

Expanding Your Web Presence

Overview

An Organic Optimization campaign (also referred to as SEO) involves 4 basic steps:

- Keyword Discovery
- Keyword Strategy
- Tactical Implementation
- Campaign Maintenance

Each of these steps is critical for a successful optimization campaign.

Keyword Discovery

Strategy Development is the most important step. Its primary objective is identifying the best keywords for organic optimization.

Choosing keywords has two basic components:

- Marketing Component
- Competitive Component

The Marketing Component seeks to identify keywords that are both popular (many searches) and relevant. Typical pay-per-click (PPC) costs give added insight to the market's perception of value for each keyword.

The Competitive Component is a more difficult attribute to measure and requires specialized analysis tools. Metrics for a variety of search engine ranking factors must be attained for each website currently occupying top-ranked positions and each keyword considered. This data is used to assess the relative competitiveness for each keyword.

Keywords requiring stronger external (from other websites) backlink reputation require home-page optimization, while keywords with weak external backlink reputation may be consigned to interior pages. When keyword Market and Competitive Components are evaluated keywords may be classified by their optimization success criteria.

Keyword Strategy

Depending on the number of highly competitive (Tier 1) keywords, multiple websites may be required. The process concludes with a Keyword Strategy (in the form of a keyword map) that assigns keywords to specific web pages.

Tactical Implementation

Tactical implementation covers 3 basic areas:

- Page Optimization
- Link Optimization
- PageRank Optimization

The level of optimization for each area is defined by results of the Competitive Component (above).

In some cases, the content currently residing on the site is not adequate. These conditions may necessitate content creation.

- Insufficient content (page too short)

- Non-relevant content (not related to the keywords chosen)
- Non-existent content
- Near-duplicate content (common for distributed product descriptions).

Website construction and access limitations may further limit the level of optimization. In some cases, website designers use methods that are not search engine friendly. These include:

- Passing multiple variables in the URL
- Using ID session tracking in the URL
- Excessive use of Flash or graphics

Although most page and PageRank optimization can be completed within weeks, link optimization takes several months.

Campaign Maintenance

Organic Optimization does not stop after Tactical Implementation. Every day, rankings across the major search must be recorded so that clear ranking trends can be observed. Additionally, backlinks attained to improve link reputation require monthly validation. Backlinks that fall out must be replaced with new backlinks.

Monthly reporting covers a summary of all optimization activities. These activities not only include changes and modifications to improve rankings, but also a host of defensive audits to reduce the chance of ranking declines.

Organic Optimization Planning and Deployment

