## SEARCH ENGINE MARKETING TECHNIQUES THAT CAN BE JANETTE TORAL HTTP://DIGITALFILIPINO.COM APPLIED TO ONE: S'ONLIME PRESENCE



# UNDERSTANDING THE UNDERSTANDING TALFILIPINO COM SEARCH TORAL JAMET TE TORAL





http://searchenginewatch.com/article/2220372/How-Google-Rakes-In-Over-100-Million-in-Search-Advertising-Daily-Infographic

# HOW DOES SEARCH WORK?

- http://www.google.com/ insidesearch/howsearchworks/ thestory/
- http:// www.searchenginejournal.com/ infographic-googles-200-rankingfactors/64316/

## Make great and VSICORS will come

## Delight your CUSTOMERS and

MAGIC will happen

## SATISFACTION is an actual RANKING FACTOR

## How Google MEASURES and PREDICTS Satisfaction?



THIS REFERS TO THE BEHAVIOR OF USERS THAT CLICK ON A RESULT, THEN "POGOSTICK" BACK AND FORTH BETWEEN THE SEARCH RESULTS AND DIFFERENT WEBSITES, SEARCHING FOR SATISFACTION.

## Search



## Panaa GIVES GOOGLE the ability to predict user SATISFACTION

## What can WEDO?

CREATE HIGHLY SATISFYING EXPERIENCES SO THAT USERS DON'T RETURN TO SEARCH RESULTS TO PICK ANOTHER URL.

## **BUILD SITES THAT MEET**

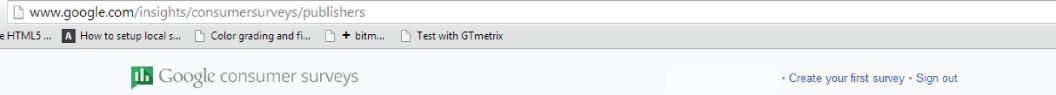


EXPECTATION OF HIGH QUALITY.



## TIPS TO IMPROVE VISITOR SATISFACTION

## GOOGLE'S FREE WEBSITE SATISFACTION SURVEYS



For Market Research

For Website Owners

## Measure site satisfaction in real time, for free.

Website satisfaction, automatically analyzed through a simple but powerful interface.

Add feedback surveys to your site

See an example



### Hear from your customers

A free satisfaction survey is placed directly on your website so you can get feedback right when it's top of mind.

### Set up in minutes

To use our simple satisfaction survey, just copy and paste the code snippet into the page where you want to survey your users.

### Free to use, affordable to customize

We provide a monthly satisfaction tracker for free, and you can customize questions for just 1¢ per response.

## CUSTONIER SATISFACTION CUSTONIER SATISFACTION CUSTONIER SATISFACTION

 Get feedback directly based from the questions you get from your online help. This reflects what is lacking on your site.

## REMOVING BARRIERS

STRACTION

 If you have pop-ups or must-view pages before users can get to the information they need, it affects your "user satisfaction."







Login | Register | Login with Google





TRY IT FREE for 30 Days

START TEST

HOME

TEST HISTORY

FORUMS

DOCUMENTATION

ABOUT

+1



## Test a website's performance

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. <u> </u>							
Enter a Website URL							
Test Location		Dulles, VA USA (IE 6-10,Chrome,Firefox)				<b>&gt;</b>	Select from Map
Browser		IE 9				¥	
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Advanced Settings   1 run, Cable connection, results are public							
Train, dable connection, results are passion							

Run a free website speed test from multiple locations around the globe using real browsers (IE and Chrome) and at real consumer connection speeds. You can run simple tests or perform advanced testing including multi-step transactions, video capture, content blocking and much more. Your results will provide rich diagnostic information including resource loading waterfall charts, Page Speed optimization checks and suggestions for improvements.

O

## WEBPAGETEST.ORG

## MONITOR WOUR SITE

- If you have a lot of content, explore improved SQL and cloud support.
- Watch out for "bad neighborhood effect" – your site slows down as a "bad neighbor" consumes more resource.

## EMPATHY

## CREATE A SATION

- Have live help desk to answer questions.
- Improve site look and feel to see if it increases conversion.
- Surprise users with great offers.

## LINKING OUT

MFORMAIL

 Provide links to other sources that can provide additional information.

STOP THINKING ABOUT **OPTIMIZING YOUR PAGE** AND THINK ABOUT **OPTIMIZING THE** SEARCH EXPERIENCE INSTEAD.

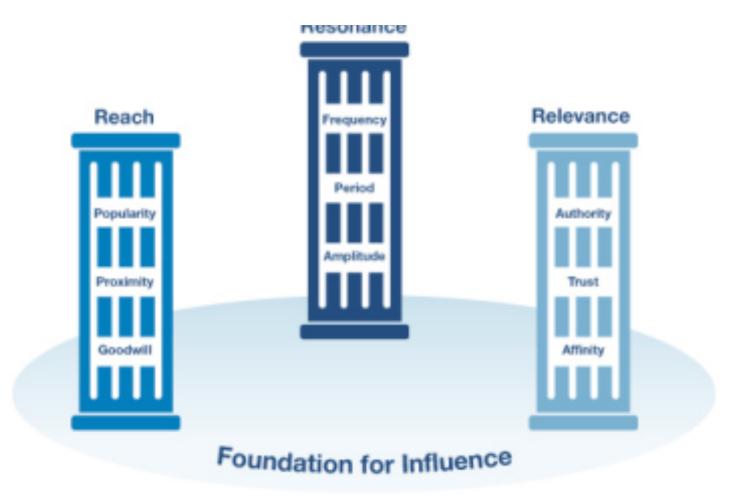
AJ Kohn

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## PILLARS OF INFLUENCE



## PILLARS OF PERSUASIVE MARKETING

- Reciprocation"
- Commitment"
- Social Proofing (credibility)"
- Likeable content"
- Authority"
- Scarcity"

## **KLOUT's Influence Matrix** with notes

SHARING



CREATING

PARTICIPATING

## Curator

You find the most interesting info & share it widely. Filtering through massive content, you surface with the nuggets that your audience truly cares about & they appreciate your hard work.

## Broadcaster

You broadcast great content that spreads like wildfire. An essential source of info. in your industry, your audience is wide, diverse and values your content.

## Tastemaker

You know what you like & your audience likes it too! Sure you know the trends, but you aren't one to simply follow-the-crowd. You walk your own path & have earned your networks respect.

## Celebrity

You are the height of influence -for better or worse. People hang on every word & share your content like no other. You are probably famous in real life & your fans can't get enough.

BROAD

FOCUSE

## *Syndicator*

You keep tabs on what/who is "HOT" & important to watch Focusing on a specific topic or targeted audience, you share the best trending info & save followers from having to keep up on their own.

## Feeder

Your audience relies on you for a steady flow of focused info. Your audience is hooked on your industry/topical updates and secretly can't live without them.

## Thought Leader

People look to you to help them understand the day's developments in your industry Sharing relevant news/opinions, you know what's important & your audience values that.

## Pundit

You don't just share news you create the news. Your opinions are wide-spread and highly trusted. You are a leader in your industry. When you speak, people listen.



### Dabbler

You may be just starting out with the social web, or you are just not that into it. If you want to grow your audience, try engaging more & share more content.

### Conversationalist

You love to connect & always have the inside scoop Good conversation is an art. When you are witty, your followers hang on every word.

### Socializer

You are the hub of the social scene & people count on you to find out what's happening. You connect people & readily share your social savvy. Followers appreciate your network and generosity

### Networker

You connect to the right people & generously share your network to help followers You know what content is important to your influential audience & have high levels of engagement.



## Observer

You don't share much, more than you let on. This could just be your style, or you are checking it out, before jumping in full force.

## Explorer

You constantly are trying out but you follow the social web new ways to interact & network. You are exploring the social web & making it work for you. Your activity & engagement shows you "get it" & will probably by moving up soon.

## Activist

You've got an idea or a cause to share with the world. You've found the perfect medium for your message & your audience count on you to actively champion your cause.

## Specialist

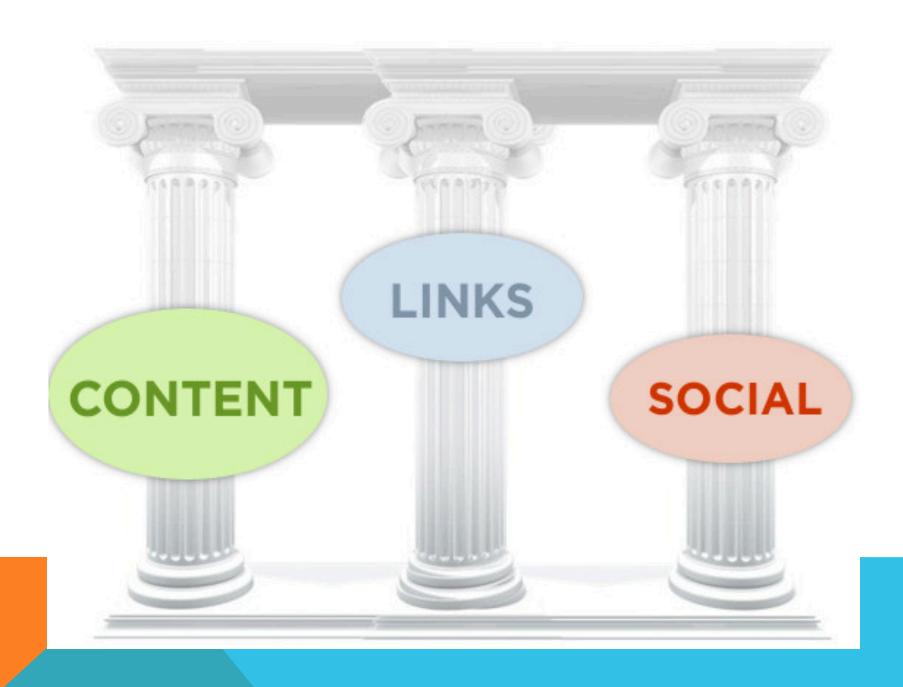
You may not be a celebrity, but in your area of expertise your opinion is 2nd to none. Your content is likely focused in a specific topic or industry. Your audience is also focused & highly engaged.

CASUAL



CONSISTENT

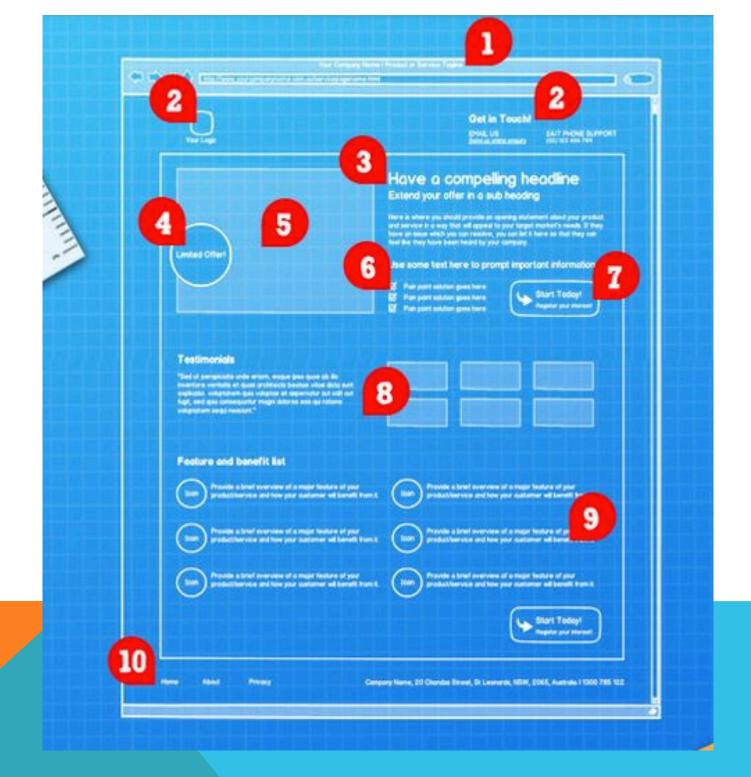
source: klout.com, hm-2.com



http://www.forbes.com/sites/jaysondemers/2013/05/23/the-3-pillars-of-seo-in-2013-content-links-and-social-media/

#### **CONTENT**

- Keyword research"
- Keyword structure"
- Content optimization"
- User experience"
- Site design"
- Regularly updated"



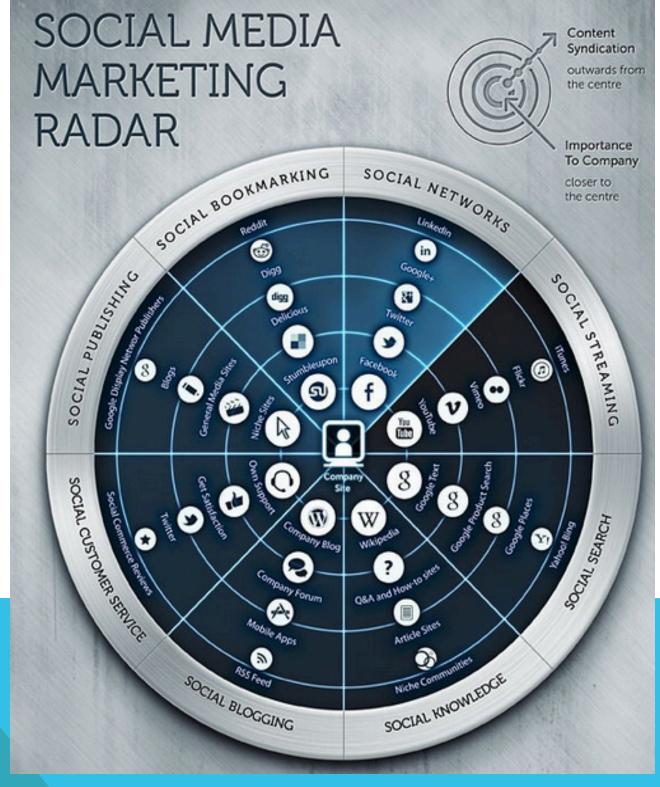
#### **INBOUND LINKS**

- Guest blogging or writing"
- Press release distribution"
- Repackaging existing content (versions)"
- Links from offline / online activities"
- Quality directory listing"

#### **SOCIAL MEDIA**

- Interact in social media channels"
- Build your brand"
- Make content easy to share"
- Which platform is most effective for you?"
- Google+"





#### SOCIAL MEDIA MAINTENANCE



## Setup

Thoroughly
Fill Out Your
Social Media
Profiles.

### SEARCH FOR LIKE-MINDED PEOPLE TO CONNECT WITH

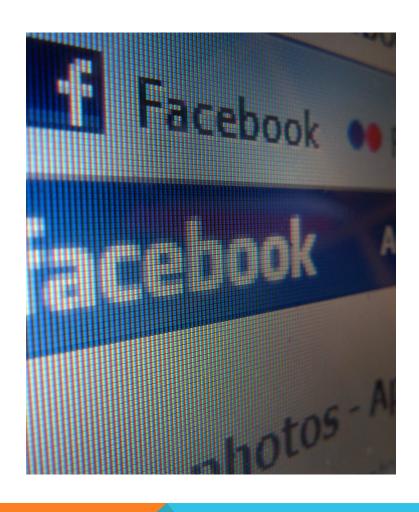


### START CONVERSING AND BUILD RELATIONSHIPS



## Strategize

# Creative Stellar Content



## Share via your Social Networking Accounts

# Curate Content from Well-Respected Blogs in your Niche

## Schedule

Choose How often you'll post to each Social Network (and when)

# SHAREMORE, THAN



# PERIODICALLY POSTA PERIODICALLY POSTA PERIODICALLY POSTA



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