



Google SEO and online visibility.

A basic guide for small and medium businesses.

Disclaimer

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Introduction

Search has changed in the last 4-5 years.

It used to be when you searched on the internet, you would be given a simple list of results. The problem with this was that it was only companies with extremely large budgets that would appear in the top 10 for the top key phrases.

If you were a small to medium sized company, you had to spend lots of money to get near the top of the search engines.

Because of this, it led to many companies selling Viagra and gambling developing underhand techniques to get to the top for very little cost.

These techniques (known as “Search Engine Spam”) were causing the search engines problems (and costing them money) so they developed ways to beat them.

Google introduced and developed “Universal Search”, and this the search engine as we know it today.

Why Google?

Google owns 88.9% of the UK market share*.

*Correct as of January 2010.

Key Words and Phrases

Keywords are the building blocks of all SEO projects. Your keywords **must** be determined before doing anything.

Google provides very accurate and up to date data on keywords and we use this among other things to determine the keywords that pay.

Keywords can be

- seasonal – Christmas, Valentine, Halloween
- news related – BP Oil spill, mortgage rate increases, fuel
- demand based on events – Wimbledon, World Cup (tennis rackets, footballs)
- misspelled (Google provides keyword data on misspelled searches)

Keywords are typed in combinations from person to person.

For example, we asked 100 people to search for “silver jewellery” and the results typed into the search box were as follows:

“silver jewellery” – 18%

“silver jewelery” – 14%

“sterling silver jewellery” - 12%

“silver sterling jewellery” – 11%

“silver necklace jewellery” – 5%

“silver necklaces” – 4%

“silver ring jewelery” – 4%

Others – 32%

Keywords that pay

It is rarely profitable to guess keywords. Google provides up to date data on the most popular keywords and these are used as the starting points to factor into our SEO

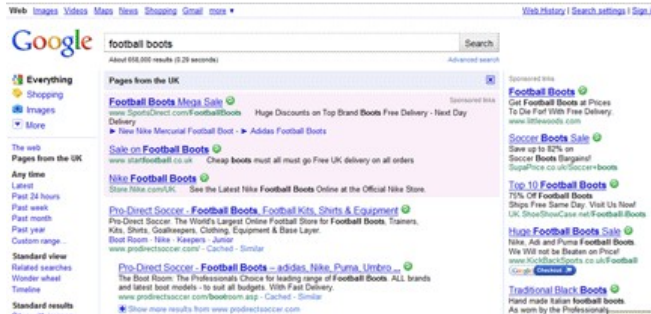
For example, take these two phrases below.

- Poker online (85% of search)
- Online poker (15% of search)

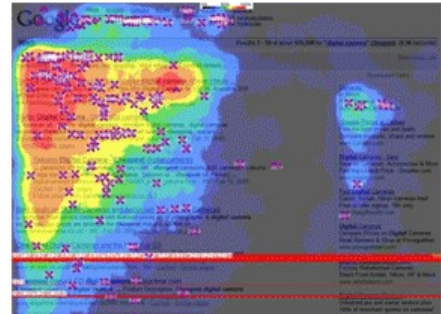
Both mean the same thing but if you were to guess “online poker” instead of “poker online” and use this for your SEO campaign then you stand to lose considerable sales. (Note: The percentages above are only examples but it illustrates the point)

Let's take a look at Google.

What you see.



What you don't see!



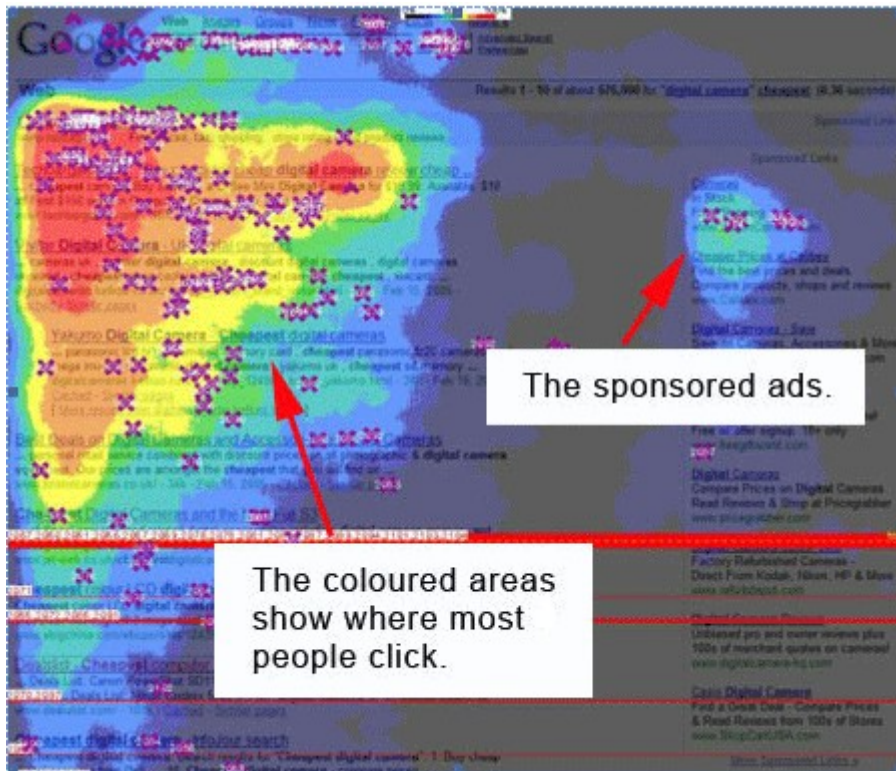
(Where people click)

The images above show what you see when you search on Google and what you don't see.

The image on the right is a special image called a heat map. It shows where people click on the Google results page and this is very important to us.

Let's take a closer look.

This is Google's heatmap of where people look (and click). Look at it for a moment.



The coloured areas show us the density of clicks and eye movements on the Google results page. This was obtained by special software and resembles the letter “F”.

- Red areas mean lots of views/clicks
- Blue areas mean fewer views/clicks

The image reveals something very important to us – obviously where people do look/click but more importantly, where people **don’t click** and where they scroll to click.

The red bar shows the line on your screen before people scroll.

Why are we interested in where people click less?

To avoid wasting our time on unprofitable marketing

Two areas

1. Free listings
2. Paid listings

Free listings - it’s obvious that we want our web pages to appear in the free listings because that’s where most people click.

Advantages: Free listings are permanent.

Disadvantages: Can take several months to appear

Paid listings - Google sells adverts on all its results pages. These are called “AdWords” and this is known as “Pay Per Click” advertising.

Advantages: Can appear instantly on the front page

Disadvantages:

- Can be **extremely** expensive.
- Have to bid for the best position.
- Your ads disappear when your budget runs out

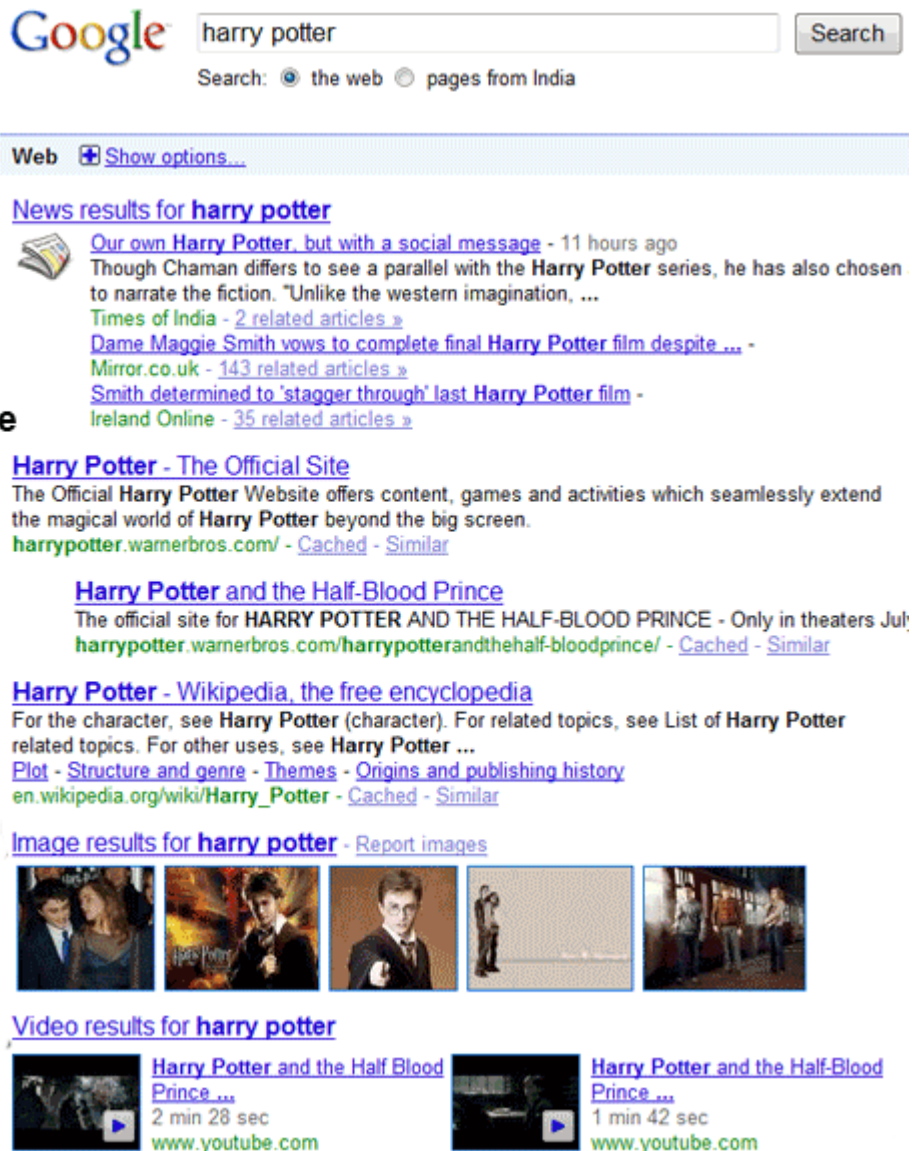
From the image, you can see from the naked eye alone that approximately 85% of people **do not click** on the adverts. Those that do click on the adverts only click on the first one or two.

Summary:

When working out your budget for SEO, you should focus much more on the free listings and only a small amount on the paid listings. Approx 85% of budget should be on SEO and 15% on paid listings.

Online Visibility Profile (OVP)

Look at the image below for a few moments. Notice how Google has filled the entire page with news, web links, images and video about Harry Potter?




Google harry potter

Search: the web pages from India

Web [+ Show options...](#)

News results for harry potter

News

-  [Our own Harry Potter, but with a social message](#) - 11 hours ago
Though Chaman differs to see a parallel with the **Harry Potter** series, he has also chosen to narrate the fiction. "Unlike the western imagination, ...
[Times of India](#) - [2 related articles »](#)
- [Dame Maggie Smith vows to complete final Harry Potter film despite ...](#) - [Mirror.co.uk](#) - [143 related articles »](#)
- [Smith determined to 'stagger through' last Harry Potter film](#) - [Ireland Online](#) - [35 related articles »](#)

Web page



- [Harry Potter - The Official Site](#)
The Official **Harry Potter** Website offers content, games and activities which seamlessly extend the magical world of **Harry Potter** beyond the big screen.
[harrypotter.warnerbros.com/](#) - [Cached](#) - [Similar](#)
- [Harry Potter and the Half-Blood Prince](#)
The official site for **HARRY POTTER AND THE HALF-BLOOD PRINCE** - Only in theaters Jul
[harrypotter.warnerbros.com/harrypotterandthehalf-bloodprince/](#) - [Cached](#) - [Similar](#)
- [Harry Potter - Wikipedia, the free encyclopedia](#)
For the character, see **Harry Potter** (character). For related topics, see List of **Harry Potter** related topics. For other uses, see **Harry Potter** ...
[Plot - Structure and genre](#) - [Themes](#) - [Origins and publishing history](#)
[en.wikipedia.org/wiki/Harry_Potter](#) - [Cached](#) - [Similar](#)

Images

Image results for harry potter - [Report images](#)

Video

Video results for harry potter

-  [Harry Potter and the Half Blood Prince ...](#)
2 min 28 sec
[www.youtube.com](#)
-  [Harry Potter and the Half-Blood Prince ...](#)
1 min 42 sec
[www.youtube.com](#)

Your online visibility profile?

Now look at what is achievable with SEO below.

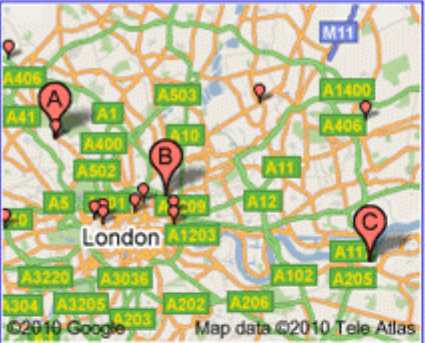
Through SEO the “Pen shop” has achieved 4 listings for its website meaning 4 times as many chances to make a sale! Note this is a fictitious company for illustrative purposes only. Any resemblance to a company of the same name is purely coincidental.

Search results for **pens** (About 1,590,000 results (0.21 seconds) | Advanced search)

Pages from the UK

- Promo Pens With Your Logo** (Sponsored links)
Promo.com Advertising + Pens Discount Advertising Pens Deals Free Quotes-Top Service & Selection
- Promotional Pens**
www.penshop.co.uk Promote your business and logo with printed pens and pencils from JPP
- Promotional Pens Store**
PromotionalPensStore.co.uk Huge Range. Price Buster Savings. Pens, Pencils, Highlighters, Markers
- The Pen Shop**
The Pen Shop is Europe's largest chain of writing instrument specialist's stocking luxury pen brands, Mont Blanc, Faber Castell, Caran d'Ache, Cross, ...
Store Locator - Sheaffer Agfa Barely Black Fountain ... - About Us
www.penshop.co.uk/ - Cached - Similar

Local business results for pens near London - Change location



- Pen Shop** www.penshop.co.uk/
25-27 Heath Street, London - 020 7431 1552
Directions and more »
- Pens 4 Logos** www.pens4logos.co.uk
331, Kemp House, 152-160 City Road, London - 0845 051 3932
Directions and more »
- Crane Promotional Items** www.cranepromotionalitems.co.uk
Unit 23 The IO Centre, Armstrong Road, London - 0800 007 5566
Directions, hours, and more »

Cross Pens - Cross Fountain Pens with Big Discounts (McAfee SECURE)
Buy Cross pens from the UK Cross pen specialists. We stock Cross fountain ballpoint & rollerball pens With Free UK Delivery.
www.internet-ink.co.uk/cross-pens/ - Cached - Similar

Shopping results for pens

- Cross ATX Ballpoint Pen, Pure Chrome**
£35.00 new - www.penshop.co.uk/
- Parker duofold pearl and black fountain pen**
£315.00 new - House of Fraser
- Cross Classic Century Ballpoint Pen and Pencil Set** (McAfee SECURE)

How do we achieve this?

We must first realise that Google ranks web pages – not whole web sites.

Proof below in the Google search “click here”. The URLs are highlighted in pink.

[XE - Universal Currency Converter](#) ✓

... Precious Metals: --, Silver Ounces - XAG, Gold Ounces - XAU, Platinum Ounces - XPT, Palladium Ounces - XPD, **Click** for every world currency > ...

www.xe.com/ucc/ - [Cached](#) - [Similar](#)

[Apple - QuickTime - Download](#) ✓

Download QuickTime 7 Player free for PC and Mac. Upgrade to QuickTime 7 Pro and capture video with a single **click** or convert media into a variety of ...

[www.apple.com › Mac › QuickTime](http://www.apple.com/Mac/QuickTime/) - [Cached](#) - [Similar](#)

[Windows Media Player - www.microsoft.com](#) ✓

www.microsoft.com/windows/windowsmedia/download/ - [Similar](#)

[Adobe - Reader 9](#) ✓

Consumer. Adobe Reader software is the global standard for electronic document sharing. It is the only PDF file viewer that can open and interact with all ...

www.adobe.com/products/reader/ - [United States](#) - [Cached](#) - [Similar](#)

These are links to individual pages and not links to the home page of the website.

Google’s algorithm* will place preference on a single page rather than a home page **if** it is more relevant to the searcher.

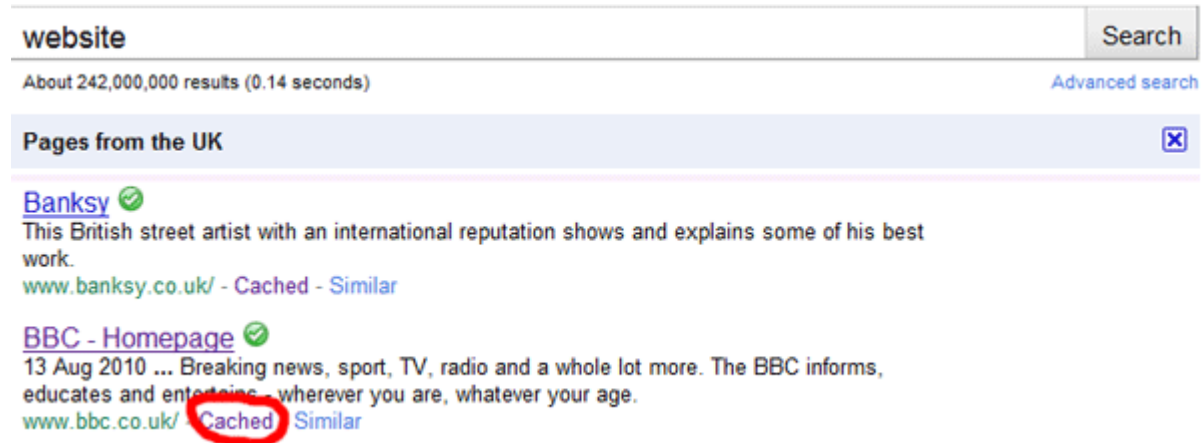
Notes: The actual algorithm is extremely complex and is a closely guarded secret. No one except Google knows how it works.

The example above is purposefully simplified and the example of web pages versus web sites is out with the scope of this document.

Links – Google’s prime currency

See the results below using the search “website”. To all intents and purposes, Google values links above everything else when it displays search results.

Now click on the “cached link”.



The screenshot shows a Google search for the term "website". The search bar contains "website" and the "Search" button is visible. Below the search bar, it indicates "About 242,000,000 results (0.14 seconds)" and a link to "Advanced search". A filter for "Pages from the UK" is applied. Two search results are shown:

- Banksy** (with a green checkmark icon): "This British street artist with an international reputation shows and explains some of his best work." The URL is www.banksy.co.uk/. Below the URL are links for "Cached" and "Similar".
- BBC - Homepage** (with a green checkmark icon): "13 Aug 2010 ... Breaking news, sport, TV, radio and a whole lot more. The BBC informs, educates and entertains - wherever you are, whatever your age." The URL is www.bbc.co.uk/. Below the URL are links for "Cached" and "Similar". The word "Cached" is circled in red.

Note Google’s message below. Google searched the BBC web page and never found the word “website”. It only found links with the word “website” pointing to the BBC page.



This is Google’s cache of <http://www.bbc.co.uk/>. It is a snapshot of the page as it appeared on 13 Aug 2010 .

These terms only appear in links pointing to this page: **website**

This proves that Google prefers links.

Why do we need to know this?

Some companies spend too much time optimising web pages for little reward. Obtaining high quality links out “trump” most forms of SEO.

Does this mean we should not put key words in our pages?

No! We should always put key words in our pages because this helps the searcher select the best match from Google’s results. If you sell shoes then “shoes” should be on your page.

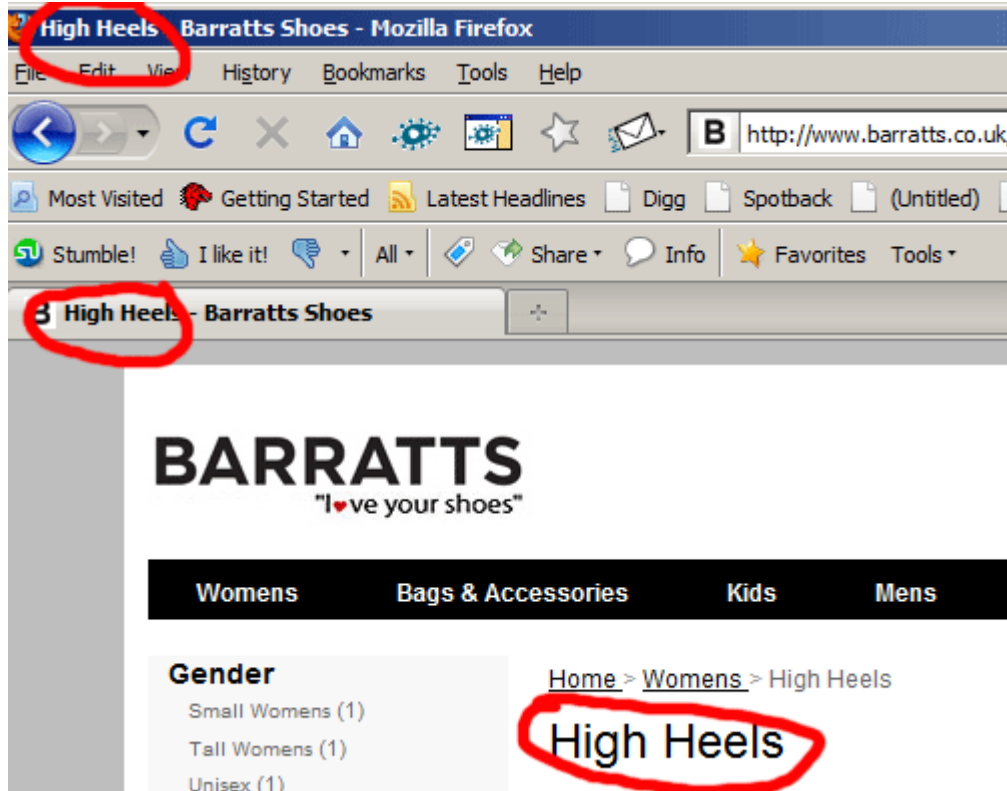
Note: This is one of the problems with Google’s bias towards links. It can sometimes produce very poor results as in the “website” example above.

The rule of thumb for SEO

- Approx 10% should be spent on optimising pages.
- Approx 90% of efforts should be spent on links and building excellent content.

Optimising your pages.

You optimise your pages using key words. These are placed in the pages of your website. If you sell high heels for example, then these words should appear in your web page. See the image below.



Optimising web pages for SEO is generally very easy. It should take no more that 5 minutes to optimise a web page by inserting the correct key words in the right places.

Optimising your links

Your links are optimised using your **key words** in the link. This is called “**anchor text**”.

For example, links to a page selling high heels;

- Click here to buy our **high heels** (correct)
- **Click here** to buy our high heels (bad)

How do we get links pointing to your web pages?

There are numerous methods to get links depending on the type of products and services you sell.

For example;

- if you sell golf lessons, we can create a short video of a golf swing and post this on YouTube with a link back to your website.
- if you sell project management services we can produce an article on “5 top tips to completing a project”. This is submitted to an article directory with a link back to your site.
- if you are launching a new product or service we can write a press release about it and place this on newswire websites with links back to your own site.

Some of the methods we use to get links are as follows:

Articles

Press Releases

Blogging & blog commenting

Links from partner web sites

Video marketing

Viral marketing

Need managed SEO?

If you would like Breeze Media to manage your SEO we would really like to hear from you. We can be contacted via our website at <http://www.breezemedialogobird.co.uk>