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UNIT 5: Tracking Results and Measuring Success
An Evolving Art Form: The Future of SEO

- ➢ Why Measuring Success Is Essential to the SEO Process
- ➢ Measuring Search Traffic
- ➢ Tying SEO to Conversion and ROI
- ➢ Competitive and Diagnostic Search Metrics Key Performance
- ➢ Indicators for Long Tail SEO
- ➢ The Ongoing Evolution of Search
- ➢ More Searchable Content and Content Types, Search becoming More Personalized and User-Influenced
- ➢ Increasing Importance of Local, Mobile, and Voice
- ➢ Recognition Search
- ➢ Increased Market Saturation and Competition
- ➢ SEO as an Enduring Art Form

UNIT 5

Tracking Results and Measuring Success an Evolving Art Form: The Future of SEO.

> ➢ Introduction:

- ✓ Since the nature of what SEO practitioners do is not clear to many people, the expert practitioner knows how important it is to establish quantifiable goals and demonstrate results.
- ✓ Expectation management is key, and effective communication of timetables for deliverables and improvements is crucial to the success of any SEO project.

- ✓ Web analytics and other data-mining tools can provide a rich array of data that is invaluable to the SEO process.

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✓ However, thousands of tools are available, and it can be difficult to figure out which ones you need to use, which ones are merely nice to have, and which ones are not worth the time.

Q.1 Explain Why Measuring Success Is Essential to the SEO Process in detail.5M

✓ Measuring progress of efforts is the key to be successful.

✓ Measurement of efforts during SEO project is essential to know the effectiveness of efforts,

✓ To review the work done, to produce reports and to control the project time line chart during the planning.

➢ SEO project development has following steps:

1. Define goals and strategy to achieving all the goals.
2. Review your strategy and refined (update) to achieve objectives.
3. Establish and finalize the baseline to measure the progress.
4. According to the plan, Work on the project is started and link structured established.
5. Data collection and its examination.
6. Result extracted from data examination and this result must verify with minimum baseline of your SEO plan.
7. Again review, verify and refine your site.

➢ Following factors need to be considered while measuring the effectiveness of the site.

- Traffic rate
- Lead generation
- Revenue
- Branding value
- Acceptance

➢ Search engine practitioner must ensure the metrics to measure efforts used in the development of websites.

1. Measure natural search traffic by the search engines and keywords.

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2. Measure the baseline of keywords that generate maximum traffic.
3. Measure the section of the web site which generates maximum traffic.
4. Measure the data which has higher conversion rate.
5. Measure and identify poor performed pages.
6. Measure and identify best performed pages.
7. Measure search engine crawler activity on the site.
8. Determining the number of indexed pages
9. Identifying 404 error pages and external sites linking to these pages, if any.

✓ In the world of web analytics, this is referred to as picking actionable **key performance indicators (KPIs).**

➢ In short, measurements are used to verify and validate the web site and to ensure whether the website is capable to meet the goals for which the site is developed.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	KPI stand for…	Key Performance Indicators
2	404 errors are related to….	Redirection
3	Conversion means …..	If visitor converts into customer then it is known as conversion.
4	Which pages measured by analytics software…..	Good and poor pages

Q.2 Discuss Measuring Search Traffic in detail. 5M

➢ TO measure the search traffic following factors is required.

1. Find and measure the keywords
2. Identify and measure inbound links.
3. Find and measure the conversion rate and traffic.

➕ **Basic Overview:-**

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✓ Your hosting company most likely provides a free web analytics solution, such as AWStats, Webalizer, or something similar.

✓ Although these tools provide valuable data, they are very limited in scope, and other tools out there provide significantly more data.

✓ Here are some of the best-known options:
  • Google Analytics
  • Woopra
  • Clicky
  • Piwik
  • Yahoo! Web Analytics
  • Web trends

Selecting the Right Analytics Package:

✓ Web analytics tools measure the site traffic in the following ways.

1. Log files tracking
2. JavaScript tracking

1. Log files tracking:

✓ The biggest advantage of the log file method is that it allows you to track search engine crawler activity on your site. This is something you cannot do in JavaScript implementations, because search engine crawlers do not execute the JavaScript.

✓ In addition, log file analysis allows you to track all of the following:
  • Users who don't have JavaScript enabled (or are using privacy or ad filters)
  • Media types beyond HTML
  • Partial requests (incomplete page loads and load errors)

✓ Another major advantage of a log file-based solution is that you run the software in-house, so no third party has a copy of a log file with your proprietary traffic data on it.

✓ This distinction can be a big win in terms of security for some organizations.

2. JavaScript tracking:

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✓ Some other key advantages of JavaScript tracking include the following:
  • Tracks outgoing link requests
  • Tracks events that don't involve HTML requests, such as playing a video
  • Records visitors' screen resolutions

✤ Valuable SEO Data in Web Analytics:-

✓ You can extract all kinds of data from web analytics. Let's take a look at a few of the more interesting types of information you may want to extract.

✤ Traffic by search engine:

✓ One of the first things you may want to know is the breakout of traffic by search engine.

✤ Traffic by keyword:

✓ One of the basic data points of interest for an SEO practitioner is what search terms are bringing traffic to the website.
✓ This provides a quick way to see where the SEO campaign is going well, and where it is not going so well.

✤ Branded versus non branded traffic:

✓ Branded search traffic refers to traffic that comes to your site through queries that involve your company name or product brand name.
✓ Non branded search traffic is much more valuable because it represents organic long-tail search traffic to your site.

✤ Number of pages getting search traffic:

✓ An indirect way of measuring effective indexation is to keep an eye on how many pages are getting search traffic.

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✓ This number should represent a subset of the total pages indexed, but it is more valuable because these pages were not just indexed, but ranked highly and were interesting enough that visitors decided to click on the listing.

➕ Referring Sites:

✓ Referring site reports are useful for a number of reasons, but one of the more interesting SEO reasons to look at these reports is to spot when you receive new links. You can often see those new links in these reports first, even before the search engines report them.

➕ Action tracking:

✓ It allows viewing the death of search on the basis of visitor's actions on the website.

➕ Using Analytics Dashboards

✓ In analytics terms, a dashboard is a single-page view that contains your most critical metrics all in one place. Of course, your most critical metrics are likely to differ from those of the next publisher, because the needs of different sites vary greatly.

✓ In addition, multiple dashboards may be required in any given organization. For example, the CEO of a large public company probably wants to see different data (and a lot less of it) than a senior business analyst.

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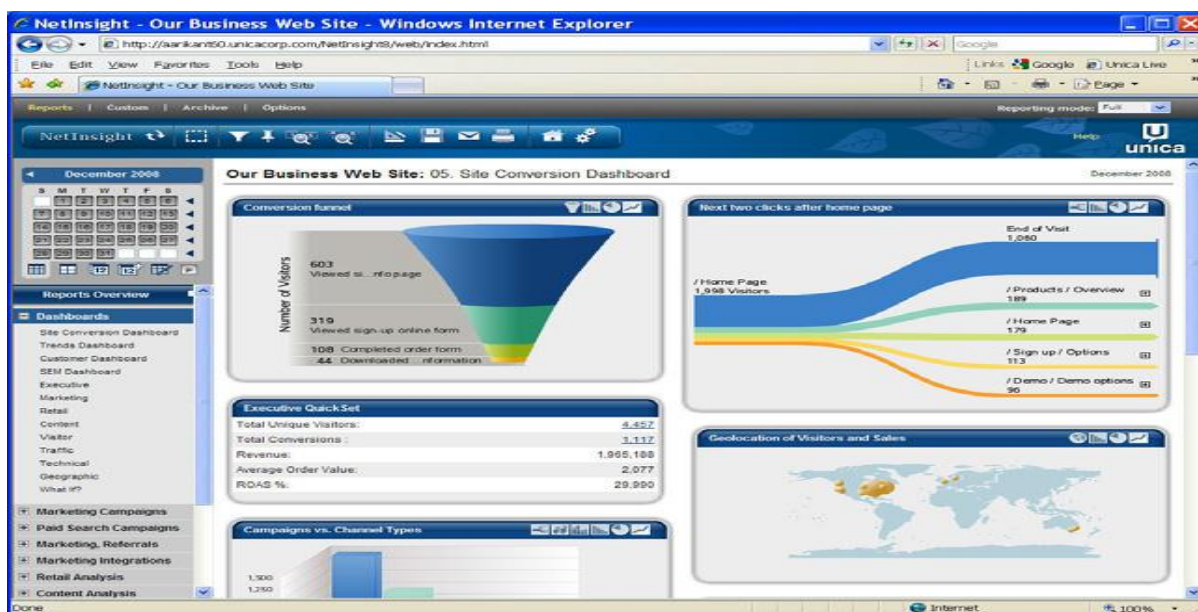| 2 – Vaishalinanagar,	3 – Vaishalinagar,
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FIGURE Custom dashboard

✓   In short measuring search traffic is essential for the every organization**.**

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	What is action tracking?	It allows viewing the death of search on the basis of visitor's actions on the website.
2	What is dashboard?	In analytics terms, a dashboard is a single-page view that contains your most critical metrics all in one place.
3	Write advantage of Log file.	The biggest advantage of the log file method is that it allows you to track search engine crawler activity on your site
4	List search measuring tools	Google Analytics Woopra Clicky

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		Piwik Yahoo! Web Analytics Web trends

Q. 3 Describe the Tying SEO to Conversion and ROI in detail. 5M

- ✓ It is compulsory to link search engine optimization efforts with optimization results. It includes conversions, Cross channel interaction and attribution.

1. Conversions:

- ✓ It is important to tie (connect) your SEO campaign to the results it brings to the business. Key to that is measuring the conversions driven by organic SEO traffic. Here are some of the most common types of conversions:

- ➢ Sales/sales revenue:

- ✓ This is the one most people think of when they think of conversions. Sales and sales revenue (or better still, margin) conversions can be the simplest things to track, provided you are not selling many different products at different price points and in different quantities. In that case, the process needs to be a bit more sophisticated

- ➢ Email/blog/newsletter subscriptions:

- ✓ Any time a user signs up to receive regular communications from you, it is a win. Even though this action does not have direct financial consequences, it is still a conversion.

- ➢ Sign-ups:

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✓ Closely related to subscriptions are other types of sign-ups. Perhaps you offer a service such as a tool that people need to sign up to use. Even if the tool is free, you should track this as a conversion.

  ➢ Downloads:

✓ Many sites offer free downloads, such as white papers, or free downloadable tools. Even if you do not require a sign-up of any type, you should still count a download as a conversion.

  ➢ Contact forms and phone calls:

✓ When someone contacts you, or requests that you contact him, it may count as a conversion.

  ➢ Visitors who share:

✓ This kind of conversion happens when a visitor shares the information she found on your site with someone else.

  ➢ Visitors who link:

✓ Users who visit your site and find its content useful, entertaining, or otherwise compelling may link to it from their own sites. Linking counts as a conversion.

  ➢ Visitors who publicize:

✓ Visitors can publicize your site by mentioning it in forums or blog comments, on social media sites such as Google+, Twitter, and Face book, or by writing about it on their own sites.

✓ SEO software packages such as Conductor Searchlight and Raven SEO Tools allow SEO professionals to view search ranking data together with traffic and revenue data. This enables them to tie natural search traffic to conversions, and therefore measure ROI.

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2. Cross channel interaction and Attribution:

✓ It has following points related to the interactions.
  - Television advertisement is a great form of cross channel interaction.
  - Sometimes users check various products from online market and purchase from the offline market and vice versa.
  - Sometimes users do searching form paid advertisements and purchase product from free searching options.

✓ Another issue to be aware of is that of attribution. The issue is that there is a tremendous amount of interaction between types of media.

3. Setting Up Analytics Software to Track Conversions:

✓ One of the great things about tracking conversions is that you can use the resulting data to focus your efforts.

✓ If certain keywords, pages, or referrers are showing much higher conversion rates than other sources, you may want to focus more of your SEO efforts on those rather than on something else that does not convert as well.

4. Conversion tracking strategy:

✓ An important step in conversion tracking is deciding what you want to call a conversion.

✓ It is important to consider all types of conversions, such as sign-ups, contact requests, downloads, and so forth. There is one other decision you need to make, though: how to value each conversion.

➢ Segmenting Campaigns and SEO Efforts by Conversion Rate:

✓ Now that you have conversion tracking set up, how do you use it to focus your SEO efforts? One of the things you will want to do is to track conversion data in different ways. Here are some examples of the things you may want to look at:

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- Conversions by keyword—what keywords are bringing the best results?
- Conversions by referrer—which traffic source is offering the best conversion?
- Conversions by web page—which pages on your site result in the highest Conversion?
- Conversions by initial entry page—which initial entry pages drive the most Conversions?
- Conversions by keyword and landing page—taking into account the highest-converting landing pages on your site, what keywords are the big hitters for Those pages?

5. The link bait bump:

✓ A specific example of how to use action tracking by referral source is to track a link bait bump.

✓ The idea is that after successful link bait draws thousands of visitors to your site, a small percentage of those visitors will stick around and continue to visit on a semi regular basis (this is particularly true if you're delivering fresh, valuable content on a regular basis).

6. Determining Project ROI:-

✓ Number of people searching for your keywords expected click-through rate from organic search Average conversion rate.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	ROI means…	Return on Investment
2	What is link bait bump?	A specific example of how to use action tracking by referral source is to track a link bait bump.
3	Who is tracking conversion?	Analytics Software

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Q.4 Explain about Competitive and Diagnostic Search Metrics in detail.3M/5M

- ✓ Numerous tools allow you to monitor your site and those of your competitors, providing insight into your SEO progress.
- ✓ You can also use these tools to figure out what your competitors are doing from an SEO perspective.
- ✓ This type of intelligence can provide you with new ideas on how to adapt your strategy to get better results.

✚ Site Indexing Data:

- ✓ It is valuable to know how many pages in your site are in a search engine's index. This is interesting for two reasons:
  - To determine whether important parts of your site are not in the index (if key parts Of the site are not in the index, you can embark on an effort to determine why)
  - To learn about your competitors' sites and strategies.

- ✓ One important thing to note is that the results that site: commands return are fast estimates, and aren't as accurate as the reports generated by Google Webmaster Tools based on your XML Sitemap. You can use them to give you a general impression, but that is all.

✚ Link Building, Link Tracking, and Link-Based Metrics (Including Anchor Text Analysis):

- ✓ Measurement of link-building campaigns is another must for the expert SEO practitioner.

- ✓ This can help you refine your campaigns to bring better results, compare link growth to your search rankings, and perform analysis to see how your campaigns are faring compared to the efforts of your competitors.

  - ➢ **Extra Knowledge:**

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1. What is Back links?

✓ **A back link is a link created when one website links to another. Back links are also called "inbound links" or "incoming links." Back links are important to SEO.**

2. Why are back links important?

✓ **Back links are especially valuable for SEO because they represent a "vote of confidence" from one site to another**

Website A

Site A has an external
link to Site B

Backlink

Website B

Site B has a backlink
from site A
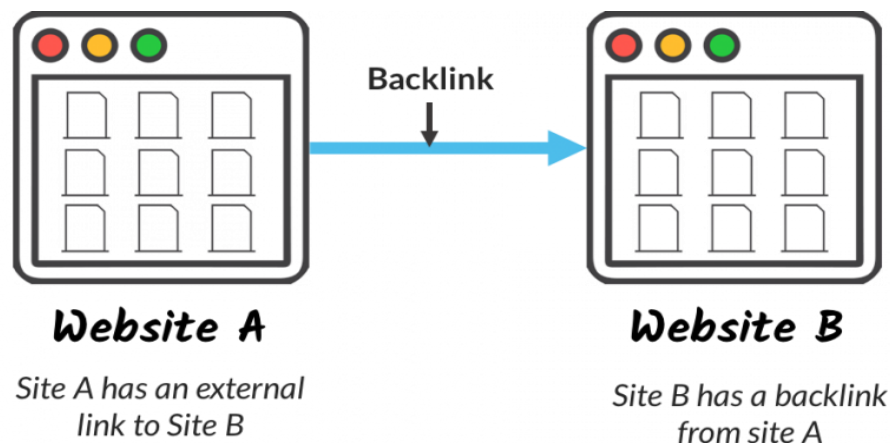
➕ Search engine–supplied tools

✓ There are three basic tools for checking back links:

• Google Webmaster Tools is a powerful start. With Google WMT, a website publisher
Can easily download a spreadsheet of all the links Google has in its database to that site
(Note that Google might not include some links that it does not consider significant).
Publishers can see only the links to their own sites.

•Bing Webmaster Tools is also a great asset. It offers a similar capability for
Downloading a spreadsheet of the links that Bing has in its database for a site. Once
Again, publishers can use this tool only to see the links to their own site.

• For quick and dirty link totals, you can use a Firefox plug-in known as Search Status.

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This plug-in provides basic link data on the fly with just a couple of mouse clicks.

✚ Third-party link-building tools:-

➢ A variety of third-party link-building tools are also available.

1. Link Maps:

✓ Developed by Bruce Clay, Inc., Link Maps (http://www.linkmaps.com) allows you to Map the back links of any website, including your competitors'.

✓ Link Maps gathers the initial data from the search engines and then adds some Advanced filtering, including:
• Removing pages that return 404 errors
• Removing pages that do not have a link
• Limiting results to no more than four pages per domain
• Filtering out guest books
• Identifying possible link farms

2. Conductor Searchlight:

✓ This platform provides a rich toolset for link building for enterprise marketers. It provides deep insight into both you and your competitors' back link profiles in easy-to-understand charts that automatically update as the landscape changes.

3. Stone Temple Consulting Link Focus:

✓ Stone Temple Consulting Link Focus is a link-building research tool that uses a proprietary algorithm to identify the most important links to a given website.

4. Google Blog Search:

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- ✓ It is well known that the link: command works poorly in Google Web Search. For whatever reason, Google has decided to return only a small sampling of data when people use that command.
- ✓ However, interestingly enough, you can get more data on your backlinks using Google Blog Search—and it reports more than just the blog links

5. Exalead:

- ✓ Exalead has developed a European search engine (http://www.exalead.com/search/) that offers capabilities that include a link: command. What make Exalead particularly interesting is the advanced filtering capabilities

6. Ranking:

- ✓ Many people get obsessed with checking their rankings. Rankings do have some correlation with traffic. However, do not spend too much time on this activity.

- ✓ For one thing, many tools that are available today for checking rankings scrape Google results, which is against Google's Webmaster Guidelines.

- ✓ Rankings data can be helpful in a few scenarios, however:
  - Where a #1 (or a very high) ranking for a trophy search term provides brand value
  - When there is a sudden significant change (such as a move from position #5 to #50, or A similar change in the other direction)
  - Where a long-term trend can be established, such as a steady improvement in position, Or a steady decline
  - In aggregate, where you can measure a site's overall activity and popularity

- ✓ Authority Labs also provides an array of reporting tools that help you track rankings across the major search engines. A sample screenshot is shown in Figure 10-33.

*1 WORD QUESTION ANSWERS:-

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SR. NO	QUESTIONS	ANSWERS
1	Search engine diagnosis tools are…	Google webmaster, Yahoo webmaster, Bing Webmaster
2	Third party diagnosis tools are….	Landscape Link diagnosis Link map Google blog Exalead
3	Analysis of website Ranking is useful in diagnosis….	Yes

Q.5 Explain the Key Performance Indicators for Long-Tail SEO in detail.5M

- ✓ Long tail is a very important field of search engine organization

- ✓ Following matrices are available to know the effectiveness of the long tail terms.

➕ Branded-to-non branded ratio:

- ✓ This is the percentage of your natural search traffic that comes from branded versus non branded keywords.
- ✓ If the ratio is high and most of your traffic is coming from searches for your brand, this signals that your SEO is fundamentally broken.
- ✓ The lower the ratio, the more of the long tail of natural search you likely are capturing. This metric is an excellent gauge of the success of your optimization initiatives.

➕ Unique crawled URLs:

- ✓ This is the number of unique (non duplicate) web pages on your site that are crawled by search engine spiders such as Googlebot.

➕ Search visitors per contributing page:

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✓ This is the percentage of unique pages that yield search-delivered traffic in a given month. This ratio essentially is a key driver of the length of your long tail of natural search.

Keywords per page:

✓ This is the average number of keywords each page (minus the freeloaders) yields in a Given month. Put another way, it is the ratio of keywords to pages yielding search Traffic.

Search visitors per keyword:

✓ This is the ratio of search engine–delivered visitors to search terms. This metric Indicates how much traffic each keyword drives and is a function of your rankings in The SERPs.

Index-to-crawl ratio:

✓ This is the ratio of pages indexed to unique crawled pages. Just because Googlebot crawls a page doesn't guarantee it will show up in Google's index.

Search visitors per crawled page

✓ Calculated for each search engine separately, this is a measure of how much traffic the engine delivers for every page it crawls. Each search engine has a different audience size.

➢ **Conclusion:**

✓ One of the biggest challenges for an SEO professional is the relatively long delay between Implementation and results.
✓ Paid search campaigns can begin to show results in 24 hours, yet For SEO the process can take months.
✓ This makes effective measurement of results and progress Critical.
✓ Putting the right analytics tools in place can provide the accountability required by budget managers.

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✓ For the SEO practitioner, it can also provide valuable insight that can be used to tune and tweak campaigns for the best possible results.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Full form of KPP is …	Keywords per page
2	Unique crawled URLs means…	Non duplicate pages of your site.
3	Index-to-crawl ratio means…	This is the ratio of pages indexed to unique crawled pages. Just because Googlebot crawls a page doesn't guarantee it will show up in Google's index.

Q.6 Discuss the Ongoing Evolution of Search in detail.3M/5M

✓ Search has come a long way, and will continue to progress at a faster and faster pace. Keeping up with these changes, the competitive environment, and new and emerging technologies provides both a challenge and an opportunity.

- Google search volume had grown 1,000 times since 1999.
- Google has more than 1,000 times the machines it had in 1999.
- Latency dropped from less than 1,000 ms in 1999 to less than 200 ms in 2009.
- Index updates latency improved by about 10,000 times over this period.

✓ Whereas updates took Google months in 1999, in 2009 Google was detecting and indexing changes on web pages in just a few minutes.
✓ These are staggering changes in Google's performance power, but this is just part of the changing search environment.

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✓ Some of the early commercial search engines, such as Web Crawler, InfoSeek, and AltaVista, launched in the mid-1990s.

✓ At that time, web search engines' relevancy and ranking algorithms were largely based on keyword analysis. This was a simple model to execute and initially provided pretty decent results.

✓ By 1999, Google had launched, and the next generation of search was born. Google was the search engine that most effectively implemented the concept of citation analysis (or link analysis).

✓ This created a situation that initially made the job of the spammer more difficult, but the spammers began to catch up with this advance by purchasing links.

▪ **Throughout 2010 and 2011, both Google and Face book have invested in making use of social signals as well.**

✓ Links and mentions on social media sites are now also considered votes for content.

✓ They are probably weighted differently than links, but you can expect that their cumulative importance will grow as social media becomes more and more pervasive.

✓ In May 2007, Google made a big splash with the announcement of Universal Search. This was only the very beginning of improved indexing for multimedia content

✓ Search engines continue to look for more ways to improve search quality. Google has launched efforts toward personalization, where it can look at a user's search history to get a better idea of what results will best satisfy that particular user.

✓ Following these advances, what will be next? Artificial intelligence (AI) already plays a huge role in search.

✓ One example of this is how Google Translate works. It examines and analyzes millions of real-world translations to learn how one language translates into another.

✓ Voice search works much the same way. Historically, speech recognition solutions did not work very well and required the user to train the system to her voice.

🞣 **Google's Dominance:**

✓ Thousands of posts, news articles, and analysis pieces have covered the central topic of battling Google's dominance in web search, but few have discussed the most telling example of the search giant's superiority.

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✓ Some also believe that Google's biggest impact in the search engine market is its advertising platform, which is the world's largest.

✓ Fundamentally, testers find (again and again) that the brand preference for Google outweighs the logical consideration of the quality of the search results.

✓ Google's social media network, Google+, is popular and growing fast.
On July 14, 2011, Google announced that Google+ membership had reached 10 Million users just two weeks after it were launched in an invitation-only phase.

✓ Four weeks after launch, it had reached 25 million unique users, and by January 2012, Google announced it had passed 90 million users (http:// investor.google.com/earnings/2011/Q4_google_earnings.html).

✓ In under a day, the Google+ iPhone app became the most popular free application in the Apple App Store.

✓ Google will continue to push Google+ as its response to Face book, as well as the Bing/Face book partnership.

✓ Another potential future involves Google becoming a more general-purpose pattern-matching and searching engine.

✓ The concept of performing pattern matching on text (e.g., the current Google on the current Web) is only the first stage of an evolving process.

✓ Imagine the impact if Google turns its attention to the human genome and creates a pattern-matching engine that revolutionizes the way in which new medicines are developed!

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS

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1	Name of Dominant Search engine…	Google
2	Name of Google's social media network application is …	Google+
3	In Which year Google launch the concept of citation analysis.	By 1999, Google had started the concept of citation analysis (or link analysis).

Q.7 Explain More Searchable Content and Content Types in detail.5M

✓ The crawlers with textual content semantically marked up using HTML.

✓ However, the less accessible document types—such as multimedia, content behind forms, and scanned historical documents—are being integrated into the search engine results pages (SERPs) more and more, as search algorithms evolve in the ways that the data is collected, parsed, and interpreted. Greater demand, availability, and usage also fuel the trend.

➢ **Engines Will Make Crawling Improvements:**

✓ In November 2011, Google announced that it had increased its capability to execute JavaScript, discover content embedded in AJAX, and process forms.

✓ In June 2009, Google announced that it had improved the crawling and indexing of Flash content (http://googlewebmastercentral.blogspot.com/2009/06/flash-indexing-with-external-resource .html).

✓ Another major historical limitation of search engines is dealing with forms. The classic example is a search query box on a publisher's website.

➢ **Engines Are Getting New Content Sources:**

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- ✓ As we noted earlier, Google's stated mission is "to organize the world's information and make it universally accessible and useful." This is a powerful statement, particularly in light of the fact that so much information has not yet made its way online.

- ✓ As part of its efforts to move more data to the Web, in 2004 Google launched an initiative to scan in books so that they could be incorporated into a Book Search (http://books.google.com) search engine.

- ✓ In addition to books, other historical documents are worth scanning. To aid in that, Google acquired reCAPTCHA (http://www.google.com/recaptcha) in 2009.

- ✓ Another approach to this would be to allow media sites and bloggers to submit content to the search engines via RSS feeds.

- ✓ This could potentially speed up indexing times and reduce the crawl burden at the same time.

- ✓ Another direction they can go with this is to find more ways to collect information directly from the public.

> ## Multimedia Is Becoming Index able:

- ✓ Content in images, audio, and video is currently not easily indexed by the search engines, but its metadata (tags, captioning, and descriptions) and the anchor text of inbound links and surrounding content make it visible in search results.

- ✓ Consider also http://www.google.com/recaptcha. This site is being used by Google to complete the digitization of books from the Internet Archive and old editions of the New York Times. These have been partially digitized using scanning and OCR software.

- ✓ However, reCAPTCHA is assisting by using humans to figure out what these words are and feeding them back into the database of digitized documents.

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✓ In this example, the user is expected to type in morning and upon. However, in this case, recaptcha.net is using the human input in these CAPTCHA screens to translate text that wasn't recognized by OCR. It makes use of this CAPTCHA information to improve the quality of a digitized book.

✓ Similarly, speech-to-text solutions can be applied to audio and video files to extract more data from them.

*1 WORD QUESTION ANSWERS:-

✓

SR. NO	QUESTIONS	ANSWERS
1	OCR full form is...	Optical character reader or recognition
2	reCAPTCHA means…	reCAPTCHA is assisting by using humans to figure out what these words are and feeding them back into the database of digitized documents
3	The crawlers with textual content semantically marked up using…..	HTML.

Q.8 Write a note on "Search becoming more personalized & user influencing".3M/5M

✓ Personalization efforts have been underway at the search engines for some time.

✓ The most basic form of personalization is to perform an IP location lookup to determine where the searcher is located, and tweak the results based on that location.

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🞧 Determining User Intent:

✓ The success of Internet search has always relied (and will continue to rely) on search engines' abilities to identify searcher intent.

✓ Google personalization and Universal Search are already tapping into that intent as well, taking previous search history into account and serving up a mix of content types, including maps, blog posts, videos, and traditional textual results.

🞧 User Interactions:

✓ One area that will see great exploration will be how users interact with search engines. As RSS adoption continues to grow and the sheer amount of information available in its many formats expands,

✓ Users will continue to look to search engines to be not just search destinations, but also sources of information aggregation: the search engine as portal, pulling and updating news and other content based on the user's preferences.

✓ Although Chris Sherman, executive editor of Search Engine Land, feels that advancement within search personalization is still fairly limited, he offered up an interesting interactive approach that the search engines might pursue, as a way to allow users to interact with search engines and help bring about better results:
  - ➢ **"Until search engines can find a way to let us search by example—submitting a page of content and analyzing the full text of that page and then tying that in conjunction with our past behavior..."**

🞧 New Search Patterns:

✓ This is all part of increasing the focus on the users, tying into their intent and interests at the time of search.

✓ Who needs memory when you have your "life stream" captured 24/7 with instant retrieval via something akin to Google Desktop Search? When you have instant perfect recall of all of human history?

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✓ Over time, smart marketers will recognize that the attention of a potential customer is a scarce and limited quantity.

✓ As the quantity of information available to us grows, the amount of time we have available for each piece of information declines, creating an attention deficit.

✓ How people search, and how advertisers interact with them, may change dramatically as a result.

✓ These types of changes, if and when they occur, could transform what we today call "SEO" into something else,

✓ With the SEO of tomorrow being responsible for helping publishers gain access to potential customers through a vast array of new mechanisms that currently do not exist.

🔸 Growing Reliance on the Cloud:

➤ Cloud computing is transforming how the Internet-connected population uses computers.

➤ Oracle founder Larry Ellison's vision of thin-client computing may yet come to pass, but in the form of a pervasive Google "operating system" and its associated, extensive suite of applications.

➤ Widespread adoption by users of cloud-based (rather than desktop) software and seemingly limitless data storage, all supplied for free by Google, will usher in a new era of personalized advertising within these apps.

➤ Google is actively advancing the mass migration of desktop computing to the cloud, with initiatives such as

➤ **Google Docs & Spreadsheets, Gmail, Google Calendar, Google Reader, Google App Engine, and Google Cloud Connect.**

✓ These types of services encourage users to entrust their valuable data to the Google cloud.

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✓ In May 2011, Apple also made a move in this direction when it announced iCloud, which is seamlessly integrated into Apple devices.

✓ One simple example of a basic application for cloud computing is for backing up all your data.

✓ Google (and Apple) benefits by having a repository of user data available for analysis—which is very helpful in Google's quest to deliver ever more relevant ads and search results.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Google is actively advancing the mass migration of desktop computing to the cloud using…	Google Docs & Spreadsheets, Gmail, Google Calendar, Google Reader, Google App Engine, and Google Cloud Connect.
2	Personalization performs for…	Personalization is to perform an IP location lookup to determine where the searcher is located, and tweak the results based on that location

Q.9 Discuss Increasing Importance of Local, Mobile, and Voice Recognition Search in detail.5M

✓ New forms of vertical search are becoming increasingly important. Areas that the search engines have already embraced include local search and mobile search.

✓ In addition, voice recognition–based search is an area in which all the major engines are actively investing.

➕ **Local search:**

✓ Local search was an active business before the advent of the Internet, when the Yellow Pages as supplied by your phone company were the tool of choice.

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- ✓ As the World Wide Web gained prominence in our lives, the Yellow Pages began migrating online.

- ✓ As the major search engines developed, they integrated sophisticated mapping technology into their systems, and then began to map in local business data as well.

- ✓ Some of that data came from the same types of data sources that drive the Yellow Pages websites, such as Acxiom, InfoUSA, and Localeze.

- ✓ You can find these local search engines at http://maps.google.com, http:// local.yahoo.com, and http://www.bing.com/maps.

- ✓ Consumers are becoming increasingly reliant on local search and its auxiliary services—street maps, directions, satellite views, street views, 3-D visualizations (Google Earth), enhanced listings, user reviews, and ratings.

- ✓ Through Google Goggles, Google even has the capability of searching based on photos you take with your mobile device.

🞣 Mobile Search:

- ✓ With over 1 billion mobile phones in use worldwide (http://www.digitalbuzzblog.com/2011-mobile -statistics-stats-facts-marketing-infographic/), the opportunity for mobile search has begun to grow rapidly.

- ✓ An April 2011 Google study showed that search engines were the most visited sites on mobile devices, with 77% of those surveyed reporting their use (http://www.clickz.com/clickz/ column/2072688/stats-mobile-search).

- ✓ The same study showed that 9 out of 10 searchers took action as a result of conducting a search.

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✓ The ever-expanding versatility and power of tablet and mobile devices—from indispensable utility apps, to immersive multimedia players, to massively multiplayer online games, to paradigm-shifting hardware advances such as the phone's multitouch display, proximity sensor, GPS, and gyroscopes—will fuel this growth.

✓ The small keyboard/typing surface is currently a severe limitation, but Apple and Google's voice-based solutions have already made great strides in replacing the keyboard as the input device of choice.

✓ The Linguistic User Interface (LUI) is beginning to revolutionize mobile search, and when this happens a whole new set of skills will be required of the SEO practitioner.

➕ Voice-Recognition Search:

✓ When users are mobile they must deal with the limitations of their mobile devices, specifically the small screen and small keyboard.

✓ These make web surfing and mobile searching more challenging than they are in the PC environment.

✓ Voice search could be a great way to improve the mobile search experience. It eliminates the need for the keyboard, and provides users with a simple and elegant interface.

✓ Speech recognition technology has been around for a long time, and the main challenge has always been that it requires a lot of computing power.

✓ Processing power continues to increase, though, even on mobile devices, and the feasibility of this type of technology is growing.

➢ Google Voice Search:-

✓ This is a free service from Google that enables you to perform a web search based on text-to-speech voice queries instead of traditional text-typed queries.

➢ Google Mobile App for iPhone:-

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Included in this application is voice searching capability. You can speak your query into the application and the results are displayed on the screen.

➢ Google Voice Actions for Android:-

✓ This application allows you to control Android through voice commands, and includes the ability to perform searches using spoken queries.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	In which all the major engines are actively investing.	Voice recognition–based search
2	LUI stand for….	Linguistic User Interface
3	LUI means ….	The Linguistic User Interface (LUI) is beginning to revolutionize mobile search.
4	Best popular vertical search that has "near me" option is…	Local search

Q.10 Explain Increased Market Saturation and Competition in detail.3M

✓ One thing you can count on with the Web is continued growth. Despite its constantly growing index, a lot of the pages in Google may be low-quality or duplicate-content-type pages that will never see the light of day.

✓ The Web is a big place, but one where the signal-to-noise ratio is very low.

✓ With the growth in Internet users has come an increasing awareness of what needs to be done to obtain traffic.

✓ The search engines are the dominant suppliers of traffic for many publishers, and will continue to be for some time to come.

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✓ For that reason, awareness of SEO will only continue to increase. Here are some reasons why:

The Web outperforms other sales channels:

✓ When organizations look at the paths leading to sales and income—a critical analysis whenever budgets are under scrutiny—the Web almost always comes out with one of two assessments: either it is a leading sales channel (especially from an ROI perspective), or it is deemed to be the area with the greatest opportunity for growth.

✓ In both scenarios, web marketing (and, in correlation, SEO) takes center stage.

It is the right time to retool:

✓ Established companies frequently use down cycles as a chance to focus attention inward and analyze themselves. Consequently, there's a spike in website redesigns and, along with it, SEO.

Paid search drives interest in SEO:

✓ Paid search spending is still reaching all-time highs, and when companies evaluate the cost and value, there's a nagging little voice saying "75%+ of the clicks do not even happen in the ads; use SEO."

SEO is losing its stigma:

✓ Google is releasing SEO guides, Microsoft and Yahoo! have in-house SEO departments, and the "SEO is BS" crowd have lost a little of their swagger and a lot of their arguments.

Marketing departments are in a brainstorming cycle:

✓ A high percentage of companies are asking the big questions: "how do we get new customers?" and "what avenues still offer opportunity?" Whenever that happens, SEO is bound to show up near the top of the "to be investigated" pile.

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✦ Search traffic will be relatively unscathed by the market:

- ✓ Sales might drop, conversion rates might falter a bit, but raw search traffic isn't going anywhere. A recession doesn't mean people stop searching the Web, and with the rates of broadband adoption, Internet penetration, and searches per user consistently rising, search is no fad. It is here for the long haul.

✦ Web budgets are being reassessed:

- ✓ We've all seen the news about display advertising falling considerably; that can happen only when managers meet to discuss how to address budget concerns.

- ✓ Get 10 Internet marketing managers into rooms with their teams, and at least 4 or 5 of them are bound to discuss SEO and how they can grab that "free" traffic.

✦ Someone finally looked at the web analytics:

- ✓ It's sad, but true. When a downturn arrives or panic sets in, someone, maybe the first someone in a long time, inevitably checks the web analytics to see where revenue is still coming in.

- ✓ Not surprisingly, search engine referrals with their exceptional targeting and intent matching tend to rank high on the list.

Explain SEO as an Enduring Art Form in short.3M

- ✓ Today, SEO can be fairly easily categorized as having five major objectives:

  - • Make content accessible to search engine crawlers.
  - • Find the keywords that searchers employ (i.e., understand your target audience) and Make your site speak their language.
  - • Build content that users will find useful, valuable, and worthy of sharing. Ensure That they'll have a good experience on your site to improve the likelihood that you'll Earn links and references.
  - • Earn votes for your content in the form of editorial links and social media mentions

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From good sources by building inviting, shareable content and applying classic Marketing techniques to the online world.

• Create web pages that allow users to find what they want extremely quickly, Ideally in the blink of an eye.

✓ Note, though, that the tactics an SEO practitioner might use to get links from editorial sources have been subject to rapid evolution, and will continue to be in the future.

✓ In addition, mastery of social media environments is now required of most SEO professionals.

✓ One thing that you can be sure about in the world of search is change, as forces from all over the Web are impacting search in a dramatic way.

✓ You can be certain that websites are here to stay, and also that websites are never finished and, just like any other direct marketing channel, need continuous optimization.

✓ SEO expertise will be needed for a long time to come—and no existing person is better suited to map the changing environment and lead companies to success in this new, ever-evolving landscape than today's SEO practitioner.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Future of SEO is ……	Increasing day by day.
2	SEO expertise site needs how much time….	Not fixed but it required long time.

✦ **Conclusion:**

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✓ SEO is both art and science. The artistic aspect of SEO requires dynamic creativity and intuition.

✓ The search engine algorithms are too complex to reverse engineer every part of them. The scientific aspect involves challenging assumptions, testing hypotheses, making observations, drawing conclusions, and achieving reproducible results.

✓ Embracing these two ways of thinking will remain a requirement as SEO evolves into the future.

Ad Sense
     According to Google, "Ad Sense is a fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages and earn money.
 Keyword density
     The number of occurrences of a given keyword on a web page.
	Cache
	     A collection of copies of web pages stored locally on an Internet user's hard drive or within a search engine's database. The cache is what allows web pages to load so quickly when a user hits the Back button in the web browser; the page is stored, so it does not have to be downloaded again.

Absolute link
     A link that specifies the exact location on the Web of a particular page. An example of this would be http://www.netconcepts.com/ learning-center, which specifies all aspects of where the content is to be found.
	Click-through rate (CTR)
	     A measure of the number of clicks received from the number of impressions delivered. If your page or ad is viewed 100 times and this generates 8 clicks, the CTR is 8%.

ad Center
     Microsoft's cost per click (CPC) advertising program. These are ads that you see in Bing's search results.
	Content management system (CMS)
	     A publishing platform intended to make the task of publishing and maintaining a website easier.

Affiliate site
     An affiliate site markets products or services on behalf of another website. It sends visitors to another website to complete the sale, in
	Conversion
	     The act of converting a website visitor into a customer, or at least taking that visitor a step closer to customer acquisition

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exchange for fees or commissions.	
Analytics tool A program that assists in gathering and analyzing data about website usage. Google Analytics is a feature-rich, popular, free analytics program.	**Conversion rate** The rate at which visitors get converted to customers or are moved a step closer to customer acquisition.
Back links Inbound links pointing to a web page or site that originates from another page or site.	**Cost per click (CPC)** The cost incurred or price paid for a click through to your landing page.
Bingbot The name of the program that Bing uses to crawl the Web.	**Cookie** Information placed on a visitor's computer by a web server.
Blog (a.k.a. weblog) An online diary or journal with entries made on a regular if not daily basis. Blog authors choose whether to blog openly or anonymously	**Crawler** Another name for a search engine's program for traversing the Web by following hyperlinks. This program can also be referred to as a bot, robot, or spider.
Bot Short for "robot," often also referred to as a spider or crawler. Bots are programs that perform a task in an automated fashion. Search engines use bots to find web pages and add them to their search indexes.	**Inbound link** Any link that points to your site from a site other than your own. **IP (Internet protocol)** The communications protocol used for sending datagram's (packets of information) across the Internet.
Bounce rate The percentage of users who enter a site and then leave it without viewing any other pages (i.e., who visit only one page).	**IP address** Each server or device connected to the Internet is assigned a unique permanent (static) or temporary (dynamic) IP address.

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Raiya Road,	**Raiya Road,**
Rajkot – 360001.	**Rajkot – 360001.**
Ph No. 0281- 2440478	**Ph No. 0281- 2471645**

Breadcrumbs	Key performance indicators (KPIs)
Website navigation in a horizontal bar above the main content that helps the users to understand where they are on the site and how to get back to the root areas.	Metrics selected by an organization to help it achieve organizational goals through the definition and measurement of progress.