Search Engine Optimization:
Understanding the Engines & Building Successful Sites

Rand Fishkin – August 2010
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!

Data Source: comSCORE
Global Share of Searches

- Europe: 32.1%
- Asia Pacific: 30.8%
- North America: 22.1%
- Latin America: 9.3%
- MidEast + Africa: 5.8%

Data Source: comScore
Search Engine Market Share (US)

- Other
- Microsoft
- Google
- Yahoo!

Data Source: comScore
Organic vs. Paid Search

Google search for "Seattle real estate" showing organic and paid results.
Organic vs. Paid Search

90% of Clicks

10% of Clicks
Click-Through Rates

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

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

36% of Search Engine Users Click News in Blended Search Results

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

Probably doesn’t get traffic like most “#1” results.

Completely different ranking algorithm than standard search results.

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

- **Thai Ginger Restaurant**
  - [www.thaiginger.com](http://www.thaiginger.com)
  - (206) 749-9100
  - 40 reviews

- **Mae Phim Thai Restaurant**
  - [www.maephim.com](http://www.maephim.com)
  - (206) 624-2979
  - 179 reviews

- **Ayutthaya Thai Restaurant**
  - [maps.google.com](http://maps.google.com)
  - (206) 324-8833
  - 18 reviews

- **Jai Thai Restaurant**
  - [www.jaithai.com](http://www.jaithai.com)
  - (206) 632-7060
  - 56 reviews

- **Thai Tom**
  - [maps.google.com](http://maps.google.com)
  - (206) 548-9543
  - 143 reviews

- **Racha Noodles & Thai Cuisine - Queen Anne**
  - [www.rachaqueenanne.com](http://www.rachaqueenanne.com)
  - (206) 281-8803
  - 52 reviews

- **Rom Mai Thai Restaurant**
  - [www.rommaithai.com](http://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 - 📲 📱 🗺️
Image Results

Google search for Edward Hopper

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 the simpsons

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
News & Blog Results

News about search engine usage

Search Engine Usage Soared in 2009
More than 131 billion searches were made by people age 15 or older in December 2009, marking a 46... · Industry Standard 5 hours ago

China Has Smallest Query Growth Among Top Search Markets · PC World 1 day ago

What's For Dinner? Bing Mixes Recipes Into Search Results · Searchengineland.com 2 days ago

See today's top stories · Create news alert

Search Engine Usage for May 2008
Search engine usage for Google, Yahoo, MSN, and AOL for 2008
www.ahfx.net/weblog/135 · Cached page

Search Engine Usage Statistics
List of sites featuring search engine usage statistics. ... Search Engine: Ad Outsource Partner: Natural Search Provider: Google: Google: Google
seo.zunch.com/search_engine_usage_statistics.htm · Cached page
Shopping Results

Nokia N97 Mobile Phones · Store.Nokia.com/N97
Connect Quickly with the Touch and Qwerty Keyboard. Buy the N97 Today!

Htc touch phone · www.eBay.com · Bing cashback
Buy Htc touch phone. You may get 8% off with PayPal if eligible.

Nokia Cell Phone - AT&T · att.com
Shop our great selection of Nokia Phones from AT&T. Official Site.

Nokia N97 · www.TigerDirect.com · Bing cashback
$589- Exclusive After Holiday Deal Save Even More- 8.3% Cashback

Nokia N97 Smartphone (Unlocked)

Price · from $448 · 31 stores · Bing cashback
Overall rating · 3 out of 5
Make connecting more personal with the touchscreen and full keyboard Nokia N97. Personalise your home screen, message with the QWERTY, load up the massive 32 GB memory and get games and widgets online...

Can't decide? Ask your friends for recommendations · Facebook · Twitter · Email
Instant Answers

b

www.StubHub.com

Buy Vikings Tickets at StubHub- 50 Yard Line? Endzone? You Choose!

Minnesota Vikings NFL National Football Conference North Division

<table>
<thead>
<tr>
<th>Record</th>
<th>Home</th>
<th>Away</th>
<th>Div. Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-4</td>
<td>8-0</td>
<td>4-4</td>
<td>1</td>
</tr>
</tbody>
</table>

Jan 17 · Vikings beat Cowboys · 34-3
Jan 24 · Vikings at Saints · 6:40 PM ET

Schedule · Standings · FOX Sports on MSN · Statistics provided by STATS, Inc. © 2010

Invite your friends to see a Minnesota Vikings game
Instant Answers

Google search for movie times in Seattle, WA:

Showtimes for Seattle, WA:
- The Book of Eli - 1hr 58min - Rated R - Action/Adventure/Drama - Trailer - Reviews: ★★★★★
- It's Complicated - 1hr 54min - Rated R - Comedy/Romance - Trailer - Reviews: ★★★★★
- Legion - 1hr 40min - Rated R - Drama - Trailer - Reviews: ★★★★★

More movies »
Instant Answers

Google

Google SafeSearch is ON

Web  Show options...  Results 1 - 10 of about 1,510,000 for what is the answer

the answer to life the universe and everything = 42

More about calculator
This Presentation Focuses on:

**Organic SEO Presentation: Best Practices for Maximum Rankings**
www.websiteoptimization.com/presentations/organic-seo-itzone.pdf - Similar - 

**Search Engine Optimization & Best Practices Integration**
Marketleap's Organic SEO methodology is designed to identify those steps necessary to ... to incorporate into the best practices of publishing your website. ...
marketleap.com/services/seo.htm - Cached - 

**Search Engine Rankings, SEO Best Practices! | Organic SEO Marketing**
Search engine rankings can have a tremendous impact on your internet marketing ROI. Find out how! SocialSEOLabs.com...
www.myblogprofit.com/...seo/search-engine-rankings-seo-best-practices - Cached - 

**Search engine optimization - Wikipedia, the free encyclopedia**
Google guidelines are a list of suggested practices Google has provided as guidance to webmasters. .... However, search engines are not paid for organic search traffic, ..... "SEOmoz: Best SEO Blog of 2006". searchenginejournal.com. ...
en.wikipedia.org/wiki/Search_engine_optimization - Cached - Similar - 
How Search Engines Work
Without links, the engines might never find this page.
Calculating Query-Independent Metrics

### Page-Specific Metrics
- **Page Authority**: 82
- **mozRank**: 6.30
- **mozTrust**: 7.03
- **Total Links**: 309,919
- **External Followed Links**: 300,315
- **Internal Followed Links**: 5,790
- **Linking Root Domains**: 2,914

### Domain-Level Metrics
- **Domain Authority**
  - Subdomain (moneycentral.msn.com): 6.87
  - Root Domain (*.msn.com): 8.28
- **Domain mozRank**
  - Subdomain: 6.87
  - Root Domain: 8.34
- **Domain mozTrust**
  - Subdomain: 7.16
  - Root Domain: 8.34
- **Total Links**
  - Subdomain: 2,666,471
  - Root Domain: 91,280,659
- **External Followed Links**
  - Subdomain: 1,183,847
  - Root Domain: 60,660,222
- **Linking Root Domains**
  - Subdomain: 22,706
  - Root Domain: 490,718

**Via www.opensexplorer.org**
Many Domains vs. One Domain
Domain Authority

I should probably treat content on these domains a little differently.

Nasa.gov

Google

Gamble-mortgage-win-viagra.info
PageRank
The Flow of PageRank

PageRank

Passable PageRank

The amount of PageRank that a page can pass is a function of that page's PageRank

Pages are given an "innate," albeit tiny, amount of PageRank

Pages then accrue PageRank from every link that points to them
PageRank is Split Evenly Between the Links on a Page
PageRank is an Iterative Algorithm
Technically, Every External Link “Leaks” PageRank
Nofollowing or Removing Links Can Alter the Flow of PageRank
Or, at least it used to...

New PageRank Algorithm & Effect of Nofollow Sculpting

Page with "X" amount of passable link juice

Nofollowing a link no longer passes more juice through the remaining live links.

Google Says they use PageRank to Crawl

How does Google crawl?

We crawl roughly in decreasing order of PageRank
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)

Normal Results

QDF

Google Search for "google apple"
Query Deserves Diversity (QDD)
The SEO Pyramid

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

SOCIAL
- On-Site User Engagement Features
- Social Media & Viral Marketing

LINK BUILDING
- Manual Requests & Link Creation
- Scalable, Content-Based Link Strategies

KEYWORD RESEARCH & TARGETING
- Keyword Brainstorming
- Term/Phrase Selection
- On-Page Targeting - Titles, Metas, URLs, H1s, Text, Internal Anchor Text

ACCESSIBLE, QUALITY CONTENT
- Unique Text Content
- Bot Accessibility
- URL Structure
- Internal Link Architecture
- Sitemaps
- Server Response Codes
Building Accessible Sites
Crawlability / Link Architecture

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

BEAUTIFUL! I CAN REACH ALL THE PAGES QUICKLY AND EASILY.
Duplicate Content & Canonicalization
PHASE I: GOOGLE FINDS DUPE CONTENT

HEY! I’VE SEEN THIS CONTENT BEFORE...

"So we beat on, boats against the current, borne back ceaselessly into the past"

PHASE II: BIG G CHECKS COMPARABLE DOCS

OH GREAT. FOUR DIFFERENT VERSIONS...

fscott.com
"So we beat on, boats against the current, borne back ceaselessly into the past"

mylit.com
"So we beat on, boats against the current, borne back ceaselessly into the past"

badselda.ca
"So we beat on, boats against the current, borne back ceaselessly into the past"

ilvspam.com
"So we beat on, boats against the current, borne back ceaselessly into the past"

PHASE III: GOOGLE DETERMINES AN ORIGINAL

THIS MUST BE THE ONE.

fscott.com
"So we beat on, boats against the current, borne back ceaselessly into the past"

PHASE IV: DUPES GET TOSSED OUT

"GET OUT OF MY PRIMARY INDEX!"

Signals May Include:
1. Where Google first saw the content
2. Trust in the domain
3. Where most links point
4. Whether links on copies point back to an original
5. Which version (if any) appear to have been through "scraping & re-purposing"
6. If it’s close - PageRank
Canonical URL Tag

Canonical Version
yoursite.com/article

Copied Version
yoursite.com/article?refid=feedburner

Copied Version
partnersite.com/article

Copied Version
yoursite.com/article/print
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

NOW THAT’S A PAGE THAT CAN RANK!

Ver. 2

PageRank 3
3 Inbound links

Ver. 3

PageRank 3
2 Inbound links

301 re-direct

Ver. 2

PageRank 3
3 Inbound links

Ver. 1

PageRank 5
11 Inbound links

301 re-direct

Ver. 3

PageRank 3
2 Inbound links

302s
Duplicate Titles & Meta 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.

<table>
<thead>
<tr>
<th>Meta description</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duplicate meta descriptions</td>
<td>87</td>
</tr>
<tr>
<td>Long meta descriptions</td>
<td>0</td>
</tr>
<tr>
<td>Short meta descriptions</td>
<td>40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title tag</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missing title tags</td>
<td>6</td>
</tr>
<tr>
<td>Duplicate title tags</td>
<td>296</td>
</tr>
</tbody>
</table>
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

Dude. I can't even see the links on the page. Why would they send juice there?

ROBOTS.TXT BLOCKED
Blocking Robots

OK. I'll exclude that page, but count the links.

META NOINDEX, FOLLOW

Link Love Passes
XML Sitemaps

Sample XML Sitemap Index

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

```xml
<?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>
```
# Dashboard

Pages from your site are included in Google’s index.

<table>
<thead>
<tr>
<th>#</th>
<th>Query</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>yahoo</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>seo</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>yahoo answer</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>venore.com</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>probably</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>ebay.it</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>trifecta</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td><a href="http://www.games2win.com">www.games2win.com</a></td>
<td>7</td>
</tr>
<tr>
<td>9</td>
<td>google_search_engine</td>
<td>12</td>
</tr>
</tbody>
</table>

Crawl errors

<table>
<thead>
<tr>
<th>Error</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTTP</td>
<td>2</td>
</tr>
<tr>
<td>In Sitemaps</td>
<td>1</td>
</tr>
<tr>
<td>Not followed</td>
<td>0</td>
</tr>
<tr>
<td>Not found</td>
<td>136</td>
</tr>
<tr>
<td>Restricted by robots.txt</td>
<td>1</td>
</tr>
<tr>
<td>Timed out</td>
<td>0</td>
</tr>
<tr>
<td>Unreachable</td>
<td>0</td>
</tr>
</tbody>
</table>

Updated Jan 23, 2010
Webmaster Tools (Bing)

![Webmaster Center](https://www.seomoz.org)

### Summary

**Site status**

- Last crawled: 1/22/2010
- Indexed pages: 41,300
- Blocked: No

### Top 5 pages

<table>
<thead>
<tr>
<th>Web page</th>
<th>Page score</th>
<th>Language</th>
<th>Region</th>
<th>Last crawled</th>
<th>Blocked</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEO - Search Engine Optimization</td>
<td>⚫⚫⚫⚫⚫</td>
<td>en</td>
<td>us</td>
<td>1/22/2010</td>
<td>No</td>
</tr>
<tr>
<td>SEO Blog</td>
<td>SEOmoz Blog Featuring Search Engine Marketing News &amp; Tips</td>
<td>⚫⚫⚫⚫⚫</td>
<td>en</td>
<td>us</td>
<td>1/22/2010</td>
</tr>
<tr>
<td>SEOmoz</td>
<td>Trifecta Tool — Domain, Blog and Page Strength Rolled Into …</td>
<td>⚫⚫⚫⚫⚫</td>
<td>en</td>
<td>us</td>
<td>1/22/2010</td>
</tr>
<tr>
<td>SEO Tools</td>
<td>SEOmoz</td>
<td>⚫⚫⚫⚫⚫</td>
<td>en</td>
<td>us</td>
<td>1/22/2010</td>
</tr>
<tr>
<td>SEOmoz</td>
<td>Rank Tracker Tool - Track Google Rankings Automatically</td>
<td>⚫⚫⚫⚫⚫</td>
<td>en</td>
<td>us</td>
<td>1/20/2010</td>
</tr>
</tbody>
</table>
Search Engine Guidelines

Webmaster guidelines

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.

<table>
<thead>
<tr>
<th>Design and content guidelines</th>
<th>Learn more...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical guidelines</td>
<td>Learn more...</td>
</tr>
<tr>
<td>Quality guidelines</td>
<td>Learn more...</td>
</tr>
</tbody>
</table>

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>

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 - www.seomoz.org/page-strength
Tools - www.seomoz.org/tools
Blog - www.seomoz.org/blog
Articles - www.seomoz.org/articles
More results from www.seomoz.org »
<meta name="description" content="SEOMoz, a Seattle-based search engine optimization company, serves as a hub for search marketers worldwide, providing education, tools, resources and paid ..."/>
## Tag Length Recommendations

<table>
<thead>
<tr>
<th></th>
<th>Title Tag Max Display Length</th>
<th>Meta Description Max Display Length</th>
<th>URL Max Display Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td><strong>66-69</strong> Characters</td>
<td><strong>156-158</strong> Characters</td>
<td><strong>75-92</strong> Characters</td>
</tr>
<tr>
<td>Bing</td>
<td><strong>67-72</strong> Characters</td>
<td><strong>176-184</strong> Characters</td>
<td><strong>91-94</strong> Characters</td>
</tr>
<tr>
<td>Yahoo!</td>
<td><strong>64-65</strong> Characters</td>
<td><strong>164-190</strong> Characters</td>
<td><strong>65-80</strong> Characters</td>
</tr>
<tr>
<td>seomoz.org Recommends</td>
<td><strong>&lt;65</strong> Characters</td>
<td><strong>&lt;156</strong> Characters</td>
<td><strong>&lt;65</strong> Characters</td>
</tr>
</tbody>
</table>
I GUESS THE PAGE IS ABOUT HEDGEHOGS.

<a href="http://www.hoghedge.com">Adorable Hedgehogs are Here</a>
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 website 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.
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

<meta name="keywords" CONTENT="ESPN.com, ESPN, ESPN2, ESPNews, ESPN Classic, ESPNU,"
H1, H2, H(x) Tags

Source of: http://nutsie.com/main - Mozilla Firefox

<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/

Submit URL
Keyword Research + Targeting
The Goals of Keyword Research
## Determine Relative Volume Levels

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Cost Per 1,000 Units</th>
<th>Bulk Discount</th>
<th>Google Search Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DC Comics</strong></td>
<td>$650</td>
<td>10% (10K+)</td>
<td><strong>400K / month</strong></td>
</tr>
<tr>
<td>(Batman, Superman, etc.)</td>
<td></td>
<td></td>
<td>(Top 10 Titles)</td>
</tr>
<tr>
<td><strong>Marvel Comics</strong></td>
<td>$700</td>
<td>15% (20K+)</td>
<td><strong>600K / month</strong></td>
</tr>
<tr>
<td>(X-Men, Iron Man, etc.)</td>
<td></td>
<td></td>
<td>(Top 10 Titles)</td>
</tr>
<tr>
<td><strong>Dark Horse Comics</strong></td>
<td>$680</td>
<td>12% (10K+)</td>
<td><strong>250K / month</strong></td>
</tr>
<tr>
<td>(Sin City, Hellboy, etc.)</td>
<td></td>
<td></td>
<td>(Top 6 Titles)</td>
</tr>
</tbody>
</table>
Identify High Value Keywords

Google

batman graphic novels

22%
Browse Rate: 3+ Pages

16%
Abandon Session

8.5%
Latent Conversion

3.1%
Direct Conversion
Predict the Effort Required to Rank Well

Google search for "comic books"

<table>
<thead>
<tr>
<th>Website</th>
<th>Domain Authority</th>
<th>mozRank</th>
<th># of Links to URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marvel: The Official Site</td>
<td>92</td>
<td>6.12</td>
<td>68,526</td>
</tr>
<tr>
<td>Marvel Universe - Comics. Digital Comics - Comics Catalog</td>
<td>87</td>
<td>7</td>
<td>1,426</td>
</tr>
<tr>
<td>Comic Book Resources - Daily Comic Book News, Previews, Reviews</td>
<td>98</td>
<td>6.2</td>
<td>164,409</td>
</tr>
<tr>
<td><a href="http://www.comicbookresources.com/">www.comicbookresources.com/</a></td>
<td>87</td>
<td>6</td>
<td>2,260</td>
</tr>
<tr>
<td>Comic book - Wikipedia, the free encyclopedia</td>
<td>74</td>
<td>5.18</td>
<td>4,201</td>
</tr>
<tr>
<td>en.wikipedia.org/wiki/Comic_book</td>
<td>97</td>
<td>6</td>
<td>350</td>
</tr>
</tbody>
</table>

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)
The Keyword Demand Landscape
The Long Tail of Keyword Demand

The Search Demand Curve

# of Monthly Searches

- Fat Head: 18.5%
- Chunky Middle: 11.5%
- Long Tail: 70%

# of Keywords

* % of search traffic

Data Source: Experian

seomoz.org
The Web's Best SEO Resources
The Search Demand Curve

- **Millions**
  - Higher Competition
  - Lower Conversion Rate

- **100Ks**
  - Lower Conversion Rate

- **10Ks**

- **Thousands**

- **Hundreds**

- **Tens**

- **<5**

### Keywords

- **Fat Head**: 18.5%*
- **Chunky Middle**: 11.5%*
- **Long Tail**: 70%*

* % of search traffic
Popular Keywords vs. Long Tail Search Traffic

<table>
<thead>
<tr>
<th>Percent of All Search Traffic</th>
<th>Top 100 KWs</th>
<th>Top 500 KWs</th>
<th>Top 1,000 KWs</th>
<th>Top 10,000 KWs</th>
<th>The Long Tail</th>
</tr>
</thead>
</table>

Data Source: Experian Hitwise
Keyword Phrase Length Over Time

Data Source: OneStat.com
Conversion Rate by KW Phrase Length

- six+ word phrase
- five -word phrase
- four-word phrase
- three-word phrase
- two-word phrase
- one-word phrase

Average Conversion Rate

Data Source: oneUPweb, seomoz.org
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

Be Wary of Match Type

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Advertiser Competition</th>
<th>Local Search Volume: December</th>
<th>Global Monthly Search Volume</th>
<th>Match Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>batman comics</td>
<td></td>
<td>9,900</td>
<td>33,100</td>
<td>Exact</td>
</tr>
<tr>
<td>superman comics</td>
<td></td>
<td>8,100</td>
<td>18,100</td>
<td>Exact</td>
</tr>
<tr>
<td>spiderman comics</td>
<td></td>
<td>8,100</td>
<td>22,200</td>
<td>Exact</td>
</tr>
<tr>
<td>batman comic</td>
<td></td>
<td>4,400</td>
<td>12,100</td>
<td>Exact</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Advertiser Competition</th>
<th>Local Search Volume: December</th>
<th>Global Monthly Search Volume</th>
<th>Match Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>batman comics</td>
<td></td>
<td>74,000</td>
<td>110,000</td>
<td>Broad</td>
</tr>
<tr>
<td>superman comics</td>
<td></td>
<td>60,500</td>
<td>60,500</td>
<td>Broad</td>
</tr>
<tr>
<td>spiderman comics</td>
<td></td>
<td>49,500</td>
<td>74,000</td>
<td>Broad</td>
</tr>
<tr>
<td>batman comic</td>
<td></td>
<td>60,500</td>
<td>74,000</td>
<td>Broad</td>
</tr>
</tbody>
</table>

https://adwords.google.com/select/KeywordToolExternal
### MS AdCenter Excel Plug-In

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

www.seomoz.org/blog/using-the-adcenter-excel-plugin-for-keyphrase-research
Google Trends

Google trends

batman comics, spiderman comics

Search Trends

Searches

Scale is based on the average worldwide traffic of batman comics in the last 12 months. Learn more

batman comics 1.00 spiderman comics 0.49

Search Volume index 1.50

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 Cini
Newsarama - Jun 25 2009

C

Without Wayne, ‘Batman’ comics take a new turn
Drexel University The Triangle Online - Aug 28 2009

Not Very Accurate

Sign In for Y-Axis Numbers
Internal Site Search Stats
Competitive Keyword Research

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

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keyword Term/Phrase</strong></td>
<td><strong>Search Volume (Google December)</strong></td>
<td><strong>Keyword Difficulty</strong></td>
<td><strong>Estimated Conversion Rate</strong></td>
<td><strong>Estimated Avg. Revenue / Conversion</strong></td>
</tr>
</tbody>
</table>
Get Google Search Demand Numbers

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Advertiser Competition</th>
<th>Local Search Volume: December</th>
<th>Global Monthly Search Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>[batman comics]</td>
<td></td>
<td>9,900</td>
<td>33,100</td>
</tr>
<tr>
<td>[batman comic]</td>
<td></td>
<td>4,400</td>
<td>12,100</td>
</tr>
<tr>
<td>[batman graphic novels]</td>
<td></td>
<td>4,400</td>
<td>5,400</td>
</tr>
<tr>
<td>[batman comic books]</td>
<td></td>
<td>3,600</td>
<td>2,900</td>
</tr>
<tr>
<td>[batman books]</td>
<td></td>
<td>2,900</td>
<td>2,900</td>
</tr>
<tr>
<td>[batman book]</td>
<td></td>
<td>1,300</td>
<td>1,000</td>
</tr>
<tr>
<td>[batman graphic novel]</td>
<td></td>
<td>1,000</td>
<td>1,900</td>
</tr>
<tr>
<td>[batman dc comics]</td>
<td></td>
<td>720</td>
<td>1,600</td>
</tr>
<tr>
<td>[superman batman comics]</td>
<td></td>
<td>720</td>
<td>720</td>
</tr>
<tr>
<td>[batman detective comics]</td>
<td></td>
<td>480</td>
<td>590</td>
</tr>
</tbody>
</table>
Guesstimate Conversion Rate Numbers

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Conversion Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalog</td>
<td>6.1</td>
</tr>
<tr>
<td>Specialty stores</td>
<td>3.9</td>
</tr>
<tr>
<td>Fashion/apparel</td>
<td>2.2</td>
</tr>
<tr>
<td>Travel</td>
<td>2.1</td>
</tr>
<tr>
<td>Home and furnishing</td>
<td>2.0</td>
</tr>
<tr>
<td>Sport/outdoors</td>
<td>1.4</td>
</tr>
<tr>
<td>Electronics</td>
<td>1.1</td>
</tr>
<tr>
<td>All verticals</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Source: Fireclick Index

1/10 Searchers Arriving for Keyword X Make a Purchase = 10% Conversion Rate
Or Use PPC Campaign Data

1,332 total events were recorded via 4 actions
Add Keyword Difficulty Data for Top Terms

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

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

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

<table>
<thead>
<tr>
<th>Heat Index</th>
<th>Hot</th>
<th>Warm</th>
<th>Cool</th>
<th>Cold</th>
</tr>
</thead>
</table>

### Description
- **Search Volume (Google December)**: The number of times a specific keyword is searched in the given month.
- **Keyword Difficulty**: The percentage of difficulty in ranking for the keyword.
- **Estimated Conversion Rate**: The expected conversion rate for the keyword.
- **Estimated Avg. $$/ Conversion**: The estimated average amount earned per conversion.
- **Heat Index**: A color-coded index indicating the level of competitiveness for each keyword.
Measuring Keyword Difficulty & Competition
Run Queries for Desired Term + Engine

Watch for vertical results, which can skew CTRs & visibility.
Conduct a Competitive Analysis of Metrics

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

<table>
<thead>
<tr>
<th>Page Authority / Domain Authority</th>
<th>mozRank / PageRank</th>
<th># of Links to URL / # of Linking RDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>92</td>
<td>6.12</td>
<td>68,526</td>
</tr>
<tr>
<td>87</td>
<td>7</td>
<td>1,426</td>
</tr>
</tbody>
</table>

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                              | 6.2               | 164,409                             |
| 87                              | 6                 | 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                              | 5.18              | 4,201                               |
| 97                              | 6                 | 350                                 |

High Authority Scores + Strong Link Metrics/Counts = Extremely Challenging
Tools Can Help Provide Scores

<table>
<thead>
<tr>
<th>URL</th>
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</tr>
<tr>
<td><a href="http://en.wikipedia.org/wiki/List_of_Batman_comics">http://en.wikipedia.org/wiki/List_of_Batman_comics</a></td>
<td>967392</td>
<td>97.6</td>
<td>19</td>
<td>49.0</td>
</tr>
<tr>
<td><a href="http://www.cracked.com/article_16870_20-most-ridiculous-batman-comics-ever-released.html">http://www.cracked.com/article_16870_20-most-ridiculous-batman-comics-ever-released.html</a></td>
<td>9610</td>
<td>85.8</td>
<td>10</td>
<td>58.3</td>
</tr>
<tr>
<td><a href="http://batman.ugo.com/comics/default.asp">http://batman.ugo.com/comics/default.asp</a></td>
<td>9711</td>
<td>87.9</td>
<td>2</td>
<td>0.2</td>
</tr>
<tr>
<td><a href="http://www.comicvine.com/batman/29-1699/">http://www.comicvine.com/batman/29-1699/</a></td>
<td>1294</td>
<td>78.9</td>
<td>21</td>
<td>88.2</td>
</tr>
<tr>
<td><a href="http://www.batmanytb.com/">http://www.batmanytb.com/</a></td>
<td>227</td>
<td>57.7</td>
<td>123</td>
<td>88.6</td>
</tr>
<tr>
<td><a href="http://www.midyouth.com/">http://www.midyouth.com/</a></td>
<td>532</td>
<td>66.1</td>
<td>462</td>
<td>93.4</td>
</tr>
<tr>
<td><a href="http://dc.wikia.com/wiki/Batman">http://dc.wikia.com/wiki/Batman</a></td>
<td>37419</td>
<td>91.7</td>
<td>29</td>
<td>31.9</td>
</tr>
<tr>
<td><a href="http://www.amazon.com/New-Adventures-Batman-Classic-Collection/dp/B000OPDNG">http://www.amazon.com/New-Adventures-Batman-Classic-Collection/dp/B000OPDNG</a></td>
<td>552034</td>
<td>97.1</td>
<td>1</td>
<td>36.6</td>
</tr>
<tr>
<td><a href="http://comics.ign.com/articles/624/624619p1.html">http://comics.ign.com/articles/624/624619p1.html</a></td>
<td>43524</td>
<td>91.1</td>
<td>27</td>
<td>36.1</td>
</tr>
<tr>
<td><a href="http://www.rasalghul.co.uk/">http://www.rasalghul.co.uk/</a></td>
<td>74</td>
<td>-7.7</td>
<td>58</td>
<td>67.5</td>
</tr>
</tbody>
</table>

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/

<table>
<thead>
<tr>
<th>Link Data (via Linkscape)</th>
<th>URL</th>
<th>Subdomain</th>
<th>Root Domain</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>URL</td>
<td>Subdomain</td>
<td>Root Domain</td>
</tr>
<tr>
<td></td>
<td>mozRank (mR)</td>
<td>Domain mozRank (DmR)</td>
<td>4.38</td>
</tr>
<tr>
<td></td>
<td>1.91</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>mozTrust (mT)</td>
<td>Domain mozTrust (DmT)</td>
<td>4.71</td>
</tr>
<tr>
<td></td>
<td>4.36</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total # of Links</td>
<td>Total # of External Links</td>
<td>3,535</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td># of Linking Root Domains</td>
<td># of Linking Domains</td>
<td>332</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

www.seomoz.org/mozbar
Link Building Strategies
What Goals Can Link Building Help Us Achieve?
Bolster Individual Rankings

Google search results for "commercial real estate listings" showing LoopNet, Real Estate Including Residential and Commercial Real Estate, Online Commercial Real Estate Listings, Cityfeet, and others.
Improve a Domain’s Ability to Rank Pages

Page vs. Domain-Level Link Graph

The page-level link graph counts links between individual URLs and values pages based on these links. The domain-level link graph aggregates the links that exist on every page of a domain and considers only links that pass between unique sites to create domain-wide metrics.
Achieve More Complete Indexation

Levels of Indexation

Search engines crawl the web and choose which pages to index based on a variety of metrics. This scale illustrates the different levels of indexation.

- **A**: Stored Permanently in the Main Index (as close to “permanently as is possible in the WWW environment, anyway”)
- **B**: Stored Temporarily in the Main Index (but temporal link fluxes may mean it eventually drops out)
- **C**: Stored in a Supplemental or Secondary Index (for varying reasons, including low PageRank/Link Juice, duplicate content, etc.)
- **D**: Stored in a Specialized/Vertical Index Only (e.g. Google Blogsearch, Base, Bing Image Search, etc.)
- **F**: Crawled, But Dropped from the Index (often due to low PageRank/Link Juice or removal of citations/links)
- **F-**: Seen by the Crawler, but Never Crawled (likely because it was only linked-to by very unimportant pages)
- **O**: Never Seen by the Crawler (happens frequently with new sites/blogs/pages no one links to externally)
Drive Traffic & Branding Awareness

Who are these Wurkin 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 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:**

Hey dude! Can I have a link?

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.

<table>
<thead>
<tr>
<th>Scalability</th>
<th>Link Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/5 (Very Low)</td>
<td>5/5 (Very High)</td>
</tr>
<tr>
<td>Requesting links is a lengthy, tedious process</td>
<td>If carefully chosen, source quality can be exceptional</td>
</tr>
</tbody>
</table>
#2 - Competitive Link Research/Acquisition

**Description:**

TIM'S SITE RANKS GREAT. I NEED LINKS LIKE HIS!

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

**Scalability:**

2/5 (Low)

Researching & mimicking 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/psychographic 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:**

*IF YOU LINK TO ME, I’LL GET YOU ON OUR BLOGROLL.*

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 preferrable 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
**Goal:**
Improve a single page’s ranking for a particular keyword term/phrase.

<table>
<thead>
<tr>
<th>Targeted Anchor Text:</th>
<th>Link to Intended URL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/5 (Very High)</td>
<td>5/5 (Very High)</td>
</tr>
<tr>
<td><img src="image" alt="Rating" /></td>
<td><img src="image" alt="Rating" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Link Quantity + Diversity:</th>
<th>Quality of Linking Source:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/5 ( Moderate)</td>
<td>3/5 ( Moderate)</td>
</tr>
<tr>
<td><img src="image" alt="Rating" /></td>
<td><img src="image" alt="Rating" /></td>
</tr>
</tbody>
</table>
## Links for Domain “Authority”

**Goal:**

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

<table>
<thead>
<tr>
<th>Targeted Anchor Text:</th>
<th>Link to Intended URL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/5 (Very Low)</td>
<td>1/5 (Very Low)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Link Quantity + Diversity:</th>
<th>Quality of Linking Source:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/5 (Very High)</td>
<td>4/5 (High)</td>
</tr>
</tbody>
</table>
# 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.

<table>
<thead>
<tr>
<th>Targeted Anchor Text:</th>
<th>Link to Intended URL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/5 (Very Low)</td>
<td>1/5 (Very Low)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Link Quantity + Diversity:</th>
<th>Quality of Linking Source:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/5 (Low)</td>
<td>5/5 (Very High)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alternately:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Link Quantity + Diversity:</th>
<th>Quality of Linking Source:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/5 (Very High)</td>
<td>2/5 (Low)</td>
</tr>
</tbody>
</table>
## Links for Traffic & Branding

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

<table>
<thead>
<tr>
<th><strong>Targeted Anchor Text:</strong></th>
<th><strong>Link to Intended URL:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1/5 (Very Low)</td>
<td>2/5 (Low)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Link Quantity + Diversity:</strong></th>
<th><strong>Quality of Linking Source:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>3/5 (Moderate)</td>
<td>4/5 (High)</td>
</tr>
</tbody>
</table>
# Links for Conversion

**Goal:**

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

<table>
<thead>
<tr>
<th>Targeted Anchor Text:</th>
<th>Link to Intended URL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/5 (Very Low)</td>
<td>5/5 (Very High)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Link Quantity + Diversity:</th>
<th>Quality of Linking Source:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/5 (Low)</td>
<td>5/5 (Very High)</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Domain</th>
<th>Type</th>
<th>URL</th>
<th>Size</th>
<th>Cache</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IGN.com</td>
<td>text/html</td>
<td><a href="http://www.ign.com/">http://www.ign.com/</a></td>
<td>109k</td>
<td>cache</td>
</tr>
<tr>
<td>2</td>
<td>E! Online</td>
<td>text/html</td>
<td><a href="http://www.eonline.com/">http://www.eonline.com/</a></td>
<td>188k</td>
<td>cache</td>
</tr>
<tr>
<td>4</td>
<td>The Dave Ramsey Show</td>
<td>text/html</td>
<td><a href="http://www.daveramsey.com/">http://www.daveramsey.com/</a></td>
<td>47k</td>
<td>cache</td>
</tr>
<tr>
<td>5</td>
<td>AOL Video</td>
<td>text/html</td>
<td><a href="http://video.aol.com/">http://video.aol.com/</a></td>
<td>67k</td>
<td>cache</td>
</tr>
<tr>
<td>6</td>
<td>Crooks and Liars</td>
<td>text/html</td>
<td><a href="http://www.crooksandliars.com/">http://www.crooksandliars.com/</a></td>
<td>179k</td>
<td>cache</td>
</tr>
</tbody>
</table>

**Directionally indicative within ~50%**

**Not necessarily followed & in a somewhat random order**
Yahoo! Link Commands

Yahoo!

`linkdomain:hulu.com -site: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, ...

Playstation 3  Sony Psp
Playstation 2  Nintendo Ds
Nintendo WII  Game Guides
Movies  Walkthroughs

Less “accurate” than Site Explorer

Lots of cool, useful modifiers available
### Yahoo! Link Commands

<table>
<thead>
<tr>
<th>Command</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>(inURL) - URL Keyword Restricted Search</td>
<td>Restricts the results to documents containing (a) search term(s) in the URL</td>
<td>[inurl:seo]</td>
</tr>
<tr>
<td>(inTitle) - Title Keyword Restricted Search</td>
<td>Restricts the results to documents containing (a) search term(s) in a page title</td>
<td>[intitle:seo]</td>
</tr>
<tr>
<td>(OriginUrlExtension) - Filetype Restricted Search</td>
<td>Narrows search results to the pages that end in a particular file extension</td>
<td>[originurlextension.pdf]</td>
</tr>
<tr>
<td>(Region) - Area Restricted Search</td>
<td>Narrows search results to the sites belonging to a particular territory</td>
<td>[region:Europe]</td>
</tr>
</tbody>
</table>

Open Site Explorer

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

http://moneycentral.msn.com

Get Link Data

Open Site Explorer is Powered by SEOMoz’s Linkscape Web Index.

Linkscape’s Index:
- 0.8 Trillion Links
- 1.5 Trillion URLs

Crawled in the Past 45 Days:
- 700 Billion Links
- 55 Billion URLs

Get the Most Complete Link Data Available.
Open Site Explorer

Highly Correlation w/ Rankings

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

<table>
<thead>
<tr>
<th>Linking Page Title + URL</th>
<th>Anchor Text</th>
<th>Page Authority</th>
<th>Domain Authority</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Newspapers - US Newspaper List</td>
<td>MSN Money</td>
<td>86</td>
<td>82</td>
</tr>
<tr>
<td><a href="http://www.usnp.com/">www.usnp.com/</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BOURQUE NEWSWATCH - TOMORROW'S NEWS NOW 2009®</td>
<td>Money Central</td>
<td>85</td>
<td>67</td>
</tr>
<tr>
<td><a href="http://www.bourque.org/">www.bourque.org/</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>John Mackey: The Whole Foods Alternative to ObamaCare - WSJ.com</td>
<td>[No Anchor Text]</td>
<td>82</td>
<td>95</td>
</tr>
<tr>
<td>online.wsj.com/article/SB10001424052907204251404574342170072865070.html</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BOURQUE NEWSWATCH - TOMORROW'S NEWS NOW 2009®</td>
<td>Money Central</td>
<td>82</td>
<td>56</td>
</tr>
<tr>
<td><a href="http://www.bourque.org/">www.bourque.org/</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Armageddon</td>
<td>MSN Money</td>
<td>82</td>
<td>66</td>
</tr>
<tr>
<td><a href="http://www.financialarmageddon.com/">www.financialarmageddon.com/</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business, IT, Finance &amp; Risk Management Research Portals and Global K...</td>
<td>MSN Money Latest Articles</td>
<td>81</td>
<td>83</td>
</tr>
<tr>
<td><a href="http://www.brint.com/">www.brint.com/</a></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Poor Anchor Text Spells Opportunity**
Link Intersect uses the same principle – sites w/ links in common that don’t point to you.
## Top Pages

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

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)

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

Jumping through Hoops (via WKA on Flickr)
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)

Checklist (via adesigna on Flickr)
Tools for Quick Analysis

Get usable metrics quickly as you surf
Tools for Quick Analysis

- YISE Linkdomain
- YISE Links to Page
- GG Blogsearch Links
- Y! Linkdomain -Site
- Pages Indexed on Google
- Check Rankings

Yahoo! search bar with query: linkdomain:audiworld.com -site:audiworld.com
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)

Training Camp (via Gil Searcy on Flickr)
Building a Link Acquisition Funnel

Visitors to Web Site

- 100% of visitors
- 60%
- 30%
- 3%

10,000 total visitors to the site

- Total Visitors

- Visit Link-Targeted Content
- Grab Link Code
- Link to the Site

54 Visitors Complete Goal
Social Media & the Web’s Influencers
Influencers on the Web

- Industry Blogger
- Media Outlet
- Social Buzz Site
- Corporate Blog
- Hobbyist

Viral Content
The Power of the “Linkerati”
Content that Appeals to Influencers

- Industry Blogger: Linked because he wanted to refute points he felt were wrong.
- Media Outlet: Linked due to notable overlap with recent news story.
- Corporate Blog: Linked because it mentioned their product.
- Social Buzz Site: Linked because of high Twitter volume.
- Hobbyist: Linked due to overlap with relevant research.

Viral Content
Making Content Easy to Share

It would take 22 shots of Scotch to kill you!

Estimates are based on a three hour drinking period

Booze Death Calculator

It would take 22 shots of Scotch to kill me

How much alcohol would it take to kill you?

Post your results to

- Your blog or website
- Twitter
- Facebook
- Myspace

Created by Bar Stools
Making Content Easy to Share

Post your results to

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

```html
<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;">It would take 22 shots of Scotch to kill me</a>
```

Created by Bar Stools

Twitter

Facebook

Myspace
Incenting/Rewarding Link Behaviors

MediaMemo by Peter Kafka


by Peter Kafka
Posted on July 10, 2009 at 9:31 AM PT

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

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.

**SOCIAL**
- On-Site User Engagement Features
- Social Media & Viral Marketing

**LINK BUILDING**
- Manual Requests & Link Creation
- Scalable, Content-Based Link Strategies

**KEYWORD RESEARCH & TARGETING**
- Keyword Brainstorming
- Term/Phrase Selection
- On-Page Targeting - Titles, Metas, URLs, H1s, Text, Internal Anchor Text

**ACCESSIBLE, QUALITY CONTENT**
- Unique Text Content
- Bot Accessibility
- URL Structure
- Internal Link Architecture
- Sitemaps
- Server Response Codes

You have to do these right, before you can do these right.
Learn More w/ the Free Beginner’s Guide:
http://guides.seomoz.org/beginners-guide-to-search-engine-optimization

Feel free to distribute this presentation for educational use. We love to help SEOs learn!