

8 SEO Related Things You Might Not Know

+ Bonus Round!
(advice from 4 SEO experts)

Mihai Aperghis



On-page

1. Schema.org Markup

- What: structured data markup
- Why: improves how search engines “read” your site, can generate rich snippets

1. Schema.org Markup

[Notebooks & Ultrabooks - X502CA - Asus](#)

www.asus.com/Notebooks_Ultrabooks/X502CA/ ▾

Slim and light performance **notebook** in vibrant color options.

[Asus 15.6" Laptop 4GB Memory 320GB Hard Drive X502CA ...](#)

www.bestbuy.com/site/asus-15-6-laptop-4gb-memory.../9424061.p ▾

★★★★★ Rating: 3.8 - 209 reviews - \$249.99 - In stock



ASUS 15.6" Laptop - 4GB Memory - 320GB Hard Drive: 15.6" display; webcam; HDMI output; 320GB hard drive; 4GB DDR3 memory; high-speed wireless LAN; ...



[ook - Intel ...](#)

[COQITC...](#) ▾

rts / 1 HDMI; 4GB

n / Intel ...

[e Delivery ...](#)

nce technology into

our ...

Better SERP visibility -> Higher CTR rate -> More traffic (and sometimes better rankings!)

2. Facets & Filters

- What: e-commerce specific filtration
- Why: improves user experience, allows owner to focus on specific keywords

2. Facets & Filters

	Facets	Filters
Role	Category extensions	Product narrowing
Form	Links	Select boxes
Search engines	Index	Noindex/canonicalize
Examples	Genre, Type	Price, Color

2. Facets & Filters

The screenshot displays the ASOS website interface for men's jackets and coats. The top navigation bar includes 'ASOS', 'MARKETPLACE', 'OUTFITS & LOOKS', and a welcome message. The main header features the ASOS logo, 'WOMEN', 'MEN', a search bar, and icons for currency (€ EUR), saved items, and a shopping bag (€0.00). A secondary navigation bar lists categories like 'NEW IN', 'CLOTHING', 'ACCESSORIES', 'SHOES', 'TAILORING', 'BRANDS', and 'OUTLET (UP TO 70% OFF)'. Promotional banners for women's and men's discounts and a Christmas cut-off are visible.

The main content area is titled 'MEN'S JACKETS & COATS'. Below the title is a descriptive paragraph: 'Nothing is more crucial than your cold-weather wear, so these are the coats and jackets you're going to need when the mercury dips. Lifetime-lasting leather jackets, rain coats and parkas will bear the brunt of inclement weather, while wool coats and pea coats have you covered when things need to sharpen up. Stay warm, look cool.'

A 'REFINE BY' sidebar on the left contains several filter sections:

- JACKET STYLE**
- BRAND**: A list of brands with checkboxes, including 'Solid', '10 Deep', '55DSL', 'Addict', 'Afends', 'Alpha Industries', 'Altamont', 'American Apparel', and 'Anerkiendt'.
- COLOUR**: A list of colors with checkboxes, including 'Beige', 'Blue', 'Cream', 'Green', 'Navy', 'Purple', 'Silver', 'Tan', 'Yellow', 'Black', 'Brown', 'Gold', 'Grey', 'Orange', 'Red', 'Stone', and 'White'.
- SIZE**: A list of sizes with checkboxes, including 'XXXS', 'XXS', 'XS', 'S', 'M', 'L', 'XL', 'XXL', and 'XXXL'.
- PRICE RANGE**: A slider ranging from €20 to €30.

The main product area shows '1045 styles found' and 'View 204 per page'. Below this is a grid of product images. A red box highlights a sub-category menu with the following items: 'Varsity Jackets', 'Quilted Jackets', 'Parkas', 'Bomber Jackets', 'Blazers', 'Wool Coats', 'Leather Jackets', 'Denim Jackets', and 'Gilets'. Red arrows point from this menu to the first two product images in the grid.

Two yellow callout boxes are overlaid on the product images:

- The first box, pointing to the first product image, contains the text: 'Select box AJAX FILTERS canonical to category'.
- The second box, pointing to the second product image, contains the text: 'Sub-category link-type FACETS fully indexable'.

The product grid shows three items:

- ASOS Wool Overcoat In Navy, €136.99
- ASOS Wool Overcoat With Velvet Collar, €136.99
- ASOS Wool Overcoat In Black, €136.99

3. Video SEO

- **What:** techniques that focus on video ranking in Google Search
- **Why:** generates video thumbnail snippets for your site, allows your site to rank for the video

3. Video SEO

Why Visual Assets > Infographics - Whiteboard Friday - Moz



moz.com/.../why-visual-assets-are-better-than-infograp...

Nov 14, 2013

While infographics are touted by some as wonderful examples of making information accessible, in today's...

More by Rand Fishkin - in 64,940

Ranking with own domain

Using Google+ to Appear in the Top Results E



moz.com/.../using-google-plus...

Nov 13

Video thumbnail + duration

ard Friday, Marshall Lee the vampire king (just Rand) explains how ...

Web Psych ... Friday



[MOZ.COM/BLOG/WEB-PSY...](http://moz.com/blog/web-psych...)

Nov 19, 2013

Behind nearly all of our customers will react and ... our

Private videos = no duplicate sources

4. International SEO

- What: techniques for sites that serve multiple languages and/or countries
- Why: avoids duplicate content, allows the correct version to be displayed to a user, better ranking

4. International SEO

Geotargeting in Webmaster Tools

Site Settings

Geographic target

Target users in: Romania ▼

rel=alternate hreflang=x

```
✓ <link rel="alternate" hreflang="x-default"
href="http://www.example.com/" />
<link rel="alternate" hreflang="en-gb"
href="http://en-gb.example.com/page.html" />
<link rel="alternate" hreflang="en-us"
href="http://en-us.example.com/page.html" />
<link rel="alternate" hreflang="en"
href="http://en.example.com/page.html" />
<link rel="alternate" hreflang="de"
href="http://de.example.com/seite.html" />
```

Off-page

5. Content Marketing

- What: marketing strategy focused on content
- Why: get quality links, brand visibility, brand authority

5. Content Marketing

But it doesn't work 😞

Client editorial links in:

US	
Foxnews.com	DA: 96, PR: 8
Fool.com	DA: 90, PR: 7
MLive.com	DA: 88, PR: 6
Cision.com	DA: 77, PR: 6
Cost: NONE	

5. Content Marketing

But it doesn't work outside US ☹️

Client editorial links in:

US	
Foxnews.com	DA: 96, PR: 8
Fool.com	DA: 90, PR: 7
MLive.com	DA: 88, PR: 6
Cision.com	DA: 77, PR: 6
Cost: NONE	

RO	
Adevarul.ro (mention)	DA: 76, PR: 7
RomaniaTV.net	DA: 58, PR: 5
Business24.ro	DA: 58, PR: 6
121.ro	DA: 53, PR: 6
Cost: NONE	

6. Hummingbird

Did you say Angry Birds?

- What: the new Google Search algorithm
- Why: decreases focus on keywords in light of topics

6. Hummingbird

competitive link analysis

Web Images Maps Shopping More Search tools

About 38,200,000 results (0.16 seconds)

Competitive Link Analysis: Link Intersect in Excel - Moz
moz.com/blog/competitive-link-analysis-link-intersect-in-excel
by Mihai Aperghis - in 79 Google+ circles
Jul 24, 2013 - Without a doubt, one of the main steps in creating an SEO strategy is the **competitive analysis**. Competitor backlinks can offer information on ...
What Is Link Intersect Exactly? - Why Would I Need the Excel ...

Link Analysis - Help Hub - Moz
moz.com/help/pro/link-analysis
Explore links and gain **competitive** intelligence! The **Link Analysis** section provides a side-by-side comparison of your site and those of your **competitors**.

Competitive Link Analysis - Outsmarting Your Opponents...
skyrocketseo.com/competitive-link-analysis/
Sep 18, 2013 - Based on the results of our **Link Building Survey 2013** (published in July), we ... **Analyze** your site **Analyze** competitors Evaluate Feasibility Plan ...

The Competitive Linking Analysis Trap - Search Engine Land
searchengineland.com/the-competitive-linking-analysis-trap-141...
by Eric Ward - in 6,204 Google+ circles
Dec 4, 2012 - Several years ago, the search engines began to slowly turn off the fire-hose of linking data they freely gave anyone familiar with the **link**...

The 6 Best Link Analysis Tools for competitor benchmarking for SEO...
www.smartinsights.com/.../link-./best-link-analysis-tools-for-seo...
by Chris Soames - in 71 Google+ circles
Jul 25, 2012 - Below we have recommend 6 tools available to you for **competitive link analysis** work. All allow you to review your own links and competitor ...

Majestic SEO - Backlink Checker & Site Explorer
www.majesticseo.com/
Majestic SEO - **Link** intelligence tools for **SEO** and Internet PR and Marketing. Site Explorer shows inbound **link** and site summary data.

Competitive Link Velocity (CLV) - Link Growth Velocity Analysis
www.linkresearchtools.com/tools/clv/
by Christoph C. Cemper - in 3,372 Google+ circles
The **Competitive Link Velocity (CLV)** tool compares the **link** growth velocity for your site vs. up to ten **competitors** over a period of the past 2 years.

SEO Google Gadgets for Link Analysis, Competitive ... - SEO Tools
tools.seobook.com/google-gadgets/
by aaron wall - in 26,992 Google+ circles
Free **SEO** related Google Gadgets. Offers **links** to many research data points, including keyword research, linkage data, and other useful measures of relevancy ...

5 Steps Beyond Competitive Link Analysis | WebProNews
www.webpronews.com/5-steps-beyond-competitive-link-analysis...
by Ken McGaffin - in 378 Google+ circles
Oct 25, 2011 - And to find more quality sites, we've got to go beyond simple **competitive link analysis**. For many marketers, the first thought in **link** building is to ...

Discover your competitors' link building secrets (Link building course ...
www.wordtracker.com/academy/competitor-link-analysis
Nov 5, 2010 - **Competitor link analysis** with Wordtracker Link Builder - the leading keyword tools.

performing a competitive link analysis

Web Images Maps Shopping Videos More Search tools

About 5,370,000 results (0.19 seconds)

Competitive Link Analysis: Link Intersect in Excel - Moz
moz.com/blog/competitive-link-analysis-link-intersect-in-excel
by Mihai Aperghis - in 79 Google+ circles
Jul 24, 2013 - **Competitor** backlinks can offer information on their **link** building ... Read on to learn how you can build your own **competitive link analysis** in Excel, ... the formula will have the role of **doing** somewhat of a "distinct count" of target ...
What Is Link Intersect Exactly? - Why Would I Need the Excel ...

Competitive Link Analysis Tips Using Open Site Explorer ... - Moz
moz.com/.../competitive-link-analysis-tips-whiteboa...
May 31, 2013
This week, we're going to talk about **competitive link analysis** tips ... If it's not ranking in Google, I'd be ...
More by Casey Henry - in 4,172 Google+ circles

Competitive Link Analysis - Outsmarting Your Opponents...
skyrocketseo.com/competitive-link-analysis/
Sep 18, 2013 - This means understanding what your **competitors** are **doing** and how ... As is the case with **competitor link analysis**, you don't really know the ...

The 6 Best Link Analysis Tools for competitor benchmarking for SEO...
www.smartinsights.com/.../link-./best-link-analysis-tools-for-seo...
by Chris Soames - in 71 Google+ circles
Jul 25, 2012 - **Link analysis** has always been an integral part to search marketing ... to benchmark where you are and what your **competitors** are **doing** in ...

Discover your competitors' link building secrets (Link building course ...
www.wordtracker.com/academy/competitor-link-analysis
Nov 5, 2010 - **Competitor link analysis** with Wordtracker Link Builder - the leading ... 1)
See how well your **competitors** are **doing** - that lets you know the size ...

Performing a Competitive Link Analysis - Search News Central
searchnewscentral.com/.../Link-./how-to-performing-a-competit...
by Anthony Verre - in 1,789 Google+ circles
Jan 17, 2011 - If you're going to be a professional **SEO/SEM**, then you'd better start acting like one and getting your **competitive analysis** in order.

Link Building 101: How to Conduct a Backlink Analysis - Search...
searchenginewatch.com/.../Link-Building-101-How-to-Conduct...
by Jon Ball - in 54 Google+ circles
Aug 30, 2013 - Being able to **perform** a thorough backlink **analysis** is a fundamental ... is currently (especially if you're looking at **competitors link** counts, too).

The Competitive Linking Analysis Trap - Search Engine Land
searchengineland.com/the-competitive-linking-analysis-trap-141...
by Eric Ward - in 6,204 Google+ circles
Dec 4, 2012 - **The Competitive Linking Analysis Trap** you may have missed and so forth, but just because they are **doing** it that doesn't mean you have to!

The Competitive Link Analysis Black Hole | ClickZ
www.clickz.com > Search > **SEO**
by Manos Alexandrou - in 198 Google+ circles
Aug 8, 2012 - **The Competitive Link Analysis** Black Hole ... details to measure, and pretty (useless) graphs to plot that you could spend many days **doing** it all.

5 Steps Beyond Competitive Link Analysis | WebProNews
www.webpronews.com/5-steps-beyond-competitive-link-analysis...
by Ken McGaffin - in 378 Google+ circles
Oct 25, 2011 - And to find more quality sites, we've got to go beyond simple **competitive link analysis**. For many marketers, the first thought in **link** building is to ...

BI-WINNING

Exact match phrase in TITLE, getting outranked by results which don't even have all the words anywhere on the page.

7. Local SEO

- What: techniques that impact who ranks in local pack results
- Why: increasing number of queries that trigger local pack

7. Local SEO

best restaurants

Web Images News More Search tools

About 521,000,000 results (0.17 seconds)

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OK Learn more

[The World's 50 Best Restaurants 2013](http://www.theworlds50best.com/)
www.theworlds50best.com/

The World's 50 Best Restaurants is produced by < http://en.wikipedia.org/wiki/Restaurant_(magazine) > Restaurant Magazine based on a poll of international ...
World's 50 Best - Latin America's 50 Best ... - Manifesto - 51-100

[Caru' cu Bere](http://www.carucubere.ro)
www.carucubere.ro
4.3 ★★★★★ 353 Google reviews

[Best Chef Food](http://www.bestcheffood.ro)
www.bestcheffood.ro
1 Google review

[Pizzeria Best](http://plus.google.com)
plus.google.com
Google+ page

[Haveli](http://www.haveli.ro)
www.haveli.ro
4.1 ★★★★★ 15 Google reviews

[Charme](http://www.charme.ro)
www.charme.ro
4.4 ★★★★★ 12 Google reviews

[Bellini](http://bellini.ro)
bellini.ro
3.7 ★★★★★ 19 Google reviews

[Athenee Palace Hilton Bucharest Hotel](http://www.placeshilton.com)
www.placeshilton.com
4.3 ★★★★★ 46 Google reviews · Google+ page

A Strada Stavropoleos 5
Bucharest
0726 282 373

B Piața Montreal 10
Bucharest
0753 151 111

C Bd. Rescu Camil, 12,
Bucuresti-Sector 3,
Bucuresti, 10541
021 324 3422

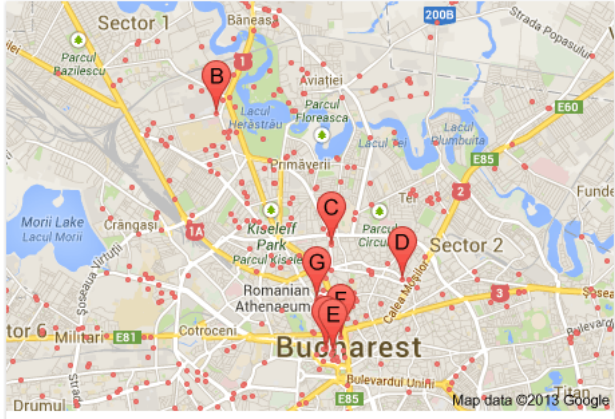
D Strada Episcopul Radu 3
Bucharest
021 211 0390

E Str. Smardan , nr. 12
Strada Smârdan 12,
Bucharest
021 311 1922

F Strada Ion Ghica 2
Bucharest
0721 765 555

G Strada Episcopiei 1-3,
District 1
Bucharest
021 303 3777

Query with local intent



Map for best restaurants

Separate ranking algorithm for local results

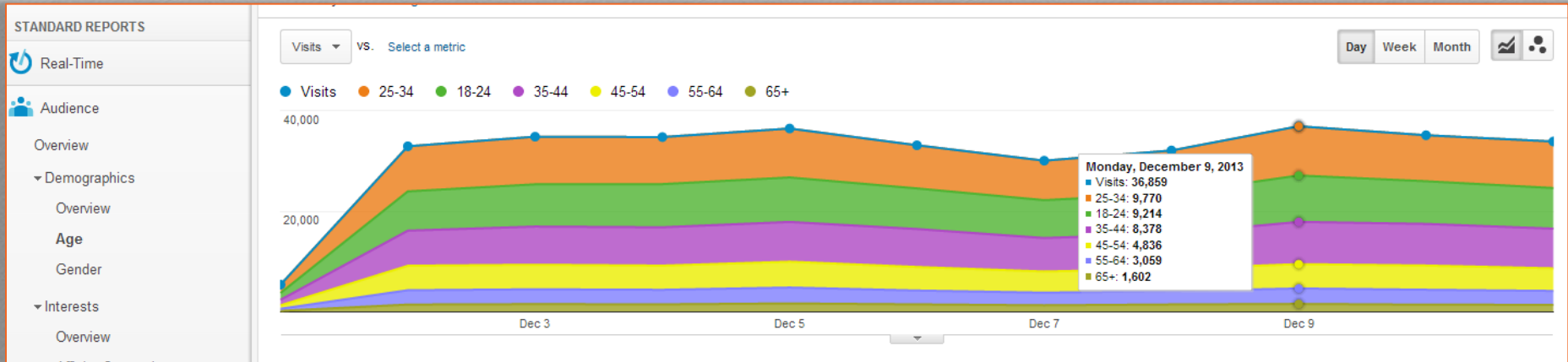
See results for best restaurants on a map »

8. Google Analytics Demographics

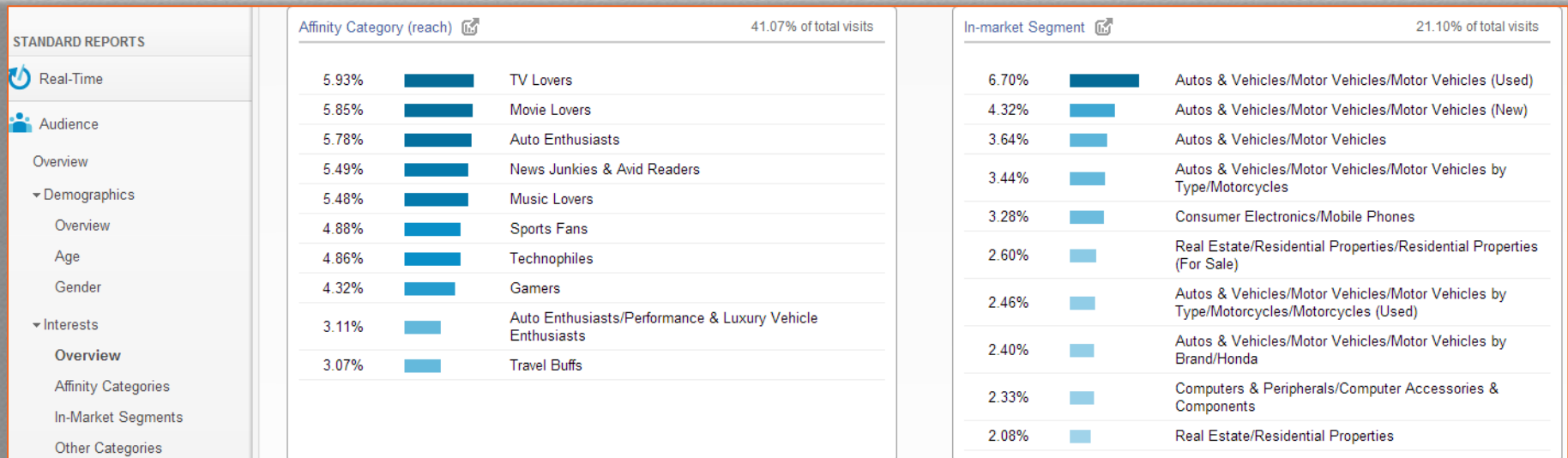
- What: information about your users' age, gender, interests
- Why: allows you to improve the targeting of your marketing campaigns

8. Google Analytics Demographics

Visitor age segmentation



Visitor interests



BONUS ROUND

Input from



Rand Fishkin
Co-Founder of Moz



Will Critchlow
Co-Founder of Distilled



Ian Lurie
Founder of Portent



Wil Reynolds
Founder of SEER Interactive

BONUS ROUND

Rand: G+ Bias In Ranking Results

“ Not only will something you share on G+ show up in the SERPs of everyone who has you in circles, but if any of your followers +1/share it, it will then show up to all of their followers, too. G+ results are appearing in a shockingly large number of search results, making it a very interesting end-around to rank in Google.



BONUS ROUND

Will: rel=canonical for Social Signals

“ One thing I screwed up recently is the usefulness of rel=canonical for **social**. If you don't have one, then people share all kinds of urls (with tracking parameters etc) and the share counts on your page only match the shares of the exact url you are on. With one, the major social networks pick up the correct share counts.



Will Critchlow
Co-Founder of [Distilled](#)

See for example: www.distilled.net/brandopolis

BONUS ROUND

Ian: Typography & Format, Language and Paid Promotion



- “
1. *Typography and layout matter, a lot. The easier something is to read, the greater impact it'll have on your audience.*
 2. *Measure language. Grade level, reading difficulty and reading time are all good metrics for determining which content works best.*
 3. *Promote the content! Marty Weintraub is the king of this - use paid social media campaigns to promote content and give it a 'jump start.'*

BONUS ROUND

Wil: Existing Content Promotion



Wil Reynolds
Founder of [SEER Interactive](#)

“ So one recommendation is to visit your analytics for your assets / blog posts / etc and find the content that has performed the best. With that list of naturally performing content (i.e. it got links and shares), consider accelerating the impact by buying space on subreddits, twitter, facebook, linkedin, and networks like outbrain, taboola, and nrelate where we have seen serious successes.

Thanks!



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mihai.aperghis@verify.ro

[@verifyro](https://twitter.com/verifyro)

www.verify.ro/blog/

Check out my **Man of SEO** presentation on how to become an SEO specialist