



5 Things You Should Know About SEO

June 2011

Center for Economic Development

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Overview of the 5 Items

- 1) What is Search Engine Optimization (SEO)?
- 2) Search Friendly Design and Development
- 3) Keyword Research
- 4) Growing Popularity and Links
- 5) Myths and Misconceptions About Search Engines



SEO Defined

- The process of increasing the number of visitors to a Web site by achieving high rank in the search results of a search engine.
- The higher a Web site ranks in the results of a search, the greater the chance that users will visit the site.
- Most Internet users do not click past the first few pages.

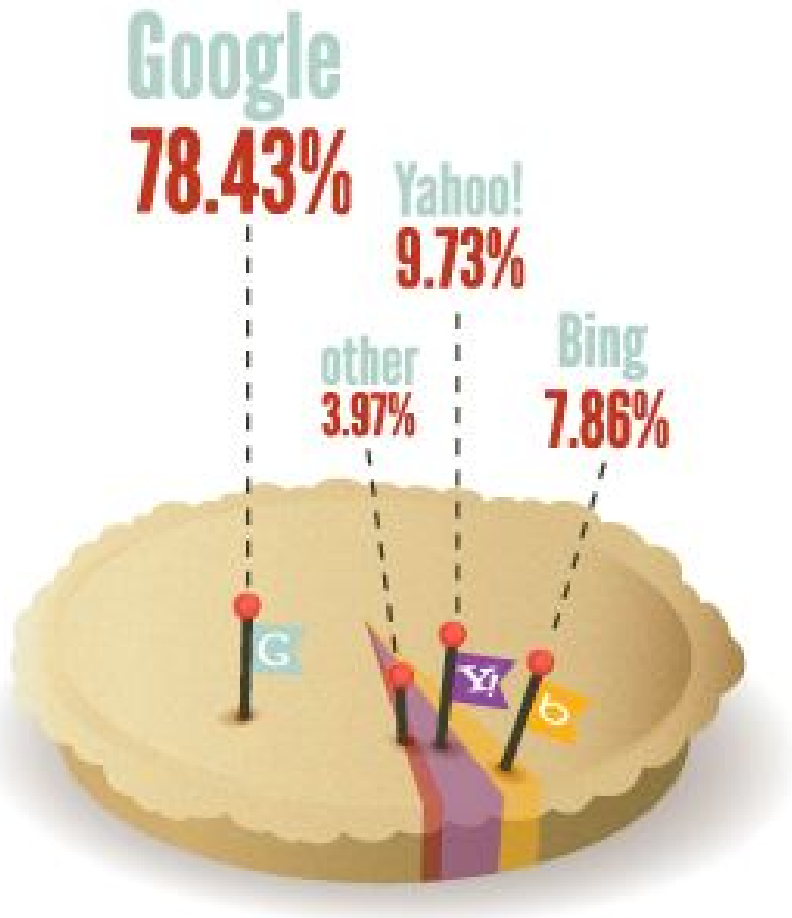


The Big 3 (aka GYM)





Search Engine Market Share



Note: If you are doing business in China, Baidu.com has the market share on search and in Russia it is Yandex.com



Search engines have 4 functions:

- 1) Crawling
- 2) Building an index
- 3) Calculating relevancy & rankings
- 4) Serving results – Search Engine Results Pages (SERPs)



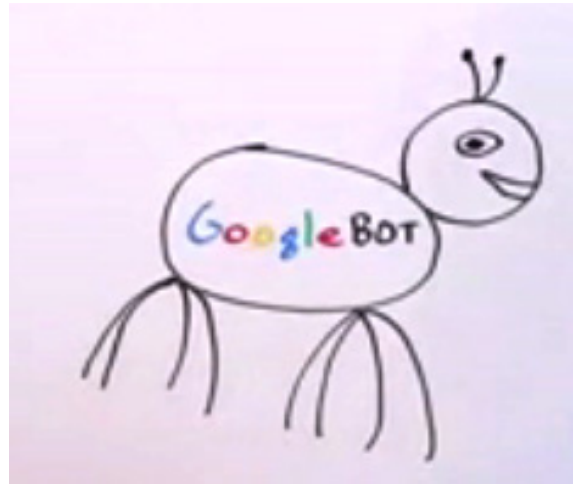
First Function: Crawling the Web

- The World Wide Web can be compared to a big city subway.
- The best way to navigate through this city subway filled with billions of documents is through **LINKS**.



Crawling the Web (cont.)

Search engines' automated robots, called “crawlers,” or “spiders” can reach the many billions of pages.





Second Function: Indexing

- What the search engines can access, that information is stored on massive hard drives in data centers in cities all over the world.
- Essentially, indexing is stored data from the crawlers that is quick and easy to retrieve.



Third Function: Calc. Relevancy & Rankings

The Google logo is centered on the slide. It features the word 'Google' in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

A screenshot of the Google search interface is shown. It includes a large, empty search input box. To the right of the box are two links: 'Advanced search' and 'Language tools'. Below the search box are two buttons: 'Google Search' and 'I'm Feeling Lucky'.

Google provides what it perceives as the most relevant results. In most cases, answers to our questions.



Fourth Function: Calc. Relevancy and Ranking



center for economic development chico Search

center for economic development **chico**

center for economic development **chico ca**

center for economic development

center for economic development **uaa**

center for economic development **and research**

SafeSearch off

- Everything
- Images
- Videos
- News
- Shopping
- More

About 502,000 results (0.11 seconds) [Advanced search](#)

Chico, CA
Change location

All results
Timeline
More search tools

[CEDcal | Welcome](#)

The mission of the **Center for Economic Development (CED)** at California State University, **Chico** is to educate and build the knowledge and capacity of ...

www.cedcal.com/ - [Cached](#) - [Similar](#)

[Center for Economic Development - Chico, CA](#)

The mission of the **Center for Economic Development (CED)** at California State University, **Chico** is to educate and build the knowledge and capacity of ...

www.chamberorganizer.com/quincychamber/mem_cedcal - [Cached](#)

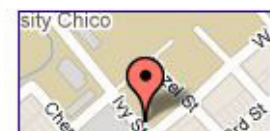
[Center for Economic Development - Chico, CA](#)

Specialties: Community Workshops, Conferences and Events The CED disseminates **economic development** and planning information, skills and expertise by hosting ...

www.yelp.com > [Education](#) > [Colleges & Universities](#) - [Cached](#)

Organic Results

Note: Yelp.com is listed third on SERPs.



California State University Chico: Economic Development

[Place page](#)



What Does This Mean to You?

There are some things that the search engines have provided us to help improve rankings on SERPs.

This leads to more traffic, potential sales, and an increase in a customer fan base.



Info. From **Google** Webmaster Guidelines



- Make pages for Users, and not for search engines.
- Every page should be reachable from at least one static link.
- Create a useful, information-rich site, and write pages that clearly and accurately describe your content. Make sure your <title> elements and ALT attributes are descriptive and accurate (**more about this later**).
- Keep the links on a given page to a reasonable number (fewer than 100)



Info. From **Yahoo** Webmaster Guidelines



- The number of other sites linking to it.
- The content of the pages.
- The updates made to indices.
- The testing of new product versions
- The discovery of additional sites
- Changes to the search algorithm – and other factors



Info. From **Bing** Webmaster Guidelines



- In the visible page text, include words users might choose as a search query terms to find the information on your site.
- Limit all pages to a reasonable size. We recommend one topic per page. An HTML page with no pictures should be under 150 KB.
- Make sure that each page is accessible by at least on static text link.
- Don't put the text that you want indexed inside images. For example, if you want your company name or address to be indexed, make sure it is not displayed inside a company logo. **(more about this later).**



The Basics of Search Friendly Design & Development

Despite changes in crawling technology, the below is virtually invisible to search engine spiders:

- Images
- Flash files
- Java applets
- And other non-text content



The Basics of Search Friendly Design & Development (Cont.)

Solution:

- Images in gif, jpg, or png format can be assigned “alt attributes” in HTML, providing search engines a text description of the visual content.
- Flash or Java plug-in contained content can be repeated in text on the page. Keep in mind that Flash will not display on an iPhone or iPad.
- Video & audio content should have an accompanying transcript if the words and phrases used are meant to be indexed by the engines.



(Cont.)

El Dorado County

Complements of:

[El Dorado County Office of Economic Development](#)

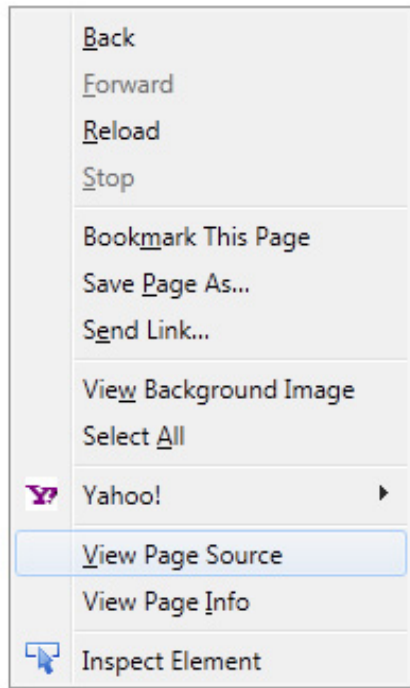


Complements of:

[County of Mendocino Office of Economic Development](#)



Example of an image “**alt attribute**” on my website. You can view the source code of a web page by “**Right-clicking, View Page Source**”





(Cont.)

- Also, on that note make sure your filenames are not image1, image2, image3. In the previous slide the filename was El-Dorado-Seal.png. Or, El-Dorado-County.png. Experiment.

```
Office of Economic Development" href="http://www.co.el-dorado.ca.us/Government/Economic/Data on Demand.aspx">El Dorado County</a>
```

```
line;"><strong><a title="The El Dorado County Office of Economic Development" href="http://www.co.el-dorado.ca.us/Government/Ecor
```

```
ox;"><a href="http://www.co.el-dorado.ca.us/home.aspx" target="_blank">  
ox;"></div>  
s/home.aspx" target="_blank">  
ox;"><br /></div>
```

```
ox;"><a href="http://www.co.el-dorado.ca.us/Government/Economic/Data on Demand.aspx" target="_blank">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en">
<head>
  <base href="http://www.cedcal.com/" />
  <title> CEDcal | Broadband </title>
  <link rel="shortcut icon" href="/favicon.gif" />
  <script type="text/javascript" src="js/jquery.js"></script>
  <script type="text/javascript" src="js/accordion.js"></script>
<script type="text/javascript">
jQuery().ready(function() {

  // Accordian
  jQuery('ol').attr('id', 'cord');
  jQuery('#cord').Accordion({
    active: 'h4.selected',
    header: 'h4',
    alwaysOpen: false,
    animated: true,
    showSpeed: 300,
    hideSpeed: 300

  });

});
</script>

<link rel="stylesheet" type="text/css" media="screen" href="http://www.cedcal.com/themes/ced/css/layout.css?m=1246293480" />
<link rel="stylesheet" type="text/css" media="screen" href="http://www.cedcal.com/themes/ced/css/typography.css?m=1210713229" />
<link rel="stylesheet" type="text/css" media="screen" href="http://www.cedcal.com/themes/ced/css/form.css?m=1210780945" />
</head>
<body>
<div id="wrap">
  <div id="head">
    <h1>CEDcal</h1>
    <em style="tagline">Center for Economic Development, California</em>

    <div id="topsearch">

      <form id="SearchForm_SearchForm" action="" method="get" enctype="application/x-www-form-urlencoded">

        <p><input class="text nolabel" type="text" id="SearchForm_SearchForm_Search" name="Search" value
        <input class="hidden" type="hidden" id="SearchForm_SearchForm_formController" name="formConte
```



The Basics of Search Friendly Design & Development (Cont.)

On-Page Optimization:

- Title Tags make for terrific low-hanging fruit for SEO Optimization.
- 70 Characters is the maximum amount that will display in the search results
- Place important keywords close to the front based on field testing
- Leverage branding in the title tag. Example tag from SEOMoz.org Website: `<title> SEO Resources | Find SEO Tips, Guides, Tools & More at SEOMoz </title>`
- Example: `<meta name="description" content="Interested in SEO? Check out the SEOMoz resources to get great SEO tips, guides, tools and other information to learn all about search engine optimization." />` (LIMIT 160 characters)



Cont.

On-Page Optimization Regarding URLs:

- Keep in mind that the uniform resource locator (URL) has great value, and it appears in multiple locations.
- URLs display in search results
- URLs make an appearance in the web browser's address bar. This does not have an impact on search engines, but it may impact user experience.
- Creating shorter URLs is better. Easy to remember, easy to copy and paste, and will be fully visible in search results.
- Use descriptives such as www.comicbooks/batman vs www.comicbooks/item123
- Use hyphens to separate words in a URL. Example: www.comicbooks/batman-robin



Cont.

On-Page Optimization Regarding Duplicate Content:

- Avoid Duplicate content. Just like a human, if Google evaluates a web page as duplicate content it will skip the page and not index it for search.

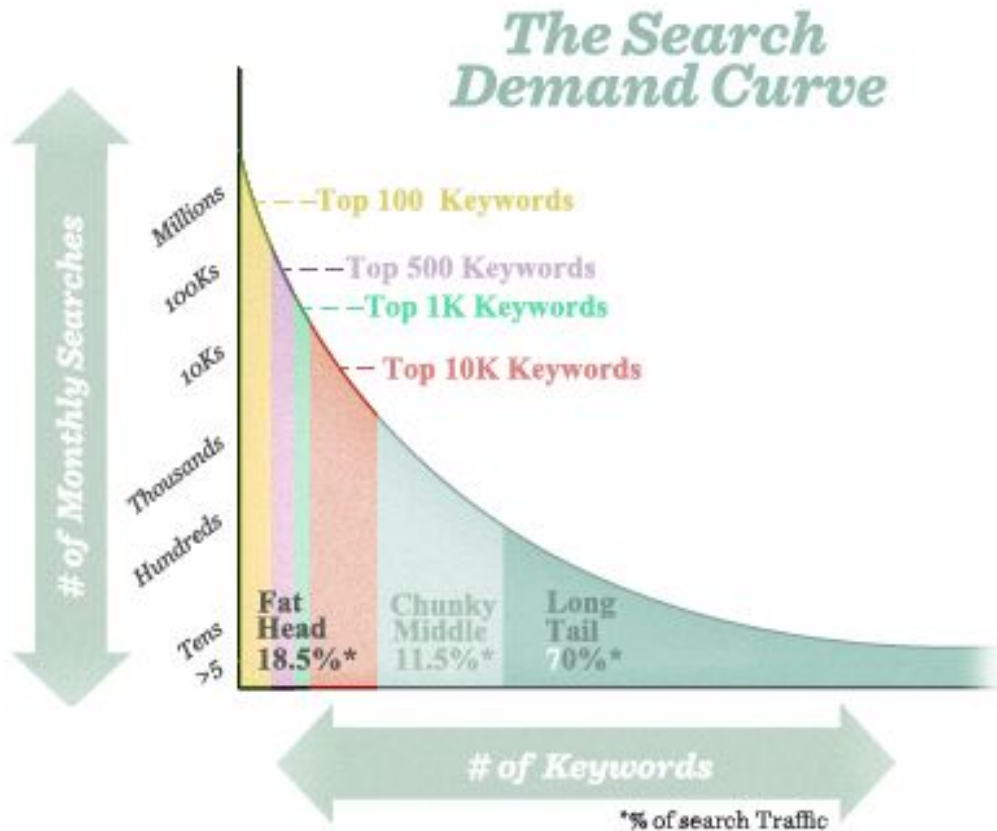


Keyword Research

- Keyword Definition: a word that a search engine user might use to find a relevant web page(s).
- Keyword research is one of the most important, valuable, and high return activities in the search marketing field.
- It is important to learn your market's keyword demand, plus understand more about how your customers search as a whole.
- If your site is selling shoes, and your keywords say “fancy foot wear” then it is a good chance that there will be little traffic to your site.



Keyword Research



- Popular search terms such as “used car” consist of only 30% of overall searches.
- The majority of keyword searches (70%) are the “long tail searches.” These are the three or four keyword phrases.
- 1/5 of all Google search queries per month have never been searched before.



Example Keyword Report

	Keyword <input type="text" value=""/>	None <input type="text" value=""/>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	center for economic development chico		89	3.97	00:02:58	42.70%	30.34%
2.	center for economic development		35	4.06	00:02:04	57.14%	31.43%
3.	ced chico		30	3.53	00:01:28	36.67%	13.33%
4.	chico center for economic development		26	3.38	00:02:27	34.62%	38.46%
5.	cedcal		18	6.61	00:04:34	50.00%	27.78%
6.	dan ripke		17	4.47	00:06:33	58.82%	47.06%
7.	dan ripke ced		17	1.29	00:00:22	5.88%	94.12%
8.	www.cedcal.com		16	3.62	00:02:15	56.25%	37.50%
9.	cedcal.com		14	5.07	00:04:26	71.43%	14.29%
10.	chico state center for economic development		13	2.77	00:01:02	69.23%	38.46%
11.	butte count profile ced		12	4.75	00:07:21	0.00%	16.67%
12.	ced chico state		11	3.91	00:03:25	27.27%	27.27%
13.	center for economic development chico ca		9	3.11	00:00:59	100.00%	33.33%
14.	chico ced		9	6.67	00:07:28	55.56%	0.00%
15.	dan ripke center for economic development		9	4.00	00:01:29	66.67%	33.33%
16.	shaun carrigan		9	2.22	00:00:45	66.67%	77.78%
17.	center for economic development california state university, chico		8	2.00	00:00:15	37.50%	62.50%
18.	chico economic development		8	3.12	00:00:53	37.50%	50.00%
19.	chico state dan ripke		8	2.62	00:02:08	12.50%	25.00%
20.	melissa smith chico		8	1.75	00:02:36	37.50%	75.00%
21.	northern california economic forecast 2011		7	1.71	00:00:09	100.00%	71.43%
22.	site:http://www.cedcal.com		7	10.71	00:07:55	0.00%	28.57%
23.	tri counties economic conference		7	2.29	00:01:13	57.14%	42.86%



Growing Popularity & Links

Intro:

- The more important the site is, the more links from that site matter to the search engines.
- Search engines also use a measurement for **trust** since an estimated 60% of the web's pages are spam. Earning links from highly trusted domains give that site trust.
- Growing the link profile of a website is critical in gaining traction, and traffic from the engines.



Growing Popularity & Links

2 Samples of Link Building Strategies:

- Get your customers to link to you. It is similar to having a customer sport your companies bumper sticker
- Build a company blog with fresh, unique, entertaining information. This is one of the few items recommended by Google. Can earn listings and links from other blogs.



Growing Popularity & Links

Anchor Text:

- Make sure your anchor text (hyperlinks) are **NOT** “Click Here” or “Here.” Instead, write anchor text that is relevant to the content. Check out our selection of [Used Cars](#). The hyperlink is usedcars.com
- If you type Click Here in Google search. The search engine results pages shows a company called “click here” first and then Adobe. Adobe has Click Here to download their product all over the web.



Growing Popularity & Links

Create your Social Media Presence:



YouTube (owned by Google)

Create interesting videos about your products. Drive traffic back to your website.



Facebook (Microsoft has a stake)

Choose the right name for your Facebook Business Fan page. Pick the best URL for your account. Choose a URL/Username that is your business name.



LinkedIn

Create a company profile for users to view. Drive traffic back to your website.



Twitter

People tweeting links from your site helps with SEO. The more important those people are on Twitter the better it will be.



Growing Popularity & Links



Yelp.com (consumer review site)

Claim your business on Yelp.com. In some cases people don't conduct typical web searches anymore. It's done on smart phone via the Yelp app.

Ninety-four million Americans are online everyday, and 64 percent use the Internet as their primary way to search for local businesses.

A good reason to get listed on these consumer/business connection sites just to name a few.



Local.com



Merchantcircle.com



[Google, Yahoo, and Bing Business Listings](#)



Myths and Misconceptions About Search Engines

- Search Engine Submission: Since 2001 search submission is not required, and is virtually useless. Search engines will discover your site naturally.
- Meta Keywords Tag: This used to be important, but quickly was spammed to death.
- Keyword Stuffing: Stuffing a web page will not work. Use keywords intelligently.



Myths and Misconceptions About Search Engines

- Paid Search Helps Bolster Organic Results: Increasing the Paid For Click (PPC) advertising just does not increase organic search results.
- Keep in mind that search engines spend a lot of time and money preventing spam in search results. They know users hate spam. Avoid black hat techniques. Your site will get penalized or even banned.
- With a little time and effort white hat techniques are far more attractive.



Final Note:

June 8th workshop will focus on:

- Google Analytics
- Search Engine Tools and Services
- Measuring and Tracking Success
- Putting together an SEO Plan



Resources to Broaden Your SEO Knowledge

Beginner's Guide to SEO: <http://www.seomoz.org/beginners-guide-to-seo>

The Beginner's Guide to Search Engine Optimization (SEO) is an in depth tutorial on how search engines work that covers the fundamental strategies that make websites search engine friendly.

A Complete Glossary of Essential SEO Jargon:

<http://www.seomoz.org/blog/smwc-and-other-essential-seo-jargon>

Search Engine Optimization 15 Minute Introductory Video:

<http://www.seomoz.org/learn-seo/>

Internet Marketing Strategy: Conversation Marketing

<http://www.conversationmarketing.com/>



Resources to Broaden Your SEO Knowledge

Books:

The Art of SEO

Comprehensive guide to SEO.

SEO Warrior

Another great book on SEO.