

# 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

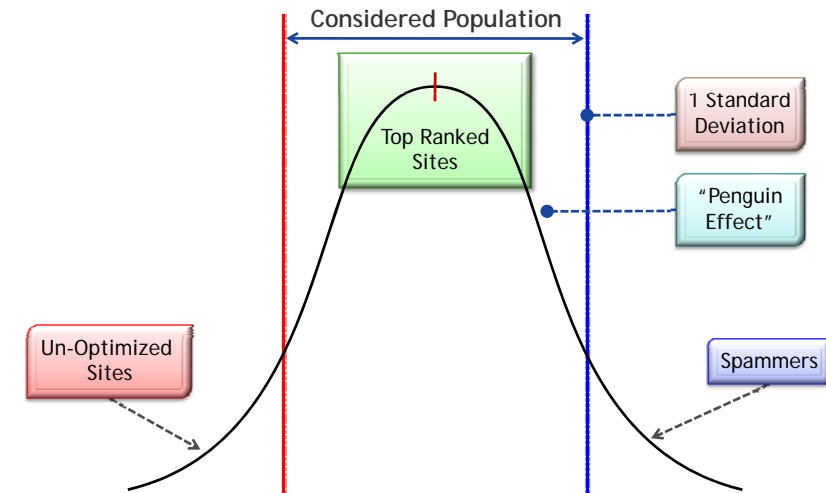
## “LEAST IMPERFECT”

- 🔗 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

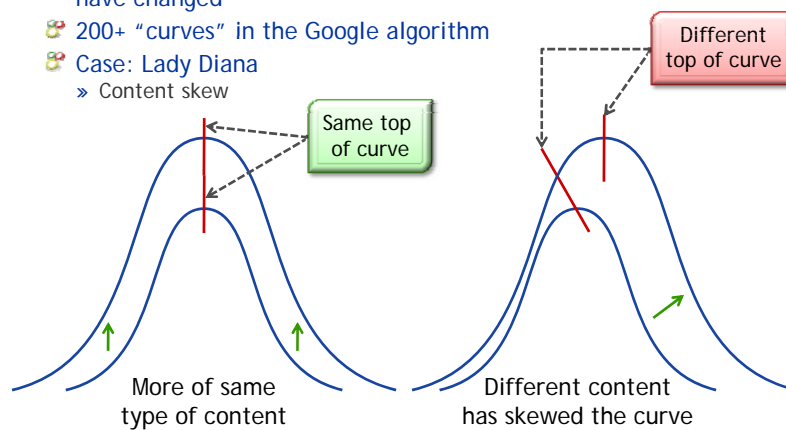


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## Curves Need Watching!

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



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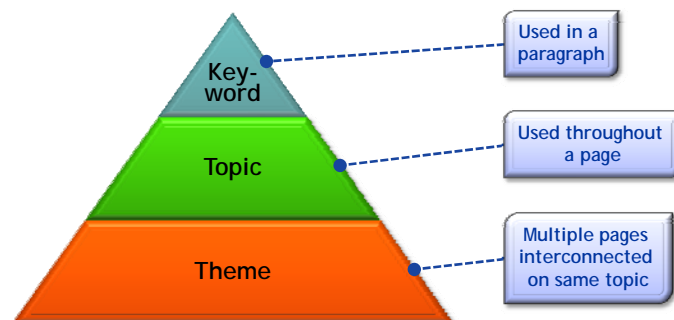
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## Associated Words




- 🔗 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

File: heraldsun.pdf

Title:

Author:

Subject:

Keywords:

Created: 10/27/2009 11:40:46 AM

Modified: 10/27/2009 11:40:46 AM

Application: Adobe Photoshop Elements 2.0

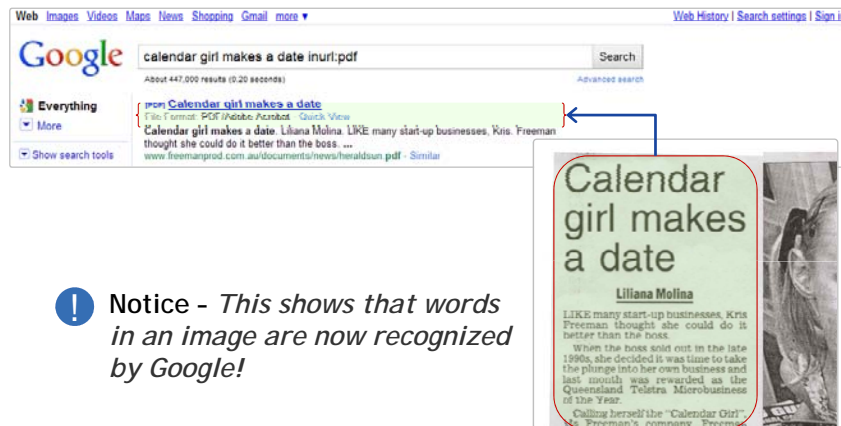
[Additional Metadata...](#)



## 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's a search bar with the text "Search what the politicians are saying" and a search box containing "economy". To the right of the search box are buttons for "Search videos" and "Learn more". Below the search bar, the "Audio Indexing" section is displayed. On the left, there's a list of "All Politicians" with links to "McCain", "Obama", and "Debates". Below this, there are four video thumbnails with titles and descriptions: "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 Beland adresse le congrès du NPD à Halifax en 2009" (2 months ago, 16:13, about 8 mentions), and "Jack Layton address to the New Democrat National Convention" (2 months ago, 28:04, about 6 mentions). On the right, a larger video player shows a news broadcast titled "Bernanke Hearing The State of Our Economy" with a woman speaking. Below the video player, there's a search bar with "economy" and a "Search inside this video" button.

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## 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?". Below the title, it says "GoogleWebmasterHelp 337 videos" and "Subscribe". The video content shows a man in a brown shirt speaking. A text overlay on the video reads: "SEO's, analysts, and even business owners, etc. searching for their own targeted keywords?". Below the video player, there's a red circle around the "CC" (Creative Commons) icon. To the right of the video player, there's a "7,299" view count and a "Suggestions" button.

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## Audio Indexing

### Video is Content

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

7,299

Like Add to Share Embed

English

0:00 Today's question comes from Zac. Zac, you had good luck because whenever I loaded up the Google Moderator page, it was right up the top so let's go ahead and jump into this one.

0:04 Zac asks, "AdWords keyword tool gives an estimate of the search traffic for a specific or broad keyword. How much, percentage wise, of this traffic do you believe are search marketers, SEO's, analysts, and even business owners, etc. searching for their own targeted keywords?"

0:08 Really interesting question. I think it probably is not all that much and I'll give you a reason as to why for that. Number one, take a look at how many people follow, I don't know, take for example, Danny Sullivan on Twitter or people that subscribe to my blog and the numbers that you and up with are about 50,000. So 50,000 people follow Danny, about 50,000 people follow me, about 1:40 50,000 people read my blog so what's that telling me is whether you look at very popular blog, SEO related, there is you know, 50, maybe 100,000 people that are interested in the SEO's aspect of things but compared to the millions and millions and millions of people

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)

Suggestions

What's your take on "addon domains?" by GoogleWebmasterHelp 0:072 views

Will Using Google Analytics have a negative eff... by GoogleWebmasterHelp 12:369 views

What signals are used in ranking other than Pag... by GoogleWebmasterHelp 10:154 views

Site Performance For Webmasters by GoogleWebmasterHelp 18:066 views

Interview with google's founder Sergey Brin

## Audio Indexing

### Video is Content



Web Images Videos Maps News Shopping Gmail more

Google

SEO's analysts and even business owners

About 710,000 results (0.14 seconds)

Advanced search

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 for 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.visitat.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

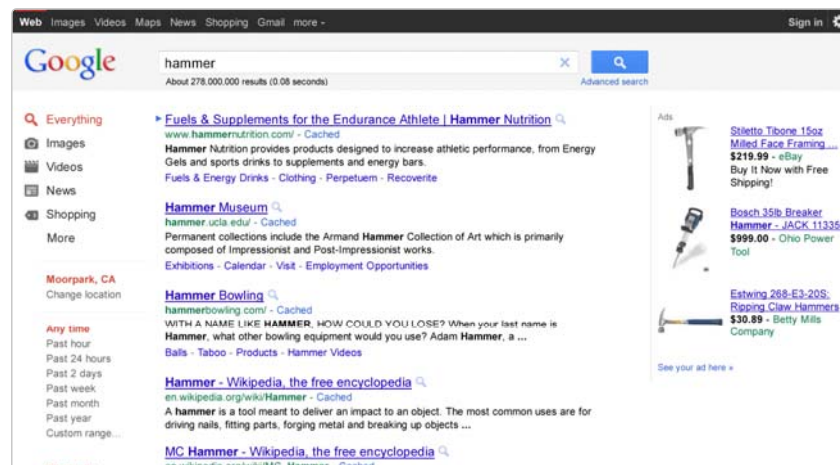
## Behavioral Keyword Research

This is critical

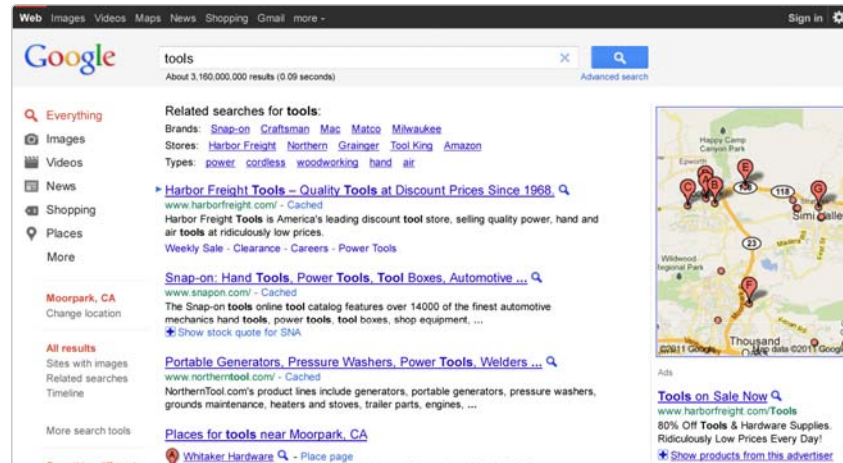
- Disjoint consecutive searches form a “long tail” filter for subsequent searches
- Based upon persona and community
- Last query in sequence is misleading
- Analytics becomes “less valuable” since last query tracked by analytics (last search results) may not have shown results based solely upon what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

## Behavioral Keyword Research

Hammer

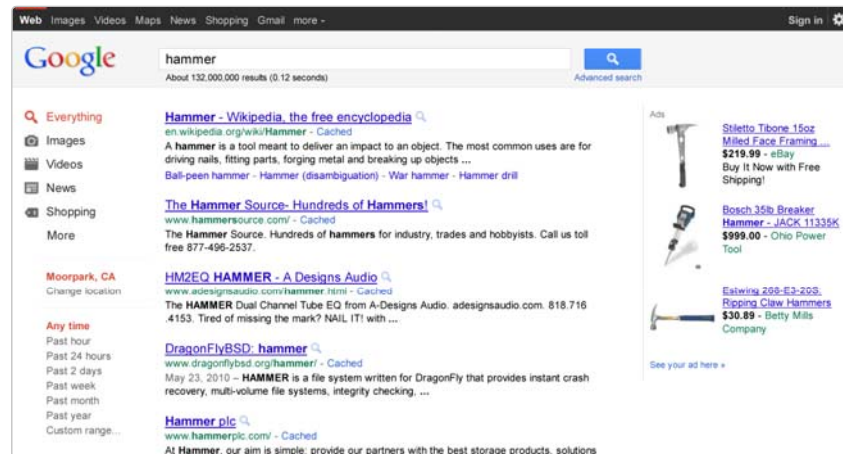


## Behavioral Keyword Research Tools



## Behavioral Keyword Research Hammer

🔗 Influenced by prior searches





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