

SEO for Visibility, Action & Conversion // Kevin Mullett

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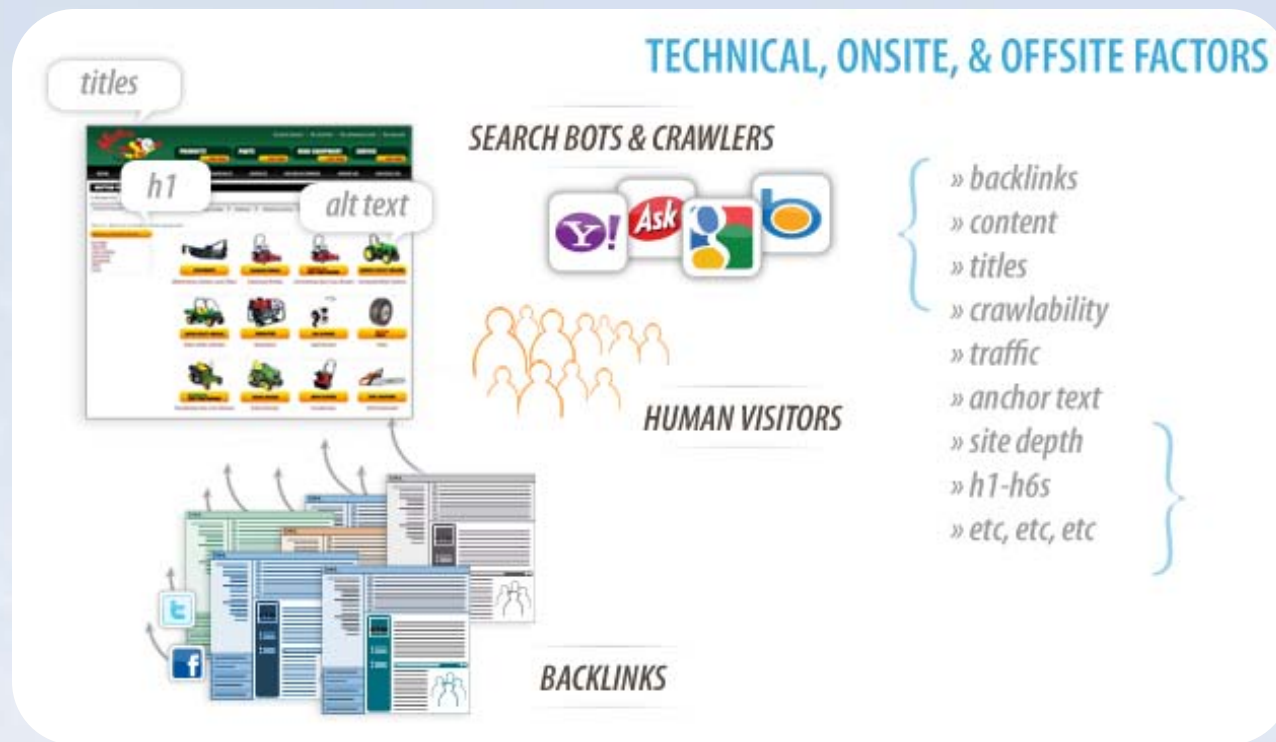
cirrus abs 

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



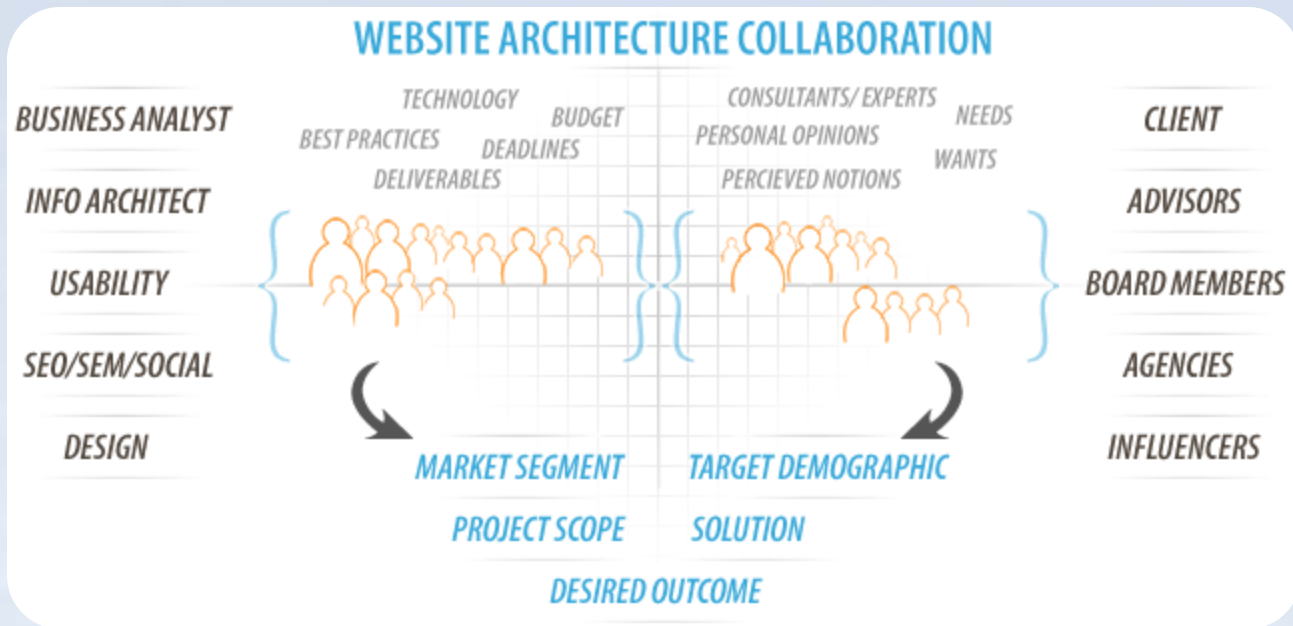
There are technical, onsite, & offsite factors that contribute to your sites SEO performance.

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

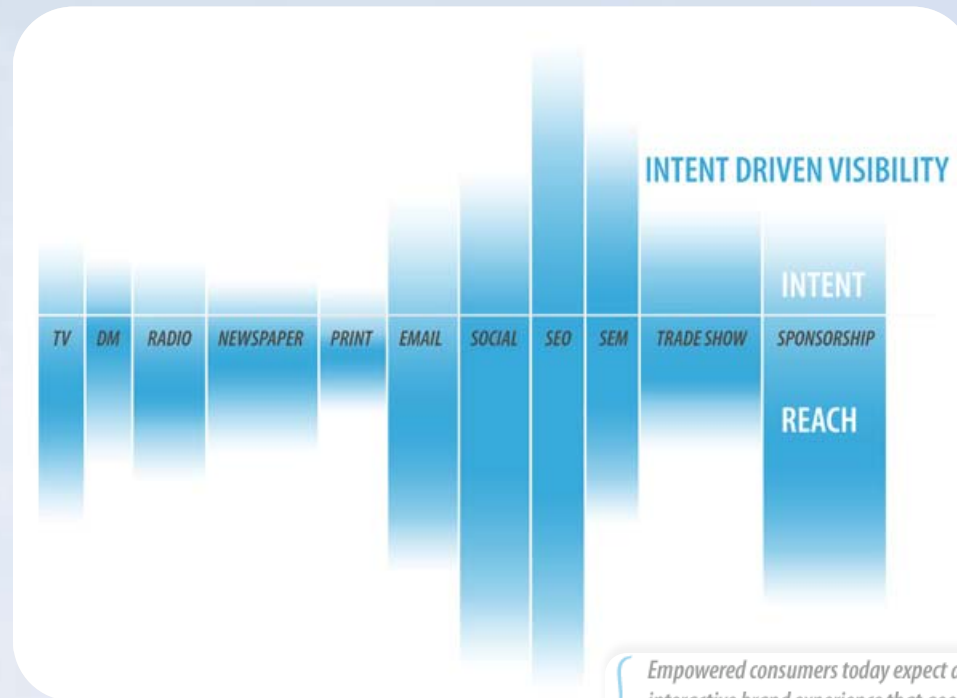
SEO // visibility via preferred media



- 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 search engine changes

- yahoo to switch to bing SERP results by Aug or Sept.
- google uses over 200 criteria/signals for ranking site pages
- 6000 tests & hundreds of algorithm changes per year by google alone
- google mayday update; signals of QUALITY, deep page content, long tail terms, no human intervention (algo), not from webspam team
- google caffeine; 50% fresher results, over 100 million gig of storage
- 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
- normal (xml) sitemaps, news sitemaps, video sitemaps

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

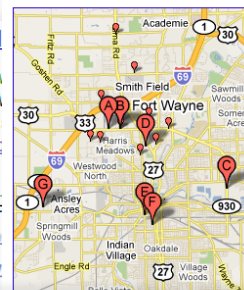
Local business results for **thai restaurants near Fort Wayne, IN**



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](#)

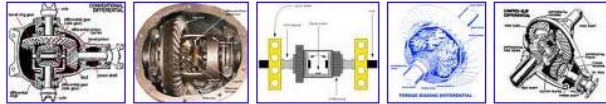
[Coke® Big Game Commercial](#)

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 ...

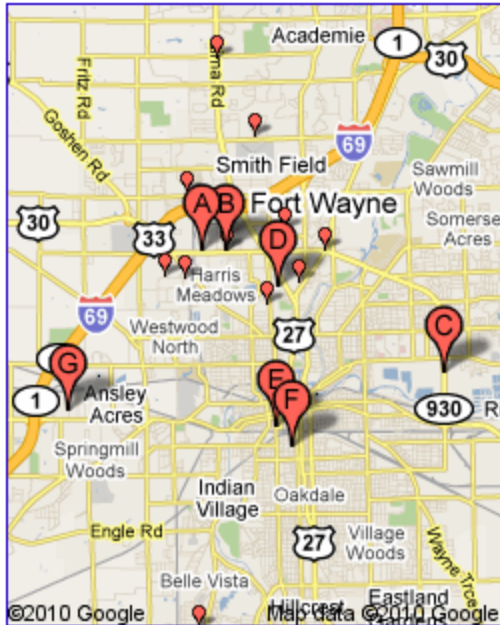
[www.auburngear.com/oemdifferentials/ected.aspx - Cached -](#)

[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 - (260) 483-3295 - [2 reviews](#)
- B** [Russ Moore Transmission Specialists](#)
www.russmoore.com - (260) 482-9414 - [1 review](#)
- C** [Fort Wayne Transmission Center](#)
fortwaynetransmission.webs.com - (260) 424-8966 - [More](#)
- D** [JTS Automotive Inc.](#)
www.jtsauto.com - (260) 471-6475 - [1 review](#)
- E** [Lewis Jess Transmission](#)
www.jesslewistransmission.com - (260) 424-1087 - [1 review](#)
- F** [Commercial Automotive](#)
maps.google.com - (260) 744-4762 - [1 review](#)
- G** [Russ Moore Transmission](#)
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
- **setup google profiles for you and your business**
google.com/profiles
- **schedule a time to review your local analytics**
google.com/places
- **review friends businesses & have clients review yours**

SEO // we all want to be #1

but 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 first section lists terms like 'fort wayne banquet halls' with search volumes of 210 and 140. The second section lists terms like 'meeting room' with a search volume of 90,500. An overlay window on the right shows a URL 'www.memorialcoliseum.com' and demographic data: Gender is 'Female-oriented' (0.55 confidence) and Age is '35-49 Oriented' (0.55 confidence). A bar chart below the demographic data compares 'General Distribution' and 'Predicted Distribution' across age groups.

Keywords related to term(s) entered - sorted by relevance	Advertiser Competition	Local Search Volume: January	Global Monthly Search Volume
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

Additional keywords to consider - sorted by relevance	Advertiser Competition	Local Search Volume: January	Global Monthly Search Volume
meeting room	<input checked="" type="checkbox"/>	90,500	
meeting rooms	<input checked="" type="checkbox"/>	74,000	
fort wayne rental	<input checked="" type="checkbox"/>	9,900	
fort wayne	<input checked="" type="checkbox"/>	2,740,000	
meeting centers	<input checked="" type="checkbox"/>	4,400	
meeting facility	<input checked="" type="checkbox"/>	12,100	
meeting facilities	<input checked="" type="checkbox"/>	246,000	
banquets halls	<input checked="" type="checkbox"/>	5,400	
halls rental	<input checked="" type="checkbox"/>	40,500	

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 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

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

Web Show options

Local business re

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 isn't necessarily penalized nor is it rewarded**
- **so many more**

SEO // action delta

- for each page of your site run & review 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 (rel="nofollow")
- BLDF: backlink dofollow = www.url.com
- BLNA: no anchor = `www.url.com` (no `bob`)
- 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 relevance
- 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
- 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



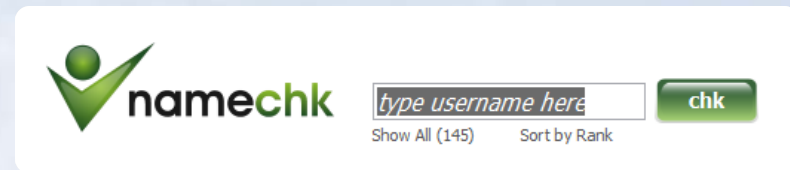
- **social media**
the tools for building followers, friendships, & contacts
- **social networking**
the daily visibility & interaction, i.e. the “social” part
- **social marketing**
subtle or overt application of various media to promote

SEO // action zeta

grab your brand

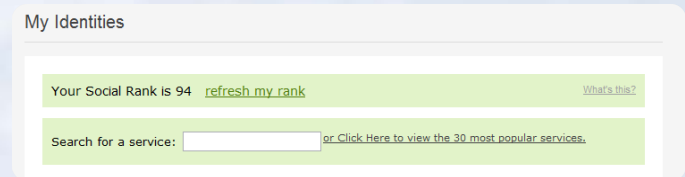
- mass id check

namechk.com



- mass id with facebook app

dandyid.org



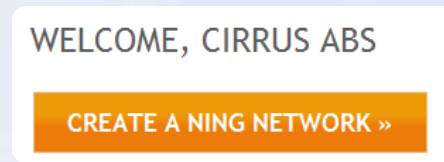
- social visibility

mybloglog.com



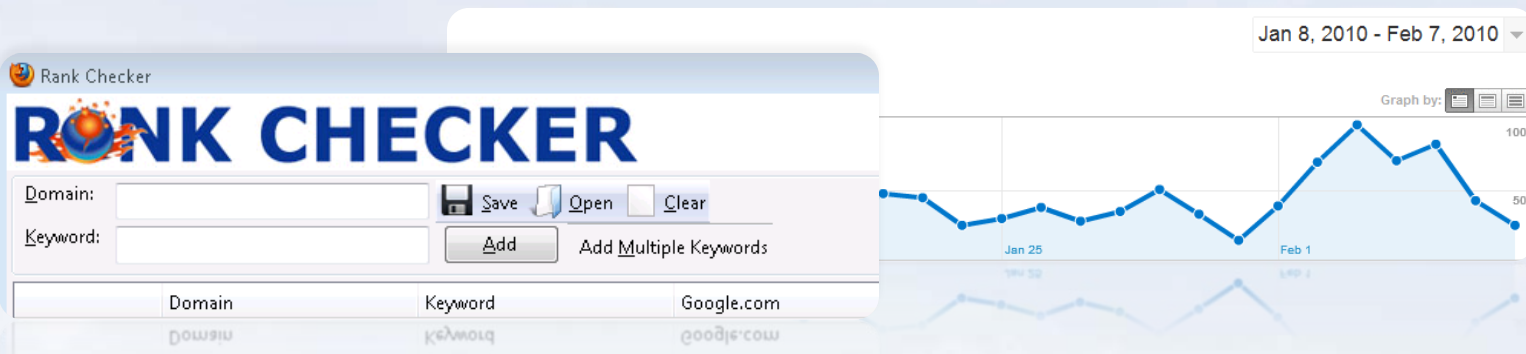
- signup & join some groups

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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Fort Wayne, IN 46815

North Region

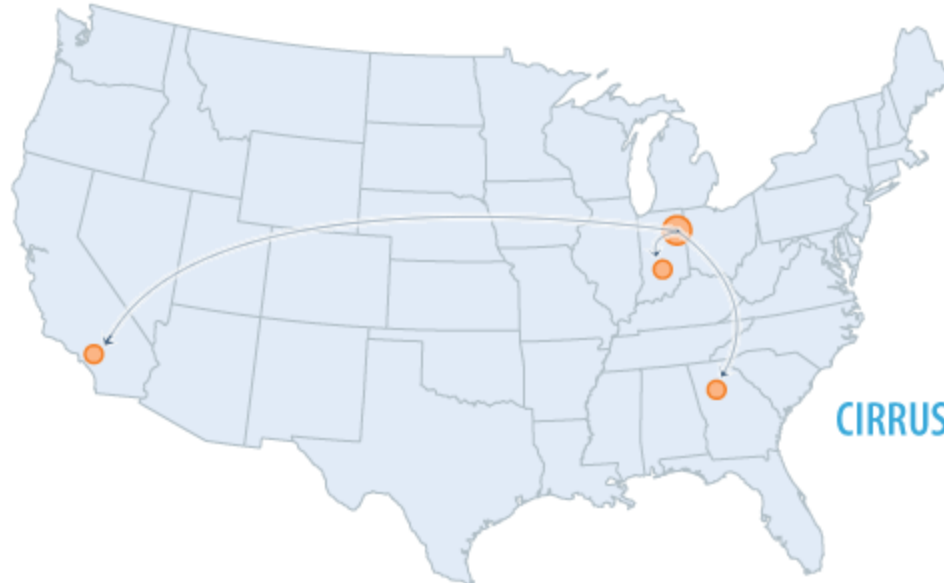
47 S. Pennsylvania St.
Indianapolis, IN
46204

South Region

1230 Peachtree St.
Suite 1900
Atlanta, GA 30309

West Region

2056 Sea Cove Lane
Costa Mesa, CA
92627



CIRRUS ABS LOCATIONS

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