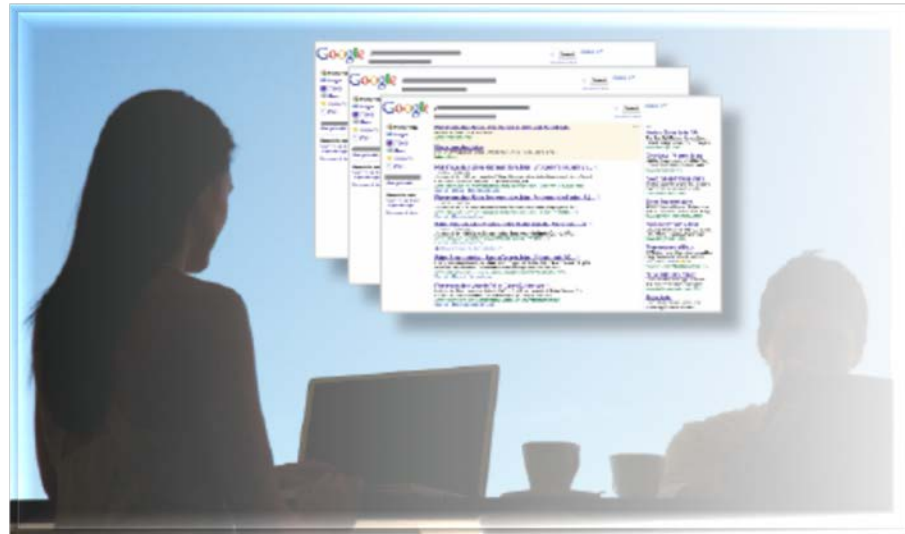# Chapter 11

Search Engines as Reputation Aggregators

Objectives

- After reading this chapter you will be able to understand:
  - The process of making a site "search engine-friendly"
  - The basic concepts of Search engines
  - How to develop SEO friendly Website

Introduction

Introduction

- Search engine optimization is the practice of optimizing a web site so as to achieve preferred ranking on the search engine results pages

- SEO can be split into two distinct camps:
  - white hat SEO and
  - black hat SEO

- Search engines want to send users to the web site that is most suited to their needs, so white hat SEO should ensure that users can find what they are looking for

Search Engine Optimization

- From a search engine perspective, Search Engine Optimization is the process of making web pages easy to find, easy to crawl and easy to categorize

Search Engine Optimization

- Search Engine Optimization -- the process of making a site "search engine-friendly"

- Many commercial websites are designed and set up by people who know little or nothing about search engine optimization

Search Engine Optimization

- The most important thing to know about search engines is that 'search engines only index text'

- Search engines only index text and you won't go too far wrong in search engine optimization

Search Engine Optimization

- There are a lot of small things you can do when designing or re-designing a site to get better rankings in the search engines

- There is no one magic thing you can do to get top placement at a search engine for your website

Search Engine Optimization

- You can and should optimize more than one page of your website for the search engines

- We recommend search engine optimization on at least a dozen main pages of your site, for the best effect

- The pages you want to optimize are the pages you want people to find

Search Engine Optimization

- With billions of websites on the Internet, it's just as important that you ensure people can find your website

- Search engines such as Google and Yahoo index billions of web pages and rank them according to complex algorithms that assess a page's accessibility

Search Engine Optimization

- Search engine optimization (SEO) refers to the work that is done to a website to ensure it gets noticed and ranked highly by search engines.

- Ideally, you want to strive for a top ten ranking, because studies have shown that most search engine users don't scroll past the first page of results.

Search Engine Optimization

- Building a website using "search engine friendly" coding techniques that minimize the use of Flash and frames

- Researching appropriate search terms – called "keywords" or "keyword phrases" – that fit the target market

Search Engine Optimization

- Incorporating keyword-rich content into a website's domain name, meta tags, title tags

- Submitting the website address to search engines

- Developing a reciprocal linking strategy with other websites to grow quality inbound links to the site Submitting your Site to Search Engines and Directories

Search Engine Optimization

- The **question** is often asked: Do I have to submit my site to engines/directories for the search engines to find me?

- The **answer** is, yes and no

Search Engine Optimization

- In short, there are two kinds of search engines out there.
  - Crawler-based search engines
  - Human-powered directories

Crawler-based search engines

- Crawler-based search engines, like Google, are those that your website, index relevant content and keywords, and follow link

- These engines do not require you to do anything other than upload your "optimized" website to the Internet and wait for them to find it

Human-powered directories

- Human-powered directories, like Yahoo's Directory, are those that use humans to index website listings

- Sometimes this procedure is free, and sometimes you have to pay a fee for the privilege of being reviewed.

Human-powered directories

- Here is a list of the most popular search engines and directories you'll want to consider:
  - Google – www.google.ca or www.google.com
  - Yahoo – www.yahoo.ca or www.yahoo.com
  - MSN – www.msn.com
  - Teoma -ww.teoma.com
  - Overture – www.overture.com
  - Open Directory – http://dmoz.org/
  - AltaVista – www.altavista.com
  - Inktomi – www.inktomi.com

Search engines basics

- The first basic truth you need to know to learn SEO is that search engines are not humans.

- search engines perform several activities in order to deliver search results –
  - *crawling,*
  - *indexing,*
  - *processing,*
  - *calculating relevancy*, and
  - *retrieving.*

How search engines work?

- First, search engines crawl through the Web to see what is there

- Having in mind the number of pages on the Web, it is impossible for a spider to visit a site daily just to see if a new page has appeared

How search engines work?

- As already mentioned, crawlers are not humans and they do not see images, Flash movies, JavaScript, frames, password-protected pages and directories,

- so if you have tons of these on your site, you'd better run the Spider Simulator below to see if these goodies are viewable by the spider.

Spider Simulator

Spider Simulator Tool © SEO Chat™

URL
Valid URL

Enter Captcha To Continue
To prevent spamming, please enter in the numbers and letters in the box below

D35L C

Spider

Report Problem with Tool.

How search engines work?

- After a page is crawled, the next step is to index its content

- The indexed page is stored in a giant database, from where it can later be retrieved.

How search engines work?

- There are various algorithms to calculate relevancy
- Each of these algorithms has different relative weights for common factors like keyword density, links, or metatags

How search engines work?

- The last step in search engines' activity is **retrieving** the results

- Basically, it is nothing more than simply displaying them in the browser – i.e. the endless pages of search results that are sorted from the most relevant to the least relevant sites.

Search engines as Reputation Aggregators

- "Aggregator" is the buzzword of choice for the various online companies that gather information from fragmented marketplaces into a single portal to make life easier for everyone

- A classic example is the online airline & hotel reservations niche

Hidden Costs of Online Reservations

- Most consumers naively think there is no cost when reservations for Flights/ Hotels/Events / Restaurants are done online via such aggregators.

- That's because the reservation transaction cost is paid by the airlines, hotels, or restaurants. The customer doesn't usually even see the charge.

Hidden Costs of Online Reservations

- Companies like Priceline and Travelzoo get a fee for each reservation they make, as does Ticketmaster.

- Changes in technology relationships that reduce the overhead of these "hidden reservation costs" ultimately help the consumer

Restaurant and Events Bookings Too

- Unknown to many is the fact that ITA Software has functionality that can be used for restaurant and event bookings

- Compared to complicated airline flight reservations, for Google to now offer a restaurant reservation system is much less complex

Natural search

- Natural search also called organic search, is a search marketing strategy involving optimizing a Website so it appears as close to the first search engine results page as possible

Paid /Vertical and Keyword search

- Pay per click (PPC) is an Internet advertising model used on websites, where advertisers pay their host only when the ad is clicked

Paid /Vertical and Keyword search

- Cost per click (CPC) is the sum paid by an advertiser to search engines and other Internet publishers for a single click on their advertisement, which directs one visitor to the advertiser's website

Keywords	Estimated Ad Position	Estimated Avg. CPC ▼	Advertiser Competition	January Search Volume	Avg Search Volume
how to make money fast	1 - 3	$6.07 !			
how to make money on the net	1 - 3	$4.08			
how to make easy money	1 - 3	$3.72			
how to make quick money	1 - 3	$3.71			
how to make money for kids	1 - 3	$3.68			

Paid /Vertical and Keyword search

- The three most common ways in which online advertising is purchased are
  - CPM,
  - CPC, and
  - CPA.

Paid /Vertical and Keyword search

- **CPM (Cost Per Mille)**, also called "Cost Per Thousand (CPT), is where advertisers pay for exposure of their message to a specific audience.

- **CPV (Cost Per Visitor)** is where advertisers pay for the delivery of a targeted visitor to the advertiser's website.

Paid /Vertical and Keyword search

- **CPV (Cost Per View)** is when an advertiser pays for each unique user view of an advertisement or website

- **CPC (Cost Per Click)** is also known as Pay per click (PPC). Advertisers pay each time a user clicks on their listing and is redirected to their website

Paid /Vertical and Keyword search

- **CPA (Cost Per Action)** or (Cost Per Acquisition) advertising is performance based and is common in the affiliate marketing sector of the business.

- This model ignores any inefficiency in the sellers web site conversion funnel.

Paid /Vertical and Keyword search

- Similarly, **CPL (Cost Per Lead)** advertising is identical to CPA advertising and is based on the user completing a form, registering for a newsletter or some other action that the merchant feels will lead to a sale.

- Also common, **CPO (Cost Per Order)** advertising is based on each time an order is transacted.

Paid /Vertical and Keyword search

- **CPE (Cost Per Engagement)** is a form of Cost Per Action pricing first introduced in March 2008.
- **Cost per conversion** Describes the cost of acquiring a customer, typically calculated by dividing the total cost of an ad campaign by the number of conversions

Paid /Vertical and Keyword search

- In contrast to the generalized portal, which seeks to drive a high volume of traffic to one site

- The affiliates provide purchase-point click-through to the merchant.

- Variations include banner exchange, pay-per-click, and revenue sharing programs

Paid /Vertical and Keyword search

- Websites that utilize PPC ads will display an advertisement when a keyword query matches an advertiser's keyword list, or when a content site displays relevant content.

Paid /Vertical and Keyword search

- Among PPC providers, Google Ad Words, Yahoo! Search Marketing, and Microsoft ad Center are the three largest network operators, and all three operate under a bid-based model

- Cost per click (CPC) varies depending on the search engine and the level of competition for a particular keyword.

Determining cost per click

There are two primary models for determining cost per click:

Flat-rate

Bid-based

Flat-rate PPC

- In the flat-rate model, the advertiser and publisher agree upon a fixed amount that will be paid for each click

- In many cases advertisers can negotiate lower rates, especially when committing to a long-term or high-value contract

Flat-rate PPC

- The flat-rate model is particularly common to comparison shopping engines, which typically publish rate cards

- In many cases, the entire core content of these sites is paid ads

Bid-based PPC

- In the bid-based model, the advertiser signs a contract that allows them to compete against other advertisers in a private auction hosted by a publisher

- The auction plays out in an automated fashion every time a visitor triggers the ad spot

Bid-based PPC

- When the ad spot is part of a search engine results page (SERP)

- The ad with the highest bid generally shows up first, though additional factors such as ad quality and relevance can sometimes come into play

Bid-based PPC

- In addition to ad spots on SERPs, the major advertising networks allow for contextual ads to be placed on the properties of 3rd-parties with whom they have partnered

- Content network properties can include websites, newsletters, and e-mails

Bid-based PPC

- Advertisers pay for each click they receive, with the actual amount paid based on the amount bid

Bid-based PPC

- To maximize success and achieve scale, automated bid management systems can be deployed

- The system generally sets each bid based on the goal that has been set for it, such as maximize profit, maximize traffic at breakeven, and so forth

Bid-based PPC

Developing an SEO friendly Website

- Assembling an SEO friendly website design is not rocket science, but there is a methodical way to go about doing it

- We've compiled a list of the most important things that a SEO friendly website design needs in order to have a solid foundation for its search engine optimization campaign.

Developing an SEO friendly Website

- The process of creating a successful search engine optimization campaign can be compared to the construction of a new building - without a solid foundation (SEO friendly website design), the building (your website) won't be sturdy or safe to occupy

- Ultimately, the risk of the building collapsing (your website SEO campaign failing) significantly increases because of a poorly constructed foundation...

The SEO Friendly Website Design List

Don't use Flash

↓

Don't use frames

↓

The foundation of the foundation: keyword research

↓

Density of researched keywords in document text; don't hide text

↓

Researched keywords in anchor text

↓

Images

Don't use Flash

- Don't use Flash - here's why:
  - **Search Engine Spiders Don't Index Flash**: All of that juicy textual content that you want people to find and eventually read is worthless to Search Engine Spiders
  - If your entire website is built using Flash, then you're committing what is commonly referred to as 'SEO suicide'

Don't Use Frames

- Search Engine Spiders have a difficult time crawling through a website that uses frames

- Many Search Engine Spiders will receive the following message when visiting a website designed using frames:

- **'Sorry! You need a frames-browser to view this site.'**

- If you can't already tell, using frames can be just as bad as building a website using Flash.

Don't Use Frames

- If you can't already tell, using frames can be just as bad as building a website using Flash

- you will not rank well in search engines that do not support frames.

- **'But I Absolutely Need Frames'**

Don't Use Frames

- Although we believe that trying to justify the usage of frames for your website design is even more difficult than trying to justify the usage of Flash, if you absolutely must use frames, then use the andlt; NOFRAMESandgt; tag.

- Using the andlt; NOFRAMESandgt; tag is a simple solution that can be used so that the search engine spiders can index at least some of your content.

The Foundation of the Foundation: Keyword Research

- When optimizing your website design for the search engines, keyword research is an integral step

- If you're optimizing your website for the wrong keywords, then your target audience will not find you in the search engine which means your SEO campaign will not be very effective.

The Foundation of the Foundation: Keyword Research

- There are a number of ways to research the keywords that your target audience is searching for - we've included two:
  - Wordtracker
  - Overture

Wordtracker

- Wordtracker is a popular and effective keyword research tool used by some of the most respected engine optimization professionals in the business today

Wordtracker

- There are many beneficial features that a Wordtracker membership includes, some of these features include:

- **Competition search**: Allows you to find the keywords with the least number of competing websites

- **Misspelling search**: As the name implies, Wordtracker allows you to search for common misspellings of your targeted keywords so that you can optimize a few pages of your website

Overture

- Overture is the free solution to keyword research. Although not as efficient as Wordtracker, Overture still is an invaluable keyword research tool when used correctly

- Many will argue about whether the results from Overture are accurate, but since the tool is free, it is better than nothing.

Density of Researched Keywords in Document Text

- Using the researched keywords in your document's body that are included in your andlt;titleandgt; tag, andlt;metaandgt; tags,

- When integrating the researched keywords into your document's body, be sure not to 'stuff' the keywords by using them too many times

Density of Researched Keywords in Document Text

- To make sure that you're not abusing the repetition of the researched keywords, use a keyword density analyzer tool

- If the keyword is reported as being used more than 7% in the body text, then go back and edit the body text of that web page so that the keyword density of the researched keyword is between 3% - 7%

Density of Researched Keywords in Document Text

- Note: Be sure that your body text is not the same color (or close to the same color) as its background text

- Commonly referred to as 'hidden text' by the search engines, this could result in your website being penalized or even banned from the search engine results pages altogether.

Researched Keywords in Anchor Text

- Using researched keywords in the anchor text of your hyperlinks is another crucial step in creating a SEO friendly website design

- If an optimized web page is about blue fighter jets, then be sure to make the hyperlink anchor text read:

- **'Blue Fighter Jets'**

Researched Keywords in Anchor Text

- Using researched keywords in your anchor text is even more important when another website links to your web page

- This carries a great deal of weight for search engines in determining how 'important' a web page is and ultimately how high it should be ranked in the search engine results pages.

Images: 'Alt' tags, No Text in Images

- Finally, the last two things to remember when creating a SEO friendly website design are to use 'Alt' tags for images and also to keep textual information out of images.

- 'Alt' tags

- A Search Engine Spider is not smart enough to determine what an image is about

Keep text out of Images

- Aside from your logo, text should not be included inside of an image

- Although you don't have as many font choices, your image will download more quickly and the text on top of the image will be crawl-able and index able by the Search Engine Spiders

End of Chapter 11

Search Engines as Reputation Aggregators