Halyard Consulting

SEO Efforts That Truly Matter

3rd Annual Vermont Web Marketing Summit 2012

HALYARD
CONSULTING

- **Established:** 2007

- **Client Focus:** Small to Medium Businesses

- **Development:** WordPress Exclusive

- **Services:** Full Range of Internet Marketing

About Halyard Consulting

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- Movember
  - 1 in 6 men will be diagnosed with prostate cancer in his lifetime.
  - In 2012 - 242,000 new cases of the disease will be diagnosed and more than 28,000 will die.
- Follow My Mustache
  - http://mobro.co/jonathangoodman

About My Mustache

The Basics

Crawling, Indexing & Serving

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

Crawling

- Googlebot Absorbs
  - Content on Pages
  - Tags
  - Attributes (Title Tags & Alt Attributes within Images)
- Problems
  - Rich Media Files (Video, Audio, Flash)
  - Dynamic Pages (Parameter, .Net)

Indexing

- Search Query Relevancy
  - Over 200 Algorithmic Factors (PageRank, Site Speed)
- QDF - Query Deserves Freshness
  - Fresh Content Gets a Boost
  - Content Every Day VS. Content Once a Quarter

Serving Results

Algorithm Updates

Penguins & Pandas

- Keyword Stuffing
- Cloaking
- Link Schemes
- Future of Penguin - Bad PR Balance
  - Example: Total of 1,000 backlinks
    - 900 of them are PR0s or PR1s (Really Low Quality)
    - 75 of them are PR3s,
    - 20 of them are PR5s,
    - 5 of them are PR6s
    - Zero PR7-10

Penguin = Links

- Heavy on the Advertisements
- Thin on Content
- Are You Producing Solid Valuable Content?
  - Not Spinning Articles
  - Not Using Articles Farms (Ezinearticles.com)
  - Not Scraping or Canonicalizing from other sites.
- Are you differentiating your content from everybody else in your industry?

Panda = Content

- What Counts as a High-Quality Site?
  - 23 Points into the Google Mindset
    - Here are 6:
      - Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
      - Does this article have spelling, stylistic, or factual errors?
      - Was the article edited well, or does it appear sloppy or hastily produced?
      - Does this article contain insightful analysis or interesting information that is beyond obvious?
      - Does this article have an excessive amount of ads that distract from or interfere with the main content?
      - Would you expect to see this article in a printed magazine, encyclopedia or book?

Panda = Content

Webmaster Tools

Errors & Violations

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

Crawl Errors

- 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

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- Located in Webmaster Tools > Other Resources
  - Rich Snippets/Structure Data Testing Tool
    - Verify Google can parse your structured data markup and display it correctly.

Rich Snippets

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- SkyFall
  - Human Comprehension
    - New James Bond Movie
    - Starring Daniel Craig, Javier Bardem
    - Directed by Sam Mendes

Rich Snippets

- SkyFall
  - Computer Comprehension
    - Type = Movie
    - Name = Skyfall (2012)
    - Description = Bond's loyalty to M is tested as her past comes back to haunt her. As MI6 comes under attack, 007 must track down and destroy the threat, no matter how personal the cost.
    - Director = Sam Mendes
    - Actors = Daniel Craig
    - Actors = Javier Bardem
    - Genre = Action
    - Genre = Adventure
    - Genre = Crime
    - Genre = Thriller
    - Language = English
    - Duration = PT143M
    - Rating Value = 8.1

Rich Snippets

- Computer Comprehension Correlation
  - Sam Mendes
    - Type = Person
    - Job Title = Producer
    - Job Title = Director
    - Description = Samuel Alexander Mendes was born on August 1, 1965 in Reading, England, UK to parents James Peter Mendes, a retired university lecturer, and Valerie Helene Mendes, an author who writes children's books.
    - Birth Date = 08-01-1965
    - Performer In = American Beauty (1999)
    - Performer In = Road to Perdition (2002)
    - Performer In = Revolutionary Road (2008)
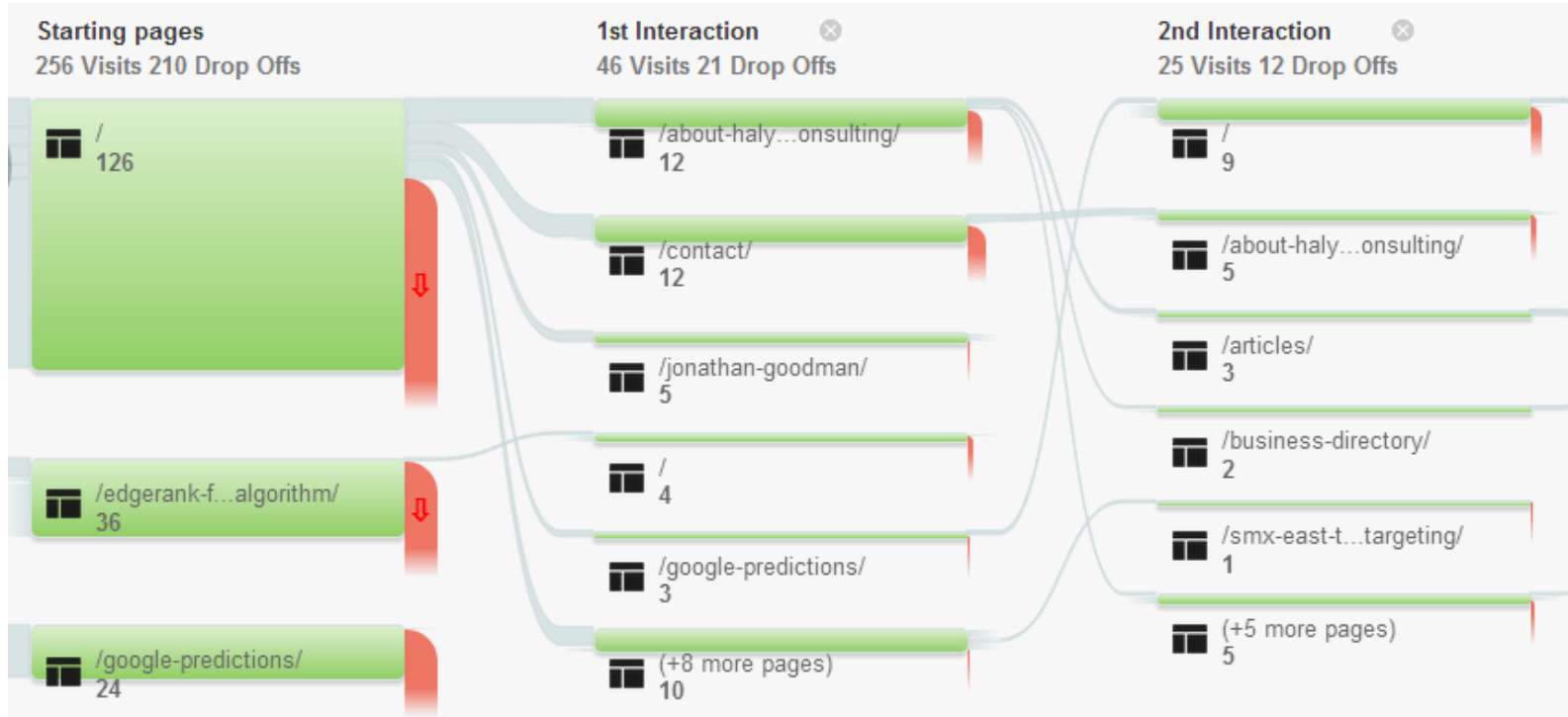   - Performer In = SkyFall (2012)

Rich Snippets

Google Analytics

Flow & Impact

- Time On Site
- Desktop/Mobile
- Conversion Goals
- Traffic Sources
  - Keywords
    - Organic
    - Paid
  - Landing Pages
  - Geography
  - Social Media

SEO Impact

- Discover most popular content

Visitor Flow

Google+ Authorship

Guest Posts & Site Content

- Google+ Profile
  - Contributor to - URLs of your guest posts & your site.
- In Guest Post
  - Link to your Google+ Profile
    - \Jonathan Goodman\

Halyard Consulting | Internet Marketing for Geo-Local Businesses.
halyardconsulting.com/

by Jonathan Goodman - in 91 Google+ circles - More by Jonathan Goodman
Halyard Consulting President Jonathan Goodman will be speaking at the 3rd
Annual Vermont Web Marketing Summit on Wednesday November 14th, 2012 at

Google+ Authorship

Webmaster Guidelines

Content & Quality

- Information Architecture
- Site Map (HTML & XML)
- Limit 100 Links per Page
- Content Rich / Not Image Heavy
- Use "Alt" Attribute to Describe Pictures
- Check for Broken Links in Webmaster Tools

Design & Content

- Turn off Javascript, Images, Etc... to see how search engines really see your site.
- Robots.txt - Checkup in Webmaster Tools
- .htaccess
- URLS need to be Post Name / Not Parameters
  - http://happywebsite.com/ilovevermont.html
  - http://unhappywebsite.com/?page=1&sortBy=love&sortOrder='vermont'
- Watch Your Page Speed

Technical

- Make Pages for Users not Search Engines
- Things to Avoid:
  - Automatically Generated Content / Never Spin Articles
  - Link Schemes - Link Wheels
  - Cloaking - Show a different page to Googlebot than Users
  - Hidden Text & Links:
    - white txt on white background
    - Text behind images
    - Text off-screen
    - Font size 0
  - Scraped Content
- If you allow Comments - Monitor! Monitor! Monitor!

Quality

My Advice

Knowledge & Friendship

- A Little Bit of Knowledge Can Be Dangerous
  - Small Business Owners Have Enough to Worry About.
    - Accountant Department
    - Marketing Department
    - Sales Department
    - SEO Department

Knowledge

- The Rogue SEO
  - Spam Emails
  - Guarantee #1 Ranking
  - Won't Discuss Technical Side
  - Doesn't Differentiate between Organic & PPC

Awareness

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Thank You!