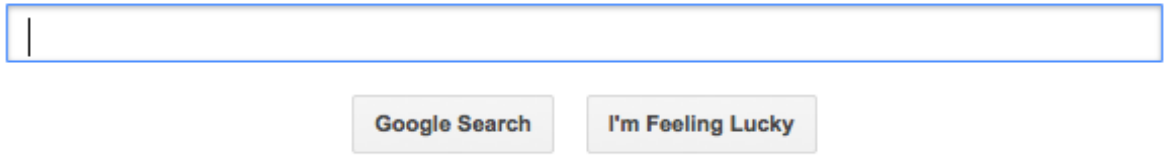
HINGE

SEO in 2012 –

Evolving with Google



Today's Hashtag:

Hinge

#hingerevolution

Today's Speakers:

Sean McVey

Director of Online Marketing, Hinge
smcvey@hingemarketing.com

Follow Me on Twitter: ***@seantmcvey***

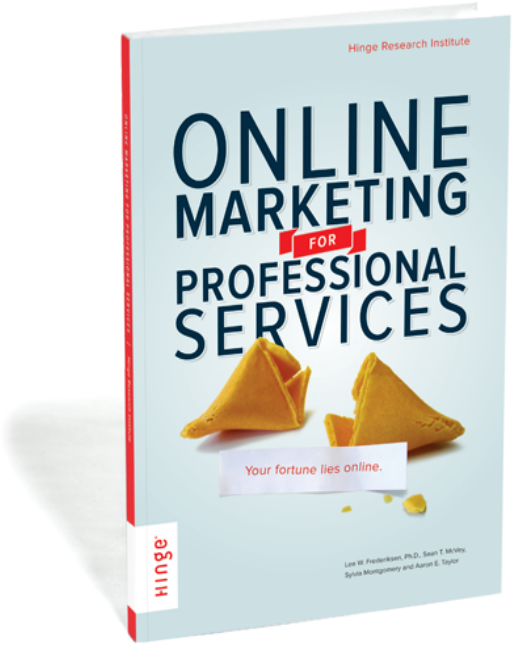
Michael Fleischner

Author, SEO Made Simple
mfleischner@gmail.com

Follow Me on Twitter: ***@mfleischner***

About Hinge

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

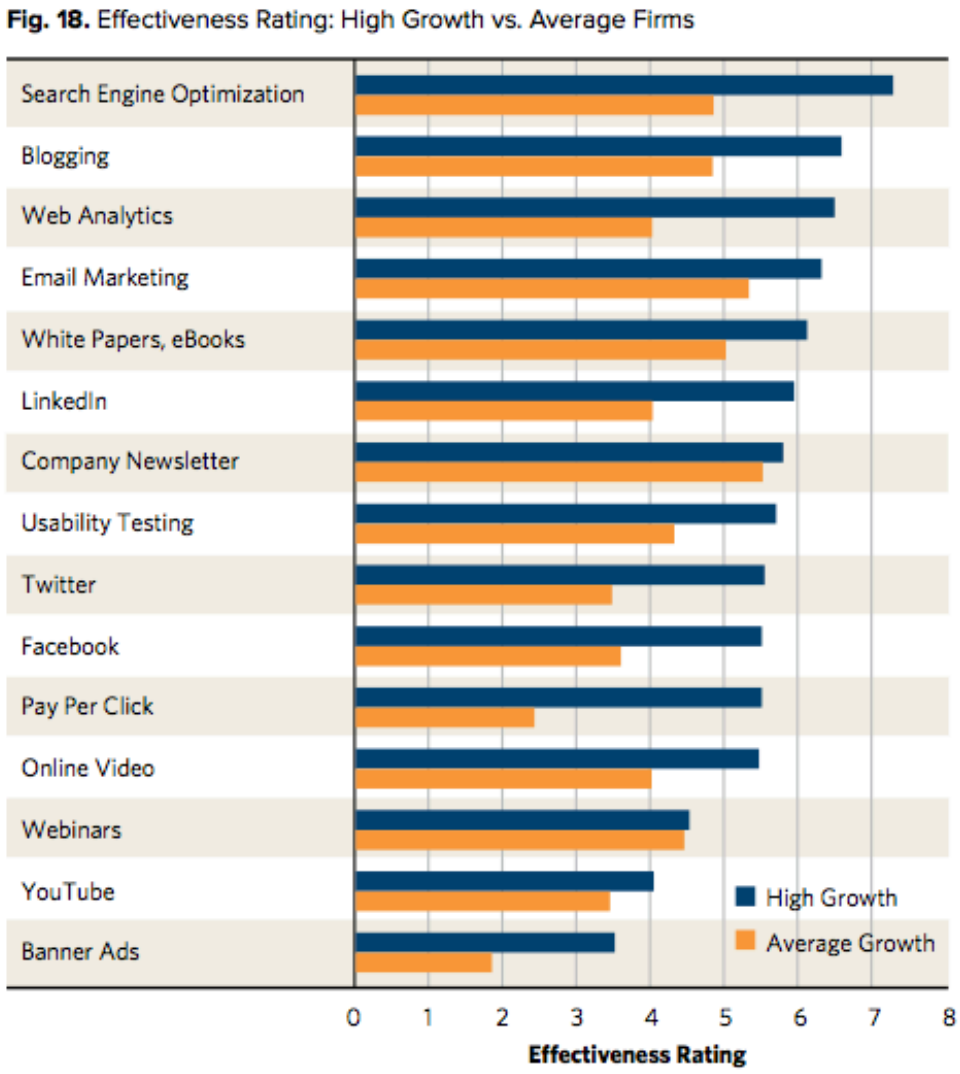


www.hingemarketing.com/newbook

What We'll Cover

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

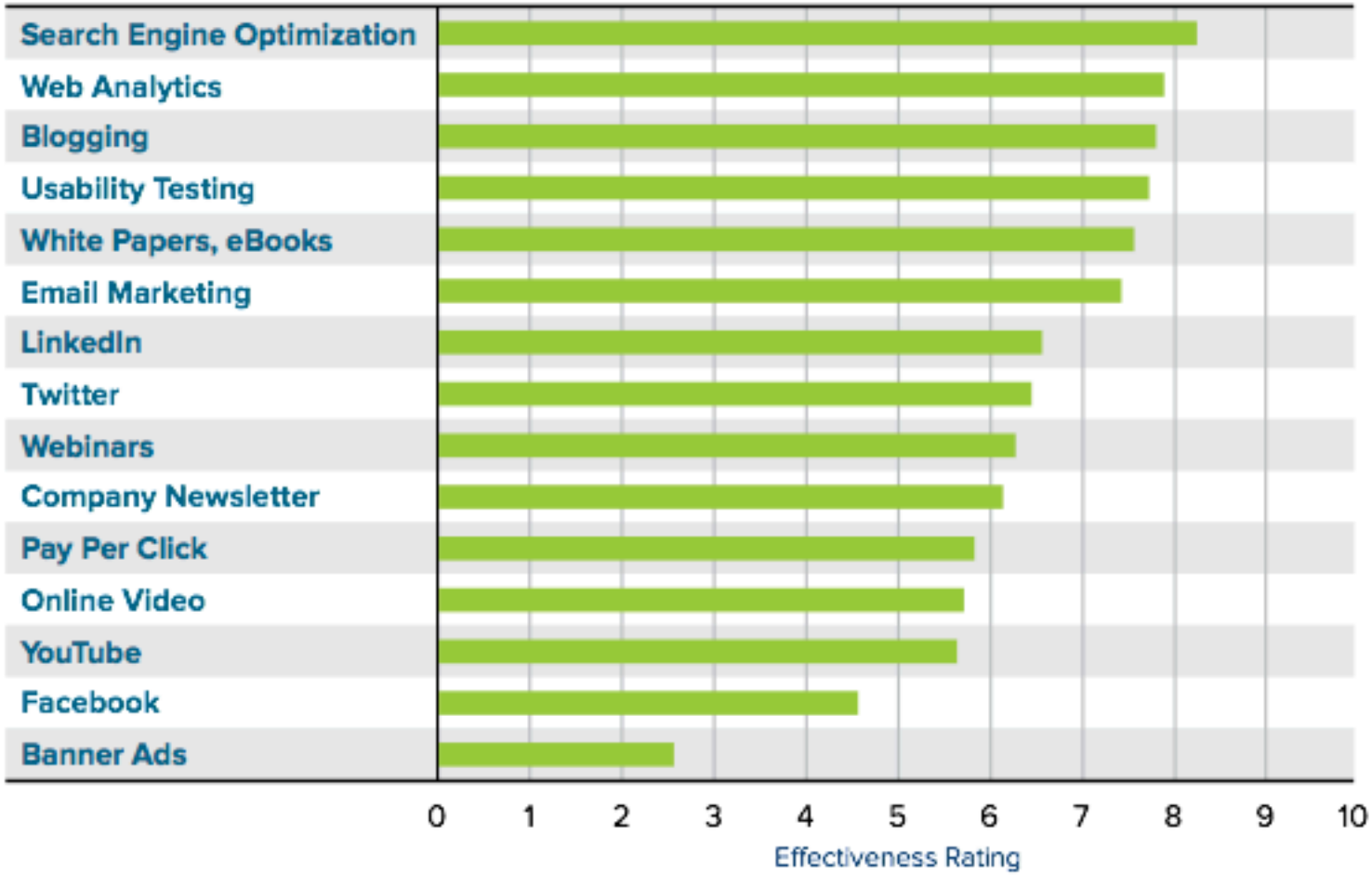
Is SEO Effective for Professional Services Firms?



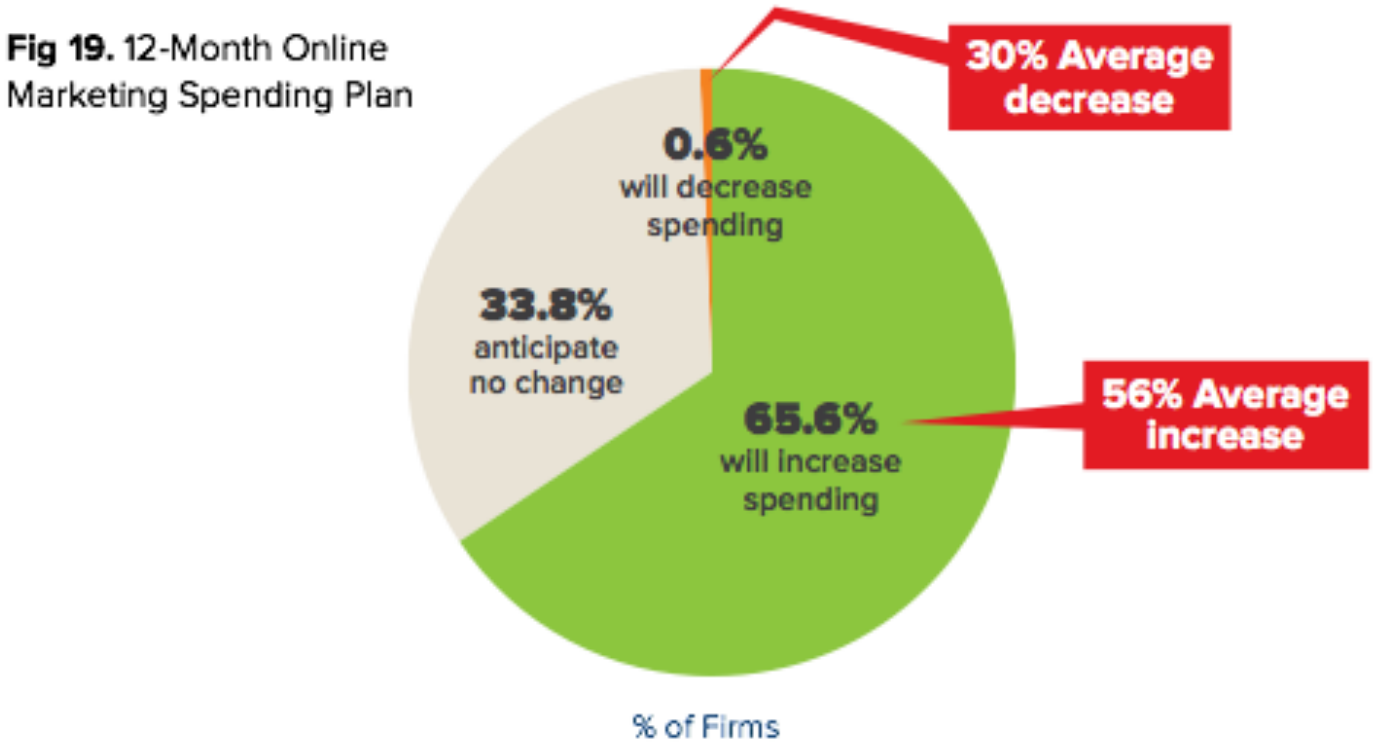
What Do the Experts Think?

Hinge

Fig 34. Experts, Effectiveness Ratings



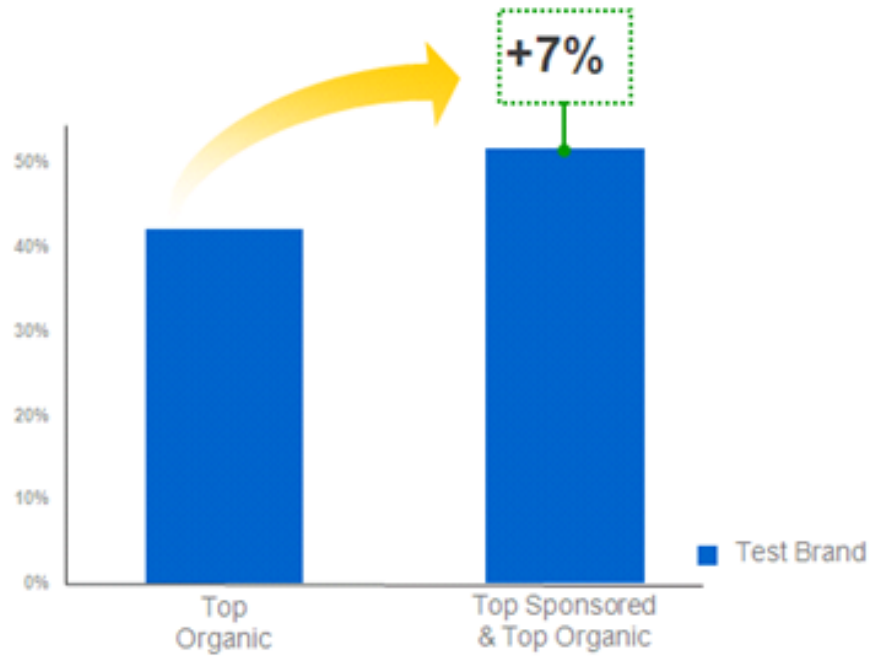
What Percentage of Firms Will Increase Spending in Online Marketing?



Organic Listing Boost Purchase Intent

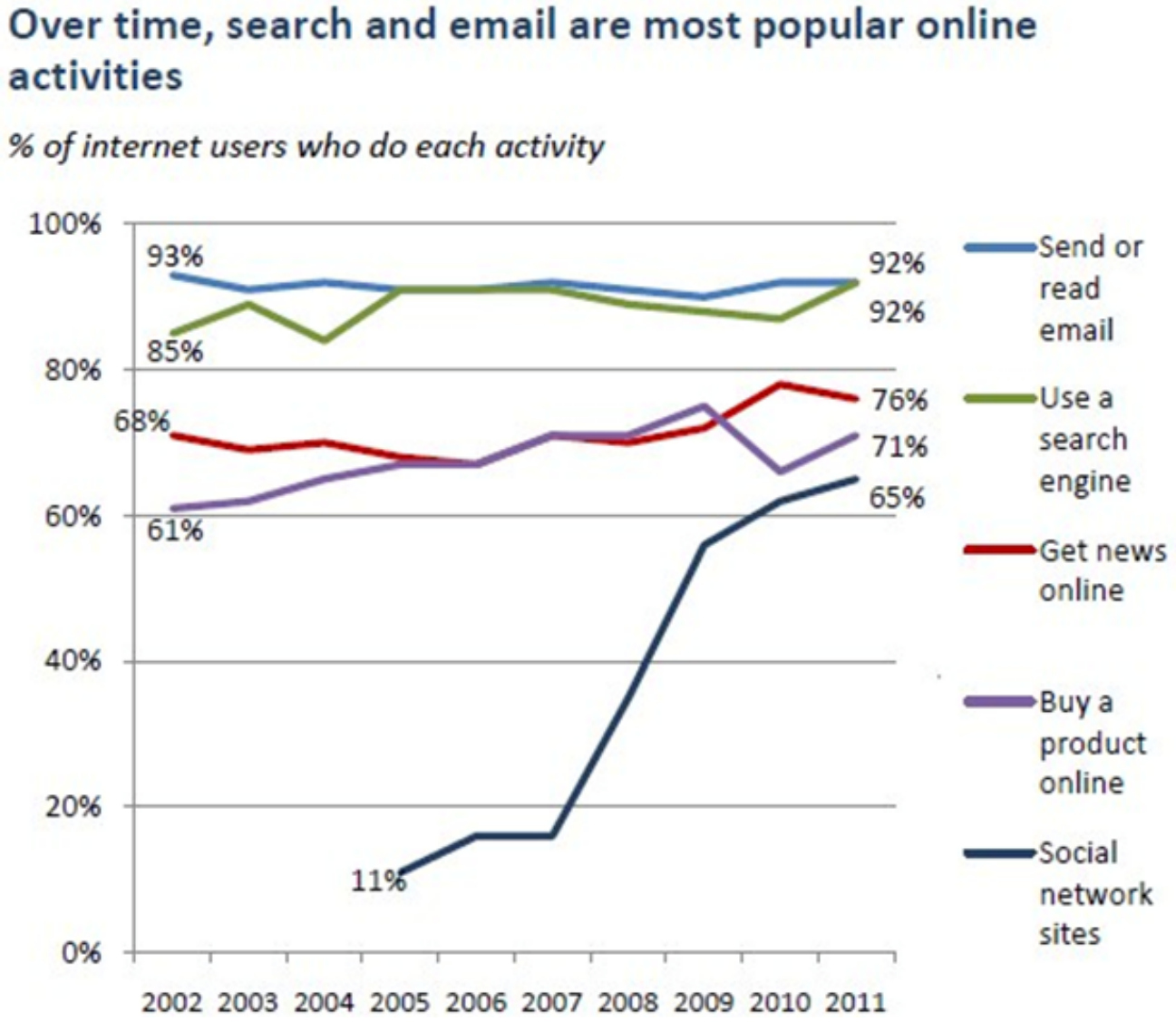
- Even for branded queries, presence in top sponsored and top organic listings boost purchase intent.

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



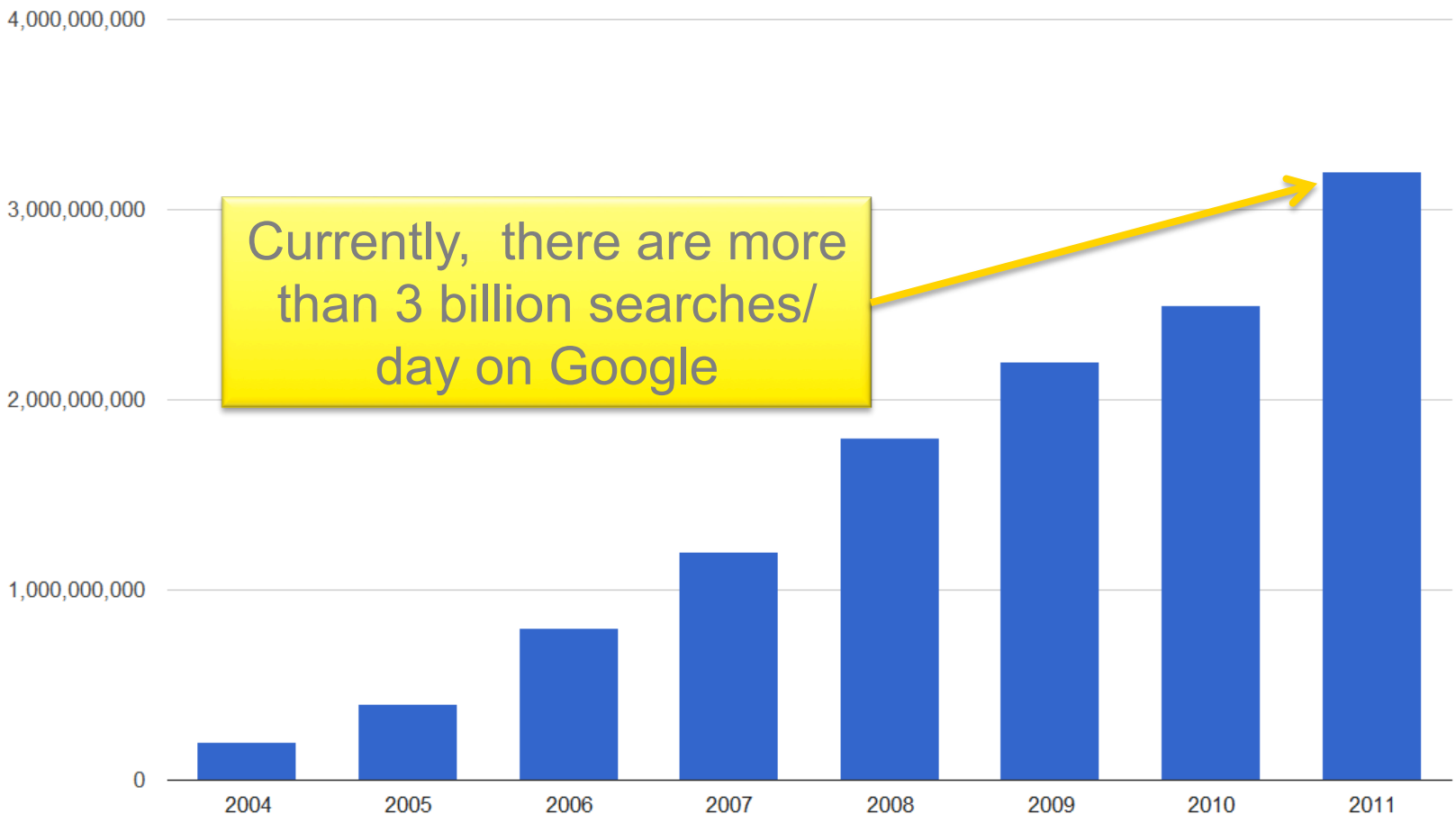
Source: Enquiro Solutions Inc.

The Use of Search Engines



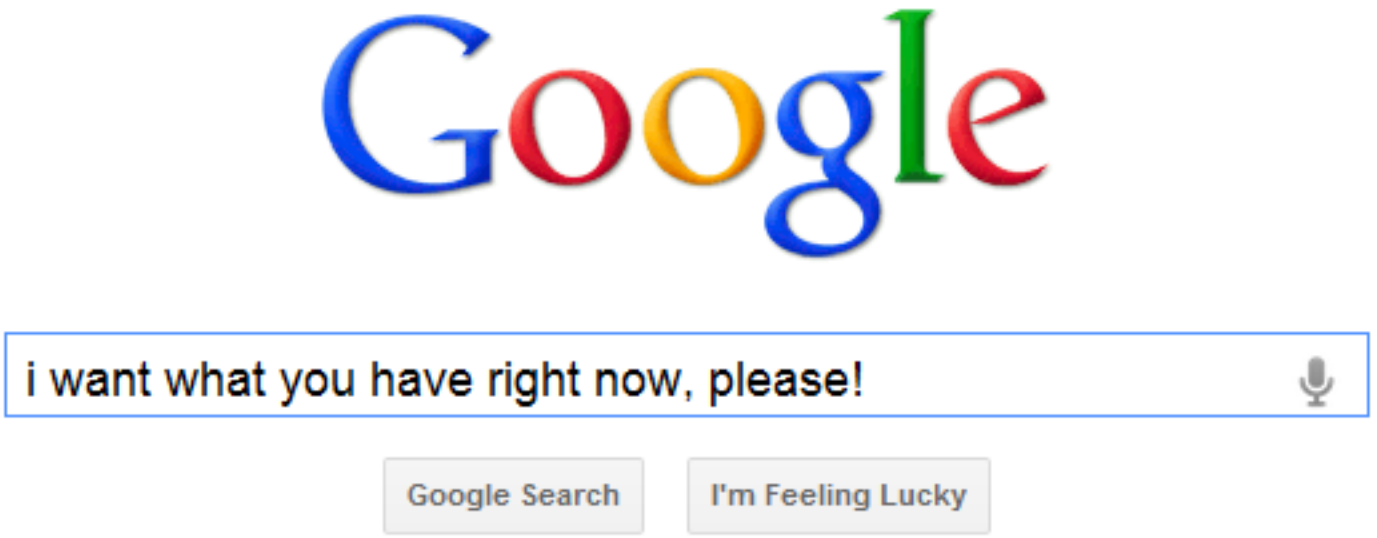
http://www.pewinternet.org/Reports/2011/Search-and-email/Report.aspx

Growth of Google Queries

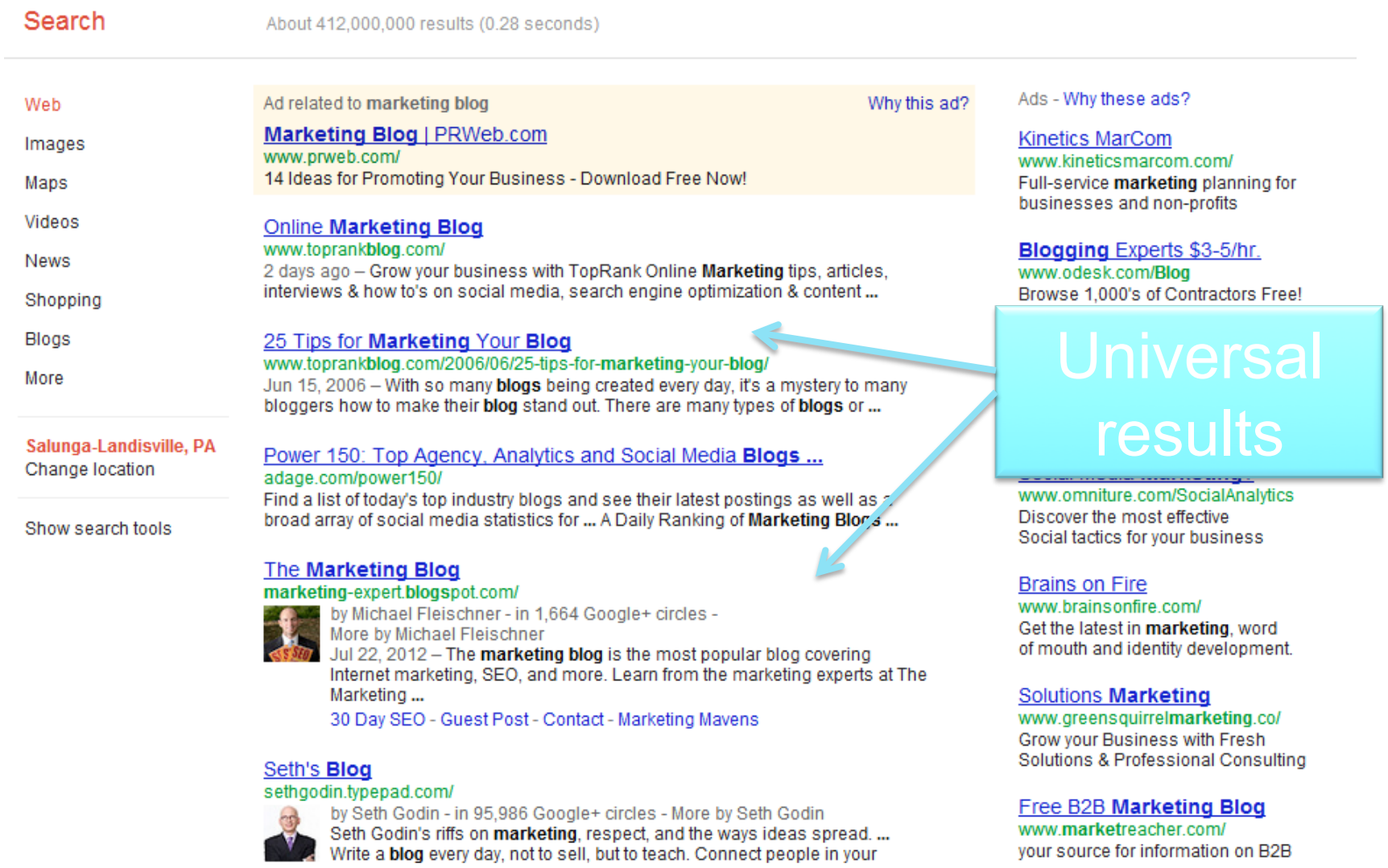


http://www.quora.com/How-many-search-queries-does-Google-serve-worldwide-every-day

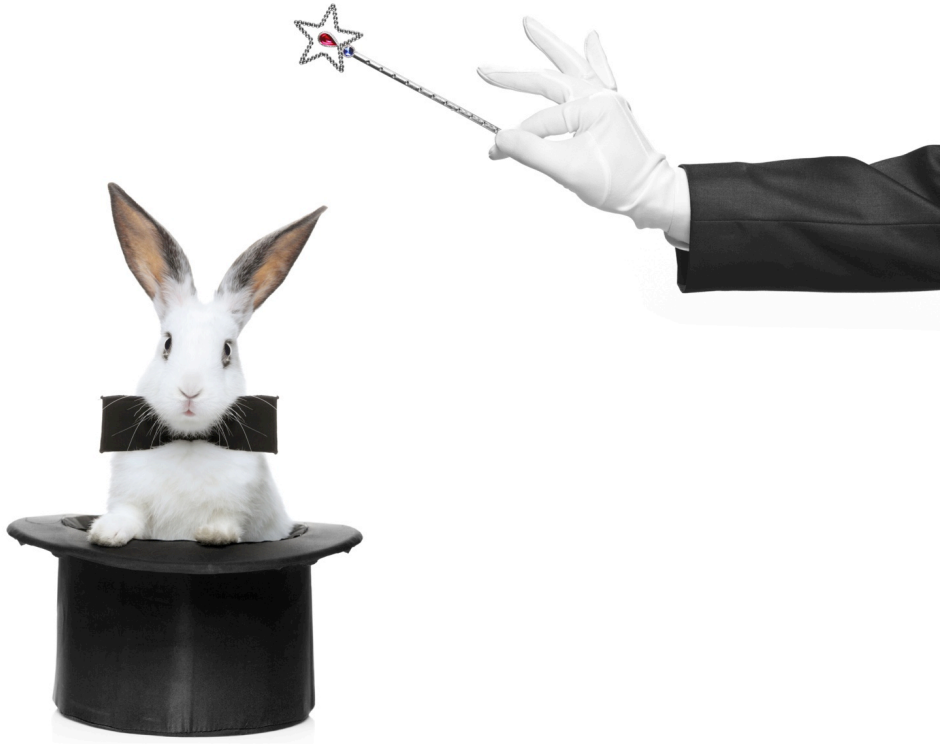
Value of Search Engine Traffic



Yes, You Can Compete with the Big Guys

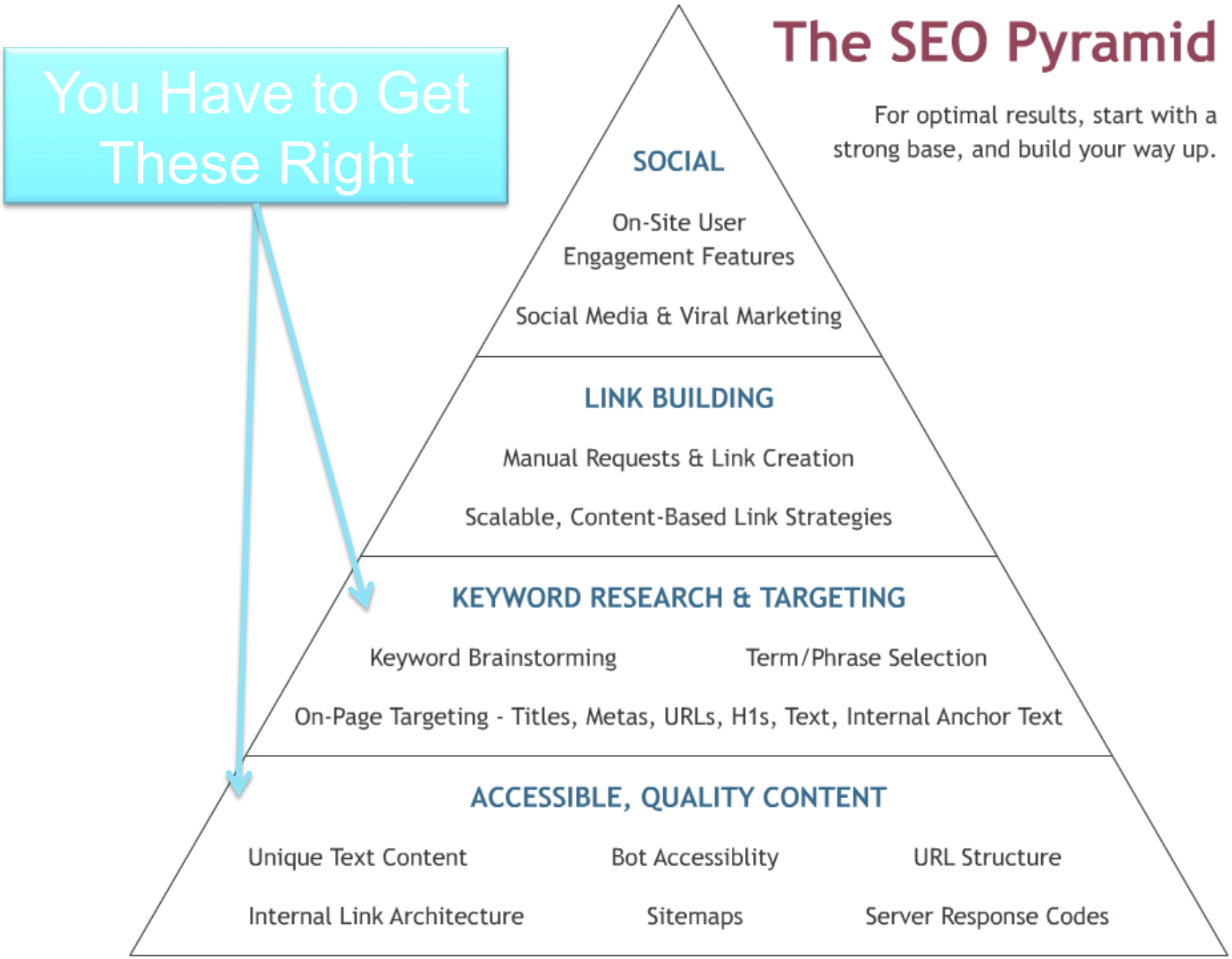


Good SEO is Easier than it Looks



The SEO Pyramid

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

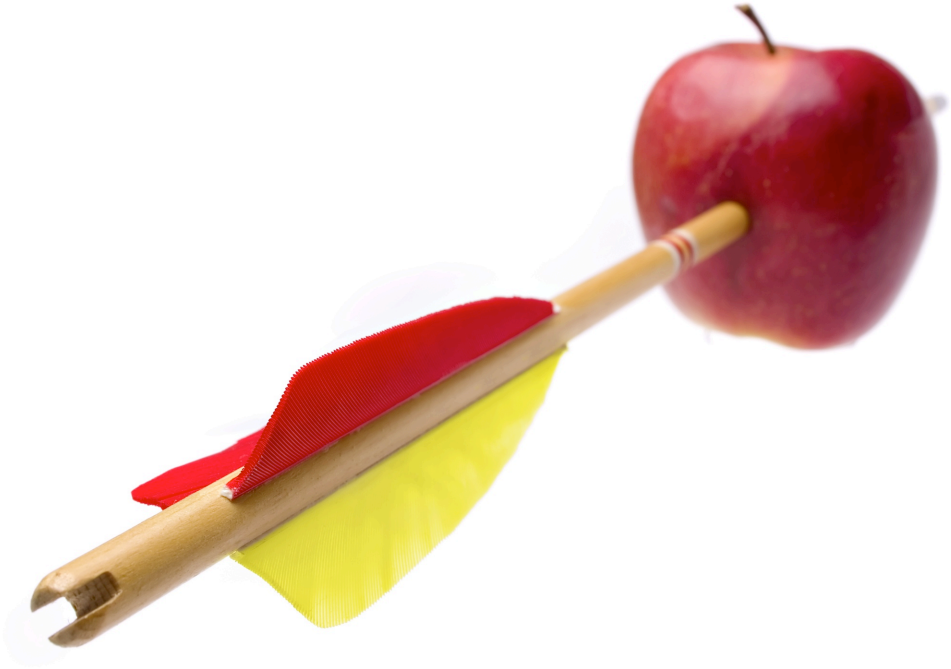

You Have to Get These Right
The SEO Pyramid
For optimal results, start with a strong base, and build your way up.
SOCIAL
On-Site User Engagement Features
Social Media & Viral Marketing
LINK BUILDING
Manual Requests & Link Creation
Scalable, Content-Based Link Strategies
KEYWORD RESEARCH & TARGETING
Keyword Brainstorming
Term/Phrase Selection
On-Page Targeting - Titles, Metas, URLs, H1s, Text, Internal Anchor Text
ACCESSIBLE, QUALITY CONTENT
Unique Text Content
Bot Accessiblity
URL Structure
Internal Link Architecture
Sitemaps
Server Response Codes

Before You Get These Right

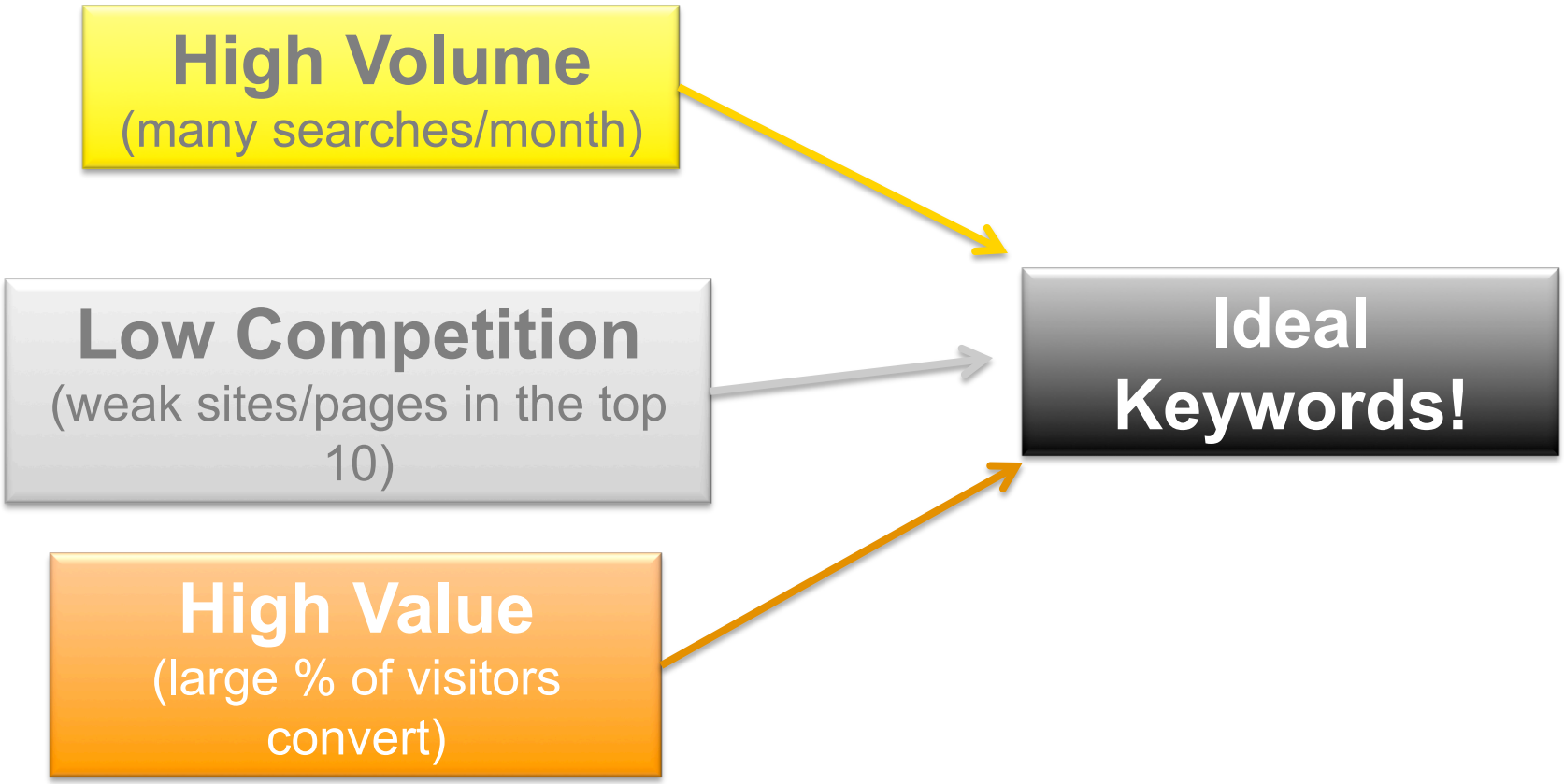
The SEO Pyramid

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

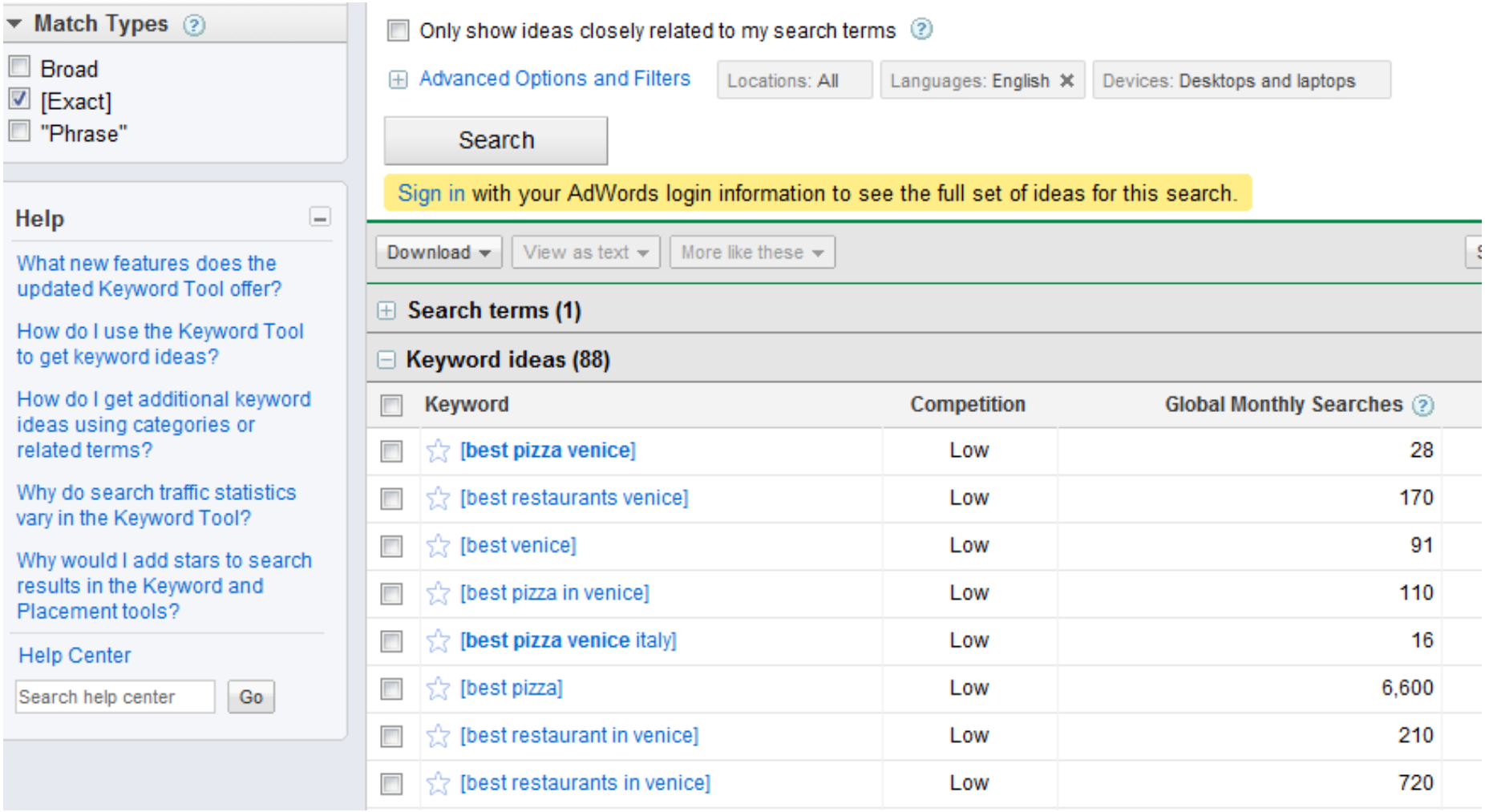
Keyword Research



A Simple Process for Choosing Good Keywords

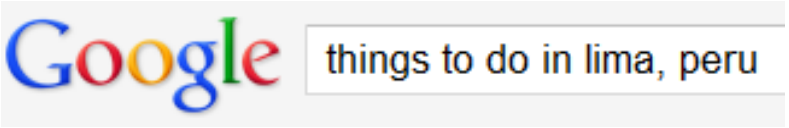


AdWords: The Best Choice (Most of the Time)



The AdWords Keyword Tool Can Be Found Here: https://**adwords**.google.com/select/Keyword**Tool**External

Analyzing the Top 10 to Determine Difficulty



Strong, popular sites w/ targeted titles + content

Things to Do in Lima - Lima Attractions - TripAdvisor
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 Insurance Included US Based & Lic BBB ...

Lima Things to Do - Travel - Yahoo
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 ...**
travel.yahoo.com › Travel Guides › South America › Peru +1
Lima, **Peru** vacations: Find the best **Lima**, **Peru** hotels, attractions, maps ...

Lima: 10 **Things to Do** — Introduction - TIME
www.time.com › Time.com › Travel › City Guides +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**
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**
gosouthamerica.about.com/od/per**lima**/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 ...
www.ontheroadtravel.com/travel.../**Peru**/**Lima**/...**Lima**/top-**things-to-d**... +1

Analyzing the Top 10 to Determine Difficulty

Google 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 bargin 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 IGLESIAby jose5217167282 views; Thumbnail 1:20. Add to. **Pisac Food ...**
More videos for **pisac market food** »

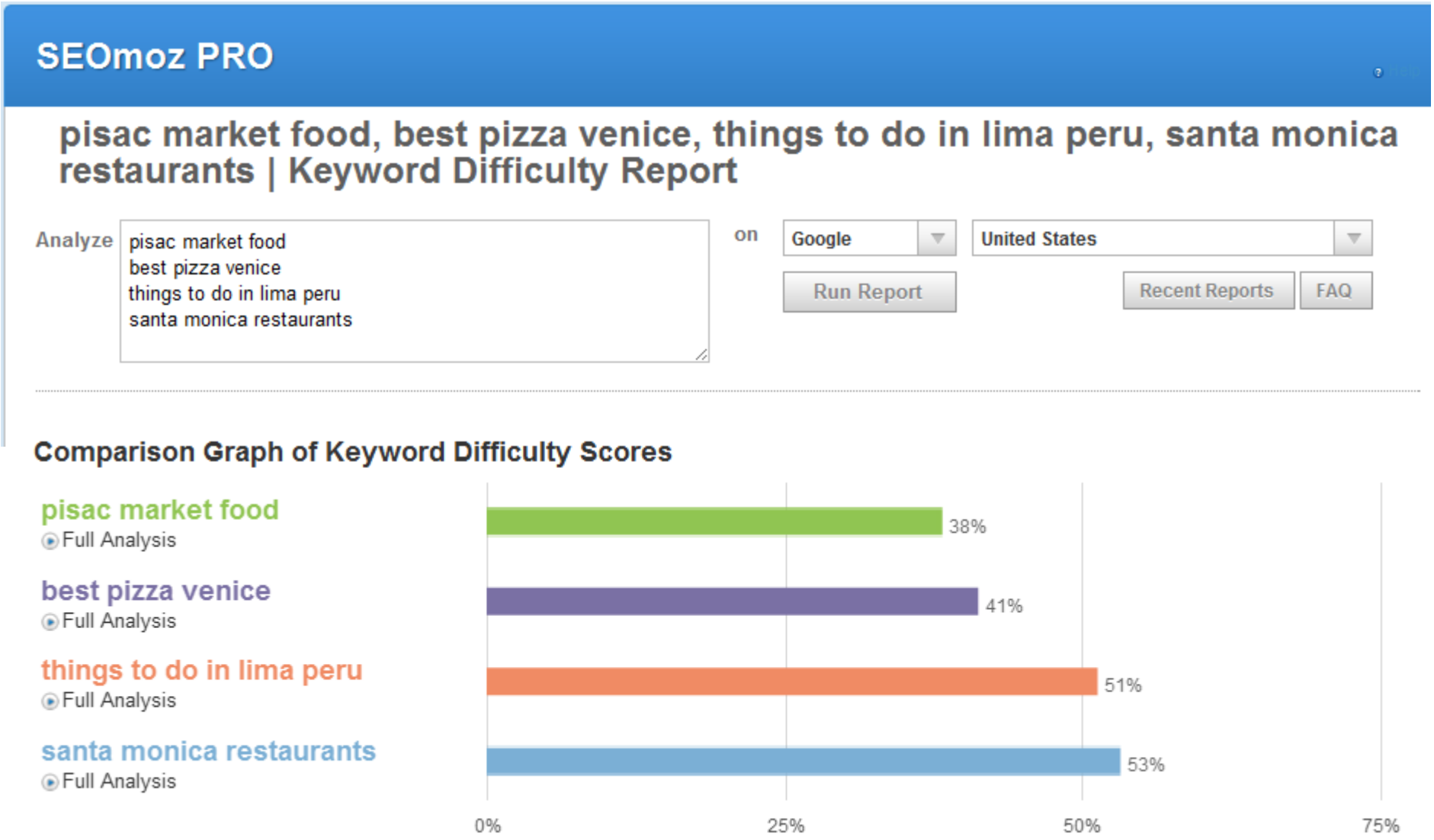
Pisac, Sacred Valley of the Incas, **Pisac**, Cusco, Peru
www.andeantravelweb.com › Home › Destination Guide › Cusco
Pisac Market and ruins (Sacred Valley), Peru **...** Pisac. Most people visit Pisac to see the market on Sunday, but there are smaller markets on both Tuesday and **...**

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



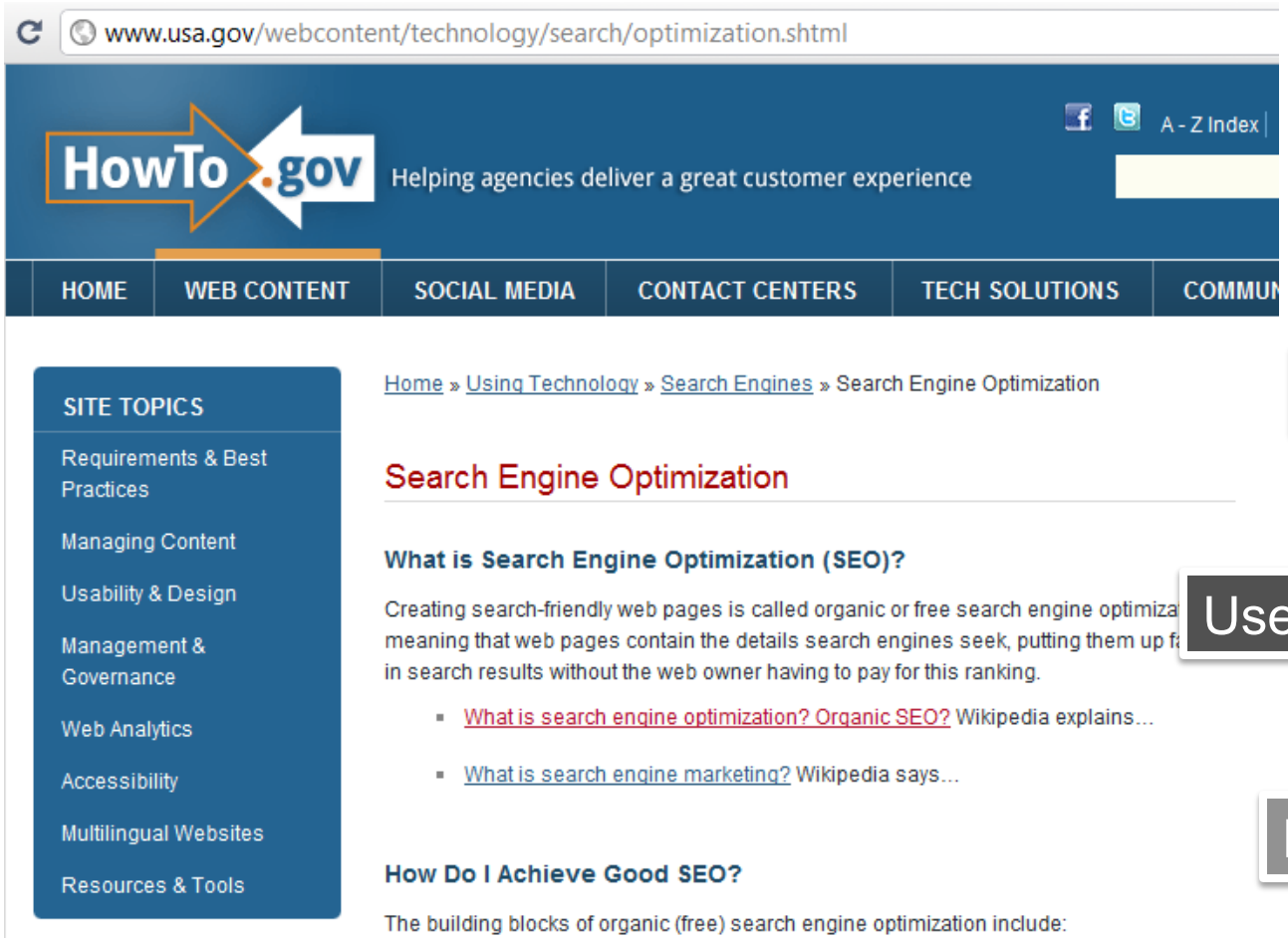
I use SEOmoz tool to drill down on difficulty: http://pro.seomoz.org/tools/keyword-difficulty/

Link Building

Why Links Matter to Search Engines

What You Say About Yourself. < What Others Say About You.

What Matters in a Link?



Editorially given

From a trusted source

Uses descriptive anchor text

Points to the right page

What Matters in a Link?

URL
(the link target)

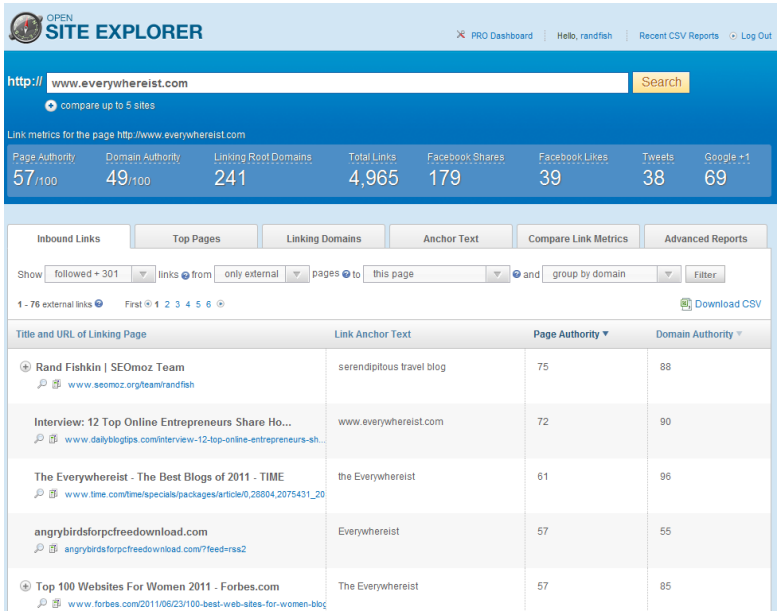
Rel="Nofollow"
(a tag that indicates search engines shouldn't trust/count this link)

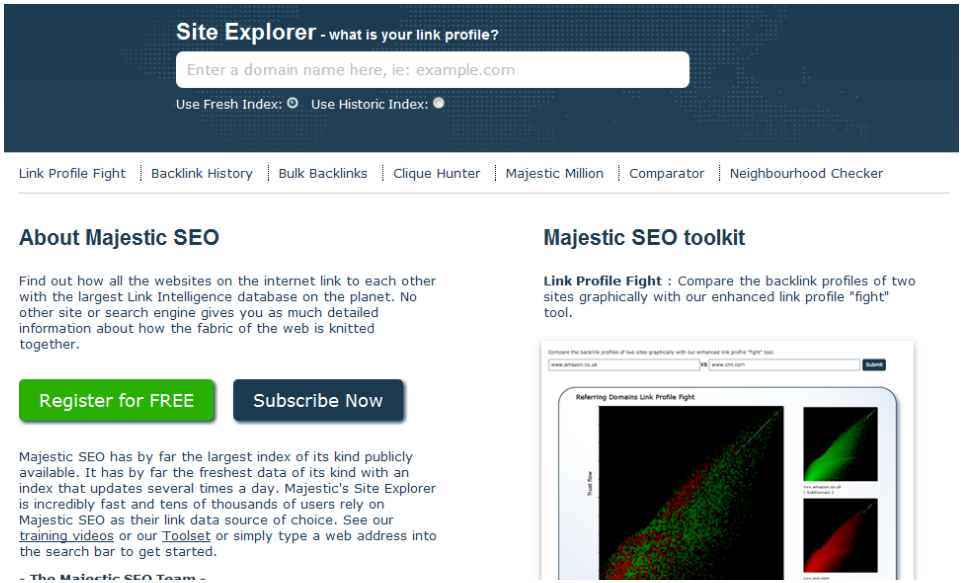
Marketing Resources Website is a great resource for those seeking to learn more about online marketing and search engine optimization.

Anchor text
(tells the engine what this link is about)

Surrounding Text
(may provide context on the link's relevance)

Manual Link Building





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

“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 Andrlik
Managed by: Charlie Moran

Find the blog you want

POWER150 | BLOG | ABOUT | FAQ | Submit your blog

Viewing 1 to 50 of 1186 Blogs

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

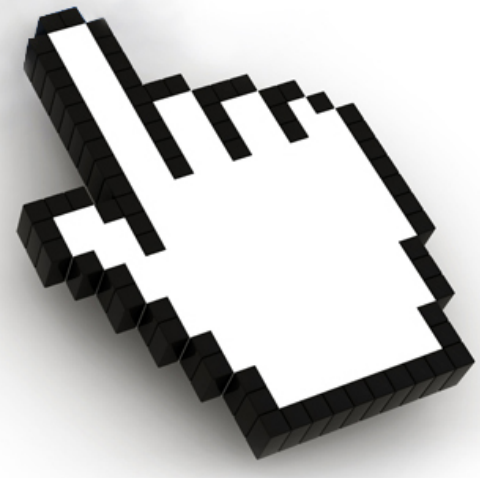
Many of these blogs will use the badge and link to the list, because it makes them look good!

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

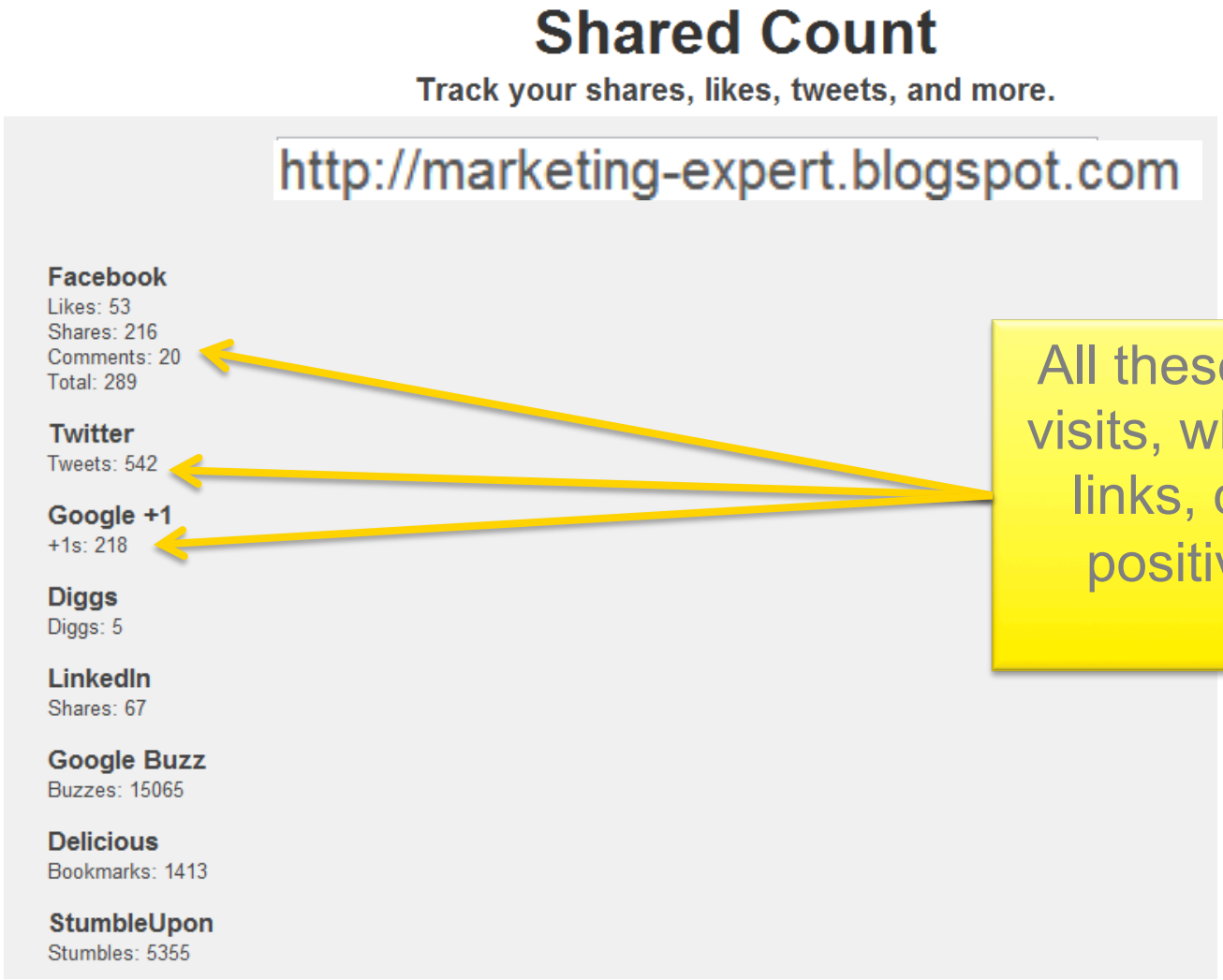
Link Building & Social Sharing Resources

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

Social Media & SEO



Indirect Impacts of Social on SEO



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

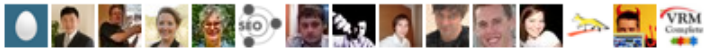
Get Social

@randfish
Rand Fishkin

This mz.cm/datadrivendesi... 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/datadrivendesi... (however you'd like)

25 Oct via web ☆ Favorite ↩ Reply 🗑 Delete

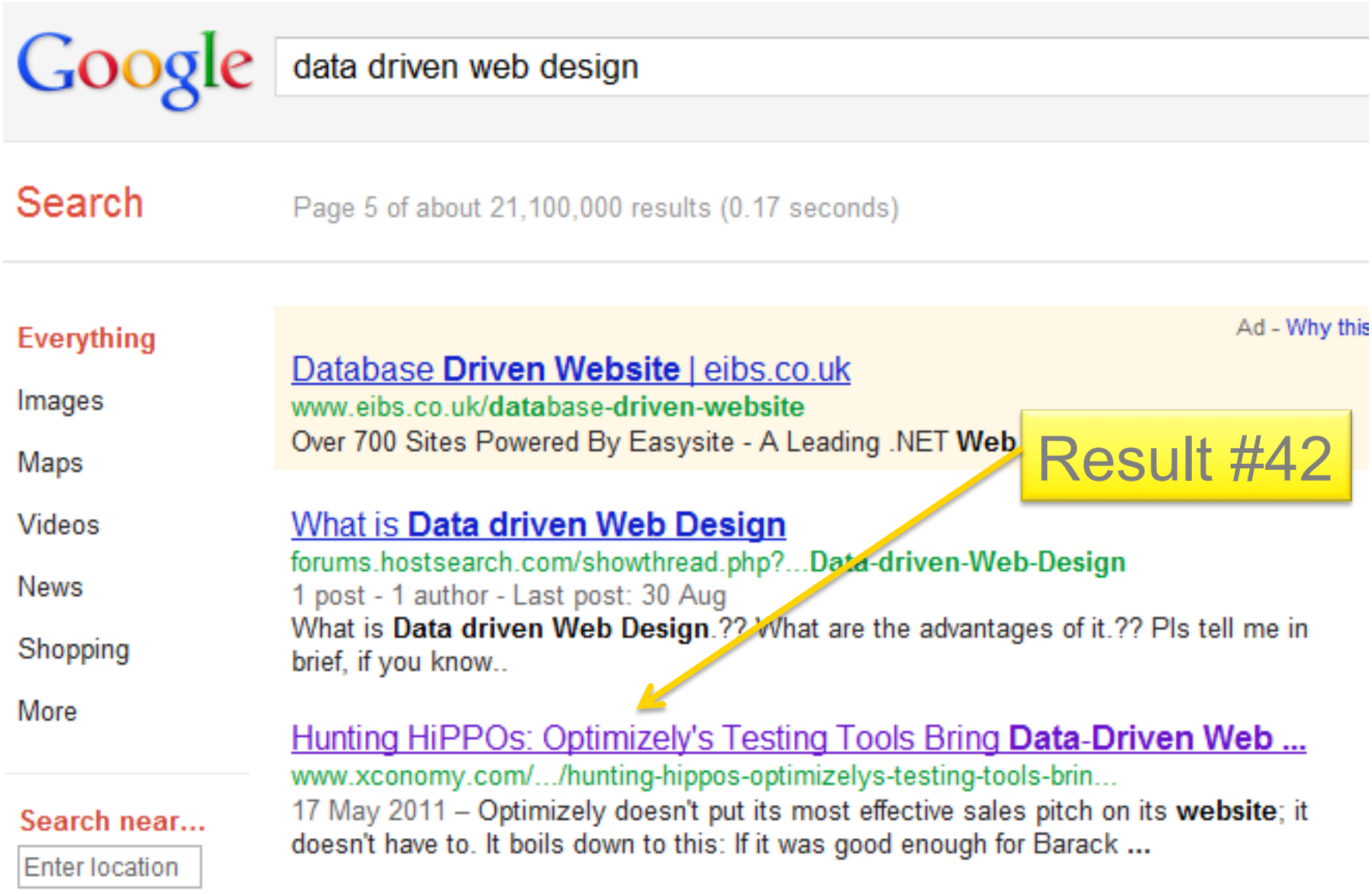
Retweeted by shivunpilwal and 88 others

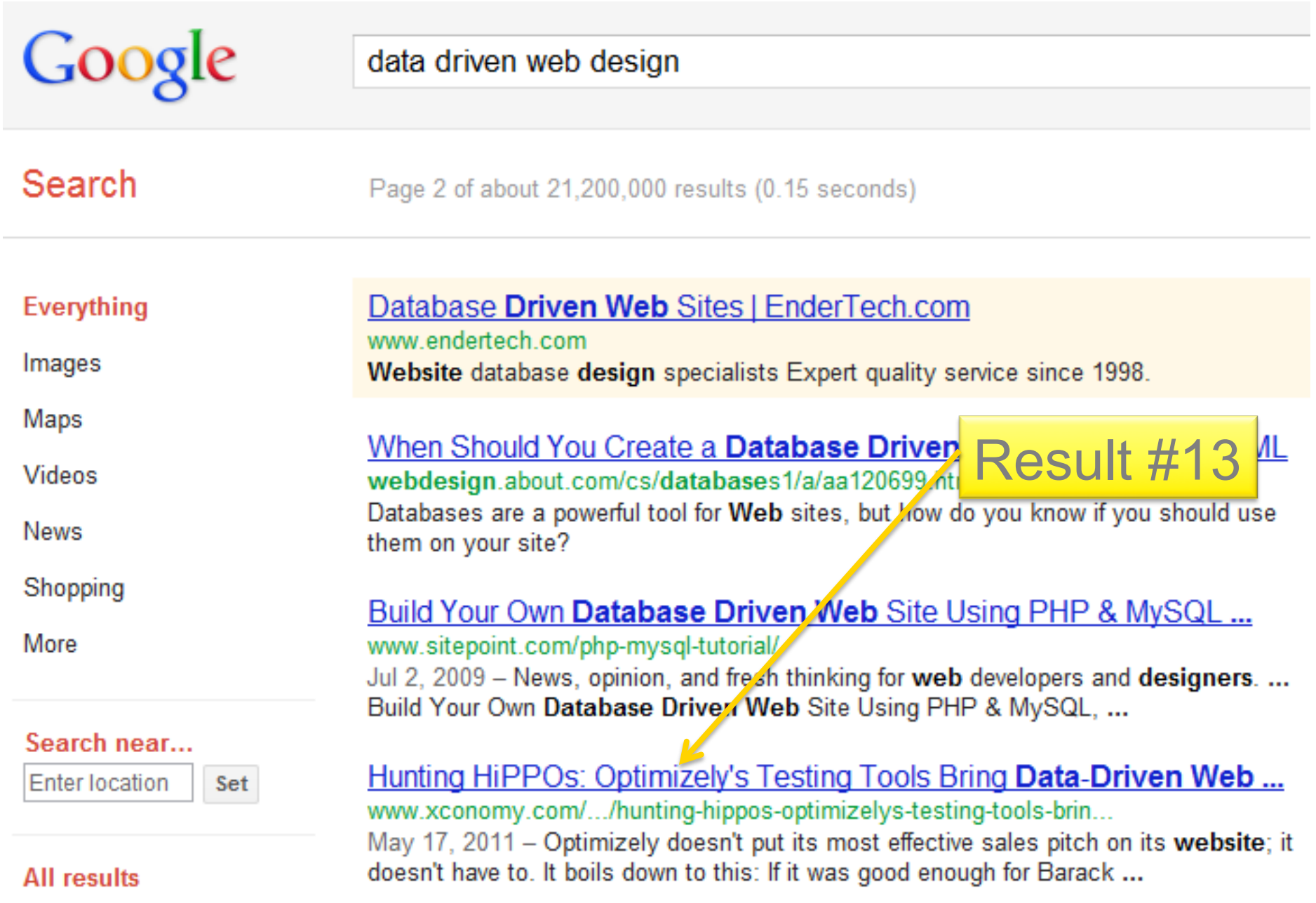
bit.ly/mbs13d Share Copy

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***

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

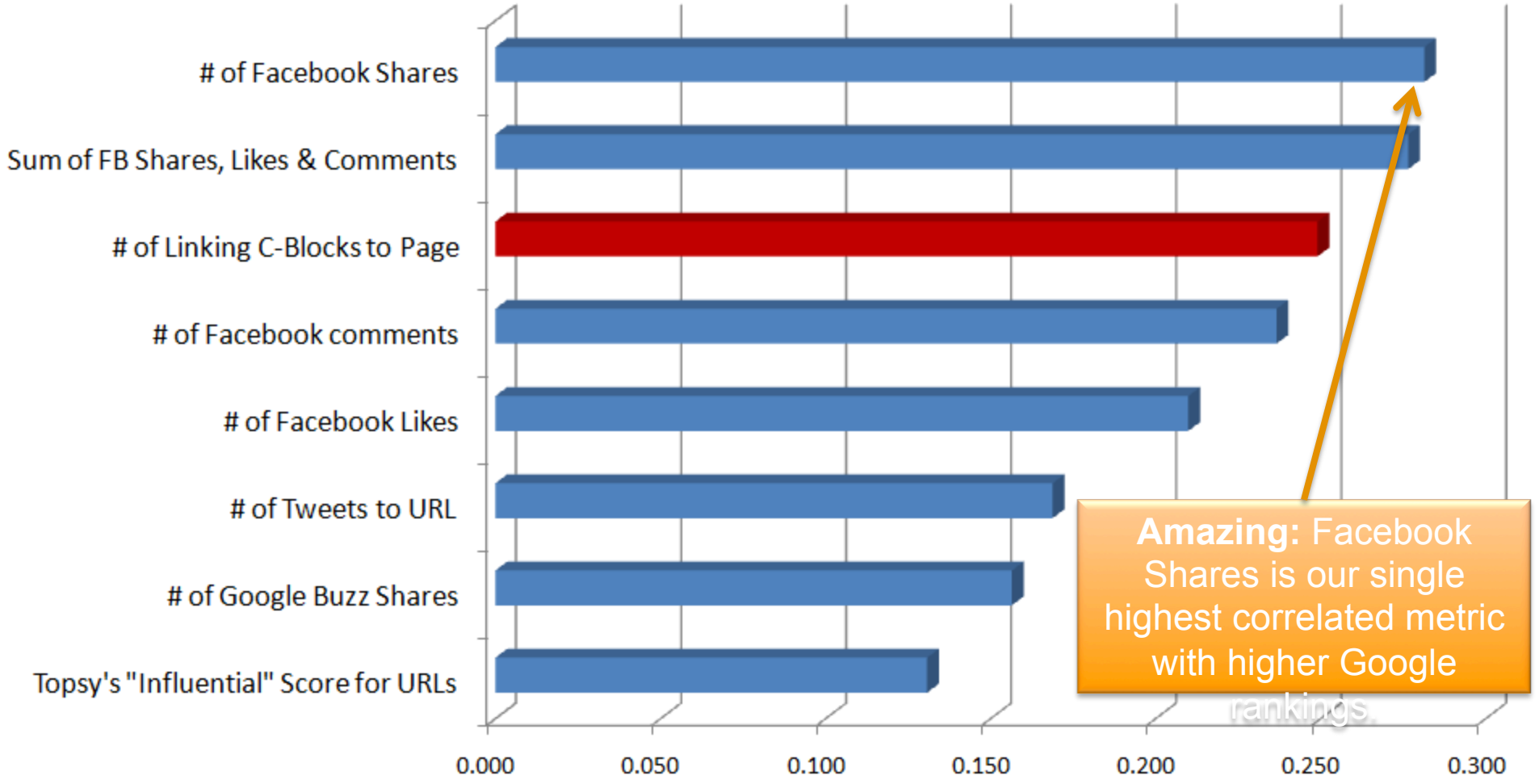

Google
data driven web design
Search
Page 5 of about 21,100,000 results (0.17 seconds)
Everything
Images
Maps
Videos
News
Shopping
More
Search near...
Enter location
Ad - Why this
Database Driven Website | eibs.co.uk
www.eibs.co.uk/database-driven-website
Over 700 Sites Powered By Easysite - A Leading .NET Web
Result #42
What is Data driven Web Design
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 ...
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 ...


Google
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

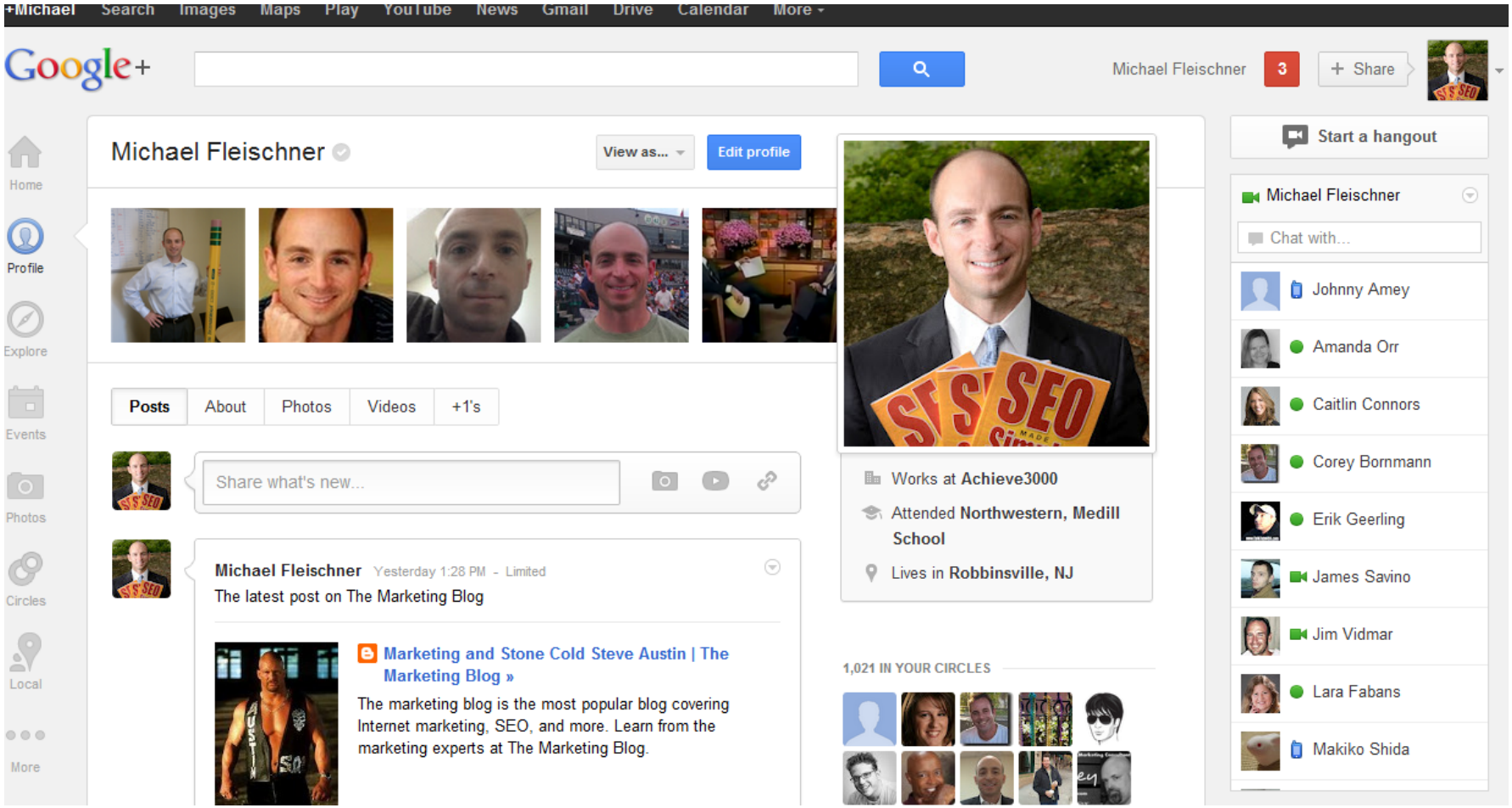
Correlation of Social Media-Based Factors

(data via Topsy API & Google Buzz API)

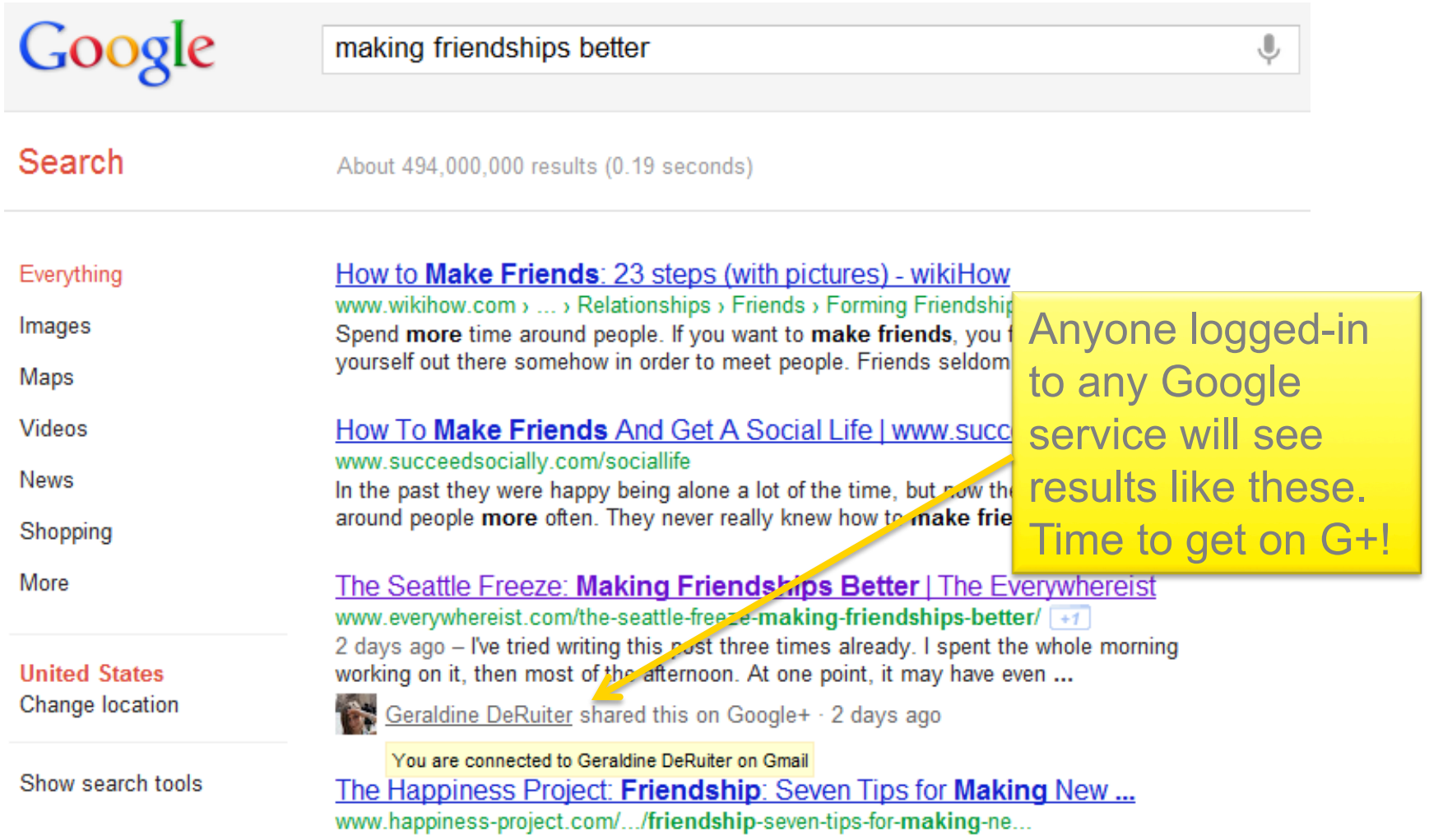


But correlation is not causation!

Google+


+Michael
Search
Images
Maps
Play
YouTube
News
Gmail
Drive
Calendar
More
Google+
Michael Fleischner
3
+ Share
Michael Fleischner
View as...
Edit profile
Home
Profile
Explore
Events
Photos
Circles
Local
More
Posts
About
Photos
Videos
+1's
Share what's new...
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
Start a hangout
Michael Fleischner
Chat with...
Johnny Amey
Amanda Orr
Caitlin Connors
Corey Bornmann
Erik Geerling
James Savino
Jim Vidmar
Lara Fabans
Makiko Shida

Google+



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

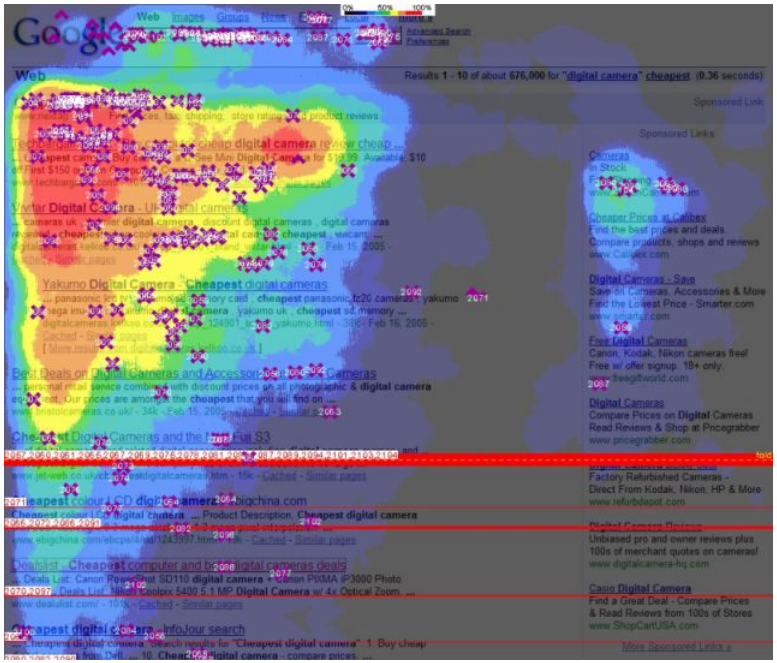
Think Local

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

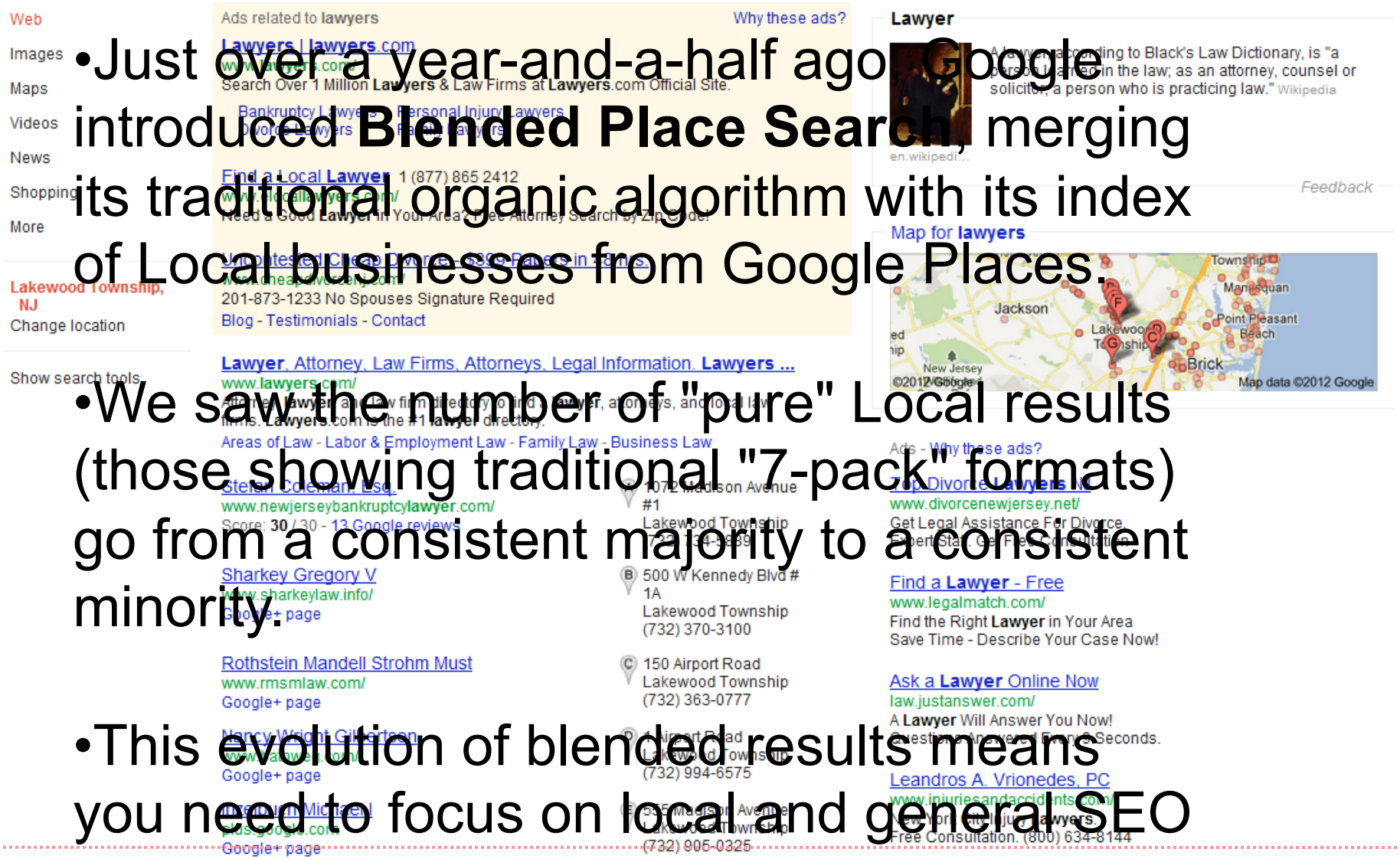
•82% of consumers who perform local searches take these actions:

-Contact the business
-Visit location
-Make purchases

•Social media having more of an impact

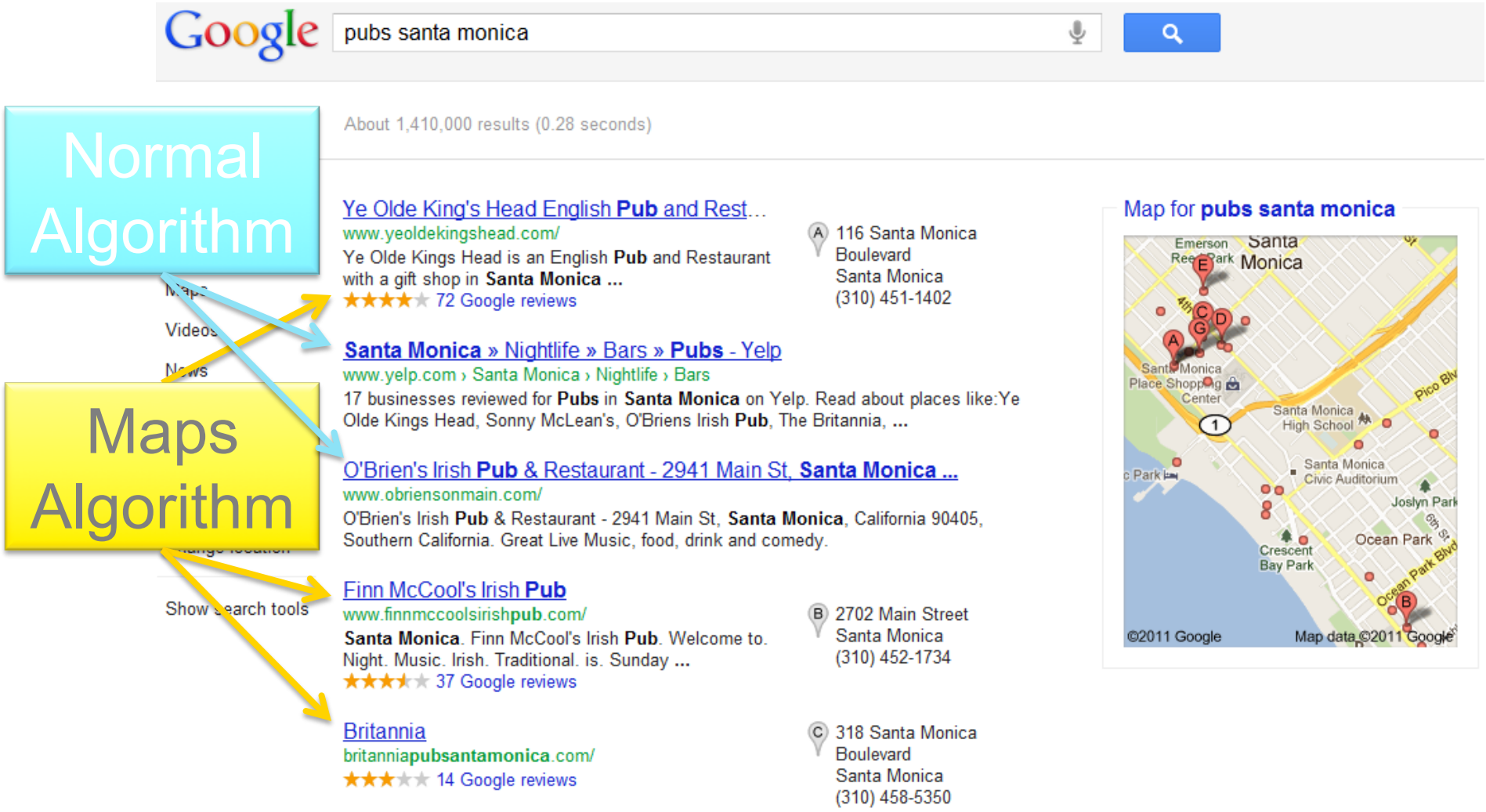


Changes in Local



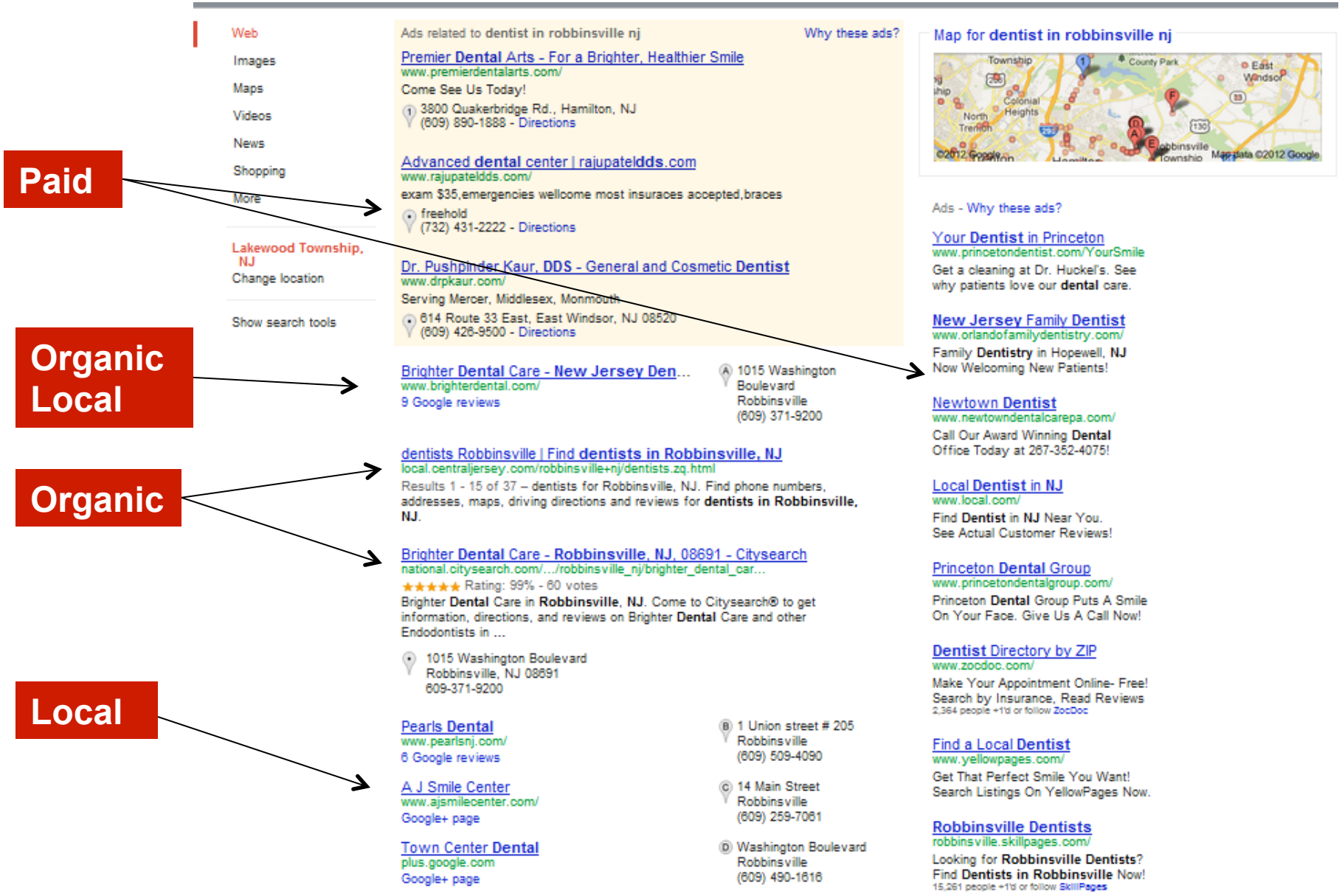
- Just over a year-and-a-half ago, Google introduced **Blended Place Search**, merging its traditional organic algorithm with its index of Local businesses from Google Places.
- We saw the number of "pure" Local results (those showing traditional "7-pack" formats) go from a consistent majority to a consistent minority.
- This evolution of blended results means you need to focus on local and general SEO

What About Local/Maps SEO?

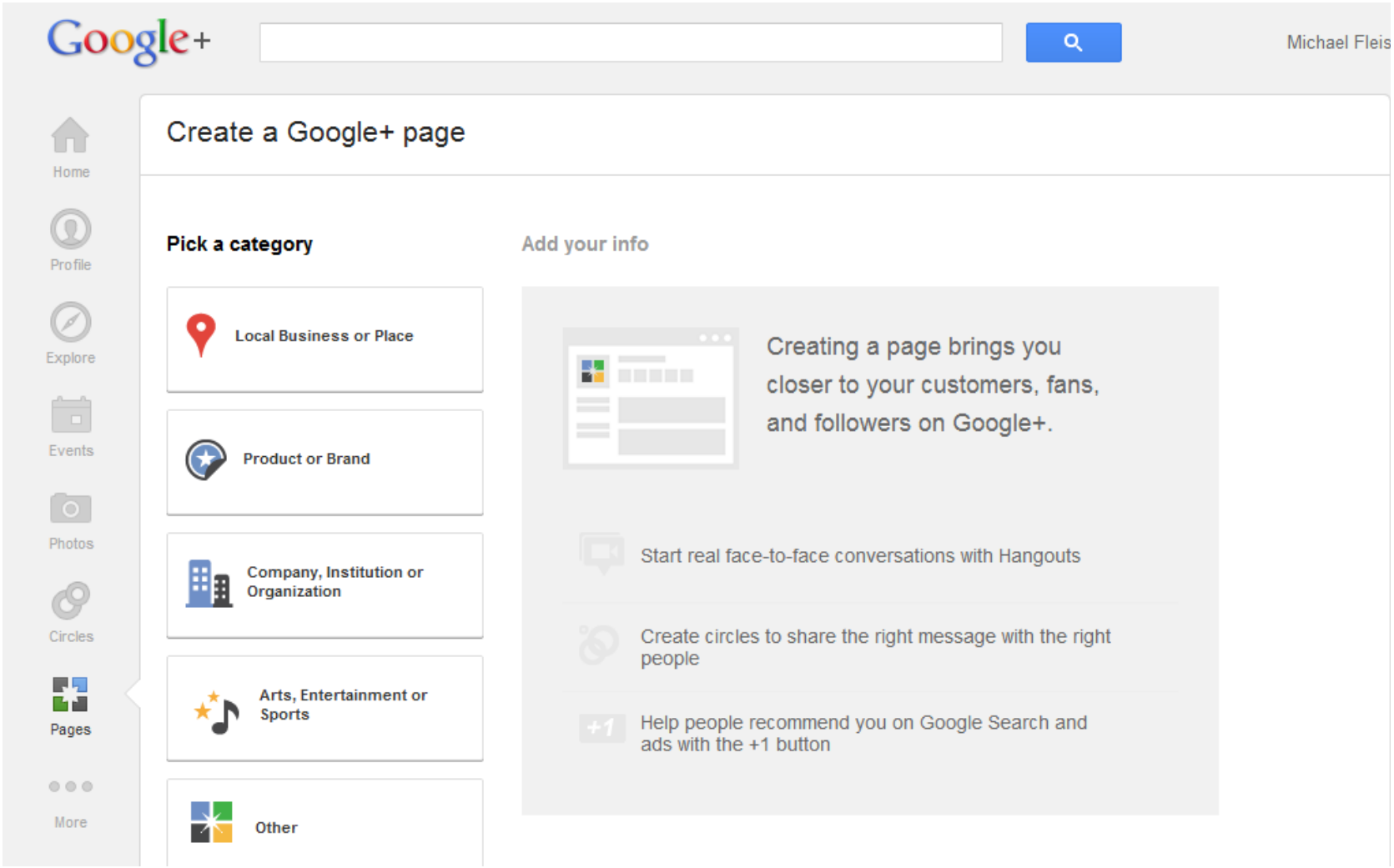


http://www.davidmihm.com/local-search-ranking-factors.shtml

Local SOUP!? "Dentist in robbinsville nj"

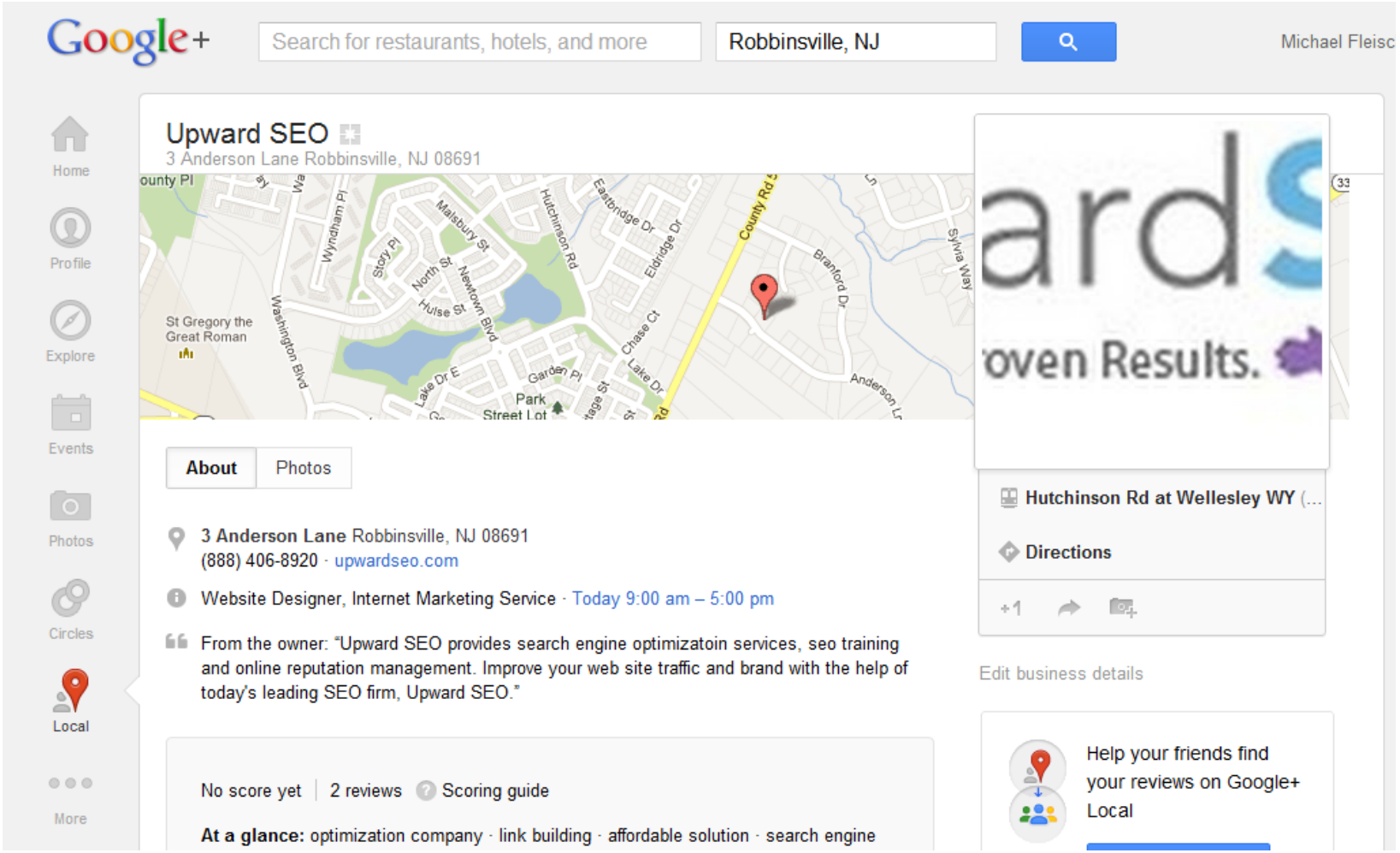


Google Places + Profile



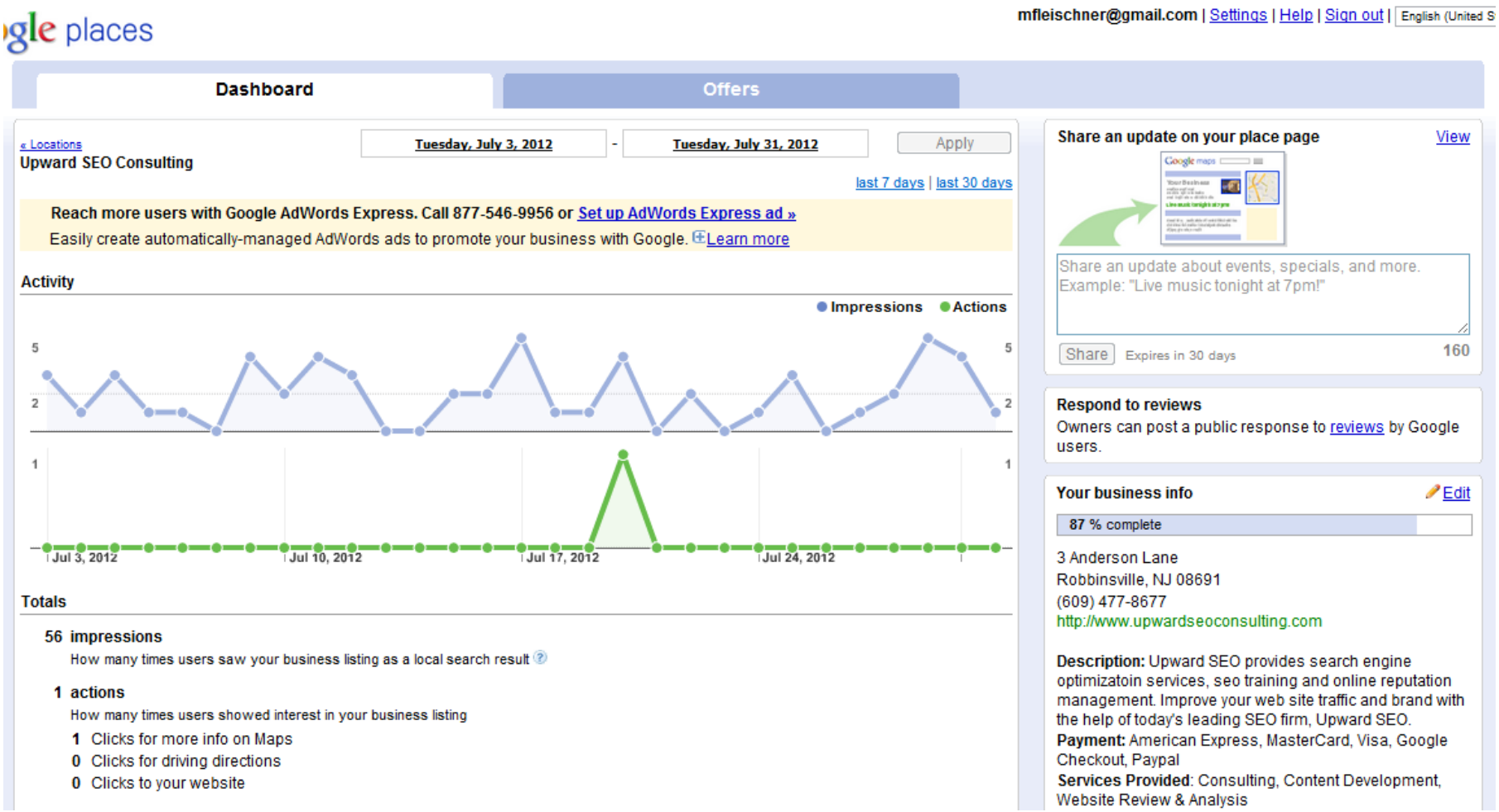
http://www.google.com/places/

Google Places + Profile



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

Google Places Dashboard



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.

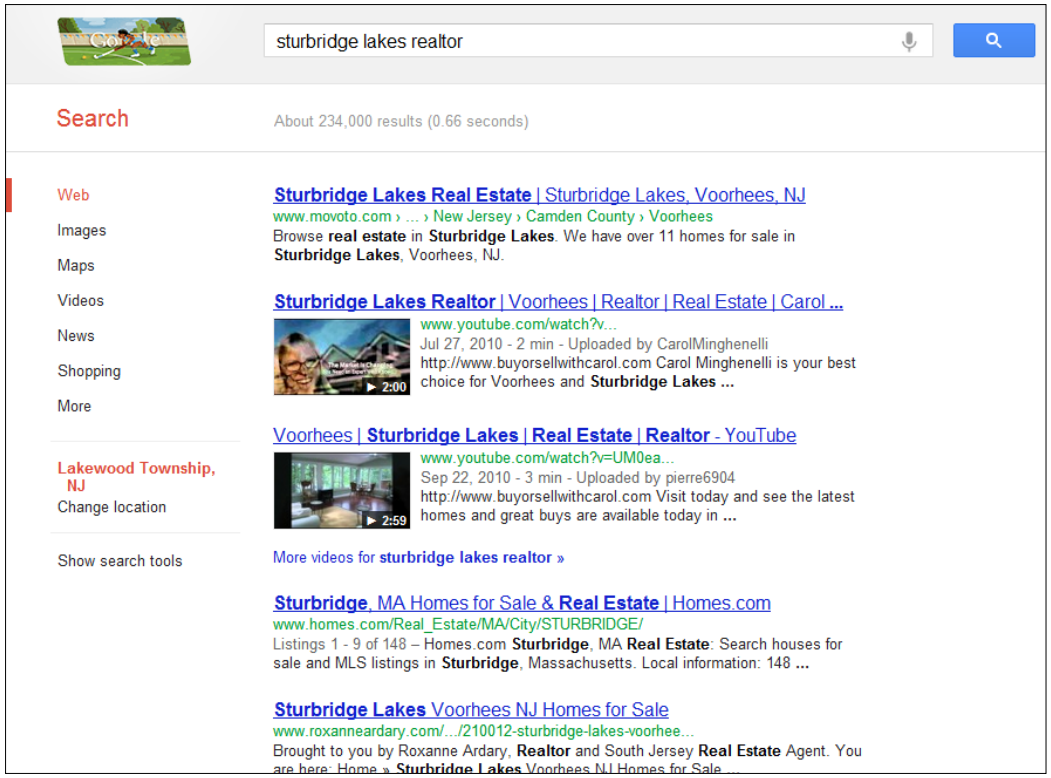
http://bizible.com/local-search-ranking-factors/google-places-optimization

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)



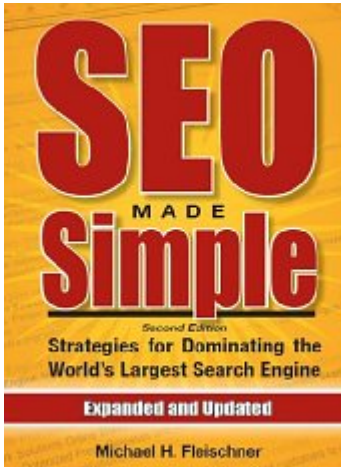
Local + National SEO Tips

- **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
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?

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