



# ICMA

International Classified  
Media Association

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# Advanced SEO

ICMA Athens Conference 2014

**Patrick C. Price**

Chairman

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31.10.2014



- 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

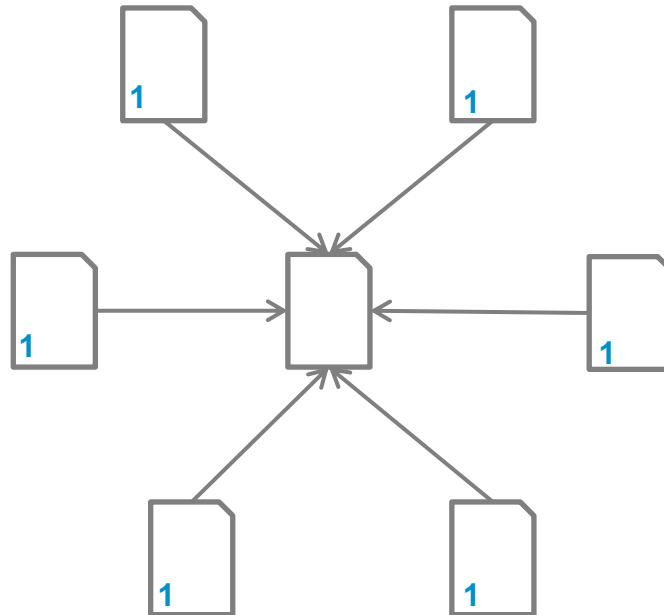


**Eugene Garfield** is an American scientist, one of the founders of bibliometrics and scientometrics.

Source: [Wikipedia](#)

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

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



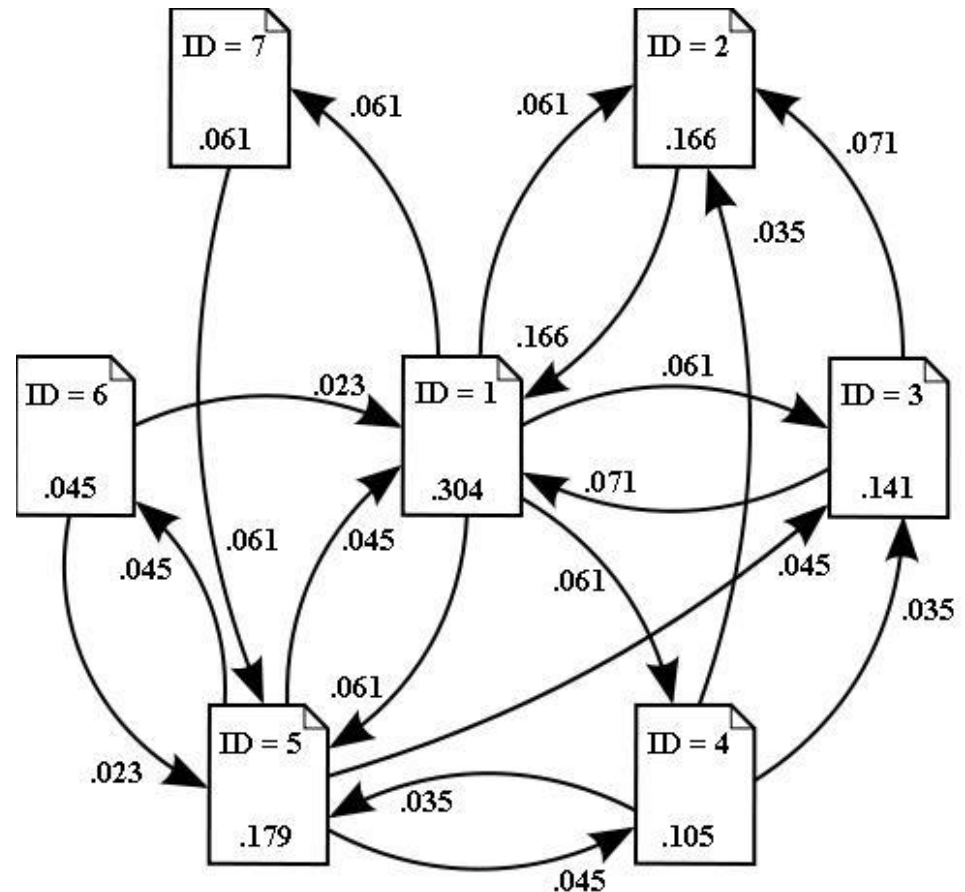
# Google PageRank

## 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](#)

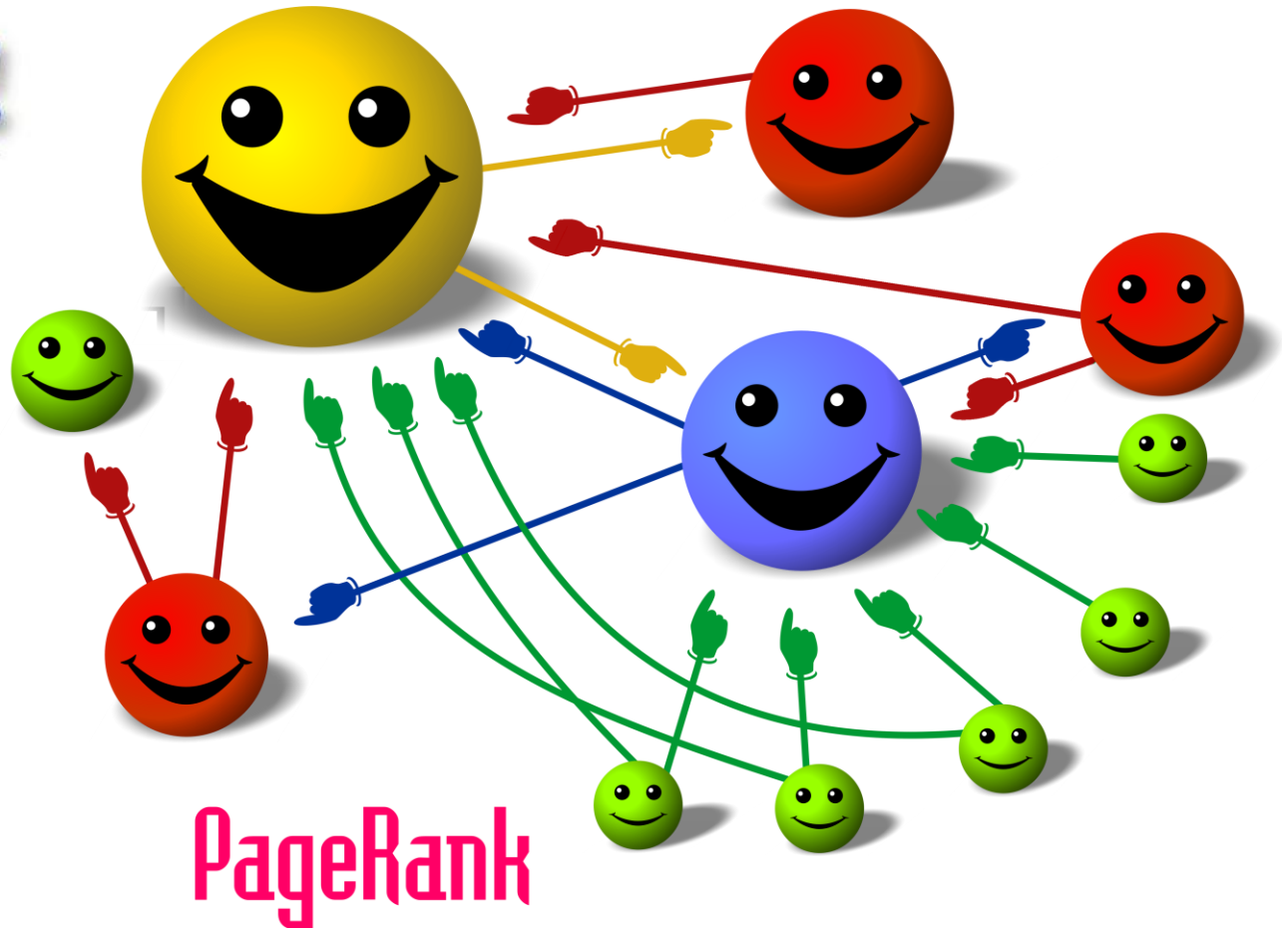




# Google PageRank

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 ☺

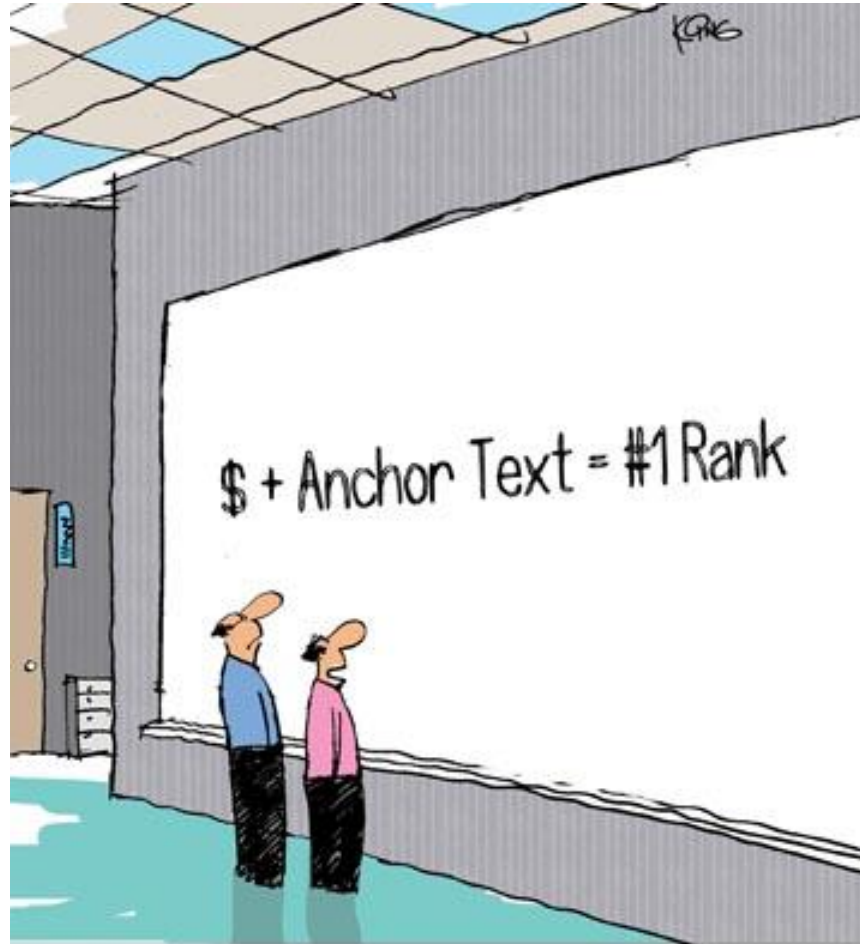


# So what's happening in SEO...



# Quite simple....

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*"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

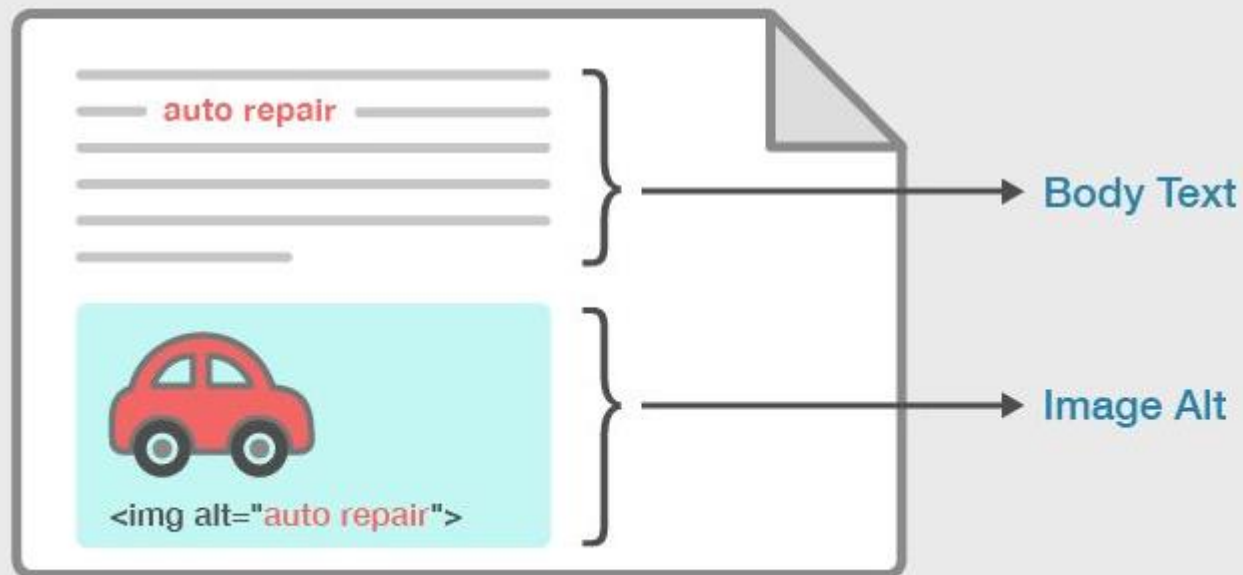


Image-Source: <http://www.moz.com/>



# Google Penguin

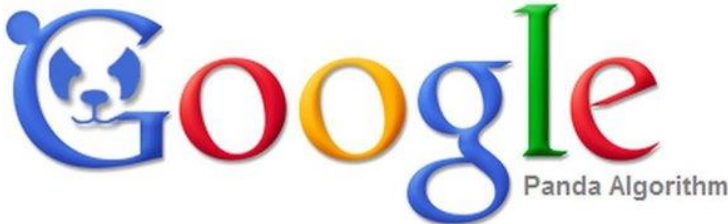


You do not want to be penalized by Penguin.  
It is nearly impossible to recover from.

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



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 **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**

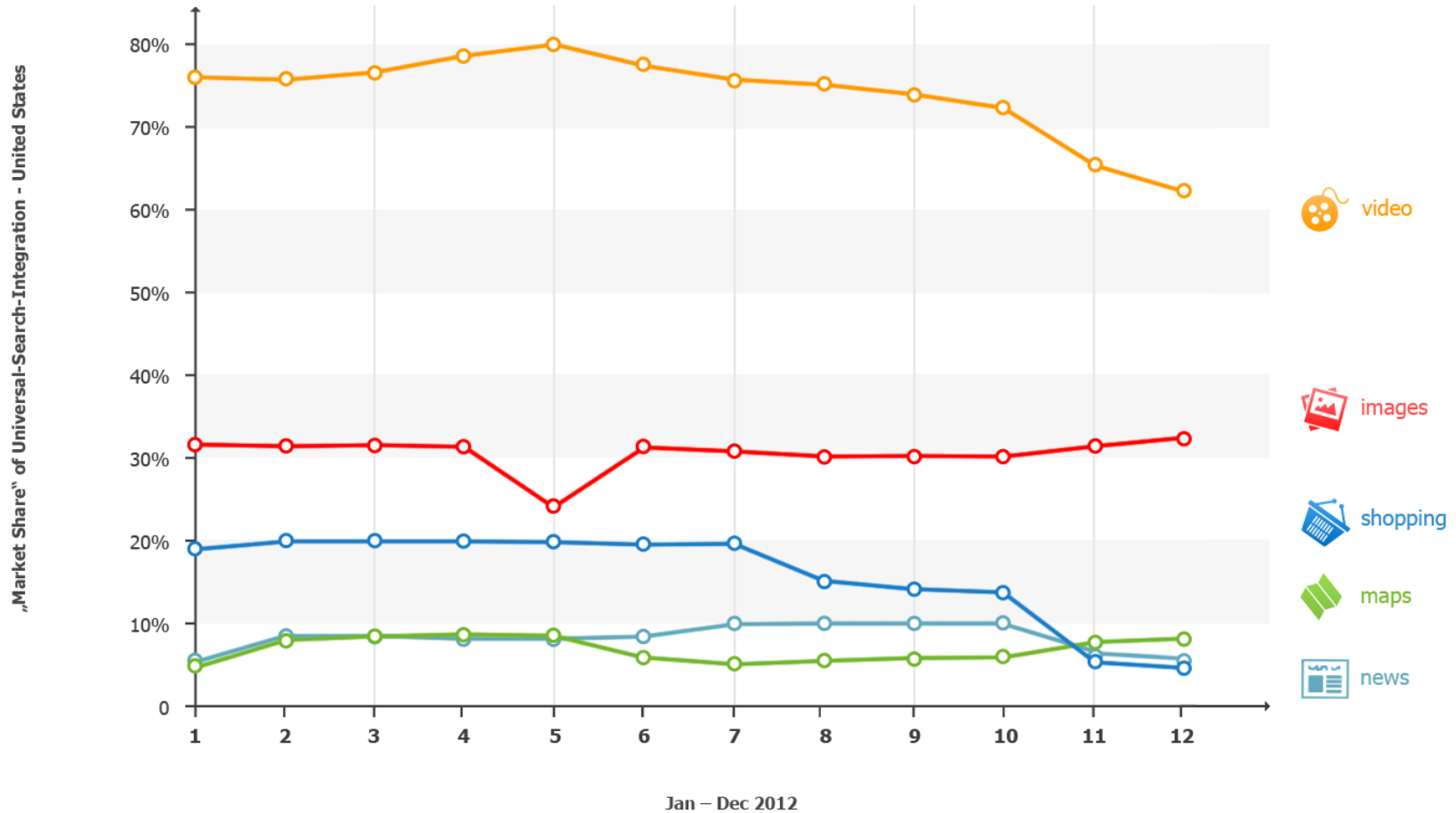


I have three sets of vintage Crystals for sale very stunning , 5 for \$25

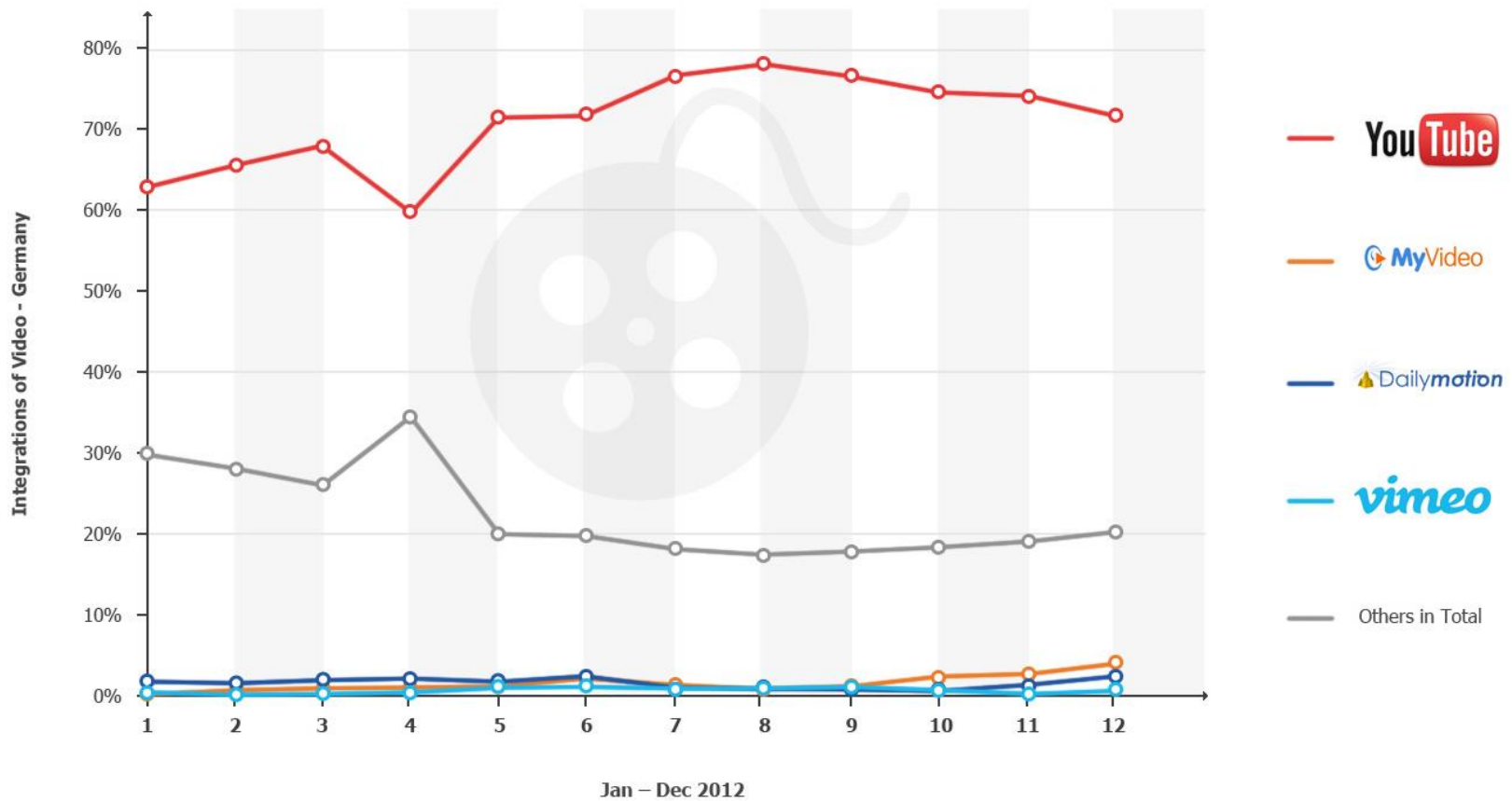
Try to enrich content as far as possible.

Ask for as many images / videos etc  
as possible.

# Usage of rich media in Snippets



# Video Snippets



\_\_\_\_\_





# Classified specifics



- 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

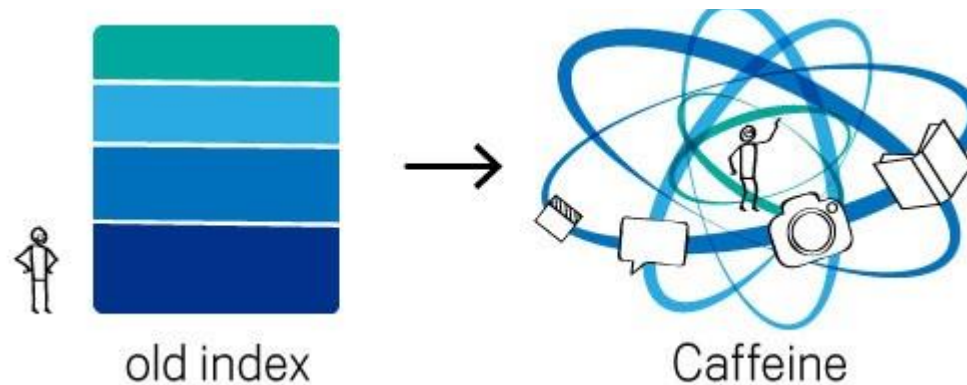
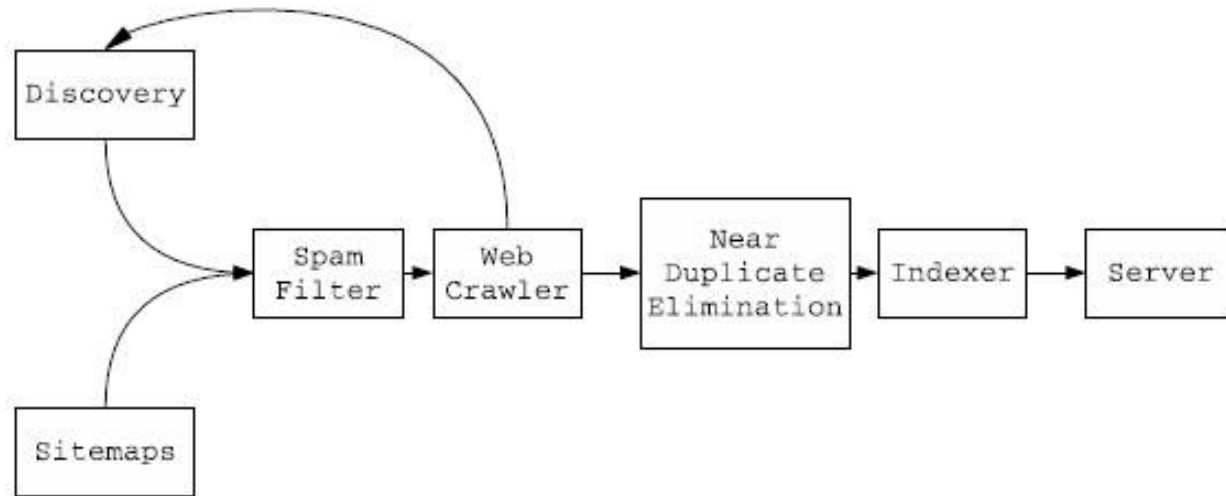
Potential solutions:

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



# Crawling Process

## Integration of Real Time results



# Duplicate Content

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- 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**

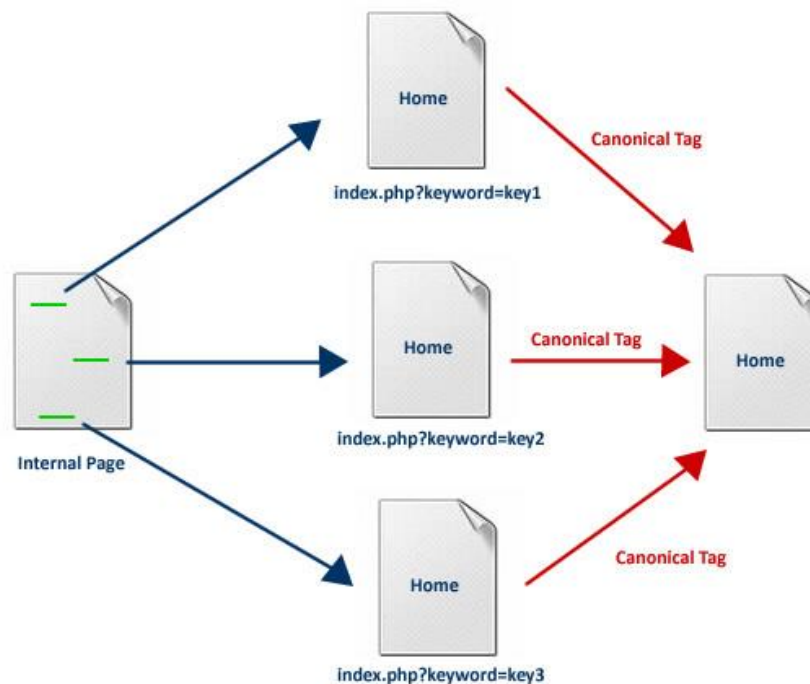




# Duplicate Content

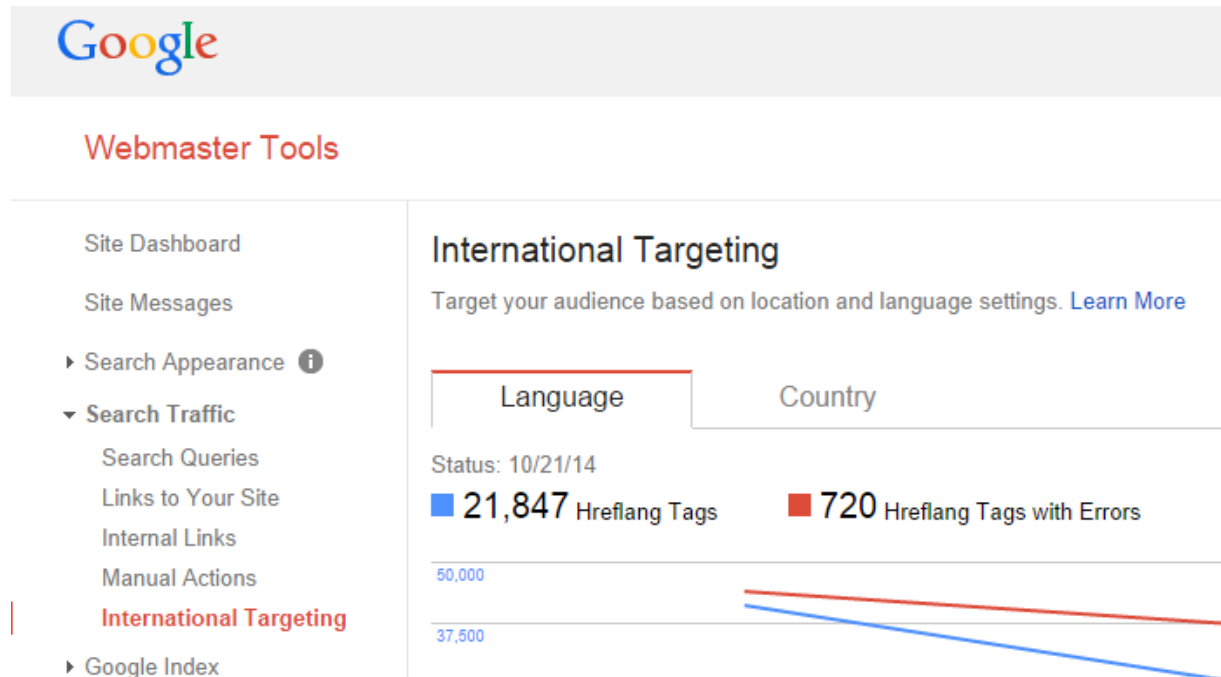
- How to avoid duplicate content:
- Use `<link rel=«canonical»>` Tags

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



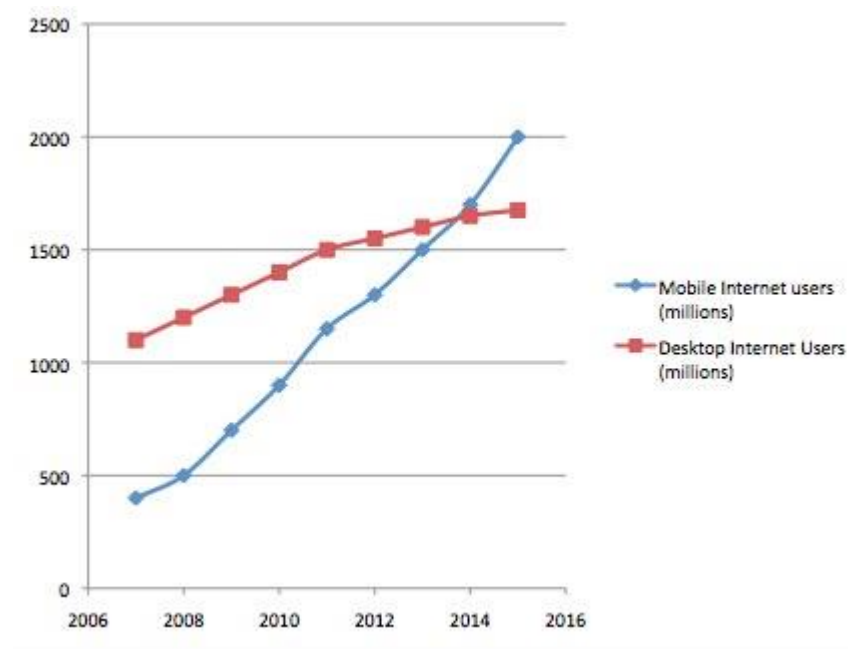
# Duplicate Content

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





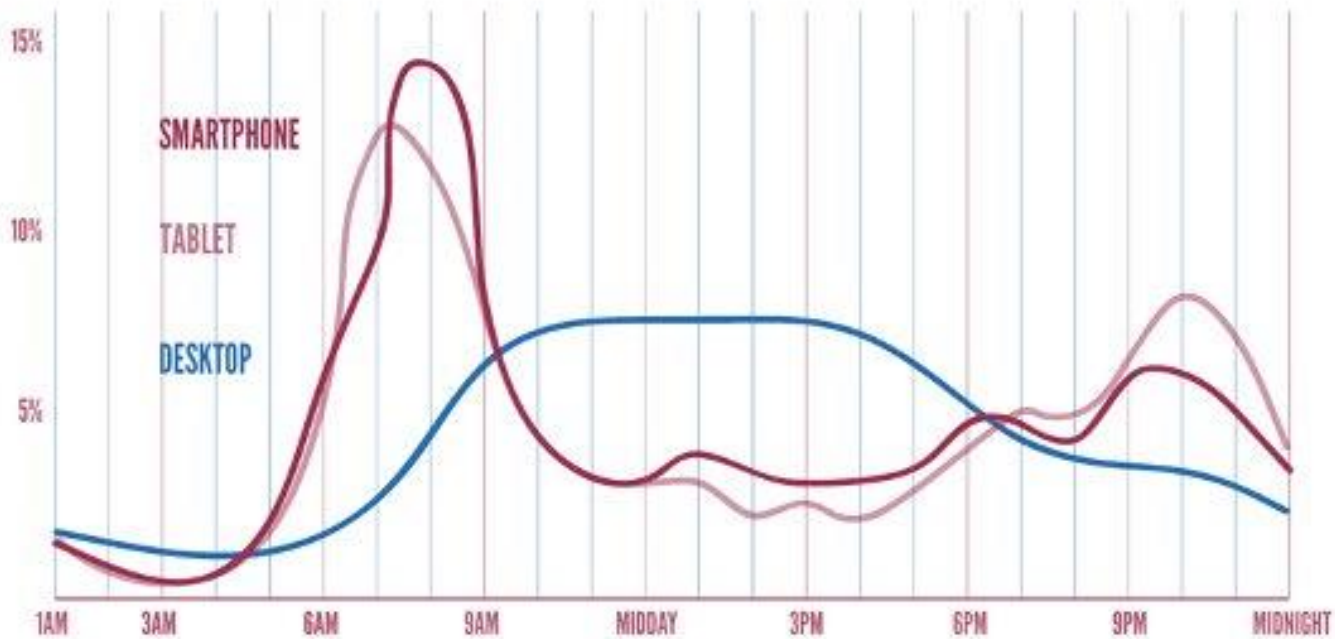
## 2014: **more** internet **users** on **mobiles** than computers



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

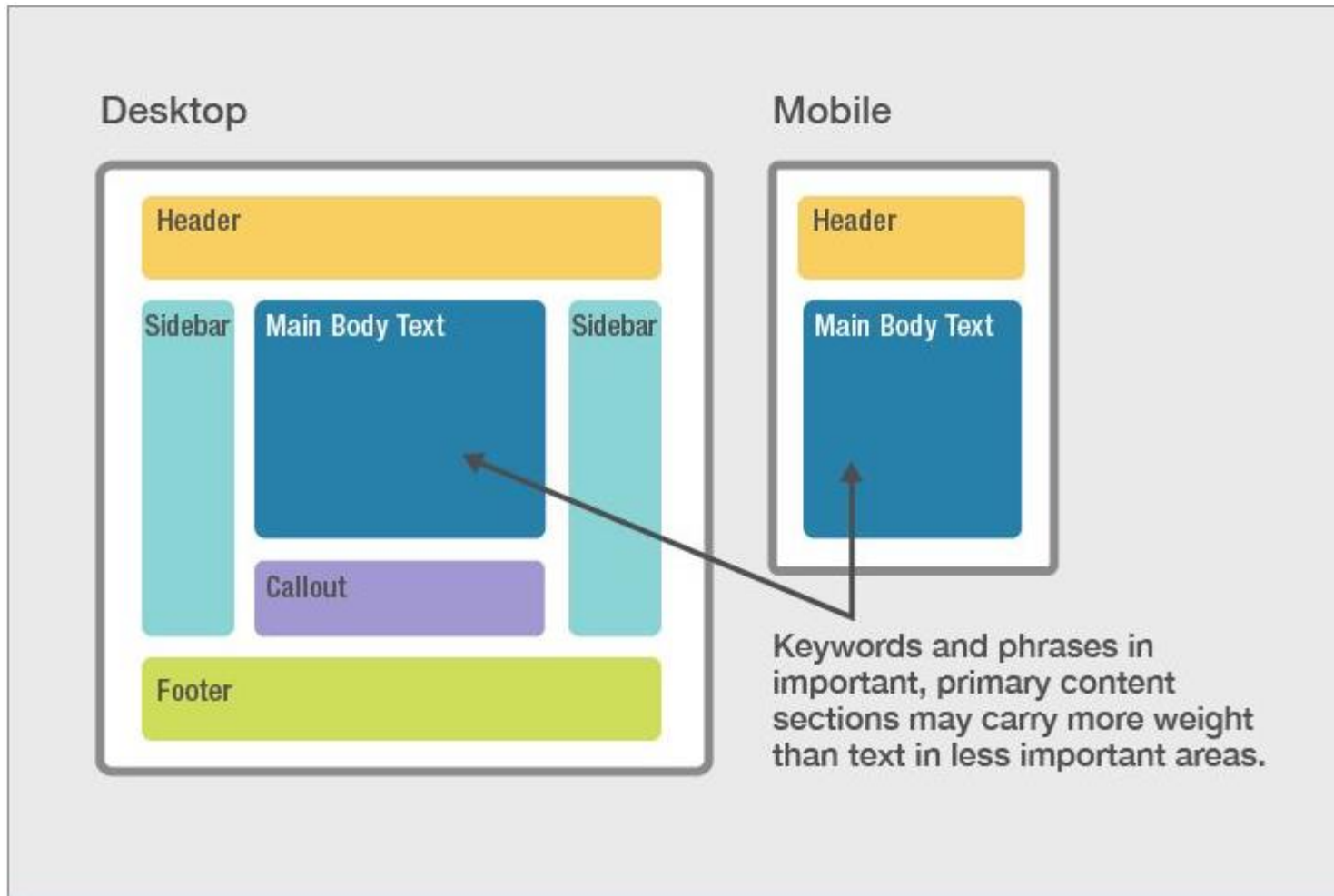


Image-Source: <http://www.moz.com/>





# Google now

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<http://youtu.be/n2ZUSPecPRk>

# Google Universal Search

## Content Elemente / Markup-Daten

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- 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](http://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](http://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](http://www.computerandvideogames.com)

★★★★★ Rating: 7/10 - Review by M

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">
        <div itemscope itemtype="http://schema.org/Organization"
          <a class="tr-phark" itemprop="logo" href="/">TrustedRev
        <div id="hd-right">
```



# Term Frequency

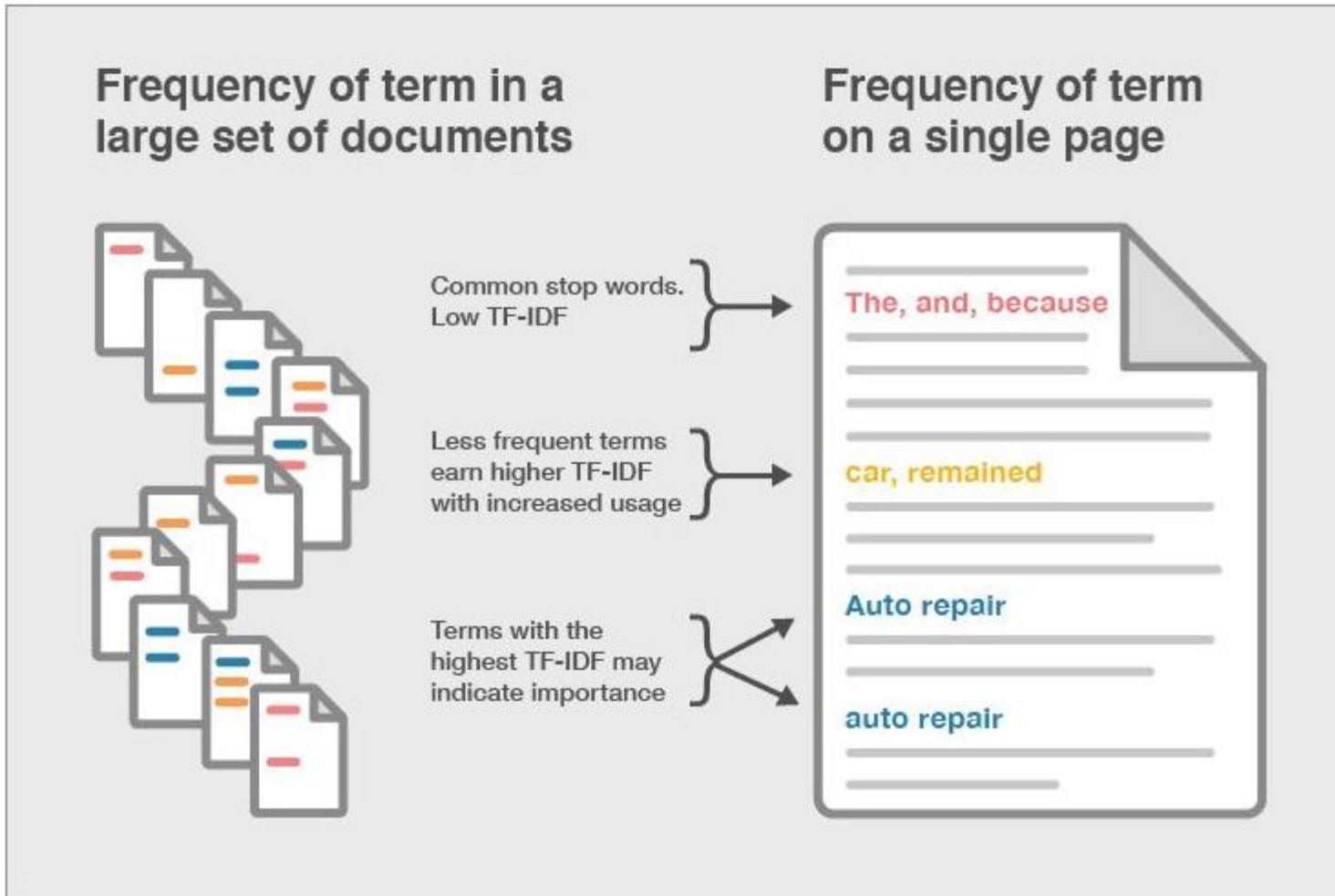
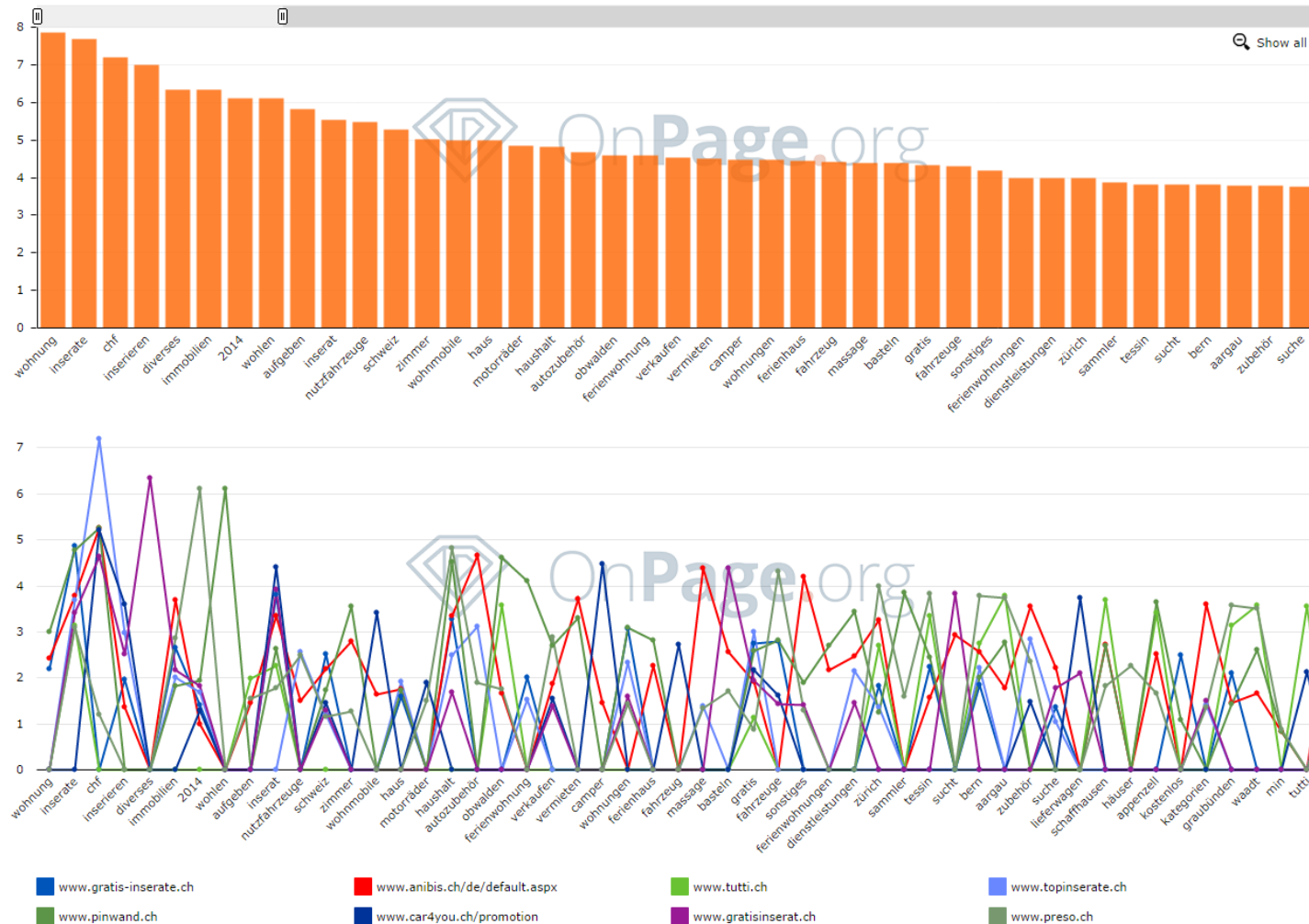





Image-Source: <http://www.moz.com/>



# 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](http://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](http://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](http://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](http://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](http://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 vaihtoot - Nettiauto**  
[www.nettiauto.com](http://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 tarjontaan ja löydä unelmiesi Audi!

 [More images](#)






**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](#)

      
2015 Audi R8   2015 Audi A3   2015 Audi A4   2015 BMW Z4   2015 Audi A5

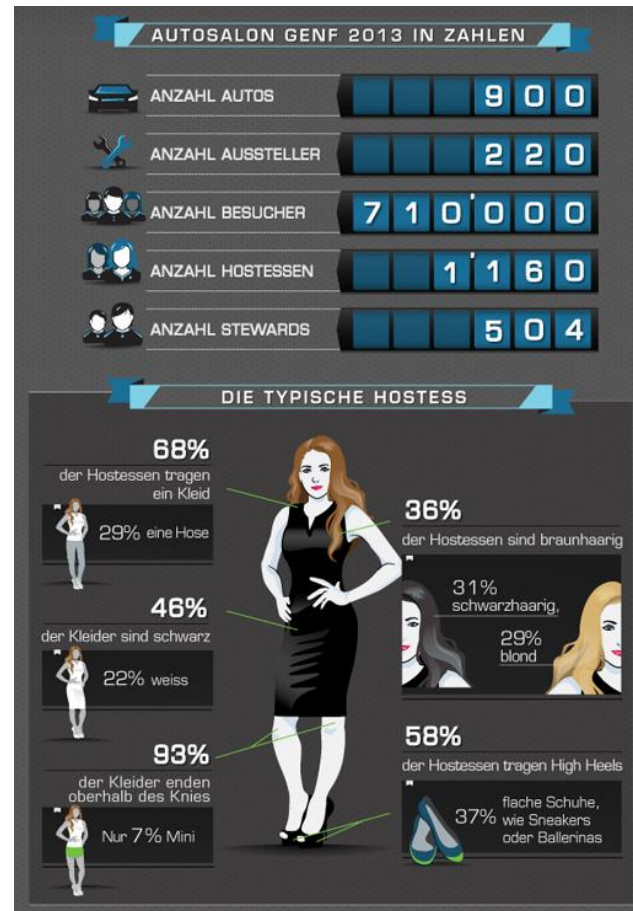
[Feedback](#)





# Low quality content -> Content Marketing

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



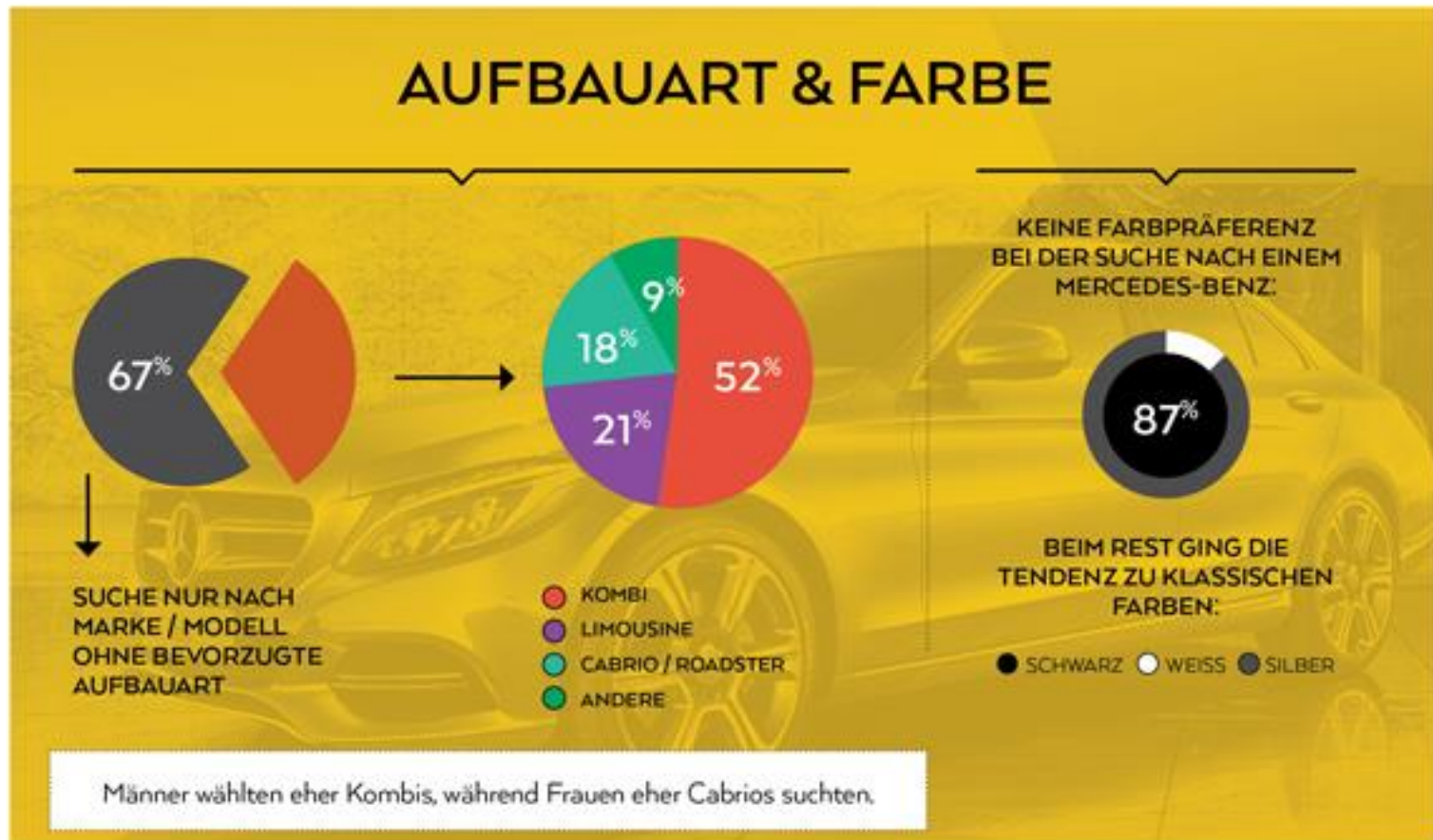
# Low quality content -> Content Marketing

- Harness YOUR data



# Low quality content -> Content Marketing

- Harness YOUR data

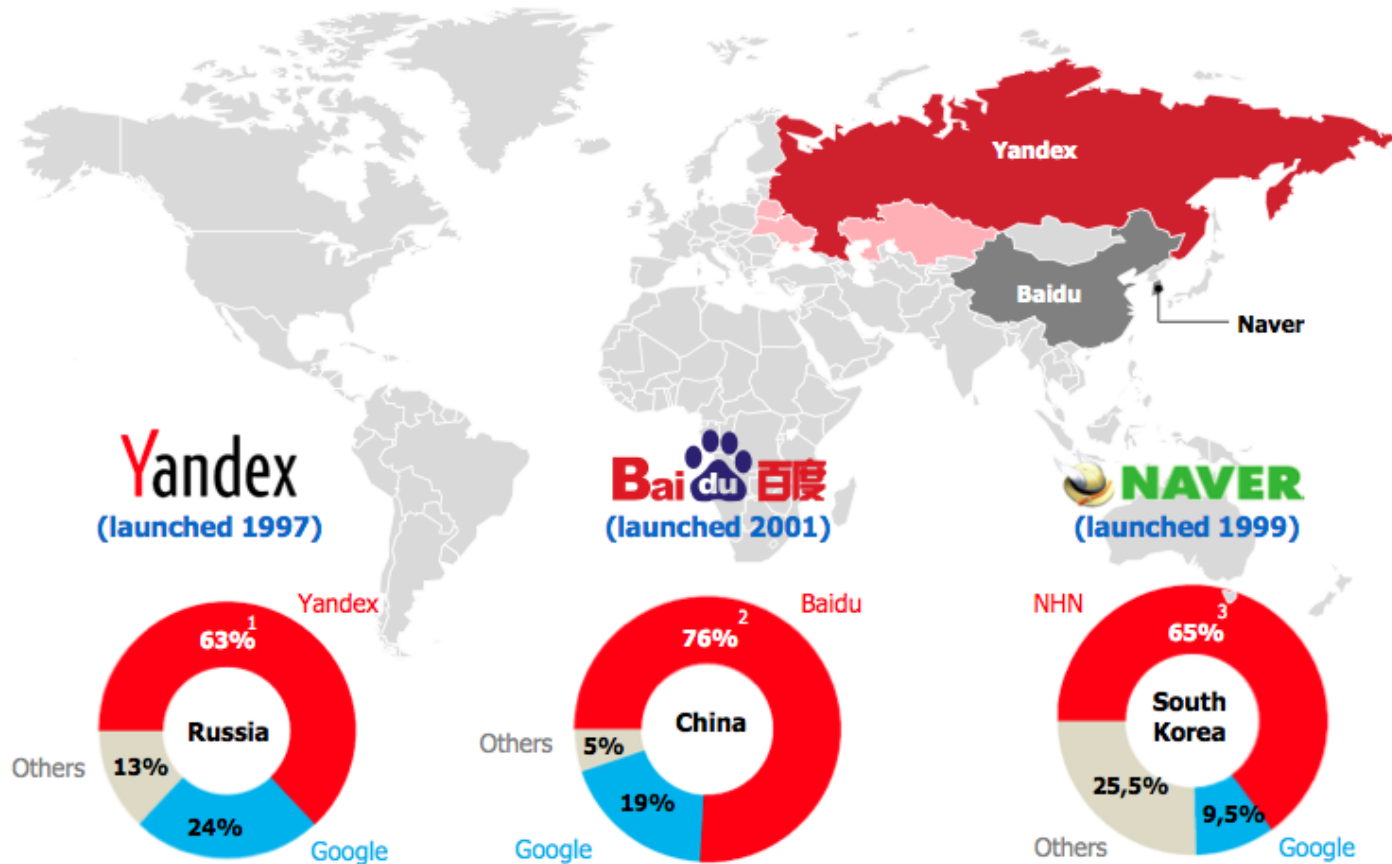


# Apart from Google



# Marktanteile

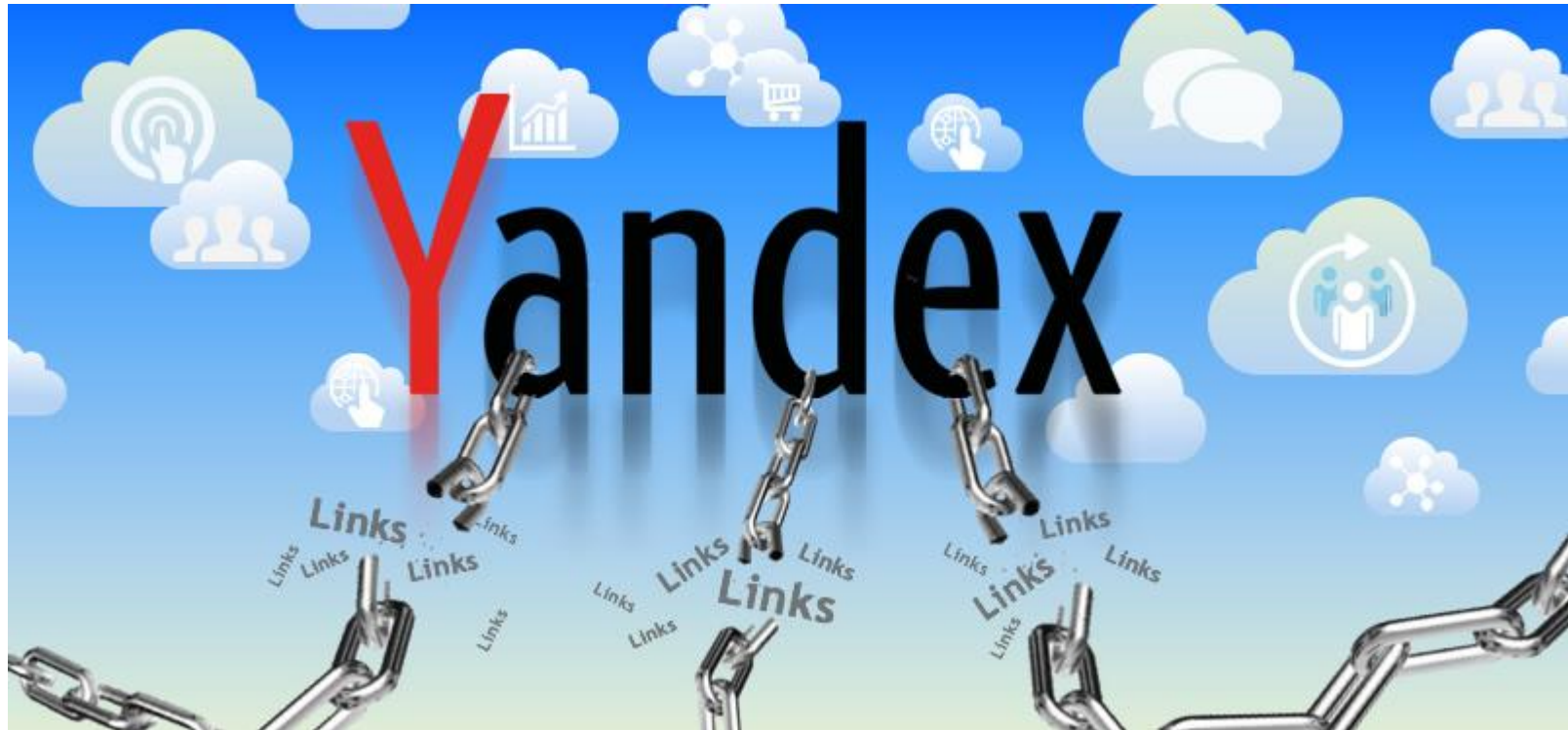
## Google Bot



Source: Liveinternet.ru, comScore, Analysys International







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

Image-Source: [blog.webcertain.com](http://blog.webcertain.com)



# Take aways

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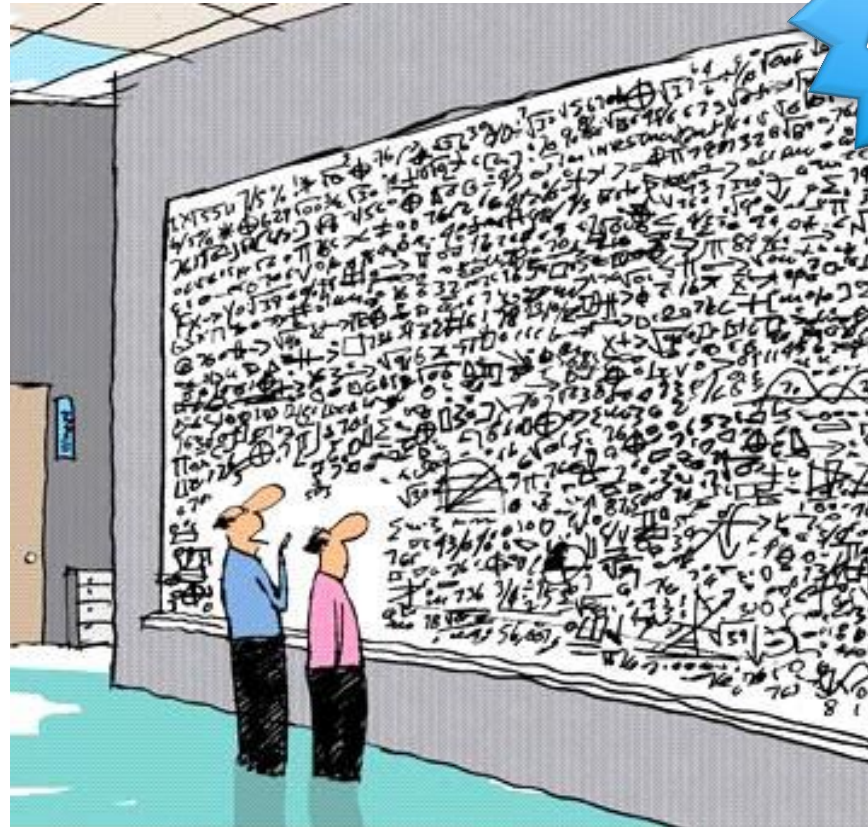
- Harness the value of your data
- Create evergreen content
- Implement semantic markup language
- Implement responsive design  
(mobile & large desktops)
- Use Google Webmaster Geo-Location Tools
- Implement alternat href-language Tags  
(if you are multilingual)
- Enrich your data wherever you can



# 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

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- 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 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

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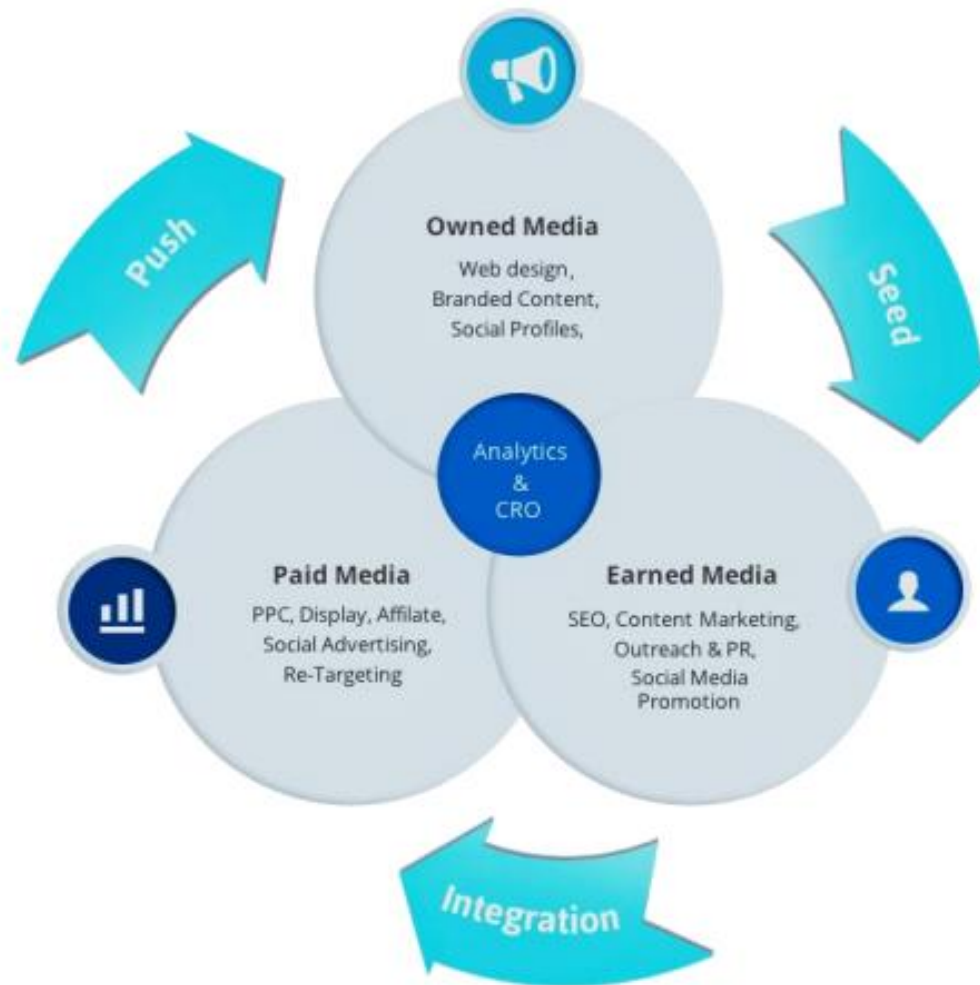
- We offer our clients the entire digital mix from online analysis to strategy development and implementation in the D/A/CH area, including strong reporting features on all our services.
- As a full-service provider, we take a holistic approach to reaching our clients goals and thereby ensure a sustainable 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

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# 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.

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## **BlueGlass Interactive Ltd**

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 [@blueglass](https://twitter.com/blueglass)

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