

Introduction to Search Engine Optimization **(SEO)**

Improving the visibility of our website in search engines' organic search results.

Organic vs. Paid Search

The image shows a Google search interface for the query "online degree in georgia". The search bar at the top shows the query and a search button. Below the search bar, the results are displayed. On the left side, there is a navigation menu with options: Images, Maps, Videos, News, Shopping, and More. The main content area is divided into two sections: "Paid" Search Adwords and Organic Search. The "Paid" section is highlighted with a blue box and contains three advertisements: Walden University Online, South University Online, and University Degrees | Phoenix.edu. The "Organic" section is highlighted with a red box and contains four organic search results: Georgia ONmyLINE, Georgia Southern University, University of Georgia: Distance Learning Portal, and Earn a College Degree. The right side of the page shows a sidebar with "Ads - Why these ads?" and "Why these ads?" sections, each listing several related advertisements.

Google

online degree in georgia

25,300,000 results (0.32 seconds)

related to online degree in georgia

Why these ads?

Ads - Why these ads?

DeVry University® Degrees
www.devry.edu/
5 Colleges. One Focus. Your Career Success. **Online** & Campus. Get Info!

Online Degree Programs
www.gcu.edu/BusAdmin
1 (855) 275 0712
Accredited **Online** University
Enroll at GCU today!

Liberty University Online
www.libertyonlinedegrees.com/Georgia
1 (855) 511 9776
Elite **Online** College Degrees.
Get Free Info - It's Fast & Easy!

APU - Online University
www.apus.edu/
Earn a college **degree** 100% **online**.
Respected. Accredited. Affordable.

Belhaven- Online Degree
online.belhaven.edu/
Accredited Bachelor & Master **Degree**
Programs- 100% **Online**. Apply Today!

Earn a College Degree
www.collegedegreestoday.com/
Get Matched to the Right **Online**
College **Degree** in Just Minutes!

Walden University Online | WaldenU.Edu
waldenu.edu/Online_College_Degrees
Study with an **Online** College and Further Your Career. Apply Today!
↳ Online Degree Programs - Online Bachelor's Programs

South University Online | online.SouthUniversity.edu
online.southuniversity.edu/
Attend School at an Institute for **Online** Learning. Get Started!

University Degrees | Phoenix.edu
www.phoenix.edu/
Take Flexible Courses **Online** or at Local Campuses. Learn More Today.

Georgia ONmyLINE
www.georgiaonmyline.org/
Georgia ONmyLINE is a helpful resource for anyone wanting to begin a **degree**
program **online**, as well as current students seeking an **online** course to fit into an ...
↳ Degrees - Courses - Education - Institutions

Georgia Southern University
online.georgiasouthern.edu/
Georgia Southern University offers undergraduate and graduate **online degree**
programs in business, education, healthcare and more. Learn more about ...
↳ Bachelor of General Studies - Ed.S. in Teaching & Learning - MBA - BS/IT

University of Georgia: Distance Learning Portal
www.distance.uga.edu/
Adult Education **Online** Master of Education (M.Ed.) **Degree** Program. The University of
Georgia's **Online** M.Ed. in Adult Education is specifically designed to ...

“Paid” Search Adwords
~20% of Clicks

Organic Search
~80% of Clicks

The Purpose of a Search Engine

1. Crawling and Indexing

Through links, search engines' automated robots, called “crawlers,” or “spiders” can reach the many billions of interconnected documents. Once the engines find these pages, they decipher the code and store select pieces in massive hard drives, to be recalled later.


2. Retrieving Answers

When you perform a search, search engines scour the billions of stored documents and do two things – first, return those results that are the most *relevant* to your query, and second, rank those results in order of perceived *importance*.


How People Interact with Search Engines

The Search Process:


1. Experience the need for an answer, solution or piece of information.



2. Formulate the need in a string of words or phrases (the query).



3. Enter the query in the search engine and execute.



4. Browse through the results for a match.


5. Click on a result.



6. Scan the content of the webpage for a solution, or a link to that solution.



7. If unsatisfied with the webpage, return to the search results and browse for another link or...



8. Perform a new search with refinements to the query.

How People Interact with Search Engines

1. Navigational Queries

Navigational searches are performed with the intent of surfing directly to a specific website.

2. Informational Queries

Informational searches are primarily non-transaction-oriented; information itself is the goal and no interaction beyond clicking and reading is required.

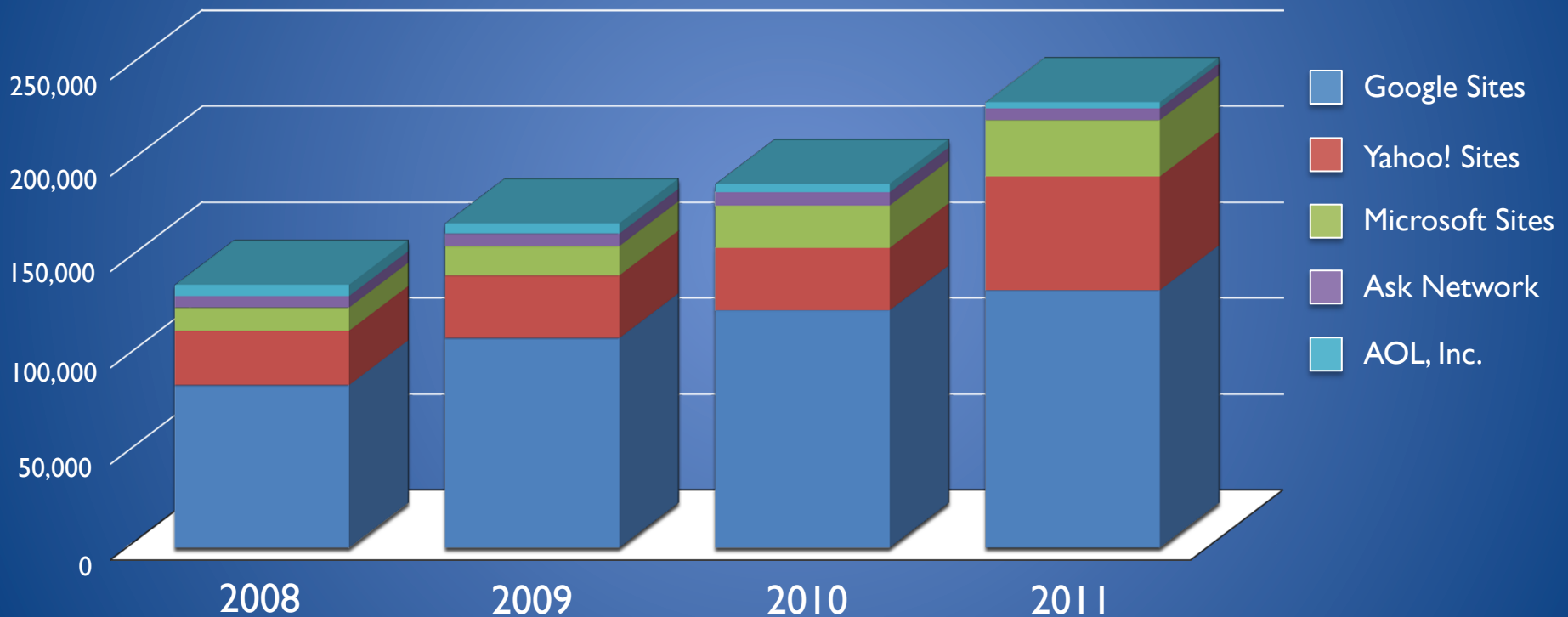
3. Transactional Queries

Transactional searches don't necessarily require a purchase to be made. Signing up for a free trial or requesting a pamphlet are considered transactional.

When visitors type a query into a search box and land on our site, will they be satisfied with what they find?

Why SEO?

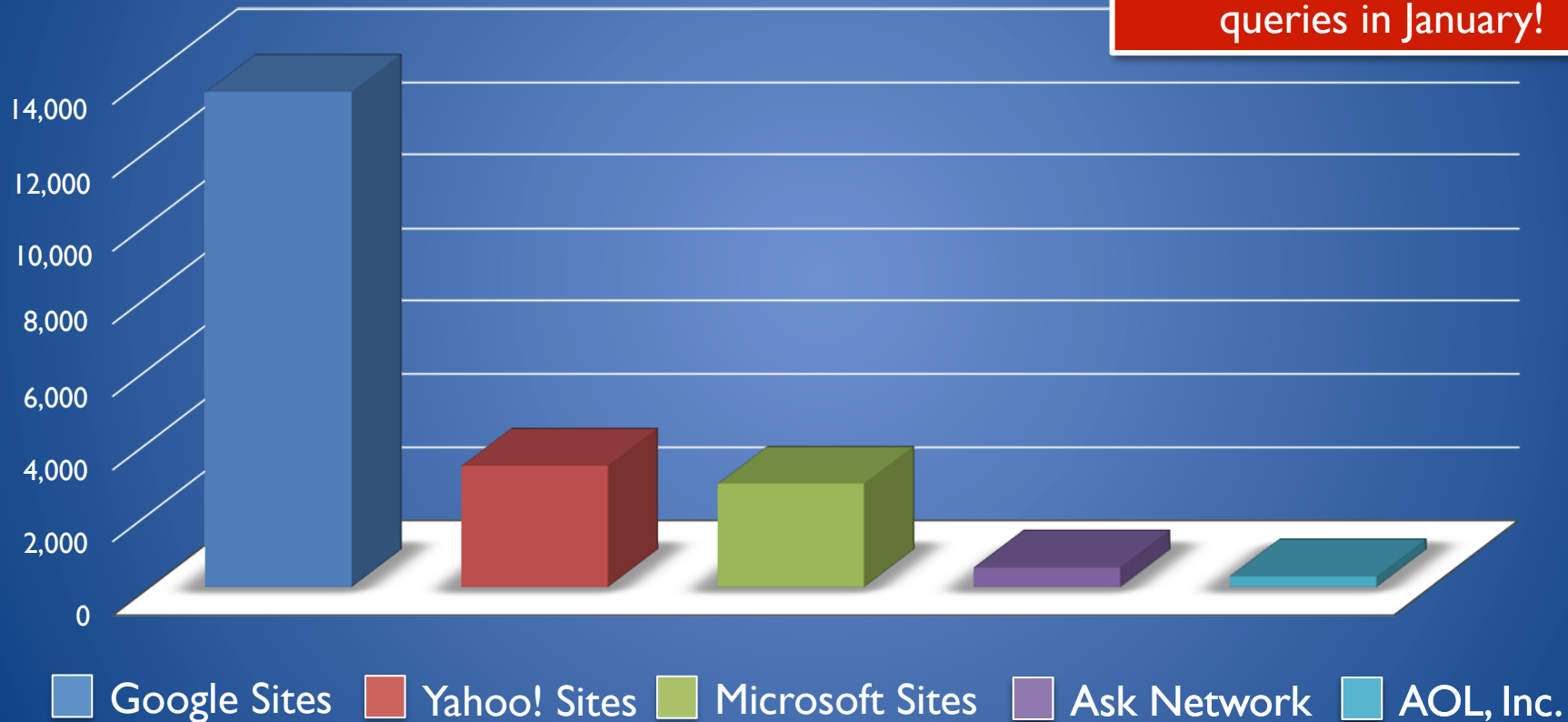
U.S. Search Volume Growth (MM)



Why SEO?

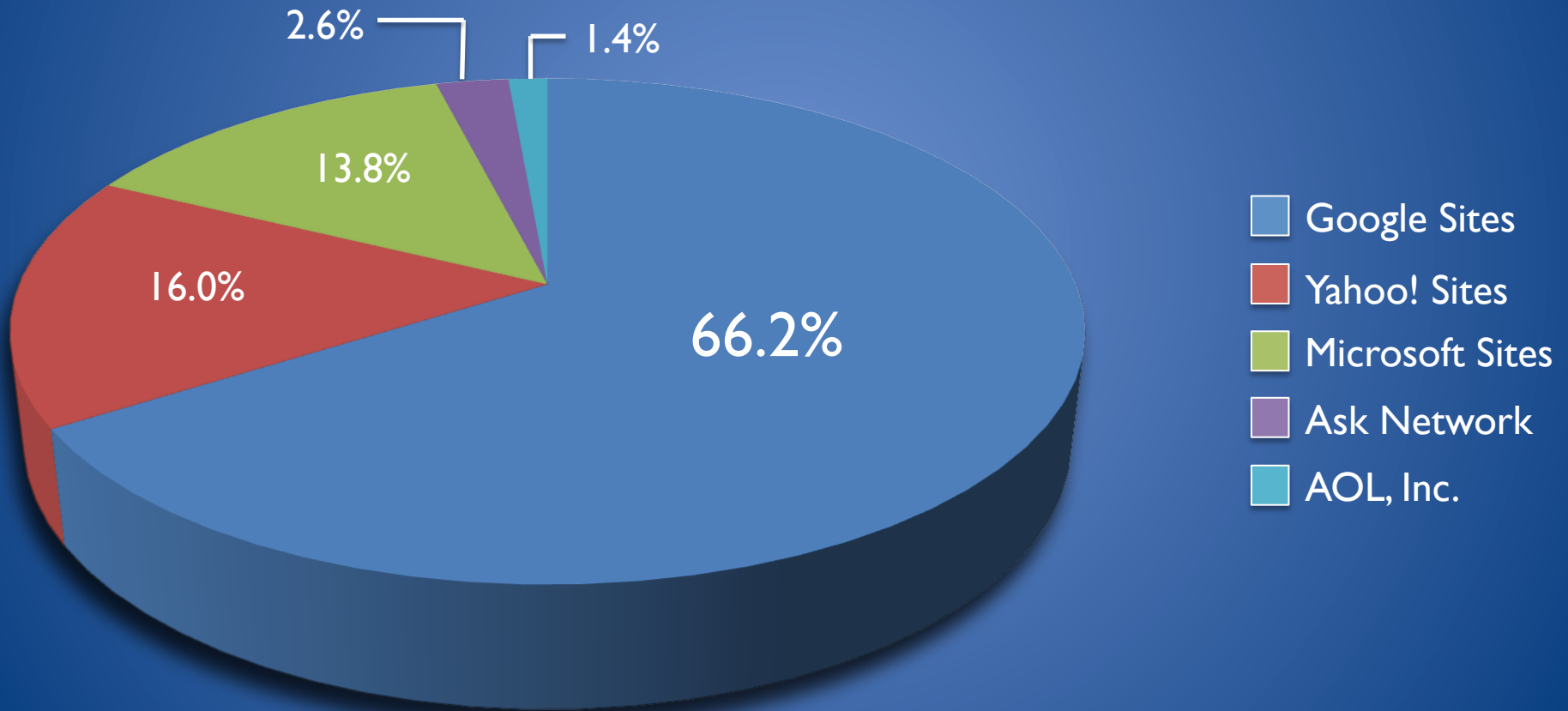
Total Search Query for January 2012 (MM)

Americans conducted nearly 20 billion total core search queries in January!



Why SEO?

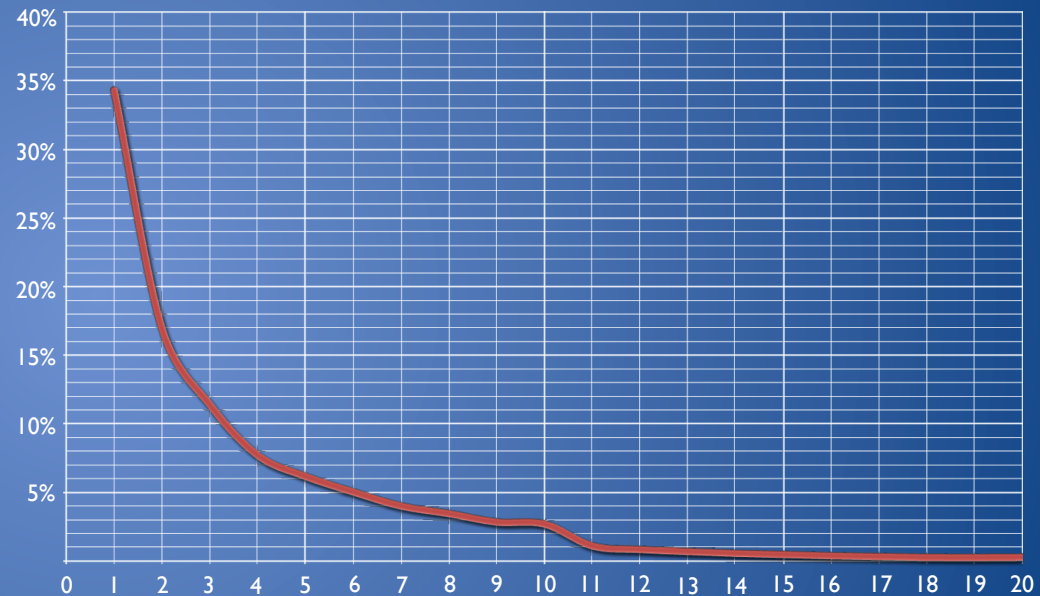
Total Search Share for January 2012 (%)



Why SEO?

Organic Click Through Rate (CTR)

Google Result	Impressions	Percentage
1	2,834,806	34.35%
2	1,399,502	16.96%
3	942,706	11.42%
4	638,106	7.73%
5	510,721	6.19%
6	416,887	5.05%
7	331,500	4.02%
8	286,118	3.47%
9	235,197	2.85%
10	223,320	2.71%



Golden Rule of SEO

When building or modifying your website – whether your adding images, restructuring your links, or changing your written content – always base your decisions on improving the *user's experience*.

On Page SEO

Basic Practices

- Title Tag
- Meta Keywords
- Meta Description

Usability

- Image Alt Tag
- Files Names
- Media Description

Structure

- URL
- Subdomains
- Navigation

Content

- Anchor Text
- Heading Tags
- Keywords

On Page SEO – What does the search engine see?

How the User sees the webpage.

User Services	ITS Home
ITS Service Catalog IT Training TechFees Students Faculty/Staff Service Desk Support & Desktop Area Classroom Support & Multimedia Web Innovations Performance Indicators	<h2>Information Techno</h2> <p>The University of West Georgia's Office of Information Technology provides members of the University of West Georgia community with the support and resources needed to be successful and productive. Information Technology Services is an organization consisting of highly skilled and motivated computer professionals with expertise spanning a broad range of current technologies. Information Technology Services acts as an advocate for technology on campus and works closely with faculty, staff, and students to address related issues.</p> <p>ITS provides technology direction and support to the University of West Georgia and students are encouraged to take advantage of the many services available through UWG's Information Technology Services.</p> 
Infrastructure Services	
About Infrastructure Systems Administration Telecommunications Networking Computer Operations Program Development & Applications	

```
</div>
<div id="contentBody">
  <h1>
    Information Technology Services
  </h1>
  <p>
    The University of West Georgia's Office of Information Technology provides members of the University of West Georgia community with the support and resources needed to be successful and productive. Information Technology Services is an organization consisting of highly skilled and motivated computer professionals with expertise spanning a broad range of current technologies. Information Technology Services acts as an advocate for technology on campus and works closely with faculty, staff, and students to address related issues.
  </p>
  <p>
    ITS provides technology direction and support to the University of West Georgia and students are encouraged to take advantage of the many services available through UWG's Information Technology Services.<br />
  <br />
  
  <div id="footer_left">
    <p class="address">
      <a href="http://maps.google.com/?daddr=1601+Maple+Street,C
    </p>
    <p class="legal">
      © 2012 University of West Georgia. All rights reserved
    </p>
  </div><!--end footer_left-->
  <div id="footer_right">
    <ul class="footer_toolbar">
      <li>
        <a href="..index_contact.php">Contact Us</a>
      </li>
      <li>
        <a href="..index_map.php">Maps &amp; Directions</a>
      </li>
    </ul>
  </div>
</div>
```

How the Search Engine sees the webpage.

On Page SEO – Basic Practices

1. Title Tag:

Make sure the title tag on each page of the site is unique and descriptive. It should be no longer than 65 characters. If possible, place your keywords in the title tag.

2. Meta Keywords:

These keywords no longer carry much weight with search engines. You can use the meta keywords to help emphasize the content keywords you would like to focus on.

3. Meta Description:

Search engines use the meta description tag to describe your web page. Make sure every page has a unique description. It should be no longer than 160 characters.

On Page SEO – Basic Practices

Title Tag Example

Meta Description Example

Ad related to university of west georgia technology group

Why this ad?

[Electronics Repair Shop | wgatech.com](#)

www.wgatech.com/

Smartphones, Computers, Gadgets Virus Removal, Free Estimates

928 South Park Street, Suite F, Carrollton
(678) 664-0486 - [Directions](#)

[ITS | Strategic Plan - The University of West Georgia](#)

www.westga.edu/its/index_5256.php

UWG's technological support environment is decentralized with many colleges and divisions having their own **technology groups** that effectively deploy ...

[Executive in Residence - The University of West Georgia](#)

www.westga.edu › [RCOB Home](#) › [Dean's Office](#)

In 2005, Allen authored Inside the Minds: Technology Enabled Marketing – a as President of the newly formed BellSouth Community **Technologies group**, ...

[UWG - OJDLA - The University of West Georgia](#)

www.westga.edu/~distance/ojdl/

5 days ago – Advanced **Technologies** for Distance Education Certificate Program two separate offerings of the course and the distinct **groups** of faculty.

[Faculty/Staff Profile | The University of West Georgia](#)

www.westga.edu/show_bio.php?emp_id=10709

He is also a tenured Associate Professor of Instructional **Technology** and Design at the **University of West Georgia** (UWG) and the 2012 President-elect of the ...

On Page SEO – Basic Practices

The image shows a screenshot of the University of West Georgia's Information Technology Services (ITS) website. The page is titled "ITS Home" and features a main heading "Information Technology Services". The page is annotated with three colored boxes and arrows pointing to specific elements:

- Meta Description:** A blue box with an arrow pointing to the "[Edit Meta Description]" link in the top navigation menu.
- Meta Keywords:** A red box with an arrow pointing to the "[Edit Meta Keywords]" link in the top navigation menu.
- Title / Title Tag:** A green box with an arrow pointing to the main heading "Information Technology Services".

The page content includes a sidebar with navigation links, a main text area with an "[Edit text]" link, and a large group photo of the ITS staff. The right sidebar contains a "Get Help Now!" section with contact information and a "Facebook Us!" section with a Facebook logo.

Left Sidebar:

- User Services**
 - ITS Service Catalog
 - IT Training
 - TechFees
 - Students
 - Faculty/Staff
 - Service Desk
 - Customer Support & Desktop Area
 - Classroom Support & Multimedia
 - Web Innovations
 - Key Performance Indicators
- Infrastructure Services**
 - About Infrastructure
 - Systems Administration
 - Telecommunications
 - Networking
 - Computer Operations
 - Program Development & Applications
- Office of the CIO**
 - ITS Staff Directory
 - About Us
 - Information Security
 - Nominate an ITS Employee
 - 2011 ITS Employee Recognition & Award Program Winners

Main Content:

[save changes]
[Edit Meta Description]
[Edit Meta Keywords]

Information Technology Services

[Edit text]

The University of West Georgia's Office of Information Technology Services (ITS) is dedicated to providing members of the University of West Georgia community with the technological resources and support needed to be successful and productive. Information Technology Services is a service organization consisting of highly skilled and motivated computing and telecommunications specialists with expertise spanning a broad range of current technology. Information Technology Services acts as an advocate for technology on campus and works closely with departments, colleges and schools to address related issues.

ITS provides technology direction and support to the UWG campus community. All faculty, staff, and students are encouraged to take advantage of the many technical resources and opportunities available through UWG's Information Technology Services.



Right Sidebar:

- [Modify Sidebar]
- Get Help Now!**

Contact the ITS [Service Desk](#) for your support needs.
Tel: 678.839.6587
Email: servicedesk@westga.edu

Hours of Operation:
Monday-Friday
8am-5pm
Emergency Support
Monday-Thursday
5pm-8pm

ITS SERVICES STATUS
- Facebook Us!**
- Hidden Links for Main Nav**

This box will not show up on the published page

 - TechFees

On Page SEO – Basic Practices

The image shows a CMS interface for West Georgia State University. The main content area displays a page titled "Tuition and Fees" with an "[Edit Text]" button below it. The interface includes several control panels: "[Add/Remove Left Sidebar]", "[Add/Remove Right Sidebar]", and "[Add/Edit/Order/Remove Extra Content]". At the bottom, there is a footer with three columns: "PROGRAMS" (Bachelor's Degrees, Master's Degrees, Doctoral Degrees), "LIFE AT WEST" (Explore West, What's For Dinner?, Where Can I Live?, UWG Mobile App), and "MONEY MATTERS" (Tuition and Fees, Scholarships, Out of State Students). A "[Add/Remove Footer Logos]" button is located at the bottom left. A red flame icon is visible on the right side of the page.

Annotations for SEO elements:

- Meta Description:** A blue box with an arrow pointing to the "[Edit Meta Description] :" field.
- Meta Keywords:** A red box with an arrow pointing to the "[Edit Meta Keywords] :" field.
- Title Tag:** A green box with an arrow pointing to the "[Edit SEO Page Title] :" field.
- Title:** A purple box with an arrow pointing to the "Tuition and Fees" page title.

On Page SEO – Usability

Usability is a reference to how easy it is for a user to accomplish what she wants on a website.

1. Image Alt Text:

A place where you can provide more information about what is in the image and where you can target keywords.

2. File Names:

Search engines look at the filename to see whether it provides clues to the content of the file.

3. Media Description:

A description helps the user and search engines better understand the content contained in your video, animation, etc.

On Page SEO – Usability

Image Alt Text & File Name



``

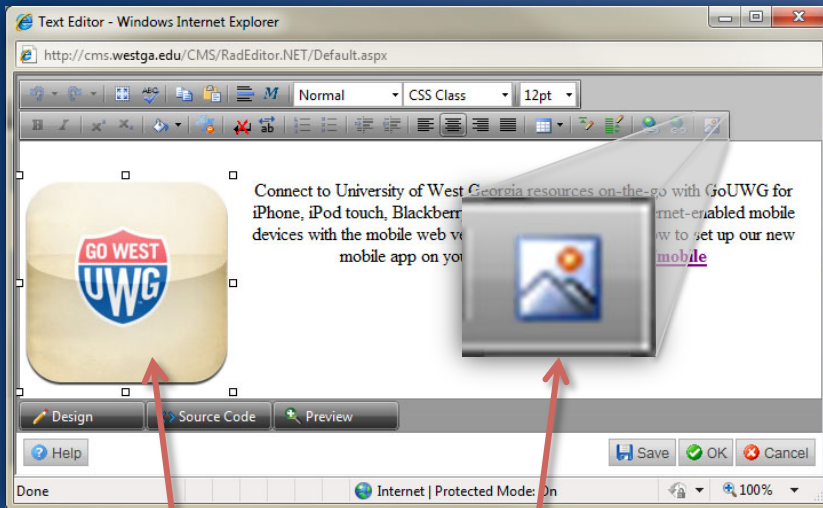
Media Description



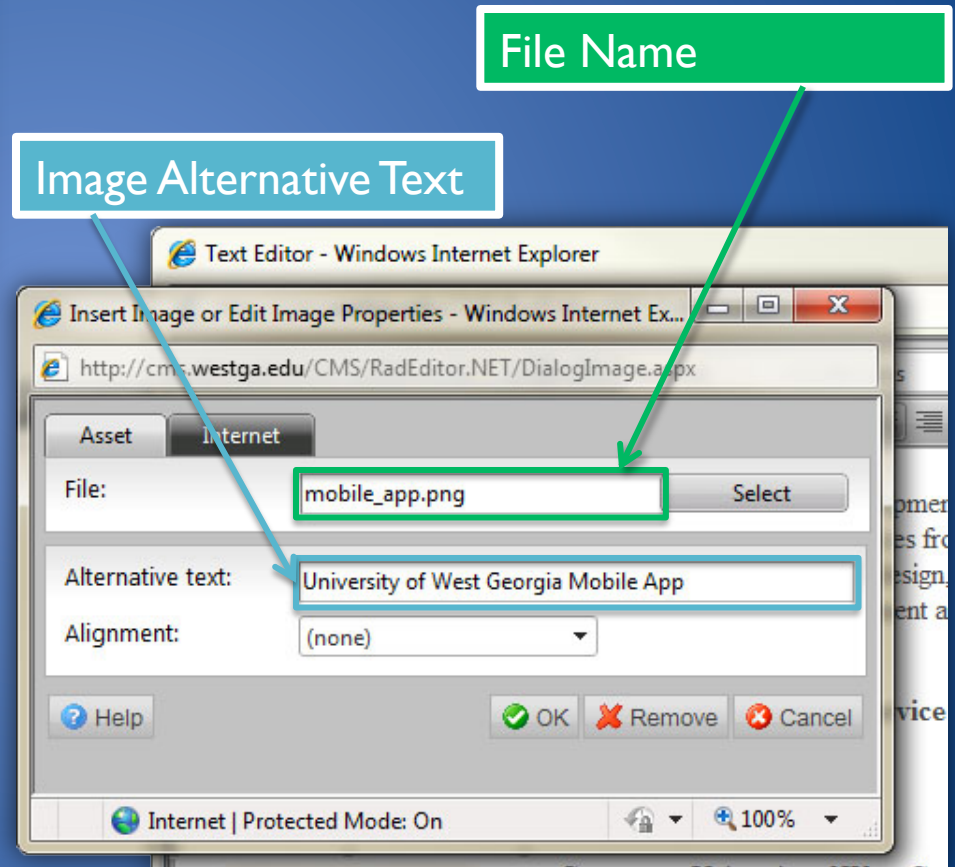
Video Transcription

Hi guys. I'm Rhea Drysdale, CEO of Outspoken Media, and we are an internet marketing company that specializes in SEO, reputation management, link development, and social media marketing. I'm here today in the SEOMoz office, because our team is attending SMX Advanced. Many of you probably know of Outspoken Media because we're doing live blog coverage of the conference, and I hope to meet many of you here today.

On Page SEO – Usability



While the image is selected in the 'Edit Text' window (indicated by the white boxes); click the Insert/Edit Image button in the toolbar.



On Page SEO – Structure

1. URL's:

Keeping your URL's short and descriptive of your content will improve the user experience and lead to better crawling of your website by search engines. *(Currently there is no way to change the URL in OpenText)*

2. Subdomains:

A subdomain can look more authoritative to users and provide a reasonable choice to include keywords in the URL. Unfortunately, they have the potential to be treated separately from the primary domain when it comes to trust value.

3. Navigation:

Ordering your navigation in a logical and concise manner will assist the user (they will find the site easier to use) and search engines award greater ranking based on increased subject relevance.

On Page SEO – Content

1. Anchor Text:

The actual text placed in a link. If the text is keyword-rich, it will do more for your rankings in the search engines.

2. Heading Tags:

These tags are designed to indicate a headline hierarchy on the webpage. Search engines show a slight preference for keywords appearing in heading tags.

3. Content Keywords:

One of the most important on page SEO practices. When a user performs a query, the more relevant a keyword (or phrase) is to the query, the higher ranking the webpage will be in the search engine's results.

On Page SEO – Content

Anchor Text

An active [international student organization](#) consists of...

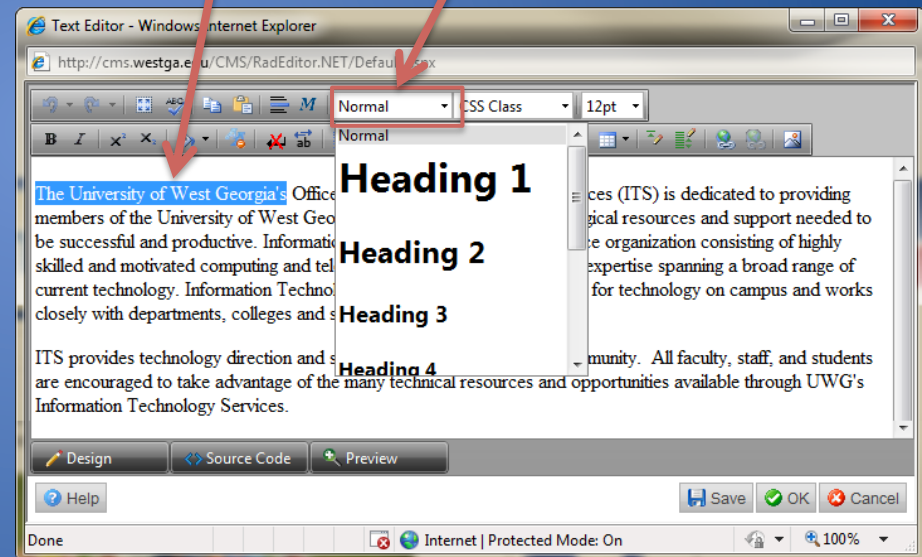
X If you are interested, [click here...](#)

X Completed [application](#) with a non-refundable fee.

...and the [Student Handbook](#), as amended.

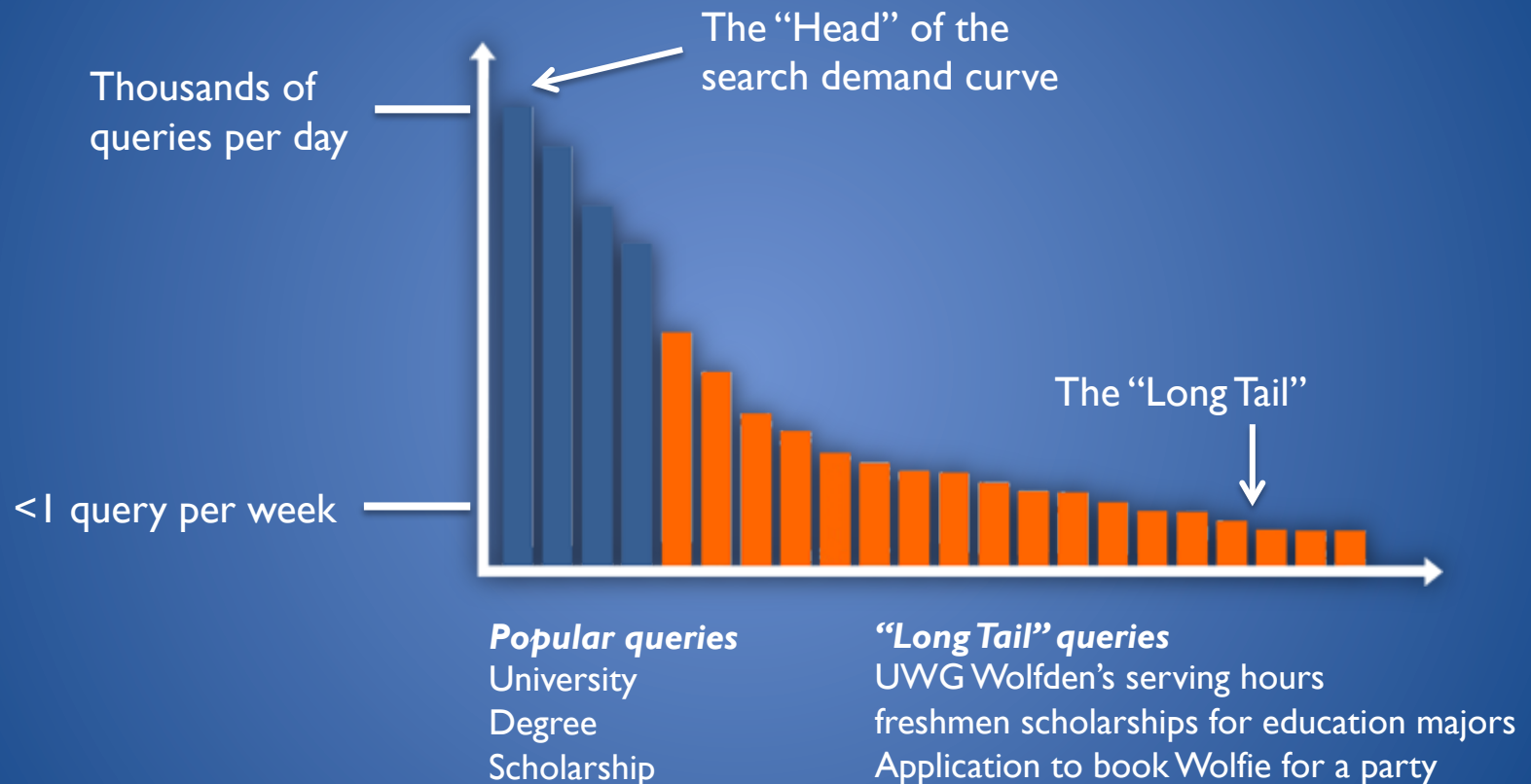
Heading Tags

After selecting the text (indicated by the blue highlight), use the drop-down to choose the header you would like to apply



On Page SEO – Content

Keywords – Short Tail / Long Tail



On Page SEO – Content

Keywords - Research

1. Make a list of one- to three- word phrases related to your website.
2. Produce synonyms that might be used by potential students.
3. Create a directory of all the people, projects, ideas, and companies connected to your site.
4. Review your current site and extract current key phrases.
5. Review websites associated with UWG and / or media sites to see what phrases they use.
6. List all your program names, products, and other services provided.
7. Have your department imagine they are potential students. What would they type in to find you?
8. Ask students and people outside your department what they would search for.
9. Review your competitors' websites and see what key phrases they use.
10. Consider including your competitor's non-branded terms for use in your keyword list.

On Page SEO – Content

Keywords – Google Adwords

The Best Keywords Are:

High Volume
(many searches/month)

Low Competition
(weak sites in the top 10)

High Value
(Large % of visitors convert)

Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
<input type="checkbox"/> study abroad scholarships ▾	High	27,100	18,100
<input type="checkbox"/> scholarship search ▾	High	27,100	18,100
<input type="checkbox"/> colleges in georgia ▾	Medium	165,000	135,000
<input type="checkbox"/> georgia colleges ▾	Medium	165,000	135,000
<input type="checkbox"/> scholarships for hispanics ▾	High	33,100	33,100
<input type="checkbox"/> scholarship applications ▾	Medium	135,000	90,500
<input type="checkbox"/> scholarships for graduate students ▾	High	33,100	22,200
<input type="checkbox"/> online college ▾	High	1,220,000	823,000
<input type="checkbox"/> financial aid ▾	Low	1,500,000	1,220,000
<input type="checkbox"/> scholarships for college students ▾	High	60,500	49,500

On Page SEO – Content

“Good” Content

VS.

“GREAT” Content

Satisfies the searcher’s basic information requirements

Written by a human and not duplicated elsewhere

Long enough to fulfill basic needs of engines for depth/uniqueness

Grammatically correct; free of spelling / punctuation errors

Surprises and delights the searcher by being remarkable

Produced by extraordinary writers and designers

May leverage video, audio, graphics & photos to convey a unique, shareable experience.

Produced by extraordinary writers and designers

Off Page SEO

Links

- Link influence on search engines
- Link Value

Social Media

- Social Media Sites
- Indirect Influence of Social Media

Other

- Sitemap
- DMOZ
- robots.txt
- Google mini

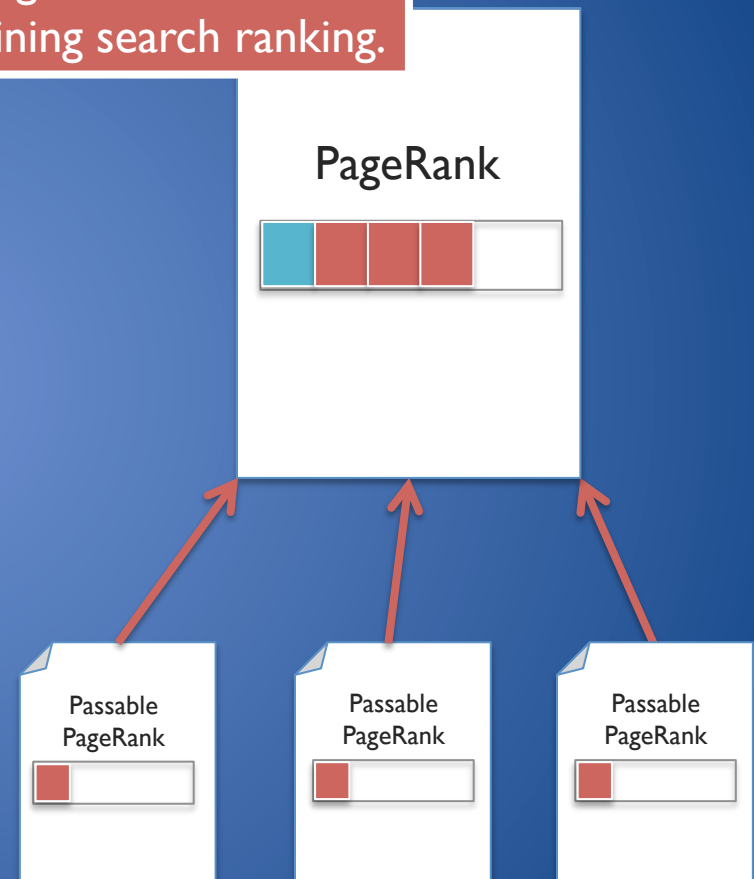
Off Page SEO – Links

Link Influence on search engines

PageRank algorithm

- External links on a webpage can be interpreted as votes.
- Initially, all votes are considered equal.
- Over the course of time, pages which receive more votes become more important.
- More important pages cast more important votes.
- $\text{Votes per Page} = \frac{\text{Page Importance}}{\text{Number of Links}}$

Links remain the single largest factor in determining search ranking.



Off Page SEO – Links

Link Value

1. **Anchor Text:** Search engines use the anchor text to help it understand what the page receiving the link is about.
2. **Relevance:** Links that originate from sites/pages on a closely related topic are worth more.
3. **Authority:** A site with higher authority will pass along more PageRank. However, search engines will not tell you which sites they consider authoritative.
4. **Trust:** Trust of a websites takes into account whether the linking page or the website is easy or difficult for spammers to infiltrate. The trust level of a site is based on how many clicks away it is from one or more ‘seed’ sites.

Off Page SEO – Links

www.google.com/webmasters/tools/

Domains	Links ▲	Linked pages
elearninglearning.com	433,257	3
wikispaces.com	82,957	168
ihigh.com	19,240	2
uwgsports.com	17,591	7
facebook.com	12,222	197
oclc.org	9,068	8
blogspot.com	8,779	459
aolstalker.com	6,654	3
wordpress.com	6,206	212

Referring Domains

7,826

Educational Ref. Backlinks: **3,150**

Governmental Ref. Backlinks: **122**

Educational Ref. Domains: **797**

Governmental Ref. Domains: **37**

Referring **IP** addresses: **6,235**

Referring **Class C subnets**: **5,158**

Indexed **URLs**: **35,210**

External Backlinks

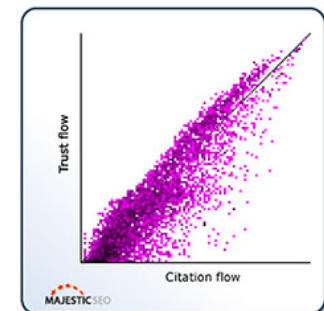
77,962

Citation flow ⓘ

55

Trust flow ⓘ

59



www.majesticseo.com

Off Page SEO – Social Media

Wikipedia Profile

Facebook Department Page

StackExchange Account

Twitter Profile

StumbleUpon Account

Linkedin Company Page

Reddit Account

YouTube Account

SlideShare Profile

Crunchbase Page

Scribd Profile

Google Profile

About.me Page

Quora Profile



Off Page SEO – Social Media

Benefits of Social Media

1. It Cost Nothing to Get Started

For just a little bit of time and creativity, you can create department and personal pages and keep students informed of new programs.

2. Blogs are Simple to Create

You can create targeted content that focuses on your SEO content keywords.

3. Results Can Be Faster Than Traditional Websites

You have the opportunity to “go viral” with the content you post using social media.

4. Social Media Posts and Profiles are Included in Search Results

All social media posts and profiles are opportunities to get your site noticed by search engines.

Off Page SEO – Social Media

Benefits of Social Media (continued)

5. You Can Get Ranked Higher

Each time your content is shared, it creates a backlink to your content. This gives you more chances to have PageRank votes passed to your content.

6. There are Lots of Options

Variety is the spice of life.

7. Social Media is Easy To Use

You don't need to dedicate a lot of time to social media – work on posting quality content and let other users do the work for you by sharing it with their friends.

8. It's an Additional Platform for Content

Westga.edu is usually a static, brochure website. With social media, you will be able to produce quality content that relates to you and your department.

Off Page SEO – Social Media

Benefits of Social Media (continued)

9. Builds Brand Awareness

As you become more visible, as long as you continue to produce quality content, you will soon become an authority figure in your niche.

10. Has Unlimited Reach

By participating in social media, you will be able to reach users that would have never stumbled upon the university's website.

11. Puts Followers to Work for You

Let other users share your quality content.

Off Page SEO – Other

XML / HTML Sitemap

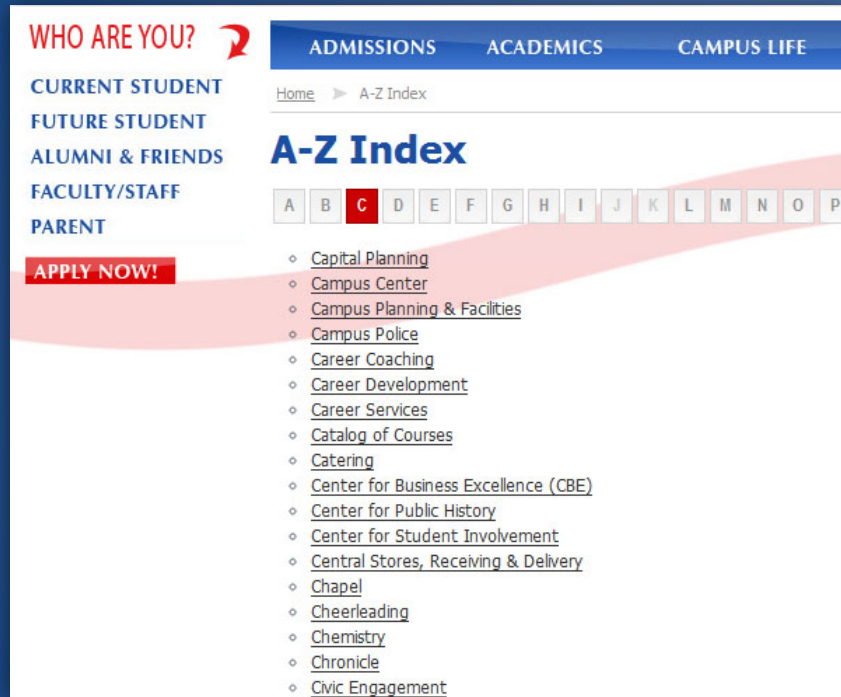
A sitemap is a list of pages of a web site accessible to search engines and users.

Benefits of a Sitemap

1. Helps improve how often and the manner in which search engines crawl your website.
2. Search engines use additional URL's to 'discover' pages they didn't know about.
3. Verification / registration of XML Sitemaps may indicate positive trust / authority signals.
4. A HTML sitemap can further help a user navigate your website.

Off Page SEO – Social Media

XML / HTML Sitemap



The screenshot shows a university website's navigation menu with categories: WHO ARE YOU?, ADMISSIONS, ACADEMICS, and CAMPUS LIFE. On the left, there are links for CURRENT STUDENT, FUTURE STUDENT, ALUMNI & FRIENDS, FACULTY/STAFF, and PARENT. A red 'APPLY NOW!' button is visible. The main content area is titled 'A-Z Index' and features a row of letters from A to P, with 'C' highlighted in red. Below the letters is a list of links starting with 'C', including Capital Planning, Campus Center, Campus Planning & Facilities, Campus Police, Career Coaching, Career Development, Career Services, Catalog of Courses, Catering, Center for Business Excellence (CBE), Center for Public History, Center for Student Involvement, Central Stores, Receiving & Delivery, Chapel, Cheerleading, Chemistry, Chronicle, and Civic Engagement.

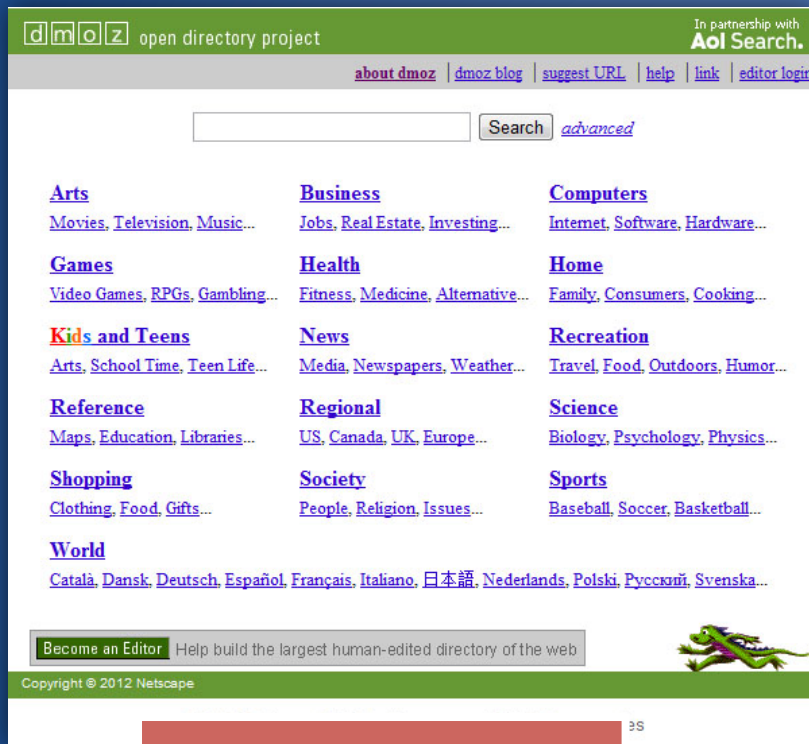
HTML Sitemap

XML Sitemap

```
<url>
  <loc>http://www.magneticone.com/store/X.Cart
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
<url>
  <loc>http://www.magneticone.com/store/X.Cart
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
<url>
  <loc>http://www.magneticone.com/store/X.Cart
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
<url>
  <loc>http://www.magneticone.com/store/X.Cart
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
<url>
  <loc>http://www.magneticone.com/store/osCom
  <lastmod>2007-12-14T14:43:42+00:00</lastmod>
  <priority>1.0</priority>
</url>
```

Off Page SEO – Other

DMOZ – Open Directory Project



“The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors.”

www.DMOZ.org

Off Page SEO – Other

robots.txt

This is a file that is located on the root level of our domain.

Benefits of robots.txt

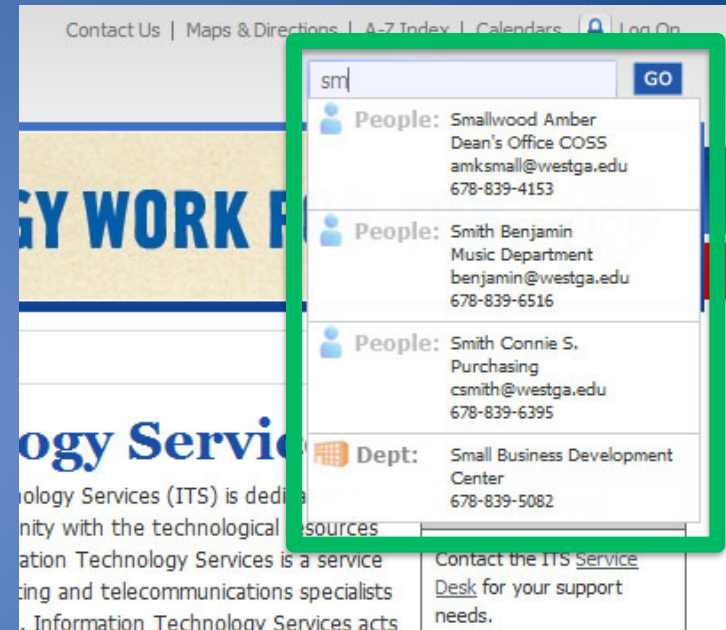
1. Prevents search engines from accessing nonpublic parts of our website.
2. Block search engines from accessing out pages of code.
3. Avoid the indexation of duplicate content on our website, such as “print” or “mobile” versions of webpages.
4. Auto-discover Sitemaps.

Off Page SEO – Other

Google Mini

Not everyone who enters our website is coming through the front door (homepage). The Google mini appliance helps user's navigate deeper into our website without having to click their way through to the page they need.

Within the Google mini appliance, we have **total control over page placement by keyword**. This is a great internal opportunity to make your department's website easier to find from anywhere in www.westga.edu



SEO Violations

Too much of a good thing can be bad for you, especially in SEO.

- DO NOT over 'keyword' your content. Your content should be easy to read and not stuffed with the same terms over and over again.
- DO NOT make sentences into anchor text. This could cause confusion on your site and make your content difficult to read.
- DO NOT focus on keywords that are not associated with your site. This is a big no-no. If you try and get ranking in a popular keyword (such as 'Free') and it is not associated with your website, the search engine could black-list the site.

SEO Software

2012 SEO Software Product Comparisons

Rank	#1	#2	#3	#4	#5	#6	#7	#8	#9
10-9 Excellent	Web CEO	Advanced Web Ranking	iBusiness Promoter	SEO Suite	SEO Toolkit	SEO Studio	SEO PowerSuite	SEO Administrator	WebPosition
8-6 Good									
5-4 Average	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review
3-2 Poor	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now	Buy Now
1-0 Bad	\$499.00	\$399.00	\$499.95	\$249.95	\$494.95	\$157.99	\$399.00	\$299.00	\$499.00
Reviewer Comments	9.08	8.28	7.63	7.48	6.78	6.60	5.83	5.13	5.13
Ratings									

SEO Software

SEO Software Key Functionality

- Stores and organizes your keyword objectives by project and page
- Finds top ranked pages
- Performs comparison analysis to rank your page against other pages
- Make specific suggestions about how to improve you website
- Identifies potential inbound link opportunities.

Tracking and Measuring Results

You cannot methodically improve what
you cannot measure.

Tracking and Measuring Results

Define your Baseline

Use information from the below listed to establish a baseline of data points:

- Organic search traffic by search engine and keyword
- Major keywords that are driving traffic by search engines
- A breakdown of which sections are getting current organic search traffic by search engine and keyword

To further enhance your baseline, include the following:

- Identify poorly performing pages
- Identify the best performing pages (in terms of traffic and conversion)
- Track search engine crawler activity on the site
- Determine the number of indexed pages and whether they are getting search traffic
- Identify any error pages and external sites linking to these pages

Tracking and Measuring Results

Webmaster Tools

The screenshot shows the Google Webmaster Tools interface. On the left is a navigation menu with options like Dashboard, Messages, Configuration, Health, Traffic, Optimization, Sitemaps, Remove URLs, HTML Improvements, Content Keywords (highlighted), Other Resources, and Labs. The main area displays 'Content Keywords' with a table of 11 keywords and their significance levels represented by blue progress bars.

Keyword	Significance
1. students (4 variants)	High
2. course (4 variants)	Medium-High
3. education (4 variants)	Medium
4. university (4 variants)	Medium-Low
5. georgia (5 variants)	Low-Medium
6. class (3 variants)	Low
7. art (4 variants)	Low
8. musc	Low
9. west (3 variants)	Low
10. faculty (3 variants)	Low
11. studies (5 variants)	Low

Content Keywords

Non-informative Title Tags

The screenshot shows the 'HTML Improvements' section of Google Webmaster Tools, specifically 'Non-informative title tags'. It includes a description of title tags and a 'Download this table' button. Below is a table listing pages with non-informative title tags and their corresponding URLs.

HTML Improvements
Non-informative title tags
Your title provides users and search engines with useful information about your site. Text contained in title tags can appear in search results pages, and relevant, descriptive text is possible.

[Download this table](#)

Pages with non-informative title tags	Pages
New Page 1	/biology/prtsynth/page1.html
PowerPoint Presentation	/~adel/leagueofwomenvoters/egyptinthe21stcentury.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/Intro%20to%20lt%20adds%20to%20me.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/LARoadtoWHP.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/MultipleIntelIPPT.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/ReadingRoadtoWH.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/STudent%20tr.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/ScienceLPRoadtoWH.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/Webquest%20lt%20all%20adds%20to%20me.htm
New Page 1	/~anazzal/Portfolios/KimScasnyFall05/Portfolio/hurricanerubic.htm

Tracking and Measuring Results

Webmaster Tools

Search Queries

Search Queries

Top queries Top pages

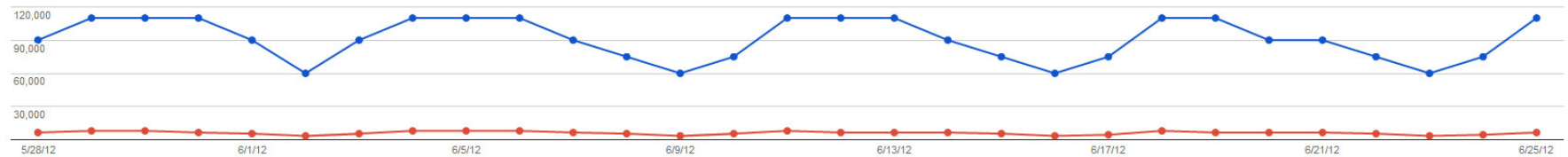
Filters

May 28, 2012 to Jun 27, 2012

Queries
10,170

Impressions
2,800,000 ▲ -18%
Displaying 450,000

Clicks
170,000 ▲ -15%
Displaying 75,000



Download this table

Download chart data

Basic

With change

Show

25 rows

1-25 of 10,170

Query	Impressions ▲	Clicks	CTR	Avg. position
☆ university of west georgia	50,000	18,000	36%	9.3
☆ west georgia	22,000	8,000	36%	2.4
☆ uwg	18,000	10,000	56%	4.0
☆ peristalsis	12,000	70	1%	10
☆ myuwg	10,000	170	2%	2.0
☆ my uwg	10,000	110	1%	2.1
☆ frat	10,000	60	1%	5.5
☆ westga.edu	8,000	4,500	56%	1.3
☆ biggest loser	8,000	320	4%	11

Tracking and Measuring Results – Google Analytics

Visitors Overview

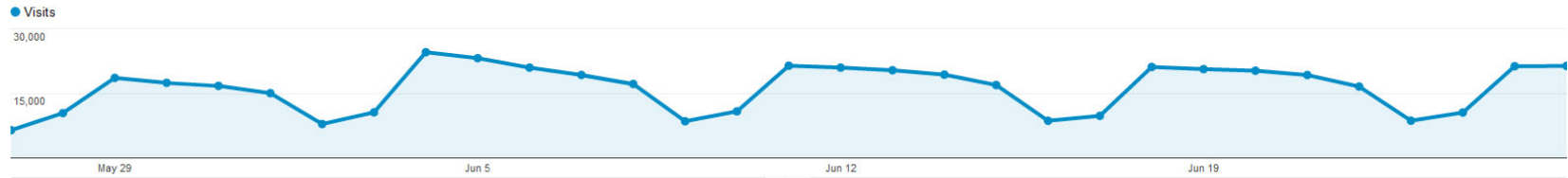
May 27, 2012 - Jun 26, 2012

% of visits : 100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month



136,609 people visited this site

Visits: 504,088

Unique Visitors: 136,609

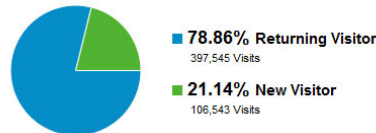
Pageviews: 1,384,605

Pages / Visit: 2.75

Avg. Visit Duration: 00:03:07

Bounce Rate: 59.42%

% New Visits: 20.04%



Demographics

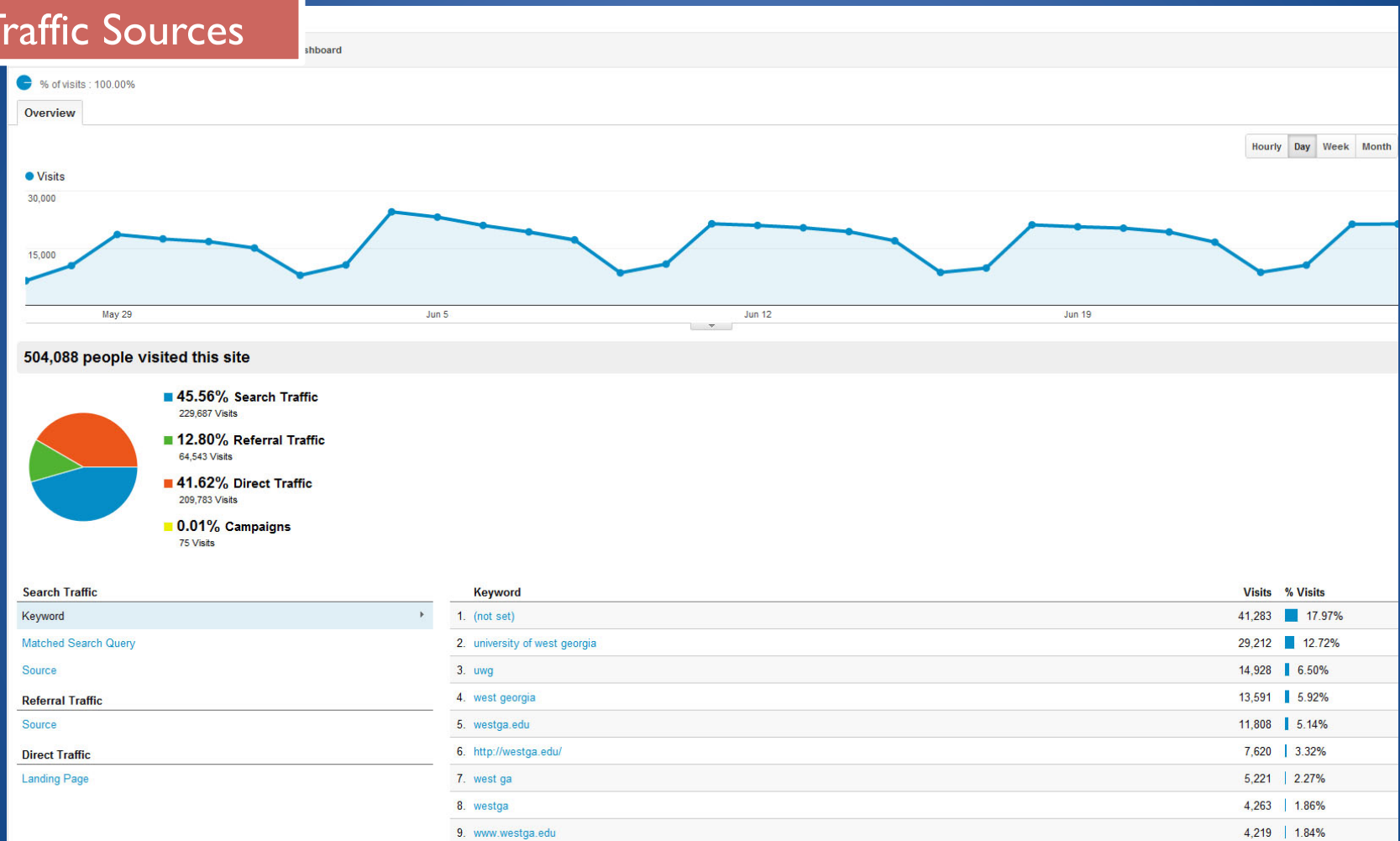
- Language
- Country / Territory
- City
- System
- Browser
- Operating System
- Service Provider

Language

Language	Visits	% Visits
1. en-us	481,377	95.49%
2. en	18,074	3.59%
3. en-gb	1,016	0.20%
4. en_us	403	0.08%
5. zh-cn	388	0.08%
6. ko	321	0.06%
7. es	262	0.05%

Tracking and Measuring Results – Google Analytics

Traffic Sources



Tracking and Measuring Results – Google Analytics

New vs. Returning

May 27, 2012 - Jun 26, 2012

% of visits : 100.00%

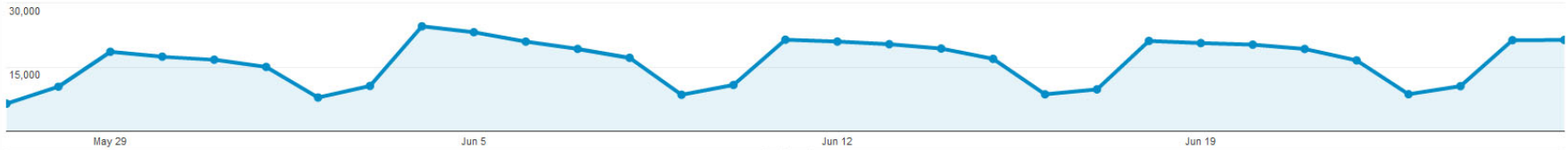
Explorer

Site Usage Ecommerce

Visits vs. Select a metric

Day Week Month

Visits



Visits
504,088

% of Total: 100.00% (504,088)

Pages / Visit
2.75

Site Avg: 2.75 (0.00%)

Avg. Visit Duration
00:03:07

Site Avg: 00:03:07 (0.00%)

% New Visits
20.04%

Site Avg: 20.04% (0.00%)

Bounce Rate
59.42%

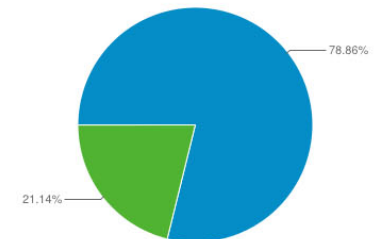
Site Avg: 59.42% (0.00%)

Primary Dimension: Visitor Type

Secondary dimension Sort Type: Default

advanced

Visitor Type	Visits	Visits	Contribution to total: Visits
1. Returning Visitor	397,545	78.86%	78.86%
2. New Visitor	106,543	21.14%	21.14%



Tracking and Measuring Results – Google Analytics

Visitors Flow

May 27, 2012 - Jun 26, 2012

Select a Segment Level of Detail Export

This report is based on 95.7K visits (19.0% of visits). [Learn more](#)

