

10 WAYS TO IMPROVE AND MONITOR YOUR SEO CAMPAIGNS

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Anatomy of a search engine results page

The screenshot shows a Google search for "hawaiian cruise". The search bar contains "hawaiian cruise" and "Query/Keyword" is highlighted. The results page is annotated with three boxes:

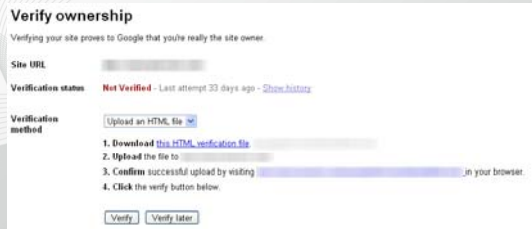
- PAID PLACEMENT (ADS)**: A yellow box highlights the top two sponsored links. The first is "Hawaiian Cruises" with a "75% Off" badge. The second is "Hawaiian Cruises" with a "20% Off" badge. A blue box next to it lists: "Pay-Per-Click (PPC)", "Bid on placement", "Send user to any landing page on website", and "Stronger Call-to-action and encourage immediate engagement".
- Organic/Natural Results ("FREE")**: A green box highlights the first organic result, "Hawaiian Cruises". A blue box next to it lists: "Algorithmic-based results based on relevancy, authority, and other factors", "On-page and off-page elements are configured to reach higher rankings", "Can not bid your way to the top of the rankings", and "Landing page is in the URL of the result".
- PAID PLACEMENT (ADS)**: A red box highlights a sponsored link at the bottom of the page, "Hawaiian Cruises", with a "20% Off" badge. A blue box next to it lists: "Pay-Per-Click (PPC)", "Bid on placement", "Send user to any landing page on website", and "Stronger Call-to-action and encourage immediate engagement".

1. Verify your site in Google, Yahoo, & Bing

The screenshot shows a Gmail inbox. A red arrow points to the "Add a site" button in the "Sites" section. Another red arrow points to the "Verify this site" button in the "Verification" section.

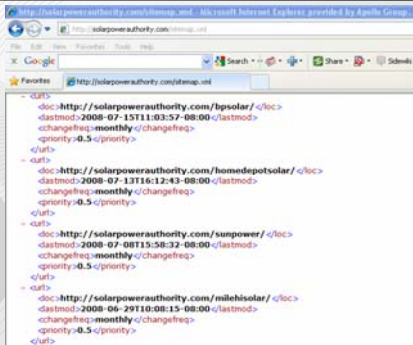
http://www.google.com/webmasters/tools
https://siteexplorer.search.yahoo.com
http://www.bing.com/webmaster

1. Verify your site in Google, Yahoo, & Bing



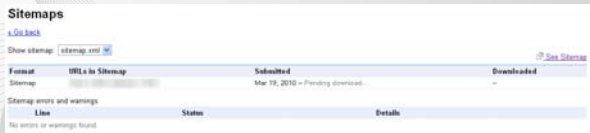
- Duplicate Title Tags, duplicate meta-descriptions
- Diagnostics – Crawl Rate, Errors, Stats
- Links to your Site

2. Create and submit XML sitemap



<http://www.sitemaps.org>

2. Create and submit XML sitemap



3. Write unique title tags

http://www.wireless.att.com/cell-phone-service/cell-phone-plans/index.jsp



```
<title>  
-</title> Cell Phone Plans and cellular service - wireless from AT&T
```

```
<meta name='description' content='AT&T cell phone plans including family, individual, prepaid and data plans on the nation's fastest 3G network at AT&T. wireless from AT&T.' />
```

3. Write unique title tags

Cell Phone Plans and cellular service - Wireless from AT&T

AT&T Cell Phone Plans including family, individual, prepaid and data plans on the nation's fastest 3G network at AT&T. Wireless from AT&T
[www.wireless.att.com/cell-phone-service/cell-phone-plans/](#) - Cached - Similar

Cell Phones and Cell Phone Plans - Wireless from AT&T

Shop and Learn about cell phones, accessories, cell phone plans, prepaid phones and regions on the nation's fastest 3G network at AT&T.
[www.wireless.att.com/](#) - Cached - Similar

Cell Phone Plans and Service - Wireless from AT&T

Learn about cell phone plans, services and network coverage offered by AT&T
[www.wireless.att.com/learn/](#) - Cached

Wireless Phones, Cell Phone Plans, and Ringtones - Wireless from AT&T

Cell Phones & Devices - Cell Phone Plans - Prepaid GoPhone - Services - Ringtones & Apps - Accessories - Packages & Deals ...
[www.wireless.att.com/cell-phone-service/](#) - Cached

Prepaid cell phone - GoPhone® - Wireless from AT&T

Find a variety of prepaid cell phones and prepaid cell phone plans and learn the benefits of GoPhone® at AT&T. Wireless from AT&T
[www.wireless.att.com/cell-phone-service/go-phones/index.jsp](#) - Cached - Similar

Cell Phones, smartphones, and cell phone accessories - Wireless

Enjoy the freedom of prepaid phones and plans. View all: Music phones - Refurbished phones - Customers' top-rated phones - Cell Phone Accessories ...
[www.wireless.att.com/cell-phone-service/cell-phones/](#) - Cached

Plus Your Plan and Prepaid Monthly Cell Phone Plans - Wireless

Need a monthly prepaid cell phone plan? GoPhone® Pick Your Plan is for customers who love the convenience of monthly payments but don't want to be tied down ...
[www.wireless.att.com/learn/basic/go-phones/pick-your-plan.jsp](#) - Cached - Similar

AT&T Cell Phone Plan - Choose from Family, Individual or Prepaid

Choose a cell phone plan from family, individual, prepaid or data plan that suits your need
[www.wireless.att.com/learn/basic/choosing-plan/](#) - Cached - Similar

Approximately 70 character limit

3. Write unique title tags

Motor Vehicle Division

The Arizona Transportation (ADOT) Internet Web site.

[www.azdot.gov/mvd/](#) - Cached

Executive Hearing Office - Arizona Department of Transportation

We provide online, real-time access to the hearing schedules. These may also be printed out for your convenience. Hearing Schedules ...
[www.azdot.gov/mvd/ExecHearing/](#) - Cached - Similar

Motor Vehicle Division

Registration Compliance - Vehicle Enforcement is responsible for Registration Compliance and operates the Violator Report program ...

[www.azdot.gov/mvd/motorvehicleenforcement/](#) - Cached - Similar

Motor Vehicle Division

Welcome to the IFTA Tax Filing Online Service. At this website, Arizona-based IFTA carriers can electronically file required quarterly IFTA Tax Filing ...

[www.azdot.gov/mvd/IFTATaxFiling/](#) - Cached

Motor Vehicle Division

Alternative Fuel Vehicle Information. Registration - Permanent registration for alternative fuel vehicles (AFV) with a declared gross vehicle weight (GVW) ...

[www.azdot.gov/mvd/AlternativeFuel.asp](#) - Cached - Similar

Motor Vehicle Division

Abandoned Vehicle Report Filing, Arizona Cardinals, Arizona Sportsman for Wildlife Conservation, Families of Fallen Police Officers Plate ...

[www.azdot.gov/mvd/WhatstNew.asp](#) - Cached - Similar

Duplicate Title Tags are what you are trying to avoid!

4. Write unique meta-descriptions

[Hawaii Cruises](#), [Hawaiian Cruise Vacation](#) - [Carnival Cruise Lines](#) ☆

Get great deals on **Hawaii cruises** from Carnival Cruises Lines. We sail to the best ports in the Hawaiian islands. Book your 12 day cruise to Hawaii online ...
[www.carnival.com/cms/rnr/destination/Hawaii - Cached](#)

```
<META name="description" content="Get great deals on Hawaii cruises from Carnival Cruises Lines. We sail to the best ports in the Hawaiian islands. Book your 12 day cruise to Hawaii online at carnival.com today!" />
```

Keep meta-descriptions at about 160 characters... or a little longer than the maximum length for a tweet

5. Update markup attributes to headers

Format important topic divisions of your body content with header tags and not attributes

Don't use/use sparingly:

``
``
`<small></small>`
`<i></i>`
Etc.

Use:

`<h1></h1>`
`<h2></h2>`
`<h3></h3>`
`<h4></h4>`
Etc.

5. Update markup attributes to headers

http://sportsillustrated.cnn.com/2010/writers/kerry_byrne/03/22/tim.tebow/index.html



Kerry J. Byrne > COLD HARD FOOTBALL FACTS

More Columns

Story Highlights

- Cold Hard Football Facts puts more stock in numbers than opinion
- Comparing six big-name college quarterbacks, one stands out
- Some NFL pundits believe Tim Tebow is only worth a fourth-round pick

The tale of six college quarterbacks

PRINT EMAIL RSS FACEBOOK G+ TWITTER RSS SHARE

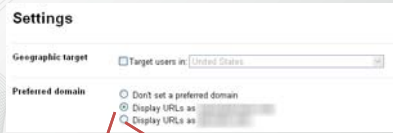
The glittering genius of the Cold, Hard Football Facts is that we admire only numbers and productivity. We put little stock in a player's pedigree. And we put even less stock in the "pundits" and their outdated weapon of choice, the opinion.

So it is today that we dive into one of the biggest stories of the 2010 NFL Draft by looking at the college productivity of six legendary quarterbacks here in the modern pass-happy era.



```
<!-- FINISH #subheader --></div><div class="cmStoryHeadline">table border="1" cellpadding="0" cellspacing="0" class="cold"><tr><td><h3><strong>The tale of six college quarterbacks</strong></h3></td></tr></table></div><div class="cmStoryHighlights"><strong>Story Highlights</strong></div></div><div class="cmStoryHighlights"><strong>Cold Hard Football Facts puts more stock in numbers than opinion</strong></div><div class="cmStoryHighlights"><strong>Comparing six big-name college quarterbacks, one stands out</strong></div><div class="cmStoryHighlights"><strong>Some NFL pundits believe Tim Tebow is only worth a fourth-round pick</strong></div></div>
```

6. Fix canonicalization issues



<http://www.mydomain.com> OR <http://mydomain.com>

301 Redirect individual pages to one version or the other to retain all attributed value of each page

6. Fix canonicalization issues

Add Canonical tag to home page if you have the following issues:

<http://www.mydomain.com>

<http://mydomain.com>

<http://www.mydomain.com/default.html>

<http://www.mydomain.com/home.html>

Etc.

`<link rel="canonical" href=http://www.mydomain.com/>`

<http://googlewebmastercentral.blogspot.com/2009/02/specify-your-canonical.html>

7. Add <alt> text to images

```
allows you to segment and create meaningful views of the data unique to you.</p><p>Even
```

Use alt text to describe the photo and to match the theme of the rest of the body content on the page



8. Review website in text-only browser

<http://www.marcecko.com>



8. Review website in text-only browser

Marc Ecko
From his beginnings in fashion to his recent entries into the worlds of publishing, art, gaming and multimedia, Marc Ecko continues to break the boundaries ...
www.marcecko.com/ [Cached](#) [Similar](#)

The current page could have changed in the meantime. [Learn more](#)

[Text-only version](#)

If you develop your website in Flash, provide an HTML version of the site that can be available to search engines

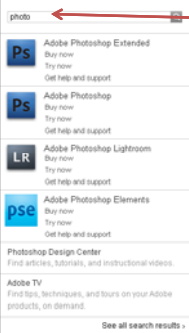
- Flno
- [About Marc](#)
 - [Air Force Out](#)
 - [Car Culture](#)
 - [Celebrities and Events](#)
 - [Complex Magazine](#)
 - [Ecko Community](#)
 - [Ecko for Google](#)
 - [Ecko Manufacturing](#)
 - [Ecko Red](#)
 - [Ecko Tattoos](#)
 - [Ecko TNLTD](#)
 - [eckoTV](#)
 - [Fight For Your Right](#)
 - [Geddy](#)
 - [I Am an Artist](#)
 - [International](#)

9. Add Google Analytics or other Web Analytics software

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js'")
type="text/javascript"></script>);
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-xxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

- <http://www.google.com/analytics>
- <http://www.omniture.com> (SiteCatalyst)
- <http://www.coremetrics.com>
- <http://www.webtrends.com>

10. Add site search functionality

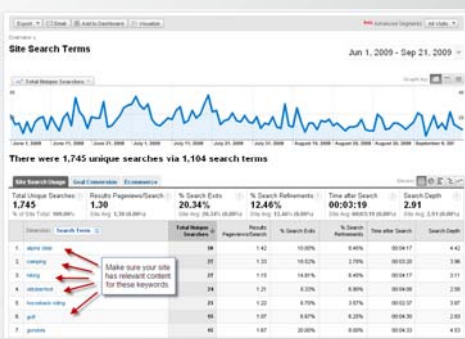


<http://www.adobe.com>

Site Search shows you what content people are searching for and expecting to see on your website.

Are you providing the right content for these queries?

10. Add site search functionality



THANKS!
