Halyard Consulting

SEO Training for Adam Leitman Bailey

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- Who Am I
- What is SEO
- Keywords
- Title Tag
- Description
- Webmaster Tools

Agenda

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Who I Am

- **Name:** Jonathan Edward Goodman
- **Position:** President of Halyard Consulting
  - **Established:** 2007
  - **Client Focus:** Small to Medium Businesses
  - **Development:** WordPress Exclusive
  - **Services:** Full Range of Internet Marketing
    - **Including:**
      - Optimization
      - Development
      - Content
      - Advertising
      - Public Relations
- **Author & Podcast:** The World of Internet Marketing

Who Am I

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What is SEO

Search Engine Optimization

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- The effort to improve the visibility of a website within the search engine's natural "un-paid" results for specific keywords.
- Different Kinds of Search:
  - Image
  - Local
  - Video
  - Academic
  - News

Search Engine Optimization

- Search engines use crawlers to find pages within a website.
- Crawlers don't crawl an entire site at once. Instead they come back according to the frequency of content.
  - A website that produces articles everyday will be crawled more often than websites that produce articles weekly/monthly.
- These pages are then analyzed using the search engines algorithm. Google's algorithm is different than Bings.

Getting Indexed

- Once you understand what your target market is looking for you can more effectively reach those users.
- The 3 Types of Searches:
  - "Do" Transactional Queries - Buy a Plane Ticket
  - "Know" Informational Queries - Name of that Band?
  - "Go" Navigational Queries - Homepage of MLS

adam leitman

Web   News   Images   Videos   Maps   More ▾   Search tools

About 58,600 results (0.40 seconds)

Adam Leitman Bailey, P.C.
www.alblawfirm.com/ ▾
Area of practice includes real estate law, landlord, tenant and co-op representation and business law; Video referrals, public appearances and published articles ...

Attorneys & executive staff
ATTORNEYS & EXECUTIVE STAFF.
Adam Leitman Bailey, P ...

Contact Us
We value your interest in Adam
Leitman Bailey, PC. It is ...

Adam Leitman Bailey
Real Estate Weekly recognized that
"Adam Leitman Bailey has ...

About Us
By uniting many of the best real
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Joining Our Firm
Dedicated to Being the Best Firm in
New York. Adam Leitman ...

Internships
To apply for an internship please
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More results from alblawfirm.com »

Adam Leitman Bailey - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Adam_Leitman_Bailey ▾ Wikipedia ▾
Adam Leitman Bailey is a lawyer based in New York City who practices residential and commercial real estate law as founder of **Adam Leitman** Bailey, P.C. He ...

The brouhaha behind the Ground Zero mosque introduced ...
observer.com/.../the-brouhaha-behind-t... ▾ The New York Observer ▾
by Daniel Geiger - in 23 Google+ circles
Feb 21, 2012 - **Adam Leitman** Bailey strode into the lobby of his lower Manhattan law firm dressed in a dark blue suit and blue shirt, his extended cuffs all but ...

Types of Searches

- Crawling & Indexing Problems
  - Robots.txt & .htaccess files
  - Poor Link Structure - Sitemap. xml
- Interpreting Non-Text Content
  - Forms, Images, Video, Flash, Audio
- Calling a Thing by it's right name
  - Tenant vs. Boarder or Lodger (Know your audience)
- Outstanding in the Field
  - If the content isn't seen or linked to it may be deemed unimportant.

Current Limitations

TO SOMEONE WHO IS OUTSTANDING IN THE FIELD.

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Keywords

Usage, Targeting, Domination, and Abuse

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- One of the best ways to "optimize" a page's rankings is to ensure that keywords are prominently used in titles, text, and meta data.
- Keywords are the building blocks of language. But you must understand user intent.
  - Jack and Jill ran up the hill.
    - Is this article about running? Jack and Jill's relationship? or the hill?

Titles, Text & Meta Data

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- Search engines measure the ways keywords are used in order to help determine the "relevance" of specific content to a search query.
  - Query: Hill Running
- Keyword Stuffing is the act of inserting the keyword into the content abundantly.
  - The search engines ability to spot keyword stuffing has gotten incredibly good.
  - Example: An article on Hill Running that includes the keyword Sasquatch over and over again will be seen as stuffing.

Domination & Abuse

- Use Keyword
  - Title Tag
  - Alt Attribute of Image
  - URL
  - Meta Description
- Personal Rule: 1 Keyword Mention per 100 Words

On-Page Optimization

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How to Win a Chronic Nonpayment Case

http://www.alblawfirm.com/index.cfm?pageid=12&itemid=898

Example

WordCounter.com

Word		Frequency
case		20
tenant		19
rent		13
pay		11
repair		11
owner		10
court		9

- Put the text of the article into the field.
- Find the most frequently used words within content.
  - Exclude small words
  - Group variations
  - Determine list size

WordCounter

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What's Another Word For:

- Renter
- Occupant
- Resident
- Lodger
- Boarder
- Paying Guest
- Leaseholder
- Lessee
- Occupier

What's the Opposite of:

- Landlord

WordHippo.com

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Synonym:

- Dweller
- Holder
- Inhabitant
- Occupant
- Renter
- Resident
- Addressee
- Boarder
- Householder
- Indweller

Antonym:

- Landlord

Thesaurus.com
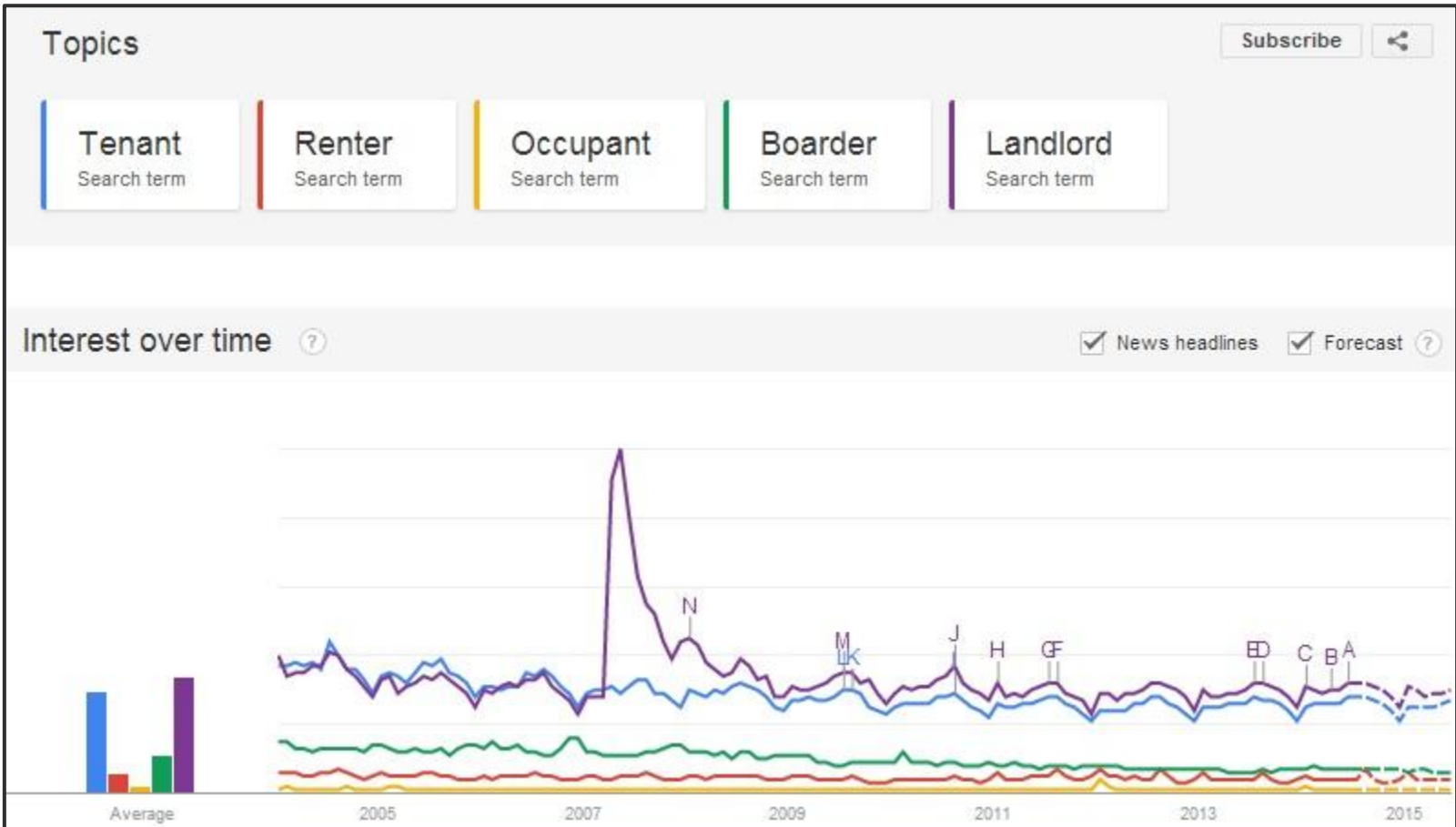
Google Trends

Title Tags

- Only display the first 65 - 75 characters.
- Keywords toward the front.
- Include Brand Name
  - Tenant Law: How to Win a Chronic Nonpayment Case | Adam Leitman Bailey (69 Characters)
- Compelling, Descriptive, and Readable.

Best Practices

Description

- Take sentence from article that includes keyword.
- Answer the question (Who, What, Why, When, How)
- Don't repeat the same description over and over.
- Don't include site name.
- Don't over punctuate. Ignore comma, semi-colon, etc.
- Don't exceed 160 characters.
- Don't use non-alphanumeric characters (ex. quotes)

Building Descriptions

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- When done properly, this will allow the owner to either evict the delinquent tenants or force the tenant to become a regular payer.
- A system for all of its property owning clients, to identify intentionally late paying tenants and build chronic nonpayment cases.
- We begin by searching court records for previous cases and gathering prior orders and stipulations to evaluate the tenant's default history.
- We deliver rent demands to the tenant after the due date has passed. Starting the cases as soon as the tenant is in default strengthens our legal case.
- Owners must repair tenant apartments as much as possible to avoid any claims or defenses that the failure to pay the rent is based on a lack of services.
- We have our clients send letters to the tenants requesting an inspection to evaluate whether any repairs are necessary within their apartments.

Choose Wisely

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Yoast's Wordpress SEO

Google Result

Webmaster Tools

Errors & Violations

- Googlebot - The Google Spider
  - Why Crawl Your Site?
  - How Often?
  - How Many Pages?
- Communicate with Googlebot
  - Sitemap
  - Webmaster Tools

Crawling

- Google Checks:
  - DNS & Server Connectivity
    - Site time out?
    - Pages couldn't be reached?
  - Robots.txt Fetch
    - Errors in the Robots file?

Crawl Errors

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- Different Kinds
  - Page Sitemaps
  - Video Sitemaps
  - Mobile Sitemaps
  - Geo Sitemaps - Now included in Regular Sitemaps.
  - News Sitemaps - Must be accepted into Google News.
- Suggestion:
  - Split Out Sitemaps over 100 links

XML Sitemap

- Control where engines are allowed to crawl
  - Block
    - In-Site Search Results
    - Canonical Folders: Archive
    - CMS Specific Folders: wp-admin
    - Comments (Optional)
- Other Ways to Block Content
  - noindex
  - nofollow
  - .htaccess - Password Protected Folders
  - Remove Content Request in Webmaster Tools
- Be Careful!!

Robots.txt

"Keep in mind you are not only building the website that will rank well today but will be ready for the changes of tomorrow." - Jonathan Goodman

Final Thought

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YouTube: https://www.youtube.com/user/halyardconsult

Thank You!