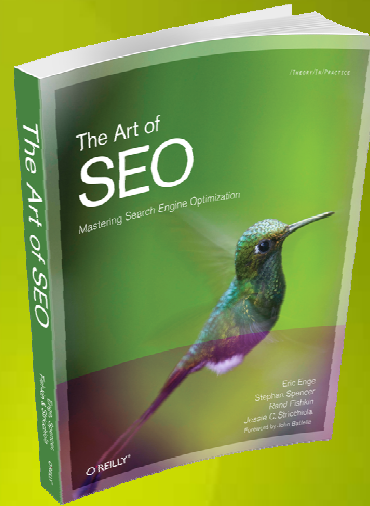


The Art of SEO

Mastering Search Engine Optimization



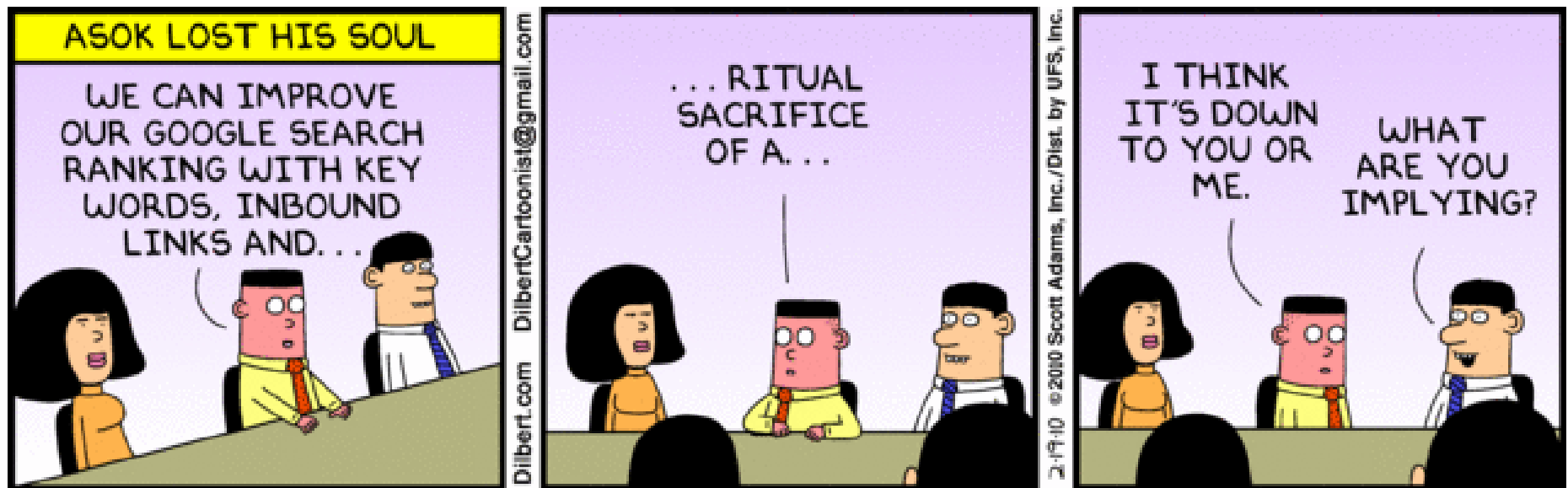
The Search Engine Landscape: 2010

How Users Interact with Engines & How the Search Engines Crawl, Index & Rank Pages

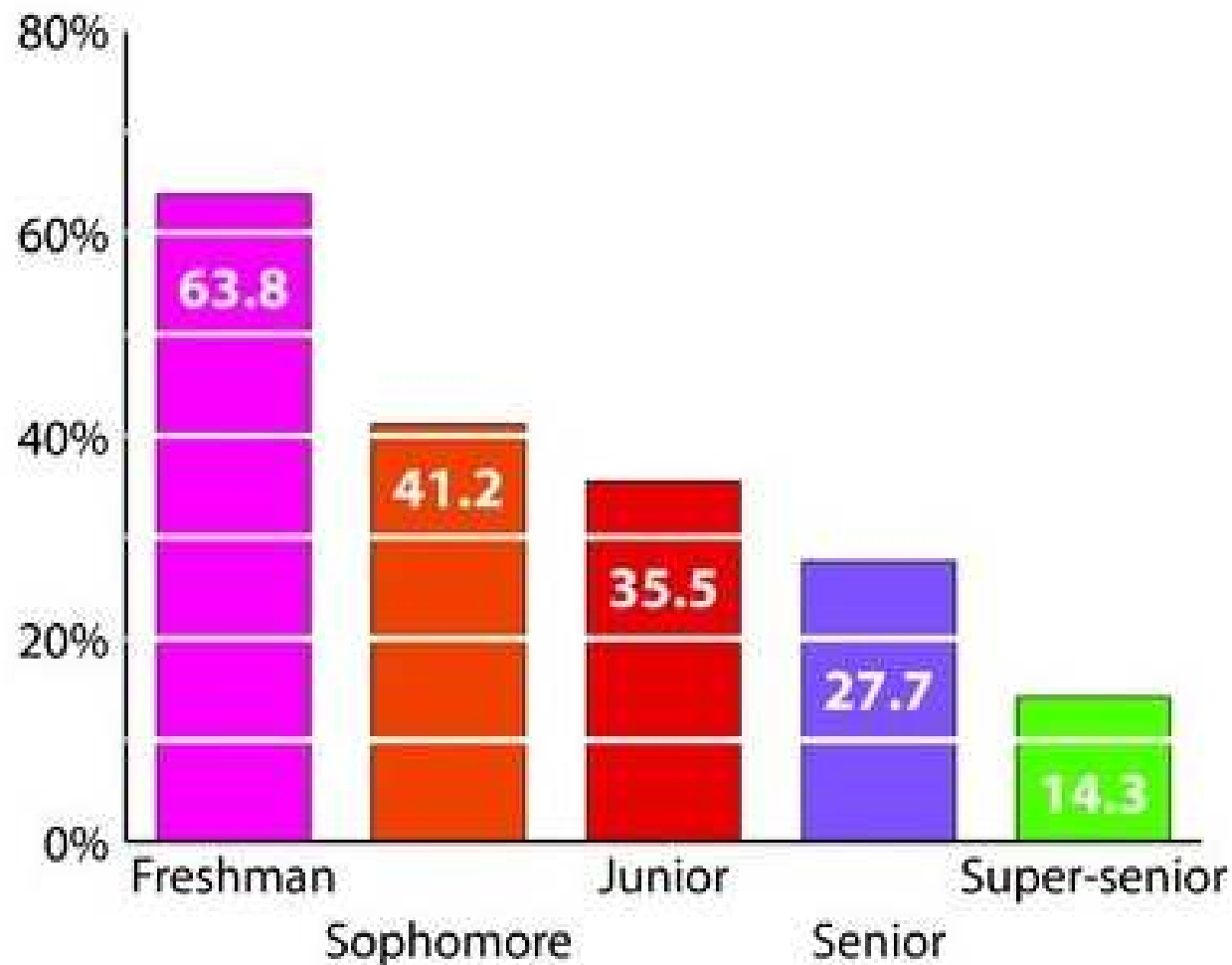
Rand Fishkin

CEO & Co-Founder: SEOmoz

Dilbert Explains SEO

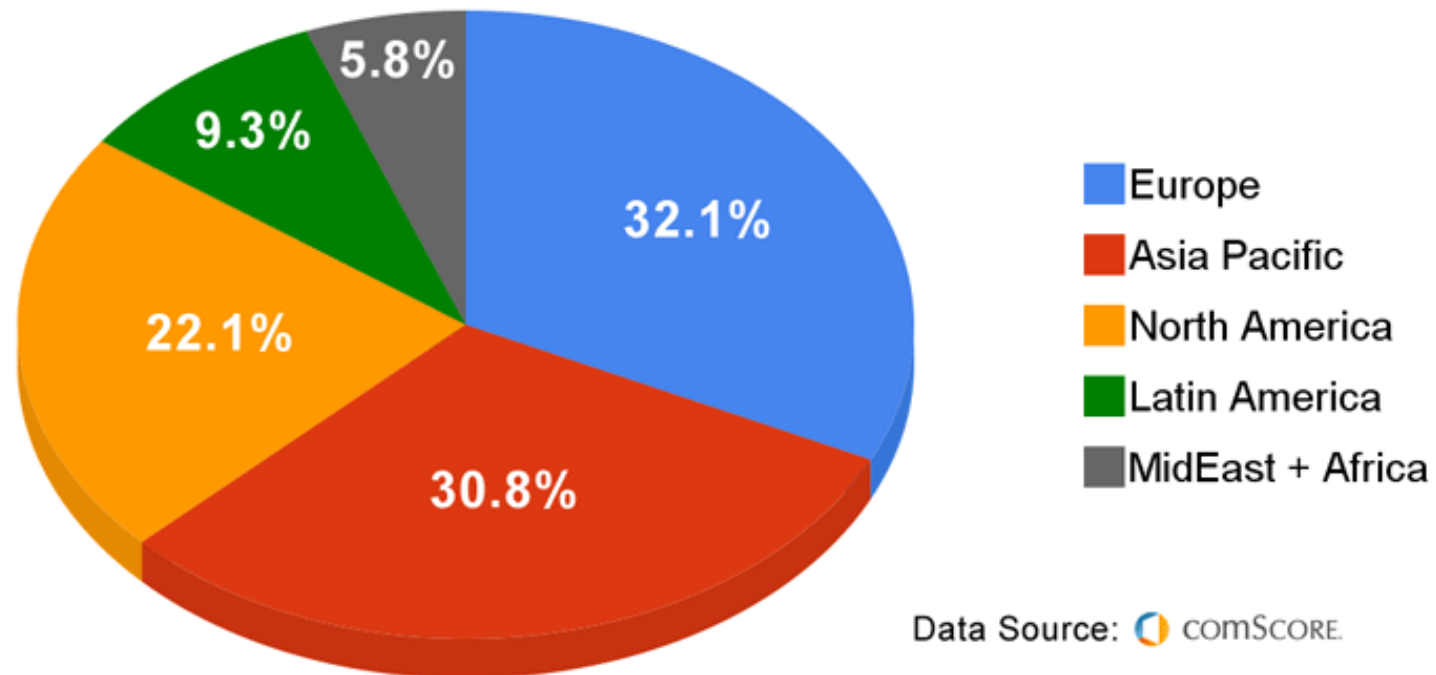


Hopefully, Lots of You Went to MIT



The Search Market

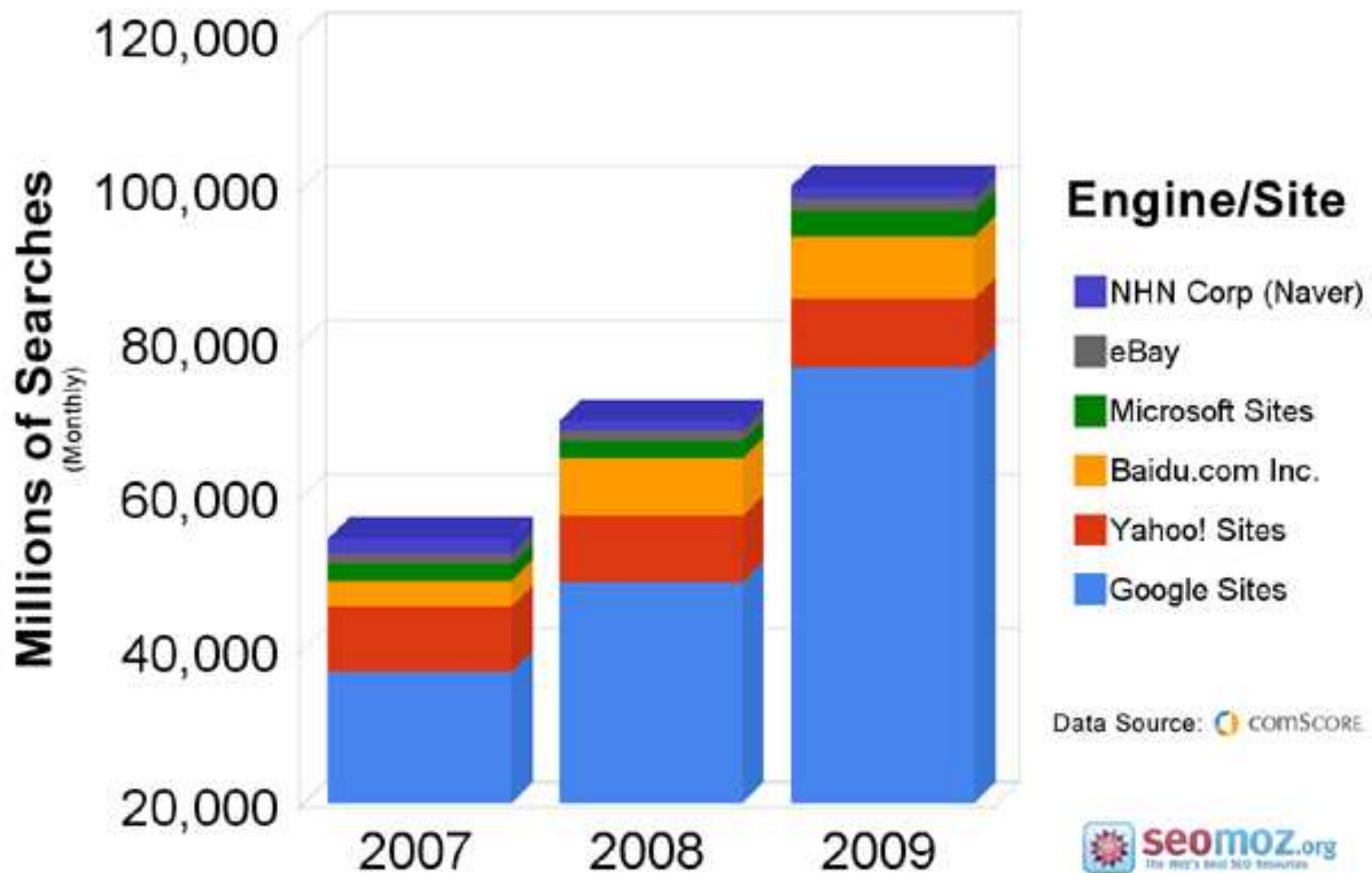
Global Share of Searches



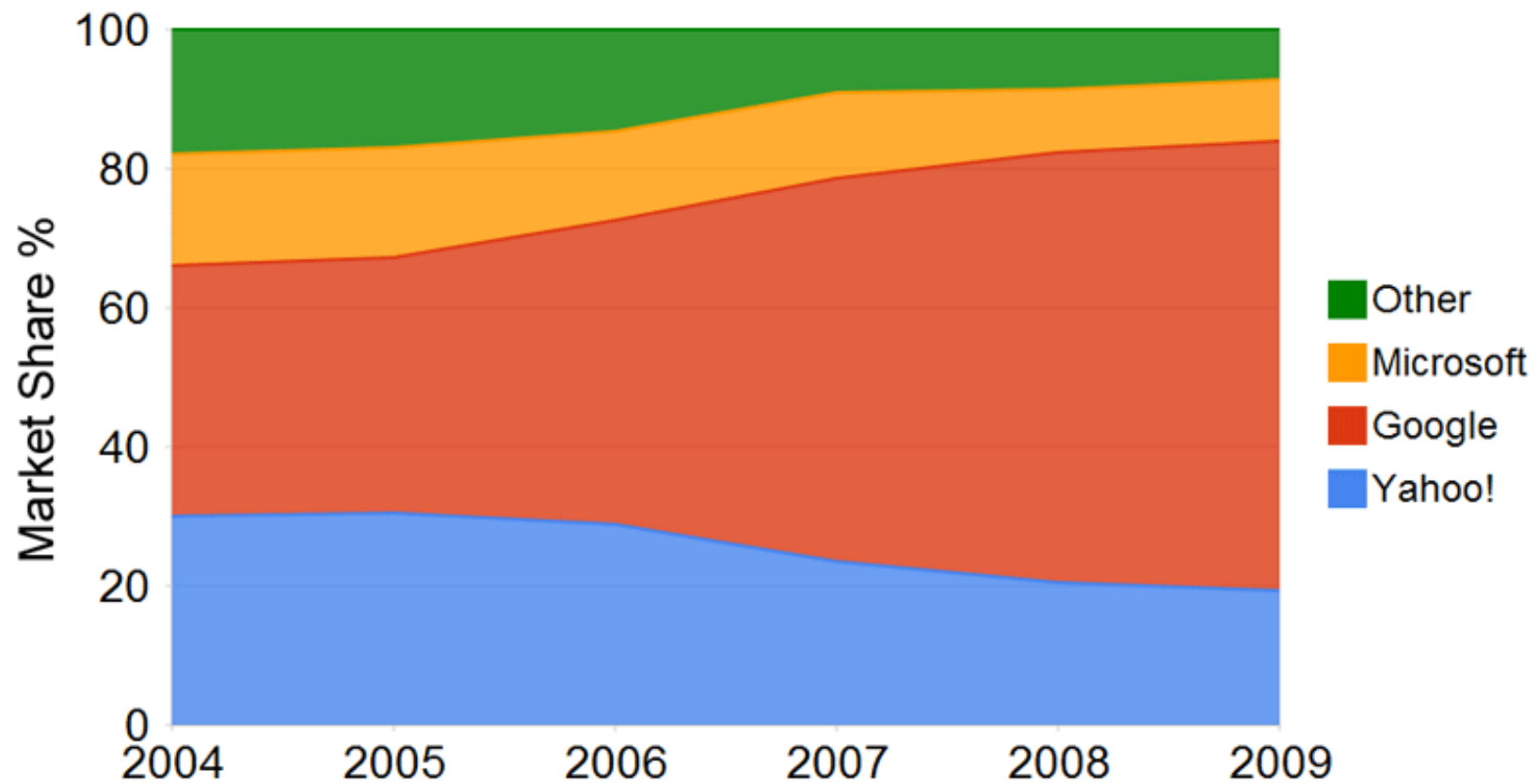
Data Source:  COMSCORE.



Global Search Volume Growth



Search Engine Market Share (US)



PPC vs. SEO in Clicks & Spend

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 32,500,000 for **disney tickets**. (0.33 second)

[Disney World® Tickets](#)

[disneyworld.disney.go.com](#)

Buy your Theme Park **Tickets** and Passes here! Great rates all year.

Sponsored Links

[Disney World Discount](#)

[BookIt.com/Orlando](#)

\$59 Inside **Disney** And Kids Eat Free Free Shuttles, Book **Disney** Today!

[Universal Orlando Tickets](#)

[UniversalOrlando.com/USelectTickets](#)

Limited Time Offer - Buy **Tickets** Now for Up to \$150 in Savings!

[Tickets](#) | [Passes](#) | [Walt Disney World Resort](#) ☆

For thrills you'll never forget to moments you'll cherish forever-there's a **Disney** Pass that gives you your kind of magic, as often as you like.

[disneyworld.disney.go.com/tickets-passes/](#) - [Cached](#) - [Similar](#)

[Disneyland® Theme Park Tickets](#) | [Disneyland® Resort](#) ☆

Buy **Disneyland** Resort Theme Park **tickets** online and save.

[disneyland.disney.go.com/disneyland/.../ticketListing?...TicketListingPage](#) -

[Cached](#) - [Similar](#)

Sponsored Links

[Disney Tickets](#)

Book a Walt **Disney** World Vacation with Our Best Price Guarantee.

[www.Expedia.com](#)

[Disney Tickets](#)

Bid on **Disney** Tickets now! Find Tickets.

[www.eBay.com](#)

[+ Show products from eBay](#)

[All Disney Tickets Deals](#)

Save up to 70% on special deals to **Disney** Tickets at Yahoo Travel.

[travel.yahoo.com](#)

[\\$379 Disney World Package](#)

~88% of clicks

(US Spend 2009 - \$1.5 Billion)

~12% of clicks

(US Spend 2009 ~\$18 Billion)

[Web](#) [Show options...](#)

Results 1 - 10

Result Position	Average Percentage of Clicks	Fraction of Top Ranking Result
#1	42.1%	N/A
#2	11.9%	3.5X Less
#3	8.5%	4.9X Less
#4	6.1%	6.9X Less
#5	4.9%	8.5X Less
#6	4.1%	10.4X Less
#7	3.4%	12.3X Less
#8	3.0%	14.0X Less
#9	2.8%	14.8X Less
#10	3.0%	14.1X Less
#11-20	10.1%	N/A
#21-1,000	1.2%	N/A

Via AOL Search Data 2007

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10

News results for **iphone 4g**



[Verizon iPhone Release Date, iPhone 4.0, and Flash on iPhone 4G](#) -

35 minutes ago

Well, type in iPhone on Google and the first search result you get is "iPhone Verizon". The photo is a **iPhone 4G** prototype leaked by Gizmodo. ...

[QuickPWN \(blog\)](#) - [420 related articles »](#)

[Jon Stewart skewers Apple over iPhone 4G debacle](#) -

[Christian Science Monitor](#) - [1652 related articles »](#)

[The Technology newsbucket: iPhone 4G finder named, Microsoft kills ...](#) -

[The Guardian \(blog\)](#) - [1141 related articles »](#)

[This Is Apple's Next iPhone - iPhone 4](#) - Gizmodo ☆

Apr 19, 2010 ... You are looking at Apple's next **iPhone**. It was found lost in a bar in Redwood City, camouflaged to look like an **iPhone 3GS**. We got it.

gizmodo.com/5520164/this-is-apples-next-iphone

[iPhone 4G: proof](#) -- Engadget ☆

Apr 18, 2010 ... Well what do you know about this? With all those rumors flying around that the **iPhone 4G** we'd spotted was no more than a Japanese.

www.engadget.com/2010/04/18/iphone-4g-proof/ - [Cached](#)

[iPhone 4G](#) - Engadget ☆

Apr 17, 2010 ... Is this the **iPhone 4G** (or iPhone HD)? There's no way to tell for sure, but these photos which made their way into our hands.

www.engadget.com/2010/04/17/iphone-4g-is-this-it/ - [Cached](#)

Image results for **iphone 4g** - [Report images](#)



Video results for **iphone 4g**



[iPhone 4G \(2010\) NOT 3GS](#)

1 min 42 sec - Feb 19, 2009

www.youtube.com



[New iPhone 4G HD revealed](#)

1 min 4 sec - Apr 19, 2010

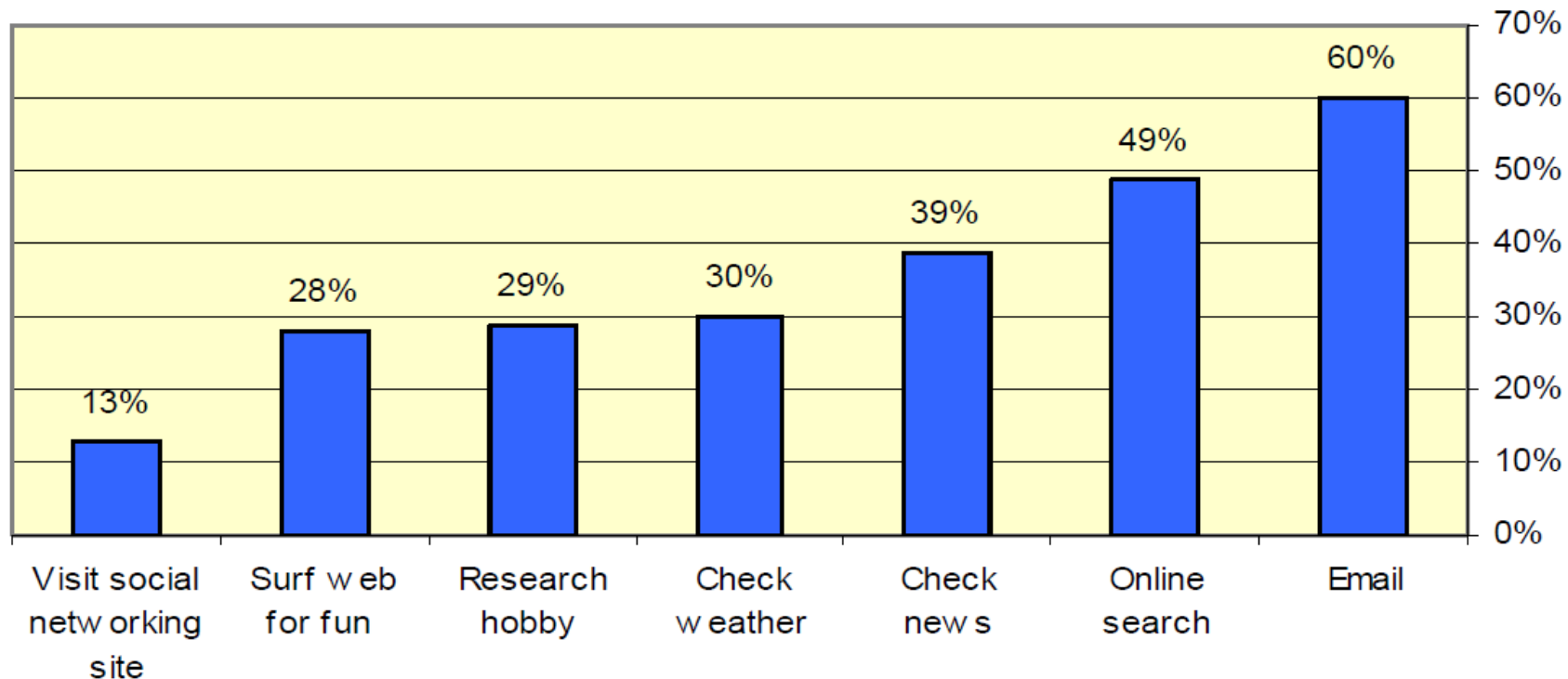
www.youtube.com

Probably Doesn't
Get 42% CTR

Search Engines & Users

Daily Internet Activities (% internet users)

■ % who do this on a typical day



January 2002 – 33% of all web users search daily
May 2008 – 49% of all web users search daily

We Search More & More Every Month

Web Search Market Share and Volume

(Top web search engine's share of searches, volume, performance and sponsored search referrals as a % of all referrals*)



Engine	Market Share			Query Volume (millions)			Volume Change		Sponsored Referrals		
	Feb-10	Jan-10	Feb-09	Feb-10	Jan-10	Feb-09	M-O-M	Y-O-Y	Feb-10	Jan-10	Feb-09
Google	74.5%	74.1%	70.4%	9,937	10,542	8,395	-5.7%	18.4%		6.2%	7.2%
Yahoo!	12.4%	13.4%	17.3%	1,649	1,908	2,062	-13.6%	-20.0%		7.8%	6.7%
MSFT	10.5%	9.9%	9.2%	1,403	1,409	1,093	-0.4%	28.4%		6.4%	3.9%
Ask	2.1%	1.9%	2.3%	274	276	270	-0.8%	1.4%		5.3%	4.3%
AOL	0.6%	0.7%	0.8%	78	94	100	-17.3%	-22.4%		1.4%	0.0%

4 Major “Types” of Queries

I want to check in for my Alaska Airlines flight:



Navigational

Visiting a Pre-Determined Destination
Sourcing the "Correct" Website URL

YAHOO! SEARCH

Web | [Images](#) | [Video](#) | [Local](#) | [Shopping](#) | [more](#) ▾

alaska airlines

Web Search

What was the name of that actor from the "Firefly" series?



Informational

Researching Non-Transactional Information
Getting Quick Answers
Ego-Searching



Web | [Images](#) | [News](#) | [Blogs & Feeds](#)

actor who played wash from firefly

Search

I need to find an expert for my Seattle Times piece



Commercial Investigation

Researching Sources for a Story
Uncovering Potential Clients/Partners
Acquiring Competitive Intelligence
Discovering Options for Future Transactions

Google

Web | [Images](#) | [Video](#) | [News](#)

toxic chemicals expert

Search

Gotta find a Greek place nearby; my Mom's favorite



Transactional

Identifying a Local Business
Making a Purchase Online
Completing a Task

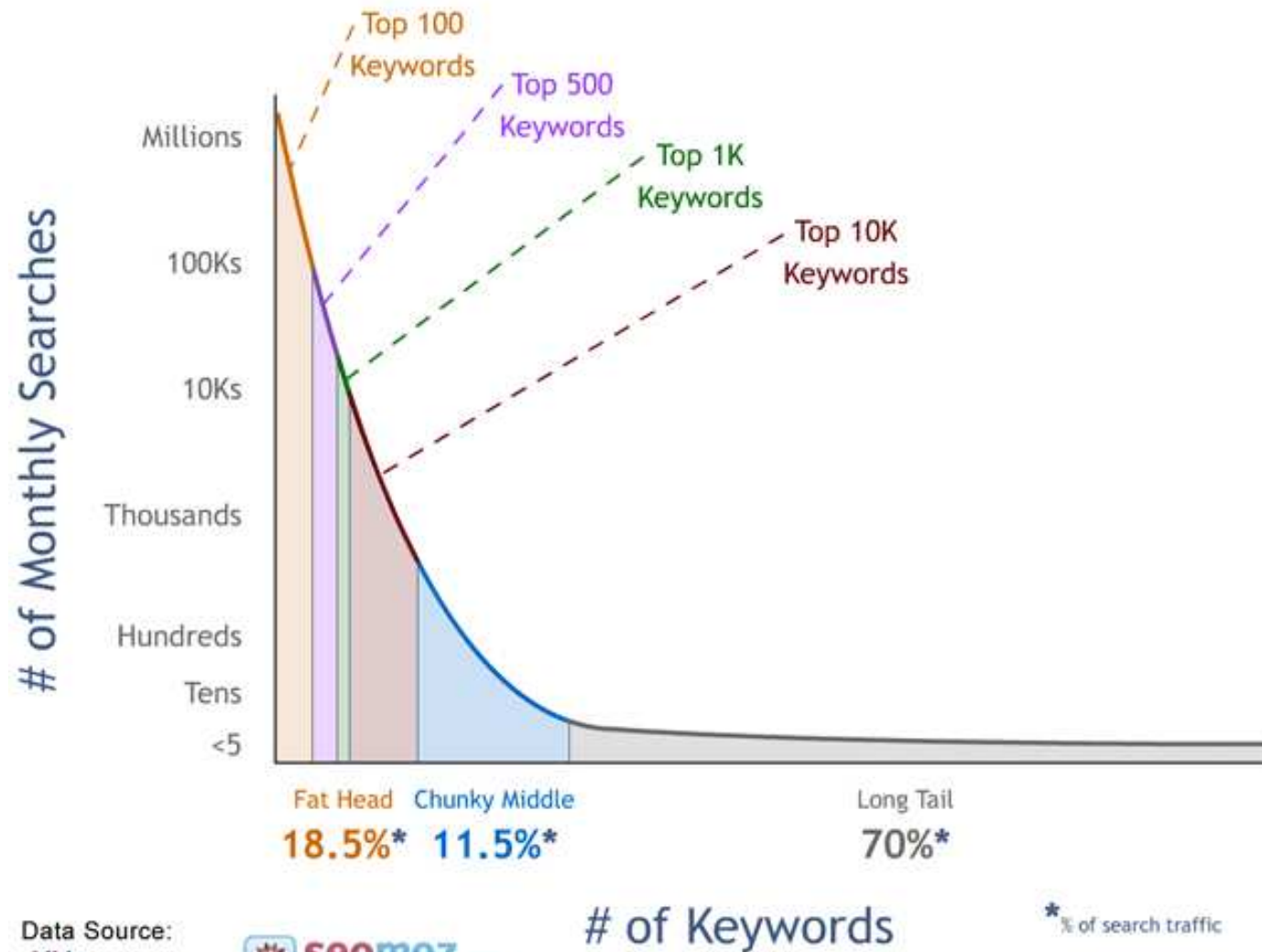
Live Search

greek restaurant in flemington, nj



Web | [Images](#) | [News](#) | [Maps](#)

The Search Demand Curve

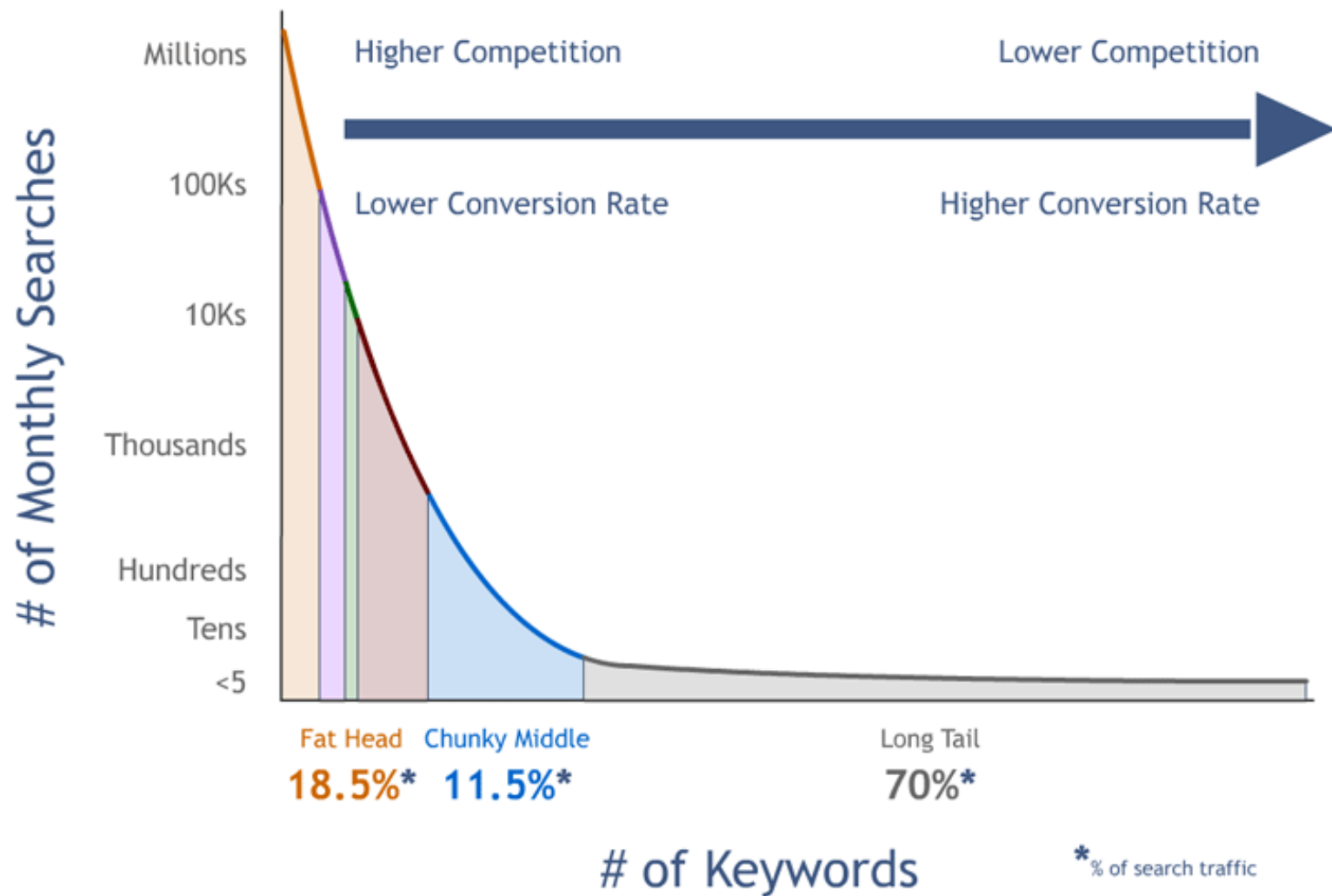


Data Source:
Experian
Hitwise

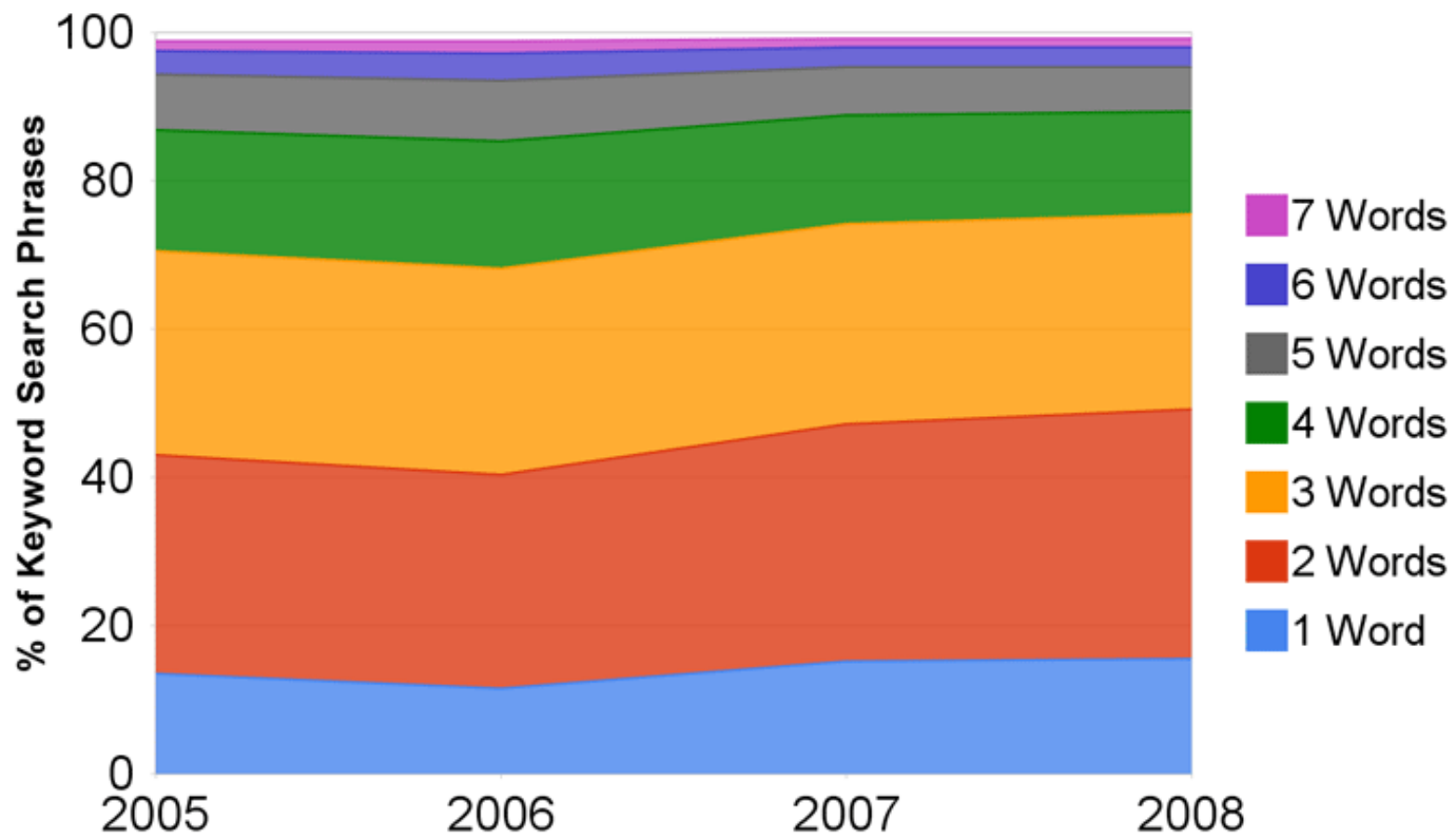


of Keywords

The Search Demand Curve



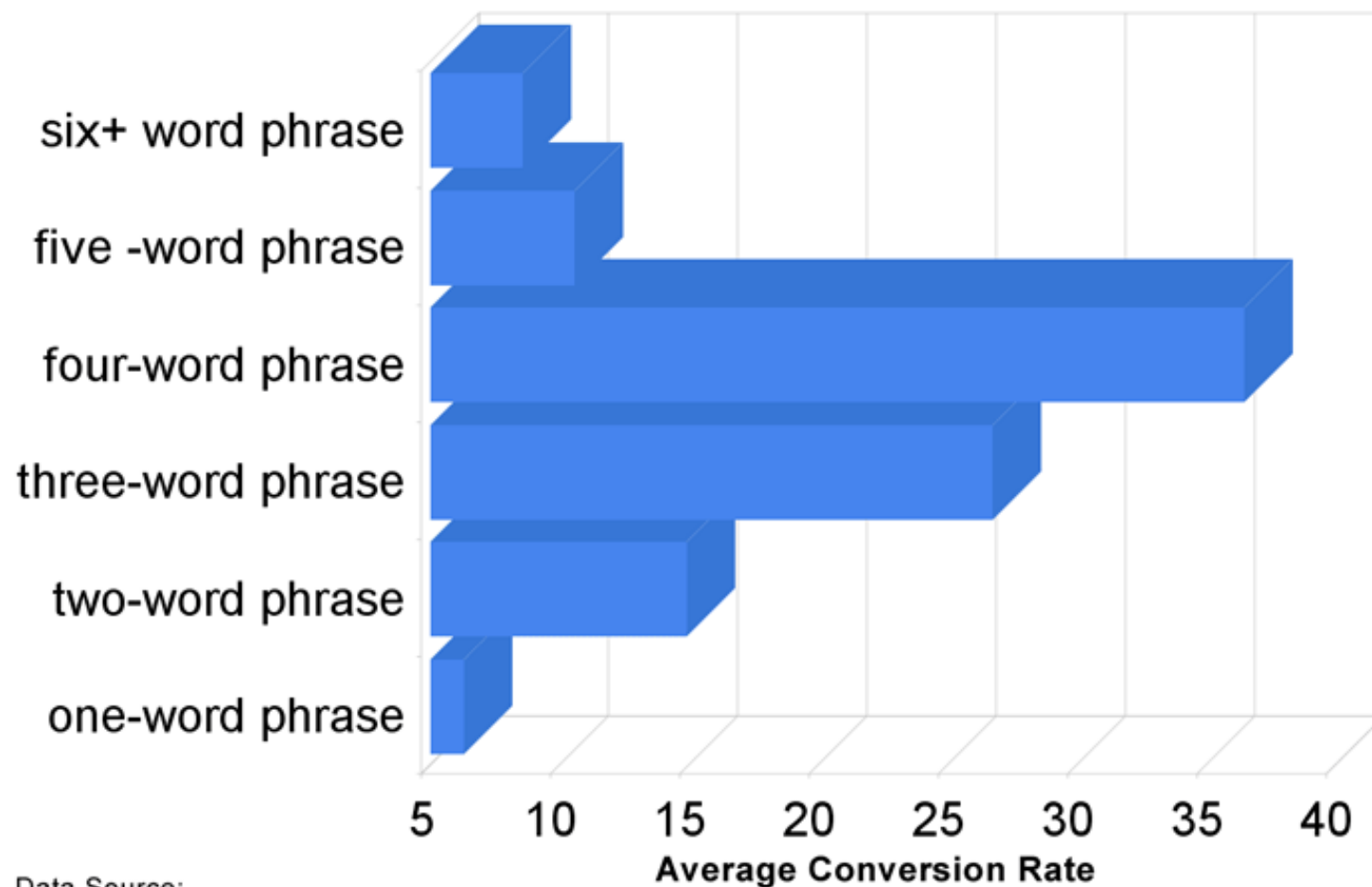
Keyword Phrase Length Over Time



Data Source:
OneStat.com



Conversion Rate by KW Phrase Length



Data Source:
 oneupweb



% of Consumers who Shop for Information Online



% of Retail Sales Performed Online

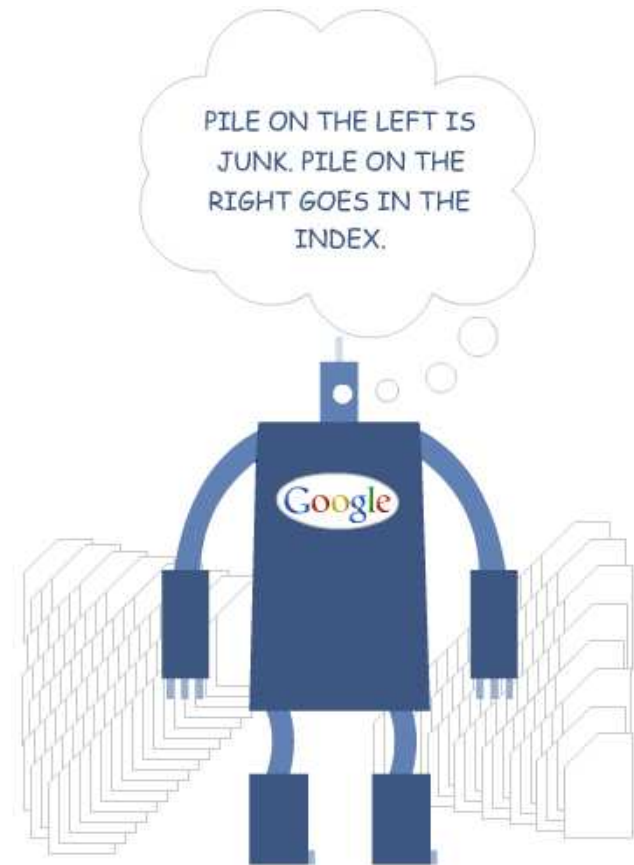
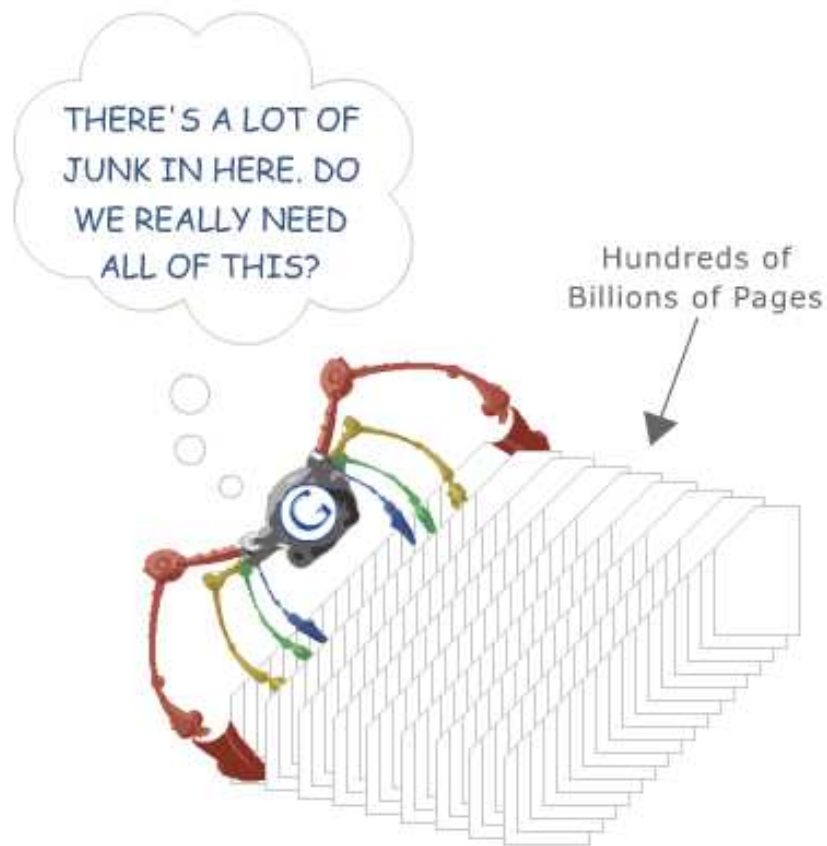


Data Source:

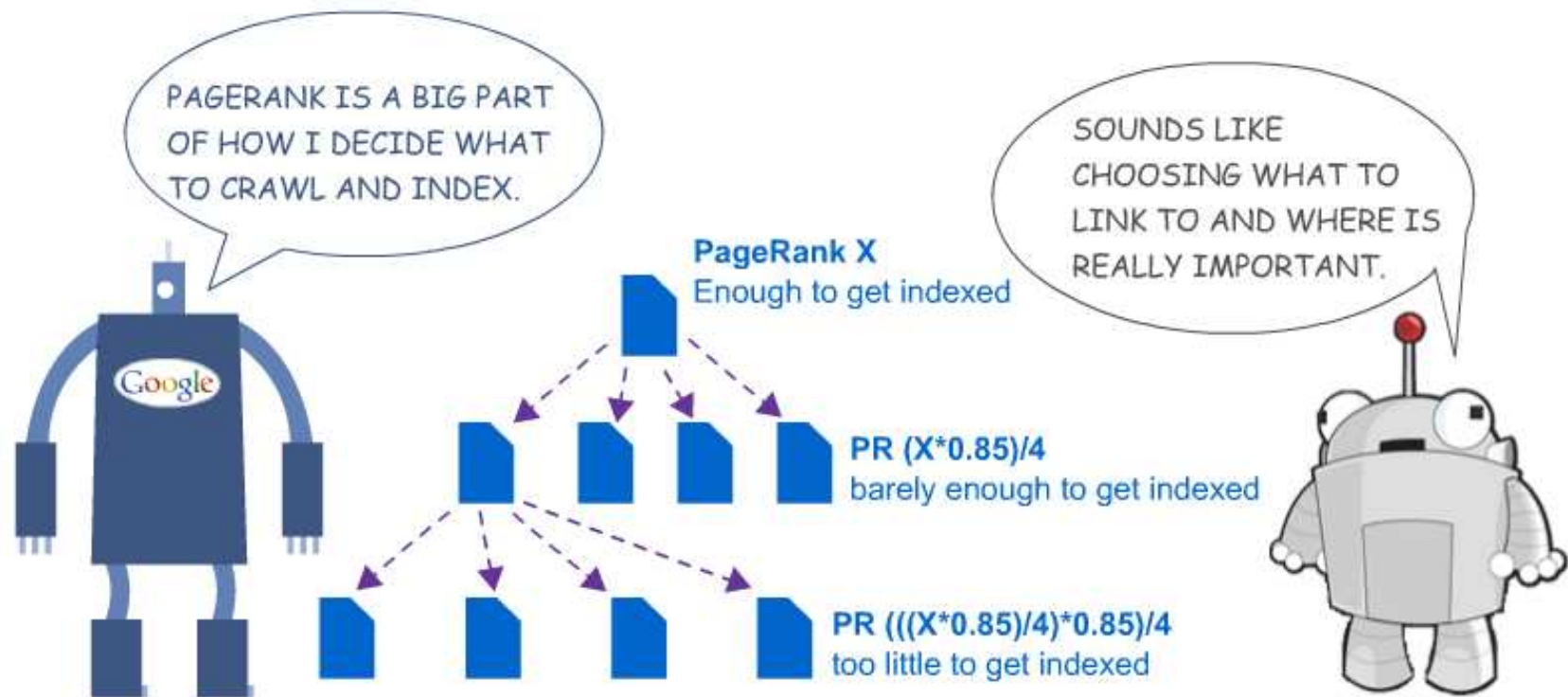


Crawling & Indexing

The Difference Between Crawling & Indexing



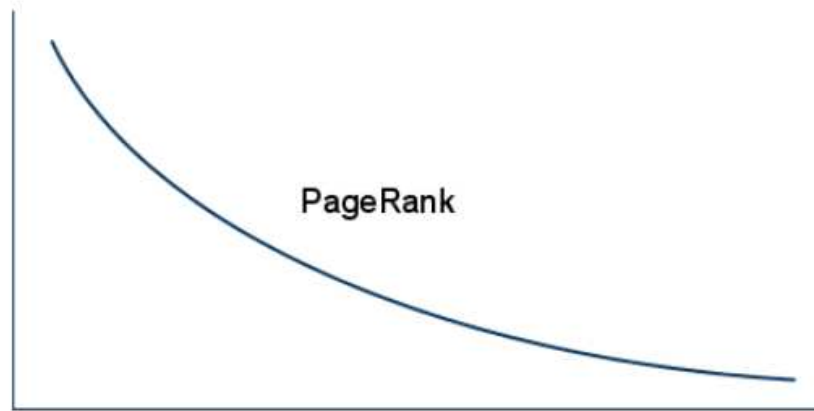
The Crawl Selection Process



No, Really – Even Google Says So

How does Google crawl?

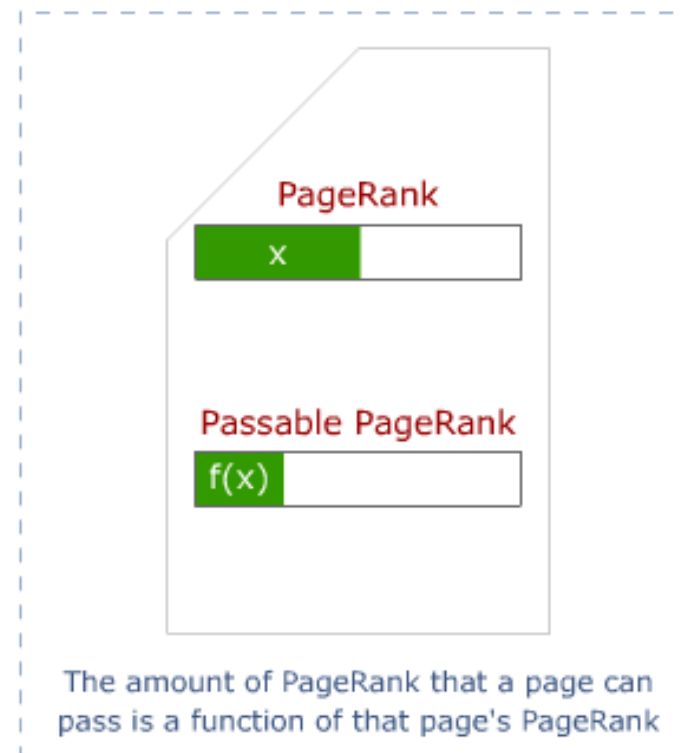
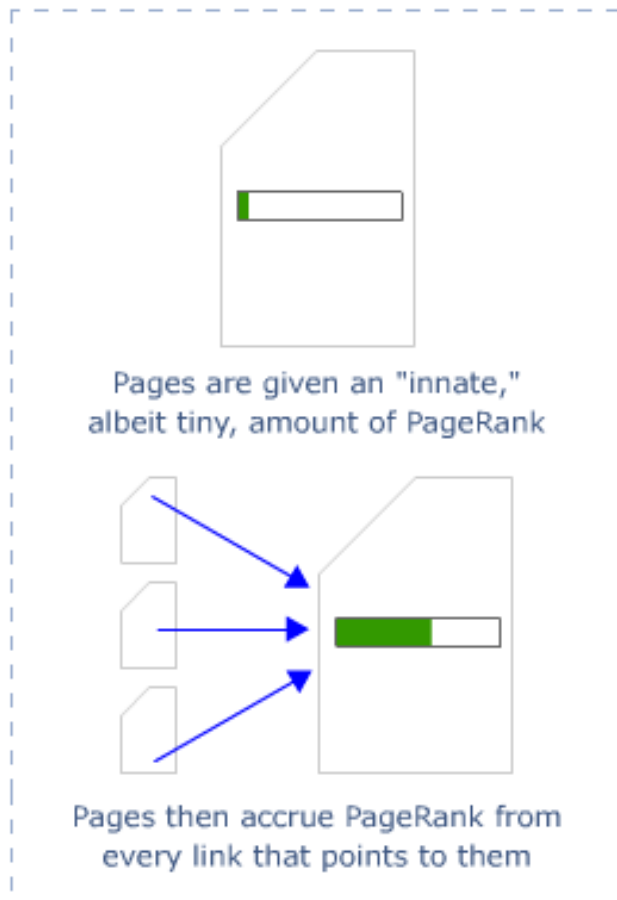
We crawl roughly in decreasing order of PageRank



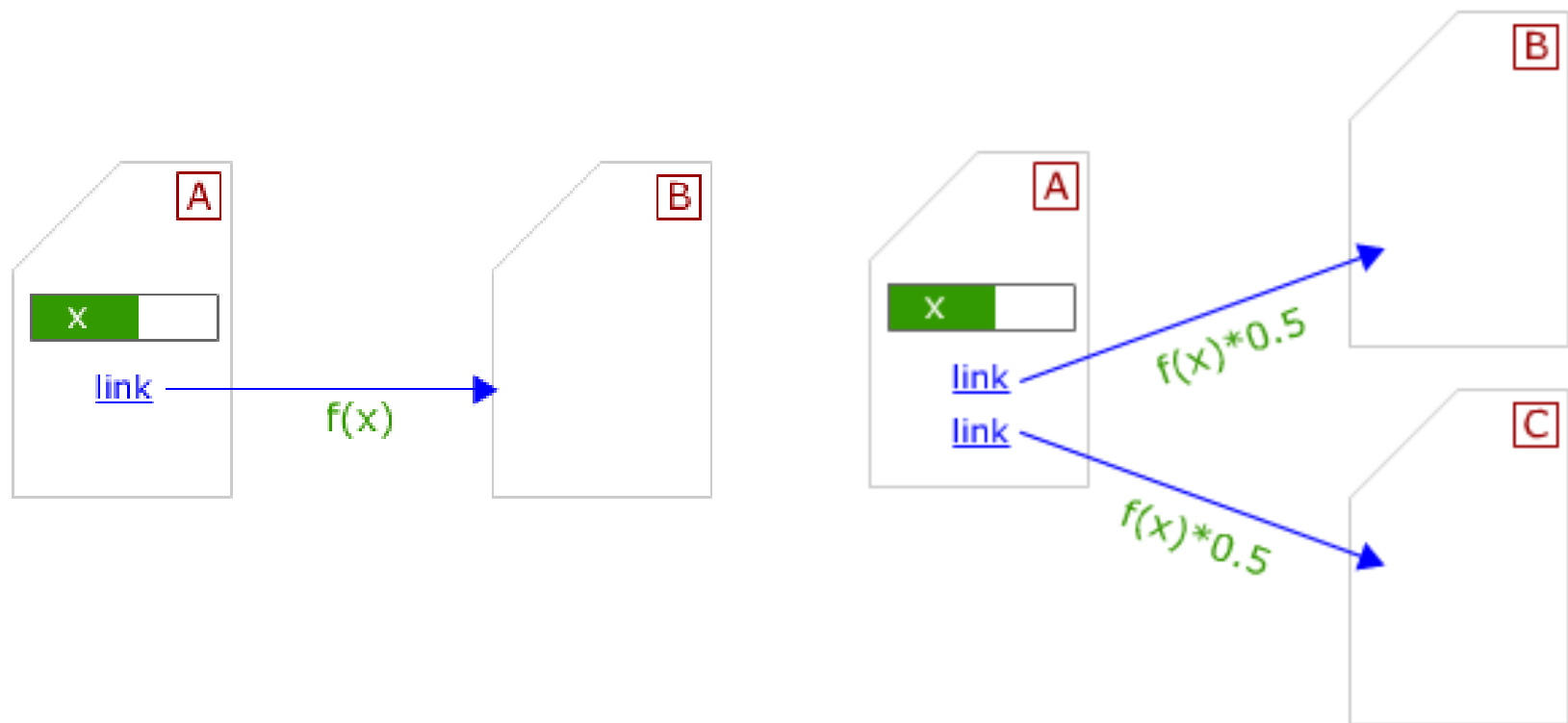
PageRank: Links as Votes



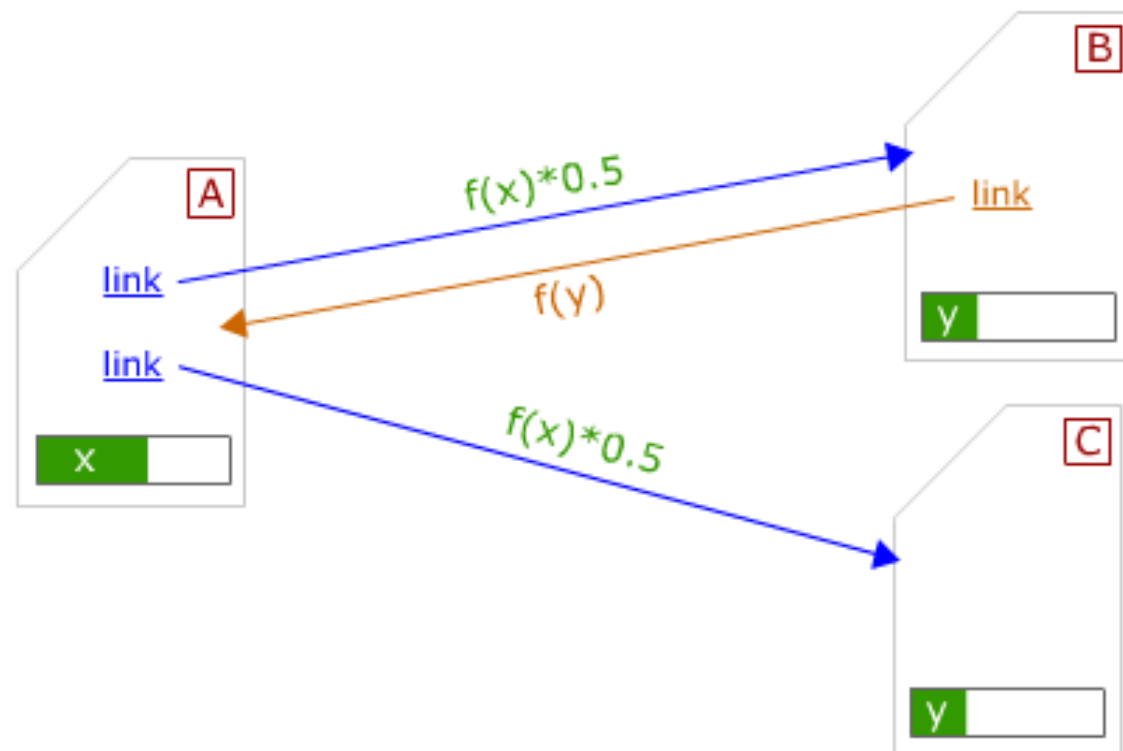
The Flow of PageRank



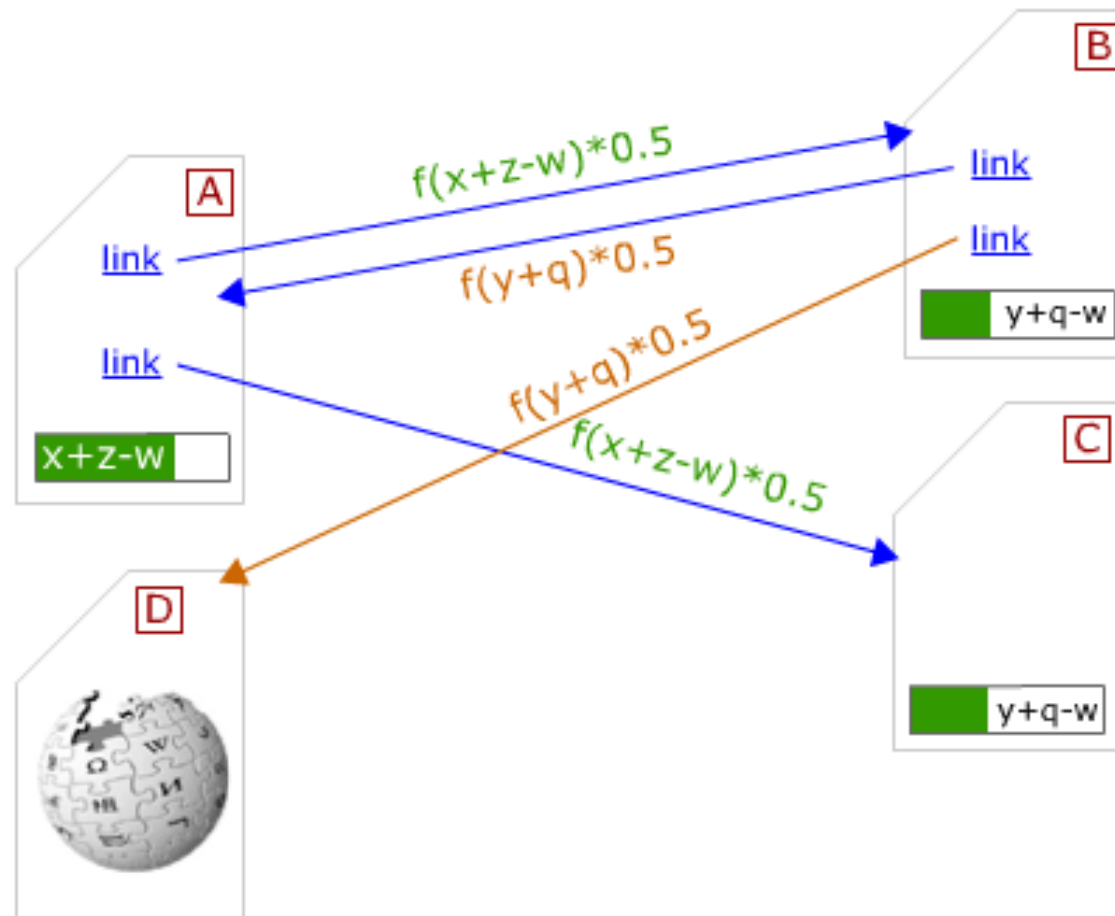
PageRank is Splits Evenly Between Links



PageRank is an Iterative Algorithm



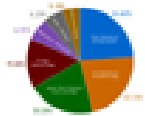
Technically, Every External Link “Leaks” PageRank



PageRank is Important for Crawling, But...



Toolbar PageRank is neither precise nor consistent

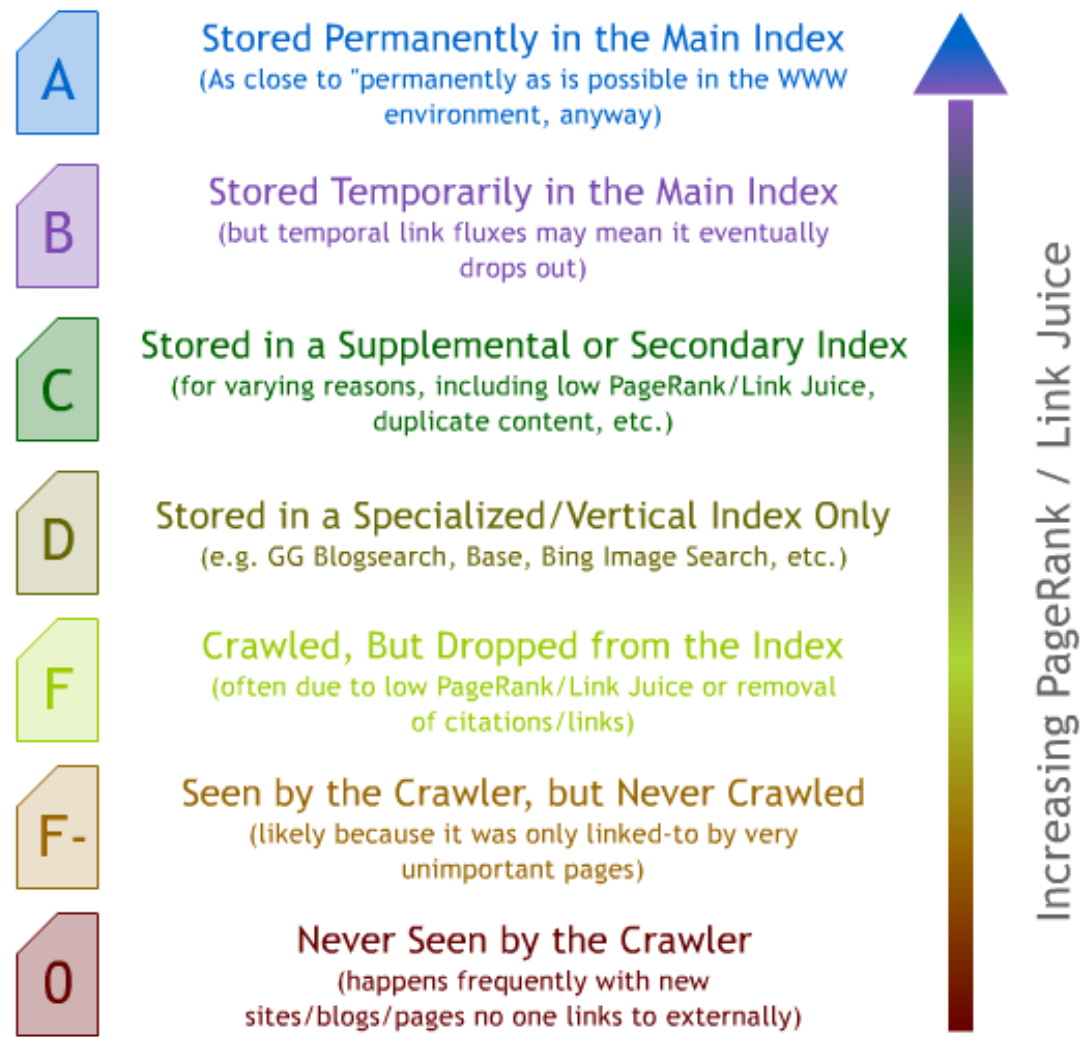


PageRank is just 1 of 200+ factors for ranking



PageRank hoarding is probably bad for your site

There are Many Levels of Indexation



You Can Measure Indexation via Analytics

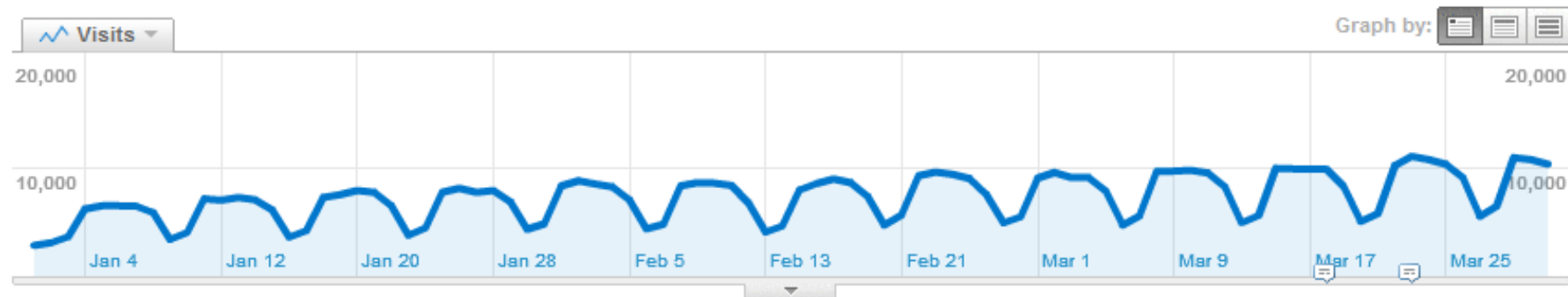
Overview » Search Engines »

Search Engine:

google

Jan 1, 2010 - Mar 31, 2010

This report is based on sampled data. [Learn more.](#)



google sent 657,439 non-paid visits via 16,322 landing pages

Show: [total](#) | [paid](#) | [non-paid](#)

Or Use Google's Counts

[Advanced Search](#)

Web [+ Show options...](#)

Results **1 - 10** of about **450,000** from **seomoz.org**. (0.32 seconds)

Google webmaster tools



www.seomoz.org ▼

[Dashboard](#)

☒ [Site configuration](#)

Sitemaps

[Crawler access](#)

[Sitelinks](#)

[Change of address](#)

Sitemaps

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

Sitemap stats

Total URLs: 33,992

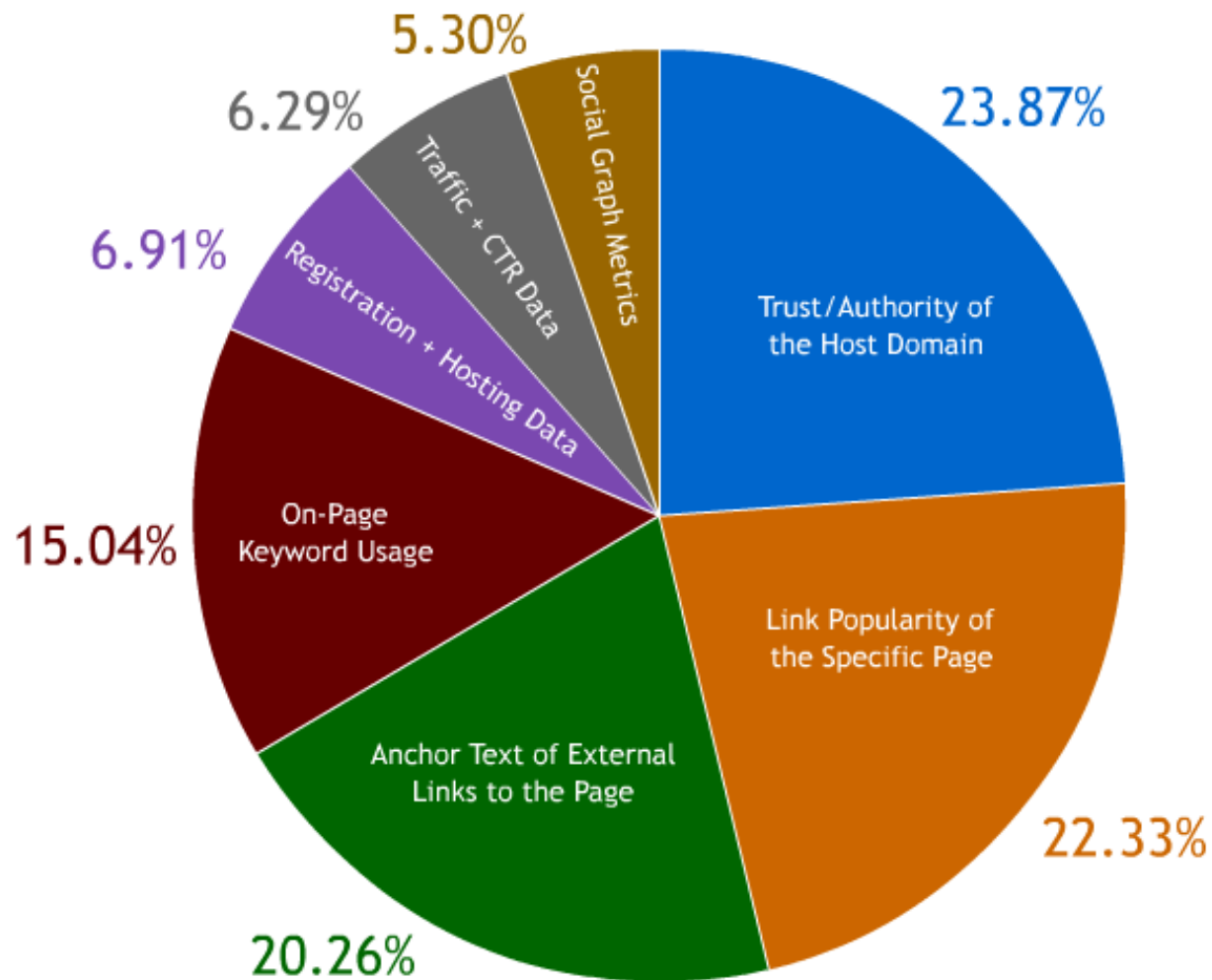
Indexed URLs: 20,026



Submit a Sitemap

Search Engine Algorithms

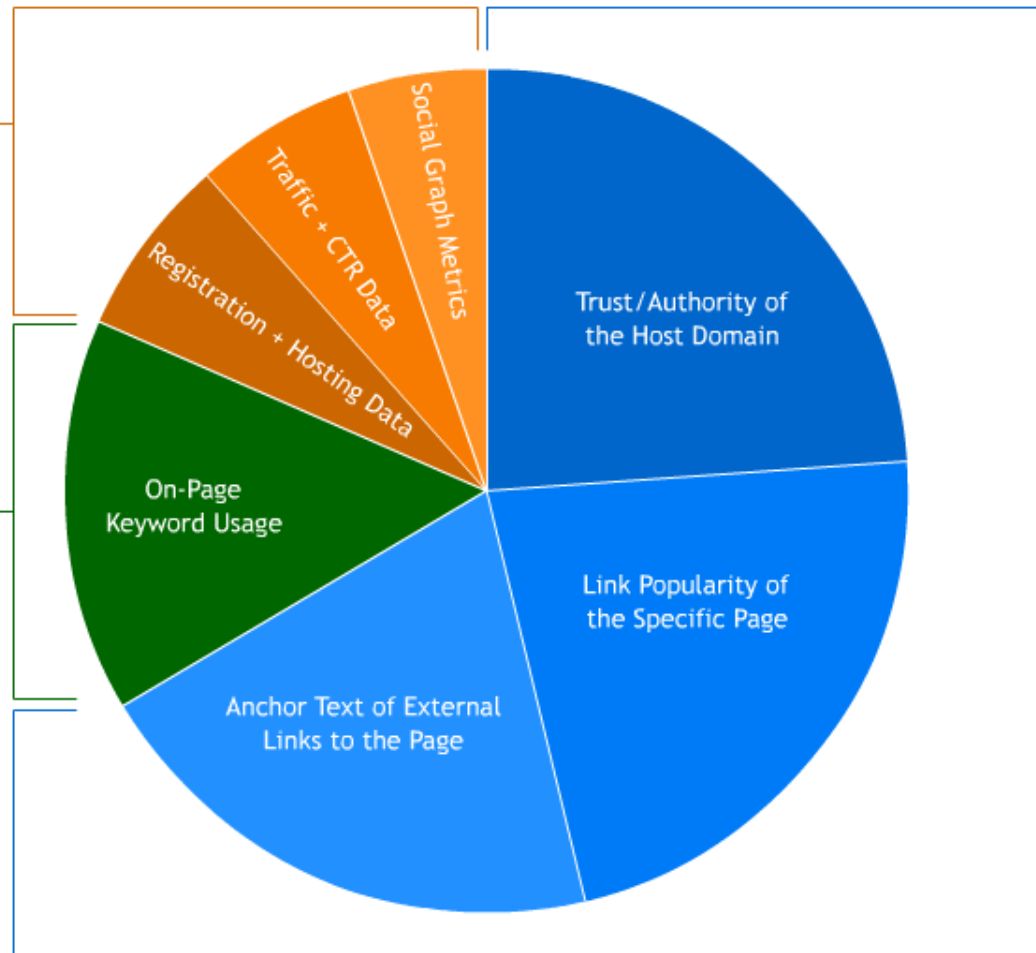
Crowdsourced “Guess”



Crowdsourced “Guess”

How People
Use Your Site

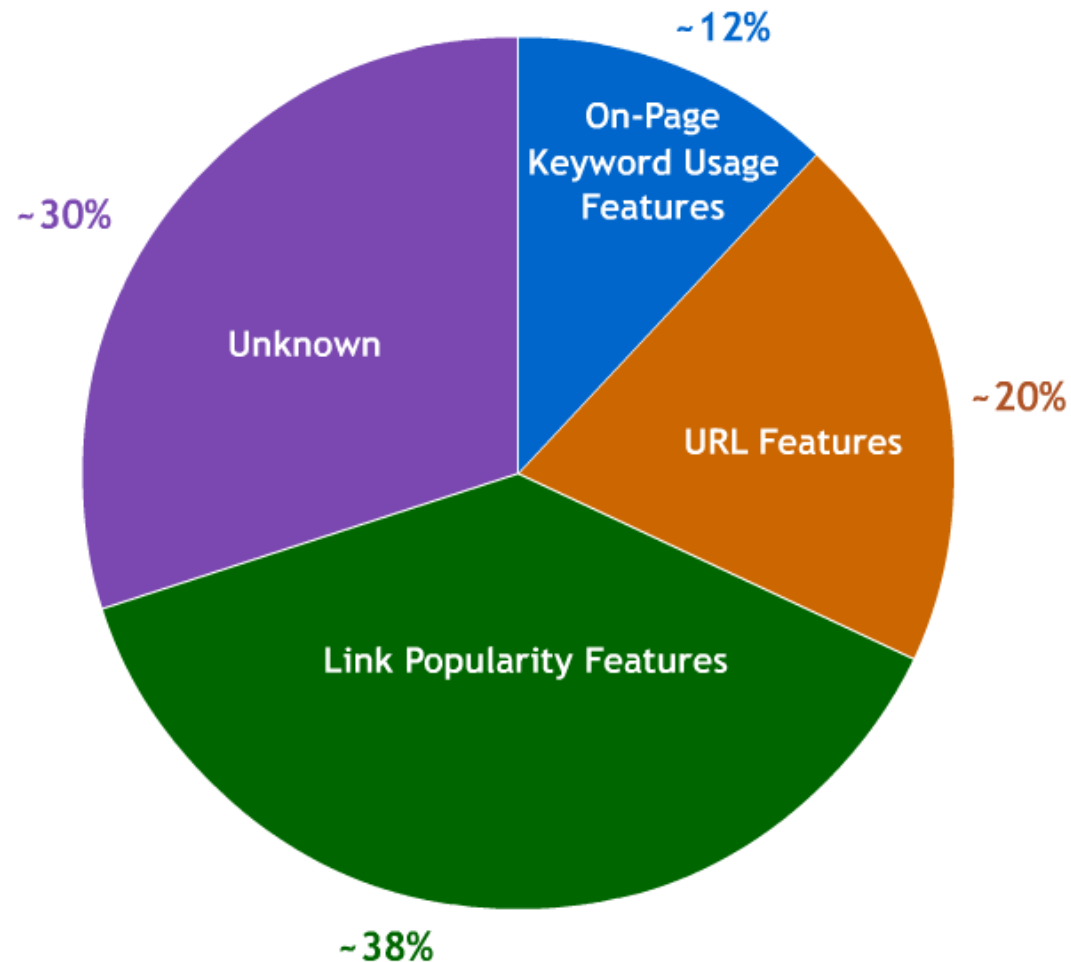
How You
Describe Your
Content



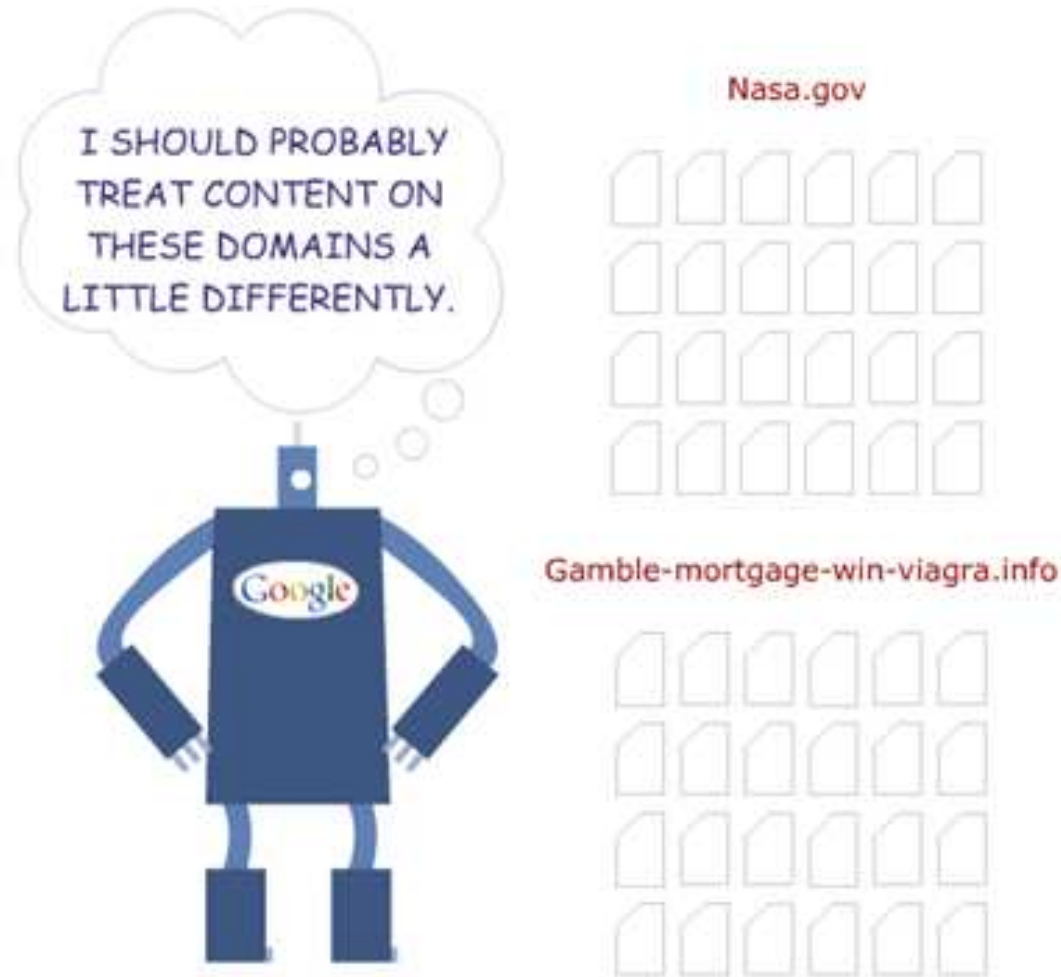
How Others
Reference You

Ranking Model ~70% Accuracy

via machine learning at SEOmoz



Domain Trust & Authority



Page-Specific Link Popularity

 Send Feedback

 **OPEN SITE EXPLORER**
Link Popularity Checker + Backlink Analysis Tool

http://

Get Link Data

 Add a URL to Compare

Page Authority ⓘ URL score combining all link metrics	Domain Authority ⓘ overall score for the root domain	Linking Root Domains ⓘ root domains w/ links to this URL	Total Links ⓘ followed, nofollowed & 301'ing pages
79 _{/100}	65 _{/100}	6,997	63,346

Link Popularity Comparison

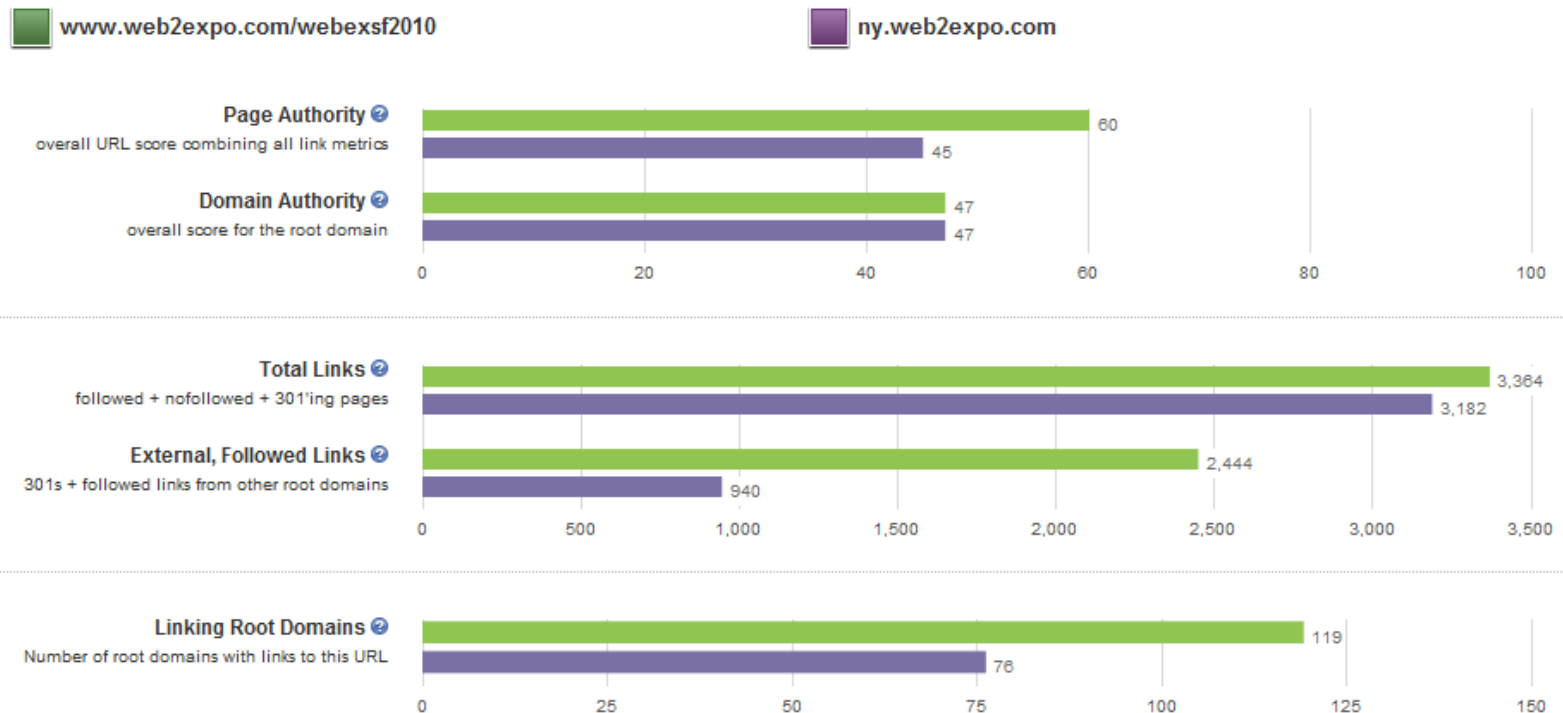




[Compare This URL Against](#)

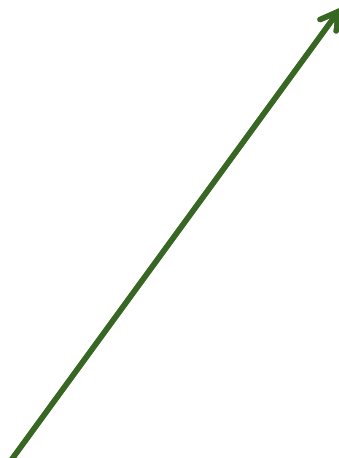
[Compare](#)

Comparison Chart of Important Metrics for these Pages



Anchor Text

`<a href="http://twitter.com"> Tweet Central </a>`



Anchor Text!

(a strong influence on search engine rankings)

Google Bombing w/ Anchor Text

The screenshot shows the White House website with a search bar at the top right containing the text "Search WhiteHouse.gov". Below the search bar, the "OUR PRESIDENTS" section lists 15 presidents, with George W. Bush at the bottom. A large image of George W. Bush is displayed, with the number "43." and the text "George W. Bush 2001-2009" overlaid. To the right of the image, the text "George W. Bush" is written in a large, bold font, followed by a paragraph describing his presidency. Below this, the "STAY CONNECTED" section lists various social media links, and the "LATEST NEWS & UPDATES" section features a link to "Read the Blog".

the WHITE HOUSE PRESIDENT BARACK OBAMA

Get Email Updates | Contact Us

BLOG PHOTOS & VIDEO BRIEFING ROOM ISSUES the ADMINISTRATION the WHITE HOUSE our GOVERNMENT

Home • About the White House • Presidents

Search WhiteHouse.gov Search

OUR PRESIDENTS

1. George Washington
2. John Adams
3. Thomas Jefferson
4. James Madison
5. James Monroe
6. John Quincy Adams
7. Andrew Jackson
8. Martin Van Buren
9. William Henry Harrison
10. John Tyler
11. James K. Polk
12. Zachary Taylor
13. Millard Fillmore
14. Franklin Pierce
15. James Buchanan

43.
George W. Bush 2001-2009

George W. Bush

George W. Bush is the 43rd President of the United States. He was sworn into office on January 20, 2001, re-elected on November 2, 2004, and sworn in for a second term on January 20, 2005. Before his Presidency, he served for 6 years as Governor of the State of Texas.

STAY CONNECTED

- Facebook
- YouTube
- Twitter
- Vimeo
- Flickr
- iTunes
- MySpace
- LinkedIn

LATEST NEWS & UPDATES

THE WHITE HOUSE BLOG

Read the Blog

Google Bombing w/ Anchor Text



Google Bombing w/ Anchor Text



On-Page Keyword Usage



Reviews, **Best Shoes**

Best Shoes

Running Shoes by Brand

[Asics](#)

[New Balance](#)

[Brooks](#)

[Adidas](#)

[Nike](#)

[Saucony](#)

[Mizuno](#)

[Reebok](#)

Best Running Shoes What Are The Top Picks?

Are you looking for the **best running shoes** around? Since there are different types of **running shoes**, there are also a lot of **running shoes** that get top awards.

When looking for the **best running** shoe, you can't expect to find one shoe that deserves the "**best**" title solely.

The **best** shoe is different for every runner, depending on his specific foot type and needs. What can be **best** for one runner may be the worst for another. So there are certain criteria that you need to look at when looking for the **best shoes** for **running**.

Here are the winners in the various **running** shoe categories namely : Stability, Cushioning and Motion Control

We have considered the following brands : Nike, Adidas, Mizuno, Brooks, New Balance and Reebok **running shoes**.

Best Running Shoes for Stability

Registration & Hosting Data

Registrant Search: **"SEOMoz, Inc"** owns about [81 other domains](#)

NS History: [4 changes](#) on 5 unique name servers over 6 years.

IP History: [10 changes](#) on 11 unique name servers over 5 years.

Whois History: [1,263 records](#) have been archived since 2005-03-17 .

Reverse IP: [4 other sites](#) hosted on this server.



[Log In](#) or [Create a FREE account](#) to start monitoring this domain name



DomainTools for Windows®

Now you can access domain ownership records anytime, anywhere... **right from your own desktop!** [Download Now>](#)

Domain ID:D105098404-LROR

Domain Name:SEOMOZ.ORG

Created On:06-Nov-2004 04:57:08 UTC

Last Updated On:24-Mar-2010 20:17:08 UTC

Expiration Date:06-Nov-2010 04:57:08 UTC

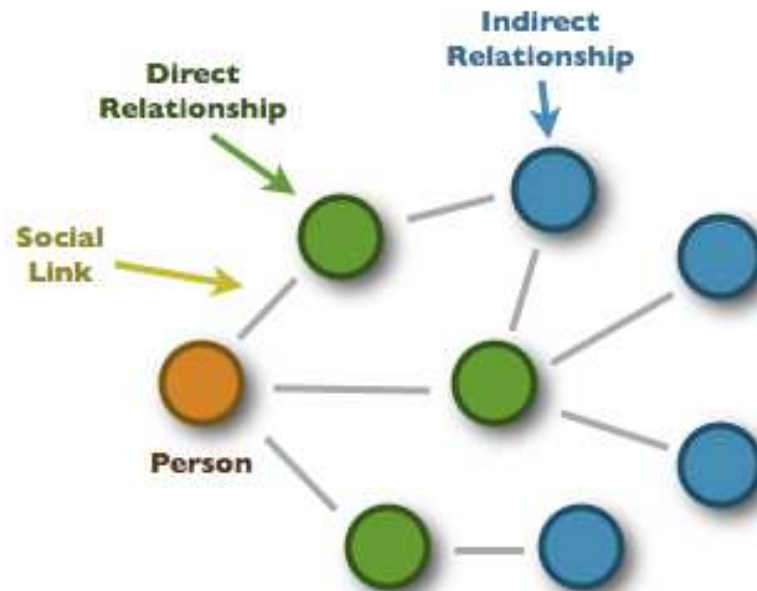
User & Usage Data



Social Graph Data

Social Graphs:

The pattern of social relationships between people



Source: Dion Hinchcliffe, <http://web2.socialcomputingmagazine.com>



Questions?

Rand Fishkin

Email: rand@seomoz.org

Twitter: [@randfish](https://twitter.com/randfish)

Blog: www.seomoz.org/blog

Shameless Plug: www.opensiteexplorer.org