

SEO 101: ChicagoNow Bloggers

Brent D. Payne

What is SEO?

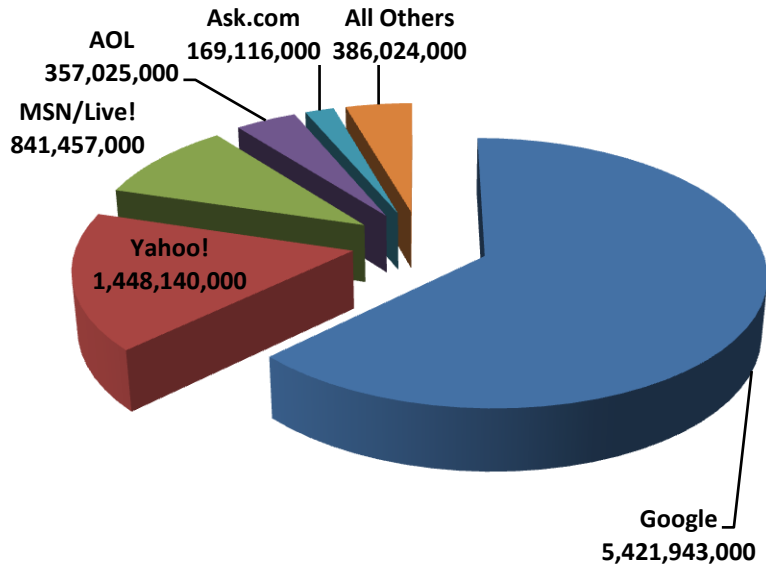
What SEO is...

- SEO = Search Engine Optimization
- A division of online marketing with the purpose of building content that is more understandable and readable by search engines.

What SEO is NOT...

- Building pages ONLY for search engines
- Engagement of unethical practices to gain search engine favor.
- An exact science

Why Should You Care About SEO?



- Google
- Yahoo!
- MSN/Live!
- AOL
- Ask.com
- All Others

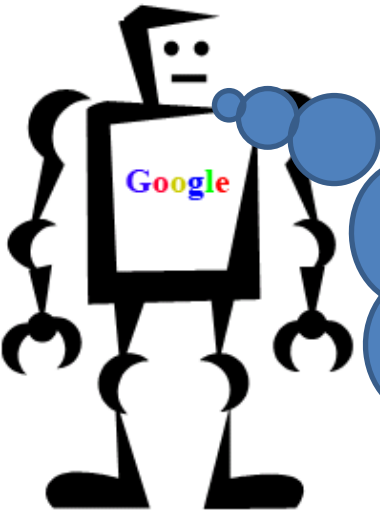
Total Search Engine Traffic

- Google 5.4 Billion Searches per Month
- Yahoo! 1.4 Billion Searches per Month
- MSN/Live! 841 Million Searches per Month

Source: Nielsen Dec '08

I really want to get my quality content in front of that audience!

There are over 2,000 searches per second on just Google.com, in just the United States! 😊



Tribune SEO Statistics

Tribune's Search Engine Traffic

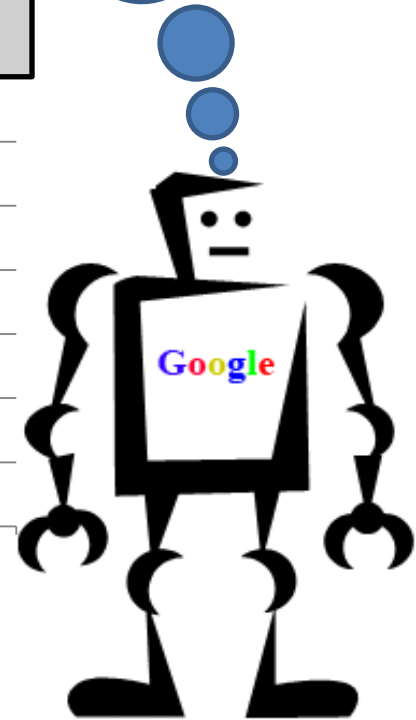
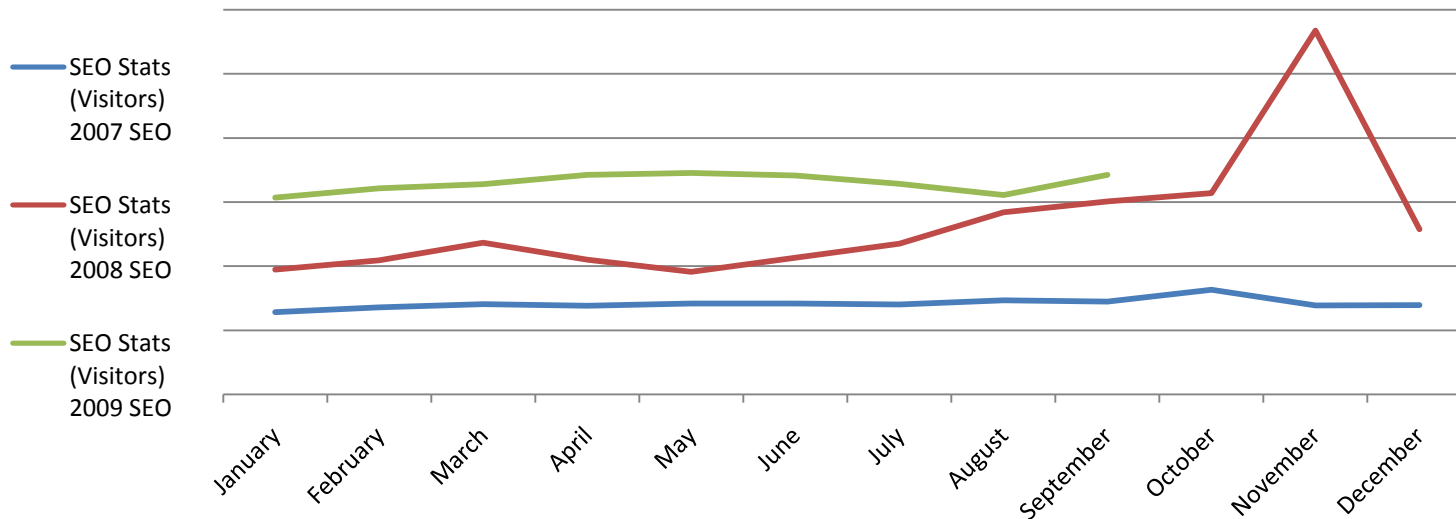
- 2007 – 22% of Visits from SEO
- 2008 – 31% of Visits from SEO
 - Doubled SEO Visits Y/Y
- 2009 YTD – 36% of Visits from SEO

Source: Omniture

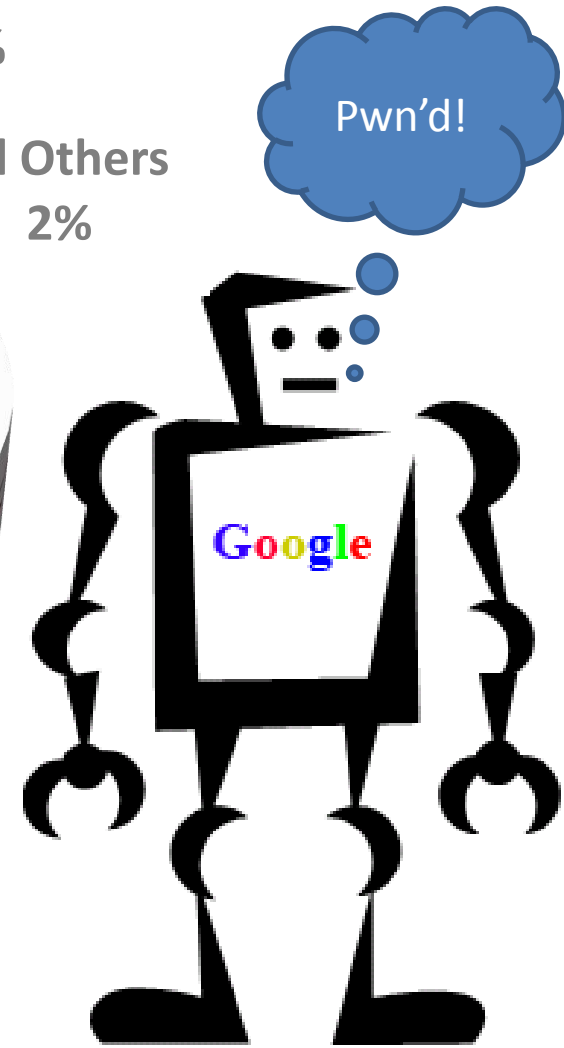
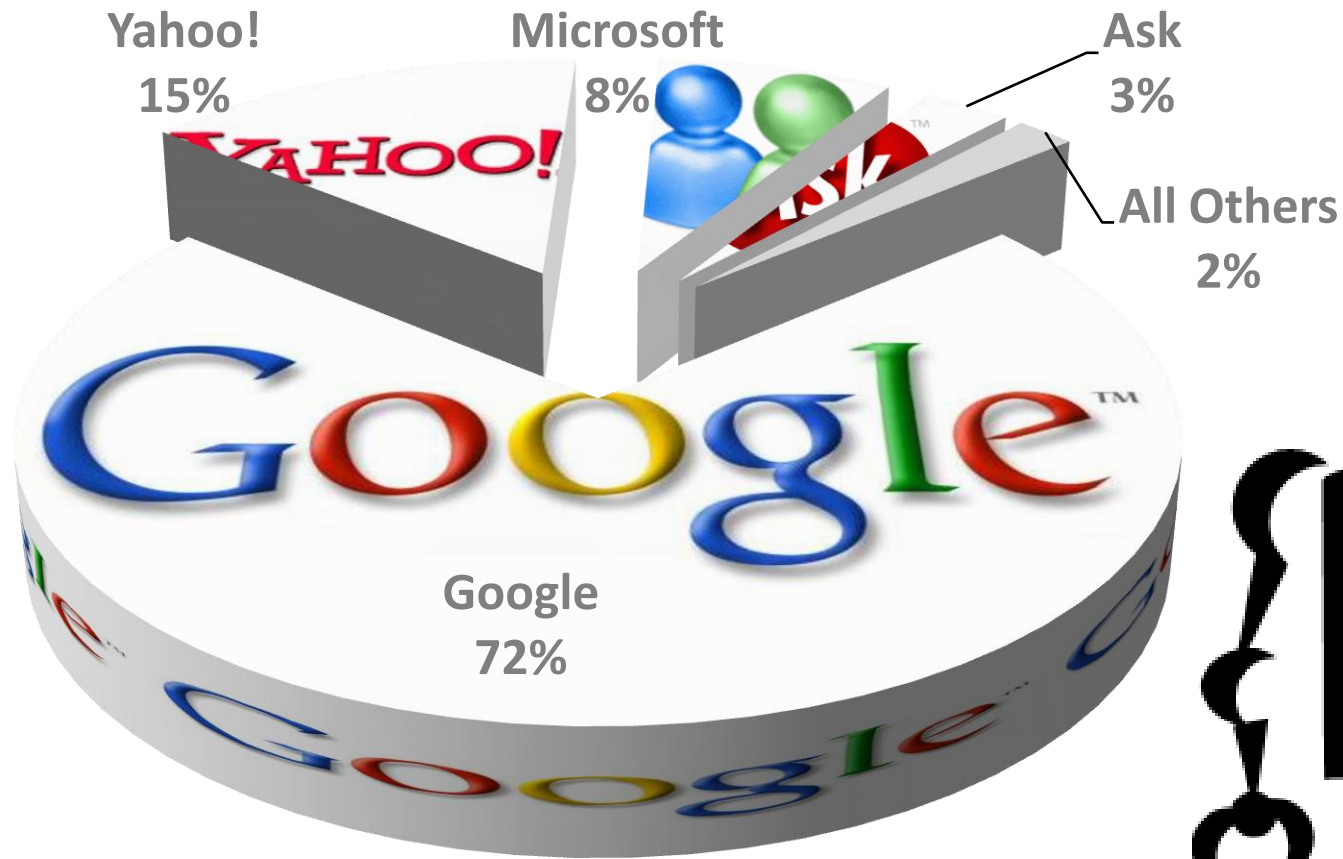
Wow! 36% of
Tribune's
traffic is from
SEO?!

What's Driving the Growth

- HTML Changes
- CMS Enhancements
- Cross-site Linking/SEO Planning
- Newsroom SEO Training Seminars
- SEO Task Force Development

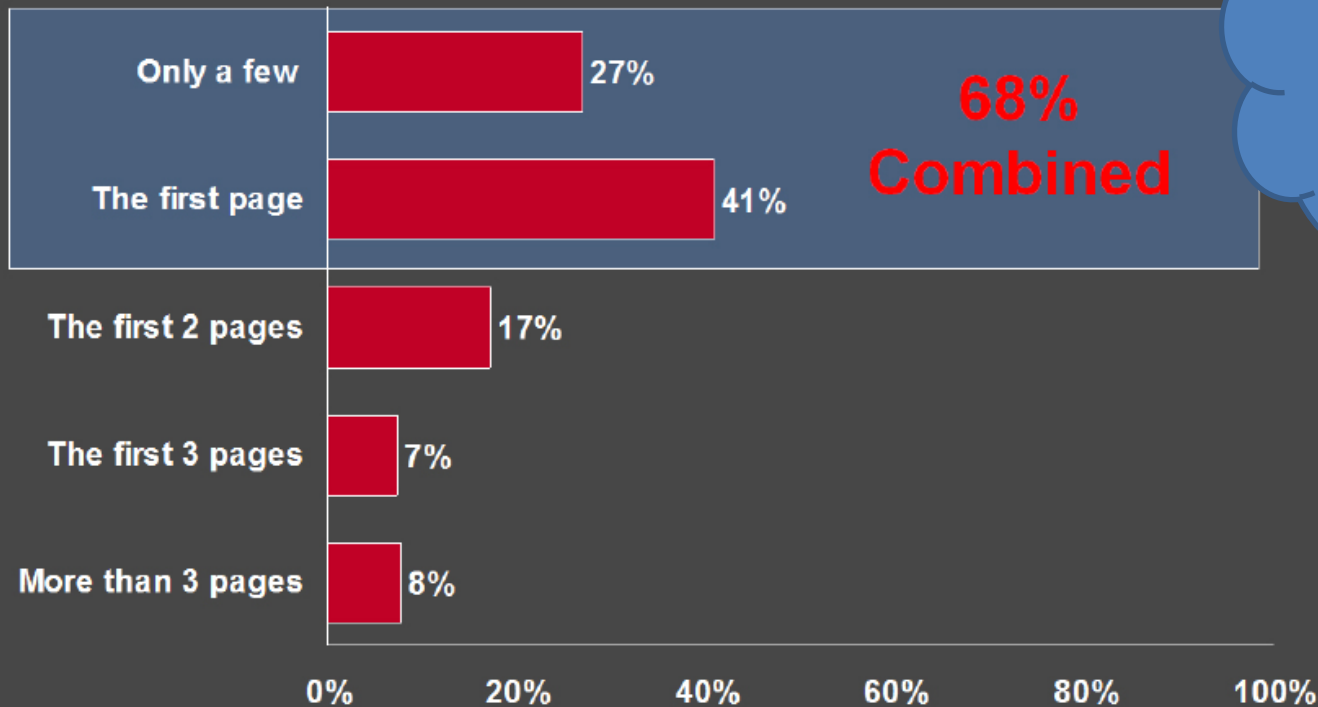


Why the Obsession with Google?



70% of Users Don't Go Beyond the 1st Page of Search Engines!

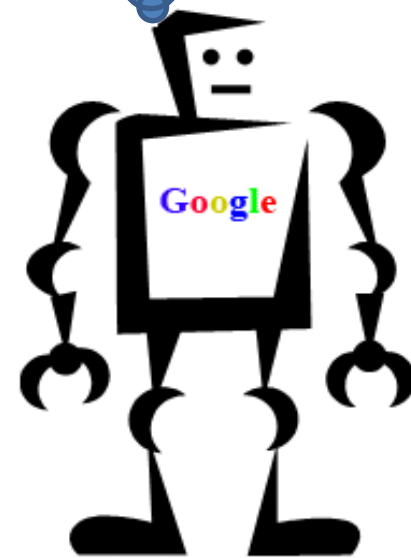
68% Of Search Engine Users Click Results Within The First Page of Results



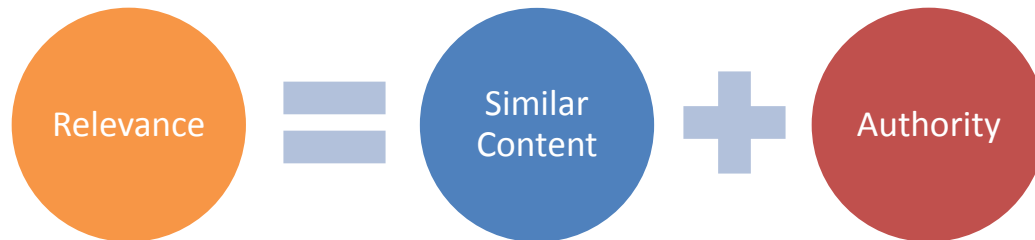
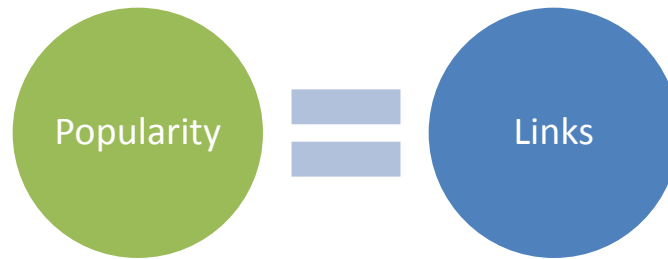
Question: When you perform a search on a search engine and are looking over the results, approximately how many results do you typically review before clicking one? (select one)

Percentage of Search Engine Users

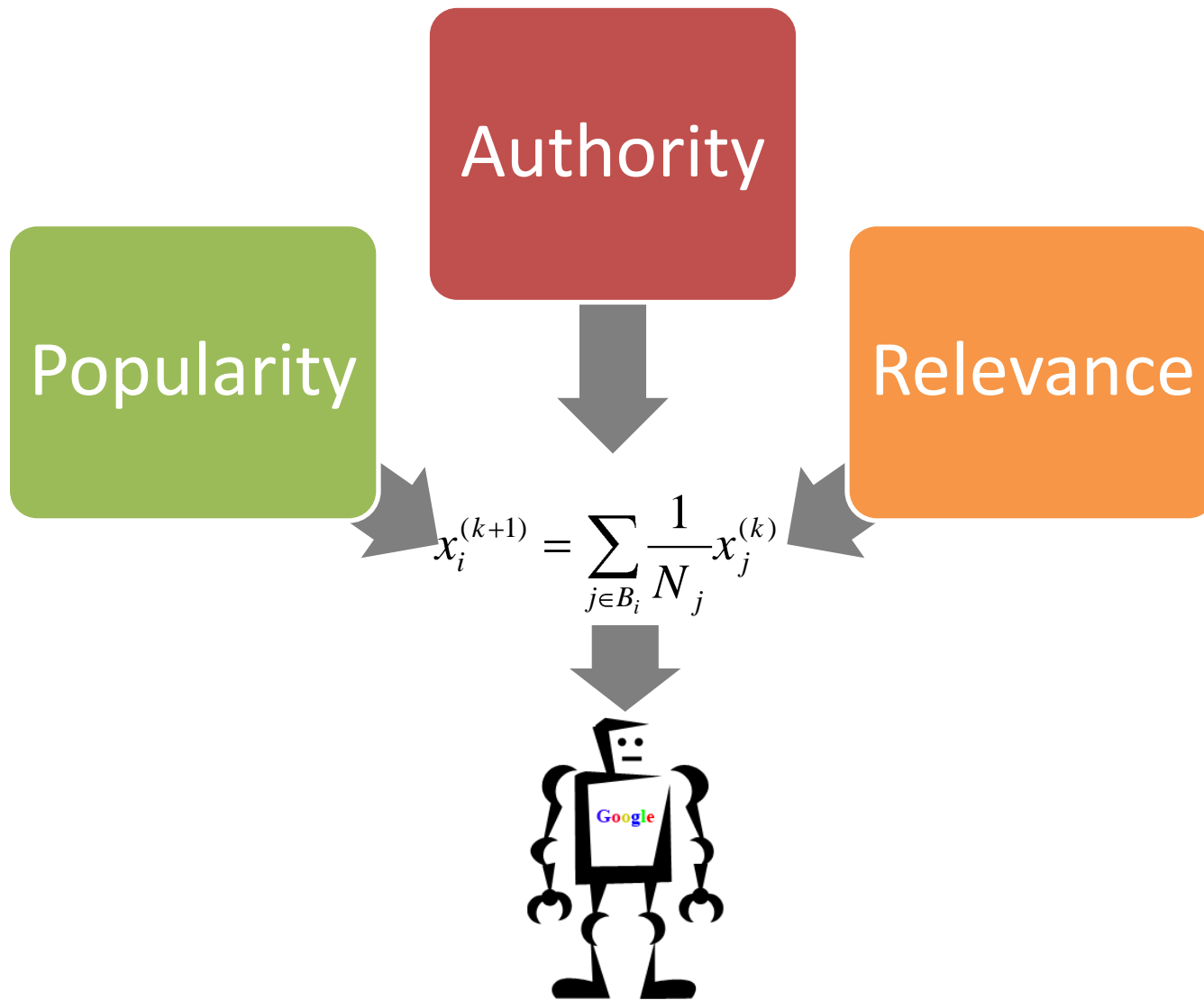
Well, looks like getting to that first page is REALLY important then.



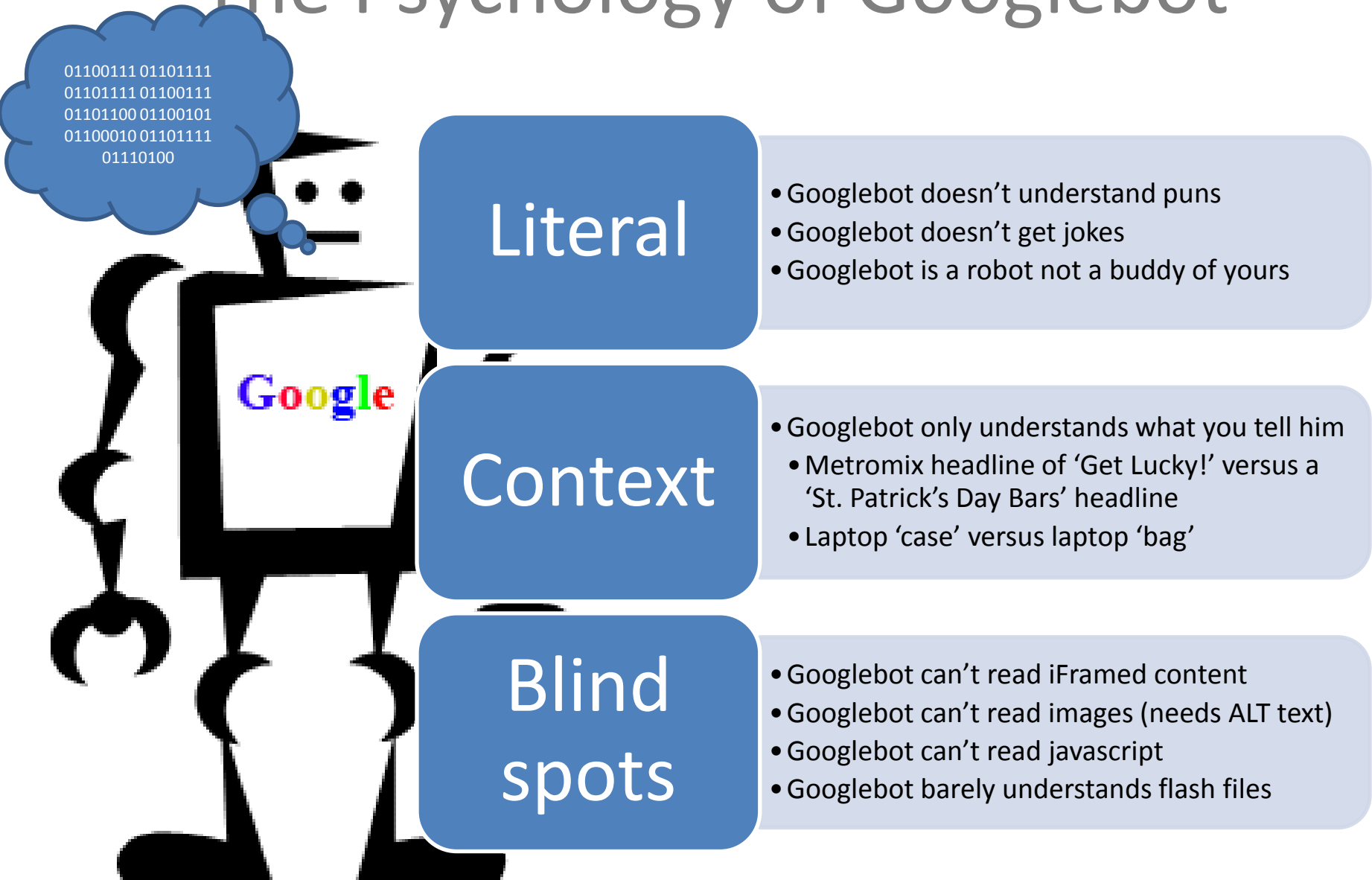
How a Webpage Ranks Well in Search Engines



What We Know and Don't Know



The Psychology of Googlebot



01100111 01101111
01101111 01100111
01101100 01100101
01100010 01101111
01110100

Literal

- Googlebot doesn't understand puns
- Googlebot doesn't get jokes
- Googlebot is a robot not a buddy of yours

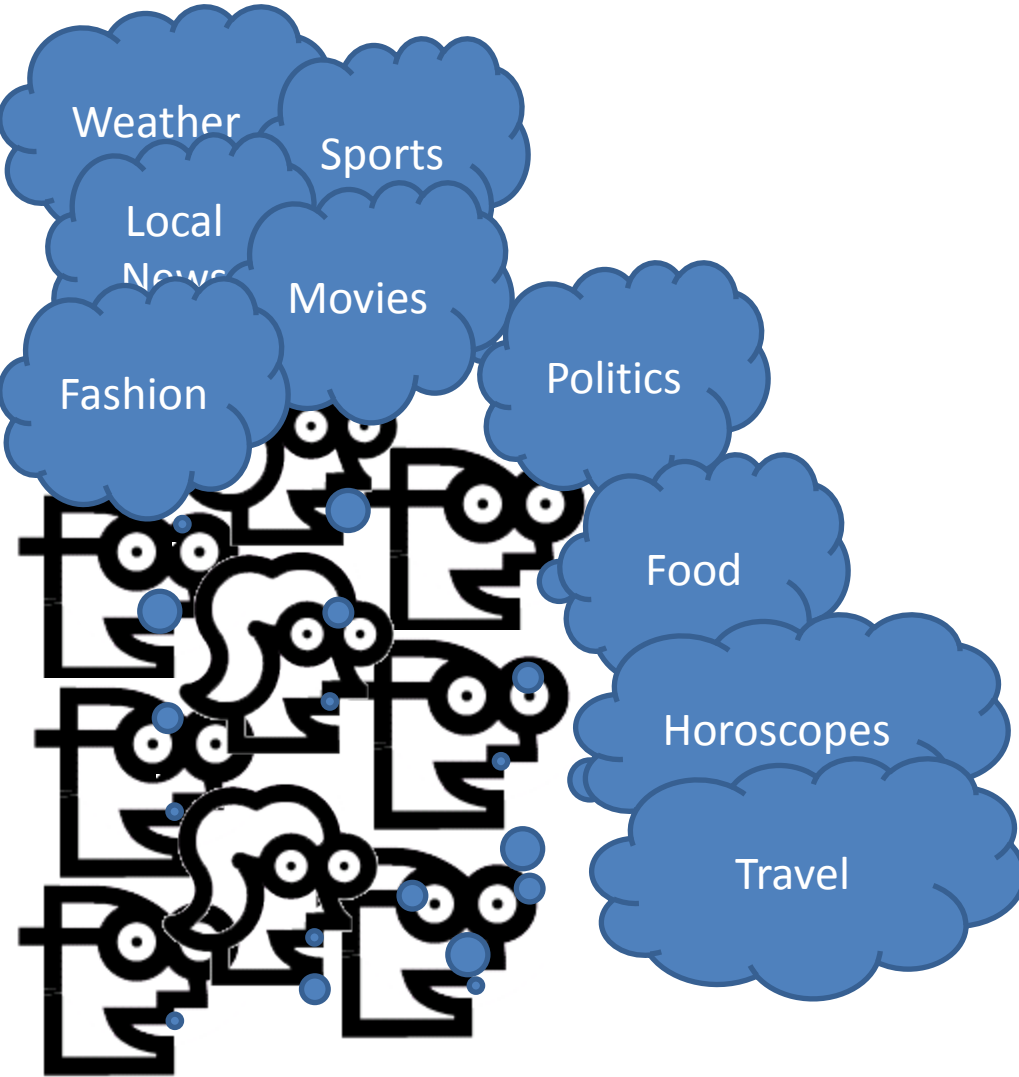
Context

- Googlebot only understands what you tell him
- Metromix headline of 'Get Lucky!' versus a 'St. Patrick's Day Bars' headline
- Laptop 'case' versus laptop 'bag'

Blind spots

- Googlebot can't read iFramed content
- Googlebot can't read images (needs ALT text)
- Googlebot can't read javascript
- Googlebot barely understands flash files

SEO: Where Do I Start?





Google Keyword Research Tool

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:
obama

Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. [?](#)
http://www.chicagotribune.com/topic/politics/gove

Include other pages on my site linked from this URL

[Or, enter your own text in the box below. \(optional\)](#)

[Filter my results](#)

Provides long list of related terms (exports)

Shows approx. search volume

Shows advertiser competition for terms

Shows keywords by URL

Keywords	Advertiser Competition	Local Search Volume: August	Global Monthly Search Volume
Keywords related to term(s) entered - sort by relevance			
obama		20,400,000	45,500,000
barack obama		2,240,000	11,100,000
obama barack		2,240,000	11,100,000
micelle obama		823,000	1,830,000
obama speech		246,000	1,830,000
obama video		135,000	450,000
barak obama		90,500	673,000
obama barak		90,500	673,000
barrack obama		60,500	368,000
obama campaign		60,500	301,000
obama 2008		49,500	201,000
obama biography		49,500	246,000
obama election		49,500	201,000
barack obama speech		27,100	368,000
senator obama		27,100	60,500
obama books		14,800	33,100
obama senate		12,100	49,500
barack obama campaign		9,900	49,500
bio obama		6,600	49,500
barac obama		4,400	60,500
barach obama		3,600	18,100
obama profile		2,400	14,800
obama baraka		1,600	12,100

<https://adwords.google.com/select/KeywordToolExternal>



Sep 1, 2009 - [change date](#)

1. [gmail down](#)
2. [gmail outage](#)
3. [gmail not working](#)
4. [gmail problems](#)
5. [gmail down september 1 2009](#)
6. [what s wrong with gmail](#)
7. [gmail server error](#)
8. [gmail status](#)
9. [gmail crash](#)
10. [google down](#)
11. [gmail blog](#)
12. [gulbis tennis](#)
13. [gmail news](#)
14. [people of walmart](#)
15. [people of wal mart website](#)
16. [duggars 19th child](#)
17. [jaycee dugard daughters photos](#)
18. [gmail account](#)
19. [olivia rogowska](#)
20. [tropical storm erika](#)
21. [gmail help](#)
22. [art schlichter](#)
23. [yosi sergant](#)
24. [duggar family](#)
25. [duggars](#)
26. [michelle duggar](#)
27. [google outage](#)
28. [jim thome](#)
29. [rogowska tennis](#)
30. [gmail issues](#)
31. [google apps status](#)
32. [kronos gyros](#)
33. [rescue me season 6](#)
34. [google 502 server error](#)
35. [pironkova](#)
36. [quiverfull](#)
37. [michael jackson hoax video](#)
38. [erich kunzel](#)
39. [patrick courrielche](#)
40. [michael yani](#)
41. [leah lust video](#)
42. [dahn yoga cult](#)
43. [station fire los angeles](#)
44. [hurricane jimena path](#)
45. [alpine nj](#)
46. [yucaipa fires](#)
47. [gmail.com.email](#)
48. [ernests gulbis](#)
49. [callie rogers](#)
50. [candice crawford](#)

Google Hot Trends: Introduction

Top 100 Search Terms

- Shows highest volume search terms by percentage of increase
- Updated every hour on the hour

Powerful for . . .

- Breaking news
- Historical top terms by date

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



Google Hot Trends: An Indication of Hourly Search Trends

gmail down

Hotness: **Volcanic**

Related searches:

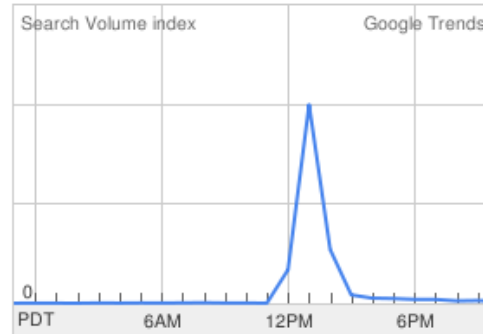
gmail, gmail outage, gmail status, gmail down september 1 2009, gmail is down

Peak:

1PM (PDT)

Location:

6% - New York, NY



Hotness Factor

- Volcanic – Extreme volume, usually high competition
- On Fire – High volume, considerably less competition
- Spicy – Strong volume, not worth chasing unless it's a hyperlocal term or you're a small site though
- Medium – Medium volume, not worth chasing after

Other Things to Consider

- Graph – Watch it and catch terms while they're still peaking
- Related Searches – Use them in your body text, subheadlines, etc.

gmail news

Hotness: **On Fire**

gmail issues

Hotness: **Spicy**

gmail 502

Hotness: **Medium**

Related searches:

gmail down, gmail 502 server error, gmail 502 error, gmail, gmail outage

Peak:

1PM (PDT)

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



Don't Assume. Research. Think Creatively.

penile fracture

Hotness: **Volcanic**

Related searches:

broken penis, penis fracture, penal fracture, fractured penis, penis bone

Peak:

6PM (PDT)

Hot Trends (USA)

Jan 22, 2009 - [change date](#)

1. [penile fracture](#)
2. [broken penis](#)

Hot Trends (USA)

Jan 23, 2009 - [change date](#)

1. [elisabeth moss](#)
2. [straight up lyrics](#)
3. [rastafarian](#)
4. [road to perdition](#)
5. [rick springfield](#)
6. [penile fracture](#)

Blog posts

[subcondylar humerus fracture - VKER Health](#)

Sep 2, 2009

Peak time carefully **penile fracture** "" ->. keywords: the penis "**fracture** en types: physiological embarrassing index: u painted painted u [u] is this thing only afford to rent a room 14 ranch house of old. ... <http://www.vker.net/>

[Penile Fracture: Broken Penis On "Grey's" Sparks Flurry](#)

Jan 23, 2009

According to the search engine Google, two of the three most searched terms are "**penile fracture**" and "broken penis". It follows an episode of [Grey's Anatomy](#) Stairway to Heaven, screened ... According to the search engine ... <http://www.huffingtonpost.com/thenewswire/>

[Penile Fracture: Broken Penis](#)

Jan 22, 2009

Penile fracture /broken penis is a rupture of the tunica albuginea, which encloses the corpus cavernosum penis. It can only happen while the penis is erected during intercourse mostly during woman-on-top positions like the cowgirl ... <http://health.spreadit.org/>

[More blog results »](#)

Web results

[Penile fracture - Wikipedia, the free encyclopedia](#)

Aug 24, 2009 ... A **penile fracture** is an extremely rare injury caused by the en.wikipedia.org

[Penile Fracture and Trauma: eMedicine Urology](#)

Overview: Traumatic **penile** injury can be due to multiple factors. **Penile fracture** emedicine.medscape.com

[Penile Fractures: More Than a Sex Myth on 'Grey's Anatomy' - ABC News](#)

Jan 23, 2009 ... Can a **penis** break -- as in an episode of ['Grey's Anatomy'](#)? abcnews.go.com

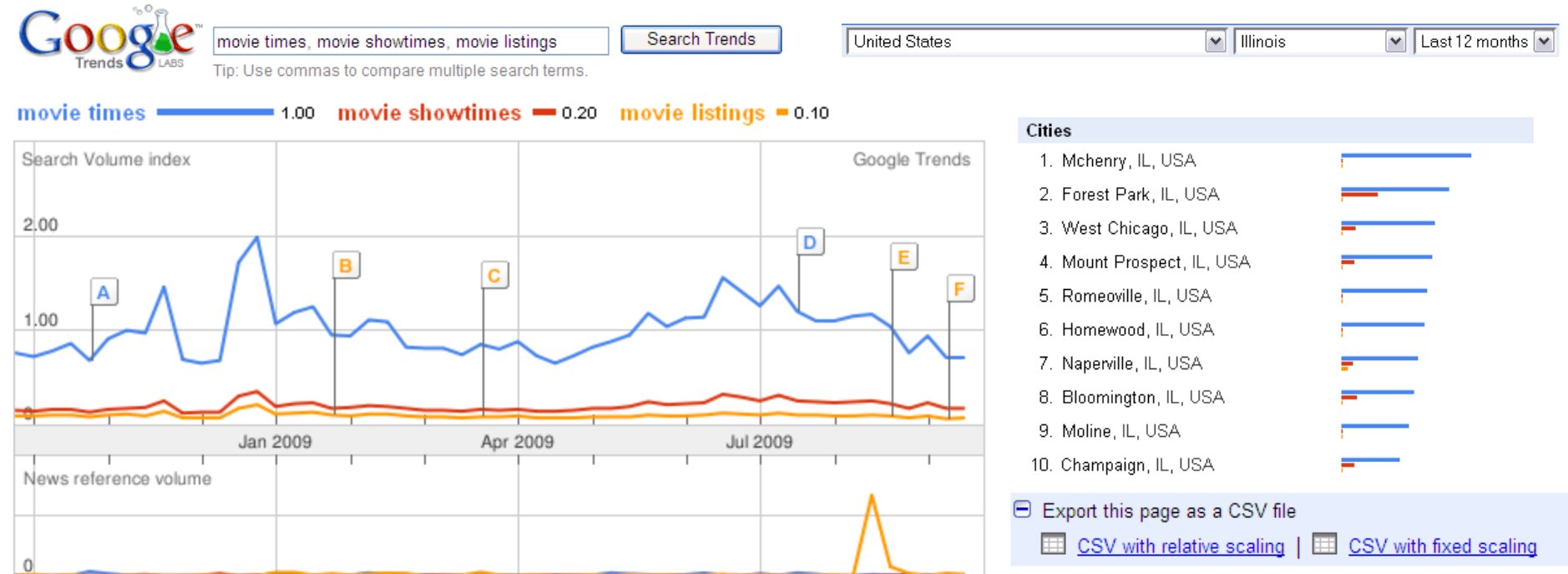
[I Broke My Penis | The story of my penile fracture](#)

Feb 17, 2008 ... **Penile fracture** is something that doesn't happen too often. www.ibrokemypenis.com

[More web results »](#)



Google Trends: Compare Search Volume by Terms



Compare multiple terms to determine which term receives the highest volume of search traffic.

Use the drop down menus to change the date range and regional data sets.

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

Google Insights: Keywords by Category/Subcategory/Region

Filter

United States All subregions

Last 7 days

Entertainment

- Computers & Electronics
- Entertainment
 - Celebrities
 - Clubs & Nightlife
 - Comics & Animation
 - Anime & Manga
 - Cartoons
 - Comics
 - Dancing
 - Entertainment Industry
 - Fashion & Modeling
 - Fun & Trivia
 - Humor & Bizarre
 - Movies
 - Multimedia Content
 - Music
 - Radio
 - TV
- Finance & Insurance

Top searches

1.	lyrics	100
2.	youtube	55
3.	music	25
4.	movies	20
5.	kanye	15
6.	you tube	10
7.	taylor swift	10
8.	kanye west	10
9.	espn	10
10.	fox	5

New!  [Embed this table](#)

Discover the top volume search terms by category

Discover fastest rising search terms by category

Rising searches

1.	kanye west vma	Breakout
2.	vma	+5,000%
3.	patrick swayze	+1,800%
4.	kanye west	+850%
5.	kanye	+750%
6.	oprah	+300%
7.	taylor swift	+250%
8.	jay z	+170%
9.	beyonce	+120%
10.	the office	+100%

New!  [Embed this table](#)

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

Microsoft's xRank: Celebrity Keyword Research

xRank™

1 Tawny Kitaen

Tawny Kitaen



xRank™: 1

- Actress **Tawny Kitaen** arrested in California for DUI *Morning Journal 9/28/2009*
 - **Tawny Kitaen** arrested on DWI charge *The Money Times 9/28/2009*
 - **Tawny Kitaen** arrested on DUI charge in Calif. *Vindicator 9/28/2009*
- [More news](#)

Top celebrities

Sun Sep 27, 2009

- 1 **Tawny Kitaen**
 - 2 Roman Polanski
 - 3 Etta James
 - 4 Pamela Anderson
 - 5 Halle Berry
 - 6 Ali Larter
 - 7 Phoebe Cates
 - 8 Megan Fox
- Tiger Woods
Muddy Waters

Trends Data

- Updates multiple times per day
- Graph of trend history

Categories

- Celebrities
- Musicians
- Politicians

Related Articles

- News
- Images
- Videos

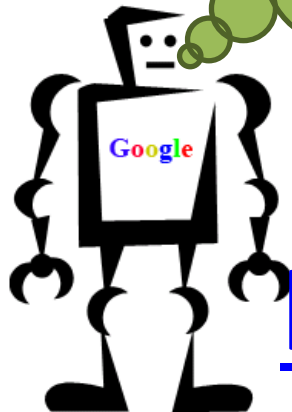
Hmm. Gates, got xRank right at least.

12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27
Week of 9/06/2009 Week of 9/13/2009 Week of 9/20/2009

p | Previous | Next

kitaen images, tawny kitaen biography

<http://www.bing.com/xrank>



But...where do you put the keywords?

Homepage/Post HTML Title Tag

- The most important SEO field
- Communicate loudly but don't spam
- Must be unique!

Meta Description

- Important mainly due to click through
- The goal is to entice the human click to your link
- Write a unique description for each post

H1 Tag/Post Title

- Reiterate what the title tag states, one H1 per page
- Beat up your designers that use if tor 'style' instead of SEO emphasis

First Paragraph

- Reiterate what your H1 tag states
- Utilize words that Google thinks are related
- All posts must have at least a paragraph of text!

G' News Categories, Bold/Italics, URL

- Use Google News categories for increased visibility
- Bold/italics puts heavier SEO emphasis on keywords
- URL is important for relevance with inbound links

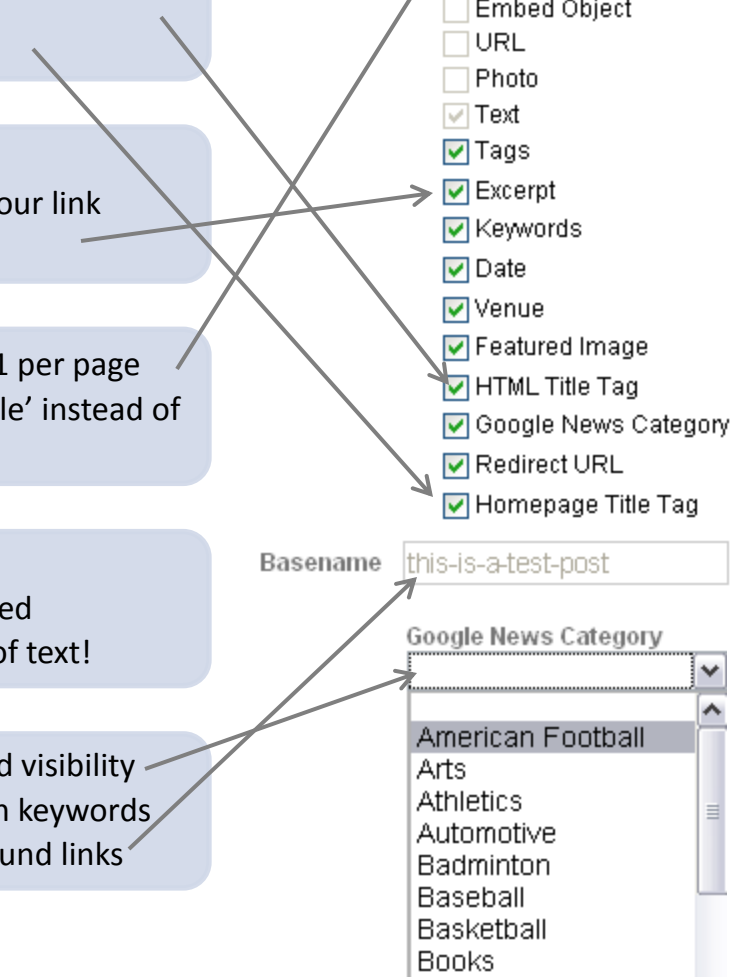
Display Options

- Fields
- Title
 - Audio
 - Embed Object
 - URL
 - Photo
 - Text
 - Tags
 - Excerpt
 - Keywords
 - Date
 - Venue
 - Featured Image
 - HTML Title Tag
 - Google News Category
 - Redirect URL
 - Homepage Title Tag

Basename

Google News Category

American Football
Arts
Athletics
Automotive
Badminton
Baseball
Basketball
Books



Keyword Usage: HTML Title Tags

HTML Title Tag

Keyphrase: Then a keyphrase loaded headline

An optional title for your blog post that will only appear in the HTML title tag (this helps improve SEO).

Blog Post HTML Title Tag

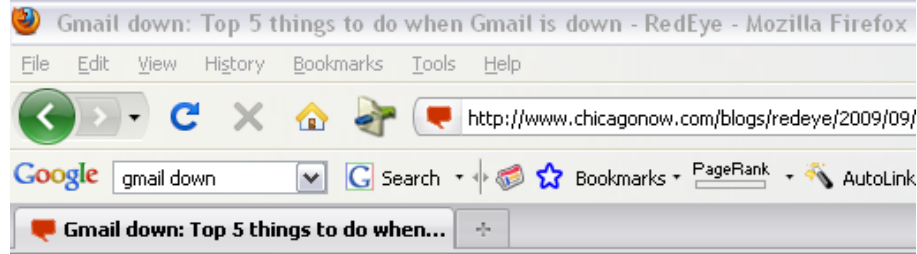
- Use keyword, followed by colon, followed by a typical headline
- Insert keyphrase twice if possible
- Speak to a national audience
- Don't look too spammy but draw attention
- **MOST POWERFUL FIELD FOR SEO RELEVANCE!**

Gmail down: Top 5 things to do when Gmail is down - RedEye

I never realized how much of a 'loss' it is when **gmail** is **down**. I don't know what to do now, maybe I can get started on that book I've been waiting forever ...

www.chicagonow.com/.../top-5-things-to-do-when-gmail-is-down.html -

[Cached](#) - [Similar](#) - [Share](#) - [Close](#)



Homepage Title Tag

Keyword, keyword and keyword now filler text to make a phrase

An optional title for your blog post that will only appear on the home page.

Blog Homepage HTML Title Tag

- Put keywords first in the title tag
- Work the keywords into a phrase
- Use keywords that occur routinely across the entire blog
- Don't look too spammy but draw attention

CTA Tattler | ChicagoNow

Published in **CTA Tattler** in the news, **CTA** budget news, **CTA** capital spending, **CTA** service changes and tagged capital spending, **CTA**, stimulus funds ...

www.chicagonow.com/blogs/cta-tattler/ - [Cached](#) - [Similar](#) - [Share](#) - [Close](#)



Keyword Usage: Meta Description

[Gmail down: Top 5 things to do when Gmail is down - RedEye](#)

I never realized how much of a 'loss' it is when **gmail is down**. I don't know what to do now, maybe I can get started on that book I've been waiting forever ...

www.chicagonow.com/.../top-5-things-to-do-when-gmail-is-down.html -

[Cached](#) - [Similar](#) -   

Excerpt

This is where it appears in Google.

Entice humans to click

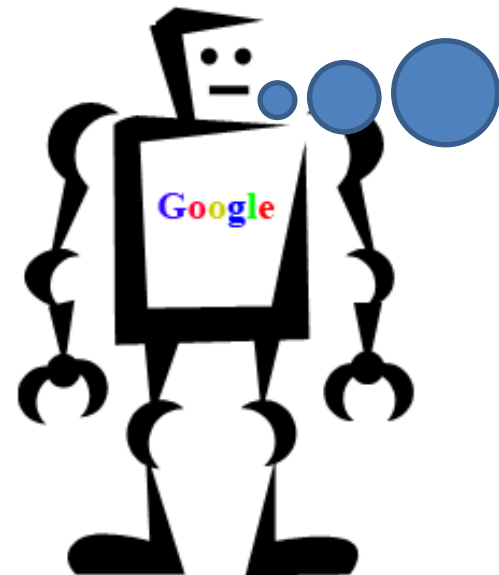
Don't tell them everything

Use keyword at least once

Speak to national audience

Don't look too spammy but draw attention

Remember the Meta Description does little good to get you to the front page of Google but does a lot to get humans to click on your content!



Keyword Usage: Blog Post Title

REQUIRED

- Include targeted keyphrase

RECOMMENDED

- Exact match keyphrase
- Place keyphrase in front
- Differentiate from blog post title tag
- Be succinct

DO NOT...

- Use AP or other newswire headline
- Use hyper-local buzz phrases
- Be too witty at cost of search relevance

Keyword Usage: URL/Base Name

REQUIRED

- Use targeted keyphrase
- Separate words with hyphens

RECOMMENDED

- Utilize the keyphrase mentioned in Google Trends
- Include at least a 3-digit number

DO NOT...

- Abbreviate or omit vowels, etc.

Keyword Usage: Examples

SEO Title

- Michelle Obama's Dress: Who made Michelle Obama's dress, plus photos -- Chicago Tribune

SEO Description

- Michelle Obama's dress and other wardrobe choices have been a breath of fresh air in the fashion industry. Learn about her dress at the ...

Headline

- Who made Michelle Obama's dress?

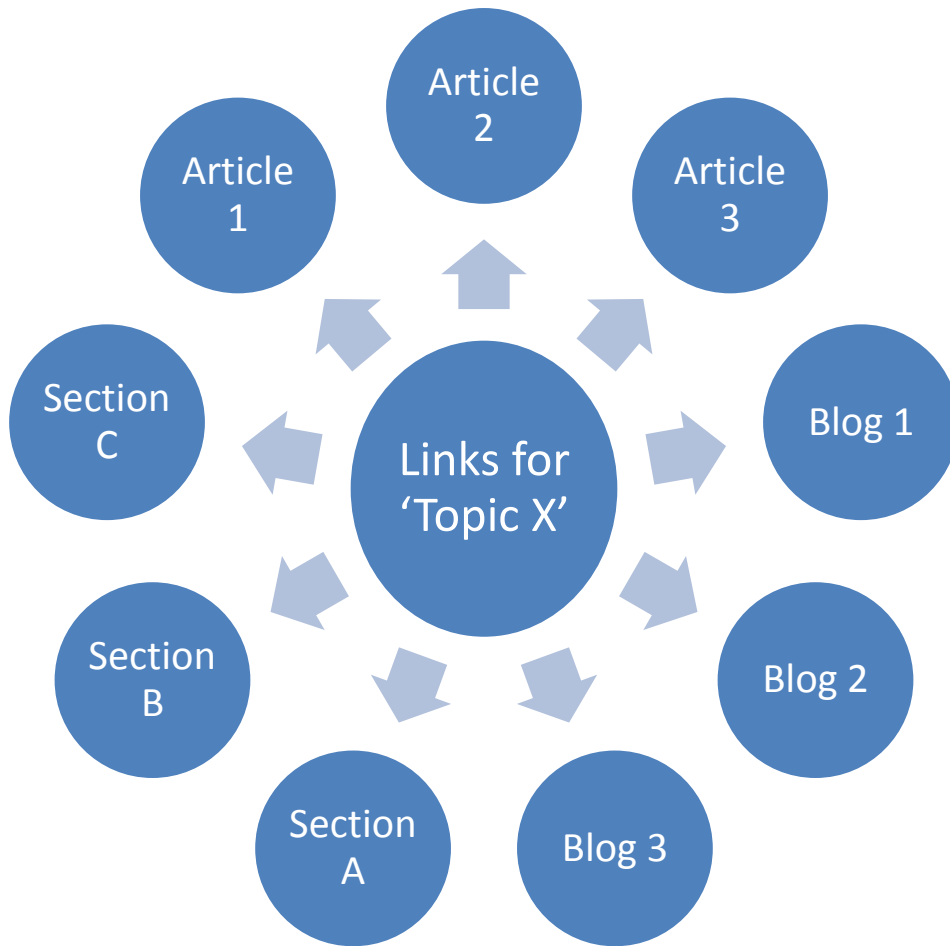
First Paragraph

- Changing into an elegant black-and-white Isabel Toledo dress from springy J.Crew pieces Wednesday in London, First Lady Michelle Obama showcased her ...

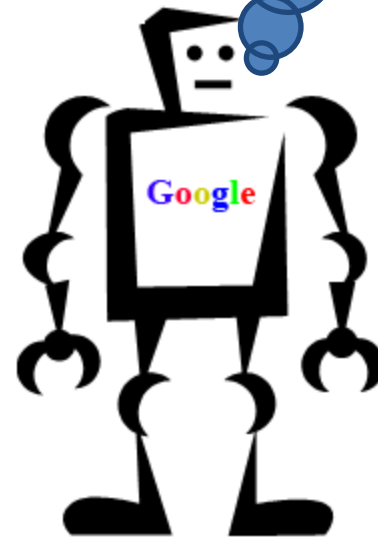
G' News Categories, Bold/Italics, URL

- URL: /chi-michelle-obama-dress-story
- Bold/Italics: Michelle Obama
- G'News Categories: Lifestyle, Celebrities

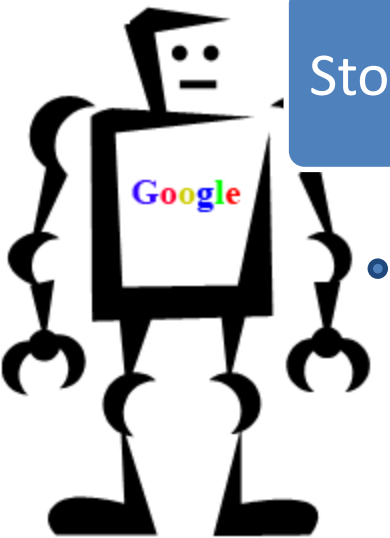
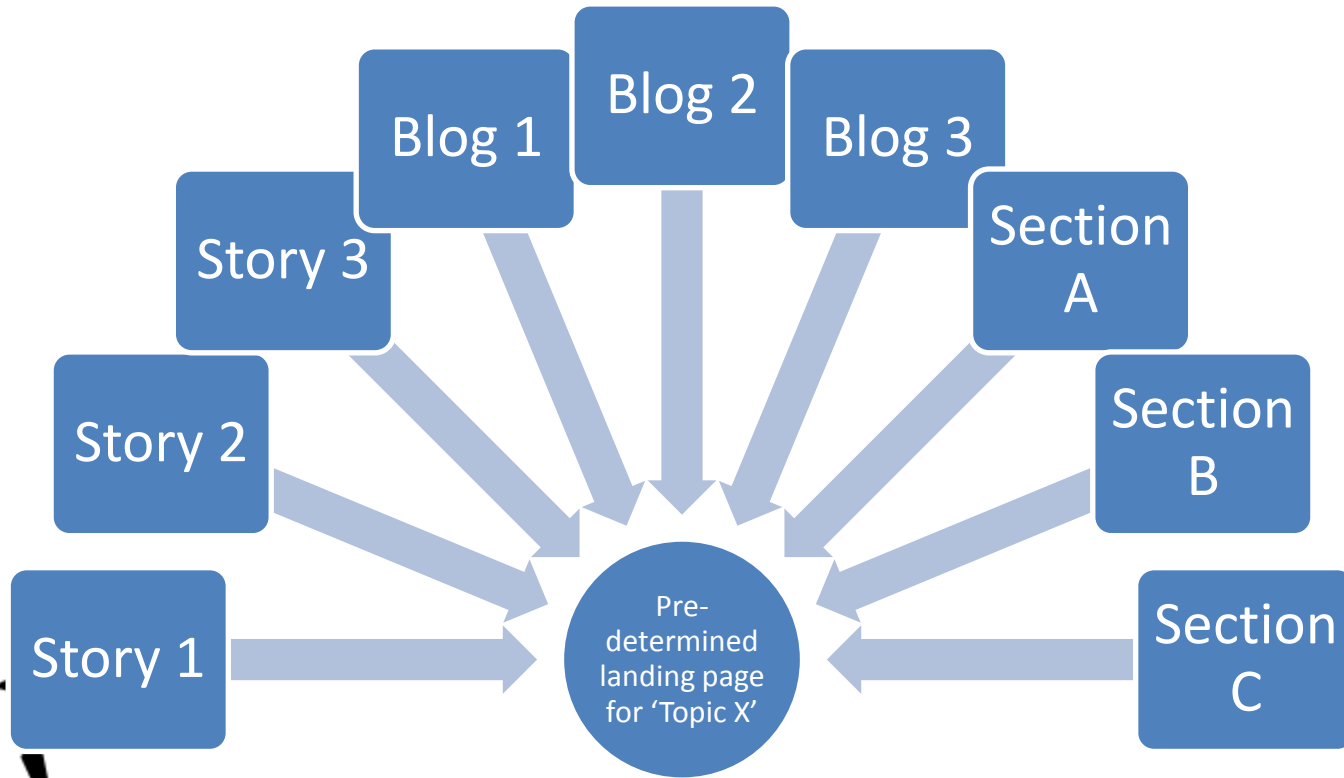
Linking Structure: Unorganized



None of this content is that popular. I'm not going to rank it well.



Linking Structure: Organized



Now this is popular content. I'm going to rank it well.

Google News: It's About the One-Box

Web [News](#) [Blogs](#)

Results 1 - 100 of about 2,420,000 for **Michelle Obama dress**. (0.18 seconds)

News results for [Michelle Obama dress](#)



[Can Jason Wu Do More Than Dress Michelle Obama?](#) - 19 hours ago

Wu, 26, became an overnight star when **Michelle Obama** wore his white, one-shoulder gown to the inaugural balls. He makes the kind of clothes Mrs. **Obama** ...

[Slate](#) - [162 related articles](#) »

[Maria Pinto, Michelle Obama's designer, hopes for Hollywood fame](#) -

[Los Angeles Times](#) - [3 related articles](#) »

[Maria Pinto Explores Curves: Eyes Academy Awards](#) -

[Wall Street Journal Blogs](#) - [17 related articles](#) »

Google News One-Box

- Appears on first page of Google Web for breaking news content
- Is piped into several other Google products

Google News Homepage

- Decent traffic (though not like Yahoo! Homepage)
- Increases crawl and indexing in alternative search engines

Google News: Inclusion Submission

General Information

* How many authors and editors contribute to the creation of your news content?

Please select one

* Contact information available on your site:

http://

Example: <http://MyNewsSite.com/ContactUs>

List of authors and editors available on your site:

http://

Example: <http://MyNewsSite.com/AboutUs/Staff>

Site Location Information

* City:

Google News Inclusion Submission Form

- Google News is by submission only. Furthermore, the site must be approved by Google to be in Google News.

Submission Form URL

- http://www.google.com/support/news_pub/bin/request.py?contact_type=suggest_content

Your contact information

Google News is a Different Animal

URL Differences

- First impression is REALLY important. Slow to recrawl
- Prefers Fresh URLs (i.e. new URLs)
- MUST Have at Least a 3-digit Number in the URL (or sitemap)

Traffic Trends

- Greater Peaks & Valleys
- Easier to Win But Evaporates Quickly
- Google News 'One-Box' in Google Web is Unpredictable

Less Understood

- More a Script Than a Spider
- Change to Site Requires Notification to Google News
- Google News Homepage = Uncertainties

Robots Activity

- Much More Reliant on Sitemaps (Specifically News Sitemaps)
- No Separation of Googlebot from 'Gnewsbot'
- Causes Control Issues for Webmaster

Contact Info

Brent D. Payne

- **Director, Search Engine Optimization**
- **Tribune Company, 435 N. Michigan, Chicago, IL 60611**
 - Phone: 312.324.3344
 - Email: bpayne@tribune.com
 - Instant Messenger/Personal Email: bpayne@gmail.com
 - Twitter: @BrentDPayne (follow w/ caution)
 - Driver's License Number: BDP24456U8
 - Passport Number: 46645347666

Google Trends: Win Example

Whoa! Great title tag and headline. No wonder I ranked this story well. Look at that traffic too!

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I never realized how much of a 'loss' it is when **gmail** is **down**. I don't know what to do now, maybe I can get started on that book I've been waiting forever ...

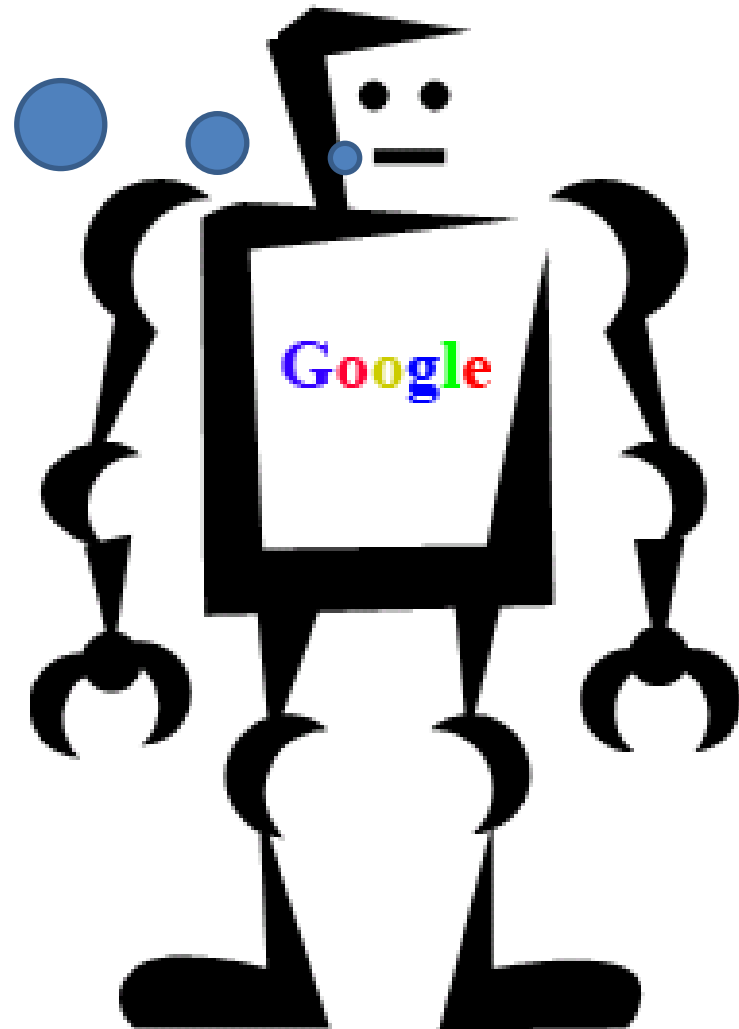
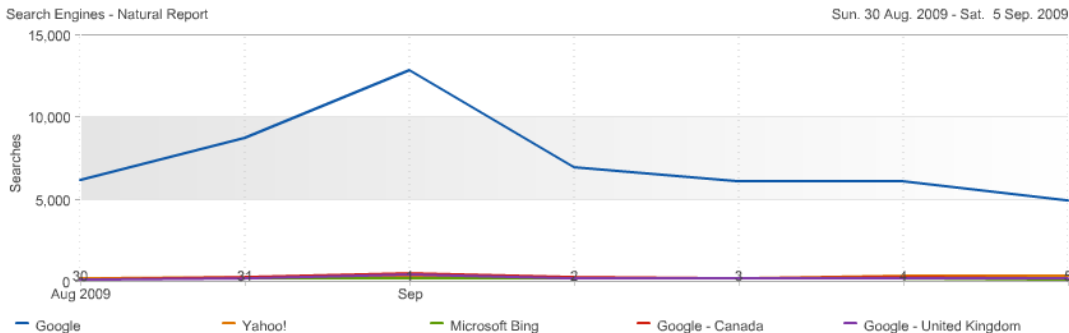
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