

# *SEO for Visibility, Action & Conversion // Kevin Mullett*

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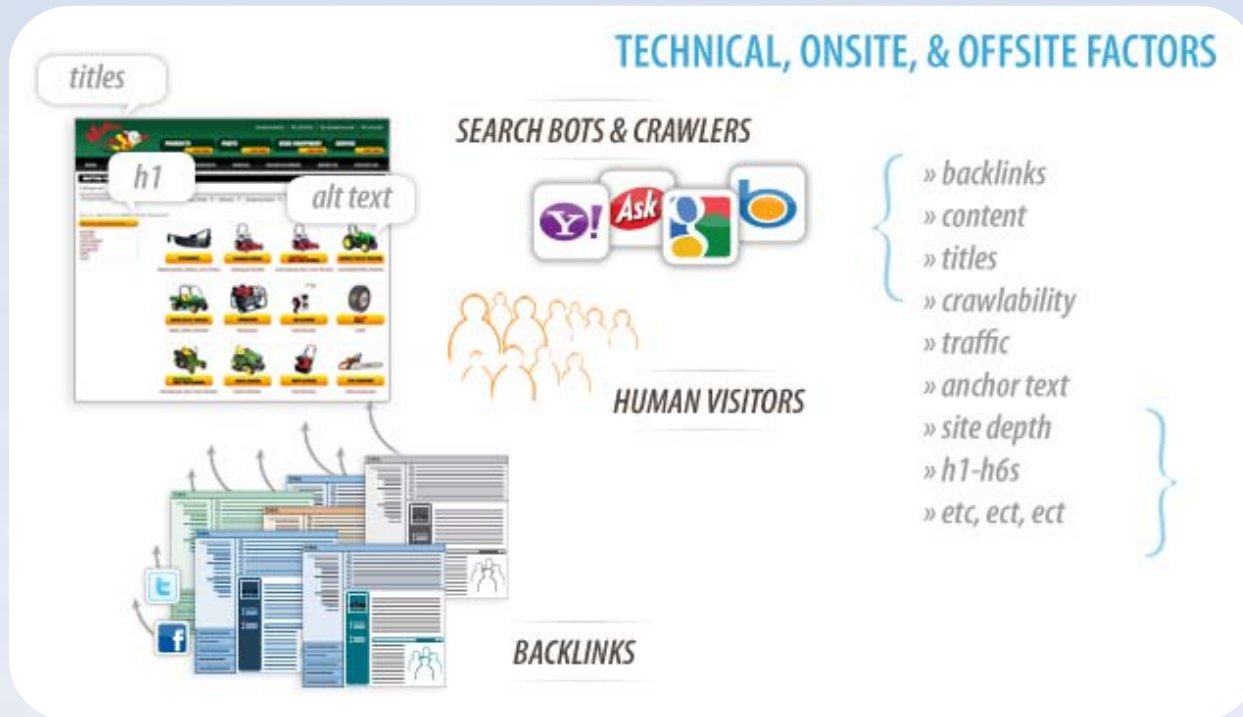
cirrus abs 

# SEO // visibility is online currency

The image shows a collage of search engine results for the query 'Fuel Traders'. On the left, a Google search result is visible, showing the search bar with 'Fuel Traders' and a search button. Below it, several search results are listed, including 'Leading supplier of Wholesale Diesel and Gasoline, Petroleum Traders', 'UPDATE 2-CEO of fuel trader Chemoil', and 'Fuel traders put faith in UAE as fou'. On the right, a Yahoo! search result is shown, featuring the Yahoo! logo, a search bar with 'Fuel Traders', and a search button. Below the search bar, there are suggestions for 'Also try: jet fuel traders, diesel fuel traders, More...'. The main search results include 'Petroleum Traders Corporation', 'National Gasoline & Diesel Fuel Supplier, Fuel Wholesaler ...', and 'IRAS: Approved Marine Fuel Trader (MFT) Scheme'. A sidebar on the right of the Yahoo! page shows 'Sponsored Results' for 'Business Degrees Online', 'Become A Fuels Trader', and 'See your message here...'. The background of the collage is a light blue gradient.

- no visibility = no clicks
- unattractive or spammy titles & descriptions = no clicks
- clicks for incorrect terms = no conversion
- poorly planned landing pages with no CTA = no conversion

# SEO // technical, onsite & offsite factors



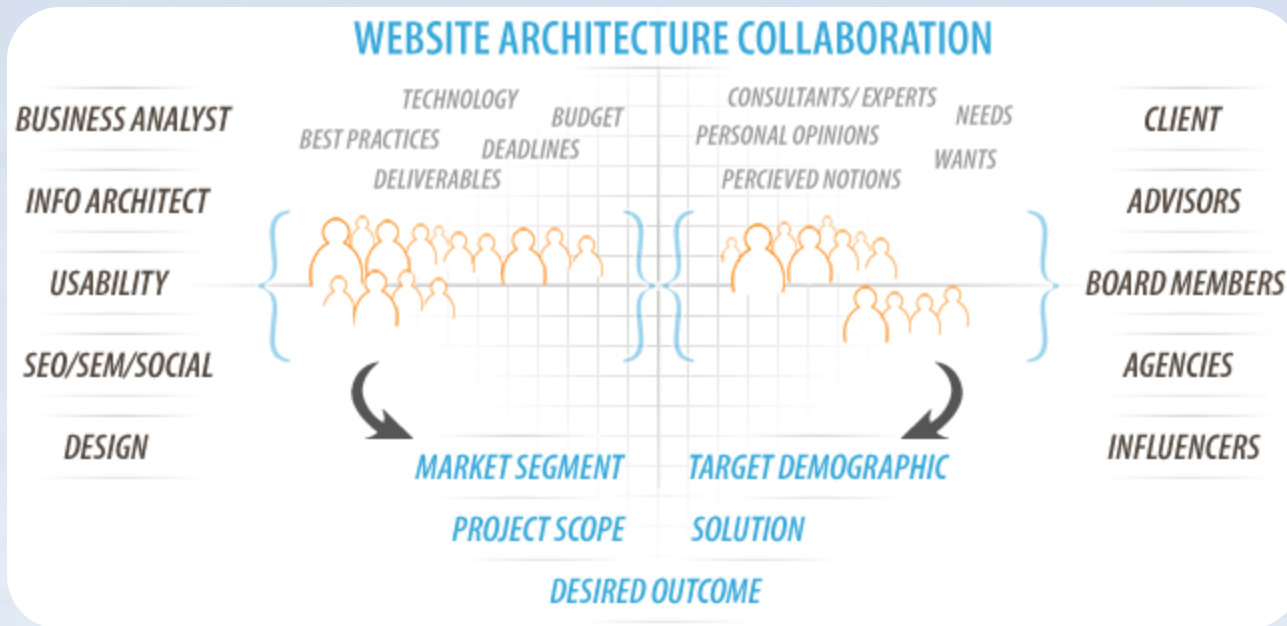
There are technical, onsite, & offsite factors that contribute to your sites SEO performance.

# SEO // visibility via preferred media



- preferred media not singular media
- the year of talking to your audience where they are
- not the time to be steadfast in our ideals

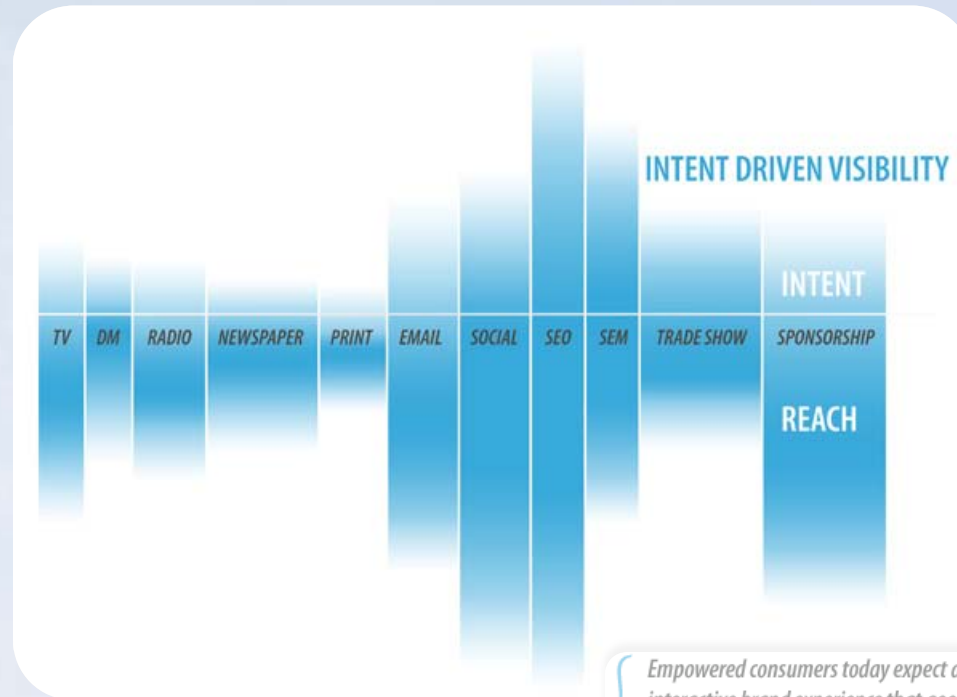
# SEO // visibility via preferred media



- i've never seen a perfect launch, i.e. one where I got to do everything I wanted
- projects are always limited by: time, money, effort, resources, knowledge, buy in (from HIPPOs or clients)
- test conversions, measure results

# SEO // where's the intent?

- social
- dm
- tv
- radio
- tradeshow
- newspaper
- yellow pages
- search Marketing
- SEO



Empowered consumers today expect a customized, interactive brand experience that goes way beyond a 30-second television spot or two-dimensional print ad. Forty-two percent of online adults and 55% of online youth want to engage with their favorite brands through social applications.

FORRESTER RESEARCH, INC Interactive Marketing Projections: 47730

# SEO // are you in trouble?

if your site is...

- trapped by flash
- looking good but can't be found
- built in a way that prevents you from changing or adding content
- if you can't change page titles, and meta descriptions you're in trouble.



# SEO // know thy algorithms

big year for google changes

- over 200 criteria
- 6000 test algorithm changes per year
- caffeine; the new algorithm
- google Gulp with Auto Drink » [google.com/googlegulp](http://google.com/googlegulp)
- real time search: if something is trending you will see it
- forced customized (personalized) search:  
if you're logged in you see customized results
- beta social circle search (will it be opt-out too?)
- emphasis on indexing speed
- emphasis on freshness and frequency
- webmaster console: removed pagerank, added Labs which includes site performance, fetch as googlebot, and malware detail tools
- DNS 8.8.8.8.



# SEO // all things being equal

## ALL THINGS BEING EQUAL



SITE A



SITE B

since there are over 200 criteria you must do competitive analysis to maximize your return on efforts.

# *SEO // action alpha*

- **create a list of competitive sites**
- **resolve yourself to run competitive analysis**  
(the ones i'm about to tell you)
- **develop a plan to win or call in reinforcements**



# SEO // what's what?

Latest results for **super bowl 2010** - Pause

[Expensive Super Bowl Ads Called 'Bargain'](#)

Expensive Super Bowl Ads Called 'Bargain'. Mon Feb 8, 11:47AM PT. CBS 13 Sacramento 2:56 | 0 views. Dave's Monday Forecast - Feb. 8, 2010 ...

[news.yahoo.com/.../expensive-super-bowl-ads-called-bargain-18040953](#) - 1 minute ago



[Super Bowl Ads 2010: Big](#)

[Suite101: Marketing/PR Art](#)  
Some fumbled, some scored  
advertising gamers lots of at

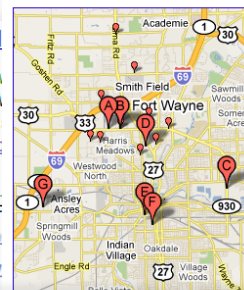
Local business results for **thai restaurants near Fort Wayne, IN**



**A** [Baan Thai Restaurant](#) - ww  
4634 Coldwater Road, Fort W  
"This is absolutely the best  
★★★★★ 14 reviews [directi](#)

**B** [Switta Thai Cuisine](#) - maps.  
5820 Challenger Parkway, F  
[directions, and m](#)  
[ts near Fort Way](#)

Local business results for **transmissions near Fort Wayne, IN**



- A** [Summit Transmission In](#)  
[www.summittransmissio](#)
- B** [Russ Moore Transmissi](#)  
[www.russmoore.com](#) - (2)
- C** [Fort Wayne Transmissi](#)  
[fortwaynetransmission.v](#)
- D** [JTS Automotive Inc.](#)  
[www.jtsauto.com](#) - (260)
- E** [Lewis Jess Transmissio](#)  
[www.jesslewistransmissi](#)
- F** [Commercial Automotive](#)  
[maps.google.com](#) - (260)
- G** [Russ Moore Transmissi](#)  
[www.russmoore.com](#) - (2)

Sponsored Links

[Super Bowl Commercial](#)

Watch the Dr Pepper® Super Bowl Ad  
And join the Never Ending KISS Song  
[DrPepper.com](#)

[Dante's Inferno Ad](#)

View the Uncensored Dante's Inferno  
Super Bowl Ad. Go to Hell.

[Dantesinferno.com/Super-Bowl-Ad](#)

[Watch trailer](#)

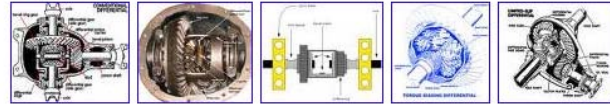
[Coke® Big Game Commercial](#)

See How the Best Things in  
Life Don't Cost a Thing.  
[YouTube.com/Coke](#)

[2010 Super Bowl Miami](#)

Super Bowl Miami Tickets and  
travel packages are on sale.

Image results for **differentials** - Report images



Searches related to fort wayne transmiss...

[aamco transmissions fort wayne in](#)

[summit transmission fort wayne](#)

[russ more transmission fort wayne](#)

[tfe transmission fluid fort wayne in](#)

[moore transmission services parts fort wayne in](#)

[Leading Manufacturer of Traction Enhancing Differentials ...](#)

ECTED is backed by an industry-leading one-year warranty, just like all Auburn Gear Performance Differentials. ECTED is backed by the industry-exclusive ...

[www.auburngear.com/aftermarket/product\\_listing.aspx?... - Cached - Similar -](#)

[Leading Manufacturer of Traction Enhancing Differentials ...](#)

The ball bearings spin with the differential case (10). Ected Differential. The coil creates a magnetic flux so that the pilot cone (1) is pulled into ...

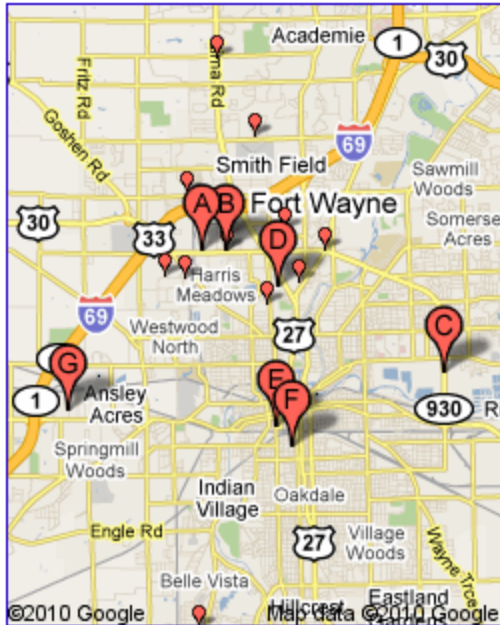
[www.auburngear.com/oemdifferentials/ected.aspx - Cached -](#)


[Show more results from www.auburngear.com](#)

## there are many ways google presents results

# SEO // be local if local

## Local business results for transmissions near Fort Wayne, IN



- A** [Summit Transmission Inc](#)  
[www.summittransmission.com](http://www.summittransmission.com) - (260) 483-3295 - [2 reviews](#)
- B** [Russ Moore Transmission Specialists](#)  
[www.russmoore.com](http://www.russmoore.com) - (260) 482-9414 - [1 review](#)
- C** [Fort Wayne Transmission Center](#)  
[fortwaynetransmission.webs.com](http://fortwaynetransmission.webs.com) - (260) 424-8966 - [More](#)
- D** [JTS Automotive Inc.](#)  
[www.jtsauto.com](http://www.jtsauto.com) - (260) 471-6475 - [1 review](#)
- E** [Lewis Jess Transmission](#)  
[www.jesslewistransmission.com](http://www.jesslewistransmission.com) - (260) 424-1087 - [1 review](#)
- F** [Commercial Automotive](#)  
[maps.google.com](http://maps.google.com) - (260) 744-4762 - [1 review](#)
- G** [Russ Moore Transmission](#)  
[www.russmoore.com](http://www.russmoore.com) - (260) 432-5010 - [More](#)
-  [More results near Fort Wayne, IN »](#)

- mobile device “local searches” on the rise
- local search instills high confidence with searchers
- social applications like brightkite, foursquare, gowalla

# *SEO // action beta*

- **grab your local listings:**  
[getlisted.org](http://getlisted.org)
- **setup google profiles for you and your business**  
[google.com/profiles](http://google.com/profiles)
- **schedule a time to review your local analytics**  
[google.com/localbusinesscenter](http://google.com/localbusinesscenter)
- **review friends businesses & have clients review yours**

# *SEO // we all want to be #1*

**we can't all be number one**



# SEO // what's in a name?

The screenshot displays a keyword research tool interface. At the top, there are controls for 'Choose columns to display' (set to 'Show/hide columns') and 'Match Type' (set to 'Broad'). The main table is divided into two sections: 'Keywords related to term(s) entered - sorted by relevance' and 'Additional keywords to consider - sorted by relevance'. The table columns are 'Keywords', 'Advertiser Competition', 'Local Search Volume: January', and 'Global Monthly Search Volume'. The first section lists keywords like 'fort wayne banquet halls' with a search volume of 210 and 'Global Monthly Search Volume' of 140. The second section lists keywords like 'meeting room' with a search volume of 90,500 and 'Global Monthly Search Volume' of 140. An overlay window on the right shows a URL 'www.memorialcoliseum.com' and demographic data: Gender is 'Female-oriented' with a confidence of 0.55 (Male: 0.45, Female: 0.55) and Age is '35-49 Oriented' with a confidence of 0.55. A bar chart shows the distribution of age groups: 35-49 (23.00%), 18-24 (26.80%), 25-34 (27.20%), 50+ (13.20%), and <18 (9.80%).

Keywords	Advertiser Competition	Local Search Volume: January	Global Monthly Search Volume
<b>Keywords related to term(s) entered - sorted by relevance</b>			
fort wayne banquet halls	<input checked="" type="checkbox"/>	210	140
banquet fort wayne	<input type="checkbox"/>	Not enough data	200
fort wayne city council meetings	<input type="checkbox"/>	Not enough data	Not
fort wayne meeting halls	<input type="checkbox"/>	Not enough data	Not
<b>Additional keywords to consider - sorted by relevance</b>			
meeting room	<input checked="" type="checkbox"/>	90,500	140
meeting rooms	<input checked="" type="checkbox"/>	74,000	140
fort wayne rental	<input checked="" type="checkbox"/>	9,900	140
fort wayne	<input checked="" type="checkbox"/>	2,740,000	140
meeting centers	<input checked="" type="checkbox"/>	4,400	140
meeting facility	<input checked="" type="checkbox"/>	12,100	140
meeting facilities	<input checked="" type="checkbox"/>	246,000	140
banquets halls	<input checked="" type="checkbox"/>	5,400	140
halls rental	<input checked="" type="checkbox"/>	40,500	140

**URL:** www.memorialcoliseum.com

**Gender:** Female-oriented, with the following confidence:

- Male: 0.45
- Female: 0.55

**Age:** 35-49 Oriented with following distribution:

Age Group	General Distribution	Predicted Distribution
35-49	23.00%	36.36%
18-24	26.80%	18.18%
25-34	27.20%	18.18%
50+	13.20%	18.18%
<18	9.80%	9.09%

We've taken clients to number one on Google based on keywords they insisted had to be there, only to find out that a slight derivation would have yielded exponential traffic.

# *SEO // action gamma*

- poll your customer facing employees; ask who are your clients
- go to [adlab.msn.com/demographics-prediction/DPUi.aspx](http://adlab.msn.com/demographics-prediction/DPUi.aspx) for additional insight
- write down what you really do & who you are competing against
- take the keywords & keyword phrases you think are important and verify volume with [adwords.google.com/select/KeywordToolExternal](http://adwords.google.com/select/KeywordToolExternal)



# SEO // i've nothing to write

a common complaint is not knowing what to write & what keywords to target

- fresh content is crucial
- newest articles win all else being equal
- increases site depth
- increases crawl rate

Google webmaster tools

www.cirrusabs.com

Dashboard

- Site configuration
- Your site on the web
- Diagnostics
- Crawl errors
- Crawl stats
- HTML suggestions
- Labs

Help with: How often Google accesses a site, Google's crawl rate

Crawl stats

Googlebot activity in the last 90 days

Pages crawled per day	High	Average	Low
	728	25	1

Kilobytes downloaded per

Google

transmission

transmission mac

transmission problems

transmission flush

transmission repair

transmission parts

rebuild transmissions

- rebuild jeep transmissions
- rebuild dodge transmissions
- rebuild ford transmissions
- rebuild manual transmissions
- rebuild honda transmissions

transmission

- transmission problems
- fluid
- ion
- transmission
- utorrent
- used transmissions

# *SEO // technical considerations*

- **KW - Saturation: formula + kw phrases + length (this isn't absolute but it makes you think)**
- **writing titles: formula + clickability + bolded words**
- **writing meta descriptions + clickability + bolded words**
- **H1-H6:**
- **alt tags: often missed (don't say picture or image of, google already knows its an image)**
- **calls to action so they do something once on page**
- **image naming and using "-" not "\_"**
- **don't try so hard to get a certain saturation that you lose good long tail connecting words or relevance!**
- **duplicate content. Google essentially came out and said this isn't a big deal, but still.**
- **so many more**

# *SEO // action delta*

- for each page of your site run & review [tools.seobook.com/general/keyword-density/](https://tools.seobook.com/general/keyword-density/)
- change title tags & descriptions first because they are valuable & clarify thinking
- start with keywords & keyword phrases you already rank for

# *SEO // all backlinks; aren't equal*

**why do we want backlinks?**

- **visibility / brand recognition**
- **traffic generation / linkbait  
(to pages or our site)**
- **to encourage page or site indexing**
- **increase page rank / authority to impact SERPs**
- **because someone told you to get them**



# SEO // all backlinks; aren't equal (part deux)

- BLNF: backlink nofollow = [www.url.com](http://www.url.com) (rel="nofollow")
- BLDF: backlink dofollow = [www.url.com](http://www.url.com)
- BLNA: no anchor = `www.url.com` (no `<a href="url">bob</a>`)
- CONNF: contextual nofollow = [webdesign by company](#) (rel="nofollow")
- CONDF: contextual dofollow = [webdesign by company](#)

there are additional conditions that affect the value of backlinks

- TLD authority i.e. page rank or TLDP
- link page authority / page rank
- backlink destination page: root or subpages
- topic relivance
- iframes, redirects, url-shortners, email, image links
- keyword anchor text match & proximity
- backlink age ?

# *SEO // action epsilon*

- run Majestic SEO:  
[majesticseo.com/bulk-backlink-checker.php](http://majesticseo.com/bulk-backlink-checker.php)
- ask Suppliers for backlinks
- ask Customers (mutually beneficial btw)
- ask friends and family
- create new, subject matter expert, articles on your site and tell the world
- link to the page with content, not always home

# SEO // the social three



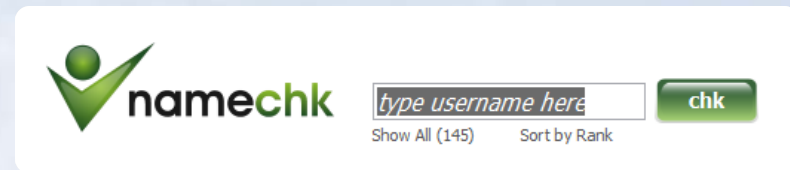
- **social media**  
the tools for building followers, friendships, & contacts
- **social networking**  
the daily visibility & interaction, i.e. the “social” part
- **social marketing**  
subtle or overt application of various media to promote

# SEO // action zeta

grab your brand

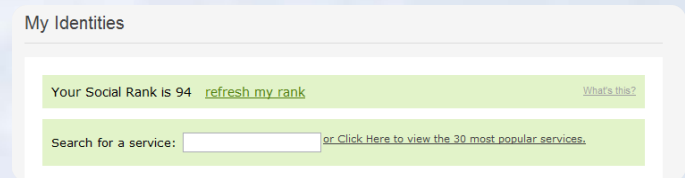
- mass id check

[namechk.com](http://namechk.com)



- mass id with facebook app

[dandyid.org](http://dandyid.org)



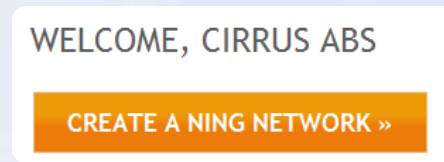
- social visibility

[mybloglog.com](http://mybloglog.com)



- signup & join some groups

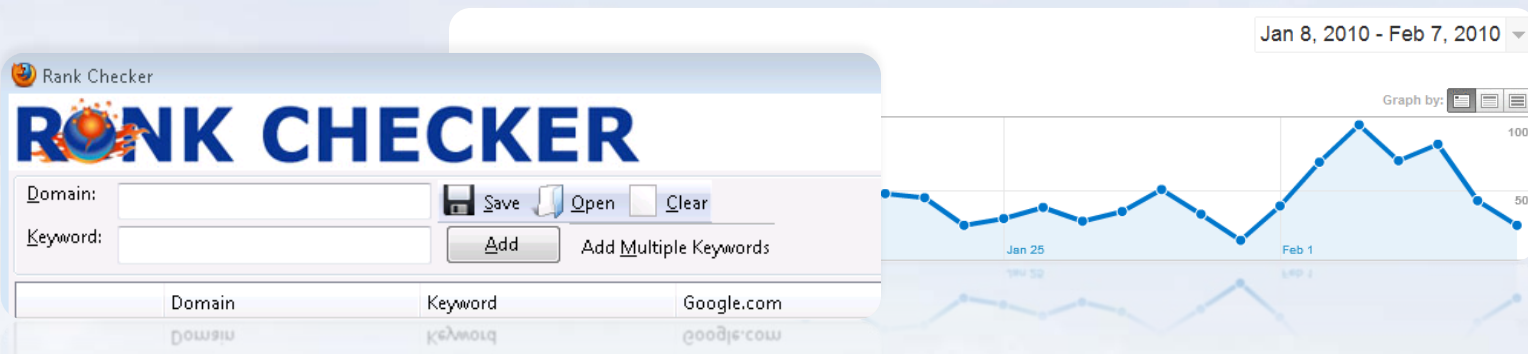
[ning.com](http://ning.com)





# SEO // did it work? do it again

- check google analytics or server logs for: bounce rates, time on site, pages visited, conversion pages, confirmation pages (setup advanced filters & funnels)
- monitor contacts, calls, lead sources
- rank checker: [firefox add-on](#)
- google a/b testing



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3213 Stellhorn Road  
Fort Wayne, IN 46815

#### **North Region**

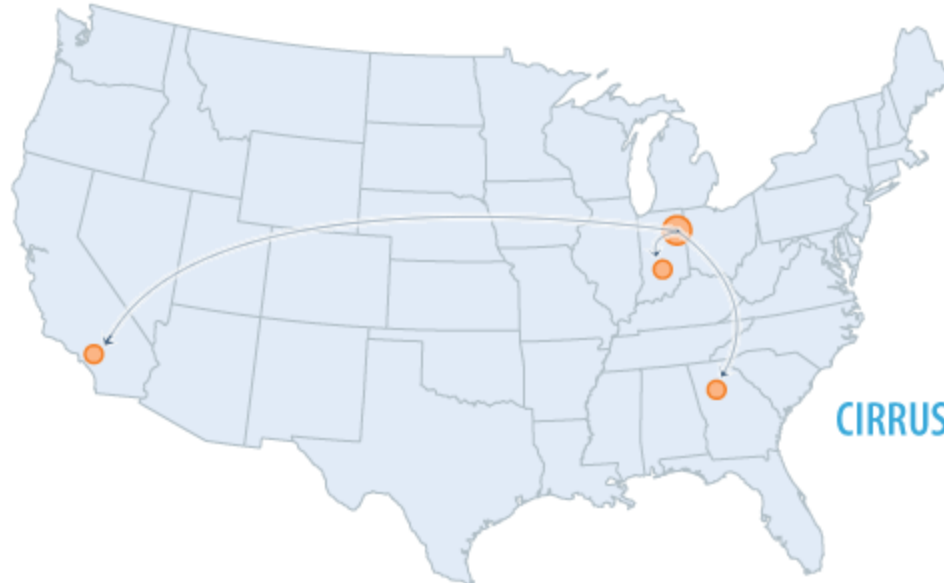
47 S. Pennsylvania St.  
Indianapolis, IN  
46204

#### **South Region**

1230 Peachtree St.  
Suite 1900  
Atlanta, GA 30309

#### **West Region**

2056 Sea Cove Lane  
Costa Mesa, CA  
92627



**CIRRUS ABS LOCATIONS**

# *SEO for Visibility, Action & Conversion // Kevin Mullett*

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[linkedin.com/companies/cirrus-abs](https://linkedin.com/companies/cirrus-abs)

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