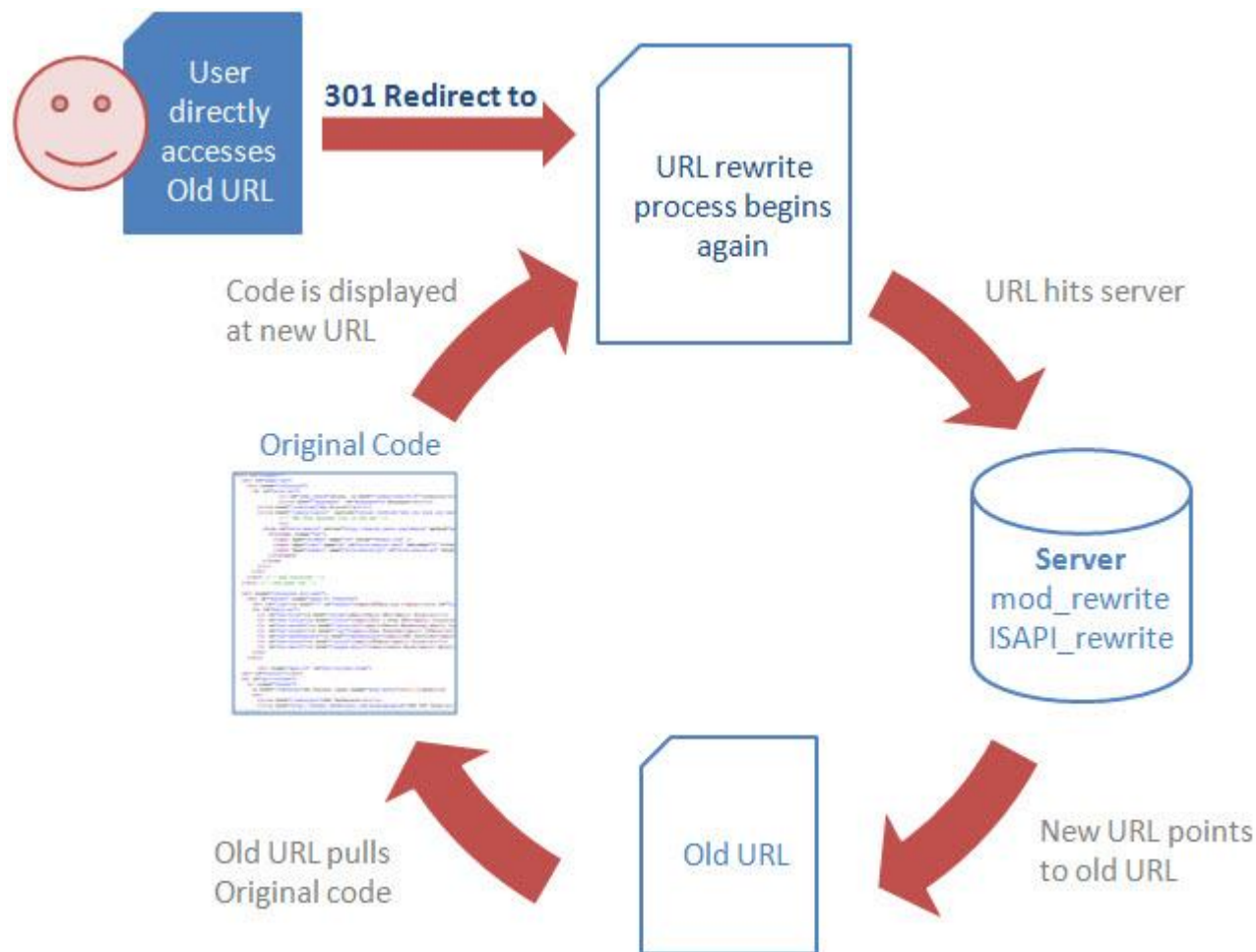
**Bad:**

[http://www.jpmorgan.com/tss/WssHome/Securities\\_Services/1114735358205](http://www.jpmorgan.com/tss/WssHome/Securities_Services/1114735358205)

# URL Rewrite Process



# 301 Redirect Process





# KEYWORD RESEARCH & TARGETING

# Keyword Research & Link Building

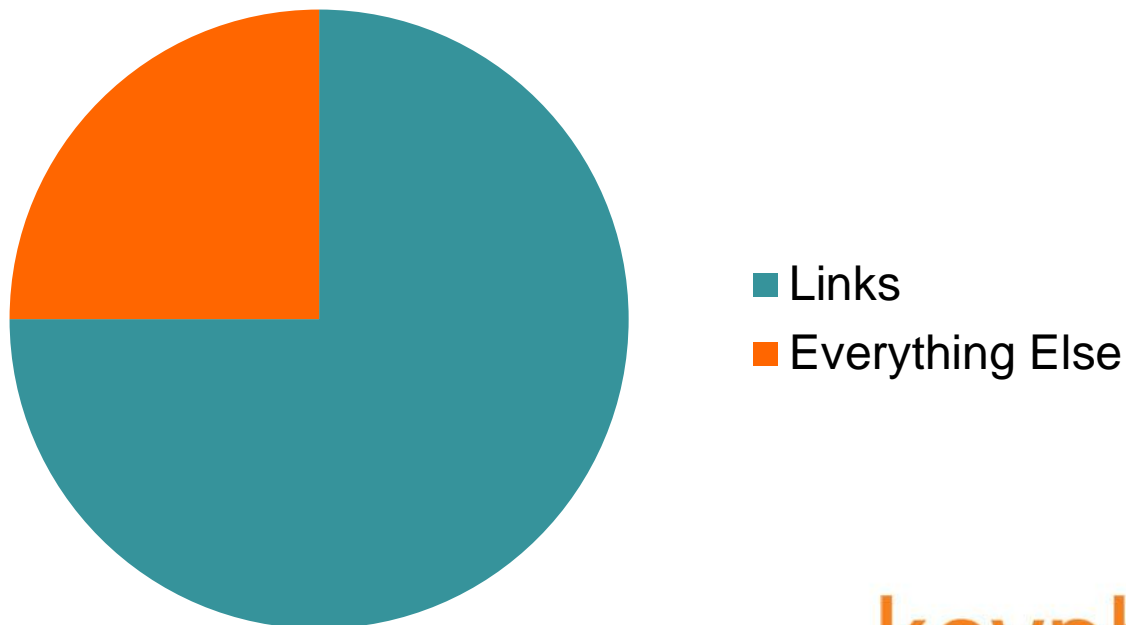
- Keyword Brainstorming
- Term/Phrase Selection
- On-Page Targeting
  - Titles
  - Metas
  - URLs
  - H1s
  - Text
  - Internal Anchor Text

# LINK BUILDING

# Link Building

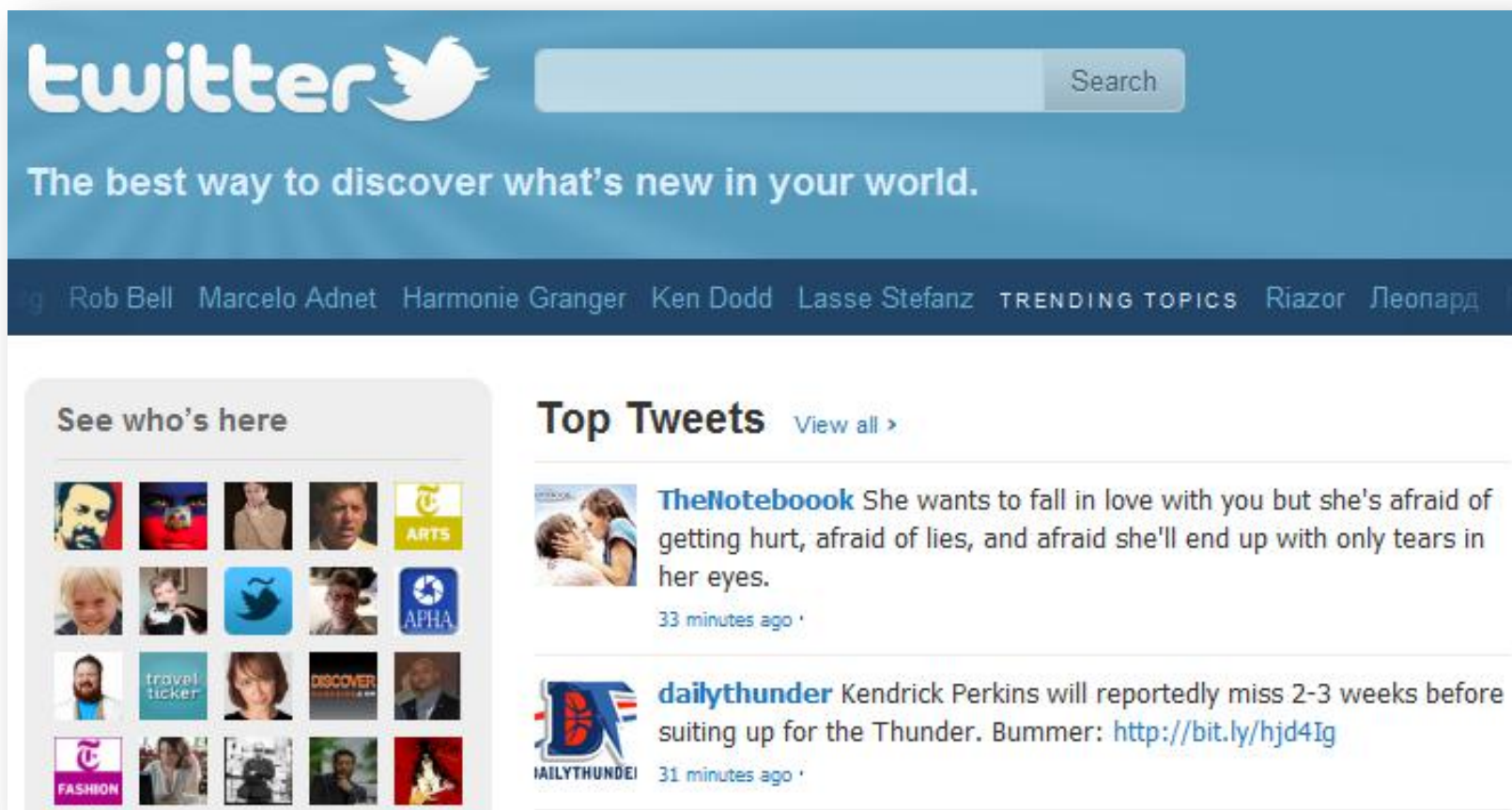
- Manual Requests & Link Creation
- Scalable, Content-based Link Strategies

## Ranking Factors



**SOCIAL**

# Social Media



The screenshot shows the Twitter homepage with the following elements:

- Header:** The Twitter logo and a search bar with the text "Search".
- Slogan:** "The best way to discover what's new in your world."
- Navigation:** A dark blue bar containing user names (Rob Bell, Marcelo Adnet, Harmonie Granger, Ken Dodd, Lasse Stefanz), "TRENDING TOPICS", and other names (Riazor, Леонард).
- Left Column:** A section titled "See who's here" featuring a grid of 16 small profile pictures and category icons such as "ARTS", "APHA", "travel ticker", "DISCOVER", and "FASHION".
- Right Column:** A section titled "Top Tweets" with a "View all >" link. It displays two tweets:
  - Tweet 1:** From **TheNotebook**, featuring a photo of a couple. Text: "She wants to fall in love with you but she's afraid of getting hurt, afraid of lies, and afraid she'll end up with only tears in her eyes." Time: "33 minutes ago".
  - Tweet 2:** From **dailythunder**, featuring a logo with a lightning bolt. Text: "Kendrick Perkins will reportedly miss 2-3 weeks before suiting up for the Thunder. Bummer: <http://bit.ly/hjd4Ig>" Time: "31 minutes ago".

# Social Sharing



The screenshot shows the allrecipes.com website interface. At the top, there is a navigation bar with links for Recipes, Ingredients, Articles, and More. A search bar is also present. Below the navigation bar, there are several category buttons: Recipes, NEW Menus, Recipe Buzz, Healthy Cooking, Mardi Gras, and Video.

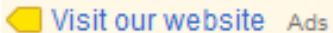

The main content area features a recipe for "Grandma Johnson's Scones" by Rob. The recipe includes a photo of scones, a description, a 5-star rating, and a note that 41,444 people have saved it. The recipe details show a prep time of 15 minutes, a cook time of 15 minutes, and a ready time of 30 minutes. The servings are set to 12, with options for US or Metric units and a Calculate button.

On the left side, there are sections for "More Recipes Like This" and "Top Related Articles".

On the right side, there is a "kitchen approved" badge and a list of actions: Add to Recipe Box, Add to Shopping List, Print this Recipe, Share/Email, supporting members, and Add to Menu. The "Share/Email" option is highlighted with a red box.

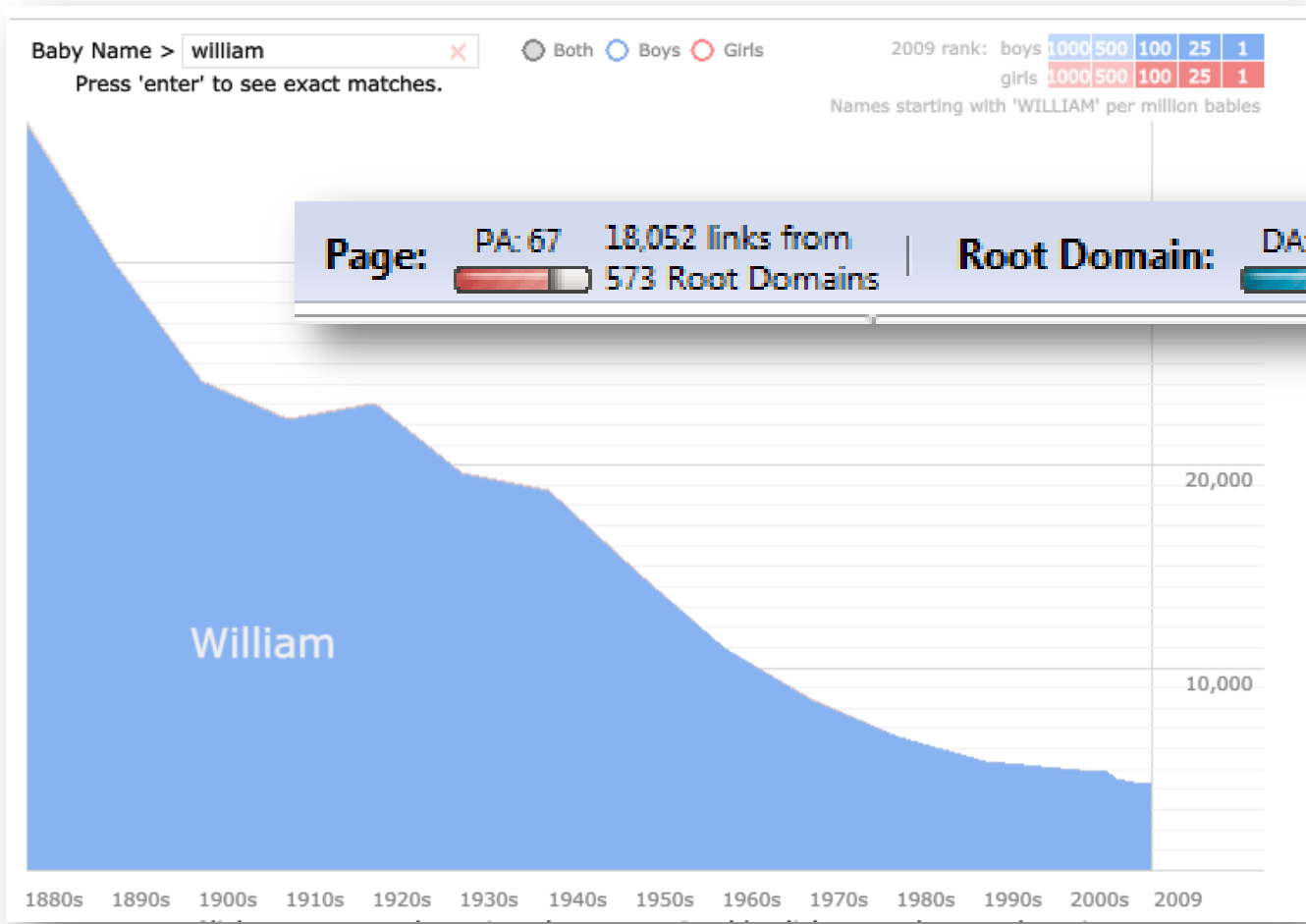
# Reviews

## Places for **hotels** near Anaheim, CA

- A** [Embassy Suites Anaheim-North](#) ☆ 🔍 ★★★★☆ 388 reviews Place page  
[www.esanaheim.com](#) - 3100 E. Frontera, Anaheim - (714) 632-1221
- B** [Howard Johnson Plaza Hotel - Anaheim / Disneyland](#) ☆ 🔍 - ★★★★★ 1964 reviews - Place page  
[www.hojoanaheim.com](#) - 1380 South Harbor Blvd, Anaheim - (714) 776-6120
- 
- C** [Fairfield Inn by Marriott Hotel](#) ☆ 🔍 - ★★★★★ 2143 reviews - Place page  
[www.marriott.com](#) - 1460 South Harbor Boulevard, Anaheim - (714) 772-6777
- D** [Days Inn Anaheim West CA](#) ☆ 🔍 - ★★★★★ 303 reviews - Place page  
[www.daysinn.com](#) - 1030 West Ball Road, Anaheim - (714) 520-0101
- E** [Anaheim Ramada Hotel Maingate- At The Park](#) ☆ 🔍 - ★★★★★ 2886 reviews - Place page  
[www.ramadamaingate.com](#) - 1650 S. Harbor Blvd., Anaheim - (714) 772-0440
- F** [Disney's Paradise Pier Hotel](#) ☆ 🔍 - ★★★★★ 2908 reviews - Place page  
[disneyland.disney.go.com](#) - 1717 S. Disneyland Drive, Anaheim - (714) 956-6425
- G** [Anaheim Plaza Hotel](#) ☆ 🔍 - ★★★★★ 258 reviews - Place page  
[www.dollar.com](#) - 1700 South Harbor Boulevard, Anaheim - (714) 778-5757
-  [More results near Anaheim, CA »](#)    [Rate places to improve your recommendations »](#)



# Viral



<http://www.babynamewizard.com/voyager>

# Thanks & Attribution



# QUESTIONS?

## CONTACT

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Twitter: @lindzie