

What is SEO? And Why it Matters

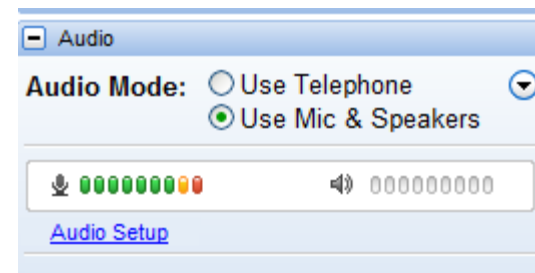
Listrak's Email Marketing Best Practices Webinar Series: July 15, 2009
Visit www.listrak.com/resources.asp to view other webinars on demand after today's presentation.



Before we get started...

Audio

- Select “Use Mic & Speakers” for VOIP or
- “Use Telephone” to get the dial in number and access code



Questions

- Use the Question and Answer panel on the right

Additional Info

- This webinar is being recorded – it will be posted in our online resource center in 3 business days along with a PDF of the slides
- If you opted-in to Listrak’s mailing list, you’ll receive an email with a link to the information
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LL Bean

Phoenix Contact

Agweb.com

Sire Advertising

Today's Presenter

Rebecca Lieb
Vice President, Econsultancy
212 586 7635
rebecca@econsultancy.com
www.econsultancy.com
Twitter - [@lieblink](https://twitter.com/lieblink)



Why Search Matters & How to Get Started

Rebecca Lieb



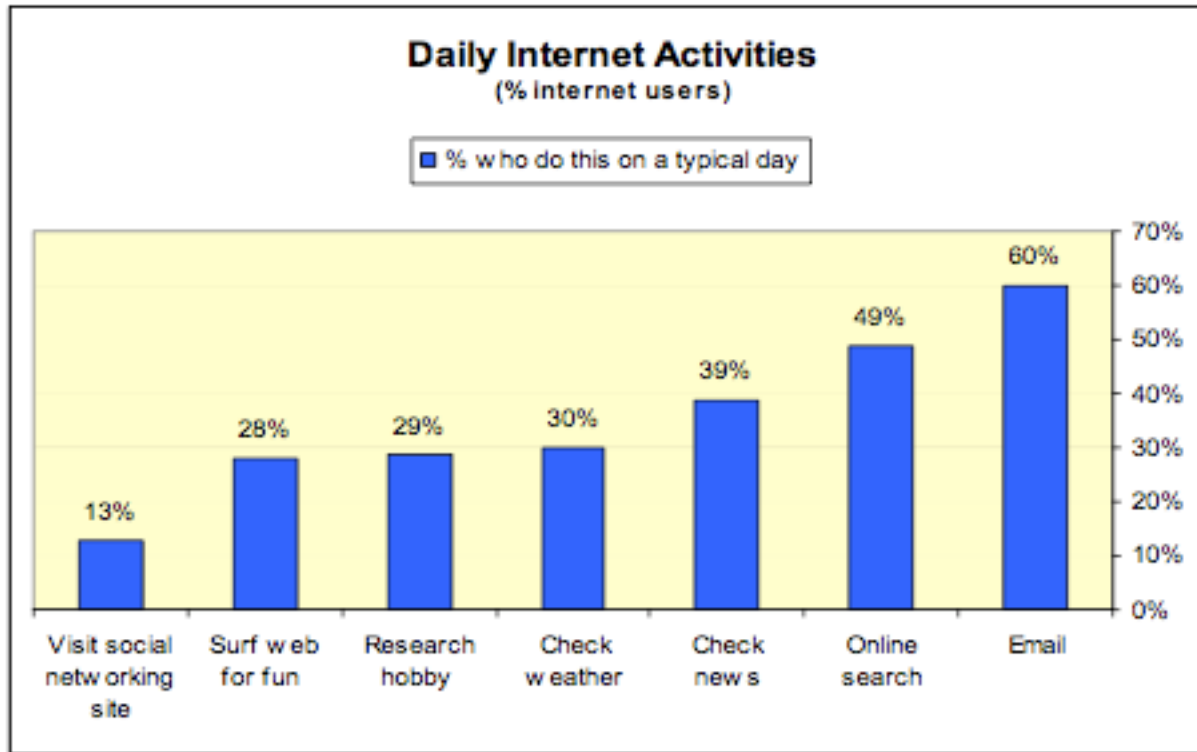
Why Does Search Matter?

#2 online activity (after e-mail)

everyone searches

Daily Search Usage

Pew - Aug. 2008



The Third Browser

- Everyone uses search engines
 - More use them than any single browser
- Search engines see Web sites differently than humans do.
 - Design for them, and you help humans using the “third browser” (search engines) to find you
 - Ignore them and miss out on visitors

Share Of U.S. Searches

comScore Core Search Report* April 2009 vs. March 2009 Total U.S. – Home/Work/University Locations Source: comScore qSearch			
Core Search Entity	Share of Searches (%)		
	Mar-09	Apr-09	Point Change Apr-09 vs. Mar-09
<i>Total Core Search</i>	<i>100.0</i>	<i>100.0</i>	<i>N/A</i>
Google Sites	63.7	64.2	0.5
Yahoo! Sites	20.5	20.4	-0.1
Microsoft Sites	8.3	8.2	-0.1
Ask Network	3.8	3.8	0.0
AOL LLC	3.7	3.4	-0.3

Google Traffic By Industry

U.S. Category Upstream Traffic from Search Engines and Google - May 2008				
Category	Percent of Category Traffic from Search Engines, May-08	Percentage Change in Share of Traffic From, Search Engines, May-08 - May-07	Percent of Category Traffic from Google, May-08	Percent Change in Share of Traffic From Google, May-08 - May-07
Health and Medical	45.76%	3%	30.86%	5%
Travel	34.81%	11%	24.26%	21%
Shopping and Classifieds	25.48%	2%	16.84%	8%
News and Media	21.70%	7%	14.53%	10%
Entertainment	24.33%	17%	15.76%	22%
Business and Finance	18.15%	14%	11.73%	22%
Sports	13.09%	17%	8.81%	24%
Online Video*	29.94%	37%	20.78%	52%
Social Networking*	16.50%	18%	9.98%	21%
All figures are based on U.S. data from the Hitwise sample of 10 million Internet users. * denotes custom category				
Source: Hitwise				

Getting Started

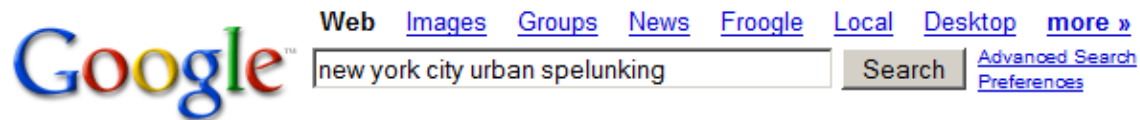
- **Organic** - there are *many* ways to be listed
 - it's not just being #1 on Google for a particular term
 - **web search** versus **vertical search**
 - **free** versus **paid**
- **Search Engine PR** = influencing free listings
 - what you can and should do to improve
- **Search Advertising** = buying paid listings
 - overview on purchasing these
- **Search Marketing** = PR + Advertising
 - get in front of someone who expresses an active desire

Search Providers

- there are lots of search sites, but...
- you don't need to submit to all of them

four major providers cover
virtually the entire market.

Google: Free Listings



Web

Results 1 - 10 of about 29,800 for [new york city urban spelunking](#). (0.17 seconds)

[Infiltration: Ben Hines Interview](#)

However, I bet the oldest steam tunnels would be under **New York City**. NYC has an amazing underground ... I hope to go **urban spelunking** there someday. ...

www.infiltration.org/utility-benhines.html - 18k - [Cached](#) - [Similar pages](#)

[Infiltration: Infilspk Dictionary](#)

... or thousands of people who live in the tunnels under **New York City**, ...
spelunking <from caver jargon> n.v. exploring caves, whether natural or manmade ...

www.infiltration.org/resources-infilspk.html - 19k - [Cached](#) - [Similar pages](#)

[The Big Apple: Creepers & Infiltrators \(**urban** explorers\)](#)

... quotations, and evidence on the true origins of a **New York City** nickname, ...

The **spelunking** doyenne of the **New York urban** exploration scene, ...

www.barrypopik.com/article/744/creepers-infiltrators-urban-explorers - 7k - [Cached](#) - [Similar pages](#)

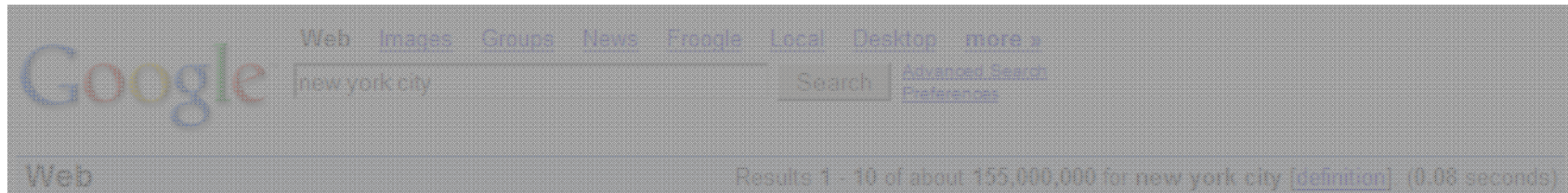
[SUBCULTURE / Going underground / **Urban** explorer documents the ...](#)

The **spelunking** doyenne of the **New York urban** exploration scene, ... Like other old cities, **New York** is an underground bonanza of architectural relics: the ...

sfgate.com/cgi-bin/article.cgi?f=/c/a/2005/03/06/LVGVPBI8MC1.DTL - 31k - [Cached](#) - [Similar pages](#)

- Also called **editorial**, **natural** or **organic** listings

Google: Paid Listings



[New York City Breaks](#)

www.bestatnewyorkcitybreaks.co.uk

Specialists in discount **city** breaks and hotel rooms in **New York City**

[Coming to New York City?](#)

www.Lets-Do-NewYorkCity.com

Speak with a personal concierge and create a customized tour package.

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[New York Hotels](#)

Manhattan Hotels from £16 pp.
4 Star Midtown Hotels from £38 pp
www.midashotels.com

[New York City .com Hotels](#)

Save more on hotels with NYC.com
All Hotel & Broadway 888-VISIT-NY
www.newyorkcity.com

[New York City Vacation](#)

Save money on hotels, sightseeing
Broadway shows, dining & more
www.nycvp.com

[New York City](#)

Visiting **New York City**?
Compare Hotel Prices & Reviews
www.TripAdvisor.com

[NYCtourist.com - Official Guide to New York City Hotels & Tourism](#)

The official website for New York City including New York City hotels, hotel reservations and NYC tourism.

www.nyctourist.com/ - 52k - 27 Jul 2005 - [Cached](#) - [Similar pages](#)

[New York City Guide - Recommendations and Reviews by Citysearch](#)

Your comprehensive guide to New York. New York restaurants, bars, night clubs, hotels, shops, spas, events, attractions, yellow page listings and more.

newyork.citysearch.com/ - 91k - 27 Jul 2005 - [Cached](#) - [Similar pages](#)

[NY.com, The Paperless Guide to New York City](#)

NY.com: visit New York City from anywhere with your paperless guide to the city that never sleeps.

www.ny.com/ - 11k - [Cached](#) - [Similar pages](#)

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new york hotels Search Advanced Search Preferences


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[Hotels New York](#) Sponsored Links
Hotels.com We guarantee the lowest prices On over 180 Hotels in New York

[Just New York City Hotels](#) Sponsored Links
www.justnewyorkhotels.com 5 great advantages to book with us. Low price is just one of them.

[Book New York Hotels Now](#)
One Total Price, No Hidden Extras!
Honest Descriptions, Huge Savings.

Local results for [hotels](#) near [New York, NY](#)

 [Millenium Hilton](#) - 0.2 miles SW - 55 Church St, New York, 10007 - (212) 693-2001
[Red Roof Inns](#) - 2.5 miles NE - 6 W 32nd St, New York, 10001 - (212) 643-7100
[Sheraton New York Hotel & Towers](#) - 3.6 miles N - 811 7th Ave, New York, 10019 - (212) 581-1000

[New York City hotels](#) - Book your [New York hotel](#) reservations with ...
New York City hotels - Of all the New York City hotels, Hotel Pennsylvania is the World's Most Popular of the New York hotels. Book your New York hotel ...
www.hotelpenn.com/ - 27k - [Cached](#) - [Similar pages](#)

[Hyatt.com | New York hotels in Midtown | Grand Hyatt New York hotel](#)
Experience the best location of all New York hotels.
grandnewyork.hyatt.com/property/index.jhtml - 40k - [Cached](#) - [Similar pages](#)

[New York City.com : The Authentic Guide to New York City, New York ...](#)
New York City.com: Save more with the authentic New York City site. Book New York hotels, buy Broadway show tickets, New York real estate, reserve New York ...
www.nyc.com/ - 36k - 27 Jul 2005 - [Cached](#) - [Similar pages](#)

[New York Hotels](#)
Find a low cost hotel bargain.
Create your perfect trip!
www.expedia.co.uk

[Crowne Plaza New York](#)
Online Specials & Low Rates! No Booking Fee. Reserve a Room Today
www.crowneplaza.com

[New York Hotels](#)
Book New York Hotels Online
Instant Confirmation, Great Rates.
www.alpharooms.com

[New York Hotels](#)
Over 60 hotels in New York
from 3 star to 5 star.

Google: Local Listings

Google Local BETA

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Local

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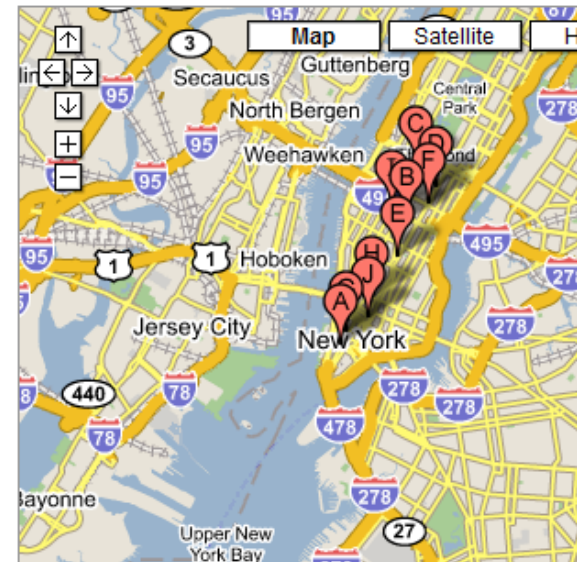
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Local Search within: 1 mile - 5 miles - 15 miles

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[www.priceline.com](#)

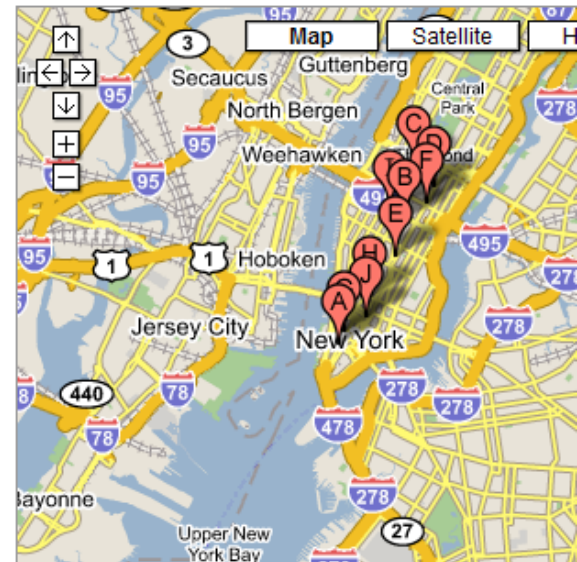
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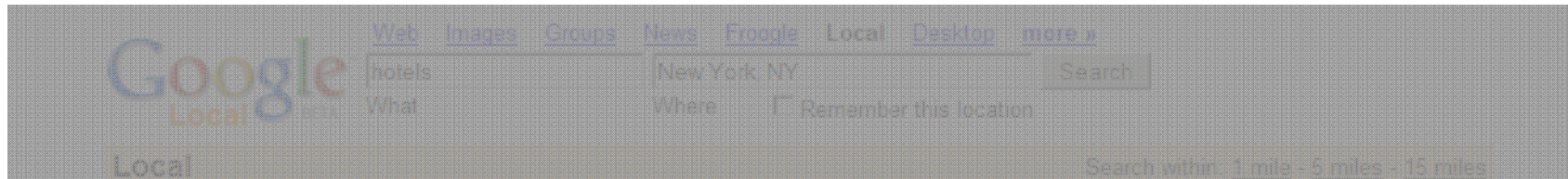
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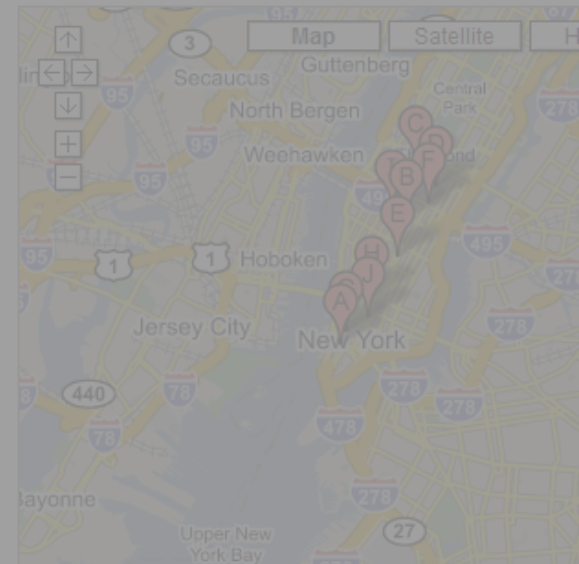
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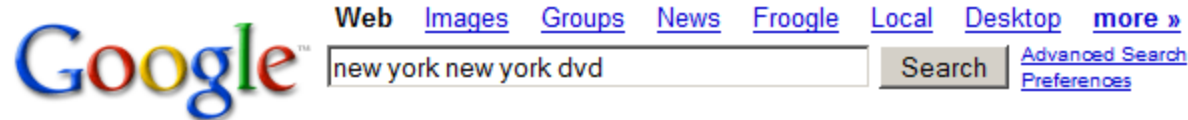
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Who's #1?



Web

Results 1 - 10 of about 29,800,000 for [new york new york dvd](#). (0.32 seconds)

[News results for new york new york dvd](#) - [View today's top stories](#)



[New on DVD](#) - [USA Today](#) - 15 hours ago
[Madonna 'Hung Up' on new single](#) - [Reuters](#) - 27 Jul 2005
[New DVD's](#) - [New York Times](#) - 26 Jul 2005

[Local results for dvd near New York, NY](#)



[DVD & Assoc Inc](#) - 3.8 miles N - 130 W 57th St, New York, 10019 - (212) 757-9523
[DVD Asia](#) - 0.6 miles NE - 157B Hester St, New York, 10013 - (212) 219-3888 and
[DVD Express](#) - 2.2 miles N - 515 W 20th St, New York, 10011 - (212) 647-8920

[Cached](#) - [Similar pages](#)

[[More results from www.amazon.com](#)]

[Digital Cameras, Camcorders, TV's, Home Theater, DVD Players ...](#)

Offering photographic and consumer electronics, including **new** and used equipment.
[www.bhphotovideo.com/](#) - 63k - 27 Jul 2005 - [Cached](#) - [Similar pages](#)

[MGM Movie Database: Autumn In New York](#)

Synopsis of Autumn In **New York** starring Winona Ryder, Richard Gere,. Includes cast and crew info and ... Click here to view Autumn In **New York DVD** Box Art ...
[www.mgm.com/title_title.do?title_star=AUTUMNNY](#) - 49k - [Cached](#) - [Similar pages](#)

Sponsored Links

[New York New York Dvd](#)
[New York New York Dvd](#)
Musics and more at Smarter.com
[www.smarter.com](#)

What To Do?

- being #1 is changing and will continue to do so
- vertical results begin to show up by default

What's Vertical Search?

Why Use It?



- horizontal spectrum of many interests = general web search
- vertical search focuses database around a particular type of content and interest

Start with the Basics: Web Search

- focus on web search (free and paid) is a good starting point
 - so, let's talk web search & free listings....

Search Engine PR

- major search engines all have **free listings** that come from “crawling” the web
- **search engine PR** is about influencing these free listings
- this is perfectly OK, like trying for good PR for your company, but...

Appropriate PR

- While your efforts *may* help improve your free listings, there are *no* guarantees
 - Go too far and no one will “listen” to you
- Want guarantees? Buy an ad.
- Search engines can and will list what they want
- Don't depend on free listings, but don't ignore them, either. Do a mix.
- As with any PR, know your message

What's Your Message?

- List top 10 phrases for your entire site
- Each phrase is at least 2 words
 - "shoes" is part of "running shoes"
- In a hurry? Go with your gut
- Got time? Do research...

Research from Yahoo & Google

Searches done in June 2006	
Count	Search Term
616197	shoes
276153	new balance shoes
111746	shoes store
92420	womens shoes
79308	jordan shoes
67404	nike shoes
49962	shoes repair
44199	man shoes
42994	puma shoes
32618	aldo shoes
32278	merrell shoes
30757	bakers shoes
27857	wholesale shoes
27434	running shoes
27258	sexy shoes

<u>Keywords</u>	<u>Search Volume</u>
dress shoes	
ladies shoes	
shoe	
shoes	
shoes women	
walking shoes	
wide shoes	
women's shoes	
womens shoes	
basketball shoes	
black shoes	
chaussures	
clarks shoes	
converse shoes	

Search Terms Research Tools

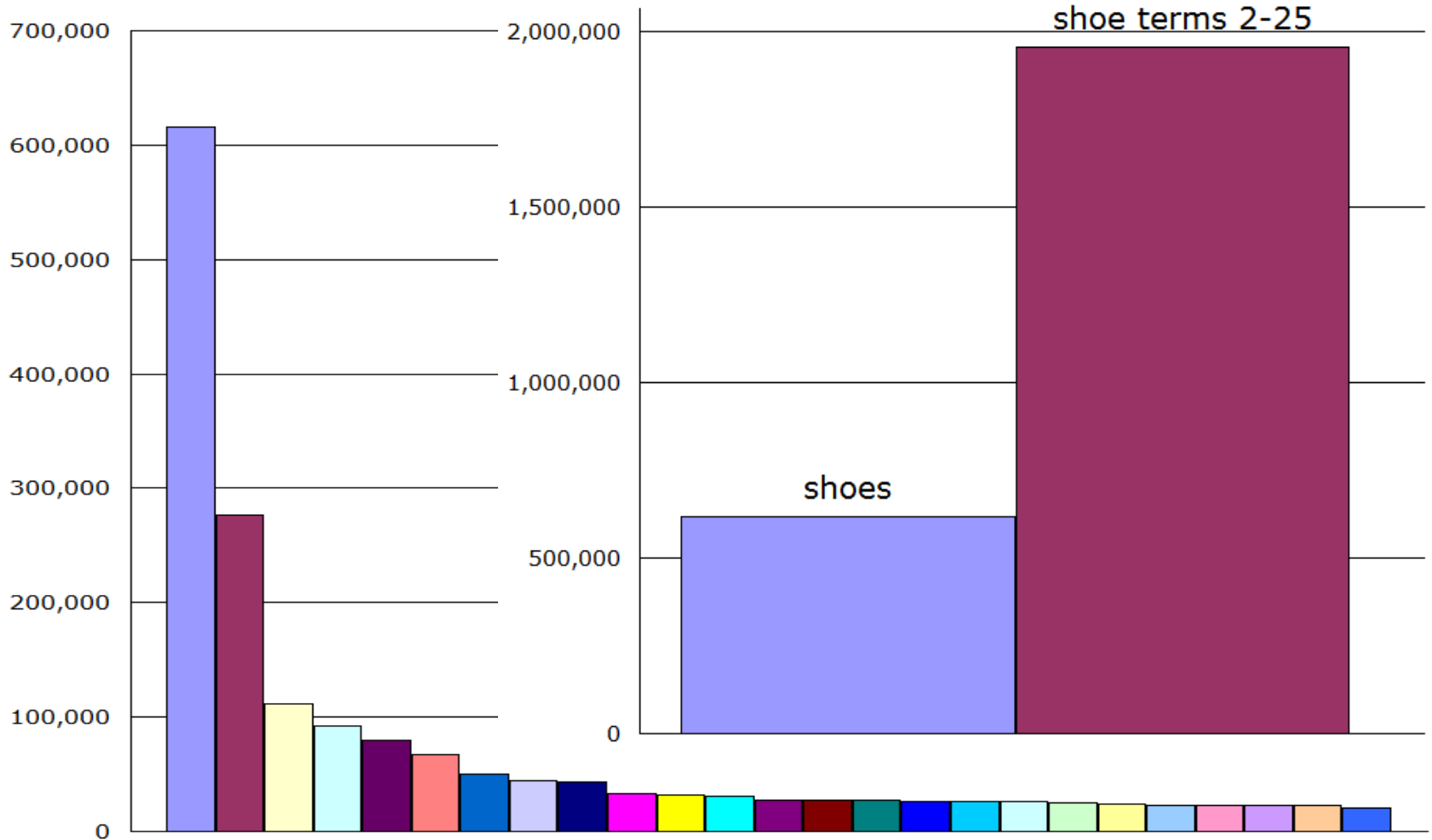
- WordTracker.com
- Yahoo Keyword Selector Tool
<http://inventory.overture.com/d/searchinventory/suggestion/>
- Google AdWords Keyword Tool
<https://adwords.google.com/select/KeywordToolExternal>
- Country-Specific Tools
 - <http://www.dwoz.com/default.asp?Pr=123>
- Researching Keywords
http://searchenginewatch.com/_subscribers/more/article.php/2153331

Leverage Your Content

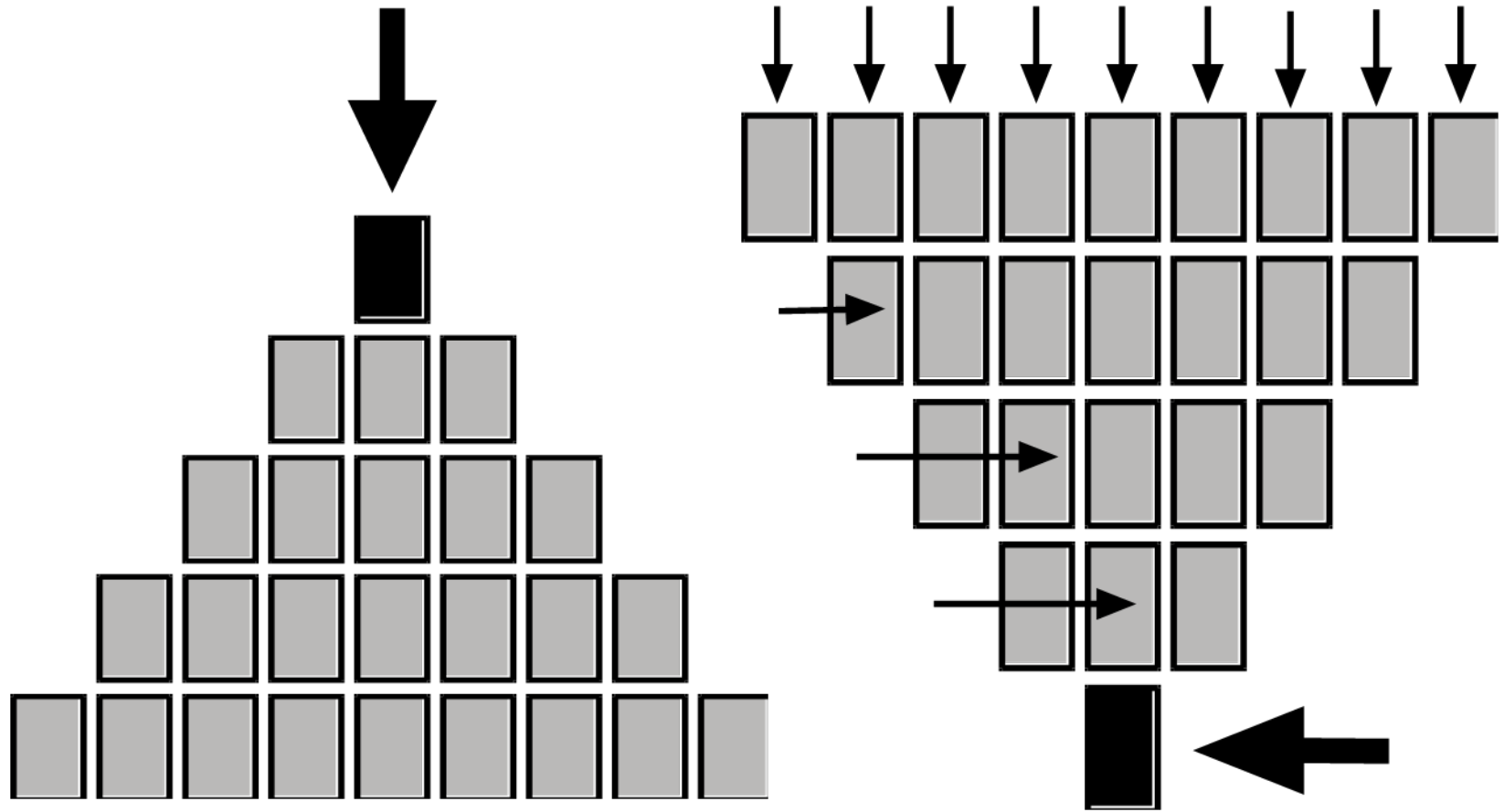
- Can't guess everything – but pages can
 - Have good content on different topics in HTML text. (Can you copy and paste it?)
 - Ideally, have a page or section with “real” content for each key term
- Hits for “less important” terms add up
 - The Search Tail predates The Long Tail or
 - Consider your site as pyramid...

The Long Search Tail

<http://blog.searchenginewatch.com/blog/050314-164653>



Inceptor's "Pyramid"



Crawlers: How They Work

- They follow links and read the pages they find
- Text of pages is stored in an “index”
- When you search, they seek pages with matching text
- Other factors involved in “ranking” those pages, which are...

Ranking Pages

- Page content is critical
- Title is important
- Design issues have an impact
- “Link analysis” plays an important role
- Other “off-the-page” criteria may be considered, such as site age, clickthrough, the “neighborhood.”

Submitting To Crawlers

- Crawlers should find some pages naturally
- They're especially likely to reach pages with many or important links pointing at them
- Submitting *may* speed the listing process and *may* increase representation
- Free 'Add URL' links...

Major Crawler Add URL Pages

Google

<http://www.google.com/addurl.html>

Google Sitemaps

<http://www.google.com/webmasters/sitemaps/>

Yahoo

<http://submit.search.yahoo.com/free/request>

Windows Live Search (Bing)

<http://search.live.com/docs/submit.aspx>

Ask

No free Add URL page – build links!

What to Submit?

- Submit home page & key “section” pages
 - Turnaround is a few days to 2 months
- Deep Submit?
 - Use Google Sitemaps, submit to Yahoo a file with your URLs
 - Microsoft says...don't bother

Yahoo Slurp Crawler

- Like Google, Yahoo has a crawler that may list your pages for free
- Like *all* crawlers, it may not find and include everything, so...
- Yahoo runs **paid inclusion** program that gets your listings mixed in with crawler listings.

What's Paid Inclusion?

- Guarantees pages will be mixed in with free listings and regularly revisited
- Only Yahoo still offers for Web search
- Flat CPC fee (i.e. someone clicks, you pay)
- **No** guarantee pages will rank well for key terms (or so we're told)

...so why bother versus paid placement?

The Paid Inclusion Lottery

- Think Search Engine Lottery
- The more listings you have, the more likely you may appear for a variety of different topics
- Won't be at top of page, but may make first page
- Mixes you with free listings, a plus for reaching searchers who may bypass or ignore paid listings

More Paid Inclusion Reasons

- List “crucial” pages not picked up for free
- Solve time-sensitive issues (can’t wait for free)
- A solution to dynamic pages problem that *may* occur
- Clickthrough reporting
- For guaranteed “review” status that may help in ranking
- Definitely consider this if you have a product database
- No money? Don’t worry. Pages do still get in for free

Yahoo Search Submit

- Search Submit Express
 - \$49 for first page submitted
 - \$29 for 2-10; \$10 for 11 and beyond
 - \$0.15 or \$0.30 **per click** fee
- Search Submit Pro
 - Bulk feed listings
 - Pay negotiated cost per click
 - Need \$2,500 monthly spend
- More Info on Both
 - <http://searchmarketing.yahoo.com/srchsb/>

Ground Floor - Content

- Look at each page on your site. What words do you think each is relevant for?
- Look again - do you actually *use* these words?
- Search your own site for these words. If you can't find them, search engines won't!
- Text in graphics doesn't count, and don't think ALT text is enough

Patching Up Weak Content

- You need pages that are rich in text
 - Be creative with HTML and font tags, don't just reach for Photoshop
 - Human visitors may appreciate it, too.
- "Expand" terms when appropriate
 - Say "running shoes," not just "shoes"
- Create new pages targeting particular terms

Title Tag: Your Secret Weapon

- The title tag? Yes -- the `<title></title>` tag!
- Every page should have a unique title
- Title is built around target term for that page
 - A 2-3 word term
 - "The Nike Running Shoes Collection"
- Keep it short, attractive, and enticing.
 - Remember, you want people interested
- In a hurry? Take one minute and give it your best shot

What About Meta Tags?

- Yahoo uses **keyword** tag
- Ask unofficially
- Beginners? Skip it
 - <http://sewatch.com/webmasters/article.php/2167931>
- **Description** tag often supported, in the right circumstances. First the tag...

Meta Description Tag

- Use it to describe pages your way, not the search engine's way
 - Sell your site, but don't mislead
 - Incorporate the page's target term
 - 200-250 characters in length, but more is OK
- In a hurry? Just use the first paragraph of each page

Let's take a closer look...

Meta Description Up Close

```
<head>
```

```
<title>How To Buy Running Shoes</title>
```

```
<meta name="description" content="Learn how to select the  
best pair of running shoes, plus purchase from top  
athletic footwear makers online!" >
```

```
<meta name="keywords" content="running shoes, athletic  
footwear" >
```

```
</head>
```

How To Buy Running Shoes

Learn how to select the best pair of running shoes, plus purchase from top athletic footwear makers online!

Meta Tag vs. Extracts

Dance Shoes: Showtime Dance Shoes and Dancewear

Ballroom dance shoes and Chrisanne Dancewear for the social or professional dancer. We carry Supadance, International and Freed...

--description for "shoes" and from meta description tag

Dance Shoes: Showtime Dance Shoes and Dancewear

... Showtime Dance Shoes was founded in Atlanta, Georgia over 30 years ago. ... Flash Catalog. © 2000-2003 Showtime Dance Shoes all

--description for "showtime dance shoes" and from body copy

Showtime Dance Shoes was founded in Atlanta, Georgia over 30 years ago. Today we are by far the largest Distributor of Ballroom Dance Shoes in the United States.

We have the staff and resources to attend over 40 dance competitions every year. This gives you an unmatched opportunity to visit our booth for sizing and to select your shoes in person.

[Flash Catalog](#)

Google: ODP Description

Governor Tony Knowles

The official website of Alaska Governor Frank H. Murkowski. News, events, videos and speeches online.

www.gov.state.ak.us/ - 36k - 7 Jun 2006 - [Cached](#) - [Similar pages](#)

- Open Directory (covered later) may list your site
- If so, both search engines might use your title or description as listed there
- Don't want that? Use the noodp meta tag
<http://blog.searchenginewatch.com/blog/060713-131905>

Overall?

- Meta description provides some control
 - But it's not guaranteed!
 - Also use noodp for Google, Yahoo, Windows Live to override the ODP
- Put the most important terms you hope your page will do well for in a pleasing description - and hope for the best

Meta Tags & Blocking Spiders

- Meta robots tag is for page specific blocking
 - Use this for pages you **don't** want indexed:
`<meta name="robots" content="noindex">`
 - No need to use for pages you do want indexed
- Robots.txt file is best method
- Both described at
 - <http://www.robotstxt.org/wc/exclusion.html>
- Meta Revisit Tag?
 - Means nothing – don't use it.

Design Issues

- Search engines prefer big, dumb, ugly pages
 - This is not Nike!
- Design issues that can impact ranking (or just indexing) especially include
 - Splash pages, frames, dynamic delivery
- Consider these issues when building a site. I don't expect you to change everything just for search engines.

Who's Tops For Shoes?
























- Zappos – 21% of all traffic for “shoes”
 - Top of 191 U.S. sites measured by Hitwise.com in Feb. 2006
- Nike – 1% of all traffic for “shoes”
 - 14th ranked for the term

077%

RUN 

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GEAR **MEN'S FOOTWEAR** **SELECT YOUR SHOE TYPE**

TRAINING		TRAIL		COMPETITION	
 CUSHIONING ENHANCED IMPACT PROTECTION	 LIGHTWEIGHT REDUCED WEIGHT FOR FASTER RUNS	 STABILITY FOR ADDED SUPPORT AND VERSATILITY			
 ID			 ID		
 ← W →	 ← W →	 ← W →	 ← W →	 ← W →	
					 ← W →
				 ← W →	 ← W →

AVAILABLE IN EXTRA WIDTHS
ID CUSTOMIZE THIS SHOE POWERED BY NIKE ID

GEAR TOOLS EVENTS FUEL LOGIN REGISTER SHOPPING CART CUSTOMER SERVICE


NIKERUNNING.COM USA HOME PRIVACY STORE LOCATOR © 2003 NIKE. ALL RIGHTS RESERVED.

GEAR **MEN'S FOOTWEAR** **SELECT YOUR SHOE TYPE**

AIR ZOOM SPIRIDON
THERE'S MORE FAST OUT THERE


The ultimate race day shoe for the competitor looking to enhance their performance through the latest technology.
Weight: 9.5 oz.
A full-length Phylite midsole - the lightest NIKE produces - works with an enlarged Zoom Air bag in




Suggested Price: \$100.00

 ROYAL/SILVER
Crossed out colors are currently out of stock online. Please use our store locator to find a retailer near you.

PURCHASE INFO

CUSTOMIZE IT >> EXPERIENCE IT >>



GEAR TOOLS EVENTS FUEL LOGIN REGISTER SHOPPING CART CUSTOMER SERVICE

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Advanced Search Preferences Language Tools Search Tips

Google™ Google Search

Web Images Groups Directory News

Your search -
cache:http://www.nike.com/nikerunning/index.jhtml;bsessionid=JWNZIEQDLYW2G
- did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.

Also, you can try [Google Answers](#) for expert help with your search.

Nike: What Google Sees



This is **Google's** text-only [cache](#) of <http://www.nike.com/> as retrieved on 20 Mar 2006 08:31:26 GMT.

Google's cache is the snapshot that we took of the page as we crawled the web.

The page may have changed since that time. [Click here](#) for the [current page](#) without highlighting.

[Click here](#) for the [full cached page](#) with images included.

To link to or bookmark this page, use the following url:
<http://www.google.com/search?q=cache:nALqxIhh5RkJ:www.nike.com/+nike&hl=en&lr=&strip=1>

Google is neither affiliated with the authors of this page nor responsible for its content.

These terms only appear in links pointing to this page: **nike**

Nike: What Google Sees



GET EMAIL UPDATES SEARCH



- ◆ [Shop Nike Home](#)
- ◆ [Register with Niketown.com](#)
- ◆ [Sign In](#)
- ◆ [View An eCatalog](#)
- ◆ [Catalog Quick Shop](#)
- ◆ [Shopping Cart](#)

Men's ▾

- ◆ All Footwear
- ◆ All Apparel
- ◆ All Equipment
- ◆ All Headwear
- ◆ Baseball
- ◆ Basketball
- ◆ College
- ◆ Cycling
- ◆ Football
- ◆ Golf
- ◆ Jordan
- ◆ Lance 10//2NIKE
- ◆ NIKE iD
- ◆ NIKE iD
- ◆ Olympics
- ◆ Outdoor
- ◆ Running
- ◆ Soccer
- ◆ Sport Culture
- ◆ Tennis
- ◆ Training
- ◆ Clearance

product search

Men's [All Footwear](#)[All Apparel](#)[All Equipment](#)[All Headwear](#)[Baseball](#)[Basketball](#)[College](#)[Cycling](#)[Football](#)[Golf](#)[Jordan](#)[Lance 10//2NIKE](#)[iD](#)[NIKE6.0](#)[Olympics](#)[Outdoor](#)[Running](#)[Soccer](#)[Sport Culture](#)[Tennis](#)[Training](#)[Walking](#)[Clearance](#)

Women's [All Footwear](#)[All Apparel](#)[All Equipment](#)[Cardio](#)[Fitness](#)[Dance](#)[Golf](#)[NIKE iD](#)[Olympics](#)[Outdoor](#)[Running](#)[Soccer](#)[Sport Culture](#)[Tennis](#)[Walking](#)[Yoga](#)[Clearance](#)

Kids' [Boys'](#)[Girls'](#)[Jordan](#)[NIKE iD](#)[All Apparel](#)[All Equipment](#)[All Footwear](#)[Clearance](#)

[Ready to Run](#)

[Spring Preview 2006 eCatalog](#)

[Nike Shox Ballo \\$100](#)

[Keep dancing feet happy.](#)

Women's

- ◆ [Customize and Buy!](#)
- ◆ [Customer Service](#) [Store Locator](#)
- ◆ [nike.com](#)
- ◆ [Site Map](#)
- ◆ [privacy policy](#)
- ◆ [terms of use](#)
- ◆ 2005 nike all rights reserved

Zappos: What Google Sees

1-800-927-7671 | Shoes delivered in 4-5 days when you order your shoes with free standard shipping! | Free Shipping on all Shoes

Zappos Couture | Trends - The newest in designs and designers! | Handbags | Easter Shoes for Kids | Men's and Women's Boots | Latest Shoe Styles

Boots | Sandals | Slippers | Juniors | Kids

Find Shoes! | Search by Size | View More Brands | Clarks | Bandolino | New Balance | Keen | rsvp | Lacoste

Find shoes from over 500 brands! | Brand List | Designer Collection

Women's Athletic, Dress, Casual, Sale | Men's Athletic, Dress, Casual, Sale

Shoes by Lifestyle | View More Lifestyles

shoes from our finest brands | athletic footwear for every activity | limited edition shoes

shoes for the office | comfortable shoes | shoes for the skate park | shoes to lounge around in

Shoes by Department | Men's | Women's | Kids' | Accessories

Men's Dress Shoes: Dress Boots, Dress Comfort Shoes, Lace-Up/Oxford, Dress Slip On, more...

Women's Dress Shoes: Dress Boots, Dress Comfort Shoes, Dress Flats, Dress Sandals, Dress Shoes, more...

Men's Casual Shoes: Boat Shoes, Casual Boots, Casual Comfort Shoes, Clogs/Mules, Loafers, Oxfords, Casual Sandals, Slippers, Trendy Shoes, Walking/Comfort, Work & Duty, more...

Women's Casual Shoes: Casual Boots, Casual Clogs, Casual Comfort Shoes, Casual Flats, Loafers, Mary-Janes, Mules, Oxfords, Casual Platforms, Casual Sandals, Slippers, Work & Duty, more...

Search

Home | Brand List | Latest Styles | Handbags | Diaper Bags | Men's Bags | Accessories | Couture Collection

Congratulations to this week's winner, Elizabeth D. from Boulder Heights, CO! Win Free Shoes!

Leveraging Links

- Harder for Web site owners to manipulate links than their own pages
- So link analysis a great advance in relevancy of crawler-based listings
- Major component of Google, also used by nearly everyone else, to some degree
- Get out there and link build!

Link Quality

- It's more than just numbers
- Some sites are more important than others
- Ergo, a few links from quality sites are better than hundreds of links from bad sites
 - These pages can transmit their importance to other
- Context is also key...

Link Context

- Text in or near the link may be examined in order to determine what the linked to page is relevant for
- Huh? For example...

Context Examples

This is a great place to buy running shoes.

These are great places to buy running shoes:

- Nike
- Adidas
- Joe's Shoe World

Miserable Failure

Link Building

- How do you find important pages?
- How do you get them to link to you?

HINT: IT HAS NOTHING TO DO WITH
THE GOOGLE TOOLBAR AND PAGERANK!

More later...

Use the Search Engines

- Take your top terms list and search for pages!
- Pages in the top results are pages you want links from
 - Search engines think they're important
 - **People will be visiting them**
 - **Are these good pages you want to be on
INDEPENDENT OF SEARCH ENGINE CONCERNS?**
 - Non-competitors are more likely to link
 - Two link building examples in a moment...

Requesting Links

- Contact site, asking to be added
- Include your own site title, description and URL, page you want to be listed on, and benefit to **them** and **their** visitors
 - *Now for those examples...*
- Look at how they list; mimic it.
- Message when you add them to your site

Link Popularity / PageRank



PageRank is Google's measure of the importance of this page (8/10)

- Google score of page's link popularity
 - <http://toolbar.google.com> easy way to see this

More On PageRank

- Each link on a page gets a portion of that page's overall score, so go for pages with only a few links?
- Guestbook links don't count?
- Links in "less clicked" areas don't count as much?
- Links within your own Web site count less?
- All above may be true, plus other complications...
 - Toolbar provides only estimates. Brand new pages, for instance, show a "PageRank"
- **Forget the PR meter.** Focus on golden rules...

Golden Rules Of Link Building

- Get links from Web pages read by the audience you want
- Buy links if visitors who come solely from the link itself justify the cost
- Link to sites because you want your visitors to know about them

The Nofollow Attribute

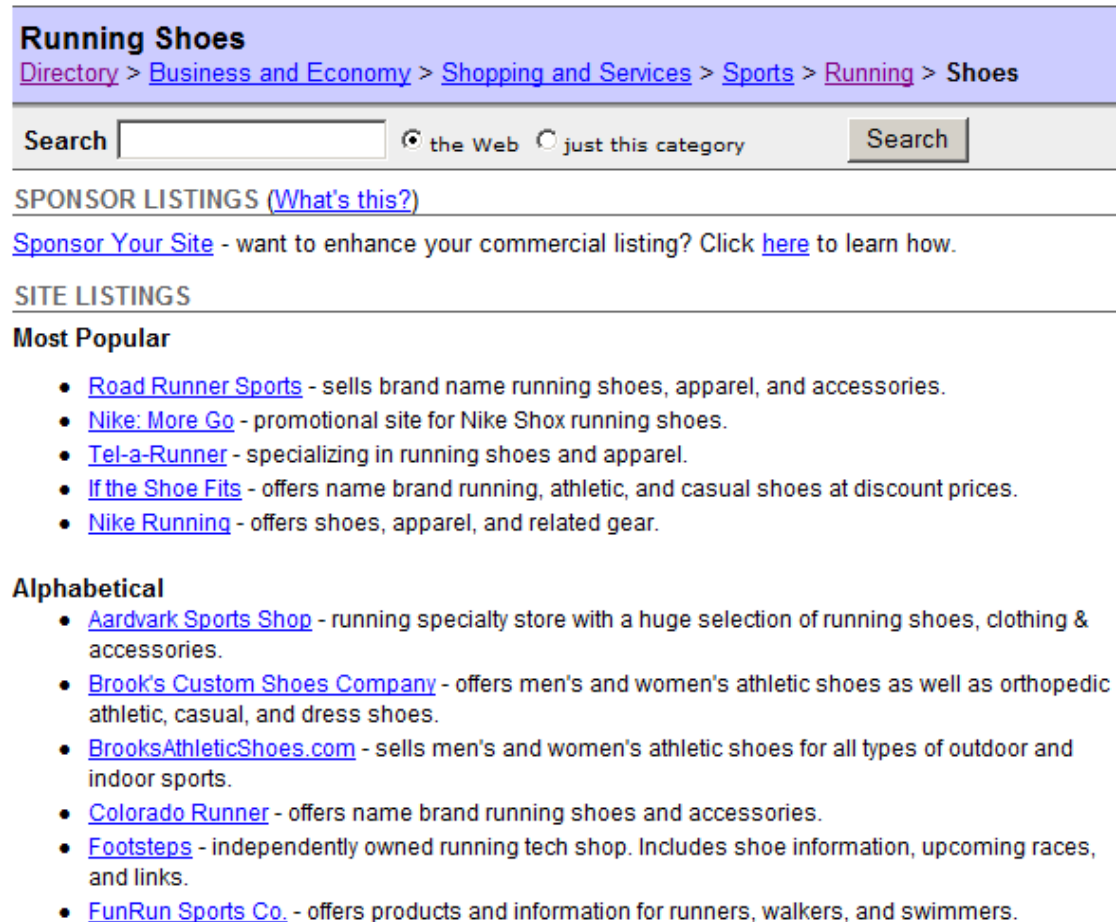
- Some don't want links on their pages to count toward search engine "credit"
 - Blog comment spam, guest book spam, forum spam
- Nofollow attribute a way to say "don't count this link"
 - ` Visit My Page`
 - ` Visit My Page`
- If you swap or buy links, be aware of this
- Fear linking to a "bad neighborhood"? Use it
- Supported by Google, MSN & Yahoo

Directory Listings & Why Bother

- Directories: humans group sites into categories
- Yahoo Directory and Google Directory are the largest and most popular
- Yahoo listings may cost money; Google's are free
- Directory listings may help crawlers see page as important to list free, maybe boost ranking

The Yahoo Directory <http://dir.yahoo.com>

- Yahoo Directory only lists sites that have been reviewed and approved by Yahoo editors
- Site organized into categories, each category a different page



Running Shoes
[Directory](#) > [Business and Economy](#) > [Shopping and Services](#) > [Sports](#) > [Running](#) > [Shoes](#)

Search the Web just this category

SPONSOR LISTINGS ([What's this?](#))

[Sponsor Your Site](#) - want to enhance your commercial listing? Click [here](#) to learn how.

SITE LISTINGS

Most Popular

- [Road Runner Sports](#) - sells brand name running shoes, apparel, and accessories.
- [Nike: More Go](#) - promotional site for Nike Shox running shoes.
- [Tel-a-Runner](#) - specializing in running shoes and apparel.
- [If the Shoe Fits](#) - offers name brand running, athletic, and casual shoes at discount prices.
- [Nike Running](#) - offers shoes, apparel, and related gear.

Alphabetical

- [Aardvark Sports Shop](#) - running specialty store with a huge selection of running shoes, clothing & accessories.
- [Brook's Custom Shoes Company](#) - offers men's and women's athletic shoes as well as orthopedic athletic, casual, and dress shoes.
- [BrooksAthleticShoes.com](#) - sells men's and women's athletic shoes for all types of outdoor and indoor sports.
- [Colorado Runner](#) - offers name brand running shoes and accessories.
- [Footsteps](#) - independently owned running tech shop. Includes shoe information, upcoming races, and links.
- [FunRun Sports Co.](#) - offers products and information for runners, walkers, and swimmers.

Google Directory

<http://directory.google.com>

- Like Yahoo, sites organized by humans into categories
- Editors are part of the Open Directory Project (dmoz.org)
 - ODP gives data to any who want it
 - Google biggest partner, but AOL also uses (and owns) ODP

Preparing To Submit

- Select your top two or three search terms
 - running shoes, athletic shoes, hiking boots
- Write 25-word factual description using these
 - **YES:** purchase athletic shoes, running shoes, hiking boots and other footwear plus try the cross country trail finder
 - **NO:** world's LARGEST online shoe store with the best prices from the greatest brands!!!!
- Go to desired category and use submit link...

Submitting Overview

Google Directory

- Use “Submit a Site” link at bottom of category page
- If you’re listed, get on with life

■ Yahoo Directory

- Use “Suggest a Site” at top right of page
- Pay \$299 mandatory fee if you’re in a commercial area
 - Optional, *one-time* fee for non-commercial areas
 - What’s commercial? You’ll know from the submit form

Yahoo! Express

7- Day Guarantee

US\$299.00 non-refundable,
[recurring annual fee](#)

- Required for commercial listings but available for any site
- Guaranteed and expedited consideration of your site within 7 business days

[Learn more...](#)

Suggest via

Yahoo! Express

OR

Standard

Free!

No time guarantee

- Most non-commercial sites have been suggested to Yahoo! this way
- Due to the volume of suggestions, we cannot guarantee a timely consideration of your site.

[Learn more...](#)

Suggest via

Standard Consideration

Search Engine Advertising

- Free crawler listings are PR.
As with all PR, good coverage is *not* guaranteed
- Search engine ads do provide good coverage in the form of guaranteed paid placement
 - Can be a good way to plug “holes” in free coverage
- Good companies run PR & ad campaigns in the real world and should in the search world

Paid Placement Listings

- Buy your way to the top, generally on a cost-per-click basis (CPC)
- Success can depend on your description, “landing” page, as well as quality of search network
- Buy Google and Yahoo and you also buy a network of other sites

Yahoo Paid Placement

Overture: "shoes"

1. [Oakley Footwear - Official Oakley Site](#)
Oakley footwear at Oakley.com. Buy online or use our dealer near you.
oakley.com (Advertiser's Max Bid: [\\$0.80](#))
2. [Payless.com - Save up to \\$5 on Shipping](#)
Buy more fashionable summer and fall shoe styles that "make shipping. Sale ends 7/30/02. Register to win \$50,000 cash or *www.payless.com* (Advertiser's Max Bid: [\\$0.76](#))
3. [New Balance Web Express](#)
Shop online for New Balance shoes. Large sizes and widths more. Online foot health clinic and discount closeouts up to *www.newbalancewebexpress.com* (Advertiser's Max Bid: [\\$0.75](#))

Yahoo: "shoes"

Sponsor Matches

[\(What are Sponsor Matches?\)](#)

- [Oakley Footwear - Official Oakley Site](#) - Oakley footwear at Oakley.com. Buy online or use ...
oakley.com
- [Payless.com - Save up to \\$5 on Shipping](#) - Buy more fashionable summer and fall shoe ...
www.payless.com
- [New Balance Web Express](#) - Shop online for New Balance shoes. Large sizes and widths ...
www.newbalancewebexpress.com

- Yahoo Search Marketing ranks paid listings in order of highest bid for particular term
- This "old school" ranking is going away on Yahoo

Google Paid Placement

- AdWords appear on right-hand side of page at Google and sometimes above
- Ads also distributed to others such as AOL and Ask Jeeves
- Hard to know exact position of AdWords, since ranked $CPC \times$ clickthrough/quality score
 - Windows Live works the same

Sponsored Links

[Shoes at Littlewoods](#)

Low prices on top brands with free delivery and interest-free credit
www.littlewoods-online.com

[La Redoute - Sale Now on](#)

Up to 50% off chic French fashion & designer exclusives at La Redoute
<http://www.redoute.co.uk/>

[Shoes](#)

Latest clothes available.
New items added daily!
www.ebay.co.uk

[Online Shopping UK](#)

UK Shops & Stores Under One Roof
For Your Convenience - affiliate
www.kudoshops.co.uk

[-70% on designer shoes](#)

Pierre Cardin, Fiorucci & more
Ready for despatch now
www.dress-for-less.com

Paid Placement Providers

- **Yahoo Sponsored Search**
<http://searchmarketing.yahoo.com/srch/>
- **Google AdWords**
<https://adwords.google.com/select/>
- **Live Search (Bing)**
■ <http://advertising.msn.com/MSNKeyWords/default.aspx>
- **Ask Sponsored Listings**
<http://sponsoredlistings.ask.com/>
- **Miva Pay Per Click**
<http://miva.com/>
- **Others at...**
 - <http://sewatch.com/links/article.php/2156291>
 - <http://www.payperclicksearchengines.com>
 - <http://www.payperclickanalyst.com>

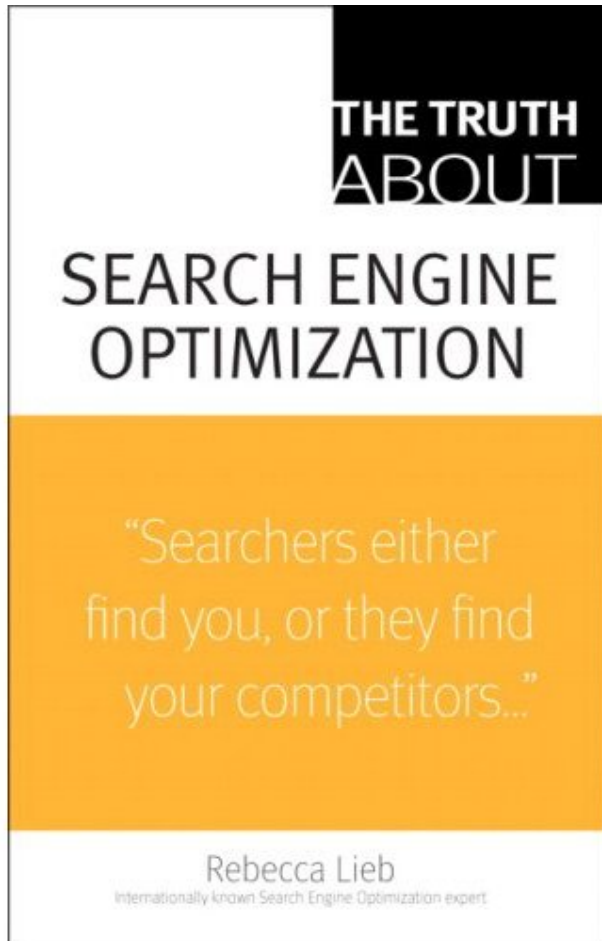
Quick Recap

- We've covered Web search basics
 - Free listings
 - Paid listings
- What about verticals?
 - Shopping
 - B2B
 - Local search
- What about other search engines?
(what other search engines?)

Takeaways

- Don't ignore free listings and search engine PR. Small changes can reap big, free rewards!
- But don't rely only on free listings. They can... and do...and will change without notice
- Explore the verticals!

Thanks!



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econsultancy.com



Use the Q&A feature to ask a question

Reminder – this session is being recorded and will be available for download in Listrak's resource center on 7/20



Join us for our next webinar



Creating Triggers that Get
Millions of People to Spread
Your Ideas and Tell Your Stories

Special Guest – David Meerman Scott

Aug. 5 – 1:00 ET

<https://www1.gotomeeting.com/register/743068632>

We're here to help!

If you're interested in learning how Listrak can help you achieve your email marketing goals, contact us today!

www.listrak.com/contact-expert.asp