Todd Bailey is Vice President of Digital Strategy at WebiMax, a leading International SEO Agency with over 500 clients and 150 employees. Todd’s fifteen years in multi-channel marketing including SEO, SEM, SMO and Content Marketing has been successful in gaining measurable results for Fortune companies including Aeropostale, Toshiba, 1-800-GOT-JUNK?, Marriott and more. His diverse experience in Internet Marketing Strategy Development, SEO/SEM/PPC, Social Media, Research & Analytics as well as Web Design & Development.

When your prospects search for information about your category or industry, does your organization rank near the top in organic search results? You should. This session will show you how you can.

January 25th at 1:30 – 2:30

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@push_star
What is SEO

Main Elements of SEO

- Technical Code (Infrastructure)
  - Tags (Titles, Meta Descriptions)
  - Page Load

- Content
  - On-Site
  - Off-Site

- Authority
  - Link Building
  - Off-Site Content/Brand Mentions

- Social Engagement
  - Social Platforms
  - +1’s, Tweets, Likes/Shares

- Latest SEO News & Resources
Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.
Technical Code

Page Titles – High Priority
- Keyword toward the front
- Brand Name at the end
- Less than 70 characters
- Written to tell users what the page is about

<title>.NET Shopping Cart & Ecommerce Website Software | AspDotNetStorefront</title>

Meta Descriptions – Medium Priority
- Written with call to action in mind
- Less SEO value, 150 characters or less
- Avoid duplicate descriptions or missing descriptions
- Should be uniquely written about the specific page

www.aspdotnetstorefront.com/ - United States
Over 10000 users make AspDotNetStorefront the World's most popular .NET Shopping Cart Software. SEO Ready, Feature Rich, No Monthly Fees. Try our...
Technical Code

Other Meta Tags

- Keywords Tag – Little to No SEO value
- Robots Tag – Tells bots to index or not index a page
- NOODP and NOYDIR Tag – Avoids bots pulling Title/Description from Open Directory Project and Yahoo Directory
- fb:page_id – Connects your domain to Facebook

```html
<meta name="robots" content="index,follow,noodp,noydir" />
```

Canonical Tags

- Google supported tag used to specify the preferred version of your page
- Avoid duplicate content and indexation problems

```html
<link rel="canonical" href="http://www.YourDomain.com" />
```
Correct URL Structures

- Create descriptive categories and file names
- “Pretty URLs” – SEO Friendly
- Always use text for navigation
- Avoid URLs that are dynamic, have ID numbers or use parameters
- Choose URLs that are easy to be read by BOTs and Humans

Poor URL Structure

http://www.egreetings.com/holidays/valentines-day?path=2455002&slot=PMCnewcatlink2_3

Optimized URL Structure

http://www.egreetings.com/holidays/valentines-day/the-important-things
Search Engine Optimization

Technical Code

Site Structure

- Keep organized by category, product, service
- Allow BOTS to easily find pages within a site
- Enable breadcrumbs for easy navigation and added internal links

• Create a custom 404 Page Not Found Page
Technical Code

Sitemaps
• Maintain both a .xml and front end sitemap
  • .XML sitemap is for BOTS
  • Front end is for users
  • Submit .XML sitemap through Google Webmaster Tools

```xml
  <url>
    <loc>http://www.webimax.com/</loc>
    <changefreq>daily</changefreq>
    <priority>1.00</priority>
  </url>
  <url>
    <loc>http://www.webimax.com/About-Us.aspx</loc>
    <changefreq>daily</changefreq>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.webimax.com/Our-Philosophy.aspx</loc>
    <changefreq>daily</changefreq>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.webimax.com/Customer-First.aspx</loc>
    <changefreq>daily</changefreq>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.webimax.com/Our-Exclusivity-Policy.aspx</loc>
    <changefreq>daily</changefreq>
    <priority>0.80</priority>
  </url>
</urlset>
```
Search Engine Optimization

Technical Code

Page Load Reduction Tips

• Avoid inline js/css – externalize when possible
• Avoid RTT (Round Trip Time) back and forth from site to server
• Compress js and compile css into as little amount of files as possible
• Enable browser caching on the server
• Use CSS sprites for layout images

Tools to measure Site Speed

• http://code.google.com/speed/
• http://www.webpagetest.org/
• http://developer.yahoo.com/yslow/
E-Commerce

- Use reputable ECOM software for scalability
- Product pages become difficult to rank for, use DOT FEED to push to Google Shopping, Amazon, The Find and more
- Avoid ECOM software solutions that are slow in page load and not focused on time on site and conversion rates
- Don’t just buy an Ecommerce software, partner with one who offers more than just the software (community)
- SEO friendly with URL rewrites
Search Engine Optimization

Content

Content is King

• Offer quality content and services
• Write unique and authoritative content
• Update site/blog regularly
• Include targeted keywords within content
• Recent updates in algorithm focus on content above the fold
• Write for users, not the BOTS
• Incorporate internal linking
Content

Keyword Density & Text to Code Ratio
• Keyword density is a low priority SEO metric
• Keep density between 2% - 4% as best practice
• Text to Code ratio is important in reducing the file size, page load and overall amount of code used to render a page
• Keep Text to Code Ratio above 15%

Tools to Measure
• [http://www.seomoz.org/](http://www.seomoz.org/)
Content

On-Site Content

- Create organized content for users
- E-Commerce - Create unique content at the category and product levels
- Maintain static resource or article pages to increase the amount of available content on-site
- Maintain a blog regularly (Wordpress, Blogger, etc.)
  - DOMAIN.com/subdirectory
    - Used to create more authority for the root domain itself
  - Blog.DOMAIN.com
    - Used to create unique content once a site is established and a better solution related to link building
- Relevancy is Queen – Write content that is relevant to your product
Content

Off-Site Content

- Implement a Content Marketing strategy
- Guest Blogging opportunities – Network with relative blog/news distribution webmasters who encourage guest blogging
- Use Press Releases to distribute content
- Write it once, distribute it once – avoid spinning content
- Market your content with social bookmarks to articles as well as social engagement
- Connect your social platforms and post your content for your followers to see
- Avoid duplicate content
  - [http://www.copyscape.com/](http://www.copyscape.com/)
- Use micro-blogging, forums, blog communities to contribute within conversations
- Create video content through You Tube channels and other video distribution outlets
- Use Pinterest, Flickr, Slideshare and other platforms to distribute supplemental forms of content
Authority

Increase your Domain Authority

- Use site grading tools to measure your domains current authority
  - Google Webmaster Tools
  - Majestic SEO
  - SEOMoz
- Authority is determined by how well your sites content is prepared, how many backlinks (and social engagement) your site receives as well as the technical code

<table>
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<tr>
<th>Page Authority</th>
<th>Domain Authority</th>
<th>Linking Root Domains</th>
<th>Total Links</th>
<th>Facebook Shares</th>
<th>Facebook Likes</th>
<th>Tweets</th>
<th>Google +1</th>
</tr>
</thead>
<tbody>
<tr>
<td>84/100</td>
<td>80/100</td>
<td>4,044</td>
<td>40,028</td>
<td>1,030</td>
<td>1,044</td>
<td>58</td>
<td>195</td>
</tr>
</tbody>
</table>

- Benchmark and track your sites progress
- Enable a back-linking strategy which includes:
  - Content Distribution
  - Guest Blogging
  - Link Requests (natural)
  - Social Bookmarking (Digg, StumbleUpon, etc…)
- Target relevant and authoritative sources for backlinking
Authority

Link Building
- Labor intensive process when done correctly
- Avoid automated directory submission and social bookmark submission tools
- Directory Submissions hold little to no SEO value
- Paid vs. Non-Paid
  - Best practice is to always avoid link brokers selling high Page Rank links (monthly/annual rentals)
  - Paid links should be negotiated directly with relevant sites and not through networks which sell:
    - Sidebar/footer (wordpress)
    - Paid blog sponsorships
    - Spamdex – Link Farms
Authority

Off-Site Content Brand Mentions

• Mentions (citations) are important in increasing your site's authoritativeness across the web
• Each mention is a vote toward your site
• Consider aggregating your site's Business Listings across multiple web portals – UBL
  • Keep your business listing consistent across all directories online
• Use HARO (Help a Reporter Out) and ProfNet to explore opportunities for getting your brand out
Social Engagement

Social Platforms to use

- Implement strategies across the major Social Platforms:
  - Twitter
  - Google Plus
  - LinkedIn
  - Facebook
  - YouTube
Social Engagement

Badges & Widgets

- Add social badges which link to your companies platforms to header

- Add in content widgets to encourage your visitors to share your content

- Link your sites to Facebook with OGP and meta tags
- Enable Googles rel="author" and/or "publisher" tags to get full value for your content
- Benchmark and look to implement strategies to increase your +1’s, tweets, likes, shares and more
In The News

Latest SEO Topics

- Panda is so 2011, or is it?
- Google Plus Your World – Personalization vs. Antitrust
- (not provided) 😞
- HTML5 and schema.org
- Punctuations now serving up results on Google
- Retargeting

Leading SEO Community Resources

- Searchengineland.com
- SearchEngineWatch.com
- SEOmoz.org
- SearchEngineJournal.com
- SEOServices.com
Experience. Integrity. Results!

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