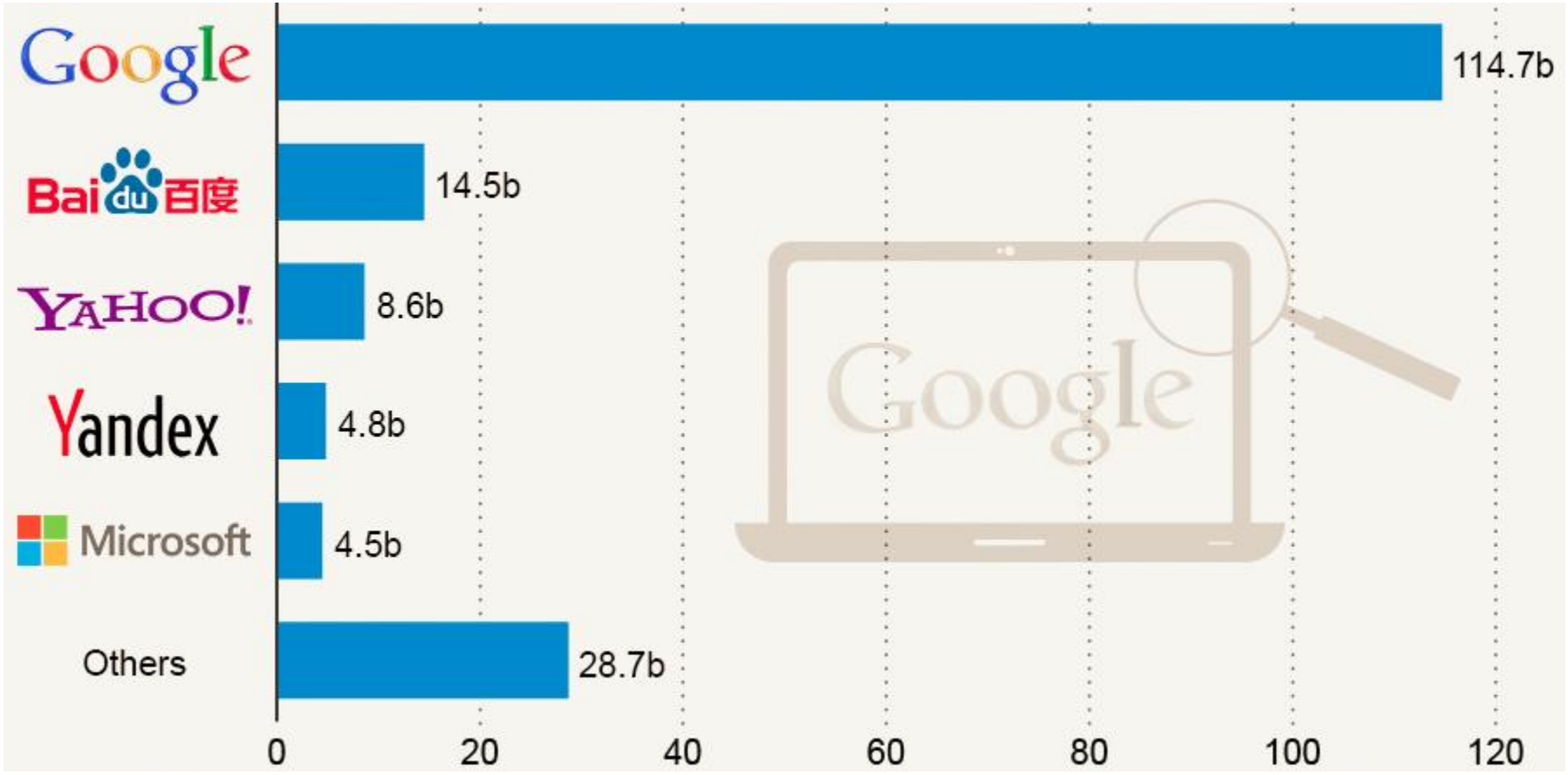
SEO Workshop

Evan Fishkin
Principal Program Manager, MSN

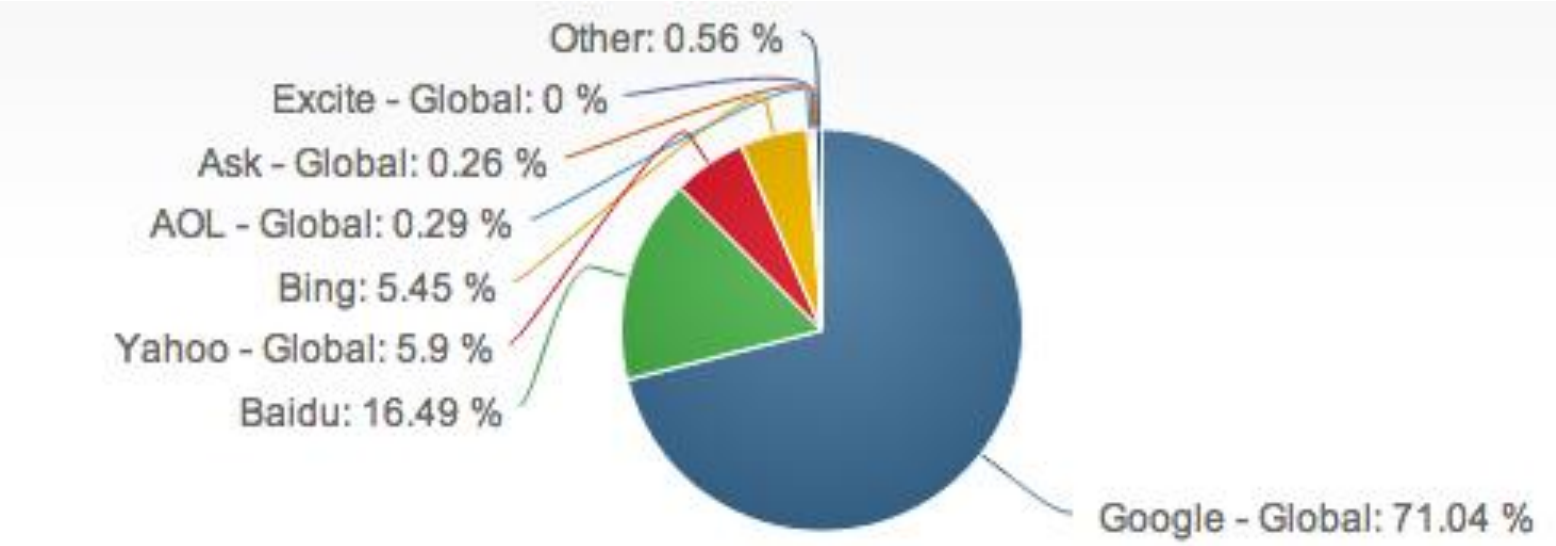
EFISHKIN@GMAIL.COM

THE SEARCH LANDSCAPE

Global Search Market

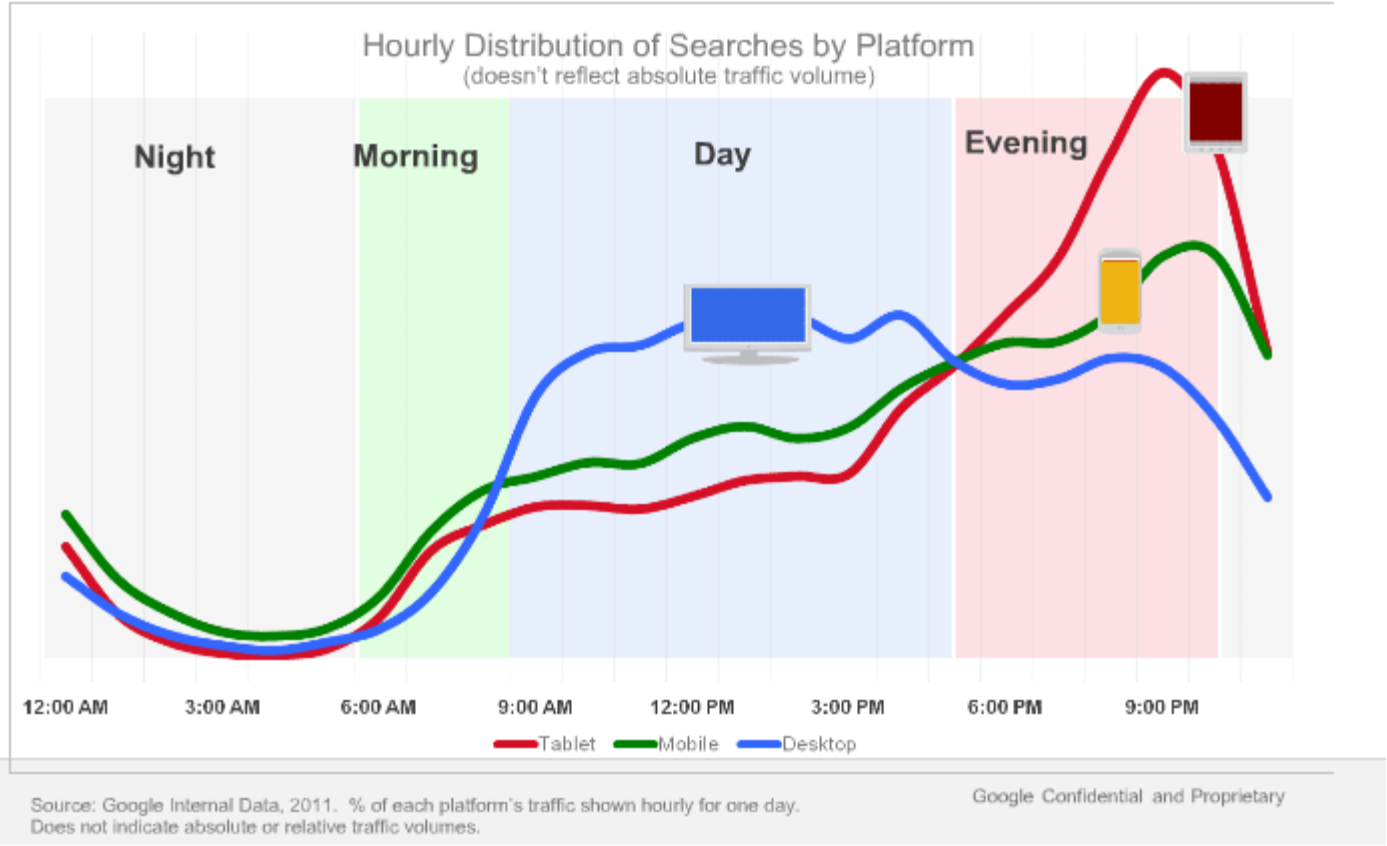


Search is More Than Just Google



ICMA
Making classified media work better!
International Classified Media Association

Searchers Are Constantly Connected



Source: Google Internal Data, 2011. % of each platform's traffic shown hourly for one day.
Does not indicate absolute or relative traffic volumes.

Google Confidential and Proprietary

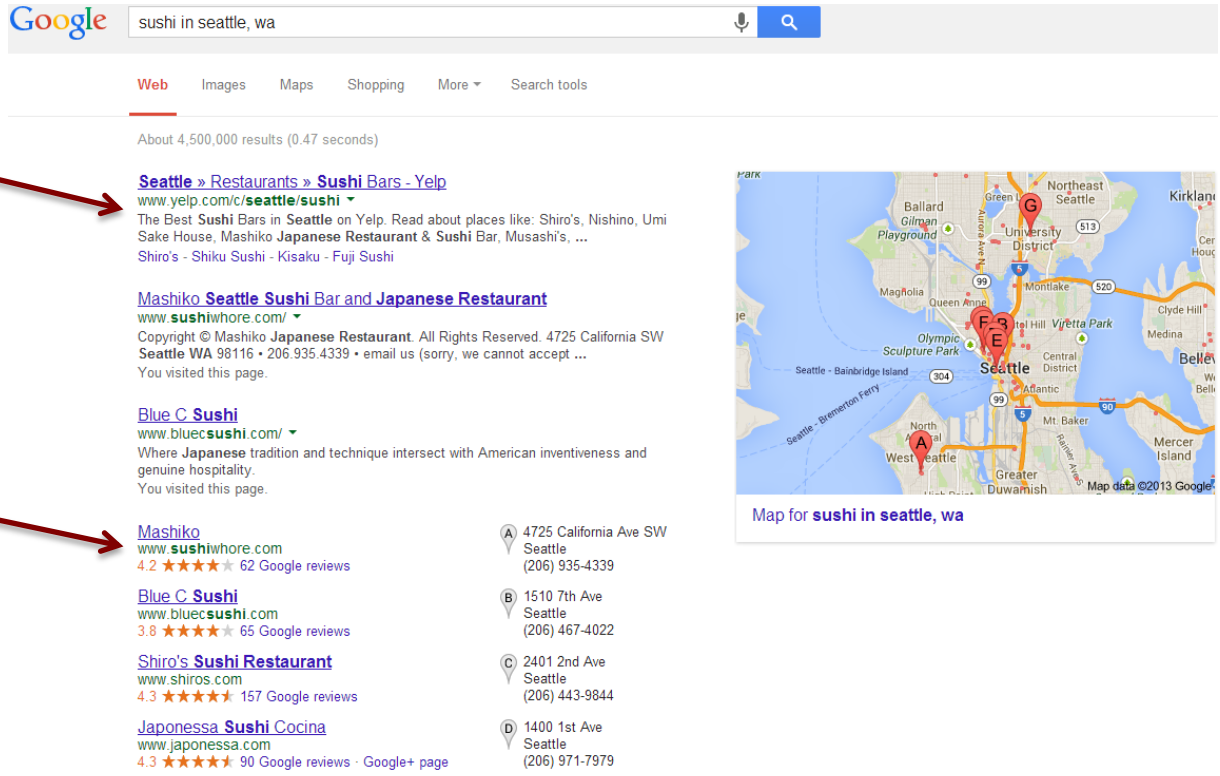
ICMA
Making classified media work better!
International Classified Media Association

IT’S NOT JUST LISTINGS

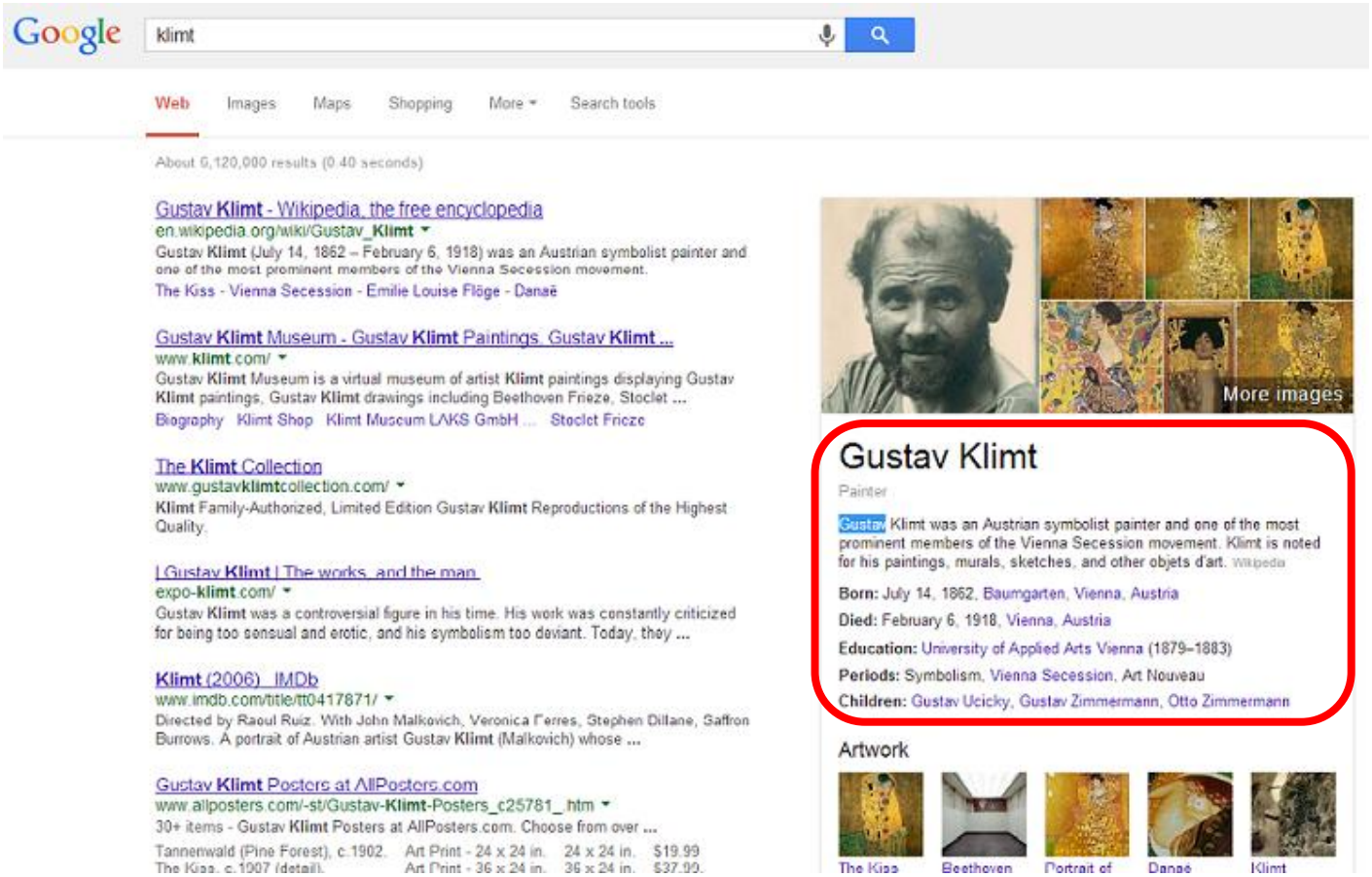
Local Results

Does not perform like traditional #1 results

Different ranking algorithm than standard search

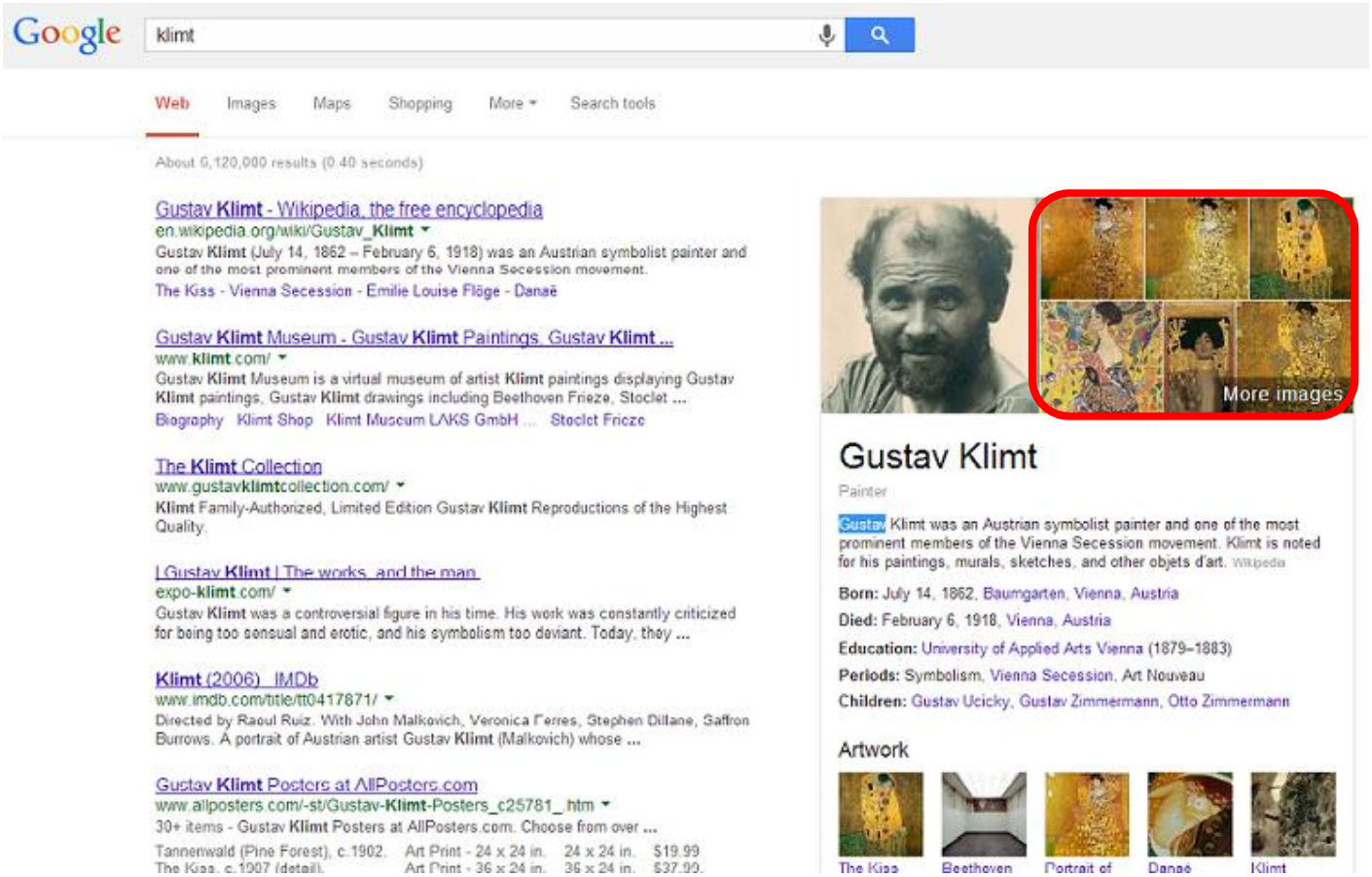


Microsoft | Knowledge Results



ICMA
Making classified media work better!
International Classified Media Association

Microsoft | Images Results



ICMA
Making classified media work better!
International Classified Media Association

Microsoft | News & Blog Results

Google philippines typhoon

Web Images Maps Shopping News More Search tools

About 1,390,000,000 results (0.52 seconds)

News for **philippines typhoon**

Philippines typhoon: President lowers death toll estimate
BBC News - 2 hours ago
Philippine President Benigno Aquino revises down the estimated death toll from **Typhoon** Haiyan, saying about 2500 may have died.

Philippines typhoon survivors desperate for food as debris slows flow of aid
Fox News - 50 minutes ago

Philippines typhoon aid operations pick up pace
CBC.ca - 5 hours ago

philippines typhoon

15,100,000 RESULTS

News about **Philippines Typhoon**
bing.com/news

Queen 'deeply saddened' by **Philippines typhoon**
Yahoo! News · 7 hours ago
London (AFP) - Britain's Queen Elizabeth II on Tuesday sent her "heartfelt condolences" to the victims of **Typhoon** Haiyan, which swept through the **Philippines**...

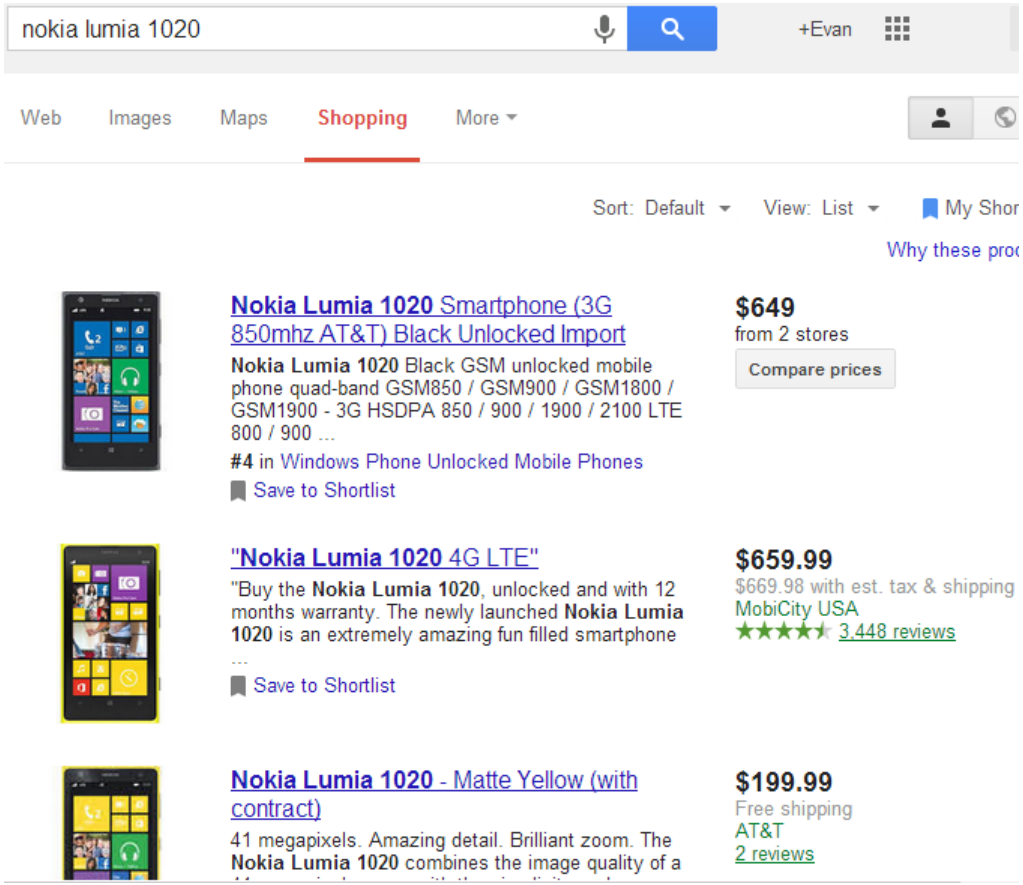
General asks for U.S. warships in **typhoon** relief
CNN · 15 hours ago

The latest information on deaths and damage from **Typhoon** Haiyan in the **Philippines**
Washington Post · 7 hours ago

See also: More stories · Top stories

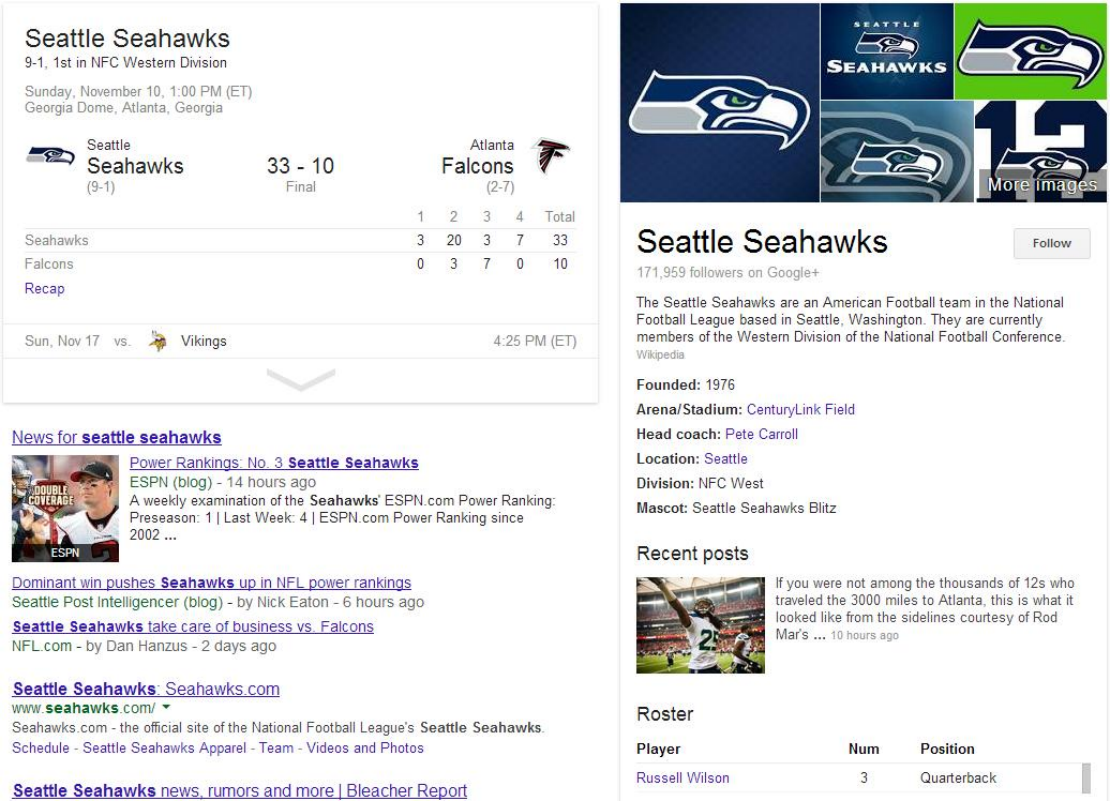
ICMA
Making classified media work better!
International Classified Media Association

Microsoft | Shopping Results



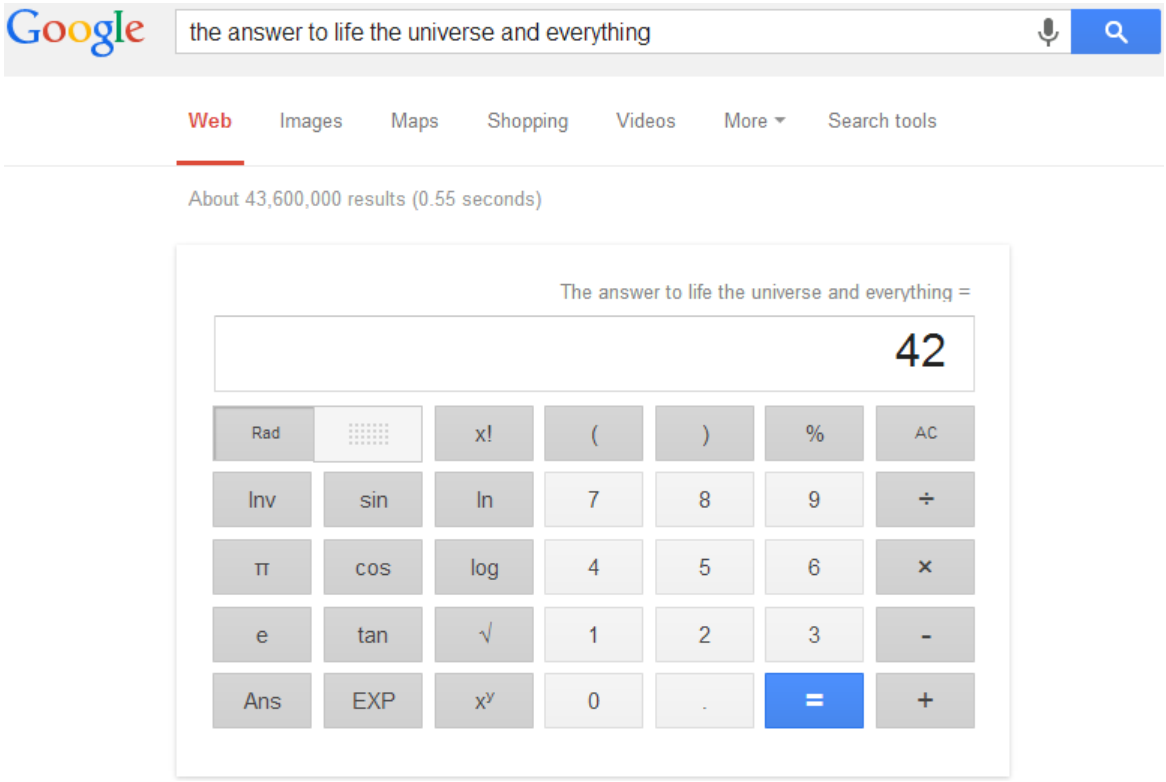
ICMA
Making classified media work better!
International Classified Media Association

Microsoft | Instant Answers



ICMA
Making classified media work better!
International Classified Media Association

Microsoft | Instant Answers



ICMA
Making classified media work better!
International Classified Media Association

Microsoft

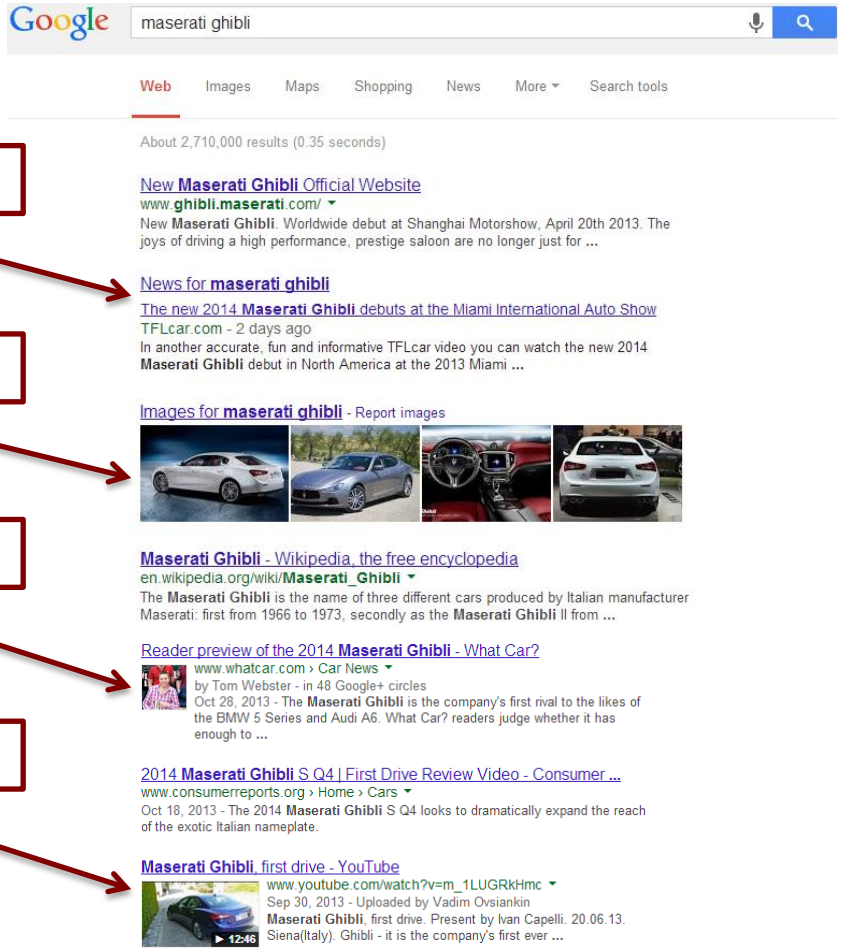
The All Powerful Universal Results

News Results

Image Results

Author Result

Video Result



ICMA
Making classified media work better!
International Classified Media Association

HOW SEARCH ENGINES WORK

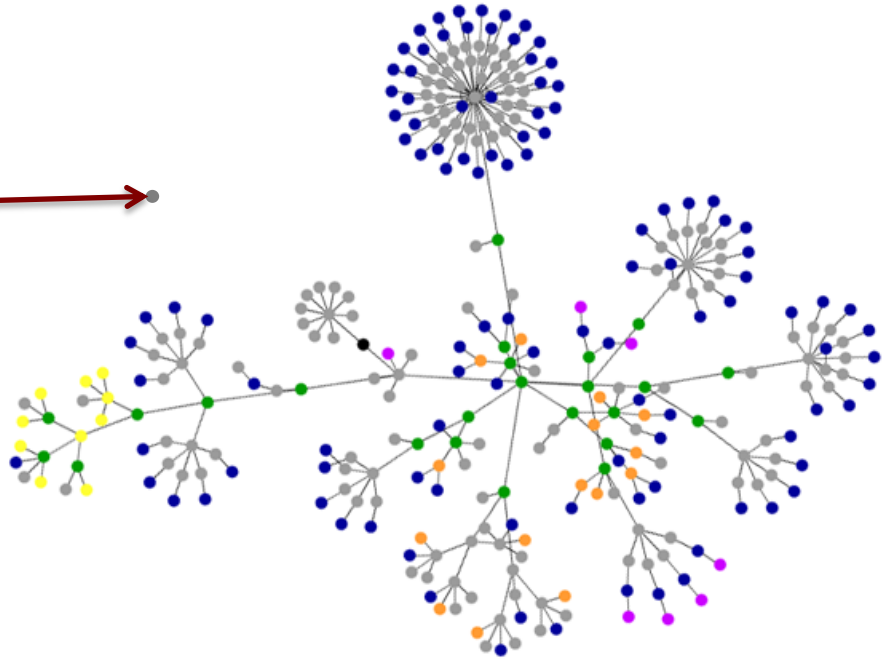
Crawling

Crawl | Cache | Index | Search | Retrieve | Rank | SERP

Crawling – Links are Vital for Discovery

Crawl | Cache | Index | Search | Retrieve | Rank | SERP

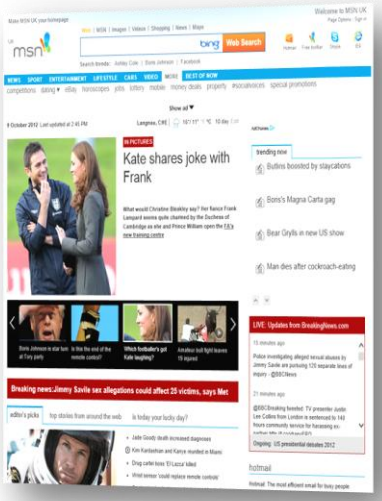
Without links, the engines might never find this page



ICMA
Making classified media work better!
International Classified Media Association

Crawl – Only Understands the Source Code

Crawl | Cache | Index | Search | Retrieve | Rank | SERP



ICMA
Making classified media work better!
International Classified Media Association

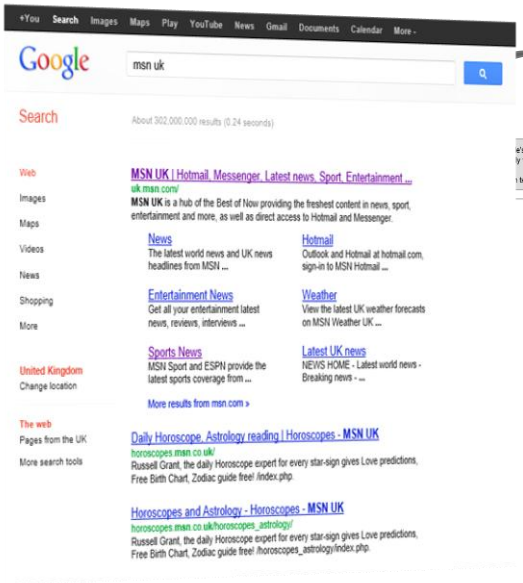
Crawl – Navigates like a User

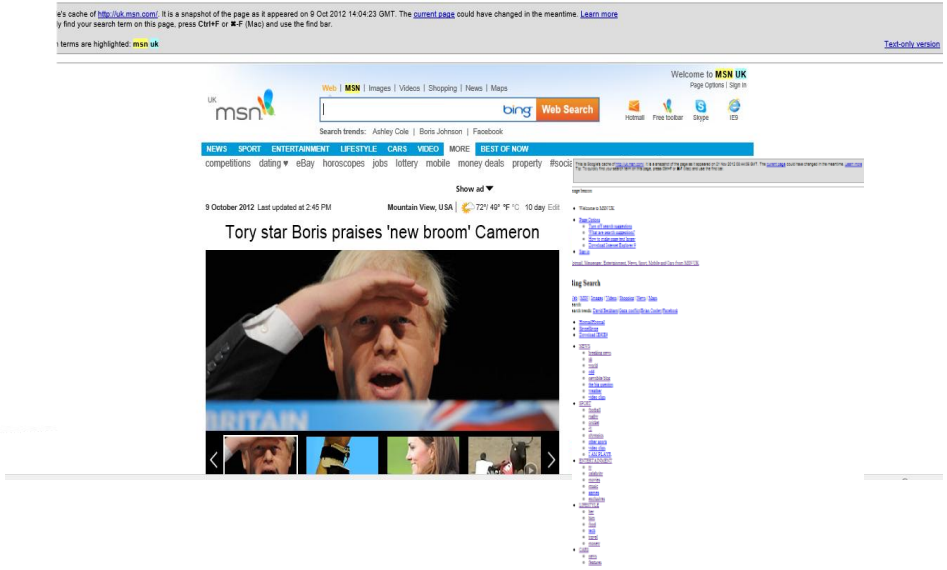
Crawl | Cache | Index | Search | Retrieve | Rank | SERP

ICMA
Making classified media work better!
International Classified Media Association

Cache – Stores a Code-Only Version

Crawl | Cache | Index | Search | Retrieve | Rank | SERP





ICMA
Making classified media work better!
International Classified Media Association

Microsoft

Knowledge

1. **Search engine spiders crawl sites just like users and can't index "orphaned" pages**

2. **Search engines read source code left to right, top to bottom**

3. **The cache is a literal, source only copy of a page**

4. **Using the "cache" link in a SERP, you can find the latest cached version of a page**

ICMA
Making classified media work better!
International Classified Media Association

Index – Deconstructs the Page into Factors

Crawl | Cache | **Index** | Search | Retrieve | Rank | SERP

Keyword: Economical cars	**Instances:**
Title	1
Meta Description	1
h1	1
Text	3

URL	http://cars.uk.msn.com/features/green-motoring/top-10-most-economical-cars
Title	Top 10 most economical cars - Green motoring - MSN Cars - MSN UK
Meta Description	Latest green car news; reviews; most economical cars; and fuel-saving tips.
Heading 1	Top 10 most economical cars
Text	Fuel economy is a hot topic but car makers are responding by making their cars ever-more efficient. It is now common to see new cars returning more than 80mpg: even mainstream family cars regularly average more than 65mpg…
Heading 2	Bing search Latest cars videos More on msn cars MSN cars sitemap

ICMA
Making classified media work better!
International Classified Media Association

Index – Stop Words

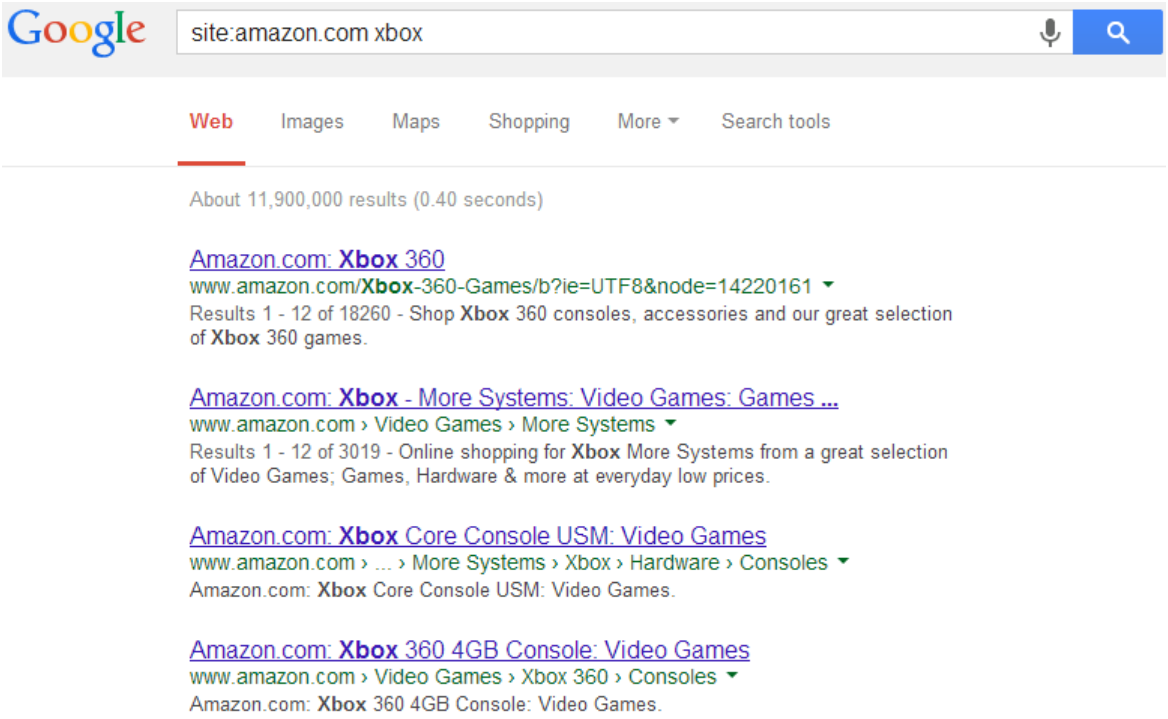
Crawl | Cache | **Index** | Search | Retrieve | Rank | SERP

a	available	how	downwards	hereafter	thereafter	particular	wherein	without
able	away	howbeit	during	hereby	thereby	particularly	where's	wonder
about	awfully	however	e	herein	there'd	past	whereupon	won't
above	b	hundred	each	here's	therefore	per	wherever	would
abroad	back	i	edu	hereupon	therein	perhaps	whether	wouldn't
according	backward	i'd	eg	hers	there'll	placed	which	x
accordingly	backwards	ie	eight	herself	there're	please	whichever	y
across	be	if	eighty	he's	theres	plus	while	yes
actually	became	ignored	either	hi	there's	possible	whilst	yet
adj	because	i'll	else	him	thereupon	presumably	whither	you
after	become	i'm	elsewhere	himself	there've	probably	who	you'd
afterwards	becomes	immediate	end	his	these	provided	who'd	you'll
again	becoming	in	ending	hither	they	provides	whoever	your
against	been	inasmuch	enough	hopefully	they'd	q	whole	you're
ago	before	inc	entirely	how	they'll	que	who'll	yours
ahead	beforehand	inc.	especially	howbeit	they're	quite	whom	yourself
ain't	begin	indeed	et	however	they've	qv	whomever	yourselves
all	behind	indicate	etc	hundred	thing	r	who's	you've
allow	being	indicated	even	i	things	rather	whose	z
allows	believe	indicates	ever	i'd	think	rd	why	zero

ICMA
Making classified media work better!
International Classified Media Association

Index – Review Indexed Pages

Crawl | Cache | **Index** | Search | Retrieve | Rank | SERP



ICMA
Making classified media work better!
International Classified Media Association

1. **Search engines create an index of page content and strip out irrelevant words**

2. **Stopwords are many and varied, be careful how you write in high value factors like title tags**

3. **You can get an approximation of how many pages any site has indexed using the *site:* command**

4. **You can find those pages most relevant on a site to a search by appending it to a *site:* command**

Microsoft | Search

Crawl → Cache → Index → **Search** → Retrieve → Rank → SERP

Google UK

cars

Google Search | I'm Feeling Lucky

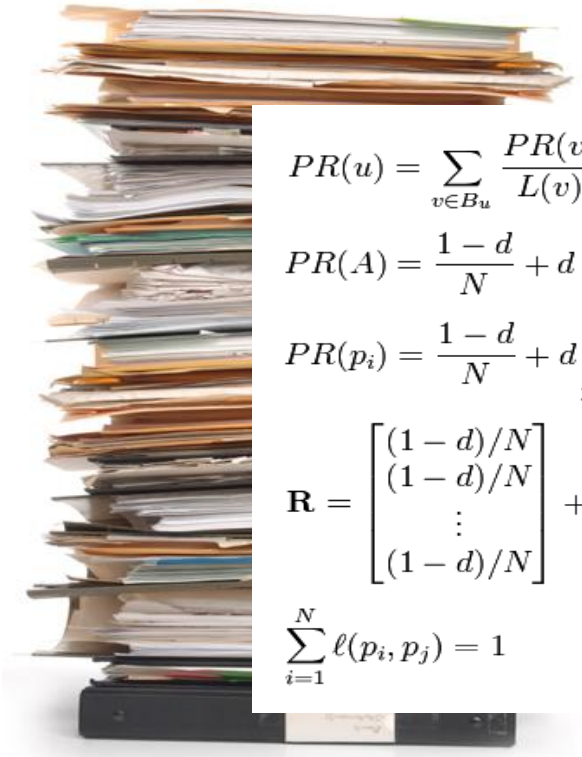
ICMA
Making classified media work better!
International Classified Media Association

Retrieve

Crawl | Cache | Index | Search | **Retrieve** | Rank | SERP

nk

Crawl | Cache | Index | Search | Retrieve | **Rank** | SERP



$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{L(v)}$$

$$PR(A) = \frac{1-d}{N} + d\left(\frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)} + \cdots\right)$$

$$PR(p_i) = \frac{1-d}{N} + d \sum_{p_j \in M(p_i)} \frac{PR(p_j)}{L(p_j)}$$

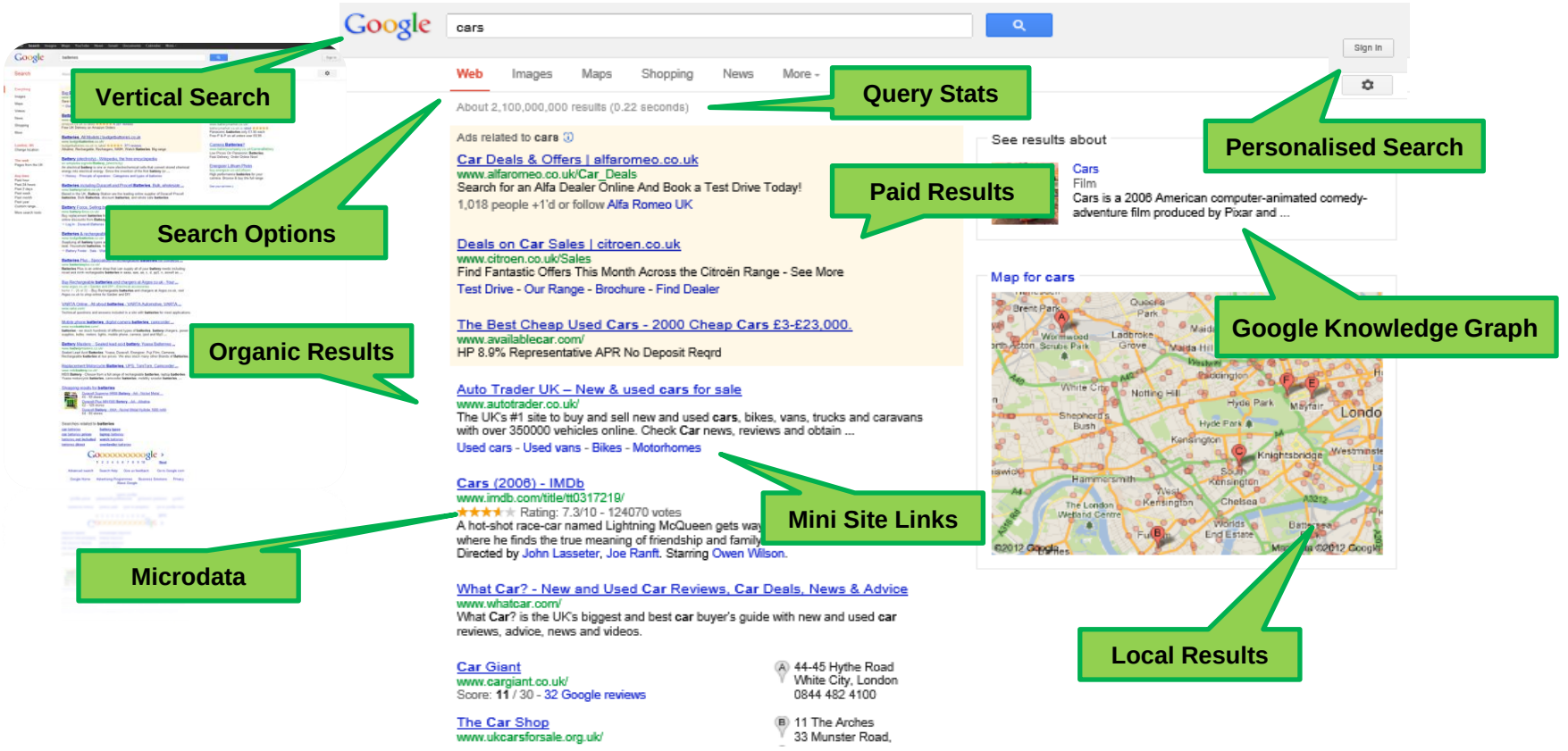
$$\mathbf{R} = \begin{bmatrix} (1-d)/N \\ (1-d)/N \\ \vdots \\ (1-d)/N \end{bmatrix} + d \begin{bmatrix} \ell(p_1,p_1) & \ell(p_1,p_2) & \cdots & \ell(p_1,p_N) \\ \ell(p_2,p_1) & \ddots & & \vdots \\ \vdots & & \ell(p_i,p_j) & \\ \ell(p_N,p_1) & \cdots & & \ell(p_N,p_N) \end{bmatrix} \mathbf{R}$$

$$\sum_{i=1}^{N} \ell(p_i,p_j) = 1$$

ICMA
Making classified media work better!
International Classified Media Association

Search Engine Results Page

Crawl → Cache → Index → Search → Retrieve → Rank → SERP



ICMA
Making classified media work better!
International Classified Media Association

Microsoft

Knowledge

1. Page rank algorithm is only one of the many factors

2. Personalized results are influenced also when I am logged out

3. Google Knowledge graph is the basic of the future semantic web

4. Google+ is highly valuable

ICMA
Making classified media work better!
International Classified Media Association

Google Updates Regularly

"We tend to roll out 350-400 [updates] per year"

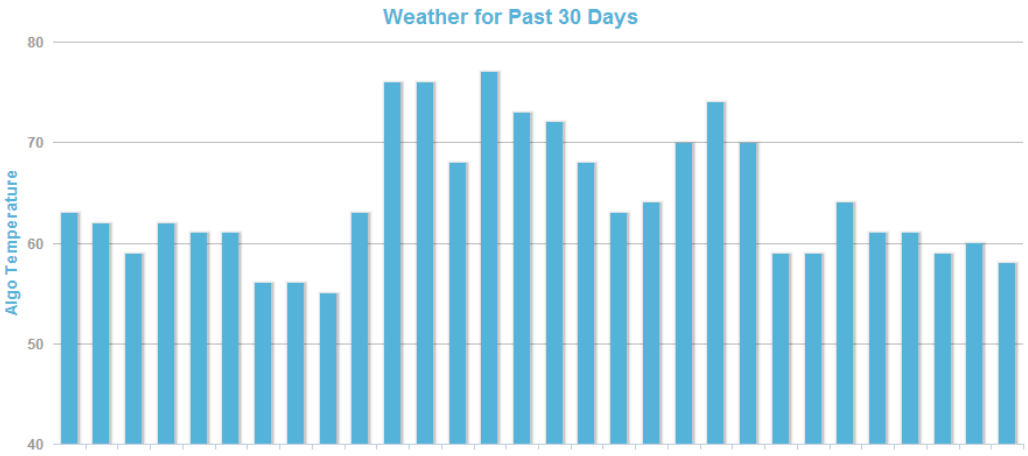
***Matt Cutts,** Head of Google Webspam Team*

ICMA
Making classified media work better!
International Classified Media Association

MozCast Accurately Monitors & Reflects Significant Shifts in Algorithm

MOZCAST

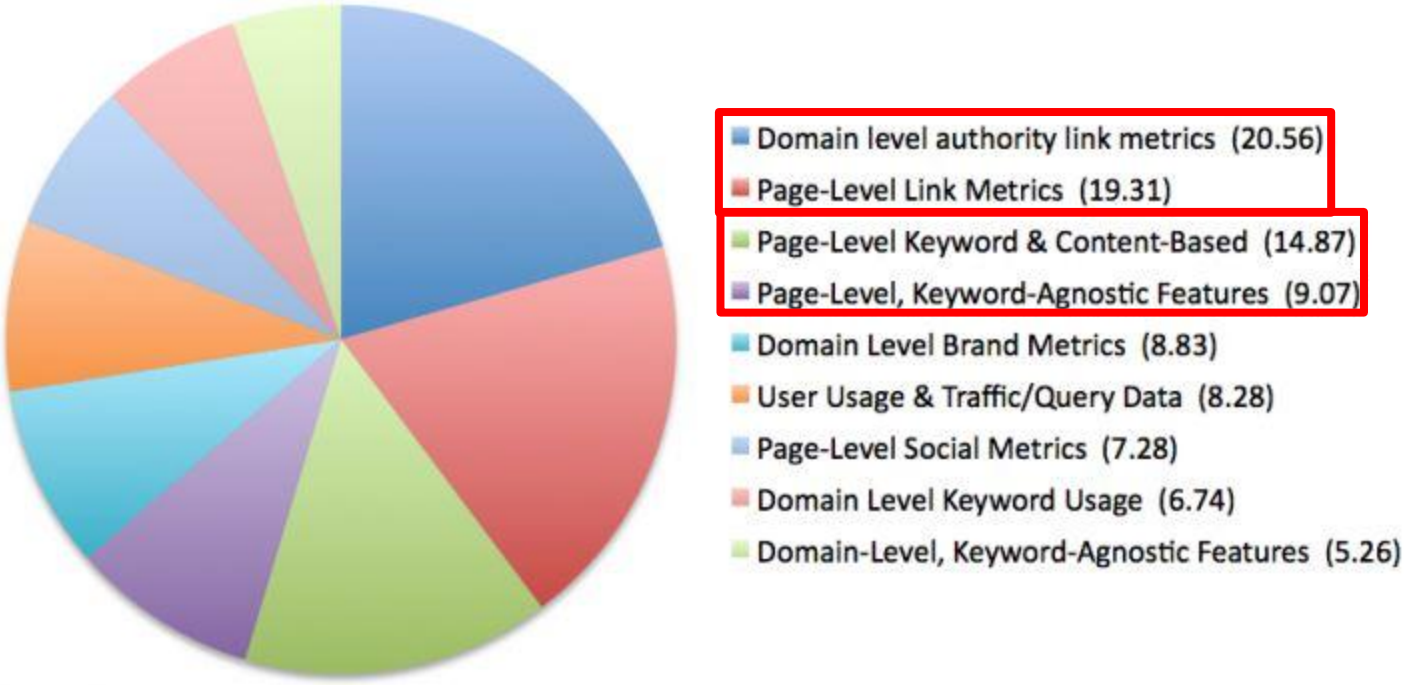
58°



RANKING FACTORS

Microsoft

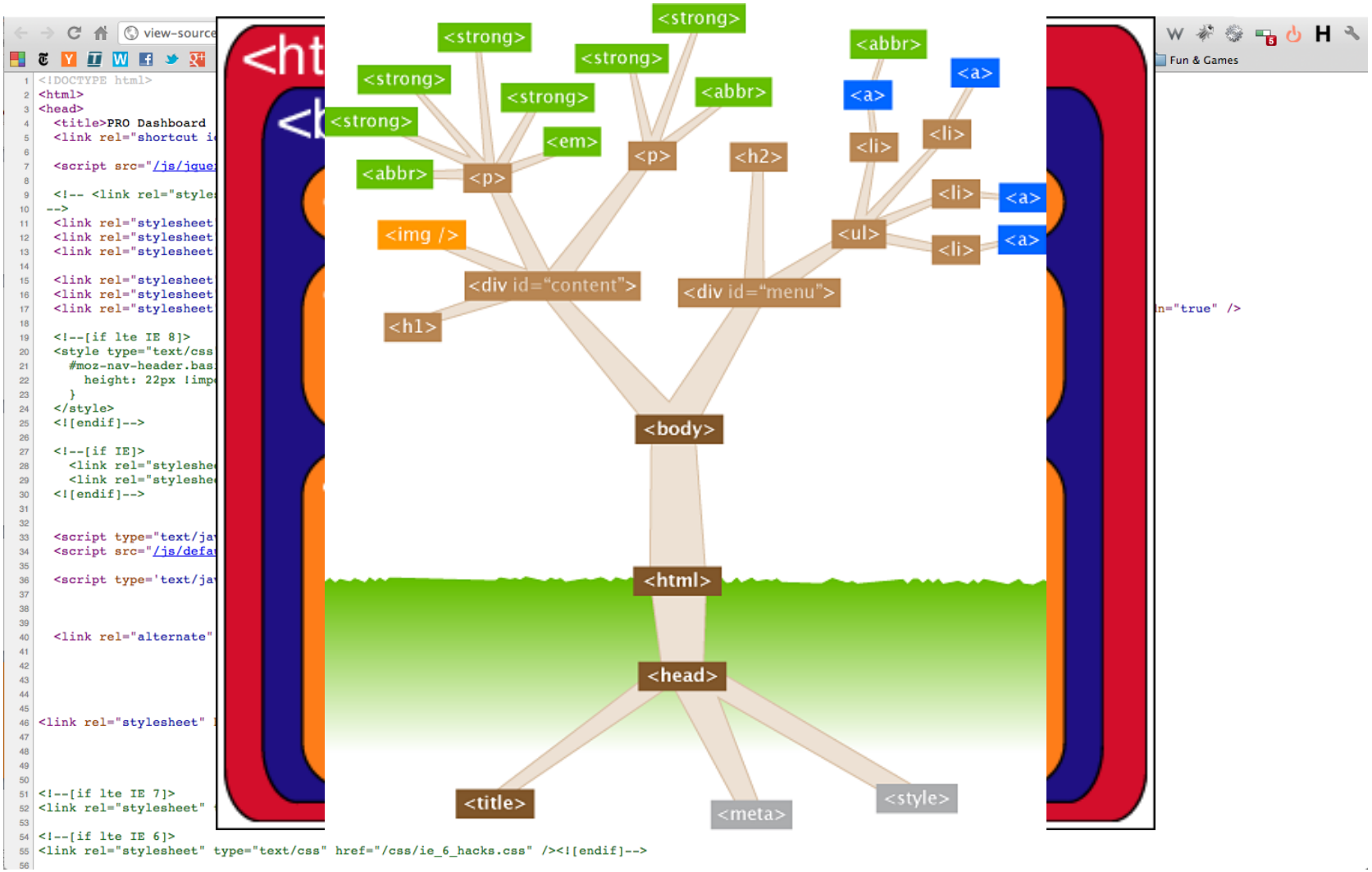
Components of Google's Algorithm



ICMA
Making classified media work better!
International Classified Media Association

HOW GOOGLE LOOKS AT A WEBSITE

HTML Elements




```
<!DOCTYPE html>
<html>
<head>
  <title>PRO Dashboard
  <link rel="shortcut i

  <script src="/js/jque

  <!-- <link rel="style
 -->
  <link rel="stylesheet
  <link rel="stylesheet
  <link rel="stylesheet

  <link rel="stylesheet
  <link rel="stylesheet
  <link rel="stylesheet

  <!--[if lte IE 8]>
  <style type="text/css
    #moz-nav-header.bas
      height: 22px !imp
    }
  </style>
  <![endif]-->

  <!--[if IE]>
    <link rel="styleshe
    <link rel="styleshe
  <![endif]-->


  <script type="text/ja
  <script src="/js/defa

  <script type='text/ja


  <link rel="alternate"



<link rel="stylesheet"



<!--[if lte IE 7]>
<link rel="stylesheet"

<!--[if lte IE 6]>
<link rel="stylesheet" type="text/css" href="/css/ie_6_hacks.css" /><![endif]-->
```

```
n="true" />
```

ICMA
Making classified media work better!
International Classified Media Association

Title Tag

```
4 <title>Internet meme - Wikipedia, the free encyclopedia</title>
```

ICMA
Making classified media work better!
International Classified Media Association

Microsoft

Meta tags

```
<!DOCTYPE html>
<!-- Sysops: Please do not edit the main template directly; update /temp and synchronise. --

<html lang="mul" dir="ltr">
<head>
<meta charset="utf-8" />
<title>Wikipedia</title>
<meta name="title" content="Wikipedia" />
<meta name="description" content="Wikipedia, the free encyclopedia that anyone can edit." />
<meta name="author" content="Wikimedia Foundation" />
<meta name="copyright" content="Creative Commons Attribution-Share Alike 3.0 and GNU Free Do
<meta name="publisher" content="Wikimedia Foundation" />
<meta name="language" content="Many" />
<meta name="robots" content="index, follow" />
<meta name="MSSmartTagsPreventParsing" content="true" />
<link rel="shortcut icon" href="//en.wikipedia.org/favicon.ico" />
<link rel="apple-touch-icon" href="//upload.wikimedia.org/wikipedia/commons/f/f1/Wikipedia-m
<link rel="copyright" href="//creativecommons.org/licenses/by-sa/3.0/" />
<link rel="copyright" href="//www.gnu.org/copyleft/fdl.html" />
<link rel="license" href="//creativecommons.org/licenses/by-sa/3.0/" />
<link rel="license" href="//www.gnu.org/copyleft/fdl.html" />
<link rel="stylesheet" href="//bits.wikimedia.org/skins-1.18/monobook/main.css?303-4" type="
```

ICMA
Making classified media work better!
International Classified Media Association

Robots

```
14 <meta name="robots" content="index, follow" />
```

```
<META NAME="ROBOTS" CONTENT="NOINDEX, FOLLOW">
<META NAME="ROBOTS" CONTENT="INDEX, NOFOLLOW">
<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">
```

ICMA
Making classified media work better!
International Classified Media Association

Microsoft

Description

```
9 <meta name="description" content="Wikipedia, the free encyclopedia that anyone can edit." />
```

```
<meta name="description" content="A blurb to describe the content of the page appears here" >
```

ICMA
Making classified media work better!
International Classified Media Association

Microsoft

Keywords

```
53 <meta name="keywords" content="Evan Fishkin, Evan, Fishkin, SEO, Gaming" />
```

```
<meta name="keywords" content="wikipedia,encyclopedia" >
```

ICMA
Making classified media work better!
International Classified Media Association

Link Tags

```
<link rel="shortcut icon" href="//en.wikipedia.org/favicon.ico" />
<link rel="apple-touch-icon" href="//upload.wikimedia.org/wikipedia/commons/f/f1/Wikipedia-mobile-icon.png" />
<link rel="copyright" href="//creativecommons.org/licenses/by-sa/3.0/" />
<link rel="copyright" href="//www.gnu.org/copyleft/fdl.html" />
<link rel="license" href="//creativecommons.org/licenses/by-sa/3.0/" />
<link rel="license" href="//www.gnu.org/copyleft/fdl.html" />
<link rel="stylesheet" href="//bits.wikimedia.org/skins-1.18/monobook/main.css?303-4" type="text/css" media="screen, projection" />
```

ICMA
Making classified media work better!
International Classified Media Association

Microsoft

HREF

```
16 <link rel="shortcut icon" href="//en.wikipedia.org/favicon.ico" />
17 <link rel="apple-touch-icon" href="//upload.wikimedia.org/wikipedia/commo
18 <link rel="copyright" href="//creativecommons.org/licenses/by-sa/3.0/" />
19 <link rel="copyright" href="//www.gnu.org/copyleft/fdl.html" />
20 <link rel="license" href="//creativecommons.org/licenses/by-sa/3.0/" />
21 <link rel="license" href="//www.gnu.org/copyleft/fdl.html" />
22 <link rel="stylesheet" href="//bits.wikimedia.org/skins-1.18/monobook/mai
```

ICMA
Making classified media work better!
International Classified Media Association

REL=

```
16 <link rel="shortcut icon" href="//en.wikipedia.org/favicon.ico" />
17 <link rel="apple-touch-icon" href="//upload.wikimedia.org/wikipedia/commo
18 <link rel="copyright" href="//creativecommons.org/licenses/by-sa/3.0/" />
19 <link rel="copyright" href="//www.gnu.org/copyleft/fdl.html" />
20 <link rel="license" href="//creativecommons.org/licenses/by-sa/3.0/" />
21 <link rel="license" href="//www.gnu.org/copyleft/fdl.html" />
22 <link rel="stylesheet" href="//bits.wikimedia.org/skins-1.18/monobook/mai
```

ICMA
Making classified media work better!
International Classified Media Association

Canonical

```
<link rel="canonical" href="http://efishkin.com/" />
```

ICMA
Making classified media work better!
International Classified Media Association

NoFollow

```
139 <li>Gary Marshall, <a rel="nofollow" class="external text" href="http://pespmc1.vub.ac.be/Conf/MemePap/Marshall.html">The Internet and Memetics</a>
```

External links

- Gary Marshall, The Internet and Memetics - academic article about Internet and memes.
- Interactive timeline of Internet memes

ICMA
Making classified media work better!
International Classified Media Association

Microsoft

NoIndex

ICMA
Making classified media work better!
International Classified Media Association

Anchor Text

```
<a rel="nofollow" class="external text" href="http://pespmcl.vub.ac.be/Conf/MemePap/Marshall.html">The Internet and Memetics</a>
```

External links

- Gary Marshall, The Internet and Memetics - academic article about Internet and memes.
- Interactive timeline of Internet memes

ICMA
Making classified media work better!
International Classified Media Association

The SERP

Internet meme - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/**Internet_meme**
An **Internet meme** is an idea, style or action which spreads, often as mimicry, from person to person via the Internet, as with imitating the concept. Some notable ...
Cliché - Dumb Ways to Die - Chuck Testa - Category:Internet memes

ICMA
Making classified media work better!
International Classified Media Association

The SERP

<title>

Internet meme - Wikipedia, the free encyclopedia

URL

en.wikipedia.org/wiki/**Internet_meme**

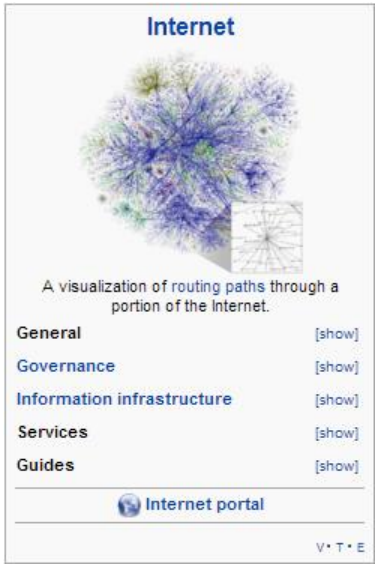
<meta name="description">

An **Internet meme** is an idea, style or action which spreads, often as mimicry, from person to person via the Internet, as with imitating the concept. Some notable ...

Cliché - Dumb Ways to Die - Chuck Testa - Category:Internet memes

ICMA
Making classified media work better!
International Classified Media Association

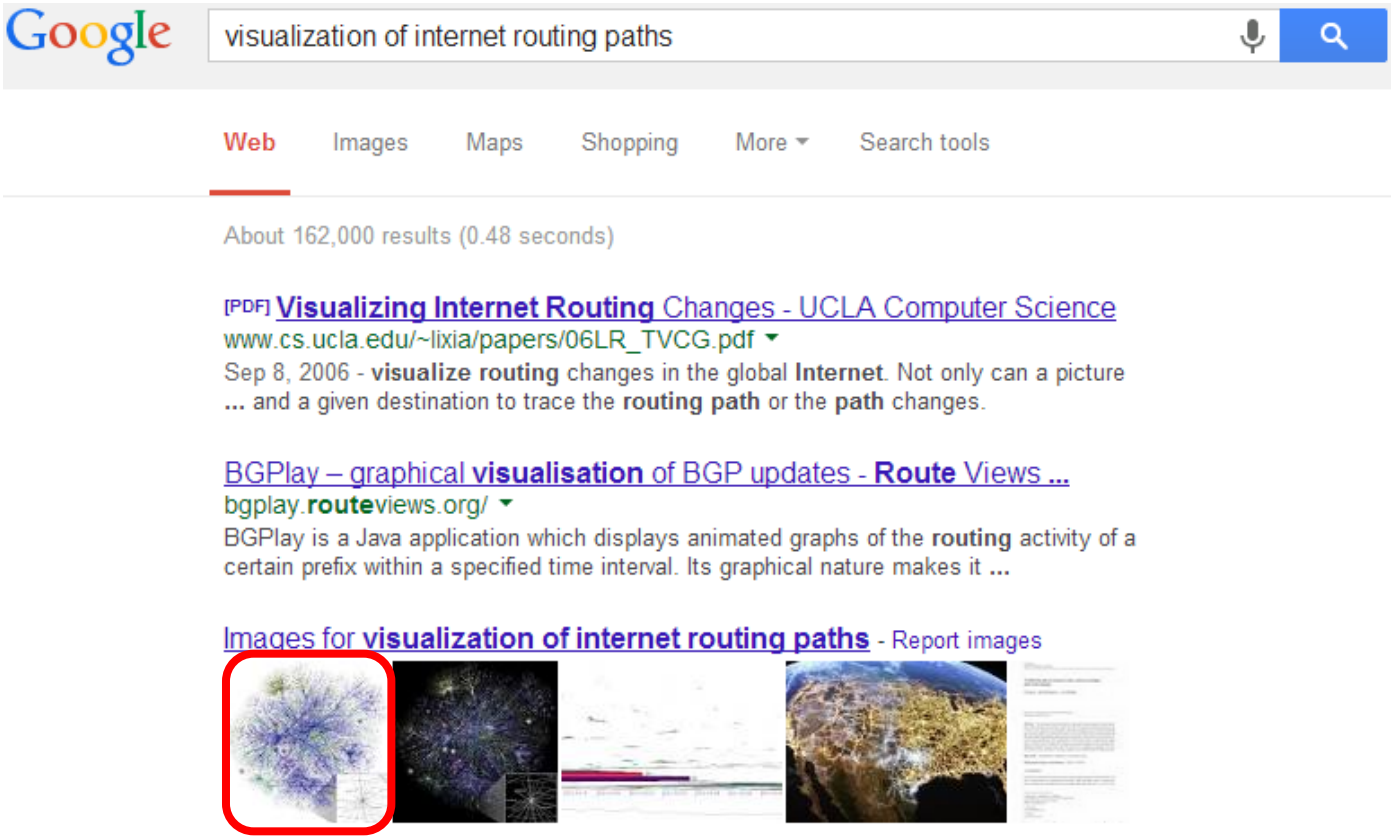
Images



<img alt="Visualization of Internet routing paths" src="//upload.wikimedia.org/wikipedia/commons/thumb/b/bd/Internet_map_1024_-_transparent.png/150px-Internet_map_1024_-_transparent.png>

ICMA
Making classified media work better!
International Classified Media Association

The SERP



ICMA
Making classified media work better!
International Classified Media Association

1. The recommended character limit for a title tag is 60

2. Word order matters, and target keywords should always come first

3. A targeted title and meta description can greatly increase CTR

4. The recommended character limit for a meta description is 155-160 characters

   - If you exceed this limit, your description will be cut and may not create a positive user experience in the SERP

   - However, curiosity did kill the…

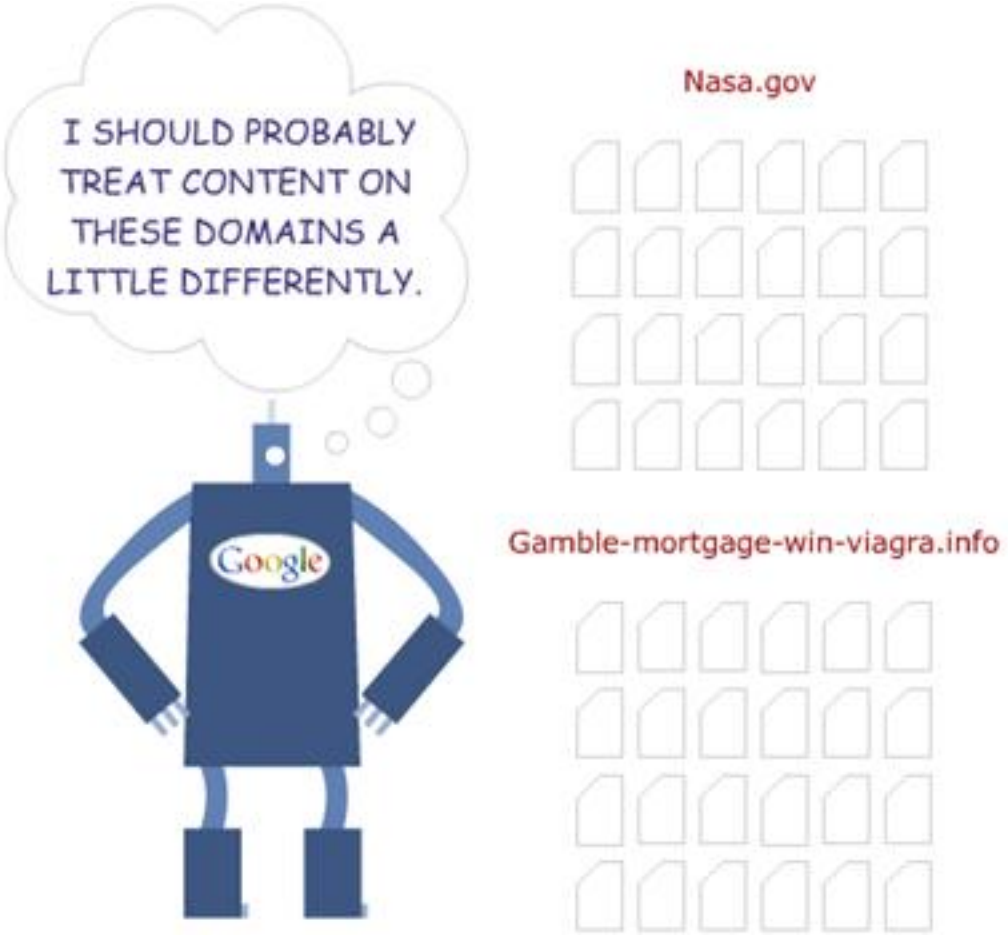
5. Search engines do always use the provided meta description, they may use body content from your page

6. There should only ever be ONE H1 tag for any given page, all other headers should be used within reason

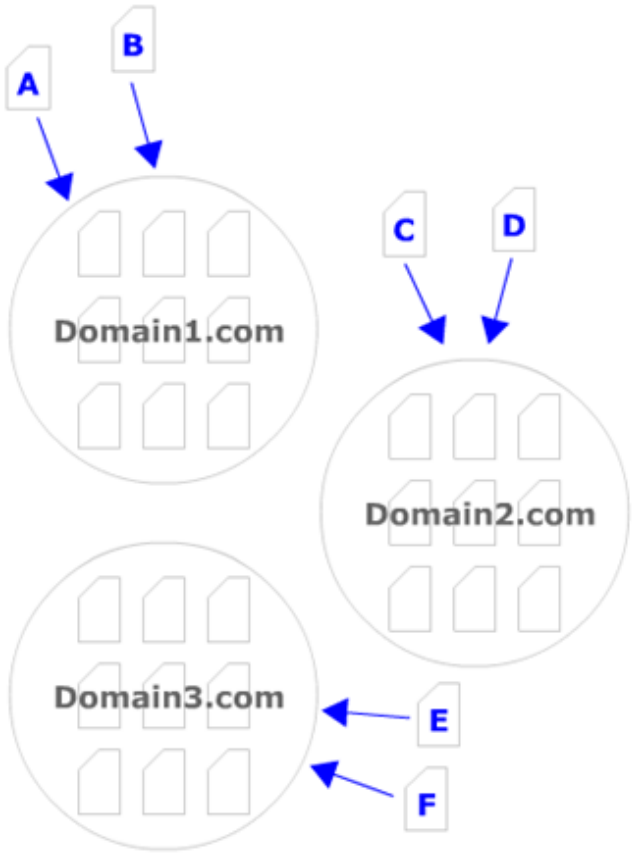
Questions?

QUESTIONS?

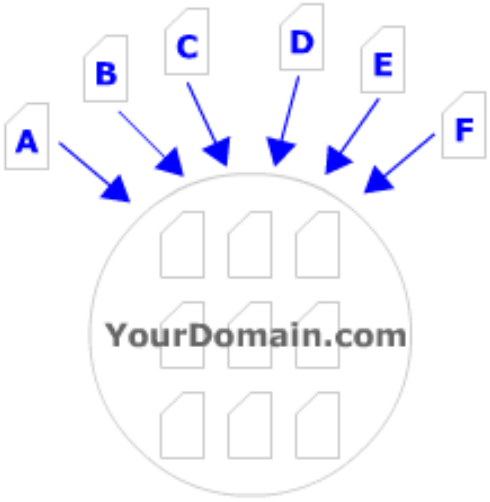
Domain Authroity



Many Domains vs. One Domain

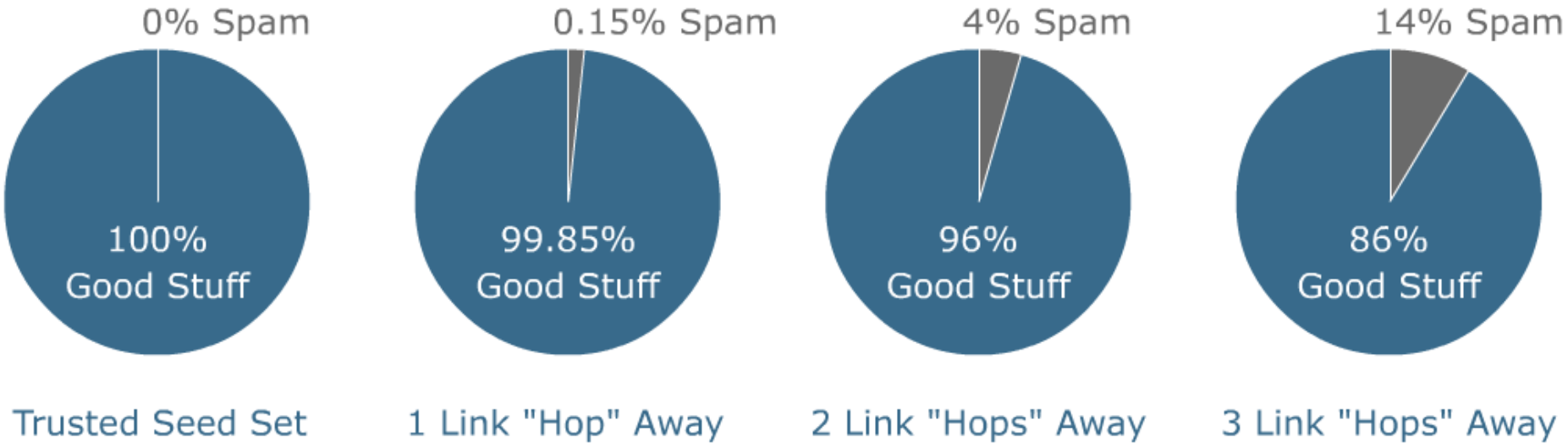


VS.



ICMA
Making classified media work better!
International Classified Media Association

Trust Rank



Search researchers found that the further a site/page's distance from a trusted seed set, the more likely they were to contain spam results.

ICMA
Making classified media work better!
International Classified Media Association

Query Deserves Freshness

QDF

Normal Results

QDF

Google google apple Search

Web Show options...

News results for **google apple**

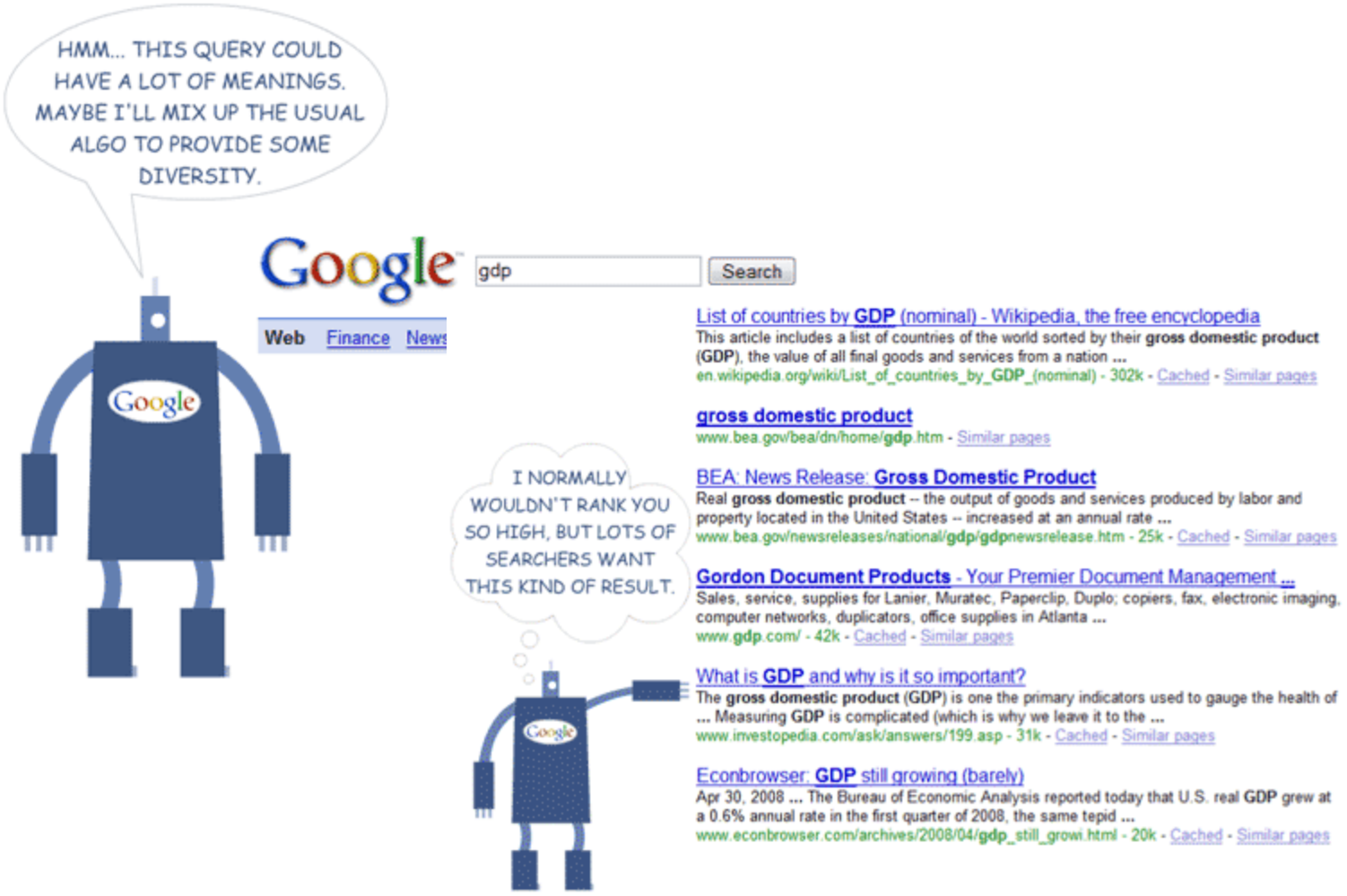
The War Between **Apple** and **Google** Has Just Begun - 3 days ago
As **Google** and **Apple** enter new realms, the two companies are competing in more arenas than we can count. In mobile hardware and software, **Apple** has the ...
New York Times (blog) - 873 related articles »
A Big-Picture Look at **Google**, Microsoft, **Apple** And Yahoo -
New York Times (blog) - 199 related articles »
Eric Schmidt: **Apple** & **Google** Relationship 'Stable' -
Softpedia - 5879 related articles »

Google Software Downloads for the Mac
Google Pack requires Windows XP or Vista. Here is some **Google** software for your Mac. ...
Create 3D models and place your models in **Google** Earth. ...
www.**google**.com/mac/ - Cached - Similar

Google Is Now **Apple's** Greatest Enemy: Here's Why
Jan 20, 2010 ... While Microsoft and **Apple** are still bitter rivals, several recent events have brought them closer together in order to fight their common ...
mashable.com/2010/01/20/**apple**-microsoft-v-**google**/ - Cached

ICMA
Making classified media work better!
International Classified Media Association

Query Deserves Diversity



ICMA
Making classified media work better!
International Classified Media Association

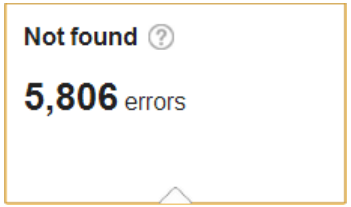
The SEO Pyramid

For optimal results, start with a strong base, and build your way up.

ICMA
Making classified media work better!
International Classified Media Association

ARCHITECTURE

Repurpose Old Content/URLs



The industry generalization for dilution of PageRank through page-level 301 is

The industry generalization for dilution of PageRank through page-up/low-relevance 301 is

ICMA
Making classified media work better!
International Classified Media Association

Use Keyword Research to Inform New URLs

Oscars 2012 | MSN UK Movies
movies.uk.msn.com/movie-awards/oscars-2012/default.aspx
Live coverage of the **2012 Oscars** ... What has been the biggest snub so far of this year's **Oscars**?

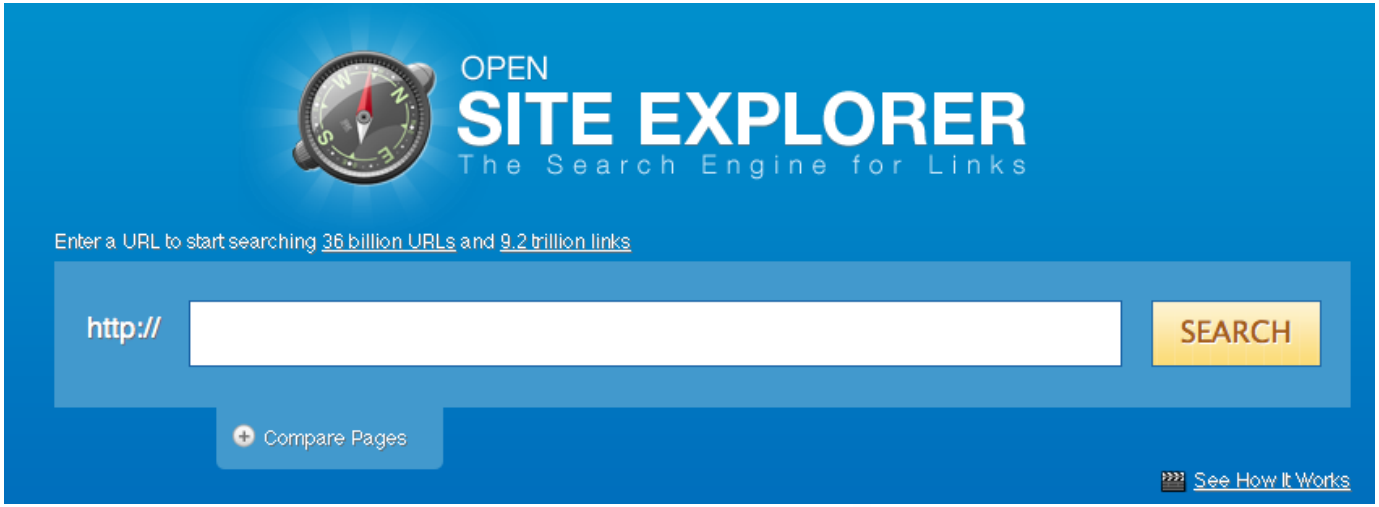
Xbox, Xbox 360, Microsoft **Xbox, Xbox** Kinect, Kinect, **Xbox** ...
tech.uk.msn.com/microsoft/xbox
Microsoft **Xbox**, **Xbox** 360 console, **Xbox** Kinect, Kinect. **Xbox** news and guides on MSN UK

Use the following best practices when crafting a URL:

- **Never go more than 5 sub-folders deep**
- **It's best to only use letters, numbers & hyphens,**
- **Only include keywords, remove unnecessary characters & file extensions**

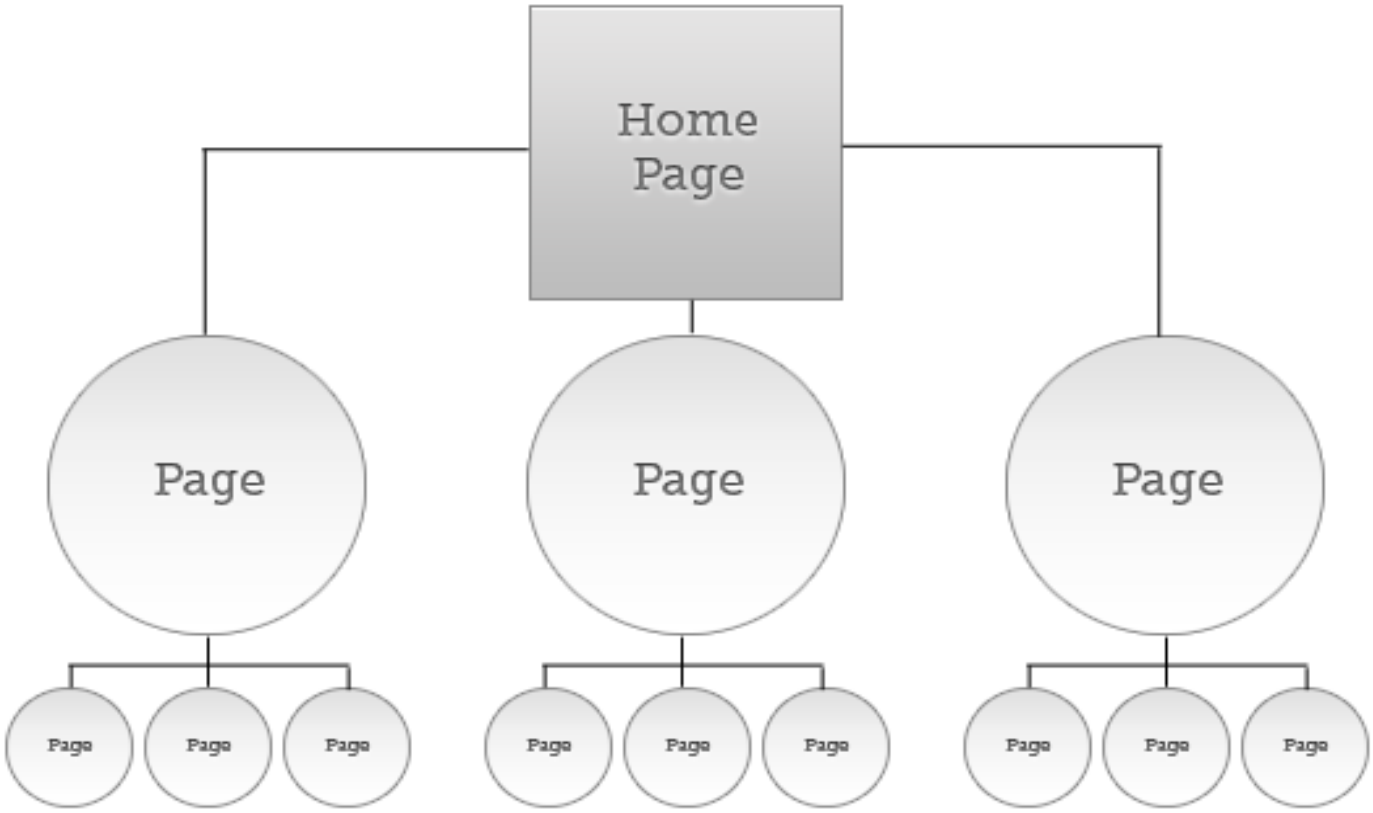
ICMA
Making classified media work better!
International Classified Media Association

Use Tools to Manage Internal Links



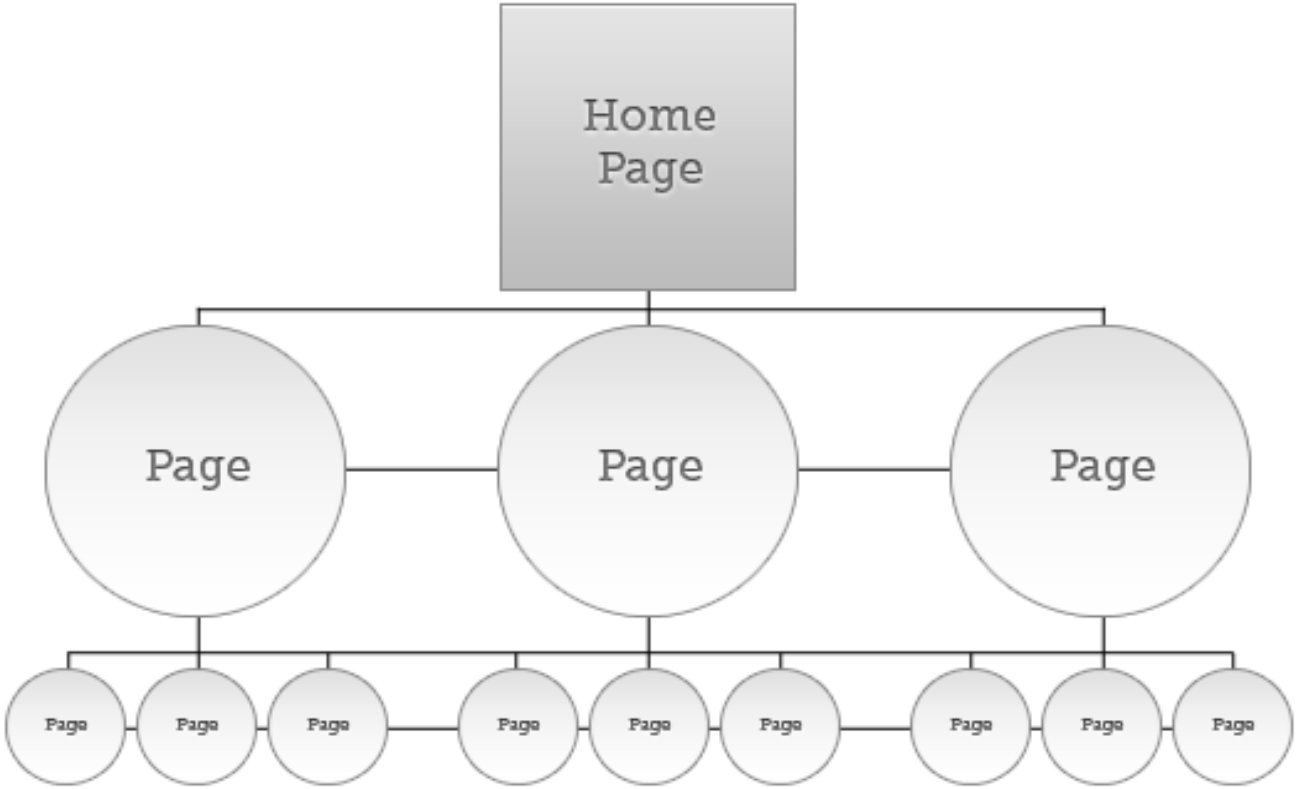
Microsoft

Silo Architecture

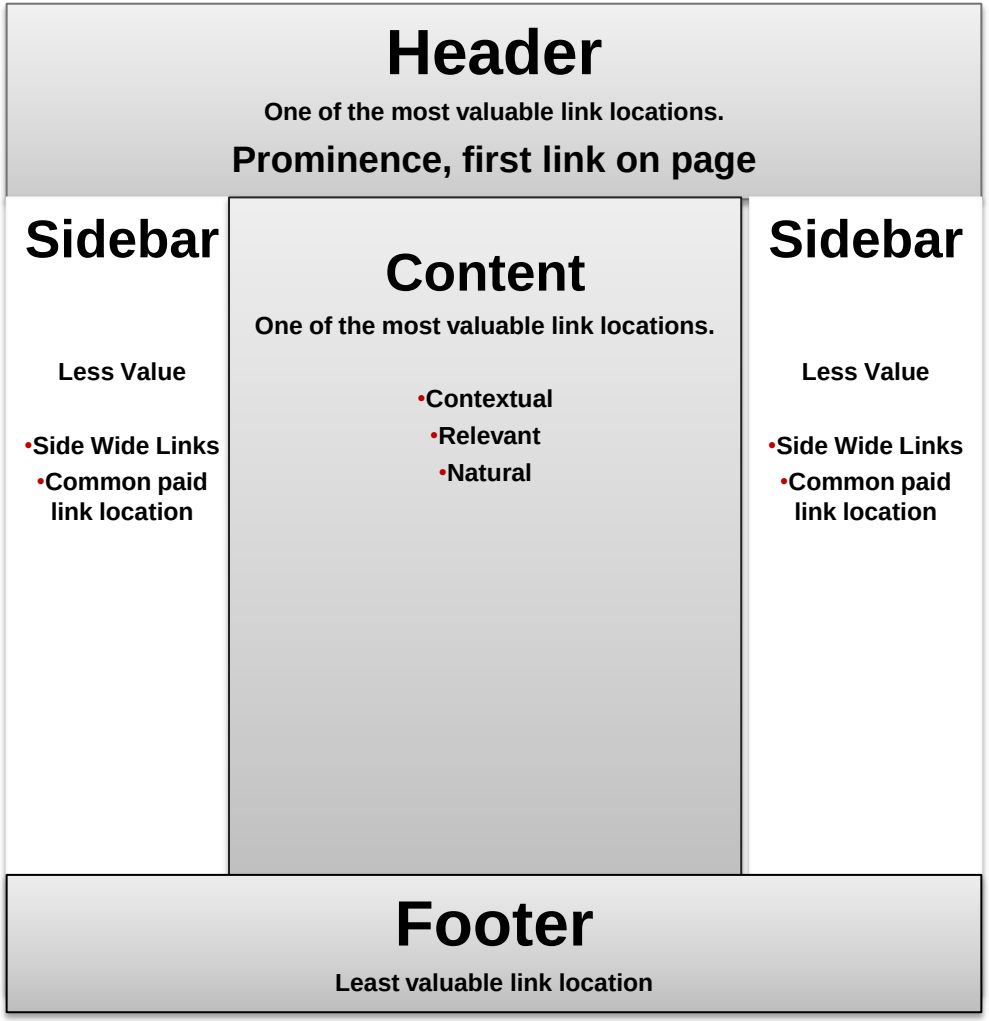


ICMA
Making classified media work better!
International Classified Media Association

Interconnected Architecture AKA Flat Architecture



Link Position on Page



PAGE RANK

One of These Things is Not Like the Other

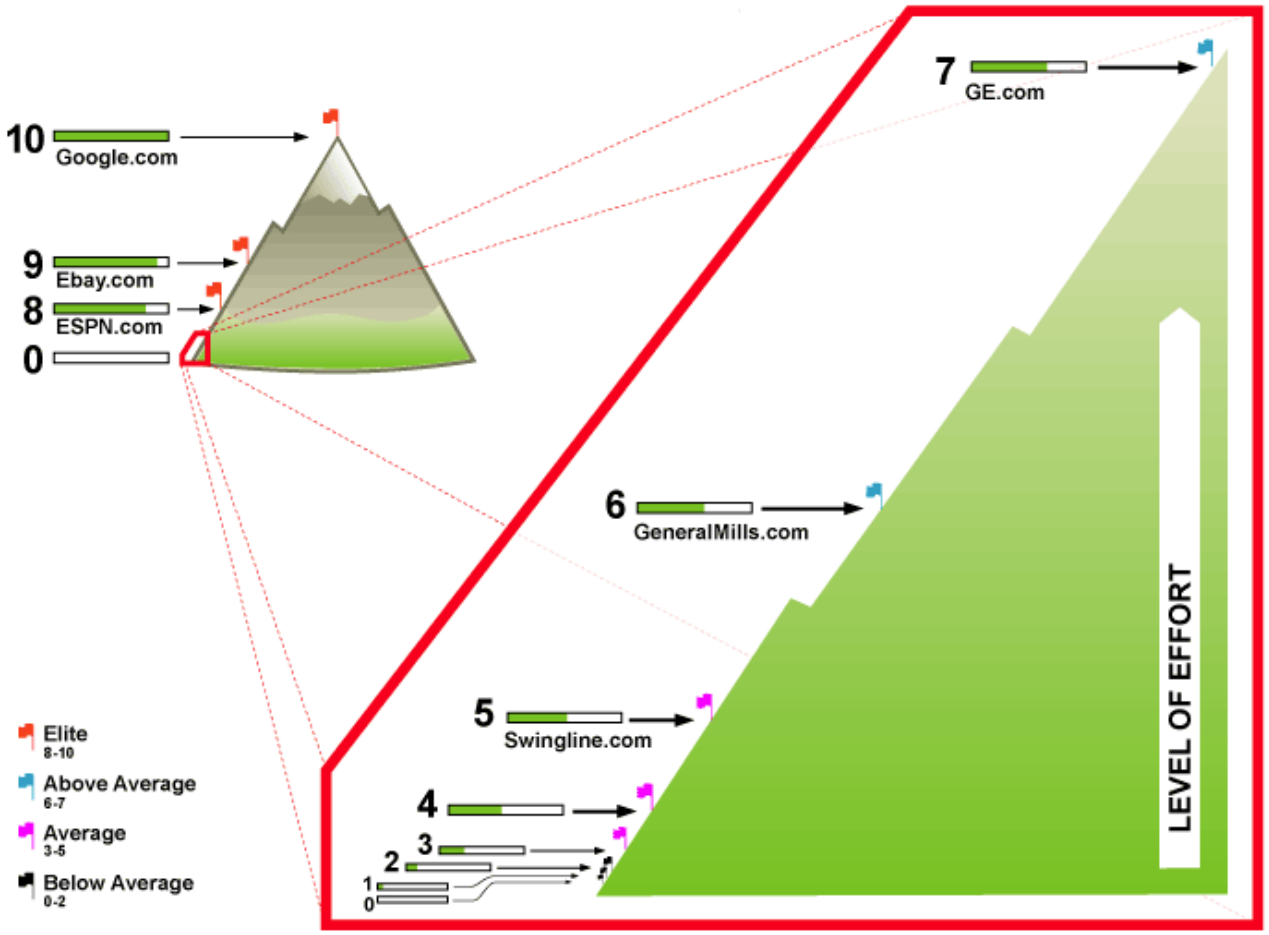
PageRank

$$PR(A) = (1 - d) + d * SUM ((PR(I->A)/C(I))$$

Toolbar PageRank

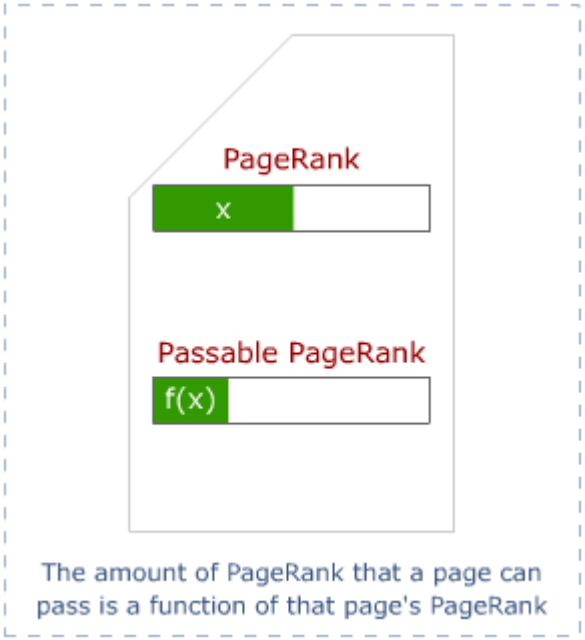
ICMA
Making classified media work better!
International Classified Media Association

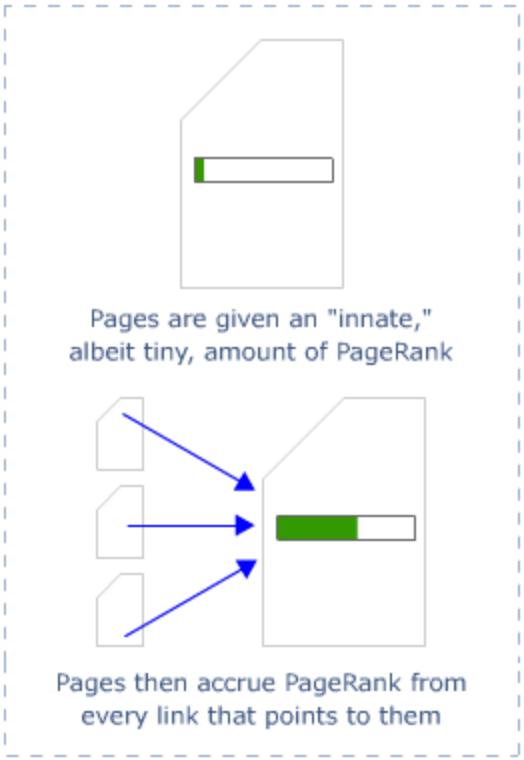
Climbing Mt. PageRank



ICMA
Making classified media work better!
International Classified Media Association

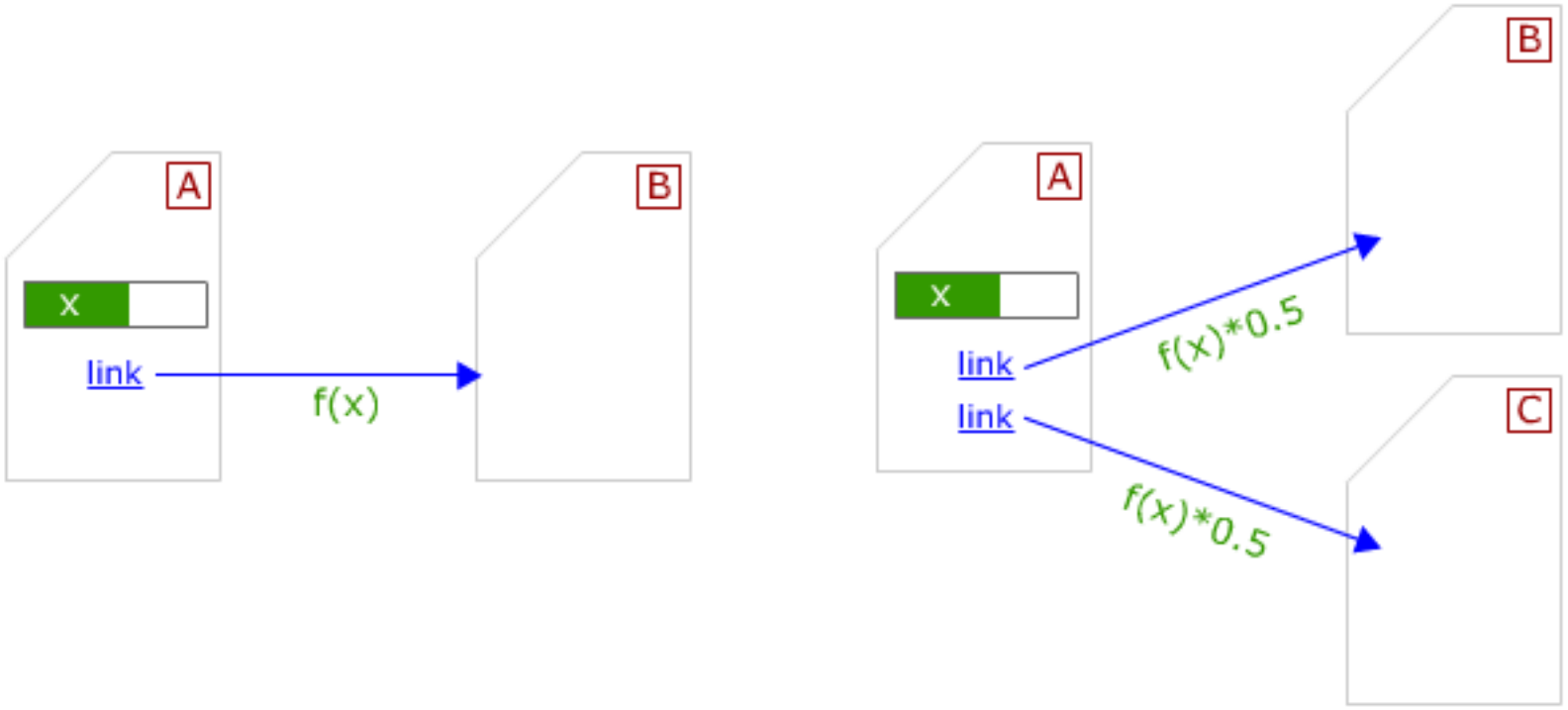
The Flow of PageRank





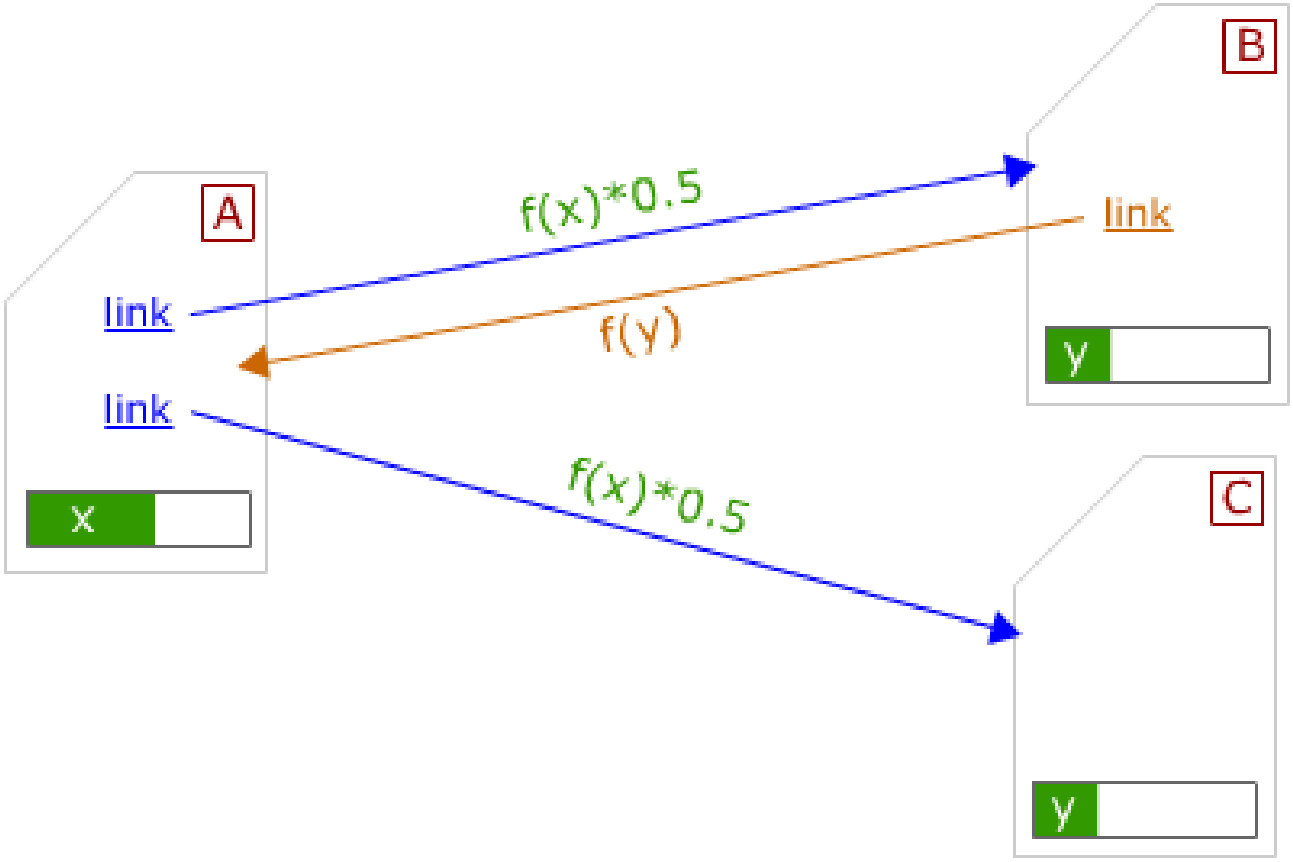
Microsoft

PageRank is Split Evenly Between all Links on the Page



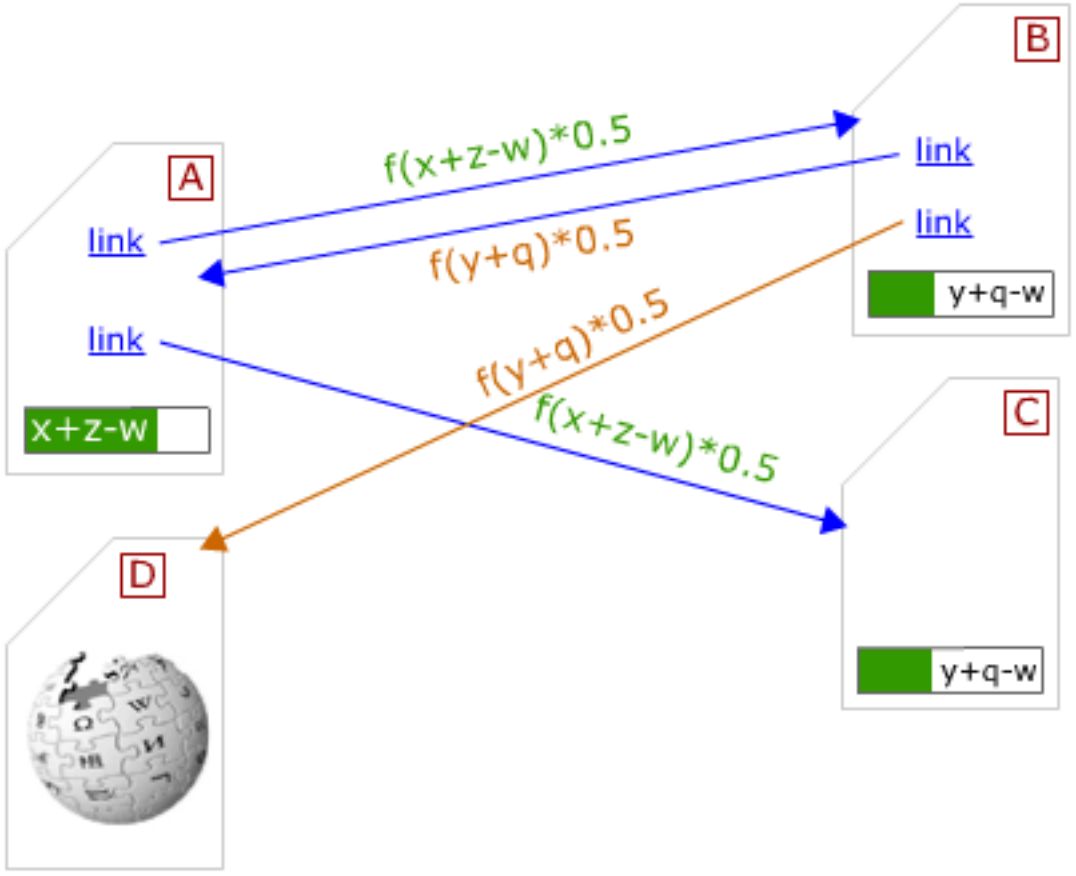
ICMA
Making classified media work better!
International Classified Media Association

PageRank is Iterative



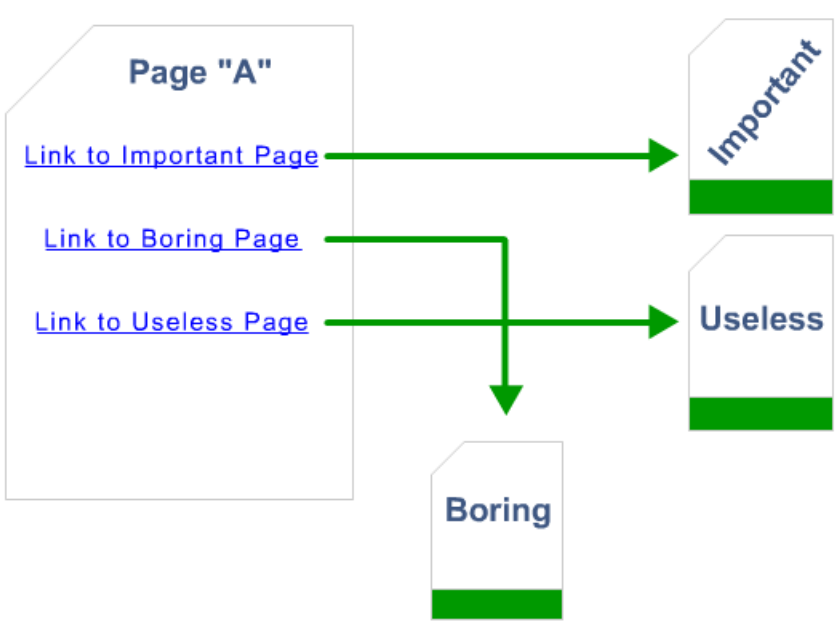
Microsoft

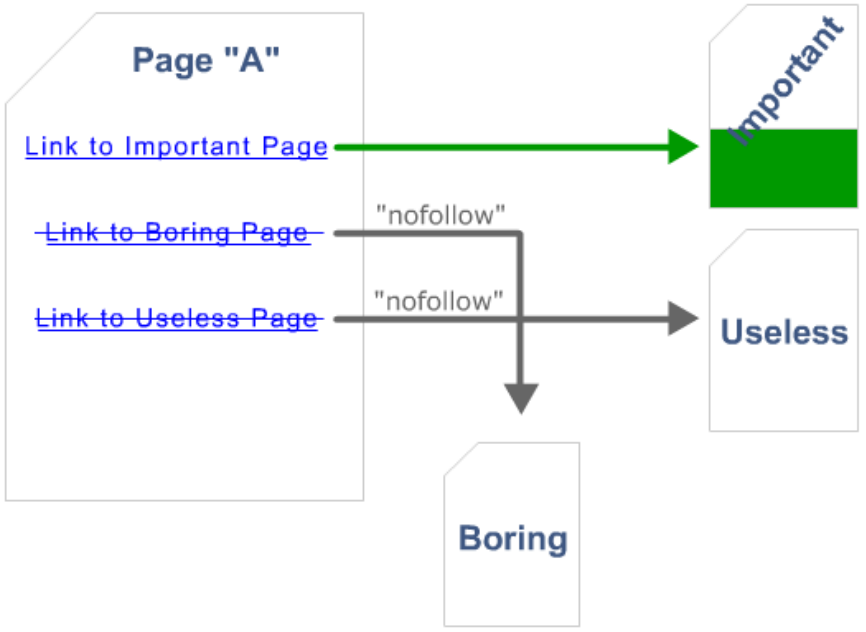
Every External Link Leaks PageRank



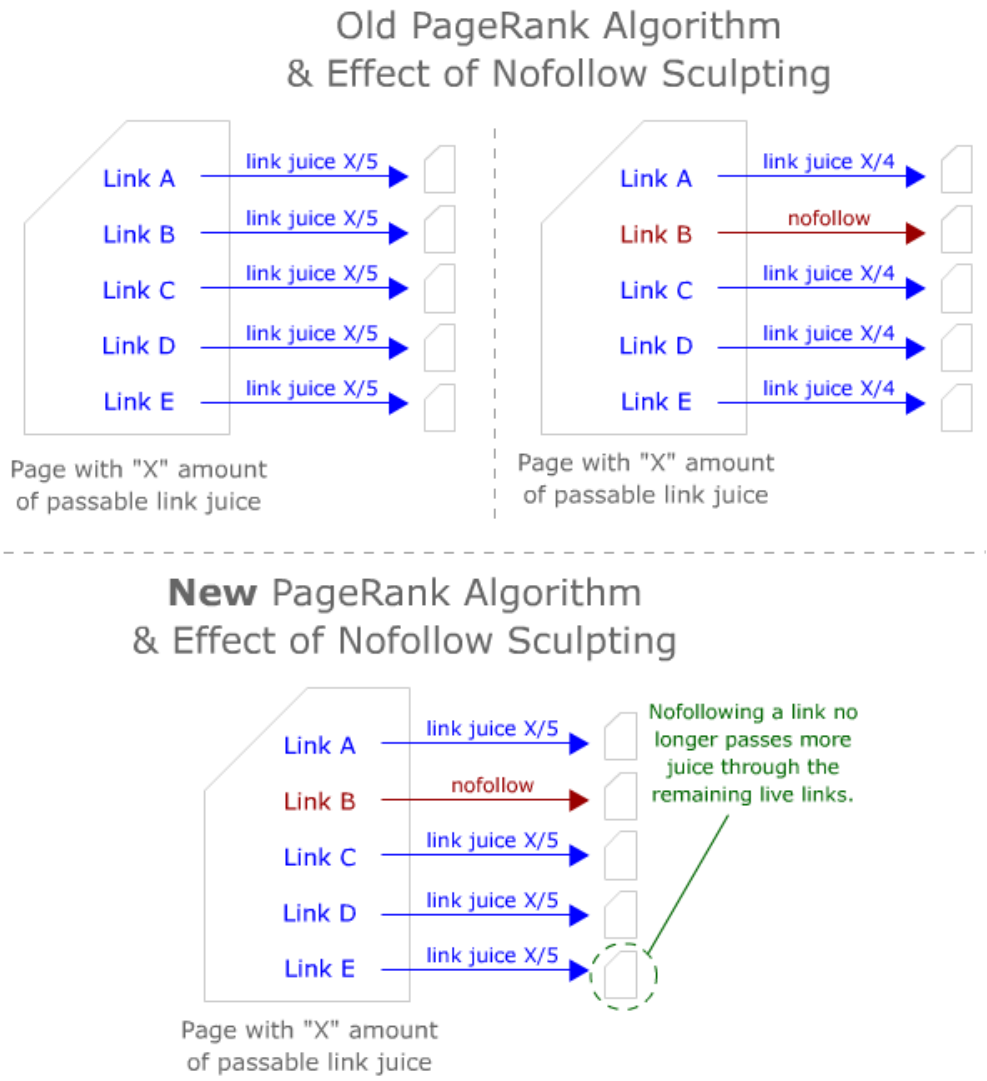
ICMA
Making classified media work better!
International Classified Media Association

No-following or Removing Links Can Alter the Flow of PageRank





The “nofollow” Tag



Google Uses PageRank To Crawl

How does Google crawl?

We crawl roughly in decreasing order of PageRank

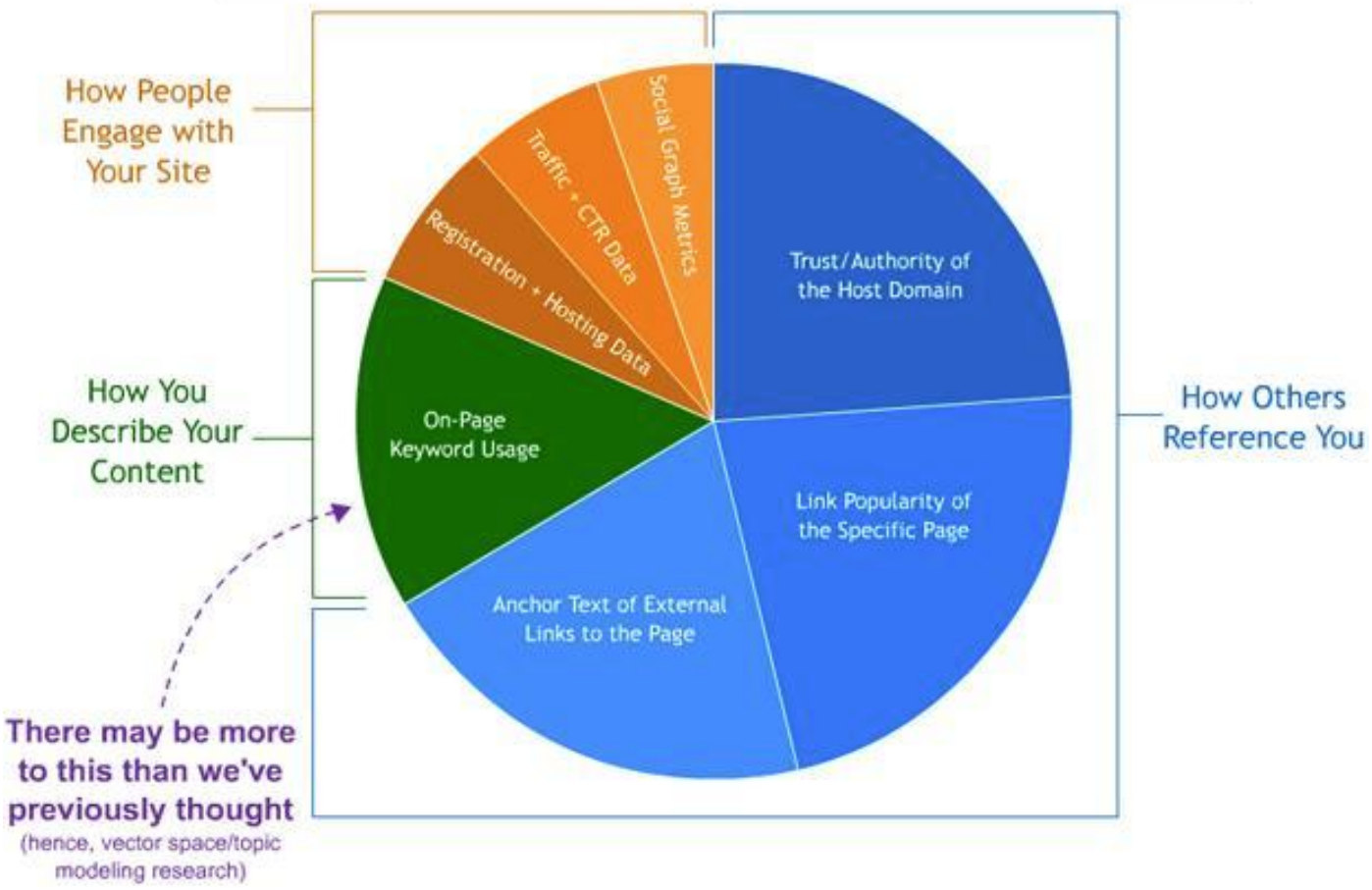
ICMA
Making classified media work better!
International Classified Media Association

Questions?

QUESTIONS?

WHAT TO WRITE &
HOW TO WRITE IT

More Than Meets the Eye



ICMA
Making classified media work better!
International Classified Media Association

Why Engines Need Topic Modeling

Search Query: Batman

The Batman, a masked hero in the tradition of Zorro and The Scarlet Pimpernel, first appeared in Detective Comics #27, dated May, 1939

Content A

Banished from their primitive village, they set off on an epic journey through the ancient world

Content B

Solution: Keyword Usage

Since Content A contains the word "Batman" and Content B does not, the engine can easily choose which one to rank.

ICMA
Making classified media work better!
International Classified Media Association

Term Frequency & Inverse Document Frequency

Search Query: Chief Wiggum

Clumsily scraping up the remains of the dried Squishee from the floor, Wiggum hastily shoved them into his mouth.

Content A

If you chose to do that, first let him know that you have spoken to the chief.

Content B

Solution: TF*IDF

The search engine can use TF*IDF (Term Frequency x Inverse Document Frequency) to determine that "Wiggum" is a much less common word than "chief" and thus, Content A is more relevant to the query than Content B.

NOTE: This example also does a good job of showing the inherent weakness of a metric like keyword density.

ICMA
Making classified media work better!
International Classified Media Association

Co-Occurence

Search Query: Superman

"The strength of a Superman would be required," noted the foreman. Work is ongoing to determine a solution.

Content A

Ducking into a Daily Planet bathroom, Clark Kent, mild-mannered reporter, transforms into Superman .

Content B

Solution: Co-Occurrence

Using co-occurrence, the engine can determine that phrases like "Daily Planet," and "Clark Kent," frequently appear with "Superman" and thus, Content B is more relevant than Content A.

Topic Modeling

Search Query: Pianist

Dropping his meeting notes at the door, he jiggled the keys into the lock but found it wouldn't budge.

Content A

Her hands mercilesslly pounded the keys, notes cascading into the surrounding stairway.

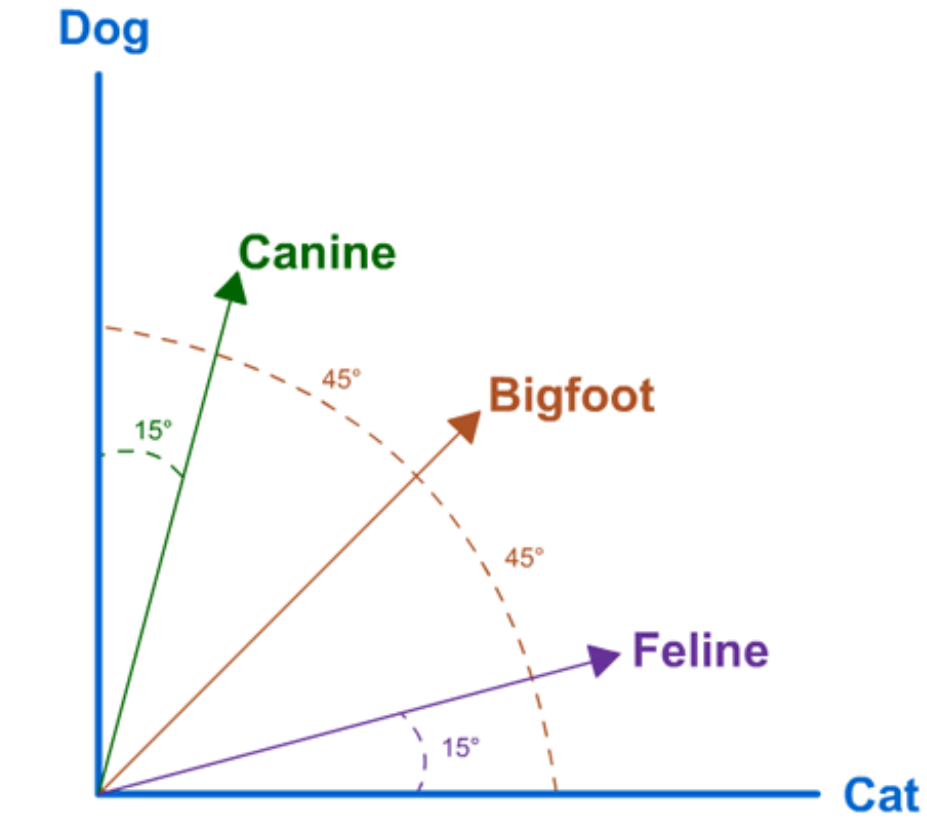
Content B

Solution: Topic Modeling

ICMA
Making classified media work better!
International Classified Media Association

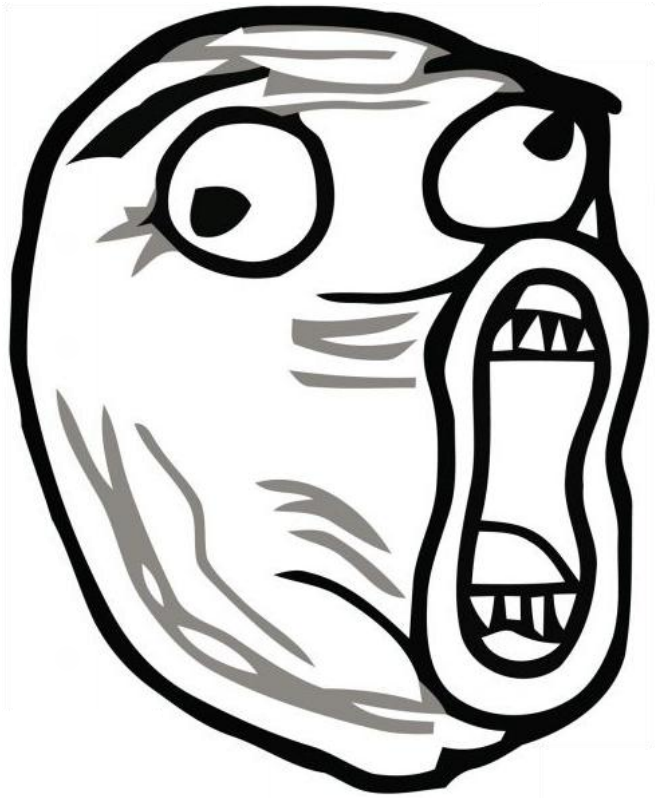
Simplistic Term Vector Model

(only two topics exist - "dog" and "cat" - and all words are measured by their relationship to these two words)



Microsoft

Write to be Read then to Rank



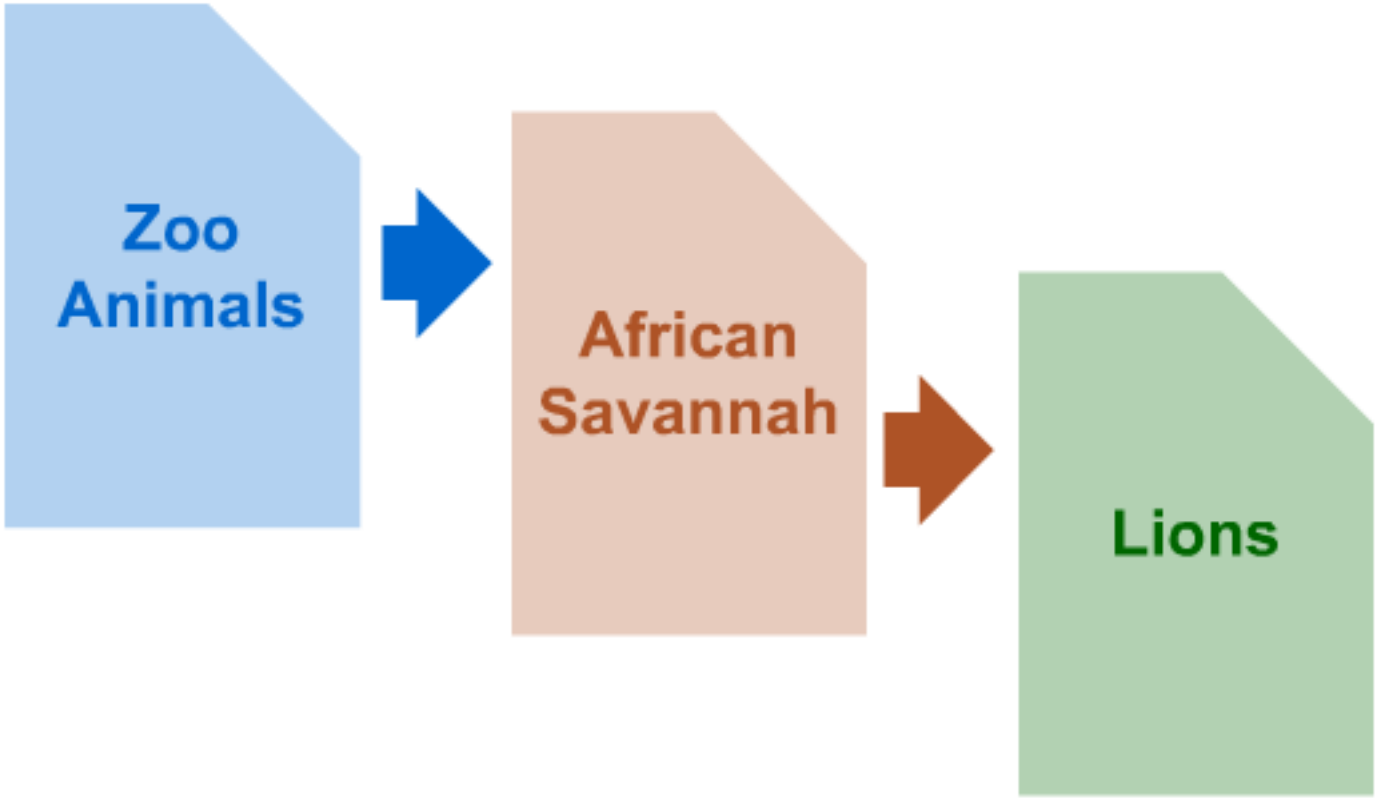
ICMA
Making classified media work better!
International Classified Media Association

Questions?

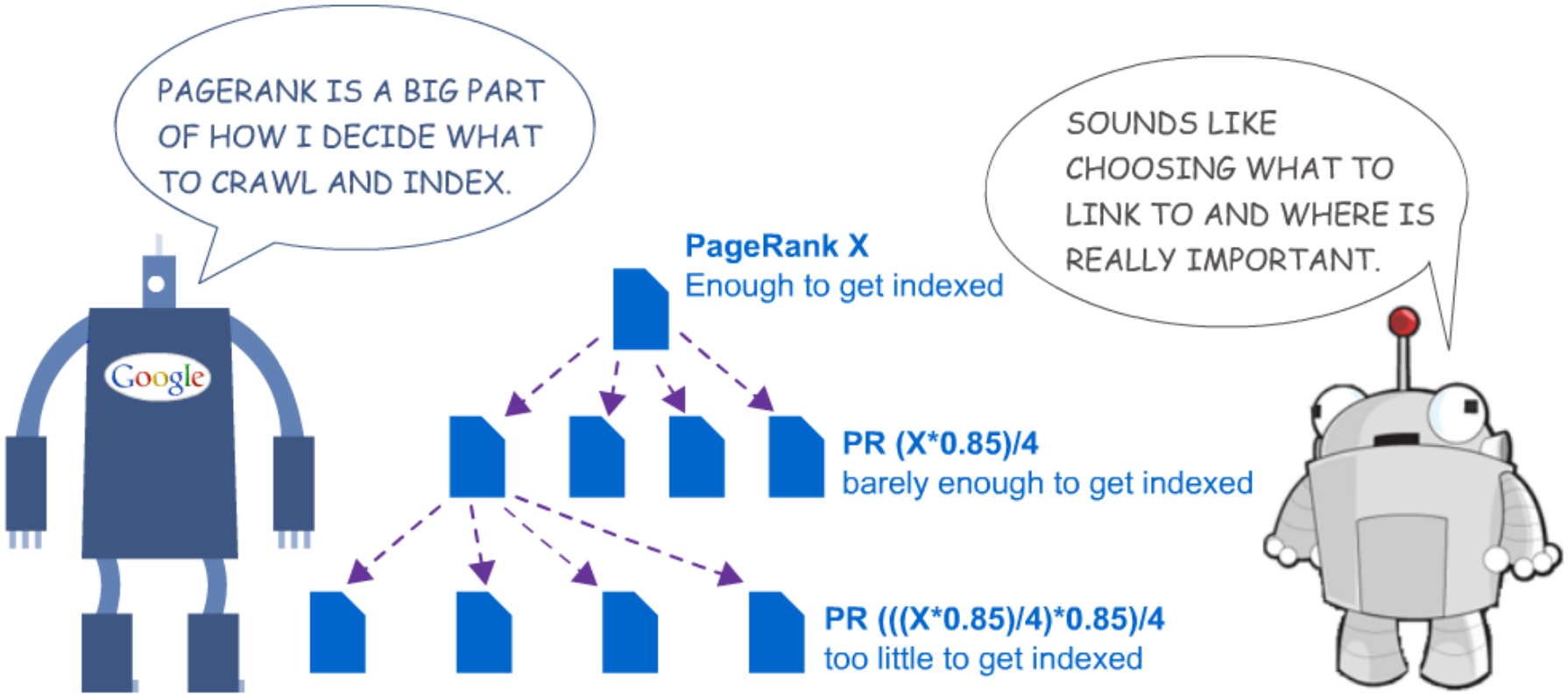
QUESTIONS?

HOW TO NAME IT

Semantically Logical Structure

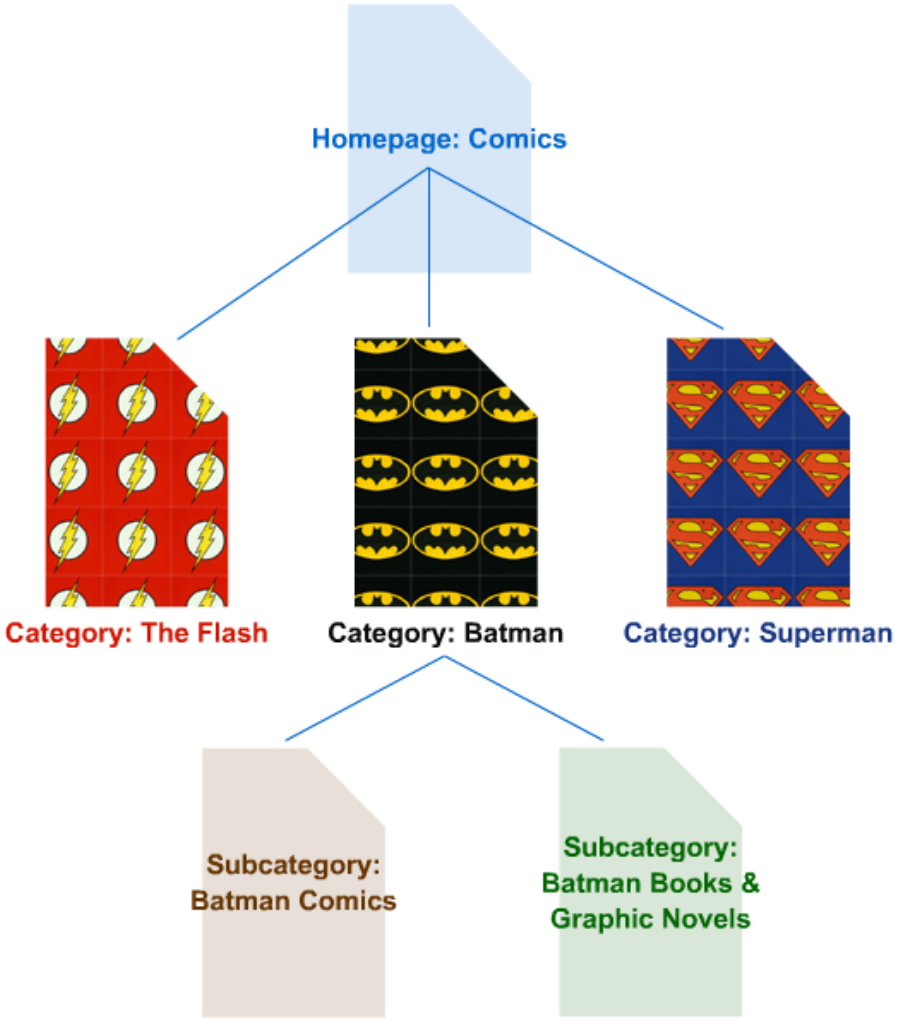


Minimize Click Depth



ICMA
Making classified media work better!
International Classified Media Association

Maximize Usability of Navigation



ICMA
Making classified media work better!
International Classified Media Association

Validate Architecture w/ Non-SEO

ICMA
Making classified media work better!
International Classified Media Association

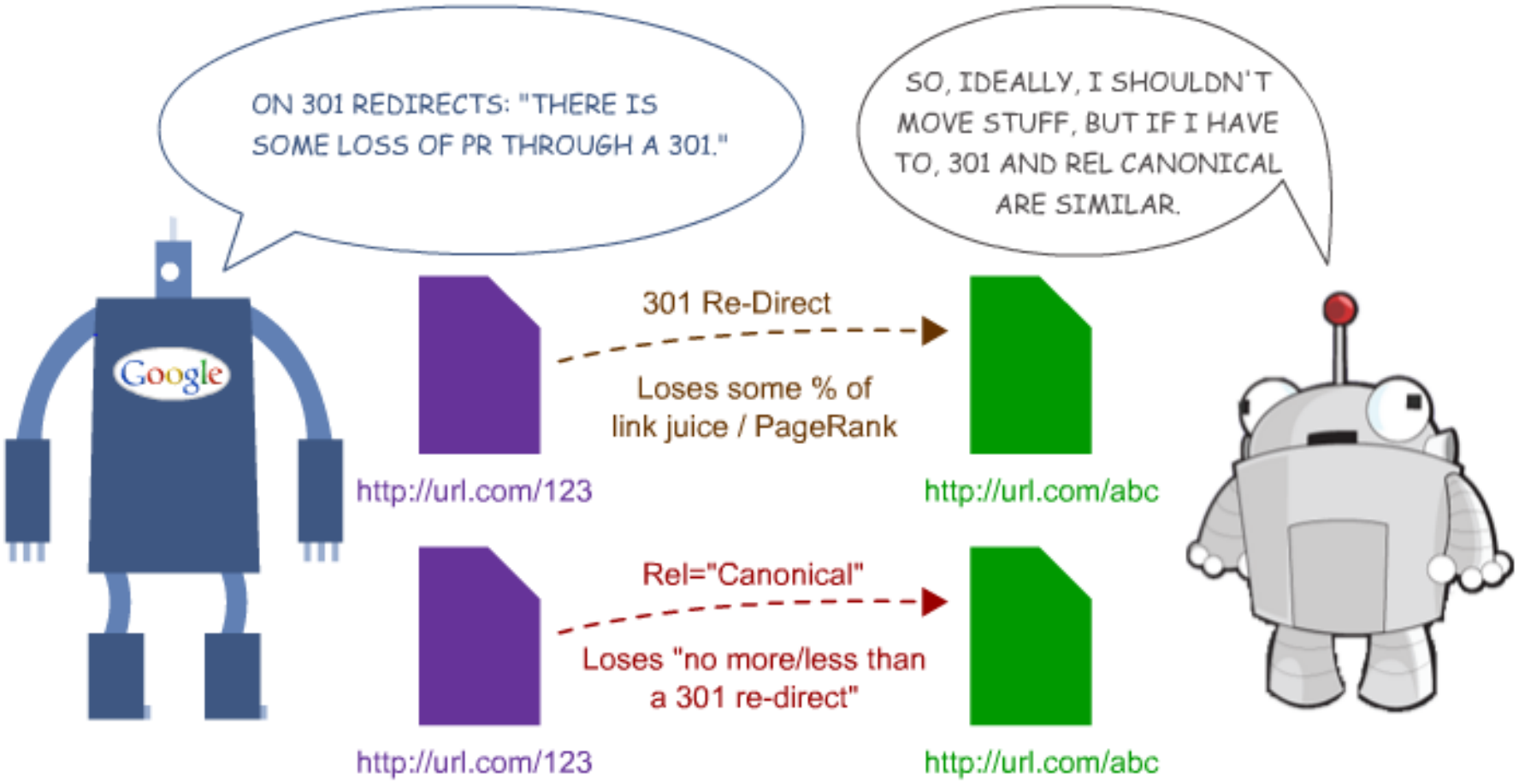
Questions?

QUESTIONS?

ICMA
Making classified media work better!
International Classified Media Association

DUPLICATE CONTENT

Rel=Canonical



ICMA
Making classified media work better!
International Classified Media Association

Google webmaster tools

www.opensiteexplorer.org

« Back to Home | 1

- Dashboard
- Site configuration
- Your site on the web
- Diagnostics
  - Malware
  - Crawl errors
  - Crawl stats
  - **HTML suggestions**
- Labs

Help with:

HTML suggestions

When Googlebot crawled your site, it found some issues with your content. These issues won't prevent your site from appearing in Google search results, but addressing them may help your site's user experience and performance.

Meta description	Pages
Duplicate meta descriptions	1,828
Long meta descriptions	0
Short meta descriptions	1,113

Title tag	Pages
Missing title tags	0
Duplicate title tags	1,825

ICMA
Making classified media work better!
International Classified Media Association

Pagination

ICMA
Making classified media work better!
International Classified Media Association

Previous & Next Links

<link rel="next" href="http://example.com/widget/page=3>

<link rel="prev" href=http://example.com/widget/page=2>

ICMA
Making classified media work better!
International Classified Media Association

SCRAPING & PUBLISHING

Microsoft

Employ Absolute URLs

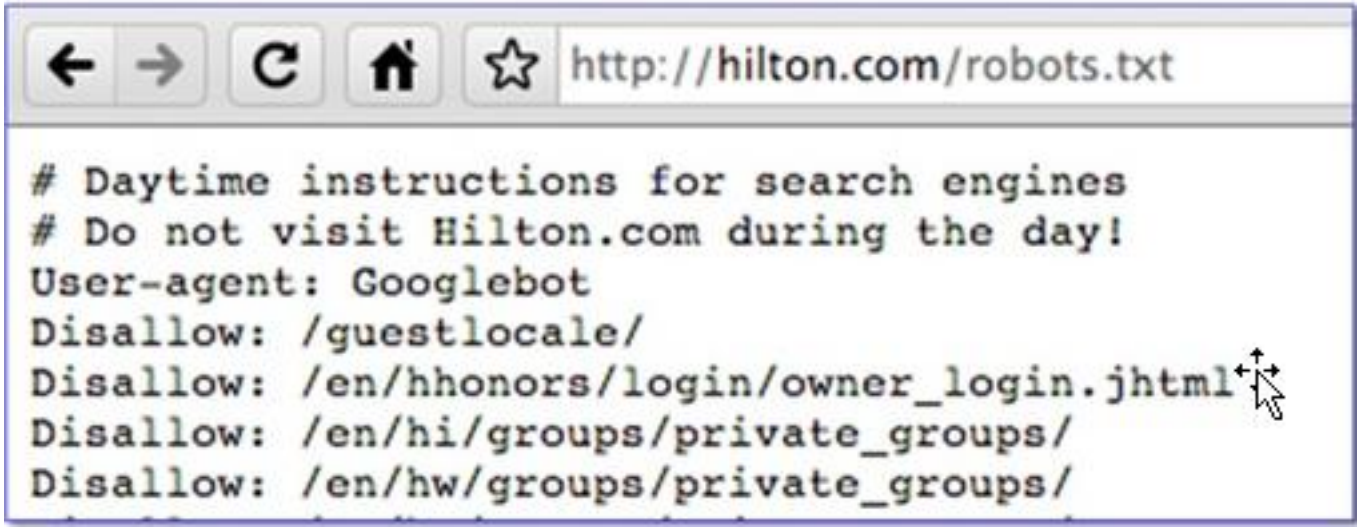
Absolute: anchor

Relative: anchor

ICMA
Making classified media work better!
International Classified Media Association

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/
```

ICMA
Making classified media work better!
International Classified Media Association

Questions?

QUESTIONS?

LINKING STRATEGIES

Short Term Link Value

- Real-time links (Twitter & Facebook)
- Social news links (Digg, Reddit, Delicious)
- Manipulative tactics engines may devalue
- New/emerging sites that may falter/disappear

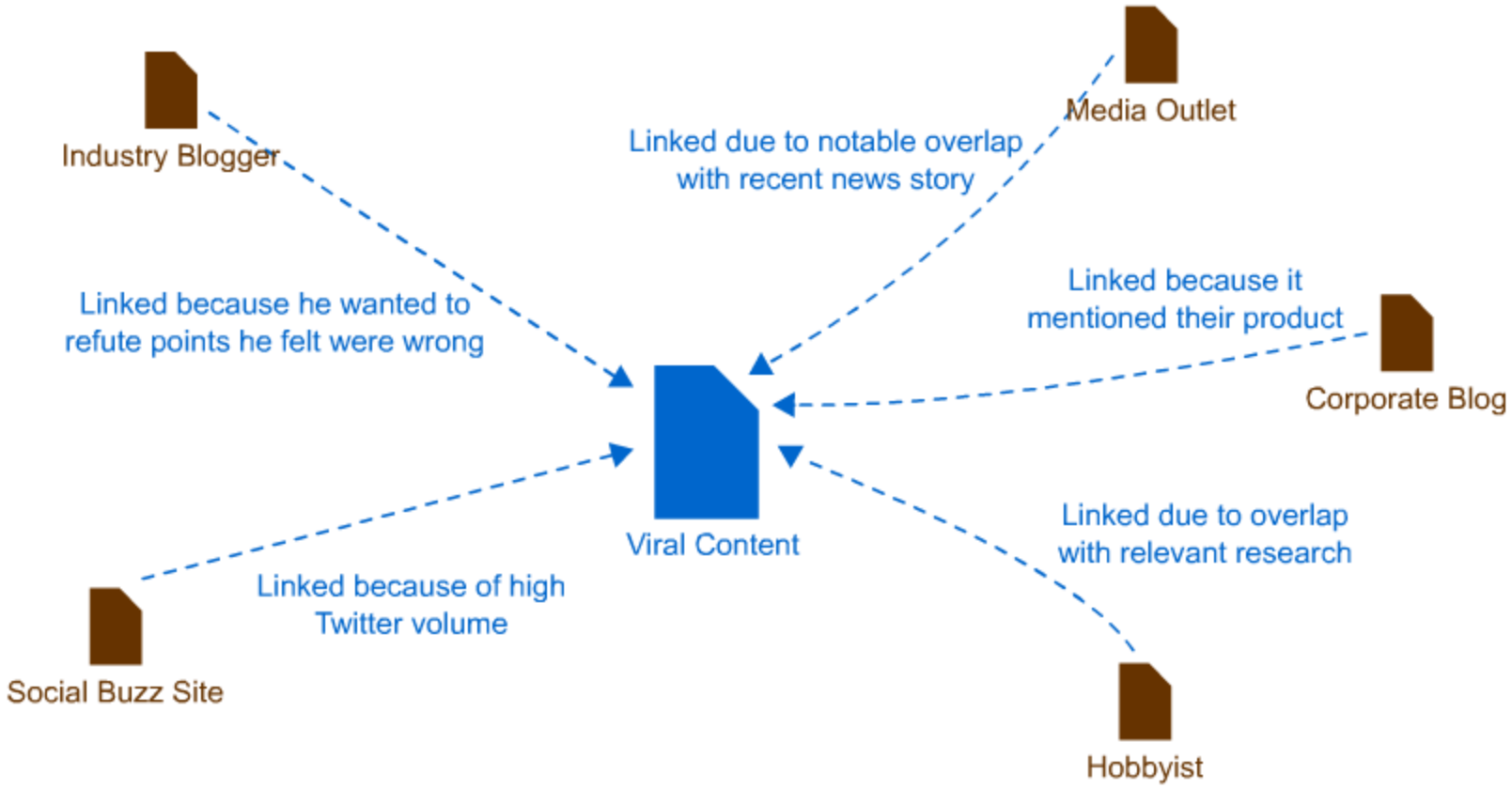
Microsoft

Long Term Link Value

- Links on trustworthy web pages that stick around
- Blogs, forums, news & content sites
- Established partners, customers, personal sites
- Content licensers & re-publishers

ICMA
Making classified media work better!
International Classified Media Association

Why People Link to Content



ICMA
Making classified media work better!
International Classified Media Association

Manual Link Submissions/Requests

Description:

Link builders / marketers go directly to relevant sites and pages, find a contact person and get in touch to request a link (using non-financial methods of persuasion).

Example(s):

→ Searching for your targeted terms, identifying the top 30 non-competitive websites, finding email addresses and sending an email link request.

Scalability:

1/5 (Very Low) ■ □ □ □ □

Requesting links is a lengthy, tedious process

Link Quality:

5/5 (Very High) ■ ■ ■ ■ ■

If carefully chosen, source quality can be exceptional

ICMA
Making classified media work better!
International Classified Media Association

Competitive Link Research & Acquisition

Description:

Link builders / marketers use tools and queries to find how top-ranking competitors have earned their links, then attempt to emulate their strategies and get links from those sources.

Example(s):

→ Using Yahoo! Linkdomain, you identify a sample of top link sources to a competitor's site from directories and work to get your own site included.

→ Using Linkscape's Link Intersect Tool, you ID a number of links from popular blogs that link to multiple competitors and invite their writers to an even to cover your product/company.

Scalability:

2/5 (Low) ■ ■ □ □ □

Researching & mimicing another's link profile is tedious (depending on the strategies employed)

Link Quality:

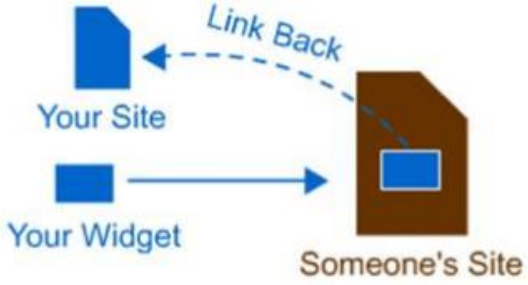
3/5 (Moderate) ■ ■ ■ □ □

There's no reliable way to know which links are worth chasing vs. not passing value

ICMA
Making classified media work better!
International Classified Media Association

Links via Embedded Content

Description:



By offering widgets, badges and embeddable forms of content, your site earns links back to the page of your choice when other websites employ your work in blog posts, articles or pages.

Example(s):

→ Scribd.com offers the ability to upload Powerpoint presentations and then embed a graphical view onto any webpage. Each time a user does this, Scribd earns a link.

→ Twitter has badges that let you link to your Twitter profile and conversation stream by adding the HTML code to any page. With this strategy, they've become one of the most linked-to sites on the web.

Scalability:

5/5 (Very High) ■ ■ ■ ■ ■

The only limiting factor is the number of users you can entice to adopt your embeddable content

Link Quality:

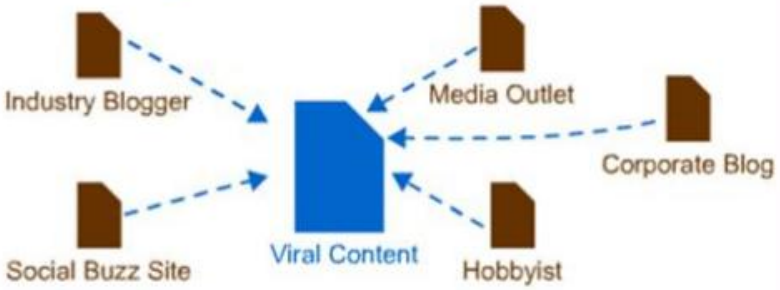
4/5 (High) ■ ■ ■ ■ □

You control the link target and the anchor text, though the quality of links may vary dramatically

ICMA
Making classified media work better!
International Classified Media Association

Link Bait & Viral Campaigns

Description:



Viral content naturally attracts links from other sites wishing to reference the piece. Content that appeals to demographics/ psychographisc likely to link has the best chance for success.

Example(s):

→ OKCupid wrote blog posts illustrating dating advice based on the successes+failures of their members. These posts attracted 1000s of links over the course of several weeks.

→ Astuteo created a calculator for pricing web design/development projects. In addition to its clean functionality and sharp graphics, the page targeted a highly link-likely audience - other web designers/developers.

Scalability:

2/5 (Low) ■ ■ □ □ □

Viral content is difficult to craft and to market, but successful once it achieves widespread popularity.

Link Quality:

4/5 (High) ■ ■ ■ ■ □

Although the anchor text isn't always controllable and the link target is usually the same URL, the sites providing the links are usually very high quality.

ICMA
Making classified media work better!
International Classified Media Association

Content, Technology & APIs

Description:

When you syndicate out content or data and require attribution via links, other sites that license your work will provide links back. This creates a diverse link profile with the anchor text & target you choose.

Example(s):

→ Readwriteweb licenses their blog posts to a number of news media sites, including the NYTimes.com. These sites all then link back to the homepage and the blog post.

→ SEOmoz licenses its Linkscape API for free across the web. When sites like Grader.com use mozRank and other metrics in their tools, they link back to SEOmoz's reports for those URLs and the Linkscape tool.

Scalability:

5/5 (Very High) ■■■■■

Creating the licensed content/API is the most difficult part - once it exists, scalability is limited only by adoption

Link Quality:

4/5 (High) ■■■■□

The anchor text and link targets can be chosen and enforced by the publisher, though the quality of those linking varies.

ICMA
Making classified media work better!
International Classified Media Association

Partnerships, Exchanges & Trades

Description:

Trades can involve reciprocal links, discounts, invitations to events or other perks that aren't directly financial (no money changes hands). These can range from the very white hat to the dark gray hat in the search engines' eyes.

Example(s):

→ Affiliate programs like Amazon's provide an indirectly financial incentive for websites to link to their products. These links aren't marked with nofollow and do pass juice.

→ Many small real estate websites engage in reciprocal link building, creating small, one-page directories of the websites that link to them and exchanging links between diverse geographies in the real estate world.

Scalability:

3/5 (Moderate) ■ ■ ■ □ □

Depending on the focus, the ability to incent more linkers using the same tactics can be reasonably simple.

Link Quality:

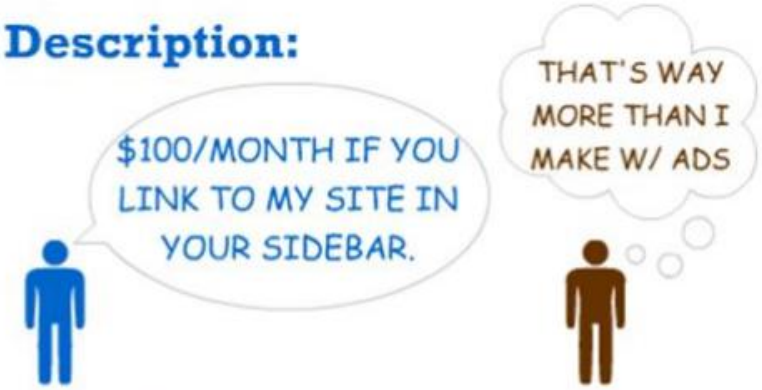
3/5 (Moderate) ■ ■ ■ □ □

The quality of the links is highly variable depending on the tactic (reciprocal links tend to be easy to spot and discount) and the effort employed by the link builders.

ICMA
Making classified media work better!
International Classified Media Association

Paid Links

Description:



Paid linking involves direct exchange of money for links. These can be white hat (in the case of legitimate directories like Yahoo! or BBB), but are often through brokers or sellers w/ the intent to manipulate rankings.

Example(s):

→ Buying links from a text link broker who places your link on many sites around the web that re-sell the link space through the broker.

→ Direct link purchases from websites who've found that selling links is more profitable or preferrable to selling advertising space.

Scalability:

4/5 (High) ■ ■ ■ ■ □

Link buying is highly scalable, limited only by the available funds and costs

Link Quality:

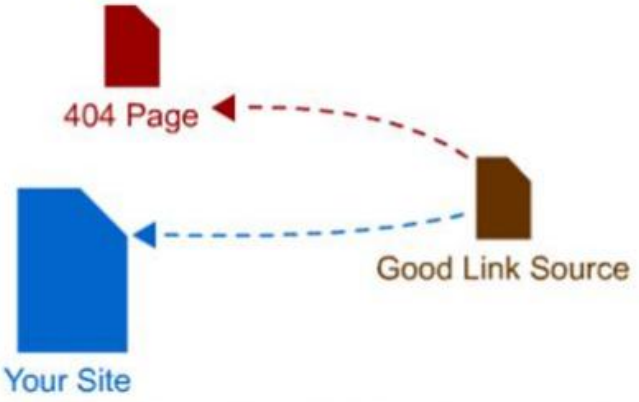
1/5 (Very Low) ■ □ □ □ □

Quality can be high, but even in these cases, it's often temporary and many paid link sources are devalued or even peanlize/harm the sites they link to

ICMA
Making classified media work better!
International Classified Media Association

Link Reclamation

Description:



Find links to broken or out-of-date resources (on your own site or others) and re-point them to active, valuable pages.

Example(s):

→ Using the "Top Pages" tool in SEOmoz Labs, you can identify pages on competitors' sites thatare 404/50x, contact the sites that link to them and suggest your pages instead.

→ Using Google Webmaster Tools, you can see pages on your site that are issuing errors and the list of links that point to them. Re-build or 301 the page to reclaim the link value.

Scalability:

2/5 (Low)

Link reclamation is a time-consuming, manual process that requires a variety of tactics to succeed.

Link Quality:

4/5 (High)

The link quality depends on the pages you're targeting, but those that are worthwhile typically have good links from valuable sources.

ICMA
Making classified media work better!
International Classified Media Association

Microsoft | Give Your Users Ownership

Edit Profile | View Profile

Edit

S Evan Fishkin Edit

Head of Research & Development at Slingshot SEO

Greater Seattle Area | Marketing and Advertising

S Evan Fishkin

Google Shopping: God is in the Details

searchenginejournal.com

The Google Shopping vertical and me have a distinctly love hate relationship. In fact, I'd go so far as to say it rivals my relationship with Cold...

5 days ago • Like • Comment • Share • See all activity • Post an update

Current	• **Head of Research & Development** at **Slingshot SEO** Edit + **Add** a current position
Past	• SEO Specialist at Portent Interactive • Analyst at BlitzLocal • Content Editor, Personal Assistant to the President at SEOmoz see all...
Education	• Bellevue College
Recommendations	**1** recommendation Edit
Connections	**165** connections
Websites	• Company Website Edit • Personal Website Edit
Twitter	efishkin Edit
Public Profile	http://www.linkedin.com/in/efishkin Edit

Share profile

Ask for recommendations

Create your profile in another language

90% profile completeness

Complete your profile quickly

Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

Ask for another recommendation (+5%)

Ads by LinkedIn Members

Online MBA for Engineers
Top-Ranked, Online MBA Program for Working Engineers. Learn More.

MS in Internet Marketing
Get a Master's in Internet Marketing, w/ classes in SEO. Learn more now!

Find A Great Job Now
Find $100K+ Manager and Director Engineering jobs on TheLadders

Who's Viewed My Profile?

ICMA
Making classified media work better!
International Classified Media Association

Microsoft | Give Them an Ego Boost

Amazon's Top Customer Reviewers

The top reviewers have helped millions of their fellow customers make informed purchase decisions on Amazon.com with their consistently helpful, high-quality reviews. Take a minute to explore the reviews written by these customers. They will amaze you.

New Reviewer Rank | Classic Reviewer Rank

10,000 customer reviewers « Previous 1 2 ... 1000 Next » Sorted by rank (high to low)

Rank	Customer Reviewer	Total Reviews	Helpful Votes	Percent Helpful	Fan Voters
#1	Mark See all 539 reviews	539	13,519	95%	23
#2	Beth Cholette See all 1,387 reviews	1,387	15,714	92%	220
#3	Joanna Daneman See all 2,592 reviews	2,592	43,825	91%	509

ICMA
Making classified media work better!
International Classified Media Association

Give Them Badges!

Badges

Ask questio … will bestow badges upo … e earned each one so far:

- Auto
- Beta
- Citiz
- Civic
- Clea
- Com
- Criti
- Disc
- Edit
- Enli
- W

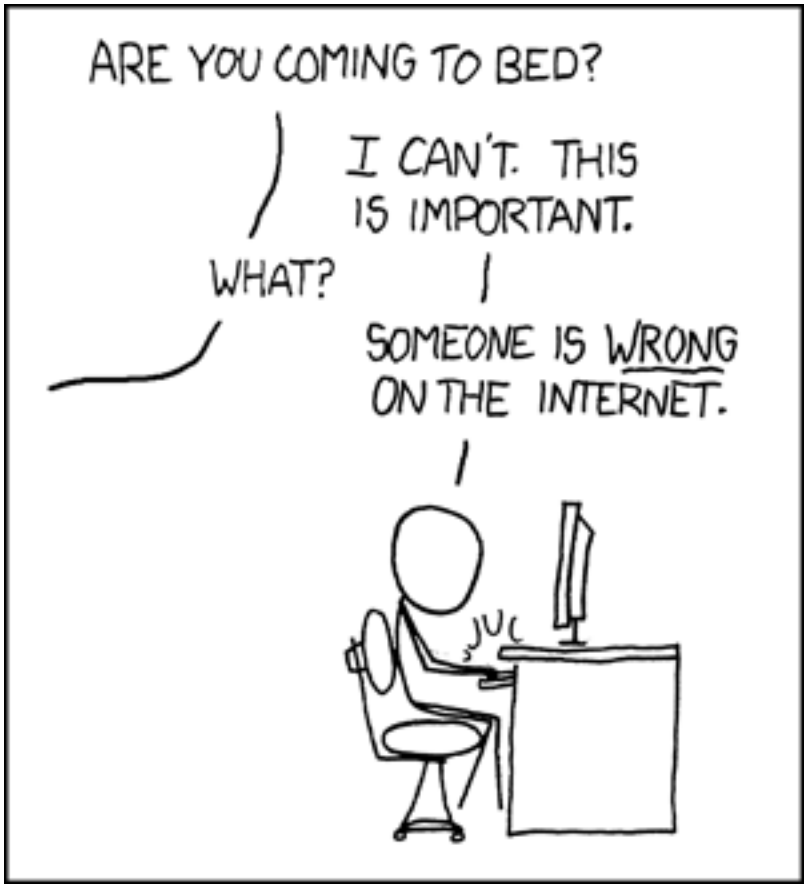
ICMA
Making classified media work better!
International Classified Media Association

Questions?

QUESTIONS?

CONTENT CREATION

Comment Marketing



Comment Marketing

Rascall Morrison

Honestly, I didn't expect that Google will be as so powerful like we have right now, Google is one of the highlights of internet technology. We can find almost everything there. And the new algorithm's effectiveness is obviously a successful one.
astrological predictions and astrology birth charts

3 weeks ago in reply to ThaiMealBox Like Reply

ICMA
Making classified media work better!
International Classified Media Association

/ MAGAZINE

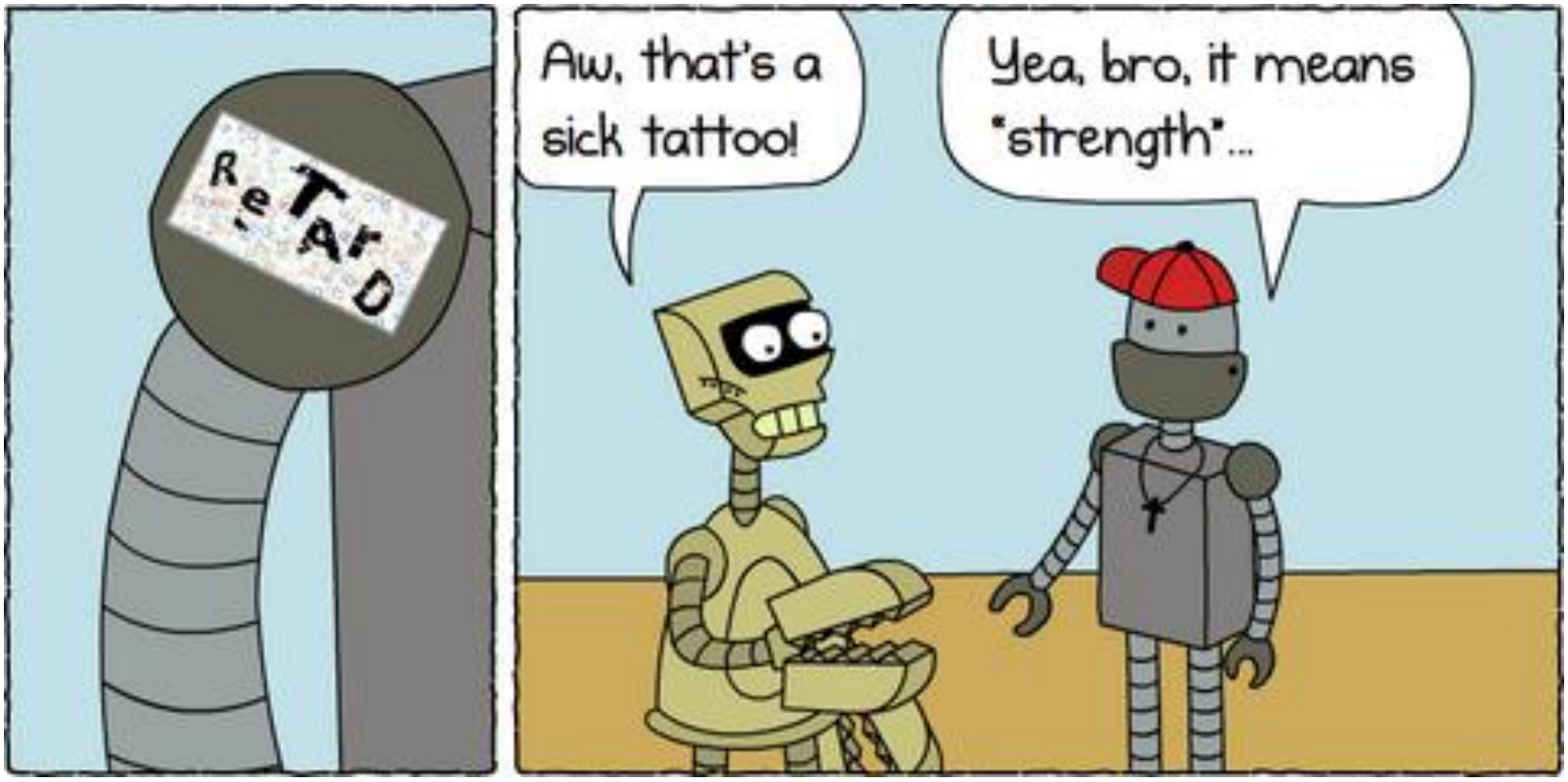
FEATURES 17.12

Exclusive: How Google's Algorithm Rules the Web

By Steven Levy ✉ February 22, 2010 | 12:00 pm | Wired March 2010

Want to know how Google is about to change your life? Stop by the Ouagadougou conference room on a Thursday morning. It is here, at the Mountain View, California, headquarters of the

ICMA
Making classified media work better!
International Classified Media Association

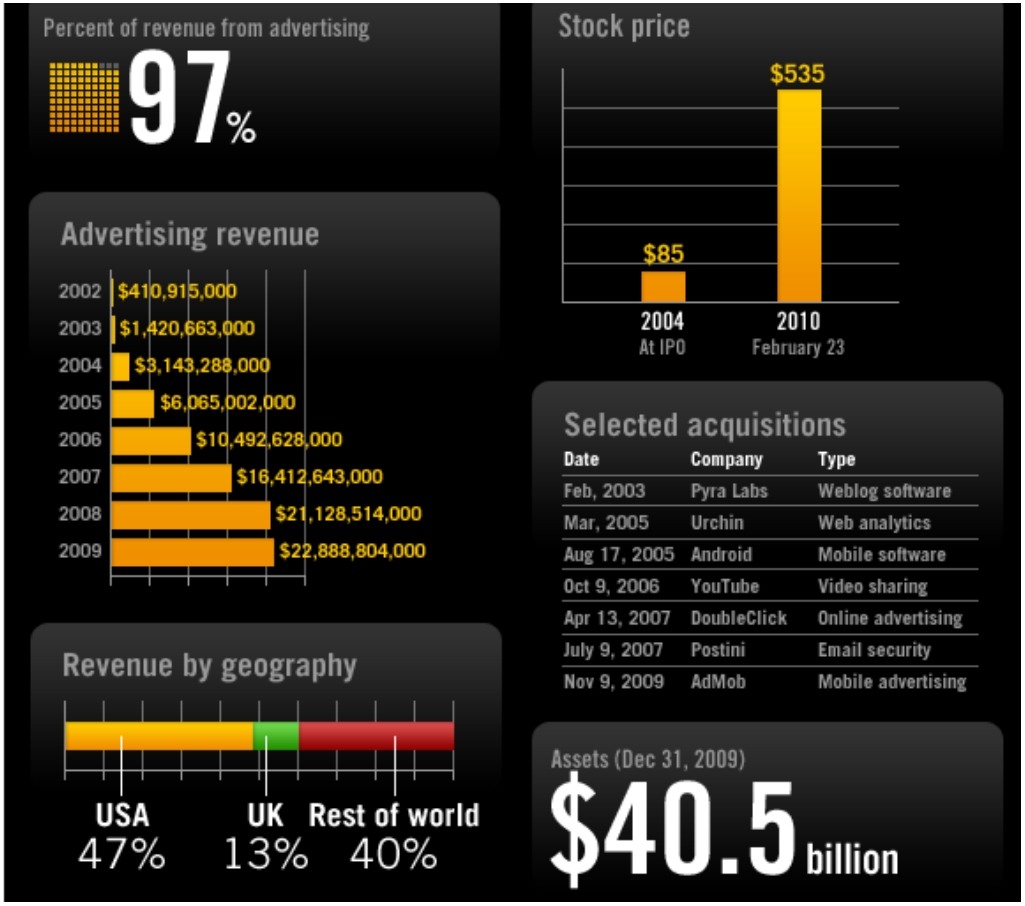

ReTarD
Aw, that's a sick tattoo!
Yea, bro, it means "strength"...

Social Engagement

ICMA
Making classified media work better!
International Classified Media Association

Sharable Content

+1,085 links from 356 root domains



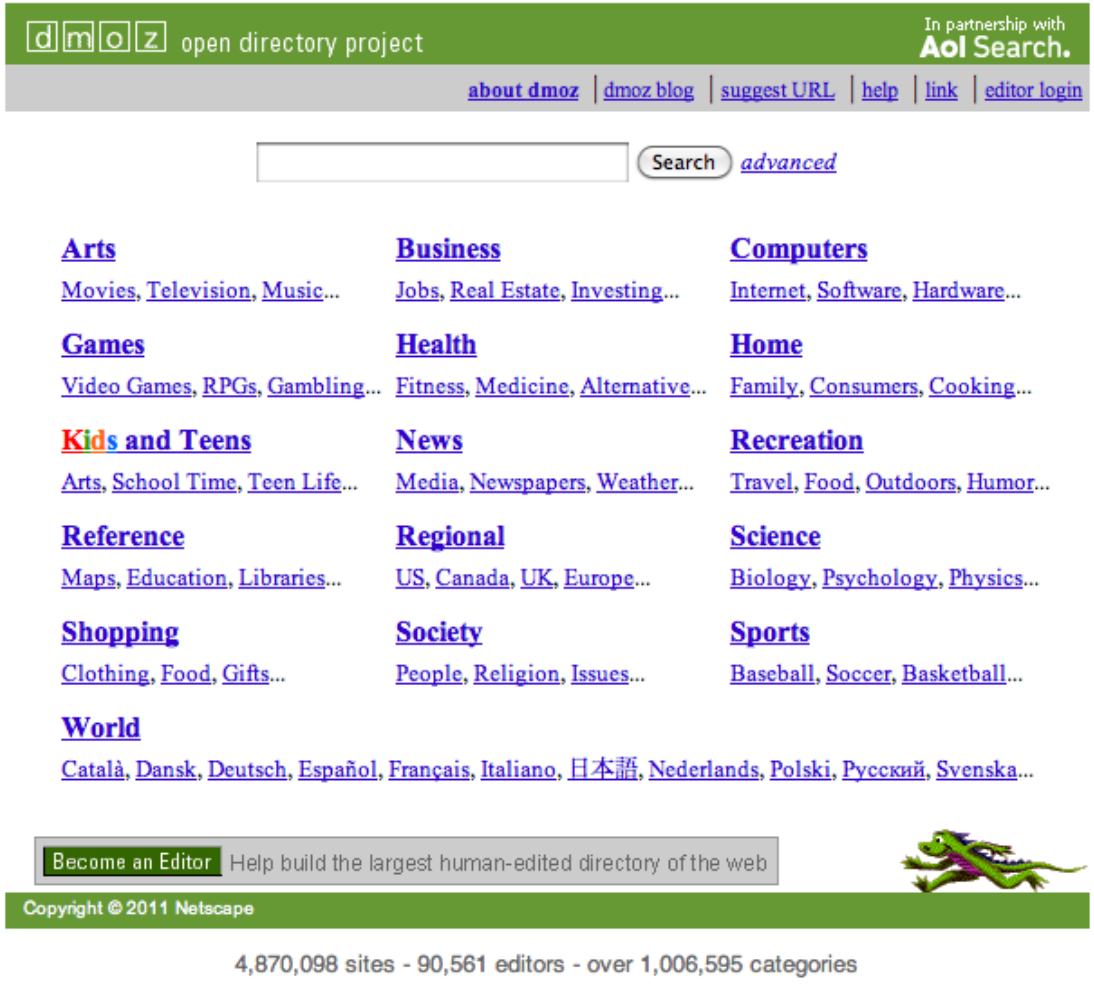
http://royal.pingdom.com/2010/02/24/google-facts-and-figures-massive-infographic/

ICMA
Making classified media work better!
International Classified Media Association

Conferences, Events & Networking

ICMA
Making classified media work better!
International Classified Media Association

Directory Submission



ICMA
Making classified media work better!
International Classified Media Association

Direct Request

{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}

ICMA
Making classified media work better!
International Classified Media Association

Traditional Advertising

WIRED

THE RICH GET RICHER

Apple Crushes Earnings Again, Profits Jump 95 Percent

9 hours ago

BEAUTY BEYOND THE STARS

Rose-Shaped Galaxy Pic for Hubble's 21st Birthday

13 hours ago

NOT QUITE A PRIUS

Porsche Rolls Out World's First Hybrid

10 hours ago

CHIP WARS

Intel Aiming for Android Tablets This Year

8 hours ago

SCIENCE

Gut-Bacteria Mapping Finds Three Global Varieties

9 hours ago

SUBSCRIBE » SECTIONS » BLOGS » REVIEWS » VIDEO » HOW-TOS » MAGAZINE » WIRED ON THE IPAD »

Sign In | RSS Feeds All Wired GO

Windows Server Hyper-V
See how Windows Server® is changing the conversation.
Let's talk private cloud ›
Cloud Power

SILICON VALLEY GETS PRESIDENTIAL

Obama's Facebook Town Hall Meeting: Softball Questions, Familiar Themes

22 hours ago

CULTURE

Pendulum-Driven Machine Creates Giant Spirograph Art

13 hours ago

IMAGE GALLERY

BIG BUSINESS

Newark Mayor Lures Panasonic With $100M Tax Break

11 hours ago

GADGETS

iPhone Tracks Your Every Move, and There's a Map for That

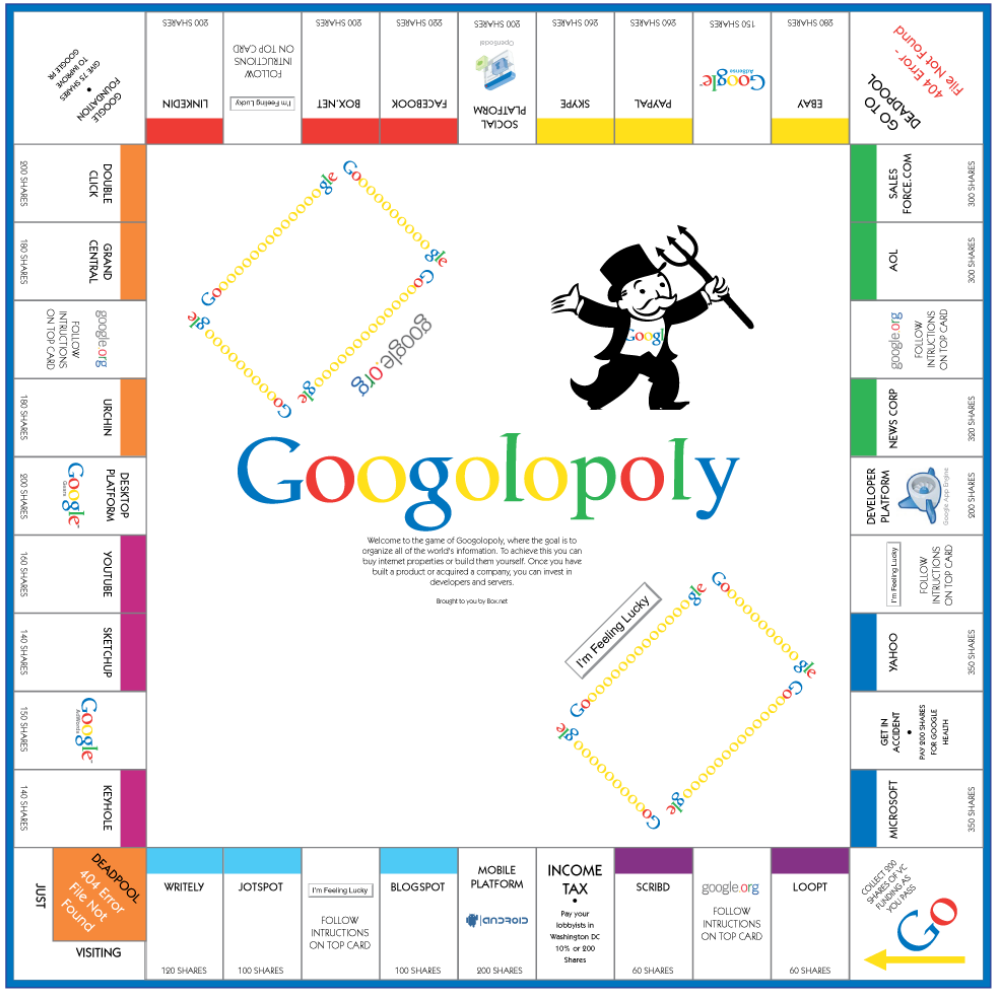
13 hours ago

SECURITY

Cloud Power
See how Windows Server® is changing the conversation.
Let's talk private cloud ›
Windows Server Hyper-V

ICMA
Making classified media work better!
International Classified Media Association

Property Acquisition



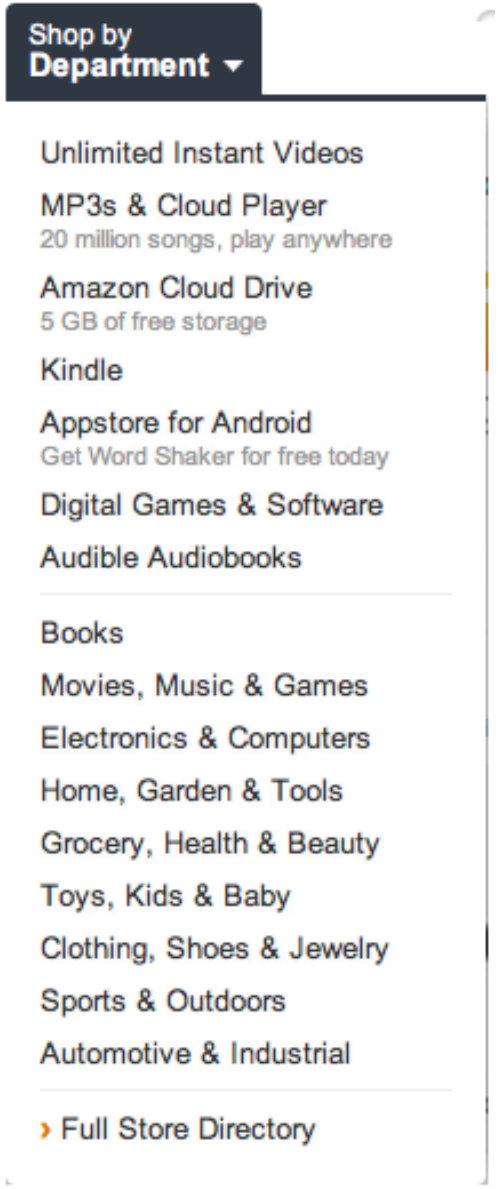
ICMA
Making classified media work better!
International Classified Media Association

Questions?

QUESTIONS?

INTERNAL LINKING

Navigation



ICMA
Making classified media work better!
International Classified Media Association

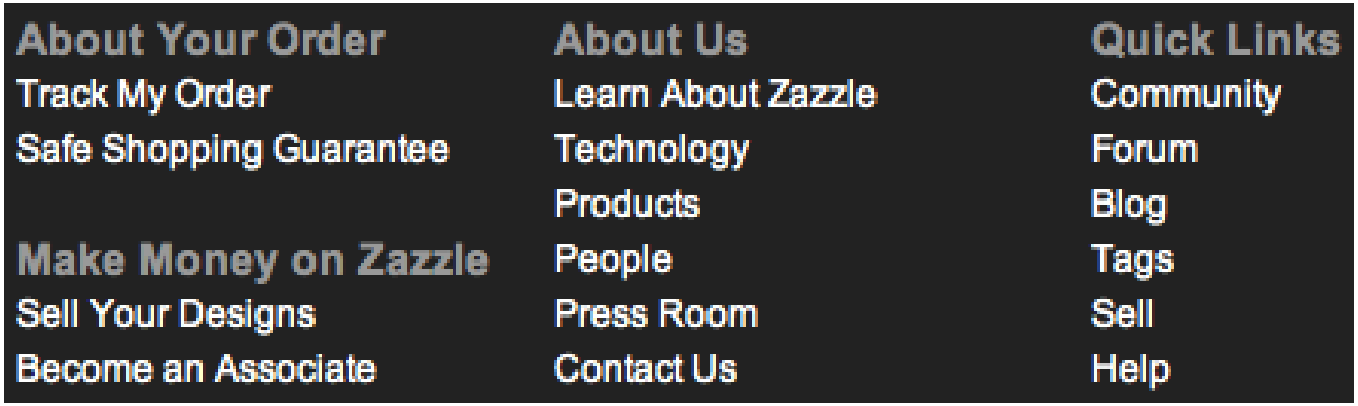
In-Content Links

Virgin Galactic already have the backing of several private companies. Launch customers will include Skybox Imaging, GeoOptics Inc, Spaceflight Inc and the recently announced asteroid-mining venture Planetary Resources Inc.

ICMA
Making classified media work better!
International Classified Media Association

Microsoft

Footer Links



ICMA
Making classified media work better!
International Classified Media Association

Microsoft | Wikipedia, The Master

WIKIPEDIA
The Free Encyclopedia

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
Аҧсуа

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]

ICMA
Making classified media work better!
International Classified Media Association

Questions?

QUESTIONS?

That's All Folks!

ICMA
Making classified media work better!
International Classified Media Association