



TAKING YOUR SEO TO **THE NEXT LEVEL**



Scaling Your Research

Methodologies

Phrase Research Methodology

1. What phrases have good search volume?
2. How well do I rank for those phrases?
3. What is my average CTR?
4. Can I outrank the result above me?
5. How much more traffic would I get?
6. What financial impact would it have?

<http://phraseresearch.com/>

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PHR▲**SE**
RESEARCH

Large Scale Decision Making

Minimal Effort & Maximum Return



Reebok Insta Pump Fury

Impressions: 1200

Clicks: 120

CTR: 10%

Average Position: 4.3

Price: \$200

Conversion Rate: 1%



Nike Air Max 2

Impressions: 600

Clicks: 120

CTR: 20%

Average Position: 9.1

Price: \$200

Conversion Rate: 1%

Decision Making

Minimal Effort & Maximum Return

Impressions: 1200

Clicks: 120

CTR: 10%

Average Position: 4.3

Price: \$200

Conversion Rate: 1%

Site Average

Rank	CTR
Rank 1	38 % (486)
Rank 2	27 % (413)
Rank 3	22 % (337)
Rank 4	18 % (295)
Rank 5	14 % (250)
Rank 6	12 % (182)
Rank 7	12 % (139)
Rank 8	9 % (87)
Rank 9	10 % (48)
Rank 10	10 % (29)

Decision Making

Minimal Effort & Maximum Return

Norm Deviation Adjustment

Impressions: 1200

Clicks: 120

CTR **10%**

Average Position: 4.3

Price: \$200

Conversion Rate: 1%

Site Average

Rank	CTR
Rank 1	38 % (486)
Rank 2	27 % (413)
Rank 3	22 % (337)
Rank 4	18 % (295)
Rank 5	14 % (250)
Rank 6	12 % (182)
Rank 7	12 % (139)
Rank 8	9 % (87)
Rank 9	10 % (48)
Rank 10	10 % (29)

Decision Making

Minimal Effort & Maximum Return



Reebok Insta Pump Fury

Competition Strength: **20**

Phrase Potential: **200+**



Nike Air Max 2

Competition Strength: **80**

Phrase Potential: **500+**

Single Metric

Easy to sort large lists



Reebok Insta Pump Fury

Phrase potential: **40**

WINNER



Nike Air Max 2

Phrase potential: **25**

LOSER

TODO: Build your campaign around winners.

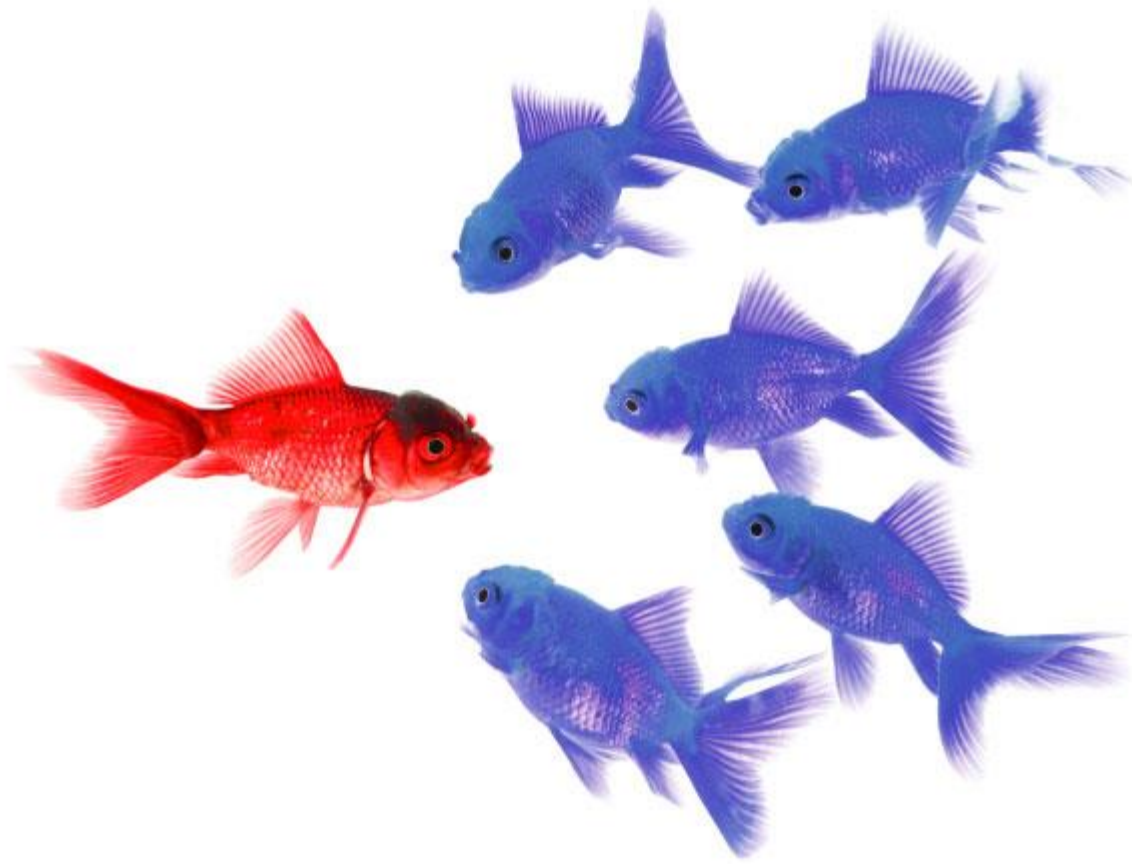
Current Status

Scenarios

Financial Impact

Metrics

Keyphrase	Impressions	Rank	Current Clicks	Clicks if #1	Clicks if #2	Clicks if #3	Clicks if Up 1 Pos**	\$ Current	\$ if #1	\$ if #2	\$ if #3	\$ if Up 1 Pos**	Difficulty	Potential Score ▼
✗ seo brisbane	3,500	16	49	257	190	141	49	4,900	25,700	19,000	14,100	4,900	3	287
✗ google keyword tool	2,000	16	28	147	109	81	28	2,800	14,700	10,900	8,100	2,800	28	153
✗ sem	1,250	13	29	152	112	83	29	2,900	15,200	11,200	8,300	2,900	37	152
✗ seo jobs	400	3	92	168	124	92	124	9,200	16,800	12,400	9,200	12,400	13	105
✗ seo agency	200	10	16	84	62	46	18	1,600	8,400	6,200	4,600	1,800	21	90
✗ search engine optimization serv...	176	9	16	75	55	41	18	1,600	7,500	5,500	4,100	1,800	29	76
✗ seo consultants	175	8	18	76	56	41	20	1,800	7,600	5,600	4,100	2,000	26	76
✗ search engine optimisation serv...	175	9	16	75	55	41	18	1,600	7,500	5,500	4,100	1,800	29	76
✗ smxsydney	200	6	28	84	62	46	30	2,800	8,400	6,200	4,600	3,000	24	75
✗ google au search	170	5	26	73	54	40	35	2,600	7,300	5,400	4,000	3,500	13	65
✗ seo services company	250	11	11	58	43	32	11	1,100	5,800	4,300	3,200	1,100	24	61
✗ small business seo	480	13	11	58	43	32	11	1,100	5,800	4,300	3,200	1,100	38	56



Mass-Scale Detection of Link Spam in Large Document Collections

[Crawl the Web](#)[Create Custom Code](#)[My Account](#)[Pricing Plans](#)[Marketplace New!](#)[My Crawls](#)[Create New Crawl](#)[Buy Crawl Package](#)[My Seed Lists](#)

Create New Crawl

Tooltips are available beside each setting. For detailed information on a setting, visit our [Help](#) wiki.

Step 1: Job Settings

Crawl jobs can be run once, or repeat on a specified schedule.

1. Job Name

2. Run Environment

Live Server 



3. Repeat Frequency

Does not repeat 



Step 2: Crawl Settings

All crawls start with a seed list of URLs and proceed by following the outgoing links on those URLs, up to a specified depth level.

4. Seed List of URLs

☒ Simple

☐ Uploaded Seed List





Pick your pricing plan

Plus Plan

Faster crawling, larger crawls, more apps

> select

Premium Plan

Super-fast crawling, advanced features

> select

[Crawl the Web](#)

[Create Custom Code](#)

[My Account](#)

[Pricing Plans](#)

[Marketplace](#) New!

[My Crawls](#)

[Create New Crawl](#)

[Buy Crawl Package](#)

[My Seed Lists](#)

Job Dashboard

[< Back to My Crawls](#)

i This page will auto-update periodically while your crawl is running.

Dejan SEO [Job Id: 550384]

[Overview](#)

[Runs](#)

[Settings](#)

[Results](#)

Latest Run Data (Dejan SEO):

? Job Status	Created	Pages Crawled	52	Errors	1
? Latest Run Status	Running	Pages Analyzed ?	51	Timeouts	OK
Number Runs Completed	0	CPU-hours Used	0.0		
? Initial Amount Reserved (per Run)	\$0.00	Latest Run Start Date	Apr 04, 2013 06:20AM CDT		
Total Amount Charged (all Runs)	\$0.00	Latest Run End Date	Not Ended		

[Copy Job](#) | [Cancel Job](#) | [Delete Job](#)

i Canceling a job will return all results crawled up till then.

Import spreadsheet

Steps

1. General options
2. Import settings

General options

Choose a CSV file to import:

Separator:

As table:

Charset:

Comma

Edges table

UTF-8

Preview

Invalid CSV file

< Back

Next >

Finish

Cancel

Help



Add column



Merge columns



Delete column



Clear column



Copy data to other column



Fill column with a value



Duplicate column



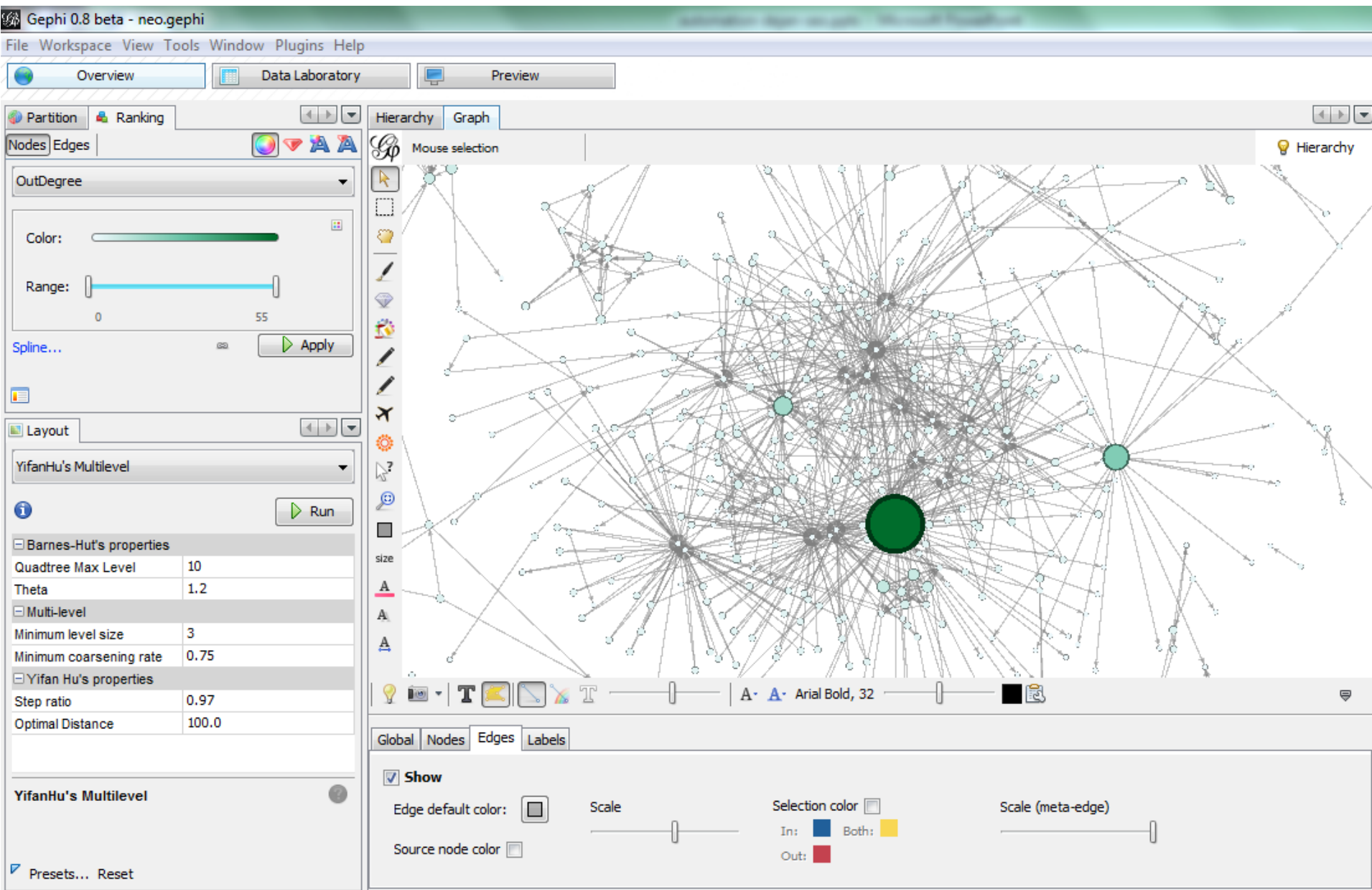
Create a boolean column from regex match



Create column with list of regex matching groups

...	Ec...	Close...	Betwe...	Page...	Clust...	N...	Eigen...	Local
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
1	0	0	0	0.001	0	0	0.007	
2	1	1	0	0.001	0	0	0	
1	0	0	0	0.001	0	0	0.007	
2	1	1	0	0.001	0	0	0	
2	1	1	0	0.001	0	0	0	
2	1	1	0	0.001	0	0	0	

Visualising Complex Web Structures



Mass-Scale Detection of Link Spam in Large Document Collections

- Domain
- Backlinks (BL)
- Maximum Backlink PageRank (MaxPR)
- PageRank Sum (tPR)
- Unique PageRank Sum (uPR)
- Unique Domain Backlink Sum (udBL)
- D-Factor ($D = uPR / udPR$)
- Average D-Factor Difference ($avgD = D - (D_1 + D_n \dots) / n$)

Methodologies

Top-Level Links Spam Detection

Spam!

Unique Domain IBL vs. PageRank (norm deviat

57		102	6	81	53	52	1.02	0.54	1	5	0.20	-0.11	0.43	3	13	263	188	1808	257	325	-68	1487
58		94	4	42	29	49	0.59	0.11	3	3	1.00	0.69	0.80	3	17	223	184	1804	480	67	413	159
59		82	4	23	19	29	0.66	0.18	3	3	1.00	0.69	0.86	3	21	197	182	1802	518	105	412	97
60		30	4	17	17	23	0.74	0.26	0	6	0.00	-0.31	-0.05	3	12	192	181	1801	-32	156	-188	101
61	mbtshoes3u.net	1011	4	131	55	498	0.11	-0.37	0	17	0.00	-0.31	-0.68	1	14	444	197	1727	-1179	-638	-541	-10115
62	mbtshoes5u.net	1035	4	103	53	510	0.10	-0.38	0	17	0.00	-0.31	-0.69	1	14	440	197	1727	-1190	-649	-541	-10158
63		78	5	55	49	56	0.88	0.40	0	8	0.00	-0.31	0.08	2	13	215	165	1605	66	317	-251	1085
64		826	4	29	13	169	0.08	-0.40	1	7	0.14	-0.17	-0.57	2	13	204	164	1604	-460	-323	-137	-885
65		910	6	11	9	81	0.11	-0.37	0	8	0.00	-0.31	-0.68	2	11	175	161	1601	-546	-295	-251	-269
66		1013	6	290	147	145	1.01	0.53	4	1	4.00	3.69	4.22	3	13	789	214	1564	2200	278	1922	11384
67		476	5	116	105	181	0.58	0.10	2	3	0.67	0.35	0.45	3	22	720	207	1557	236	52	183	1908
68		248	4	167	91	139	0.65	0.17	1	4	0.25	-0.06	0.11	3	23	529	188	1538	57	90	-32	2213
69		558	6	92	71	163	0.44	-0.04	1	4	0.25	-0.06	-0.11	3	17	497	185	1535	-55	-23	-32	-511
70		257	5	108	72	160	0.45	-0.03	1	4	0.25	-0.06	-0.09	3	11	496	185	1535	-48	-15	-32	-342
71		304	6	202	64	128	0.50	0.02	2	3	0.67	0.35	0.37	3	12	396	175	1525	190	10	180	166
72		328	5	100	66	102	0.65	0.17	4	1	4.00	3.69	3.85	3	16	352	170	1520	1953	85	1868	1127
73		199	5	105	79	77	1.03	0.55	1	4	0.25	-0.06	0.48	3	12	332	168	1518	244	276	-32	3323

<http://dejanseo.com.au/link-spam-detection/>

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Domain Compare Analysis

Count Highest First ▾

☐ Show All

Refresh

IP Addresses

- 174.36.243.202 (198)
- 50.23.65.197 (159)
- 216.12.197.178 (151)
- 174.36.139.62 (135)
- 173.199.159.100 (127)
- 50.23.102.88 (112)
- 159.253.130.90 (110)
- 75.126.249.98 (97)
- 216.172.166.160 (96)
- 99.198.119.90 (91)
- 66.96.147.103 (73)
- 74.54.147.153 (73)
- 69.194.229.19 (67)
- 50.23.102.85 (54)
- 65.254.248.137 (54)
- 50.22.243.199 (42)
- 67.222.30.50 (41)
- 50.23.102.74 (39)
- 69.175.51.226 (39)
- 50.22.225.239 (34)
- 208.101.60.66 (33)
- 69.162.190.41 (27)
- 69.162.188.51 (27)
- 173.193.220.210 (26)
- 184.173.213.223 (26)
- 50.22.222.231 (25)

C Class Subnet

- 50.23.102 (236)
- 174.36.243 (198)
- 50.23.65 (159)
- 216.12.197 (151)
- 174.36.139 (144)
- 173.199.159 (127)
- 159.253.130 (110)
- 75.126.249 (97)
- 216.172.166 (96)
- 66.96.147 (92)
- 99.198.119 (91)
- 69.194.229 (73)
- 74.54.147 (73)
- 65.254.248 (54)
- 50.22.222 (47)
- 50.22.225 (45)
- 50.22.243 (44)
- 67.222.30 (41)
- 69.175.51 (39)
- 208.101.60 (33)
- 174.122.164 (32)
- 69.162.190 (27)
- 69.162.188 (27)
- 173.193.220 (26)
- 184.173.213 (26)
- 69.162.189 (25)

Nameservers

- NS1.HAWKHOST.COM (126)
- NS1.PIPEDNS.COM (101)
- NS1.IPAGE.COM (53)
- NS5.HAWKHOST.COM (51)
- NS1.FATCOW.COM (47)
- NS911.HOSTGATOR.COM (43)
- SNS231.WEBSITEWELCOME.COM (42)
- SNS151.WEBSITEWELCOME.COM (26)
- DNS14.BACTERIALDISEASES.NET (24)
- DNS14.SEOHOSTINGCOMPANY.NET (22)
- DNS14.AFFORDABLECARSECURITY.COM (21)
- DNS14.AGILITYDOGTRAINING.NET (20)
- SNS187.WEBSITEWELCOME.COM (20)
- NS9.HAWKHOST.COM (20)
- DNS14.BAKERYSUPPLY.ORG (19)
- DNS14.CALENDARPRINTERS.ORG (18)
- DNS14.CASHPOOL.ORG (17)
- DNS14.BESTSEOHOSTING.ORG (17)
- DNS14.VPS-HOSING.COM (16)
- NS100.ELEVEN2.COM (16)
- NS2949.HOSTGATOR.COM (16)
- DNS14.PERIMETERCOMPUTER.COM (15)
- DNS14.BEAGLEPUPS.NET (15)
- NS1.MUSICALSETRENTALS.COM (13)
- DNS14.BOYFRIENDADVICE.NET (13)
- DNS14.SEOHOSTINGLIK.NET (13)

Registrants

- Dadan Agustina (701)
- Registration Private (162)
- aris munandar (98)
- moh tsule (30)
- Teguh Perdana (19)
- Endang Rusmana (19)
- jamal Ilah (19)
- Calvin The (15)
- Dadan Mardani (15)
- bocah kramat (11)
- hartanto harsaja (10)
- Sapudih , (9)
- Made Artika WP (9)
- sasikala Rajarathinam (7)
- Dinesh kumar (7)
- Teti M (7)
- Usep Yusaefuddin (7)
- eka yuniarti (6)
- Eko Ari Wibowo (6)
- I Made Artika WP, S.Si (6)
- Gregorius Priyo (6)
- Arul Murukan (5)
- Dodo Hardyanto (5)
- diki rofik (4)
- Silam barasan (4)
- Surahmat , (4)

Also: Phones: +62.85659905097 (632) Emails: dadan_agt@yahoo.com (701)

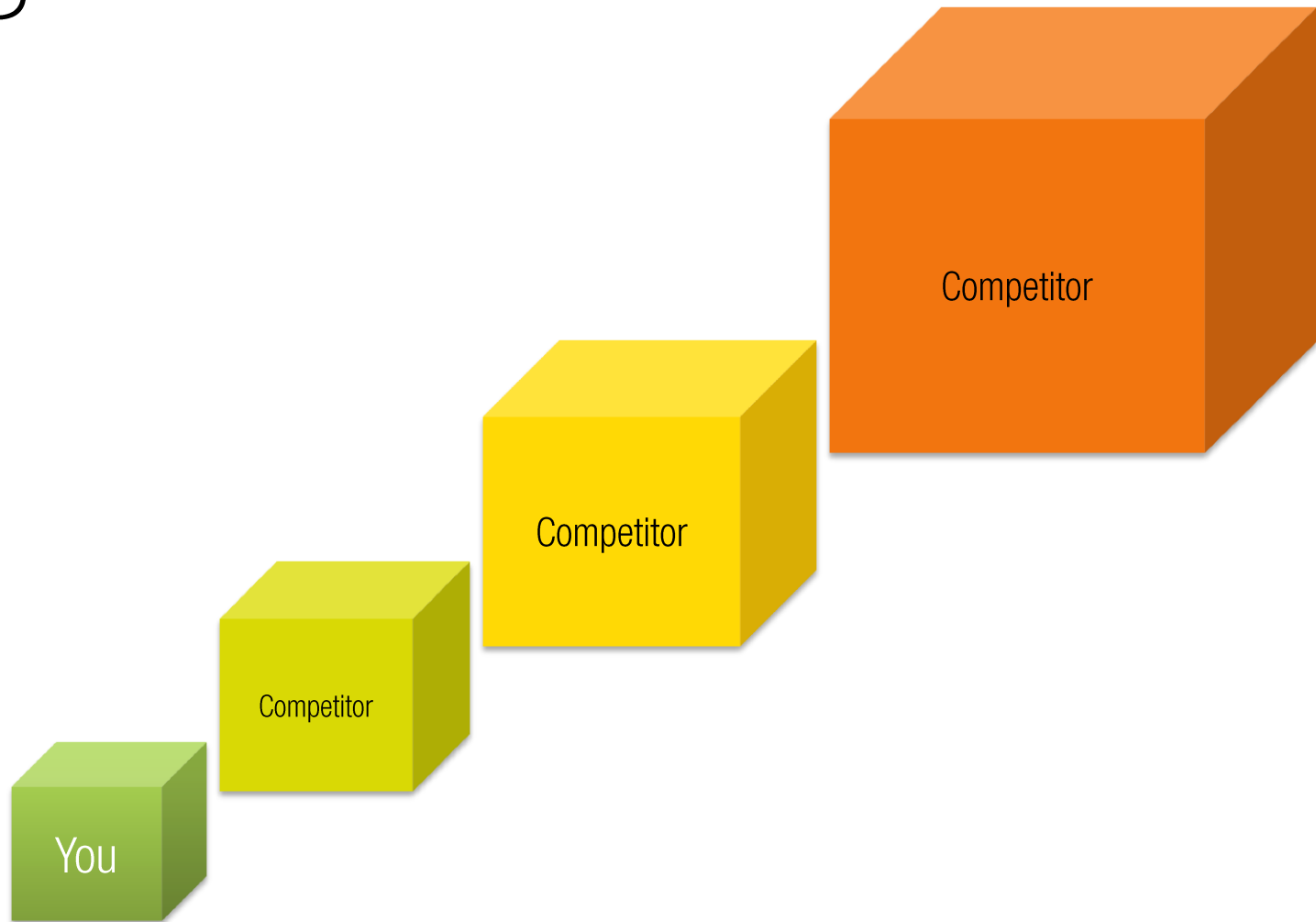
Managing Complex Link Building Campaigns



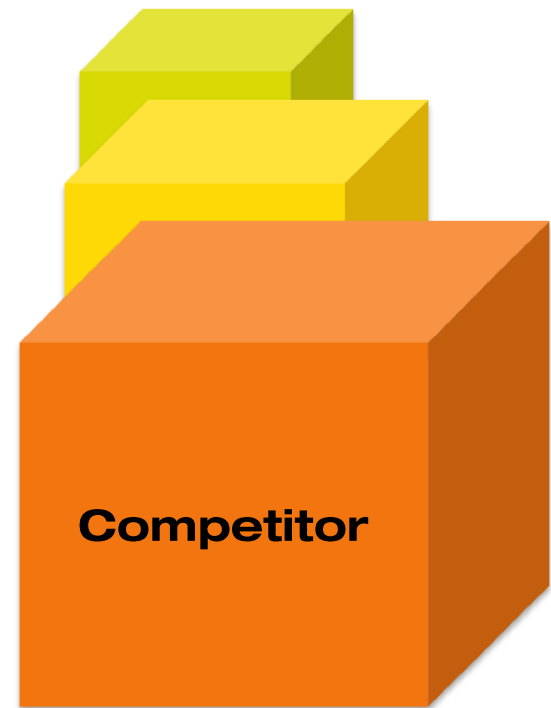
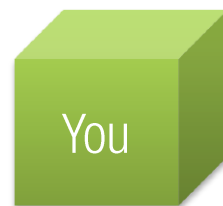
Chapter One

Lovely Shades of Grey

High Risk



Low Risk



Content is King!

**Do what's best
for the user!**

Right guys...?

You

Competitor

I have a blog network

I spam .edu forums

I buy expired domains

Competitor

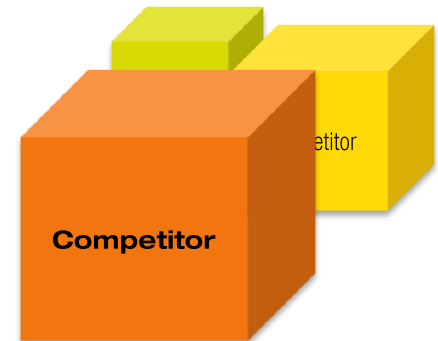
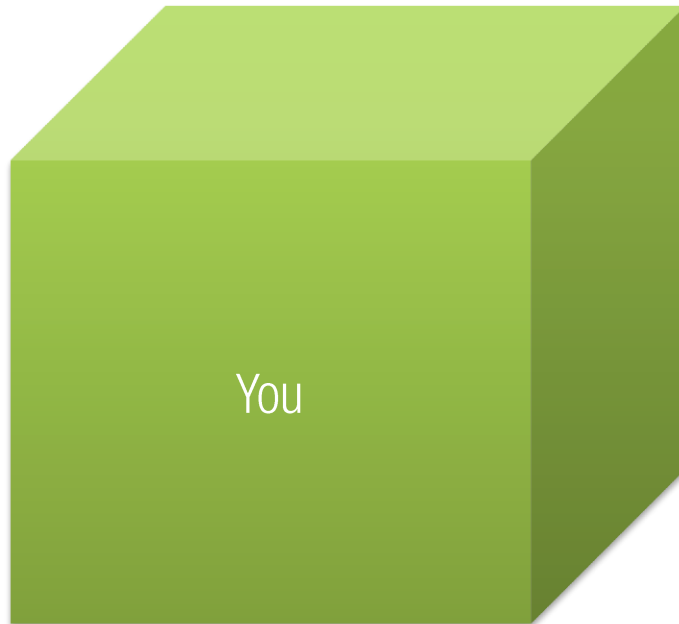
Content is King!

**Do what's best
for the user!**

Right guys...?

You

What to do?

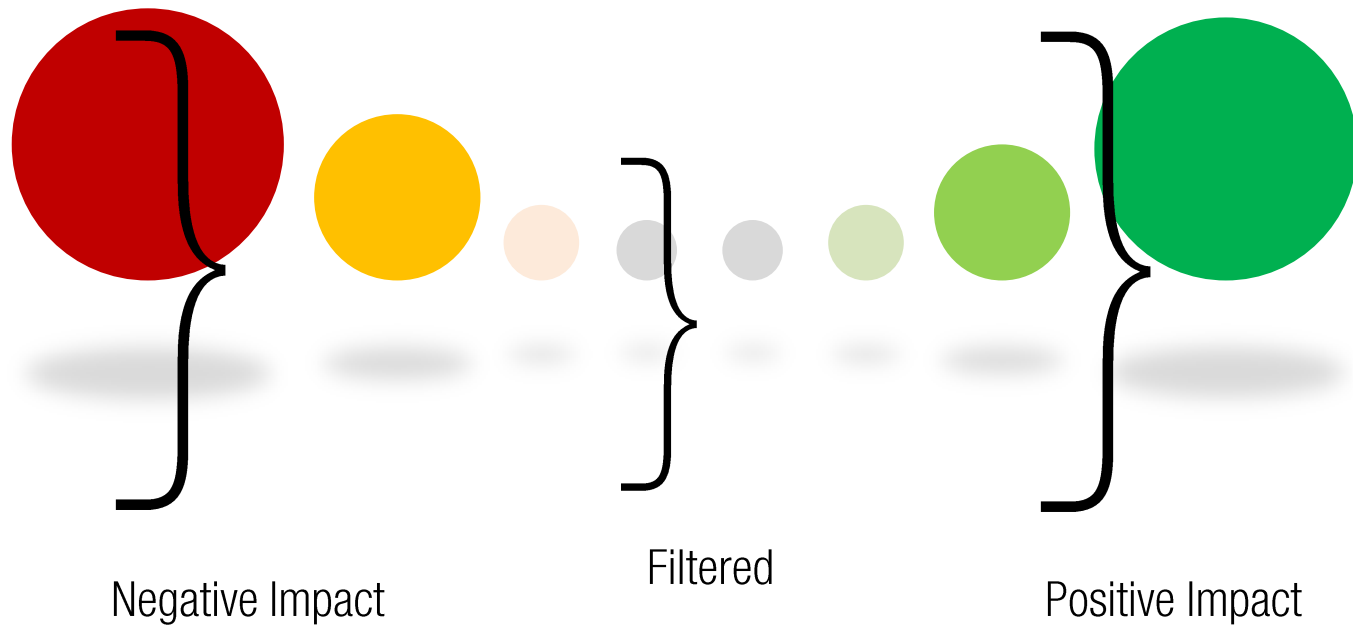


Chapter Two

Research

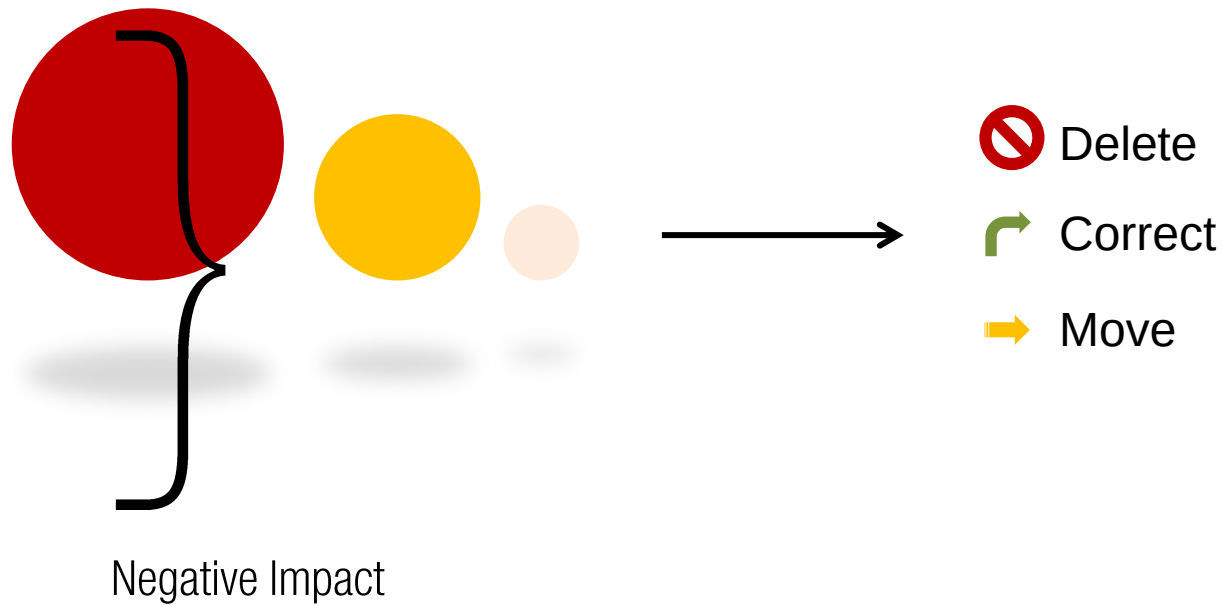
Research Stage

Backlink Profile Assessment



Research Stage

Defining Top Liabilities





[HOME](#) [EXAMPLES](#)

80LEGS EXPORT TO GEPHI CSV

80graph is a tool designed to convert csv files which generates [80legs](#) tool into a format suitable for import into [Gephi](#) software. As the next step we plan to introduce graphical representation of data within the tool, but for now the tool just converts from one format to another.

INSTRUCTIONS:

- Start the 80legs downloader application
- From the result format's drop-down menu, select the option Document Data XML to CSV
- In the table above find the row with the file type ANALYZED_URL (usually in the second row)
- Click the download link in that row
- Be patient during file downloading, it can take longer if it is a large file

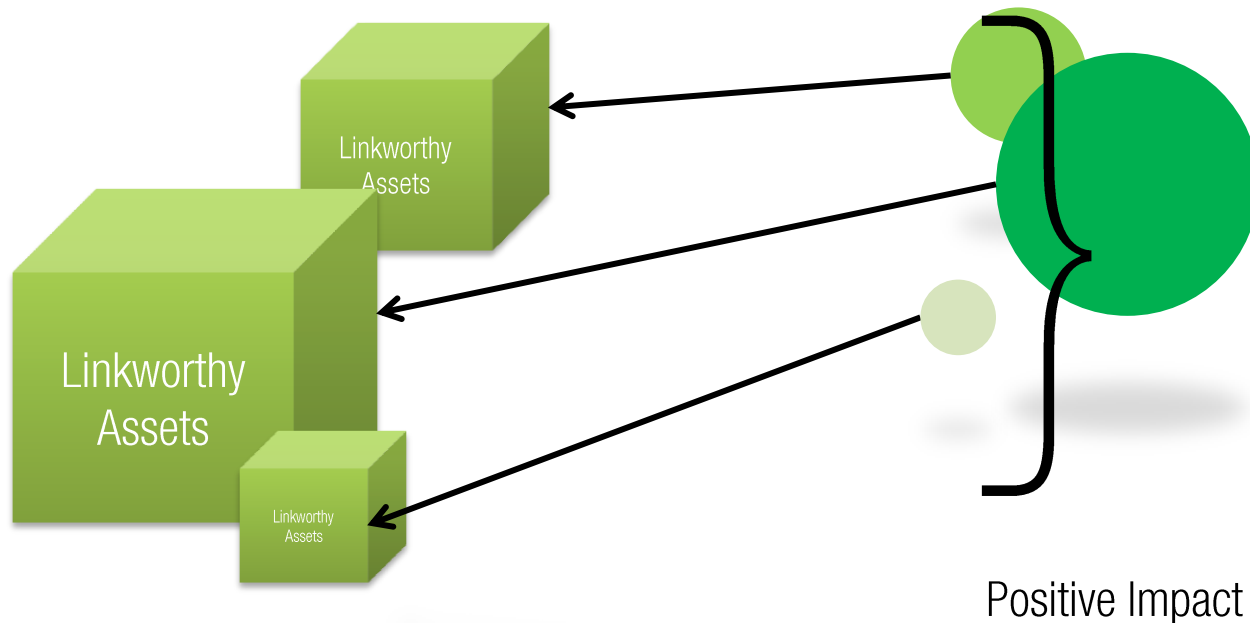
Please choose .zip file from 80 legs

No file chosen

[Convert to Gephi csv](#)

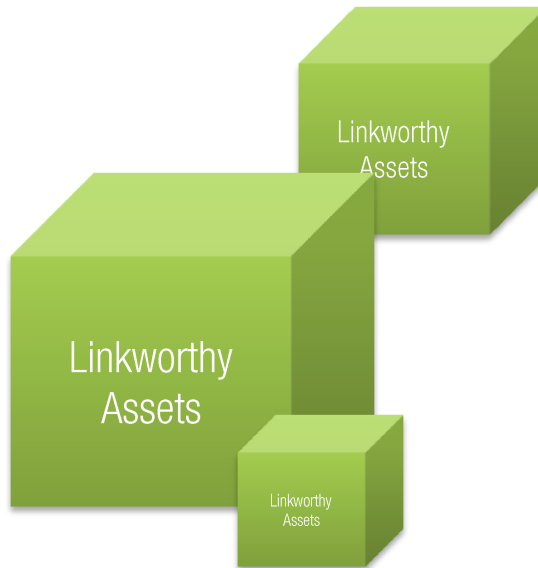
Research Stage

Define Linkworthy Assets



Research Stage

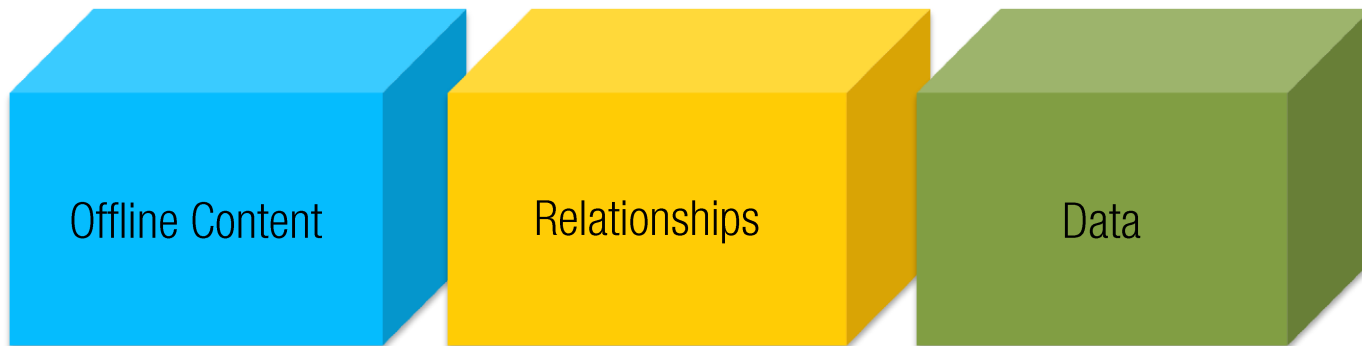
Multiply Linkworthy Assets



x2
Or maybe 3

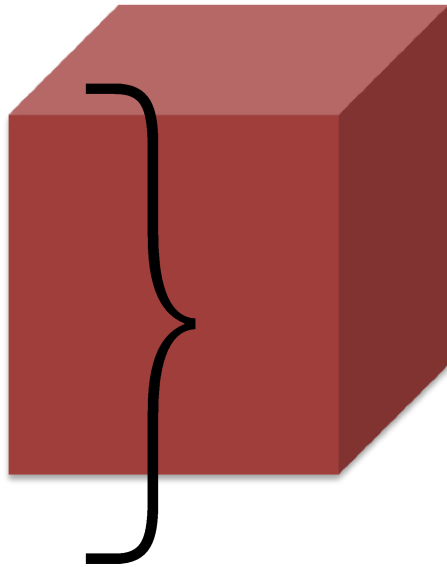
Research Stage

Assets & Relationships

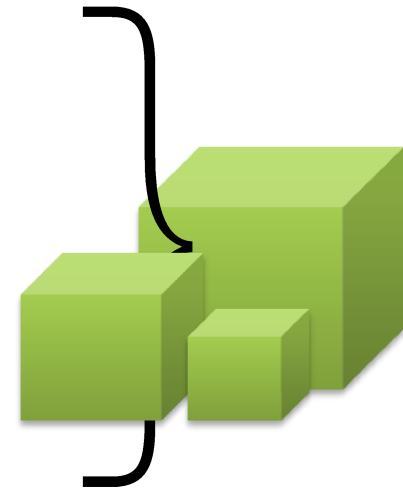


Research Stage

Competitive Analysis

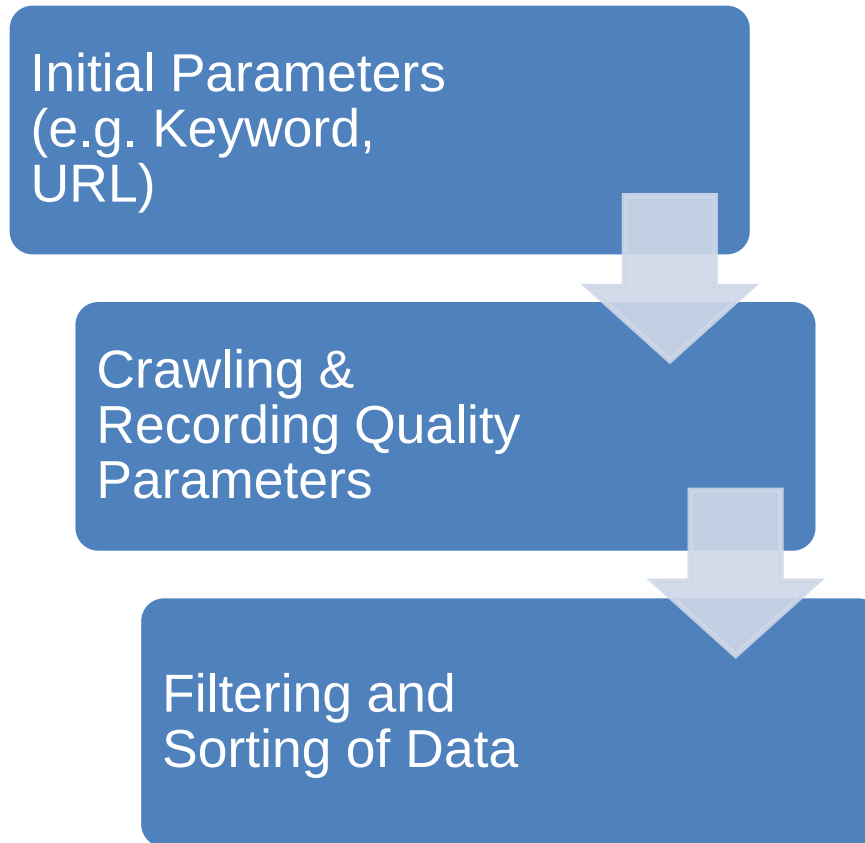


Unrealistic Competitors

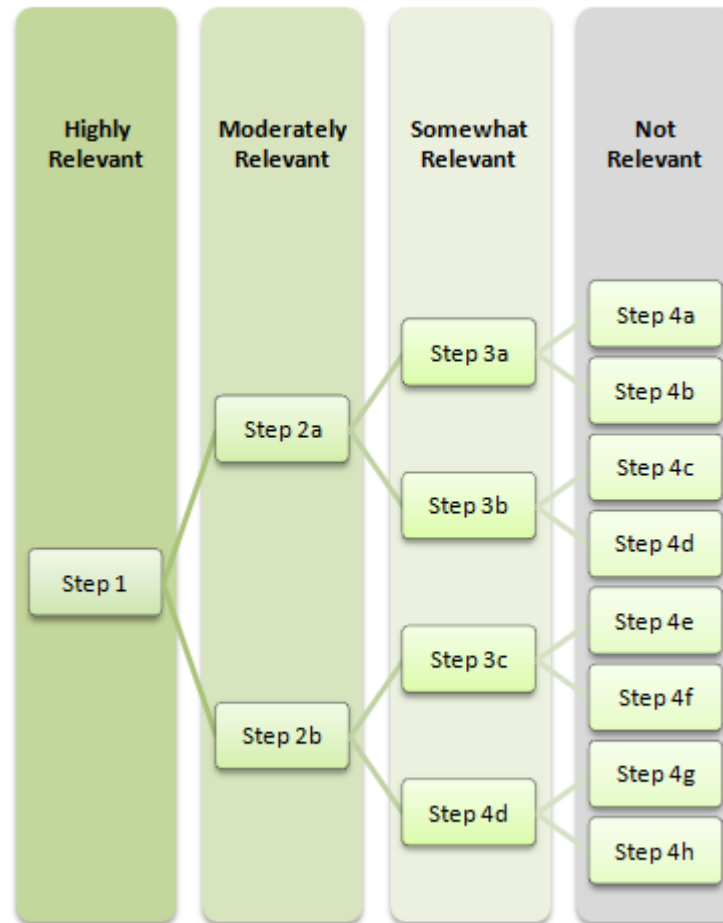


Realistic Competitors

Software Link Analysis

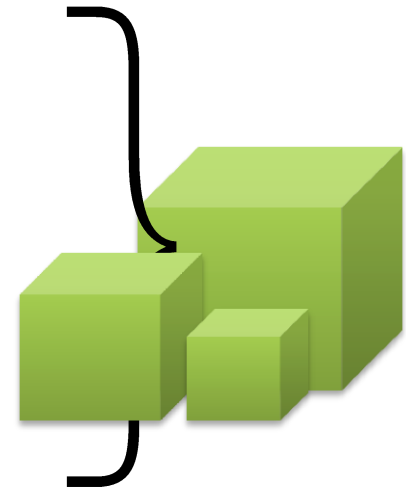
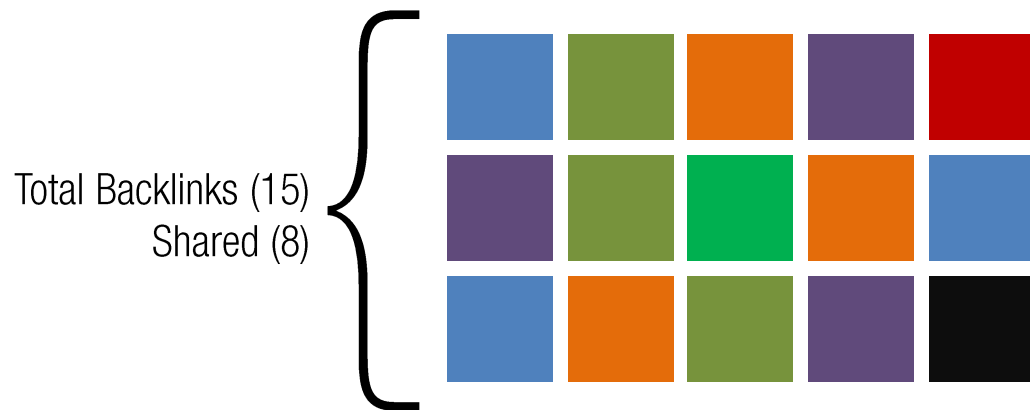


Relevance Dampening



Research Stage

Quantitative Link Analysis



Competitor Backlinks

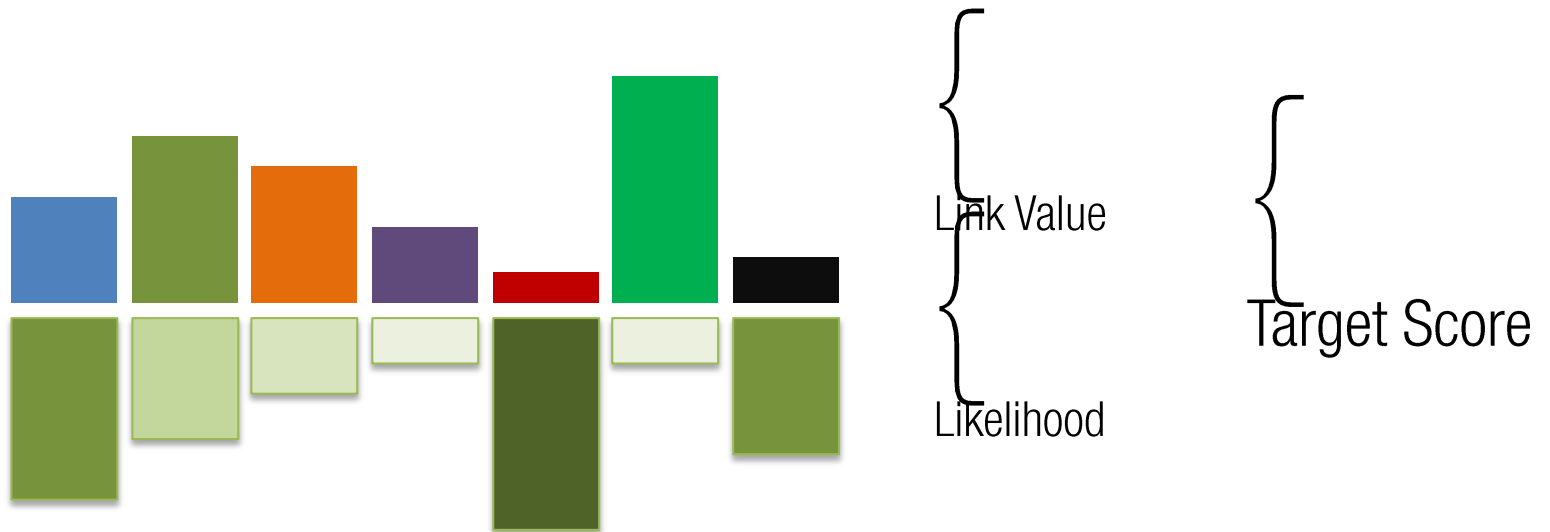
Research Stage

Qualitative Link Analysis



Research Stage

Competitive Analysis: Likelihood Assessment



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

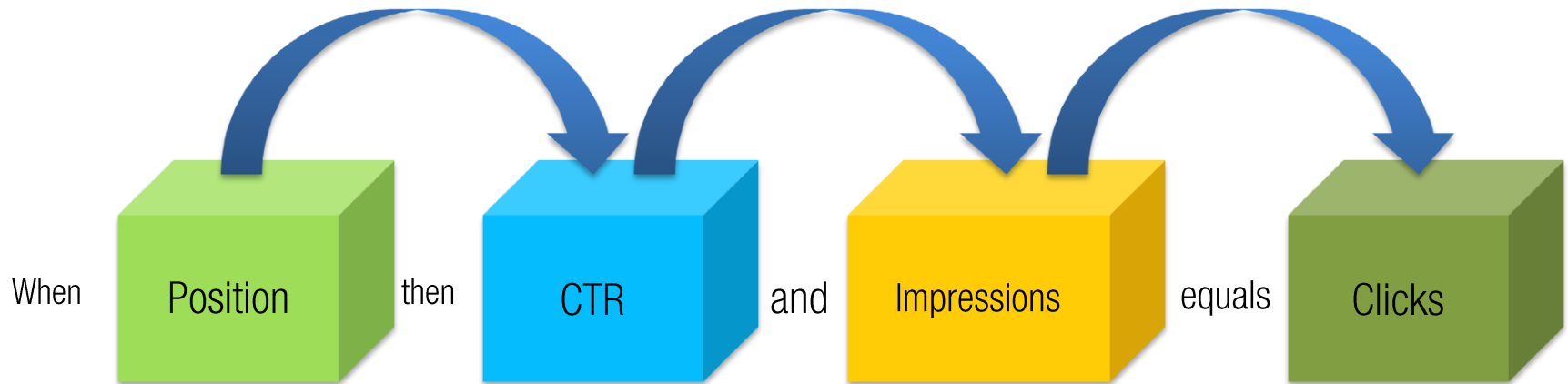
CTR

Position

Clicks

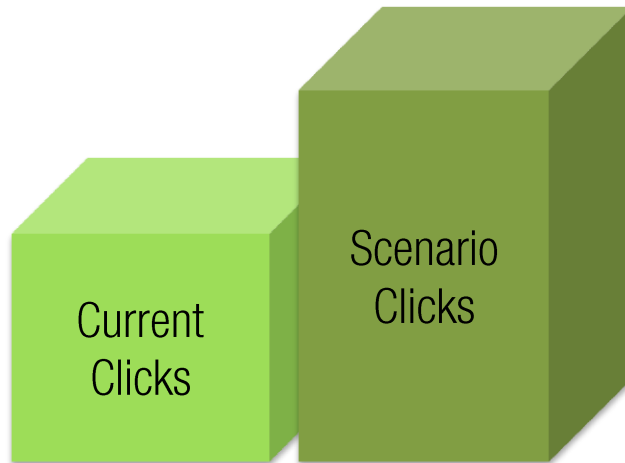
Research Stage

Phrase Targeting Methodology



Research Stage

Phrase Targeting Methodology

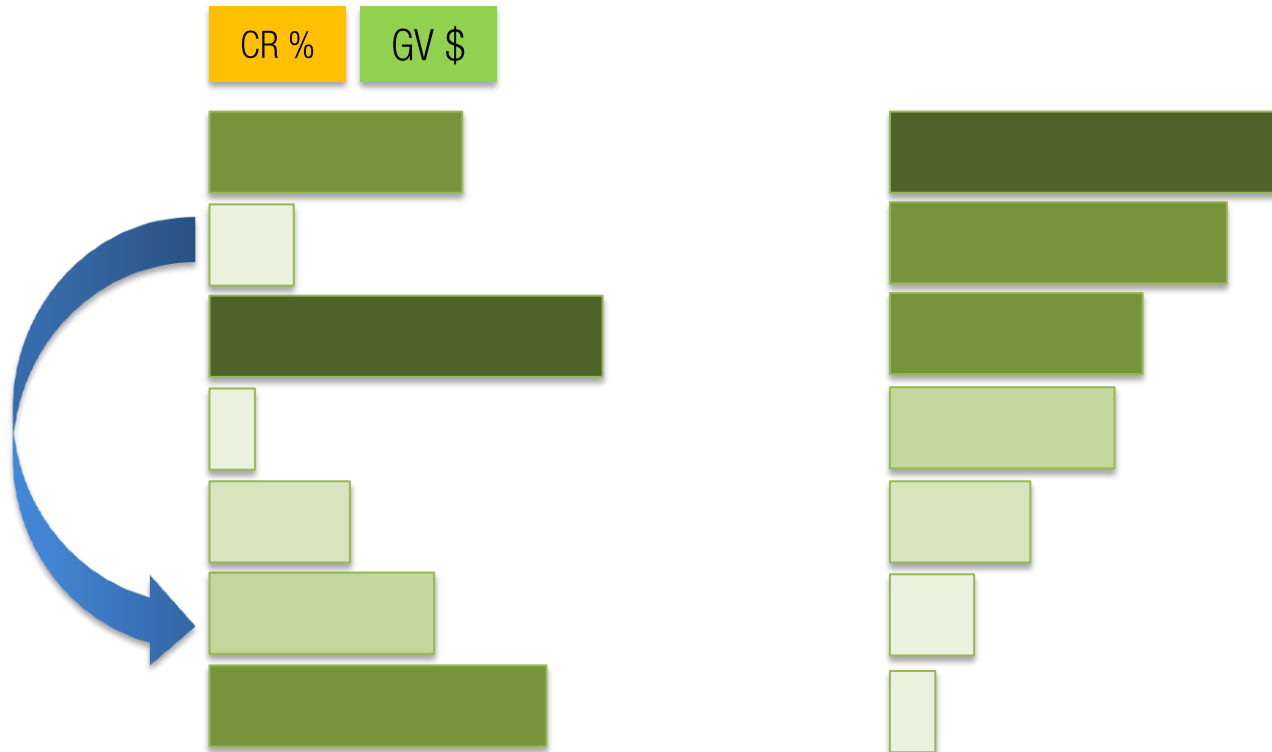


Conversion Rate (%)

Goal Value (\$)

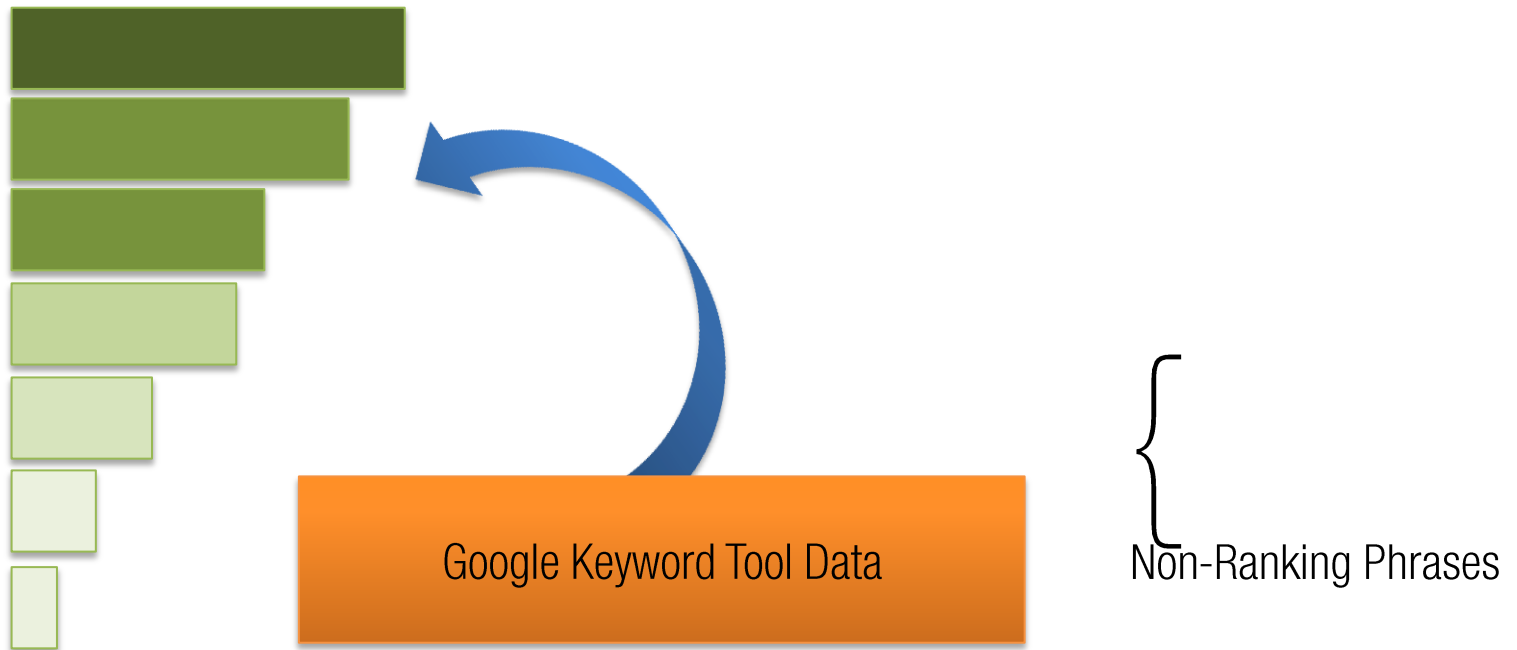
Research Stage

Phrase Targeting Methodology: Sort By Potential



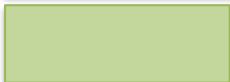
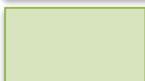
Research Stage

Phrase Targeting Methodology: Sort By Potential



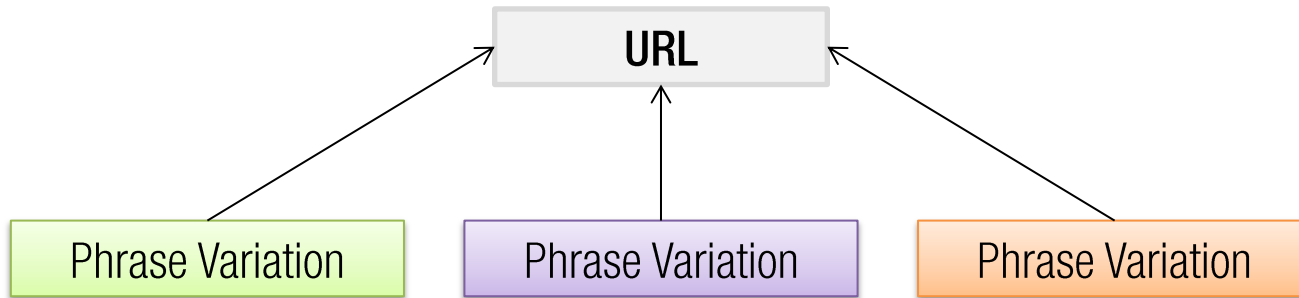
Getting Organised

Allocation of Hours & Resources

Phrase	Page	# of Links
	URL	30% links
	URL	20% links
	URL	15% links
	URL	5% links
	URL	2% links
	URL	Optional
	URL	Optional

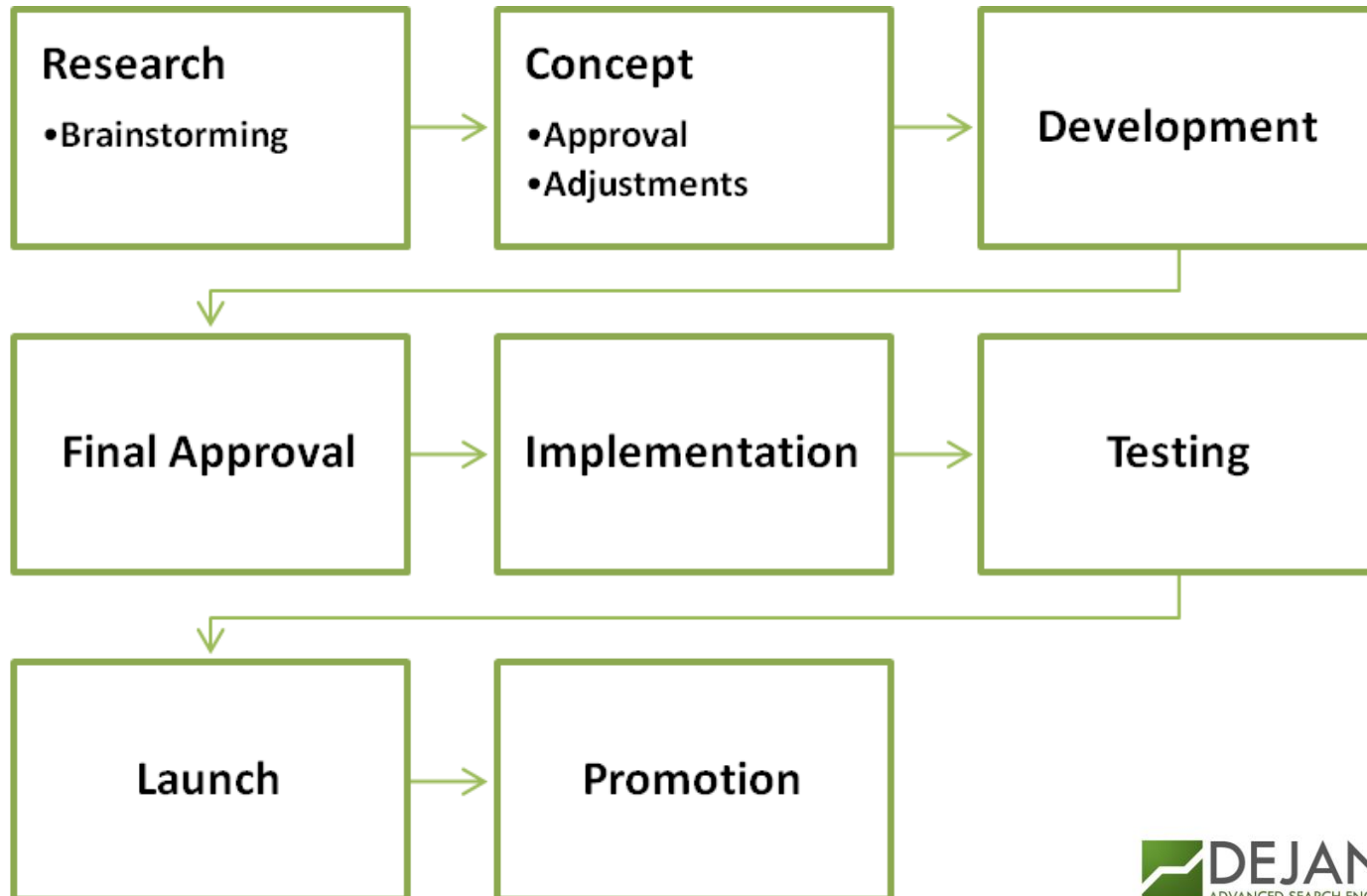
Getting Organised

Phrase Targeting Methodology: Phrase Variations



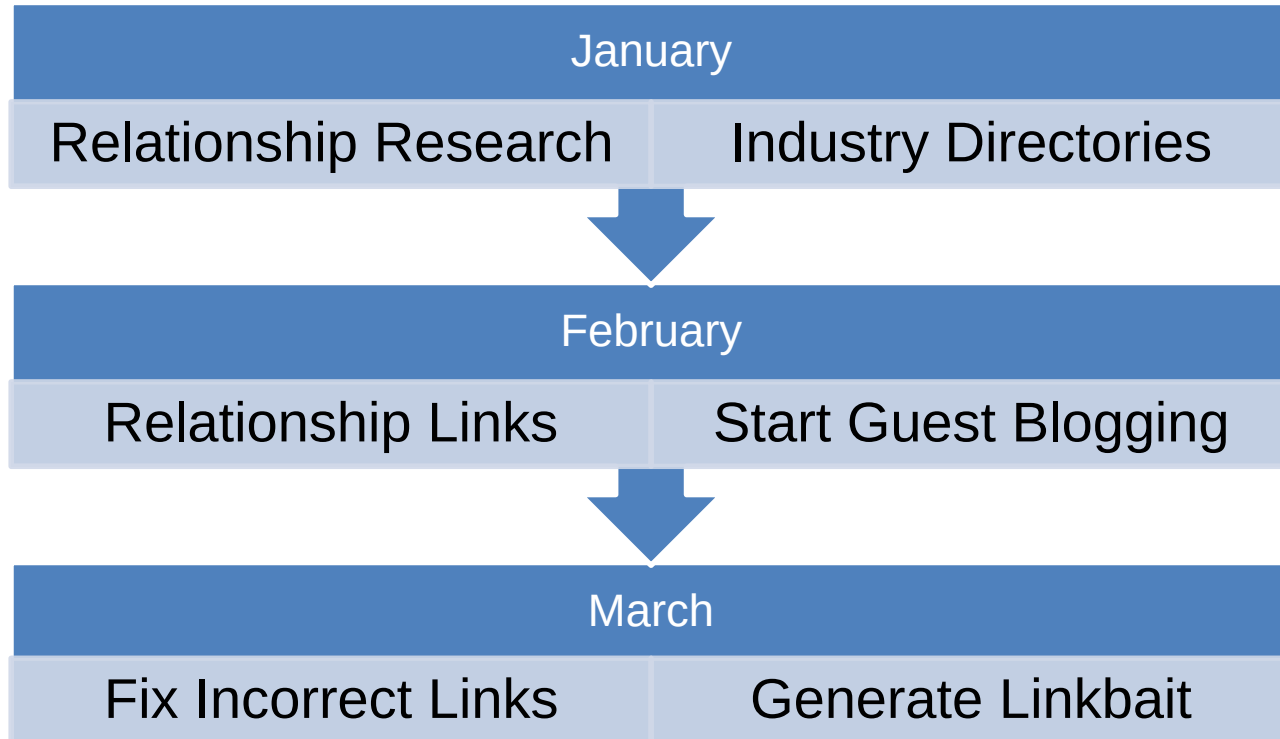
Getting Organised

Content Development Process



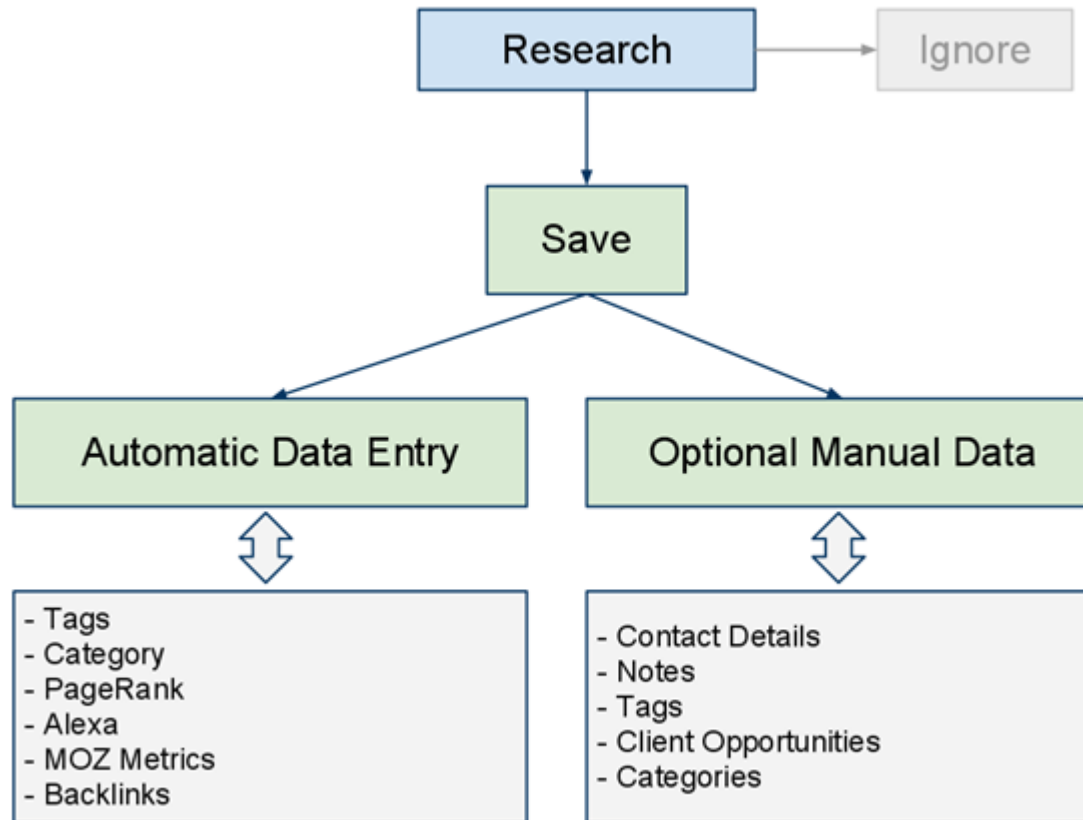
Getting Organised

Schedule of Activities



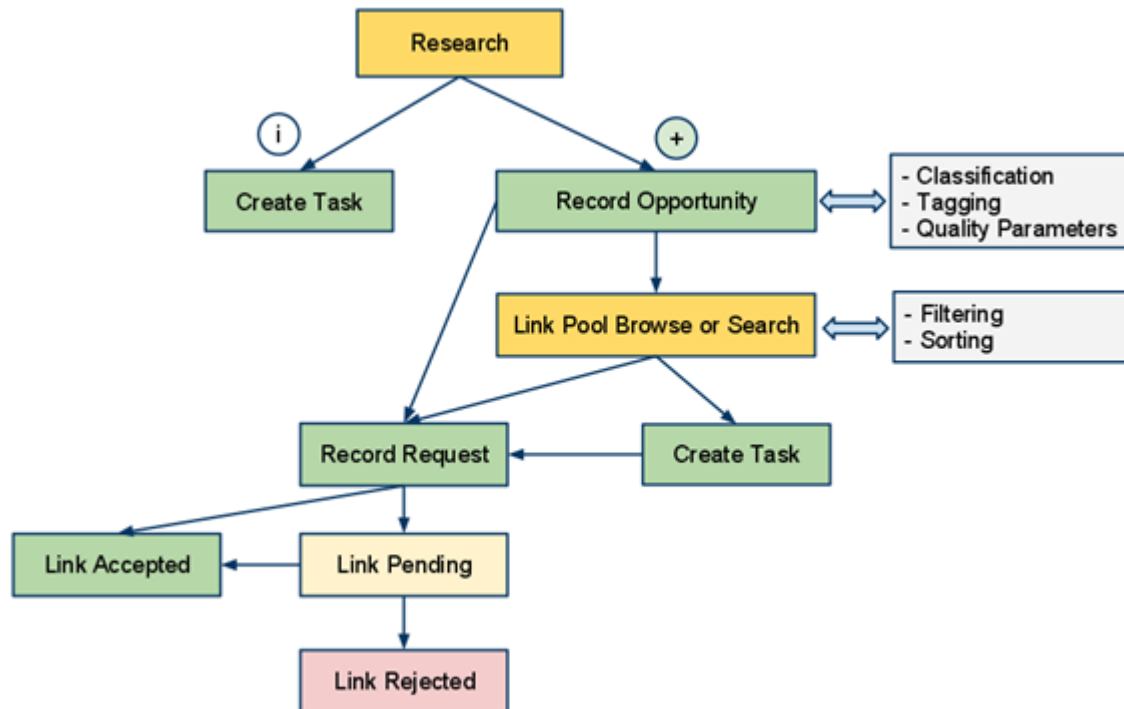
Getting Organised

Automating Manual Tasks



Getting Organised

Recording Link Opportunities



Link Building Software

Dashboard | Inbox [6] ***My Projects** | Link Digger | My Links | Favorites | Import Links | My Account | Tools | Team | My Notes | Logout | Help

Notifications: Updates, Link alerts, Admin messages, Newly assigned links, overdue links, currently selected projects

Project Name	Targets	To Do	Rankings	Links	Alerts	Competitors	Digger	Checkin
Technological Singularity Inc.	12	34	3 ▲ 1 ▼	1202	4	3 ▲ 1 ▼	214 new	[x]
Nikola Tesla Electronics Pty Ltd	3	1	12 8	808	2	12 ▲ 8 ▼	117 new	[]

Filter:

[+] Type

- Content
- Free
- Link Exchange
- Paid
- Relationship
- Uncategorized

[+] Topic:

- [x] Business
- [x] Science
- [] Education

[+] Region

[+] User

Top Favorites

[RESET FILTERS]

Sorting Criteria: PageRank, OBL, DA, PA, Date, Favorites

Results
(Default Value: Recent Links)
If client selected show that topic. If multiple clients selected show combined topics.

CSV

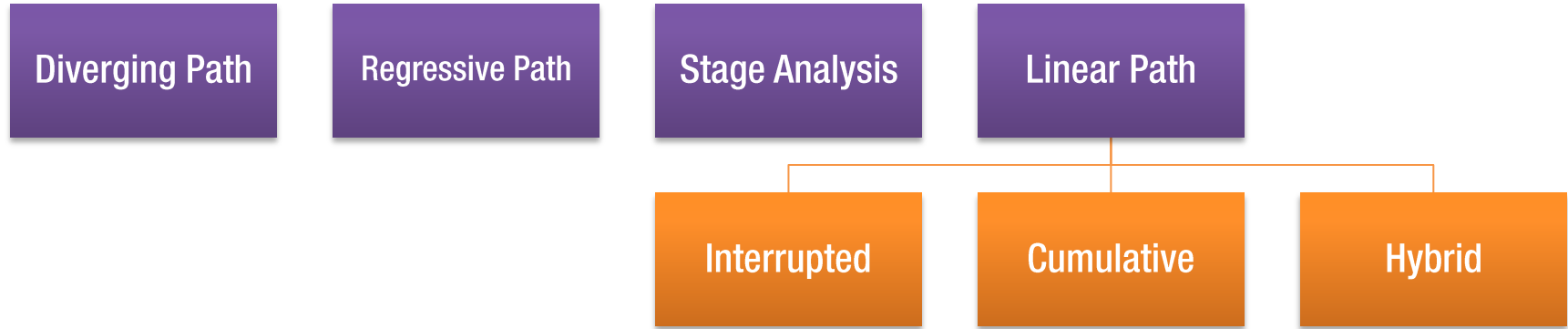
Chapter Four

People



Link Building Styles

Manual Link Research Paths



The Toolbar



Girls.



Boys.



Know Your People.

University Degree in English Language & Literature

} In Common

Speaks French,
Spanish &
Greek

Soprano in an
award-winning
choir

Writing, Media
Literacy, Science
& Technology

Interest in
teaching
methodologies

Interpreter for a
local bank

Ex-ballerina.
Loves dance,
music & travel

Part-time
educator &
journalist

Active in
conferences &
summits

Unique

Unique



Understanding Personas.



Smaller Groups. Team Leaders.



Coaching & Feedback.



Celebrate Success.





ROOT OF THE PROBLEM

What drives us to cheat?

**If one guy cheats and ranks well,
others will follow. It becomes a norm.**



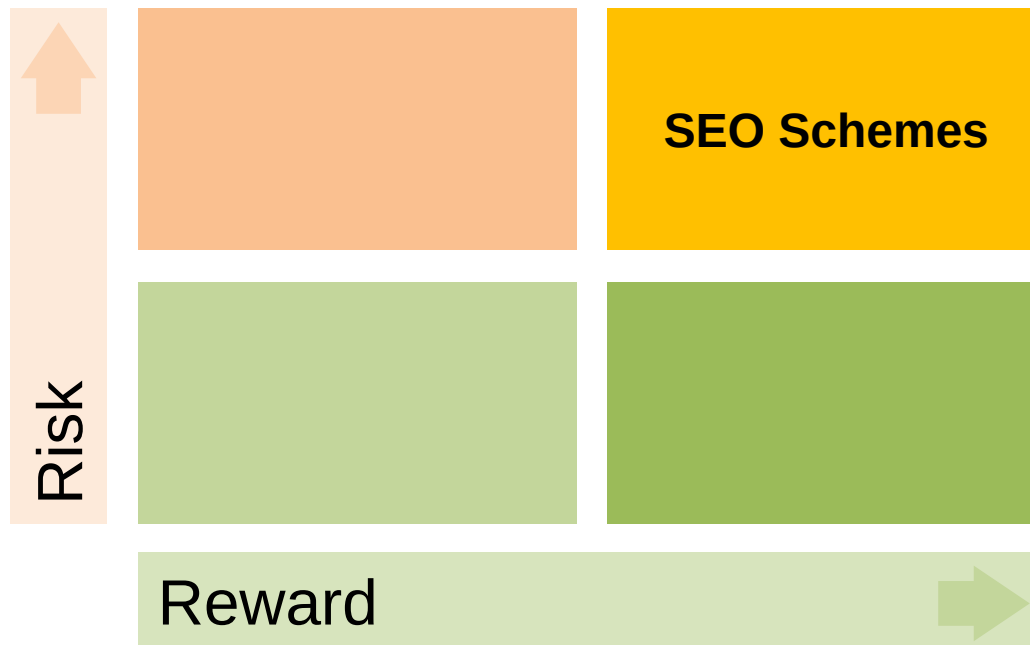
And then...



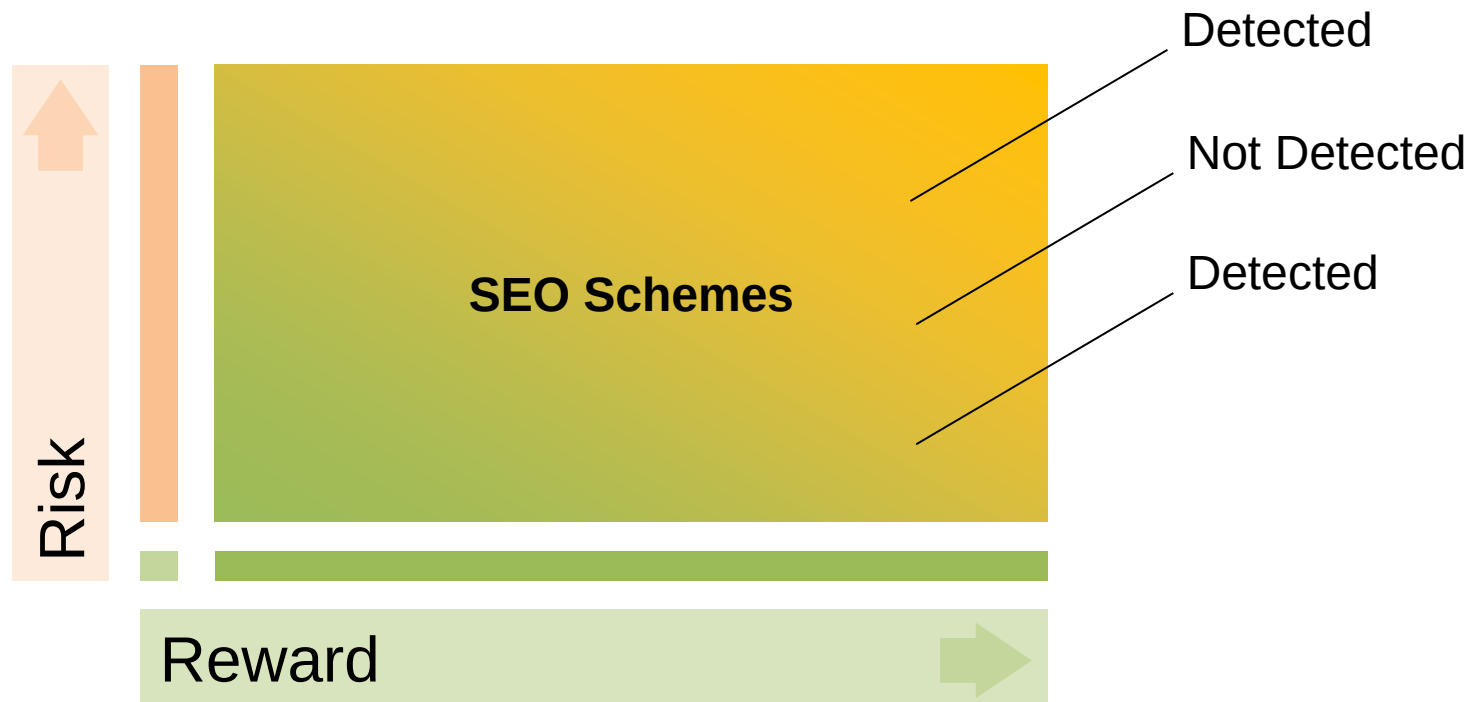
POP!



Risk vs. Reward



Risk vs. Reward



Mind the Gap.



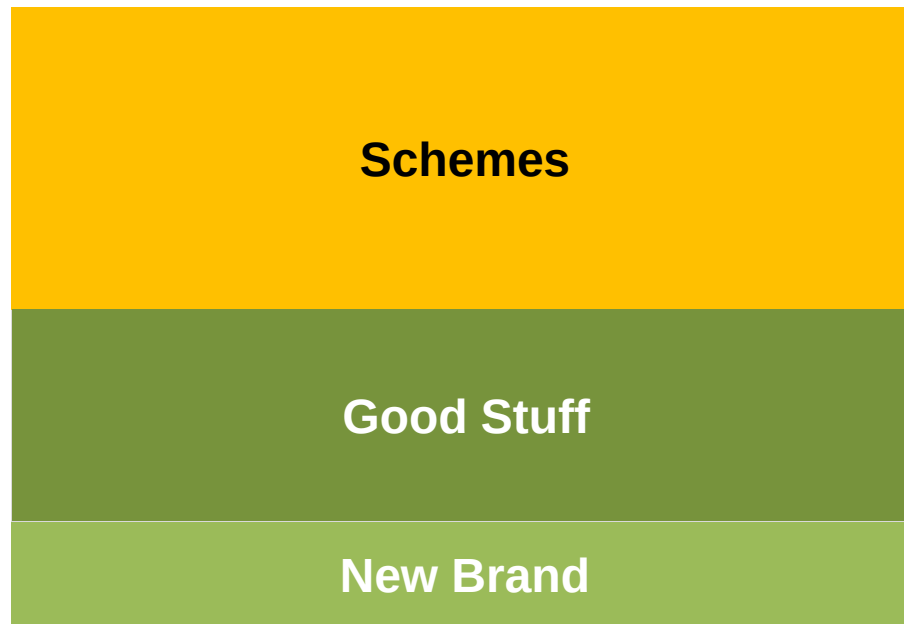
Smart Schemes.

Schemes

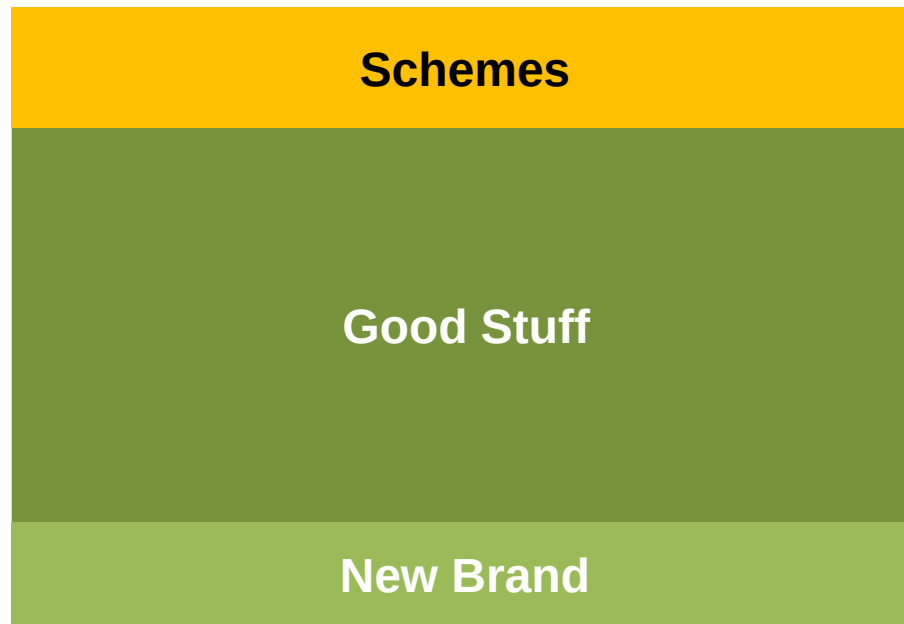
Good Stuff

New Brand

Replacement.



Clean & Purge.



End Outcome.

**Your
Brand**

**Your
Competitor**

Long-Term & Safe vs. Temporary & High Risk

Experiments

Guerrilla SEO

Methodologies

SEO Tactics

Experiments

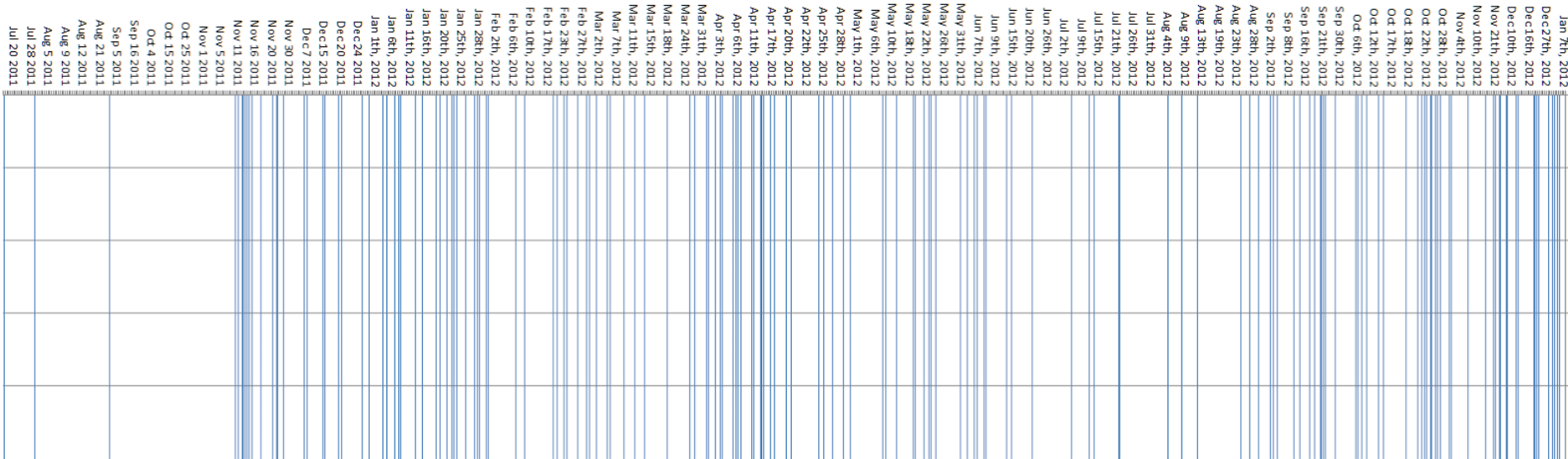
Guerrilla SEO

Methodologies

SEO Tactics

Experiments

Google+ in Google's Index



Nov 2011

"Google+ is using rel="nofollow" on some of its internal links. Why?"

[Dan](#), Brisbane [Hide response](#) [Post a response](#) [Share](#) ▼

Sometimes we try to be cautious, just so we don't become any sort of spam attack vector ourselves. Over time, as we come up with ways to make sure that things are spam-resistant, we might remove that nofollow attribute though.

[Matt Cutts](#), Mountain View



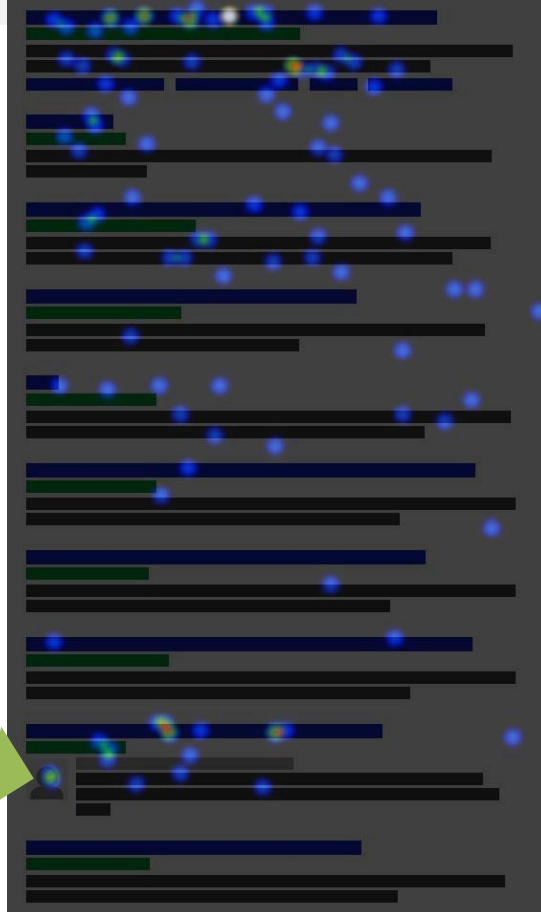
Flowing Google+ Link Juice

<http://dejanseo.com.au/what-is-google-up-to-now/>

Experiments

SERP Clicks

SERP's Test • <http://dejanseo.com.au/research/serp-test/>
created 5-1-2013 • 1 day 12 hours 18 mins • 248 visits, 106 clicks



Authorship
Benefits

Experiments

Tabbed Content Indexing

[Dejan SEOs Next Intern | Chris Butterworth](http://www.cbutterworth.com/dejan-seos-next-intern/)

www.cbutterworth.com/dejan-seos-next-intern/



by Chris Butterworth - in 176 Google+ circles

Jump to [A demonstrated understanding of SEO and the core methods and ...](#):

What **Dejan** SEO Needs... SEO Interns with: A demonstrated ...

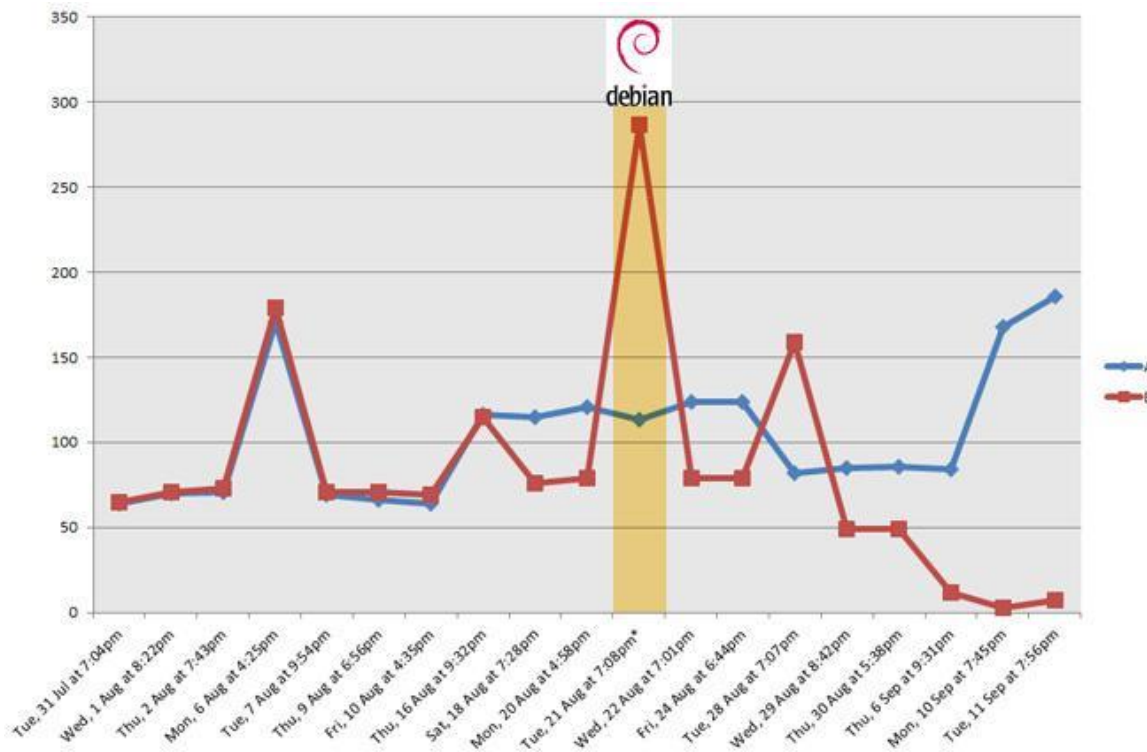
<http://dejanseo.com.au/experiment-with-tabbed-content/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>



Experiments

Authority + 1000s of OBLs

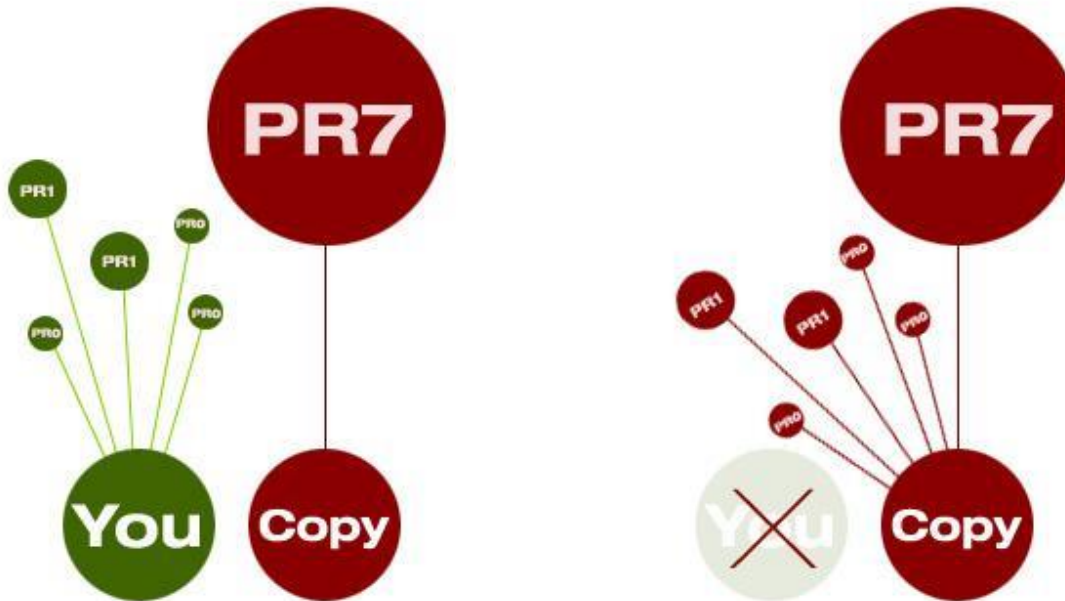


<http://dejanseo.com.au/pagerank-split-experiment/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Experiments

Document Consolidation



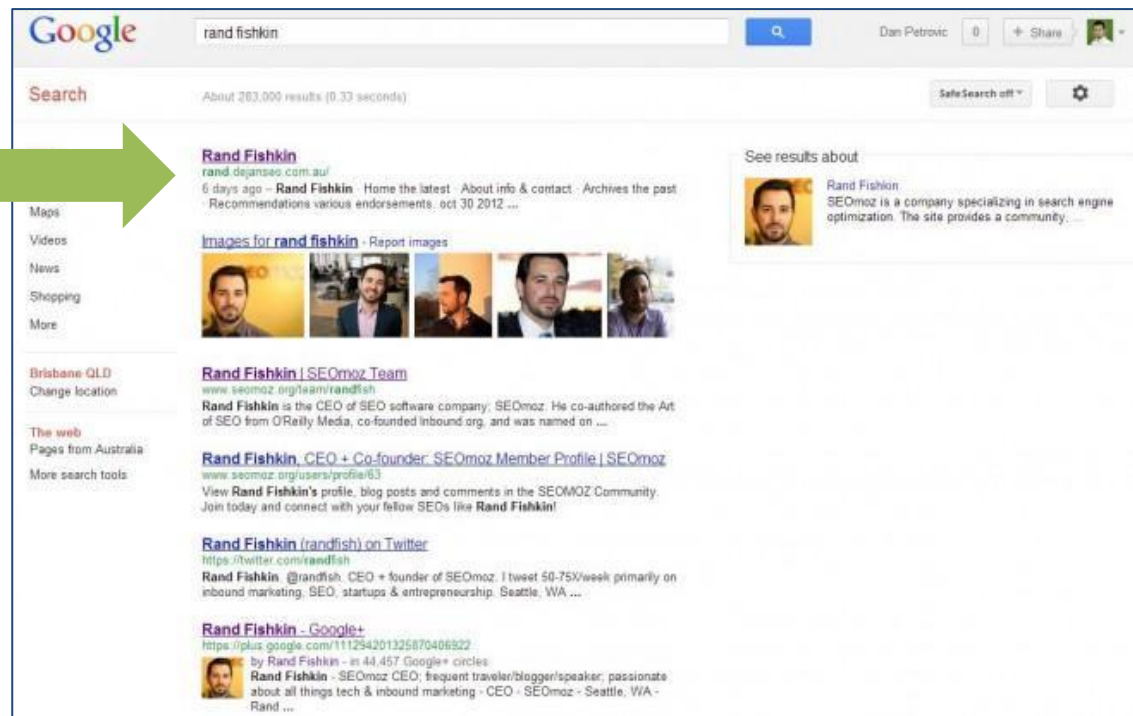
<http://dejanseo.com.au/hijacked/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Experiments

Hijacking Rank Fishkin's Blog

Test Page



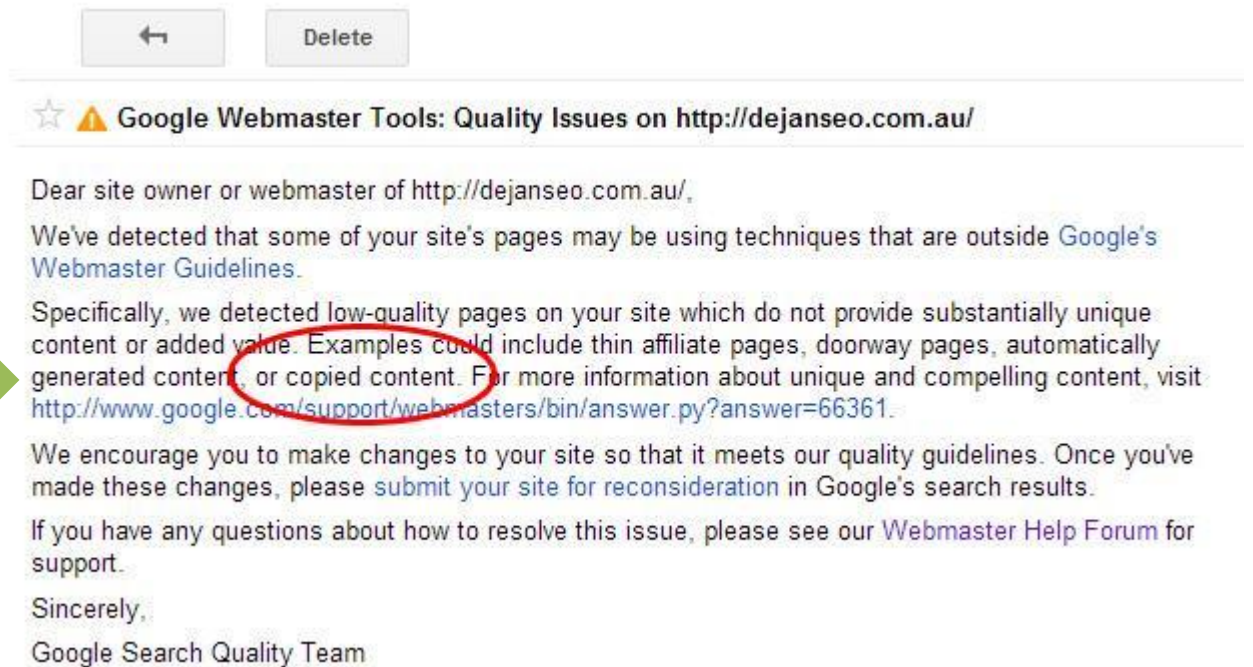
<http://dejanseo.com.au/hijacked/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Experiments

Result Hijacking Consequences

Manual
Action



<http://dejanseo.com.au/google-against-content-scrapers/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Experiments

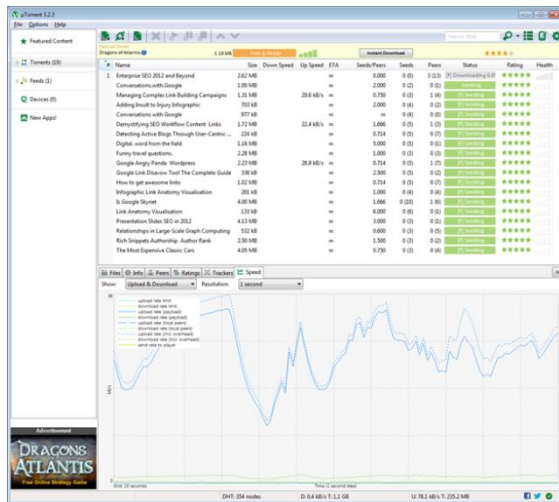
Guerrilla SEO

Methodologies

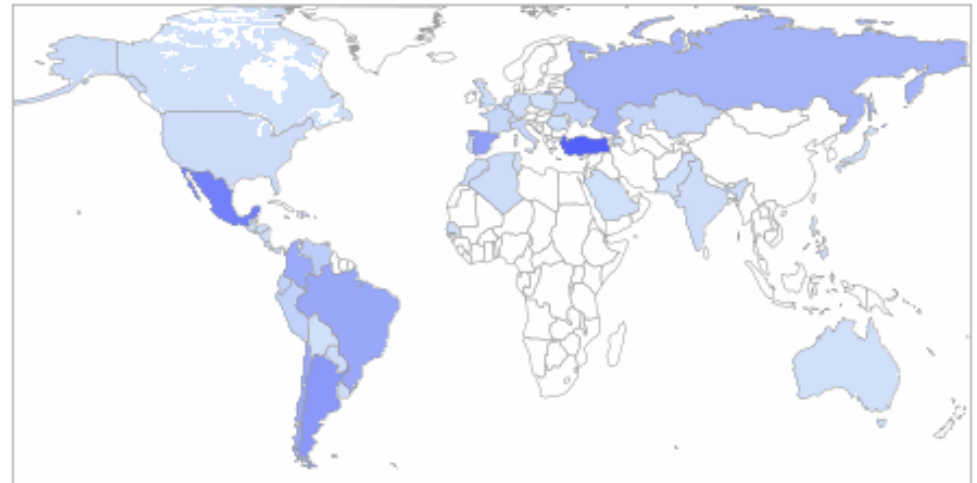
SEO Tactics

Guerrilla SEO

BitTorrent



362,563 downloads



12,000 links

<http://dejanseo.com.au/guerilla-seo-bittorrent/>

<http://www.mininova.org/user/Dejan>

SEO

© 2013 Dejan SEO - <http://dejanseo.com.au/>

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ADVANCED SEARCH ENGINE OPTIMISATION

Guerrilla SEO

Blog to PDF: Distribution

 **Tools**

[Available Tools](#)
[Import](#)
[Delete Site](#)
[Export](#)

Range: From to

Paper Size: Language:

Font: Size:

Features:

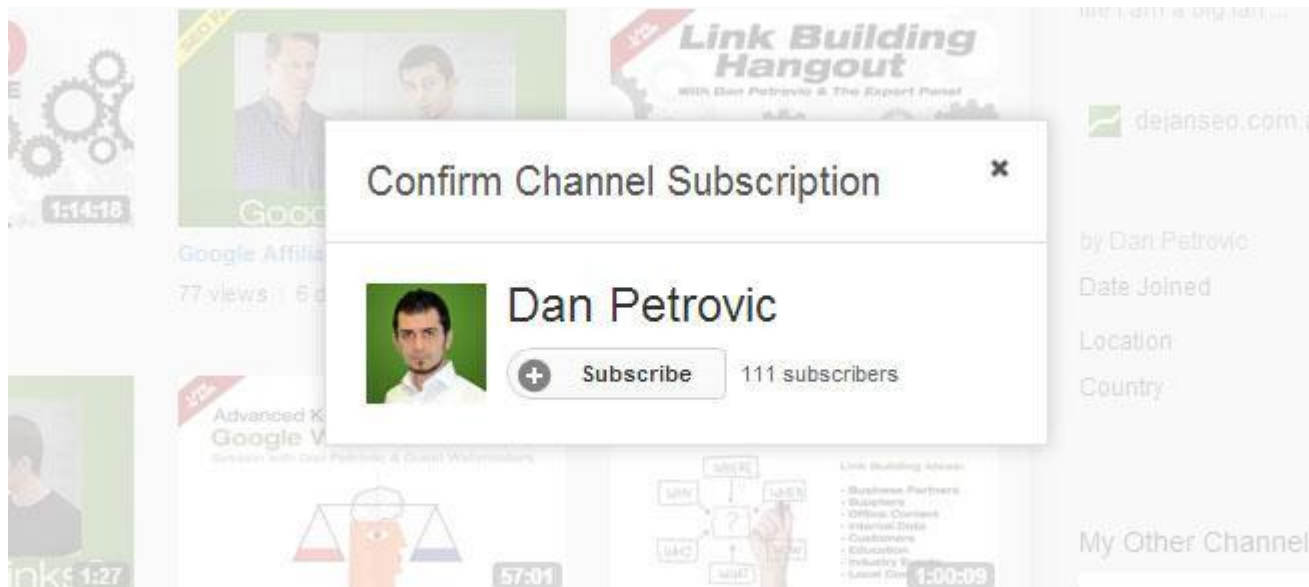
☐ High resolution Pictures (**Donors only**)
☒ ToC
☒ Comments
☒ No Numbering
☐ Header/Footer
☒ Footnoted Links
☐ New page (for each entry)
☐ Two columns pages
☐ Author of post (Multiple authors)
☒ No HTML tables (display pictures in tables)
☐ Reverse chronological order

<http://dejanseo.com.au/guerilla-seo-turn-your-blog-into-a-pdf/>
<http://www.blogbooker.com/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Guerrilla SEO

YouTube Subscriber Hack



<http://dejanseo.com.au/youtube-subscriber-hack/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Guerrilla SEO

Noindex via Canonicalisation

rel="canonical"

+

<META NAME="ROBOTS" CONTENT="NOINDEX">

<http://dejanseo.com.au/noindex-competitors/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Guerrilla SEO

Image Search Art



<http://dejanseo.com.au/seo-experiment-google-image-search/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Guerrilla SEO

Google Webmaster Tools Hack



<http://dejanseo.com.au/mind-blowing-hack/>

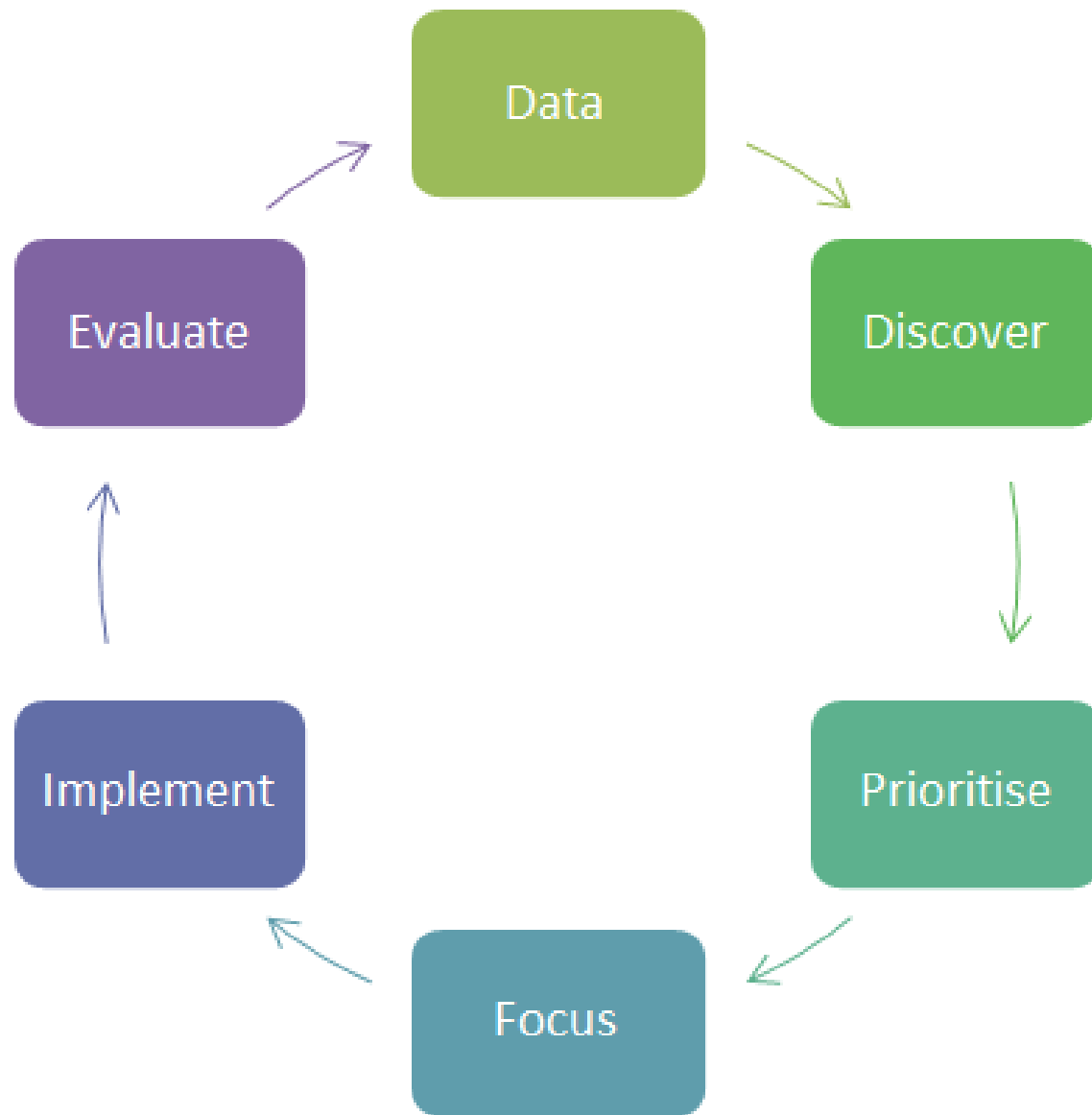
© 2013 Dejan SEO - <http://dejanseo.com.au/>

Experiments

Guerrilla SEO

Methodologies

SEO Tactics

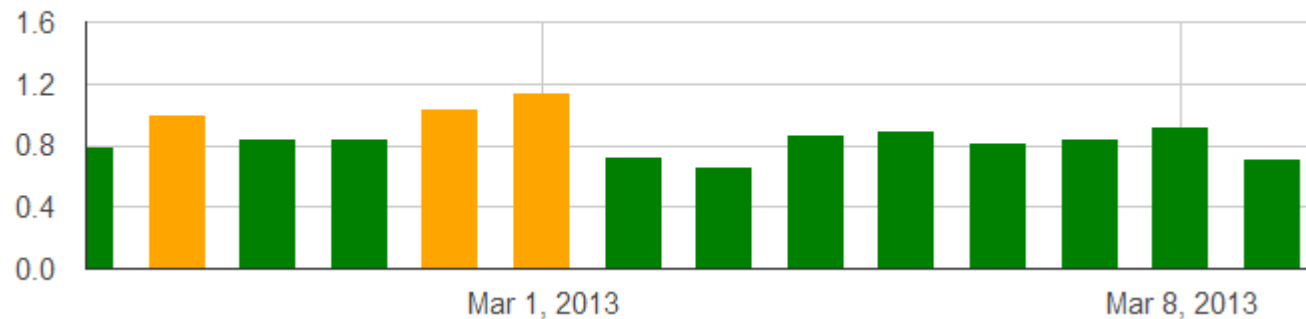


Get Your Data

- Raw Server Log Files
- Web stats
- Analytics
- Custom traffic and event tracking
- Google / Bing Webmaster Tools
- Other 3rd party software

Methodologies

Google Algorithm Tracking



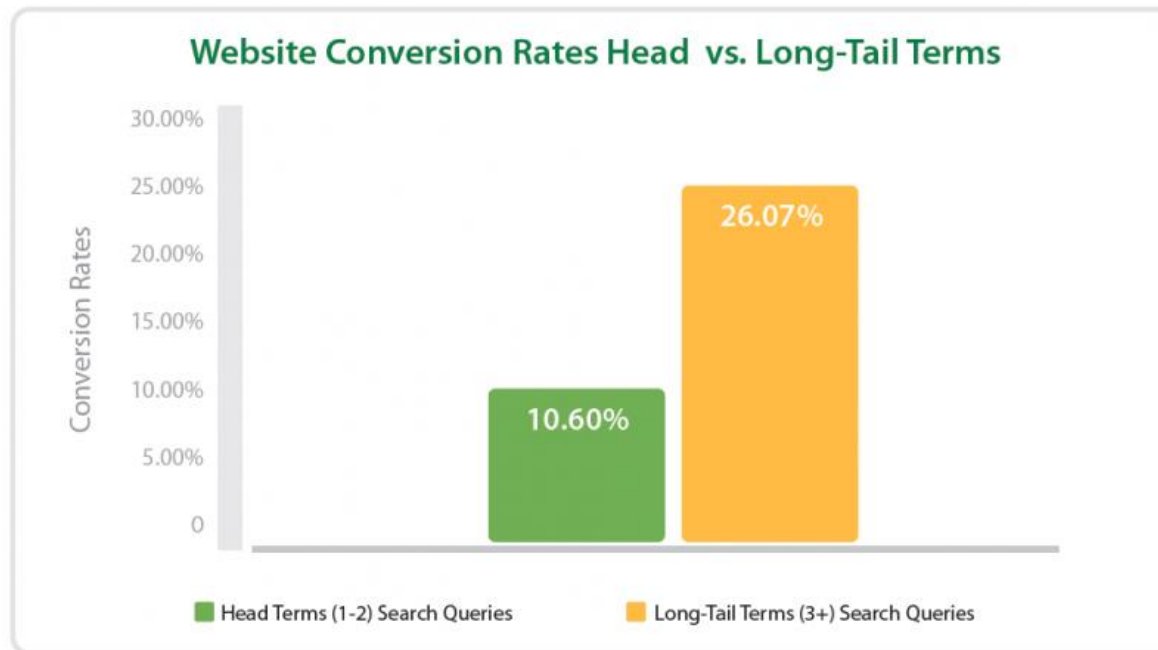
<http://algoroo.com/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>



Methodologies

Saving Long-Tail Traffic Data



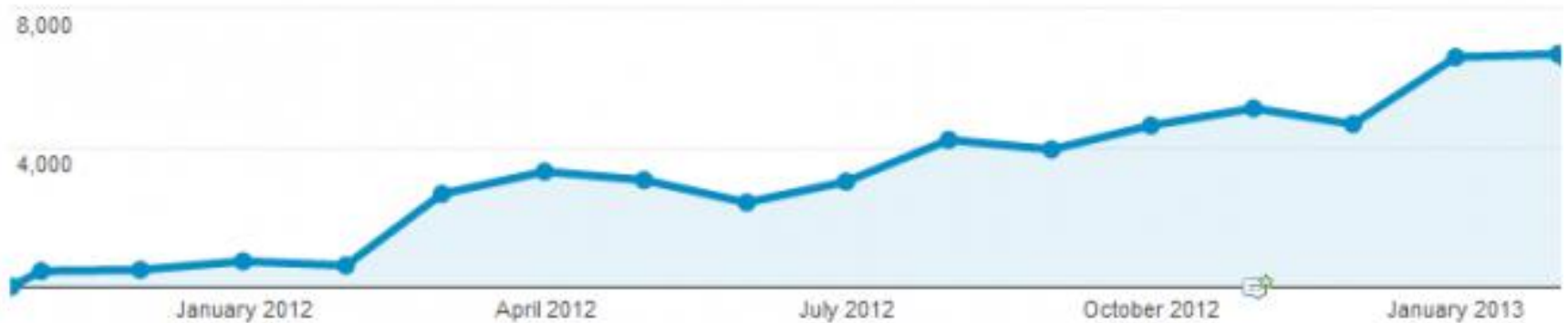
Graph Credit: Conductor

<http://dejanseo.com.au/tail-chase/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Methodologies

(not provided)

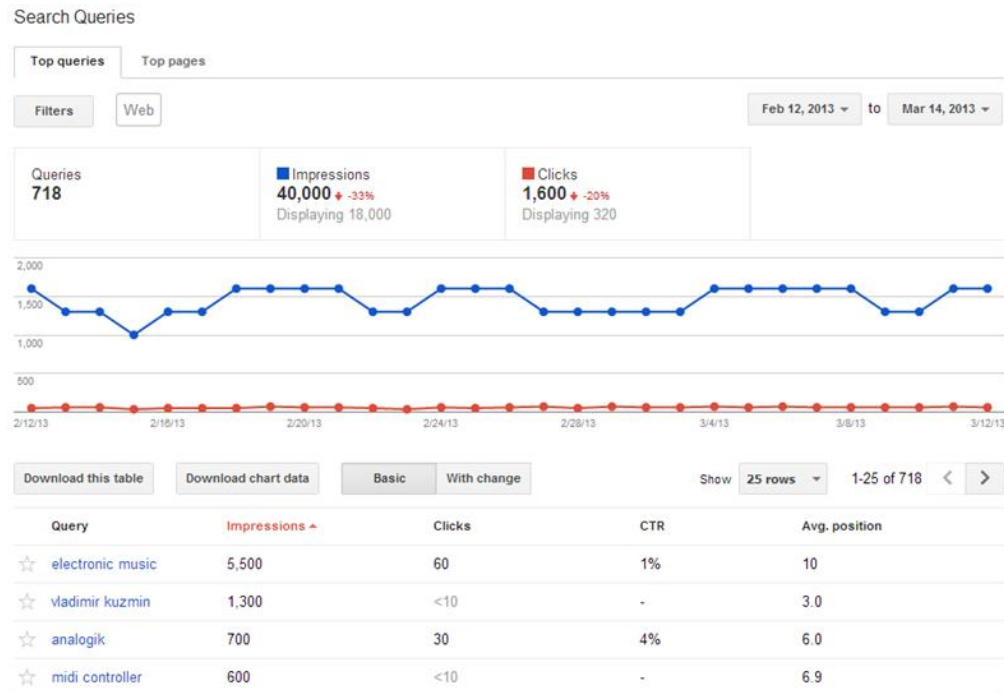


<http://dejanseo.com.au/tail-chase/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Methodologies

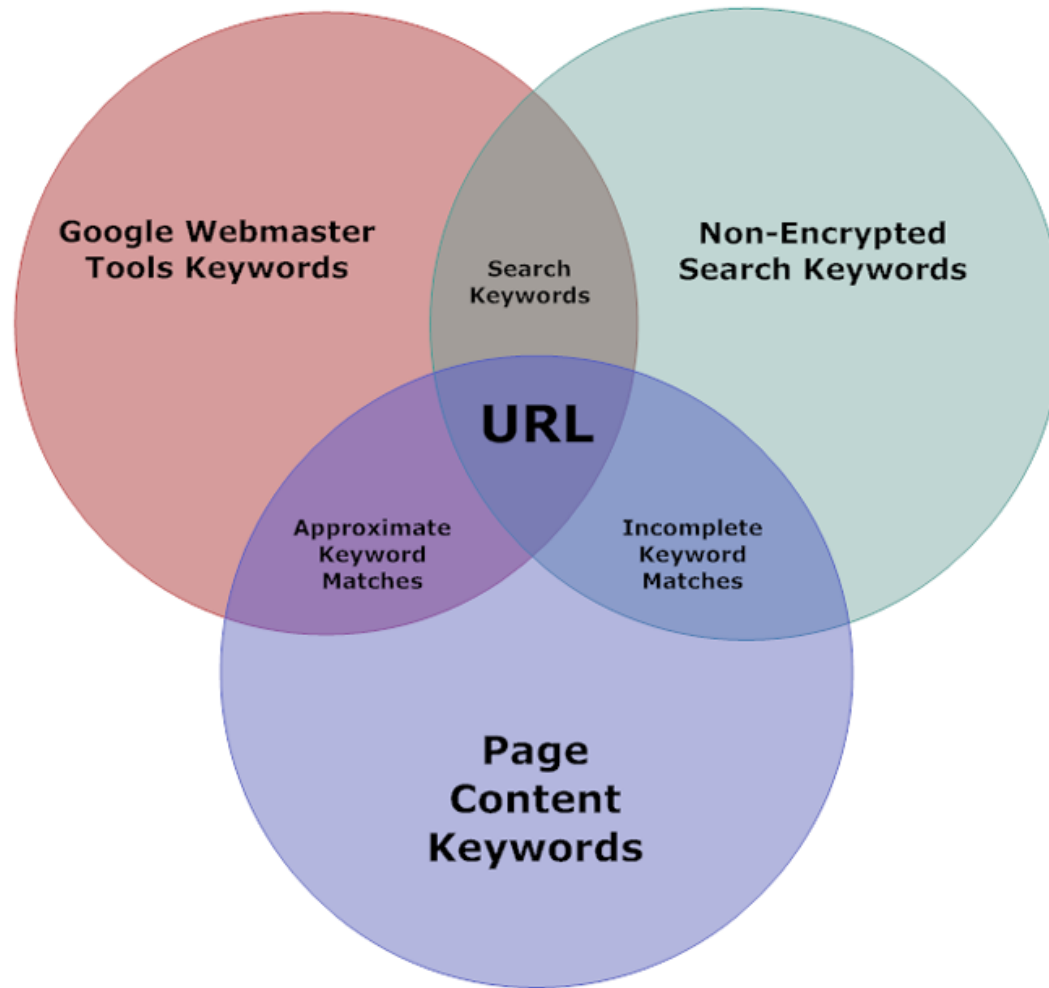
GWT: Search Query Overview



<http://dejanseo.com.au/tail-chase/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Your Own Search & Keyword Index



<http://dejanseo.com.au/tail-chase/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Methodologies

GWT: Search Query Limitations



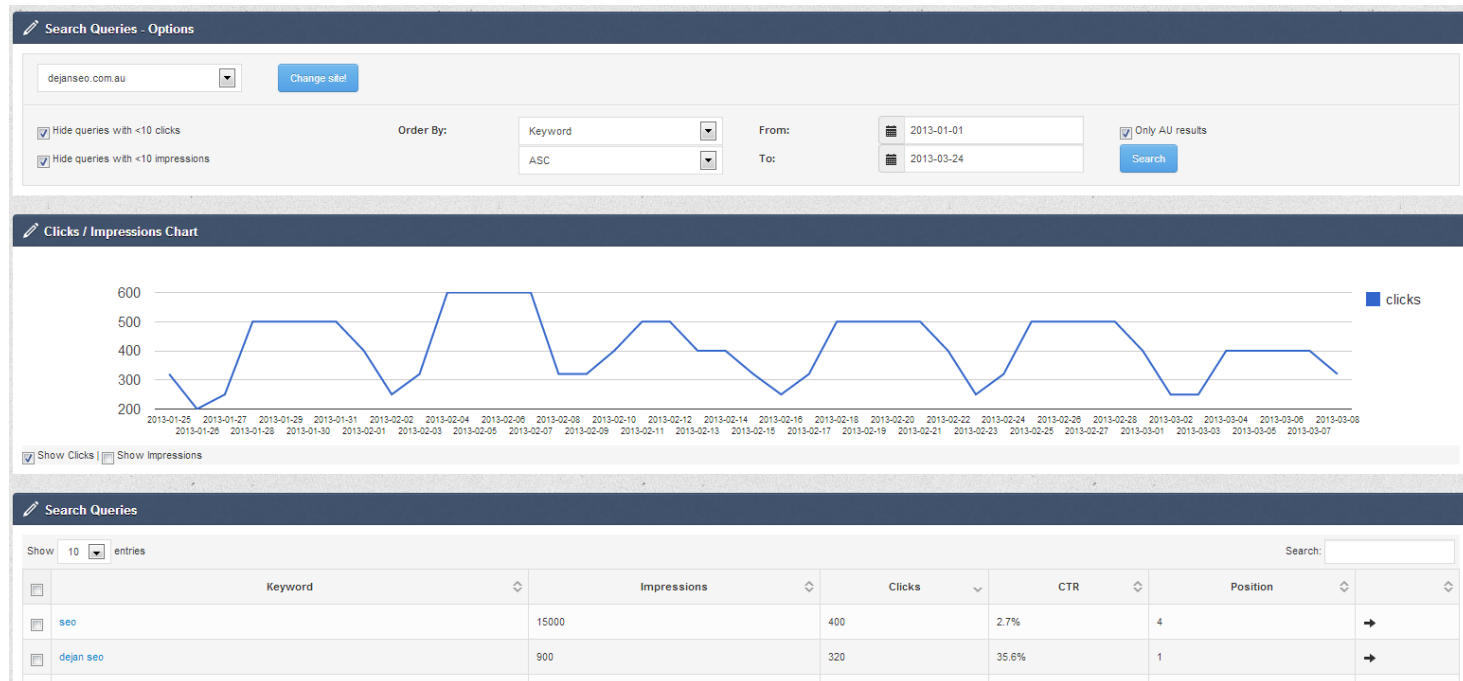
- Data Limit: 2,000 queries
- Impressions, Clicks, Position, CTR, Change

<http://dejanseo.com.au/tail-chase/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Methodologies

Saving & Storing Your Data



<http://dejantools.com/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Free Tool

Basic:
dejanseo.com.au/potential

Advanced:
PhraseResearch.com

Experiments

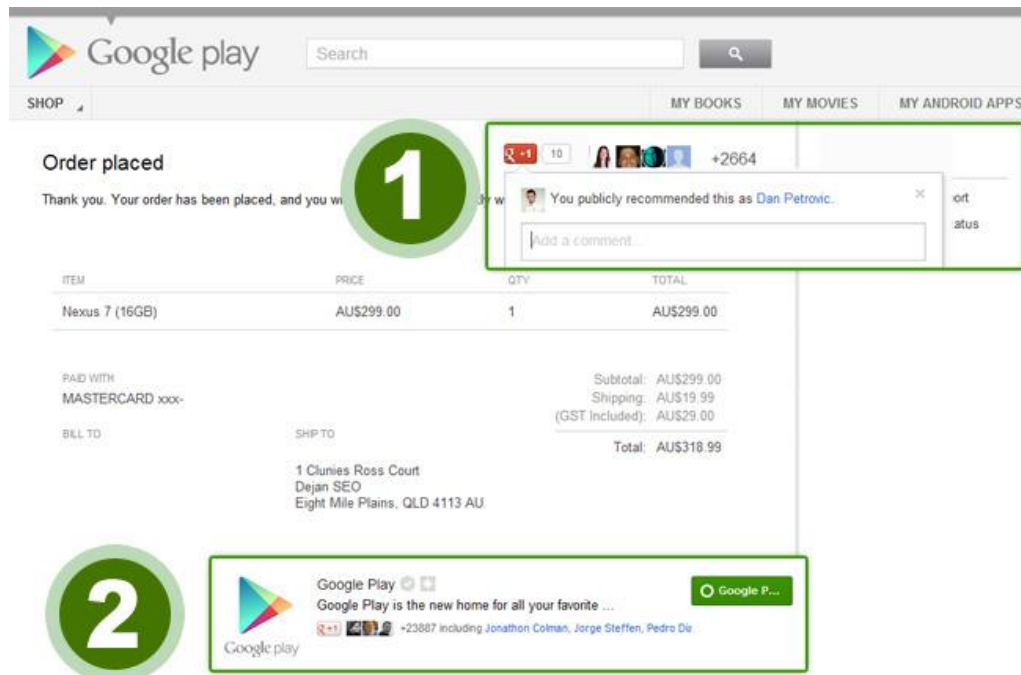
Guerrilla SEO

Methodologies

SEO Tactics

SEO Tactics

Post-Purchase Enthusiasm



<http://dejanseo.com.au/post-purchase-excitement/>

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SEO Tactics

Social Signal Canonicalisation



<http://dejanseo.com.au/fun/google-skynet/>



<http://dejanseo.com.au/fun/google-skynet/#comment-545782298>

<http://dejanseo.com.au/social-signal-consolidation/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

rejuvenating OLD LINKS



Rejuvenating Old Links

<http://dejanseo.com.au/rejuvenating-old-links/>

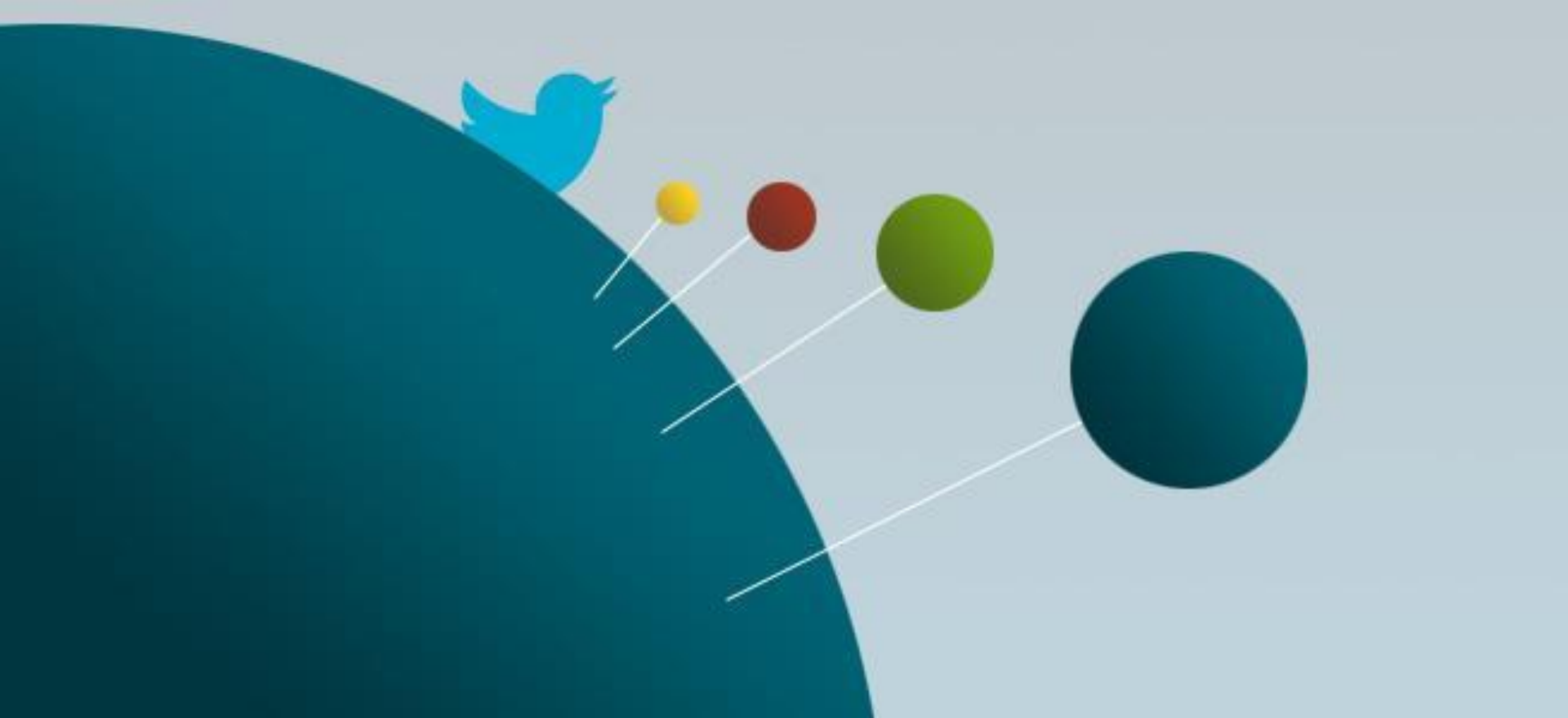
© 2013 Dejan SEO - <http://dejanseo.com.au/>



Rejuvenating Old Content

<http://dejanseo.com.au/content-rejuvenation/>

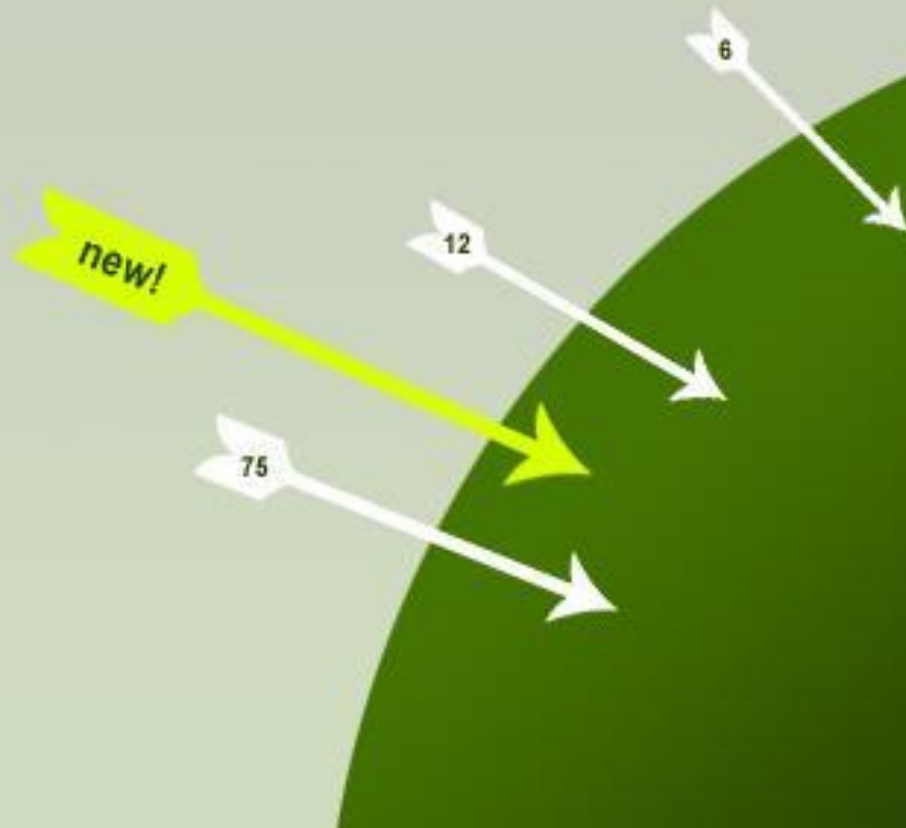
© 2013 Dejan SEO - <http://dejanseo.com.au/>



Link Building With Twitter Followers

<http://dejanseo.com.au/smart-link-building-with-twitter-followers/>
<http://muil.net/>

MU/L
by DEJANSEO



Link Building With Referral Traffic

<http://dejanseo.com.au/smart-link-building-with-referrer-traffic/>

<http://freshlinkfinder.com>





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<http://freshlinkfinder.com>

DEJAN TOOLS

<http://dejantools.com/>

PHRASE
RESEARCH

<http://phraseresearch.com/>

Bonus Material

Pro Tips

And time savers.

Inbound links with rel="nofollow"
Not part of Google's link graph.
Can't help. Can't harm. Period.

Links from de-indexed networks

No longer have the capacity to harm you

Can harm if re-included, which is unlikely.

Google Webmaster Tools

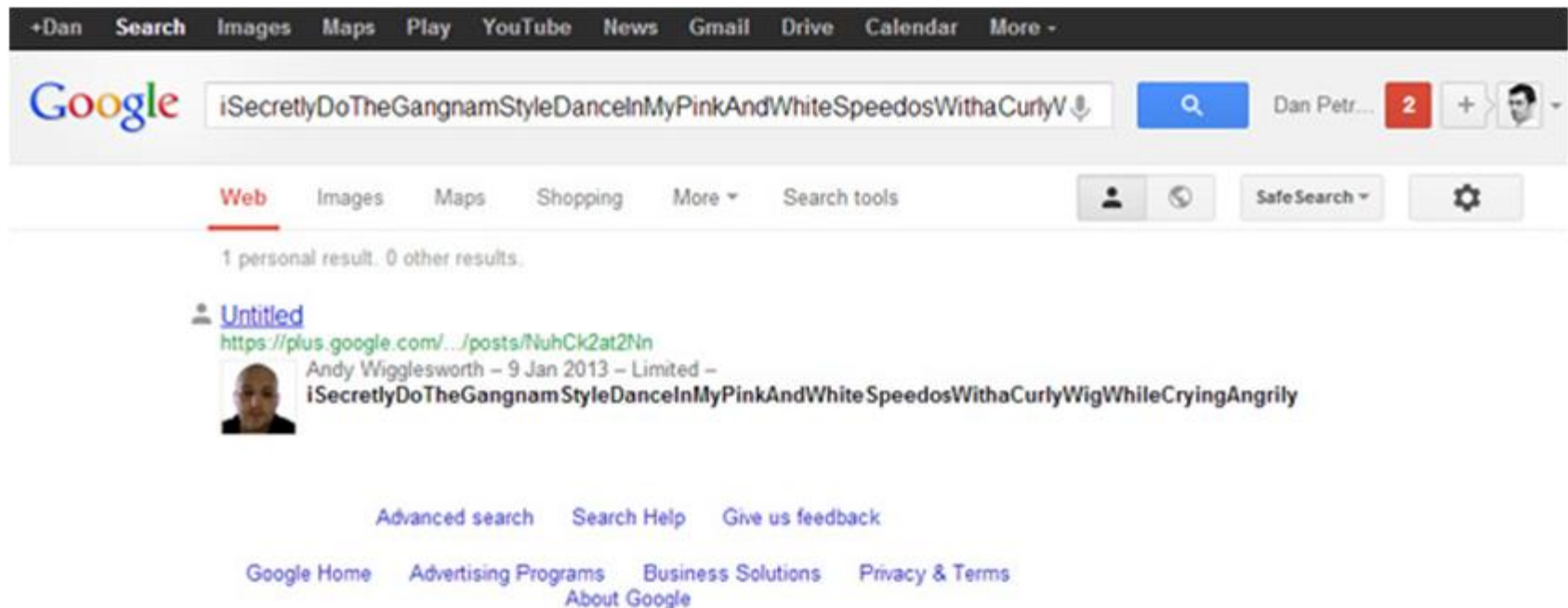
It's enough to clean links exported from GWT
No need to pay for additional tools. Nice!

Don't remove all your links

Identify bad links and remove in stages.
Document and communicate frequently.

Bonus Material

Selective Sharing & Search

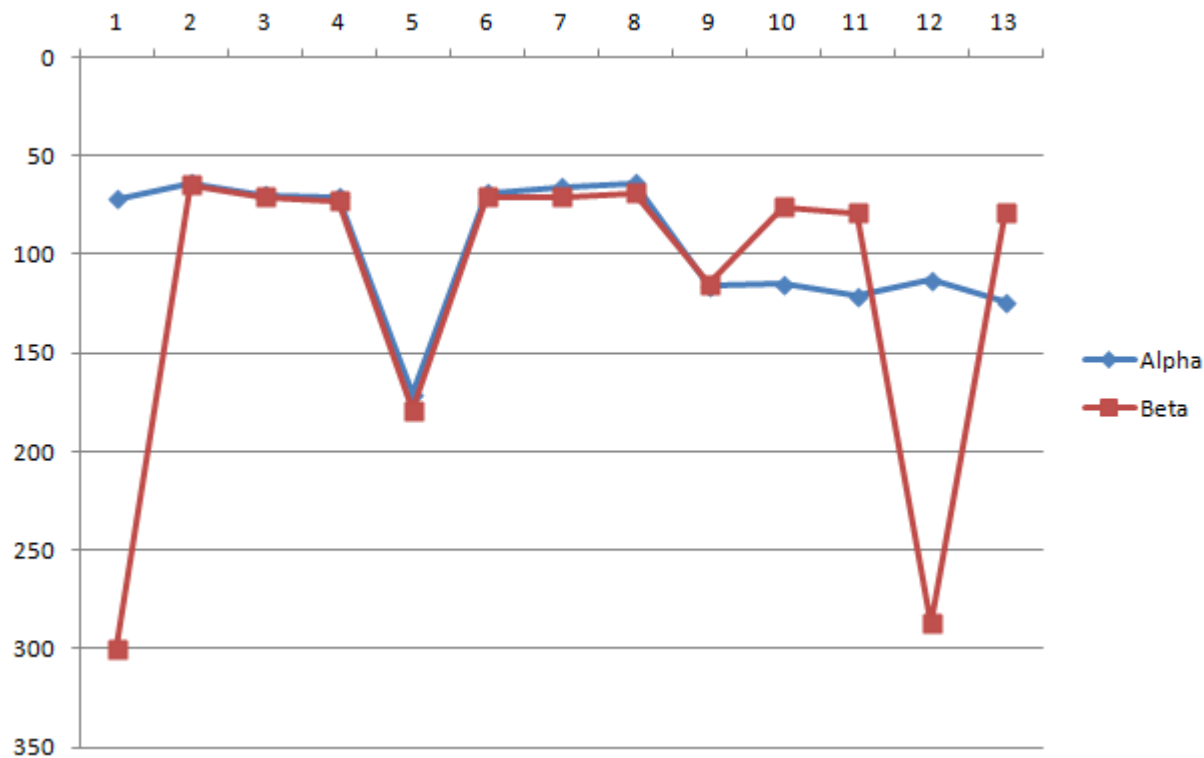


<http://dejanseo.com.au/google-doesnt-index-selectively-shared-posts/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Bonus Material

No Impact on Rankings: CTR



<http://dejanseo.com.au/small-scale-ctr-impact-on-search-results/>

© 2013 Dejan SEO - <http://dejanseo.com.au/>

Bonus Material

Non Link References

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

Less effective than a live link.

More effective than rel="nofollow" link.

<http://dejanseo.com.au/seo-experiment-with-non-link-references/>

Bonus Reads

Alternative Link Sources:

Yandex: <http://dejanseo.com.au/yandex-webmaster-tools/>

Bing: <http://dejanseo.com.au/bing-webmaster-tools-major-updates/>

Blekko: <http://dejanseo.com.au/blekko-search-engine/>

Link Cleanup Tips:

<http://dejanseo.com.au/link-cleanup/>

Google may ignore some of your links:

<http://dejanseo.com.au/yes-google-may-ignore-some-of-your-links/>

Bounce Rate not a negative signal:

<http://dejanseo.com.au/seo-myth-busted-bounce-to-results-is-a-negative-signal/>

Google doesn't use AuthorRank:

<http://dejanseo.com.au/there-is-no-such-thing-as-author-rank-yet/>

Google Penalties Are Granular:

<http://dejanseo.com.au/bbc-penalised/>



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

User Benefits:

Helps users find original source of information

Simplifies linking process for bloggers referencing your material

Improves the quality of citations on the web

Helps search engines index and serve quality content

Link attribution is optional and not forced on end-user

Webmaster Benefits:

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



DEJANSEO
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<http://freshlinkfinder.com>

DEJAN TOOLS

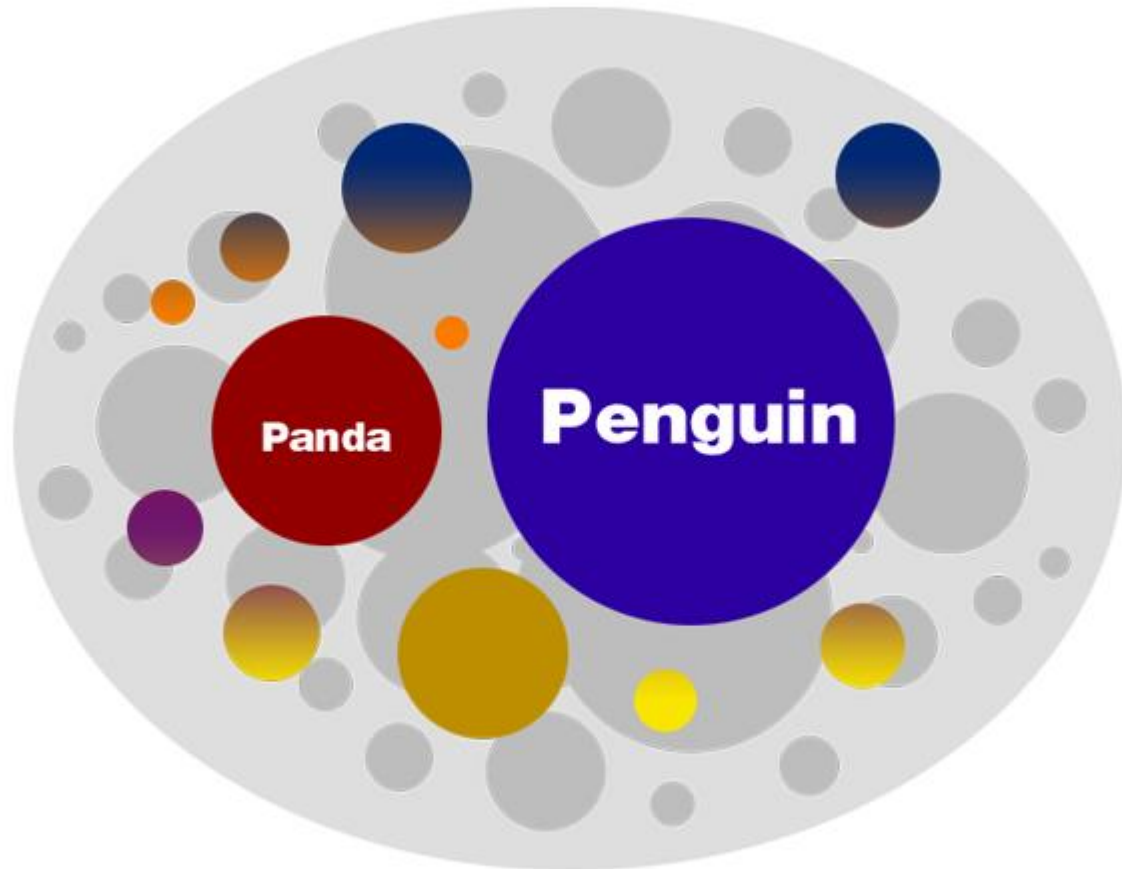
<http://dejantools.com/>

PHRASE
RESEARCH

<http://phraseresearch.com/>

Black & White Animals





Search Quality & Web Spam

Series of various algorithms and iterations.

What are they looking for?



don't

“More guidance on building high-quality sites”

googlewebmastercentral.blogspot.com.au/2011/05/more-guidance-on-building-high-quality.html

Index Bloating

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

Indexable Fluff

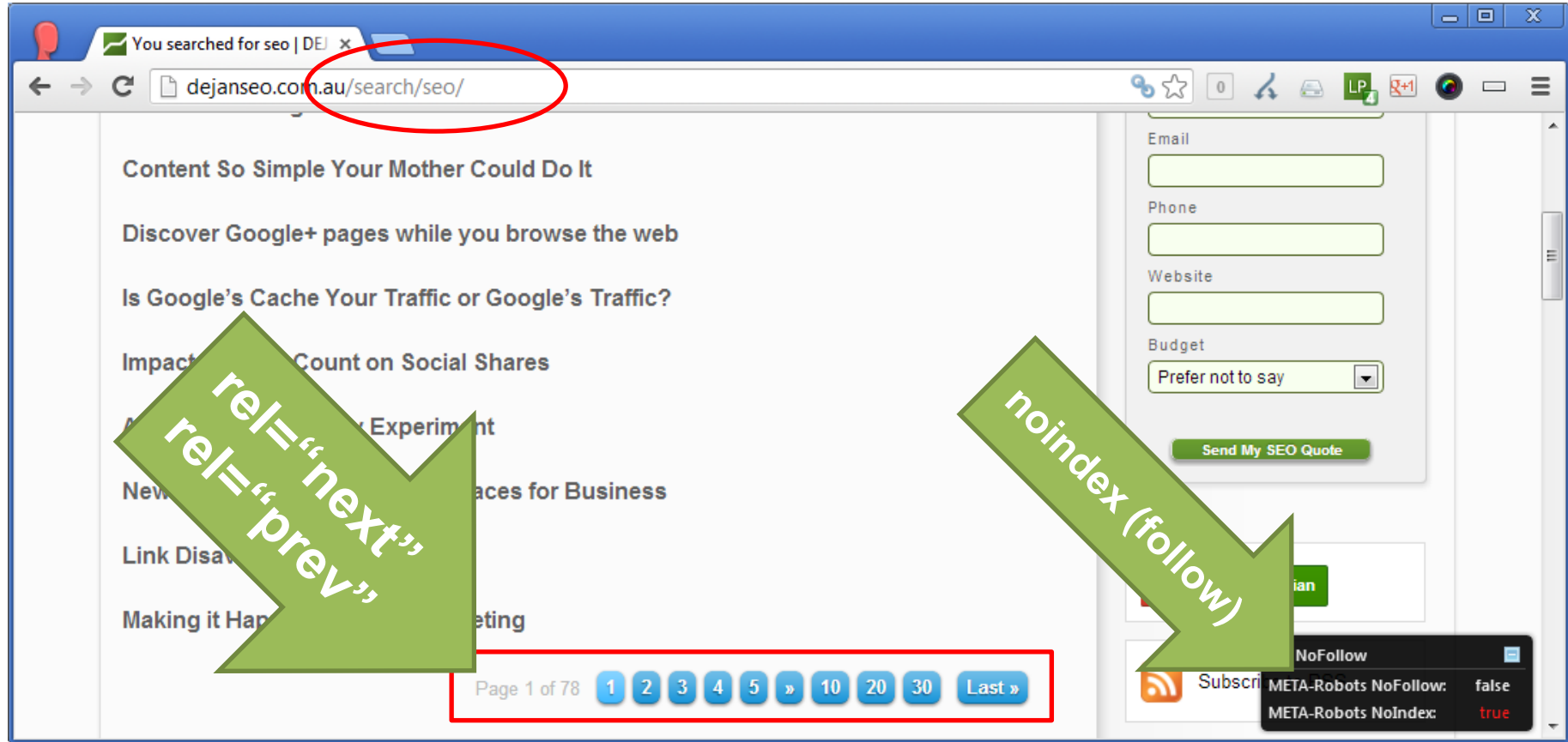
Categories & Tags

The screenshot shows a web browser window with the address bar containing `dejanseo.com.au/category/research/`, which is circled in red. The website header features the DEJANSEO logo (ADVANCED SEARCH ENGINE OPTIMISATION) and a phone number **CALL 1300 123 736**. A navigation menu includes links for DEJAN SEO, SEO Packages, Our Process, Link Building, Internet Marketing, Testimonials, FAQ, Blog, About Us, and Contact Us. Below the menu, the breadcrumb trail reads `Home / Archive by category 'Research'`. The main content area is titled **Archive for 'Research'** and contains an article titled **Tracking Rankings With Google's Referrer URL**. The article text begins with: "Earlier this year I wrote about the problem of [diminishing keyword data](#) and offered a number of solutions to overcome this problem. Today I will highlight one specific method of keyword and position mining – server log files. These days there is no such thing as an absolute ranking position. ...". At the bottom of the article, the date `Saturday April 20, 2013` and the category `Category: Research` are displayed, with `Research` circled in red. A large green arrow pointing downwards from the top right of the article area contains the text **noindex (follow)**. To the right of the article is a **Free SEO Quote** form. A small black tooltip is visible over the form, displaying the following meta tags:

Meta	NoFollow	
META-Robots NoFollow:	false	
META-Robots NoIndex:	true	

Indexable Fluff

Search Results & Pagination



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

<http://dejanseo.com.au/dealing-with-pagination-issues/>

Indexable Fluff

Infinite Navigational Structures

< April 2013 ▾							May 2013 ▾ >						
MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
									1	2	3	4	5
							6	7	8	9	10	11	12
							13	14	15	16	17	18	19
22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30						27	28	29	30	31		

Indexable Fluff

Infinite Faceted Navigation

▼ Processor Brand

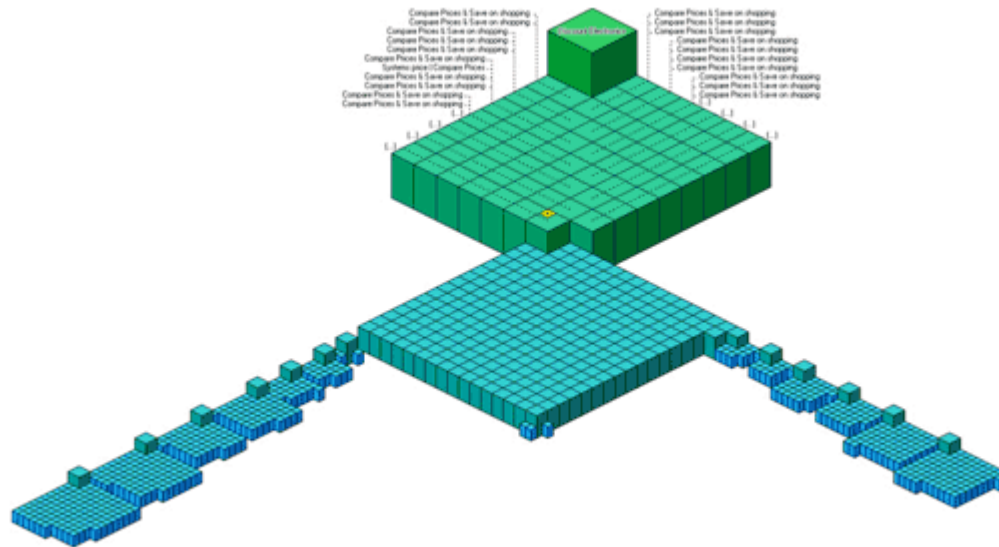
- ☐ Intel (2,996)
- ☐ AMD (220)
- ☐ Not Specified (2,085)
- [Choose more...](#)

▼ Memory (RAM)

- ☐ 8 GB (952)
- ☐ 4 GB (1,421)
- ☐ 3 GB (129)
- ☐ 2 GB (910)
- ☐ 1 GB (340)
- ☐ 512 MB (112)
- ☐ 256 MB (18)
- ☐ 32 MB (9)
- [Choose more...](#)

▼ Hard Drive Capacity

- ☐ 1 TB (260)
- ☐ 800 GB (3)
- ☐ 750 GB (475)
- ☐ 640 GB (215)
- ☐ 600 GB (6)
- ☐ 500 GB (811)
- ☐ 400 GB (4)
- ☐ 320 GB (313)
- [Choose more...](#)



Indexable Fluff

Infinite Faceted Navigation

▼ Processor Brand

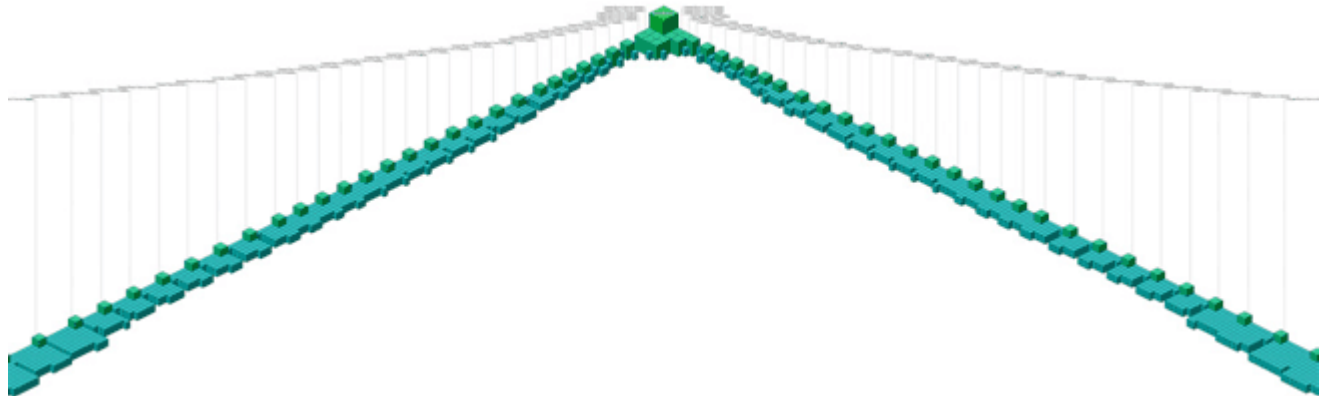
- ☐ Intel (2,996)
- ☐ AMD (220)
- ☐ Not Specified (2,085)
- [Choose more...](#)

▼ Memory (RAM)

- ☐ 8 GB (952)
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- ☐ 256 MB (18)
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- ☐ 600 GB (6)
- ☐ 500 GB (811)
- ☐ 400 GB (4)
- ☐ 320 GB (313)
- [Choose more...](#)



Indexable Fluff

Infinite Faceted Navigation

▼ Processor Brand

- ☐ Intel (2,996)
- ☐ AMD (220)
- ☐ Not Specified (2,085)
- [Choose more...](#)

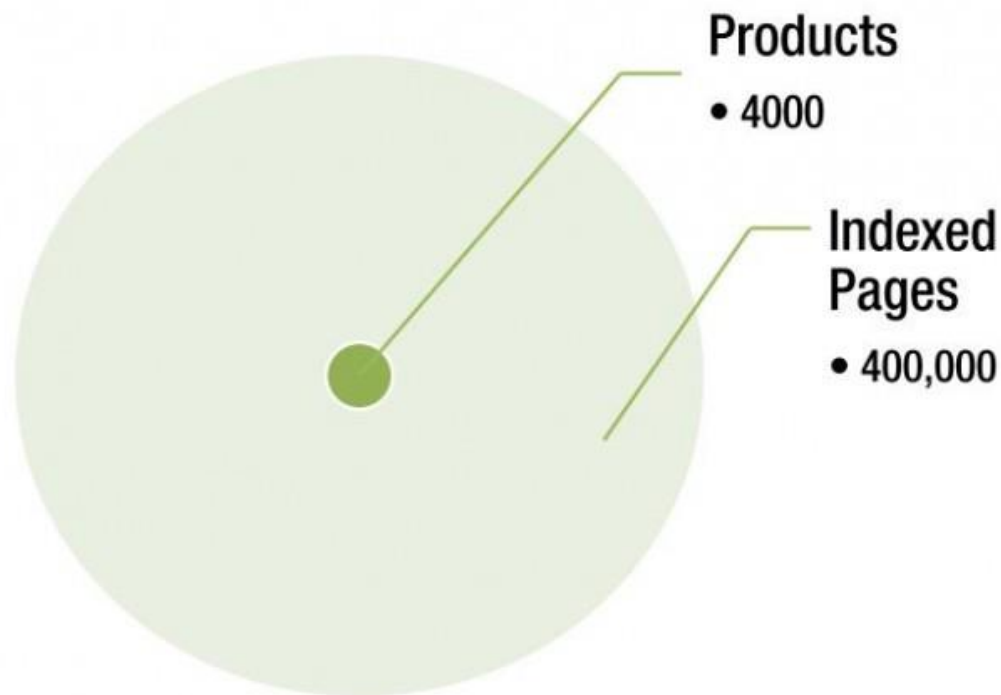
▼ Memory (RAM)

- ☐ 8 GB (952)
- ☐ 4 GB (1,421)
- ☐ 3 GB (129)
- ☐ 2 GB (910)
- ☐ 1 GB (340)
- ☐ 512 MB (112)
- ☐ 256 MB (18)
- ☐ 32 MB (9)
- [Choose more...](#)

▼ Hard Drive Capacity

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- ☐ 800 GB (3)
- ☐ 750 GB (475)
- ☐ 640 GB (215)
- ☐ 600 GB (6)
- ☐ 500 GB (811)
- ☐ 400 GB (4)
- ☐ 320 GB (313)
- [Choose more...](#)

Faceted Navigation



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

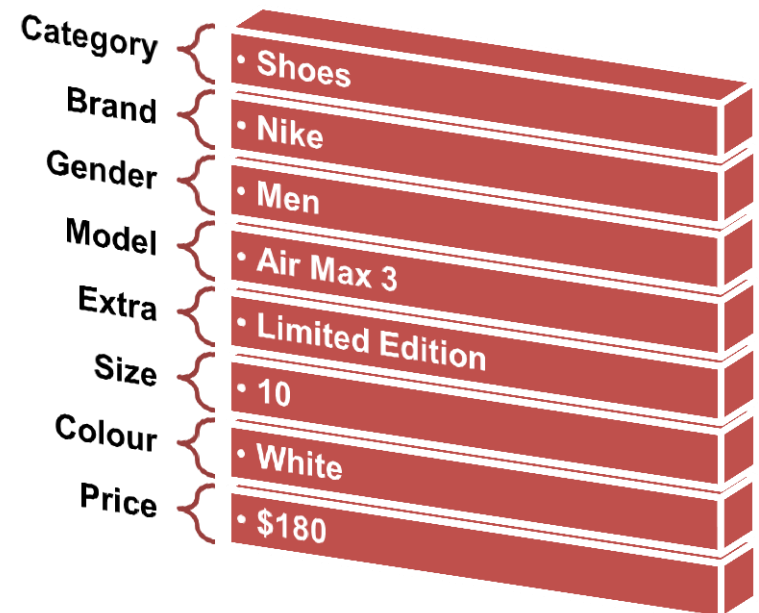
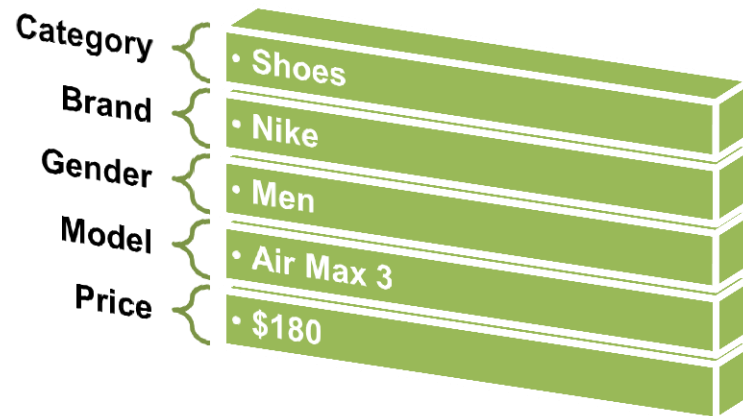
Page: 1 2 3 4 5 ... 78

Your Best Friends

Helping you maintain a healthy, lean website.

- `rel="alternate" hreflang="x"`
- `rel="next"` and `rel="prev"`
- `rel="canonical"`
- `noindex, follow`
- `301`
- `404` (really!)

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.

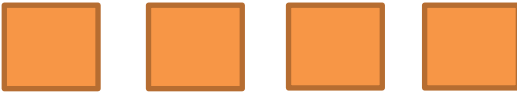
Shipping

\$120.00 +

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

don't

“Webmaster Guidelines”

support.google.com/webmasters/bin/answer.py?hl=en&answer=35769

Over-Optimisation

- Inbound Links: Anchor Text
- On-Page Tricks
- Keyword Stuffing

don't

“Why Link Schemes Fail”
seomoz.org/ugc/why-link-schemes-fail

Link Schemes

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

don't

“Page layout algorithm improvement”

<http://googlewebmastercentral.blogspot.com.au/2012/01/page-layout-algorithm-improvement.html>

Poor UX

- Ad placement
- Navigation, Design & Layout



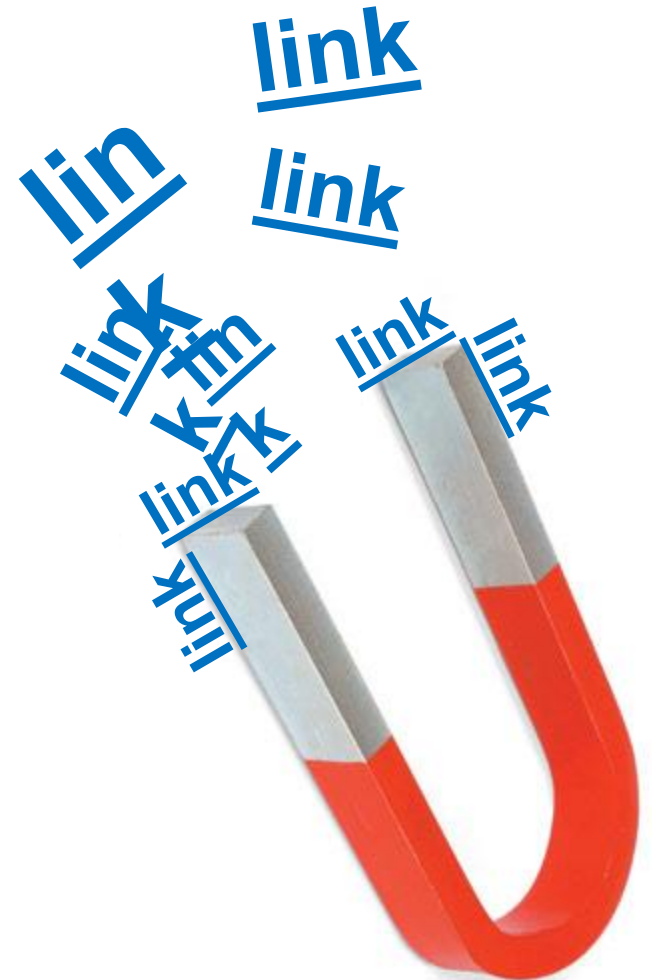
DEJANSEO
ADVANCED SEARCH ENGINE OPTIMISATION

GETTING LINKS

Link Magnets.

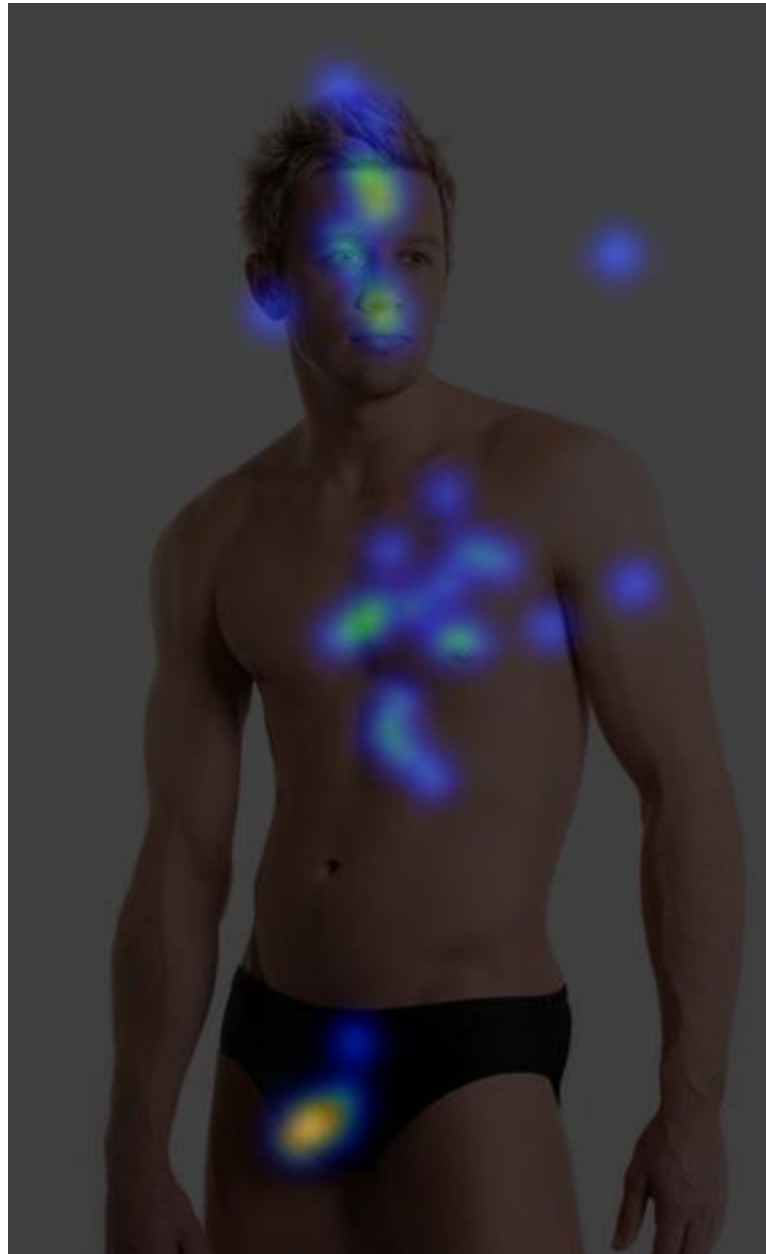
- Link-worthy Content

- Fun
- Useful
- Timely
- Creative
- Informative
- Newsworthy
- Controversial



Click Magnet



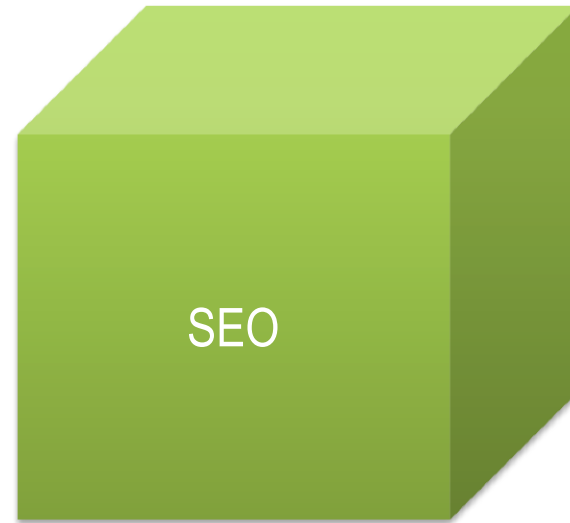
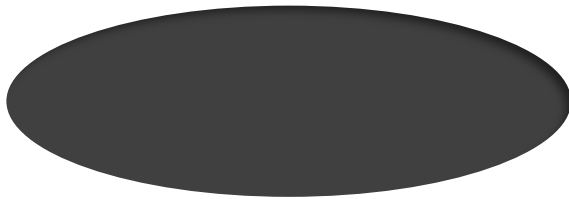




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Collaborative Success

SEO & The Marketing Mix



SEO



Marketing Mix





Social

PR

Affiliate

PPC

Email

Display

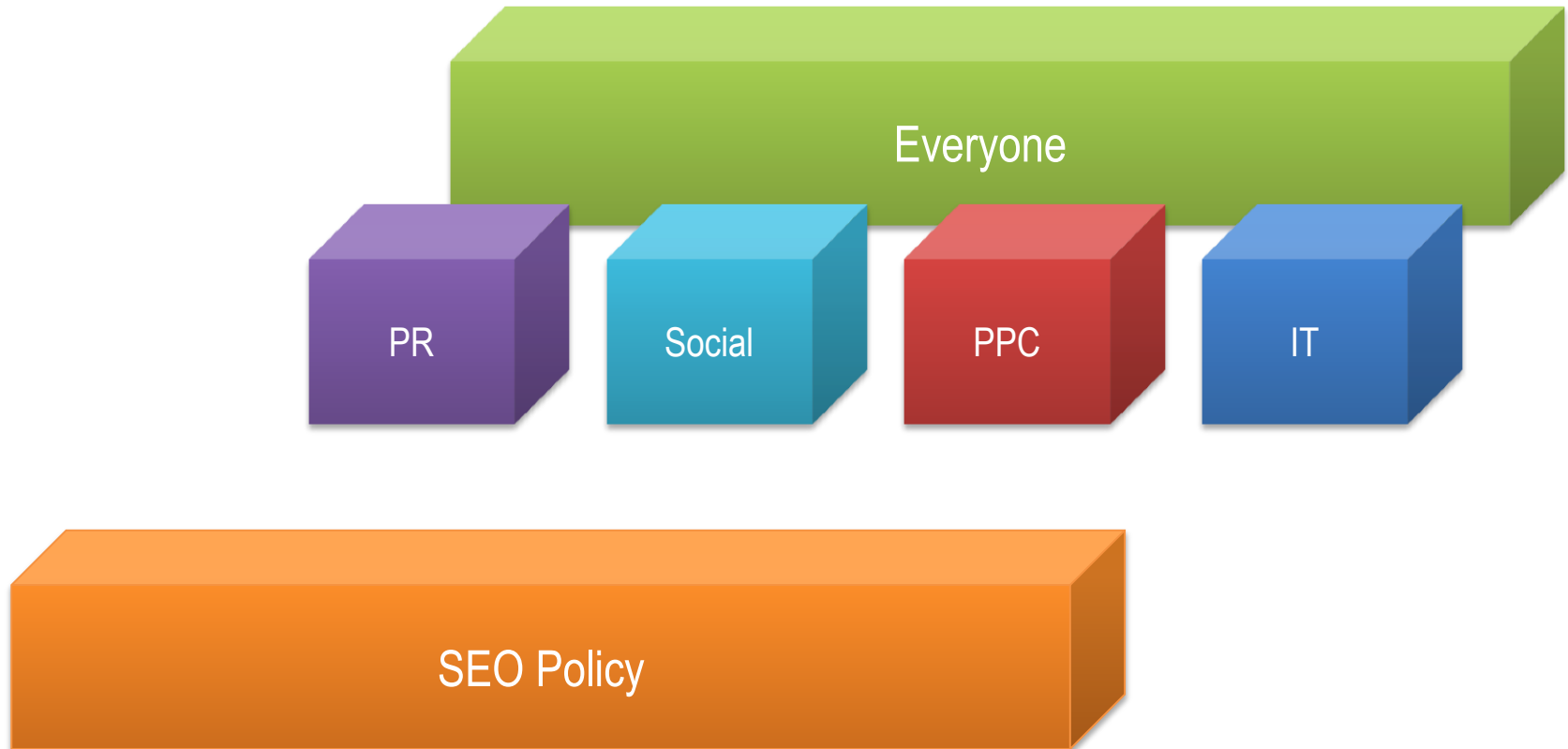
Partnerships

Charity...

Training Steps



Corporate SEO Policy





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<http://freshlinkfinder.com>

DEJAN TOOLS

<http://dejantools.com/>

PHRASE
RESEARCH

<http://phraseresearch.com/>