The 7 Deadly Sins of SEO

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Agenda

• Why SEO matters to Ecommerce
• The Panda & Penguin Updates
• The 7 Deadly Sins of SEO
• Takeaways
• Q&A
Why SEO Matters

• Ecommerce is more competitive than ever
• Organic traffic is targeted and valuable
• Stores who rank are viewed as legitimate
• 60% of consumers use search engines to research products prior to purchase*
• SEO results compound over time

*Source: EConsultancy
The Panda & Penguin Updates

• Low “quality” pages
  – Over-optimized content, low-quality content & duplicate content
  – Poor user experience / weak engagement metrics
    • High bounce rate
    • Low click through
    • Little time spent on site
    • Low social media
  – Cloaking & deceptive redirect tactics

• Low “quality” links
  – Excessive paid linking, link exchanges & off-site spam
  – Over-optimized anchor text
Panda & Penguin Also…

• Devalued:
  – Exact match URLs
  – Keyword frequency / keyword stuffing

• Increased the impact of:
  – Search personalization
  – Localization / local results
  – Social media metrics
  – User generated content
Recent SEO Developments

http://www.seomoz.org/google-algorithm-change
SLOTH
Sloth

• Relying on software to “optimize” your website
• “Borrowing” content
• Not improving upon thin content
• Not updating content with reasonable frequency
• Not sharing content via social media and syndication channels
Fans of the Gel-Cumulus® series will love the technical updates that improve both upper comfort and the exceptionally cushioned ride, while reducing weight by a half ounce. Its surprisingly stable platform is suitable for underpronators to mild overpronators.

- Guidance Line®: Vented flex groove decreases the sorting along the line of progression for enhanced gait efficiency.
- Solyte® Midsole Material: A lighter weight midsole compound than ASICS® standard Dual and SpEVA. Also features enhanced cushioning and durability.
- PHF® (Perforated Heel Fit): 2 layers of memory foam line the collar and mold to the athlete’s heel, creating a personalized fit.
- Impact Guidance System (I.G.S.®): ASICS® design philosophy that employs linked components to enhance the foot’s natural gait from heel strike to toe-off.
The Asics Gel Cumulus 14 has it all: responsive cushioning, good looks, and a great fit. It has plenty of gel cushioning throughout for great protection during long miles, and a flexible forefoot that delivers a smooth heel-to-toe transition. A good choice for the neutral runner looking for high mileage happiness.

Model Number: T246N.7501

Important Shipping Note: U.S. sales only.

Show me how it fits!

View all colors

Weight: 11.2 oz (size 9)

Stack Height: Heel (31mm), Forefoot (22mm)

How it fits (based on width D) Width D=Medium

- Sizing: Standard running shoe length
- Heel: Medium
- Midfoot: Medium to full volume

Product Information:

Men's ASICS® GEL-CUMULUS® 14 :: Fall in love with this lighter and more nimble version of the Men's ASICS® GEL-Cumulus®.

Get all the comfort and cushion you love in the GEL-Cumulus® 14 with improved technology taking your run in an even more comfortable direction. Enjoy ideal shock absorption through every step thanks to GEL® cushioning in rear and forefoot. You'll swear these were custom made just for you when the memory foam P.H.F™ (Personal Heel Fit) collar wraps your foot and keeps your heel in place. Underpronators and mild overpronators will enjoy the surprisingly stable platform.

11.3 ounces

Category Type: NEUTRAL

Neutral (High Arch) shoes have less added stability so your feet guide themselves more naturally through each step. Now determine your body frame using this chart to get your perfect shoes.

Use this chart to determine your body frame and get your perfect shoe fit.

Features & Benefits:

- Rearfoot GEL® Cushioning System: Attenuates initial shock during impact phase and allows for a smooth transition to midstance
- Space Trussic System®: This midfoot stabilizer creates a pocket between the Trussic System® device and the midsole, allowing for controlled midsole deformation and more efficient foot function
- Forefoot GEL® Cushioning: Enhances shock attenuation during propulsion
- Solyte® Midsole Material: A lighter weight midsole compound than ASICS® standard EVA and SpEVA®, with features enhanced cushioning and durability
- P.H.F.™ (Personal Heel Fit): 2 layers of memory foam line the collar and mold to the athlete's heel, creating a personalized fit
- Guidance Line®: Vertical flex groove decouples the tooling along the line of progression for enhanced gait efficiency

Specifications:

- Predecessor Product Type: GEL-Cumulus 13
- Country of Origin: China
Sloth Repentance Tips

• Craft useful, unique, descriptive content
  – Do not borrow content from another site, ie. manufacturer product descriptions.
  – Google snippets display product descriptions. Stand out from the crowd to convert.

• Content is more than just text. It’s images, videos, infographics, spec sheets, product reviews.
Content-related SEO tactics

- Articles and guides
- Audio, music, and/or podcasts
- Blog posts
- E-newsletters
- Images — graphics, photography, etc.
- Infographics
- Polls and surveys
- Press releases
- Social media content (tweets, statuses, etc)
- Video
- White papers

Source: Seomoz
Sloth Repentance Tips

• Utilize user generated content (UGC)
  – Boosts keyword relevancy
  – Produces valuable long-tail keywords written in user syntax
  – Constantly updates page content
  – Signals high user engagement

• Regularly update content on your website
  – Write about new features, product comparisons, how-to articles, use social channels, ask customers for reviews, create videos

• Share content on social networks and via syndication channels
INVISIBILITY
Invisibility

- Letting design trump content
- No indexable HTML content
Invisibility

• Letting design trump content
• No indexable HTML content
Office Depot misses the mark on making its highly valuable user-generated content indexable!
Invisibility

- Undiversified or no inbound link profile
  - Not engaged in social media channels
  - Exact match keyword anchor text

Source: Searchenginejournal.com
Invisibility Repentance Tips

• Ensure your pages contain indexable HTML content
• Know your anchor text distribution
• Build a diverse and descriptive inbound link profile
Obsessiveness

- It is unhealthy to obsess over...
  - Optimization in general
  - A single SEO tactic
  - “Rankings” or PageRank
  - A single keyword
  - A competitor
Obsessiveness

Don’t obsess over a single piece of the pie!

- Link Profile: 26%
- Traffic Query Data: 12%
- Social: 7%
- Other: 7%
- Technical Optimization & Other Keyword Agnostic Factors: 6%
- Keyword Usage: 7%
- Link Profile: 42%
Over-Optimization
We Get it – They’re Dogs Products
Only SEO Strategy = Keyword-Rich URL

- For years, this worked!
  - Dominated SERP results
  - Made them a lot of $ and led to aggressive company expansion (more keyword rich URLs!)
What comes up for Kitchen Utensils Now?

Google search results for "kitchen utensils".
Obsessiveness Repentance Tips

• Acknowledge that algorithms are complex!
• Craft a multifaceted online marketing strategy
• Take it easy with your keywords and exploit semantic indexing
• Be outcome-focused not activity-focused
• Regularly measure results so that you understand what is working and adjust your campaign
GREED
Greed

- Excessive paid advertising
- Disproportionate # of paid links
- Trying to be Walmart
- Diluting your product focus
- Creating duplicate sites
Paid Advertising Everywhere
Excessive Paid Links

Google Eliminates Another Link Network, BuildMyRank.com – Just One Of Several?
Mar 26, 2012 at 9:16am ET by Barry Schwartz

The battle between Google and those trying to artificially manipulate its search results is an ongoing battle. Google on March 19th took down one of those blog/link networks named BuildMyRank.com.

BuildMyRank.com confirmed Google has deindexed an “overwhelming majority” of their network as of March 19, 2012. The management of BuildMyRank.com has decided to immediately shut down their service and provide refunds to customers.

BuildMyRank.com thought that Google would allow their network since they felt they provided “better quality service,” which was a “bit different from other networks.” But as they admitted on their blog, “this was not the case.”

On one hand, I am surprised so many people still participate in quick and easy tactics like
So You Think You Are Walmart?
Diluting Your Product Focus
2 is better than 1, right?
Greed Repentance Tips

• Take is easy with the advertising
• Avoid / limit paid links
• Don’t take a hatchet to your links
• Don’t create duplicate stores
• Don’t dilute your site relevancy with random products
IGNORANCE
Ignorance

- Trusting fly-by-night “SEO Experts”
- Implementing outdated SEO tactics
  - Meta keyword optimization
  - Keyword density
  - Search engine submission
  - Link exchange
  - Exact match domain name
  - Non-varied anchor text, etc.
- Doing the wrong type of work
  - Writing content for content’s sake
- Improper use of redirects
302 or 301?

Most Common Errors & Warnings
From crawl on July 21, 2012 04:11

- Temporary Redirect
- Duplicate Page Title
- Duplicate Page Content
- Overly-Dynamic URL
- Title Element Too Long (> 70 Characters)
- 4XX (Client Error)
- Title Missing or Empty
- Missing Meta Description Tag
Ignorance Repentance Tips

• Stay up-to-date on SEO developments
• Do your homework when hiring an SEO firm
  – Make a checklist of questions to ask
  – Show them the door if they guarantee top position, talk about outdated tactics, don’t touch your site, report on just rankings, charge by the link, etc.
  – If it’s too good to be true, run!
• If you’re doing your own SEO,
  – Stick to best practices
  – Ask an expert, if you don’t know how
Denial

- Unwillingness to invest in SEO
- Trying it out
- Not listening to your audience
Denial

- Denial of reality
  - New business?
  - No data?
- Denying what the data says
  - Unbranded SEO traffic
  - Inbound links
  - Rankings
Denial Repentance Tips

• Set realistic SEO goals and measure performance

• Use Google Analytics, it’s free!
  - SEO Queries report
  - SEO Landing pages report
  - Custom reports - Page Efficiency
    http://www.kaushik.net/avinash/best-downloadable-custom-web-analytics-reports/
Denial Repentance Tips

- Use Google Webmaster tools. That’s free too!
  - Fix crawl errors and 404 pages
  - Analyze search queries
  - Analyze inbound links and anchor text
  - Fix duplicate content issues
IMPATIENCE
Impatience

• SEO is an ever-changing, experimental science
  – Time is an algorithm variable
  – A stop & start approach is not effective
  – There are only ten 1st page positions
  – You are competing with large established brands who have been involved with SEO for years

• You eat an elephant one bite at a time!
Organic Search Traffic

% of visits: 47.55%

Explorer

Site Usage  Goal Set  Ecommerce

Visits  Transactions

July 2011  October 2011  January 2012  April 2012

Confidential and Proprietary Information
Impatience Repentance

• Remember that SEO is an investment in your company’s future
• Start with niche keyword terms
• Become data driven NOT reactionary
7 Deadly Sins
You Must Repent!

- Sloth
- Invisibility
- Obsessiveness
- Greed
- Ignorance
- Denial
- Impatience
Specials

• We have 5 slots open for a quick SEO analysis! Submit your site at Services@Volusion.com

• Get 10% off 3 months of SEO services. Call 800.646.3517 x105

• Check out our infographic SEO for Ecommerce: How to train for the SEO games on our blog.