

Organic Search Engine Optimization **Best & Worst Practices for Maximum** **(and minimum) Rankings**

by Web Site Optimization, LLC

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Talk Highlights

This presentation will show you:

- Today's **best and worst practices** for higher search engine visibility
- The **3 keys** to maintaining high rankings
- How to **beat your competition** on Google
- **Case studies** of good and bad SEO



Some Advertising Quotes

*“Half the money I spend on advertising is wasted,
the trouble is I don't know which half.”*

– John Wanamaker (attributed)
US department store merchant (1838 - 1922)

"What kills a skunk is the publicity it gives itself."

– Abraham Lincoln, in The Fitzhenry &
Whiteside Book of Quotations, 1993

"The right name is an advertisement in itself."

– Claude C. Hopkins, quoted in Randall Rothenberg,
Where the Suckers Moon: An Advertising Story, 1994

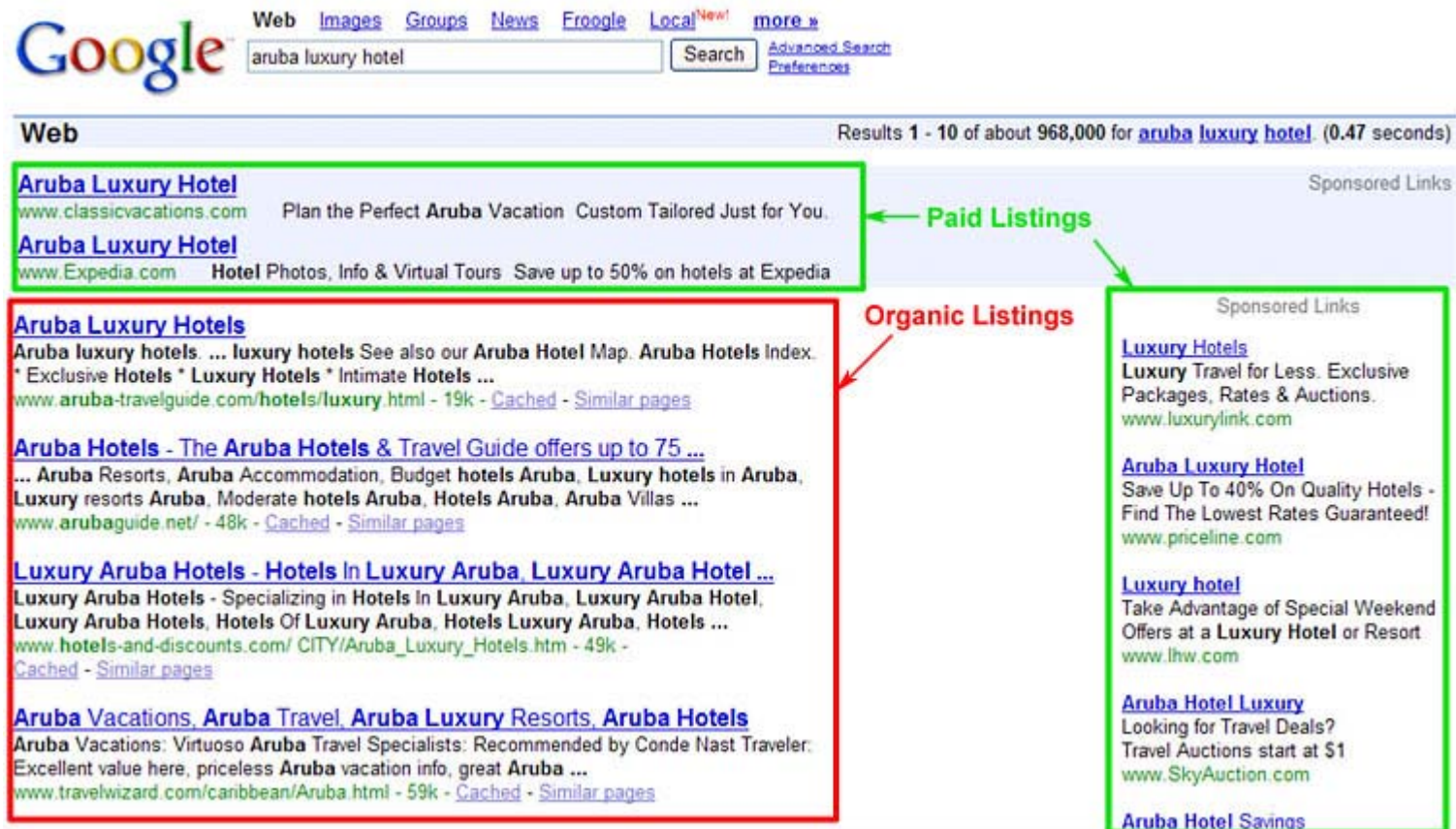
SEO Glossary

- SEO – Search Engine Optimization
- SEM – Search Engine Marketing (SEO + PPC etc.)
- PR – PageRank, a number denoting the importance of a web page at Google
- CPC – Cost Per Click
- PPC – Pay Per Click
- CTR – Click-through Rate
- Landing page – a keyword-focused page (one theme) designed to convert
- Splash page – rich graphical page designed to entice/impress
- “Above the fold” – first screen of page visible (old newspaper term)
- SERP – Search Engine Results Page
- ROI – Return On Investment



What Is Search Engine Optimization?

- Search Engine Optimization (SEO) is the art and science of raising web site visibility in search engines and directories to increase targeted leads. SEO improves natural or “organic” listings in the Search Engine Results Pages (SERPs), and PPC optimization improves paid listings.



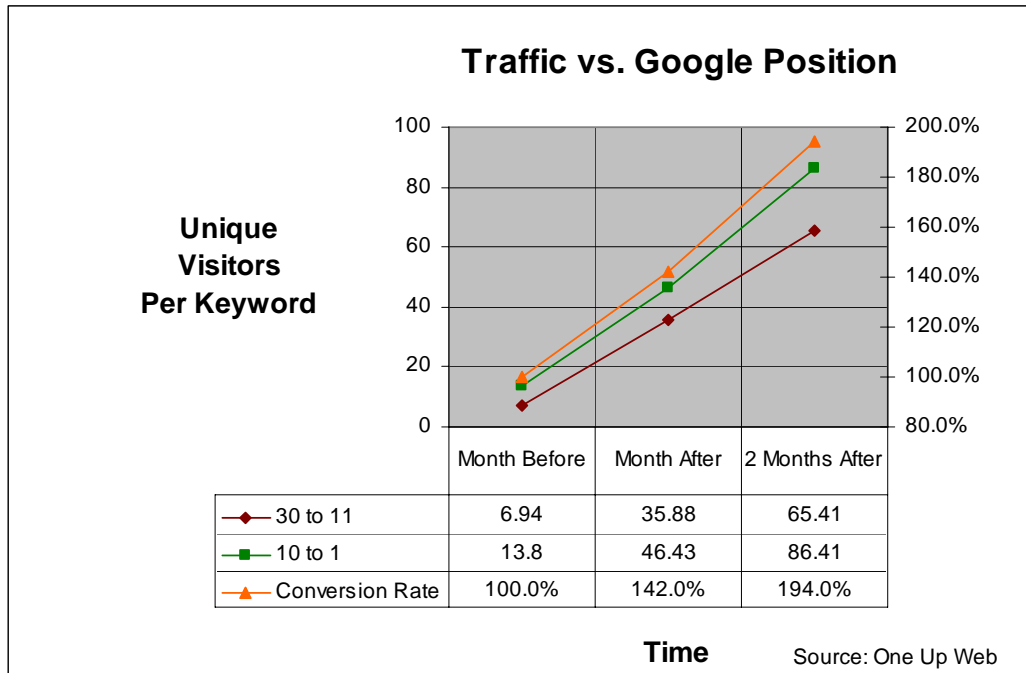
Compelling SEO Stats

- Every day, the search engines and directories average **300-500 MILLION** searches (multiple sources)
- In a recent Forrester Research report, **81%** of consumers on the Internet find products by using search engines.
- Unfortunately, **only 7%** of all web sites are visible by the search engines according to a recent StatMarket.com study. Most web sites are not properly optimized for maximum search engine visibility.



Why High Rankings Matter

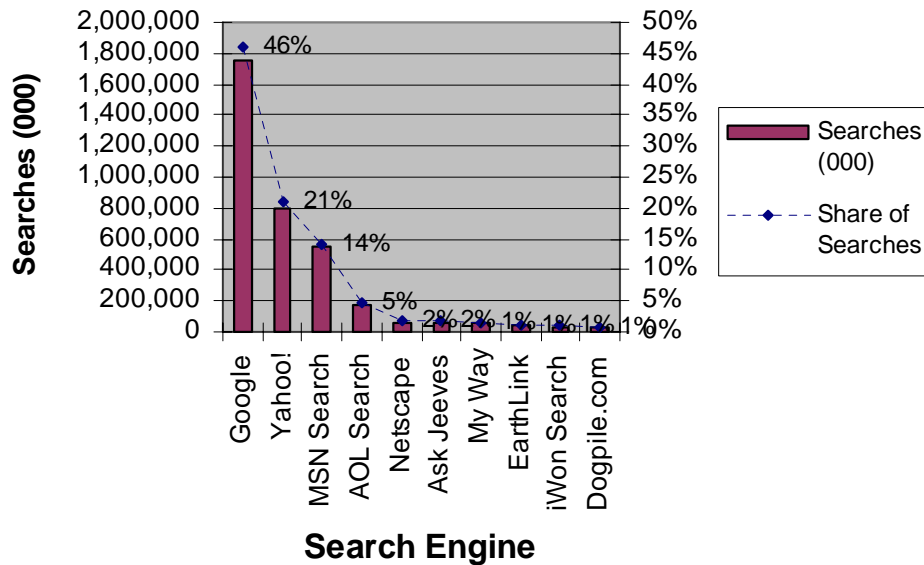
- Appear on 2nd or 3rd page of Google (positions 11-30)
 - One month after - 5.2 times original traffic
 - Two months after – **9.4 times** original traffic
- Appear on 1st page of Google (Top 10)
 - One month after 30% more traffic of 2/3 page (3.36 X Original)
 - Two months after 30% more traffic of 2/3 page (6.26 X Original)
 - Conversion rate up 42% after 1st month, up **94%** after 2nd month



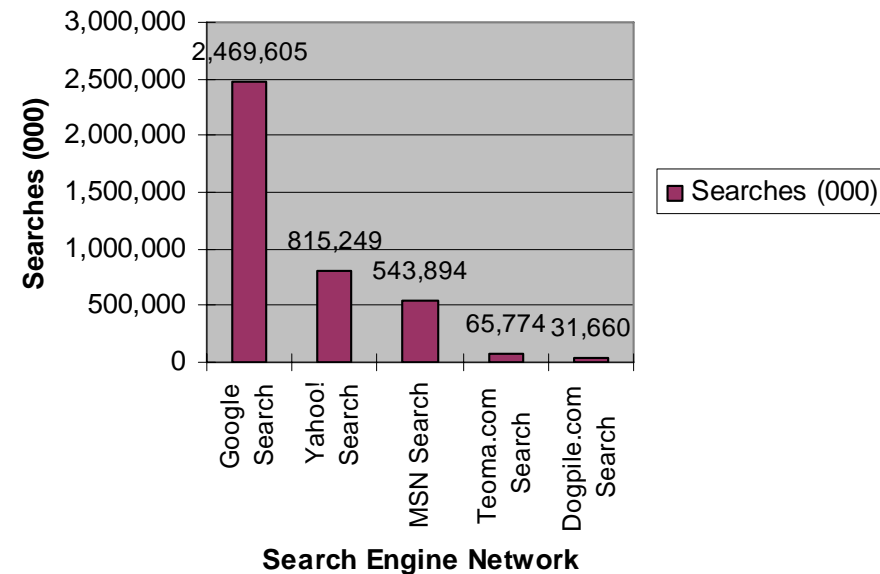
Search Engine Overview

- **Google dominates** the search engine landscape (46% share)
- 82.9% of all business users prefer Google, 86.9% for higher income
- Google has over **3 times** the search traffic than Yahoo!
- Conclusion: **Optimize for Google**

Top Search Engines by Searches



Top Search Engine Networks by Searches



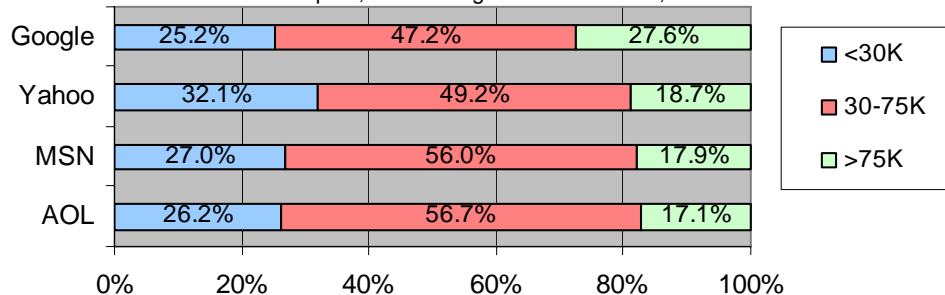
Source: Nielsen//NetRatings – Feb. 2005

Search Engine Preferences by Gender/Education/Income

- Males tend to go for Google
- Females prefer MSN and Yahoo
- Women click on paid ads more than men
- Males tend to go for the organic results
- Google has **great demographics** – its users are more likely to have a **college degree and higher income**

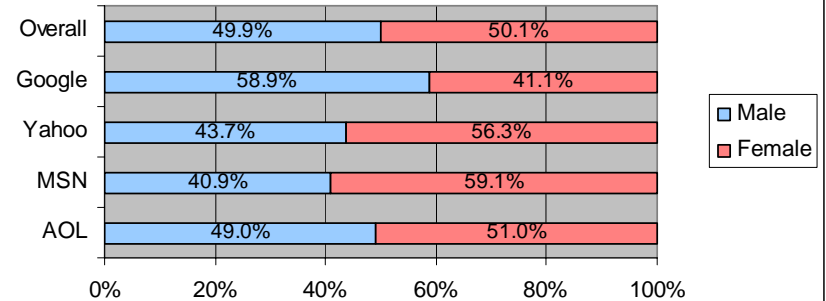
Search Engine Preference by Household Income

Source: iProspect, Search Engine User Attitudes, 05/2004



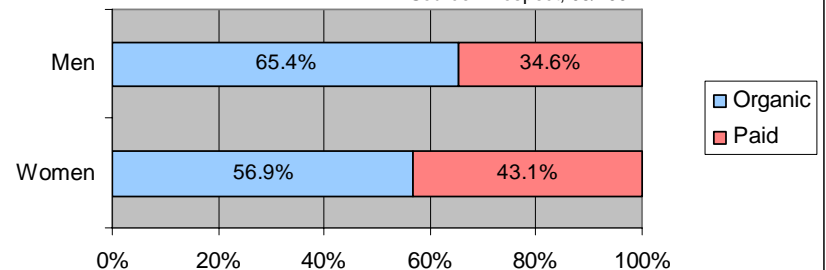
Top Search Engine Preferences by Gender (US Only)

Source: iProspect, Search Engine User Attitudes, 05/2004



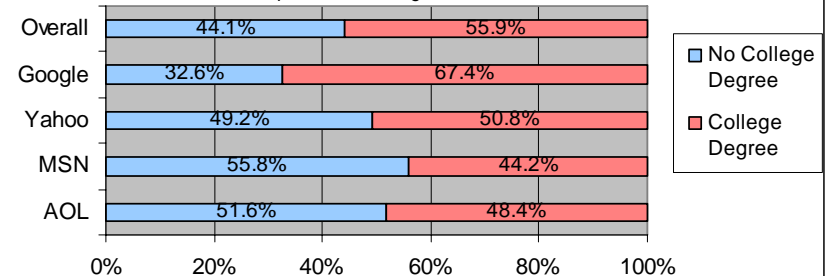
Gender Preferences in Paid Search vs. Organic Search

Source: iProspect, 05/2004



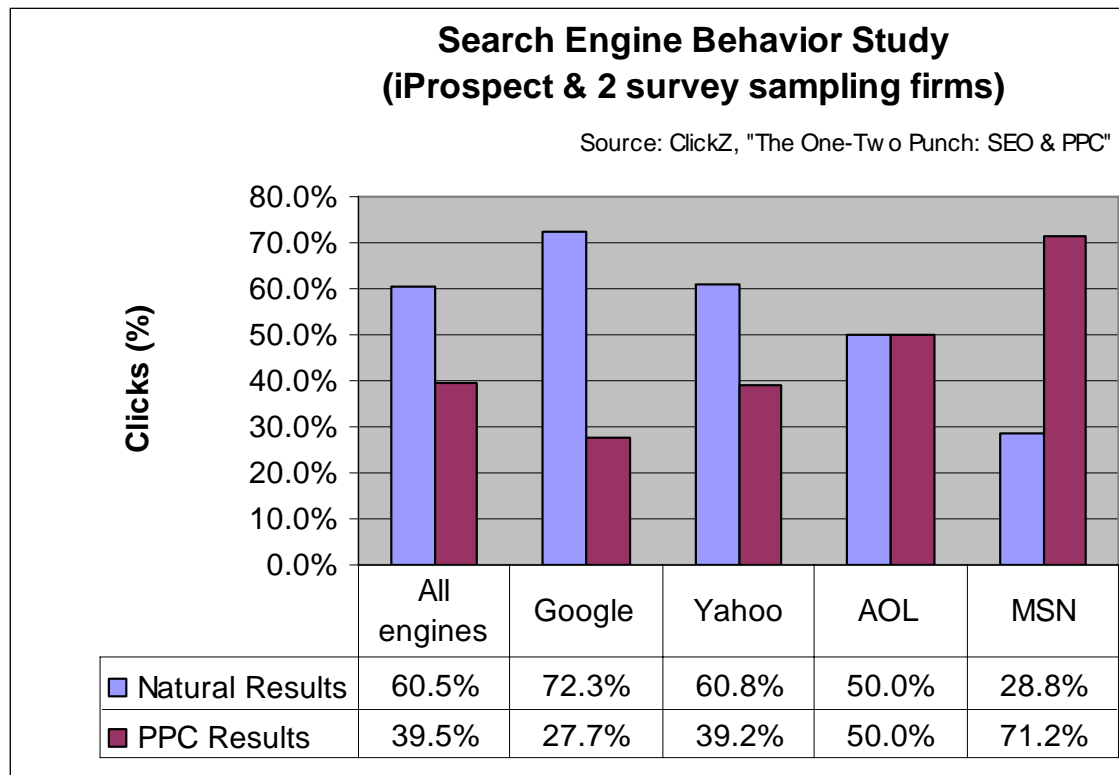
Top Search Engines - Preference by College Degree

Source: iProspect, Search Engine User Attitudes, 05/2004



Search Engine Behavior – Where do people click?

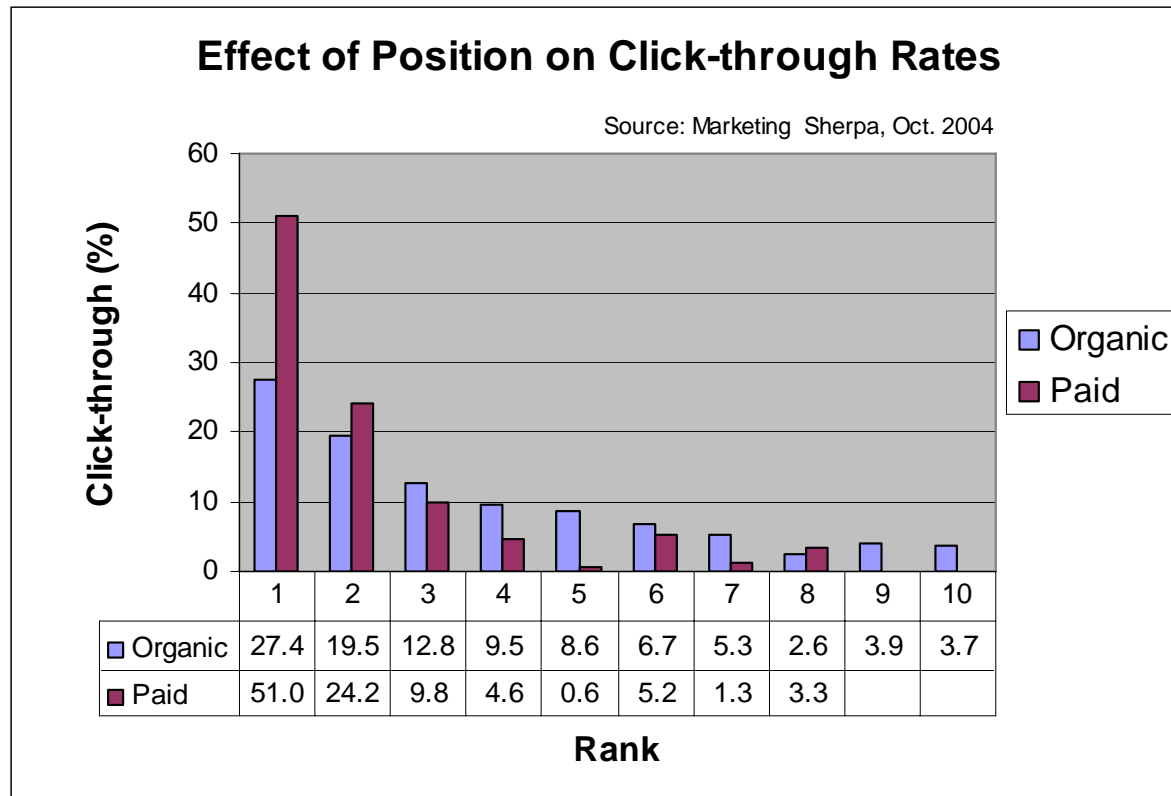
- Overall **60.5%** click on natural results of the SERPs
- Google has highest CTR for natural results (**72.3%**)
- MSN reverses this trend, with more PPC ads displayed
- **Conclusion:** for maximum coverage, **do both SEO & PPC** SEM
- **Lopsided ad budgets:** Search marketers spent \$3.3 billion on PPC ads in 2004, **but only \$238.5 million on SEO** (Marketing Sherpa, 2004)



Search Engine Position & Click-through

What effect does position have on click-through rates?

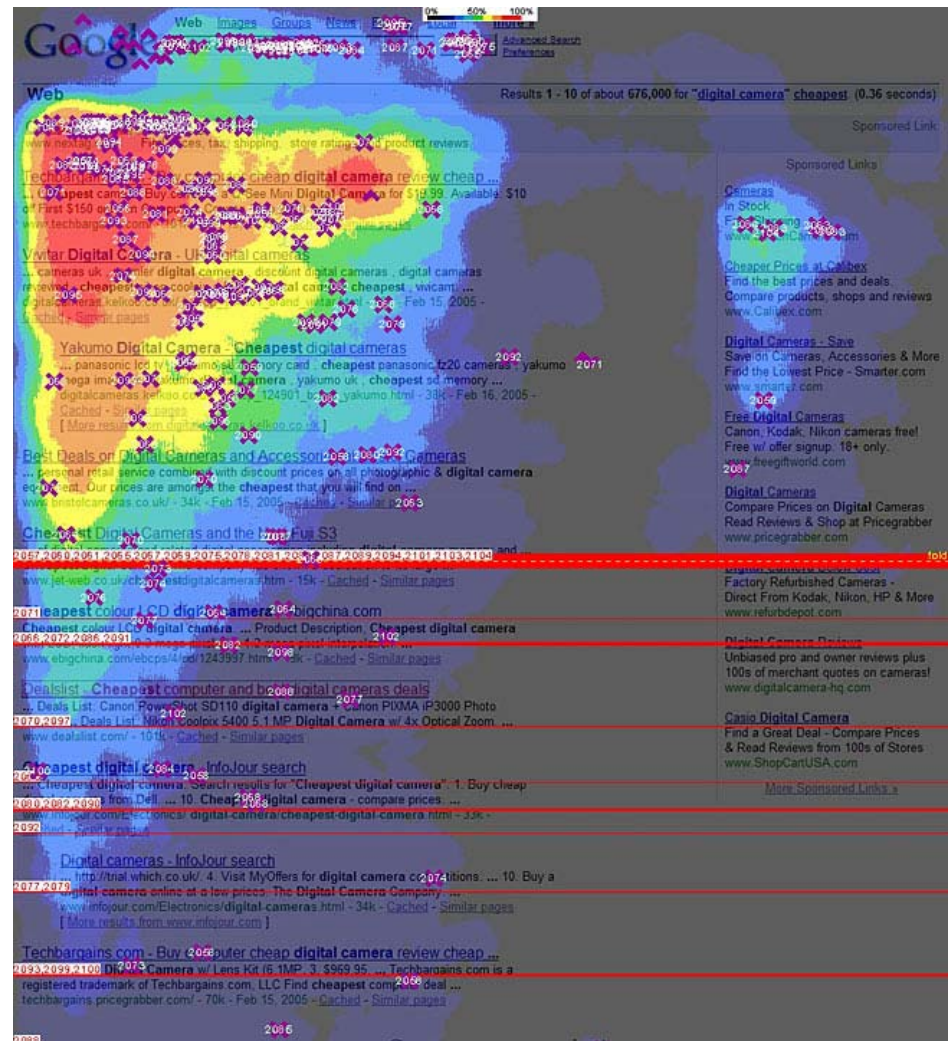
1. Over **50%** click on the **first paid ad**
2. Nearly **60%** click on the **first three organic** results
3. If you're ranked below #10 your **CTRs fall dramatically**.



Eye-tracking Study Reveals Organic “Sweet Spot”

Positioning is important, here's the proof. We click where our eyes dwell.

1. Above the fold F-shaped triangle viewed by 100% tested
2. Drops to 50% to 20% below fold
3. Top paid ads seen by 80-100%
4. Top side paid seen by 50-10%



Source: “Did-it, Enquiro, and Eyetools uncover Search’s Golden Triangle,” <http://www.enquiro.com/eye-tracking-pr.asp> 04/2005

Ideal SEO Sequence

- **Keyword research** - narrow topically/geographically - find a niche
- Buy **definitive domain** - include primary keyphrase, no underscores, can use dashes - period (i.e., arubaluxuryhotels.com etc.)
- **Rename your business** as your top keyphrase (Aruba Luxury Hotels, Inc.)
- **Linkworthy site**: Create SEO-friendly site with fresh content, tools, info.
- **Optimize** site for high search engine visibility
 - Integrate top keyphrases into design process up front
 - Create buzz with news/content/tools/software
 - Get indexed
 - Mix last two items well and repeat
- **Get links**, links, and more links (relentless PR)

Usual SEO Sequence

Existing site with average content or news

- Poor content that offers no benefits to target audience
- Unprofessional look and feel
- Weak “call to action”
- Slow

SEO barriers

- Graphic text / Flash – little text to index
- JavaScript menus – use list-based menus instead
- Dynamic content (client-side)
- Splash pages – low text, high bailout rates (30-70%)

Convert barriers into CSS XHTML or redesign site

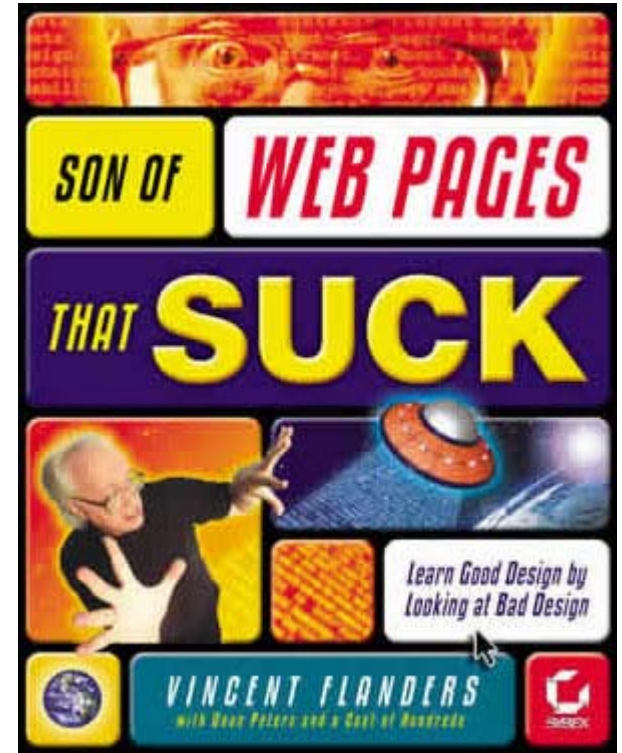
SEO optimize site & PPC

Monthly follow-up gives optimal results

Buzz (regular content, tools, web-savvy PR firm, RSS)

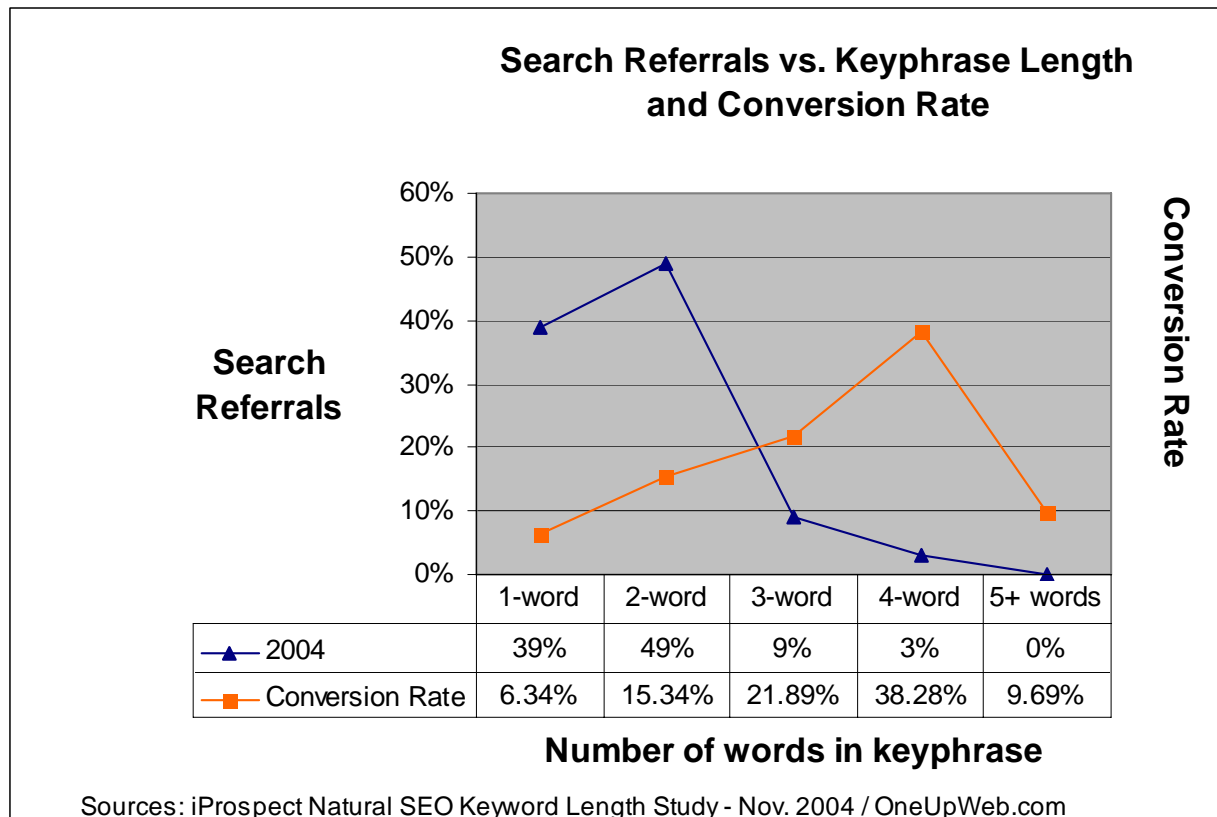
SEO Worst Practices

1. Use lots of Flash and splash pages
2. Make it all graphics (including the text)
3. Waste your TITLE tag (“Welcome to Company.com,” “Home page of,” or even worse with no TITLE - <http://www.company.com>)
4. Make it difficult to navigate (like a game)
5. Use the same META tags on every page
6. Fake XHTML structure (graphic headers etc.)
7. Stuff lots of keywords into your page – “Keyword Stuffing”
8. Make it inaccessible (no ALT attributes) & hard to use
9. Throw everything into one page – a sales letter
10. Make is as slow as possible



SEO Best Practices – Optimum Keyphrase Length

- Keywords – Target 2-4 word keyphrases (iProspect, OneUpWeb)
- Conversion rate peaks at 4-word keyphrases (OneUpWeb – chart)
- Optimum is between 2 and 3-word keyphrases (~2.75)
 - One exception: unique corporate names = higher conversion rates
- One and two-word keyphrases account for 88% of search traffic



3 Keys to SEO

- **Linkworthy**: make it useful and compelling
 - SEO is **inextricably intertwined** with web site design & content
- **Keywords & Content** - On-site optimization
 - Theme optimization = keyword-focused content
 - More content = higher PR
 - Follow best practices, avoid worst
- **Link Popularity** - Off-site optimization
 - Maximize high PR inbound links (backlinks)
 - Keyphrase filled anchor text (example: keyphrase.com)
 - Match theme with your site

Key #1 - Make it Linkworthy

- Freshly updated
- Compelling content
- Useful tools, software, white papers
- Inform people about topic
- Follow Internet ethos, Give = Get

Web XACT

Check another page:

[Show Advanced / Accessibility Options](#) [Terms of use](#)

Results for <http://www.useit.com>

Page last checked on Fri 29/04/2005 at 9:39am.

General **Quality** **Accessibility** **Privacy** [Expand All](#) | [Collapse](#)

Quality	Accessibility	Privacy	Traffic	User Feedback
 This page has no issues	Guideline Status W3C WCAG P1 W3C WCAG P2 W3C WCAG P3	To measure compliance with privacy policy, Watchfire WebXM can check for privacy statement links. (Learn more)	To help prioritize site repairs, Watchfire WebXM can integrate traffic data with scan results. (Learn more)	To help prioritize site repairs, Watchfire WebXM can integrate user feedback with scan results. (Learn more)

Properties

File size:	12.15 kB
Total download size:	12.63 kB / 00:00:01 on 56.6 connection
File (MIME) type:	text/html
Last updated:	4/25/2005 8:33:09 AM (4 days ago)

Wordtracker
Webmaster Keywords

Order Support Guarantee Manual Testimonials 1 2 3 4 Help? Click here

Click any keyword below
(to search our database of metacrawler queries. Results will appear in the right window)

Click on keywords below to add to basket

Searching... 100 row(s) returned
(taken from 373 million search queries over the last 90 days)

Click here to add all keywords to your basket

Keyword	Count	Predict	Dis
search engine optimization	3548	3037	
search engine optimization services	1413	1209	
search engine optimization company	1164	996	
partner with seo rank.com for search engine optimization	1052	900	

Related keywords for optimization

Why do I need related keywords? [Click here](#)

1. [optimization](#)
2. [web](#)
3. [website](#)
4. [search engine optimization](#)
5. [site](#)
6. [performance](#)

Web Site Optimization
Higher traffic and speed guaranteed.™

[Home](#) [Sitemap](#) [Publications](#) [Services](#) [About](#) [Contact](#)

[home](#) > [services](#) > analyze

Web Page Analyzer - 0.945

Free Website Performance Tool and Web Page Speed Analysis

Try our free web site speed test to improve website performance. Enter a URL below to page size, composition, and download time. The script calculates the size of individual elements and sums up each type of web page component. Based on these page characteristics the script offers advice on how to improve page load time. The script incorporates best practices from [research](#) into its recommendations.

Enter URL to diagnose:

Key #2: Keywords & Content

The keywords and content that you use tell the search engines what your site is about. Here are some best practices for on-site optimization:

1. Buy the **definitive domain name** with your top keyphrase
2. TITLE tag with **top keyphrase** up front, “Purple Gyros,” or “Baseball Cards”
3. Use keyphrase in **text-based headers** (H1, H2, H3)
4. Use keyphrase in **first sentence** (first 25 words most important)
5. 2-3 instances of your primary keyword phrase per 100 words
6. Make **keyword-focused pages** (single theme matches queries)
7. Use keywords in links & text (Purple Gyros)
8. Use keywords in ALT tags (<img src=“purple-gyro.jpg” alt=“purple gyro
9. Use **text-based menus** / lists
10. Write **full sentences** - Google favors sentences over fragments
11. Create lots of **compelling content** regularly, see 2-10

Keyword Research Steps

- Choose keyphrases that are narrow enough to rank well, and broad enough to garner adequate traffic
- Use Tools – Overture keyword selector tool, Wordtracker
- Use Log file analysis
- Go to school on your competitors
- Brainstorm and expand (colleagues, thesaurus.com)
- Winnow overly broad & irrelevant terms & sort by popularity
- Narrow topically and geographically for better results
- Ideally integrate keyphrases into site design/architecture
- Don't forget misspellings/alternates, singulars/plurals
- Best to **target 3 or 2-word phrases** - UNLESS you identify unique acronyms (like darpa, javascript, or wyndham)

Keyword Research Example: Aruba -> Aruba Hotel

Keyword Research for "Aruba Hotel"

Step 1

Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

Note: All suggested search terms are subject to our standard editorial review process.

Step 2

Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in January 2005

Count Search Term

163894 aruba

19903	aruba hotel
10232	aruba vacation
6440	aruba weather
6237	aruba map
6200	aruba all inclusive
5206	aruba resort
4941	marriott aruba
3405	aruba fishing
3253	divi aruba

Step 3

Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- Related searches that include your term
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Note: All suggested search terms are subject to our standard editorial review process.

Searches done in January 2005

Count Search Term

19903 aruba hotel

887	aruba all inclusive hotel
634	renaissance hotel aruba
465	marriott hotel aruba
434	wyndham hotel aruba
394	aruba hotel map
393	radisson hotel aruba
367	aruba grand hotel
259	cheap aruba hotel
244	aruba hotel review
243	hyatt hotel aruba

Keyword Selector Tool

Not sure what search terms to bid on?

Enter a term related to your site and we will show you:

- ◆ Related searches that include your term
- ◆ How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in January 2005

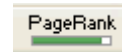
Count Search Term

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887	aruba all inclusive hotel
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465	marriott hotel aruba
434	wyndham hotel aruba
394	aruba hotel map
393	radisson hotel aruba
367	aruba grand hotel
259	cheap aruba hotel
244	aruba hotel review
243	hyatt hotel aruba
212	all inclusive hotel in aruba
203	aruba hotel las vegas
197	marriott hotel in aruba
189	aruba luxury hotel
187	allegro hotel aruba

Key #3: Link Popularity / Backlinks

- **Acquire quality and relevant links** pointing to your web site (90% of SEO)
- Google, Teoma, and other search engines look at **backlinks** or “citations” to evaluate the importance or rank of your web site.
- Get links from highly networked sites
- The number and quality of backlinks is known as your web site’s “Link Popularity” or in Google’s case it’s called “**PageRank**” or “PR.”

A screenshot of the "SEO Tools" website. The page has a red header with the "SEO Tools" logo and navigation links. A sidebar on the left lists various SEO services. The main content area shows a search for "search engine optimization" with 18,800,000 results found. The results are listed in order of relevance, with the top result being "Submit Express - Search Engine Placement, Optimization, SEO Forum".

SEO Tools ORACLE register now for igr

Home > SEO Tools > PageRank Search

Put your web site in front of 10,000 potential customers – Guaranteed!
Click here for **valuetraffic** from Affinity

PageRank Results search engine optimization
Order by (relevance): Results (10): Search

Showing search results in order of relevance 18,800,000 results found

[Submit Express - Search Engine Placement, Optimization, SEO Forum](#)
1/10
Submit your website URL to 40 major search engines for FREE! Search engine optimization services. Website Submission to over 75000 search engines and ...
<http://www.submitexpress.com/>
[View META Data](#) - [View Inbound Links](#) - [Analyze Links](#)
[Cached Version](#) - [Similar Web Sites](#)

[bruceclay.com - Search Engine Optimization - SEO Training, Tools ...](#)
6/10
Search Engine Optimization, ranking, placement, and submission tutorial. Free step-by-step SEO tools and advice. SEO training and services offered.
http://www.bruceclay.com/web_rank.htm
[View META Data](#) - [View Inbound Links](#) - [Analyze Links](#)
[Cached Version](#) - [Similar Web Sites](#)

[High Rankings Search Engine Optimization Information and Search ...](#)
6/10
Offers search engine optimization and directory submission services.
<http://www.highrankings.com/>
[View META Data](#) - [View Inbound Links](#) - [Analyze Links](#)

Now Get Premium-Class Managed Services

Choosing Keywords
Google Optimization
Link Trading
MSN Optimization
Search Engine News
Search Engine Spiders
Search Optimization
Web Directories
Website Marketing
Website Promotion
Website Submission
Yahoo Optimization
SEO Tools
Link Popularity
Meta Tag Generator
Domain Typos
Keyword Typos
Keyword Density
Keyword Optimizer
Google Keywords
Overture Keywords
PageRank Search
PageRank Lookup
Future PageRank
Site Link Analyzer

Why PageRank Is Important

Google's all-important PageRank algorithm doesn't determine your overall ranking, but is an important factor.

- On-page factors easy
- Off-page factors hard
- PageRank = Citations

$$PR(A) = (1-d) + d (PR(T1)/C(T1) + ... + PR(Tn)/C(Tn))$$

To improve your PageRank (and ranking on other search engines)

- Get more links from high PageRanked sites
- For higher PageRank fewer links in referring page the better
- Create a hierarchical linking/structure to your site, not a mesh
- Create more pages = higher site PageRank
- Use keyphrases in inbound/outbound links in theme

Top 4 Strategies for Acquiring Links

1. **Higher PR** – Get more high PR inbound links **for each keyphrase**
2. **Relevant** - Get more relevant links than your competition
3. **Diversify** - Get more links on more varied sites than your competition
4. **Keyword Links** – get top keywords in anchor text

Advanced Linking Strategies

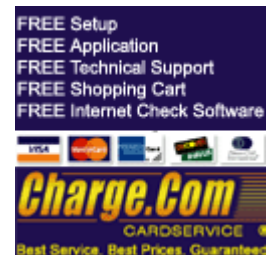
- Use keywords in the anchor text of your in-bound links.

“**Anchor text**” is the **visible text** within a hyperlink. **Text links** and **anchor text** are the two **most important criteria** for how Google and other top search engines rank web sites. Here are some examples of links containing anchor text...

[Merchant Accounts by Charge.com](#)

Charge.com provides online business owners with merchant accounts to accept credit cards.

- Banners with Text Links:



[Merchant Accounts By Charge.com](#)

SEO Best Practices: Keyword Research

Find keyphrases that describe gist of article. Overture search term suggestion tool example.

Searches done in March 2005

Count	Search Term
-------	-------------

30	optimize pdf
----	--------------



Note: All suggested search terms are subject to our standard editorial review process.

Searches done in March 2005

Count	Search Term
-------	-------------

450	dynamic portfolio optimization pdf
-----	------------------------------------

274	portfolio optimization pdf
-----	----------------------------

13285 pdf file

1981	create pdf file
1661	edit pdf file
1138	convert pdf file
1061	open pdf file
727	creating pdf file
673	download pdf file
655	convert pdf file to word
...	
83	pdf file maker
82	adobe create file pdf
82	convert pdf file format
81	pdf file and excel
80	19.2 file kb pdf size
79	password pdf file
78	downloading pdf file
77	convert pdf file to microsoft word
74	how to convert ms word to pdf file
74	pdf file smaller
71	add file graphic pdf

Searches done in March 2005

Count	Search Term
-------	-------------

74601	pdf
-------	-----

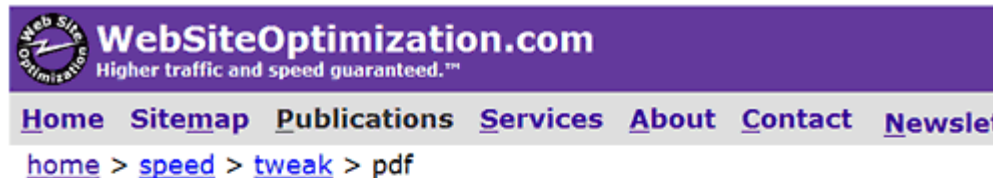
13285	pdf file
7661	pdf converter
6352	adobe pdf
5949	pdf reader
5706	pdf to word
5273	pdf writer
5152	pdf creator
5109	pdf maker
4437	download pdf
3854	convert pdf
3706	pdf editor
3568	convert pdf to word
3122	pdf to html
2690	pdf to word converter
2418	cute pdf
2347	pdf to doc
2226	pdf viewer
2198	pdf tool
2152	create pdf
2139	pdf printing

SEO Best Practices: Use Natural TITLE Tags

Original Title tag: “Optimize PDF Files – pdf optimization convert pdfs – Speed Tweak of the Week”

Revised Title Tag: “Optimize PDF Files – pdf optimization tips, acrobat pdf optimizer review, convert pdfs file optimizer tools” – Google drops it!

Final Title Tag: “Optimize PDF Files – tips on pdf optimization to reduce file size & optimizing pdf file smaller”



Optimize PDF Files

PDF optimization is often overlooked when creating PDF files for the Web. While PDFs have become quite popular on the Web, many PDFs used in web sites are designed for high quality print output and are not optimized for the Web. Even PDFs designed for Web use can have a wait problem, weighed down with excess fonts, change histories, and unoptimized images and forms. Optimizing PDF files for the Web can significantly shrink their size and boost display speed, saving bandwidth and user frustration.



SEO Best Practices: Use Keywords in First Paragraph

Use your top keyphrase(s) in the first paragraph of visible body text. Ideally include your main keyphrase(s) in the first sentence or two. Before (keyphrase end of para):

Optimize PDF Files

Portable Document Format (PDF) is the defacto file format for presenting device-independent documents on and off the Web. While PDFs have become quite popular on the Web, many PDFs used in web sites are designed for high quality print output and are not optimized for the Web. Even PDFs design for Web use can have a wait problem, weighed down with excess fonts, change histories, and unoptimized images and forms. Optimizing PDF files for the Web can significantly shrink their size and boost display speed, saving bandwidth and user frustration.

After moving the main keyphrase up top:

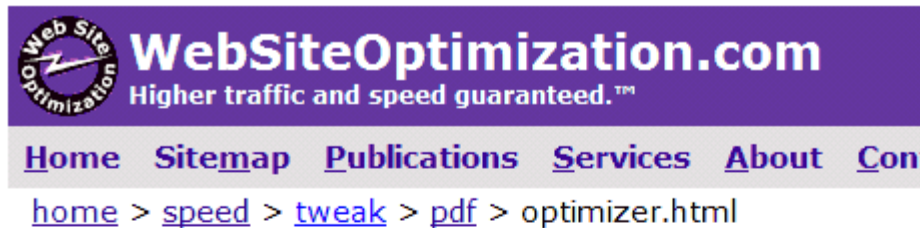
Optimize PDF Files

PDF optimization is often overlooked when creating PDF files for the Web. While PDFs have become quite popular on the Web, many PDFs used in web sites are designed for high quality print output and are not optimized for the Web. Even PDFs design for Web use can have a wait problem, weighed down with excess fonts, change histories, and unoptimized images and forms. Optimizing PDF files for the Web can significantly shrink their size and boost display speed, saving bandwidth and user frustration.

SEO Best Practices: Use Keyword-focused pages

Split up articles into multiple pages with **one theme per page**, and name URLs to match. For example:

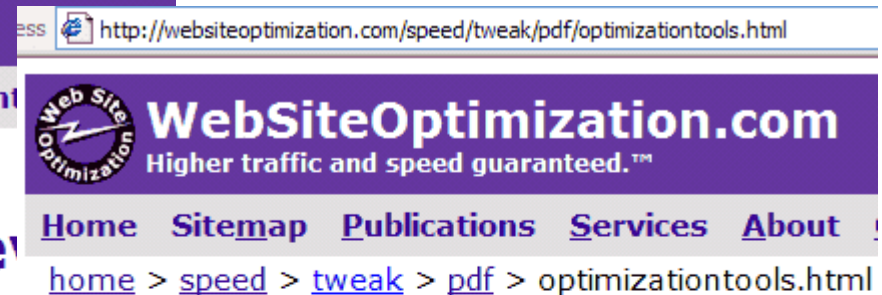
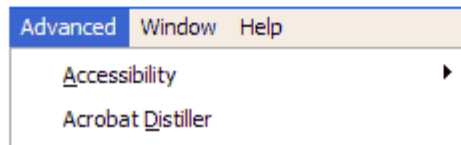
Optimize PDF Files > [PDF Optimizer](#) > [Optimization Tools](#)



Acrobat PDF Optimizer Review

Adobe's PDF Optimizer

Acrobat 7's PDF Optimizer (**Advanced** -> **PDF Optimizer**) and **Speed Up Your Site** [2.pdf [subsetted fonts], and [2opt.](#) Acrobat 4 (see Figure 3).



PDF Optimization Tools

PDF Enhancer 3 (beta)

While Acrobat does a good job of optimizing PDFs, shrink, enhance, and combine your PDFs beyond what Acrobat optimizes PDFs at a lower level than Acrobat, squeeze accessibility. Table 3 shows the PDF Enhancer-optim

SEO Best Practices: META Tags with Keyphrases

Strategically sprinkle top keyphrases in your META description and keywords tags. For example:

```
<meta name="description" content="Reviews acrobat 7 pro's pdf optimizer with tips and tools for optimizing PDF files. Learn how PDF optimization tools remove redundancies, subset and outline fonts, and compress text and images for faster downloads and higher user satisfaction.">
```

```
<meta name="keywords" content="optimize pdf files tips pdf optimization create pdf file smaller convert file adobe acrobat pdf optimizer review conversion file compress comparison tools tutorial faster downloads converting pdfs file format ebook web screen settings optimum minimum file size reduce fast download converter file shrink comparison savings small efficient save bandwidth file format size tools distiller pro compression jbig2 ccitt jpeg2000 jpeg run-length scanned text glyphs font outlines subset embedding fonts color bit depth monochromatic black and white compression algorithms">
```

SEO Best Practices: Check Backlinks, Google PageRank Gaps


Next check number of **backlinks** and **PageRank gaps** for each keyphrase.



[See your site here](#)

Sponsored Links

Web Results

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<http://www.primopdf.com/> 15k [similar pages] [cached pages]

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... Portable Document Format (PDF) is the defacto file format for presenting device-independent documents on and off the Web. While PDFs have become quite ...

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<http://www.verypdf.com/pdfinfoeditor/pdf-linearization.html> 7k [similar pages] [cached pages]

2  [Optimize PDF Files - tips on pdf optimization to reduce file size ...](#) [Inbound links 4]

Reviews acrobat 7 pro's pdf optimizer with tips and tools for optimizing PDF files. Learn how PDF optimization tools remove redundancies, ...

<http://www.websiteoptimization.com/speed/tweak/pdf/> 19k [similar pages] [cached pages]

3  [Multimedia optimization means optimizing multimedia audio, video ...](#) [Inbound links 5]

Optimizing multimedia minimizes file sizes to maximize download speed. Video, audio, flash, pdf and shockwave optimization are covered in this chapter.

<http://www.websiteoptimization.com/speed/13/20k> [similar pages] [cached pages]

4  [Primer 3.1 - Primer and PDF Optimization](#) [Inbound links 1]

Primer 3.1 and PDF Optimization. Displaying PDF documents on Windows CE devices is a complex process. The success and speed of this process depends on ...

<http://www.ansyr.com/support/products/windows/primer31/pdfandprimer.asp> 15k [similar pages] [cached pages]

5  [pdf-tools.com - 3-Heights™ PDF Optimization API](#) [Inbound links 1]

PDF Tools products. ... 3-Heights™ PDF Optimization Tool. The 3-Heights™ PDF Optimization Tool can optimize PDF documents for size, fast Web viewing and ...

<http://www.pdf-tools.com/asp/products.asp?name=POLA> 17k [similar pages] [cached pages]

Metrics: Clicktracks

- Visual interface
- Each link shows % of visitors who clicked
- Compare visitor groups
- ID visitors by specific criteria
- **Only 28.7%** of online marketers analyze their stats
- Marketers who do check their stats get **25% better conversion** rates



Metrics: Split Testing

- Multi-variable split testing compares different variables
- **Tracks conversion rates** for different headlines, layout, etc.
- Takes guesswork out of conversion rate optimization

Original Headline:

Free SEO Report Shows the Top 10 Sites at Google For Your Keywords, the Links That Got Them There, And How You Can Get There Too.

Sign Up Headline:

Sign Up for Your Free SEO Report and Start Increasing Your Traffic and Search Engine Rankings Today!

Discover Headline:

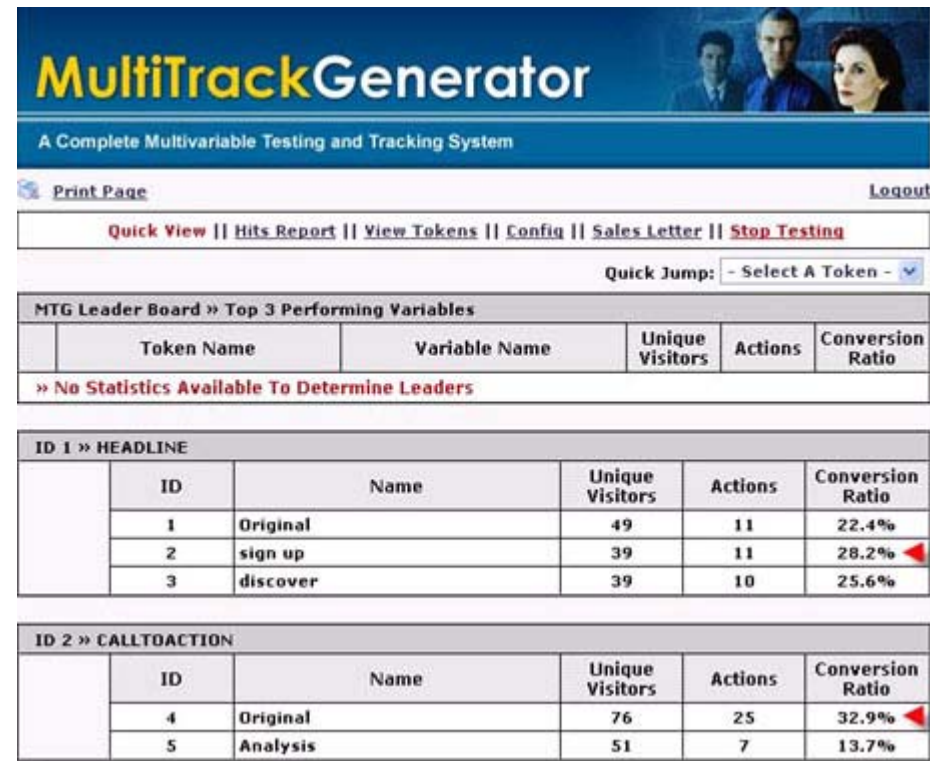
Discover How You Can Start Increasing Your Search Engine Rankings, Traffic and Sales With Your Free SEO Report!

Original Call to Action:

Reserve Your Free SEO Report Now...

Analysis Call to Action:

Reserve Your Free Web Site Evaluation and Competitive Link Analysis Now...



MultiTrackGenerator
A Complete Multivariable Testing and Tracking System

[Print Page](#) [Logout](#)


[Quick View](#) || [Hits Report](#) || [View Tokens](#) || [Config](#) || [Sales Letter](#) || [Stop Testing](#)

Quick Jump: - Select A Token -


MTG Leader Board » Top 3 Performing Variables

Token Name	Variable Name	Unique Visitors	Actions	Conversion Ratio
» No Statistics Available To Determine Leaders				

ID 1 » HEADLINE

ID	Name	Unique Visitors	Actions	Conversion Ratio
1	Original	49	11	22.4%
2	sign up	39	11	28.2% 
3	discover	39	10	25.6%

ID 2 » CALLTOACTION

ID	Name	Unique Visitors	Actions	Conversion Ratio
4	Original	76	25	32.9% 
5	Analysis	51	7	13.7%

Choosing SEO Firm: Bad SEO Techniques

When choosing an SEO firm, **avoid these unethical practices** that don't work in the long term. Look for and avoid the following questionable techniques.

1. Link farms – dilute referred PR, not under your control
2. Hidden text (white on white, etc.)
3. Small text
4. Keyword stuffing
5. Duplicate title tags
6. Doorway pages
7. Cloaking / questionable redirects
8. Commented keywords
9. Mirror pages & sites
10. Convoluted, invalid code – template based, cookie cutter

Choosing SEO Firm: Good SEO Techniques

Ask for references and example sites from your potential SEO firm. Look for the following best-practices on their site and their clients' sites.

1. High rankings
2. Keyword focused pages – theme-based relevancy
3. Plenty of text (not overly graphical)
4. Clean, fast, standards-based pages (CSS lists, headers)
5. Offers metrics to validate and track conversions / ROI
6. SEO changes and optimization are documented
7. Extensive PR campaigns – RSS, newsletters, releases
8. Linking campaigns – check for backlinks (prsearch.net)
9. Filled with compelling, useful content, updated regularly
10. Realistic guarantee of tasks or results

sIFR: An SEO-friendly Alternative to Graphic Headlines

- sIFR = Scalable Inman Flash Replacement
- Standards-compliant way to deliver any font
- Uses Flash, JavaScript, and any headline
- Embeds font in Flash SWF (Flash 6+)
- **Replaces headline text with Flash text**
- Latest version replaces any XHTML element (Mike Davidson & Mark Wubben)

```
<link rel="stylesheet" href="sIFR-  
screen.css" type="text/css" />  
<script src="sifr.js"  
type="text/javascript"></script>  
</head><body>  
<h1><a  
href="http://www.mikeindustries.com"  
target="">The Gothic Times</a></h1>
```

The Gothic Times

THE GOTHIC TIMES

Vanden
Keere, Mrs.
Eaves wed in
Baskerville

Use sIFR? (Requires
refresh) no | yes |
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Remove sIFR
headlines

ed wisi. Cras ornare
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Geneva Plan Signed

New agreement creates Myriad opportunities for Fruitiger, sans-serifs

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**"THE QUEST TO
ABOLISH THE
SERIF SHALL
CONTINUE."**

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Arial in
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Accident

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Aenean lacinia lectus
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Vestibulum urna
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sagittis sit amet,
aliquam nec, dolor.

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lacus. Etiam lobortis
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Vestibulum ante
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et ultrices posuere

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Mrs. Eaves wed
in Baskerville

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refresh) no | yes |
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Geneva Plan Signed

New agreement creates Myriad opportunities for Fruitiger, sans-serifs

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**"THE QUEST TO
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SERIF SHALL
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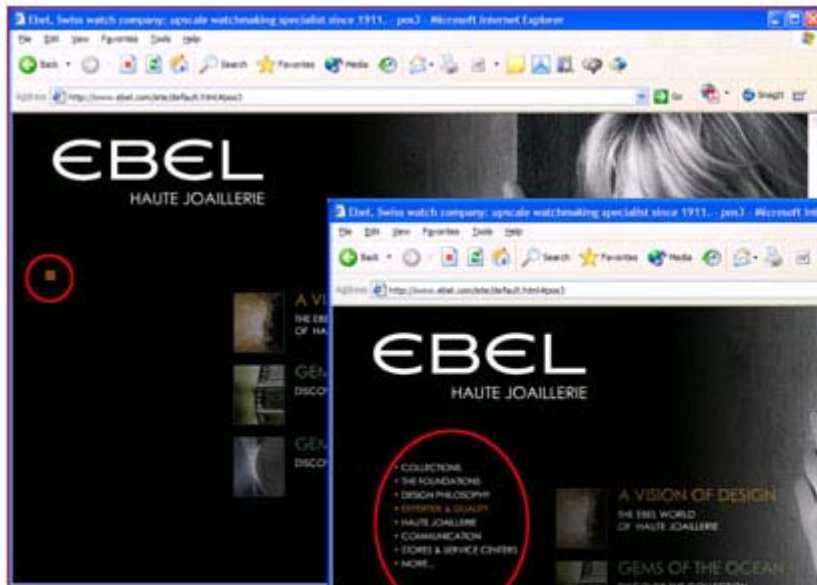
Helvetica, Arial
in Grotesque
Accident

Maecenas rhoncus
diam id metus.
Aenean lacinia lectus
sit amet diam.
Vestibulum urna
ante, mollis vitae,
sagittis sit amet,
aliquam nec, dolor.

Aenean ultricies
tortor in nunc.
Vestibulum quis
lacus. Etiam lobortis
gravida diam.
Vestibulum ante
ipsum primis in
faucibus orci luctus
et ultrices posuere

Case Study: EBEL.com

- Ebel.com – Handmade Swiss watches, pure Flash site
- Sets wonderful mood, fun
- **Awful for SEO**, need keys to kingdom to navigate



Case Study: OneUpWeb.com/iProspect.com

- **Professional SEO sites**
- Credibility: impressive sites & clients
- Good SEO as you'd expect
- One Up uses Flash menus however
- Lots of great content/white papers

Try “search engine marketing” on Google



The image displays two screenshots of professional SEO websites. The top screenshot is for SEMPO (Search Engine Marketing Professional Organization), featuring a purple header with navigation links (home, about, faq, join, log in, contact, site map) and a 'LEARNING CENTER' sidebar. The main content area includes an 'Introducing SEMPO' section with a video player and a 'MEMBER LOGIN' form. The bottom screenshot is for iProspect, featuring a blue and white design. It includes a 'Search Engine Marketing: It's All About RESULTS. Period.' section, a 'Services Pricing' sidebar, and a 'New Oneupweb Studies' section at the bottom. The iProspect website also features a large image of a dog sitting on a red patterned surface.

SEO Resources

- *Search Engine Optimization for Dummies*
 - Peter Kent, 2004 Wiley, most recent SEO book
- *Building Your Business with Google for Dummies*
 - Brad Hill, 2004 Wiley, SEO, AdWords, AdSense
- *Speed Up Your Site: Web Site Optimization*,
 - Andrew King, 2003 New Riders, 2 chapters on SEO
- *Search Engine Visibility*
 - Shari Thurow, 2002 New Riders, good intro to SEO
- *Search Engine Positioning*
 - Fredrick Marckini, 2001 Wordware (out of print)
- *Call to Action*
 - Bryan & Jeffrey Eisenberg 2005 (May), Conversion Rate Optimization

- SearchEngineWatch.com – Danny Sullivan's definitive search engine site
- HighRankinsAdvisor.com – Jill Whalen's High Ranking Advisor newsletter
- MarketingSherpa.com – Search Marketing Metrics Guide
- Wordtracker.com – most popular keyword analysis service
- Clicktracks.com – visual traffic analysis software/service

Contacting Andy King



Andy King is the founder of WebReference.com, JavaScript.com, and more recently WebSiteOptimization.com and OptimizationWeek.com. He holds two degrees from the University of Michigan in Mechanical Engineering and started his career as a structural engineering consultant. Once he saw the Web for the first time in 1993 he was hooked. WebReference was acquired by Mecklermedia (now **Jupitermedia**) in 1997, where he and his staff worked for four years.

He is the President of Web Site Optimization, LLC, a web optimization firm based in Ann Arbor, Michigan, USA. WSO specializes in raising the ROI of existing web sites through web performance optimization, search engine marketing, persuasive copywriting, and web site redesign. **WebSiteOptimization.com** provides news and information on the web optimization industry, consulting services, along with a companion site for his book, *Speed Up Your Site: Web Site Optimization*.

Contact info: <http://WebSiteOptimization.com>

