Czym jest SEO, za pomocą których narzędzi osiągalne i dlaczego tak ważne w e-biznesie?
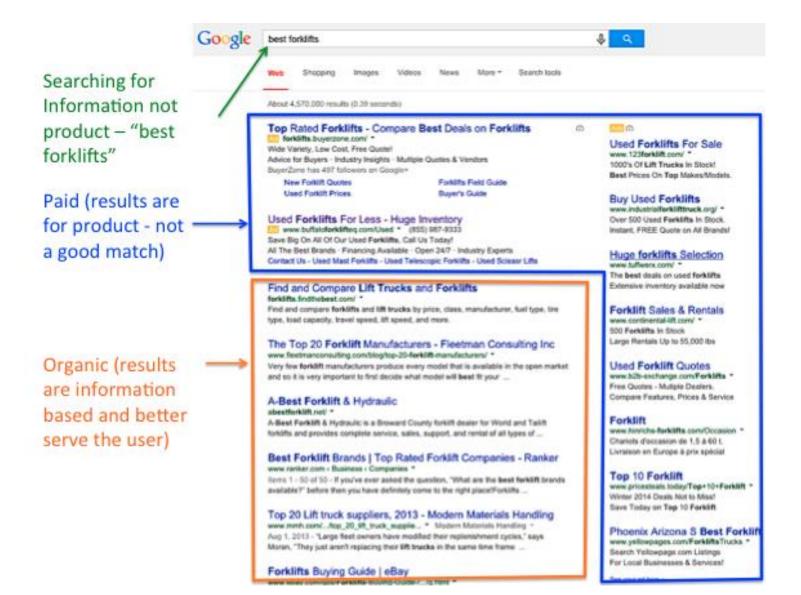
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Przesieka, 04.03.2017

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Search Engine Optimization

SEO is a marketing discipline focused on growing visibility in **organic** search engine results required to improve rankings, drive traffic, and increase awareness.

SEO allows webmasters to provide clues that the engines can use to understand content.

SEM = SEA+SEO

Searching for Information not product – "best forklifts"

Paid (results are for product - not a good match)

Organic (results are information based and better serve the user)

Why SEO matters

- The Internet is becoming **increasingly competitive**, and those companies who perform SEO will have a decided advantage in visitors and customers.

- Search engines are unique in that they provide **targeted traffic**—people looking for what you offer.

- Although **social media** and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users.

Click-through rates (Google)

The total average click-through rate for first ten results for Google was 52.32%:

#1 - 18.2%

#2 - 10.1%

#3 - 7.2%

#4 - 4.8%

How search engines operate

- Crawling – is a SE's automatic navigator:
  - Robots.txt
  - Sitemaps
  - Meta Robots:

  `<meta name="ROBOTS" content="NOINDEX, NOFOLLOW">`

- Building an index – the link structure of the web which binds all pages together. SE keep track of pages in **smaller keyword-based indexes** to retrieve the data they need in a mere fraction of a second.

- Providing the most relevant and popular results.

SEO evolution

- **Mid-1990s** – keyword stuffing
- **2004** – link bombing
- **2011** – Panda update, social media marketing
- **Nowadays** – artifitial inteligence, mobile prioritization, security awareness

What is the challenge

- **Unknown algorithms** – many of the basic operations of search engines are deduced through methods like patent analysis, experiments, and live testing.

- **No instant results** – days or even weeks behind the progress you've made.

Metrics to track

- Search Engine Share of Referring Visits
- Search Engine Referrals
- Visits Referred by Specific Search Engine Terms and Phrases
- Conversion Rate by Search Query Term/Phrase
- Number of pages receiving at least one visit from search engines

Main SEO activities

1. On-page optimisation
2. Keyword research and analysis
3. Link building

1. On-page optimisation (1)

- Search technology relies on the metrics of **relevance and importance**, and they measure those metrics by tracking how people interact. So, make pages **primarily for users**, not for search engines.

- Make a site with a **clear hierarchy** and text links. Every page should be reachable from at least one static text link.

- Create a **useful**, **information-rich** site, and write pages that clearly and accurately describe your content. Make sure that your `<title>` elements and `ALT` attributes are descriptive and accurate.

1. On-page optimisation (2)
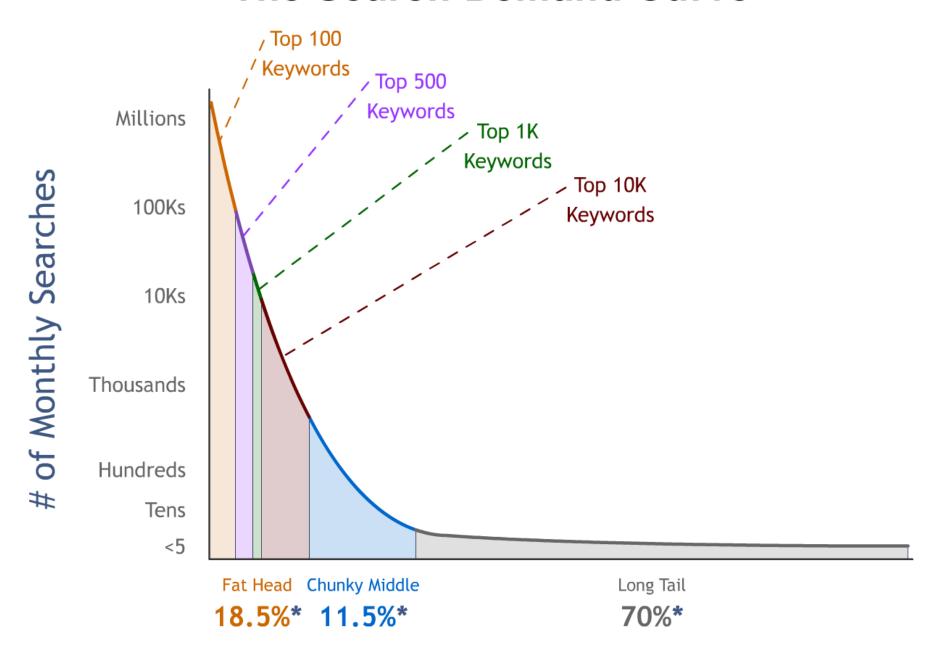
- Use keywords to create **descriptive, human-friendly URLs**.

- Provide one version of a URL to reach a document, using 301 redirects or the `rel="canonical"` attribute to address duplicate content.

- To protect your web-site from scrappers, use absolute, rather that relative links in your internal linking structure:

```
<a href="../">Home</a>
<a href="http://yoursite.com">Home</a>
```

2. Keyword research & analysis

- Get the **right kind** of visitors.

- The point of using keywords is to rank highly for the **keywords that people are searching for** when they want what your site provides.

- By researching your market's keyword demand, you can also **learn more about your customers** as a whole.

The Search Demand Curve

# of Monthly Searches

Millions

100Ks — Top 100 Keywords

10Ks — Top 500 Keywords

Thousands — Top 1K Keywords

Hundreds — Top 10K Keywords

Tens

<5

Fat Head	Chunky Middle	Long Tail
18.5%*	**11.5%***	**70%***

3. Link building
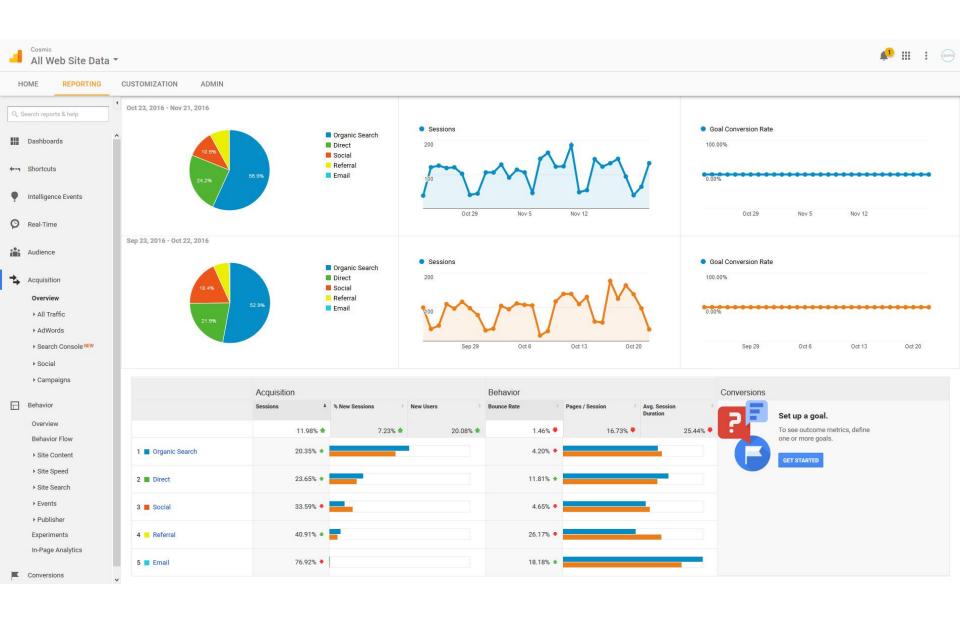
- Through links, engines can analyze:
  - the popularity of websites and pages (PageRank);
  - metrics like trust, spam, and authority.
- Link sygnals:
  - Global Popularity
  - Local/Topic-Specific Popularity
  - Anchor Text
  - TrustRank (60% of the web's pages are spam)
  - Link Neighborhood (avaoid links to/from spammers)
  - Freshness (link signals tend to decay over time)
  - Social Sharing
- A link earlier (higher up) on a page carries more weight than a link lower down on the page.

Link Building Strategies

- Get your customers to link to you (e.g. graphic icon)
- Build a company blog, make it a valuable, informative, and entertaining resource
- Create content that inspires viral sharing and natural linking
- Be newsworthy (e.g. giving away something for free, releasing a great new product, or stating something controversial)
- Examine competitors' backlinks (inbound links)
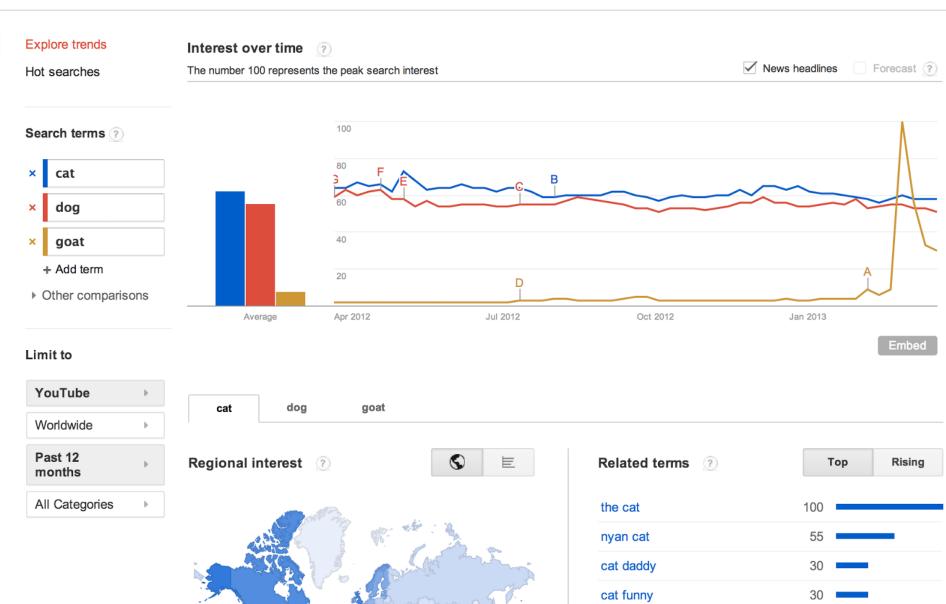
Tools

- Experiment – make small alterations to multiple pages targeting nonsense keywords and assess their impact on search results to determine what factors might push a result up or down against its peers.
- Google:
  - AdWords Keyword Tool
  - Analytics
  - Trends
  - Search Console
- Moz Products
  - Tutorial: https://moz.com/beginners-guide-to-seo

Search reports & help

Dashboards
Shortcuts
Intelligence Events
Real-Time
Audience
Acquisition
  Overview
    ▸ All Traffic
    ▸ AdWords
    ▸ Search Console NEW
    ▸ Social
    ▸ Campaigns
Behavior
  Overview
  Behavior Flow
    ▸ Site Content
    ▸ Site Speed
    ▸ Site Search
    ▸ Events
    ▸ Publisher
  Experiments
  In-Page Analytics
Conversions

Oct 23, 2016 - Nov 21, 2016

- Organic Search 56.9%
- Direct 24.2%
- Social 10.9%
- Referral
- Email

Sessions
200
100
Oct 29   Nov 5   Nov 12

Goal Conversion Rate
100.00%
0.00%
Oct 29   Nov 5   Nov 12

Sep 23, 2016 - Oct 22, 2016

- Organic Search 52.9%
- Direct 21.9%
- Social 18.4%
- Referral
- Email

Sessions
200
100
Sep 29   Oct 6   Oct 13   Oct 20

Goal Conversion Rate
100.00%
0.00%
Sep 29   Oct 6   Oct 13   Oct 20

		Acquisition			Behavior			Conversions
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
		11.98% ↑	7.23% ↑	20.08% ↑	1.46% ↓	16.73% ↓	25.44% ↓	
1	Organic Search	20.35% ↑			4.20% ↑			
2	Direct	23.65% ↑			11.81% ↑			
3	Social	33.59% ↓			4.65% ↓			
4	Referral	40.91% ↑			26.17% ↓			
5	Email	76.92% ↓			18.18% ↑			

Set up a goal.
To see outcome metrics, define one or more goals.

GET STARTED

Trends

Explore trends

Hot searches

Interest over time ?

The number 100 represents the peak search interest

☑ News headlines   ☐ Forecast ?

Search terms ?

× | cat
× | dog
× | goat

+ Add term

▸ Other comparisons

100
80
60
40
20

F
E
B
C
D
A

Average   Apr 2012   Jul 2012   Oct 2012   Jan 2013

Embed

Limit to

YouTube	▸
Worldwide	▸
Past 12 months	▸
All Categories	▸

cat   dog   goat

Regional interest ?

🌐 | ☰

Related terms ?

| Top | Rising |

the cat	100
nyan cat	55
cat daddy	30
cat funny	30

Carry on...

- Small and short-term fluctuations in metrics are O.K.

- React quickly if penalized.

- Keep tracking metrics and maintain your success.

Thanks!

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The Influence of Ranking Factors in Google's Algorithm

Search Engine Ranking Factors Experts Survey

Moz asked over 150 experts to rate the influence exerted by broad areas of ranking factors on Google's core search algorithm. Each area was rated on a scale of 1 (not influential) to 10 (highly influential).

Domain-Level Link Features — 8.22

Page-Level Link Features — 8.19

Page-Level Keyword & Content-Based Features — 7.87

Page-Level Keyword-Agnostic Features — 6.57

Engagement & Traffic/Query Data — 6.55

Domain-Level Brand Metrics — 5.88

Domain-Level Keyword Usage — 4.97

Domain-Level Keyword-Agnostic Features — 4.09

Page-Level Social Metrics — 3.98

MOZ