

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

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Keyphraseology, LLC

August 9, 2011  
Session: 10028

# Outline

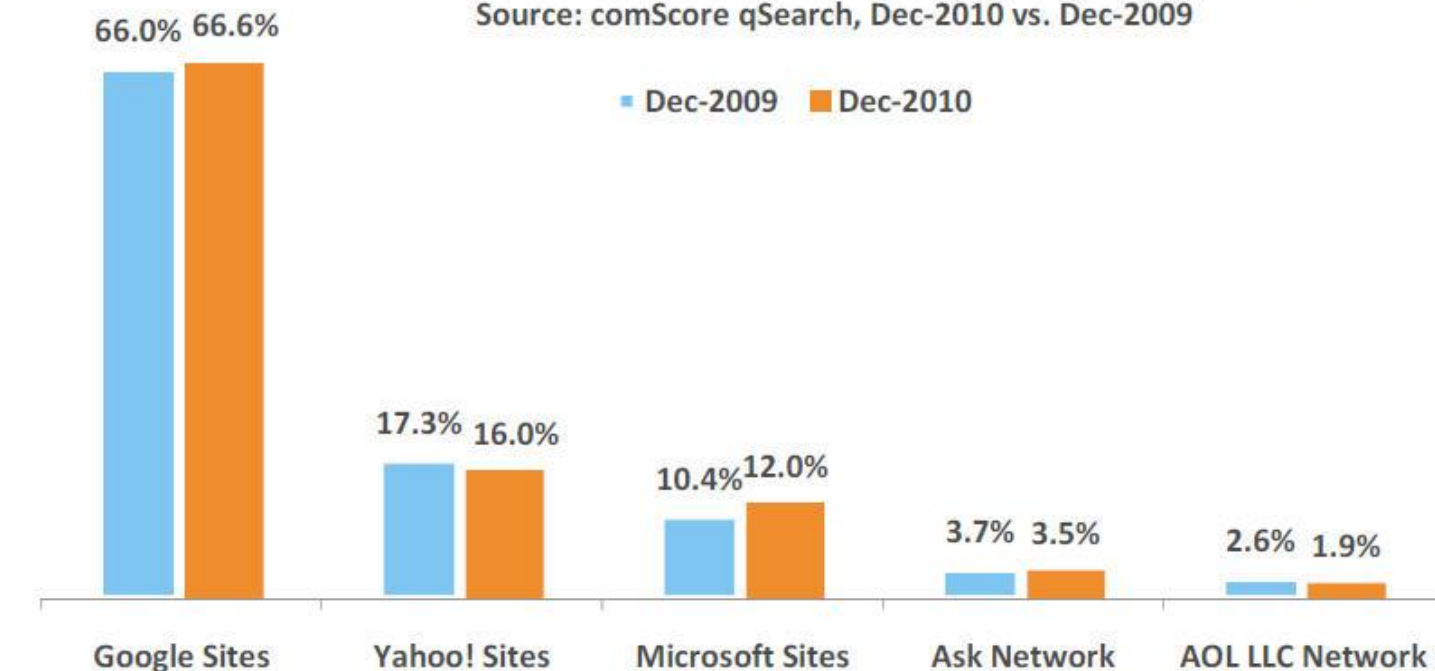
- The Search Landscape
- How Search Engines Operate
- Accessibility
- Keyword Research & Targeting
- Link Building
- Social

# THE SEARCH LANDSCAPE

# Share of Searches

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

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



comSCORE.

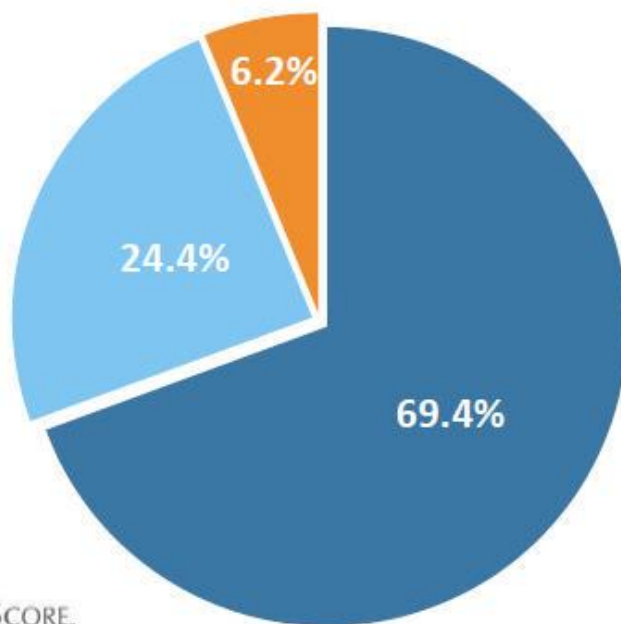
\*December – March data in the above graph represent share of total core searches, while April onward represent share of explicit core searches.

# But Bing now Powers Yahoo!, Right?

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

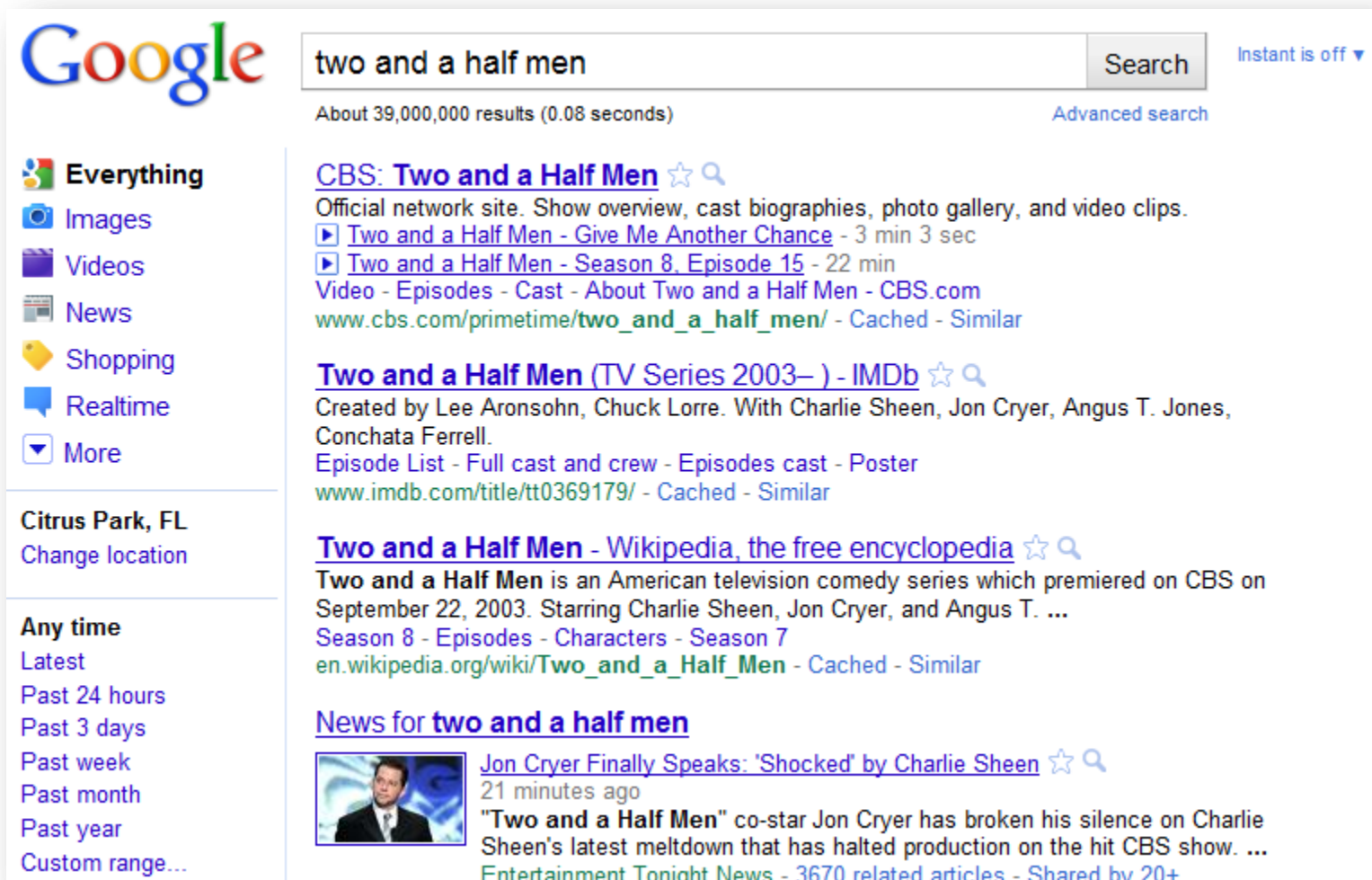
Source: comScore qSearch, Dec-2010

■ 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

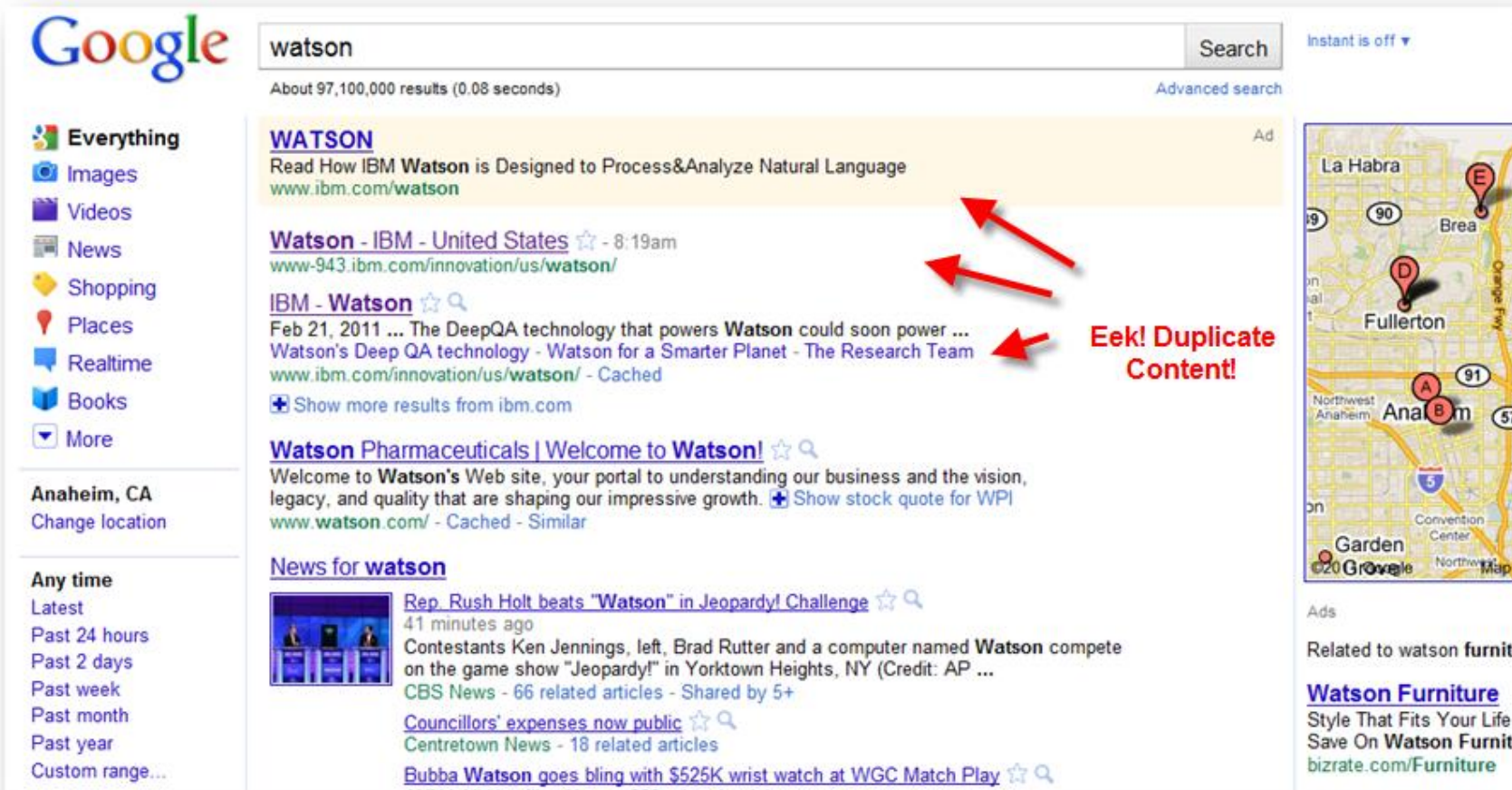
**Two and a Half Men (TV Series 2003– ) - IMDb** ☆ 🔍  
Created by Lee Aronsohn, Chuck Lorre. With Charlie Sheen, Jon Cryer, Angus T. Jones, Conchata Ferrell.  
Episode List - Full cast and crew - Episodes cast - Poster  
[www.imdb.com/title/tt0369179/](http://www.imdb.com/title/tt0369179/) - Cached -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

# Universal SERPs, Cont.



The screenshot shows a Google search for "watson" with approximately 97,100,000 results. The top result is an advertisement for "WATSON" from IBM, which is highlighted in yellow. Below it are several organic search results, including "Watson - IBM - United States" and "IBM - Watson". Three red arrows point to the top three results, with the text "Eek! Duplicate Content!" next to them, indicating that these results are highly similar or identical. On the right side of the search results, there is a map of the Anaheim area with several red location pins labeled A, B, C, D, and E. Below the map, there are ads for "Watson Furniture".

# Universal Search, Cont.

-  [Richards Watson & Gershon](#)   - Place page  
[www.rwglaw.com](http://www.rwglaw.com) - 1 Civic Center Cir # 2, Brea - (714) 990-0901
-  [Curran & Watson & Law Offices: Curran Richard J](#)   - Place page  
[maps.google.com](http://maps.google.com) - 1235 N Harbor Blvd # 290, Fullerton - (714) 871-1138
-  [Watson William G Atty](#)   - Place page  
[maps.google.com](http://maps.google.com) - 1235 North Harbor Boulevard, Fullerton - (714) 871-1138
-  [More results near Anaheim, CA »](#)    [Rate places to improve your recommendations »](#)

**Local Businesses**

## [James D. Watson - Wikipedia, the free encyclopedia](#)

James Dewey **Watson** (born April 6, 1928) is an American molecular biologist, geneticist, and zoologist, best known as one of the co-discoverers of the ...  
[en.wikipedia.org/wiki/James\\_D.\\_Watson](http://en.wikipedia.org/wiki/James_D._Watson) - Cached - Similar

## [Watson's](#)

**Watson's** of Cincinnati is a toy store for adults offering above ground pools, pool supplies, Envisions Home Theater electronics, home theater furniture, ...  
[www.watsons.com/](http://www.watsons.com/) - Cached - Similar

## [Watson Realty Corp.](#)

Feb 28, 2011 ... Jacksonville FL Real Estate, Orlando FL Real Estate, Saint Augustine FL Real Estate, Daytona Beach FL Real Estate, Kissimmee FL Real Estate ...  
[www.watsonrealtycorp.com/](http://www.watsonrealtycorp.com/) - Cached - Similar

## [Images for watson](#) - Report images



**Emma Watson**



# SEO Pyramid

## The SEO Pyramid

For optimal results, start with a strong base, and build your way up.



Created by Rand Fishkin of



# HOW SEARCH ENGINES OPERATE

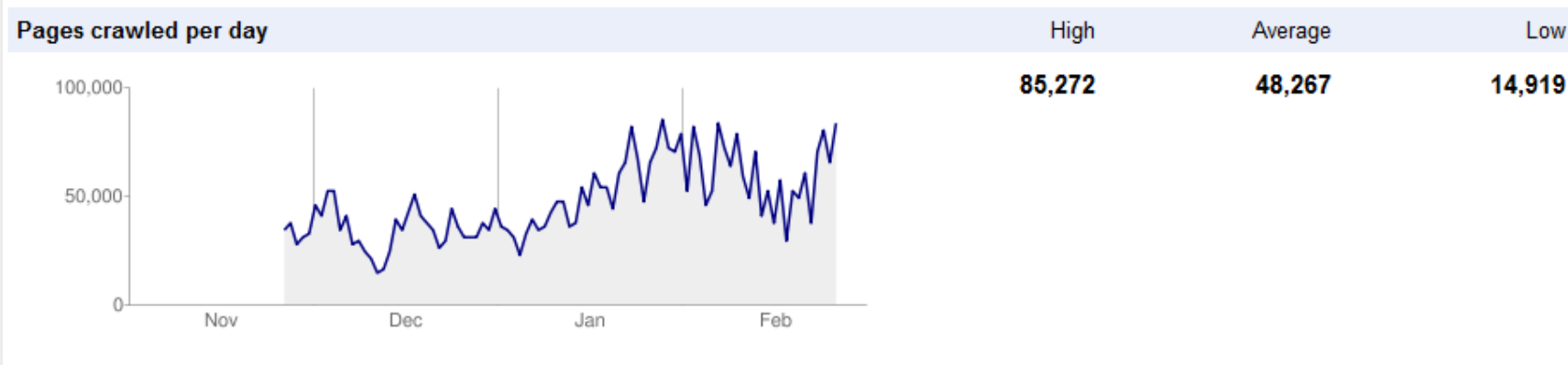
# A Four-Part Process



# 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

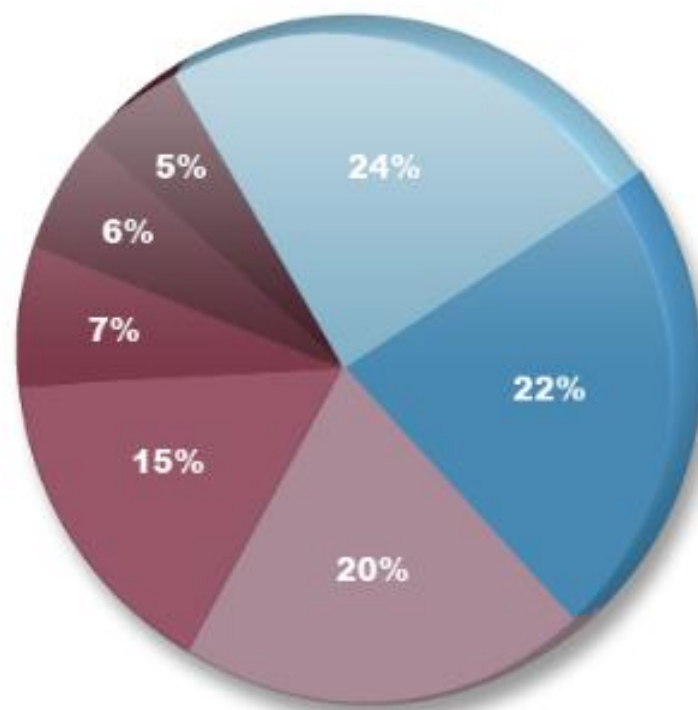
# Indexing




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

---

**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](#)

<ul style="list-style-type: none"> <li><a href="#">zEnterprise System z/OS</a></li> <li><a href="#">System z10 Enterprise Class Operating systems</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Linux on System z z/VM</a></li> <li><a href="#">Compare the Mainframe against the ... Success stories</a></li> </ul>
--	---

[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

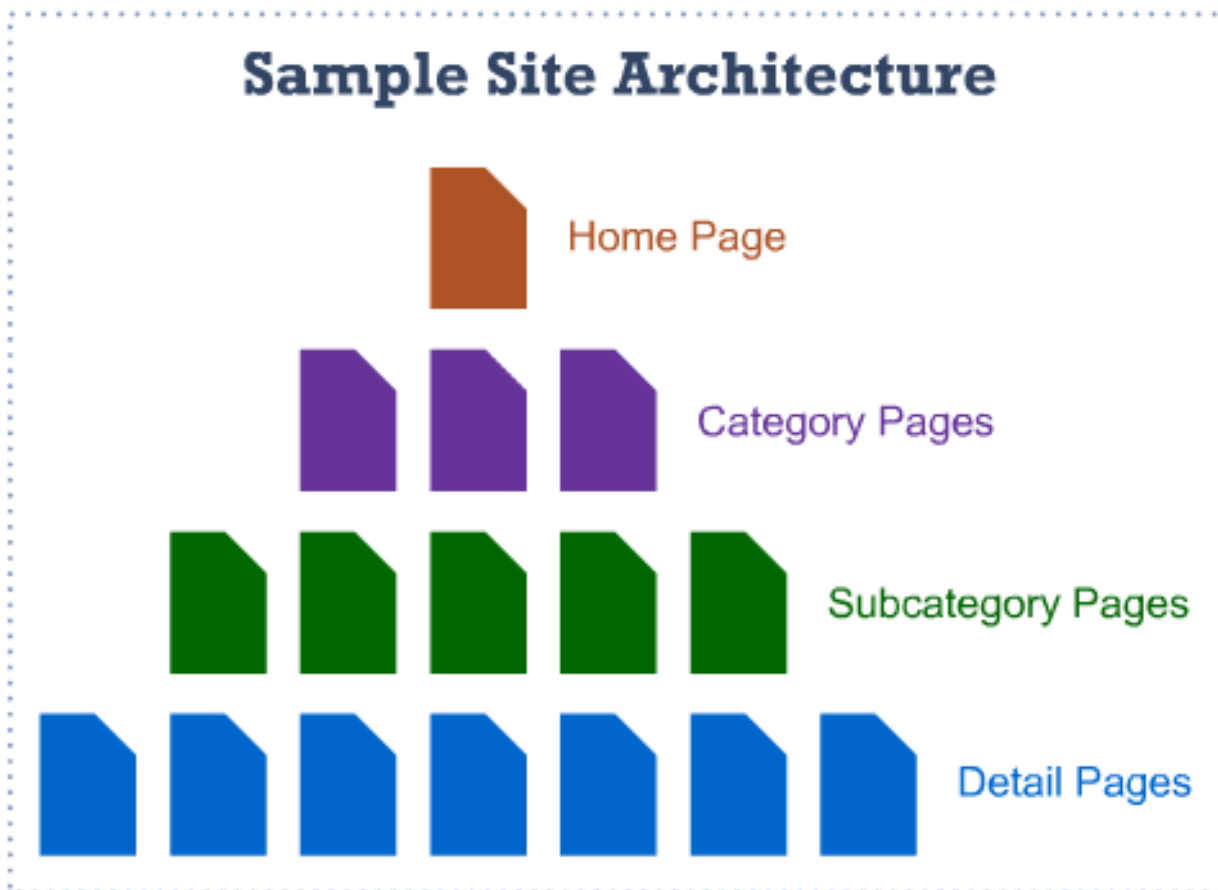
The introduction of new mainframe platforms from **IBM** helped to drive increases in the mainframe segment, with 68.3 percent revenue growth of **IBM's** System Z ...

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

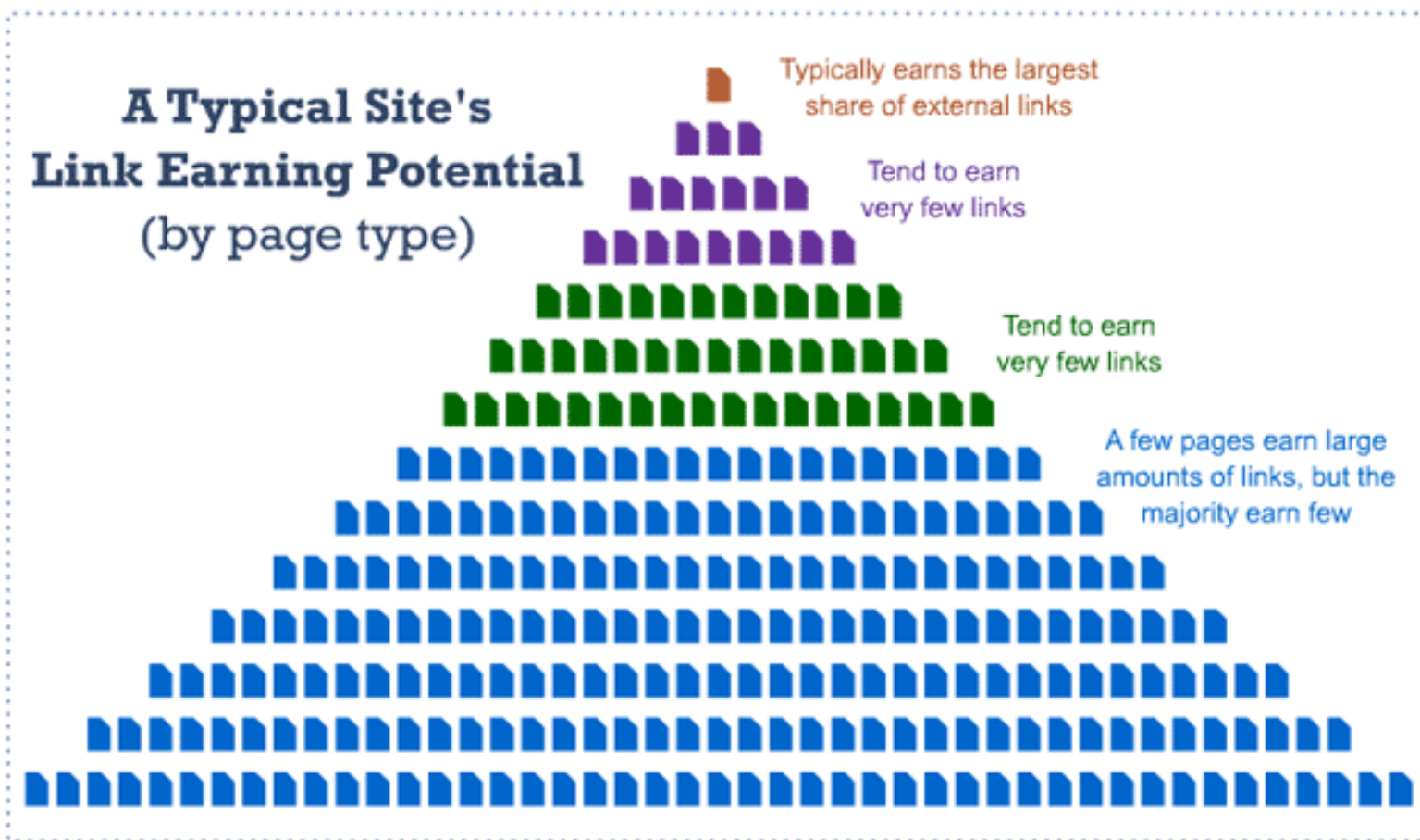
# ACCESSIBILITY



# Internal Link Architecture



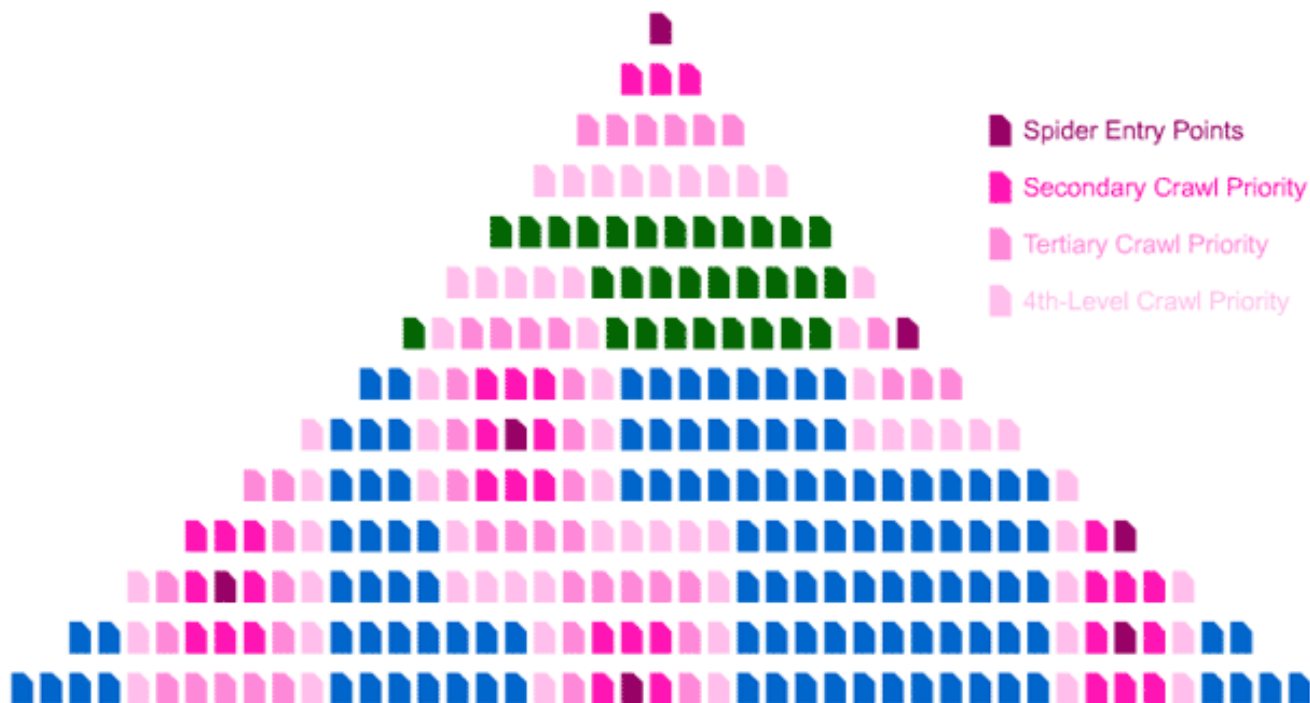
# Internal Link Architecture Cont.



# 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

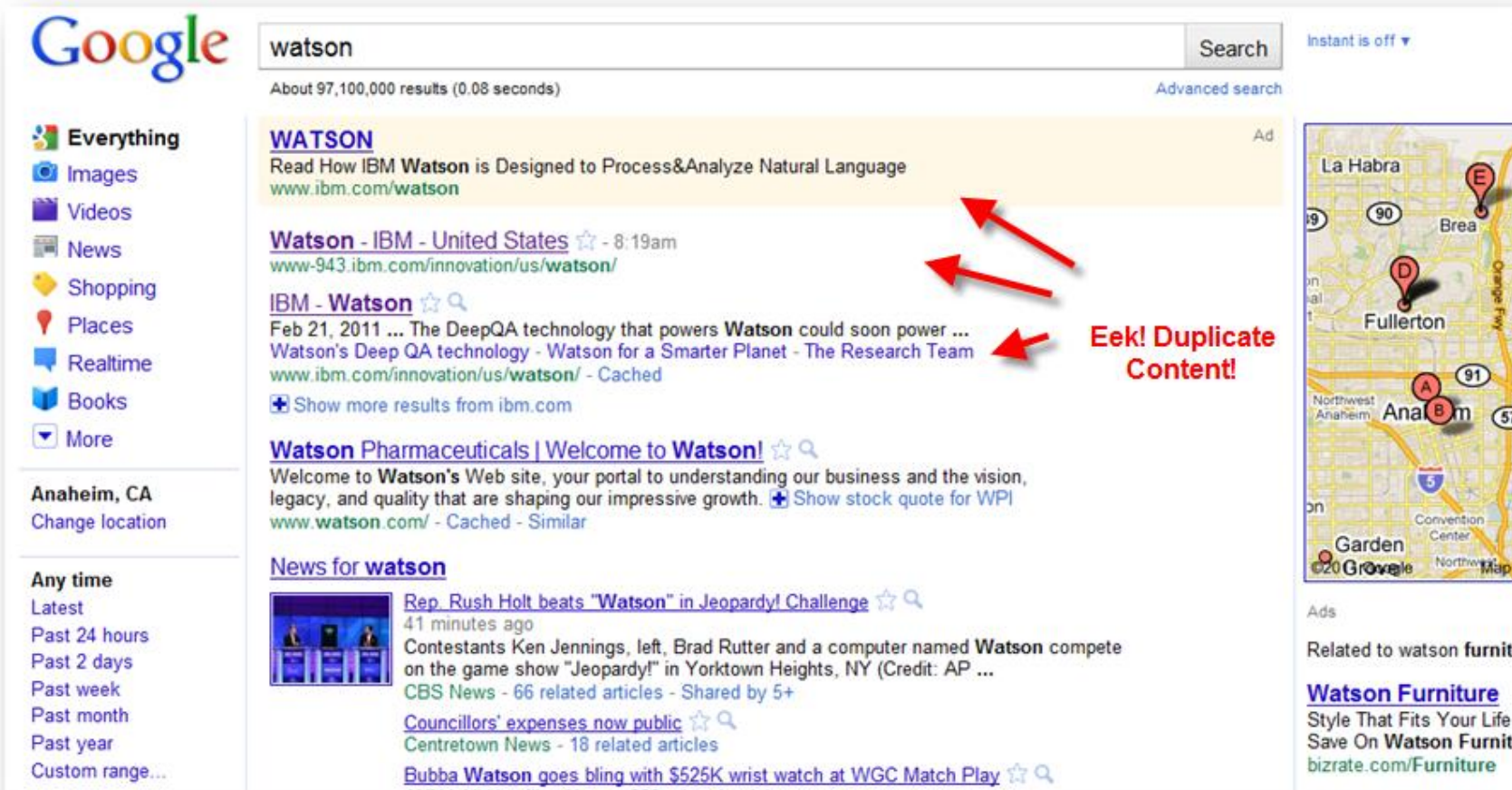
# Bot Accessibility: **CLOSED**

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

## Bot Accessibility: **WIDE OPEN**

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

# Universal SERPs, Cont.



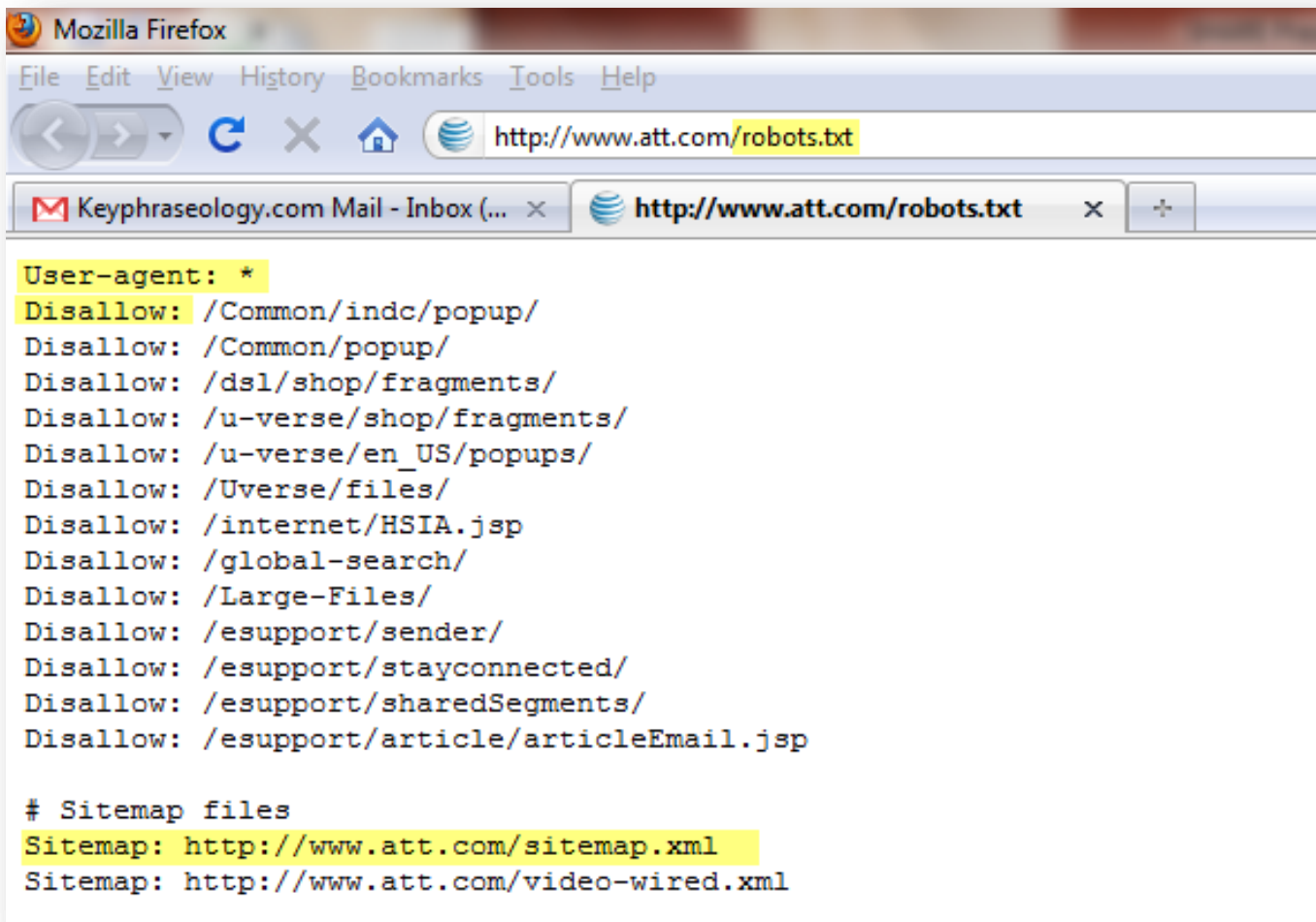
The screenshot shows a Google search for "watson" with approximately 97,100,000 results. The top result is an advertisement for "WATSON" from IBM, which is highlighted in yellow. Below it are several organic search results, including "Watson - IBM - United States" and "IBM - Watson". Three red arrows point to the top three results, with the text "Eek! Duplicate Content!" next to them, indicating that these results are highly similar or identical. On the right side of the search results, there is a map of the Anaheim area with several red location pins labeled A, B, C, D, and E. Below the map, there are ads for "Watson Furniture".

## 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>
```

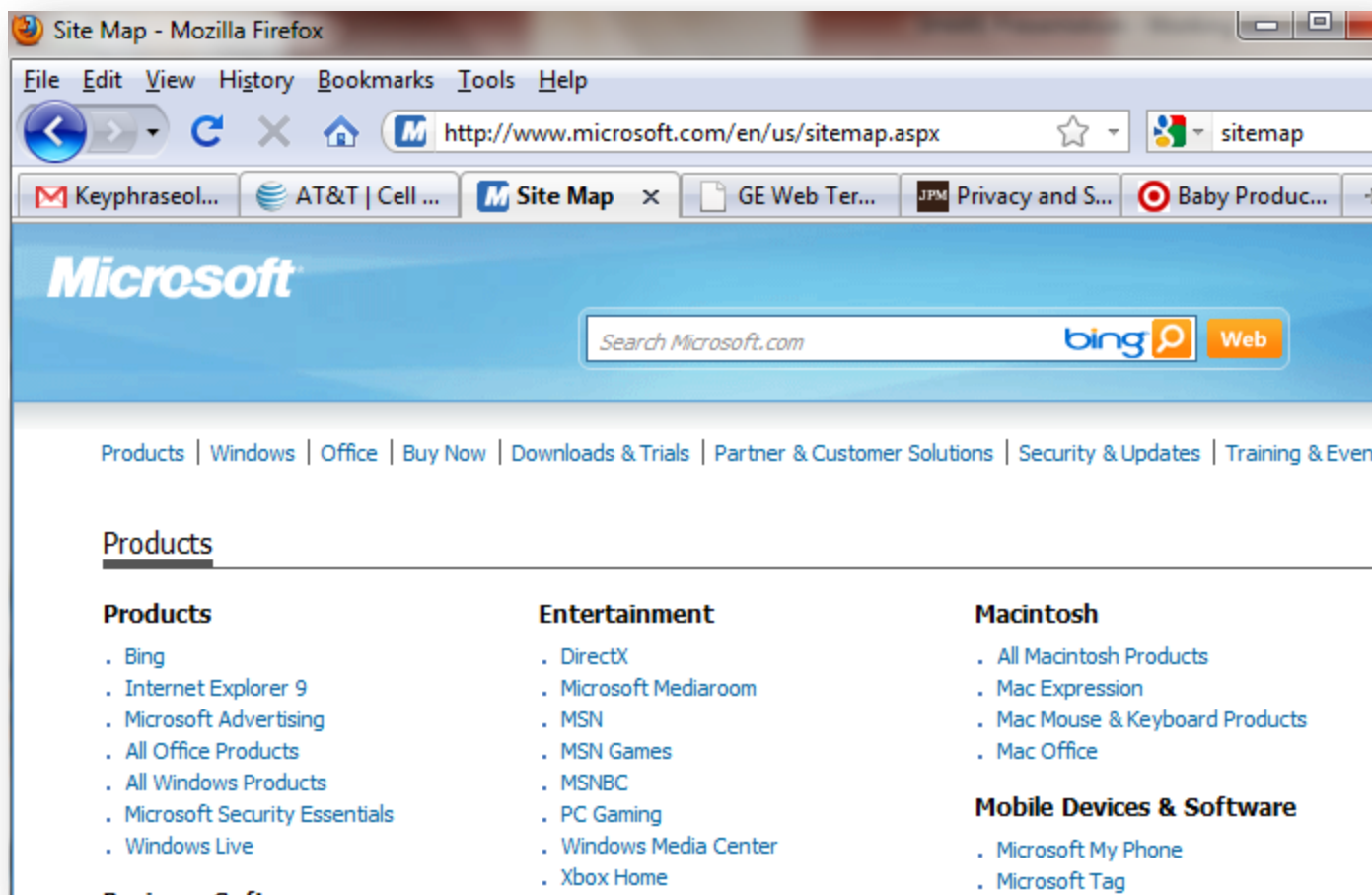
```
- <url>
```

```
  <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

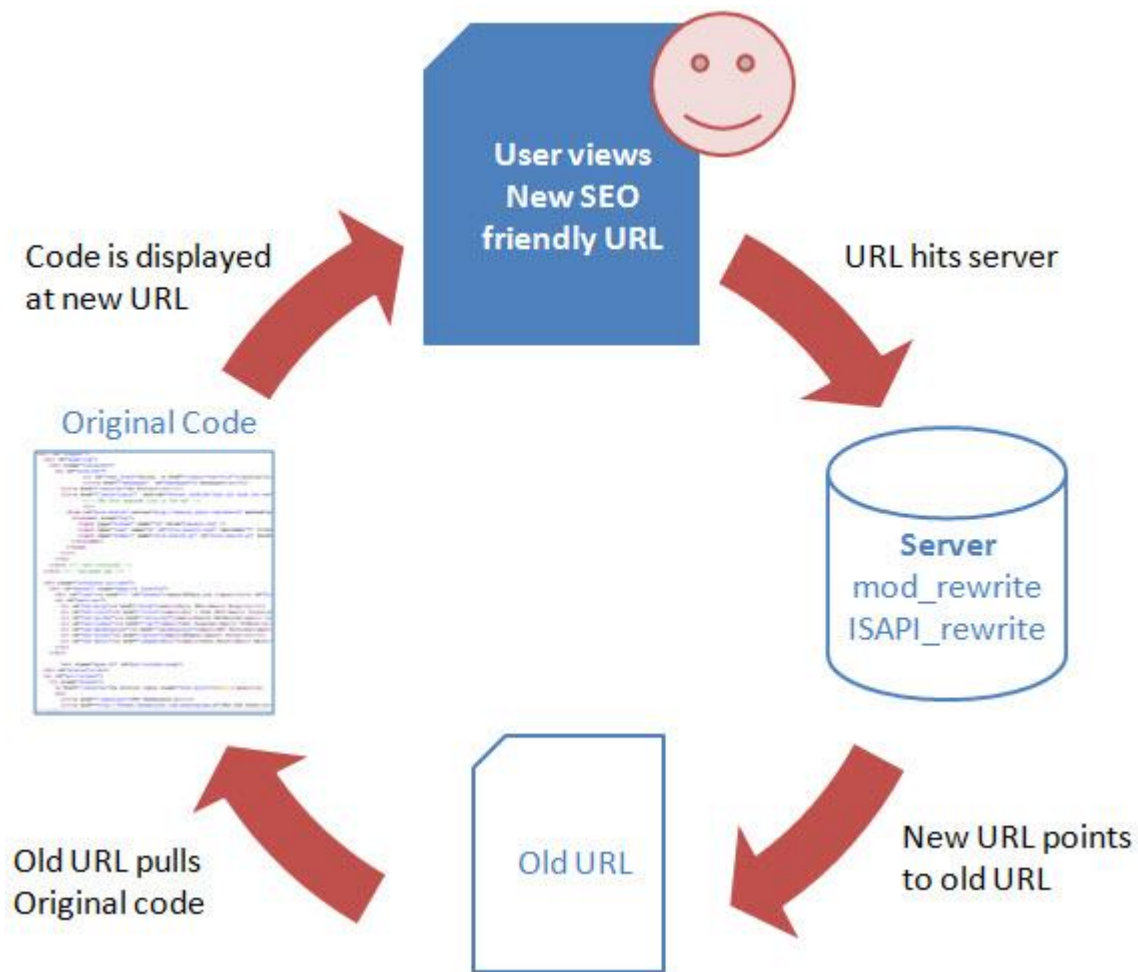
- Short
- Descriptive (keywords)
- Limited Sub-Folder Usage
- Limited Parameter Usage
- Lower-case
- Words Separated by Dashes (-)

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

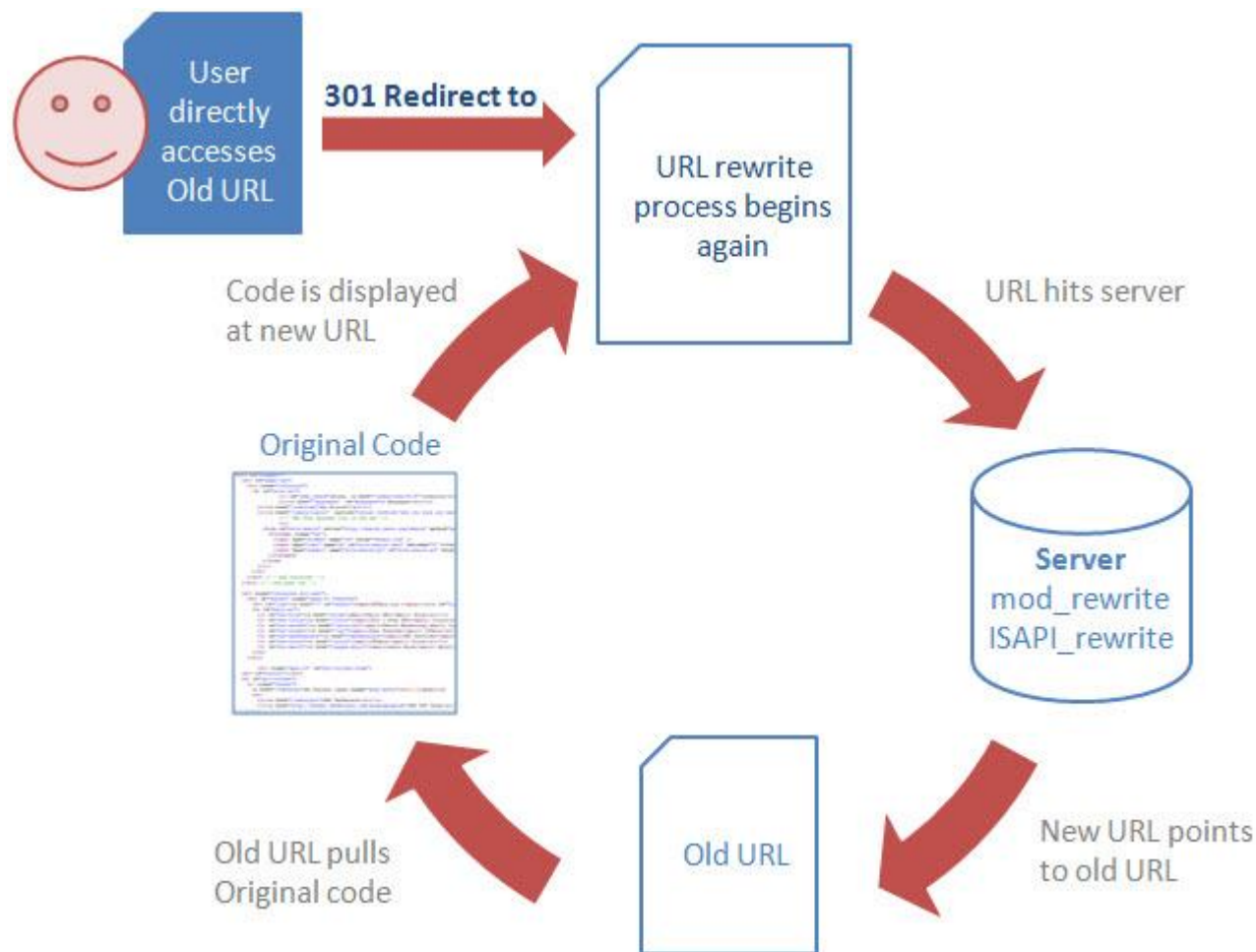
**Bad:**

[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

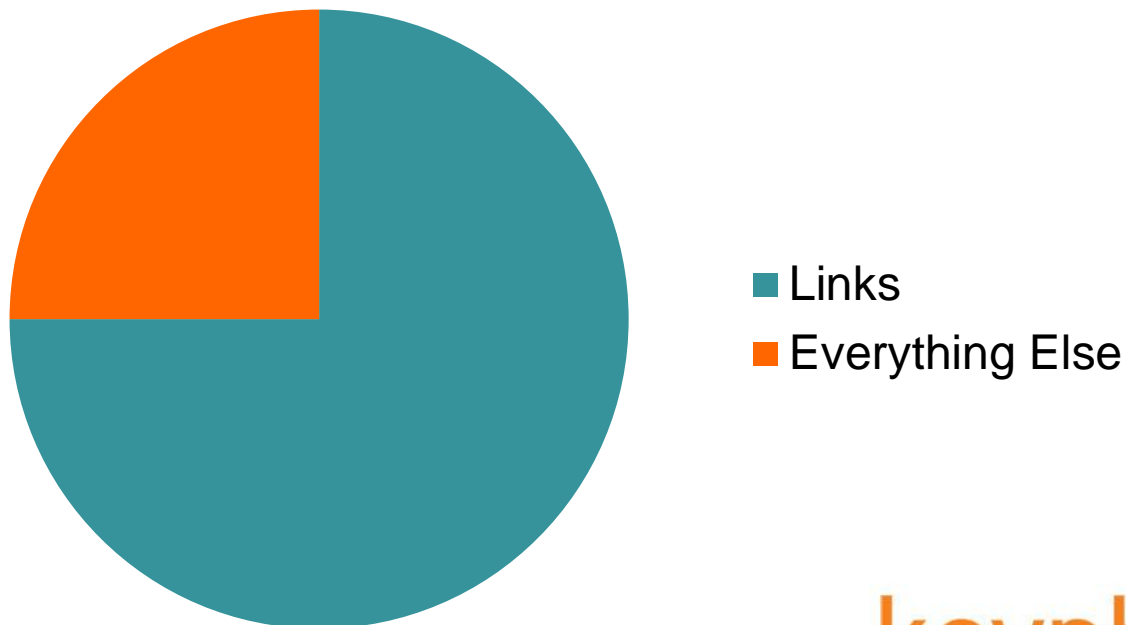
- Keyword Brainstorming
- Term/Phrase Selection
- On-Page Targeting
  - Titles
  - Metas
  - URLs
  - H1s
  - Text
  - Internal Anchor Text

# LINK BUILDING

# Link Building

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

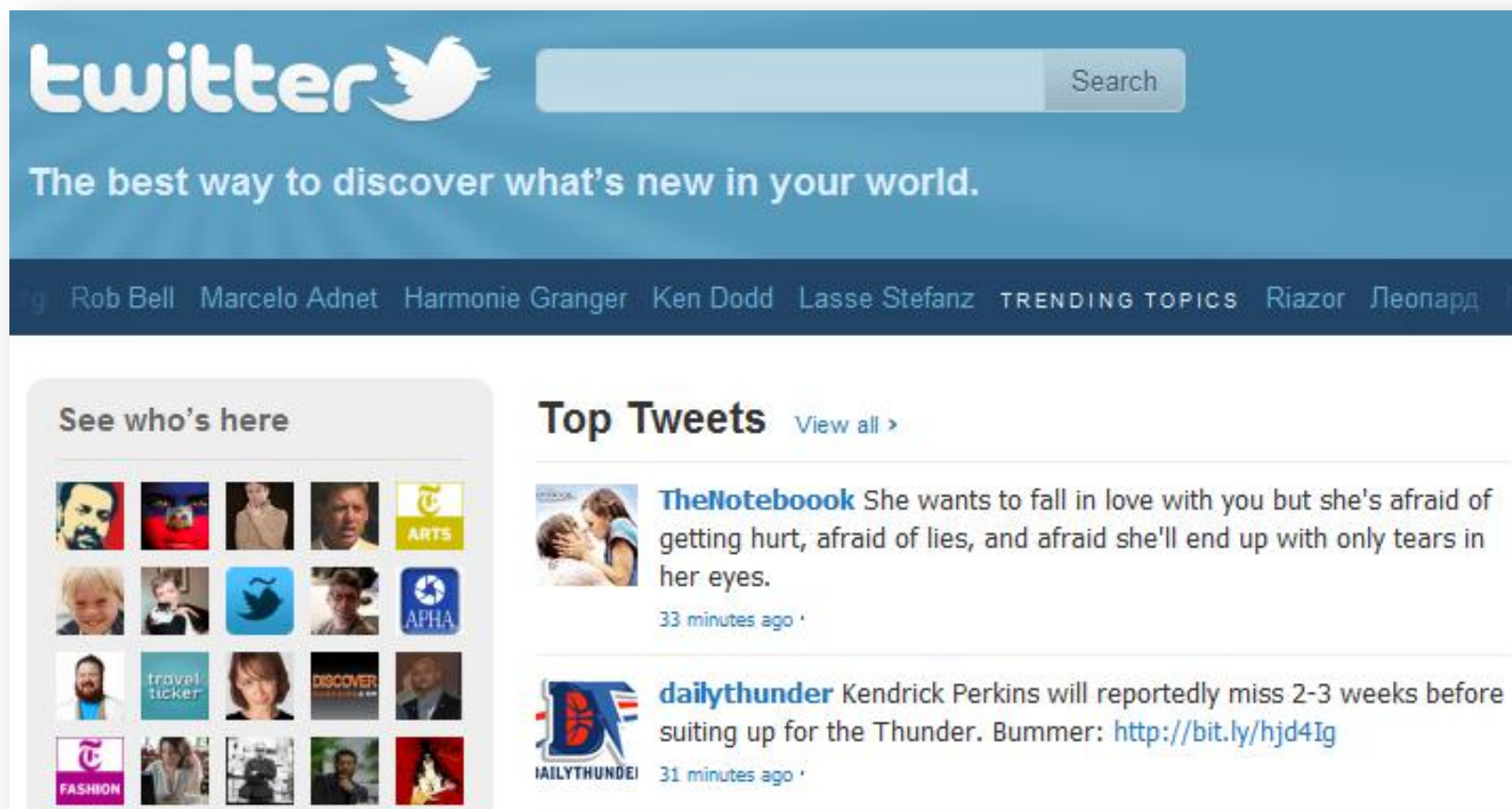
## Ranking Factors



**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" with a grid of 16 small profile pictures and category icons like "ARTS", "APHA", "travel ticker", "DISCOVER", and "FASHION".
- Right Column:** A section titled "Top Tweets" with a "View all >" link. It features two tweets:
  - Tweet 1:** From **TheNotebook** with 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** with a logo. 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 recipe page for "Grandma Johnson's Scones" on allrecipes.com. The page includes a search bar, navigation tabs (Recipes, Menus, Recipe Buzz, Healthy Cooking, Mardi Gras, Video), and a sidebar with "More Recipes Like This" and "Top Related Articles". The main content area features a photo of scones, the author's name (Rob), a quote, a 5-star rating, and a "kitchen approved" badge. A red box highlights the social sharing options: "Print this Recipe", "Share/Email", and "supporting members".

allrecipes.com®

▼ Recipes | Ingredients | Articles | More »

Search

Recipes **NEW** Menus Recipe Buzz Healthy Cooking Mardi Gras Video

**More Recipes Like This**

- Scones
- Simple Scones
- Scotch Scones
- Fresh Strawberry Scones
- Cranberry Eggnog
- Cornbread Scones
- more »

**Top Related Articles**

- Making Breakfast in Bed
- Simply Perfect Scones
- Homemade Gifts
- Baking Powder Biscuits
- Baking Challah
- Making Muffins
- Making a Pie Crust, Step

**Grandma Johnson's Scones**

By: Rob  
"A basic scone recipe that really does the trick. Tried and tested through 3 generations of kids. Simply the best anywhere!"

★★★★★ Rate/Review | Read Reviews (1,406)

41,444 people have saved this | 23 custom versions

Add a photo

1 of 109 Photos

**Prep Time:** 15 Min | **Cook Time:** 15 Min | **Ready In:** 30 Min

**Servings** (Help)

12  US  Metric **Calculate**

Original Recipe Yield 12 scones

**Ingredients**

**kitchen approved**

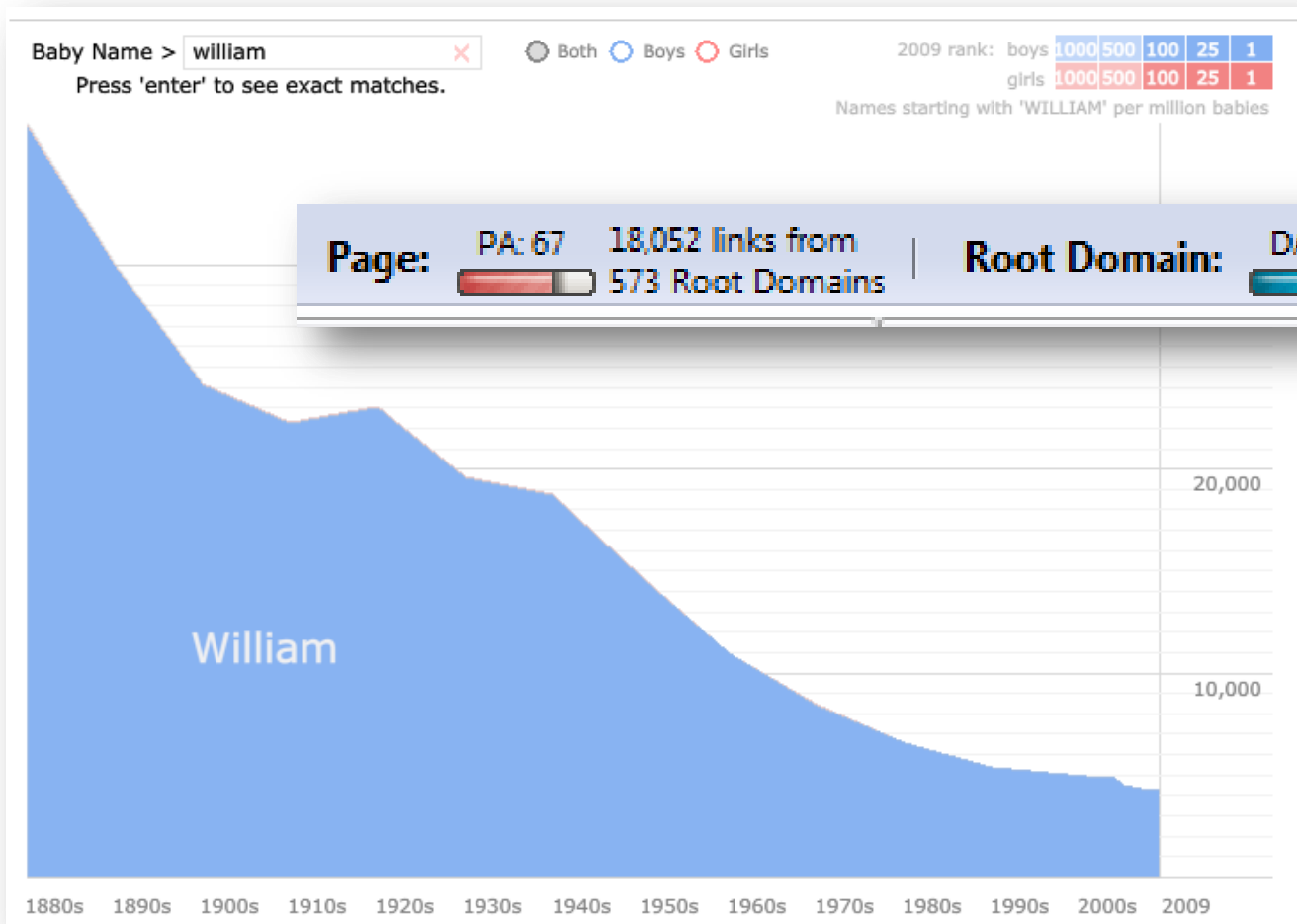
- Add to Recipe Box
- Add to Shopping List +
- Print this Recipe
- Share/Email +
- supporting members
- Add to Menu +

# 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
- [Visit our website](#) Ads
- 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 To:



# QUESTIONS?

## CONTACT

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Email: [lindsay@keyphraseology.com](mailto:lindsay@keyphraseology.com)

Twitter: @lindzie