



## **E-COMMERCE BASICS**

# **“Hello, World” Search Engine Submittal and Optimization Basics**


**Brent Buford**



## **RESOURCES**


**[bigcommerce.blogspot.com](http://bigcommerce.blogspot.com)**

- **PowerPoint Presentations**
- **Handouts**
- **Useful links**
- **Questions and answers**



# DEFINITIONS

- Search Engine
- Search Results
- Natural Results
- Keyword
- Crawler/spider
- Title tag
- Alt tag
- Meta tag
- Pay-per-click



# SEARCH RESULTS BREAKDOWN

**Keyword** →  →  →  →

brentbuford@gmail.com | Search History | My Account | Sign out

**Pay per click** → **Web** → Results 1 - 10 of about 275,000,000 for shoes (definition) (0.03 seconds)

<p><b>Buy Shoes Online</b> www.zappos.com - Free Overnight Shipping on shoes. 365 day return policy at Zappos.com</p> <p><b>Shoes at Shoebuy</b> www.shoebuy.com - Free Shipping. No Tax. All Sizes. Plus Free Returns &amp; Great Savings.</p> <p><b>Shoes at NORDSTROM</b> www.nordstrom.com - Shop shoes for men, women &amp; kids Free Shipping with shoe purchase.</p> <p><b>Shoes - Free Shipping on Womens Shoes, Mens Shoes, Childrens Shoes</b> View entire collections of the latest styles of shoes, sandals, boots, clogs, slippers and accessories. Free shipping &amp; returns, no tax. shoes.com/ - 41k - Cached - Similar pages - Note this</p> <p><b>YouTube - shoes</b> 1077 clips from http://machomedia.blogspot.com/2006/08/shoes.html ... lol. I luv the music. dont mess with kelly's shoes, bitch! (Reply) ... www.youtube.com/watch?v=1Vn5T3Xk_w - 88k - Cached - Similar pages - Note this</p> <p><b>Payless ShoeSource - Women's Shoes, Men's Shoes, Children's Shoes...</b> Shop Payless ShoeSource for family footwear and accessories including women's shoes, men's shoes, girl shoes, boy shoes, infant shoes, back to school shoes, ... * Stock guide for PSS www.payless.com/ - 29k - Cached - Similar pages - Note this</p> <p><b>Shoes at Zappos.com - The Web's Most Popular Shoe Store! Our shoe...</b> Featuring dress, casual and athletic shoes for men and women. www.zappos.com/ - Similar pages - Note this</p> <p><b>Amazon.com Apparel: Shoes</b> Online shopping from a great selection of men's &amp; women's shoes by Addidas, Nike, Puma, New Balance, Steve Madden, Reebok, Skechers &amp; more running shoes ... www.amazon.com/shoes-men-women-kids-baby/?ie=UTF8&amp;node=1040668 - 71k - Cached - Similar pages - Note this</p> <p><b>Shoes for Shoebuy.com - Free Shipping &amp; Easy Returns</b></p>	<p><b>Sponsored Links</b></p> <p><b>ShoeMail - Free Shipping</b> Over 2000 Brand Name Shoes In Hand To Find Sizes &amp; Widths. Order Now! www.ShoeMail.com</p> <p><b>Shoes</b> New Styles of Nike, addas, Puma and More Arriving. Save Today. www.FinishLine.com</p> <p><b>Shoes.com - Official Site</b> Over 400+ Brands &amp; 300,000+ Shoes. Free Shipping. 115% Price Guarantee www.Shoes.com</p> <p><b>Discount+shoes</b> Our prices will keep you running. Save up to 75% on shoes! www.BestPrice.com/Shoes</p> <p><b>FinishLineShoes.com@ Sale</b> Anniversary Sale. 4000+ Shoes On Sale. New Styles. Free Shipping. www.FinishLineShoes.com</p> <p><b>Designer Shoes</b> Shop this season's must-have shoes worldwide Express delivery. Buy now www.net-a-porter.com</p> <p><b>Womens Shoes</b> Women's Dress, Casual &amp; Athletic Free Overnight Ship &amp; Low Prices www.WomensShoes.Shoe-Find.com</p>	<p><b>Pay per click</b></p>
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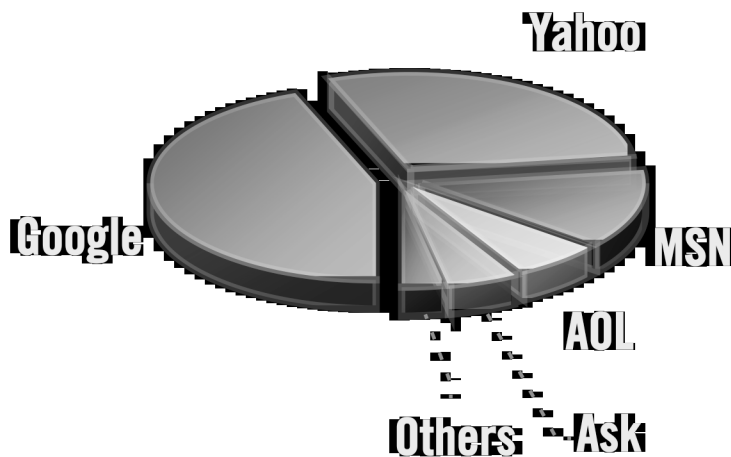
## OPTIMIZING YOUR SITE



- Search engines are the arbiters of what gets seen and what doesn't
- Massive industries exist solely to fool or game the search engines
- Good practices will get you decent results



## SEARCH ENGINE MARKET SHARE





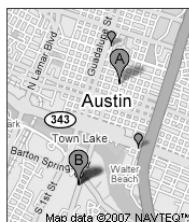
## SUBMITTING YOUR SITE

- <http://search.yahoo.com/info/submit.html>
- <http://search.msn.com/docs/submit.aspx>
- <http://www.google.com/addurl/?continue=/addurl>
- <http://freewebsubmission.com/>



## LOCAL LISTINGS

### Local business results for plumber near Austin, TX



- A **Austin Foundation Repair** - [www.foundationrepair.com](http://www.foundationrepair.com)  
815 Brazos Street, Austin - (512) 443-2920  
[Directions, hours, and more »](#)
  - B **A-1 Heating and Air Service** - [www.a1services.com](http://www.a1services.com)  
611 S Congress Ave # 503, Austin - (512) 443-2222  
[Directions and more »](#)
  - C **A-1 Roofing Services** - [www.a1services.com](http://www.a1services.com)  
611 S Congress Ave # 500, Austin - (512) 443-2222  
[Directions and more »](#)
- [More results near Austin, TX »](#)

- **Google: Automatic**
- **Yahoo! Local: [listings.local.yahoo.com](http://listings.local.yahoo.com)**
- **Windows Live Local ([local.live.com](http://local.live.com)): [infousa.com](http://infousa.com)**
- **Ask City ([city.ask.com](http://city.ask.com)): Automatic**



## WHAT SEARCH ENGINES LOOK FOR

- **Content**
- **How often a site is linked to**
- **How often a site is clicked to**
- **The variety of locations from which a site is clicked to**



## WHAT SEARCH ENGINES CALCULATE

- **Relevance (formulas)**
- **Ranking (relevance + clicks)**
- **Quality (secret)**



## BASIC OPTIMIZATION: CONTENT

- **Quality, specific, relevant content**
- **Avoid excessive keyword repetition**
- **Keywords more effective in context**



## FINDING YOUR UNIQUENESS

<b>GENERIC</b>	<b>BETTER</b>	<b>BEST</b>
Shoes	Women's Shoes	Women's Modern Leather Designer Shoes
Soap	Natural, Handmade Soap	Natural Handmade Herbal Soaps for Sensitive Skin
Clothing	T-shirts and Athletic Clothing	Team T-shirts and Competitive Sports Apparel

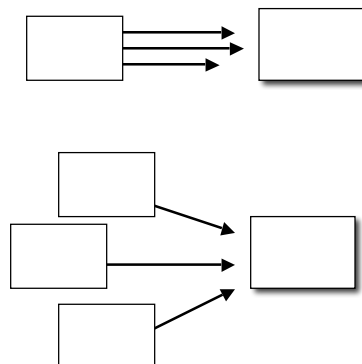


## BASIC OPTIMIZATION: TAGS

- **Punchy, specific title tags**
- **Short, non-repetitive keyword tags**
- **Short, specific meta descriptions**
- **Descriptive ALT tags for images**



## BASIC OPTIMIZATION: LINKING



**Create as many legitimate links to your site as possible from as many different sources as possible**



## **BASIC OPTIMIZATION: QUALITY**



- **The secret formula**
- **Quality is easier to explain for what is isn't than for what it is**



## **QUALITY IS NOT:**

- **Repetitive clicks from single sources**
- **Keyword repetition**
- **Redirection pages**
- **Landing pages**
- **“Below the fold” stories**



## IMPROVING YOUR RESULTS

### Google™ Webmaster Central

Welcome to your one-stop shop for comprehensive info about how to ensure that your site is easily crawled and indexed, how to diagnose and fix crawling issues, study statistics on how your site is doing in search engines, and how to submit your content to Google.



#### Site status wizard

Find out whether your site is currently being indexed by Google.



#### Webmaster tools (including Sitemaps)

Statistics, diagnostics and management of Google's crawling and indexing of your website, including Sitemap submission and reporting.



#### Submit your content to Google

Learn about submitting content for Google properties such as Google Base and Google Book Search.

- Get a link on a popular site
- Get your friends and family to visit your site
- Get links from blogs
- Get links from directories and local listings
- Get links from groups

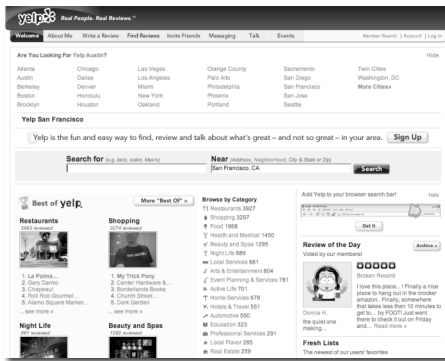


## THINGS TO AVOID

- Anyone who promises “guaranteed” natural results or uses any of these techniques:
  - Invisible text
  - Cloaking
  - Redirects
  - Doorway pages
  - Automated queries



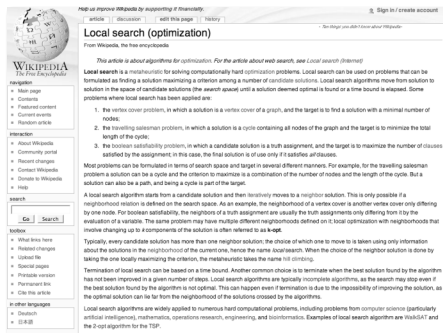
# GUERRILLA SEO



- User-generated content
  - Blogs
  - Reviews
- Social networking
- Press



# USER-GENERATED CONTENT



- Wikipedia
- Yelp!
- Insiderpages
- Angieslist.com
- Judysbook.com



# NETWORKING



- [LinkedIn.com](http://LinkedIn.com)
- [Facebook.com](http://Facebook.com)
- [Plaxo.com](http://Plaxo.com)
- [MySpace.com](http://MySpace.com)



# SEO RESOURCES



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

[www.mattcutts.com/blog/](http://www.mattcutts.com/blog/)

[www.google.com/webmasters/guidelines.html](http://www.google.com/webmasters/guidelines.html)



## WEB MARKETING: ADWORDS

The screenshot shows the Google AdWords interface. At the top, there are tabs for Campaign Management, Reports, Analytics, and My Account. Below these are links for Campaign Summary, Tools, and Conversion Tracking. Two notification boxes are present: one about setting a perfect timetable with ad scheduling, and another about staying up to date on the AdWords blog. The main section is titled 'All Campaigns' and includes a link to 'Create a new campaign' with options for keyword-targeted and site-targeted. Below this is a table of campaigns:

Pause	Resume	Delete	Edit Settings	Show all campaigns
<input type="checkbox"/>				
Campaign Name		Current Status		
<input type="checkbox"/>				Active
<input type="checkbox"/>				Active
<input type="checkbox"/>				Paused
Total - all 3 campaigns		-		

- Convenient
- Simple budget control
- Great for improving visibility
- Great analytics
- Very expensive for common terms



## MAKING MONEY WITH CONTENT

The screenshot shows the Google AdSense interface. At the top, there are tabs for Reports, AdSense Setup, and My Account. Below these are links for Overview, Advanced Reports, and Report Manager. The main section displays 'Today's Earnings: \$0.00' with a link to 'View payment history' and a notification that the payment has been released. There is a 'View:' dropdown menu set to 'today'. Below this is a table of earnings:

	Page impressions	Clicks
AdSense for content		4
AdSense for search - <a href="#">Get started</a>		
Referrals - <a href="#">Get started</a>		
Total Earnings		

A tip at the bottom suggests getting faster, more secure payments with EFT by signing up for a bank account today.

- Google AdSense is the dominant player
- Sign up is simple
- Google automatically inserts ads relevant to your content
- If you have a content "Destination" adSense can mean big money



## **ADSENSE**

- **Integrated directly with [blogger.com](http://blogger.com) (which Google happens to own)**
- **Simple code to insert on any other site**
- **You can choose the style and format of ads**
- **You have no control over the ads**