

**Hewlett Packard
Enterprise**


SEO Tactics for Right- Brained PR Pros and Marketers

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Global SEO
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Nov 17th, 2016



Google

seo is 



Bing blogs

This is a place devoted to giving you deeper insight into the news, trends, people and technology behind Bing.

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APRIL
24

Is SEO The Future? No, And Here's Why

SEO is a combination of technical work at the site code level, content management at the editorial level and usability work, often spanning both of the first two areas. It's the basic work that needs to be done today. Table stakes, if you will. You cannot sit at the poker table without putting money on that same table.

So, SEO is foundational work sites need to engage in – that's been clear for a while.

But as the engines get smarter with and about signals, and as new, trustworthy signals are grown and adopted, the SEO of yore becomes a bit less relevant. No one really cried when we all walked away from <meta keyword> tags after they were inundated with spam. No one cried when keyword density became a passé topic, largely covered up in the then somewhat novel approach of "making quality content".

And so it goes with what most people think of as SEO. As the Internet matures, as semantic language markup adoption increases, as new partnerships around data are formed, things change. While many fear change, a savvy SEO knows change is always just a day away, and they're ready to learn the new, arcane and relevant tactics that work moving forward. Even if those tactics aren't strictly SEO anymore.

So, while SEO isn't likely the "future" as it was, say a decade ago, it's still relevant.

LIKES TO DEAL
friends, that n



Razvan Gavrilas
January 22, 2015

208 SHARES

SEO is still a viable channel

Percentage of traffic from SEO for 2016 for various sites that I've worked with

25-40%

“The goal of SEO is not to put wings on a pig, but to genetically reengineer the pig into an eagle.”

Bruce Clay



SEO is NOT



A One Off Feature



A Project That Begins and Ends



Magic

SEO is NOT

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SEO is...

Search Engine Optimization (SEO) is the art and science of getting web pages ranked for targeted key words.

- Different key words have different ranking criteria
- Each Search Engine has their own ranking criteria
- SEO takes time, as trust is a huge part of the algorithms
- Trust = age of site + relevancy of links to site + age of links to site + frequency of links gathered + trust of site linking in + more
- Google Algorithm has 200+ ranking elements
- SEO is a continual, building process
- Social's role in SEO is constantly in flux



SEO and other market channels



Google now puts company press releases in its 'news' search results

A Google spokesperson told Reuters:

"The goal of search is to get users the right answer at any one time as quickly as possible — that may mean returning an article from an established publisher or from a smaller niche publisher or indeed it might be a press release."

<http://venturebeat.com/2015/03/12/google-now-elevates-company-press-releases-in-news-search-results/>

How many clicks do I get?

Position	AOL 2006	Enquiro 2007	Chitika 2010	Optify 2010	Slingshot 2011	Chitika 2013	Catalyst 2013	Caphyon 2014
1	42.3	27.1	34.35	36.4	18.20	32.5	17.16	31.24
2	11.92	11.7	16.96	12.5	10.05	17.6	9.94	14.04
3	8.44	8.7	11.42	9.5	7.22	11.4	7.64	9.85
4	6.03	5.1	7.73	7.9	4.81	8.1	5.31	6.97
5	4.86	4.0	6.19	6.1	3.09	6.1	3.5	5.5
1 to 5	73.55	56.6	76.65	72.4	43.37	75.7	43.55	67.6
6	3.99	4.1	5.05	4.1	2.76	4.4	1.63	3.73 (6 to 10)
7	3.37	4.1	4.02	3.8	1.88	3.5	1.09	N/A
8	2.98	3.2	3.47	3.5	1.75	3.1	1.04	N/A
9	2.83	2.8	2.85	3.0	1.52	2.6	0.44	N/A
10	2.97	3.6	2.71	2.2	1.04	2.4	0.51	N/A
Top 10	89.69	73	95	89	52	92	48	71.33

Most Effective vs. Difficult SEO Tactics to Execute According to Marketing Professionals Worldwide, June 2015

% of respondents

	Most effective	Most difficult
Relevant content creation	72%	46%
Keyword/phrase research	48%	20%
Frequent website updating	34%	28%
Relevant link building	33%	52%
Social media integration	28%	22%
Frequent blogging	23%	28%
Mobile search optimization	17%	25%
Website URL restructuring	16%	20%

Note: n=286

*Source: Ascend2, "Search Engine Optimization Survey Summary Report,"
June 9, 2015*

191084

www.eMarketer.com

SEO in 2016



Google

Now we know: Here are Google's top 3 search ranking factors

Google's Andrey Lipattsev reveals links, content and RankBrain are the top three ranking signals in Google's search algorithm.

Barry Schwartz on March 24, 2016 at 7:32 am



#3 Rankbrain

Machine based learning algorithm

Part of Hummingbird (announced August 2013)

3rd most influential part of the algorithm

“If RankBrain sees a word or phrase it isn’t familiar with, the machine can make a guess as to what words or phrases might have a similar meaning and filter the result accordingly, making it more effective at handling never-before-seen search queries” – Wikipedia

Oct 2015 – announced

April 2015 – actually went live



#2 Links

Linking on your page

Include links in articles to relevant content on your site and on other related sites.

- Tags and category pages are perfect for this. Use them.
- Link to other pages / divisions / sister companies.
- Link to partners.

Linking to your page

Make sure there are at least 3 permanent links to your article (category and tag directory pages count) – orphaned content can't be crawled

- Add as related link from older articles.
- Share on social media
- Get links from partners

#2 Links

- Use keywords to link to other areas in the site / past articles
- Never link with “Click Here” to your own site
- Don’t overdo the links, 3-10 per article (depending on length) is fine

Making a decision to provision

The way to reach these decisions is to ask a number of questions:

- Where should a workload live? Is it okay to run it in the public cloud, or will that cause compliance problems?
- Who is the right supplier? Answering this entails asking a number of additional questions:
- Does the service provider have the right database model?
- Do they have the appropriate monitoring tools in place?
- Do they have the ability to comply with the required policies, such as regulatory constraints or licensing issues?
- How do we know that we have the right service level in place?
- Are we providing the appropriate level of security? Have you asked about embedding security policies in the orchestration layer before you provision the environment?
- Does the cost of the service support an ability to offer a competitive price to the consumer?
- What is the end-to-end service lifecycle? Will the supplier provide enough transparency so that you can even see the end-to-end service behaviors?

Answering these questions can help you realize a number of benefits, including increased agility and the ability to know and manage the true cost of service delivery. You also mitigate the risk of vulnerabilities, as well as the risk of being out of compliance with policies and regulations.

#2 Links

- Use keywords to link to other areas in the site / past articles
- Never link with “Click Here” to your own site
- Don’t overdo the links, 3-10 per article (depending on length) is fine
- Approved domains have the links “followed” by Google

2. Encryption

Encrypting data at rest can minimize the risk of cached offline apps being susceptible to hackers, Guccione says. He recommends using protocols that implement Advanced Encryption Standard (AES). He also points out that you must understand key length for your selected encryption algorithm, because key length in pieces is not always a good indicator of security.

Guccione recommends using Transport Layer Security (TLS), a protocol that ensures privacy between applications and their users over the Internet. This form of encryption "can exponentially increase the amount of time it takes for an attacker to brute-force keys necessary to access your data," Guccione says.

3. Application containers

These create an enterprise workspace for apps on the mobile device and for all of its supported mobile platforms, whether it is corporate-owned or personal, explains Guccione. Users receive access to data and apps with enterprise-grade security and deep integration with user rights management and user authentication built in. "Application containers can help control and contain the damage done if an app is compromised by an attacker," he says. "Containers can also help keep other users secure from external threats by isolating them from other compromised containers."

4. Mobile device management and mobile application management

Mobile device management (MDM) software protects enterprises seeking management of both corporate-owned, personally enabled (COPE) devices and employee-owned devices. According to TechTarget, in the COPE model, mobile devices are issued by employers, but employees enjoy more freedoms with the devices than they did in the past, including texting and tweeting.

#1 Content

- What is the story you are trying to tell?
- What are your goals?
- What appeals to your audience?
- What are your audience talking about?
- Is it a fit for the brand / product?
- **Are you delivering the right information?**
- **How will the audience find it?**

Use named Entities

- People
- Events
- Places

WideOrbit Appoints **Michael Kelly** as Vice President of Sales, Television

National Black Farmers Association 26th Annual Conference Begins Today

San Francisco's Top-Rated CPA Firm, Safe Harbor LLP, Issues Informative Blog Post on Last-Minute Tax Filings

Page Composition: Title Tags

<title>Carolina Panthers Heighten Fan Experience at Bank of America Stadium with Aruba Wi-Fi
| Aruba Networks Newsroom</title>

Carolina Panthers Heighten Fan Experience at Bank of America ...
news.arubanetworks.com/.../carolina-panthers-heighten-fan-experience-bank-america... ▼
1 day ago - Carolina Panthers Heighten Fan Experience at Bank of America ... the Carolina
Panthers have installed a new Aruba Gigabit Wi-Fi network to bring ... environments like Bank of
America Stadium, download Aruba's Very High ...

Page Composition: Title Tags

Pre-2013

Title: Yahoo! (1 words/6 chars)

2013 onwards

Title: Yahoo (1 words/5 chars)

Title: FBI

Title: Breaking News, U.S., World, Weather, Entertainment & Video News - CNN.com
(11 words/63 chars/73 chars incl. whitespace)

Enter Your Full Title Text:

Master Chef Event to benefit the American Diabetes Association

Enter Search Phrase (*optional*):

Diabetes Event

Cutts Me, Google!

Master Chef **Event** to benefit the American **Diabetes** Associa...

www.example.com/example

This is your page description. The font and size of the description has not changed in the latest redesign. Descriptions get cut off after roughly 160 characters ...

<http://moz.com/blog/new-title-tag-guidelines-preview-tool>

Page Composition: Title Tags




Page Composition: Title Tags

Google **mick fanning**

Web Images Videos News Shopping More Search tools

About 13,900,000 results (0.37 seconds)

In the news

 **Shark Attack Surfer Mick Fanning** Heralds 'Warrior' Julian Wilson
NBCNews.com - 2 hours ago
Mick Fanning, the champion surfer who fought off a shark during a competition, paid tribute ...


Shark Attack s **Mick Fanning** at J-Bay Open
ASP - 2 days ago

Mick Fanning Fended Off a Shark, but Should He Have Even Been in the Water?
TIME - 9 hours ago

More news for mick fanning

Mick Fanning
mickfanning.com/ ▾
The Moment. Mum's Army. Straight out of the family album. I think I'm about 11 or 12 in this shot. {paginate} {pagination_links} {previous_page}; Previous ...

Surfer **Mick Fanning** escapes shark attack - CNN.com
www.cnn.com/2015/07/19/.../shark-attack-wsl-mick-fanning-feat/ ▾ CNN ▾
2 days ago - (CNN) A surfing competition in South Africa was canceled Sunday after professional surfer Mick Fanning escaped a shark attack in the opening ...

Shark Attacks **Mick Fanning** at J-Bay Open - YouTube
 www.youtube.com/watch?v=xrt27dZ7DOA
2 days ago - Uploaded by World Surf League
Shark attack at the 2015 #JBayOpen . Thankfully, Mick Fanning is unharmed. The event has been canceled ...

Mick Fanning battles shark attack at surfing competition: 'I'm ...
www.theguardian.com › Sports › Surfing ▾ The Guardian ▾
1 day ago - Three-time world champion Mick Fanning fought off a shark attack at the J-Bay Open on Sunday.

Page Composition: Description Tags

When it goes wrong...

Breaking News and Opinion on The Huffington Post

FROM AP: AP Top Travel News At 1 p.m. EDT... 5 minutes ago http://www.huffingtonpost.com/2011/06/01/jane-lynch-at-news-corp-fox-news_n_869623.html ... www.huffingtonpost.com/?ioinow=1&ref=aolnews - Cached

USAirways News Site

www.usair.com/

US Airways. This is a test. Click the link below to go to usairways.com · Continue to USAirways.com. Don't show me this page again.

Florida Blue - Website Unavailable

<https://www.bcbsfl.com/> ▼

Generally, the pronouns "our," "we" and "us" used throughout www.bcbsfl.com are intended to refer collectively to Blue Cross and Blue Shield of Florida, Inc. and ...

Page Composition: Description Tags

Search engines may use the description tag in the SERPs
(or as much as they are able to)

```
<meta name="description" content="The crowdfunding platform Classy is partnering with Salesforce and other tech leaders to bring innovative tools to the nonprofit sector with a focus on improving donor retention." />
```



Classy Raises \$30 Million in Venture Capital and Declares Itself on Donor Retention

The Nonprofit Quarterly - 8 hours ago

The crowdfunding platform **Classy** is partnering with Salesforce and other tech leaders to ...

Page Composition: Description Tags

Search engines may use a snippet from the page or mix and match that with the description

```
<meta name="description" content="PatientCrossroads Rebrands as AltaVoice and Focuses on Delivering Insights for Patient-Centered Drug Development">
```

SAO PAULO, BRAZIL (PRWEB) NOVEMBER 04, 2016



PatientCrossroads announced it has changed the company name to AltaVoiceSM and created a new brand identity aligned with its Mission: Amplifying the voice of patients to optimize the search for better treatments for disease. The move reflects the latest product innovations designed to deliver patient insights to drug developers faster, and for far less, than traditional registries and CRO organizations.



PatientCrossroads Rebrands as AltaVoice

PR Web (press release) - 1 hour ago

PatientCrossroads announced it has changed the company name to AltaVoiceSM and created a new brand identity aligned with its Mission: ...

Page Composition: Description Tags

Description tags must be unique for each page: content differentiation



Networking - Hewlett Packard Enterprise Community

community.hpe.com/t5/Networking/bg-p/Networking ▼

Hewlett Packard Enterprise (HPE) Community offers worldwide IT, technology, and enterprise forum support and solutions.



BladeSystem - Hewlett Packard Enterprise Community

community.hpe.com/t5/BladeSystem/ct-p/BladeSystem ▼

Dec 4, 2013 - Hewlett Packard Enterprise (HPE) Community offers worldwide IT, technology, and enterprise forum support and solutions.



ProLiant - Hewlett Packard Enterprise Community

community.hpe.com/t5/ProLiant/ct-p/proliant ▼

Hewlett Packard Enterprise (HPE) Community offers worldwide IT, technology, and enterprise forum support and solutions.



Feedback - Hewlett Packard Enterprise Community

community.hpe.com/t5/Feedback/ct-p/feedback ▼

Hewlett Packard Enterprise (HPE) Community offers worldwide IT, technology, and enterprise forum support and solutions.

Page Composition: Description Tags

META description: WWE, the recognized leader in global sports-entertainment, featuring the unrivaled Superstars of the ring including John Cena, Randy Orton, Rey Mysterio and The Miz, as well as WWE Divas and Legends. WWEs unparalleled brand of live action reaches an estimated 500 million homes each week on televised programs like Raw, SmackDown, WWE NXT and WWE Tough Enough. The unmatched athleticism of WWEs performers is showcased most prominently at pay-per-view mega-events such as Over the Limit and the annual spectacle, WrestleMania. Wrestling News, Results, Photos, Videos (85 words/482 chars)

META description: Weird News and Strange Facts from National Geographic News (9 words/50 chars)

META description: n/a

Page Composition: Description Tags

120-155 characters

Call to action

Sentence structure

ARCOM Appoints Head of **Product** and Delivery

PR Newswire (press release) - 3 hours ago

He joins ARCOM with more than 20 years of experience leading teams that have delivered high revenue growth and market-defining **products** ...

Unique per page

Use Keywords / Entities

Basic SEO Checklist

#	Item	Completed
1	Choose Target keywords	
2	Use keyword in title tag	
3	Include keyword in URL slug	
4	Use keyword in description tag	
5	Use keyword in content	
6	Use keyword in image alt text	
7	Ensure your content is unique	
8	Copy edit the content for quality	
9	Link to related content	
10	Create internal links	
11	Promote in social networks	
12	Look for keyword evolution, edit / create new content as necessary	

**Hewlett Packard
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