

GOOGLE, ANGRY PANDA & WORDPRESS

By Dejan Petrovic



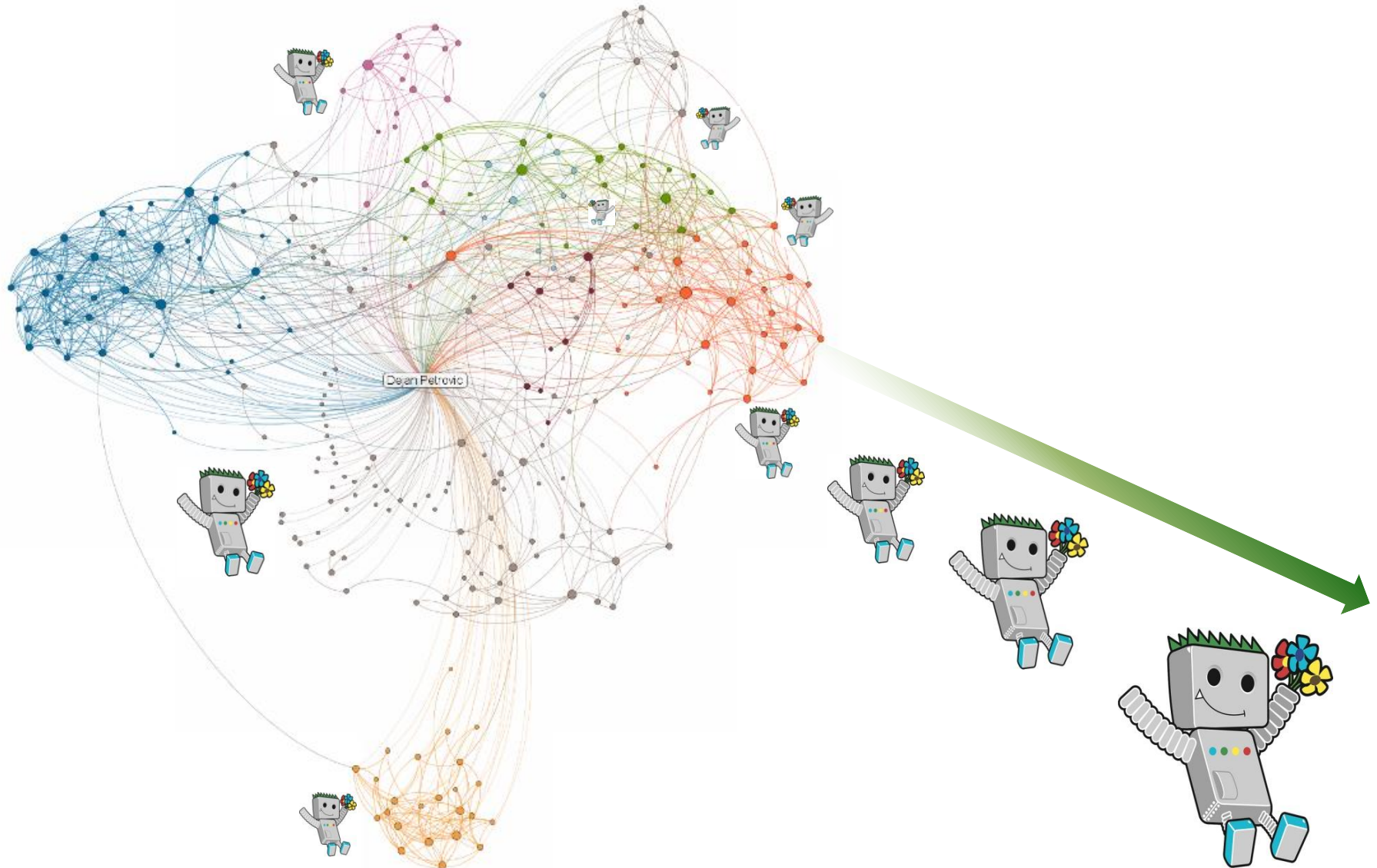
Author: Dan Petrovic, Dejan SEO, 2011 - <http://dejanseo.com.au>
Approved for commercial re-use and citation. Link attribution mandatory.
Angry Panda illustration by Tooschee / Deviant Art

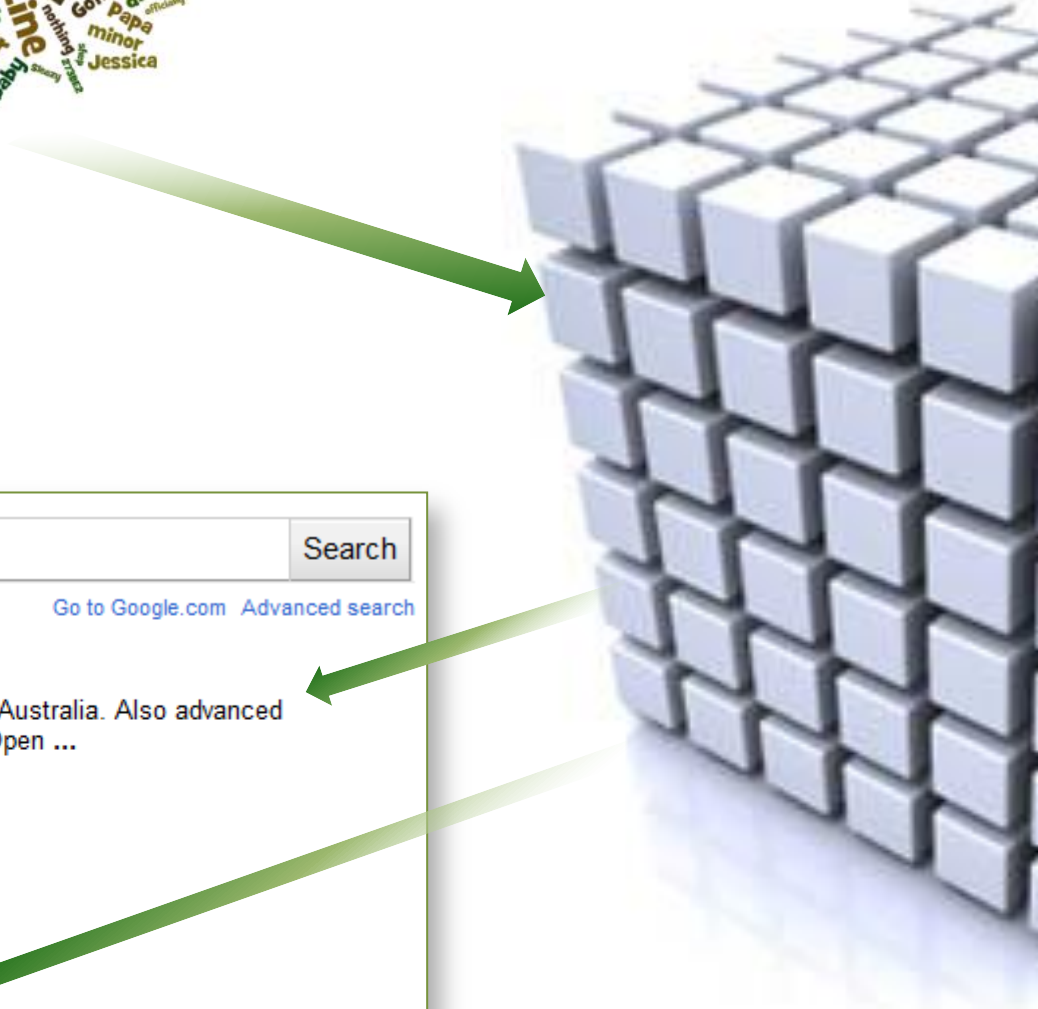
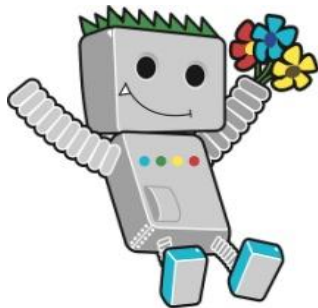
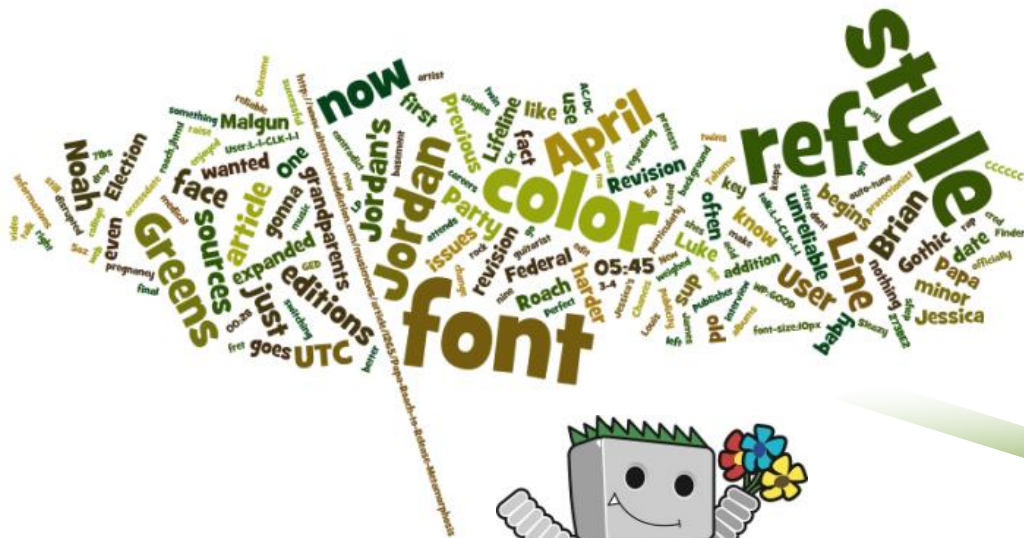
Part I

Google

WEB CRAWLING

GoogleBot & 100b Documents





google Search

About 5,770,000,000 results (0.06 seconds) [Go to Google.com](#) [Advanced search](#)

Google

Offers the choice of searching the whole web or web pages from Australia. Also advanced search, image and groups search, news and directory from the Open ...

[www.google.com.au/](#) - [Cached](#) - [Similar](#)

Google Images	Mozilla Firefox Start Page
Google Maps	Advanced Search
iGoogle	More Google Products
Translate	Advertising Programmes

[More results from google.com.au »](#)

[Let's work together. - Australia jobs - Google](#)

At **Google**, we've designed a culture that helps you get there. From our ...

[www.google.com.au/intl/en/jobs/index.html](#) - [Cached](#) - [Similar](#)

ON-SITE FACTORS

Document Title & Search Snippet

<title>DEJAN SEO</title>

[Search engine optimization - Wikipedia, the free encyclopedia](#) 

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...

[Search engine optimization methods - Search engine marketing - SEO Copywriting](#)
[en.wikipedia.org/wiki/Search_engine_optimization - Cached - Similar](#)

[SEO Search Engine Optimisation & Search Engine Marketing](#) 

E-Web Marketing search engine optimisation (SEO) & search engine marketing strategies increase web traffic and market reach. Call 1300 785 122.

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[DEJAN SEO](#) 

The most capable SEO team in Australia. Get a free quote in a few simple steps. Call and speak to an SEO Expert on 1300 123 736.

[dejanseo.com.au/ - Cached - Similar](#)



Awesome Tool

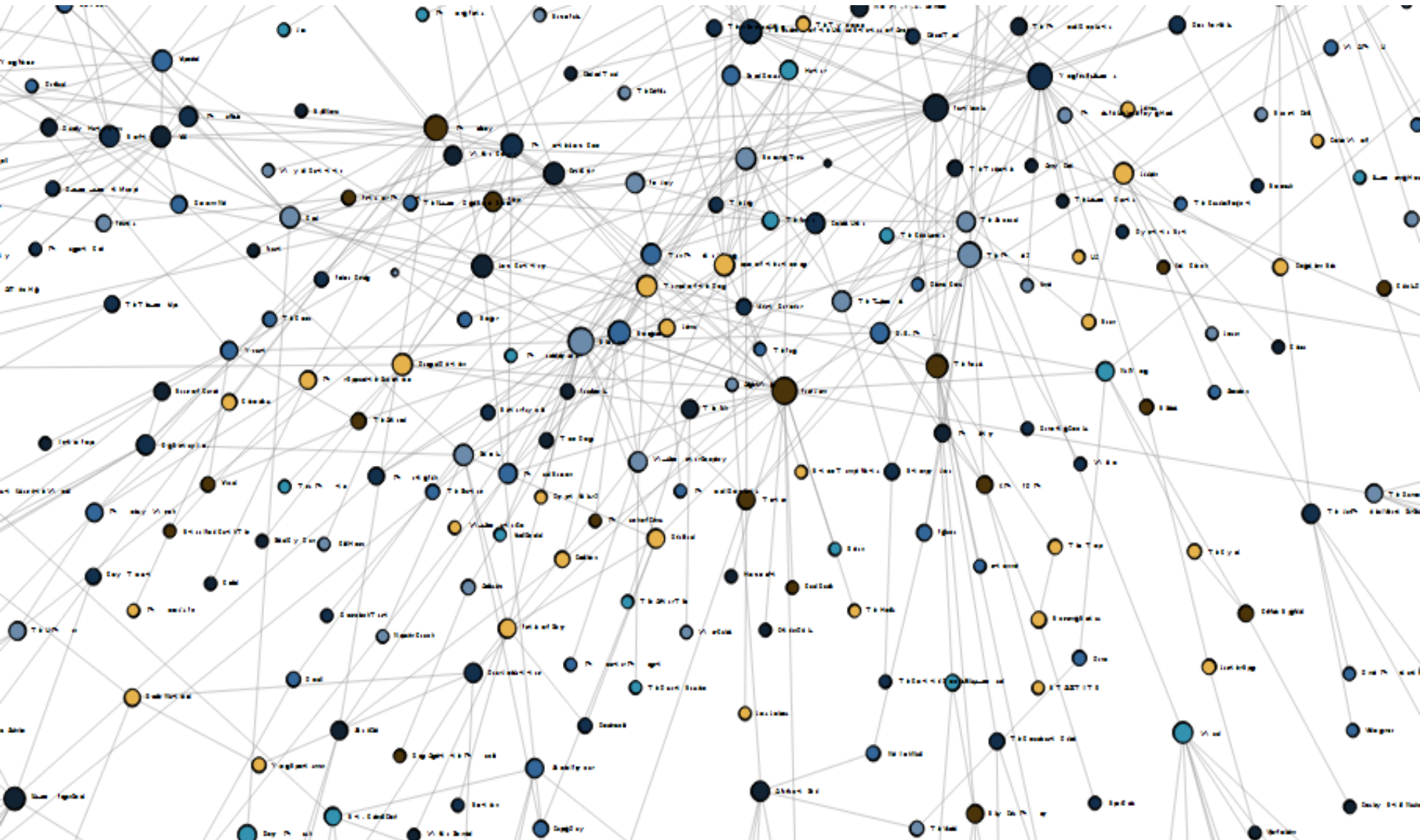
The screenshot shows a web browser window with the DEJAN SEO website. The browser's address bar shows the URL <http://dejanseo.com.au>. The website header includes the DEJAN SEO logo and a navigation menu with items like Home, SEO Packages, SEO Services, Link Building, Internet Marketing, Testimonials, FAQ, Blog, and About Us. A main heading reads "SEO Quote: STEP 1: YOUR WEBSITE ADDRESS" with a text input field containing "http://". A "Next" button is visible below the input field. A red arrow points from the browser's address bar to a "SERP Preview Tool" overlay on the right side of the page. The overlay displays the following information:

- SERP Preview Tool**
- Title: **70 characters used** (70 char max)
DEJAN SEO
- URL:
<http://dejanseo.com.au/>
- Description: **156 characters used** (156 char max)
The most capable SEO company in Australia. Get a free quote in a few simple steps. Call and speak to an SEO Expert on 1300 123 736.
- Search:
seo
- DEJAN SEO**
<http://dejanseo.com.au/>
- The most capable SEO company in Australia. Get a free quote in a few simple steps. Call and speak to an SEO Expert on 1300 123 736.
- Buttons: Reset Fields, Copy to Clipboard
- Footer: Brought to you by [Dejan SEO](#)

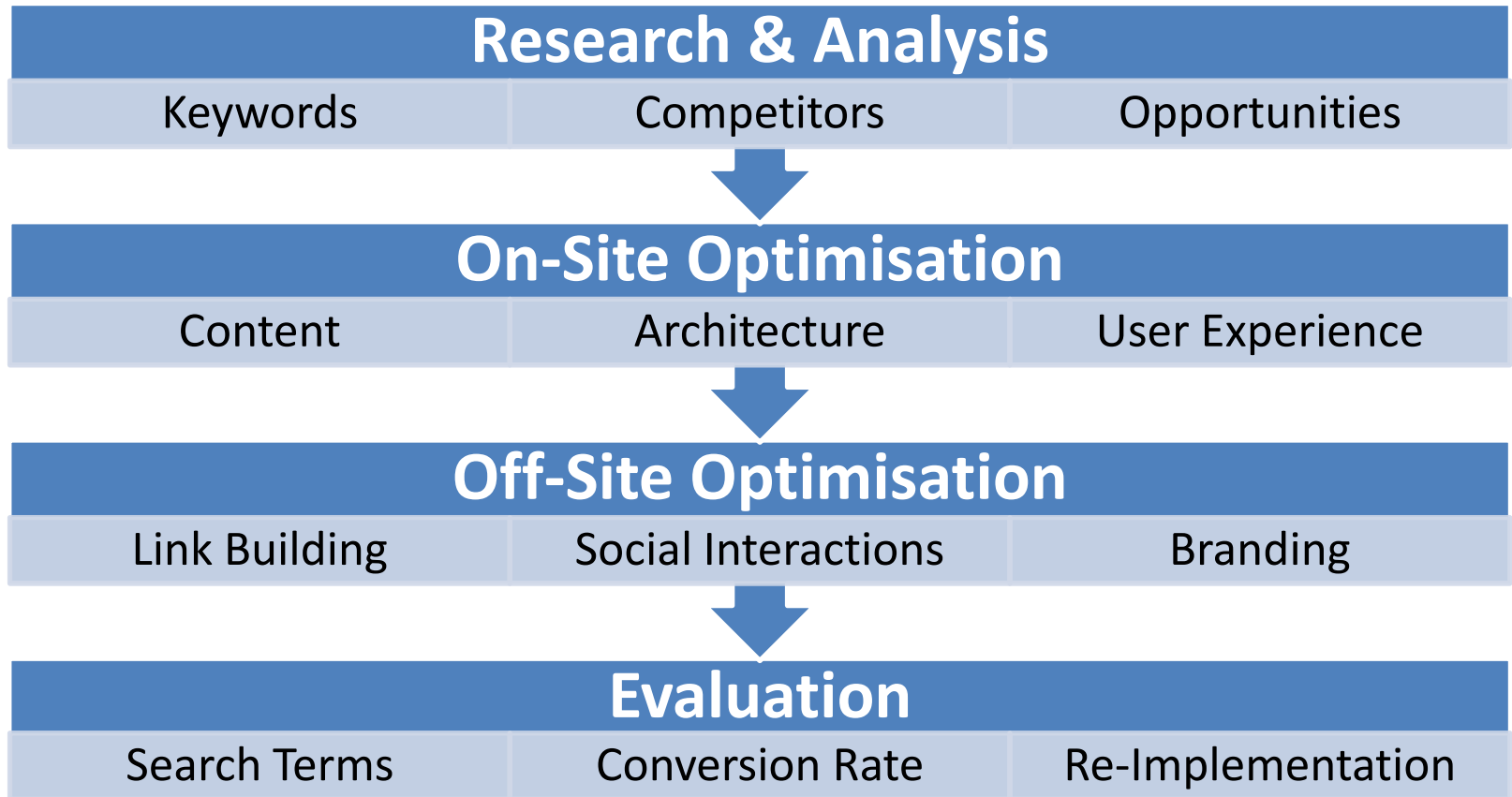
<http://dejanseo.com.au/serp-preview-tool/>

OFF-SITE FACTORS

Link Graph & Social Interactions



SEO WORKFLOW



Deciding What to Target?

Phrase Research



Google Keyword Tool:

<https://adwords.google.com/select/KeywordToolExternal>



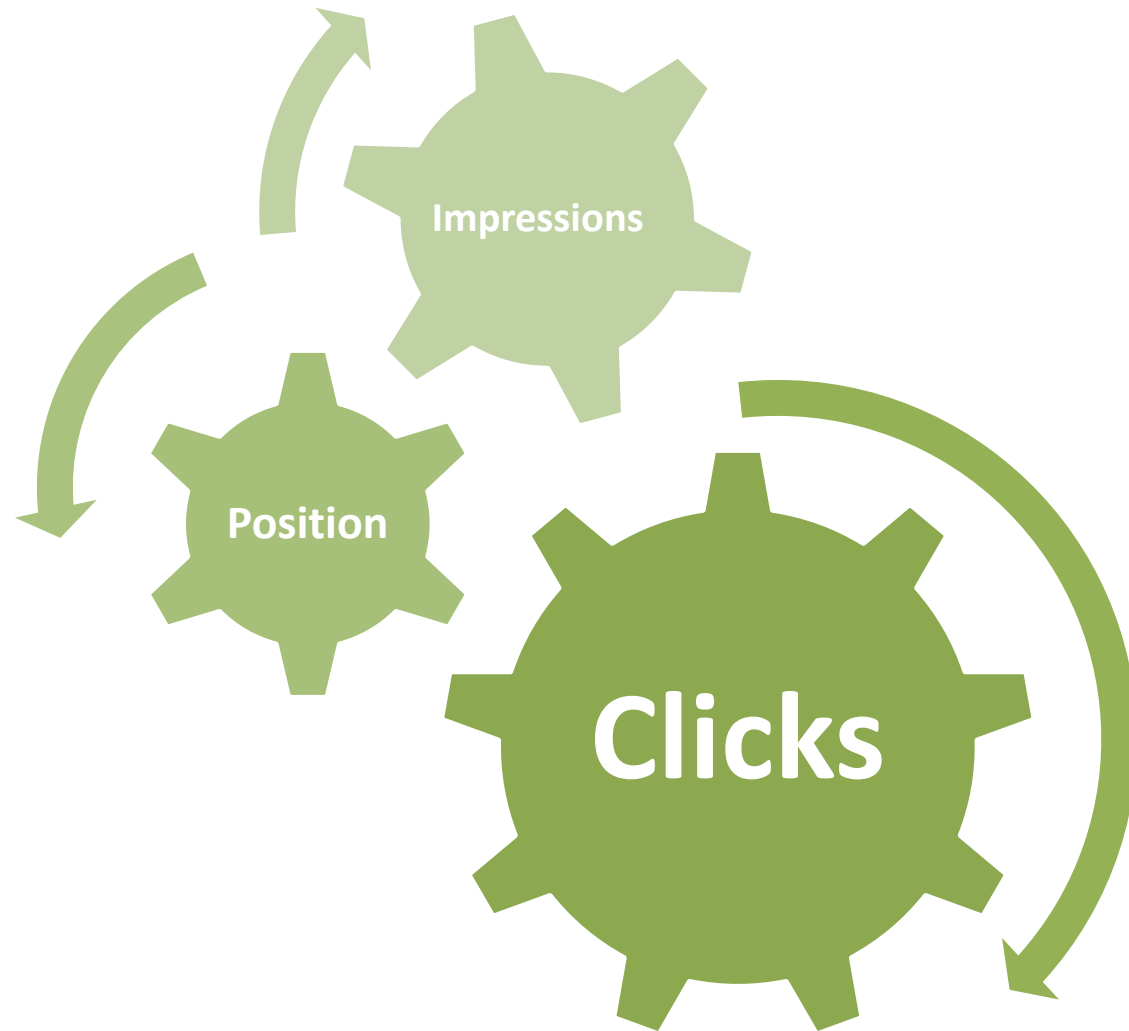
Tip: Combine with Google Analytics & Statistics including Goal Conversions

Google Webmaster Tools

Search queries

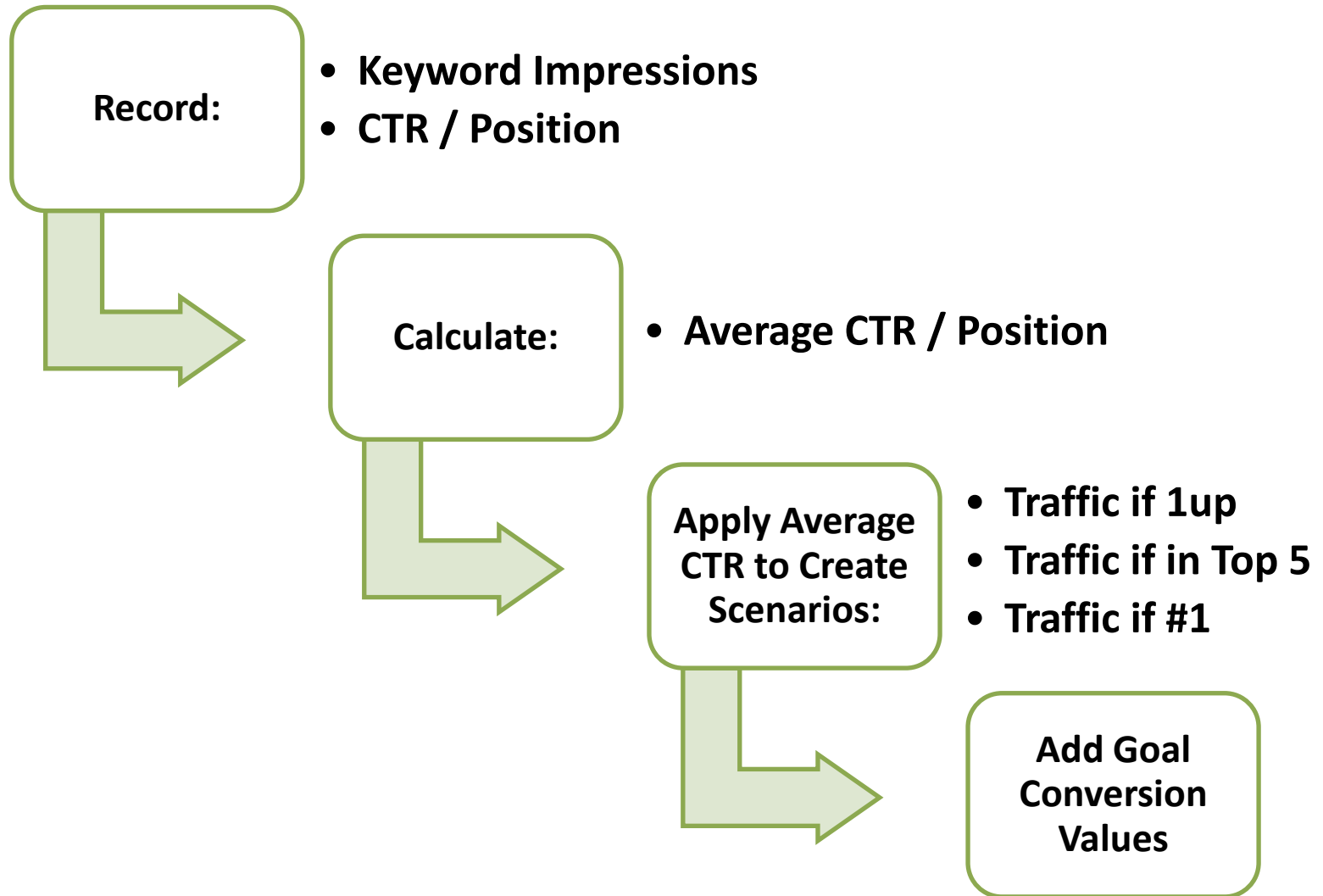


Google Webmaster Tools



Google Webmaster Tools

Dejan Methodology



Google Webmaster Tools

Dejan Methodology

Benefits:

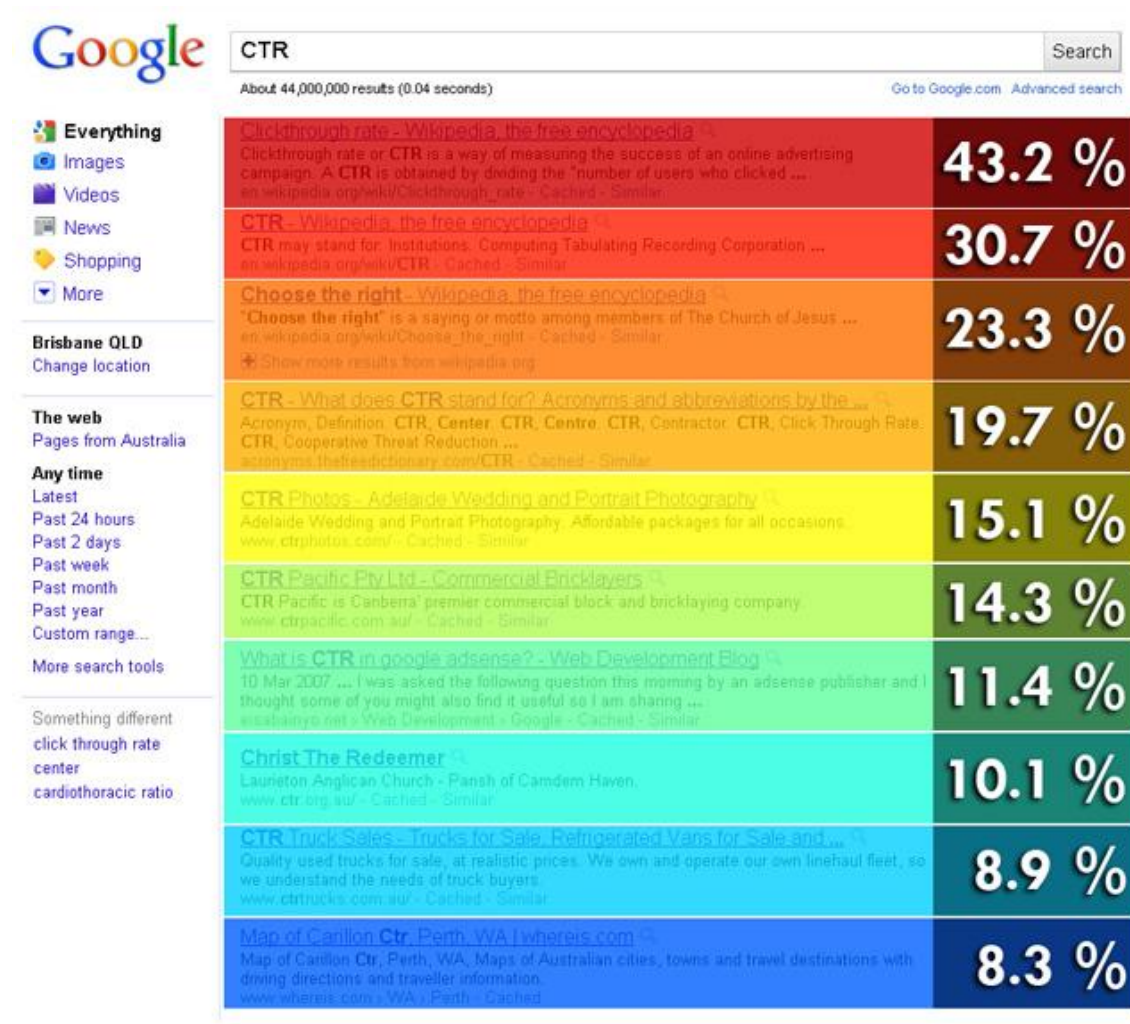
- Discovering Quick Wins
- Getting Your Priorities Right
- Better Expectations
- Go Beyond Analytics Data (with impressions)

Downside:

- Excludes non-ranking keywords
- Very difficult to handle by hand (we have a program)

Google Webmaster Tools

Dejan Methodology



TITLE: Impact of position on clickthrough rate in search results

Segment: Australian Retail/e-Commerce Traffic, Year: 2011

Credits: <http://dejanseo.com.au>

Awesome Tool

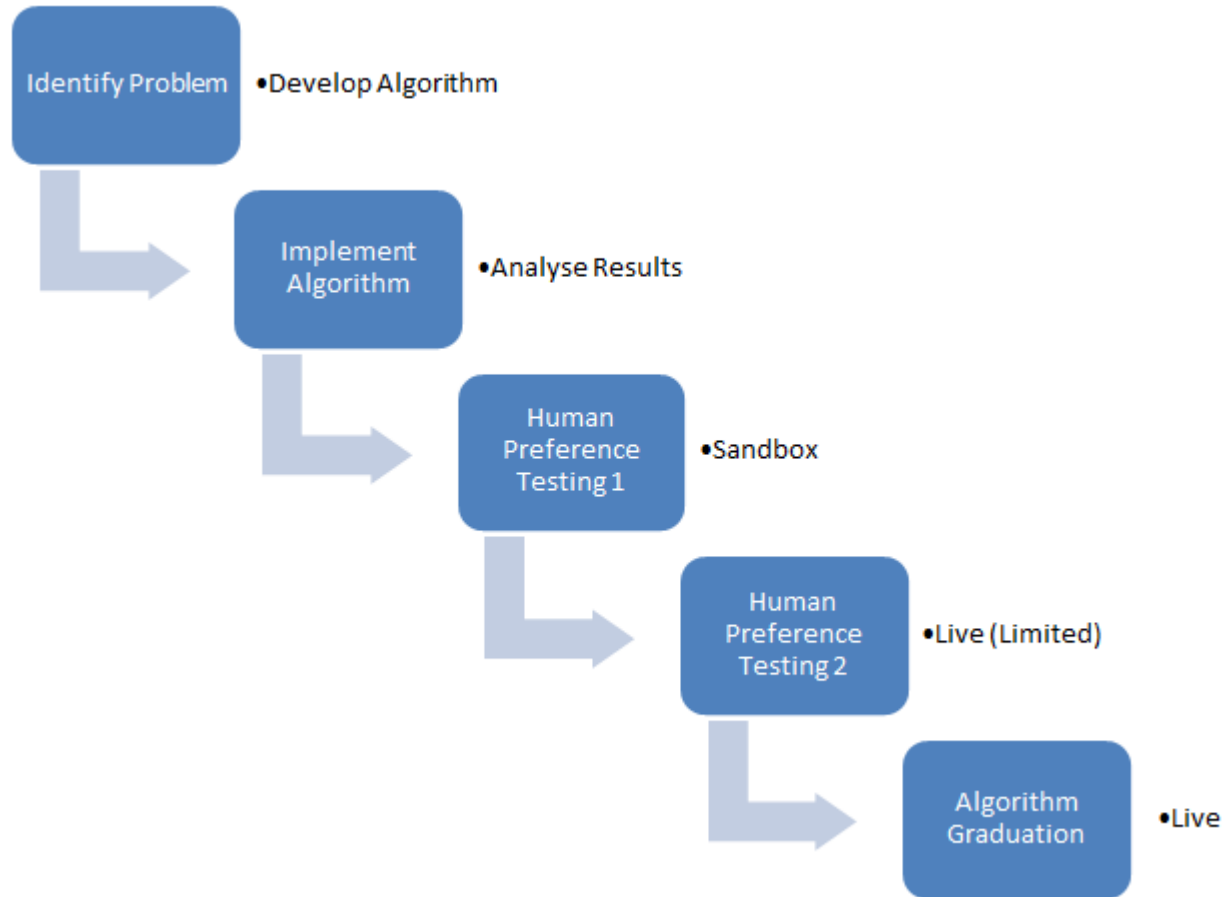
Phrase Potential Calculator

<http://dejanseo.com.au/potential>

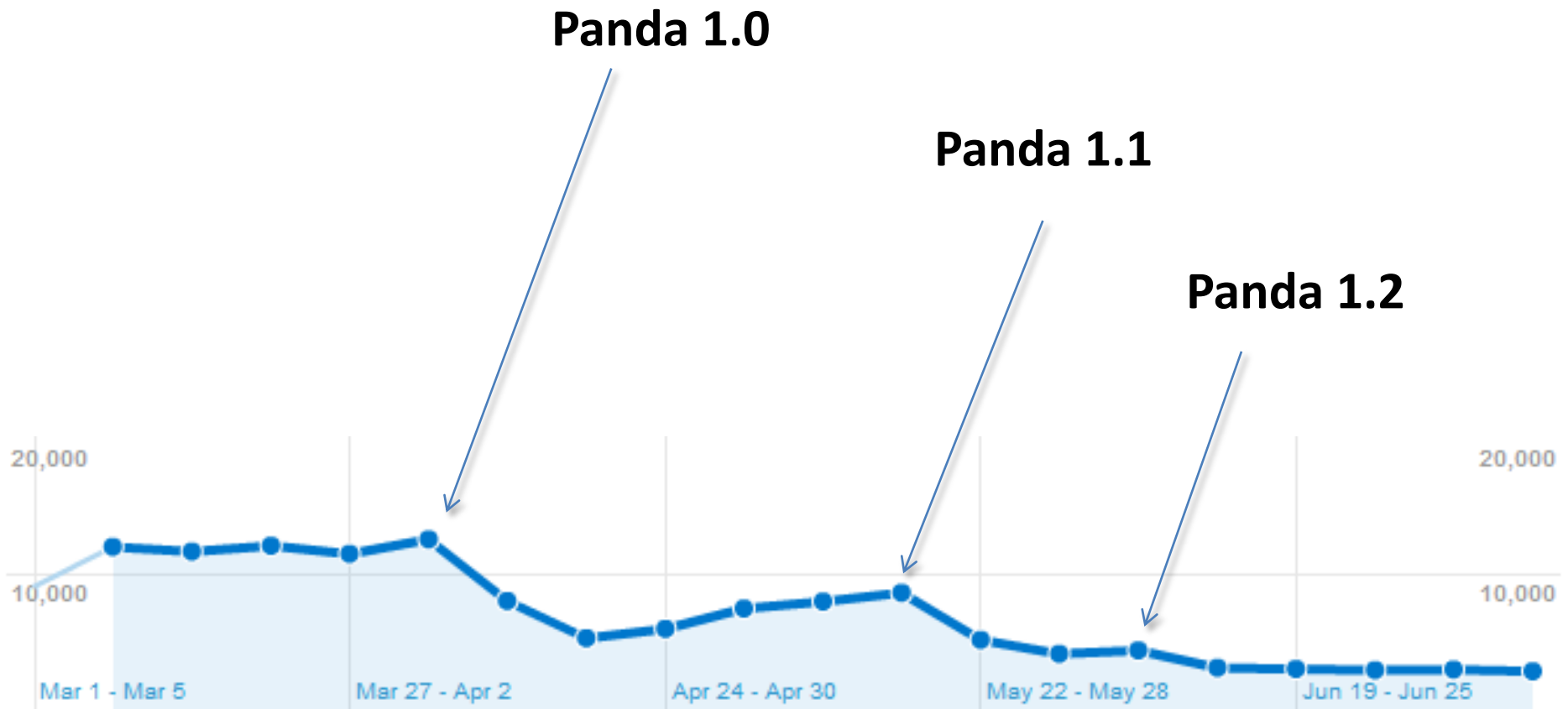
Part II

Panda

What is Panda?



What does it do?



Quality Guidelines



“...low-quality content on some parts of a website can impact the whole site’s rankings...”

Article: More guidance on building high-quality sites

<http://googlewebmastercentral.blogspot.com/2011/05/more-guidance-on-building-high-quality.html>

“...removing low quality pages, merging or improving the content of individual shallow pages into more useful pages, or moving low quality pages to a different domain could eventually help the rankings of your higher-quality content.”

Faceted Navigation

- Digital Cameras
 - DSLR
 - Compact
- Megapixels
 - 5
 - 10
- Memory
 - SD
 - XD
- Memory Capacity
 - 16Gb
 - 32Gb
- Brand
 - Nikon
 - Canon

We Found 1023 DSLR Digital Cameras with 10Megapixels and 32 Gb XD Memory

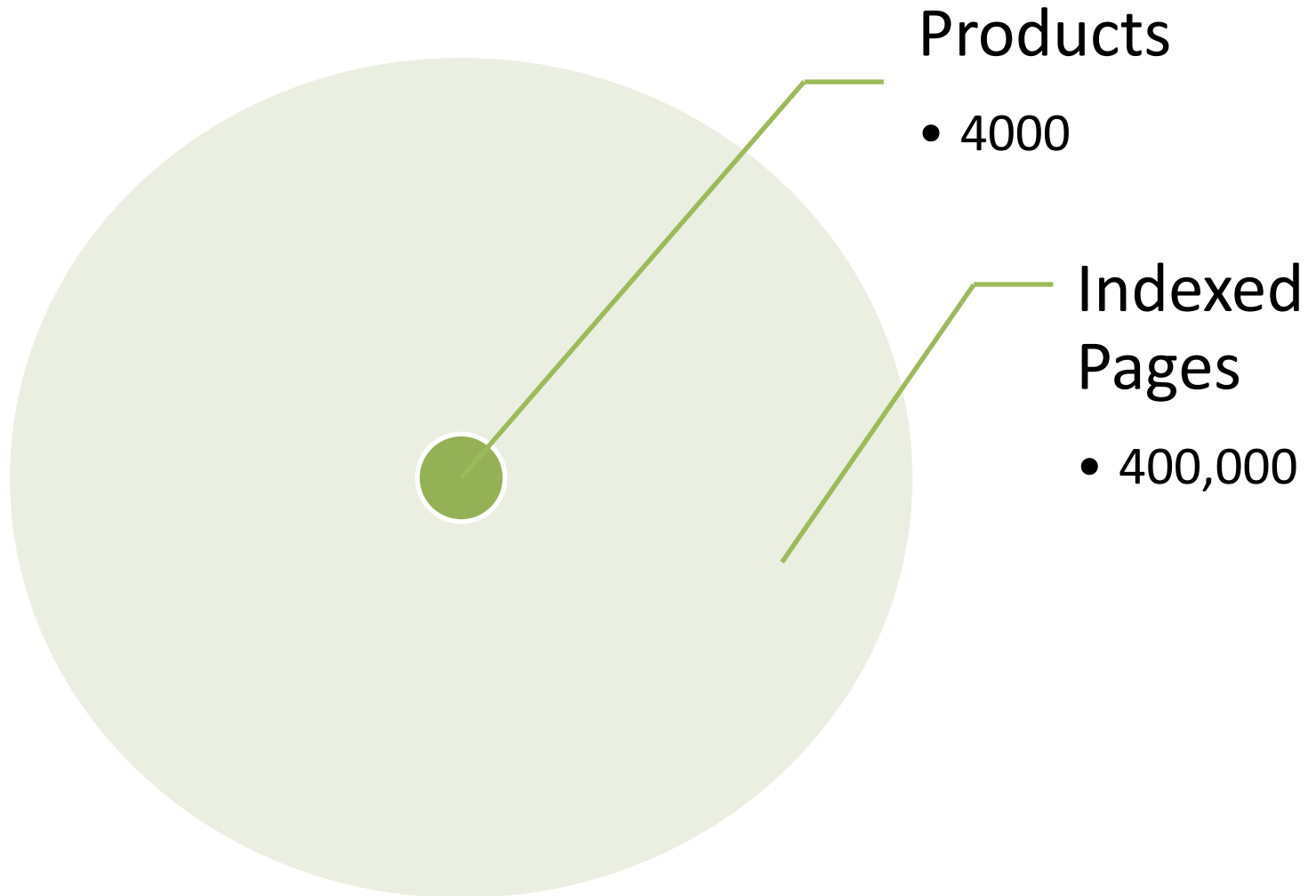
1. Nikon D2000
2. Nikon D3000
3. Nikon D4000
4. Nikon D5000
5. Nikon D6000
6. Nikon D7000
7. ...

PAGINATION

Page: 1 2 3 4 5 ... 78



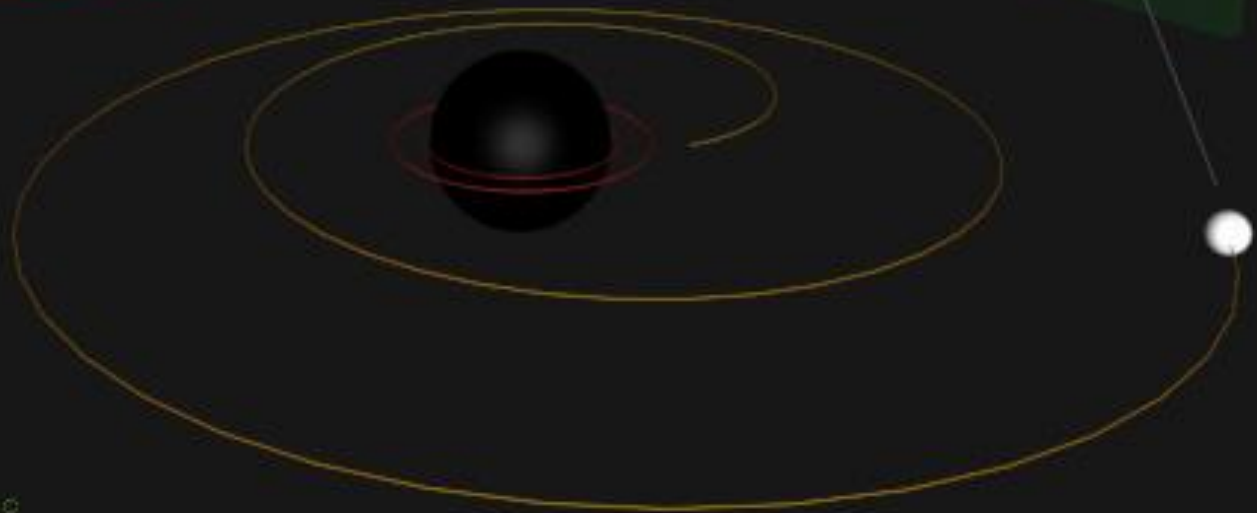
Faceted Navigation



[+] Heavy Mass Object
[+] 100,000 pages in index
[+] Thin content



[+] Low Mass Object
[+] 1000 pages in index
[+] Quality content



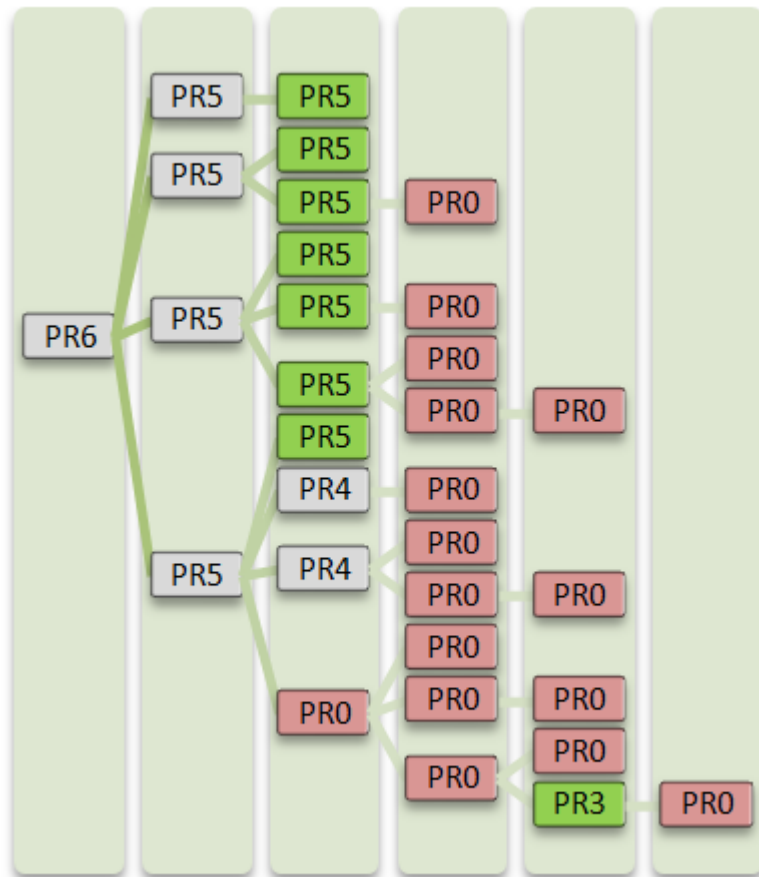
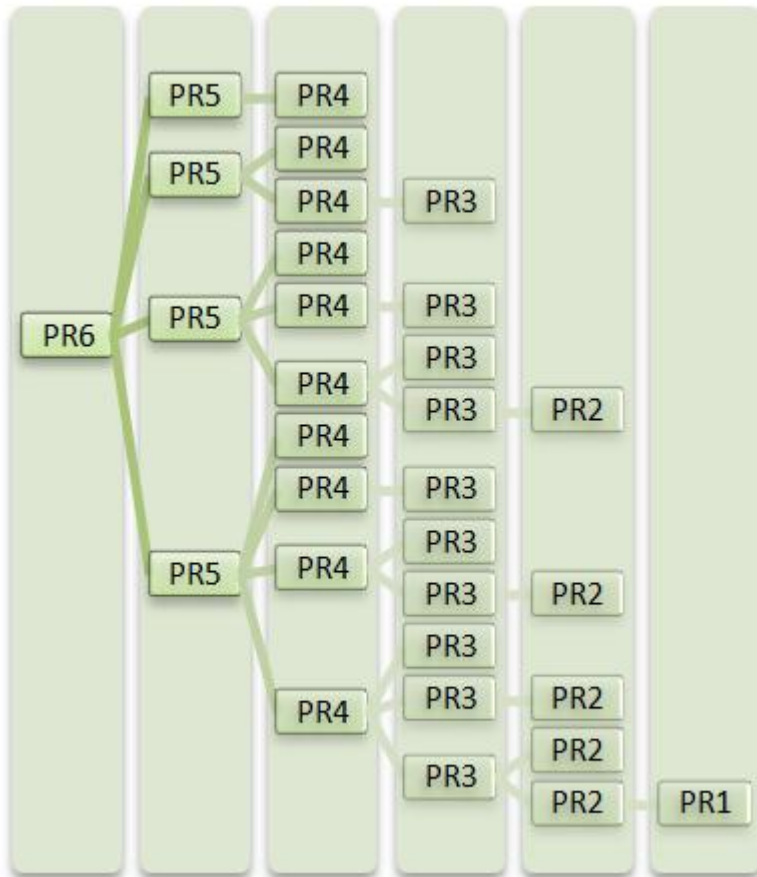
Author.....Dan Petrovic
Firm.....Dejan SEO
Date.....16 July 2011
Platform.....3D MAX
Title.....Impact of Post-Panda Algorithm Updates on Heavy Mass Websites
Description...Websites which trim on thin indexable content manage to avoid the event horizon

Part III

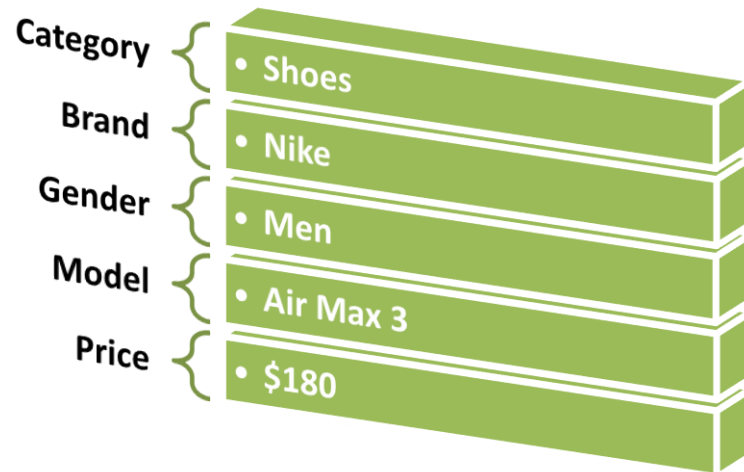
WordPress

Site Architecture

PageRank Distribution & Navigational Wormholes



Define: Product.



Re-Define: Product



**Product Image
(ALT TAG)**

Product Title

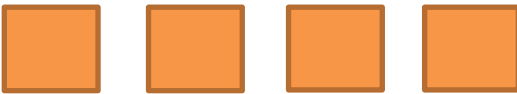
Generic product description supplied by manufacturer which describes product only vaguely and provides no additional information and value to other sites selling the same product.

\$120.00 + Shipping

ADD TO CART

Re-Define: Product

**Product Image
(ALT TAG)
+ Gallery**



Unique Product Title

Unique description designed to inform and educate buyer on both research and purchase decision level and enable them to make a decision while they are on your website.

\$120.00 + \$20 Shipping

Customer Rating: ★★ ★

ADD TO CART

*Seller Recommendations | Detailed Specifications
Payment Methods | Shipping Options*

12 of **your friends** recommend this.

User Generated Content:

- Social Media Sharing
- Tips
- Reviews
- Recommendations

What to look out for?

- Duplicate Content
- Thin / Shallow Repetitive Content
- Excessive Ads / Aggressive Placement
- User Experience & Trust
- Design!

Duplicate Content:

- Canonicalisation
- Pagination
- URL Parameters
- Browsable Tags
- Browsable Search Results
- Full Posts in Categories (no excerpts)

Duplicate Content: Canonicalisation

<http://dejanseo.com.au>

<http://www.dejanseo.com.au>

<http://dejanseo.com.au/?referrer=bt>

<http://dejanseo.com.au/?referrer=bt&bg=blue>

<link rel="canonical" href="http://dejanseo.com.au"/>

Info: <http://www.google.com/support/webmasters/bin/answer.py?answer=139394>

Duplicate Content:

Pagination Problem:

<http://dejanseo.com.au/blog/seo-news-updates/page/5/>



Solution:

rel="next" and rel="prev"

Info: <http://dejanseo.com.au/google-pagination-rel-link-element/>

WordPress SEO by Yoast

<http://yoast.com/wordpress/seo/>

- Post titles and meta descriptions
- Robots Meta configuration
- Canonical
- Breadcrumbs
- Permalink clean up
- XML Sitemaps
- RSS enhancements
- Edit your robots.txt and .htaccess
- Clean up head section

Great alternative: Platinum SEO Pack

SEO Smart Links

<http://wordpress.org/extend/plugins/seo-automatic-links/>

- Automatic Internal Linking
- Anchor Text Control
- Page Control
- Exclusions

WP About Author

<http://wordpress.org/extend/plugins/wp-about-author/>

- Important for authorship signals
- Can be tweaked to comply with Google standards

`Google+`

`Google+`

Info:

- <http://dejanseo.com.au/google-expands-on-authorship-markup-by-showing-authors-in-search-results/>
- <http://dejanseo.com.au/new-and-easier-approach-to-authorship-markup/>

[RSS Footer - Yoast](#)

[yoast.com](#) › [WordPress Plugins](#)



by [Joost de Valk](#) - In 9,591 Google+ circles

Track your **WordPress** site easily in Google Analytics and add lots of data, for example views per author & category and automatic tracking of outbound clicks, ...



Dana Lookadoo shared this on friendfeed.com · 9 May 2010



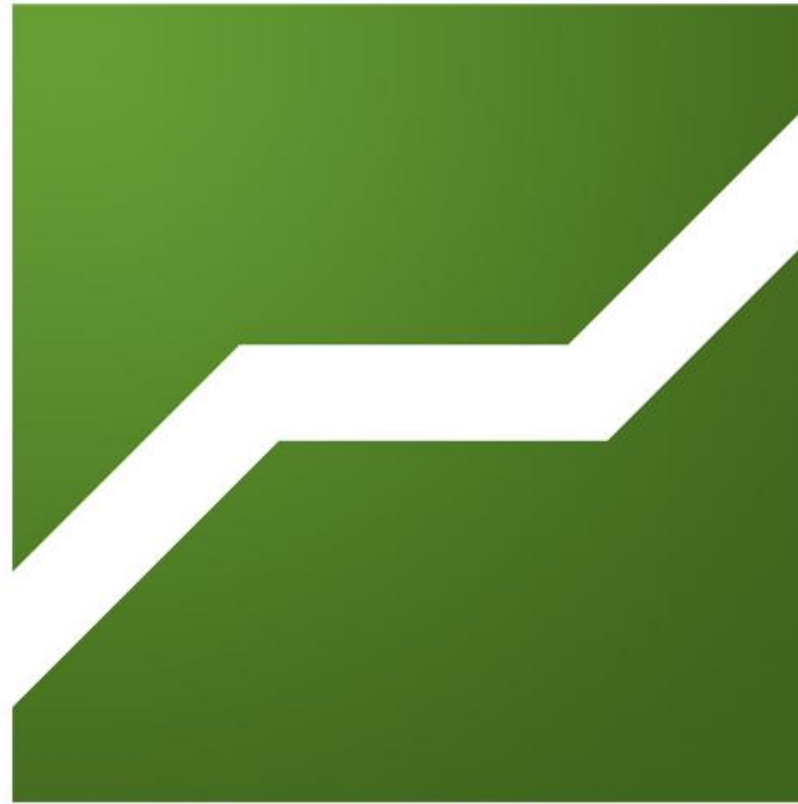
<http://wordpress.org/extend/plugins/copy-link/>

User Benefits:

- Helps users find original source of information
- Simplifies linking process for bloggers referencing your material
- Improves the quality of citations on the web
- Helps search engines index and serve quality content
- Link attribution is optional and not forced on end-user

Webmaster Benefits:

- Take control of how your content is linked
- Prevent content duplication
- Help promote your content and website
- Receive valuable and relevant traffic
- Earn natural links and improve your SEO



DEJANSEO
ADVANCED SEARCH ENGINE OPTIMISATION

Slideshow, Links, Tools →

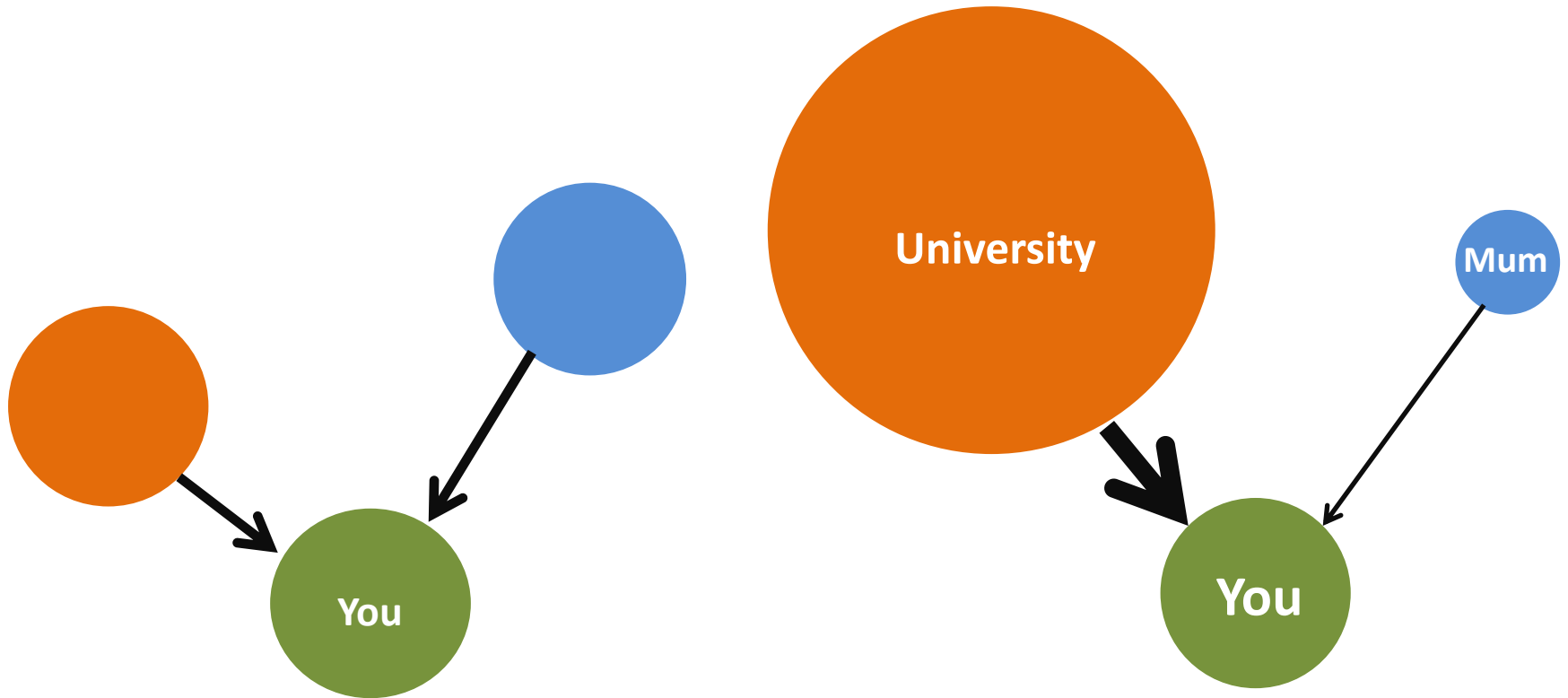
dejanseo.com.au/wcgc



BONUS MATERIAL!!1

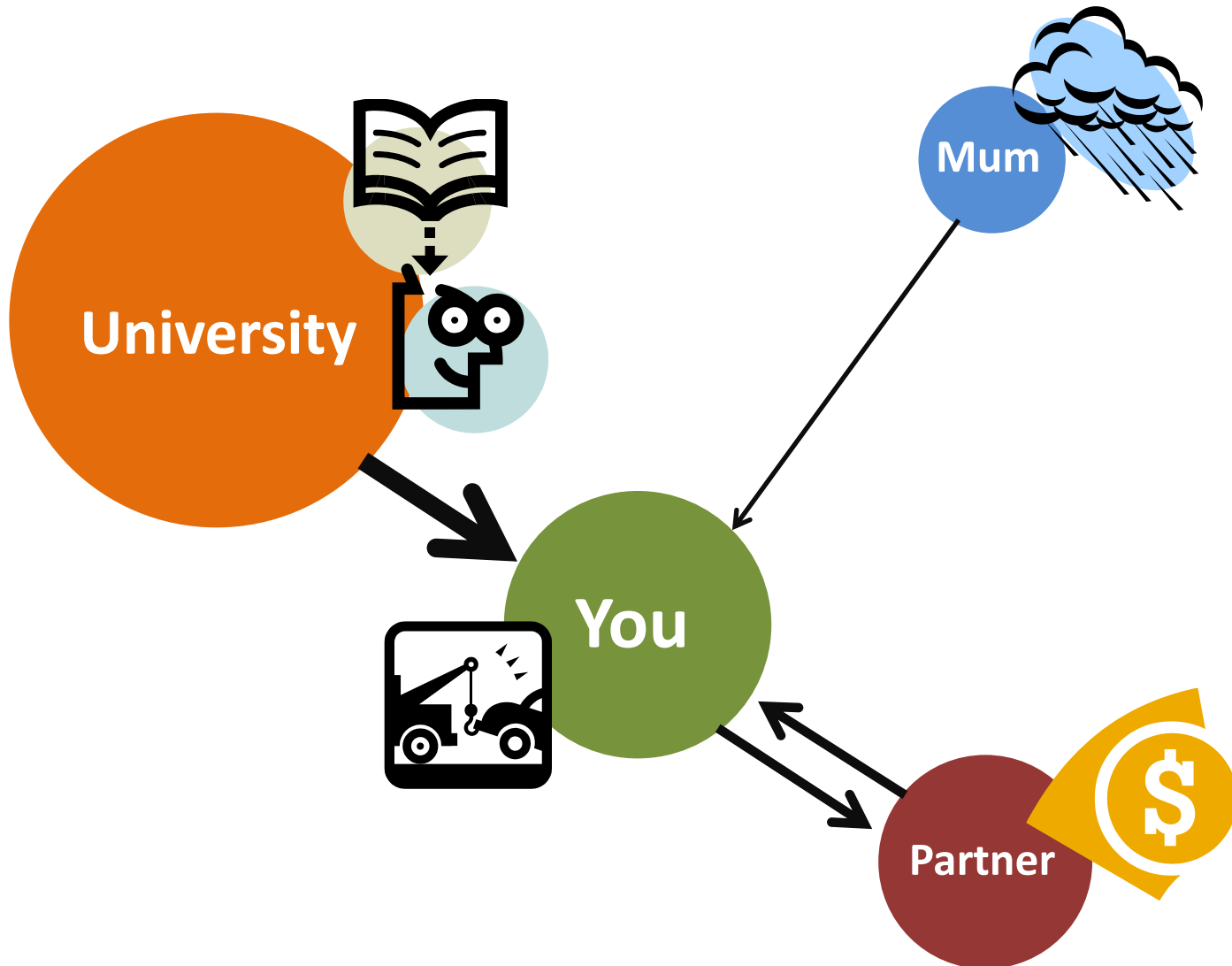
OFF-SITE FACTORS

Inbound Links = Votes



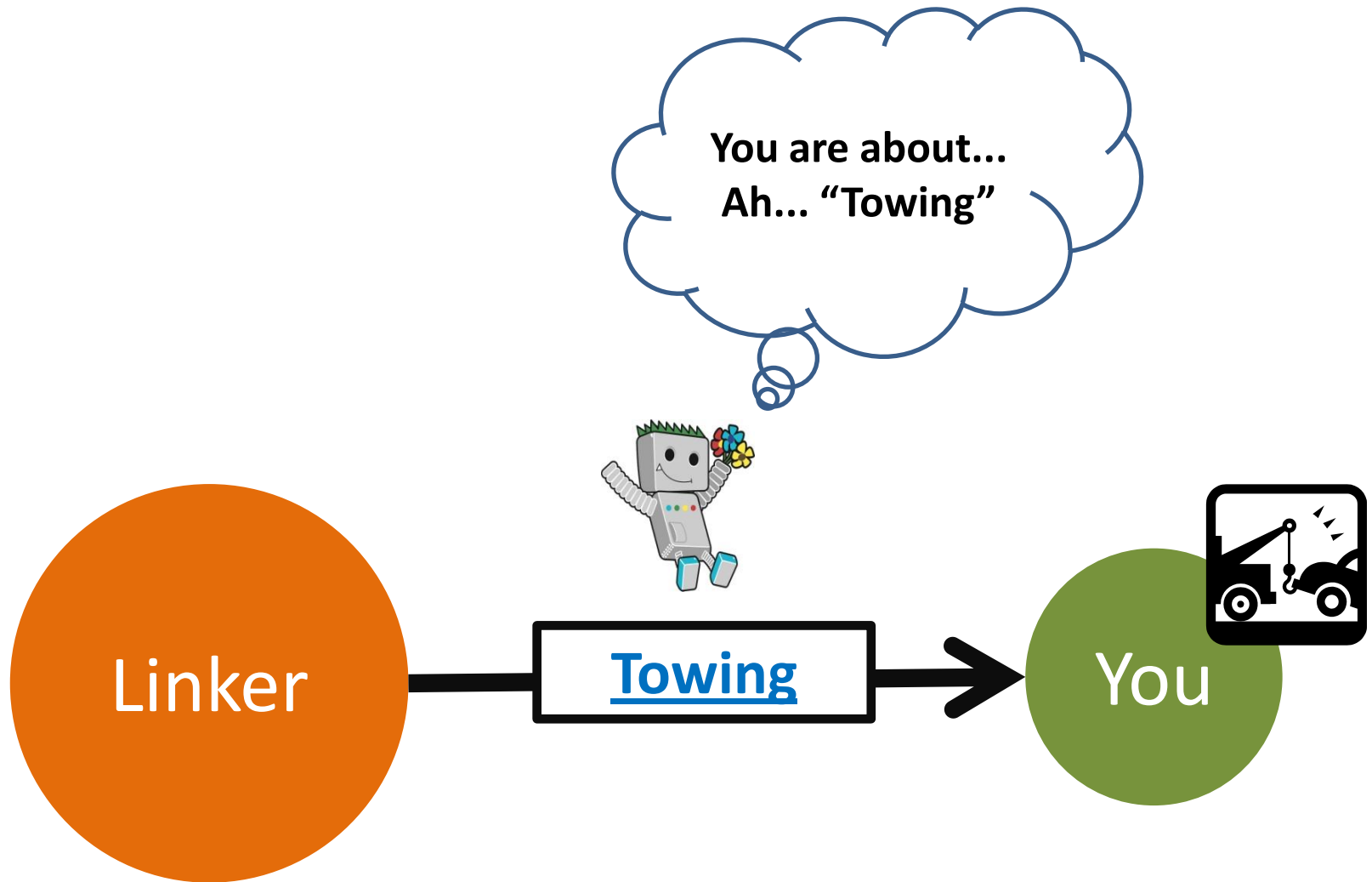
OFF-SITE FACTORS

Who You Link To & Link Context



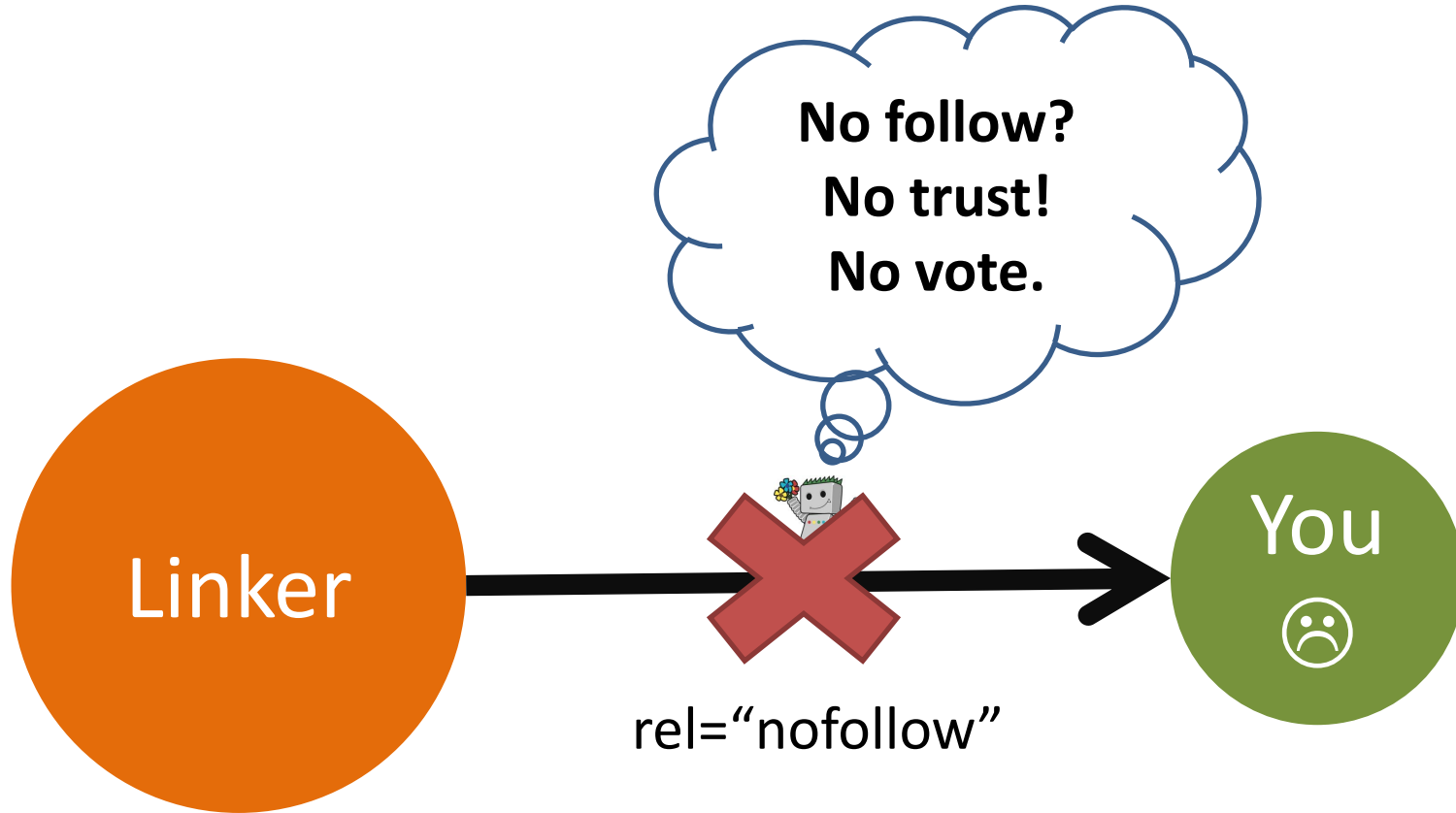
OFF-SITE FACTORS

Link Text (Anchor Text & “Click Here”)



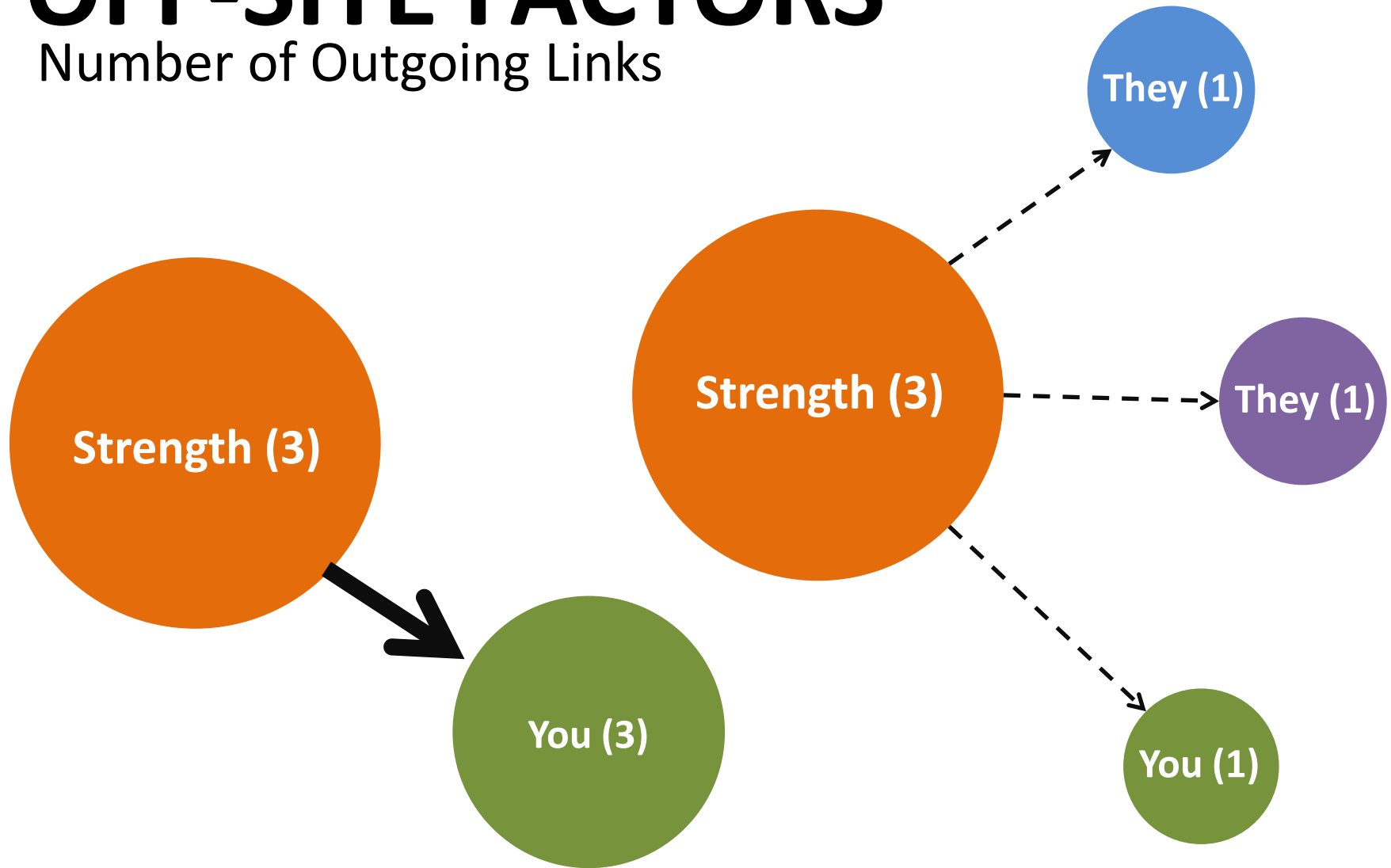
OFF-SITE FACTORS

Rel="Nofollow" = No link juice!



OFF-SITE FACTORS

Number of Outgoing Links



Who ranks #1 for click here?

Link Building

- Links still work very well
- Anchor text too (avoid 100% exact)
- Quality not Quantity
- Keep it natural

Getting Started

- Look at your existing links first (GWT)
 - Fix links
 - Discover linkable content
 - Recreate
- Relationships and presence
 - Office space
 - Providers / suppliers

Link Tips

“Link to us” page:

Encourage linking to your site.

Take control of **how** people link to you.

Make it **easy** for people to do so.

Social media sharing within content

Useful Tools / Templates / Resources

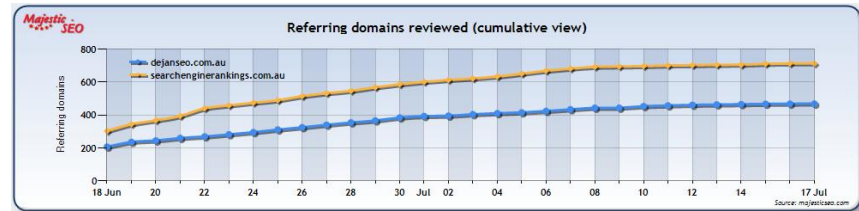
Link Bait Material

Example: Steps on how to do up your tie

Scanning Your Competitors

Tools:

- Open Site Explorer
- Majestic SEO



Metrics:

- Linking Root Domains / C-Classes
- Anchor Text Distribution
- Link Building Pace

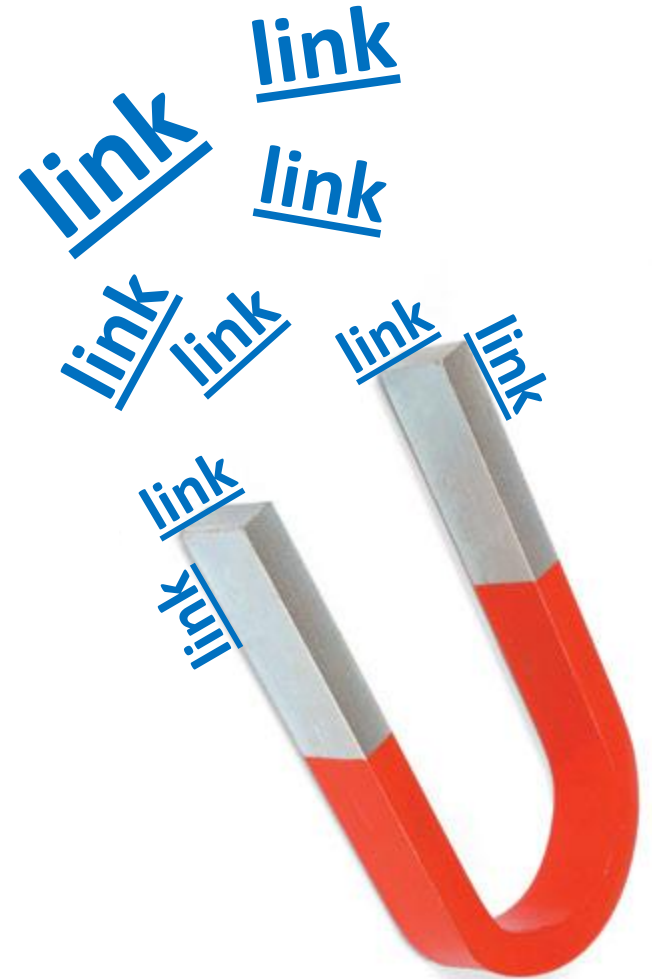
+ Content & Social Activity

+ Get link ideas

GETTING LINKS

Link Magnets.

- Link-worthy Content
 - Fun
 - Useful
 - Timely
 - Creative
 - Informative
 - Newsworthy
 - Controversial



Click Magnet



Link Magnet!





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ADVANCED SEARCH ENGINE OPTIMISATION

Slideshow, Links, Tools →

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