

# SEO in 2012

And Beyond.



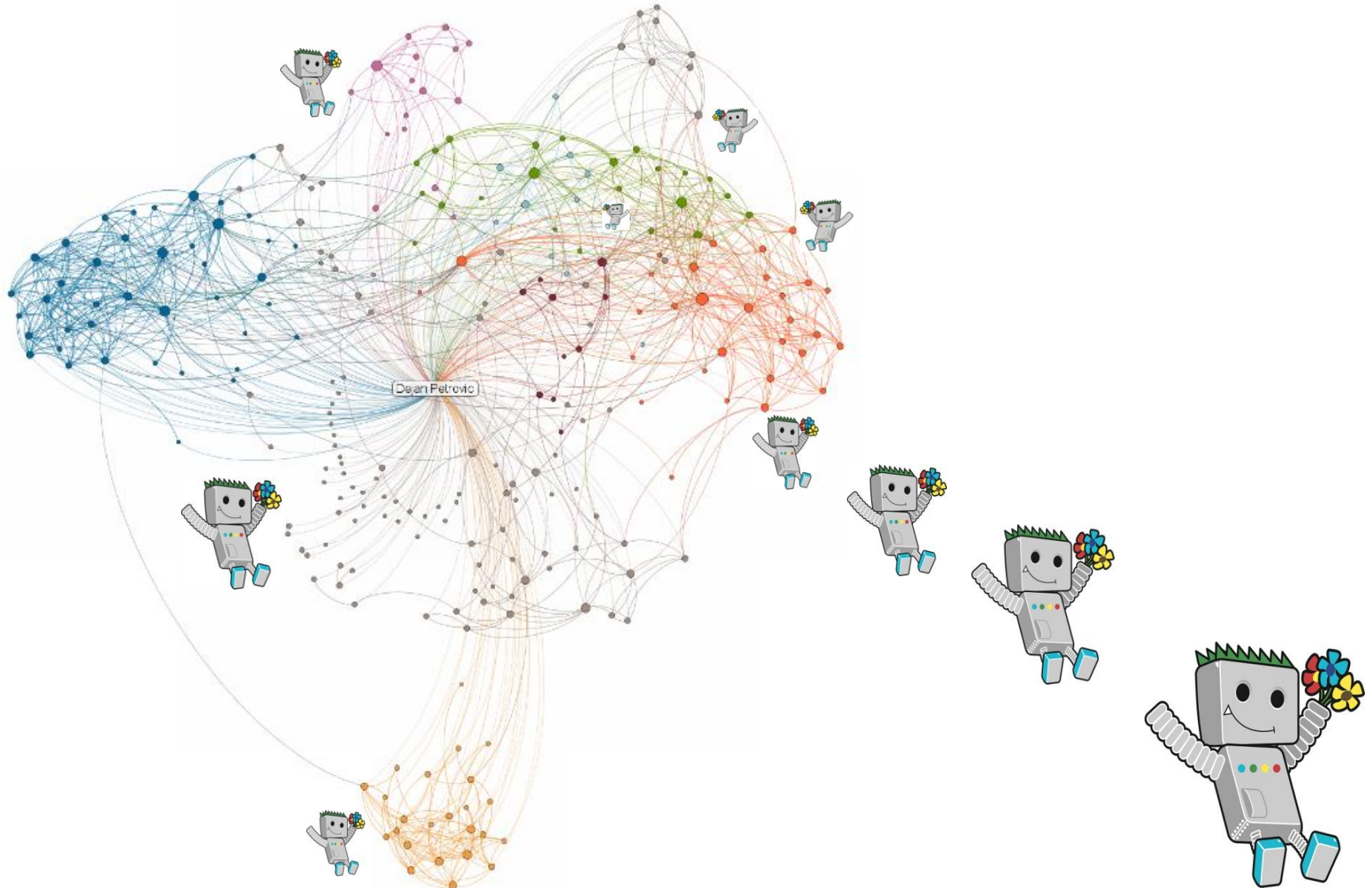
**DEJANSEO**  
ADVANCED SEARCH ENGINE OPTIMISATION

# Basics

## 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 menu 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. The "SEO Quote:" section is titled "STEP 1: YOUR WEBSITE ADDRESS" and contains a text input field with "http://" and a "Next" button. A green oval highlights the "SERP Preview Tool" overlay on the right side of the page. The tool displays the following information:

- 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
- Results:**  
[DEJAN SEO](http://dejanseo.com.au/)  
http://dejanseo.com.au/   
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.
- Buttons:** Reset Fields, Copy to Clipboard

Brought to you by DEJAN SEO

dejanseo.com.au/serp-preview-tool



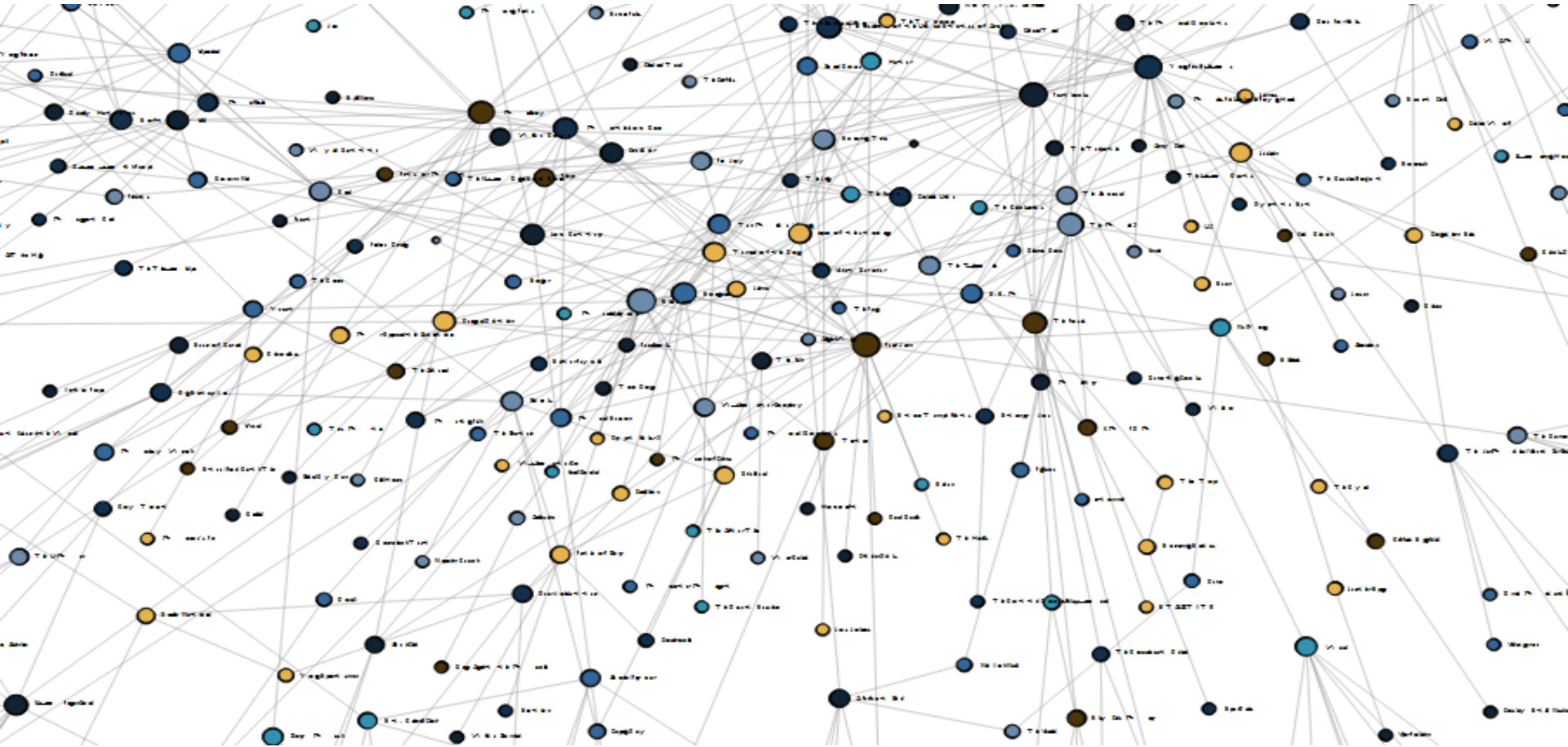
# On-Site Factors

## Detailed Overview

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

# OFF-SITE FACTORS

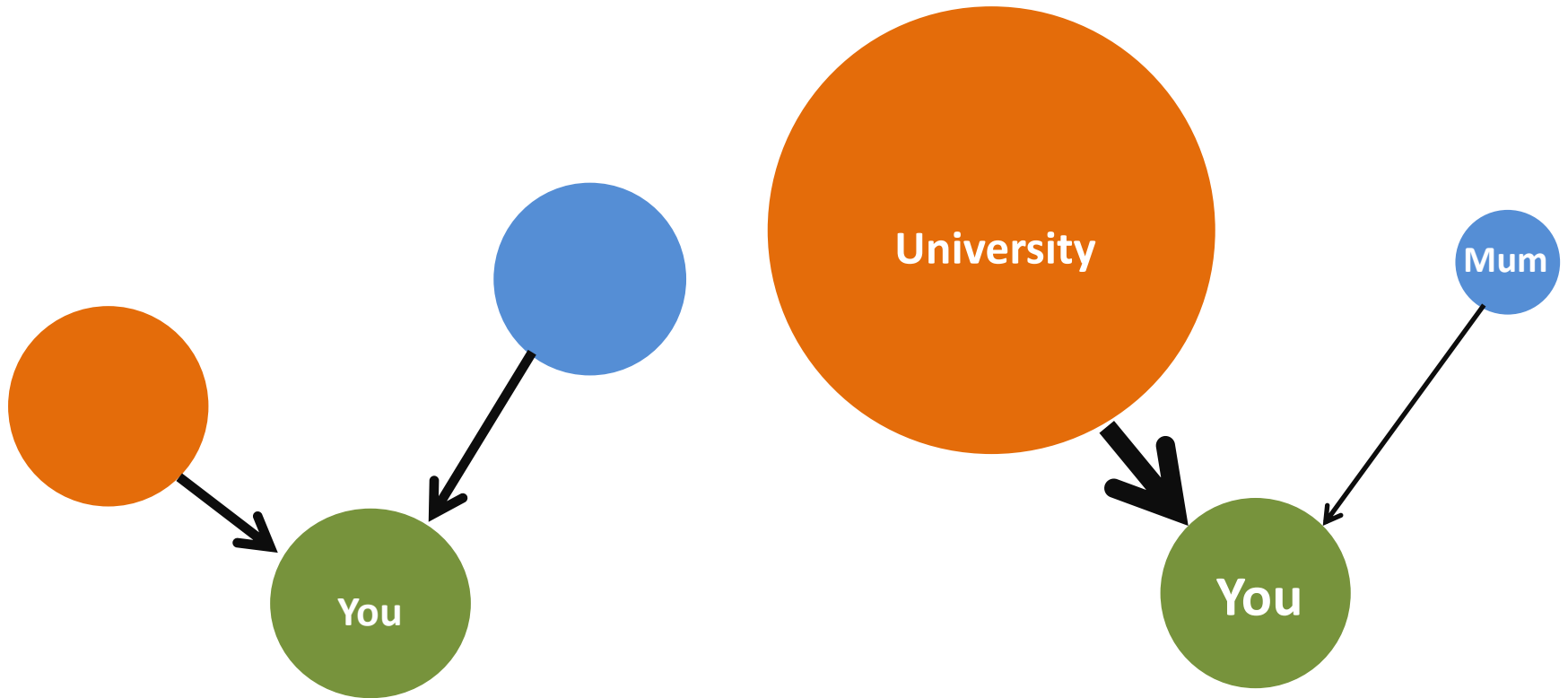
## Link Graph & Social Interactions





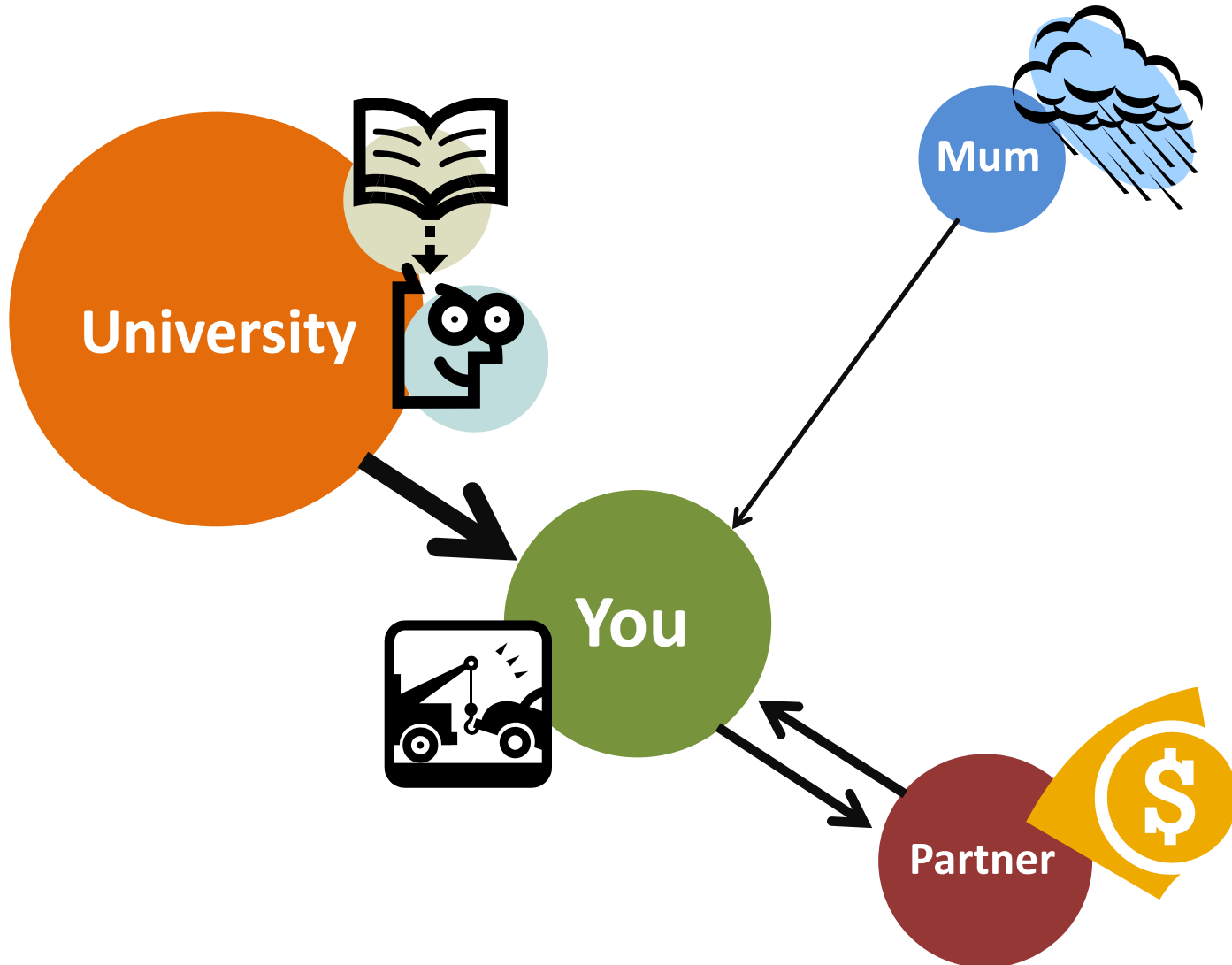
# OFF-SITE FACTORS

Inbound Links = Votes



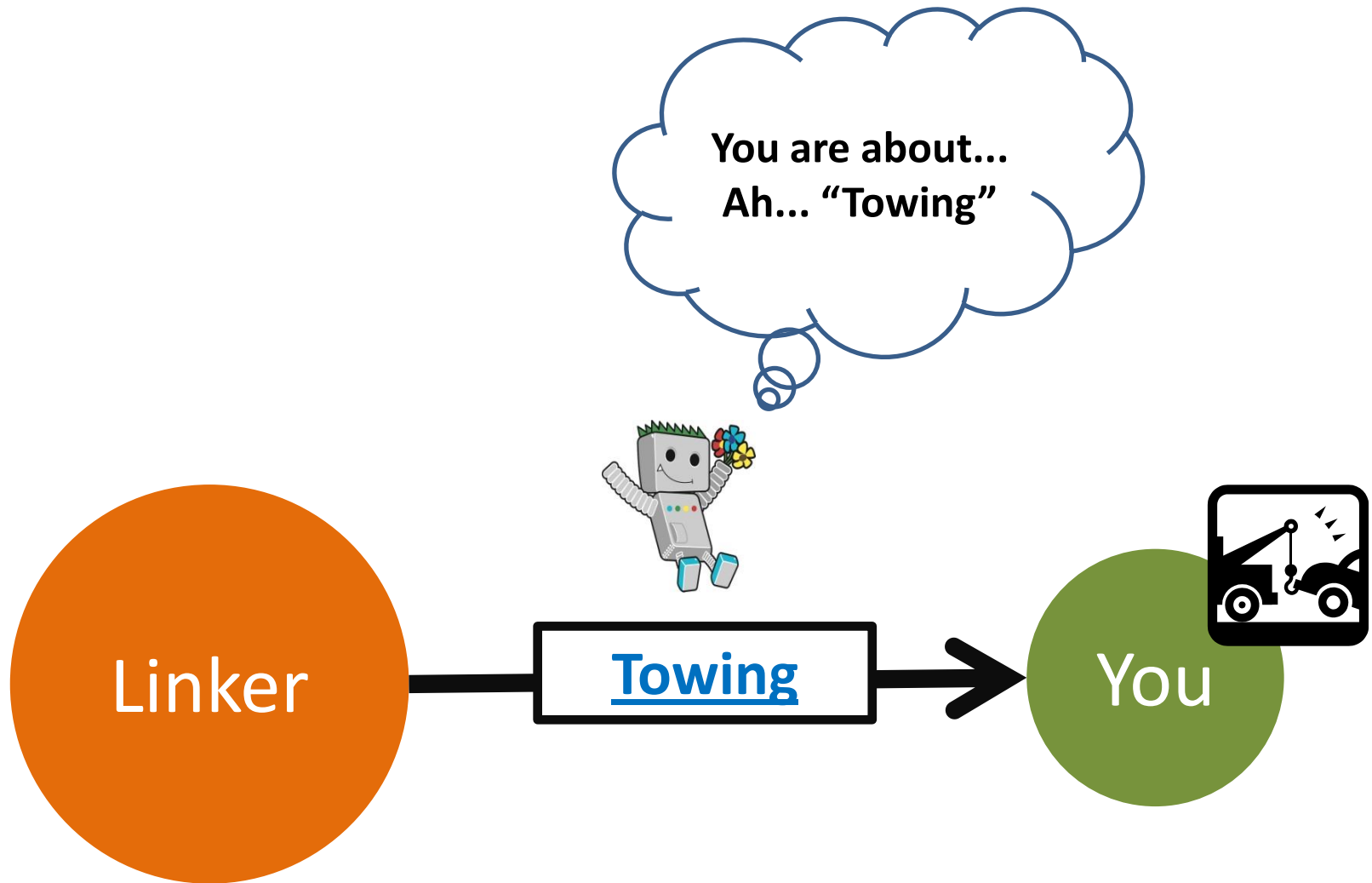
# OFF-SITE FACTORS

Who You Link To & Link Context



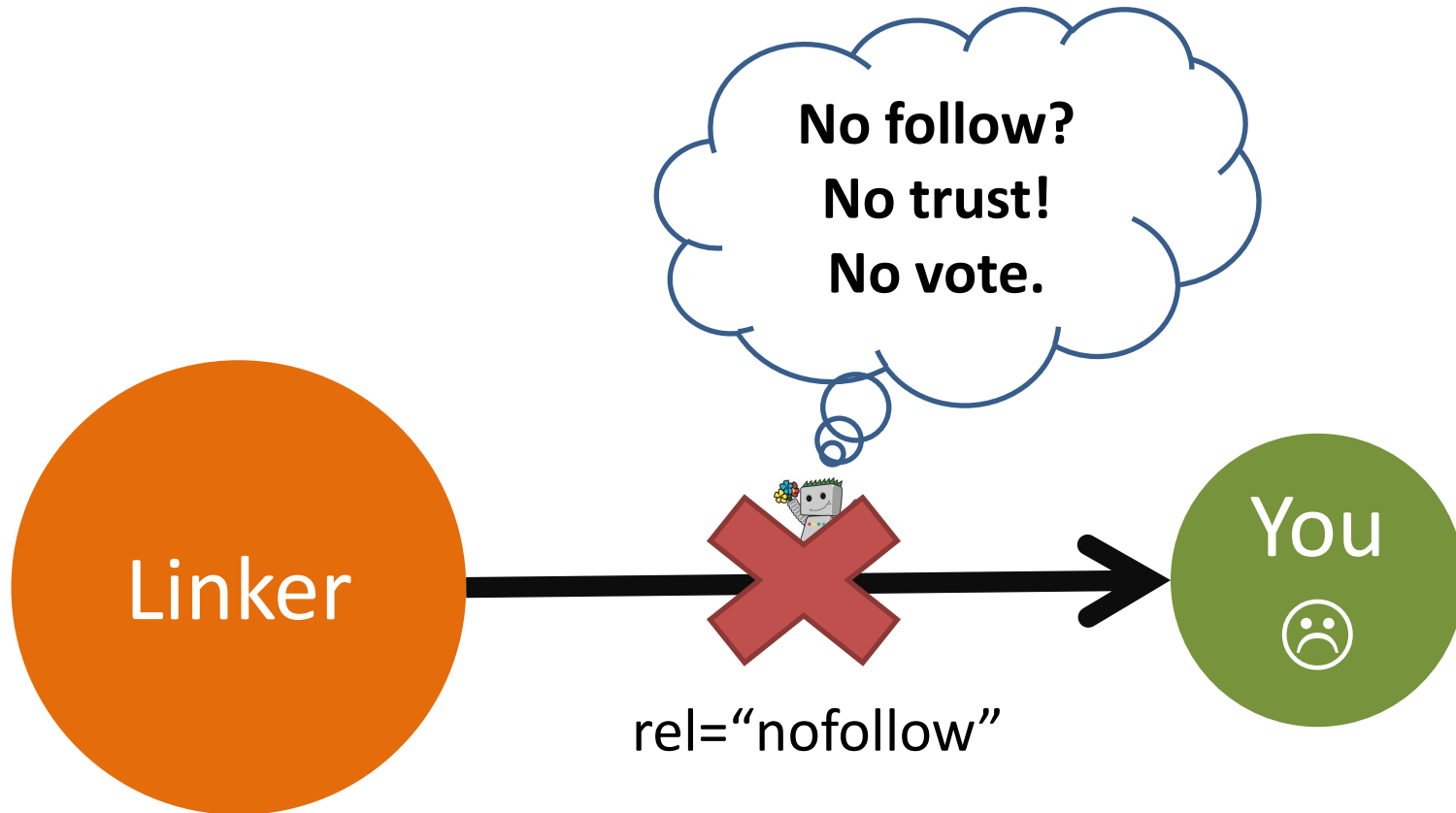
# OFF-SITE FACTORS

Link Text (Anchor Text & “Click Here”)



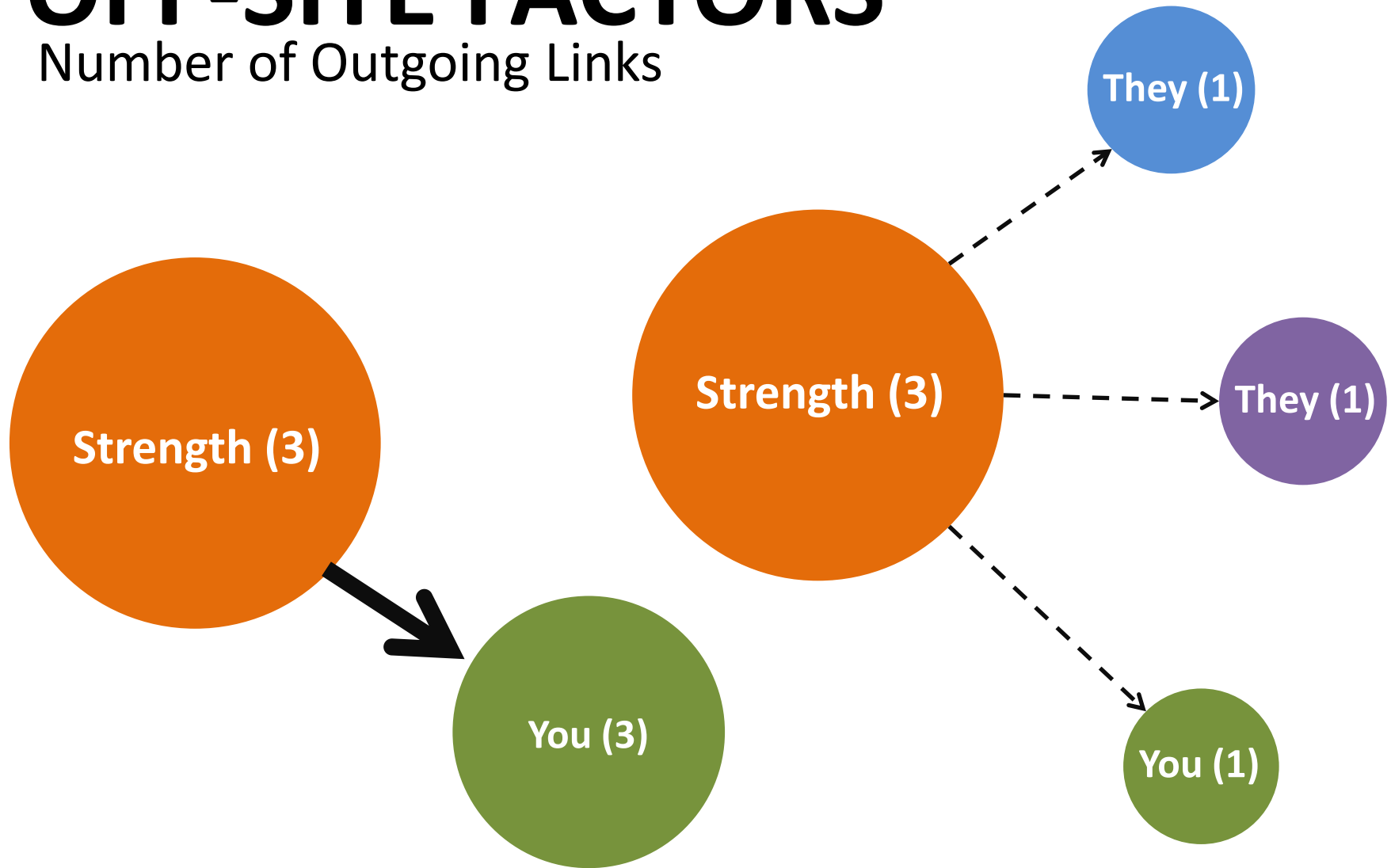
# OFF-SITE FACTORS

Rel="Nofollow" = No link juice!



# OFF-SITE FACTORS

Number of Outgoing Links



Adobe ranks #1 for [click here](#)



# 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](https://seomoz.org/article/search-ranking-factors)

What's new and significant.

# Recent Changes

(Note to self: Talk very fast!)





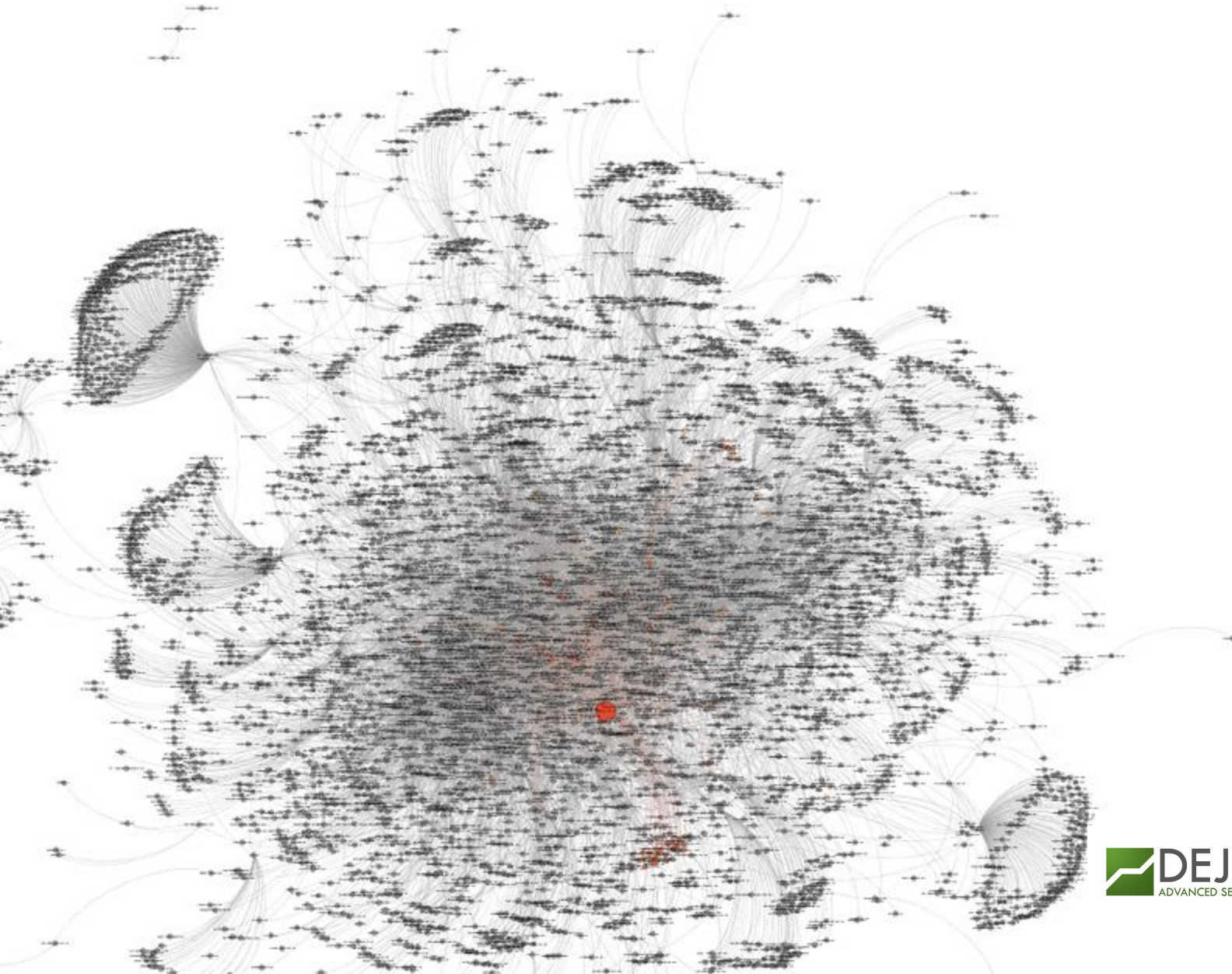
This is the path we're headed down:

A single unified, beautiful product across everything.

If you don't get that, then you should probably work somewhere else.

# Link Graph

old





# Social Graph

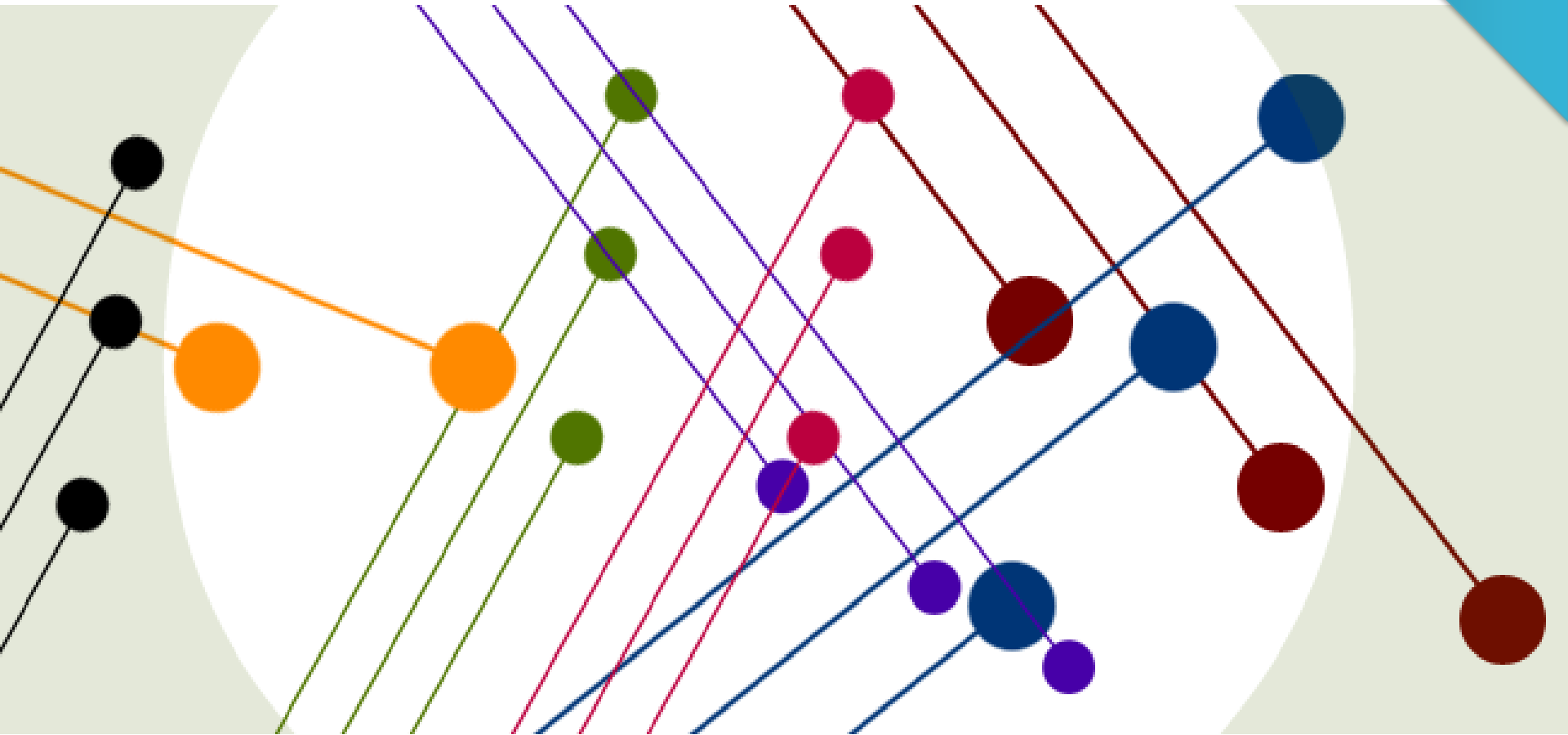
recent

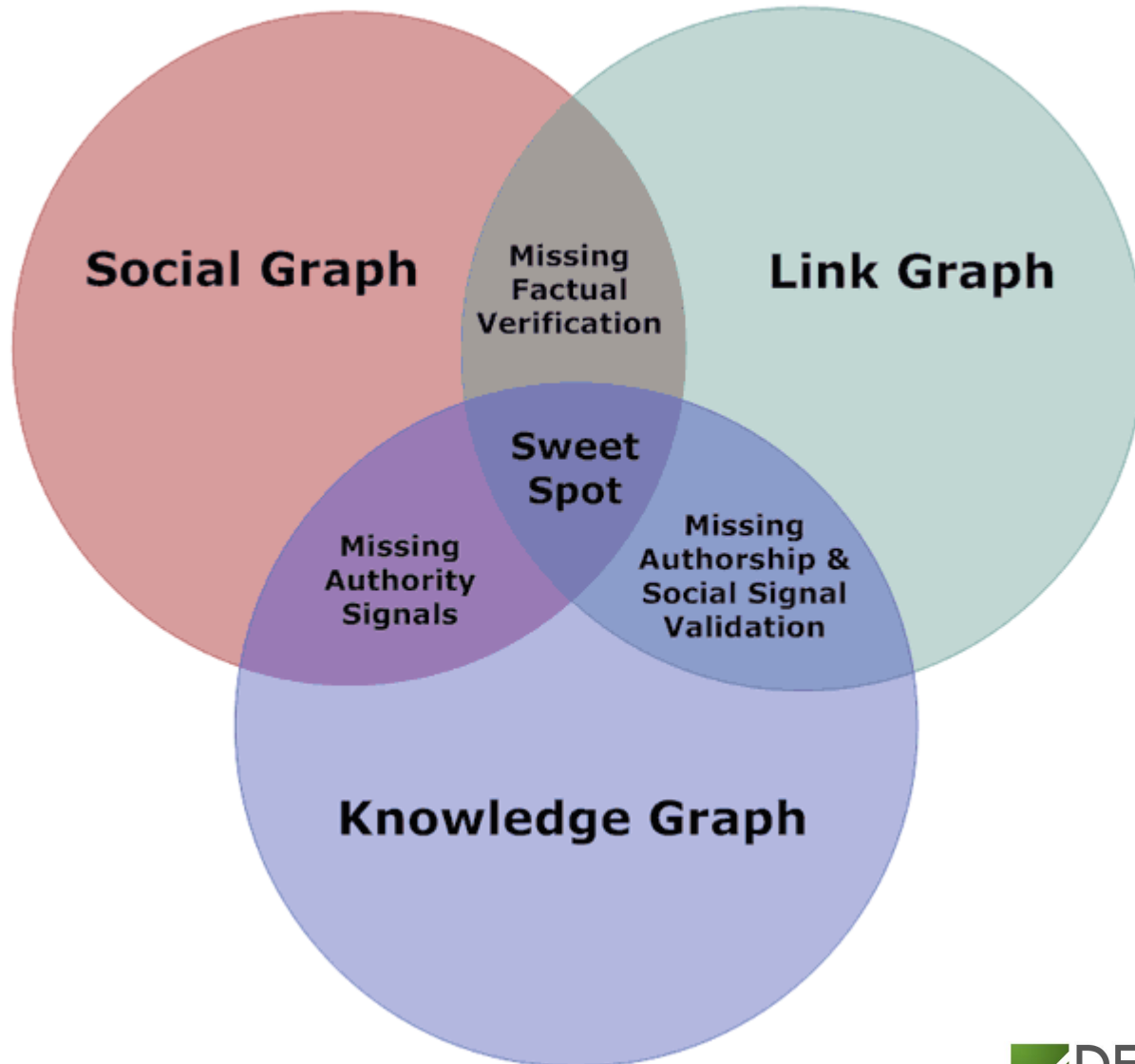




# Knowledge Graph

new





Got 10,000 likes on Facebook  
And 50,000 followers on Twitter?

That's nice. But...



# Enhanced Search Quality

Over-Optimisation, Networks, Penguin, Panda & UX



**‘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>



# Personalisation & AuthorRank

## [SEO Book.com ~ SEO Training Made Easy](#)

[www.seobook.com/](http://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](#)

## [Google Unified | DEJAN SEO](#)

[dejanseo.com.au/google-unified/](http://dejanseo.com.au/google-unified/)



by [Dan Petrovic](#) · in 1,904 Google+ circles

13 Mar 2012 – The next stage in **Google's** product evolution is undoubtedly unification. **Google's** many projects and shatterlings spread over a decade of ...

# 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:

- <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 ...

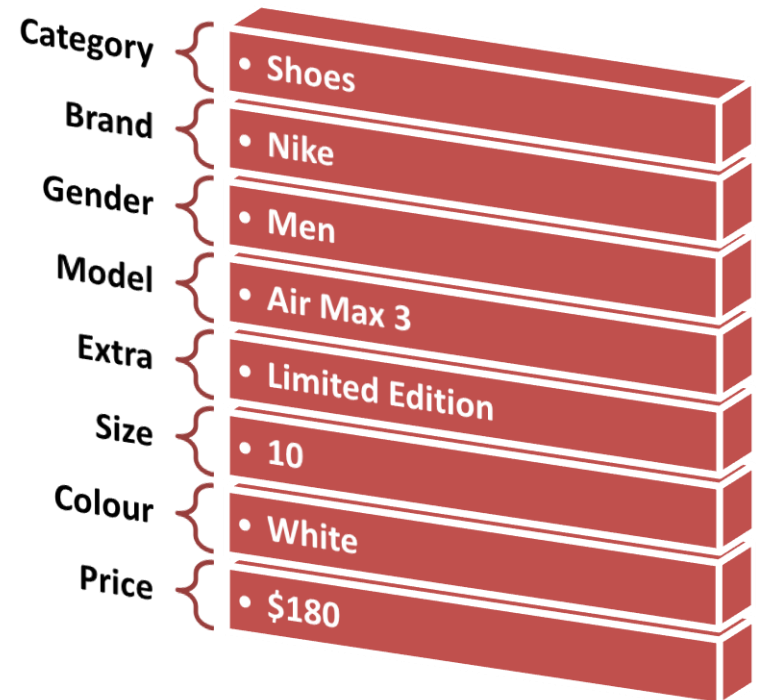
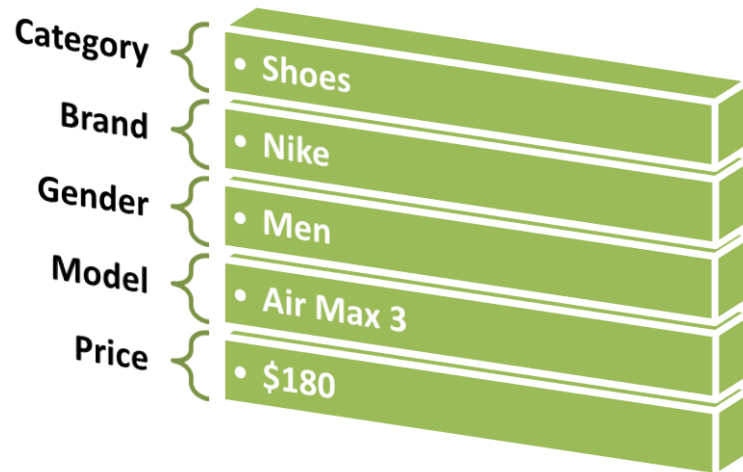
[thaifood.about.com/od/thaisnacks/r/greenmangosalad.htm](http://thaifood.about.com/od/thaisnacks/r/greenmangosalad.htm) -

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

Great Tool

[google.com/webmasters/tools/richsnippets](https://google.com/webmasters/tools/richsnippets)

# 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.

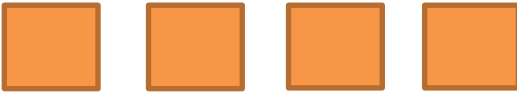
\$120.00 + Shipping

**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**

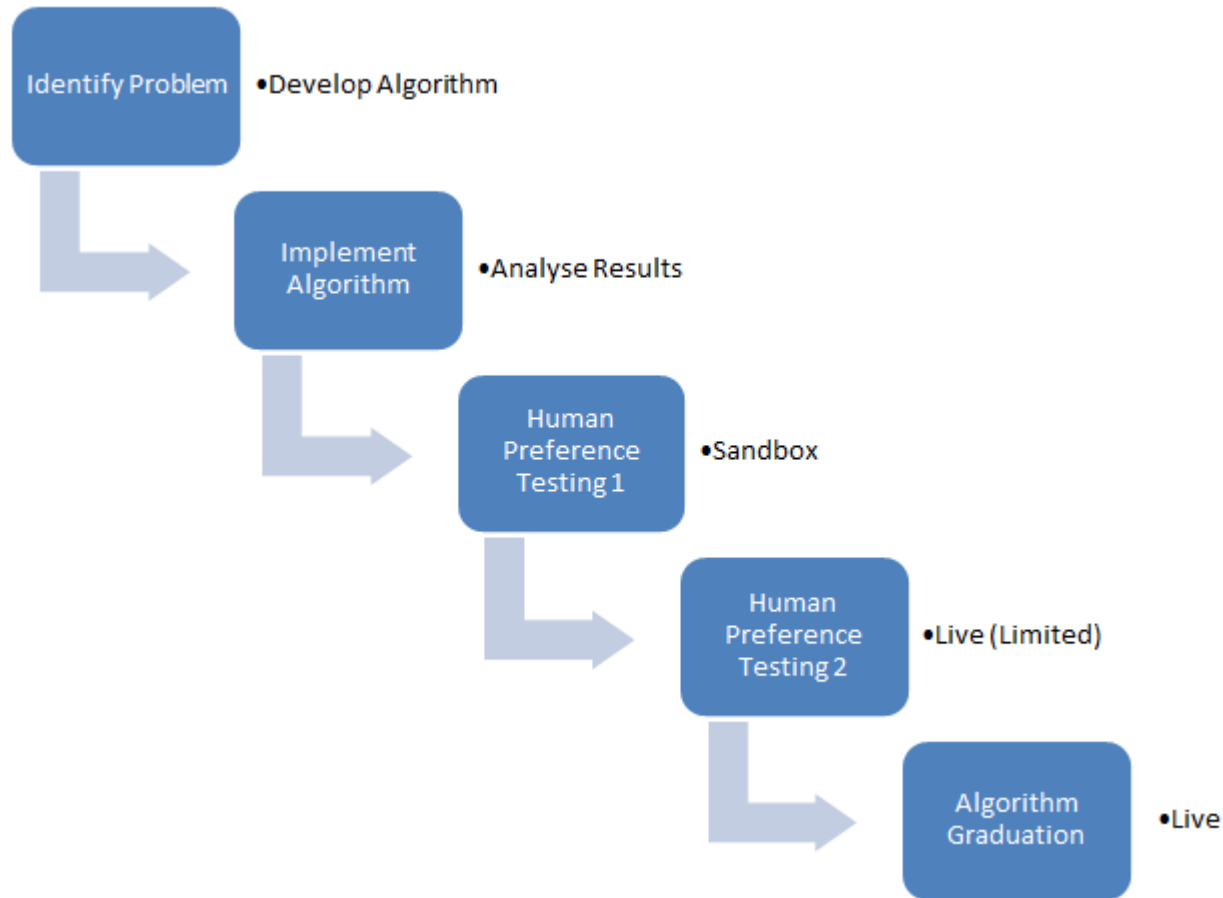


<http://wordpress.org/extend/plugins/copy-link/>

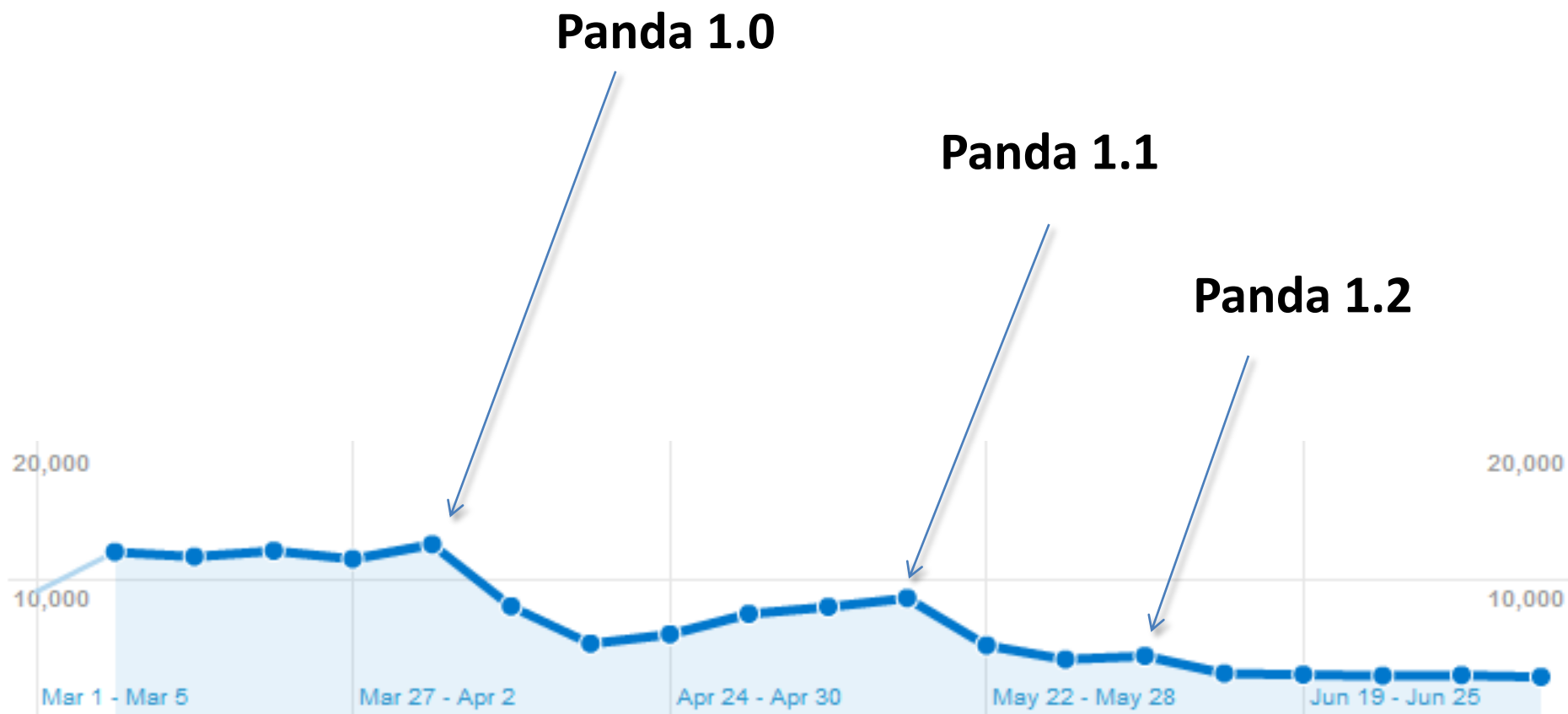
- Take control of how your content is linked
- Prevent content duplication
- Help promote your content and website
- Receive valuable and relevant traffic
- Earn natural links and improve your SEO

Do &  
Do not.

# 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

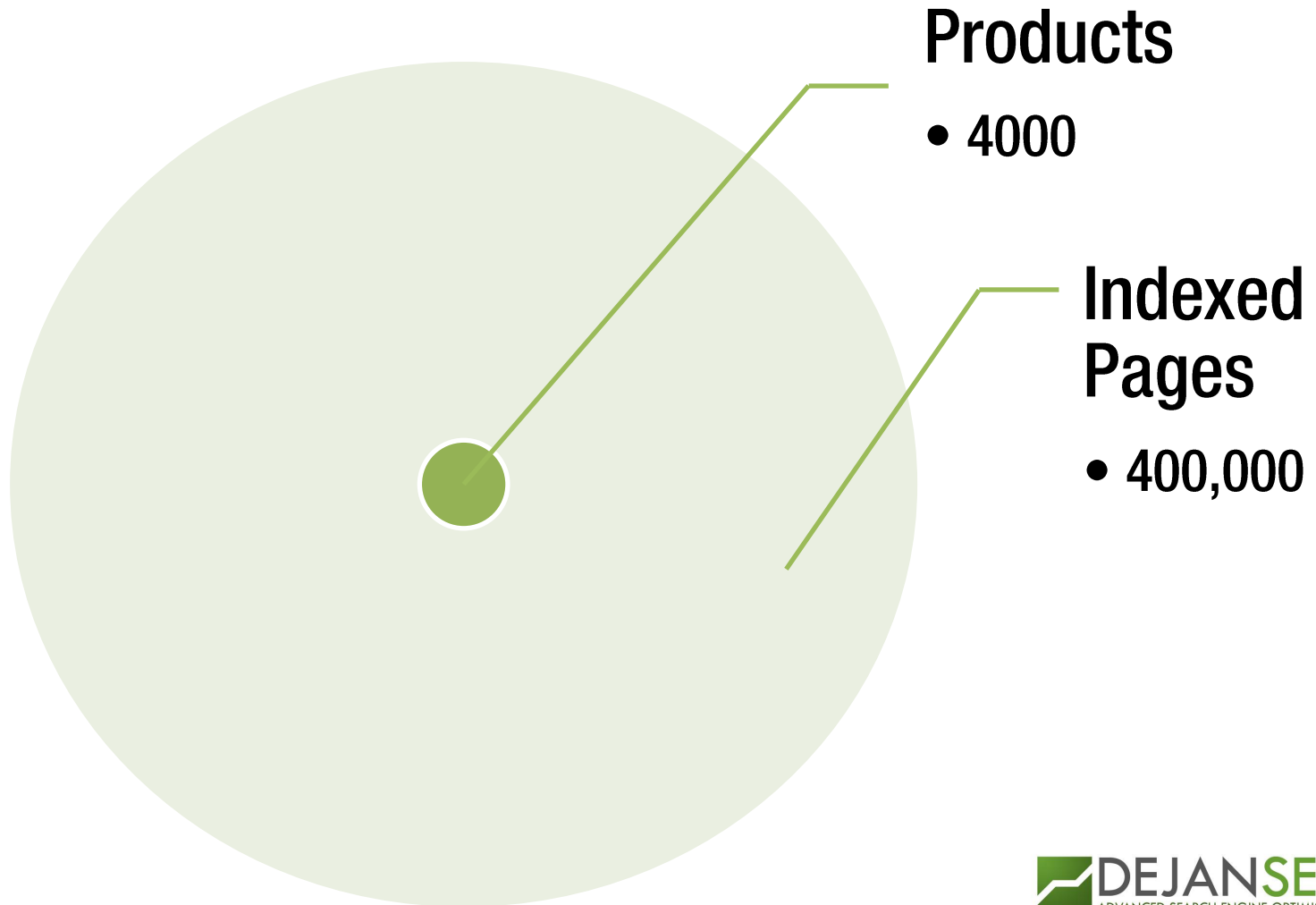
1. Nikon D2000
2. Nikon D3000
3. Nikon D4000
4. Nikon D5000
5. Nikon D6000
6. Nikon D7000
7. ...

**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/>

# Strategy & Decision Making

# Phrase Potential Calculation



# Strategy: Phrase Research

- Define best keywords by search volume utilising Google Keyword Tools, Webmaster Tools and Analytics.
- Refine results using Dejan SEO phrase potential calculator to produce ROI-based phrase shortlist ready for campaign.

# Google Webmaster Tools

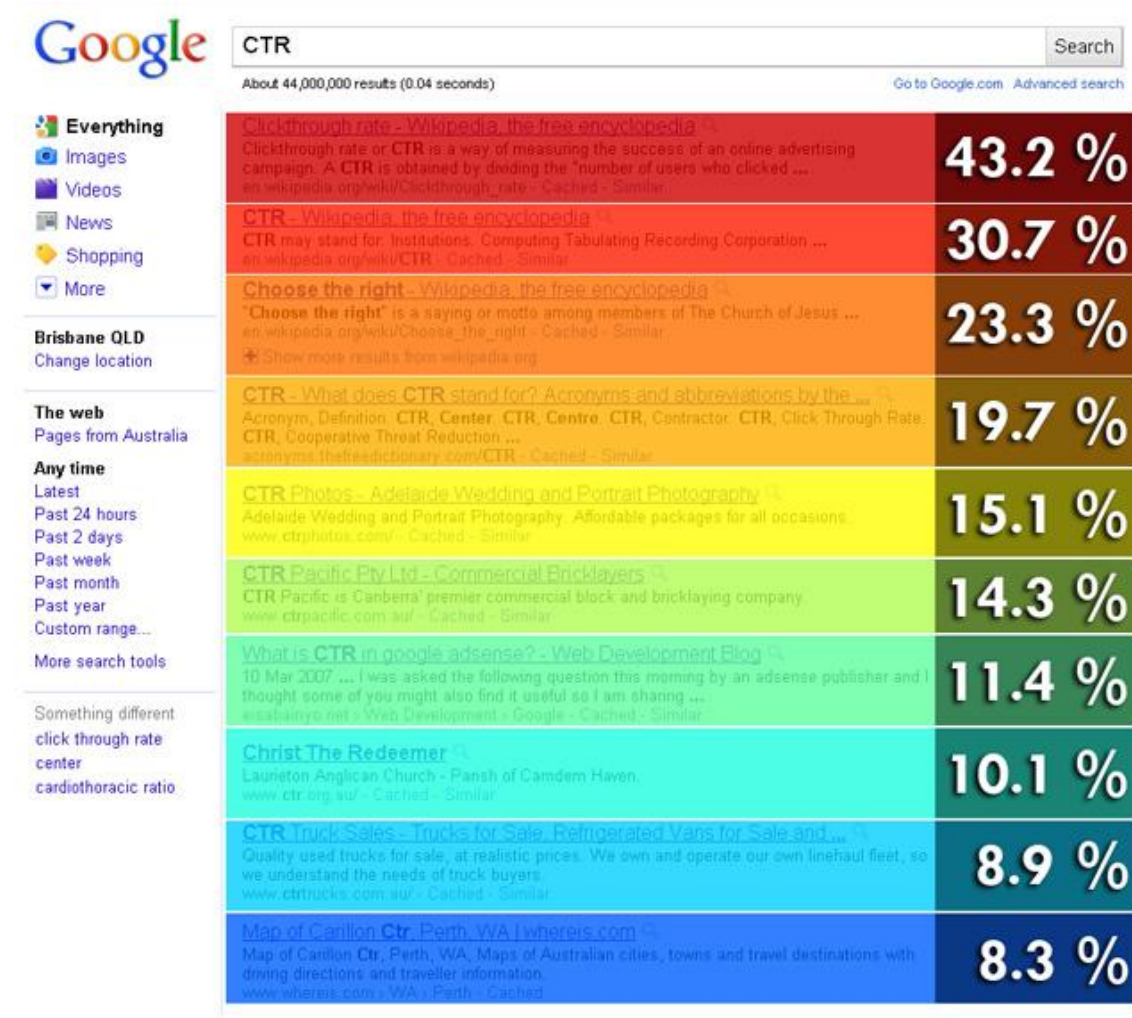
## Search queries





# Google Webmaster Tools

## Dejan Methodology



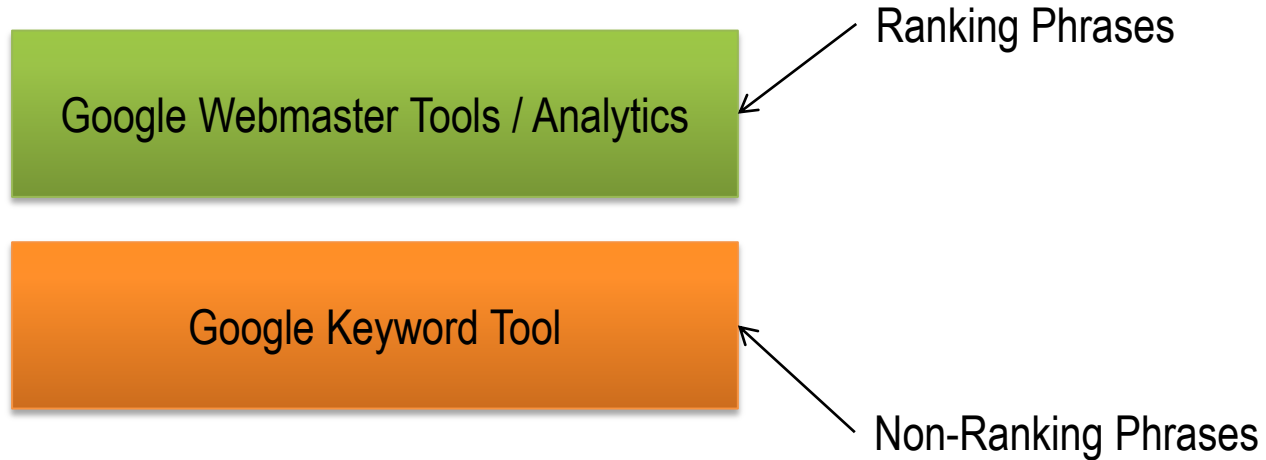
TITLE: Impact of position on clickthrough rate in search results

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

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

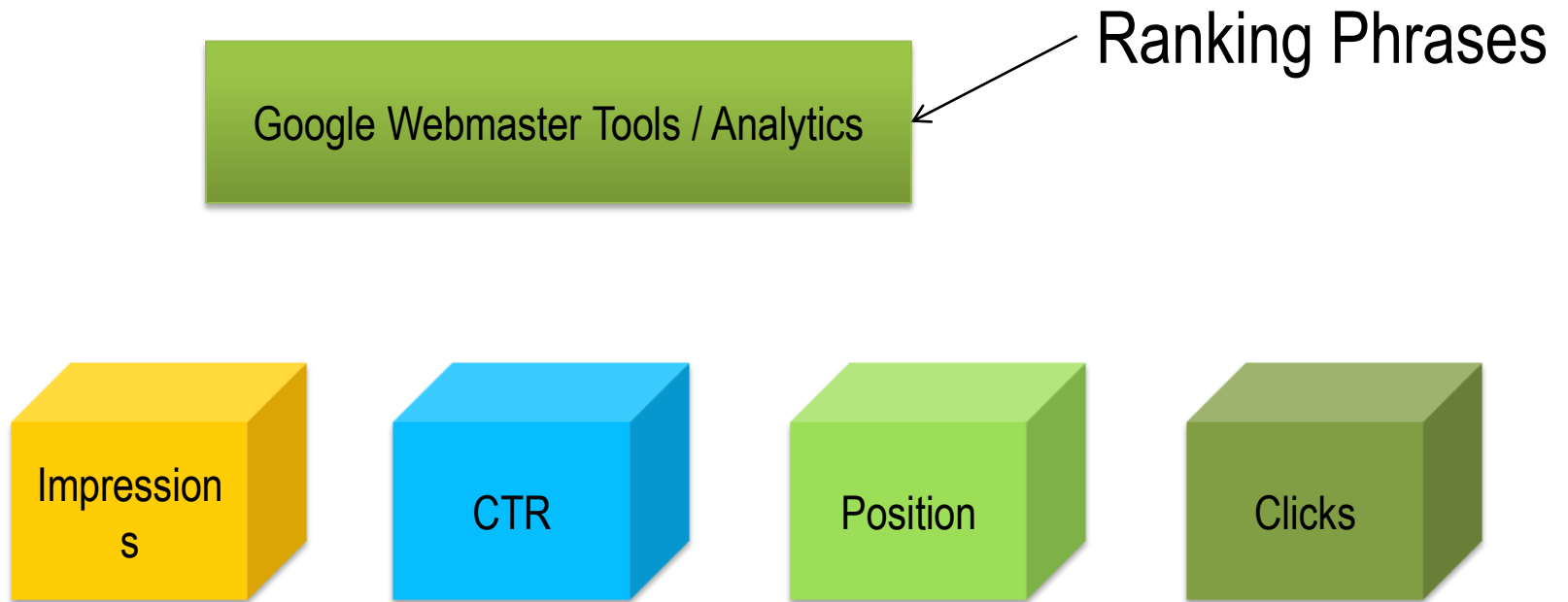
# Research Stage

## Phrase Targeting Methodology



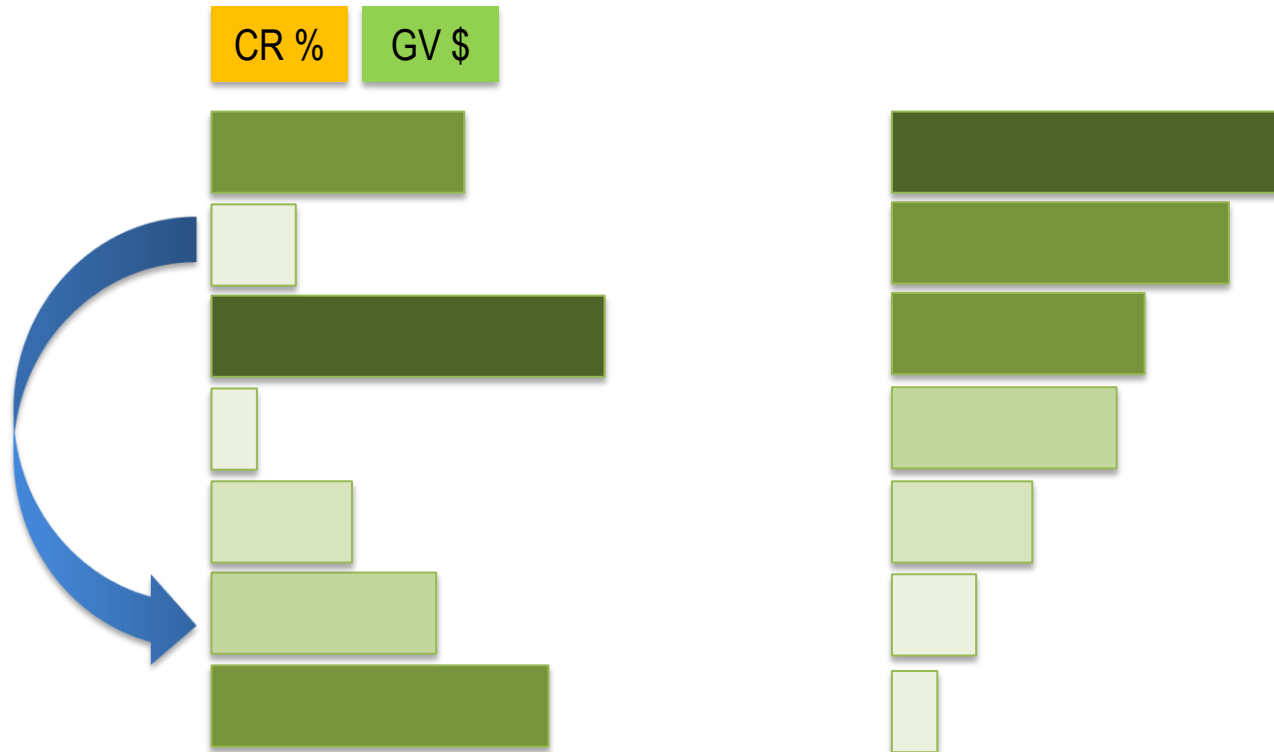
# Research Stage

## Phrase Targeting Methodology



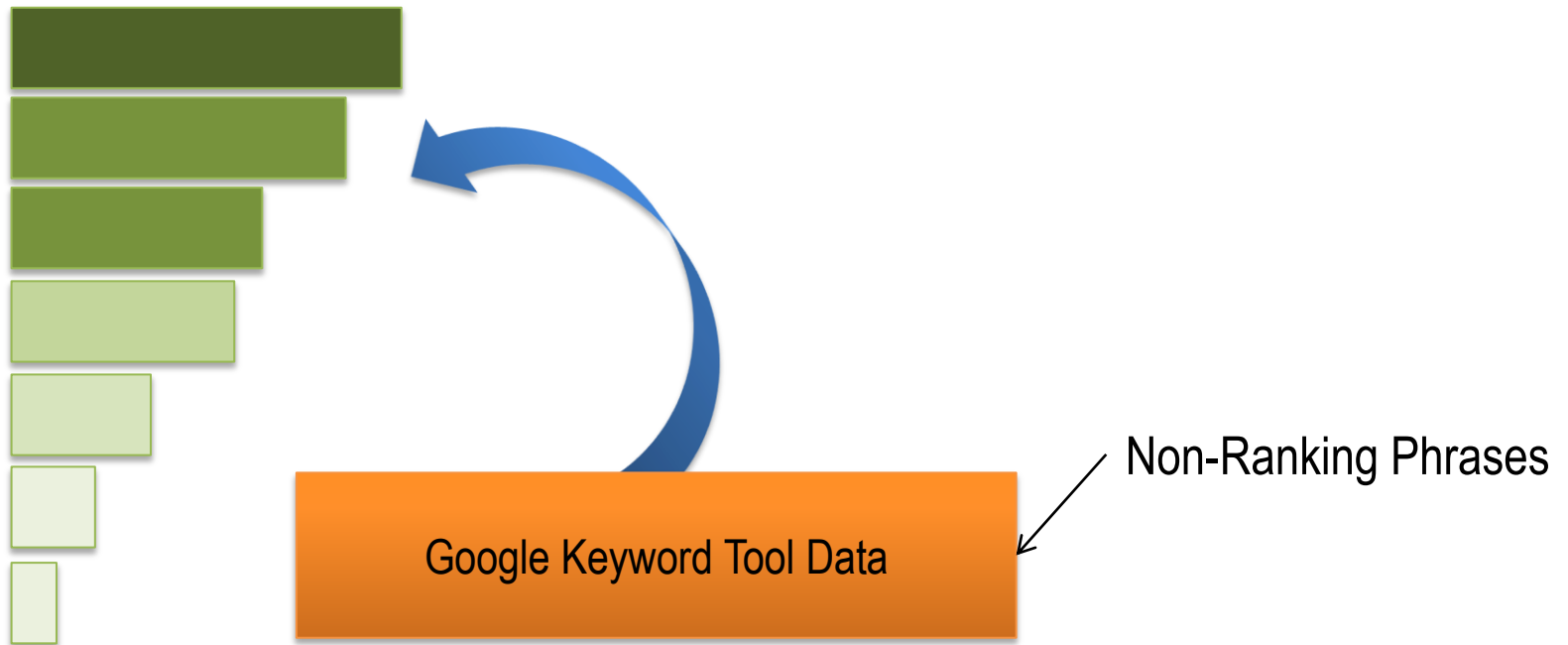
# Research Stage

Phrase Targeting Methodology: Sort By Potential

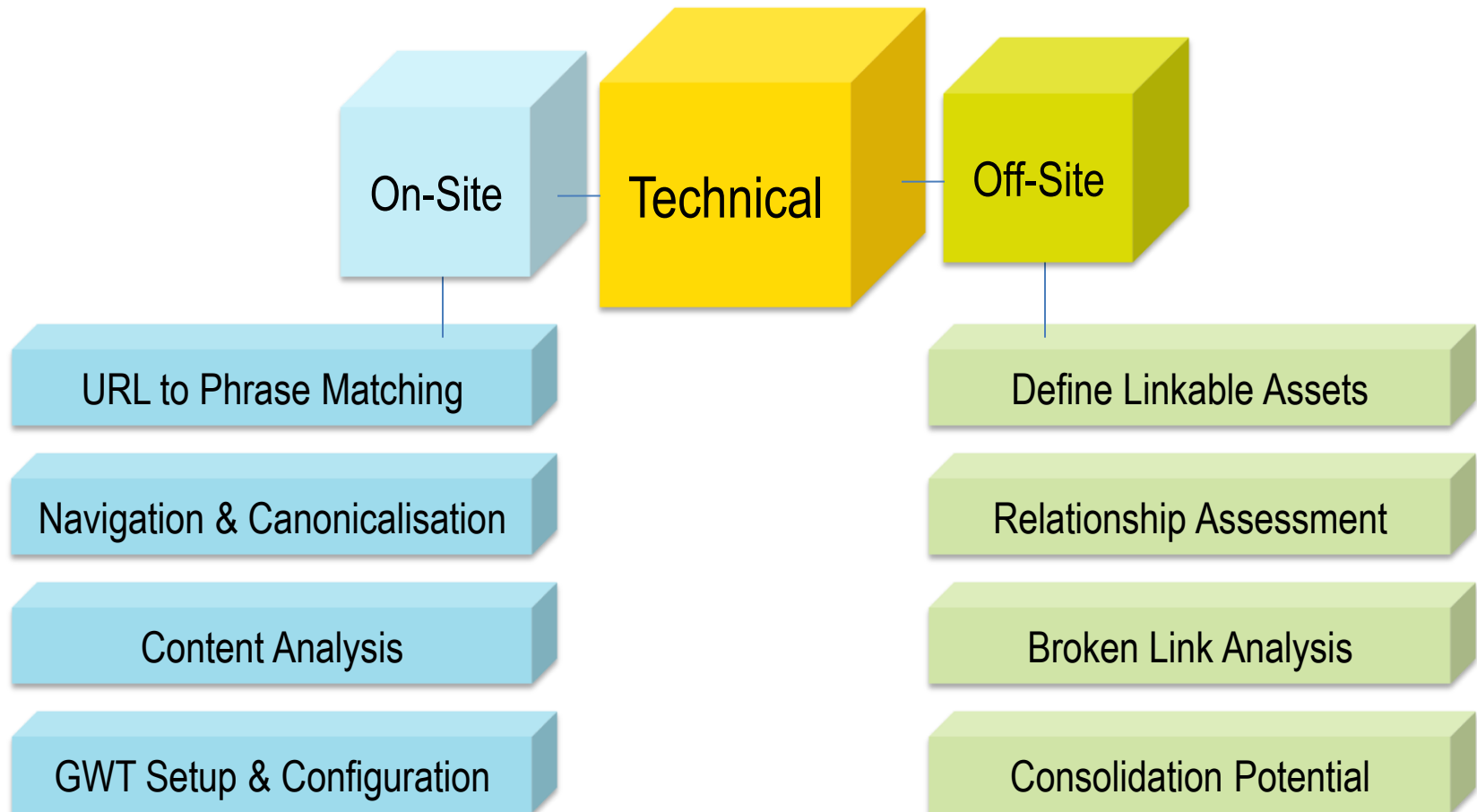


# Research Stage

Phrase Targeting Methodology: Sort By Potential



# Technical SEO Examples



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.

don't

## 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



# Questions or Bonus Goodies?

twitter: @dejanseo

Google+: [dejanseo.com.au/+](https://plus.google.com/dejanseo.com.au/)

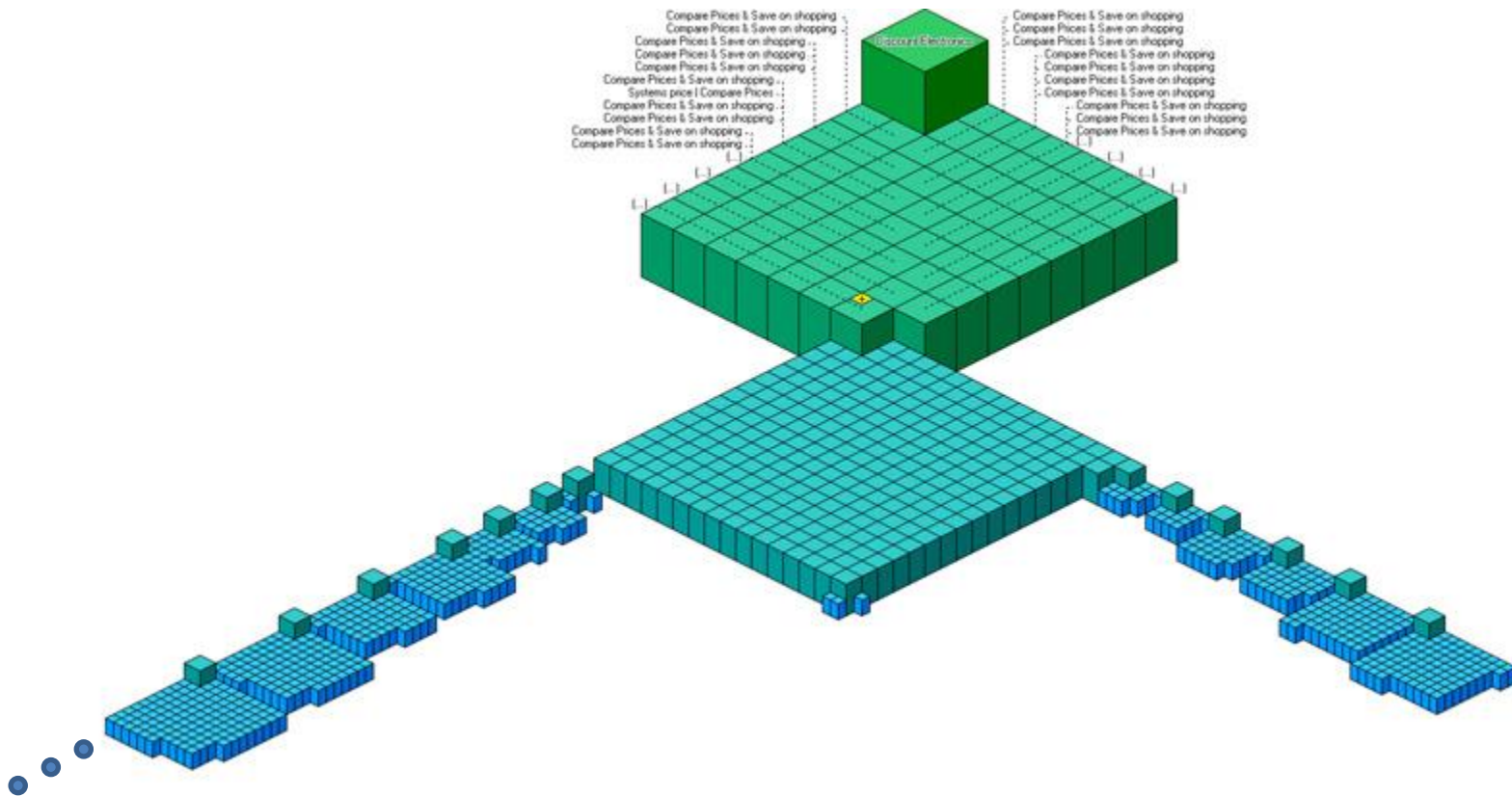




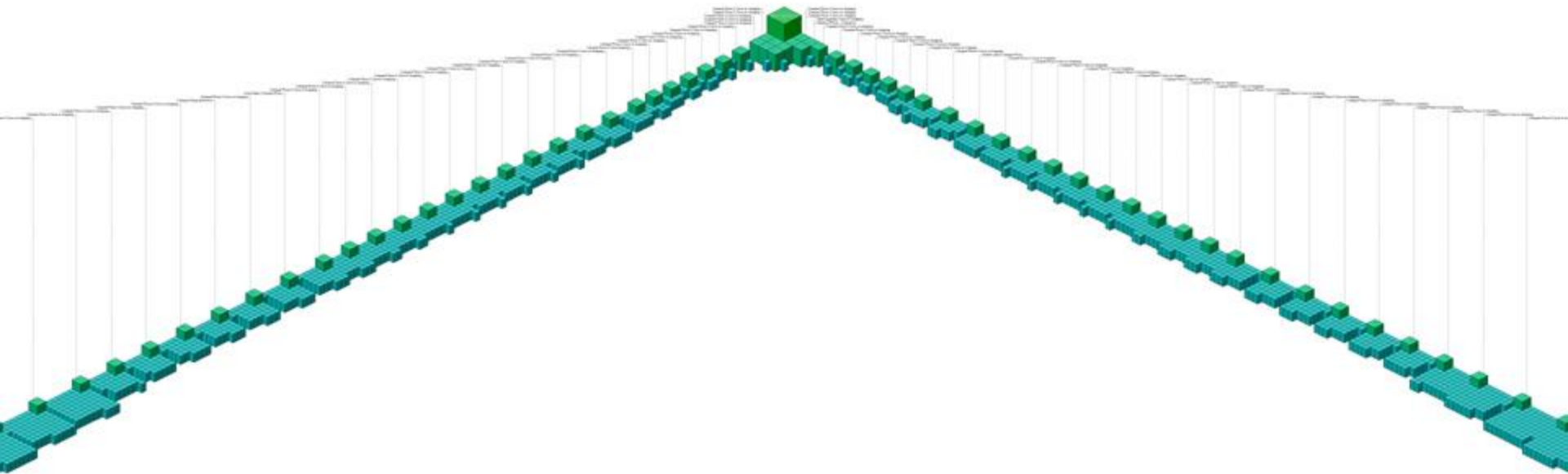
**BONUS MATERIAL!!1**

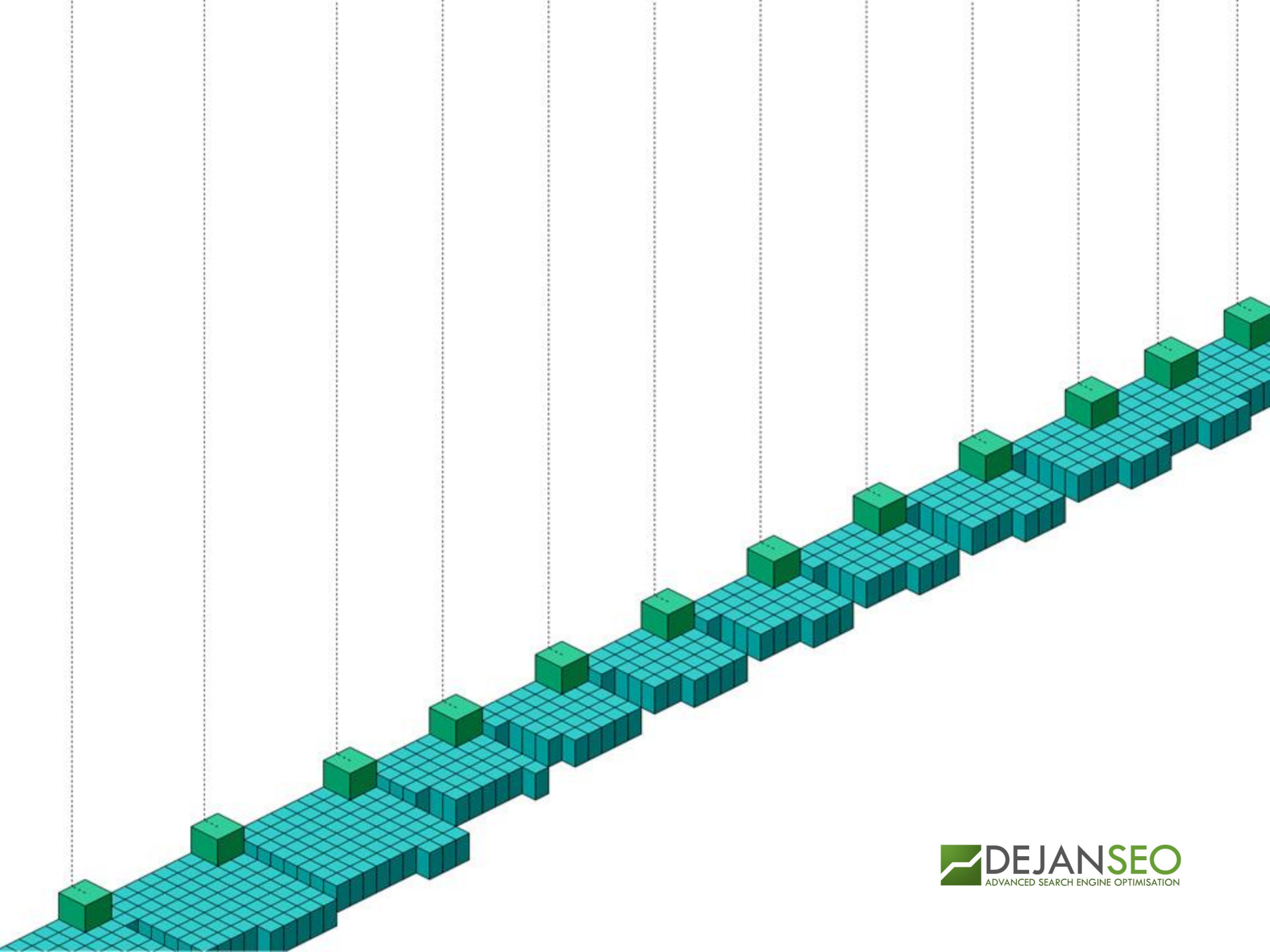
# Technical Wizardry

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

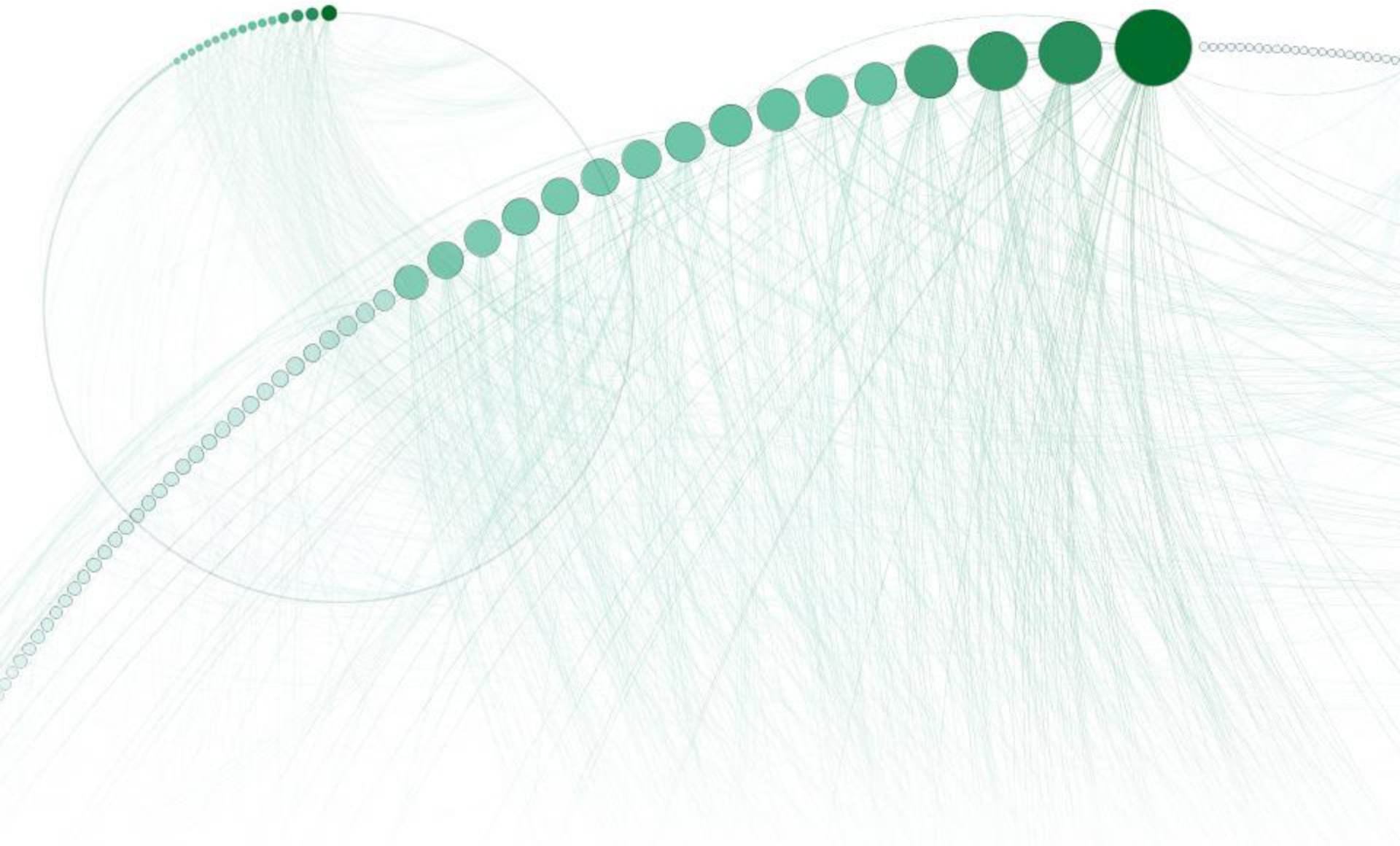
+ Analysis



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

+ Export





# Ten Awesome Tools

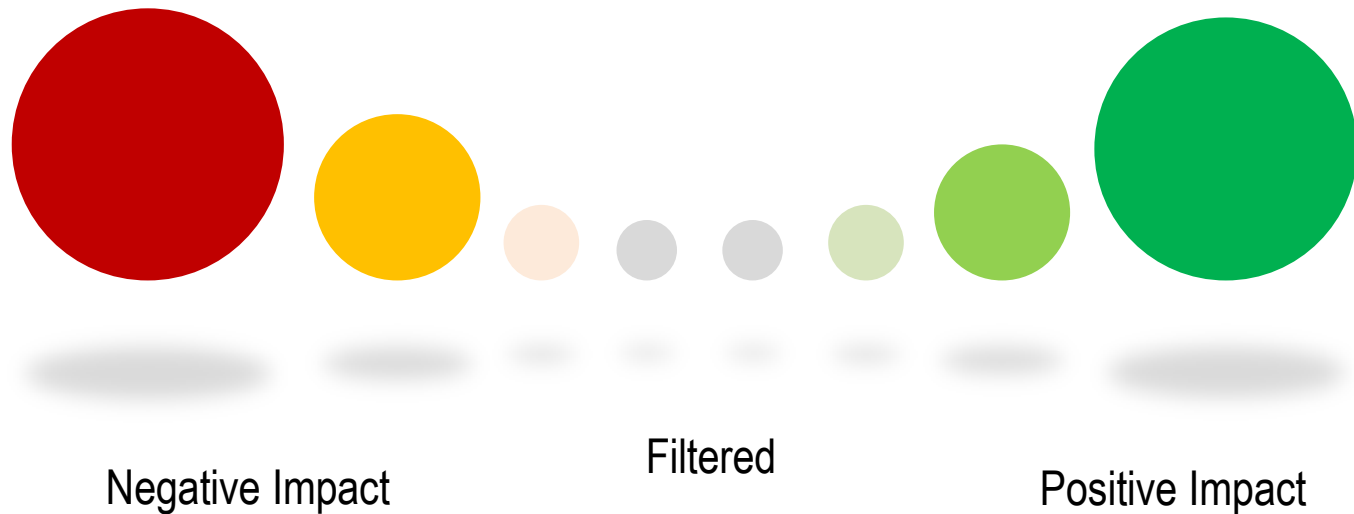
1. [bubbl.us](http://bubbl.us)
2. **[gephi.org](http://gephi.org)**
3. **[80legs.com](http://80legs.com)**
4. [graphviz.org](http://graphviz.org)
5. [cytoscape.org](http://cytoscape.org)
6. [writemaps.com](http://writemaps.com)
7. [smartdraw.com](http://smartdraw.com)
8. [astuteo.com/slickmap](http://astuteo.com/slickmap)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

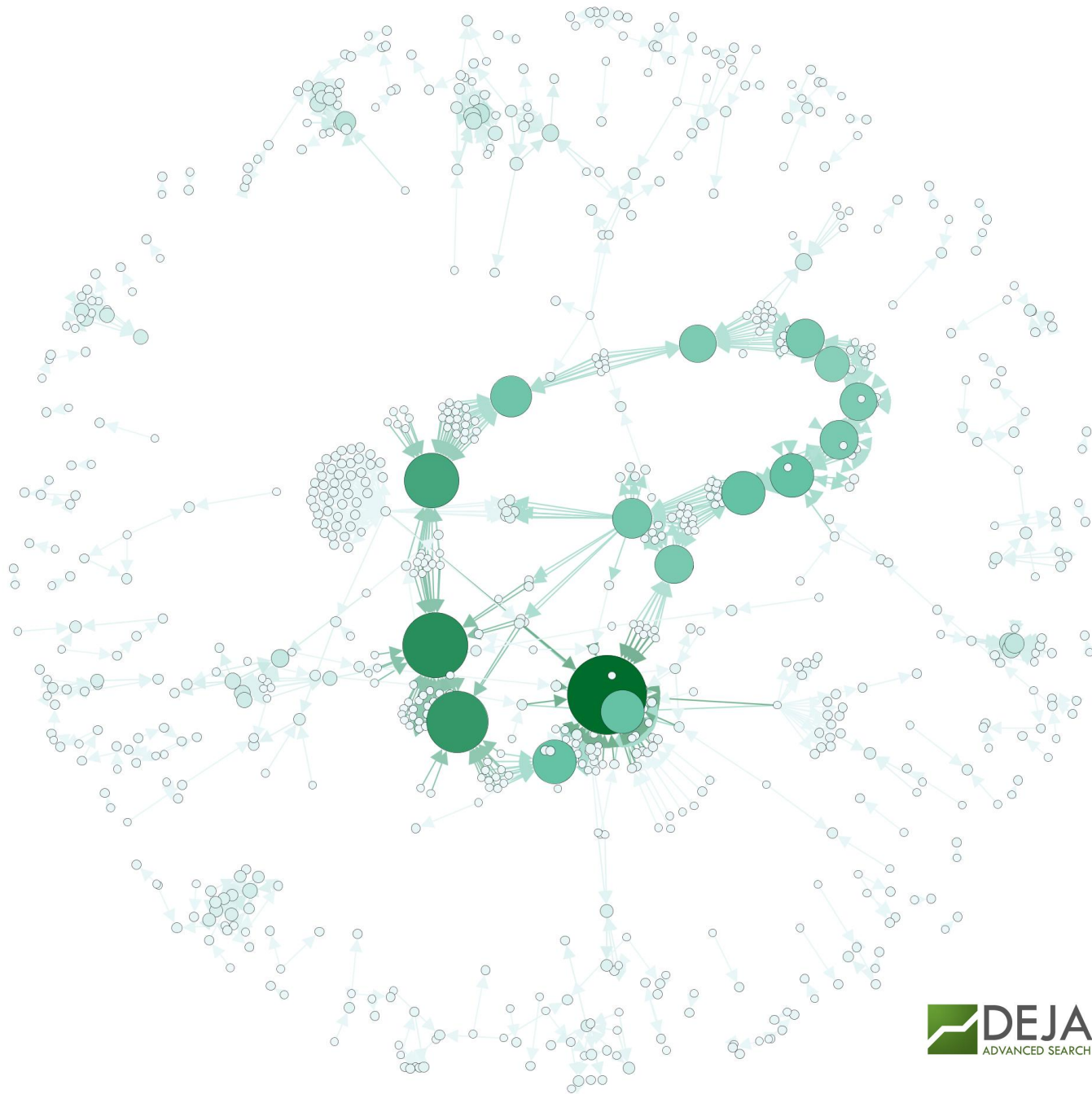
## BONUS:

1. [gomockingbird.com](http://gomockingbird.com)
2. [pidoco.com/en](http://pidoco.com/en)
3. [gliffy.com](http://gliffy.com)
4. [diagram.ly](http://diagram.ly)
5. [lovelycharts.com](http://lovelycharts.com)

# Research Stage

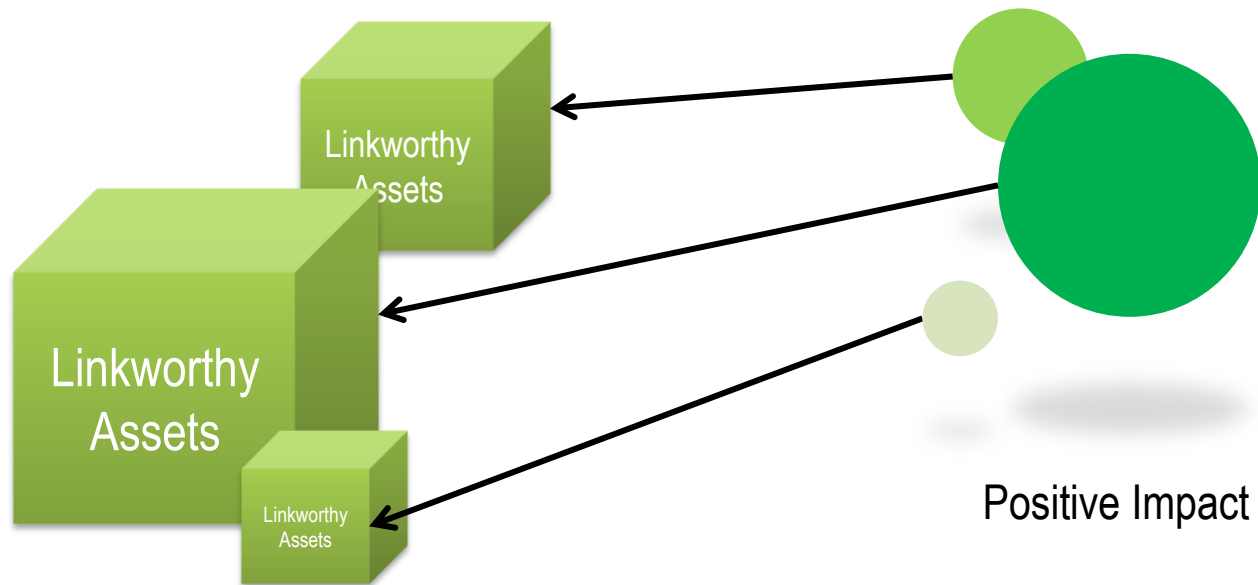
## Backlink Profile Assessment





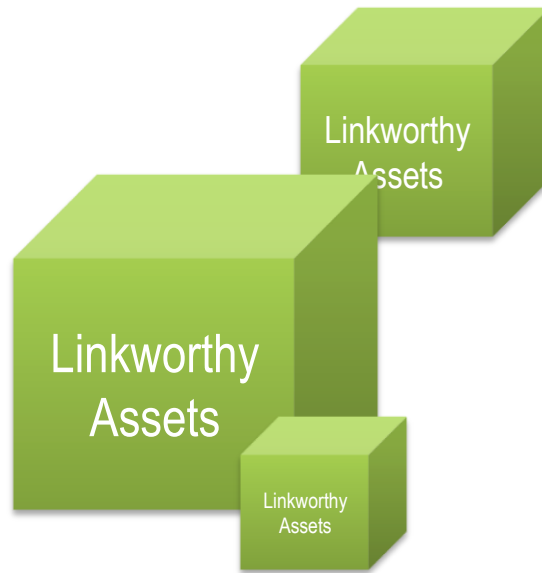
# Research Stage

Define Linkworthy Assets



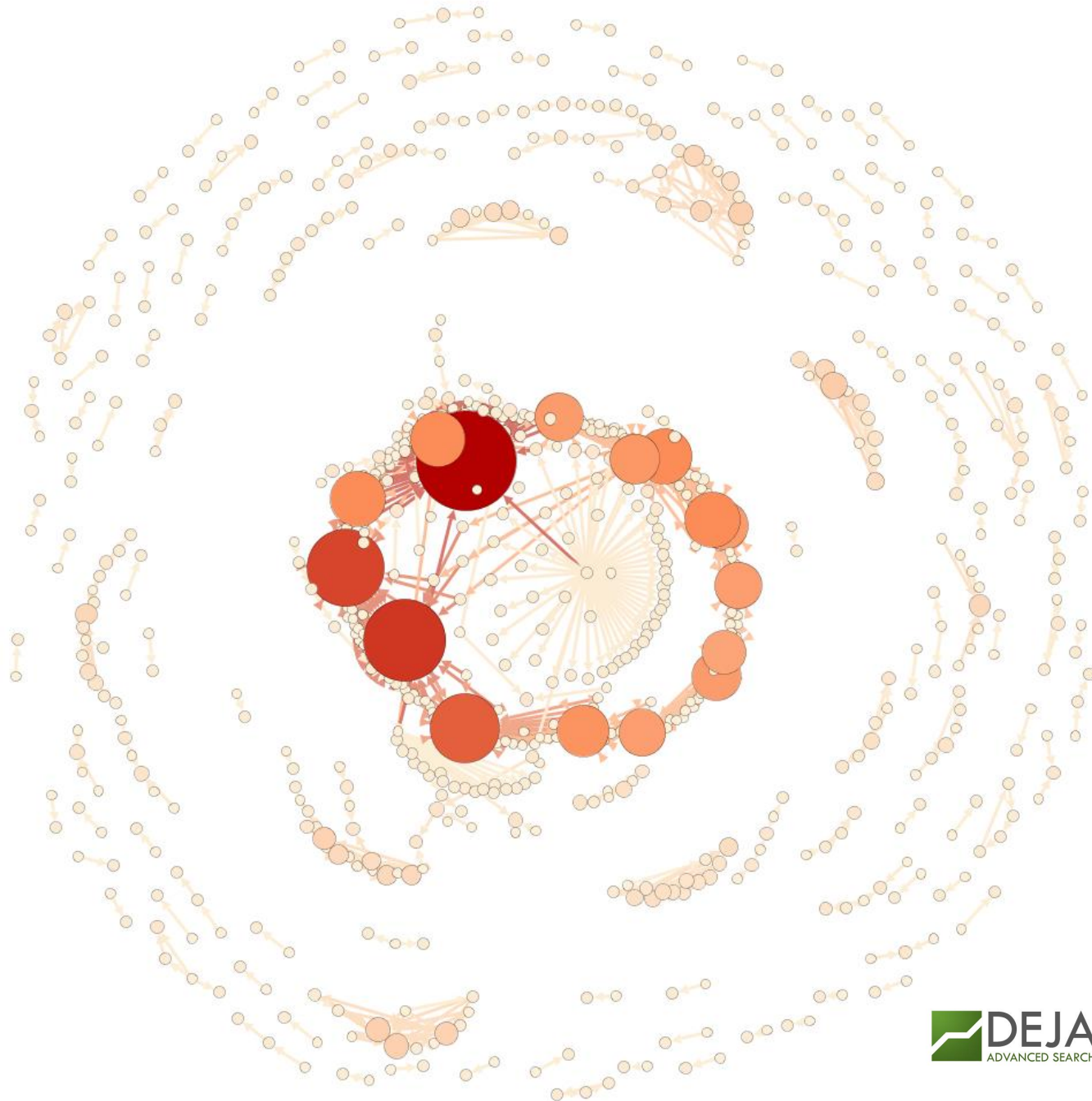
# Research Stage

Multiply Linkworthy Assets



**x2**  
Or maybe 3

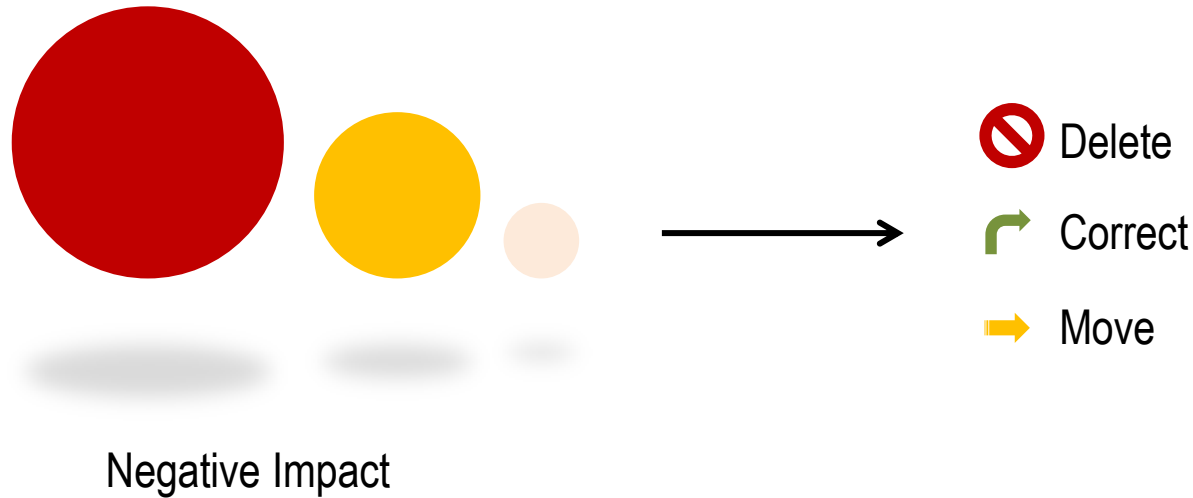
# Penguin Food





# Research Stage

## Defining Top Liabilities



# Competitive Link Analysis

Total Backlinks (15)  
Shared (8)



Competitor Backlinks

Unique Backlinks (7)



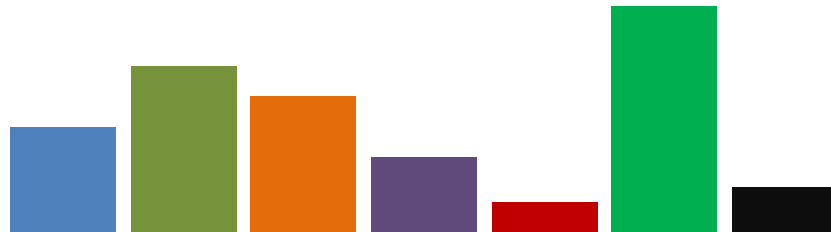
# Research Stage

## Qualitative Link Analysis

Unique Backlinks (7)

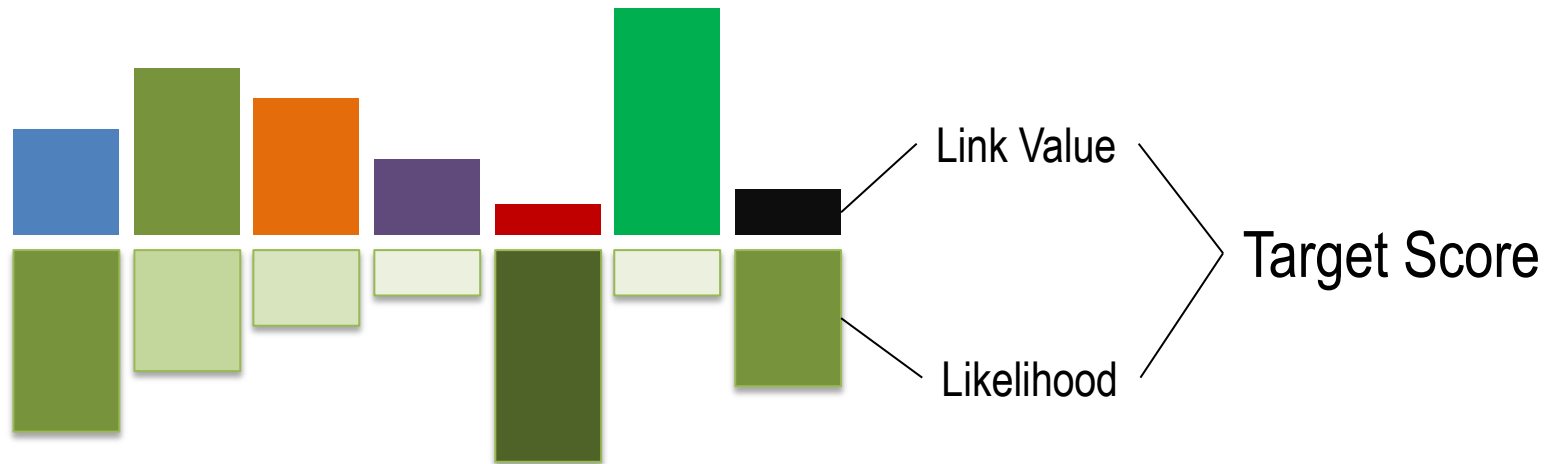


mR/mT/ACRank/PR



# Research Stage

## Competitive Analysis: Likelihood Assessment



# And Finally...Ten Awesome Tools

- **ahrefs.com**
- **ontolo.com**
- **blekko.com**
- **linkdex.com**
- **raventools.com**
- **buzzstream.com**
- **majesticseo.com**
- **opensiteexplorer.org**
- **linkresearchtools.com**
- **wordtracker.com/linkbuilder**

# Thank you.

twitter: @dejanseo

Google+: [dejanseo.com.au/+](https://plus.google.com/dejanseo.com.au/)

