

## Expanding Your Web Presence

### Overview

During the course of an Organic Optimization (SEO) campaign, there are lots of external factors that can affect rankings. Two noteworthy factors are:

- Search Engine algorithm changes
- Competitive environment changes

Historically, Search Engines modify their ranking algorithm several times per year. Changes fall into two broad categories.

1. Changes to the core computational algorithm that weights different page attributes (e.g. changes to the value of the title tag)
2. Modifications or additions to the attributes search engines measure (e.g. the "birth date" of a backlink).

Competitive environment changes are more subtle but continuous. As the Internet continues to grow, more and more website pages are produced – each of which are potential competitors for keyword (phrase) rankings.

Conservative estimates place the number of website pages at about 30-40 billion with about 7 million pages added daily.

The impact of additional competitors in the form of more website pages can play heavily in the ability for a website to rank well across a broad range of keywords.

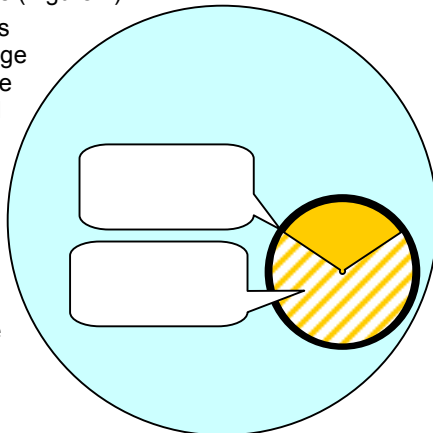
### Life Cycle

During the initial stages of an Organic Optimization campaign, significant effort is placed on the development of a "Keyword Strategy". One aspect of this strategy matches relevant keywords (phrases) with website pages. Those keywords requiring significant link reputation are mapped to the home-page, while keywords not requiring link reputation may be mapped to interior pages (Figure 1).

The number of keywords mapped to the home-page is further limited because of physical and keyword density limitations in the page title. As the number of keywords in the title increases, the title density for each keyword declines. These lower keyword densities in the title will have a negative affect on rankings.

Both increased link reputation and title keyword density conspire to limit the number of keywords a website can support.

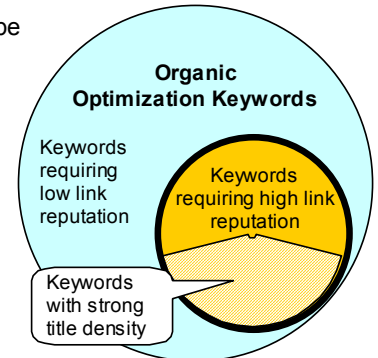
As a keyword market matures and more competitors optimize their websites, the keyword space changes in two important ways.



1. The number of keywords requiring link reputation grows. Keywords that had not required link reputation in the past now do.
2. The absolute number of backlinks required to compete grows.

Keywords that once could be optimized successfully on interior pages now require home-page status. As a result, fewer keywords can attain strong rankings (Figure 2). Added pressure from increased competitive title densities further limits the number of home-page keywords.

In extreme cases (Figure 3), most keywords require very strong link reputation and large numbers of backlinks. Competing title densities may become so strong that only a single keyword phrase can be supported.

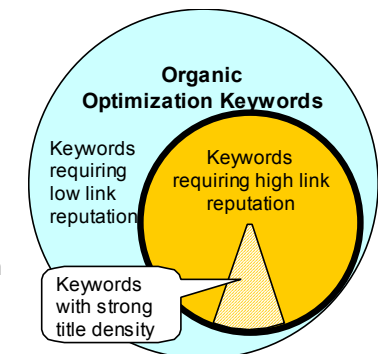


**Figure 2:** Intensified keyword competition. More keywords require increased link reputation and more focused title densities.

### Conclusion

As the internet grows, all keyword spaces will tend to evolve toward more competitive conditions that will necessitate a more focused approach of fewer keywords.

Although the rate of change is different for each and every keyword, webmasters and Organic Marketers can reduce the impact of narrowing keyword focus by improving the website's exposure. This exposure may take several forms, all of which results in a stronger backlink structure.



**Figure 3:** Very strong keyword competition. Most keywords require increased link reputation and very high title densities.

### Backlink Improvement Strategies

Additional Value-added Content	
One-Way link building	
Free Directories	
Premium Directories	
Paid Text Links (may have minimal SEO value)	
Advertisement	
Public Relations	Article Syndication
	Press Release
Editorial (most desired by Google)	