

Content Creation for Search



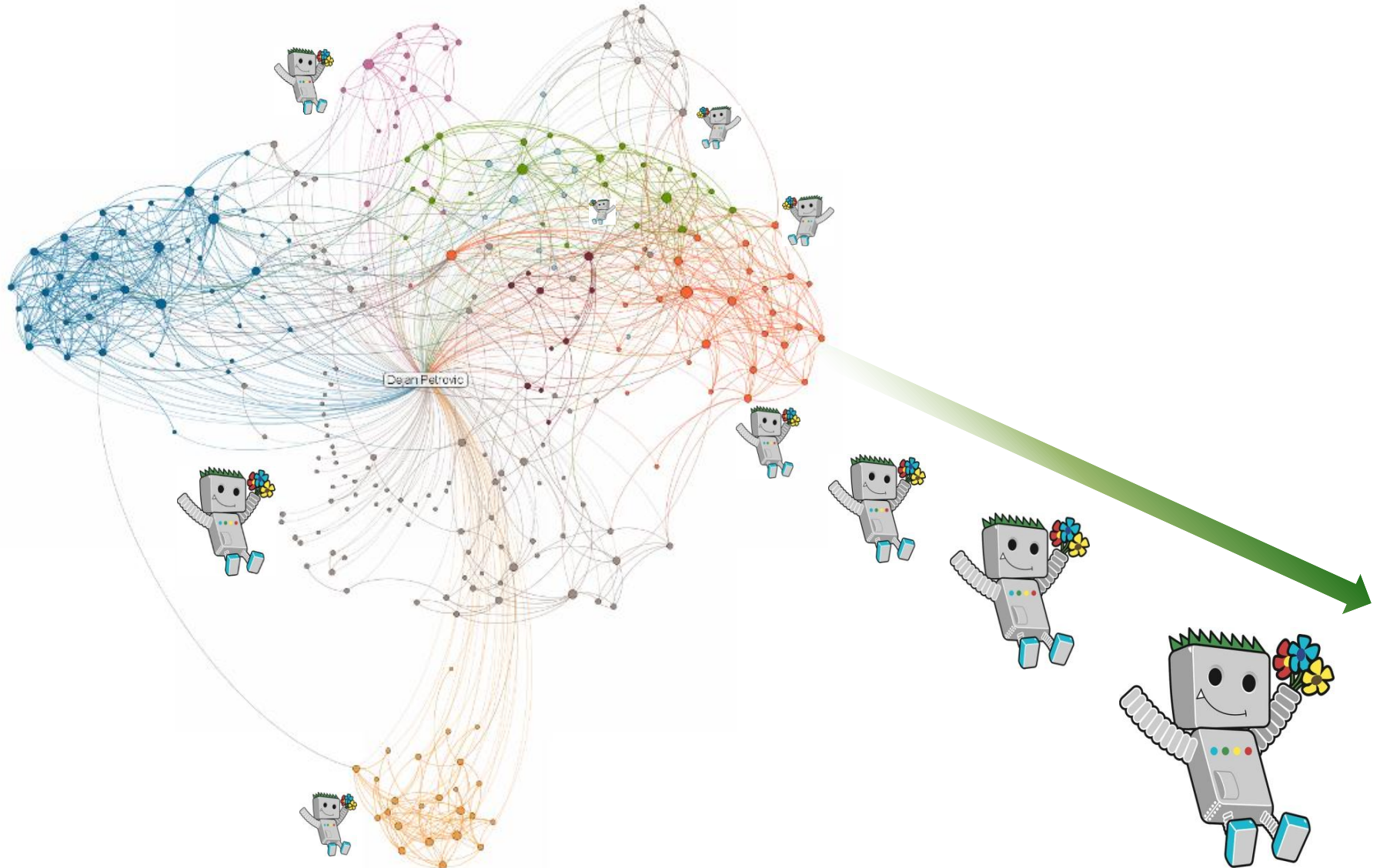
<http://dejanseo.com.au>

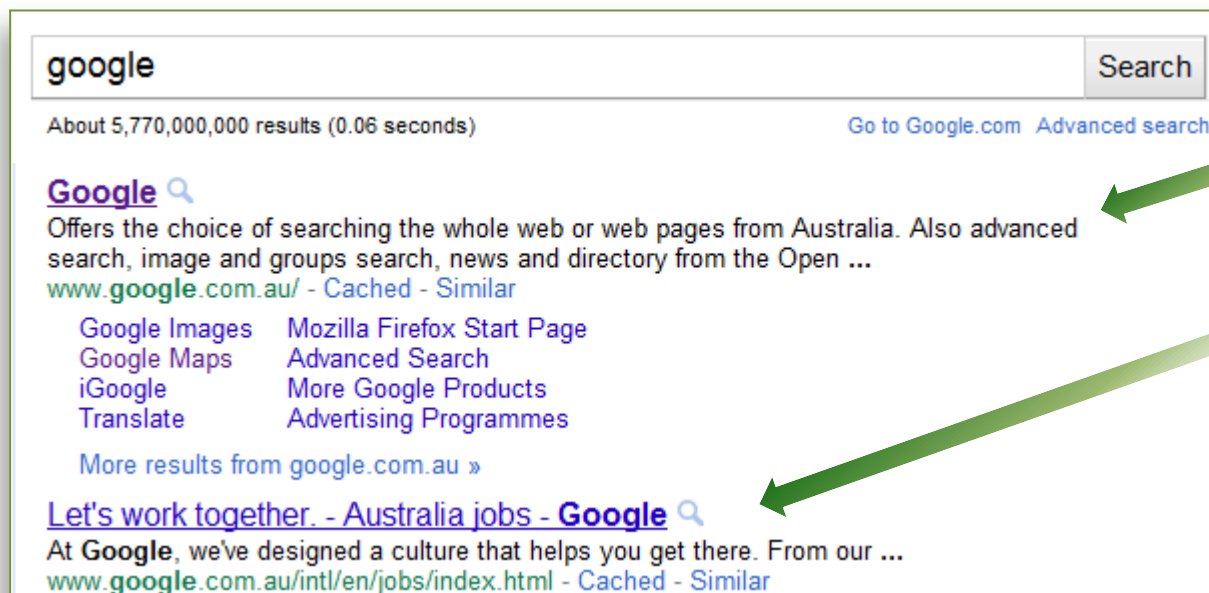
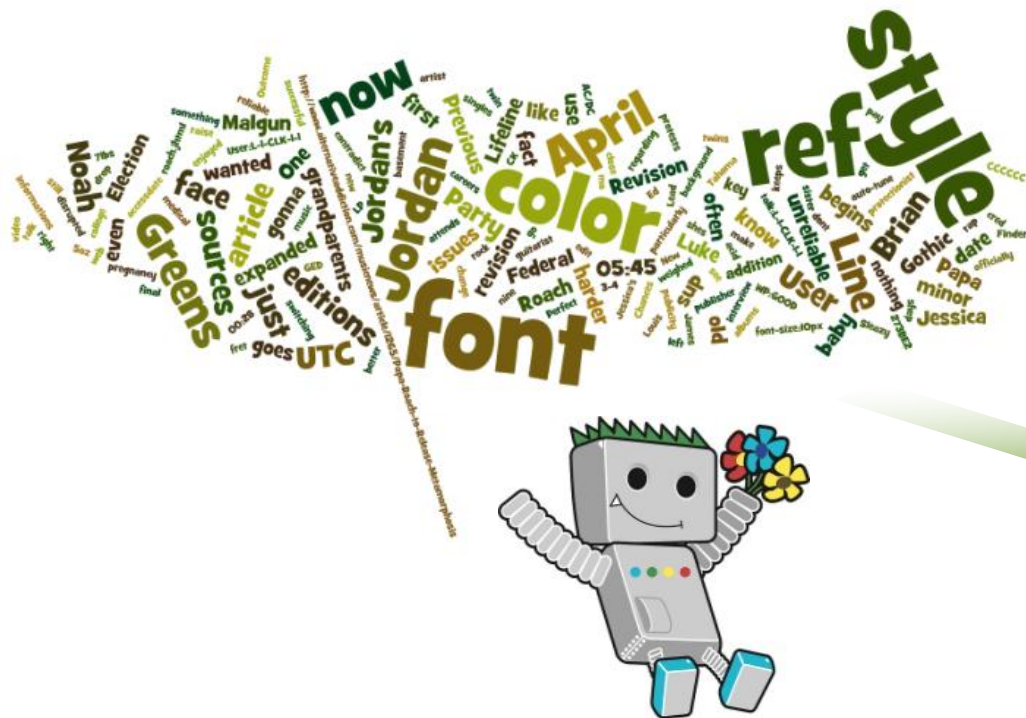
Part One

Search Engine Signals

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](#) - [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



Awesome Tool

The screenshot shows the DEJANSEO website with a navigation bar and a main content area. The main content area features a man in a striped shirt and jeans, with the text "Step 1 of 3" below him. To the right, there is a "SERP Preview Tool" overlay. The tool has fields for Title, URL, and Description, each with a character count. The Title field contains "DEJAN SEO" (70 characters used). The URL field contains "http://dejanseo.com.au/" (156 characters used). The Description field contains "The most capable SEO company in Australia. Get a free quote in a few simple steps. Call and speak to an SEO Expert on 1300 123 736." (156 characters used). Below the Description field, there is a "Search:" field containing "seo". The results show "DEJAN SEO" with the URL "http://dejanseo.com.au/" and a description. The "Next" button is highlighted with a green oval.

DEJANSEO
ADVANCED SEARCH ENGINE OPTIMISATION

CALL 1300

Home SEO Packages SEO Services Link Building Internet Marketing Testimonials FAQ Blog About Us

SEO Quote:
STEP 1: YOUR WEBSITE ADDRESS
http://
Next

SERP Preview Tool

Title: **70 characters used** (70 char max)
DEJAN SEO

URL:
http://dejanseo.com.au/

Description: **156 characters used** (156 char max)
The most capable SEO company in Australia. Get a free quote in a few simple steps. Call and speak to an SEO Expert on 1300 123 736.

Search:
seo

DEJAN SEO
http://dejanseo.com.au/ +1
The most capable SEO company in Australia. Get a free quote in a few simple steps. Call and speak to an SEO Expert on 1300 123 736.

Reset Fields Copy to Clipboard

Brought to you by DEJAN SEO

dejanseo.com.au/serp-preview-tool

On-Site Factors

Detailed Overview

- Page Title
- Content
- Position
- Internal Links
- Image ALT
- Headings
- Bold/Italic

Hidden Factors

Important Quality Metrics

Invisible Data:

- CTR from SERPs
- Average CTR for all pages
- Bounce rate

Data Collection:

- Chrome
- Toolbar

Helpful Link

seomoz.org/article/search-ranking-factors

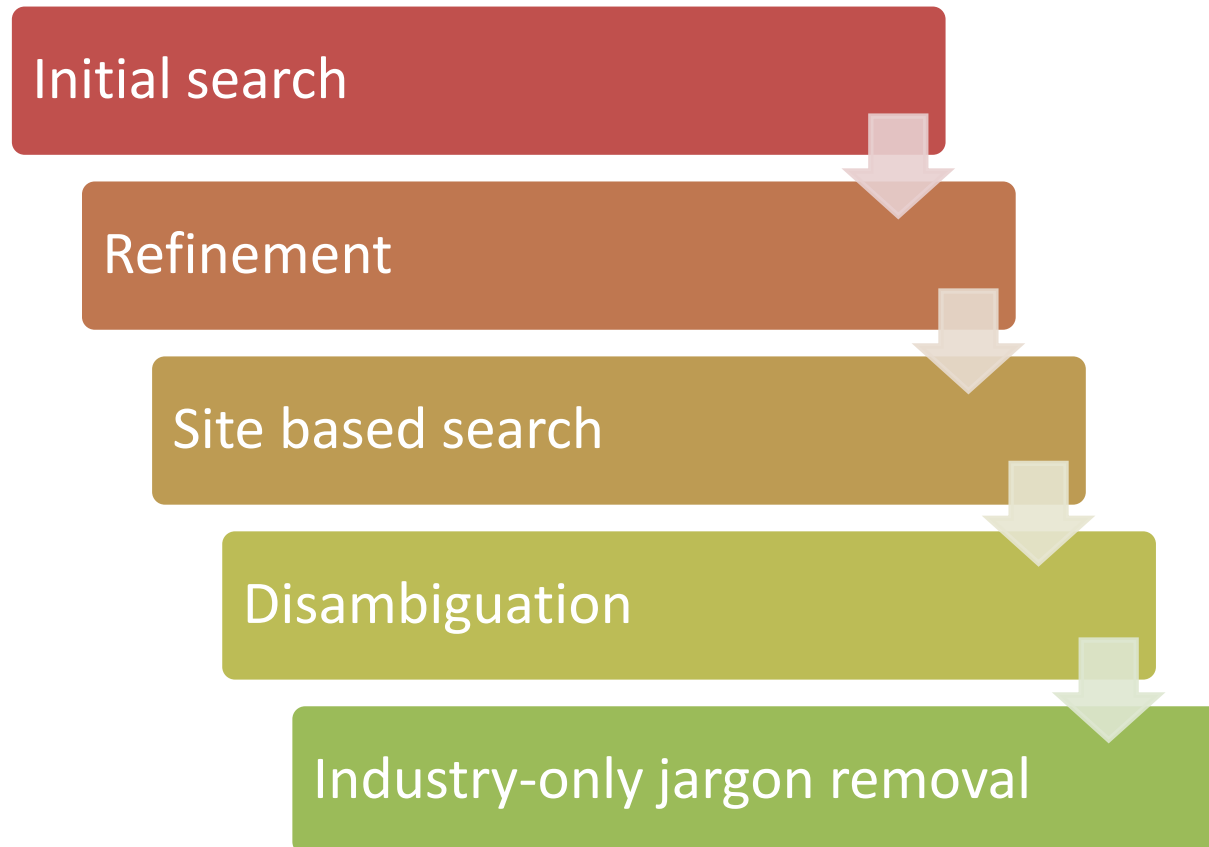
Part Two

Keyword Research



Google Keyword Tool:

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



Tip: Combine with Google Analytics & Statistics including Goal Conversions

Google Webmaster Tools

Search queries



Research Stage

Phrase Targeting Methodology

Google Webmaster Tools / Analytics

Ranking Phrases

Google Keyword Tool

Non-Ranking Phrases

Research Stage

Phrase Targeting Methodology

Google Webmaster Tools / Analytics

Ranking Phrases

Impressions

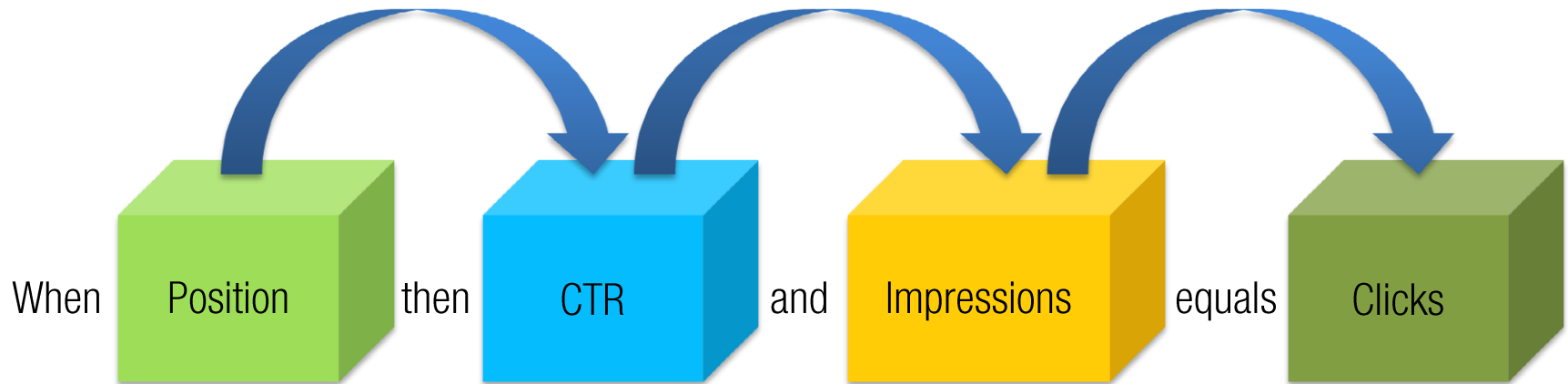
CTR

Position

Clicks

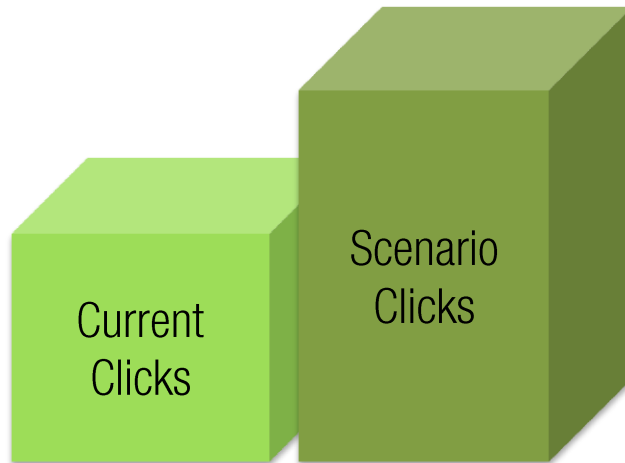
Research Stage

Phrase Targeting Methodology



Research Stage

Phrase Targeting Methodology

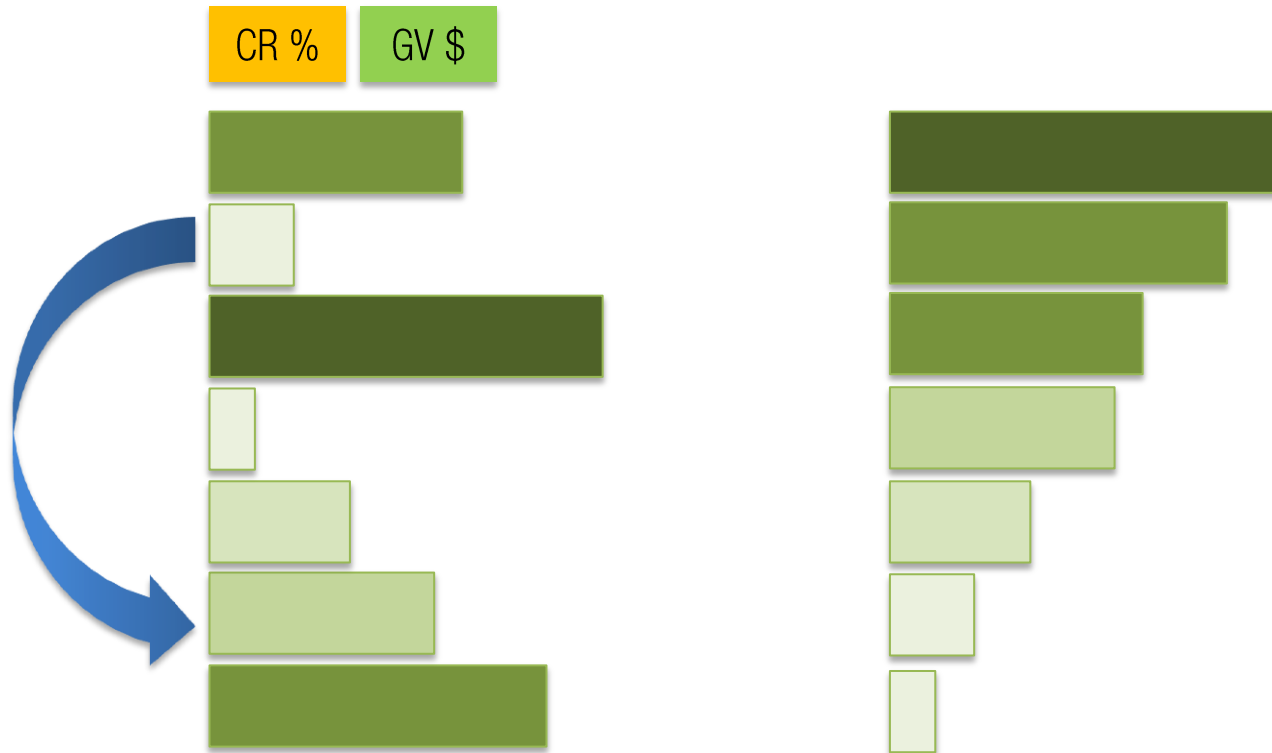


Conversion Rate (%)

Goal Value (\$)

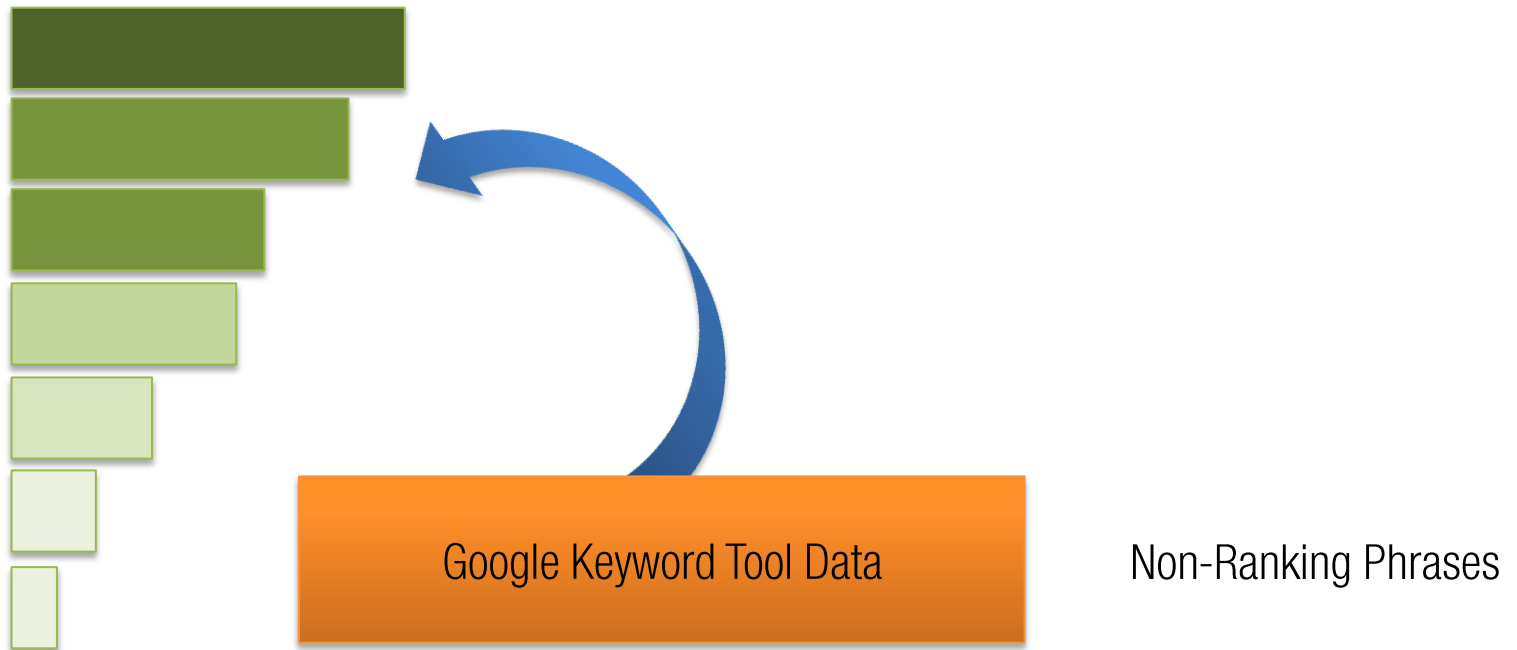
Research Stage

Phrase Targeting Methodology: Sort By Potential



Research Stage

Phrase Targeting Methodology: Sort By Potential



Free Tool

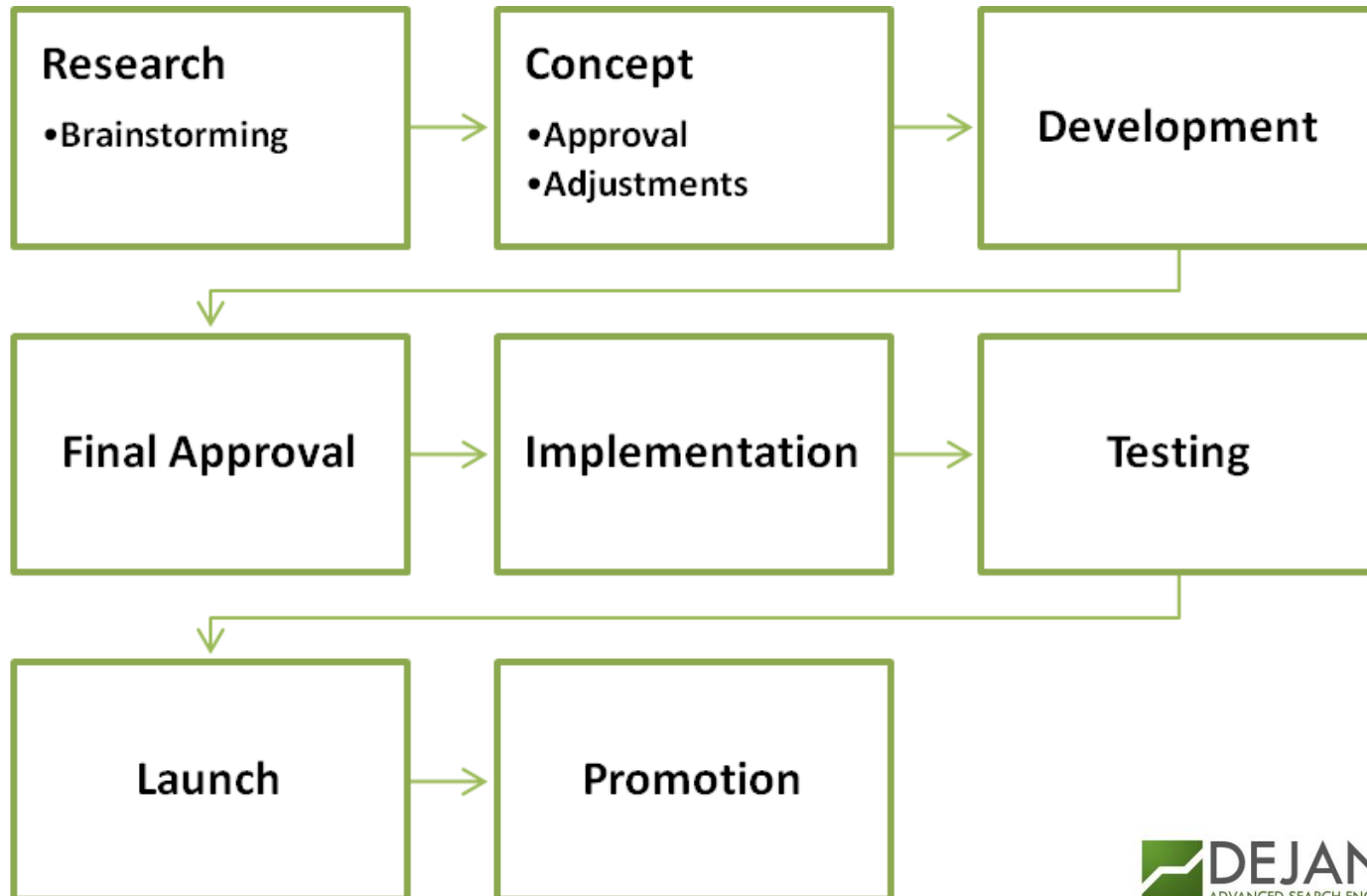
dejanseo.com.au/potential

Part Three

Content Development

Getting Organised

Content Development Process



Content Tips

- Write for humans, not search engines
- Avoid empty meaningless “SEO” articles
- Write content others will appreciate:
 - Newsworthy
 - Informative
 - Helpful
- ‘Content’ is not just words.

Content Tips

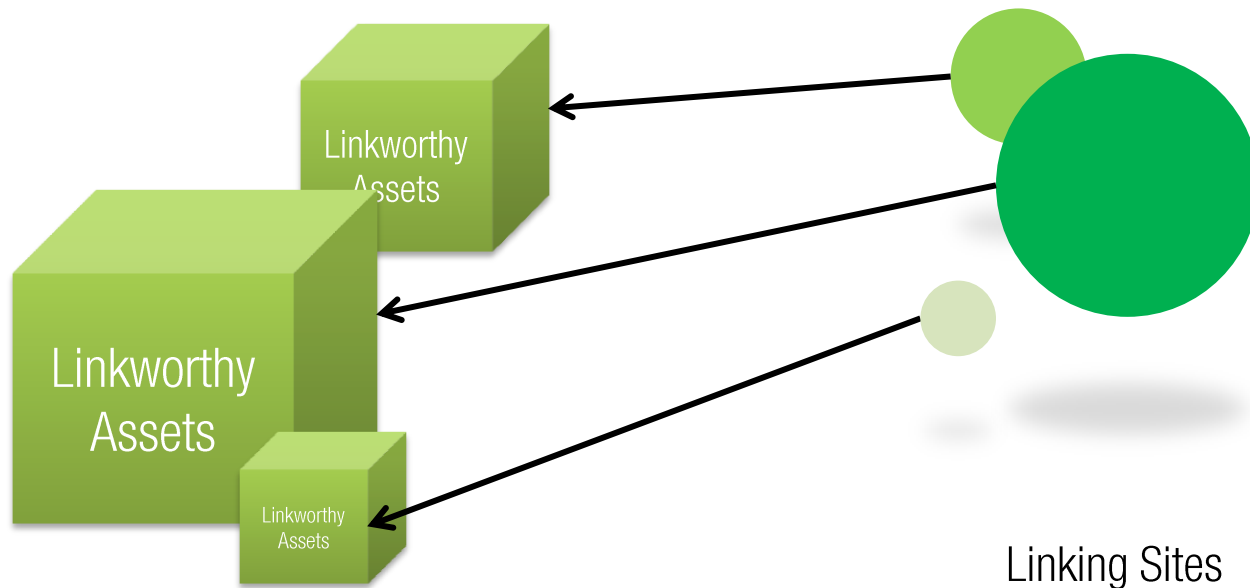
- Informative (you can learn something new)
- Substantial (enough of it and thorough)
- Complete (doesn't give half-baked information or ideas)
- Unique (not regurgitated original content)
- Helpful (practical actionable information)
- Visual (content complemented by media)
- Referenced (claims made are substantiated through citations)
- Entertaining (or otherwise emotional, e.g. surprising, sad, shocking)
- Formatted (easy to read and follow)
- Timely (right content at the right time, applies for news)
- Professional (writing style, grammar, spelling and sentence structure)

Can Search Engines Evaluate Content Quality?

Why are we creating all this content?

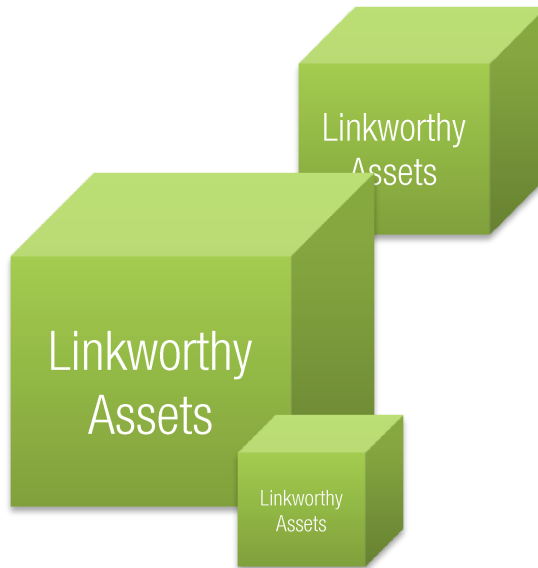
Content & Links

Define Linkworthy Assets



Content & Links

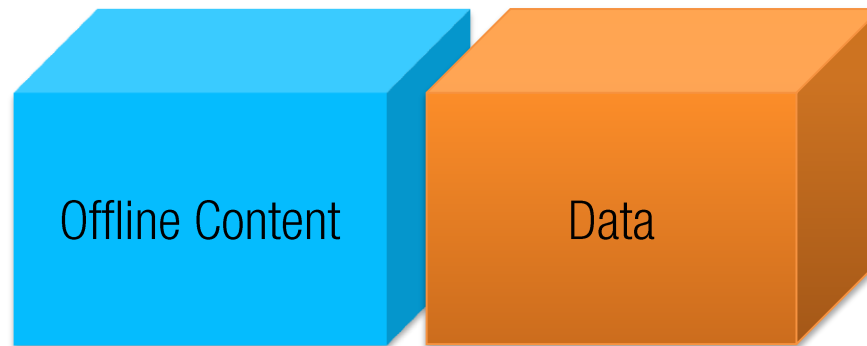
Multiply Linkworthy Assets



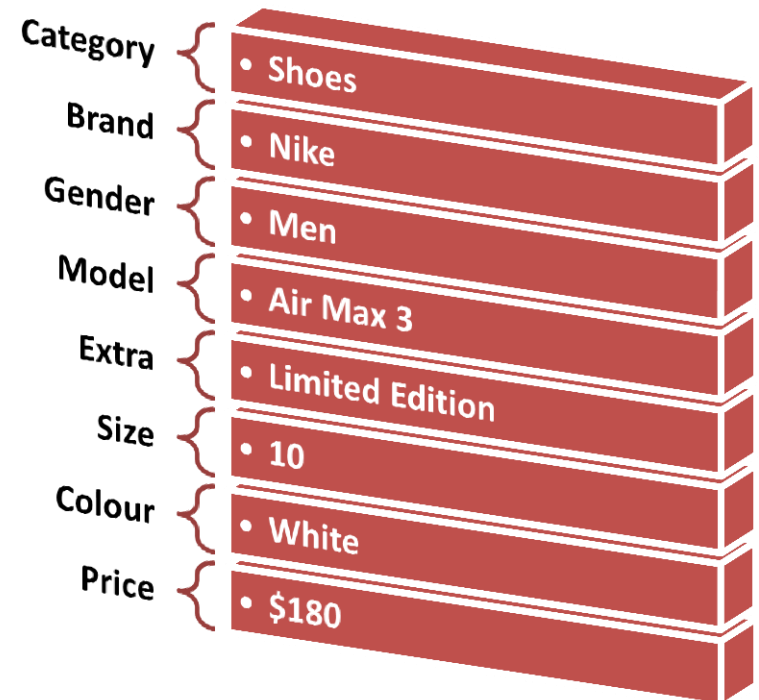
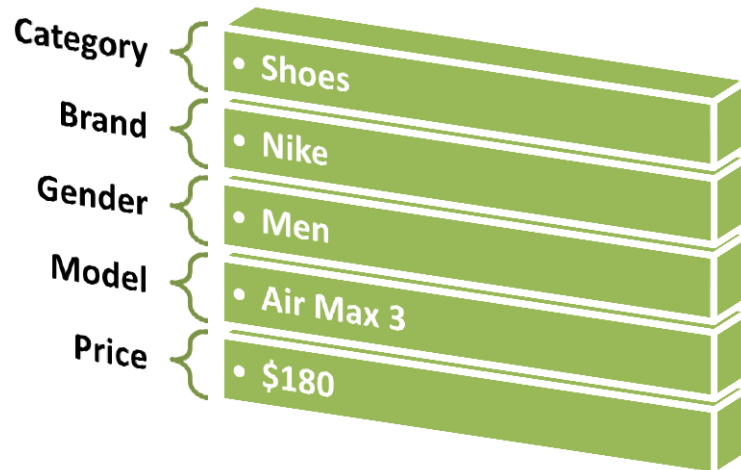
x2
Or maybe 3

Research Stage

Hidden Assets



Define: Product.



Re-Define: Product

**Product Image
(ALT TAG)**

Product Title

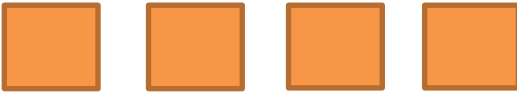
Generic product description supplied by manufacturer which describes product only vaguely and provides no additional information and value to other sites selling the same product.

\$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



Defend Your Original Content



<http://wordpress.org/extend/plugins/copy-link/>

- Take control of how your content is linked
- Prevent content duplication
- Help promote your content and website
- Receive valuable and relevant traffic
- Earn natural links and improve your SEO

Download Slides



dejanseo.com.au/smx



BONUS MATERIAL!!1

The Future
Be prepared.

‘We know that great content comes from great authors, and we’re looking closely at ways this markup could help us highlight authors and rank search results.’

<http://googlewebmastercentral.blogspot.com/2011/06/authorship-markup-and-web-search.html>

[RSS Footer - Yoast](#)

[yoast.com](#) › [WordPress Plugins](#)



by [Joost de Valk](#) - In 9,591 Google+ circles

Track your **WordPress** site easily in Google Analytics and add lots of data, for example views per author & category and automatic tracking of outbound clicks, ...



Dana Lookadoo shared this on [friendfeed.com](#) - [9 May 2010](#)

WP About Author

<http://wordpress.org/extend/plugins/wp-about-author/>

- Important for authorship signals
- Can be tweaked to comply with Google standards

`Google+`

`Google+`

Info:

- <http://dejanseo.com.au/google-expands-on-authorship-markup-by-showing-authors-in-search-results/>
- <http://dejanseo.com.au/new-and-easier-approach-to-authorship-markup/>

‘Today we’re announcing schema.org, a new initiative from Google, Bing and Yahoo! to create and support a common set of schemas for structured data markup on web pages.’

<http://googlewebmastercentral.blogspot.com/2011/06/introducing-schemaorg-search-engines.html>

Creative works:

CreativeWork, Book, Movie, MusicRecording, Recipe, TVSeries

Embedded non-text objects:

AudioObject, ImageObject, VideoObject

Event

Organization

Person

Place, LocalBusiness, Restaurant

Product, Offer, AggregateOffer

Review, AggregateRating

Salad - Thai Green Mango Salad Recipe



★★★★★ 5 reviews - Total cook time: 20 mins

You asked for a one-page printable version of my step-by-step Green **Mango Salad** recipe, so here it is! This salad will blow you away with its ...

thaifood.about.com/od/thaisnacks/r/greenmangosalad.htm -

[Cached](#) - [Similar](#)

Great Tool

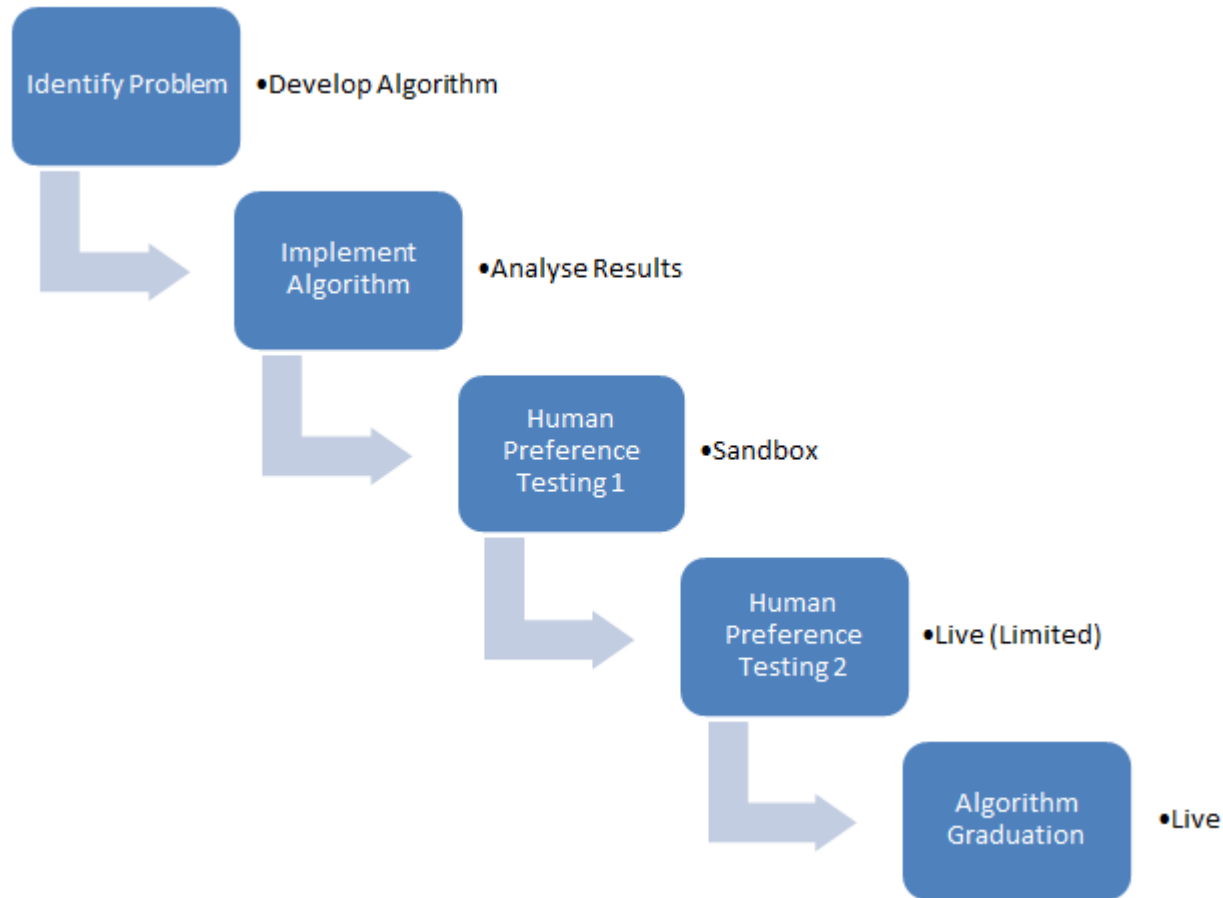
google.com/webmasters/tools/richsnippets

Download Slides

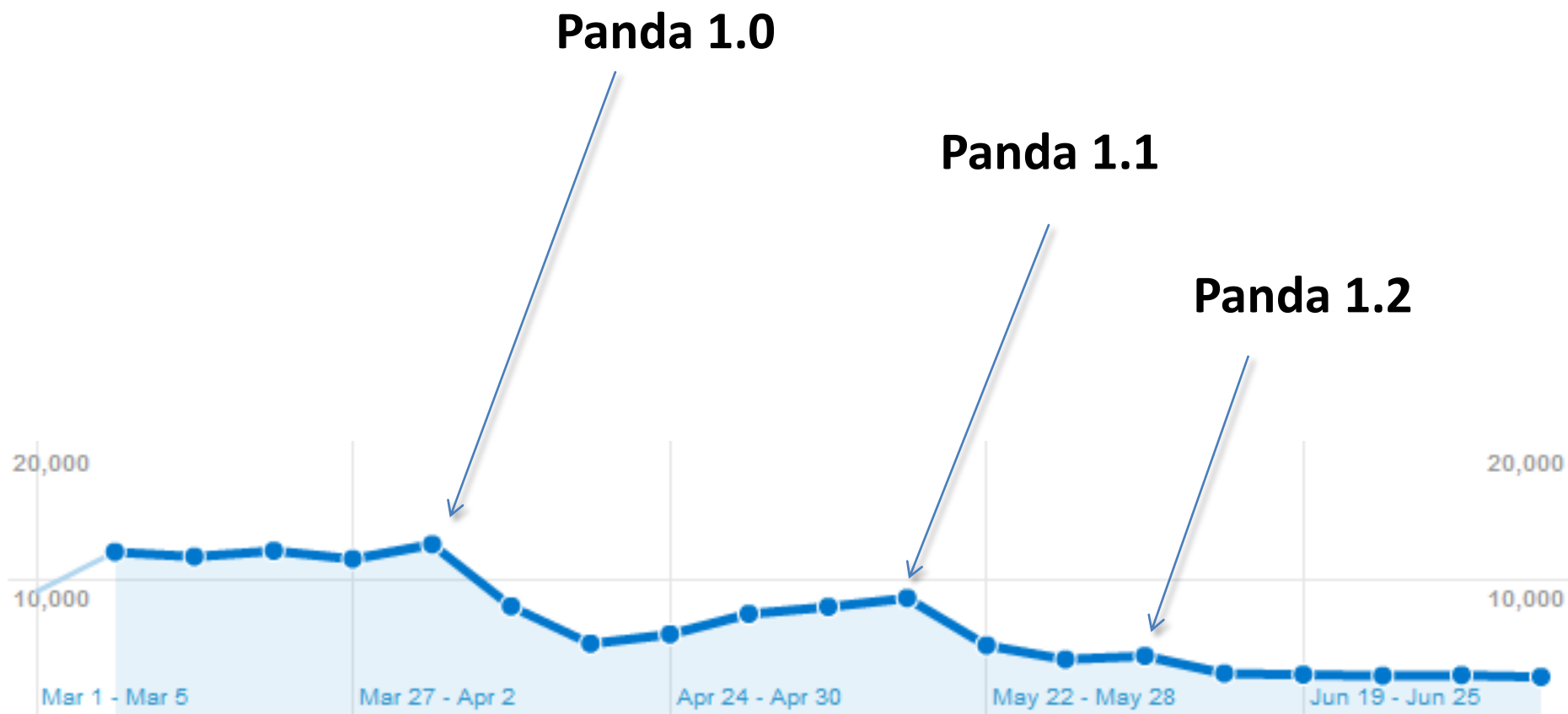


dejanseo.com.au/smx

What is Panda?



What does it do?



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.”

Faceted Navigation

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

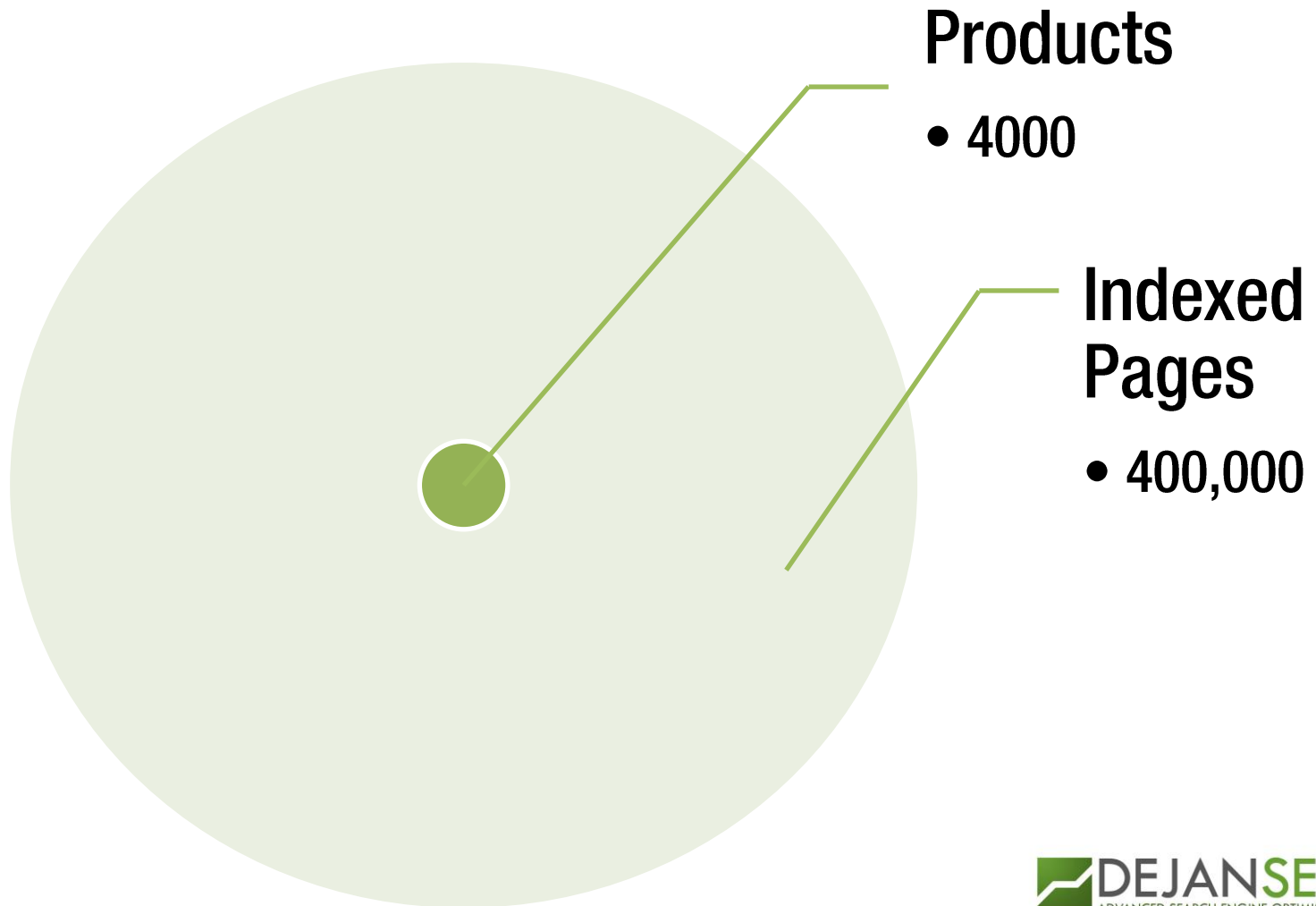
We Found 1023 DSLR Digital Cameras with 10Megapixels and 32 Gb XD Memory

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

PAGINATION

Page: 1 2 3 4 5 ... 78

Faceted Navigation



What to look out for?

- Duplicate Content
- Thin / Shallow Repetitive Content
- Excessive Ads / Aggressive Placement
- User Experience & Trust
- Design!

Duplicate Content:

- Canonicalisation
- Pagination
- URL Parameters
- Browsable Tags
- Browsable Search Results
- Full Posts in Categories (no excerpts)

Duplicate Content:

Canonicalisation

<http://dejanseo.com.au>

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

<http://dejanseo.com.au/?referrer=bt>

<http://dejanseo.com.au/?referrer=bt&bg=blue>

<link rel="canonical" href="http://dejanseo.com.au"/>

Info: <http://www.google.com/support/webmasters/bin/answer.py?answer=139394>

Duplicate Content:

Pagination Problem:

<http://dejanseo.com.au/blog/seo-news-updates/page/5/>



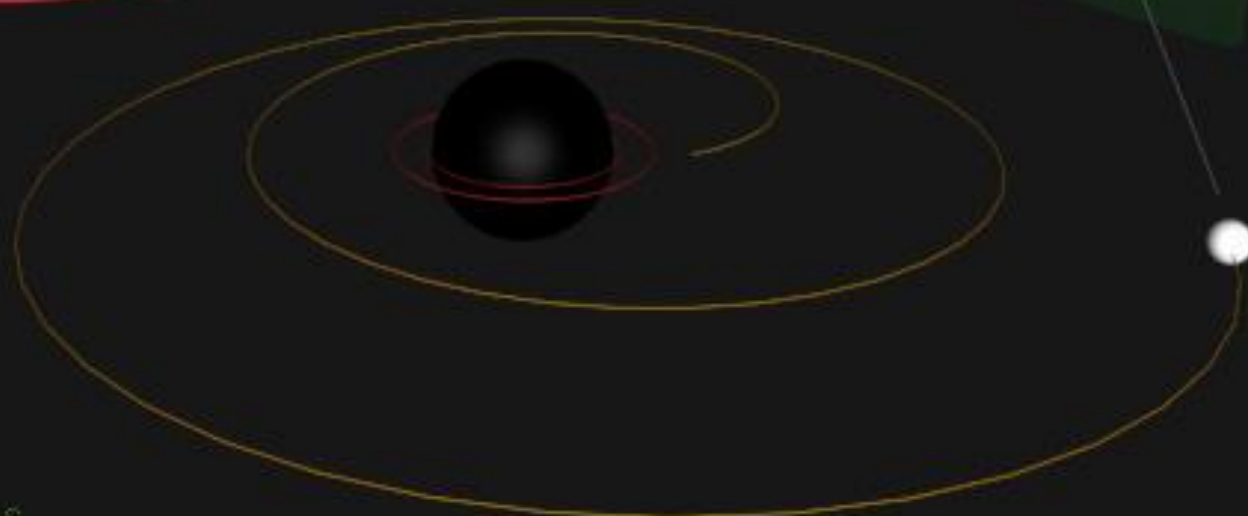
Solution:

rel="next" and rel="prev"

Info: <http://dejanseo.com.au/google-pagination-rel-link-element/>

[+] 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

Download Slides



dejanseo.com.au/smx