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# SEARCH ENGINE OPTIMIZATION PRIMER

PRESENTER: JAKE FINKELSTEIN (@TUNDRO)  
CEO AT METHOD SAVVY (@METHODSAVVY)

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DECEMBER 11, 2013

# WHY DOES SEO MATTER?

SEO PRIMER - ONE-DAY BOOT CAMP FOR EMERGING PR STARS - DECEMBER 11, 2013

# DISCOVERABILITY

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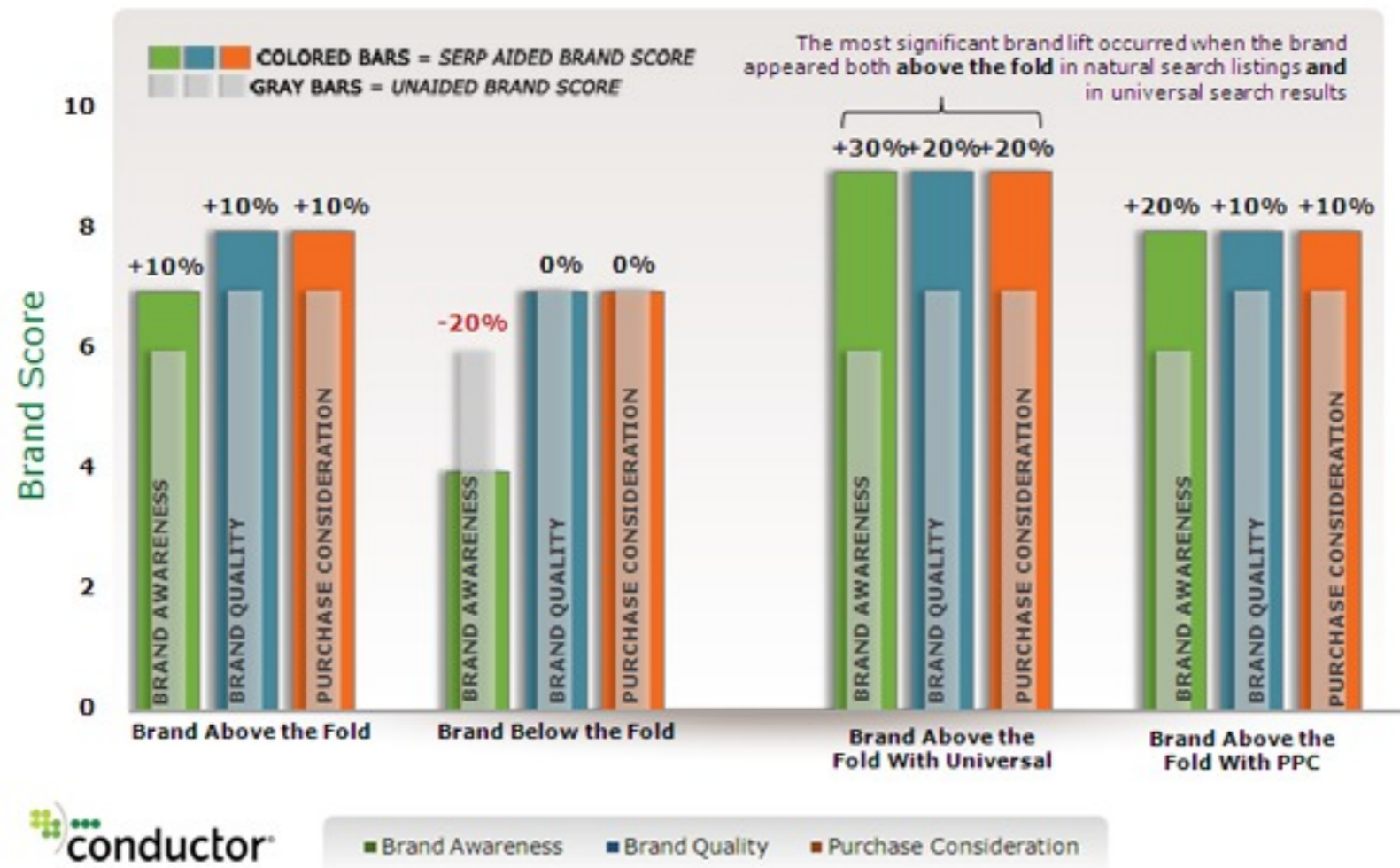
# CREDIBILITY

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# UP TO 30% LIFT IN BRAND AFFINITY FOR SIMPLY APPEARING IN SERP

<http://www.conductor.com/resource-center/research/branding-value-searchs-page-1>



<http://www.conductor.com/resource-center/research/branding-value-searchs-page-1>

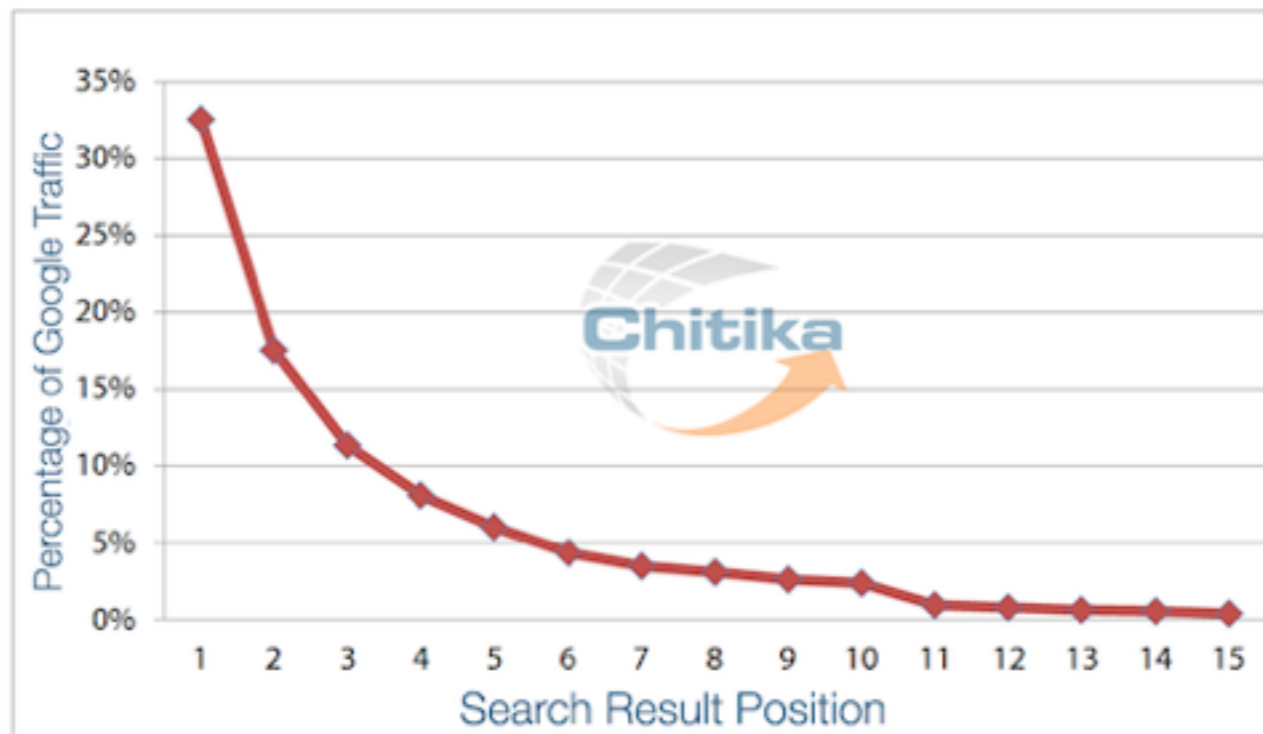
# WEBSITE TRAFFIC

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## Percentage of Traffic by Google Results Position



Data Driven by Chitika Insights June 2013

Data is representative of Google search traffic within the U.S. and Canada only

<http://searchenginewatch.com/article/2276184/No.-1-Position-in-Google-Gets-33-of-Search-Traffic-Study>

# DIALOGUE

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SEARCH ENGINES EXIST  
TO QUICKLY CONNECT  
PEOPLE WITH RELEVANT  
INFORMATION

# Google

# bing™

# YAHOO!

● Google ● Bing ● Yahoo ● Other





# SEO RANKING FACTORS

<http://searchengineland.com/seotable>

ON-THE-PAGE SEO			OFF-THE-PAGE SEO			
CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
<b>Cq</b> <sup>+3</sup> Quality	<b>Ht</b> <sup>+3</sup> Titles	<b>Ac</b> <sup>+3</sup> Crawl	<b>Lq</b> <sup>+3</sup> Quality	<b>Ta</b> <sup>+3</sup> Authority	<b>Sr</b> <sup>+2</sup> Reputation	<b>Pc</b> <sup>+3</sup> Country
<b>Cr</b> <sup>+3</sup> Research	<b>Hd</b> <sup>+2</sup> Description	<b>Ad</b> <sup>+2</sup> Duplicate	<b>Lt</b> <sup>+2</sup> Text	<b>Th</b> <sup>+1</sup> History	<b>Ss</b> <sup>+1</sup> Shares	<b>PI</b> <sup>+3</sup> Locality
<b>Cw</b> <sup>+2</sup> Words	<b>Hh</b> <sup>+1</sup> Headers	<b>As</b> <sup>+1</sup> Speed	<b>Ln</b> <sup>+1</sup> Numbers	<b>Ti</b> <sup>+1</sup> Identity		<b>Ph</b> <sup>+3</sup> History
<b>Ce</b> <sup>+2</sup> Engage	<b>Hs</b> <sup>+1</sup> Structure	<b>Au</b> <sup>+1</sup> URLs	<b>Vp</b> <sup>-3</sup> Paid	<b>Vd</b> <sup>-1</sup> Piracy		<b>Ps</b> <sup>+2</sup> Social
<b>Cf</b> <sup>+2</sup> Fresh	<b>Vs</b> <sup>-1</sup> Stuffing	<b>Am</b> <sup>+1</sup> Mobile	<b>VI</b> <sup>-2</sup> Spam			
<b>Vt</b> <sup>-2</sup> Thin	<b>Vh</b> <sup>-1</sup> Hidden	<b>Vc</b> <sup>-3</sup> Cloaking				
<b>Va</b> <sup>-1</sup> Ads						

ON-THE-PAGE FACTORS		
These elements are in the direct control of the publisher		
CONTENT		
<b>Cq</b>	QUALITY	Are pages well written & have substantial quality content?
<b>Cr</b>	RESEARCH	Have you researched the keywords people may use to find your content?
<b>Cw</b>	WORDS	Do pages use words & phrases you hope they'll be found for?
<b>Ce</b>	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
<b>Cf</b>	FRESH	Are pages fresh & about "hot" topics?
<b>Vt</b>	THIN	Is content "thin" or "shallow" & lacking substance?
<b>Va</b>	ADS	Is your content ad-heavy, especially "above the fold"?
HTML		
<b>Ht</b>	TITLES	Do HTML title tags contain keywords relevant to page topics?
<b>Hd</b>	DESCRIPTION	Do meta description tags describe what pages are about?
<b>Hh</b>	HEADERS	Do headlines & subheads use header tags with relevant keywords?
<b>Hs</b>	STRUCTURE	Do pages use structured data to enhance listings?
<b>Vs</b>	STUFFING	Do you excessively use words you want pages to be found for?
<b>Vh</b>	HIDDEN	Do colors or design "hide" words you want pages to be found for?
ARCHITECTURE		
<b>Ac</b>	CRAWL	Can search engines easily "crawl" pages on site?
<b>Ad</b>	DUPLICATE	Does site manage duplicate content issues well?
<b>As</b>	SPEED	Does site load quickly?
<b>Au</b>	URLS	Are URLs short & contain meaningful keywords to page topics?
<b>Am</b>	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
<b>Vc</b>	CLOAKING	Do you show search engines different pages than humans?

OFF-THE-PAGE FACTORS		
Elements influenced by readers, visitors & other publishers		
LINKS		
<b>Lq</b>	QUALITY	Are links from trusted, quality or respected web sites?
<b>Lt</b>	TEXT	Do links pointing at pages use words you hope they'll be found for?
<b>Ln</b>	NUMBER	Do many links point at your web pages?
<b>Vp</b>	PAID	Have you purchased links in hopes of better rankings?
<b>VI</b>	SPAM	Have you created many links by spamming blogs, forums or other places?
TRUST		
<b>Ta</b>	AUTHORITY	Do links, shares & other factors make site a trusted authority?
<b>Th</b>	HISTORY	Has site or its domain been around a long time, operating in same way?
<b>Ti</b>	IDENTITY	Does site use means to verify its identity & that of authors?
<b>Vd</b>	PIRACY	Has site been flagged for hosting pirated content?
SOCIAL		
<b>Sr</b>	REPUTATION	Do those respected on social networks share your content?
<b>Ss</b>	SHARES	Do many share your content on social networks?
PERSONAL		
<b>Pc</b>	COUNTRY	What country is someone located in?
<b>PI</b>	LOCALITY	What city or local area is someone located in?
<b>Ph</b>	HISTORY	Has someone regularly visited your site or socially favored it?
<b>Ps</b>	SOCIAL	Have your friends socially favored the site?



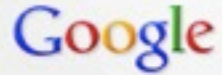
**The Knowledge Graph**  
Learn more about one of the key breakthroughs behind the future of search.

**See it in action**  
Discover answers to questions you never thought to ask, and explore collections and lists.

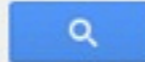
**Leonardo da Vinci**  
Leonardo di ser Piero da Vinci was an Italian Renaissance polymath: painter, sculptor, architect, musician, scientist, mathematician, engineer, inventor, anatomist, geologist, cartographer, botanist, and writer. [View page](#)

Born: April 15, 1452, Anchiano  
Died: May 2, 1519, Clos Lucé  
Buried: Château d'Amboise  
Parents: Caterina da Vinci, Piero da Vinci  
Structures: Vatican Sand Da Vinci Project

Ginevra de' Benci 1478  
The Virgin & Child 1508  
Adoration of the Kings 1481



method savvy



Web Images Maps Shopping More Search tools

About 109,000,000 results (0.14 seconds)

Data-Driven Marketing Agency - Method Savvy - 919- 904-4018

www.methodsavvy.com/

Method Savvy is a full-service marketing agency that uses data-driven processes to help businesses efficiently acquire and retain customers.

Google+ page · Be the first to review

502 Rigsbee Ave #205 Durham, NC 27701 (919) 627-1305

Jobs

Put your skills to work with great brands at Method Savvy, a fast ...

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Method Savvy is comprised of a diverse team of strategists ...

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Let's talk about how Method Savvy can help your business ...

Clients + work

Method Savvy helps growth-stage and enterprise class companies ...

Method Savvy | LinkedIn

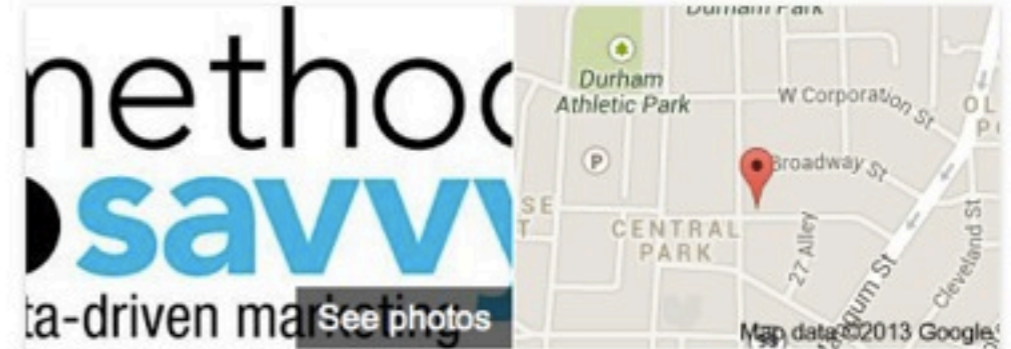
www.linkedin.com/company/method-savvy

Welcome to the company profile of Method Savvy on LinkedIn. Method Savvy is a full-service marketing agency that uses data-driven processes to help ...

Method Savvy (methodsavvy) on Twitter

https://twitter.com/methodsavvy

The latest from Method Savvy (@methodsavvy). Data-driven marketing. We help companies efficiently acquire and retain customers. Learn more ...



Method Savvy

Directions

Be the first to review

Address: 502 Rigsbee Ave #205, Durham, NC 27701

Phone: (919) 627-1305

Hours: Closed on Saturday. - See all

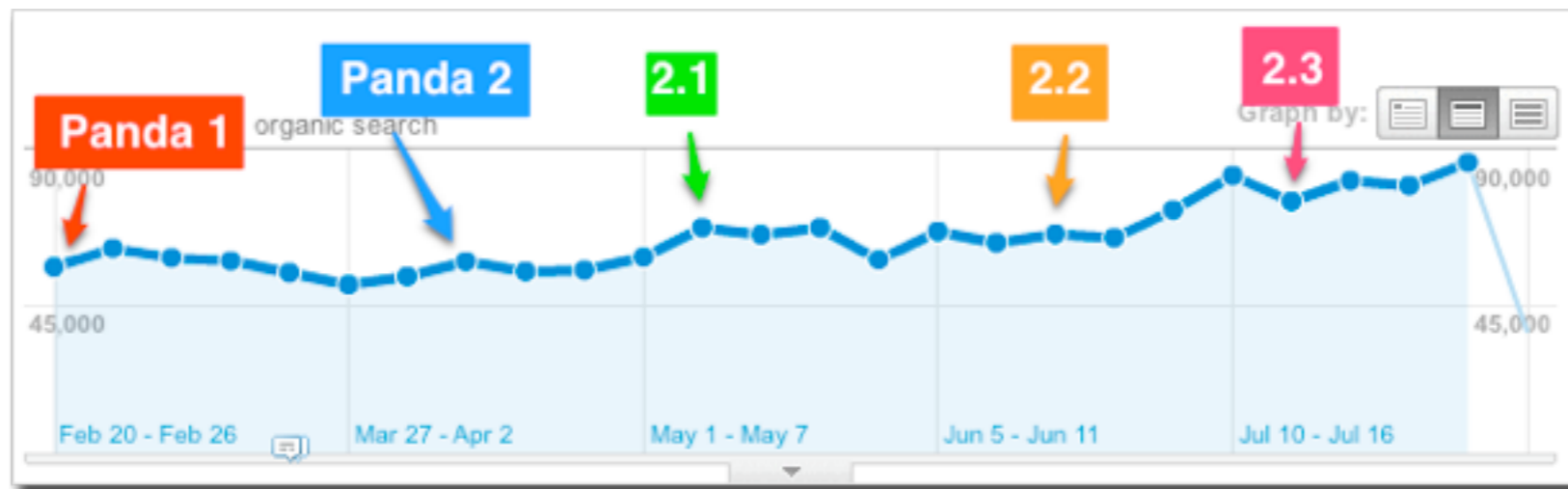
Reviews

Be the first to review

Are you the business owner?

Feedback





DISCOURAGE LOW-QUALITY, THIN CONTENT







# SEMANTIC SEARCH = CONVERSATIONAL QUERIES

# KEYWORD DISCOVERY

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# KEYWORD INTENT

1. TRANSACTIONAL

2. INFORMATIONAL

3. NAVIGATIONAL

# STEP 1: BRAINSTORM

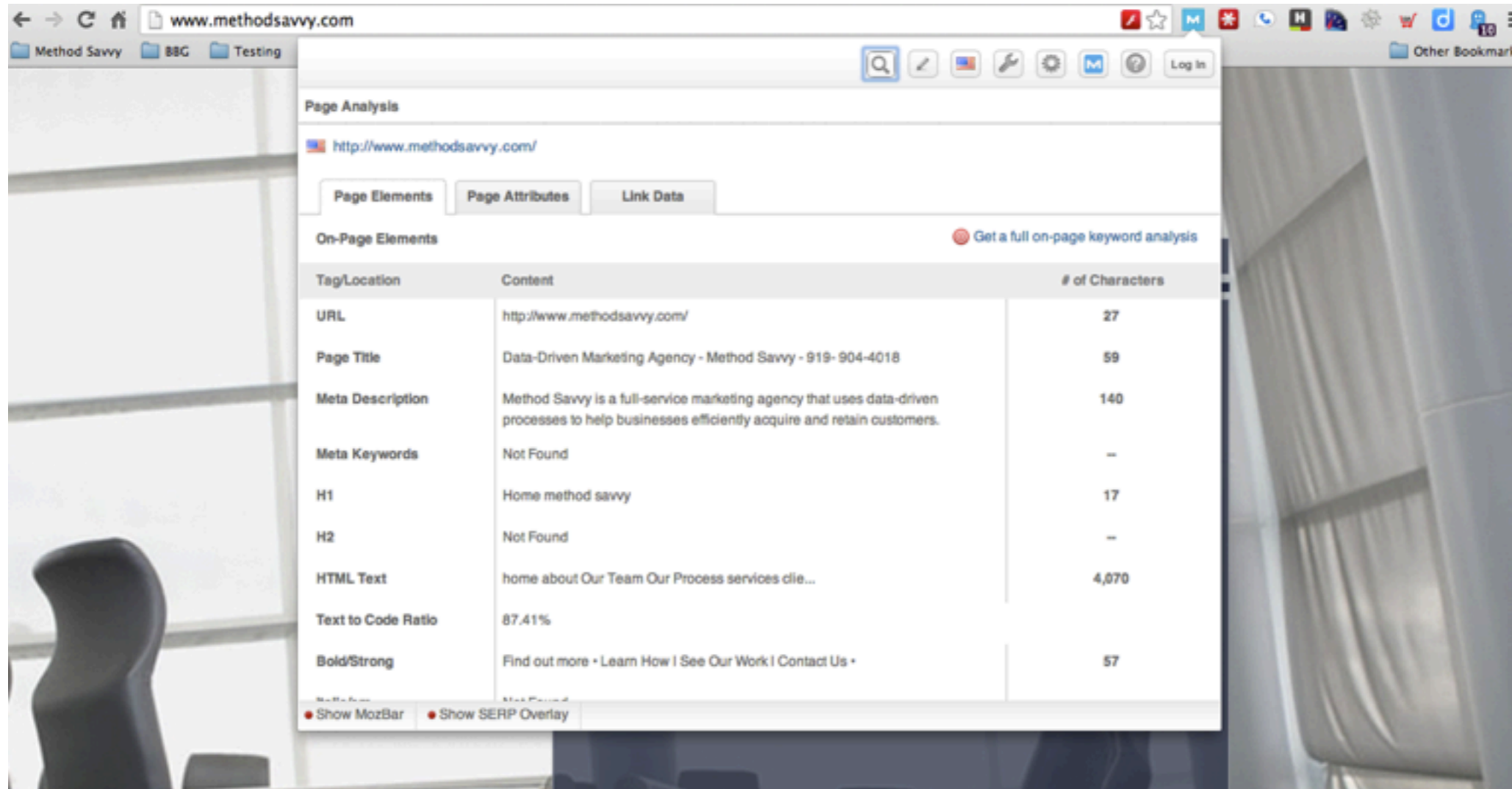




# STEP 2: TALK TO THE SALES TEAM



# STEP 3: COMPETITOR SITES



Page Analysis

http://www.methodsavvy.com/

Page Elements | Page Attributes | Link Data

On-Page Elements [Get a full on-page keyword analysis](#)

Tag/Location	Content	# of Characters
URL	http://www.methodsavvy.com/	27
Page Title	Data-Driven Marketing Agency - Method Savvy - 919- 904-4018	59
Meta Description	Method Savvy is a full-service marketing agency that uses data-driven processes to help businesses efficiently acquire and retain customers.	140
Meta Keywords	Not Found	--
H1	Home method savvy	17
H2	Not Found	--
HTML Text	home about Our Team Our Process services die...	4,070
Text to Code Ratio	87.41%	
Bold/Strong	Find out more • Learn How   See Our Work   Contact Us •	57

Show MozBar Show SERP Overlay

MozBar: <http://moz.com/tools/seo-toolbar>



# STEP 4: SEMRUSH



[BLOG](#) [PRICES](#) [FEATURES](#) [TOOLS](#) [CONTACT US](#)

News

## PROFESSIONAL SOFTWARE FOR SEARCH AND MARKETING PROFESSIONALS



Enter your competitor's website address as yourcompetitor.com

US ▾

SEARCH

340,384 users

95,000,000+ keywords

39,000,000+ domains

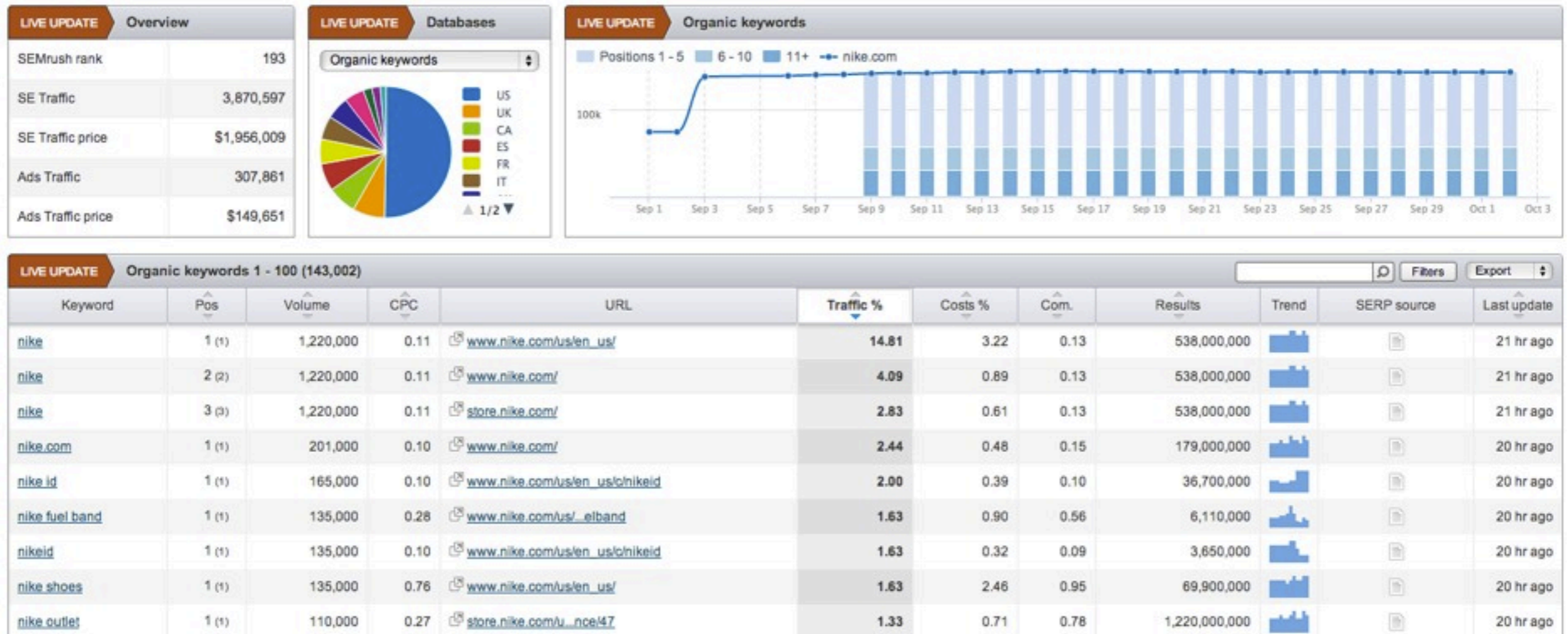
11 databases

🕒 [Last update: 1 September 2013](#)

<http://www.semrush.com/>



# STEP 4: SEMRUSH



# STEP 5: GOOGLE KEYWORD PLANNER

The screenshot shows the Google AdWords interface. At the top left is the Google AdWords logo. Below it is a green navigation bar with four items: 'My Client Center', 'Client reporting', 'Billing' (with a dropdown arrow), and 'My account' (with a dropdown arrow). The main heading is 'Keyword Planner' with the subtitle 'Plan your next search campaign'. Underneath, there is a section titled 'What would you like to do?' followed by four horizontal lines, each with a right-pointing arrow and a list item: 'Search for new keyword and ad group ideas', 'Get search volume for a list of keywords or group them into ad groups', 'Get traffic estimates for a list of keywords', and 'Multiply keyword lists to get new keyword ideas'. To the right of this section is a 'Keyword Planner Tips' section with three links: 'Building a Display campaign? Try Display Planner', 'How to use Keyword Planner', and 'Learn how Keyword Planner is different from Keyword Tool'.

<https://adwords.google.com/ko/KeywordPlanner/Home>

# STEP 5: GOOGLE KEYWORD PLANNER

### What would you like to do?

**Search for new keyword and ad group ideas**

**Enter one or more of the following:**

Your product or service

Your landing page

Your product category

**Targeting** ?

- All locations
- All languages
- Google
- Negative keywords

**Customize your search** ?

**Keyword filters**

- Avg. monthly searches  $\geq 0$
- Suggested bid  $\geq \$0.00$
- Ad impr. share  $\geq 0\%$

**Keyword options**

- Show broadly related ideas
- Hide keywords in my account
- Hide keywords in my plan

**Include/Exclude**

[Get Ideas](#)

### Keyword Planner Tips

Find new keywords related to a phrase, website, or category

[Campaign? Try Display Planner](#)

[Keyword Planner](#)

[Keyword Planner is different from Keyword Tool](#)



# STEP 5: GOOGLE KEYWORD PLANNER

[Ad group ideas](#)
[Keyword ideas](#)

[Download](#)
[Add all \(103\)](#)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
marketing	550,000	Medium	\$1.54	0%	»
advertising	135,000	Medium	\$2.98	0%	»
search engine optimization	60,500	High	\$10.08	0%	»

1 - 3 of 3 keywords < >

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
search engine optimization tips	2,900	High	\$8.52	0%	»
search engine optimization tutorial	1,300	Medium	\$4.80	0%	»
search engine optimization techniques	1,600	Medium	\$2.82	0%	»
search engine optimization pricing	590	High	\$11.73	0%	»
search engine optimization software	720	High	\$7.02	0%	»
search engine optimization tools	590	Medium	\$3.93	0%	»

PUBLIC RELATIONS  
BUILDS CONTEXT THAT  
READERS LOVE AND  
SEARCH ENGINES  
UNDERSTAND



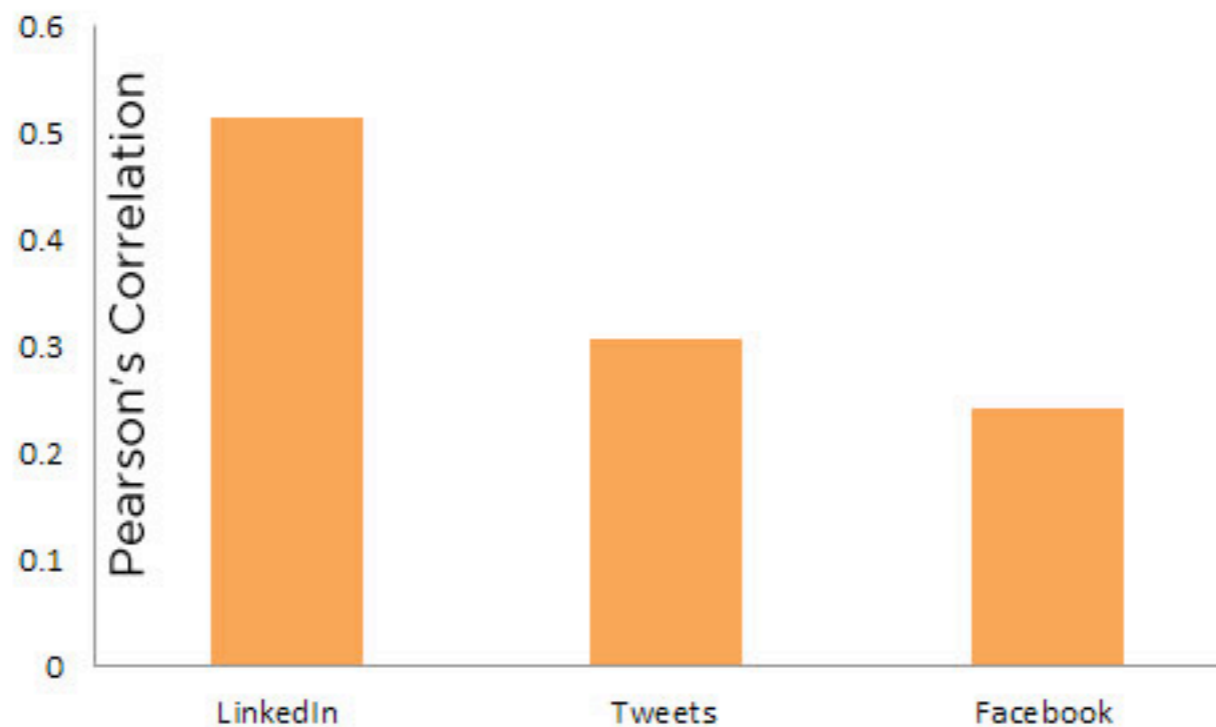
1. CREATIVE

2. RELEVANT

3. ORIGINAL

4. VALUABLE

## Correlation Between Social Shares and Links



By Dan **Zarella** of **HubSpot**

# GOOGLE AUTHORSHIP

## [HowStuffWorks "How Search Engine Optimization \(SEO\) Works"](#)



[computer.howstuffworks.com/search-engine-optimization.htm](http://computer.howstuffworks.com/search-engine-optimization.htm)

by Jonathan Strickland - in 9,690 Google+ circles

**Search engine optimization (SEO)** is a collection of techniques used to increase a Web site's ranking in search engine results pages. Learn about **SEO**.

## [SEO | Search Engine Optimization | Entrepreneur.com](#)

[www.entrepreneur.com/seo/index.html](http://www.entrepreneur.com/seo/index.html)

10+ items - The latest **SEO** news, tips, and tools for growing your business ...

7 Common Ways that Entrepreneurs Mess Up **SEO**. Colleen DeBaise.

10 Ways to Write Content That Ranks High on Google. Kristin Piombino.

## [BruceClay - Search Engine Optimization Tutorial - SEO training, free ...](#)



[www.bruceclay.com](http://www.bruceclay.com) > **SEO**

by Bruce Clay - in 6,908 Google+ circles

Step-by-step **Search Engine Optimization** tutorial, classroom **SEO** training, tools, services, site Assessments, free tips and advice for ranking, placement, ...



## [The Dirty Little Secrets of Search](#)

**PRETEND** for a moment that you are Google's **search engine**. ... in the sprawling, subterranean world of "black hat" **optimization**, the dark art of raising the profile of a Web site ...



**The New York Times** - Feb, 2011



## [The Death Of SEO: The Rise Of Social, PR, And Real ...](#)

This article has been ranked #1 on all of **Forbes** and has "rankled" thousands of people. There have been industry experts rise up in defense and offense to what was said ...



**Forbes** - by Ken Krogue - Jul, 2012



## [Introducing: The Periodic Table Of SEO Ranking ...](#)

**SEO** -- **search engine optimization** -- is one of the most important marketing activities available to companies and publishers, but it's too often considered.

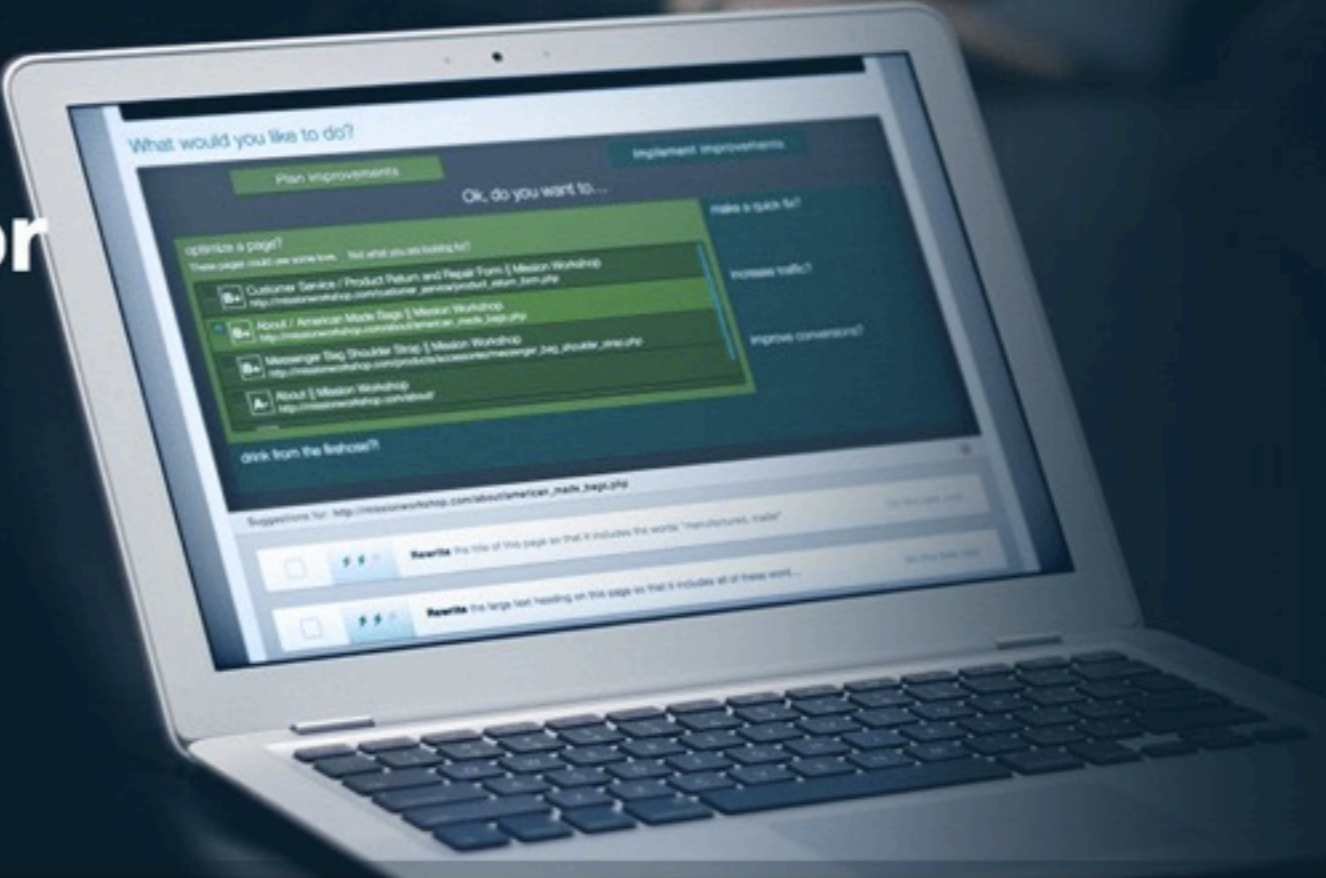


**Search Engine Land** - by Danny Sullivan - Jun, 2011

<http://searchengineland.com/the-definitive-guide-to-google-authorship-markup-123218>



# BOOSTSUITE



BoostSuite




LOGIN SIGN UP

Optimize your website on your own. **Free.**

## Website marketing for your business

 Start optimizing my website for free  
Free. No risk. Results guaranteed. See results right now.

What would you like to do?  
Plan improvements  
Implement improvements  
Ok, do you want to...  
Make a quick fix?  
Increase traffic?  
Improve conversions?  
Optimize a page?  
These pages could use some love. Not what you're looking for?  
Customer Service / Product Return and Repair Form | Mission Workshop  
http://missionworkshop.com/product\_return\_and\_repair\_form.html  
About / American Made Bags | Mission Workshop  
http://missionworkshop.com/about/american\_made\_bags.php  
Messenger Bag (Shoulder Strap) | Mission Workshop  
http://missionworkshop.com/products/messenger\_bag\_shoulder\_strap.php  
Rucksack | Mission Workshop  
http://missionworkshop.com/rucksack.html  
Drink from the Bottle! |  
http://missionworkshop.com/about/american\_made\_bags.php  
Rewrite the title of this page so that it includes the words "Manufactured, Made"  
Rewrite the large text heading on this page so that it includes all of these words...

Inc.  WebMarketingToday startupnation  THE NEWSOBSERVER  TechWire TechJournal!

<http://www.boostsuite.com/>

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# BOOSTSUITE

**Verify**  **Importance** ⚡⚡⚡ **You need to increase your authority for the keyword** **downtown durham** Do this task later

Choose one of the following options to prove to the search engines that you're an expert on the topic **downtown durham** ⓘ

**Write a new article**

Write a new article about the topic **downtown durham** to publish on your website or to trade it for an incoming link. ⓘ

**Article Title** ⓘ

**Author Name** ⓘ  **Author Bio** ⓘ

**Google+ URL** ⓘ

**Article Summary** ⓘ

**Article** ⓘ

**Make this article available to 5 other BoostSuite users in exchange for an incoming link.** ⓘ

**Associate pre-existing page** ⓘ

Cancel Save & Verify

<http://www.boostsuite.com/>

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# KEY TAKEAWAYS

- GREAT SEO PERFORMANCE REQUIRES OUTSTANDING CONTENT.
- DEEP CONTENT NEEDS TO FULFILL SEARCH INTENT.
- ADDRESS THE TECHNICAL FUNDAMENTALS.
- BUILD SEARCH AUTHORITY WITH LINKS & SOCIAL.



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# SEARCH ENGINE OPTIMIZATION PRIMER

PRESENTER: JAKE FINKELSTEIN (@TUNDRO)  
CEO AT METHOD SAVVY (@METHODSAVVY)

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METHODSAVVY.COM - PRNEWSONLINE.COM