

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

Lindsay Wassell  
Keyphraseology

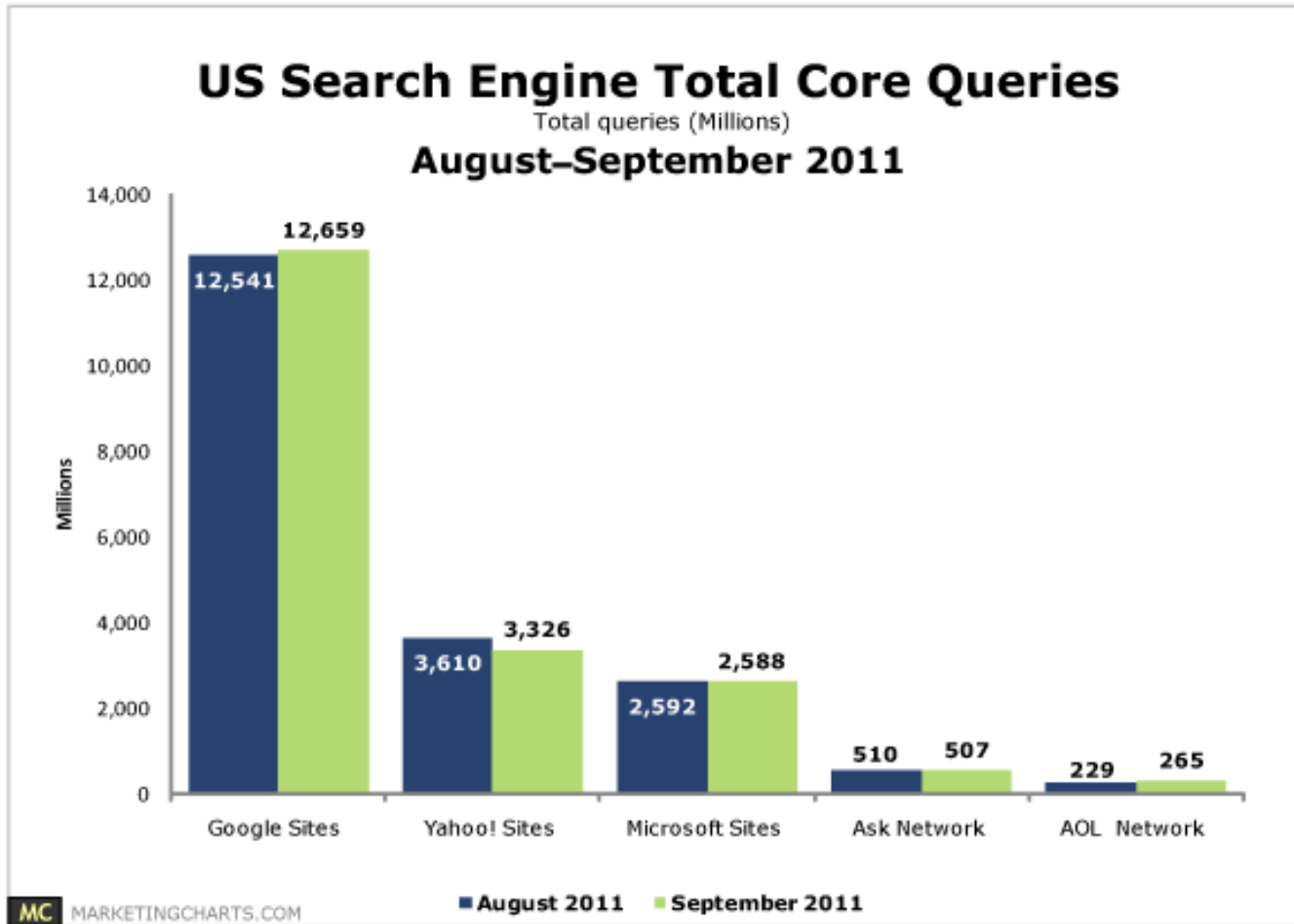
March 13, 2012  
Session: 10202

# Outline

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

# THE STATE OF SEARCH

# Market Share



# Universal Search & Rich Snippets

- Video
- Image
- News
- Local (Maps/Places)
- Product/Shopping (Merchant Center)
- Books
- Reviews
- Sitelinks
- Movie Playtimes
- Etc.

The screenshot shows a Google search for "ipad 3". At the top, it displays "About 3,820,000,000 results (0.20 seconds)". Below the search bar, there are several rich snippets and search results:

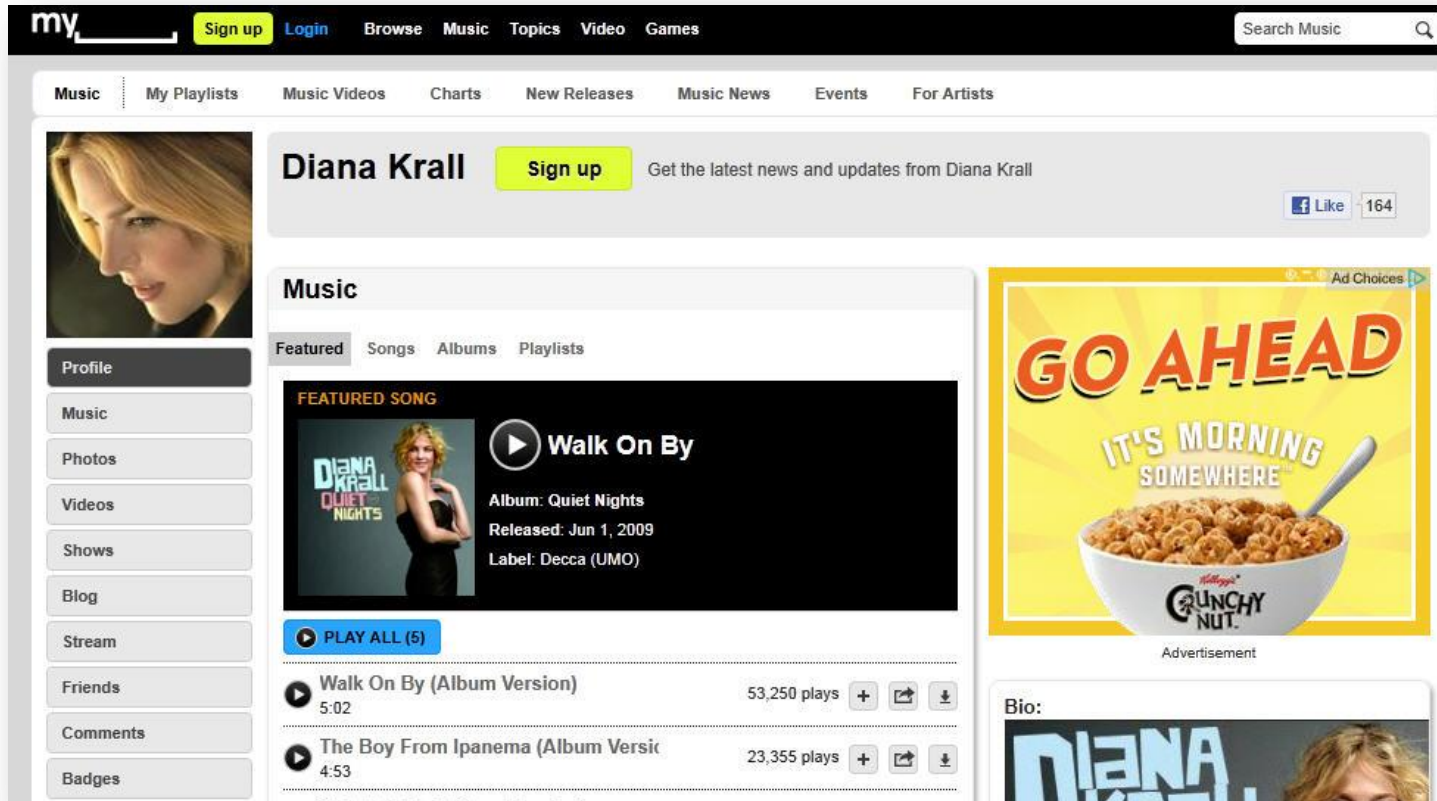
- Everything:** A snippet for "The new iPad - Pre-order today, only from Apple." with a star rating of 4.5 and 578 seller reviews. It includes details like "Free shipping and free engraving", "Fast 4G LTE", and "Starting at \$499".
- News:** A snippet titled "Can the iPad 3 change the gaming industry?" from Examiner.com, dated 1 hour ago.
- Shopping:** A snippet for "Buy iPad 2 Now - iPad with Wi-Fi + 3G - Features - Built-in Apps" from Engadget.
- Local (Maps/Places):** A snippet for "Venzon - Official Site" from venzonwireless.com, providing information about the recent tablet announcement and prices for different models.

At the bottom, there are search suggestions for "ipad 3 features", "apple ipad 3", "ipad 3 reviews", "ipad 3 rumors", "ipad 2 vs ipad 3", "ipad 3 specs", and "ipad 3 release date". The Google logo is displayed with a "Heat" indicator, and navigation links for "Advanced search", "Search Help", "Give us feedback", "Google Home", "Advertising Programs", "Business Solutions", and "Privacy About Google" are visible.

# Schema.org

- Microdata
- A set of standards for classifying information
- A shared vocabulary
- A shared collection (Google & Bing)
- Schemas (html tags)
- Result is richer search results

# Music microdata in the code of this page...



my [Sign up](#) [Login](#) [Browse](#) [Music](#) [Topics](#) [Video](#) [Games](#)


[Music](#) [My Playlists](#) [Music Videos](#) [Charts](#) [New Releases](#) [Music News](#) [Events](#) [For Artists](#)

**Diana Krall** [Sign up](#) Get the latest news and updates from Diana Krall [Like](#) 164

**Music**

[Featured](#) [Songs](#) [Albums](#) [Playlists](#)

**FEATURED SONG**


 **Walk On By**  
Album: Quiet Nights  
Released: Jun 1, 2009  
Label: Decca (UMO)

[PLAY ALL \(5\)](#)

- Walk On By (Album Version)** 5:02 53,250 plays [+](#) [↻](#) [↓](#)
- The Boy From Ipanema (Album Versic** 4:53 23,355 plays [+](#) [↻](#) [↓](#)

**GO AHEAD**  
IT'S MORNING SOMEWHERE  
Kellogg's **CRUNCHY NUT.**

Advertisement

**Bio:**  


...helps to generate this rich search snippet.

[Diana Krall | Free Music, Tour Dates, Photos, Videos](#) [+1](#) [Q](#)



[www.myspace.com/dianakrall](http://www.myspace.com/dianakrall) - Cached

Diana Krall's official profile including the latest music, albums, songs, music videos and more updates.

<a href="#">Walk On By (Album Version)</a>	<a href="#">♪</a> 5:02	Quiet Nights
<a href="#">The Boy From Ipanema ...</a>	<a href="#">♪</a> 4:53	Quiet Nights
<a href="#">Quiet Nights (Album Version)</a>	<a href="#">♪</a> 4:45	Quiet Nights
<a href="#">So Nice (Album Version)</a>	<a href="#">♪</a> 3:51	Quiet Nights



## Using 'product' and 'breadcrumb' microdata...

[Zojirushi NS-JCC18 Neuro Fuzzy 10-Cup Rice Cooker & Warmer](#)  

[www.amazon.com](#) > ... > [Small Appliances](#) > [Rice Cookers](#) - Cached

★★★★★ 29 reviews - \$204.95 - In stock

The first electric **rice cookers** seemed miraculous--perfect rice in minutes with a minimum of fuss. Now, happily, the second generation is here. Equipped with a ...

## Using 'movie', 'review', and 'person' microdata...

[The Help](#) - Rotten Tomatoes 

[www.rottentomatoes.com/m/the\\_help/](#) - Cached

★★★★★ Rating: 73% - 166 reviews

Aug 10, 2011 – **The Help** stars Emma Stone as Skeeter, Viola Davis as Aibileen and Octavia Spencer as Minny-three very different, extraordinary women in Mississippi during the 1960s, who build an unlikely friendshi...

Directed by [Tate Taylor](#). Starring [Viola Davis](#), [Emma Stone](#), [Bryce Dallas Howard](#).

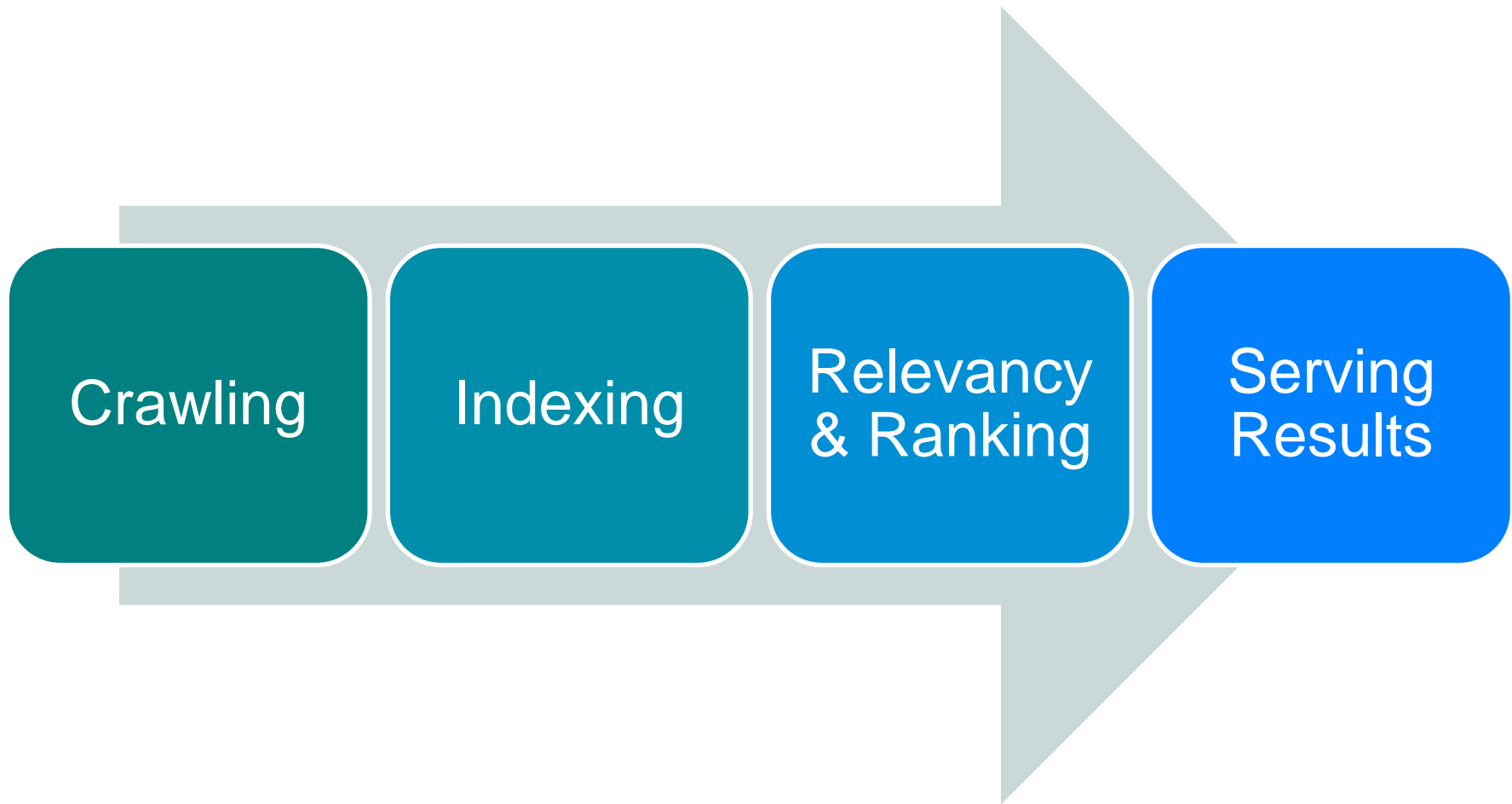


# Rich Snippet Resources

- Rich snippet info in Google
  - <http://support.google.com/webmasters/bin/topic.py?hl=en&topic=21997>
  - <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170>
- Schema.org for standard details
  - <http://schema.org>
  - <http://schema.org/docs/full.html> (full listing)

# HOW SEARCH ENGINES OPERATE

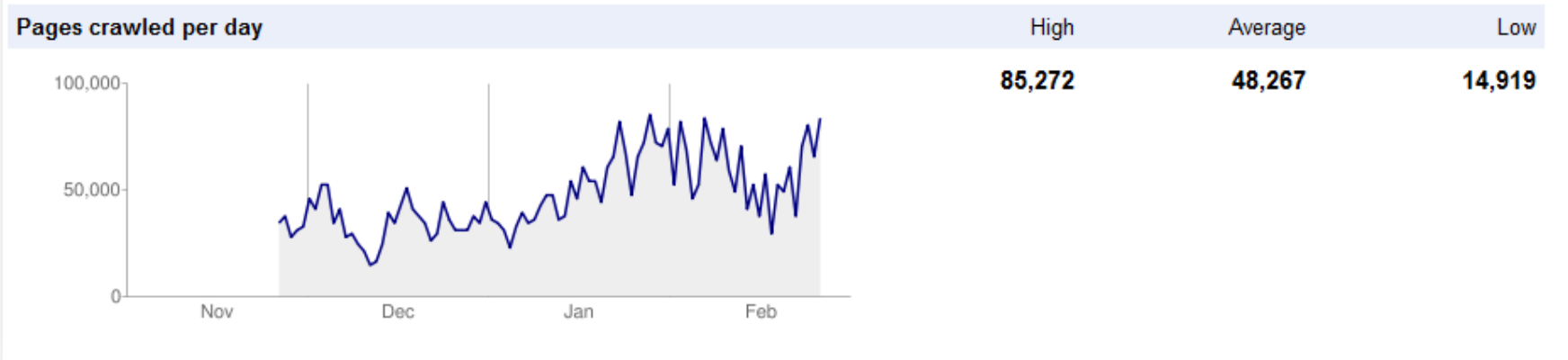
# A Four-Part Process



# 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

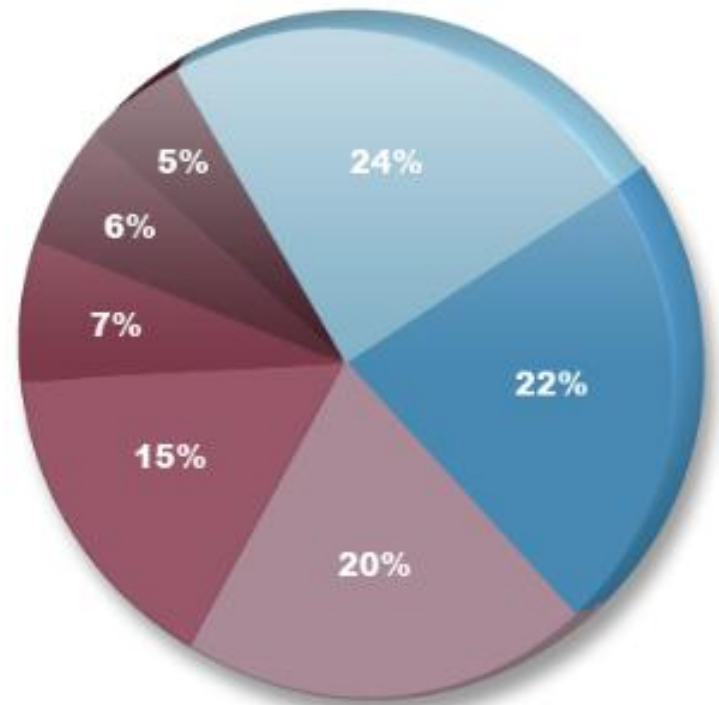
# Indexing



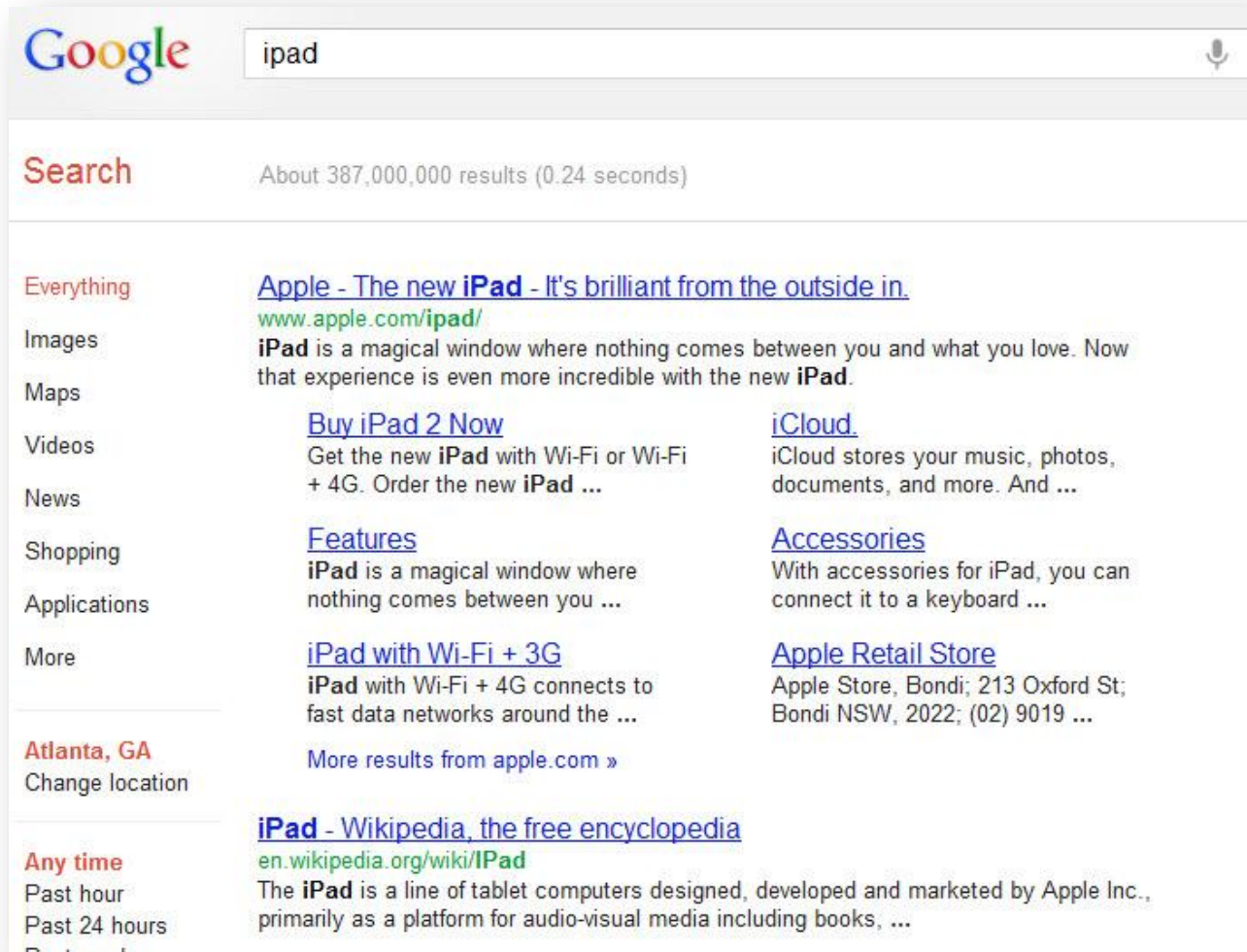
Search engine indexing collects, parses, and stores data to facilitate fast and accurate information retrieval.

# 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



Google

**Search** About 387,000,000 results (0.24 seconds)

**Everything**

[Apple - The new iPad - It's brilliant from the outside in.](#)  
[www.apple.com/ipad/](http://www.apple.com/ipad/)  
**iPad** is a magical window where nothing comes between you and what you love. Now that experience is even more incredible with the new **iPad**.

[Buy iPad 2 Now](#) Get the new **iPad** with Wi-Fi or Wi-Fi + 4G. Order the new **iPad** ...

[iCloud](#) iCloud stores your music, photos, documents, and more. And ...

[Features](#) **iPad** is a magical window where nothing comes between you ...

[Accessories](#) With accessories for iPad, you can connect it to a keyboard ...

[iPad with Wi-Fi + 3G](#) **iPad** with Wi-Fi + 4G connects to fast data networks around the ...

[Apple Retail Store](#) Apple Store, Bondi; 213 Oxford St; Bondi NSW, 2022; (02) 9019 ...

[More results from apple.com »](#)

**Atlanta, GA**  
Change location

**Any time**  
Past hour  
Past 24 hours  
Past week

[iPad - Wikipedia, the free encyclopedia](#)  
[en.wikipedia.org/wiki/IPad](http://en.wikipedia.org/wiki/IPad)  
 The **iPad** is a line of tablet computers designed, developed and marketed by Apple Inc., primarily as a platform for audio-visual media including books, ...

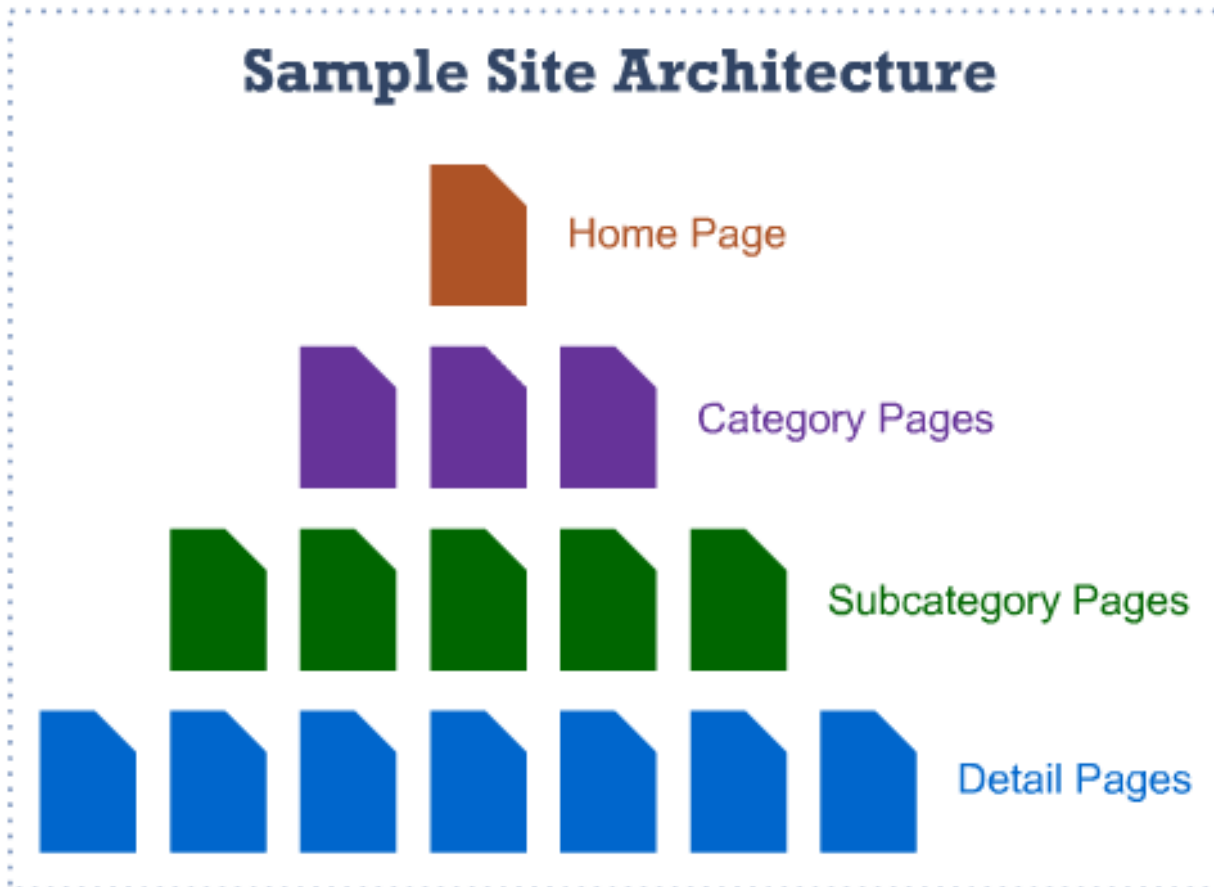


# WHAT IS SEO?

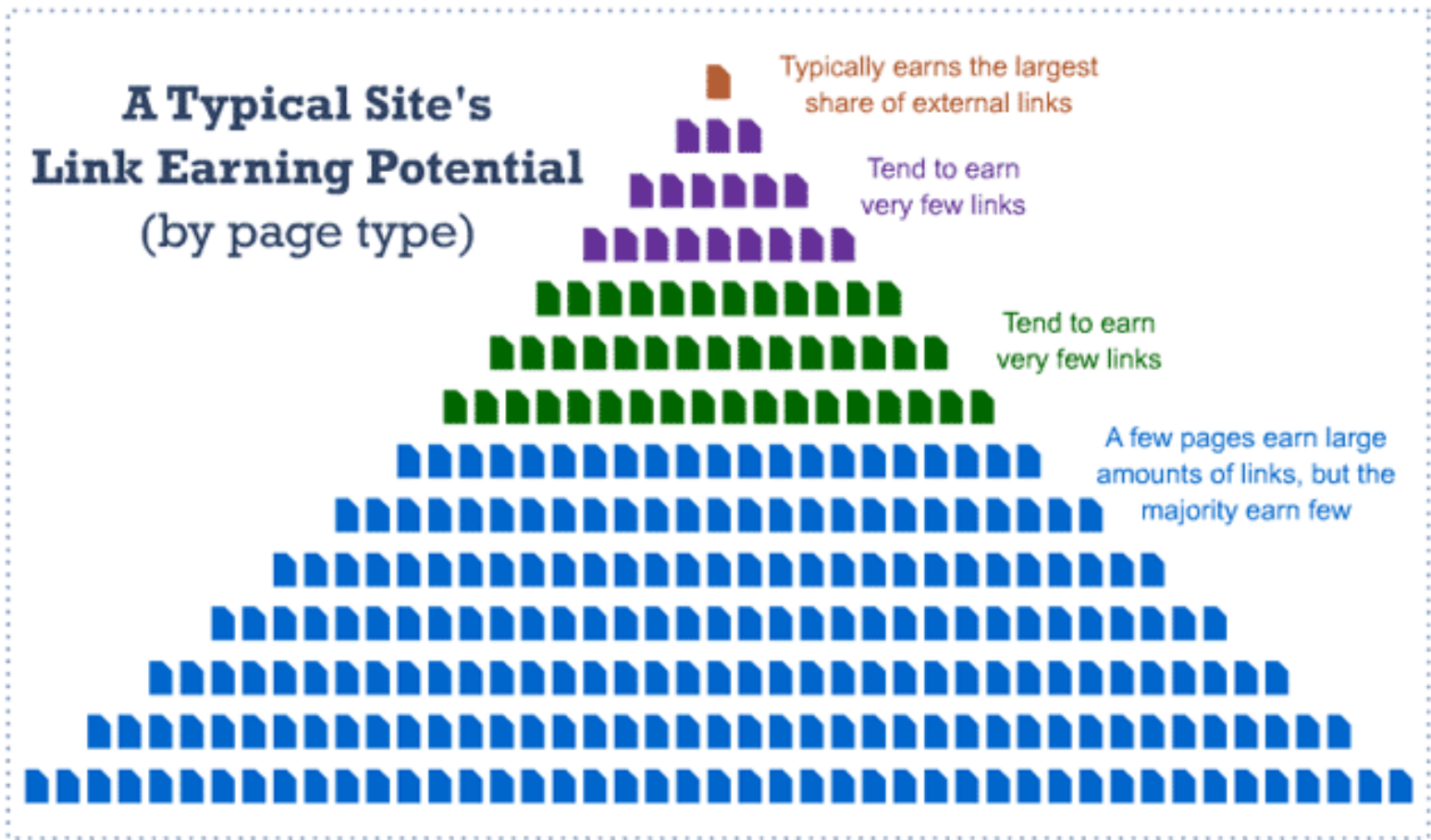


# ACCESSIBILITY

# Internal Link Architecture



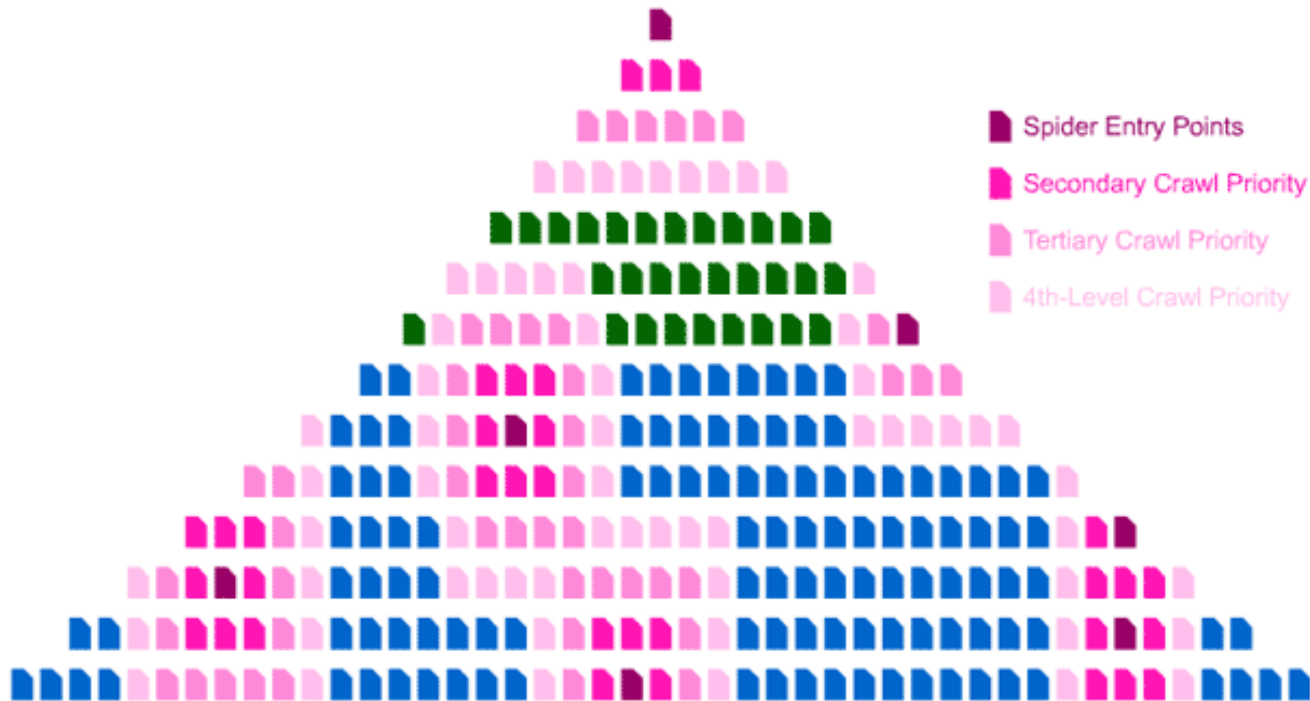
# Internal Link Architecture Cont.



# 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 more 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



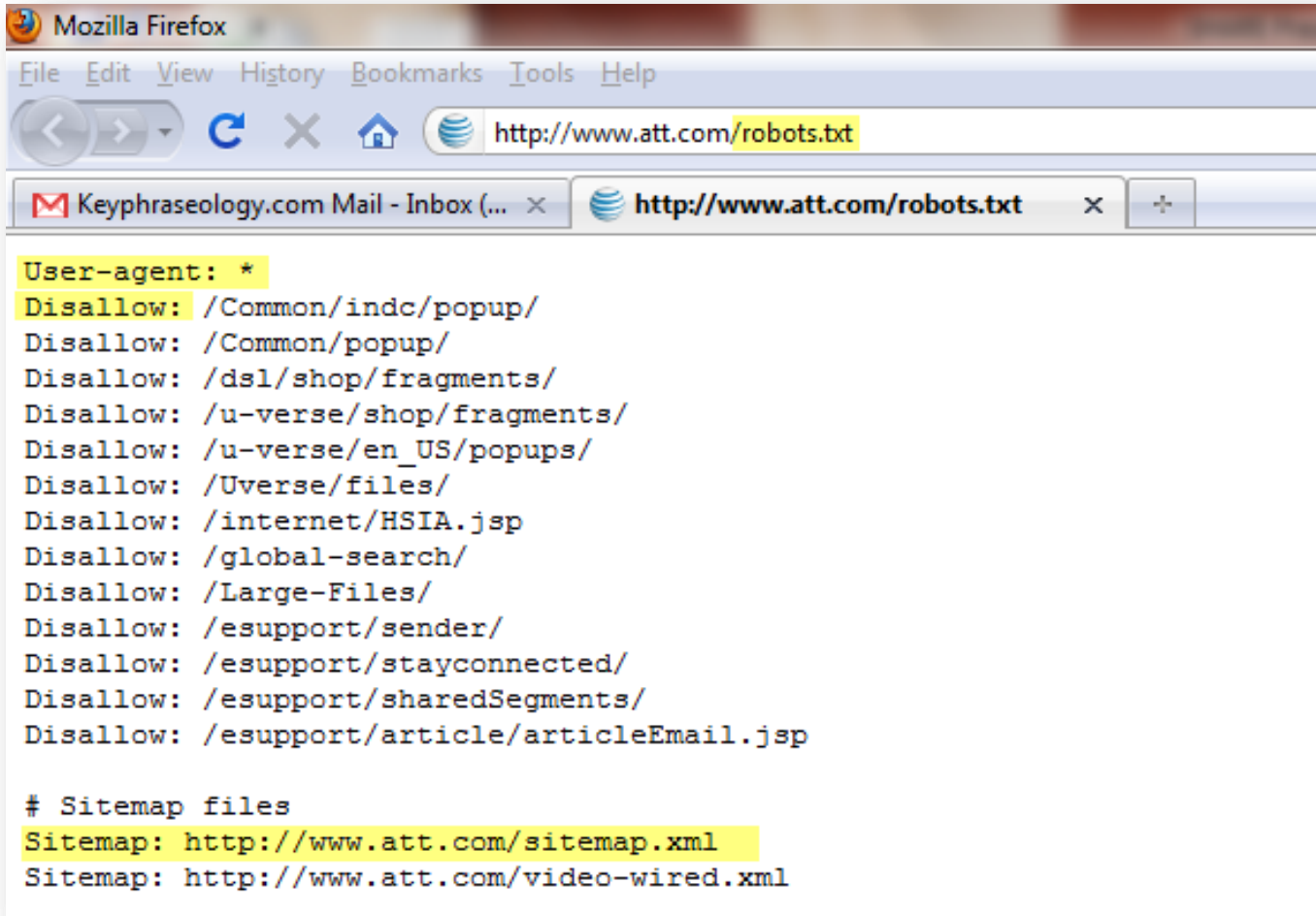
## Bot Accessibility: **WIDE OPEN**

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

## 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

```
    (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>
```

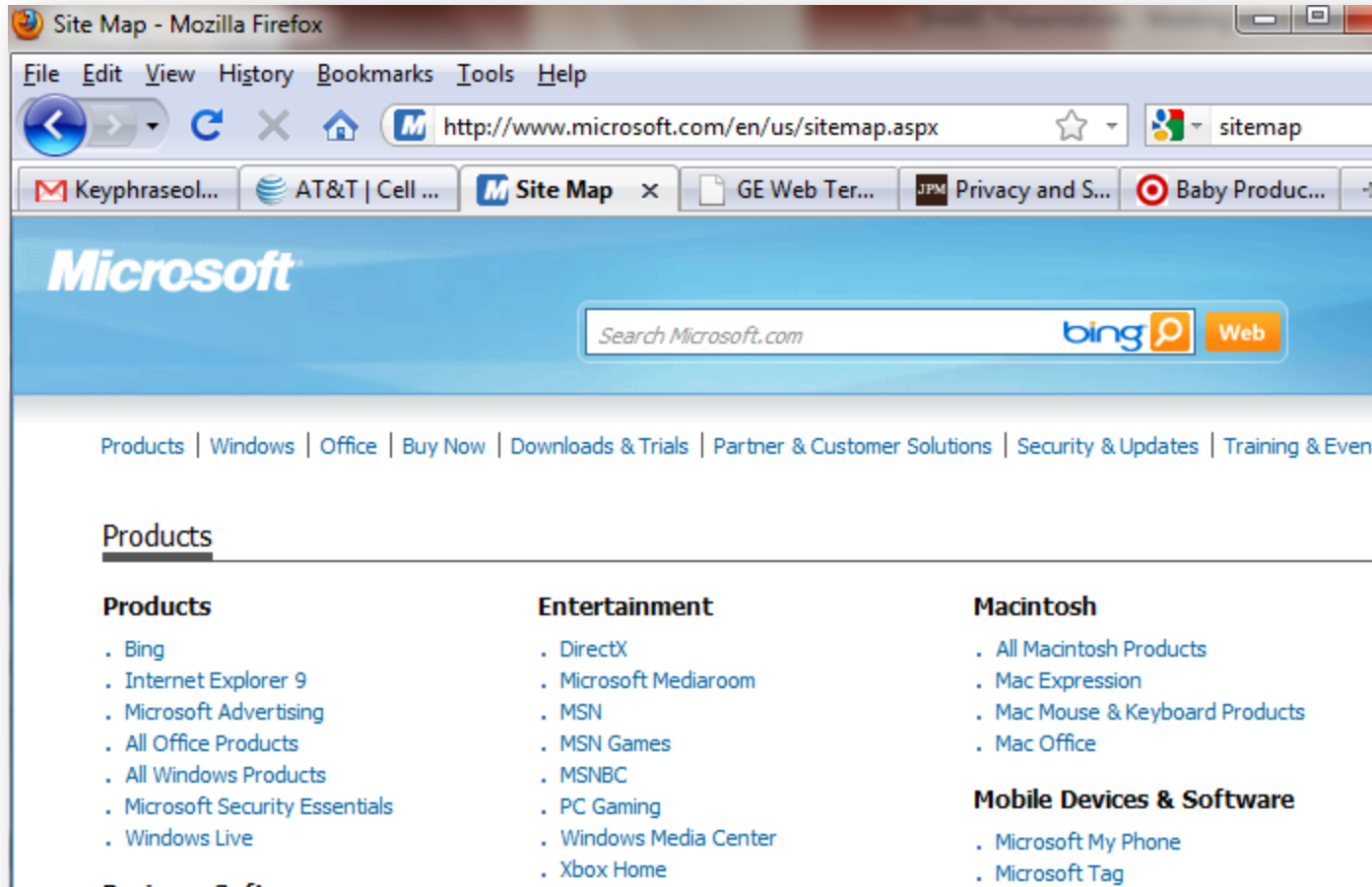
```
- <url>
```

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

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

```
</url>
```

# HTML Sitemap



The screenshot shows a Mozilla Firefox browser window with the address bar displaying <http://www.microsoft.com/en/us/sitemap.aspx>. The page features the Microsoft logo at the top left, a search bar with the text "Search Microsoft.com" and a "bing Web" button, and a navigation menu with links for Products, Windows, Office, Buy Now, Downloads & Trials, Partner & Customer Solutions, Security & Updates, and Training & Events. Below the navigation menu, the page is organized into three columns of product categories:

- Products**
  - . Bing
  - . Internet Explorer 9
  - . Microsoft Advertising
  - . All Office Products
  - . All Windows Products
  - . Microsoft Security Essentials
  - . Windows Live
- Entertainment**
  - . DirectX
  - . Microsoft Mediaroom
  - . MSN
  - . MSN Games
  - . MSNBC
  - . PC Gaming
  - . Windows Media Center
  - . Xbox Home
- Macintosh**
  - . All Macintosh Products
  - . Mac Expression
  - . Mac Mouse & Keyboard Products
  - . Mac Office

Below the Macintosh section, the heading **Mobile Devices & Software** is visible, with the following links:

- . Microsoft My Phone
- . Microsoft Tag



# 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:  
<https://www.google.com/webmasters/tools/>
- Webmaster Tools, Bing:  
<http://www.bing.com/toolbox/webmasters/>
- 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>

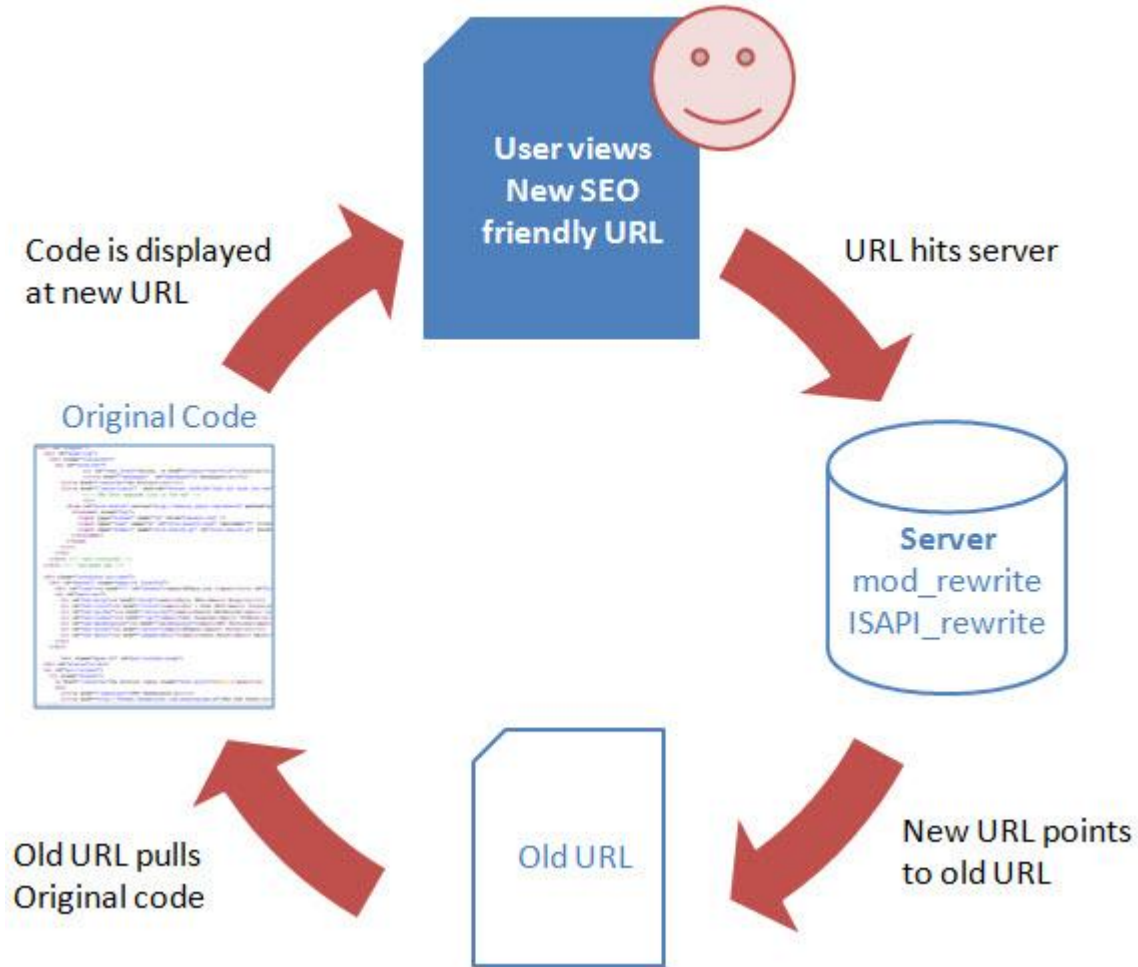
# SEO Friendly URLs

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

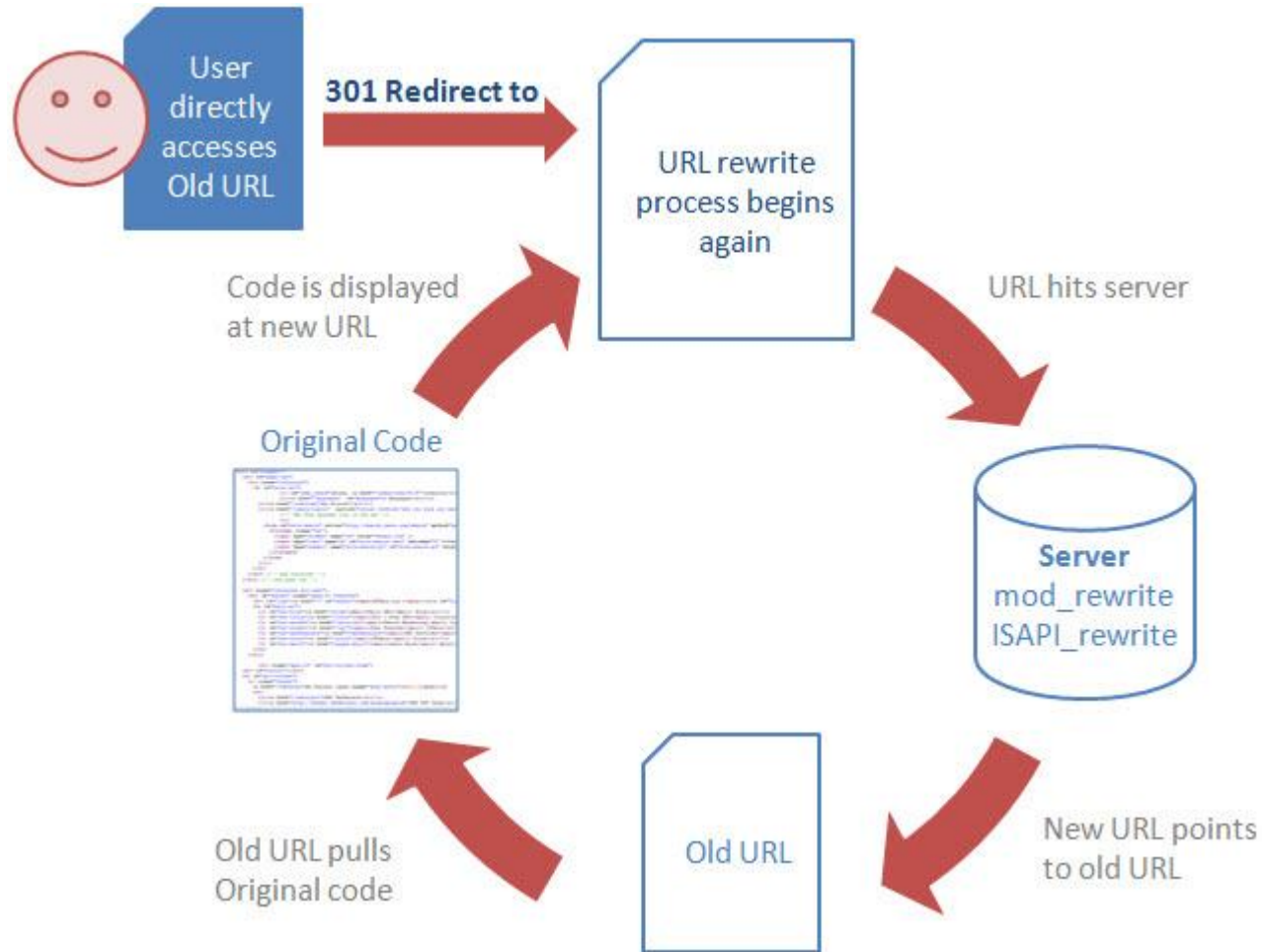
**Good:** <http://www.jpmorgan.com/securities-services>

**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

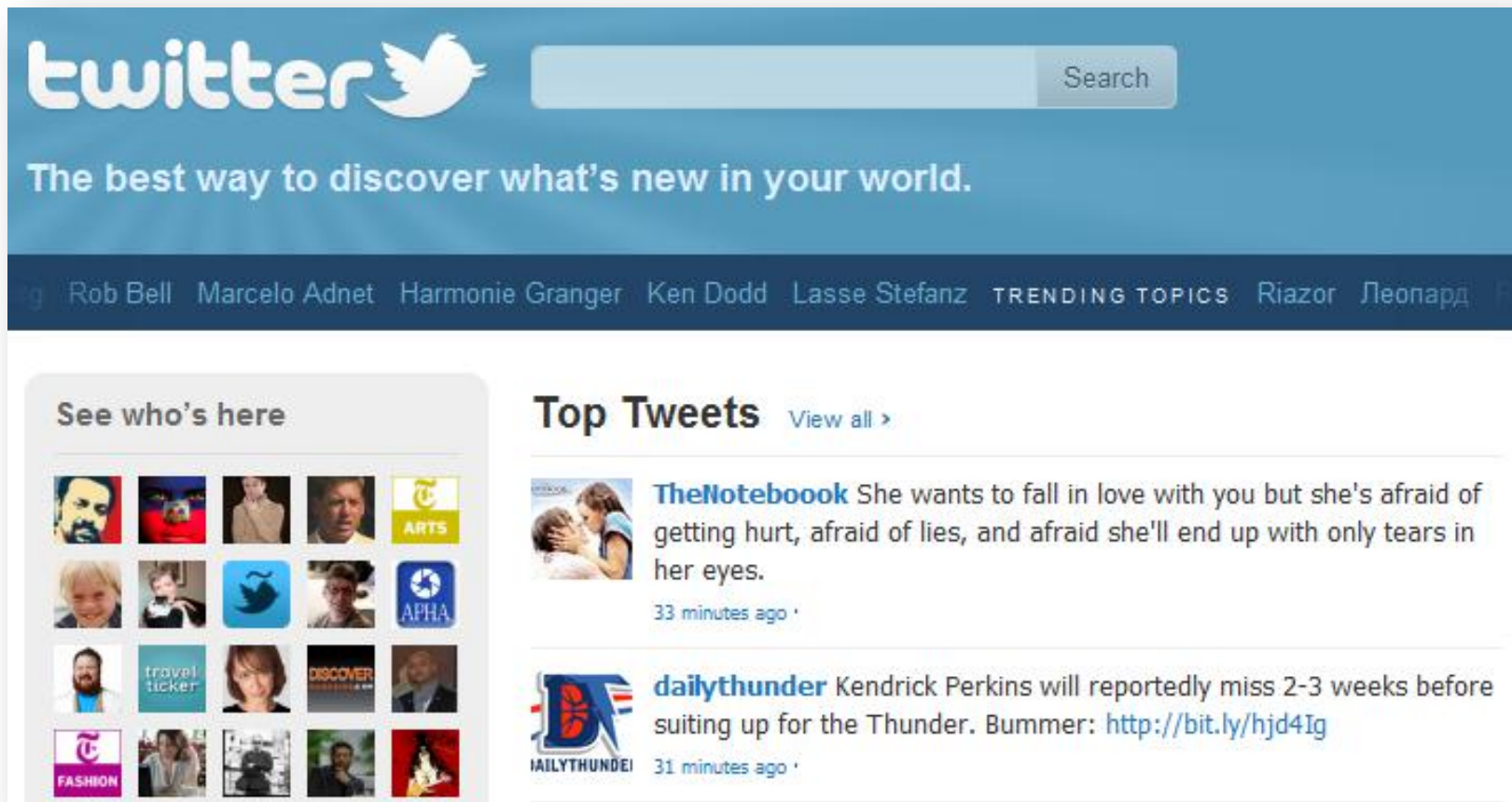
- Manual Requests & Link Creation
  - Guest blogging
  - Targeted relationship building
  - Bulk email requests
  - Link buying
- Scalable, Content-based Link Strategies
  - Creating awesome content
  - Doing noteworthy things
  - Making yourself useful

# Link Metrics


	Inbound Links	Top Pages	Linking Domains	Anchor Text	Compare Link Metrics	Advanced Reports
<p>Page Specific Metrics: See which metrics are affecting the pages on your site.</p>						
	www.share.org	xxsw.com/	www.ad-tech.com	+ Add URL	+ Add URL	
Page Authority:	68	93	87	--	--	
Page MozRank:	5.72	6.82	6.44	-	-	
Page MozTrust:	6.1	6.66	6.52	-	-	
Internal Followed Links:	1,236	27,764	3,469	-	-	
External Followed Links:	7,499	118,905	27,266	-	-	
Total Internal Links:	1,376	27,764	3,469	-	-	
Total External Links:	12,845	125,741	27,561	-	-	
Total Links:	14,221	153,505	31,030	-	-	
Internal Followed Links:	1,236	27,764	3,469	-	-	
External Followed Links:	7,499	118,905	27,266	-	-	
Total Internal Links:	1,376	27,764	3,469	-	-	
Total External Links:	12,845	125,741	27,561	-	-	
Total Links:	14,221	153,505	31,030	-	-	
Followed Linking Root Domains:	355	12,613	1,320	-	-	
Total Linking Root Domains:	378	13,087	1,415	-	-	
Linking C Blocks:	299	6,396	1,033	-	-	
<ul style="list-style-type: none"> <li>Followed Links vs Nofollowed Links:</li> <li>Internal Links vs External Links:</li> </ul>						

# SOCIAL

# Twitter



The screenshot shows the Twitter homepage with a blue header. The Twitter logo and a search bar are at the top. Below the header is a navigation bar with user names and trending topics. The main content area is divided into two sections: 'See who's here' on the left and 'Top Tweets' on the right.

**twitter** 


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


Rob Bell Marcelo Adnet Harmonie Granger Ken Dodd Lasse Stefanz TRENDING TOPICS Riazor Леонард

**See who's here**

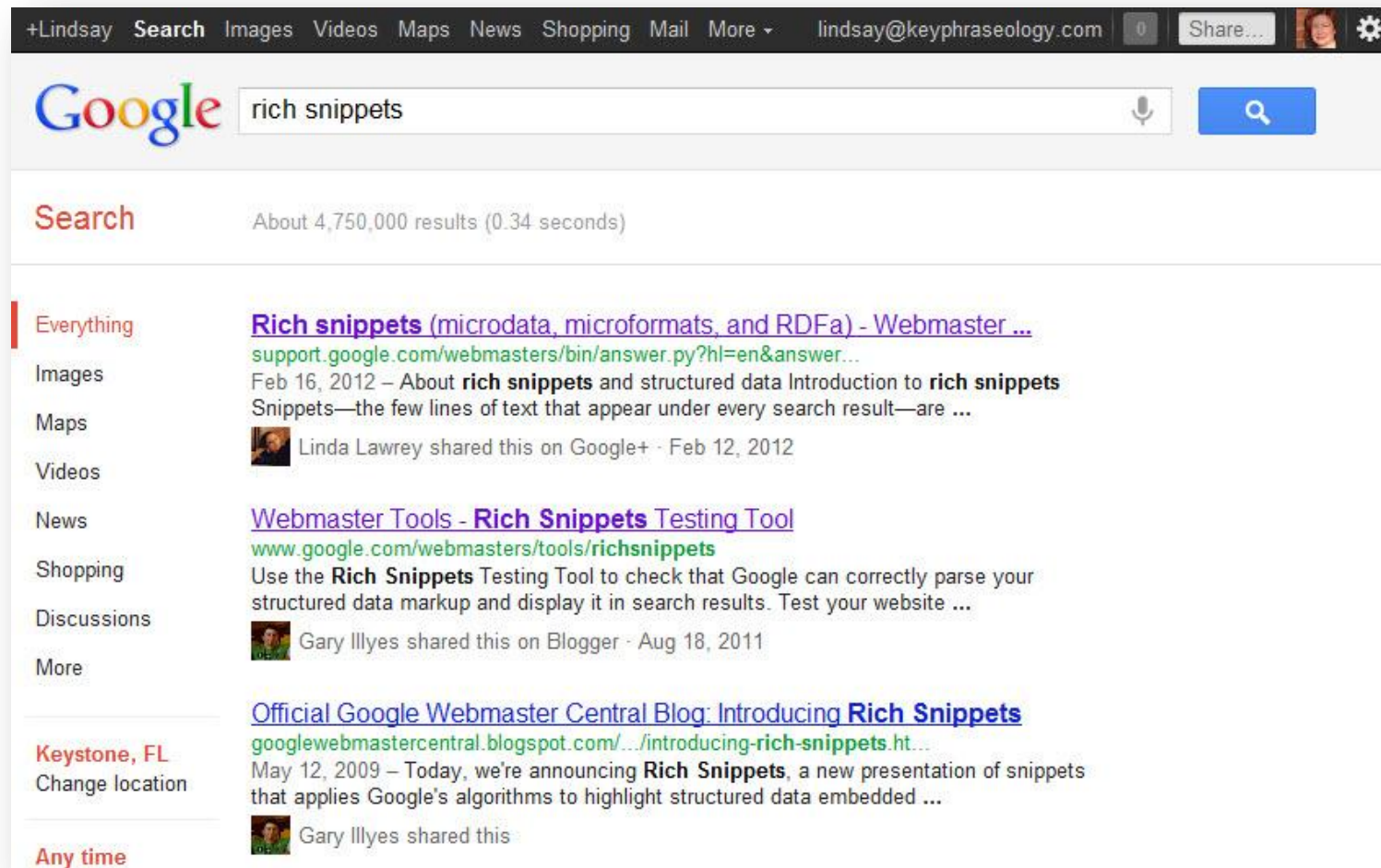
Grid of profile pictures and category icons: ARTS, APHA, travel ticker, DISCOVER, FASHION.



**Top Tweets** [View all >](#)



 **TheNotebook** 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

 **dailythunder** Kendrick Perkins will reportedly miss 2-3 weeks before suiting up for the Thunder. Bummer: <http://bit.ly/hjd4Ig>  
31 minutes ago

# Google Plus



+Lindsay Search Images Videos Maps News Shopping Mail More ▾ lindsay@keyphraseology.com 0 Share...  

**Google** rich snippets  

**Search** About 4,750,000 results (0.34 seconds)

**Everything**

Images

Maps

Videos

News


Shopping


Discussions


More

**Keystone, FL**  
Change location

**Any time**

[Rich snippets \(microdata, microformats, and RDFa\) - Webmaster ...](#)  
[support.google.com/webmasters/bin/answer.py?hl=en&answer...](http://support.google.com/webmasters/bin/answer.py?hl=en&answer...)  
Feb 16, 2012 – About **rich snippets** and structured data Introduction to **rich snippets** Snippets—the few lines of text that appear under every search result—are ...  
 Linda Lawrey shared this on Google+ · Feb 12, 2012

[Webmaster Tools - Rich Snippets Testing Tool](#)  
[www.google.com/webmasters/tools/richsnippets](http://www.google.com/webmasters/tools/richsnippets)  
Use the **Rich Snippets** Testing Tool to check that Google can correctly parse your structured data markup and display it in search results. Test your website ...  
 Gary Illyes shared this on Blogger · Aug 18, 2011

[Official Google Webmaster Central Blog: Introducing Rich Snippets](#)  
[googlewebmastercentral.blogspot.com/.../introducing-rich-snippets.ht...](http://googlewebmastercentral.blogspot.com/.../introducing-rich-snippets.ht...)  
May 12, 2009 – Today, we're announcing **Rich Snippets**, a new presentation of snippets that applies Google's algorithms to highlight structured data embedded ...  
 Gary Illyes shared this



# Social Sharing



The screenshot shows the allrecipes.com website interface. At the top, there is a search bar and navigation links for Recipes, Ingredients, Articles, and More. Below the search bar are category tabs: Recipes, NEW Menus, Recipe Buzz, Healthy Cooking, Mardi Gras, and Videos. 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 'kitchen approved' badge. A red box highlights the social sharing options: 'Print this Recipe', 'Share/Email', and 'supporting members'. The 'Share/Email' option is the primary focus of the social sharing section.

**allrecipes.com**

▼ Recipes | Ingredients | Articles | More »

Search

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

**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

<b>Prep Time:</b> 15 Min	<b>Cook Time:</b> 15 Min	<b>Ready In:</b> 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 +



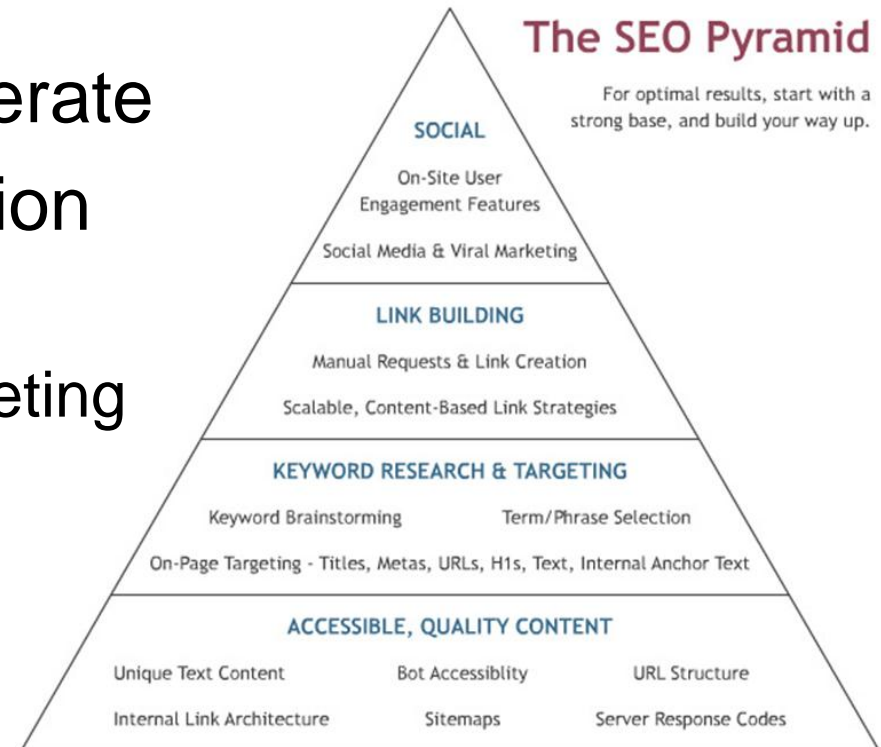
# Reviews

## 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 »](#)

# Summary

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



Created by Rand Fishkin of



# QUESTIONS?

## CONTACT

Lindsay Wassell

Web: [Keyphraseology.com](http://Keyphraseology.com)

Phone: 813-384-8642

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

Twitter: @lindzie