

Quantitative Analysis and Directed Graph Theory: How It Applies to Search Engine Optimization

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Super Simple SEO

Steve Ovens

(SuperFastResults: SteveO)

SuperFastCoach

covering

- ✦ Understanding Search Engines
 - “How to Think Like the Machine”
- ✦ Pareto Principle SEO
 - “The 20% of SEO You Need to Know”
- ✦ Keyword Research
 - “Beyond the Wonder Wheel”
- ✦ Strategic Profit Optimization
 - “it’s not about RANKING, it’s about making MONEY!”
- ✦ Recent developments

plus...

- ✦ how to make extra \$100K+/yr

why is a search engine?

- ✦ Google's goal:
 - ✦ deliver "best quality" results as fast and as cheaply as possible
- ✦ why?
 - ✦ retain customer trust in SE results
 - ✦ sell more advertising space
- ✦ how?

think like a search engine

- ✦ Google (and others) based on academic citation model



My paper

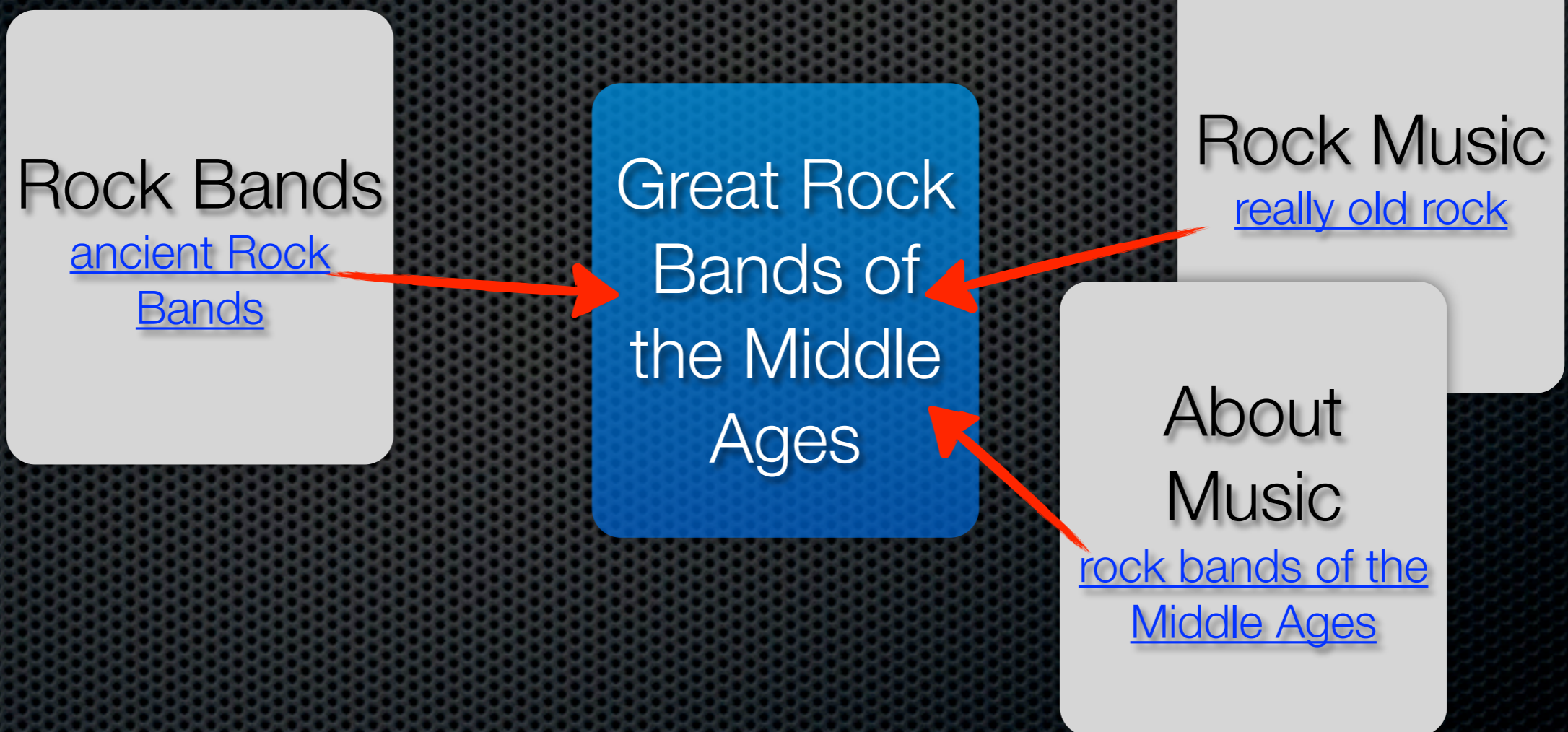
think like a search engine

- My paper (page) has a title
= `<title>Great Rock Bands of the Middle Ages</title>`

Great Rock
Bands of
the Middle
Ages

think like a search engine

- Other papers (pages) reference my paper (page)
= `ancient Rock Bands`

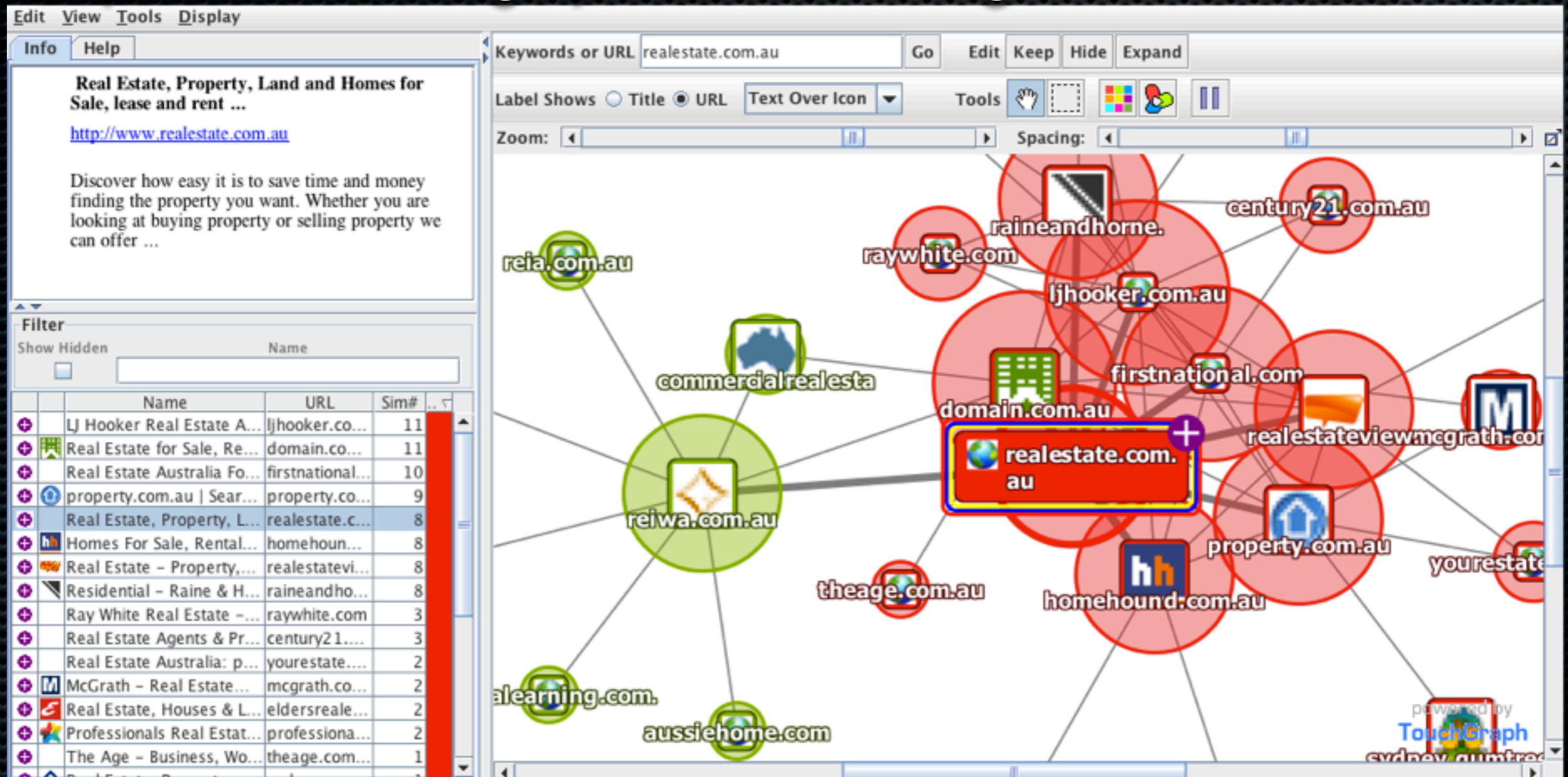


for your SEO, this means...

- ✦ more references (links) to my paper
= more TRUST and more AUTHORITY
 - TRUST = Ease of Ranking
- ✦ Google cheats a little...
 - anchor text = AUTHORITY
 - AUTHORITY = Rank for specific keyword

If only you could see it...

<http://www.touchgraph.com/TGGoogleBrowser.html>



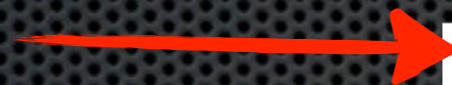
SEO made really simple

- ✦ where to put your keywords?
 - ✦ page title
 - ✦ `<title>your keyword here</title>`
 - ✦ anchor text - links to page
 - ✦ `your keyword here`
 - ✦ prefix / suffix words ok
 - ✦ url - name of your page
 - ✦ `http://yourdomain.com/your-keyword-here`

“pareto principle” SEO

- On Page

- ✦ Page Title



- ✦ Meta Description



[kitchen renovation Melbourne | kitchen renovations](#) ☆
Kitchen Renovation Melbourne: 30 years experience in kitchen renovations, laundries and
bathrooms. Melbourne's most trusted kitchen renovations company.
www.decorkitchens.com.au/ - Cached - Similar

“sell the CLICK”

“pareto principle” SEO

- links

- ✦ use keywords in link anchor text
- ✦ add prefix / suffix for variety

where to get links...

Market Samurai - Paid Version (Registered To: steve@steveovens.com)

MARKET SAMURAI v0.86.22 BETA

Keyword: kitchen renovation Track Rank

SEO Competition

Off Page On Page

Domain Age (DA) Domain Backlinks (BLD) Keyword in Title? (Title) Google Cache Age (CA)
 PageRank (PR) Page .edu/.gov Backlinks (BLEG) Keyword in URL? (URL)
 Google Index Count (IC) DMOZ Directory (DMZ) Keyword in Description? (Desc)
 Page Backlinks (BLP) Yahoo Directory (YAH) Keyword in Header Tag? (Head)

Type of Backlink: Max Backlinks:

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.decorkitchens.com.au/	11	3	45	868	1,010	0	N	N	Y	N	Y	N	5
2	http://www.completehome.com.au/	6	4	3,150	14,500	15,500	1	N	N	Y	N	N	N	4
3	http://www.harveynormanrenovations	5	5	42	7,560	7,580	1	N	N	Y	N	Y	N	5
4	http://www.impalakitchensandbathroo	-	3	138	164	309	0	N	N	N	N	N	N	6
5	http://www.smartpackkit.com.au/	8	4	174	175	330	0	Y	Y	Y	N	Y	N	7
6	http://www.smarthouse.com.au/Smart	7	3	12,100	2	24,100	0	Y	Y	N	N	N	N	1
7	http://www.kitchenrenovation.com.au/	-	0	243	0	0	0	N	N	Y	Y	N	Y	9

[Google Trends](#) | [Whois Information](#) | [Quantcast](#) | [Alexa](#)

Analyse the backlinks to the webpage using the buttons to the left, or view reports on the URL using external services using the links above.

out-link. out-rank. simple!

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SEO Competition Analysis: <http://www.decorkitchens.com.au/>

PR Analysis

Anchor Text Analysis

[Google Trends](#) | [Whois Information](#) | [Quantcast](#) | [Alexa](#)

Total	0	1	2	3	4	5	6	7	8	9	10
42	16	1	3	8	9	3	1	1	0	0	0

PageRank 7

<http://www.mozillazine.org/talkback.html?article=23871>

PageRank 6

<http://www.britannica.com/blogs/2007/06/web-20-forum-overview/>

PageRank 5

http://op-for.com/2007/04/a_chat_with_general_david_petr.html

<http://mitcho.com/blog/projects/yarpp-3-templates/>

<http://www.newscientist.com/blogs/shortsharpsscience/2009/03/capturing-scientific-sights-in.html>

PageRank 4

<http://www.kbq.com.au/>

<http://www.alleyinsider.com/2008/12/diggs-miserable-business>

<http://hinchcliffe.org/archive/2008/01/10/16613.aspx>

<http://www.wired.com/wiredscience/2009/06/boy-survives-being-struck-by-a-meteorite/>

<http://edge.technet.com/Media/Announcing-Windows-Server-2008-R2-Release-C>



Export URL Data

where to get links

- ✦ articles/PR
- ✦ blog comments
- ✦ forum posts
- ✦ rss feeds
- ✦ social bookmarks
- ✦ directories
- ✦ web 2.0
- ✦ other...

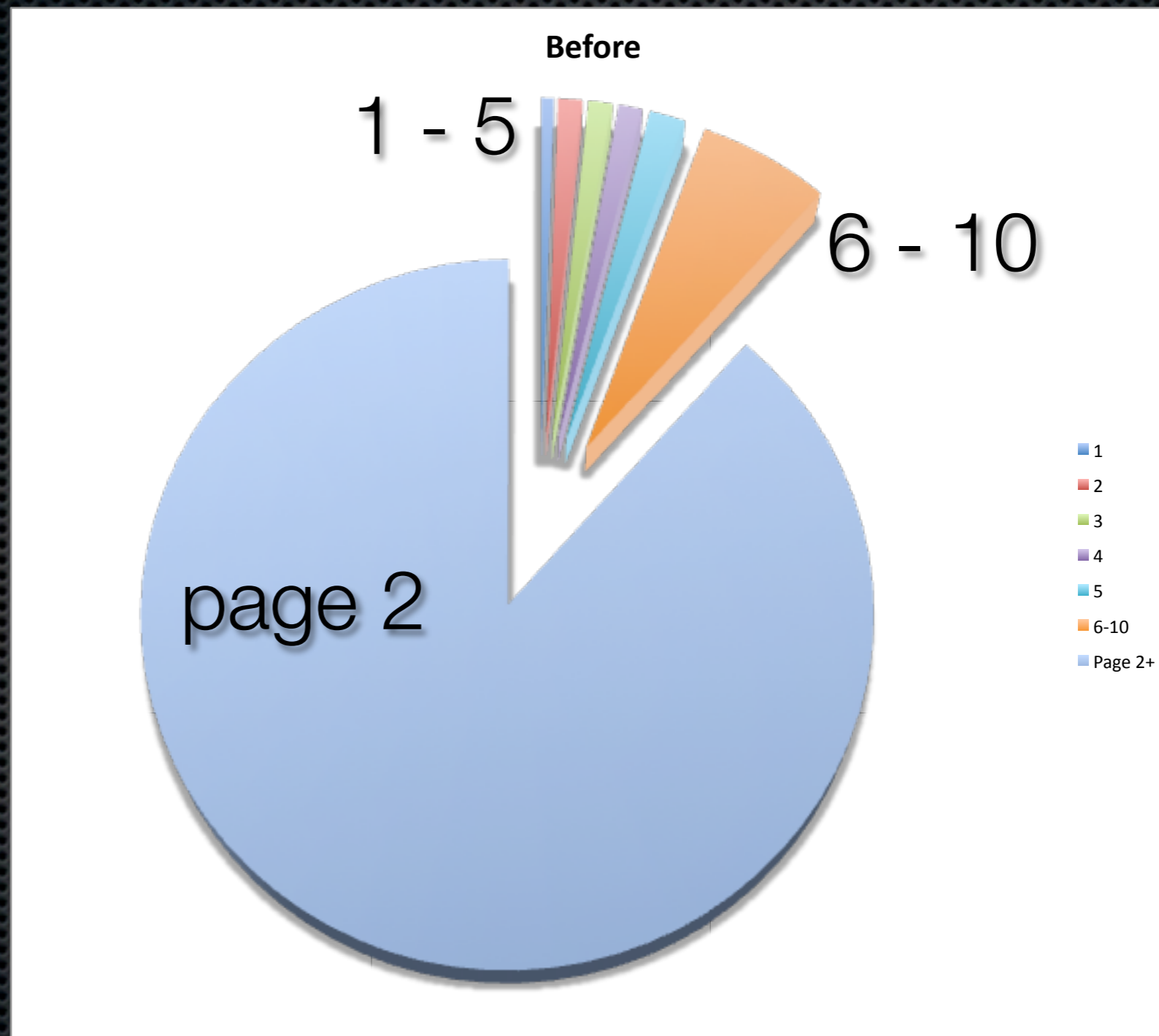
OR



results?



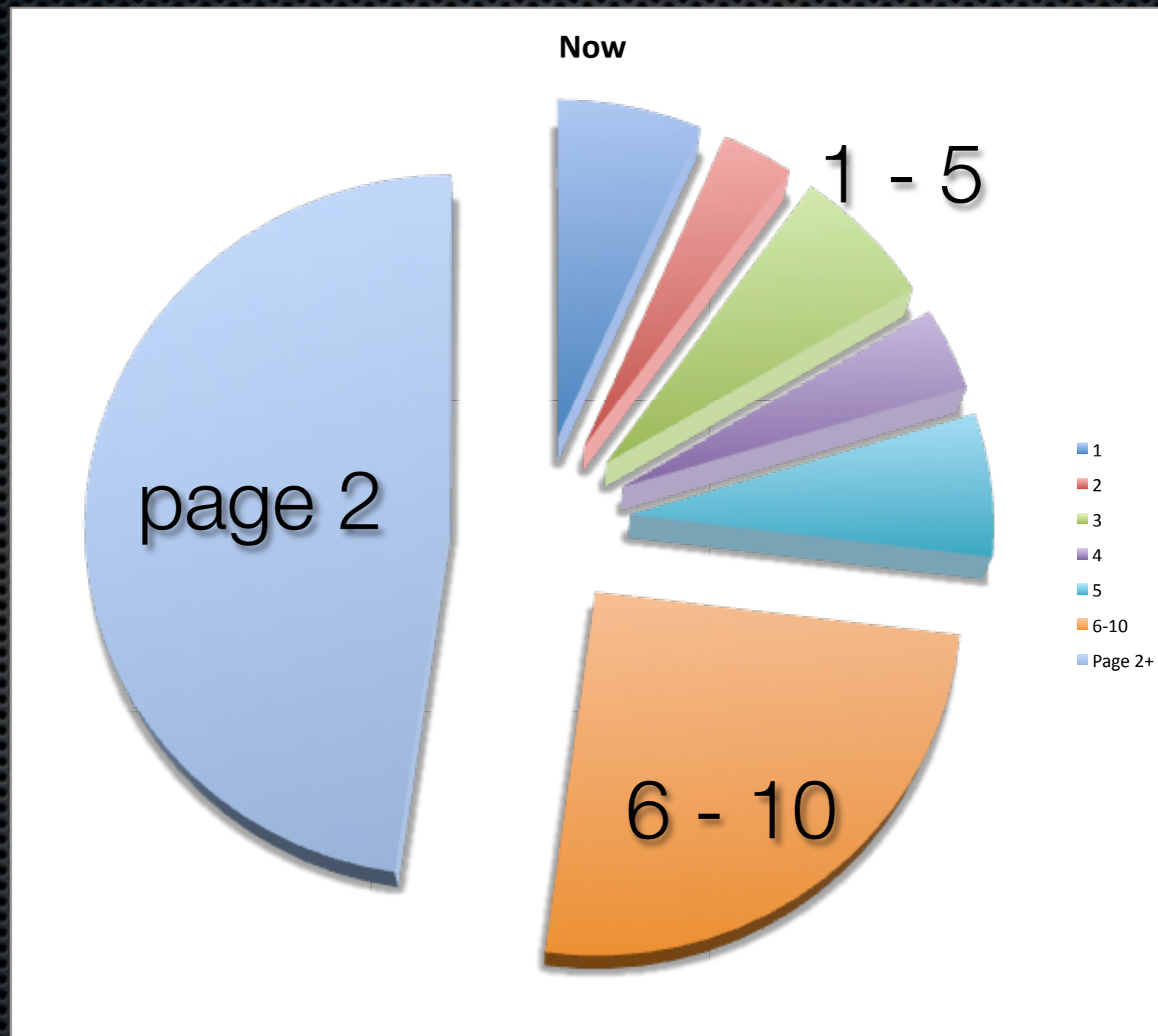
✦ 3-4 months...



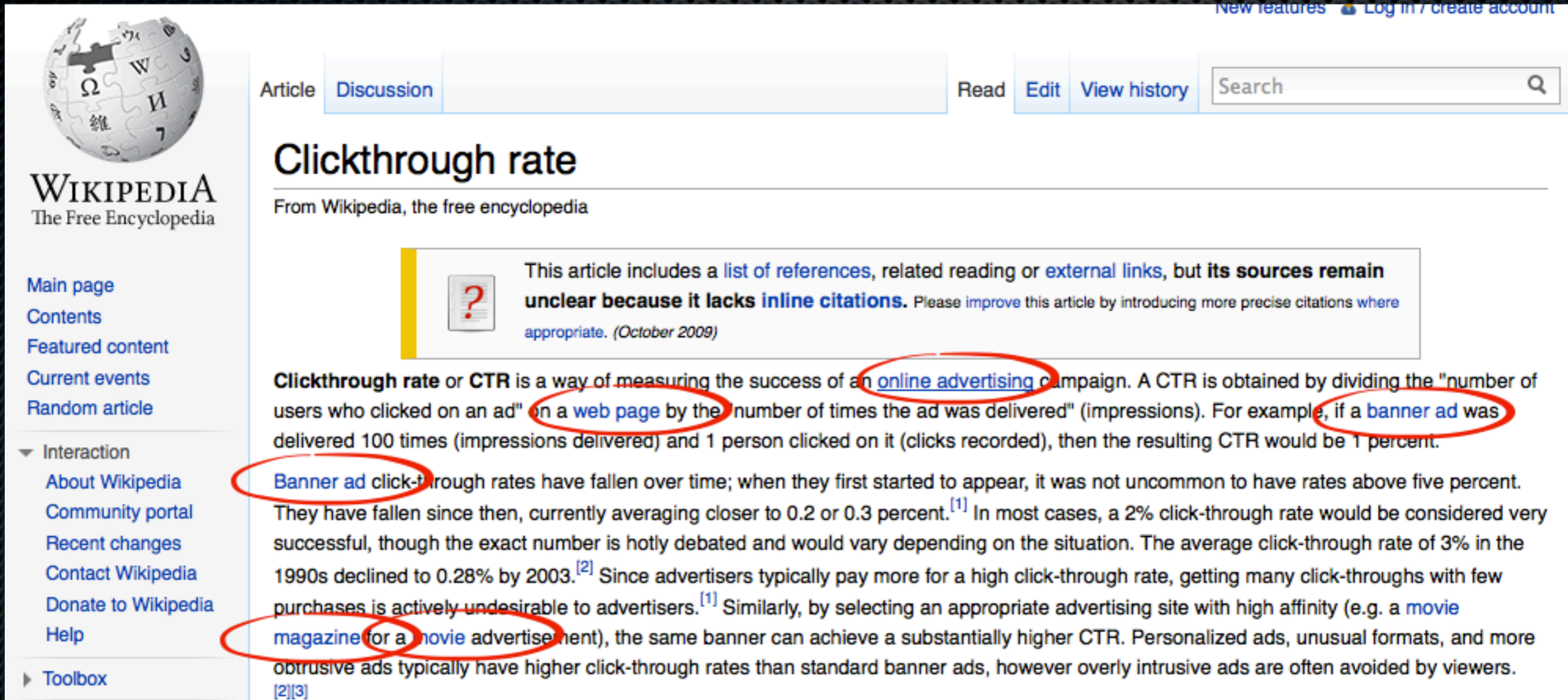
results?



✦ 3-4 months...



why does wikipedia rank for everything?



The screenshot shows the Wikipedia article for 'Clickthrough rate'. The page includes a navigation bar with 'Article', 'Discussion', 'Read', 'Edit', and 'View history' tabs, and a search box. The article title is 'Clickthrough rate' with the subtitle 'From Wikipedia, the free encyclopedia'. A yellow warning box states: 'This article includes a list of references, related reading or external links, but its sources remain unclear because it lacks inline citations. Please improve this article by introducing more precise citations where appropriate. (October 2009)'. The main text defines CTR as a way of measuring the success of an online advertising campaign. Several phrases are circled in red: 'online advertising campaign', 'on a web page by the', 'number of times the ad was delivered', 'if a banner ad was delivered', 'Banner ad click-through rates', 'actively undesirable to advertisers', and 'movie magazine for a movie advertisement'. The page also features a sidebar with navigation links like 'Main page', 'Contents', and 'Featured content', and a 'Toolbox' section at the bottom.

New features [Log in](#) / [create account](#)

Article [Discussion](#) [Read](#) [Edit](#) [View history](#)

Clickthrough rate

From Wikipedia, the free encyclopedia

This article includes a [list of references](#), related reading or [external links](#), but **its sources remain unclear because it lacks inline citations**. Please [improve](#) this article by introducing more precise citations [where appropriate](#). (October 2009)

Clickthrough rate or **CTR** is a way of measuring the success of an [online advertising](#) campaign. A CTR is obtained by dividing the "number of users who clicked on an ad" [on a web page by the](#) number of times the ad was delivered" (impressions). For example, [if a banner ad was delivered 100 times \(impressions delivered\) and 1 person clicked on it \(clicks recorded\)](#), then the resulting CTR would be 1 percent.

[Banner ad click-through rates](#) have fallen over time; when they first started to appear, it was not uncommon to have rates above five percent. They have fallen since then, currently averaging closer to 0.2 or 0.3 percent.^[1] In most cases, a 2% click-through rate would be considered very successful, though the exact number is hotly debated and would vary depending on the situation. The average click-through rate of 3% in the 1990s declined to 0.28% by 2003.^[2] Since advertisers typically pay more for a high click-through rate, getting many click-throughs with few purchases is [actively undesirable to advertisers](#).^[1] Similarly, by selecting an appropriate advertising site with high affinity (e.g. a [movie magazine for a movie advertisement](#)), the same banner can achieve a substantially higher CTR. Personalized ads, unusual formats, and more obtrusive ads typically have higher click-through rates than standard banner ads, however overly intrusive ads are often avoided by viewers.

^[2]^[3]

wikipedia ranks because...

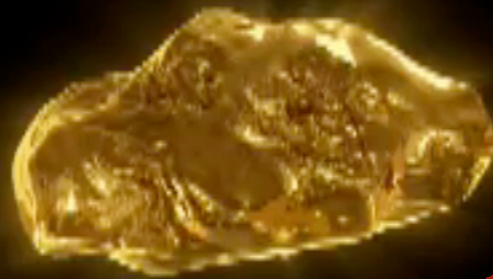
- ✦ internal links count!
- ✦ big site = more content = more internal link opportunities
- ✦ Wordpress Plugin: SEO Smart Links

keyword research

An icon of a target with a red arrow hitting the bullseye and a dollar bill flying towards it is located in the top left of the 'relevant' bubble.

relevant

traffic

A line of diverse, stylized human figures of various ages and ethnicities is shown walking from left to right across the 'traffic' bubble.A smiling woman with blonde hair is shown sitting at a laptop, holding a credit card, representing 'commercial intent'.commercial
intent

competition

A baby is sitting on the left and a muscular bodybuilder wearing boxing gloves is on the right, representing different types of 'competition'.

where to find keywords

- ✦ brainstorm
- ✦ listen to your market
- ✦ competitive research
- ✦ your own data

brainstorm

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MARKET SAMURAI v0.86.22 BETA

PROJECT SETTINGS AU Kitchen Renovation

NEW KEYWORD

RANK TRACKER

KEYWORD RESEARCH **1**

SEO COMPETITION

DOMAINS

MONETIZATION

FIND CONTENT

PUBLISH CONTENT

PROMOTION

ADWORDS

Tab: kitchen renovation x

Keyword: **kitchen renovation** Track Rank

Keyword Research

Keyword Sources: Google Synonym Tool Google Search Keywords

Automatic Filtering: SEO Traffic (SEOT) min: 0 Adwords Traffic (AWT)

Phrase Length: min: 2 word(s) max: 5 word(s) **2**

3

Add Keywords

Positive Keywords

Negative Keywords

Keyword (216 active, 0 removed, 4 filtered)

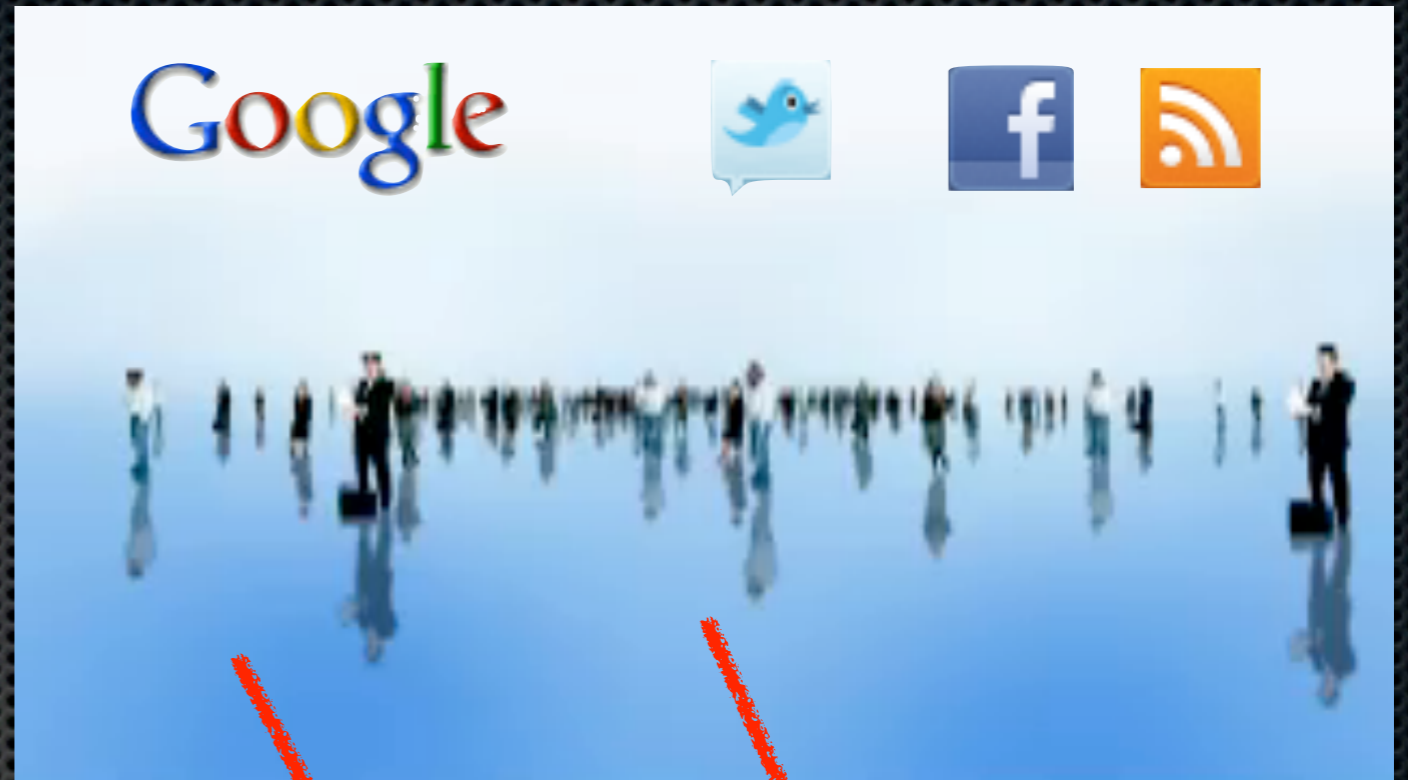
<input type="checkbox"/> kitchen renovations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> kitchen renovation ideas	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> renovate kitchen	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> small kitchen renovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> kitchens renovations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> renovating kitchens	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> kitchen renovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> kitchen renovators	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> renovating kitchen	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> renovate kitchens	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> kitchen renovation tips	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> kitchen bathroom renovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> kitchen and bathroom renovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> bathroom and kitchen renovations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> bathroom kitchen renovations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> small kitchen renovations	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Show Removed

Thank-you For Using Market Samurai! (version 0.86.22)
For video tutorials to help to get the most out of Market Samurai, or to search for support for any Market Samurai problems you might have, please visit <http://www.noblesamurai.com/support>

listen to your market

- ✦ search.twitter.com
- ✦ Google alerts



listen to your market

Google reader

All items Search

+ Add a subscription

Home

All items (252)

Starred items ☆

Your stuff

Shared items

Notes

Trends

Browse for stuff

People you follow

People you know might be sharing items in Reader. Search for some friends

Sharing settings »

Explore

Recommended items

Recommended sources

View all recommendations »

Subscriptions

Election 2010 (7)

financial OR wealth O... (193)

Internet Marketing Speed (11)

financial OR wealth OR investment -job -jobs -position near:"Sydney, Australia" with

Show: 193 new items - all items Mark all as read Refresh Feed settings...

- ☆ RT @StimmtAG: Check out this SlideShare presentation : Front workplaces in financial services compa...
- ☆ How do you describe Financial Planning - Is it irresistible?: Several IFA Life members spent last evening with Rus
- ☆ Plum Solutions was aptly named... RT @RogueCFO: Well I say I say I've been plum bust financial modeling th
- ☆ pay itself off and it have a good investment" "dude" you do remember your not even 16 yet right?! lmao" - pay its
- ☆ Happy thought? The Australian Financial Review reports home ownership twice as expensive in Australia as Can
- ☆ 3 Tips for Managing Your Stock Earnings - Financial Web <http://bit.ly/ckUC9x> - 3 Tips for Managing Your Stock Earni
- ☆ @JohannaBD You're going to the ex-DSRD event? Industry & Investment now? Is that what @transcribe is going
- ☆ I owe my wealth to an old mate that told me about condoms. I bought 427 condominiums because I was horny. St
- ☆ A few US oldies face retirement without need for financial fear. <http://tinyurl.com/ycdz7aw> Statistical pea and thim
- ☆ Barack Obama is visited by Clinton, Bush Sr, Jr., Reagan, Carter, Ford re Consumer Financial Protection Agency
- ☆ Andrew Forrest tops Aussie rich list: Iron ore magnate Andrew Forrest has more than doubled his wealth to recla
- ☆ @zhasper there is talk Gov wants to drive them into financial sector to pressure banks with competition... - @zha
- ☆ Low Cost Online Business Start Up Ideas | retirement investment <http://bit.ly/aMdzCJ> - Low Cost Online Business S
- ☆ Forrest top of the golden tree: IRON ore magnate Andrew Forrest has more than doubled his wealth to reclaim th
- ☆ So excited about International Womens day lunch event for Dept Of Industry & Investment. I am looking forward t

competitor k/w research

- ✦ who are your competitors?
 - online - not offline
- ✦ how many competitors?
- ✦ organic / paid
- ✦ keywordSpy.com or SpyFu.com

competitor research

- organic / paid

- keywordSpy.com /
SpyFu.com

Both tools have free sample option
~US\$50-100/mth
- First client pays for it

KeywordSpy™ 1 Australia Search

Domains Keywords Destination URLs Ad Copies

Domain: decorkitchens.com.au 2 Export CSV

Overview **Ads (0)** **PPC Keywords (0)** **Organic Keywords (62)** **Competitors (50)** **Sub-Domains**

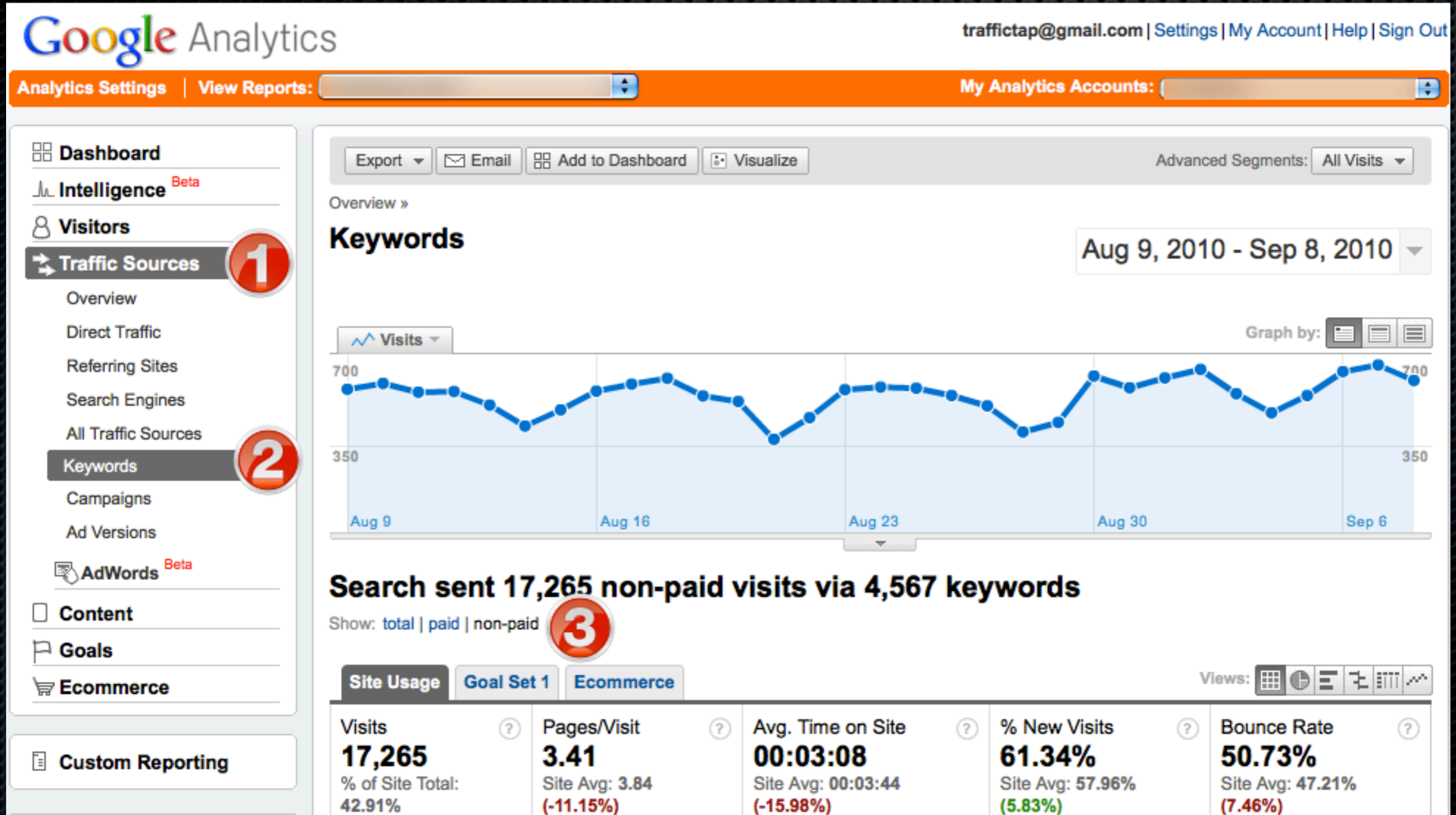
Search Results: 1 - 25 out of 62 keywords [< Prev | Next >]

No.	Keyword	Pos.	Volume	CPC	Traffic% ↑	Value%	Ads	Results	URL
1.	decor	7	5,000,000	\$1.38	61.21	53.60	29	79,400,000	http://www.decorkitchens.com.au/
2.	kitchens	16	1,830,000	\$2.89	11.20	20.54	65	20,800,000	http://www.decorkitchens.com.au/
3.	decor kitchen	1	90,500	\$1.36	6.92	5.98	76	34,400,000	http://www.decorkitchens.com.au/
4.	décor	4	450,000	\$0.96	6.89	4.19	12	590,000,000	http://www.decorkitchens.com.au/
5.	kitchen decor	2	90,500	\$1.36	4.15	3.59	78	22,800,000	http://www.decorkitchens.com.au/
6.	renovation	18	673,000	\$2.13	4.12	5.57	71	21,900,000	http://www.decorkitchens.com.au/
7.	renovations	16	201,000	\$2.34	1.23	1.83	61	8,670,000	http://www.decorkitchens.com.au/
8.	in kitchens	9	49,500	\$2.02	0.61	0.78	45	23,700,000	http://www.decorkitchens.com.au/

digging your own data

- ✦ spy tools - use on yourself!
- ✦ adwords conversion tracking
- ✦ analytics
- ✦ webmaster tools







analytics



valuing keywords - analytics

Search sent 17,265 non-paid visits via 4,567 keywords

Show: [total](#) | [paid](#) | [non-paid](#)

Views:      

Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
17,265 % of Site Total: 42.91%	A\$32,535.91 % of Site Total: 33.96%	172 % of Site Total: 34.54%	A\$189.16 Site Avg: A\$192.40 (-1.68%)	1.00% Site Avg: 1.24% (-19.52%)	A\$1.88 Site Avg: A\$2.38 (-20.87%)

	Keyword	None	Visits ↓	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
1.			1,860	A\$2,468.48	8	A\$308.56	0.43%	A\$1.33
2.			1,361	A\$3,042.00	17	A\$178.94	1.25%	A\$2.24
3.			642	A\$343.00	3	A\$114.33	0.47%	A\$0.53
4.			550	A\$186.00	2	A\$93.00	0.36%	A\$0.34
5.			486	A\$138.00	1	A\$138.00	0.21%	A\$0.28

valuing keywords - estimate

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MARKET SAMURAI BETA v0.86.22

PROJECT SETTINGS AU Kitchen Renovation

NEW KEYWORD

RANK TRACKER

KEYWORD RESEARCH

SEO COMPETITION

DOMAINS

MONETIZATION

FIND CONTENT

PUBLISH CONTENT

PROMOTION

kitchen renovation x

Keyword: kitchen renovation Track Rank

Keyword Research

Organic: Adwords: Competition: Commerciality:

- Local Total Searches +
- Local SEO Traffic (SEOT) +
- Phrase-to-Broad (PBR) +
- Trends
- Adwords Traffic (AWT) +
- Adwords CTR (AWCTR) +
- Adwords CPC (AWCPC) +
- SEO Comp (SEOC) +
- Local Comp (SEOLC) +
- Title Comp (SEOTC) +
- Local Title (SEOLTC) +
- Title/Comp (SEOTCR) +
- Adwords Comp (AWC) +
- OCI +
- Adwords Value (AWV) +
- SEO Value (SEOV) +

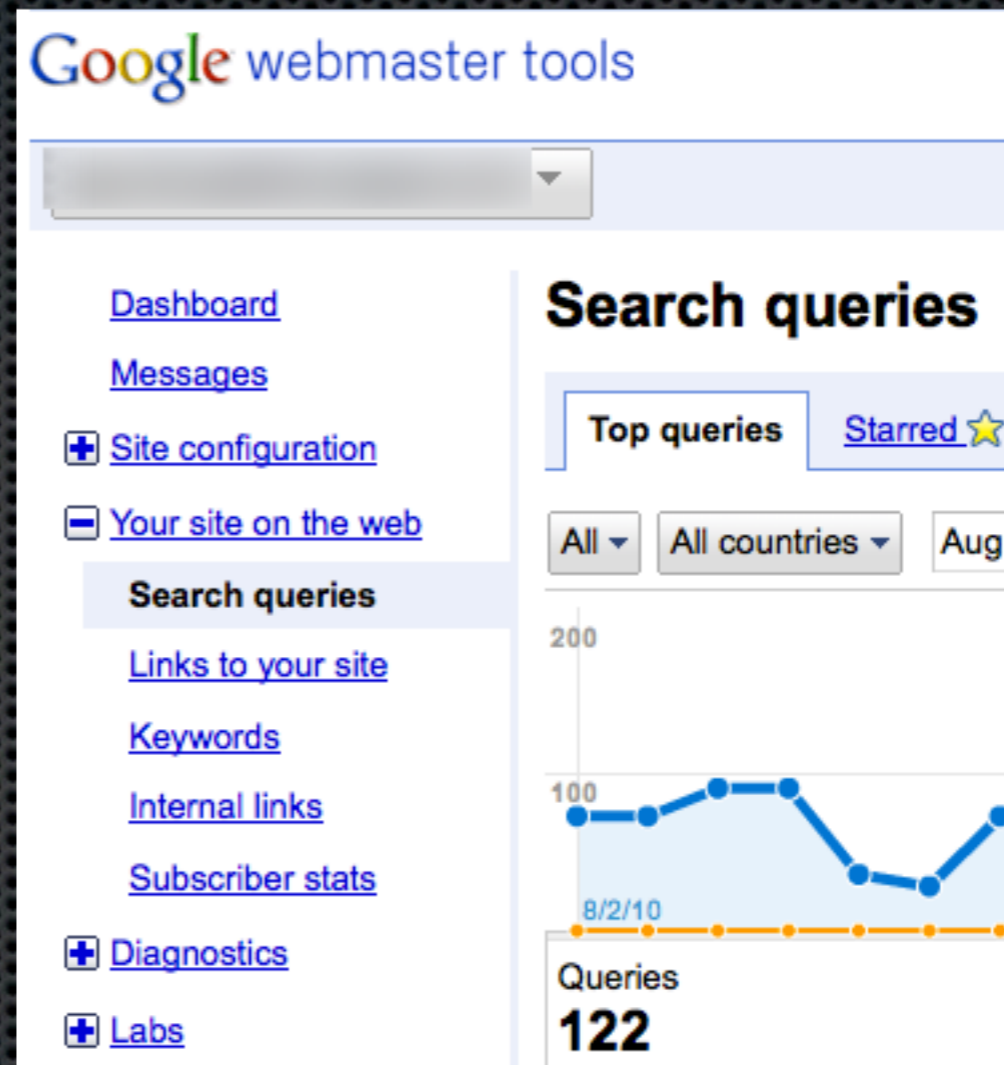
Match Type: Refresh Filters Analyze Keywords Hide Column Filters

<input type="checkbox"/>	Keyword (216 active, 0 removed, 4 filtered)	Searches	SEOT	PBR	SEOLC	SEOLTC	SEOTCR	Trends	AWC	AWCPC	SEOV	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	home improvement	1,989	835	100%					100%	\$3.42	\$2857.00	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	kitchen cupboards	1,989	835	100%					100%	\$1.41	\$1177.89	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	kitchen cabinets	1,989	835	100%					100%	\$1.39	\$1161.18	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	small kitchen	1,332	559	100%					100%	\$1.42	\$794.40	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	bathroom renovations	1,332	559	100%					100%	\$1.27	\$710.49	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	kitchen cabinet	891	374	82%					100%	\$1.42	\$531.39	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	bathroom designs	891	374	100%					100%	\$1.17	\$437.84	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	bathroom design	595	249	67%					100%	\$1.26	\$314.87	<input checked="" type="checkbox"/>	<input type="checkbox"/>

webmaster tools

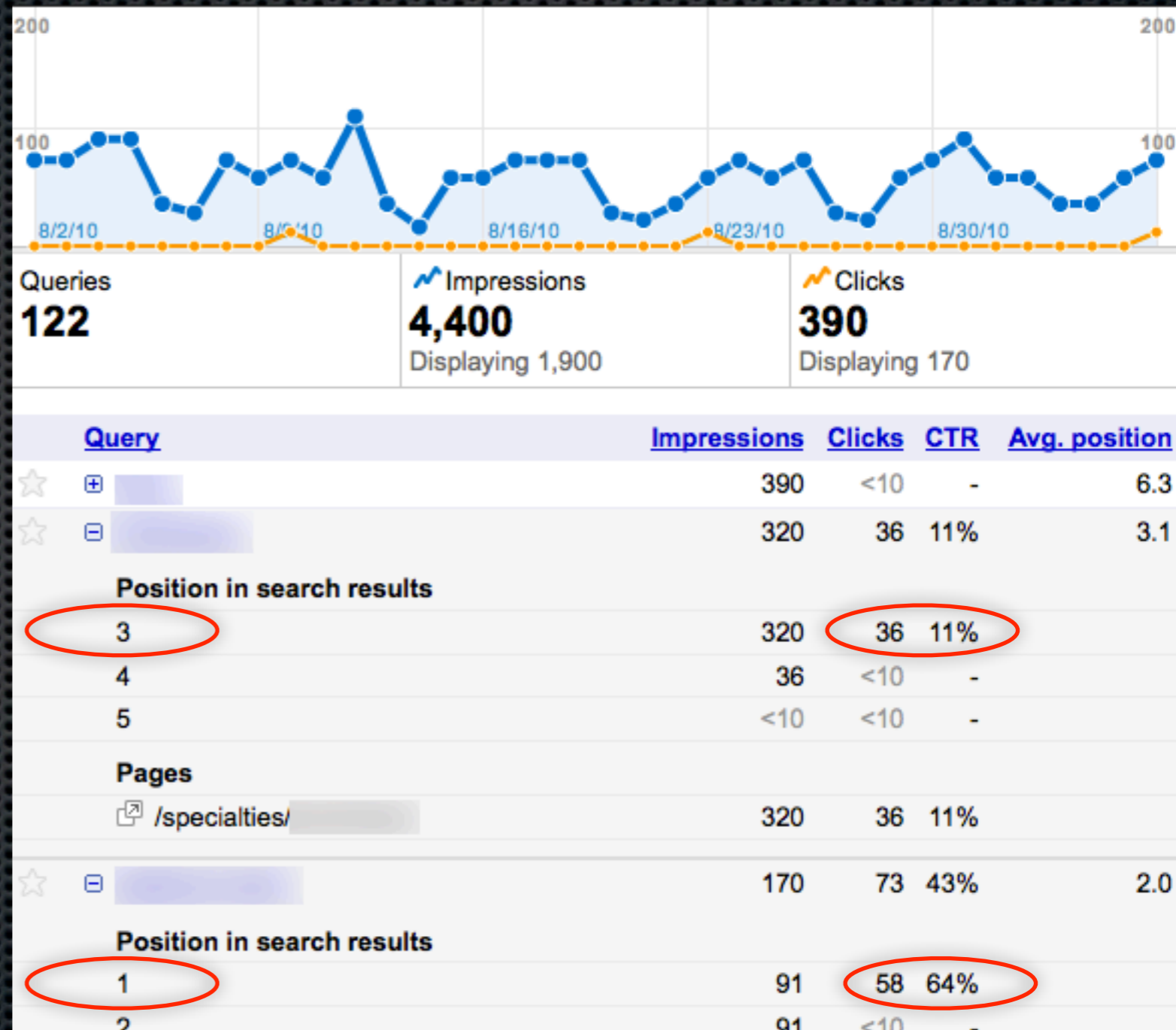
- ✦ google now showing...

Analytics is free -
webmaster tools is free
if you do NOT have these
on your site - **INSTALL
THEM TODAY!**

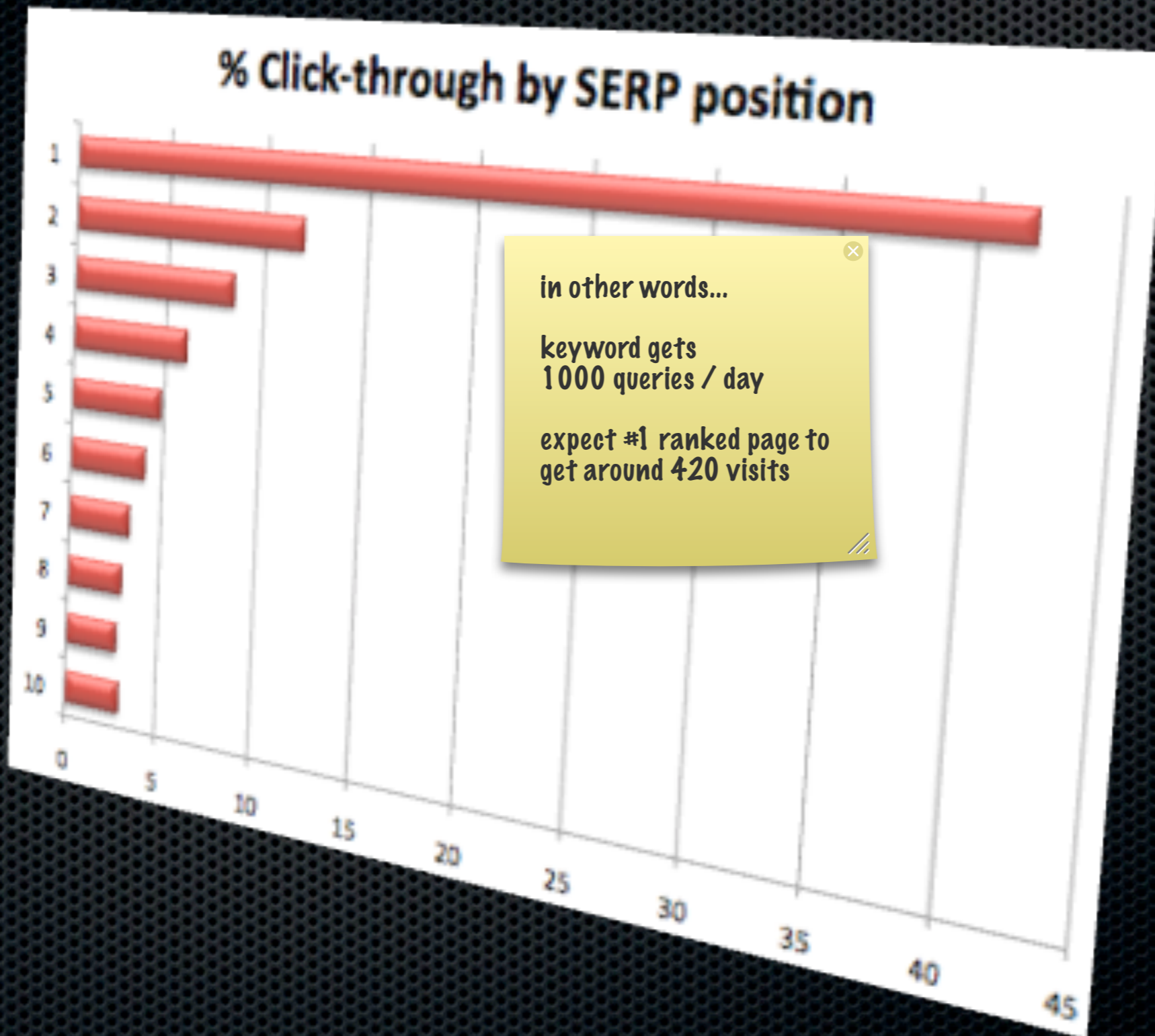


webmaster tools

- ✦ SERP position
- ✦ Click-thru rate
- ✦ by individual keyword



traffic from SERPs (CTR)



strategic profit optimization



strategic profit optimization

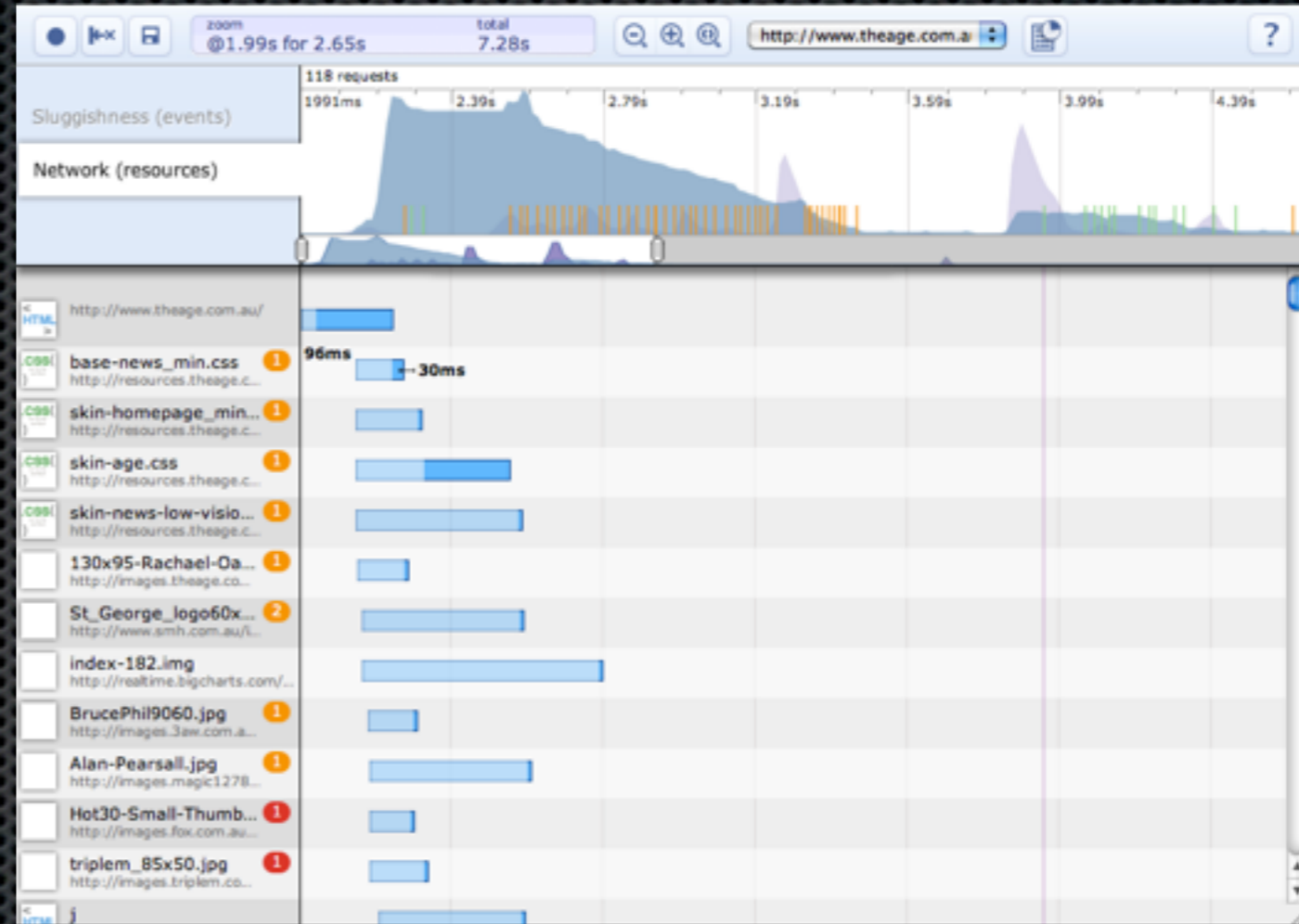
- ✦ know keywords you rank / get traffic for
- ✦ know what they are worth
- ✦ ask: what will be the effect...
- ✦ improve ranking for those keywords?

improved rank = more traffic

current rank	increase traffic by
10	14x
9	15x
8	14x
7	12x
6	10x
5	9x
4	7x
3	5x
2	4x

recent developments

- ✦ Google caffeine
 - ✦ fresh content
 - ✦ site speed ranking factor
- ✦ FireFox, FireBug + YSlow!
- ✦ Google Chrome + SpeedTracer
- ✦ Google Instant



where do i get this stuff?

- ✦ SEOMoz.org
- ✦ Leslie Rohde
- ✦ Dan Thies
- ✦ Jerry West
- ✦ and...

The image shows a Google search results page for the query "internet marketer". The search bar at the top contains the text "internet marketer" and a "Search" button. Below the search bar, it indicates "About 876,000 results (0.15 seconds)".

On the left side, there is a sidebar with the Google logo, a "Everything" filter, and a "More" dropdown. Below that, it says "The web" and "Pages from Australia". Further down, it lists "Standard view", "Related searches", "Wonder wheel", and "Timeline". At the bottom of the sidebar, there is a "More search tools" link.

The main search results are displayed on the right. The first result is a sponsored link for "Award Winning SEO Company" from "WebMarketingExperts.com.au". The second result is an "Internet Marketing Course" from "EventTrainingAus.com.au".

The third result is "Internet marketing - Wikipedia, the free encyclopedia", which is marked with a red circle containing the number "1". The snippet for this result describes internet marketing and includes links to "Business models", "Advantages", "Limitations", and "Security concerns".

The fourth result is "Internet Marketer James Schramko's Online Internet Marketing Speed ...", which is marked with a red circle containing the number "2". The snippet for this result mentions "Internet Marketer James Schramko" and lists topics like "Affiliate Marketing", "Social media", "Traffic", "PPC", "SEO", and "SEM...". The URL "www.internetmarketingspeed.com/" is also visible.

- ✦ any mistakes are all mine! ;^)

extra \$100K/yr

- ✦ do you know any businesses who need more clients?
- ✦ do you now know how to build websites that convert?
- ✦ did I just show you how to rank page one on Google?
- ✦ buy SEOPartner wholesale ~\$500/mth
- ✦ sell to business retail ~\$1500+/mth
- ✦ \$1000 per month per client profit to you
- ✦ You only need 9 clients = \$108K/yr

in summary

and remember...
not about ranking
it's about MONEY

hope this helps you make more!

- ✦ search engines - keywords and links
- ✦ Core SEO is easy - page title and anchor text
- ✦ get creative with your keyword research
- ✦ practice “strategic profit optimization”
- ✦ \$100K+ - you only need 9 clients...