Search Engine Optimization Implementation

Opportunity Analysis and
Competitive Research

Maintenance
and Strategy
review

Strategy
Development

Dedicated
SEO

Keyword
Research

Reporting

Link
Building

On-page
Optimization

1. **Opportunity Analysis/Competitive Research**
   The first step in any SEO strategy is to agree on why you are optimizing a web site. The majority of our clients, except for maybe consumer, do not sell directly from their website. A good rule of thumb is if they don't have a shopping cart/check out button on their web site – the client is not selling from the web. For the majority of our clients, you will need to optimize the client's position relative to their technology. For example, for Aryaka you would not optimize keywords like Aryaka or MyAryaka, but rather WAN optimization, cloud WAN optimization, application acceleration, etc. When approaching SEO strategy, do not think like a PR person. Think from the perspective of your client's target audience (whether a customer prospect, partner, investor, employee prospect, etc.) on how they will find the website or content.

   Start with a competitive analysis of what competitive companies are doing with their SEO. Using Aryaka as an example, we'll explore Riverbed's keywords embedded in their HTML.

   When viewing a website right click and click VIEW PAGE SOURCE. You should get something like this:

```
1  <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2  <html xmlns="http://www.w3.org/1999/xhtml">
3  <head>
4  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
5
6  <!-- Stylesheet -->
7  <link rel="stylesheet" type="text/css" href="/us/assets/common/css/rb-styles.min.css" />
8  <link type="text/css" href="/jq-ui-1.7.3/themes/riverbed-ui/jquery-ui-1.7.3.custom.min.css" rel="stylesheet" />
9
10 <!--[if IE 6]>
11 <link rel="stylesheet" type="text/css" href="/us/assets/common/css/rb-styles-ie6.css" />
12 <script type="text/javascript" src="/us/assets/common/js/DD_belatedPNG_0.0.8a-min.js"></script>
13 <![endif]-->
14
15 <!--[if gte IE 7]>
16 <link rel="stylesheet" type="text/css" href="/us/assets/common/css/rb-styles-ie.css" />
17 <![endif]-->
18
19 <!-- JavaScript -->
20 <script type="text/javascript" src="http://ajax.googleapis.com/ajax/libs/jquery/1.4.3/jquery.min.js"></script>
21 <script type="text/javascript" src="/us/assets/common/js/jquery-ui.min.js"></script>
22 <script type="text/javascript" src="/us/assets/common/js/jquery.cookie.min.js"></script>
23 <script type="text/javascript" src="/jq-ui-1.7.3/ui/minified/ui.dialog.min.js"></script>
24 <script type="text/javascript">
25        //<![CDATA[
26        /* $(function() {
27
28             if($.cookie('overlay_cookie_mq') == null)
29             {
30                 $("#dialog").dialog({
31                     modal: true,
32                     closeText: 'hide',
```

This is the web site's raw HTML coding. Scroll down until you see Title and Meta tags that should look like this.

```
<title>Network Tools That Help Run Your Business Faster | Riverbed</title>
<meta name="keywords"
       content="WAN bandwidth optimization, IT consolidation, WAN optimization, application acceleration, Riverbed" />
<meta name="description"
       content="Riverbed. WAN optimization for your network: Application acceleration, WAN bandwidth optimization, and IT consolidation Riverbed is the IT
performance company. WAN optimization solutions from Riverbed liberate businesses from common IT constraints by increasing application performance, enabling
consolidation, and providing enterprise-wide network and application visibility  all while eliminating the need to increase bandwidth, storage or servers. " />
```

Looking at the keywords listed, you can begin to formulate a strategy for which phrases should be integrated into the website and hosted collateral to maintain a competitive edge for terms like "WAN bandwidth optimization." Note the Title and Meta descriptions have been optimized for both search engines and end user search. "Network Tools That Help Run Your Business Faster" could easily be an actual search term that an inexperienced IT admin would use when evaluating vendors. Also the prominence of keyword insertion in the Content Tag is filled with keywords including WAN optimization, application acceleration, WAN bandwidth optimization etc. These keywords help Google and other search engines make relational decisions between content and will begin to associate Riverbed with WAN optimization leading to increased rankings for the optimized terms in search engine results.

2. **Strategy Development**
   This part gets tricky. Think of how you can best apply these keywords to existing PR programs or consider a long-term consulting fee as part of the account. Be advised that SEO is difficult to package for clients as a billable item aside from keyword research (which we'll discuss below) and should be best considered as an ongoing add-on to additional services. Using Aryaka as an example, consider inserting keywords into the existing website, updating meta tags, or renaming hosted content files (like white papers) on the website. Quick fixes like these are easiest to implement on a one off/quarterly basis.

3. **Keyword Research**
   This next step is easily the least fun in the SEO process. Here you'll use Keyword discovery tools to identify keywords you may not have thought of and gauge their competitiveness. Depending on the scope of the project, consider contacting an eLancer or freelance contractor for the research of keywords. Be advised that this process can cost anywhere from $100-$10,000 depending on the number of products/solutions offered, amount of web content, and competition among key words.

   Use Google's Keyword tool as a starter. After going to:
   https://adwords.google.com/o/Targeting/Explorer?__u=1000000000&__c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none . You should find something like this.
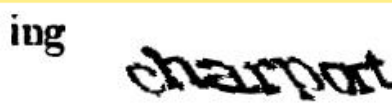
   Begin experimenting with phrases and terms and begin developing an excel spreadsheet with terms and their estimated competitiveness. Don't rule out unpopular terms as they may be a source of untapped traffic. For example, WAN optimization may be highly competitive, but "cloud WAN op" or "box free WAN optimization" may have little to no competition.

   After typing in WAN optimization, we get the following results:

	Keyword	Competition	Global Monthly Searches ⓘ	Local Monthly Searches ⓘ
☐	☆ juniper wan acceleration	Medium	170	58
☐	☆ bandwidth monitor	Medium	110,000	33,100
☐	☆ river bed	Low	110,000	60,500
☐	☆ monitor wan traffic	High	260	91
☐	☆ **wan optimization** market size	High	58	36
☐	☆ network tools	Medium	246,000	74,000
☐	☆ wide area network	Low	33,100	8,100
☐	☆ network management	Medium	550,000	90,500
☐	☆ wan acceleration solution	High	28	< 10
☐	☆ wan traffic	Low	2,900	1,000
☐	☆ network monitor	High	368,000	110,000
☐	☆ bandwidth	Low	3,350,000	673,000
☐	☆ **wan optimization** techniques	High	73	22
☐	☆ bandwidth management	Medium	40,500	5,400
☐	☆ network speed test	Low	1,830,000	673,000
☐	☆ network speed	Low	2,240,000	1,000,000
☐	☆ application acceleration and **wan optimization** fundamentals	High	73	16
☐	☆ dual wan router	High	14,800	4,400

Check out this little gem. The term WAN traffic has low competition and 2,900 global monthly searches. For Aryaka, this could be an untapped traffic source to optimize for.

4. **Optimization/Integration**

   After developing your list of keywords begin integrating them into the Header, Meta, and copy of the website. Your web development guy (in most cases talk to Clara) will be able to easily insert new tags into meta and content fields. Consider inserting these keywords into copy as well. Remember that search engines read from top down, left to right. The more prominent keywords are in headers, subheads, and initial sentences and paragraphs of website copy the better. When optimizing website copy, be cautious of using the same keyword more than 3 times on the page. Google will penalize placement in search results if the spiders (robots that crawl the website) feel that you are spamming keywords.

- **Title Tag**: The title tag is a great place to use your keyword phrases. The title tag consists of those words you see at the top of your browser window in the blue space, and it is what search engines grab for the title display in their search results; so obviously, it's an important part of your search engine optimization strategy. Here's an example: **[Keyword Phrase] - How To [Keyword Phrase]**.
- **Headline**: Most people who read on the Web scan Web pages quickly. This is why headlines are so important - they give your reader a chance to get what they need fast with a minimum of fuss (again, back to that great user experience). Use your keyword phrase again in the headline: **How To [Keyword Phrase]**.
- **Content**: Now you need to write your keyword phrases into your site content. This is where it can get tricky; for example here is a sentence that overuses the keyword "*keyword phrase*" to make the point: "It's easy to just write that *keyword phrase* wherever that *keyword phrase* might fit into or where the *keyword phrase* could go." See what I mean? Sounds terrible! Be natural about it –with practice you'll get a hang of the art of naturally inserting keyword phrases without sounding like you are plugging the keyword in every sentence.

5. **Link Building**

Link building can be one of the most important sources of traffic for your client. Consider what you can do to get reporters, bloggers, etc. to link back to your website. From a PR perspective, consider hosting dynamic content i.e. infographics, survey reports, etc. from the client website giving reporters a reason to include a link back to your site.

Looking at a client's referral traffic, we can see that two key publications are sources of long term traffic for the client website.

	Source/Medium	None ⌄	Visits ↓
1.	google / organic		1,769
2.	(direct) / (none)		1,360
3.	google / cpc		588
4.	indeed.com / referral		399
5.	linkedin.com / referral		189
6.	bing / organic		141
7.	yahoo / organic		49
8.	facebook.com / referral		39
9.	rss / rss		30
10.	now.eloqua.com / referral		28
11.	jobview.monster.com / referral		25
12.	venafi.com / referral		21
13.	cohorttechnology.com / referral		20
14.	google.com / referral		12
15.	itmanagerdaily.com / referral		12
16.	36ohk6dgmcd1n.yom.mail.yahoo.net / referral		11
17.	networkworld.com / referral		10
18.	newsletter_2011.08 / email		10
19.	infosecurity-magazine.com / referral		9
20.	venafi2.elikirk-dev.com / referral		9
21.	m.facebook.com / referral		8
22.	marketwire.com / referral		8
23.	secureworldexpo.com / referral		8
24.	startuphire.com / referral		8
25.	172.25.2.108:8088 / referral		7

If you feel you have a strong enough relationship with a reporter, do not be afraid of asking for a link back to the client website.

6. **Reporting**

   Google Analytics is your friend.

   In order to monitor results on an ongoing basis, you need to first create or get access to a Google analytics account. If an account already exists, ask your client if the PPC/Web Development person can add you to the account. Note: you must have a Google account to access these services (sorry Rackspace).

   If your client doesn't have an existing account, you'll need to create one for them. After logging into Google, Click Add New Account in the Top Left Corner.

   Follow the directions as prompted and you should end up with a screen like this.

You'll need to have the web development person copy and paste this code on EVERY page of the client website to accurately track results.

After the code is installed you should see results through Google Analytics' reporting features within 24 hours. Explore the reporting features first hand to get an overall feel for what options you can report to clients. Depending on their needs, referral traffic from keywords or from external links may be important to them. Once you establish what features are important, you can set automated daily, weekly, or monthly reports to aggregate data to be included in EOMs if necessary.

Be advised that SEO can be a full time job so be extremely conscientious of setting expectations with management and clients when establishing a scope of work.
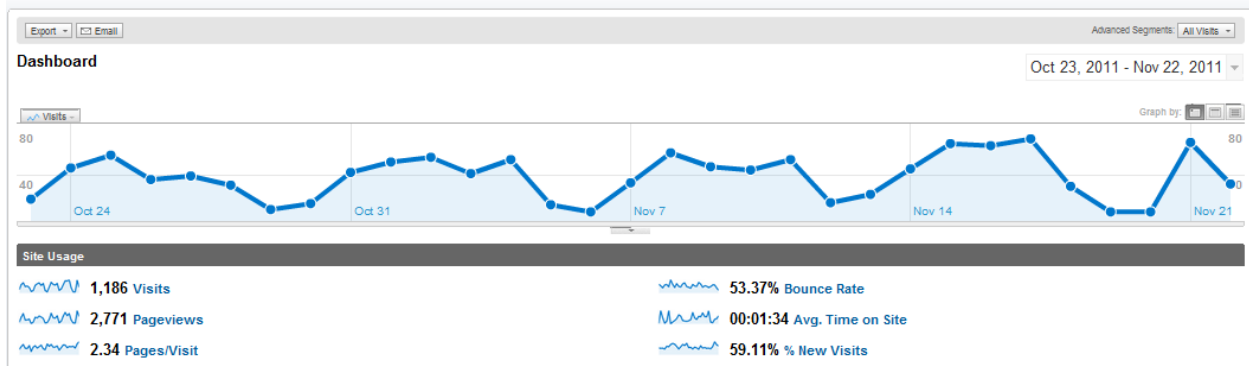
7. Ongoing Maintenance

SEO is a long-term sales enablement strategy. Results typically take anywhere from 90 - 120 days before becoming apparent, so be patient. Closely monitor web traffic from referring keywords and external links and replace or remove keywords as needed. Be advised a website relaunch or redesign will essentially reset web traffic for the client as Google will now have to

re-index all of the website content. Typically Google will re-index a new site within 24-48 hours after it goes live so remember to have the keywords in place on the backend of your site in advance. Consider monitoring website traffic on a weekly basis, evaluating what is working on a monthly basis, and suggest implementing new keywords and strategies on a quarterly basis for long-term results.