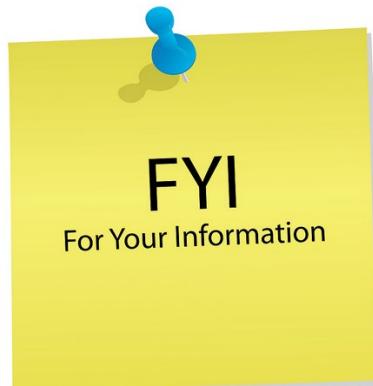


SEO

Search Engine Optimization

Module 3 Part A

Prof. Alex Edsel



if a slide has this post
it note-then it is not
on the exam/quiz

SEO (Organic)

Google search results for "artificial intelligence agencies".

Search term: artificial intelligence agencies

Results: About 266,000 results (0.63 seconds)

1. EY- Artificial Intelligence | The Future Is Here | EY.com
www.ey.com/Artificial/Intelligence
Why should Artificial Intelligence be on a board's risk agenda? Discover more. Services: Credit Risk And Revenue Modeling, Fraud Detection... Tax Services · Assurance Services · Advisory Service · Transaction Advisory

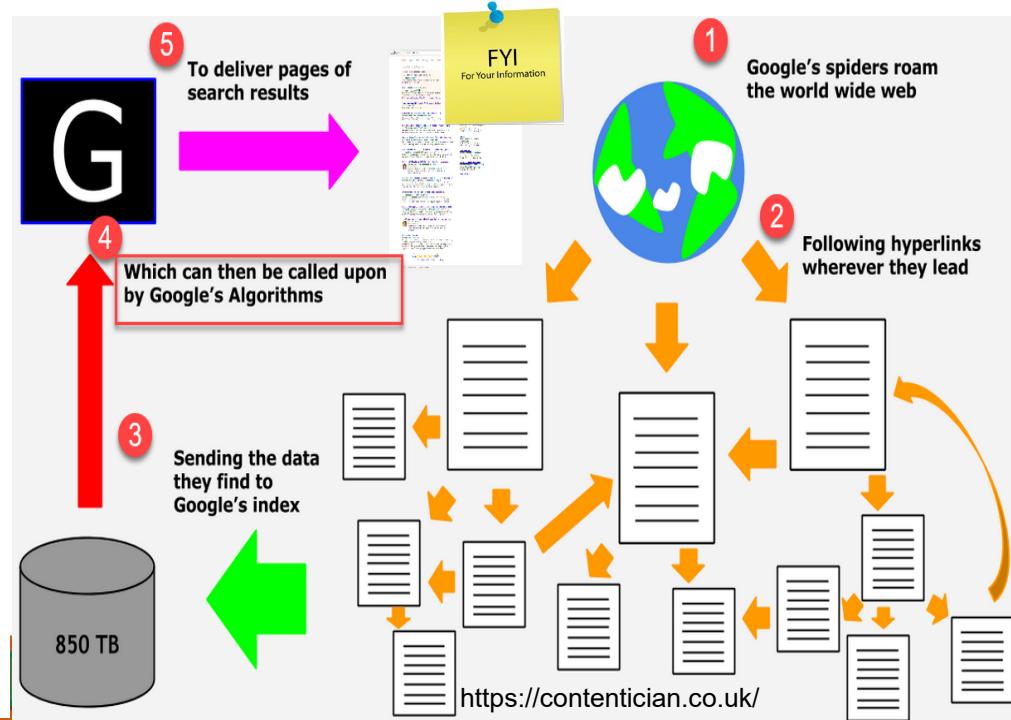
2. Top 25 Artificial Intelligence Companies - Datamation
<https://www.datamation.com/applications/top-25-artificial-intelligence-companies.html>
Apr 10, 2018 - Amazon Echo brings **artificial intelligence** into the home through the intelligent voice server, Alexa. For AWS, the company has three primary services: Lex, a business version of Alexa, Polly, which turns text to speech, and Rekognition, an image recognition **service**. 3. Anki. Anki is dedicated to bringing ...

3. BORN AI – The World's First A.I.gency
born-ai.com/
We create intelligent **agents** for brands that live in the largest networks in the world. By crafting conversational personalities and interfaces capable of understanding and responding to natural language, we help our clients grow 1:1 relationships with millions of individual consumers simultaneously.

4. What does artificial intelligence mean for marketing agencies ...
<https://martecktoday.com/artificial-intelligence-mean-marketing-agencies-212110>
Mar 19, 2018 - In this article, we'll discuss what kind of marketing **agency** work might be augmented or automated by machines (including examples of startups working on these marketing applications already) — and we'll explore what these marketing **agency AI** trends and examples might lead to over the next five years.

5. Why Intelligence Agencies Are So Interested in AI - FedTech
https://fetechmagazine.com/article/_why-intelligence-agencies-are-so-interested-in-ai

- SEO: process to **improve the visibility** of a website in a search engines results page (SERP) through 'organic' or un-paid search results.
- Search engines use complicated **algorithms** to determine **relevance** and ranking –but always **changing**.
- Algorithms now driven by machine learning-RankBrain, Cortana
- Black-box algorithm ~200 factors per Google but different levels of importance



Paid (PPC) vs. Organic or Natural



women sweaters



All Shopping Images News Videos More Settings Tools

About 8,600,000 results (0.55 seconds)

Shop for women's sweaters on Google

Sponsored ⓘ



Solid City Shirt By
Express Black...
\$49.90
Express
In store



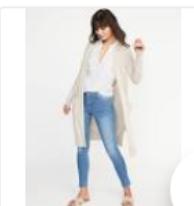
Eddie Bauer
Women's...
\$39.99
Eddie Bauer
★★★★★ (715)



Women's Zip-
front Drifter...
\$49.95
Lands' End
Special offer



Gap Womens
Raglan Cable-Kn...
\$29.97
Gap
Special offer



Old Navy
Womens Super-...
\$32.00
Old Navy
★★★★★ (633)

Ads

Organic
or
Natural

Women's Sweaters - Macy's

<https://www.macys.com/shop/womens-clothing/womens-sweaters?id=260> ▾

Shop our Collection of **Women's Sweaters** at Macys.com for the Latest Designer Brands & Styles. FREE
SHIPPING AVAILABLE!

Style & Co Women's Sweaters · Clearance/Closeout Sweaters · Cardigan · Last Act

Sweaters for Women | Nordstrom Rack

<https://www.nordstromrack.com/shop/Women/Clothing/Sweaters> ▾

Shop a great selection of **Women's Sweaters** at Nordstrom Rack. Find designer **Women's Sweaters** up to
70% off and get free shipping on orders over \$100.

Sweaters for Women | LOFT

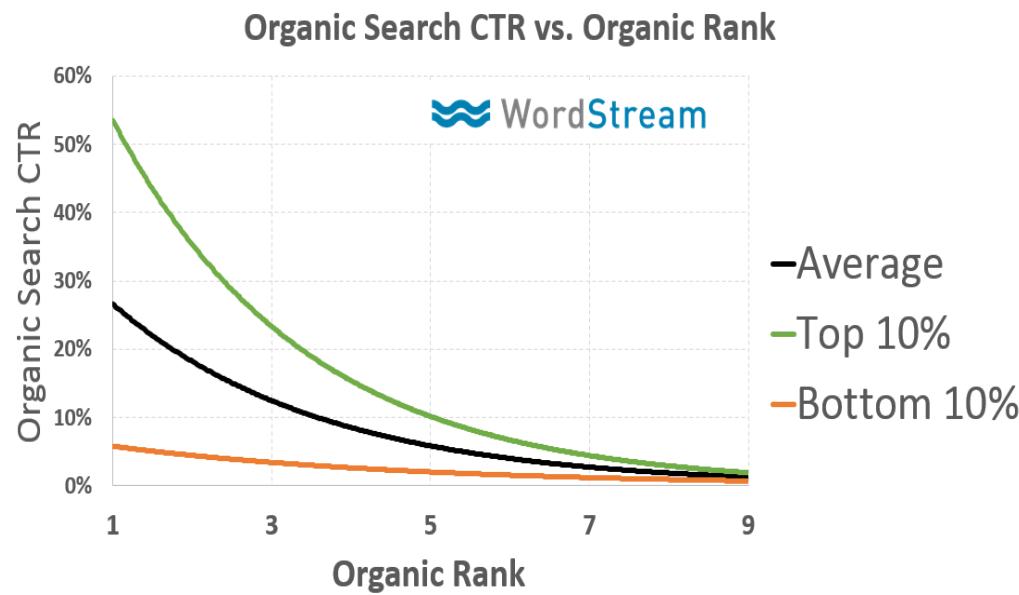
<https://www.loft.com> › Clothing

Get ready for the season with warm & cozy **women's sweaters** at LOFT. Whether you want a cute
cardigan or a plush pullover, we have the perfect sweater for you!

This whole
page is called
the SERP or
“search engine
results page”

Why is SEO important?

1. Approx. 70% of users click on organic vs. ads. Thus the **higher** up on the SERPs, the more **traffic** you will get to your site
2. Being above the fold is key, being on 2nd page is like being on page 20...
3. A website **doesn't pay for each click** (as you do with paid search)



SEO is getting harder

- In some categories (e.g., restaurants, medical) it's almost impossible to be above the fold
- Often PPC, maps, reviews and structured data pushes organic placement below the fold
- Why? Google claims user experience but it also happens to help their ad revenue \$\$\$
- There have been declines in traffic from organic even if you maintain your current position ~10% past few years (i.e., studies Wordstream, MOZ, etc)

Above the fold are all from Google reviews

doctors dallas tx

Keyword difficulty: 74.30% (for google.com database) — View full report for this keyword

All Maps Images News Shopping More Settings Tools

About 2,040,000 results (0.65 seconds)

Baylor Scott & White Dallas Diagnostic...
Dallas Podiatry Works
President George Bush Turnpike (Toll road)
Lowe's Home Improvement
PRESTON VILLA
Robert E. Berry, DO

Dallas Podiatry Works
4.8 ★★★★★ (75) · Podiatrist
4708 Alliance Blvd #475 · (972) 943-3323
Closed · Opens 7AM Mon

WEBSITE DIRECTIONS

Baylor Scott & White Dallas Diagnostic Association - Plano
2.3 ★★★★★ (61) · Medical Clinic
4716 Alliance Blvd · (469) 800-6000
Closed · Opens 8AM Mon

WEBSITE DIRECTIONS

Robert E. Berry, DO
4.4 ★★★★★ (47) · Orthopedic Surgeon
19200 Preston Rd #120 · (469) 200-2832
Closed · Opens 8:30AM Mon

WEBSITE DIRECTIONS

<https://www.google.com/search?client=firefox-b-1-ab&q=doctors+dallas+tx&npsic=0&rflfq=1&rldoc=1&rlnha=0&rllag=33011811,-96793305,295&tbo=lcl&sa=X&ved=0ahU>



Our Partners 18,555 ▲



FYI

For Your Information

Detailed Reports

Browser Share

Desktop ▾

Mobile / Tablet ▾

Editions

Operating System Share

Desktop ▾

Mobile / Tablet ▾

Search Engine Share

Desktop ▾

Mobile / Tablet ▾

Social Media Marketing

Social Media Referrals

Trend

Share By Organization

Data By Organization

Top ISPs / Organizations

Worldview

Market Share Map

Browsing by Device Type

Screen Resolutions

Help

Frequently Asked
Questions

Mobile Methodology

Desktop Search Engine Market Share

Analytics Without the Bots

Show Share of All Users Using Any Combination of:

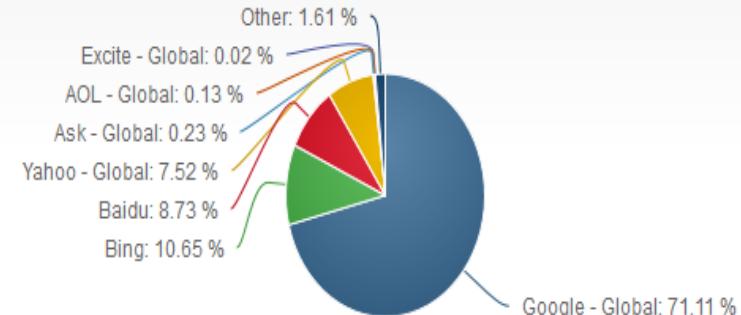
Browser [All] ▾

Operating System [All] ▾

Device Type Desktop ▾

Geographic and Demographic Filter

TIMEFRAME ▾ EXPORT TO ▾ DISPLAY ▾



SEARCH ENGINE

- Google - Global
- Bing
- Baidu
- Yahoo - Global
- Ask - Global
- AOL - Global
- Excite - Global

create your future

Comparison

SEO	PPC
<p>Pros:</p> <ul style="list-style-type: none">• Usually more clicks-trusted more• No cost per click but the expense of time spent optimizing for SEO• Better conversions? Not always	<p>Pros:</p> <ul style="list-style-type: none">• Quick, can be up in minutes• Optimization easier thanks to A.I.• Leverage more variables-e.g., weather• More measurable, can bid for conversions
<p>Cons:</p> <ul style="list-style-type: none">• Hard to measure ROI• Takes time see results-months• Ongoing effort• In some products categories where you compete against large companies, it is hard to rank well	<p>Cons:</p> <ul style="list-style-type: none">• Expensive and getting more so, in some product categories, the cost per click can be >\$10 per click• If not in top 1-2 positions, very low CTR

Two types of SEO

- **White hat:** works within the parameters set by search engines-you must constantly check search engine rules, their blogs and monitor your [Google or Bing Webmaster](#) accounts. Aims for long-lasting success
- **Black hat:** those websites trying to game or manipulate the search engines. Aims for massive short-term traffic but this can be penalized by search engines to the point you don't show up for any result!



Image source: www.webdesignplusseo.com

6) Overstock: Discounts For Links

[Overstock hit trouble with Google](#) after a competitor found that it was offering discounts to schools in exchange for links back to the Overstock website. The links lead to particular products, with very specific [anchor text](#) that helped Overstock rank well for terms like "vacuum cleaners" and "gift baskets." The Wall Street Journal [profiled](#) Overstock being hit by the penalty, probably tipped by the same competitor that reported Overstock to Google.



Overstock was so happy to have its penalty lifted two months later that it issued a press [release](#) about the news. Overstock said the impact might hit revenues by 5% and [filed](#) a statement for investors with the SEC in the weeks after it hit. It also blamed the penalty for "adversely" impacting

Source: <https://marketingland.com/>

SEO is all about “benchmarking” for the right keywords against the right website- in your category

Google search results for "cardigan sweater for women frisco":

Search Bar: cardigan sweater for women frisco

Filters: All, Shopping, Images, Maps, News, More, Settings, Tools

Results Summary: About 158,000 results (0.59 seconds)

Shop for cardigan sweater for wo... on Google

Image	Name	Price	Store
	Charter Club Crew-Neck ...	\$19.99	Macy's In store
	Women's Apt. 9 Ribbed ...	\$16.99	Kohl's Store pickup
	Jessica Howard 3/4-Sleeve ...	\$44.00	JCPenney In store
	J.Crew Womens Ribbed Bell-Sleeve ...	\$32.50	J.Crew In store
	Calvin Klein Three-Quarter ...	\$39.98	Macy's In store

Tey-Art Frisco Reversible Fair Trade Long Alpaca Cardigan at ...
<https://www.amazon.com/Tey-Art-Frisco-Reversible-Alpaca-Cardigan/.../B072KLKV3...> ▾
Buy Tey-Art Frisco Reversible Fair Trade Long Alpaca Cardigan and other Cardigans at Amazon.com. Our wide selection is eligible for free shipping and free returns.

Women's Clothing Stores at 3333 Preston Road | Maurices Near You
<https://locations.maurices.com/Texas/Frisco> ▾
3333 Preston Road Suite 403 Frisco, TX 75034. ... Visit maurices women's clothing store in Frisco, Texas for the latest trends in women's tops, an amazing denim selection, dresses for every occasion, trendy plus size clothing, shoes, accessories and more. Located at 3333 Preston Road ...

Images for cardigan sweater for women frisco

→ More images for cardigan sweater for women frisco Report images

Ariat Women's Fringe Cardigan Sweater | Boot Barn
<https://www.bootbarn.com/ariat-womens-fringe-cardigan-sweater/652982.html?...> ▾
Show off your style in this Ariat Fringe Tasseled Open Front Sweater. It has a soft flowing silhouette with an asymmetrical hem and fringe tassels.

This website has a Google Business account

Maurices ★
4.7 ★★★★☆ 7 Google reviews
\$ - Women's clothing store in Frisco, Texas

Website Directions

Women's clothing chain for current fashions in a range of sizes, plus footwear & accessories.
Located in: The Centre At Preston Ridge
Address: 3333 Preston Rd, Frisco, TX 75034
Hours: Open - Closes 6PM
Phone: (214) 618-0012
Suggest an edit

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Ask a question

Send to your phone Send

Reviews Write a review Add a photo

Cute store, enthusiasm from employees, cute clothes, great prices.

"Nice place with good clothes."

View all Google reviews



altard state

Get Keyword
Difficulty with
MozBar PremiumTry
Free

All Maps Shopping Images News More Settings Tools

About 1,060,000 results (0.58 seconds)

Showing results for *altar'd state*

Search instead for altard state

Welcome to Altar'd State - Altardstate.com

www.altardstate.com/ ▾

Altar'd State Ada Skirt. \$49.95. View Gallery. @caity.patterson_1202. 5. Valentines date with my favorite man. #valentines #date #husband #myfavorite #. @kennedydudjak. 315. hands in the air for wknds in SA & not having to perform for once!! @eshetchayil_. 28. New slippers for this cold weather to be comfy... #altardstate.

You've visited this page 2 times. Last visit: 2/18/18

Dresses

Sale - Apparel - Fit and Flare - Tops -
Maxi - Simple Sleek - ...

Sale

Dresses - Tops - Jewelry - Sleepwear -
...
...

Apparel

Tops - Jackets & Coats - Sweaters -
Skirts - Rompers/Jumpsuits - ...

[More results from altardstate.com »](#)

Our Story

Since 2009, we have grown our footprint from one fledgling retail ...

Tops

Long Sleeve - Short Sleeve - 3/4
Sleeve - Kimonos/Cardigans - ...

Gifts/Home Decor

Signs & Wall Art - Home Decor -
Pillows - Kitchen - Candles - ...



Hours ▾

Altar'd State does not have a Google Business account so this area appears blank

FYI

For Your Information

Vertical search-analyze if opportunities with shopping (paid), images, videos, maps

cardigan sweaters



All

Shopping

Images

News

Books

More

Settings

Tools

About 11,400,000 results (0.46 seconds)

Shop for cardigan on Google



Eddie Bauer
Women's...

\$39.99

Eddie Bauer
Special offer



Gap Womens
Marled Waffle...

\$35.99

Gap
Special offer



Women's Petite
Supima Cotton...

\$24.99

Lands' End
Special offer



Eddie Bauer
Women's...

\$59.99

Eddie Bauer
Special offer



Women's
SONOMA Good...

\$19.99

Kohl's
★★★★★ (34)

Maps

Videos

Flights

Finance

Personal

Sponsored ⓘ

Cardigan Women's Sweaters - Macy's

<http://www.macys.com/search/advancedSearchResults.jsp> (Search results) (Google) 3

On-The-Page Factors

These elements are in the direct control of the publisher

Content

Cq QUALITY Are pages well written & have substance?

Cr RESEARCH Have pages good research?

Cw WORDS Do pages have good words?

Cf FRESH Are pages updated regularly?

Cv VERTICAL Do pages have vertical content?

Ca ANSWERS Is your content turned into direct answers within search results?

Vt THIN Is content "thin" or "shallow" & lacking substance?

Architecture

Ac CRAWLABLE Can robots crawl pages?

Am MOBILE Does website work on mobile devices?

Ad DUPLICATE Does website have duplicate content?

As SPEED Does site load quickly?

Au URLs Do URLs contain meaningful keywords related to page topics?

Ah HTTPS Does site use HTTPS to provide secure connection for visitors?

Vc CROPPED Do you show search engines different pages than humans?

HTML

Ht TITLE Do HTML title tags contain keywords relevant to page topics?

Hd DESCRIPTION Do meta description tags describe what pages are about?

Hs STRUCTURE Do pages use structured data to enhance them?

Hh HEADERS Do heading tags with relevant keywords?

Vs SPAM Do you have many pages with spammy content?

Vh HIDDEN Do hidden pages exist?

On page:
You have more
control in
outcomes

Prioritize
those with
more "points"

Avoid black
hat practices

The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to better search engine rankings.

On-The-Page SEO			Off-The-Page SEO			
Content	Architecture	HTML	Trust	Links	Personal	Social
Cq Quality	Ac Crawl	Ht Titles	Ta Authority	Lq Quality	Pc Country	Sr Reputation
Cr Research	Am Mobile	Hd Description	Te Engage	Lt Text	Pl Locality	Ss Shares
Cw Words	Ad Duplicate	Hs Structure	Th History	Ln Numbers	Ph History	
Cf Fresh	As Speed	Hh Headers	Vd Privacy	Vp Paid		
Cv Vertical	Au URLs	Vs Stuffing	Vs Ads	VI Spam		
Ca Answers	Ah HTTPS	Vh Hidden				
Vt Thin	Vc Clustering					

Factors Work Together
All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

Off page:
More difficult
and long term

However you need
both on and off page --
as they work together



- Search engines look for key signals through different means-often overlapping:

MOZ Search Profiles Google US (non-personalized)

Google cardigan sweater women

All Shopping Images News Videos More Settings Tools

About 29,700,000 results (0.53 seconds)

Shop for women's cardigan on Google

Sponsored

Cardigan Sweaters

Banana Republic Womens Soft... \$39.99 Banana Republic ★★★★ (34)

Gap Womens Crewneck... \$34.97 Gap 27% price drop

Eddie Bauer Women's... \$39.99 Eddie Bauer Special offer

Eddie Bauer Women's... \$59.99 Eddie Bauer Special offer

Old Navy Womens Classi... \$24.99 Old Navy ★★★★★ (1k+)

- **Page relevance** of the keyword (or topic) the user enters (or shows interest in)
- **Popularity**-websites with more traffic, if website url shared on social media, low bounce rate, etc.
- **Trust-factors e.g., how long with web host, how many years domain registered 1 vs. 3; links to trusted organizations (BBB), SSL**
- **Authority-links, engagement (time on site), content shared, traffic to website and repeat visits**

Women Sweater Cardigans | Save on Cardigans at Kohl's® | kohls.com

AD www.kohls.com/Cardigans ▾

★★★★★ Rating for kohls.com: 4.6

Browse our Great Selection of **Women's Cardigans** & More. Shop Now & Save Big!

Deal: 15% off Everything · Code HURRY15 · Valid Apr 13 - Apr 22

18224 Preston Rd, Dallas, TX · Open today · 9:00 AM – 11:00 PM ▾

Cardigan Women's Sweaters - Macy's

https://www.macys.com/shop/womens.../womens-sweaters/Sweater_style/Cardigan?id... ▾

Shop our Collection of Women's Sweaters at Macys.com for the Latest Designer Brands & Styles. FREE SHIPPING AVAILABLE!

1) PA: 42 1 links / 1 RDS | DA: 86 1,792,477 links / 22,795 RDS | Link Analysis

Google custom tires

All Shopping Images Maps Videos More Settings Tools

About 22,300,000 results (0.81 seconds)

2. **Custom Rims | Aftermarket Wheels | Tires For Sale | RimTyme**

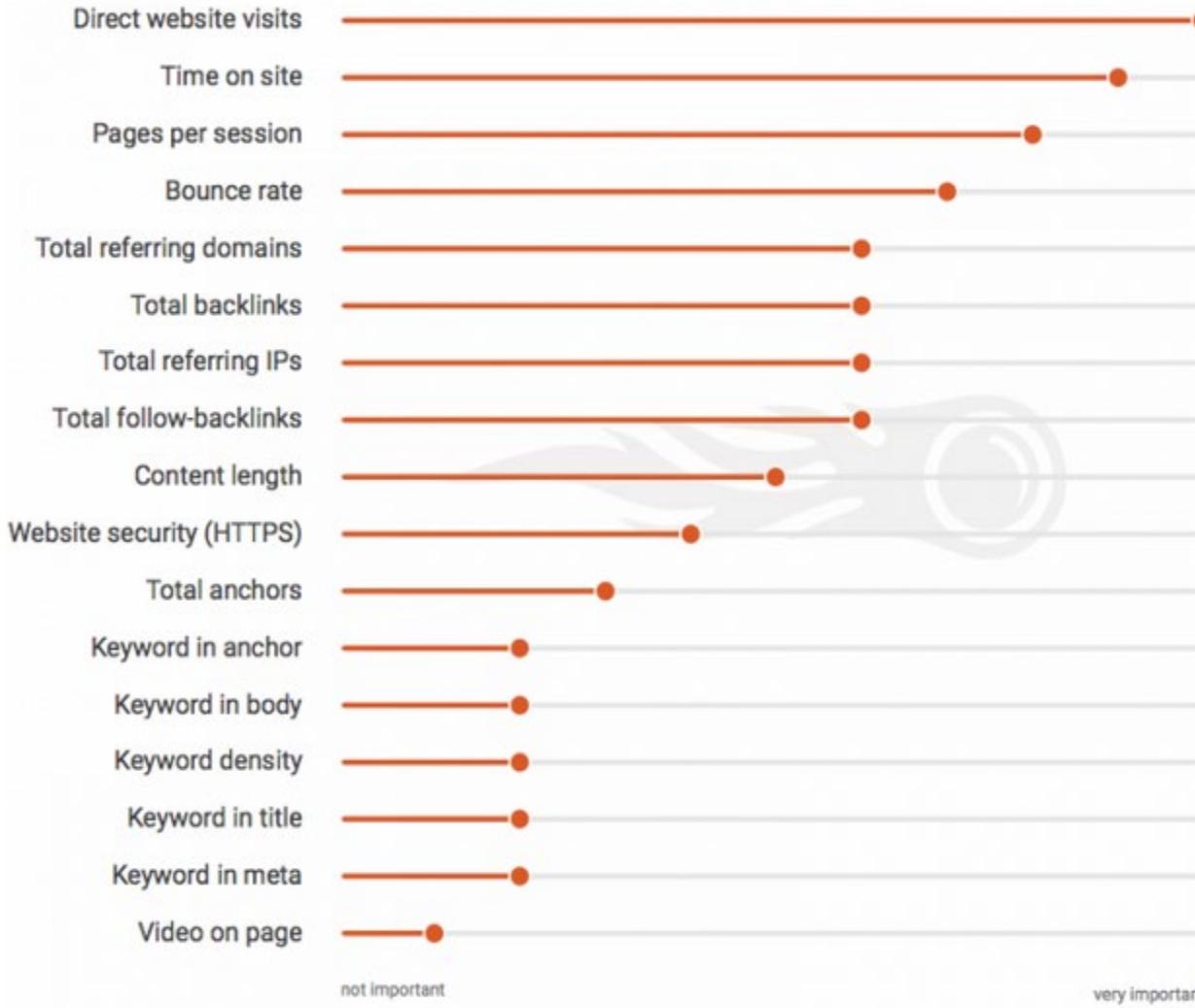
<https://www.customwheelsnc.com/> ▾

If you're looking for the widest selection of the best **custom** rims, wheels and **tires** on the market, you've come to the right place. Pay in-full today and save 20%. Or, lease-to-own by choosing a payment plan based on your budget. There are no credit che.

● L: 16 ● LD: 2.02K ● I: 7.04K ● Rank: 705K ● Age: 2007|10|18 ● whois ● source

● Rank: 85.9K ● Adv Disp Ads: 13 ● Pub Disp Ads: 2

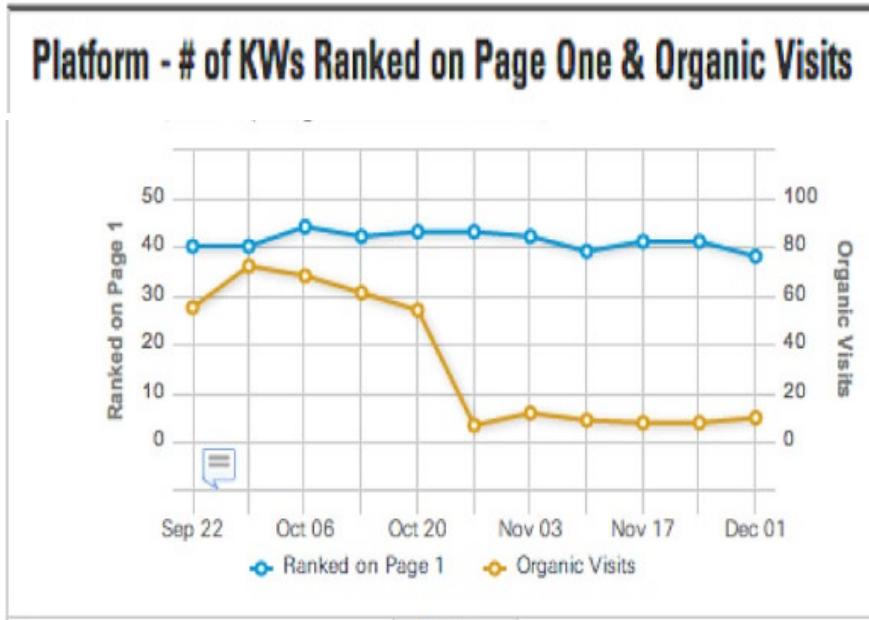
Organic ranking signals that affect SERPs (ongoing study by SEMrush.com)



Secure Search



- All the major U.S. search engines have moved to secure search.
- Problem is that marketers do not know trigger keywords
- Sometimes declining organic traffic might not be all due to actual decline-it is now appearing as direct (e.g. web analytics changes, someone typed in your url or was bookmarked)
- Websites get ranked better if they also use ssl-https security



Strategy to deal w/secure search



- Focus on web page content-this ties into Hummingbird explored later-while keywords drive traffic it's pages (topics) that convert
- Track keywords to pages- see how your page ranks for different variation in your keywords
- Page centric planning e.g. Keyword planner in adwords
- Make sure webmaster tools integrated with analytics-Google webmaster tells you some keywords

Your landing page
http://www1.macys.com/shop/womens-clothing/womens-activewear?id=29891&edge=hybrid&cm_sp=u

The screenshot shows a Google Keyword Planner interface. At the top, there are tabs for "Ad group ideas" and "Keyword ideas". Below this is a table with columns: "Ad group (by relevance)", "Keywords", "Avg. monthly searches", "Competition", and "Suggested bid". There are four rows of data:

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid
Athletic Wear (8)	athletic wear for w...	3,740	High	\$2.50
Womens Clothing (8)	athletic clothing fo...	19,070	High	\$1.48
Athletic Apparel (5)	women s athletic ...	2,110	High	\$1.79
Women Dresses (10)	women dresses s...	870	High	\$1.21

Search is ever changing

- Google launches many different types of algorithm changes and there are different versions for each over time.
- Their goal is UX --detect both Black hat but also identify and “demerit” websites with poor content and reward those that have good practices
- If responsible for SEO need to constantly stay up to date with relevant SEO resources-mobile a big factor



[Products](#)[Blog](#)[About](#)[Learn SEO](#)[Moz Pro](#)[Moz Local](#)[Free SEO](#)

Google Algorithm Change History

Each year, Google changes its search algorithm around 500–600 times. While most of these changes are minor, Google occasionally rolls out a "major" algorithmic update (such as Google Panda and Google Penguin) that affects search results in significant ways.

For search marketers, knowing the dates of these Google updates can help explain changes in rankings and organic website traffic and ultimately improve search engine optimization. Below, we've listed the major algorithmic changes that have had the biggest impact on search.



Filter by:

[All Years](#)[Any Status](#)[Reset Filters](#)

End of Part A

SEO

Module 3 Part B

Prof. Alex Edsel



Image source:
Wordstream.com

Planning your SEO strategy



STEP 01

Identify and prioritize the top 10-50 keywords/topics based on key metrics such as your sales volume, profits and conversion rates.



STEP 02

Determine the search volume for those keywords, maybe eliminate those with less than 100 searches per month -you might need to focus on longer tail keywords



STEP 04

Determine your Domain & Page authority vs. top 1-3 ranks and see how realistic it is that you can beat them



STEP 03

Determine your current rankings on SERP for these keywords vs the competition



STEP 05

Create a compensatory model to decide which keywords to pursue

Pageviews

711

% of Total: 29.14% (2,440)

Unique Pageviews

363

% of Total: 20.71% (1,753)

Avg. Time on Page

00:01:52

Site Avg: 00:01:57 (-4.15%)

Avg. Page Load Time (sec)

0.00

Site Avg: 5.04 (-100.00%)

Bounce Rate

57.59%

Site Avg: 71.54% (-19.49%)

Step 1Clicks Show bubbles Show color Browser Size

0.2% 48%

ALTAR'D STATE

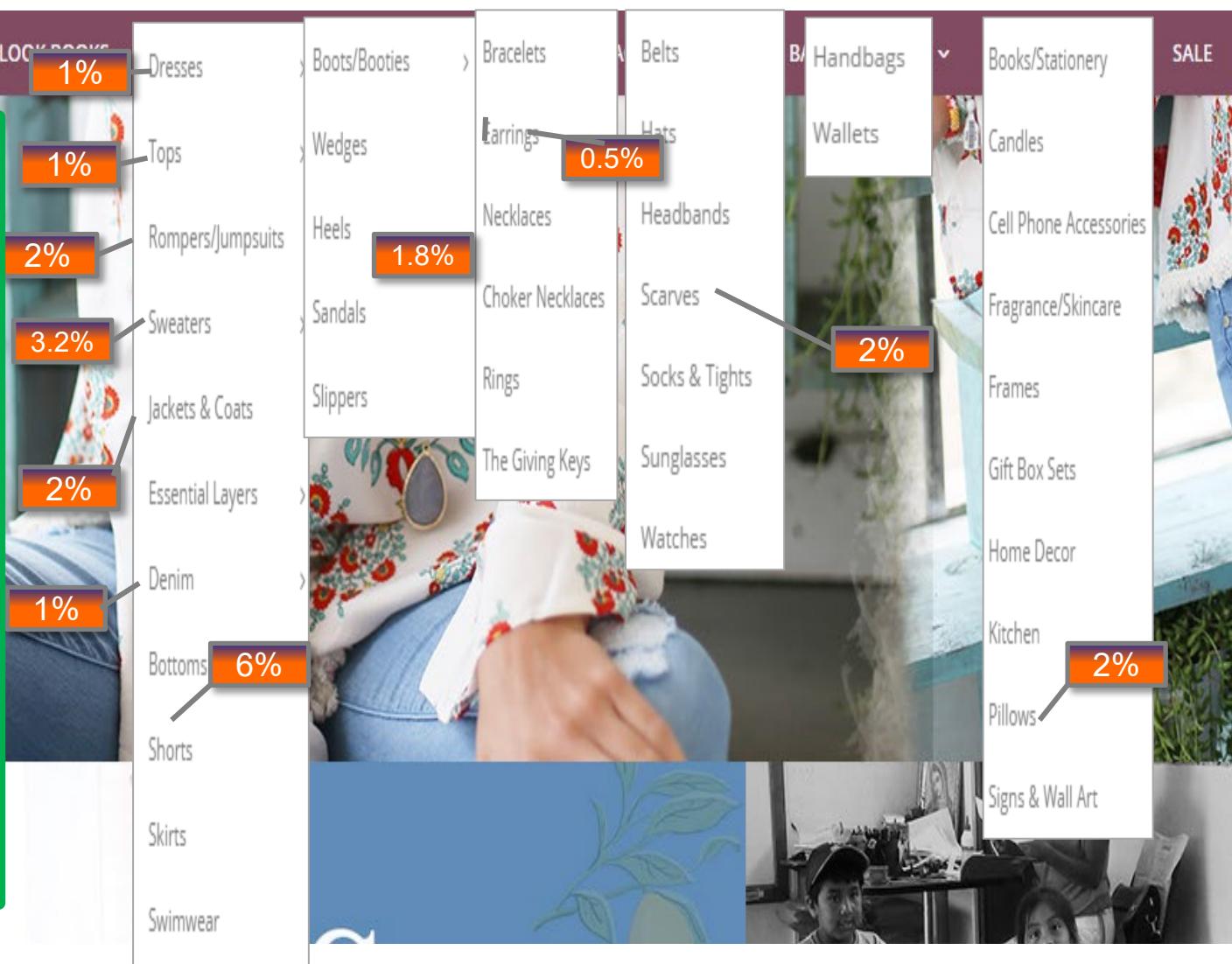
GIFT CARD

LOOK BOOKS

Use Sales data to pick your most profitable and high converting products

Use online (web and social media analytics) and offline data, market research,

However, you need to see how realistic is it that you can achieve a good SEO ranking- may need to do PPC



Keyword idea generation techniques

When people search they tend to do it based on different approaches, you need to get into their “shoes”. Some apply, some may not depending on the situation-use different “verticals” (e.g., video)

1. Problem: water leaking dishwasher; lack car insurance
2. Symptoms: flooded kitchen; not really applicable to car insurance
3. Product: leaking Maytag Model XC3; Allstate car insurance
4. Solution: Plumber in Richardson TX, car insurance quote Richardson TX)

The screenshot shows a Google search results page for the query "water leaking from dishwasher". A red arrow points to the search bar. Below the search bar, there are tabs for All, Shopping, Videos, Images, News, More, Settings, and Tools. It displays approximately 10,900,000 results found in 0.48 seconds. The first result is a link to PartSelect's website titled "How To Fix Leaking Dishwasher | Dishwasher Repair - PartSelect" with the URL <https://www.partselect.com/Repair/Dishwasher/Leaking/>. This result is highlighted with a red box. To the right of the result is an image showing a bottom view of a GE dishwasher with a pump seal highlighted. Below the result, there is a "People also ask" section with expandable questions: "How do you get suds out of a dishwasher?", "How do you unclog a dishwasher?", "Why the dishwasher will not drain?", and "Can you replace the seal on a dishwasher?". Another result for "How To Fix Leaking Dishwasher | Dishwasher Repair - PartSelect" is shown below, also highlighted with a red box. This result includes a thumbnail image of a YouTube video titled "Top 5 Reasons Dishwasher Leaks – Dishwasher Troubleshooting ...". The video has 2:15 duration and was uploaded on Feb 22, 2016, by RepairClinic.com. The description states: "Dishwasher is leaking water? This video provides information on how to troubleshoot a leaking dishwasher ...". A red box highlights this entire video result.

SEO Funnel

Step 2



“sweater”

Short tail (1-2 keywords) -more top of the funnel & often not practical given how competitive it's likely to be-but check

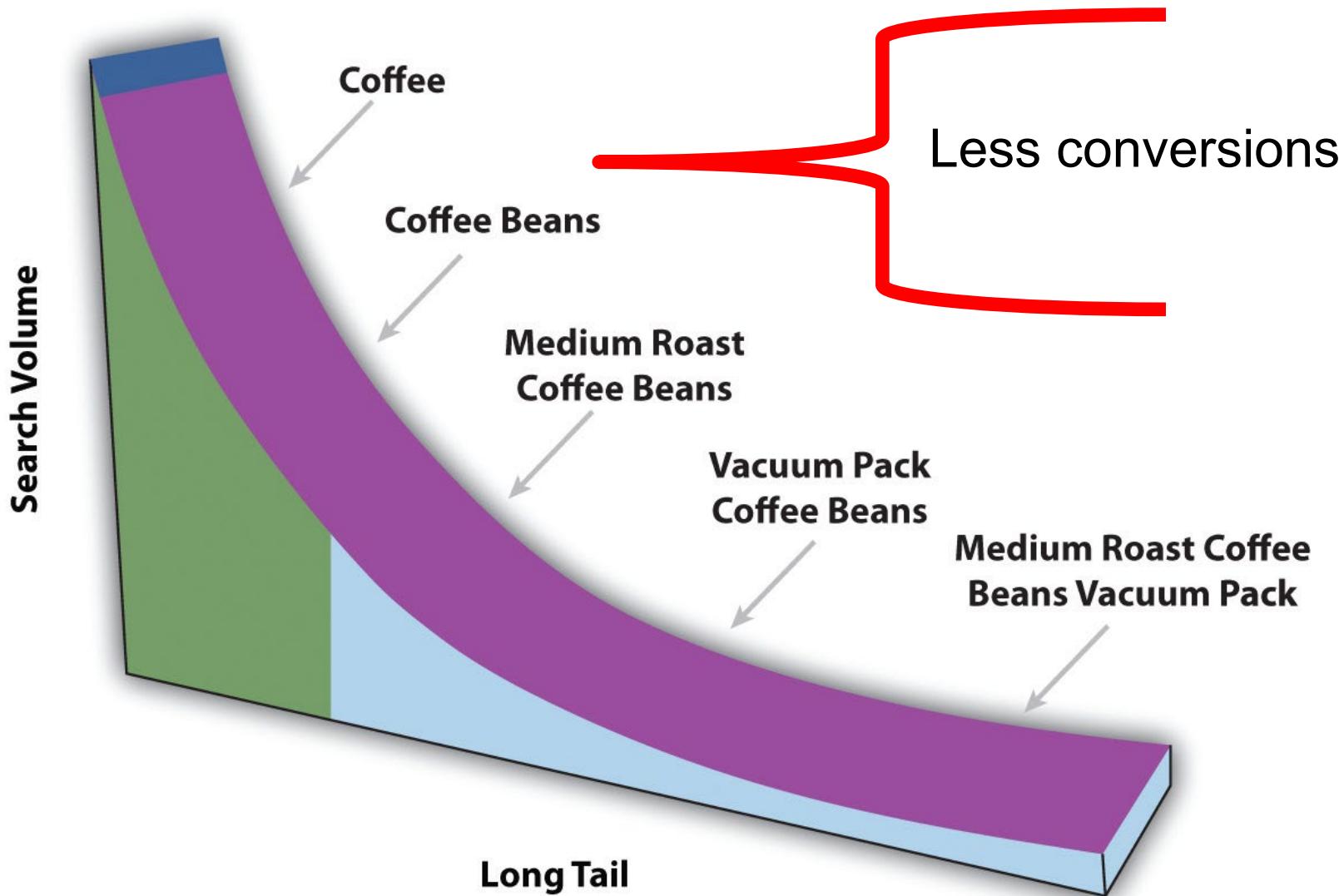
“Buy cardigan long sleeve Frisco”

Long tail (2> keywords): more bottom of the funnel--the more competitive your category--the longer it may need to be but a trade off with volume. Also the entire site may need to be optimized for local

Take-aways:

1. Always make sure your **Brand Name** is in a top SERP position(s)—Macy's, etc.
2. If a small to medium sized business, focus on both localization and longer tail keywords that still can contribute to your revenues/profits based on decent local search volume

In the long tail, the sum of the low-volume searches matches the high-volume searches



When picking a keyword consider the tradeoffs of long vs. short tail keywords



Longer tail keywords have better conversion rates and usually less competition but the downside is that they tend to have less traffic

Keyword Planner

Find keywords Review plan

Targeting

All locations

English

Google

Negative keywords

Date range

Show avg. monthly searches
for: last 12 months

Customize your search

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

our product category

Women's Clothing

This page shows ranges for search volumes. For a more detailed analysis, use the Keyword Planner.

Average monthly searches for all ideas.

10M – 100M

Ad group ideas

Keyword ideas

Columns

Download

Add all (35)

Ad group (by relevance)

Avg.
monthly
searches

Competition

Suggested bid

Ad impr.

Add to plan

Keywords like: Strapless (254)
munthe, look what, gyda, lani, blacktype, ho...

10M – 100M

Low

\$0.15

Dress (110)
little mistress dresses, fit and flare dress, chi...

1M – 10M

High

\$0.54

Keywords like: Chicos Outlet (44)
anap, ank rouge, techichi, murua, beige, sm2...

1M – 10M

Black Dress (14)
little black dress, black dress, black halo dre...

1M – 10M

Sleeve Dress (20)
flare sleeve dress, black long sleeve dress, ...

1M – 10M

Long Dresses (13)
long black dress, long white dress, long dres...

100K –

Shoulder Dress (11)
black off the shoulder dress, off the shoulder...

100K –

Maxi Dress (10)
white maxi dress, black maxi dress, evening ...

100K –

Tools like AdWords (useful for SEO also) Keyword Planner tells you approx. search volumes at national or local level and how competitive (although this is for PPC but applies to SEO)

This example is potentially a home run if once you dig into those keywords, you find they are applicable to your product-often need to add keywords to your webpage-maybe consider adding those products and pages if not being offered

All Tools

Keyword Overview cardigan sweaters

Search

Projects



Other Countries

131 more...

Pro

10,000 results

3,000 reports p.

Tracking: 500 keywords, campaigns

See all plans & prices

FYI

For Your Information

Dashboard

SEO Dashboard

Domain Analytics

Keyword Analytics

Overview

Phrase match

Related Keywords

Ad History

Keyword Difficulty

Keyword Magic Tool

Projects

Gap Analysis

Topic Research

SEO Content Template

Lead Generation Tool

My Reports

MANAGEMENT

My Reports

Projects

Lead Generation Tool

Marketing Calendar

Notes

Online demo

SEOquake for your browser

Join our Affiliate Program

Order custom database or report

Have you seen our new

Keyword Overview: cardigan sweaters

Live data: 20 Apr 2018 | Device: Desktop | Currency: USD

Overview

Phrase Match

Related Keywords

Ads History

live update ORGANIC SEARCH

Volume 33.1K

Number of results 198M

live update CPC DISTRIBUTION

us

ca

de

au

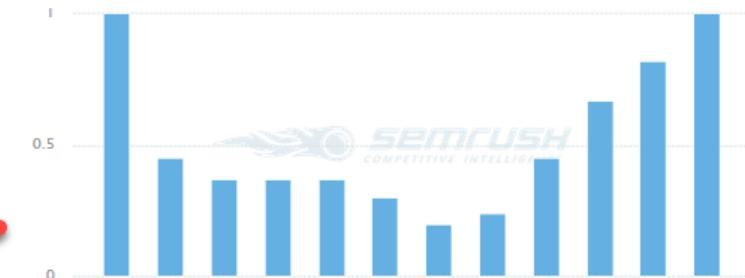
nl

uk

br

in

TREND



PHRASE MATCH KEYWORDS (1,431)

Keyword	Volume	CPC (USD)	SERP
cardigan sweaters	33,100	2.25	
mens cardigan sweaters	18,100	2.50	
long cardigan sweater	14,800	1.59	
cardigan sweaters For women	12,100	2.75	
cardigan sweater	3,600	1.36	

Export

View full report

Export

View full report

RELATED KEYWORDS (5,543)

Keyword	Volume	CPC (USD)	SERP
cardigan sweaters For women	12,100	2.75	
cream cardigan sweater	480	1.77	
sweaters & cardigans for women	90	0.00	
where to buy cardigan sweaters	10	1.79	
open knit cardigan sweater	10	2.16	

Export

View full report

live update ORGANIC SEARCH RESULTS

1-20 21-40 41-60 61-80 81-100

1 https://www.macys.com/shop/womens-clothing/womens-sweaters/Sweater style

live update ADS COPIES

Ad www.sahalie.com

Shop Stylish Sweaters For Women. Natural Fibers & Trend-Right Design

Cardigan Sweaters - Appleseed's® Official Site

Ad www.appleseeds.com

Classic, Quality Apparel Have a Suggestion?

Use a rank checker tool see where you rank for the keyword in question

 Rank Checker



Source: seobook.com

	Domain	Keyword	Google.com	Yahoo (United States)	Bing
	www.altardstate.com	cardigan sweaters fri...	71	http://www.altardstate.com/	

SEOQuake For your browser

Join our Affiliate Program
Order custom database or report
Have you seen our new customizable API Format?
Sensor 

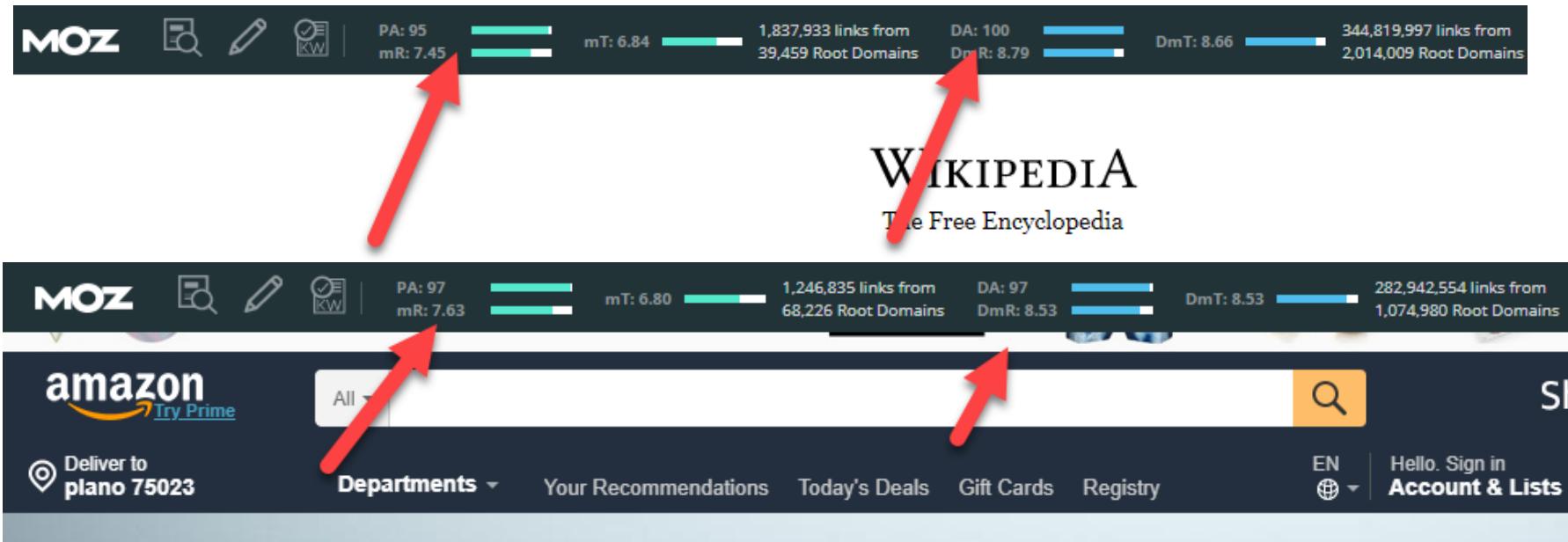
[live update](#) ORGANIC SEARCH RESULTS

1-20 21-40 41-60 61-80 81-100

- 1 https://www.macys.com/shop/womens-clothing/womens-sweaters/Sweater_style/Cardigan?id=260
macys.com
- 2 <https://www.nordstromrack.com/shop/Women/Clothing/Sweaters/Cardigan>
nordstromrack.com
- 3 <https://www.jcpenney.com/g/womens-sweaters-cardigans/N-bwo3xD1nnujb>
jcpenney.com
- 4 <https://www.amazon.com/Womens-Cardigans/b?ie=UTF8&node=1044612>
amazon.com
- 5 <https://shop.nordstrom.com/c/womens-cardigan-sweaters>
nordstrom.com
- 6 <https://www.forever21.com/us/shop/catalog/category/f21/sweater>
forever21.com
- 7 <https://www.target.com/c/cardigans-sweaters-women-s-clothing/-/N-4xw4a>
target.com
- 8 <https://www.loft.com/cardigans/cat1330002>
loft.com
- 9 <https://www.dressbarn.com/clothing/sweaters/cardigans/P-10814>
dressbarn.com
- 10 http://www.hm.com/us/products/ladies/cardigans_jumpers
hm.com
- 11 <https://www.landsend.com/shop/womens-sweaters-cardigans/-/N-fy3>
landsend.com
- 12 <https://www.kohls.com/catalog/womens-cardigans-sweaters-tops-clothing.jsp?CN=Gender%20Womens%20Silhouette%20Cardigans%20Product%20Sweaters%20Category%20Top%20Department%20Clothing>

Source: semrush.com

Domain and Page Authority



- Domain authority-DA: MOZ created a proxy to Google's secret DA using mainly backlinks, website's popularity-MozRank, MozTrust, etc. Uses a logarithmic scale which means its easier to grow your score from 20 to 30 than it is to grow from 70 to 80.
- Page authority-PA: also a logarithmic score but based on a specific web page within a domain-includes link counts, MozRank, MozTrust, and dozens of other factors such as content etc. BUT at the page level

**Big
Play
ers**

cardigan sweater

All Shopping Images News Maps More Settings Tools

About 6,390,000 results

Shop for cardigan sweater



J.Crew Womens Cotton Jackie... \$65.00 J.Crew In store

Women's Cotton C... \$24.99 Lands' End 33% price drop

Cardigan ... 0% off Penney

Men's Classic Fit Supima Cotton... \$69.95 Lands' End 30% price drop

Eddie Bauer Women's... \$36.00 Eddie Bauer Special offer

Cardigan Sweaters for Women | Nordstrom Rack
<https://www.nordstromrack.com/shop/Women/Clothing/Sweaters/Cardigan> ▾
 Shop a great selection of Women's Cardigan Sweaters at Nordstrom Rack. Find designer Women's Cardigan Sweaters up to 70% off and get free shipping on orders over \$100.

1) PA: 26 26 links DA: 63 🔒 Link Analysis

Cardigan Women's Sweaters - Macy's
https://www.macys.com/shop/womens-clothing/...sweaters/Sweater_style/Cardigan?... ▾
 Shop our Collection of Women's Sweaters at Macys.com for the Latest Designer Brands & Styles. FREE SHIPPING AVAILABLE!

1) PA: 42 1 links DA: 86 🔒 Link Analysis

Women's Cardigan Sweaters | Nordstrom
<https://shop.nordstrom.com › Women › Sweaters> ▾
 Free shipping on women's cardigan sweaters at Nordstrom.com. Shop for cropped, long & short-sleeve cardigans & more from top brands. Free shipping & returns.

2) PA: 41 48 links DA: 84 🔒 Link Analysis

Womens Cardigans | Amazon.com
<https://www.amazon.com/Womens-Cardigans/b?ie=UTF8&node=1044612> ▾
 Women's Cardigans. 1-48 of over 8,000 results for Clothing, Shoes & Jewelry : Women : Clothing : Sweaters : Cardigans. Women Hooded Knit Cardigans Button Cable Sweater Coat · Sidefeel ...

3) PA: 47 5 links DA: 97 🔒 Link Analysis

Images for cardigan sweater



Using MOZ's free tool bar, in this example it shows that when you do a search for "cardigan sweater" that The top organic rank is Nordstrom and that it has a DA of 63 and PA of 26

cardigan long frisco

All Shopping Images News Maps More Settings Tools

About 184,000 results (0.49 seconds)

Tey-Art Frisco Reversible Fair Trade Long Alpaca Cardigan at ...
<https://www.amazon.com/Tey-Art-Frisco-Reversible-Alpaca-Cardigan/.../B072KLRV3...> ▾
 Buy Tey-Art Frisco Reversible Fair Trade Long Alpaca Cardigan and other Cardigans at Amazon.com. Our wide selection is eligible for free shipping and free returns.

1) PA: 1 0 links DA: 97 🔒 Link Analysis

Frisco Reversible Fair Trade Long Alpaca Cardigan - Fair Indigo
<https://www.fairindigo.com/tey-art-frisco-reversible-fair-trade-long-alpaca-cardigan.htm...> ▾
 Artfully hand-knit of soft, sustainable alpaca, this graceful cardigan reverses to give you two striking looks. Sustainably harvested from free-roaming herds on the slopes of the Andes mountains, this remarkable natural fiber is hand-knit by artisans who.

2) PA: 1 0 links DA: 42 🔒 Link Analysis

Women's Fair Trade Organic Sweaters | Fair Indigo
<https://www.fairindigo.com/womens-fair-trade/.../womens-organic-sweaters.html> ▾
 Deliciously soft and timelessly lovely, our fair trade sweaters and cardigans are foundation pieces for a sustainable cooler weather wardrobe. Most are made using good-for-the-earth organic cotton or alpaca ... Fair Trade Organic Ribbed Turtleneck Sweater.

3) PA: 20 41 links DA: 42 🔒 Link Analysis

Women's Clothing and Accessories
<https://www.distinctivelyhers.com/> ▾
 We carry unique and fun women's clothing and accessories. You can find the latest fashions at affordable prices and we add new items weekly to our website.

4) PA: 33 20 links DA: 20 🔒 Link Analysis

Images for cardigan long frisco



→ More images for cardigan long frisco Report images

Frisco Alpaca Tweed Coats, Designer Alpaca Coats, Luxury Travel ...
www.peruvianconnection.com/products/frisco+alpaca+tweed+coat.do ▾
 Frisco Alpaca Tweed Coat, 757861, \$459.00. select a size: ... I have other tweed coats that are thick and you can wear only a sweater under them and be warm in 20 degree weather. This coat does not keep Bergen Alpaca Knit Coat Long Travel Coats, Designer Wool Coats & Women's Alpaca Jackets. \$299.00 \$239.00

Compensatory Model (e.g., GE matrix)

Step 5

	<u>Weight</u>	<u>Rating = 1-5</u>	<u>Value</u>
1 Cardigan Sweaters	1		
2 Overall market size	0.2	2	0.4
3 Average conversion from page visitors (based web analytics)	0.2	5	1
4 Annual growth rate	0.1	4	0.4
5 Historical profit margin	0.2	4	0.8
6 Current SEO rankings and likelihood to improve (have to see your rankings in seo to determine)	0.3	2	0.6
7	1	Cardigan sweaters	3.4
8			
9 Blouses	<u>Weight</u>	<u>Rating = 1-5</u>	<u>Value</u>
10 Overall market size	0.2	5	1
11 Average conversion from page visitors (based web analytics)	0.2	1	0.2
12 Annual growth rate	0.1	2	0.2
13 Historical profit margin	0.2	1	0.2
14 Current SEO rankings and likelihood to improve (have to see your rankings in seo to determine)	0.3	5	1.5
15	1	Blouses	3.1

The ratings & final scores mean nothing, unless you provide ranges for each variable

Cardigan Sweaters	<u>Weight</u>	Rating = <u>1-5</u>	<u>Value</u>
Overall market size-search volume	0.2	2	0.4

Rating	Search Volume Size per month
5	> 10 Million
4	5-9.9 Million
3	1-4.9 Million
2	100,000-999,999
1	< 100,000



Example continued

<u>Cardigan Sweaters</u>	<u>Weight</u>	<u>Rating = 1-5</u>	<u>Value</u>
Current SEO rankings and <u>likelihood</u> to improve (have to see your rankings in seo to determine)-Base likelihood to improve on both Domain and Page Authority	0.3	2	0.6
Rating		Current SEO Ranking in SERP for DFW area	
5	<5		
4	5-10		
3	11-20		
2	21-30		
1	>30		

If a poor ranking in a very competitive category-- you might need to think of focusing instead on PPC and/or focus on (if applicable) Reviews with Google Business/Yelp

End of Part B

SEO

Module 3 Part C

Prof. Alex Edsel

Keywords- key driver in PPC but somewhat less after Hummingbird



- Hummingbird- was the most significant algorithmic change in search. Now looks at combination of things including context, content, location, time, etc.
- Semantic search-is looking for the users “intent”
- Instead of one keyword now there might be 5-10 variations. Context and topic of that web page matters more

Example of semantic search

- Pre-Hummingbird if I searched on my mobile device “*where can I buy shoes here in Dallas*”—the focus would be on “buy shoes” only and the SERP would show online stores even if no physical stores in the Dallas area.
- Post-Hummingbird—the SERP because of the intent “here in Dallas” would **prioritize** stores selling shoes with a physical location in or near Dallas

buy shoes dallas

All Shopping Maps Images News More Settings Tools

About 4,100,000 results (0.59 seconds)

Map data ©2018 Google

Rating ▾ Hours ▾

DSW Designer Shoe Warehouse
4.3 ★★★★★ (220) · \$\$ · Shoe Store
Discounted brand-name shoes & handbags · Prestonwood Town Center
Dallas, TX · (972) 386-9126
📍 "Love to window shop."

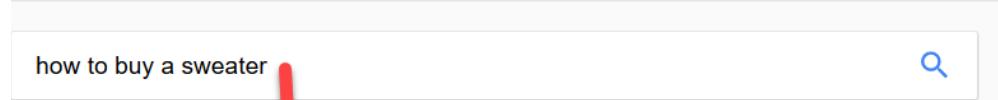
Rack Room Shoes
4.1 ★★★★★ (22) · \$\$ · Shoe Store
Brand-name footwear & accessories · Prestonwood Town Center
Dallas, TX · (972) 385-8329
📍 "Would def shop there again..."

Nike Dallas
3.9 ★★★★★ (76) · Shoe Store
Mainstay for athletic apparel & footwear · NorthPark Center
Dallas, TX · (214) 363-4127
📍 "your buying Nike products from the official store. ... Awesom^ shoes..."

≡ More places

Conversational search example

- In the past, a company would insert in a website's pages keywords like "sweaters" many times, still do but al not too much.
- Topics more than just keywords-- Post-Hummingbird-looking for underlying intent so good to also add additional synonyms, word variations or common contexts like "tips when buying a sweater" in your content on a page
- As a result, the role of "audiences" (your target market) has a bigger role- has not replaced keywords but another factor-more on this in the PPC module

how to buy a sweater 

All Videos Shopping Images News More Settings Tools

About 8,940,000 results (0.4 seconds)

5 Tips To Buying A Quality Sweater | How To Buy Mens Sweaters | A ...
<https://www.realmensrealstyle.com/sweater-buying/> ▾
If the answer is no – then you're going to enjoy this article as I focus on five things you need to look for when **buying a quality sweater**. I want you to own **sweaters** you'll want to wear them till they fall apart! When you think of **sweaters** most men think of it atop a white ...

A Man's Guide To Buying Sweaters -
www.businessinsider.com/mens-sweaters-2014-1
A Man's Guide To Buying Sweaters couple of important factors go into making a sweater hairs of the Kashmir goat, cashmere is a light Cotton **Sweaters**. Consider the ...

5 Tips On Buying A Quality Sweater | How ...

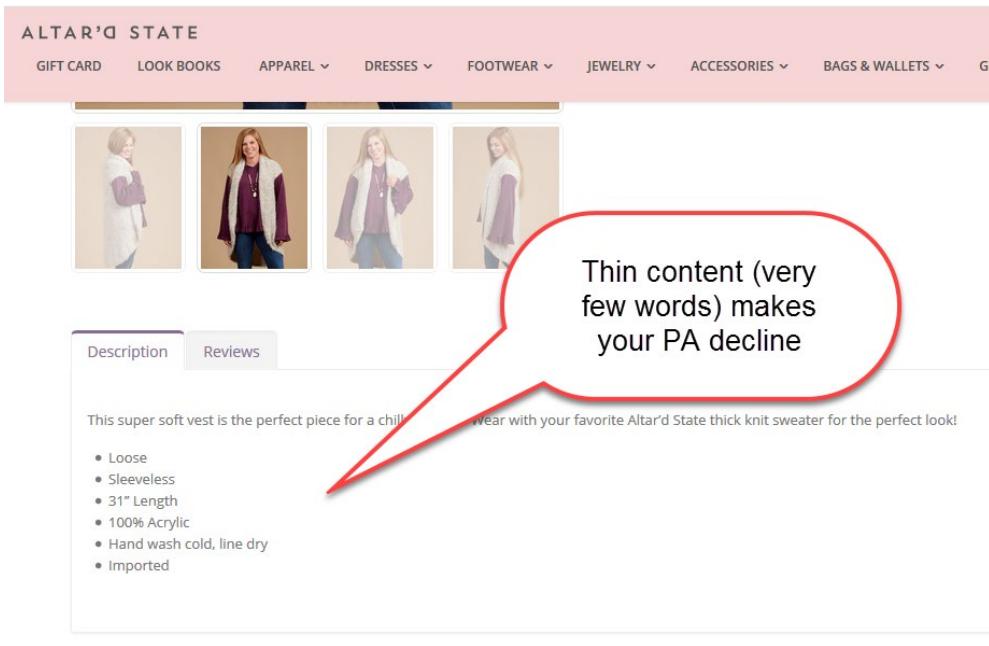
<https://www.youtube.com/watch?v=e8jPohrGJaw> ▾
http://www.aransweatermarket.com - Click here to purchase a sweaters from The Aran Sweater Market - I ...

Womens Sweaters Shopping Tips | Fashion Advice on Buying ...
www.thechicfashionista.com/womens-sweaters-2.html ▾
Womens **Sweaters**: Fashion advice on **buying** the best womens **sweater** styles for your body figure and personal style

When a search contains the words "how to" --videos often in SERP-an example of semantic-intent at work

 www.utdallas.edu

Content is King-Hummingbird



ALSO PURCHASED



- “Thin content” a sign for search engines of a low quality and maybe even “spammy” website
- We previously spoke of long vs. short copy for conversions from a user perspective
- No clear formula as to ideal number words per page but MOZ and SEMrush in studies say depends on your category- look at top ranked– be safe content over 1,000 keywords ranks better than less; 500-700 words of content on every page is minimum

Type of content-variety is good



1	Ck	The Ultimate Guide To Editorial Content Types and Formats												54	Vi	61	Sc		
2	Ap													Video Interview	Screencast	Manifesto			
3	Gl													55	Ec	62	Vp	69	Pr
4	Ca													Event Coverage	Video Presentation	Press Release			
5	Df	10 Cc	14 Ps	18 Ns	22 Eg	25 Lf	30 Ir	34 Co	38 Ap	42 Pr	47 Sf	51 Wb	58 Ex	65 Pd	72 Mk	Pc			
6	Pl	11 Tr	15 Ol	19 Nh	23 Ac	27 Sf	31 Ta	35 Ca	39 Vp	43 Vm	48 Vg	52 Hg	59 Am	66 It	73 Pf	Media kit			
7	Di	12 Ec	16 Bo	20 Nc	24 Da	28 Rr	32 Id	36 Cn	40 Ti	45 Mm	49 Ft	53 Ai	60 Vu	67 Em	74 Sh	Social Hub			
		Evergreen Content	Top 10 - Best of	Curated Newspage	Data Analysis	Research report	Industry report	Contest Competition	Timeline	Mindmap	Forum-thread	Audio Interview	Video Mashup	Email Newsletter					
		75 Cr	76 Sv	77 Qz	78 Pl	79 Ak	80 Fa	81 Qa	82 Oc	83 Ri	84 Bl								
		Crowdfunding Page	Survey	Quiz	Poll	Ask the Experts	FAQ	Questions & Answers	Open Clinic	Reading List	Book List								
		85 RI	86 Gu	87 Ht	88 Lg	89 Tu	90 Bp	91 Ss	92 Sd	93 Eb	94 Mo								
		Resources List	Guide	How-to	Learning Guide	Tutorial	Best Practices	Success Stories	SlideDoc	eBook	MOOC								
		95 Tk	96 Sb	97 Ca	98 St	99 Ct	100 Dt	101 Bg	102 Tc	103 Jo									
		Toolkit	Strategy-board	Calculator - Estimator	Script Tool	Content Template	Design Theme	Buyer's Guide	Tools	Job & Opportunities									

<https://www.masternewmedia.org>



Robin Good

- | | | |
|-----------------------|----------------|---------------|
| Synthesis - Reference | Visual | Informational |
| News & Stories | Conversational | Educational |
| Data-Analysis | Illustrative | Instrumental |
| Entertainment | Institutional | |

Example of Content being King

rch Images Maps YouTube News Mail Documents Calendar More ▾

gle

car insurance texas

About 7,770,000 results (0.29 seconds)

Ads - Why these ads?

[Allstate® Car Insurance](#) 1 (888) 897 9605
www.allstate.com
Affordable **Car Insurance** in **Texas**. Get a Free Value Plan Quote Today!

[State Farm Insurance®](#) 1 (888) 502 6011
www.statefarm.com +1
Get A Free Quote Online. Save Up To \$480 With State Farm®.
↳ Switch & Save - Free Quick Auto Quote - Find An Agent - Discount Double Check

[GEICO Car Insurance | GEICO.com](#)
www.geico.com/Texas
You Could Save Over \$500 on **Car Insurance**. Get a Free Quote.

[Texas Auto Insurance \(TX\) - Texas Car Insurance - Free Quotes!](#)
intexasautoinsurance.com/
Compare & cheap **auto insurance** in **Texas** in less than 7 minutes. You cansave 570\$ or more! Free quotes.Top Carriers.
↳ Articles - About Us - Contact Us

[Texas Auto Insurance - Compare Multiple FREE Quotes and Save!](#)
texasautoinsuranceinfo.com/
Texas Auto Insurance Quotes. <http://texasautoinsuranceinfo.com/> helps you find the

Content is King

Enter Your Zip Code Below To Get & Compare Auto Insurance Quotes in Texas For Free. You Can Save 36.9% or More!

Save and Compare Insurance Quotes

Your Zip Code: [Yellow Placeholder Box]

Currently Insured? Yes No

Homeowner? Yes No

Age? - Age -

Compare Options!

Texas Auto Insurance Minimums

\$25,000 bodily injury for one person

\$50,000 per accident

\$25,000 property damage

Texas DUI Laws

DUI is considered a BAC of 0.08%.

Enhanced sentencing for BAC of 0.15% and higher

Texas SR-22 Requirements

SR-22 may be required for a number of reasons.

An SR-22 is typically required to reinstate a suspended license.

Texas Distracted Driver Laws

The Texas legislature has passed a cell phone/texting law.

Texas House Bill 2730 and 339 prohibit drivers under the age of 18 from using wireless communication devices while operating a motor vehicle.

Texas Teen Driver Laws

Texas utilizes a Graduated Driver Licensing (GDL) system for teen drivers.

Texas teens need to be 15 years of age to apply for an instruction permit.

Automobile insurance varies from state to state and there are specific rules regarding Texas car insurance. This article deals with the specifications regarding auto insurance in Texas.

Minimum Level for Liability Coverage

Note how they are providing “educational” info but main goal is box above

Make sure to optimize for keyword density- neither too much nor too little

MOZ PA: 1 mT: 0.00 0 links from 0 Root Domains DA: 92 DmR: 7.50 DmT: 7.19 3,528,295 links from 36,137 Root Domains Subdomain < > ? | Settings X

MOZ Learn SEO Moz Pro Moz Local Free SEO Tools M

Moz Pro Alex Edsel ▾ What's New ?

On-Page Grader

Export PDF

Page: <http://www.altardstate.com/shop/apparel/sweaters/cardigans/altar-d-state-cozy-canada-cardigan-sweater-vest>

Keyword: cardigan sweaters

Page Title
Altar'd State Cozy Canada Cardigan Sweater Vest - Cardigans - Sweaters - Apparel

Meta Description
<p>This super soft vest is the perfect piece for a chilly day out! Wear with your favorite Altar's State thick knit sweater for the perfect look!</p> Loose Sleeveless 31” Length 100% Acrylic H

Page URL
<http://www.altardstate.com/shop/apparel/sweaters/cardigan-sweater-vest>

Keywords Found	Keyword Locations	Page Factors	Page Score
7	Title 1 Body 3 Meta description 0 Url 1 IMG Alt 0	17 Helping 10 Hurting	78

Factors associated with this page

Hurting your score 10 Helping your score 17 All issues 27

Exact Keyword Used in Document at Least Once
create your future

UTD

www.utdallas.edu

Structured data=Knowledge Graph & direct answers

- **What is it?** SERP brings in and highlights data from website that has data structured in a certain format
- **Downside-** content is scrapped--some people may not click on website as they get answer they need. Especially publisher/informational websites. 10%> of all results

Two keys to ensure your website appears in Knowledge Graph/direct answers results.

- a) Implement structured data and rich snippets. This gives your site top rankings
- b) Claim your Google+ (individual or company) and Google Places for Business pages. This gives you greater control over what the search engine reads and displays to users, such as images, hours, current menus, rates and promotions.

A supersonic aircraft is an aircraft able to fly faster than the speed of sound (Mach number 1). Supersonic aircraft were developed in the second half of the twentieth century and have been used almost entirely for research and military purposes.

Supersonic aircraft - Wikipedia
https://en.wikipedia.org/wiki/Supersonic_aircraft

People also ask

- Why did they stop using the Concorde?
- Why did the Concorde crash?
- Do planes fly at the speed of sound?
- What is supersonic sound?

Supersonic aircraft - Wikipedia
https://en.wikipedia.org/wiki/Supersonic_aircraft

Concorde Tupolev Tu-144 Lockheed SR-71 Blackbird Tupolev Tu-160

Taj Mahal is a white marble mausoleum located in Agra, India. It was built by Mughal emperor Shah Jahan in memory of his third wife, Mumtaz Mahal. Origins and architecture of the ... - Mumtaz Mahal · Shah Jahan · Agra

Taj Mahal (musician) - Wikipedia, the free encyclopedia
[en.wikipedia.org/w/index.php?title=Taj_Mahal_\(musician\)&oldid=659222643](https://en.wikipedia.org/w/index.php?title=Taj_Mahal_(musician)&oldid=659222643)

The Taj Mahal is a white marble mausoleum located in Agra, India. It was built by Mughal emperor Shah Jahan in memory of his third wife, Mumtaz Mahal. Height: 561 feet (171 m) Address: Agra, Uttar Pradesh 282001, India Architectural style: Mughal architecture Phone: 0562 222 6431 Function: Mausoleum Architect: Ustad Ahmad Lahori

People also search for

- Agra Fort
- Great Wall of China
- The Red Fort
- Qutub Minar
- Jama Masjid, Delhi

Report a problem

See results about

Yes, the Taj Mahal is a beautiful building, but it is also a



FYI

For Your Information

SERP: Blended or Vertical Results

1. Upgrade your sweater. ...
2. Tie on a belted jacket. ...
3. Try a girly blouse. ...
4. Go black on black. ...
5. Add some bright accessories. ...
6. Just add heels. ...
7. Get buttoned up. ...
8. Show off your sassy side.

[More items...](#)

9 Ways to Dress Up Your Jeans | Glamour

<https://www.glamour.com/gallery/9-ways-to-dress-up-your-jeans>[jeans](#)[a t shirt](#)[leggings](#)[in saree](#)[About this result](#)[Feedback](#)

People also ask

[How do you dress for an interview?](#)[What can you wear with jeans?](#)

Shirts to Wear with Jeans

- For a smart casual look, pair a classic white Oxford shirt with a pair of slim fit jeans. ...
- For an easy, relaxed style team a checked shirt with a pair of skinny or tapered jeans. ...
- If you want something to stand out, try a double denim look for a striking, alternative finish.

[More items...](#)

Rich Snippets

- Google, Bing and Yahoo announced joint support for the [schema.org semantic markup standard](http://schema.org).
- Snippets with images or video attract & generate 2X the average CTR
- Google supports rich snippets for these content types:
 - ✓ Reviews
 - ✓ People
 - ✓ Products
 - ✓ Businesses and organizations
 - ✓ Recipes
 - ✓ Events
 - ✓ Music

The screenshot displays three distinct rich snippets:

- Little Water Cantina - Eastlake - Seattle, WA**
www.yelp.com › Restaurants › Mexican
★★★★☆ 90 reviews - Price range: \$\$
90 Reviews of Little Water Cantina. Three things are on my list when I eat out: great food, atmosphere, and
- Vegetarian Vegan Pizza No Cheese) Recipe - Food.com - 248865**
www.food.com/recipe/vegetarian-vegan-pizza-no-c...
★★★★★ 2 reviews - 1 hr 32 mins - 242.9 cal
Aug 26, 2007 – This is from my dad, who developed some **vegan recipes** doesn't have any cheese, and you
- Leonard Cohen – Free listening, videos, concerts, stats, & pictures at ...**
www.last.fm/music/Leonard+Cohen
Watch videos & listen to **Leonard Cohen**: Suzanne, Hallelujah & more, plus 132 pictures. **Leonard Cohen**, (born September 21, 1934 in Montréal, Quebec, ...
Track Duration
Suzanne 3:48
The Darkness 4:29
Going Home 3:51
Hallelujah 6:12



Webmaster Tools

Home

Structured Data Testing Tool

URL

HTML

PREVIEW

Examples ▾

Select the HTML tab to view the retrieved HTML and experiment with adjusting it.

Help with:

Troubleshooting

Help Center

Google search results

Google Custom Search

Preview

Master of Science in Marketing | Naveen Jindal School of Management

jindal.utdallas.edu/academic-areas/.../master-of-science-in-marketing/

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

1) PA: 46 41 Links /
PRO ONLY RDs

DA: 82 PRO ONLY Links /
PRO ONLY RDs

Link Analysis

Introduction

Structured data

[About Search features](#)[Search feature gallery](#)[Introduction to structured data](#)[Enhance your site's attributes](#)[Mark up your content items](#)[Build, test, & release structured data](#)[Structured data general guidelines](#)[Feature guides](#)

AMP

[About AMP](#)[Enhance AMP for Search](#)[Validate AMP](#)[Remove AMP content from Search](#)[Integrate with Google products](#)

Prepare your content

[Create quality pages](#)[Associate your online resources](#)[Rendering on Google Search](#)[Debug your pages](#)[Add voice actions](#)

Index your content

[Introduction to indexing](#)[Create a list of URLs](#)

Introduction to Structured Data

Google Search works hard to understand the content of a page. You can help us by providing explicit clues about the meaning of a page to Google by including structured data on the page. Structured data is a standardized format for providing information about a page and classifying the page content; for example, on a recipe page, what are the ingredients, the cooking time and temperature, the calories, and so on.

Google uses structured data that it finds on the web to understand the content of the page, as well as to gather information about the web and the world in general. For example, here is a [JSON-LD](#) structured data snippet that might appear on the contact page of the Unlimited Ball Bearings corporation, describing their contact information:

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "url": "http://www.example.com",
  "name": "Unlimited Ball Bearings Corp.",
  "contactPoint": {
    "@type": "ContactPoint",
    "telephone": "+1-401-555-1212",
    "contactType": "Customer service"
  }
}
</script>
```

Google Search also uses structured data to enable special search result features and enhancements. For example, a recipe page with valid structured data is eligible to appear in a graphical search result, as shown here:

Search result feature	Equivalent structured data (trimmed for brevity)
	<pre><script type="application/ld+json"> { "@context": "http://schema.org/", "@type": "Recipe", "name": "Grandma's Holiday Apple Pie", "image": "http://example.com/pie.jpg" } </script></pre>

Google Structured Data-Search Developers Guide

TOOLS SUPPORT



FYI

For Your Information

Sitelinks Searchbox

A search box that is scoped to your website when it appears as a search result.

[READ THE GUIDE](#)

Pinterest
Pinterest app - Installed
Pinterest is a visual discovery tool that you can use to find ideas for ...
[Open on pinterest.com](#)
You visited this page on 5/17/15.

Search Pinterest app

Everything Log In DIY & Crafts Food & Drink Popular

Web Shopping News In

Social Profile

Your social profile information displayed on Google Knowledge panels.

[READ THE GUIDE](#)

Google
Technology company

google.com

Google is an American multinational technology company specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. [Wikipedia](#)

CEO: Sundar Pichai
Founded: September 4, 1998, Menlo Park, CA
Subsidiaries: YouTube, ITA Software, AdMob, Google Japan, More
Video games: Tilt Brush, Google Lively
Founders: Larry Page, Sergey Brin
Parent organization: Alphabet Inc.

Profiles

Facebook Twitter YouTube LinkedIn Google+

People also search for

View 15+ more

Apple Microsoft Corporation YAHOO! Amazon.c... Inc. YouTube

Site link's showing up in organic search results-- Search engines decide what and if to show-submit xml sitemap of your website

Perot Museum of Nature and Science

[https://www.perotmuseum.org/ ▾](https://www.perotmuseum.org/)

With 11 permanent exhibit halls in the heart of Dallas, the Perot Museum provides an unforgettable experience for guests of all ages.

Sitelinks appear

Get Tickets

Reserve general admission, special exhibition & film tickets ...

Visitor Information

One of the most popular things to do in Dallas, a visit to the Perot ...

Explore The Museum

The Perot Museum of Nature and Science in Dallas, TX, will ...

[More results from perotmuseum.org »](#)

Programs & Events

At the Perot Museum in Dallas, inspiring minds through nature ...

Exhibits + Films

Learn about the state-of-the-art Perot Museum of Nature and ...

The Building

The Dallas Perot Museum has a striking and unique design ...

Most websites can automatically generate it through some feature, plugin or developer creates



XML Sitemap

Generated by **Yoast's WordPress SEO plugin**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 20 sitemaps.

Sitemap	Last Modified
http://yoast.com/post-sitemap1.xml	2008-05-10 08:25
http://yoast.com/post-sitemap2.xml	2011-04-04 14:00
http://yoast.com/post-sitemap3.xml	2013-03-18 18:53
http://yoast.com/page-sitemap.xml	2013-03-14 21:13
http://yoast.com/wpseo-theme-sitemap.xml	2012-06-04 09:48
http://yoast.com/yoast_plugins-sitemap.xml	2013-03-19 09:14
http://yoast.com/plugin_review-sitemap.xml	2012-08-20 08:28
http://yoast.com/wp_best_practice-sitemap.xml	2012-06-23 10:01
http://yoast.com/wp_code_snippet-sitemap.xml	2011-08-24 14:41
http://yoast.com/wp_theme-sitemap.xml	2012-08-20 09:19
http://yoast.com/speaking_event-sitemap.xml	2012-12-04 09:43
http://yoast.com/category-sitemap.xml	2013-03-18 18:53
http://yoast.com/post_tag-sitemap.xml	2013-03-18 18:53
http://yoast.com/yoast_plugin_category-sitemap.xml	2013-03-19 09:14
http://yoast.com/plugin_tag-sitemap.xml	2012-08-20 08:28
http://yoast.com/plugin_feature-sitemap.xml	2012-08-20 08:28
http://yoast.com/best_practice_tag-sitemap.xml	2012-06-23 10:01
http://yoast.com/event_topic-sitemap.xml	2012-12-04 09:43
http://yoast.com/news-sitemap.xml	2013-03-20 13:34
http://yoast.com/video-sitemap.xml	2013-03-19 09:04

[Web](#)[Images](#)[Maps](#)[Shopping](#)[More ▾](#)[Search tools](#)

About 108,000 results (0.19 seconds)

Places for **mexican restaurant** near Plano, TX

[Abuelo's](#) www.abuelos.comZagat: **19** / 30 - 327 Google reviews

A 3420 North Central Expressway
Plano
(972) 423-9290

[Chuy's](#) www.chuys.comZagat: **21** / 30 - 87 Google reviews

B 3408 North Central Expressway
Plano
(469) 241-9393

[El Norte Mexican Grill](#) www.elnortegrill.comScore: **18** / 30 - 22 Google reviews

C 2205 West Parker Road
Plano
(972) 596-6783

[More results near Plano, TX »](#)[Cocina - Food Delivery - Cantina - Burrito - Taqueria](#)Mexican Restaurant near: [Dallas](#) - [Allen](#) - [Carrollton](#) - [Richardson](#)

Best Mexican restaurants Plano, TX

business.intuit.com/boorah-restaurants/cu/.../TX/Plano/28/Mexican.htm

Results 1 - 10 of 41 – Best Mexican restaurants Plano, TX: 41 restaurants with reviews, ratings, menus and discounts.

Plano Mexican restaurants | Mexican restaurants in Plano, TX - YP ...

www.yellowpages.com/plano-tx/mexican-restaurants

Results 1 - 30 of 390 – 390 listings of Mexican Restaurants in Plano on YP.com. Find reviews, directions & phone numbers for the best mexican restaurants in ...

Mexican food Plano, TX

www.yelp.com/search?find_desc=Mexican+Food...Plano%2C+TX

Reviews on Mexican food in Plano Chitos, Abuelo's Mexican Food Embassy, Tino's Too Mexican Restaurant, On The Border, Casa Mama, Cielito Lindo ...

Tino's Too Mexican Restaurant - Plano, TX

www.yelp.com/Restaurants/Mexican

★★★★★ Rating: 4 - 13 reviews - Price range: \$\$

13 Reviews of Tino's Too Mexican Restaurant "This place is not high quality Tex Mex."

- Social content can appear in SERPs and is growing increasingly influential in search rankings for some categories.

- Links from social sites are used as signals of relevance.

- Closely tied to localization

Pepsi™ (pepsi) on Twitter

<https://twitter.com/pepsi>

@pepsi. Your direct line to #LiveForNOW! You have Irina, Joanna and Nicole here! ...
Check back every day on Twitter and upload your pic at <http://pepsi.com> !

4) PA: 85  6,141 Lks / 459 RDs | DA: 100  3,459,312,978 Lks / 6,219,727 RDs | 

#4 | PR: ? | Google Cache Date: ? | Traffic Value: ? | Aoe: ? | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Dioids: ? | Digg's Popular Stories: ? | Stumbleupon: ? | Twitter: ? | Y!.edu Links: ? | Y!.gov Links: ? | Y!.edu Page Links: ? | OSE links to page: ? | OSE links to domain: ? | Blekko domainlinks: ? | Blekko daelinks | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloolines: ? | Page blog links: ? | dir.yahoo.com: ? | Botw: ? | Business | Whois | Yahoo position: ? | Majestic SEO linkdomain: ? | Google +1: ? | Unique linking domains to website: ? | Unique linking domains to page: ?

Pepsi | Facebook

www.facebook.com/pepsi Share

Goodbye....maybe Beyonce will provide you with the income you need. I really could have used lower soda prices to keep me faithful, after all I was a 4-6 bottle ...

5) PA: 81  1,303 Lks / 311 RDs | DA: 100  2,427,878,648 Lks / 9,205,535 RDs | 

#5 | PR: ? | Google Cache Date: ? | Traffic Value: ? | Aoe: ? | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Dioids: ? | Digg's Popular Stories: ? | Stumbleupon: ? | Twitter: ? | Y!.edu Links: ? | Y!.gov Links: ? | Y!.edu Page Links: ? | OSE links to page: ? | OSE links to domain: ? | Blekko domainlinks: ? | Blekko daelinks | Technorati: ? | Alexa: ? | Compete.com Rank: ? | Compete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloolines: ? | Page blog links: ? | dir.yahoo.com: ? | Botw: ? | Business | Whois | Yahoo position: ? | Majestic SEO linkdomain: ? | Google +1: ? | Unique linking domains to website: ? | Unique linking domains to page: ?

Pepsi - Google+

<https://plus.google.com/111883881632877146615>

Pepsi - Where there's music, there's Pepsi. - Join Pepsi as we highlight how we're evolving the digital consumer experience and learning from changing ...

6) DA: 51  7 Lks / 4 RDs | DA: 100  1,320,591,207 Lks / 6,270,710 RDs |  Explore

- **Real-time search results** rely greatly on **social media** and **what is trending**. e.g. Twitter has more impact due to the fact more public (and also not direct competitor to Google as FB perceived by Google)

- Use social media properties to **dominate brand SERPs**

- Personalized results are **influenced** by your **online social and browser search history**
- e.g., If you are logged in to Gmail while searching for blogs, you are more likely to see a blog a friend goes to
- In fact, results by default are always customized to your browsing history and location, so if doing SEO need to use tool or directions to remove

[Blog - LeoDimilo.com](#)  

[leodimilo.com/internetmarketingblog/](#) - Cached

I am about to begin work on my affiliate marketing section as well. If you are new to affiliate marketing, you probably think that just building a web page ...

 [Leo Dimilo](#) shared this

[Internet Marketing Blog by Internet Marketer James Schramko](#)  

[www.internetmarketingspeed.com/](#)

Internet Marketer James Schramko blog about Internet Marketing including Affiliate Marketing, Social media, Traffic, PPC, SEO and SEM...

[Images for internet marketing](#) - Report images



[Raleigh Internet Marketing Services, Web Strategy & Consulting ...](#)  

[www.searchcreatively.com/](#) - Cached

Providing Search Engine Optimization, Pay-Per-Click, E-Mail Marketing, Social Media, and Professional Web Consulting for the Raleigh, Durham & Chapel Hill, ...

 [Mark Thompson](#) shared this

Ranking for “Personal searches” impacted by structured data and mobile optimization

think with Google™

Share

SUBSCRIBE

The rise of personal searches

When it comes to getting trusted advice, most people turn to a friend or family member—someone who really understands them. And now, according to the latest data, that list includes search.

Consumers now believe that answers to their most specific questions are out there, and they trust search to deliver the right response at the right time.

How often should I wash my hair?

How much money do I need to retire?

What can I make with chicken breast?



How much is my car worth?

Do I have school tomorrow?

Houses for rent near me

End of Part C

SEO

Module 3 Part D

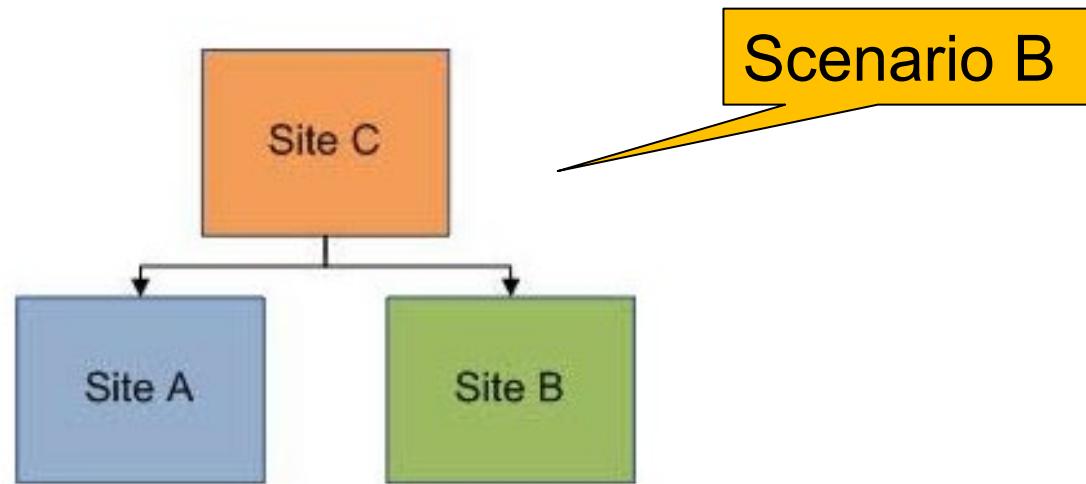
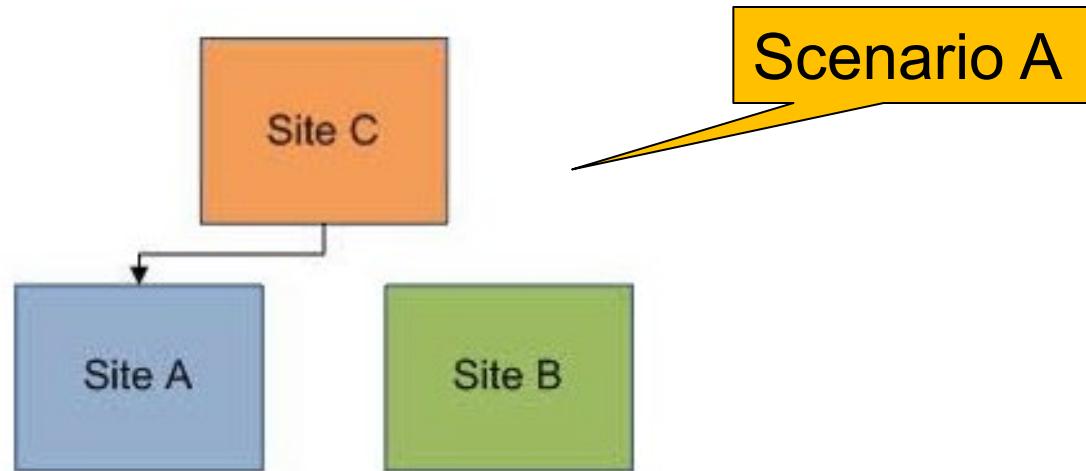
Prof. Alex Edsel

Importance of links

- Search engine algorithms use DA and PA, **the more a website is linked to, the more likely it is that the community considers it an authority.**
- **Link Juice-** is how Google determines which links are more relevant and authoritative

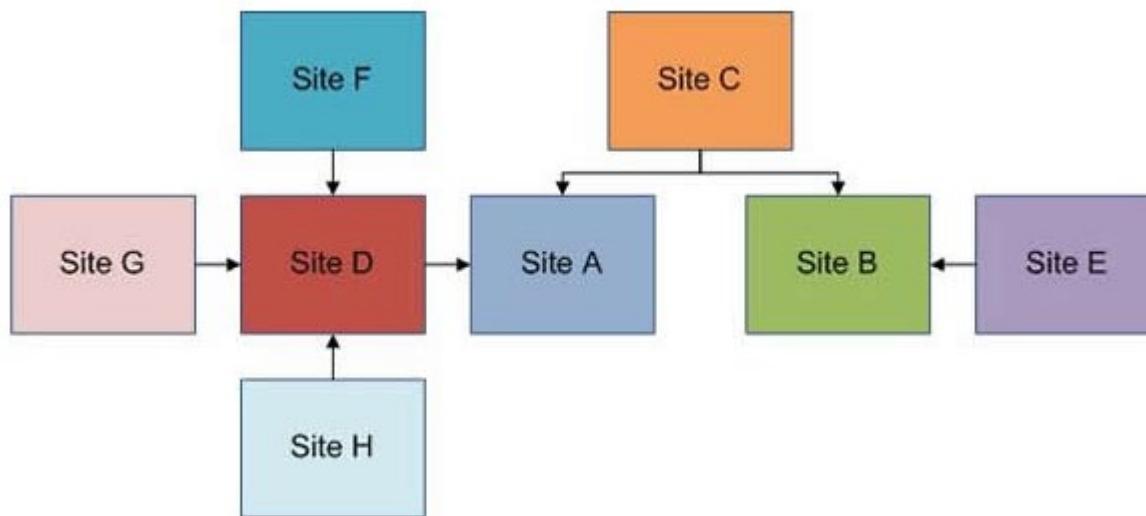
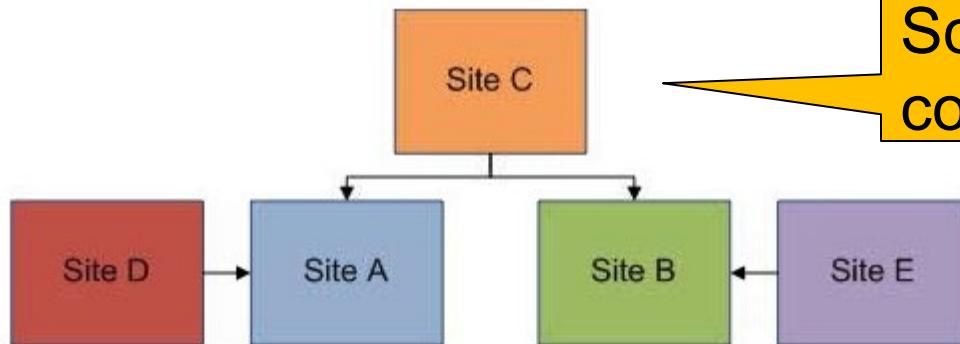


Basics of Link Juice



Basics of Link Juice

Scenario B
continued



Example provided by <http://thekeywordacademy.com>

Backlink analysis

Backlinks Overview for: altardstate.com



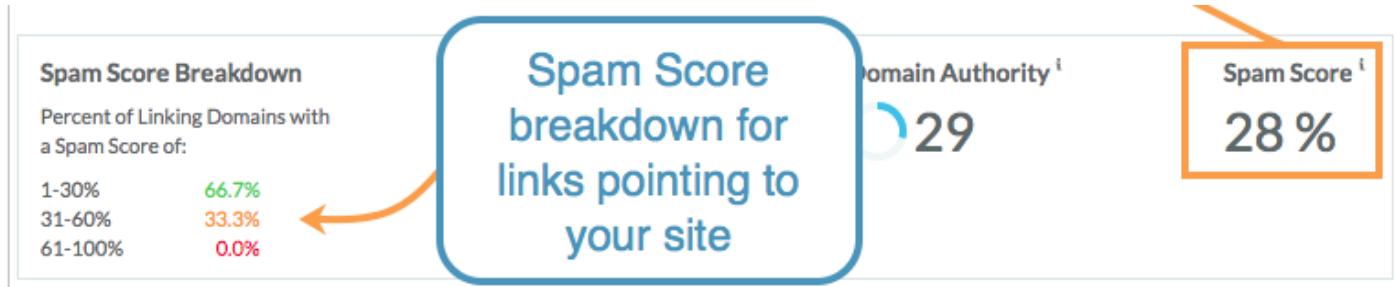
- Number of unique domain links vs. total # links, this example ratio 1:7 –ideal is 1:2
- # of Followed links-counts for SEO
- Anchor text-variety
- Link quality-Page and Domain authority
- Some tools (e.g., MOZ) indicate if you have inbound spammy link-which you would want to get rid of

Digital Marketing Track

Digital Advertising & Marketing track students prepare for careers in the digital track covering topics in digital marketing, search engine optimization, social media, mobile marketing, marketing automation, and more. Details of the [UT Dallas Graduate Catalog page](#). Our program offers a wide range of courses to suit your individual professional needs. Many of the courses are commonly used by industry such as MOZ, Google Adwords, Facebook, Adobe and Google Analytics.

anchor
text

SEO tools (e.g., Moz) tell you which links coming to your site might be spammy



Below you'll see a chart with all the inbound links sorted by descending Spam Score. You can export to CSV, or click on the inbound link to do some investigating.

The figure shows a table of 'Inbound links sorted by Spam Score'. The columns are 'Spam Score', 'DA', and 'Date Crawled'. The first row has its 'Spam Score' cell highlighted with an orange border. An arrow points from a callout box labeled 'Inbound links sorted by Spam Score' to this highlighted cell.

Spam Score	DA	Date Crawled
100%	21	03/14/2018
99%	59	03/24/2018
99%	59	03/05/2018
99%	59	04/10/2018

Black hat -penalties

- Many companies try to “game” SEO by purchasing links off shore-link farms
- Google has cracked down, penalizing websites severely- some sites now do not rank at all after the penalty. Disavow spammy links to your site
- Google threw in a lot of resources to create an algorithm- Penguin- that amongst other things trys to determine if an inbound link is probably paid- sometimes easy to get caught up

The screenshot shows the Google Webmaster Tools Help interface. The top navigation bar includes the Google logo, a search bar for 'Search Webmaster Tools Help', a back arrow labeled 'Webmaster Tools', and 'Help' and 'Crawl' buttons. The main content area has two columns. The left column, under 'Crawl', lists 'Crawl Errors', 'Crawl errors >', 'Ask Google to crawl a page or site', 'Blocked URLs', and 'Disavow links'. The right column, under 'Disavow links', explains PageRank as Google's opinion of a page based on incoming links from other sites. It then describes the 'Disavow links' feature, which allows users to ask Google not to consider certain links when ranking a site. A warning box notes that this is an advanced feature and can harm performance if used incorrectly. Below this, the 'Disavow backlinks' section describes a two-step process: downloading links to the site and creating a file to disavow specific links. A green checkmark icon next to a button says 'Download links to your site'.

Google Search Webmaster Tools Help

Webmaster Tools Help Crawl

Crawl

Crawl Errors

Crawl errors >

Ask Google to crawl a page or site

Blocked URLs

Disavow links

Opt-Out option for search properties

Fetch as Google

What are crawl stats?

URL parameters

Disavow links

PageRank is Google's opinion of the importance of a page based on the incoming links from other sites. (PageRank is an important signal, but it's one of more than 200 that we use to determine relevancy.) In general, a link from a site is regarded as a vote for the quality of your site.

Google works very hard to make sure that actions on third-party sites do not negatively affect a website. In some circumstances, incoming links can affect Google's opinion of a page or site. For example, you or a [search engine optimizer](#) (SEO) you've hired may have built bad links to your site via [paid links](#) or other link schemes that violate our [quality guidelines](#). First and foremost, we recommend that you remove as many spammy or low-quality links from the web as possible.

If you've done as much work as you can to remove spammy or low-quality links from the web, and are unable to make further progress on getting the links taken down, you can disavow the remaining links. In other words, you can ask Google not to take certain links into account when assessing your site.

⚠️ This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you disavow backlinks only if you believe you have a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you. In most cases, Google can assess which links to trust without additional guidance, so most normal or typical sites will not need to use this tool.

Disavow backlinks

This is a two-step process. First, you'll need to download a list of links to your site. Next, you'll create a file containing only the links you want to disavow, and upload this to Google.

Download links to your site

How to get Links

- ✓ Conduct competitor analysis for ideas of what links they have you could approach
- ✓ Write excellent, valuable content that others want to read-blog hosted internally for example create videos, tools (lead magnets) & podcasts that users will want to use and share
- ✓ Ask your suppliers/vendors to link to your website
- ✓ Online Public relations— Web PR

The screenshot shows the Moz Pro interface for the account 'UTDprof's Account' in the 'Open Site Explorer' section. At the top, there are tabs for 'Authority' and 'Page Link Metrics'. Under 'Authority', the 'DOMAIN AUTHORITY' is 83/100 and the 'PAGE AUTHORITY' is 86/100. Under 'Page Link Metrics', the 'JUST-DISCOVERED' date is 53 60 Days, and the 'ESTABLISHED LINKS' count is 3,324 Root Domains, 33,563 Total Links. Below these metrics, the 'Inbound Links' section is displayed. A red box highlights the filter controls: 'Target' set to 'this root domain', 'Link Source' set to 'only external', and 'Link Type' set to 'link equity'. Another red box highlights the first five rows of the table, which list linking pages from 'www.stylemepretty.com', 'www.bldn.com', 'www.designlovefest.com', 'www.businessinsider.com', and 'www.elle.com'. Each row includes the title and URL of the linking page, the anchor text used, the spam score, and the PA and DA of the linking page.

Title and URL of Linking Page	Link Anchor Text	Spam Score	PA	DA
[No Title] www.stylemepretty.com/	Anthropologie www.anthropologie.com/	2	83	80
[No Title] www.bldn.com/	Anthropologie www.anthropologie.com/?cm...	1	72	67
[No Title] www.designlovefest.com/	[no anchor text] www.anthropologie.com/shop/s...	2	69	63
[No Title] www.businessinsider.com/this-startup-wants-to...	Mailer Anthropologie www.anthropologie.com/shop/s...	2	69	94
30 Cheap Gifts Under \$30 - Surprisingly Affordable and Chic G...	anthropologie.com www.anthropologie.com/anthro...	2	69	86
Style at Home www.styleathome.com/	Anthropologie www.anthropologie.com/shop/s...	3	69	62

“Linkless mentions”-Brands

- Bing & Google have both stated that if a person or business has high quality content that is highly cited or shared on the internet –e.g., mentions on social media and reviews –then a factor for SEO rankings e.g. Klout score type measure
- Easier for search engines to do, thanks to their use of Artificial Intelligence



NETBASE™
ENTERPRISE SOCIAL ANALYTICS

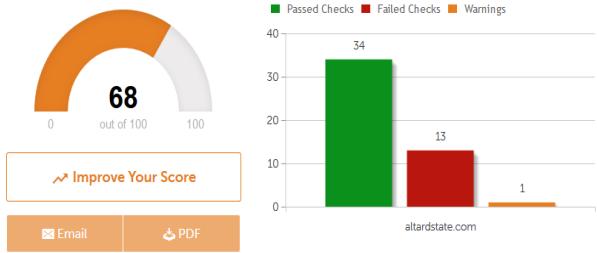
Tools can scan your website for technical problems



Analyzing website

http://altardstate.com

97%



WP Engine's Speed Tool measures your site speed instantly. Test your speed.

COMMON SEO ISSUES	
Meta Title	The meta title of your page has a length of 42 characters. Most search engines will truncate meta titles to 70 characters.



SEO SiteCheckup

Overview General SEO Speed Server & Security Mobile Usability Advanced SEO

WP Engine's Speed Tool measures your site speed instantly. Press ahead.

Understand your competitors' SEO profile Side-by-side SEO comparisons of up to 5 competitors. See how your SEO can improve against the competition.

Headings Status Your page does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

Headings Status Your page contains H2 headings. Their contents are listed below:

- Altar'd State Oka Dress
- Altar'd State Tulie Dress
- Altar'd State Elda Jumpsuit
- Belize One Piece Swimsuit

Robots.txt Test Congratulations! Your site uses a "robots.txt" file: <http://altardstate.com/robots.txt>

Sitemap Test Your site lacks a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for [implementing the sitemap protocol](#).

Looking for a Sitemap Generator Tool? If you don't have a sitemap or the sitemap for your website is not up to date you can use our new [Sitemap Generator](#) tool. Register for free, and start using today the [Sitemap Generator](#) from [Seositecheckup Toolbox](#).

GET IT NOW

Internal External Protocol Response Codes URI Page Titles Meta Description Meta Keywords H1 H2 Images DirectivesHreflang AJAX Custom Analytics Search

Filter: All Export

Address				Con...	Status ...	Status	Title 1
31 http://www.altardstate.com/shop/handbags/backpacks	tex...	200	OK	Backpacks - Bags & Wallets			
32 http://www.altardstate.com/shop/privacy-policy-cookie-restriction-mode	tex...	200	OK	Privacy Policy			
33 http://www.altardstate.com/shop/apparel/skirts	tex...	200	OK	Skirts - Apparel			
34 http://www.altardstate.com/shop/accessories/sunglasses	tex...	200	OK	Sunglasses - Accessories			
35 http://www.altardstate.com/media/js/functions.js	ap...	200	OK				
36 http://www.altardstate.com/shop/apparel/dresses/fit-and-flare	tex...	200	OK	Fit and Flare - Dresses - Apparel			
37 http://www.altardstate.com/shop/apparel/tops/long-sleeve	tex...	200	OK	Long Sleeve - Tops - Apparel			
38 http://www.altardstate.com/shop/skin/frontend/smartwave/porto_child/images/logo.png	im...	200	OK				
39 http://www.altardstate.com/shop/apparel/tops/sleeveless/essential-tanks	tex...	404	Not Found				
40 http://www.altardstate.com/shop/gifts-home-decor/signs-wall-art	tex...	200	OK	Signs & Wall Art - Gifts/Home Decor			
41 http://www.altardstate.com/shop/skin/frontend/smartwave/porto_child/images/footer-logo_.	im...	200	OK				
42 http://www.altardstate.com/shop/jewelry/bracelets	tex...	200	OK	Bracelets - Jewelry			
43 http://www.altardstate.com/shop/gifts-home-decor/kitchen	tex...	200	OK	Kitchen - Gifts/Home Decor			
44 http://www.altardstate.com/shop/apparel/sweaters/cardigans	tex...	200	OK	Cardigans - Sweaters - Apparel			
45 http://www.altardstate.com/mission-monday	tex...	200	OK	Mission Monday - Altardstate.com			
46 http://www.altardstate.com/shop/gifts-home-decor/frames	tex...	200	OK	Frames - Gifts/Home Decor			

Filter Total: 388

Name	Value
No URL selected	

Overview Site Structure Response Times API

▼ Summary

Total URI Encountered: 500

Total Internal Blocked by robots.txt: 0

Total External Blocked by robots.txt: 0

Total URI Crawled: 500

Total Internal URI: 388

Total External URI: 112

▼ SEO Elements

▼ Internal

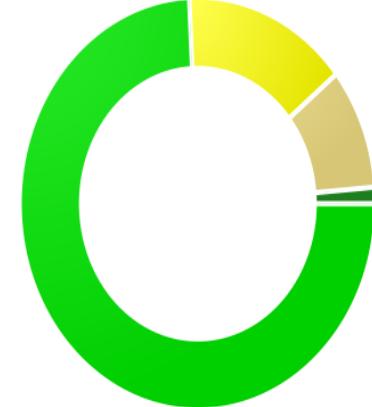
- All (388) (100.00%)
- HTML (288) (74.23%)
- JavaScript (58) (14.95%)
- CSS (37) (9.54%)
- Images (5) (1.29%)
- PDF (0) (0.00%)
- Flash (0) (0.00%)
- Other (0) (0.00%)

▼ External

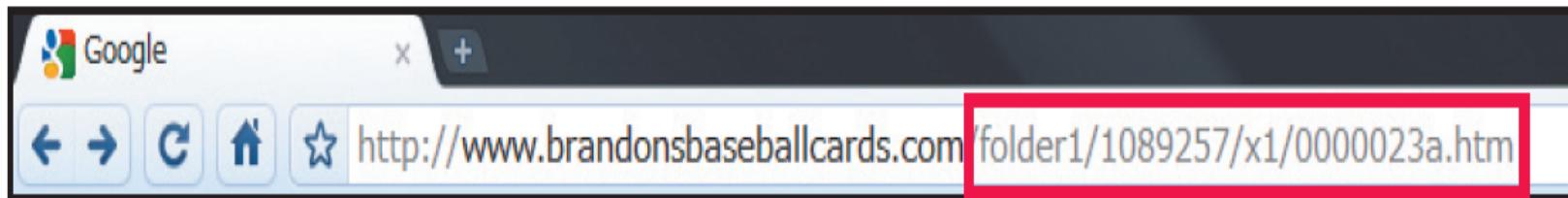
- All (112) (100.00%)
- HTML (3) (2.68%)
- JavaScript (4) (3.57%)
- CSS (2) (1.79%)

Internal

- HTML
- JavaScript
- CSS
- Images
- PDF
- Flash
- Other



Write unique and descriptive urls



- (1) A URL to a page on our baseball card site that a user might have a hard time with.

A screenshot of a social media post. The title is "Rarest baseball cards" with a blue star icon. The author is "Kevin" with a profile picture and "Level 1". The post text is "Hey, I found this article on the rarest baseball cards. These cards are FTW". Below the text is a link: "The link is http://www.brandonsbaseballcards.com/articles/ten-rarest-baseball-cards.htm". This link is highlighted with three overlapping red rectangular boxes.

Having a valuable keyword as part of main domain often works-doesn't work as well if subdomain and less if directory

FYI
For Your Information

URL PARTS

MOZ | [Search Profiles](#) | Google US (non-personalized) ▾

All News Maps Images Shopping More Settings Tools

About 3,010,000 results (0.55 seconds)

MS in Marketing | Naveen Jindal School of Management
jindal.utdallas.edu/marketing/ms-marketing/ ▾
The M.S. in Marketing degree offers tracks in advertising, analytics, customer insights, digital marketing, product management and marketing management.

1) PA: 52 453 links / 12 RDs DA: 81 14,160,398 links / 8,489 RDs | [Link Analysis](#)

MS Marketing: Home
msmarketing.biz/ ▾
... completed on time or ahead of schedule, and you are incredibly responsive to any follow-up we need. This will make my life much easier with "one stop shopping"! We will continue to use you in the years to come! - Mike Ashworth, Ph.D., Plano, TX. Copyright 2016 © MS Marketing. Designed by Baggies Web Solutions.
[Products](#) · [Prices](#) · [Testimonials](#) · [Contact Us](#)

1) PA: 1 0 links / 0 RDs DA: 5 1 links / 1 RDs | [Link Analysis](#)

A SERP website listing shows:



fishing gear



1

Page title-have
important keywords in
page title

About 4,150,000 results (0.59 seconds)

Your website's url is shown, also
good have keywords in url

2

Fishing Gear - Fishing Supplies & Equipment - Cabela's

<https://www.cabelas.com/category/Fishing/104793480.uts>

Line-winding service available at any Cabela's retail store for conventional- and fly-fishing reels. ...

Ready to reel in your next trophy catch with the latest and best fishing gear? ... Shop online today for
fishing rods, reels, or rod & reel combos.

Fishing Rods · Fishing Reels · Fly-Fishing · Saltwater Fishing

3

Metatag description-number of
characters changes over time

porting Goods

gear ▾

... porting Goods. Browse all ice fishing, fly fishing or spool
fishing tackle including rods, reels, waders and lures.

H1 Header tag: Customised Handmade Bags to Suit Your Style



Body Copy: Here, descriptive and compelling copy about how **handmade bags** will make anyone a style maven, what the benefits are to the community that make the bags, and how distinctive **handmade bags** will make the owner feel. Text should be written in a logical, easy to follow fashion. You could also highlight the designers of **handmade bags**, and how their personality shows in their work.

Alt Attribute for Photo: Distinctive **Handmade Bags** in Many Colours.

URL: <http://www.domain.com/handmade-bags>

Write descriptive Page Titles

Brandon's Baseball Cards - Buy Cards, Baseball News, Card Prices - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Widgets < UT Dallas Marketing Programs ... × Brandon's Baseball Cards - Buy Cards, Ba... × Log in to eLearning × +

brandonsbaseballcards.blogspot.com/2009/01/brandonsbaseballcardscom-brandons.html ⌂ car insurance texas

Most Visited Getting Started Latest Headlines Pin It

SEOBEST PageRank b ? NaN MJ 19,077M b ? NaN b ? MJ 8M b ? Dir Jul. 2011 61M - Comp. -

8 Share 0 More Next Blog»

Brandon's Baseball Cards - Buy Cards,Baseball News

→ brandonsbaseballcards.com - Brandons Baseball Cards Site

Are you wondering what's brandonsbaseballcards.com it's Brandons

My Blog List

RWS Photo Blog - Splendour pictures of Borneo \$1K Photo Challenge for Apr 2012 by Justin Ng

Make use of the "description" meta tag

FYI

For Your Information

Avoid doing the following:

- ✓ Writing a description meta tag that has no relation to the content on the page
- ✓ Using generic descriptions like "This is a web page" or "Page about fishing gear"
- ✓ Filling the description with only keywords
- ✓ Copying and pasting the entire content of the document into the description meta tag
- ✓ Use same one on all pages

camping gear

About 30,300,000 results (0.47 seconds)

Ads related to camping gear ⓘ

[Cabela's® Official Site | Cabelas.com](#) ✓
www.cabelas.com/
Cabela's Has \$5 Shipping on All Orders Over \$99. Offer Ends 11/6.
 View this ad's deal - valid as of Oct 26, 2012

[Camping Gear at REI.com](#) ✓
www.rei.com/Camping-Gear
★★★★★ 2,322 reviews for rei.com
Tents—Sleeping Bags—Packs—Stoves! 100% Satisfaction Guarantee.

Rei Base Camp 6 Tent, Sage/Platinum, Size: 6 ...	✓ \$419.00
Big Agnes Wyoming Trail 2 Camp Tent, Moss/Cream	✓ \$349.95
Gopro Hd Hero2 Outdoor Edition WideAngle ...	✓ \$199.95

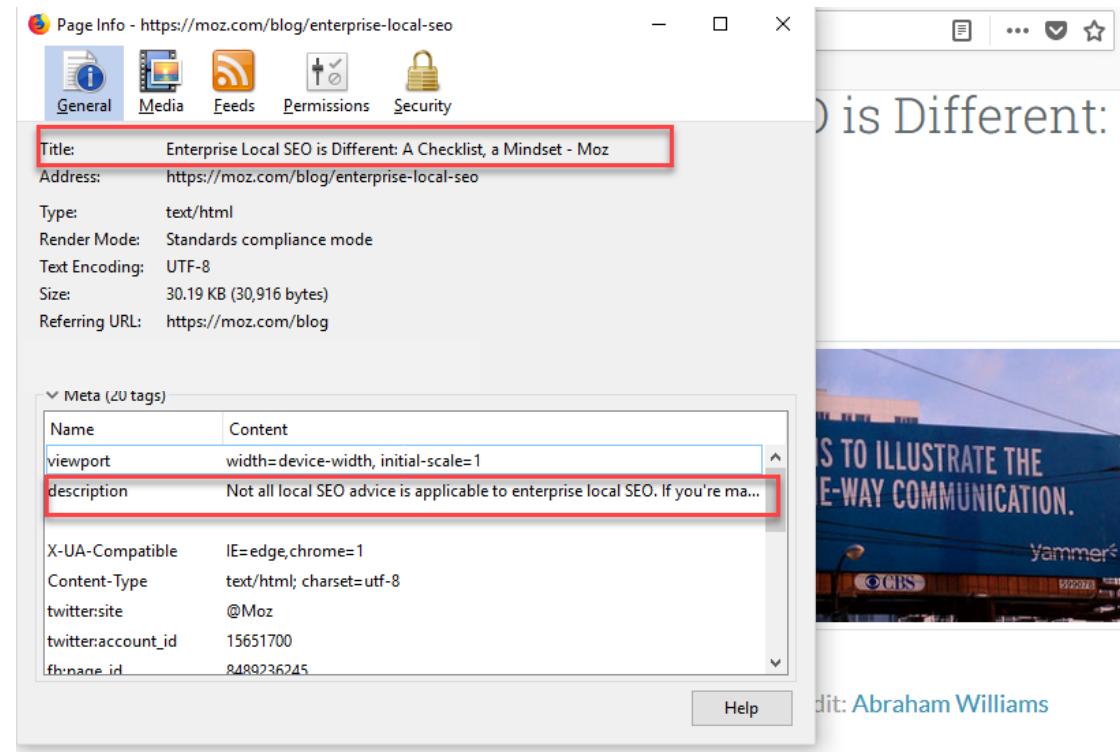
[Camping Gear for Less | Campmor.com](#) ✓
www.campmor.com/
★★★★★ 1,878 reviews for campmor.com
Shop Our Everyday Low Prices on a Complete Range of Camping Gear.
621 people +1'd or follow Campmor

[Camping Gear & Outdoor Gear - Outerwear & Outdoor Clothing from ...](#) ✓
www.campmor.com/
Campmor provides **camping gear**, clothing and outdoor equipment at low prices from a variety of top brands including The North Face, Columbia Sportswear, ...

Tents ✓ Gear ✓ Hot Deals ✓ Footwear ✓

Images playing growing role

- If images are **correctly labeled**, search engines can **index** them.
- Important for image search and the visually impaired
- Optimize **images** and **video** with the relevant keywords as well.
- Tag for local (e.g. Plano cardigan sweater)



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Build Your Trip



- Flight
 Hotel
 Car
 Cruise
 Activities
- Book together & save!**
- Flight + Hotel
 - Flight + Car
 - Flight + Hotel + Car
 - Hotel + Car

Trip information:

- Roundtrip One way Multiple destinations

My dates are flexible (popular US routes only)

Leaving from: Going to:

Departing: mm/dd/yy Time: Returning: mm/dd/yy Time:

Adults (19-64): Seniors (65+): Children (0-18):

Additional options:

[Airline, first or business class, nonstop only](#)

Save on Top Travel Deals

HOTEL SALE
up to **50% off**



[Book now and save](#)

plus!
Free Gas!

\$25
with a 2-night stay

\$50
with a 3-night stay

\$75
with a 4+ night stay

[Learn more](#)

Multi-airline sale: One-way fares from **\$46+**

Hawaii: Book early for vacations from **\$632**

Build Your Trip

- Flight
 Hotel
 Car
 Cruise
 Activities
- Book together & save!**
- Flight + Hotel
 - Flight + Car
 - Flight + Hotel + Car
 - Hotel + Car

Trip information:

- Roundtrip One way Multiple destinations

My dates are flexible (popular US routes only)

Leaving from: Going to:

Departing: mm/dd/yy Time: Returning: mm/dd/yy Time:

Adults (19-64): Seniors (65+): Children (0-18):

Additional options:

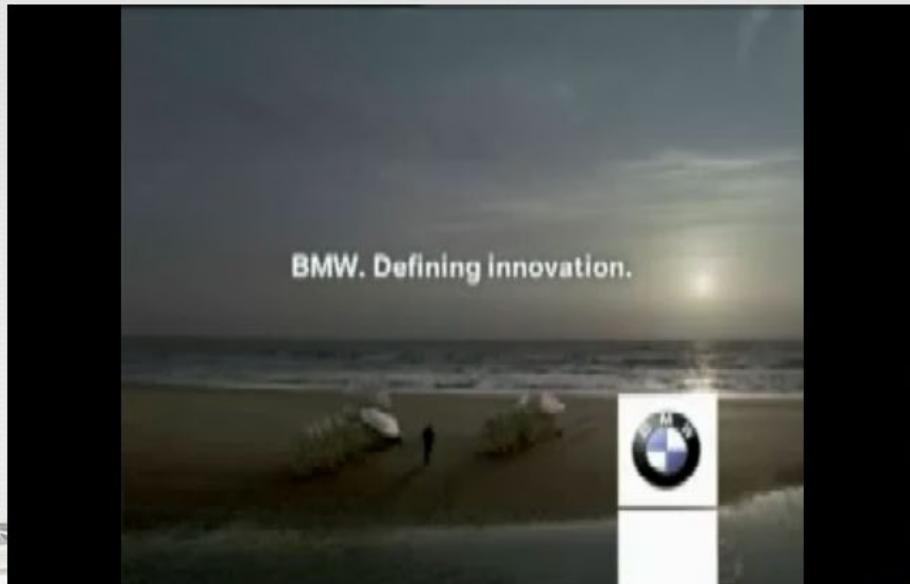
[Airline, first or business class, nonstop only](#)

Save on Top Travel Deals

Hotel sale up to 50% off 4+ nights, plus free gas!

With image displayed

Without image displayed-text alt tag



1:03 / 1:06 240p

Info Favorite Share Playlists Flag

BMW (South Africa). Defining innovation.

Source: www.bmw.co.za/innovations. Shot in the Netherlands utilising the moving sculptures of world-renowned artist Theo Jansen, this commercial, entitled "Kinetic Sculptures" forms part of a broader campaign which serves to highlight BMW's market leadership in the fields of technology and innovation. [<http://www.bmw.co.za>]

Search

Date Added ▾ | Most Viewed | Top Rated



24,056 views - 2 years ago



3,141 views - 3 years ago



2,413 views - 3 years ago



1,135 views - 3 years ago



18,344 views - 3 years ago



31,810 views - 4 years ago



BMW (South Africa).

Description

Video -- convert the script to text available to search engines.
YouTube offers an **auto-captioning** service that makes this easier to do



End of Part D
See pdf appendix for top SEO tools
and suggested resources

Search is ever changing: important publications/blogs

FYI
For Your Information



The Moz Blog

The industry's top wizards, doctors, and other experts offer their best advice, research, how-tos, and insights—all in the name of helping you level-up your SEO and online marketing skills. Looking for the YouMoz Blog? [View the Archive](#)

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Search Engine Watch

Search



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SEJSUMMIT



Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

Favorite tools for SEO & PPC research



1. [MOZ](#)
2. Google: analytics, AdWords keyword planner and Google Search console, speed and mobile tools
3. Keywords- MOZ, [SEMrush](#), [Spyfu](#) and [Keyword Research Tool](#), [SEObook.com](#)
4. On page SEO mainly:
[Screaming Frog](#),
[SEOSiteCheckup](#)
5. [Pingdom](#) or [GTMetrix](#)
6. [Yoast SEO Plugin](#) (if you use a Wordpress platform)
7. Link analysis: Moz, [Majestic SEO](#), [Ahrefs](#)
8. Snippets-structured data

The SEMrush Keyword Overview dashboard for the search term "cardigan sweaters". It shows a bar chart for Organic Search volume and CPC distribution across countries like US, CA, DE, AU, NL, UK, and BR. Below the chart, a list of 10 organic search results for "cardigan sweaters" from various websites including Macy's, Nordstrom, Target, Amazon, JCPenney, Forever 21, and Kohl's. To the right, there are sections for Ads Copies (listing ads from Sahalee, Appleseed's, Lulus, maurices, Blutag, QVC, and Everlane) and Product Ads Copies (showing a cardigan from Lands' End). At the bottom, there is an Ads History section.