

Kellysearch Webinar
B2B Online Marketing Foundations: Search Engine Marketing and Search Engine Optimization

Q&A Session

February 21, 2008

Q: Do you know of any tutorials on Google or trainings that teach how to create and manage a CPC campaign on Google?

A: The best place to get this information (from very basic to very advanced) is the [Google Adwords Learning Center](#):

It offers the information in clearly broken down topics and is available (using the tab options) in text format or as a multimedia presentation. What's more, because it is created by Google, as soon as things change with Google Adwords they are quick to update this too. The learning Centre also gives clear instructions and examples on how to use the [Google Adwords Editor](#) and [Google Analytics](#) tools mentioned in the Kellysearch Webinar

Q: How critical are sub-domain names to search criteria?

A: Sub-domains are not critical to search criteria, but they can be a useful way to insert keywords into your domain name for SE's and for users. For example, if you have many catalogues on your site you could put them all under a domain, e.g.:
<http://catalogues.yoursite.com>

This used to be a great way to dominate the search results but Google recently issued a statement to the effect that they would be controlling this more tightly and treating sub-domains more like sub-folders – see <http://searchengineland.com/071207-090257.php> for more on this.

Q: With PPC, how do you keep your ad from showing up any and everywhere? Our ad keeps showing up on sites like sweepstakes.com and other sites that we do not want to be associated with.

A: Once in Google Adwords click on **Tools**. By scrolling down you will see an option on the left for **Site Exclusion** which when clicked on allows you to select the campaign you

want to set site exclusion for. You then simply add the URL of any sites you wish to block your Google adverts from appearing on.

Q: Please re-explain negative keywords. Maybe another example for it.

A: Negative keywords prevent your adverts showing up for irrelevant searches by simply blocking them if your chosen negative keyword was included in a search query. This is done by adding a minus sign when adding keywords to your campaigns

For example... You only sell power tools but you do not hire them. If you had the keyword Power Tools in your campaign (as broad or phrase match) then it would still show up if someone did a search for **Power Tool Hire**...not something you actually do or can fulfill. By simply adding **-hire** to your keyword list your advert would not show up. Here are a few more examples:

<u>Keyword</u>	<u>Negative keywords</u>	
Flowers	-Plastic	-Delivery
Camcorders	-Sony	-Miniature
Ski Holiday	-European	-Insurance

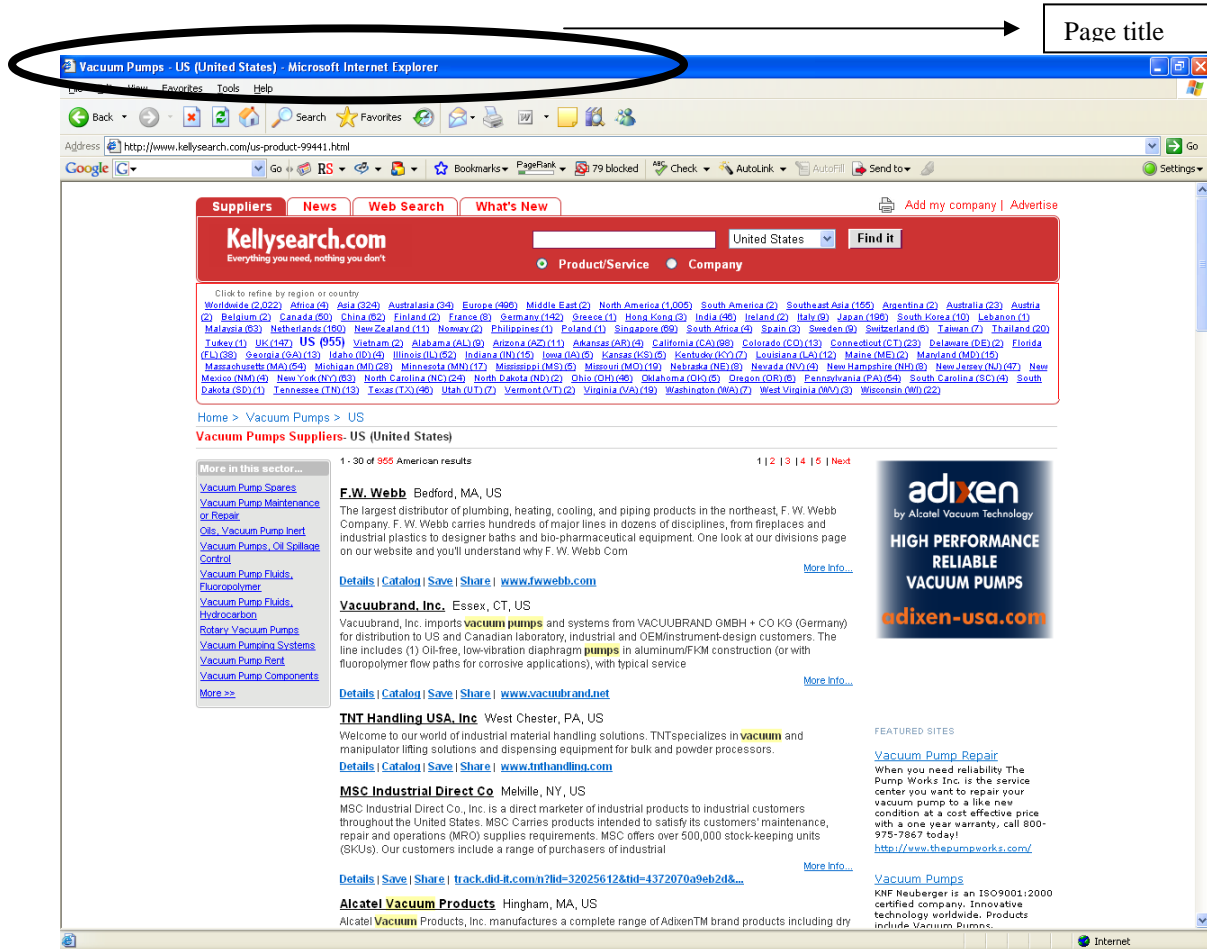
Q: Does my website traffic weigh in on Google PR (PageRank) if so to what degree? My bounce rate is high when I submit articles and it boosts my traffic significantly.

A: Google is not measuring your traffic (even if you use Google Analytics they don't access that data for the purposes of ranking sites/PR) and so there is no way for them to influence PR in that way. If you keep the site up to date with fresh content or submit new articles, as it sounds like you do, then you will naturally get more traffic as Google likes fresh content.

Q: How do we change title tag and meta tags?

A: The Page Title and Meta Tag information is part of your site's coding – you can either add the text you want manually to each page's template if you have access rights and the technical knowledge, otherwise I would recommend you decide what you want each page to say and give it to your website developer to do it for you. For bigger sites you might want to consider changing the meta tags dynamically based on the content of each page i.e. We are suppliers of {product}...

The Page title (the blue bar at the top of the screen – see an example in the screen grab below) is a vital part of getting good ranking under relevant searches. These should contain keyword rich text and be different for each page depending on the page content. Put the most important keywords (ie. what someone would use to search for your products on that page) at the beginning and limit it to 75 characters.



Meta Descriptions are only really useful as they are used in the results snippets on many search engines. Again, vary for each page depending on the copy but also try to make them promotional to entice clicks if used in organic search results.

Q: Do you have demographic info for search engines? For example, Google users are more executive and spend more vs. yahoo users are more managers or operators with different spending levels?

A: Sorry – I do not have this information though I expect there is some research out there on it. Hitwise often gives information on G / Y / M market share and types of industry using Google which may help you. We can of course supply demographic information for Kellysearch.

Q: Are there any tips for sites that are database driven with dynamic content so that they are more crawlable?

A: Optimising sites with dynamic content can be tricky. The key improvements you can make involve minimising the risk of duplicate content by ensuring you have unique relevant content on each page and within each meta description tag. You should also try to avoid the use of dynamic parameters in the URL, such as session id's.

I would also consider speaking to an external SEO consultancy in this case as if the site is big enough to need dynamic content then you could well be facing many other SEO issues, such as spider traps. The forum posts here (<http://www.e-consultancy.com/forum/1319-seo-and-database--driven-web-sites.html>) and the article here (<http://www.sitepoint.com/article/dynamic-site-seo-tips-hints>) both contain some excellent advice.

Q: How do I go about linking with other relevant, high quality companies? Just email and ask? What do I need from them to give to my web hosting company.?

A: Essentially, yes. Link building is a very popular SEO blog topic and you can find plenty of advice online about this. I would recommend picking your targets carefully and always shoot for quality over quantity. For example, put the terms you want to be found for into the general search engines and look at the sites that come first – can you get links from them? Consider also industry associations and academic institutions, good sources of relevant, high-quality links.

Once you know which sites you want to contact, try to find the individual responsible for the site and address your request to them personally, as you would with any other marketing. You should also suggest the page you want the link from and the text you would like to use.

Link-building is a long-term proposition, try do a little every day and keep on plugging away...

Q: What is the name of the Google web analytics program?

A: Google Analytics - <http://www.google.com/analytics/>

Q: Explain Google budget in more detail.

A: There are various ways you can manage your budget with Google Adwords

1. Set a **Daily Budget** which will be used up throughout the day as evenly as possible. The Google system allows itself an overspend / underspend of around 10% each day but will even itself out over the course of the month. Any overspend at month end will be refunded.
2. **Max CPC** – you can set a default maximum Cost per Click you are willing to pay across all keywords in a campaign.
3. **Specific keyword CPC** – You can set a specific max CPC against each specific keyword – this will over-ride the default maximum you set in point 2 above for that word.
4. As mentioned in the Webinar – you can set your budget to certain days / times of the day...turning your ads off when not needed. This option is found by selecting a campaign(s), clicking on **Edit Campaign Settings** and then selecting the option **Ad Scheduling**.
5. Again mentioned in the webinar you can increase or lower your max CPCs at different times of the day if you feel you need more or less of a push. Whilst in the Ad Scheduling option mentioned in point 3 above look for the **switch to advanced mode** link. **Edit** links will appear next to each of the days shown below and by clicking on these you can set change the default 100% to a higher or lower figure.

Q: What is the recommended number of keywords you should list?

A: There is no “optimum” number of keywords – it really depends on the subject of the campaign you are trying to promote. I would recommend that to start, add as many as possible that are relevant to your campaigns’ aims. Leave them a couple of weeks and then start to review and cull those that are not performing for you in terms of giving traffic, conversion or a positive ROI for the cost you are paying out in clicks. Clear these out and leave the budget free for the terms that are bringing in the most benefits.

Set your CPC campaigns up with clear goals (eg. newsletter signup completed / online transaction performed / enquiry or lead form submitted) so that you can see what is working and what is not. How to do this is explained in [Section 5 on the Google Adwords Learning Center](#). Keep reviewing and adapting both the keywords and the ad copy every couple of weeks and you should eventually have a highly optimized and effective campaign.

Q: Do the negative keywords only apply to paid ads?

A: Yes – there is no way you can block your site from appearing organically for a particular keyword if the search engine thinks you are relevant. Ensuring that the keywords do not appear on your site is obviously a good starting point and you can block

whole pages / sections of your site from being indexed by the search engines using noindex meta-tags or via a Robots.txt file.

Q: Can you just re-cap why you would submit site details to those three sites you mentioned? Why is this necessary and what does this do?

A: If you build an XML sitemap, submit it to Google, Yahoo & MSN and then verify it, you will get a great deal of information back from the search engines about how they view your site. Google in particular is great at providing this feedback. You can get information on how recently they crawled your site, any errors they found, how many incoming links you have, where your site is seen to be geographically and much more.

Plus, as long as your sitemap is comprehensive, you can guarantee that Google is finding every page.

Here are the links for the 3 sites mentioned in the webinar:

1. www.google.com/webmasters/tools
 2. <http://siteexplorer.search.yahoo.com/>
 3. <http://webmaster.live.com/>
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Q: I was #8 on the Local Miami, Fl search (organic). Since yesterday that changed and I am no longer visible. How often do they change their algorithms? How can I get it back to #8 or higher?

A: Unfortunately, SEO is full of questions like this and there are no hard and fast answers. Your site may well be back at #8 by the time you read this, or at #1 or at #10.

The major SE's don't change their algorithms very often and you can watch their official blogs for updates:

Google - <http://googlewebmastercentral.blogspot.com/>

Yahoo - <http://www.ysearchblog.com/>

Live - <http://blogs.msdn.com/webmaster/>

Google is also pretty open about its updates and last year moved from their model of occasional massive updates that could really mess with your rankings to a more ongoing, smaller and incremental model (known as 'everflux').

What this means, basically, is don't try to game the SE's – just build the best site you can, follow their (and our) guidelines and you should be okay...

Q: Does the number of keyword influences on the webpage raking if the page uses too many?

A: Yes it can do. There is no limit to how many words you can have on a page but with regards to how many times you repeat certain keywords on it there is. There's a fine line between not having enough keywords on the page (lowering your perceived relevance for that term / topic) and having too many (getting you penalized for spamming / keyword stuffing). Third-party research indicates that you should have no more than 12% repetition of words on your page.

Repetition is good but the real benefit comes from optimizing your page for these important keywords by including them in the Page Title (Blue Bar), main headings (including H1 / H2 tags) and in the Anchor text links to it from other pages on your / other relevant sites...that way search engines really know what your pages are about.

Above all - ensure the text remains clear and readable to visitors.

Q: How can you get a complete list of where Google is placing your AdWords in the content network? All we get is a partial list at this point.

A: Without seeing what you're getting / doing it is a bit difficult to see what's happening but here is what you should be doing to get all content network sites that have been displaying your adverts:

- Go to Reports tab and click **Create new report**,
- In section 1 (Report Type) Select "**Placement Performance**"
- In section 2 (Settings) Choose the campaigns / adgroups and date range you want
- In section 3 (Advanced Settings) click on **Filter your results** and select **Ad distribution** from the drop down list and **Content** from the adjacent box

Once the report has run, click into the report and select the **Export File** tab and the **CSV** option. This should bring you back all the sites on the content network in an easy to read Excel format.

Q: How do you find out what your competitors' keywords are?

A: This is not something that we have tried so cannot really recommend anyone in particular. There are lots of tools out there offering this service – www.spyfu.com and www.keywordspy.com are well known ones.

Q: Can you talk a little bit about "redirection"?

A: Redirection is simply moving users from one web address to another, usually without them knowing about it. The most commonly used system for this is a 302 (Temporary) redirect, which is in fact not the best way from an SEO perspective as it can cause confusion with the SE's. It's better to use a 301 (Permanent) redirect.

The numbers refer to the type of http header (http://en.wikipedia.org/wiki/List_of_HTTP_headers). Your ISP or web design agency should be able to tell you how to implement these, it is very technical and requires access to your web hosting platform.

Q: Why do the keywords research tools like Keyword Discovery and MS Labs and WebCEO give different number of monthly searches?

A: This is because they each take their data from different sources. No single entity has access to the entirety of the information within the internet, not even Google, it's just too big. So these tools use samples of that data and they differ from source to source. The best way to use these tools is therefore to compare like with like – i.e. is 'keyword1' more popular than 'keyword2' – if so then I'll optimise for keyword 2.

Q: How often should I submit my site to dmoz.org?

A: You only need to submit to DMOZ once, but it may take many months (if ever) to get listed as the directory is human-edited and short of editors.

Q: How critical are sub-domains to SEO and keywords?

A: See above

Q: Do MSN and Yahoo have Sitemap submitting tools?

A: Yes they do:

Yahoo - <http://siteexplorer.search.yahoo.com/>

MSN/Live - <http://webmaster.live.com/>

Q: Why does Microsoft have 2 search engines? MSN and LIVE?

A: They are in effect the same search engine as they use the same data, but MSN is more of a portal connected to the Windows XP & previous operating systems. Microsoft is slowly migrating all its users to Live through Windows Vista and its other products. I agree it's confusing...

Q: We have links on many trusted relevant sites however when looking at backwards links on the Google tool bar drop down, they do not appear as backwards links. Any ideas?

A: The Google toolbar, like the Google link: query, doesn't show all the links they know about. You can get much more detailed information, including the most popular anchor text for your incoming links if you submit your site to Google Webmaster Tools and verify it - <https://www.google.com/webmasters/tools>

Q: I've used Google Analytics (2 months now) and my keywords don't seem to have changed as far as number of times used. The number 1 search is from Google using our store name in an organic fashion.

A: With regard to organic referrals, brand searches are frequently the most common referring term and are indicative of a strong brand, so don't worry on that score. Also, unless you make changes to your site then you probably won't see your referring keywords change. If these keywords aren't working for you then try to work out what words you want people to use to find you and change your content to use those keywords instead.
