

Computer Science 50

Search Engine Optimization



Google Search

Types of Search Results

The image shows a Google search results page for the query "investment broker, chicago". The page is annotated with three yellow callout boxes:

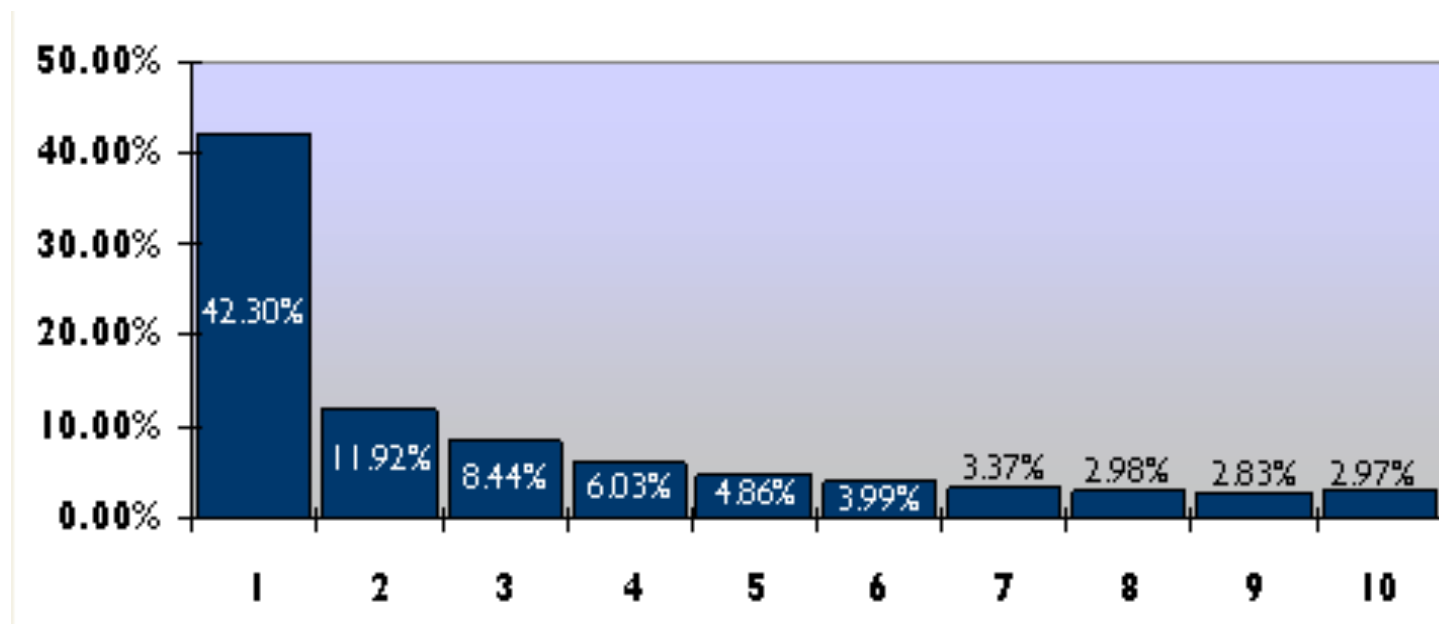
- Sponsored / Paid Listings**: 30-40% of all clicks to the search results page are to these listings. This box points to the "Sponsored Links" section on the right side of the page.
- One-Box Results**: Results appear when a geo-designated (Local) search is conducted. This box points to the "Local results for investment broker near Chicago, IL" section on the left side of the page.
- Organic / Natural Listings**: 60-70% of all clicks to the search results page are to these listings. This box points to the "Stock Brokers" and "Chicago Stock Exchange" sections on the left side of the page.

The search results page includes the following sections:

- Web**: Results 1 - 10 of about 1,290,000 for investment broker, chicago.
- Sponsored Links**: Includes "Fidelity Official Site" and "Investment Broker" from optionsXpress.com.
- Local results for investment broker near Chicago, IL**: Includes a map of Chicago and three results: A. Nuveen Investments Inc., B. Zacks Investment Research, and C. National Holdings Corporation.
- Stock Brokers**: Includes "Andrew Peck & Assoc", "APPL International", and "Chicago Stock Exchange: About the CHX".
- Illinois Securities Fraud Lawyers | Chicago IL Stock Broker ...**: Includes "higginsandburke.com".
- Stock Brokers in Chicago, IL - Yellow Pages - Switchboard.com**: Includes "switchboard.com".
- More Sponsored Links**: Includes "A.G. Edwards", "Free Broker Directory", and "Investment broker".

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



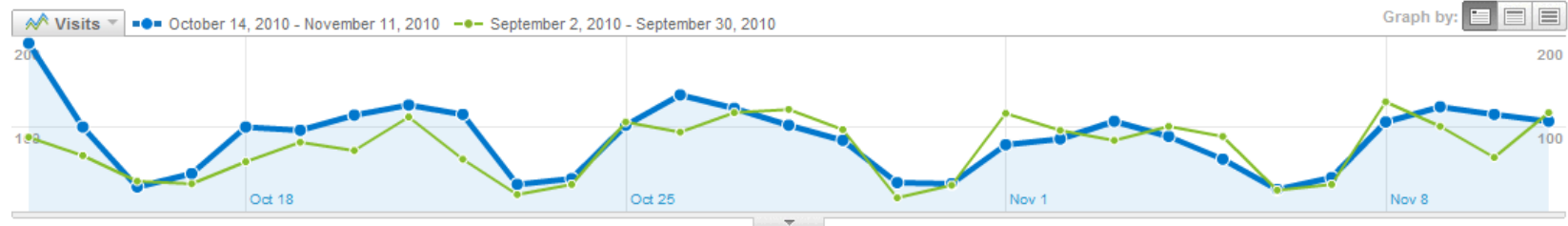
Google Search

Measuring How Well You're Doing



Dashboard

Oct 14, 2010 - Nov 11, 2010
Comparing to: Sep 2, 2010 - Sep 30, 2010



Site Usage



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



11,812 Pageviews
Previous: 11,263 (+4.87%)



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



46.18% Bounce Rate
Previous: 40.79% (+13.21%)



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



66.41% % New Visits
Previous: 64.98% (+2.19%)

Google Search

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



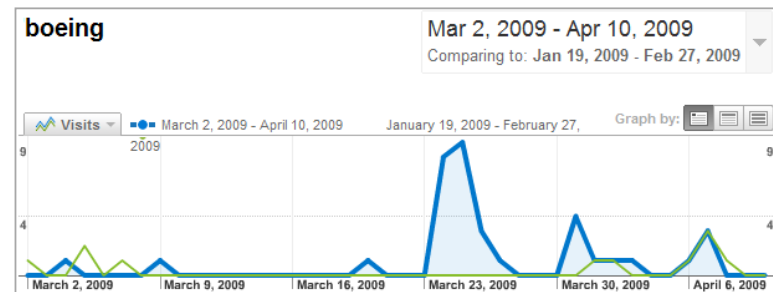
Google's book search program helps users discover your books, keeps your content protected and drives your book sales.

[Learn more »](#)

Tracking Visitors

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)



Network Location	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits
the boeing company	35	5.83	00:03:45	62.86%
bobier tool supply inc.	15	2.07	00:01:30	0.00%
caterpillar inc.	6	1.33	00:00:22	66.67%
lockheed martin corporation	4	3.25	00:00:37	75.00%
sivyer steel	4	9.75	00:09:45	50.00%
bee line company	2	9.50	00:03:37	100.00%
deere & company	2	20.50	00:31:04	100.00%
honeywell international inc.	2	1.50	00:00:06	50.00%

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 (ie Hotels / Book a Hotel / Travel Destinations >> Luxury Hotels >> Spain Luxury Hotels >> Book Madrid Luxury Hotel)

Search terms		
Top searches		?
1.	swimming pool	100
2.	swimming pool supplies	100
3.	pools supplies	65
4.	leslies pool	35
5.	leslies pool supplies	35
Rising searches		?
1.	walmart pool supplies	+250%
2.	pool supplies online	+150%
3.	intex pool supplies	+130%
4.	pool party supplies	+110%
5.	pool store	+60%

Influencing Rank: Keywords

- **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

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD 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 Search

Influencing Rank: Links

 BUSINESS.COM

 ThomasNet

 GLOBALSPEC
The Engineering Search Engine

 Kellysearch.com
Business to Business Supplier Search

 B2B YELLOWPAGES.com
The Online Business-to-Business Network™

- 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

Pageviews 276 Previous: 224 (23.21%)	Unique Pageviews 168 Previous: 151 (11.26%)	Avg. Time on Page 00:00:31 Previous: 00:00:26 (19.43%)	Bounce Rate 15.38% Previous: 66.67% (- 76.92%)	% Exit 10.14% Previous: 16.07% (- 36.88%)
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