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

Lindsay Wassell
Keyphraseology, LLC

August 9, 2011
Session: 10028
Outline

• The Search Landscape
• How Search Engines Operate
• Accessibility
• Keyword Research & Targeting
• Link Building
• Social
Share of Searches

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

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

<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Dec-2009</th>
<th>Dec-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Sites</td>
<td>66.0%</td>
<td>66.6%</td>
</tr>
<tr>
<td>Yahoo! Sites</td>
<td>17.3%</td>
<td>16.0%</td>
</tr>
<tr>
<td>Microsoft Sites</td>
<td>10.4%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Ask Network</td>
<td>3.7%</td>
<td>3.5%</td>
</tr>
<tr>
<td>AOL LLC Network</td>
<td>2.6%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

*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: 69.4%
- Bing: 24.4%
- Other: 6.2%
Universal SERPs

Google search results for "two and a half men" include:
- 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. ...
- News for two and a half men: Jon Cryer Finally Speaks: 'Shocked' by Charlie Sheen...
Universal SERPs, Cont.
SEO Pyramid

The SEO Pyramid

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

SOCIAL
On-Site User Engagement Features
Social Media & Viral Marketing

LINK BUILDING
Manual Requests & Link Creation
Scalable, Content-Based Link Strategies

KEYWORD RESEARCH & TARGETING
Keyword Brainstorming
Term/Phrase Selection
On-Page Targeting - Titles, Metas, URLs, H1s, Text, Internal Anchor Text

ACCESSIBLE, QUALITY CONTENT
Unique Text Content
Bot Accessibility
URL Structure
Internal Link Architecture
Sitemaps
Server Response Codes

Created by Rand Fishkin of

keyphra
seoology
HOW SEARCH ENGINES OPERATE
A Four-Part Process

Crawling  Indexing  Relevancy & Ranking  Serving Results
Crawling

Crawl stats
Googlebot activity in the last 90 days

<table>
<thead>
<tr>
<th>Pages crawled per day</th>
<th>High</th>
<th>Average</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85,272</td>
<td>48,267</td>
<td>14,919</td>
</tr>
</tbody>
</table>

Crawl errors

- In Sitemaps: 2
- Not found: 6,226
- Restricted by robots.txt: 6,685
- Unreachable: 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

Google

IBM z

About 68,900,000 results (0.39 seconds)

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

- zEnterprise System
- Linux on System z
- z/OS
- z/VM
- System z10 Enterprise Class
- Compare the Mainframe against the ...
- Operating systems
- Success stories

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 Europa UK

eWeek - 59 related articles - Shared by 20+
ACCESSIBILITY
Internal Link Architecture
Internal Link Architecture Cont.

A Typical Site's Link Earning Potential (by page type)

- Typically earns the largest share of external links
- Tend to earn very few links
- A few pages earn large amounts of links, but the majority earn few
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)

- Spider Entry Points
- Secondary Crawl Priority
- Tertiary Crawl Priority
- 4th-Level Crawl Priority
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.

[Image of Google search results for "watson"]

- Eek! Duplicate Content!
Bot Accessibility: **OPTIMIZED**

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

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

```javascript
(function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

<!-- Google Analytics -->
<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" />
"
XML Sitemap

```xml
<?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>
    <changefreq>weekly</changefreq>
  </url>
</urlset>
```
HTML Sitemap
Bot Herding

BIG Biz Home Page

/members
(robots.txt disallow)

/login

/account

/resources

/article.htm

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

/article.pdf
(x-robots tag)

/m
(canonical tag)
Robots Control Resources

- **Webmaster Tools, Google:**

- **Webmaster Tools, Bing:**

- **Robots Protocol (.txt, meta):**
  - [http://www.robotstxt.org/](http://www.robotstxt.org/)

- **X-robots-tag:**
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
URL Rewrite Process

- User views New SEO friendly URL
- URL hits server
- Server: mod_rewrite ISAPI_rewrite
- Old URL pulls Original code
- New URL points to old URL
- Code is displayed at new URL
301 Redirect Process

User directly accesses Old URL

301 Redirect to

URL rewrite process begins again

Code is displayed at new URL

URL hits server

Server mod_rewrite ISAPI_rewrite

Original Code

Old URL pulls Original code

Old URL

New URL points to old URL

keyphraseseology

SEARCH ENGINE OPTIMIZATION
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

- Links
- Everything Else
Social Media

Twitter

The best way to discover what's new in your world.

Top Tweets

- **TheNoteboook** 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.
  - 33 minutes ago

  - 31 minutes ago
Social Sharing
Reviews

Places for hotels near Anaheim, CA

A. Embassy Suites Anaheim-North - 3100 E. Frontera, Anaheim - (714) 632-1221
B. Howard Johnson Plaza Hotel - Anaheim / Disneyland - 1380 South Harbor Blvd, Anaheim - (714) 776-6120
C. Fairfield Inn by Marriott Hotel - 1460 South Harbor Boulevard, Anaheim - (714) 772-6777
D. Days Inn Anaheim West CA - 1030 West Ball Road, Anaheim - (714) 520-0101
E. Anaheim Ramada Hotel Maingate- At The Park - 1650 S. Harbor Blvd., Anaheim - (714) 772-0440
F. Disney's Paradise Pier Hotel - disneyland.disney.go.com - 1717 S. Disneyland Drive, Anaheim - (714) 956-6425
G. Anaheim Plaza Hotel - 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: