

Introduction of SEO

Make it easy for your market to find you

#Coolest Guy in SEO

Kris Reid

kris@ardorseo.com

Download the slides:

<https://ardorseo.com/resources>



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What is SEO?



Search engine optimisation...

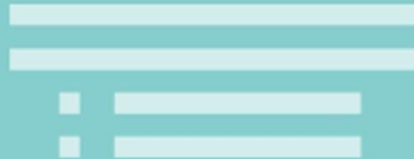


SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “Organic,” “editorial” or “natural” search results on search engines.

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Why is SEO important?



Google now process over **40,000 search** queries every second on average, which translates to over **3.5 billion searches** per day and **1.2 trillion searches** per year worldwide.

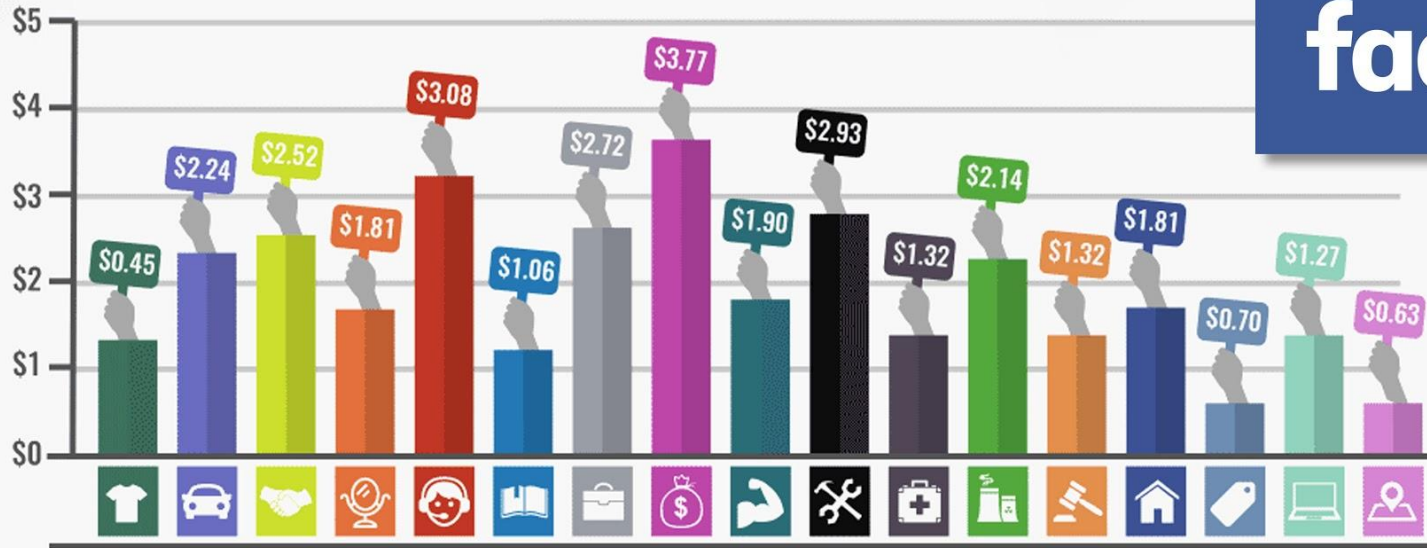


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AVERAGE COST PER CLICK

The average cost per click (CPC) in Facebook ads across all industries is \$1.86

facebook



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■ HOME IMPROVEMENT ■ HEALTHCARE ■ INDUSTRIAL SERVICES ■ LEGAL ■ REAL ESTATE ■ RETAIL ■ TECHNOLOGY ■ TRAVEL & HOSPITALITY

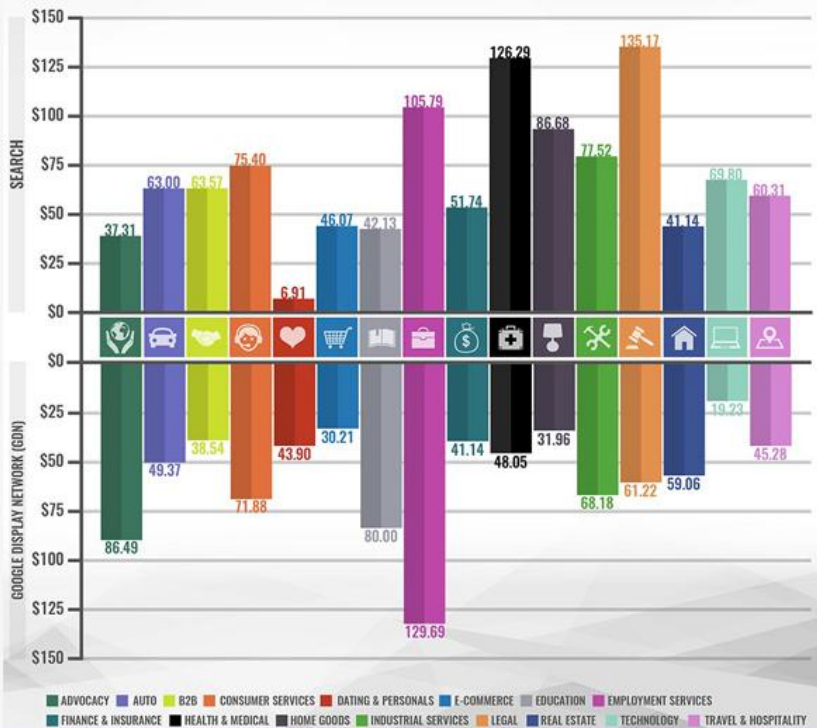


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GOOGLE ADWORDS INDUSTRY BENCHMARKS

AVERAGE COST PER ACTION

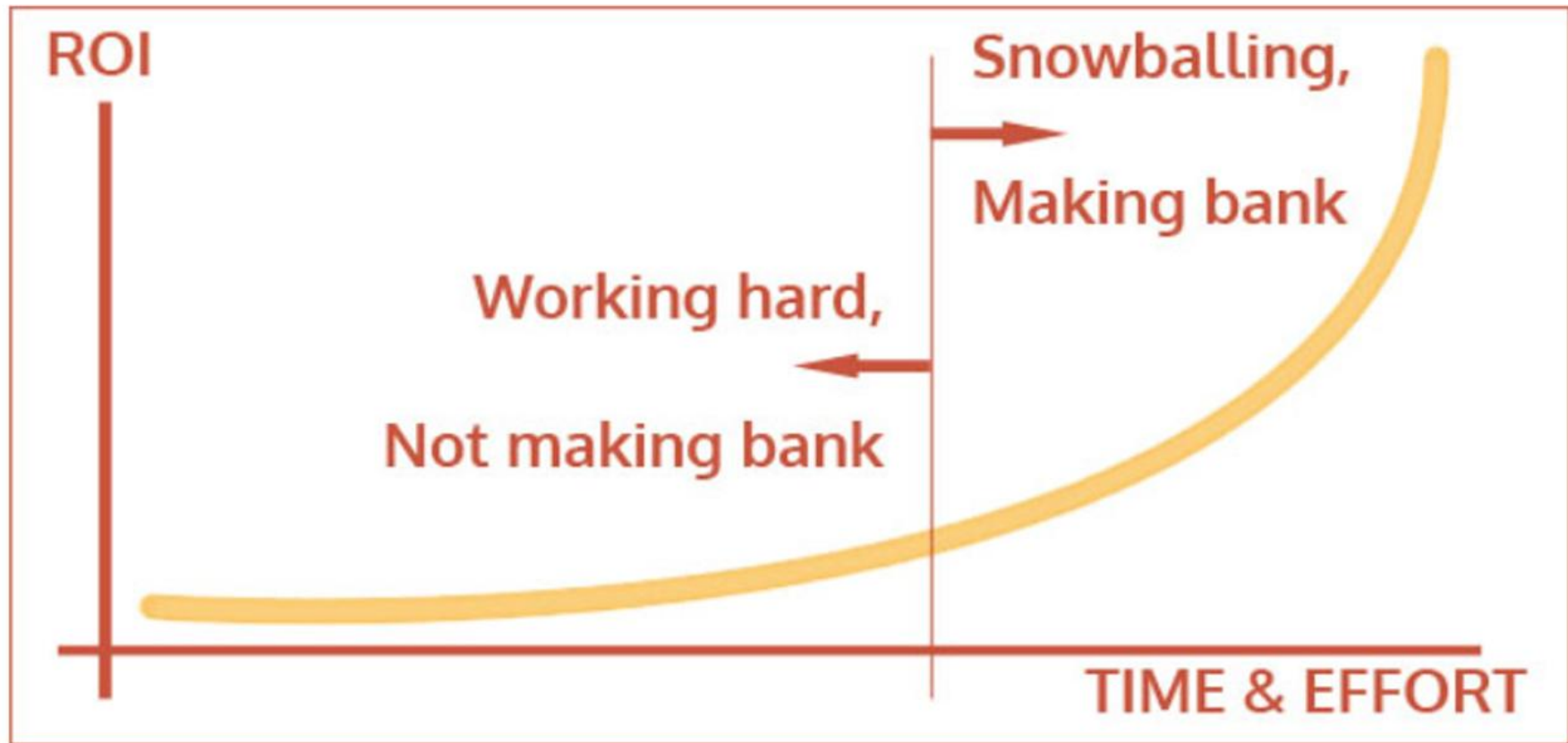
The average cost per action (CPA) in AdWords across all industries is \$59.18 on the search network and \$60.76 on the display network.



Google
AdWords



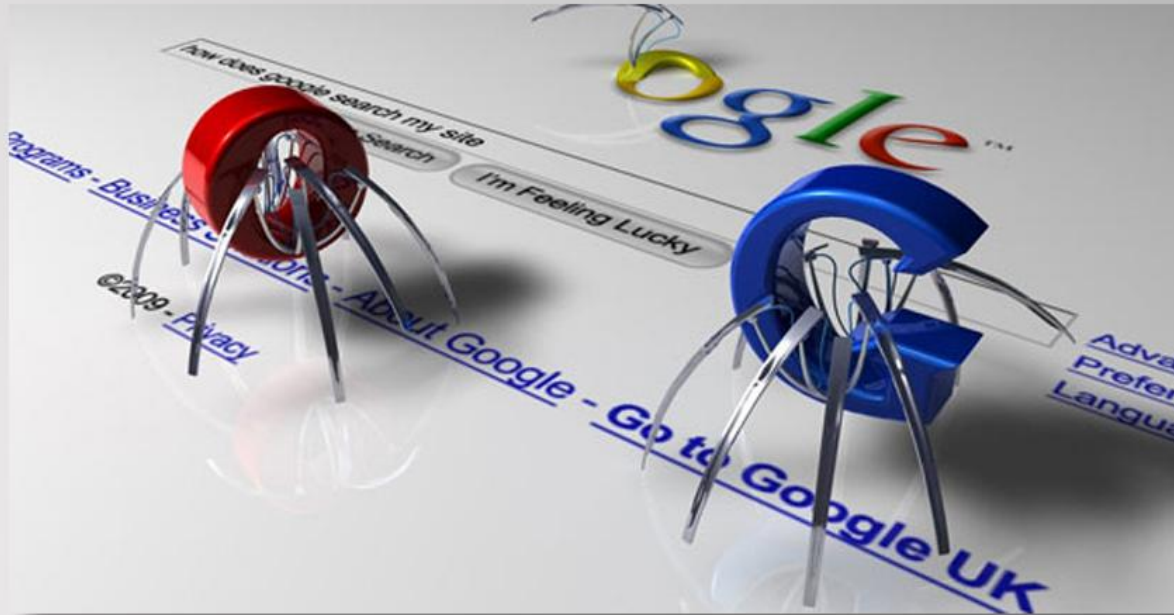
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1.) **The Webcrawler** This is the part of the search engine which combs through the pages on the internet and gathers the information for the search engine.



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2) **The Database** The search engine's database is what you are actually searching. All of the information that a web crawler retrieves is stored in a database. Every time you use a search engine, it is this database you are searching, not the live internet.



Inside the Search Algorithm

KEYWORD IN URL + KEYWORD IN DOMAIN NAME + KEYWORD IN TITLE TAG + TITLE TAG 10 - 60 CHARACTERS + KEYWORD IN DESCRIPTION META TAG + KEYWORD IN KEYWORD METATAG + KEYWORD DENSITY IN BODY TEXT + INDIVIDUAL KEYWORD DENSITY + KEYWORD IN H1, H2 AND H3 + ANCHOR TEXT + KEYWORD FONT SIZE + KEYWORD PROXIMITY + KEYWORD PHRASE ORDER + KEYWORD PROMINENCE + KEYWORD IN ALT TEXT + KEYWORD IN LINKS TO SITE PAGES + LINK TO INTERNAL PAGES + ALL INTERNAL LINKS VALID + EFFICIENT - TREE-LIKE STRUCTURE + INTRA-SITE LINKING + LINK TO EXTERNAL PAGES + OUTGOING LINK ANCHOR TEXT + LINK STABILITY OVER TIME + ALL EXTERNAL LINKS VALID + LESS THAN 100 LINKS OUT TOTAL + DOMAIN NAME EXTENSION + TOP LEVEL DOMAIN + TLD + FILE SIZE + HYPHENS IN URL + FRESHNESS OF PAGES + AMOUNT OF CONTENT CHANGE + FRESHNESS OF LINKS + FREQUENCY OF UPDATES + PAGE THEMING + KEYWORD STEMMING + APPLIED SEMANTICS + LSI + URL LENGTH + SITE SIZE + SITE AGE + AGE OF PAGE + PAGE RANK + TOTAL INCOMING LINKS + INCOMING LINKS FROM HIGH-RANKING PAGES + ACCELERATION OF LINK POPULARITY + PAGE RANK OF THE REFERRING PAGE + ANCHOR TEXT OF INBOUND LINK TO YOU + AGE OF LINK + FREQUENCY OF CHANGE OF ANCHOR TEXT + POPULARITY OF REFERRING PAGE + NUMBER OF OUTGOING LINKS ON REFERRER PAGE + POSITION OF LINK ON REFERRER PAGE + KEYWORD DENSITY ON REFERRING PAGE + HTML TITLE OF REFERRER PAGE + LINK FROM AUTHORITY SITE + USE DESCRIPTIVE, KEYWORD RICH TEXT IN YOUR TITLE AND DESCRIPTION + REFERRER PAGE - SAME THEME + REFERRER PAGE - DIFFERENT THEME + SITE LISTED IN DMOZ DIRECTORY + DMOZ CATEGORY + SITE LISTED IN YAHOO DIRECTORY + EXPERT SITE + SITE SIZE + SITE THEMING + PAGE TRAFFIC + PAGE SELECTION RATE + TIME SPENT ON PAGE + BOOKMARK ADD/ REMOVAL FREQUENCY + HOW THEY LEFT, WHERE THEY WENT + TWEET + TIME SPENT ON DOMAIN + DOMAIN REGISTRATION TIME + DAILY RANKING + CONTENT IS KING + LINKS ARE QUEEN + CONTENT FRESHNESS ADDS RELEVANCY + CHECK FOR CANONICALIZATION ISSUES + NATURAL LANGUAGE CONTENT + GIVE LINK LOVE, GET LINK LOVE + OPTIMIZE THE TEXT IN YOUR RSS FEED + SEARCH ENGINES LIKE UNIQUE CONTENT THAT IS ALSO QUALITY CONTENT + PROFESS LOVE OF WIKIPEDIA + TAG STUFF + PARTICIPATE IN FORUMS + FLAME THOUGHT LEADERS FOR LINKBAIT + LINKJUICE + BLOG + ABOVE THE FOLD + BLOGOLA + CROSS LINKING + COLLABULARY + FOLKSONOMY + GEO TARGETING + KEYWORD DENSITY + LINKERATI + METADATA + MASHUPS + NOFOLLOW + RECIPROCAL LINKS + REDIRECTS + RELEVANCY + SPIDERBAITING + SITEMAP + TITLE TAG + THEME + TRUSTED FEEDS + TAG SOUP + WEBNECKS + WIKISOLDIERS + PARTICIPATE IN SOCIAL WEB + SEDUCE A SEARCH ENGINEER



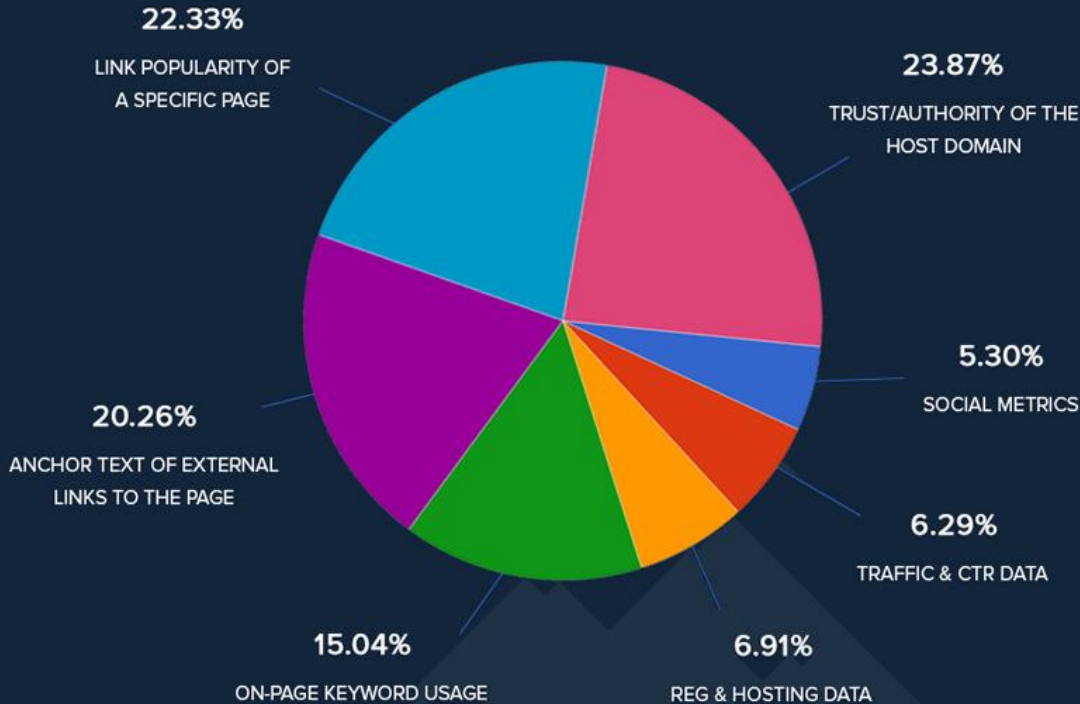
3) **The Search algorithm** Each search engine interprets the terms you enter into the search box in different ways.



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COMPONENTS OF GOOGLE'S RANKING ALGORITHM

According to 72 SEOs Surveyed for SEOMoz's Biennial Search Ranking Factors



4) The Ranking algorithm
How a search engine ranks the results of your search is possibly the most important component of a search engine. Most searches will retrieve thousands of results. Since you probably will only look through the first 1-2 pages of results, you need the most relevant results to appear first.



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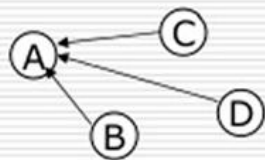
Stanford
University



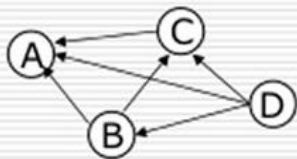
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Google Simplified PageRank algorithm

- Assume four web pages: **A**, **B**, **C** and **D**. Let each page would begin with an estimated PageRank of 0.25.



$$PR(A) = PR(B) + PR(C) + PR(D).$$

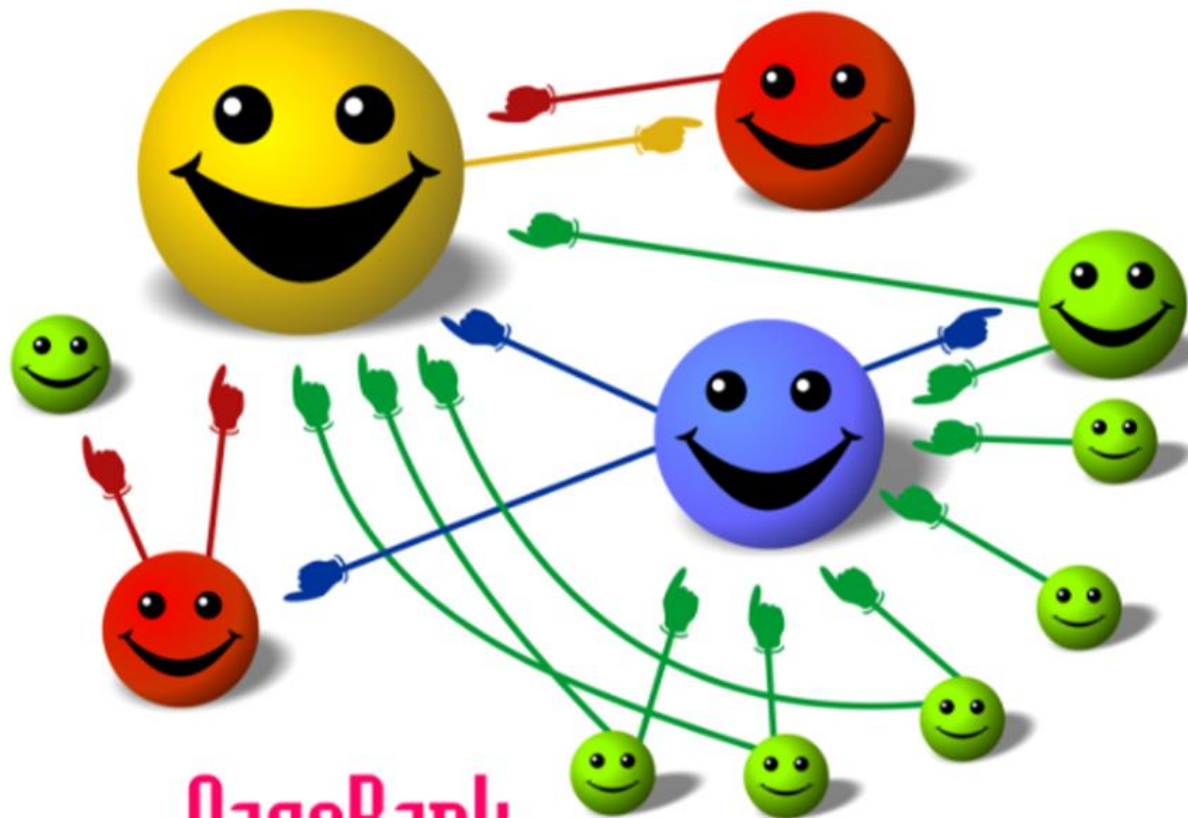


$$PR(A) = \frac{PR(B)}{2} + \frac{PR(C)}{1} + \frac{PR(D)}{3}.$$

- $L(A)$ is defined as the number of links going out of page A. The PageRank of a page A is given as follows:

$$PR(A) = \frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)}.$$





PageRank



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Google's 200 Ranking Factors: THE COMPLETE LIST

<https://backlinko.com/google-ranking-factors>



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Domain Factors

1. **Domain Age**
2. **Keyword Appears in Top Level Domain**
3. **Keyword As First Word in Domain**
6. **Domain History**
10. **Country TLD extension**





Page-Level Factors

- 11. Keyword in Title Tag**
- 13. Keyword in Description Tag**
- 14. Keyword Appears in H1 Tag**
- 20. Page Loading Speed via HTML**
- 25. Recency of Content Updates**
- 31. Outbound Link Quality**
- 45. Page's PageRank**





Site-Level Factors

- 62. Content Provides Value and Unique Insights
- 65. Site Architecture
- 72. Terms of Service and Privacy Pages
- 73. Duplicate Meta Information On-Site
- 75. Mobile Optimized





Backlink Factors

- 80. Linking Domain Age
- 86. Authority of Linking Page
- 87. Authority of Linking Domain
- 90. Links from Bad Neighborhoods
- 93. Nofollow Links
- 98. Backlink Anchor Text
- 115. Links from Real Sites vs. Splogs





User Interaction

128. Organic Click Through Rate for a Keyword

130. Bounce Rate

131. Direct Traffic: It's confirmed that Google uses data from Google Chrome

137. Dwell Time





Special Algorithm Rules

- 138. Query Deserves Freshness
- 140. User Browsing History
- 141. User Search History
- 142. Geo Targeting
- 150. Big Brand Preference





Social Signals

- 155. Number of Tweets
- 156. Authority of Twitter Users Accounts
- 157. Number of Facebook Likes
- 159. Authority of Facebook User Accounts





Brand Signals

- 167. Brand Name Anchor Text
- 174. Brand Mentions on News Sites
- 175. Co-Citations





On-Site Webspam Factors

- 179. Panda Penalty content farms
- 182. Popups or Distracting Ads
- 183. Site Over-Optimization
- 187. Affiliate Sites
- 188. Autogenerated Content





Off Page Webspam Factors

- 193. Penguin Penalty
- 195. Linking Domain Relevancy
- 197. Links from the Same Class CIP
- 198. "Poison" Anchor Text
- 199. Manual Penalty
- 203. Disavow Tool





By: Cyrus Shepard

June 15th, 2015

Can You Rank in Google Without Links? New Data Says Slim Chance

Link Building | Advanced SEO | Search Engines

<https://moz.com/blog/backlinks-google-study>



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Kris Reid

kris@ardorseo.com

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