

Index

A

- A1-Webmarks, 442
- A/B testing
 - content selections, 574
 - conversion page, 573
 - difference identification, 572
 - length suggestions, 572
 - link selections, 573
 - multivariate versus, 573–576
 - null tests, 572
 - pay per click (PPC) ads, 661
 - pre-test preparations, 573–577
 - results viewing, 583–584
 - rules, 571–572
 - segmentation tests, 572
 - site usability, 558–559
 - test page selections, 573
 - traffic diversion, 571
 - variables, 571
 - visitors per page, 572
 - Website Optimizer, 577–584
- abandonment rates, 585–586
- About Us link, 222
- absolute links, 254–255
- account history, 657
- acquisition, 543–544
- acronyms, 320
- Active Server Pages (ASP), 301, 505
- ad groups, 658
- Ad Scheduling, 656
- ad:tech, 708
- adCenter, 32, 62–64
- Adobe Dreamweaver, 204–205
- Adobe Flash MX, 262–268
- advanced search operators, 66–71, 374–375
- advanced training courses, 719
- advertising, 10–11, 27, 109–115
- advertising links, 431–432
- AdWords Campaigns, 584–585
- AdWords Keyword tool, 647–649
- age of audience, 10–11, 295
- Alexa, link evaluation, 401
- algorithmic immunity, 138
- algorithms, 23, 30, 32
- allin, 67–68
- allintitle, 67–68
- alltheweb, search engine relationship, 18–21
- Alt attribute, 16, 53, 183, 255–256, 313–315
- AltaVista, 18–21, 61
- Amazon, 14
- America Online (AOL), 31, 59, 298
- Americans with Disabilities Act (ADA), 314
- analytics, 299. *See also* Web analytics
- analytics tracking codes, 516, 518
- anchor text
 - call to action, 238
 - external links, 383
 - landing pages, 122, 183
 - link factor, 391
 - link naming, 288–289
 - links, 168, 222, 253–255
 - synonyms, 289
 - virtual siloing, 381
- anti-spyware, 561
- AOL search, 18–21, 33
- Apache servers
 - filenames, 208
 - 404 error page, 466
 - .htaccess file, 496–498
 - mod_rewrites, 514
 - open-source Web server, 452
 - redirects, 496–498
- Apache Software Foundation, 452
- AppWeb, Web server, 453
- architecture, 26, 154–156, 599
- archives, 35–36, 70, 351, 553
- Argentina, 638–639
- article pages, 408, 411–414
- articles, 398–399, 473, 686–687
- Asian market, 609–620
- Ask Jeeves. *See* Ask.com
- Ask.com
 - Google AdWords affiliation, 31, 59
 - married women, 33
 - search attributes, 33
 - search engine relationship charts, 18–21
 - spam reports, 76, 699–700
 - target audience, 11
- ASP (Active Server Pages), 301, 505
- ASP.NET, 506
- Associated Content, 441
- asterisk (*), wildcards, 459
- astro-turfing, 445
- Asynchronous JavaScript and XML (AJAX), 385, 391
- audio, 187, 216, 229–230, 677
- author credits, 362–363
- autosnippets, 245

B

- background music, 210
- backgrounds, 321

- backlinks
 - category structure, 281
 - competitor analysis, 168–169
 - incoming links, 30
 - indexed backlink search, 188
 - link equity, 187–188
 - results page ranking factor, 173
 - SEMTToolBar analysis, 176
 - 301 redirect command use, 489
 - unpaid requests, 393–396
 - virtual siloing, 381
 - Yahoo! analysis, 174
 - BackRub. *See* Google
 - bad neighborhoods, 424–425
 - Baidu, 604, 611, 616
 - bandwidth, 104, 482–483
 - banner ads, paid links, 702
 - Barracuda, server, 453
 - barter, 387, 391
 - Bazaarvoice, 322
 - BBedit, 262–268
 - Beanstalk Search Engine Positioning, Inc., 717–718
 - behavioral search, 48–51, 35, 225
 - Belgium, legal issues, 623
 - beliefs, audience, 296
 - benchmarks, 197
 - Bibsonomy, 441–442
 - bid amounts, 655–656
 - Big Mouth Media Newsletter*, 722
 - black hat, techniques, 81
 - blended search, 33, 43–46, 185, 227, 674–676
 - Blendtec, 386, 399
 - BlinkList, 442
 - block quotes, 362–363
 - blog posts, 677
 - Blogger, 55
 - BloggingZoom, 441
 - Blogoria, 442
 - blogs
 - advanced searches, 70–71
 - astro-turfing, 445
 - community building, 680–681
 - content development, 312
 - dos/don'ts, 680–681
 - Jianfei Zhu, 612
 - link building, 435–437
 - microblogs, 441
 - misrepresentation, 678–680
 - RSS feeds, 55, 401–402
 - Separated by a Common Language, 623
 - subdomains, 485
 - target audience, 681
 - trolling, 437
 - unfounded attack response, 681
 - User Generated Content (UGC), 323
 - vertical search engines, 55
 - Wal-Marting Across America, 678
 - Body tag, 183
 - boldface formatting, 251
 - BookmarkTracker, 442
 - bounce rates, 26, 104, 541, 543, 585–586, 705
 - brainstorming sessions, 88–89, 144, 309–310, 328
 - brand awareness, 671
 - brand building
 - blended searches, 674–676
 - blogs, 680–681
 - communities, 677–689
 - competitor analysis, 151–152
 - engagement objects, 676–677
 - halo media, 672
 - keyword selections, 670
 - misrepresentation, 678–680
 - pay per click (PPC), 111–112
 - people connection keywords, 670–672
 - press releases, 673–674
 - reputation management, 673
 - search avenues, 672–676
 - social bookmarking, 685–689
 - social networking, 683–685
 - wikis, 672
 - brand evangelists, 682
 - brand names, 243–245, 442–445, 472, 485, 611–612
 - brand reinforcement, 662
 - Brazil, 637–638
 - Brazilian Internet Steering Committee, 637
 - broad match, 650
 - browsers, 42, 156, 162–164, 175–177, 321
 - BuddyMarks, 442
 - bulleted lists, 319, 376
 - business listings, 358–359
-
- ### C
-
- cache, 173, 184–185, 555
 - call to action, 653–654
 - Canada, 476
 - canonical pages, 493
 - Cascading Style Sheet (CSS)
 - clean/simple code, 203–205, 216–217
 - CSS Validation Service, 259, 261
 - Div tag positioning, 272–273
 - duplicate content, 346–347
 - externalizing, 268
 - source code best practices, 164
 - text/image formatting, 163
 - case studies, 303
 - categorized phrases, 103, 118–121
 - category classifications, 512
 - category links, 222
 - C-block, IP addresses, 392

- cease and desist order, 360
 CGI Perl, 507
 channels, YouTube, 15
 Check Server tool, 454–457
 Cherokee, Web server, 453
Chicago Tribune, Colonel
 Tribune, 679
 chiclets, 438, 686–687
 child pornography, IP
 blacklists, 468–469
 China, 610–611, 613–617
 chip speed, 458
 Chrome, 339–340
 cite attribute, 362–363
 clarity, keyword, 103
 clean IPs, 483
 click fraud, 704–705
 click maps, 587–588
 click-through rate, 31–32,
 61, 97, 112–113, 397, 654
 click-through ratio, 657
 ClickTracks, 551
 ClickTrends, 372
 client niche, 93
 ClipClip, 441
 cloaking, 79, 167, 457, 694
 clueless newbies, 353
 CNN, Yahoo!, 61
 ColdFusion, 507
 Collarity, 35, 226
 Colonel Tribune, 679
 colors, readability, 321
 columns, 157–158
 Comcast, 684–685
 ComcastCares, 684–685
 comments, User Generated
 Content (UGC), 323
 commerce, 536
 Common Gateway Interface
 (CGI), 507
 communities, 678–689
 Compete, 152, 401
 competitors
 Asian market, 610, 612
 business, 147–148
 content, 309–311
 content analysis, 190–192
 conversions, 148–149
 identifying, 143–145
 industry research, 92–93
 link analysis, 168–169,
 187–192
 link discovery, 393–396
 Page Analyzer tool,
 156–161
 real versus imagined,
 145–147, 151–152
 research categories, 154
 Site Checker analysis,
 164–167
 traffic versus conversion,
 149–151
 Web site size, 169–170
 comScore, 31, 152, 301, 536
 Connectedy, 442
 Consumer Review Network,
 Yahoo!, 61
 Contact Us, 222–223
 content management
 system (CMS), 211–212,
 334, 350–351, 510–522
 content syndication,
 348–349
 contents. *See also*
 duplicate content;
 stolen content
 A/B testing, 574
 acronyms, avoiding, 320
 audience reading level,
 319–320
 backgrounds, 321
 blended searches, 43–46
 brainstorming, 309–310
 bullets, 319
 call to action, 325–326
 clarifying words, 331–332
 code limits, 163
 colors, 321
 competitive analysis
 tools, 340
 competitor research,
 154–156, 190–192,
 309–311
 copyright filing, 360–361
 customer feedback, 310,
 312
 developing with
 keywords, 329–334
 duplicate content, 245
 dynamic tone, 299–300, 334
 Engagement Objects, 25
 fair use doctrine, 362
 five pages per theme, 308
 font selections, 321
 font substitutions, 321
 frequently asked
 questions (FAQs), 312
 hidden text/links, 76–77
 HTML code optimization,
 334–338
 HTML stacking, 271–273
 images, 313–315
 infringing contents,
 594–595
 integrating other site
 contents, 361–362
 intentional spam, 351–354
 international markets, 599
 landing pages, 121–122,
 183–185
 length suggestions,
 250–251
 link bait, 330, 398
 link magnets, 224, 386
 local search optimization,
 356–359
 margins, 320–321
 Meta tag/keyword
 matching, 200–201
 min words per page, 308
 nicknames, 332
 non-targeted, 511
 noun conventions, 319
 offline materials, 310–312
 paragraph breaks, 319
 print style sheets, 321
 problem solving, 253
 pronoun suggestions, 319
 proofreading, 318
 ranking weight, 250
 reader education, 253
 reader engagement, 252
 refreshing, 333–334
 region-specific, 357
 relevancy, 331
 research site keywords,
 196

contents (*continued*)
 research words, 252
 rich text content, 219–220
 search engine results
 factor, 25
 siloeing, 190–192
 social media, 403–404
 spell checking, 318
 stop words, 333
 styles, 301
 synonyms, 251, 332–333
 target audience, 252
 text formatting, 251
 theme resources, 251
 URL parameters, 190–191
 user engagement, 323–325
 User Generated Content (UGC), 321–323
 videos, 315–318
 Web site, 538
 white space, 320–321
 writing styles, 330–331
 yours versus competitors
 analysis, 170–171
 conventions, 718–719
 conversion funnels, 233, 564–566, 573, 646
 conversion pages, 573
 conversion rate, 98, 645
 conversions
 call to action, 238–239, 325–326
 competitive measure, 148–149
 high versus high traffic search, 71–73
 lead generation, 564
 marketing campaigns, 563–564
 purchase metrics, 564
 target audience goal, 14
 traffic versus, 149–151
 user dropoff, 238–239
 Web analytics, 539, 544–545, 562
 Web site versus marketing campaign, 562
 cookies, 35, 347, 547, 555, 560–561, 647

Cool Savings, 61
 Copains d'Avant, French Web site, 626
 copyrights, 223, 352, 360–362, 528, 593–595
 Copyscape, 339, 353–354
 coRank, 441
 cost per click (CPC), 58–59, 652
 country code top level domain (ccTLD), 430, 475–476, 598–599, 622
 Creative Commons license, Flickr, 440
 CSS content positioning, 77
 CSS Validation Service, 259, 261
 cultural awareness, 596, 610, 621–622
 Current, 441
 customer conversions, 563
 customer service, 303, 312, 482

D

daily budget, 652, 704
 databases. *See* content management system (CMS)
 day parting, 31, 656–657
 deceptive redirection, spam, 78–79, 693–694
 dedicated IP address, 468, 482
 Delicious, 392, 399, 404, 685
 delivery methods, 652
 demographics. *See also* target audience
 customer surveys, 297–299
 results personalization element, 50
 social networking site research, 683
 target audience, 11–12
 DexKnows.com, 35
 Digg, social news site, 392, 399, 404, 437–438, 441, 685
 Diigo, 442
 direct submissions, 525
 direct type-in traffic, 479
 directories
 address conventions, 278
 category structure, 276–281
 indexes versus, 27
 link acquisition, 392
 local search, 358–359
 Open Directory Project, 32
 people-compiled, 27
 relative links, 254–255, 283–284
 directory structure, 231, 378–379, 515–516
 directory-relative links, 379
 disambiguation, 41
 DISC, on-site training, 717
 distribution, keywords, 130–133
 Div tag, 272–273
 DNSstuff, 469
 Doctype, 163, 258
 Dogpile.com, 36–37
 domain name registrar, 474–475
 Domain Name System (DNS) servers, 501
 domain names
 auctions, 475
 brand names, 472
 concatenated words, 472–473
 country-code TLDs, 475–476
 direct type-in traffic, 479
 feeder sites, 481
 generic TLDs, 477–478
 geolocating, 598
 hosting providers, 481–483
 hyphen (-) character, 472–473
 ICANN management, 475
 industry identification, 472
 IP funnels, 480–481
 length suggestions, 472

licensing period, 474
 longevity, 473
 misspelling registration, 479
 part-of-speech articles, 473
 placeholder sites, 472, 474–475
 purchasing pre-registered, 472, 474–475
 query modifier, 66
 registration process, 474–475
 reregistering, 474
 restrictive name, 473
 selection, 471–473
 subdomains, 484–486
 301 redirect command, 481, 488–489
 underscore (_) character, 473
 vanity domains, 478–479
 variation registering, 478
 WWW/non-WWW redirect reconciliation, 492, 494
 Yahoo! Merchant Solutions, 521
 domain referrals, 544
 Domain.com, 474
 doorway pages, 77–78, 693
 double dots (..) characters, 254
 duplicate content. *See also* contents
 archives, 351
 CMS duplication, 350–351
 content management system (CMS), 510–513
 content syndication, 348–349
 different domain, 345–346
 dynamic pages, 347–348, 512
 intentional spam, 351–354
 localization, 349
 mirrors, 349–350
 multiple URLs, 342–343
 outside-your-domain, 342
 own site, 344–345

printer-friendly pages, 346–347
 ranking impact, 341
 research resources, 343–344
 scraper concern, 527
 secure servers, 530
 session IDs, 347–348
 302 (temporary) redirect command issue, 489
 within-your-domain, 342
 dynamic pages, 211–212, 347–348, 510–513

E

eBay, 14
 e-commerce sites
 Asian markets, 611–612
 keyword guidelines, 196
 marketing campaign metrics, 564
 Web metrics data, 536
 Web site classification, 538
 Yahoo! Shopping templates, 54
 education (.edu) sites, 296, 392, 429–430
 elephant words, 106
 Elite Retreat, conferences, 709
 e-mail, 359, 386, 395–397
 eMarketer, 536
 encryption, 530
 engagement objects, 25, 185–187, 206, 227–230, 654, 676–677
 Enquiro Research, Golden Triangle, 41–46
 entertainment, 14–15
 error pages, 543
 estimators, 655–656
 European Union, 621–631
 exact match, 650–651
 exchange rates, 595
 Excite, Yahoo!, 61
 exit pages, 540, 585–586
 external content, 361–362

external CSS file, 163, 203–205, 216–217
 external links. *See also* links
 advertising links, 431–432
 anchor text, 383
 category structure, 281
 complementary subject relevance, 426–427
 expert relevance, 427–428
 inbound link, 421–422
 incestuous links, 423
 link farms, 424
 outbound links, 430
 quality testimonial links, 428–429
 reciprocal links, 422–423
 spider invitations, 525
 virtual siloing, 383

F

Facebook, 392, 404, 440, 683
 fair use doctrine, 362
 fast track, Yahoo! Search Marketing sign-up, 29, 61
 Featured Listings, 644
 federal copyrights. *See* copyrights
 Federated States of Micronesia, 476, 598
 feedback, 297–299, 310, 312, 323
 feeder sites, 481
 Feedreader, 402
 file formats, 316–317
 file paths, 254–255, 283–284
 file references, 254–255, 283–284
 file storage, 483
 files
 asset organization, 206
 case conventions, 208
 compression rates, 228
 .htaccess, 496–498, 520
 image naming, 313–314
 interactive, 227–230

files (*continued*)

- Local Shared Objects (LSOs), 561
- naming, 206–208, 313
- robots text, 519
- robots text file, 458–461
- update procedures, 231
- filters, 37
- Findlaw.com, 34
- first-party cookies, 560–561
- Flash
 - cross linking, 385
 - engagement objects, 187, 677
 - links, avoiding, 391
 - Local Shared Objects (LSOs), 561
 - robot detection, 208–209
 - Scalable Inman Flash Replacement (iSFR), 262–268
 - site navigation, 286–288
 - splash pages, 18, 209
 - supported video format, 316–317
 - user navigation, 270
- Flesch-Kincaid, 319–320
- Flickr, photo-sharing site, 440–441
- flow charts, 376
- folders, 280–281, 378–379
- font tags, 164
- fonts, 261–268, 321
- footer navigation, 222–224
- forms, 297–299, 697–700
- forums, 323, 443
- 404 error logs, 467
- 404 error page, 464–467, 522
- frames, 221, 270–271, 693
- France, 622–623, 625–627
- Free, French Web site, 626
- frequently asked questions (FAQs), 312
- Froogle. *See* Google Product Search
- Furl, 399, 442

G

- games, 398, 677
- Gawker Media Network, 423
- gender, audience, 10–11, 295
- generic TLDs, 477–478
- geographic search, 356
- geographics, 543
- geolocation, 598
- geotargeting, 34–35, 49–50, 61, 657, 553–554
- Germany, 476, 627–629
- glocal, 597
- Go Daddy, 474
- Go2Net, Yahoo!, 61
- goal continuity, 542
- goals
 - algorithmic immunity, 138
 - clean code, 256–257
 - customers, 294–295
 - organizational, 541
 - site design, 236–237
 - social networking, 684
 - traffic versus rankings, 47
 - Web analytics, 538
- Golden Triangle, 41–46
- Google
 - Ad Scheduling, 656–657
 - AdSense, 59
 - advanced search operators, 66–68, 374–375
 - autosnippets, 245
 - backlink analysis, 168–169
 - blog search, 70–71, 312
 - Chrome browser, 339–340
 - click-through ratio (CTR), 657
 - day-parting, 31
 - duplicate content
 - research resource, 343
 - Googlebot, 22
 - inbound link search, 422
 - indexed backlink search, 188
 - international searches, 602–603
 - IP blacklist search, 469
 - landing pages, 27, 184–185
 - local search, 358–359
 - misspelled domain names, 479
 - news archive search, 70
 - Open Directory Project (ODP), 463
 - opting out of results, 50–51
 - paid link reports, 700–703
 - PPC ad relevance formula, 657
 - PPC estimator tool, 656
 - Quality Score, 657–658
 - removing indexed content, 460
 - search attributes, 30–32
 - search engines, 9, 18–21
 - site map, 525
 - site quality, 433–434
 - Sitemap Protocol 0.9, 418
 - spam reports, 76, 432, 697
 - subdomains, 485
 - supported languages, 602
 - synonym resource, 332–333, 339
 - target audience, 11
 - tilde (~) character, 91, 339
 - Universal Search, 185
 - vertical search engines, 34–35
 - Web site analysis, 170, 172–173
 - Website Optimizer, 577–584
 - Zeitgeist, 94
- Google AdWords
 - cost-per-click fees, 58–59
 - Google Keyword Tool, 373
 - keyword tracker, 95–96
 - paid results, 29, 31–32, 58–60
 - pay per click (PPC) ads, 647–651
- Google Alert, 54
- Google Analytics, 299, 372, 546–548, 584–587, 616

Google Analytics Tracking Code (GATC), 547
 Google Blog Search, 55
 Google Bookmarks, 685
 Google China, 614–615
 Google Directory, 32
 Google Docs, 105
 Google Jumpstart, 59
 Google Keyword Tool, 373
 Google Local, 34–35, 56–57
 Google PageRank, 30, 32, 135–136, 390–391, 429
 Google Product Search, 14
 Google Reader, 402, 720
 Google Trends, 94
 Google Webmaster Guidelines, 433–434
 Google Webmaster Tools, 470, 635
 Googlebot, 22, 28
 GoTo!. *See* Yahoo! Search Marketing (YSM)
 government (.gov) sites, 429–430
 Grippo, Argentina, 639
 Grok.com, training, 722

H

hackers, 468–469
 halo media, 672
 header inserts, 504–508
 headers, 221–222, 242–247, 493
 Heading tags, 98–99, 164, 182, 201–203, 248–250, 335–336, 344, 511
 Health Ranker, 442
 Helicon Tech, 453, 503
 hidden text/links, 76–78, 432, 692
 high conversion keywords, 106–107
 High Rankings, 716
 high traffic keywords, 104–106
 hijacking, 528–529
 hits, Web metrics data, 536
 Hitwise, 152, 401, 536
 Home page, 222
 home to purchase metrics, 564
 horizontal silo, 192
 hosting providers, 483, 501
 HowStuffWorks, 31, 59
 how-to guides, 398
 .htaccess file, 496–498, 520
 HTML
 absolute links, 254–255, 283–284
 body section constructs, 248–256
 clean/simple code, 203–205, 216–217, 256–257
 content management system (CMS), 516
 content stacking, 271–273
 CSS Validation Service, 259, 261
 head section constructs, 242–247
 header inserts, 504–508
 Link Checker, 259–260
 link rel=canonical tag, 493
 markup, 204
 Markup Validation Service, 258–260
 on-page factors, 670
 optimization tools, 334–338
 relative links, 254–255, 283–284
 Scalable Inman Flash Replacement (sIFR), 261–268
 SEO-compliant site, 16–17
 site maps, 415–417
 source code, 156, 162–164
 WC3 compliant code, 257–261
 widgets, 445–447
 HTML Kit, 262–268
 HTML/CSS editors, 262–268

http://, links, 254, 283–284
 https://, secure servers, 530
 humorous material, 398
 hyperlinks. *See also* links
 keyword phrases, 99
 link farms, 80
 landing pages, 121–122, 183
 hyphen (-), 207, 313, 472–473

I

IceWarp, Web server, 453
 iframes, cross linking, 385
 image formatting, 163
 image maps, 269
 images
 advanced searches, 69
 Alt attribute, 16, 53, 255–256, 313–315
 asset organization, 206
 body section construct, 255–256
 descriptive text placement, 313
 engagement objects, 186, 677
 file size, 314–315
 filenames, 313–314
 results page layout, 40–41
 site design, 216
 site navigation, 284–285
 vertical rankings, 53
 impressions served, 543
 inbound links, 345, 392, 421–422, 673
 incestuous links, 423
 income, audience, 10–11
 indexed content, 460
 indexed pages, 170
 indexes versus directories, 27
 indexing, data, 23
 industries, competition research, 92–93

- industry conferences, 707–713
- industry identification, 472
- industry-specific vertical search engines, 34
- information-based search, 660
- InfoSpace, Yahoo!, 61
- infringing contents, 594–595
- inline quotes, 362–363
- interactive applications, 677
- interactive files, 227–230
- internal links. *See also* links
 - category structure, 281
 - duplicate content, 345
 - equity optimization, 407–408
 - link equity factor, 222
 - siloling structure, 383–384
 - spider invitations, 525
 - subject theme structure, 405–407
- internal site search engines, 35–36
- international search engines, 693–595, 602–607, 611, 625, 629–630, 639. *See also* search engines
- international sites, 486
- international users, 595–607
- Internet Assigned Numbers Authority (IANA), 598
- Internet backbone, 483
- Internet Corporation for Assigned Names and Numbers (ICANN), 475
- Internet Explorer, 175–177, 298
- Internet Protocol (IP) address, 452
- Internet Server Application Program Interface (ISAPI_Rewrite), 453
- Internet Service Provider (ISP), 359

- IP addresses
 - C-block, 392
 - cloaking spam, 79
 - dedicated IP address, 468
 - hosting providers, 482
 - IP blacklists, 468–469
 - log file analysis, 555
 - server diagnostics, 468–470
 - server monitoring, 454
 - virtual IP address, 468
- IP blacklists, 468–469
- IP delivery, cloaking, 694
- IP funnels, 480–481
- ISAPI_Rewrite, 453, 503–504, 514–515
- italicized text, 251, 363
- IWON!, search engine relationship, 18–21

J

- Japan, 610–613
- JavaScript
 - clean/simple code, 203–205, 216–217
 - content management system (CMS), 515
 - cross linking, 385
 - deceptive redirection, 79
 - external JS file, 163
 - externalizing, 268
 - Google Analytics Tracking Code, 547
 - hiding links, 431
 - links, avoiding, 391
 - multivariate testing, 560
 - navigation, 270
 - redirects, 491
 - site navigation, 285–286
 - source code, 164
 - spider trap, 241
 - Yahoo! Merchant Solutions, 520
- JavaServer Pages (JSP), 506
- John Doe Law, UK, 624
- Jumptags.com, 442
- Jupiter Research, 561
- jurisdictions, 594–595

K

- Keotag, chiclet tool, 687
- key performance indicators (KPIs), 541–542
- Keynote Systems, 536
- Keyword Activity, 339
- keyword density, 139, 156–161, 180–185
- Keyword Discovery, 95, 105, 339, 373
- keyword phrases
 - advanced searches, 68–69
 - click-through rate, 97
 - conversion rate, 98
 - detailed descriptive words, 98
 - everyday language, 98
 - heading placement, 98–99
 - hypertext links, 99
 - international users, 597
 - Page Analyzer statistics, 137–139
 - pay per click (PPC), 113, 645
 - ranking factors, 308–309
 - selection criteria, 97–99
 - stop words, 99
 - stuffing, 99
 - theme consolidation, 124–127
 - theme identification, 370–372
 - title placement, 98
- keyword rankings, 16–18
- keyword research, 645, 647–649
- keyword searches, 685
- keyword stuffing, 79–80, 99, 695–696
- keyword variables, 652
- keywords
 - anchor text, 122
 - Asian market, 611
 - audience appropriate, 103
 - brainstorming, 88–89
 - brand awareness, 671

brand building, 111–112, 670
 categorized, 103
 clarifying words, 103, 331–332
 click-through rate
 analysis, 112–113
 client niche, 93
 competition research, 92–93, 154–156, 340
 content, 329–334
 density, 130–133
 distribution, 130–133
 doorway pages, 693
 dynamic content, 334
 e-commerce site, 196
 elephant words, 106
 European Union, 621–622
 evaluation tools, 95–96
 frequency, 130–133
 Heading tag, 201–203
 high conversion, 106–107
 high traffic, 104–106
 HTML code, 334–338
 international markets, 599
 keyword stuffing, 247
 landing pages, 121, 281–283
 list building, 327–329
 Long Tail concept, 72–73, 113
 Meta tag, 200–201, 247
 metadata, 52
 minimum bid price, 27
 multi-page analyzer, 139
 negative keyword list, 649–650
 nicknames, 332
 Page Analyzer, 134–139
 people connection, 670–672
 performance, 133–134
 ranking monitor, 197–200
 refreshing contents, 333–334
 relevance, 103, 331
 research tools, 196, 372–373

search engine, 117–118
 search query element, 12
 seasonal trends, 93–95
 SEMToolBar, 175
 SEO code of conduct, 81
 site design, 197–201
 site themes, 88–91
 source code, 163
 stop words, 333
 subject evaluation, 329
 subject outlines, 89–90
 subject themes, 118–120
 synonyms, 251, 332–333
 target audience, 12
 targeted, 103
 themes, 99–103
 unrelated, 695
 updating, 134
 Web analytics, 544
 writing styles, 330–331
 kirtsy, 441
 Knight Ridder, Yahoo!, 61

L

landing pages
 A/B testing, 573
 anchor text, 122
 construction, 180–185
 depth of content, 121–122
 keyword evaluation, 329
 minimum bid, 27
 pay per click (PPC) ads, 654–658
 selection criteria, 281–283
 siloing structure, 408, 410–411
 subject categories, 121
 supporting page, 308
 Web analytics data, 540
 language barriers, 595–596, 623, 626, 628–630, 634
 Latin America, 633–639
 lawsuits, 360
 Lawyers.com, 34
 lead generation, 538, 564
 leading slash (/), 254–255, 283–284

lifestyle, audience, 296
 Link Analysis Report, 394–395
 link bait, 330, 386, 398–399
 link buying, 189, 387
 Link Checker, 259–260, 395
 link equity, 187–188, 222, 497–408, 428–430
 link farms, 80, 382, 391, 400, 424, 432, 630–631, 696
 link magnets, 174, 224, 386, 396, 398–399
 Link Popularity Check, 174
 link rel=canonical tag, 493
 link requests, 386
 Link Sleuth, 259
 LinkaGogo, 441–442
 LinkedIn, 441, 683
 links. *See also* external links; hyperlinks; internal links
 A/B testing, 573
 About Us, 222
 absolute, 254–255, 283–284, 379–380
 acquisition, 389–393
 advanced search operators, 66
 advertising, 431–432
 anchor text, 168, 222, 253–255, 391
 author credits, 363
 backlinks, 30, 168–169, 281
 bad neighborhoods, 424–425
 blogs, 435–437
 broken link discovery tools, 395
 buying for ranking, 400
 category-specific, 222, 224
 chiclets, 438, 686–687
 click maps, 587–588
 community building, 442–445
 competition discovery, 393–396

links (continued)

- competitor analysis, 154–156, 168–169, 187–192
- Contact Us, 222–223
- content spam, 76–77
- copyright information, 223
- cross-linking, 384–385
- directory-relative, 379
- duplicate content, 345
- equity formatting, 391
- ethical site relationships, 382
- external, 281, 383
- footer navigation, 223–224
- gradual acquisition, 393
- Home page, 222
- horizontal silo, 192
- inbound, 392
- incestuous, 400, 423
- internal, 222, 281
- IP address ranges, 392
- irrelevant site solicitation, 400
- keyword phrases, 99
- link bait, 397–399
- Link Checker, 259–260
- link farms, 424
- link magnets, 397–399
- longevity factor, 392
- naming, 288–289
- natural acquisition, 382
- navigation, 220–224
- outbound, 430
- PageRank, 390–391
- paid, 396–397, 400–401, 700–703
- press releases, 402–403, 673
- privacy policy, 223
- purchase, 382
- quality testimonial, 428–429
- ranking relevancy, 382
- reciprocal, 387, 391, 422–423
- referring links, 588–589
- rel="nofollow" attribute, 192, 282, 431
- relative, 254–255, 283–284,

- 379–380
- research, 389–393
- root-relative, 379
- RSS feeds, 401–402
- run of site, 400
- search verticals, 39–40
- siloiing structure, 17, 122–124
- social media, 392, 440–442
- social networking, 438–440
- social news, 437–438
- solicitation, 393–397
- spam, 399–400
- sponsored, 27
- stability factor, 392
- Tab Separated Values (TSV), 188
- terms of use, 223
- theme-specific, 222
- top-level country domains, 392
- unethical site damage, 390
- unique content, 392
- unpaid backlink, 393–396
- update procedures, 232
- videos, 52
- Was this helpful?, 323
- Web rings, 424–425
- widgets, 445–447
- W3 A to Z, 258
- Xenu's Link Sleuth, 259
- lise.nl, Netherlands, 629
- lists, 251, 327–329
- local links, 599
- local search engines, 34–35, 56–58, 358–359
- Local Shared Objects (LSOs), 561
- local terms, 596
- Local.com, 35
- localization, 349
- locutorios, Argentina, 638
- log files, 457–458, 467, 551–555
- logons, 486, 530
- Long Tail queries, 72–73, 113, 321, 331, 518
- Los Angeles Times*, Meta refresh, 490

- LYCOS, 18–21
- Lynx, 173

M

- Mail.RU, Russia, 620
- managerial consensus, 542
- maps, 71, 356
- margins, content, 320–321
- market research, 92–93. *See also* research
- marketing campaigns, 563–564
- Marketing Ninjas, 715
- MarketingSerp*, 722
- Marketleap, 170
- Marketwire, 674
- Marktplaats, Netherlands, 630–631
- Markup Validation Service, 258–259
- markup, 204
- married women, 33
- marital status, 296
- masked IP addresses, 555
- maximum bid price, 31–32
- measurement purpose, 541
- MemeStreams, 442
- mentors, training, 723
- meta refresh commands, 78–79
- Meta tags
 - content management system (CMS), 511, 516, 518
 - content optimization, 335
 - deceptive redirection, 693–694
 - header descriptions, 245–246
 - keyword stuffing, 247
 - keyword to content matching, 200–201
 - keywords, 247
 - landing page analysis, 182
 - Page Analyzer display, 136–137
 - refresh redirects, 490–491

- source code, 163
 spider blocking, 461–463, 527
 Yahoo! Merchant Solutions, 521
 Metacafe, 316, 318
 Metacrawler.com, 36–37
 metadata, 16–17, 52
 meta refreshes, 599
 metasearch engines, 36–37
 Mexico, 635–637
 microblogs, Twitter, 441
 Micronesia, 476, 598
 Microsoft AdCenter, 651
 Microsoft Excel, 104–106, 156–161
 Microsoft Internet Information Services (IIS)
 administrator-rights, 452–453
 dedicated server, 452
 404 error page, 466–467
 ISAPI_Rewrite plug-in, 453, 503–504
 mod_rewrites, 514–515
 proprietary Web server, 452–453
 301 (permanent) redirect command, 499–504
 version 7.0, 502
 versions 5.0/6.0, 499–500
 Windows Server 2008, 452
 Microsoft Live Search
 adCenter, 32, 62–64
 advanced search operators, 67–68, 374–375
 blog search, 71
 cached page analysis, 174
 duplicate content research resource, 344
 paid link reports, 700–703
 paid results, 62–64
 removing indexed content, 460
 search attributes, 32
 search descriptions, 463
 search engine, 9, 18–21
 spam reports, 76, 698–699
 target audience, 11
 URL difference analysis, 174
 Web site analysis, 174
 Microsoft Visio, 376
 Microsoft Word, 319–320
 minimum bid price, 27
 mirrors, 349–350
 Mister Wong, 441–442
 mod_rewrite, 514–515
 Moniker, 474–475
 Montenegro, 476
 Moveable Type, 55, 680
 Mozilla Firefox, 175–177, 192, 298, 339, 702
 MSN Local, 57–58
 MSN Search. *See* Microsoft Live Search
 MSNbot, Microsoft Live Search spider, 28
 Multi-Page Analyzer, 139, 340, 373
 multivariate testing, 559–560, 573–576
 music, 210, 229
 MX Lookup, 469
 MyBlogLog, 441
 MyLinkVault, 441–442
 MySpace, 404, 440, 683
 MyStuff, 442
 myVmarks, 442
-
- N**
-
- Najdi.si, Slovenian search engine, 605, 607
 Namecheap, 474
 National Geographic, 485
 Naver, South Korea, 605–606, 611, 619
 negative feedback, 323
 negative keyword list, 649–650
 Nielsen Online, 536
 Netherlands, 629–631
 Netscape search, 18–21
 Network Solutions, 474
 networking, 711–713, 722
 news, 54, 69–71
 news aggregators, 401–402
 News Archive Search, 70
 news articles, 677
 News Interactive, 31, 59
 news results, 40–41
 news wire services, 54
 NewsIsFree, 402
 newsletters, 722
 niche markets, 93
 nicknames, keywords, 332
 9rules, 441
 noindex Meta robots tag, 527
 non-clickable links, 77
 non-targeted content, 511
 Notepad, 204, 262–269
 NowPublic, 442
 null tests, 559, 572
-
- O**
-
- occupation, audience, 296
 off-beat material, 398
 offline materials, 310–312
 Omniture, 299, 372, 548–550
 123LogAnalyzer, 554
 online archives, 35–36
 online predators, 624
 online quizzes, 446
 Open Directory Project (ODP), 32, 463
 open source, 13
 operators, 66–71, 374–375
 Opinion Research Corporation for Cone, Inc., 682
 Orange, French, 626
 order percentages, 563

organic results
behavioral search, 49
overlapping w/pay per click (PPC), 114–115
results page, 40–41
search engine, 28–32
visual clues, 20, 22, 27
Web analytics, 539
organic searches, 586–588
Organization Chart, 376
organizational goals, 541
Orkut, Brazil, 637–638
outbound links, 430
outlines, 89–90, 375–377
output, 553
Overture. *See* Yahoo! Search Marketing (YSM)
OYAX, 442

p

Page Analyzer
competitive analysis, 340
competitor research, 156–161
content optimization, 336–338
Flesch-Kincaid, 319–320
frequently used words, 336–337
head section analysis, 336
keywords, 134–139, 156–161, 336–338, 373
landing page analysis, 180–185
reading level, 337
page consolidation, 345
page count, 40–41
page stick and slip, 543
page views, 543, 705
PageRank, 30, 32, 176, 390–391, 429
PagesJaune, 626
pagination, 40–41
paid links, 387, 396–397, 400–401, 431–432, 700–703

Paid Listings, 644
paid results, 20, 22, 27–32, 49, 58–64, 538–540
paid search marketing. *See* pay per click (PPC) ads
paragraph breaks, 319
parameters, URL, 190–191
part-of-speech articles, 473
pathing, Web analytics, 540, 587–588
pay per click (PPC) ads
A/B testing, 661
account history, 657
ad groups, 658
ad placements, 644
ad specifications, 652–653
avoiding, 646
bid amounts, 655–656
bidding process, 109
brand building, 111–112
brand reinforcement, 662
call to action, 653–654
click fraud, 704–705
clickthrough rate (CTR), 654, 657
conversion funnel, 646
conversion reports, 584–585
conversion testing, 645
cookies, 647
cost per click (CPC), 652
daily budget, 652
day parting, 656–657
delivery methods, 652
engagement objects, 654
estimator tools, 655–656
European Union, 622–623
geotargeting, 657, 663–664
immediate results, 645
information-based search, 660
keyword click-through rate analysis, 112–113
keyword phrase testing, 645
keyword research, 645, 647–649
keyword variables, 652

landing pages, 654–656, 658
market coverage, 659–661
match types, 649–650
negative keyword lists, 649
overlapping w/natural keyword rankings, 114–115
pricing guidelines, 655–658
qualified visitors, 645
Quality Score, 657–658
ranking systems, 657
relevance, 658
return on investment (ROI), 645–646
search engines, 10–11, 644, 651, 664–667
site analysis, 110–113
site navigability, 659
supplemental traffic, 662–663
theme identification, 370, 372
transaction-based search, 660
user targeting, 660
writing/testing, 653–654
period (.) character, 207, 313
Perl programming language, 507
permanent redirect. *See* 301 (permanent) redirect command
permissions, 362
Personal Home Page (PHP) scripting language, 505
personal information, 560–561
personas, 301–306, 558
persuasion, 324
photographs, 216
phrase match, 650
physical address, 223, 357
physical silos 123
PixelSilk, 211, 526

placeholder sites, 472, 474–475
 PlanMaker, 105
 plug-ins
 ISAPI_Rewrite, 453, 503, 514–515
 Search Status, 192, 702
 SEMToolBar, 175–177
 podcasts, 206, 229
 police reports, 360
 polls, Web 2.0 widget, 446–447
 PostOnFire, 441
 PPC Conversion reports, 584–585
 PR Newswire, 674
 presentation layer, 513
 press releases, 348–349, 399, 402–403, 599, 673–674
 printer-friendly pages, 346–347
 printing, 321
 Privacy Policy, 223, 527
 product demos, 228
 product evaluations, 303
 profiles, 683
 prominence, keyword, 130–133
 pronouns, 324
 proofreading, contents, 318
 proxy searches, 176
 PRWeb, 402, 673
 public domain, Creative Commons license, 440

Q

Q tag, 362–363
 quality links, 426–428
 Quality Score, 61, 657–658
 queries
 advanced operators, 66–71, 374–375
 autosnippets, 245
 landing page keywords, 281–283

Long Tail, 321, 331
 Web analytics data, 540
 query strings, 512
 QuestionPro, 297
 QuickTime, 316
 quizzes, Web 2.0 widget, 446
 quotation marks (“”), 362
 quotes, integrating site contents, 362–363

R

Radio UserLand, 402
 Rambler, Russian, 620
 ranking monitors, 197–200
 rankings
 anchor text, 253–255
 behavioral search, 48–51
 bounce rate, 26, 104
 competitor research categories, 154–156
 content weight, 250
 current market, 18
 duplicate content, 341
 ethical site, 382
 images, 53
 keywords, 308–309
 link equity, 187–188
 link relevancy, 382
 Meta tag keywords, 247
 news, 54
 PageRank, 429
 pay per click (PPC) ads, 114–115, 657
 results page factors, 172–173
 search engine fluctuation factors, 171–172
 SEO-compliant site, 16–17
 SERP (search engine results page), 10
 shopping, 54
 site consistency, 18
 subject themes, 17, 368–370
 Title tag, 243–245
 traffic versus, 47

vertical search engines, 52–55
 videos, 52
 Web analytics, 569
 ratios, 545–546
 RawSugar, 442
 RDF Site Summary. *See* RSS feeds
 reach measurements, 542–543
 Really Simple Syndication feeds. *See* RSS feeds
 Realtor.com, 34
 reciprocal links, 387, 391, 422–423
 recordings, site design, 216
 Red Hat, 453
 Reddit, 399, 404, 437–438, 685
 redirection technology, 81
 redirects
 duplicate content, 345
 header inserts, 504–508
 IP funnels, 480–481
 JavaScript, 491
 Meta tag refresh, 490–491
 redirection status codes, 487–488
 testing, 496
 301 (permanent) redirect command, 481, 488–489, 495–508
 302 (temporary), 489, 528–529
 update procedures, 232
 WWW/non-WWW reconciliation, 492, 494
 referring links, 588–589
 region-specific content, 357
 Register, 474
 rel="nofollow"
 attribute, 192, 282, 431, 526–527, 702
 Related searches, 40–41
 relative links, 254–255
 relevance, 26, 103–104, 658
 repeated text, 344

research. *See also* market research
 competitor categories, 154–156
 competitor's size analysis, 169–170
 content words, 252
 customer interviews, 297–299
 duplicate content
 resources, 343–344
 industry, 92–93
 keyword research tools, 372–373
 link analysis, 168–169
 links, 389–393
 Page Analyzer, 156–161
 pay per click (PPC) ads, 645, 647–649
 search engine use, 13
 Site Checker, 164–167
 site design element, 216
 social networking site, 683
 research sites, 196
 resolutions, 42, 315, 317–318
 response metrics, 544
 response time, 26
 results pages
 architecture factors, 26
 behavioral search impact, 48–51
 blended searches, 43–46
 bounce rate, 26, 104
 browser resolutions, 42
 by location, 49–50
 content factors, 25
 demographics, 50
 Golden Triangle, 41–46
 high ranking factors, 172–173
 layout elements, 39–41
 organic results, 27
 placement rankings, 10
 popularity factors, 26
 response time factor, 26
 spam, 48
 sponsored links, 27
 traffic versus rankings, 47
 Web history, 50

retention metrics, 545–546
 return on investment (ROI), 563–646
 reverse DNS lookup, 551–552
 reviews, 321–323
 RewriteCond, 514
 RewriteRule, 514
 rich media, 654
 Rich Site Summary. *See* RSS feeds
 rich text content, 219–220
 robots
 blocking, 458–463
 Flash animation, 208–209
 Robots Exclusion Protocol (REP), 458–461
 Robots Exclusion Protocol (REP), 458–461
 robots text file, 164–165, 458–461, 519, 527
 Roost.com, 34
 root-relative links, 379
 RSS feeds, 54–55, 348–349, 401–402
 Ruby on Rails, 508
 rules, 516, 571–572, 594
 Russia, 619–620

S

sales per visitor, 563
 sans serif fonts, 321
 Sawmill, 554
 scalability, 483, 554
 Scalable Inman Flash Replacement (iSFR), 248, 262–268
 scrapers, 352–353, 527–528
 Search box, 39–40, 224–226
 Search Engine Land, 720
 search engine optimization (SEO), 11
 Search Engine Optimization/KSP, 95
 Search Engine Relationship Chart, 386
 search engine results page (SERP). *See* results pages

Search Engine Roundtable, 720
 Search Engine Strategies (SES), 708
 search engines. *See also* international search engines
 advanced search operators, 66–71, 374–375
 AOL, 33
 Asian market, 611
 Ask.com, 33
 behavioral, 35
 click fraud, 704–705
 depth of content, 121–122
 development, 9
 directories versus indexes, 27
 duplicate content
 research, 343–344
 dynamic URL treatment, 512
 Google, 28, 30–32
 indexing, 23
 industry-specific, 34
 internal site, 35–36
 JavaScript, 491
 keyword id, 117–118
 link rel=canonical tag, 493
 local search, 34–35, 55–58, 356–359
 Meta refresh, 490–491
 metasearch engines, 36–37
 Microsoft Live Search, 28, 32
 notability versus accuracy of information, 13
 opting out of
 personalization, 50–51
 organic results, 20, 22, 27
 paid link reports, 700–703
 paid results, 20, 22, 27
 PPC (pay per click), 10–11, 109–115, 644
 ranking fluctuation factors, 171–172

- relationship charts, 18–21
- removing indexed content, 460
- research resource, 13
- search by percentage rankings, 31
- SEO (search engine optimization), 11
- SEO code of conduct, 81
- SEO Code of Ethics, 82–83
- SERP (search engine results page), 10
- shopping resource, 13–14
- shopping sites, 14
- spam avoidance, 48
- spam reports, 696–700
- spider blocking, 458–463
- spider invitations, 524–528
- spidering, 22, 25
- sponsored links, 27
- static URL preference, 512
- stolen content report, 359
- subdomain treatment, 485–486
- synonym trigger, 91, 339
- target audience, 10–12
- 301 redirect, 489, 495–496
- 302 redirect, 489
- vertical, 34–35
- vertical rankings, 52–55
- Web analytics, 544
- Yahoo!, 28–30
- search history, 35, 50
- Search Marketing Expo (SMX), 708
- Search Status, 192, 702
- Search Submit Pro (SSP), 29–30
- search to purchase metrics, 564
- search traffic, 539
- search verticals, 39–40
- SearchCap*, training, 722
- searches. *See also* queries
 - advanced operators, 66–71, 374–375
 - blended, 674–676
 - blogs, 312
 - brand building avenues, 672–676
 - geographic search terms, 356
 - Google China, 614–615
 - high traffic versus high conversion, 71–73
 - inbound links, 422
 - indexed backlinks, 188
 - information-based, 660
 - international users, 602–607
 - IP blacklist, 469
 - keyword element, 12
 - landing page keywords, 281–283
 - local search, 356–359
 - logical local search, 356
 - map searches, 356
 - SEMTToolBar, 176
 - synonym trigger, 91, 339
 - transaction-based, 660
 - Web analytics data, 540
- seasonal campaigns, 664–667
- seasonal trends, 93–95
- secure contents, 486
- secure servers, 530–532
- segmentation tests, 559, 572
- self service, 29, 61, 539
- SEMPdx, 708
- SEMPO Institute, 714–715, 719
- SEMTToolBar, 173, 175–177, 189, 607
- sensory words, 324
- SEO code of conduct, 81
- SEO Code of Ethics, 82–83
- SEO Newsletter*, 722
- SeoDigger, 372
- SEOToolSet
 - advanced training, 716–719
 - keyword tools, 95, 105
 - Link Analysis Report, 394–395
 - ranking monitor, 198–200
 - SEMTToolBar integration, 177
- serif fonts, 321
- server capacity, 483
- server layer, 513
- server logs, 299, 551–555
- servers
 - Apache HTTP, 452
 - AppWeb, 453
 - Barracuda, 453
 - Cherokee, 453
 - chip speed, 458
 - cloaking, 457
 - dedicated IP address, 468
 - diagnostics tools, 454–457
 - 404 error pages, 464–467
 - hosting providers, 481–483
 - IceWarp, 453
 - improper redirect, 453
 - IP address, 454, 468–470
 - IP blacklists, 468–469
 - logs, 457–458
 - Microsoft IIS, 452–453
 - performance, 457–458
 - processing speeds, 453–454
 - Red Hat, 453
 - response time factors, 26
 - robots text file, 164–165
 - script errors, 453
 - secure server, 530–532
 - Site Checker analysis, 164–167
 - spider blocking, 458–463
 - status codes, 165–167, 455–457
 - Sun Java System, 453
 - 301 redirect, 488–489
 - 302 redirect, 489
 - virtual IP address, 468
 - Yaws, 453
- server-side scripts, 298
- ServiceMagic.com, 34
- session Ids, 347–348, 511, 513, 562
- Seznam, Czech, 605–606
- shadow page/domains, 78–79
- shared IP addresses, 482
- ShareThis, 688–689

- shopping, 13–14, 54
- Shopping.com, 14
- side navigation, 221, 224
- siloeing
 - absolute versus relative links, 379–389
 - article pages, 408, 411–414
 - category structure, 276–281
 - content, 190–192
 - creating, 408–414
 - directory structure, 378–379
 - horizontal silo, 192
 - index page, 410–411
 - internal linking structure, 383–384
 - landing pages, 282–283, 408, 410–411
 - link naming conventions, 288–289
 - maintenance items, 414–415
 - physical versus virtual, 123, 381
 - rel="nofollow" attribute, 526–527
 - site maps, 415–417
 - subject themes, 17, 122–124, 377–385, 405–407
 - subpages, 408, 411–414
 - similarities, 144
- Site Checker, 164–167
- site design
 - asset organization, 205–206
 - background music, 210
 - benchmarking, 197
 - call to action, 238–239, 325–326
 - category structure, 276–281
 - clean/simple source code, 203–205, 216–217
 - content styles, 301
 - content types, 196–197
 - dynamic tone, 299–300
 - dynamic Web sites, 211–212
 - embedding files, 227–230
 - engagement objects, 226–230
 - expansion allowance, 230–231
 - file naming, 206–208, 313
 - footer navigation, 222–224
 - frames, 270–271
 - Heading tag, 201–203
 - keyword selections, 197–201
 - KISS concepts, 208–211
 - Meta tag/keyword matching, 200–201
 - navigation, 220–224, 269–271
 - page goals, 236–237
 - preplanning, 215–216
 - procedure checklist, 212–213
 - ranking monitors, 197–200
 - research elements, 216
 - rich text content, 219–220
 - Scalable Inman Flash Replacement (sIFR), 261–268
 - Search box, 224–226
 - side navigation, 221, 224
 - spider-friendly code, 216–217
 - styles, 218–219
 - target audience, 301–306
 - themes, 218–219
 - top navigation, 221–222
 - updates, 231–232
 - usability/conversion balancing, 232–239
- Site Explorer, 66
- site maintenance, 488–489
- site maps, 223, 344, 405, 415–417, 522, 525–526
- site navigability, 659
- site usability, 557–562
- Sitemap Protocol, 418–420
- sites
 - advanced search operator, 66
 - IP blacklists, 468–469
 - Skyrock, French, 626–627
 - Slashdot, tech reviews, 350
 - slogans, 344
 - Slurp, Yahoo! spider, 28
 - Small Business Marketing Unleashed, 709
 - Smart Solutions, PixelSilk, 211
 - social bookmarking sites, 685–689
 - social media sites
 - bad publicity, 682
 - community building, 682–683
 - content submissions, 403–404
 - link building, 440–442
 - site interest generation, 392
 - subdomains, 484–486
 - social networking sites
 - brand building, 683–685
 - community building, 442–445
 - link building, 438–440
 - profiles, 683
 - U.K. concerns, 624
 - social news sites, 437–438
 - sounds, 229
 - source code
 - clean/simple, 203–205, 216–217
 - CSS Validation Service, 259, 261
 - doc type declarations, 258
 - externalizing, 268
 - Link Checker, 259–260
 - Markup Validation Service, 258–260
 - on-page optimization, 241
 - optimization tools, 334–338
 - spider-friendly design, 216–217
 - viewing, 156, 162–164
 - W3C compliant, 257–261
 - source links, 599
 - South Korea, 610, 618–619
 - spaces, file naming, 207, 313
 - spam
 - Asian market, 612
 - avoiding, 48

- bad neighborhoods, 424–425
 - black hat techniques, 81
 - call to action, 326
 - cloaking, 79, 694
 - clueless newbies, 353
 - CSS positioning, 77, 273
 - deceptive redirection, 78–79, 693–694
 - described, 75–76
 - doorway pages, 77–78, 693
 - frames, 693
 - Google reports, 432
 - hidden text/links, 76–78, 432, 692
 - incestuous links, 423
 - IP blacklists, 468–469
 - keywords, 79–80, 695–696
 - link farms, 80, 424, 432, 696
 - link solicitation, 399–400
 - Meta tag, 490–491
 - meta refresh, 78–79
 - multi-hyphenated domain names, 473
 - Netherlands, 630
 - non-clickable links, 77
 - Page Analyzer, 137
 - paid link reports, 700–703
 - purchased links, 382
 - recognition signs, 691–692
 - reporting, 76
 - scrapers, 352–353
 - search engine reports, 696–700
 - SEO code of conduct, 81
 - SEO Code of Ethics, 82–83
 - stolen content, 353–354
 - unrelated keywords, 79, 695
 - white text/links, 77–78, 432
 - spamdexing. *See* spam
 - Spartacus Order, UK, 624–625
 - special offer to purchase metrics, 564
 - speeches, 228–229
 - speeds, 554
 - spelling checkers, 318
 - spelling/grammar, 596
 - Sphinn, 720
 - spider traps, 241
 - spidering, data, 22, 25
 - spiders
 - blocking, 458–463
 - coding practices, 216–217
 - doorway pages, 693
 - Flash animation, 208–209
 - indexing, 526
 - log file analysis, 555
 - Meta tag exclusion, 527
 - ranking factors, 526–527
 - rel="nofollow" attribute, 526–527
 - response time factors, 26
 - robots text file exclusion, 527
 - scrapers, 527–528
 - search engines, 28–32
 - secure server, 530
 - site invitations, 524–528
 - user-agent sniffing, 528
 - white lists, 527–528
 - splash pages, 18, 209
 - sponsored links, 27, 40–41, 644
 - Sponsored Listings, 644
 - spreadsheets, 104–106, 156–161
 - Spurl, 442
 - StatCounter, 550
 - static URL, 512
 - status codes, 165–167, 455–457
 - stock market tickers, 447
 - stolen content, 353–354, 359–360. *See also* contents
 - stop words, 99, 184, 333
 - storage, 483
 - studiVZ, German, 628
 - StumbleUpon, 399, 404, 437–438, 685
 - style sheets, 163, 259, 261, 321, 346–347
 - styles, 218–219, 301
 - subdomains, 484–486, 600–601
 - subject outlines, 89–90
 - subject themes. *See also* themes
 - category, 118–120
 - depth of content, 121–122
 - internal link structure, 405–407
 - keyword rankings, 17
 - keyword research tools, 372–373
 - landing pages, 121
 - link building, 385–387
 - outlining, 375–377
 - pay-per-click (PPC) programs, 370, 372
 - ranking factors, 368–370
 - siloiing, 377–385, 405–407
 - sub-theme identification, 367–375
 - tracked keyword, 370, 372
 - Web analytics, 370, 372
 - subjects, 104–107
 - submissions, 525
 - subpages, 408, 411–414
 - success rates, 144
 - suggestions, 41
 - summaries, 362
 - Sun Microsystems, 453
 - SuperPages.com, 35
 - surveys, 297–299, 637
 - Symantec Expression Equivalency Document (SEED) process, 597
 - syndication, 348–349
 - synonym search, 91, 339
 - synonyms, 251, 289, 332–333
-
- ## T
-
- Tab Separated Values (TSV) links, 188
 - Table tag, 271–272

- tactics, 144
- target audience. *See also*
 - demographics
 - age, 295
 - behavioral search, 48–51
 - beliefs, 296
 - blog identification, 681
 - client niche keywords, 93
 - content matching, 252
 - content styles, 301
 - conversions, 14
 - current customer data
 - analysis, 295–296
 - customer interviews, 297–299
 - day-parting, 31
 - demographics, 11–12
 - dynamic tone, 299–300
 - education, 296
 - entertainment interest, 14–15
 - European Union, 621–622
 - gender, 295
 - geotargeting, 49–50
 - goal recognition, 294–295
 - income level, 10–11
 - international users, 595–599
 - lifestyle, 296
 - location, 296
 - log file analysis, 553, 555
 - married women, 33
 - marital status, 296
 - occupation, 296
 - personas, 301–306
 - reading level, 319–320
 - research-oriented users, 13
 - shoppers, 13–14
 - site design, 218–219
 - surveys, 297–299
 - Web history, 50
- targeted phrases, 103
- Tealeaf, Web metrics, 536
- Technorati, 441
- templates, 211–212, 349, 510
- Tencent, 31, 59
- terms of use link, 223
- Terms of Use, 527
- Terra, Argentina, 639
- testimonial links, 428–429
- testing, 721–722
- text, 52–53, 299–300
- text based navigation, 270
- text editors, 204, 262–268
- text formatting, 163, 251
- text links, 220–224
- TextEdit, 262–268
- themes. *See also* subject themes
 - consolidating, 124–127
 - content resources, 251
 - keyword brainstorming sessions, 88–89
 - keyword rankings, 17
 - reinforcing, 99–103
 - site design, 218–219
 - site planning, 88
 - subject identification, 367–375
 - subject outlines, 89–90
 - supporting page, 308
- theme-specific links, 222
- 301 (permanent) redirect command
 - Apache servers, 496–498
 - duplicate content, 345
 - feeder sites, 481
 - header inserts, 504–508
 - international markets, 599
 - Microsoft IIS servers, 499–504
 - search engine treatment, 489, 495–496
 - testing, 496
 - use guidelines, 488–489
- 302 (temporary) redirect command, 489, 528–529
- thesaurus, 332
- third-party cookies, 560–561
- tilde (~) character, 91, 339
- time on page, 543
- time search tool, 40–41
- Title tag
 - brand placement, 111
 - character limitations, 244
 - CMS concerns, 511
 - content management system (CMS), 516, 518
 - content optimization, 335
 - duplicate content, 344
 - head section construct, 242–245
 - keyword phrase, 98
 - keyword-rich, 244–245
 - landing page, 182
 - Page Analyzer, 136–137
 - uniqueness, 244
 - Yahoo! Merchant Solutions, 521
- titles, 137–138, 163, 182
- Tom.com, China, 615
- T-Online, 31, 59
- Top 10 lists, link bait, 398
- top level domains, 392, 429–430, 475–478, 598, 622
- top navigation, 221–222
- Top Trends report, 94
- tours, 228
- tracked keyword, 370–372
- tracking data, 539–541
- traffic, 47, 71–73, 113, 149–151, 479, 539, 542
- training courses, 713–718, 723
- transaction-based search, 660
- translations, 596–597
- treaties, copyright, 594
- Trellian, 373
- TrueLocal.com, 35
- trusted authorities, 720
- tutorials, 262–268
- Tuvalu, 476, 598
- TweetBeeps, 685
- Twilert, 685
- Twitter, 392, 393, 441, 443–444, 683, 685

U

U.S. Copyright Office, 361
 Ubbi, Argentina, 639
 underscore (_) character,
 207, 313, 473
 uniform resource locator
 (URL), 173, 190–191,
 278, 313–314, 342–343,
 511, 513–514
 United Kingdom, 476,
 623–625
 United States, 476
 Universal Copyright
 Convention, 361, 595
 Universal Search, 185
 UNIX/LINUX servers, 204
 unrelated keywords, 79, 695
 Uol, Argentina, 639
 updates, 18, 231–232
 uptime, providers, 482
`urlset` tags, 419
 usability, 233–235, 609–610
 user forums, 323
 User Generated Content
 (UGC), 321–323
 user search history, 35, 50
 user testing, 303
 User-Agent HTTP header, 79
 user-agent sniffing, 528
 UTF-8 (Unicode), 599

V

vanity domains, 478–479,
 488
 verbs, 323–326
 vertical search engines,
 34–35
 videos
 advanced searches, 69
 asset organization, 206
 compression rates, 228
 descriptive text, 52–53,
 315
 directory paths, 315–317
 embedding, 228, 316–317

engagement objects,
 186–187, 228, 677
 file size, 315, 317
 interviews, 228
 keywords, 52
 length, 315, 318
 links, 52, 398–399
 placement, 315–316
 playback, 315
 posting to video-sharing
 sites, 316, 318
 product demos, 228
 quality concerns, 315,
 317–318
 rankings, 52
 site design, 215
 speeches, 228
 supported formats,
 316–317
 tours, 228
 YouTube, 15
 View Text mode, 173
 Vindex.nl, Netherlands,
 629–630
 viral marketing, 386
 virtual IP address, 468
 virtual silos, 124, 484–486
 vision-impaired users, 314
 visitors, 539, 542–543,
 585–588
 visual design, 597
 vocal culture, 596
 Voila, France, 625

W

Wal-Marting Across
 America, 678
 Was this helpful? link, 323
 Web analytics
 A/B testing, 558–559,
 571–584
 abandonment rates,
 585–586
 acquisition metrics,
 543–544
 bounce data, 541
 click maps, 587–588

ClickTracks, 551
 conversion funnels,
 564–566
 conversion metrics,
 544–545
 conversion tracking,
 562–567
 cookies, 560–561
 exit pages, 540
 goal setting, 538
 Google Analytics, 546–548
 home to purchase
 metrics, 564
 key performance
 indicators (KPIs),
 541–542
 landing pages, 540
 lead generation, 564
 log files, 551–555
 marketing, 563–564
 multivariate testing,
 559–560, 573
 null tests, 559, 572
 Omniture Site Catalyst,
 548–550
 pathing, 540, 587–588
 personas, 558
 rankings, 569
 reach measurements,
 542–543
 referring links, 588–589
 response metrics, 544
 retention metrics, 545–546
 search queries, 540
 search to purchase
 metrics, 564
 segmentation tests, 559,
 572
 SEO project tracking, 568
 session IDs, 562
 site classifications,
 538–539
 site usability, 557–562
 site-level data, 537
 special offer to purchase
 metrics, 564
 StatCounter, 550

- Web Analytics (*continued*)
 - theme identification, 370, 372
 - tracking data, 539–541
 - Web analytics, 566
 - Web metrics numbers, 536
 - Web page objectives, 567
 - WebTrends, 551
- Web Analytics Association, 299
- Web history, 50
- Web log. *See* blogs
- Web Marketing Today*, 722
- Web metrics, 536
- Web Page Analyzer, 458
- Web pages
 - competitor, 154–156
 - doorway pages, 77–78
 - engagement objects, 185–187
 - landing page, 180–185
 - link bait, 330
 - link equity, 187–188
 - link `rel=canonical` tag, 493
 - Meta tag, 490–491
 - mirroring, 349–350
 - objective assignments, 567
 - on-page, 241
 - printing, 321
 - source code, 156, 162–164
 - W3C compliant, 257–261
- Web rings, 424–425
- Web servers. *See* servers
- Web site consistency, 18
- Web site design. *See* site design
- Web sites
 - A1-Webmarks, 442
 - ad:tech, 708
 - adCenter, 62
 - addedbytes.com cheat sheets, 515
 - Alexa, 401
 - algorithmic immunity, 138
 - Ask.com, 76
 - Associated Content, 441
 - bad neighborhoods, 424–425
 - Baidu, 611
 - Bazaarvoice, 322
 - Beastalk Search Engine Positioning, Inc., 717
 - Bibsonomy, 441
 - Big Mouth Media Newsletter*, 722
 - Blendtec, 228
 - BlinkList, 442
 - BloggingZoom, 441
 - Blogoria, 442
 - BookmarkTracker, 442
 - Brazilian Internet Steering Committee, 637
 - Bruce Clay's Search Engine Relationship Chart, 20
 - BuddyMarks, 442
 - canonical page, 492–493
 - Check Server tool, 454
 - Chrome, 339
 - ClickTracks, 372, 551
 - ClipClip, 441
 - CNN, 319
 - Collarity, 35
 - Compete, 152
 - comScore, 401
 - Connectedy, 442
 - content siloing, 190–192
 - Copains d'Avant, 626
 - Copyscape, 339
 - coRank, 441
 - Creative Commons license, 440
 - Current, 441
 - Delicious, 399
 - Digg, 399
 - Diigo, 442
 - DISC, 717
 - DNSstuff, 469
 - Domain.com, 474
 - Elite Retreat, 709
 - eMarketer, 536
 - Engagement Objects, 25
 - Enquiro Research, 42
 - ethical relationships, 382
 - Facebook, 404
 - FeedReader, 402
 - Flickr, 440
 - Free, 626
 - Furl, 399
 - Gawker, 400
 - Gawker Media Network, 423
 - Go Daddy, 474
 - Google AdWords, 58
 - Google Alert, 54
 - Google Analytics, 299
 - Google Bookmarks, 685
 - Google blog search, 312
 - Google Keyword Tool, 373
 - Google Local, 56
 - Google News Archive, 70
 - Google Reader, 402
 - Google site search, 226
 - Google spam reports, 76, 432
 - Google Trends, 94
 - Google Webmaster Guidelines, 173, 433–434
 - Google Webmaster Tools, 470
 - Google Zeitgeist, 94
 - Grippio, 639
 - Grok.com, 722
 - Health Ranker, 442
 - Helicon Tech, 453
 - High Rankings, 716
 - Hitwise, 152
 - hosting providers, 481–483
 - IANA (Internet Assigned Numbers Authority), 598
 - ICANN (Internet Corporation for Assigned Names and Numbers), 475
 - IP checker tools, 469
 - Jumptags.com, 442
 - Keotag, 687
 - Keynote Systems, 536
 - Keyword Activity, 339

- Keyword Discovery, 95,
 105, 339, 373
 kirtsy, 441
 Link Checker, 395
 Link Popularity Check,
 174
 LinkaGoGo, 441
 LinkedIn, 441, 683
Los Angeles Times, 490
 Mail.RU, 620
 Marketing Ninjas, 715
 MarketingSerpa, 722
 Marketleap, 170
 Marketwire, 674
 Marktplaats, 630
 MemeStreams, 442
 Metacafe, 316
 Metacrawler, 37
 Microsoft, 503
 Microsoft adCenter, 651
 Microsoft blog search, 71
 Microsoft Live Search, 76
 Mister Wong, 441
 Moniker, 474
 Movable Type, 680
 Mozilla Firefox, 339
 MSN Local, 57
 MX Lookup, 469
 MyBlogLog, 441
 MyLinkVault, 441
 MySpace, 404, 440, 683
 MyStuff, 442
 myVmarks, 442
 Najdi.si, 605
 Namecheap, 474
 National Geographic, 485
 Naver, 605
 Nielsen Online, 536
 Network Solutions, 474
 NewsIsFree, 402
 9rules, 441
 NowPublic, 442
 Omniture, 299, 372
 123LogAnalyzer, 554
 Open Directory Project
 (ODP), 463
 Opinion Research
 Corporation for Cone,
 Inc., 682
 Orange, 626
 Orkut, 637
 OYAX, 442
 Page Analyzer, 135
 PagesJaune, 626
 PostOnFire, 441
 PR Newswire, 674
 PRWeb, 402, 673
 QuestionPro, 297
 Radio UserLand, 402
 Rambler, 620
 RawSugar, 442
 Reddit, 399, 685
 Register, 474
 Sawmill, 554
 Scalable Inman Flash
 Replacement (iSFR),
 262
 Search Engine Land, 720
 Search Engine
 Optimization/KSP, 95
 Search Engine
 Relationship Chart, 386
 search engine result
 factors, 25–26
 Search Engine
 Roundtable, 720
 Search Engine Strategies
 (SES), 708
 Search Marketing Expo
 (SMX), 708
 Search Status, 192, 702
 SearchCap, 722
 SEMPdx, 708
 SEMPO Institute, 714–715
 SEMToolBar, 173
 SEO (search engine
 optimization), 11
 SEO Code of Ethics, 82
 SEO Newsletter, 722
 SEO-compliant, 16–17
 SeoDigger, 372
 SEOToolSet, 95, 105
 SEOToolSet Training, 716
 Separated by a Common
 Language blog, 623
 server status codes, 455
 Seznam, 605
 ShareThis, 688
 siloining structure, 17,
 122–124
 Site Explorer
 Sitemap Protocol, 418
 Skyrock, 626
 Slashdot, 350
 Small Business Marketing
 Unleashed, 709
 Sphinn, 720
 spider invitations,
 524–528
 Spurl, 442
 StatCounter, 550
 studiVZ, 628
 StumbleUpon, 399, 685
 Tealeaf, 536
 Technorati, 441
 Terra, 639
 Tom.com, 615
 TweetBeep, 685
 Twilert, 685
 Twitter, 399, 441, 683
 U.S. Copyright Office, 361
 U.S. government
 copyrights, 594
 Ubbi, 639
 Uol, 639
 UsabilityEffect, 237
 Vindex.nl
 Voila, 625
 Web Analytics
 Association, 299
 Web Marketing Today, 722
 Web Trends, 372
 Weblog Expert, 554
 WebmasterWorld PubCon,
 708
 Website Optimizer, 577
 WebTrends, 551
 WHOIS Lookup, 359
 Whois.net, 474
 Wikipedia, 672
 WordPress, 485, 680
 Wordtracker, 95, 105, 339
 W3C (World Wide Web
 Consortium), 165, 258

Web sites (continued)

Xanga, 683
 XE, 595
 Xenu's Link Sleuth, 259
 Yahoo! blog search, 71
 Yahoo! Bookmarks, 685
 Yahoo! Help system, 522
 Yahoo! Local, 57
 Yahoo! Merchant Solutions, 519
 Yahoo! Search Marketing, 60, 651
 Yahoo! Shopping, 54
 Yahoo! spam reporting, 76
 Yahoo's Top Trends report, 94
 Yandex, 604
 Yattle, 442
 Yelp, 322
 Yigg, 628
 YouTube, 52, 316, 399, 439
 YouTube Mexico, 636
 Zappos, 444
 Web Trends, 372
 Web 2.0, 445–447
 Weblog Expert, 554
 Webmasters, 393–397
 WebmasterWorld PubCon, 708
 WebMD, medical search engine, 34
 Website Optimizer, 577–584
 WebTrends, 551
 white hat, 80
 white lists, 527–528
 white space, 320–321
 white text/links on a white background, 77–78
 WHOIS Lookup, 359
 Whois.net, 474–475
 widgets, 445–447, 677, 688–689
 Wikipedia, 13, 672
 wikis, 672

Windows Media, 316
 Windows Server 2008, 452
 WordPress, 55, 211, 485, 680
 Wordtracker, 95, 105, 339
 World Wide Web
 Consortium (W3C)
 code standards, 257–261
 CSS Validation Service, 259, 261
 Link Checker, 259–260
 Markup Validation Service, 258–260
 redirection status codes, 488
 server status codes, 165–167, 455–457
 World Wide Web, non-
 WWW domain redirect
 reconciliation, 492, 494
 writing tone, 299–300
 written materials, 215, 310–312

X

Xanga, 683
 XE, currency converter, 595
 Xenu's Link Sleuth, 259
 XML site maps, 405, 418–420, 525–526

Y

Yahoo!
 advanced search, 66–68, 374–375
 Asian market, 611
 backlink, 168–169, 174, 188
 blog search, 71
 cached page analysis, 174
 click-throughs, 61
 duplicate content, 344
 inbound link search, 422

international searches, 604
 paid link reports, 700–703
 PPC estimator tool, 655
 removing indexed content, 460
 search attributes, 28–30
 search engine, 9, 18–21
 Search Submit Pro (SSP) Trusted Feed, 29–30
 Site Explorer, 66
 spam reports, 76, 698
 Top Trends report, 94
 URL difference, 174
 Web site analysis, 174
 Yahoo! Bookmarks, 685
 Yahoo! Directory, 30, 463
 Yahoo! Local, 34–35, 57
 Yahoo! Merchant Solutions, 519–522
 Yahoo! Search Marketing (YSM), 29, 60–62, 651
 Yahoo! Search Technology, 11, 30
 Yahoo! Shopping, 14, 54
 Yandex (Yet Another iNDEXer), Russian, 604–605, 619–620
 Yattle, 442
 Yaws, Web server, 453
 YellowBook.com, 35
 YellowPages.com, 35
 Yelp, online reviews, 322
 Yigg, German, 628–629
 YouTube, 15, 52, 316–318, 399, 439
 YouTube Mexico, 636–637

Z

Zappos, 444
 Zeitgeist, Google, 94
 Zhu, Jianfei, spam, 612
 Zillow.com, 34
 ZIP codes, 34–35