

SEO Strategies for the 21st Century

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SEO Strategies for the 21st Century

Domain Names & Localization

- Show you are local
 - Local extension, host locally, get links from trusted local sites, put your address on your site
- Amit Singhal
 - Understand queries, pages, & users
 - <http://googleblog.blogspot.com/2008/07/technologies-behind-google-ranking.html>



Domain Names & Localization

Exact Match Domain Names

- **Exact match domains**
 - **Lowers CPC for the matching keyword**
 - **If your domain names match a valuable keyword (e.g. CreditCards.com or CreditCards.co.uk) you may get a ranking boost in Google & Microsoft**
 - **Does not work for exotic & lesser trusted extensions like .info, .biz, etc.**



Exact Match Domain Names

Rise of Domain Authority

- **About.com → Wikipedia.org**
- **Answers - Yahoo! Answers, Answers.com, wiki.answers.com**
- **Reviews – Amazon.com, TripAdvisor, etc.**
- **How to - Mahalo / Associated Content / HubPages / Squidoo eHow / Wikihow**
- **Blog host & social media**
 - Wordpress.com / YouTube / Digg / Reddit / Delicious
 - Facebook / MySpace / Ning / Twitter
 - User driven content on mainstream media sites
- **Shopping - McAfee**



Rise of Domain Authority

Subdomains

- Great for high authority domain names
 - cNet & eBay are ranking for *cell phones* using subdomains
- Can be use for regionalization – like Craigslist
- Not as good if you have lots of content and limited authority



Subdomains

Linking to Oneself

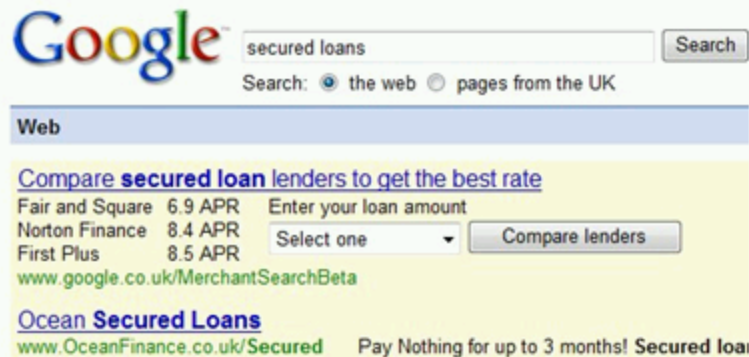
- **Examples**
 - **NYT → Times Topics**
 - **BusinessWeek → Business Exchange**
 - **TechCrunch → Crunchbase**
- **Net effect**
 - **Short term lift**
 - **Long term decline**



Linking to Oneself

Google Extend Value Proposition

- Ads
 - AdWords quality score
 - Serving branded ads against longtail searches
 - Yahoo! Ad deal may give Google more leverage



Google Extend Value Proposition

Scope Creep of SERPs

- Local OneBox driving down many organic search directory plays
 - Need value add beyond listings (consumer reviews, editorial reviews, etc.)

Local business results for **pizza near New York, NY**



- A. Famous Original **Sav's Pizza** - rayspizza.rapidorders.com - (212) 966-7297 - 14 reviews
 - B. Otto Restaurant **Enoteca Pizza** - www.ottopizzeria.com - (212) 996-9699 - 456 reviews
 - C. **Sav's Pizza** - raysfamouspizza.com - (212) 489-6187 - 5 reviews
 - D. **Una Pizza Napoletana** - www.unapizza.com - (212) 477-9966 - 111 reviews
 - E. **Wally's Pizza** - www.wallyspizza.com - (212) 213-0642 - 38 reviews
 - F. **Vita Pizza** - www.vitapizza.com - (212) 302-2941 - 5 reviews
 - G. **California Pizza Kitchen** - www.cpk.com - (212) 756-7773 - 76 reviews
 - H. **Papa John's Pizza** - www.papajohns.com - (212) 245-1900 - 1 review
 - I. **La Francesa Pizza** - www.lafrancesa.com - (212) 420-4900 - 55 reviews
 - J. **Pizza Joint Too** - www.bignickany.com - (212) 799-4444 - 70 reviews
- [More results near New York, NY »](#)

Google

sfo jfk

Search

Web Video

Flights from **San Francisco, CA** to **New York Kennedy, NY**



Departing: 10/16

Returning: 10/23

[CheapTickets](#) - [Expedia](#) - [Hotwire](#) - [Kayak](#) - [Orbitz](#) - [Priceline](#) - [Travelocity](#)



Scope Creep of SERPs

Google Aims to Make GoogleNet

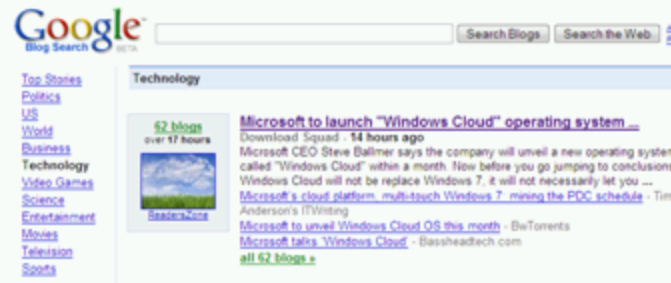
- inline images, product search, news
- Youtube in SERPs
- Knol
- Google created a books API
- archived newspaper content
- gives away MP3s in China



Google Aims to Make GoogleNet

Public Relations as New PageRank

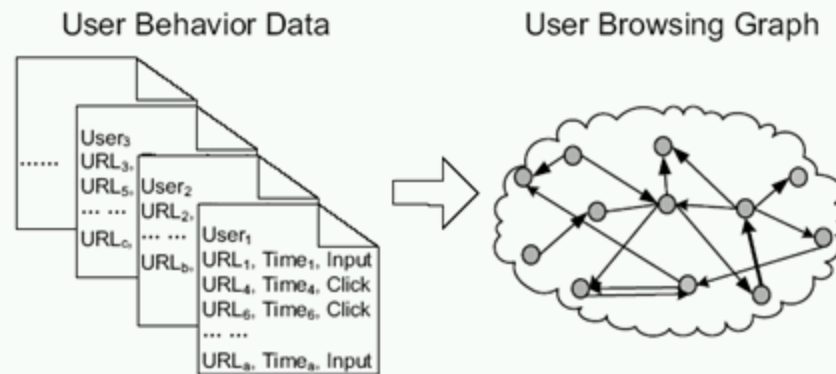
- Link buying getting harder & more expensive
- Tons of bloggers looking for stuff to write
 - Most look to the A list bloggers
 - Meme trackers - Techmeme, Digg, Delicious Popular, Reddit, Google BlogSearch, StumbleUpon
 - Social Networks – Twitter, Facebook,
 - **Cumulative Advantage**



Public Relations as New PageRank

Microsoft BrowseRank

- Internet Explorer 8 browse data → MSFT
 - Google PageRank = use links for random walk
 - **With browse data, limits need for random**



Microsoft BrowseRank

If BrowseRank is a Hit...

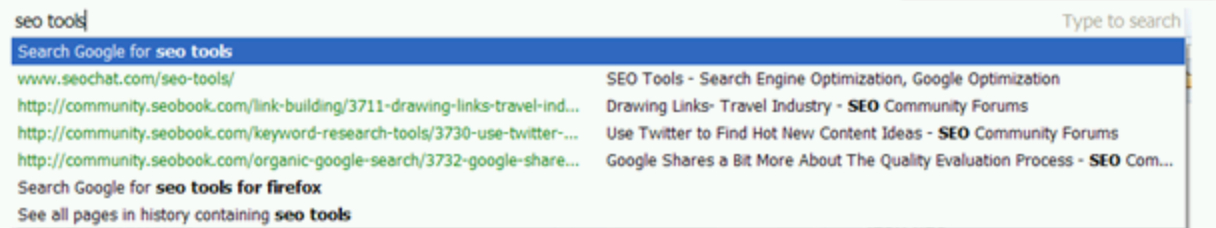
- Interactive features, tools, & contests
- Communities increase in value
 - The Cluetrain Manifesto
- Blogging & editorial content increase in value
- User reviews
- Marketing / Advertising / Public Relations increase in value



If BrowseRank is a Hit...

Search Suggest as Default

- Internet Explorer 8, Firefox 3, Google Chrome
- Toolbars
- On Google.com & Yahoo.com



Search Suggest as Default

Net Effect of Search Suggest

- Net effect of suggest
 - Move short head to fat belly
 - Consolidate long tail
- Increases value of branding & awareness
- Great keyword suggestion tool



Net Effect of Search Suggest

Building a Network

- **Bankrate...**
 - Owns related sites like Interest.com
 - NCS Reporting (affiliate network) \$27.4M
 - CreditCardGuide.com (affiliate site) ~ \$32M
 - Bankaholic (affiliate site) ~ \$15M

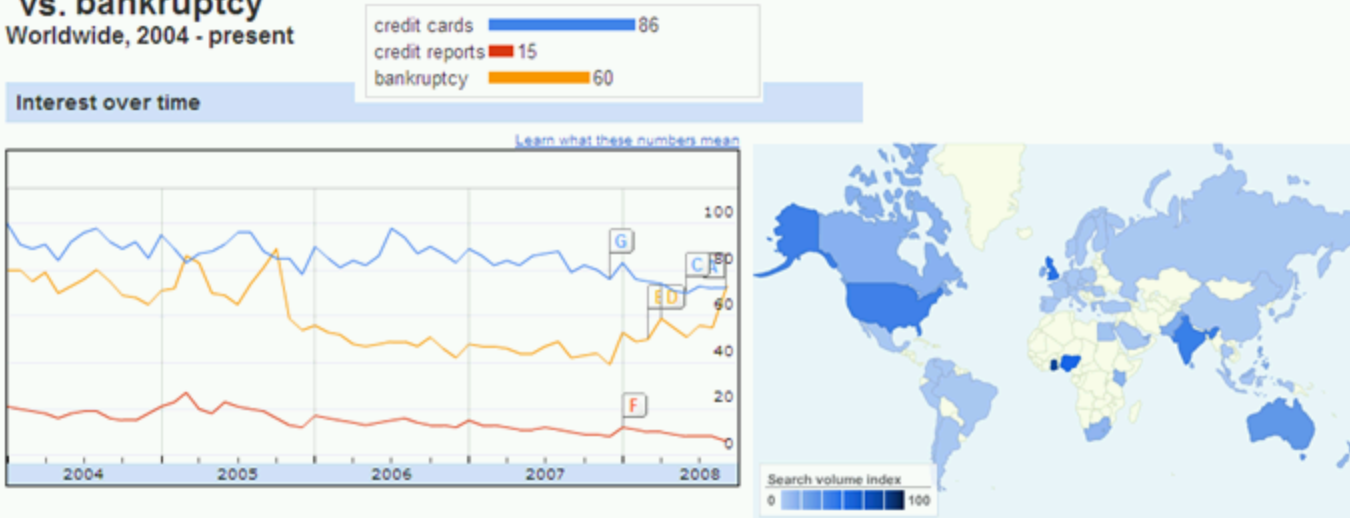
Amazon.com	Expedia
IMDB DPReview Audible Abe Books	Hotels.com Hotwire TripAdvisor SeatGuru



Building a Network

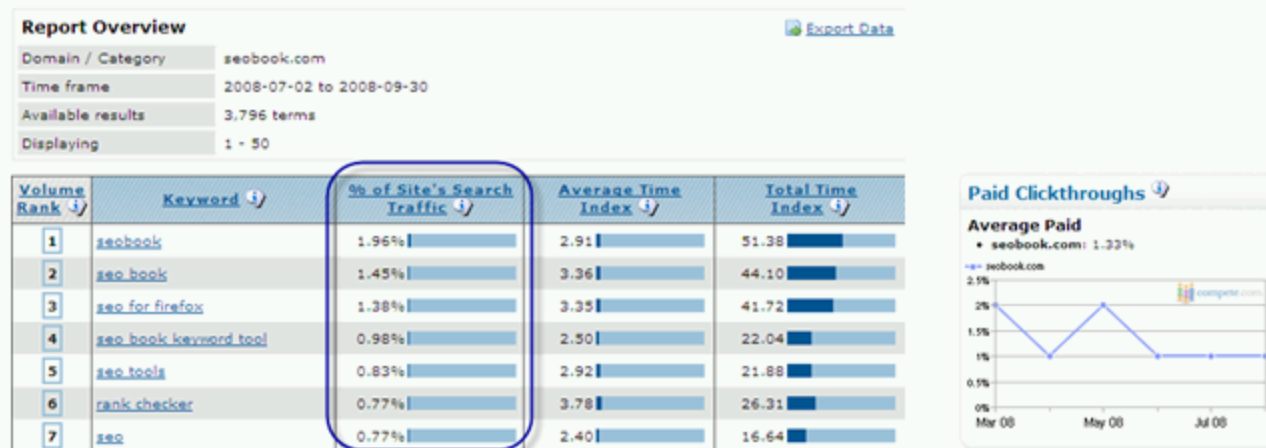
Google Insights for Search

Web Search Volume: credit cards vs. credit reports vs. bankruptcy Worldwide, 2004 - present



Google Insights for Search

Competition Search Analytics



Competition Search Analytics