eCommerce Strategies

Harvard Summer School 2009
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SEO
Search Engine Optimization

Defined

- Search Engine Optimization (SEO) is the process of setting a Web site to rank well for specific keywords within an organic search results of a major search engine.
  - Google
  - Yahoo
  - MSN
- No pay as in Pay-per-Click, but Free

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Birth of SEO

- Began in 1997
- Made public from reports and commentary of study of SEO algorithms from experts
  - Danny Sullivan
  - Bruce Clay
- Gave birth to SEO as a profession
  - There is no 100% guarantee of top ranking

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Good Old Days

- Easy to crack SEO algorithms

Keyword in title tag

+

Sprinkle keyword throughout content

=

Top Ten Results

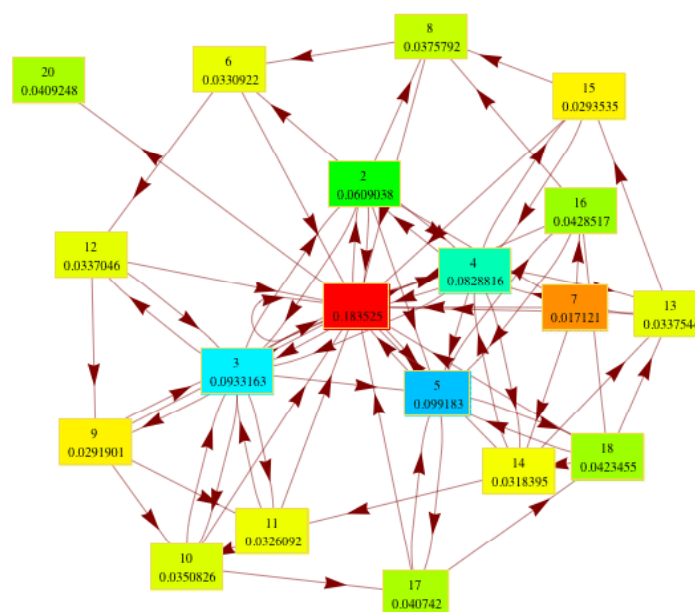Algorithm - A precise rule (or set of rules) specifying how to solve some problem

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Google (A googol is the digit 1 followed by one hundred zeros)

- Web page authority and relevance could be derived algorithmically by indexing the entire Web, and then analyzing who links to whom.
- Cofounders Larry Page and Sergey Brin hypothesized that Web pages with the most links from highly relevant Web pages, must be the most relevant pages of a particular search.
- Created PageRank (named after Larry) which counts and determines the quality of links pointing to a Web page.

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

PageRank

Source: SEO The Game, *Calculating PageRank*, found at http://www.seothegame.com/methods-of-calculating-pagerank-39

A SEO Team

- Skills list:
  - Proficiency in HTML and CSS
  - Data analysis
  - Graphic design
  - Server administration
  - Copywriting
  - Link building - the practice of obtaining links from external web sites to your own to improve both direct referrals (people clicking on the links) and search engine ranking.
  - Blogging

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Topic and Audience

- Top ranking for competitive topics is difficult
- Easier to increase ranking of a less competitive topic
- Know your target audience
  - What are they searching for?
  - What words are they using to search?

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Keyword Generation

- Broad or general keywords are highly competitive and should represent only a small portion of SEO efforts
- Instead spend time:
  - Product-level keywords
  - Three or more words are less competitive
    - Generate significant search volume
    - Tend to convert at higher rates

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Keyword Generation Tools

- Free:
  - Google Keyword Suggestion Tool
  - Yahoo! Keyword Selector
- Subscription:
  - Keyword Discovery
  - Rapid Keyword
  - Wordtracker
- Don't overdue it
  - Optimize for 1 or 2 keywords per site

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Competitive Research

- Knowing how a site compares with competition will:
  - Improve plan of attack
  - Ranking
- Research tools:
  - Seodigger
  - GoogSpy
  - Compete.com
  - KeyCompete
    - What keywords they rank for in organic search
    - Keywords used in Pay-per-click campaigns

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Web Pages

- Web pages are ranked not Web sites
- Each page must be optimized
  - Correct file names – establish relevance to topic
  - Title tags – keyword concise description
    - Primary indicator of Web site content
  - Meta description tag – contains Call-to-Action marketing message
  - Header tags and text modifiers
    - Bolding, italicizing, & underscoring

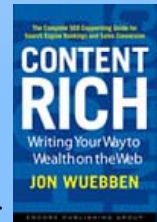Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Tags

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">

<title>Content Rich: The SEO Web Copywriting Bible by Copywriter Jon Wuebben</title>

<meta name="description" content="The definitive online resource for SEO and SMO web
copywriting, discussing topics in the areas of rankings, usability and conversion from the book
Content Rich: Writing Your Way to Wealth on the Web." />

<meta name="keywords" content="copywriting, copywriter, seo copywriting, seo copywriter,
web copywriter, web site copywriter, search engine copywriting, web site copywriting,
copywriting services, freelance copywriter, online copywriting, online marketing, content rich,
writing your way to wealth on the web, jon wuebben, content rich book" />
```
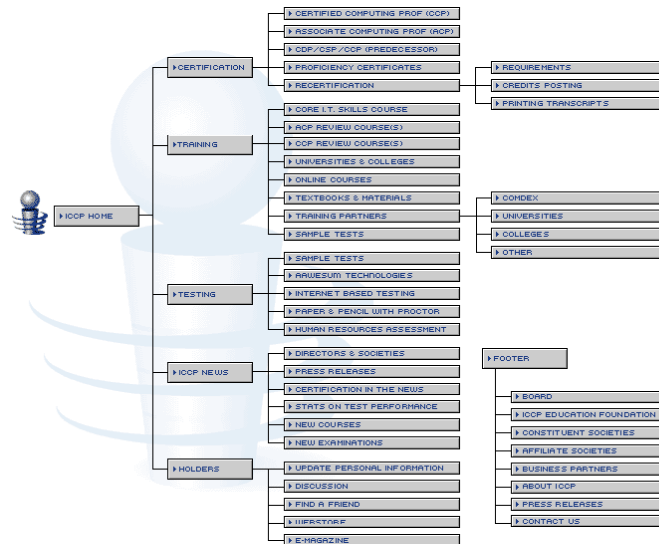
Content is King

- Quality content influences top ranking
- Content for people not search engines
- Avoid duplicate content
  - Content that already exists
  - Prevent content theft with Copyscape
- Use proper keyword density
  - Keyword Density = keyword phrase usage / total words (5/350) x 100 = 2%
  - Aim for 2-3% density.

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Sitemap

> Sitemaps aid spiders to better find and index site

Establishing Trust and Brand

- To increase credibility with visitors and search engines include:
  - Company Information Page
    - History
    - Bios
    - Staff photos
  - Privacy Policy Page
    - Declaring commitment to protecting privacy
      - Easy to read, understand, and find

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Building Back Links

- Serious SEO requires proactive and aggressive link building
- Possible fee-based solutions:
  - Link brokers
  - Pay-per-post Network
    - But could be devalued as illegitimate by Google
- Request one-way or reciprocal links
  - Contact potential link partners by email
    - You link to me I link to you

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008

Summary

1. Optimize Web site to top rank for specific keywords within a search engine organic search
2. PageRank
3. Target audience and use less competitive topic
4. Use keyword generation tool
5. Do competitive research
6. Optimize each page
7. Create quality content
8. Sitemap
9. Establish trust and brand
10. Build back links

Source: Jones, K.B., *Search Engine Optimization*, Wiley Publishing, Inc, 2008