Enterprise SEO
2012 and Beyond
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2012 and Beyond

• Strategy & Decision Making
• Technical Wizardry
• Future Direction
Dealing With Scale

Giving up on 100% manual work.
Strategy & Decision Making
Phrase Potential Calculation
Research Stage
Phrase Targeting Methodology

- Google Webmaster Tools / Analytics
- Google Keyword Tool

Ranking Phrases
Non-Ranking Phrases
Research Stage
Phrase Targeting Methodology

Google Webmaster Tools / Analytics

Ranking Phrases

Impressions
CTR
Position
Clicks
Research Stage

Phrase Targeting Methodology: Sort By Potential

CR %  GV $
Research Stage

Phrase Targeting Methodology: Sort By Potential

Google Keyword Tool Data

Non-Ranking Phrases
Technical SEO Examples

On-Site
- URL to Phrase Matching
- Navigation & Canonicalisation
- Content Analysis
- GWT Setup & Configuration

Technical

Off-Site
- Define Linkable Assets
- Relationship Assessment
- Broken Link Analysis
- Consolidation Potential
Technical Wizardry for large-scale architecture challenges
...continued...
Software Crash.
• Seed List of URLs
• Outgoing Links to Crawl
• Depth Level
• Crawl Type
• Max Number URLs to Crawl
• Max Pages Per Domain
• File Types to Crawl

+ Analysis
• Large-Scale Visualisation
• Architecture Modelling
• PageRank Projection
• Internal / External Link Flow
• Advanced Statistics
• Hub / Authority Discovery

+ Export
Ten Awesome Tools

1. bubbl.us
2. gephi.org
3. 80legs.com
4. graphviz.org
5. cytoscape.org
6. writemaps.com
7. smartdraw.com
8. astuteo.com/slickmap
9. nullpointer.co.uk/~webtracer2.htm
10. home.snafu.de/tilman/xenulink.html

BONUS:

1. gomockingbird.com
2. pidoco.com/en
3. gliffy.com
4. diagram.ly
5. lovelycharts.com
Research Stage
Backlink Profile Assessment

Negative Impact  Filtered  Positive Impact
Research Stage

Define Linkworthy Assets

Linkworthy Assets

Linkworthy Assets

Positive Impact
Research Stage

Multiply Linkworthy Assets

Linkworthy Assets

x2

Or maybe 3

DEJANSEO
ADVANCED SEARCH ENGINE OPTIMISATION
Research Stage
Defining Top Liabilities

Negative Impact

- Delete
- Correct
- Move
Competitive Link Analysis

Total Backlinks (15)
  Shared (8)

Unique Backlinks (7)

Competitor Backlinks
Research Stage

Qualitative Link Analysis

Unique Backlinks (7)

mR/mT/ACRank/PR
Research Stage
Competitive Analysis: Likelihood Assessment

Link Value
Target Score
Likelihood
Ten Awesome Tools

- ahrefs.com
- ontolo.com
- blekko.com
- linkdex.com
- raven.tools.com
- buzzstream.com
- majesticseo.com
- opensiteexplorer.org
- linkresearchtools.com
- wordtracker.com/linkbuilder
Collaborative Success
SEO & The Marketing Mix
Training Steps
Corporate SEO Policy
What’s new and significant.

In 5 minutes.
Enhanced Search Quality
Over-Optimisation, Networks, Panda & UX
Personalisation & AuthorRank

SEO Book.com ~ SEO Training Made Easy
www.seobook.com/
by aaron wall · in 15,480 Google+ circles · More by aaron wall
"Aaron Wall's SEO Book is the best guide I have found for getting ... And now you can hire Aaron as your personal SEO coach for just around $10 per day!

Usman Patel, Gyi Tsakalakis, Tadeusz Szewczyk and 16 other people
+1’d this · Thank them

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dejanseo.com.au/google-unified/
by Dan Petrovic · in 1,904 Google+ circles
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Do & Do not.
do

Set Up Google+ Page
Engage, share, grow followers, get +’ed
Get your content +’ed

Authorship Signals
Setup and verify all your authors
Embed it in CMS

On-Site
Canonicalise. Trim.
Rich snippets.

Links
Risk assessment.
Cleanup.
**Index Bloat**

- Thin, automated, repetitive content pages
- Indexable search results and tags
- ‘SEO’ keyword pages

**Over-Optimise**

- Anchor Text
- On-Page

**Link Schemes**

- Automated
- Blog Networks
- Spam
- Mass-Scale ‘Clever’ Tactics

**Poor UX**

- Navigation, Design & Layout
This is the path we’re headed down:

A single unified, beautiful product across everything.

If you don’t get that, then you should probably work somewhere else.
Link Graph
Social Graph
Knowledge Graph
Got 10,000 likes on Facebook
And 50,000 followers on Twitter?

That’s nice. But...
Read the full article.
Search for ‘enterprise SEO’