Computer Science 50

Search Engine Optimization
Types of Search Results

Sponsored / Paid Listings
30-40% of all clicks to the search results page are to these listings

One-Box Results
Results appear when a geo-designated (Local) search is conducted

Organic / Natural Listings
60-70% of all clicks to the search results page are to these listings

Source: TMP Directional Marketing
Importance of Search Ranking

- Page Rank Dramatically Impacts Click-thru Rate
- The result showing up first in organic ranking garners the majority of the resulting clicks
Measuring How Well You’re Doing

Dashboard

Site Usage

2,551 Visits
Previous: 2,199 (+16.01%)

46.18% Bounce Rate
Previous: 46.79% (+13.21%)

11,812 Pageviews
Previous: 11,253 (-4.87%)

00:03:43 Avg. Time on Site
Previous: 00:03:27 (-7.82%)

4.63 Pages/Visit
Previous: 5.12 (-9.60%)

66.41% % New Visits
Previous: 64.98% (+2.19%)
Measuring How Well You’re Doing

Google webmaster central

Increase traffic to your site
Get data about crawling, indexing and search traffic
Receive notifications about problems on your site

Sign in to Webmaster Tools
Watch a video

Find out how Google sees your site
Verified site owners can see information about how Google crawls, indexes and ranks your site

Analyze search data
See how many people found your site in search results, and how many people clicked on it

Receive alerts in your inbox
We’ll tell you if we detect that your site has malware or generates errors

Check who links to you
We track links from all over the web, and we’ll show you who added a link to your site

Tell Google about your site
Submit Sitemaps and see how many pages we added to the index

Webmaster Links
Help Center
Webmaster Help Forum
Webmaster Guidelines
Webmaster Tools on YouTube
Webmaster Central Blog

Promote your books on Google
Google’s book search program helps users discover your books, keeps your content protected and drives your book sales.
Learn more »
Prospective and Existing Customers:
- Alerts management to high activity that motivates a follow-up call
- Generates new leads (i.e. Sivyer Steel, a Hexagon customer)

Source: NDI site tracking on Google Analytics
Influencing Rank: Keywords

Google evaluates the words used on your site relative to the words that the person searched. To optimize your site for relevant searches, you want to develop a *keyword strategy*.

- **Step 1: Analyze potential keywords**
  - Determine top “buckets” of keywords (5-10 categories)
  - Use tools like **Google Insight** and **Google Keyword Tool** to build out list of keywords
  - Consider words that are already showing up in Google Analytics results and Google Search Bar Mini results
  - List words under each category in a spreadsheet. Try to come up with related and alternate phrases, including phrases that are more specific. Eliminate any that are too general

- **Step 2: Utilize keywords throughout site, including key html elements and the content of the page**
  - Map keywords to pages, no word mapped to more than a few pages
  - Keyword mapping should follow a funnel of increasing specificity (e.g. Hotels / Book a Hotel / Travel Destinations >> Luxury Hotels >> Spain Luxury Hotels >> Book Madrid Luxury Hotel)

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**Search terms**

<table>
<thead>
<tr>
<th>Top searches</th>
<th>Rising searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. swimming pool</td>
<td>1. walmart pool supplies</td>
</tr>
<tr>
<td>2. swimming pool supplies</td>
<td>2. pool supplies online</td>
</tr>
<tr>
<td>3. pools supplies</td>
<td>3. intex pool supplies</td>
</tr>
<tr>
<td>4. ledges pool</td>
<td>4. pool party supplies</td>
</tr>
<tr>
<td>5. ledges pool supplies</td>
<td>5. pool store</td>
</tr>
</tbody>
</table>

Source: NDI site tracking on Google Analytics
- **Title tags** - This is the text that appears in the blue bar at the very top of your browser. It should be no more than 65 characters, and it should have the most important keywords first.

- **Meta tags** - These appear in the header of the document (html that is not seen on the page). Make sure to have a "Meta description" and "Meta keywords". Neither should be more than 250 characters.

- **Header tags** - The titles within your page should be "h1" tags if possible. These should be optimized for the keywords of the page.

- **Alt tags** - Make sure each picture has an 'alt' tag, which specifies the text that appears when a user mouses over the picture. This doesn't have to be an exact description of the picture, and should instead be used to optimize for keywords of the page.

- **Text on the page** - the content of the page should have the chosen keywords appearing as ~7% of the words on the page.

- **URLs** – URLs should be optimized with keywords. This is especially important when creating dynamic pages on the fly. The more static the URL can look, the better (Buggies example)
Influencing Rank: Title Tag & Meta Tags

- Title tags are important to both search ranking and the text of the result
- Meta tags are in the <head> </head> section of your html
  - They are only of mild importance to google in terms of ranking, but they do help you dictate what description will show up for your page if Google does show your page in the results

```html
<!DOCTYPE HTML PUBLIC "-//W3C//DID HTML 4.0 Transitional//EN" >
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
  <meta name="language" content="en-us" />
  <TITLE>Pool Supplies, Pool Equipment and Spa Supplies by In The Swim<TITLE>
  <META name="keywords" content="pool supplies, In The Swim discount pool supplies, automatic pool cleaners, swimming pool chemicals, pool accessories, pool alarms, pool filters, pool pumps, pool floats, pool heaters, pool lights, replacement pool liners, pool paint, swimming pool parts, pool skimmers, pool slides, pool steps, pool solar blankets covers, spa hot tub supplies, spa covers, spa chemicals, spa accessories">
  <META name="description" content="Pool supplies at discount prices from In The Swim, including pool chemicals, pool accessories and pool equipment. Find spa supplies, spa filters, spa covers, spa chemicals, spa accessories and more.">
  <meta name="robots" content="index,follow" />
  <meta name="revisit-after" content="5 days" />

Pool Supplies, Pool Equipment and Spa Supplies by In The Swim - 12:14pm
Pool supplies at discount prices from In The Swim, including pool chemicals, pool accessories and pool equipment. Find spa supplies, spa filters, spa covers ...
www.intheswim.com/ - Cached - Similar
- Google thinks about the links into your site as a proxy for your site's popularity. The more links you have, particularly from other high-ranking sites with similar content, the more "popular" your site must be, and thus, the higher Google will rank you.

- Determine competitors' (and your own) links into your site with backlinkwatch.com. Note, it's slow, so let it run. Vertical Search Engines and Industry Directories are a good source of links. Example Industrial-focused vertical search engines

- Local Search is an important aspect of any multi-location business, and any business where people tend to buy or think locally. A number of services and sites help you become found on a local level, ie in a "Boston Dentist" search
Influencing Rank: Content

- Content is KING. Ultimately your site is only as good as the content within it. It can be fully "keyword optimized" and still never show up in the ranks or retain customers, because it doesn't have good, relevant, fresh content. The content should serve customers' needs and should be updated regularly. Examples of ways to keep your content fresh:

  • Add a section on Current Customers
  • Create a page of demo videos
  • Add demo videos to YouTube, and link back to your page

- Emails are a great way to bring visitors to your site. Consider sending new product announcements or emails announcing your upcoming attendance at a tradeshow. Make sure to include the Google analytics tracker code that lets you see the visits that come to the website.
Converting Visits To Leads

- **Contact Us**
  - Measure visits to the “Contact Us” page to understand whether people are converting

- **Brochure Download**
  - Contact info is captured when people download a brochure, and the sales team can follow up with an email

- **Request a Demo**
  - Create a “Request a Demo” feature

Source: NDI site tracking on Google Analytics