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## CH7- Optimizing for Vertical Search

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There is a lot of opportunity in **vertical search**, so SEO professionals should seriously consider what potential benefits vertical search areas can provide to their websites. Of course, there are **significant differences** in how you optimize for vertical search engines.

### # The Opportunities in Vertical Search

- Vertical search has been around for almost as long as the **major search engines** have been in existence.
- Some of the first vertical search engines were for **image search, newsgroup search, and news search**, but many other **vertical search properties** have emerged since then, both from the major search engines and from third parties.
- This chapter will focus on strategies for optimizing your website for the vertical **search offerings from Google, Yahoo!, and Bing**.
- We will also spend **some time on YouTube**, which in January 2009 became the second-largest search engine on the Web.
- We will look at the data for how vertical search volumes compare to regular **web search volumes**.

**TABLE 9-1. Most popular Google properties, May 2006**

Rank	Name	Share
1	Google	79.98%
2	Google Image Search	9.54%
3	Google Mail	5.51%
4	Google News	1.49%
5	Google Maps	0.82%
6	Froogle	0.46%
7	Google Video Search	0.46%
8	Google Groups	0.43%

9	Google Scholar	0.27%
10	Google Book Search	0.25%
11	Google Earth	0.22%
12	Google Desktop Search	0.18%
13	Google Directory	0.10%
14	Google Answers	0.09%
15	Google AdWords	0.07%
16	Google Local	0.05%

### ➤ Universal Search and Blended Search

- In May 2007, Google announced Universal Search, which integrated vertical search results into main web results.
- Thinking of it another way,
  - o Google's web results search engine used to be a kind of vertical search engine itself:

- One focused specifically on web pages (and not images, videos, news, blogs, etc.).
- With the advent of Universal Search, Google changed the web page search engine into a search engine for any type of online content.

Google search results for "amreli". The search bar shows "amreli". Below it, there are tabs for All, Maps, News, Images, Videos, and More. The "All" tab is selected. The results include:

- Amreli - Wikipedia**  
https://en.wikipedia.org/wiki/Amreli ▾  
Amreli is a city and a municipality in Amreli district of the Saurashtra region in the state of Gujarat, India. It is district headquarter.  
History Attractions Attractions (Surrounding ... Famous people
- Amreli district - Wikipedia**  
https://en.wikipedia.org/wiki/Amreli\_district ▾  
Amreli district is one of the 33 administrative districts of the state of Gujarat in western India. The district headquarters are located at Amreli. The district occupies ...  
State: Gujarat Country: India
- TV9 Gujarat - Scared of Hungry lions : Amreli - YouTube**  
 https://www.youtube.com/watch?v=TNIRK8KATk ▾  
Sep 27, 2010 - Uploaded by TV9 Gujarati  
TV9 Gujarat - Scared of Hungry lions : Amreli. TV9 Gujarati. Loading...  
Unsubscribe from TV9 Gujarati? Cancel ...
- Amreli District Map - Maps of India**  
https://www.mapsofindia.com/maps/gujarat/districts/amreli.htm ▾  
Sep 12, 2011 - Amreli district Map showing major roads, district boundaries, headquarters, rivers, towns, etc in Amreli, Gujarat.

On the right side, there is a map of Amreli district showing its boundaries and neighboring areas like Ankadiya Mota, Varudi, Vadera, Kerianagras, Lalavadar, Fatehpur, and State Highway numbers 34, 351, 33, and 110. Below the map, there is a summary box for Amreli:

**Amreli**  
City in India

Amreli is a city and a municipality in Amreli district of the Saurashtra region in the state of Gujarat, India. It is district headquarter. [Wikipedia](#)

Elevation: 128 m  
Weather: 27°C, Wind NW at 8 km/h, 75% Humidity  
Hotels: 3-star averaging ₹ 2,609. [View hotels](#)  
Population: 105,573 (2011)  
Area code: 02792

K7UltimateSecurity Successfully completed the

Here we can observe that images search results for amreli is integrated into traditional web search results. This image search result is an example of vertical search. Similarly, Google has integrated other entities like news, videos, maps and many other results as part of traditional search results.

Google search results for "swami vivekananda speech in hindi". The search bar shows "swami vivekananda speech in hindi". Below it, there are tabs for All, News, Images, Videos, Maps, and More. The "All" tab is selected. The results include:

- स्वामी विवेकानंद जी का भाषण | Swami Vivekananda ...**  
www.gyanipandit.com › Hindi Speech ▾ [Translate this page](#)  
Mar 10, 2016 - Swami Vivekananda Speech – स्वामी विवेकानंद जी के .... Please Note: आपके पास Swami Vivekananda Speech In Hindi में और ...
- Swami Vivekananda Chicago Speech in Hindi स्वामी ... - YouTube**  
 https://www.youtube.com/watch?v=6g7\_K\_f9NKU ▾  
Jul 5, 2013 - Uploaded by AchhiKhabar  
स्वामी विवेकानंद द्वारा शिकायो में दिया गया ऐतिहासिक भाषण Historical Speech given by Swami Vivekananda in ...
- स्वामी विवेकानंद भाषण Swami Vivekananda Chicago Speech ...**  
www.achhikhabar.com/.../swami-vivekananda-chicago-speech-in-hi... ▾ [Translate this page](#)  
Sep 13, 2017 - Com पर हम आपके साथ Swami Vivekananda द्वारा 1893 में Parliament of Religions, Chicago में दी गयी inspirational speech HINDI ...

## ➤ The Opportunity Unleashed

- As we noted at the beginning of this chapter, the opportunity in vertical search was significant before the advent of **Universal Search and Blended Search**.
- However, that opportunity was not fully realized because many users were not even aware of the **vertical search properties**.
- With the expansion of Blended Search, the opportunities for vertical search have soared.

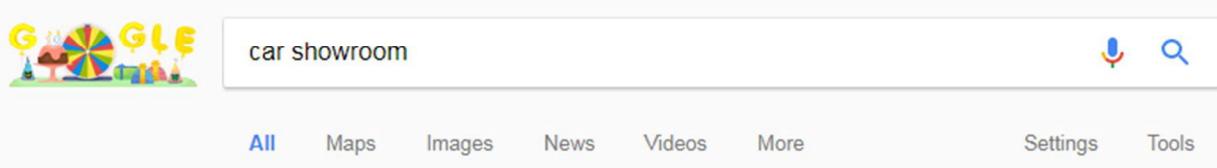
TABLE 9-2. Most popular Google properties, July 2011

Rank	Name	Number of searches	% of total
1	Google ( <a href="http://www.google.com">http://www.google.com</a> )	6,243,892,993	60.35%
2	YouTube ( <a href="http://www.youtube.com">http://www.youtube.com</a> )	2,672,070,772	25.83%
3	Gmail ( <a href="http://www.gmail.com">http://www.gmail.com</a> )	874,662,958	8.45%
4	Google Maps ( <a href="http://maps.google.com">http://maps.google.com</a> )	229,291,754	2.22%
5	Google News ( <a href="http://news.google.com">http://news.google.com</a> )	61,541,405	0.59%
6	Google Docs ( <a href="http://docs.google.com">http://docs.google.com</a> )	48,207,545	0.47%
7	Google Translate ( <a href="http://translate.google.com">http://translate.google.com</a> )	37,175,399	0.36%
8	Picnik.com	31,166,949	0.30%
9	Google Video ( <a href="http://video.google.com">http://video.google.com</a> )	26,162,413	0.25%
10	Google Chrome ( <a href="http://www.google.com/chrome">http://www.google.com/chrome</a> )	24,137,868	0.23%

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## # Optimizing for Local Search

- **Most of the search engines have their search volume local in nature.**
- This could be known from data released by **Bing in 2010** showing that most of their mobile search volume was **local in nature**.
- In same way, **Google also** published a data in 2011 showing that 20% of the desktop search volume was also local in nature.
- With such a tremendous increase in **local search volume**, most of the search engines are moving towards **local directory information**.
- With integration of application that are more specific for local search such **Google Maps, Yahoo Local, and Bing Maps** users are getting specified based on just keyword search.



About 2,28,000 results (0.40 seconds)

Rating ▾ Hours ▾

**Atul Motors Pvt Ltd**  
3.9 ★★★★★ (23) · Car Dealer  
S R no.151/152,, Amreli Bypass Road · 1800 3000 3838  
Open until 8:00 PM

**Siddhivinayak Motors Pvt. Ltd.**  
3.0 ★★★★★ (1) · Car Dealer  
Lathi road., GJ SH 33 · 098791 09027  
Open until 7:00 PM

#### ➤ Foundation: Check Your Local Listings

- Today, literally thousands of **online directories and websites** offer up guides to **local businesses**.
- So, if you have a local business or a chain of shops, where do you start? The best place to start is by validating your data with the search engines themselves.
- **Search engines** will place great emphasis on data you validate directly with them, treating it as **highly trusted**.

#### ➤ Search engine local management portals

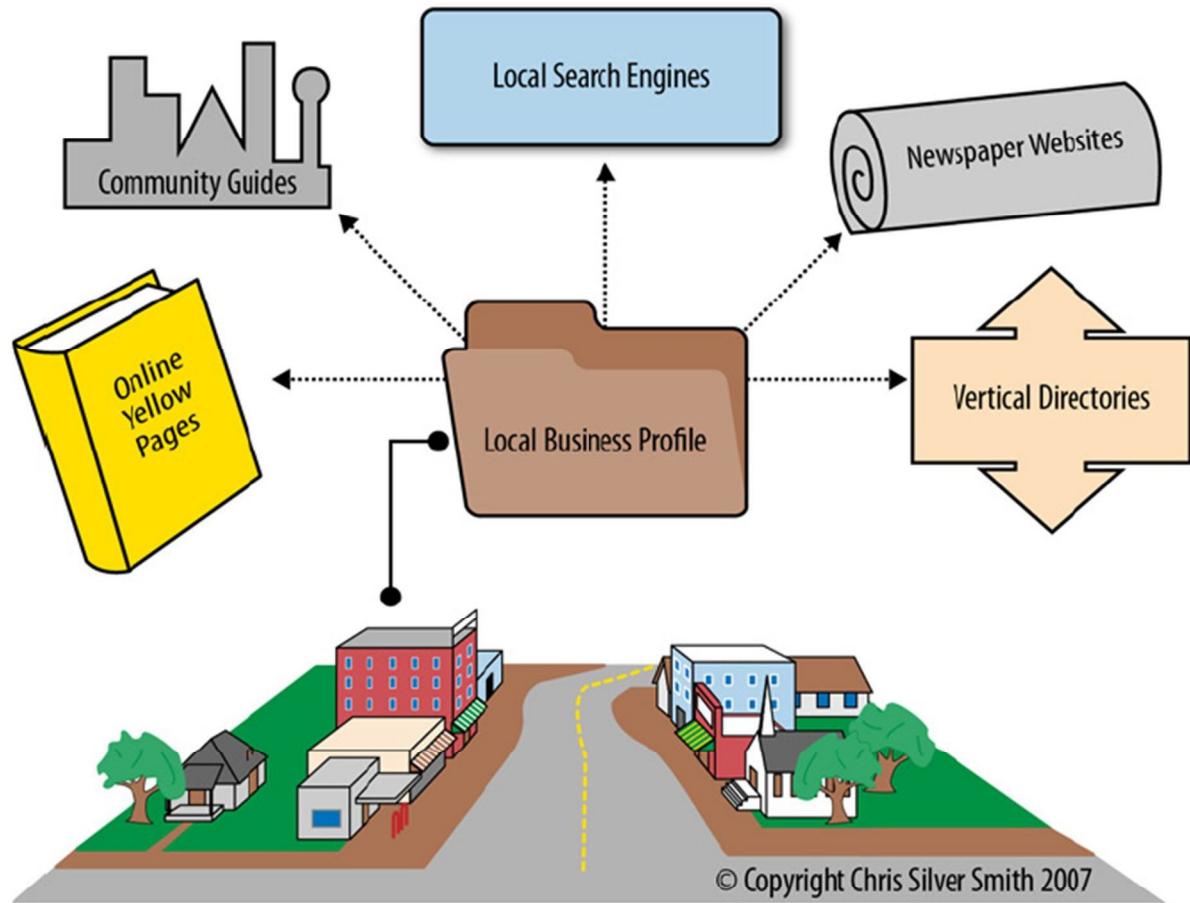
- The **major search engines provide you with tools to directly interact** with the business profile data they will use to rank your business in local search results.
- Ensuring that the data they have on file is **current, accurate, and optimized is obviously** in your best interest.
- You can find the local management portals **for Google, Yahoo!, and Bing** at the following URLs:

- **Google Places listings:** <https://www.google.com/accounts/ServiceLogin?service=lb>
- **Yahoo! Local:** <http://listings.local.yahoo.com/account/>
- **Bing Local Listing Center:** <http://www.bing.com/businessportal/>

#### ➤ Here are the key guidelines for making choices for these data elements:

1	Business Name
2	Address

3	Phone Number
4	Website
5	Description Google provides you with a 200-character description field.
6	Categories Category selection provides a very strong clue for the search engine to decide what kinds of searches your business is relevant to.



### ➤ Directories and aggregators

- Directories can be built from the **local phone company's database** information, but no one phone company covers the entire country.
- Because of this, companies that host nationwide directories are primarily getting their content from data aggregators to form the foundation of their guides.
- **Data aggregators** build their content from a variety of sources, such as local-area print yellow pages, to have information that is as comprehensive as possible.

### ➤ Additional local info guides

- Search engines are not the only source for **local business information**. Some of the more notable alternatives include the following:

Additional local online Yellow Pages
Additional vertical directory sites
Newspapers
Chambers of Commerce
Online classifieds and eBay
Local guides
Specialty Yellow Pages <ul style="list-style-type: none"> <li>• Christian Yellow Pages</li> <li>• Jewish Yellow Pages</li> <li>• Black Business Planet</li> <li>• National Green Pages</li> <li>• Indian Yellow Pages</li> <li>• Hispanic Yellow Pages</li> <li>• Dog-friendly businesses</li> </ul>

### ➤ Introduction to Local Business Profiles

- Increasingly, **online directories and local search engines** are adding more dimensions of information onto a business's basic listing.
- **Providing as much detailed information about your company** as possible through these profiles could be beneficial in terms of converting users of those sites into new customers for you, **but the primary benefit is the impact** that this data has on your rankings in local search.

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### # Optimizing for Image Search

- Optimizing for image search can be a smart strategy for **many search marketers**.
- Even if you're working on a site that you **don't feel truly lends** itself to an image optimization strategy, you may be able to leverage images or photos on **your website for SEO**.

**There are a few different ways that image search optimization can help to improve traffic and conversions for your site:**

<b>A) Subtle reputation management</b>	Images of your products/services/facility assist consumers during the research phase of their shopping, and lend an implicit message of openness/forthrightness to your business.  Providing generous numbers of images says you don't have anything to hide, and it will improve consumer confidence in
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	your company, increasing the chances that they'll decide to do business with you.
<b>B) Shopping via image search results</b>	<p>Increasingly, consumers are searching for products via image search engines because they can rapidly find what they are seeking without having to dig through promotion-laden websites.</p> <p>If your products can be found in the image search engine, you have an improved chance of being found by those people. With no pictures, there's zero chance of being found in image search.</p>
<b>C) Increased chances of showing up in Universal/Blended Search results</b>	Performing image search optimization improves your chances of showing up in additional positions on the main search results pages, as Universal Search pulls image search content into the main SERPs for some keyword search terms.
<b>D) Empowering others to promote you</b>	<p>If you have a flexible enough organization and you hold the legal copyrights to your images,</p> <p>you can allow others to reuse the images in return for promotion of your site/business.</p>

#### ➤ **Image Optimization Tips**

- In comparison to indexing pages that are rich with **text content, indexing images** is much more difficult for search engines to perform.
- The image itself provides few clues to the content within it.
- Google is known to be experimenting **with artificial intelligence algorithms to improve detection of image content.**
- **For example**, you can drag the image of a well-known person or place onto the **Google Image search box (<http://images.google.com>)**, and Google will attempt to identify the contents and show you other similar images.
- Search engines are also experimenting with techniques such as optical **character recognition (OCR)** to read text content within images, but most images don't have any text to read.
- **Search engines** also make use of **facial recognition software** to be able to determine when an image is of a face versus a body, or something else entirely.

**You can do a number of things to further optimize your images. Here are the most important things you can do:**

**1)** Make sure the image **filename** or **img src** string contains **your primary keyword**. If it is a picture of Prakash, name the prakash.jpg and/or have the src URL string contain that keyword, as in <http://example.com/img/prakash.jpg>.

**2)** Always use the image alt attribute

example:



**3)** Avoid query strings for **img src** tags, just as you should for page URLs. Or, if you must use URLs that include query strings, use only two or three parameters.

**4)** Use **good-quality pictures**, which will read well when shown in thumbnail format.

Good contrast is typically the key here.

**5)** Do not save images as graphics **files with embedded thumbnails**—turn this feature off in **Photoshop** and other **image editing software**.

**6)** **Don't store the image in a sidebar** column with your ads or inside the header/footer navigation elements; otherwise, the search engine algorithms will ignore the image as irrelevant, just as they ignore page decor and navigation graphics.

**7)** **Have a proper copyright license!** You need to have a proper license to display the images found on your site so that you don't get sued.

**8)** If you are using images that may also be displayed on other websites, store/display them at different sizes from how they were provided to you. **Don't change only their HTML img tag height/width parameters;** reduce the size of the images or increase or decrease their compression and then resave them so that they have different file sizes.

**9)** Make sure that your robots.txt file does not block the crawlers from accessing your image file directories.

**10)** If it is a fit for your business, specify that others are free to use your images for online display as long as they link back to your website from a credit line below or adjacent to the image, where they display your copyright notice.

➤ **Optimizing Through Flickr and Other Image Sharing Sites**

- Flickr is one of the strongest image sharing sites in terms of **search optimization potential**.
- No other image sharing site has the same level of **domain authority, crawlability, keyword-focusing signals, and cross-referencing potential** (the ability to link to your website from photo pages).
- Note, though, that while Flickr does allow you to link to your site, those links will be **NoFollowed**.
- The main benefit to be gained by optimizing in Flickr is that a well-optimized page can rank in the search engines for key terms, and provide you with more than one listing on those terms in the search results.



hyundai i20 sportz on flickr


[All](#) [Images](#) [News](#) [Videos](#) [Maps](#) [More](#)
[Settings](#) [Tools](#)

About 3,260 results (0.86 seconds)

### Images for hyundai i20 sportz on flickr


[More images for hyundai i20 sportz on flickr](#)
[Report images](#)

#### [Hyundai Elite i20 | Flickr](#)

<https://www.flickr.com/photos/motorbeam/albums/72157646696032895/>  
2015 Hyundai Elite i20. ... Hyundai Elite i20. 2015 Hyundai Elite i20. Show more. 52 photos · 226 views. Faisal A Khan By: Faisal A Khan PRO.

#### [Hyundai Elite i20 vs Hyundai i20 Active | Flickr](#)

<https://www.flickr.com/photos/motorbeam/albums/72157654592121851/>  
Hyundai Elite i20 vs Hyundai i20 Active. ... Hyundai Elite i20 vs Hyundai i20 Active. Hyundai Elite i20 vs Hyundai i20 Active. Show more. 12 photos · 92 views.

#### [Hyundai-Elite-i20-39 | Faisal A Khan | Flickr](#)

<https://www.flickr.com/photos/motorbeam/14965427296>  
Hyundai-Elite-i20-39. Done. Comment. 857 views. 0 faves. 0 comments. Taken on August 19, 2014. All rights reserved ...

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## # Optimizing for Product Search

- **Google Product Search** is less popular than some of the other **Google-owned properties** (reference the Experian **Hitwise** charts shown at the beginning of this chapter).
- However, **top rankings for product-based businesses** in Google Product Search are critical.
- This is because the top three Google Product Search results sometimes make their way into the main web search results, grouped together as a **onebox** (these are specially grouped vertical search results added to the SERPs along with the traditional 10 blue links).
- This **Product Search onebox** can appear anywhere on the page—top, middle, or bottom.

### ➤ Getting into Google Product Search

- The first step toward optimizing your website for **Google Product Search** is to put together a feed for your products and submit them to the Google Merchant Center  
(<http://www.google.com/merchants/termsofservice?conturl=http://www.google.com/merchants/default>).
- Here, you can upload products in bulk and learn the specifics of the formatting of the feed.
- **To be included in Google Product Search, you need to upload true physical/tangible products.**

- The Google Merchant Center will accept other types of items, such as flights, hotels, car rentals, travel packages, and real estate, but such items will not get into Google Product Search.

"canon powershot"

All Images News Videos Books More Settings Tools

About 3,53,00,000 results (0.76 seconds)

Shop for "canon powershot" on Google Sponsored

Canon PowerShot ... ₹ 20,999 Amazon India	Canon PowerShot ... ₹ 11,000 Quikr	Canon PowerShot ... ₹ 20,142 TataCLiQ.com	Canon PowerShot ... ₹ 14,995 Croma	Canon Powershot ... ₹ 10,500 Quikr
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**PowerShot - Canon India**  
[www.canon.co.in/personal/products/compact-cameras/powershot?languageCode...](http://www.canon.co.in/personal/products/compact-cameras/powershot?languageCode...) ▾  
Browse through a wide range of Canon digital cameras in India and buy latest and best digital camera at competitive price with a highly sensitive PowerShot ...  
PowerShot SX430 IS · PowerShot SX60 HS · PowerShot G7 X Mark II · IXUS

**PowerShot SX730 HS - Canon India - Personal**  
[www.canon.co.in/personal/products/compact-cameras/.../powershot-sx730hs?...EN](http://www.canon.co.in/personal/products/compact-cameras/.../powershot-sx730hs?...EN) ▾  
Slim and compact with a 40x optical zoom lens, the PowerShot SX730 HS is a ...

### ➤ Product search optimization

Here are some of the basic things you can do to optimize your feed for Google Product Search:

1.	The most important optimization step is to make sure that your feed is accurate. Pricing must match exactly, taking into account all factors, such as shipping and handling.
2.	Change your feed whenever product availability or pricing changes
3.	Create descriptive, accurate item titles.
4.	<b>Use long-tail terms in your titles</b> , particularly for highly competitive products. Picking the right terms can be difficult, because there may be hundreds of long-tail terms to choose from.
5	Seller ratings play a big role in rankings in Google. Manage your ratings at contributor sources such as DealTime, NexTag, PriceGrabber, ResellerRatings, and Shopzilla.
6	Product ratings are also important. Get your products rated on sites such as Epinions.com.
7	It appears that product names plus brand names in item titles are the best choice. You cannot really invoke non-brand name searches effectively in Google Product Search.
8	Always include product images. Google Product Search has a preference for

	<p>products that display a product image</p> <p><b>Here are some tips for product images:</b></p> <ul style="list-style-type: none"> <li>— Google converts images to 90x90 pixels to display thumbnails. Therefore, square pictures will take better advantage of the available space.</li> <li>— Ensure that the product is sized as large as possible in the picture.</li> <li>— Higher-contrast pictures are easier to read in thumbnail size. Make sure the pictures are not muddy/low-contrast.</li> <li>— Make sure the products appear clearly against their backgrounds.</li> </ul>
9	<p><b>Other factors that also may play a part include the following:</b></p> <ul style="list-style-type: none"> <li>— The perceived authority of the domain</li> <li>— Specific <b>pricing details</b> (may be used to sort results)</li> <li>— The <b>website's ranking</b> for the keyword in web search</li> <li>— Whether any of the products are deemed "adult" (if so, all of your products might get filtered out due to <b>SafeSearch</b>)</li> <li>— Users specifying Google Checkout items only</li> <li>— The number of users who have added your Google Product items to their individual Shopping Lists within Product Search, or placed them on their Shared Wish Lists</li> </ul>

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## # Optimizing for News, Blog, and Feed Search

- News, blog, and feed search are another large potential area of opportunity for optimization.
- This has a bearing not only on obtaining traffic directly from the search engines, but also in promoting your business in whole new ways.



### ➤ RSS Feed Optimization (Rich Site Summary/ Really Simple Syndication)

- There is a difference between Blog and RSS.
- Blog are generally used to represent user views on a specific content topic.

- RSS feeds are special web feed format that are used to publish frequently updated information such as blog entries , news headlines, stock reports and many other things

### **Here are the basics for RSS feed optimization:**

1.	<p>If practical, use the full text of your articles in your feeds, not summaries.</p> <p>A lot of users want to read the full article in the feed without having to click through to your site.</p> <p>This is a case where you need to focus more on the relationship with the user than on immediate financial goals.</p>
2	<p>Consider multiple feeds. You can organize them by category, latest comments, and comments by post, and so on.</p>
3	<p>An RSS feed that contains enclosures (i.e., podcasts) can get into additional RSS directories and engines, as there are many specialized directories just for podcasts or other types of media.</p>
4	<p>Make it easy to subscribe. Ideally, users should have to click only once to subscribe via their favorite aggregator.</p> <p>You can do this through "Add to _____" (My Yahoo!, Bloglines, Google Reader, etc.)</p> <p>buttons on your site.</p> <p>Also make sure to implement &lt;link&gt; tags for auto-discovery (e.g., &lt;link rel="alternate" type="application/rss+xml" title="RSS" href="http://feeds.stephanspencer.com/scatterings" /&gt;) in the &lt;head&gt; section of your web pages.</p>

### **➤ Other RSS Optimization Considerations**

- Sites using your feeds for themed content for SEO purposes could strip out your links or cut off the flow of link juice to your site by using the **rel="NoFollow" attribute**, or by removing the **hrefs** altogether. Scan for that and cut off any offenders by blocking their **IP addresses** from accessing your feeds.
- Make sure you own your feed URL if you use an RSS hosting service. **FeedBurner** is an example of a service that allows you to continue to own your feed domain (<http://searchengineland.com/stay-master-of-your-feed-domain-10234>). Remember the days long ago when people put their Earthlink.net email addresses on their business cards? Don't repeat that mistake with RSS feeds.
- Use Pingomatic.com to ping the major feed services, as it will notify all of those services every time you make an update to your blog.

### ➤ **Blog Optimization**

- **Blogs are great publishing platforms for those who want to write articles on a regular basis.**
- First, they make it easy to publish the content. Authors only need to log in and use a relatively simple set of menu choices to input what they want to publish, preview it, and then proceed to publish it. It is far easier than coding your own HTML pages by hand.
- In fact, it is so easy that entire websites have been built using **WordPress** as the sole publishing platform.
- These sites are also typically easy to set up and configure.
- The world's most popular blog platform is **WordPress**, but the blog platforms from **Movable Type** and **TypePad** are also popular.

### ➤ **Structural blog optimizations**

- As we have discussed throughout this book, there are many key elements to successful SEO. These include things such as title tags, heading tags, good content, inbound links, and SEO-friendly architecture. Although the various blog publishing platforms are great,
- they can **sometimes also require tweaking to achieve optimal SEO results:**
- Blogs usually offer the ability to categorize each post. Make sure the tag name is used in the title of that tag page.
- Override default title tags with custom ones. You can do this using plug-ins such as the All in One SEO Plugin (<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>). Along with many other SEO features, this plug-in allows you to supply a custom title tag, defined through a custom field in a post or a page.
- Rewrite your URL to contain keywords, and to use hyphens (preferred over underscores) as word separators. Do not let the blog platform include the date in the URL. If you are concerned that too many words in the URL can look spammy, consider post slug shortening with a WordPress plug-in such as Clean Trunks (<http://www.adamwhippy.com/my-work/seo-plugin-wordpress-urls/>).

### ➤ **Optimizing your anchor text**

Anchor text is just as important in blogging as it is in general SEO. You need to leverage it as much as you can. **Here are some specifics:**

- Make the post's title a link to the permalink page. You do not want your only link to the post to say "**Permalink.**"
- Use a tool such as Open Site Explorer (<http://www.opensiteexplorer.org>) or Majestic SEO (<http://www.majesticseo.com>) to see who is linking to your site.

- Internally link back to old, relevant posts within the body of a blog post. Don't use here or previously or similar words as the anchor text; use something keyword-rich instead.

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## # Others: Mobile, Video/Multimedia Search

- In recent times, mobile and video search are rapidly growing. Growth in the technology has presented many challenges. Such challenges require a unique way of handling them.

### ➤ Mobile Search

- Mobile search is a dynamic and growing market.
- In June 24, 2011, group product manager for mobile ads at Google, Paul Feng, told **Mashable**, "Google has seen mobile search grow at an exponential rate; it's increased five-fold worldwide in the past two years."
- Mobile search queries focus more heavily on immediate decisions.
- Estimates suggest that 30% of mobile searches are to find an address or directions.



### ➤ User-agent detection

- At the beginning of each browsing session, the user's hardware and browser combination will communicate a unique identifier to the website's web server, known as the user agent.
- This string identifies the nature of the hardware and software making the request.
- The best practice for mobile site design, and hence for mobile SEO, is to detect the incoming user agent and show the user the appropriate version of your site.
- If you are using the same URLs for your mobile site, you simply show them the alternative version of your content.
- If you are using a mobile subdomain you will want to redirect mobile users to that subdomain.

- It is important that you include the user agents used by Googlebot-Mobile in the list of user agents that you detect and treat them the same way that you will treat mobile users for the same device types.
- Googlebot-Mobile has one user agent for smartphone specific content and two designed for feature phones.

For other devices, you can create a small web page and put this code on it:

```
<?php echo $_SERVER['HTTP_USER_AGENT']; ?>
```

Once that is in place, visit the page with your mobile device and you will see the user-agent string.

This allows Googlebot to be aware of your mobile pages even prior to Googlebot-Mobile learning about them. The syntax for the tag is as follows:

```
<link rel="alternate" media="handheld" href="alternate_page.html" />
```

### ➤ Common considerations for a mobile site

There are some recommendations that hold true regardless of whether you choose a same-URL approach or a mobile-subdomain approach. These are:

1	Create a small, lightweight, fast-loading site ( <b>&lt;20 KB per page</b> ). Mobile devices have limited bandwidth for communication.
2	Use the <b>XHTML Basic 1.1 DOCTYPE</b> (with XHTML MP 1.2, cHTML, or WML 1.3). This is important to make sure your site renders properly on the majority of mobile devices that may be used to access your site.
3	<b>Use UTF-8</b> character encoding.
4	Perform on-site <b>keyphrase</b> optimization as usual
5	Avoid use of Flash media interfaces/content because these do not render on most phones. <b>Use only JPEG or GIF images.</b>
6	Check that your mobile-friendly URLs' DTD (Document Type Declaration) declarations are in an appropriate mobile format, such as XHTML Mobile or Compact HTML.
7	Set a reasonable Cache-Control value, such as 600 (10 minutes), to tell your browser to keep a local copy instead of requesting a new copy from the server if the local copy hasn't expired. This saves on download time.
8	Speed up your page load times by reducing DNS lookups. This can be done by combining files (such as script files) or removing unnecessary images.

### ➤ Video Search Optimization

- Video search optimization is in its infancy, but it is **growing rapidly**.
- The increasing penetration of high-bandwidth Internet connections is going to drive more and more demand for online video content.
- So, creating video content and optimizing it is something you should consider.
- The problem is that video search engines have not yet been able to look inside the videos to tell what their content is from a human "**eye**" perspective.

- For that reason, they rely on other on-page factors, the metadata within the video file itself, and inbound links and anchor text to determine what a video is about.

### ➤ **Video optimization tips**

- There are other things to consider in optimizing videos:
  1. Have a content that may attract different users.
  2. Use word video on a regular basis through any metadata.
  3. Create video that may strengthen the message of the brand.
  4. Having some reasonable length of the video may attract more users.  
Video with longer length may not attract more users.
  5. Use some preferred format such as .mov, .avi or .wmv only
  6. Use thumbnails that can attract users for viewing the videos
  7. Provide an option for rating videos. Search engines would consider video having high ranking first
  8. Use watermark in the commercial content for site. They may include the originally of the video
  9. Use an attractive and keyword rich title for the video. Most of the users view videos viewing title tags only.
  10. For voice recognition based on video and audio content index, we should video scripts that are keyword rich and relevant
  11. Add appropriate keywords in link text for the file. Anchor text with rich keywords set can generate a lot of traffic.
  12. Having keywords as the file name and in URL can get more traffic to video

-----All The Best-----

prakashgajera-----