

Five SEO Strategies Every Company Needs to Master

Martin Laetsch



- **SEO Overview**
- **Link Building**
- **Google Authorship**
- **Set a Canonical URL**
- **Microdata/Schema**
- **Responsive Design**

Putting content in front of people who
OVERTLY AND EXPLICITLY
express a desire, via keywords,
for a particular **PRODUCT, SERVICE**
OR PIECE OF INFORMATION.

- The process of making a site and its content highly relevant for ***both search engines*** and ***searchers***.
- Successful search marketing helps a site gain top positioning for ***relevant words*** and ***phrases***.



SHOW PAGES

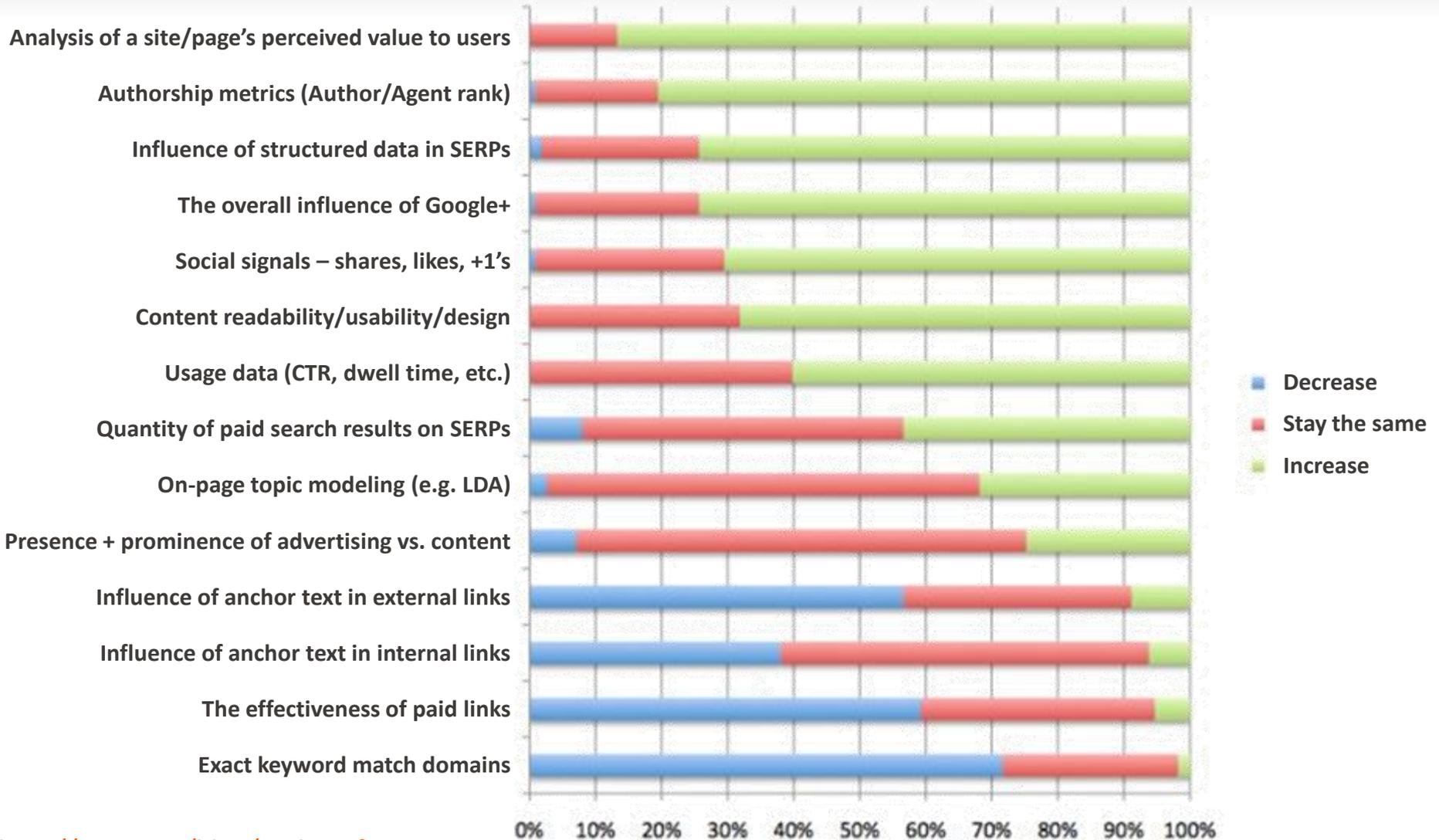
THAT DELIGHT HUMANS

**To be the best possible page
on the internet**

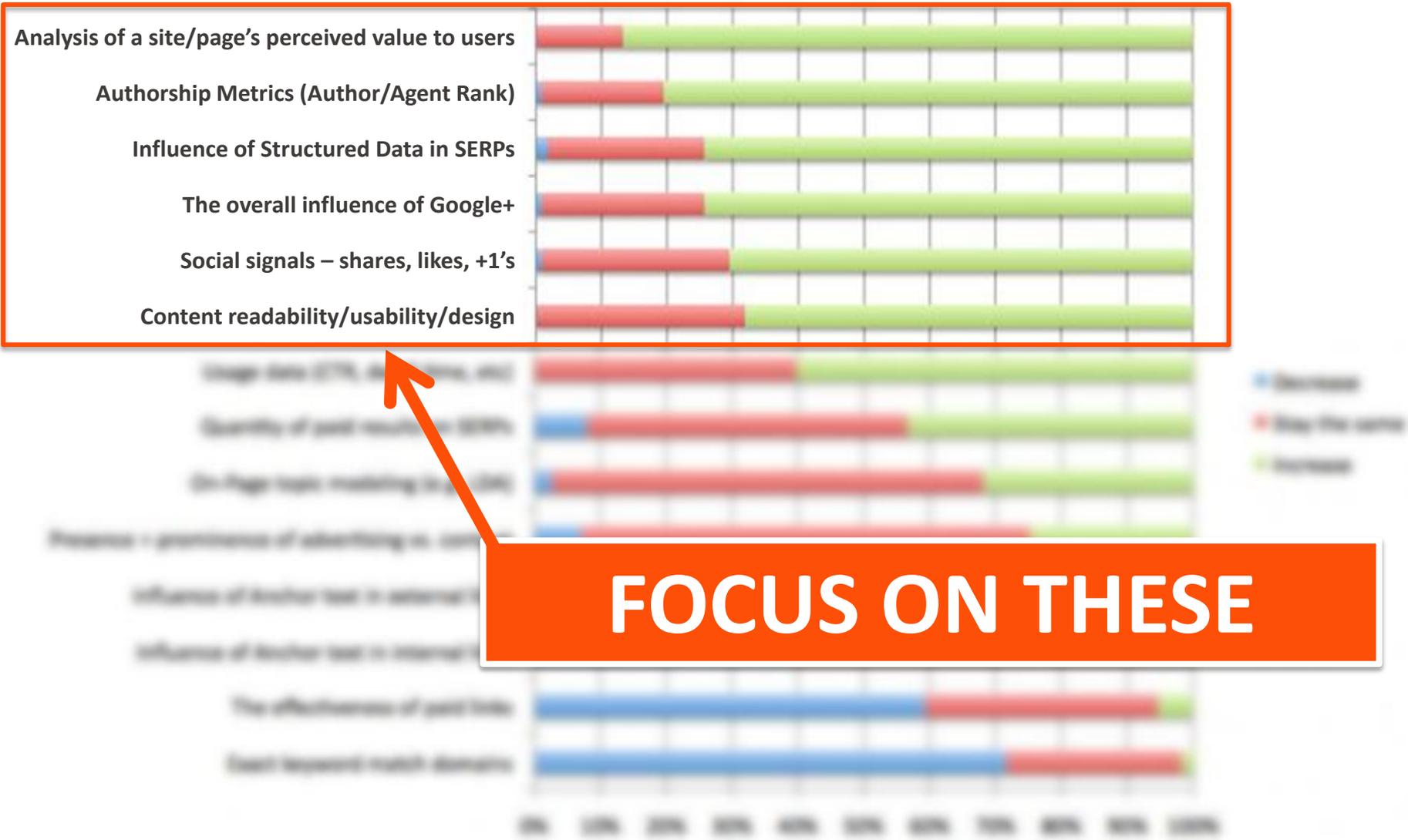


for your target keyword

Ranking Factors



<http://moz.com/blog/ranking-factors-2013>



FOCUS ON THESE

1 Link Building



Links are usually
editorial votes given by choice,
and the more **useful** content you have,
the greater the chances someone else
will find that content valuable to their
readers and link to it.

- **Compelling content** they want to share
- Had a **great experience** with the brand
- Had a **terrible experience** with the brand
- They are a friend of the brand and **want to promote it**

- Great content
- Curated directories
- Competitor backlinks
- Mentions in press & articles
- Broken links
- Social media
- **Network** – people are more likely to link to people they know



“

Link building is **NOT** about getting a link. It's about convincing someone you don't know to take a real-world action that benefits you.

– Michael King
@ipullrank

“Any links intended to manipulate **PageRank** or a site's ranking in Google search results may be considered part of a link scheme and a violation of Google's **Webmaster Guidelines**. This includes any behavior that manipulates links to your site or outgoing links from your site.”

- *Google Webmaster Tools*

<https://support.google.com/webmasters/answer/66356?hl=en>

Link strategies that no longer work



- Buying links
- Article marketing
- Blog/forum spam
- Speakerships, sponsorships, events.
- Exact match anchor text
- High volume, low quality content
- Sidebar & footer links
- Links in widgets
- Anchor text links in press releases

Target links that you would want
even if Google doesn't give you
any credit for them.

“Within search results, **information tied to verified online profiles will be ranked higher** than content without such verification, which will result in most users naturally clicking on the top (verified) results. The true cost of remaining anonymous, then, might be irrelevance.”

– Eric Schmidt
Executive Chairman, Google



- Influences rank
- More real estate in search results
- Author's name in SERP
- Bio photo in the listing
- Link to all articles by author
- Link to author's Google + page

Setting up Authorship

Links

Contributor to

-  [Act-On Blog](#) (current)
-  [Act-on.com](#) (current)

```
<link rel="author" href="https://plus.google.com/111698458150204239401"/>
```

[SEO 101 part 4: Optimize your Site for SEO](#)



[blog.act-on.com/.../seo-101-part-4-optimize-your-site-for-seo/](#) ▼

by Martin Laetsch - in 45 Google+ circles

Nov 13, 2012 - Site maps, sitemaps, image search, and 404 pages are all an important part of optimizing your website for SEO. Learn more about search ...

3

Set a Canonical URL



- The **best URL** when there are several choices
 - www.example.com
 - example.com/
 - www.example.com/index.html
 - example.com/home.asp
- There should be only **one canonical version of each page**. The non-canonical version(s) should 301 redirect to the canonical
- If people are linking to both www.example.com and example.com, link value will be split between the two sites

- **The preferred version of a set of pages with highly similar content.**
 - `http://www.example.com/product.php?item=swedish-fish&trackingid=1234567&sort=alpha&sessionid=5678asfasdfasfd`
 - `http://www.example.com/product.php?item=swedish-fish&trackingid=1234567&sort=price&sessionid=5678asfasdfasfd`
- Tells Google **"Of all these pages with identical content, this page is the most useful. Please prioritize it in search results."**
- Add a **rel="canonical"** link to the <head> section of the non-canonical version of each HTML page.
 - `<link rel="canonical" href="http://www.example.com/product.php?item=swedish-fish"/>`

4 Schema Markup



- HTML tags that webmasters can use to markup their pages in ways recognized by major search engines.
- Used to help search engines and other applications identify structured data and understand what it means.
- Makes it easier for people to find the content they are looking for by providing richer search results.
- For example, `<h1>Avatar</h1>` tells the browser to display the text string "Avatar" in a heading 1 format. However, the HTML tag doesn't give any information about what that text string means— "Avatar" could refer to the hugely successful 3D movie, or it could refer to a type of profile picture—and this can make it more difficult for search engines to intelligently display relevant content to a user.

<http://schema.org/docs/gs.html>

Structured data helps search engines understand what web content is about.

```
<div>
  <h1>Avatar</h1>
  <span>Director: James Cameron (born August 16, 1954)</span>
  <span>Science fiction</span>
  <a href=" ../movies/avatar-theatrical-trailer.html">Trailer</a>
</div>
```

VS

```
<div itemscope itemtype="http://schema.org/Movie">
  <h1 itemprop="name"&g;Avatar</h1>
  <div itemprop="director" itemscope itemtype="http://schema.org/Person">
    Director: <span itemprop="name">James Cameron</span> (born <span itemprop="birthDate">August 16, 1954)</span>
  </div>
  <span itemprop="genre">Science fiction</span>
  <a href=" ../movies/avatar-theatrical-trailer.html" itemprop="trailer">Trailer</a>
</div>
```

```
<li class="clearfix">
  <div itemscope itemtype="http://schema.org/Event">
    <strong><a href="/events/portland-nw-documentary-retrospective" itemprop="url"><span
    itemprop="name">NW Documentary Retrospective</span></a></strong>
    <div class="photo-box pb-ss">
      <a class="event-photo" href="/events/portland-nw-documentary-retrospective">
        
      </a>
    </div>
    <em>
      <meta itemprop="startDate" content="2013-08-28T19:00:00-07:00">
      Today, Aug 28, 7:00 pm
    </em>
    <p itemprop="description">Since 2003, arts non-profit NW...</p>
  </div>
</li>
```

```
<li class="clearfix">
  <div itemscope itemtype="http://schema.org/Event">
    <strong><a href="/events/portland-nw-documentary-retrospective" itemprop="url"><span
      itemprop="name">NW Documentary Retrospective</span></a></strong>
      <div class="photo-box pb-ss">
        <a class="event-photo" href="/events/portland-nw-documentary-retrospective">
          
        </a>
      </div>
      <em>
        <meta itemprop="startDate" content="2013-08-28T19:00:00-07:00">
        Today, Aug 28, 7:00 pm
      </em>
      <p itemprop="description">Since 2003, arts non-profit NW...</p>
    </div>
  </li>
```

Microdata Suggestions - Events



```
<li class="clearfix">
  <div itemscope itemtype="http://schema.org/Event">
    <strong><a href="/events/portland-nw-documentary-retrospective" itemprop="url"><span
      itemprop="name">NW Documentary Retrospective</span></a></strong>
      <div class="photo-box pb-ss">
        <a class="event-photo" href="/events/portland-nw-documentary-retrospective">
          
        </a>
      </div>
    <em>
      <meta itemprop="startDate" content="2013-08-28T19:00:00-07:00">
      Today, Aug 28, 7:00 pm
    </em>
    <p itemprop="description">Since 2003, arts non-profit NW...</p>
  </div>
</li>
```

[Portland Events, Concerts, Film, Nightlife, Festivals & More | Yelp](#)

www.yelp.com/events/portland

Yelp Events, Portland Things to do around you Concerts, Festivals, Art, Film & More.

Aug 2 - Sep 1 CHAP Art Club Print Show

Wed, Aug 28 UYE PDXXX Yelp Fantasy...

Wed, Aug 28 NW Documentary ...

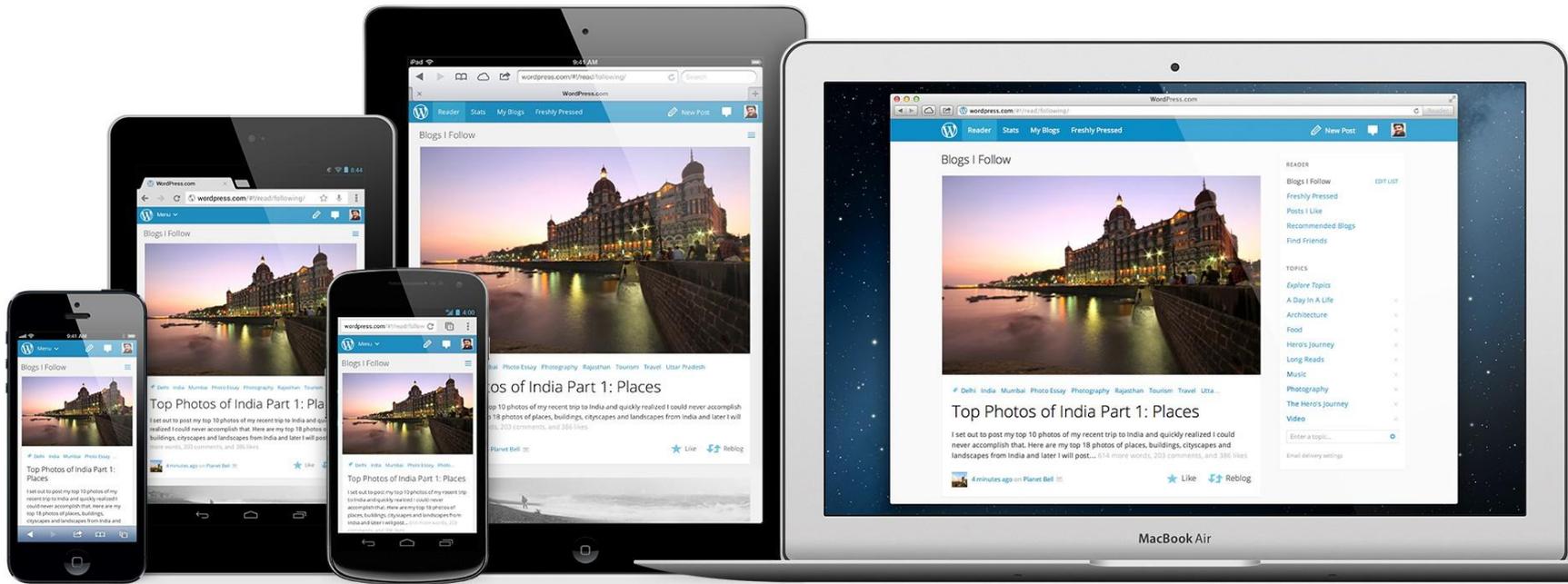
Common item types:



- [CreativeWork](#)
- [Book](#)
- [Movie](#)
- [MusicRecording](#)
- [Webpage](#)
- [Breadcrumb](#)
- [Recipe](#)
- [AudioObject](#)
- [ImageObject](#)
- [VideoObject](#)
- [Event](#)
- [Organization](#)
- [Person](#)
- [Place](#)
- [LocalBusiness](#)
- [Restaurant](#)
- [Product](#)
- [Offer](#)
- [AggregateOffer](#)
- [Review](#)
- [AggregateRating](#)

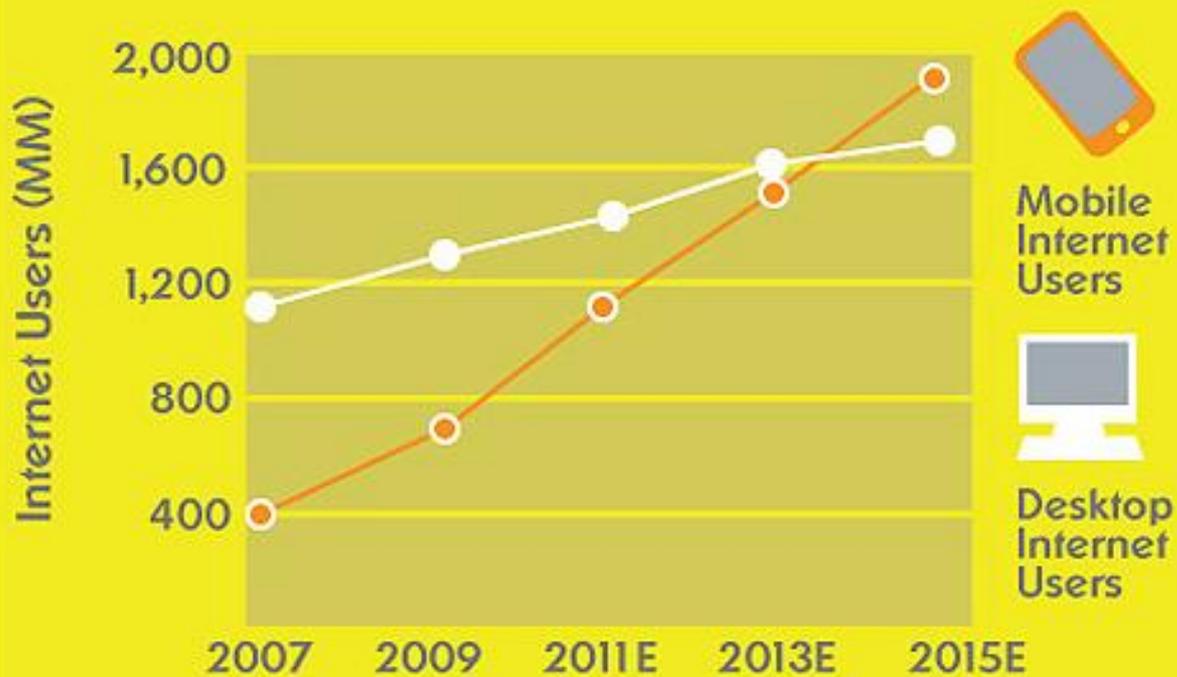
<http://schema.org/docs/full.html>

5 Responsive Design



By 2014, mobile internet should take over desktop internet usage

Global Mobile vs. Desktop Internet User Projection, 2007 - 2015E



[Source](#)

- Google's recommended way to code for mobile
- One HTML code for the page regardless of the device accessing it
- Presentation changes based on the browser displaying the page.
- Desktop and mobile content on a single URL
- Easier for users to interact with, share, & link to
- Google can discover your content more efficiently.

<http://googlewebmastercentral.blogspot.com/2012/06/recommendations-for-building-smartphone.html>

ZURB

About

Blog

News & Events

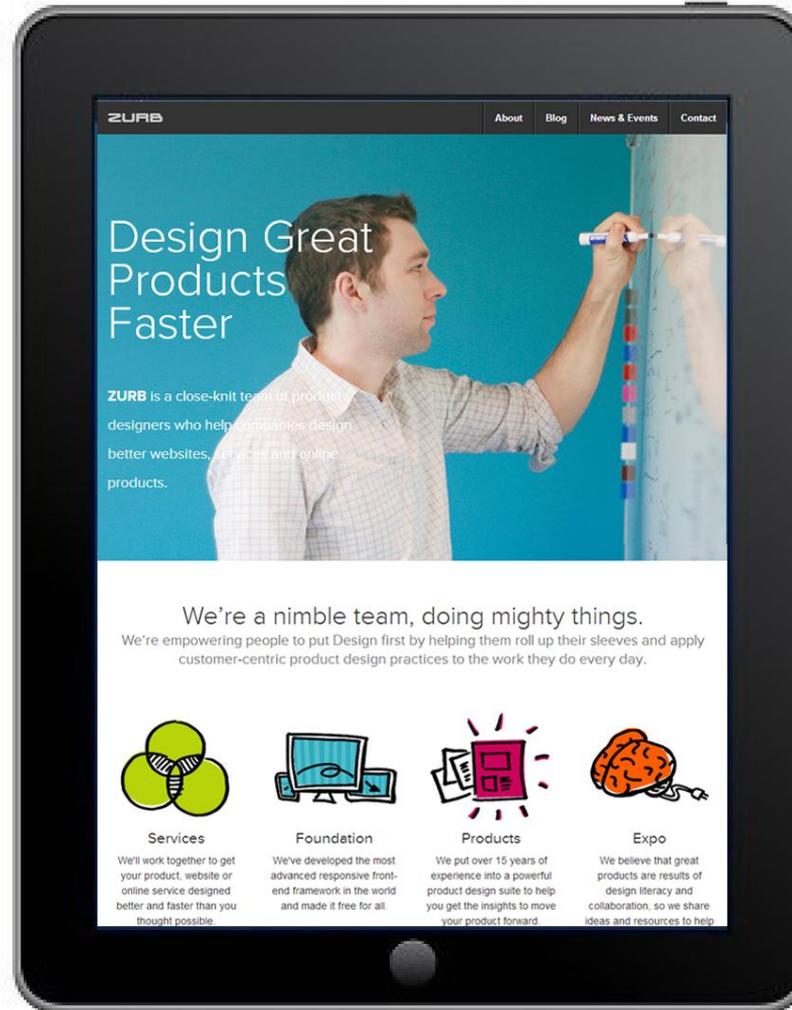
Contact

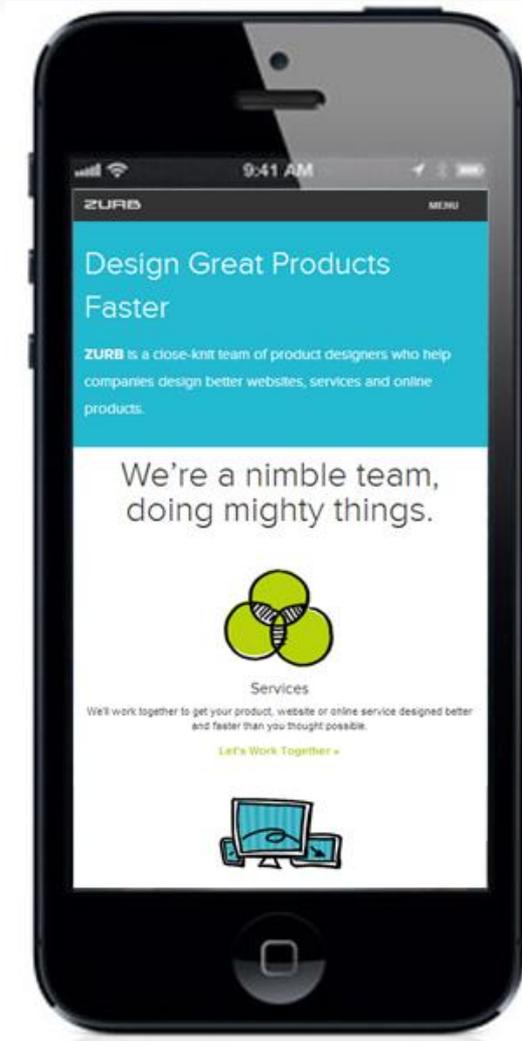
Design Great Products Faster

ZURB is a close-knit team of product designers who help companies design better websites, services and online products.



<http://www.zurb.com/>





Q & A



Next Steps



Interested in a demo

Call +1 (877) 530-1555

Email sales@act-on.com

Web www.act-on.com

- Ask about us on [Quora](#)
- Collect tips from us on the [Marketing Action Blog](#)
- Converse with us on [Twitter](#)
- Circle us on [Google+](#)
- Follow us on [Pinterest](#)
- Learn about us on [LinkedIn](#)
- Meet us on [Facebook](#)
- Watch us on [YouTube](#)

