DIGITAS

Tips & Tricks

Evan Fishkin
Associate Director, Search Marketing

@eFishkin

FIRST AND FOREMOST

THERE ARE NO

~~SHORTCUTS~~
~~INSTANT WINS~~
~~GUARANTEES~~
~~1 SIZE FITS ALL~~

IN SEO

THERE IS ONLY HARD WORK

DIGITAS

The SEO Pyramid

DIGITAS

SITE HEALTH

#1 – SETUP WEBMASTER TOOLS ACCOUNTS

Google webmaster tools

bing™

Webmaster

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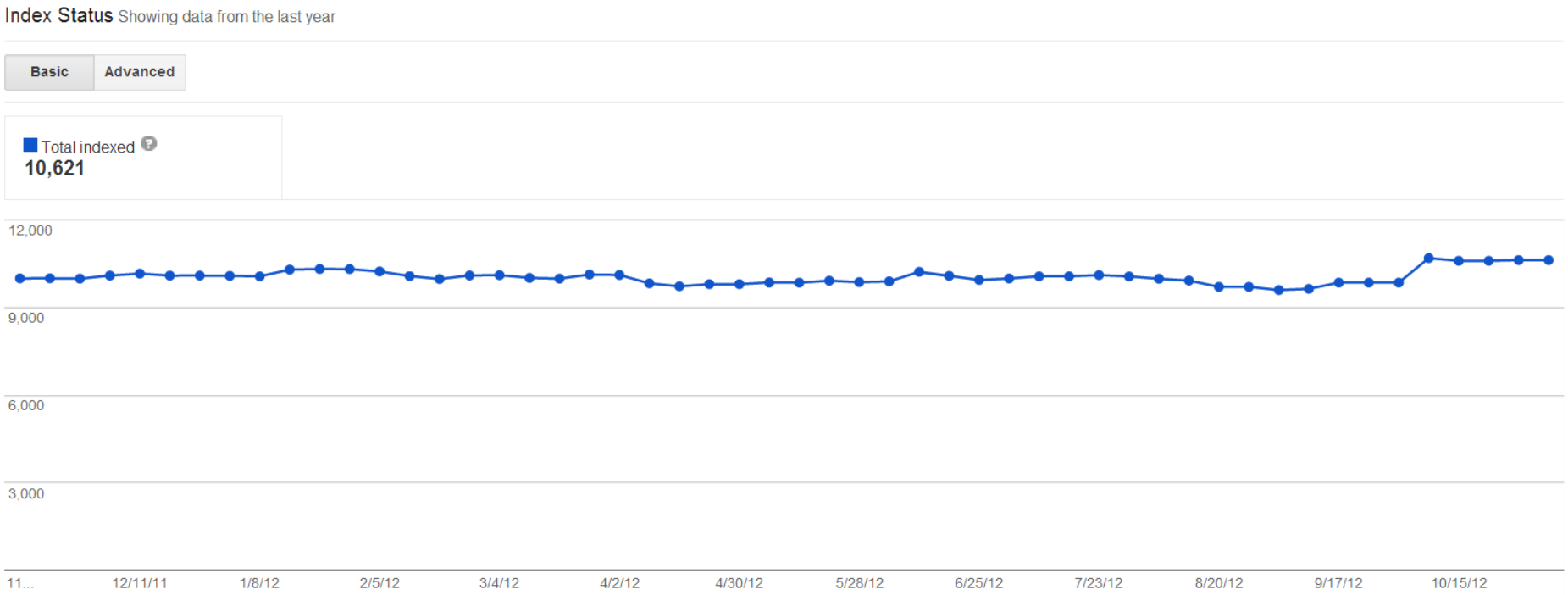
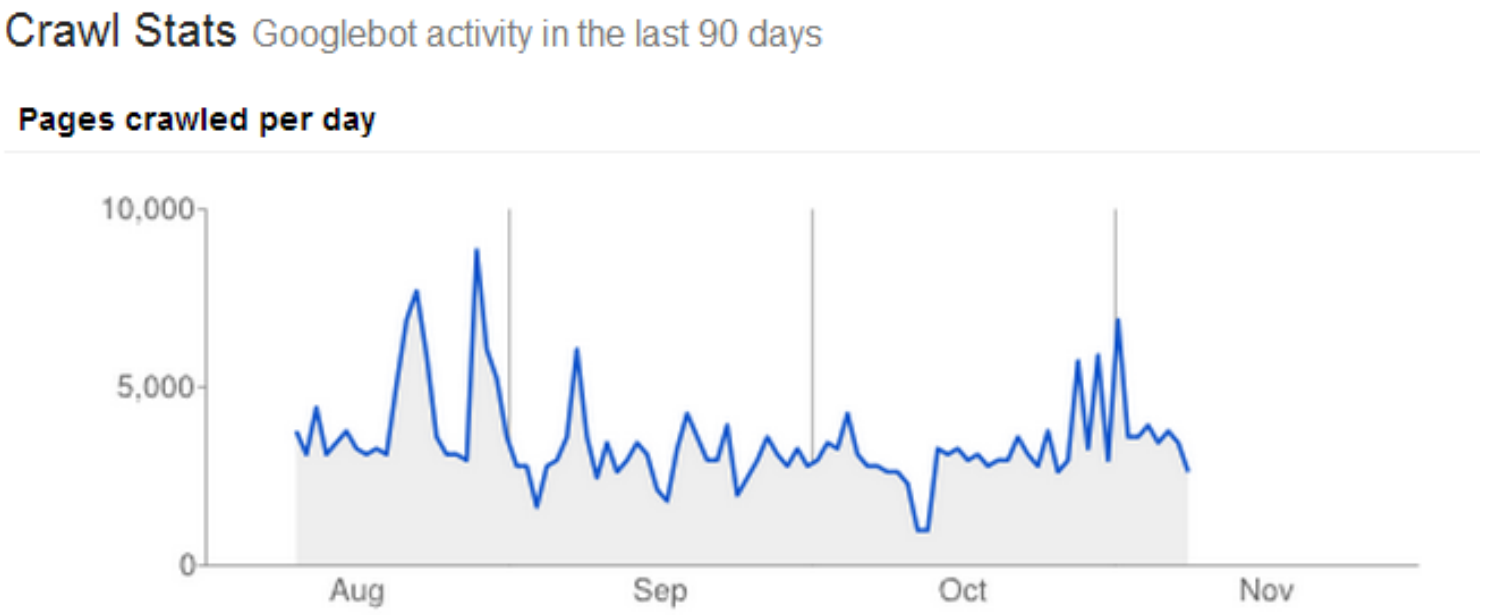
#2 – TRACK INDEXATION



#3 – MONITOR CRAWL RATE



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#4 – MONITOR ERRORS

URL Errors

Web | Mobile

Server error	Soft 404	Access denied	Not found	Other
2 errors	1 errors	12 errors	10,071 errors	16 errors

#4 – FIX ERRORS

404 Error – Page not found

301 – Content moved permanently

302 – Found, Content moved temporarily

Correct internal links that are pointing to 404 pages

302 redirects are bad – Change all 302 redirects to 301

TOOLS!

Bulk HTTP Header Response Checker & Comparison Tool

http://www.tomanthony.co.uk/tools/bulk-http-header-compare/

Free **SEO** Toolkit

Start with the free download, review your website, and make changes fast. The SEO Toolkit with its detailed analysis and search engine friendly suggestions helps improve the relevance of your website in search results right away.

Install Now

See other Spotlights:
Web App Gallery
URL Rewriter
ASP.NET

#5 – MONITOR DUPLICATION

Webmaster Tools

- Dashboard
- Messages
- Configuration
- Health
- Traffic
- **Optimization**
  - Sitemaps
  - Remove URLs
  - **HTML Improvements**
  - Content Keywords
  - Structured Data
  - Other Resources
- Labs

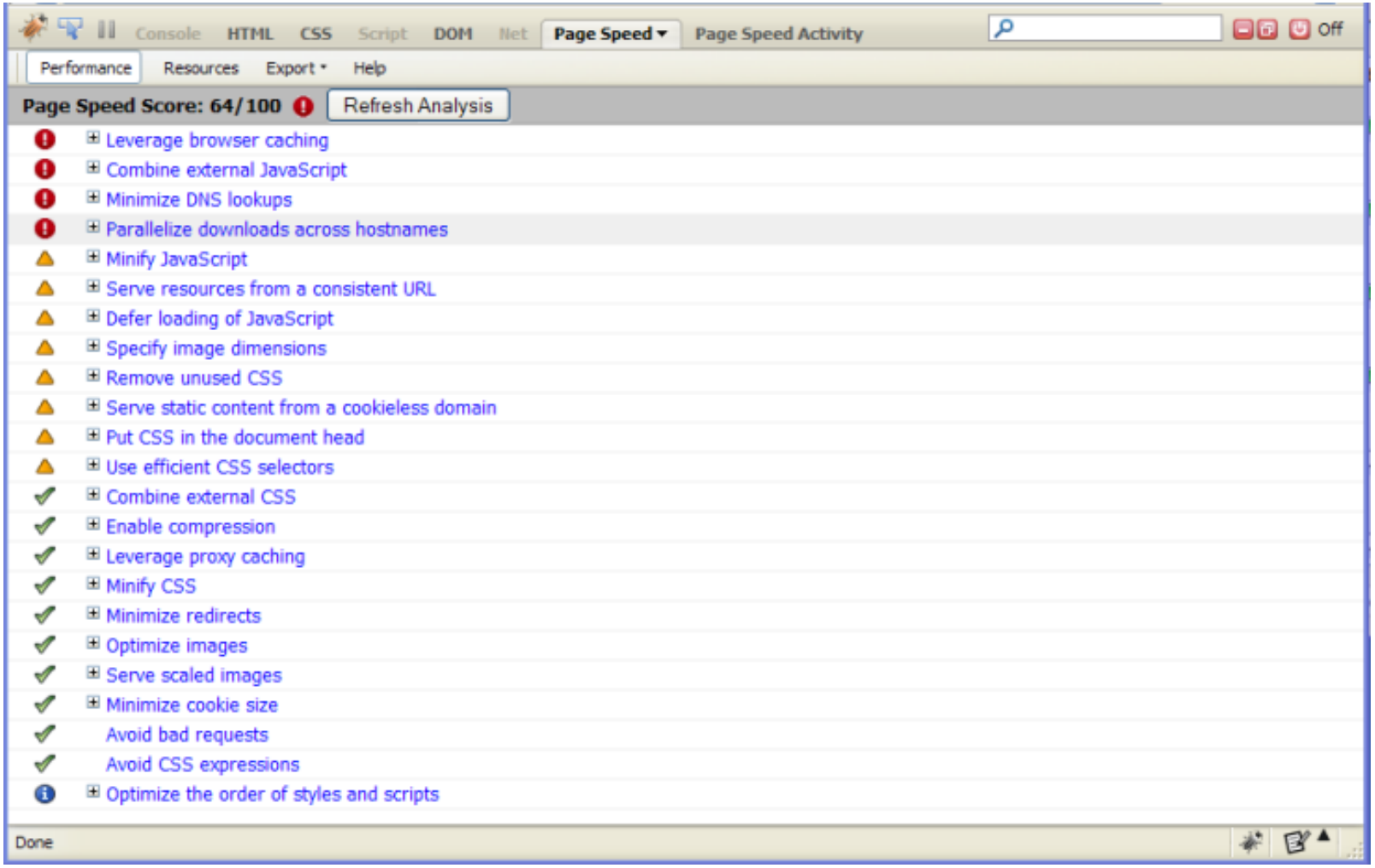
HTML Improvements Last updated Nov 8, 2012

Addressing the following may help your site's user experience and performance.

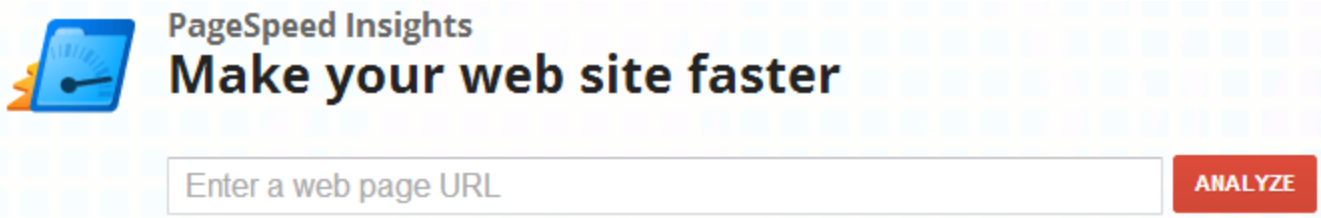
Meta description	Pages
Duplicate meta descriptions	502
Long meta descriptions	0
Short meta descriptions	49

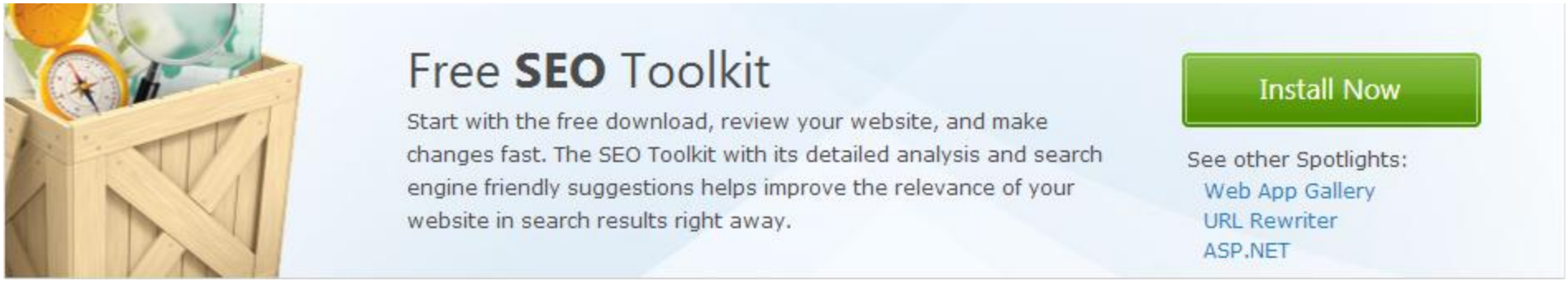
Title tag	Pages
Missing title tags	19
Duplicate title tags	906
Long title tags	0
Short title tags	0
Non-informative title tags	0

#6 – PAGE SPEED


Console HTML CSS Script DOM Net Page Speed Page Speed Activity Off
Performance Resources Export Help
Page Speed Score: 64/100
Refresh Analysis
Leverage browser caching
Combine external JavaScript
Minimize DNS lookups
Parallelize downloads across hostnames
Minify JavaScript
Serve resources from a consistent URL
Defer loading of JavaScript
Specify image dimensions
Remove unused CSS
Serve static content from a cookieless domain
Put CSS in the document head
Use efficient CSS selectors
Combine external CSS
Enable compression
Leverage proxy caching
Minify CSS
Minimize redirects
Optimize images
Serve scaled images
Minimize cookie size
Avoid bad requests
Avoid CSS expressions
Optimize the order of styles and scripts
Done

TOOLS!


PageSpeed Insights
Make your web site faster
Enter a web page URL
ANALYZE


Free SEO Toolkit
Start with the free download, review your website, and make changes fast. The SEO Toolkit with its detailed analysis and search engine friendly suggestions helps improve the relevance of your website in search results right away.
Install Now
See other Spotlights:
Web App Gallery
URL Rewriter
ASP.NET

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#7 – CHECK CACHED VERSION

This is Google's cache of http://www.icmaonline.org/events/conferences/istanbul-2012-conference/. It is a snapshot of the page as it appeared on 27 Oct 2012 13:39:03 GMT.
The current page could have changed in the meantime. Learn more
Tip: To quickly find your search term on this page, press Ctrl+F or ⌘-F (Mac) and use the find bar.

Text-only version

REGISTER LOGIN

ABOUT EVENTS MEMBERS LEADERS PARTNERS BLOG INFO

ICMA
International Classified Media Association

OPEN

LATEST EVENT

SOCIAL, LOCAL, MOBILE: CLASSIFIED MEDIA STRATEGIES

The ICMA "Social, Local Mobile

Home > Events > Conferences > Istanbul 2012 Conference

Keyword...

ICMA ISTANBUL CONFERENCE
7-10 NOVEMBER 2012

Istanbul 2012 Conference

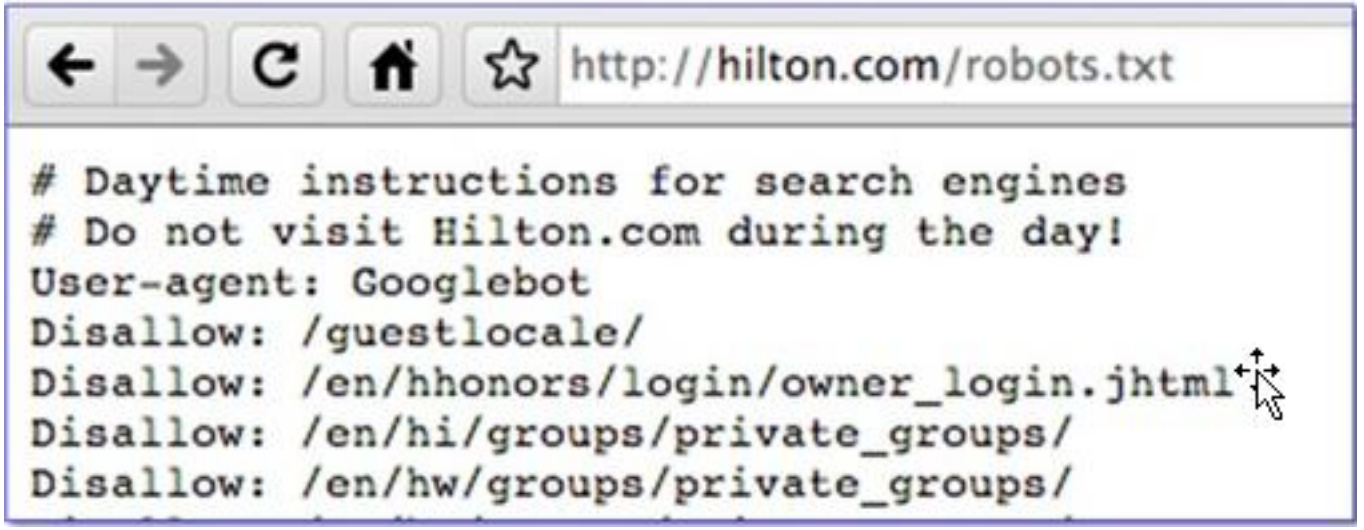
ISTANBUL, TURKEY 7-10 NOVEMBER
"Social, Local, Mobile (SoLoMo): Classified Media Strategies"

Twitter Feeds

- 1 day ago Registration begins in only 4 hours! Looking forward to seeing everyone & meeting the first time attendees!

#8 – DON'T BLOCK THE BOT

```
# Notice: if you would like to crawl Facebook you can
# contact us here: http://www.facebook.com/apps/site_scraping_tos.php
# to apply for white listing. Our general terms are available
# at http://www.facebook.com/apps/site_scraping_tos_terms.php
```




```
User-agent: Googlebot
Disallow: /ac.php
Disallow: /ae.php
Disallow: /album.php
Disallow: /ap.php
Disallow: /feeds/
```

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OPTIMIZING YOUR CONTENT

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#9 – KEYWORD MAP

	A	B	C	D	E	F	G	H
1	Keyword	URL						
2	[INSERT KEYWORD HERE]	[INSERT URL HERE]						
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

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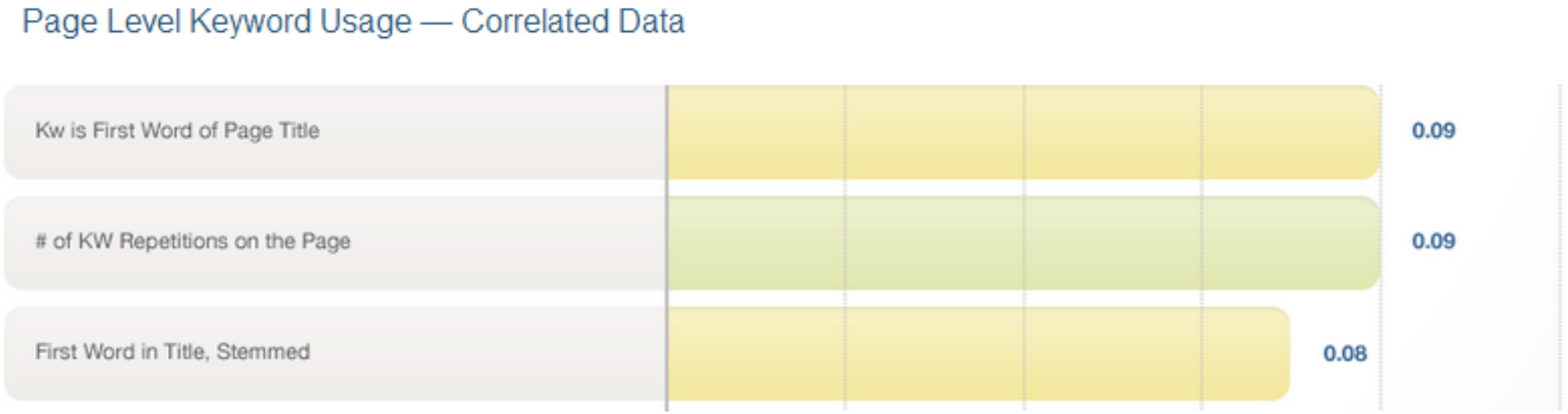
#10 – TITLE TAG



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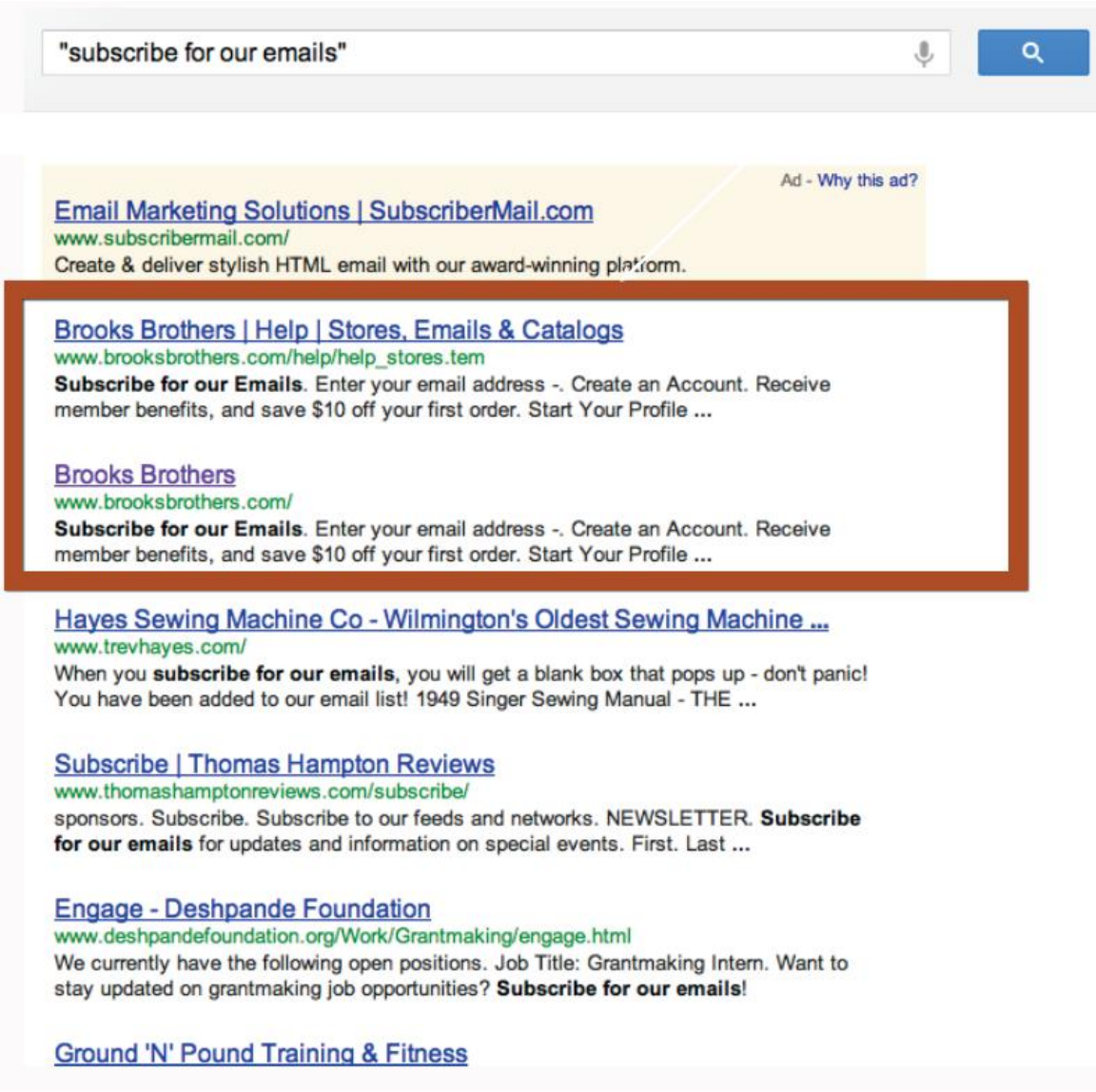
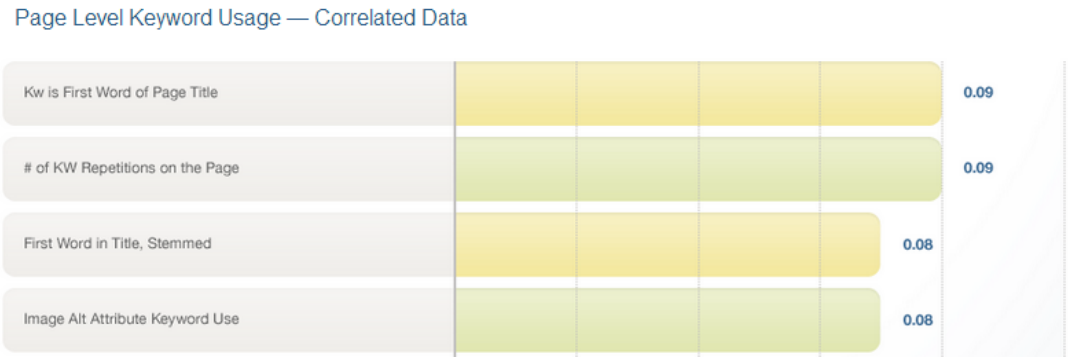
#11 – MAINTAIN KEYWORD FOCUS

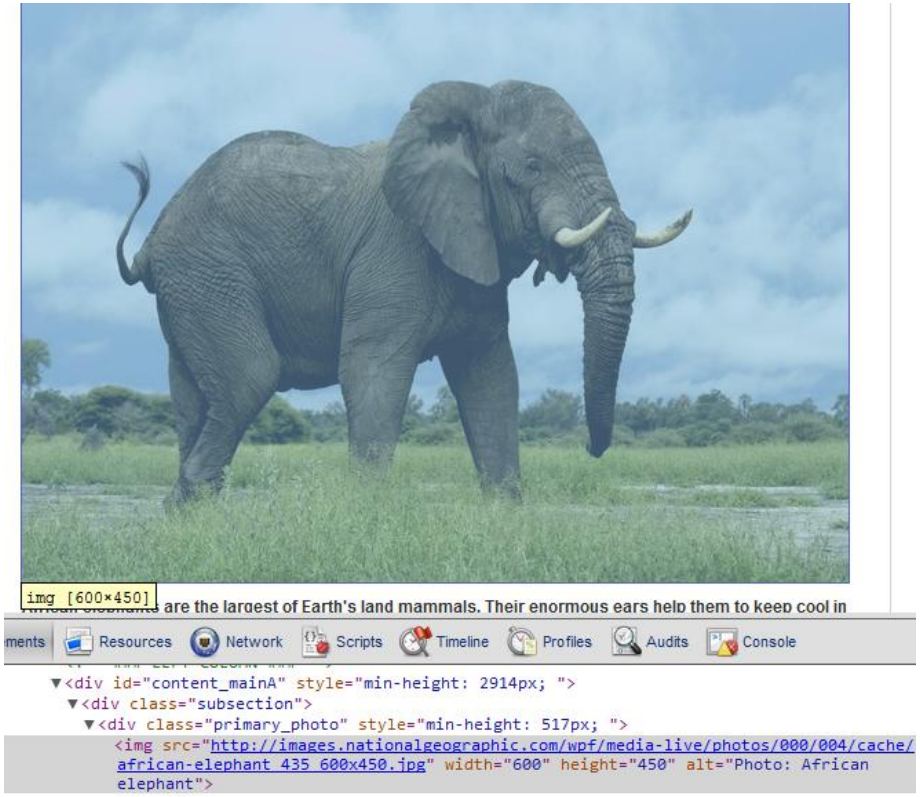


#12 – META DESCRIPTION

Istanbul 2012 Conference - **ICMA**: International Classified Media ...
www.**icma**online.org/events/.../**istanbul**-2012-conference/
ICMA: International Classified Media Association Logo · Open more information about **ICMA** conference in **Istanbul** · SOCIAL, LOCAL, MOBILE: CLASSIFIED ...

#13 – KEYWORD USE IN IMAGE ALTERNATE TEXT





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THAT WHICH IS MEASURED

CAN BE IMPORVED

#14 – TRACK RANKINGS

Overview

URL	Google	Yahoo	Bing
sprint.com 15 keywords ajdjasdad	33 +6	27 +2	27 +2
t-mobile.com 15 keywords local packs	8 0	13 +13	13 +13
verizonwireless.com 15 keywords Demo Demo	8 +3	16 +10	16 +10
wireless.att.com 15 keywords	14 +6	16 +10	16 +10
seobook.com 10 keywords SEO Book, SEO	24 +9	29 +10	29 +10
seomoz.org 10 keywords demo	5 +10	9 +10	9 +10
geico.com 48 keywords The Lizard	43 -1	45 +15	45 +15
insurance.com 48 keywords wat	64 -2	37 +16	37 +16
nationwide.com 48 keywords	43 -1	46 +14	46 +14
bluehost.com 10 keywords hosting	- 0	57 +25	57 +25
bluehost.com 10 keywords hosting	99 -1	51 +11	51 +11
bluehost.com 10 keywords hosting	92 +1	72 +4	72 +4
bluehost.com 10 keywords hosting	55 0	38 +39	38 +39
amazon.com 7 keywords 54	4 +1	16 +29	16 +29

TOOLS!

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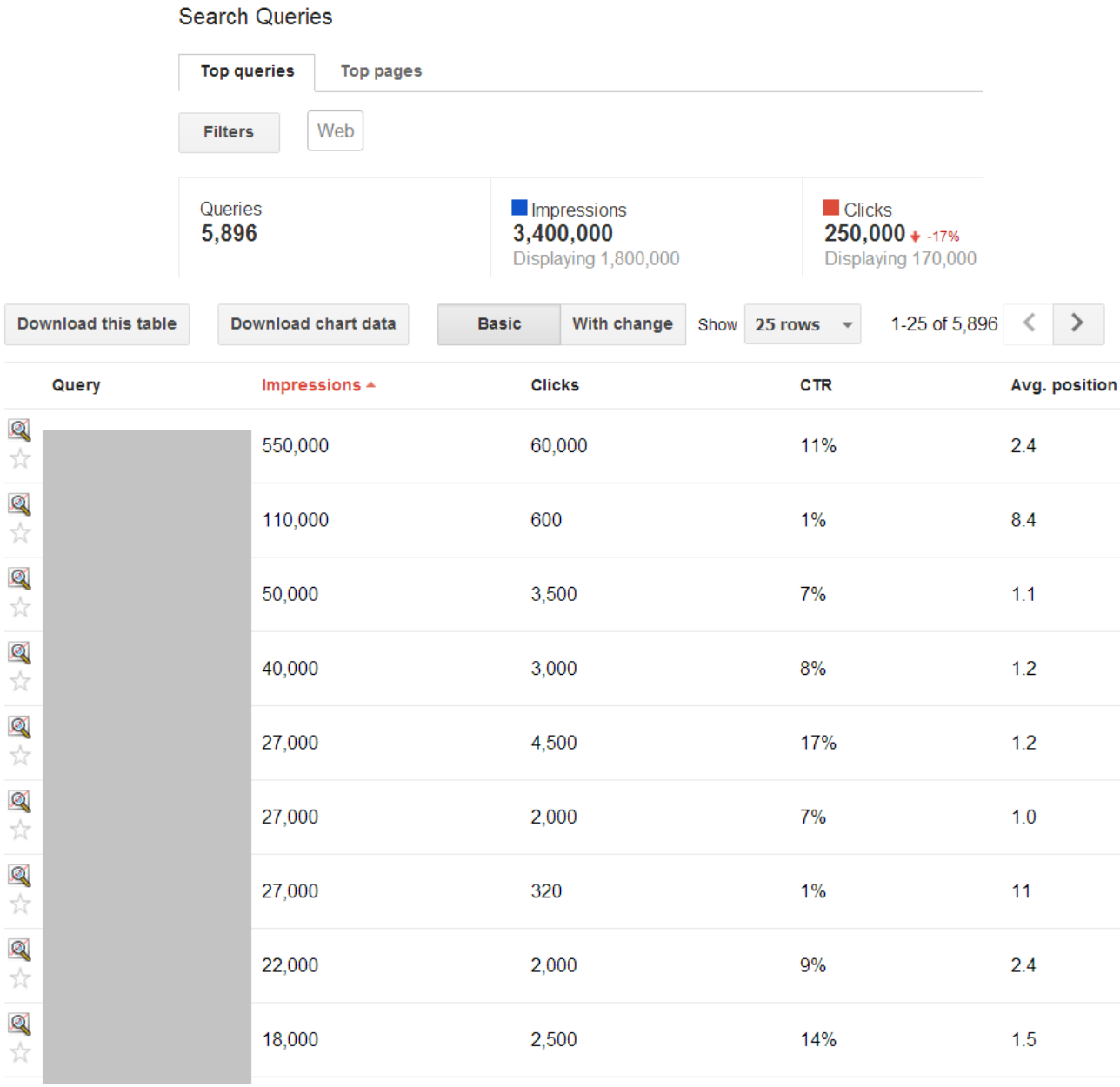
#15 – TRACK REACH



Query	Impressions ▲	Clicks	CTR	Avg. position
[redacted]	550,000	60,000	11%	2.4
[redacted]	110,000	600	1%	8.4
[redacted]	50,000	3,500	7%	1.1
[redacted]	40,000	3,000	8%	1.2
[redacted]	27,000	4,500	17%	1.2
[redacted]	27,000	2,000	7%	1.0
[redacted]	27,000	320	1%	11
[redacted]	22,000	2,000	9%	2.4
[redacted]	18,000	2,500	14%	1.5

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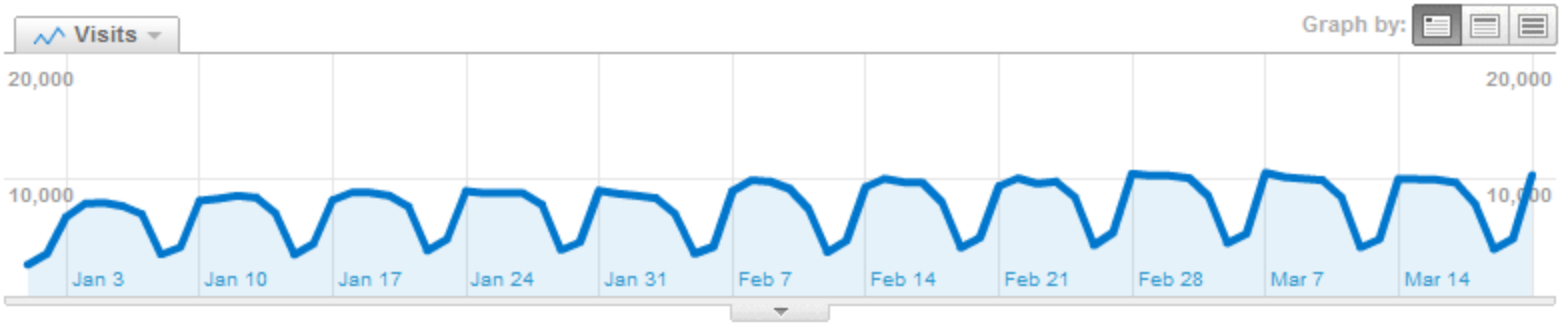
#15 – TRACK REACH

Search Engine:
google

Jan 1, 2011 - Mar 21, 2011



google sent 603,386 total visits via 154,728 keywords

Show: non-paid | total | paid

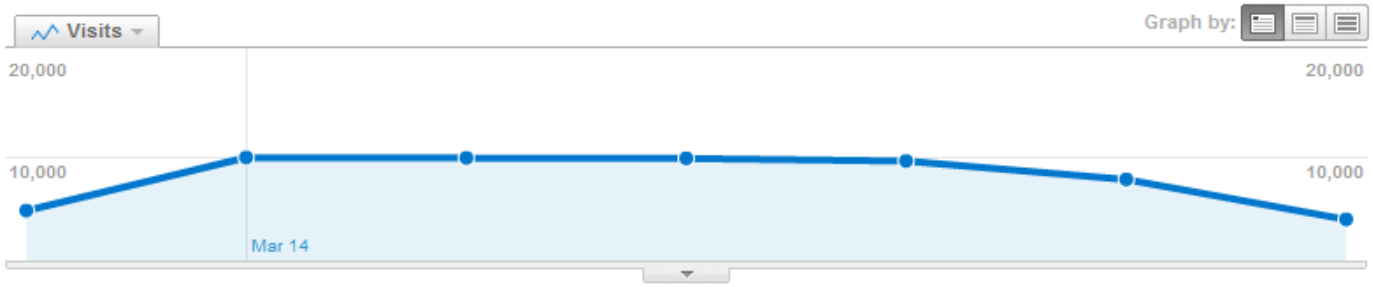
TOOLS!

Google Analytics

#16 – TRACK VISIBILITY

Search Engine:
google

Mar 13, 2011 - Mar 19, 2011



google sent 56,420 total visits via 4,425 landing pages

Show: non-paid | total | paid

Site Usage | Goal Set 1 | Goal Set 2 | Goal Set 3 | Goal Set 4 | Ecommerce — Views:

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
56,420	**3.08**	**00:03:58**	**41.74%**	**54.97%**
% of Site Total: 31.41%	Site Avg: 2.92 (5.41%)	Site Avg: 00:03:47 (5.21%)	Site Avg: 41.25% (1.20%)	Site Avg: 57.30% (-4.05%)

	Landing Page	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	/		13,095	4.89	00:06:16	21.99%	26.40%
2.	/blog		2,691	3.31	00:05:11	21.33%	32.52%

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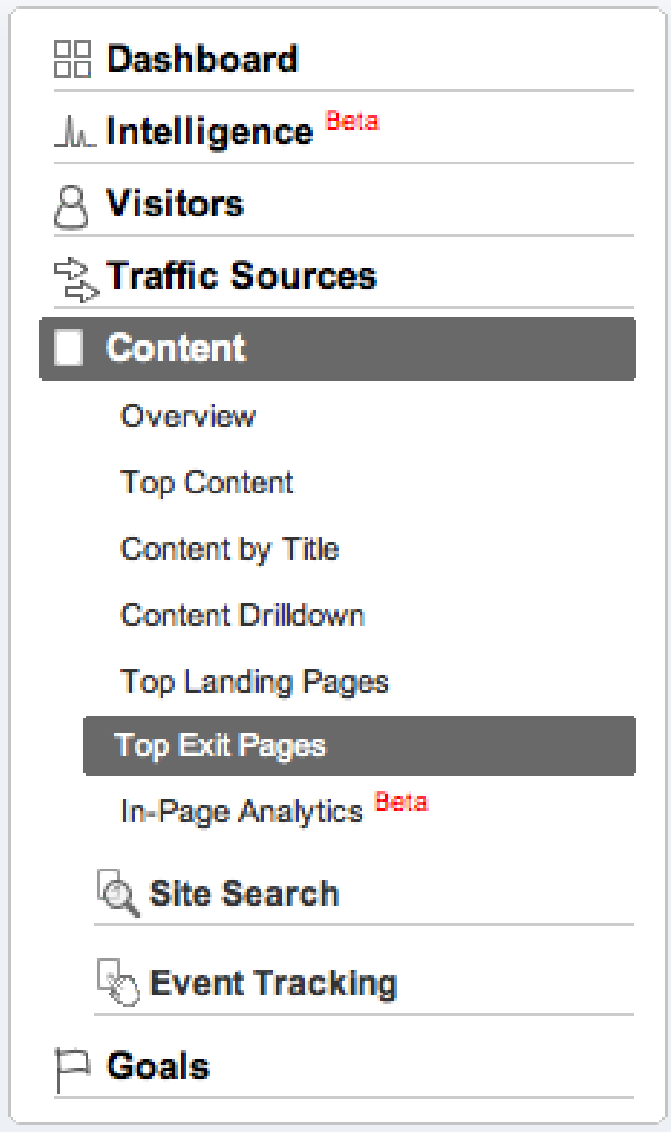
#17 – IDENTIFY LEAKS



#18 – LOOK INTO THE SEEDS OF TIME…

Traffic data from Google Keyword Tool

New visitors percentage determined by analyzing Google Webmaster Tools & Analytics information

Metric		Notes	Source
Incremental Organic Search Visitors	756		Google Data Services 7/1/12-8/31/12
New Visitors	68	9.00%	Webtrends 1/1/12-8/31/12
Incremental Shoppers	12	17.34%	Foresee 5/1/12-7/31/12
Incremental Purchasers	6	53.33%	Foresee 5/1/12-7/31/12
Purchased This Brand	5	71.88%	Foresee 5/1/12-7/31/12
Incremental Revenue	**$3,165.64**		

17% of visitors who answered Foresee surveyed as “in the market”

72% of Incremental Purchasers purchased this brand

53% of Incremental Shoppers actually purchased

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#18 – ANALYZE VALUE

Keyword	Total Search Volume	Estimated Traffic (Rank 1-4)	Current Ranking	Estimated Value
	2240000	313600	20	$ 1,313,152.42
	450000	63000	17	$ 263,802.94
	450000	63000	17	$ 263,802.94
	246000	34440	15	$ 144,212.27
	1400	200	9	$ 837.47
	3350000	469000	36	$ 1,963,866.34
	3350000	469000	29	$ 1,963,866.34
	550000	77000	32	$ 322,425.82
	550000	77000	30	$ 322,425.82
	2240000	313600	29	$ 1,313,152.42
	450000	63000	97	$ 263,802.94
	2900	406	93	$ 1,700.06
	5900	830	112	$ 3,475.50
	49500	6930	83	$ 29,018.32
	5400	756	77	$ 3,165.64
TOTAL				**$ 8,172,707.24**

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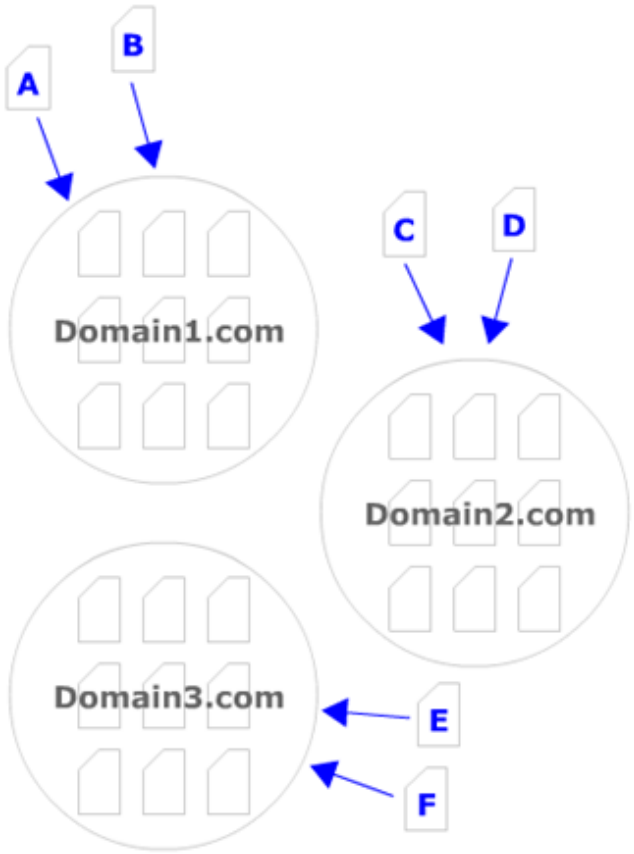
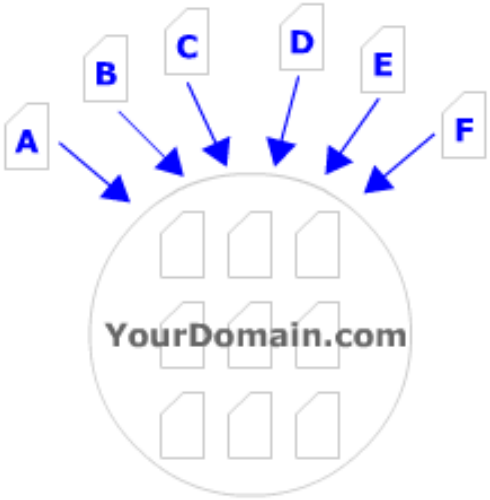
GENERAL SEO

DIGITAS

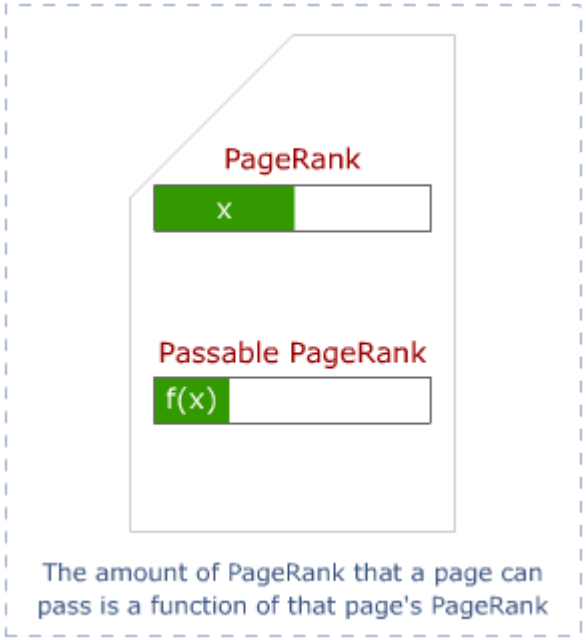
#19 – UNIFY DOMAINS

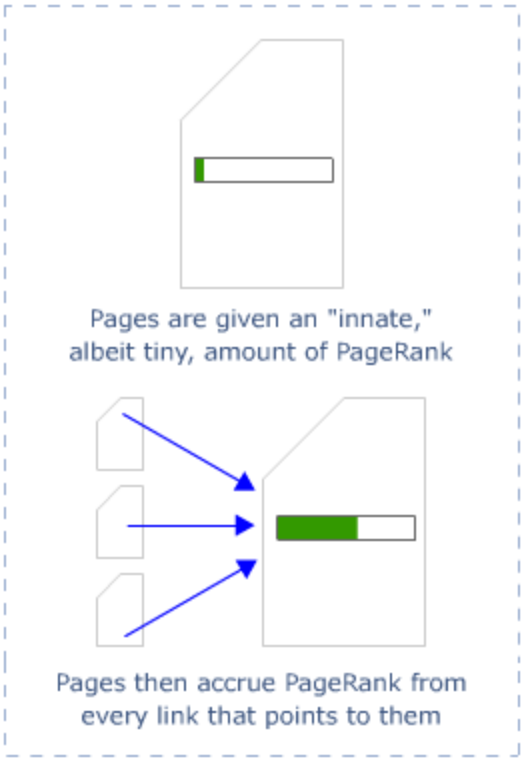


VS.

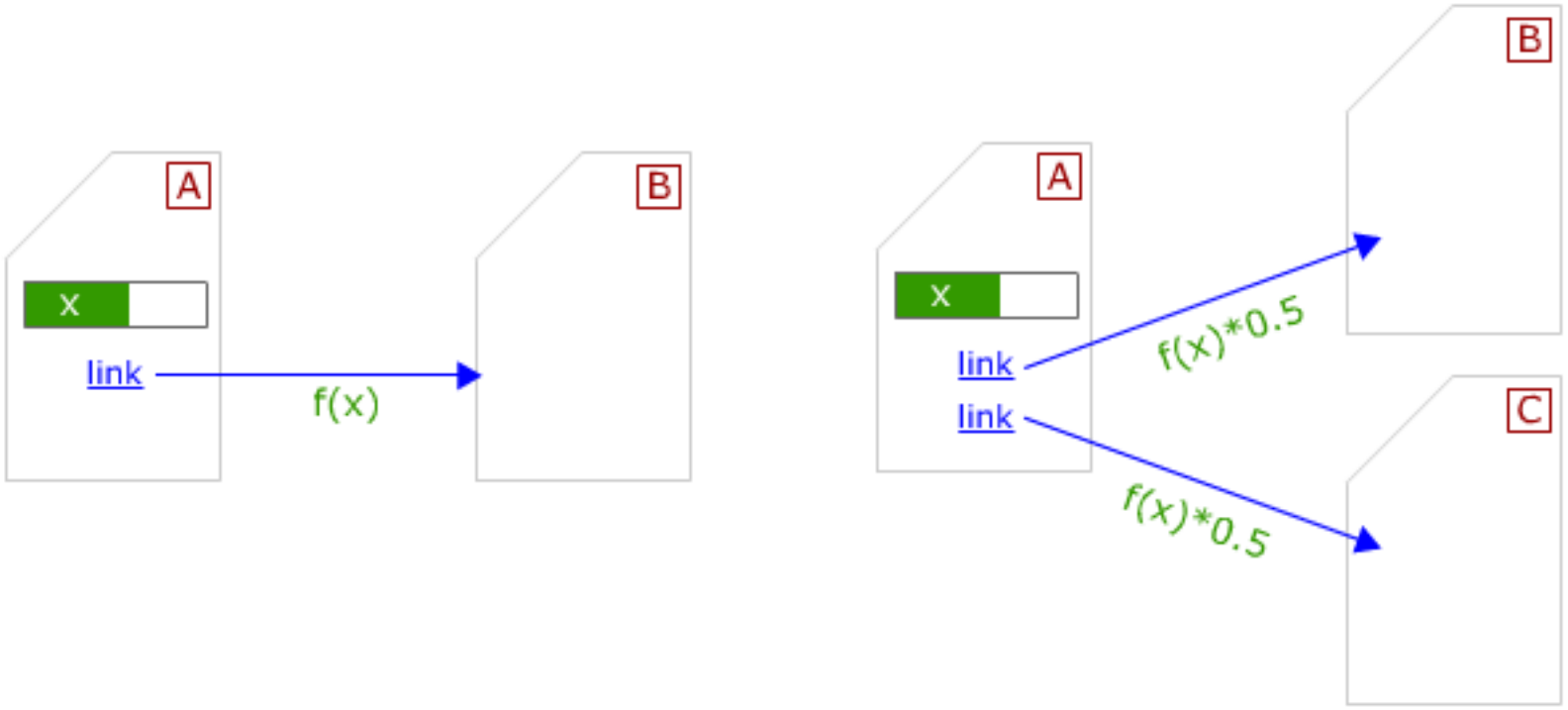


#20 – CONSOLIDATE LINKING



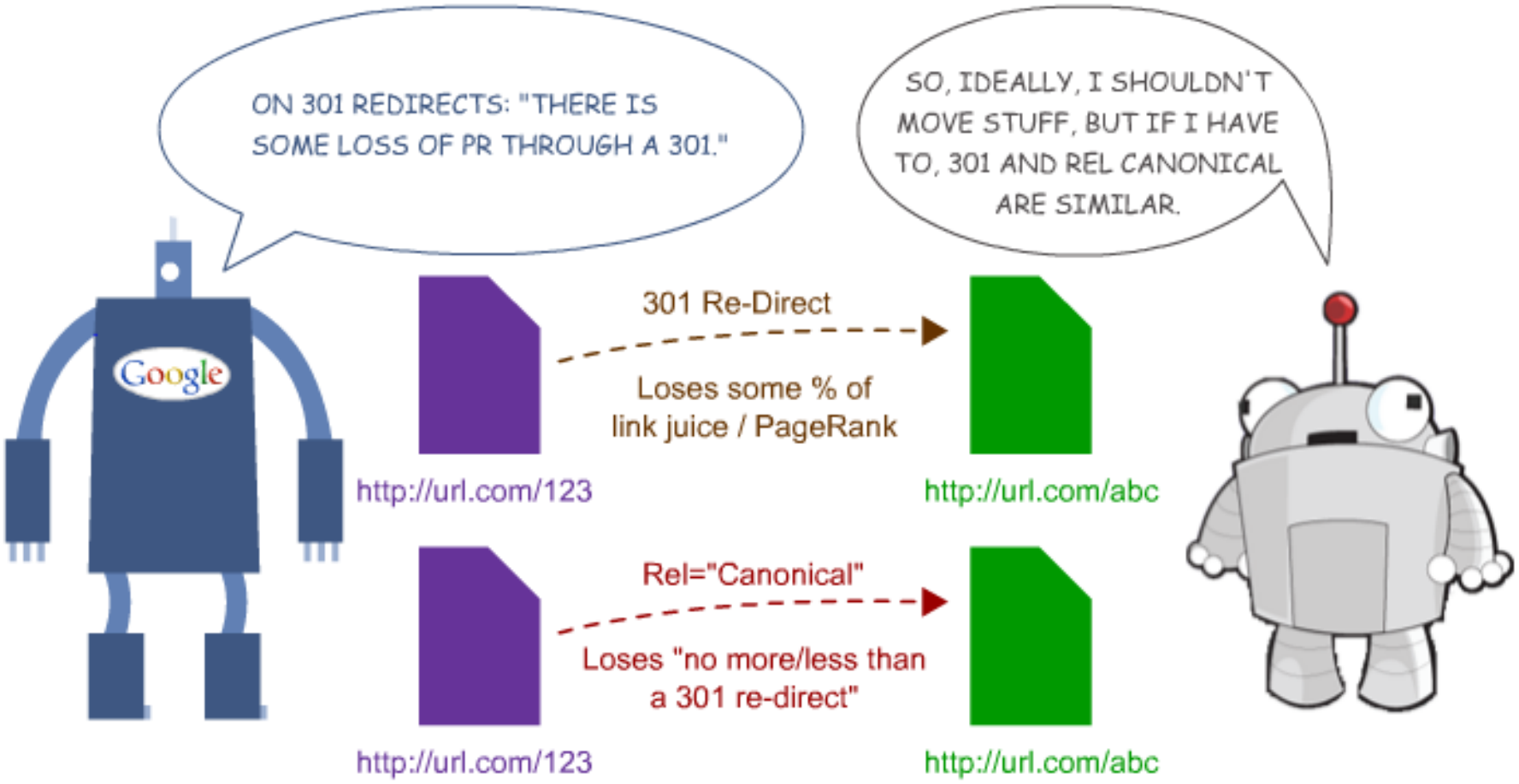


#20 – CONSOLIDATE LINKING



#21 – GET INDEXED FASTER

#22 – REDUCE DUPLICATION



#23 – EMPLOY ABSOLUTE URL

Absolute: anchor

Relative: anchor

#24 – UNDERSTAND YOUR USERS

quantcast

US Demographics

Updated Oct 2012• Next: Nov 2012

		index
Male		106
Female		94
< 18		67
18-24		101
25-34		122
35-44		117
45-54		105
55-64		94
65+		71
No Kids		100
Has Kids		100

internet average

	index
$0-50k	78
$50-100k	95
$100-150k	109
$150k+	110
No College	101
College	101
Grad School	93
Caucasian	106
African American	74
Asian	77
Hispanic	90
Other	101

internet average

See More Details Gender | Age | Children | Income | Education | Ethnicity

See More

Audience Also Likes

Data Source: United States

The people who visit ebay.com are also likely to visit these categories and sites:

Affinity	Services
2.2x	paypal.com
1.9x	PayPal
1.8x	lowermybills.com
1.8x	Lending Tree

Affinity	Auto Listings
2.2x	ecarlist.com
2.0x	Hemmings
1.9x	bikebandit.com
1.6x	racingjunk.com

Affinity	Shopping Engines
2.0x	thefind.com
2.0x	PriceGrabber
1.9x	Nextag
1.9x	become.com

#25 – KEYWORD USE IN INTERNAL LINKING

WIKIPEDIA
The Free Encyclopedia

Article Discussion Read View source View h

Barack Obama

From Wikipedia, the free encyclopedia

"Barack" and "Obama" redirect here. For other uses, see Barak (disambiguation) and Obama (disambiguation).

For the Kenyan economist, Obama's father, see Barack Obama, Sr..

Barack Hussein Obama II (/bəˈrɑːk huːˈseɪn oʊˈbɑːmə/; born August 4, 1961) is the 44th and current President of the United States. He is the first African American to hold the office. Obama previously served as a United States Senator from Illinois, from January 2005 until he resigned following his victory in the 2008 presidential election.

Born in Honolulu, Hawaii, Obama is a graduate of Columbia University and Harvard Law School, where he was the president of the *Harvard Law Review*. He was a community organizer in Chicago before earning his law degree. He worked as a civil rights attorney in Chicago and taught constitutional law at the University of Chicago Law School from 1992 to 2004. He served three terms representing the 13th district in the Illinois Senate from 1997 to 2004.

Following an unsuccessful bid against the Democratic incumbent for a seat in the United States House of Representatives in 2000, Obama ran for United States Senate in 2004. Several events brought him to national attention during the campaign, including his victory in the March 2004 Democratic primary and his keynote address at the Democratic National Convention in July 2004. He won election to the U.S. Senate in Illinois in November 2004. His presidential campaign began in February 2007, and after a close campaign in the 2008 Democratic Party presidential primaries against Hillary Rodham Clinton, he won his party's nomination. In the 2008 presidential election, he defeated Republican nominee John McCain, and was inaugurated as president on January 20, 2009. In October 2009, Obama was named the 2009 Nobel Peace Prize laureate.

As president, Obama signed economic stimulus legislation in the form of the American Recovery and Reinvestment Act in February 2009 and the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act in December 2010. Other domestic policy initiatives include the Patient Protection and Affordable Care Act, the Dodd–Frank Wall Street Reform and Consumer Protection Act and the *Don't Ask, Don't Tell* Repeal Act. In foreign policy, he gradually withdrew combat troops from Iraq, increased troop levels in Afghanistan, signed the New START arms control treaty with Russia, ordered enforcement of the United Nations-sanctioned no-fly zone over Libya, and issued a direct order to a small group of American military forces to kill al-Qaeda leader Osama bin Laden in Pakistan. In April 2011, Obama declared his intention to seek re-election in the 2012 presidential election.[4]

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact Wikipedia

Toolbox

Print/export

Languages
Afrikaans
Alemannisch
□□□□
Ænglisc

#26 – DIRECT REQUEST LINK BUILDING

{Greeting} {Name},

{Opening/ Introduction}

{Explanation of why your website is relevant to the one you're contacting}

{Include WIIFM for the person you're emailing}

{Close},

{Your Name}

#27 – XML SITEMAPS

✓ TRADITIONAL SITEMAPS

✓ IMAGE SITEMAPS

✓ VIDEO SITEMAPS

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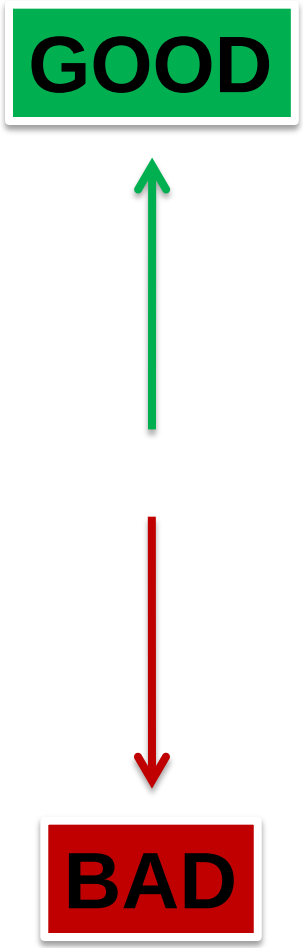
#28 – USE CLEAN URLS



www.adioso.com/seattle/british-airways-flights

www.adioso.com/cat61/british

www.adioso.com/cat61/174

www.adioso.com/f?ID=174

www.adioso.com/f?cat=61&?ID=174

cdn6.fly.adioso.com/f?cat=61&?ID=174&CustID=5afsdf21

More on good URL structures here: http://www.seomoz.org/blog/11-best-practices-for-urls

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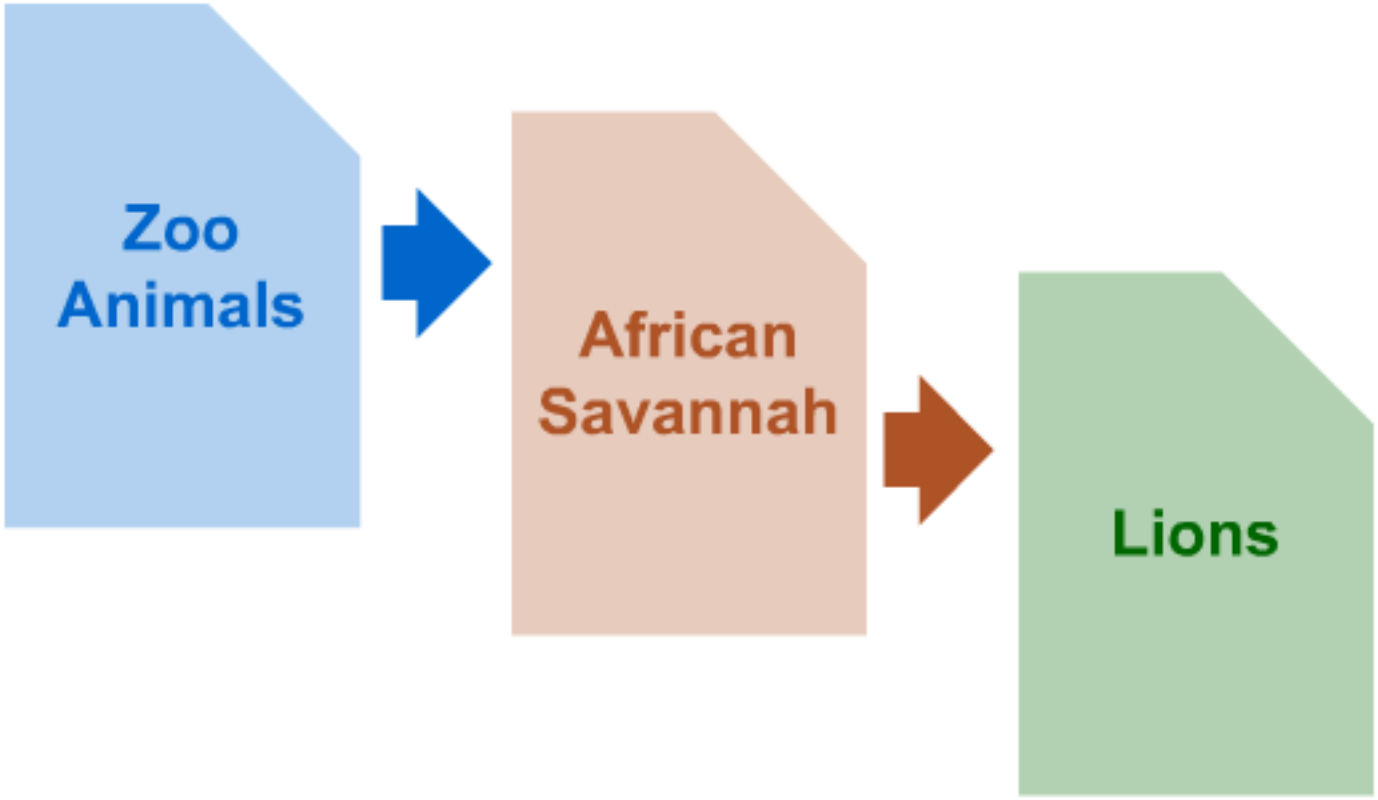
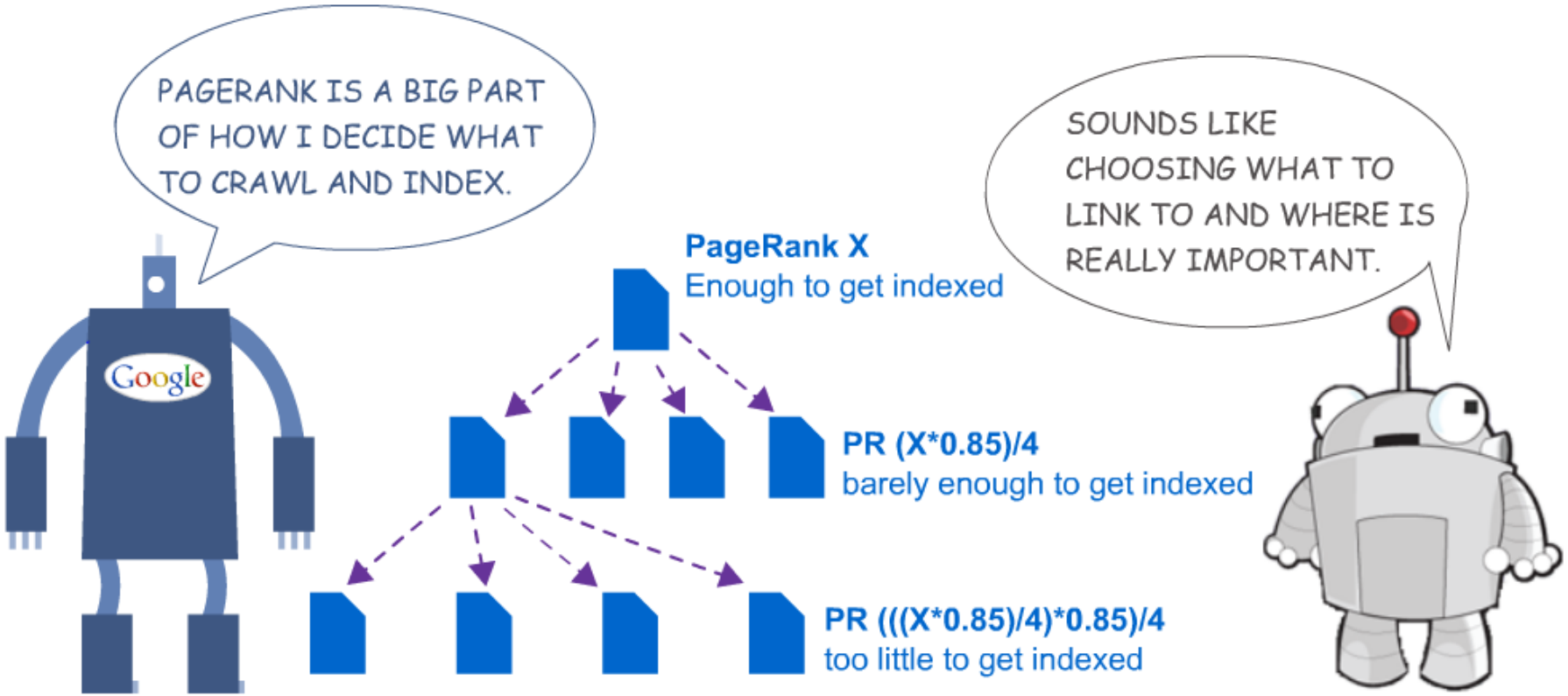
BETTER ARCHITECTURE

Semantically Logical Structure



Minimize Click Depth



Validate Architecture w/ Non-SEO

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USABLE NAVIGATION

Obvious Navigation Elements

Naming Conventions That Make Sense

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SINGLE VS MULTIPLE DOMAINS

Hosting on Multiple IPs

- Have you got multiple domains?
  Get multiple IPs
- It’s a legitimate strategy

Diverse Registration

- Why you can’t use proxy
- Location, location, location
- Derwood Hunsdale
- Contact information

Content Delivery Network

- Using a CDN will speed up your site
- CDNs can deliver anything
- What do I call my CDN?
  - Get Indexed

DIGITAS

That's All Folks!