

Chapter 4:

Search Engine Optimization

(SEO)

MKT 485

Chapter Objectives

Identify the **keywords** that would be most worthwhile for a website to target in its search engine optimization efforts.

Improve a webpage's **relevance for a target keyword by suggesting specific changes to the webpage**.

Improve a website's likelihood of ranking for a set of keywords by suggesting changes that will improve the **website's quality signals** to search engines.

Identify **possible technical issues** that could be impeding a website's rankings.

Identify the various **type of links** found on a webpage.

Determine the **weaknesses in a website's link profile** that is preventing it from ranking well on relevant searches.

Create and implement a plan to earn high quality links from external sources to improve a website's search engine rankings on relevant searches.

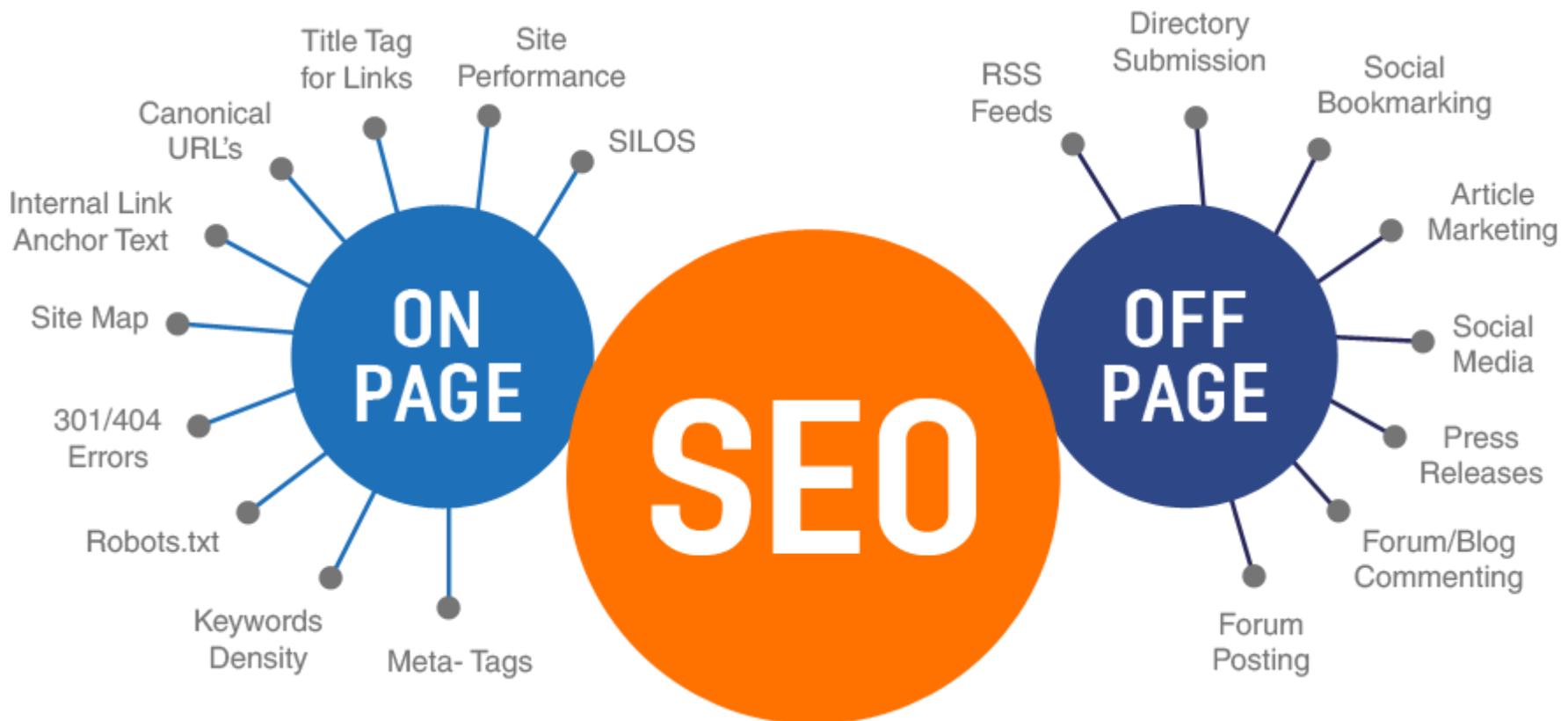
What is Search Engine Optimization (SEO)?

Search Engine Optimization (SEO)

=

All techniques that improve a website's visibility on search engines

On-Site & Off-Site SEO



What is SERP?

“SERP (Search Engine Results Page) is a page displayed once the internet user submits a search query in the search engine. SERP contains results which are typically a list of URLs relevant to the search query. It’s a response to the search term (keyword).”
(mangools.com 2021)

The screenshot shows a Google search results page for the query "mangools". A red arrow points from the search bar to the text "Search query". Another red arrow points from the main search results area to the text "SERP".

Search query: mangools

SERP:

- Mangools: Juicy SEO tools you will love**
https://mangools.com/About us
Mangools SEO tools package. Productive keyword research, SERP analysis, rank tracking and backlink analysis thanks to super easy to use tools.
- About us**
We're a small team of enthusiastic people doing what they love ...
- Plans & Pricing**
Mangools subscription starts from \$29 per month with the annual ...
- Sign in to continue to Mangools**
Sign in to your mangools account and continue your keyword ...
- KWFinder - Keyword research and analysis tool**
https://kWFinder.com/...
mangools Keyword difficulty calculated on various SEO metrics ... KWFinder is a part of a super user-friendly package of 5 SEO tools developed by Mangools.
- Mangools - Home | Facebook**
https://www.facebook.com/Places/Bratislava, Slovakia ▾
★★★★★ Rating: 5 - 10 votes
Mangools, Bratislava, Slovakia. 2424 likes · 62 talking about this. Juicy SEO tools you will love.
- Mangools (@mangools_com) | Twitter**
https://twitter.com/mangools_com?lang=en
Super user-friendly SEO tools trusted by productive SEO professionals all around the world. #KWFinder #SERPChecker #SERPWatcher #LinkMiner #SiteProfiler ... That's a preview URL from our LinkMiner tool.
- Mangools | LinkedIn**
https://www.linkedin.com/company/mangools
Learn about working at **Mangools**. Join LinkedIn today for free. See who you know at **Mangools**, leverage your professional network, and get hired.
- Mangools Online Tools: An In-depth Look - SEO Hacker**
https://seo-hacker.com/mangools-online-tools-in-depth-review/

Mangools
Website Directions Save
4.2 ★★★★☆ 9 Google reviews
Internet marketing service in Bratislava
Address: Obchodná 507/2, 811 06 Bratislava
Hours: Open now · Add full hours
Phone: 0904 256 084
Suggest an edit
Add missing information
Add business hours
Questions & answers
Be the first to ask a question Ask a question
Reviews from the web
5/5 Facebook · 10 votes
Reviews Write a review Add a photo
Feedback



backlink tool

Google

best movies 2018

Search query

Sign in

All Images Videos News Maps More Settings

About 3,370,000 results (0.45 seconds)

SEMrush backlink tool. | Check competitors' backlinks | SEMrush.com

(Ad) www.semrush.com/

Start using world-famous online **tool**. Try Backlink Audit for free! 45+ toxicity markers.

Manual · Plans and Prices · Keyword research · Site audit · Domain vs Domain

TRIAL - \$0.00/mo - Subscribe · More ▾

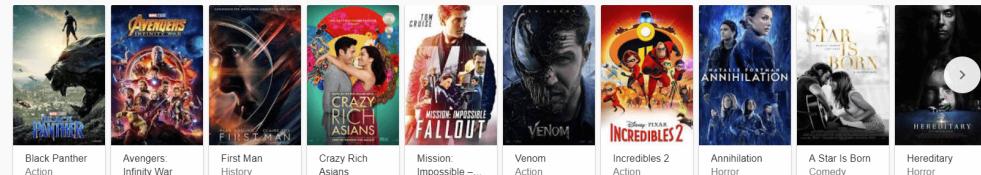
Backlink Checker - A Free tool to check backlink - SmallSEOTools.co

<https://smallseotools.com/backlink-checker/>

SmallSeoTools Offers one of the best **backlink checker** tool to find and research google backlink

Enter your domain and click the button to check backlinks for ...

Movies



The Best Movies of 2018 - Rotten Tomatoes

<https://editorial.rottentomatoes.com/guide/best-movies-of-2018/>

Presenting our list of The **Best Movies of 2018 (So Far)**! From micro-indies to big budget blockbusters, this is the **good stuff** from our wild and momentous year ...

Disobedience · Unsane · Game Night · Searching

Best Movies of 2018 (So Far): Good Movies to Watch This Year - Thrillist

<https://www.thrillist.com/entertainment/nation/best-movies-of-2018>

What are the **best movies of 2018**? Everyone asks in December, but we'd rather tell you them now with a rolling ranking, updated on the regular, featuring the ...

Top stories

New on Netflix: Best movies and TV shows streaming now | **UPDATED DAILY**

Radio Times · 1 hour ago

Netflix's Best New October 2018 Releases: Movies And TV Shows To Watch

GameSpot · 1 day ago

SERP features and enhanced results

mangools



All Images Maps Videos News More Settings Tools

About 82,800 results (0.55 seconds)

Mangools: Juicy SEO tools you will love

<https://mangools.com/>

Mangools SEO tools package. Productive keyword research, SERP analysis, rank tracking and backlink analysis thanks to super easy to use tools.

Plans & Pricing

Mangools subscription starts from \$29 per month with the annual ...

About us

We're a small team of enthusiastic people doing what they love ...

Sign in to continue to Mangools

Sign in to your mangools account and continue your keyword ...

[More results from mangools.com »](#)

BEST MOVIES of 2018 - IMDb

<https://www.imdb.com/list/ls027433291/>

Title tag
URL

BEST MOVIES of 2018. by alexandrusof | created - 9 months ago | updated - 3 months ago | Public.

Refine See titles to watch instantly, titles you haven't rated, ...

Meta description

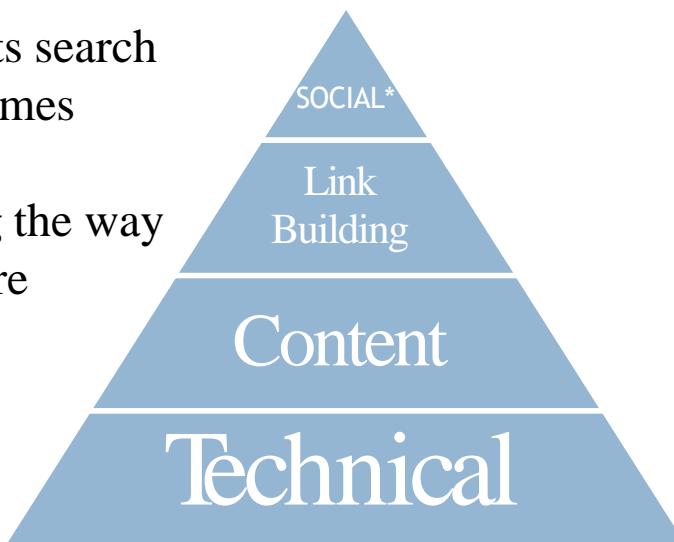
Sitelinks

SEO is primarily concerned with improving website's paid search ranking on search engines (e.g., Google)

True or False?

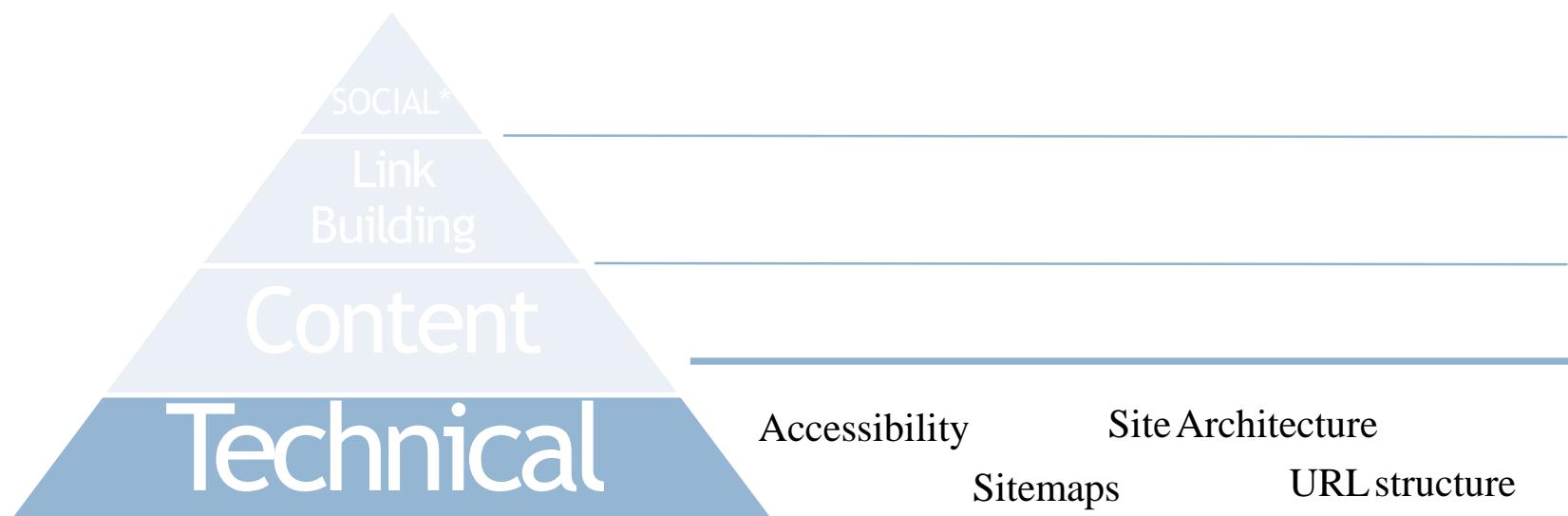
How can you influence your website's visibility?

- "Search Engine algorithms are complex, including around 250-300 criteria
- Based on Google guidelines & other SEs, algorithms are based on the following figure.
- Each year, Google changes its search algorithm around 500–600 times
- These changes are impacting the way we do SEO in a modern, more content-oriented era"



What is technical SEO?

“Correct technical set-up of a website is the root of any SEO project”



What is technical accessibility?

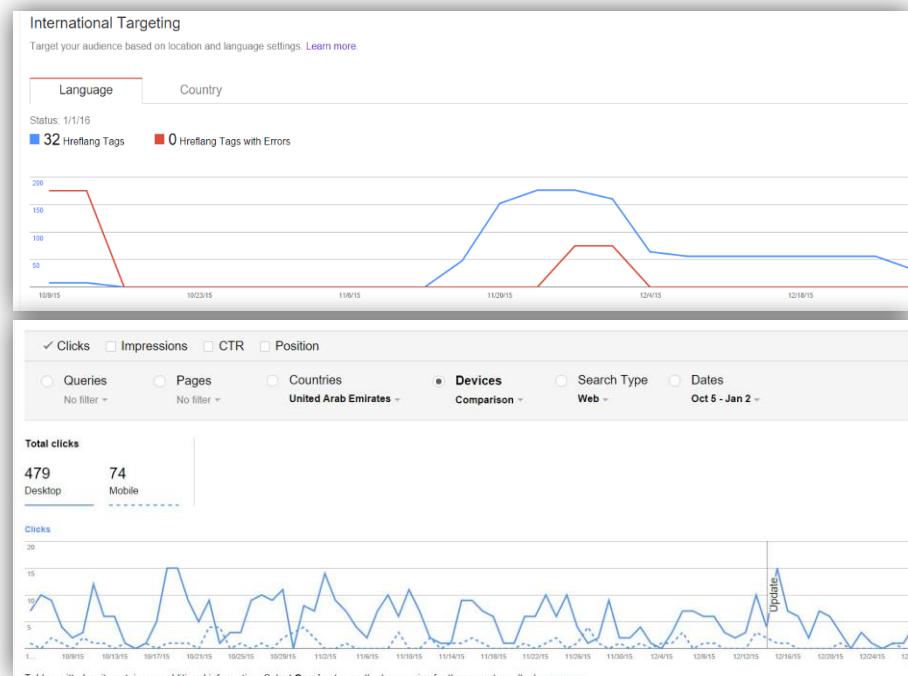
- “To increase your online visibility, your website must be correctly accessible by search engine bots
- If it is not accessible your website won’t have a chance to be visible on search engines

HOW TO : use the command “site:www.mysite.com” on Google to see if your website is accessible

- In order to ensure the correct accessibility, Google provided multiple solutions through **Google Search Console**”

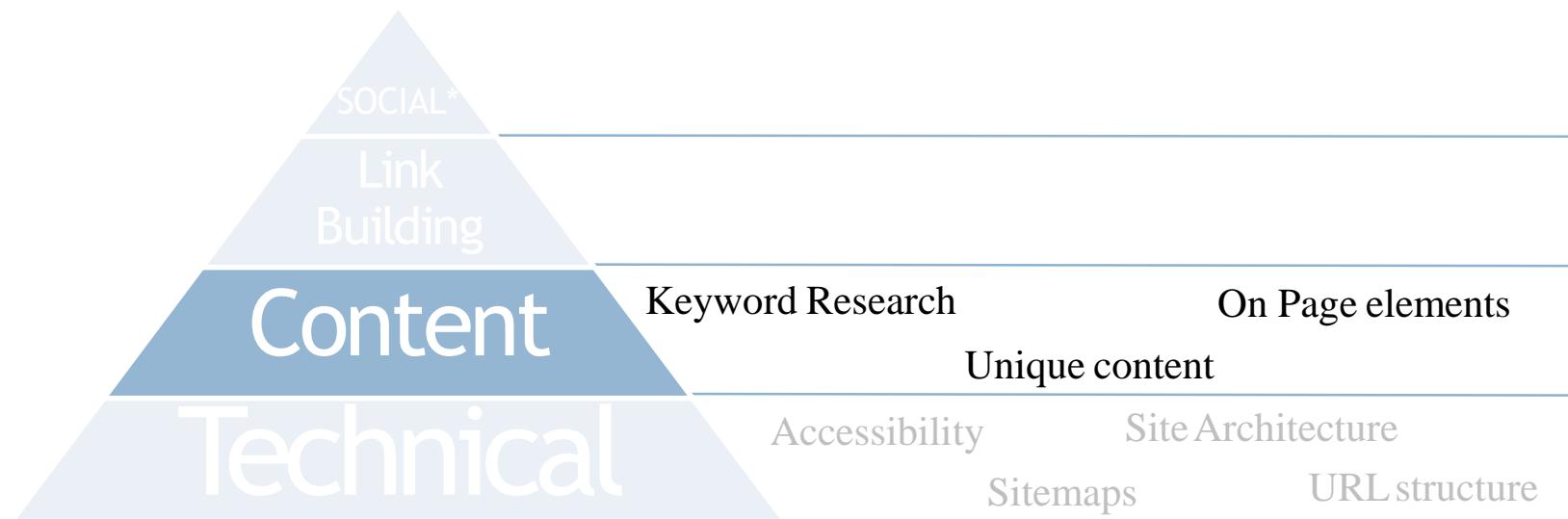
Technical Tool Review - Google Search Console

- “Google Search Console is a free service offered by Google that helps you monitor and maintain your site's presence in Google Search results.
- Top reports from this tool :
 - Search Analytics (Country, Device, Queries)
 - Crawl issues & Indexing report
 - International Targeting
 - Mobile usability
 - Monitor Structure data & Sitelinks"



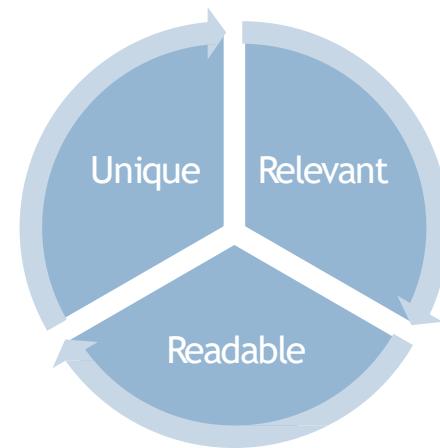
What is content optimization?

Content is king & Optimized Content is Emperor (Olivier Andrieu)



What is optimized content for SEO?

- Content is the 1st point of contact between the users and your website
- To be optimized for both users & robots, your content must be
 - Unique - Not duplicated
 - Relevant – Useful information for users & targeting specific queries
 - Readable – Easily readable for users & technically accessible by robots

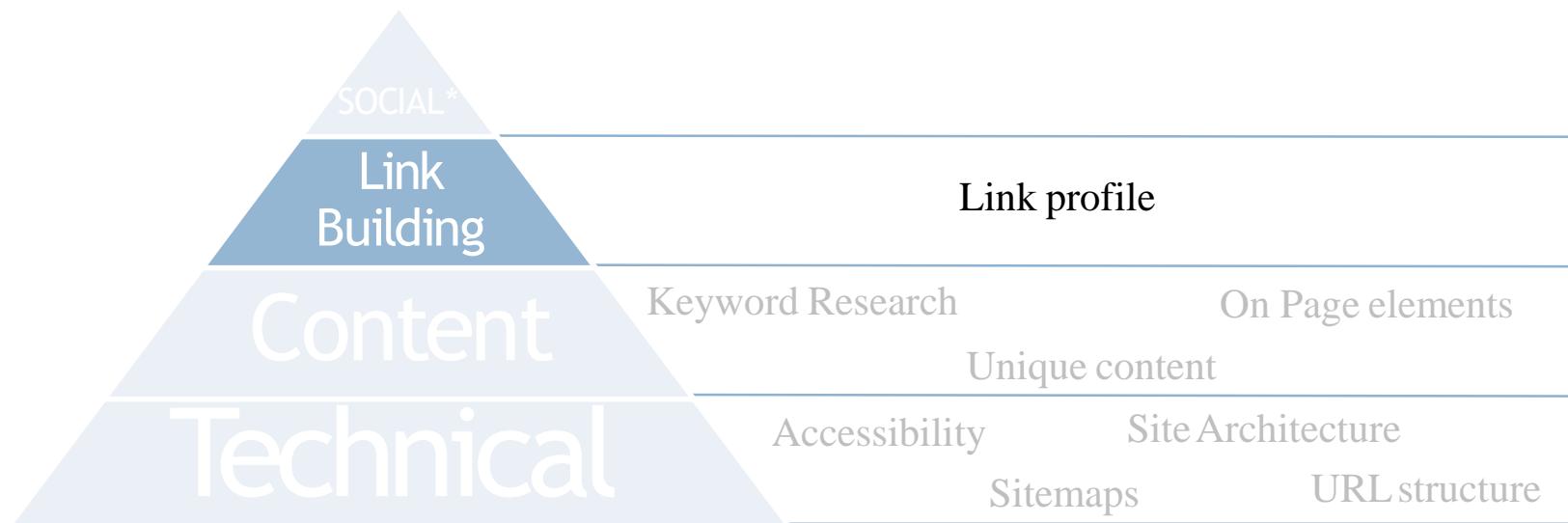


How do Internet users read content online?

- Screen reading is 25% slower than paper reading
- 79% of Internet users skim through online content
- Only 16% of Internet users read word for word
- Internet users read 20% of the words on a page

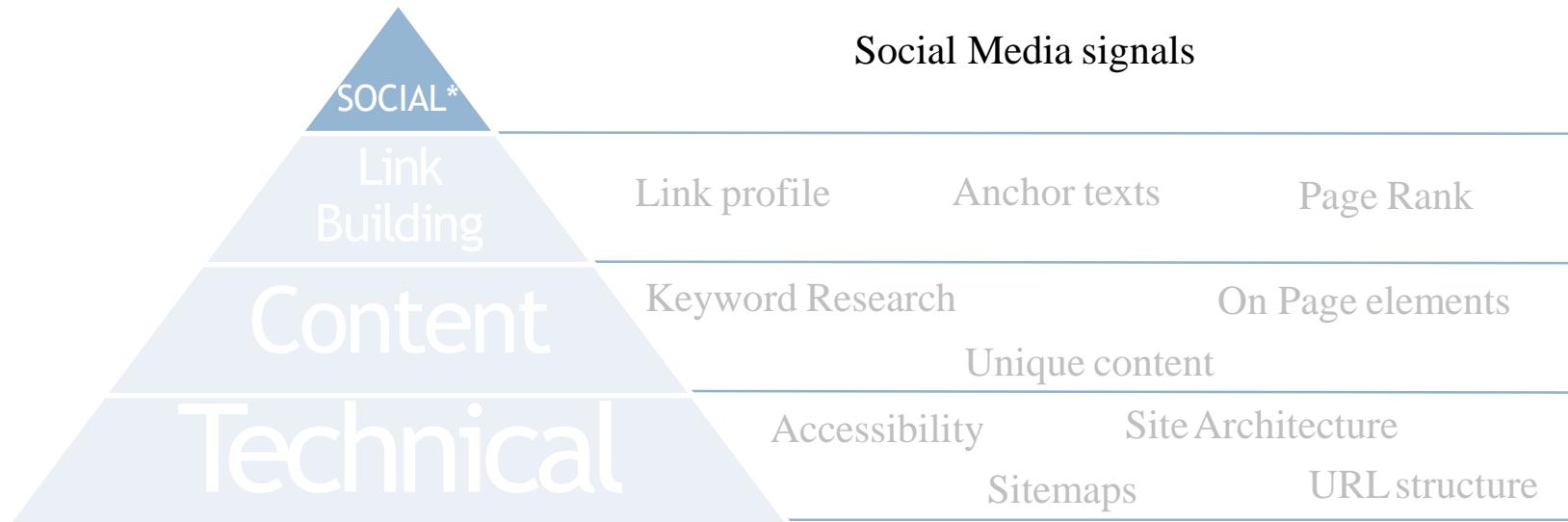
What is link building?

“Link building describes actions aimed at increasing the number and quality of inbound links to a webpage with the goal of increasing the search engine rankings of that page or website.”



What is social media optimization?

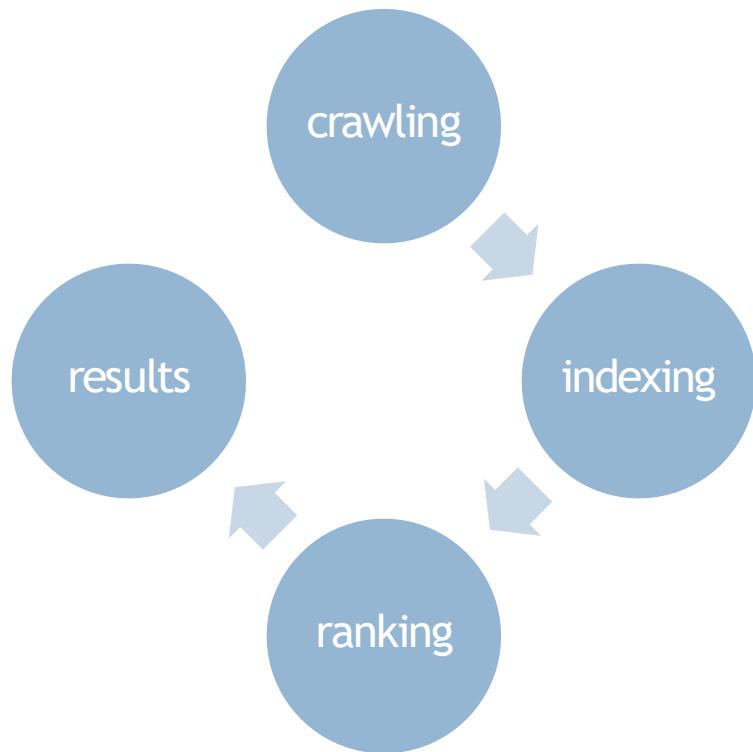
“Just like link building, social media can increase brand exposure & awareness.”



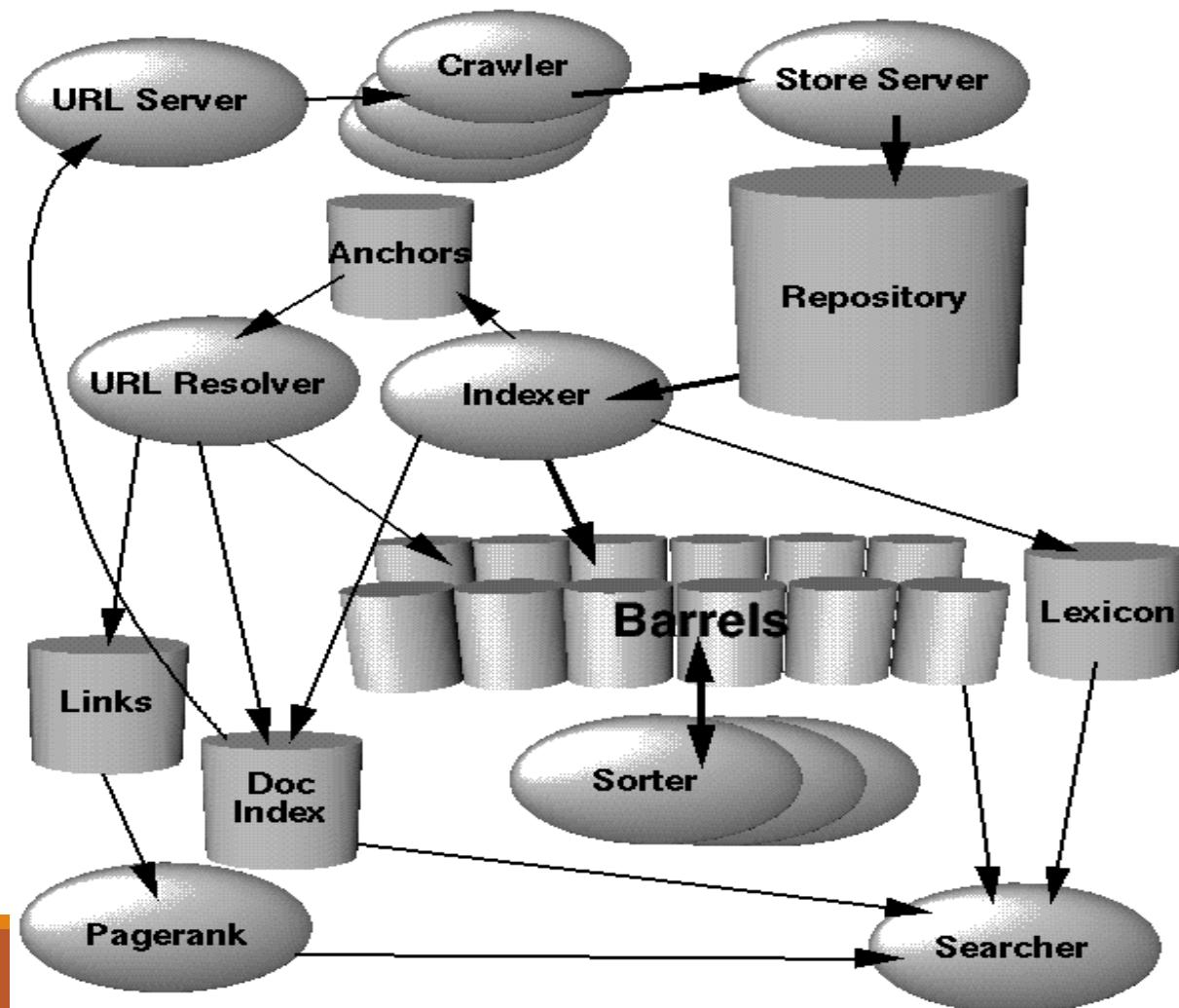
How do search engines operate?

“Search engines (Google) have 4 major steps :

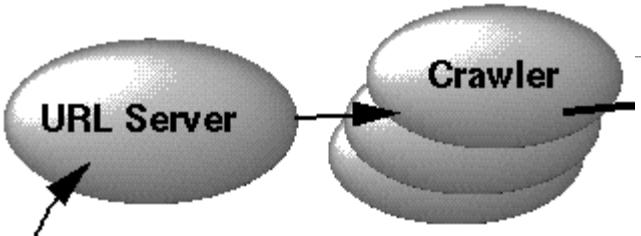
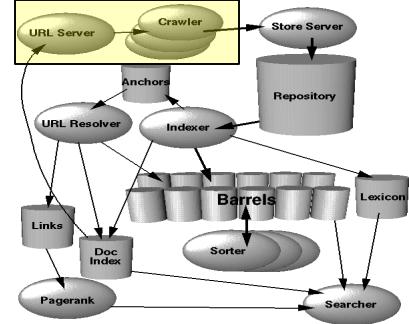
- Crawling the Web with robots
- Indexing collected web pages
- Ranking results by relevance (algorithm)
- Returning results with results page”



Search Engine Parts

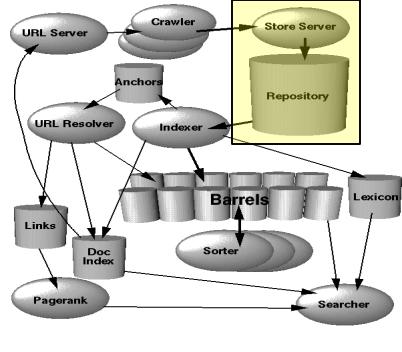
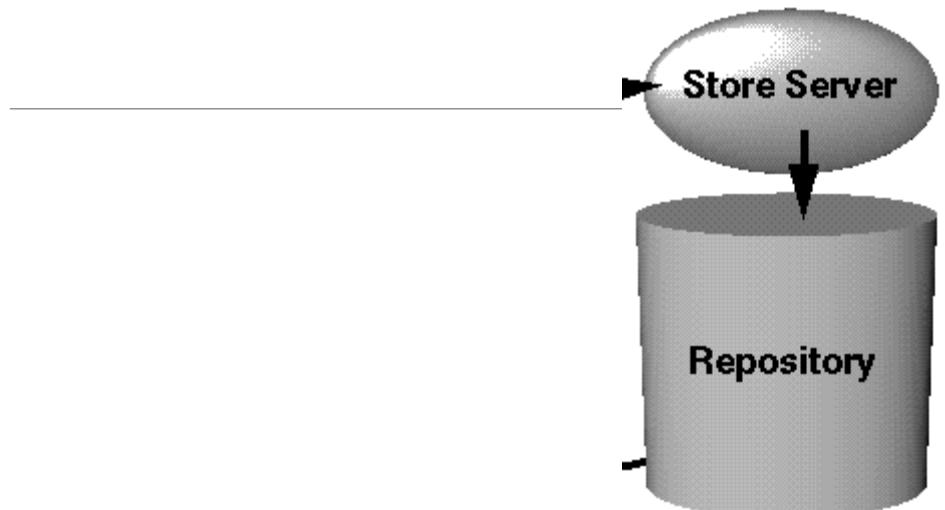


Crawling



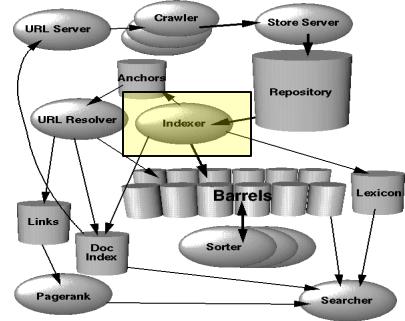
- Find new and updated web content
 - URL Server tracks pages
 - Crawler explores all links to find new pages
- URL Server must prioritize crawling
 - Crawlers are fast, but with limits
 - Frequently updated content will be crawled more often
 - Can be problematic (No need for submission; Flash)

Caching

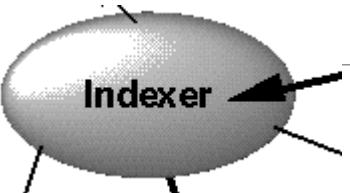


- HTML code of webpage sent to repository
 - Google has cached copy of entire world wide web
 - Cache = temporary storage





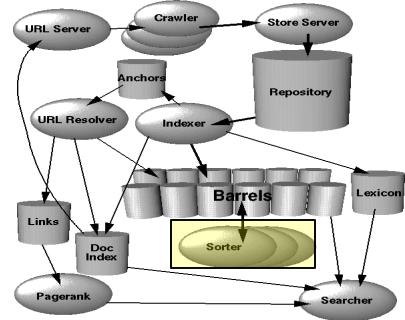
Indexing



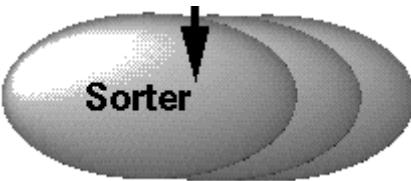
- Recodes each web page as a “hit list”
 - A “hit” is a word occurrence (not to be confused with a web hit, when someone views a web page)
 - Each page indexed as a series of words

docID:2058795	wordID:21548	nhits: 5	hit1	hit2	hit3	hit4	hit5
	wordID:18975	nhits: 5	hit1	hit2	hit3	hit4	hit5
	wordID:87916	nhits: 3	hit1	hit2	hit3		
.							
.							
	wordID: 48985	nhits: 1	hit1				

Cap: 0, font: 3, position: 173



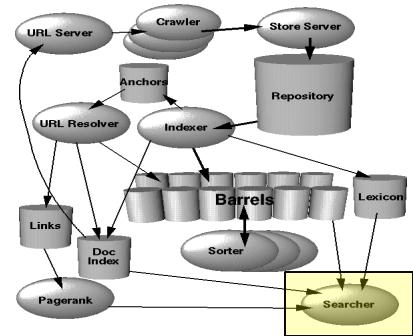
Sorting



- Hit lists sorted by docID are not searchable
 - Must sort by wordID
 - Search engine results must find all docIDs that use the searched-for word

wordid:21548	docID:2058795	nhits:5	hit1	hit2	hit3	hit4	hit5
	docID:4856187	nhits:2	hit1	hit2			
	docID:4894872	nhits:6	hit1	hit2	hit3	hit4	hit5
	.						
	.						
	.						
	docID:12487561	nhits:4	hit1	hit2	hit3	hit4	
wordid:18975	docID:2058795	nhits:5	hit1	hit2	hit3	hit4	hit5
	.						
	.						
	.						
	docID:14879531	nhits:3	hit1	hit2	hit3		

Searching on Google



- Searcher types “metamorphosis” into Google
 - All docIDs containing wordID 21548 found
 - Relevance score for each docID calculated
 - PageRank of each webpage (docID) found
 - Relevance and PageRank combined to determine final rankings

Google saves a cached copy of entire world wide web.

True or False?

Relevance

W Surfing - Wikipedia +

https://en.wikipedia.org/wiki/Surfing Search

Not logged in Talk Contributions Create account Log in

Article Talk Read Edit View history Search Wikipedia

Surfing

From Wikipedia, the free encyclopedia

This article is about stand-up ocean surfing. For other uses, see [Surfing \(disambiguation\)](#). "Surfer" redirects here. For other uses, see [Surfer \(disambiguation\)](#).

Surfing is a [surface water sport](#) in which the wave rider, referred to as a surfer, rides on the forward or deep face of a moving [wave](#), which is usually carrying the surfer towards the [shore](#). Waves suitable for surfing are primarily found in the [ocean](#), but can also be found in [lakes](#) or [rivers](#) in the form of a [standing wave](#) or [tidal bore](#). However, surfers can also utilize artificial waves such as those from boat wakes and the waves created in artificial [wave pools](#).

The term *surfing* refers to the act of riding a wave, regardless of whether the wave is ridden with a board or without a board, and regardless of the stance used. The [native peoples of the Pacific](#), for instance, surfed waves on [alaia](#), [paipo](#), and other such craft, and did so on their belly and knees. The modern-day definition of surfing, however, most often refers to a surfer riding a wave standing up on a [surfboard](#); this is also referred to as stand-up surfing.

Another prominent form of surfing is [body boarding](#), when a surfer rides a wave on a bodyboard, either lying on their belly, drop knee, or sometimes even standing up on a body board. Other types of surfing include knee boarding, surf matting (riding inflatable mats), and using foils. [Body surfing](#), where the wave is surfed without a board, using the surfer's own body to catch and ride the wave, is

Surfing



A surfer at the Cayucos Pier, [Cayucos](#), California

Highest governing body International Surfing Association (ISA)

Relevance: Keyword Usage

- **URL** - “Surfing” is in the URL
- **Title tag** - Here, the title tag is “Surfing - Wikipedia” which can be seen above the URL.
- **Header tag** - “Surfing”, the largest word on the page. (Also searchable in the source code.)
- **Main content** - Several variations of “surf” are used throughout the content (“surfer”, “surfing,” “surfboard”, etc.).
- **Alt Text** - The alt text for the picture shown is, “Surfer at the Cayucos Pier, Cayucos, CA.jpg”.
- **Anchor Text** - The blue text links to other Wikipedia pages that are about that topic, so the anchor text provides clues to Google about the content of that page.

Calculating Relevance

Hit Type	Type Weight
URL	100
Anchor Text	90
Title Tag	100
Plain text large font	60
Plain text medium font	30
Plain text small font	10

*The numbers in this table are completely invented, as Google would never provide information of this detail. But the numbers illustrate the point that certain types of hits are more valuable in calculating relevance than others.

Calculating Relevance –

<http://en.wikipedia.org/wiki/Metamorphosis>

Hit Type	Type Weight	No. of Hits
URL	100	1
Anchor Text	90	52
Title Tag	100	1
Plain text large font	60	1
Plain text medium font	30	7
Plain text small font	10	37

$$100*1 + 90*52 + 100*1 + 60*1 + 30*7 + 10*37 = 5520$$

Count-Weights

- To inflate score, a webmaster could repeat “metamorphosis” 100 times at the bottom of the page (in white font to make it invisible to users—**keyword stuffing**)
- Count-weights prevent high scores from repeated use

Count	Hit 1	Hit 2	Hit 3	Hit 4	Hit 5	Hit 6	Hit 7	Hit 8	Hit 9+
Weight	1	1	.9	.7	.45	.2	.05	.01	0

Google is not interested in just answering the question, “What is this webpage about?” Instead, it wants an answer to the question, “How relevant is this page to Topic X?”

True Or False?

Multi-Word Searches

- Hiking shoes
 - “hiking”
 - “shoes”
 - “hiking shoes”
- Much easier to earn good rankings for multiple-word searches.

Long tail keywords

Choosing Keywords

The first step in conducting on-site SEO is not to choose a single target search phrase we want to rank for but to choose a list of search phrases to target for improvement in our search rankings (or, for a brand-new website, to choose a list of search phrases to try to rank for eventually).

The choice of target search phrases should be based on four factors: (1) relevance, (2) traffic, (3) competition, and (4) current ranking.

- Relevance
- Traffic
- Competition
- Current ranking

Choosing Keywords

Relevance. It should be obvious that a website that sells watches should not try to rank for the search phrase *running shoes*. Relevance is the most important consideration in choosing target search phrases. For example, consider a company that makes and installs pergolas (wooden structures often installed over Jacuzzis and patios to beautify outdoor areas and provide shade, see Figure 4.2.1). The company would consider a search term like *custom pergola* to be highly relevant, because in the vast majority of cases when people search for this term, they're likely expecting to find a company website just like this one, so the pergola company wants to rank well for that term. A more generic term like *pergola* is good, but it isn't as relevant because although the individual may be looking to buy a pergola, he/she may just be interested in learning about them, seeing examples, and so on. The overall proportion of searchers with "commercial intent" is usually lower with more generic keywords. What about a term like *gazebo*? Gazebos are technically different from pergolas, but if a searcher doesn't know the word *pergola*, he/she may search for *gazebo* instead. So *gazebo* might be a relevant keyword. And a search phrase like *Jacuzzi gazebo* is more specific, highly relevant to the pergola company's business, and one for which it would want to rank well.

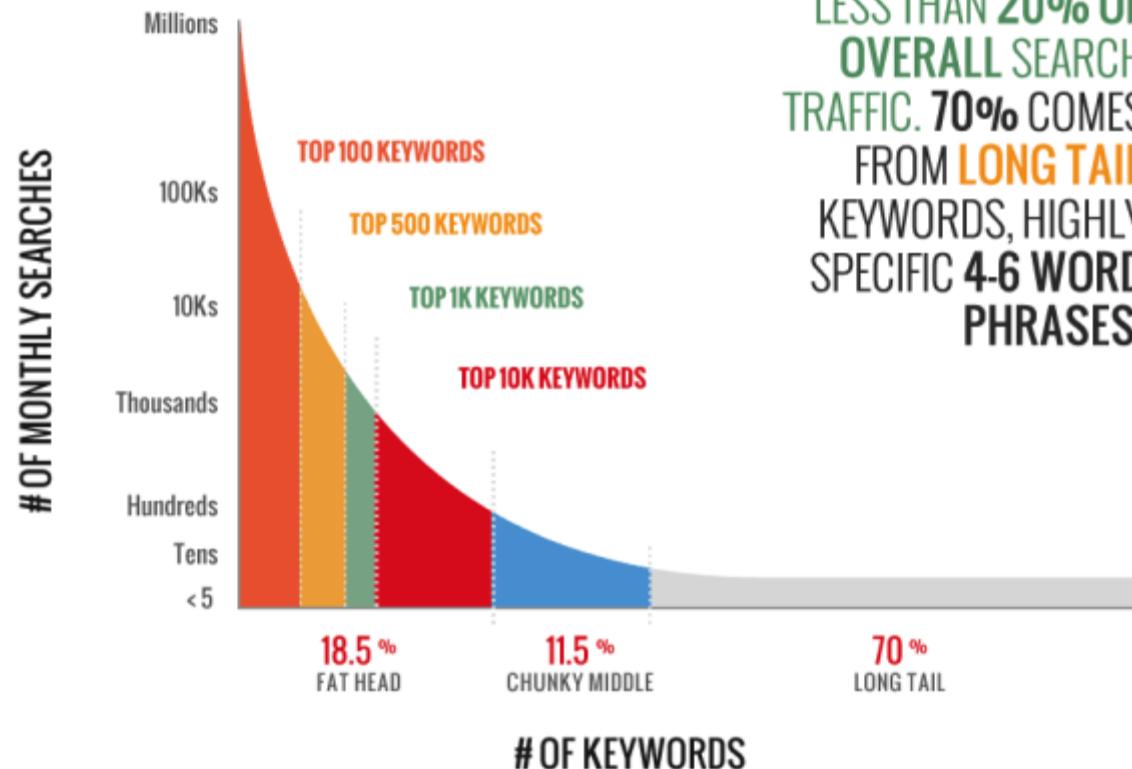
Choosing Keywords

Traffic. Keyword relevance has to be balanced with keyword search demand. There is no benefit to ranking for a search phrase that no one searches. All else being equal, a website should target search phrases with a higher level of search traffic. Many tools exist for estimating the search volume of various phrases. Google's [Keyword Planner](#) is one tool (you must have a Google Ads account to use it, but creating an account is free). It provides an estimate of the monthly search volume of a given search phrase and related search phrases, as illustrated in Figure 4.2.2 below.

Choosing Keywords

Competition. If hundreds of websites are already targeting a particular search phrase, a new website may never have success ranking for that phrase, particularly if some of those websites are behemoths like Amazon.com or Overstock.com. A good way to estimate competition is to just search for a keyword phrase and see (1) which websites show up and (2) whether the links to those websites (i.e. the page title tag that is displayed on the SERP) are optimized perfectly for the keyword (a webpage that is “perfectly optimized” for a multi-word phrase would have the phrase in its exact word order). A small website is more likely to have success targeting long tail keyword phrases with lower competition like *gold Rolex watch* rather than the fat head keyword *watches*, which is very competitive. (Long tail keywords are multi-word phrases that are extended or more specific versions of a core fat head term. *Earrings* is a fat head term with higher search volume, whereas *sterling silver earrings*, *gold earrings online*, or *what is the best way to clean earrings* are all examples of long tail keywords). Of course, long tail keywords typically have lower search volume, but they are often more relevant and easier to rank for than more generic terms. An additional benefit to targeting long tail terms is that one webpage can rank well for multiple long tail terms when the words are similar. In combination, multiple long tail terms can add up to a significant amount of traffic and drive worthwhile revenues.

GET SPECIFIC AND GET FOUND



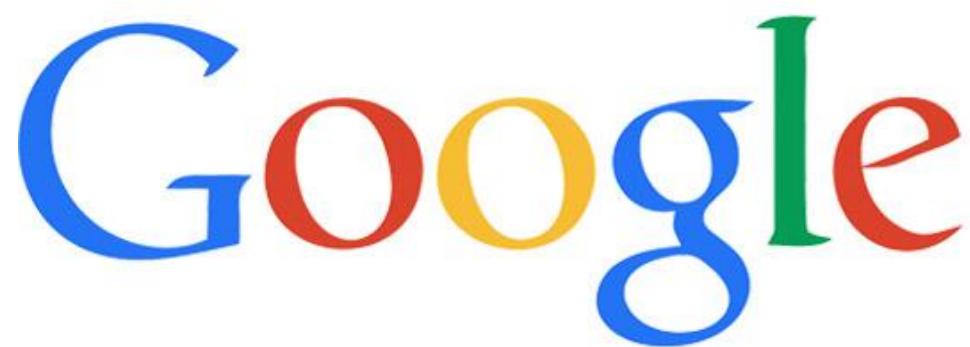
THE TOP 10,000 KEYWORDS MAKE UP LESS THAN 20% OF OVERALL SEARCH TRAFFIC. 70% COMES FROM LONG TAIL KEYWORDS, HIGHLY SPECIFIC 4-6 WORD PHRASES.

Choosing Keywords

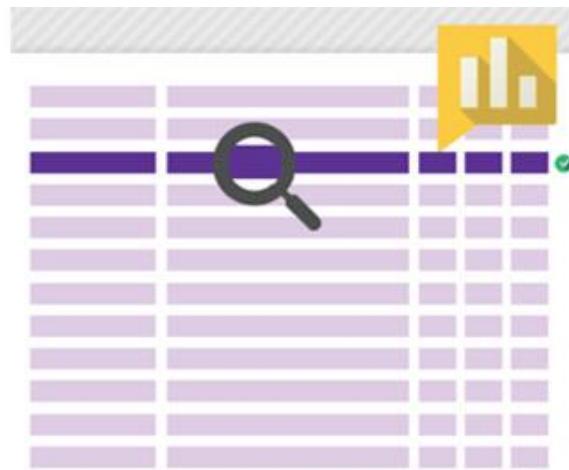
Current Ranking. Existing websites are typically striving continuously for better rankings, so they need to invest their SEO efforts into keywords and keyword phrases that are likely to have the largest impact. Consider a website that currently ranks for five search phrases, and their rankings for those five search phrases are 1, 7, 14, 25, and 157. We would expect that almost all of their organic search traffic is coming from the first two phrases, and they are receiving almost no search traffic from the last three keyword phrases. On which keyword should they work to improve their ranking? If they work to improve the ranking of the last keyword, they might improve from rank 157 to 87, which would be a large improvement, but they still would receive no traffic from that keyword. If they focus instead on the third keyword, and improve their ranking from 14 to 9, they would be on the first page of search results and they would see a drastic increase in search traffic from this term. Moving higher up on the first page of the SERP also produces large increases in traffic, so working to improve the ranking of the second keyword would also be beneficial.

Keyword mapping

Keyword	Min search volume	Max search volume
office furniture	10,000	100,000
desk	100,000	1,000,000
computer desk	100,000	1,000,000
office desk	10,000	100,000
office chair	100,000	1,000,000
desks	10,000	100,000
home office furniture	10,000	100,000
corner desk	10,000	100,000
filing cabinets	100,000	1,000,000
home office desk	10,000	100,000
computer table	10,000	100,000
desk chair	10,000	100,000
computer chair	10,000	100,000
small desk	10,000	100,000
chair	100,000	1,000,000



Keyword Planner



Keyword Planner

Add ideas to your plan

Your product or service

custom pergola

Get ideas Modify search

Targeting

- United States
- English
- Google
- Negative keywords

Customize your search

- Keyword filters
- Keyword options
 - Show broadly related ideas
 - Hide keywords in my account
 - Hide keywords in my plan
- Include/Exclude

Ad group: Custom Pergola

2 of 62 ad group ideas < >

Add all (9)

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
custom pergolas	140	High	\$2.02	0%	>
custom pergola kits	50	High	\$1.33	0%	>
custom pergola designs	20	High	\$1.05	0%	>
scd custom pergolas	30	Medium	\$3.09	0%	>
custom pergola plans	10	High	\$0.70	0%	>
custom pergola canopy	20	High	\$2.52	0%	>
custom pergola covers	20	High	\$1.92	0%	>
custom built pergolas	10	Medium	-	0%	>
custom vinyl pergola	10	High	\$0.97	0%	>

1 - 9 of 9 keywords < >

The screenshot shows the Google Keyword Planner interface. On the left, there are targeting and search customization options. The main area displays an ad group named 'Custom Pergola' with 2 of 62 ad group ideas. The table lists 9 keywords with their average monthly searches, competition level, suggested bid, and ad impression share. Each row has an 'Add to plan' button.

Figure 4.2.2



Search Console

s.com/

Help

Settings

Try the new Search Console

Dashboard

Messages (3)

▶ Search Appearance ⓘ

▶ Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

▶ Google Index

▶ Crawl

Security Issues

Web Tools

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your users' search patterns. [Learn more](#).

Clicks Impressions CTR Position

Queries

Pages

Countries

Devices

No filter

No filter

No filter

No filter

Search Type

Search Appearance

Dates

Web

No filter

Last 28 days

Total clicks

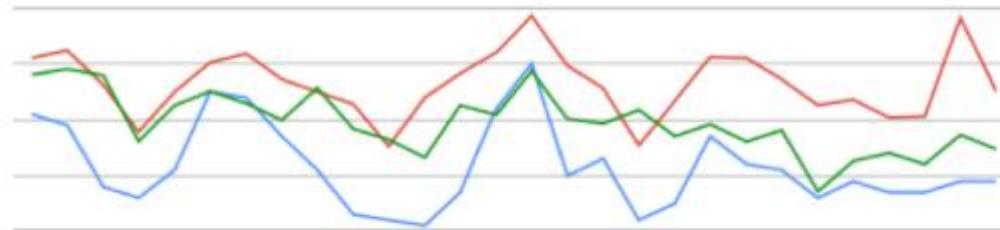
324

Total impressions

3,706

Avg. position

19.9



Or SEMRUSH

Or UberSugget

Google Evolution

PageRank - Google's original measure of the popularity of a webpage, which was used as a proxy for quality.

Panda – Users (using users' feedback to improve ranking).

Penguin - Link spam avoidance (Black-hat SEOs).

Pigeon – Priority to local results.

Hummingbird – Fast and improved results update.

Knowledge Graph - Information displays. Displaying information about certain entities (e.g., people, places)

RankBrain - AI. Uses artificial intelligence to continually improve search results.

Mobile-First - Independent rankings.

The 5 Components of SEO

A practitioner perspective

This categorization comes from a practitioner, so it provides a different action plan for helping clients with SEO.

Size refers to the number of pages within the site.

Time refers to how long the site has been around.

Popularity refers to in-bound links from other websites.

Linking refers to internal links from pages within the website.

Text refers to keyword usage on various pages.

Website Age

<https://www.whois.com/whois/>

<https://archive.org/>

Example: Overstock & SEO

Keyword Usage – Category Page

URL _____

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a web browser displaying the Overstock.com website at the URL www.overstock.com/Jewelry-Watches/4/store.html?TID=TN:JW:JW-IS. The page features a navigation bar with links for Shopping, Ovillage, Pet Adoptions, Insurance, Cars, O.info, FOR THE HOME, FURNITURE, BED & BATH, WOMEN, MEN, JEWELRY & WATCHES, and HEALTH & BEAUTY. A search bar is also present. The main content area is titled "JEWELRY & WATCHES STORE". It includes a promotional banner for a "SEMI-ANNUAL SALE: EXTRA 10-20% OFF SELECT JEWELRY & WATCHES*" and displays several gold-colored jewelry items, including a watch and a pair of earrings. A red diagonal banner on the right side says "Select Items ON SALE". On the left, there is a sidebar with a "Categories" section under "JEWELRY" containing links for Rings, Necklaces, Earrings, Bracelets, and Fashion Jewelry.

Keyword Usage – Category Page

URL _____

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a web browser displaying the Overstock.com website. The URL in the address bar is highlighted with a red box and shows the path: www.overstock.com/Jewelry-Watches/4/store.html?TID=TN:JW:JW-IS. The page header includes the Overstock logo, a search bar, and a 'EVERYDAY FREE SHIPPING OVER \$50*' banner. The main navigation menu features categories like Shopping, OVillage, Pet Adoptions, Insurance, Cars, O.info, and links for FOR THE HOME, FURNITURE, BED & BATH, WOMEN, MEN, JEWELRY & WATCHES, and HEALTH & BEAUTY. Below the menu, the breadcrumb trail shows Online Shopping > Jewelry & Watches. A sidebar on the left lists categories under JEWELRY, including Rings, Necklaces, Earrings, Bracelets, and Fashion Jewelry. The main content area is titled 'JEWELRY & WATCHES STORE' and features a promotional banner for a 'SEMI-ANNUAL SALE: EXTRA 10-20% OFF SELECT JEWELRY & WATCHES*'. It also displays images of a gold watch and two green gemstone rings. A red diagonal banner on the right says 'Select Items ON SALE'.

Keyword Usage – Category Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

```
<title>Jewelry &amp; Watches | Overstock.com Shopping - Top Rated Jewelry &amp; Watches</title>
```

This can be easily shown on the website by right-clicking any non-link on the page and selecting “View Page Source.”

Keyword Usage – Category Page

URL

<h1>Jewelry & Watches Store</h1>

Title Tag

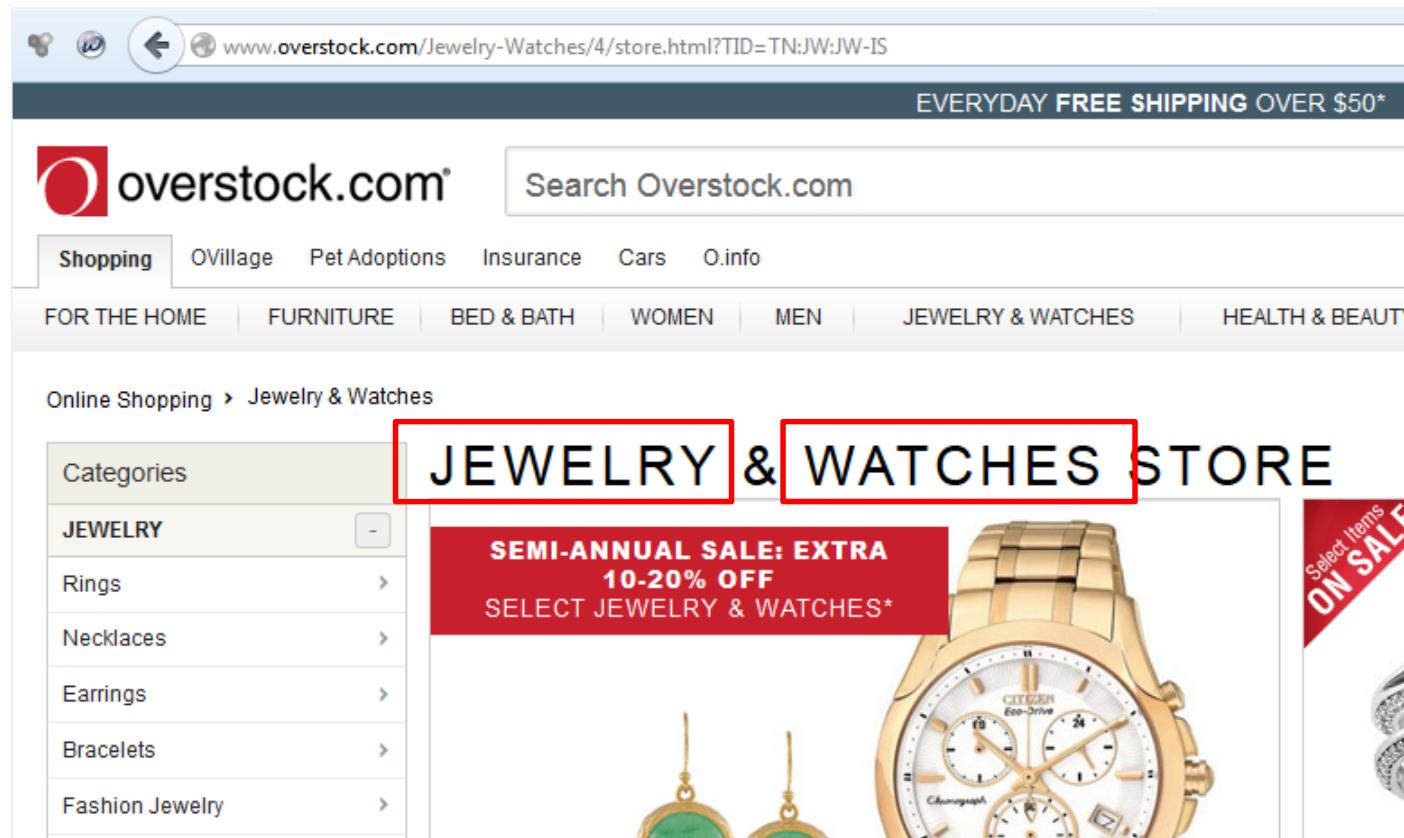
Header Tags

Main Content

Alt Text

Anchor Text

This can also be shown in the page source by searching for the header 1 tag (<h1>).



Keyword Usage – Category Page

URL

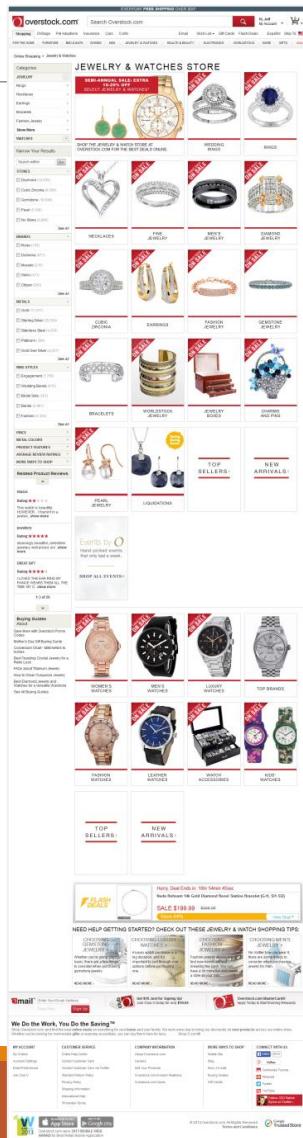
Title Tag

Header Tags

Main Content

Alt Text

Anchor Text



- Virtually no written content
- Keywords in `<h3>` tags

Keyword Usage – Category Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot illustrates a category page for 'JEWELRY & WATCHES' on Overstock.com. The page includes a sidebar with categories like Jewelry, Rings, Necklaces, Earrings, Bracelets, Fashion Jewelry, Show More, and Watches. The main content features a 'SEMI-ANNUAL SALE' banner, a gold watch, and a pair of green earrings. A callout box labeled 'WEDDING RINGS' shows a diamond ring. The bottom of the page has a 'Narrow Your Results' section and a footer with a 'Show Saved Items' button. A browser developer tools Inspector tab is overlaid on the page, showing the HTML structure of the 'WEDDING RINGS' callout. The highlighted element is a div with id='category2' and class='sp-category'. The code shows the structure of the callout, including a snipe image and a link to a wedding rings category page.

```
<div id="category2" class="sp-category">
  <span class="snipe">
    
  </span>
  <a href="http://www.overstock.com/Jewelry-Watches/Wedding-Rings/2361/cat.html?products=7900399&TID=JEWELRDSP_WEDDINGRINGS">
    <div class="mod-overlay"></div>
    <div class="sp-cat-callout">
      <h3>
        Wedding
        <br><br>
        Rings
      </h3>
    </div>
  </a>
</div>
```

Keyword Usage – Category Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a web page for a jewelry store. On the left, there's a sidebar with a 'JEWELRY' category dropdown containing links for Rings, Necklaces, Earrings, Bracelets, and Fashion Jewelry, plus a 'WATCHES' section. Below the sidebar is a button labeled 'Narrow Your Results'. The main content area features a red banner for a semi-annual sale with 10-20% off select jewelry and watches. It includes images of a gold watch and a pair of green earrings. To the right, there's a section for 'WEDDING RINGS' with an image of two rings. At the bottom, a developer tools browser panel shows the DOM structure of the page, specifically focusing on the 'category2.sp-category' element.

Keyword Usage – Sub-Category Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows the Overstock.com website for the 'Wedding Rings' category. The URL in the browser bar is www.overstock.com/Jewelry-Watches/Wedding-Rings/2361/cat.html?products=7900399&TID=JE. The page features a prominent 'EVERYDAY FREE SHIPPING OVER \$50*' banner. The Overstock.com logo and search bar are at the top. A navigation menu includes 'Shopping', 'OVillage', 'Pet Adoptions', 'Insurance', 'Cars', 'O.info', 'Email', and 'Wish'. Below the menu, categories like 'FOR THE HOME', 'FURNITURE', 'BED & BATH', 'WOMEN', 'MEN', 'JEWELRY & WATCHES', and 'HEALTH & BEAUTY' are listed. The breadcrumb trail shows the user has navigated from 'Online Shopping' to 'Jewelry & Watches' to 'Jewelry' and finally to 'Wedding Rings'. A sidebar on the left titled 'Categories' lists 'Women's Wedding Bands', 'Bridal Sets', 'Engagement Rings', 'Men's Wedding Bands', and 'Wraps & Guards'. A 'Narrow Your Results' section includes a 'Search within' input field and a 'Go' button. The main content area features a 'WEDDING RINGS' heading with a sub-copy about buying engagement rings for less than \$50. It also includes a 'Browse Top Categories' section with a red banner offering 'EXTRA 10-20% OFF' on select items during the semi-annual jewelry and watches sale.

Keyword Usage – Sub-Category Page

URL

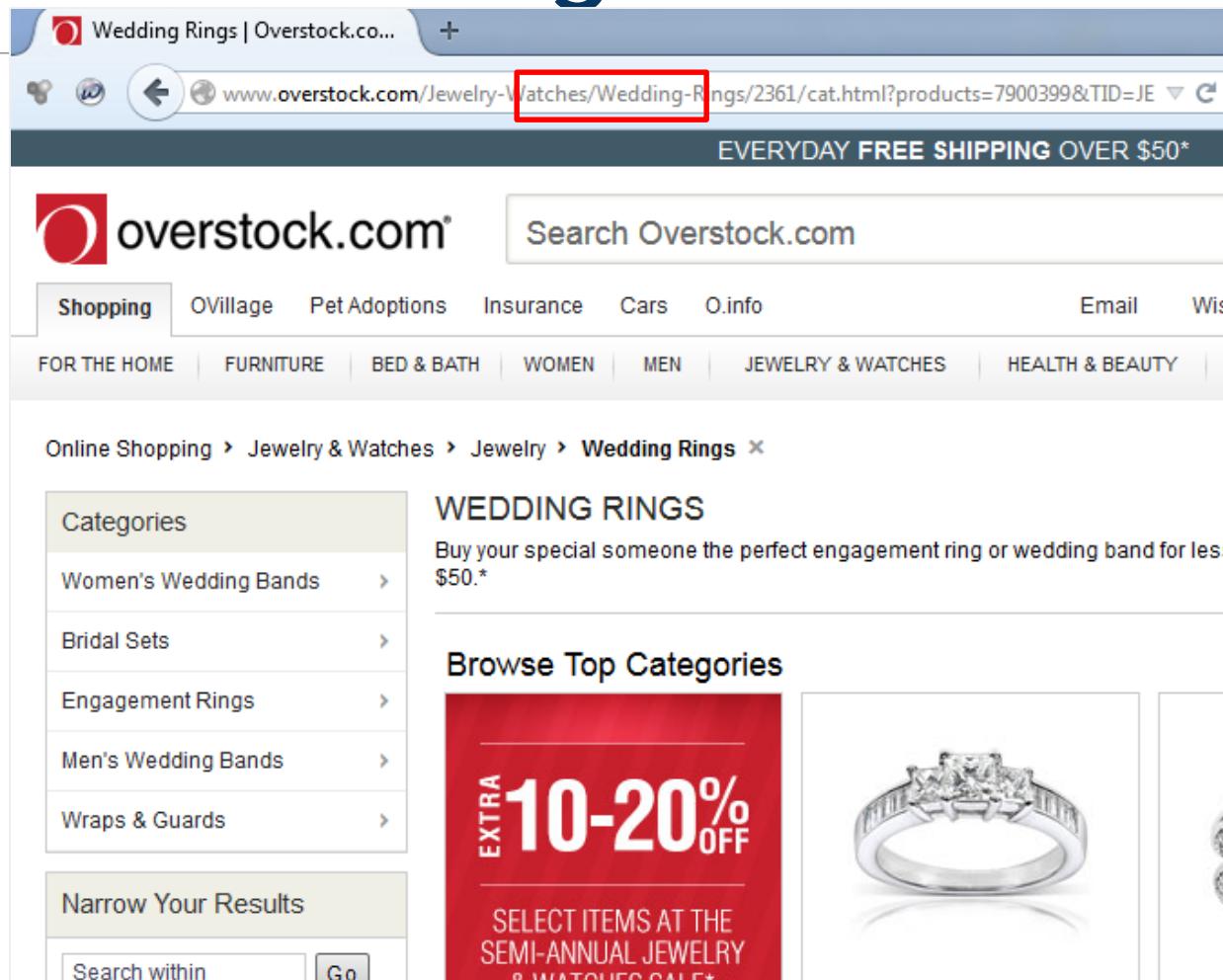
Title Tag

Header Tags

Main Content

Alt Text

Anchor Text



The screenshot shows a web browser displaying the Overstock.com website. The URL in the address bar is highlighted with a red box and reads www.overstock.com/Jewelry-Watches/Wedding-Rings/2361/cat.html?products=7900399&TID=JE. The page header features the Overstock.com logo and a search bar. A navigation menu at the top includes links for Shopping, O'Village, Pet Adoptions, Insurance, Cars, O.info, Email, and Wish. Below the menu, a breadcrumb trail shows the user's path: Online Shopping > Jewelry & Watches > Jewelry > Wedding Rings. On the left, a sidebar titled 'Categories' lists options like Women's Wedding Bands, Bridal Sets, Engagement Rings, Men's Wedding Bands, and Wraps & Guards. A promotional banner on the right offers 'EXTRA 10-20% OFF' during a semi-annual sale. The main content area is titled 'WEDDING RINGS' and encourages users to buy engagement rings or wedding bands for less than \$50.

Keyword Usage – Sub-Category Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a web browser window displaying the Overstock.com website. The URL in the address bar is www.overstock.com/Jewelry-Watches/Wedding-Rings/2361/cat.html?products=7900399&TID=JE. A red box highlights the title "Wedding Rings | Overstock.co..." in the browser's title bar.

The page features a navigation bar with links like Shopping, O'Village, Pet Adoptions, Insurance, Cars, O.info, Email, and Wish. Below the navigation is a breadcrumb trail: Online Shopping > Jewelry & Watches > Jewelry > Wedding Rings.

A sidebar on the left lists categories under "Categories": Women's Wedding Bands, Bridal Sets, Engagement Rings, Men's Wedding Bands, and Wraps & Guards. A "Narrow Your Results" section includes a search input field and a "Go" button.

The main content area has a heading "WEDDING RINGS" and a sub-copy: "Buy your special someone the perfect engagement ring or wedding band for less. \$50.*". It also features a "Browse Top Categories" section with a red banner offering "EXTRA 10-20% OFF" on semi-annual jewelry and watch sales.

Product images for diamond rings are visible on the right side of the page.

Keyword Usage – Sub-Category Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a web browser window for Overstock.com. The URL in the address bar is www.overstock.com/Jewelry-Watches/Wedding-Rings/2361/cat.html?products=7900399&TID=JE. A banner at the top says "EVERYDAY FREE SHIPPING OVER \$50*". The Overstock.com logo is on the left, and a search bar is on the right. The main navigation menu includes Shopping, O Village, Pet Adoptions, Insurance, Cars, O.info, Email, and Wish. Below the menu, categories like FOR THE HOME, FURNITURE, BED & BATH, WOMEN, MEN, JEWELRY & WATCHES, and HEALTH & BEAUTY are listed. The breadcrumb trail shows Online Shopping > Jewelry & Watches > Jewelry > Wedding Rings. A sidebar on the left lists categories: Women's Wedding Bands, Bridal Sets, Engagement Rings, Men's Wedding Bands, and Wraps & Guards. A red box highlights the "WEDDING RINGS" section, which contains a sub-copy: "Buy your special someone the perfect engagement ring or wedding band for less. \$50.*". Below this is a "Browse Top Categories" section with a red banner offering "EXTRA 10-20% OFF" on semi-annual jewelry and watch sales. To the right, there are images of diamond rings.

Keyword Usage – Sub-Category Page

URL

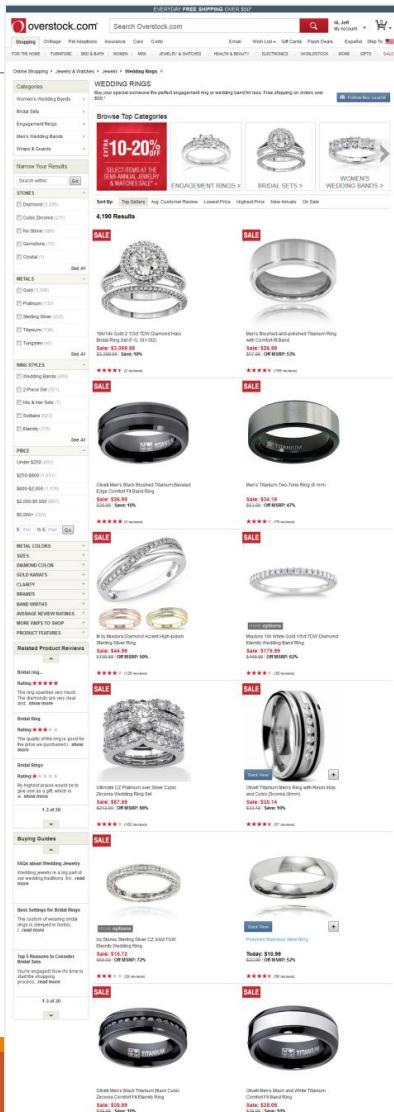
Title Tag

Header Tags

Main Content

Alt Text

Anchor Text



- Slightly more written content
- “Wedding Band”, “Bridal Ring Set”, “Diamond Ring”

Keyword Usage – Sub-Category Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows the Overstock.com homepage with a search bar and various navigation links. On the left, there is a sidebar with filters for stone type (Diamond, Cubic Zirconia, No Stone, Gemstone, Crystal) and metal type (Metals: Gold, Platinum, Sterling Silver, Titanium, Tungsten). The main content area displays a search result for "Diamond" with 4,190 results. A large image of a diamond halo ring is the featured product, with a callout box highlighting its details: "18k/14k Gold 2 1/3ct TDW Diamond Halo Bridal Ring Set (F-G, SI1-SI2)". Below the image, the price is listed as \$3,059.99, marked down from \$3,399.99 with a 10% savings. To the right, another ring is shown with a similar callout: "Men's Brushed-and-polished Titanium Ring with Comfort-fit Band" and a price of \$26.99, marked down from \$57.99 with a 53% savings.

Keyword Usage – Sub-Category Page

URL

```
<a class="pro-thumb" href='http://www.overstock.com/Jewelry-Watches/18k-14k-Gold-2-1-3ct-TDW-Diamond-Halo-Bridal-Ring-Set-F-G-SI1-SI2/7900399/product.html?refccid=J57CBJMBGISLO7CEYSKYXIGAUE&searchidx=0' title="18k/14k Gold 2 1/3ct TDW Diamond Halo Bridal Ring Set (F-G, SI1-SI2)">
```

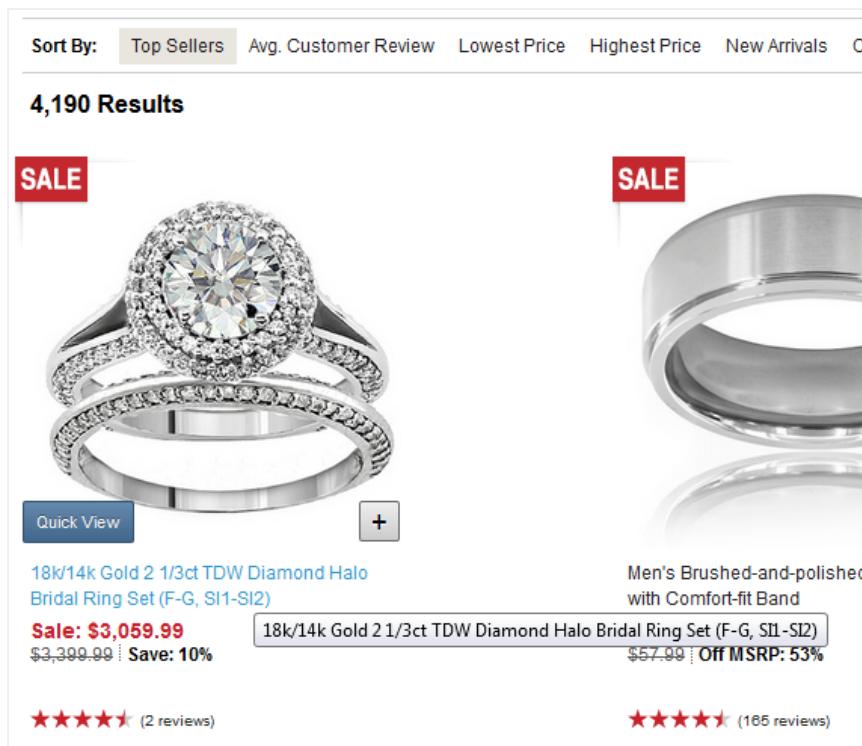
Title Tag

Header Tags

Main Content

Alt Text

Anchor Text



Keyword Usage – Product Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a web browser displaying the Overstock.com website. The URL in the address bar is www.overstock.com/Jewelry-Watches/18k-14k-Gold-2-1-3ct-TDW-Diamond-Halo-Bridal-Ring-Set. The page features a navigation bar with links like Shopping, O'Village, Pet Adoptions, Insurance, Cars, O.info, Email, Wish List, Gift Cards, and Flash Deals. Below the navigation is a search bar and a banner for "EVERYDAY FREE SHIPPING OVER \$50*". The main content area shows a large image of a diamond halo bridal ring set. A red "SALE" badge is overlaid on the image. To the right of the image, the product title is "18k/14k Gold 2 1/3ct TDW Diamond Halo Bridal Ring Set (F-G, SI1-SI2)". Below the title is a rating of "Rating 4.5" based on "2 reviews" and a link to "Write a review". A price of "\$3,059.99" is displayed with a savings of "\$340.00 (10%)". The item number "Item #: 15280528" is listed. To the right, there's a sidebar with options for selecting a quantity (Qty: 1), adding to wish list, getting price drop notifications, and express shipping.

Keyword Usage – Product Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a web browser displaying a product page from Overstock.com. The URL in the address bar is highlighted with a red box and shows the full path: www.overstock.com/Jewelry-Watches/18k-14k-Gold-2-1-3ct-TDW-Diamond-Halo-Bridal-Ring-Set. The page features a large image of a diamond ring set. The main title is "18k/14k Gold 2 1/3ct TDW Diamond Halo Bridal Ring Set (F-G, SI1-SI2)". It is marked as a "SALE" item at \$3,059.99, down from \$3,399.99. The page includes a review section with a 4.5 rating, a quantity selector set to 1, and options to add it to a wish list or get price delivery.

Keyword Usage – Product Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a web browser displaying the Overstock.com website. The URL in the address bar is highlighted with a red box and shows the search term "18k/14k Gold 2 1/3ct TDW Dia...". The page features a navigation bar with links like Shopping, Ovillage, Pet Adoptions, Insurance, Cars, O.info, Email, Wish List, Gift Cards, Flash Deals, and categories for Home, Furniture, Bed & Bath, Women, Men, Jewelry & Watches, Health & Beauty, Electronics, and Worldstock. The main content area displays a "SALE" banner for a "18k/14k Gold 2 1/3ct TDW Diamond Halo Bridal Ring Set (F-G, SI1-SI2)". It includes a star rating of 4.5 based on 2 reviews and a link to write a review. The price is listed as \$3,059.99, marked down from \$3,399.99. A detailed description of the item follows, along with a "More" link. To the right, there's a sidebar for options, warranty choices (Decline Protection, 3 Year Jewelry Protection, 2 Year Jewelry Protection), quantity selection (Qty: 1), and buttons for Add to Wish List, Get Price Drop Alerts, and Express Checkout.

Keyword Usage – Product Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a web browser displaying the Overstock.com website. The URL in the address bar is www.overstock.com/Jewelry-Watches/18k-14k-Gold-2-1-3ct-TDW-Diamond-Halo-Bridal-Ring-Set. The page features a navigation bar with links like Shopping, Ovillage, Pet Adoptions, Insurance, Cars, O.info, Email, Wish List, Gift Cards, Flash Deals, FOR THE HOME, FURNITURE, BED & BATH, WOMEN, MEN, JEWELRY & WATCHES, HEALTH & BEAUTY, ELECTRONICS, and WORLDSTOCK. A search bar is also present. The main content area shows a large image of a diamond halo bridal ring set. Above the image, a red box highlights the product title: "SALE 18k/14k Gold 2 1/3ct TDW Diamond Halo Bridal Ring Set (F-G, SI1-SI2)". Below the title, it says "Rating 4.5 | 2 reviews | Write a review". The price is listed as "Sale \$3,059.99 Save \$340.00 (10%) Today \$3,399.99". The item number is "Item #: 15280528". To the right, there's a sidebar with options like "Select an option", "Warranty" (with radio buttons for "Decline Protection", "3 Year Jewelry", and "2 Year Jewelry"), "Qty: 1", and buttons for "Add to Wish List", "Get Price Drop Alerts", and "Express Checkout".

Keyword Usage – Product Page

URL

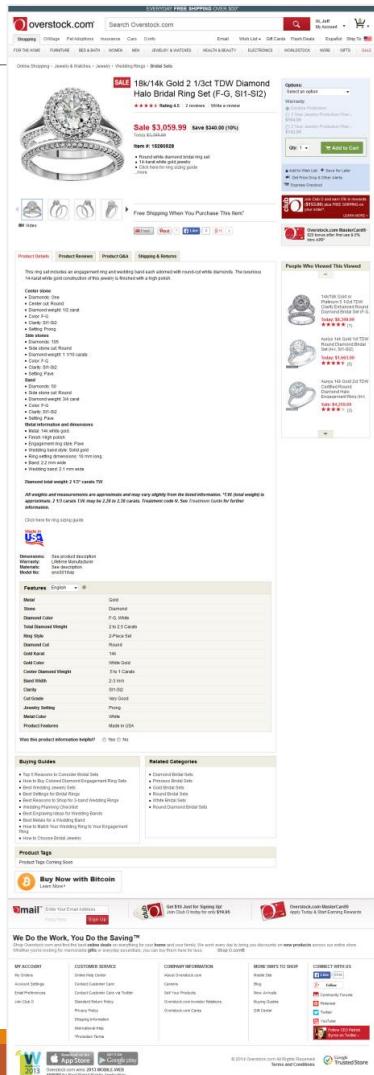
Title Tag

Header Tags

Main Content

Alt Text

Anchor Text



- No unnatural keyword insertion
- “diamond”, “engagement ring”, “wedding band”

Keyword Usage – Product Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

The screenshot shows a product page for a diamond ring. At the top, the Overstock.com logo and search bar are visible. Below the header, there's a navigation menu with categories like Shopping, O Village, Pet Adoptions, Insurance, Cars, O.info, Email, Wish List, and Gift Cards. The main content area shows a large diamond ring with a halo setting. A red "SALE" badge is overlaid on the image. To the right is a close-up view of the diamond. Below the main image are smaller thumbnail images for "Video", "size mm", "gift box", and "ring box". Social sharing icons for Email, Pinterest, Facebook, and Google+ are at the bottom.

Keyword Usage – Product Page

URL

Title Tag

Header Tags

Main Content

Alt Text

Anchor Text

Buying Guides

- [Top 5 Reasons to Consider Bridal Sets](#)
- How to Buy Colored Diamond Bridal Sets
- Best Wedding Jewelry Sets
- Best Settings for Bridal Rings
- Best Reasons to Shop for 3-band Wedding Rings
- Wedding Planning Checklist
- Best Engraving Ideas for Wedding Bands
- Best Metals for a Wedding Band
- How to Match Your Wedding Ring to Your Engagement Ring
- How to Choose Bridal Jewelry

Related Categories

- Diamond Bridal Sets
- Princess Bridal Sets
- Gold Bridal Sets
- Round Bridal Sets
- White Bridal Sets
- Round Diamond Bridal Sets

- Supplementary articles useful for shoppers
- Potential to attract additional traffic

Click-Through Rates from SERP

- Title Tag
- Meta Description
- URL

Jewelry | Overstock.com Shopping - Big Discounts on Jewelry
www.overstock.com › Jewelry & Watches ▾ Overstock.com ▾
Jewelry: Get free shipping on orders over \$50* at Overstock.com - Your Online Jewelry Store!

Wedding Rings | Overstock.com Shopping - Top Rated ...
www.overstock.com › Jewelry & Watches › Jewelry ▾ Overstock.com ▾
Wedding Rings: Get free shipping on orders over \$50* at Overstock.com - Your Online Wedding Rings Destination!

High Quality Web pages

Having high quality Web pages help you to rank better

- Low bounce rate
- Meta descriptions and snippets
- Short load time
- Original, fresh, quantity, and quality contents

Load Time

- Overstock pages are data intensive
 - Could cause slow loading
 - Technically up to date

Need to optimize loading speed and data intensity

Fresh Content

- New products available
- Sales and promotions
- Articles
- Reviews
- Q&A

Quantity Content

EVERYDAY FREE SHIPPING OVER \$50*

overstock.com

Search Overstock.com

Hi, Jeff
My Account

0

Email Wish List Gift Cards Flash Deals | Español Ship To:

FOR THE HOME FURNITURE BED & BATH WOMEN MEN JEWELRY & WATCHES HEALTH & BEAUTY ELECTRONICS WORLDSTOCK MORE GIFTS SALE

Online Shopping > Jewelry & Watches > Jewelry > Wedding Rings > Bridal Sets

Questions? Chat Now.

SALE 18k/14k Gold 2 1/3ct TDW Diamond Halo Bridal Ring Set (F-G, SI1-SI2)

★★★★★ Rating 4.5 | 2 reviews | Write a review

Sale \$3,059.99 Save \$340.00 (10%)
Today \$3,399.99

Item #: 15280528

▪ Round white diamond bridal ring set
▪ 14-karat white gold jewelry
▪ Click here for ring sizing guide
...more

Qty: 1 Add to Cart

Add to Wish List Save for Later
Get Price Drop & Other Alerts
Express Checkout

Join Club O and earn 5% in rewards (\$153.00 plus FREE SHIPPING on your order*). LEARN MORE >

Overstock.com MasterCard®
\$20 bonus after first use & 0% Intro APR*

Product Details Product Reviews Product Q&A Shipping & Returns

This ring set includes an engagement ring and wedding band each adorned with round-cut white diamonds. The luxurious 14-karat white gold construction of this jewelry is finished with a high polish.

Center stone

People Who Viewed This Viewed

Original Content

```
<link rel="canonical" href="http://www.overstock.com/Jewelry-Watches/18k-14k-Gold-2-1-3ct-TDW-Diamond-Halo-Bridal-Ring-Set-F-G-SI1-SI2/7900399/product.html" />
```

Overstock has lots of duplicate content. Multiple pages with much of the same content might be slightly different depending on the navigation path taken by the user. As a result, every page on Overstock will use the rel="canonical" tag.

EVERYDAY FREE SHIPPING OVER \$50*


overstock.com

*

[Hi, Jeff](#)
[My Account](#)


0

Shopping
OVillage
Pet Adoptions
Insurance
Cars
O.info
Email
Wish List
Gift Cards
Flash Deals
Español
Ship To:
United States

FOR THE HOME
FURNITURE
BED & BATH
WOMEN
MEN
JEWELRY & WATCHES
HEALTH & BEAUTY
 ELECTRONICS
WORLDSTOCK
MORE
GIFTS
SALE

Online Shopping
Jewelry & Watches
Jewelry
Wedding Rings
Bridal Sets

Questions? Chat Now.



SALE 18k/14k Gold 2 1/3ct TDW Diamond Halo Bridal Ring Set (F-G, SI1-SI2)

★★★★★ Rating 4.5 | 2 reviews | Write a review

Sale \$3,059.99 Save \$340.00 (10%)

Today \$3,399.99

Item #: 15280528

- Round white diamond bridal ring set
- 14-karat white gold jewelry
- Click here for ring sizing guide

[...more](#)

Options:
Select an option

Warranty:

Decline Protection

3 Year Jewelry Protection Plan - \$164.99

2 Year Jewelry Protection Plan - \$142.99

Qty: 1

Add to Wish List Save for Later

Get Price Drop & Other Alerts

Express Checkout


Video







Free Shipping When You Purchase This Item*

[Email](#) [Pin it](#) [7](#) [Like](#) [0](#) [8+](#) [1](#)



Join Club O and earn 5% in rewards (\$153.00) plus FREE SHIPPING on your order*. [LEARN MORE >](#)

Product Details

This ring set includes an engagement ring and wedding band each adorned with round-cut white diamonds. The luxurious 14-karat white gold construction of this jewelry is finished with a high polish.

Overstock.com MasterCard® \$20 bonus after first use & 0% Intro APR*

People Who Viewed This Viewed



Off-Site SEO

Links

Google has long been the world's top search engine.

Google has long been the world's top search engine.

No-Follow Links

“Don’t follow links on this page”

- Untrusted content
- Paid links
- Low priority links

Affiliate Links



Reviews for the real world

[Electronics](#)

[Home & Garden](#)

[More categories...](#)

[Deals](#)

PHOTO: Michael Mission

Baby & Kid > School

The Best School Backpacks for Elementary School Students

UPDATED AUGUST 16, 2018:

We expanded the range of backpacks we looked at and added two complementary picks, [Pottery Barn Kids Mackenzie backpacks](#) and the [REI Workload Mini](#).

Your guides



Dan Frakes



Michael Berk

We looked at more than 20 of the most popular backpacks for

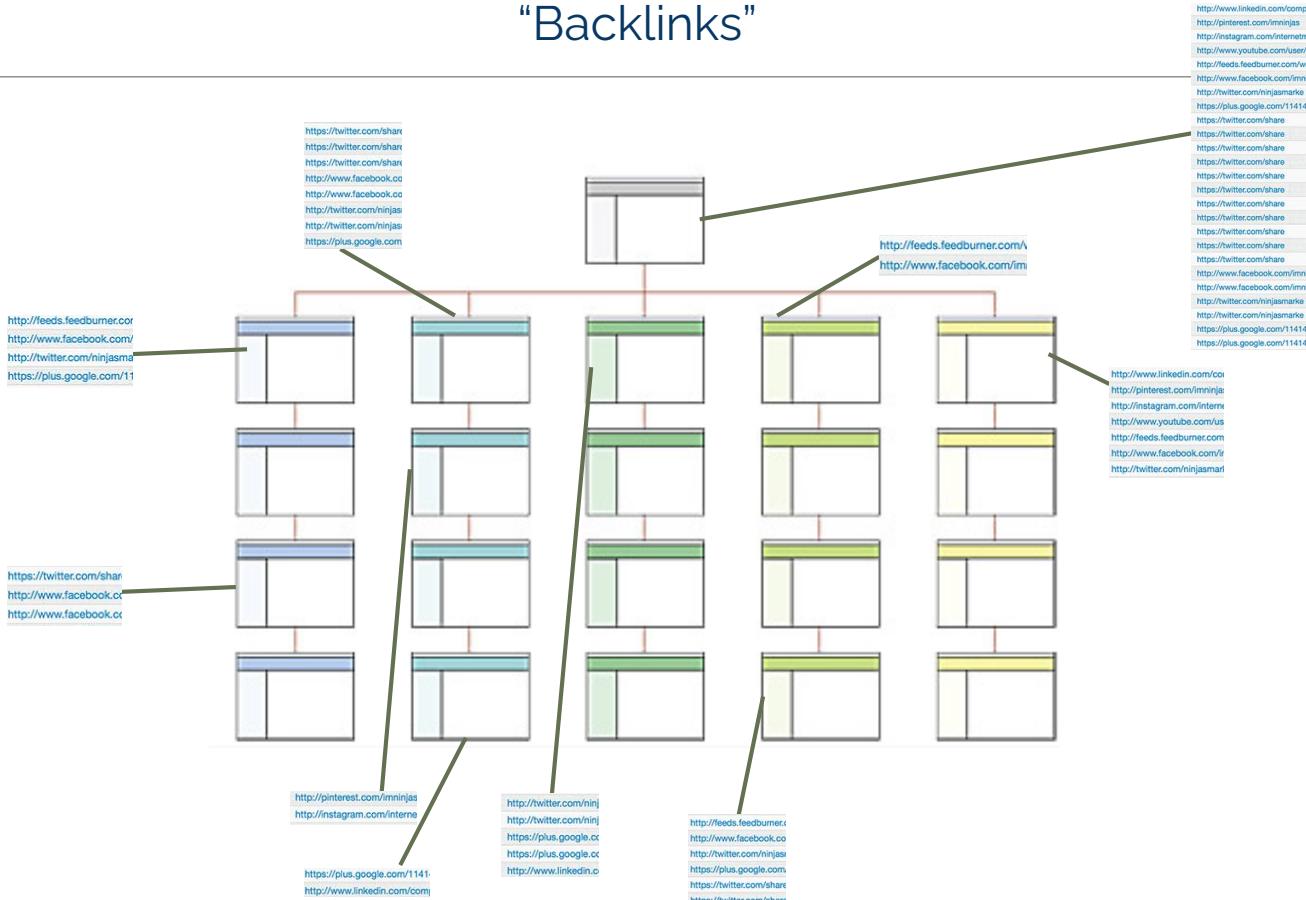
[L.L.Bean's Junior Original Book Pack](https://wclink.co/link/15278/44542/4/41586/1752111464.1535568294?merchant=L.L.Bean)

daily use, be comfortable to lug around, and keep books and assignments organized. The kid backpack we'd buy—and have bought—for students in second grade or below is [L.L.Bean's Junior Original Book Pack](#); for third grade and above, we

bought our own kids the company's standard [Original Book Pack](#). The L.L.Bean backpacks have better build quality than the competition, featuring more useful internal organization, a more durable external water bottle pocket, and a more visible reflective strip for safety. And they're less expensive.

Link Profile

“Backlinks”



Link Profile

“Backlinks”

Total number of links - provides information about the overall popularity of the site.

Link sources - where the links are coming from provides information about the kinds of sites that find this website valuable, how *diverse* those linking sites are (which indicates the *breadth* of appeal of the website), *concentration of linking sources* (whether most links come from the same site or same kind of site).

Linked-to pages - Whether all links go to the homepage or links go to a variety of pages within the website tells a very different story about the popularity of the website and the website’s content.

Link timing - When the links came in provides information about the website’s activity level.

Popularity Metrics

- Number of backlinks
- Backlinks from related/relevant websites
- Anchor text
- Link neighborhood
- Link freshness
- Link diversity
- Social sharing

Popularity Metrics

Number of backlinks. All else being equal, the best content will attract the most links. But this clearly can't be the only metric, because all else is NOT equal. A website could have 1 million links, but if they're all from one website, then the content might not be good content; it might just be really well liked by one website owner (or the links manipulated).

Backlinks from related/relevant websites. If you want to know who the best surgeon in your city is, you'd probably trust the opinion of another doctor over the opinion of a random citizen in your community. If a website can attract links from several sites with expertise in a subject matter, it would be hard for such a result to be produced by any other factor than that the site has good content.

Anchor text. A large proportion of anchor text simply uses the domain name, company name, or “click here” as the anchor text. But the keywords used in descriptive anchor text gives vital clues about the content you can find on a page. These clues are vital because they are the only external validation of content information. Search engines primarily get information about content from pages themselves, so external validation of that content is valuable.

Popularity Metrics

Link neighborhood. High quality websites tend to generate links from (and give links to) other high quality websites (as well as a mix of medium- and low-quality websites). Low quality websites almost never get links from high quality websites. So examining your link profile (as well as the link profiles of those referring websites) provides clues both as to the quality of the website and its likelihood of being a spam website.

Link freshness. High quality websites continually post new, exciting content that generates new links. If a website has generated millions of links but the pace of those links falls dramatically, the search engine will figure that the website is no longer producing high quality content or is no longer relevant to as many people.

Link diversity. If a website generates links from a wide variety of websites and a wide variety of *kinds* of websites, the website must have broad appeal.

Social sharing. This is at the bottom of the list for a reason: it's the least important of the metrics. Social media data does not factor prominently in its rankings, but social sharing can indirectly affect ranking dramatically by being the source of people discovering your website, which may lead to links.

Content Marketing

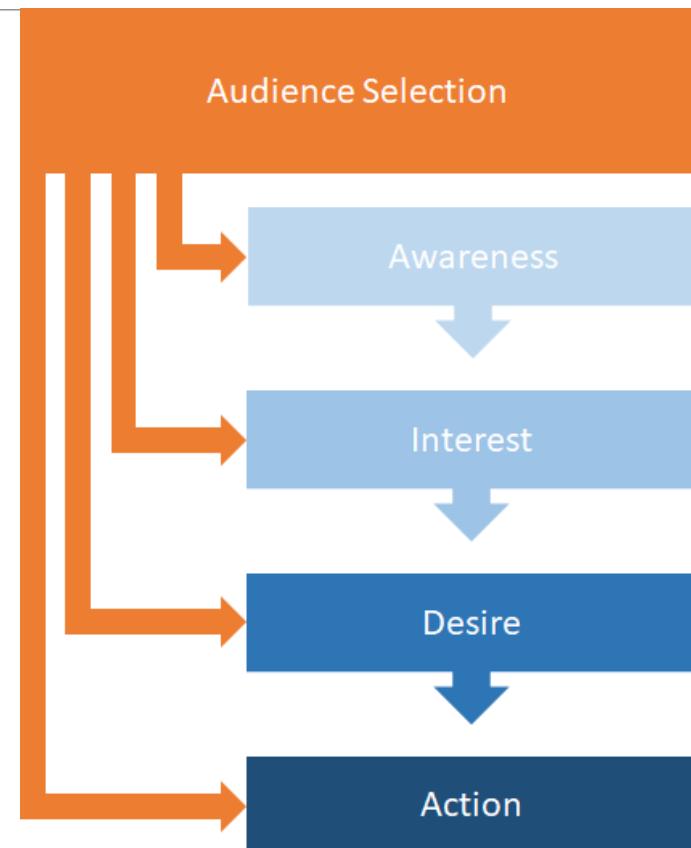
Appealing content

- Entertaining
- Useful

Distribution

- SEO
- Social sharing
- Paid

Conversion



Content Marketing

Internet content that appeals to people provides value in one of two ways: it is entertaining or it is useful. Those are two very broad categories that can (and should) be subcategorized based on the target market. To whom is the content entertaining or to whom is the content useful? In the more traditional business model, news media, blogs, and entertainment companies provide appealing content and “charge” readers/viewers of the content through advertising exposures. But many factors have limited the lucrativeness of this business model online. Ad blockers reduce ad exposure and thus decrease ad revenue. Social media platforms have stolen traffic from blogs and news websites while also reducing referrals to those websites (e.g., Facebook continually makes changes to keep people on Facebook rather than referring them to an external website). To cope, many of these entertainment and news sites have begun incorporating more content marketing. If there’s a more direct connection between eyeballs and revenue, the eyeballs become more valuable. Creating appealing content itself is not difficult—news media, blogs, and entertainment companies have been doing it without great difficulty for a long time. The most difficult aspect of content marketing is the fact that the appealing content needs to push readers/viewers toward a conversion of some kind. It can be difficult to wear both hats, i.e., be both marketer and storyteller and do both well at the same time.

Distribution of content typically occurs through SEO, social sharing, or paid ads. Content that is meant to rank well on search engines has two enormous advantages. First, as mentioned in the text, it has built-in distribution. We can verify that there is a steady stream of people conducting a search looking for that content. Second, keyword research provides ideas for content. If there is a search with a good deal of volume but not much content that directly addresses the intended search, a content marketer can create content for that query and soon have lucrative traffic for that content.

Content Marketing

Social sharing can be an effective way to earn traffic to content marketing. If the content has appeal for readers, then it likely has some appeal for people to post it to social media. The downside of distribution through social sharing is that it is not sustainable. Social media is very present-focused. Something that happened a week ago is already old news on social media, and the algorithms that control social media reinforce this present-focus, so even great content is not likely to be distributed on social media for long.

Paid views of content marketing can be sustainable long term, but it can be difficult to generate a positive ROI from such views.

Typically, content marketing is likely to bring people into the top of the conversion funnel (i.e., into the interest phase rather than the desire or action phase). If that is the case, the immediate conversion rate might be quite low, which will limit potential profitability. But the advantage of content marketing is that the content is longer form than advertising, so it has the potential to move people further through the conversion process than a simple display ad.

SEO Value

A screenshot of a Google search results page for the query "yellow shoes". The search bar shows the query. Below it, the navigation bar includes "All", "Shopping", "Images", "News", "Videos", "More", "Settings", and "Tools". A message indicates "About 11,700,000 results (0.45 seconds)".

The results are organized into several sections:

- Shop for yellow shoes on Google**: A grid of five product cards. Each card includes an image, the brand name, the product name, the price, the store, and a rating.
 - Lulus | Women's Luca Mustard... \$31.00 Lulus ★★★★☆ (7)
 - Women's Taylor Jelly Ballet Flat -... \$17.98 DSW Special offer
 - Turn Back Prime Vegan Flat In... \$35.00 ModCloth.com ★★★★☆ (48)
 - I.n.c. Women's Zilah Pointed To... \$69.50 Macy's ★★★★☆ (470)
 - Women's Kamora Flat -Mustard... \$59.99 DSW Special offer
- Sponsored**: A section with a single card for "Women's Yellow Shoes | DSW".
 - https://www.dsw.com/en/us/category/_yellow-shoes/N-1z141j/Z1z141aoZ1z141ju ▾
Shop Women's Yellow Shoes at DSW. Check out our huge selection with free shipping every day!
- Organic Results**:
 - Yellow Shoes at Zappos | Fast & Free Shipping on Shoes | zappos.com**
 - www.zappos.com/Shoes ▾
Shop Yellow Shoes Today. Huge Selection + Free Shipping!
Free Shipping & Returns · Shop New Arrivals · Free Returns For 365 Days · 24/7 Customer Service
 - Women's Yellow Shoes | DSW**
 - https://www.dsw.com/en/us/category/_yellow-shoes/N-1z141j/Z1z141aoZ1z141ju ▾
Shop Women's Yellow Shoes at DSW. Check out our huge selection with free shipping every day!
 - Women's Yellow Shoes | Nordstrom**
 - <https://shop.nordstrom.com/women/shoes/all-women-s-shoes> ▾
Free shipping and returns on Women's Yellow Shoes at Nordstrom.com.
 - yellow shoes | Nordstrom**
 - <https://shop.nordstrom.com/all-results> ▾
Shop for yellow shoes at Nordstrom.com. Free Shipping. Free Returns. All the time.

Annotations:

- A blue box highlights the DSW sponsored result with the text: "95% of clicks, 10% of marketing spend".
- A pink box highlights the Zappos organic result with the text: "5% of clicks, 90% of marketing spend".

Content that Ranks

Content Type	Example
Blog post	Live & Dare's Benefits of Meditation
Short-form evergreen content	Jim Collin's Piece on Big, Hairy, Audacious Goals
Long-form article	Wait But Why on the Fermi Paradox
Photo gallery	Right Hairstyle's 100 Cool Short Hairstyles for Men
Information-rich list	Wareable's Best Fitness Trackers of 2016
Interactive tool	Zoopla's House Prices Tool
Category lander	HGTV's Kitchen Ideas
Multi-page guide	Bates University's "Painless Guide to Statistics"
Visualization of complex data	CNN's Election Results
Video	Whiteboard Friday
Research paper	Oracle Marketing Cloud's Research Collection

Linkbait Examples

<http://moz.com/search-ranking-factors>

The screenshot shows the Moz website's header with navigation links for PRODUCTS, LEARN, COMMUNITY, BLOGS, and ABOUT. A "Log in" button and a search icon are also present. The main banner features a blue-toned illustration of various scientific and technical equipment like microscopes, test tubes, and charts. The title "2013 Search Engine Ranking Factors" is prominently displayed in white text. On the left, a sidebar titled "Correlations" lists "Survey Data", "Methodology", and "Contributors". The main content area contains a section titled "Survey and Correlation Data" with a detailed description of the methodology. Below this, social sharing icons for Facebook, Twitter, LinkedIn, and Google+ are shown with their respective counts: 1.4k likes, 35 tweets, 2.4k shares, and 621 LinkedIn shares. At the bottom, there is a note about surveying over 120 leading search marketers and a call to action to select one of the 10 categories.

MOZ

PRODUCTS LEARN COMMUNITY BLOGS ABOUT

Log in ?

2013 Search Engine Ranking Factors

Correlations

- Survey Data
- Methodology
- Contributors

Survey and Correlation Data

Every two years, Moz surveys the opinions of dozens of the world's brightest search marketers and runs correlation studies to better understand the workings of search engine algorithms. We gather this data to gain insight into the factors that may help—or hurt—a website's visibility in search engines. Note that these factors are not "proof" of what search engines use to rank websites, but simply show the characteristics of web pages that tend to rank higher.

This year, Moz surveyed over 120 leading search marketers who provided expert opinions on over 80 ranking factors.

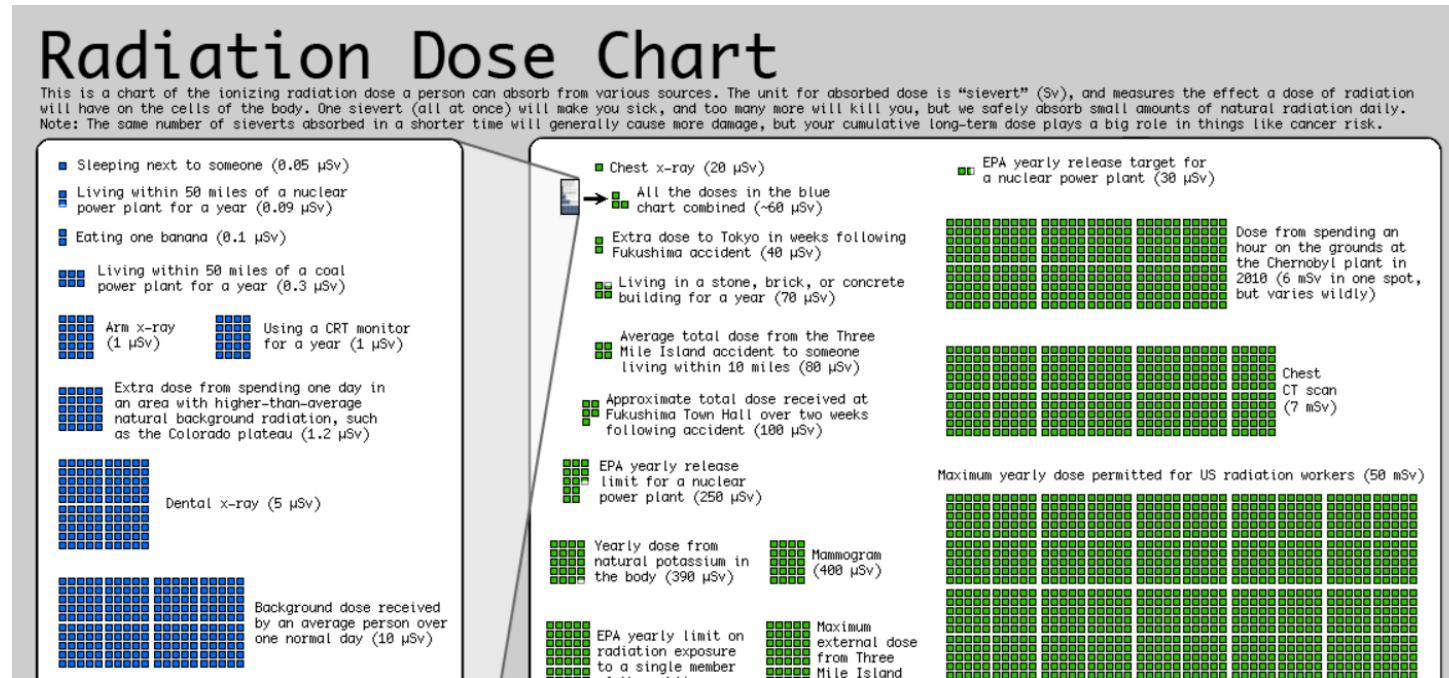
Below we present the results of our 2013 Correlation Study. Select one of the 10 categories at the top of the

1.4k 35
Like Tweet
2.4k 621
g+1 Share

Source: <http://moz.com/blog/10-extraordinary-examples-of-effective-link-bait>

Linkbait Examples

<http://xkcd.com/radiation/>



Source: <http://moz.com/blog/10-extraordinary-examples-of-effective-link-bait>

Linkbait Examples

<http://www.seobook.com/archives/001792.shtml>

The screenshot shows the SEO Book website. At the top is a navigation bar with links for Home, Blog, Pricing, Community, Training, Tools, and Videos. To the right are buttons for Join FREE, About, Support, and Login. Below the navigation is a search bar and social media links for RSS and Twitter. The main content area shows a breadcrumb trail: Home → Blogs → Aaron Wall's blog. A sidebar on the right contains a 'My Account' section with fields for Username and Password, and a 'Signup for FREE account' link. A large advertisement on the right offers a 'FREE Course!' titled '7 Days to SEO Success' with a 'Click Here' button. The main article, dated Aug 16th, is titled 'Build Link Popularity' and discusses link building as a time-intensive and frustrating process that is unavoidable due to its role in higher rankings. It was written by Aaron Wall and Andy Hagans.

Source: <http://moz.com/blog/10-extraordinary-examples-of-effective-link-bait>

Linkbait Examples

<https://www.mnot.net/rss/tutorial/>

RSS Tutorial

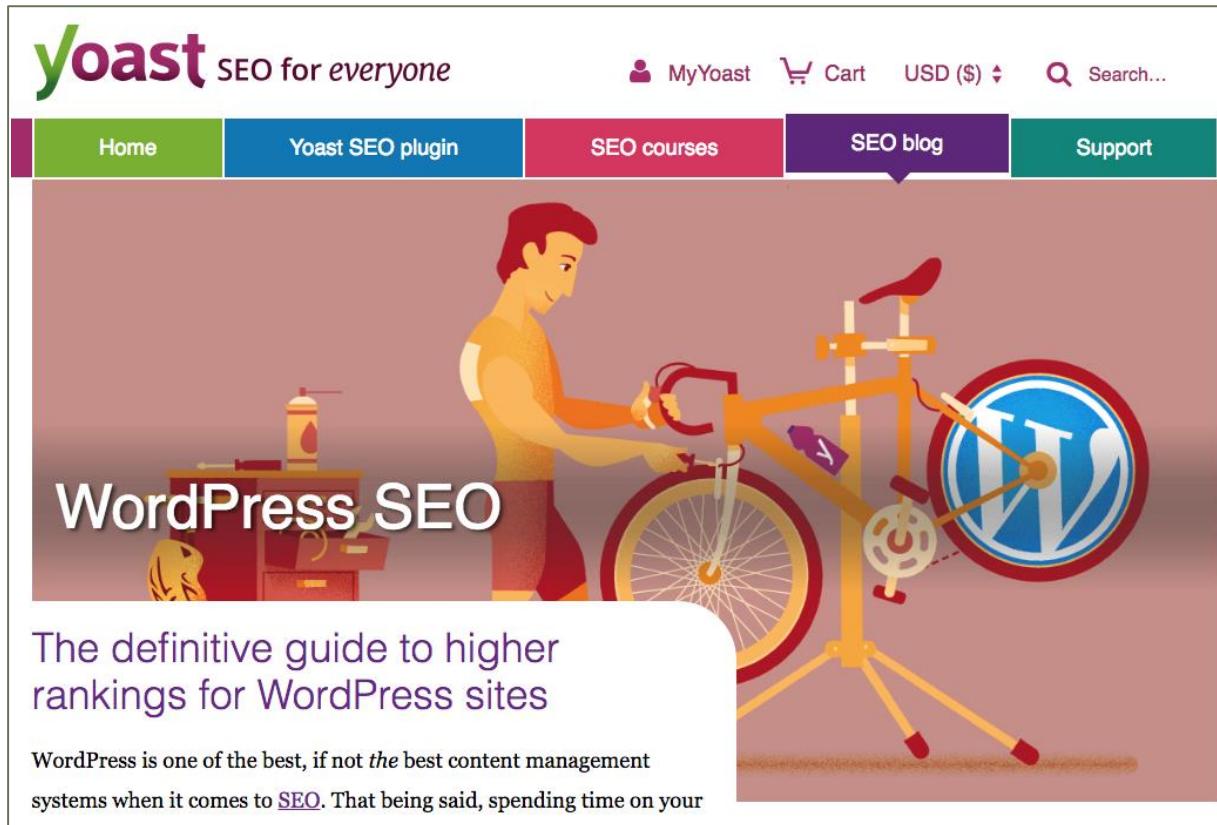
for Content Publishers and
Webmasters

This tutorial explains the features and benefits of a Web format called RSS, and gives a brief technical overview of it. It also includes information on a similar format called Atom. The reader is assumed to have some familiarity with XML and other Web technologies. It is not meant to be exhaustive; for more information, see the '[More Information about RSS](#)' section.

1. [Introducing RSS](#)
 1. [What's in a feed?](#)
 2. [How do people use feeds?](#)
 3. [Why should I make a feed available?](#)
 4. [But isn't that giving away my content?](#)
2. [Choosing Content for Your Feeds](#)
3. [Publishing Your Feed](#)
4. [Telling People About Your Feed](#)

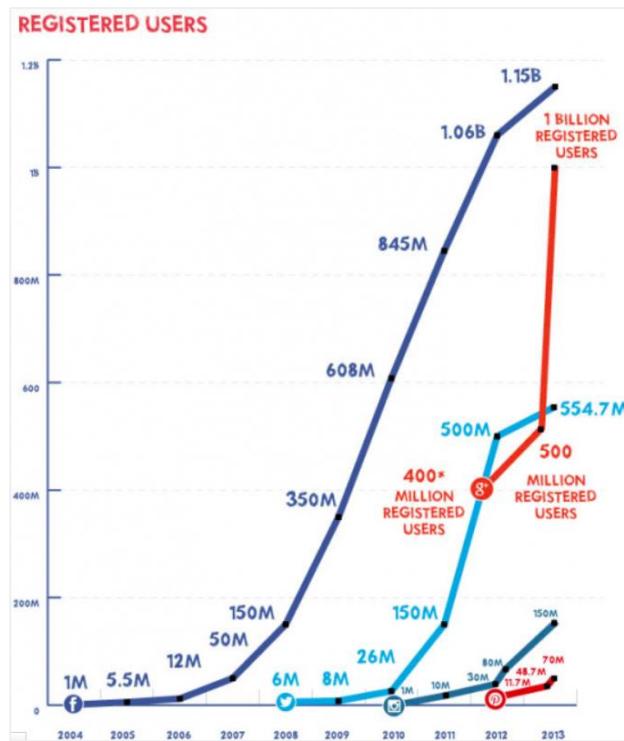
Linkbait Examples

<https://yoast.com/articles/wordpress-seo/>



Linkbait Examples

<http://www.searchenginejournal.com/growth-social-media-2-0-infographic/77055/>



Source: <http://moz.com/blog/10-extraordinary-examples-of-effective-link-bait>

Linkbait Examples

<http://wateruseitwisely.com/100-ways-to-conserve/>

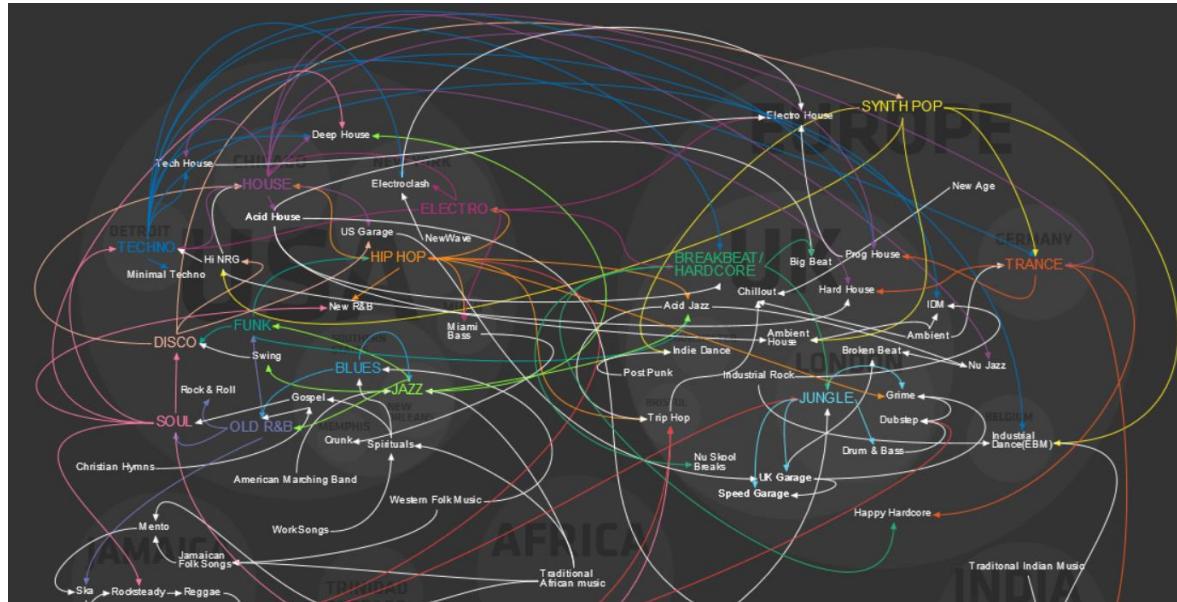
The screenshot shows a website with a navigation bar at the top featuring a water drop logo and the text "WATER USE IT WISELY". The menu includes "100+ WAYS TO CONSERVE", "KIDS", "RESOURCES", "JOIN THE CAUSE", and "NEWS & EVENTS". Below the menu, a section titled "100+ WAYS TO CONSERVE" is displayed. A sub-section below it states: "When it comes to conserving water, small adjustments can have a big impact. Here you can sort through nearly 200 water-saving tips, download and print tip posters, or share your favorites on social media." There are buttons for "VIEW: GRID | LIST", "SORT: ALL | OUTDOOR TIPS | INDOOR TIPS | OFFICE | KIDS", and a page number "1 - 16 ►". The main content area displays a grid of 10 columns and 2 rows of tips. The first column contains tip #04: "IF YOUR DISHWASHER IS NEW, CUT BACK ON RINSING. NEWER MODELS CLEAN MORE...". The second column contains tip #171: "A plunger". The third column contains tip #105: "SIGNS OF OVERWATERING: LEAVES TURN LIGHTER SHADES OF GREEN OR...". The fourth column contains tip #100: "LOOK FOR WATERSENSE® LABELED IRRIGATION CONTROLLERS.". The fifth column contains tip #21: "HAVE A PLUMBER RE-ROUTE YOUR GREYWATER TO TREES AND PLANTS...". The sixth column contains tip #07: "USE THE GARBAGE DISPOSAL SPARINGLY. INSTEAD, COMPOST...". The seventh column contains tip #118: "USE A POOL COVER TO HELP KEEP YOUR POOL CLEAN, REDUCE CHEMICAL...". The eighth column contains tip #58: "AT HOME OR WHILE STAYING IN A HOTEL, REUSE YOUR TOWELS.". Each tip is accompanied by a small icon related to the tip's subject.

#04 IF YOUR DISHWASHER IS NEW, CUT BACK ON RINSING. NEWER MODELS CLEAN MORE...	#171	A plunger	#105 SIGNS OF OVERWATERING: LEAVES TURN LIGHTER SHADES OF GREEN OR...	#100 LOOK FOR WATERSENSE® LABELED IRRIGATION CONTROLLERS.
#21 HAVE A PLUMBER RE-ROUTE YOUR GREYWATER TO TREES AND PLANTS...	#07	Use the garbage disposal sparingly. Instead, compost...	#118 USE A POOL COVER TO HELP KEEP YOUR POOL CLEAN, REDUCE CHEMICAL...	#58 AT HOME OR WHILE STAYING IN A HOTEL, REUSE YOUR TOWELS.

Source: <http://moz.com/blog/10-extraordinary-examples-of-effective-link-bait>

Linkbait Examples

How music travels: the evolution of western dance music



Source: <http://moz.com/blog/10-extraordinary-examples-of-effective-link-bait>

Creating Value

When creating content for a website for SEO purposes, the content could appeal to :

Customers

Industry professionals

Ancillary businesses

Rights retained to STUKENT and other sources used in developing this content.

