

SEO

Search Engine Optimization

Les Bain
Wizard Creek Consulting

SEO

- What is SEO
- Search Engines
- SEO Guidelines

What is SEO

- Getting good results from search engines.
 - General Purpose Search Engines like Google
 - For Websites and Blogs
 - Good Results = First 3 pages of search Results

What is SEO

- It is not optimizing search engines.
- It is changing web properties to get better results from search engines.

SEO Goal

Search on Google



Finds your web property

Web Images Maps Shopping More ▾ Search tools

About 53,700,000 results (0.30 seconds)

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Why SEO?

- To get more traffic to your website
 - More business
 - More readers
 - More friends
 - More customers
 - More clients
 - More orders
- To get more conversions from that traffic

Is SEO for Everyone?

- Not recommended for
 - Membership sites
 - Private sites
 - Internal company sites
 - Team sites
 - Family sites
 - Already have enough web traffic
 - Ready made traffic like software vendor

SEO is not the only way to Increase web traffic.

- Direct Mail
- Advertising
- Radio
- Networking
- Word of Mouth
- Business Cards
- Fliers
- Brochures
- Search Engine Marketing
- Online Advertising

SEO Strategies

BLACK HAT



BLACK HAT STRATEGIES

- Duplicate content
- Invisible text and stuffed keywords
- Cloaking or re-directing the user to another site or page
- Links from sites with non-relevant content

WHITE HAT



WHITE HAT STRATEGIES

- Relevant content
- Well-labeled images
- Relevant links and references
- Complete sentences with good spelling and grammar
- Standards-compliant HTML
- Unique and relevant page titles

SEO

But SEO is a great way to
build traffic with over a
billion searches a day

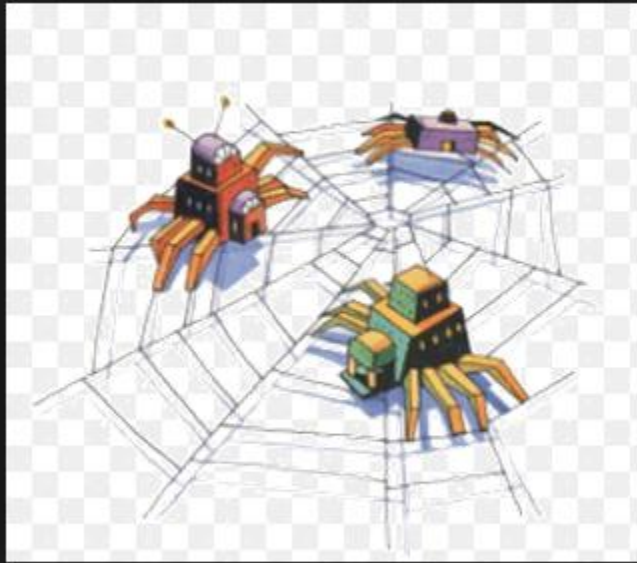
Search Engines

- The Google Index
 - When you do a Google Search, you are really searching the Google Index.
 - The Google Index covers as much of the web as Google can find.

Spider the Web



Spider the Web



- Find web pages on the World Wide Web by following links.
- Build an index of the World Wide Web.

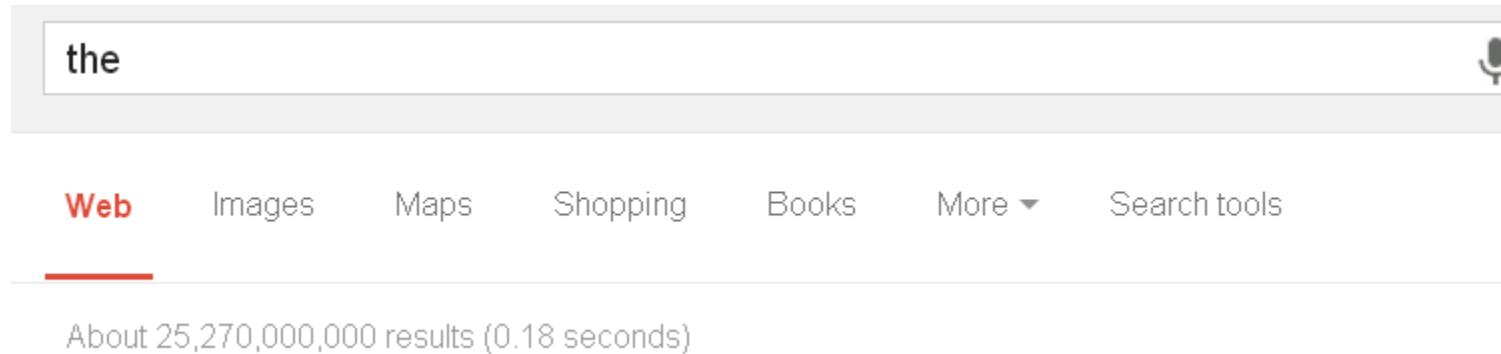
Google Index



- Index is stored on thousands of computers.
- Google builds its own computers.
- Google is now one of the world's largest computer makers.

Index Everything

- How many times does the word “the” occur?



About Spiders and Indexes

- There are lots of Web Spiders
 - Searching for Email Addresses & Forms
- How to get on Google Index
- When was your website last indexed
- Tools and Services
 - Robots.txt
 - Google Webmaster Tools
 - Sitemaps

Using the Index

[John F. Kennedy University • Institute of Entrepreneurial Leadership](http://www.jfku.edu/Programs-and-Courses/Institute-of-Entrepreneurial-Leadership.html)

[www.jfku.edu/Programs.../Institute-of-Entrepreneurial-Leadership.html](http://www.jfku.edu/Programs-and-Courses/Institute-of-Entrepreneurial-Leadership.html) ▾

The **Institute of Entrepreneurial Leadership** (IEL) at JFK University offers a powerful program designed for today's entrepreneurs, who are at the heart of future ...

Cached

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Mar 14, 2013 - JFK University's **Institute of Entrepreneurial Leadership** (IEL) has announced the eleven semi-finalists in the Emerging Entrepreneurs Business ...

This is Google's cache of <http://www.jfku.edu/Programs-and-Courses/Institute-of-Entrepreneurial-Leadership.html>.

It is a snapshot of the page as it appeared on Oct 16, 2013 17:42:27 GMT.

Google Webmaster Tools



You want to be found on the web. We want to help.

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Search Results

- What happens when we go to Google and type:



entrepreneurial institute in pleasant hill ca

(what is entered into the Google search bar is called the keyword or keyword phrase)

Search Results

- Google Searches the index for all occurrences of the keyword or keyword phrase.
- Google applies rules (an algorithm) to determine which results are the most relevant.
- Google returns the search results in order of relevance.

Search Results

entrepreneurial institute in pleasant hill ca  

Web Images Maps Shopping More Search tools

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John F. Kennedy University's Institute of Entrepreneurial Leadership...
www.jfku.edu/News/IEL-Announces-Successful-Year.html ▾
JFK University's Institute of Entrepreneurial Leadership Announces a Very Successful Year. October 16, 2012. PLEASANT HILL, Calif. – John F. Kennedy ...

John F. Kennedy University • Institute of Entrepreneurial Leadership
www.jfku.edu/Programs.../Institute-of-Entrepreneurial-Leadership.html ▾
The IEL's programs focus in the following five areas: Undergraduate Advanced Entrepreneurship Certificate, a 12-unit of undergraduate credit certificate that ...



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Search Results

- What are the rules (the algorithms) that Google uses to determine relevance.
 - There are 200 or so things that are checked
 - Exactly what they are and how they are applied is Google's secret sauce.
 - Many are known and form the basis for Search Engine Optimization.
 - Google shares some of the rules; others have been discovered using trial and error.

Search Results Algorithms

- For the keyword, keyword phrase or search term.
 - How often to they occur on the webpage
 - Do they appear in the title
 - Do they appear in the URL
 - Are there synonyms of the search terms.
 - What is the page rank (named for Larry Page (Google's co-founder and CEO). PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is. The underlying assumption is that more important websites are likely to receive more links from other websites.

SEO

- Keyword and Keyword Phrases
 - SEO starts with Keywords
 - Define Keywords
 - One Keyword per web page
 - Determine Keyword competitiveness

SEO

curmudgeonly wizard



Web

Images

Maps

Shopping

More ▾

Search tools

About 3,050,000 results (0.34 seconds)

[Curmudgeonly Wizard - Wizard Creek Consulting](#)

www.wizard-creek.com/website/curmudgeonly-wizard.php ▾

Curmudgeonly Wizard - that is me ... with thanks to my coach.

[The Curmudgeon Wizard - YouTube](#)

www.youtube.com/user/NZaner ▾

Life is a fucking SitCom -- cur'mud'geon\, kr-"mj-n n. [origin unknown] 1. archaic: a crusty, ill-tempered, churlish old man 2. modern: anyone who hates hy...

[Curmudgeon | Define Curmudgeon at Dictionary.com](#)

dictionary.reference.com/browse/curmudgeon ▾

When presented with the policy there is not a lot the old curmudgeon can do. except follow it. And, basically, he's this sad **curmudgeon wizard** who sells potions ...

SEO Process

- Set up baseline measures
- Make changes
- Review the metrics

“You cannot manage what
you cannot measure”

SEO Process

- Set up Google Analytics to measure traffic
- Set up tools to make sure site is being indexed
 - Google Webmaster Tools
 - Robots.txt
 - Sitemaps

SEO Process

Analyze

the

Current

Website

SEO Process

- Identify Keywords and Key Phrases
 - Brainstorm Keywords
 - Research Keywords
 - Track Keywords

Webpage	Keyword	Start	Current	Finish
Seminars	Seminars for Entrepreneurs	?	?	?
Home Page	Mentors for Entrepreneurs	?	?	?

SEO Process

- Keyword Example

Keyword	Total Results	JFK Top 100?
seminars	88,500,000	
seminars for entrepreneurs	7,510,000	
seminars for entrepreneurs in california	6,060,000	
seminars for entrepreneurs in pleasant hill ca	3,040,000	yes
seminars for entrepreneurs in contra costa county	1,170,000	yes

SEO Process

- Keyword Example

Keyword	Total Results	JFK Top 100?
Certificate in Entrepreneurship	10,900,000	yes
Certificate in Entrepreneurship california	1,130,000	yes
Certificate in Entrepreneurship pleasant hill california	137,000	Yes #1

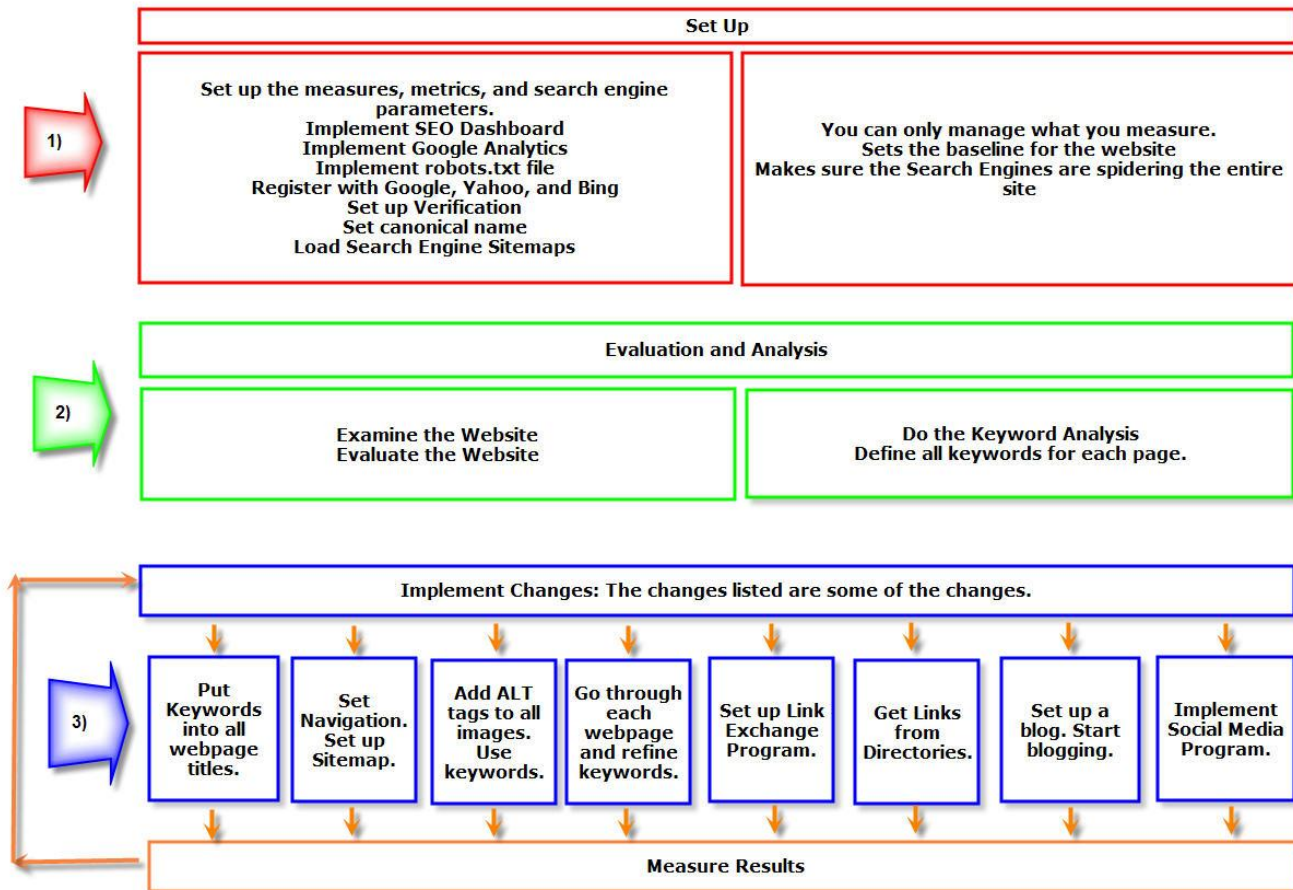
SEO Process

- Make changes to a web page or a website.
 - Create quality content
 - Put keywords into titles
 - Put keywords into header
 - Put keywords into URL
 - Put keywords into Text of the webpage
 - Label Images

SEO Process

- Review metrics to validate
 - Increase in traffic
 - Increase in conversion

SEO Process



SEO Summary

- “Content is King”
- Create a website with three U’s for content
 - Useful
 - Unique
 - Updated
- Create a quality website