



ICMA

International Classified
Media Association

Advanced SEO

ICMA Athens Convergence 2014

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Chairman

31.10.2014



Agenda

- Fundamentals of search
- What's happening in SEO
- Classified Specifics
- Q & A



Fundamentals of search

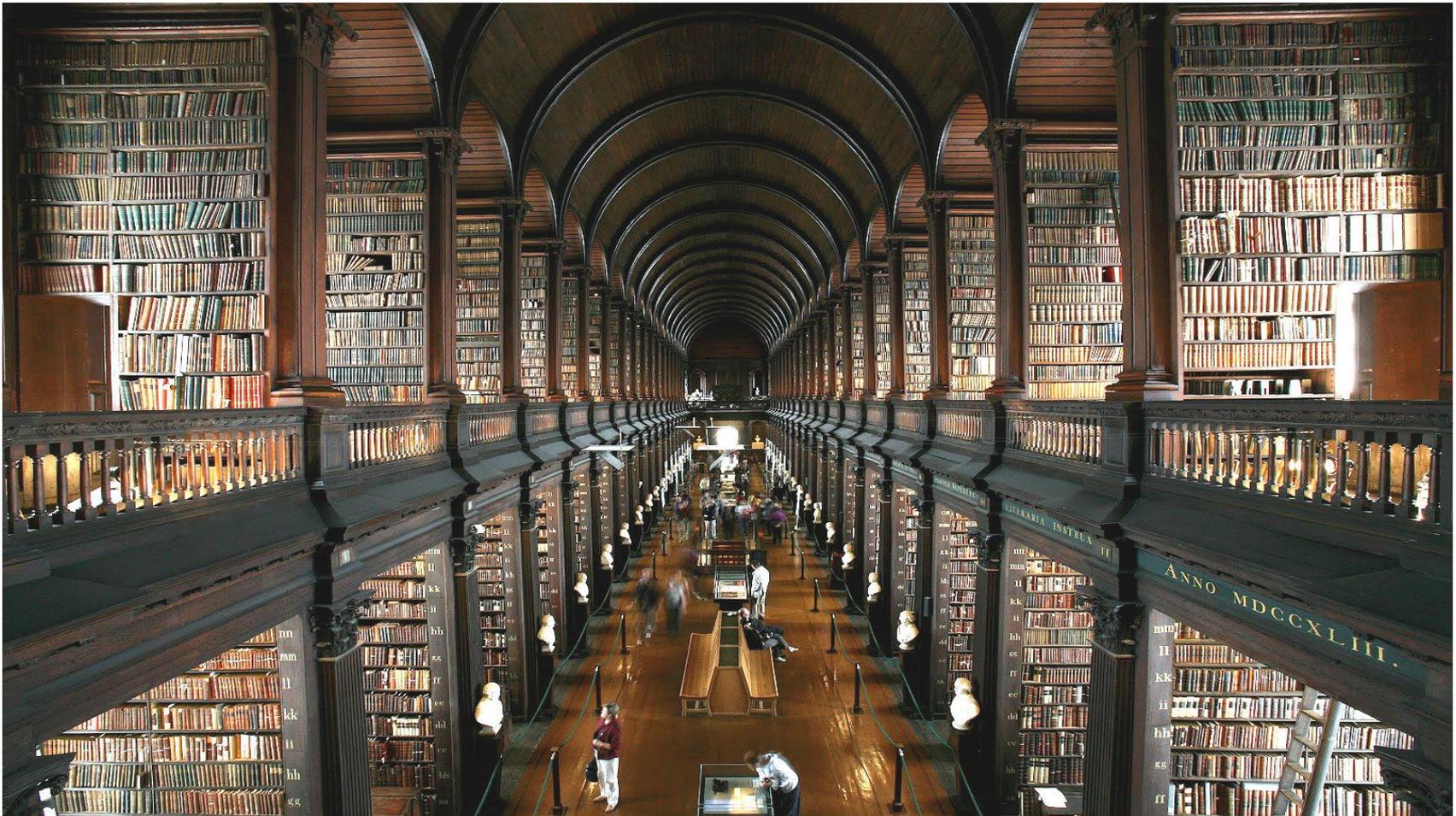


«Google's mission is to **organize** the **world's information** and make it **universally accessible** and **useful.**»



Knowledge Management

Finding **the right** information is your focus



Old-School «Search Engines»

Your «keyword query» is essential



Eugene Garfield's «Science Citation Index» (1963)

Footnotes are the «Links» to specific keywords

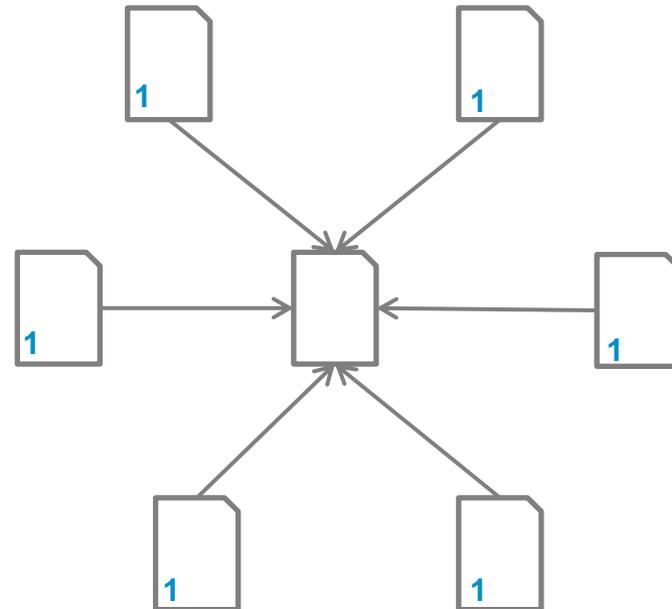


Eugene Garfield is an American scientist, one of the founders of bibliometrics and scientometrics.

Source: [Wikipedia](#)

So if you are reading a text and it contains a **Footnote**¹, you will find more relevant information for that word in the source.

¹ <http://www.merriam-webster.com/dictionary/footnote>



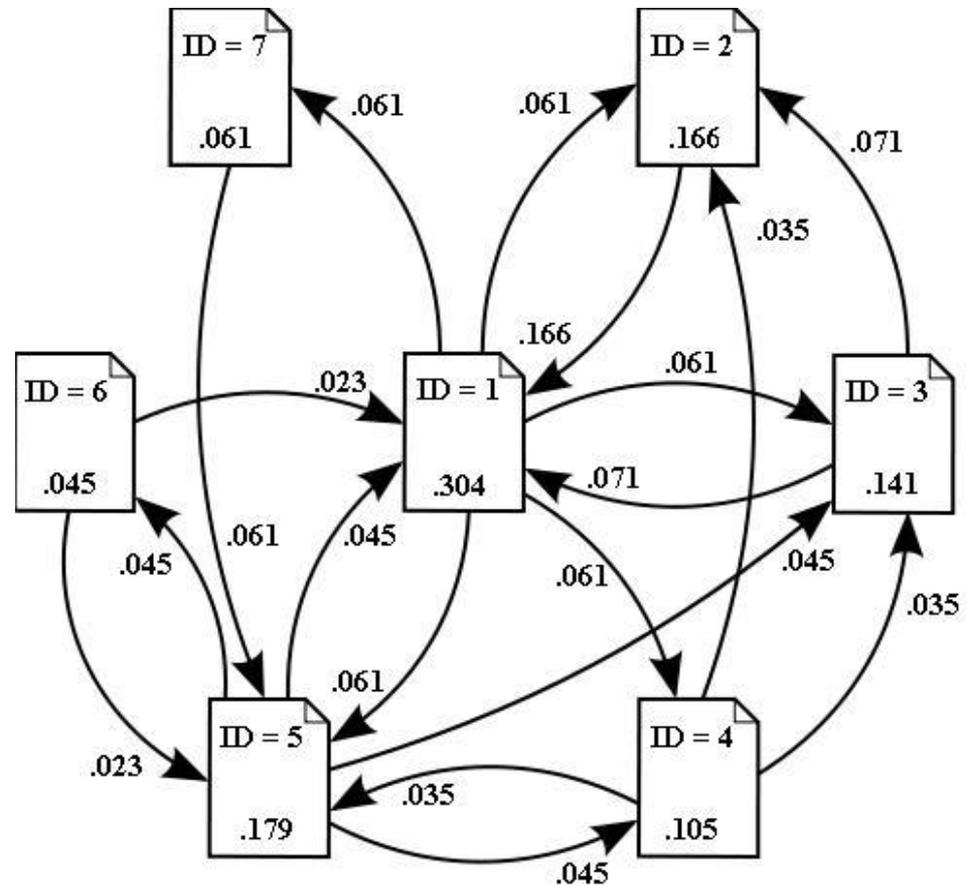
Google PageRank

Introduction of «weight» into the calculation



Lawrence Page is an American business magnate and computer scientist who is the co-founder of Google, alongside Sergey Brin.

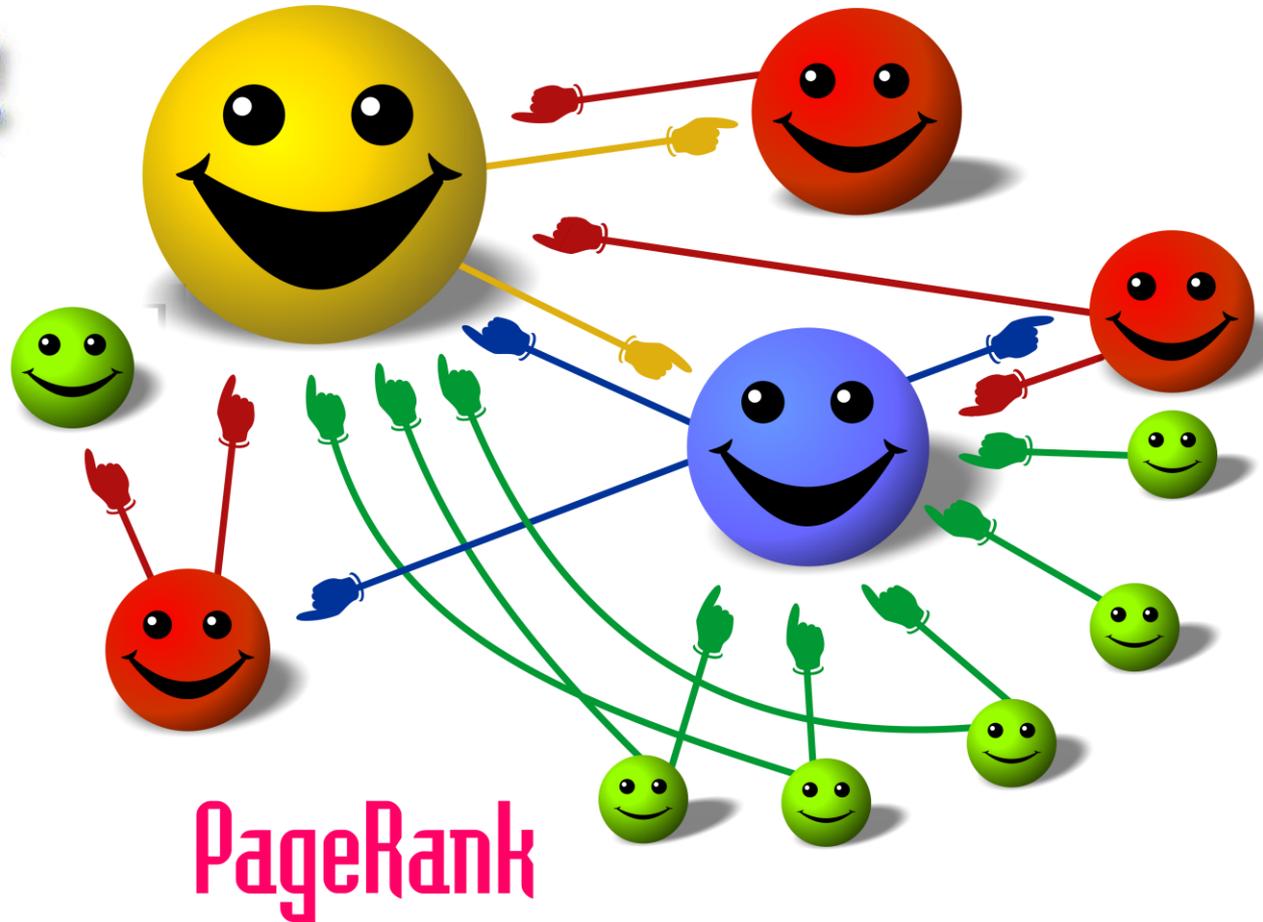
Source: [Wikipedia](#)



Google PageRank

So let's leave math out of it...

Google!
BETA



Search Engine Marketing (SEM)

- Search-Engine-Marketing is the combining term for SEA and SEO:

– SEA = Search Engine Advertising

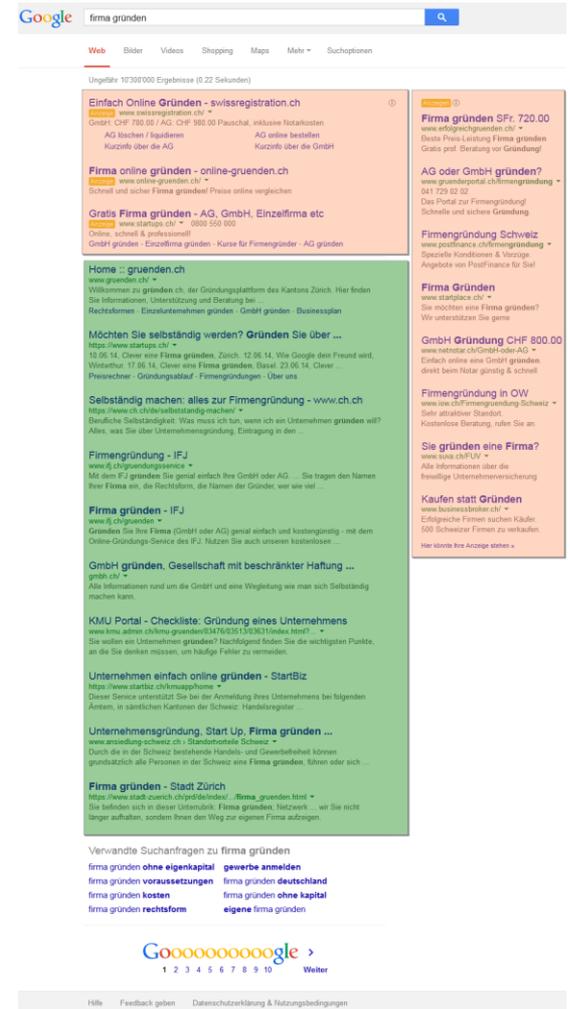


You pay for each visit of your user

– SEO = Search Engine Optimization



You don't pay for your users 😊



The screenshot shows a Google search for "firma gründen". The search bar at the top contains the text "firma gründen" and a search icon. Below the search bar, there are several search results, including "Einfach Online Gründen - swissregistration.ch", "Firma online gründen - online-gruenden.ch", "Gratis Firma gründen - AG, GmbH, Einzelfirma etc", "Home :: gruenden.ch", "Möchten Sie selbständig werden? Gründen Sie über ...", "Selbständig machen: alles zur Firmengründung - www.ch.ch", "Firmengründung - IFJ", "Firma gründen - IFJ", "GmbH gründen, Gesellschaft mit beschränkter Haftung ...", "KMU Portal - Checkliste: Gründung eines Unternehmens", "Unternehmen einfach online gründen - StartBiz", and "Unternehmensgründung, Start Up, Firma gründen ...". At the bottom of the page, there is a "Go" button and a "Weiter" button.



So what's happening in SEO...



Quite simple....



"This Google Algorithm always works for me!"



Google™ Penguin



- Link Schemes
- Keyword Stuffing
- Over Optimization
- Unnatural Links

Image-Source: <http://www.matomy.com/>



KeyWord Stuffing

Keyword Phrase: "Auto Repair"

"Tom's Auto Repair" → Title Element

<http://tomscars.com/auto-repair/> → URL

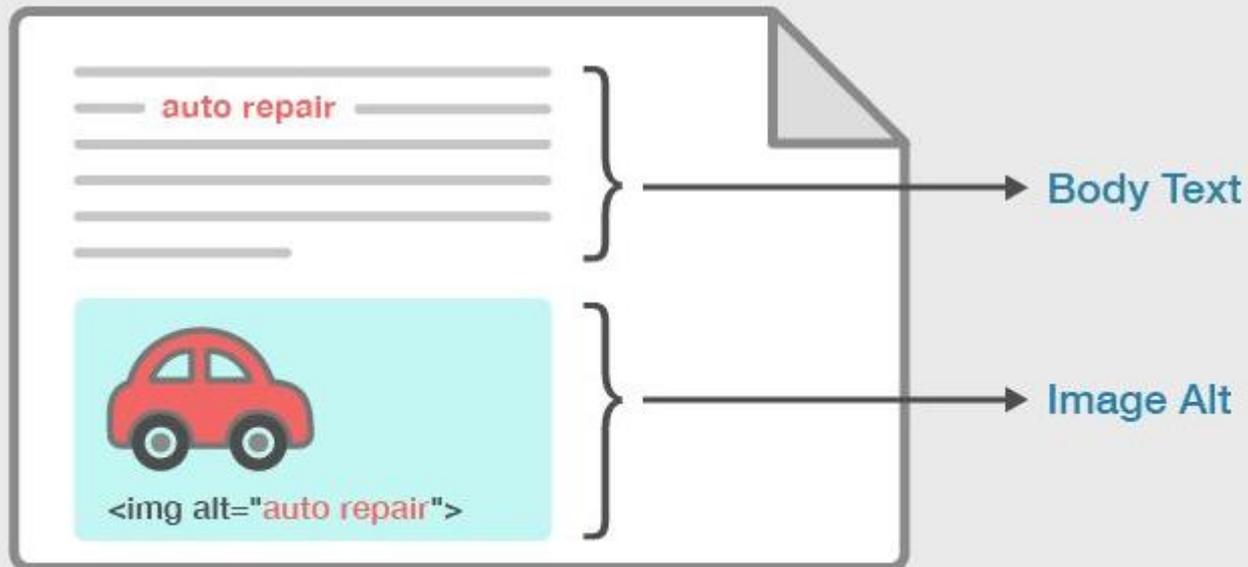


Image-Source: <http://www.moz.com/>



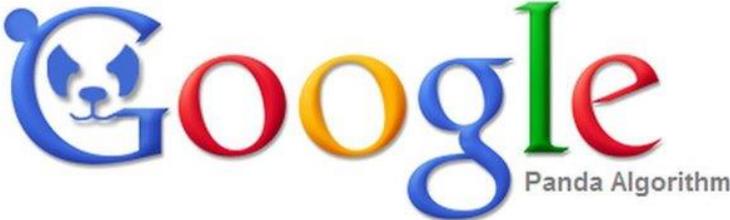
Google Penguin



You do not want to be penalized by Penguin.
It is nearly impossible to recover from.

If you have been involved in «shady link-building» start cleaning up now.



 **Google**
Panda Algorithm

**POOR
CONTENT**



Image-Source: <http://www.berkenboschmarketing.com/>



- «poor content»
- Potentially dangerous for user generated ads, as normally not very content rich

★ Vintage Crystals for Chandeliers (Tracy) - \$25

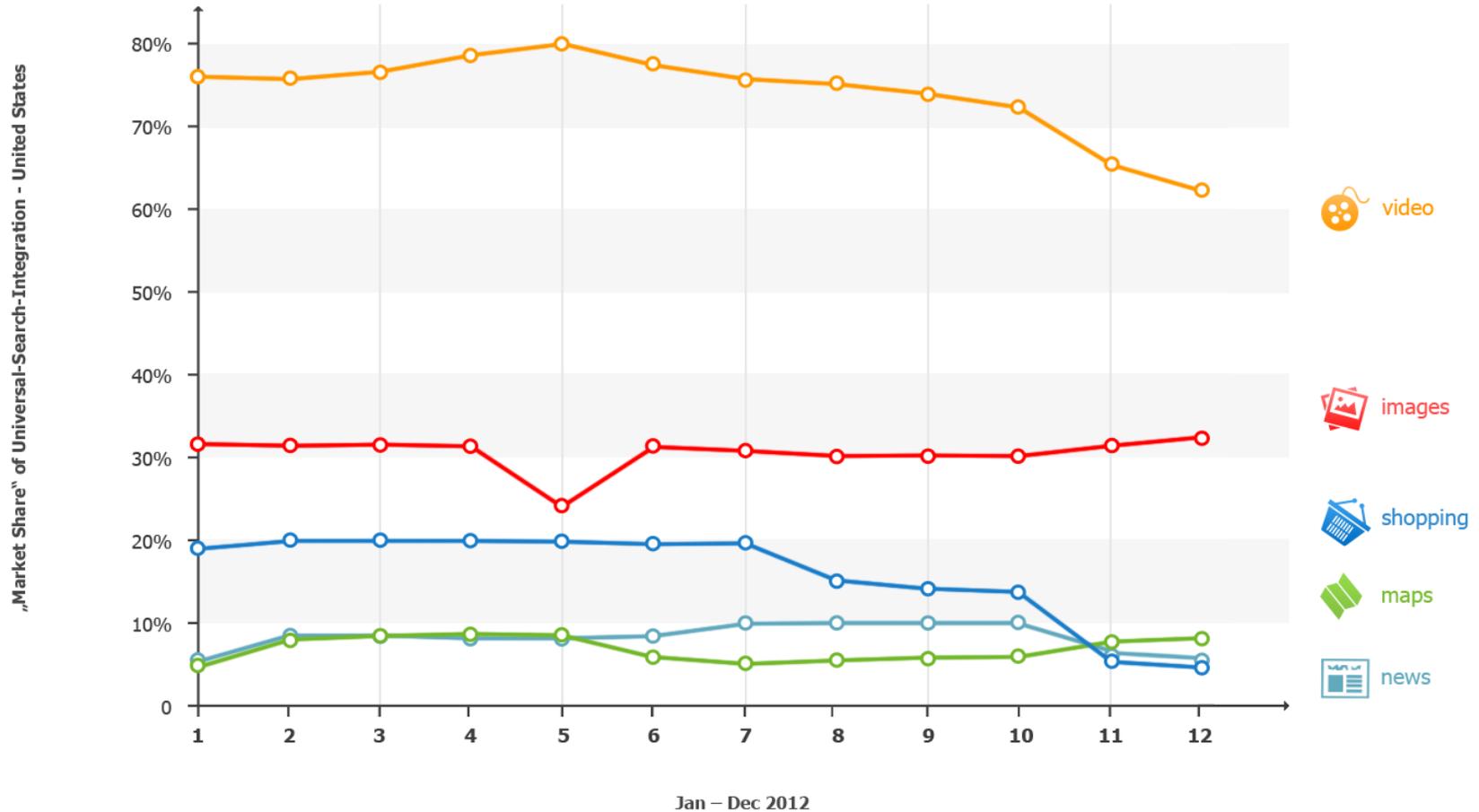


I have three sets of vintage Crystals for sale very stunning , 5 for \$25

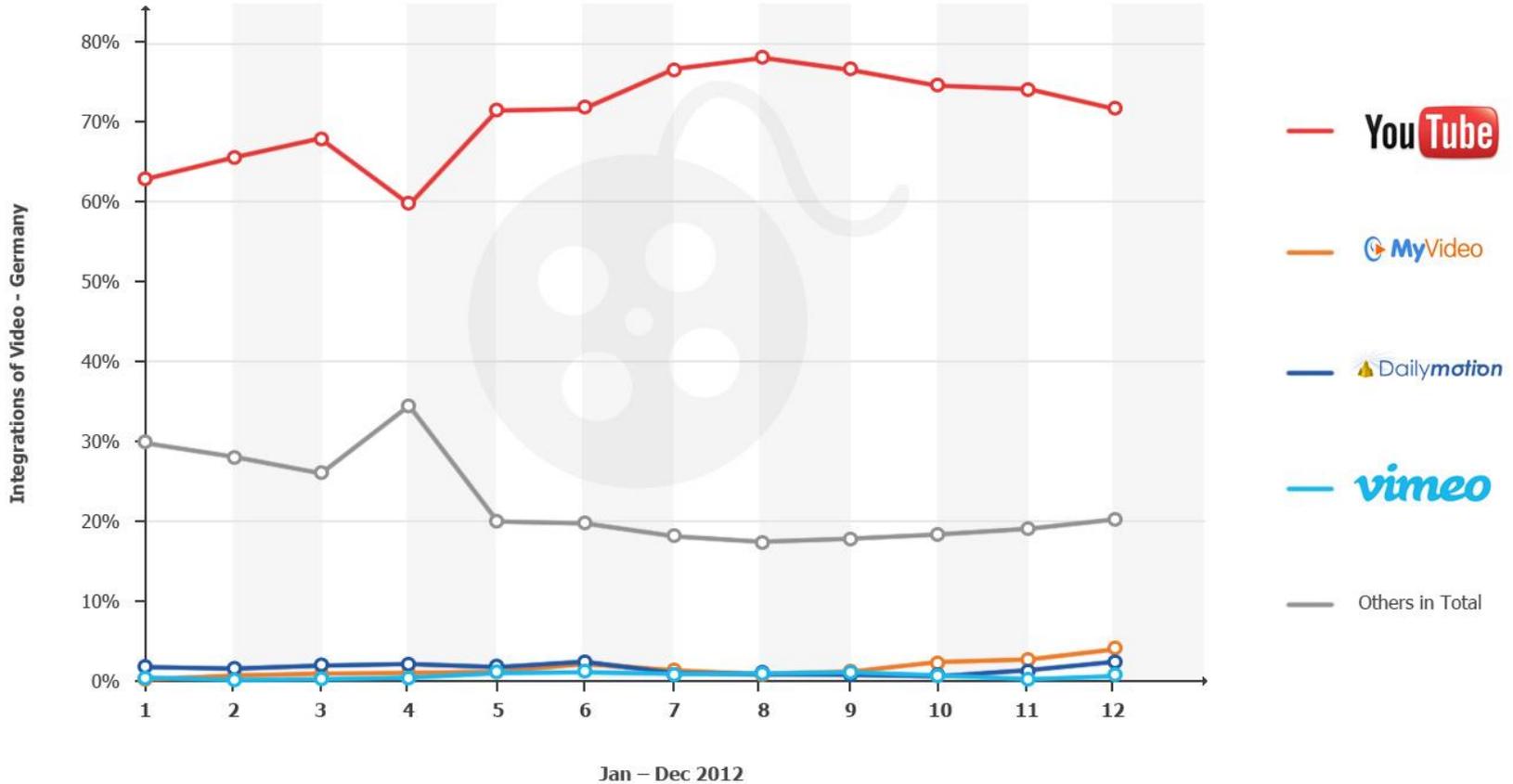
Try to enrich content as far as possible.

Ask for as many images / videos etc
as possible.

Usage of rich media in Snippets



Video Snippets



Classified specifics



Lifespan of a classified ad

- Paradox of classified ad lifespan:

**«the more successful we are for our customers,
the less likely we are to be indexed by Google»**

- Lifespan might be too short for Google to discover via web-crawl

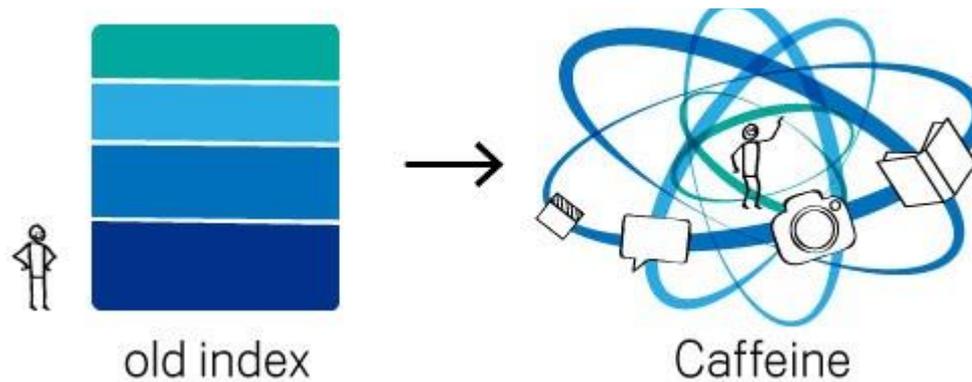
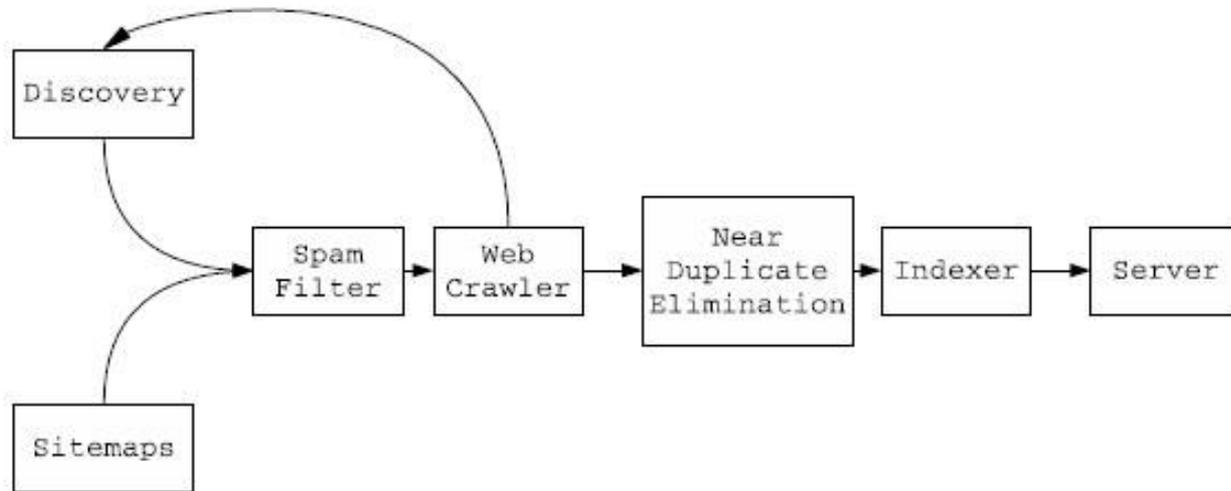
Potential solutions:

- XML-SiteMaps
- Google+ posts
- Ping via Blog-Software



Crawling Process

Integration of Real Time results



Duplicate Content

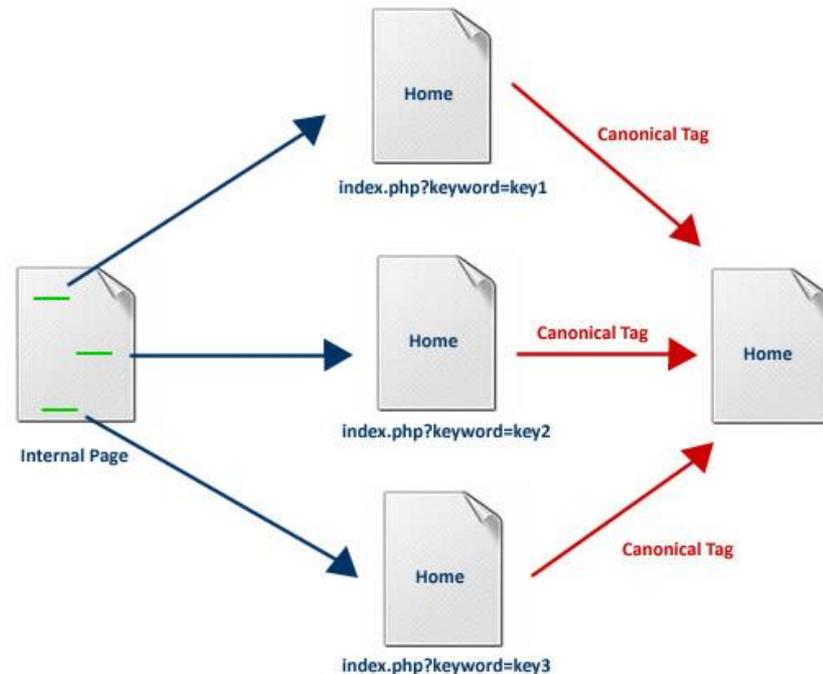
- Valid reasons for «Duplicate content»
 - Serving multiple countries
 - Serving multiple languages
 - Syndicating content with partner-sites
 - Users posting same ad on multiple platforms
- Not so valid reasons for duplicate content
 - Bad IT architecture
 - Spidering
- There is **no penalty for duplicate content**, but there is **filtering**



Duplicate Content

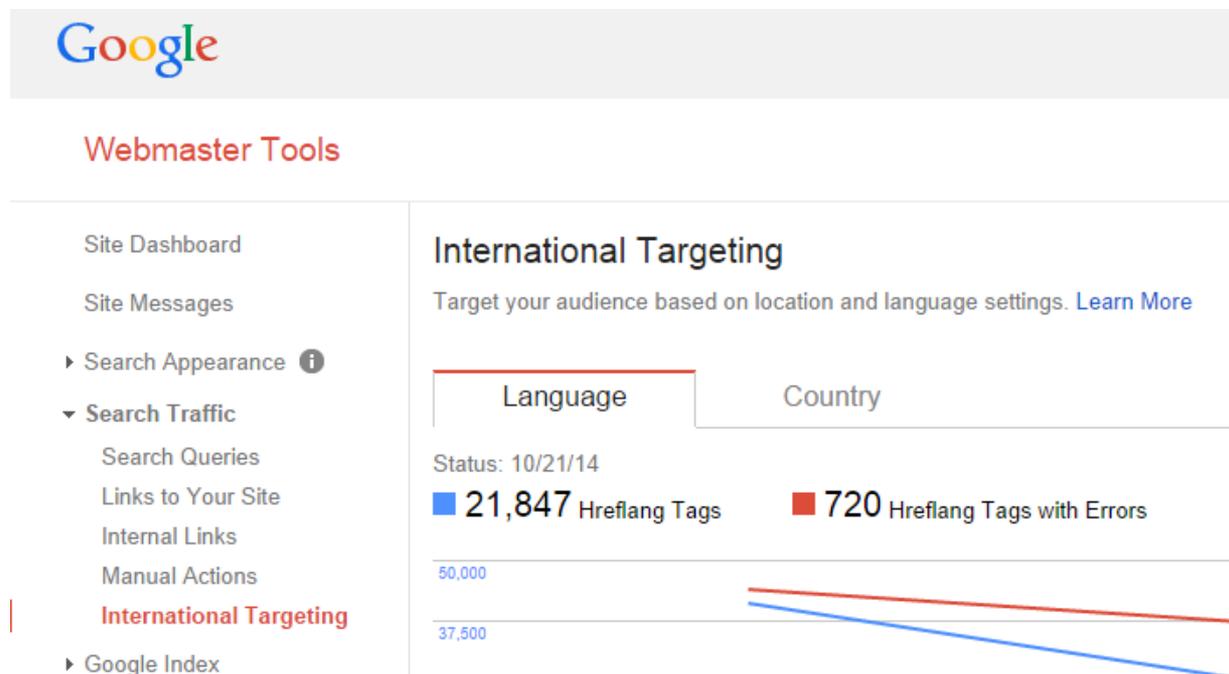
- How to avoid duplicate content:
- Use `<link rel=«canonical»>` Tags

The canonical Tag is interpreted like a 301-redirect and is used to «unify» various versions of the same page.



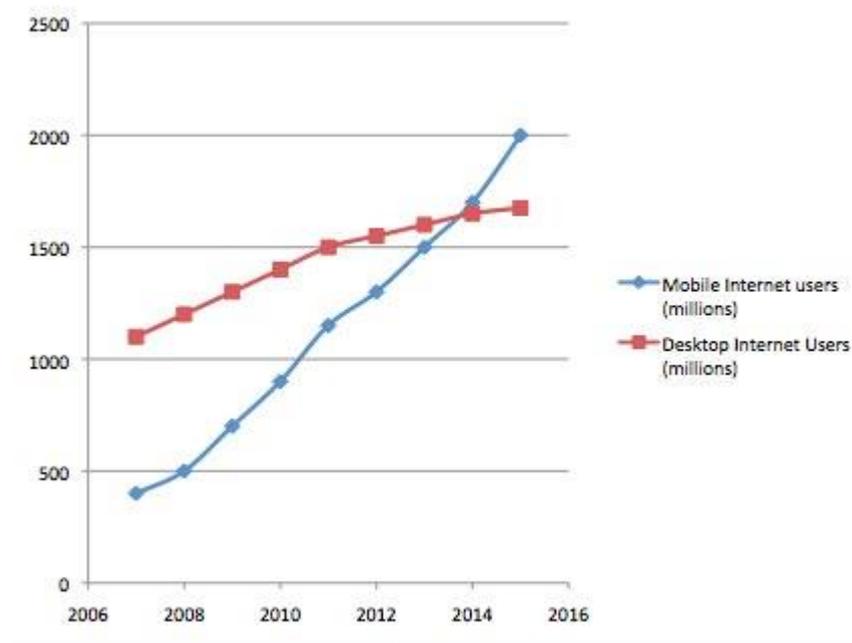
Duplicate Content

- How to avoid duplicate content:
- Use <alternate href-language> Tag and Google Webmaster-Tools to correctly geolocate your content:





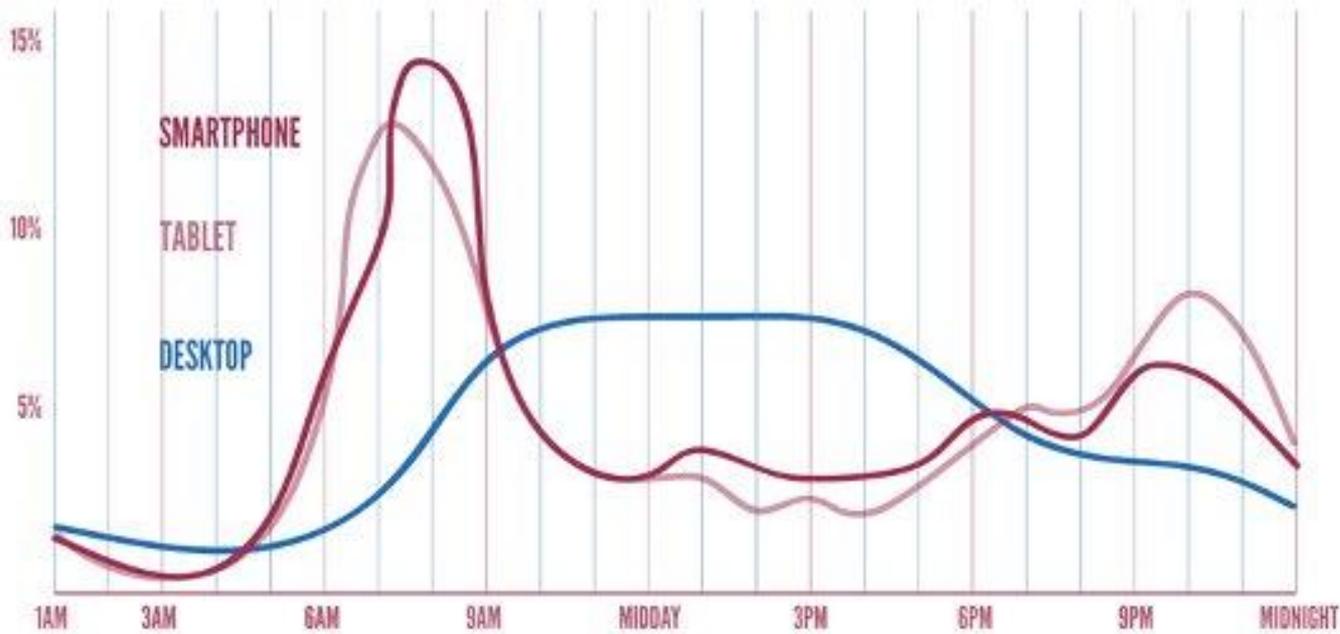
2014: more internet users on mobiles than computers



Source: <http://strategy.wikimedia.org/wiki/Mobile/Forecasts>



Mobile vs. Desktop usage



Source: <http://tabtimes.com/feature/media/2012/09/13/financial-times-marches-different-app-drummer-embraces-html5-android>



Responsive design

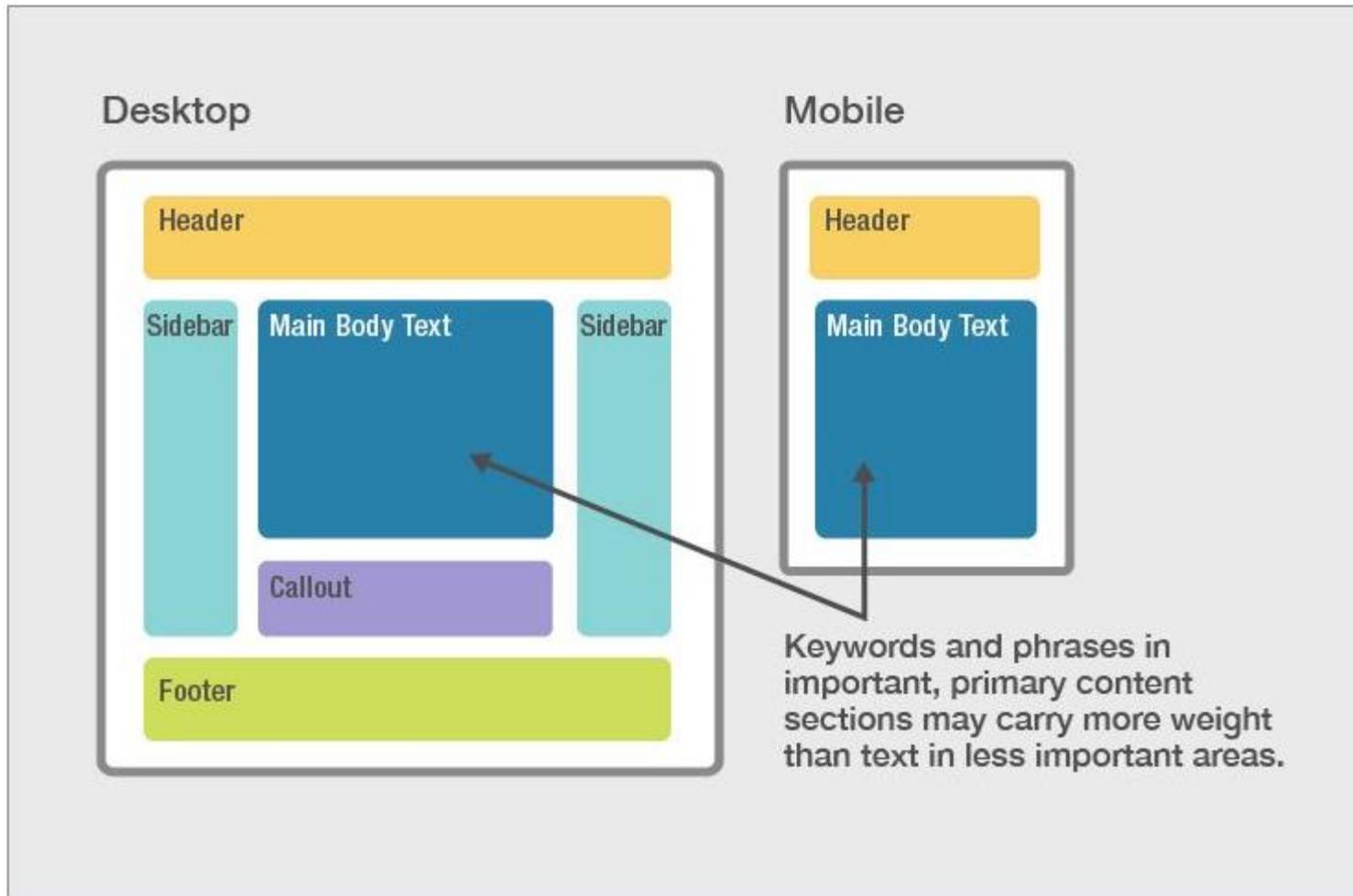


Image-Source: <http://www.moz.com/>



Google now



<http://youtu.be/n2ZUSPecPRk>



Google Universal Search

Content Elemente / Markup-Daten

- Blog Search
- Book Search
- Catalogs
- Code Search
- Directory
- Finance
- Images
- Local/Maps
- News
- Patent Search
- Recipes
- Product Search / Shopping
- Scholar
- Video

*"You almost need a search engine
for all our search engines"*

Google's Marissa Mayer,
vice president of search products and user experience





[Call of Duty: Ghosts review - Trusted Reviews](#)

[www.trustedreviews.com](#) > TVs & Entertainment > Games ▾

★★★★★ Rating: 7/10 - Review by Stuart Andrews

Nov 6, 2013 - A new era for **Call of Duty**, or more of the same old, same old?

More by Stuart Andrews - in 31 Google+ circles

[Call of Duty: Ghosts for Xbox 360](#)

[www.metacritic.com/game/xbox-360](#)

★★★★★ Rating: 3.5 - 25 reviews - C

Metacritic Game Reviews, Call of Du

Call of Duty series features a fresh dy

[Review: Review: Call of Duty](#)

[www.computerandvideogames.com](#)

★★★★★ Rating: 7/10 - Review by N

Review: Call of Duty Ghosts delivers

unsurprisingly familiar yet consistently enjoyable CoD blockbuster.

```
<div id="tr-background-container"
  class="tr-background-container"
  itemscope itemtype="http://schema.org/Review" xmlns:
  <!-- start of site -->
  <div id="custom-doc" class="tr-t1">
    <div id="hd-wrapper" class="clearfix">
      <div id="hd" role="banner">
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          <a class="tr-phark" itemprop="logo" href="/">TrustedRev
        <div id="hd-right">
```



Term Frequency

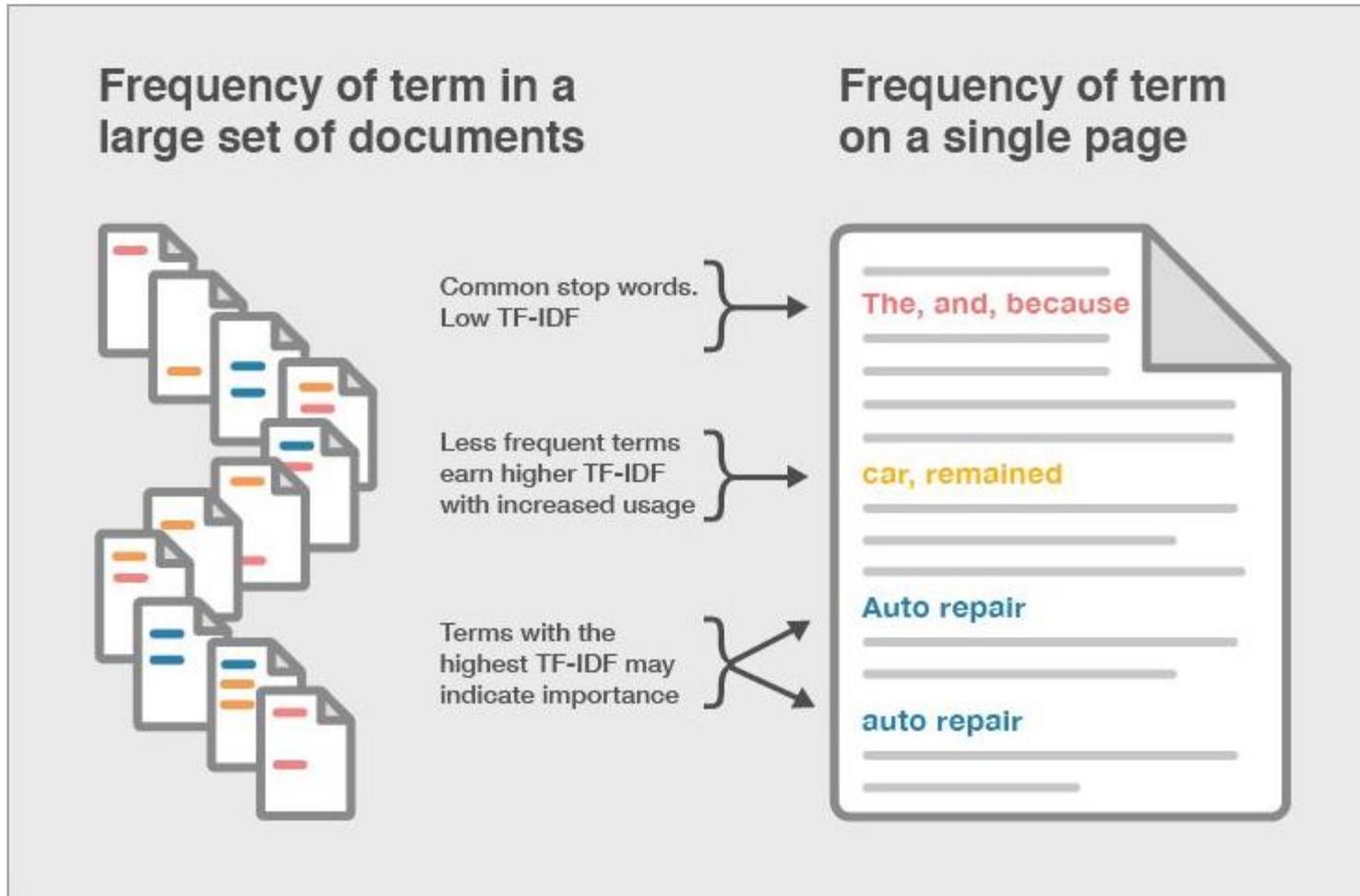
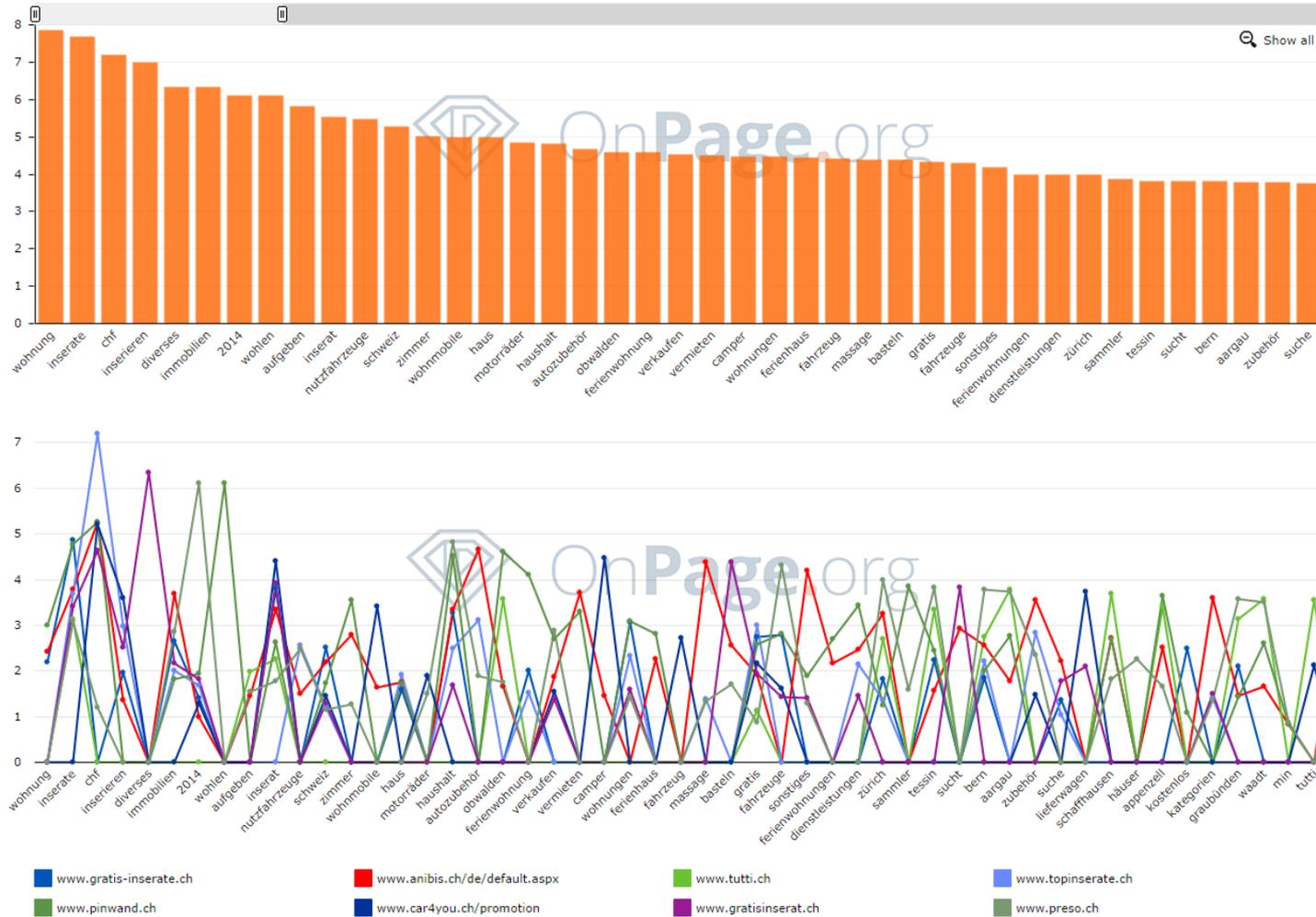


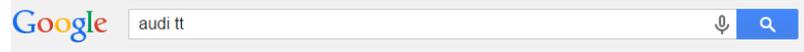
Image-Source: <http://www.moz.com/>



Term-Frequency (WDF * IDF)



Universal & schemantic SERPs



Web Images Videos News Shopping More Search tools

About 19,900,000 results (0.35 seconds)

Audi TT - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Audi_TT

The Audi TT is a small two-door sports car marketed by Volkswagen Group subsidiary Audi since 1998, both assembled by the Audi subsidiary Audi Hungaria ...
Origins - Name - TT Mk1 (Typ 8N, 1998–2006) - TT Mk2 (Typ 8J, 2006–2014)

Images for audi tt

Report images



More images for audi tt

TT > Modelle > Audi Schweiz

www.audi.ch > Home > Modelle > Translate this page

Die Audi TT Modelle im Überblick. ... Der Audi A3 präsentiert die geballte Technologie-Kompetenz von Audi im kompakten Format. A3 Sportback. Preis: ab CHF ...

2015 Audi TT Coupe: quattro® - Price - Specs | Audi USA

www.audiusa.com/models/audi-tt-coupe

The Audi TT Coupe impresses with its fine interior materials, lightweight ASF® construction, and iconic styling both inside and out.

Audi TT Review | Auto Express

www.autoexpress.co.uk > Audi

★★★★★ Rating: 5 - Review by Auto Express

Sep 3, 2014 - Audi's TT Coupe offers sportscar thrills married to traditional Audi quality and design.

Audi TT Review - Edmunds.com

www.edmunds.com > New Cars > Audi

At its debut as a concept car in 1995 and finally a production reality five years later, the Audi TT was one of the most dramatic cars to debut for the new ...

Audi TT vaihtoaunut - Nettiauto

www.nettiauto.com > Audi

★★★★★ Rating: 3.9 - 42 reviews - €6,800.00 to €49,900.00

Nettiautossa on myynnissä Suomen laajin valikoima Audi TT -autoja. Tutustu huikeaan tarjontaamme ja löydä unelmiesi Audi!



2015 Audi TT

Luxury vehicle

Engine size: 2.0L

MSRP: From \$40,350

Horsepower: 211 HP

MPG: 22 city / 31 highway

Other model years: 2013, 2014

Body styles

Coupe	From \$40,350
Convertible	From \$43,350

People also search for

View 15+ more

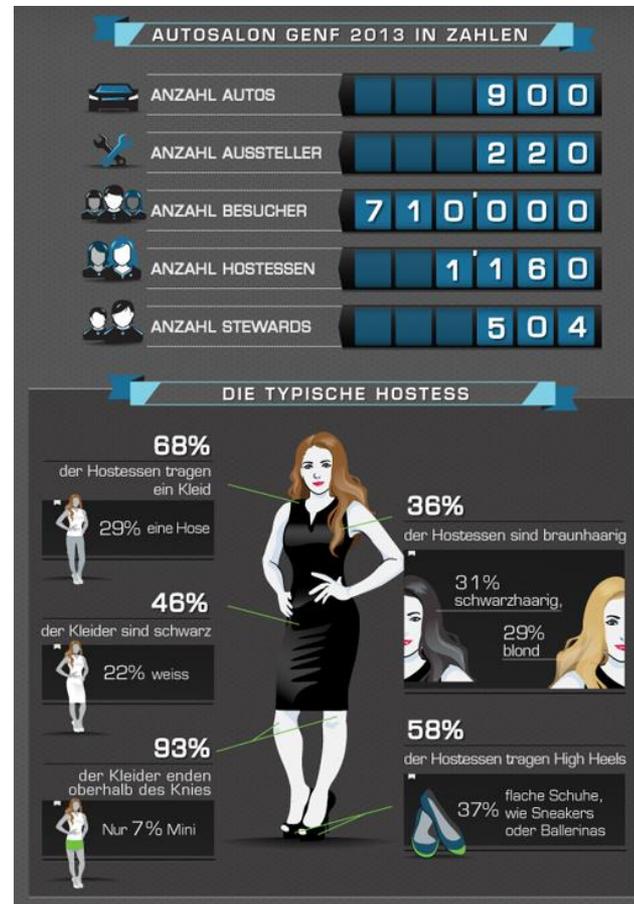


Feedback



Low quality content -> Content Marketing

- Focus on **Categories** -> Visualize Content



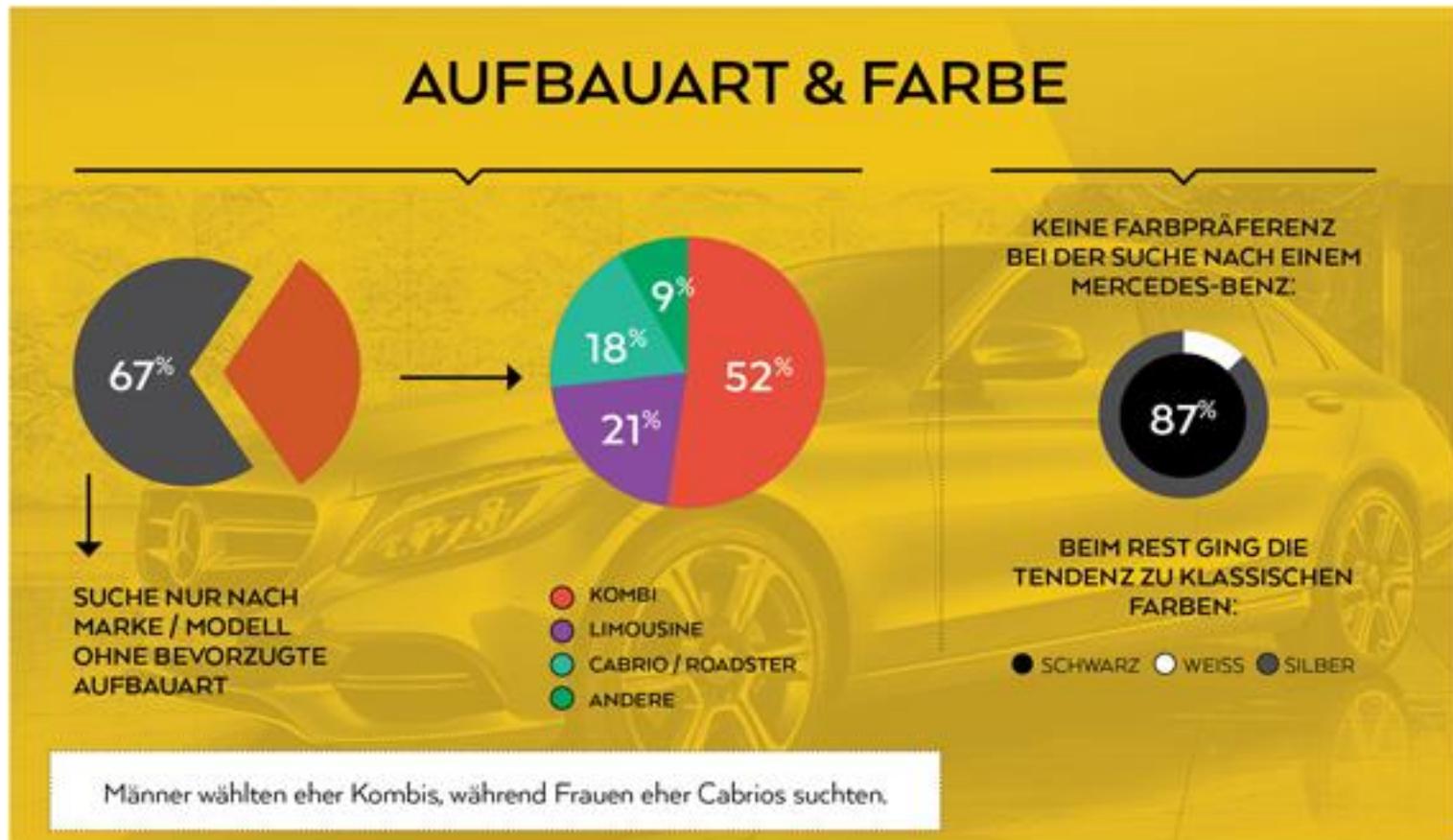
Low quality content -> Content Marketing

- Harness YOUR data



Low quality content -> Content Marketing

- Harness YOUR data

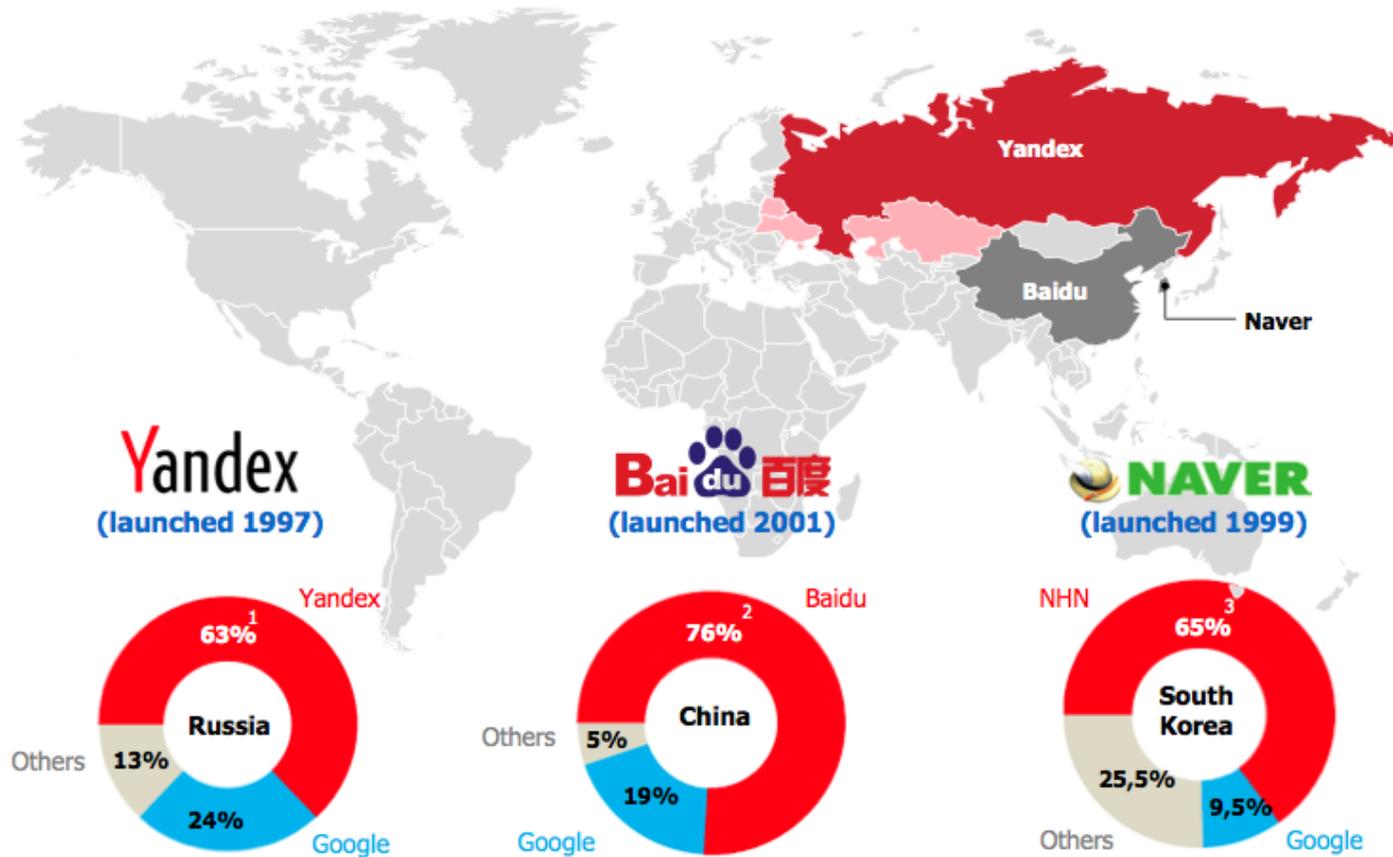


Apart from Google



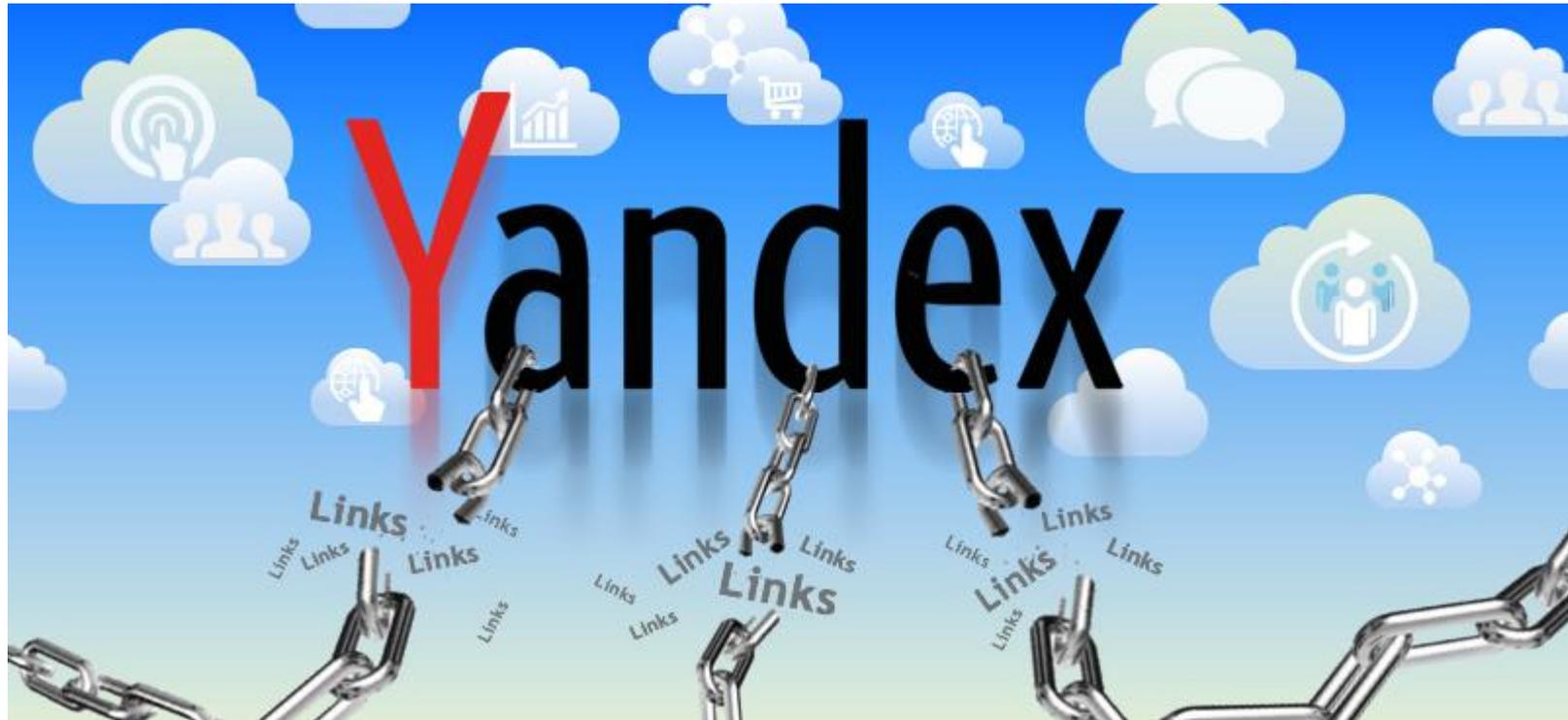
Marktanteile

Google Bot



Source: Liveinternet.ru, comScore, Analysys International





If you operate a website in Russia,
you «**should**» use Yandex Metrica

Image-Source: blog.webcertain.com



Take aways

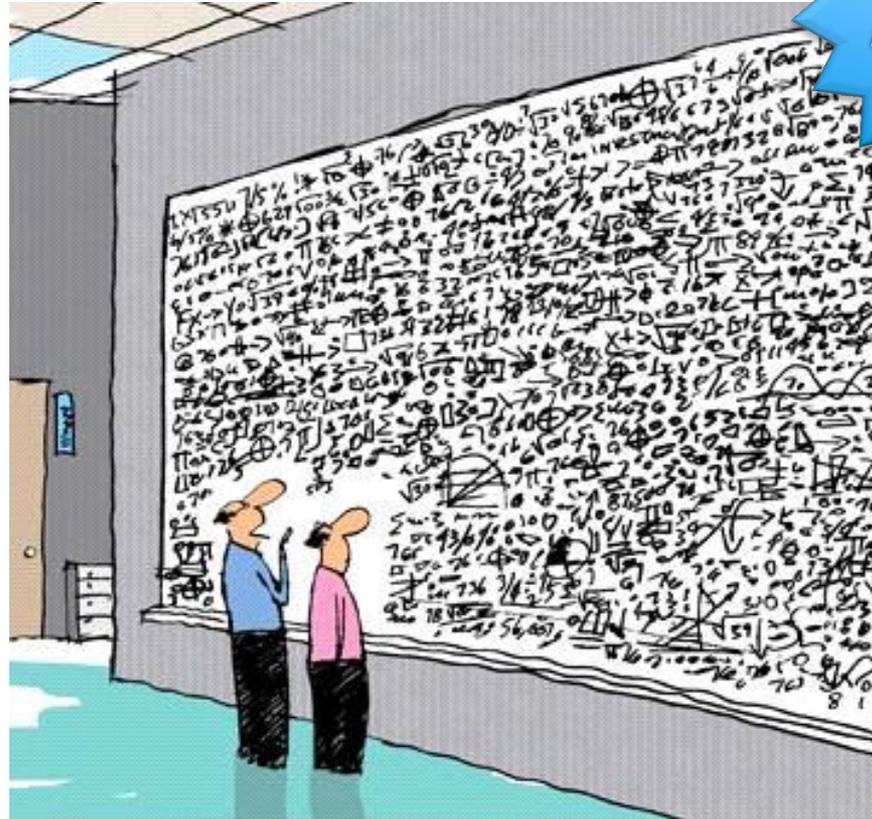
- Harness the value of your data
- Create evergreen content
- Implement semantic markup language
- Implement responsive design
(mobile & large desktops)
- Use Google Webmaster Geo-Location Tools
- Implement alternat href-language Tags
(if you are multilingual)
- Enrich your data wherever you can



Search Engine optimization

«500 Variables» ... or so....

Easy
right?



...And that, in simple terms, is how you increase your ranking on search engines.”



About BlueGlass



History

- BlueGlass Interactive Zurich, was founded in 2007 as Idealizer AG, by Patrick C. Price, former Chief Commercial Officer and Head of Marketing of Scout24 Switzerland.

IDEALIZER
from idea to reality

Idealizer has always seen itself as a «business development» oriented digital agency, that not only consults but also realizes own projects.

- In February of 2013 Idealizer formed an international alliance with BlueGlass Interactive, in which the consulting part of Idealizer became an own legal BlueGlass entity and responsible for mainland European growth.



Why BlueGlass

- We offer our clients the entire digital mix from online analysis to strategy development and implementation in the D/A/CH area, including strong reporting features on all our services.
- As a full-service provider, we take a holistic approach to reaching our clients goals and thereby ensure a sustainable success for our clients.
- We are convinced, that a great digital performance is the result of a professionally planned and correctly implemented long term strategy.
- We understand ourselves more as business developers, creating value for our customers, rather than merely an agency implementing individual campaigns.

INFOGRAPHICS
CONTENT CREATION
SOCIAL MEDIA
SEO DIGITAL MARKETING AUDIT SERVICES
CONTENT STRATEGY
DIGITAL OUTREACH
EVENTS
MARKETING
SEO CONSULTING & ANALYSEN TRAINING & WORKSHOPS
CONTENT MARKETING
SOCIAL ADVERTISING
ONLINE REPUTATION MANAGEMENT
SEM LINK BUILDING
SEO STRATEGIEN
CONTENT PROMOTION
MAINTENANCE & MONITORING



Integrated Digital Marketing



BlueGlass Team Zurich



André Müller
Sales Representative



Andreas Wartmann
Project Manager



Julia Hatt
Account Manager



Marion Halter
Key Account Manager



Nicole Treipl
Key Account Manager



Patrick C. Price
Chairman



Patrizia Iseli
Campaign Manager



Rahel Egli
Account Manager



Raphael Bienz
Chief Executive Officer

Our team of highly motivated digital marketing specialists is happy to help you grow your business.



Thank you for your attention.

BlueGlass Interactive Ltd

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