Who is this guy?

| Attribute	Value
Name	Cameron Nordholm
Education	Carleton College '06 American University '10
Title	Digital Strategy Consultant
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Beau, our wookie dog

SEARCH ENGINE OPTIMIZATION

I promise this won't be painful

Newbie breakdown
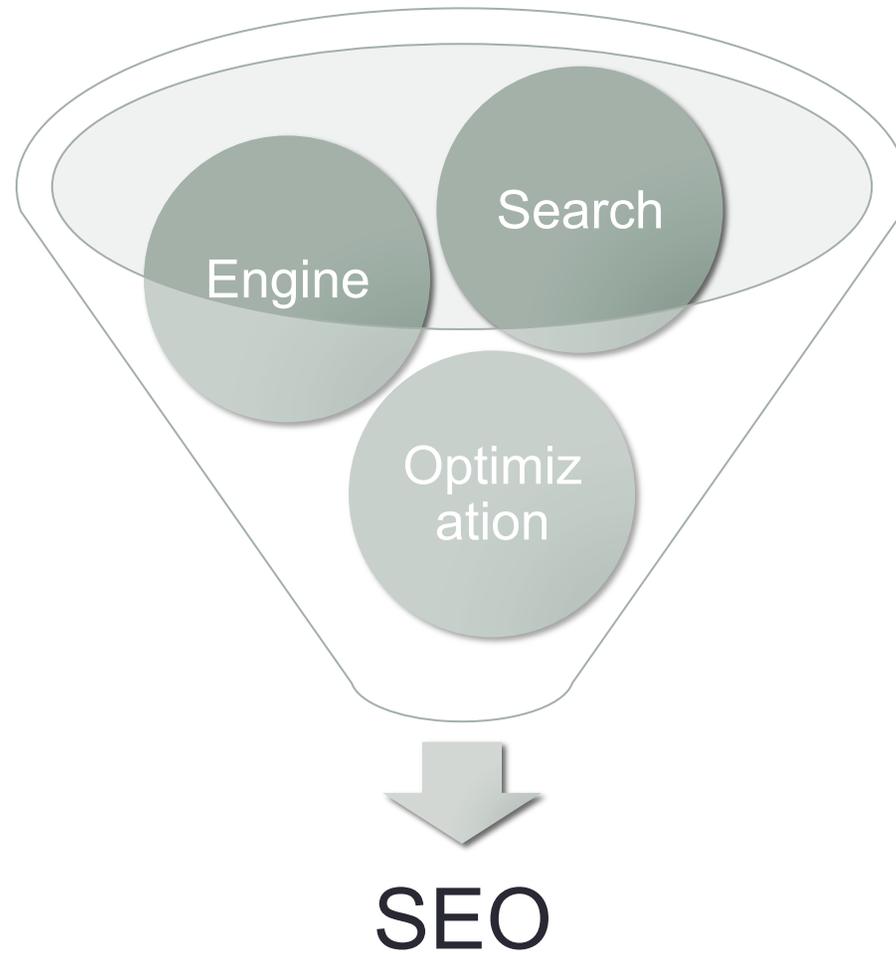
Why care about search?

- Most web sessions start with a search
- Most sessions won't click past page one in results
- You need to be on that first page
- This is why people make a big deal out of SEO

New issues in search

- Google de-prioritizes topic / aggregation pages
- Also suppressing content farms and aggregated content pages
- Personalization algorithms makes life a bit more interesting: beware of custom search

Writing and production

- Write for your audience: the whole web
  - Don't: *"Suspect Denies Role in Killing"*
- Use keywords in your headline and introduction
- Clarity is the goal. Sorry puns.
- Link descriptively
  - Do: The Beacon has posted details on the Smith murder.
  - Don't: The Beacon has the full story on the event. Click here.
- Link to evergreen content where possible
- Use 'alt' attributes when working with images
- Research using keyword tools and revise
- Don't stuff your article with "sex", "bieber", "snookie"

URLs Matter Too

File names and paths are read for metadata as well. An exercise:

http://www.npr.org/templates/story/story.php?storyId=97895293

http://mashable.com/2008/12/05/iphone-app-download-numbers/

Have a site keyword strategy

Common Keywords

- Create and maintain a list of core keywords that can serve as a foundation across the site.

…Not Identical

- Use diverse and descriptive keywords on individual pages in addition to this foundation. Every page's meta tags should be unique.

Keyword process

1. Brainstorming
2. Keyword discovery tools
3. Evaluating search volume
4. Keyword competition
5. Putting it all together

Create a sitemap

Create a site map

- Site maps can improve search engine optimization of a site by making sure that all the pages can be found. This is especially important if a site uses Adobe Flash or JavaScript menus that do not include HTML links.

Create a Google news sitemap

- A distinct format and target than traditional sitemaps
- You must submit to Google news
- They don't like bloggers. Chumps.

General

Use Redirects

- When context expires, is moved, or updated, work with your tech folks to implement a 302 redirect to ensure users continue to find your content and search engines continue to display your hard fought real estate.

302

Linking

Inbound Links

- Inbound links represent sites that link back to your site. Search engines consider this an indication of popularity. Links from more popular sites carry more weight.

Internal Links

- Internal linking is important for the navigation of both your users and search crawling. Without proper internal links, your site may not be crawled correctly.

Linking

Link Building: Nothing Shameful About It

* Link building is a strategy of acquiring inbound links from reputable sites.

* This will help generate traffic and boost rankings.

* Beg, borrow, and steal to obtain reputable inbound links.

* Buying, renting, or just *asking* works well too.

Headlines

Use Your Keywords

- Use as many salient keywords as possible and align headline keywords with page keywords. Populate these in <h1>, <h2>, and <h3> tags.

More Precise, Less Concise

- Use the names of people and places whenever possible
- Spell out abbreviations and acronyms where appropriate

Headlines

Think Like A Searcher

∗ "If I were looking for this article, what terms would I put into Google?"

∗ Be clear, not clever: crawlers don't appreciate how witty you are (but I do)

Video

Some General Tips

* Use the word "video" often on your page and titles

* Surround videos with content – *never* use popups

* Encode keywords into the video file itself

* Use keywords in the video file name and keep files in one directory

* Utilize video portals for as much content as possible to provide links back to your site, especially YouTube

Google author profile

Siri, Read My Mind: Did Hackers Just Build a Brain ... - Mashable
mashable.com/2011/.../iphone-brain-hack-mind-reader-siri/ +1
by Sarah Kessler - In 3,509 Google+ circles
12 hours ago – Hobbyist hackers say they've turned voice-controlled **Siri** into
an app that obeys mere thoughts.

`<a rel="author" href="https://profiles.google.com/109412257237874861202">About Cameron Nordholm</a>`

Tools you should use

- SEO by Yoast – Swiss army knife
- Google Analytics – Search/keyword tracking
- Google XML Sitemaps
- Google News Sitemaps
- Google Webmaster
- Google Keyword Tool (Part of AdWords)

THANKS -