

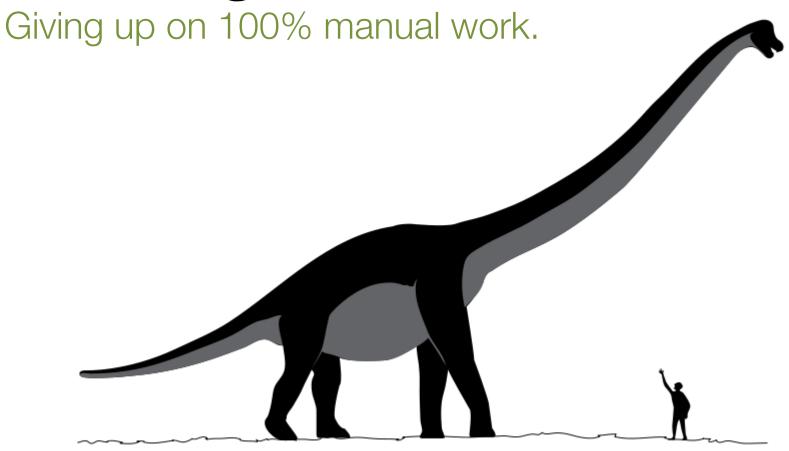
Enterprise SEO

2012 and Beyond

- Strategy & Decision Making
- Technical Wizardry
- Future Direction



Dealing With Scale





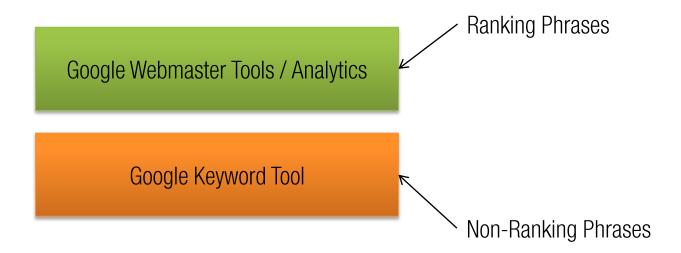
Strategy & Decision Making

Phrase Potential Calculation

```
brands cachedzac active codes clientiweet speed privacy author factors instant blocks dan's author's engine policies australiaurls code influenced blog's linking domain baby's influences bringing business cachingrecentiynetwork's detected quality networked emailing allowing new map customer's microsofts softwarerel blocking australians webmaster libraries profiles documented engines drop blocking nameskeywords managing profiles activity processes sizes presentations photos companies activity processes analysis optimised sydney's strategically optimisation yout ube experienced melbourne markets supports reputation peoples duplicate photo posting bloggers competitor's benefit hosting amp competitors to olpetrovic's stuffed features communities example url's video updates algorithmmanages queries experience software's australia's connect mapped factoring education and detection seo influence tags insurance flights to picc featured cebit graphs image future number consumer spamplayed library mobile idea
```



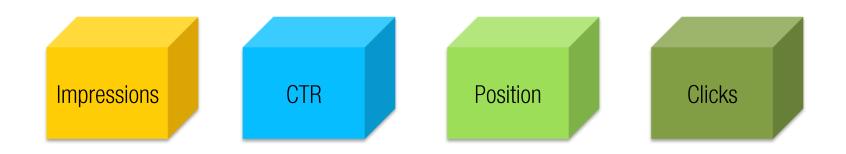
Phrase Targeting Methodology





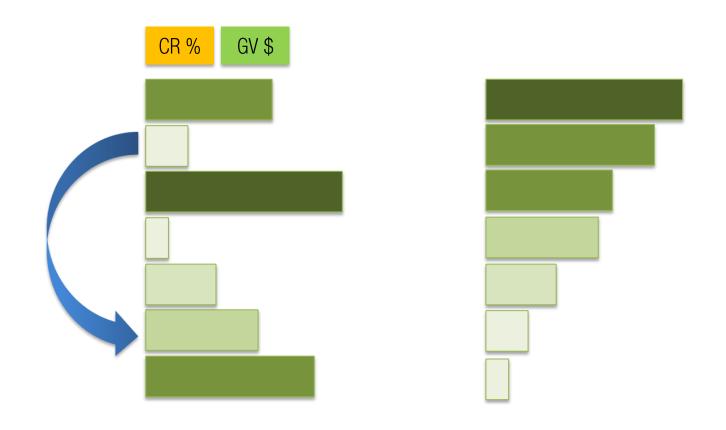
Phrase Targeting Methodology

Google Webmaster Tools / Analytics Ranking Phrases



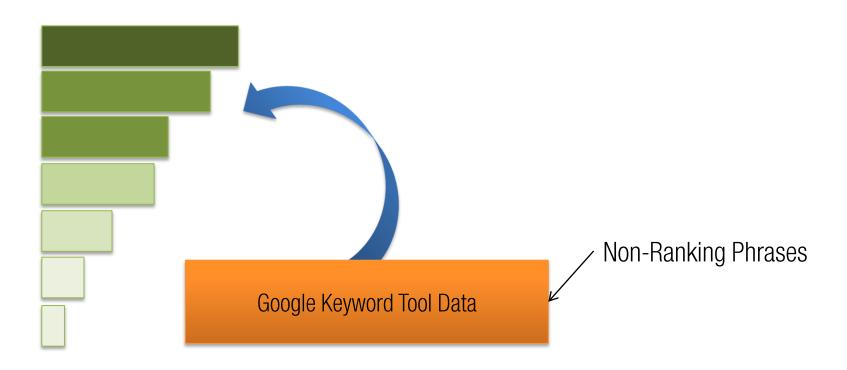


Phrase Targeting Methodology: Sort By Potential



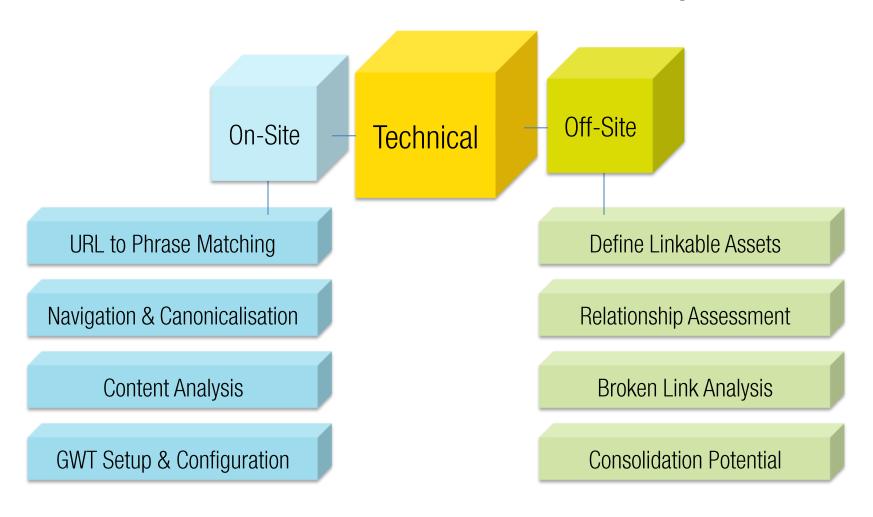


Phrase Targeting Methodology: Sort By Potential





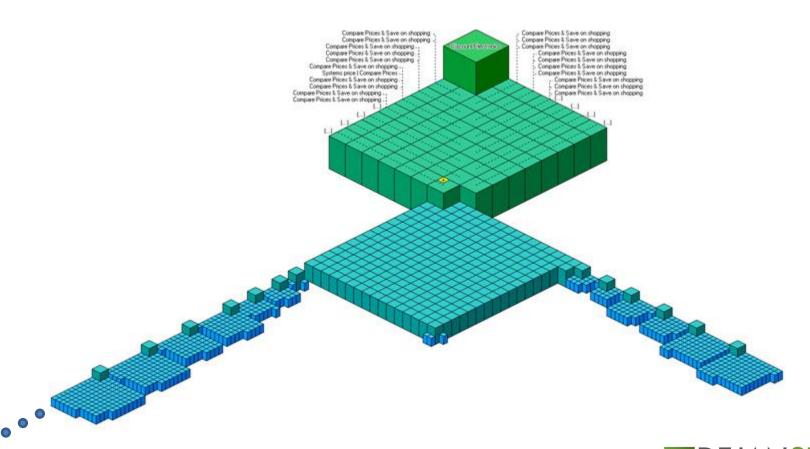
Technical SEO Examples





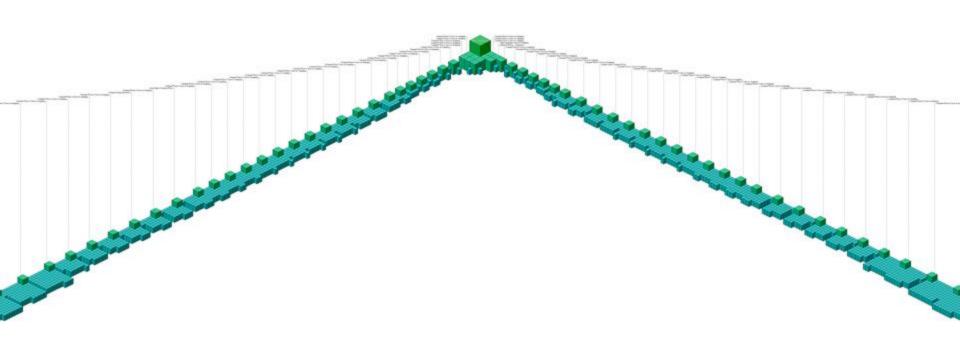
Technical Wizardry

for large-scale architecture challenges

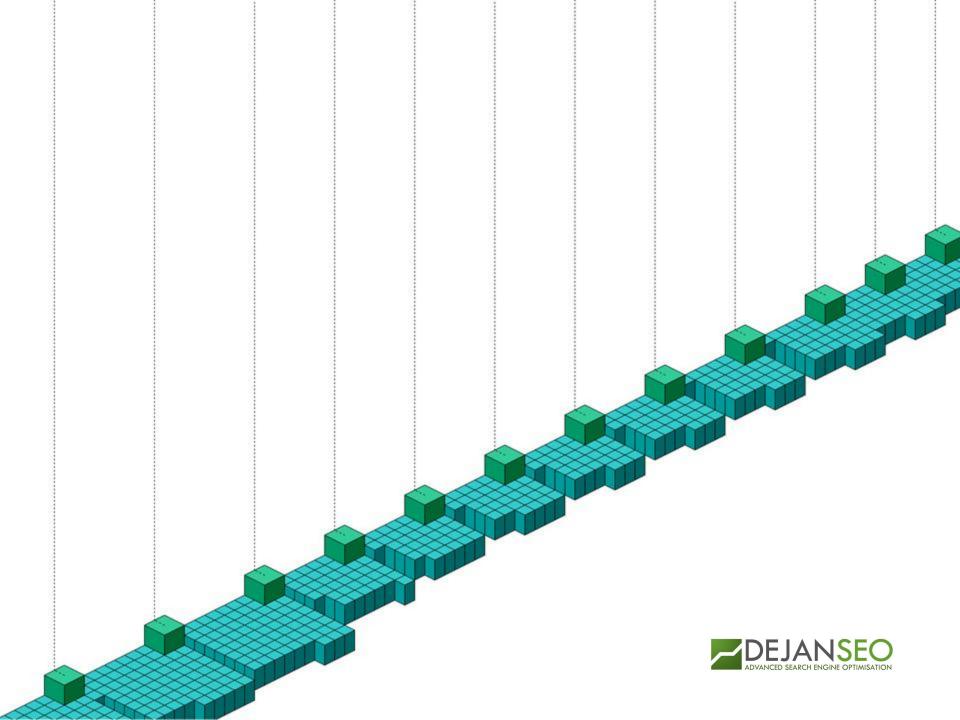




...continued...











- Seed List of URLs
- Outgoing Links to Crawl
- Depth Level
- Crawl Type
- Max Number URLs to Crawl
- Max Pages Per Domain
- File Types to Crawl

+ Analysis

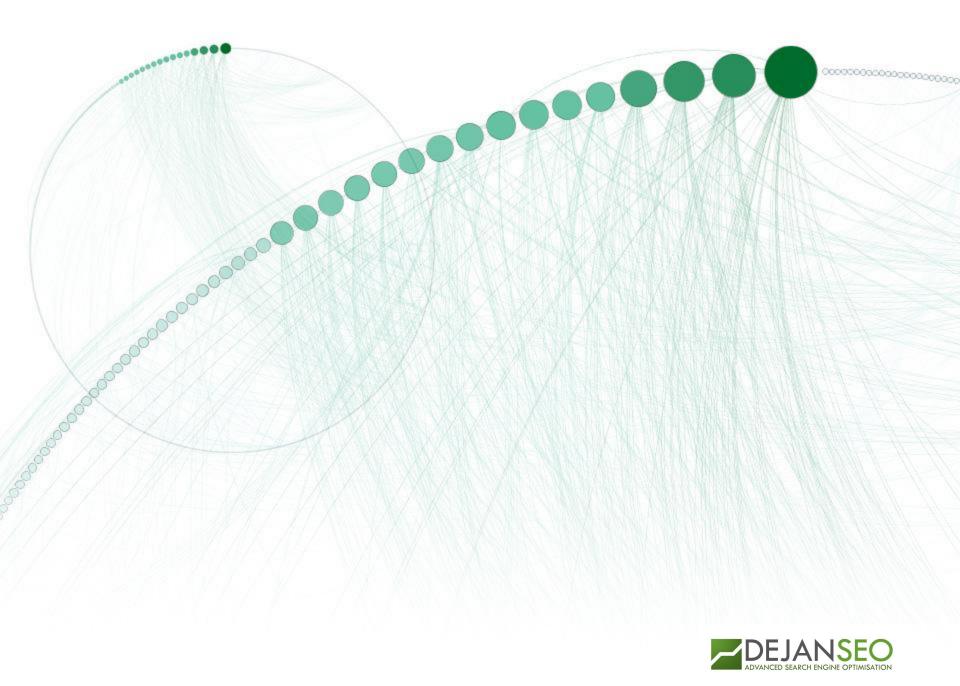




- Large-Scale Visualisation
- Architecture Modelling
- PageRank Projection
- Internal / External Link Flow
- Advanced Statistics
- Hub / Authority Discovery

+ Export





Ten Awesome Tools

- 1. bubbl.us
- 2. gephi.org
- 3. 80legs.com
- 4. graphviz.org
- 5. cytoscape.org
- 6. writemaps.com
- 7. smartdraw.com
- 8. astuteo.com/slickmap
- 9. nullpointer.co.uk/-/webtracer2.htm
- 10. home.snafu.de/tilman/xenulink.html

BONUS:

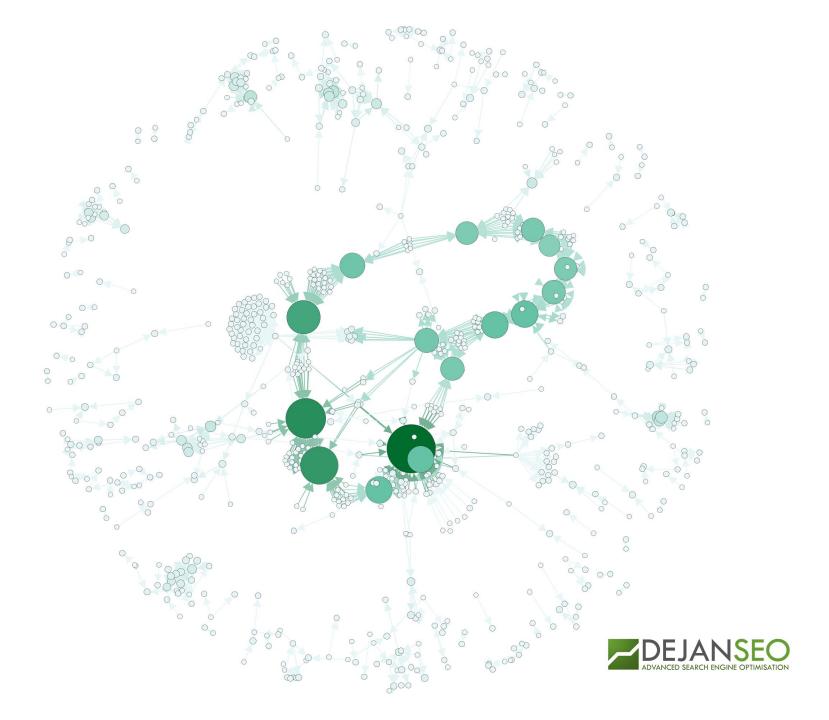
- 1. gomockingbird.com
- 2. pidoco.com/en
- 3. gliffy.com
- 4. diagram.ly
- 5. lovelycharts.com



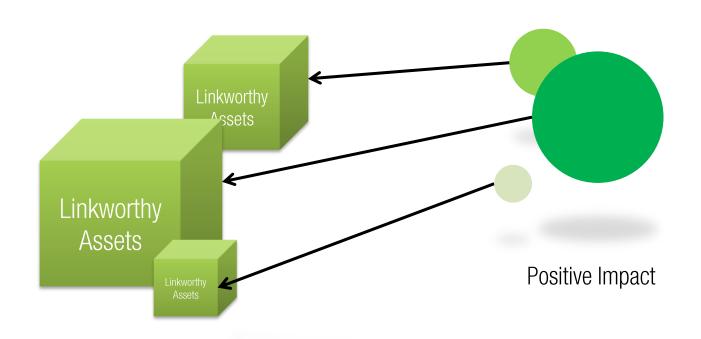
Backlink Profile Assessment







Define Linkworthy Assets





Multiply Linkworthy Assets

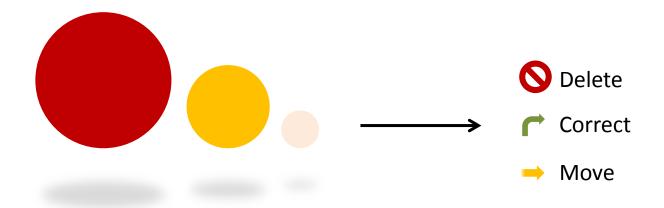








Defining Top Liabilities

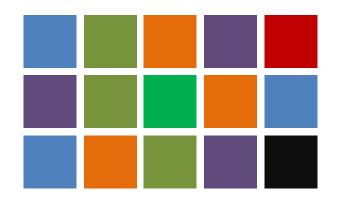


Negative Impact



Competitive Link Analysis

Total Backlinks (15) Shared (8)



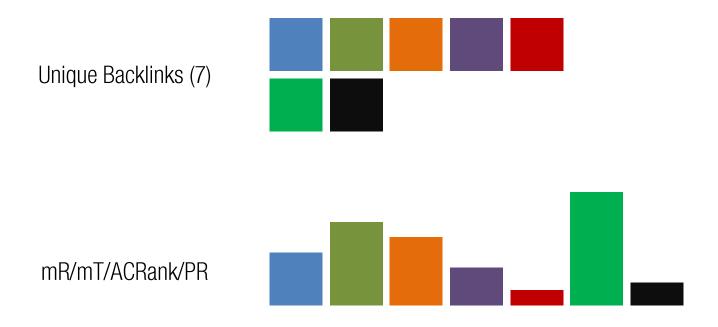


Unique Backlinks (7)



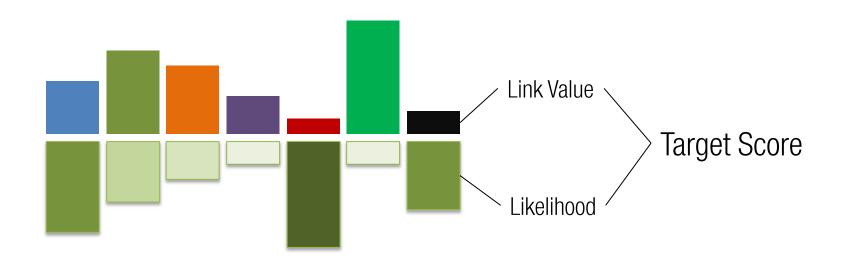


Qualitative Link Analysis





Competitive Analysis: Likelihood Assessment





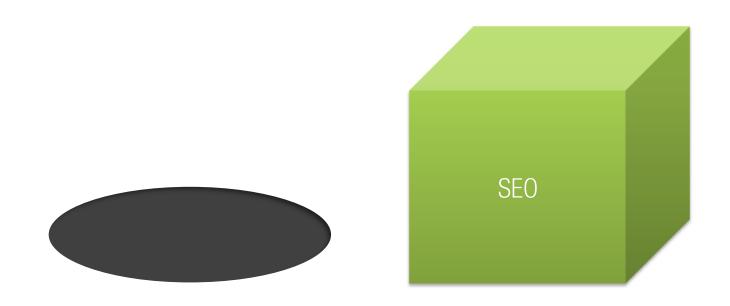
Ten Awesome Tools

- ahrefs.com
- ontolo.com
- blekko.com
- linkdex.com
- raventools.com
- buzzstream.com
- majesticseo.com
- opensiteexplorer.org
- · linkresearchtools.com
- wordtracker.com/linkbuilder

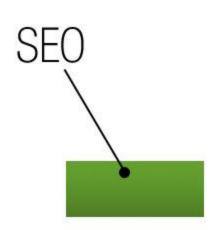


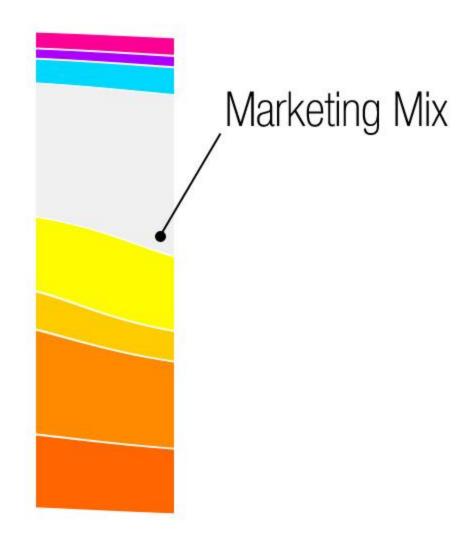
Collaborative Success

SEO & The Marketing Mix















Training Steps





Corporate SEO Policy





What's new and significant.

In 5 minutes.





Enhanced Search Quality

Over-Optimisation, Networks, Panda & UX





Personalisation & AuthorRank

SEO Book.com ~ SEO Training Made Easy

www.seobook.com/



by aaron wall - in 15,480 Google+ circles - More by aaron wall
"Aaron Wall's SEO Book is the best guide I have found for getting ... And now
you can hire Aaron as your personal SEO coach for just around \$10 per day!



Usman Patel, Gyi Tsakalakis, Tadeusz Szewczyk and 16 other people +1'd this - Thank them

Google Unified | DEJAN SEO

dejanseo.com.au/google-unified/



by Dan Petrovic · in 1,904 Google+ circles

13 Mar 2012 – The next stage in Google's product evolution is undoubtedly unification. Google's many projects and shatterlings spread over a decade of ...



Do & Do not.



90

Set Up Google+ Page

Engage, share, grow followers, get +'ed Get your content +'ed

Authorship Signals

Setup and verify all your authors Embed it in CMS

On-Site

Canonicalise. Trim. Rich snippets.

Links

Risk assessment. Cleanup.



901,1

Index Bloat

Thin, automated, repetitive content pages Indexable search results and tags 'SEO' keyword pages

Over-Optimise

Anchor Text On-Page

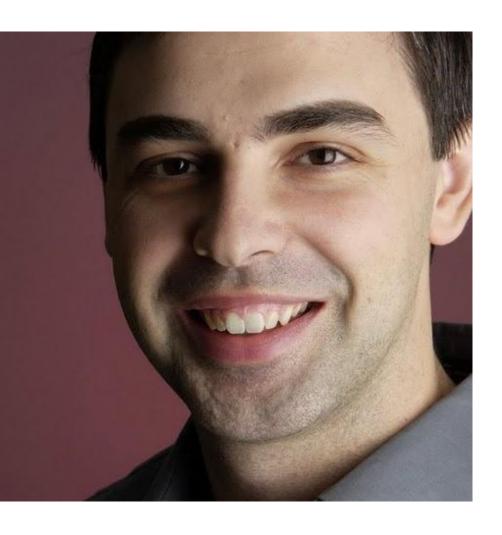
Link Schemes

Automated
Blog Networks
Spam
Mass-Scale 'Clever' Tactics

Poor UX

Navigation, Design & Layout





This is the path we're headed down:

A single unified, beautiful product across everything.

If you don't get that, then you should probably work somewhere else.



Link Graph

Social Graph

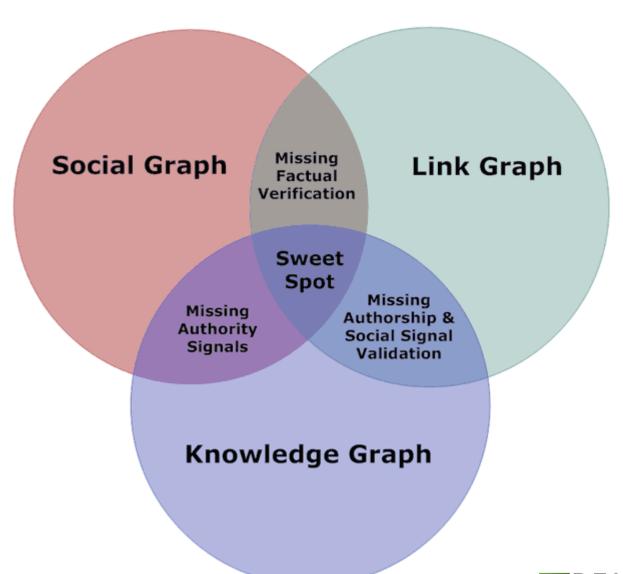






Knowledge Graph







Got 10,000 likes on Facebook And 50,000 followers on Twitter?

That's nice. But...





Read the full article.

Search for 'enterprise SEO'

