



# SEO IN 2011

Five Things You Need to Know Now

# Who Am I?

## Jenny Halasz

@jennyhalasz

I like search. And my kids. And my hometown  
own JLH Marketing, Inc. Maybe you'd like to know  
about SEO/PPC/Conversion Opt/UX.

Raleigh, NC · <http://www.jlh-marketing.com>



Jenny Halasz

- 🏢 President at JLH Marketing
- 🎓 Studied Business and Marketing Education at North Carolina State University
- 🏠 Lives in Raleigh, North Carolina
- ❤️ Married to Neil Halasz

## Laid Back



## Jenny Halasz

Search geek. Love my family, my friends, my work, and my hometown of Raleigh, NC

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

# Experienced.

- 12 years in search
- Columnist for Search Engine Land
- Instructor for QIC Learning
- Speaker – SMX, SES, Internet Summit...
- Agency, in-house, consultant

# Ethical.



# Elemental.

## THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

### ON THE PAGE SEO RANKING FACTORS

These elements are in the direct control of the publisher.

#### CONTENT

<b>Cq</b>	QUALITY	Are pages well written & have substantial quality content?
<b>Cr</b>	RESEARCH	Have you researched the keywords people may use to find your content?
<b>Cw</b>	WORDS	Do pages use words & phrases you hope they'll be found for?
<b>Ce</b>	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
<b>Cf</b>	FRESH	Are pages fresh & about "hot" topics?

#### HTML

<b>Ht</b>	TITLES	Do HTML title tags contain keywords relevant to page topics?
<b>Hd</b>	DESCRIPTION	Do meta description tags describe what pages are about?
<b>Hh</b>	HEADERS	Do headlines and subheads use header tags with relevant keywords?

#### ARCHITECTURE

<b>Ac</b>	CRAWL	Can search engines easily "crawl" pages on site?
<b>As</b>	SPEED	Does site load quickly?
<b>Au</b>	URLS	Are URLs short & contain meaningful keywords to page topics?

#### VIOLATIONS

Spam techniques may cause ranking penalty or ban.

### ON THE PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	SOCIAL	TRUST	PERSONAL
<b>Cq</b> <sup>+3</sup> Quality	<b>Ht</b> <sup>+3</sup> Titles	<b>Ac</b> <sup>+3</sup> Crawl	<b>Lq</b> <sup>+3</sup> Quality	<b>Sr</b> <sup>+2</sup> Reputation	<b>Ta</b> <sup>+3</sup> Authority	<b>Pc</b> <sup>+3</sup> Country
<b>Cr</b> <sup>+3</sup> Research	<b>Hd</b> <sup>+2</sup> Description	<b>As</b> <sup>+1</sup> Speed	<b>Lt</b> <sup>+3</sup> Text	<b>Ss</b> <sup>+1</sup> Shares	<b>Th</b> <sup>+1</sup> History	<b>Pl</b> <sup>+3</sup> Locality
<b>Cw</b> <sup>+2</sup> Words	<b>Hh</b> <sup>+1</sup> Headers	<b>Au</b> <sup>+1</sup> URLs	<b>Ln</b> <sup>+1</sup> Numbers		<b>Ph</b> <sup>+2</sup> History	
<b>Ce</b> <sup>+2</sup> Engage					<b>Ps</b> <sup>+1</sup> Social	
<b>Cf</b> <sup>+2</sup> Fresh						

### FACTORS WORK TOGETHER

Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

### VIOLATIONS

<b>Vt</b> <sup>-2</sup> Thin	<b>Vs</b> <sup>-1</sup> Stuffing	<b>Vc</b> <sup>-3</sup> Cloaking	<b>Vp</b> <sup>-3</sup> Paid Links
	<b>Vh</b> <sup>-1</sup> Hidden	<b>Vi</b> <sup>-1</sup> Link Spam	

<b>Vt</b>	THIN	Is content "thin" or "shallow" & lacking substance?
<b>Vs</b>	STUFFING	Do you excessively use words you want pages to be found for?

<b>Vh</b>	HIDDEN	Do colors or design "hide" words you want pages to be found for?
<b>Vc</b>	CLOAKING	Do you show search engines different pages than humans?

### BLOCKING

<b>Bt</b> <sup>-1</sup> Blocking	<b>Bp</b> <sup>-3</sup> Blocking
-------------------------------------	-------------------------------------

### OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

#### LINKS

<b>Lq</b>	QUALITY	Are links from trusted, quality or respected web sites?
<b>Lt</b>	TEXT	Do links pointing at pages use words you hope they'll be found for?
<b>Ln</b>	NUMBER	Do many links point at your web pages?

#### SOCIAL

<b>Sr</b>	REPUTATION	Do those respected on social networks share your content?
<b>Ss</b>	SHARES	Do many share your content on social networks?

#### TRUST

<b>Ta</b>	AUTHORITY	Do links, shares & other factors make site a trusted authority?
<b>Th</b>	HISTORY	Has site or its domain been around a long time, operating in same way?

#### PERSONAL

<b>Pc</b>	COUNTRY	What country is someone located in?
<b>Pl</b>	LOCALITY	What city or local area is someone located in?
<b>Ph</b>	HISTORY	Does someone regularly visit the site? Or "liked" it?
<b>Ps</b>	SOCIAL	What do your friends think of the site?

### BLOCKING

If searchers "block" site, hurts both trust & personalization.

<b>Bt</b>	BLOCKING	Have many people blocked your site from search results?
<b>Bp</b>	BLOCKING	Has someone blocked your site from their search results?

<b>Vp</b>	PAID LINKS	Have you purchased links in hopes of better rankings?
<b>Vi</b>	LINK SPAM	Have you created many links by spamming blogs, forums or other places?

Written By: [search engine land](#) Design By: [COLUMN FIVE](#) Learn More: [HTTP://SELND.COM/SEOTABLE](http://SELND.COM/SEOTABLE) Copyright Third Door Media

# 5 Things You Need to Know

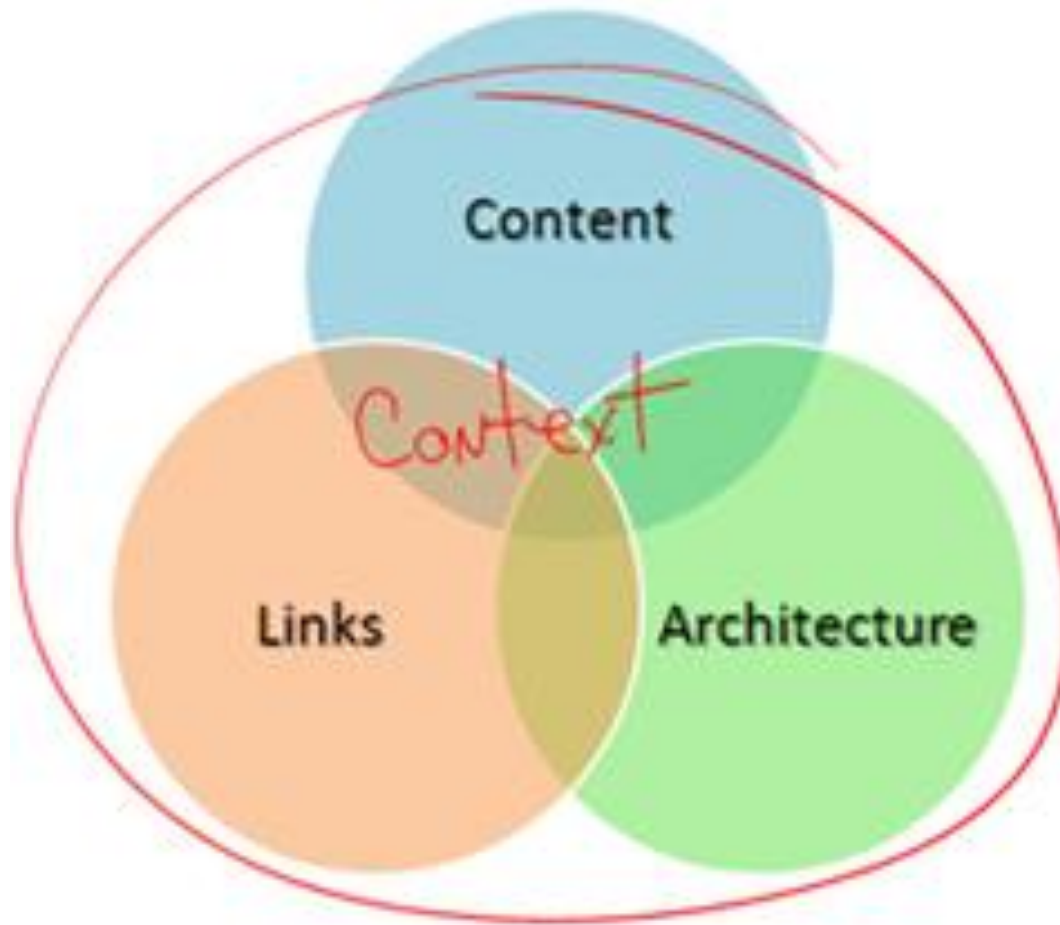
- Panda
- Schema.org
- Search Plus Your World
- Canonicals
- Social Networking

# Let's talk about the Panda in the room...

- Started in January 2010
- Updated 11 times
- Last update 11/18



# Content or Linking?





# Schema.org

- Supported by Google, Bing, Yahoo, and Yandex
- Made possible with microdata formats in HTML5
  - Itemscope
  - Itemprop
- Enumerations
  - Name
  - Price
  - Availability
  - Ratingvalue

[BARNES & NOBLE | Where the Sidewalk Ends: 30th Anniversary ...](#)

[www.barnesandnoble.com/w/where...shel-silverstein/1100831320](http://www.barnesandnoble.com/w/where...shel-silverstein/1100831320)

★★★★★ from 201 users - \$6.43 to \$11.39

The 30th anniversary of **Shel Silverstein's** magical poetry **book** is honored with this splendid edition that includes 12 new poems and a dazzling silver jacket. ...

[The Muppets \(2011\) - IMDb](#)

[www.imdb.com/title/tt1204342/](http://www.imdb.com/title/tt1204342/)

★★★★★ Rating: 8.1/10 - 9,230 votes

With the help of three fans, **The Muppets** must reunite to save their old ... Top News; **Movie** News; TV News; Celebrity News; Featured News; IMDb Snapshot ...

Directed by **James Bobin**. Starring **Amy Adams**, **Jason Segel**, **Chris Cooper**.

[Full cast and crew](#) - [Pictures & Photos from The Muppets](#) - [Release dates](#) - [Trivia](#)

# Search Plus Your World

The screenshot shows a Google search interface. At the top, the navigation bar includes '+Jenny', 'Search', 'Images', 'Maps', 'YouTube', 'News', 'Gmail', 'Documents', 'Calendar', and 'More'. The search bar contains the text 'keyword research'. Below the search bar, the results are displayed. The first result is an advertisement for 'Keyword research | SEOMoz.org' with the URL 'www.seomoz.org/tools' and a description: 'Use the #1 SEO tools to help find high traffic keywords. Free trial! 1,339 people +1'd SEOMoz'. The second result is 'Google Adwords Keywords Suggestions' with the URL 'https://adwords.google.com/select/KeywordToolExternal' and a description: 'Enter one keyword or phrase per line to see what related word searches your ad will show on.'. Below this, there is a social interaction section showing three profile pictures and the text 'Hussein Ebied, Brian Ussery, Tony Adam and 3 other people +1'd this'. The third result is 'Google Insights for Search' with the URL 'www.google.com/insights/search/' and a description: 'With Google Insights for Search, you can compare search volume patterns across specific regions, categories, time frames and properties. See examples of how ...'. Below this, there is another social interaction section showing one profile picture and the text 'Brian Ussery +1'd this'. On the left side, there is a sidebar with navigation options: 'Everything', 'Images', 'Maps', 'Videos', 'News', 'Shopping', 'Blogs', 'Discussions', and 'More'. At the bottom left, there is a location indicator: 'Raleigh, NC' and 'Change location'.

# Search Plus Your World

+You Search Images Videos Maps News Shopping Gmail More -



keyword research

Search

About 24,800,000 results (0.17 seconds)

Everything

Images

Maps

Videos

News

Shopping

Blogs

Discussions

More

Raleigh, NC

Change location

Ads - Why these ads?

[Keyword research | SEOmoz.org](#)

[www.seomoz.org/tools](http://www.seomoz.org/tools)

Use the #1 SEO tools to help find high traffic **keywords**. Free trial!  
1,339 people +1'd SEOmoz

[Keyword Suggestion Tool | semrush.com](#)

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

Most popular **keywords** to increase traffic and sales.

[Keyword Suggestion Tool | WebCEO.com](#)

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

Most popular **keywords** to increase traffic and sales.

[Google Adwords Keywords Suggestions](#)

<https://adwords.google.com/select/KeywordToolExternal>

Enter one **keyword** or phrase per line to see what related word searches your ad will show on.

2,762 people +1'd this

# Search Plus Your World

 <http://searchengineland.com/the-keyword-research-rabbit-hole-110489>  
<https://plus.google.com>

## [How To Do \*\*Keyword Research\*\* - The Beginners Guide to SEO](http://www.seomoz.org/beginners-guide-to-seo/keyword-research)

[www.seomoz.org/beginners-guide-to-seo/keyword-research](http://www.seomoz.org/beginners-guide-to-seo/keyword-research)

**Keyword research** is one of the most important, valuable, and high return activities in the search marketing field. Through the detective work of puzzling out your ...

## [Keyword research - Wikipedia, the free encyclopedia](http://en.wikipedia.org/wiki/Keyword_research)

[en.wikipedia.org/wiki/Keyword\\_research](http://en.wikipedia.org/wiki/Keyword_research)

**Keyword research** is a practice used by search engine optimization professionals to find and research actual search terms people enter into the search engines ...

## [Five Steps to Effective \*\*Keyword Research\*\*](http://www.searchengineguide.com)

[www.searchengineguide.com](http://www.searchengineguide.com) › [Lisa Barone](#)

**Keyword research** is a vitally important aspect of your search engine optimization campaign. If your site is targeting the wrong keywords, the search engines and ...

## [Keyword Research | Wordtracker](http://www.wordtracker.com/academy/keyword-research)

[www.wordtracker.com/academy/keyword-research](http://www.wordtracker.com/academy/keyword-research)

Jan 10, 2012 – **Keyword research** - get free expert advice from Wordtracker and the leading **keyword research** tool.

## [Keyword Research: How to Find Profit-Driving New Keywords Every ...](http://www.wordstream.com/keyword-research)

[www.wordstream.com/keyword-research](http://www.wordstream.com/keyword-research)

**Keyword Research** with WordStream lets you discover new, proven keyword opportunities that convert sales. Try our **Keyword Research** tool FREE today!

## [Keyword Research: A Comprehensive Guide | Copyblogger](http://www.copyblogger.com/keyword-research/)

[www.copyblogger.com/keyword-research/](http://www.copyblogger.com/keyword-research/)

**Keyword research** is a fundamental part of online marketing of all kinds, and it goes way beyond search engine optimization.

# Search Plus Your World

musician

40 personal results

[Musician - Wikipedia, the free encyclopedia](#)  
en.wikipedia.org/wiki/Musician  
A **musician** is an artist who plays a person's profession. **Musicians** c

[Musical Instruments from Ferguson](#)  
www.musiciansfriend.com/  
Get the guaranteed best prices on Fender and Gibson at **Musician's Friend**  
↳ Guitars - Stupid Deal of the Day

[Musicians, Singers, and Record Producers](#)  
www.bls.gov/oco/ocos095.htm  
Dec 17, 2009 – **Musicians**, singers, composers, or arrangers of music, or conductors

[Musician](#)  
www.bls.gov/k12/music06.htm  
Mar 19, 2010 – **Musicians** compete in bands or as part of a group. They perform in s

 [If there was one actor/actress/musician/author you could sit down ...](#)


<https://plus.google.com>



Michael Grosheim · Aug 7, 2011 · Public

If there was one actor/actress/**musician**/author you could sit down and have dinner with, who would it be?

4 comments

 [I'm watching a live concert with +Daria Musk in a Google+ hangout ...](#)

<https://plus.google.com>



Robert Scoble · Jul 23, 2011 · Public

She's been singing for five hours so far. <http://hangoutparty.com/> Really great idea for a **musician** to get found. +Steve Greenberg wonder what you think?

+133 62 comments



Robert Scoble - I tried to get in, but couldn't get in.

 <http://www.wral.com/entertainment/video/10012897/#/vid10012897...>

<https://plus.google.com>



shawn deena · Aug 19, 2011 · Public

Durham **musician** sings 9/11 tribute :: WRAL.com  
<http://www.wral.com/entertainment/video/105...>  
songwriter Shawn Deena ...

+1

 [Brazilian Musician Tom Jobim Honored With Google Doodle ...](#)

[searchenginewatch.com/.../Brazilian-Musician-Tom-Jobim-...](http://searchenginewatch.com/.../Brazilian-Musician-Tom-Jobim-...)



by Frank Watson · in 2,184 Google+ circles · [More by Frank Watson](#)

Jan 25, 2011 – The Google doodlers were busy today - Australia Day, a tribute to Robert Burns and a hat tip to Tom Jobim, the Brazilian **musician** who is ...



Frank Watson shared this

jennyhalasz@gmail.com

0

Google+

[Add to circles](#)

by the effervescent pop of the universe  
the love in your heart. Singer/Songwriter  
my ...

[Add to circles](#)

cial Google+ Profile for Lady Gaga  
to prominence following the release of  
The Fame (2008 ...

[Add to circles](#)

ma, a songwriter, a scrape knee'd  
ear tracks from my album please visit  
om ) ... So ...

[Could appear here too](#)

# Canonicals



```
<link rel="next"
href="Octuplet #6"
/>
<p>
I'm the fifth-born
</p>
```

```
<link rel="prev"
href="Octuplet #5" />
<link rel="next"
href="Octuplet #7" />
<p>
I'm the sixth-born
</p>
```

```
<link rel="prev"
href="Octuplet #6"
/>
<p>
I'm the best!
</p>
```

# Social Networking

The screenshot shows a Facebook page for the Carolina Hurricanes. The page header includes the Facebook logo, a search bar, and the user's name 'Jenny Halasz'. The main content area features the team's profile picture and name, along with a 'Sports Venue/Stadium' location in Raleigh, North Carolina. There are buttons for 'Add to Map' and 'Create a Page'. Below the profile information, there are sections for 'You and Carolina Hurricanes' (showing 9 friends who liked the page) and a 'Sponsored Story'.

Overlaid on the left side of the screenshot is a 'Shopping results for tablets' section. It lists three tablet models with their respective prices, reviews, and store counts:

- ASUS Eee Pad Transformer TF101 16 GB - Android 3.x ...**  
★★★★★ 104 reviews - \$289 - 123 stores - Nearby stores - In stock  
149 people +1'd this
- Apple iPad 2 Wi-Fi 16 GB - Apple iOS 5 1 GHz - Black**  
\$429 - 7 stores  
135 people +1'd this
- Samsung Galaxy Tab 10.1 WiFi 16 GB**  
★★★★★ 237 reviews - \$349 - 136 stores  
78 people +1'd this

Overlaid on the bottom right of the screenshot is a Yelp Ad for 'V's Chicken and BBQ'. The ad includes the restaurant's name, category (Barbeque), location (Holly Springs, NC), and address (304 N Main St, Holly Springs, NC 27540, (919) 346-1713). Below the address is a review snippet: 'We ventured into Holly Springs today hoping to try a thai place that had good Yelp reviews and were disappointed when the posted hours showed dinner only on Sunday (which different from what it said... read more »)'. Another Yelp Ad for '1. Second Empire Restaurant & Tavern' is also visible, with a 5-star rating, 59 reviews, and address (330 Hillsborough St, Raleigh, NC 27603, (919) 829-3663). A review snippet for this restaurant reads: 'This was our first dinning experience at Second Empire. We had just moved to Raleigh and we were looking for a romantic restaurant to celebrate our 14th wedding anniversary. Second Empire was listed as the most'.

# Pinterest

Pinterest Ac

7 Boards · 26 Pins · 0 Likes

### Laid Back

Edit

### Cool Stuff

Edit

### Books Music and Movies

Edit

### Quotes I like

Edit

### Brands I Stump For

Edit

### My Articles

Edit





Jenny Halasz  
jenny@jlh-marketing.com  
@jennyhalasz