

MIKE MURRAY



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SEO Trends, Tips and Tools for 2014



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What We'll Cover

- SEO in light of other 2014 online marketing priorities**
- Keyword selection best practices**
- Identifying an ROI for SEO**
- Link building that's worth your time**
- Key ways to integrate SEO with content marketing**
- Finding the right balance with SEO and paid search**
- And more...**

Keep SEO in Perspective

- Know what delivers the best ROI
- Your brand comes first
- Don't let SEO hurt conversions
- SEO should coincide with other marketing initiatives like e-mail marketing, paid search, and social media

Search Engine Activity

U.S. searches in July 2014: 18 **BILLION**

5 years ago, July searches totaled 13.6 billion

Google *always* leads – **67.4%** (July 2014 data)

comScore Explicit Core Search Share Report*			
July 2014 vs. June 2014			
Total U.S. – Home & Work Locations			
Source: comScore qSearch			
Core Search Entity	Explicit Core Search Share (%)		
	Jun-14	Jul-14	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	67.6%	67.4%	-0.2
Microsoft Sites	19.2%	19.3%	0.1
Yahoo Sites	9.8%	10.0%	0.2
Ask Network	2.1%	2.0%	-0.1
AOL, Inc.	1.3%	1.3%	0.0

Diagnostic & Tracking Tools



sheerseo.com

web ceo

webceo.com

BRIGHTEDGE

brightedge.com

MOZ

moz.com



searchmetrics.com



semrush.com

Tools: SEMrush

The screenshot shows the SEMrush dashboard. At the top left is the SEMrush logo with the tagline "competitors research". To the right is a search bar with the placeholder text "Enter domain, keyword or url", a dropdown menu for the country (currently set to "US"), and a yellow "SEARCH" button. Below the search bar is a navigation sidebar on the left with the following menu items: Overview, Organic Research (expanded), Advertising Research, Display advertising (marked BETA), Backlinks, Keyword Research, Tools, and Ranks. The main content area is titled "Dashboard" and has an "Overview" tab selected. It features a large blue box with the text "Enter your domain" and an "Add domain" button. Below this is a line chart with four data series: Organic keywords (blue line with dots), SE Traffic (orange line with dots), Ads Keywords (red line with dots), and Ads Traffic (orange line with dots). The chart shows data from April 2012 to January 2013. To the right of the chart is a text box explaining that adding a domain allows for analysis of keyword history, organic keywords, SE traffic, and Ads traffic, and that this data is also available for competitors. Below the chart is a "Projects" section with an "Add new project" button and a "Projects: 0" indicator. At the bottom, there are two promotional cards: "Position tracking" (marked BETA) and "Site Audit" (marked BETA). The Position tracking card mentions that SEMrush announces open beta testing for its new Position Tracking Tool, and the Site Audit card mentions automatically uncovering differences in experience.

SEMRUSH
competitors research

Enter domain, keyword or url US **SEARCH**

Dashboard

Overview

Enter your domain Add domain

Organic keywords SE Traffic Ads Keywords Ads Traffic

4k 2k 0 Apr '12 Jul '12 Oct '12 Jan '13 200k 100k 0 Organic

Ads

Add your domain and analyze the keyword history data for the last year. The report also contains organic keywords, Ads keywords, SE traffic and Ads traffic. The same data is also available about your competitors - try adding your competitor's website, choosing a database, and tracking what they do!

Projects + Add new project Projects: 0


Position tracking BETA


SEMrush announces open beta testing for our new Position Tracking Tool! In order to try it out, you don't need to do anything special. Just start your first tracking

Site Audit BETA

Automatically uncover differ experience.

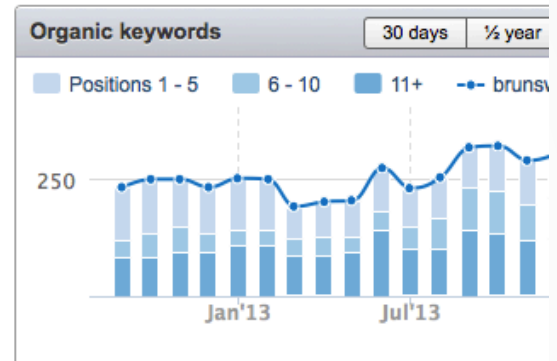
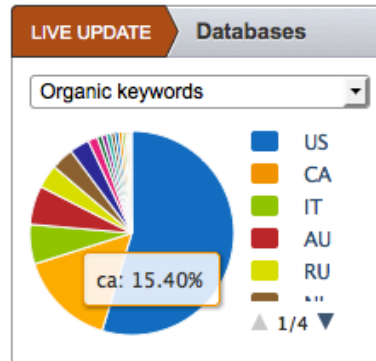
Tools: SEMrush

 brunswick.com - Organic keywords report for this domain (for google.com database) (?)








 Watch video tutorial

LIVE UPDATE Overview

SEMrush rank	41,308
SE Traffic	22,812
SE Traffic price	\$47,817
Ads Traffic	0
Ads Traffic Price	\$0



LIVE UPDATE Organic keywords 1 - 100 (366)

Keyword	Pos	Volume	CPC	URL	Traffic %	Costs %	Com.	Results	Trend
brunswick zone	16 (16)	49,500	0.64	www.brunswick.com/	1.08	0.33	0.00	4,370,000	
brunswick	1 (1)	33,100	0.71	www.brunswick.com/	68.19	88.16	0.02	162,000,000	
brunswick bowling	18 (19)	27,100	1.36	www.brunswick.com/careers/	0.35	0.23	0.01	8,170,000	
mercury marine	16 (16)	22,200	0.28	webapps.b					
brunswick news	19 (19)	8,100	0.13	www.brunswick.com/news	0.10	0.00	0.02	100,000,000	
mercruiser parts	10 (10)	8,100	0.79	webapps.brunswic...rch.do	1.06	0.40	0.95	741,000	
mercury outboard parts	10 (10)	8,100	0.85	webapps.brunswic...rch.do	1.06	0.43	0.98	1,640,000	
mercruiser	12 (12)	6,600	0.37	webapps.brunswic...rch.do	0.37	0.06	0.52	1,970,000	

Some keywords could rank higher.

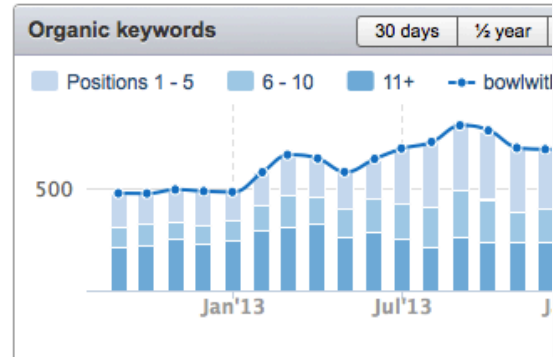
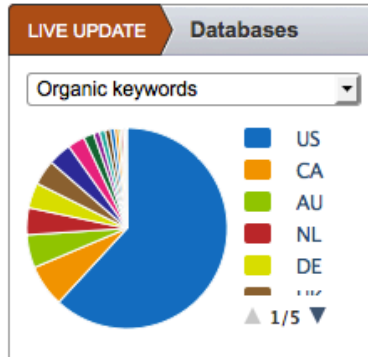
Tools: SEMrush

👑 bowlwithbrunswick.com - Organic keywords report for this domain (for google.com database) ?

▶ Watch video tutorial

LIVE UPDATE Overview

SEMrush rank	50,458
SE Traffic	16,825
SE Traffic price	\$13,528
Ads Traffic Price	\$0



Different domain.

LIVE UPDATE Organic keywords 1 - 100 (825)

Keyword	Pos	Volume	CPC	URL	Traffic %	Costs %	Com.	Results	Trend
bowling balls	7 (5)	49,500	0.44	www.bowlwithbrun...ls/all	11.76	6.43	0.95	5,250,000	
brunswick zone	19 (19)	49,500	0.62	www.bowlwithbrun...rchive	0.88	0.70	0.00	4,370,000	
brunswick	7 (6)	33,100	2.71	www.bowlwithbrunswick.com/	7.86	26.52	0.02	162,000,000	
bowling shoes	9 (9)	27,100	0.74	www.bowlwithbrun...es/all	4.83	4.44	0.98	7,390,000	
brunswick bowling	5 (5)	27,100	1.36	www.bowlwithbrun...					
brunswick bowling	4 (4)	27,100	1.36	www.bowlwithbrunswick.com/	11.27	19.07	0.01	8,170,000	
bowling ball	4 (4)	12,100	0.62	www.bowlwithbrun...ls/all	5.03	3.88	0.76	17,000,000	
bowling bags	9 (9)	4,400	0.70	www.bowlwithbrun...gs/all	0.78	0.68	1.00	4,660,000	
strike king	10 (8)	4,400	0.63	www.bowlwithbrun...-pearl	0.78	0.61	0.34	63,200,000	

Some keywords could rank higher.

Tools: Google

Google Keyword Planner (AdWords)

Keyword (by relevance)	Avg. monthly searches	Competition
bowling	368,000	Low
bowling alley	110,000	Low
brunswick bowling	40,500	Low
bowling games	33,100	Low
bowling shoes	27,100	High
bowling ball	18,100	Medium
bowling shirts	12,100	High
bowling.com	8,100	Medium
bowling tips	8,100	Low
bowling game	6,600	Low
bowling pins	6,600	Low

Take an Honest Look



Take an Honest Look

- Web Site Age
- Inbound Links
- Number of Pages
- Amount of Content Per Page
- Can Search Engines Crawl the Website?
- Trends in Your Web Analytics (keywords)
- Major Search Engine Rankings
- Are You in the Habit of Creative Good Meta Descriptions with Effective Calls to Action?
- SEO Title Tag Like:
<title>New York City CPA Firms</title>

Keywords – Tough to Pick



Keywords – Tough to Pick

- In Domain Name
- Relevance and Length of Content
- Rankings for Similar Search Terms
- Number of Estimated Searches for Keyword Phrase
- Do Marketers Buy the Word or Phrase?
- Are Competitors Ranking #1, #5, #10?
- Can You Easily Make Content?
- Can the Keyword Phrase Meet Branding, Conversion Goals?
- What are the Calls to Action? How are You Tracking Them?

Keywords – Not Always A Fit

Sometimes content will underscore a company's **expertise** without performing well with SEO.

It's **OK**.

How to do measure the **value** and **effectiveness** of content apart from SEO?

Keywords – Resource

Ultimate SEO Keyword Selection Guide

The screenshot shows a document titled "Ultimate SEO Keyword Selection Guide" from Online Marketing Coach. The document includes an introduction explaining the difference between keyword selection and keyword research, and a section titled "Leading Keyword Selection Factors" which lists nine factors in a grid format:

- Keyword Research**: Were all of the keywords extensively researched?
- Business Objectives**: Do the keywords match defined business priorities?
- Content Inventory**: How do potential keywords match up with your content?
- Indexed Pages**: Are targeted content pages indexed by search engines?
- Industry Relevance**: Are keywords easily confused with other industries?
- Future Content Plans**: Can you make additional keyword-rich content?
- Current Ranking**: Is the keyword currently ranking well or nowhere?
- Competitors' Rankings**: What companies are ranking well for the targeted keyword?
- Web Site Age**: How old is the web site compared to competitors?

<http://www.onlinemarketingcoach.com/keyword-seo-selection-guide.pdf>

Local



Google:

4 in 5 consumers use search engines to find local information

Learn More:

http://think.storage.googleapis.com/docs/how-advertisers-can-extend-their-relevance-with-search_research-studies.pdf

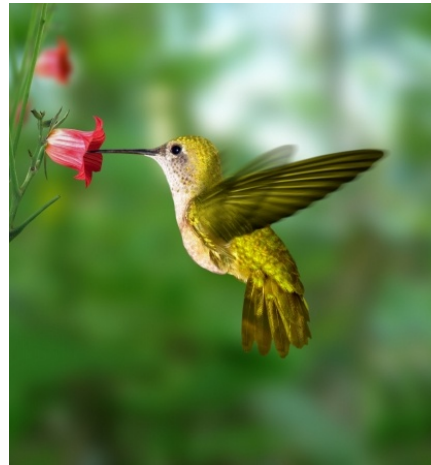
Local

- Create and maximize profiles
- Make sure phone is text (code for mobile)
- Include text address
- Mention other communities served
- Mention cities with testimonials

Learn More:

moz.com/local-search-ranking-factors

Algorithm Trends



Algorithms

Penguin: All about spammy techniques

Panda: Rewards strong, original content

Hummingbird: Recognizes long tail keyword phrases

HTTP to HTTPS: Could be a ranking boost (use caution)

ROI



ROI: Baselines

What's Working?

What Must SEO Beat?

Does SEO Need to Outperform Other Marketing to Succeed?

\$1 generates \$5?

\$1 generates \$10?

One owner wanted \$30 for every \$1. He had it all *wrong*.

ROI: Track Downloads

- Set Up Forms, Goals in Website Analytics (track on thank you page):
<https://support.google.com/analytics/answer/1032415?hl=en>
- Track Page Views
- Track PDF Downloads
- Track Calls (“How did you hear about us?”)
- Call Tracking (dynamic number)
Mongoose Metrics: www.mongoosemetrics.com
- Use a Separate Number – Tie It Back to a Sale

ROI: Value of a Lead?

- Average value of a lead?
- How many leads to get a sale?
- New products
- Old products
- Products with high margins
- Examples of products

ROI: E-Commerce

Product ?	Source ?	Quantity ? ↓	Unique Purchases ?	Product Revenue
		11,483 % of Total: 42.94% (26,741)	5,280 % of Total: 43.34% (12,182)	\$451,314 % of Total: (\$1,049,000)
1 Huggie Boss Women's Cashmere	google	100	8	\$1,516.50
2 Huggie Boss Women's Cashmere	google	100	8	\$2,175.50
3 Huggie Boss Women's Cashmere	google	100	8	\$3,969.95
4 Huggie Boss Women's Cashmere	google	100	8	\$17,892.10
5 Huggie Boss Women's Cashmere	google	100	8	\$917.40
6 Huggie Boss Women's Cashmere	google	100	8	\$2,639.85

ROI: Lifetime

How do you calculate repeat customers and their referrals?

Would you spend \$2,000 a month on SEO to generate initial sales of \$1,900?

It makes *perfect* sense if you know the numbers and your customer trends.

And what if they point you to new customers?

ROI: Lifetime

Resources

Marin Software White Paper:

[“How to Introduce Customer Lifetime Value into Online Advertising Optimization”](#)

KISSmetrics

[“How To Calculate Lifetime Value – The Infographic”](#)

SEO Skills Dilemma



Skills Dilemma

- Programmer
- Designer
- Writer
- Project Manager
- Marketer
- SEO Specialist**
- Social Media Strategist
- E-Mail Marketer
- Paid Search Professional

Link Building

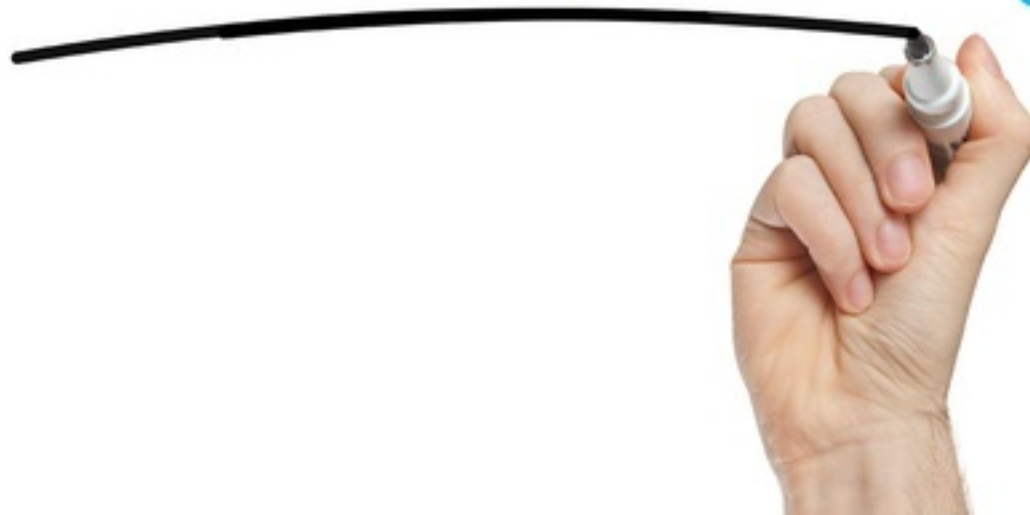


Link Building

- Why ***should anyone*** link to your web site?
- Push great content (allow links to develop naturally)
- Ask for links
- Forge relationships – trade links
- Research opportunities:
SoloSEO (soloseo.com/tools/linkSearch.html)
- Easy Pickins: Snoop on competitors, industry websites:
DMOZ (www.dmoz.org)
MOZ Open Site Explorer (moz.com/researchtools/ose)

SEO Meets ...

Content marketing



SEO Meets Content Marketing

Companies use content marketing
to educate consumers:

B2B: 93%

B2C: 90%

Source: Content Marketing Institute

SEO Meets Content Marketing

SEO Can Play A Significant Role

SEO Meets Content Marketing

Use SEO on any page to promote content.

Infographics: Repeat facts from an infographic and include in text on the same page or a new page.

Videos: Support with transcripts on the web pages or new pages.

Blogs: Great opportunity to grab share of search traffic (pursue long tails when keyword phrases are too competitive).

White Papers and Guides: Optimize landing page and create multiple pages with excerpts.

Lists: May lack keyword focus but support internal cross-linking.

News Releases: Post to site first; get indexed before distributing through a service.

SEO Meets Content Marketing

Tip #1:

Not ranking? Write an article or blog post about that keyword phrase – be deliberate while providing value.

Tip #2:

Don't provide guide or white paper PDF on thank you page – too easy to access with a fake e-mail.

Tip #3:

Make sure search engines can't get to PDF (exclude with robots.txt file if needed).

SEO & PPC: Say No to Silos



SEO & PPC: Say No to Silos

- Lack of communication
- Talk regularly
- Share performance data
- Compare notes, thoughts on keywords and content
- Talk about ad copy, calls to action, meta descriptions
- Accountability:

If the paid search specialist handles SEO as a secondary task, how much pressure will he or she be under for SEO to do well?

SEO & PPC: Say No to Silos

Landing Page Reality

Just because a page performs well with paid search doesn't mean it will rank well.

You can buy the **#1** paid position and rank **#99** among natural results.

SEO & PPC: Say No to Silos

Do You Spend Less When Organic Results Rise?

Don't stop spending money on paid search just because a keyword phrase succeeds with SEO.

Search engine results pages are crowded.

Consume as much of the real estate as you can based on your goals and ROI.

If paid search makes sense, why cut back?

SEO and Social Media

- ❑ Social media mentions could affect rankings, but who knows how much?
- ❑ Good SEO generates traffic that helps drive social media to great content.
- ❑ Social media content appears among search engine results.

SEO and Social Media



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By **MIKE MURRAY** published MAY 21, 2014

The Ultimate Blog Marketing Checklist: 57 Tips

- Share CMI
- Twitter 2k+
 - LinkedIn 777
 - Facebook 310
 - Google+
 - Pinterest
 - Print

Success at blog marketing depends on myriad content, design, technical, and promotional factors. Though it would be prohibitively exhausting to excel at all of them simultaneously, the good news is that there are many small changes you can make that can significantly improve the success of your blog content over the



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