

MarketMotive<sup>™</sup>

Internet Marketing Knowledge

# SEO Best Practices

# Page Titles

- Use targeted keywords in page titles
- Each page should have a different Title Tag
- Best if targeted keywords are used first, followed by company name
- Very important for click-through rates on SERPs
- Google will display titles with a maximum of 65 characters on SERPs



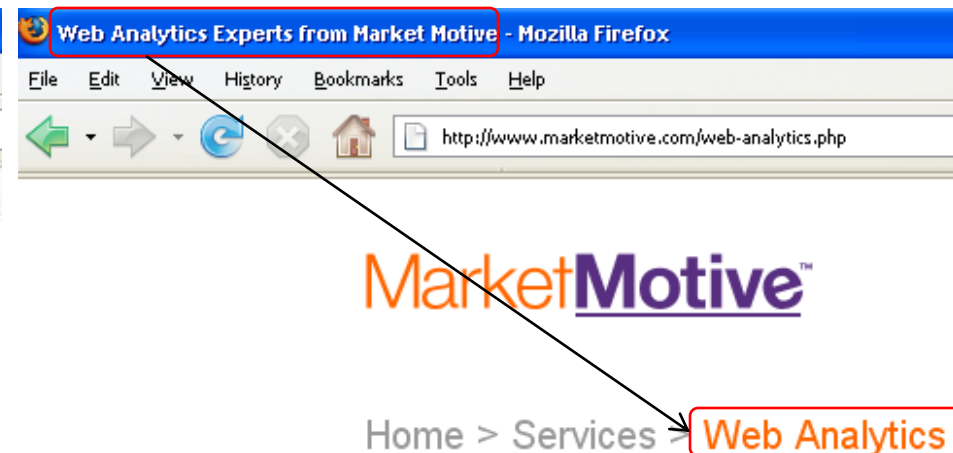
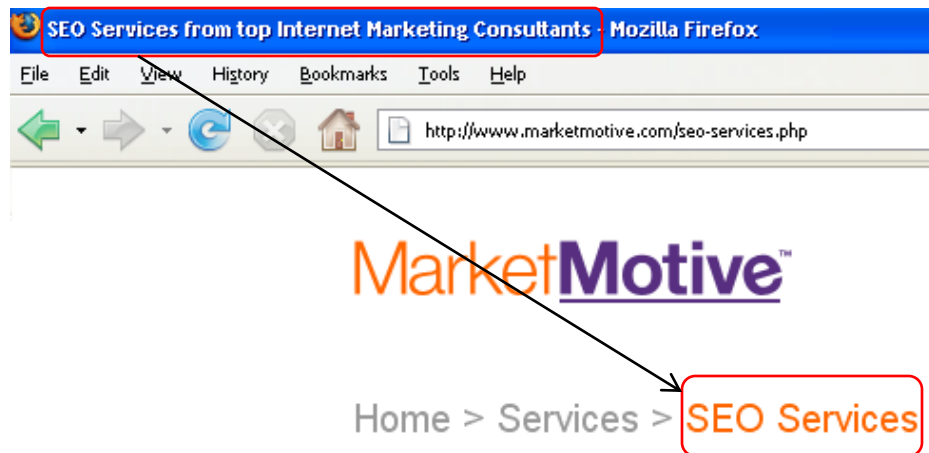
[Internet Marketing Knowledge](#) from Market Motive

Market Motive gives you direct access to top minds in **internet marketing**. Subscribe or hire us for better conversion, traffic, seo, ranking and revenue.

[www.marketmotive.com/](http://www.marketmotive.com/) - 12k - [Cached](#) - [Similar pages](#) - [Note this](#)

# Page Titles (continued)

- Each page should compete for different keywords
- If multiple pages are appropriate for a single keyword, the page highest on the site architecture is more likely to hold more value
- Good practice to use the reverse navigation breadcrumbs as page title
- Test new page titles semi-regularly



# Meta Description

- Frequently used as description on SERPs
  - Google displays roughly the first 154 characters
- Good copy = Good click-through rates
  - Use call to action to boost CTR
- Best if unique to each page
- If too similar to page title or body text it can hurt the ranking

```
<head>
```

```
  <title>Internet Marketing Knowledge from Market Motive</title>  
  <meta name="description" content="Market Motive gives you direct  
  access to top minds in internet marketing. Subscribe or hire us  
  for better conversion, traffic, seo, ranking and revenue."/>
```

```
</head>
```

Call to Action

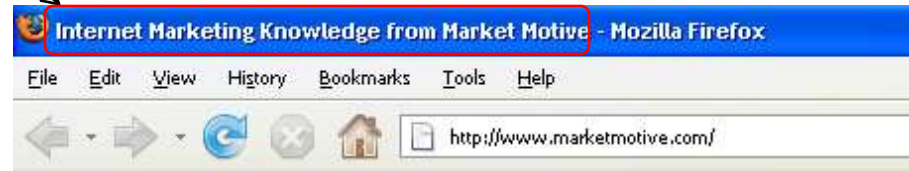
Keywords

```
<head>
```

```
<title>Internet Marketing Knowledge from Market Motive</title>
```

```
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```

```
</head>
```



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# Body Text

- Helps search engines determine relevance
- Best to include targeted keywords earlier in the copy to help Google classify
- Use **natural language** in copy while making strategic use of **targeted keywords**
- Best to mix use of targeted keywords with **keyword synonyms**

# Keyword Density

- Best to make strategic use of keywords in copy that reads well to humans
- Overuse of targeted keywords (keyword stuffing) can hurt your ranking for those terms
- If keyword stuffing is obvious to the reader it will probably be obvious to Google
- Ranking will likely suffer if you try to game system by placing keywords behind images or adding keywords that appear invisible to the user

# Header Tags (H1, H2, etc.)

- Header tags too similar to Title and Anchor Text can hurt ranking
- Use H2 if header needs to be the same keyword as the page title

MarketMotive™

[Member Login](#) | [Services](#) | [Blog](#) | [News](#)

[Home](#) > [About](#) > [News Releases](#)

H1

**Recent Market Motive News Releases**

H2

**Bryan Eisenberg and Alan Rimm-Kaufman Join Market Motive Faculty**

H4

**Conversion and paid search experts to teach strategy and tactics as part of Internet Marketing Dream Team**

Scotts Valley, California (PRWeb) October 11, 2007 – Internet marketing consultancy and training provider Market Motive today announced that Future Now principal Bryan Eisenberg and Dr. Alan Rimm-Kaufman of the Rimm-Kauffman Group have joined the Market Motive faculty.

# URL

[www.mattcutts.com/blog/seo-advice-url-canonicalization/](http://www.mattcutts.com/blog/seo-advice-url-canonicalization/)

- Keyword in URL helps click-through rate on SERPs
  - Use keywords in folder names and file names
- Extensionless URLs (without .html, .php, .asp, etc.) give flexibility for future changes
- Anchor links (`<a href="#myLink">Link</a>`) that appear at the end of URLs do not cause duplicate content issues
- Keyword in URL encourages use of keyword as anchor text
- Ok to use dashes – Google interprets as spaces

# Slashes in URL

- Won't affect ranking directly
- Important to keep below four to ensure site can be crawled properly

Good Example:

<http://www.mattcutts.com/blog/type/booksmagazines/>

Bad Example:

<http://www.lasvegassun.com/sunbin/stories/natgen/2008/jan/03/010303164.html>

# Domain Name

[www.mattcutts.com/blog/seo-advice-url-canonicalization/](http://www.mattcutts.com/blog/seo-advice-url-canonicalization/)

- Keyword in domain helps click-through rate on SERPs
- Keyword in domain encourages others to use keyword as anchor text
- When your domain contains your keyword, simple links ([www.cheapt toys.com](http://www.cheapt toys.com)) carries keyword anchor text value.
- Exact match of keyword is best
- Dashes are interpreted as spaces by Google
- Avoid too many dashes in URL: credibility concerns
  - Ex. [www.my-free-credit-check.com](http://www.my-free-credit-check.com)

# Meta Keywords

- Not used as ranking factor by Google
- Still best practice to include 7-10 keywords/page
- Can be helpful for internal search
- Should be tailored to content of pages

```
<head>  
  <title>Internet Marketing Knowledge from Market Motive</title>  
  <meta name="description" content="Market Motive gives you direct access to top minds in internet marketing. Subscribe or hire us for better  
<meta name="keywords" content="internet marketing consultant, web analytics, search engine optimization, seo, ranking, PPC click fraud"/>  
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>  
  <link rel="stylesheet" href="css/base.css" type="text/css" media="all"/>  
  <link rel="stylesheet" href="css/home.css" type="text/css" media="all"/>  
  
  <script language="JavaScript" src="includes/playback.js"></script>  
</head>
```

# Amount of Text on Page

- No absolute rule for how much text on page. Use enough text to explain concept for human reader.
- In rare instances pages can rank with no text. Our tests show best to have at least one paragraph of text (roughly 100-250 words).
- Quality of copy counts much more than quantity
- If copy is very long, put keywords earlier to be safe

# Image Alt Tags

- Alt tag serves as the anchor text if an image is hyperlinked
- When image link is used for site navigation alt tag is especially important
- Can help images rank well in image search which brings in incremental traffic
- Alt tags help with Disabilities Act Section 508 compliance

# Bolding Targeted Keywords

- Currently has little to no benefit for SEO
- Use only for human readability purposes

# Internal Link Structure

- One of the most important factors in SEO
- Very important to make strategic use of keywords in **internal anchor text**
- Avoid overusing keywords, can result in penalty
- Used by Googlebot to find other pages to index
- Standardize on www or non-www
- Plan internal link structure first when building new sites

Home > **Services**

## Make Our Staff Part of Yours

Be assured that your online marketing is under the scrutiny of experienced specialists who are invested in your success. Market Motive staff are trained and monitored by the [top minds in Internet marketing](#).

Our consultants will assess and improve your Internet marketing in the following areas:

### Web Analytics

Uncover customer motives and hidden opportunities with [web analytics](#).

# Outbound Links

- Majority of external links should be to relevant, high quality sites
- Links to low quality, less relevant sites should be kept to a minimum as a percentage of total external links
  - Utilize nofollow attribute on external links to low quality sites
    - `<a href="www.shadywebsite.com" rel="nofollow">Shady Website</a>`
    - Instructs robot not to follow link, but remains available to humans

# Age Issues

- Age of Site
  - Older sites get more inherent trust from search engines
- Age of Document
  - Largely dependent on age of site
  - New documents on old sites may rank well
- Age of Link
  - Links pass more value as they age
  - New links take time before they pass any value

# Page Updates

- Most pages do not need to be updated frequently
  - Sometimes frequent updates can hurt page ranking
- Frequently updated sites may be crawled more often by search engines
- News pages benefit from updating pages frequently

# Spelling

- Very important that targeted keywords be spelled correctly
- Careful use of misspellings can help rankings, but is rarely worth the time
  - If you must use misspellings, add them to insignificant content such as blog comments

# Text Adjacent to Links

- Becoming more important as a means to determine importance of links
  - Ex. Links in footers are worth less than links surrounded by text in the body
- Use semantically-related terms and synonyms of keywords around anchor text

Surrounding text reinforces keywords in anchor text

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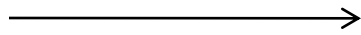
# JavaScript & AJAX

- Robots cannot index text inside JavaScript or AJAX
- Robots cannot follow links surrounded by JavaScript
- Keep JavaScript in external include files

# Frames

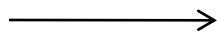
- Frames disrupt search bots
- Frames can...
  - Split link value
  - Prevent text from being indexed
  - Provide poor navigational experience for visitor

How You See It



# Frames

How Google Might See It



# Duplicate Content

- Caused by URLs
  - Duplicate content is created when multiple URLs point to the same HTML page
  - Duplicate content divides link value
  - Use 301 Permanent Redirect to direct traffic **and pass link value**
  - The following URLs are considered different:
    - <http://www.marketmotive.com>
    - <http://marketmotive.com>
    - [marketmotive.com](http://marketmotive.com)

# Duplicate Content (continued)

- Caused by multiple pages carrying same content
  - Includes borrowed or hijacked content
  - One of several ways Google handles duplicate content is by choosing the first indexed page as the original source of the document
  - Example solution: Hide stock descriptions provided by product manufacturers using AJAX or JavaScript and/or write a custom description

# Session IDs

Session ID example:

`www.example.com/bla/bla.htm;jsessionid=3D2A3D0BAFB18CCA83F8E2F1636BF601`

- Session IDs in URLs can create duplicate content
- Session IDs are best kept in cookies rather than URLs
- Session IDs can prevent link value from being passed to page if included in URL

# Robots.txt

- Ensure all content you want indexed is not blocked
- It is more efficient to place all content that should not be indexed into one directory that is blocked by robots.txt
- Do not block search robot access to CSS file

```
User-agent: *
```

```
# list directories that the robots are not allowed to index
```

```
Disallow: /CRM
```

```
Disallow: /knowledge
```

# Dynamic URLs

Dynamic URL:

```
www.genericsite.com/thread.html?subject=123&date=01072007&uid=329584&aid=930895
```

- Best to use static URLs
- Long dynamic URLs are less likely to be indexed
- Static URLs can include targeted keywords and increase click-through rate on SERPs
- If you must use dynamic URLs keep the number of variables used in query string to less than four
- Use dynamic to static URL converters such as mod-rewrite

# 404 Pages

- Never have more than one 404 page indexed
- Customize your 404 page to be friendly to search engines and humans

# Common SEO Problems

- Do...
  - Have valid HTML
  - Use 301 redirects for moved pages
  - Use custom 404 errors for missing pages
  - Keep CSS in external include files
  - Optimize titles and metadata for non-html files (.pdf, .doc, .xls)
- Do not...
  - Require cookies to serve important content
  - Allow broken links
  - Use images, Flash, or JavaScript to display important text
  - Make content only accessible through forms or other elements that require human action