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>
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
seomoz.org/article/search-ranking-factors
Part Two
Keyword Research
Google Keyword Tool:
https://adwords.google.com/select/KeywordToolExternal

Initial search
Refinement
Site based search
Disambiguation
Industry-only jargon removal

Tip: Combine with Google Analytics & Statistics including Goal Conversions
Google Webmaster Tools

Search queries

Top queries

Top pages

Filters... "xbox" Web Australia

Jun 9, 2011 to Jul 14, 2011

Queries containing "xbox"

15

1,500,000

140,000

<table>
<thead>
<tr>
<th>Query</th>
<th>Impressions</th>
<th>Change</th>
<th>Clicks</th>
<th>Change</th>
<th>CTR</th>
<th>Change</th>
<th>Avg. position</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>★ xbox 360 price</td>
<td>250</td>
<td>↑ 25%</td>
<td>22</td>
<td></td>
<td>9%</td>
<td>↓ -2.0</td>
<td>1</td>
<td>↓ -0.5</td>
</tr>
<tr>
<td>★ cheap xbox 360 games</td>
<td>200</td>
<td>↑ 33%</td>
<td>60</td>
<td>↑ 71%</td>
<td>30%</td>
<td>↑ 7.0</td>
<td>1</td>
<td>↓ -0.1</td>
</tr>
<tr>
<td>★ cheap xbox 360</td>
<td>170</td>
<td>↑ 240%</td>
<td>50</td>
<td>↑ 213%</td>
<td>29%</td>
<td>↓ -3.0</td>
<td>2</td>
<td>↓ -0.2</td>
</tr>
<tr>
<td>★ xbox kinect price</td>
<td>70</td>
<td>↑ 218%</td>
<td>12</td>
<td></td>
<td>17%</td>
<td>↑ 20</td>
<td>8</td>
<td>↓ 2.0</td>
</tr>
<tr>
<td>★ xbox 360 kinect price</td>
<td>&lt;10</td>
<td>↑ -</td>
<td>&lt;10</td>
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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

When Position then CTR and Impressions equals Clicks
Research Stage
Phrase Targeting Methodology

Current Clicks

Scenario Clicks

Conversion Rate (%)

Goal Value ($)
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
dejanseo.com.au/potential
Part Three

Content Development
Getting Organised

Content Development Process

- **Research**
  - Brainstorming

- **Concept**
  - Approval
  - Adjustments

- **Development**

- **Final Approval**

- **Implementation**

- **Testing**

- **Launch**

- **Promotion**

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ADVANCED SEARCH ENGINE OPTIMISATION
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

Linkworthy Assets

x2
Or maybe 3
Research Stage

Hidden Assets

Offline Content

Data
Define: Product.

Category: Shoes
Brand: Nike
Gender: Men
Model: Air Max 3
Price: $180

Category: Shoes
Brand: Nike
Gender: Men
Model: Air Max 3
Extra: Limited Edition
Size: 10
Colour: White
Price: $180

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Re-Define: Product

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

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
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.’

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, ...
WP About Author
http://wordpress.org/extend/plugins/wp-about-author/

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

<a href=”[profile_url]?rel=author”>Google+</a>
<a href=”https://plus.google.com/103219547932169098058?rel=author”>Google+</a>

Info:
‘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.’

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

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/greennangosalad.htm

Cached - Similar
google.com/webmasters/tools/richsnippets
What is Panda?
What does it do?

Panda 1.0

Panda 1.1

Panda 1.2
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 10 Megapixels 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

- Products
  - 4000

- Indexed Pages
  - 400,000
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

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

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

Pagination Problem:

Solution:
rel="next" and rel="prev"

[+] 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.