

SEO in 2012 –

# Evolving with Google

Google Search

I'm Feeling Lucky

**Today's Hashtag:**

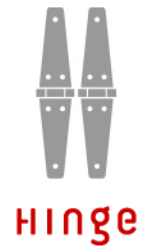


**Hinge**

**#hingerevolution**



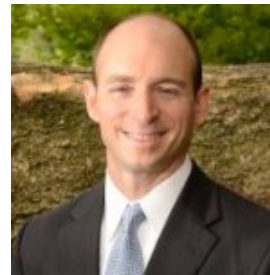
## Today's Speakers:



Sean McVey

Director of Online Marketing, Hinge  
[smcvey@hingemarketing.com](mailto:smcvey@hingemarketing.com)

*Follow Me on Twitter: [@seantmcvey](https://twitter.com/seantmcvey)*

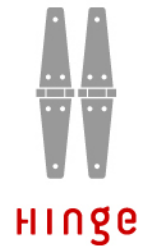


Michael Fleischner

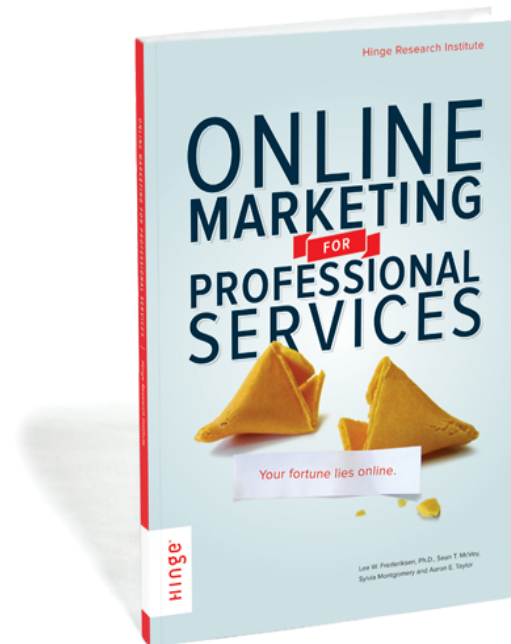
Author, SEO Made Simple  
[mfleischner@gmail.com](mailto:mfleischner@gmail.com)

*Follow Me on Twitter: [@mfleischner](https://twitter.com/mfleischner)*

## About Hinge



- › Branding and marketing for professional services
- › Original independent research on the marketplace
- › High growth specialists



[www.hingemarketing.com/newbook](http://www.hingemarketing.com/newbook)





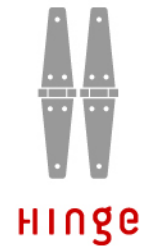
Hinge

## What We'll Cover

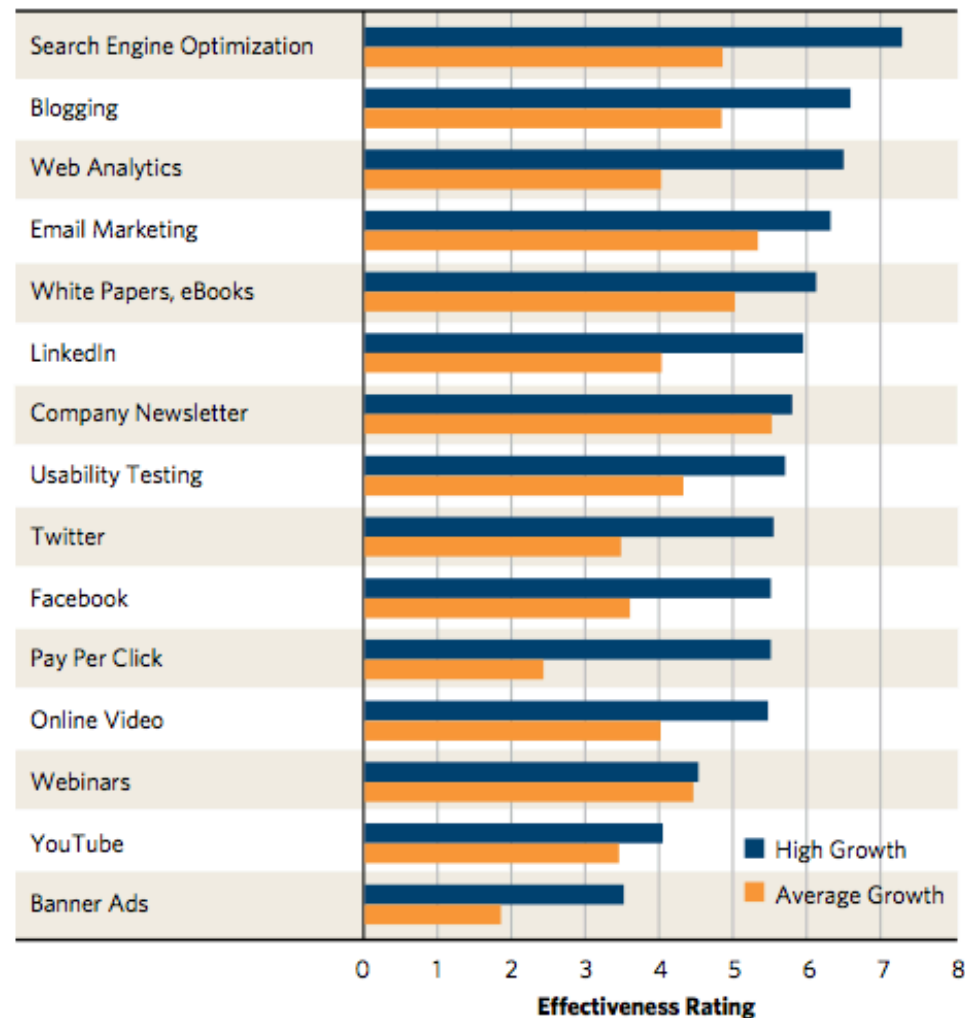
- › The Case for SEO
- › Tips for Keyword Research and Link Building
- › Social Media and SEO
- › Local/Blended SEO
- › Questions



# Is SEO Effective for Professional Services Firms?



**Fig. 18.** Effectiveness Rating: High Growth vs. Average Firms

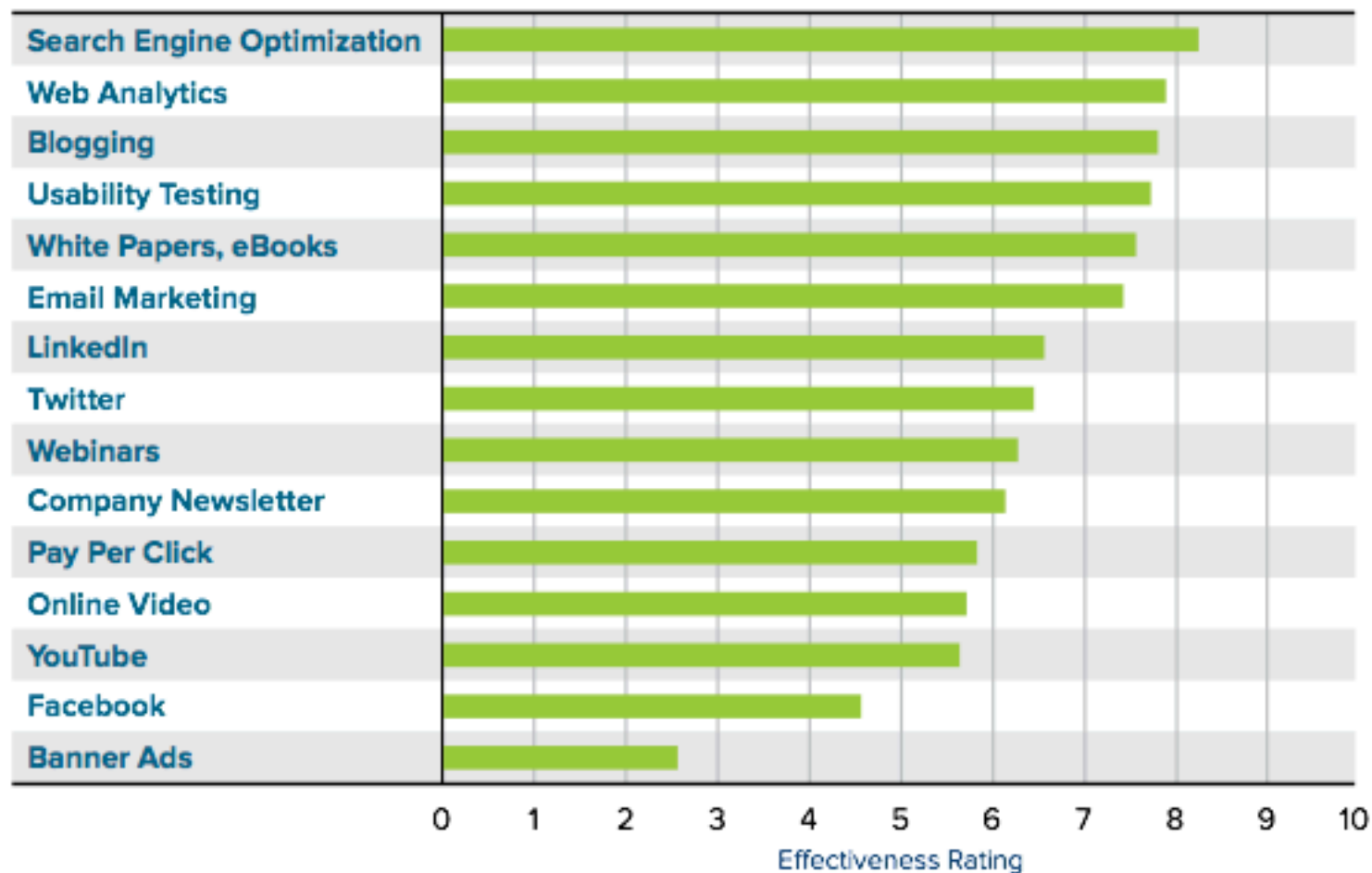




Hinge

## What Do the Experts Think?

**Fig 34.** Experts, Effectiveness Ratings

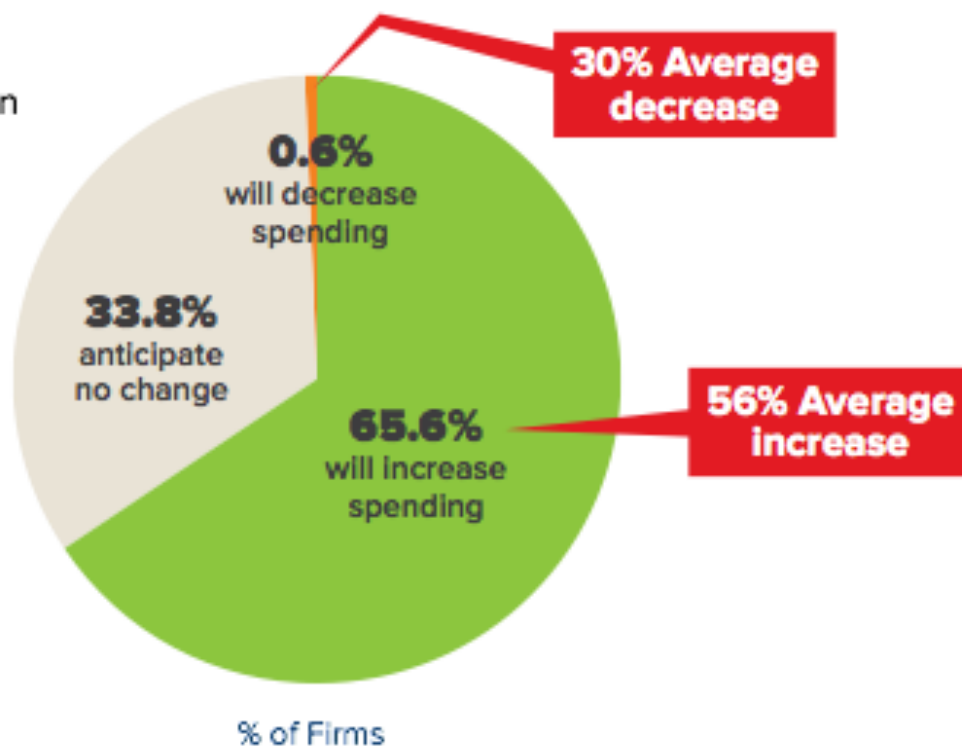


# What Percentage of Firms Will Increase Spending in Online Marketing?



Hinge

**Fig 19.** 12-Month Online Marketing Spending Plan



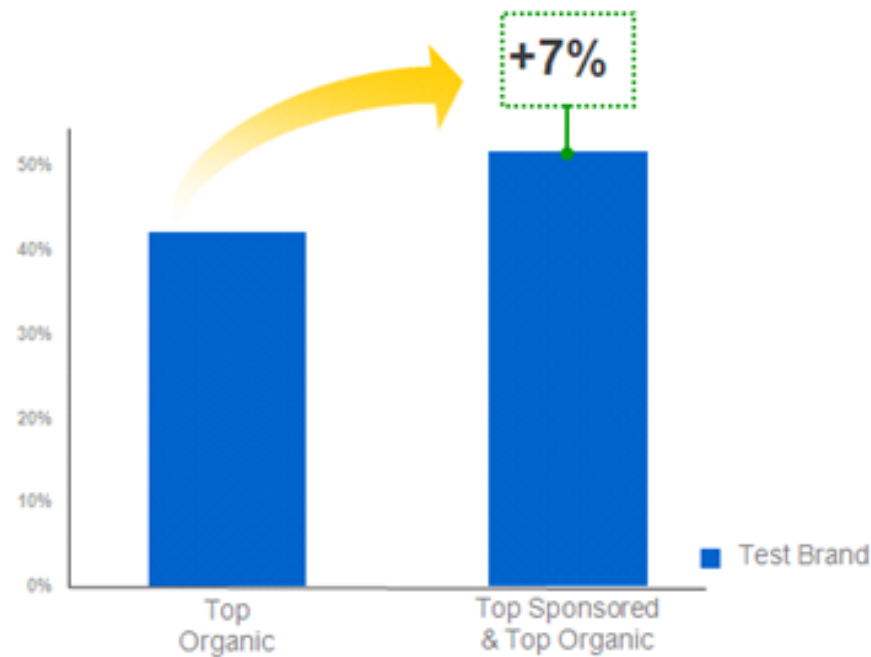
# Organic Listing Boost Purchase Intent



Hinge

- Even for branded queries, presence in top sponsored and top organic listings boost purchase intent.

Which of the above brands would you *most likely* consider purchasing?  
Query: Branded (i.e., "[Brand X] fuel efficient cars")

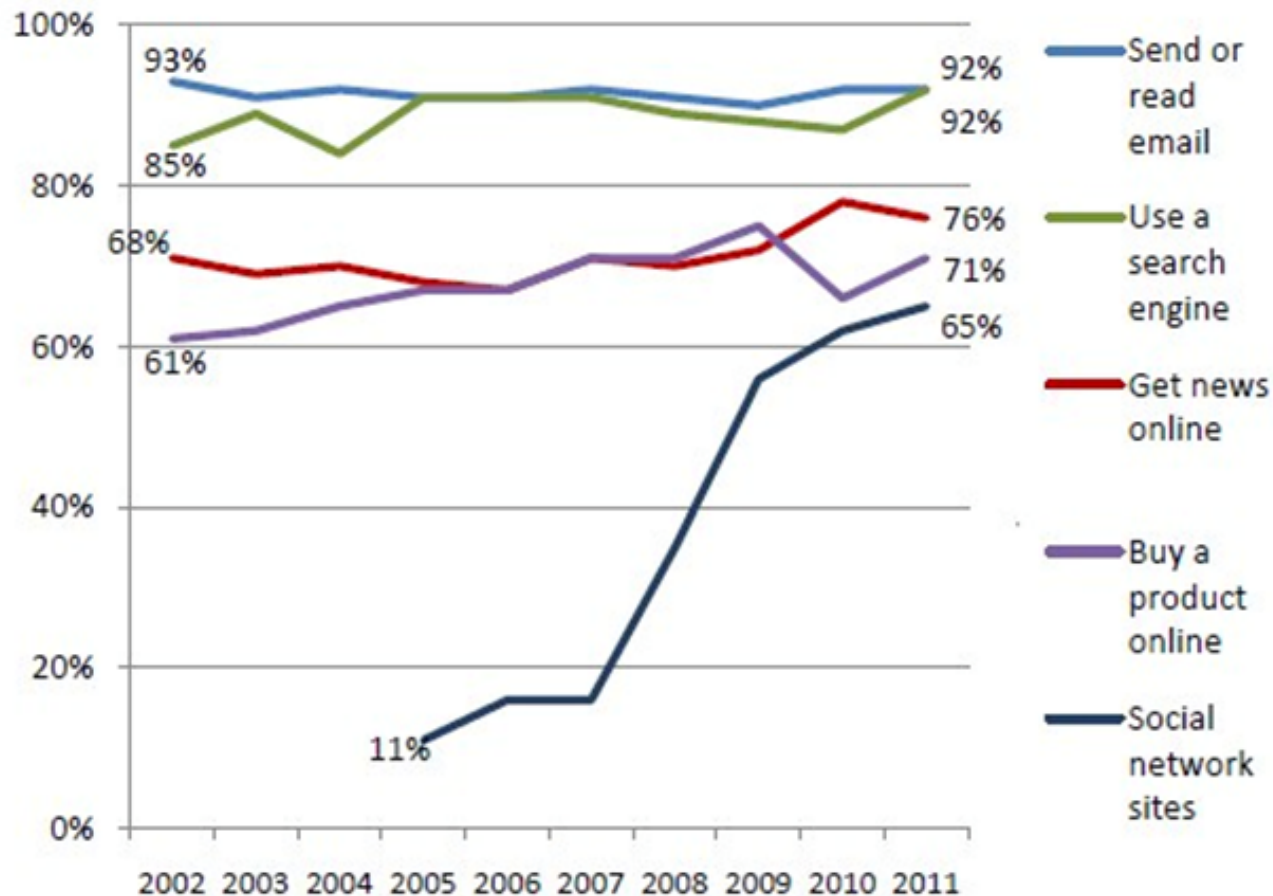


Source: Enquiro Solutions Inc.

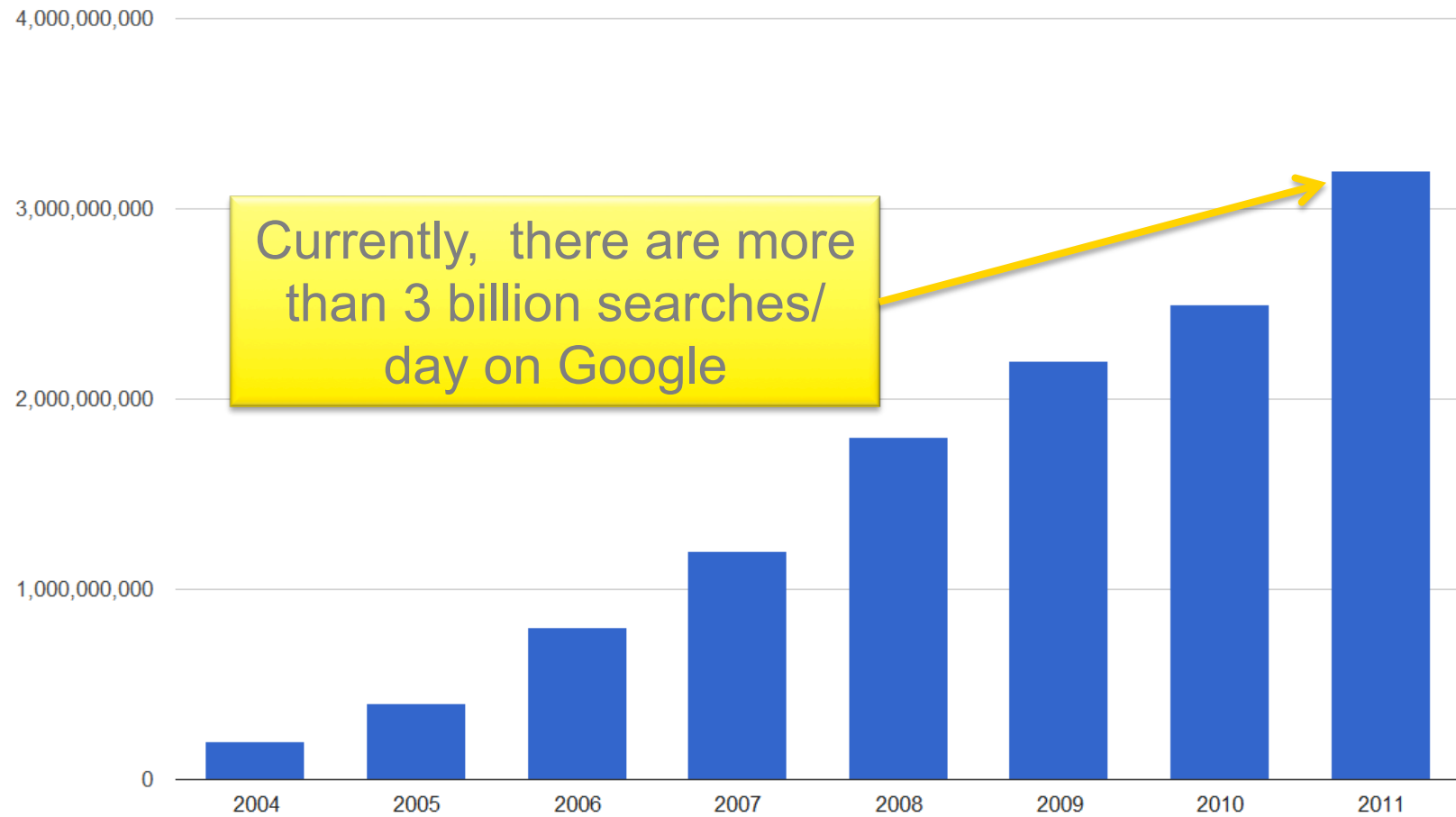
# The Use of Search Engines

Over time, search and email are most popular online activities

*% of internet users who do each activity*



# Growth of Google Queries



<http://www.quora.com/How-many-search-queries-does-Google-serve-worldwide-every-day>

# Value of Search Engine Traffic

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The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

i want what you have right now, please!



Google Search

I'm Feeling Lucky



# Yes, You Can Compete with the Big Guys

Search

About 412,000,000 results (0.28 seconds)

Web

Images

Maps

Videos

News

Shopping

Blogs

More

Salunga-Landisville, PA  
Change location

Show search tools

Ad related to marketing blog

Why this ad?

[Marketing Blog | PRWeb.com](#)  
[www.prweb.com/](http://www.prweb.com/)

14 Ideas for Promoting Your Business - Download Free Now!

[Online Marketing Blog](#)

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

2 days ago – Grow your business with TopRank Online **Marketing** tips, articles, interviews & how to's on social media, search engine optimization & content ...

[25 Tips for Marketing Your Blog](#)

[www.toprankblog.com/2006/06/25-tips-for-marketing-your-blog/](http://www.toprankblog.com/2006/06/25-tips-for-marketing-your-blog/)

Jun 15, 2006 – With so many **blogs** being created every day, it's a mystery to many bloggers how to make their **blog** stand out. There are many types of **blogs** or ...

[Power 150: Top Agency, Analytics and Social Media Blogs ...](#)

[adage.com/power150/](http://adage.com/power150/)

Find a list of today's top industry blogs and see their latest postings as well as a broad array of social media statistics for ... A Daily Ranking of **Marketing Blogs** ...

[The Marketing Blog](#)

[marketing-expert.blogspot.com/](http://marketing-expert.blogspot.com/)



by Michael Fleischner - in 1,664 Google+ circles -

More by Michael Fleischner

Jul 22, 2012 – The **marketing blog** is the most popular blog covering Internet marketing, SEO, and more. Learn from the marketing experts at The Marketing ...

[30 Day SEO - Guest Post - Contact - Marketing Mavens](#)

[Seth's Blog](#)

[sethgodin.typepad.com/](http://sethgodin.typepad.com/)



by Seth Godin - in 95,986 Google+ circles - More by Seth Godin

Seth Godin's riffs on **marketing**, respect, and the ways ideas spread. ... Write a **blog** every day, not to sell, but to teach. Connect people in your

Ads - Why these ads?

[Kinetics MarCom](#)

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

Full-service **marketing** planning for businesses and non-profits

[Blogging Experts \\$3-5/hr.](#)

[www.odesk.com/Blog](http://www.odesk.com/Blog)

Browse 1,000's of Contractors Free!

Universal  
results

[www.omniture.com/SocialAnalytics](http://www.omniture.com/SocialAnalytics)

Discover the most effective Social tactics for your business

[Brains on Fire](#)

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

Get the latest in **marketing**, word of mouth and identity development.

[Solutions Marketing](#)

[www.greensquirrelmarketing.co/](http://www.greensquirrelmarketing.co/)

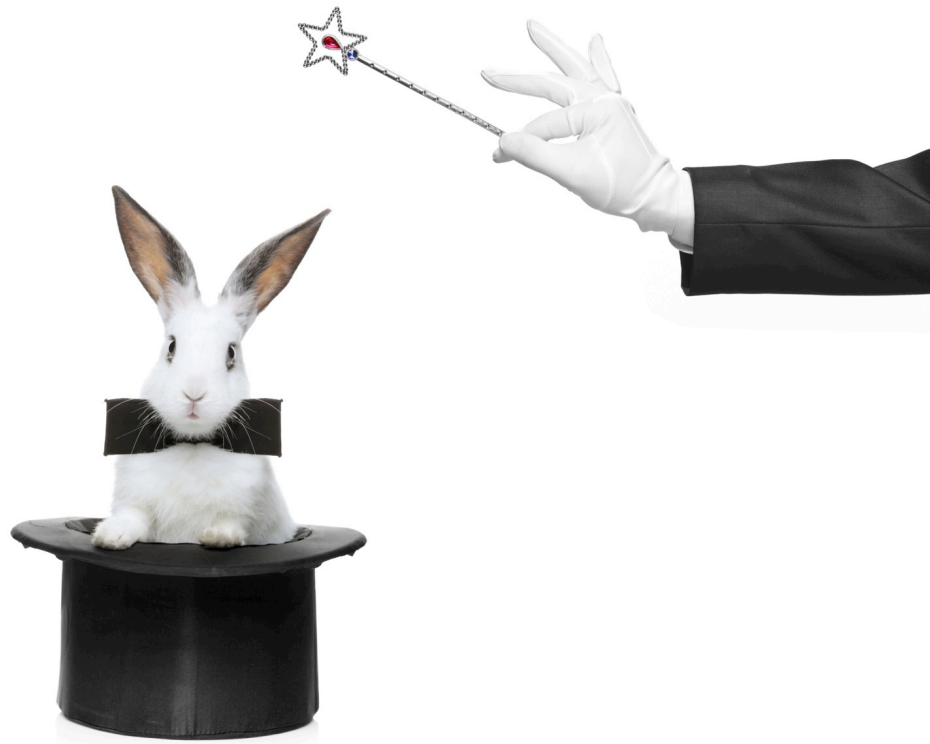
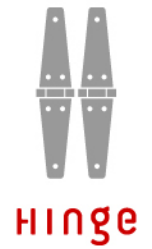
Grow your Business with Fresh Solutions & Professional Consulting

[Free B2B Marketing Blog](#)

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

your source for information on B2B

# Good SEO is Easier than it Looks



# The SEO Pyramid

For optimal results, start with a strong base, and build your way up.



You Have to Get  
These Right

## The SEO Pyramid

For optimal results, start with a strong base, and build your way up.



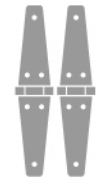
Before You Get  
These Right

## The SEO Pyramid

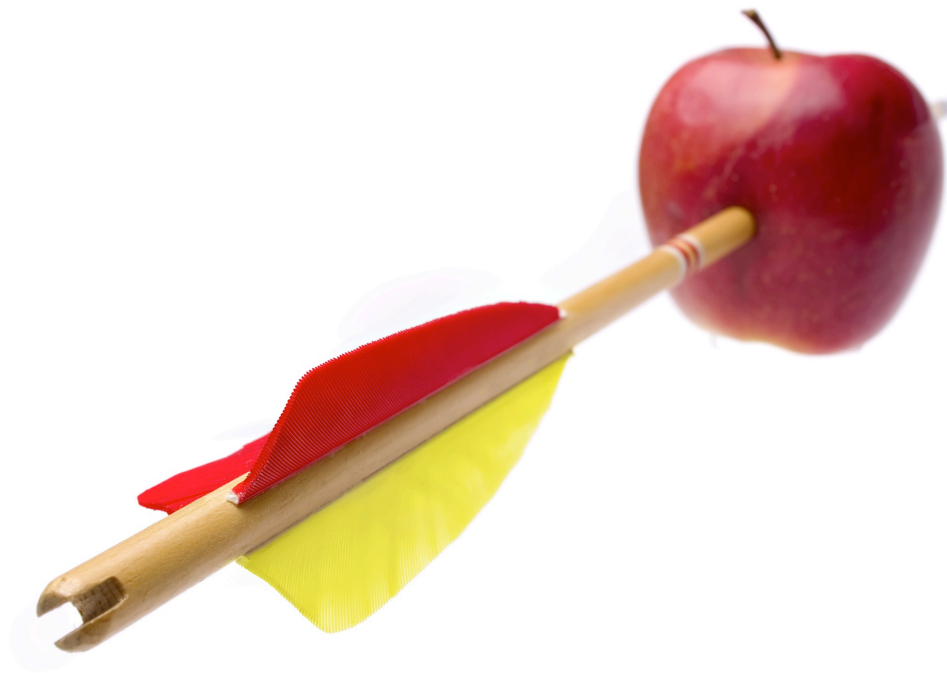
For optimal results, start with a strong base, and build your way up.



# Keyword Research

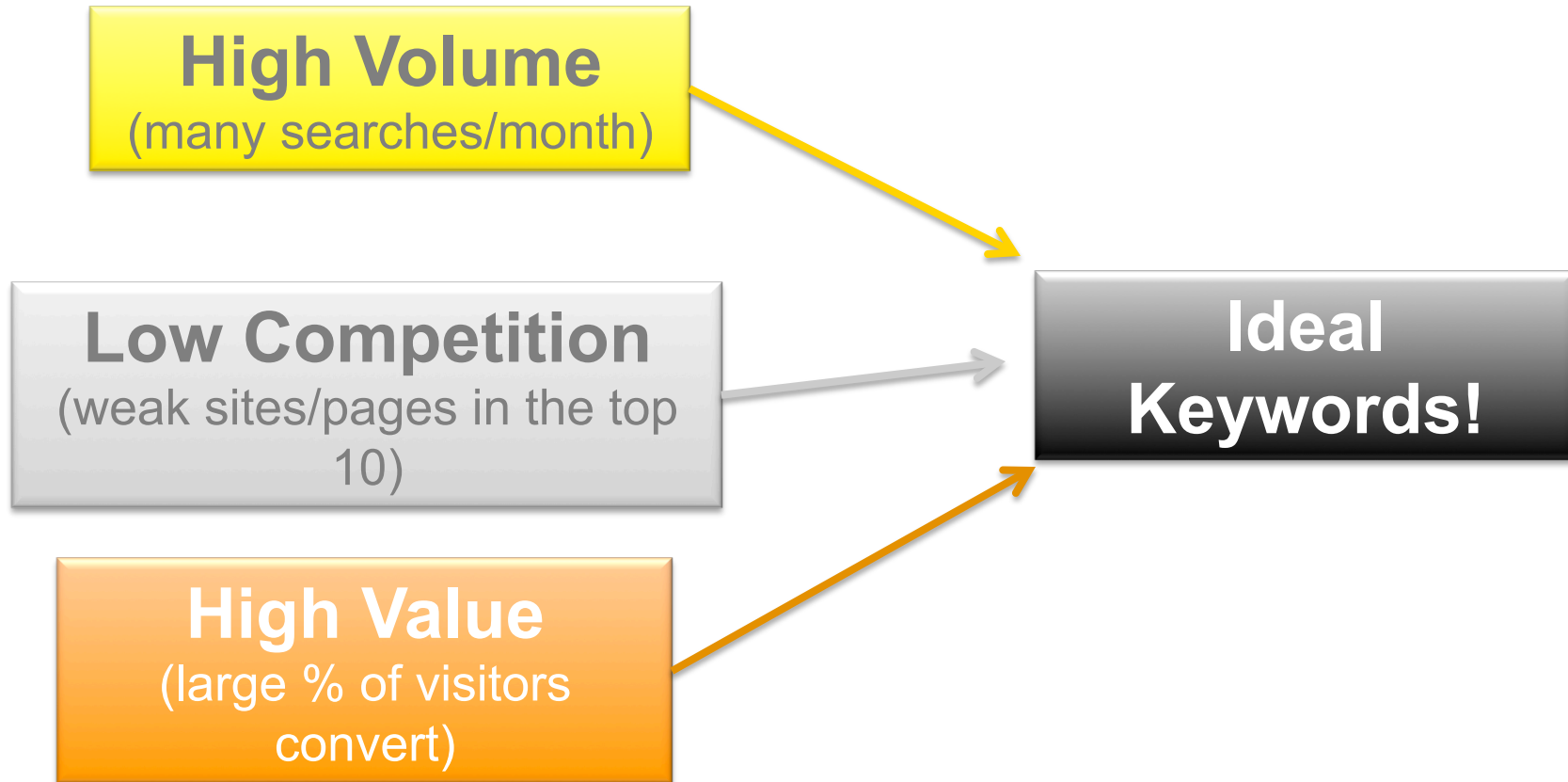


Hinge



# A Simple Process for Choosing Good Keywords

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# AdWords: The Best Choice (Most of the Time)

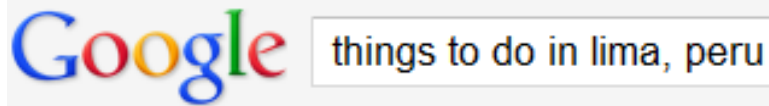
The screenshot displays the Google AdWords Keyword Tool interface. On the left, there's a sidebar with 'Match Types' (Broad, [Exact], "Phrase") and a 'Help' section. The main area shows search filters (Locations, Languages, Devices) and a 'Search' button. Below the search bar, a yellow banner prompts users to sign in. The results section shows 'Search terms (1)' and 'Keyword ideas (88)'. A table lists keyword ideas with columns for Keyword, Competition, and Global Monthly Searches.

Keyword	Competition	Global Monthly Searches
★ [best pizza venice]	Low	28
★ [best restaurants venice]	Low	170
★ [best venice]	Low	91
★ [best pizza in venice]	Low	110
★ [best pizza venice italy]	Low	16
★ [best pizza]	Low	6,600
★ [best restaurant in venice]	Low	210
★ [best restaurants in venice]	Low	720

The AdWords Keyword Tool Can Be Found Here: <https://adwords.google.com/select/KeywordToolExternal>



# Analyzing the Top 10 to Determine Difficulty



Strong, popular  
sites w/ targeted  
titles + content

## [Things to Do in Lima - Lima Attractions - TripAdvisor](http://www.tripadvisor.com/Attractions-g294316-Activities-Lima.html)

[www.tripadvisor.com/Attractions-g294316-Activities-Lima.html](http://www.tripadvisor.com/Attractions-g294316-Activities-Lima.html) +1

**Things to do in Lima, Peru:** See TripAdvisor's 980 traveler reviews and photos ...  
[www.bestperutours.com/Get-A-Quote](http://www.bestperutours.com/Get-A-Quote) Insurance Included US Based & Lic BBB ...

## [Lima Things to Do - Travel - Yahoo](http://travel.yahoo.com/Travel-Guides/South-America/Peru/Lima)

[travel.yahoo.com/Travel Guides/South America/Peru/Lima](http://travel.yahoo.com/Travel-Guides/South-America/Peru/Lima) +1

Find the best attractions in **Lima** with Yahoo! ... **Lima Things to Do** ... It has a extensive collection of pottery from all the past cultures of **Peru** and they are just ...

## [Lima, Peru Vacations, Tourism, Guides, Hotels, Things to Do ...](http://travel.yahoo.com/Travel-Guides/South-America/Peru/Lima)

[travel.yahoo.com/Travel Guides/South America/Peru](http://travel.yahoo.com/Travel-Guides/South-America/Peru/Lima) +1

**Lima, Peru** vacations: Find the best **Lima, Peru** hotels, attractions, maps ...

## [Lima: 10 Things to Do — Introduction - TIME](http://www.time.com/Travel/City-Guides/Lima)

[www.time.com/Time.com/Travel/City Guides](http://www.time.com/Travel/City-Guides/Lima) +1

**Peru's** sprawling megacapital is actually a mosaic of many smaller cities. Comprising 43 districts with nearly 9 ... **Lima: 10 Things to Do.** By Lucien Chauvin ...

## [10 Fun Things To Do In Lima, Peru](http://bicycletouringpro.com/blog/10-fun-things-to-do-in-lima-peru/)

[bicycletouringpro.com/blog/10-fun-things-to-do-in-lima-peru/](http://bicycletouringpro.com/blog/10-fun-things-to-do-in-lima-peru/) +1

Dec 27, 2010 – When asked **What to do in Lima Peru?** you get a bunch of museums, shopping malls and restaurants. But there's a whole lot more to do in Lima ...

## [Things to Do and See in Lima, Peru](http://gosouthamerica.about.com/od/perlima/tp/whattodo.-tt.htm)

[gosouthamerica.about.com/od/perlima/tp/whattodo.-tt.htm](http://gosouthamerica.about.com/od/perlima/tp/whattodo.-tt.htm) +1

It is a city rich in culture and **things to do** and see. Here you can ...

1. Plaza de Armas, also called Plaza Mayor Peter and Jackie Main
2. Catedral de **Lima** ArtToday.com

## [Top Things To Do in Lima, Peru | Travel Recommendations by On ...](http://www.ontheroadtravel.com/travel/Peru/Lima/Lima/top-things-to-d...)

[www.ontheroadtravel.com/travel/Peru/Lima/Lima/top-things-to-d...](http://www.ontheroadtravel.com/travel/Peru/Lima/Lima/top-things-to-d...) +1

# Analyzing the Top 10 to Determine Difficulty



pisac market food

Weaker, lesser  
known sites and  
non-targeted titles

## [Pisac Market, Cusco - Shopping - VirtualTourist](#)

[www.virtualtourist.com](#) › ... › [Departamento de Cusco](#) › [Cusco](#) › [Shopping](#)

The **Pisac** Sunday **market** is for both tourists and locals. There are hundreds of booths with local crafts, **food** and supplies. Expect to bargain for what you buy ...

## [Echoes From The Mesa: Peru Journal part 5: The Pisac Market](#)

[cedarmesa.blogspot.com/2009/12/peru-part-5-pisac-market.html](#)

Dec 7, 2009 – After we visited the prehispanic ruins of Inca-Pisac we went back down the ... **pisac market** 2.jpg ... A pathway in the non **food** part of the market. ...

## [Pisac market - YouTube](#)



[www.youtube.com/watch?v=obbNtoLQzwg](#)

Jul 6, 2008 - 55 sec - Uploaded by Wistraveler

KCOLLAS DE **PISAC** CANTANDO EN LA IGLESIA by jose5217167282  
views; Thumbnail 1:20. Add to. **Pisac Food** ...

[More videos for pisac market food »](#)

## [Pisac, Sacred Valley of the Incas, Pisac, Cusco, Peru](#)

[www.andeantravelweb.com](#) › [Home](#) › [Destination Guide](#) › [Cusco](#)

**Pisac Market** and ruins (Sacred Valley), Peru ... Pisac. Most people visit Pisac to see the market on Sunday, but there are smaller markets on both Tuesday and ...

## [Sacred Valley Pisac Town](#)

[www.machupicchu-inca.com/sacred-valley-pisac.html](#)

Recent years Pisac has become more popular because of its Sunday market. This market is ... Cloth or **food** - everything is available at **Pisac Market**. Why Pisac ...

## [Pisac Market - Pisac - Reviews of Pisac Market - TripAdvisor](#)

[www.tripadvisor.com/Attraction\\_Review-g294320-d313937-Review...](#)

★★★★★ 21 reviews

Oct 12, 2011 – Is **Pisac Market** your business? ... Traveler Description: **Pisac market** is really open every day but the .... The produce/**food** section is amazing. ...

## [Pisac - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Pisac](#)

**Pisac** main **market**. ... The terraces enabled the production of surplus **food**, more than would normally be ... The marketplace at **Pisac** sells typical Andean crafts. ...

# Keyword Difficulty Tool

SEOMoz PRO

**pisac market food, best pizza venice, things to do in lima peru, santa monica restaurants | Keyword Difficulty Report**

Analyze

pisac market food  
best pizza venice  
things to do in lima peru  
santa monica restaurants

on

Google

United States

Run Report

Recent Reports

FAQ

## Comparison Graph of Keyword Difficulty Scores

**pisac market food**

Full Analysis

**best pizza venice**

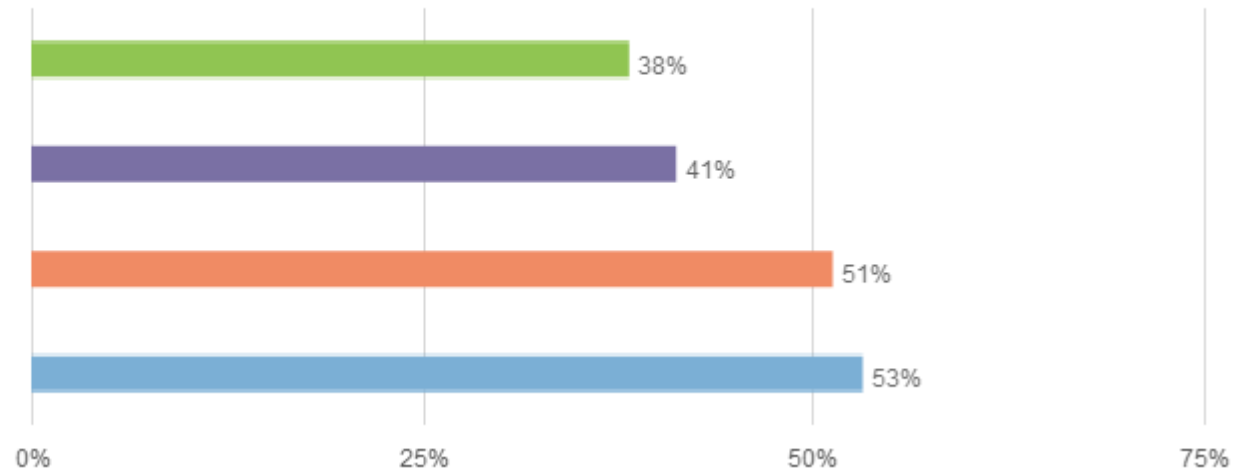
Full Analysis

**things to do in lima peru**

Full Analysis

**santa monica restaurants**

Full Analysis



I use SEOMoz tool to drill down on difficulty: <http://pro.seomoz.org/tools/keyword-difficulty/>

# Link Building



Hinge



# Why Links Matter to Search Engines

---

What You Say  
About Yourself.



What Others Say  
About You.



# What Matters in a Link?

The screenshot shows the USA.gov website with the following elements:

- Header:** "HowTo.gov" logo, "Helping agencies deliver a great customer experience", and social media icons.
- Navigation:** HOME, WEB CONTENT, SOCIAL MEDIA, CONTACT CENTERS, TECH SOLUTIONS, COMMUNITY.
- Left Sidebar (SITE TOPICS):**
  - Requirements & Best Practices
  - Managing Content
  - Usability & Design
  - Management & Governance
  - Web Analytics
  - Accessibility
  - Multilingual Websites
  - Resources & Tools
- Breadcrumb Trail:** [Home](#) » [Using Technology](#) » [Search Engines](#) » Search Engine Optimization
- Section Header:**

## Search Engine Optimization
- Text:**

**What is Search Engine Optimization (SEO)?**

Creating search-friendly web pages is called organic or free search engine optimization, meaning that web pages contain the details search engines seek, putting them up for consideration in search results without the web owner having to pay for this ranking.
- List:**
  - [What is search engine optimization? Organic SEO?](#) Wikipedia explains...
  - [What is search engine marketing?](#) Wikipedia says...
- Section Header:**

### How Do I Achieve Good SEO?
- Text:**

The building blocks of organic (free) search engine optimization include:

Editorially given

From a trusted source

Uses descriptive anchor text

Points to the right page

## What Matters in a Link?

### URL

(the link target)

### Rel="Nofollow"

(a tag that indicates search engines shouldn't trust/count this link)

`<p><a href="http://www.marketingscoop.com" rel="nofollow">  
Marketing Resources Website </a> is a great resource for  
those seeking to learn more about online marketing and  
search engine optimization.</p>`

### Anchor text

(tells the engine what this link is about)

### Surrounding Text

(may provide context on the link's relevance)

# Manual Link Building

OPEN SITE EXPLORER

PRO Dashboard | Hello, randfish | Recent CSV Reports | Log Out

http://

compare up to 5 sites

Link metrics for the page http://www.everywhereist.com

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
57/100	49/100	241	4,965	179	39	38	69

Inbound Links | **Top Pages** | Linking Domains | Anchor Text | Compare Link Metrics | Advanced Reports

Show followed + 301 links from only external pages to this page and group by domain Filter

1 - 76 external links First 1 2 3 4 5 6 Download CSV

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
<a href="#">Rand Fishkin   SEOMoz Team</a> <a href="http://www.seomoz.org/team/randfish">www.seomoz.org/team/randfish</a>	serendipitous travel blog	75	88
<a href="#">Interview: 12 Top Online Entrepreneurs Share Ho...</a> <a href="http://www.dailymail.co.uk/interview-12-top-online-entrepreneurs-ah...">www.dailymail.co.uk/interview-12-top-online-entrepreneurs-ah...</a>	www.everywhereist.com	72	90
<a href="#">The Everywhereist - The Best Blogs of 2011 - TIME</a> <a href="http://www.time.com/time/specials/packages/article/0,28864,2075431_20...">www.time.com/time/specials/packages/article/0,28864,2075431_20...</a>	The Everywhereist	61	96
<a href="#">angrybirdsforpcfreedownload.com</a> <a href="http://angrybirdsforpcfreedownload.com/?feed=rss2">angrybirdsforpcfreedownload.com/?feed=rss2</a>	Everywhereist	57	55
<a href="#">Top 100 Websites For Women 2011 - Forbes.com</a> <a href="http://www.forbes.com/2011/06/23/100-best-web-sites-for-women-blog">www.forbes.com/2011/06/23/100-best-web-sites-for-women-blog</a>	The Everywhereist	57	85

Site Explorer - what is your link profile?

Use Fresh Index: ☐ Use Historic Index: ☒

[Link Profile Fight](#) | [Backlink History](#) | [Bulk Backlinks](#) | [Clique Hunter](#) | [Majestic Million](#) | [Comparator](#) | [Neighbourhood Checker](#)

## About Majestic SEO

Find out how all the websites on the internet link to each other with the largest Link Intelligence database on the planet. No other site or search engine gives you as much detailed information about how the fabric of the web is knitted together.

[Register for FREE](#)

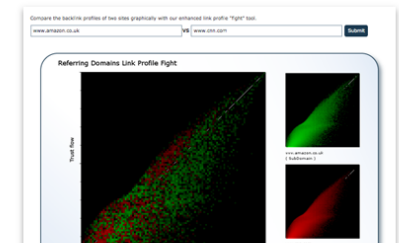
[Subscribe Now](#)

Majestic SEO has by far the largest index of its kind publicly available. It has by far the freshest data of its kind with an index that updates several times a day. Majestic's Site Explorer is incredibly fast and tens of thousands of users rely on Majestic SEO as their link data source of choice. See our [training videos](#) or our [Toolset](#) or simply type a web address into the search bar to get started.

- The Majestic SEO Team -

## Majestic SEO toolkit

**Link Profile Fight** : Compare the backlink profiles of two sites graphically with our enhanced link profile "fight" tool.



Tactics like discovering the links of competitors, getting listed in directories, resource lists, submitting content, building profiles, etc. are all in the “manual link building” category (above via <http://opensiteexplorer.org> and <http://www.majesticseo.com>



# Link Building through Outreach, Networking



INTEGRATED MARKETING COMMUNICATIONS  
Online Graduate Programs at West Virginia University

Perley Isaac Reed **SCHOOL OF JOURNALISM**

HOME ABOUT US CURRICULUM ADMISSIONS ADVISING COMMUNITY INTEGRATE



[Student/Faculty Profiles](#)

[IMC Knowledge Base](#)

[Online Speakers Series](#)

[Student Ambassadors](#)

[Student Blog](#)

[Alumni](#)

[Job Board](#)

[WVU IMC News](#)

[Student IMC Work](#)

HOME » COMMUNITY » Online Speakers Series » Michael Fleischner

## Michael Fleischner

### President, MarketingScoop.com; SVP of Marketing

#### Thursday, September 22 at 8 p.m. EDT

In an [online Wimba classroom](#) session, Michael discussed how search engine optimization (SEO) is an integral part of an effective integrated marketing communications program and explained the importance of SEO for driving traffic to websites, blogs, online promotions, and other forms of digital marketing. Michael talked about how effective search engine optimization programs can drive brand awareness and support

# “Natural” Link Building

**AdAge POWER150**  
A Daily Ranking of Marketing Blogs

[OPML of all blog feeds](#)  
A Daily Ranking of Marketing Blogs  
Created by: [Todd Andriik](#)  
Managed by: [Charlie Moran](#)

**POWER150** **BLOG** **ABOUT** **FAQ** [Submit your blog](#)

Viewing 1 to 50 of 1186 Blogs

			T	P	Y			SCORE
1.	<a href="#">Copyblogger</a>		13	50	30	30	24	147
2.	<a href="#">Ads of the World</a>		12	50	30	30	23	145
3.	<a href="#">[chrisbrogan.com]</a>		14	50	28	30	22	144
4.	<a href="#">PSFK</a>		13	50	29	28	22	142
5.	<a href="#">Search Engine Watch</a>		11	50	27	29	24	141
6.	<a href="#">Search Engine Land</a>		11	48	28	30	24	141
7.	<a href="#">SEOMoz Blog</a>		11	50	25	30	24	140
8.	<a href="#">Online Marketing Blog</a>		13	49	25	30	22	139
9.	<a href="#">Brian Solis</a>		13	49	26	30	20	138
10.	<a href="#">Marketing Pilgrim</a>		12	50	25	30	21	138



Many of these blogs will use the badge and link to the list, because it makes them look good!

The AdAge 150 is a brilliant example of link building through the creation and sharing of a resource.

# Link Building & Social Sharing Resources

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## Link Sources



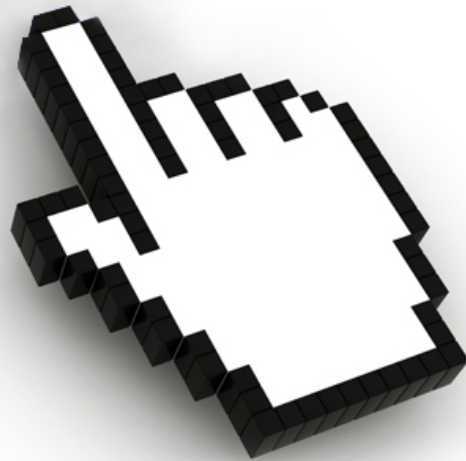
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There are literally infinite numbers of ways to build links – creativity is your only limitation!

# Social Media & SEO



Hinge



# Indirect Impacts of Social on SEO

## Shared Count

Track your shares, likes, tweets, and more.

<http://marketing-expert.blogspot.com>

### Facebook

Likes: 53  
Shares: 216  
Comments: 20  
Total: 289

### Twitter

Tweets: 542

### Google +1

+1s: 218

### Diggs

Diggs: 5

### LinkedIn

Shares: 67

### Google Buzz

Buzzes: 15065

### Delicious

Bookmarks: 1413

### StumbleUpon

Stumbles: 5355

All these shares lead to visits, which may lead to links, comments and positive user/usage signals

This handy tool can be found at <http://sharedcount.com>

# Get Social



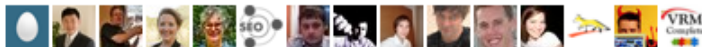
@randfish

Rand Fishkin

This [mz.cm/datadrivendesides](http://mz.cm/datadrivendesides) ranks #45 for "data driven web design" in Google.co.uk; let's see if we can bump it up purely w/ tweets

25 Oct via web ☆ Favorite ↻ Reply 🗑 Delete

Retweeted by [hiromuto](#) and 78 others



@randfish

Rand Fishkin

#SearchLove Could use help running the Twitter test discussed yesterday. Please tweet this URL [mz.cm/datadrivendesides](http://mz.cm/datadrivendesides) (however you'd like)

25 Oct via web ☆ Favorite ↻ Reply 🗑 Delete

Retweeted by [shivunpilwal](#) and 88 others



***bit.ly/mbs13d***

Share

Copy

Hunting HiPPOs: Optimizely's Testing Tools Bring Data-Driven Web Design to the Masses | Xconomy

670 Clicks

All clicks on the aggregate bitly link [bit.ly/mbs13d](http://bit.ly/mbs13d)

Long Link: <http://www.xconomy.com/san-francisco/2011/05/17/hunting-hippos-optimizelys-testing-tools-bring-data-...>

Conversations: Tweets 43; Shares 11, Likes 21, Comments 3; [View All](#)



data driven web design

Search

Page 5 of about 21,100,000 results (0.17 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Search near...

Enter location

Ad - Why this

[Database Driven Website | eibs.co.uk](http://www.eibs.co.uk/database-driven-website)

[www.eibs.co.uk/database-driven-website](http://www.eibs.co.uk/database-driven-website)

Over 700 Sites Powered By Easysite - A Leading .NET Web

Result #42

[What is Data driven Web Design](http://forums.hostsearch.com/showthread.php?...Data-driven-Web-Design)

[forums.hostsearch.com/showthread.php?...Data-driven-Web-Design](http://forums.hostsearch.com/showthread.php?...Data-driven-Web-Design)

1 post - 1 author - Last post: 30 Aug

What is **Data driven Web Design**?? What are the advantages of it?? Pls tell me in brief, if you know..

[Hunting HiPPOs: Optimizely's Testing Tools Bring Data-Driven Web ...](http://www.xconomy.com/.../hunting-hippos-optimizelys-testing-tools-brin...)

[www.xconomy.com/.../hunting-hippos-optimizelys-testing-tools-brin...](http://www.xconomy.com/.../hunting-hippos-optimizelys-testing-tools-brin...)

17 May 2011 – Optimizely doesn't put its most effective sales pitch on its **website**; it doesn't have to. It boils down to this: If it was good enough for Barack ...





data driven web design

Search

Page 2 of about 21,200,000 results (0.15 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Search near...

Enter location

Set

All results

[Database Driven Web Sites | EnderTech.com](#)

[www.endertech.com](#)

**Website** database **design** specialists Expert quality service since 1998.

[When Should You Create a Database Driven](#)

[webdesign.about.com/cs/databases1/a/aa120699.htm](#)

Databases are a powerful tool for **Web** sites, but how do you know if you should use them on your site?

[Build Your Own Database Driven Web Site Using PHP & MySQL ...](#)

[www.sitepoint.com/php-mysql-tutorial/](#)

Jul 2, 2009 – News, opinion, and fresh thinking for **web** developers and **designers**. ...  
Build Your Own **Database Driven Web** Site Using PHP & MySQL, ...

[Hunting HiPPOs: Optimizely's Testing Tools Bring Data-Driven Web ...](#)

[www.xconomy.com/.../hunting-hippos-optimizelys-testing-tools-brin...](#)

May 17, 2011 – Optimizely doesn't put its most effective sales pitch on its **website**; it doesn't have to. It boils down to this: If it was good enough for Barack ...

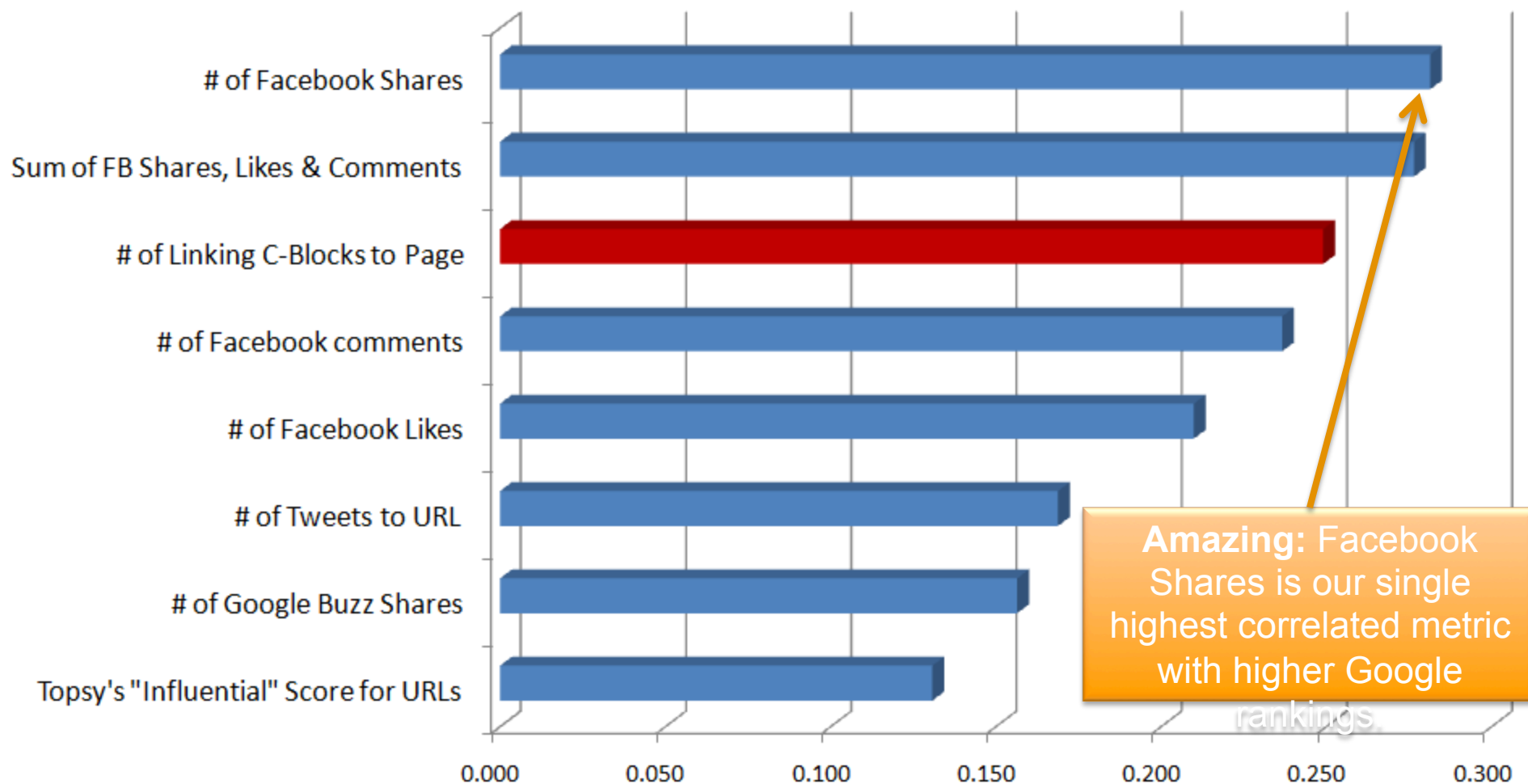
Result #13



# Facebook

## Correlation of Social Media-Based Factors

(data via Topsy API & Google Buzz API)





But correlation is not causation!


# Google+


+Michael Search Images Maps Play YouTube News Gmail Drive Calendar More


Google+


Michael Fleischner 3  


 Home


 Profile

 Explore




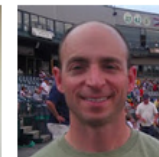

 Events

 Photos





 Circles


 Local

**Michael Fleischner**


    

**Posts** About Photos Videos +1's


    


 **Michael Fleischner** Yesterday 1:28 PM - Limited


The latest post on The Marketing Blog


 **Marketing and Stone Cold Steve Austin | The Marketing Blog »**

The marketing blog is the most popular blog covering Internet marketing, SEO, and more. Learn from the marketing experts at The Marketing Blog.













 Works at **Achieve3000**


 Attended **Northwestern, Medill School**



 Lives in **Robbinsville, NJ**



1,021 IN YOUR CIRCLES



    



    



 **Michael Fleischner**



  **Johnny Amey**



  **Amanda Orr**



  **Caitlin Connors**



  **Corey Bornmann**

  **Erik Geerling**


  **James Savino**

  **Jim Vidmar**


  **Lara Fabans**

  **Makiko Shida**

# Google+



making friendships better



Search

About 494,000,000 results (0.19 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

United States

Change location

Show search tools

[How to \*\*Make Friends\*\*: 23 steps \(with pictures\) - wikiHow](#)

[www.wikihow.com > ... > Relationships > Friends > Forming Friendships](#)

Spend **more** time around people. If you want to **make friends**, you t  
yourself out there somehow in order to meet people. Friends seldom

[How To \*\*Make Friends\*\* And Get A Social Life | www.succ](#)

[www.succeedsocially.com/sociallife](#)

In the past they were happy being alone a lot of the time, but now the  
around people **more** often. They never really knew how to **make frie**

[The Seattle Freeze: \*\*Making Friendships Better\*\* | The Everywhereist](#)

[www.everywhereist.com/the-seattle-freeze-making-friendships-better/](#) 

2 days ago – I've tried writing this post three times already. I spent the whole morning  
working on it, then most of the afternoon. At one point, it may have even ...



[Geraldine DeRuiter](#) shared this on Google+ · 2 days ago

You are connected to Geraldine DeRuiter on Gmail

[The Happiness Project: \*\*Friendship\*\*: Seven Tips for \*\*Making New ...\*\*](#)

[www.happiness-project.com/.../friendship-seven-tips-for-making-ne...](#)

Anyone logged-in  
to any Google  
service will see  
results like these.  
Time to get on G+!

<http://searchengineland.com/examples-google-search-plus-drive-facebook-twitter-crazy-107554>

## Other Networks to Consider

---



14mm



Millions



14mm



6.5mm



2.5mm



500mm



1.5mm



10mm

---

There are many social networks potentially worthy of participation

# Local/Blended SEO



Hinge



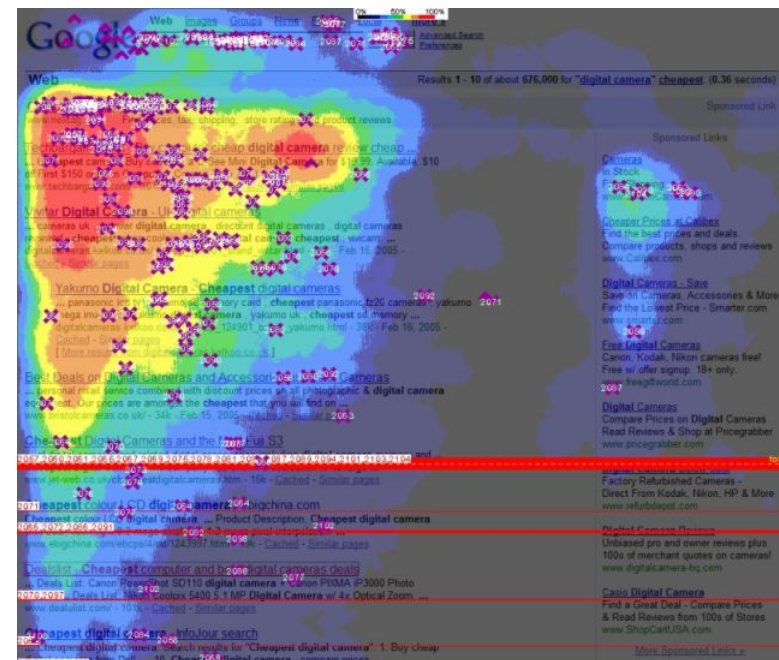
# Think Local

•97% of consumers now use online media to shop and find local businesses.

•82% of consumers who perform local searches take these actions:

- Contact the business
- Visit location
- Make purchases

•Social media having more of an impact





# Changes in Local

Web

Images

Maps

Videos

News

Shopping

More

Lakewood Township,  
NJ

Change location

Show search tools

Ads related to lawyers

[Lawyers | lawyers.com](#)

[www.lawyers.com](#)  
Search Over 1 Million Lawyers & Law Firms at Lawyers.com Official Site.

[Bankruptcy Lawyers](#) [Personal Injury Lawyers](#)  
[Divorce Lawyers](#) [Real Estate Lawyers](#)

[Find a Local Lawyer](#) 1 (877) 865 2412

[www.findalawyer.com](#)  
Need a Good Lawyer in Your Area? Free Attorney Search by Zip Code.

[Uncontested Divorce - 3300 Pages in 30 mins.](#)

[www.theadivorce.com](#)

201-873-1233 No Spouses Signature Required

[Blog - Testimonials - Contact](#)

[Lawyer, Attorney, Law Firms, Attorneys, Legal Information, Lawyers ...](#)

[www.lawyers.com/](#)

Find a Lawyer and Law firm directory to find a lawyer, attorneys, and local law firms. Lawyers.com is the #1 lawyer directory.

[Areas of Law - Labor & Employment Law - Family Law - Business Law](#)

[Steven Coleman, Esq.](#)

[www.newjerseybankruptcylawyer.com/](#)

Score: 30 / 30 - 13 Google reviews

[Sharkey Gregory V](#)

[www.sharkeylaw.info/](#)

[Google+ page](#)

[Rothstein Mandell Strohm Must](#)

[www.rmsmlaw.com/](#)

[Google+ page](#)

[Nancy Wright Cline](#)

[www.lakewoodnj.com](#)

[Google+ page](#)

[Michael J. Michael](#)

[www.mjlaw.com](#)

[Google+ page](#)

Why these ads?

Lawyer

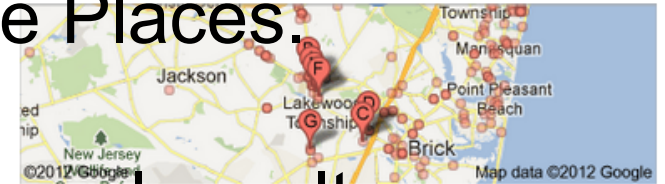


en.wikipedia...

A lawyer, according to Black's Law Dictionary, is "a person who is qualified in the law; as an attorney, counsel or solicitor, a person who is practicing law." Wikipedia

Feedback

Map for lawyers



Ads - Why these ads?

[Top Divorce Lawyers NJ](#)

[www.divorcenewjersey.net/](#)

Get Legal Assistance For Divorce

Expert Star Legal Firm Consultation

[Find a Lawyer - Free](#)

[www.legalmatch.com/](#)

Find the Right Lawyer in Your Area

Save Time - Describe Your Case Now!

[Ask a Lawyer Online Now](#)

[law.justanswer.com/](#)

A Lawyer Will Answer You Now!

Questions Answered From 2 Seconds.

[Leandros A. Vronedes, PC](#)

[www.injuriesandaccidents.com](#)

Personal Injury Lawyers

Free Consultation: (800) 634-8144

• Just over a year-and-a-half ago Google introduced **Blended Place Search**, merging its traditional organic algorithm with its index of Local businesses from Google Places.

• We saw the number of "pure" Local results (those showing traditional "7-pack" formats) go from a consistent majority to a consistent minority.

• This evolution of blended results means you need to focus on local and general SEO

# What About Local/Maps SEO?

Google pubs santa monica

About 1,410,000 results (0.28 seconds)

Normal Algorithm

Maps Algorithm

Ye Olde King's Head English Pub and Rest...  
[www.yeoldekingshead.com/](http://www.yeoldekingshead.com/)  
Ye Olde Kings Head is an English Pub and Restaurant with a gift shop in Santa Monica ...  
★★★★★ 72 Google reviews

116 Santa Monica Boulevard  
Santa Monica  
(310) 451-1402

Santa Monica » Nightlife » Bars » Pubs - Yelp  
[www.yelp.com](http://www.yelp.com) » Santa Monica » Nightlife » Bars  
17 businesses reviewed for Pubs in Santa Monica on Yelp. Read about places like: Ye Olde Kings Head, Sonny McLean's, O'Briens Irish Pub, The Britannia, ...

O'Brien's Irish Pub & Restaurant - 2941 Main St, Santa Monica ...  
[www.obrienonmain.com/](http://www.obrienonmain.com/)  
O'Brien's Irish Pub & Restaurant - 2941 Main St, Santa Monica, California 90405, Southern California. Great Live Music, food, drink and comedy.

2702 Main Street  
Santa Monica  
(310) 452-1734

Finn McCool's Irish Pub  
[www.finnmccoolsirishpub.com/](http://www.finnmccoolsirishpub.com/)  
Santa Monica. Finn McCool's Irish Pub. Welcome to. Night. Music. Irish. Traditional. is. Sunday ...  
★★★★★ 37 Google reviews

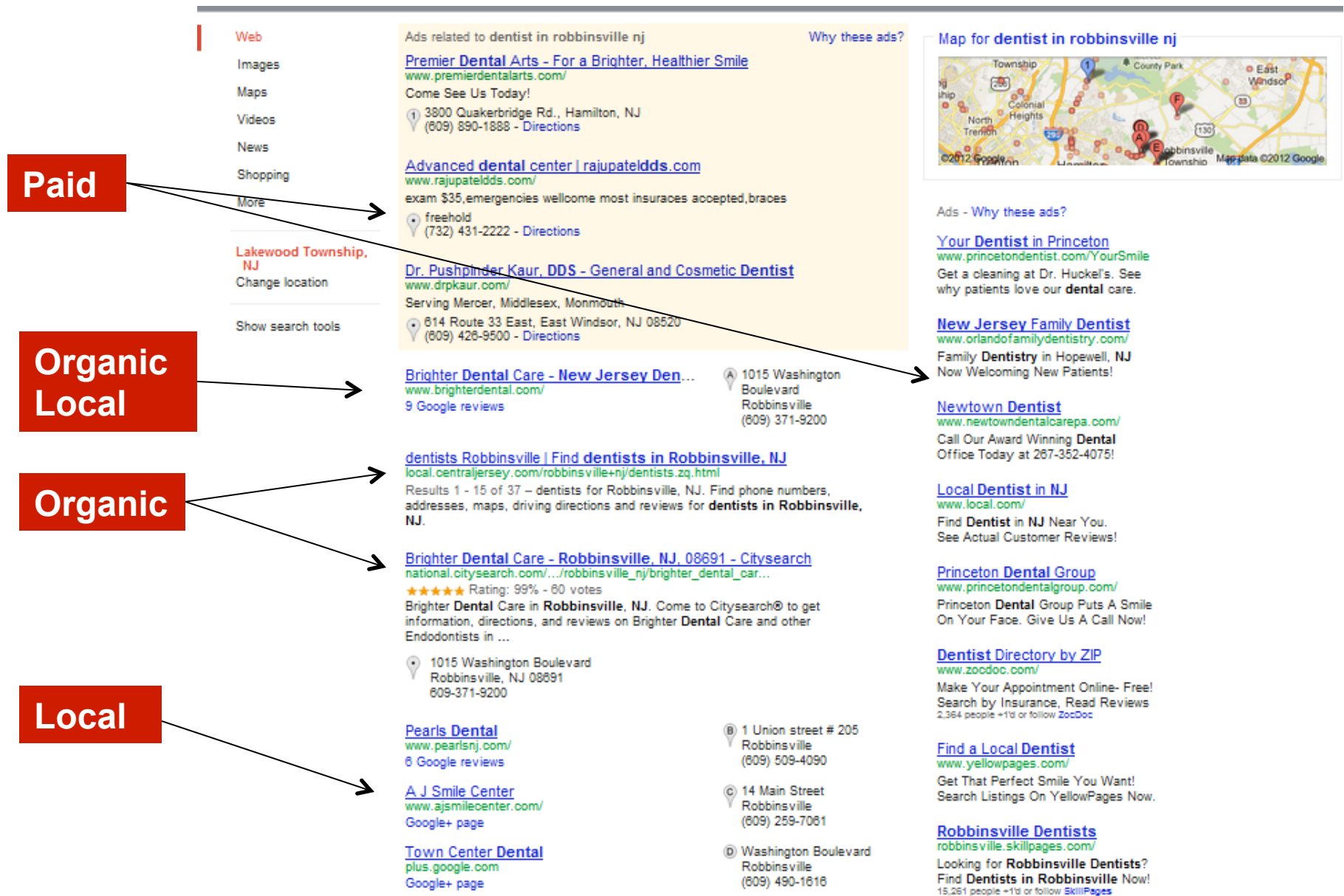
318 Santa Monica Boulevard  
Santa Monica  
(310) 458-5350

Britannia  
[britanniapubsantamonica.com/](http://britanniapubsantamonica.com/)  
★★★★★ 14 Google reviews

Map for pubs santa monica



## Local SOUP!? “Dentist in robbinsville nj”



# Google Places + Profile

The screenshot shows the Google+ 'Create a Google+ page' interface. At the top, there is a Google+ logo, a search bar, and a blue search button. The user's name, 'Michael Fleis', is displayed in the top right corner. On the left side, there is a vertical navigation menu with icons and labels for 'Home', 'Profile', 'Explore', 'Events', 'Photos', 'Circles', 'Pages', and 'More'. The main content area is titled 'Create a Google+ page' and is divided into two columns. The left column, 'Pick a category', contains five options: 'Local Business or Place' (with a red location pin icon), 'Product or Brand' (with a blue star icon), 'Company, Institution or Organization' (with a blue building icon), 'Arts, Entertainment or Sports' (with a yellow star and musical note icon), and 'Other' (with a multi-colored star icon). The right column, 'Add your info', features a large grey box with a preview of a Google+ page and the text: 'Creating a page brings you closer to your customers, fans, and followers on Google+'. Below this, there are three smaller grey boxes with icons and text: 'Start real face-to-face conversations with Hangouts' (with a speech bubble icon), 'Create circles to share the right message with the right people' (with a circle icon), and '+1 Help people recommend you on Google Search and ads with the +1 button' (with a +1 icon).

<http://www.google.com/places/>

# Google Places + Profile

The screenshot shows a Google+ profile for 'Upward SEO' located at 3 Anderson Lane, Robbinsville, NJ 08691. The profile includes a map, an 'About' tab, and a description of the business as a website designer and internet marketing service. The profile also shows a rating of 'No score yet' based on 2 reviews. A sidebar on the right contains a large image with the text 'ard s' and 'oven Results.', a location pin for 'Hutchinson Rd at Wellesley WY', and a 'Directions' button. The bottom right corner features a call to action: 'Help your friends find your reviews on Google+ Local'.

Google+ Search for restaurants, hotels, and more Robbinsville, NJ Michael Fleisc

**Upward SEO** 3 Anderson Lane Robbinsville, NJ 08691

county Pl Wyndham Pl Malsbury St North St Newtown Blvd Hulse St Lake Dr E Garden Pl Park Street Lot Chase Ct Lake Dr Eastbridge Dr Hutchinson Rd Eldridge Dr Brantford Dr Anderson Ln

St Gregory the Great Roman

**About** Photos

3 Anderson Lane Robbinsville, NJ 08691 (888) 406-8920 · [upwardseo.com](http://upwardseo.com)

Website Designer, Internet Marketing Service · Today 9:00 am – 5:00 pm

From the owner: "Upward SEO provides search engine optimizatoin services, seo training and online reputation management. Improve your web site traffic and brand with the help of today's leading SEO firm, Upward SEO."

No score yet | 2 reviews ? Scoring guide

**At a glance:** optimization company · link building · affordable solution · search engine

ard s oven Results.

Hutchinson Rd at Wellesley WY (...)

Directions

Edit business details

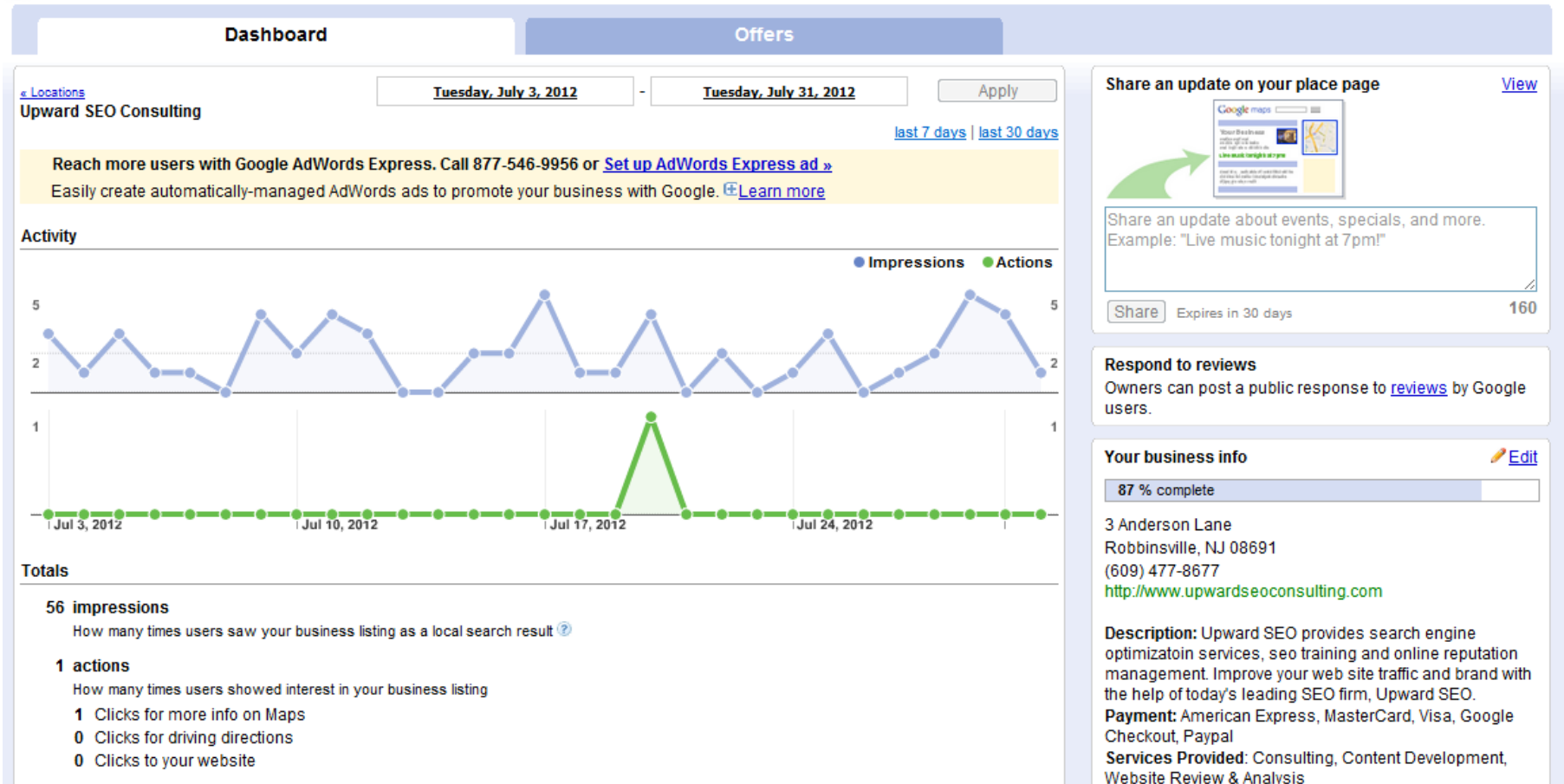
Help your friends find your reviews on Google+ Local

<http://www.google.com/places/>

# Google Places Dashboard



mfleischner@gmail.com | [Settings](#) | [Help](#) | [Sign out](#) | English (United S



<http://www.google.com/places/>

# Local Search Factors

---

## Top 10 Local Search Ranking Factors for 2012:

- Physical Address in City of Search on Place Page
- Proper Category Associations on Place Page
- Proximity of Address to Centroid on Place Page
- Domain Authority of Website
- City, State in Places Landing Page Title
- Quantity of Native Google Places Reviews (5 or more)
- Quality/Authority of Structured Citations
- Local Area Code on Place Page
- Inclusion of photo
- Click through and engagement rates

---

<http://bizible.com/local-search-ranking-factors/google-places-optimization>

## Additional Local Search Factors

---

- Search category or a synonym in **review content** = 0.97 improvement in rank.
- Search category or a synonym in the **business description** = 0.85 improvement in rank.
- Search category or a synonym in “**at a glance**” = 0.85 improvement in rank.
- Primary category matches the **search category** = 0.79 improvement in rank.
- Search category or a synonym in the **business name** = 0.75 improvement in rank.

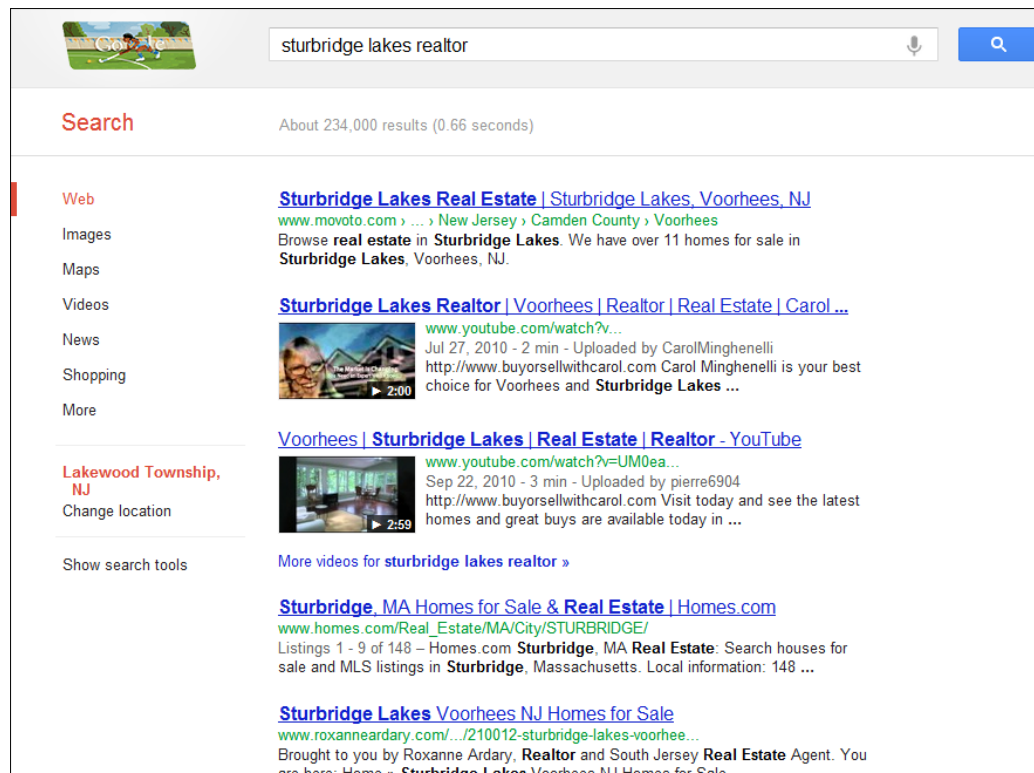
## Local + National SEO Tips

---

- **Begin with keyword research**
  - **Start with a Google Places page.** Explore Google + Local for giving reviews
  - **Create Google Places profile** for each of your locations
    - Complete as much of profile as possible
    - Encourage reviews
  - **Develop content generation plan**
  - **Leverage social media**
    - Think online AND offline. Post physical signs for FB Page and FourSquare check in
    - Offer incentives for local engagement (checkins, reviews, etc.) and online engagement (reviews)
-

# Winning the local/national SEO war (part deux)

- Modeling strategies
- Link building
- Use alternative media (sturbridge lakes realtor)





## Local + National SEO Tips

---

- **Update content on a regular basis**, 100% unique
- **Monitor rankings** (web position, Webmaster tools, and Analytics)
- **Optimize your current site with SEO best practices and diagnostic tools** (W3C)

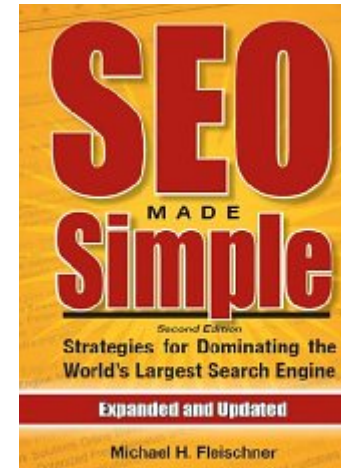


# Learn More about SEO

---

## Special Offer:

- Purchase *SEO Made Simple* within the next 48 hours and receive **free** Intro to SEO training videos (likes, shares, and reviews are appreciated!)
- Purchase individual SEO training to take your business to the next level. Includes 3 one-hour sessions. Normal price \$1,495. Hinge price \$995



- Personalized coaching
- Google Places setup
- Access to SEO materials and tools

---

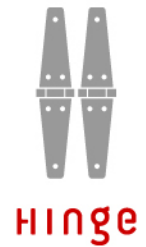
[mfleischner@marketingscoop.com](mailto:mfleischner@marketingscoop.com)  
<http://michaelfleischner.com/seo-coaching/>

## SEO Guide for Professional Services



**Look for the download link in our follow up email.**

**Then give us a call when it's time to start your next SEO campaign.**



## Thank you! Questions?

**Michael Fleischner**

[mfleischner@gmail.com](mailto:mfleischner@gmail.com)

**Twitter: @mfleischner**





**Sean McVey**

[smcvey@hingemarketing.com](mailto:smcvey@hingemarketing.com)

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

703-391-8870

## Connect with Hinge

-  [www.hingemarketing.com/blog](http://www.hingemarketing.com/blog)
-  [www.twitter.com/HingeMarketing](http://www.twitter.com/HingeMarketing)
-  [www.facebook.com/HingeMarketing](http://www.facebook.com/HingeMarketing)
-  [www.linkedin.com/companies/Hinge](http://www.linkedin.com/companies/Hinge)



Online Marketing for  
Professional Services

[hingemarketing.com/newbook](http://hingemarketing.com/newbook)