

# SEO Tutorial

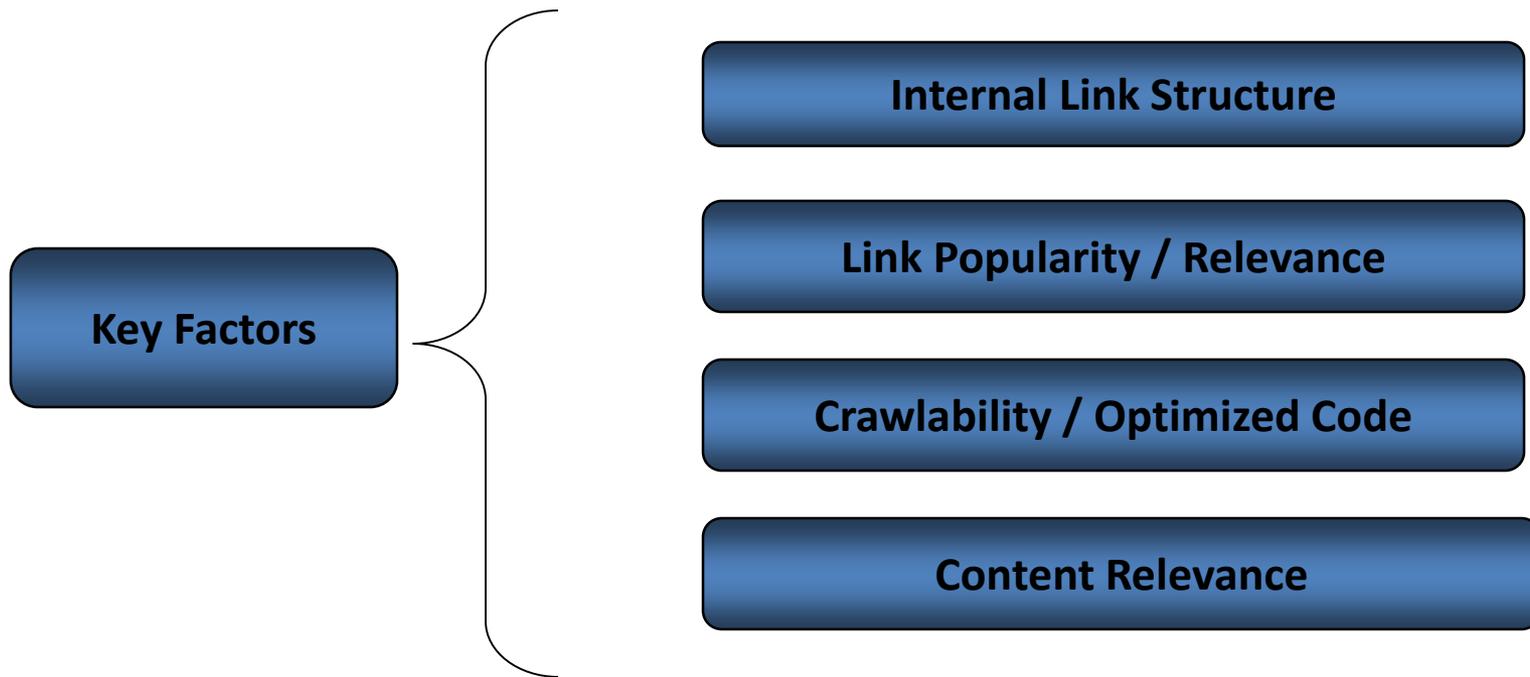
Search Engine Optimization

# Agenda

- What is SEO
- Industry Research
- SEO Process
- Technical aspects of SEO
- Social Media - MySpace Optimization
- Measuring SEO success
- SEO Tools

# What is SEO ( Search Engine Optimization )?

- The process of improving web pages so they rank higher in search engines for your targeted keywords.



# Where are the Organic Results?

Web Desktop News Images Local (BETA) Encarta

army recruiting

+Search Builder Settings Help Español

**msn** Search

## Web Results

Page 1 of 884,127 results containing **army recruiting** (0.02 seconds)

**Army Recruiting** - [www.military.com](http://www.military.com) SPONSORED SITES  
Get the essential guide to joining. Free PDF - Download Now!

**Army Recruiting** - [www.dealtime.com](http://www.dealtime.com)  
Find, compare and buy products from thousands of trusted retailers.

**Army Recruiting** - [www.shopica.com](http://www.shopica.com)  
Learn about Army Recruiting.

**United States Army Recruiting Command**  
Provides the background information of the various organizations that make up USAREC. Links to local **recruiting** brigades and battalions, and **recruiting** station location search.  
[www.usarec.army.mil](http://www.usarec.army.mil) [Cached page](#)

**U.S. Army Recruiting Command's Warrant Officer Recruiting**  
[www.usarec.army.mil/hq/warrant](http://www.usarec.army.mil/hq/warrant) [Cached page](#)  
 Show more results from "www.usarec.army.mil".

**The United States Army Home Page**  
Quick Links **Army** A-Z **Army** Knowledge Online Leadership The Way Ahead Civilian Personnel **Army** Families Retirees Veterans **Recruiting** National Guard Guard **Recruiting Army** Reserve Reserve **Recruiting Army** ROTC U.S.  
[www.army.mil](http://www.army.mil) [Cached page](#) 6/11/2006

**Army Recruiting and Retention**  
**Army** Announces Retention, **Recruiting** Numbers for FY 2005 •Sept 05 **recruiting** was the highest month since

SPONSORED SITES

**recruiting**  
Information and resources for recruiting  
[www.gawwk.com](http://www.gawwk.com)

**army recruiting**  
Looking for recruiting services? Browse our recruiting directory now  
[recruitinglistings.com](http://recruitinglistings.com)

**Recruiting**  
Find human resources solutions for your business. Get them now!  
[www.business.com](http://www.business.com)

**Army Recruiting**  
Information on Army Recruiting  
[www.toseeka.com](http://www.toseeka.com)

**The Army**  
Compare Mortgage Quotes - Refinance, Home Equity & Debt Consolidation  
[mortgage.loanooffers.com](http://mortgage.loanooffers.com)  
[See your message here...](#)

Done

# Industry Research – Who gets the clicks?

## Organic Clicks vs Paid Clicks

The vast majority of clicks -- roughly 60 percent, go to organic listings.

Search Engine	% Organic Listing Click Through	% PPC Listing Click Through
Google	72%	28%
Yahoo	61%	39%
MSN	29%	71%
AOL	50%	50%
<b>Average</b>	<b>61%</b>	<b>40%</b>

# Industry Research: Organic SEO is the most popular form of SEM

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## Select Search Engine Marketing Tactics Used by Advertisers Worldwide, December 2006 (% of respondents)

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<b>Organic SEO</b>	<b>76%</b>
<b>Paid placement</b>	<b>71%</b>
<b>Paid inclusion</b>	<b>20%</b>

*Note: n=227*

*Source: IntelliSurvey, Inc. and Radar Research commissioned by Search Engine Marketing Professional Organization (SEMPO), February 2007*

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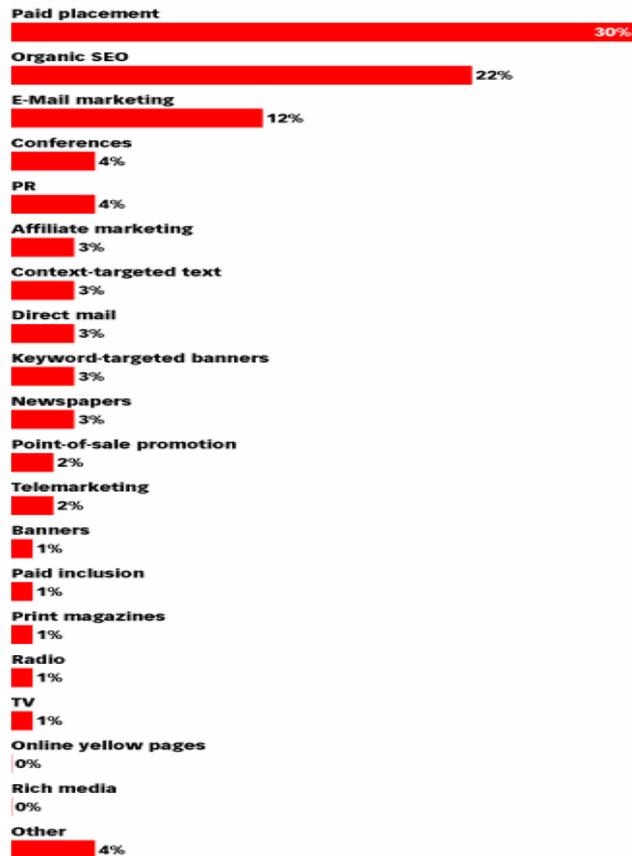
081106

[www.eMarketer.com](http://www.eMarketer.com)

**Organic SEO is the most popular** form of SEM, with almost three-quarters of advertisers using this method, with paid placement a very close second at 71%

# Industry Research & The case for SEO

**Advertising or Marketing Vehicles that Provide the Highest Return on Investment (ROI) or Advertising Spending (ROAS) according to Advertisers Worldwide, December 2006 (% of respondents)**



Note: n=227; respondents were asked to select three vehicles  
Source: IntelliSurvey, Inc. and Radar Research commissioned by Search Engine Marketing Professional Organization (SEMPO), February 2007

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www.eMarketer.com

## Reasons to conduct SEO

- The majority of clicks are going to Organic listings.
- SEO is the most popular form of SEM.
- SEO provides a high ROI.
- Many people don't go past the 1<sup>st</sup> page in the Search results.
- Users trust the Natural results to be more relevant to their Search query.

\*Sources: Iprospect Research, eMarketer

# SEO Process

**Step 1:** Discuss Business objectives.

**Step 2:** Conduct initial keyword analysis.

**Step 3:** Identify the keyword/landing page combinations.

**Step 4:** Interim Client Approval for Keyword/Landing Pages.

**Step 5:** Baseline Ranking & Traffic reports.

**Step 6:** On-site & Off-site optimization.

**Step 7:** Detailed Recommendation documents.

**Step 8:** Implementation.

**Step 9:** Monitoring and Optimizing: We provide monthly reporting and optimization recommendations. The reporting is compared to the baseline (or previous month's results) to identify trends and help guide additional adjustments.

# Technical SEO

1. Comprehensive Website Analysis
2. Keyword Research and Analysis.
3. Baseline Ranking report.
4. Competitive analysis in Search Engines.
5. Content Analysis & SEO Copywriting.
6. Analysis of URL structure & information architecture.
7. Analysis of internal linking.
8. Analysis of source code and page layout.
9. Code validation.
10. Search Engine Saturation.
11. Link Popularity Analysis.
12. Link Relevancy & Co-Citation Analysis (Topical Relevancy).

# Technical SEO - Example of Page Elements

The image shows a screenshot of the GoArmy.com website in a Mozilla Firefox browser window. Several elements are circled in red, with arrows pointing to labels on the right side of the page:

- Page Title:** The browser tab title "GoArmy.com - Mozilla Firefox" is circled.
- Alt-Tags:** The U.S. Army logo, featuring a star in a shield and the text "U.S. ARMY ARMY STRONG.™", is circled.
- Anchor Text:** The text "Learn How to Join" in the "CONTACT THE ARMY" sidebar menu is circled.
- Navigation:** The "Apply Online" link in the "CONTACT THE ARMY" sidebar menu is circled.
- Link Title Tags:** The "Create an Account" link in the "MY GOARMY" sidebar menu is circled.

The website content includes a navigation menu with links like HOME, ABOUT THE ARMY, CAREERS & JOBS, BENEFITS, SOLDIER LIFE, and FOR PARENTS. The main content area features sections such as "How does the Army work?", "What's it like being a Soldier?", "What jobs does the Army offer?", and "How are the benefits?". There are also promotional banners for "ARMY STRONG" and "U.S. Army All-American Bowl".

# Technical SEO - Source Code

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
  <head>
    <title>GoArmy.com</title>
    <meta http-equiv="content-type" content="text/html; charset=iso-8859-1" />
    <meta http-equiv="pragma" content="no-cache" />
    <meta http-equiv="cache-control" content="no-cache" />
    <meta http-equiv="expires" content="0" />
    <link rel="stylesheet" href="/_res/css/global.css" />
    <link rel="stylesheet" href="/_res/css/ga.css" />
    <link rel="shortcut icon" href="/assets/images/global/favicon.ico" />
    <link rel="icon" href="/assets/images/global/favicon.ico" type="image/x-icon" />
    <script language="JavaScript">
      if
      (navigator.appName == 'Netscape' && navigator.appVersion < '5') {
        window.location = "http://www.goarmy.com/upgrade.jsp";
      }else{
        //do nothing
      }
    </script>
    <script language="javascript" type="text/javascript" src="/_res/js/global.js"></script>
    <script language="javascript" type="text/javascript" src="/_res/js/dtctplug.js"></script>
    <script language="javascript" type="text/javascript" src="/_res/js/cookies.js"></script>
    <SCRIPT LANGUAGE="JavaScript"><!--gVersion="1.0";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.1"><!--gVersion="1.1";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.2"><!--gVersion="1.2";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.3"><!--gVersion="1.3";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.4"><!--gVersion="1.4";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.5"><!--gVersion="1.5";!--></SCRIPT>
  </head>
  <script language="JavaScript" src="/_res/js/wt_gatrack.js"></script>
  <style type="text/css">
<!--
.style1 {
  color: #CCCCCC;
  font-family: Verdana, Arial, Helvetica, sans-serif;
  font-size: 11px;
}
.style2 {
  color: #FFCC00;
}
-->
</style>
</body>
</html>
```

Title Tag

Meta Data

Javascript

# Social Media - MySpace Optimization

myspace.com a place for friends MySpace | People | Web | Music | Music Videos | Blogs | Search powered by Google

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

MySpace Site Search Results 1 - 10 of about 1,530,000 for army. (0.03 seconds)

**Sponsored Links**

- [Join The Special Forces](#)  
Climb to the Highest Honor With the Army Special Forces  
[www.goarmy.com/special\\_forces](http://www.goarmy.com/special_forces)
- [Medical/Dental Students](#)  
Serve Your Country Debt Free 100% Tuition Paid! Stipend, Books  
[www.usarec.army.mil/1stbde/1](http://www.usarec.army.mil/1stbde/1)
- [Careers in the Army](#)  
Real info on Army life & benefits Start your military career today!  
[www.military.com](http://www.military.com)
- [Us Army Home Page](#)  
Official National Guard Site - Get Service & Benefit Info Now!  
[www.1-800-Go-Guard.com](http://www.1-800-Go-Guard.com)

**Find a Friend**  
Select search by:  
 Name  Email  
 Display Name

**Spider-Man 3 The Game**

 **Spider-Man 3 The Game**  
The No.1 Super Hero™ franchise in gaming swings back on 5/4/2007. Battling against villains in the film and beyond, players face the test of balancing Spider-Man's heroism against Black-Suited Spider-Man's more aggressive powers.  
[myspace.com/sm3thegame](http://myspace.com/sm3thegame)

**Site Results**

1 2 3 4 5 6 7 8 9 10 Next >

 [www.myspace.com/armyofanyone](http://www.myspace.com/armyofanyone)  
MySpace Profile - **Army** of Anyone, LOS ANGELES, California, US, ... Want to receive text messages from **Army** of Anyone? (view more) ...  
[myspace.com/armyofanyone](http://myspace.com/armyofanyone)

 [www.myspace.com/tigerarmy](http://www.myspace.com/tigerarmy)  
MySpace Profile - **Tiger Army**, Los Angeles, California, US, New album JUNE 5th! ... **Tiger Army's** Latest Blog Entry [Subscribe to this Blog]. Europe. ...  
[profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=2730455](http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=2730455)

# MySpace Marketing and Optimization

- 1) Getting more targeted friends (sort by demographic criteria).
- 2) Leaving “friends” comments.
- 3) Profile Customization.
- 4) Sending Bulletins.
- 5) Sending mass private messages (with banner ad).
- 6) Writing keyword-rich content with outbound links containing keyword-rich anchor text.
- 7) Getting inbound links from websites not on the MySpace domain.

# Measuring SEO success

- Keyword Ranking.
- Website Traffic.
- Increase in "Share of Traffic" per keyword.
- Increased Revenue/keyword.
- Increase in Impressions ( good for Publishers to show advertisers).
- Lower dependence on Paid Search.
- Lowering the cost per acquisition.

# SEO Toolbox

*“The tool is only as good as the people that use it.”*



Summary | Visibility | Engine | Keyword | Listings | Detail | Alert | Trend | Competitive | URL/Keyword | Log | URL

Visibility Report for: [www.goarmy.com](http://www.goarmy.com) Tuesday, December 05, 2006

This report shows how many web pages from a web site are published by the leading search engines along with how many links from other sites are pointing at the home page of your site.

Site:

www.goarmy.com

Search Engine Saturation

www.goarmy.com

Link Popularity

Search Engine Legend: Google, MSN, Ask, Yahoo Web Results

Summary | Visibility | Engine | Keyword | Listings | Detail | Alert | Trend | Competitive | URL/Keyword | Log | URL

Summary Report for: [www.goarmy.com](http://www.goarmy.com) Tuesday, December 05, 2006

This report provides a high level overview of the metrics that affect your site's visibility.

WebPosition 4 PROFESSIONAL

WORDTRACKER KEYWORDS

Home | Support | Learn | Blog | Settings

current project: [project 1](#) [show projects?](#)

[need help?](#)

Research | Evaluate | Export | Feedback

Build a list of relevant keywords from the Wordtracker database, starting from your seed keywords.

Your seed keyword(s):  [Settings summary:](#) [Show advanced settings?](#)

Currently set to match keywords in any order, uppercase and lowercase combined.

Your keyword list

Keyword	Popularity	Predict
<input checked="" type="checkbox"/> us military	332	428
<input type="checkbox"/> us military weapons	102	131
<input type="checkbox"/> us military ranks	68	87
<input type="checkbox"/> us military aircraft	66	85
<input type="checkbox"/> us military medals	58	74
<input type="checkbox"/> us military bases	54	69

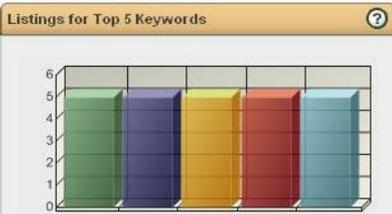
Visibility Statistics

Listings in the First Position	9
Listings in the Top 5 Positions	34
Listings in the Top 10 Positions	36
the Top 20 Positions	37
the Top 30 Positions	37
ich Moved Up	0
ich Moved Down	0
ich Did Not Change	37
js	37
ons Gained/Lost	0

Keyword Visibility Index

2006-12-05

Visibility Score: 658  
Visibility Percentage: 81.23%



Thank You