

SEO Entry Level Rock Solid Basics

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The Fundamentals

- Keyword research
- Titles and meta optimization
- Copywriting
- Image and link optimization
- Navigation optimization
- Robot-friendly URLs
- Canonical URLs
- HTML validation
- Browser testing
- Site speed
- Using Flash effectively



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Keyword Research

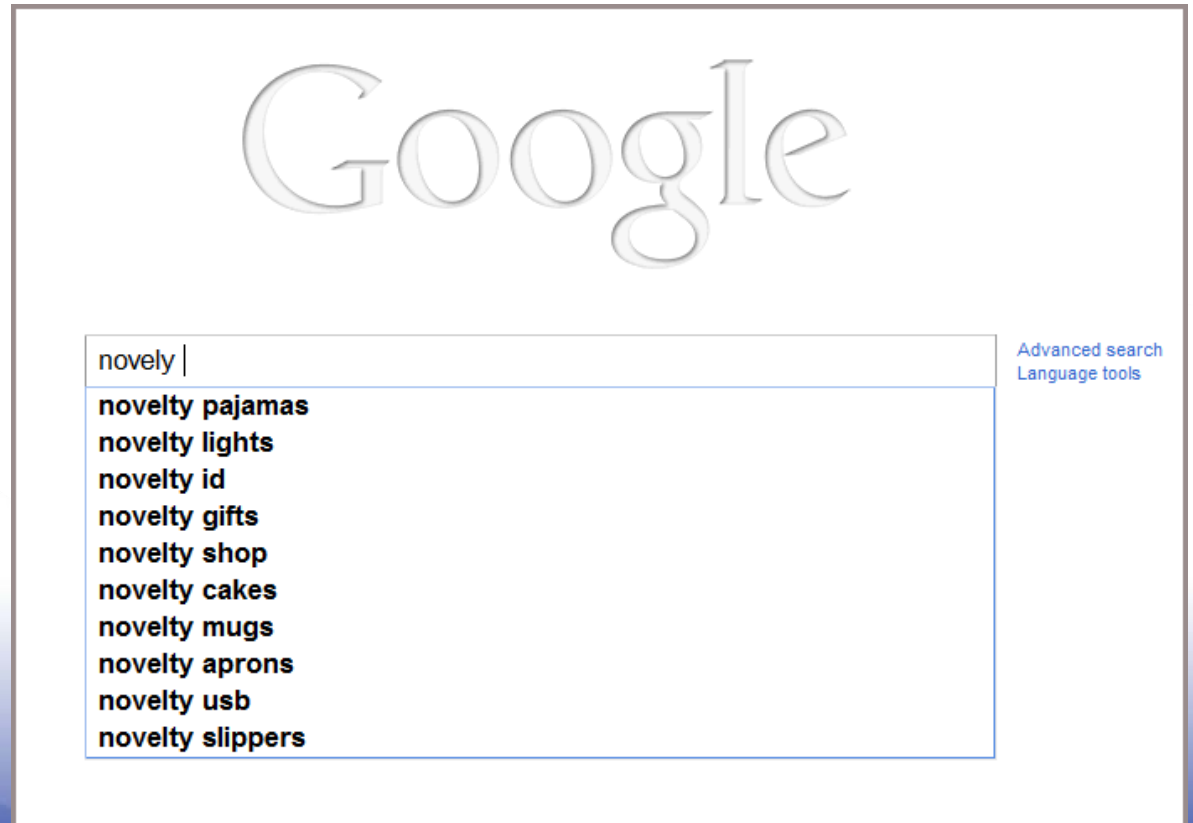
- Resources
 - Client Input
 - Analytics
 - Google Webmaster Tools
 - Google Adwords Keyword Tool
 - Google Search Suggest
 - Onsite search
 - Competitors
 - PPC Web Spy



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Keyword Research

- Google Search Suggest



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Keyword Research

- PPC Web Spy



Website: www.hubspot.com

Keyword	Position	Avg. CPC	Max. CPC	Clicks/Day	Cost/Day
keywords research	9	0.78	3.06	0.26	0.00
microsoft software development	11	0.88	3.90	0.20	0.00
b2b	3	0.71	2.55	196.71	139.55
adhost internet advertising	11	0.00	0.00	0.00	0.00
marketing ideas for realtors	9	0.77	2.98	0.27	0.00
blog client software	6	0.91	4.27	0.19	0.00
marketing online education	11	0.97	12.85	0.00	0.00
free trade leads	4	0.37	0.92	0.86	0.00
driver license test online	9	0.54	1.61	0.49	0.00
marketing services company	11	0.74	2.73	0.29	0.00
mlm leads	7	1.04	6.37	29.23	30.46
fortune hi tech marketing	6	0.47	1.31	3.16	1.50
golf marketing plan	5	0.00	0.00	0.00	0.00



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Keyword Research

- Significant spelling changes

Google

school supply

About 17,400,000 results (0.18 seconds)

Google

school supplies

About 26,200,000 results (0.17 seconds)



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Keyword Research

- Competition Ratio

- Helps set expectations.
- Shows number of websites competing for a searcher.
- Calculated by dividing number of Google results by number of searches.
- 25,000,000 Google results and search was performed 5,200 times = Competition ratio of 4,808:1
- 22,700 Google results and search was performed 14,427 times = Competition ratio of 2:1



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Title and Meta Optimization

- Title Optimization
 - About 65 characters including spaces.
- Description Optimization
 - About 155 characters including spaces.



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Title and Meta Optimization

Google search results for "kansas city internet marketing". The search bar shows "kansas city internet marketing" and "Search". Below the search bar, there are several search results. Red boxes highlight specific meta titles and snippets in the search results:

- Internet Advertising** (www.ontargetinteractive.com) - Ontarget specializes in targeted marketing with measurable results
- Easy Online Marketing** (PRWeb.com) - Cost-Effective Way to Boost Your Online Visibility. Sign Up Today!
- Internet Marketing Degree** (www.FullSail.edu) - Get Your Degree Online in Internet Marketing at Full Sail University!
- SEOMike Kansas City SEO & Kansas City Internet Marketing** - Marketing websites on the Internet since 1997. From doorknobs to diamonds, SEOMike has seen it all. Guru history and SEOMike approved SEO Tools!
- Kansas City Internet Marketing Services, Kansas City Internet Marketing** - We serve small businesses in Kansas City through our internet viral marketing services, effective marketing...
- Kansas City Small Business Marketing - Social Media Marketing and Social Media Marketing** - Laura Lake, Small Business Marketing and Social Media marketing Consultant based in Kansas City, Missouri specializes in the integration of Internet and Social Media Marketing...
- Internet Marketing Agency Kansas City | Ontarget Interactive - Home** - Increase your revenue using the newest measurable marketing and advertising tactics. Social networking, online advertising, search marketing, text marketing...
- emfluence** - emfluence Interactive Marketing is a full service online marketing agency and is ... Kansas City, MO 64105. P: 877-81-EMAIL (877-813-6245). F: 816-472-8855 ...
- BIGSHOT Full-Service Marketing Agency in Kansas City MO** - Full-Service Marketing Agency. BIG clients...BIG ideas...BIG results, neatly packaged in a close-knit, Kansas City-based marketing and advertising team...
- Kansas City Internet Marketing Advertising | Internet Marketing Advertising** - Find internet marketing advertising & Advertising Agencies in Kansas City, MO. Read business reviews, find driving directions, and more. internet marketing advertising...
- Internet, Article, Social, Website Marketing Services in Kansas City** - We are a very progressive and creative Online Internet Marketing Solutions Company. We know how to drive traffic to your website!
- Kansas City SEO | Website Design | Internet Marketing | Adcuda** - Adcuda provides online marketing solutions custom fit to you and your business' needs. Visit our site and see how we can help you set and achieve your marketing goals...
- Kansas City Internet Marketing Company | Search Engine Optimization** - Kansas City Internet Marketing, Search Engine Optimization, and Web Design company.



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Copywriting

- Incorporate keywords without being spammy.
- Write content that your searchers are looking for.
- Protect your content with a bot trap
<http://danielwebb.us/software/bot-trap/>



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Image and Link Optimization

- Links need title tags
 - Offers more information to screenreaders
 - Offers more information to search engines
- Images need ALT tags
 - Images are worth a thousand words to a user, but worth nothing to a search engine.
 - Offers alternate text for screenreaders
 - Offers alternate text for search engines
- Use Lynx browser to test the site



Navigation Optimization

- Navigation must not be image based!
 - Search engines can't read text inside an image.
 - Rollover effects can be recreated using CSS.
- Navigation must not be Flash!
 - Search engines can't index flash.
- Use the shortest URL possible.
 - `http://www.example.com/cgi-bin/u.sh/2.0/dept.htm?dept_id=Safari&product_id=32231`



Canonical URL

Canonical problems can cause duplicate content.

If the same video is available at both URLs

<http://example.com/videos/122344.html>

<http://example.com/videos/tractors.html>

Both pages need this Canonical URL Tag

```
<link rel="canonical"  
      href="http://example.com/videos/tractors.html />
```

Google treats this tag as a hard redirect, so don't mess it up.



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Valid HTML

- W3C Validator: <http://validator.w3.org>
- Valid code is important for proper indexing and ranking of your website.
 - Web browsers correct code on the fly.
 - Search engine robots aren't good at it.
- Before fixing code a client had 9 pages indexed and 19 links.
- After fixing code a client has 12,000+ pages indexed and 2.3 million links.
















Browser Testing

- Check analytics to see what browsers people use to visit your site.
- Use traffic data and conversion rate to justify expense of making a site work in a particular web browser.



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Browser Testing

	Browser and OS None 	Visits Visits  	Visits
1.	 Internet Explorer / Windows	53,161	39.76%
2.	 Firefox / Windows	22,587	16.89%
3.	 Safari / Macintosh	16,838	12.59%
4.	 Chrome / Windows	14,153	10.59%
5.	 Firefox / Macintosh	6,368	4.76%
6.	 Safari / iPhone	4,344	3.25%
7.	 Safari / Android	3,414	2.55%
8.	 Chrome / Macintosh	3,308	2.47%
9.	 Mozilla Compatible Agent / iPhone	2,058	1.54%
10.	 Safari / iPod	1,256	0.94%



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Browser Testing

Case Study 1

- 3% or in this case 4,365 visitors came to the site on an iPhone and none converted because the site didn't work on the iPhone.
- After a mobile version of the website was created, 1.5% of iPhone users converted to sales adding \$27,500 in yearly revenue.
- Other mobile devices added an additional \$15,750 in yearly revenue.



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Browser Testing

Case Study 2

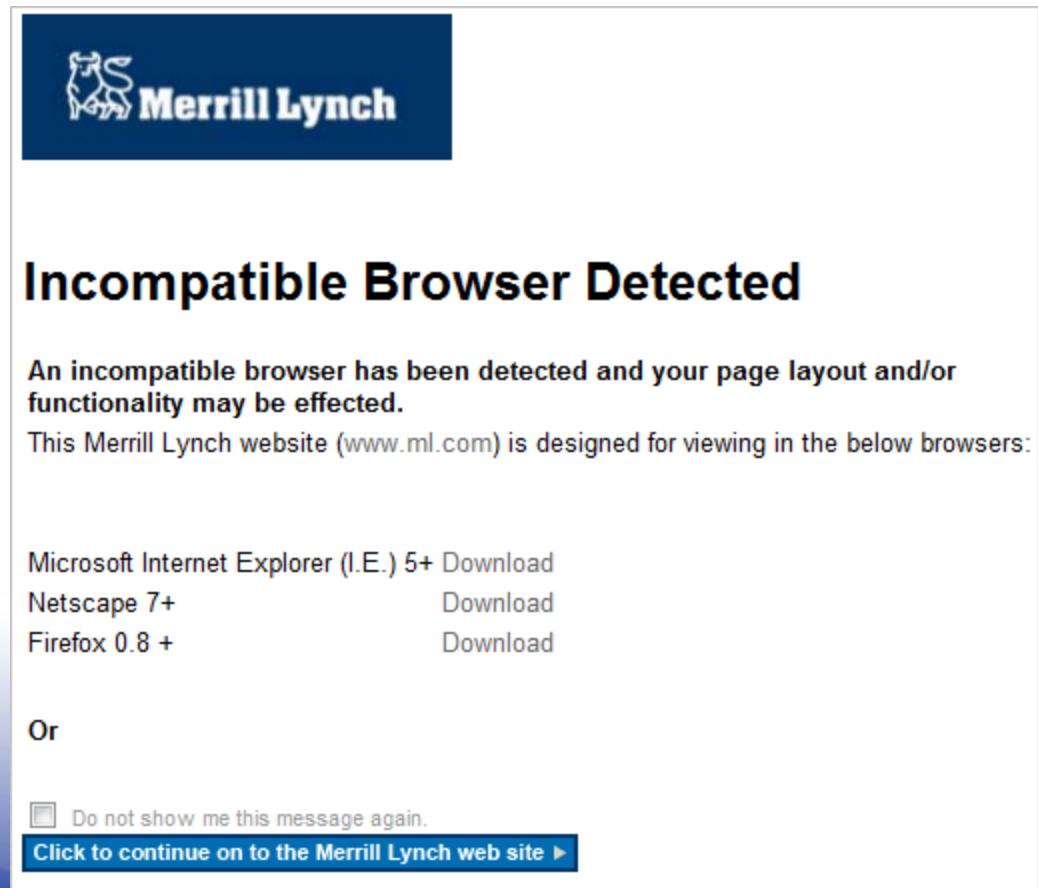
- IE 6 users converted at 2.1% because the site didn't work well.
- After modifying the site to work in IE 6 the conversion rate rose to 3.95%.
- The rise in conversion rate added \$165,000 in revenue per year for the client.



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Browser Testing

- Merrill Lynch thinks you need Netscape!



The screenshot shows a browser error message from Merrill Lynch. At the top left is the Merrill Lynch logo, which consists of a stylized 'ML' monogram and the text 'Merrill Lynch' in a white serif font on a dark blue rectangular background. Below the logo, the main heading reads 'Incompatible Browser Detected' in a bold, black, sans-serif font. Underneath this, a paragraph states: 'An incompatible browser has been detected and your page layout and/or functionality may be effected.' This is followed by another paragraph: 'This Merrill Lynch website (www.ml.com) is designed for viewing in the below browsers:'. Below this text is a list of supported browsers with links to download them: 'Microsoft Internet Explorer (I.E.) 5+ Download', 'Netscape 7+ Download', and 'Firefox 0.8 + Download'. The word 'Or' is centered below the list. At the bottom left of the message area, there is a checkbox with the text 'Do not show me this message again.' To the right of the checkbox is a blue button with white text that says 'Click to continue on to the Merrill Lynch web site >'. The entire message is contained within a white rectangular box with a thin border.



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Site Speed

- April 10, 2010. Google announced “...we’ve decided to take site speed into account in our search rankings.”
- Using multiple CNAMEs can reduce page load time.
- Call external resources at the top of your code and position with CSS.
- Use <http://www.dnsqueries.com> to check how many sites share your server.



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Use Flash Effectively

- Load Flash from it's own CNAME.
- Offer transcripts to your video for search engines.
- As long as the transcripts presented reflect the spoken word in the video you'll be fine with Google.
- Provide alternate content using SWFObject



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Use Flash Effectively

SWFObject 2 HTML and Javascript Generator



The screenshot shows a web browser window titled "SWFObject 2 HTML and JavaScript generator v1.2". The interface is organized into several sections:

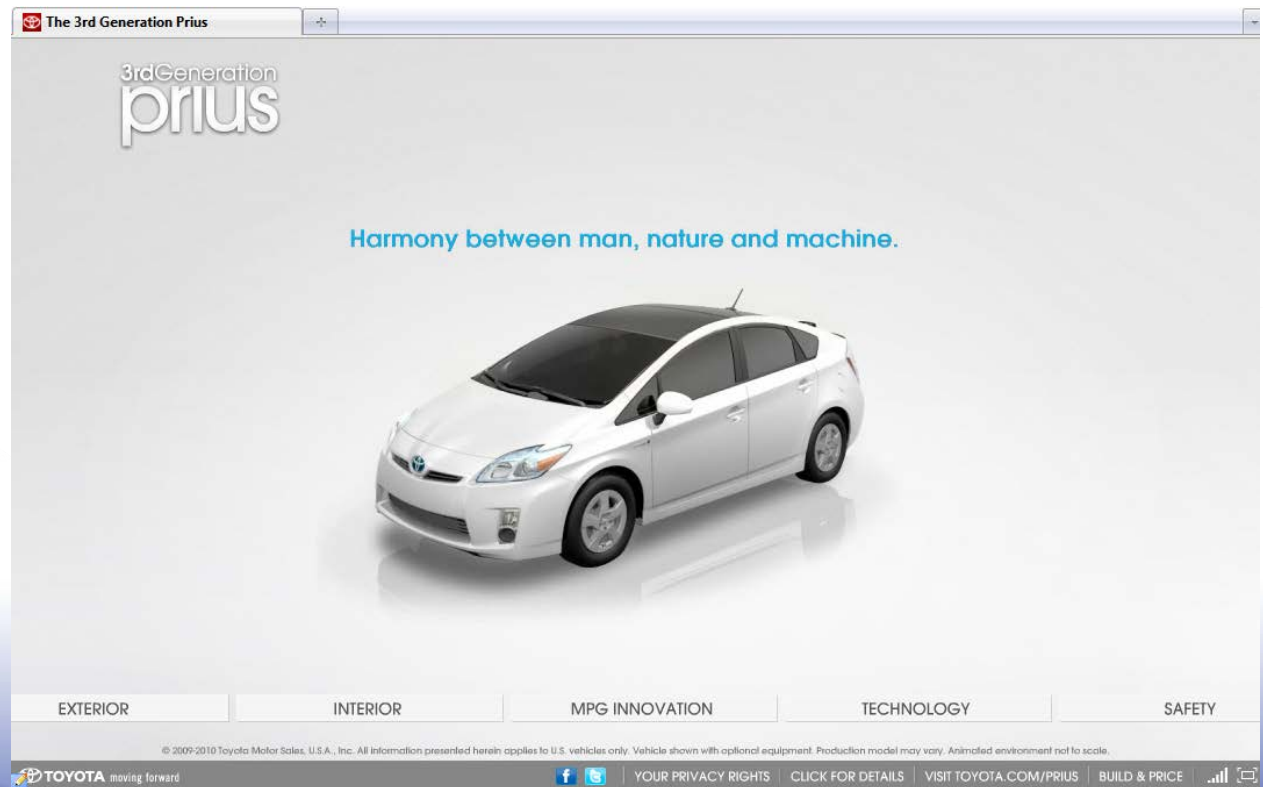
- SWFObject configuration [-]**:
 - SWFObject (.js): *** swfobject.js
 - Publishing method: *** Static publishing (with a "what is this?" link)
 - Detect Flash version: *** 9 . 0 . 0
 - Adobe Express Install:** expressInstall.swf
- SWF definition [-]**:
 - Flash (.swf): *** untitled.swf
 - Dimensions: *** 800 x 600 pixels
 - Flash content id *** myFlashContent
 - [more](#)
- HTML definition [-]**:
 - HTML Template:** XHTML 1.0 Strict
 - Character encoding:** iso-8859-1
 - Alternative content:** [what is this?](#)
 - ```


```

At the bottom, there are buttons for "Generate", "Clear", "Save file", and "Copy to clipboard". Below these is a section for "Generated output [-]" which is currently empty.

# Use Flash Effectively

What users with Flash see:



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# Use Flash Effectively

What Google sees:

This is Google's cache of <http://www.toyota.com/vehicles/minisite/newprius/>. It is a snapshot of the page as it appeared on Feb 27, 2011 00:09:39 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

[Full version](#)



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# SEO Tools

- Google Adwords Keyword Tool:  
<https://adwords.google.com/o/Targeting/Explorer>
- PPC Web Spy: <http://www.ppcwebspy.com>
- Lynx Browser: <http://lynx.isc.org/>
- W3C Validator: <http://validator.w3.org>
- IP Neighbors: <http://www.dnsqueries.com>
- SWFObject Generator:  
[http://code.google.com/p/swfobject/downloads/detail?name=swfobject\\_generator\\_1\\_2\\_air.zip](http://code.google.com/p/swfobject/downloads/detail?name=swfobject_generator_1_2_air.zip)
- Bot Trap: <http://danielwebb.us/software/bot-trap/>



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