

## Search Engine Optimization

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## Agenda

- 3 Primary Tenets of SEO
  - Technical
  - Content
  - Linking
- Additional Resources

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## SEO - Technical

- Avoid overuse of JavaScript, Flash, AJAX
  - Use text-only browser to see how search engine bots are reading your site
  - Firefox Web Developer plug-in

Search AT&T Search for:

- SHOP FOR:
- Wireless
- Advanced TV
- Internet & DSL
- Home Phone
- Bundles

Wireless, DSL, Internet, Digital TV Services, and Phone | AT&T  
Choose the best high speed Internet, home phone, wireless, advanced TV, and bundled services for you. [Show stock quote for T](#)  
[www.att.com](#) [Cached](#)

**WIRELESS**

**Shop All Phones**

View our large online selection of popular phones.

[Shop phones now](#)

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## SEO - Technical



- Redirects
  - Perform redirects at server level
  - 301, not 302
  - Leave in place indefinitely
  - Live http headers plug-in for Firefox
- Create XML sitemap – place at root
  - Upload to Google, Bing, Yahoo Webmaster Tools
- Create robots.txt file

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## SEO - Content



- Use targeted keyword in Title Tag, URL, h1, h2
  - Title tag – 70 characters or less
  - Don't repeat h1 and h2 with exact same phrases
  - Put important keyword(s) at beginning of title or header
  - Don't let your IT department dictate titles, meta descriptions, URLs

**I Am A Phoenix** [PhoenixU](https://twitter.com/PhoenixU)  
Phoenix.edu/IAmPhoenix Real Life. Real Class. Real People. Fully Accredited & Truly Inspiring.  
**iamaphoenix** [University of Phoenix](https://www.facebook.com/iamaphoenix)  
University of Phoenix offers campus and online degree programs, certificate courses, and individual online classes. Learn more about admissions. ...  
[www.phoenix.edu/iamaphoenix.html](http://www.phoenix.edu/iamaphoenix.html) [Cached](#) [Source](#)

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## SEO - Content



- Keyword Research
  - 1 or 2 keywords only per page
  - Find niche keywords, long-tail keywords with less competition
  - Use Site Search for new opportunities
- Creating Content
  - Think of page objective first, keyword second
  - Link to high converting pages

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## SEO - Content

- Control branded keyword rankings
  - Videos, images, Facebook, MySpace
- Keyword Research Resources
  - Trellian, WordTracker, Google Search Based Keyword Tool, SEOmoz
  - PPC reports – Test new keywords in SEM first before launching SEO initiatives

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## SEO - Links

- External Links
  - Google Webmaster Tools – backlink and broken link analysis
  - Sponsorships, alumni, widgets, microsites
- Internal Links
  - Use consistent anchor text to reference linked page

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## Resources

- Add Google Analytics, Site Search
- Blogs, News sites
  - Searchenginewatch.com
  - Seo-book.com
  - Googlewebmastercentral.blogspot.com
  - Kaushik.net/avinash
  - Seomoz.org
  - Mattcutts.com/blog

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