SEO optimization and online promotion

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SUBMIT
SUITE

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Presentation objective

§ The objective of the **"SEO optimization and online promotion"** presentation is to demonstrate how software publishers can effectively improve the online presence, increase the traffic, generate leads and sales online, maximize the ROI, make their visitors keep coming back and monetize the relevant online traffic.

case study: www.submitsuite.com
launch date: 01.11.2006
software sold: Website Submitter, Article Submitter, Article Spinner, Website Popularity

Agenda

§ What is a search engine?

§ Search Engine Optimization (SEO) overview

§ Why is Search Engine Optimization important?

§ Steps to developing a good SEO strategy

§ Software products and websites specific SEO steps to follow

§ Basic tips for optimization

What is a search engine?

90% market share for Google in Germany

Google

57% market share for Google in USA

In other countries the situation is reversed:
Russia - Yandex has 50% market share
China – Baidu has 55% market share

Яndex Найдётся всё

Baidu百度

Search engine = an internet-based tool that searches an index of documents for a particular term, phrase or text specified by the user. Commonly used to refer to large web-based search engines that search through billions of pages on the internet.

A search engine is different than a normal directory and his common characteristics are:

- Find matching documents and display them according to relevance
- Frequent updates the documents searched and ranking algorithm
- Strive to produce "better", more relevant results than competitors
- Spider, Indexer, Database, Algorithms

Search Engine Optimization (SEO) Overview

§ Search Engine Optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results.

§ Search engine companies want the same thing website owners want – targeted traffic to their site. The goal of the Search Engine Optimization is to bring up the most relevant sites then display the best of the relevant site results first.

§ The Search Engine Optimization refers to the process of "optimizing" both the on-page and off-page ranking factors in order to achieve high search engine rankings for targeted search terms. The main purpose of the SEO process is to achieve high rankings on search engines and appear in the natural results for phrases relevant to your business.

Why is Search Engine Optimization important?
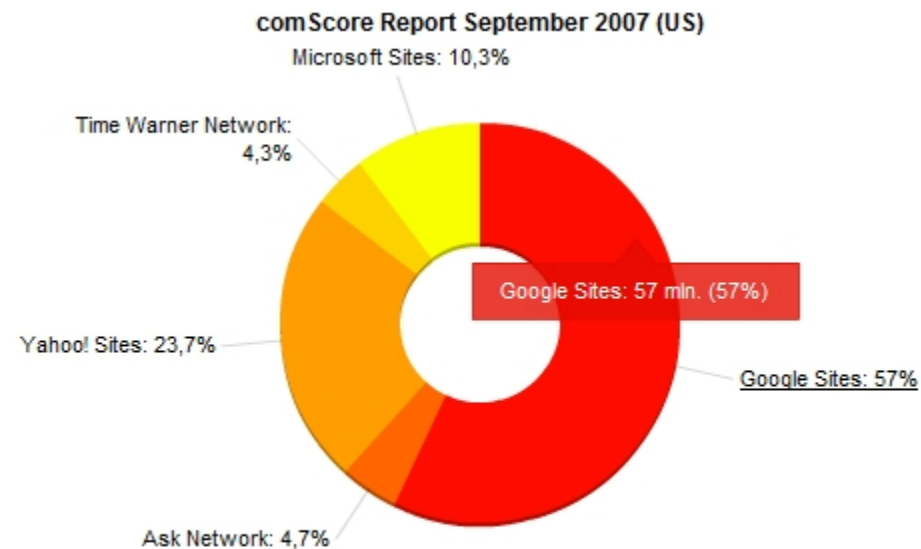
Search engines have a LARGE audience:

– 4.9 billion Internet searches per month
– 133 million unique searchers each month
– 37.4 searches per searcher each month

Internet users LIKE to search:

– 93.7% of Internet users utilize search
– 56% utilize search at least once a day
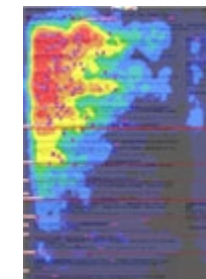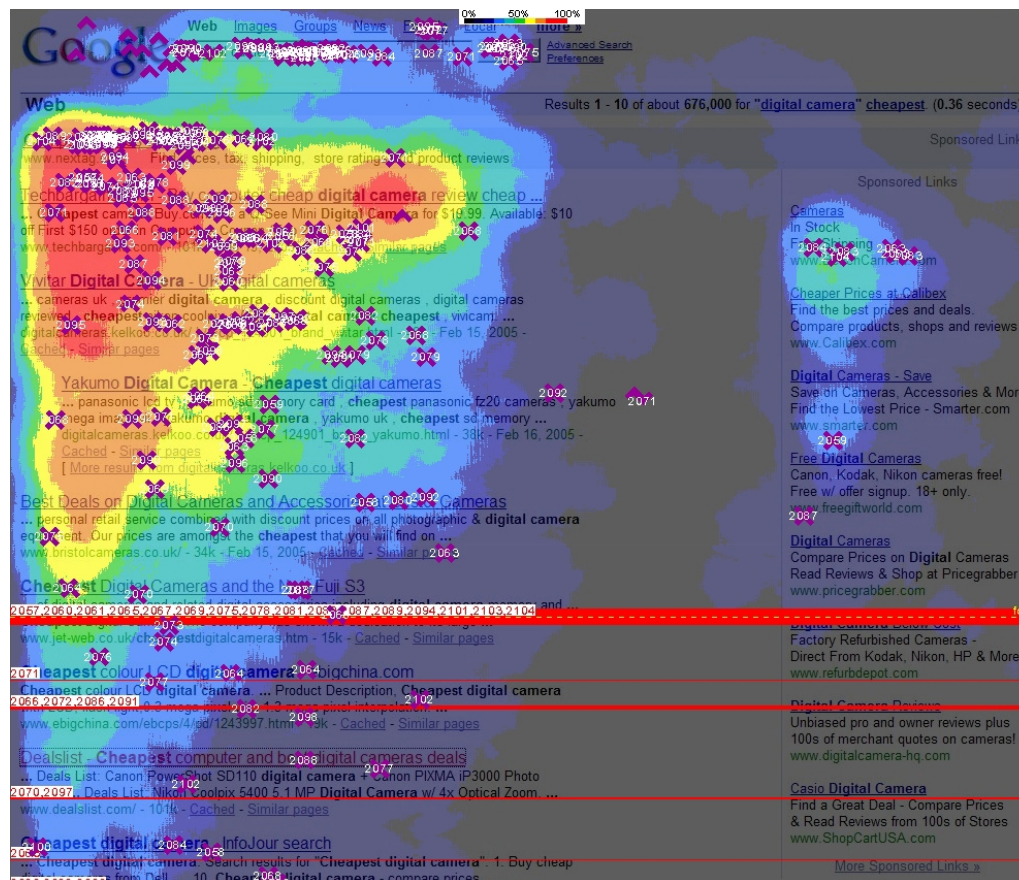– 21% utilize search four or more times a day

source: AC Nielsen, JD Power

When millions of people search the Internet for products or information, does your company software come to the forefront of their search results?
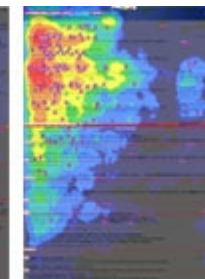
comScore Report September 2007 (US)

Microsoft Sites: 10,3%

Time Warner Network: 4,3%

Google Sites: 57 mln. (57%)

Yahoo! Sites: 23,7%

Google Sites: 57%
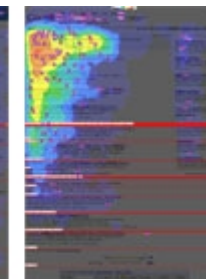
Ask Network: 4,7%

source: ComScore.com, SubmitSuite.com
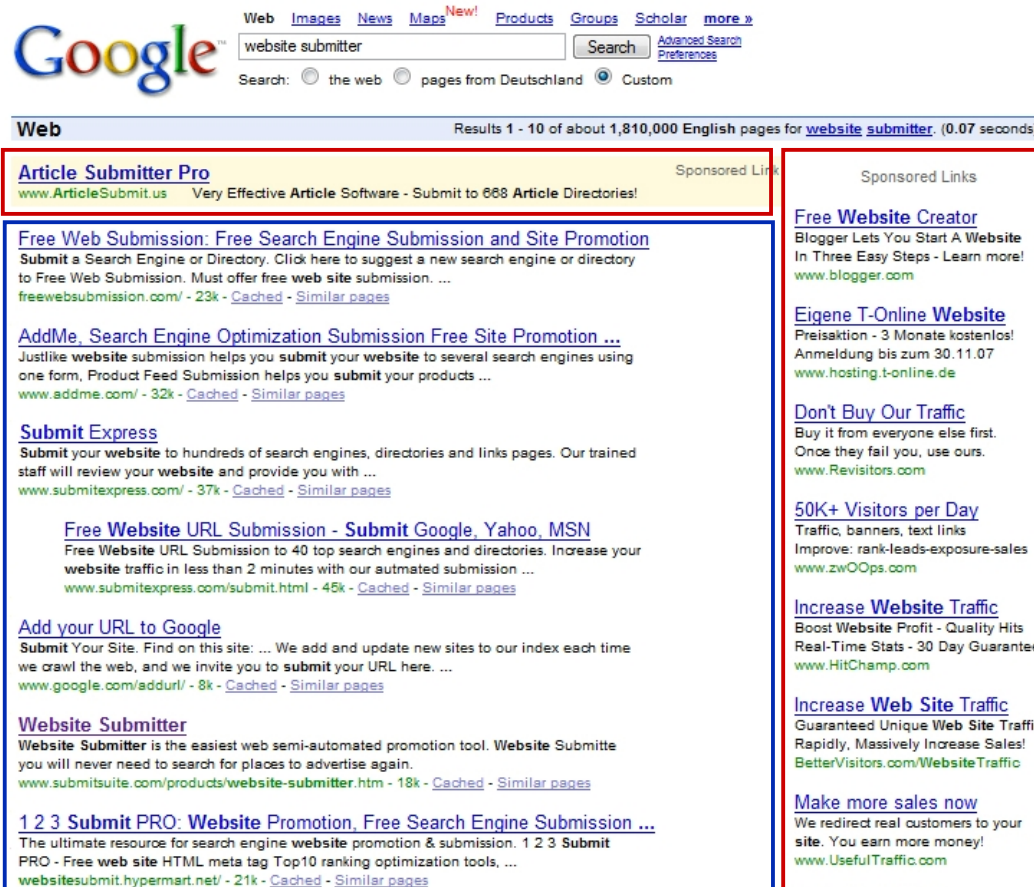
Search engine's Golden Triangle

Nothing beats organic search result:

– The "Golden Triangle" study confirms that **nothing beats organic search results**, sponsored sites that appear above results do very well though.

source: Enquiro

Organic versus paid search results

Organic search engine results

- your websites will be positioned better if it is relevant to the search terms used

- no payment must be done to the search engine

➡ Appropriate for powerful products and long term campaigns.

Pay-per-click search result:

- position unrelated with website relevance for the targeted keyword
- the website is marked as advertising
- payment is done per user click on the advertised link

➡ Appropriate in case of strong competitor products or short time advertising campaigns.

Steps to developing a good SEO strategy

§ **Research desirable keywords** and search phrases
(using tools like: WordTracker, Overture, Google AdWords) and
identify search phrases to target (should be relevant to
business/market, obtainable and profitable).

§ Naturally, new content arrives on the Internet every minute. Some
will compete for the same keywords and may push your content
down in the rankings.

§ Using the same keywords periodically, you will start to "own" them
and keep your website high in the organic search results.

| Count	Search Term
1162	submitter
210	article submitter
130	safelist submitter
120	free search engine submitter
120	search engine submitter
114	article article automatic software submission submitter
114	url submitter
97	web site submitter
93	free link submitter
75	site submitter
71	free ad submitter
69	free search submitter
66	ad submitter
63	engine submitter
56	directory submitter
55	article free submitter
55	free site submitter
53	blog submitter
42	free web site submitter
40	auto submitter
36	classified ad submitter
36	link submitter
35	article pro submitter
34	classified submitter
33	free submitter
30	free auto submitter
29	backlink submitter
28	free classified ad submitter
28	article instant submitter
27	article pro review submitter
26	chameleon submitter
26	gold submitter
25	free safelist submitter

Steps to developing a good SEO strategy

§ "Clean" and optimize a website's **HTML code** for appropriate keyword density, title tag optimization, internal linking structure, headings and subheadings, etc.

§ The more relevant keywords you have in the title, first paragraphs and the more web sites link to your site the higher the ranking you will receive from search engines will be.

§ **Write good content** with relevant and important keywords in mind – the content is still the king. Write the content to appeal to both search engines and actual website visitors. Write articles, newsletters, commentaries, and white papers that include valuable keywords and content.

Steps to developing a good SEO strategy

§ **Study competitors** and competing websites. Identify competitors, utilize benchmarking techniques and identify level of competition and the techniques they use.

§ **Educate yourself about SEO** and search engine marketing. Monitor your search engine rankings and more importantly your website traffic statistics and sales/leads produced using a tracking tool.

§ Implement and monitor a **quality link building campaign**. Obtain inbound links from related websites. Obtain links from business partners, industry associations, friends, associates and satisfied customers.
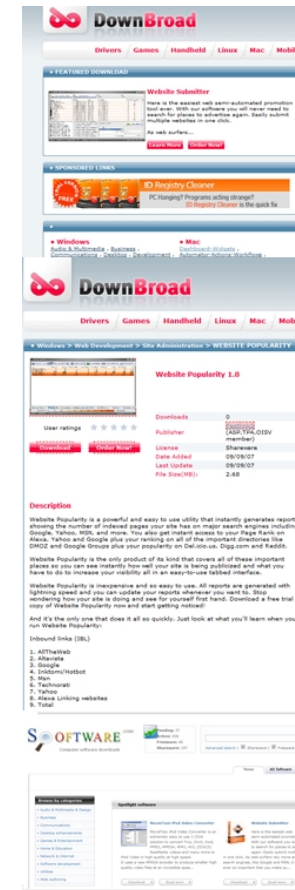
Link campaigns – Directories submission

§ This is important as the search engine algorithms include inbound links when ranking a site (particularly Google – which has the Page Rank – an indicator of inbound links). Make sure you submit to directories and categories which are **relevant for your industry**.

§ Some important directories where the submission is vital to be made are: Yahoo! (paid), DMOZ (Open Directory), Botw.org and Business.com.

§ The whole process can be automated with Website Submitter and submission can be realized to **3500 directories**, including 160 German directories, 200 Spanish directories, 380 French directories and 400 Romanian directories.
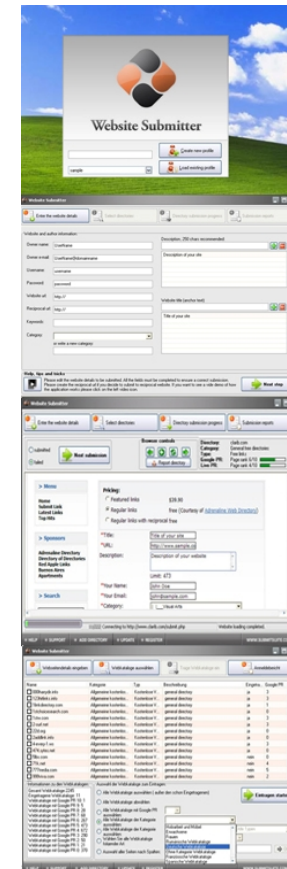
Link campaigns – Articles submission

§ One of the most effective ways to drive traffic to your website is by writing and submitting relevant articles to article directories. Bellow are the results after submission to 400 article directories using Article Submitter.

§ Article name: "Article Submission As Organic SEO Technique"

Indexed pages in Google with the article: 451

§ Search results positioning (extreme interesting) for the following phrases:

§ *Article Submission As Organic SEO Technique* - first position on Google and Yahoo

§ *Article Submission Organic SEO Technique* - first position on Google and Yahoo

§ *Article Submission Organic Technique* - first position on Google and Yahoo

§ *Article Submission Organic SEO* - first page on Google and Yahoo

§ *Article Submission Organic* - first page on Google and Yahoo

§ *Organic SEO Technique* - 2 results on 1st page in Google, 1 result on 1st page in Yahoo

§ *Article Submission SEO* - 3rd page in Google

And these results in less then 14 days after the article is submitted.
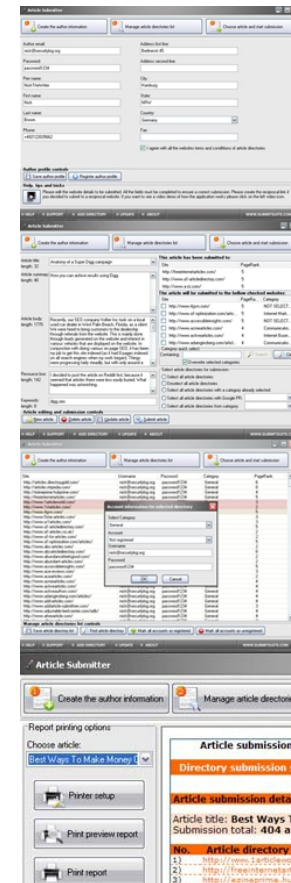
What else to consider?

On-Page Factors

– Title Tag

– Meta Tags

– Page Content

– Heading Content

– Text formatting

– Frequency of phrases

– Density of words and phrases

Off-Page Factors

– Domain name

– Filename / full URL

– Directory Listings

– Internal Link structure

– External Link Structure

– Anchor text of inbound links

– Page quality of inbound links

Software products and websites specific SEO steps to follow

Construct your website following the bellow rules:

1. Useful and value content

2. Looks great and is designed with usability in mind

3. Accomplishes user goals when they arrive on the page

4. It is simple - "Don't make me think idea"

5. Has a clear purpose and functionality defined

6. Follows web conventions (w3c for example) and works in all OS environments

7. If the content is fresh then a reason to return will exists

8. Contain optimized and tested landing pages

9. Content will be always a search engine magnet

10. Built to be flexible, adapt and last

Software products and websites specific SEO steps to follow

§ Construct around your website a **community** which will take active part in your blogs, forums, online survey, bug reporting, product localizations and translation.

§ Participate in **Forums and Discussion Groups** and contribute with your expertise. Become known as an expert and use your company name as your handle. Use a signature file with a link to your site if appropriate.

§ **Syndicate** your news and content using **RSS** feeds in national, regional content retrievers.

§ Test different creative messages (Google AdWords) and also make sure you use a testing system for the variations of the **landing pages**.

Software products and websites specific SEO steps to follow

§ Submit your software PAD xml file to the **software repositories** archives (around 700 active software repositories including www.download.com, www.downbroad.com etc)

§ Use **Google sitemaps**, Yahoo url text list or other search engine specific tools for large websites to be easier indexed.

§ Make sure your website has **no search engines barriers** like flash, frames and if they have provide an alternative for the search engines to read your content.

§ **Monitor your site**, use a statistics package to determine levels of traffic, where they came from, key phrases used and what they did when they got there (did they register or buy?)

Best SEO Practice Is Ethical SEO

Unethical optimization techniques have proven time and time again to be malicious to sites and brands online. I recommend the use of Ethical SEO methods:

§ **Ethical SEO** is crucial in the longevity and success of any SEO campaign.

§ Once a site is banned from Google or other search engines **it often takes months** just to be reconsider for inclusion again.

§ Search engines are pushing heavily to **remove any spam sites**. (example: removal from Google of BMW.de or more recent the downgrade of websites which used the TLA or any other paid scheme techniques).

SEO Benefit Recap

§ High positioning potential for multiple phrases and keywords

§ Long term positioning with an continue SEO campaigns

§ Residual effects applied to entire site

§ Good ROI with low initial investment

§ No recursive payment to the search engines

Conclusion

Search Engine Optimization requires:

• A strategic approach to the market based on some clear defined targets

• A comprehensive understanding of the search engine mechanics of their operation

• Attention to detail in execution of the wished SEO techniques

• Careful attention to tracking and results reporting

You are the expert in your industry, you are the best SEO consultant for your software website promotion.

Contact

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