Honest SEO
Matthew Crist

@matthewcrist
Search Engine Optimization
Me

Clients
“Our SEO guy...”
"Our SEO guy..."

"SEO said..."

"That's great, but our SEO guy..."
Upper Management
Upper Management

Middle Management
The Problem With SEO
SEOs Game
the System
SEO's Game the System

Search engine users complain
SEO's Game the System

Search engines update algorithms

Search engine users complain
SEOs Game the System

Search engine users complain

Search engines update algorithms

Sites drop rankings
SEO's Game the System

Sites drop rankings

Search engines update algorithms

Search engine users complain
This “dance” requires cash and resources.
Too much above the fold
Too Much Crap

Not enough content
Nefarious Inbound Links

Unrelated Sites

Related Sites

Your Site

Nefarious Inbound Links
Bought links on various unrelated sites
Bought links on various unrelated sites

Discovered by the New York Times
- Bought links on various unrelated sites
- Discovered by the New York Times
- Delisted by Google
Content Farms
Demand Media

Created thousands of content pieces
Demand Media

- Created thousands of content pieces
- Content quality was low.
Demand Media

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- Content quality was low.
- Google lowered the boom and they lost $4.1 million.
Demand Media

- Created thousands of content pieces
- Content quality was low.
- Google lowered the boom and they lost $4.1 million.

Also: Lance Armstrong's Legacy Is A Content Farm
Good SEO
1. Forget rankings

Rankings don’t matter when measuring SEO success.
Traffic + Conversions

SEO win
2. Great Content
2. Great Content

it’s what people are looking for
2. Great Content

- it’s what people are looking for
- it get’s shared socially
2. Great Content

- it’s what people are looking for
- it gets shared socially
- it goes viral
2. Follow the guidelines

Google and Bing both provide detailed guidelines to get great rankings.

- Google Webmaster Guidelines
  http://cri.st/N42J

- Bing Webmaster Guidelines
  http://cri.st/N3gY
“Make pages primarily for users, not for search engines.”

- Google
Important Guidelines
Important Guidelines

Accessibility is solid SEO
Important Guidelines

- Accessibility is solid SEO
- Don’t deceive your users
Important Guidelines

- Accessibility is solid SEO
- Don’t deceive your users
- Don’t participate in any linking schemes
Important Guidelines

- Accessibility is solid SEO
- Don’t deceive your users
- Don’t participate in any linking schemes
- Don’t stuff keywords
3. Users over SEO

Happy customers = Traffic
Happy Customers...
Happy Customers...

Share your site via social networks
Happy Customers...

- Share your site via social networks
- Link to your site from their sites
Happy Customers...

- Share your site via social networks
- Link to your site from their sites
- Convert
4. **Keywords**

Don’t spend hours researching keywords.
4. Keywords

Don’t spend hours researching keywords.

Users don’t search rarely for exact match keywords.
4. Keywords

Don’t spend hours researching keywords.

- Users don’t search rarely for exact match keywords
- Users search for answers to their problems
Implementing Good SEO
“...don’t spend money on aggressive search engine optimization.”

- Paul Boag
Performance
Performance

Use CSS3 instead of images
Performance

- Use CSS3 instead of images
- Cache and compress as much as possible
Performance

- Use CSS3 instead of images
- Cache and compress as much as possible
- Reduce HTTP requests
Performance

- Use CSS3 instead of images
- Cache and compress as much as possible
- Reduce HTTP requests
- Use CDNs for assets
Get people to link to your site, aka inbound links.
Get people to link to your site, aka inbound links.

- helps search engines determine your site’s importance
Get people to link to your site, aka inbound links.

- helps search engines determine your site’s importance
- must be natural
Get people to link to your site, aka inbound links.

- helps search engines determine your site’s importance
- must be natural
- must be from relevant sources
Link to your site from your site, aka internal links
Link to your site from your site aka internal links

- helps users find your content
Link to your site from your site aka internal links

- helps users find your content
- helps search engines find your content
Link to your site from your site aka internal links

- helps users find your content
- helps search engines find your content
- must be relevant and contextual
Link to your site from your site aka internal links

- helps users find your content
- helps search engines find your content
- must be relevant and contextual
- must not go overboard
HTML
HTML

- simple, semantic markup
HTML

- simple, semantic markup
- responsive design
HTML

- simple, semantic markup
- responsive design
- use rel attributes
HTML

- simple, semantic markup
- responsive design
- use rel attributes
- unobtrusive use of javascript
HTML

- simple, semantic markup
- responsive design
- use rel attributes
- unobtrusive use of javascript
- ARIA
HTML

- simple, semantic markup
- responsive design
- use rel attributes
- unobtrusive use of javascript
- ARIA
- Schema.org
Schema.org

A collection of microformats that is recognized by all search engines.
ARIA

HTML attributes that help define semantics.
Meta Tags
Meta Tags

keywords
Meta Tags

keywords
Meta Tags

- keywords
- description
Meta Tags

- keywords
- description
- author
Design your URLs
Design your URLs

domain.com?post=1234
Design your URLs

domain.com?post=1234
Design your URLs

- domain.com?post=1234
- twitter.com/matthewcrist
Beer - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Beer
Beer is an alcoholic beverage produced by the saccharification of starch and fermentation of the resulting sugar. The starch and saccharification enzymes are ...

History of beer - List of beer styles - Beer style - Category:Types of beer

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Beer - Wikipedia, the free encyclopedia

Beer is an alcoholic beverage produced by the saccharification of starch and fermentation of the resulting sugar. The starch and saccharification enzymes are ... History of beer - List of beer styles - Beer style - Category:Types of beer

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