

# Website Visibility

Why these images???

Why these websites on the SERP???



beer pivo

Web Images Shopping Videos News More ▾ Search

About 506,000 results (0.31 seconds)

**Beer** in the Czech Republic - Wikipedia, the free encyclopedia  
[en.wikipedia.org/wiki/Beer\\_in\\_the\\_Czech\\_Republic](https://en.wikipedia.org/wiki/Beer_in_the_Czech_Republic) ▾ Wikipedia ▾

**Beer** in Czechia (Czech: **pivo**) has a long history, with **brewing** taking place in Břevnov Monastery in 993. The city of Brno had the right to **brew beer** from the ...  
[History](#) - [Modern beer styles](#) - [Festivals](#) - [See also](#)

**Pivo Hoppy Pils** | Firestone Walker **Brewing** Co. | Paso ...

[www.beeradvocate.com/beer/profile/2210/83473/](https://www.beeradvocate.com/beer/profile/2210/83473/) ▾ Beer Advocate ▾

★★★★★ Rating: 88% - 983 votes

Jul 22, 2012 - **Pivo Hoppy Pils** is a German Pilsener style **beer** brewed by Firestone Walker **Brewing** Co. in Paso Robles, CA. 88 out of 100 with 983 ratings, ...

Firestone Walker **Brewing** Company - **Pivo**

[www.firestonebeer.com/beers/.../piv...](https://www.firestonebeer.com/beers/.../piv...) ▾ Firestone Walker Brewing Company ▾

**Pils** is a bright straw colored lager **beer** with playful carbonation topped with ... **Pivo**. **Pivo Hoppy Pilsner**. Everything we love about classic German Pilsner with a ...



Melius Weideman  
[web-visibility.co.za](http://web-visibility.co.za)  
[web-usability.co.za](http://web-usability.co.za)

# Website Visibility? SEO? PPC?

This is a PROCESS...



...which could change...

This is a PROCESS...



...which could change...

...a website's STATUS...



# Website Visibility



<http://youtu.be/b1htILDAm8w>

Weideman, 05:04



Melius Weideman  
web-visibility.co.za  
web-usability.co.za





# Website Visibility – even for images ...

- Go to [www.google.cz/ncr](http://www.google.cz/ncr)
- Select “Images” top left
  - Type in “website visibility”



## Why do these specific images appear?



Melius Weideman  
[web-visibility.co.za](http://web-visibility.co.za)  
[web-usability.co.za](http://web-usability.co.za)

# Indexing

**STEP 1:!!! Are you indexed?**

On Google: [site:www.muni.cz – \*interpret!\*](https://www.google.com/search?q=site:www.muni.cz+interpret!)

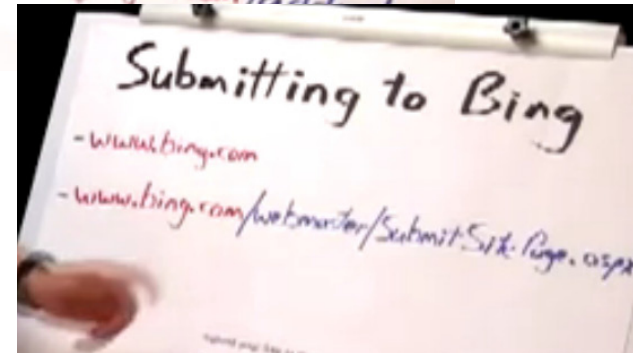
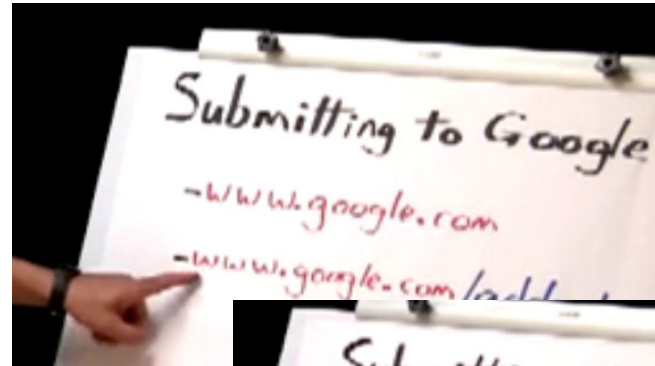
**Try this with other domains which are not indexed**



Melius Weideman  
web-visibility.co.za  
web-usability.co.za



# Search Engine Submission



[http://youtu.be/VAqxArE\\_6FE](http://youtu.be/VAqxArE_6FE)

Weideman, 13:42



## Website Visibility – give me a report

- DEMO: Get a report of some of the WebVis aspects we have covered, paste the radar graphs into Paint and compare
  - Go to [www.spydermate.com](http://www.spydermate.com)

- Now repeat this exercise with any 2 COMPARATIVE domains of your choice

Compare and *interpret* these results

- But, unfortunately:



***The SpyderMate SEO Toolset is no longer available.***

All SpyderMate web services have been closed effective March 14th 2014. Please direct any inquiries about SpyderMate to MentorMate, via the link below.

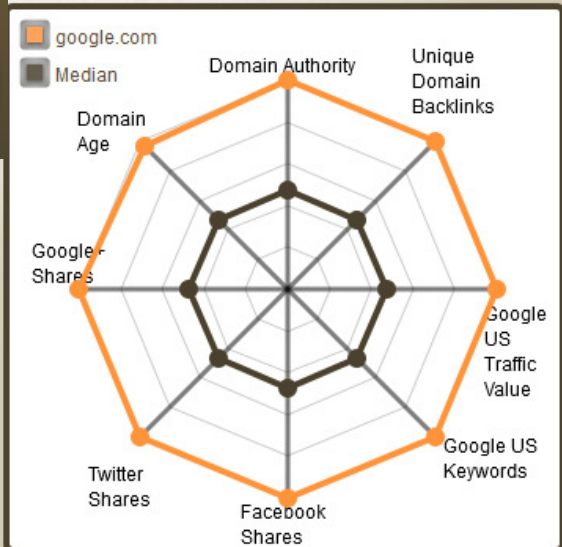


MASARYK UNIVERSITY  
FACULTY OF INFORMATICS

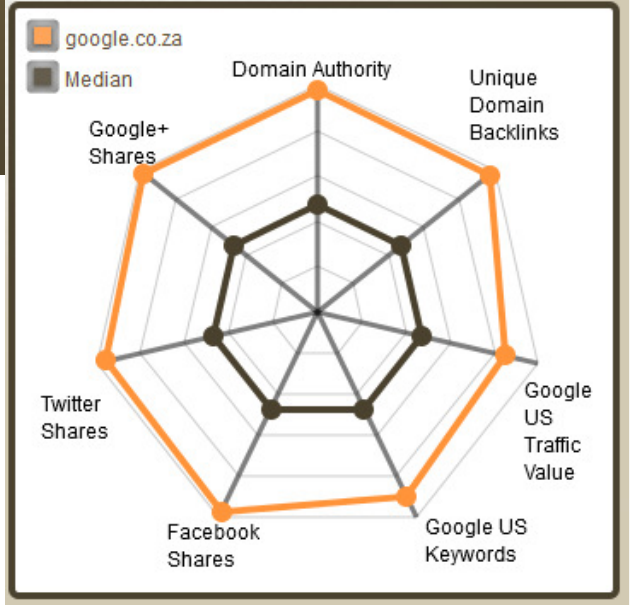


Melius Weideman  
[web-visibility.co.za](http://web-visibility.co.za)  
[web-usability.co.za](http://web-usability.co.za)

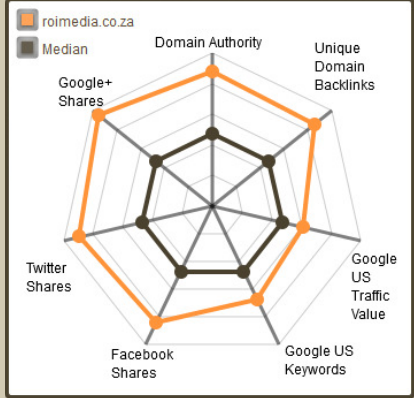
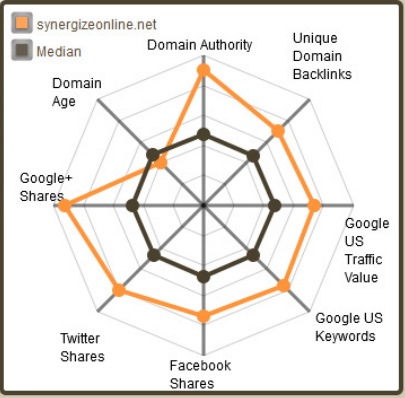
# 100



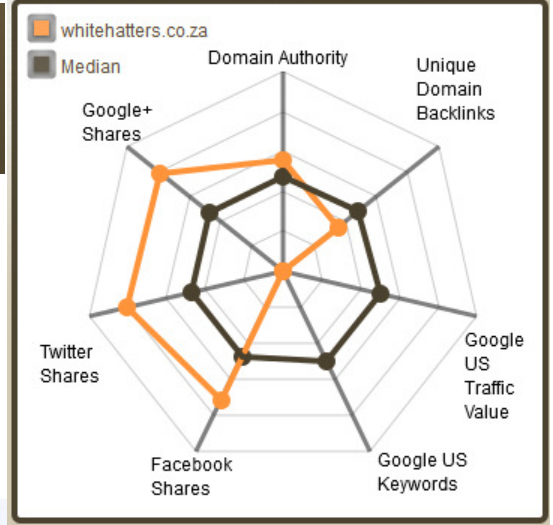
# 93



# 79



# 32



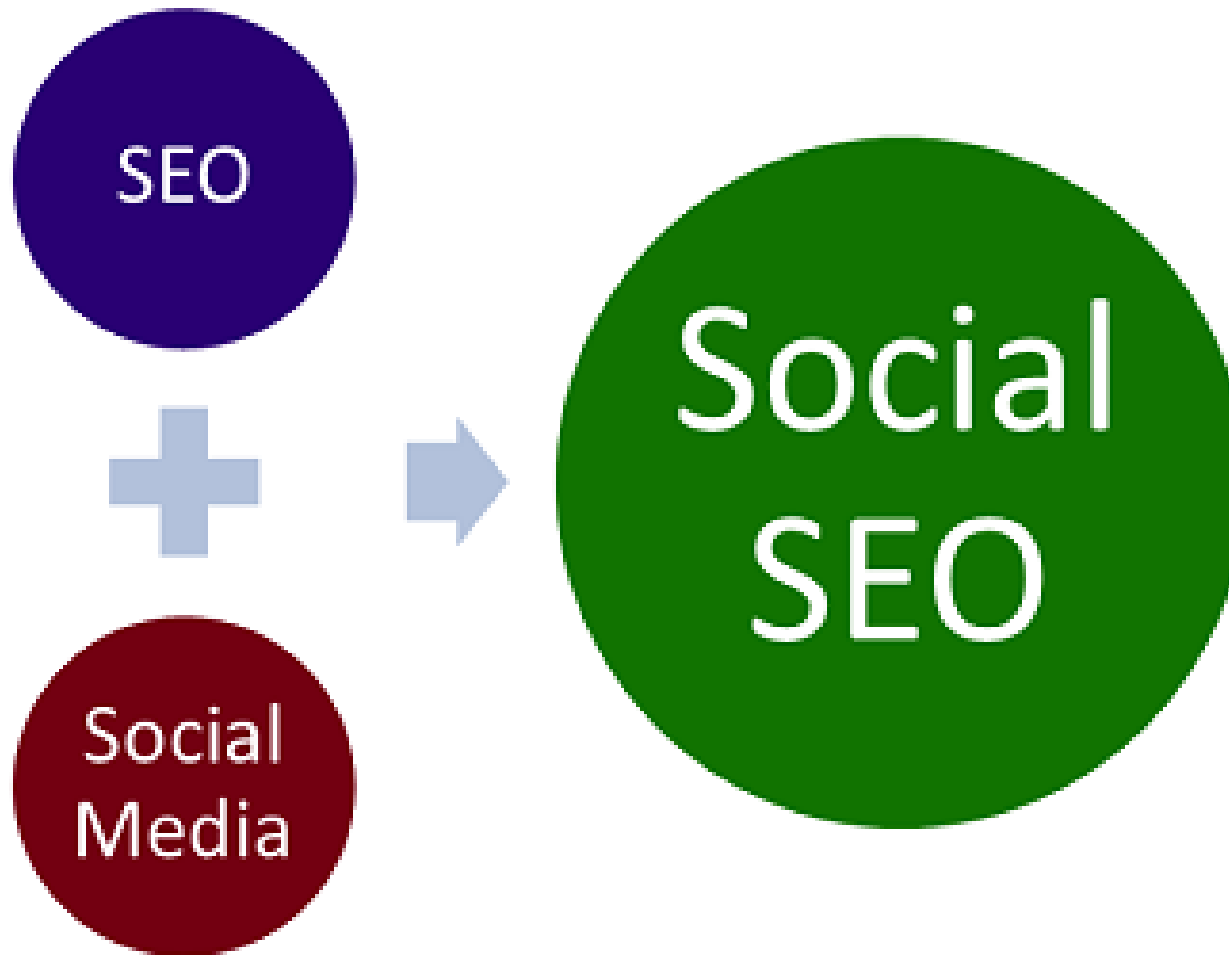
MASARYK UNIVERSITY  
FACULTY OF INFORMATICS



Melius Weideman  
web-visibility.co.za  
web-usability.co.za



## Social media & SEO



## Benefits?

# The Benefits of Social Media and SEO

- Social Indicators are an important influence to your site!
- Social Media:
  - Helps content get indexed faster.
  - Increases ranking for keywords.
  - Increases a domains ability to rank in the SERP.
  - Increases the number of links to your site via followed links from social networks.



# How? Create CONTENT of value



## Creating a Social Content Strategy



# Twitter 1



## Twitter Trend Optimization



MASARYK UNIVERSITY  
FACULTY OF INFORMATICS



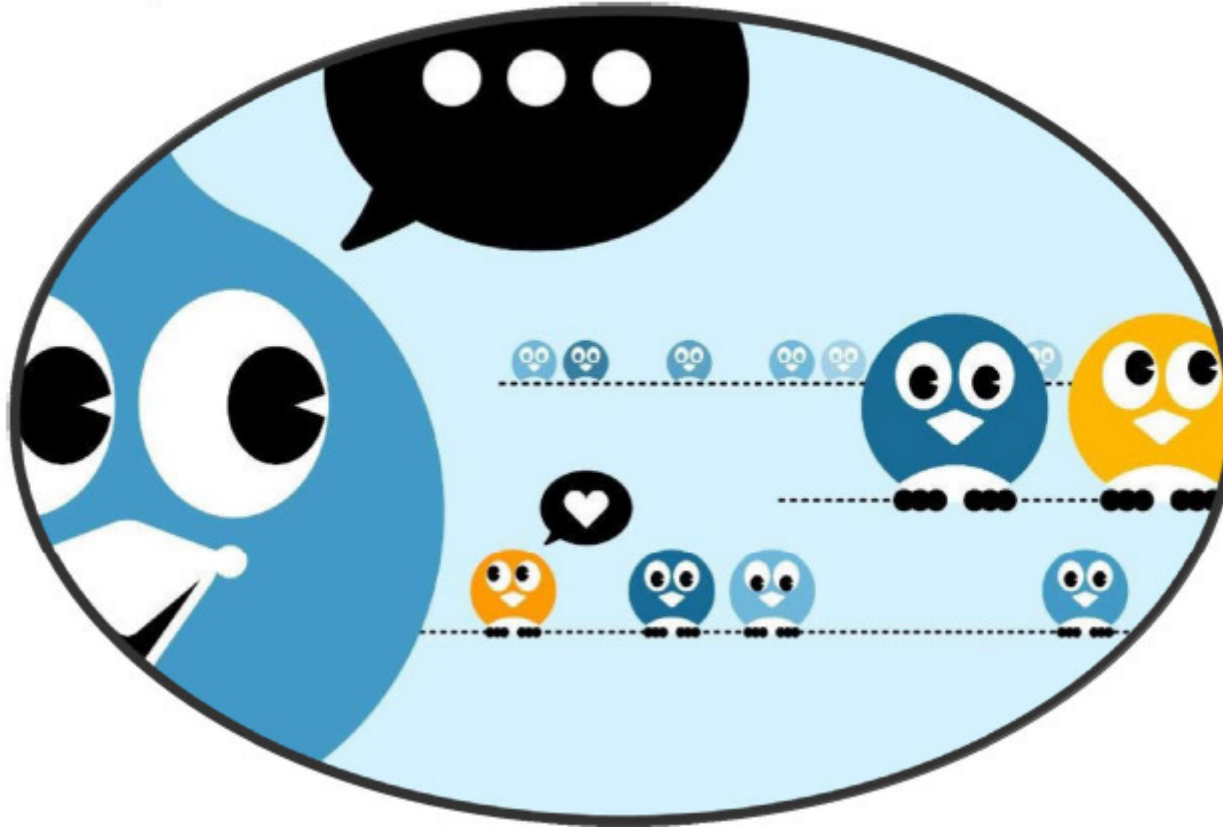
Melius Weideman  
[web-visibility.co.za](http://web-visibility.co.za)  
[web-usability.co.za](http://web-usability.co.za)





## Twitter 2

### Participate in Relevant Twitter Conversations



## How? Create CONTENT of value

# Tweeting: The Good, The Bad & The Ugly



**Nordstrom** @Nordstrom

Tights, leggings and knee-highs, oh my! [bit.ly/16isZPN](http://bit.ly/16isZPN)  
[pic.twitter.com/ZrzOhWYbID](http://pic.twitter.com/ZrzOhWYbID)

[View photo](#)



**jacki jvr hayter**  
@jackiejvr



I have a papercut on my iPad finger. Every tweet is agony, but i persist bravely.



**Demetrius Joyette** ✓  
@SLsJoyette



So sick and tired of Apple products.



**Gregg Wallace**  
@GreggAWallace



The cleaner didn't turn up at my flat last week. Hope she comes soon, the bin is almost full.



**Dave Ellis**  
@MaibDave



I just had a cup of tea with soy milk. It was one of the worst decisions I've ever made in my life.



**Siân Parry**  
@Siân\_MC



Just got a splinter in my finger from an avocado stone. Guacamole injury.



**Steve**  
@notoriouzEVE



Had to turn down the brightness on the iPad because it hurt my eyes




# Mobile Optimisation

## Why?

AT GOOGLE WE'VE SEEN <http://www.themobileplaybook.com/>

### MOBILE SEARCH QUERIES GROW 5X IN THE PAST TWO YEARS.

 20% of all telecom searches	 30% of all restaurant searches	 25% of all movie searches	 ...are now done on a mobile device
--	---	--	---

**Thanks Google, Good to know ;)**



## Actually have a mobile site

**Having a “mobile site” is a loaded term that has the connotation of two separate sites – a desktop version and a mobile version (m.)**

*Well, yes and no. While a segregated mobile site (as is prevalently advertised) is better than no mobile site at all, Google has specified that it prefers websites that adapt, or respond to multiple devices.*

**This was the prevailing thought for much of the mobile search infancy, and there are services that will create stripped-down versions of your desktop site specifically designed for mobile devices**

**This is a good thing, right?**

*Responsive web design is not a new idea by any means; Google has been writing about it since 2012 and specifically prefers responsive design over all other mobile web configurations*



Melius Weideman  
web-visibility.co.za  
web-usability.co.za



MASARYK UNIVERSITY  
FACULTY OF INFORMATICS





## Responsive Design 1

**Responsive web design (RWD)** is a web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices - from mobile phones to desktop computer monitors



Google prefers it over separate mobile HTML sites. Google still recognizes m. sites, as long as the site abides by mobile guidelines

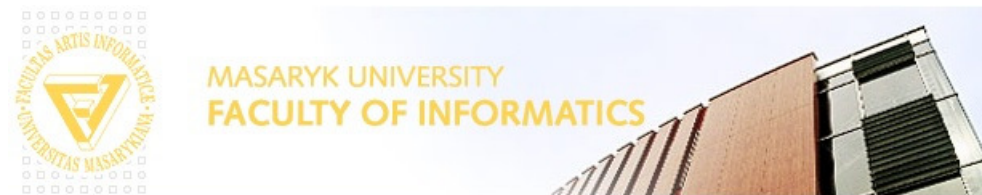
Sites that use responsive web design serve all devices on the same set of URLs, with each URL serving the same HTML to all devices and using just CSS to change how the page is rendered on the device. This is Google's recommended configuration



## Responsive Design 2

What is the MAJOR reason behind doing responsive design, from an SEO viewpoint?

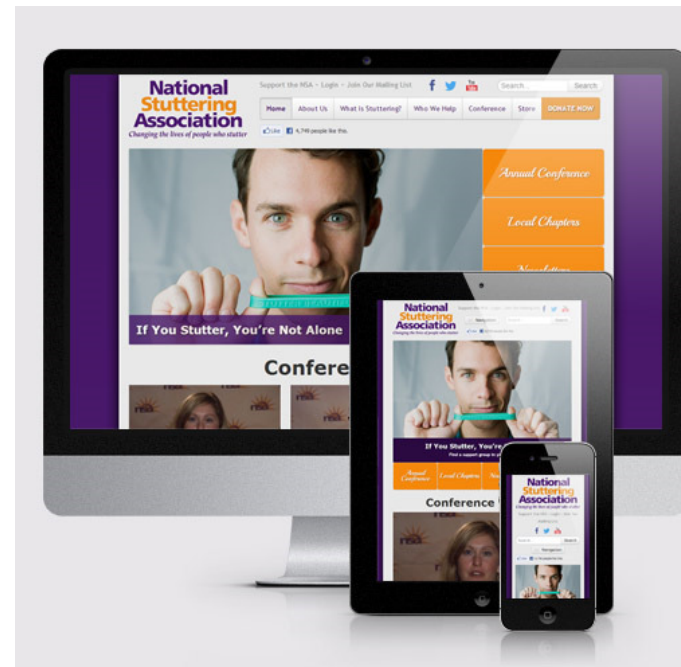
**Concentrating the incoming link juice to your main URL! Not splitting the value of incoming traffic and PageRank across multiple URLs**



Melius Weideman  
[web-visibility.co.za](http://web-visibility.co.za)  
[web-usability.co.za](http://web-usability.co.za)



## Responsive Design 3



<http://youtu.be/D03wRb4s7MU>

Cutts, 1:48



Melius Weideman  
web-visibility.co.za  
web-usability.co.za

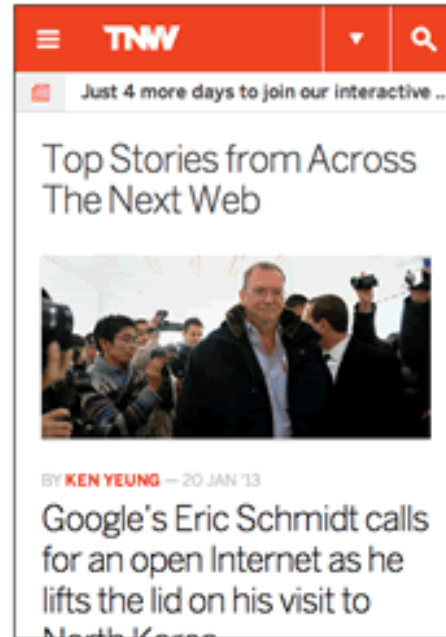
# Responsive Design 4

www.thenextweb.com

240 x 320 (small phone)



320 x 480 (iPhone)



480 x 640 (small tablet)





# Responsive Design 5



<http://youtu.be/vmKOe28U7b8>

Access by Design, 1:13



MASARYK UNIVERSITY  
FACULTY OF INFORMATICS



Melius Weideman  
web-visibility.co.za  
web-usability.co.za

And now it is time for  
my story to end,  
because we have  
finally reached the  
beginning.

*Caroline Flohr*

meetville.com



MASARYK UNIVERSITY  
FACULTY OF INFORMATICS



Melius Weideman  
web-visibility.co.za  
web-usability.co.za



## Preparation: Dummy Exam!

- 14x Content questions, 100 minutes
- Q1 and Q16 – check the stars ...

\*1. Please type your first name and surname in the box below

4. Which search engine is the most popular in China?

Ananzi

Attempt to complete the Dummy Exam provided

[www.surveymonkey.com/s/WebVisSE-DummyExamMUNI](http://www.surveymonkey.com/s/WebVisSE-DummyExamMUNI)



Melius Weideman  
web-visibility.co.za  
web-usability.co.za



## What to take away from this course?

Know your Search Engines & Metrics

Write solid content – full sentences, lots of keywords/phrases

You can never have enough high quality inlinks

EVERY page MUST have metatags and well-written anchor text

Search for free tools to investigate MOST SEO things...

Challenge everything – is there a better/cheaper way?

Stick to WHITEHAT, stay away from BLACKHAT!

Who is in charge? A. **THE USER!** Who must you also please? B. **THE CRAWLER!**

anchor text  
body text  
TITLE tag and metatags  
URLs  
image Alt tags  
H1 tags  
HTML filenames

