

Demystifying SEO

Workflow, Content & Links

Author: Dan Petrovic, Dejan SEO, 2011 - <http://dejanseo.com.au>

Approved for commercial re-use and citation. Link attribution mandatory.

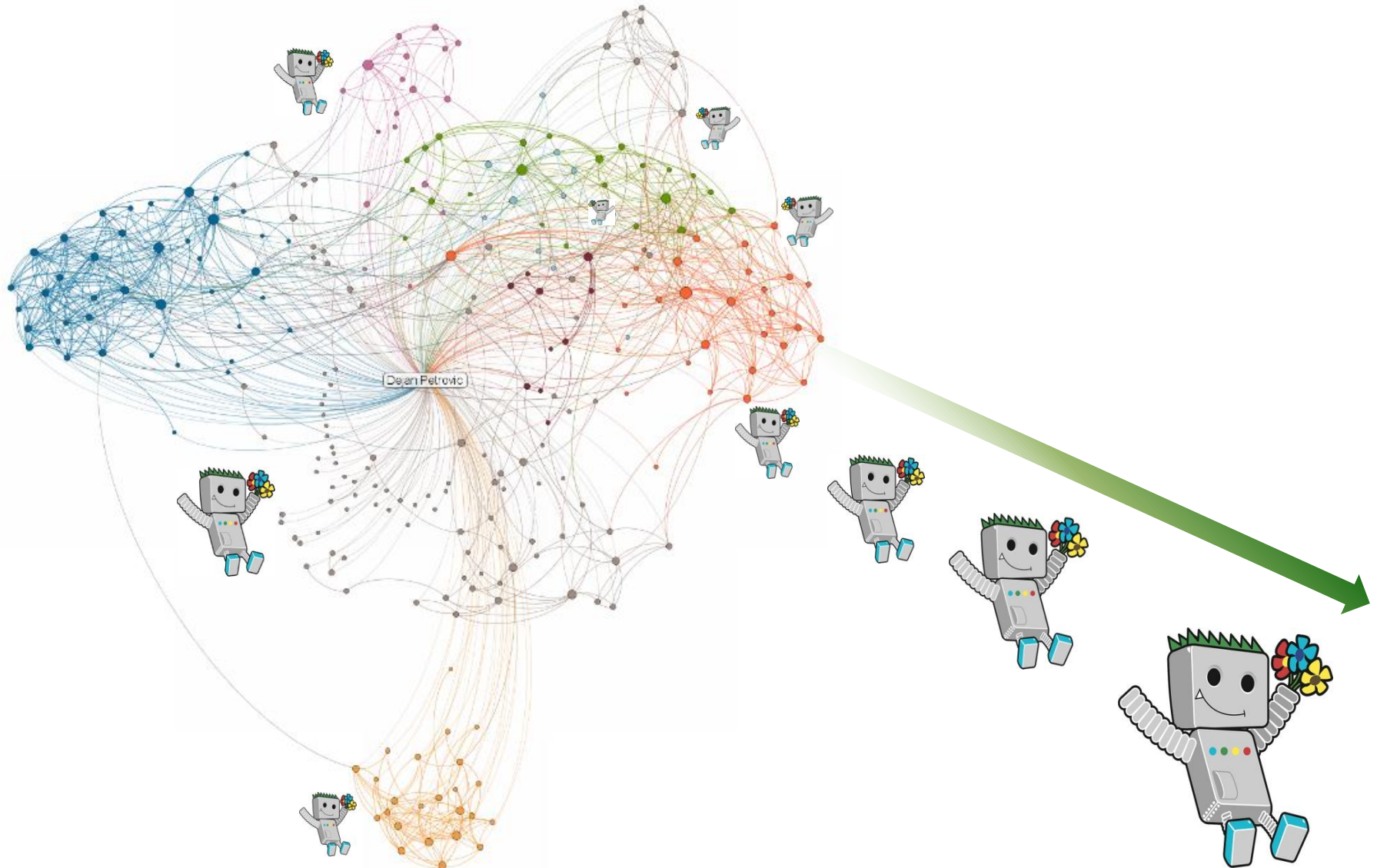


***FAST-PACE SESSION / LOT OF MATERIAL
(SLIDES AVAILABLE AFTER PRESENTATION)**



WEB CRAWLING

GoogleBot & 100b Documents



ON-SITE FACTORS

Document Title & Search Snippet

<title>DEJAN SEO</title>

[Search engine optimization - Wikipedia, the free encyclopedia](#) 🔍

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...

[Search engine optimization methods - Search engine marketing - SEO Copywriting](#)
[en.wikipedia.org/wiki/Search_engine_optimization - Cached - Similar](#)

[SEO Search Engine Optimisation & Search Engine Marketing](#) 🔍

E-Web Marketing search engine optimisation (SEO) & search engine marketing strategies increase web traffic and market reach. Call 1300 785 122.

[Contact Us - Services - Company Blog - Services](#)
[www.e-web-marketing.com.au/ - Cached - Similar](#)

[DEJAN SEO](#) 🔍

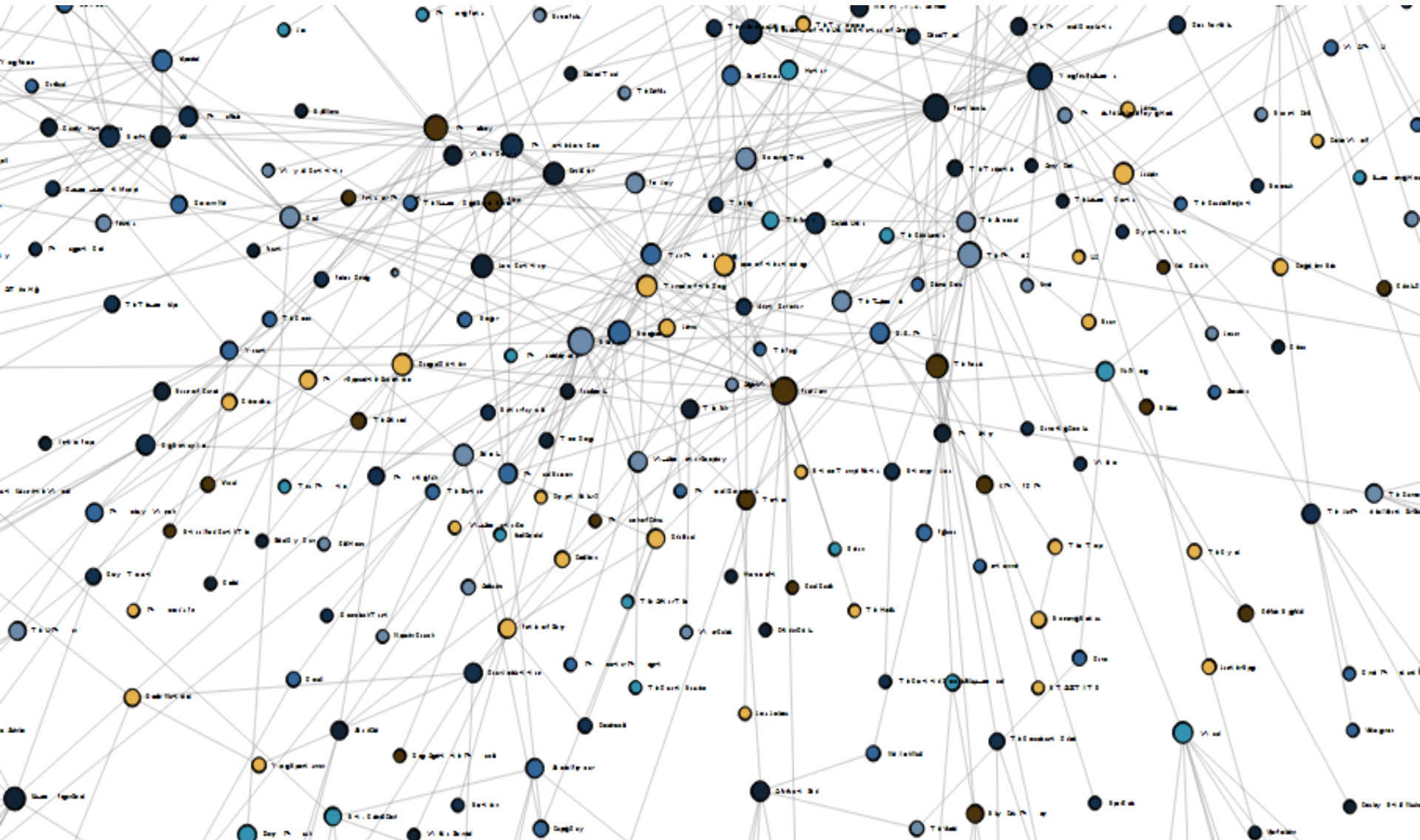
The most capable SEO team in Australia. Get a free quote in a few simple steps. Call and speak to an SEO Expert on 1300 123 736.

[dejanseo.com.au/ - Cached - Similar](#)

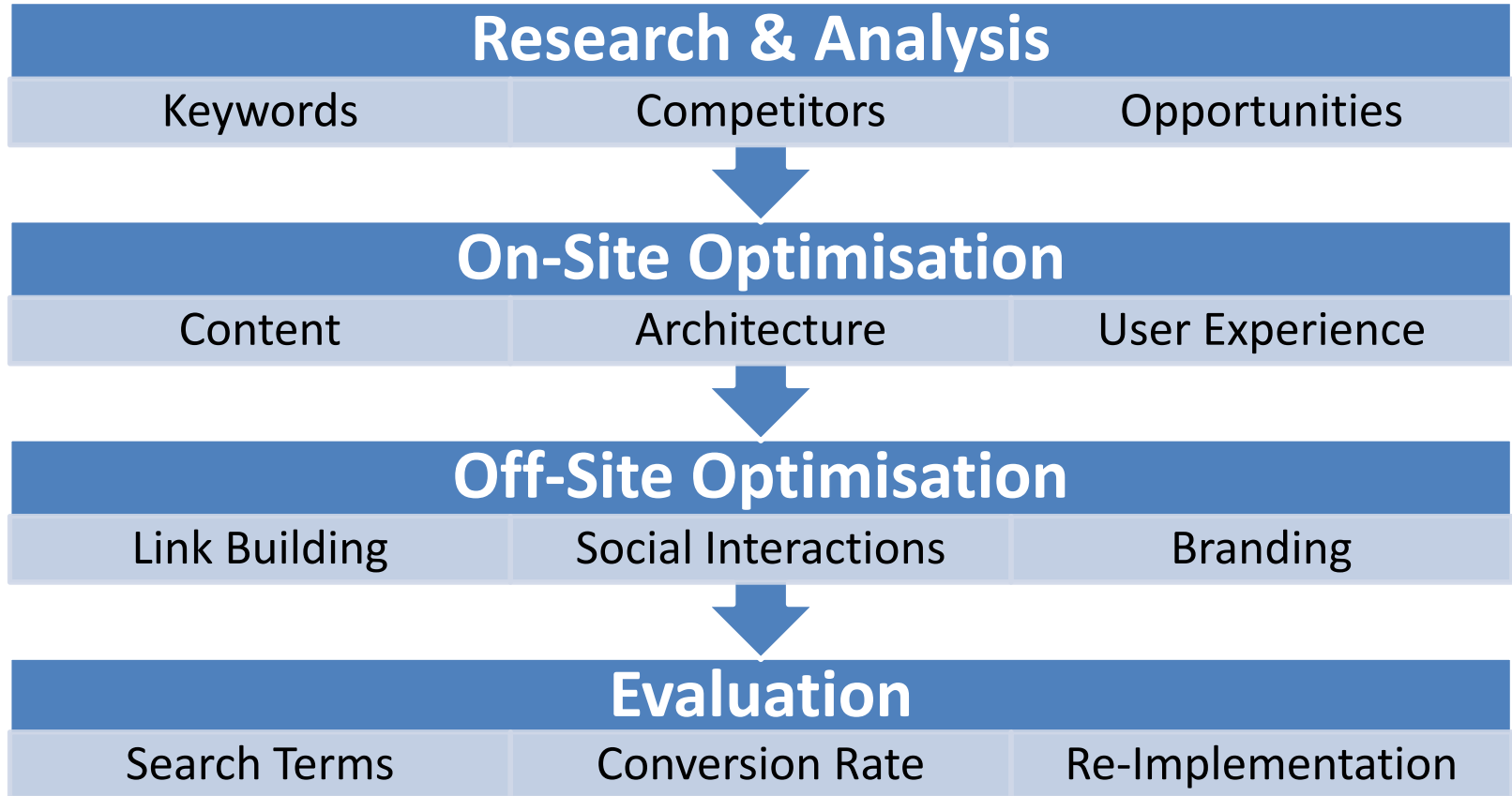


OFF-SITE FACTORS

Link Graph & Social Interactions

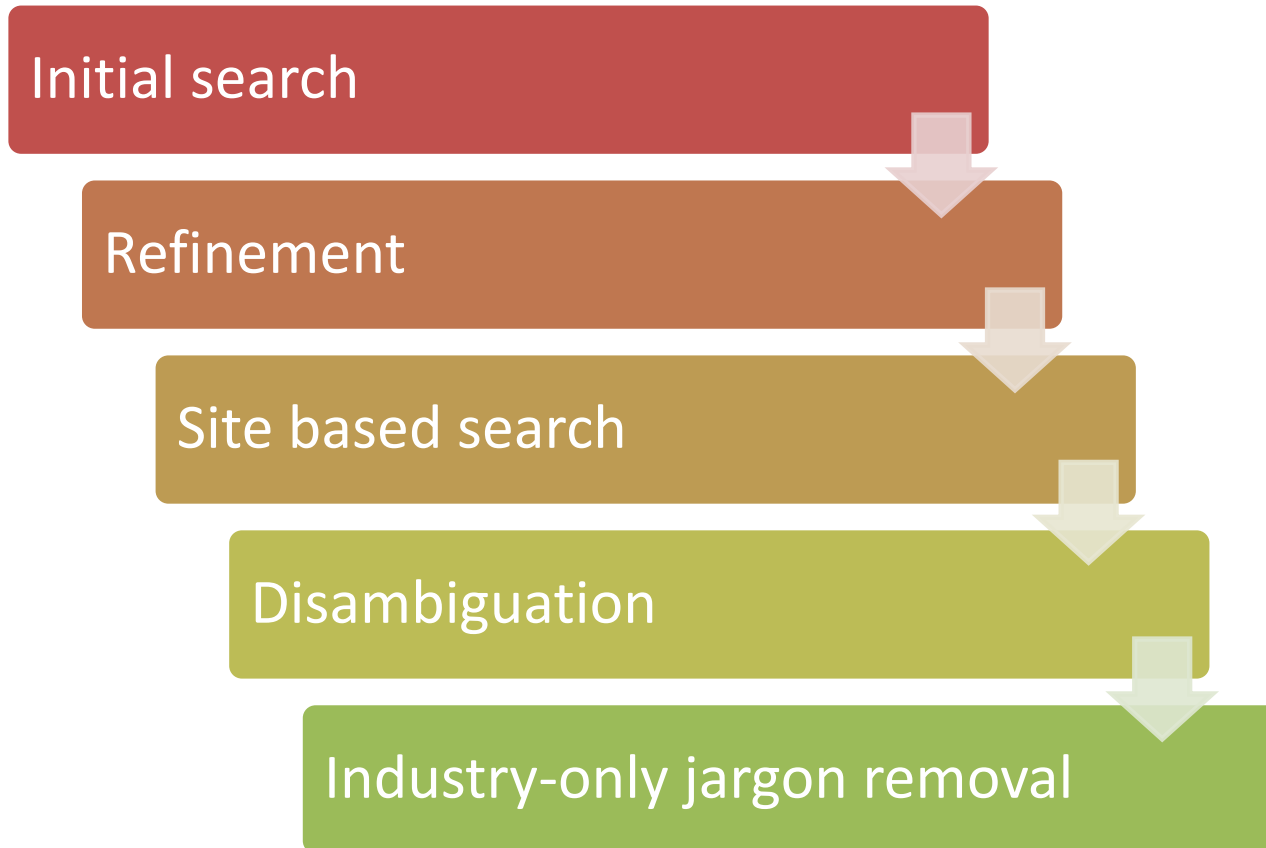


SEO WORKFLOW



Google Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>



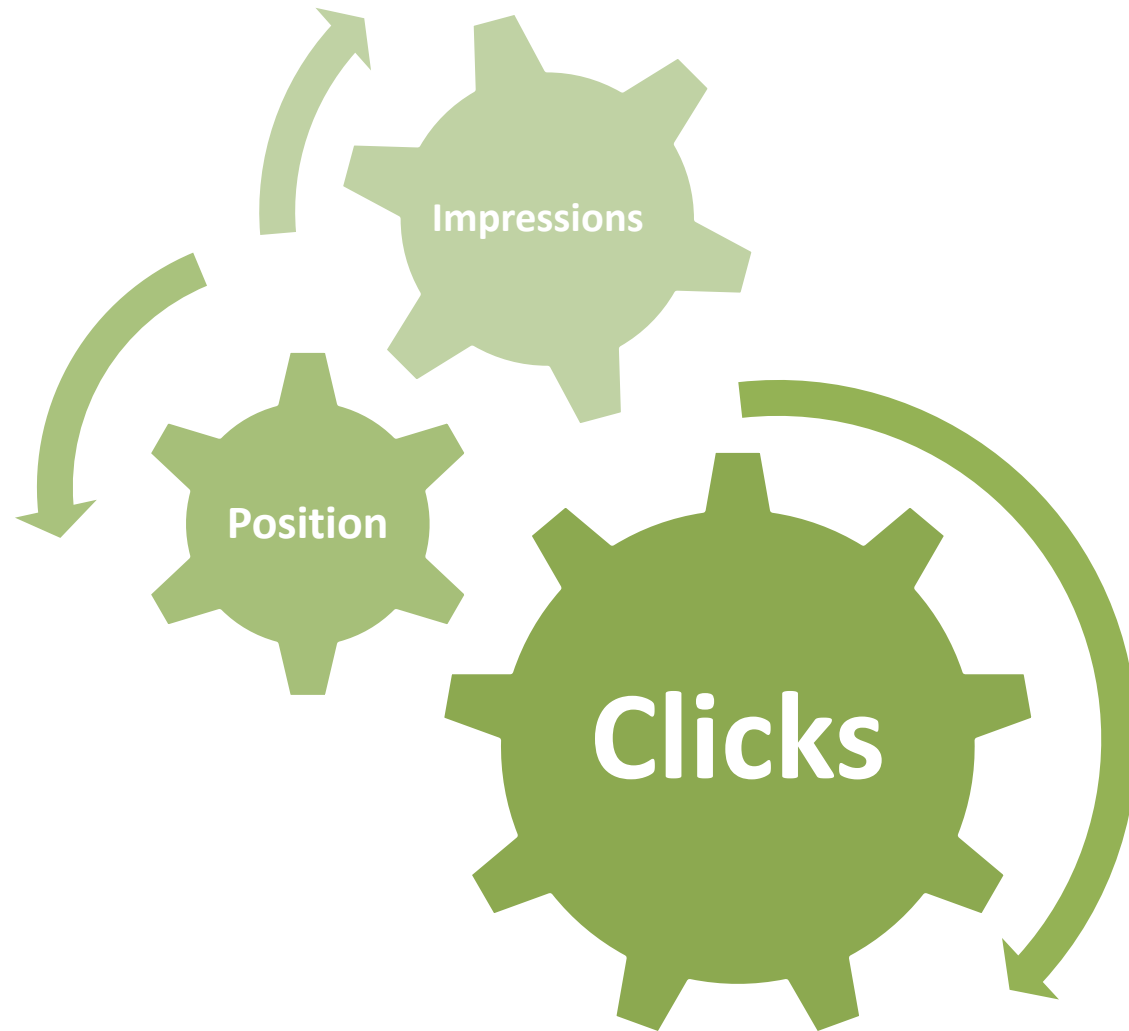
Tip: Combine with Google Analytics & Statistics including Goal Conversions

Google Webmaster Tools

Search queries

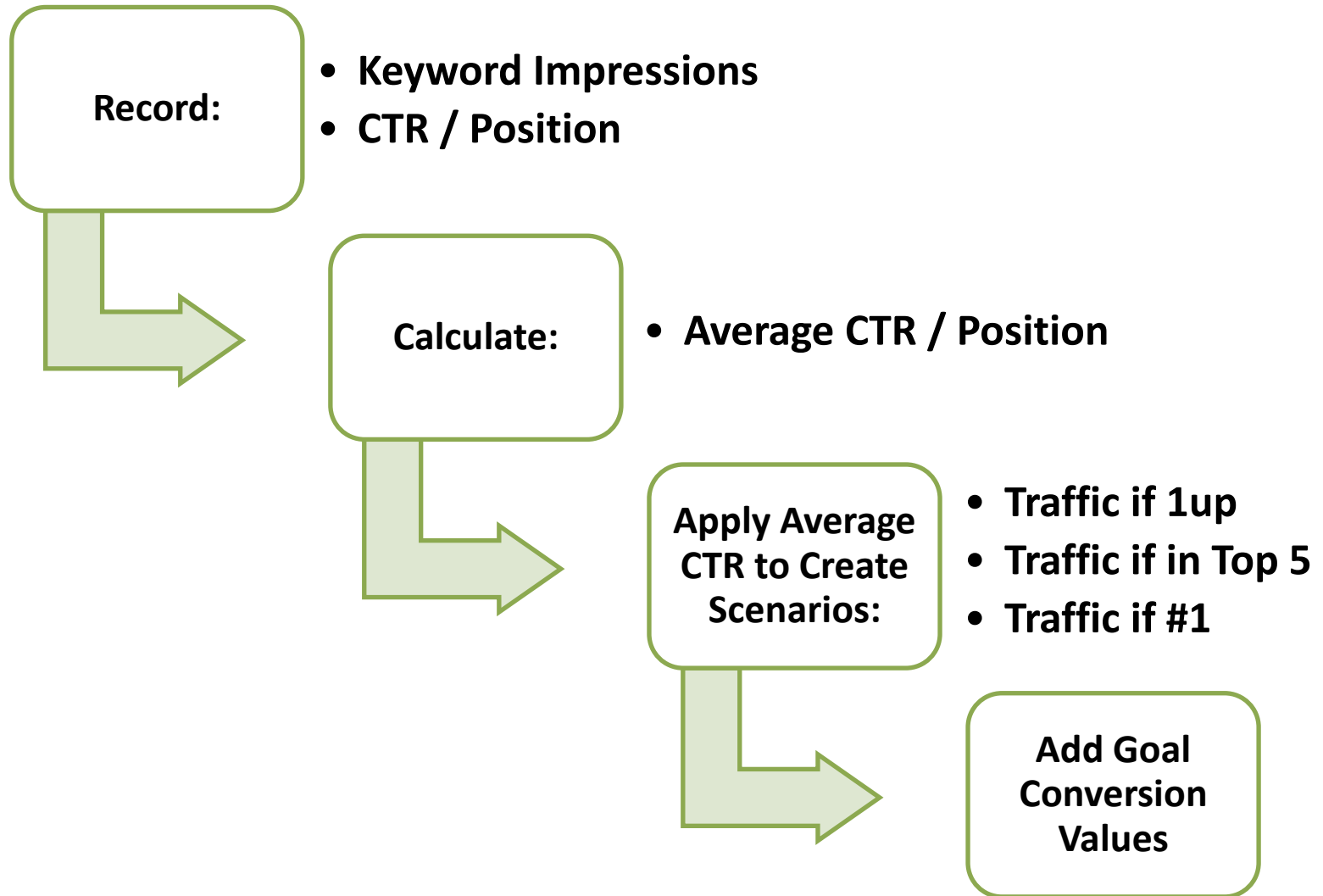


Google Webmaster Tools



Google Webmaster Tools

Dejan Methodology



Google Webmaster Tools

Dejan Methodology

Benefits:

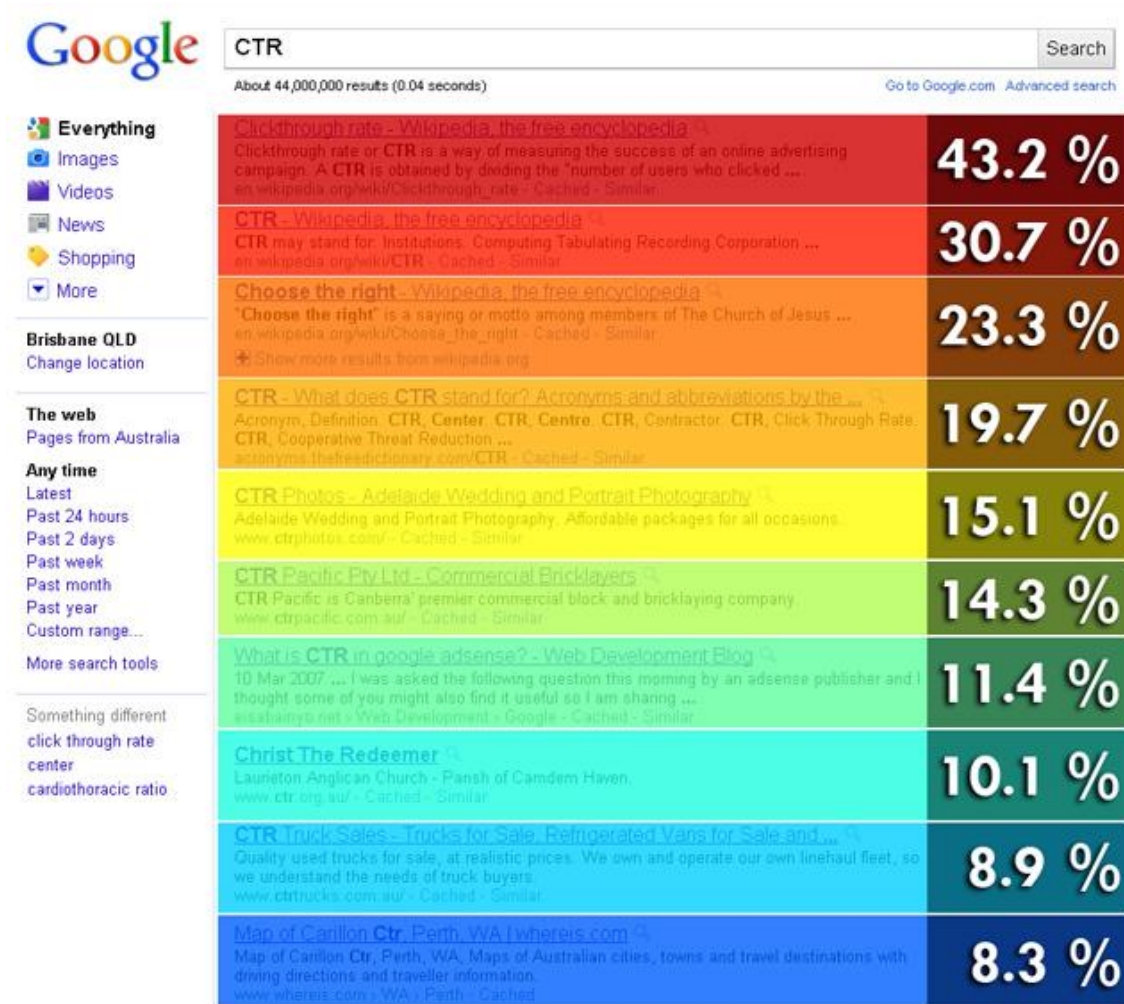
- Discovering Quick Wins
- Getting Your Priorities Right
- Better Expectations
- Go Beyond Analytics Data (with impressions)

Downside:

- Excludes non-ranking keywords
- Very difficult to handle by hand (we have a program)

Google Webmaster Tools

Dejan Methodology

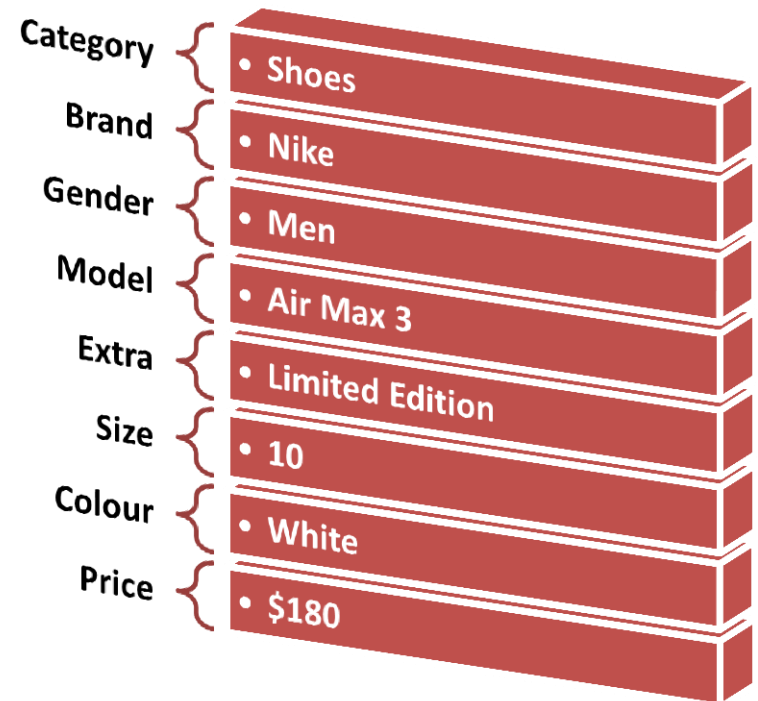
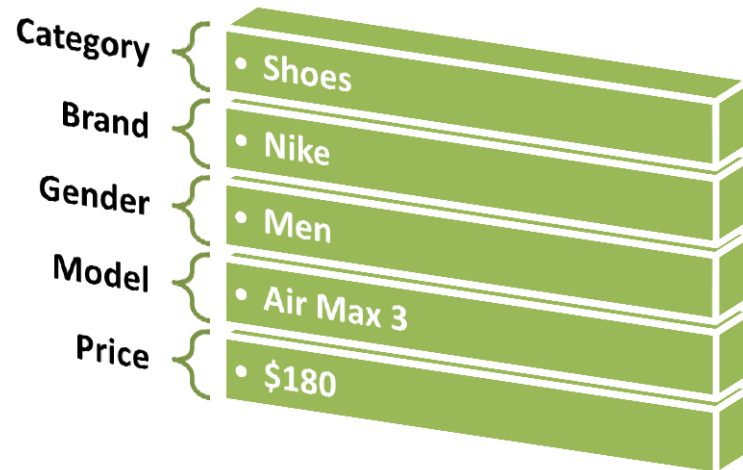


TITLE: Impact of position on clickthrough rate in search results

Segment: Australian Retail/e-Commerce Traffic, Year: 2011

Credits: <http://dejanseo.com.au>

Define: Product.



Re-Define: Product



**Product Image
(ALT TAG)**

Product Title

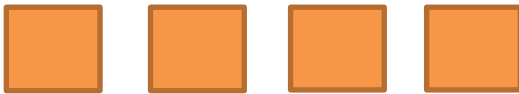
Generic product description supplied by manufacturer which describes product only vaguely and provides no additional information and value to other sites selling the same product.

\$120.00 + Shipping

ADD TO CART

Re-Define: Product

**Product Image
(ALT TAG)
+ Gallery**



Unique Product Title

Unique description designed to inform and educate buyer on both research and purchase decision level and enable them to make a decision while they are on your website.

\$120.00 + \$20 Shipping

Customer Rating: ★★☆☆

ADD TO CART

*Seller Recommendations | Detailed Specifications
Payment Methods | Shipping Options*

12 of **your friends** recommend this.

User Generated Content:

- Social Media Sharing
- Tips
- Reviews
- Recommendations

Faceted Navigation

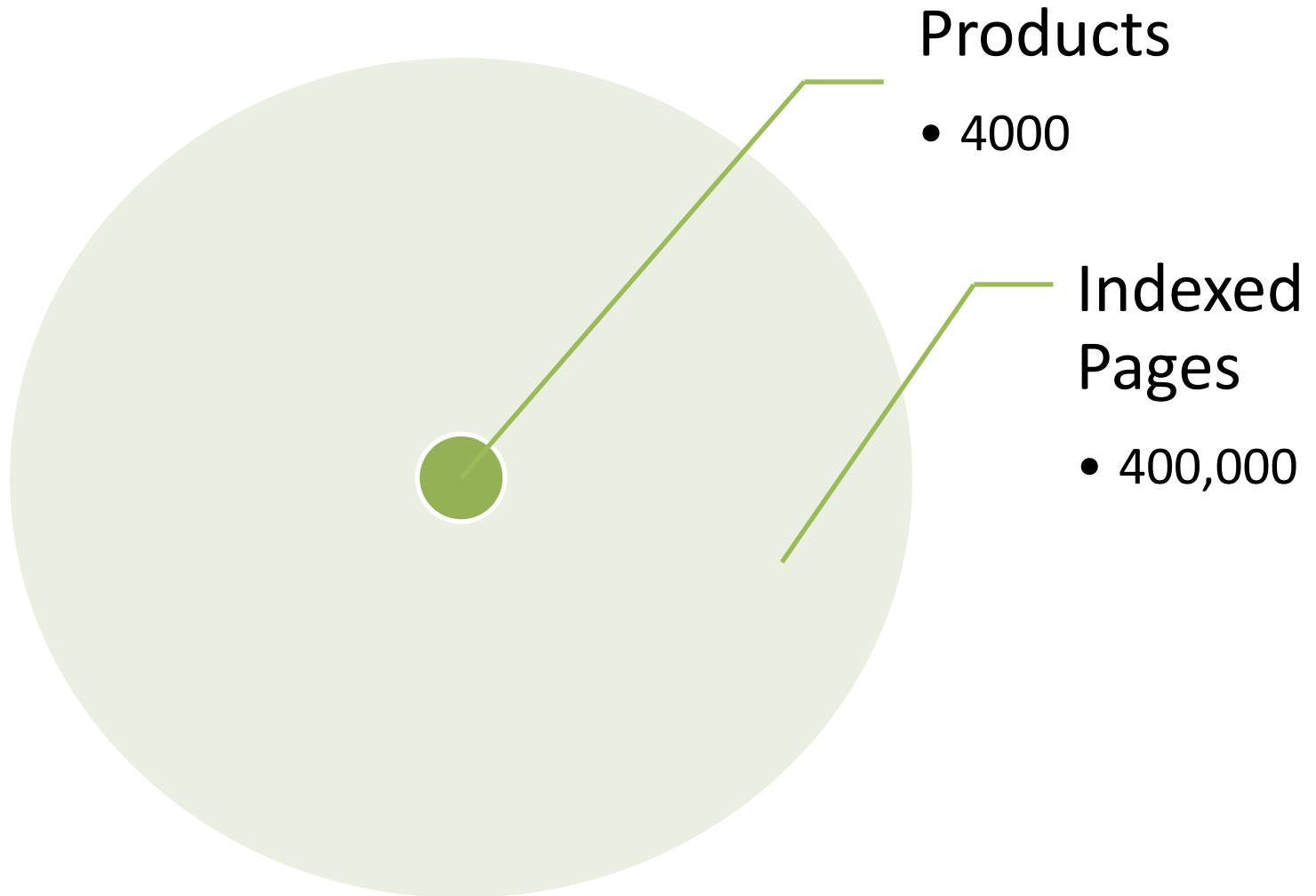
- Digital Cameras
 - DSLR
 - Compact
- Megapixels
 - 5
 - 10
- Memory
 - SD
 - XD
- Memory Capacity
 - 16Gb
 - 32Gb
- Brand
 - Nikon
 - Canon

We Found 1023 DSLR Digital Cameras with 10Megapixels and 32 Gb XD Memory

1. Nikon D2000
2. Nikon D3000
3. Nikon D4000
4. Nikon D5000
5. Nikon D6000
6. Nikon D7000
7. ...

Page: 1 2 3 4 5 ... 78

Faceted Navigation



Quality Guidelines



“...low-quality content on some parts of a website can impact the whole site’s rankings...”

Article: More guidance on building high-quality sites

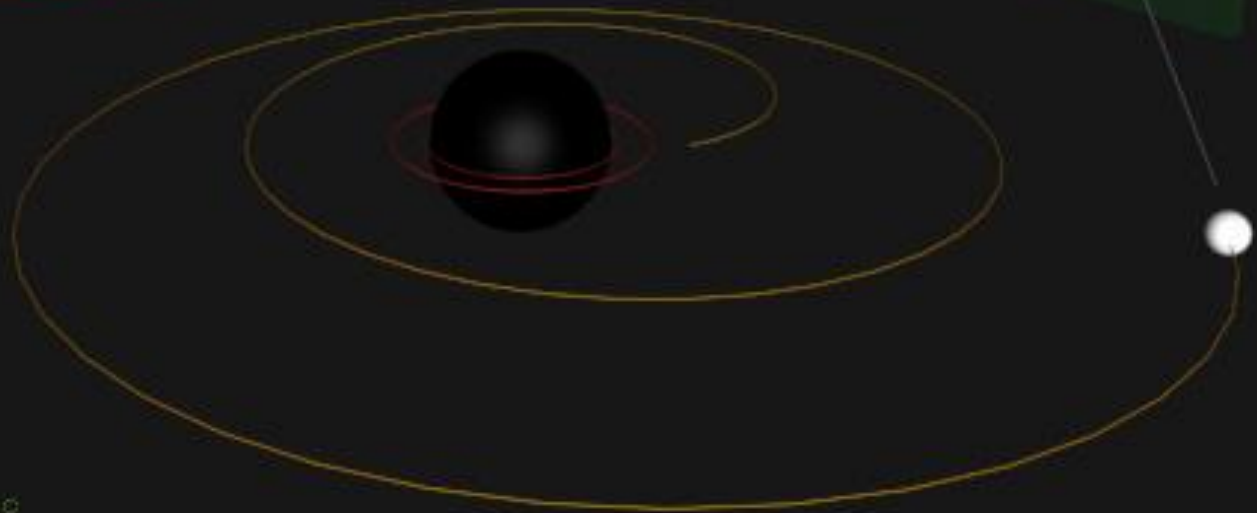
<http://googlewebmastercentral.blogspot.com/2011/05/more-guidance-on-building-high-quality.html>

“...removing low quality pages, merging or improving the content of individual shallow pages into more useful pages, or moving low quality pages to a different domain could eventually help the rankings of your higher-quality content.”

[+] Heavy Mass Object
[+] 100,000 pages in index
[+] Thin content

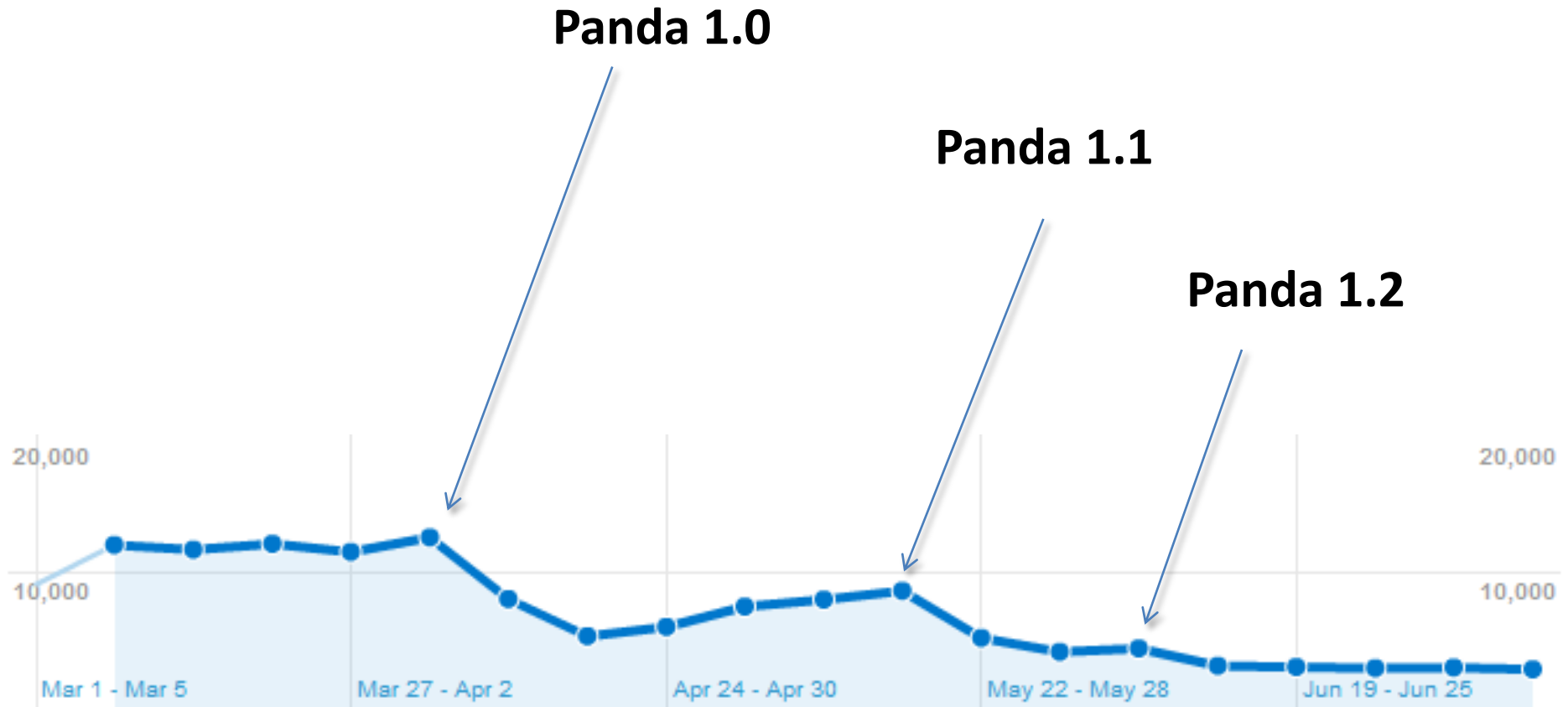


[+] Low Mass Object
[+] 1000 pages in index
[+] Quality content



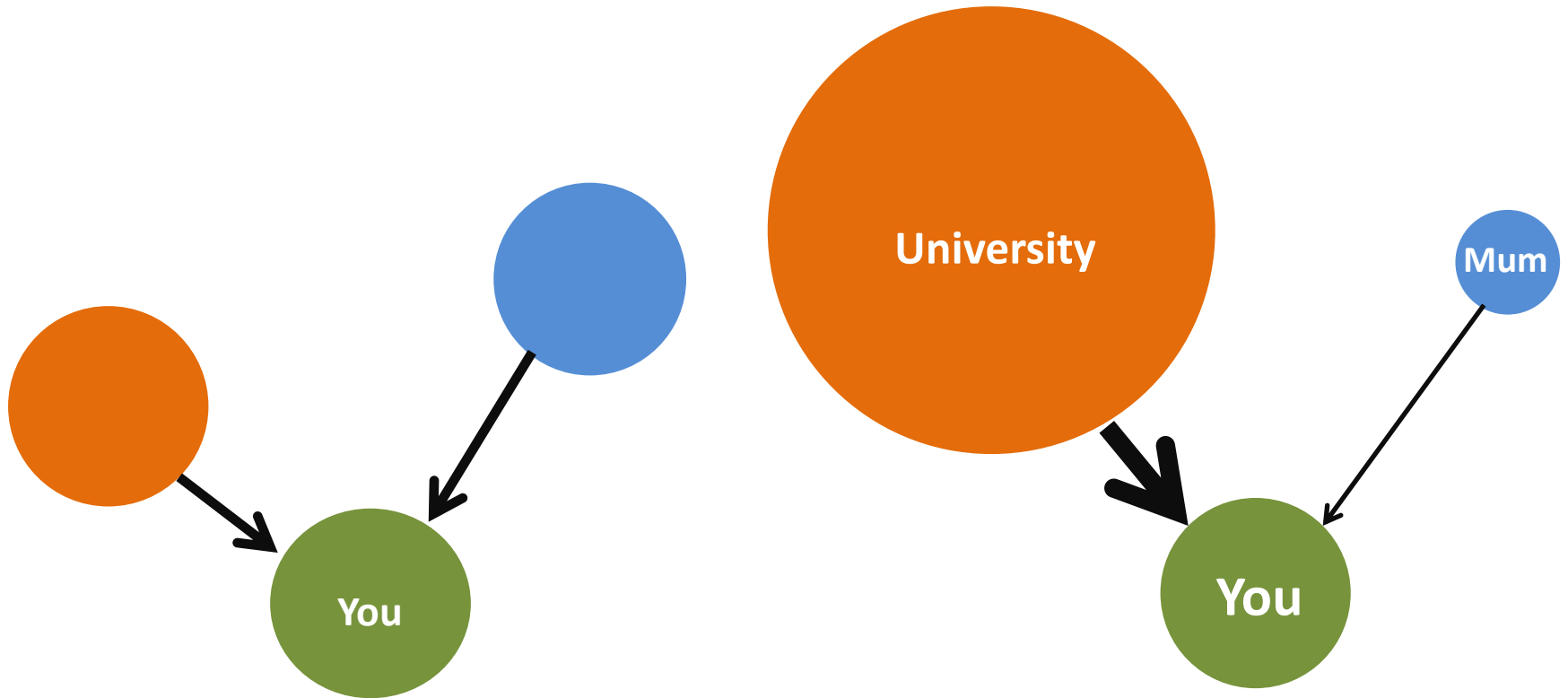
Author.....Dan Petrovic
Firm.....Dejan SEO
Date.....16 July 2011
Platform.....3D MAX
Title.....Impact of Post-Panda Algorithm Updates on Heavy Mass Websites
Description...Websites which trim on thin indexable content manage to avoid the event horizon

Navneet Panda
1600 Amphitheatre Pkwy
Mountain View, CA, 94043
Ph: (805) 452-8921
panda@google.com



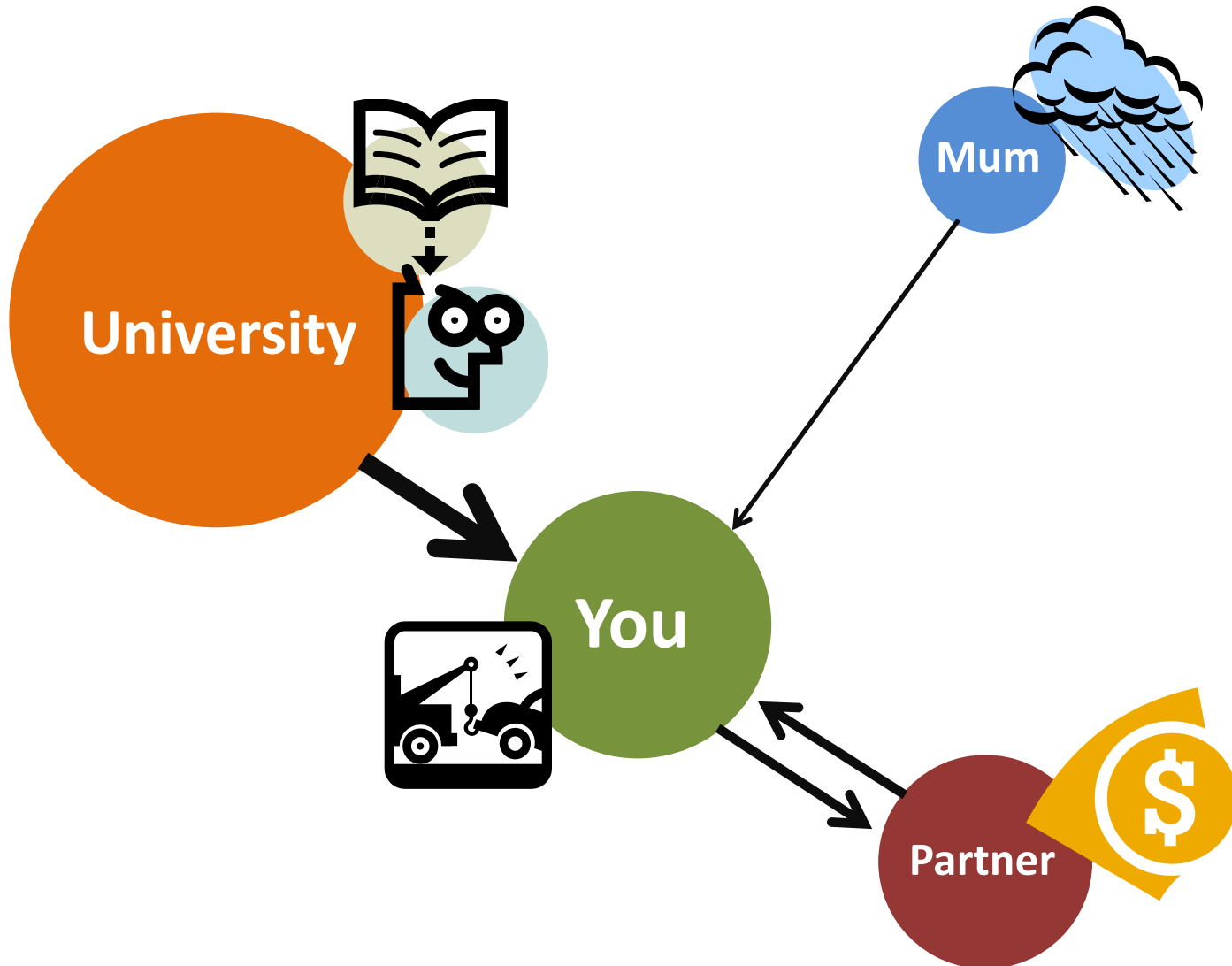
OFF-SITE FACTORS

Inbound Links = Votes



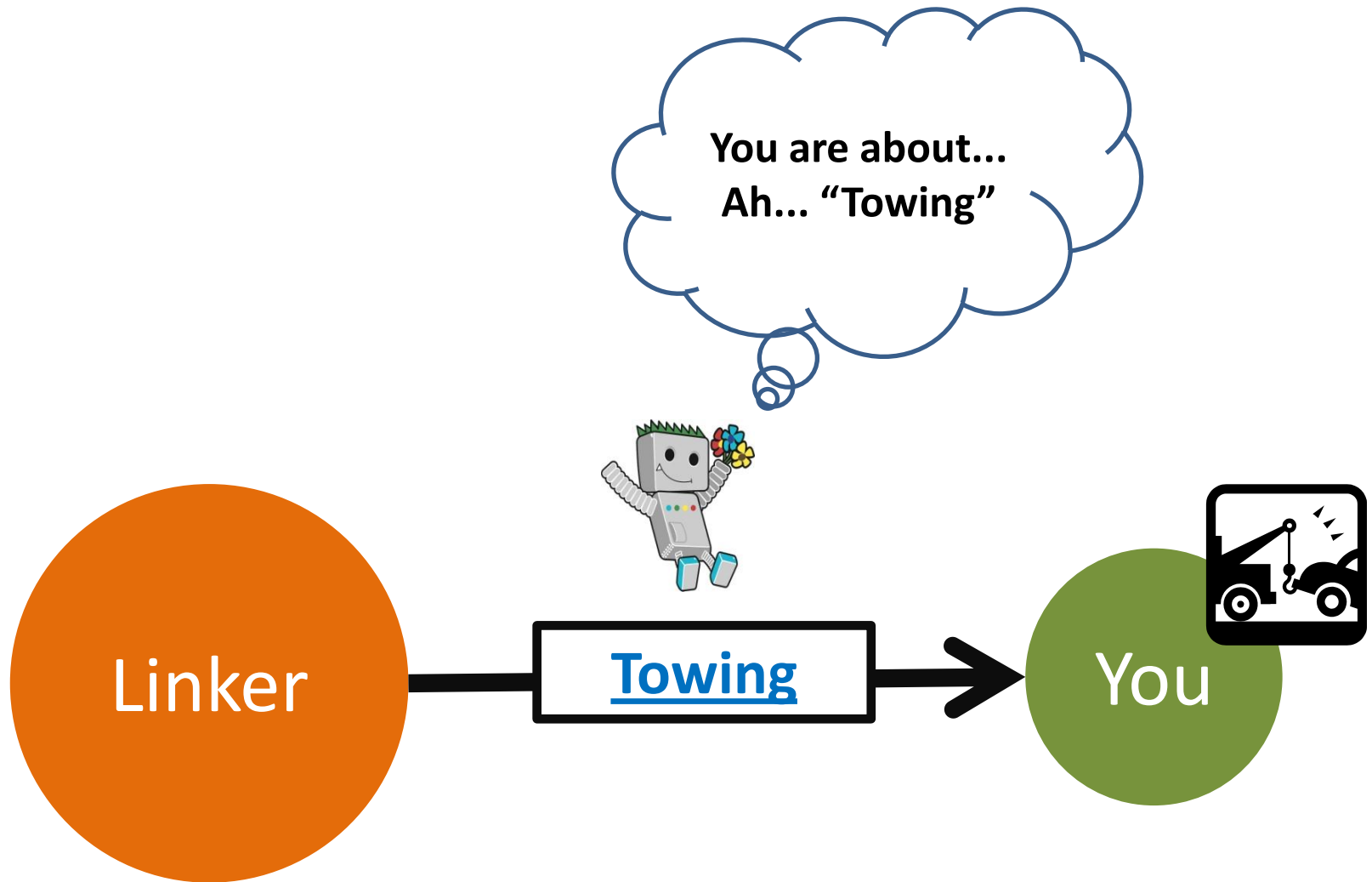
OFF-SITE FACTORS

Who You Link To & Link Context



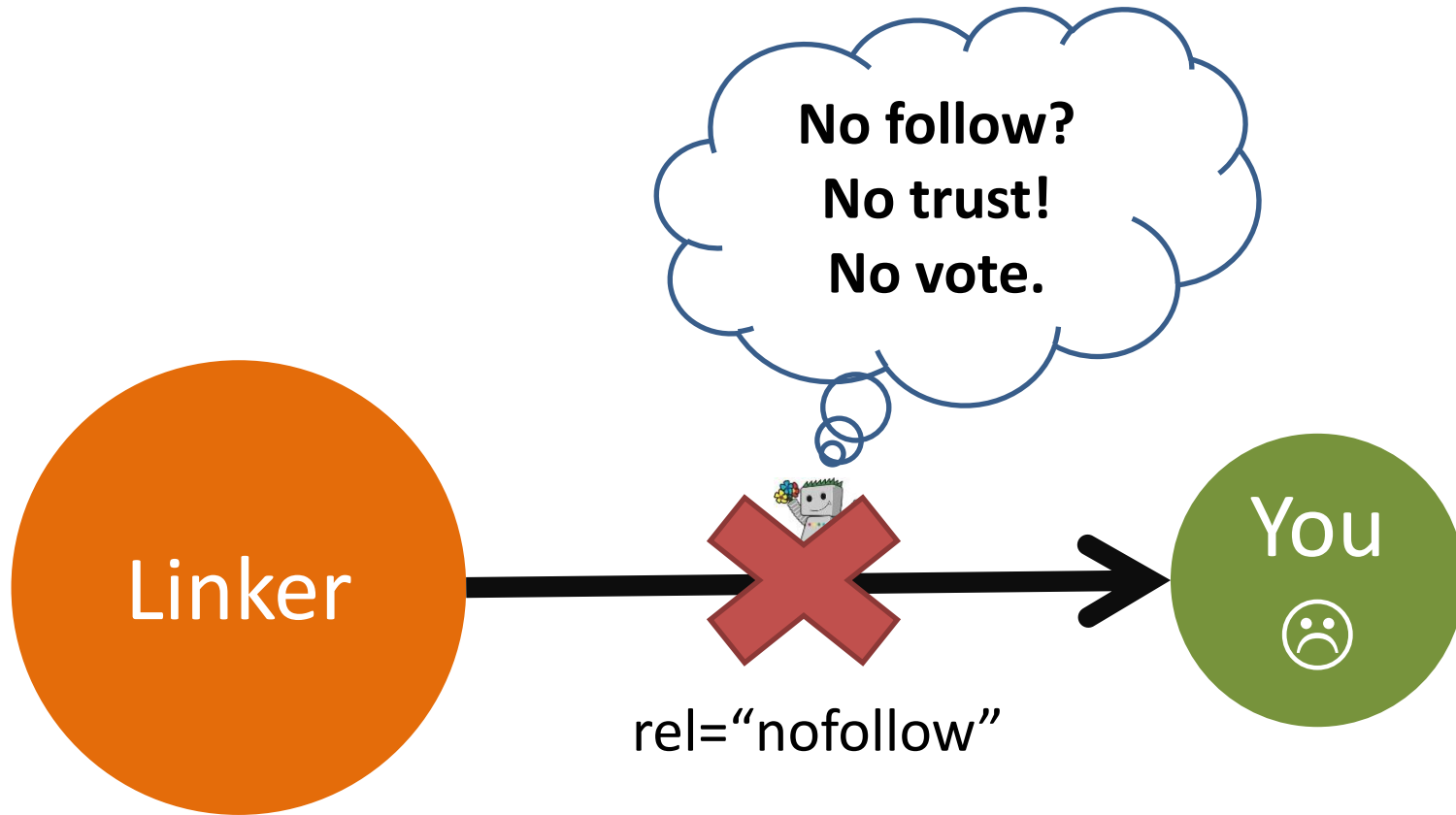
OFF-SITE FACTORS

Link Text (Anchor Text & “Click Here”)



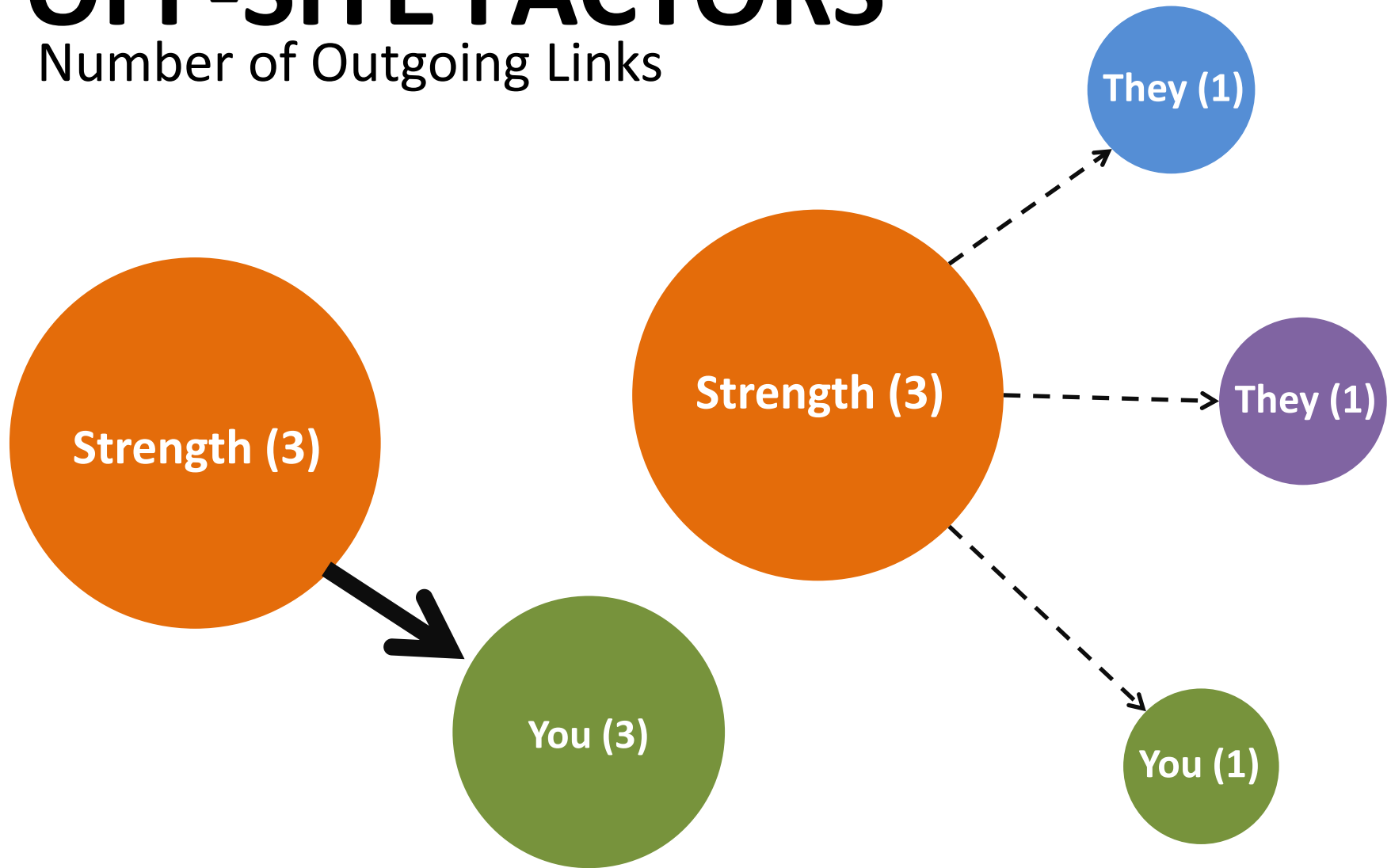
OFF-SITE FACTORS

Rel="Nofollow" = No link juice!



OFF-SITE FACTORS

Number of Outgoing Links



Who ranks #1 for click here?

Link Building

- Links still work very well
- Anchor text too (avoid 100% exact)
- Quality not Quantity
- Keep it natural

Getting Started

- Look at your existing links first (GWT)
 - Fix links
 - Discover linkable content
 - Recreate
- Relationships and presence
 - Office space
 - Providers / suppliers

Link Tips

“Link to us” page:

Encourage linking to your site.

Take control of **how** people link to you.

Make it **easy** for people to do so.

Social media sharing within content

Useful Tools / Templates / Resources

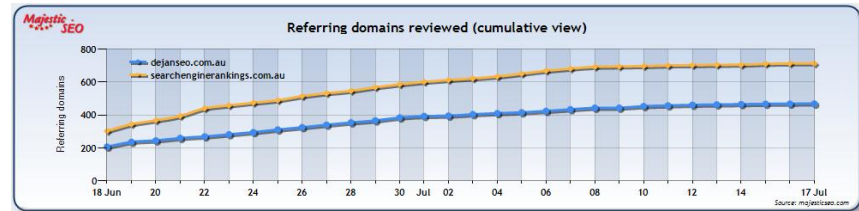
Link Bait Material

Example: Steps on how to do up your tie

Scanning Your Competitors

Tools:

- Open Site Explorer
- Majestic SEO



Metrics:

- Linking Root Domains / C-Classes
- Anchor Text Distribution
- Link Building Pace

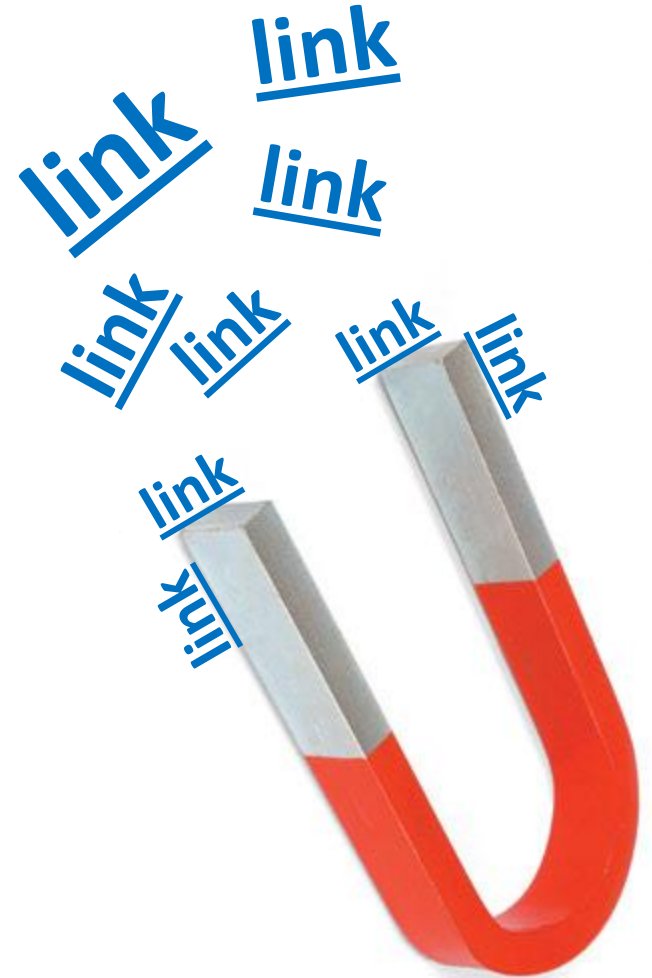
+ Content & Social Activity

+ Get link ideas

GETTING LINKS

Link Magnets.

- Link-worthy Content
 - Fun
 - Useful
 - Timely
 - Creative
 - Informative
 - Newsworthy
 - Controversial



Click Magnet



Link Magnet!





DEJANSEO
ADVANCED SEARCH ENGINE OPTIMISATION

dejanseo.com.au/pesa