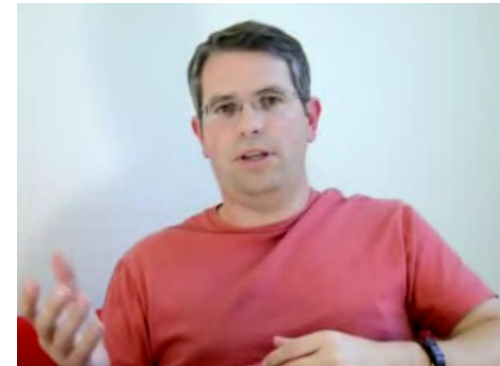




Search?



How Search works

<http://youtu.be/BNHR6IQJGZs>

Cutts, 03:15



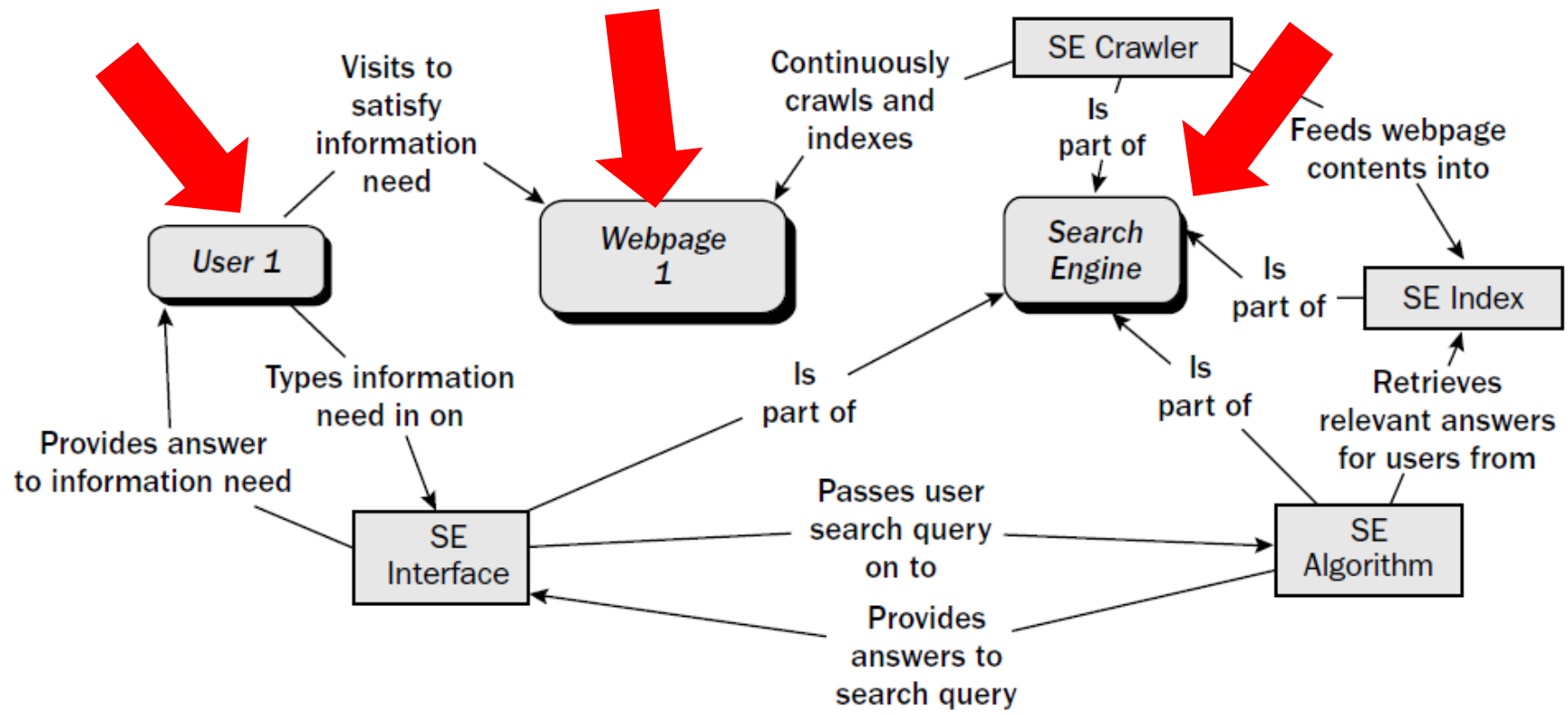
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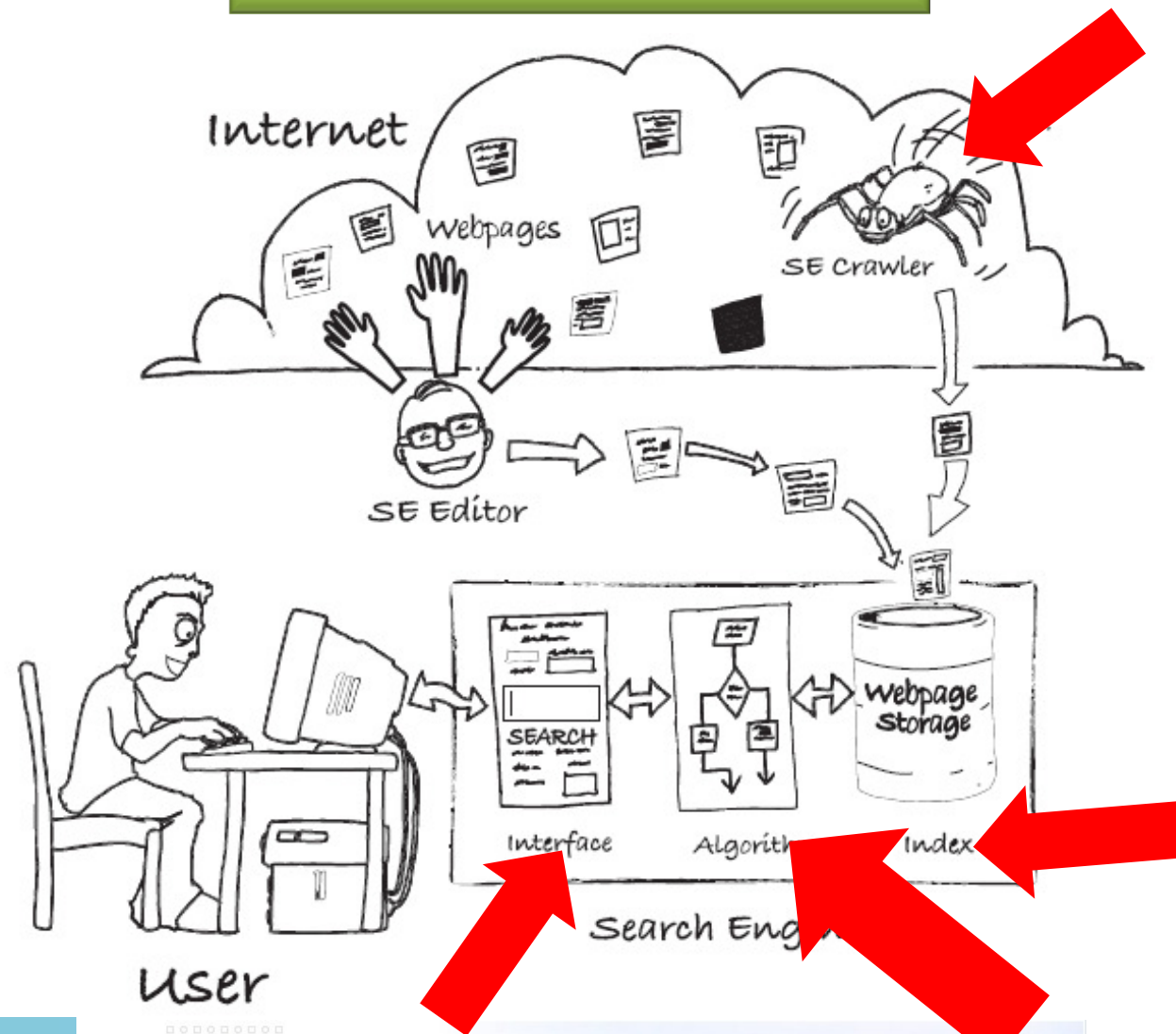


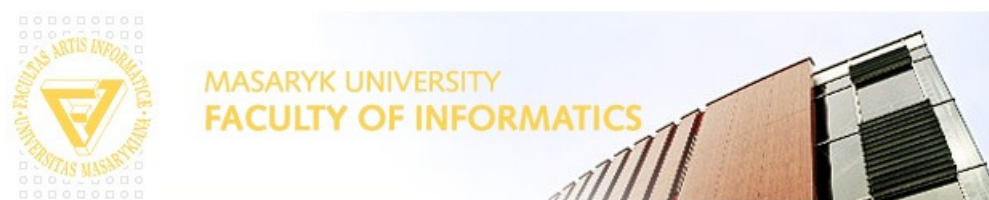
User + Webpage + Search Engine = Internet



- **websites need to rank well on search engines to ensure a high degree of exposure, subsequent visitor traffic, high conversions and eventually ROI**

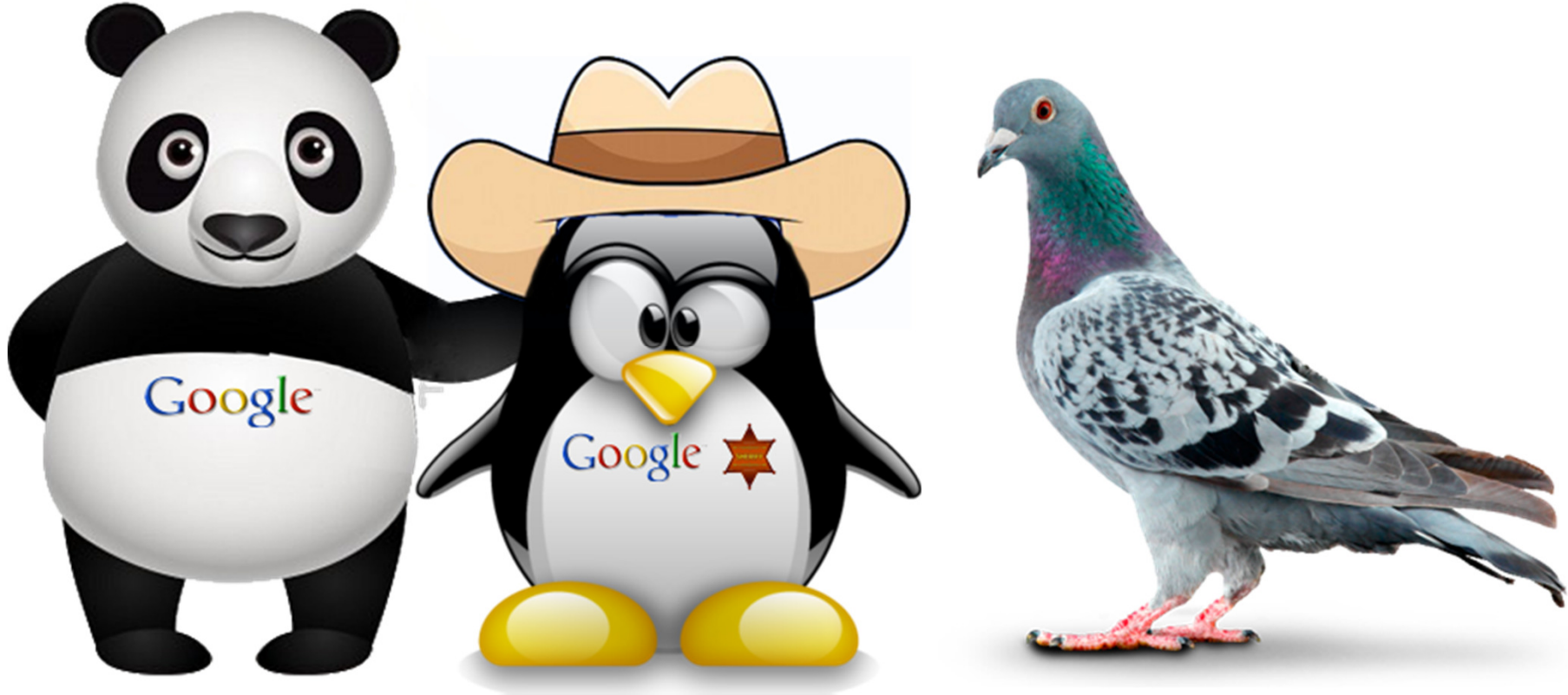
Search Engine – 4 components?



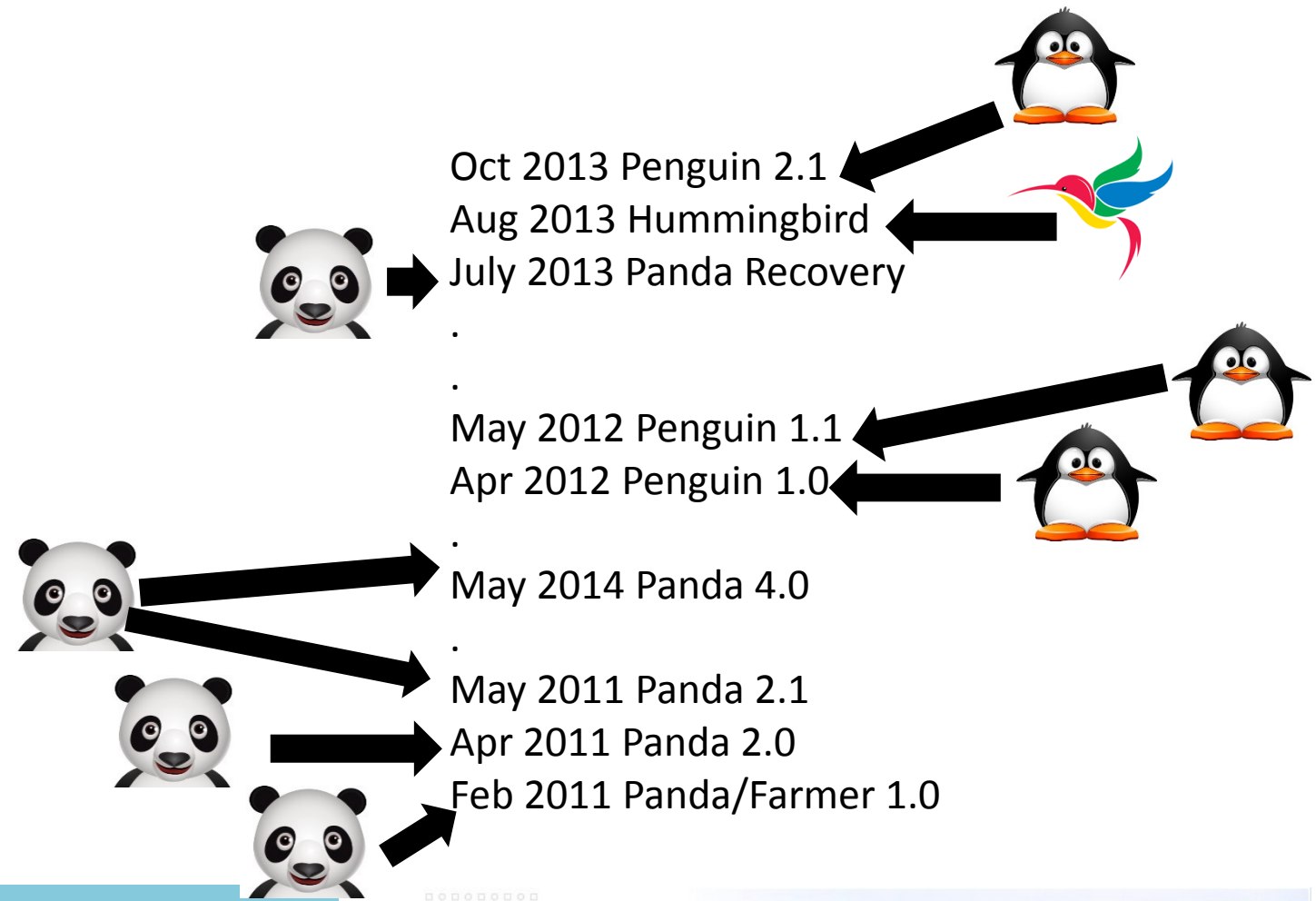


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Google Algorithm – Panda, Penguin & Pigeon 1



Google Algorithm – Panda, Penguin & Pigeon 2



Google Algorithm – Panda, Penguin & Pigeon 3

Google Penguin & Panda Update

Whats the Difference?



First Appearance

USA, April 2004

Penalty Reason

1. Low Quality Links
2. Over Optimized Anchor Text
3. Keyword Stuffing

How to Overcome?

1. Natural Anchor text
2. Contextual Anchor text
3. Pouring The 'Rough' links

Who Benefited?

Websites with variety of thematic backlinks

Number of Updates?

1 Update

% of websites Affected?

3.1 Websites



First Appearance

Worldwide, Feb 2011

Penalty Reason

1. Thin Content
2. Content Farms
3. High Bounce Rates

How to Overcome?

1. Replacing all Duplicate Content
2. Using of Unique Content For Submission Backlinks
3. No Content Spamming

Who Benefited?

Well Written & Informative Content that appeals visitors

Number of Updates?

13 Updates

% of websites Affected?

12% Websites

Google Algorithm – Panda, Penguin & Pigeon 4



Discover How Google Panda And Penguin Updates Work

- anchor text
- text density
- Adwords
- Quality Score

<http://youtu.be/V0kCocQ-EwA>

Melbourne SEO, 06:01



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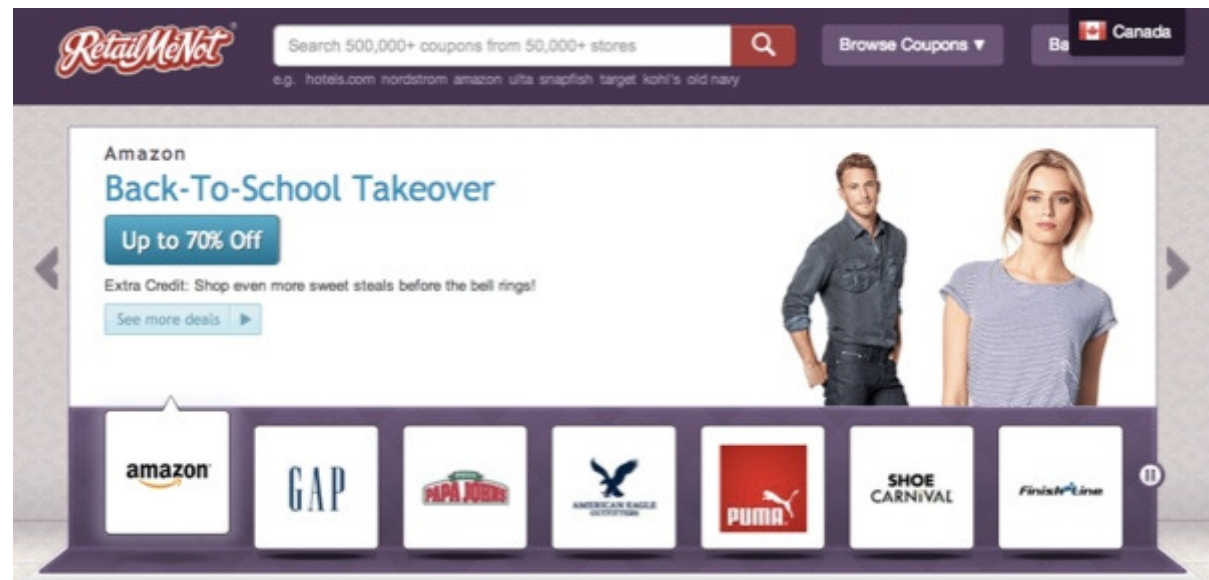


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Google Algorithm – Panda, Penguin & Pigeon 5

Google Panda 4.0 rolled out in May and several websites were crushed in the process.

Searchmetrics [came out with a report](#) following the announcement to show some sites were experiencing an absolute loss in “SEO visibility” up to 75 percent. Among those sites was online coupon giant [RetailMeNot.com](#), which experienced an absolute loss of 33 percent, according to Searchmetrics data.



Google Algorithm – Panda, Penguin & Pigeon 6

So what does that equal in traffic and dollars? Apparently, it's worth noting. RetailMeNot came out with its Q2 2014 earnings this week, and [according to MediaPost](#), the company experienced a loss due to Panda.

The report quotes RBC Capital Markets Analyst Mark Mahaney, who said revenue came in slightly below the street because of the "well-publicized Google SEO algorithm (Panda) changes."

RetailMeNot CEO Cotter Cunningham said during the [earnings call](#) that organic search represented 64 percent of the total traffic to its websites for the quarter and that they were partially recovering from Panda.

"We did see our organic search rankings impacted beginning mid-quarter and while we've seen a partial recovery over the past two months in overall organic search rankings, we're not back to the growth levels we were seeing in the first quarter," he said.

<http://searchenginewatch.com/article/2359353/RetailMeNot-Crushed-by-Panda-in-Q2-But-Partially-Recovers>



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Google Algorithm – Hummingbird 1

Hummingbird” is the name of the *new search algorithm* that Google is using as of September 2013, the name comes from being “precise and fast” and is designed *to better focus on the meaning behind the search query*



Hummingbird is paying more attention to each word in a query, ensuring that the whole query — *the whole sentence or conversation or meaning — is taken into account*, rather than particular words. The goal is that pages matching the meaning do better, rather than pages matching just a few words

Unlike Google’s Penguin and Panda updates to its existing algorithm, *Hummingbird is a complete replacement*



Google Algorithm – Hummingbird 2



Supersavvy Business

<http://youtu.be/AdjEznsLBWg>

Melbourne SEO, 05:41



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Stay up to date with SE news! SEW

Subscribe to these 2x Newsletters ...

<http://searchenginewatch.com/>

The screenshot shows the Search Engine Watch website. At the top, there's a navigation bar with links to ClickZ.com, ClickZ Intel, ClickZ Training, ClickZ Live, and SES Events. Below this is the main header with the "Search Engine Watch" logo and a search bar. A horizontal menu lists various topics: Industry, SEO, PPC, Analytics, Social, Local, Mobile, Video, Content, and Development. Underneath the menu are logos for ClickZ Live, gShift, Marin Software, SES Denver, and Velocity. The main content area features an "Updates" section with a sign-up form for daily (or weekly) newsletters. The form includes a text input field labeled "Enter email address" and a prominent "Subscribe" button, which is highlighted with a red rectangular border. Below the form are social media sharing options for Facebook (32k likes), Google+ (18k), LinkedIn (Share), and Twitter (94K followers).



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Stay up to date with SE news! SEL

... and: <http://searchengineland.com/>

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SEARCH MARKETING EXPO
SMX
EAST 2014
SEPT. 30-OCT. 2
NYC

Insights on Leveraging
Viral Content
Keynote: Jonah Peretti,
BuzzFeed Founder & CEO
REGISTER NOW!

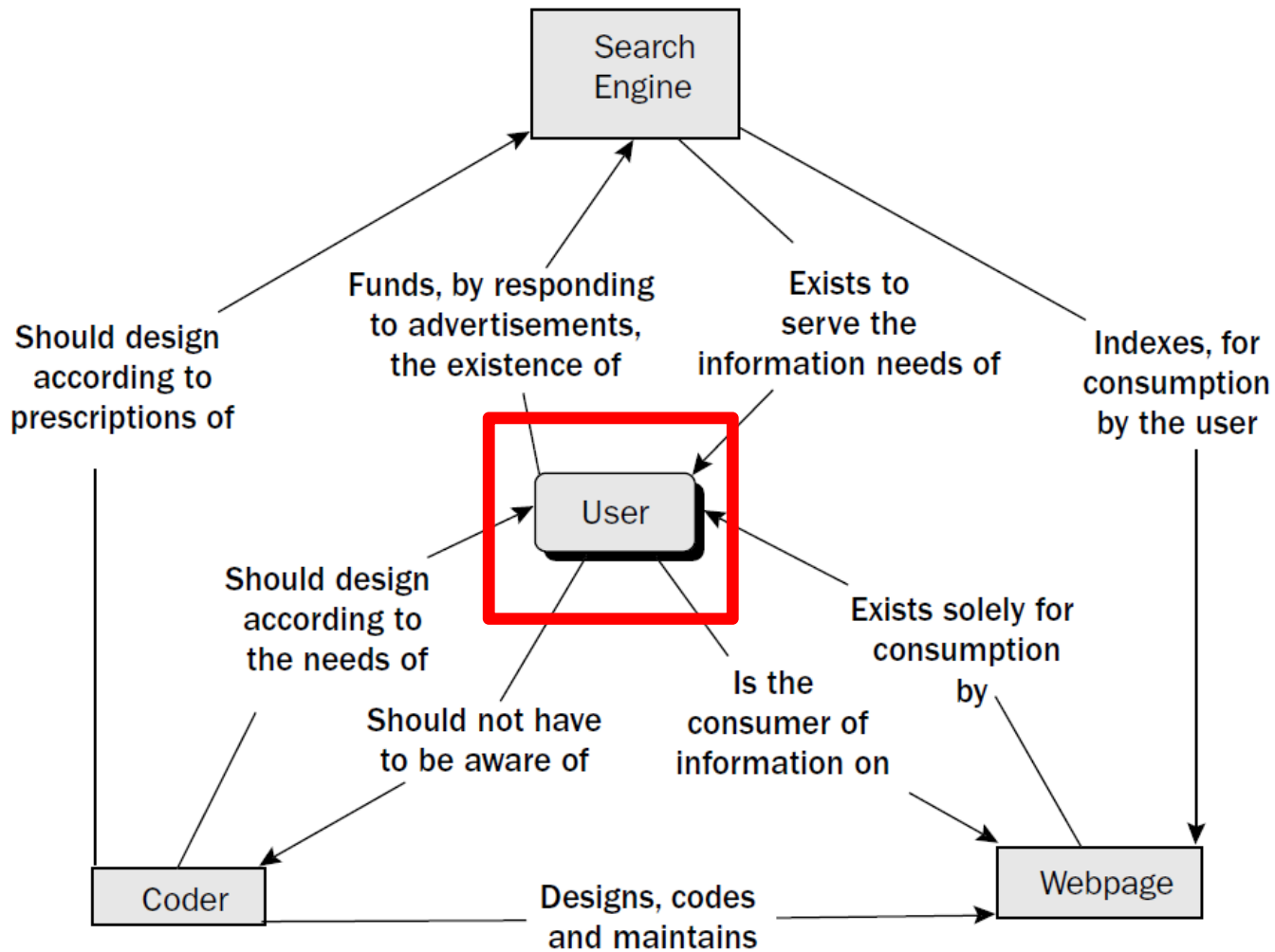
LATEST POPULAR

SUBMIT A TIP



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Who is in the Centre?



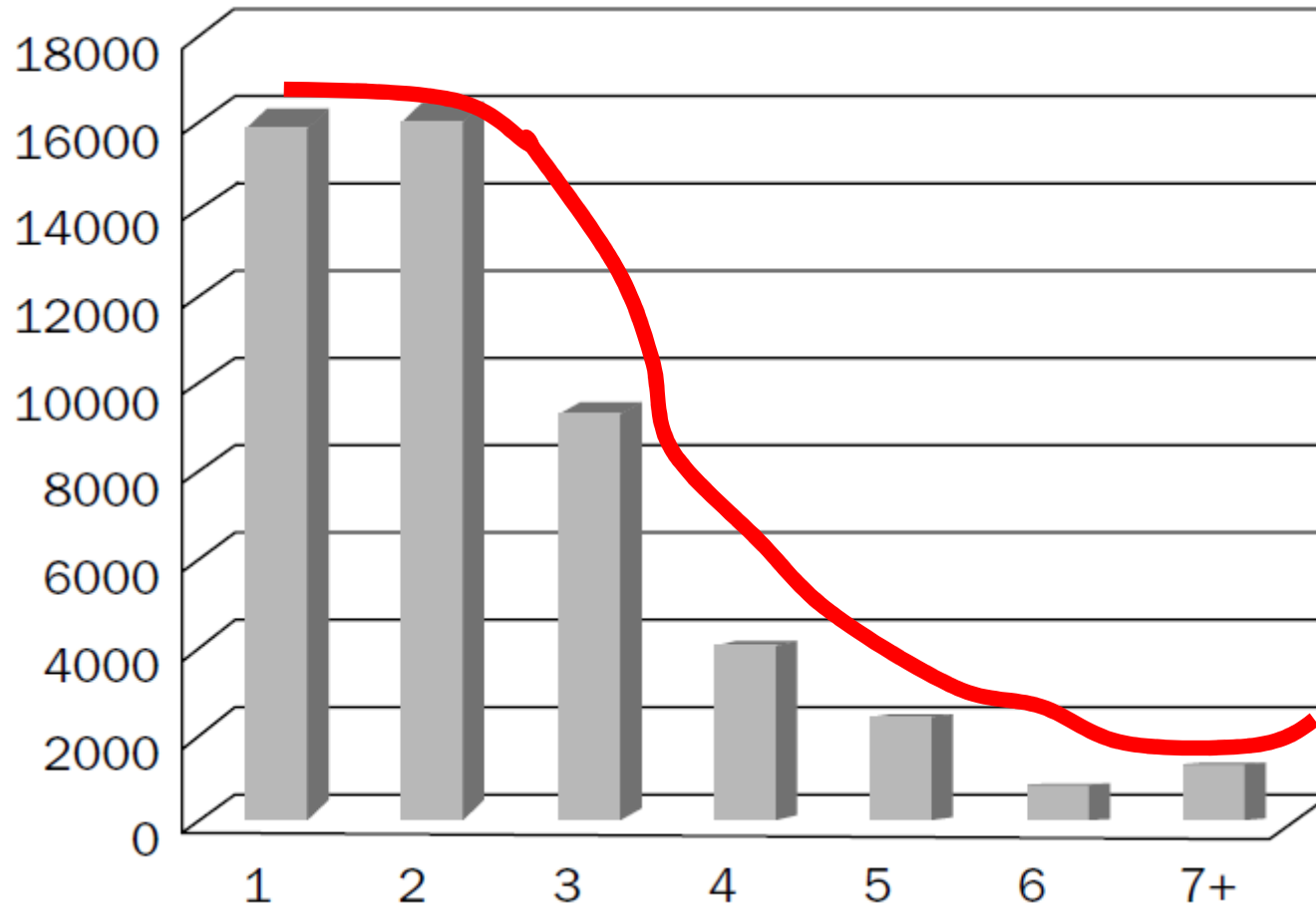
Searching Success =
SUCCESSIVE
REFINEMENT

Keyphrase	Number of answers on SERP
computer	1,350,000,000
computer shop	35,900,000
computer shop cape town	2,230,000
computer shop cape town foreshore	21,400
computer shop cape town foreshore dell	457
computer shop cape town foreshore dell laptop	229



Searching Success =
Number of Keywords? ₁

2000



Searching Success =
Number of Keywords? 2

The Yahoo! Buzz Index Top 20 Leaders for 2001:

- 1) PlayStation 2
- 2) Britney Spears
- 3) WWF
- 4) Dragon Ball Z
- 5) Napster
- 6) World Trade Center
- 7) Harry Potter and the Sorcerer's Stone
- 8) Dale Earnhardt
- 9) NASCAR
- 10) Internal Revenue Service
- 11) Jennifer Lopez
- 12) 'NSYNC
- 13) Las Vegas
- 14) Eminem
- 15) Osama Bin Laden
- 16) Nostradamus
- 17) Backstreet Boys
- 18) Pamela Anderson
- 19) Morpheus
- 20) Pokemon

1 kw = 40%

2 kw = 35%

3 kw = 25%



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Searching Success =
Number of Keywords? 3

2012

Hot Searches (USA)

1. [bob beckel](#)
2. [2012 nfl schedule](#)
3. [space shuttle](#)
4. [the band](#)
5. [red wings](#)
6. [forgetting sarah marshall](#)
7. [nicklas backstrom](#)
8. [shuttle discovery](#)
9. [gsa](#)
10. [chicago blackhawks](#)

1 kw = 10%

2 kw = 70%

3 kw = 20%



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Searching Success = Number of Keywords? 4

Current Report: 2013-09-01

Query Size By Country ↕

The following table contains the percentage of single vs. multiple word searches in various languages.. It provides a good indication of the current search behaviour and how it differs in key regional markets.

For example, English users predominantly use 2 and 3 word search terms, with single keyword searches becoming less common. This information can help you target your keywords to the searching audience more effectively.

Words:	 us	 uk	 au	 ca	 de
1	33.29%	50.18%	41.39%	47.41%	57.79%
2	33.48%	31.18%	24.48%	23.19%	23.47%
3	15.67%	10.75%	19.86%	15.61%	11.30%
4	8.08%	4.16%	7.69%	6.78%	3.98%
5	4.44%	1.84%	3.56%	3.53%	1.70%
6	2.24%	0.95%	1.66%	1.73%	0.87%
7	1.20%	0.42%	0.85%	0.76%	0.40%
8	0.69%	0.18%	0.23%	0.41%	0.19%
9	0.42%	0.24%	0.17%	0.29%	0.16%
10+	0.48%	0.12%	0.11%	0.28%	0.13%

1 kw = 58%

2 kw = 23%

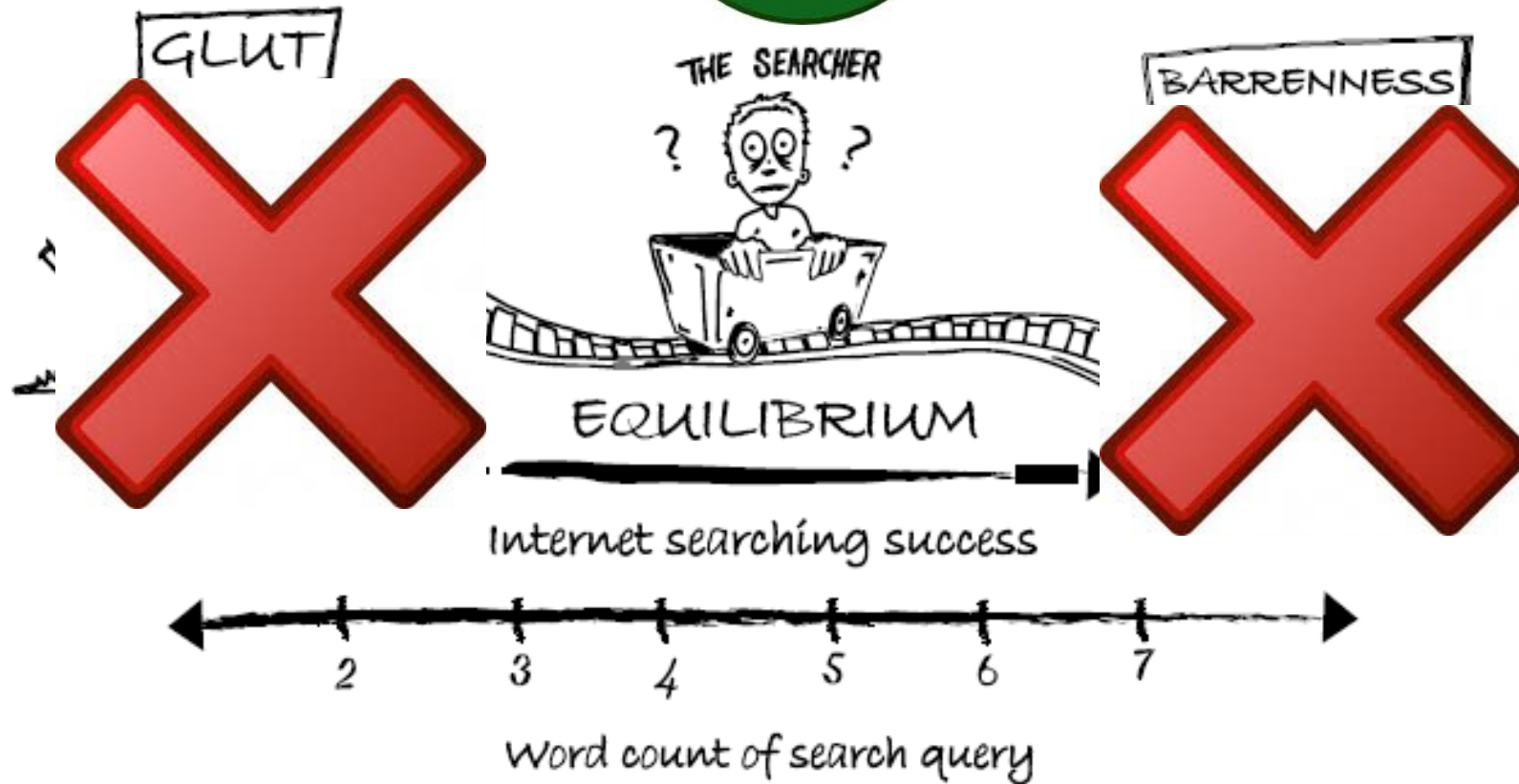
3 kw = 11%



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Searching Success =
Number of Keywords? 4



HTML Basics 1

```
<html>  
  
<body>  
<p>This is my first paragraph.</p>  
</body>  
  
</html>
```



HTML Basics 2

`This is my first paragraph.`



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HTML Basics 3

```
<html>
<head>
<title>Your Page Title</title>
</head>
<body>
```

This area will contain everything that will be visible through a web browser, such as text and graphics. All of the information will be HTML coded.

For a complete list of HTML codes, tags and examples, see the HTML chart below.

```
</body>
</html>
```

<html> - Begins your HTML document.

<head> - Contains information about the page such as the TITLE, META tags for proper Search Engine indexing, STYLE tags, which determine the page layout, and JavaScript coding for special effects.

<title> - The TITLE of your page. This will be visible in the title bar of the viewers' browser.

</title> - Closes the HTML <title> tag.

</head> - Closes the HTML <head> tag.

<body> - This is where you will begin writing your document and placing your HTML codes.

</body> - Closes the HTML <body> tag.

</html> - Closes the <html> tag.



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Website Visibility? SEO? PPC?

This is a PROCESS...



...which could change...

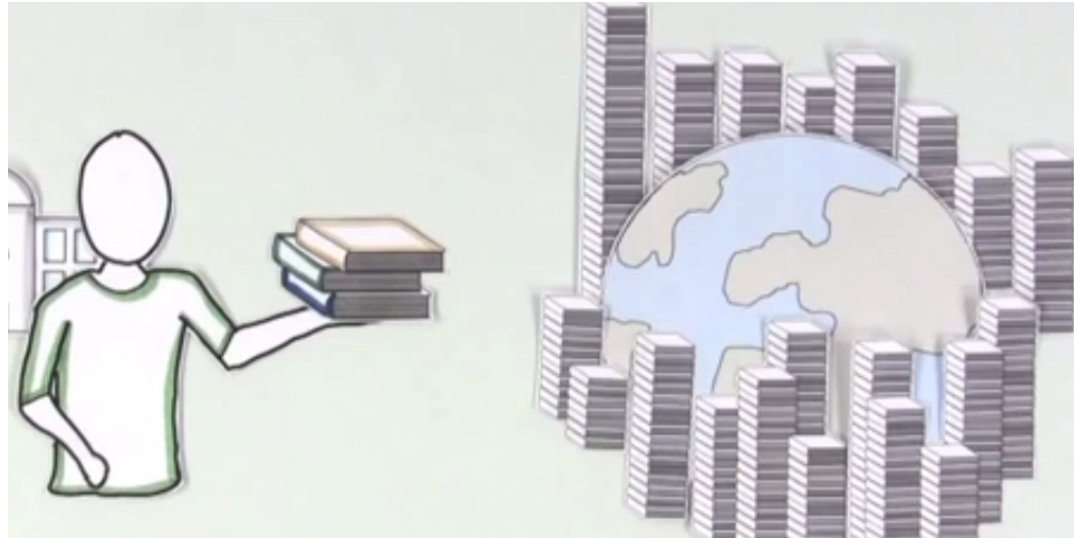


This is a PROCESS...



...which could change...

What is SEO?



SEO explained

<http://youtu.be/hF515-0Tduk>

Common Craft 03:29



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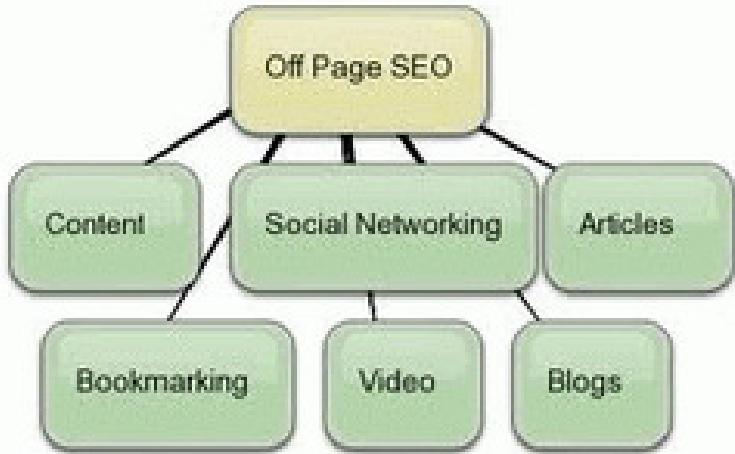


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OnPage versus OffPage SEO 1



What's the difference



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Case #1: The Authority

70% On-page, 30% Link-building

The Authority is an established site with a solid, trusted link profile and usually a good base of content. In many cases, it's a site that's evolved "organically", which is a fancy word for "without a plan". The Authority could be suffering from any or all of the following:

Case #2: The Perfectionist

30% On-page, 70% Link-building

The Perfectionist often comes out in new webmasters. They've read 500 SEO blogs and are following all the "rules" as best they can, but they've become so obsessed with building the "perfect" site that they've hit the point of rapidly diminishing returns. The Perfectionist wants to know how to squeeze 0.01% more SEO value out of an already good URL by moving one keyword.



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Case #3: The Hot Mess

90% On-page, 10% Link-building

The Hot Mess is a Google engineer's fantasy (or possibly nightmare). She's broken every single rule of on-page SEO, which worked fine for a while, but then came "May Day" and "Panda", and now Google is even talking about penalizing her for optimizing too much. The Hot Mess has let something spin out of control, including:

Case #4: The Bad Boy

10% On-page, 90% Link-building

Finally, there's the Bad Boy – he's broken every rule in the Google link-building playbook, and they've finally noticed. This could be a large-scale devaluation or a Capital-P Penalty, including:

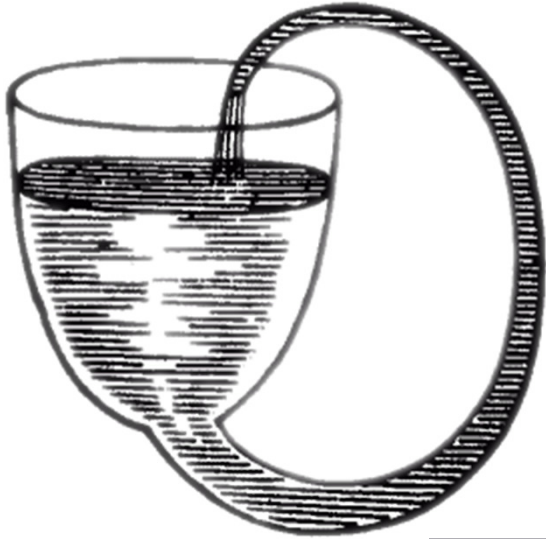


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The Perpetual Motion Machine



THE PERPETUAL (PRO)MOTION MACHINE

There may never be a perpetual motion machine, and all marketing promotions may be imperfect, but this system helps you get the most out of every marketing dollar.

The idea is to be everywhere your prospects are, reminding them of you and bringing them back to your website as many times as possible.



Concept by @briancarter

SocialMediaKeynoteSpeaker.com
BrianCarterYeah.com

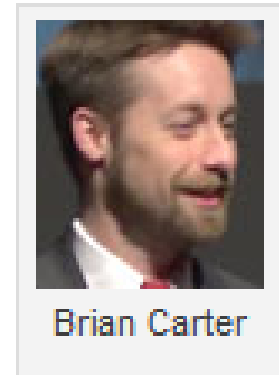
The "Perpetual (Pro)motion Machine."

#3: Combine Your Marketing Channels

My biggest tip is strategic: **combine all the best of digital marketing** for what I call your “Perpetual (Pro)motion Machine.”

If you use SEO, organic social media, search advertising, social advertising and Google remarketing ads, then you’re doing the best of everything.

You’re raising awareness for new business via Facebook, you’re getting the low-hanging fruit of buying-intent keywords via Google, and you’re making sure that people who’ve been to your site keep seeing you via Google remarketing and your Facebook fan base.



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Takeaway Actions

Start working on the Exam!

See Module 0, “Materials”

Start working on the Project!

Start with your own research on Link Wheels - see Module 0, “Link Wheel Project”



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