

***Accelerate Your SEO: Learn Ways To Rank Higher In Search Like Today's Top 100 Multi-Channel Marketers.***

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## Today's Presenters



**Craig Macdonald**  
**CMO**  
Covario



**Ellen Burgan**  
**Website Analyst/SEO**  
**Coordinator**  
Drs. Foster and Smith



**Jordan Glogau**  
**Search and Business**  
**Development**  
1-800-FLOWERS



**Stephan Spencer**  
**VP of SEO Strategies**  
Covario

# Objectives

- Search has grown up
- What are the key concepts that SEO practitioners need to address in the next 3 years?
  - Social Media and Search
  - Comprehensive Search Management
  - Trends In Search Engines and Search Marketing
- Q&A

# Social Media

By Ellen Burgan  
Drs. Foster & Smith

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# Overview

- **Benefits of Social Networking**

- Provide industry leadership
- Develop brand awareness
- Build relationships by increasing consumer interaction
- Direct people to customer service
- Promote events
- Provide pet care education
- Gain SEO value

## Where Are Your Customers?

FaceBook

Flickr

Twitter

Youtube

LinkedIn

Blogs

Digg

StumbleUpon

Delicious

Technorati

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# Drs. Foster & Smith's Approach to Social Networking

The screenshot shows the Facebook profile for 'DOCTORS FOSTER & SMITH Pet Supplies'. The page includes a cover photo with a dog, a profile picture, and a navigation menu with 'Wall', 'Info', 'RSS/blog', 'Store', 'Discussions', and 'Photos'. The main content area features a post from 'Traci Gamble' about a 7 1/2-year-old Yorkie with bladder stones, and another post from 'Drs. Foster and Smith Pet Supplies' about a dog named Moco who was treated for Lyme Disease. There are also links to 'How to Remove a Tick from your Pet Dog or Cat' and 'Missi Weide'.

The screenshot shows the Twitter profile for 'DFS\_Ellen'. The profile includes a bio: 'Bio: Help u take good care of ur pet. Tweet for Drs. Foster and Smith-the trusted name in pet supplies. Wife, mom, friend, dog owner. Croud www.dfs-pet-blog.com'. It also shows statistics: 4,788 tweets, 5,006 followers, and 123 following. A recent tweet reads: 'Did you know dog behavioral problems could be due to boredom? Here are tips to help: http://buduri.com/BoredBehav'. Other tweets include a retweet from @LiveAquaria and a thank you from @BradleyGauthier.

The screenshot shows the 'pet blog' website. The header features the site name 'pet blog' with the tagline 'Sharing our passion for pets'. Navigation links include 'HOME', 'ABOUT US', 'AUTHOR BIOS', and 'SUBSCRIBE TO OUR RSS FEED'. The main content area has a search bar, categories (Birds, Cats, Dogs, etc.), and a featured article titled 'Welcome to Drs. Foster and Smith Pet Blog!' by Drs. Foster and Smith. Below this is another article 'Lyme Disease Strikes Again!' by Melissa R. on May 15, 2010. A video player is visible on the right side of the page.

The screenshot shows the YouTube channel for 'Drs. Foster & Smith Pet Supplies'. The channel page includes a video player for 'How to Vaccinate Your Dog at Home | DrsFosterSmith.com'. Below the video are links for 'Info', 'Comments', 'Favorite', 'Share', 'Playlists', and 'Flag'. A sidebar on the right lists several videos with their titles and view counts, such as 'Feed So Young - Cute Pet Photos from Drs.' and 'Call Me Irresponsible: Cutest Pet Photos'.

-Article Syndication  
 -Bookmarking  
 -Email

# Encouraging Mentions

- TOP FAVORITES
- SALE CENTER
- NEW PRODUCTS
- ONLINE ONLY
- CLEARANCE PRODUCTS
- GIFT CERTIFICATES
- Beds & Throws
- Bolster Beds
- Classic Dog Beds
- Orthopedic Dog Beds
- Nesting Beds
- Mats & Pads
- Travel Beds
- Heated Beds
- Furniture Throws & Pillows
- Bed Replacement Parts
- PRODUCT CATEGORIES

- Agility
- Aids for Arthritic Dogs
- Bark Control
- Beds & Throws
- Behavior Control
- Breeders
- Cages, Crates & Kennels
- Calming Aids
- Carriers
- Cleanup
- Clothing for Pets
- Collars & Harnesses
- Cooling Products
- Dental Care
- Digestive Aids
- Doors
- Ear Care
- Eco-Friendly
- Eye Care
- Feeders & Waterers
- Fence Systems



LARGER VIEW    EMAIL PAGE

- Chair Throw, 9N-9236  
\$29.99
- Loveseat Throw, 9N-9237  
\$39.99
- Extended Loveseat Throw, 9N-8072  
\$69.99
- Sofa Throw, 9N-9238  
\$49.99
- Extended Sofa Throw, 9N-8073  
\$79.99

Enter Quantity:

**ADD TO CART**

LIVE HELP



Bookmark & Share

- Email
- Favorites
- Print
- Delicious
- Digg
- Google
- MySpace
- Live
- Facebook
- StumbleUpon
- Twitter
- More... (264)

Get AddThis for Firefox    AddThis

TESTIMONIALS    ARTICLES

...le seats

...le and function

...g throw

...niture and car interior when

... Comfortable and cozy,

... keep your pet warm while

... ar and tear. Luxurious

...uddle up with your pet.

... DOCTORS FOSTER and SMITH EXCLUSIVE

...ase specify color.

SHARE    CLICK HERE FOR FULL/PRINTABLE VIEW

http://www.addthis.com/bookmark... Bookmark and Share

## Challenges of Social Media

- **Agency vs In-House**
  - Employee Time
  - “Face” of the Company
- **Learning Curve**
  - Culture of Each Network
- **No Immediate Return-On-Investment**
  - Generally No Sales-Driven Promotions
- **How to Measure Success**

## Contact Me:

Ellen.Burgan@drsfostersmith.com



@DFS\_Ellen

Blog: [www.DFS-Pet-Blog.com](http://www.DFS-Pet-Blog.com)

Website: [www.DrsFosterSmith.com](http://www.DrsFosterSmith.com)

# SEO vs. SEM – Cannibalization

Table Manners In the Age of Channel Conflict

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## SEO vs. SEM – Working Together – Economic Necessity

- CPC costs are rising and there are STILL clueless amateurs bidding
  - The newbies really tend to show up during peak season
  - Experienced Competition is focused on driving up conversion so they CAN bid higher for competitive terms
- Management is looking at margin by Channel
  - SEO isn't free but tends very effective
  - SEO tends to be the best source of new visitors
  - SEO tends to not be as discount driven as compared to affiliates
- The Old War Cries
  - What the SEOs say about Paid:  
*Turn off Paid and We'll Really Show Management Our Stuff*
  - What SEMs say about SEO  
*SEO is Unreliable and Hard to Measure*

## SEO vs. SEM – The Yahoo Blackout

- Real World Experience – Organic Got Turned Off
  - Yahoo announces the end of Paid Inclusion January 2010
  - 18F tests website for proper Slurp handshake
  - Yahoo shuts off Paid Inclusion on January 6, 2010
  - 1800Flowers disappears Completely from Yahoo Organic SERP
  - Problem with Slurp, showed up in live production, resolve within 6 hours
  - Recovery in ranks starts within 4 days
- Results for Paid during Blackout:
  - Branded terms almost make up 100 YOY
  - Non-branded off by 25 percent YOY
  - Our brand and non-branded merge, don't expect the same for most sites
  - A fairly pricey “experiment”

## SEO vs. SEM – Cannibalization

- If You are In first position for Non-Branded both Organic and Paid look for 70 percent lift over Organic Alone BUT a 30 percent cost should be added to Paid costs
- Go for 4<sup>th</sup> position (bid for position) for Paid, less traffic lower cost, non-branded
- You should be in first position for Branded
  - Make sure to get site links working in Paid
  - Ask for terms on your brand terms!
- Get Legal Agreements in Place for you Trademarks with Competition
  - Can't depend on Google, of course
- Assign Branded Terms to Trusted Affiliates
  - Have agreement for usage, for example, below the fold
- Most Important – Go After the Long Tail
  - Despite all the talk your competition hasn't figured it out.
  - Look at your own long tail and you'll explore the opportunity.
  - If a large percentage of unique queries AREN'T turning into sales you're not riding the long tail

# Accelerate Your SEO

Major Challenges, Major Opportunities

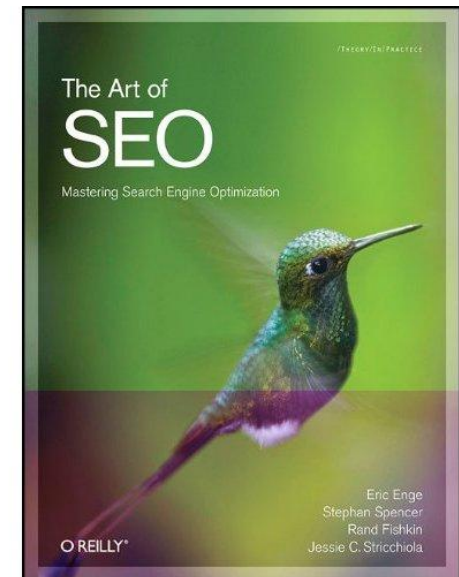
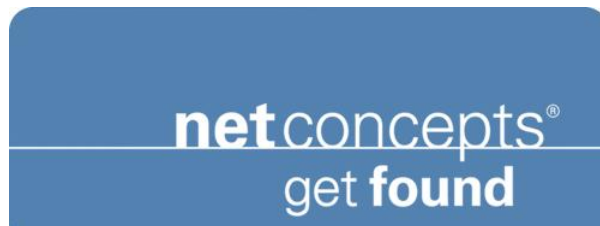
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## First Off... Who Am I?

- VP of SEO Strategies at Covario
- Founded Netconcepts LLC in Madison, Wisconsin in 1995.
- Lived in New Zealand for 8 yrs, returned to US in 2007.
- Founded Netconcepts Ltd in Auckland in 1999.
- Inventor of GravityStream, a pay-for-performance SEO technology, now re-branded as Covario's Organic Search Optimizer
- An author of *The Art of SEO*, published by O'Reilly. My co-authors are Rand Fishkin, Eric Enge & Jessie Stricchiola.
- Netconcepts acquired by Covario – January 2010



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## Step 1: Dispense of the Mythology

- SEO myths, misconceptions and assumptions are costing your business *serious* cash
- Half of my SEO is working; I just don't know which half !
- Myths are created inadvertently, unintentionally
  - Easy to confuse correlation with causation
- Some myths are perpetuated by snake oil salesmen
  - e.g. If some SEO consultant starts talking about how they'll help you rank by optimizing your meta tags, turn and run!
- Bottom line: SEO is an *experimental* science

# SEO Mythology

- Personalization means nobody's #1 anymore
- Meta tags will boost your rankings
- Country sites are “duplicate content”
- JavaScripted links will keep the spiders away
- Googlebot doesn't read CSS
- Update your home page daily
- Linking out (such as to Google.com) helps rankings
- SEO is a one-time activity
- Using Flash will tank your SEO
- SEO is free
- Google penalizes for duplicate content
- .edu links get extra weight
- etc.

1191  
tweets

retweet

<http://tinyurl.com/y5dlm3e>  
<http://tinyurl.com/344usgr>

## Step 2: Think Outside the Box (On-page)

- Spend your PageRank strategically
  - alternative linking structures like tag clouds, related products
- Keyword to URL mappings, not the other way around
- Clean, short, keyword-rich URL structure
  - Short URLs get clicked on twice as frequently as long URLs in the SERPs (Source: MarketingSherpa)
- Flash SEO best practices
  - SWFObject, SWFAddress, XML, etc. (more at [www.adobe.com/go/seo](http://www.adobe.com/go/seo))
- UGC (e.g. product reviews, forum posts, blog posts, tweets) augments the catalog pages & helps the pages respond to additional keyword themes
- Add a blog to your site, fully tricked out for SEO
- Optimize your Google snippets <http://tinyurl.com/ycx8mp7>
- Score your site's SEO on an ongoing basis <http://tinyurl.com/yfrjurd>

## Step 3: Think Outside the Box (Off-page)

- Link baiting
  - Blogs: Digg bait articles like <http://www.shoepaparazzi.com/9-of-the-most-expensive-shoes-ever-sold/> and contests like OvernightPrints.com's "Design Shoemoney's Business Card & Win Free Business Cards for Life" <http://www.shoemoney.com/2009/05/29/design-my-new-business-card-win-free-business-cards-for-life/>
  - Microsites: Willitblend.com, Mentosintern.com
  - Widgets: SeenOn.com Desperate Housewives, Grey's Anatomy (buy the actors' outfits)
  - Twitter: Develop a fan base like @zappos or @garyvee
    - Don't forget to use a branded URL shortener, encourage re-tweets
  - YouTube contests: get your consumers to produce commercials or music videos. Example: Intuit's Tax Rap contest
  - Facebook Apps dare your friends

1191  
tweets

retweet

## SCHEDULE

JUNE

11

MONDAY

Give Me Work

Current  
Rating

4.45

RATE  
ME



9:20:12 AM, Aug 15 2007



SCHEDULE

GIVE ME WORK

RATE ME

ABOUT TREVOR

SEND TO A FRIEND

# Will It Blend?

PRESENTED BY BLENDTEC

## Order Your totalblender

Click here to order the Total Blender, the same blender used in the "Will It Blend?" videos!



Will It Blend? Home



Don't Try This @ Home



Try This @ Home



Friends of Will It Blend



Will It Blend Store



Suggest Stuff To Blend



Tell A Friend



Subscribe



Blendtec Home Blenders



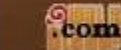
Blendtec Commercial Blenders



Will It Blog?

## Don't Try This At Home

Below you will find a collection of videos that are **NOT** safe to try at home. Click any of the videos to see what the Total Blender can do in our test lab, as we ask the question, Will It Blend?



menu



**Chuck Norris**

We've really been struggling to find something that could challenge the Total Blender's blending capabilities. What could we blend that's stronger than anything we've ever blended? Then it hit us like a roundhouse kick to the face...Chuck Norris!



Rate It!

1734 Ratings

Share This Video

Video Search:



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Videos

Channels

Community

Videos



Search

[advanced](#)

Upload



Results Announced April 14, 2007 Contest is Over



**\$25,000 Grand Prize Winner**  
**"It's just a breeze G" by**  
**[cpulfer](#)**

03:14

Added: April 12, 2007

From: [TurboTax](#)

Views: 340123

**\$25K Grand Prize Winner**

[View All Entries](#)

TurboTax \$25,000 The Tax Rap Grand Prize Winning Video: "It's just a breeze G" by cpulfer



**\$25K Grand Prize Winner**



**\$5K First Place Winner**



**\$1K Second Place Winner**



**A Viewer's Choice Award**



**directCPV**  
WWW.DIRECTCPV.COM  
USE CODE JMB25A FOR \$25 BONUS

Get **\$25** in **FREE** Traffic!

## Congratulats Chiwun Smith!! Overnight Prints Business Card Challenge Winner!

Posted on: July 25th, 2009 by Jeremy Schoemaker

 Like  Be the first of your friends to like this.

Congratualtions to Chiwun Smith (no website listed) for winning the "design my business card" challenge sponsored by Overnight Prints [business cards](#).












*An Epic Publisher Challenge*  
**PARTY AT THE PLAYBOY MANSION!**

**Click Here for Details!**

AzooglesAds  azn 

### Marketplace Listings

-  **Front End Software Engineer**  
Posted May 17th, 2010 in Job Listing
-  **3,000 One Way Backlinks EVERY Month**  
Posted May 16th, 2010 in Service
-  **Make Money with Your Own Cash Back Site**  
Posted May 15th, 2010 in Web Site
-  **SEO Editorial Powerlinking - GUARANTEED...**  
Posted May 13th, 2010 in Other
-  **Free Guide - 100,000 Affiliate Blogging**  
Posted May 13th, 2010 in Web Site
-  **Facebook Slaps Google HARD**  
Posted May 12th, 2010 in Other
-  **Make Over 103,829mo with Clickbank FREE...**  
Posted May 11th, 2010 in Other
-  **Buy TextLinks Wholesale Prices -...**  
Posted May 11th, 2010 in Service
-  **Complete Affiliate Marketing Guide**  
Posted May 8th, 2010 in Other

## Ready, Set, Go!

- What can you do tomorrow that will improve your site's SEO? Write down 3 things. Get 'em done!
- Did we not get to your question? Got a follow-up question? Feel free to email me.
- My contact info:
  - Stephan Spencer, VP of SEO Strategy, Covario
  - Email: [sspencer@covario.com](mailto:sspencer@covario.com)
  - Twitter: @sspencer
  - Phone: (608) 285-6600 x134