



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

Search Engine Optimization Fundamentals: Building A Search Friendly Site



John Thyfault,

Vice President of Search Engine & Social Media Marketing, Beasley Direct and
Online Marketing

Adjunct Professor, University of California, Santa Cruz, Silicon Valley Extension

March 2, 2018 | 10:00 AM - 12:00 PM PST



CERTIFICATION WORKSHOP

- Presenter's Background & Qualifications
- How Search Engines Work & How Do People Interact With Them
- Why Do Search Engine Optimization (SEO)
- Measuring & Tracking Success
- Keyword & Content Topic Research
- SEO Friendly Design and Usability
- How Popular Are You?
- Conclusions



CERTIFICATION WORKSHOP

Contact: Sky Cassidy
MountainTop Data
scassidy@mtd-email.com
(818) 252-8140 x2788
www.MountainTopData.com



CERTIFICATION WORKSHOP

The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for Direct and Online Marketing professionals in the San Francisco Bay Area.

We hold monthly seminar meetings, certification workshops, periodic half-day seminars, and provide opportunities for the best in learning and job networking in the Northern California marketing community



CERTIFICATION WORKSHOP

- Mar 16, 2018** 10:00am-12:00pm PST Advanced Search Engine Optimization
- Mar 23, 2018** 10:00am-12:00pm PST Improving Email Marketing Response Rates
- Apr 20, 2018** 10:00am-12:00pm PST Pay Per Click Advertising Fundamentals
- Apr 27, 2018** 10:00am-12:00pm PST Advanced Pay Per Click Advertising
- May 4, 2018** 10:00am-12:00pm PST Web Analytics
- May 18, 2018** 10:00am-12:00pm PST Advanced Web Analytics

<http://www.dmanc.org/certification.htm>



CERTIFICATION WORKSHOP

- A certificate requires the completion of any 8 courses, taken within two years of starting.
- Of course, if a certificate isn't in your immediate plan, you can take as few or as many of the courses as you'd like.
- Students who complete a certification program will receive a frameable Certificate of Completion as well as a digital badge to include on your website, blog, email signature, or social profiles.



CERTIFICATION WORKSHOP

John Thyfault, Vice President, Search Engine & Social Media Marketing at Beasley Direct and Online Marketing

- John Thyfault has more than 20 years of marketing, sales and product development experience. His knowledge of search engine optimization (SEO), pay per click (PPC) marketing and social media marketing, combined with an in-depth understanding of customer identification, market analysis and segmentation, allows him to deliver high returns on client marketing investment.
- Prior to working with Beasley Direct and Online Marketing, John was Senior Client Services Project Director at ThirdAge.com, a first wave baby boomer lifestyle and community website. At ThirdAge he successfully led major client sponsorships for Tylenol, American Century, Intel, IBM, and Revlon.
- John has led workshops for the Silicon Valley American Marketing Association, the Direct Marketing Association in Northern and Southern California and the Business Marketing Association. He also teaches Search Engine Marketing at the University of California, Santa Cruz, Extension in Silicon Valley and is led day long seminars as part of the Online Marketing Summit's 2011 International Tour.



Organic Search Optimization: How Search Engines Look At Your Site



CERTIFICATION WORKSHOP

- The act of altering a web site so that it does well in the organic, crawler-based listings of search engines. In the past, has also been used as a term for any type of search engine marketing activity, though now the term search engine marketing itself has taken over for this.
- Also called SEO.



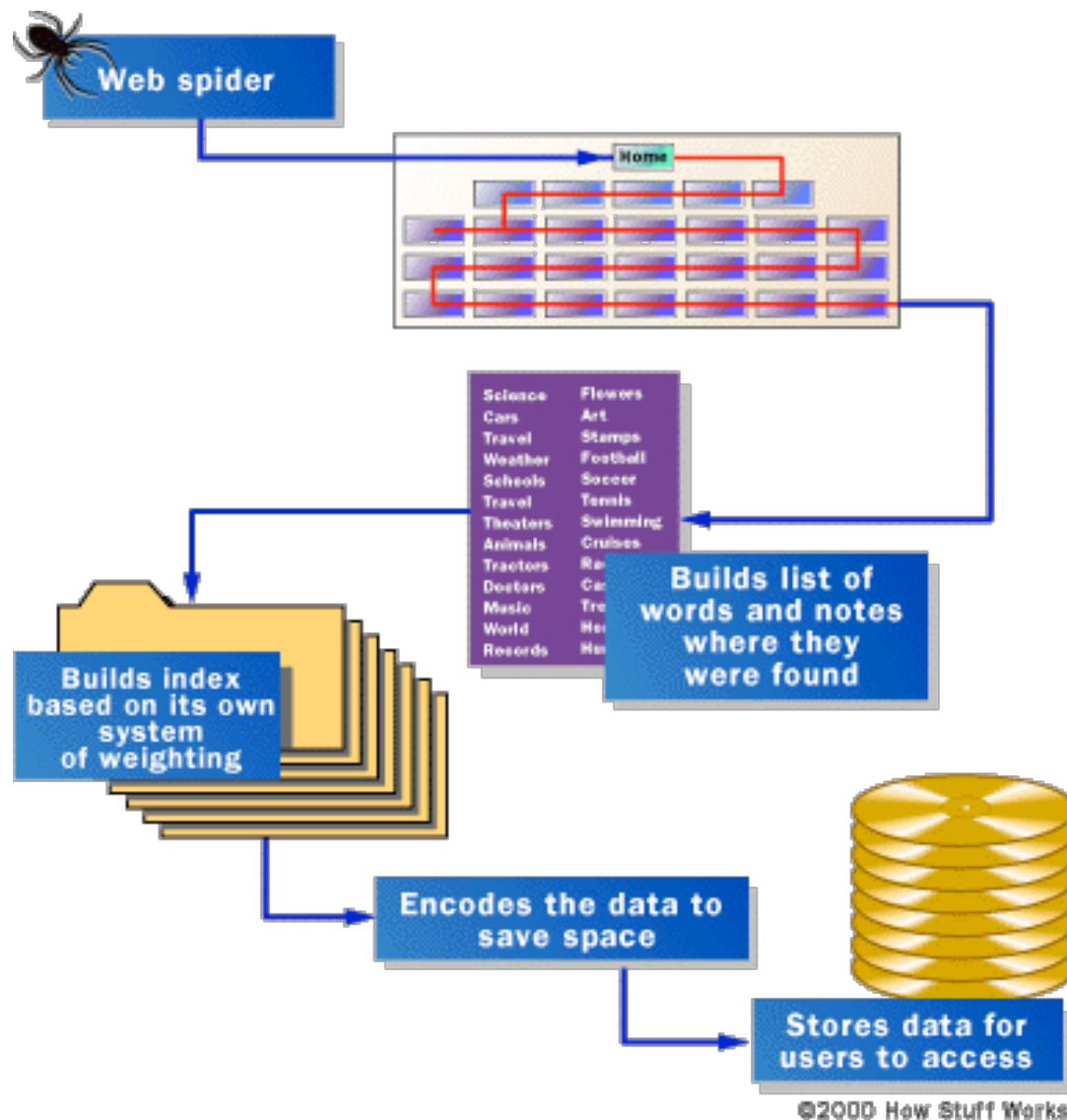
CERTIFICATION WORKSHOP

- 81% of web users find web sites via search engines
- Search engine marketing has proven itself to be an excellent vehicle in capturing the attention of a desired audience, when actively seeking company or product info
- Exceptionally cost-efficient and trackable marketing vehicle
- Drives qualified, volume traffic
- Ability to brand products, services and special events online



How Does A Search Spider/Bot Work?

CERTIFICATION WORKSHOP



CERTIFICATION WORKSHOP

The screenshot shows a Google search for "sonos wireless speakers". The search bar is at the top with the Google logo. Below the search bar, there are tabs for "All", "Shopping", "Videos", "Images", "News", "More", and "Search tools". The search results are displayed in two columns. The left column contains several text-based ads, including "This is SONOS® - SONOS.com", "Sonos Surround Sound - Amazon.com", "Sonos Wireless Speakers - Crutchfield.com", "Sonos | HiFi Wireless Speakers & Home Audio Systems", and "The Sonos System | Sonos". The right column features a "Shop on Google" section with four product listings: "Sonos PLAY:3 - Wireless HiFi ...", "Sonos PLAY:5 - Wireless ...", "Sonos - Play:1 Wireless ...", and "Sonos PLAY:5 - The Ultimate ...". Each product listing includes an image of the speaker, the product name, the price, and the retailer's name. The search results are also framed by a light blue border.

3-4 ads up top

Shopping Ads (PLAs) on the right column

Reviews in middle of page

Additional ads at the bottom of the page



CERTIFICATION WORKSHOP

Wireless Speakers | Pioneer Electronics USA

www.pioneerelectronics.com/.../Wireless-Speakers ▾ Pioneer Corporation ▾
Car. Upgrade your ride with the ultimate car stereos, amps, **speakers**, subwoofers and
GPS. Explore Car · AppRadio · NEX · GPS Navigation · DVD Receivers ...

9th organic listing

Letv Bluetooth Speaker

Ad www.lemall.com/us ▾

Deliver super sound experience Small but mighty,\$17.99 only!

Which One Is The Best? - 2016's Top 10 Wireless Speakers

Ad www.bestreviews.guide/WirelessSpeaker ▾

4.9 ★★★★★ rating for bestreviews.guide

We Did The Research For You.

Additional ads at bottom

Wireless Speakers

Ad www.crutchfield.com/ ▾

Free, Fast Shipping on Most Orders! Expert Advice: Call, Chat, or Email

Ratings: Product quality 9/10 - Shipping 8.5/10 - Selection 8.5/10 - Website 8/10

Searches related to wireless speakers

wireless **outdoor** speakers

wireless speakers **walmart**

wireless speakers **for tv**

wireless speakers **surround sound**

wireless speakers **home theater**

wireless **surround** speakers

bluetooth speakers

wireless **speaker system**



CERTIFICATION WORKSHOP

The screenshot shows a web browser window with a Google search for "abraham lincoln". The search results page displays various links to Wikipedia, Biography, and U.S. Presidents. A Siri Knowledge Popup is visible on the right side of the browser window, showing a small image of Abraham Lincoln and a brief description. A Google Knowledge Graph is also visible on the right side of the browser window, showing a larger image of Abraham Lincoln and a detailed biography.

Siri Knowledge Popup

Google Knowledge Graph

Abraham Lincoln - Wikipedia
https://en.wikipedia.org/wiki/Abraham_Lincoln
Abraham Lincoln (February 12, 1809 – April 15, 1865) was an American statesman and lawyer who served as the 16th President of the United States from March 1861 until his assassination in April 1865. Lincoln led the United States through its Civil War—its bloodiest war and perhaps its greatest moral, constitutional, and ...
[Sexuality of Abraham Lincoln](#) · [Health of Abraham Lincoln](#) · [Abraham Lincoln Statue](#)

Abraham Lincoln Biography - Biography
<https://www.biography.com/people/abraham-lincoln-9382540>
Feb 16, 2018 - Abraham Lincoln was the 16th president of the United States. He preserved the Union during the U.S. Civil War and brought about the emancipation of slaves. ... Abraham Lincoln was born in a log cabin in Hardin County, Kentucky, on February 12, 1809.

Abraham Lincoln - U.S. Presidents - HISTORY.com
www.history.com/topics/us-presidents/abraham-lincoln
Abraham Lincoln, a self-taught lawyer, legislator and vocal opponent of slavery, was elected 16th president of the United States in November 1860, shortly before the outbreak of the Civil War. Lincoln proved to be a shrewd military strategist and a savvy leader: His Emancipation Proclamation paved the way for slavery's ...

Abraham Lincoln - Whitehouse.gov
<https://www.whitehouse.gov/about-the-white-house/presidents/abraham-lincoln/>
Abraham Lincoln became the United States' 16th President in 1861, issuing the Emancipation Proclamation that declared forever free those slaves within the Confederacy in 1863.

Abraham Lincoln | Biography, Facts, History, & Childhood | Britannica ...
<https://www.britannica.com/biography/Abraham-Lincoln>
Feb 6, 2018 - Abraham Lincoln, byname Honest Abe, the Rail-Splitter, or the Great Emancipator, (born February 12, 1809, near Hodgenville, Kentucky, U.S.—died April 15, 1865, Washington, D.C.), 16th president of the United States (1861–65), who preserved the Union during the American Civil War and brought about ...

Abraham Lincoln
16th U.S. President

Abraham Lincoln was an American statesman and lawyer who served as the 16th President of the United States from March 1861 until his assassination in April 1865. [Wikipedia](#)

Born: February 12, 1809, Hodgenville, KY
Height: 6' 4"
Assassinated: April 15, 1865, Petersen House, Washington, D.C.
Party: National Union Party
Children: Robert Todd Lincoln, William Wallace Lincoln, Tad Lincoln, Edward Baker Lincoln

Quotes [View 7+ more](#)

Government of the people, by the people, for the people, shall not perish from the Earth.

Whatever you are, be a good one.

I am a slow walker, but I never walk back.



CERTIFICATION WORKSHOP

- Added on February 28, 2018.
- Designed to answer questions that could have multiple interpretations. Nuanced questions is another way of looking at this.
 - Similar features have been on Bing since last fall.
- Launching first on mobile, then desktop around the end of March.



CERTIFICATION WORKSHOP

The image shows a Google search interface for the query "garden needs full sun?". The search bar includes tabs for ALL, SHOPPING, IMAGES, NEWS, VIDEOS, and MA. Below the search bar, a multi-featured snippet is displayed, consisting of several components:

- Knowledge Graph:** A box titled "What garden plants need full sun?" containing a paragraph: "Tomatoes, cucumbers, peppers, peas, beans, corn and squash benefit from being grown in areas with full sun. Carrots, radishes, beets and other root vegetables require at least half a day of sun to thrive. Leafy greens such as spinach, chard, kale and the many varieties of lettuce tolerate the most shade in the garden."
- People Also Ask:** A section titled "PEOPLE ALSO ASK" with three expandable questions:
 - What potted plants like full sun?
 - What plants do well in full sun?
 - Do all vegetables need full sun?
- Feedback:** A "Feedback" link at the bottom right of the "People Also Ask" section.
- Search Results:** Below the snippet, there are search results including "What Kind of Vegetables Like Full Sun to Grow? | Home Guides | SF ..." and "SFGate > homeguides > kind-vegetables-l...".
- Knowledge Graph Detail:** A separate box titled "What counts as full sun?" provides a detailed answer: "Full sun" definitely means at least six hours per day, but some plants such as vegetables really need eight to ten hours per day. "Partial sun" or "partial shade" means that the plant needs 3-6 hours of direct sun per day. The terms sometimes are used interchangeably. Below this text are two search results: "Meadows Farms - A Handbook for Gardening in NOVA Excerpts | ..." and "Meadows Farms > Lawn-Garden-Care".
- Footer:** At the bottom right, there is a logo for "BEASLEY DIRECT AND ONLINE MARKETING, INC. REAL COMMITMENT. REAL RESULTS."

CERTIFICATION WORKSHOP



Sign in
0
Menu

[All](#)
[Images](#)
[Videos](#)
[Maps](#)
[News](#)
[Shop](#)
[My saves](#)

88,000,000 Results
Any time

50% Off Motorcycle Helmet - leatherup.com

ad · www.leatherup.com ▾
20 years in business, top brands, HJC, Bell, Shoei, THH Biker Helmets
Helmet Buyers Guide: When buying a **motorcycle** or atv **helmet**, there are five basic ...
Low Price Guarantee · Fast Delivery · Free Shipping Over \$99 · Save Up to 50%

DOT Half Helmets

Outlaw Motorcycle Helmets - half helmets, half face helmets, ...

Bluetooth Helmets

Largest selection at the lowest prices online. Free Shipping!

Modular Helmets

50% off Leather Jackets Motorcycle Jackets, Motorcycle Boots, ...

Bluetooth Motorcycle Headsets

Ride hands free with a Bluetooth headset from LeatherUp.

Motorcycle Helmets - Save Today at Cycle Gear - cyclegear.com

ad · www.cyclegear.com/Motorcycle/Helmets ▾
Free Shipping. Save up to 75% off Top Gear. Elite Customer Service
Street & Sportbike Motorcycle Helmets - Cycle Gear
cyclegear.com has been visited by 10K+ users in the past month
Best Prices Guaranteed · Premium Customer Service · 7-Day Helmet Exchange

Shop Motorcycle Helmets

ad · www.RevZilla.com ▾
Free Shipping on Orders Over \$40. Expert Gear Advice From Riders
revzilla.com has been visited by 10K+ users in the past month
Hassle Free Returns · Price Match Guarantee · Fast, Free Shipping · Free Shipping

Shop Motorcycle Helmet - Amazon.com Official Site - amazon.com

ad · www.amazon.com/automotive/motorsports ▾
Ratings: Customer Service 4.5/5 - Product Selection 5/5
Find Deals on **Motorcycle Helmet** in Motorsports on Amazon.
Discover Prime Music · Earth's Biggest Selection · Shop our Deal of the Day

Motorcycle Helmets | Helmets | J&P Cycles

<https://www.jpccycles.com/motorcycle-helmets> ▾
Top motorcycle helmet brands like Bell and Skid Lid are in-stock now. Shop full face motorcycle

Shop for motorcycle helmets

ads ⓘ

 Skid Lid Traditional ... \$39.96 Jafrum	 Novelty Eagle Helmet - ... \$29.99 Jafrum	 Scorpion Covert ... \$209.95 Motosport Free Shipping	 Skid Lid Traditional ... \$39.96 Jafrum
 Bell Rogue Helmet, ... \$249.95 Motosport Free Shipping	 Yescom Motorcycle ... \$41.95 Walmart ★★★★★ 4	 Bell Rogue Motorcycle ... \$249.95 Riders Domain Free Shipping	 HJC IS-Cruiser Blush ... \$98.99 J&P Cycles

See more shopping results for **motorcycle helmets**

Motorcycle Helmets - Lowest Price Guarantee

ad · DennisKirk.com/Motorcycle-Helmets ▾
Shop a Huge Selection of **Helmets**. Lowest Price Guarantee. Shop Now!

Motorcycle Helmets - jpccycles.com

ad · www.jpccycles.com/Helmets ▾
1000's of **Helmets** at J&P Cycles. Best Service & Selection Since 1979

HJC Motorcycle Helmets - ridersdomain.com

ad · www.ridersdomain.com/HJC/helmets ▾
Great selection of HJC Motorcycle Helmets. Great service, Free Shipping \$75+

Much more real estate devoted to ads



CERTIFICATION WORKSHOP





[Sign in](#)

0



[All](#)
[Images](#)
[Videos](#)
[Maps](#)
[News](#)
[Shop](#)
[My saves](#)

1,630,000 Results
Any time ▾

Abraham Lincoln - Wikipedia

https://en.wikipedia.org/wiki/Abraham_Lincoln ▾

Abraham Lincoln (February 12, 1809 – April 15, 1865) was an American statesman and lawyer who served as the 16th President of the United States from ...

[Robert Todd Lincoln](#) · [Family and childhood](#) · [Early career and militia service](#)

News about Abraham Lincoln

[bing.com/news](#)



Abraham Lincoln boys lose early lead, fall to Sioux City East in Class 4-A substate final

[Omaha](#) · 1d

COUNCIL BLUFFS — The Council Bluffs **Abraham Lincoln** boys entered the Class 4-A Substate 1 final with something to prove. That fire was obvious from the start, as the Lynx (13-10) jumped out to ...

Bruce's History Lessons: The Lincoln Lawyer

[Tribune-Star](#) · 4h

This week (March 1) in 1837, the young **Abraham Lincoln** was formally admitted as an attorney licensed to practice law in the state courts of Illinois. Subsequently he began taking on "every kind ...

\$41,250 for Abraham Lincoln's fountain pen at auction

[The Washington Examiner](#) · 6d

Former President **Abraham Lincoln**'s fountain pen, decorated with a patriotic gold-colored star pattern, sold at auction Thursday for over \$40,000. Nate D. Sanders Auctions told Secrets that the pen, ...

Abraham Lincoln - U.S. Presidents - HISTORY.com

www.history.com/topics/us-presidents/abraham-lincoln ▾

Find out more about the history of **Abraham Lincoln**, including videos, interesting articles, pictures, historical features and more. Get all the facts on HISTORY.com

[History in Public](#) · [Abraham Lincoln](#) · [Lincoln's Life Masks Video](#) · [Speeches](#) · [Pictures](#) · [Play Video](#)

Abraham Lincoln Biography - Biography

<https://www.biography.com/people/abraham-lincoln-9382540> ▾

Watch video - Journey through the life of **Abraham Lincoln**, the 16th U.S. president, on Biography.com



[See all images](#)

Abraham Lincoln

[Share](#)

16th President of the United States

Abraham Lincoln was an American statesman and lawyer who served as the 16th President of the United States from March 1861 until his assassination in April 1865. Lincoln led the United States through its Civil War—its bloodiest war and perhaps its greatest moral, constitutional, and political crisis. In doing so, he preserved the Union, paved the way f... +

 [Wikipedia](#)

Lived: Feb 12, 1809 - Apr 15, 1865 (age 56)

Height: 6' 4" (1.93 m)

Spouse: [Mary Todd Lincoln](#) (m. 1842 - 1865)

Children: [Robert Todd Lincoln](#) (Son) · [Edward Baker Lincoln](#) (Son) · [Tad Lincoln](#) (Son) · [William Wallace Lincoln](#) (Son)

Parties: [Whig Party](#) · [Republican Party](#) · [National Union Party](#)

Buried: [Lincoln Tomb](#) · [Oak Ridge Cemetery](#)

Quotes

Those who deny freedom to others, deserve it not for themselves.

I walk slowly, but I never walk backward.

Tact is the ability to describe others as they see themselves.

CERTIFICATION WORKSHOP

[All](#)
[News](#)
[Images](#)
[Videos](#)
[Books](#)
[More](#)
[Settings](#)
[Tools](#)

About 37,500,000 results (0.68 seconds)

Top stories

Beyoncé Slayed at the 'Wrinkle In Time' Premiere: See the Pics

Billboard
10 hours ago

Beyoncé and Blue Ivy Jump for Joy (Literally!) at A Wrinkle in Time Screening

People
2 hours ago

Beyoncé's Dress Is the Kind You Have to Take a Million Pictures of Before Leaving the...

Popsugar
1 hour ago

[More for beyonce](#)

Beyoncé

<https://www.beyonce.com/>

Beyoncé · Music · Albums · Songs · Videos · DVDs · Tour · #BeyGood · Ivy Park · Vault · All · Editorial · My Life · Performance · Shop · Merch · Fragrance · Join · Beyoncé. Search. Follow · Terms · Privacy ...

Beyoncé (@beyonce) • Instagram photos and videos

<https://www.instagram.com/beyonce/?hl=en>

112.1m Followers, 0 Following, 1591 Posts - See Instagram photos and videos from Beyoncé (@beyonce)

Beyoncé - Wikipedia

<https://en.wikipedia.org/wiki/Beyoncé>

Beyoncé Giselle Knowles-Carter is an American singer, songwriter, dancer, and actress. Born and raised in Houston, Texas, Beyoncé performed in various singing and dancing competitions as a child.

Beyoncé

American singer-songwriter

[beyonce.com](https://www.beyonce.com)

Available on

- YouTube
- Spotify
- Deezer
- More music services

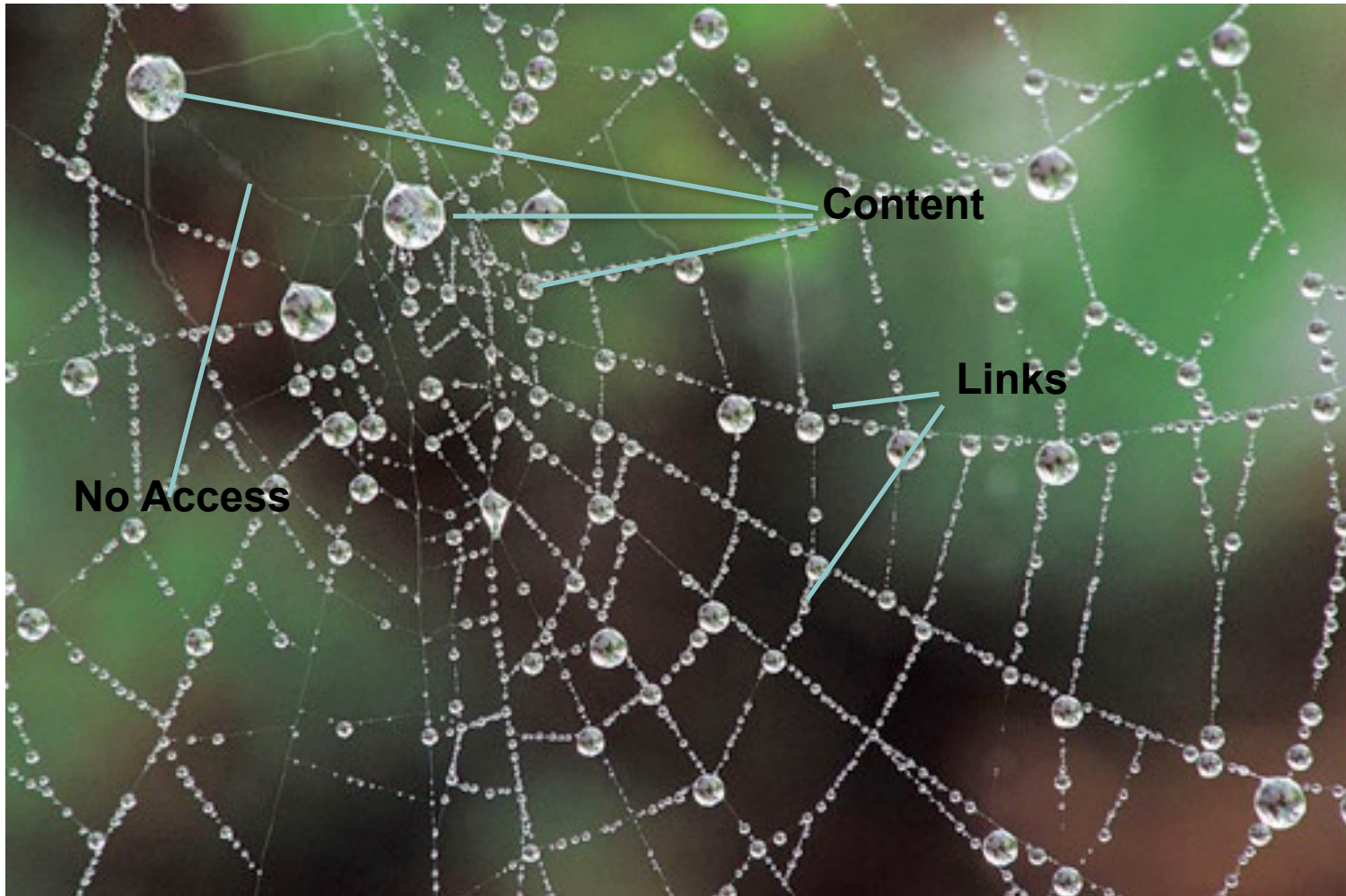
Beyoncé Giselle Knowles-Carter is an American singer, songwriter, dancer, and actress. Born and raised in Houston, Texas, Beyoncé performed in various singing and dancing competitions as a child. [Wikipedia](#)

Children: [Blue Ivy Carter](#), [Sir Carter](#), [Rumi Carter](#) Trending

Born: September 4, 1981 (age 36), [Houston, TX](#)

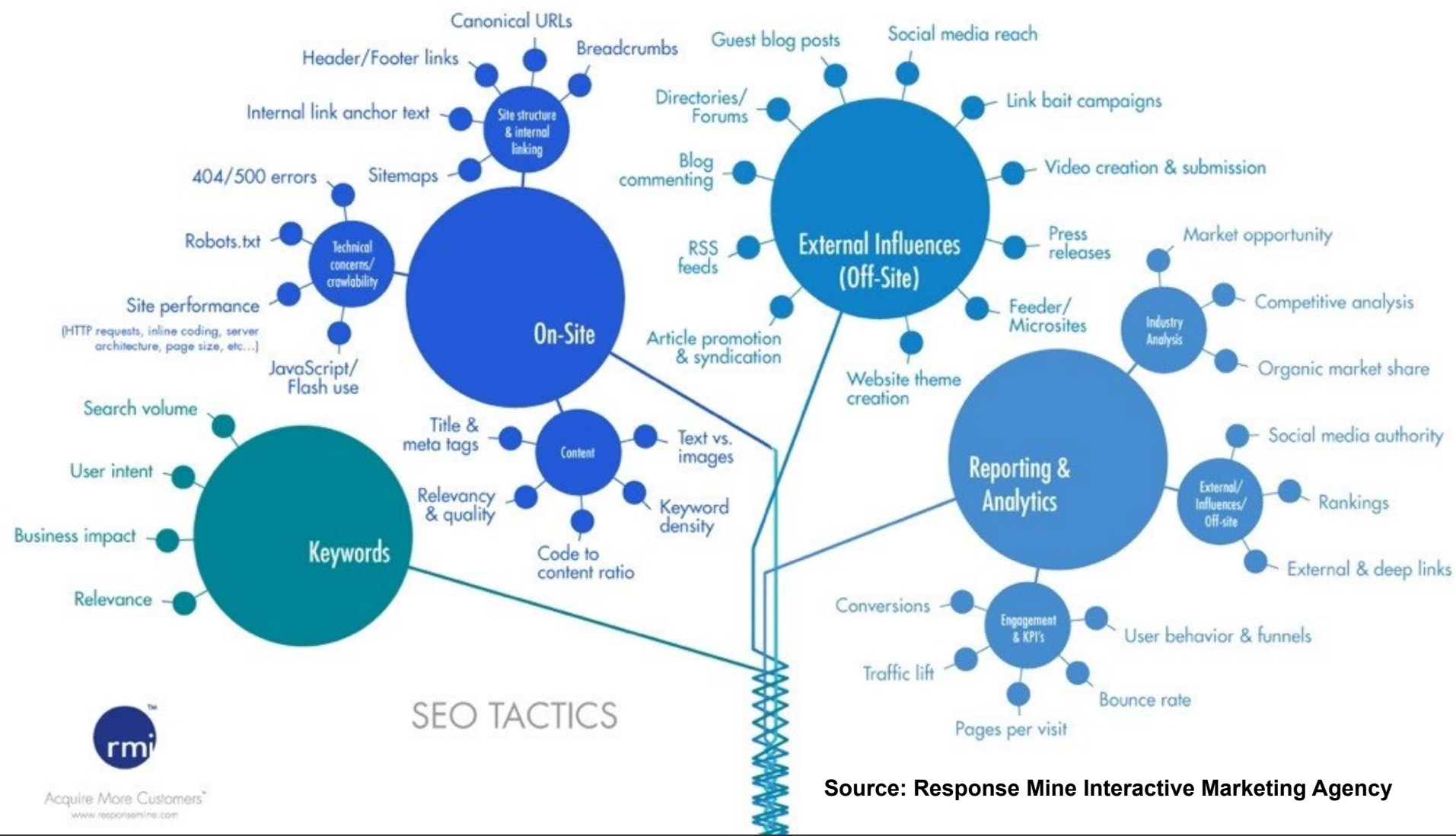
Did you know: Beyoncé (@beyonce) is the fifth-most-followed user on Instagram (111 million followers). [wikipedia.org](#)

Songs

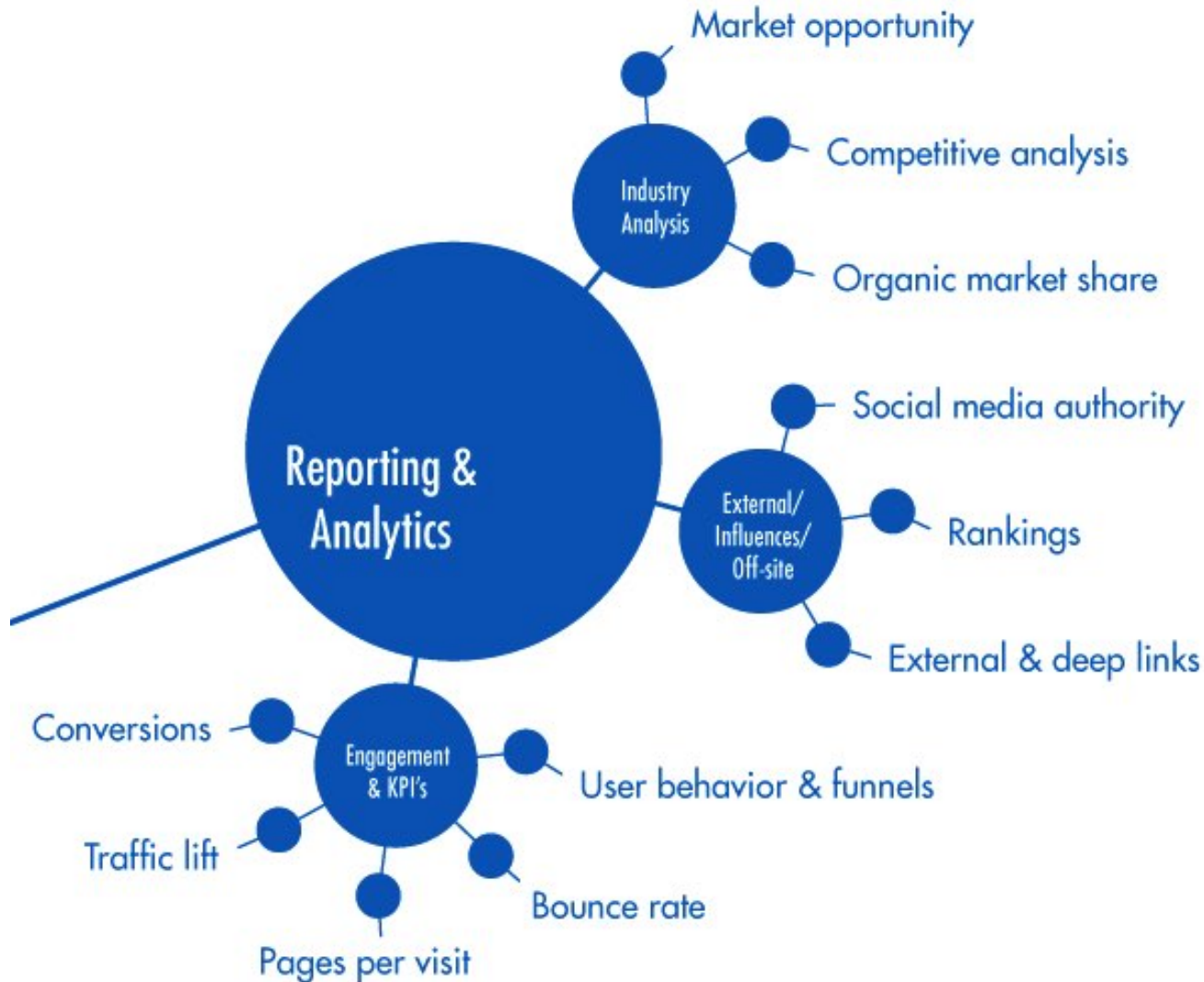


Tracking Your Success: Search Engines & Web Analytics





CERTIFICATION WORKSHOP



Periodic Table of SEO Success Factors

CERTIFICATION WORKSHOP

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold?"

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

OFF-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq Quality +3	Ht Titles +3	Ac Crawl +3	Lq Quality +3	Ta Authority +3	Sr Reputation +2	Pc Country +3
Cr Research +3	Hd Description +2	Ad Duplicate +2	Lt Text +2	Th History +1	Ss Shares +1	Pl Locality +3
Cw Words +2	Hh Headers +1	As Speed +1	Ln Numbers +1	Ti Identity +1		Ph History +3
Ce Engage +2	Hs Structure +1	Au URLs +1	Vp Paid -3	Vd Piracy -1		Ps Social +2
Cf Fresh +2	Vs Stuffing -1	Am Mobile +1	VI Spam -2			
Vt Thin -2	Vh Hidden -1	Vc Cloaking -3				
Va Ads -1						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

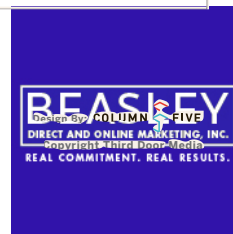
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

Written By: **Search Engine Land**

Learn More: <http://seidm.com/seotable>



CERTIFICATION WORKSHOP

- Before starting any sort of online marketing project you need to understand what the end goal of your site is
 - Sales
 - Leads
 - Information
 - Awareness



CERTIFICATION WORKSHOP

- Remember that each marketing channel exists in a larger media universe
- One channel will influence your success in other channels
- Email drives search, broadcast influences email, print drives direct traffic, social influences all channels



CERTIFICATION WORKSHOP

- Web reporting vs. web analytics
- Data without action is just noise
- Use the data for analysis that will generate actions
- Share the data and propose actions as stories and not dry points of data



CERTIFICATION WORKSHOP

- If you're not tracking, you are wasting time & money
- Some top web analytics vendors
 - Google Analytics®
 - WebTrends®
 - Adobe Marketing Cloud® (Omniiture)
 - CoreMetrics®
 - ClickTracks®



CERTIFICATION WORKSHOP

- Information and submission interfaces for the search engines
- Looks of great info on site stats
- Webmasters will receive warning when the site is in serious trouble
- Must be a verified site owner or representative to access



CERTIFICATION WORKSHOP



Search Console

http://www.

Help



Try the new Search Console

Dashboard

Messages (1)

Search Appearance

- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages

Search Traffic

- Search Analytics
- Links to Your Site
- Internal Links
- Manual Actions
- International Targeting
- Mobile Usability

Google Index

- Index Status
- Blocked Resources
- Remove URLs

Crawl

Security Issues

New and important

Introducing the new Search Console for http://www.sanmina.com/

Feb 1, 2018

[View all](#)

Current Status

Crawl Errors



Site Errors

DNS



Server connectivity



Robots.txt fetch



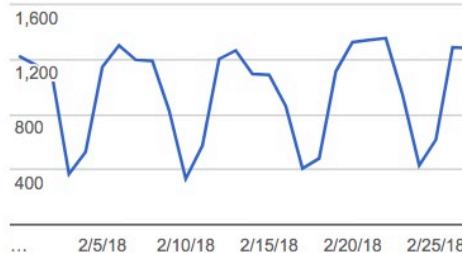
URL Errors

1 Server error
1,076 Not found

Search Analytics



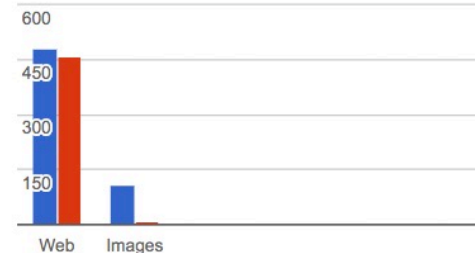
27,021
Total Clicks



Sitemaps

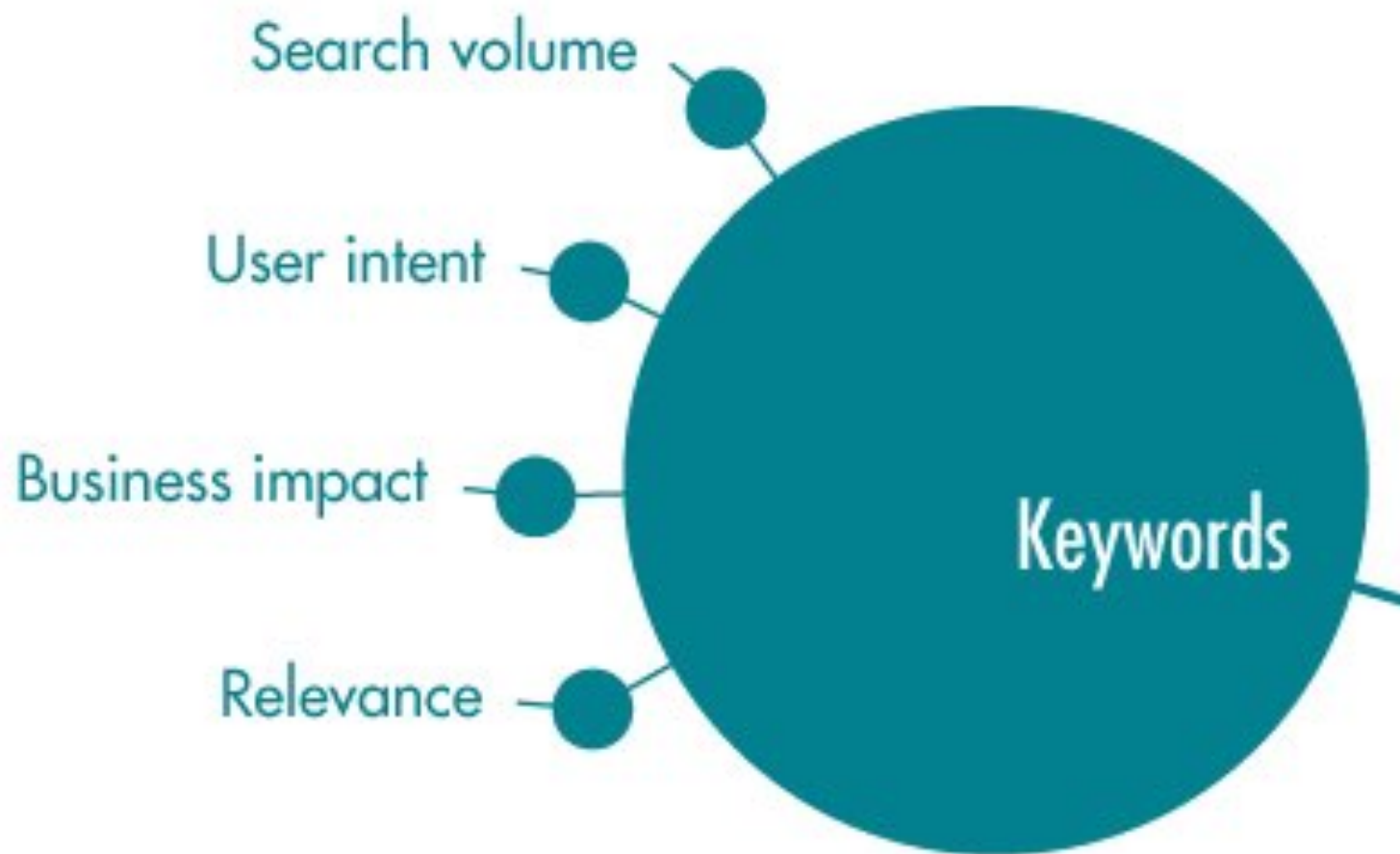
All (1)

478 URLs submitted
456 URLs indexed



Key Steps For A Successful Optimization: Topics, Content & Key Phrases (Language)





CERTIFICATION WORKSHOP

- Create good, interesting content that has value beyond just capturing a search engine's attention
- Language (text) that your potential customers use to find your site
- Describe what your product or service is and why it is good for the customer (positioning & messaging)
- This is how the search engines index and categorize your site
- Beware of drinking your own marketing kool-aid.



CERTIFICATION WORKSHOP

- How are your current users searching for your products?
- How do they describe your products?
- How do they define their needs and wants?
- Where and what have they heard about your products in other channels?
- It's about what they are saying and your understanding of it!



CERTIFICATION WORKSHOP

- Where do you find them?
 - Talk to your current customers
 - Look at your competitors
 - Look at the trade press
 - Look at your server logs and internal site search
 - Use online tools



CERTIFICATION WORKSHOP

- Keyword tools
 - Google AdWords Keyword Planner
 - Adwords Account required
 - Google's Auto Suggest
 - WordTracker.com
 - <http://www.wordtracker.com>
 - SpyFu.com
 - www.spyfu.com
 - Bing Keyword Research
 - Google Search Console - Bing Webmaster Tools



CERTIFICATION WORKSHOP

- Write your on-page copy to match your best understanding of the user's intent for the page, i.e. what are they looking for from the page?
 - Info gathering
 - Comparison
 - Analysis
 - Purchase
- Different ads/keywords are targeted to different spots in the buying cycle



User Intent: Mapping/Grouping & Modeling Keywords

CERTIFICATION WORKSHOP

- Categorize the keyword: brand name, product category, function, industry terms, adjectives, etc.
- Searcher goal using the keyword
- Searcher expectation
- Keyword priority
- Searcher loyalty



CERTIFICATION WORKSHOP

- Buy cycle progress
- Buy cycle next steps
 - What is the primary classification of keyword based on above characteristics?
- Share of search goal
 - What is your opportunity presented by searcher landing on a specific page using this keyword?
- Conversion action: what is the final goal for the searcher?



CERTIFICATION WORKSHOP

- Navigational queries
 - Searcher knows what they want but not where to find it
- Informational queries
 - Searcher wants to learn more about a topic
- Transactional queries
 - Searcher wants to complete a specific action



CERTIFICATION WORKSHOP

- Words that help to isolate a specific opportunity, interest, audience or need
 - Base Phrase - “lens filters”
 - “neutral density graduated filters”
 - “polarizing filter”
 - “stuck filter removal”



CERTIFICATION WORKSHOP

- The fisherman jumped off the bank and into the water.
- The bank down the street was robbed!
- Back in the day, we had an entire bank of computers devoted to this problem.
- The bank in that road is entirely too steep and is really dangerous.
- The plane took a bank to the left, and then headed off towards the mountains.



CERTIFICATION WORKSHOP

- Drunk Gets Nine Years In Violin Case
- Farmer Bill Dies In House
- Stolen Painting Found By Tree
- Red Tape Holds Up New Bridge
- Deer Kill 3,000
- Residents Can Drop Off Trees
- Include Children When Baking Cookies
- Miners Refuse To Work After Death



CERTIFICATION WORKSHOP

- Keywords are your guides but Google and the other engines are now going much more towards semantic analysis and away from individual keyword analysis
- Google is looking at “Things, not strings”*
- Content needs to be an integral part of the site and not just a standalone page
- Content needs to be useful, interesting and evergreen

Matt Cutts, Google Chief Spam Cop, Ret.



CERTIFICATION WORKSHOP

- Make an outline of your site's sections and organize them by subject
- Do the same for each page, organizing your thoughts
- Use H1-H6 tags to briefly describe the section they introduce
- Use this structure to look at how your competitors are doing



CERTIFICATION WORKSHOP

- Make the content interesting, useful and evergreen, i.e. something that a person would like to read
- Have topics that support one another within your site, link the most similar topics directly and the dis-similar topics through others
- Make the content on your pages actionable, ask the user to complete your site goals
- If your site is poorly written, it does not matter where the keywords are



CERTIFICATION WORKSHOP

- Now that they are identified, use them in:
 - Body copy
 - Headlines and sub-heads
 - High on the page
 - Repeat 4-5 times per page while still maintaining strong copy
 - Page titles
 - File titles
 - Link text
 - ALT Tags
 - META Info within the media files



CERTIFICATION WORKSHOP

File Name

Page Title

Breadcrumb

Headline

Link Text

Body

The screenshot shows a web browser displaying the Beasley Direct and Online Marketing, Inc. website. The page title is "Search Engine Optimization-Beasley Direct & Online Marketing". The breadcrumb trail is "Home | Services | Search Engine Optimization". The main headline is "Search Engine Optimization". The sidebar contains a list of services: "SEARCH ENGINE OPTIMIZATION", "SEO TECHNICAL AUDIT", "SEO KEYWORD AUDIT", "CONTENT OPTIMIZATION FOR SEO", "LOCAL SEARCH MARKETING", "LINK BUILDING", and "MOBILE SEARCH OPTIMIZATION". The main content area features a paragraph about SEO, a call to action "Request a Free Consultation", and a statistic: "70% of websites weren't mobile optimized and thus lost search visibility under Google's new algorithm, released in April 2015." A woman is shown working on a laptop in the bottom left corner.

CERTIFICATION WORKSHOP

Google search results for "abm marketing platforms".

Search results include:

- 124 Pages of ABM Strategy | Download Free Complete Guide**
www.engagio.com/ABMGuide
Clear and Complete Guide to Account Based Marketing (124 pages)
- Account-Based Marketing | From Demandbase | demandbase.com**
www.demandbase.com/Account-Based/Marketing
Download the eBook & Learn How To Target Key Accounts Using ABM.
Services: Technology Integration, B2B Advertising Solutions, Account Based Advertising, Account Ba...
Prioritize Your Visitors · Account Based Marketing · Data that Mean Something
- #1 Marketing Platform® | Marketing Platform | marketing360.com**
www.marketing360.com/Marketing/Platform
Innovative Marketing Technology For Your Business. Get a Free Demo!
Inc. 500 Company · Marketing Automation
- Bombora acct-based marketing | Drive hyper-targeted ABM**
www.bombora.com/ABM/intent-data
See how ABM & Intent Data increases audience engagement. Get our free report!
Find Surging Companies · B2B Intent Data
- Best Account-Based Marketing Software in 2018 | G2 Crowd**
https://www.g2crowd.com › CRM & Related Software › Marketing Software
Find the best Account-Based Marketing Software using real-time, up-to-date data from over 6120 verified user reviews. Read unbiased insights, compare ... Popular Account-Based Execution products used by Account-Based Marketing professionals. Terminus. (57) ... Terminus. (57) · Engagio ABM Analytics. (56) · Infer. (49) ...
- Ambition | The Top 12 Account Based Marketing Tools for 2017**
https://ambition.com/blog/.../2017-02-12-top-10-account-based-marketing-tools-2017...
An excerpt from our new eBook, The 2017 Trends and Tech Guide for B2B Sales and Marketing, co-authored by Prezi and LeadGenius. ... If you're new to ABM and need a platform that can show you the ropes while you see your strategy through to completion, Terminus is a great option. Cost: \$-\$\$. Best for: Entry-level ...

META Title (56 characters)

**META Description (300 characters)
(w/benefit statement)**

Lots of Keywords in both



Successful SEO Tactics: On-Site Optimization

Ryan Woolley, August 12, 2011

10 Comments



On-site optimization has long been a cornerstone in any organic search effort. It's an expansive topic and to fully cover it within one article would be impossible.

We're previously discussed [keyword selection](#). As the second of four spheres in the [SEO Tactics Chart](#), we'll now address some of the more important considerations related to the art and science of on-site optimization.

One important principle when dealing with on-site optimization tactics is to **optimize toward the end user**. Never forget who you're trying to attract to your site. An engine's algorithm isn't going to convert, a human being will. Never lose sight of this.

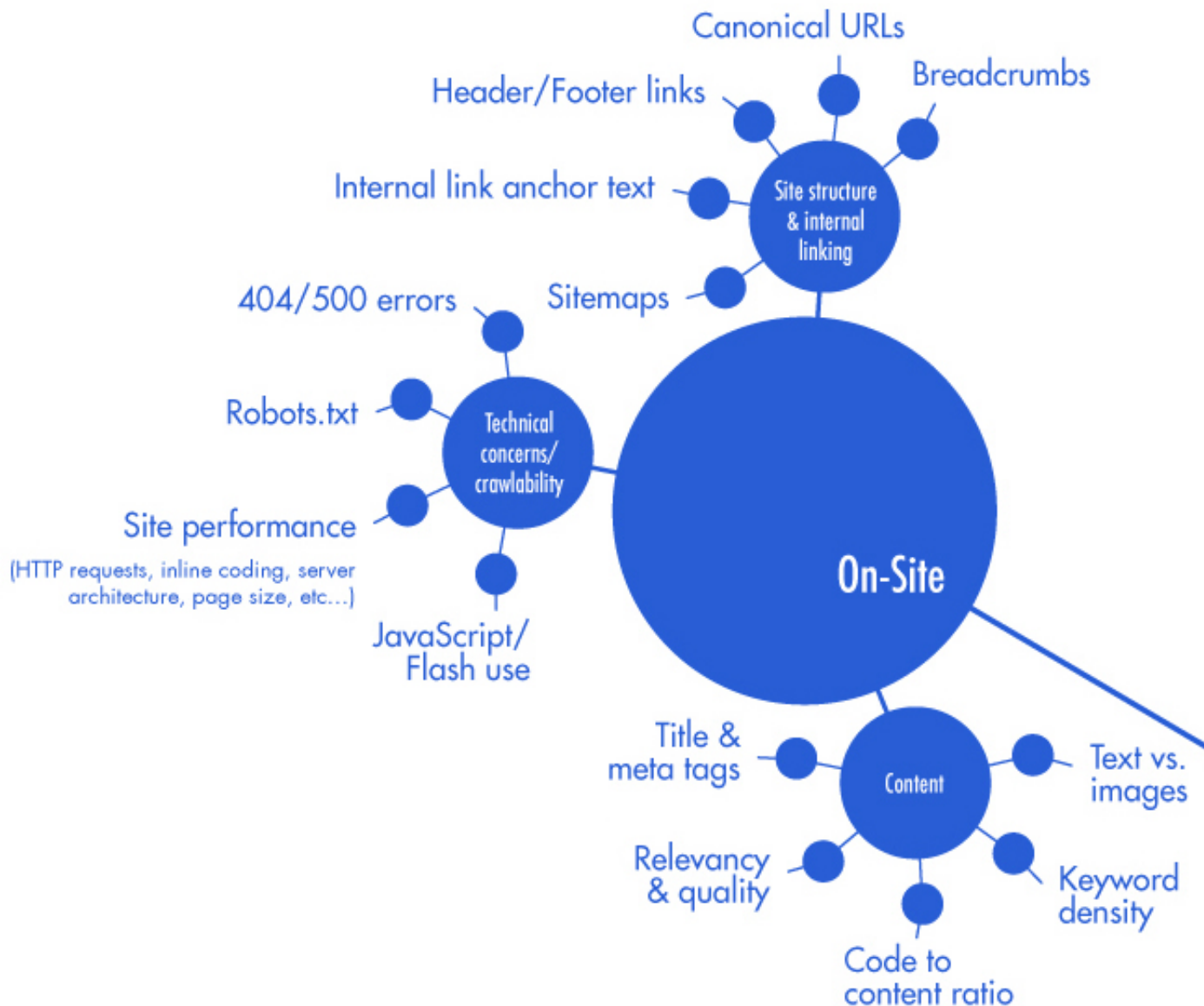
Another important principle is to **plan holistically**. Don't think of your sitemap, title tag, description tag, H1, breadcrumb, ATL tag, etc., as separate attributes used in the process of optimizing a page. These attributes *must* work together at the page level to be successful.

Anchor Text - 1st focus

Surrounding Text, 2nd focus

Key Steps For A Successful Optimization: Onsite Technical Factors





CERTIFICATION WORKSHOP

- Focuses on two key audiences
- Spiders: search engines and directories
- People: prospects, customers, partners, etc.
- Review the site as outside users see it
 - Key items considered

Architecture

Underlying technology

Source code

Content (Siloing)

Content (Quality & Originality)

Page format/layout

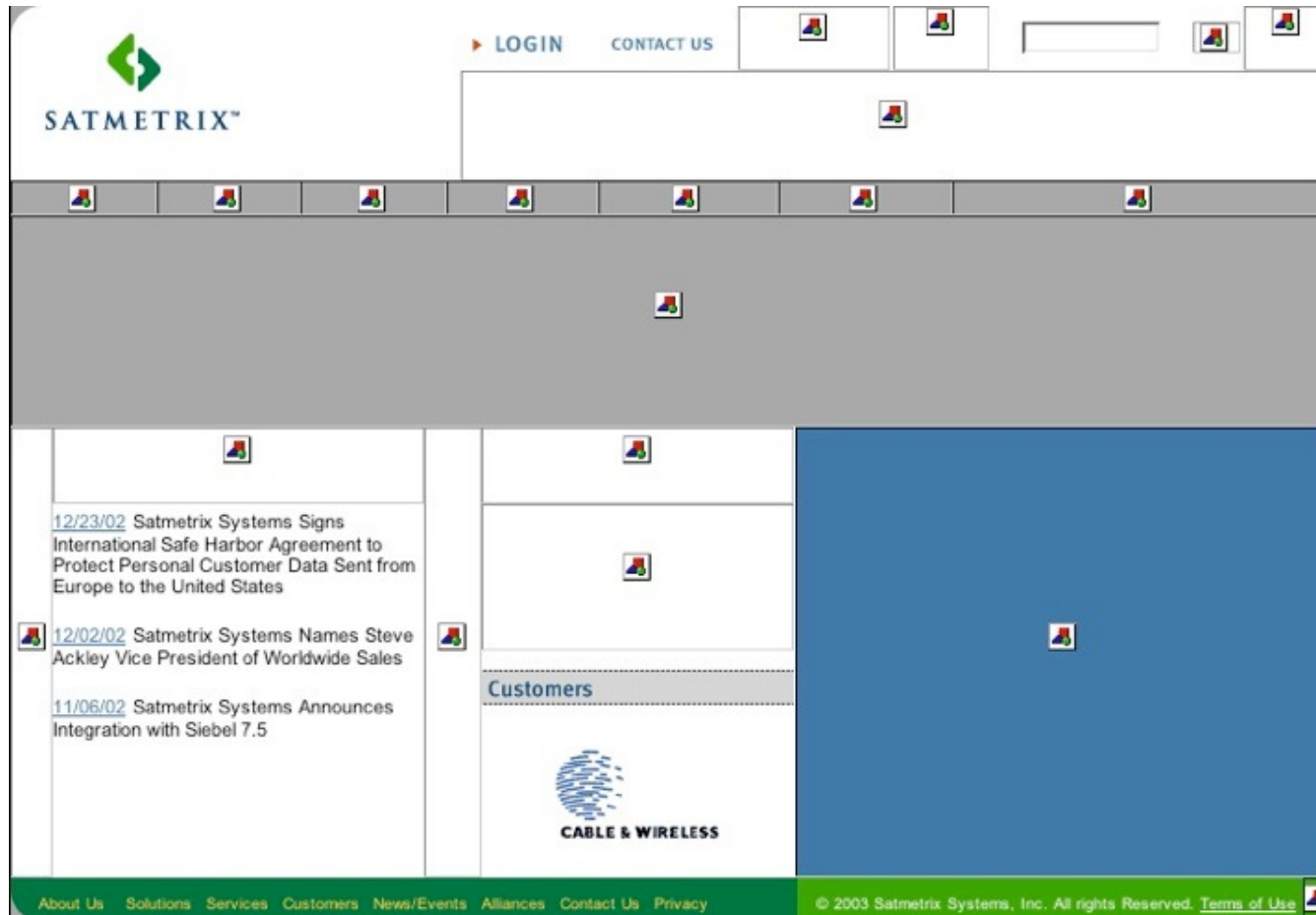


CERTIFICATION WORKSHOP

The screenshot shows the Satmetrix Systems website. At the top is the Satmetrix logo and a navigation bar with links: LOGIN, CONTACT US, DOWNLOAD, SEARCH, and a GO button. Below this is a green navigation bar with links: ABOUT US, SOLUTIONS, SERVICES, CUSTOMERS, NEWS/EVENTS, and ALLIANCES. The main content area features a large banner with the text: "Satmetrix Systems is the leading provider of enterprise solutions for improving business loyalty and profitability." Below the banner are two columns. The left column is titled "News" and contains three items: "12/23/02 Satmetrix Systems Signs International Safe Harbor Agreement to Protect Personal Customer Data Sent from Europe to the United States", "12/02/02 Satmetrix Systems Names Steve Ackley Vice President of Worldwide Sales", and "11/06/02 Satmetrix Systems Announces Integration with Siebel 7.5". The right column is titled "Events" and contains information about a "Call Center Demo & Conference" from "Jan. 27-29, 2003" in "Dallas, Texas", sponsored by "CMP United Business Media". Below the events section is a "Customers" section featuring the "SIEBEL" logo. To the right of the main content area is a large blue box with the text "Incorporate business loyalty throughout the enterprise" and "Satmetrix 8 integrates seamlessly with Siebel eBusiness Applications." It also includes a "SIEBEL 7 VALIDATED" seal and links for "Learn More" and "View Demo". At the bottom of the page is a green footer bar with links: About Us, Solutions, Services, Customers, News/Events, Alliances, Contact Us, Privacy, and a copyright notice: "© 2003 Satmetrix Systems, Inc. All rights Reserved. Terms of Use".



CERTIFICATION WORKSHOP



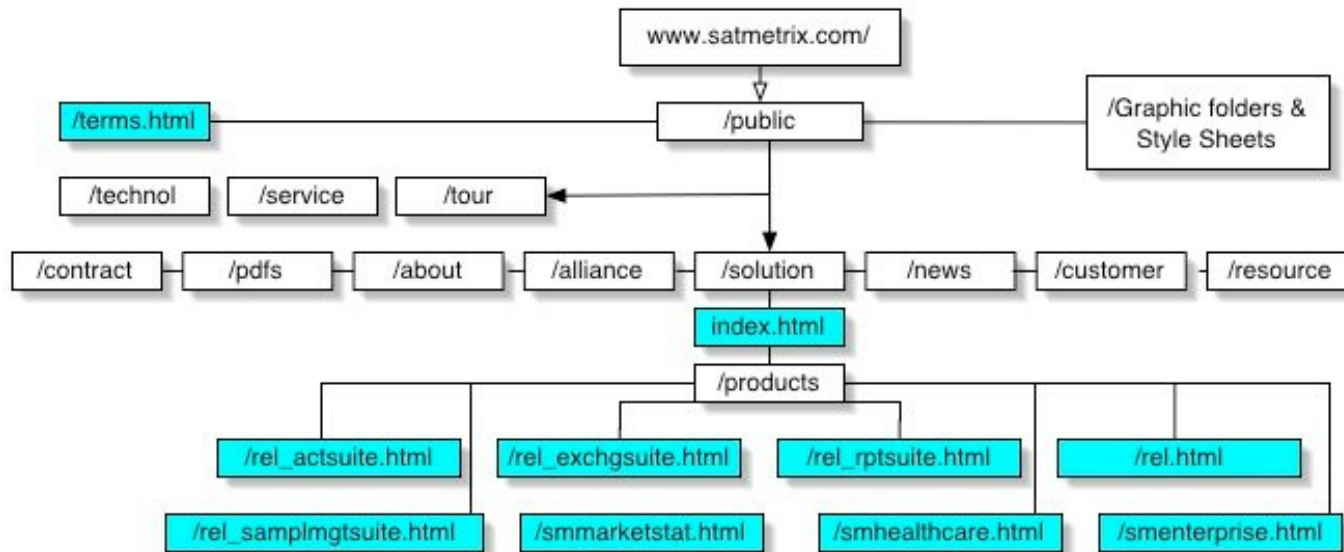
CERTIFICATION WORKSHOP

- Key reasons for lack of search visibility and poor placement with search engines are:
 - Underlying technology of the site presents roadblocks to being effectively indexed
 - Components and functionality in the architecture are viewed by search engines as red flags indicative of spam
 - Source code and graphics drown out content
 - Content needs to make better use of keywords and phrases that match the audience's use of language in their search queries



CERTIFICATION WORKSHOP

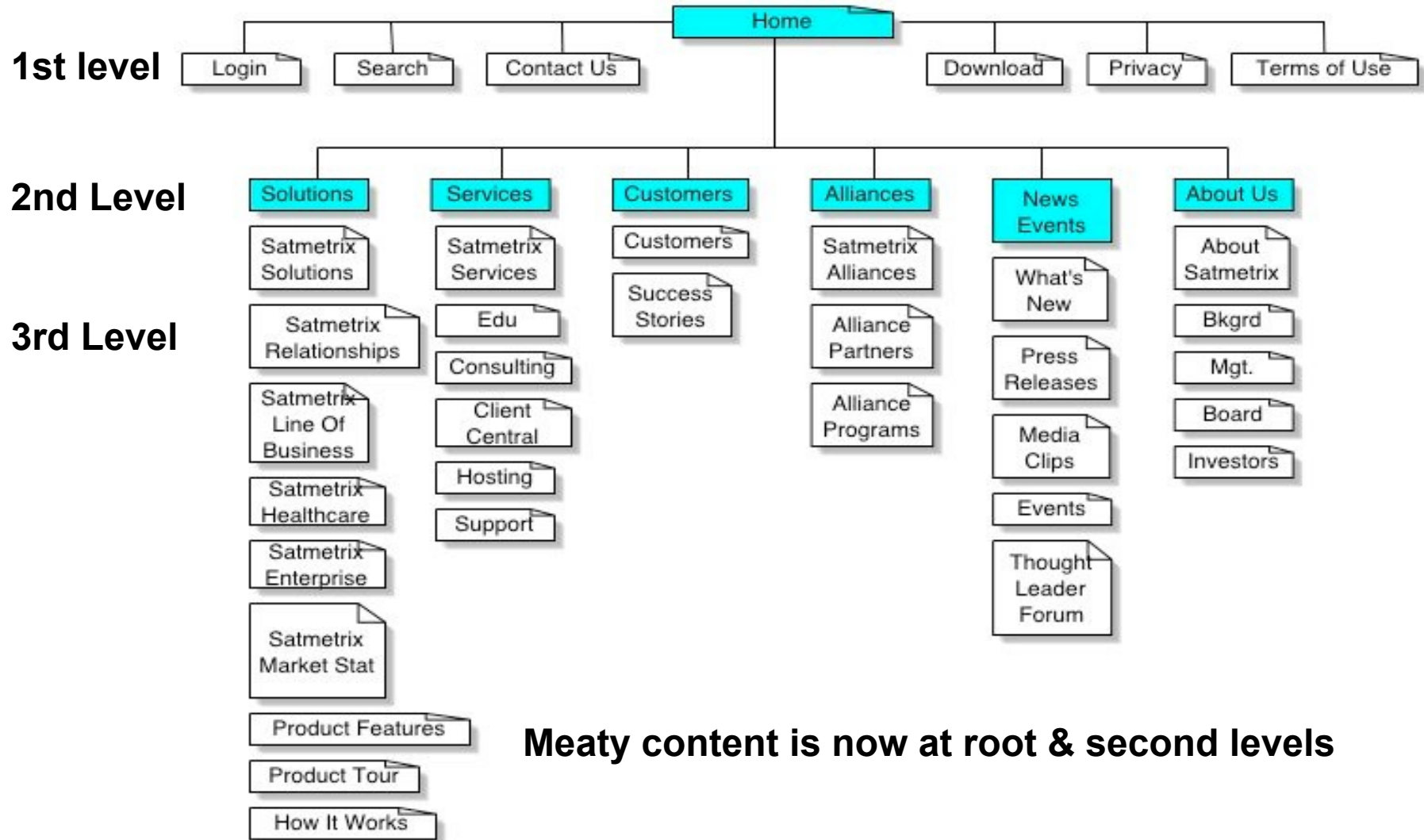
Designed by IT for Organization on a Server



Meaty content is buried too deep within the site, down at levels 5 and 6.

Opening the Doors Flattening Architecture

CERTIFICATION WORKSHOP



CERTIFICATION WORKSHOP

- A well organized site with clear content/subject/sections is rewarded in the SERPs
- Map out site architecture early on, directories and sub directories should all be structure to have like content
- Internal links should re-enforce the content silos



CERTIFICATION WORKSHOP

- Incorporate key phrase rich names for files and directories
- Keywords that mirror content of pages increase page's ranking by increasing the relevance
- Example:
 - Current: ../rel/PC.html
 - Revised: ../support/Using-LG-phone-video.html



CERTIFICATION WORKSHOP

- The average site has code (machine instructions) to content (human/spider) ratio = 80/20
 - This means that 1 in 5 “words” on the page is user friendly content, the rest are spider junk food
- Offload code segments into .css and .js include files
- Aim for code to content ratio of 55/45 or better



CERTIFICATION WORKSHOP

- Consists of META Tags and HTML formatting commands
 - META <TITLE>, <DESCRIPTION>, <KEYWORDS>
 - <H1>, <H2>, , etc.
- Can also use *consistent* CSS style sheets to format pages
- Using the language of the web to feed the spiders while reinforcing your customer message



CERTIFICATION WORKSHOP

- A file uploaded to the search engines to help them keep current with all of the pages on your site
- Very light on details, just URL, update frequency and relative importance
- Upload to the following links
- Google Search Console
 - www.google.com/webmasters/tools/
- Bing/Yahoo
 - <http://www.bing.com/toolbox/webmaster>



Key Steps For A Successful Optimization: Optimizing Non-Text Content

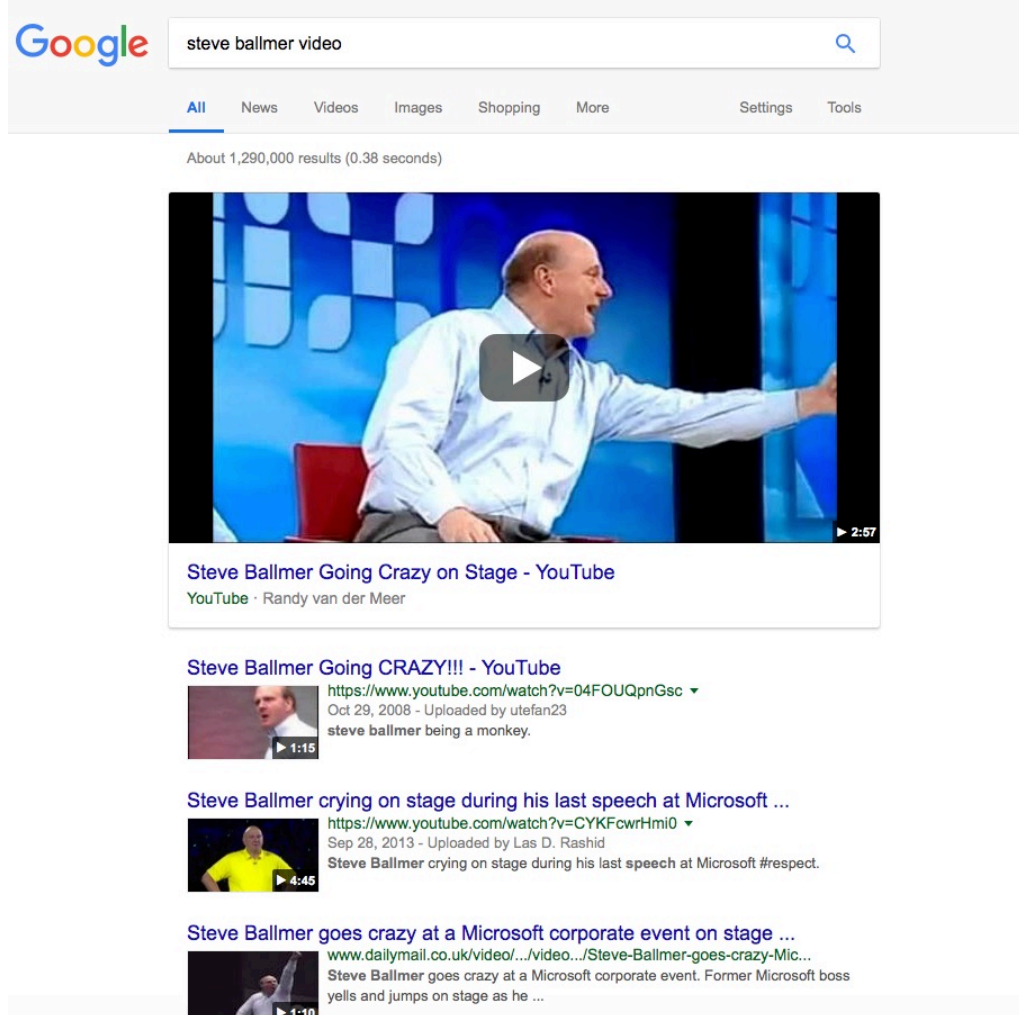


CERTIFICATION WORKSHOP

- All major engines have different types of search available now:
 - Images
 - Maps
 - Videos
 - Music (sort of thanks to RIAA!)
 - News
 - Number (VIN, package tracking, flights, etc)
 - Book Search
 - Product



Searched for “Steve Ballmer video” on Google , #1 Result

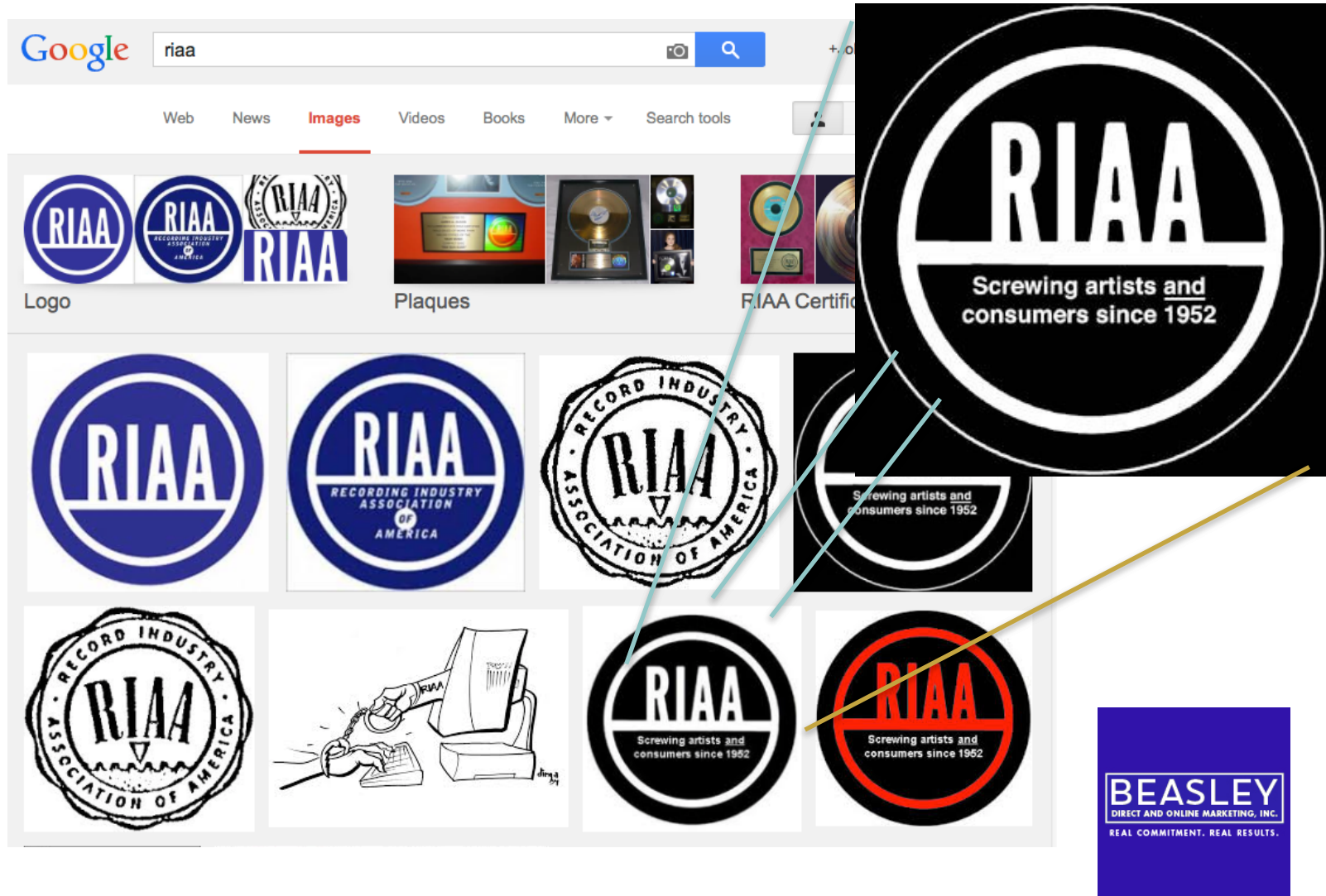


The screenshot shows a Google search interface with the query "steve ballmer video". The search results show "About 1,290,000 results (0.38 seconds)". The top result is a video titled "Steve Ballmer Going Crazy on Stage - YouTube" by Randy van der Meer, with a duration of 2:57. Below this, there are three more video results:

- Steve Ballmer Going CRAZY!!! - YouTube**
https://www.youtube.com/watch?v=04FOUQpnGsc
Oct 29, 2008 - Uploaded by utefan23
steve ballmer being a monkey. (1:15)
- Steve Ballmer crying on stage during his last speech at Microsoft ...**
https://www.youtube.com/watch?v=CYKFcwrHmi0
Sep 28, 2013 - Uploaded by Las D. Rashid
Steve Ballmer crying on stage during his last speech at Microsoft #respect. (4:45)
- Steve Ballmer goes crazy at a Microsoft corporate event on stage ...**
www.dailymail.co.uk/video/.../video.../Steve-Ballmer-goes-crazy-Mic...
Steve Ballmer goes crazy at a Microsoft corporate event. Former Microsoft boss yells and jumps on stage as he ... (1:41)



CERTIFICATION WORKSHOP

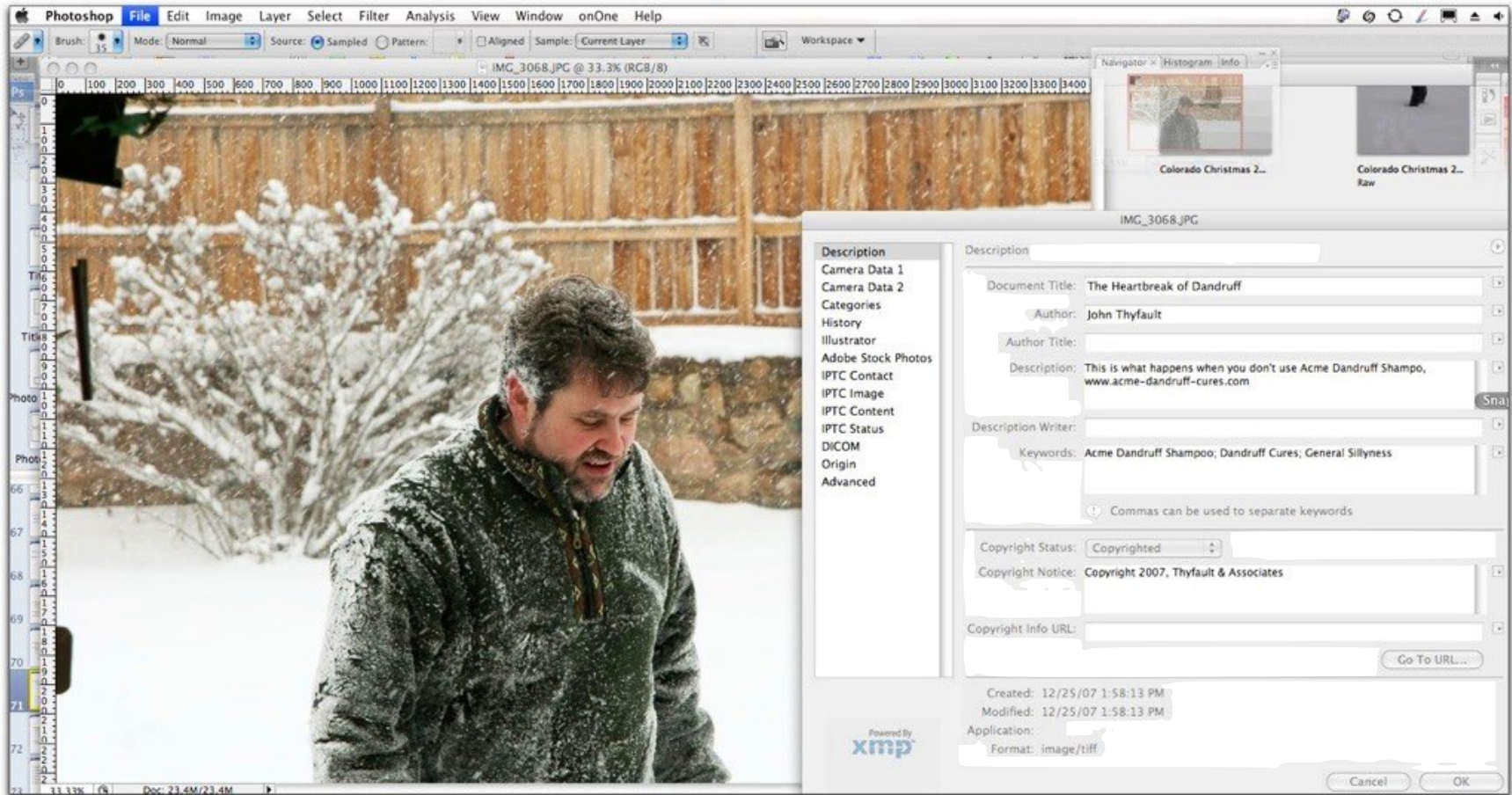


CERTIFICATION WORKSHOP

- More media and images will be incorporated into universal/blended search
- Results can change rapidly
- Often times, your competitors are not appearing here
- What do your images say about your product & company?



Non-text Media Meta Data



The Heartbreak of Dandruff - dandruff.jpg



CERTIFICATION WORKSHOP

- Name images with keywords that reflect content
- Alt text
- Content around image
- Page that image appears on
- Anchor text used in links to images
- Make image folder available to spiders
- Take advantage of META info in image file



CERTIFICATION WORKSHOP

- Send out images with press releases.
- Create a XML sitemap and feed your images to Google, Bing & Yahoo.
- If using Javascript to set up slide shows, you may want to consider also having a page with thumbnails and text around every thumb.
- Use sharing sites such as Flickr if appropriate.
- Add links back to your sites.
- Keyword rich description.
- Geo tag image.



CERTIFICATION WORKSHOP

- Upload to video sites such as YouTube & Vimeo
- Links back to your site
- Keyword rich Descriptions, Titles and Tags
- Videos can be product demos, news items, interviews or reviews
- Show uses of your product
- Yes, we're business marketers but don't be afraid to entertain



CERTIFICATION WORKSHOP

- Flash Video Players can be unfriendly to spiders, so the same optimization rules apply as for images
 - Name images with keywords that reflect content
 - Alternate text
 - Content around videos
 - Page that video appears on
 - Anchor text used in links to videos
 - Make video folder available to spiders
 - Allow video files to be embed-able



CERTIFICATION WORKSHOP

- Audio files, PDFs, presentations, etc all have meta data options that will allow you to embed information into the file
- The same rules apply for placing the file on the page and surrounding it with descriptive, keyword rich content as images and videos



CERTIFICATION WORKSHOP

- Google added mobile friendliness as a major ranking factor in 2015 - Currently mostly impacts mobile searches but mobile is the main search channel now
- Google and the other engines now view the world as a multi-screen environment
- You must be aware of how your site displays and functions on desktops, smart phones and tablets
- You can build your site to be responsive, with all the code on one set of pages or to redirect to a separate mobile version
- Responsive is better but more difficult
- A separate mobile site has some search costs in the splitting of traffic and links



CERTIFICATION WORKSHOP

- 59% of all local intent searches are performed on a mobile device
 - Many of these are in-process searches on the go or 2nd device searches
 - Most are far down the buying cycle



CERTIFICATION WORKSHOP

- Understand different devices
- Understand key points in going mobile
- Select your mobile configuration
- Frequently asked questions
- Responsive Web Design
- Dynamic Serving
- Separate URLs
- <https://developers.google.com/webmasters/mobile-sites/mobile-seo/?hl=en>



CERTIFICATION WORKSHOP

- Blocked JavaScript, CSS and image files
- Unplayable content
- Faulty redirects
- Mobile-only 404s
- App download interstitials
- Irrelevant cross-links
- Slow mobile pages



CERTIFICATION WORKSHOP

San Leandro Store (510) 483-1298

Mtn. View Store (650) 988-8581

Search

Contact Us About Us Blog Membership

Countertops Tiles Gallery How to Buy Get An Estimate Our Quality





Experience the luxury of

The Perfect Bathroom

We install custom showers & bathroom surfaces. Featuring stone, glass, ceramic, Talavera tiles & more, in a multitude of designs.

READ MORE

1 2 3 4 5 6 7 8

Welcome to Artistic Stone







10+ YEARS
IN BUSINESS SINCE 2001



CERTIFICATION WORKSHOP

San Leandro Store (510) 483-1298

Mtn. View Store (650) 988-8581



-MENU-



1 2 3 4 5 6 7 8

Welcome to Artistic Stone



San Leandro Store (510) 483-1298

Mtn. View Store (650) 988-8581



-MENU-

Countertops
Tiles
Gallery
How to Buy
Get an Estimate
Our Quality
Our Blog



1 2 3 4 5 6 7 8

Welcome to Artistic Stone

San Leandro Store (510) 483-1298

Mtn. View Store (650) 988-8581



-MENU-

Countertops
Prefabricated Granite
Prefabricated Marble
Prefabricated Quartz
Natural Stone Slabs
Quartz Slab
Recycled Slabs
Sink Options
Tiles
Gallery
How to Buy
Get an Estimate
Our Quality
Our Blog



CERTIFICATION WORKSHOP

Search

Contact Us About Us Blog Member

Countertops Tiles Gallery How to Buy Get An Estimate Our Quality

Home » Countertops » Prefab Granite

Prefab Granite

We have the largest color selection of prefabricated counter in the San Francisco Bay Area, from most popular to exotic and colors. With a standard 3/4" thickness, our prefab countertops are made in strict compliance with the California Building Code. Our material quality is one of the best in the market, well-known for its edge selections, color/pattern matching, large islands and back-splashes, lamination, polish, flatness and straightness.

Retail Price: \$45/sq. ft. - \$65/sq. ft. Installed
(Please ask our Sales Team for Material only price)

*Please feel free to contact us for availability.

Available Prefabricated Countertop Sizes (Length x Width)		
Countertops	100" x 25.75"	110" x 25.75"
Islands	110" x 36"	110" x 42"
Backsplashes	110" x 4"	110" x 7"

[FREE QUOTE](#) [SHARE THIS](#)

Color Samples

Light Granite Brown Granite Dark Granite Green Granite

San Leandro Store (510) 483-1298

Mtn. View Store (650) 988-8581

-MENU-

Prefab Granite

We have the largest color selection of prefabricated counter in the San Francisco Bay Area, from most popular to exotic and unique standard 3/4" thickness, our prefab granite countertops are made in strict compliance with the California Building Code. Our material quality is one of the best in the market, well-known for its edge selections, color/pattern matching, large islands and back-splashes, lamination, polish, flatness and straightness.

Retail Price: \$45/sq. ft. - \$65/sq. ft. Installed
(Please ask our Sales Team for Material only price)

*Please feel free to contact us for availability.

Available Prefabricated Countertop Sizes (Length x Width)		
Countertops	100" x 25.75"	110" x 25.75"
Islands	110" x 36"	110" x 42"
Backsplashes	110" x 4"	110" x 7"

[FREE QUOTE](#) [SHARE THIS](#)

Color Samples

Online Estimator

Available Prefabricated Countertop Sizes (Length x Width)

Countertops	100" x 25.75"	110" x 25.75"	100" x 52"
Islands	110" x 36"	110" x 42"	
Backsplashes	110" x 4"	110" x 7"	

[FREE QUOTE](#)

[SHARE THIS](#)

Color Samples

Online Estimator

Edge Options

Light Granite Brown Granite Dark Granite Granite

BEASLEY
DIRECT AND ONLINE MARKETING, INC.
REAL COMMITMENT. REAL RESULTS.

CERTIFICATION WORKSHOP

- SEO is an ongoing process. It takes a commitment to a continued program to keep your site search friendly
- Your site needs to have relative, interesting content that is evergreen to rank well. Focus on creating the best content you can, then work the technical angles of SEO
- Highlight the content that you want to emphasize for the engines using good, standard HTML and the features of your CMS



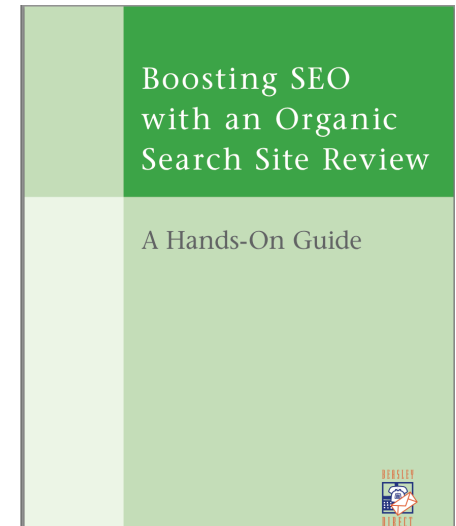
CERTIFICATION WORKSHOP

- Beasley Direct and Online Marketing is offering a free preliminary Search Engine Optimization audit for those who are interested.
 - Please email lbsasley@beasleydirect.com and include “SEO Audit Offer” in the subject line.



CERTIFICATION WORKSHOP

- Boosting SEO with an Organic Search Engine Review
- Understand where your site is effective and where you need to improve
- Learn the scope of the changes needed
- Answer the question, “Can I do this myself?”

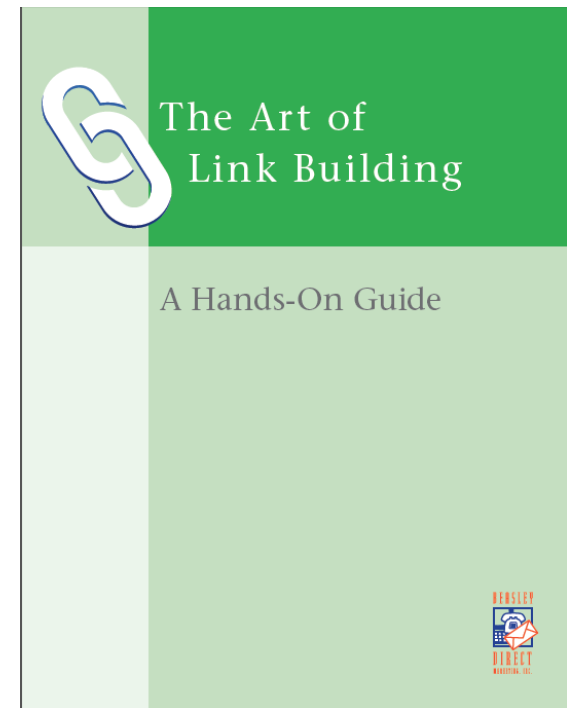


http://www.beasleydirect.com/search_marketing/beasley_direct_guide_SEO_audit_2013.pdf



CERTIFICATION WORKSHOP

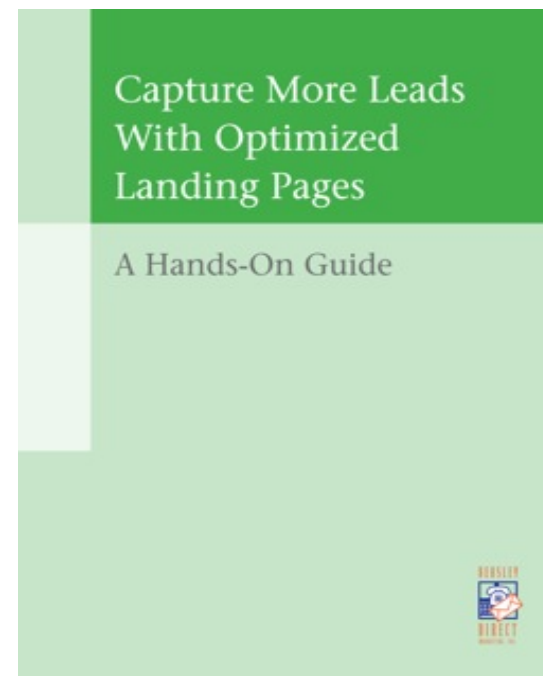
A little more background on link building with a series of good strong tactics to help move your campaign forward.



http://www.beasleydirect.com/blog/link_building/BD_LinkBldg_Pgs_130507.pdf

CERTIFICATION WORKSHOP

- Optimize your landing pages with this 10-page, hands-on guide offering tips on:
 - Design
 - Personalization
 - Offers
 - Usability

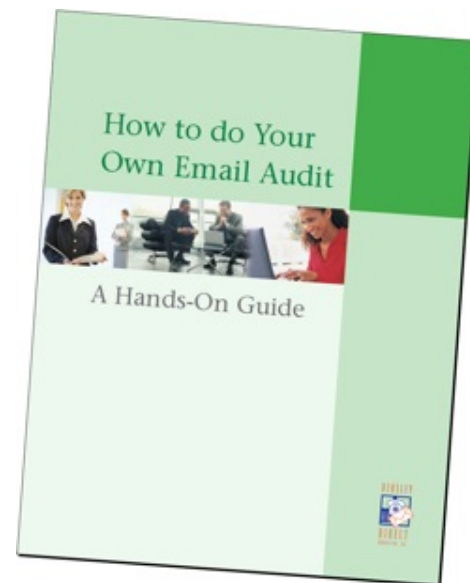


<http://www.BeasleyDirect.com/Landing-Pages-Guide.html>



CERTIFICATION WORKSHOP

- Learn how to optimize your emails for delivery through spam filters and for consistency across email browsers in this handy guide. Learn how to:
 - Get your email around spam filters
 - Make your email look consistent across browsers
 - Optimize your design for blocked images and preview pane



<http://www.BeasleyDirect.com/Email-Audit-Guide.html>



CERTIFICATION WORKSHOP

- John Thyfault
- Beasley Direct and Online Marketing, Inc.
- http://www.beasleydirect.com/search_marketing.html
 - jthyfault@beasleydirect.com
 - 650-323-1881
 - @JohnThyfault

