Enterprise SEO

2012 and Beyond

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ADVANCED SEARCH ENGINE OPTIMISATION

Enterprise SEO

2012 and Beyond

- Strategy & Decision Making
- Technical Wizardry
- Future Direction

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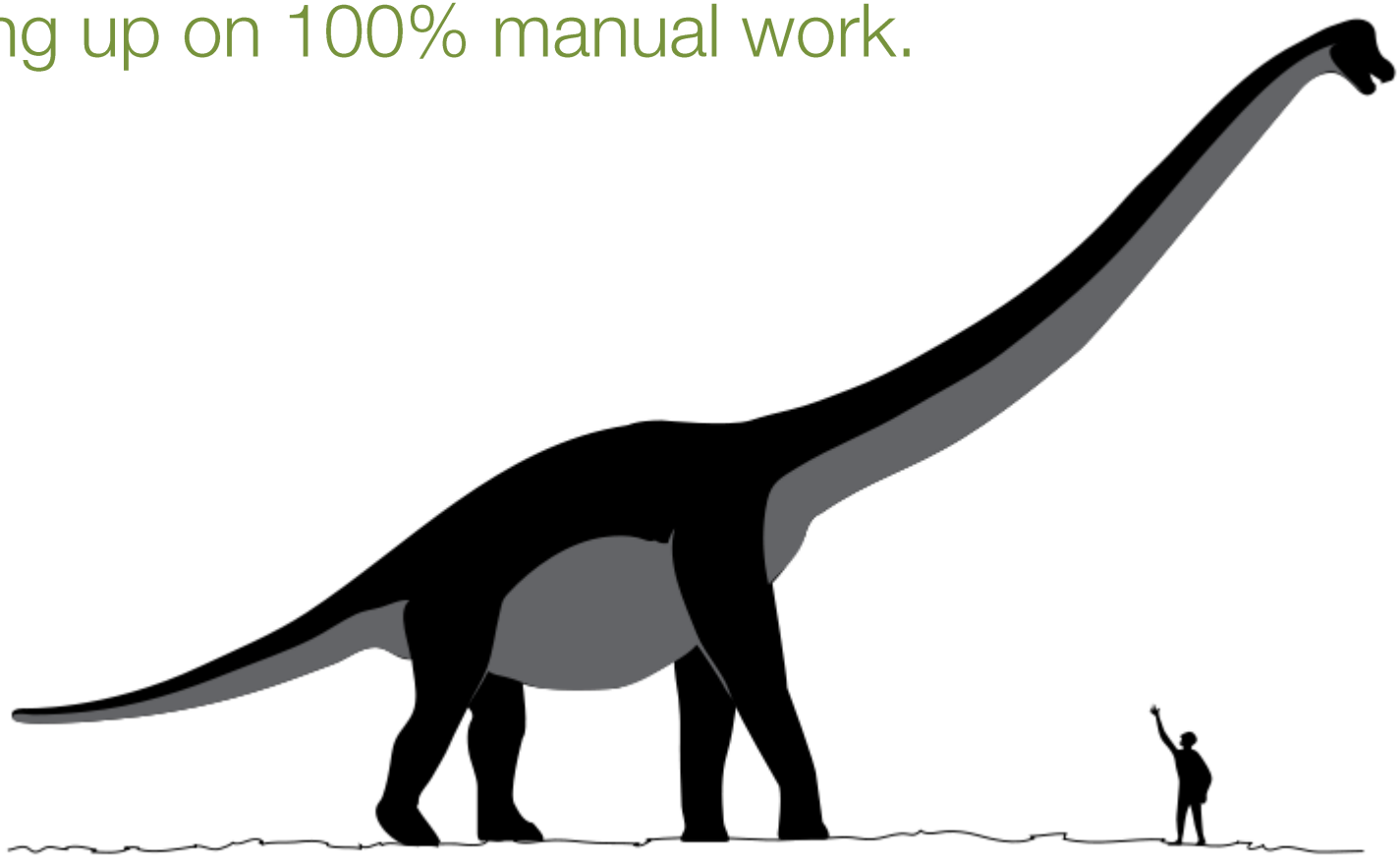
Dealing With Scale

Giving up on 100% manual work.



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Strategy & Decision Making

Phrase Potential Calculation

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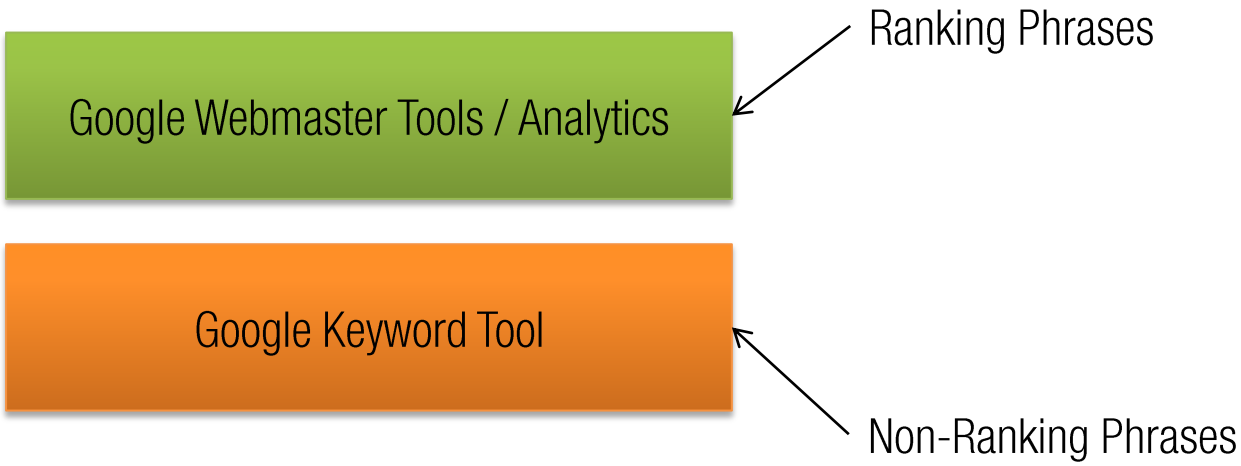
Research Stage

Phrase Targeting Methodology



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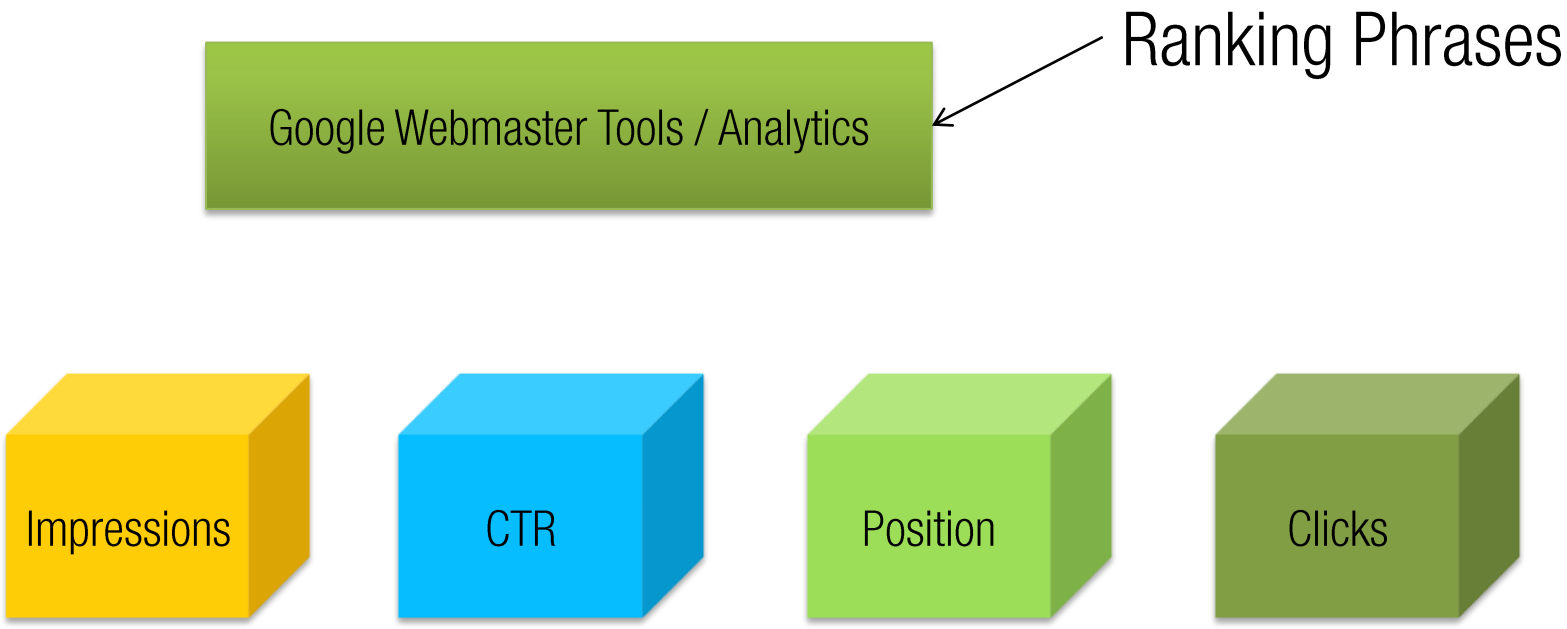
Research Stage

Phrase Targeting Methodology



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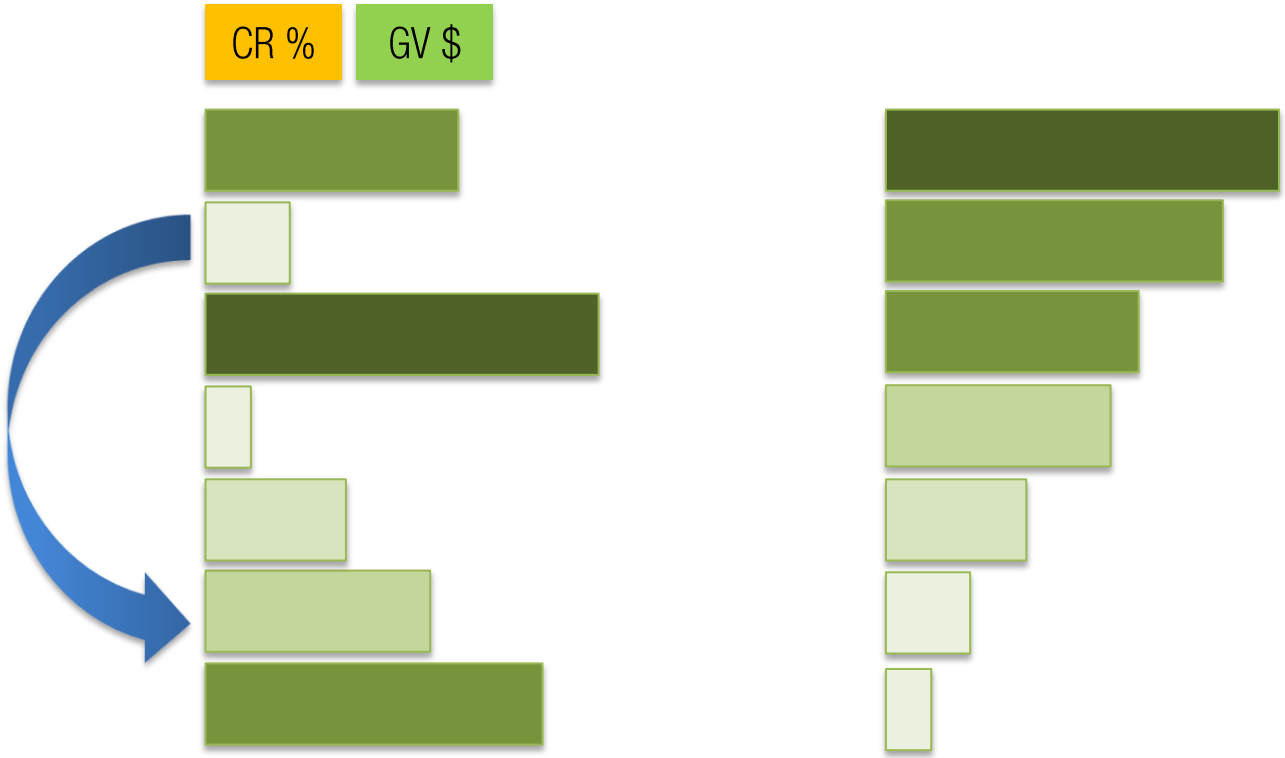
Research Stage

Phrase Targeting Methodology: Sort By Potential



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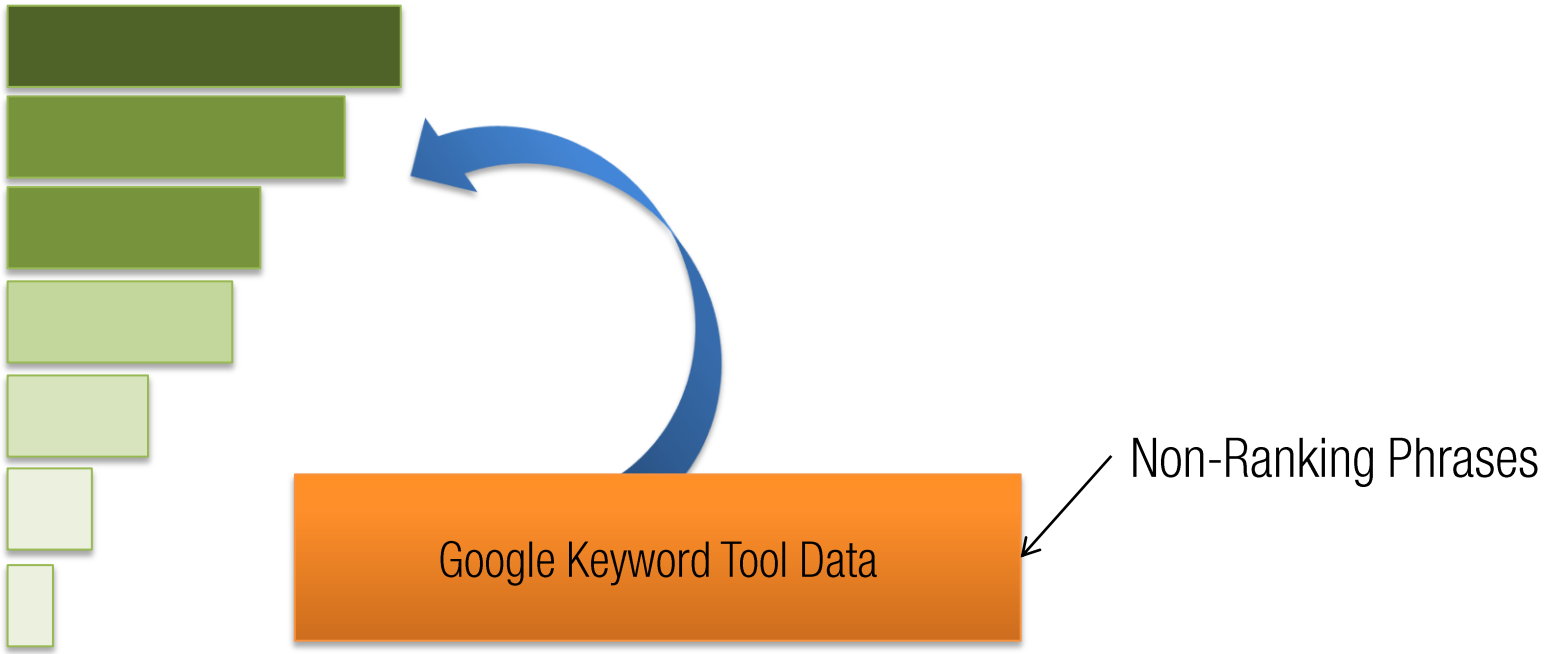
Research Stage

Phrase Targeting Methodology: Sort By Potential



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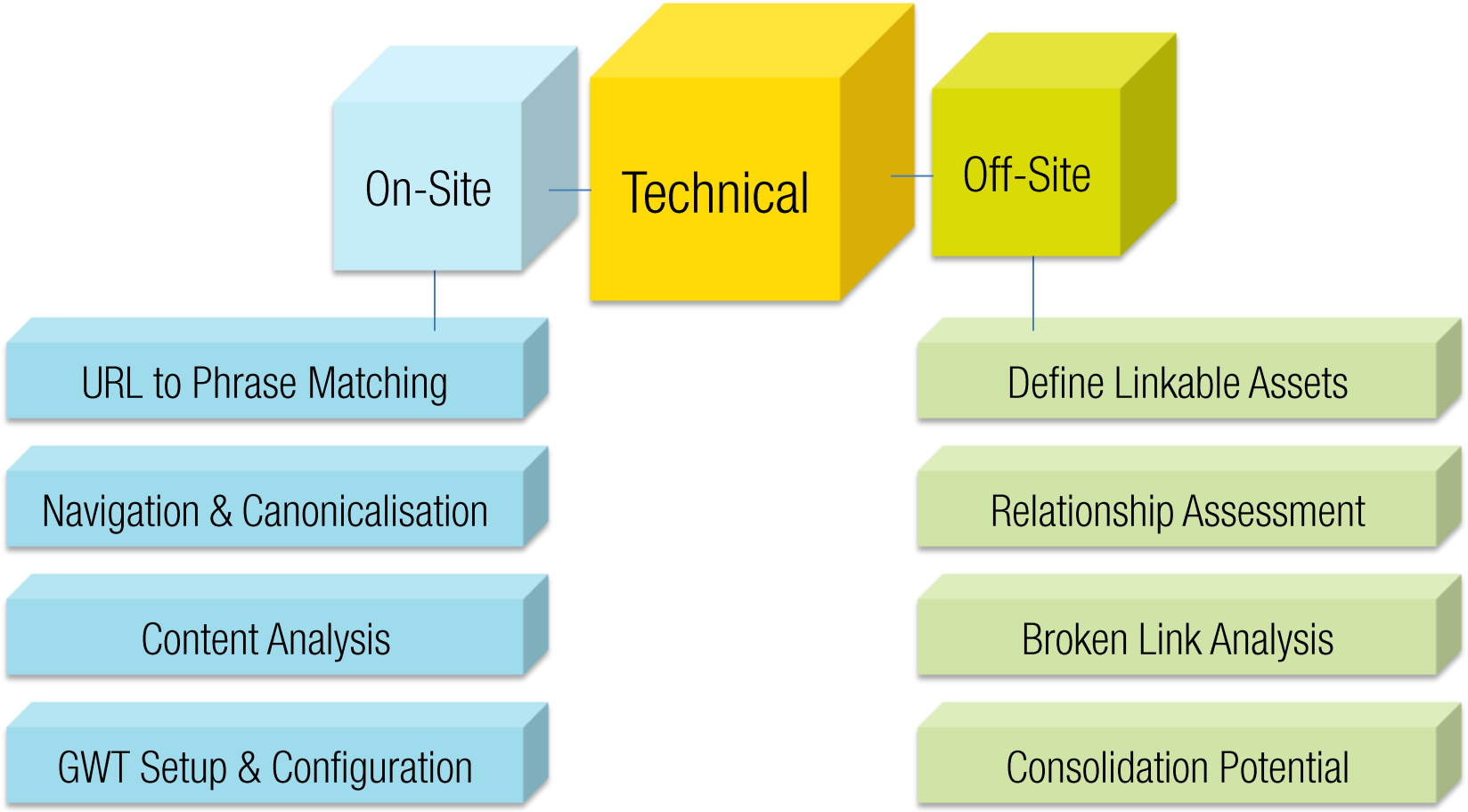
Technical SEO Examples



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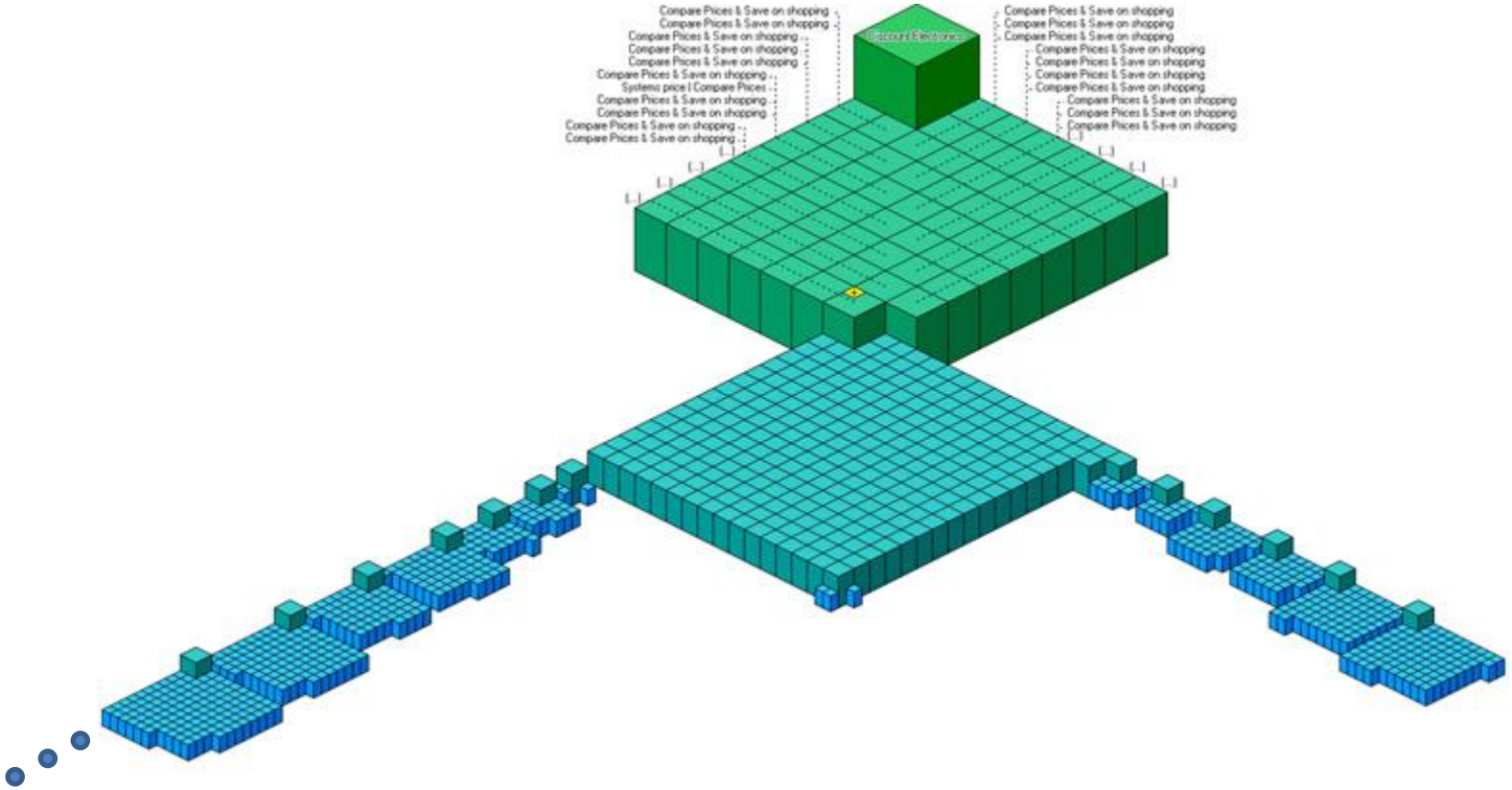
Technical Wizardry

for large-scale architecture challenges



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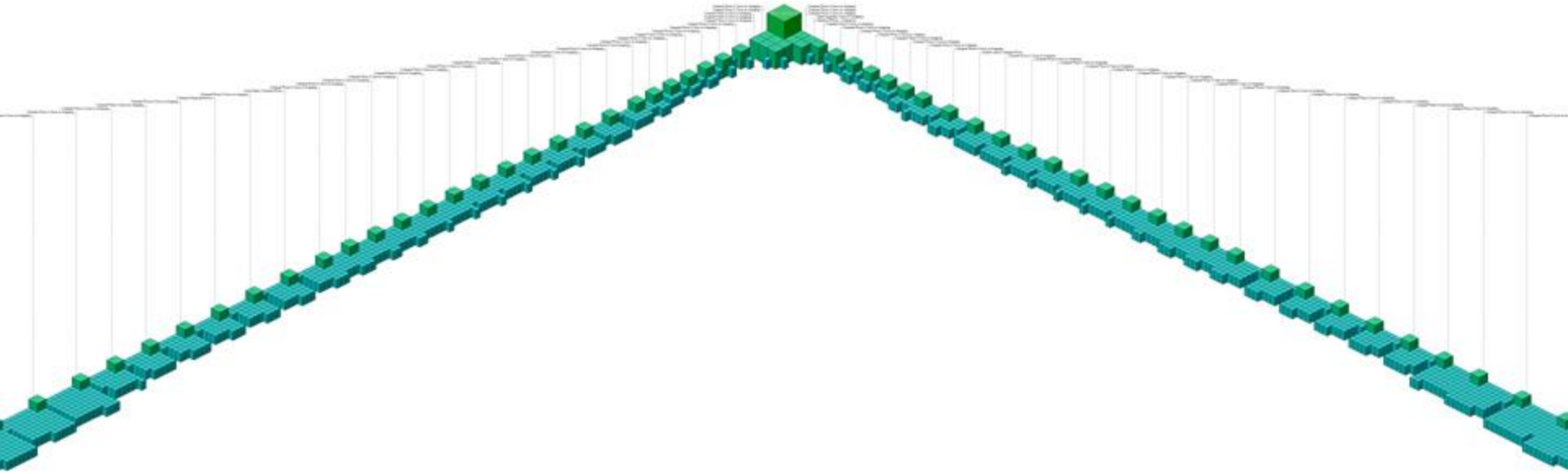
...continued...



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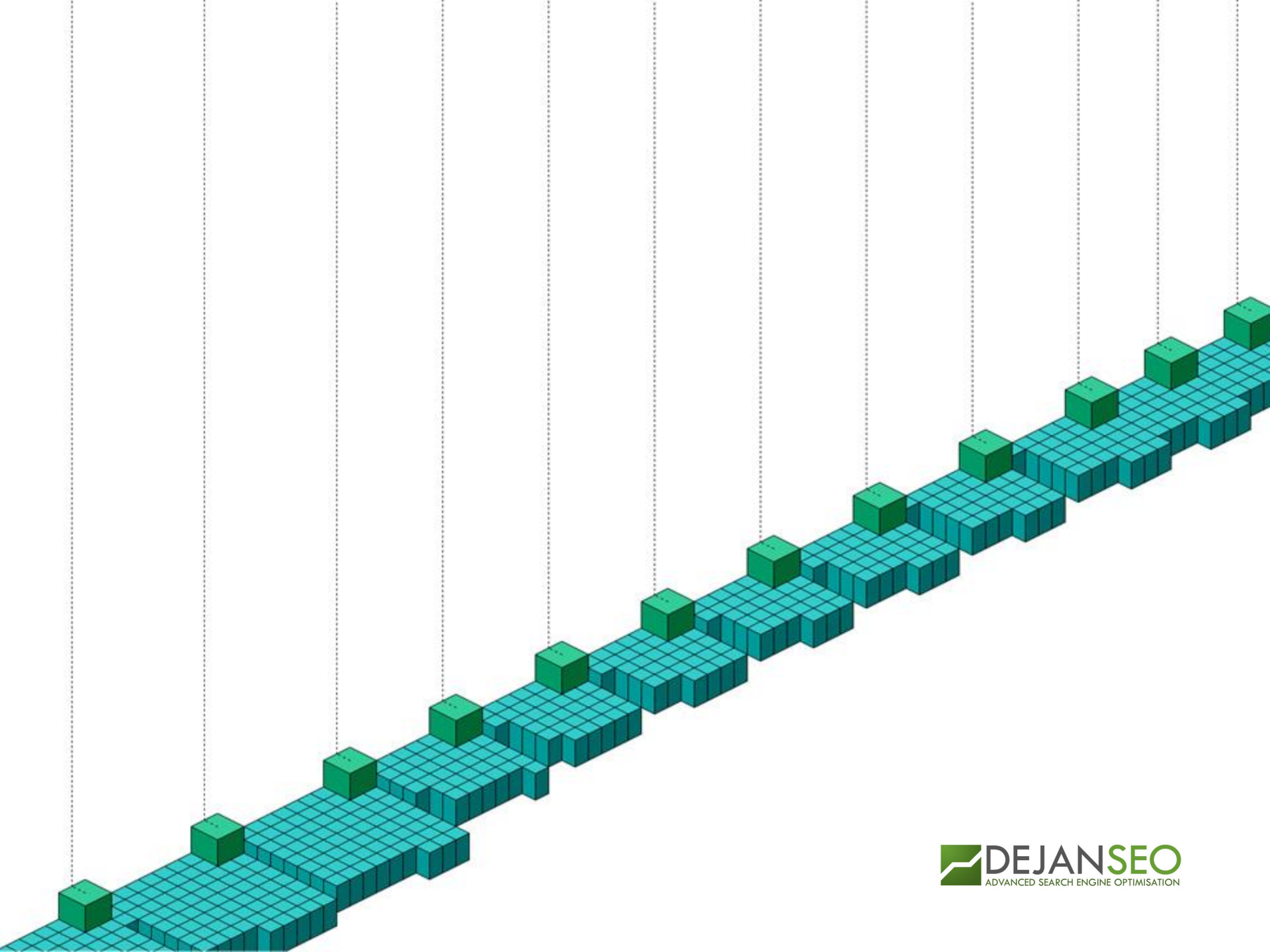

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Software Crash.

- 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

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

+ Export

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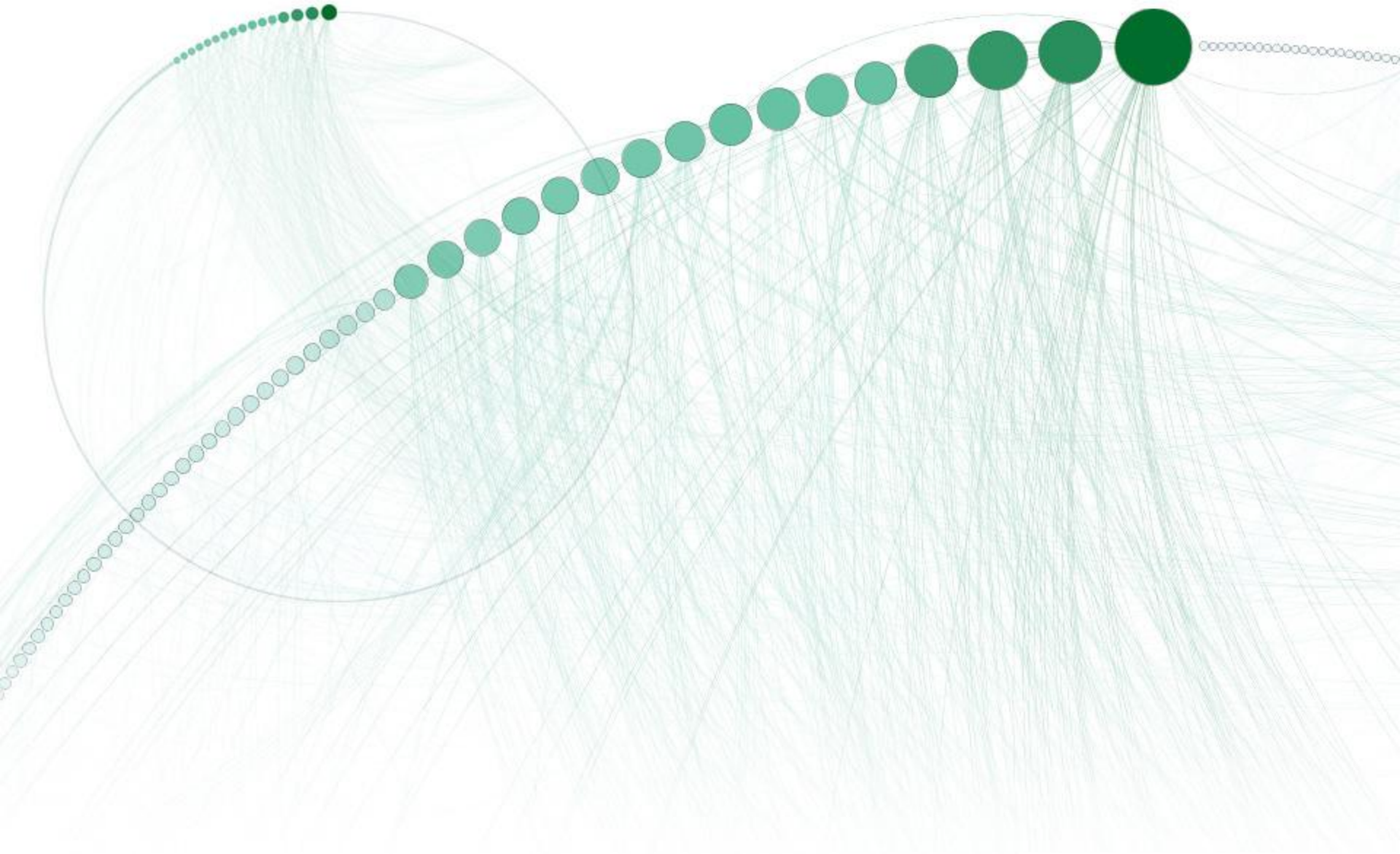

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Ten Awesome Tools

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

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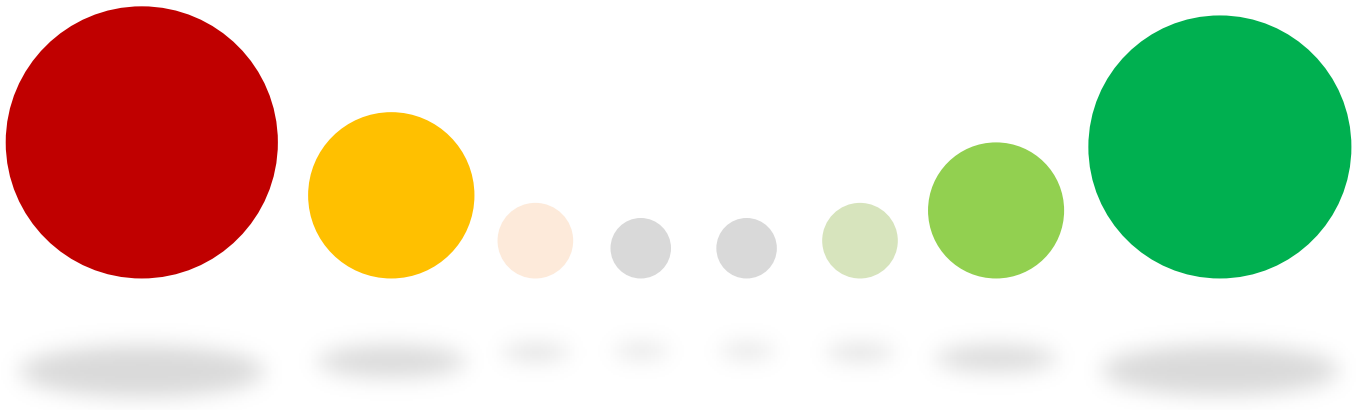
Research Stage

Backlink Profile Assessment



Negative Impact

Filtered

Positive Impact

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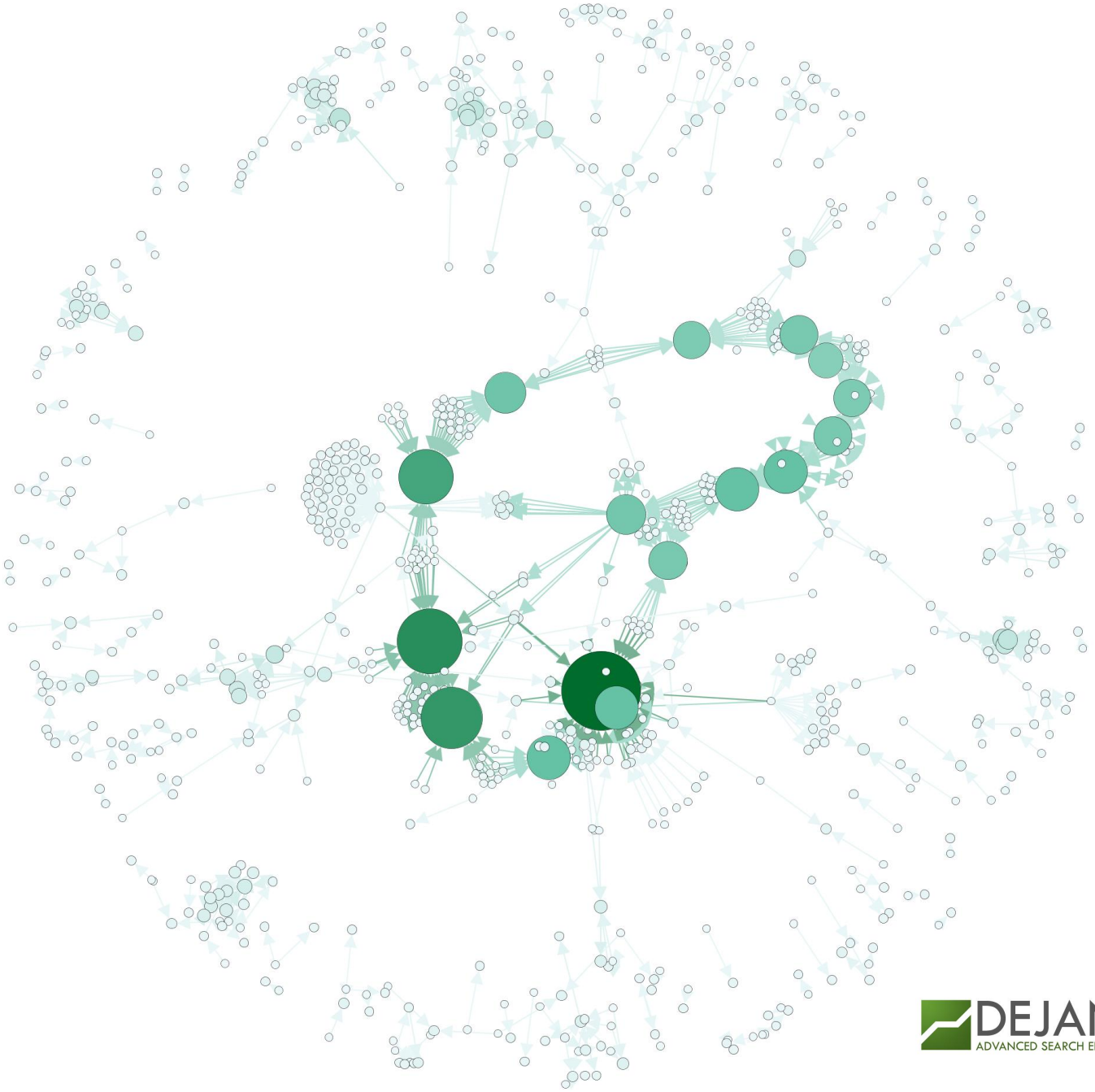

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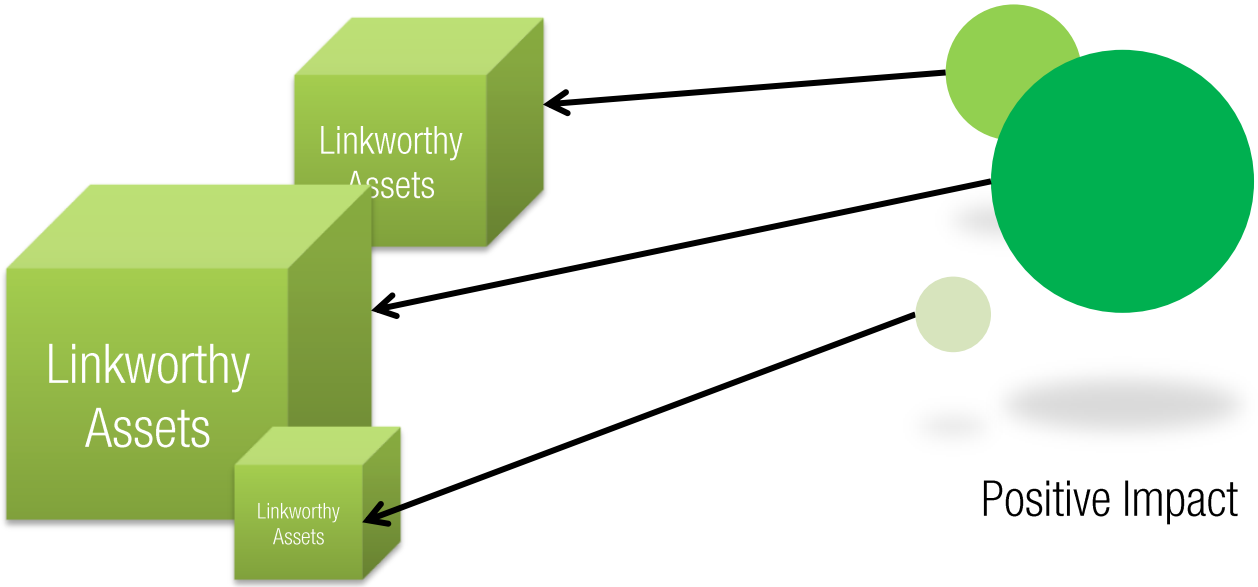
Research Stage

Define Linkworthy Assets



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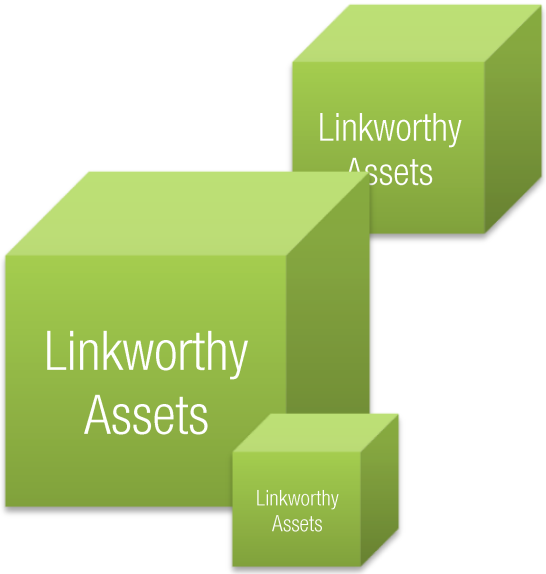
Research Stage

Multiply Linkworthy Assets



x2

Or maybe 3

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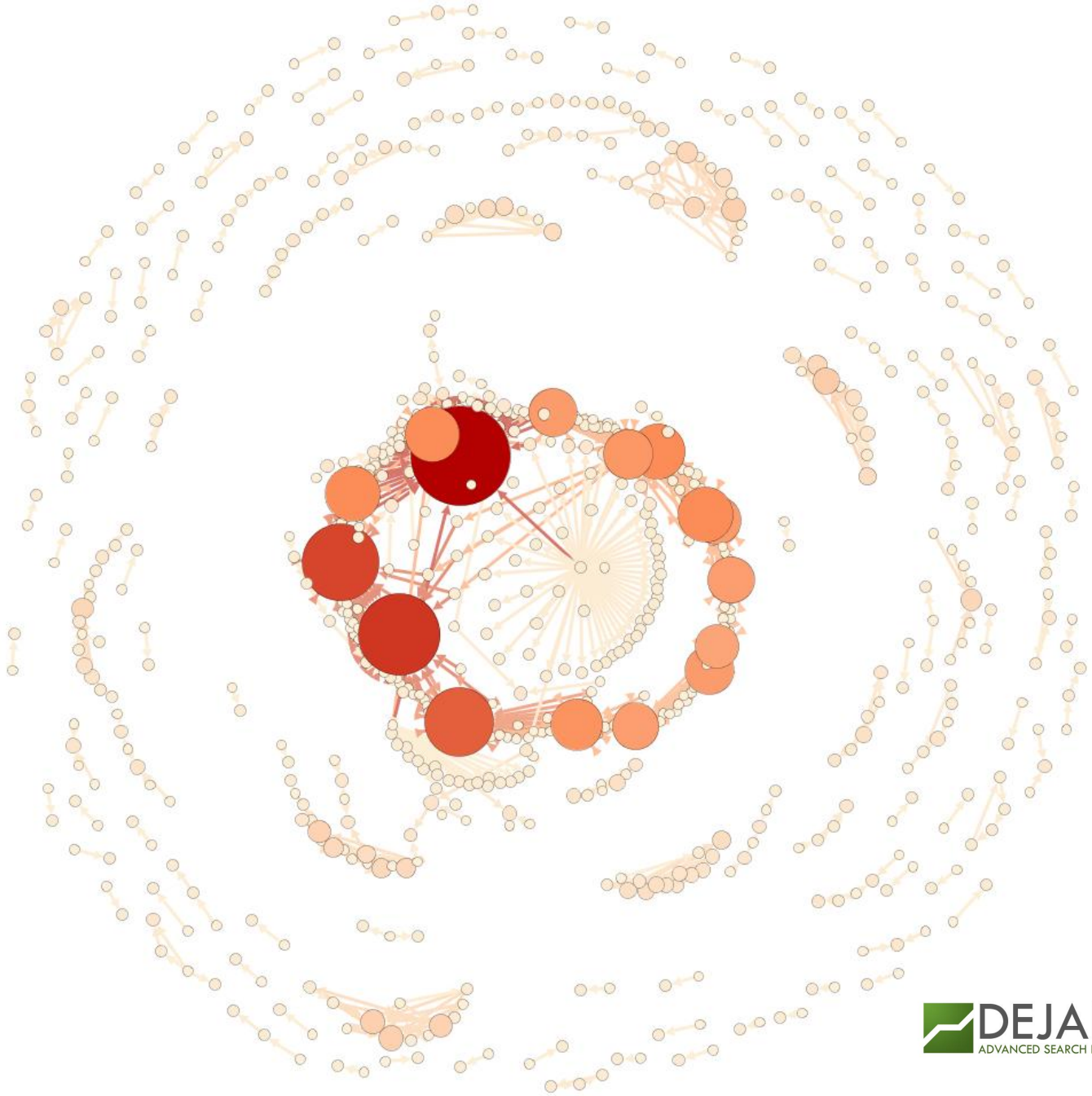

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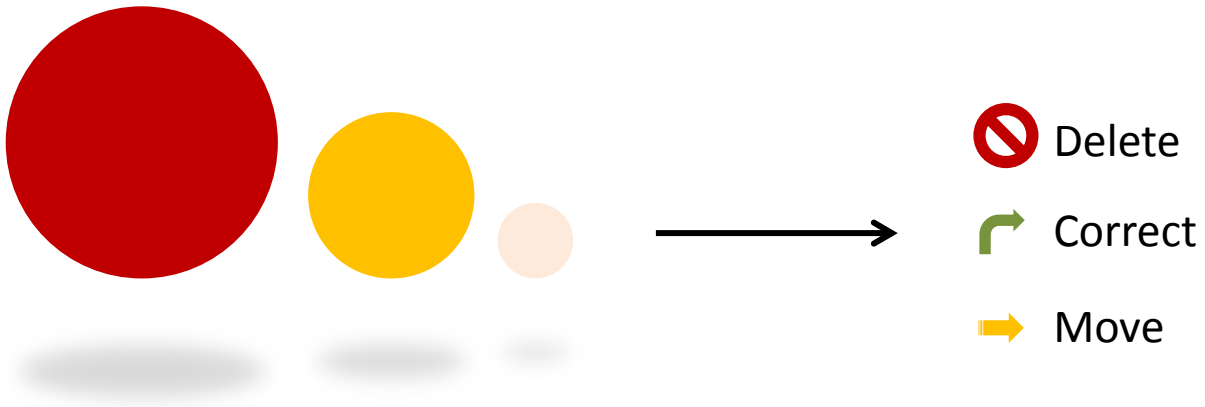
Research Stage

Defining Top Liabilities



Negative Impact

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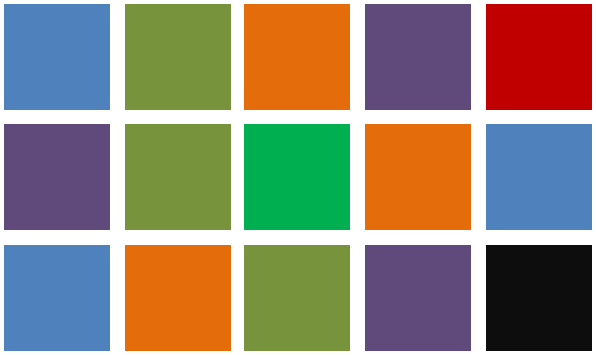
Competitive Link Analysis

Total Backlinks (15)
Shared (8)



Competitor Backlinks

Unique Backlinks (7)

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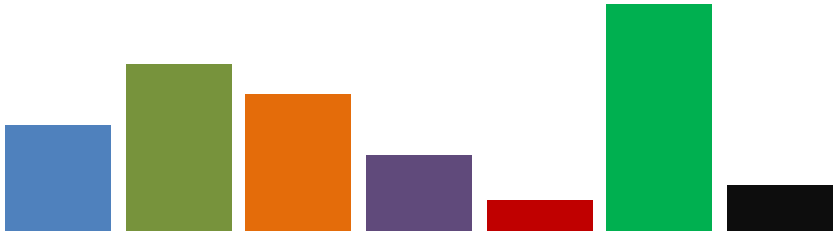
Research Stage

Qualitative Link Analysis

Unique Backlinks (7)

mR/mT/ACRank/PR



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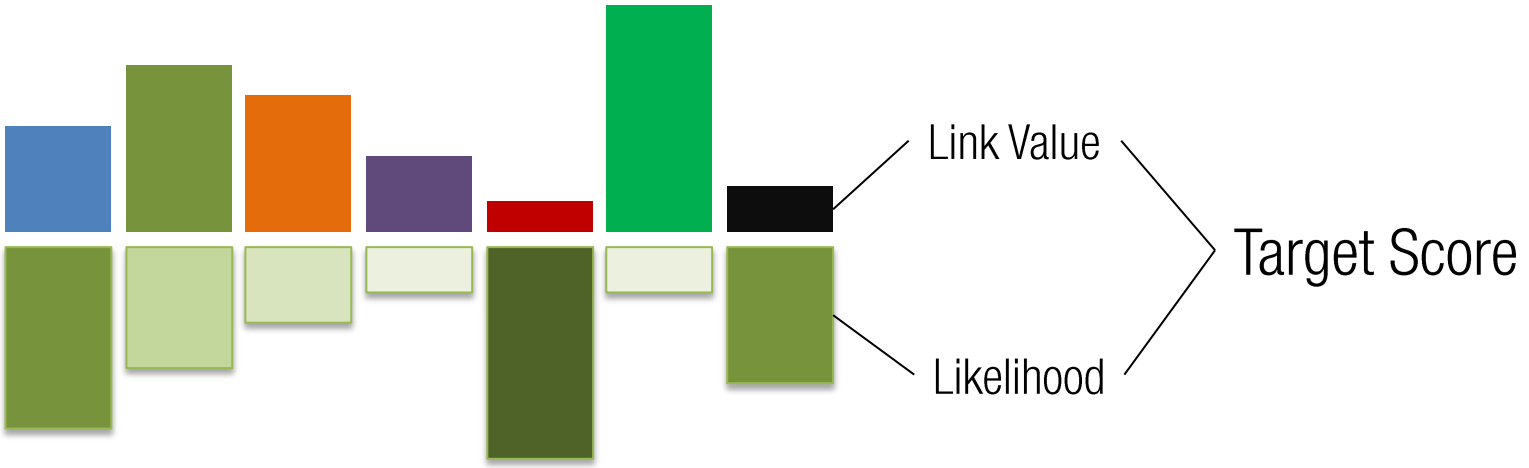
Research Stage

Competitive Analysis: Likelihood Assessment



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Ten Awesome Tools

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

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Collaborative Success

SEO & The Marketing Mix

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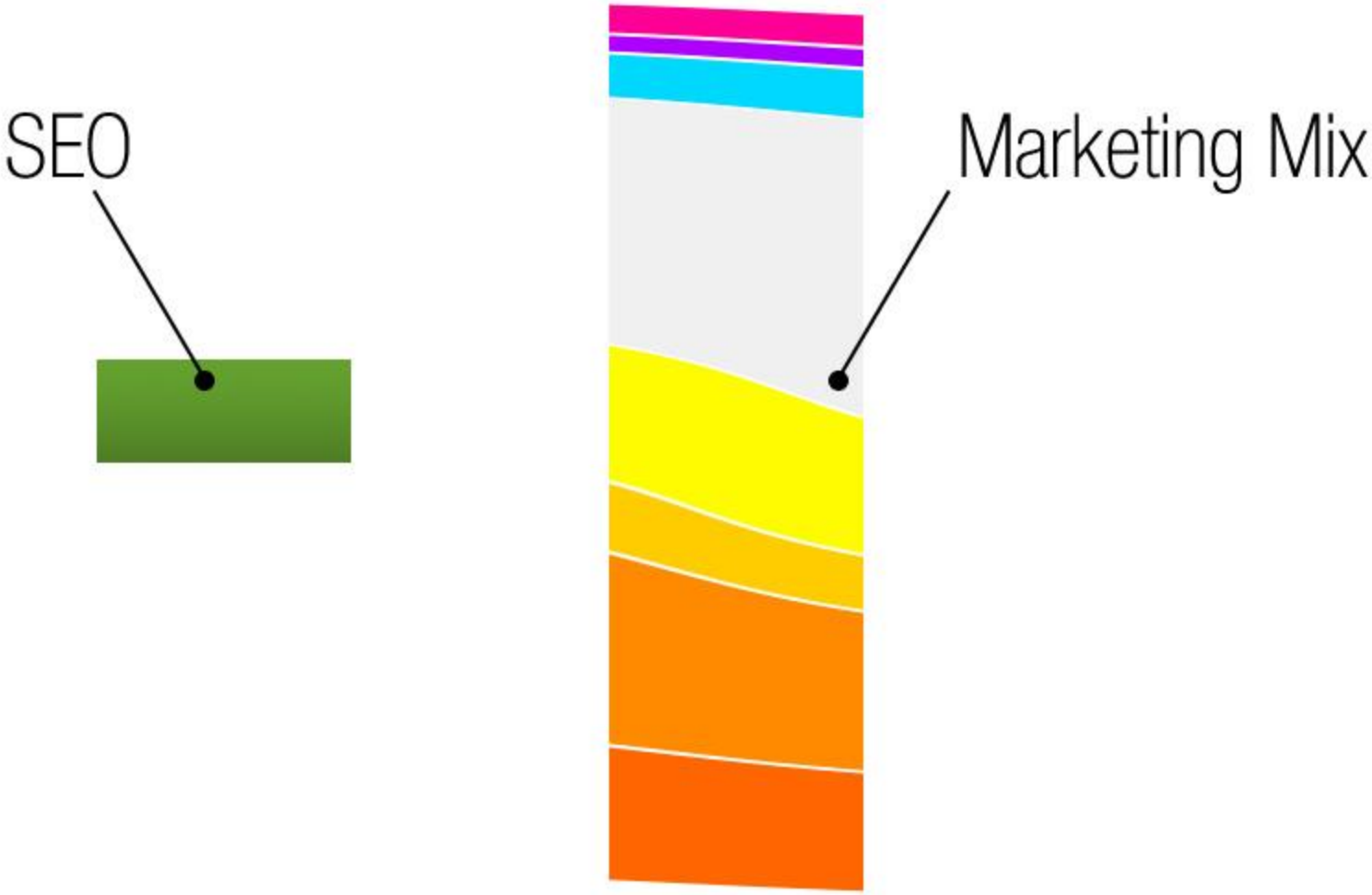

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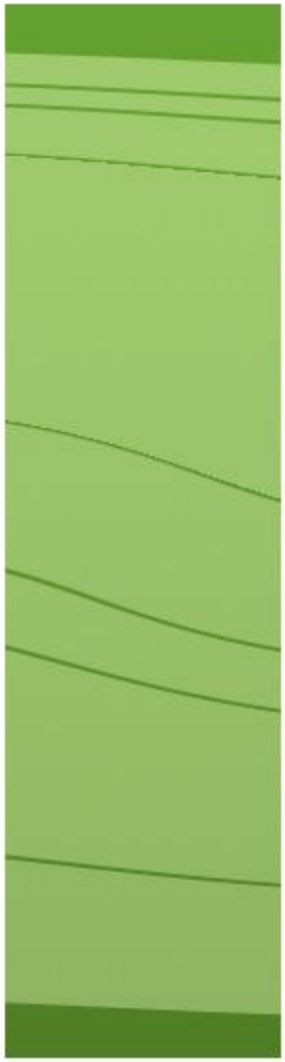

Social
PR
Affiliate
PPC
Email
Display
Partnerships
Charity...

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Training Steps

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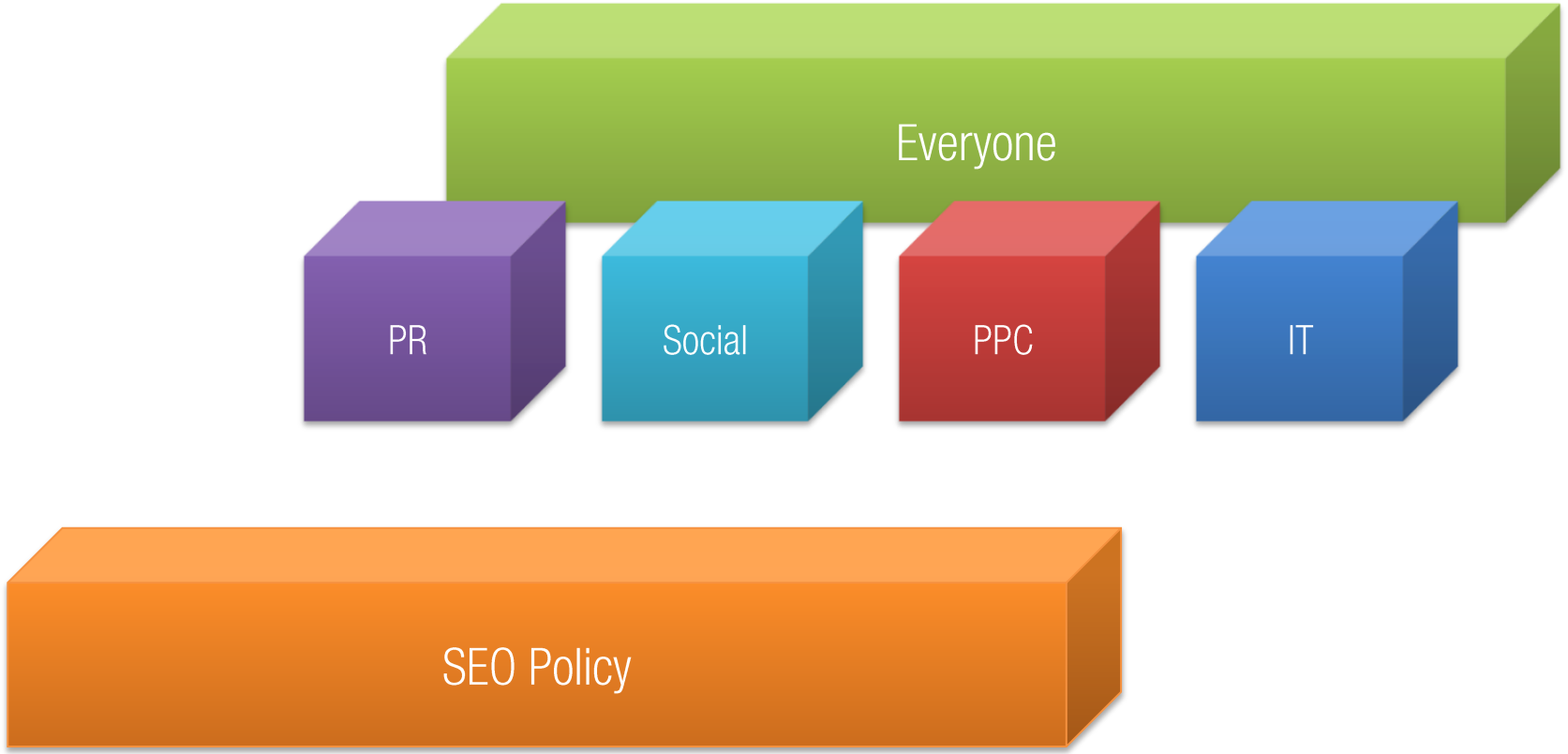
Corporate SEO Policy



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What's new and significant.

In 5 minutes.

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Enhanced Search Quality

Over-Optimisation, Networks, Panda & UX

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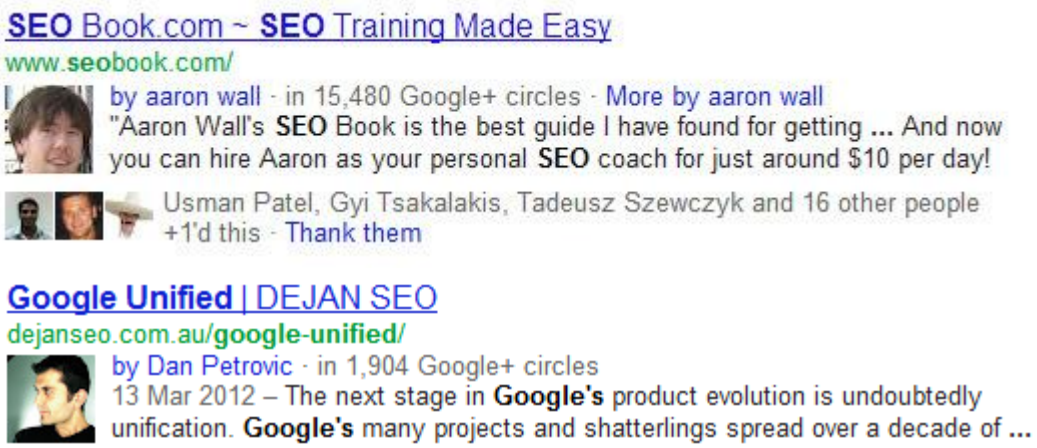
Personalisation & AuthorRank



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Do &
Do not.

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do

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.

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don't

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

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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.

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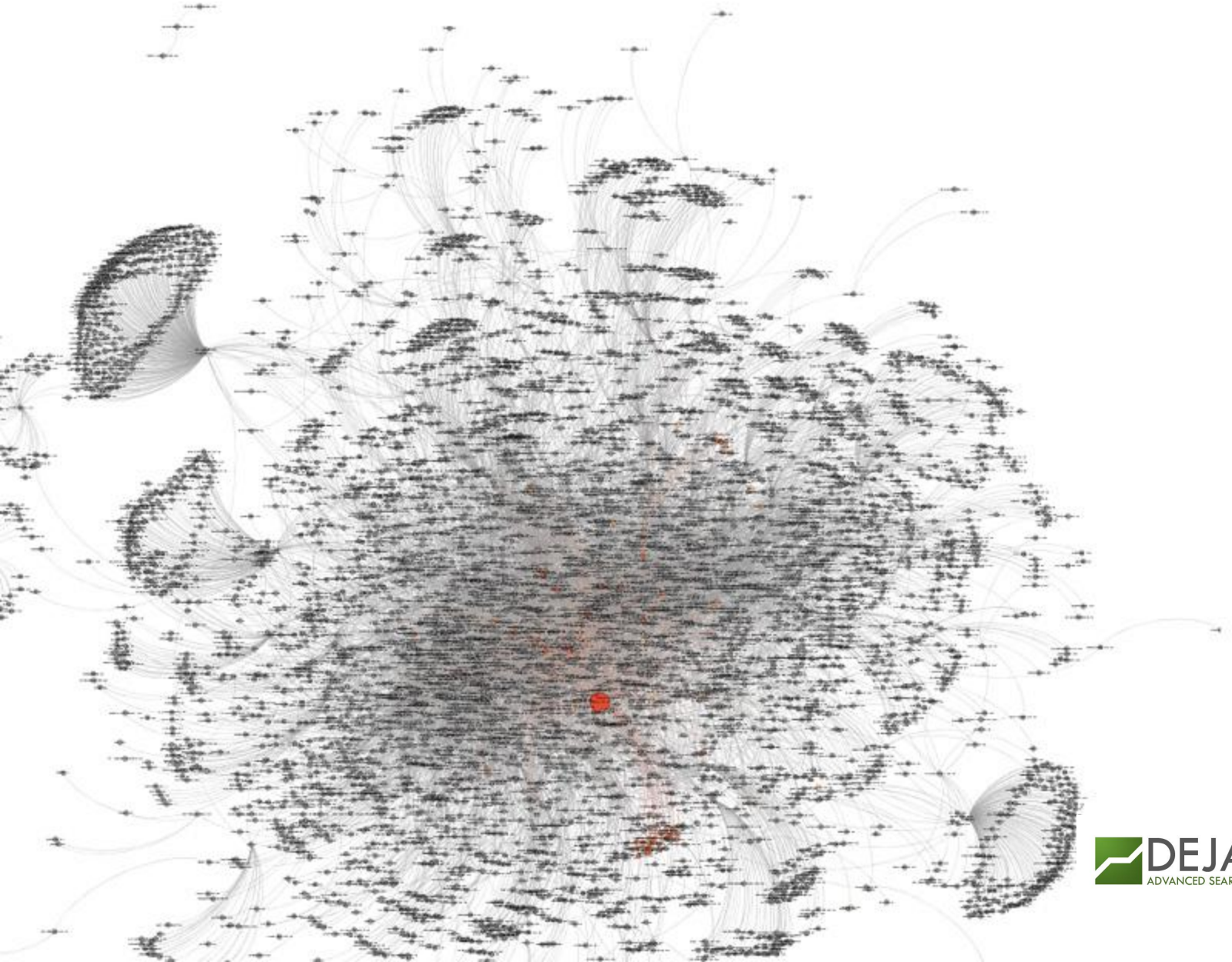
Link Graph

old



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Social Graph

recent

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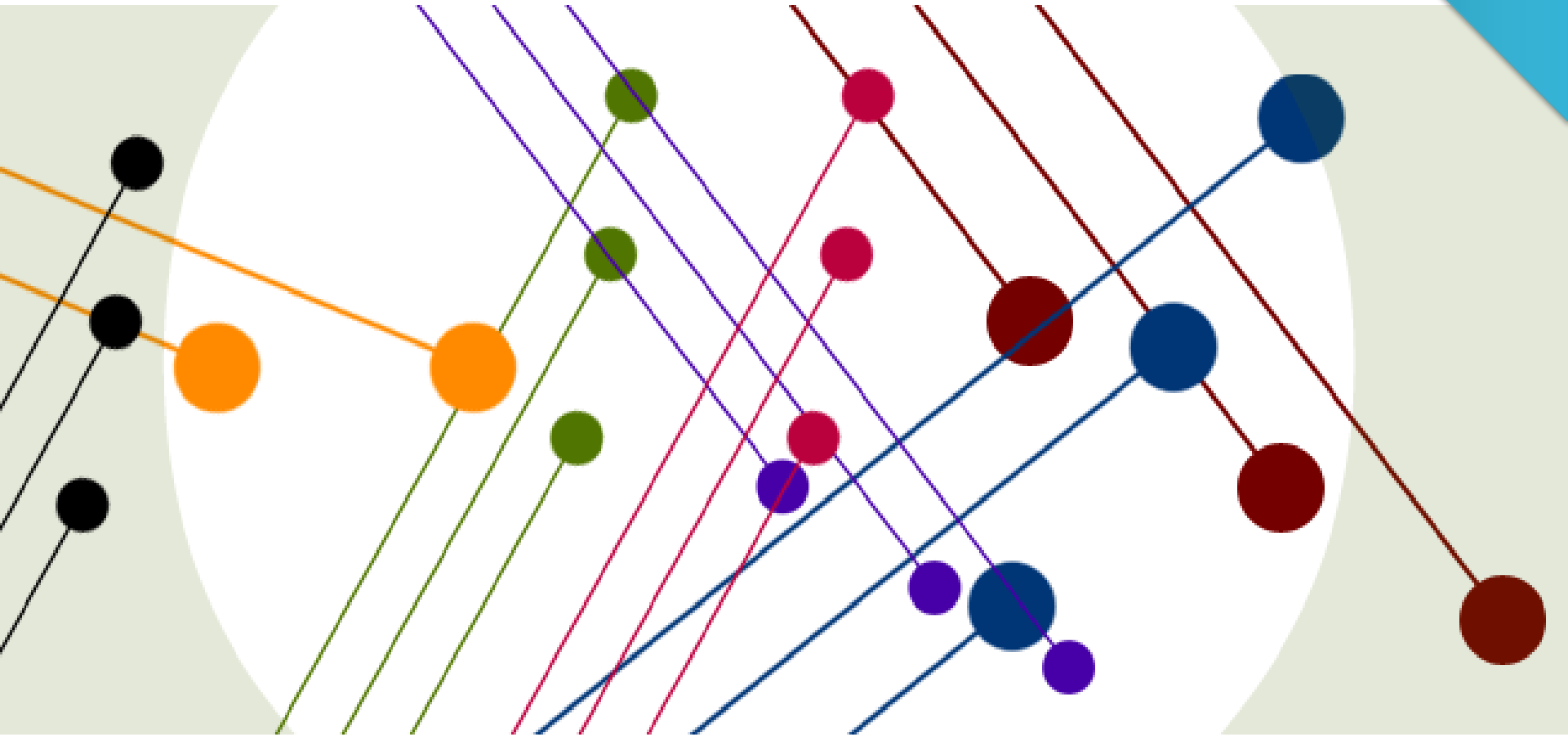
Knowledge Graph

new



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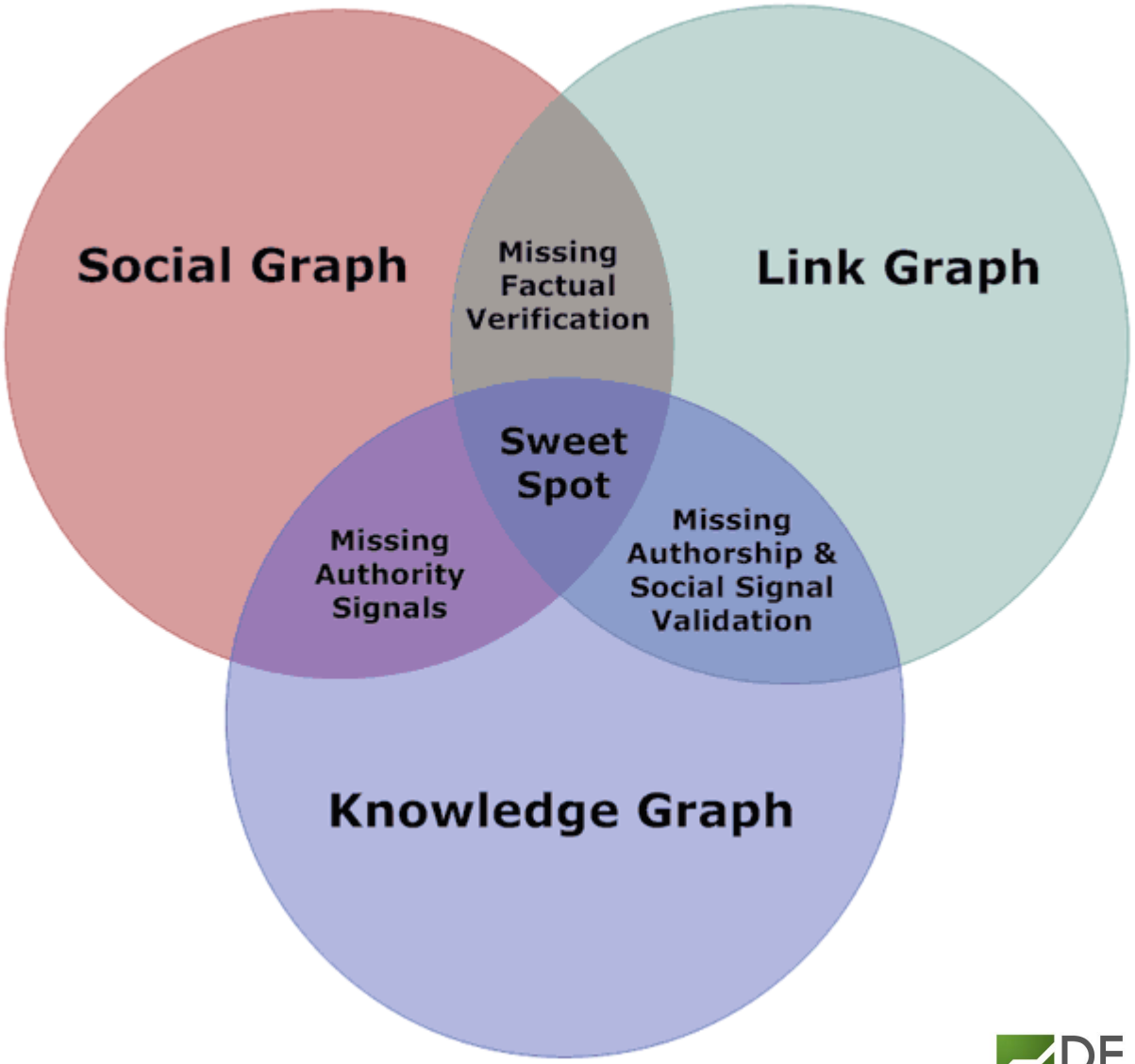

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Got 10,000 likes on Facebook
And 50,000 followers on Twitter?

That's nice. But...

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Google
YouTube

Read the full article.

Search for ‘enterprise SEO’