

Getting Started with SEO

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BRUCE CLAY, INC.
Global Internet Marketing Solutions

SES CONFERENCE
& EXPO
San Francisco | August 13-17

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What is SEO?

- 🔗 The objective of search engine optimization (SEO) is to increase a Web site's **traffic** counts, and ultimately conversions, by ranking very high in the results of searches for the keywords in the search query. It is the mission of SEO to make the site's content worthy of higher search engine ranking by being more relevant and competent than the competition's.
- 🔗 Search engine optimization (SEO) is the science of increasing **traffic** to your Web site by improving the internal and external factors influencing ranking in search results. It is a major part of Internet marketing. It is mostly technical in nature. It includes Web programming expertise combined with business, persuasion, sales and a love for competitive puzzle solving.

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Best Practice Overview

- » On-Page Factors:
 - » Tags (Title, Description, Keyword, Headings, Body Copy) along with a clear subject-matter focus.
- » Expertness:
 - » Inbound Links, Outbound Links, Internal Links. Focus on controlling PageRank movement.
- » Copywriting:
 - » This is structural content (sentences versus bullet lists), sentence structure and word usage (complexity), clarification words.

Best Practice Overview

- » Engagement Objects™
 - » Video, images, maps, books, news, blogs, etc., everything in Google Universal results
- » Site Architecture aka Siloing:
 - » You need to theme your content by the search query used
 - » Also, sitemap and XML files
- » Server / Software Performance:
 - » A slow server discourages spiders and you need a usable CMS

Content Overview

- 🔗 Use “clarification words” that help explain the meaning of your content, such as:
 - » My apple is a lemon vs. My Apple computer is a lemon
 - » My mustang has horsepower vs. My Ford Mustang has horsepower.
- 🔗 Write in a natural way for your audience
- 🔗 Be sure to localize (geo-target) if appropriate to your subject

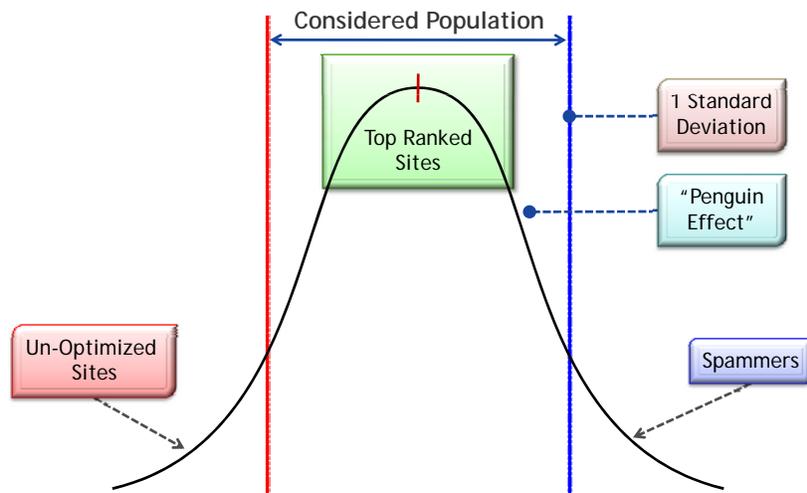
“LEAST IMPERFECT”

- 🔗 Perfection is impossible
- 🔗 All search engines are different
- 🔗 What is “natural” is different for each search engine
- 🔗 Your site changes

! *We use standard distribution curves to predict “normal” based upon results*

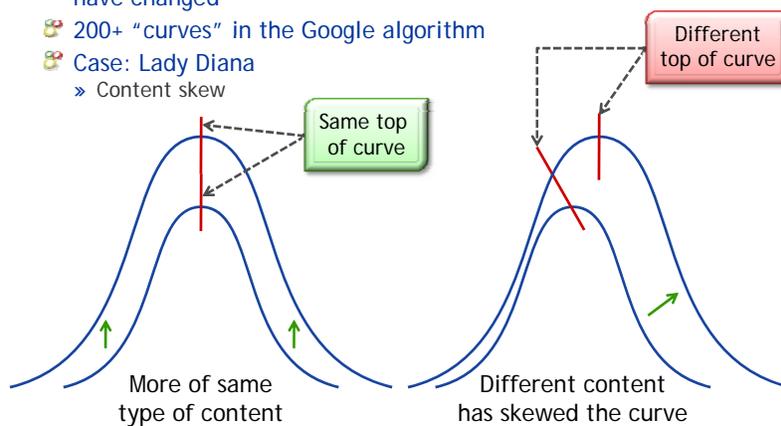
! *Goal: “To Be Least Imperfect”*

"Normal" Distribution Curve



Curves Need Watching!

- 🔔 Setup alerts to see how the natural distribution may have changed
- 🔔 200+ "curves" in the Google algorithm
- 🔔 Case: Lady Diana
 - » Content skew

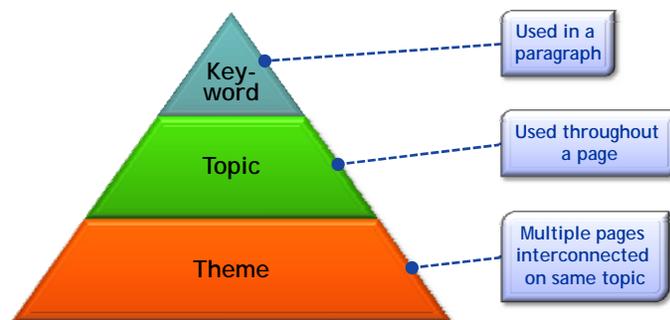


Associated Words

- 🔗 Your keyword will be defined by the company it keeps
- 🔗 Synonyms
 - » ~Google
- 🔗 Surrounding words help keyword “clarification”
- 🔗 Proximity: Latent Semantic Indexing (LSI) concepts apply
- 🔗 “Make sure you’re equal before you’re better”
 - » Use words your competition uses and SE’s will reward you

Theme

- 🔗 Need to make the search engines understand what your site is about
- 🔗 Supplemental, complementary, synergistic words to clarify meaning of keywords



Linking Overview

- 🔗 Inbound links:
 - » Describe content of your page and give you PageRank value
- 🔗 Outbound links:
 - » Demonstrate the “reference site” aspect of you being an expert
- 🔗 Internal links:
 - » You get to vote for your most important pages with specific anchor text

Link to (and get links from) experts within the geo-targeted zone where you want to get traffic

Linking Overview

Structure your site in “Silo’s”: theme aligned content paths with a clear relationship to surrounding pages.

- 🔗 Align your content by how people search
- 🔗 With clear hierarchy in the navigation and link relationships
- 🔗 And that makes it clear that you have groups of content about every query term
- 🔗 Use both “user” and XML Sitemaps.

Linking Overview

- 🔗 Nofollow
 - » Works or not?
- 🔗 Paid Links
 - » Under the radar
 - » Now in the hot seat
- 🔗 Link life
 - » Should be random
- 🔗 PageRank
 - » Should be a natural distribution
- 🔗 Random IP
 - » Should be varied

Engagement Objects™ Overview

- 🔗 Video (Flash) is a problem if used incorrectly
 - » Not all parts of Flash can be indexed
- 🔗 Video sound tracks are being indexed
- 🔗 Images are searchable - as an image and as words on an image
 - » See Google Book Project
- 🔗 Blogs have high social value, as do feeds
- 🔗 News, Books, Maps are engaging
 - » See Google Universal search results

Engagement Objects™ Experiment

1. Take a newspaper article
2. Scan it to create a jpg
3. Include that image into a PDF
4. Submit that PDF to Google
5. Search for info in the article as a PDF and the article is found.

Engagement Objects™ Experiment

Index Imaging

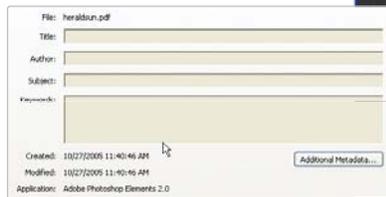
- 📄 Newspaper article scanned to create a jpg image



Engagement Objects™ Experiment

Index Imaging

- Include that image in a PDF
- Submit that PDF to Google



Engagement Objects™ Experiment

Index Imaging

- Query search engine with content from jpg/pdf



! Notice - This shows that words in an image are now recognized by Google!



Engagement Objects™ Overview

Video is Content

Even from your site

The screenshot shows the Google Audio Indexing interface. At the top, there is a search bar with the text "Search what the politicians are saying" and a search box containing the word "economy". To the right of the search bar are buttons for "Search videos" and "Learn more". Below the search bar, the "Audio Indexing" section is displayed. On the left, there is a list of search results under the heading "All Politicians | McCain | Obama | Debates". The results include:

- Bernanke Hearing The State of Our Economy**: 3 months ago - 05:53 - about 2 mentions
- Larry Kudlow Interview**: 1 month ago - 05:27 - about 6 mentions
- Claude Béland adresse le congrès du NPD à Halifax en 2009**: 2 months ago - 16:13 - about 8 mentions
- Jack Layton address to the New Democrat National Convention**: 2 months ago - 28:04 - about 6 mentions
- How We Can Turn Our Economy**

 On the right, a video player is shown for the video "Bernanke Hearing The State of Our Economy". The video player includes a play button, a progress bar, and a search box at the bottom with the text "economy" and a "Search inside this video" button.

Engagement Objects™ Overview

Video is Content

The screenshot shows a YouTube video player. The video title is "How much traffic do you think is generated by marketers searching for their own target keywords?". The video is from the channel "GoogleWebmasterHelp" and has 337 views. The video content shows a man in a grey t-shirt speaking. A text overlay on the video reads: "SEO's, analysts, and even business owners, etc. searching for their own targeted keywords?". The video player interface includes a play button, a progress bar, and a search box at the bottom with the text "economy" and a "Search inside this video" button. The video has 7,299 views and a "Subscribe" button.

Audio Indexing

Video is Content

SEO's, analysts, and even business owners, etc. searching for their own targeted keywords?

7,299 views

Uploaded by GoogleWebmasterHelp on Jun 04, 2010

AdWords keyword tool gives an estimate of search traffic for a specific (or

24 likes, 0 dislikes

Show more

All Comments (5)

See all

Suggestions:

- What's your take on "addon domains"?
- Will Using Google Analytics have a negative eff...
- What signals are used in ranking other than Pag...
- Site Performance For Webmasters
- Interview with google's founder Sergey Brin

Audio Indexing

Video is Content



Web Images Videos Maps News Shopping Gmail more - Sign in

Google

SEO's analysts and even business owners

About 710,000 results (0.14 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

More

Did you mean: [SEO analysis and even business owners](#)

How much traffic do you think is generated by marketers searching ...

www.youtube.com/watch?v=Pa8nPIA_Y

2 min - Jun 14, 2010 - Uploaded by GoogleWebmasterHelp

... this traffic do you believe are search marketers, SEO's, analysts and even business owners etc. searching their own targeted keywords? ...

More videos for SEO's analysts and even business owners >

Ads

SEO Site Analyzer

www.powermapper.com/SeoAnalyzer

Find search engine rank problems. Check SEO best practices. Try now.

Live Keyword Analysis

www.visistat.com

Real-Time Data... See What Keywords...

Server Overview

- 🔗 Slow servers impact spidering of your content
- 🔗 Improper technology for search engines can prevent indexing/spidering
- 🔗 Technology that prevents page editing (bad CMS) can prevent content from being properly implemented
- 🔗 Improper or missing redirects can harm link value transfers (bad redirects)

Future of Search & Seo

- 🔗 Behavioral search
- 🔗 Intent-based search
- 🔗 Localized search
- 🔗 Engagement Objects™

Therefore:

- 🔗 Analytics measuring traffic
- 🔗 Ranking is not SEO
- 🔗 Ranking still first step

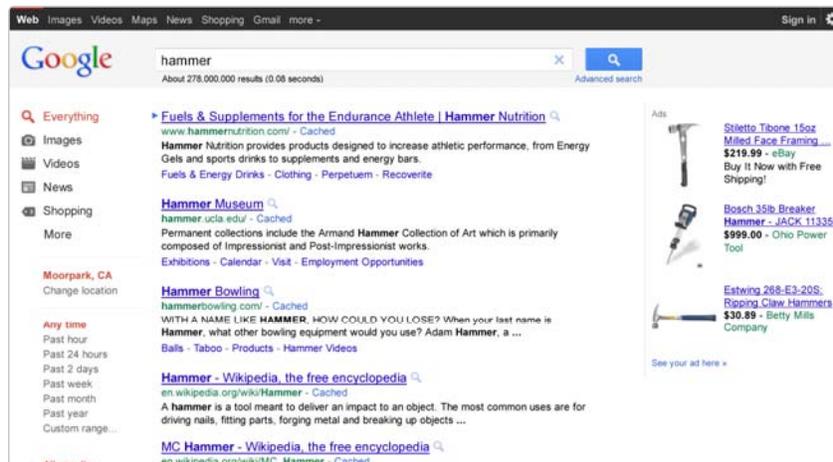
Behavioral Keyword Research

This is critical

- 🔗 Disjoint consecutive searches form a “long tail” filter for subsequent searches
- 🔗 Based upon persona and community
- 🔗 Last query in sequence is misleading
- 🔗 Analytics becomes “less valuable” since last query tracked by analytics (last search results) may not have shown results based solely upon what the user queried last
- 🔗 Analytics sees “hammer” and cannot see prior search for “tools”

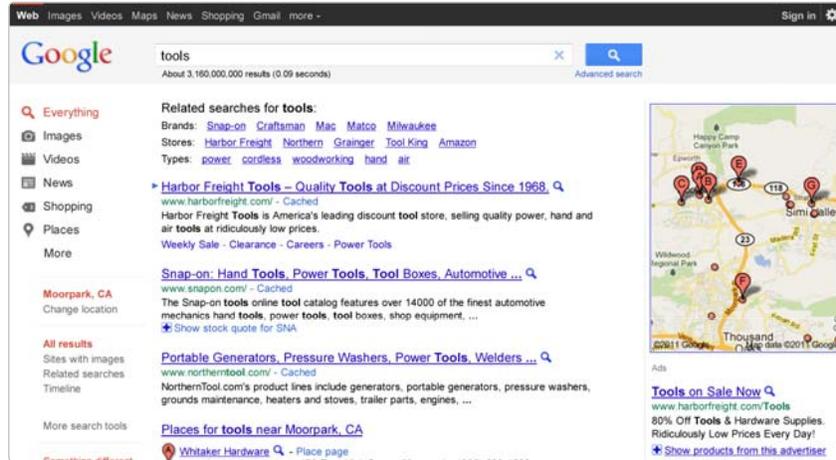
Behavioral Keyword Research

Hammer



Behavioral Keyword Research

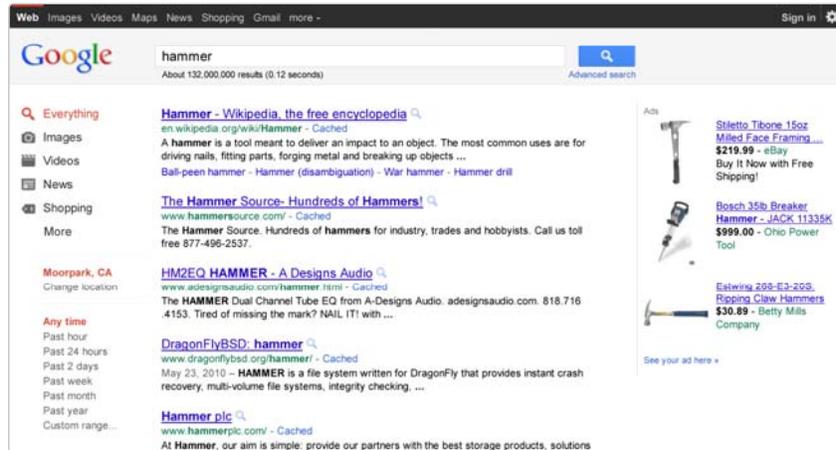
Tools



Behavioral Keyword Research

Hammer

Influenced by prior searches



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