

The little SEO Guide



to Getting BIG

KEN MORICO

- The Little SEO Book for Getting BIG
 - Why Do Businesses Need SEO?
 - Brand Visibility
 - Higher Traffic / ROI
 - Search Engine Ranking Factors
 - Link Popularity
 - Site Authority
 - Page Content
 - Overall Ranking Factors
 - The Video Elephant in the Room
 - YouTube and SEO
 - Effects of Video on Rank
 - Cut to the Front of the Line
 - Can't Earn Rank? Buy Rank.
 - Google AdWords Benefits
 - The Future of Search
 - Are SEO Rules Set in Stone? What About the Future?
 - About Ken Morico

The Little SEO Book for Getting BIG

Why Do Businesses Need SEO?

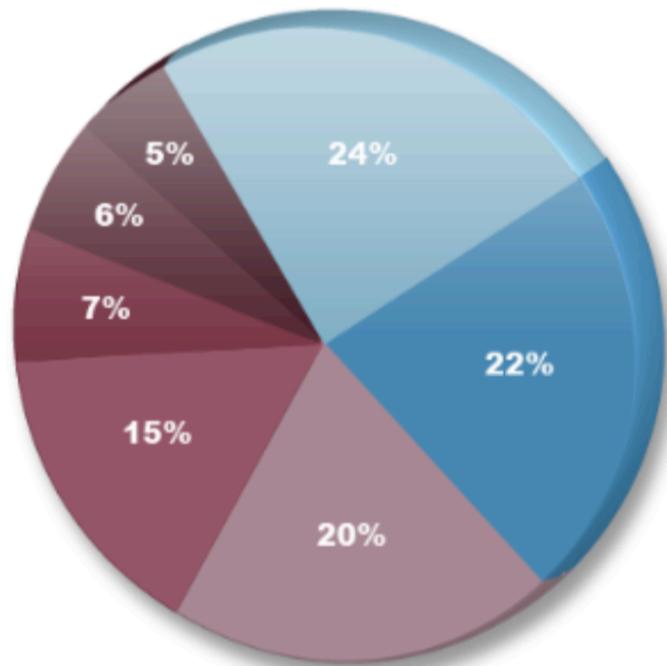
Brand Visibility

- Increases brand visibility 24/7/365 – first page ranking demonstrates credibility
- Once SEO is completed, good search rankings can last for years – paid search campaigns usually won't
- An optimized site attracts targeted prospects – searches are focused
- SEO helps companies focus on site content – more useful sites contain good content that users share with others – “fluff” sites don't rank well
- People trust first page rankings because search algorithms often rank pages that other sites have determined offer value

Higher Traffic / ROI

- SEO is a cheap way to generate higher traffic – no hard costs. Only copyeditor / web developer time
- SEO saves money by not needing to purchase Google AdWords, or allocating less money for Google AdWords
- Once SEO is completed, good search rankings can last for years – paid search campaigns usually won't
- Optimized sites are often accessible to more browsers, have better information hierarchies
- Using XML, site information can be syndicated using RSS readers
- Good Karma – people with disabilities can access the site

Search Engine Ranking Factors



- 24% Trust/Authority of the Host Domain
- 22% Link Popularity of the Specific Page
- 20% Anchor Text of External Links
- 15% On-Page Keyword Usage
- 7% Traffic and Click-Through Data
- 6% Social Graph Metrics
- 5% Registration and Hosting Data

Source: <http://www.seomoz.org>

2009 data based on compilation of SEO expert opinions

Link Popularity

- Google uses the PageRank algorithm to determine site authority. Google assigns a number to a page (1-10) to determine page authority

- Sites with high authority can pass on their authority to other sites
- Site owners want sites with high authority to link to their site to pass on their “link juice”
- Many sites with low authority linking to a site don’t count as much as one site with high authority
- Search engines make the assumption that if your site is any good, other sites should link to it
- Example – an encyclopedia topic – wikipedia.org often has first page ranking

Site Authority

- Google uses the PageRank algorithm to determine site authority. Google assigns a number to a page (1-10) to determine page authority
- This is good. A PageRank of 3 and higher can pass “link juice” to other sites.
- Sites can achieve authority a number of ways – links from other sites, age, quality of content, and many more factors
- Google can determine if users in the past have found the page helpful by determining the amount of time they were on the page
- Users that quickly “bounce” off a page after clicking help Google determine if a page offers valuable content for a particular search term / topic

Page Content

- Keywords need to be in several places on the page, most importantly titles
- Position of content matters – content in the first paragraph matters more than content in the last paragraph
- Words in bold carry more weight
- Site content should read like a news story using the inverted pyramid model – more important information at the top
- Summaries of each page should be written and placed in a hidden area for out-of- context listings

Overall Ranking Factors

Source: <http://www.seomoz.org>

2009 data based on compilation of SEO expert opinions

The Video Elephant in the Room

YouTube and SEO

- YouTube is the #2 search engine, larger than Yahoo!
- YouTube demographics: 18-55, evenly divided between males and females, and spanning all geographies. Fifty-one percent of users go to YouTube weekly or more often, and 52 percent of 18-34 year-olds share videos often with friends and colleagues according to YouTube.
- YouTube videos can be optimized just like Web sites: keywords, titles, and descriptions. Videos can include links to landing pages.
- YouTube streams 1.2 billion videos / day worldwide.
- New technology enables automatic captioning for videos – this improves searchability by translating voice to text content.

Effects of Video on Rank

- It is believed pages with video and audio content (“engagement objects”) rank higher due to a better user experience
- Having video on a page increases the chance it will be shared
- Multiple videos on a particular topic can make the site a resource center
- Popular videos get a lot of press in trade magazines like AdWeek which can drive traffic to the main site
- Stand out – many sites still do not offer video, however, many are catching on and the number of professionally produced videos is rising – 20% increase in 2009.

Cut to the Front of the Line

Can't Earn Rank? Buy Rank.

- Sometimes, there just isn't time to optimize a site for search, or site architecture doesn't make optimization feasible
- Google AdWords lets companies cut to the front of the line by paying for search terms, and then letting them bid for the top spot
- Pay-Per-Click (PPC) can cost anywhere from pennies to several dollars

- Example: 1000 clicks for the phrase “Advertising Agency” @\$3/click = \$3,000
- Some strategies involve performing SEO in conjunction with Google AdWords for the best possible reach

Google AdWords Benefits

- Contextual targeting technology automatically positions ads next to relevant content
- Target specific sites like the New York Times using text and image ads
- Users can trust sponsored ads because a real company is paying for them
- Target users by city, region, country
- Target users on mobile phones
- Pay only when users click ads – ad impressions are free
- Tools to provide keyword traffic and cost estimation
- Companies can set a monthly budget so they don’t overspend

The Future of Search

Are SEO Rules Set in Stone? What About the Future?

- Several years ago, it was thought Google used 120 variables to determine how a page ranked. Today, it is thought 200 variables are used.
- Search engines use secret, proprietary algorithms that change frequently based on spammers, new technology, user behavior patterns, and many other factors
- More weight will be given to sites with “engagement objects” like audio, video, maps, and other widgets that engage users
- Facebook now has a search bar built into its homepage. Search requests are forwarded to Microsoft’s Bing search engine. Social media may change the way we search and what we search for.
- Mobile phones are gaining in popularity... the number of devices consumers use to search is changing what information is returned and how it is presented.
- Industry leaders change – today Google is the number one search provider, but Microsoft’s Bing search is taking market share and pioneering new search result presentations.

About Ken Morico



Ken Morico is a developer and digital strategist. He's been helping Fortune 500 companies and entrepreneurs fulfill their missions while working in major metropolitan areas like New York, Los Angeles, and Houston.

Ken got his start in the Web world in the late 90s / early 2000s working for early internet startups and was one of the first content marketers on the Internet.

Ken has won 15 Web awards over the course of a number of years and his blog has been read by millions of people around the world. Ken has also published books on his Website with readers rivaling that of The New York Times bestsellers. One of his iOS apps was featured on the Apple App Store for 10 days.

As an entrepreneur, Ken makes his own way. Let him help you make your own way with [consulting sessions](#), [blogs](#) and [podcasts](#).

Follow: [Twitter](#) · [Facebook](#) · [Instagram](#)

© 2019 by Ken Morico. All rights reserved.