

A close-up photograph of a man wearing a purple baseball cap and a grey shirt, speaking into a large, green megaphone. The background is blurred, showing what appears to be a stadium or arena with purple seating.

OUTRIDER

experience relevance

SEO ranking

Frederic De Schryver

Agenda

› Search Engine Marketing

› Who are we

› Search engine goals

› How to serve relevance

› Future

› Conclusions

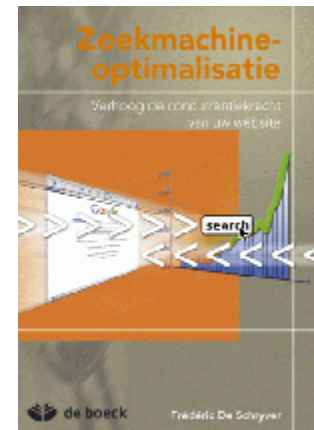
Who are we?

experience relevance

Who am I?

- › Launched OptiSeo in 2003
- › Specialised in SEM (= SEO+SEA)
- › Started as a hobby 10 years ago
- › Wrote a book on SEO
- › SEM evangelist for quite some years now
- › OptiSeo became Outrider in august 2008
- › Head of Outrider Belgium
- › www.outrider.be

OptiSeo



Who is Outrider?

Outrider definition

- › *“Outrider, a leading global search marketing consultancy, helps clients experience relevance with their marketing through strategic planning and management of search campaigns that deliver insight, immediacy and impact”*

Who?

- › A WPP Group company and designated search marketing agency of GroupM
- › World’s leading SEM company with 50+ offices worldwide
- › Perfect for local and global SEM strategies
- › Deloitte’s Technology Fast 500
- › Amazing SEO & SEA expertise

Search Engine Marketing

experience relevance

Search Engine Marketing

- > **SEO:** Search engine Optimisation
- > **SEA:** Search Engine Advertising
- > **Analytics:** Webstatistics

SEM: Search Engine Marketing

Google search for "it training" showing results for "Het internet".

Result 1 (highlighted in blue): **Dé IT Training Guide - Info Support**. Dé IT Training Guide verschijnt éénmaal per jaar in een extra dikke uitgave met kennisprofielen, trainingschema's en uitgebreide trainingbeschrijvingen. ... www.infosupport.com/TrainingGuide - 13k - In cache - Gelijktijdige pagina's

Result 2 (highlighted in blue): **IT-training Jobs**. Hier vindt u passende jobs in het domein van IT-training. Met StepStone snel naar de juiste job in IT-training. www.jobs-in-it.stepstone.be/jobsuche.cfm?newsearch=1&lsfilter=1015000&searchtype=category-41k - In cache - Gelijktijdige pagina's

Result 3 (highlighted in blue): **CV IT Training**. De nieuwste CV's "IT-training". Hier vindt u tot 50 CV's uit de StepStone databank die overeenstemmen met het door u aangeklikte criteria. ... www.jobs-in-it.stepstone.be/lebenslaufe_liste.cfm?ID=1015000-27k - In cache - Gelijktijdige pagina's

Result 4 (highlighted in blue): **Twice IT Training uw partner in automatiserings opleidingen. Voor ...** Twice IT Training verzorgt opleidingen voor Software Development (MCSD, MCAD, Internet, .NET, Java, XML, Visual Basic, C, C#, DotNet ed), Netwerken (MCSE, ... www.twice.nl - 35k - In cache - Gelijktijdige pagina's

Result 5 (highlighted in blue): **Centric - The right direction in IT - Training**. Ook voor opleidingen kan u als klant bij ons terecht. Het opleiden van de gebruikers is voor ons een belangrijke stap in het volledige ... www.centric.be/nl/browser.asp?nmoduleid=2&spagetype=21&nPageID=5493&nCMSPageType=1-11k - In cache - Gelijktijdige pagina's

Result 6 (highlighted in blue): **IBM Training - IBM Training - Nederland**. De laatste informatie van toonaangevende IT-ers vindt u in onze Conferenties in Europa. Training op maat. Een training bij u kan geld besparen en is ... www.ibm.com/services/learning/nl/ - 35k - In cache - Gelijktijdige pagina's

Result 7 (highlighted in blue): **ictjob.be : IT job postings, IT training and community - [Vertaal deze pagina]** IT vacatures. Offres d'emploi en IT. Jobs in IT. ... ictjob.be - IT job, IT training and IT community. IT job posting and career management website ... www.ictjob.be/ - 7k - In cache - Gelijktijdige pagina's

Result 8 (highlighted in blue): **Management Training and IT Training - Learning Tree International - [Vertaal deze pagina]** Management Training and IT Training Courses. Hands-On training including Management Training, Windows, Microsoft Project, Java, Project Management, ...

Result 9 (highlighted in red): **Algemene IT-Opleidingen**. Ruim Aanbod Open IT-Opleidingen. Bekijk snel al onze Cursussen. www.xyfos.com/Opleidingen

Result 10 (highlighted in red): **IT Training**. Op zoek naar een extra opleiding? Bekijk onze vele opleidingen! www.monster.be

Result 11 (highlighted in red): **IT-training**. Dus jij zoekt een boeiende IT-job? Bekijk het aanbod op Datenewsjobs! www.datanews.be/jobs

Result 12 (highlighted in red): **IT training**. IT opleiding in België zoeken. Alle IT competentiecentra in België www.ictjob.be

Result 13 (highlighted in red): **IT Training**. Op zoek naar een nieuwe uitdaging? Bekijk onze IT consulting vacatures Jobscareer.be

Result 14 (highlighted in red): **IT Training**. Cerix verhuurt ICT materiaal, voor alle evenementen. Ontdek snel www.cerix.com

Result 15 (highlighted in red): **Training Zakelijk Duits**. Groepsles en individuele coaching door Duitstalige specialisten www.wandconsulting.com

Result 16 (highlighted in red): **IT Training?** ITL Foundation training voor slechts €700 in Rotterdam! www.colfield.nl

Global Knowledge website showing IT and Business Training courses. A green arrow points from the Global Knowledge website to the Google Analytics dashboard.

Google Analytics dashboard showing various metrics and charts. Key metrics include: 2,554 Hits, 5,562 Pageviews, 3,440 Pageviews, 62.39% Bounce Rate, 00:00:00 Avg. Time on Site, and 48.84% % New Visits.

Search Engine goals

experience relevance

Search engine goals

What's important to search engines

- › Organise the world's information
- › Bring relevance to its users
- › Save you time
- › Let you explore information you haven't considered yet
- › Make your searching experience easy
- › Grow and update automatically



“Google's mission is to organize the world's information and make it universally accessible and useful “

How to serve relevance

experience relevance

How to serve relevance

A few challenges

- › All must be automated and scalable
- › Stay one step ahead of manipulation

Staying one step ahead of manipulation

- › One of the biggest reasons for search engines to evolve their ranking factors
- › Make ranking factors so complex that they become hard to understand.
 - › Ever questioned why is this website ranking so well?

How to serve relevance

Let's recap

- › Search engines use spiders to populate their indexes
- › Spiders visit a page, save its content, look for links, visit that link, save its content, look for links, visit that link, save its content, look for links, visit that link, save its content, look for links, visit that link, save its content, look for links, visit that link,...
- › Ranking algorithms are used to determine webpage relevance
 - › Taking more than 160 ranking factors into account



How to serve relevance



“When I was young...”

Search engines just looked after meta data

- › Hidden for visitors
- › Encouraging webmasters to fill in keywords and content like Pamela Anderson, porn,... Even when you're just offering cute puppies

The idea of having relevant traffic didn't come through everyone's mind

Search engine results became less reliable

How to serve relevance

Start considering a different weight over different tags.

- › A title/heading reveals a little about the content underneath
- › A title/heading should include important words

- › Content scores extra relevance when a text resumes parts of the title/heading

- › Content scores extra relevance when an image resumes parts of the title/heading

- › Content scores extra (but less due to its hidden property) relevance when a meta tag resumes parts of the title/heading

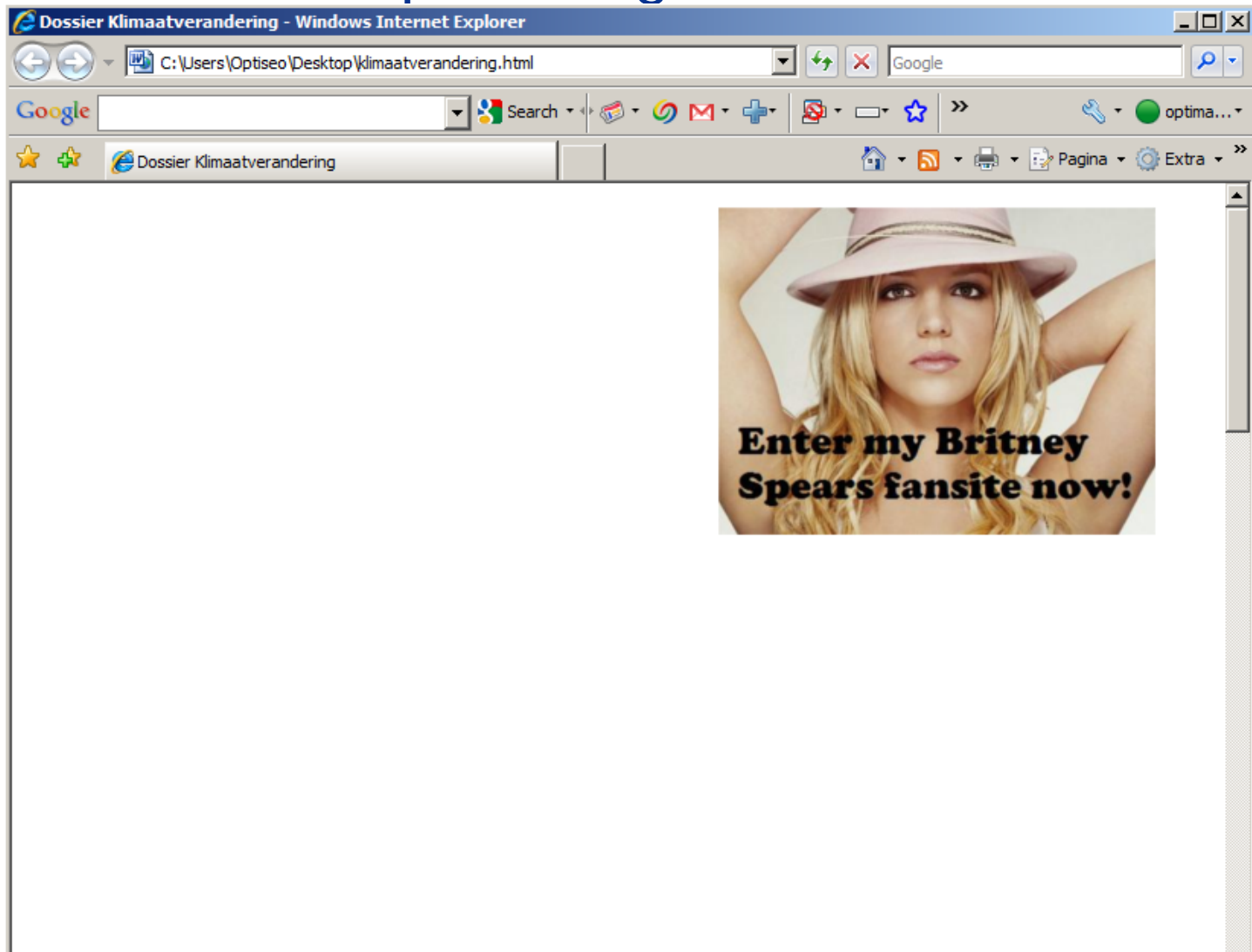
- › When a word is important, webmasters want to emphasise it using different colors, bold, italic... If it matches with words in the title tag you score extra relevance



Deserves a top ranking

The screenshot shows a Windows Internet Explorer browser window. The address bar contains the URL: <http://www.belgium.be/nl/leefmilieu/klimaatverandering/>. The page title is "Klimaatverandering: een zorg voor ons allemaal? - Leefmilieu - Portaal Belgische Overheid". The page content includes a navigation menu with "Home", "Leefmilieu", and "Klimaatverandering". A sidebar on the left lists "Leefmilieu" topics, with "Klimaatverandering" selected. The main content area features the article title "Klimaatverandering: een zorg voor ons allemaal?", a sub-header "De hoeveelheid broeikasgassen in onze atmosfeer is de afgelopen decennia sterk toegenomen.", and a large image of the Earth. A "Nieuws" (News) section on the right lists several news items from 2009. A "Websites" section is also visible at the bottom.

Deserves a top ranking



Deserves a top ranking

Dossier Klimaatverandering - Windows Internet Explorer

C:\Users\...seo\Desktop\klimaatverandering.html

Google

Google

Search


Dossier Klimaatverandering

Home

Actueel

Onderwerpen

Dossier Klimaatverandering



Enter my Britney Spears fansite now!

Klimaatverandering

Introductie

Hoe en waardoor?

Zie en lees wat klimaatverandering veroorzaakt en wat Nederland er tegen doet.

[Lees meer...](#)

Klimaatverandering heeft grote impact op mens en natuur. De belangrijkste oorzaak van de huidige veranderingen is de mens, volgens de meeste wetenschappers. Nederland maakt zich sterk om klimaatverandering zoveel mogelijk

Oops, they did it again

The idea of having relevant traffic still didn't come through everyone's mind

Search engines just believed what webmasters wanted them to believe

- › Encouraging webmasters to mislead search engines
- › Hidden content for visitors
- › Irrelevant results started populating search engines
- › Buying lots of domains with keywords in them and spammy content

Search engine results became less reliable, again

How to serve relevance

Start considering off-site criteria

- › Count the number of incoming links to a webpage
- › Attach more importance to directory links

If content is king, links are queen



How to serve relevance

Directory Submission. SEO

2000+ manual submission. Only 150\$

5000+ Guaranteed links. SEO service

www.wmhaven.com

These measurements made rise up hundreds and thousands of directories

› Good enough to influence some search engines like Lycos, AltaVista

My Britney Spears site still owns some good ranking potential

How to serve relevance

So now let's start to evaluate who's linking to who



Linking site themes should stick together and links from big sites are more important than others

Larry PAGErank

How to serve relevance

Now Greenpeace links to Belgium.be



Google receives a thematic confirmation



Relevance is obvious = Good position

Now MTV links to my Britney Spears fansite



Why would MTV want to link to a climate change website?



Relevance is unclear = Google won't rank you well

Oops, they did it again

Everyone started focussing on its pagerank

- › Trying to swap links
- › Buying links
- › Using link farms

How to serve relevance

Take extra relevance into account

- › How often is fresh content being added?
- › How old is the website?
- › What was its history?
- › How is the link growth over time?
- › Is particular content globally or locally relevant?
- › Are internet users talking about particular websites or pages?

SEO swaps from one-shot projects to on-going follow-up, guidance and implementation



How to serve relevance

Take the good with the bad

Search engine ranking dominators are now

- › Wikipedia
- › eBay/Kapaza/Tweedehands
- › Standaard/Nieuwsblad/Tijd/...

Often preventing better content to rank well

Future

experience relevance

Future

Personal interest and likings will be taken into account

- › Boxer: Boxer dogs or boxer shorts?
- › More video-results? Blog results?
- › Local or global listings?

Analytics data will start to play a role

- › Quality indicators such as
 - › Bounce rate, pageviews/visit, time on site, completed goals
 - › Don't use Google Analytics? Too bad, Google won't be able to rank your website well anymore
 - › Time needed to return back to search results?

Will this be better?

- › Some content is meant to have low pageviews/visit, bounce rate,...
- › Encouraging to make valuable content more clicks away?

Future



spinaziesoep

Zoeken

[Geavanceerde zoekopties](#)

Doorzoek: het internet pagina's in het Nederlands pagina's in het Engels

Het internet

Resultaten 1 - 10 van circa 8.230

Recept voor Spinaziesoep | Solo Open Kitchen

... op het laatste toe zodat ze de mooie groene kleur behoudt en het de soep een lekkere smaak geeft. **Spinaziesoep**
 Gepost door [michiel1](#)



Rating: 5/5 (1 stemmen)
2512 keer bekeken

Welkom bij [Solo Open Kitchen](#)
[Registreer](#)

[Philadelphia - Spinaziesoep met Philadelphia](#) - Maïssoe courgettesoep met gekookte kip en amand...

[Dagelijkse kost - Spinaziesoep](#)
 16 January 2007 - Spinaziesoep. Posted by [michiel1](#)
 400 gr jonge spinazie; 1 ui; 1 prei ... 10 Ma...





Soep, Vegetarisch, Soep & warme dranken, Belgisch

Bereidingstijd: 60 minuten

- Voeg toe aan je receptenschrift
- Print recept
- Verstuur naar een vriend(in)

Laat je inspireren

- > Dagelijkse ingrediënten
- > Gezond & evenwichtig
- > Snel & eenvoudig
- > Energie & vitamines
- > Vurig & verrassend
- > Lekker & gezond
- > Puur plezier
- > Culinair & vers

- Ingrediënten - voor 6 personen**
- 1 wit van prei
 - 1 klein aardappeltje
 - 2 l water
 - 1 klontje vetstof
 - peper en zout
 - 1 kleine ui
 - 500 g spinazie blaadjes
 - 1 groentebouillon blokje
 - 1 dl room

Future: SEO

Stop thinking in terms of positions and traffic volume

Instead think in terms of goals. Whatever your goal might be (Pageviews, orders, time on site, downloads, CRM,...)

Agencies like ours must educate its clients and target audience about this. Clients will have to understand that less traffic and positions but higher conversions are a good thing to report to upper management.

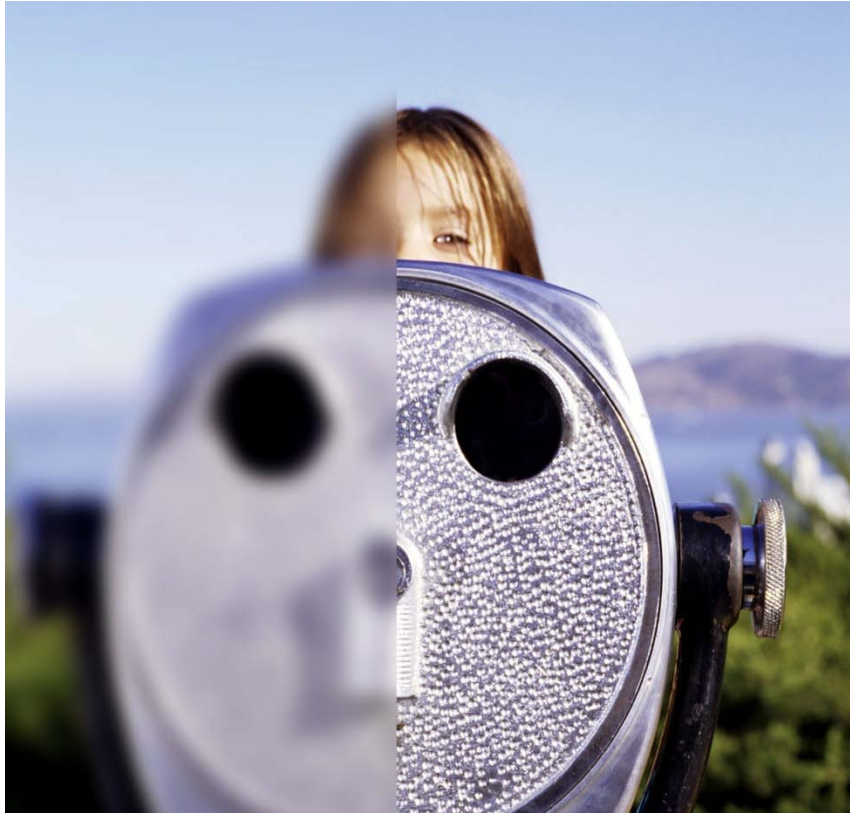
Conclusions

Nothing changed over the past 15 years in how to efficiently get top rankings

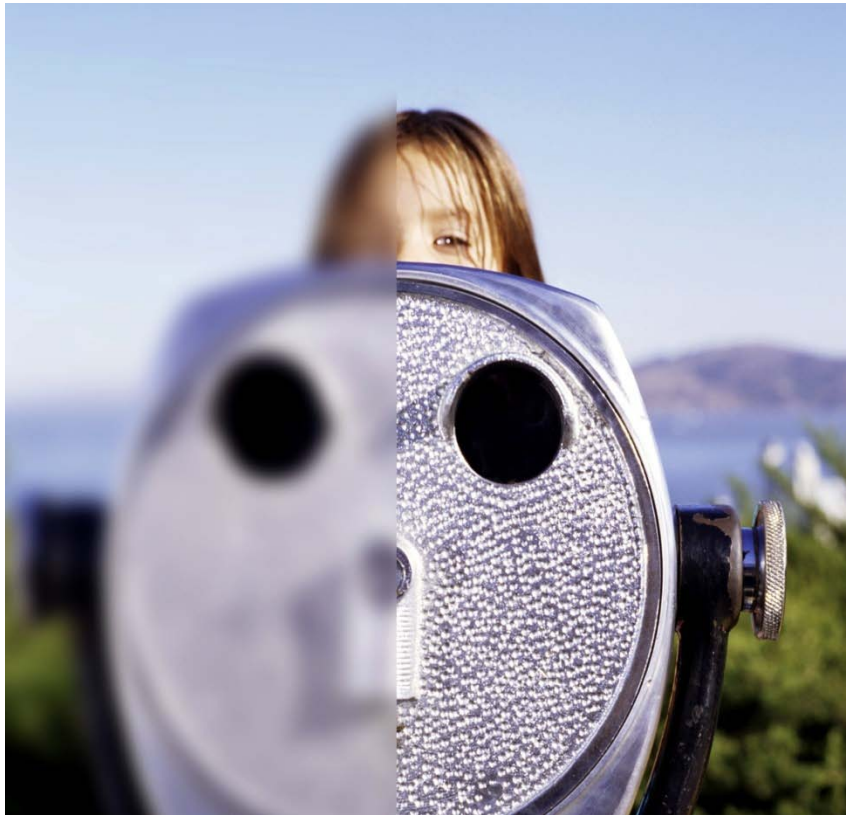
- › Get good content
 - › Update your website often with fresh and relevant content
 - › Keep everything simple & logic
-
- › People linking to your website will follow automatically
 - › People will come back, want to see more and stay longer
 - › Goal completion will follow automatically

As in past 15 years, ranking well will only get tougher when you actually don't deserve to rank well and continuously walk the edges of what search engines (=visitors) want.

It's easy to buy visitors, it's better to earn them and best of all is to do both!



Questions?



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