

Index

Note to the Reader: Throughout this index **boldfaced** page numbers indicate primary discussions of a topic. *Italicized* page numbers indicate illustrations.

A

A/B testing, 285–286
accessibility checks, 299
account services, 216
accreditations, links from, 198
acquisition source metric, 150
acronyms, 112
action items, 313–314
ad group keywords, 219
adCenter, 70
addenda, HTML, 187
adult sites, 38
Advanced Web Ranking program, 129
advertising. *See* paid search ads; pay-per-click (PPC) ads and services
AdWords, 77–78
AdWords Keyword Tool, 118–119, 118
affiliates, 234
age of domain, 76
aggregators, search, 50
Ajax, 185–187, 186
Alexa database, 141–142
alcoholics, 60
algorithms for ranking, 46–47, 50–52, 60
All-In-One SEO Pack, 244
ALT tags, 54
 images, 238
 removing, 296
alternate content for Flash, 187
alternate spellings, 111
Amazon product reviews, 231
analysis paralysis, 284–285
analytics, 147
 benchmarks, 158–159
 metrics, 150–153
 offline conversions, 156–157
 online conversions, 153–156
 process, 148, 149
 research and development, 261–262, 262
 service options, 149
anchor text as ranking factor, 75
Anderson, Chris, 82
AOL operations, 72–73, 72
Appetizer analytics, 149
Armstrong, Mark, 110
art, SEO as, 61
articles for new content, 269
Ask operations, 71–72, 71

associations, links from, 198
Atlas Search, 285
audience. *See* target audience
audio in video searches, 250
authority pages, links from, 75
autogeneration for site maps, 277
automatic rank checking, 129–130
AWStats stats package, 149

B

B2B sites, 22–23
B2C sites, 23–25
backlinks. *See* inbound links
bait-and-switch tactics, 280
balance in keyword selection, 125–126
baseline assessment, 128
 historical conversions, 136
 inbound links, 134–136
 indexed pages, 130–134, 131–134
 ranks, 128–130
 sites, 136–137
benchmarks, 158–159
bids
 options, 216, 219
 performance-based, 290–291
black hat techniques, 38, 82, 96
blended search results, 47–50, 80
Blinkx, 247, 248
Blog Search, 243, 244
bloggers, ghost, 92
Bloglines feed reader, 205
blogosphere, 36
BlogPulse searches, 243
blogs
 characteristics, 35–37
 indicators, 206–207
 landing pages for, 134
 for new content, 267
 for news, 256–257
 reviews on, 233
 searches, 204, 242–247, 244, 246
 for social networking sites, 135
Blue Willow Dog Coats, 287–288, 288
bookmarking sites, 203–204
Boros, Gina, 41–42
bounce rate
 checking, 310
 overview, 151–152

brand busters, 234–236, 235
branding
 maintenance, 26–27
 tracking, 157
brick-and-mortar businesses, 32–35, 33–34
broad keyword matching, 215
broken links, 300
budgets
 large organizations, 27
 limitations, 318
 paid search accounts, 212
 small organizations, 28
bureaucracy
 large organizations, 25–26
 small organizations, 28
Bush, George W., miserable failure links to, 75–76
business associations, links from, 198
business competition, 138. *See also* competition
business goals, 5–6
buzz generation, 60

C

campaigns
 offline conversions, 156
 paid search accounts, 222
canonical URL problem, 184–185
captions for images, 238
Cascading Style Sheets (CSS), 97, 100, 296
categories for products, 227
CGM (consumer-generated media), 157
Cheeky Monkey Toys, 230, 230
Chow, Dexter and Anna, 230
Citysearch product reviews, 231
click-throughs
 keyword rates, 279–280
 paid search accounts, 219
ClickTracks analytics, 149
Clicky analytics, 149
ClickZ News site, 254
client-side tracking programs, 148
cloaking, 60
CMS (content management system), 97
collaborative tagging, 52
columns for new content, 267
combining keywords, 126
comment spam, 29, 36, 269

- commenter incentives, 209
 - communication
 - of goals, 18
 - IT department, 95–96
 - large organizations, 26
 - for offline conversions, 156
 - in team building, 87
 - company names for keywords, 111
 - comparison shoppers, meta search engines for, 50
 - competition, 137–138
 - brand name outranking by, 234–235, 235
 - directory presence, 326–327
 - as directory submission factor, 194, 196
 - identifying, 138–139
 - as keyword selection factor, 122–125, 124
 - off-page factors, 144–145
 - paid ads by, 146–147, 221
 - as ranking factor, 58
 - reports on, 160
 - sites
 - inbound links to, 144–145, 198
 - as keyword source, 115
 - optimization on, 144
 - ranks, 144
 - snooping on, 139–142, 140–141
 - source code, 140–141, 141
 - targeted keywords, 143
 - slacking by, 318
 - of small organizations, 29
 - competitive terms in keyword selection, 125
 - compiled resources for new content, 267
 - concept, keyword grouping by, 219
 - consumer-generated media (CGM), 157
 - consumer reviews, 231–234, 232
 - content, 264
 - developing, 267–270
 - discovering, 264–266
 - duplicate, 60, 182–184, 301
 - non-HTML documents, 270–274, 271–273
 - optimizing, 272–273, 273
 - out-of-date, 301–302
 - removing, 273–274
 - site maps, 275–277
 - theft of, 274–276
 - content management systems (CMMs), 97
 - contextual advertising, 78, 79, 215
 - contracts, 40
 - conversion pages
 - identifying, 154
 - vs. landing pages, 15
 - conversions
 - B2B sites, 23
 - checking, 308–310
 - goals, 13–15
 - historical, 136
 - low rate, 280–281
 - offline, 156–157
 - online, 153–156
 - paths to, 15–16, 16
 - tracking, 19, 297
 - Google Analytics for, 64
 - paid search, 212, 223
 - sales department as source of, 91
 - value of, 121, 281
 - converting graphics to HTML text, 25
 - cookies, 178
 - copyright-free content, 269–270
 - Copyscape.com site, 276
 - copywriting for snippets, 294–297
 - Coremetrics analytics, 149
 - corporate blogs, 267
 - cost-per-click ads, 79
 - costs
 - paid search, 212, 220
 - SEO, 104
 - country-specific domains, 258
 - coupons, 156
 - Couzin, Sharon, 287
 - coworkers as keyword source, 113
 - crawling, 46
 - Creative Commons (CC) content, 270
 - CSS (Cascading Style Sheets), 97, 100, 296
 - currency in visibility assessment, 225
 - customers
 - for B2B sites, 22
 - as keyword source, 113
 - Cutts, Matt, 51
 - Cynthia Says tool, 299
- D**
- dayparting, 215
 - death of SEO, 73
 - deeper pages vs. home pages, 17
 - defining goals and conversions, 18
 - del.icio.us site, 203
 - Digg site, 203
 - Digital Point Solutions program, 129
 - directories
 - competitor presence, 326–327
 - for link ideas, 198
 - operation, 47–48
 - submissions to, 194–196, 195
 - display options in paid search accounts, 215
 - documentation, 105
 - inbound links, 192–193, 192
 - reports. *See* reports
 - domains
 - for blog sites, 37
 - country-specific, 258
 - tracking, 227
 - duds
 - keyword, 291
 - removing, 320
 - tracking, 18–19
 - duplicate content, 60, 182–184, 301
 - dynamic keyword insertion, 215, 221
 - dynamic sites, 187, 226
- E**
- e-mail
 - link requests, 201–202
 - newsletters, 256–257, 266
 - “e-mail this page” links, 209
 - editorial guidelines, 214
 - editors
 - for directories, 194
 - for relevance values, 121
 - on teams, 102–104
 - edits
 - accomplishing, 297
 - HTML code, 25
 - education for graphic designers, 99–100
 - Efficient Frontier, 285
 - elevator speeches, 170
 - emulators, spider, 180–182, 181
 - entry pages, 15–17, 16, 150–151
 - Epinions product reviews, 231
 - error messages, 292, 296
 - errors metric, 153
 - eternal truths, 45
 - algorithms, 50–52
 - ranks, 57–59
 - robots, 46–47, 46
 - search results, 47–50
 - SEO mastery, 61–62
 - text, 52–57
 - Eternally Unknowable Algorithm, 51
 - etiquette
 - blogs, 36
 - social sites, 205–206
 - Evans, Dave, 210
 - excluding
 - keywords in PPC, 215
 - robots, 190
 - executives, 104–105
 - existing link assessment, 191–194
 - exit pages, 151
 - experts on social sites, 207
 - Exploratorium site, 179–180, 180
 - extra credit, 321–331
 - eye-tracking research, 172

F

Facebook site, 204, 208
feed readers, 204–205, 204
Feedburner, 247
feeds
 blogs, 247
 product, 229
 site, 48–49
File Not Found pages, 292
Firefox extensions, 142, 145
first impressions, 172
flames, 36
Flash
 reducing use of, 25
 and search engines, 185–187
Flickr site, 239
forums
 guidelines, 255–256
 for social search, 204
404 errors, 292
free hosting for blog sites, 37
free tools for new content, 268
freebies for reviews, 232
friends as keyword source, 114
functions, website, 7–9
Fusco, P. J., 100, 298

G

geotargeting, 215
ghost bloggers, 92
giveaways, 209
goals. *See also* analytics
 benchmarks, 158–159
 brick-and-mortar businesses, 32
 conversions, 13–15
 determining, 5–6
 interim solutions, 10–11
 landing pages, 15–17, 16
 success measurements, 18–20
 target audience, 12–13
 websites related to, 9–10

Goals Worksheet

for audience, 12–13
for conversions, 13–15
filling out, 7
for keywords, 110
in Quick Reference reports, 160
website features on, 9–10

Google

AdWords, 77–78
AdWords Keyword Tool,
 118–119, 118
Analytics, 64, 149, 152, 329
Base, 251–252, 251
basics, 64–66, 65
Blog Search, 243, 244
image searches, 238
PageRank, 66–67, 140,
 144–145, 308
PageRank Status tool, 142
Product Search, 229

reviews, 231
Sitelinks, 252–253, 252
Toolbar, 140, 140
Universal Search, 250–251
Video Sitemaps, 326
Webmaster Tools, 323–326
Website Optimizer, 286–288,
 286–287
Googlebombling, 75–76
Googlebot, 189
graphic designers on teams, 98–101
graphical text vs. HTML text, 25,
 54–55, 54–55
gray hat techniques, 82
grouping keywords, 215
guest contributors, 269

H

hCards, 242, 327–328
Heller, Paul, 34
HighRankings.com site, 254
Hispanic market, 259
historical conversions, 136
holistic approach, 57, 60
home pages
 vs. deeper pages, 17
 as landing pages, 126
 product changes on, 227
 promoting, 58
homographs, 112
hosted tracking programs, 148
hot linking, 276
HTML pages
 for Flash and Ajax, 187
 titles. *See* page titles
HTML text vs. graphical, 25,
 54–55, 54–55
HTTP Viewer, 299
hucksters, 39
hydroplaning monkey,
 259–261, 260

I

idea banks, 108–109
iGoogle feed reader, 204, 204
images in searches, 49, 49,
 236–240, 237–238
implementation, 176
inappropriate material, 302–303
inbound links, 190–191
 analysis tools, 192
 assessing, 191–194
 to B2B websites, 22–23
 baseline for, 134–136
 to competition, 144–145, 198
 content for, 103
 directory submissions for,
 194–196, 195
 documenting, 192–193, 192
 link letters for, 199–201
 to nonprofit organizations, 40

quality of, 193–194
as ranking factor, 75
repairing, 292–293
to small organizations, 28
submittals and e-mails for,
 201–202
surfing for, 196–199
tracking, 307–308
Webmaster Tools for, 324
indexed pages
 baseline assessment for,
 130–134, 131–134
 checking, 305–306
 in visibility assessment, 225
 Webmaster Tools for, 323–324
infighting, 11
information overload, 254–255
intangibles, tracking, 157
intelligence of search engines, 51–52
intelligent outsourcing, 315–316
interim solutions, 10–11
internal communication, 26
internal issues, 41
internal links
 optimization basics, 174–177
 repairing, 293
internal search engines
 data from, 322–323
 as keyword source, 113–114
international searches, 257–259
interviews for new content,
 267–268
invisible text, 54, 60
IT department
 communication with, 95–96
 on teams, 94–97
 workload overload in, 96–97

J

job security, tracking for, 19

K

key performance indicators, 310
Keyword Discovery tool,
 116–117, 117
keyword stuffing, 60
keywords, 109
 adding, 290
 B2C sites, 24
 click-through rates, 279–280
 on competitor sites, 143
 conversion rates, 280–281
 density, 75, 299
 determining
 audience considerations, 12
 brainstorming, 110–113
 competition factor,
 122–125, 124
 data tools for, 115–119,
 116–118

- final list, 125–128
 - for landing pages, 126–127
 - relevance factor, 121–122
 - resources for, 113–114, 114
 - sales department for, 91
 - search popularity factor, 119–121
 - writers and editors for, 102–103
 - in directories, 195
 - duds, 291
 - for images, 240
 - importance, 53
 - insights to, 282–283
 - for link ideas, 198
 - matching options, 215
 - in meta description tags, 170
 - nonprofit organizations, 41
 - page titles, 167
 - paid search accounts, 217–220, 312–313
 - placement opportunities for, 54
 - reports for, 160
 - in snippets, 295
 - in text, 172–173, 221
 - trends and variations, 284
 - for video, 250
- keywords metric, 150
- Keywords Worksheet, 110, 171
- L**
- landing pages
- indexed, 133–134, 133
 - internal links to, 175, 177
 - international, 258
 - keywords for, 126–127, 280
 - large organizations, 27
 - non-HTML documents as, 301
 - optimization
 - alternatives, 289–290
 - ROI, 285–290, 286–287
 - paid search accounts, 218–219, 221
 - planning, 15–17, 16
 - for products, 227
 - reports for, 160
 - robot access to, 178–179
- languages in international searches, 258
- large organizations, 25–27
- Latino market, 259
- lazy linking, 175
- Lee, Kevin, 78, 242
- letters, link, 199–201
- life cycle in B2B sites, 23
- link bombing, 75–76
- link farms, 175
- link juice, 82
- link popularity comparisons, 299
- Link Tracking Worksheet, 191–192, 201
- linkbait, 265
- LinkedIn site, 204, 208
- links
- blogs, 36, 245–246
 - broken, 300
 - to images, 239
 - inbound. *See* inbound links
 - internal, 174–177, 293
 - outbound, 175
 - in robot walk-throughs, 178
 - rotting, 293
 - to site maps, 277
 - validating, 293, 299
 - to video, 249
 - Webmaster Tools for, 323–324
- listing quality checks, 300–303, 306
- Little Flower Candy Co., 31–32, 31
- local directories for link ideas, 198
- local searches
- for brick-and-mortar businesses, 32–33, 33
 - overview, 240–243, 241
- location in keywords, 111
- long tail theory, 82, 217–218, 217
- M**
- manual rank checking, 128–130
- Maplecroft Bed & Breakfast, 33–35, 33
- maps, site. *See* site maps
- marketing materials for
- content, 266
- marketing people on teams, 88–89
- masked domains, 183
- McGee, Matt, 239
- media
- as keyword source, 113
 - stolen, 276
- Media RSS (MRSS), 249–250
- meta search engines, 50
- meta tags
- basic optimization in, 169–171
 - benefits, 56–57, 77
 - influence of, 58
 - robot, 54, 81, 189–190
- metadata
- page titles, 270–272, 271–273
 - video files, 249
- misconceptions, 58
- “miserable failure” links, 75–76
- misspelled words, 62, 111
- mobile searches, 81
- Mon Yough Community Services, 41–42, 42
- monthly columns for new
- content, 267
- Moore, Christine, 31–32
- MRSS (Media RSS), 249–250
- MSN
- image searches, 238, 238
 - operation, 69–70, 70
- multiple domain tracking, 227
- multiple vendor coordination, 102
- multivariate tests, 286–289, 286–287
- MySpace site, 204
- N**
- names
- file images, 238
 - keywords, 110–111
 - small organizations, 30
 - video files, 249
- navigation in page titles, 169
- needs analysis, 4–5
- negative matches, 280
- negative reviews, 233
- neighbors as keyword source, 114
- news
- for blogs, 246
 - for research and development, 253–257
 - in search results, 49, 49
- newsletters, 256–257, 266
- newsworthy events, 27
- NexTag product reviews, 231
- niche directories, 60, 194–195
- non-HTML documents
- as landing pages, 301
 - optimizing, 270–274, 271–273
- nonprofit organizations, 6, 40–43
- O**
- off-page activities, 11
- off-page competition factors, 144–145
- offline conversion tracking, 156–157
- offline marketing, 88, 266
- Omniture analytics, 149
- on-demand tracking programs, 148
- online conversion tracking, 153–156
- online marketing, 88
- Open Directory, 62, 194–195
- opportunities, 146
- optimization basics, 160
- implementation, 176
 - internal links, 174–177
 - meta tags, 169–171
 - page titles in, 166–169
 - text in, 171–173, 173
- organic optimization, 5, 54, 257–259
- organic ranking factors, 74–77
- organic search targeting, 155
- organic status, 304–306
- organization names in page titles, 168
- orphaned pages, 176
- out-of-date content, 301–302
- outages, server, 59, 178

outbound links, 175
 outsourcing
 intelligent, 315–316
 teams, 101–102

P

page comparison sites, 276
 page redirects, 26
 for canonical issues, 185
 checking, 292, 299
 for duplicate content, 183
 setting up, 300
 page titles
 in basic optimization, 166–169
 importance, 55–56, 55
 metadata for, 170, 270–272, 271
 as ranking factor, 74
 unique, 168–169
 page views, 25, 150
 PageRank, 66–67, 140,
 144–145, 308
 paid search ads, 77–80, 78–79,
 212–213
 account services, 216
 audience considerations, 12
 bid and position management
 options, 216, 219
 brand busters, 234–236, 235
 budgets, 212
 campaign startup, 222
 consumer reviews, 231–234, 232
 conversion rates tied to, 155
 conversion tracking, 223
 directories, 195
 display options, 215
 editorial guidelines, 214
 evaluating, 213–214, 213
 international, 257
 keyword matching options, 215
 keywords, 217–220
 paid inclusion, 49, 66
 performance data, 312
 Quick Check, 224
 as ranking factor, 60
 ROI, 278–279
 in search results, 48
 shopping comparison engines,
 228–231
 spending requirements, 215
 status reports, 311–313
 store sites, 225–227, 226
 text for, 220–222, 221
 top-performing keywords,
 312–313
 tracking and reporting
 options, 216
 participation marketing. *See* social
 search and participation
 marketing
 Patel, Neil, 210

pay-per-action ads, 79
 pay-per-call ads, 79, 91
 pay-per-click (PPC) ads and services
 adult sites, 38
 by competition, 138, 146
 conversion rates tied to, 155
 large organizations, 27
 MSN, 70
 nonprofit organizations, 41
 as ranking factor, 77–80, 78–79
 ROI for. *See* return on
 investment (ROI)
 in search results, 48
 small organizations, 28–29
 PayPerPost service, 233
 penalized sites, 179
 personal touch
 blog sites, 37
 small organizations, 28
 phone numbers for offline
 conversions, 156
 photos
 giveaways, 209
 in searches, 49, 49, 236–240,
 237–238
 pings, Sitemap, 326
 podcasts, 246, 246
 pointer domains, 183
 poor performers, 279
 keywords with low click-
 through rates, 279–280
 keywords with low conversion
 rates, 280–281
 popularity as keyword factor,
 119–121, 125
 position management options,
 216, 219
 positive reviews, 232
 post optimization for blogs, 36
 PPC ads. *See* pay-per-click (PPC)
 ads and services
 press releases
 as content source, 266
 optimizing, 329–330
 priorities in implementation, 176
 private material, 302–303
 problems, 292
 new sites, 292–293
 site assessment tools for,
 298–300
 snippet improvements, 294–297
 team management, 297–298
 product changes on home page, 227
 product managers, 104–105
 programmers on teams, 94–97
 promotion, visitor, 208–210, 209
 promotion codes for offline
 conversions, 156
 promotions as content source, 266
 public relations department, 91–92

Q

quality
 checking, 306
 links, 193–194, 197–198
 Quality Score, 78
 quick-and-dirty SEO schemes, 29
 Quick Reference reports,
 160–161, 167

R

Rank Tracking Worksheet, 129, 132
 ranks, 57–58
 algorithm for, 46–47, 50–52, 60
 baseline assessment for, 128–130
 changing, 58–59
 checking, 304–305, 308
 competition, 58, 144
 organic factors, 74–77
 red flags, 145
 Reddfit site, 203
 redesigned sites, 292
 redirects, 26
 for canonical issues, 185
 checking, 292, 299
 for duplicate content, 183
 setting up, 300
 referrers metric, 150
 referring sites, 310
 regional directories, 198
 related sites, links from, 199
 related terms as keyword source,
 114, 114
 relative search popularity, 120
 relevance as keyword factor,
 121–122, 125
 reports, 160–161
 competitive analysis, 160
 keywords, 160
 landing pages, 160
 paid search accounts, 216
 status. *See* status reports
 reputation
 from reviews, 232
 in small organizations, 30
 research and development, 253
 analytics, 261–262, 262
 hydroplaning monkey,
 259–261, 260
 international searches, 257–259
 news and trends, 253–257
 Task Journal investigation, 257
 resellers, 234
 return on investment (ROI),
 277–278
 actions for, 290–292
 landing page optimization,
 285–290, 286–287
 organic opportunities, 282–283
 paid search accounts, 278–279
 poor performers, 279–281

ReviewMe service, 233
reviews, consumer, 231–234, 232
rewriting page text, 26
Right Now of search engines, 64
Roberts, Jill, 93–94
Robinson, Lowell, 179
robots
barriers to, 178–179
basics, 46–47, 46
excluding, 190
meta tags, 54, 81, 189–190
monitoring, 330–331
robots.txt file, 188, 326
creating, 189
large organizations, 25
need for, 188
Rojo feed reader, 205

S

Sage feed reader, 205
sales
as content source, 266
conversion information for, 155
sales department, 90–91
sample documents as content
source, 266
Schmidt, Jan, 299
science, SEO as, 61
scraped sites, 82
scraping, 274
search aggregators, 50
search competition
in B2C sites, 24
identifying, 138–139
Search Engine Land site, 254
Search Engine Marketing (SEM), 53
Search Engine Watch, 254
search engines, 63
AOL, 72–73, 72
Ask, 71–72, 71
current, 64
defined, 47
Google, 64–66, 65
MSN, 69–70, 70
organic ranking factors, 74–77
paid placement, 77–80, 78–79
shopping comparison, 228–231
trendspotting, 80–81
tricking, 60
video, 247
Yahoo!, 67–69, 68
search ranking algorithms, 46–47,
50–52, 60
search results
blended, 47, 80
directory listings in, 47–48
as keyword factor, 119–121
popularity vs. relevance, 89
PPC in, 48
site feeds in, 48–49
variety of, 49, 49

SEO for Firefox tool, 142
SEOquake tool, 142
SERP (Search Engine Results
Page), 82
server logs for theft detection, 276
server outages, 59, 178
server performance, 59
server-side analytic programs, 148
service options for analytics, 149
Severo, Anthony, 223
shallow-wide strategy, 27
shopping comparison engines,
228–231
SingleFeed service, 229
Site Assessment Worksheet, 137
site authority, 76–77
site baseline assessment, 136–137
site feeds, 48–49
site maps, 10, 275
benefits, 276
designing, 276–277
internal links to, 177
“site of the day” awards, 40
Site Optimization Worksheet,
166, 172
site overlay, 262, 262
site structure improvements, 177
canonical issues, 184–185
duplicate content, 182–184
Flash and Ajax, 185–187, 186
robot walk-through, 178–179
robots.txt file for, 188–190
spider emulators for, 180–182
spider’s-eye view for, 181
Sitelinks, 252–253, 252
slacking spectrum, 318–321
slacking vs. surfing, 191
slang, 82, 111
slow page load checkers, 299
slow periods in small
organizations, 30
small organizations, 28–32
SMO feed readers, 204–205, 204
snippets, 47–48, 56, 294–297
snooping on competitor sites,
139–142, 140–141
SnowBoard Reviews, 231
social bookmarking buttons,
208, 209
social bookmarking sites, 52,
203–204
social networking sites, 135
social search and participation mar-
keting, 81, 202
blogs, 206–207
etiquette, 205–206
guidelines, 268–269
participation marketing,
207–208
SMO feed readers, 204–205, 204
surfing social sites, 203–204
visitor promotion, 208–210, 209

Socialmeter, 135
source code of competition,
140–141, 141
spam comments, 36, 269
spamming, 61
specialty searches, 236
blog, 242–247, 244, 246
Google, 250–253, 251–252
images, 236–240, 237–238
local, 240–243, 241
video, 247–250, 248
spelling keywords, 111
spending requirements in paid
search accounts, 215
spider emulators, 180–182, 181.
See also robots
splogs, 82
SponsoredReviews service, 233
stats packages, 149
status reports, 303
links, 307–308
opportunities and action items,
313–314
organic status, 304–306
paid search accounts, 311–313
professional, 306–307
store sites
issues, 226–227
visibility, 225–226, 226
stub pages, 187
style guides, 101, 176
subdomains, 26
submittals
link requests, 201–202
Sitemaps, 326
success measurements, 18–20
Sullivan, Danny, 51, 254–255
surfing
for link opportunities, 196–199
vs. slacking, 191
Swain, Rex, 299
sympathetic sites, links from, 199
syndicated content, 269

T

Tachyon Publications, 93–94, 93
tag-based tracking analytic pro-
grams, 148
target audience
B2B sites, 22
B2C sites, 24
deeper pages for, 17
in goals, 12–13
keyword grouping by, 219
Task Journal, 108, 257, 328–329
teams, 85
building, 86–88
managing, 297–298
members
executives and product
managers, 104–105

- graphic designers, 98–101
 - IT department, 94–97
 - marketing, 88–89
 - public relations department, 91–92
 - sales department, 90–91
 - writers and editors, 102–104
 - outsourcing, 101–102
 - Technorati blog searches, 135, 243, 247
 - text
 - adult sites, 38
 - B2B sites, 23
 - in basic optimization, 171–173, 173
 - HTML vs. graphical, 54–55, 54–55
 - for images, 239
 - importance, 52–57
 - invisible, 54, 60
 - keywords, 53–54, 172–173, 221
 - in large organizations, 25
 - meta description tags, 56–57
 - meta keyword tags, 56
 - for nonprofit organizations, 41
 - page titles, 55–56, 55
 - paid search account ads, 220–222, 221
 - as ranking factor, 75
 - snippets, 296
 - for video, 249
 - visible, 75
 - theft of content, 274–276
 - 301 redirects, 183, 185, 292, 300
 - time constraints, 28
 - time frames for
 - implementation, 176
 - time on site metric, 153
 - titles
 - images, 238
 - page. *See* page titles
 - tools
 - content, 266, 268
 - keyword, 115–119, 116–118
 - top sellers on home page, 227
 - topical community, links from, 75
 - total pages indexed, 131–132, 131–132
 - tracking
 - benefits, 18–20
 - branding, 157
 - conversion. *See* conversions
 - inbound links, 307–308
 - multiple domains, 227
 - need for, 20
 - paid search accounts, 216
 - traffic
 - checking, 309–310
 - vs. conversions, 25
 - in goals, 11
 - source, 150
 - transparency, search engine, 80–81
 - trends
 - keywords, 284
 - in research and development, 253–257
 - SEO, 80–81
 - tricking search engines, 60
 - trust in blog sites, 37
 - trusted feeds, 49
- U**
- UGC (user-generated content), 24
 - ugly listings, cleaning up, 300–303
 - unique items
 - meta description tags, 170
 - page titles, 168–169
 - unique visitors, 150
 - universal searches, 250–251
 - updating, tracking for, 19
 - URLs
 - to duplicate content, 183
 - dynamic sites, 187
 - preferred, 324–325
 - www and non-www, 184–185
 - usability
 - in graphics, 98
 - in holistic approach, 60
 - user-generated content (UGC), 24
- V**
- variations, keyword, 284
 - vendor coordination, 102
 - video
 - searches, 49, 49, 247–250, 248
 - Sitemaps, 326
 - view conversions, 25
 - visibility, store, 225–226, 226
 - visible text, 54, 75
 - visitor promotion, 208–210, 209
 - Visual Sciences analytics, 149
 - Vivant, Sage, 38
 - vocabulary, 82
- W**
- Wall, Aaron, 37
 - Ward, Eric, 168
 - web analytics. *See* analytics
 - Web Crawl tool, 324
 - web designers, 38–40
 - Web Developer tool, 142
 - web page redirects, 26
 - for canonical issues, 185
 - checking, 292, 299
 - for duplicate content, 183
 - setting up, 300
 - Webalizer stats package, 149
 - weblogs. *See* blogs
 - Webmaster Tools, 323
 - indexing and links, 323–324
 - preferred URLs, 324–325
 - Sitemaps, 325–326
 - webmasters on teams, 94–97
 - WebPosition program, 129
 - Website Optimizer, 286–288, 286–287
 - websites
 - features and elements on, 7–9
 - goals related to, 9–10
 - as keyword source, 113
 - landing page planning for, 15–17, 16
 - WebTrends analytics, 149
 - Whalen, Jill, 43, 109, 254
 - white hat techniques, 82
 - widgets, 81
 - giveaways, 209
 - for new content, 268
 - word-matching, 280
 - WordPress blog search, 244
 - Wordtracker tool, 115–116, 116
 - workload
 - overload, 96–97
 - reducing, 319–320
 - worksheets as content source, 266
 - writers
 - for relevance values, 121
 - on teams, 102–104
 - writing
 - in holistic approach, 60
 - reviews, 233
 - www and non-www URLs, 184–185
- X**
- XML Sitemaps, 325–326
 - creating 325
 - video 326
- Y**
- Yahoo!
 - Directory, 194
 - feed reader, 205
 - image searches, 238
 - operation, 67–69, 68
 - reviews, 231
 - Yahoo! Search Marketing (YSM), 77–78
 - yellow pages, 242
 - Yelp product reviews, 231, 232
 - yourseoplan.com site, 108