Search Engine Optimization

The Keyphrase.org Solution

SEO Fog and Lights 2
1: Strategy 3
2: Analysis 5
3: Development 6
4: Traffic.....9
5: Conversion 11
6: Tracking.....12
Conclusion.....13

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BEYOND

The Fog and the Light that makes Laser

1997 – 2009
"Making sense of the first decade of SEO and beyond…"

"Nerve Subluxation"

Did you just get confused thinking what is this phrase all about?

It means: 'Troubled Nervous System but we don't know why or how'.

Does THAT kind of feel like your SEO?

Confusion and contradiction abounds across the Internet about what SEO is and what to include in your approach to SEO

Does SEO really have to be as obscure as medical terminology?

Surely SEO can be explained in simple concrete terms.

But at the same time it doesn't help to 'dumb things down' because that creates false fog and lights around the genuinely technical nature of SEO.

So despite being simple, it has also to be accurate.

This paper seeks to break through smoke screens and mirrors to help you with the major issues of modern SEO so that you have greater confidence in how to get SEO done in-house or when choosing the right solution when outsourcing your SEO to an SEO provider.

SEO Fog and Lights

Are you:

- Exploring the option of developing in-house SEO staff?
- On account with a prehistoric SEO company and not seeing the results you need for your business?
- Looking at your options?

In your hands is a helpful guide revealing an effective approach to SEO that we call SEO – *The Keyphrase.org Way*.

The SEO & PPC

- Pay-per-click (PPC) advertising is excellent for immediate direct marketing. PPC limits your market exposure and can pressure your marketing budget.
- SEO allows much wider market penetration with long-lasting results way beyond the initial investment.

Whether you want to invest a great deal of time and money in developing your own in-house staff for SEO, or you want a way to measure and judge your current or prospective SEO provider, this guide will prove invaluable.

SEO Contradictions

This is from an SEO advice web site: "Our jargon-free knowledge base… helps [with] search engine marketing and optimisation (also known as organic or natural search)."

It seems the author of that SEO advice web site fails to realize that 'organic or natural search' qualifies 100% as jargon. Clearly they fail to deliver their promise of 'jargon free' within that same very first paragraph.

So you face the dilemma of wading through the contradictions and confusions within SEO to find trustworthy competence to efficiently stay updated on the latest SEO trends.

At the same time you also need a reliable long-term strategy that will actually build a genuine lasting and thorough on-line presence for your company.

Is there a way to balance new SEO innovation while building on solid fundamentals (and avoid the smoke and mirrors)?

Yes, we call it…

The Keyphrase.org Solution

1: Strategy
2: Analysis
3: Development
4: Traffic
5: Conversion
6: Tracking

With these 6 guiding cornerstones of modern SEO you will be in a strong cat-bird position to build your in-house SEO team or judge the competence of an SEO provider.

The next page reveals a powerful way to understand SEO strategy…

1: Strategy

Remembering these 2 terms gives permanent control on SEO:

On-Site Factors and Off-Site Factors

ON-SITE

- Everything done for SEO that is actually on your site, such as keywords, meta tags, information, links, offers, etc.
- **Key terms:** Site Design and Site Structure.
- **Visual:** Picture this as the 75 sq ft arrangement of a huge firework show that is about to start.

OFF-SITE

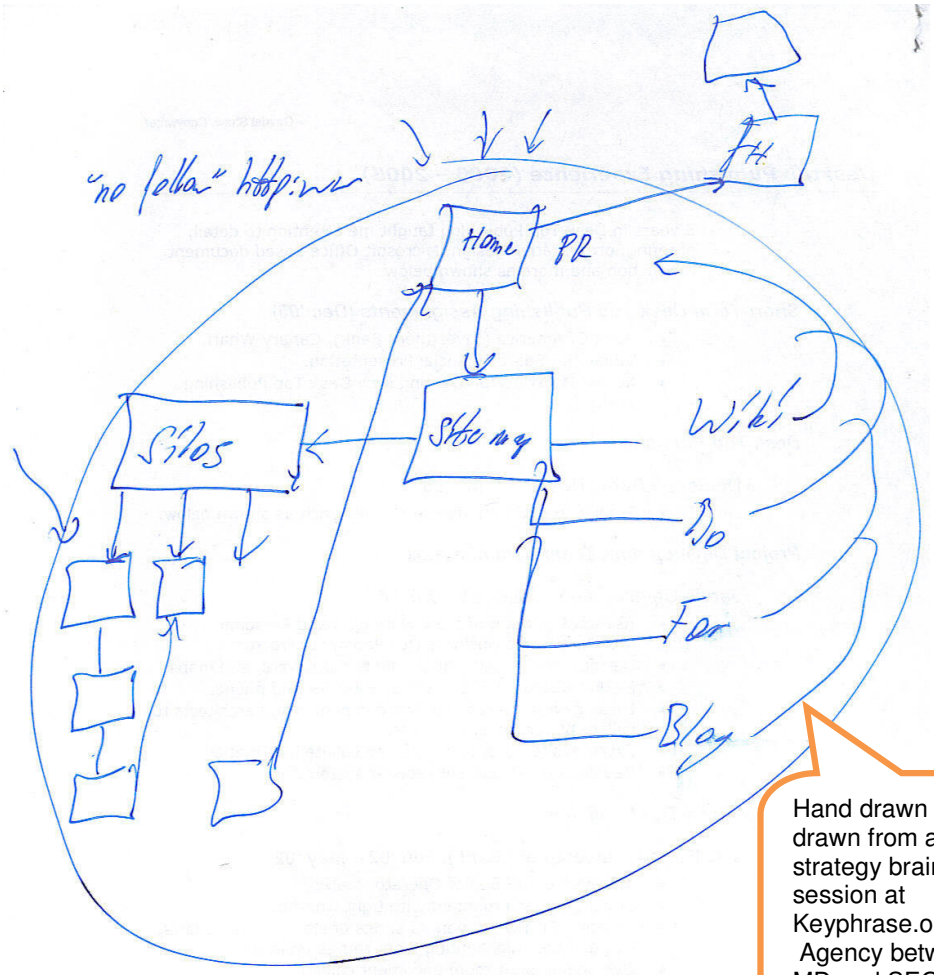
- Everything done for SEO that is not on your web site, such as placing PPC adverts, press release syndication, etc.
- **Key terms:** Backlinks and Web 2.0
- **Visual:** Picture this as the various electric circuit wiring from different buttons that lead in to different parts of the Firework display to strategically direct the Firework show.

Using this Firework show metaphor, of course the fireworks that fill the sky reflect the increase in your web site visitors and subsequent conversions happening in your sales process.

Remember: **On-site** factors are like the fireworks arrangement. **Off-site** factors are like the wiring leading to the fireworks display.

Through SEO you have a web site carefully developed similar to the arrangement of Fireworks at a major Guy Forks Night.

The image overleaf reveals part of a brain-storm session during a Keyphrase.org strategy meeting.



Hand drawn diagram drawn from an SEO strategy brainstorming session at Keyphrase.org Agency between the MD and SEO Manager.

Imagine the squares in the diagram as carefully positioned fireworks (your on-site factors) and the lines/arrows as carefully directed ignition wires connecting the Fireworks together (off-site factors).

Most SEO techniques are not secret. SEO strategies can be found at good SEO sites such as www.webpronews.com.

Strong SEO results come from combining all elements, old and new, into an evolving and efficient strategy.

If you consider outsourcing to an SEO provider find one that you get on with, that demonstrates passion for SEO, but look beyond those pleasantries to your sense of trust with the SEO provider's core competencies.

How much should you invest in SEO? That greatly depends on how competitive your overall market place is, and of course how much of it you want to dominate, in the medium-term, and looking to the long-term.

2: Analysis

SEO makes good use of the traditional business model. There are 3 major parts of the Analysis cornerstone for SEO.

A: Target Market Positioning

GENERAL BUSINESS POSITIONING

It's important to use your companies existing market experience as a starting point for SEO:

- What is your general business market, your current approaches to growth, and your current products/services?
- What is the size of your market offline and online? (October 2004 saw launch of the 'long-tail' business model. See http://en.wikipedia.org/wiki/Long_tail)

SPECIFIC ONLINE POSITIONING

SEO supports your existing business by attracting the right prospects, from the right places on the Internet, and converting them into qualified leads and sales:

- What offers are you going to promote online exactly?
- How wide is your vertical market, i.e. how many major themes (sub-niches) do you need your SEO to cover?
- What keywords are suitable for those major themes and sub-niches?

B: Web Presence

Another part of Analysis is to consider any existing web presence that your company has:

- What web presence do you currently have?
- Do visitors like your web site? (do they click around and come back?)
- Does your current web presence give the correct message in terms of company image, expertise, and credibility?
- Are you seen as a small company, or large but inaccessible company, or are you seen as 'the go to place' by providing helpful advice and resources for your target markets?

C: Competition

The 3rd part of Analysis is about your competition.

The amount of work necessary to get good search engine rankings greatly depends on the strength of your competitor web sites within your target markets.

Try this: Go to Google and search for important key words of your market. Look at the competitors web sites that show up. How can you do better than them?

And with a strong base of Analysis, you're ready for actual development of your new SEO'd web presence...

3: Development

What kind of web site are you going to have and how can you make it effective?

Remember: This is like the arrangement of Fireworks in our Fireworks show metaphor.

The Development Cornerstone divides well into 3 key areas:

A: Web Site Infrastructure

This is the job of an IT team and includes considerations such as the size of your web site server so it's strong enough to handle the visitors that will flood into your new SEO'd site.

B: Web Site Design

Design is the look and feel: What people see when they land on your site. Branding. The colors. The curves. The images. The navigation menus. Etc.

C: Web Site Structuring

Unfortunately this can't be summed up in one pithy paragraph.

…You must very carefully, even painstakingly plan the layout of your web site. A specialized topic that includes the following pointers and much, much more.

In fact, this is the heart of those all important on-site factors. This is the actual firework arrangement.

Traditional SEO includes things like keywords, keyword density, meta tags (code that web programmers insert into the unseen code behind the web pages), etc.

GOOGLE PAGERANK (PR)

Since late 2001 Google has scored websites between 0 and 10. 1 being very low. 7 being extremely high.

Since then a big aim of SEO has been to increase the PageRank of your site.

Few websites have PageRank above 7. www.Adobe.com has a PR of 10 because of thousands of links that point to it so people can download the Free Adobe PDF document reader. (you've seen those buttons on lots of site's right?)

Other links coming to your web page from other web pages contribute towards your PageRank. Google uses this as part of the way it decides how high to rank your web site pages.

You can check your web sites PageRank with this Free online tool: http://www.seo2webdesign.com/resources/pagerank/

Many SEO providers talk of PageRank and Backlinks. But Google has matured. Google has gone way beyond PageRank and Traditional SEO.

NEW FOR SEO

On 28 April 2003 a small group of SEO enthusiasts watched in wonder as Google bought a company called Applied Semantics.
http://newsbreaks.infotoday.com/nbreader.asp?ArticleID=16713

New vista's of opportunity opened that have vast repercussions on SEO the more Google applies Semantic technologies. Google Adwords and PPC was the first major use of semantic technology.

BUT what does all this mean practically in terms of modern SEO web site structuring?

HERE'S HOW WE EXPLAIN IT *THE KEYPHRASE.ORG WAY…*

- When people use a search engine like Google they want to find what they are looking for.
- To stay popular, Google must successfully help people find what they are looking for.
- Google therefore will favor web sites with higher search engine rankings if the web site demonstrates greater subject matter expertise.
- This depends on the inclusion of closely related keyterms, keyword synonyms, long-tail related terms, themes, topics, ideas, expert verbiage, etc.
- Using co-occurrence computational 'algorithms' Google calculates which words should occur within information related to other words.
- So Google wants to provide people with information that contains the highest amount of relevant information for the topic they are searching for.
- Google will give higher ranking to your web pages the more you include semantically related topics.
- Therefore the aim of SEO is making Google happier with your sites than it is with your competitors sites.

Note: It's well worth a scan over the Wikipedia page about Latent Semantic Analysis to get a glimpse into the monster computational power of the Google search engine 'algorithms'.
http://en.wikipedia.org/wiki/Latent_semantic_analysis

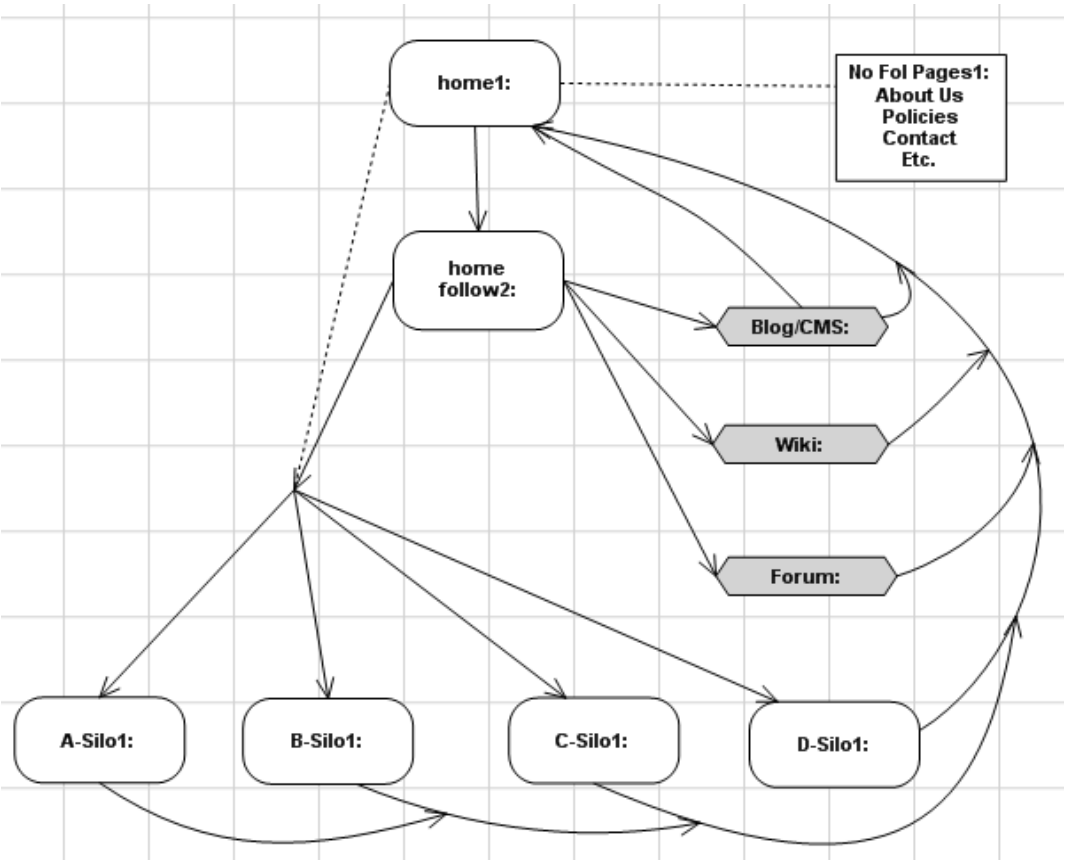
As of 2007 Google continues to expand its use of this semantic co-occurrence technology on your site and your competitors sites.

This moves SEO towards the realm of statistical analysis: Obviously way beyond traditional SEO keyword research.

Weighty ideas that must be given major consideration when choosing your strategy for SEO to compete with other sites that perhaps are already more established in the market than your web presence right now.

This discussion at one of keyphrase.org meetings was the basis of the hand drawn diagram from Chapter 1 on Strategy.

Overleaf is a computer diagram of the basic Firework model site structure:



Back to our Fireworks Example

Let's bring this section on *web site structuring* back to our simple concrete model of the Firework show.

Everyone online is working to build a bigger firework show to attract the most people. The more colour, the more variety, the better the show will be once it's ignited by the hordes of traffic that will arrive via the search engines, and from Web 2.0 explained next… (don't worry, this one's easier to understand).

4: Traffic

Why build a better mouse trap?

What is the actual point of pleasing Google with this carefully structured web site and all the rest of the SEO *hassle*?

This grand firework arrangement is done for creating explosive amounts of web site **traffic!**

Traffic means the amount of visitors coming to your web site. More traffic (more visitors) means more leads for your business and therefore more sales.

Traffic comes to your site from links placed on other sites (including of course the Search Engine's themselves). These are the off-site factors from Chapter 1 on Strategy.

HOW TO GET MORE WEB SITE TRAFFIC

Remember the concept of the off-site factors for SEO?

In SEO we call these catalytic trails of ignition 'backlinks'. That's where your traffic comes from.

WHAT ARE BACKLINKS?

Links that point back to your web site from other web sites. Traditional SEO 'backlinking' involves:

- Submitting articles to article directories (such as www.ezinearticles.com).
- Submitting your site link and description to site directories (such as www.dmoz.org). (FREE) www.thailand-search.com etc. (PAID)
- Press release syndication (via places such as Google News http://news.google.co.uk).

When your page is listed in the Search Engine, the search engine is displaying a link that comes to your site (a backlink).

WHICH SEARCH ENGINE'S ARE IMPORTANT?

NOTE: Many SEO companies promise submission of your web pages to 'hundreds' or even 'thousands' of search engines. Not only could you do that yourself for a few quid using an online service you'll easily find by searching on Google, but how important is submitting your site to 'thousands' of search engines?

Consider this: As of January 2007 Nielson Net Ratings shows:

- Google as the most used search engine – 50.8% of all searches online are done at Google.
- Second is Yahoo at 23.6%.
- Distant third is Windows Live Search (MSN) at 8.4%.
- Last is AOL at 6.1% of searches.

Just those **4** search engines see **88.9%** of all online searches. That leaves **11.1%** spread amongst all other search engines.

And many of those other search engines take their results from the main one's mentioned above.

Clearly this makes submission to thousands of search engines a waste of time for SEO and a red herring in terms of offers or advice from SEO providers.

Google is the absolute key to modern SEO.

And things like search engine submissions is donkey's old SEO from the late 90s to early 2000's.

The Web has evolved… Now we have Web 2.0…

HERE COMES WEB 2.0

From 2004 there was talk of Web 2.0 marketing. Jargon terms include 'mass social media', 'social bookmarking' and 'social networking'.

The Pay4Advertising Solution explains Web 2.0 marketing simply as making use of the social interaction that is growing online to help promote your web site.

It means getting people on the Internet to become involved with your website. To interact with it. To help popularize it. And even to help build your web presence for you…

Famous Web 2.0 sites include MySpace and Orkut (online communities) and YouTube (video sharing).

Imagine thousands of people on hundreds of interactive web sites talking about every imaginable topic. Are they talking about your topic? Are they creating links to your web site?…

It's well worth a quick look at www.go2web20.net - a directory of Web 2.0 sites (and don't miss the big purple arrow button at the bottom-left of the page that you can press and press and press).

The point is this. Hundreds of new interactive sites used by hundreds of people 'bookmarking' and 'tagging' and 'commenting' about your web site automatically helping to popularize it whilst giving you more and more backlinks that will help your PageRank in Google.

Becoming familiar with the Web 2.0 marketing and get your web site involved with social interaction.

In our Firework show example, Web 2.0 is the new wiring that links up all of the parts of your SEO'd web site structure to provide the ignition to spark off the hordes of new visitors coming from all angles and corners across the Internet.

5: Conversion

Let's return to the familiar business model and your companies sales process.

Converting visitors online into qualified leads and sales is quite similar to traditional direct response. Many copywriting techniques still relate to the Internet just as they have done in other advertising medium.

Obviously if you outsource your SEO you need to find an SEO provider that doesn't just focus on 'getting your site to the top of the Search Engines' but also intimately understand and apply the direct response model and copywriting to optimize the site for SEO simultaneously with optimizing the site for sales conversions.

It's no good having your site show up in Google if the Title and Description that display to the viewer do not strongly attract the viewer to click and visit your site.

SEO without professional SEO copywriting is like creating attractive packaging for your fireworks but only filling them with baking powder. Visit www.gseo.net/services for all your copywriting needs.

In terms of modern SEO it's helpful to list 4 types of pages for converting visitors into leads or sales:

- Lead generation pages
- Syndicated pages
- Conversion pages
- Sales pages (beyond the scope of this White Paper)

LEAD GENERATION PAGES

Short punchy informative attractive web pages that lead the visitor to a direct response action, whether opting in with their email address to receive information via email, or to make a phone call to your sales line, or to click across to another area of your web site network because they want other particular information (which may be a sales page or conversion page).

SYNDICATED PAGES

Items such as Press Releases, short news items (150 to 250 words), and long articles (550 to 700 words) that become added to article directories or other websites. These act as lead generation items that are not hosted on your site.

CONVERSION PAGES

Alternatively called 'squeeze pages', alluding to 'squeezing' the email address from the person so that you have a new lead to follow up via email. Or a survey or questionnaire form of some kind offering them an Information Kit of sorts for phoning your customer service line, etc.

6: Tracking

- How many visitors does your web site get per month?
- Do you know how many visitors come to your site from Advertising, from Google, from Yahoo, from MSN, and from other important sources of visitors for your market, such as topical discussion forums?
- How many visitors turn into leads?
- How many into sales?
- Do more leads turn into sale that come from certain places on the Internet?
- What is the pound value per visitor?

Matt Cutts, a Google spokesman popular amongst SEO specialists, posted to his blog on 14 November 2005 announcing that 'Google Analytics is live' http://www.mattcutts.com/blog/google-analytics/

Google Analytics is not just one of the most comprehensive web site tracking programs available, it also happens to be 100% Free.

Having access to your hits via Google Analytics allows direct knowledge of how your web site is doing for new visitors. Where they are coming from and what keywords they are using that bring them to your site.

Keyphrase.org recommends Google Analytics for independent, detailed, effective and efficient web hits tracking analysis.
http://www.google.com/analytics/

Google analytics is a good choice for most company's needs and probably the tracking service now provided by most SEO providers.

If you outsource your SEO you should request direct access to your Hits Tracking Account so you can see direct all of the tracking functions of visitors coming to your site.

Conclusion

Yes, SEO is a complicated and large subject. And so it should be for something so lucrative to your business.

We hope these few pages help you see past some of the smoke and mirrors in the SEO industry.

Use The Keyphrase.org Solution 6 cornerstones of modern SEO to take control of how your SEO is done whether in-house or outsourced.

1: Strategy

2: Analysis

3: Development

4: Traffic

5: Conversion

6: Tracking

This guide puts you in an authoritative position to judge your SEO options.

And you have a choice.

To go with lights, like a small disco on a quite night out. Or go for a Live Concert, like an entire famous rock group. Or somewhere in between that best suits your market and business model.

And that is SEO – The Keyphrase.org Solution

About The Author

Keyphrase.org is headed by Daniel Lew (Marketing Director).

Copywriting – is managed by Nathan Shaw (Copywriter).

Keyphrase.org has a dedicated SEO team that apply the tools of 'medical surgery' modern SEO.

NOTE: Given the strategic long-term approach we take for each client, availability for new clients is always limited.

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