

What You Need to Know About SEO: Analyze Your Site

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Search Engines Want to Know

- **Content Factors**
 - How useful is your material to users?
- **Credibility Factors**
 - How authoritative are you?
- **Quality Factors**
 - Can I trust you?
- **Crawlability Factors**
 - Can I access all your site's content?

Content Factors

Are you providing useful material?

How to Analyze Your Content

The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline:
Chocolate Donuts from Mary's Bakery

Image Filename:
chocolate-donuts.jpg

**Photo of Donuts
(with Alt Attribute):**
Chocolate Donuts

Body Text: _____
_____chocolate donuts_____

_____donuts_____

_____chocolate donuts_____

_____donuts_____

chocolate_____

_____chocolate donuts_____

_____chocolate_____

_____chocolate donuts_____

Page URL: <http://marysbakery.com/chocolate-donuts>

- How well does your content match targeted keyphrases?
- Check for unique keyphrase placement on each page:
 - ✓ Keyphrase near the front of the **page title**
 - ✓ Keyphrase near the front of the **<H1> Heading**
 - ✓ Keyphrase in the **anchor text of links**
 - ✓ Keyphrase in the **first few words of the page**
 - ✓ Number of **keyphrase repetitions** on the page
 - ✓ Keyphrase in the **URL**
 - ✓ Keyphrase in **image file names, captions, and alt attributes**
 - ✓ Keyphrase in the **meta description**
- Ensure **unique** page titles and meta descriptions for each page!

Credibility Factors

Do you have clout & authority?

How to Review Your Link Profile

- Check your pages in Open Site Explorer
 - <http://www.opensiteexplorer.org>

The screenshot shows the Moz Open Site Explorer interface. At the top, there's a navigation bar with the Moz logo and links for PRODUCTS, LEARN, COMMUNITY, BLOGS, and ABOUT. There are also links for MOZ.COM, MOZ PRO, and MOZ LOCAL. A 'Log in' button and search icons are on the right. A notification banner at the top says: 'Check it out! We've updated the design to improve performance and make space for new features (report tabs are now in the left navigation). For more information head over to the blog or the help hub.' The main content area is titled 'Open Site Explorer' with a sub-header 'Updated October 29, 2014' and a 'Switch to OSE Classic' link. A search bar contains the URL 'http://www.webs.com' and a 'Search' button. Below the search bar, there's a 'Hide Metrics' button. The metrics are displayed in three columns: Authority (Domain Authority 89/100, Page Authority 91/100), Page Link Metrics (Just-Discovered 462/60 Days, Established Links 11,370 Root Domains, 376k Total Links), and Page Social Metrics (with a note that social metrics are only available to Moz Pro subscribers). A left sidebar contains navigation options: Open Site Explorer, Inbound Links, Just-Discovered, Top Pages, Linking Domains, Anchor Text, Compare Link Metrics, Link Opportunities (marked 'new'), Advanced Reports, and Fresh Web Explorer.

MOZ.COM MOZ PRO MOZ LOCAL

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Check it out! We've updated the design to improve performance and make space for new features (report tabs are now in the left navigation). For more information head over to the [blog](#) or the [help hub](#).

Open Site Explorer Updated October 29, 2014 [Switch to OSE Classic](#)

URL:

Hide Metrics

Authority		Page Link Metrics		Page Social Metrics
DOMAIN AUTHORITY	PAGE AUTHORITY	JUST-DISCOVERED	ESTABLISHED LINKS	Social metrics only available to Moz Pro subscribers. Learn More
89 /100	91 /100	462 /60 Days	11,370 /Root Domains	
			376k /Total Links	

Open Site Explorer
Inbound Links
Just-Discovered
Top Pages
Linking Domains
Anchor Text
Compare Link Metrics
Link Opportunities **new**
Advanced Reports
Fresh Web Explorer

Quality Factors

Are you trustworthy?

How to Analyze Site Quality

- **Honestly answer these questions about your content:**
 - Would you trust the information presented?
 - Is it written by an expert or enthusiast who knows the topic well, or is it more shallow?
 - Does the site have duplicate, overlapping, or redundant content on the same or similar topics?
 - Are there spelling, stylistic, or factual errors?
 - Does it provide substantial value when compared to other pages in search results?
 - Would you want to bookmark, share, or recommend this content?
 - Would you expect to see the content in a printed magazine, encyclopedia, or book?
 - Would users complain when they see pages from the site?
 - Would you be comfortable giving your credit card information to this site?
- **More guidance from Google on high-quality sites:**
 - <http://googlewebmastercentral.blogspot.com/2011/05/more-guidance-on-building-high-quality.html>

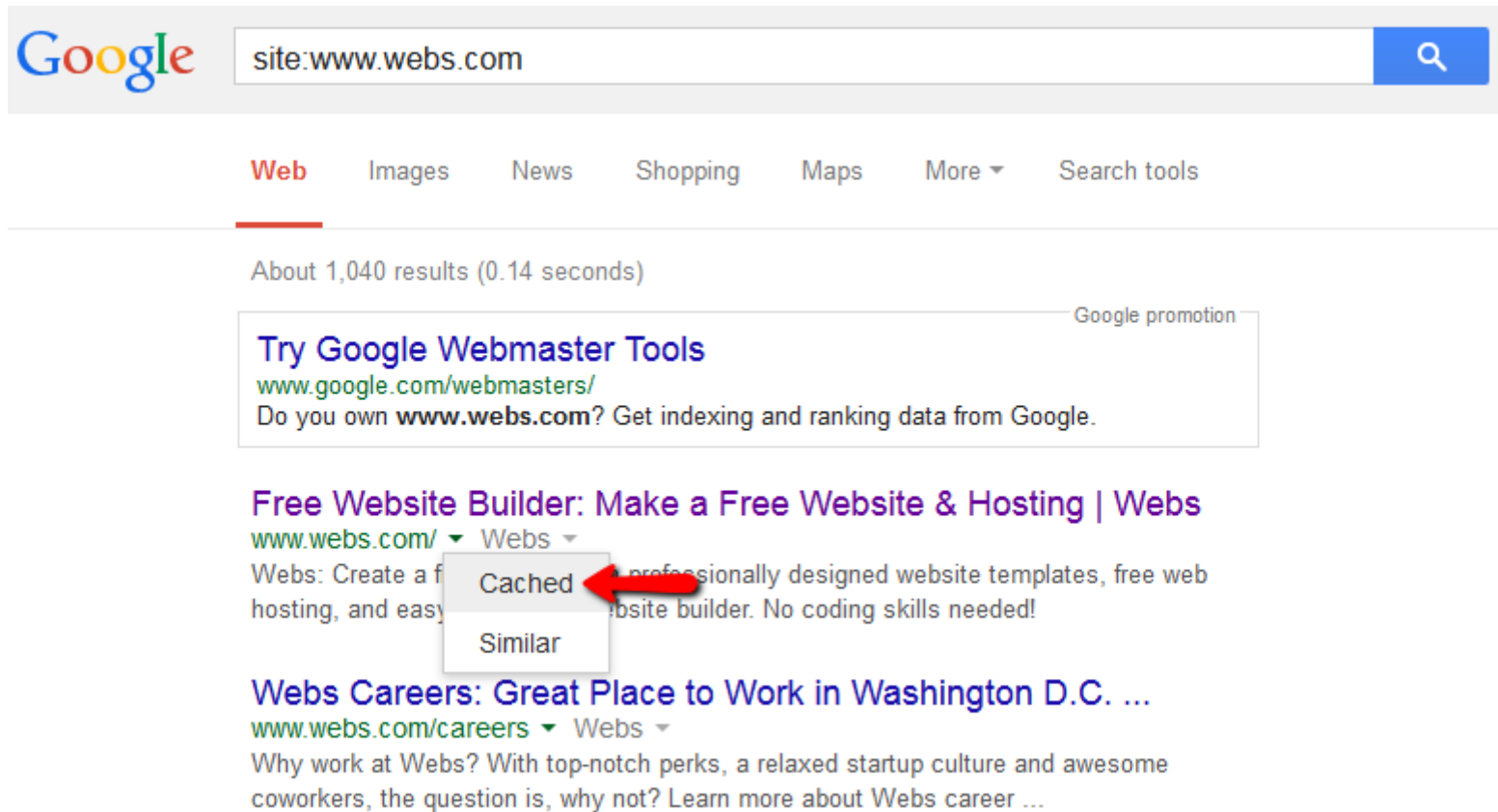
Crawlability Factors

Is your site accessible?

How to Analyze SEO Accessibility

Check the text version of your page in Google

- Step 1: View the cached version of your page



The screenshot shows a Google search interface. The search bar contains the text "site:www.webs.com" and a magnifying glass icon. Below the search bar are navigation tabs for "Web", "Images", "News", "Shopping", "Maps", "More", and "Search tools". The "Web" tab is selected and underlined. Below the tabs, it says "About 1,040 results (0.14 seconds)".

The first search result is a "Google promotion" for "Try Google Webmaster Tools" with the URL www.google.com/webmasters/ and the text "Do you own **www.webs.com**? Get indexing and ranking data from Google."

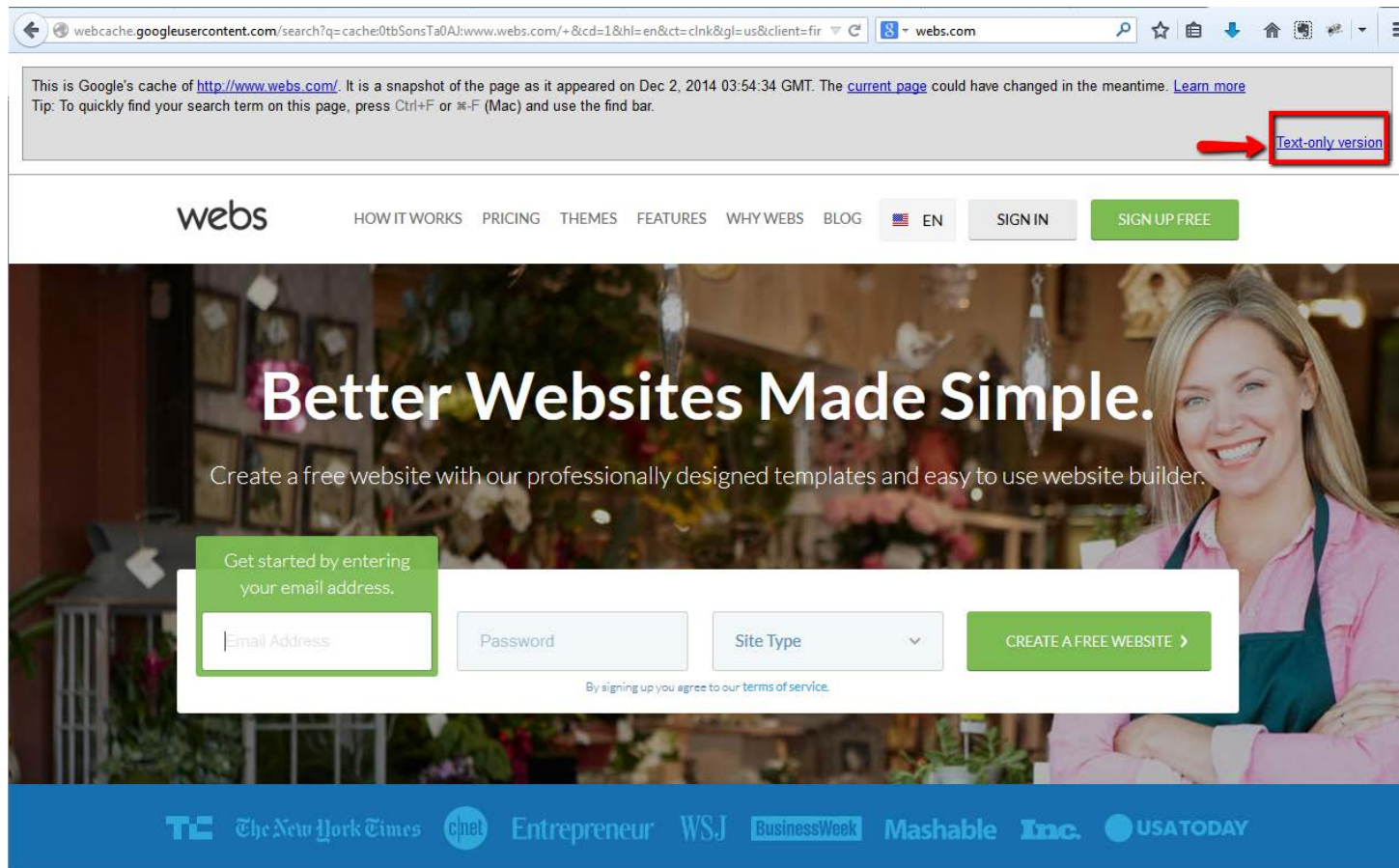
The second search result is for "Free Website Builder: Make a Free Website & Hosting | Webs" with the URL www.webs.com/. A dropdown menu is open over this result, showing "Cached" (highlighted with a red arrow) and "Similar".

The third search result is for "Webs Careers: Great Place to Work in Washington D.C. ..." with the URL www.webs.com/careers.

How to Analyze SEO Accessibility

Check the text version of your page in Google

- Step 2: Switch to the “Text-only version” of cache



How to Analyze SEO Accessibility

Check the text version of your page in Google

- Step 3: Make sure the text version matches your expectations

This is Google's cache of <http://www.webs.com/>. It is a snapshot of the page as it appeared on Dec 2, 2014 03:54:34 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)
Tip: To quickly find your search term on this page, press **Ctrl+F** or **⌘+F** (Mac) and use the find bar.

[Full version](#)

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TechCrunch
The New York Times
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How to Analyze SEO Accessibility

Tools for You and Developers

- Google Webmaster Tools
 - <http://www.google.com/webmasters/>

Google Webmasters

You want to be found on the web. We want to help.

Get data, tools and diagnostics for a healthy, Google-friendly site.

[Sign in to Webmaster Tools](#)



Webmaster Tools

Understand and improve your site in Google Search. Get started



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- Bing Webmaster Tools
 - <http://www.bing.com/toolbox/webmaster>

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Bing Webmaster Tools

Drive more visitors to your site using Bing data and tools.

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Sign up now and we will give you a \$100 USD credit for search advertising on the Yahoo! Bing Network*

You want traffic and we can help you find it.

Getting traffic to your site starts with being listed in the search results shown on Bing. Our tools can help you with this step.

You need to know why people came to your site.

Understanding what lead people to your website can help you understand what to focus on to increase traffic. Our reports can help with this.

You want to improve your site, but don't know where to start.

Knowing which items to adjust on your website can help take the anxiety out of making changes. Our tools can scan and recommend work items for you.

You need to know what areas to expand on your website.

With research tools a click away, we can help you understand exactly what people are searching for, helping you know where to expand next.

KEY RESOURCES

[Submit your Site to Bing](#)
[Verify Bingbot Tool](#)
[Guidelines for Submitting Sitemaps](#)
[Bing Sitemap Plugin](#)
[Get Knowledge Widget](#)
[Get Translator Widget](#)
[Bing Places for Business](#)

SUPPORT

[Webmaster Guidelines](#)
[Webmaster Help & How-To Guides](#)
[Bing Webmaster Blog](#)
[Email Support](#)

Summary

Key Takeaways

- Remember the 4 things search engines want to know:
 - Content: How useful is your material to users?
 - Credibility: How authoritative are you?
 - Quality: Can I trust you?
 - Crawlability: Can I access all your site's content?
- Content
 - Every page should be unique and useful: relevant and helpful
- Credibility
 - Have links that show you know something about this topic
- Quality
 - Demonstrate your primary intention of helping users have a great experience
- Crawlability
 - Make sure the version search engines see is the one you expect

THANK YOU!