

# Learning to Love SEO

## Free Training Workshop

Sponsored by:



# Who is today's presenter?



- CMO, Demand Metric (2007)
- Responsibilities Include:
  - ✓ Lead Generation
  - ✓ Product Development
  - ✓ Partner Programs
  - ✓ Community

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# Today's Agenda

- Part 1: SEO Capabilities Audit
- Part 2: Drive More Traffic
- Part 3: What to Measure
- Part 4: The Road Ahead
- Q & A

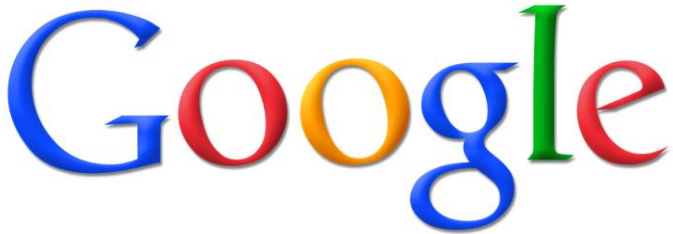
#LoveSEO

@ActOnSoftware

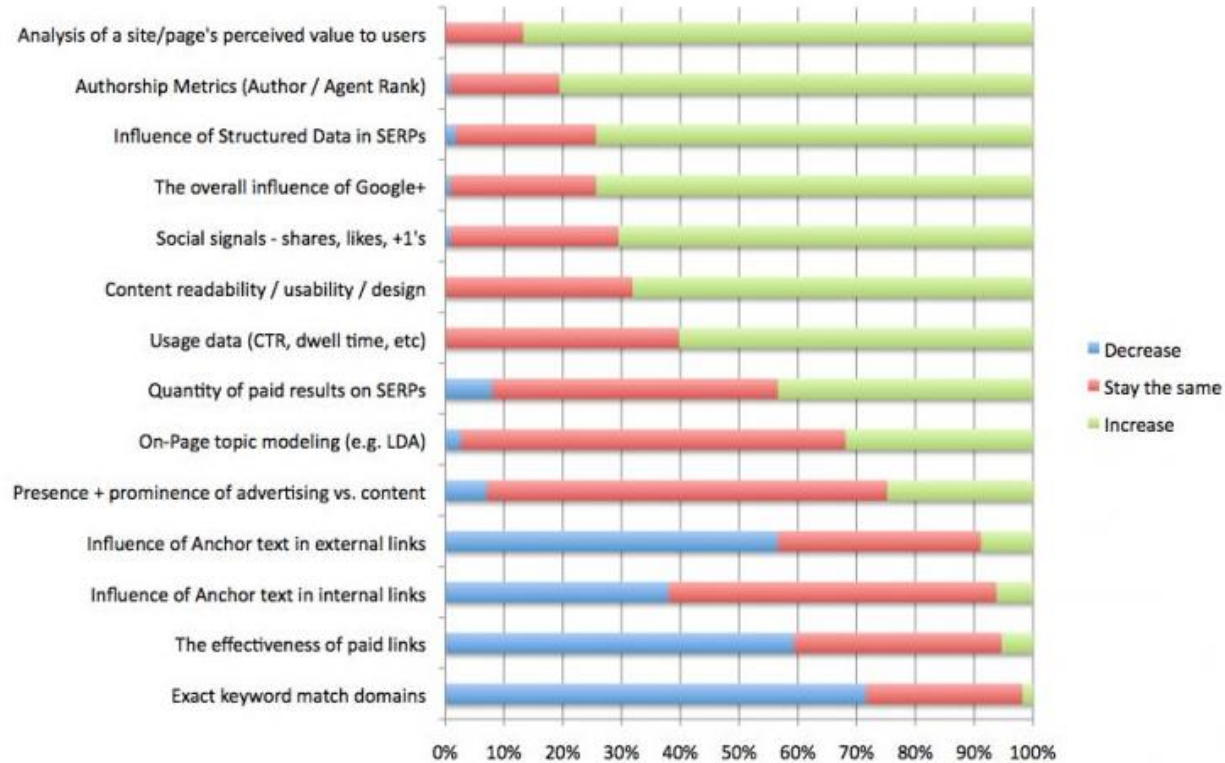
@DemandMetric

19.2 Billion core searches were  
conducted in June 2013

Source: comScore June 2013 U.S Search Engine Rankings

66.7% of core searches in the  
U.S are made with 

Source: comScore June 2013 U.S Search Engine Rankings



Source: Moz Search Engine Ranking Factors 2013

Online behavior is  
forever changing.



# Before we get started...

# “The Use of Acronyms”

Acountability

Process

Empowerment

Systems



These are **not** APES

# “Learning to Love SEO”

# Part 1: SEO Capabilities Audit

Do these words mean  
anything to you?

301

# SERP



# META Tag

alt text

# Site map



# “A Complete Glossary of Essential SEO Jargon”

Source: The Moz Blog



2007 – iPhone (1<sup>st</sup> Generation)

# Canonical URL Tag

# Custom 404



# Google Authorship

# Panda

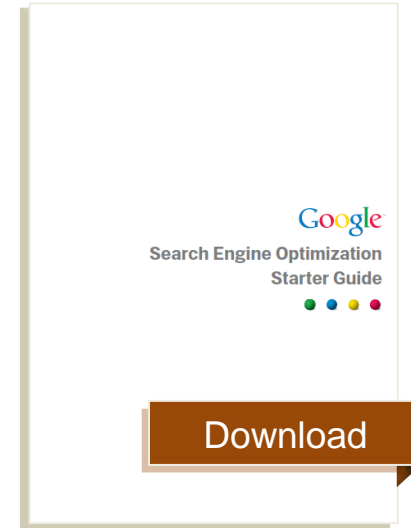
# Penguin

# Getting warmer...

# A few great resources

# 1. SEO Starter Guide - Google

- ✓ SEO Basics
- ✓ Improving Site Structure
- ✓ Optimizing Content
- ✓ Dealing with Crawlers
- ✓ SEO for Mobile Phones
- ✓ Promotion & Analysis



## 2. The Beginner's Guide to SEO - Moz

- ✓ How Search Engines Operate
- ✓ How People Interact with Search Engines
- ✓ Why Search Engine Marketing is Necessary
- ✓ The Basics of Search Engine Friendly Design & Dev
- ✓ Keyword Research
- ✓ How Usability, Experience & Content Affect Rankings
- ✓ Growing Popularity & Ranks, etc.



## 3. SEO 101: The Basics (and Beyond) – Act-On

- ✓ How Search Engines Make Money
- ✓ Know Your Audience
- ✓ Know What Your Readers Want
- ✓ Keywords
- ✓ Writing Content
- ✓ Page Optimization
- ✓ Site Optimization



### SEO 101: The Basics and Beyond

Close to 90% of buyers search online before making a purchase. Search engine optimization is far too important to leave to chance – you have to get it right. Get started, or get up to speed on recent changes, with this brand-new eBook.

You'll learn:

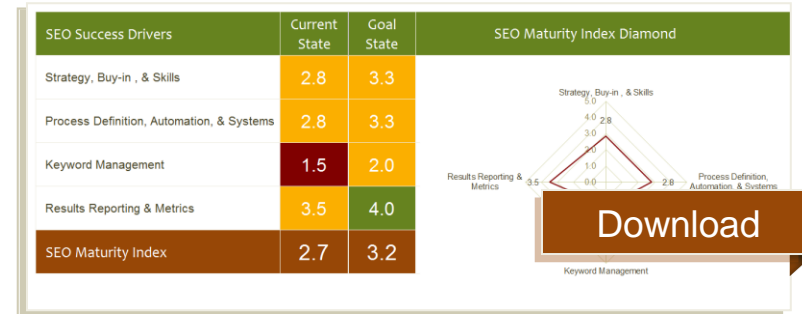
- How search engines operate
- What Penguin and Panda changed
- Techniques to choose and use keywords
- Why you should write content for people, not search engines
- How to optimize a page & your website





## 4. SEO Maturity Assessment – Demand Metric

- ✓ Strategy, Buy-in, & Skills
- ✓ Process Definition, Automation, & Systems
- ✓ Keyword Management
- ✓ Results Reporting & Metrics



# Part 1: Summary

- Understand Your Capabilities
- Brush Up On “SEO Basics”
- Identify Knowledge GAPS
- Fill Knowledge GAPS
- Proceed to “Part 2”

# Part 2: Drive More Traffic

# SEO doesn't have to be...



# A few assumptions...

# #1 – You have a solid foundation

# #2 – You have content



# Use our Content Marketing Methodology!

- ✓ Identify Objectives
- ✓ Understand Buyers
- ✓ Identify GAPs
- ✓ Build Content
- ✓ Organize Distribution
- ✓ Measure Your Program





# #3 – You have realistic goals

# #4 – You understand the data

# #5 – You know your competition

Small changes = BIG difference!

## Take the “agile” approach to SEO.

1. Define Key Performance Indicators
2. Implement Improvements
3. Measure Success
4. Create New Improvements
5. Prioritize based on ROI and Capabilities

## Part 2: Summary

# “Results-Oriented”



# Part 3: What to Measure

# Depends on Goals & Objectives

# Measure SEO success with the following metrics:

1. Pages
2. Search
3. Engagement
4. Conversion



## Part 3: Summary

When it comes to  
measurement...start small

# Part 4: The Road Ahead

# Knowledge Graph



# Schema.org



Google

bing™

YAHOO! Yandex

schema.org

Home Schemas Documentation

### What is Schema.org?

This site provides a collection of schemas, i.e., html tags, that webmasters can use to markup their pages in ways recognized by major search providers. Search engines including Bing, Google, Yahoo! and Yandex rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Many sites are generated from structured data, which is often stored in databases. When this data is formatted into HTML, it becomes very difficult to recover the original structured data. Many applications, especially search engines, can benefit greatly from direct access to this structured data. On-page markup enables search engines to understand the information on web pages and provide richer search results in order to make it easier for users to find relevant information on the web. Markup can also enable new tools and applications that make use of the structure.

A shared markup vocabulary makes it easier for webmasters to decide on a markup schema and get the maximum benefit for their efforts. So, in the spirit of sitemaps.org, search engines have come together to provide a shared collection of schemas that webmasters can use.

We invite you to [get started!](#)

View our blog at [blog.schema.org](#).

[Terms and conditions](#)

**Little Water Cantina - Eastlake - Seattle, WA**  
[www.yelp.com](#) » Restaurants » Mexican  
★★★★★ 90 reviews - Price range: \$\$  
90 Reviews of **Little Water Cantina** "Three things are on my list when I eat out: great food, atmosphere, and

**Vegetarian Vegan Pizza No Cheese) Recipe - Food.com - 248865**  
[www.food.com/recipe/vegetarian-vegan-pizza-no-c...](#)  
★★★★★ 2 reviews - 1 hr 32 mins - 242.9 cal  
Aug 26, 2007 - This is from my dad, who developed some **vegan recipes** ... can't have any cheese, and you

**Leonard Cohen - Free listening, videos, concerts, stats, & pictures at...**  
[www.last.fm/music/Leonard+Cohen](#)  
Watch videos & listen to **Leonard Cohen**: Suzanne, Hallelujah & more, plus 132 pictures. **Leonard Cohen**, (born September 21, 1934 in Montréal, Quebec, ...

Track	Duration
Suzanne	⌚ 3:48
The Darkness	⌚ 4:29
Going Home	⌚ 3:51
Hallelujah	⌚ 6:12

# Mobile



Become More Strategic  
**DEMAND METRIC**



PR

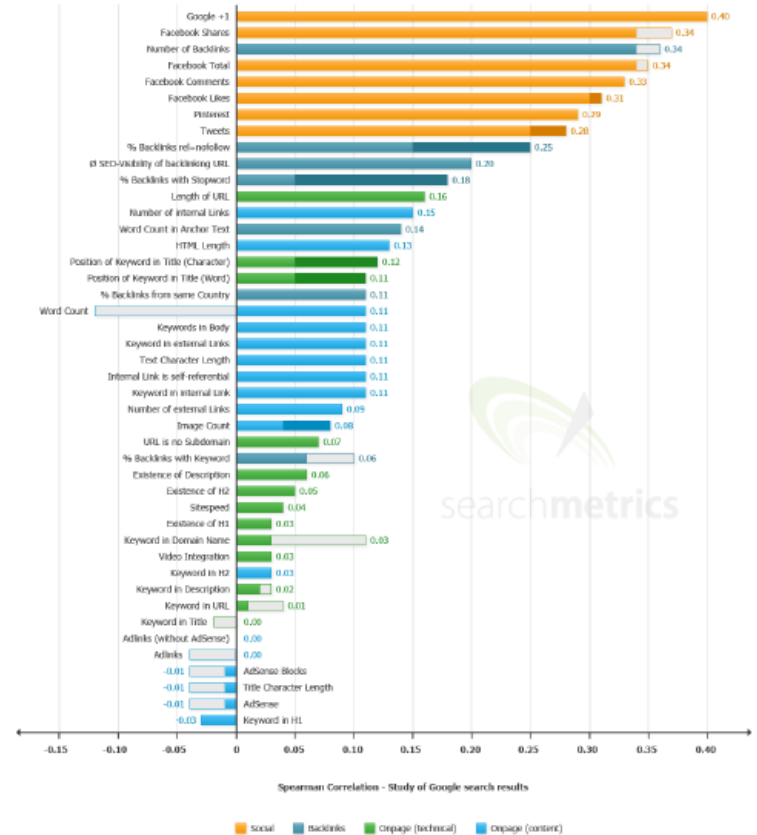
# Driving SEO with Press Releases:

- A. How press releases boost SEO
- B. Writing press releases for SEO
- C. Using press releases in your SEO efforts



# Social Media

- ✓ Pay Attention to Structure
- ✓ Pick the Right Channels
- ✓ Pay Attention to Google+



## Don't miss the following Webmaster Tools:

- A. Structured Data Testing Tool
- B. Structured Data Markup Helper
- C. Data Highlighter
- D. Webmaster Tools
  - Diagnose, Discover, Share





## Part 4: Summary

# Be Proactive

# Final Thoughts

## Summary

1. Know your abilities and fill in the GAPs.
2. Take a results-oriented approach.
3. Measurement doesn't have to be hard.
4. Be proactive and always keep learning.

# Q & A

For more information, visit us at:  
[www.demandmetric.com](http://www.demandmetric.com)

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For more information about Act-On:  
Marketing Automation & Email Marketing Software

[www.act-on.com](http://www.act-on.com)





A word cloud featuring the word "THANK YOU" in large, bold, black letters. Surrounding it are various translations of "Thank You" in different languages, including: GRACIAS, ARIGATO, SHUKURIA, JUSPAXAR, DANKSCHEEN, TASHAKKUR ATU, YAQHANYELAY, SUKSAMA, EKHMET, BIYAN, SHUKRIA, TINGKI, MAAKE, GRAZIE, MEHRBANI, PALDIES, BOLZIN, and MERCI. Other smaller words include: SPASSIBO, SNACHALHYA, HORON, CHOLTU, YUSPACARATAM, HIRI, MADIELJA, MAITEKA, SHARYEDAG, AUBA, ATTO, SPASIBO, SHUKRUJA, HONACHALHYA, UNALCHEESH, HATOR, GUR, EYON, SINOMO, MERASTAWTE, GAEJTHO, LAH, GOZAIMASHITA, EFCHARISTO, AGUYJE, FAKAAGE, KOMAPSUNIDA, TAVTAPUCH, MEDAWAGSE, BAKKA, and MINAMONCHAB.