



SEO AND USABILITY



Experienced. 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

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

HTML

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

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
As	SPEED	Does site load quickly?
Au	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
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Sr ⁺² Reputation	Ta ⁺³ Authority	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	As ⁺¹ Speed	Lt ⁺³ Text	Ss ⁺¹ Shares	Th ⁺¹ History	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	Au ⁺¹ URLs	Ln ⁺¹ Numbers			Ph ⁺² History
Ce ⁺² Engage						Ps ⁺¹ Social
Cf ⁺² 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

Vt ⁻² Thin	Vs ⁻¹ Stuffing	Vc ⁻³ Cloaking	Vp ⁻³ Paid Links
	Vh ⁻¹ Hidden	VI ⁻¹ Link Spam	

Vt **THIN** Is content "thin" or "shallow" & lacking substance?

Vs **STUFFING** Do you excessively use words you want pages to be found for?

Vh **HIDDEN** Do colors or design "hide" words you want pages to be found for?

Vc **CLOAKING** Do you show search engines different pages than humans?

OFF THE PAGE SEO

OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers



...And that, in simple terms, is how you increase your ranking on search engines."

Written By: [search engine journal](http://searchenginejournal.com) Design By: **COLUMN FIVE** Learn More: [HTTP://SELND.COM/SEOTABLE](http://selnd.com/seotable) Copyright Third Door Media

Agenda

- Assumptions
- Basic SEO
- User-Centered Design
- Best Practices
- Friction/Unsupervised Thought
- Personas
- Motivation/Value Proposition

Basic SEO “Musts”

- ☑ Must be seen
- ☑ Must be relevant
- ☑ Must motivate a click

[Triangle AMA Digital Marketing Training Camp| 2-29-12 | Triangle ...](#)

www.triangleama.org/event/digital-marketing-training-camp-2012/

Wed, Feb 29 - Brier Creek Country Club, Raleigh, NC, United States

Event: **Triangle AMA Digital Marketing Training Camp** – February 29th; Start: February 29, 2012 8:30 am; End: February 29, 2012 5:00 pm ...

Keyword Research

Search

Everything

Images

Maps

Videos

News

Shopping

Books

Places

Blogs

Flights

Discussions

Recipes

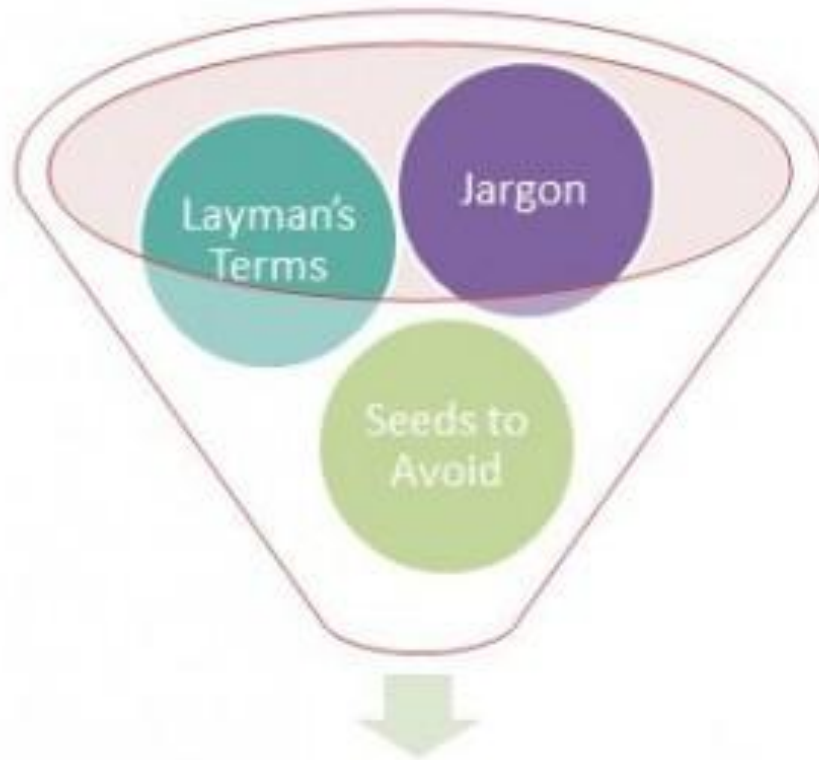
Applications

Patents

Fewer

Raleigh, NC

Change location



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

Search for “keyword research”

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

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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)

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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)

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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

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

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/

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

Personalized

 <http://searchengineland.com/the-keyword-research-rabbit-hole-110489>
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Jenny Halasz · 21 hours ago · Public

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 [The Keyword Research Rabbit Hole](#)

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 [Very excited that my first post on Search Engine Land is now live ...](#)
<https://plus.google.com>



Jenny Halasz · Jan 10, 2012 · Public

Very excited that my first post on **Search** Engine Land is now live. Please read, share and comment... thanks!

Push vs. Pull



F-Shaped Pattern



F-Shaped Pattern

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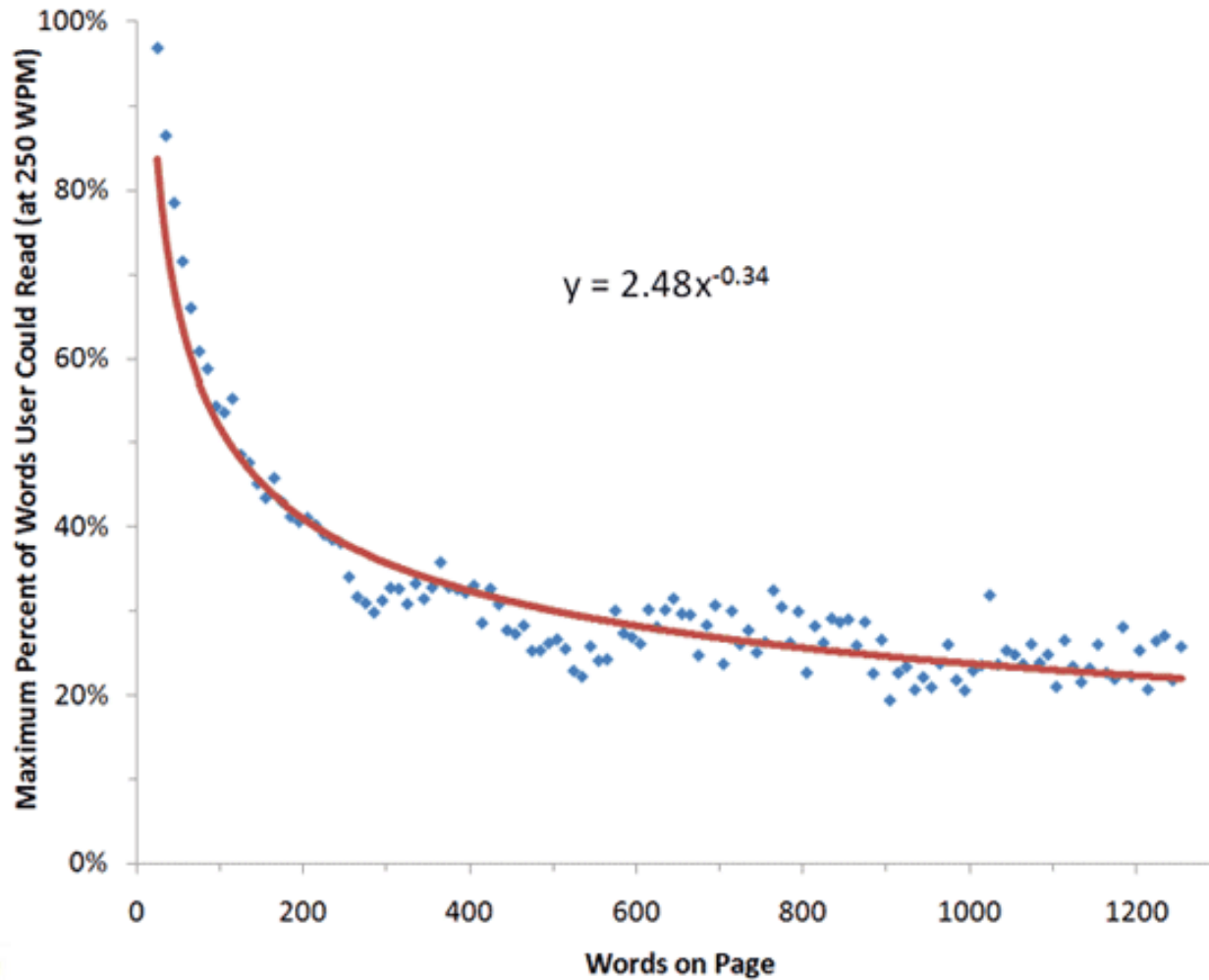
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200m s	-	-	-	-0.3%	-0.4%	500
500m s	-	-0.6%	-1.2%	-1.0%	-0.9%	1200
1000m s	-0.7%	-0.9%	-2.8%	-1.9%	-1.6%	1900
2000m s	-1.8%	-2.1%	-4.3%	-4.4%	-3.8%	3100

Friction



Friction

DAVIDE CERNUSCHI



Friction



click on the circles to find out more

SH Marketing Limited

Welcome...

... to the SH Marketing website. This website has been designed to give you an idea of the scope and magnitude of SH Marketing and the progression of the company over the last five years. This site will also give you an insight into the people behind the company.

Unsupervised Thought



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- [Business Card Stickers](#)
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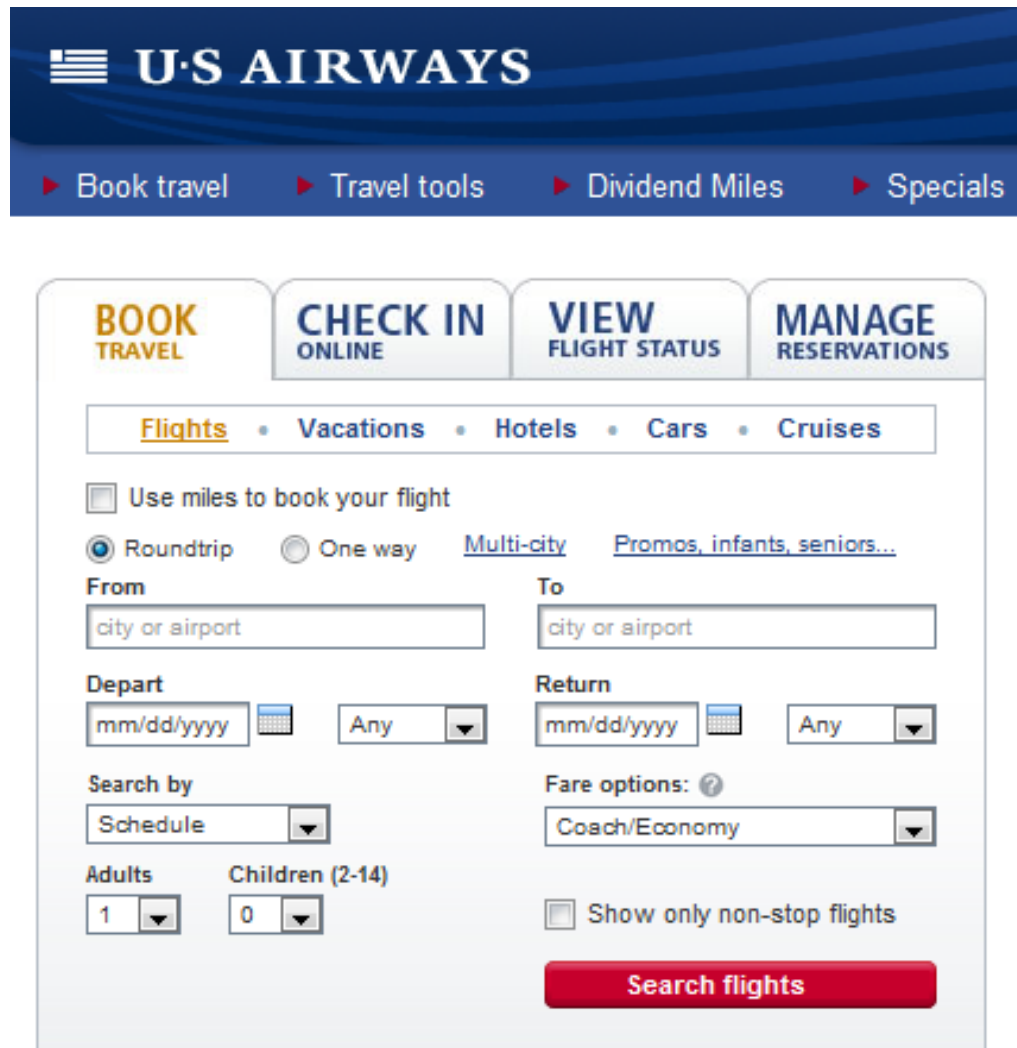
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Supervised Thought



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Search flights

Personas

Teresa Time

Teresa is just starting out in her search. She hasn't made a decision about whether to attend classes full or part time, or whether a structured physical environment or a flexible online one is best for her. Ultimately what she is looking for is some help to make her decision. She'll be looking for class schedules and hours as well as assignments and commitments required. The search terms she uses are likely to be broad, information-gathering terms like "MBA", "business school", and "grad school program".

- Name
- Picture
- Backstory



Motivation



Mistakes on your Credit Report can cost you thousands! See if yours is accurate.

Try one of these great offers to find out how your credit looks.

Free Credit Report Delivered in 2 Days

- May take up to 2 days to see your Report
- Credit Score not included in this offer
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Get Your Instant Credit Report & Score for \$1

- See your Credit Report & Score instantly
- Find out which factors affect your Score
- Be alerted when your Score goes up or down

Value Proposition



Mistakes on your Credit Report can cost you thousands! See if yours is accurate.

Try one of these great offers to find out how your credit looks.

Free Credit Report Delivered in 2 Days

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- Credit Score not included in this offer
- No membership required

Get Your Instant Credit Report & Score for \$1

- See your Credit Report & Score instantly
- Find out which factors affect your Score
- Be alerted when your Score goes up or down

Motivation

Swingline

Home

Products

Support

Con

Get it done with Swingline.

Quality. Innovation. Reliability.

The Swingline name means products you can trust. For over 80 years we've helped you successfully achieve your workplace goals and move on to other projects. From staplers to trimmers and punches; from sharpeners to shredders including the revolutionary NEW Stack-and-Shred; you can depend on Swingline to help you get the job done.



Value Proposition

The logo for Swingline, featuring the brand name in a black, cursive script font.

Home

Products

Support

Con

Get it done with Swingline.

Quality. Innovation. Reliability.

The Swingline name means products you can trust. For over 80 years we've helped you successfully achieve your workplace goals and move on to other projects. From staplers to trimmers and punches; from sharpeners to shredders including the revolutionary NEW Stack-and-Shred; you can depend on Swingline to help you get the job done.



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Calls to Action



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Monday, February 27, 2012

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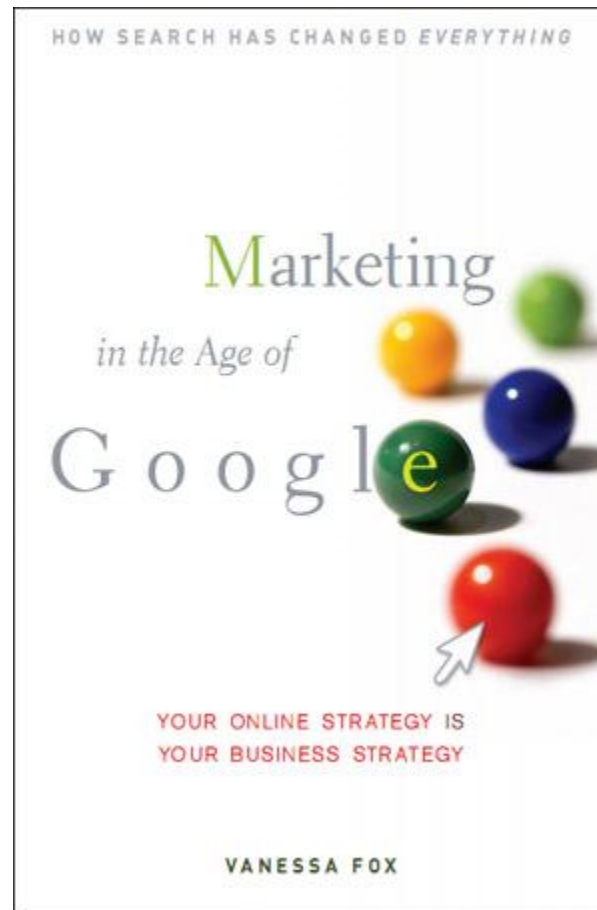
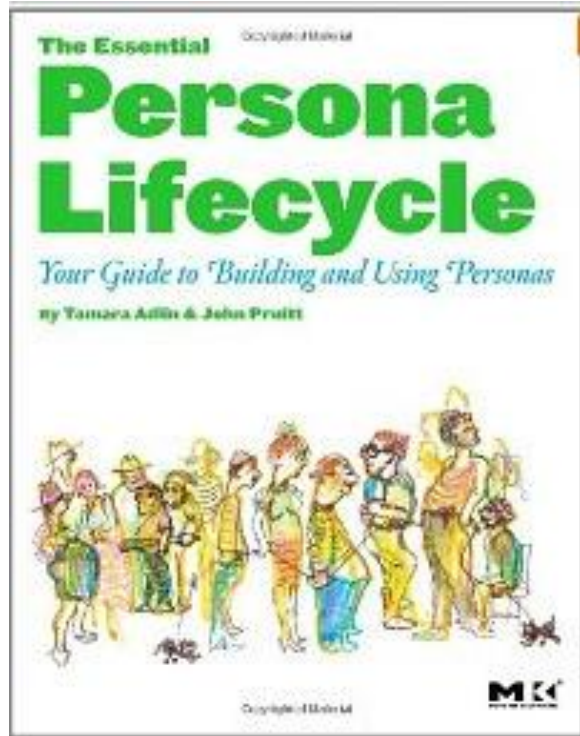
User-centered design is ROI!

Reduce Friction and Unsupervised Thought

Obvious Motivation and Value Proposition

Interact with a Clear Call to Action

Recommended Reading





Jenny Halasz
jenny@jlh-marketing.com
@jennyhalasz