



# Search Engine Optimization

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*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.*

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January 25th at 1:30 – 2:30

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@push\_star

## What is SEO

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### 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

## What is SEO



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.

The screenshot shows a Google search for "stock photos" with approximately 85,500,000 results. The search results are displayed in a grid format. A white box highlights a result from [www.istockphoto.com/](http://www.istockphoto.com/) titled "iStock Photo: Royalty Free Stock Photography, Vector Art Images ...". The highlighted result includes a brief description: "Find millions of affordable, unique, royalty free images, stock photos, vector art illustrations, stock music tracks, flash & video footage. Buy, sell, learn...join our ...". Other search results include Shutterstock, Corbis, Veer, and Bigstock. A large white arrow points from the highlighted result to the right.

## Technical Code

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### 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

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

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### 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

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`<meta name="description" content="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 ...

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## Technical Code

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### 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

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

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### Canonical Tags

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

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

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## Technical Code

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### 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

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[http://www.egreetings.com/holidays/valentines-day?path=2455002&slot=PMCnewcatlink2\\_3](http://www.egreetings.com/holidays/valentines-day?path=2455002&slot=PMCnewcatlink2_3)

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### Optimized URL Structure

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<http://www.egreetings.com/holidays/valentines-day/the-important-things>

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## Technical Code

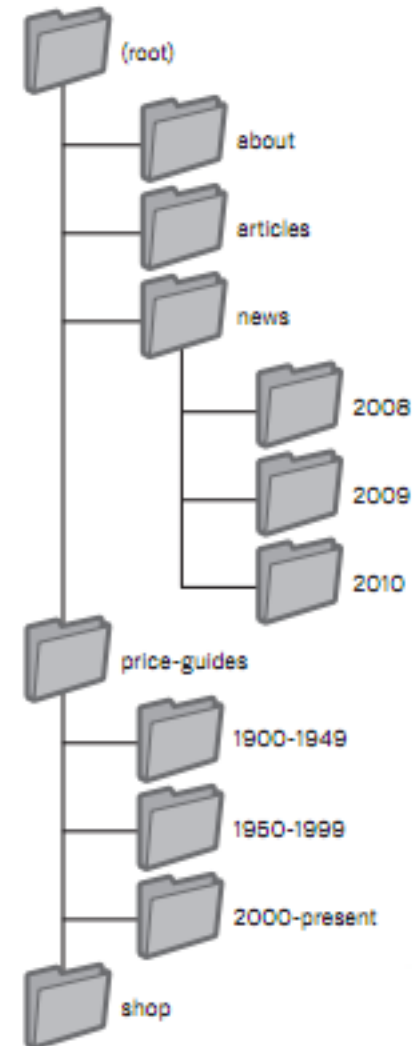
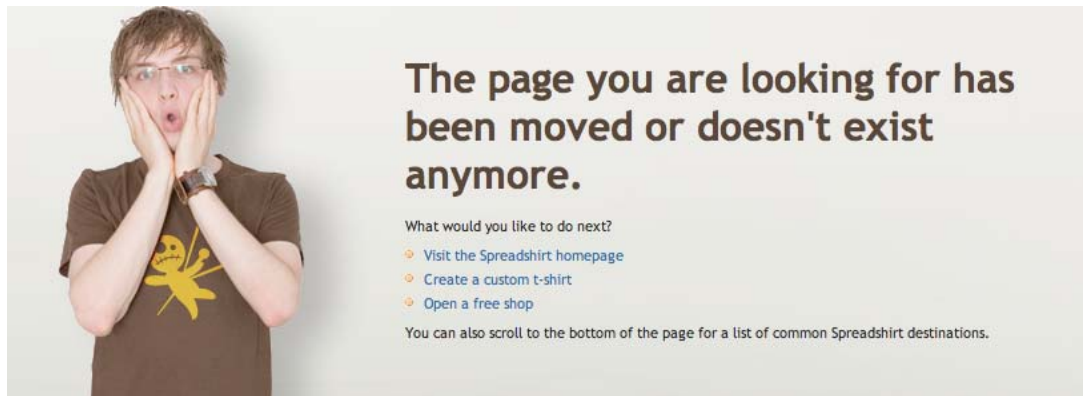


### Site Structure

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

[123Greetings](#) » [Events](#) » [Valentine's Day \[Feb 14\]](#) » [Happy Valentine's Day](#)

- Create a custom 404 Page Not Found Page



## Technical Code

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### 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
- 

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi="http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  ▼<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/Our-Philosophy.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>
```

## 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

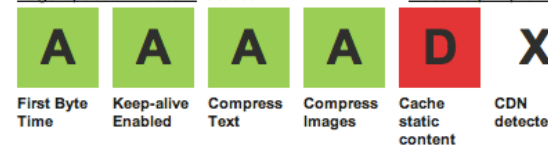
- <http://code.google.com/speed/>
- <http://www.webpagetest.org/>
- <http://developer.yahoo.com/yslow/>

#### Web Page Performance Test for [www.fitclick.com](http://www.fitclick.com)

From: Dulles, VA - IE8 - DSL  
01/25/12 09:05:09

Page Speed 1.12 Score: 86/100

Need help improving?



[Summary](#)
[Details](#)
[Performance Review](#)
[Page Speed](#)
[Content Breakdown](#)
[Domains](#)
[Screen Shot](#)

Re-run the test

[Raw page data](#) - [Raw object data](#)  
[Export HTTP Archive \(.har\)](#)

	Load Time	First Byte	Start Render	DOM Elements	Document Complete			Fully Loaded		
					Time	Requests	Bytes In	Time	Requests	Bytes In
First View	7.046s	0.213s	1.038s	1093	7.046s	114	883 KB	9.258s	123	1,154 KB
Repeat View	4.720s	0.175s	0.963s	1076	4.720s	36	499 KB	5.332s	37	499 KB

## Technical Code

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### E-Commerce

- Use reputable ECOM software for scalability
  - <http://www.aspdotnetstorefront.com/>
- 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

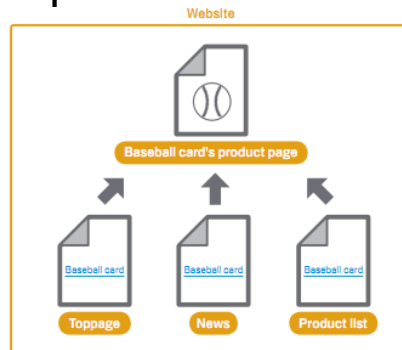
*aspdotnetstorefront*

## 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



With appropriate anchor text, users and search engines can easily understand what the linked pages contain.



## Content

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### 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%

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### Tools to Measure

- <http://www.woorank.com/>
- <http://www.seoquake.com/>
- <http://www.seomoz.org/>

## Content

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### 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

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### 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/>
- 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

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### 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

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

- 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

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### 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

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### Off-Site Content Brand Mentions

- Mentions (citations) are important in increasing your sites authoritativeness across the web
- Each mention is a vote toward your site
- Consider aggregating your sites 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

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### Social Platforms to use

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



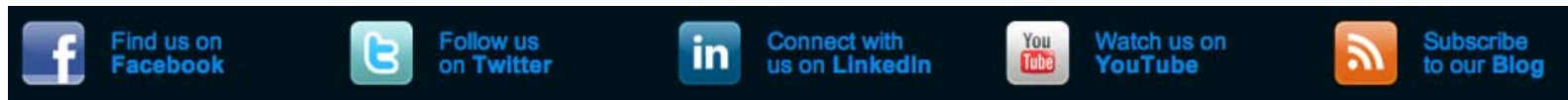
## Social Engagement

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### 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

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### 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



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### Leading SEO Community Resources

- Searchengineland.com
- SearchEngineWatch.com
- SEOmoz.org
- SearchEngineJournal.com
- SEOServices.com



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