



The Best Practices in Marketing Virtual Seminar Series

Best Practices in Search Engine Optimization:
The Best Practices and Tactics to Avoid

Chris Boggs, Search Specialist, Avenue A | Razorfish
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About the Best Practices in Marketing

- We listened to our members
- Most popular areas of focus:
 - Demand Generation
 - P.R.
 - Email Marketing
 - Messaging and Branding
 - S.E.O.
 - Podcasting
- The seminars deliver:
 - Education - not a sales pitch
 - Guidance from industry experts
 - Ability to enhance skills, be more effective



Best Practices in Search Engine Optimization



Search Engine Optimization – Best Practices and Tactics to Avoid

- About me: Chris Boggs
- Avenue A | Razorfish
 - Owned by aQuantive (NASDAQ: AQNT)
 - Sister companies include Atlas Solutions, drivePM, Amnesia (Australia); Neue Digitale (Germany); DNA (UK); e-Crusade (Hong Kong) and others
- “Search Strategist”
 - Daily SEO
 - Newsletter “Search Marketing Trends”
 - Conference speaker and blogger
- Search Engine Roundtable
 - www.seroundtable.com
- Search Engine Watch Forums

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SEO Best Practices: Agenda

1. Introduction to Basic SEO Definitions
2. SEO: “The Roux”
3. Site Structure Best Practices
4. Content Best Practices
5. Linking Best Practices
6. Common SEO Myths and Misperceptions
7. Some Paid Search Thoughts
8. List of Resources
9. Closing

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Basic SEO Definitions

- “Search engine optimization (SEO) is a set of methodologies aimed at improving the visibility of a website in search engine listings. The term also refers to an industry of consultants that carry out optimization projects on behalf of client sites.”
 - <http://en.wikipedia.org/wiki/SEO>
- As a rule, sites which are user-friendly are often Search Engine-Friendly
- SEO should not be confused with:
 - Paid Search / Sponsored Listings
 - Paid Inclusion (Yahoo! Search Submit)
 - Directory Submission
 - Voodoo / Black Magic

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SEO: “The Roux”

- Chefs use a roux as a base for many sauces and soups
 - If current SEO is not using many of these ingredients, there may be a problem
- SEO’s rely on:
 - Site Structure / Architecture
 - Individual Page Content
 - Inbound links to pages
 - Including internal links
- Some other factors that come into play:
 - Site age
 - Traffic / “Stickiness”
 - Industry / Neighborhood
 - Real Estate
 - “PPC = Pills, Porn, and Casinos.”

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Site Structure / Architecture

- Site must be “crawlable” in order to allow Search Engine Spiders to find content and list individual pages
- In general, the following are “bad:”
 - FLASH
 - AJAX
 - Sever Side Redirects (i.e.: META Refresh)
 - Broken Links / Old Pages
 - Too much JavaScript
 - Folder system
 - ...site.com/blue-widgets/wireless.html
 - Vs
 - ...site.com/widgets/wireless2/blue-widgets.html

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Site Structure / Architecture (continued)

- The following are considered best practices when writing / re-writing a site to be “search engine friendly:”
 - HTML Content
 - CSS Navigation
 - External JavaScript
 - Clear linking (covered later in Linking)
- Optional additional methodologies to consider:
 - Breadcrumb navigation
 - Keywords in page/file names (covered later in Content)
 - Accessibility
 - Target recently sued on behalf of the blind
 - W3C Compliance
 - validator.w3.org

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Site Content for SEO

- Page content basics:
 - Individual Page Titles and META Descriptions
 - Use of META Keywords
 - No duplicate content
 - Using Session ID's? (site.com/index.php?id=12345)
 - Using Header Tags (H1, H2, etc...)
 - Avoid hidden content
 - White-on-white
 - Keyword-stuffed META
 - Labeling images
- Site's age can be a factor, especially if content is consistent
 - See archive.org's "Wayback Machine"
- STAY USER FRIENDLY!

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Site Linking for SEO

- Inbound links
 - Remember pages not sites
 - External in-links
 - Using "site wide links"
 - Using network of "sister sites"
 - Avoiding "bad neighborhoods"
 - Internal links
 - CSS Navigation
 - Using absolute links within navigation bar areas
 - Taking advantage of keywords within content to form powerful anchor text links
 - Directories
 - The good, the bad, and the ugly

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Common SEO Myths and Misconceptions

- Myths
 - Often used by unscrupulous SEO's or perpetuated by inexperienced SEO's.
- 1. Submissions and re-submissions
- 2. Keyword density
- 3. Outbound links can cause loss of PageRank
 - 1. They can hurt in some cases
- 4. Pages cannot rank without thousands of inbound links
 - 1. Search "insert printing" at Google
- 5. Buying Paid Search listings can help/hurt
- 6. Pages must be at least 200 words of content

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Some Paid Search Thoughts

- Paid Search is also about Usability and Relevance
- Paid Search data is the best possible data for SEO research
 - Reports
 - Site Log Files from traffic analytics reports
- The Keyword "Long Tail"
- Analytics is a must
- Bid higher on the terms likely used later in the buying cycle
- Avoid mixing search network with content / partner distribution
- Click Fraud

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List of Resources

- Recommended Forums, Blogs, and Podcasts
 - Seroundtable.com
 - Searchenginewatch.com
 - Mattcutts.com/blog
 - WebMasterRadio.fm show archives
- Recommended Conferences:
 - WebMasterWorld "Pubcon"
 - Search Engine Strategies
- Recommended Books:
 - Seobook.com
 - Andrew Goodman's Google AdWords and Yahoo! Search Marketing books

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More from the BMA



- Virtual Seminar Series Continues...
 - December 16th: Best Practices in B2B Podcasting Sponsored by KnowledgeStorm
 - January 18th: Best Practices in Marketing with MarketingSherpa
- The Business of Baseball Marketing
 - Featuring Sam Kennedy, Red Sox Sr. VP of Marketing
 - January 25th: The EMC Club @ Fenway Park
- Newsletter: "**Boiling the Ocean**"
 - Sign up today @ thebmaoston.com
 - Next issue: November 28th
- Check out our new Best Practices in Marketing Podcasts!!!!
 - Visit www.thebmaoston.com for details!!!

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Best Practices in B2B Podcasting

Leveraging Podcasts to increase demand and enhance your marketing mix

During this presentation you will learn:

- How to implement podcasts at your organization.
- Tips and tracks on how to begin using podcasts immediately.
- How to leverage podcasts as part of your marketing mix.



Presented by Patrick Moorhead, B2B Podcasting Expert and frequent podcasting speaker

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Questions



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