

Introduction to SEO

SES London – 22nd February 2011
David Naylor

About Me

Owner of Bronco Ltd with Becky

Leading search marketing & web
development agency

Service local, national & international
clients

Regular speaker at major search
conferences

Today's Talk

How do the search engines work?

What is SEO?

What are search engines looking for?

How to prepare a site for customers
and Search Engines

Pitfalls & perils

How do the search engines work?

A spider comes and grabs your content

It is 'clustered' with sites with similar content

When a query is made, all the sites in that cluster are returned in the search results



Bronco

So what comes top?

The site with the best quality signals

Relevancy

Inbound links

Freshness of content

Authority

What is SEO?

Giving your site the right QUALITY SIGNALS to Google

- * Great content
- * Great site architecture
- * Great links

What SEO isn't

Spam

Trying to “fool” Google

Quick, easy or cheap

The 3 Main Principles

We'll be looking at how
to do great SEO!

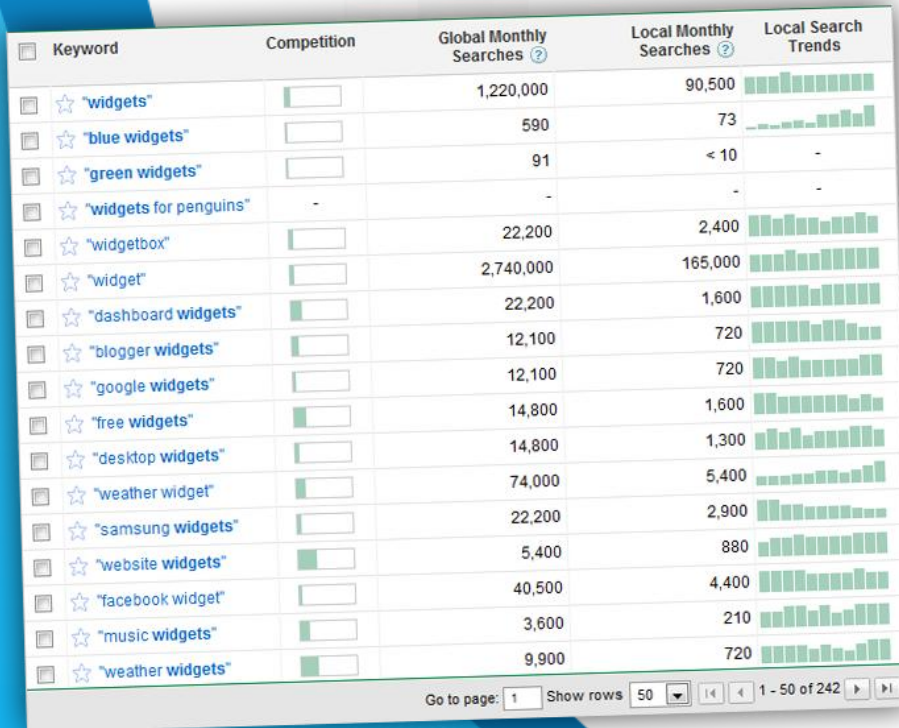
Technical Stuff

Content

Off page



Before you launch a site...



Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
"widgets"		1,220,000	90,500	
"blue widgets"		590	73	
"green widgets"		91	< 10	
"widgets for penguins"	-	-	-	
"widgetbox"		22,200	2,400	
"widget"		2,740,000	165,000	
"dashboard widgets"		22,200	1,600	
"blogger widgets"		12,100	720	
"google widgets"		12,100	720	
"free widgets"		14,800	1,600	
"desktop widgets"		14,800	1,300	
"weather widget"		74,000	5,400	
"samsung widgets"		22,200	2,900	
"website widgets"		5,400	880	
"facebook widget"		40,500	4,400	
"music widgets"		3,600	210	
"weather widgets"		9,900	720	

Go to page: 1 Show rows 50 1 - 50 of 242

Determine your keywords

What words and phrases describe what you do?

Google AdWords tool will tell you which are most popular

Avoid "industry speak"

Before you launch a site...

Choose a relevant domain name – with
a keyword if possible

`www.bobs-blue-widgets.com`

Preferably a domain name with
equity/authority – look for dropped
domains

Before you launch a site...

Page Under Construction



Please check back soon ...

[\[Frequently Asked Questions\]](#) [\[Links Page\]](#) [\[About Us\]](#) [\[Contact Us\]](#)

Copyright © 1997-2009

All rights reserved.

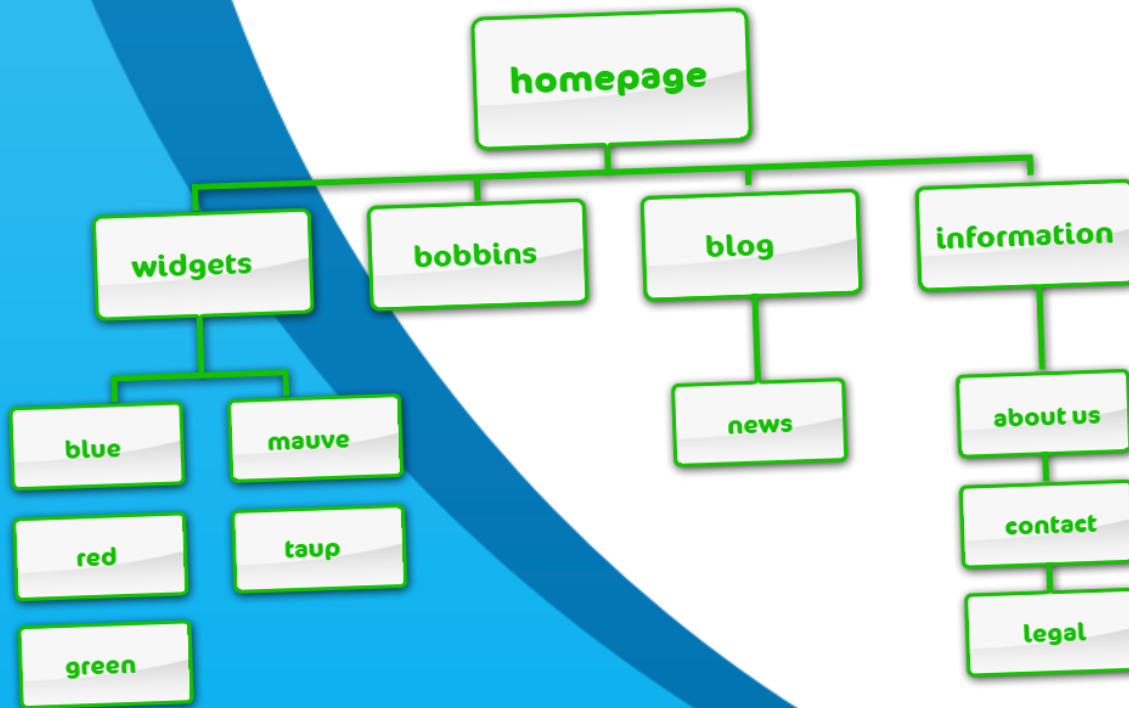
Start with a content-rich holding page

Get relevant pages of information in place to give Google something to chew on

Decide whether you're using the www version or not – and make sure the other redirects properly

Navigation Structure

You tell Google what pages are most important



Navigation is important for Google as well as for your customers

Breadcrumb trails help

URL Structure

Decide a URL structure pre-launch

Build core pages up with content even before you have live data

If it is an existing site, make sure old URLs are mapped to new ones with 301 responses

Page Structure

Site speed is important

Avoid code bloat

Keep Javascript, images and CSS in external files – preferably on a subdomain

Website Content

Must be relevant to the words and phrases you are targeting

Must be original and unique to your site

Helps with SEO and sales – a win/win

Home page text is important

E.g. Ecommerce Site

Unique product descriptions – avoid reusing manufacturer descriptions

Carry product reviews from customers

Good content about manufacturers and brands

User guides and “how-to”

Well categorised information

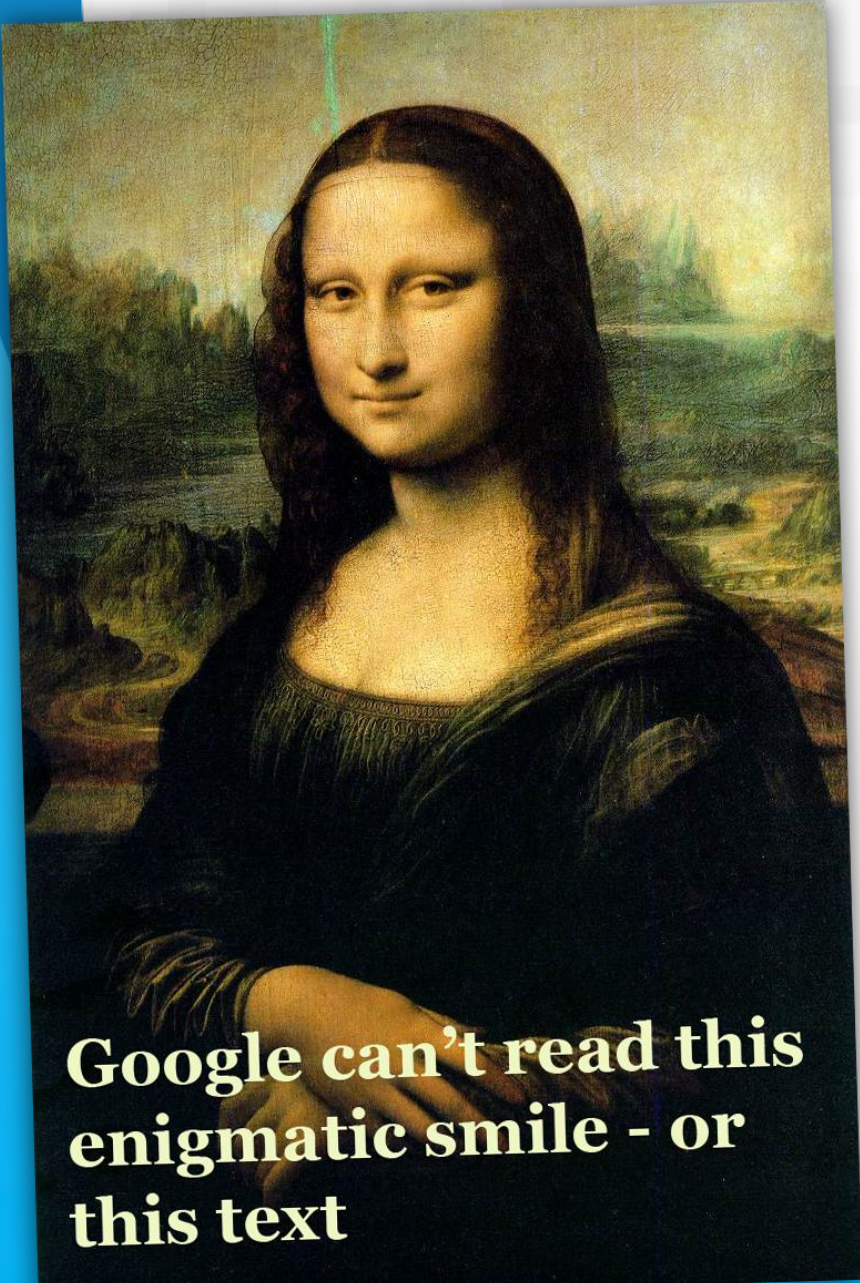
long tail = traffic = money!



Content

WORDS not pictures!

Alt text important in
images, or text
embedded into banners

The Mona Lisa is a half-length portrait painting by the Italian Renaissance artist Leonardo da Vinci. It depicts a woman, believed to be Lisa Gherardini, seated with her hands crossed in her lap. She has a subtle, enigmatic smile. The background is a vast, hazy landscape with winding paths, a distant bridge, and a small boat on a river. The painting is known for its masterful use of sfumato, creating soft, seamless transitions between colors and tones.

**Google can't read this
enigmatic smile - or
this text**

On Page: page title

67 visible characters in a title tag

Most important place to put keywords

Unique to every page

A good call to action increases the clickthrough rate



blue widgets

Search

About 9,360,000 results (0.27 seconds)

Advanced search

► [BlueWidgets.com](#) ☆ 🔍

No one knows for sure what **blue widgets** are, but if you're on this page there's a good chance you're a webmaster. Here are some links that will help you ...
[bluewidgets.com/](#) - [Cached](#) - [Similar](#)

Great prices on Blue Widgets + money back guarantee

Buy today from the oldest supplier of **blue widgets** on the internet. If you find a **blue widget** that's cheaper, we'll give you your money back!
[academyseocompetition.com/](#) - [Cached](#) - [Similar](#)

Blue Widgets – Google and CSS Files ☆ 🔍

<div class='navtop'>blue widgets</div> ...
[www.wolf-howl.com](#) > [Google](#) - [Similar](#)

Dirty Blue Widgets ☆ 🔍

24 Jun 2010 ... Featured Dirty **Blue Widgets**. Nobody Shoud Feel Lonely Today · SEO: Blue Poetry or Dirty ... Browse through the completed Dirty **Blue Widgets** ...
[freemoneytool.com/dirtybluewidgets/](#) - [Cached](#) - [Similar](#)

Blue Widgets ☆ 🔍

Blue Widgets. Not at all just another weblog ... Home · About Me · Subscribe to feed · Fake or Photo? April 15, 2009 in Computers, Graphics, Photo Editing, ...
[bluewidgets.wordpress.com/](#) - [Cached](#)

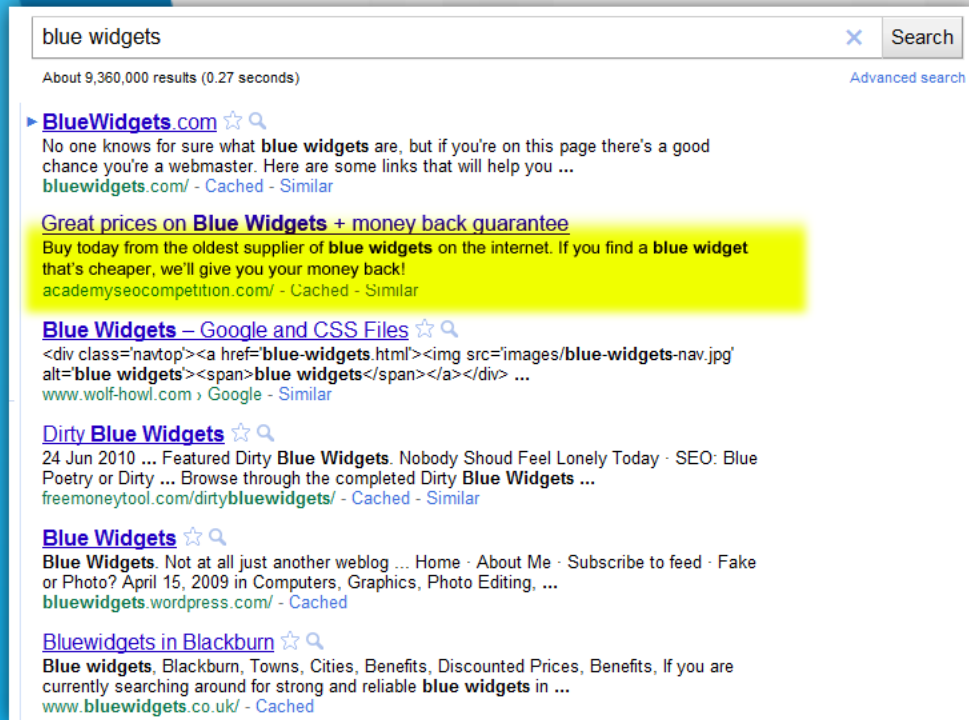
Bluewidgets in Blackburn ☆ 🔍

Blue widgets. Blackburn, Towns, Cities, Benefits, Discounted Prices, Benefits, If you are currently searching around for strong and reliable **blue widgets** in ...
[www.bluewidgets.co.uk/](#) - [Cached](#)

On Page: Meta description

155 visible characters
in a meta description

Great place to deliver
market messages



On Page: Meta Keywords

HAS NO
INFLUENCE OR
BEARING ON
SEARCH ENGINES

“We just don’t use the
keywords meta tag. At all”

Matt Cutts, Google



On Page: “Highlighting” words

<H1> to incorporate a target phrase

<H2> <H3> should also be keyword
rich

Use and tags if
appropriate

On Page: keywords

Use keywords naturally – don't “stuff” pages with repetitions of target terms

Check out the competition to see what they're doing

<http://tools.davidnaylor.co.uk>

Keyword Analysis

Keyword	Title	Link	Heading	Text	Total
seo	2 (20.00%)	3 (3.41%)	2 (6.06%)	4 (1.86%)	16 (3.82%)
uk seo	1 (10.00%)	1 (1.14%)	0 (0.00%)	0 (0.00%)	3 (0.72%)
david naylor	0 (0.00%)	1 (1.14%)	0 (0.00%)	8 (3.72%)	11 (2.63%)
Full Page	10	88	33	215	419

[see all](#)

On Page Linkage

Use keyword rich anchor text links within body copy to link to important pages

Use alternative phrasing and keyword stemming for internal linking

External links to be used sparingly – can be seen as a quality indicator

Webmaster Tools

Free service from Google

Insight into what Google sees

Identify problems

Set preferences
(Geo targeting, URLs
sitelinks...)

The image displays three overlapping screenshots of the Google Webmaster Tools interface for the website www.davidnaylor.co.uk.

Top Screenshot: Crawl stats

Googlebot activity in the last 90 days

Pages crawled per day	High	Average	Low
	2,614	1,693	1,012

Middle Screenshot: Internal links

Pages linked to by other pages on your site.

Find internal pages that link to:

Bottom Screenshot: Settings

Geographic target Your site's domain is currently associated with the target: United Kingdom [Learn more](#)

Preferred domain [Learn more](#)

- ☐ Don't set a preferred domain
- ☒ Display URLs as www.davidnaylor.co.uk
- ☐ Display URLs as davidnaylor.co.uk

Crawl rate [Learn more](#)

- ☒ Let Google determine my crawl rate (recommended)
- ☐ Set custom crawl rate

Parameter handling You have configured 5 parameters. [Adjust parameter settings »](#) [Learn more](#)

Other Recommended Tools

Google Analytics: free & powerful way to measure your site traffic

Majestic SEO: great source of competitor backlinks

IIS SEO Tool Kit: detailed analysis with SE friendly suggestions

Xenu: old school multi-thread link checking

Open Site Explorer: SEOMoz free analysis tool



Links

Most **critical** and most **difficult** part of SEO

Google **values** links

Google **penalises** link buyers

Getting the balance right is hard

Link Building

Who will link to you “naturally”?

Local media in response to news

Suppliers

Partners

Sponsors

Friends

Link Building

Find competitor links

Yahoo! Site Explorer (for now),
Open Site Explorer and
Majestic SEO

See what others are doing – Build
a Link Landscape

Link Building: The Perfect Link

Using **relevant anchor text**

Pointing at a **relevant page**

From a **relevant site**

Link Building: The Perfect Caveat

Overcooking anchor text can kill you

Mix your anchor text

Use brand / domain links

Use “natural” phrases
– ‘click here’

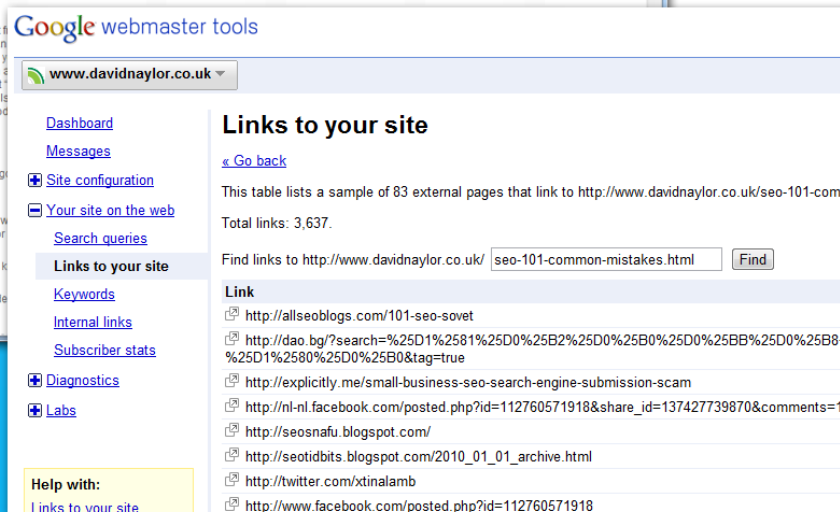
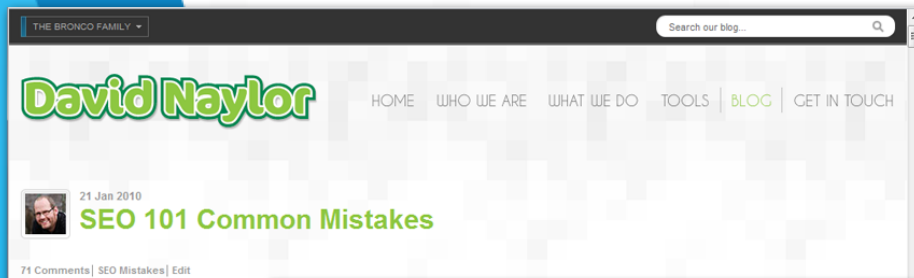
Use Content for Links

Use high quality content to obtain editorial links

Create content people will *want* to link to

Interact with your audience

Obtain links from sites in your search space



Officially: Don't Buy Links

Get caught, you can get banned

Can be expensive, and ROI is
hard to track

No control over what happens on
external site where you have a
link



Unofficially: People Buy Links

You will find your competitors buying links

Disclosure of advertising rules might
change the picture

Be VERY careful

Link Audits

Any link you place record the details

Check the link regularly, and the
page the link is on

Never forget about your existing
links

Any Questions?

David Naylor

dave@bronco.co.uk

Twitter: @davenaylor

www.davidnaylor.co.uk

