Future SEO Meetup Topics

1. Analytics. Basic. Advanced
OK. we could devote all day to Analytics. The bottom line is that you need to be using them. There's more information in here than any of us will utilize in a lifetime. In addition to the normal metrics like how many visitors, pages per visit, bounce rate, time on site, most popular pages, etc. you can also measure:
- Mobile specific
- frequency and recency
- Visitor loyalty
- Social interaction
- You can use a visual flow diagram
- You can view statistics overlaid on top of your site
- Intelligence alerts
- Real Time statistics
- Site speed
- On sites with a lot of traffic, it gets even more interesting by adding multiple profiles.

2. Adsense
Adsense is when you allow other people to advertise their products and services on your website. They do this by using the display network on Google PPC. On your site, it's referred to as Adsense. You can make money when ever someone clicks the ad on your site. Naturally, this is more profitable for you if you are getting a lot of traffic. Now you have to ask yourself, why you'd want to hand that traffic off to someone else's site.

3. Social media business versus personal
What are the pro's and con's of having a “business” page or group on Facebook as opposed to just being you? Is there a difference between LinkedIn personal and LinkedIn as a business? What about Twitter?

4. Content curation and content marketing
What is Content Curation?
Content curation is the process of sorting through the vast amounts of content on the web and presenting it in a meaningful and organized way around a specific theme. The work involves sifting, sorting, arranging, and publishing information. A content curator cherry picks the best content that is important and relevant to share with their community. It isn’t unlike what a museum curator does to produce an exhibition: They identify the

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theme, they provide the context, they decide which paintings to hang on the wall, how they should be annotated, and how they should be displayed for the public.

Content curation is not about collecting links or being an information pack rat, it is more about putting them into a context with organization, annotation, and presentation. Content curators provide a customized, vetted selection of the best and most relevant resources on a very specific topic or theme. A content curator continually seeks, makes sense of, and shares the best and most relevant content on a particular topic online. Content curators have integrated this skill into their daily routine.

Why is Content Curation Valuable?

People and organizations are now making and sharing media and content all over the social web. For example, on Facebook the average user creates 90 pieces of content each month. If you multiply that by the 800 million Facebook users, it isn’t surprising that data or content on the Internet is measured in exabytes, or billions of gigabytes. Simply put, we are living an era of content abundance. A content curator offers high value to anyone looking for quality content because finding that information (and making sense of it) requires more and more time, attention, and focus.

5. SEO optimization of mobile devices

July 12, 2012 – Google Officially recommends one URL. In other words, “Responsive Design”. In the Search EngineLand article (http://searchengineland.com/5-tips-for-optimal-mobile-site-indexing-107088), from Jan. 12, 2012 – they list 5 very specific tips for your mobile site; 1-Verify it, 2-Mobile specific sitemap, 3-Pay attention to your robots.txt file, 4-Link your mobile and desktop site to each other, 5-Link build (for your mobile site).

6. QR codes

QR Codes are meant to bridge your print and digital worlds. I’m still seeing some energy on these. I have also noticed an number of “campaigins” that really could have benefited from a QR Code (Pizza Shmizza is trying to get 400 Facebook likes... their print literature oould have seriously used a QR Code. 90 percent of their patrons were surfing on a phone while dining – the day I was in there).
We had a presentation last year and could certainly repeat that.

7. Facebook sponsored posts. Posts or ads?
8. Remarketing.
A very powerful component of Google PPC. This is a feature on the display side. Google can track when someone has seen a display ad and using your parameters, you can remarket them with different ads. Imagine that someone sees your ad. The second time they see the ad, it goes a level deeper with the description. After they buy, the same keywords could remarket training or optional accessories.

9. Categories within Wordpress
These along with permalinks become part of the URL.

14. RSS Feeds
More marketing than SEO.

10. Wordpress themes
Site speed. Bloat ware. Put the user first. Some worth wont control the h1 without additional work. Some wont let you control the h1-h5 tags. Some themes, like catalyst, give you control to wrap the page title as opposed to a keyword rich heading. Responsive themes.

11. Wordpress plugins
Headspace vs All-in-one, etc. Adsense plugins. Redirection. Robot meta tags.

12. Site speed optimization

13. Panel discussions
Panel is selected and we schedule for one of our meetings

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15. PPC on Google/ Bing

Nobody clicks on ads, so why have them?

*Au contraire!* This is a pervasive myth, fueled by all the people who go around loudly claiming “I *never* click on ads!” I’ve personally never understood why this would be a point of pride, as if clicking on an advertisement means you got duped somehow; it’s not like *you* pay to click an ad, the company doing the advertising pays! In any case, the evidence suggests that many of the people who claim “never to click ads” either don’t realize that some of the results they are clicking are ads, or they’re lying. Here’s some of that evidence:

Almost all of Google’s *substantial revenues* (97-98% of its annual revenue, over $40 billion in 2012) comes from advertising. That means, you guessed it, someone is clicking on ads.

For search queries with high commercial intent, sponsored results (AKA ads) can take up to *twice as many clicks* as organic results. Most search queries are informational or navigational in nature, so most clicks overall still go to organic results. But for queries that show intent to buy, ads get a lot of space on the SERP and they do get plenty of clicks.

*If there is no right-hand column, almost half of people (45.5%)* can’t tell the difference between *organic and paid search results*, according to one study.

Note also that search ads on Google have a much higher average click-through rate than the typical web banner ad. More on this below.

**Why Use Pay-Per-Click Marketing?**

There are many good reasons to use PPC. We recently provided 10 of them:

- It’s scalable
- It’s measurable
- It’s flexible
- It’s faster than SEO
- It’s (usually) easier than SEO
- It’s taking over the SERPs
- It’s engaging
- It converts
- It’s complementary to other marketing channels
- Your competitors are doing it

You can [read more about these 10 reasons](http://www.wordstream.com/blog/ws/2012/12/03/why-use-adwords) here. Like any marketing channel, PPC has a learning curve, but once you get the hang of it, it can be a highly cost-effective and dependable source of leads.

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16. Adwords Express
Adwords Express is designed to drive traffic to your website from people searching the web within 15 miles of your address. It requires that you have claimed your Google+ Local page, first. Then it's a matter of establishing up to one ad per category. So, if your “Place” has three categories selected, you can run between one and three ads. The maximum number of categories is five.
Adwords Express will automatically select the keywords and handle all the bidding. You simply create the ad. You can get snapshot details of campaign performance from your Place Page Dashboard. More data is available inside both the Adwords and Analytics interfaces. Aside from changing your budget, the categories, or the ad copy – you’re done making changes. This can be a super affordable way to get some business. I also have full blown Adwords campaigns where we run Adwords Express as well.

17. Schema.org
Search Engines are pretty good at indexing your website content, but not so good at interpreting what your content actually means. That’s why Google Bing, and Yahoo released schema.org, a platform that allows you to tag your HTML code to let the search engines know what type of content you have on your pages. For example, if you have a product on a page, you need to use the "IndividualProduct" tag. If you mention a retail store, you should use the tag "LocalBusiness".
There are tags for events, reviews and videos. There are literally hundreds of tags you can add to your pages to help the search engines identify the type of content on your site.
If you are looking for a more detailed explanation about schema.org, check out the documentation tab on their site. If you have a Wordpress site, check out the plugin "Schema Creator by Raven".
Keep in mind, this is a very time-consuming process and you’ll need to keep doing it as you add new pages to your site. But, if you take the time to do it, Google will reward you with much more visibility.

18. Put The User First
The days of stuffing pages and blog posts with keywords are over. Add value to your website by hiring the best designer you can afford, focus on quality copy that will boost conversion rates, and add images and videos to your pages; search engines love multimedia content.
Before Google released the Panda and Penguin updates, sometimes you had to choose between doing something to make Google happy or doing something to make your visitors happy. Now your focus should be on creating a great experience for your visitors and Google will reward your for it. How great it that?

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19. Stop obsessing over page rank

Picking a handful of keywords and tracking their rankings is so 2010! This is a bad idea for three reasons:

1. Google personalizes search results, so maybe you're ranking #2 on your computer but when someone searches for you from a different location and IP address, you're in position #20.

2. You could be ranking really well for a keyword but not get any clicks due to a poor page title and meta description, or for the lack of sitelinks and schema.org metadata. Compare these two results:

*First one has a review in the meta description and shows a rich-snippet for the reviews. The second one doesn't display any metadata and has an ellipse in the meta description, which reduces click through rate.*

3. Most websites will get the vast majority of their organic traffic through hundreds of long-tail keywords (such as "wooden Fender Stratocaster" as opposed to "guitar shop"). Your focus should be on increasing your organic traffic and the number of sales or leads from organic traffic; stop obsessing about the ranking of specific keywords.
20. Implement Rel=Author

One of the most exciting Google updates is rel=author. This is a tag that you should be using in every piece of content you create to indicate you’re the author of such content. It doesn’t matter whether you post the content to your site or a third party site, by adding the rel=author tag you’ll be increasing your "author rank". The more Google trusts your content, the better it is going to rank. This is a great way for Google to reward authors that create content that people like and share.

Here is a great tutorial from Google on setting up your author profile and linking it to your content
http://support.google.com/webmasters/bin/answer.py?hl=en&answer=2539557

21. Create content that people will share

Link building is dead. Getting thousands of crappy links from low quality link farms and directories won't help you rank better or get you more traffic. Don't get me wrong; links are still very important, but the way to get them has changed significantly. It used to be about "building" links and now it's about "earning" links. How can you earn links? Create content that people will share.

Ask yourself, "is this content so amazing that when the thought leaders in my space see it they'll want to share it with their audiences?" If the answer is "no", come up with a better piece of content. It used to be better to do 10 good blog posts a month than one outstanding one; now it's the complete opposite. Focus your time on one piece of content that will knock the ball out of the park. This will get you the links and social shares needed to increase your website authority and help you rank better for all your pages and keywords across the board.

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