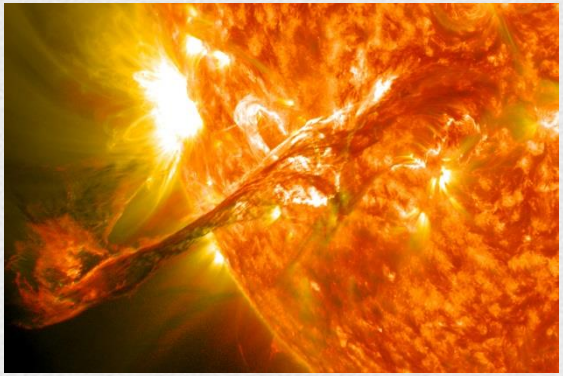
8 SEO Related Things You Might Not Know

+ Bonus Round!
(advice from 4 SEO experts)

Mihai Aperghis - 2013

Mihai Aperghis

vertify

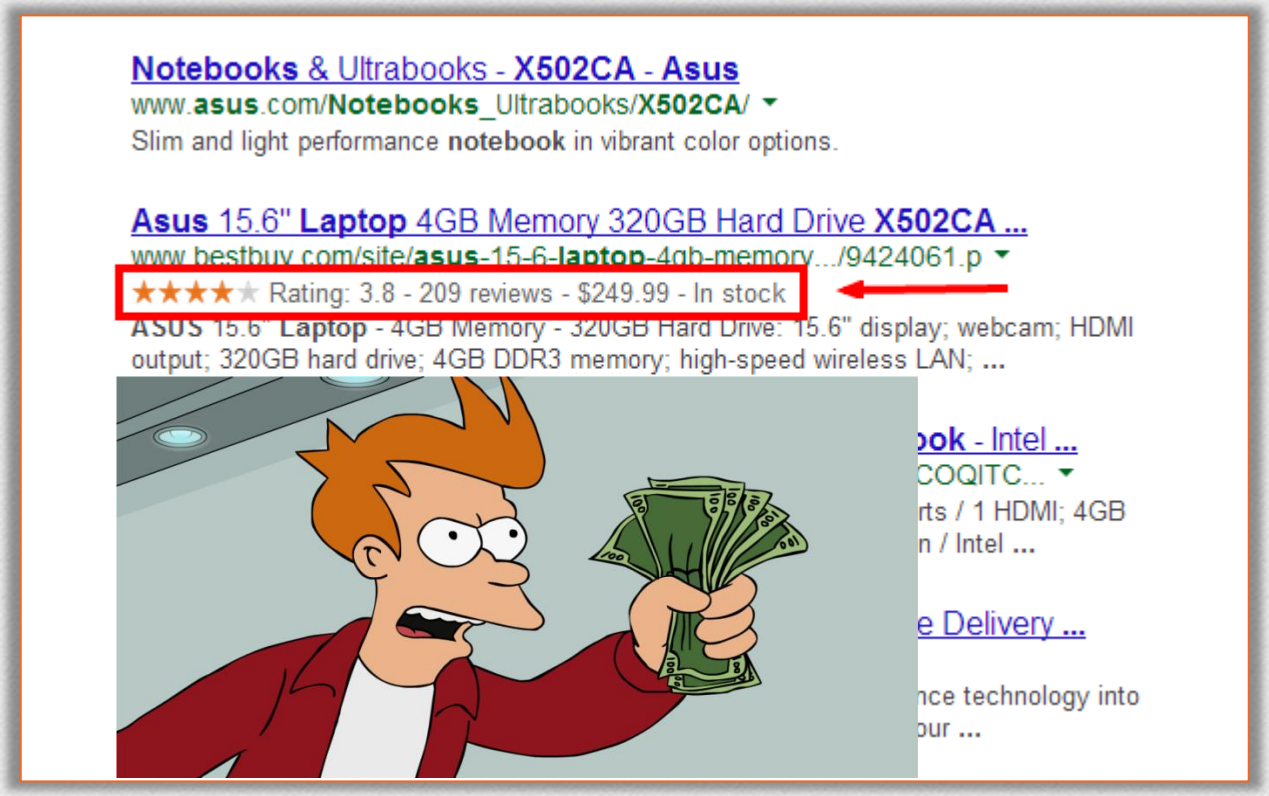


On-page

1. Schema.org Markup

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

1. Schema.org Markup



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

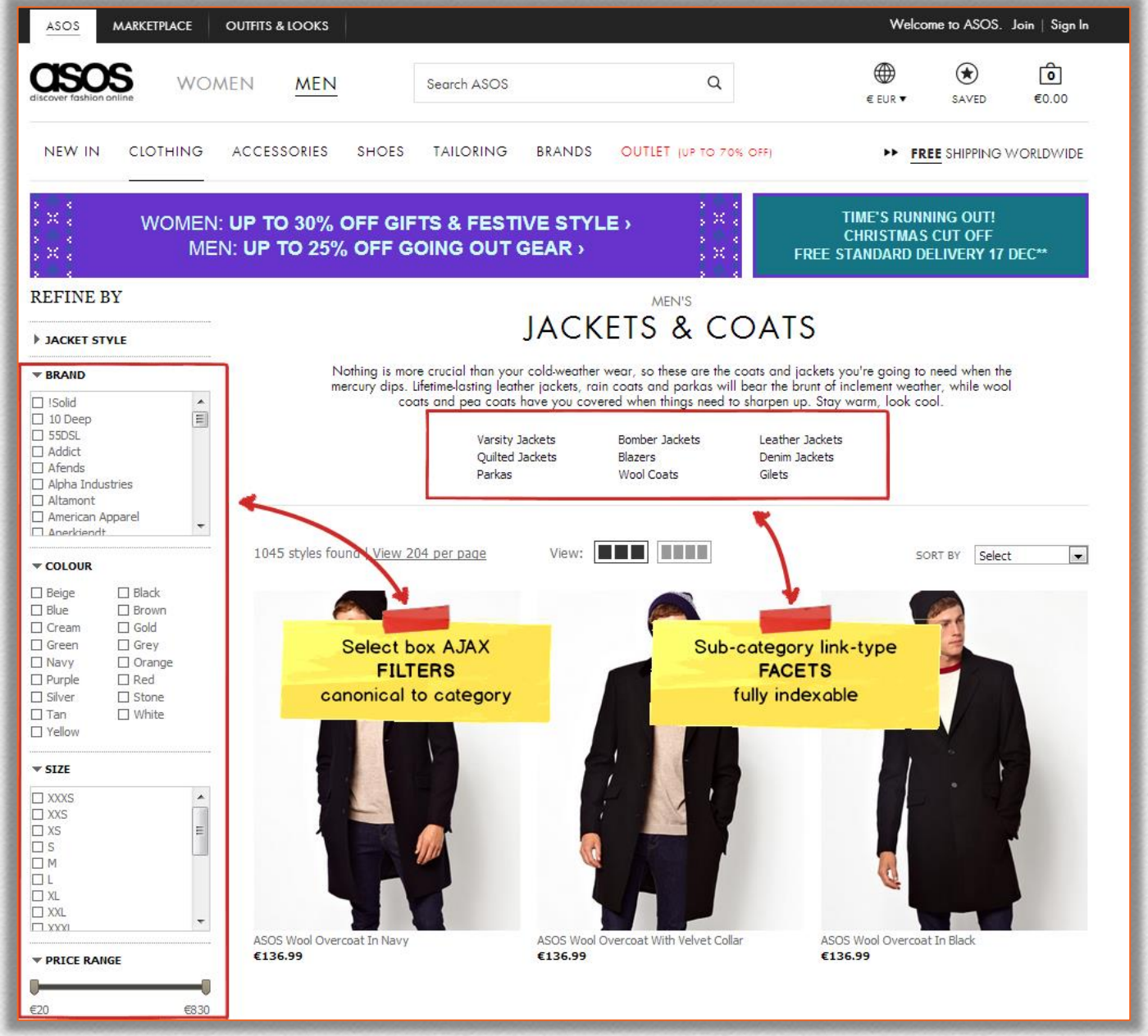
2. Facets & Filters

- 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

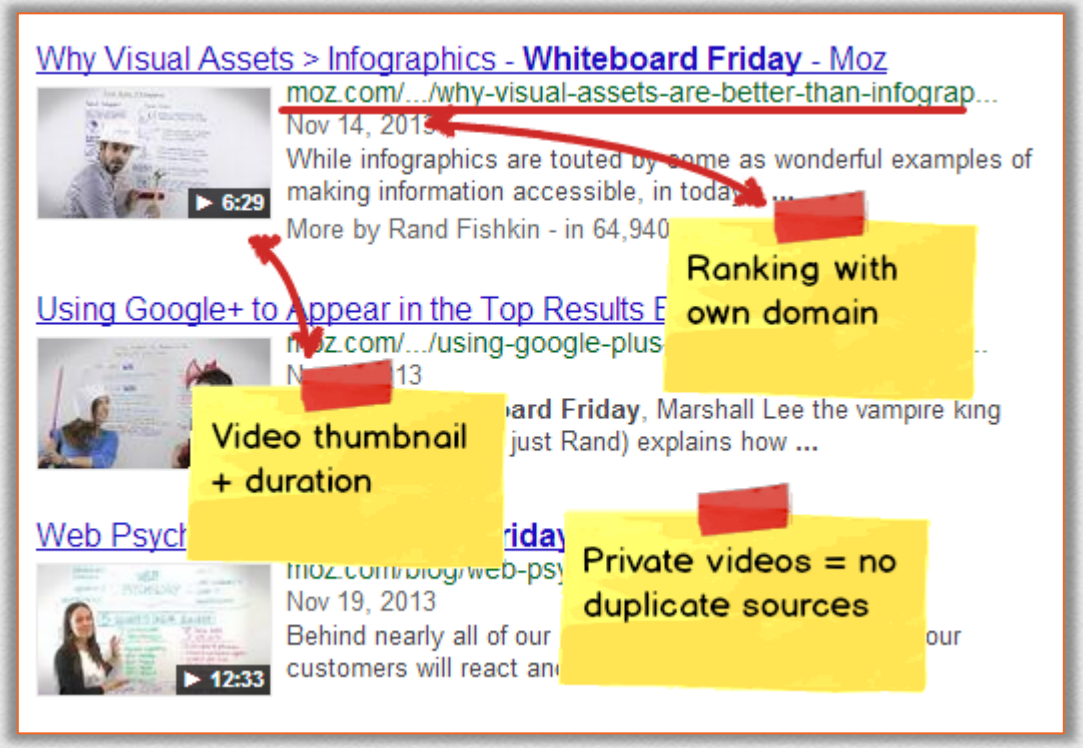
2. Facets & Filters



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
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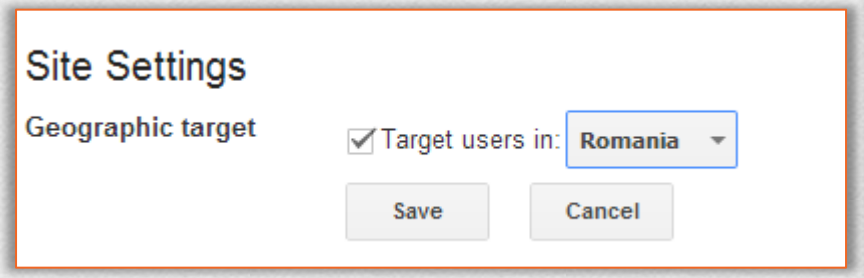
customers will react an
our
12:33
Private videos = no duplicate sources

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



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 ☹

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MLive.com	DA: 88, PR: 6
Cision.com	DA: 77, PR: 6
Cost: **NONE**	

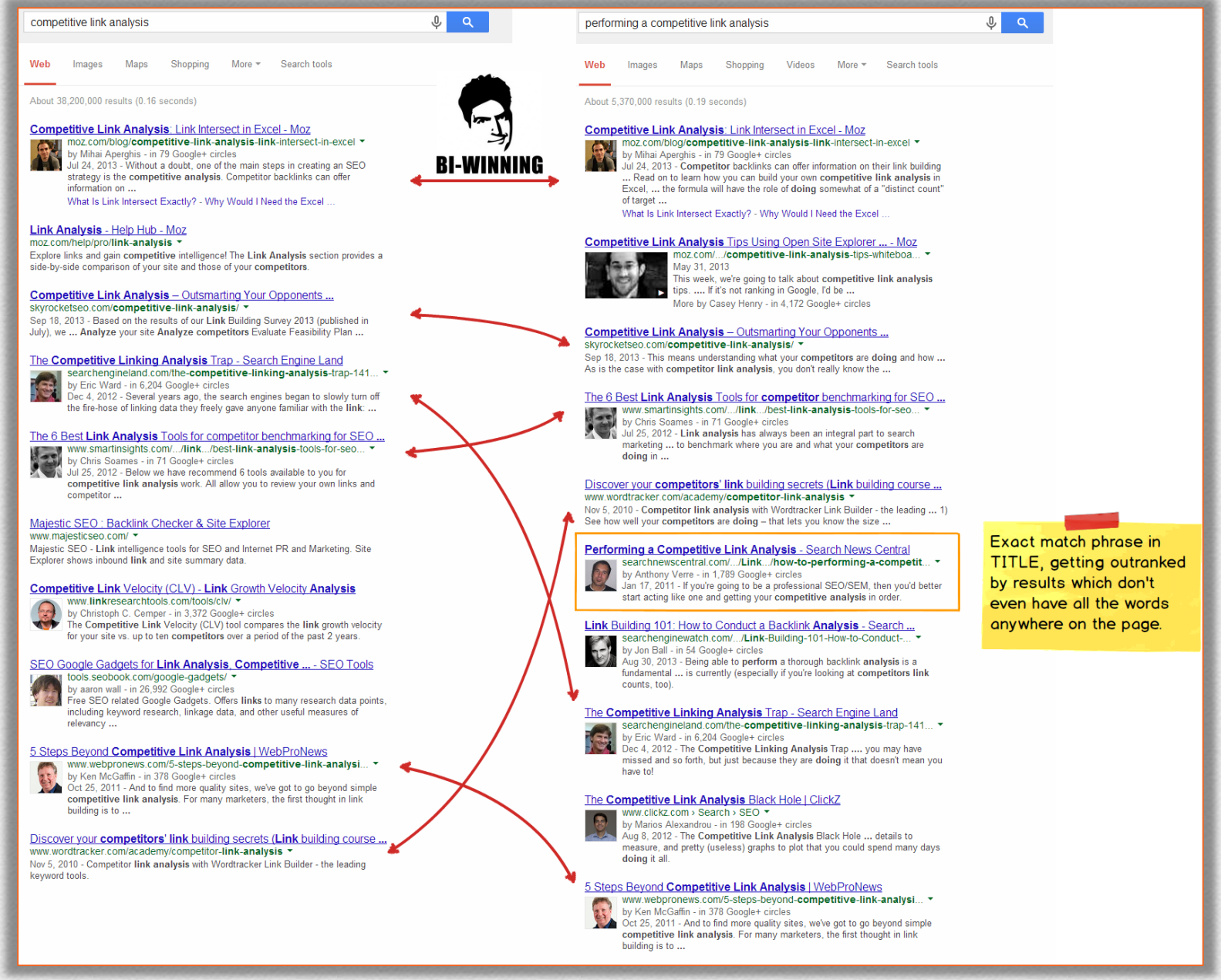
RO	
Adevarul.ro (mention)	DA: 76, PR: 7
RomaniaTV.net	DA: 58, PR: 5
Business24.ro	DA: 58, PR: 6
121.ro	DA: 53, PR: 6
Cost: **NONE**	

6. Hummingbird

Did you say Angry Birds?

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

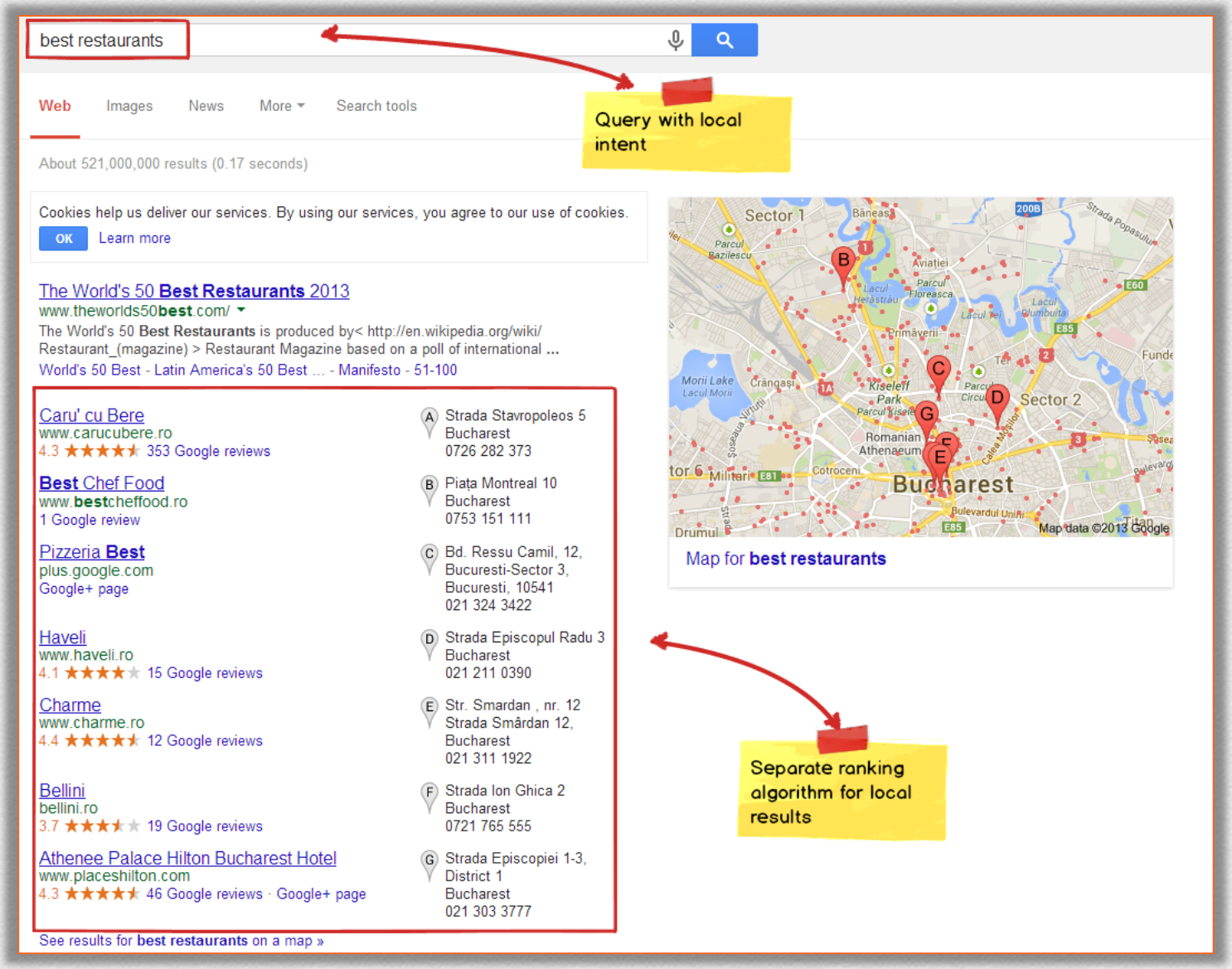
6. Hummingbird



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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Search tools
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See results for best restaurants on a map »
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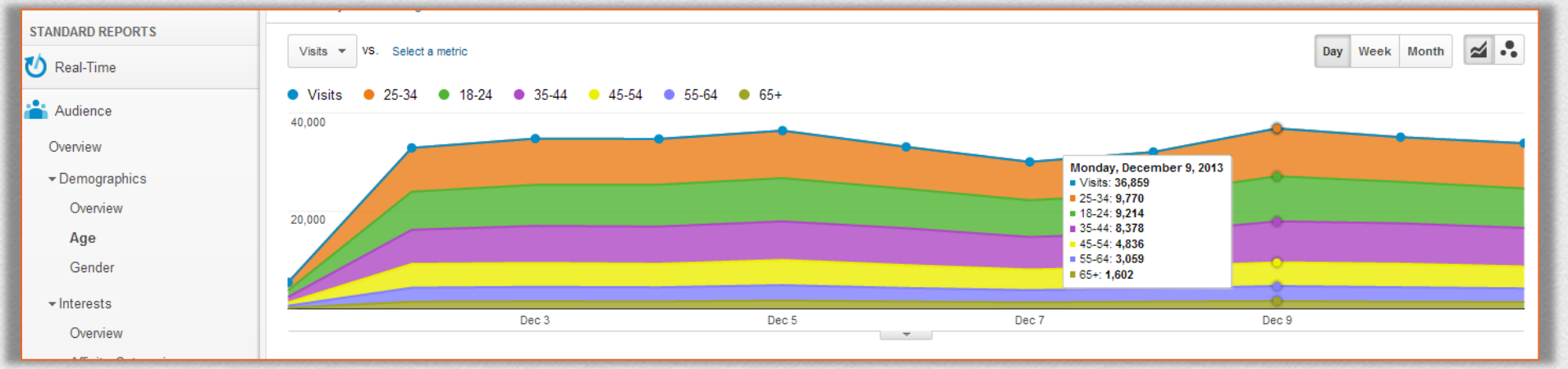
Sector 2
Bucharest
Romanian Athenaeum
Kiseleff Park
Map data ©2013 Google
Map for best restaurants
Separate ranking algorithm for local results

8. Google Analytics Demographics

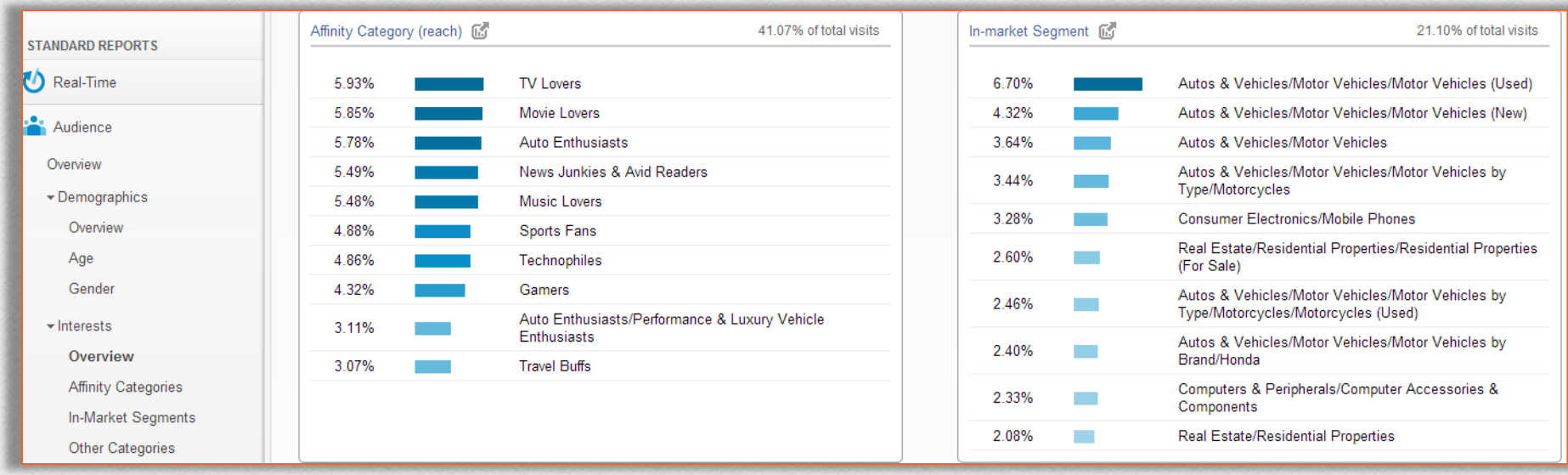
- What: information about your users' age, gender, interests
- Why: allows you to improve the targeting of your marketing campaigns

8. Google Analytics Demographics

Visitor age segmentation



Visitor interests



BONUS ROUND

Input from

Rand Fishkin
Co-Founder of Moz

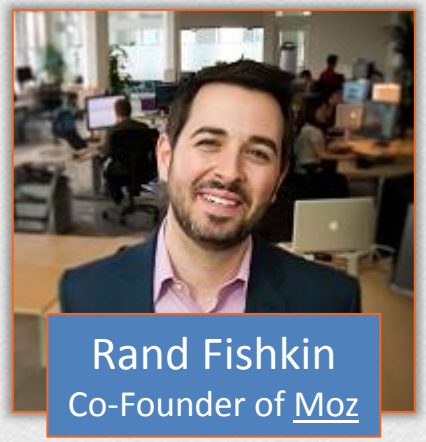
Will Critchlow
Co-Founder of Distilled

Ian Lurie
Founder of Portent

Wil Reynolds
Founder of SEER Interactive

BONUS ROUND

Rand: G+ Bias In Ranking Results



Rand Fishkin
Co-Founder of Moz

> *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 area 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

Will Critchlow
Co-Founder of Distilled

*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.*

See for example: www.distilled.net/brandopolis

BONUS ROUND

Ian: Typography & Format, Language and Paid Promotion

Ian Lurie
Founder of Portent

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