

# The 12-step program to higher rankings in Google, Yahoo, and MSN

Steve Drucker  
CEO

Fig Leaf Software



- CEO, Fig Leaf Software
- B.S. Computer Science, The University of Maryland
- Lead developer/architect – Voice of America ([www.voanews.com](http://www.voanews.com))
- Developing ColdFusion applications since 1995
- Author, Moving to ColdFusion 8 Courseware
- Lead Author, Advanced ColdFusion 7 Courseware for Adobe
- Author, The ColdFusion Web Database Construction Kit w/Ben Forta
- Adobe Certified Master Instructor for Dreamweaver, ColdFusion, Acrobat, LiveCycle ES, and several other technologies
- Working in SEO since 2005
  - Applied SEO to <http://training.figleaf.com>, resulting in 33% sales increase
  - Latest SEO project: [www.solomoneyeassociates.com](http://www.solomoneyeassociates.com) – increased web traffic 800% from previous site design
  - Available for private consulting/training engagements dealing with SEO (much longer, in-depth presentation available)



- Before you start...
- The 12-Step SEO Program
- Google Adwords (paid placement)
- Google Analytics
- What NOT to do (Black-hat SEO)

# Before you start your SEO efforts



- Take a logical approach
- Define a budget
- Accept that web marketing can be effective
- Generate some baseline statistics
- Fix your site
- Define your keywords
- Research your competitors
- Design success metrics

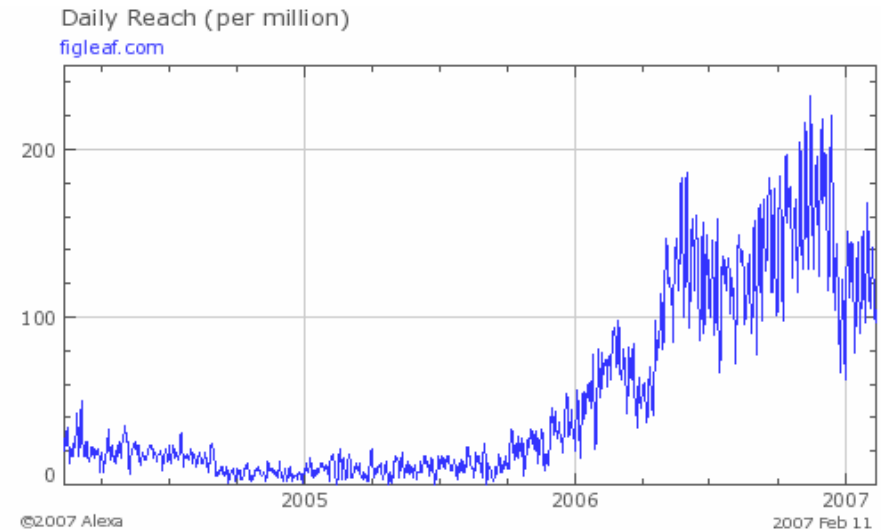
- SEO takes time to implement
- Significant latency between when you implement a change, and when it actually appears on a search engine
- Trial-and-Error process
- Natural vs. Paid listings

# Web Marketing Can Be Effective!



- Drink the Kool-Aid!
- SEO is just one component of your overall marketing strategy
- Define a budget (time)
- Realize that SEO is a process, not a single-time operation
- Case Study
  - Fig Leaf started its campaign to improve SE placement in February 2006 for <http://training.figleaf.com>
  - Customers finding us through search engine queries (self-reported)
    - Feb 06: 3
    - Mar 06: 5
    - Apr 06: **19**
  - More students now register directly through the web site than call our registrar
  - Weekend registrations

- Use Alexa ([www.alexa.com](http://www.alexa.com)) to compare your traffic against a competitor
- Use webserver logging
- Track http\_referrer
- Capture current referrer traffic to a database
- Analyze Log files
  - Free or timed-trial log analyzers
  - <http://www.sawmill.net> (timed trial)
- Determine sell-through %
- Use third-party tools
  - Google Analytics



# Research your keywords



- The content in your site should be organized around specific keywords that you think your targeted audience will use
- Use Google Keyword Tool to verify popularity, effectiveness, and competition  
<https://adwords.google.com/select/KeywordToolExternal>
- <http://www.keyworddiscovery.com/> collects data from almost 200 search engines
- Consider that you're not necessarily building traffic – you're building CONVERSIONS
- Research your competitors keywords:  
<http://www.spyfu.com/>

Additional keywords to consider [?] - sorted by relevance [?]

Keywords	August Search Volume [?]	Advertiser Competition [?]	Match Type: [?] Broad [v]
coldfusion courses			<a href="#">Add »</a>
coldfusion classes			<a href="#">Add »</a>
cold fusion training			<a href="#">Add »</a>
coldfusion course			<a href="#">Add »</a>
learn coldfusion			<a href="#">Add »</a>
coldfusion class			<a href="#">Add »</a>
captivate training			<a href="#">Add »</a>
flex training			<a href="#">Add »</a>
dreamweaver training			<a href="#">Add »</a>
cfm training			<a href="#">Add »</a>
flash training			<a href="#">Add »</a>
adobe training			<a href="#">Add »</a>
cold fusion courses			<a href="#">Add »</a>
macromedia training			<a href="#">Add »</a>
cold fusion course			<a href="#">Add »</a>
coldfusion			<a href="#">Add »</a>
coldfusion certification			<a href="#">Add »</a>
coldfusion development			<a href="#">Add »</a>
coldfusion resume			<a href="#">Add »</a>

- "If you can't beat 'em, join 'em...then beat 'em"
- Use your keywords on Google to identify top listed sites
- Search on your trademarked names
  - Do ads for your competitors show up?
- Is your content being plagiarized?  
<http://www.copyscape.com/>
- Use Google's advanced syntax to find where they're linked from
  - link:
  - allinurl:
- Use one of the SEO Analysis Toolbars to analyze SERP's
  - SEOquake – <http://www.seoquake.com>
  - SEOpen - <http://seopen.com/firefox-extension/index.php>

- Increase in traffic
- Increase in sell-through
- Get better rankings than your competition
- Increase in # of pages viewed / session
- Increase in returning visitors

# The 12-step program to getting high (rankings)



- 1. Put keywords in <title>
- 2. Have relevant 40-word page <description>
- 3. Organize content hierarchically
  - Subsite
  - heading tags
  - Put most important content at the TOP of your pages
- 4. Update your content frequently  
(Newspaper example)
- 5. Implement Google/Yahoo site maps
  - [www.google.com/webmasters](http://www.google.com/webmasters)
  - **http://siteexplorer.search.yahoo.com**

- 7. Use Cross-Linking
  - Site Navigation
  - Hyperlink keywords to relevant pages
  - Link Keywords, not images
- 8. Try to get pages containing similar content from other websites to link to you
  - link sharing
  - link affiliates
  - Press Releases (PRWeb)
- 9. Create a Blog (and have your friends create blogs too!)
- 10. Put keywords in your domain/page name. Use \_ as separators
- 11. Leverage Social Networking
  - Digg
  - Technorati
  - Del.icio.us
  - Stubleupon
  - Slashdot
  - Professional indexes / trade associations
- 12. Put links to your website/pages in your online signature and advertise your site through public facing sites
  - on-line forums
  - Myspace / linkedIn
- PERSISTENCE WINS THE DAY

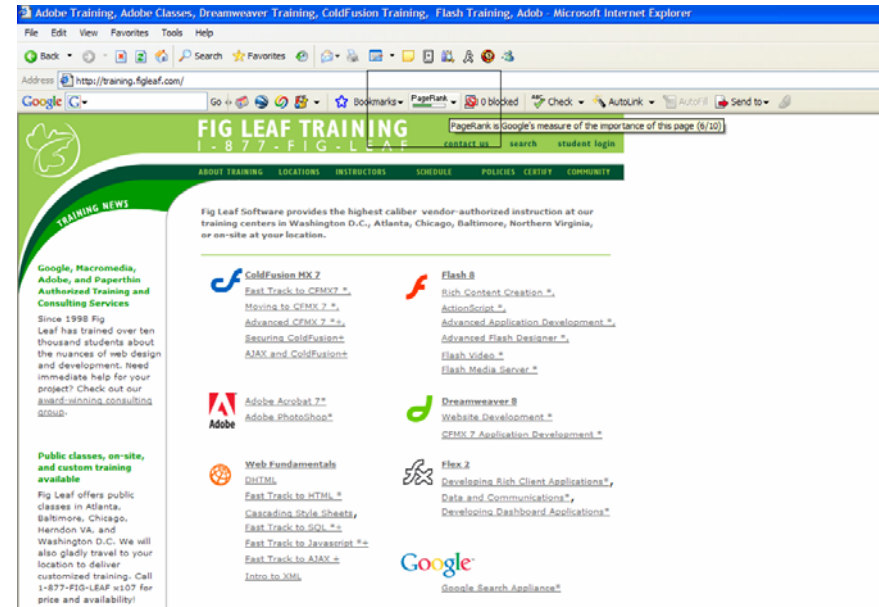
- It depends on a number of factors
- Google treats pages with URL variables as static url's, as long as you have fewer than three (3) parameters
- Nothing necessarily wrong with using URL variables, as long as <title> metadata is dynamic – but be careful of unintended consequences
- Can be used to your advantage in generating pages with similar content but different keywords

- Yeah, pretty much – but getting better!
- Text within Flash SWFs indexed by Google
- To see what Google (probably) sees:  
[http://www.macromedia.com/software/flash/download/search\\_engine/](http://www.macromedia.com/software/flash/download/search_engine/)
- Different animation methods within Flash affect text content!
- AJAX / Frame based applications where content is dynamically determined at runtime by user input is also problematical
- Tips for taming Web 2.0
  - Create HTML files that contain search terms
  - Place a hyperlink on the page that redirects to the web 2.0 object
  - Use the Adobe Flash Search SDK
- See this presentation at MAX 2007:  
Optimizing Search for Rich Internet Applications, by Craig Hordlow  
Monday, Oct 1, 11:30 – 12:30  
Tuesday, Oct 2, 2:45 – 3:35

# Identifying Page Rank



- Use Google Webmaster Tools (best)
- [www.seotools.com](http://www.seotools.com)
- [www.seochat.com](http://www.seochat.com)
- Install the Google Toolbar
- Original PageRank formula
  - <http://www-db.stanford.edu/~backrub/google.html>



- Free service
- Need to be applied
- Acquired by Google (formerly Urchin)
- Deploy by calling an external javascript resident on Google's servers
- Provides highly detailed use information

# Google Analytics Demo



Google Analytics - Microsoft Internet Explorer  
File Edit View Favorites Tools Help  
Address: https://www.google.com/analytics/home/report?rid=333276&scid=232289

Google AdWords  
Campaign Management Reports Analytics My Account  
Analytics Settings | View Reports training.figleaf.com

### Reports: training.figleaf.com

#### Dashboards

View Executive

- Executive Overview
- E-commerce Summary
- Conversion Summary
- Marketing Summary
- Content Summary
- Site Overlay

#### All Reports

- ▶ Marketing Optimization
- ▶ Content Optimization
- ▶ E-Commerce Analysis

#### Executive Overview

training.figleaf.com | 5/1/2006 - 5/7/2006

Export

##### Visits and Pageviews

Average: 2.20 P/V  
Visits: 2,535  
Pageviews: 5,578

Date	Visits	Pageviews
Mon 5/1	~100	~200
Tue 5/2	~150	~300
Wed 5/3	~200	~400
Thu 5/4	~180	~350
Fri 5/5	~120	~250
Sat 5/6	~80	~150
Sun 5/7	~150	~300

##### Visits by New and Returning

Visitor Type	Percentage
New Visitor	82.72%
Returning Visitor	17.28%

##### Geo Map Overlay

##### Visits by Source

Source	Percentage
google	45.92%
(direct)	24.77%
figleaf.com	9.35%
man	5.01%
chattyfig.figleaf.cor	13.37%
(other)	~1.68%

#### Date Range [2]

View By Default

2006

Month	1	2	3	4	5	6
Jan						
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
S						
M						
T						
W						
T						
F						
S						
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Prev << Week >> Next

#### Help Information

##### Visitor Summary

- Google Adwords
- CPC vs. CPI
- Paying for pagerank

- Pay Per Click service, allowing you to create a sponsored link on Google
- Specify max CPC or use "Budget Optimizer"
- Limited text/images
- Certain editorial guidelines apply

- Cost per click vs. Cost Per Impression
- CPI used to place ads on Google content provider network (affiliated web sites)

- Pay for links from highly ranked Google sites
- Costs vary
- <http://www.linkadage.com/>

- Hidden text
  - `Style="visibility:hidden"`
  - `Style="display:none;"`
  - `onLoad="document.getElementById('HiddenSEOTerms').style.display='none;'"`
- Doorway Pages (pages created expressly for search engines)
- Click Fraud
- Redirects
- Cloaking (serving different pages to search engine than for a user)
- Spamdexing
- Google Bombing

- <http://googlewebmastercentral.blogspot.com/>
- [http://groups.google.com/group/Google\\_Webmaster\\_Help](http://groups.google.com/group/Google_Webmaster_Help)
- [www.seoachat.com](http://www.seoachat.com)
- Total Optimizer Pro (Keyword density analyzer)  
<http://www.totaloptimizer.com/>
- SERPS  
<http://www.seo-guy.com/seo-tools/se-pos.php>
- SEO Quake  
<https://addons.mozilla.org/en-US/firefox/addon/3036>

- WebCEO  
<http://www.webceo.com>
- [www.seomoz.org](http://www.seomoz.org)
- Many, many, many others

- Contact Me!

Steve Drucker

[sdrucker@figleaf.com](mailto:sdrucker@figleaf.com)

1-877-FIG-LEAF x101