



The Point Collective

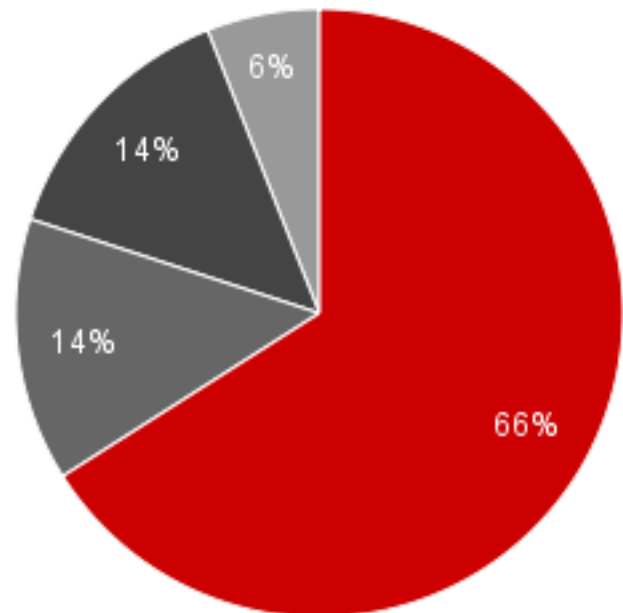
# What is Search Engine Optimization?

Search engine optimization is the process of implementing tactics both onsite and offsite to encourage top “organic” search engine ranking.

# What is a Search Engine?

A web search engine is designed to search for information on the World Wide Web.

- **GOOGLE** (66% market share in US)
- **BING** (14% trending upward)
- **YAHOO!** (14% trending downward)
- **OTHER**



\*March 2011 ComScore.com

# How do search engines work?

A search engine operates in the following order :

## **WEB CRAWLING**

Web crawlers browse the Web in a methodical, automated manner. They are mainly used to create a copy of all the visited pages for later processing by a search engine that will index the downloaded pages to provide fast searches.

## **INDEXING**

The purpose of storing an index is to optimize speed and performance in finding relevant documents for a search query.

## **SEARCHING**

A web search query is a query that a user enters into a web search engine to satisfy his or her information needs.

# What is “organic” search engine ranking?

ORGANIC

PAID // COSTLY



private capital firm sf

Search

About 1,340,000 results (0.20 seconds)

Advanced search

- Everything
- Images
- Videos
- News
- Shopping
- More

San Francisco, CA  
Change location

All results  
Wonder wheel  
More search tools

**Vformation LLC :: A San Francisco based private capital firm**

LLC :: A San Francisco based private capital firm. ... Vformation LLC is a private capital firm that makes seed and expansion stage investments. ...  
vformation-sf.com/ - Cached

**Team :: Vformation LLC, San Francisco based private capital firm ...**

VFormation - LLC :: A San Francisco based private capital firm ...  
vformation-sf.com/team - Cached

**About :: Vformation LLC, San Francisco based private capital firm ...**

VFormation - LLC :: A San Francisco based private capital firm ...  
vformation-sf.com/about - Cached

Show more results from vformation-sf.com

**List of venture capital firms - Wikipedia, the free encyclopedia**

The Founders Fund · San Francisco, CA, 2005, Peter Thiel, Ken Howery .... v · d · ePrivate equity and venture capital investment firms. Investment strategy ...  
en.wikipedia.org/wiki/List\_of\_venture\_capital\_firms - Cached - Similar

Ads

**Private Capital Firm**

Find Providers of Private Equity.  
Your Business Solution Business.com  
www.business.com

**Real Angel Investors**

Raise Capital from Angel Investors  
Thousands of Private Investors now  
www.fundingpost.com

See your ad here »

# Why is “organic” search engine ranking important?

First, review let's Traffic Sources.

## DIRECT TRAFFIC

These are people that already know you and your domain.

## REFERRING TRAFFIC

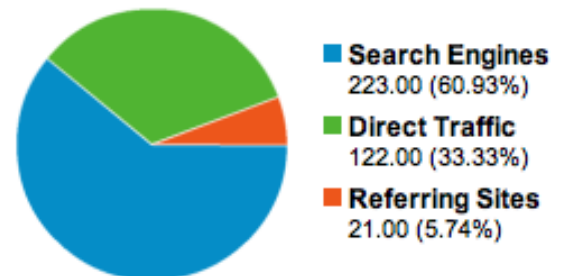
Inbound links to your site where often times you could be listed next to a competitor. On the other hand, facebook is an example of encouraged inbound traffic.

## SEARCH ENGINES

Two parts:

Paid

“Organic”



# Why is “organic” search engine ranking important?, cont.

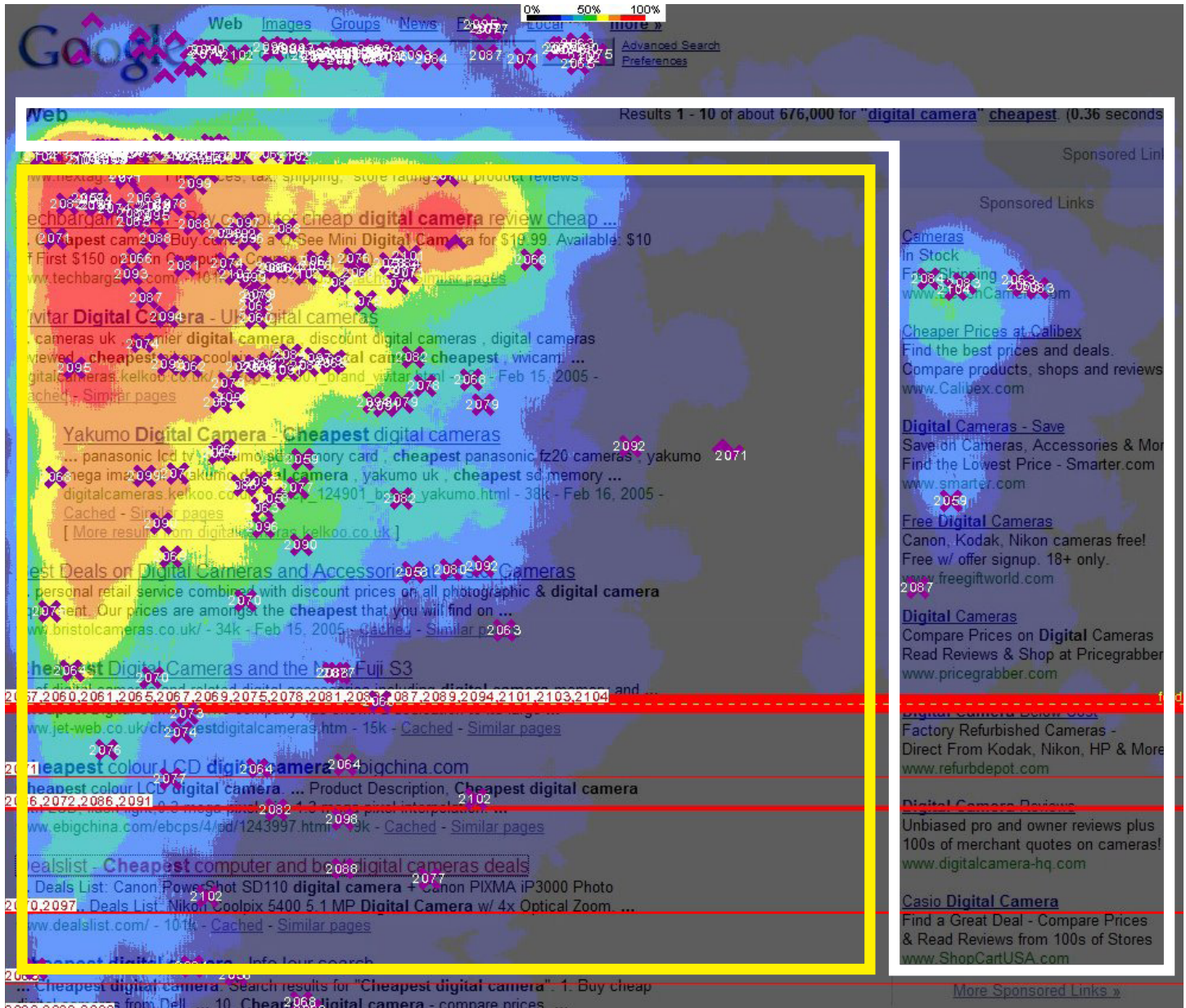
## **FREE**

Organic ranking is free, whereas paid advertising is pay per click. It can be expensive and tricky. Just as you have to optimize your site for organic ranking, you have to optimize your ads and landing pages for good ranking, too.

## **GET MORE TRAFFIC + SMARTER TRAFFIC**

Most people click the organic search results, not the paid advertisements. And research shows those who click on organic search results more often have a higher level of education.

\* 2011 MarketingSherpa & Enquiro Research



75% of clicks



25% of clicks

# The ‘catch’

Search engines are not paid for organic search traffic, their algorithms change, and there are no guarantees of continued ranking.

## **FEBRUARY 2011 // GOOGLE**

“...in the last day or so we launched a pretty big algorithmic improvement to our ranking—a change that noticeably impacts 11.8% of our queries.”

“Our goal is simple: to give people the most relevant answers to their queries as quickly as possible. This requires constant tuning of our algorithms, as new content—both good and bad—comes online all the time.”

# What we're going to talk about today

## TOP SEO TACTICS TO IMPROVE YOUR "ORGANIC" RANK

- What you can do.
- What you should hire out.

## THINGS TO AVOID

## MANAGE YOUR EXPECTATIONS

# SEO Tactics

There is no ONE thing that will get you ranked. Its a combination good practice in these areas:

**SITE STRUCTURE and NAVIGATION**

**KEYWORD RESEARCH, SELECTION and IMPLEMENTATION**

**UNIQUE, RELEVANT CONTENT**

**METADATA**

**PAGE STRUCTURE**

**URL STRUCTURE**

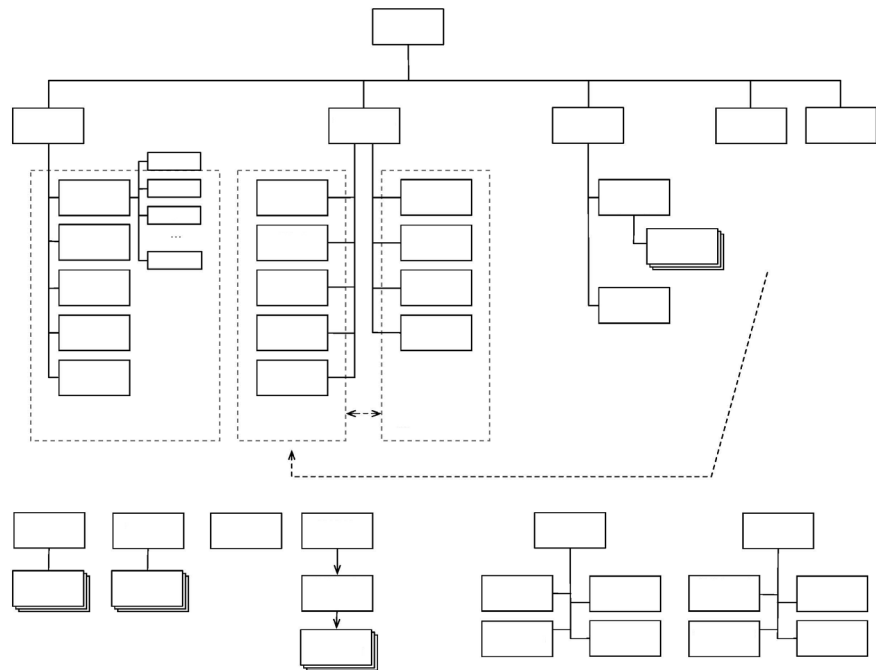
**INBOUND LINKS or LINK EXCHANGE**

**AGE AND EXPIRATION OF DOMAIN**

## Site structure and navigation

There are two main audiences you must think about when designing your site structure:

**PEOPLE**  
**SEARCH ENGINES**



Usually if people can logically navigate a streamlined structure using the navigation, then a search engine will have no problem doing so.

## Site structure and navigation, cont.

The main benefits of having a great navigation structure:

### **INDEXATION**

If the search engines can follow your structure from Home page right down to the lowest levels, then it will get to “crawl” (see) every page on the site. As long as the rest of the site is optimized correctly, every page on the site should be indexed in the search engine.

e.g. Amazon's product pages

If the site can be crawled easily, new pages are indexed right away.

### **USABILITY**

Google can actually recognize if a site is easy to navigate, and/or easy for humans to use. And usability is something Google especially is increasingly looking for.

## Keyword Research and Selection

### STEP ONE: BRAINSTORM

How do you want to be found?

- Company name, product or service, geographic location.

What do you think people will search to find you?

- Don't rely on yourself. Ask your clients and family.

\*Important: Are there multiple ways to say what you are trying to say?

### STEP TWO: TEST SEARCH

Search potential keywords and analyze results. Use tools, such as Google Insights.

### STEP THREE: PICK YOUR STRATEGY

- Choose the least searched RELEVANT keyphrase and excel.
- Choose the most searched RELEVANT keyphrase and compete.

# YOU + HIRE OUT

Tool: Google Insights

## Keyword Research and Selection, cont.

**Compare by**

Search terms  
 Locations  
 Time Ranges

**Search terms**

Tip: Use the minus sign to exclude terms. (wimbledon -tennis)

- private capital
- private equity
- venture capital

+ [Add search term](#)

**Filter**

Web Search  
United State California San Francisc  
Last 12 months  
All Categories

[Search](#)

### Web Search Interest: private capital, private equity, venture capital

San Francisco (United States), Last 12 months

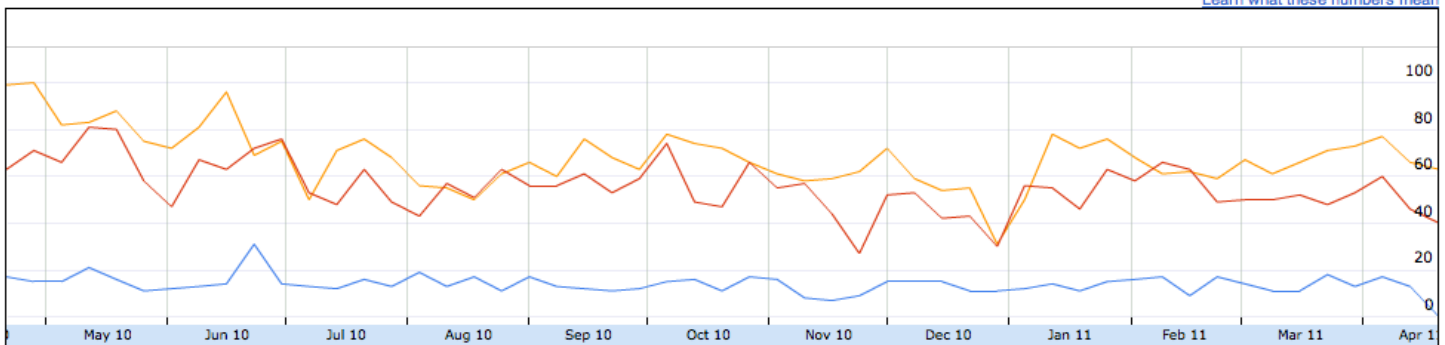
Categories: [Finance & Insurance](#), [Business](#)

Totals	
private capital	14
private equity	56
venture capital	68

### Interest over time

Forecast  News headlines

[Learn what these numbers mean](#)



**Considerations:** Top keyphrases for SF very competitive and over saturated; No time to blog; "Private capital" was searched, though not as much, but search results were less saturated.

**Conclusion:** We chose "private capital" and are excelling.

## Keyword Selection and Implementation

### SELECTION

Identify your top keyphrase and say it over and over and over and over and over again.

“Private capital firm San Francisco”

Include your other keywords, keyphrases in the code and in the content.

Silicon Valley

early money

seed funding

early money for healthcare

early money for education

healthcare technology

### IMPLEMENTATION

Keywords go everywhere: in your text towards the top of your page, in your other onsite content (image tags, video tags), in your metadata, page titles, and urls.

## Unique, Relevant Content

What is unique?

Don't copy and paste articles. Bad practice.

What is relevant?

Keyword rich. Site specific.

What is content?

**TEXT**

**IMAGES**

**VIDEO**

## Unique, Relevant Content, cont.

### TEXT

Keyword rich text.

- Write naturally.
- Keywords placed “at the top” (primary level pages, in the headers and subheaders of the text, in the first couple of sentences).
- Use page specific keywords.

### IMAGES

- Tags in the code.

### VIDEO

- Tags in the code.

## Unique, Relevant Content, cont.

What else about “content”?

### SITE SIZE

- Having more unique, relevant content is a real boost.
- 3 short pages are better than 1 long page.

### FRESH CONTENT

- New pages are favored.
- Frequent changes are favored. (An area on your homepage that changes: great idea.)

\* Blogs are fantastic!

- Think back to “site structure”.

[www.kendrareneejewelry.com/blog/](http://www.kendrareneejewelry.com/blog/)



## Metadata

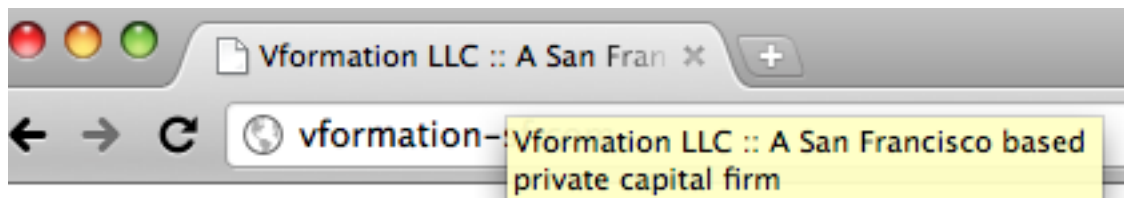
### KEYWORDS

```
<meta name="keywords" content="private capital firm, san francisco, early money, seed funding, early money for healthcare, healthcare technology, early money for education, online safety, ceo" />
```

### DESCRIPTION

```
<meta name="description" content="We invest in healthcare: health and wellness; education: online safety and online tools that facilitate education; and disruptive innovation. We invest in start-ups with superstar CEO and/or proven momentum." />
```

### PAGE TITLES



\*Should be unique on EVERY SINGLE page of your site.

## Page Structure

### GOOD PRACTICE

- User friendly, clear navigation.
- Give each page a header and subheader and style them as such.
- Good page to page (or internal) linking, but don't over do it!
- Offer a sitemap.

### THINGS TO AVOID

- Java script and flash, especially in your navigation.

## URL Structure

### DOMAIN NAME

Best Practice: Company name, Short keyphrase

Avoid: Long domains, Misspellings

### FOLDER/DIRECTORY NAMING

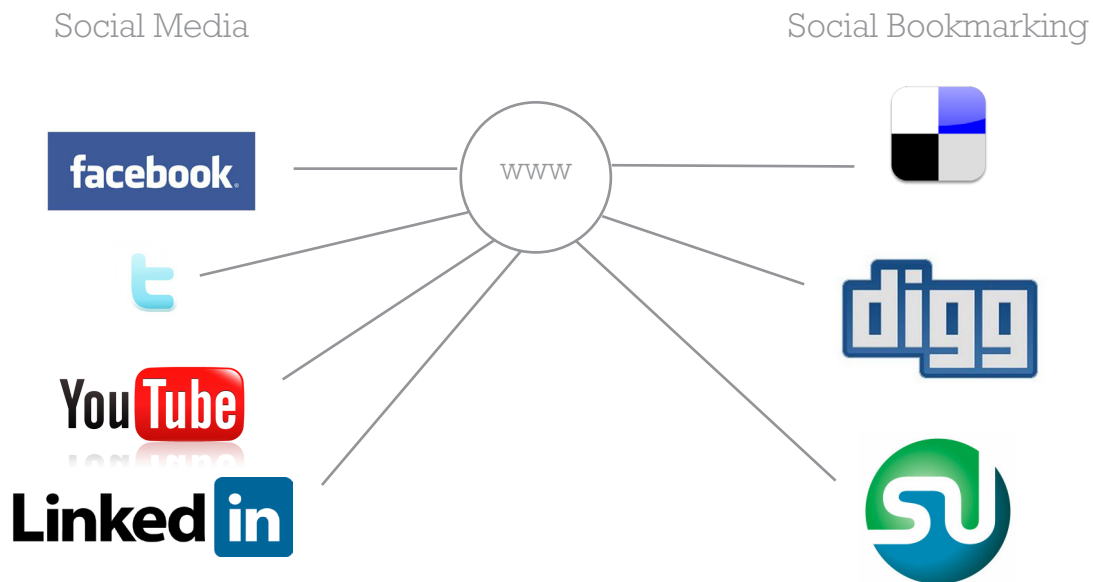
Best Practice:

Home	.chromefit.com
About	.chromefit.com/about
Services	.chromefit.com/services
Group Training	.chromefit.com/services/group-training
Blog Post	.chromefit.com/blueberry-walnut-oatmeal-pancakes/

Avoid:	.chromefit.com/blog/?p=463
	.chromefitpersonaltrainersservingthesouthbayarea.com

## Inbound Links or Link Exchange

- Quantity of inbound links to a web page increase that page's rank. The more the better.
- Incoming links from high-ranking pages.
- Anchor text of inbound link: "SEO tips from The Point Collective" vs. "click here".



## Age and Expiration of Domain

- Older domains are favored; its OK to redesign the site that lives at your domain.
- Register your domain for years.

# Avoid: Black Hat SEO

Black hat SEO attempts to improve rankings in ways that are disapproved of by the search engines, or involve deception.

## **HIDDEN TEXT**

Same color as background or positioned off the page.

## **CLOAKING GIVING**

A different page depending on whether the page is being requested by a human visitor or a search engine.

**PENALTY:** Reducing rankings or eliminated listings. (e.g. BMW Germany in FEB 2006)

# Manage your expectations

- There is no ONE thing that will get you ranked. Its a combination of things.
- Top ranking doesn't happen over night.
- Remember that SEO is not just a one time thing. It's an ongoing thing!

SET IT UP



MONITOR



MODIFY IF  
NEEDED

# To recap what you can do

- Work with your webmaster to generate a good list of keywords.
- Work with your marketing team and/or copywriter to generate unique, relevant, fresh content.
- Start a self-hosted blog and contribute regularly.
- Strongly consider your social media marketing strategy.

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- Hire for the stuff you CAN'T do.

# To recap what you should hire for

· Everything else.

# Things to remember when you hire

Google will tell you:

- No one can guarantee a #1 ranking on Google.
- Be wary of consultants or agencies that send you emails out of the blue.
- Be careful if a company is secretive or won't clearly explain what they intend to do.

# Tools

Google Analytics

<http://www.google.com/analytics/>

Google Insights

<http://www.google.com/insights/search/#>

Google Webmaster Tools

<http://www.google.com/webmasters/tools>

Website Grader

<http://www.websitegrader.com/>

Add This

<http://www.addthis.com>