

Search Engine Optimization:

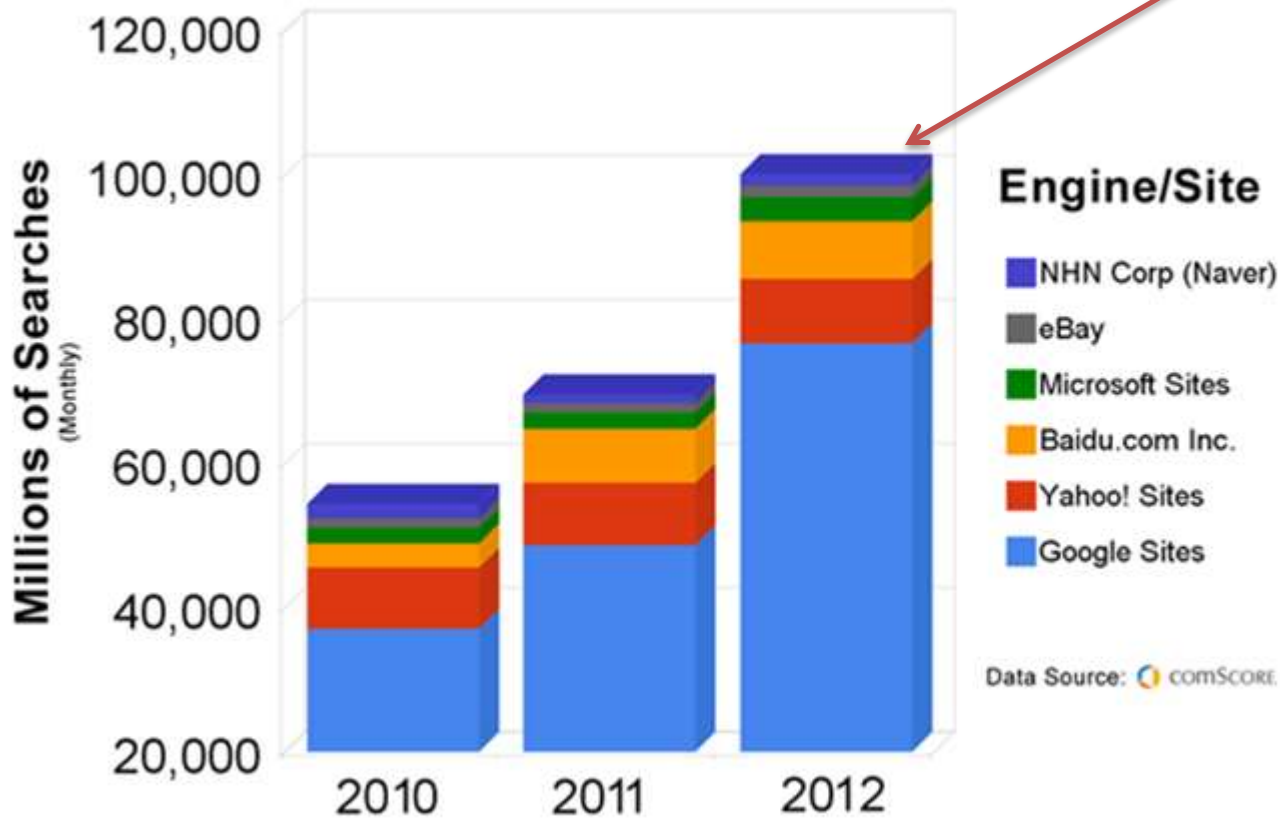
Understanding the Engines & Building Successful Sites

Content in this Presentation

- The Search Landscape
- How Search Engines Work
- Building Accessible Sites
- Conducting Keyword Research
- Link Building Strategies
- Social Media & the Web's Influencers

The Search Marketing Landscape

Global Search Volume Growth



100 Billion Searches
Each Month!



seattle real estate

Search

[Advanced Search](#)

Paid

Web [+ Show options...](#)

Results 1 - 10 of about 21,400,000 for **seattle real estate**. (0.18 seconds)

[Seattle Real Estate](#) -

www.TheMLSonline.com

Find **Seattle Real Estate** Listings and Home Search for Western WA

Sponsored Links

[Seattle MLS Search](#)

www.RealEstate-Seattle.com

View photos and search for homes throughout the **Seattle** area!

Sponsored Links

[Luxury Waterfront Home](#)

Magnolia Neighborhood **Seattle** WA dock, guest house, sport court
www.waterfronton39th.com
Washington

[Homes For Sale Seattle](#)

See All Homes For Sale **Seattle**
Free Hot List of **Seattle** Homes
www.LovelySeattleHomes.com
Seattle-Tacoma, WA

[Seattle Homes for Sale](#)

Complete MLS Listings 15,800+ Homes
Large Photos, Virtual Tours & Maps!
KingCountyHomeViewer.com
Seattle-Tacoma, WA

[Find Real Estate Agent](#)

Read Client Testimonials

[Seattle Real Estate & Homes For Sale | Seattle, Washington](#)

Seattle Washington's complete website for **Real Estate**, homes for sale and virtual tours. Search for **Seattle** Washington **Real Estate** on **Seattle** Power Search.

[Property Search](#) - [Queen Anne](#) - [West Seattle](#) - [Eastside](#)

www.seattlepowersearch.com/ - [Cached](#) - [Similar](#) -

[TheMLSonline.com - Seattle Real Estate, Top Seattle Real Estate ...](#)

Search for the best **Seattle real estate** deals and get your best value with TheMLSonline's seasoned veteran **Seattle real estate** agents.

[King County](#) - [Pierce Real Estate](#) - [Snohomish Homes](#)

sea.themlsonline.com/ - [Cached](#) - [Similar](#) -

[Seattle Real Estate Guide - Seattle Homes For Sale](#)

Seattle real estate - Complete online guide to Buying or Selling Property in **Seattle** area.

www.seattlehomes.com/ - [Cached](#) - [Similar](#) -

Organic

Organic vs. Paid Search



10% of Clicks

Web [+ Show options...](#) Results 1 - 10 of about 21,400,000 for **seattle real estate**. (0.18 seconds)

Seattle Real Estate - Sponsored Links
www.TheMLSonline.com Find **Seattle Real Estate** Listings and Home Search for Western WA

Seattle MLS Search
www.RealEstate-Seattle.com View photos and search for homes throughout the **Seattle** area!

Sponsored Links

Luxury Waterfront Home
Magnolia Neighborhood **Seattle** WA dock, guest house, sport court
www.waterfronton39th.com
Washington

Seattle Real Estate & Homes For Sale | Seattle, Washington
Seattle Washington's complete website for **Real Estate**, homes for sale and virtual tours. Search for **Seattle** Washington **Real Estate** on **Seattle** Power Search.
[Property Search](#) - [Queen Anne](#) - [West Seattle](#) - [Eastside](#)
www.seattlepowersearch.com/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

Homes For Sale Seattle
See All Homes For Sale **Seattle**
Free Hot List of **Seattle** Homes
www.LovelySeattleHomes.com
Seattle-Tacoma, WA

TheMLSonline.com - Seattle Real Estate, Top Seattle Real Estate ...
For the best **Seattle real estate** deals and get your best value with TheMLSonline's
and veteran **Seattle real estate** agents.
[King County](#) - [Pierce Real Estate](#) - [Snohomish Homes](#)
sea.themlsonline.com/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

Seattle Homes for Sale
Complete MLS Listings 15,800+ Homes
Large Photos, Virtual Tours & Maps!
KingCountyHomeViewer.com
Seattle-Tacoma, WA

Seattle Real Estate Guide - Seattle Homes For Sale
Seattle real estate - Complete online guide to Buying or Selling Property in **Seattle** area.
www.seattleshomes.com/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

Find Real Estate Agent
Read Client Testimonials

90% of Clicks

Click-Through Rates



Web [Show options...](#) Results 1 - 10

Result Position	Average Percentage of Clicks	Fraction of Top Ranking Result
#1	42.1%	N/A
#2	11.9%	3.5X Less
#3	8.5%	4.9X Less
#4	6.1%	6.9X Less
#5	4.9%	8.5X Less
#6	4.1%	10.4X Less
#7	3.4%	12.3X Less
#8	3.0%	14.0X Less
#9	2.8%	14.8X Less
#10	3.0%	14.1X Less
#11-20	10.1%	N/A
#21-1,000	1.2%	N/A

Vertical Search

Google [Advanced Search](#) [Feedback](#)

Web Books Images Video Maps Results 1 - 10 of about 3,550,000 for [mount everest](#) [definition] (0.18 seconds)

Image results for mount everest



31% of Search Engine Users Click Images in Blended Search Results

Mount Everest - Wikipedia, the free encyclopedia
Mount Everest, also called Chomolungma or Qomolangma (Tibetan: ཇོ་མོ་གླང་མ) or Sagarmatha (Nepali: सगरमाथा) is the highest mountain on ...
[en.wikipedia.org/wiki/Mount_Everest](#) - 142k - [Cached](#) - [Similar pages](#)

Everest - Mount Everest by climbers, news
Everest. MountEverest.net by climbers. The world's premier source for Everest and Himalaya Expeditions. Latest news on all expeditions.
[www.mounteverest.net](#) - 33k - [Cached](#) - [Similar pages](#)

Mt Everest History and facts
You will find important links to the Mt Everest region, high altitude awareness and mountaineering Nepal.
[www.mt Everest.net/history.html](#) - 13k - [Cached](#) - [Similar pages](#)

Mount Everest Nepal 20035. Mt Everest Facts and 2001 Himalayan ...
Information on Mt Everest from expeditions to trekking Nepal links to Himalayan mountain news and mountaineering Nepal this is the place for everything ...
[www.mt Everest.net](#) - 44k - [Cached](#) - [Similar pages](#)
[More results from www.mt Everest.net »](#)

Mount Everest Anniversary, Maps, Photos - National Geographic
Get information about the 50th anniversary of Hillary & Tenzing's first ascent of Mount Everest, maps, pictures, wallpapers, kids games, news, more.
[www.nationalgeographic.com/everest](#) - 20k - [Cached](#) - [Similar pages](#)

mount everest
[www.peaksbase.com/encyclopedia/peaks/everest.htm](#) - [Similar pages](#)

Mount Everest: 360 degree panorama view from Top - Climb Mt Everest ...
Virtual reality 360 degree panorama from the top of Mount Everest.
[www.panorama360.com/everest2002.html](#) - 19k - [Cached](#) - [Similar pages](#)

NOVA Online | Lost on Everest
Welcome to the companion Web site to several recent NOVA programs on Mt. Everest, including "Lost on Everest" and "Everest: The Death Zone," originally ...
[www.pbs.org/wgbh/nova/everest](#) - 15k - [Cached](#) - [Similar pages](#)

Everest News, Where Everest Climbers Come for News, Everest News
02/28 Johan Frankelius Mount Everest summit photo show ... 02/11 From the past: Chinese making significant advances on Mt Everest in 2003 and 2004 ...
[www.everestnews.com](#) - 202k - [Cached](#) - [Similar pages](#)

Flight To Mount Everest
Mount Everest... I took this sight-seeing flight out of ...
2 min 2 sec - [★★★★★](#)
[www.youtube.com/watch?v=bghqFADksTw](#)

17% of Search Engine Users Click Videos in Blended Search Results

Sponsored Links

Mount Everest
Fast View mountain terrain on Google Maps. Try it today!
[maps.google.com](#)

Mount Everest
Take part in unique overseas event And move a child's life forward!
[www.whizz-kids.org.uk/ Nepal](#)

MasterCard. Priceless
MasterCard is Giving Away Amazing Experiences. Learn More.
[www.priceless.com/search](#)

Travel to Everest
Talk with expert, seasoned guides to Base Camp, Gokyo & Thyangboche.
[www.shoujori.com](#)

Mount Everest Photos
Trekking Mount Everest Pictures
Sikkim Snow Tours Trekking Photos
[travel.sulekha.com](#)

Local Results

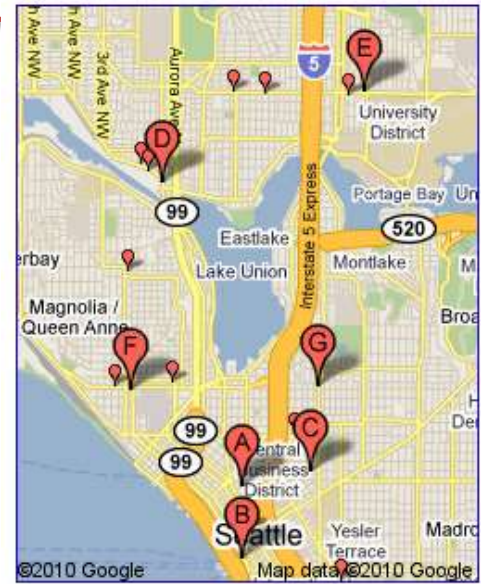
Completely different ranking algorithm than standard search results

Probably doesn't get traffic like most "#1" results



Web [Show options...](#) Results 1 - 10 of about 1,730,000 for

Local business results for **thai restaurants** near **Seattle, WA**



- A** [Thai Ginger Restaurant](#)
www.thainger.com - (206) 749-9100 - [40 reviews](#)
 - B** [Mae Phim Thai Restaurant](#)
www.mae phim.com - (206) 624-2979 - [179 reviews](#)
 - C** [Ayutthaya Thai Restaurant](#)
maps.google.com - (206) 324-8833 - [18 reviews](#)
 - D** [Jai Thai Restaurant](#)
www.jaithai.com - (206) 632-7060 - [56 reviews](#)
 - E** [Thai Tom](#)
maps.google.com - (206) 548-9548 - [143 reviews](#)
 - F** [Racha Noodles & Thai Cuisine - Queenanne](#)
www.rachaqueenanne.com - (206) 281-8883 - [52 reviews](#)
 - G** [Rom Mai Thai Restaurant](#)
www.rommaithai.com - (206) 726-9058 - [18 reviews](#)
- [More results near Seattle, WA »](#)

[Thai Restaurants in Seattle, WA on Yahoo! Local](#)
Thai Restaurants in Seattle, WA on Yahoo! Local Get Ratings & Reviews on Thai Restaurants with Photos, Maps, Driving Directions and more.
local.yahoo.com › [City Guide](#) › [Food & Dining](#) › [Restaurants](#) - [Cached](#) - [Similar](#) - [Feedback](#) - [Print](#) - [Close](#)
Confidentiality Data

Image Results



edward hopper

Search

Web [+ Show options...](#)

Results 1 - 10 of about 1,07

Image results for **edward hopper** - [Report images](#)



[Edward Hopper](#) - [Wikipedia, the free encyclopedia](#)

Edward Hopper (July 22, 1882 – May 15, 1967) was a prominent American realist painter and printmaker. While most popularly known for his oil paintings, ...

[Biography](#) - [Hopper's art](#) - [See also](#) - [Bibliography](#)

en.wikipedia.org/wiki/Edward_Hopper - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)

[Edward Hopper](#)

Includes a short biography of **Edward Hopper** plus a collection of 32 images.

www.artchive.com/artchive/H/hopper.html - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)

Video Results




Google

Web [+ Show options...](#) Results 1 - 10 of about 22,8

[FOX Broadcasting Company: The Simpsons](#)


Offers news, contests, character profiles, episode guides, and details on upcoming episodes.

[Characters](#) - [Episode Guide](#) - [FOX Broadcasting Company](#)

www.thesimpsons.com/ - [Cached](#) - [Similar](#) -   

[Welcome to The Simpsons.com](#)

[The Simpsons](#) - [Episode Guide](#) - [Characters](#) - [Simpsons Store](#) - [Message Board](#) Sundays at 8PM/7C. "All About Lisa" 1918 - SI-1913. Original Airdate: 05/18/08 ...

www.thesimpsons.com/episode_guide/ - [Cached](#) - [Similar](#) -   

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

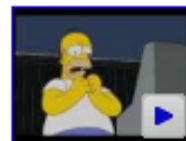
Video results for [the simpsons](#)



[The Simpsons - NEW Main Title](#)

2 min 2 sec - Feb 13, 2009

www.youtube.com



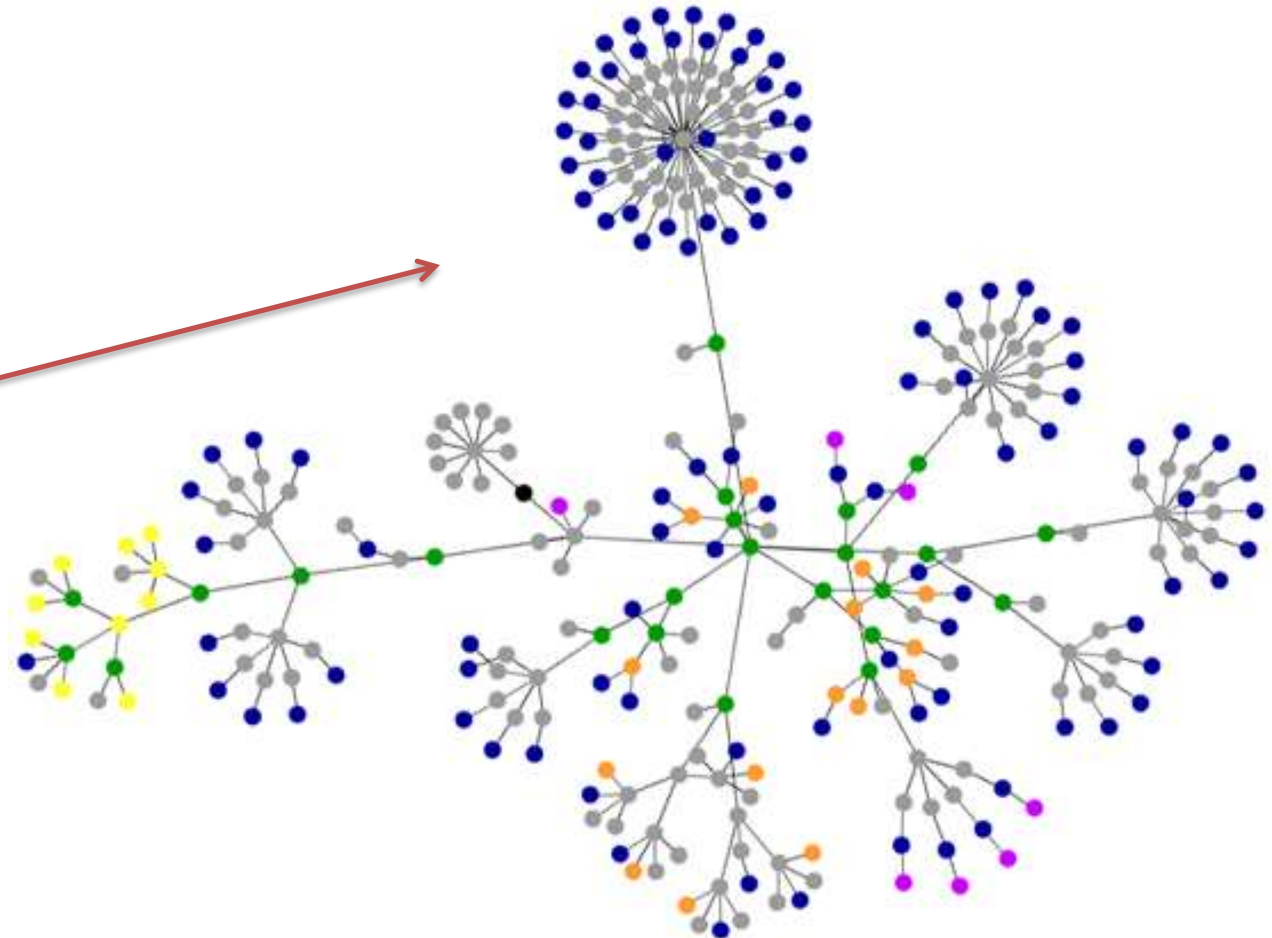
[Homer Simpson tries to vote for Obama](#)

1 min 21 sec - Sep 29, 2008

www.youtube.com

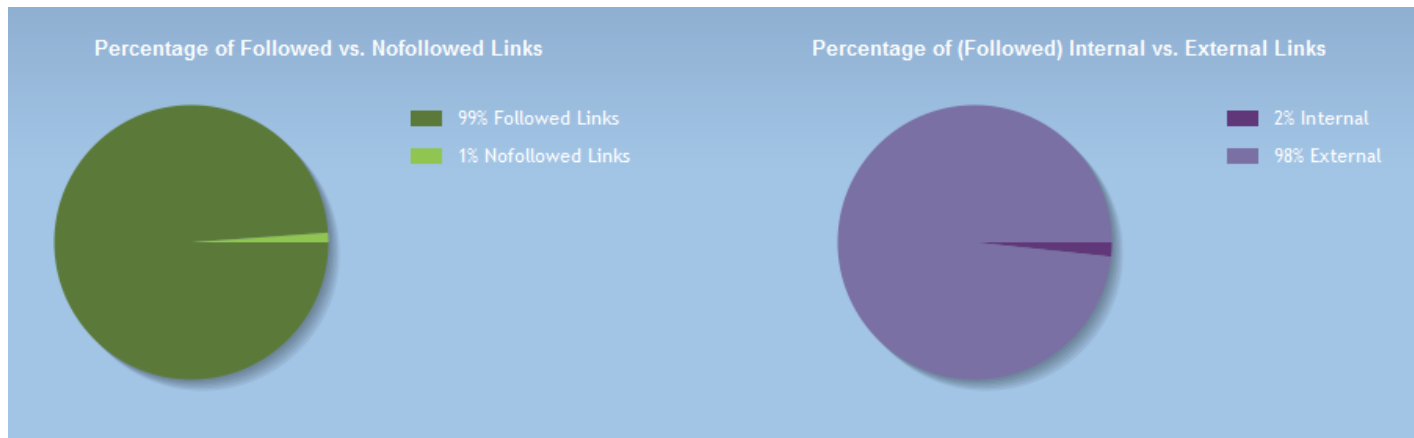
How Connective9 Work

Crawling & Indexing



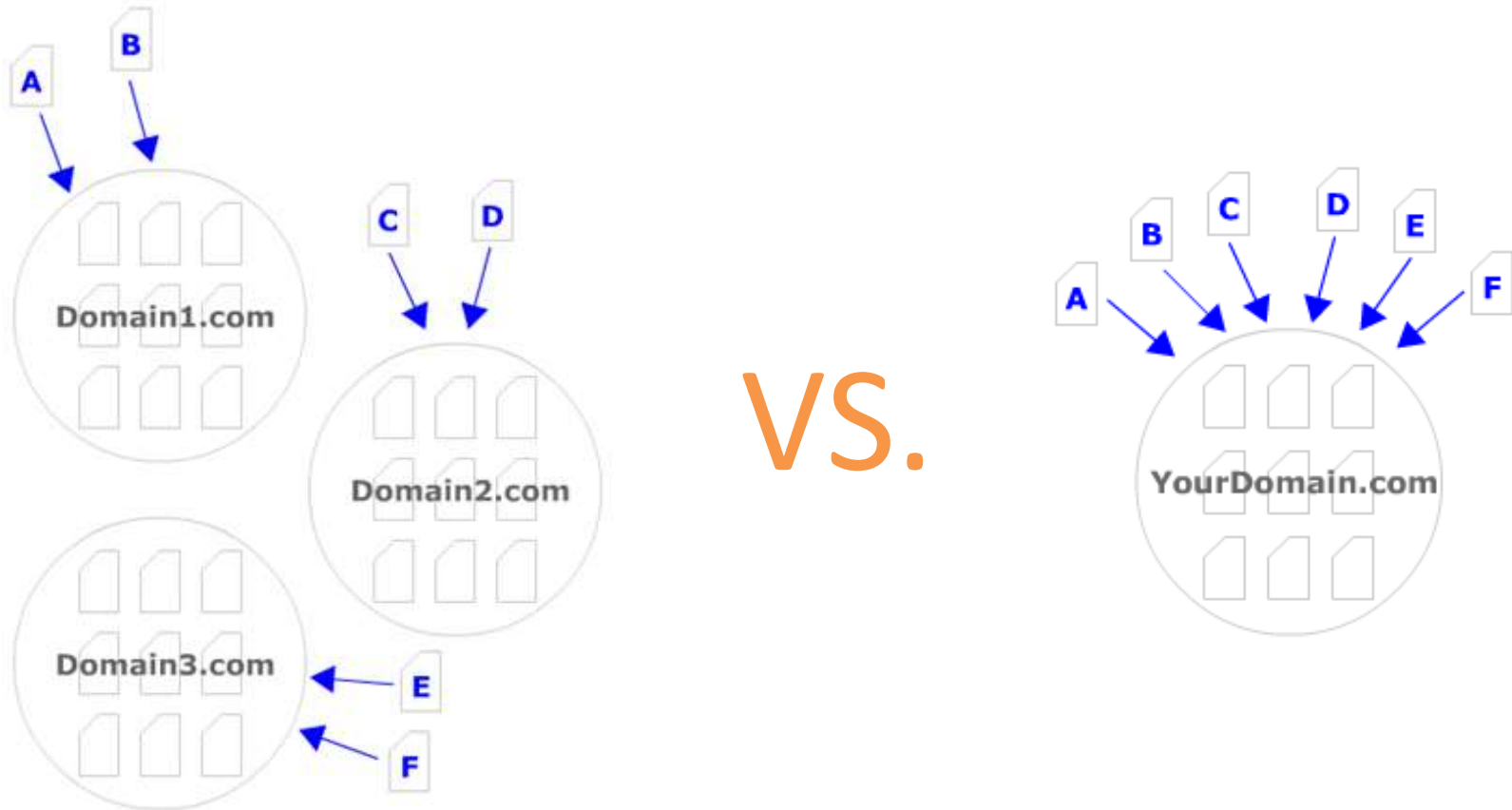
Without links, the engines might never find this page

Calculating Query-Independent Metrics



Page-Specific Metrics	URL	Domain-Level Metrics	Subdomain (moneycentral.msn.com)	Root Domain (*msn.com)
Page Authority 🔗	82	Domain Authority 🔗	--	97
mozRank 🔗	6.30	Domain mozRank 🔗	6.87	8.28
mozTrust 🔗	7.03	Domain mozTrust 🔗	7.16	8.34
Total Links 🔗	309,919	Total Links 🔗	2,666,471	91,280,659
External Followed Links 🔗	300,315	External Followed Links 🔗	1,183,847	60,660,222
Internal Followed Links 🔗	5,790	Linking Root Domains 🔗	22,706	490,718
Linking Root Domains 🔗	2,914			

Many Domains vs. One Domain



VS.

Domain Authority



Nasa.gov



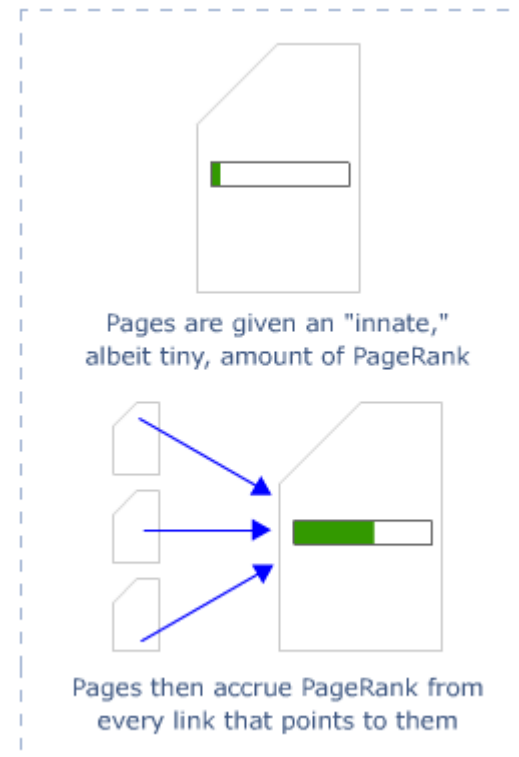
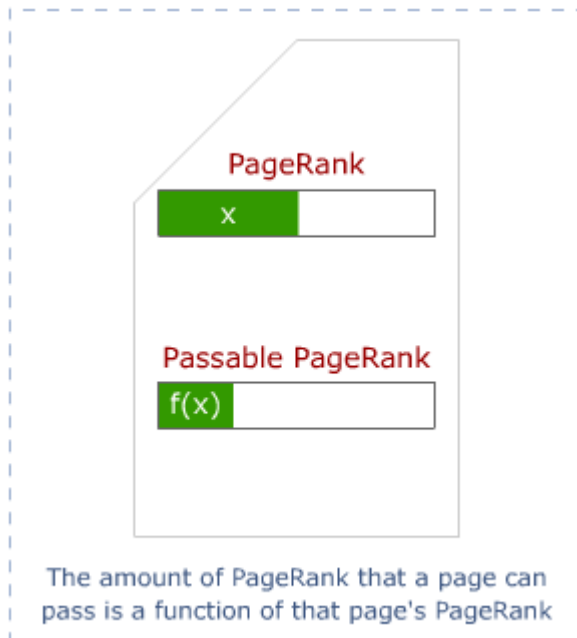
Gamble-mortgage-win-viagra.info



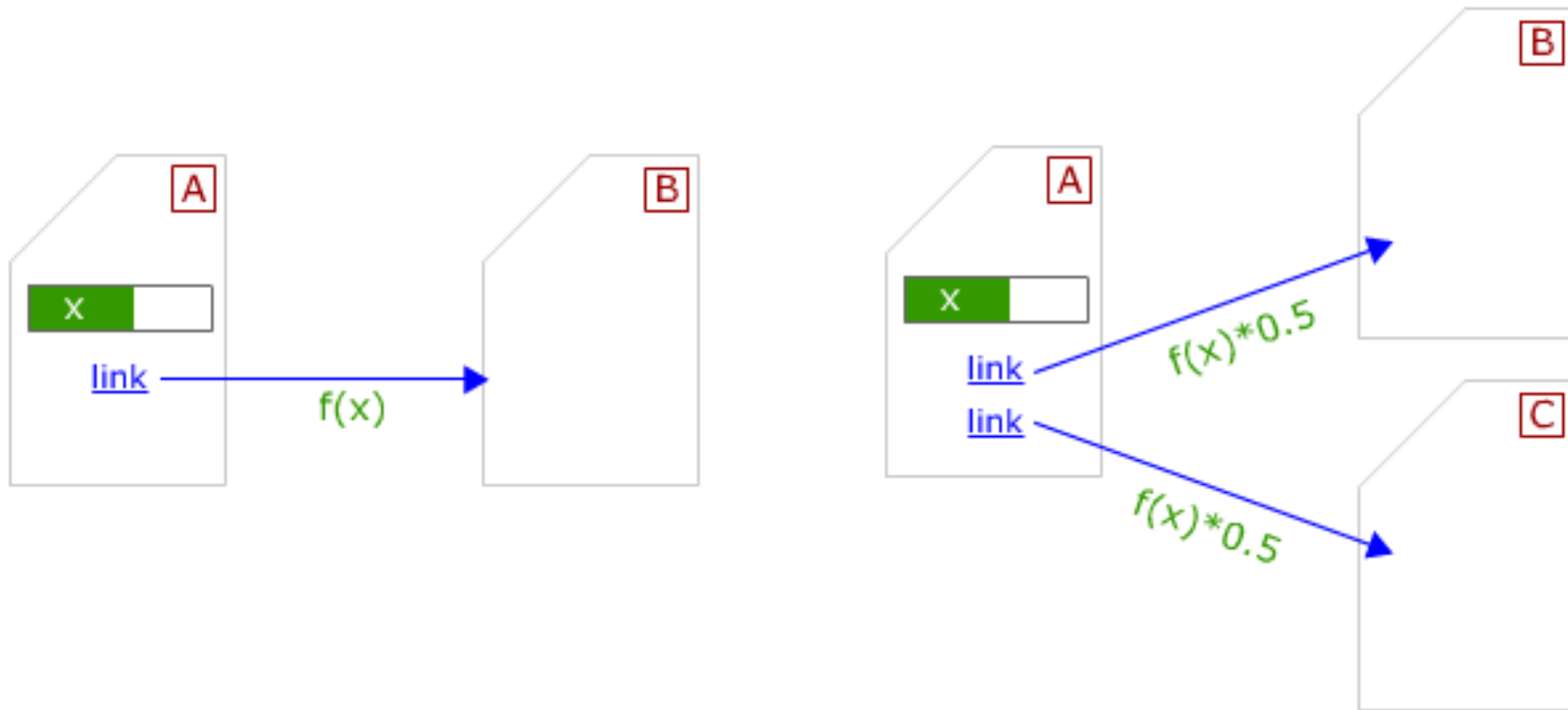
PageRank



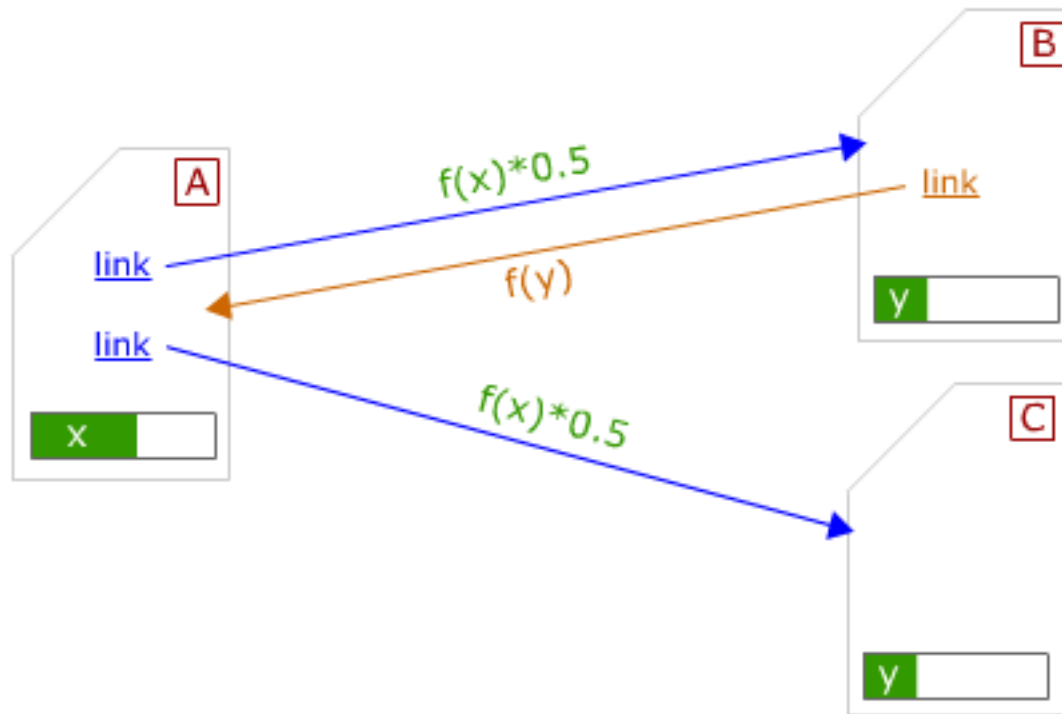
The Flow of PageRank



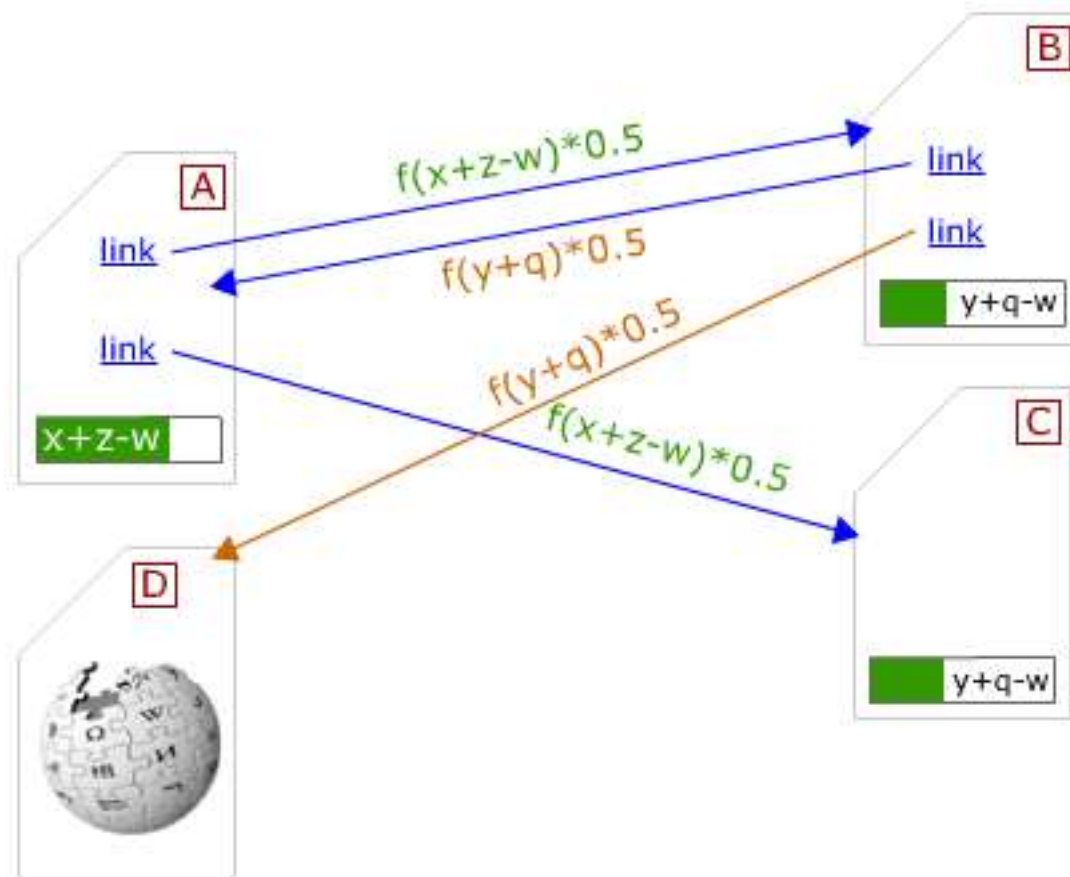
Page Rank is Split Evenly Between the Links on a Page



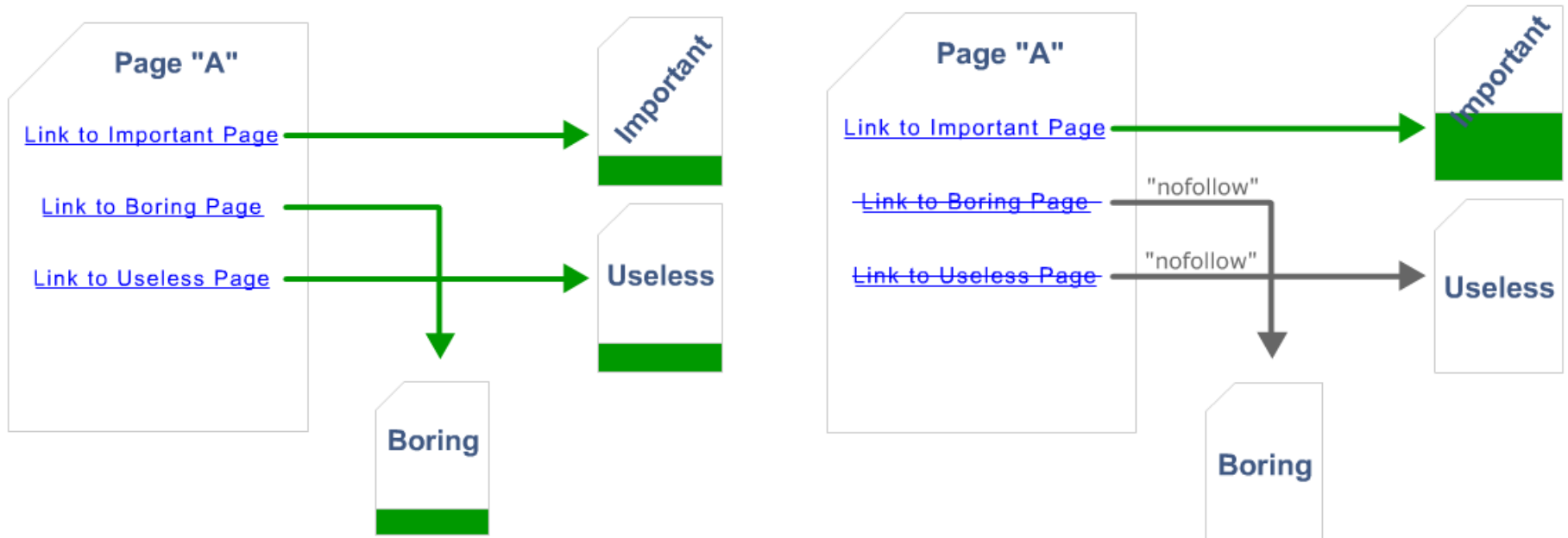
Page Rank is an Iterative Algorithm



Technically, Every External Link “Leaks” PageRank

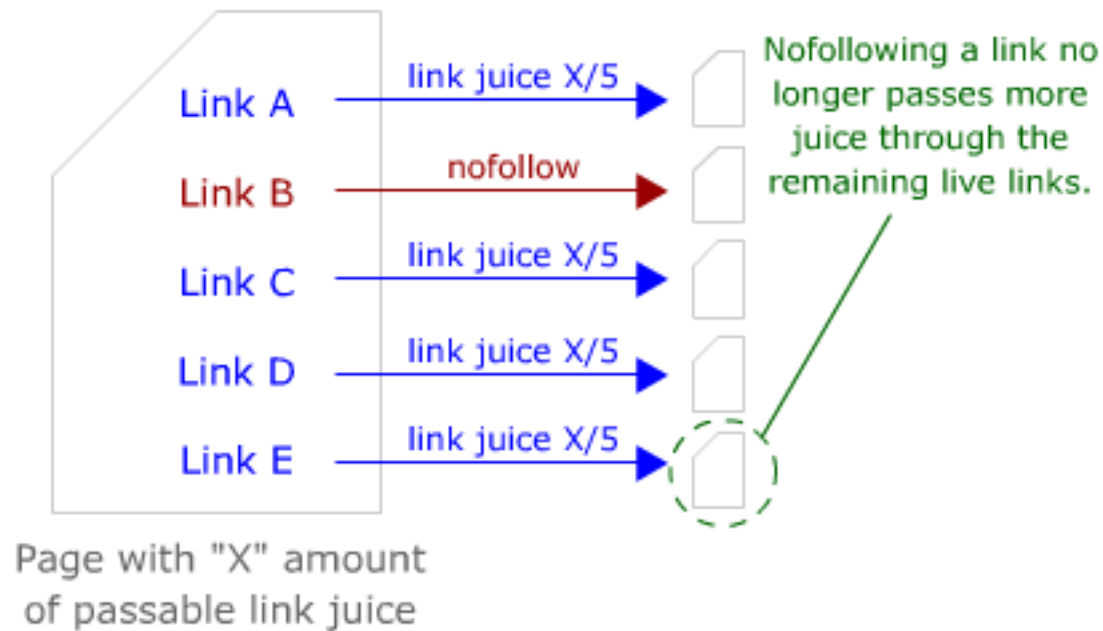


No following or Removing Links Can Alter the Flow of Page Rank



Or, at least it used to...


New PageRank Algorithm & Effect of Nofollow Sculpting



Google Says they use PageRank to Crawl

How does Google crawl?

We crawl roughly in decreasing order of PageRank

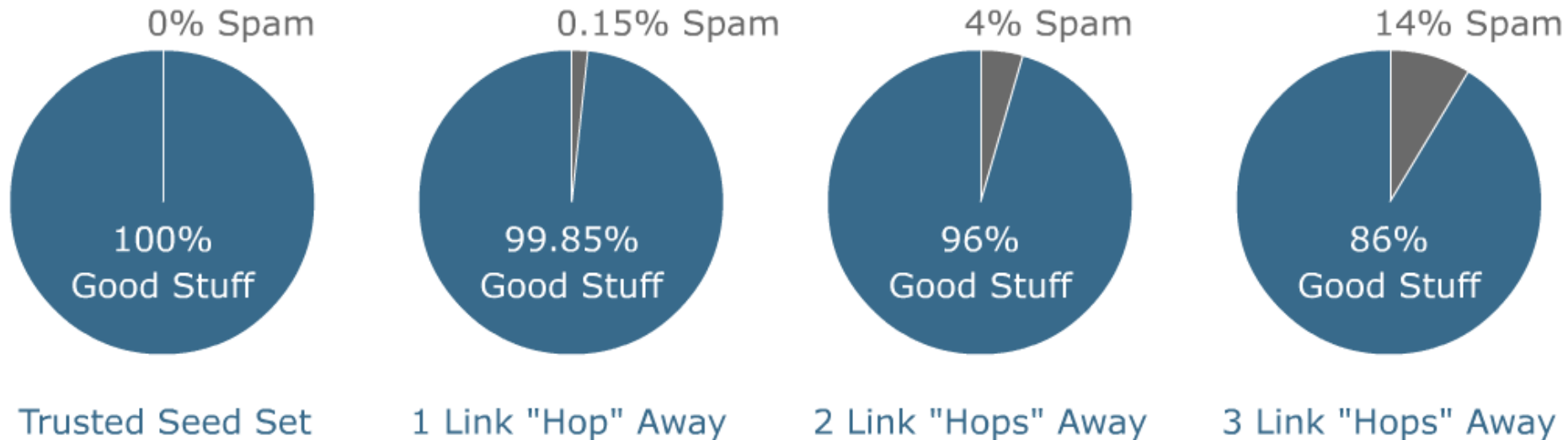


The graph shows a blue curve that starts high on the y-axis and decreases as it moves to the right along the x-axis. The word 'PageRank' is written in black text in the middle of the curve.

Slide 14 / 50

Google docs Menu

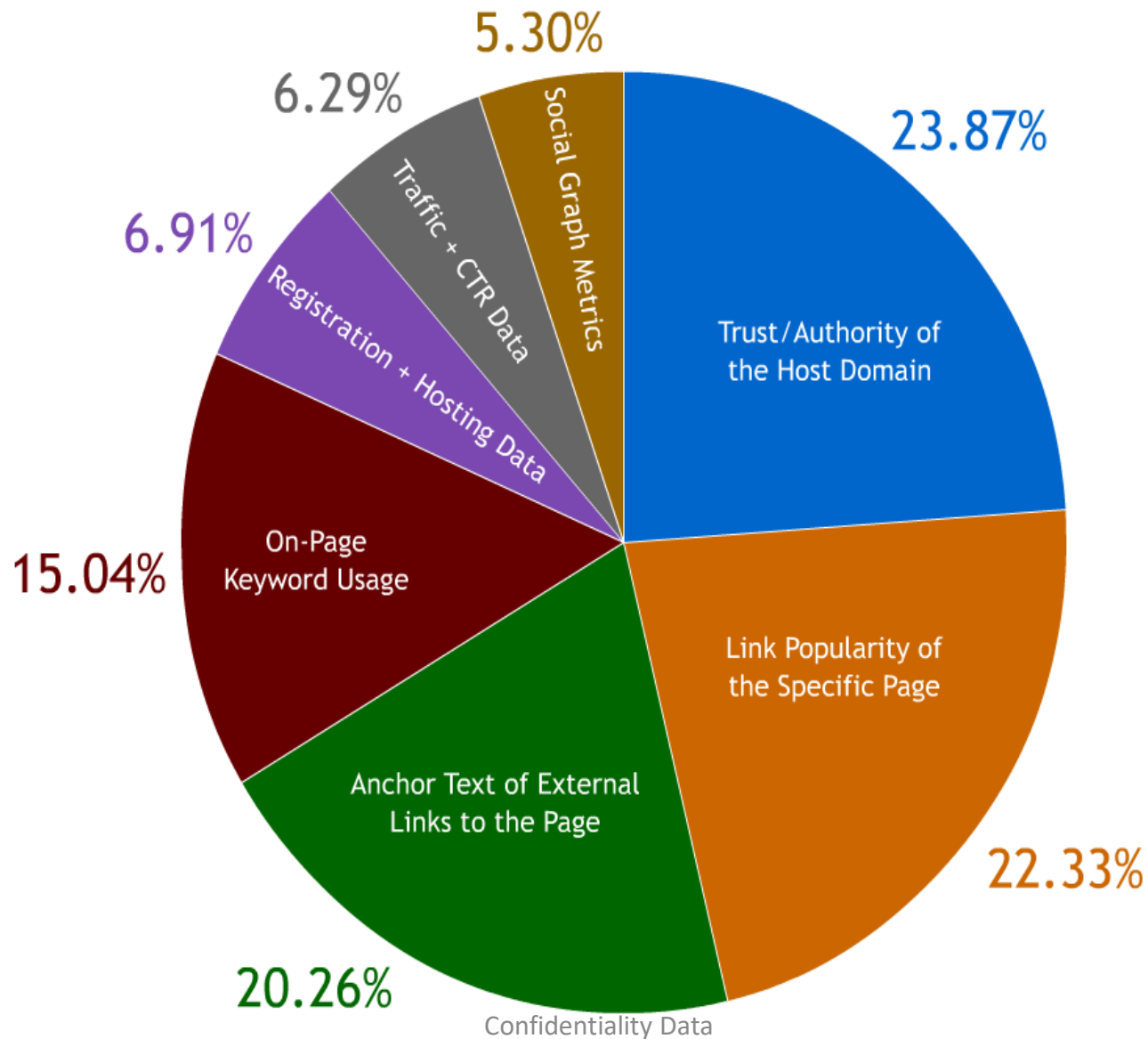
The Concept of TrustRank



Search researchers found that the further a site/page's distance from a trusted seed set, the more likely they were to contain spam results.

Components of Google's Ranking Algorithm

(According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors)



Query Deserves Freshness (QDF)

Google

google apple

Search

QDF

Web [+ Show options...](#)

News results for **google apple**



[The War Between **Apple** and **Google** Has Just Begun](#) - 3 days ago

As **Google** and **Apple** enter new realms, the two companies are competing in more arenas than we can count. In mobile hardware and software, **Apple** has the ...

[New York Times \(blog\)](#) - [873 related articles »](#)

[A Big-Picture Look at **Google**, **Microsoft**, **Apple** And **Yahoo**](#) -

[New York Times \(blog\)](#) - [199 related articles »](#)

[Eric Schmidt: **Apple** & **Google** Relationship 'Stable'](#) -

[Softpedia](#) - [5879 related articles »](#)

Normal Results

Google Software Downloads for the Mac

Google Pack requires Windows XP or Vista. Here is some **Google** software for your Mac. ...
Create 3D models and place your models in **Google** Earth. ...

[www.google.com/mac/](#) - [Cached](#) - [Similar](#)

QDF

Google Is Now **Apple's** Greatest Enemy: Here's Why

Jan 20, 2010 ... While **Microsoft** and **Apple** are still bitter rivals, several recent events have brought them closer together in order to fight their common ...

[mashable.com/2010/01/20/apple-microsoft-v-google/](#) - [Cached](#)

Query Deserves Diversity (QDD)

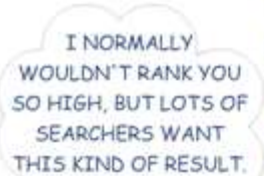


Google

gdp

Search

Web Finance News



[List of countries by GDP \(nominal\) - Wikipedia, the free encyclopedia](#)

This article includes a list of countries of the world sorted by their **gross domestic product (GDP)**, the value of all final goods and services from a nation ...
[en.wikipedia.org/wiki/List_of_countries_by_GDP_\(nominal\)](http://en.wikipedia.org/wiki/List_of_countries_by_GDP_(nominal)) - 302k - [Cached](#) - [Similar pages](#)

[gross domestic product](#)

www.bea.gov/bea/dn/home/gdp.htm - [Similar pages](#)

[BEA News Release: Gross Domestic Product](#)

Real **gross domestic product** – the output of goods and services produced by labor and property located in the United States -- increased at an annual rate ...
www.bea.gov/newsreleases/national/gdp/gdpnewsrelease.htm - 25k - [Cached](#) - [Similar pages](#)

[Gordon Document Products - Your Premier Document Management ...](#)

Sales, service, supplies for Lanier, Muratec, Paperclip, Duplo, copiers, fax, electronic imaging, computer networks, duplicators, office supplies in Atlanta ...
www.gdp.com/ - 42k - [Cached](#) - [Similar pages](#)

[What is GDP and why is it so important?](#)

The **gross domestic product (GDP)** is one the primary indicators used to gauge the health of ... Measuring GDP is complicated (which is why we leave it to the ...
www.investopedia.com/ask/answers/199.asp - 31k - [Cached](#) - [Similar pages](#)

[Econbrowser: GDP still growing \(barely\)](#)

Apr 30, 2008 ... The Bureau of Economic Analysis reported today that U.S. real GDP grew at a 0.6% annual rate in the first quarter of 2008, the same tepid ...
www.econbrowser.com/archives/2008/04/gdp_still_growi.html - 20k - [Cached](#) - [Similar pages](#)

The SEO Pyramid

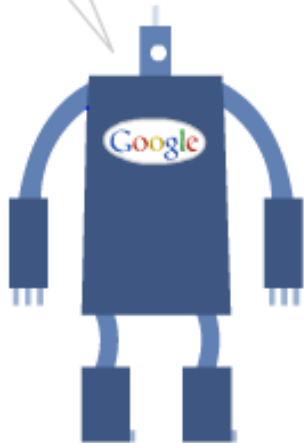
For optimal results, start with a strong base, and build your way up.



Building Accessible Sites

Crawlability / Link Architecture

BEAUTIFUL! I CAN REACH ALL THE PAGES QUICKLY AND EASILY.

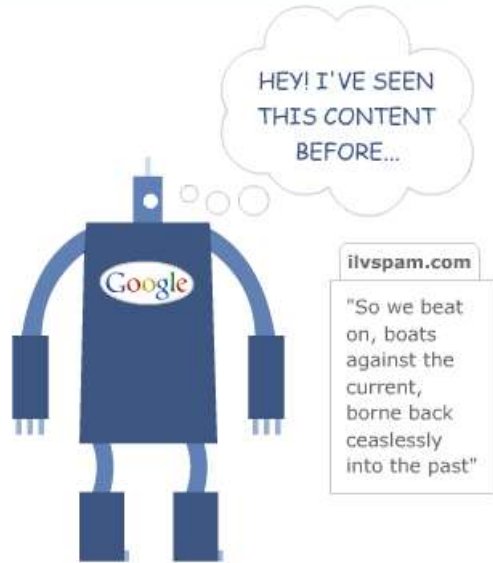


An Ideal Site Architecture Makes Content Access Simple
(for both search engines and users)

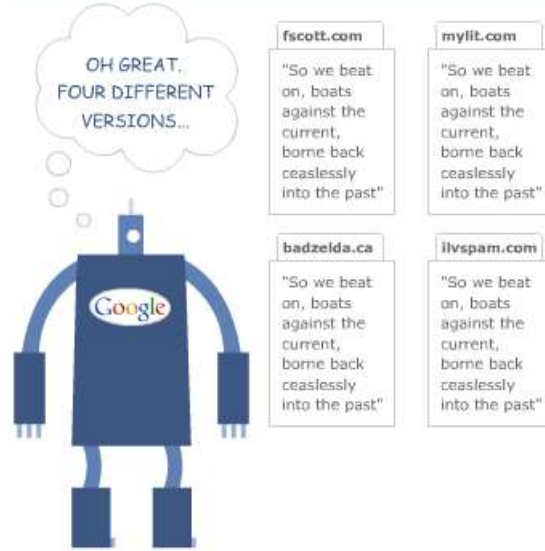
Duplicate Content & Canonicalization



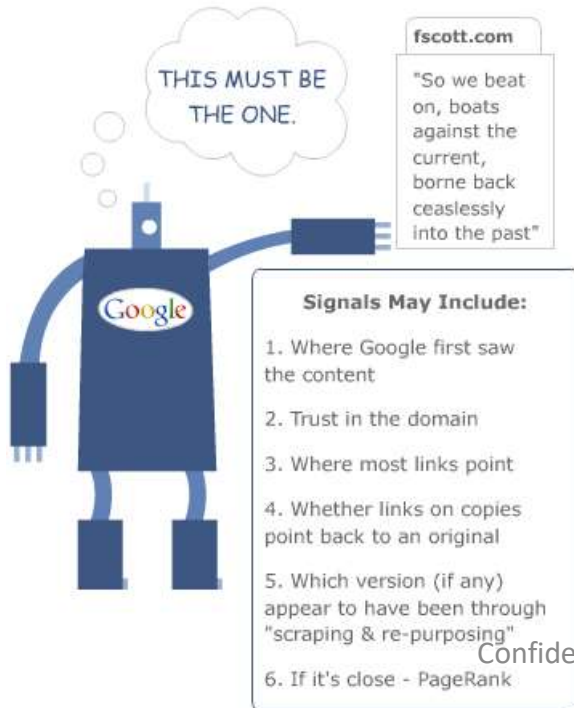
PHASE I: GOOGLE FINDS DUPE CONTENT



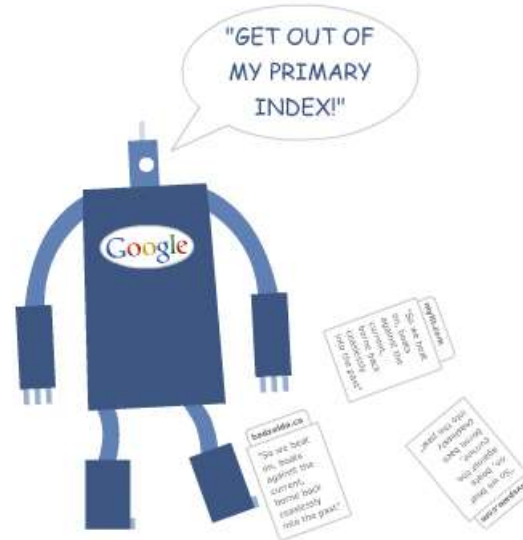
PHASE II: BIG G CHECKS COMPARABLE DOCS



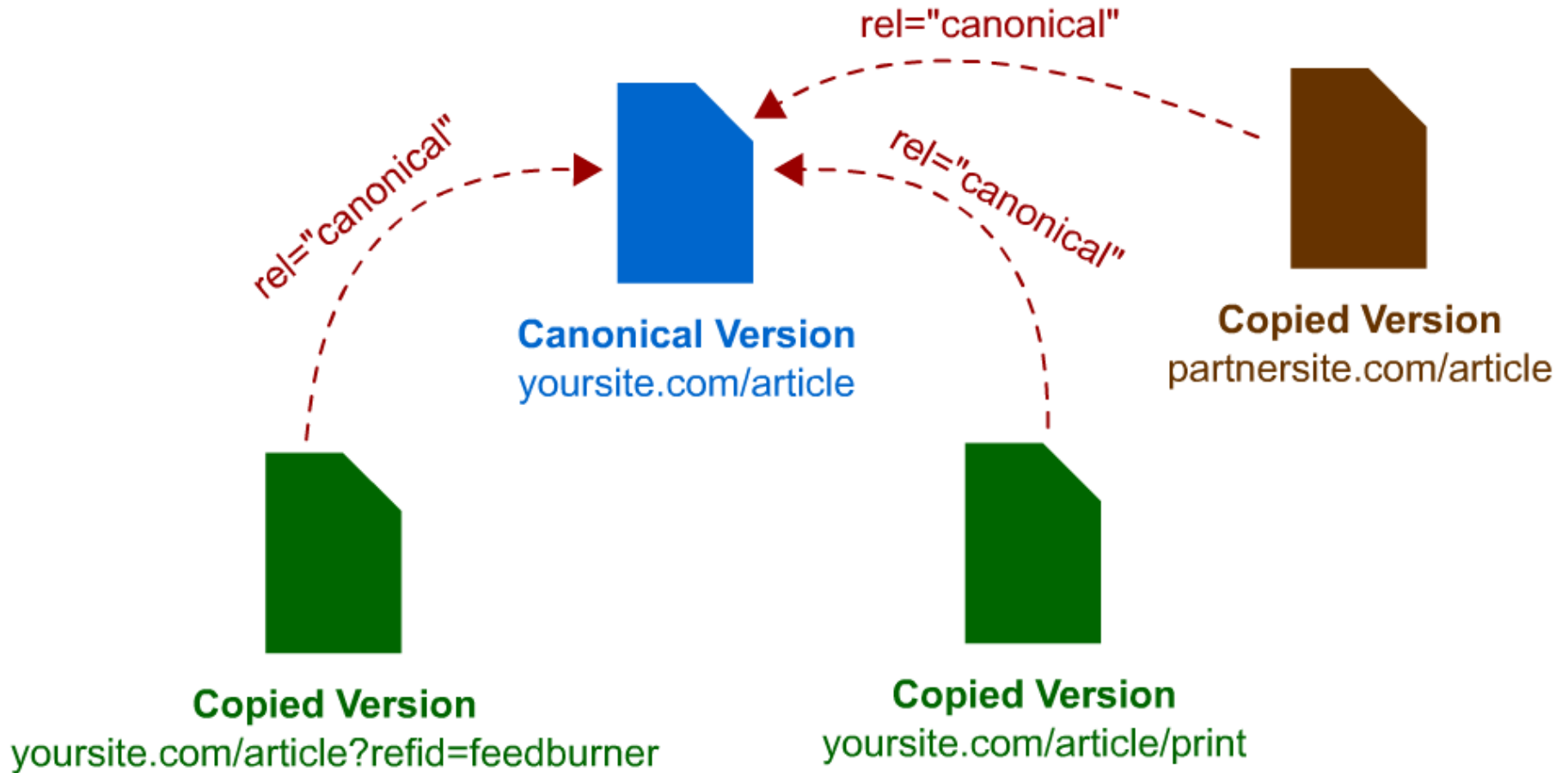
PHASE III: GOOGLE DETERMINES AN ORIGINAL



PHASE IV: DUPES GET TOSSED OUT



Canonical URL Tag



301 Redirects

I CAN ONLY SHOW ONE OF THESE PAGES? I GUESS I'LL GO WITH VERSION 1, BUT IT'S NOT GOING TO RANK VERY WELL.



Ver. 1

PageRank 4
6 Inbound links

Ver. 2

PageRank 3
3 Inbound links

Ver. 3

PageRank 3
2 Inbound links

NOW THAT'S A PAGE THAT CAN RANK!



Ver. 2

PageRank 3
3 Inbound links

301 re-direct

Ver. 1

PageRank 5
11 Inbound links

301 re-direct

Ver. 3

PageRank 3
2 Inbound links



Duplicate Titles & Meta Descriptions

Google webmaster tools

www.seomoz.org

[« Back to Home](#) | [✉ 1](#)

[Dashboard](#)

[+ Site configuration](#)

[+ Your site on the web](#)

[- Diagnostics](#)

[Crawl errors](#)

[Crawl stats](#)

HTML suggestions

[+ Labs](#)

Help with:

[Good titles and descriptions](#)

HTML suggestions

When Googlebot crawled your site, it found some issues with your content. These issues won't prevent your site from appearing in Google search results, but addressing them may help your site's user experience and performance.

Meta description

Pages

[Duplicate meta descriptions](#)

87

[Long meta descriptions](#)

0

[Short meta descriptions](#)

40

Title tag

Pages

[Missing title tags](#)

6

[Duplicate title tags](#)

296

Search Friendly URLs

www.nationalgeographic.com/animals/african-elephants

Single domain

Shallow folder structure
with relevant words

Keywords in page name,
separated by hyphen

Search UN-Friendly URLs

XYZ3.nationalgeographic.com/a/?q=31z&mg=vv7z&sd=8

Unnecessary
Subdomain

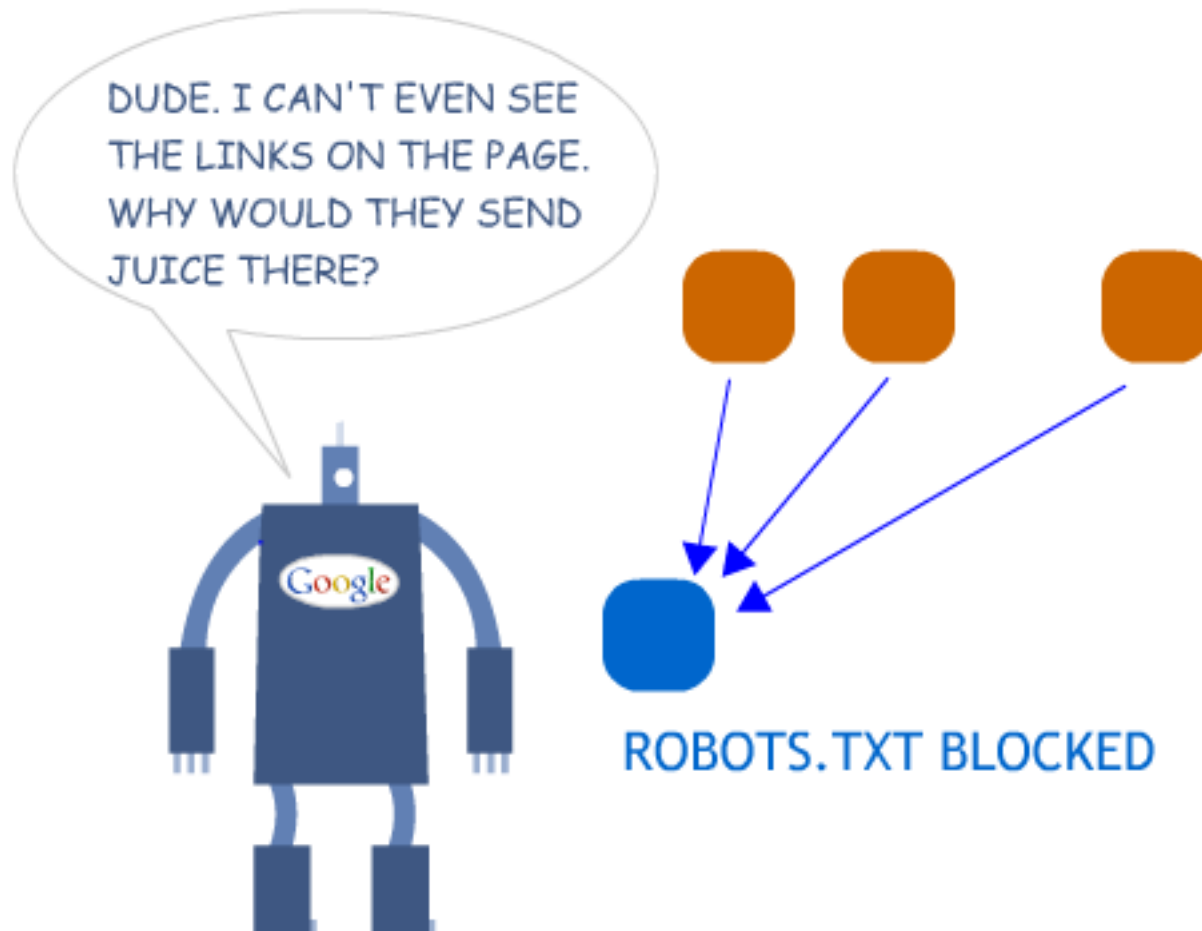
Dynamic URLs don't perform as well as static and engines recommend against more than two parameters

No keywords in the URL string

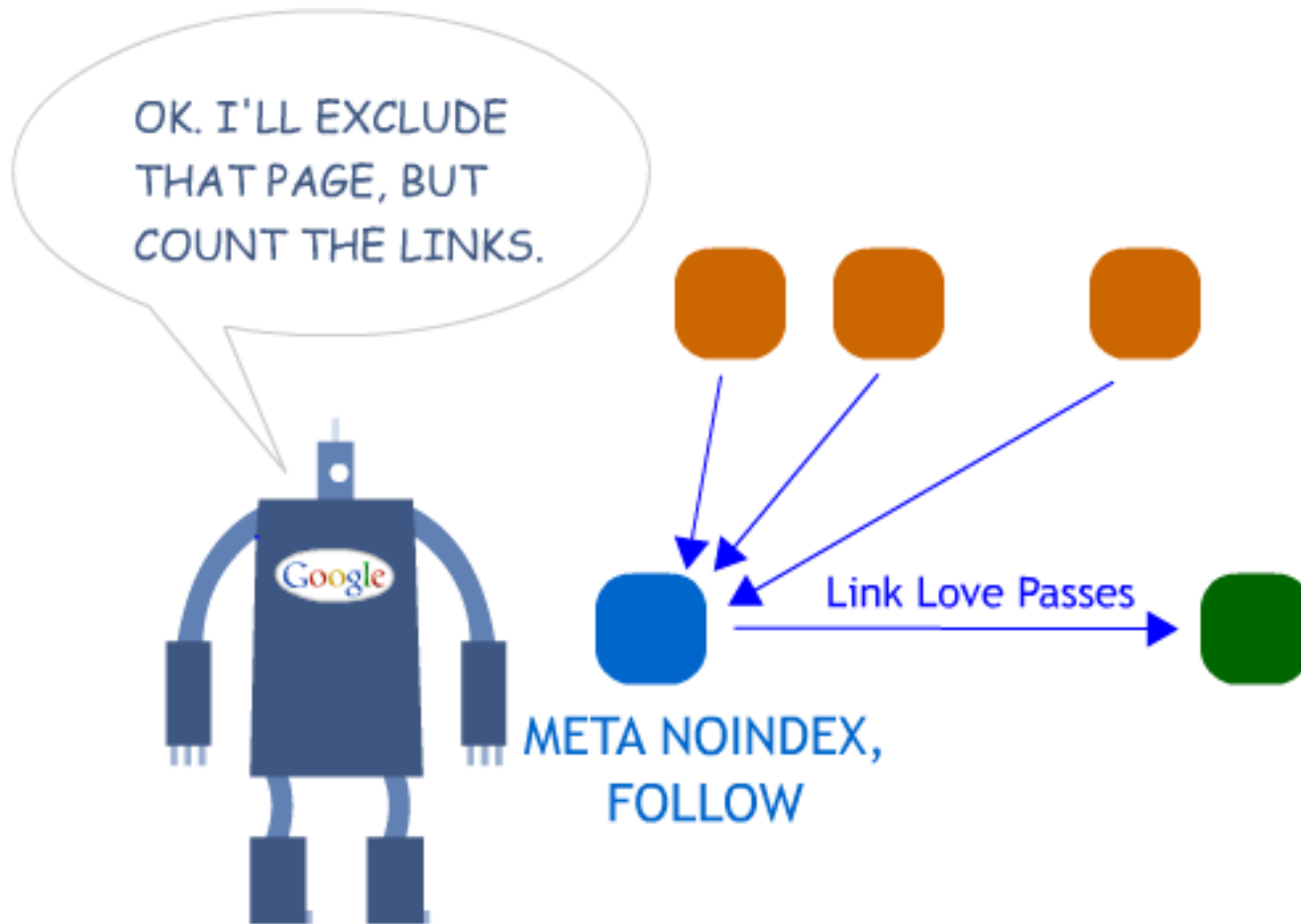
Fixing Broken Links & 404s



Blocking Robots



Blocking Robots



XML Sitemaps

Sample XML Sitemap Index

The following example shows a Sitemap index in XML format. The Sitemap index lists two Sitemaps:

```
<?xml version="1.0" encoding="UTF-8"?>
  <sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
    <sitemap>
      <loc>http://www.example.com/sitemap1.xml.gz</loc>
      <lastmod>2004-10-01T18:23:17+00:00</lastmod>
    </sitemap>
    <sitemap>
      <loc>http://www.example.com/sitemap2.xml.gz</loc>
      <lastmod>2005-01-01</lastmod>
    </sitemap>
  </sitemapindex>
```

Webmaster Tools (Google)

Google webmaster tools

www.seomoz.org

[« Back to Home](#) | [✕](#)

Dashboard

- [+ Site configuration](#)
- [+ Your site on the web](#)
- [+ Diagnostics](#)
- [+ Labs](#)

Help with:

- [Top search queries](#)
- [Crawl errors](#)
- [Site reconsideration](#)
- [Sitemaps](#)
- [Links to your site](#)

Dashboard

Pages from your site **are** included in Google's index.

Top search queries

#	Query	Position
1	yahoo	13
2	seo	9
3	yahoo answer	9
4	venere.com	8
5	probably	10
6	ebay.it	8
7	trifecta	5
8	www.games2win.com	7
9	google search engine	12

Crawl errors

HTTP	2
In Sitemaps	1
Not followed	0
Not found	136
Restricted by robots.txt	1
Timed out	0
Unreachable	0

Updated Jan 23, 2010

[More »](#)

Webmaster Tools (Bing)

bing Webmaster Center Make Bing your decision engine

www.seomoz.org

Site list

- Related tools
- Robots.txt validator
- HTTP verifier
- Keyword research tool
- Webmaster resources
- Forum
- Blog
- Help

Summary
Profile
Crawl Issues
Backlinks
Outbound Links
Keywords
Sitemaps

Site status ⓘ

Last crawled: 1/22/2010 Indexed pages: 41,300

Domain score: ■■■■■ Blocked: No

Top 5 pages

Web page	Page score	Language	Region	Last crawled	Blocked
SEO - Search Engine Optimization Read SEOmoz, Rank Better	■■■■■	en	us	1/22/2010	No
SEO Blog SEOmoz Blog Featuring Search Engine Marketing News & Tips	■■■■■	en	us	1/22/2010	No
SEOmoz Trifecta Tool — Domain, Blog and Page Strength Rolled Into ...	■■■■■	en	us	1/22/2010	No
SEO Tools SEOmoz	■■■■■	en	us	1/22/2010	No
SEOmoz Rank Tracker Tool - Track Google Rankings Automatically	■■■■■	en	us	1/20/2010	No

Search Engine Guidelines

Google webmaster central Search Help

Webmaster Tools Help

Help articles

[Webmaster essentials](#)

[My site and Google](#)

[Using Webmaster Tools](#)

[Sitemaps](#)

Help forum

[Webmaster Guidelines](#)

[Webmaster checklist](#)

[Webmaster Central blog](#)

[About Google search results](#)

[Services and tools](#)

[Business solutions](#)

[Advertising](#)

[Google Help](#) > [Webmaster Tools Help](#) > [My site and Google](#) > [Site management](#) > Webmaster guidelines

Webmaster guidelines

 [Print](#)

Following these guidelines will help Google find, index, and rank your site. Even if you choose not to implement any of these suggestions, we strongly encourage you to pay very close attention to the "Quality Guidelines," which outline some of the illicit practices that may lead to a site being removed entirely from the Google index or otherwise penalized. If a site has been penalized, it may no longer show up in results on Google.com or on any of Google's partner sites.

Design and content guidelines	Learn more...
Technical guidelines	Learn more...
Quality guidelines	Learn more...

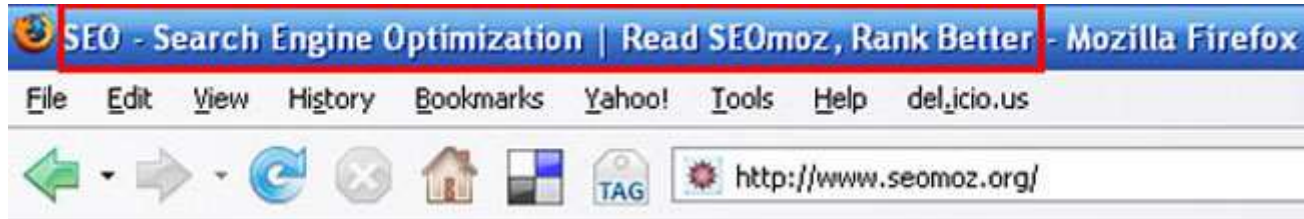
When your site is ready:

- Submit it to Google at <http://www.google.com/addurl.html>.

www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35769

Important Tags & Signals

Title Tags



```
<title>SEO - Search Engine Optimization | Read SEOmoz, Rank Better</title>
```



Web

SEO - Search Engine Optimization | Read **SEOmoz**, Rank Better  [Web Development](#) 

SEOmoz, a Seattle-based search engine optimization company, serves as a hub for search marketers worldwide, providing education, tools, resources and paid ...

www.seomoz.org/ - Jun 16, 2007 - [Similar pages](#) - [Note this](#)

[Page Strength SEO Tool](http://www.seomoz.org/page-strength) - www.seomoz.org/page-strength

[Tools](http://www.seomoz.org/tools) - www.seomoz.org/tools

[Blog](http://www.seomoz.org/blog) - www.seomoz.org/blog

[Articles](http://www.seomoz.org/articles) - www.seomoz.org/articles



[More results from www.seomoz.org](http://www.seomoz.org/) »

Meta Descriptions

```
<meta name="description" content="SEOMoz, a Seattle-based search engine optimization company, serves as a
```

[Advanced Search](#)
[Preferences](#)

Web

SEO - Search Engine Optimization | Read **SEOMoz**, Rank Better  [Web Development](#) 

SEOMoz, a Seattle-based search engine optimization company, serves as a hub for search marketers worldwide, providing education, tools, resources and paid ...

www.seomoz.org/ - Jun 16, 2007 - [Similar pages](#) - [Note this](#)

[Page Strength SEO Tool](http://www.seomoz.org/page-strength) - www.seomoz.org/page-strength





[Tools](http://www.seomoz.org/tools) - www.seomoz.org/tools

[Blog](http://www.seomoz.org/blog) - www.seomoz.org/blog

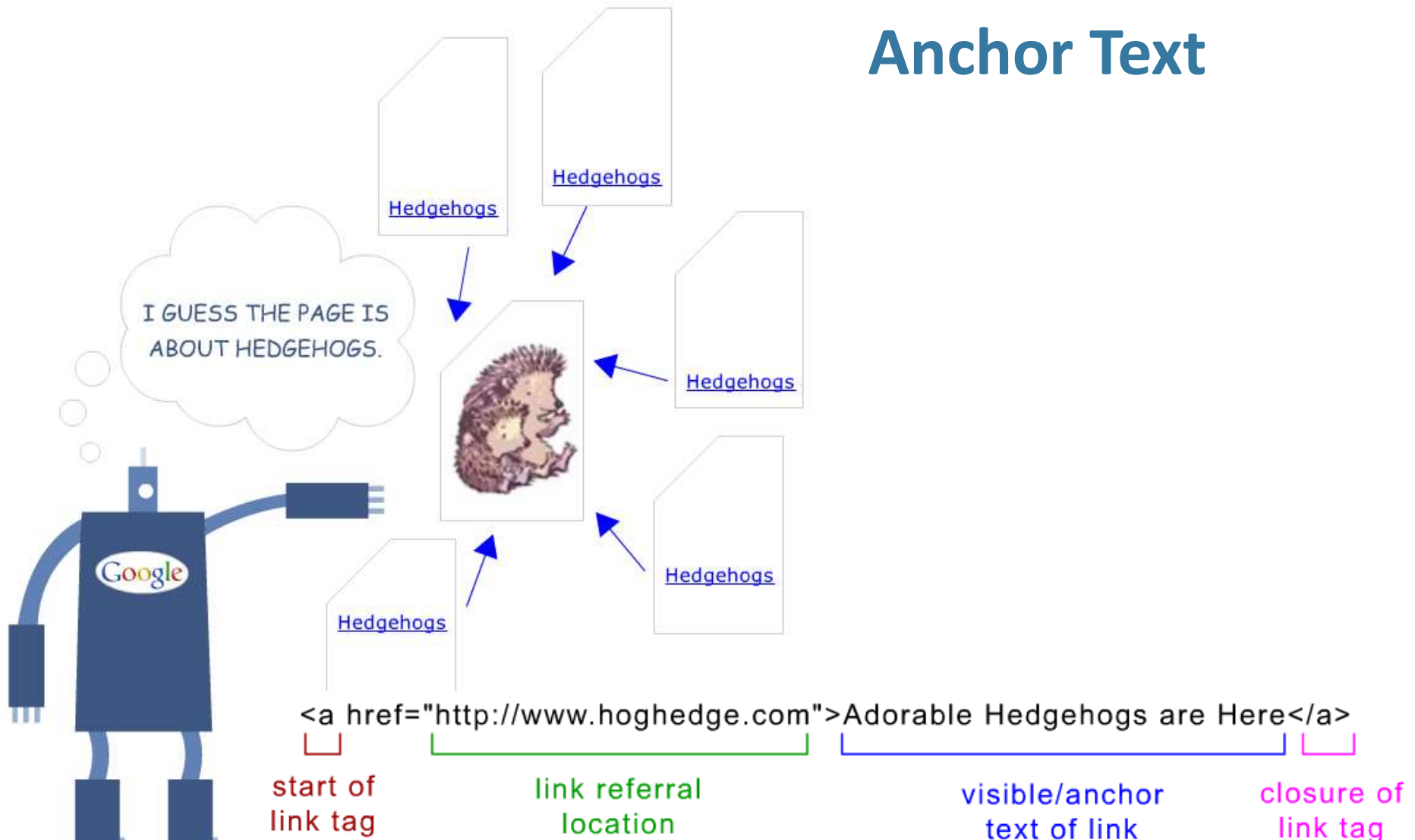
[Articles](http://www.seomoz.org/articles) - www.seomoz.org/articles

[More results from www.seomoz.org »](#)

Tag Length Recommendations

	Title Tag Max Display Length	Meta Description Max Display Length	URL Max Display Length
	66-69 Characters	156-158 Characters	75-92 Characters
	67-72 Characters	176-184 Characters	91-94 Characters
	64-65 Characters	164-190 Characters	65-80 Characters
	<65 Characters	<156 Characters	<65 Characters

Anchor Text



Page Copy

Search engine optimization

From Wikipedia, the free encyclopedia

"SEO" redirects here. For other uses, see SEO (disambiguation).

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a **web site** from **search engines** via "natural" ("organic" or "algorithmic") **search results**. Usually, the earlier a site is presented in the **search** results, or the higher it "ranks," the more searchers will visit that site. SEO can also target different kinds of **search**, including **image search**, **local search**, and industry-specific **vertical search** engines.

As a **marketing** strategy for increasing a site's relevancy, SEO considers how **search algorithms** work and what people **search** for. SEO efforts may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent **search engine** indexing programs from fully **spidering** a site. Other, more noticeable efforts may include adding unique **content** to a site, and making sure that the content is easily indexed by **search** engines and also appeals to human visitors.

The acronym "SEO" can also refer to "**search engine** optimizers," a term adopted by an industry of **consultants** who carry out **optimization** projects on behalf of clients, and by employees who perform SEO services in-house. **Search engine** optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the **HTML** source code of a site, SEO tactics may be incorporated into web site development and **design**. The term "**search engine** friendly" may be used to describe web site designs, **menus**, **content management systems** and **shopping carts** that are easy to optimize.

Your continued donations keep Wikipedia running!

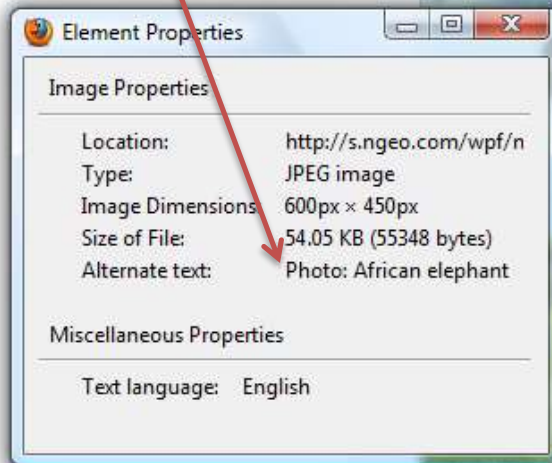


Structure of a typical **search** results page

Internet Marketing

Image Alt Attributes

Good keyword usage
in the alt tag



African elephants are the largest of Earth's land mammals. Their enormous ears help them to keep cool in the hot African climate.

Not So Important

Meta Keywords Tag

The screenshot shows the top portion of the ESPN website. On the left, a light green banner asks "ARE YOUR GOLF EXPERIENCES NOT UP TO PAR? OR ARE YOU A CARDMEMBER?™". To its right, a green banner promotes a golf membership with the text "Indulge your passion for golf with exclusive travel, gear and one-of-a-kind events." and a link to "visit members clubhouse to see how". The ESPN logo is prominently displayed in the center. To the right of the logo is a "LINKS FROM: ESPNEWS" section with three links: "Blount: Where is NASCAR's Lewis Hamilton?", "Hollinger: Spurs keep their training camp promises", and "Pasquarelli: Extended stay for Romo in Dallas?". Further right is a search bar with the text "ESPN Photos Video" above it and a "Search" button. Below the search bar, it says "ESPN.com's Hottest Searches:" followed by links for "Sports Guy", "MLB ranks", "CWS", "US Open", "Spurs", and "Kobe". At the bottom of the page, there is a navigation bar with links for "MyESPN", "Insider", "ESPN360.com", "Page 2", "SportsNation", "Blogs", "Video", "PodCenter", "Video Games", "Travel", "Contests", "Shop", and "En Español". Below this is a row of sport-specific links: "ESPN", "Fantasy", "NFL", "NBA", "MLB", "NHL", "ESPNU", "College FB", "Men's BB", "Women's BB", "NASCAR", "Autos", "Golf", "Soccer", "Tennis", "Boxing", "AFL", and "More +".

```
<meta name="keywords" CONTENT="ESPN.com, ESPN, ESPN2, ESPNews, ESPN Classic, ESPNU,
```

H1, H2, H(x) Tags



```
<h1><a href="/"><span class="fir">nuTsie</span></a></h1>  
<div id="login">
```

Search Engine “Submission”



Submit your site to Bing

Generally our web crawler, MSNBot, can find most pages on the Internet. However if your site does not appear on Bing, you can send us the address (URL).

Type the characters from the picture

In the box below, type the characters that you see in the picture. This helps ensure that a person, not an automated program, is submitting the URL.



If you don't see the picture, make sure your browser is set to allow images. If you change the image setting, refresh this page to continue.

Characters:

Type the URL of your homepage

MSNBot follows links from your homepage to find other pages on your site.

Example: <http://www.example.com/>.

Keyword Research + Targeting

Goals of Keyword Research

Determine Relative Volume Levels

Publisher	Cost Per 1,000 Units	Bulk Discount	Google Search Volume
DC Comics (Batman, Superman, etc.)	\$650	10% (10K+)	400K / month (Top 10 Titles)
Marvel Comics (X-Men, Iron Man, etc.)	\$700	15% (20K+)	600K / month (Top 10 Titles)
Dark Horse Comics (Sin City, Hellboy, etc.)	\$680	12% (10K+)	250K / month (Top 6 Titles)

Identify High Value Keywords



batman graphic novels

Google Search

I'm Feeling Lucky

22%

16%

8.5%

3.1%

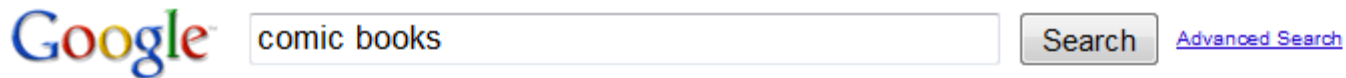
**Browse Rate:
3+ Pages**

**Abandon
Session**

**Latent
Conversion**

**Direct
Conversion**

Predict the Effort Required to Rank Well



Web [+ Show options...](#) Results 1 - 10 of about 36,500,000 for comic books

	Page Authority / Domain Authority	mozRank / PageRank	# of Links to URL / # of Linking RDs
Marvel: The Official Site Iron Man, Spider-Man, Hulk, X-Men ... Jan 8, 2010 ... BUY THE NEW ASTONISHING X-MEN MOTION COMIC ON ITUNES NOW! ... Whats your Favorite X-Book now and Why Comic Book Subscriptions ... + Show stock quote for MVL Marvel Universe - Comics - Digital Comics - Comics Catalog marvel.com/ - 19 hours ago - Cached - Similar	92 87	6.12 7	68,526 1,426
Comic Book Resources - Daily Comic Book News, Previews, Reviews ... Jan 9, 2010 ... News, reviews, columns, message board, and shopping. Marvel Comics Forums - CBR Forums - Previews www.comicbookresources.com/ - 40 minutes ago - Cached - Similar	98 87	6.2 6	164,409 2,260
Comic book - Wikipedia, the free encyclopedia A comic book (often shortened to simply comic and sometimes called a funny book, comic paper or comic magazine) is a magazine made up of narrative artwork, ... American comics - European comics - Japanese comics - See also en.wikipedia.org/wiki/Comic_book - Cached - Similar	74 97	5.18 6	4,201 350

High Authority Scores + Strong Link Metrics/Counts = Extremely Challenging

Choose the “Best” Words/Phrases to Target

Competition Level
(difficulty in achieving top rankings)



Search Volume
(quantity of queries per month)



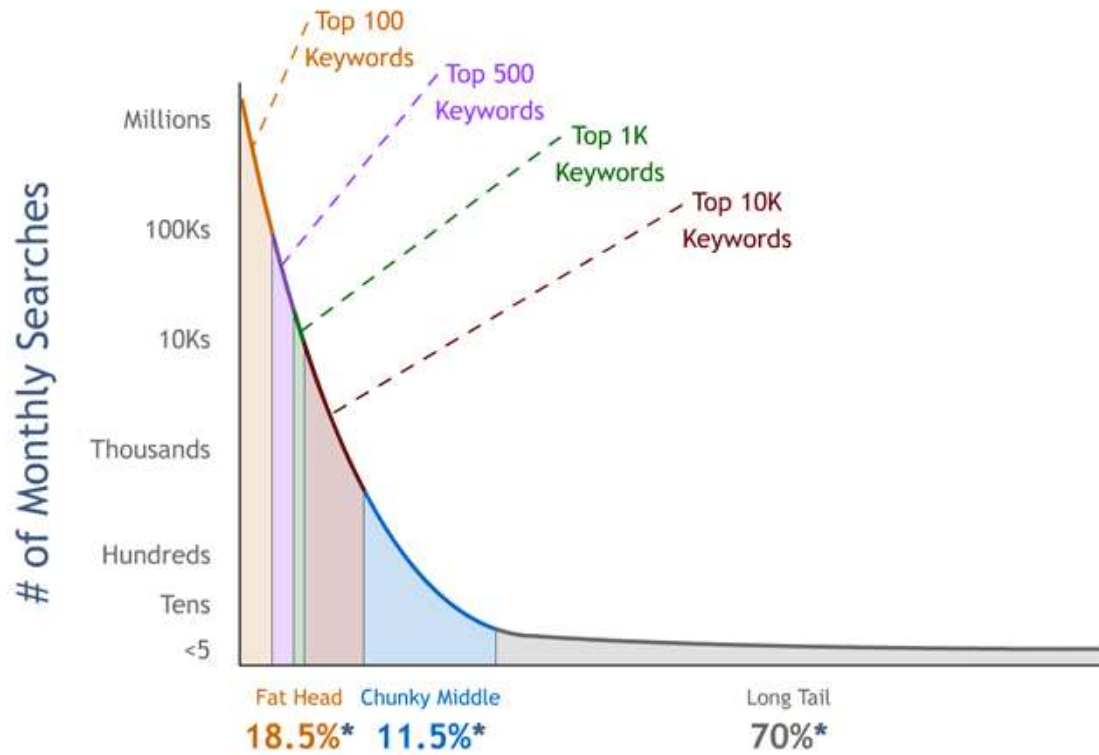
Value of Visitor
(performs desired action/converts)



Keyword Demand Landscape

The Long Tail of Keyword Demand

The Search Demand Curve



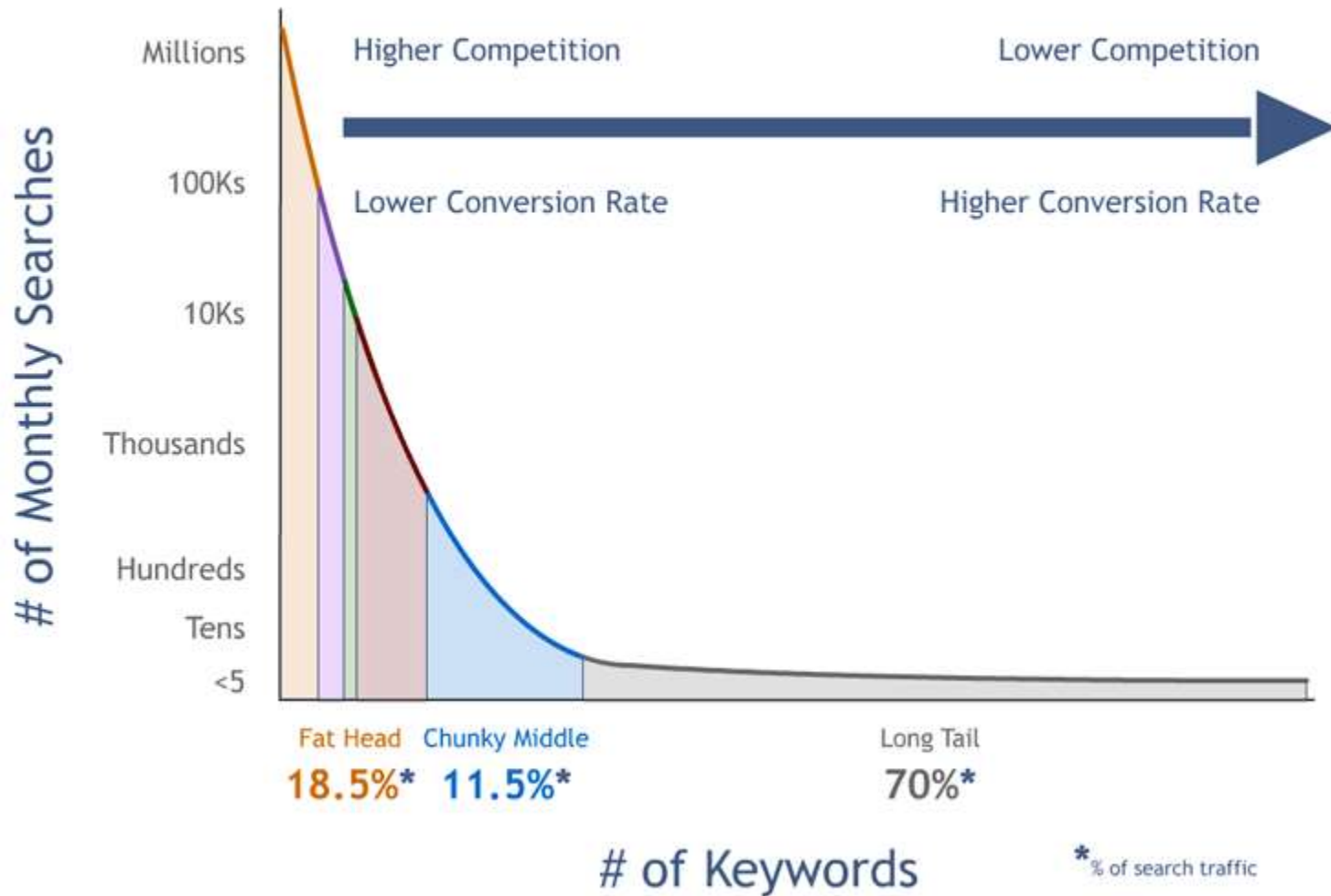
Data Source:
Experian
Hitwise

seomoz.org
The Web's Best SEO Resources

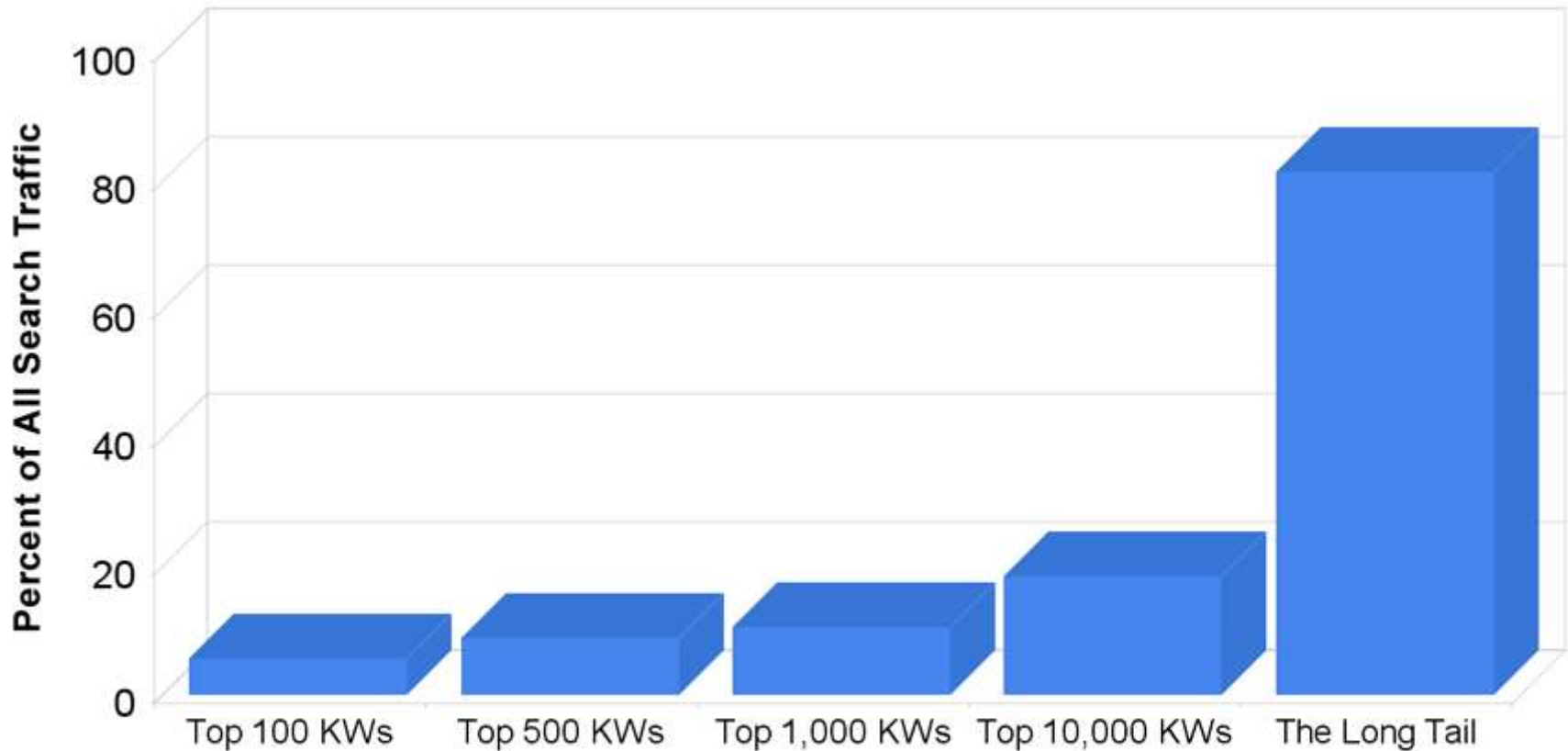
of Keywords

* % of search traffic

The Search Demand Curve



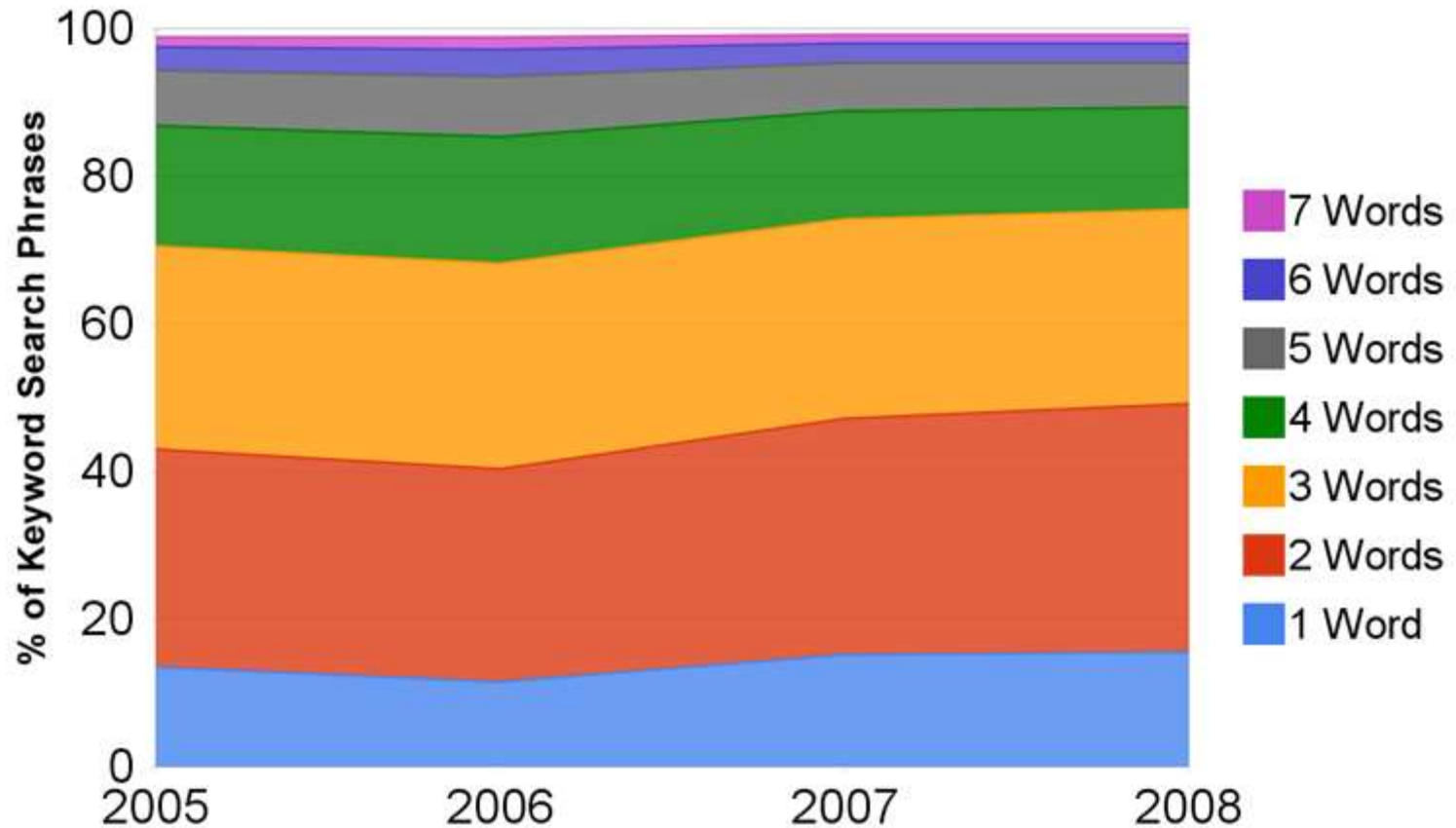
Popular Keywords vs. Long Tail Search Traffic



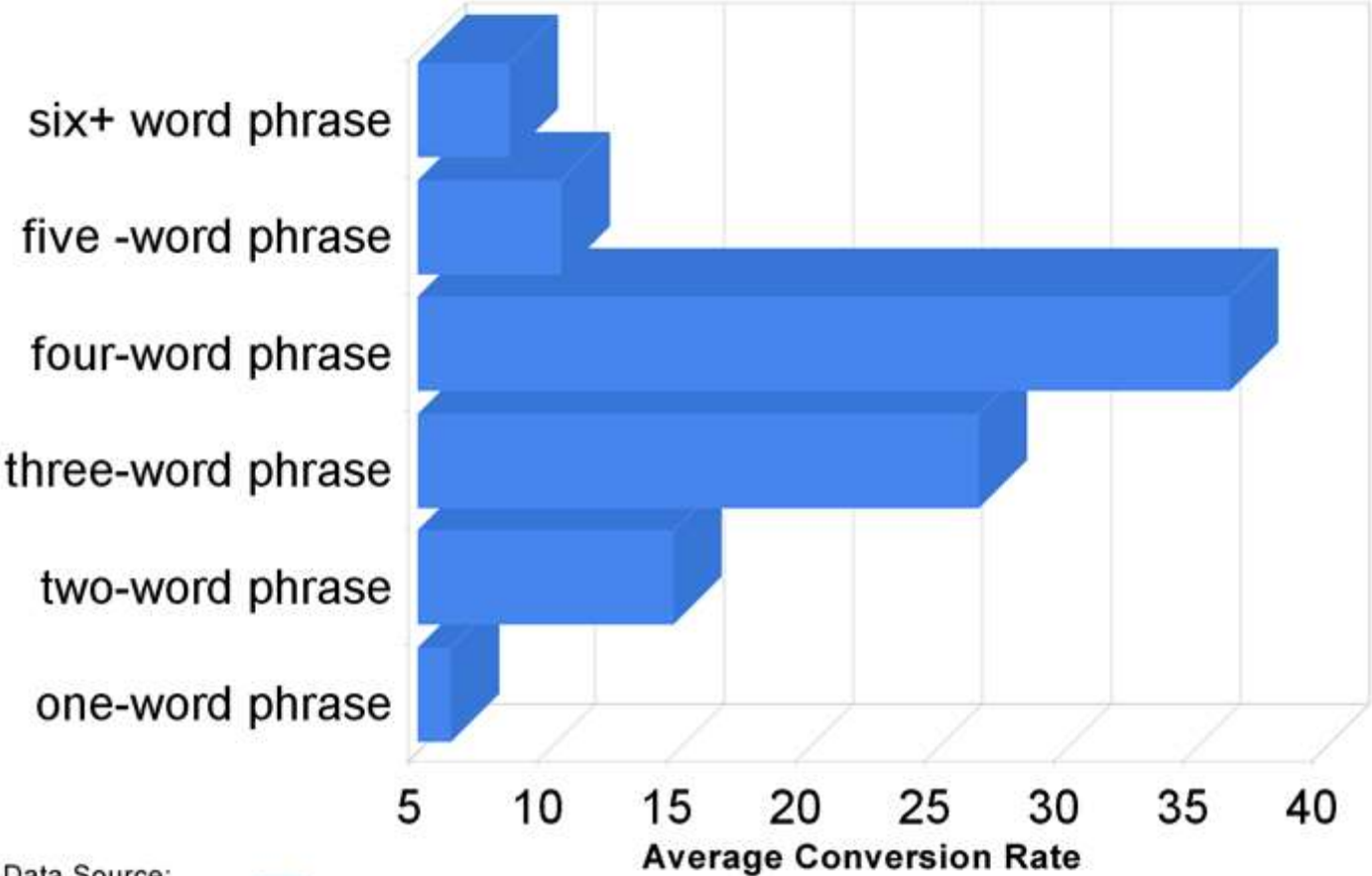
Data Source:



Keyword Phrase Length Over Time



Conversion Rate by KW Phrase Length



Tools & Tactics for Brainstorming & Refining Your Seed List

Salespeople & Customers



Business Execs
(Have to use their imagination)



Salespeople
(Know the language customers use)



Customers
(Tell you how they search)

Get their input for keyword brainstorming

Google AdWords Tool

Keywords	Advertiser Competition [?]	Local Search Volume: December [?]	Global Monthly Search Volume [?]	Match Type: [?] Exact ▼
Keywords related to term(s) entered - sorted by relevance [?]				
[batman comics]	<div style="width: 20%;"></div>	9,900	33,100	Add Exact ▼
[superman comics]	<div style="width: 20%;"></div>	8,100	18,100	Add Exact ▼
[spiderman comics]	<div style="width: 20%;"></div>	8,100	22,200	Add Exact ▼
[batman comic]	<div style="width: 20%;"></div>	4,400	12,100	Add Exact ▼

Keywords	Advertiser Competition [?]	Local Search Volume: December [?]	Global Monthly Search Volume [?]	Match Type: [?] Broad ▼
Keywords related to term(s) entered - sorted by relevance [?]				
batman comics	<div style="width: 20%;"></div>	74,000	110,000	Add ▼
superman comics	<div style="width: 20%;"></div>	60,500	60,500	Add ▼
spiderman comics	<div style="width: 20%;"></div>	49,500	74,000	Add ▼
batman comic	<div style="width: 20%;"></div>	60,500	74,000	Add ▼

Be Wary of Match Type

<https://adwords.google.com/select/KeywordToolExternal>

MS AdCenter Excel Plug-In

Keyword	Jun-08	Apr-09	May-09	Jun-09	Jul-09	Aug-09
monkeys	56,256	33,416	33,850	65,441	77,079	30,844
monkey	55,785	38,701	38,066	72,034	65,685	38,056
play sonic the hedgehog	132	18,576	22,121	21,021	21,020	21,020
pictures monkeys	21	93	55	37	82	42
monkey pictures	1,407	7,689	7,575	4,593	6,327	7,109
pictures monkey	17	10	35	25	47	12
sugar glider	8,304	8,167	6,136	9,683	9,162	8,691
monkeys picture	0	11	10	45	33	13
monkey picture	141	391	683	416	516	450
praying mantis	6,141	5,972	5,282	5,992	5,051	5,031

Google Trends

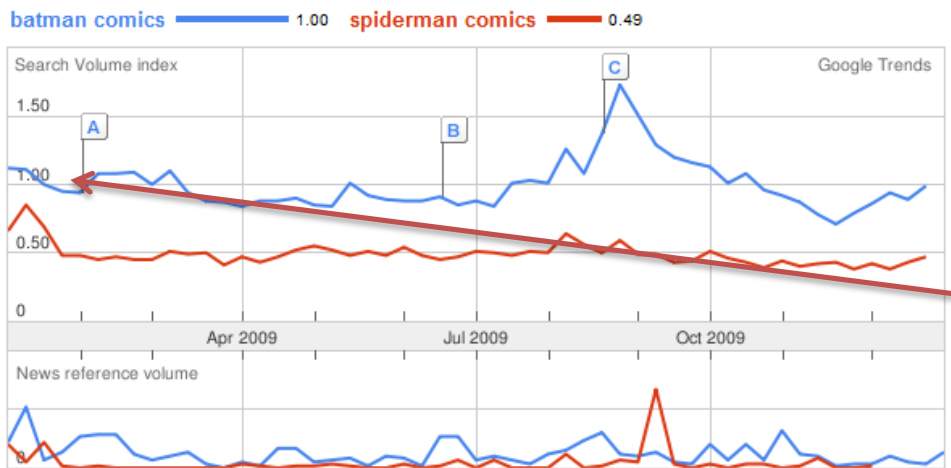
Google trends

Tip: Use commas to compare multiple search terms.

rand@seomoz.org | [Sign out](#)

Searches [Websites](#) All regions Last 12 months

Scale is based on the average worldwide traffic of **batman comics** in the last 12 months. [Learn more](#)



- A [Beyond Batman: Comics come of age as art form](#)
Denver Post - Feb 6 2009
 - B [Feel free to stop mentioning pedophilia in your Batman comics any time now, Paul Dini](#)
Newsarama - Jun 25 2009
 - C [Without Wayne, 'Batman' comics take a new turn](#)
Drexel University The Triangle Online - Aug 28 2009
- [More news results »](#)

Sign In for Y-Axis Numbers

Rank by

Regions	Cities	Languages
1. Philippines	1. Monterrey, Mexico	1. Tagalog
2. Chile	2. Toronto, Canada	2. English
3. Mexico	3. Santiago, Chile	3. Spanish

Not Very Accurate

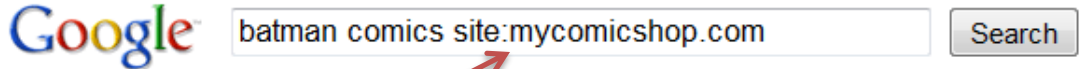
Internal Site Search Stats

Search
Sort by | [Advanced Search](#)

VIDEO COMMUNITY RESOURCES ABOUT

SUDDENLY... LAST UPDATED: 01/09/10
[Kirby family attorneys respond to Marvel lawsuit](#)  [EXCLUSIVE PREVIEW: "The Ghoul" #2](#) 

Competitive Keyword Research



Web [+ Show options...](#) Results 1 - 10 of ab

- Batman Comic Books — Issues & Titles**
In Kane's early drawings, before the superhero appeared in any **Batman comic** books, **Batman** had bat wings, not a cape. Kane and Finger later changed the ...
www.mycomicshop.com/search?q=batman - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)
- Comic Books - Online Comic Book Store | mycomicshop.com**
The World's Largest Selection of **Comic** Books, from **Batman** and Superman **comic** books to Spiderman and X-Men **comics**, new and back issues.
www.mycomicshop.com/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)
- 3-D Batman (1953) comic books**
Part of series 3-D **Comic** - More information... Hide notes Reprints **Batman** #42 & 48 (Penguin cover & stories); Tommy Tomorrow story; came with pair of 3-D ...
www.mycomicshop.com/search?TID=189061 - [Cached](#) - [🗨](#) [📄](#) [🗕](#)
- Batman (1940) Multipack Reprints comic books**
Batman and Robin are on the case when Magpie commits murder in her compulsive quest to collect bird-themed gemstones. "A Bird In The Hand. ...
www.mycomicshop.com/search?TID=531681 - [Cached](#) - [🗨](#) [📄](#) [🗕](#)
- Batman Arkham Asylum Special (2009) comic books**
We Buy **Comics** Sell or trade using our easy online buying system to get the best price for your **comics** with the least amount of work. ...
www.mycomicshop.com/search?TID=19601354 - [Cached](#) - [🗨](#) [📄](#) [🗕](#)

Restrict query to competitor's domain

The Keyword Research Process

Start with Your Seed List

Keywords
Keywords related to term(s) entered
[batman comics]
[batman comic]
[batman graphic novels]
[batman comic books]
[batman books]
[batman book]
[batman graphic novel]
[batman dc comics]
[superman batman comics]
[batman detective comics]

Create Spreadsheet w/ these Columns











Google docs KW Research Sample Spreadsheet Autosaved on 12:0

File Edit View Insert Format Form Tools Help

Print Undo Redo \$ % 123 10pt B Abc A Grid Borders Lists Paste Undo Σ

A	B	C	D	E
Keyword Term/Phrase	Search Volume (Google December)	Keyword Difficulty	Estimated Conversion Rate	Estimated Avg. Revenue / Conversion

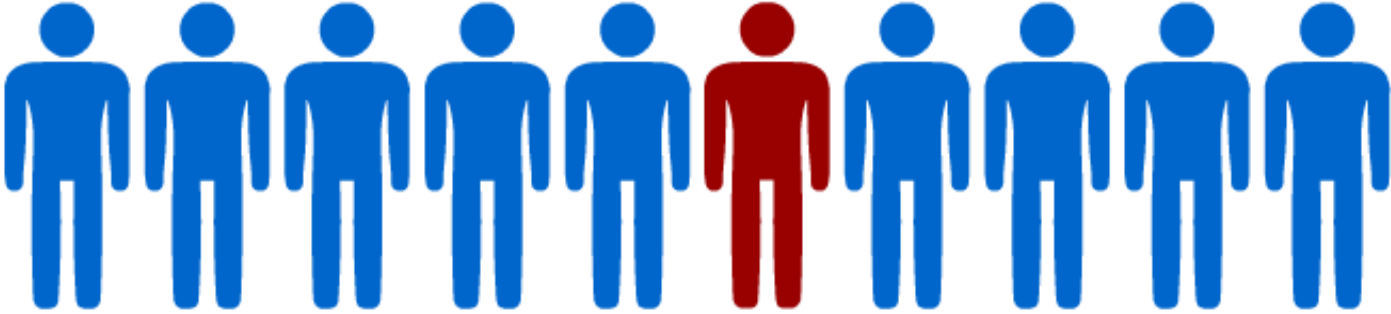
Get Google Search Demand Numbers

Keywords	Advertiser Competition [?]	▼ Local Search Volume: December [?]	Global Monthly Search Volume [?]	Match Type: [?] Exact ▼
Keywords related to term(s) entered - sort by relevance [?]				
[batman comics]		9,900	33,100	Add Exact ▼
[batman comic]		4,400	12,100	Add Exact ▼
[batman graphic novels]		4,400	5,400	Add Exact ▼
[batman comic books]		3,600	2,900	Add Exact ▼
[batman books]		2,900	2,900	Add Exact ▼
[batman book]		1,300	1,000	Add Exact ▼
[batman graphic novel]		1,000	1,900	Add Exact ▼
[batman dc comics]		720	1,600	Add Exact ▼
[superman batman comics]		720	720	Add Exact ▼
[batman detective comics]		480	590	Add Exact ▼

Guesstimate Conversion Rate Numbers

Vertical	Conversion Rate (%)
Catalog	6.1
Specialty stores	3.9
Fashion/apparel	2.2
Travel	2.1
Home and furnishing	2.0
Sport/outdoors	1.4
Electronics	1.1
All verticals	2.3

Source: Fireclick Index



**1/10 Searchers Arriving for Keyword X
Make a Purchase = 10% Conversion Rate**

Or Use PPC Campaign Data

Overview »

Event Tracking Actions

Sep 1, 2007 - Sep 30, 2007

Export Email Add to Dashboard



1,332 total events were recorded via 4 actions

Events		Site Usage	Ecommerce	Views: [Grid] [Table] [List] [Full]			
Total Events	1,332	Unique Events	815	Event Value	6,087	Avg. Value	4.57
%		%		%		%	
100.00% (0.00%)		145.28% (45.28%)		100.00% (0.00%)		100.00% (0.00%)	
Action	Total Events	Individual Action	Event Value	compared to site average			
1. play	513			54.69%			
2. forward	282			-16.35%			
3. stop	269			-22.33%			
4. pause	268			-16.02%			
Find Action: containing		Go		Go to: 1		Show rows: 10 1 - 4 of 4	

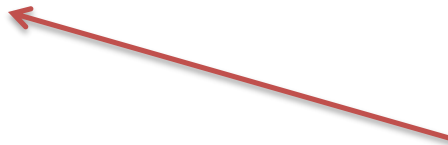
Add Keyword Difficulty Data for Top Terms

#	URL	Domains Linking to Domain	Domain Authority	Domains Linking To Url	Page Authority
0	http://www.dccomics.com/go/batman/	7897	84.3	244	84.1
1	http://en.wikipedia.org/wiki/List_of_Batman_comics	967392	97.6	19	49.0
2	http://www.cracked.com/article_16870_20-most-ridiculous-batman-comics-ever-released.html	9610	85.8	10	58.3
3	http://batman.ugo.com/comics/default.asp	9711	87.9	2	0.2
4	http://www.comicvine.com/batman/29-1699/	1294	78.9	21	88.2
5	http://www.batmanytb.com/	227	57.7	123	88.6
6	http://www.midtowncomics.com/	532	66.1	462	93.4
7	http://dc.wikia.com/wiki/Batman	37419	91.7	29	31.9
8	http://www.amazon.com/New-Adventures-Batman-Classic-Collection/dp/B000OPODNG	552034	97.1	1	36.6
9	http://comics.ign.com/articles/624/624619p1.html	43524	91.1	27	36.1
10	http://www.rasalghul.co.uk/	74	-7.7	58	67.5

75% Percentile Page Authority: 58.28

Average Domain Authority: 82.00

Average Page Authority: 56.98



We like using a weighted average of the Page Authority metric

Target High Volume, High Value, Low Difficulty Terms First

Keyword Term/Phrase	Search Volume (Google December)	Keyword Difficulty	Estimated Conversion Rate	Estimated Avg. \$\$ / Conversion	Heat Index
batman	1,220,000	84.10%	0.10%	\$7.50	Cold
batman comics	74,000	58.28%	1.50%	\$8.75	Cold
batman comic	60,500	54.44%	2.75%	\$12.00	Warm
batman book	40,000	34.64%	2.50%	\$16.95	Hot
batman dc comics	27,100	48.40%	1.50%	\$12.00	Warm
batman comic book	18,100	52.65%	2.75%	\$12.00	Cool
batman books	18,100	26.90%	1.50%	\$14.50	Warm
batman comic books	8,100	52.65%	1.75%	\$12.00	Cool
batman graphic novels	4,400	25.48%	3.10%	\$24.00	Hot
batman superman comics	3,600	66.99%	3.50%	\$18.00	Cool
batman detective comics	2,400	26.76%	2.75%	\$10.50	Warm
batman graphic novel	1,000	23.26%	3.75%	\$28.95	Hot
Hot					
Warm					
Cool					
Cold					

Measuring Keyword Difficulty & Competition

Run Queries for Desired Term + Engine

Google [Advanced Search](#)

Web [+ Show options...](#) Results 1 - 10 of about 1,230,000 for batman graphic novel. (0.10 seconds)

[Amazon.com: The Dark Knight : Best of Batman Graphic Novels](#)


Read the comics that the makers of **Batman Begins** read.: A guide of 42 items by Luke Hodgson · Build a **graphic novel**/Comic section in your library. ...
[www.amazon.com/...Batman-Graphic-Novels/.../2QBNDDELG2TPF1](#) - [Cached](#) - [Similar](#)

[Amazon.com: 25 Greatest Batman Graphic Novels](#)

For the record, I did not produce this list. It can be found on the IGN website. I am reposting it here for the benefit of my fellow Amazonians.
[www.amazon.com/...Batman-Graphic-Novels/.../R2KKOKJAYVZF11](#) - [Cached](#) - [Similar](#)

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

Shopping results for **batman graphic novel**



[Frank Miller \(comics\): Artist, Film director, Comic book, Graphic...](#)
\$58.00 new - [Amazon.com](#)
[Batman: Haunted Gotham](#)
\$17.09 new - [Barnes & Noble.com](#)
[Batman Arkham Asylum Anniversary Edition Graphic Novel](#)
\$17.99 new - [Entertainment Earth](#)


[The Dark Knight Returns - Wikipedia, the free encyclopedia](#)

IGN Comics ranked The Dark Knight Returns #2 on a list of the 25 greatest **Batman graphic novels**, second only to Miller's **Batman: Year One**. ...
[en.wikipedia.org/wiki/The_Dark_Knight_Returns](#) - [Cached](#)

[The 25 Greatest Batman Graphic Novels - Comics feature - at IGN](#)

Jun 13, 2005 ... Format - Though we call this list "The 25 Greatest **Batman Graphic Novels**," it's in a loose sense. Prestige format books (such as **The Killing ...**
[comics.ign.com](#) > [Entertainment](#) > [Comics](#) > [Features](#) - [Cached](#) - [Similar](#)

Sponsored Links



[Batman: Haunted Gotham](#)
\$17.09 - [Barnes & Noble.com](#)

[Batman: Fear Itself](#)
\$7.19 - [Barnes & Noble.com](#)

[Graphic Novel Batman](#)

Millions of titles, new & used.
Qualified orders over \$25 ship free.
[Amazon.com/books](#)

[Batman Graphic Novel](#)

Our Biggest Sale Ever! Save Up To 50% on Books. Free Ship \$25.
[www.BarnesandNoble.com/Books](#)

[Batman Graphic Novel](#)

Huge Selection of Comic Books. New Releases & Back Issues. Buy Online.
[www.midtowncomics.com](#)

Watch for vertical results, which can skew CTRs & visibility

Conduct a Competitive Analysis of Metrics



Web [+ Show options...](#) Results 1 - 10 of about 36,500,000 for comic books

	Page Authority / Domain Authority	mozRank / PageRank	# of Links to URL / # of Linking RDs
Marvel: The Official Site Iron Man, Spider-Man, Hulk, X-Men ... Jan 8, 2010 ... BUY THE NEW ASTONISHING X-MEN MOTION COMIC ON ITUNES NOW! ... Whats your Favorite X-Book now and Why Comic Book Subscriptions ... + Show stock quote for MVL Marvel Universe - Comics - Digital Comics - Comics Catalog marvel.com/ - 19 hours ago - Cached - Similar	92 87	6.12 7	68,526 1,426
Comic Book Resources - Daily Comic Book News, Previews, Reviews ... Jan 9, 2010 ... News, reviews, columns, message board, and shopping. Marvel Comics Forums - CBR Forums - Previews www.comicbookresources.com/ - 40 minutes ago - Cached - Similar	98 87	6.2 6	164,409 2,260
Comic book - Wikipedia, the free encyclopedia A comic book (often shortened to simply comic and sometimes called a funny book, comic paper or comic magazine) is a magazine made up of narrative artwork, ... American comics - European comics - Japanese comics - See also en.wikipedia.org/wiki/Comic_book - Cached - Similar	74 97	5.18 6	4,201 350

High Authority Scores + Strong Link Metrics/Counts = Extremely Challenging

Tools Can Help Provide Scores

#	URL	Domains Linking to Domain	Domain Authority	Domains Linking To Url	Page Authority
0	http://www.dccomics.com/go/batman/	7897	84.3	244	84.1
1	http://en.wikipedia.org/wiki/List_of_Batman_comics	967392	97.6	19	49.0
2	http://www.cracked.com/article_16870_20-most-ridiculous-batman-comics-ever-released.html	9610	85.8	10	58.3
3	http://batman.ugo.com/comics/default.asp	9711	87.9	2	0.2
4	http://www.comicvine.com/batman/29-1699/	1294	78.9	21	88.2
5	http://www.batmanytb.com/	227	57.7	123	88.6
6	http://www.midtowncomics.com/	532	66.1	462	93.4
7	http://dc.wikia.com/wiki/Batman	37419	91.7	29	31.9
8	http://www.amazon.com/New-Adventures-Batman-Classic-Collection/dp/B000OPODNG	552034	97.1	1	36.6
9	http://comics.ign.com/articles/624/624619p1.html	43524	91.1	27	36.1
10	http://www.rasalghul.co.uk/	74	-7.7	58	67.5

75% Percentile Page Authority: 58.28

Average Domain Authority: 82.00

Average Page Authority: 56.98

Tools Can Help Provide Scores

SEOMoz Page Analysis for http://www.comics-db.com/DC_Comics/B/Batman/ CLOSE X EXPORT

Link Data (via Linkscape)

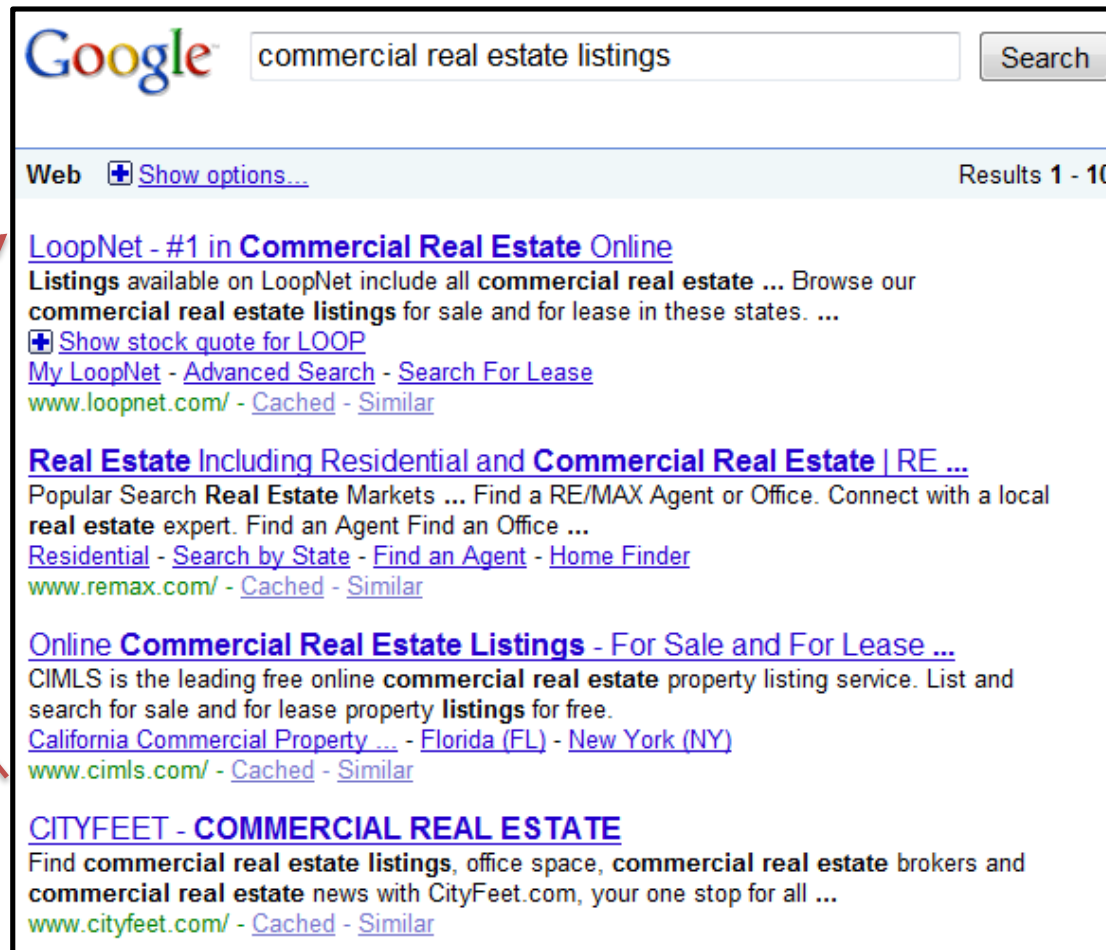
	URL		Subdomain www.comics-db.com	Root Domain *.comics-db.com
mozRank (mR)	1.91	Domain mozRank (DmR)	4.38	5.19
mozTrust (mT)	4.36	Domain mozTrust (DmT)	4.71	5.53
Total # of Links	4	Total # of External Links	3,535	3,538
# of Linking Root Domains	4	# of Linking Domains	332	294

[Top 3,000 Links & Anchor Text Distribution](#)
[Top Pages on this Domain](#)
[Comparative Radar Chart](#)

Link Building Strategies

What Goals Can Link Building Help Us Achieve?

Bolster Individual Rankings



Google commercial real estate listings Search

Web [+ Show options...](#) Results 1 - 10

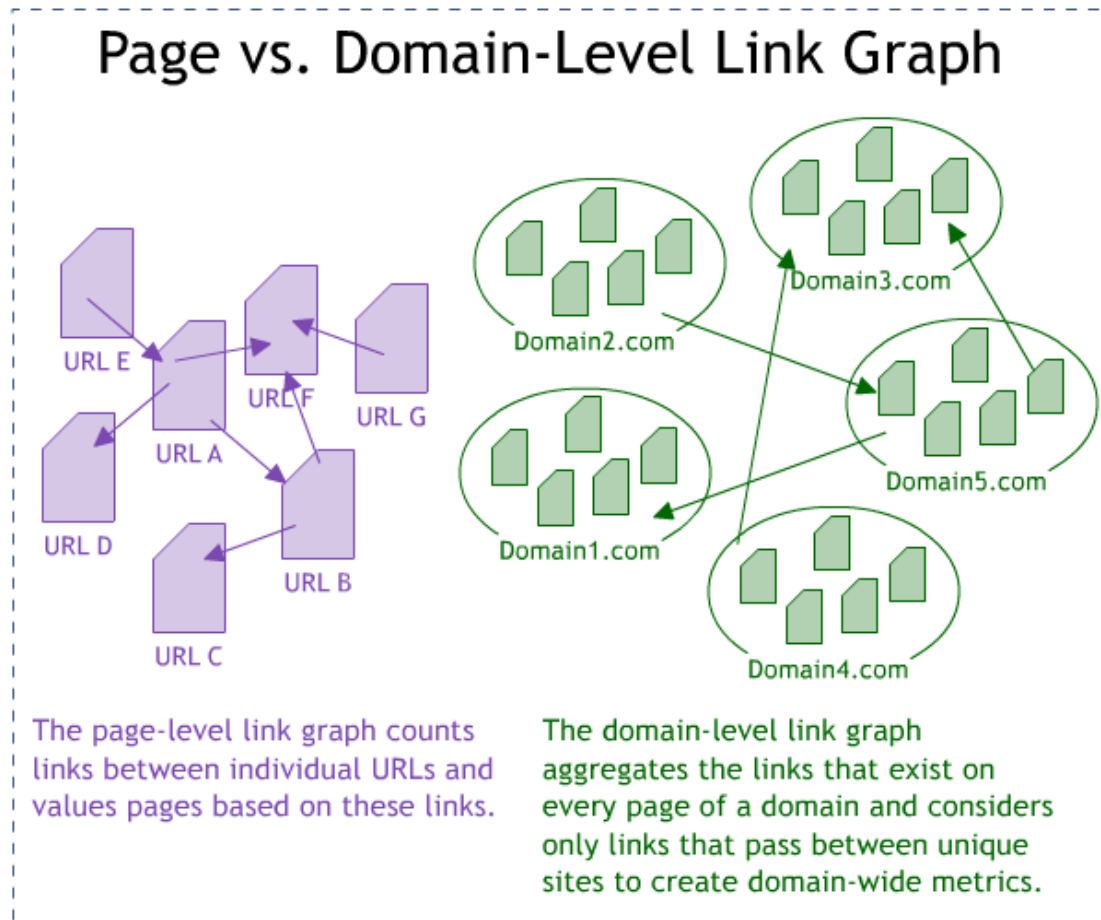
[LoopNet - #1 in Commercial Real Estate Online](#)
Listings available on LoopNet include all **commercial real estate** ... Browse our **commercial real estate listings** for sale and for lease in these states. ...
[+ Show stock quote for LOOP](#)
[My LoopNet](#) - [Advanced Search](#) - [Search For Lease](#)
[www.loopnet.com/](#) - [Cached](#) - [Similar](#)

[Real Estate Including Residential and Commercial Real Estate | RE ...](#)
Popular Search **Real Estate** Markets ... Find a RE/MAX Agent or Office. Connect with a local **real estate** expert. Find an Agent Find an Office ...
[Residential](#) - [Search by State](#) - [Find an Agent](#) - [Home Finder](#)
[www.remax.com/](#) - [Cached](#) - [Similar](#)

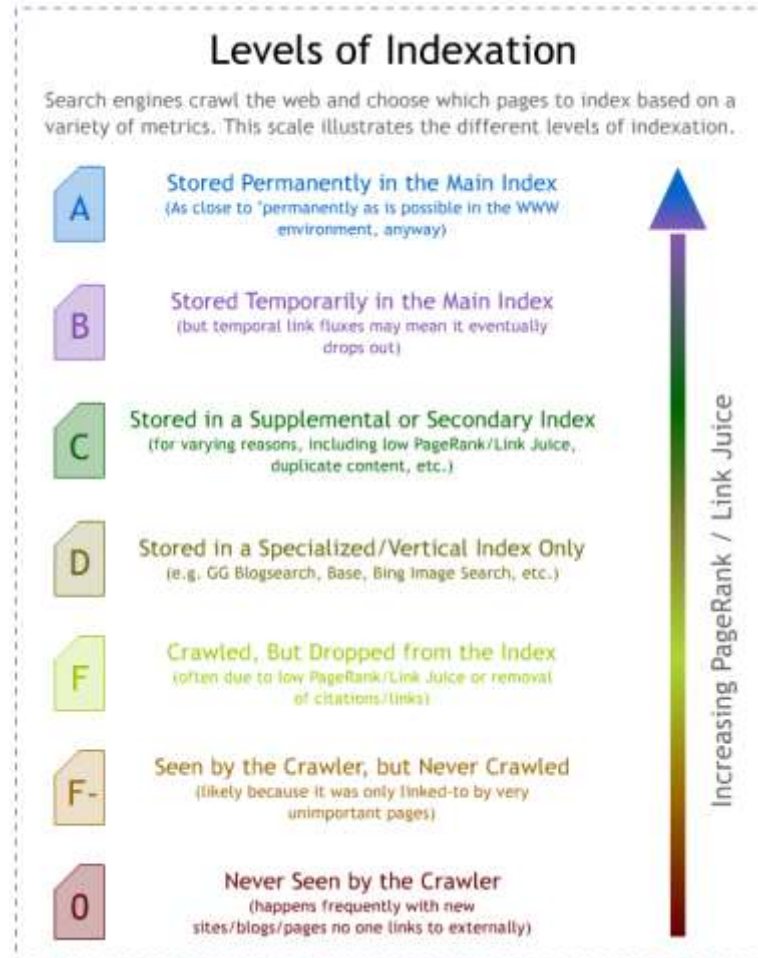
[Online Commercial Real Estate Listings - For Sale and For Lease ...](#)
CIMLS is the leading free online **commercial real estate** property listing service. List and search for sale and for lease property **listings** for free.
[California Commercial Property ...](#) - [Florida \(FL\)](#) - [New York \(NY\)](#)
[www.cimls.com/](#) - [Cached](#) - [Similar](#)

[CITYFEET - COMMERCIAL REAL ESTATE](#)
Find **commercial real estate listings**, office space, **commercial real estate** brokers and **commercial real estate** news with CityFeet.com, your one stop for all ...
[www.cityfeet.com/](#) - [Cached](#) - [Similar](#)

Improve a Domain's Ability to Rank Pages



Achieve More Complete Indexation



Drive Traffic & Branding Awareness



Web [+ Show options...](#)

[Who are these Würkin Stiffs?](#)

I immediately configured a make-shift **magnetic collar stay**. Yes, it was primitive. However, the basic idea was there and more importantly it worked. ...

www.wurkinstiffs.com/Resume.aspx - [Cached](#) - [Similar](#)

[MAGNETIC COLLAR STAYS | Magnet Collars Stay For Men Sharp-Dressed ...](#)

A Cure For The Collar Epidemic. **MAGNETIC COLLAR STAYS**. Can't keep it up? Your collar that is. It's time to invest in these ingenious collar stays that will ...

www.uncommongoods.com/collections/travel - [Cached](#) - [Similar](#)

[WurkinStiffs Magnetic Collar Stays](#)



1 min 11 sec - Aug 23, 2007 - ★★★★★

Wurkin Stiffs **Magnetic Collar Stays**. Our high-tech alloy **stays** come with tiny magnets to not only hold your **collar** stiff and in place, but to also make ...

www.youtube.com/watch?v=Pj2cO64Kv2U - [Related videos](#)

[Wurkin Stiffs Magnetic Collar Stays | Uncrate](#)

Our latest secret for keeping a crisp and polished look are the Wurkin Stiffs **magnetic collar stays** (\$17). These polished stainless steel stays come with ...

www.uncrate.com/men/.../wurkin-stiffs-magnetic-collar-stays/ - [Cached](#) - [Similar](#)

[Amazon.com: Wurkin Stiffs Magnetic Collar Stays: Kitchen & Dining](#)

Wurkin Stiffs Magnetic Collar Power Stays 2.5"-Set of 3 pairs Stewart Stand ... Executive

Wurkin Stiffs 2.5i Power Stays **Magnetic Collar Stays** in White ...

www.amazon.com > ... > [Accessory Boxes](#) - [Cached](#) - [Similar](#)

Send Converting Traffic



The 8 Basic Kinds of Link Building

#1 - Manual Link Submissions/Requests

Description:



Link builders / marketers go directly to relevant sites and pages, find a contact person and get in touch to request a link (using non-financial methods of persuasion).

Example(s):

→ Searching for your targeted terms, identifying the top 30 non-competitive websites, finding email addresses and sending an email link request.

Scalability:

1/5 (Very Low) ■ □ □ □ □

Requesting links is a lengthy, tedious process

Link Quality:

5/5 (Very High) ■ ■ ■ ■ ■

If carefully chosen, source quality can be exceptional

#2 - Competitive Link Research/Acquisition

Description:



Link builders / marketers use tools and queries to find how top-ranking competitors have earned their links, then attempt to emulate their strategies and get links from those sources.

Example(s):

→ Using Yahoo! Linkdomain, you identify a sample of top link sources to a competitor's site from directories and work to get your own site included.

→ Using Linkscape's Link Intersect Tool, you ID a number of links from popular blogs that link to multiple competitors and invite their writers to an event to cover your product/company.

Scalability:

2/5 (Low)

Researching & mimicing another's link profile is tedious (depending on the strategies employed)

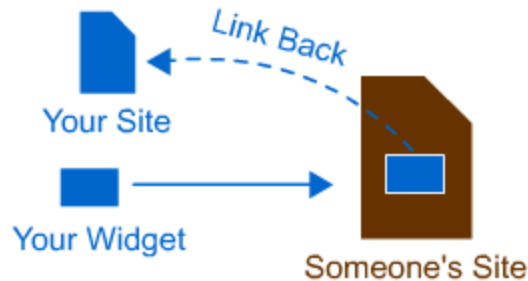
Link Quality:

3/5 (Moderate)

There's no reliable way to know which links are worth chasing vs. not passing value

#3 - Links via Embedded Content

Description:



By offering widgets, badges and embeddable forms of content, your site earns links back to the page of your choice when other websites employ your work in blog posts, articles or pages.

Example(s):

- Scribd.com offers the ability to upload Powerpoint presentations and then embed a graphical view onto any webpage. Each time a user does this, Scribd earns a link.
- Twitter has badges that let you link to your Twitter profile and conversation stream by adding the HTML code to any page. With this strategy, they've become one of the most linked-to sites on the web.

Scalability:

5/5 (Very High) ■■■■■

The only limiting factor is the number of users you can entice to adopt your embeddable content

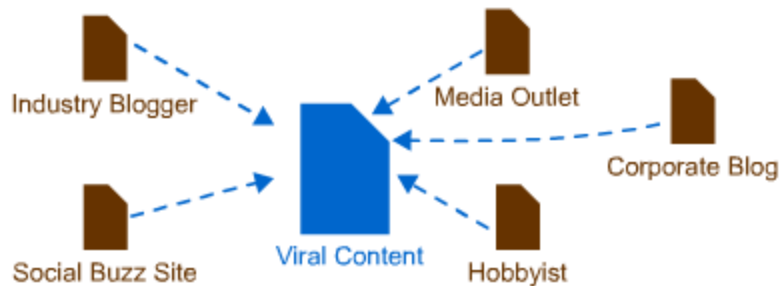
Link Quality:

4/5 (High) ■■■■ □

You control the link target and the anchor text, though the quality of links may vary dramatically

#4 - Linkbait & Viral Campaigns

Description:



Viral content naturally attracts links from other sites wishing to reference the piece. Content that appeals to demographics/ psychographics likely to link has the best chance for success.

Example(s):

→ OKCupid wrote blog posts illustrating dating advice based on the successes+failures of their members. These posts attracted 1000s of links over the course of several weeks.

→ Astuteo created a calculator for pricing web design/development projects. In addition to its clean functionality and sharp graphics, the page targeted a highly link-likely audience - other web designers/developers.

Scalability:

2/5 (Low) ■■■ □□□

Viral content is difficult to craft and to market, but successful once it achieves widespread popularity.

Link Quality:

4/5 (High) ■■■■ □

Although the anchor text isn't always controllable and the link target is usually the same URL, the sites providing the links are usually very high quality.

#5 - Content, Technology & API Licensing

Description:



When you syndicate out content or data and require attribution via links, other sites that license your work will provide links back. This creates a diverse link profile with the anchor text & target you choose.

Example(s):

- Readwriteweb licenses their blog posts to a number of news media sites, including the NYTimes.com. These sites all then link back to the homepage and the blog post.
- SEOmoz licenses its Linkscape API for free across the web. When sites like Grader.com use mozRank and other metrics in their tools, they link back to SEOmoz's reports for those URLs and the Linkscape tool.

Scalability:

5/5 (Very High) ■■■■■

Creating the licensed content/API is the most difficult part - once it exists, scalability is limited only by adoption

Link Quality:

4/5 (High) ■■■■□

The anchor text and link targets can be chosen and enforced by the publisher, though the quality of those linking varies.

#6 - Partnerships, Exchanges & Trades

Description:



Trades can involve reciprocal links, discounts, invitations to events or other perks that aren't directly financial (no money changes hands). These can range from the very white hat to the dark gray hat in the search engines' eyes.

Example(s):

- Affiliate programs like Amazon's provide an indirectly financial incentive for websites to link to their products. These links aren't marked with nofollow and do pass juice.
- Many small real estate websites engage in reciprocal link building, creating small, one-page directories of the websites that link to them and exchanging links between diverse geographies in the real estate world.

Scalability:

3/5 (Moderate) ■■■ □ □

Depending on the focus, the ability to incent more linkers using the same tactics can be reasonably simple.

Link Quality:

3/5 (Moderate) ■■■ □ □

The quality of the links is highly variable depending on the tactic (reciprocal links tend to be easy to spot and discount) and the effort employed by the link builders.

#7 - Paid Links

Description:



\$100/MONTH IF YOU LINK TO MY SITE IN YOUR SIDEBAR.



THAT'S WAY MORE THAN I MAKE W/ ADS



Paid linking involves direct exchange of money for links. These can be white hat (in the case of legitimate directories like Yahoo! or BBB), but are often through brokers or sellers w/ the intent to manipulate rankings.

Example(s):



Buying links from a text link broker who places your link on many sites around the web that re-sell the link space through the broker.



Direct link purchases from websites who've found that selling links is more profitable or preferable to selling advertising space.

Scalability:

4/5 (High) ■■■■ □

Link buying is highly scalable, limited only by the available funds and costs

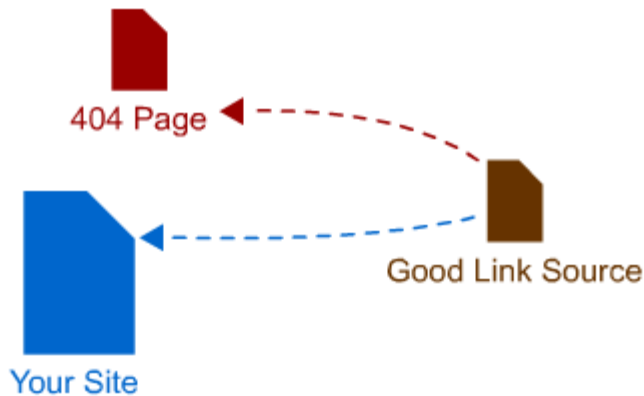
Link Quality:

1/5 (Very Low) ■ □ □ □ □

Quality can be high, but even in these cases, it's often temporary and many paid link sources are devalued or even penalize/harm the sites they link to

#8 - Link Reclamation

Description:



Find links to broken or out-of-date resources (on your own site or others) and re-point them to active, valuable pages.

Example(s):

- Using the "Top Pages" tool in SEOmoz Labs, you can identify pages on competitors' sites that are 404/50x, contact the sites that link to them and suggest your pages instead.
- Using Google Webmaster Tools, you can see pages on your site that are issuing errors and the list of links that point to them. Re-build or 301 the page to reclaim the link value.

Scalability:

2/5 (Low) ■■ □□□

Link reclamation is a time-consuming, manual process that requires a variety of tactics to succeed.

Link Quality:

4/5 (High) ■■■ □

The link quality depends on the pages you're targeting, but those that are worthwhile typically have good links from valuable sources.

Matching the Right Link Building Strategies to Your Organization's SEO Goals

Links for Individual Rankings

Goal:

Improve a single page's ranking for a particular keyword term/phrase.

Targeted Anchor Text:

5/5 (Very High) 

Link to Intended URL:

5/5 (Very High) 

Link Quantity + Diversity:

3/5 (Moderate) 

Quality of Linking Source:

3/5 (Moderate) 

Links for Domain “Authority”

Goal:

Improve a site's ability to garner higher rankings for all of the pages it hosts.

Targeted Anchor Text:

1/5 (Very Low)

Link to Intended URL:

1/5 (Very Low)

Link Quantity + Diversity:

5/5 (Very High)

Quality of Linking Source:

4/5 (High)

Links for Indexation

Goal:

Enable a larger quantity of pages on the site to stay in the search engine indices by flowing more link juice to and through pages.

Targeted Anchor Text:

1/5 (Very Low)

Link to Intended URL:

1/5 (Very Low)

Link Quantity + Diversity:

2/5 (Low)

Quality of Linking Source:

5/5 (Very High)

Alternatively:

Link Quantity + Diversity:

5/5 (Very High)

Quality of Linking Source:

2/5 (Low)

Links for Traffic & Branding

Goal:

Create greater awareness of your site and draw in demo/psycho-graphically relevant visitors.

Targeted Anchor Text:

1/5 (Very Low)

Link to Intended URL:

2/5 (Low)

Link Quantity + Diversity:

3/5 (Moderate)

Quality of Linking Source:

4/5 (High)

Links for Conversion

Goal:

Bring targeted visitors that are likely to make a purchase from the site.

Targeted Anchor Text:

1/5 (Very Low)

Link to Intended URL:

5/5 (Very High)

Link Quantity + Diversity:

1/5 (Low)

Quality of Linking Source:

5/5 (Very High)

Using Tools & Processes to Ease the Challenges of Link Building

Tools for Competitive Link Research

- Yahoo! Site Explorer & Link Commands
- Open Site Explorer
- Top Pages
- Google Blog Search

Yahoo! Site Explorer

YAHOO!

SITE EXPLORER

Results

Pages (334,368) **Inlinks (2,072,974)** Show Inlinks: to:

Result details:

|

1. [IGN.com](#)
text/html <http://www.ign.com/> - 109k - cache
2. [E! Online](#)
text/html <http://www.eonline.com/> - 188k - cache
3. [Super Bowl Commercials – Watch the Go Daddy Girls in Action](#)
text/html <http://videos.godaddy.com/super-bowl-commercials.aspx> - 130k -
4. [The Dave Ramsey Show](#)
text/html <http://www.daveramsey.com/> - 47k - cache
5. [AOL Video](#)
text/html <http://video.aol.com/> - 67k - cache
6. [Crooks and Liars](#)
text/html <http://www.crooksandliars.com/> - 179k - cache

Directionally indicative within ~50%

Not necessarily followed & in a somewhat random order

Yahoo! Link Commands

YAHOO! Web Images Video Local Shopping More ▾

linkdomain:hulu.com -site:hulu.com

1,020,000 results for linkdomain:hulu.com ...:

[IGN.com](#)
Gaming, movies, and entertainment news and resources from IGN. Check out video game reviews, codes, trailers, demos, and cheats. See clips from movies and TV shows, ...
www.ign.com - 109k - [Cached](#)

[Playstation 3](#) [Sony Psp](#)
[Playstation 2](#) [Nintendo Ds](#)
[Nintendo Wii](#) [Game Guides](#)
[Movies](#) [Walkthroughs](#)

[more results from ign.com »](#)

[E! Online - Entertainment News, Celebrity Gossip, Celebrity M](#)
Featuring the latest celebrity and entertainment news and gossip. Include previews, and reviews for the latest movies, music, and television.
www.eonline.com - 188k - [Cached](#)

[Super Bowl Commercials – Watch the Go Daddy Girls in Action](#)
see the go daddy super bowl commercial that started it all. ... Live 24/7 Sales & Support (480)505-8877. Live 24/7 Sales & Support 020 7979 266
videos.godaddy.com/super-bowl-commercials.aspx - 1

Less “accurate” than Site Explorer

Lots of cool, useful modifiers available

Yahoo! Link Commands

(InURL:) - URL Keyword Restricted Search	Restricts the results to documents containing (a) search term(s) in the URL	Find web pages using your keyword in a file path	[inurl:seo]
(InTitle:) - Title Keyword Restricted Search	Restricts the results to documents containing (a) search term(s) in a page title	Find web pages using your keyword in the title	[intitle:seo]
(OriginUrlExtension:) - Filetype Restricted Search	Narrows search results to the pages that end in a particular file extension	A few possible extensions/ filetypes: pdf (Adobe Portable Document Format) html or htm (Hypertext Markup Language) xls (Microsoft Excel) ppt (Microsoft PowerPoint) doc (Microsoft Word)	[originurlextension:pdf]
(Region:) - Area Restricted Search	Narrows search results to the sites belonging to a particular territory	Available regions: region:europa region:africa region:asia region:centralamerica region:downunder region:mediterranean region:mideast region:northamerica	[region:europa]

Open Site Explorer

 Send Feedback



OPEN SITE EXPLORER

Link Popularity Checker + Backlink Analysis Tool

Enter any URL below to see up to 10,000 links + metrics, free

http://

[Get Link Data](#)

[+ Add a URL to Compare](#)

Open Site Explorer is Powered by SEOmoz's Linkscape Web Index.

Linkscape's Index:

0.8 Trillion Links
1.5 Trillion URIs

Crawled in the Past 45 Days:

700 Billion Links
55 Billion URIs



Get the Most Complete Link Data Available.

Guest

Free

 PRO

Open Site Explorer

http://

Get Link Data

+ Add a URL to Compare

Page Authority

URL score combining all link metrics

82

Domain Authority

overall score for the root domain

97

Linking Root Domains

root domains w/ links to this URL

2,914

Total Links

followed, no followed & 301'ing pages

309,919



Highly Correlation w/ Rankings

Data updates monthly from the Linkscape web index (approx. 60% the size of Yahoo!/Google/Bing)

Open Site Explorer

Linking Page Title + URL	Anchor Text	Page Authority ▼	Domain Authority
US Newspapers - US Newspaper List www.usnpl.com/	MSN Money	86	82
BOURQUE NEWSWATCH - TOMORROW'S NEWS NOW 2009® www.bourque.org/	Money Central	85	67
John Mackey: The Whole Foods Alternative to ObamaCare - WSJ.com online.wsj.com/article/SB10001424052970204251404574342170072865070.html	<i>[No Anchor Text]</i>	82	95
BOURQUE NEWSWATCH - TOMORROW'S NEWS NOW 2009® www.bourque.com/	Money Central	82	56
Financial Armageddon www.financialarmageddon.com/	MSN Money	82	66
Business, IT, Finance & Risk Management Research Portals and Global K... www.brint.com/	MSN Money Latest Articles	81	83

Poor Anchor Text Spells Opportunity

Link Intersect



Competitive Link Finder

Enter URL

http://

competitor: http://

competitor: http://

competitor: http://

competitor: http://

competitor: http://

Link Intersect uses the same principle – sites w/ links in common that don't point to you.

Top Pages

#	Source URL	Linking Root Domains	HTTP Status
1	www.hulu.com/	8656.00	200
2	www.hulu.com/watch/28343/dr-horribles-sing-al...	447.00	200
3	www.hulu.com/labs/hulu-desktop	418.00	200
4	www.hulu.com/arrested-development	187.00	200
5	www.hulu.com/watch/1397/saturday-night-live-s...	149.00	200
6	www.hulu.com/firefly	143.00	200
7	www.hulu.com/its-always-sunny-in-philadelphia	140.00	200
8	www.hulu.com/the-office	133.00	200
9	www.hulu.com/watch/72434/saturday-night-live-...	132.00	302
10	www.hulu.com/watch/67878/the-future-of-food	131.00	200
11	www.hulu.com/superbowl	123.00	302
12	www.hulu.com/30-rock	118.00	200
13	www.hulu.com/watch/36608/talkshow-with-spike-...	117.00	404
14	www.hulu.com/dr-horribles-sing-along-blog	115.00	200

Find which pages are earning links (your own & competitors)

404s? Reclaim them!

Metrics for Evaluating a Link's Value

- Numeric (Objective) Metrics
- Subjective Metrics
- Attainability and Effort

Numeric Metrics for Link Valuation

- # of Linking Root Domains to URL
- # of Linking Root Domains to Domain
- Homepage PageRank vs. Domain mozRank
- URL PageRank vs. URL mozRank
- # of Links to the Page (Yahoo!, GG Blogsearch, Linkscape)
- Twitter mentions (Backtweets.com)

Numeric Metrics (Backtweets)

The screenshot shows the backtweets search interface. At the top left is the logo 'backtweets' with the tagline '-Search Links on Twitter'. To the right is a search bar with 'www.seomoz.org' entered and a 'SEARCH' button. Below the search bar are tabs for 'URL Search' and 'Advanced Search', and examples of URLs: 'http://www.youtube.com', 'nytimes.com', and 'twitter'. The main content area is titled 'Search Results for www.seomoz.org (0.377 seconds)'. It lists four search results, each with a profile picture, a retweet or original tweet text, and a timestamp. The first two results are retweets from @seomoz. The third result is from @seomoz. The fourth result is from EliteTravels. At the bottom left are navigation buttons for 'Previous' and 'Next', and a '17,214 Results' indicator.

Results count
(in a weird location)

Subjective Metrics for Link Valuation

- Brand name reach/recognition
- Quality of other links on page/site (Bing - Linkfromdomain)
- Attainability and Effort



Scalable Link Acquisition Processes

- Written Process + Checklist
- Tools + Metrics for Quick Analysis
- Training & Incenting Link Builders
- Building & Refining a Link Acquisition Funnel

Written Process/Checklist

- Run through the link building process yourself
- Document every step thoroughly
- Pass it on to others (w/ some training time)



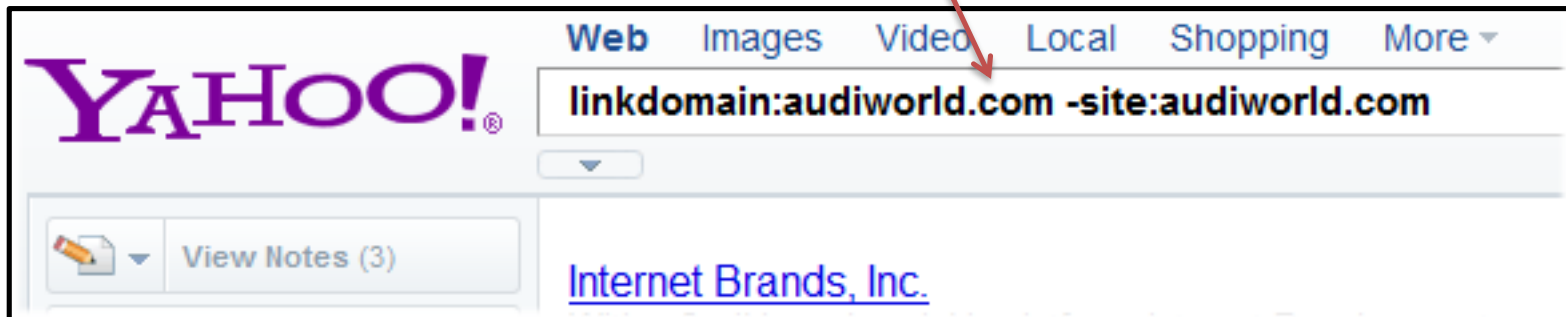
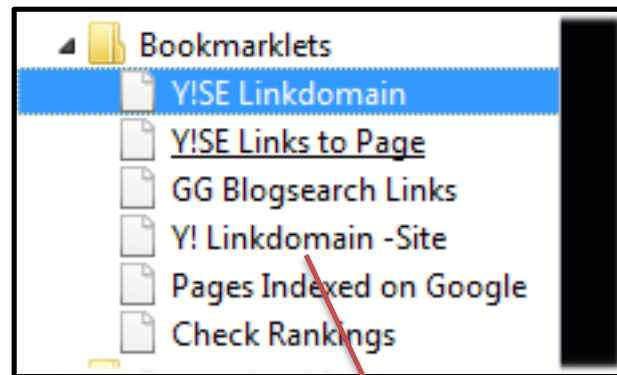
Tools for Quick Analysis

The screenshot shows a web browser window with a tool overlay. The tool displays the following metrics:

- Page:** mR: 5.7, mT: 6.04, 12,119 links from 624 Root Domains
- Subdomain:** DmR: 5.22, DmT: 6.03, 276,716 links from 1,150 Subdomains
- PageRank:** (indicated by a green bar)

The website being analyzed is AudiWorld, featuring a "World Premiere 2011 Audi A8" and a sidebar for "MORXCHN DESIGNS" with a phone number "866-273-3651". A callout box with an orange border contains the text: "Get usable metrics quickly as you surf".

Tools for Quick Analysis

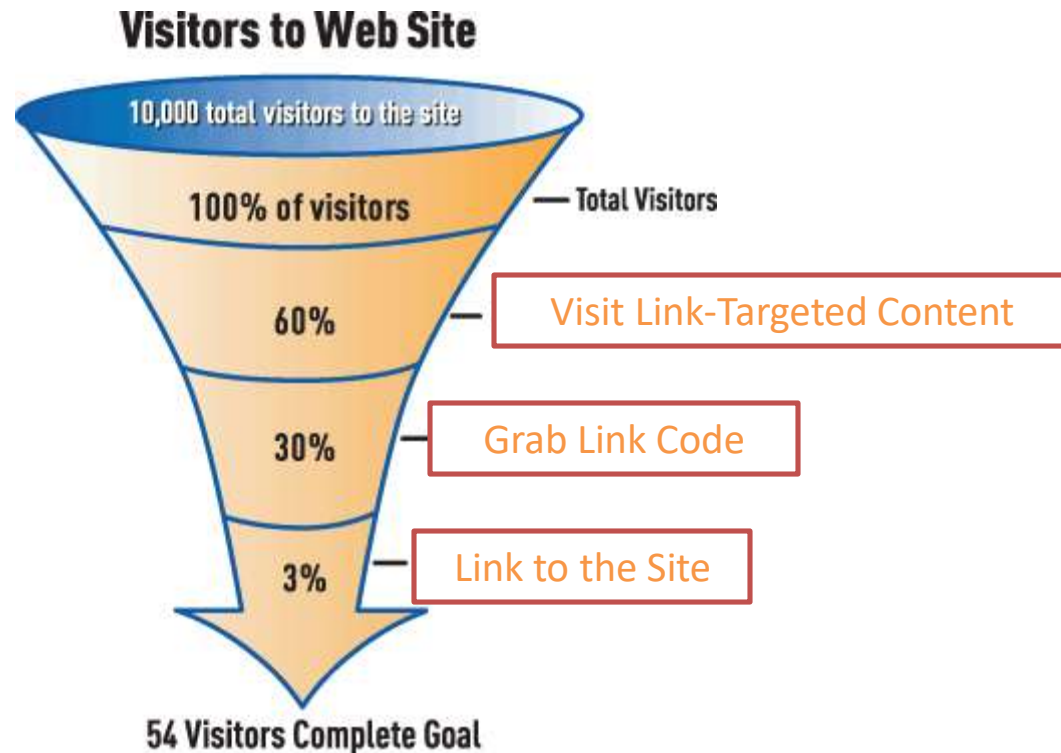


Training & Incenting Link Builders

- Do link building together
- Create consistent metrics
- Reward like a sales team
- Record reasons why links didn't happen (like objections to sales) and work on these (things like design quality, affiliations, language, etc. will come up)

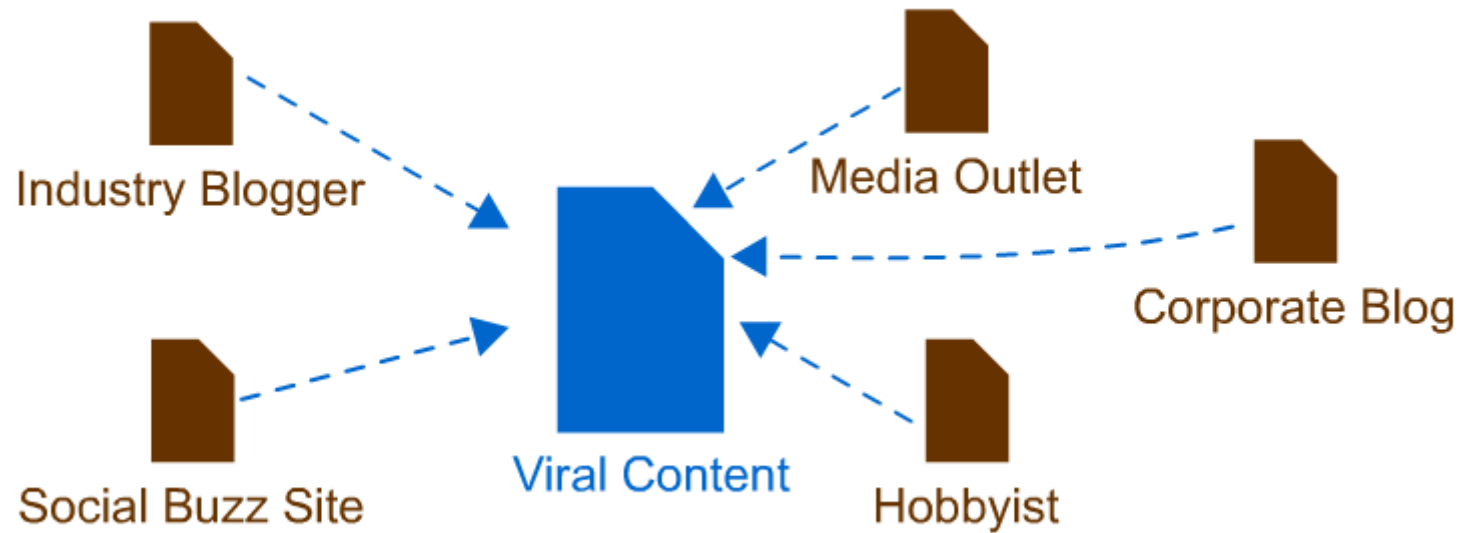


Building a Link Acquisition Funnel

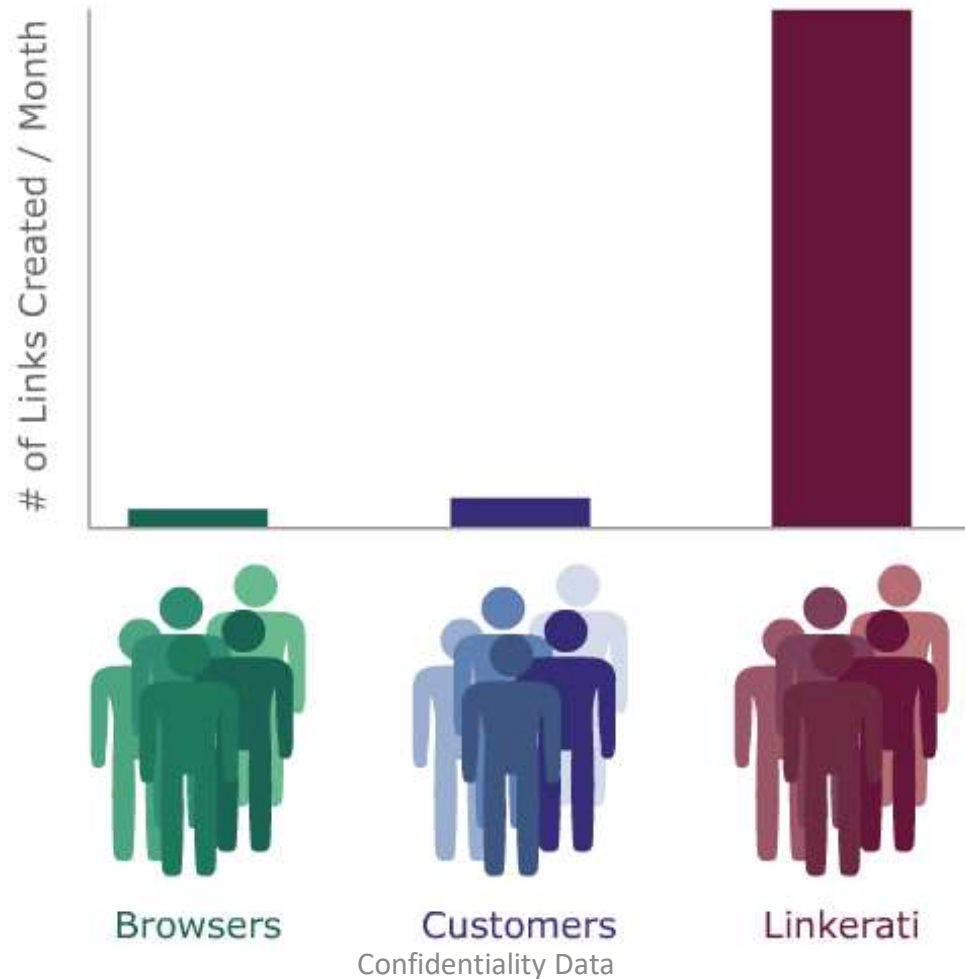


Social Media & the Web's Influencers

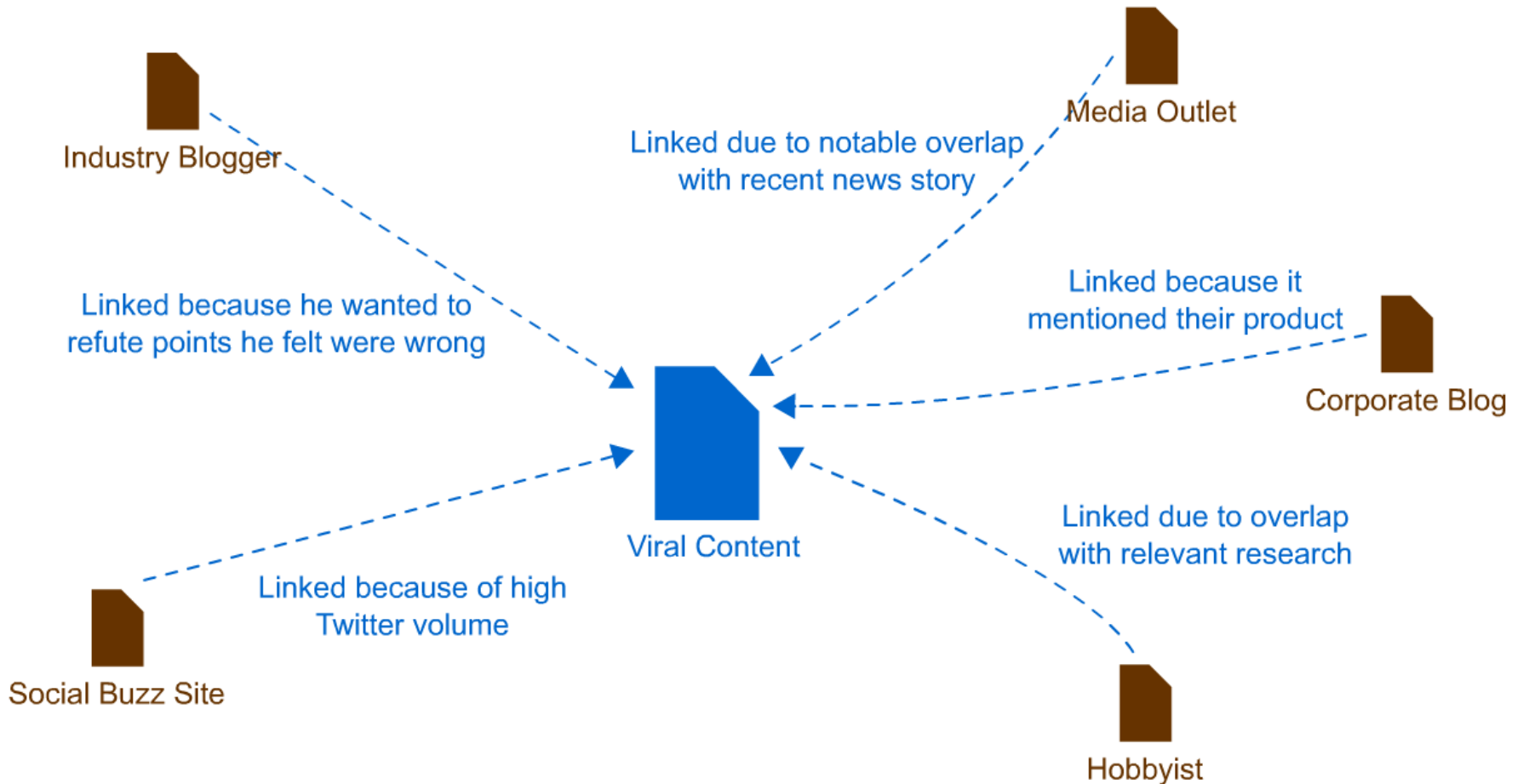
Influencers on the Web



The Power of the “Linkerati”



Content that Appeals to Influencers



Making Content Easy to Share

It would take 22 shots of Scotch to kill you!

Estimates are based on a three hour drinking period



The screenshot shows a web interface for a 'BOOZE DEATH CALCULATOR'. At the top left is an image of a beer glass. The title 'BOOZE DEATH CALCULATOR' is in large, bold, yellow letters. Below the title is a yellow banner with a grey tombstone icon containing the word 'RIP' and the text 'It would take 22 shots of Scotch to kill me'. At the bottom of the banner, it asks 'HOW MUCH ALCOHOL WOULD IT TAKE TO KILL YOU?'.

Created by [Bar Stools](#)

- ↓ Post your results to
-  [Your blog or website](#)
 -  [Twitter](#)
 -  [Facebook](#)
 -  [Myspace](#)

Making Content Easy to Share



Created by [Bar Stools](#)



Post your results to

Copy & paste the HTML code below to add this to your blog or website.

```
<a href="http://www.barstools.net  
/booze_death" style="display: block; height:  
108px; width: 254px; padding-left: 90px;  
padding-top: 100px; padding-right: 15px;  
color: #000; text-decoration: none;
```



[Twitter](#)



[Facebook](#)



[Myspace](#)

Incenting/Rewarding Link Behaviors



MediaMemo by Peter Kafka

About Peter

Peter Kafka has been covering media and technology since 1997, when he joined the staff of Forbes magazine. Most recently, he has been the managing editor of the tech and media Web site, Silicon Alley Insider.

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Ethics Statement

Here is a statement of my ethics and coverage policies. It is more than most of you want to know, but in the age of suspicion of the

Who Says the Web Doesn't Pay? Gawker Boss Nick Denton Says He'll Shell Out for Salacious Stories.

by Peter Kafka

Posted on July 10, 2009 at 6:31 AM PT

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Got a great story, but don't want to write it yourself? Drop Nick Denton a line: The Gawker Media boss says he's going to start opening up his checkbook occasionally for people with amazing tales and pictures he can publish.

Cannibalization of the Link Graph



MMM... LINK
GRAPHS ARE
DELICIOUS!

The Rise of the Social Graph



Web [+ Show options...](#)

[Latest results for **randfish**](#) - [Pause](#)

RT [@SEOMoz](#) Pssst! If you hadn't noticed already, we released the new version of mozbar which is compatible w/ FireFox 3.6 - Enjoy!

[randfish](#) - [twitter.com](#) - 23 minutes ago

Worked 10+ hours this weekend on a 150 slide training deck... Really want to take a break.

[randfish](#) - [twitter.com](#) - 25 minutes ago

[Rand Fishkin \(**randfish**\) on Twitter](#)

SEOMoz CEO, Pesky Blogger, Constantly on the Road, Adorned w/ Yellow Footwear.

[twitter.com/randfish](#) - [Cached](#) - [Similar](#)

The SEO Pyramid

For optimal results, start with a strong base, and build your way up.

You have to do these right, before you can do these right



Thank You!