

SEO

Mike Santos



- 1.** Vocabulary
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- 3.** Technical SEO
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- 5.** Changes on the horizon

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Vocabulary

Search Engine Optimization

SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results.

Search Engine Marketing

Often used to describe acts associated with researching, submitting, and positioning a site within search engines to achieve maximum exposure. SEM includes things such as **search engine optimization** and paid listings.

Search Engine Results Page (SERP)

The page you land on after submitting your search query.

Crawler, Spider, or Bot

A specialized program used by search engines to find and add web pages to their indexes.

Trust & Trust Rank

A method of differentiating between valuable pages and spam by quantifying link relationships from trusted human evaluated seed pages.

PageRank

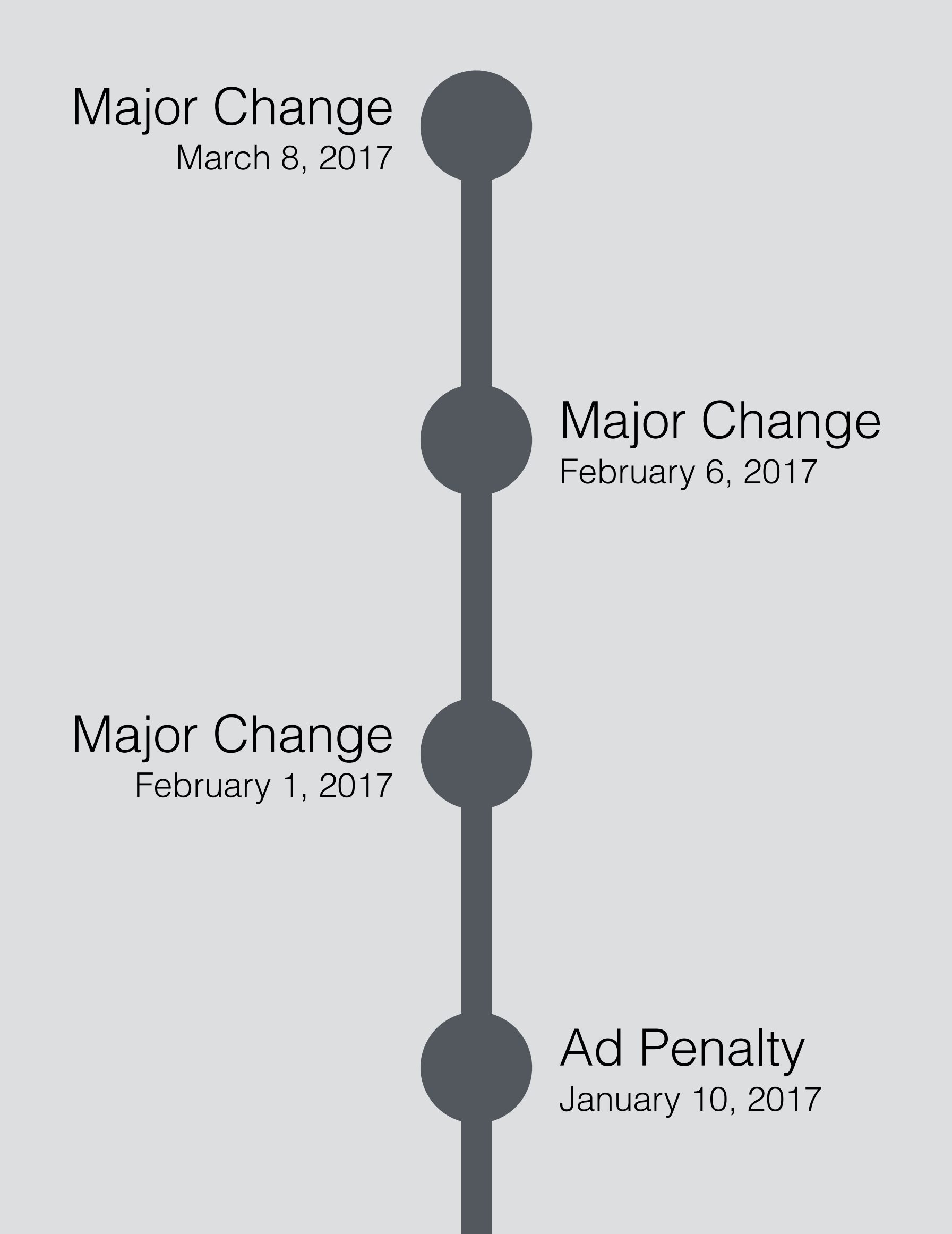
A value between 0 and 1 assigned by the Google algorithm, which quantifies link popularity and trust among other (proprietary) factors.

Search ranking

EXPLAINED

Search ranking explained

The algorithm is constantly changing



9

search rank
influencers

9

Page level social
metrics. **3.98 out of 10**

Quantity & quality of social shares to a particular page.

8

Domain-level features. 4.09

Domain name length, TLD extension, SSL certificate, etc.

7

Domain-level keyword usage. 4.97

Exact-match or partial-match keyword domains.

6

Domain-level
brand metrics. 5.88

Mentions of brand in news/media/press, etc.

5

Engagement & traffic data. 6.55

SERP engagement, clicks data, visitors traffic, etc.

4

Page-level features. 6.57

Content length, readability, open graph markup, uniqueness, load speed, mobile-ready, structured data markup, HTTPS, etc.

3

Page-level content & keywords. 7.87

Content relevance, quality, and quantity.

2

Page-level link features. 8.19

PageRank, trust metrics, quantity of linking domains, quality of linking sources, etc.





Domain-level link features. 8.22

Quantity of links, trust, domain-level Page, Rank, etc.

1. Domain-level link features. 8.22

Quantity of links, trust, domain-level Page, Rank, etc.

2. Page-level link features. 8.19

PageRank, trust metrics, quantity of linking domains, quality of linking sources, etc.

3. Page-level content & keywords. 7.87

Content relevance, quality, and quantity.

4. Page-level features. 6.57

Content length, readability, open graph markup, uniqueness, load speed, mobile-ready, structured data markup, HTTPS, etc.

5. Engagement & traffic data. 6.55

SERP engagement, clicks data, visitors traffic, etc.

6. Domain-level brand metrics. 5.88

Mentions of brand in news/media/press, browser data of site usage, etc.

7. Domain-level keyword usage. 4.97

Exact-match or partial-match keyword domains.

8. Domain-level features. 4.09

Domain name length, TLD extension, SSL certificate, etc.

9. Page level social metrics. 3.98

Quantity & quality of social shares to a particular page.

Technical SEO

The way the page
is coded

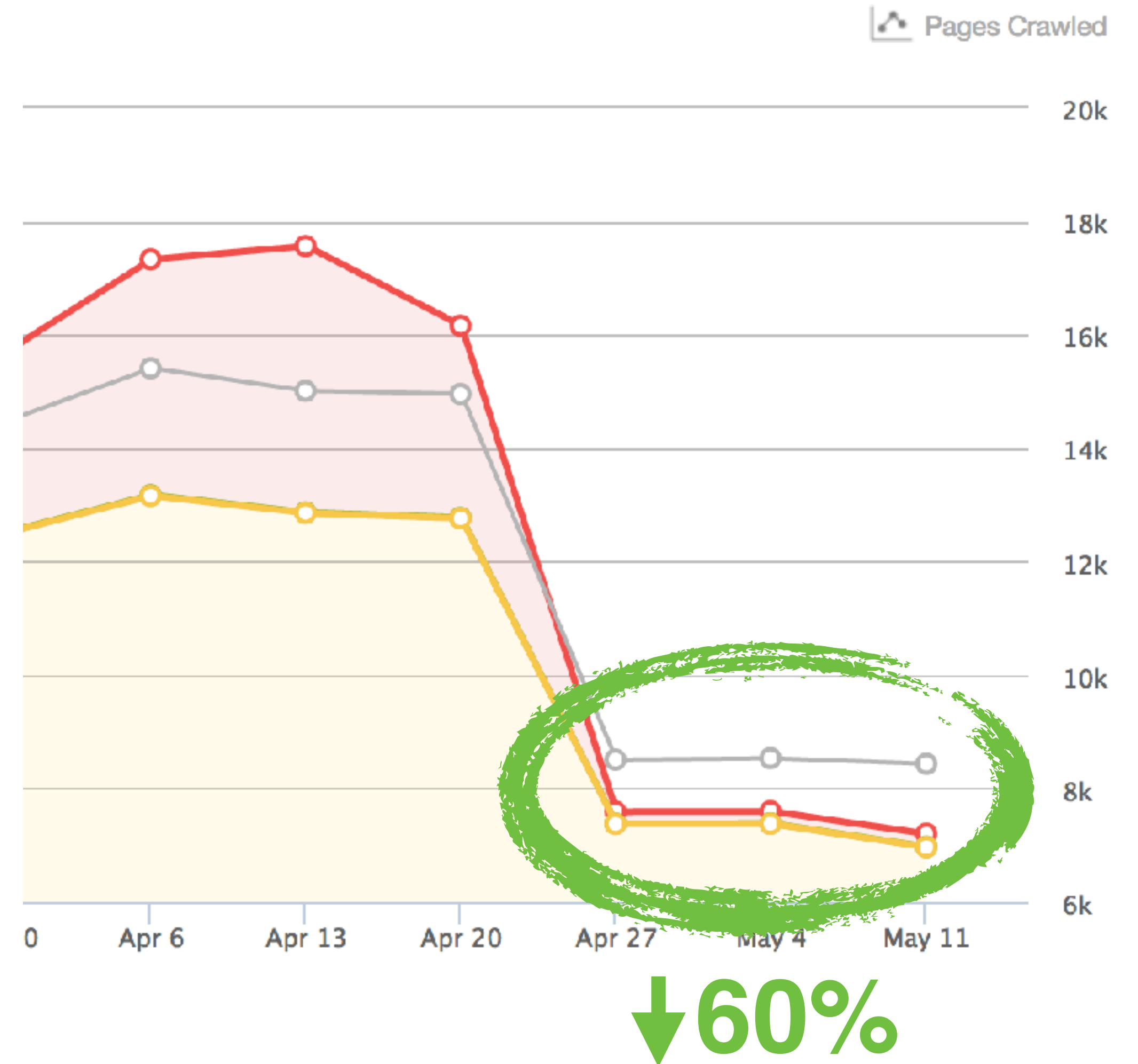
```
<html>
<head>
<title>Technical SEO</title>
<meta name="description" content="G3 Preso">
</head>
<body>
<h1>Technical SEO</h1>
<p>Everyone thinks SEO is all about the
keywords or content of the page. But in reality,
your ranking is effected by a not only the content,
but also the way the content is coded.</p>
<h2>It's the <strong>unspoken</strong> piece
of the SEO puzzle.</h2>
</body>
</html>
```

Overcoming quirks & issues

- A) Loading speeds
- B) Device rendering (mobile)
- C) Duplicate titles & pages
- D) 4XX & 5XX page errors
- E) Missing meta info
- F) Lengthy URLs

Technical SEO

We've seen a reduction of 60% of high & medium priority issues



Contribute to
higher rankings



SEO & digital publishing

Structure matters

Heading 1 <h1>

Here's the body copy. We should always strive to write content that is going to connect with our audience. Our **end goal** is not only to get them to view the pages, but to also share it socially, and link back to it from other websites. That's how we'll **rank higher on search engines**.

Heading 2 <h2>

Heading 2's are important to the content structure. Just how it helps organize and **break down the content to the reader**, it helps break it down for search engines as well.

Title 88% Of Marketers Say Personalization Boosts Business Results

Title alias (URL) 88-cf-marketers-say-personalization-boosts-business-results

Category - - - Digital Marketing

Tags

Featured No Yes

Published No Yes

Content Image Image gallery Media Extra Fields Attachments

[Toggle Editor]

Paragraph Font family Font size Styles

Retailers, analysts and consumers alike consistently tout personalization as necessary to shaping the customer experience, and marketers agree: **96%** believe [personalization advances customer relationships](#). Among marketers, **88%** say they realize a measurable lift in business results from the strategy, according to Evergage.

More than half (53%) of these businesses report a personalization lift of greater than 10%; for 10% of respondents, the lift exceeds 30%. Of the 200+ marketers interviewed:

- **63%** increased conversion rates;
- **61%** improved overall customer experiences; and
- **57%** increased visitor engagement.

These tangible benefits mean organizations will rely even more heavily on personalization in the future. As many as 73% of marketers think personalization should be a bigger priority in their organization, up from 64% that said so in 2016. Nearly half (46%) say their personalization budget will increase next year (up from 35% last year), while 50% say their budget will stay the same.

55% Of Marketers Say Personalization Efforts Need Improvement

Despite the benefits it brings, 55% say the industry still isn't getting personalization right. Nearly half (46%) give their company's personalization efforts a "C" grade or below — although that's an improvement from the 55% that gave this grade in last year's study.

Just 30% report being "very" or "extremely" satisfied with the level of personalization in their marketing efforts. Marketers say that top impediments to expanding their company's reliance on personalization include:

- Lack of budget: 53%;
- Lack of personnel: 52%;
- Lack of knowledge/skills: 41%; and
- Access to data: 34%.

To execute their personalization initiatives, 67% of marketers solely use rule-based personalization, designed to deliver experiences to specific groups or segments of people based on the manual creation of business rules. Among marketers exclusively applying rule-based

Path: p Words: 293

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What happens when you mix B2B marketing with a six-pack? The answer: A new go-to-market execution model that can help your business transform from product-centric to audience-centric.

On Thursday morning at the [SiriusDecisions 2017 Summit](#), Marisa Kopec, VP, Innovation and Product Management, and Ross Graber, Senior Research Director, Marketing Operations Strategies, introduced the [SiriusDecisions'](#) Go-to-Market Execution Model.

In many ways, this is the model that marketers have been waiting for. It's the blueprint to operationalize how marketing, sales and product need to align to become audience-centric and grow the business — faster. You'll see how the six-pack figures into this shortly.

We don't need reminding that nearly every B2B organization faces the challenge of moving from a product-centric focus to an audience-centric focus. Organizations are structured based on product, and success metrics focus on revenue, market share and profitability. Changing this requires deprogramming your sales and product people (and maybe marketing too) and getting buy-in to shift to a new paradigm, according to Marisa,

Let's see how we can get there.

Marisa began by introducing three signs your business is not audience-centric.

- You're focused on yourself (your products/services) and not your buyer.
- You don't know how your brand/solution compares to the competition as you're vying for the buyer's attention.
- Your messaging and marketing tactics don't resonate with the needs and desires of your buyers.

All three indicate that you're not making a connection with your buyers — a necessary connection to win their attention and their business. Ross shared that companies eventually reach an inflection point where they can grow without audience-centricity.

Now Marketers Have a Blueprint

The new Go-to-Market Execution Model is the result of two years of research and customer input. Its purpose is to help marketers operationalize audience-centricity. The key to success is having marketing, sales and product adopt the model. The model is built on eight activity-based stages:

1. Audience
2. Architect
3. Ideate
4. Plan
5. Design
6. Build
7. Activate
8. Measure

Content &
keywords (still)
matter

88% Of Marketers Say **Personalization Boosts Business Results**

Retailers, analysts and consumers alike consistently tout personalization as necessary to shaping the customer experience, and marketers agree: 96% believe **personalization** advances customer relationships. Among marketers, 88% say they realize a measurable **lift in business** results from the strategy, according to Evergage.

55% Of Marketers Say **Personalization Efforts Need Improvement**

Other factors to take note of

- A) Keyword usage within first 100 words, and 3-5 times throughout.
- B) Linking & bolding keywords
- C) Image alt text (include keywords)
- D) Image/Media size

Changes on the horizon

Changes on the horizon

We won't know
when they roll out
until it actually
happens



Questions?

Mike Santos



June 2nd. Same place, same time.

What's *MOZ*?



Steve Voith



Mike Santos