

Who's who in Usability

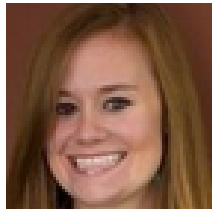


Jakob Nielsen

- Jakob Nielsen, Ph.D., is a User Advocate and principal of the Nielsen Norman Group which he co-founded with Dr. Donald A. Norman (former VP of research at Apple Computer).
- Before starting NNG in 1998 he was a Sun Microsystems Distinguished Engineer.
- Dr. Nielsen founded the "discount usability engineering" movement for fast and cheap improvements of user interfaces and has invented several usability methods, including heuristic evaluation.
- He holds 79 United States patents, mainly on ways of making the Internet easier to use.



SEO and PPC Need to Stop Being Enemies



Erin Everhart, September 10, 2014

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SEO Evolution: Sell, Discover, Deliver & Report on Highly Converting Keywords by Krista LaRiviere, [gShift](#)

There, I said it. I'm willing to put down my battle ax if you're willing to cease fire.

For as long as there have been search engines, there have been two views of the best way to own them. Paying vs. earning. Bidding vs. optimizing. PPC vs. SEO.

You don't play for both teams, and rarely is there crossover of leaving one discipline for the other. There's as much tension between them as Florida Gator fans and Urban Meyer, which is downright frustrating given how well they could work together.

But I get it.

About this time in the year, people start thinking about budgets for the upcoming year, and wherever there are two competing marketing tactics, one will inevitably get shafted and the other will inevitably be bitter about it.



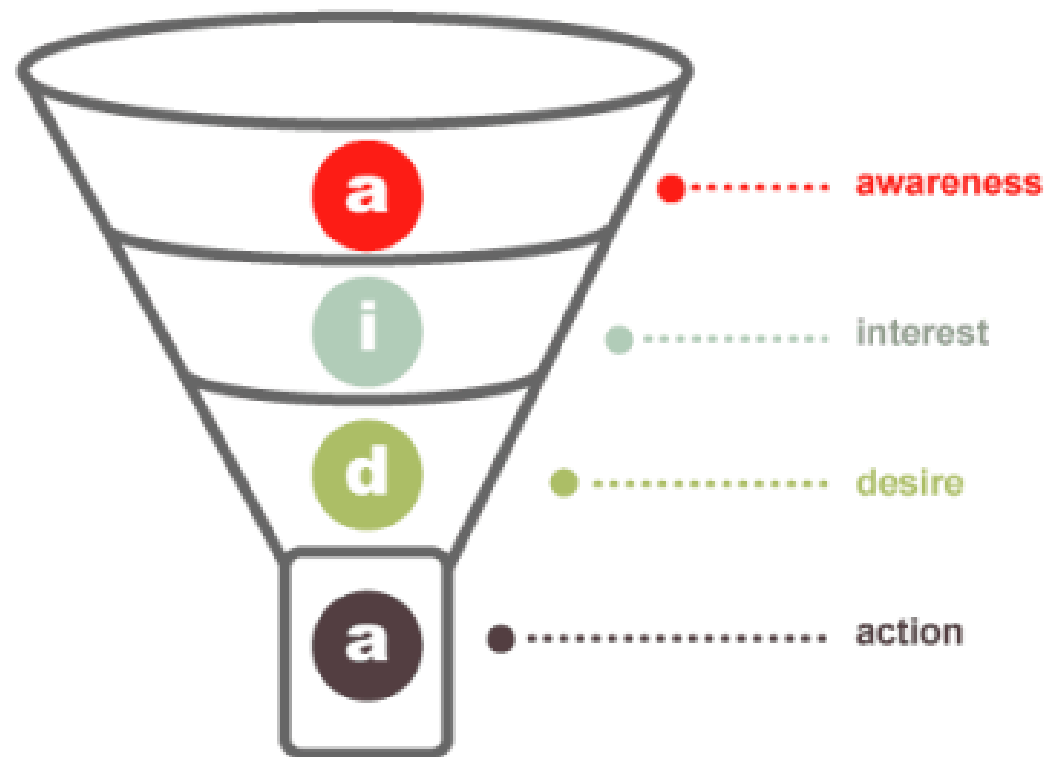
Still, you don't see this type of rivalry between affiliate and email or PR and social — or maybe you do; I don't know. Either way, the tension is especially thick between SEO and PPC. Maybe it's because of budgets. Maybe it's because they're so tightly aligned and often get grouped under the blanket "SEM." Maybe it's because Google AdWords keep taking up more and more real estate in the SERPs.

Whatever it is, no matter what side of the fence you're on, we forget we're all working toward one common goal: to make money. Regardless if traffic or conversion rate are your key metrics, your job as a marketer is to make your company money, and we can make a lot more of it if SEO and PPC start playing nicely.

Two Tactics, Two Parts of the Funnel

Part of the problem may be because we're comparing SEO to PPC on a 1-to-1 ratio: If SEO isn't working, just move everything to PPC and vice versa. But what happens when you do that is that you're misallocating the budget to two different parts of a customer engagement.





SEO is a top-of-the-funnel marketing tactic. People do often buy when they enter your site organically, but primarily it's a research-driven action. Conversion rates are low. They're seeing what's out there. They might just be starting their research process. They probably come back a few times before determining they're ready to move forward.

In fact, PWC found in their annual multi-channel shopping survey that 88 percent of U.S. respondents first research online before buying a product. So remember, they could research online and buy in store, but SEO wouldn't be created for that conversion, and they would never buy online if you're not first there when they look online.

Replacing PPC with SEO won't necessarily bring you more results or even better results because you're using budget to target an entirely different type of consumer.

How We Can Work Together

Keywords

Since Google switched to [secure search](#) and we lost our keyword data, the next most reliable way for SEOs to know which keywords to target comes from PPC.

While you can get traffic data from tools like Keyword Planner or SEMRush and impressions and click-through rate (CTR) from Google Webmaster Tools, PPC teams have access to an even more valuable metric when it comes to determine how profitable a keyword is for you: conversion rate.

Armed with that information, SEOs now know not only what keyword drives the most traffic but what keyword could potentially drive the most revenue.

Pages

If you're not creating PPC-specific landing pages, you'll likely be using the same landing pages from SEO, which can tell you a lot in terms of how popular a page is, conversion rate, and revenue. The work the SEO team did on the landing page will also boost your PPC Quality Score, driving down your overall cost per click (CPC).



Secondly, both PPC and SEO can benefit from knowing what customers actually considered quality content. A PPC campaign can let you test which content works best for your users very quickly, which you can then migrate into your SEO strategy, and vice versa if you're setting up PPC to supplement your SEO.

Thanks to the [multi-channel funnel report](#) in Google Analytics, we now have a better way of giving credit to each channel involved in a customer's purchasing decision.

How else have you used PPC and SEO together in order to drive more revenue?



Bing Released A URL Keyword Stuffing Spam Filtering That Impacted Three-Percent Of Queries

Barry Schwartz on September 10, 2014 at 9:49 am



Igor Rondel, the Principal Development Manager of the Bing Index Quality, posted on the [Bing Search Blog](#) news that they released a spam filter a “few months” ago that impacted about 3% of all search queries. The spam filter was aimed at URL keyword stuffing.

Igor Rondel targeted spammers stuffing keywords in the URL or domain in an effort to artificially boost their rankings in Bing. He specifically documented the types of URLs Bing looks at with this:

- Multiple hosts, with keyword-rich hostnames:
<http://account.free.online.savings.samedaypaydayloansusa.com>
- Host/ domain names with **repeating** keywords:
<http://loan.payday.paydayloanspaydayloansusa.com>
- URL cluster across same domain, but varied hostnames comprised of keyword permutations
 - <http://contososhoeswomen.shoesonsale.com/>
 - <http://bestwomensrunningsneakers.shoesonsale.com/>
 - <http://discountrunningapparelforgwomen.shoesonsale.com/>
- URL squatting
 - This is a little different as the spammer is playing on a human tendency to misspell keywords & in effect syphoning traffic off of existing (typically high profile/ traffic) sites
 - E.g. <http://nytime.com> (misspelling of <http://nytimes.com>), <http://ebey.com> (misspelling of <http://ebay.com>)

Bing Detects Keyword URL Stuffing

How does Bing detect this form of search spam? They wouldn't say exactly but did document signals they look at to detect the spam, such as:

- Site size
- Number of hosts
- Number of words in host/ domain names and path
- Host/ domain/ path keyword co-occurrence (inc. unigrams and bigrams)
- % of the site cluster comprised of top frequency host/ domain name keywords
- Host/ domain names containing certain lexicons/ pattern combinations (e.g. ["year", "event | product name"], <http://www.turbotaxonline2014.com>)
- Site/page content quality & popularity signals

Impact Of This Spam Filter On Bing's Search Results

With extreme transparency for a search engine, Bing shared the impact this spam filter had on their search results. They said it impacted about 3% of all search queries. Specifically impacting about 5 million sites, comprising around 130 million urls. They even documented some example sites impacted by this spam filter.



- Users: This update impacted ~3% of Bing queries (on average ~1 in 10 URLs was filtered out per impacted query.)
- SEO community: ~5M sites, comprising > 130M urls, have been impacted, resulting in upwards of 75% reduction in traffic to these sites from Bing.
- Example queries: {hotmail login}, {bestbuy on sale}, {cheap hdtv}
- Examples of spam sites impacted:
 - www.cheapviagrausa.com
 - www.cheapviagrapharma.com
 - www.buyviagracheapviagraergr.com
 - www.gmailloginsigninup.com



WHO'S BEHIND THE CARTOON MAYHEM? • BEING OBAMA

TIME

CAN WE TRUST

Google

WITH OUR
SECRETS?

An exclusive inside look
at the \$100 billion empire
that is dominating
the Internet

BY ADI IGNATIUS

Google founders,
from top,
Larry Page,
Eric Schmidt and
Sergey Brin





NOTICE

GOOGLERS
MUST WASH
HANDS BEFORE
RETURNING TO
CODE



