




What You Need To Know About SEO

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#prnews

SEO Challenge



Over 250 Factors

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

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

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization – SEO – seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

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

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

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

SearchEngineLand.com/seotable/

OPTION ONE



Chase The
“Secret Sauce”

OPTION TWO



An Easier Way



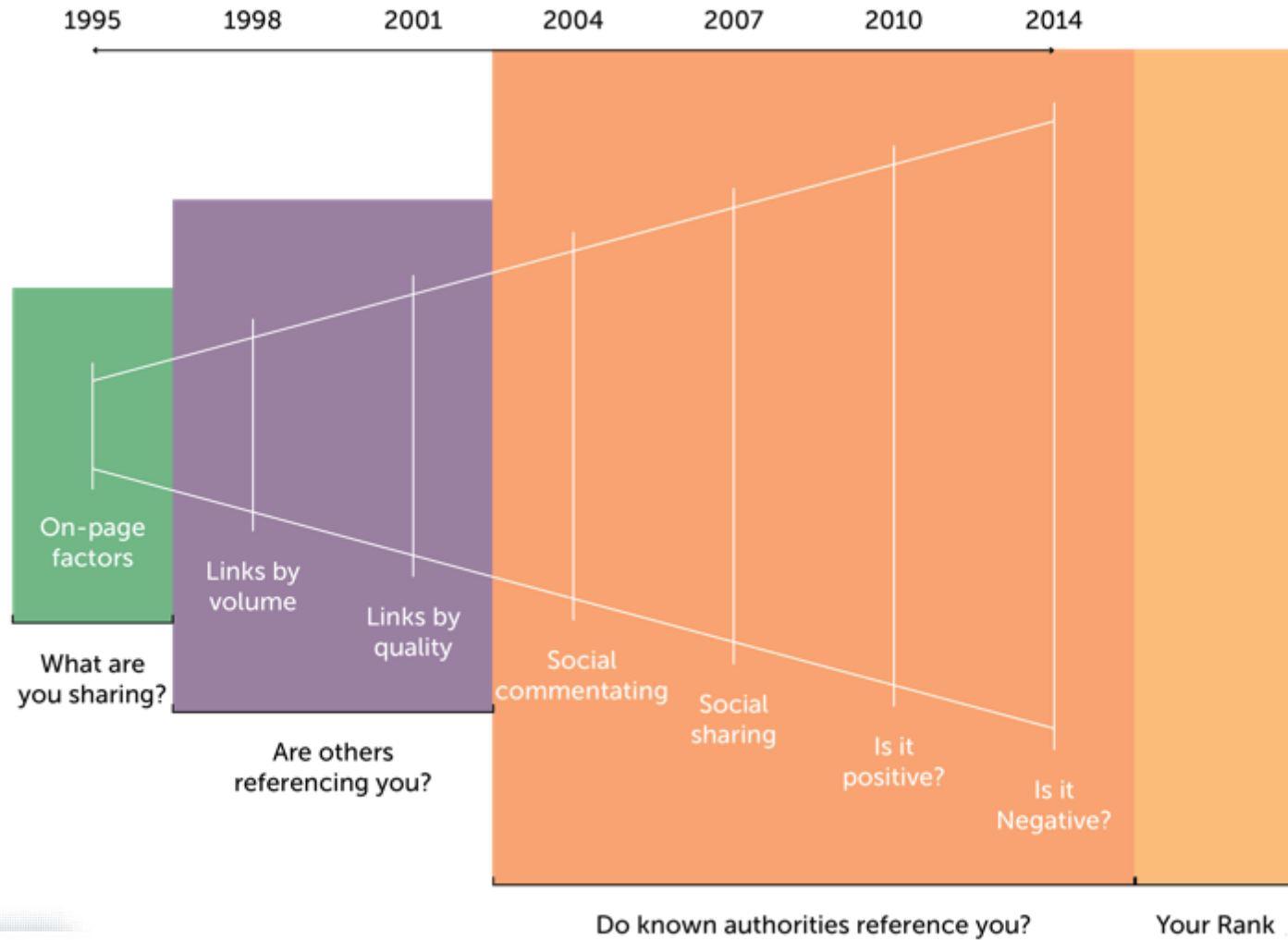
WHAT DO ENGINES WANT?

To Provide the most Relevant Results



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How Search Engines Think





HERE'S WHERE YOU COME IN

Finding Signal from the Noise



YOUR MESSAGE



WHY YOUR SITE IS NOT RANKING

Reason #1: No Content

Reason #2: Your Content Lacks Focus



Reason #3: Somebody Stepped On Something



Reason #4: Your SEO Guy Took Too Many Risks



Reason #5: You Aren't Popular



Reason #6: Your Authority Is Not Recognized



Who ARE
you?



BEGIN AT THE BEGINNING

Where Are You?

The screenshot shows a Firefox browser window displaying the SEOquake website. The address bar shows 'www.seoquake.com/pages/welcome.html'. The page features a green header with the SEOquake logo, navigation links (Blog, Lite, Guide, Parameters, Articles, Our projects), and social media icons for Twitter and Facebook. A prominent green banner reads 'WELCOME TO SEOQUAKE - ONE OF THE MOST POPULAR MULTI-FUNCTIONAL SEO TOOLS!'. Below this, a white box contains the text: 'There are two SEOquake styles available: The SEOToolbar - a toolbar that is integrated into one's browser as a supplementary toolbar which displays a list of site parameters. It is enabled by default. To make available changes for SEOToolbar you need to open Preferences/Toolbar tab.' The browser's status bar at the bottom indicates 'Firefox automatically sends some data to Mozilla so that we can improve your experience.'

Check Density

PR News is dedicated to su... x SEOquake density - http://ww... x +

chrome://seoquake/content/modules/density/density.html?id=0

Info PR: n/a I: n/a L: n/a LD: n/a I: n/a Rank: n/a Age: n/a Tw: n/a I: n/a +1: n/a Rank: n/a Price: n/a Int.: 0 Density Diagnosis

Total number of words: 1183

Keyword	Found in	Repeats	Density
media		29	2.45
social		20	1.69
news	T, D	15	1.27
relations		7	0.59
twitter		7	0.59
august		7	0.59
san		7	0.59
francisco		7	0.59
july		7	0.59
summit		6	0.51
blog		5	0.42
center		5	0.42
boot		5	0.42
camp		5	0.42
advertise		4	0.34
subscribe		4	0.34
connect		4	0.34
awards		4	0.34
events		4	0.34
digital		4	0.34
communication	D	4	0.34
measurement		4	0.34
nonprofit	D	4	0.34
winners		4	0.34
tips		4	0.34
audience		4	0.34

Firefox automatically sends some data to Mozilla so that we can improve your experience.

Choose What I Share x

1-word keywords table
2-word keywords table
3-word keywords table
4-word keywords table
Original text

Filter
apply reset
 start contain regexp

Keywords cloud
news blog advertise help subscribe
subscriber center cart shopping connect
industry alerts latest issue brands stand
dots skip content awards events
webinars store guidebooks subscription
jobs topics corporate responsibility crisis
management digital communication
measurement **media** relations
nonprofit insiders social twitter
directory winners 2014 search register
summit august san francisco tips
networking july audience engagement
vine count video become visual
storytelling online google boot camp
seo view youtube practical code
checkout job account lists csr access

Repeat Phrases

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chrome://seoquake/content/modules/density/density.html?id=0#word-3

Info PR: n/a I: n/a L: n/a LD: n/a I: n/a Rank: n/a Age: n/a Tw: n/a I: n/a +1: n/a Rank: n/a Price: n/a Int.: 0 Ext.: 0

Total 3 word phrases: 100

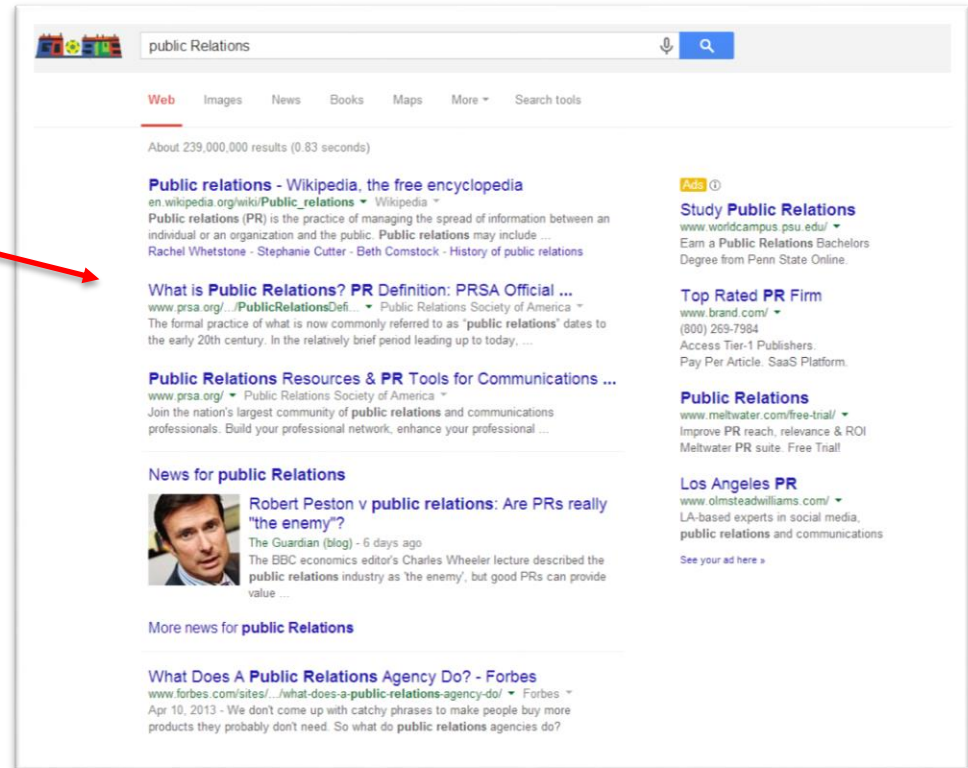
Keyword	Found in	Repeats	Density
social media 20		5	1.27
media 20 20		5	1.27
20 20 summit		5	1.27
pr news blog		4	1.01
on social media		4	1.01
pr news social		3	0.76
news social media		3	0.76
in san francisco		3	0.76
seo boot camp		3	0.76
boot camp august		3	0.76
camp august 11		3	0.76
20 summit august		3	0.76
summit august 12		3	0.76
connect with us		2	0.51
brands take a		2	0.51
take a stand		2	0.51
stand pr must		2	0.51
pr must connect		2	0.51
connect the dots		2	0.51



**WHERE DO YOU
WANT TO
RANK?**

Can I Compete?

Why do these pages deserve first Page Ranking?



Check Links – Open Site Explorer

The screenshot displays the Moz Open Site Explorer interface for the URL <http://www.pnewsonline.com>. The top navigation bar includes the Moz logo and links for 'MOZ.COM', 'MOZ PRO', and 'MOZ LOCAL'. Below the search bar, the 'Authority' section shows a Domain Authority of 64/100 and a Page Authority of 70/100. The 'Page Link Metrics' section indicates 951 just-discovered links (60 days old) and 431 established links (46,642 total links). The 'Page Social Metrics' section notes that social data is only available to Moz Pro subscribers. The main content area features a table of inbound links, currently showing one link from a 'nofollow' source with no data, linking to the target page.

Authority	Page Link Metrics	Page Social Metrics
DOMAIN AUTHORITY: 64/100 PAGE AUTHORITY: 70/100	JUST-DISCOVERED: 951 60 Days ESTABLISHED LINKS: 431 Root Domains 46,642 Total Links	FACEBOOK TWITTER GOOGLE+ Social metrics only available to Moz Pro subscribers. Learn more

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
(nofollow) [No Data] http://www.pinterest.com/pnews/	www.pnewsonline.com	70	100

How Do You Compare?

PR News is dedicated to su... x Open Site Explorer x social media - Google Sear... x

www.opensiteexplorer.org/comparisons?site=http%3A%2F%2Fwww.prnewsonline.com

Info PR: n/a L: 34,800 LD: 267890 I: n/a Rank: 616 Age: n/a Tvr: 2684 I: 0 +1: 0 whois Rank: n/a Price: n/a Int.: 12 Ext.: 22 Density Diagnosis

Page Specific Metrics: See which metrics are affecting the pages on your site

	http://www.prnewsonline.com	socialmediatoday.com	socialmediaexaminer.com	+ Add URL	+ Add URL
Page Authority:	70	88	68	--	--
Page MozRank:	5.95	6.81	5.4	--	--
Page MozTrust:	6.19	6.43	5.92	--	--
Internal Equity-Passing Links:	14,518	32,962	2	--	--
External Equity-Passing Links:	31,843	91,217	6,000	--	--
Total Internal Links:	14,526	32,967	2	--	--
Total External Links:	32,116	97,360	6,143	--	--
Total Links:	46,642	130,327	6,145	--	--
Followed Linking Root Domains:	383	2,561	414	--	--
Total Linking Root Domains:	431	2,804	465	--	--
Linking C Blocks:	111	620	127	--	--
<ul style="list-style-type: none"> Equity-Passing Links vs Non-Equity-Passing Links Internal Links vs 					

Compile Your Keyword List at UberSuggest

Enter A Keyword

Übersuggest - Suggest on steroids

Google Search Advertising
google.com/AdWords
Reach Customers When They Search. Get Started with AdWords Today.

Get keyword ideas with Übersuggest the free keyword suggestion tool that makes good use of different suggest services.

How it works?

- Write a term in the box.
- Choose a language and a source. Übersuggest can get suggestions either from regular Web search or from search verticals like Shopping, News or Video (more to come).
- Übersuggest takes your base term, add a letter or a digit in front of it, and extracts suggestions for it.
- Click on each word to get further suggestions based on that term.
- Add each keyword to your basket clicking on the plus sign on its left.
- Add all visible keywords to your basket clicking on the large grey button.

query

English/USA Web

made with Flask

- + public relations
- + public relations jobs dallas
- + public relations jobs
- + public relations salary
- + public relations job description
- + public relations specialist
- + public relations society of america
- + public relations major
- + public relations dallas
- + public relations internships

↑ public relations +

- + public relations jobs
- + public relations salary
- + public relations major
- + public relations job description
- + public relations jobs los angeles
- + public relations internships
- + public relations specialist
- + public relations society of america
- + public relations los angeles
- + public relations resume

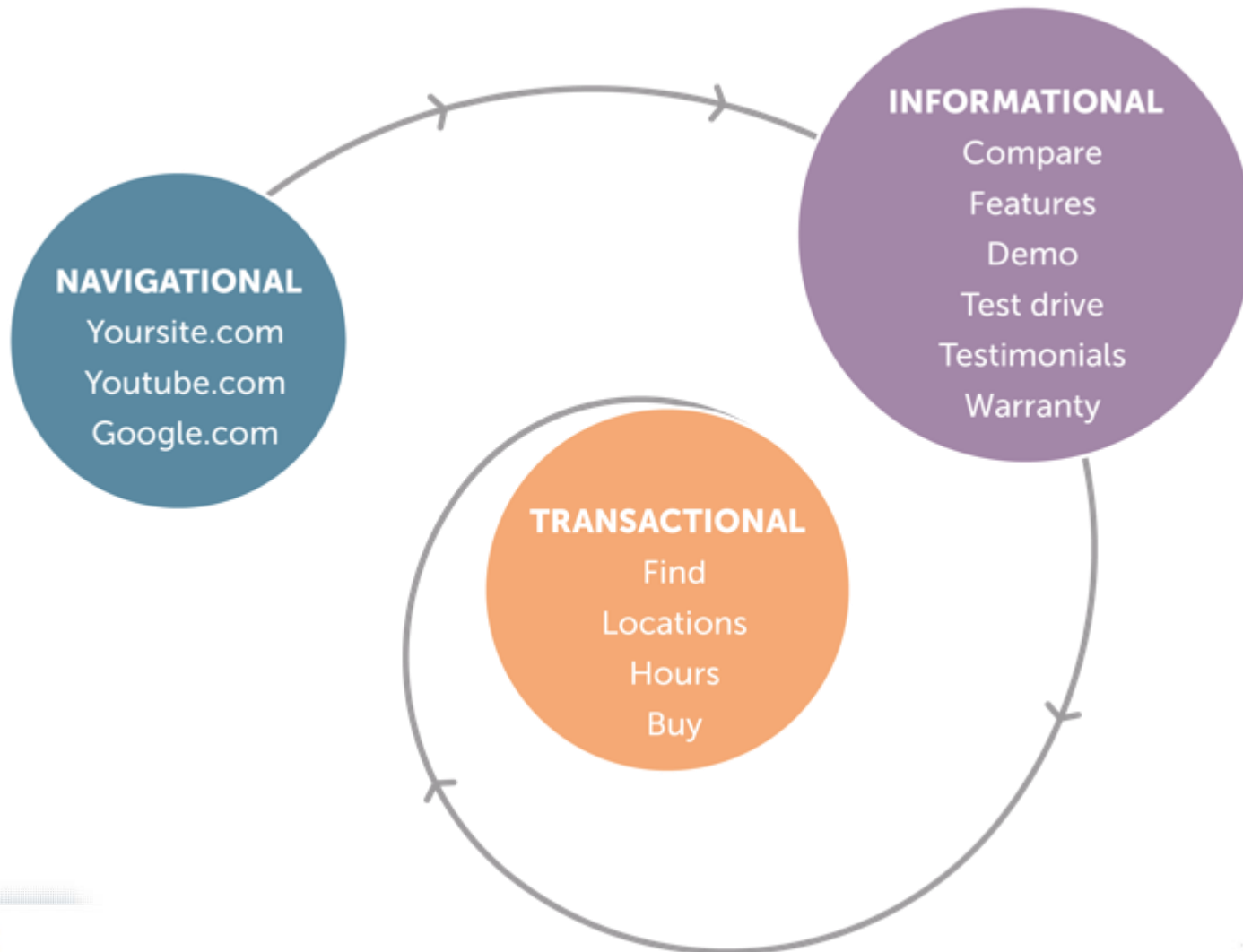
SEOlytics Analyze Competitor

for One Project

MLB TV Premium MLB® games from to your TV. For \$35.

chromecast Hover to Expand

Bucket Keywords by Search Intent



Plan Your Topic Themes

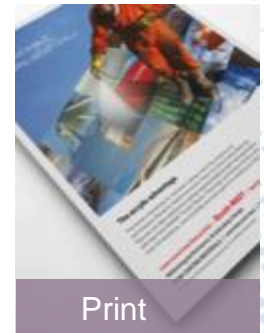
Monday	Tuesday	Wednesday	Thursday	Friday
Widgets	Manufacturing process	Sample widgets	Widget JIT	Widgets at Work
Testimonial	Engineering	How we do it	Quality control	Protoyping
Technology at work	Testimonial	Widgets	Widget video	Did you know? Infographic
Engineering	Online interactive demo	Our process infographic	Google Hangout with senior engineer	



**CREATE SOMETHING
...AND SOMETHING MORE,
AND SOMETHING MORE...**

Get Going

- Useful, Original & Different
- Focused on a Keyword target
- Do it again, differently



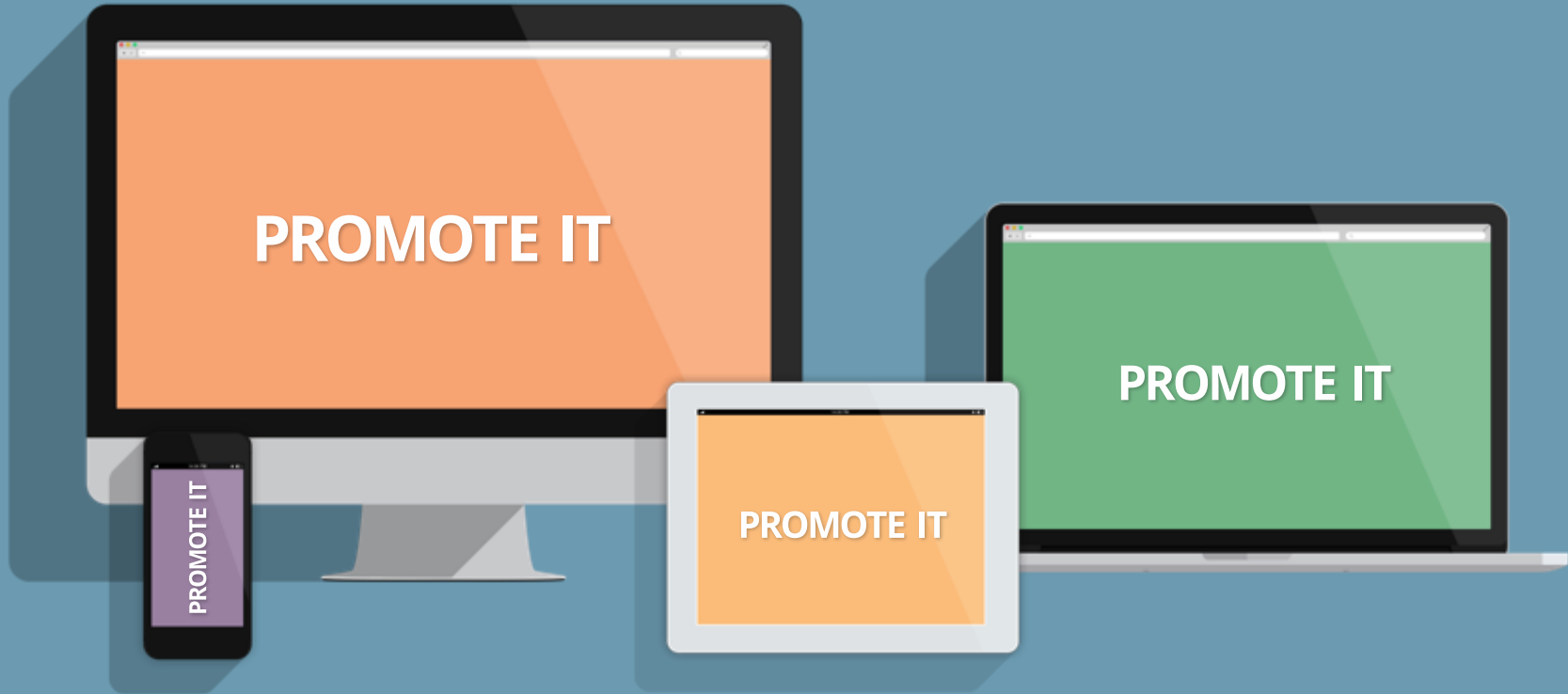
High Quality Content

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?

[Amit Singhal, Google Fellow](#)

For the Full List...

<http://googlewebmastercentral.blogspot.com/2011/05/more-guidance-on-building-high-quality.html>

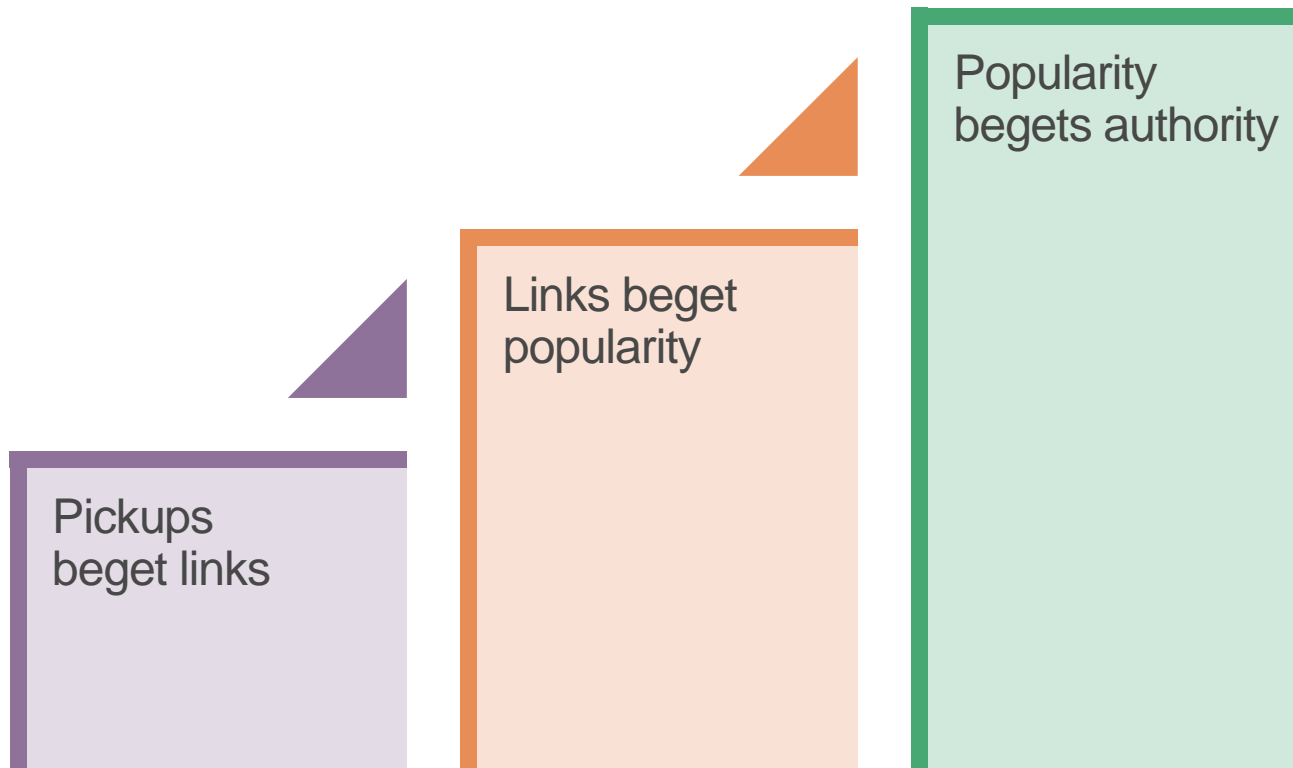


PROMOTE IT

Own It




Get It Out There



Build Your Reputation

rep·u·ta·tion

/ˌrepyəˈtāSHən/ 

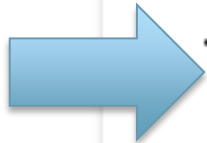
noun

the beliefs or opinions that are generally held about someone or something.
"his reputation was tarnished by allegations that he had taken bribes"

- a widespread belief that someone or something has a particular habit or characteristic.

"his knowledge of his subject earned him a reputation as an expert"

synonyms: name, good name, character, repute, standing, stature, status, position, renown, esteem, prestige; [More](#)



Your Authority Will Be Recognized



Source: South Park Media

Summary

- Understand the engines ultimate goal
- Focus
- Build your reputation
- PROVE your authority
- DEFEAT WIKIPEDIA!!!!



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