



Organic SEO

By Erin Tracy



organic seo marketing



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ORGANIC

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We are an Award winning Internet Marketing, SEO, and SEM Management Agency helping Local and National businesses improve bottom line and boost ...

What is Organic SEO? Webopedia

www.webopedia.com ▸ TERM ▸ O ▾

Organic SEO (search engine optimization) is the phrase used to describe ... The following compilation of small business marketing tips highlights some of the ...

Top Ten Organic SEO Myths - Search Engine Land

searchengineland.com/top-ten-organic-seo-myths-12052 ▾

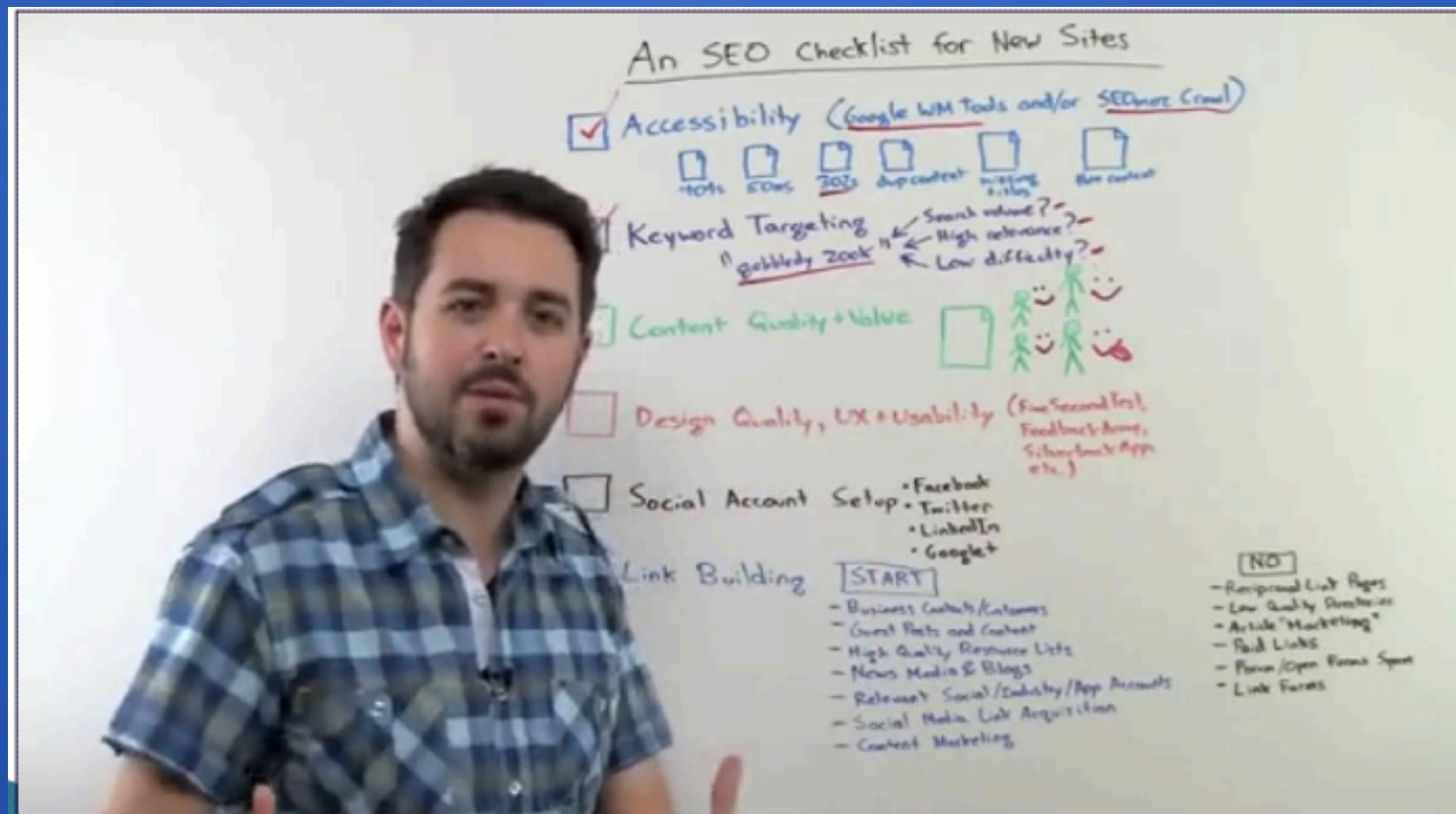
Aug 30, 2007 - Here are 10 of the most common organic-SEO myths: ... It's simply a good amount to be able to write a nice page of marketing copy that can be ...

Organic SEO Tips - WordPress Web Design

<https://webtegrity.com/our-blog/seo-tips/organic-seo-tips> ▾

Read our Organic SEO Tips to find out how to gain better organic ranking on google. These SEO Tips will help you dominate the search results. ... to teach WordPress Web development, SEO, content writing, and social media marketing.

QUICK Review



Rand's Pyramind



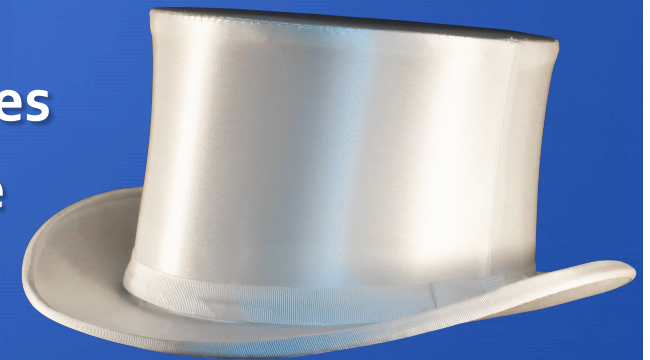
<https://moz.com/blog/do-tweets-still-effect-rankings>

Additional Definitions



- Black Hat – tricking search engines
---→ If it doesn't add value to the users DON'T DO IT!

- White Hat – following policies and guidelines
-----→ Content-based, value to audience



Trust and Authority

$$\text{Trust} = \frac{A+H+I}{SP}$$



- Authority
- Helpfulness
- Intimacy
- Self-promotion

Best Practices

- Target geographic area/country – new algorithm
- Link sharing: Does it add value to the user?
- Complete all profiles on social sites (include WEBSITE!)
- Blogs:
 - Share all blog posts through G+ (and social channels...)
 - Name your images and tags
 - Internal/external linking
 - Slideshare of content = nearly instant indexing
 - No more authorship ☹ - More on this later

Case Study

- James Norquay – Prosperity Media
 - Success after Google penalty
1. Where are your links – remove low-quality links
 - May require going to website owners directly
 - Actual: Majestic SEO & webmaster tools used to analyze and removed 2000+ links
 2. Reconsideration request to Google
 - Actual: It took 2 tries
 3. High-quality content
 - Brainstorm internally – create content calendar
 - Actual: Creative, funny and technical...holidays, industry and market trends. One article landed on Reddit.

Case Study cont'd

4. Link Building

- PR content with links
- Suppliers / affiliates
- Competition: Open Site Explorer and Majestic SEO - how do they get links – create similar content
- Connect with bloggers (guest posts): events
<http://www.meetup.com/Online-Marketing-Sydney/>
- High-quality directories with verification = higher quality
- Actual: 40 links built monthly, tracked competition and mimicked tactics

No more Authorship ☹️

5. Authorship: rel="author" & Schema

<p>Spaghetti Bolognese Recipe - Taste.com.au www.taste.com.au/recipes/.../spaghetti+bolognese ★★★★★ Rating: 4.5 - 39 reviews Spaghetti bolognese recipe - Heat olive oil in a saucepan over a medium heat and cook onions, garlic and pancetta for 4-5 minutes. Increase heat to high, ...</p> <p>Jo Mama's World Famous Spaghetti Recipe - Food.com www.food.com/Recipes ★★★★★ Rating: 5 - 1047 reviews - 1 hr 20 mins - 555.8 cal Mar 17, 2002 - My kids will give up a steak dinner for this spaghetti. It is a recipe I have been perfecting for years and it is so good (if I may humbly say) that my ...</p>	Schema Markup
<p>Spaghetti with garlic, oil and chilli recipe (spaghetti allo olio e ... - S... www.sbs.com.au/.../recipe/.../Spaghetti-with-garlic,-oil-and-chilli-(sp... Maurizio says this is a great thing to whip up at the end of a big night out. The secret is in emulsifying the sauce.</p>	No Mark Up or Rel Author
<p>Spaghetti Bolognese recipe - Best Recipes www.bestrecipes.com.au/Pasta ★★★★★ Rating: 4 - 38 reviews - 30 mins Spaghetti Bolognese recipe at Best Recipes. The traditional way, just like my mother used to make.</p>	Schema Markup
<p>Best Spaghetti Recipes - Busy Cooks - About.com busycooks.about.com/.../Top10Lists by Linda Larsen - in 239 Google+ circles Searching for the best spaghetti recipes? These ten spaghetti recipes are quick, easy, and delicious, including Creamy Tomato Pasta and Cheeseburger ...</p>	Rel Author

Case Study cont'd

- Actual: Authorship – 3 authors with over 300 articles. Also started using schema.org (rich snippets) for some content to help CTR.

6. Techy stuff: errors in code, not properly redirecting, etc

- Actual: Found and reduced errors

7. Keywords: strategize with data from any paid search

- Actual: Terms that drove conversion were used. Created content around the terms. Also did additional research on keywords.

Case Study cont'd

8. Monitor: 1-4 times/ week and follow competition

- SEOmoz Campaign manager: <http://www.seomoz.org/tools>
- Webmaster Tools Analysis:
<http://www.google.com/webmasters/tools/?hl=en>
- Repurpose good content
- Actual: Daily tracking and reused content/campaigns

Result?

Traffic  400,000
Unique visitors monthly

Link Bait

- Link bait = AWESOME content people want to share and link to
- What is desirable and shareable? The richer, the better.
 - highly informative articles (where did you get your info from?)
 - infographics
 - quizzes
 - contests
 - videos
 - apps
- ★ Link bait and integrate! (I just coined this, by the way)

Which brings me to.....

Social Media

- Get the audience's attention through social media
 - Useful, relevant or entertaining content
 - Drives traffic
 - Discover what's important
- Social scrapers and aggregators boost indexing – example topsy.com
 - Twitter: Who retweets your tweets also matters
- Profiles rank!
- Google+: Getting +1s helps ranking

Unlikely Gems

- YouTube – 2nd largest search engine
 - “[By] 2018, video will represent 69 percent of mobile traffic.”
- LinkedIn and G+ Groups – Know your stuff! = Authority

BONUS ROUND for tech geeks!!



Rich Snippets

Spanakopita (Greek Spinach Pie) Recipe - Greek.Food.com



greek.food.com/recipe/spanakopita-greek-spinach-pie-84770 ▾

★★★★★ Rating: 5 - 72 reviews - 1 hr 30 min - 263.1 cal

The secret to my spanakopita is 3 kinds of onion - red onion, spring onions and leek. If you are lacking one, just add more of the others, but this is the secret ...

- Products
- Recipes
- Reviews
- Events
- Software Applications

Structured Data – 3 Parts

#1

```
<p vocab="http://schema.org/">
  My name is Manu Sporny and you can give me a ring via 1-800-555-0199.
</p>
```

#2

```
<p vocab="http://schema.org/" typeof="Person">
  My name is Manu Sporny and you can give me a ring via 1-800-555-0199.
</p>
```

#3


```
<p vocab="http://schema.org/" typeof="Person">
  My name is
  <span property="name">Manu Sporny</span>
  and you can give me a ring via
  <span property="telephone">1-800-555-0199</span>
  or visit
  <a property="url" href="http://manu.sporny.org/">my homepage</a>.
</p>
```


Test It


Google

Web Videos Images Shopping Books More Search tools

About 294,000 results (0.27 seconds)

Spanakopita (Greek Spinach Pie) Recipe - Greek.Food.com
 greek.food.com/recipe/spanakopita-greek-spinach-pie-84770 ★★★★★ Rating: 5 - 72 reviews - 1 hr 30 min - 263.1 cal
The secret to my spanakopita is 3 kinds of onion - red onion, spring onions and leek. If you are lacking one, just add more of the others, but this is the secret ...


Spanakopita (Greek Spinach Pie) Recipe - Allrecipes.com
 allrecipes.com/recipe/.../spanakopita-greek-s... ★★★★★ Rating: 4.5 - 449 reviews - 1 hr 30 min - 528 cal
Spanakopita (Greek Spinach Pie). 449. SILVERWOLF 7. Recipe by: SILVERWOLF. "This is an authentic, really rich pie stuffed with spinach, onions, cheeses ...

Spanakopita Recipe : Emeril Lagasse : Food Network
 www.foodnetwork.com/recipes/.../spanakopit... ★★★★★ Rating: 4.5 - 22 reviews - 55 min
Get this all-star, easy-to-follow Spanakopita recipe from Emeril Lagasse.

Spanakopita (Spinach Triangles or Pie) Recipe : Food ...
www.foodnetwork.com > Recipes & How-Tos > Food Network ★★★★★ Rating: 4.6 - 36 reviews - 1 hr 25 min
Get this delicious and easy-to-follow Spanakopita (Spinach Triangles or Pie) recipe at Food Network.

<https://www.google.com/search?q=spanakopita+recipe&ie=utf-8&oe=utf-8>

Test It cont'd

 Google Developers

Structured Data Testing Tool

Search

erin@tv45.org
Sign out

om/recipe/spanakopita-greek-spinach-pie-84770

FETCH & VALIDATE

CANCEL

Shortlink

Results - Filter by use case ▾

956

</div>

957

958

<div class="row promo-module col-xs-8 col-sm-21 col-md-28 col-lg-35 video-module analytic-box" data-module="recipePageTopVideos">

959

960

<section class="fd-static fd-playlist-container fd-container" id="top-videos-module"></section>

961

<div class="row promo-tools">

962

<button class="btn btn-default btn-see-all-videos" data-base-url="http://www.food.com">See All Videos</button>

963

</div>

964

965

<!-- top video modal -->

966

<div class="modal" id="topVideosModal" tabindex="-1" role="dialog" aria-labelledby="video-modal-title" aria-hidden="true">

967

<div class="modal-dialog">

968

<div class="modal-content share">

969

<div class="modal-header">

970

<button type="button" class="close">

▸ ViewAction (1)

All good ✓

▸ Recipe (1)

All good ✓

▸ Custom Search Result Filters

<https://developers.google.com/structured-data/testing-tool/>

Now You Know!

I leave you with a challenge:

If you have a personal website that will allow for HTML customization, I challenge you to create your own Rich Snippet and share a screen shot if you are able to see it in the results!

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