



SEO Project Management #seoPM

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This is the story of an SEO consultant...

Like you...





... and me!



Who was fired...



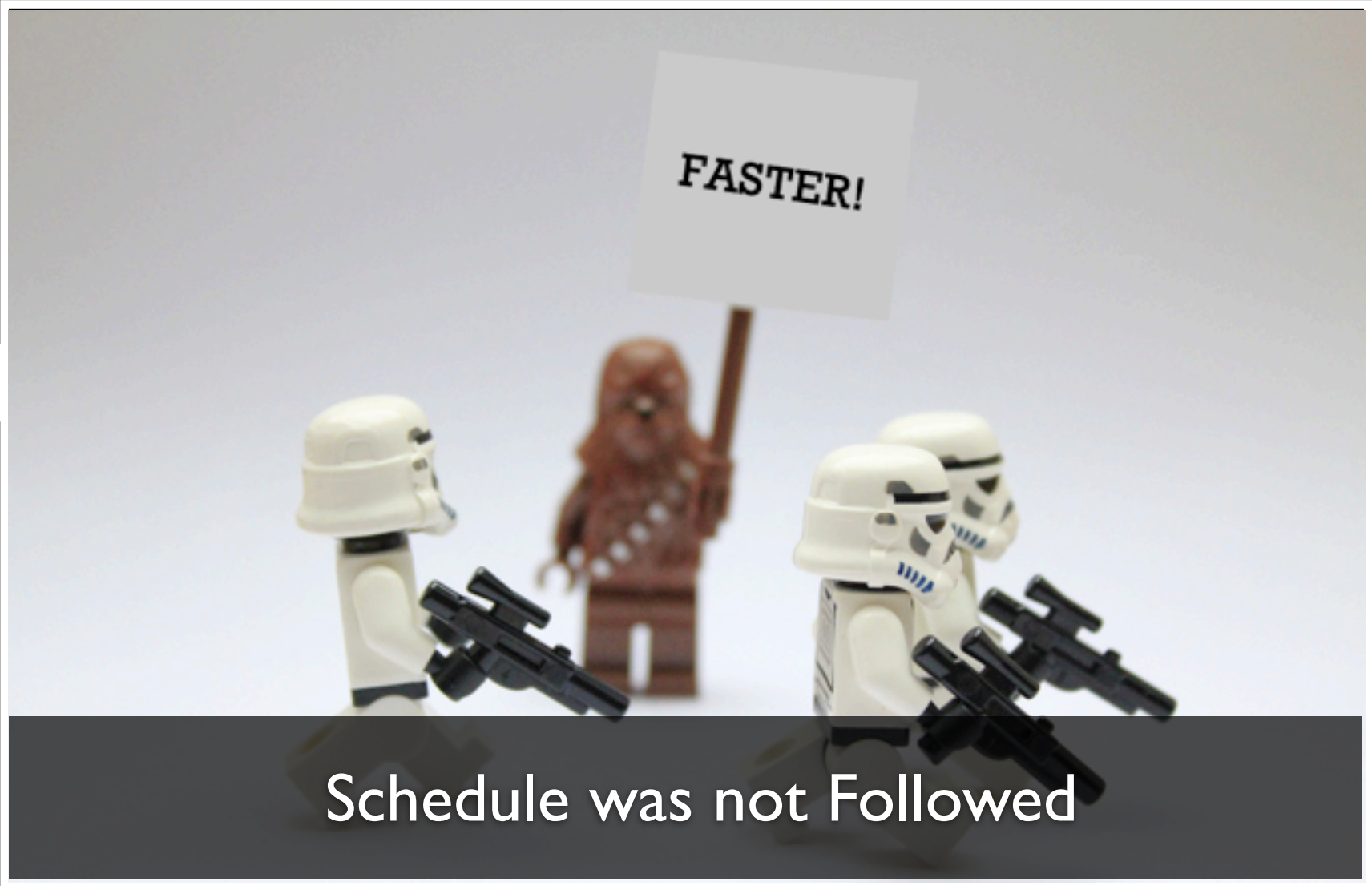


It was not my fault though...

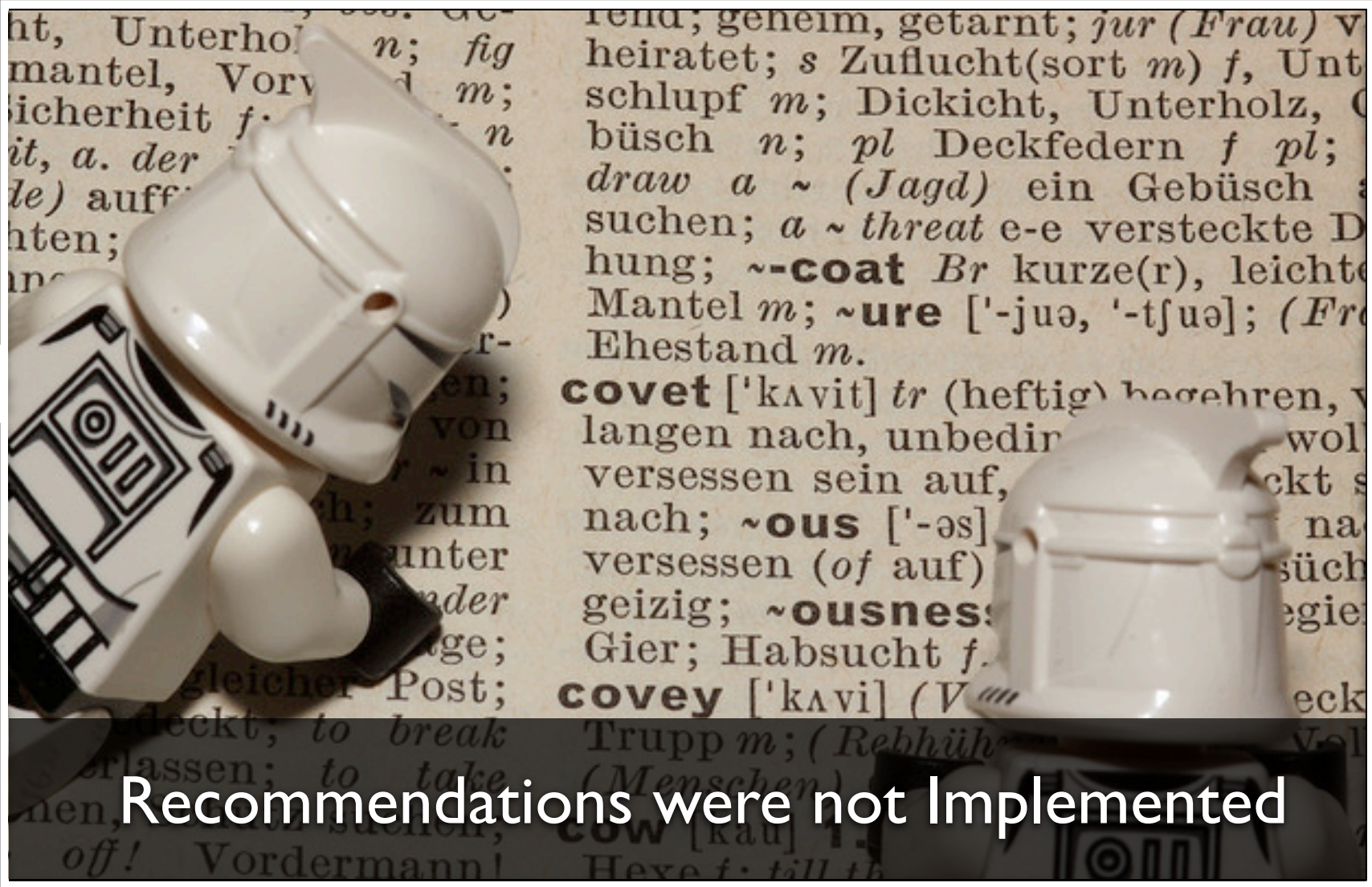




Developers Underperformed



Schedule was not Followed



Recommendations were not Implemented









I'm a good SEO.
This happens all the time with
SEO projects...



You're such a whiner!
An SEO should also know
how to handle projects...

:(





For excuses stop looking
and learn from the
experience you must.
Hmmmmmm



OK!
Let's see the issues I had
and what can I learn from
them...

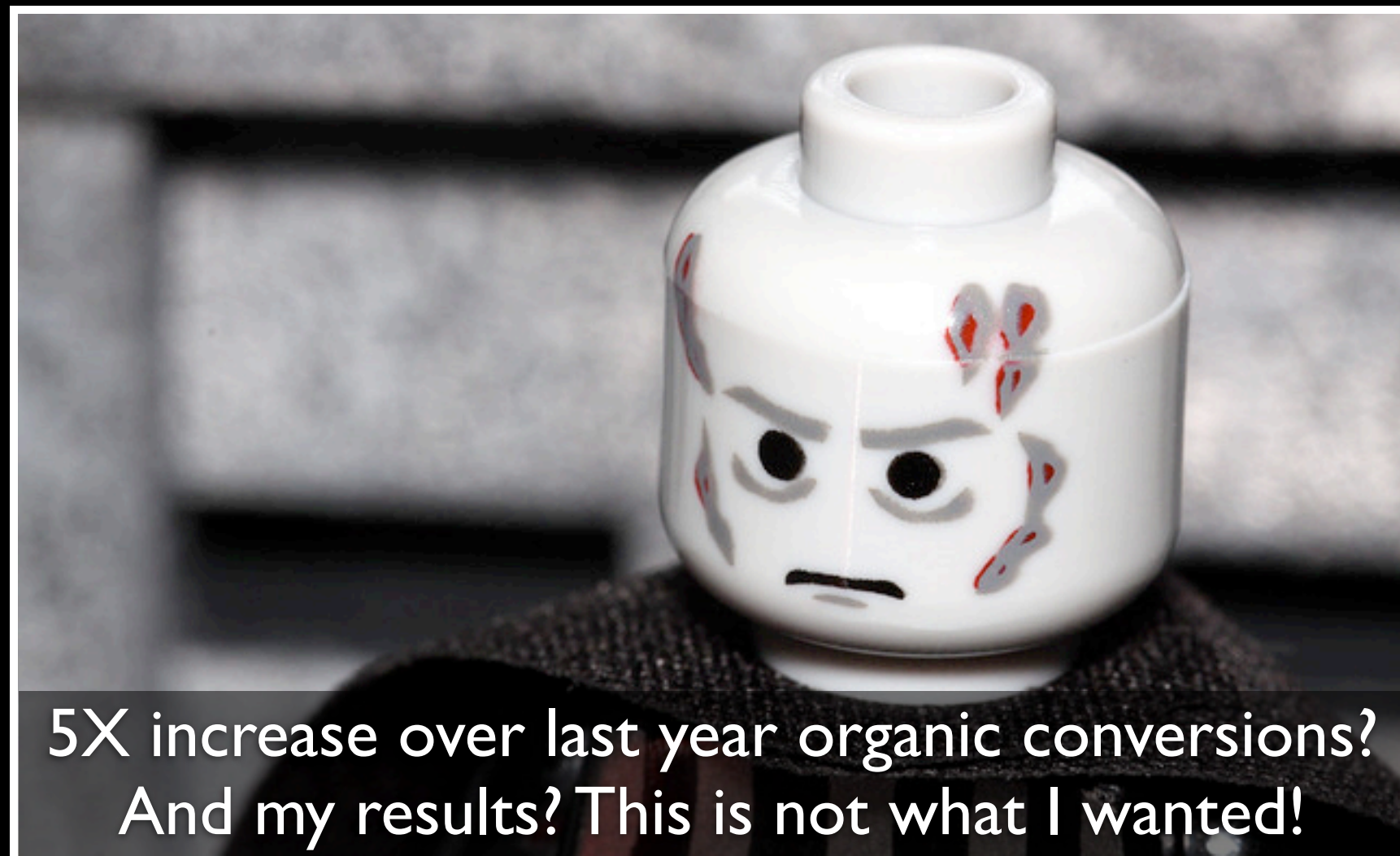
Episode I

The SEO client who always complained





My 1st Problem:
The client was always complaining.
He expected something different from
the SEO Process.



5X increase over last year organic conversions?
And my results? This is not what I wanted!

Raise your hands! Someone has faced this situation before?



Help you I can!
QUALIFICATION +
COMMUNICATION
essential is to avoid this...
Hmmmmmm



Assess the SEO process
and give realistic
expectations from the
beginning

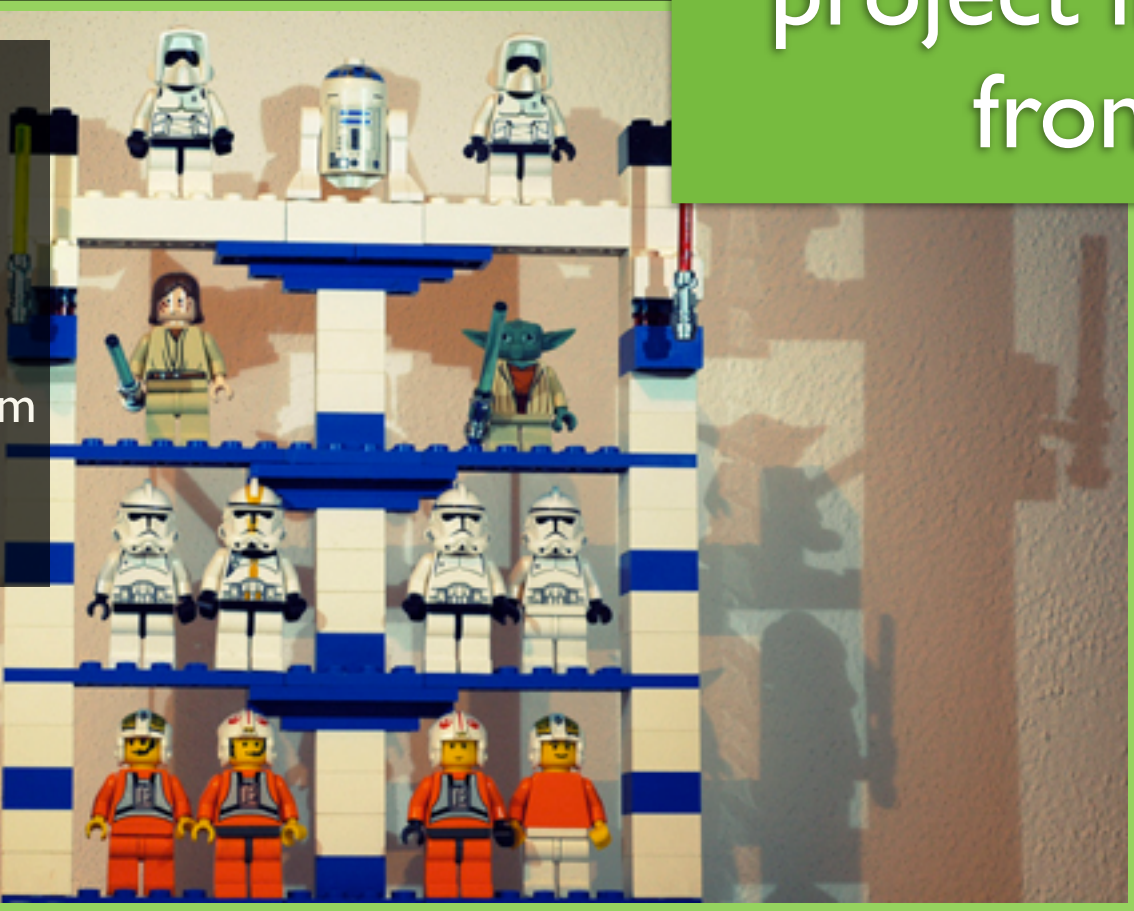


Never let salespeople conduct an SEO sales process
without your supervision

... If you're an In-House SEO the same applies when selling the project internally.

Meet all of the SEO project involved parties from the start

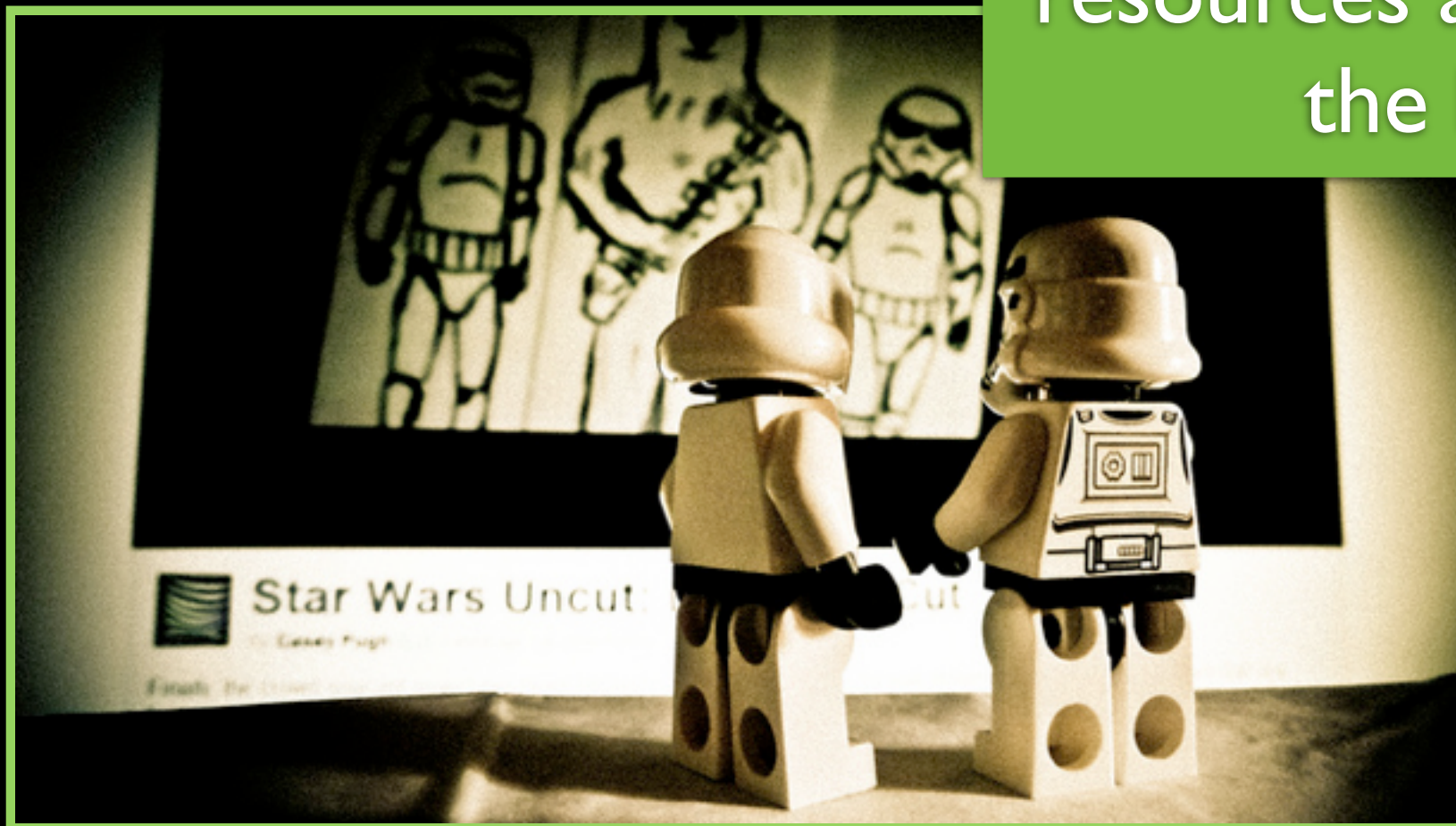
Decision Makers
Area Responsibles
Technical Team
Marketing Team
Product Team
Communications Team
Analytics Team
Social Media Team



What are their problems?
How can SEO help them?

Understand each one of the stakeholder's areas, goals and their desired outcome from the SEO Process.

Agree on the necessary
resources and timings from
the beginning



It's important to clarify that timings depend on the execution and you need to start expecting results after it.

Value the possible risks and
restrictions of the SEO
process



Analyze risks from Business and Technical Perspectives



Can SEO affect negatively the site's business or cause technical complexities that are not manageable?

Establish SMARTER Goals that
all the involved parties validate
and you can always refer to

Specific
Measurable
Attainable
Relevant
Time-Based
Ethical
Recordable



Take a look at <http://www.aleydasolis.com/en/search-engine-optimization/smart-seo-goals/>

Define communication channels and workflow to follow with stakeholders



Specify from the start: meeting frequency, topics to cover and goals to reach with each area involved.

Communicate and provide
feedback continuously as
agreed.



Be empathic! Interact with the people involved in the project.



1st tip to enhance the SEO Project assessment:
Develop a Qualification Checklist and Survey to use
with each client at the beginning... and save it!

What is the Website objective?

- What is a conversion for your Website? What is the business goal of your site? Where is it performed? In your Web, another site or offline?
- How are you tracking traffic and goals achievement on your Web at the moment?
- What is the current traffic, conversion and ROI of your Website? And for each online marketing strategy that you're developing or have executed?
- Are you looking for medium or long term results? What are the traffic and conversion results you're looking to achieve thanks to the SEO process?

What is your target market and how does it behave?

- What is their demographic profile?
- What language or languages they speak?
- Where are they geographically located? At a regional, national or international level? In what countries?
- What keywords are used to look for your products or services?
- What are the navigation and consumption preferences of your target market?
- What is the seasonality of your sector? When is the high season? And the low season?

What resources you can count with?

- Does your site have a CMS? How flexible is it for content updates? And at a Web architecture level? Does it allow to easily modify the URLs?
- Do you have an internal Web development team or the support of an external Web development agency to perform technical changes under demand? What is their current availability?

What is your Web competitiveness in the sector?

- What is the search volume of your highly relevant keywords for each of your target market languages and countries?
- What type of content is already ranking in the first positions for those keywords? Are they traditional results or also include images, videos, maps and news?
- What websites are already ranking for your highly relevant keywords? What is their authority and popularity vs. your site? How are their ranking pages?
- How many external links do they have? What type of sites are linking to your competition? Compare them with your own external links.
- What is the age of your site? How old are the competition sites?
- How many linking domains do they have? And your site?
- How many linking C blocks do they have? How many do you have?
- What percentage of nofollow vs. dofollow links do they have? And your site?
- What terms are included in their external links anchor text? And yours?
- What specific pages of your competition have those external links? Compare them with yours.

What are the present rankings of your Web?

- Have you previously performed a SEO Process? What on-page and off-page activities were implemented? What were your objectives? What were the achieved results?
- What volume of traffic do organic searches bring at the moment to your site? What is the percentage of your site organic traffic. vs. other sources? What is your site organic traffic conversion level vs. other sources?
- What keywords are attracting organic traffic to your site? What keywords are already ranking? What are their rankings? Are they relevant for your product or services? Are they

What is the present optimization status of your Web?

- Do you already have a website focused on your target market? With content in the same language of your target market? If your target market speak different languages, Do you have different versions of your site focused to each one of them with original content? Are they organized in one domain at a subdirectory (or subdomain) level or in many domains?
- Are you showing each page of your site with only one relevant URL? Are each of the pages including unique, topically relevant text content? Are they including keywords already? Are they similar to the competition pages that are already ranking for your desired keywords?
- Does your site have descriptive, relevant, friendly URLs? Are these URLs hierarchically organized? Are they in the same language of the page content? Are they including keywords already?
- What is the indexation level of your site vs. your competition? And for each of the site zones or areas?
- Are the titles and meta descriptions of each page of your site unique, relevant and descriptive? Are they including keywords already?
- Does the website have a text menu with crawlable links in each page? Does the menu link to hierarchically related and topically relevant pages?
- Is the site blocking content through robots.txt or the meta robots tag?
- Is the Website already registered in Google Webmaster Tools? Is the site getting crawling errors?
- Does the Website have a sitemap.xml?
- Is the canonical tag being included in the site pages? Where are they referring to?
- Is the site using Schema.org microdata?
- Are the site images, videos, news, etc. already optimized?

Take a look at <http://www.aleydasolis.com/en/search-engine-optimization/seo-process-strategy/>



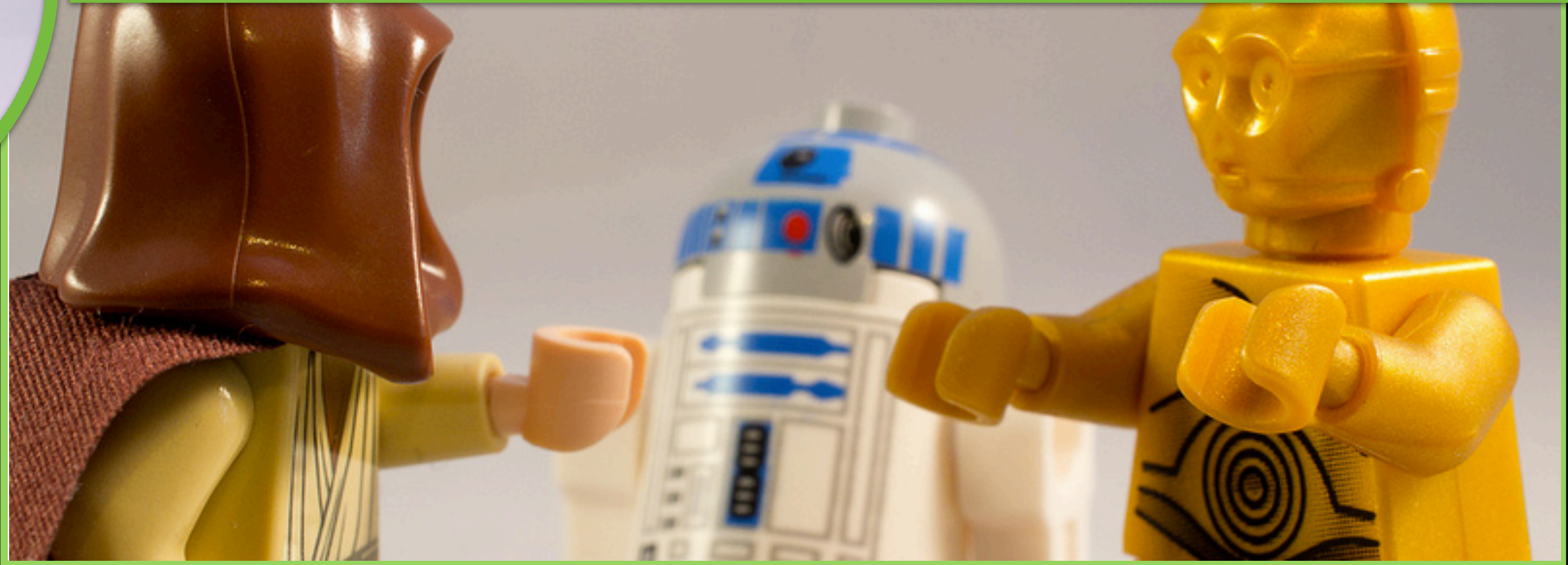
2nd tip to enhance the SEO project assessment:
Wait to accept the SEO project until the client is
really ready to start with it



SEOs can push too hard and end up with a client with no time, resources or flexibility for the project.



3rd tip to enhance the SEO project communication:
Talk in the same language as the other person,
beware of cultural differences.



If the person is not technical you need to provide everyday examples and metaphors.



4th tip to enhance the SEO project communication:
Meet, talk and work from your client's offices
whenever is possible to communicate directly

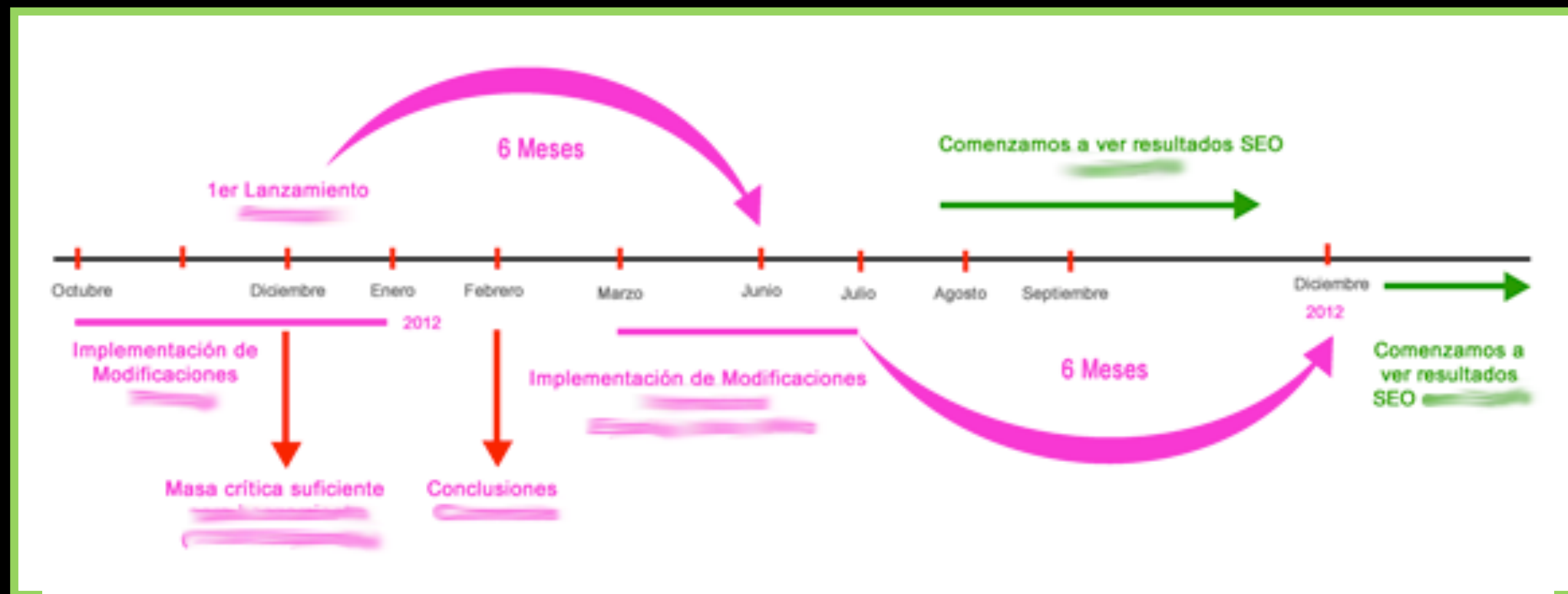


Pay attention for any opportunity to improve the ongoing SEO process.



Example: Client is not sure about the business effects of SEO changes and need more input to approve?
Run a pilot project with a sample of the site!

Specify the reach, timing and expected outcomes from the SEO Pilot



Demonstrate SEO recommendations don't hurt but help the site business model and get approval to extrapolate.



Example: Client is not sure about the business effects of SEO changes and need more input to approve?
Run a pilot project with a sample of the site!

SEO results were better than expected after
2 months of launching the pilot

+

Clients from the sample area were satisfied

+

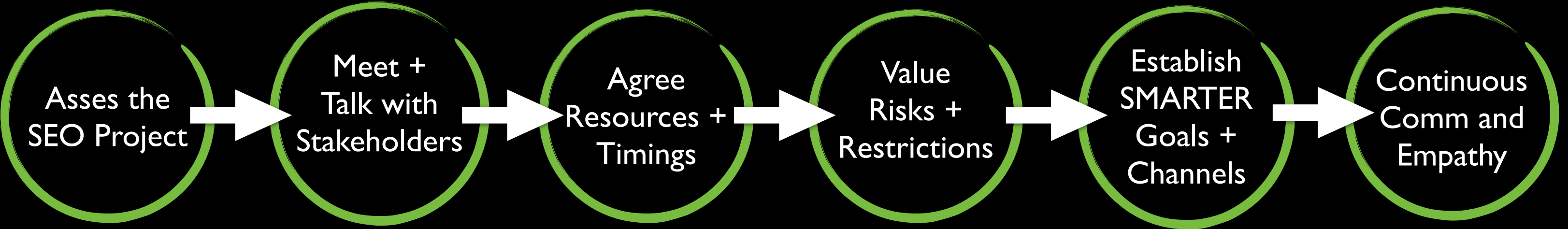
The business requests grew proportionally

=

SEO changes for all the sites were approved



The decision maker was more comfortable to approve the project and it was technically easier to implement.



Do SEO Qualification Checklist + Asses if the client's ready + Talk in the same language + Work from client's offices





Follow this roadmap and clients expectations more easily will you meet... and nothing to complain they will have. Hmmmmmm

Thanks, Yoda!
I need to improve this...



Remember, QUALIFY and COMMUNICATE early,
directly and often to understand each other's
needs and expectations.





This is the only issue you
have faced?

Oh No! I have had many,
another one is...



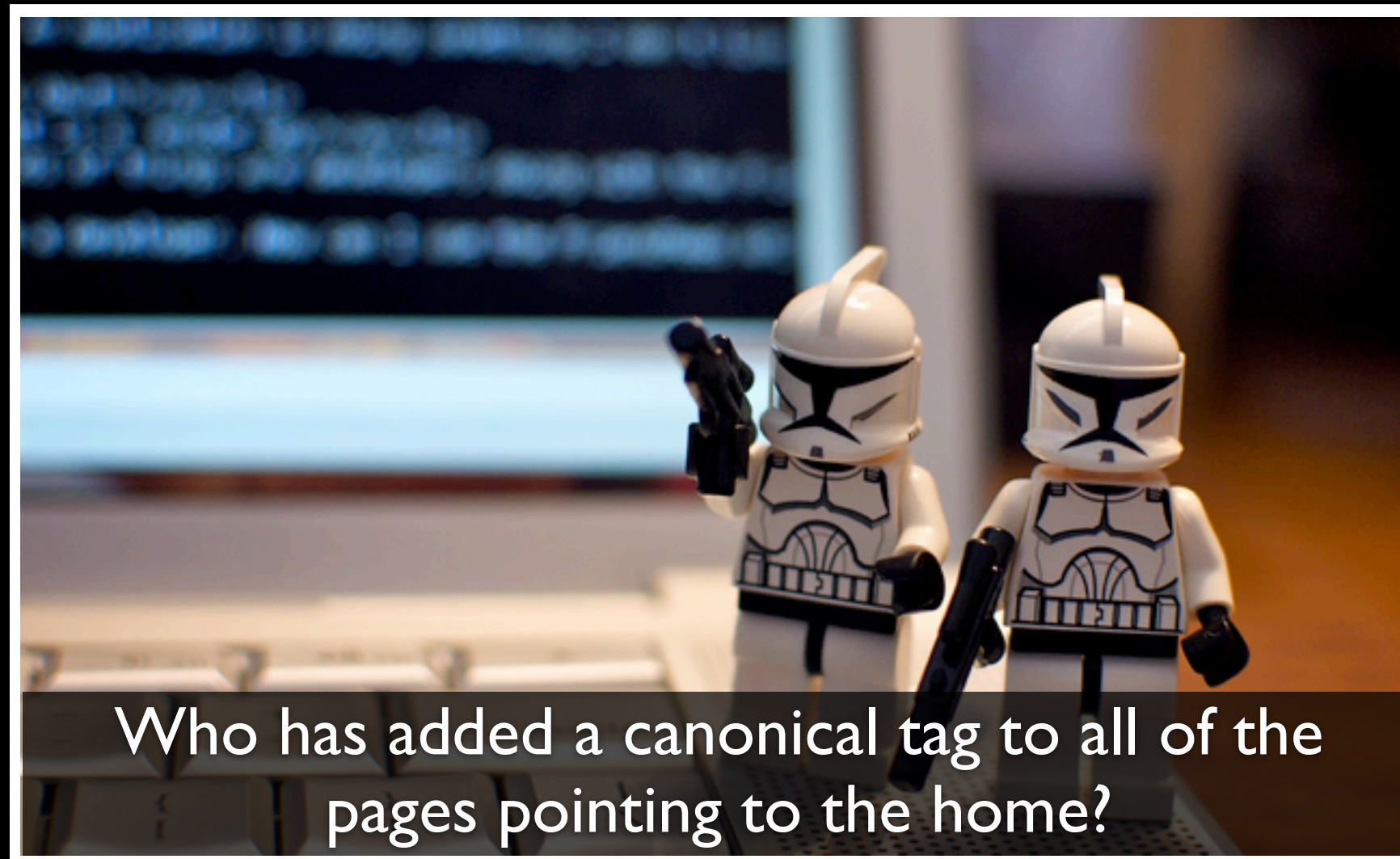
Episode II

The Developers who made mistakes





My 2nd Problem:
Developers didn't get anything right!
They always launched and published my
SEO recommendations with errors.



Who has added a canonical tag to all of the pages pointing to the home?

Anyone had this same issue?



Help you I can!
EDUCATION + VALIDATION
essential is to avoid this...
Herh herh herh.



Specify roles and responsibilities for each one of the team members



Have someone responsible for the development activities who acts as the main contact and support.

Educate all of the involved parties with personalized trainings



Record the trainings or webinars and show them to any new team member who starts afterwards!

If you're in distributed locations you can do webinars with Webex or Omnivia.

Share checklist, Q+A and
cheat sheet to validate any
new development



Name of the Project:
Programmer in Charge:
Date:

Crawlability and Indexability	
1. Externalized Javascript	
2. Externalized CSS	
3. No comments in HTML	
4. The page content is shown in text (Don't use Flash, Javascript, Images or Frames to show highly relevant content)	
5. Images include a relevant, keyword rich ALT description	
6. Images file names (jpg, png, gif, etc.) are relevant and descriptive	
7. Same content is shown to users and search engines	
8. Page weight is minimized (CSS Sprites, archives compression. Etc.)	
9. http Status code is correct (200 OK for pages to index)	
10. Content is not blocked with meta robots tag (it should be index, follow if we want to index it)	
Organization, Internal Linking and Relevancy	
11. One piece of content is shown in each URL (the same content is not duplicated in many URLs)	
12. URLs are friendly (same language than the content they are showing, descriptive, in lowercase, keywords separated with dashes)	
13. A title tag is included with optimized keywords and is unique per page	
14. A unique, highly relevant meta description is shown in each page	
15. The menu is text based with links (not with images or other formats)	
Measurement	
16. The page includes the script tags for our web analytics systems	



Developers should use the SEO Checklist to validate their work before launching.

Create short, straight to the point SEO recommendations that are focused on each area



Make the SEO recommendations easily accessible to all of the involved parties all the time.



Enable an intranet area (or client area) for SEO documents that is easy to access.

Ask for early tests to check
before starting a complete
development



Before starting a full implementation, verify with a sample if developers have correctly understood your recommendations.

Before launching validate in a closed test environment the whole implementation

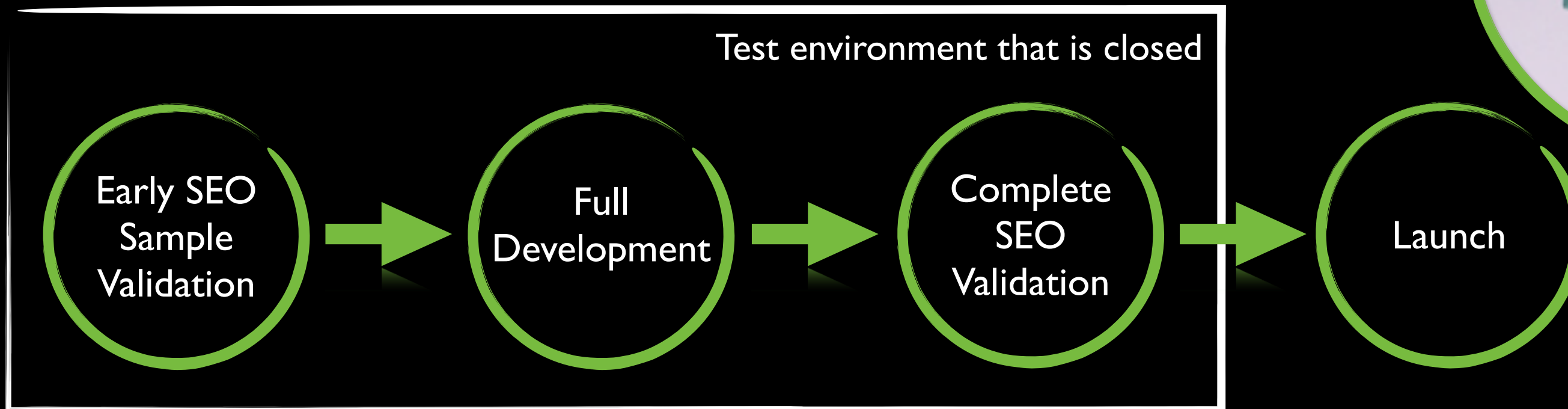


Make sure the test environment is not only disallowed through robots.txt, but requires a password.

Make sure developers understand the importance and always follow the validation workflow for any new development

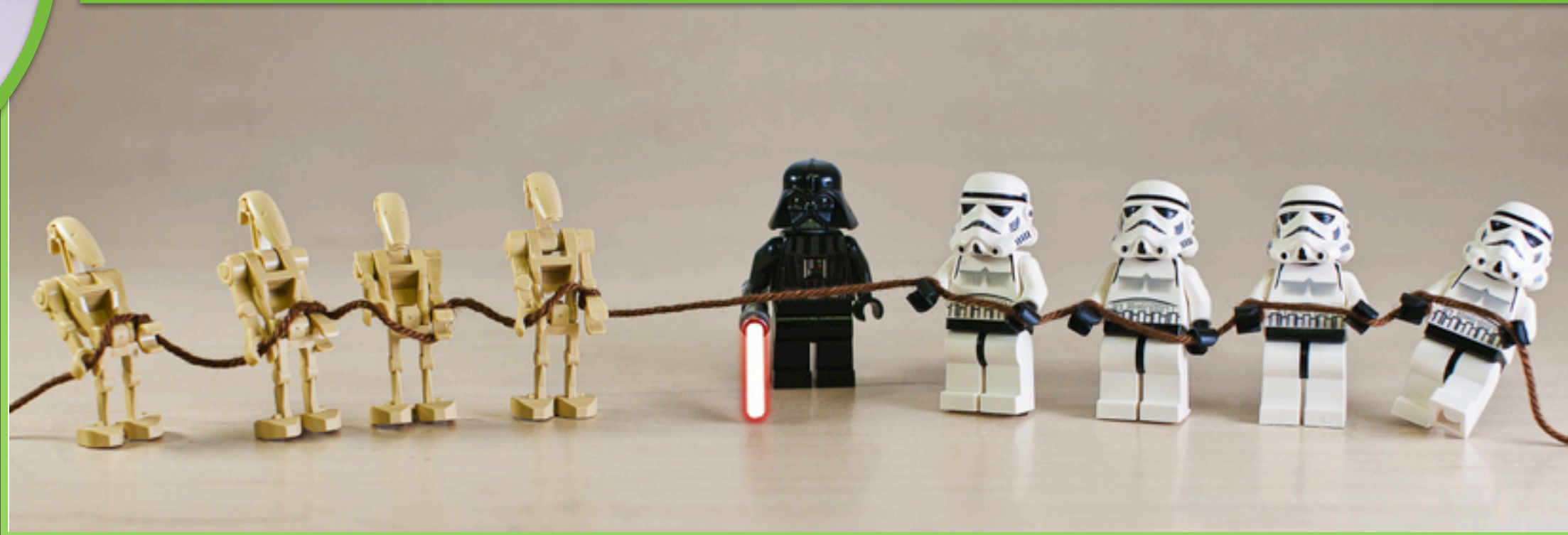


Test environment that is closed





1st tip to enhance development performance:
Gamify the SEO Implementation to encourage
and get developers more involved



Create internal challenges for the fastest or most efficient developer with SEO implementations.



2nd tip to enhance development performance:
Developers should include SEO implementation
as part of their work objectives



Agree with the Development Manager that the SEO implementation is included as part of developers' objectives.



3rd tip to enhance development performance:
Provide feedback to developers about SEO
results' achievement to get them involved

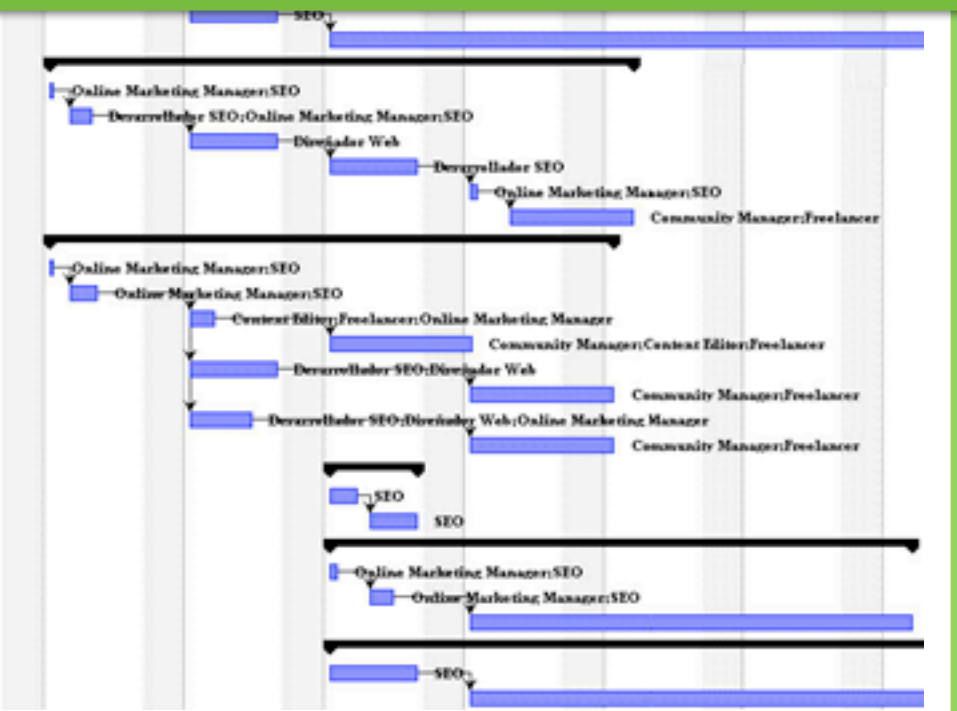


Provide constant feedback to make them feel they're part of the business success of the SEO Project.



4th tip to enhance development performance:
Use tools to facilitate workflow, communication
and coordination internally and externally

Definición de sitios relevantes y acciones por país para realizar acuerdos de colaboración	5 days? 10/10/11 8:00	17/10/11 17:00
Contacto con sitios, negociación y realización de acuerdos de colaboración	45 days? 10/10/11 8:00	9/12/11 17:00
Lluvia de ideas para acordar widgets a crear para cada país	21,5 days? 26/09/11 8:00	25/10/11 13:00
Definición de requisitos y funcionalidades de los widgets	0,5 days? 26/09/11 8:00	26/09/11 13:00
Diseño de widgets	1,333 days? 27/09/11 8:00	28/09/11 10:40
Programación de widgets	5 days? 3/10/11 8:00	7/10/11 17:00
Validación de widgets	5 days? 10/10/11 8:00	14/10/11 17:00
Publicación, Promoción y Distribución de Widgets	1 day? 17/10/11 8:00	17/10/11 17:00
	4,5 days? 19/10/11 8:00	25/10/11 13:00
Lluvia de ideas para acordar Contenido, Infografías y Concursos a crear para cada país	20,5 days? 26/09/11 8:00	24/10/11 13:00
Definición de requisitos, características y condiciones de Contenido, Infografías y concursos	0,5 days? 26/09/11 8:00	26/09/11 13:00
Desarrollo de Contenido	2 days? 27/09/11 8:00	28/09/11 17:00
Publicación, Promoción y Distribución de Contenido	1,667 days? 3/10/11 8:00	4/10/11 14:20
Diseño y Programación de Infografías	5,333 days? 10/10/11 8:00	17/10/11 10:40
Publicación, Promoción y Distribución de Infografías	5 days? 3/10/11 8:00	7/10/11 17:00
Desarrollo de Concursos	5,5 days? 17/10/11 8:00	24/10/11 13:00
Publicación, Promoción y Distribución de Concursos	3,333 days? 3/10/11 8:00	6/10/11 10:40
	5,5 days? 17/10/11 8:00	24/10/11 13:00
Análisis de presencia creada en Google Maps	5 days? 10/10/11 8:00	14/10/11 17:00
Optimización de enlaces y referencias creadas en la presencia creada en Google Maps	2 days? 10/10/11 8:00	11/10/11 17:00
	3 days? 12/10/11 8:00	14/10/11 17:00
Verificar criterios para realizar solicitud de enlaces a clientes	21,5 days? 10/10/11 8:00	8/11/11 13:00
Identificar mecanismo para la inclusión del enlace	1 day? 10/10/11 8:00	10/10/11 17:00
Realizar envío de emails a través de solicitud de enlace masiva	1,5 days? 12/10/11 8:00	13/10/11 13:00
	16,5 days? 17/10/11 8:00	8/11/11 13:00
Identificar blogs de autoridad por país que generen backlinks cuando se enlazan	45 days? 10/10/11 8:00	9/12/11 17:00
Publicación de entradas en los blogs de cada país con enlaces hacia los blogs identificados	5 days? 10/10/11 8:00	14/10/11 17:00
	40 days? 17/10/11 8:00	9/12/11 17:00



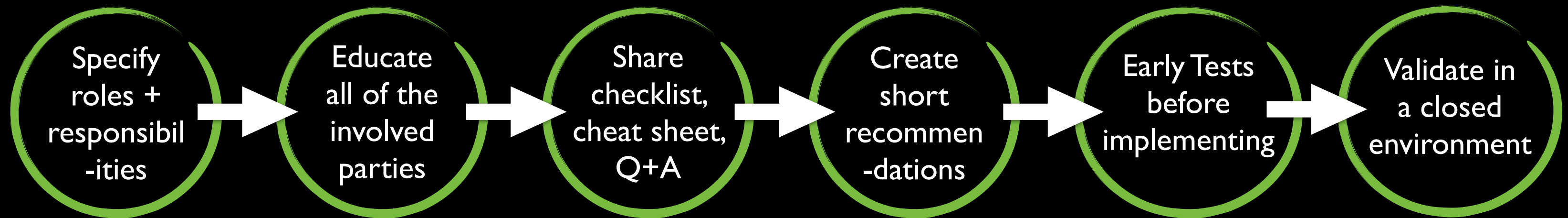
Use the most suitable tool for your situation:Asana, RedMine, BaseCamp,Trello, IceScrum, Google Docs.



Example: Create an easy to follow SEO Tasks schedule to share with the team, prioritize and track implementations

No.	SEO Recommendations	Status	Implementation Time	Priority	Page No. In SEO recommendations	To be Implemented	Sprint No.	Start	Finish
1									
1.1		No Optimizado	Mucho	10	Página 8				
1.2		No Optimizado	Muy Poco	8	Página 11				
1.3		No Optimizado	Mucho	9	Página 15				
13.1		Sin Optimizar	Medio	4	Página 84		2,3,4	26/09/11	21/11/11
13.2		Sin Optimizar	Poco	4	Página 84		2,3,4	26/09/11	21/11/11
1.1		Sin Optimizar	Mucho	10	Página 8		5,6,7		
2									
2.1		Medianamente O	Medio	25	Página 21		11,12		
2.2		Medianamente O	Medio	26	Página 24		11,12		
2.3		Medianamente O	Medio con limitacion	27	Página 26		11,12		
2.4		Medianamente O	Medio	28	Página 28		11,12		
3									
3.1		Sin Optimizar	Muy poco	11	Página 30		1	18/08/11	06/09/11
3.2		Medianamente O	Muy Poco	13	Página 31		1	18/08/11	06/09/11
3.3		Medianamente O	Muy Poco	16	Página 31		2	12/09/11	23/09/11
3.4		Medianamente O	Muy Poco	14	Página 31		2	12/09/11	23/09/11
3.5		Medianamente O	Muy Poco	15	Página 32		2	12/09/11	23/09/11
3.6		Medianamente O	Muy Poco	17	Página 33		2	12/09/11	23/09/11
4									
4.1		Medianamente O	Muy Poco	12	Página 35		1	18/08/11	06/09/11
4.2		Medianamente O	Muy Poco	32	Página 35		11		
4.3		Medianamente O	Con Back / Muy Poo	39	Página 35		12,13		
4.4		Medianamente O	Con Back / Muy Poo	37	Página 36		12,13		
4.5		Medianamente O	Poco	38	Página 36		12,13		
4.6		Medianamente O	Con back / Muy Poo	40	Página 36		12,13		

Include priorities, deadlines and tasks responsables. Use colors to specify execution status.



Gamify Implementation + Include SEO as Developers' Objectives + Keep Developers updated + Support with Tools





Follow this roadmap and
the developers'
performance and results
improve they should.
Yes, hmmm.

Thanks, Yoda!
I see how important it is...



Remember, always EDUCATE + VALIDATE to
effectively advance in the SEO implementation.
Hmmmmmm.





OK! Which other issue
have you experienced?

There's this other...



Episode III

The SEO Process with no control





My 3rd Problem:
Changes were implemented together,
late and in a hurry, so we never knew
what had specifically worked or not.



Who knows what has happened here?

Do you recognize this situation?



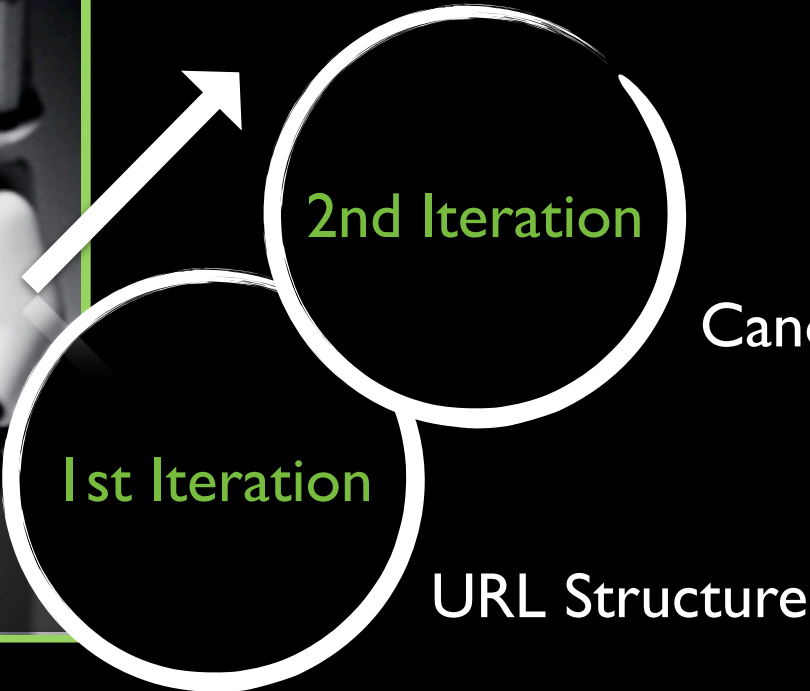
Help you I can!
**DOCUMENTATION +
AGILIZATION**
essential is to avoid this...
Yes, hmmm.



Define short incremental iterations for SEO updates focusing on a specific set of elements each time.



It's faster to advance and easier to control effects, possible issues and verify if you're advancing as wished.



Don't try to cover too many different areas at the same time. Focus on one aspect per iteration.

Document all SEO related activities and create an easy to reach and well organized shared repository with the SEO related information



From the initial SEO assessment to the keyword research, on-page implementations, link building, rankings, etc.

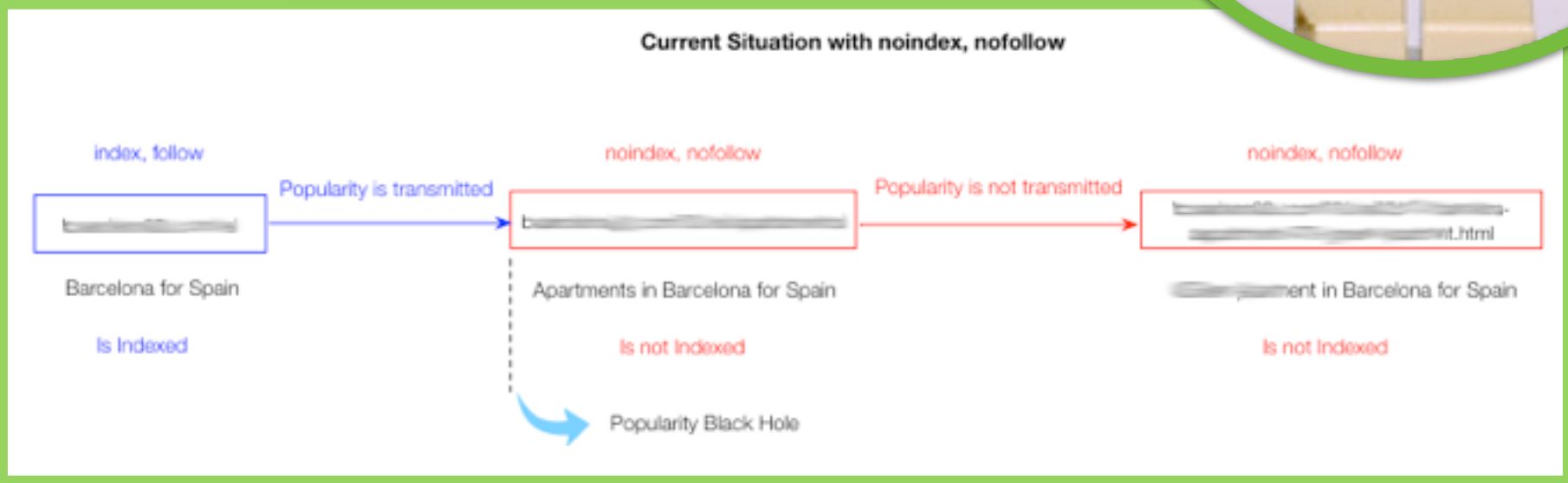


Make these documents available to all of the involved parties of the SEO process.

Provide examples along your SEO recommendations with screenshots or mockups for each scenario to avoid ambiguity

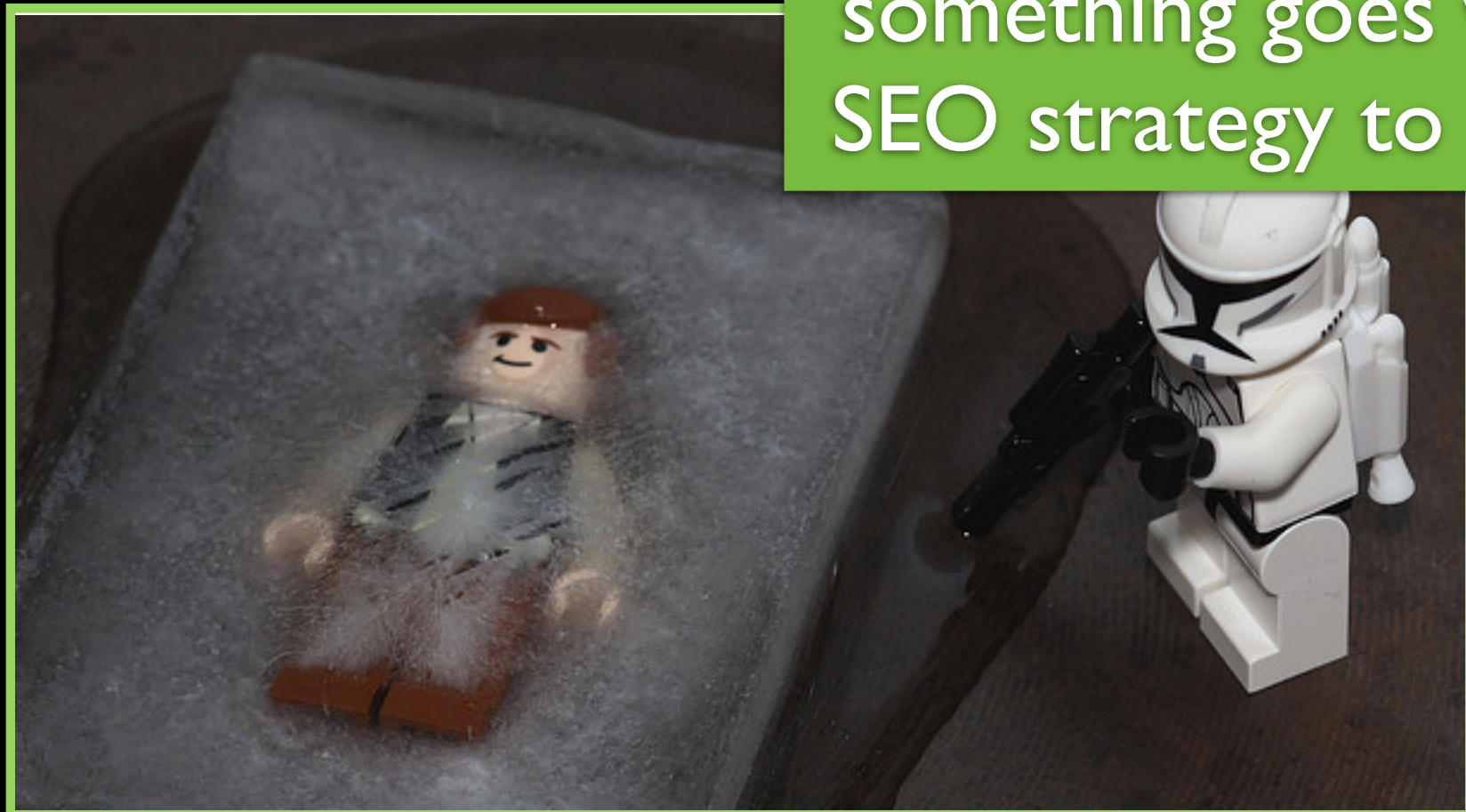


```
Código fuente de: http://
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD
2 <html>
3 <head>
4 <title>
5 <meta name="description" content="A"
6 <meta name="keywords" content="a"
7 <meta name="robots" content="noindex, nofollow, noarchive" />
8 <link rel="icon" href="/add-ons/img/common/favicon.ico" type="image/x-ico
9 <link rel="stylesheet" href="/add-ons/css/common/default.css" type="text/css"
10 <meta http-equiv="content-language" content="ES" />
11 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
```



It's easier to understand and you have an archive of what happened at each time. Use Mockingbird for mockups.

Have a backup plan in case something goes wrong, from the SEO strategy to implementation.



Coordinate with the areas involved in the SEO Process to have backups and contingency plans for the identified risks.

Develop an SEO reporting system that is consistent with KPIs for every stage of the process that is sent monthly

Easy to Understand
Color Indicators



Trend	KPIs	Our Site	Competitor	Previous Month	Previous Year
Rankings					
+	Site Authority	85	82	82%	78%
-	Total Ranked Keywords	2,500,000	2,400,000	90%	85%
=	Top 10 Keywords Rankings	15	18	90%	80%
-	Long Tail Keywords Rankings	1,200	1,100	93%	88%
-	Total Indexed Pages	1,000,000	950,000	95%	90%
+	Incoming External Links	1,500	1,400	95%	90%
Traffic & Conversions					
+	Total SEO Visits without Brand	100%	NA	100%	95%
+	Total SEO Conversions without Brand	100%	NA	98%	90%
+	Brand SEO Visits	100%	NA	100%	98%
+	Brand SEO Conversions	100%	NA	98%	90%
Social Signals					
+	Total Referring Tweets	100	95	100%	95%
+	Total Facebook Likes	100	95	100%	95%
+	Total Google +1's	100	95	100%	95%

Provide context for KPIs (% of Total, compared with previous month or previous year)

Explain how the indicators work and should be interpreted to make decisions. Include your own recommendations.



1st tip to enhance SEO documentation:
Automate SEO reporting and tracking



Like Web based SEO ranking tools like SEScout,
Authority Labs or Google Analytics Alerts

Easy to use, accessible, reliable tools that help you to automate SEO reports, from rankings to traffic and conversions.



2nd tip to enhance agilization:
Group iterations according to the SEO Goals and elements to be optimized, starting with fundamentals



No.	SEO Recommendations	Implemented by	Sprint No.	Start Date	End Date
14	Enlazado Interno				
14.1	Actualización de enlaces a versiones de URLs originales		4,5	10/10/11	04/10/11
14.2	Actualización de enlaces de Migas de Pan		4,5	10/10/11	04/10/11
14.3	Eliminación de exceso de enlaces de Portada		4,5	10/10/11	04/10/11

By optimizing each type of element or related elements together, it's easier to track errors and effects.



3rd tip to enhance agilization:
Don't use agile only for technical optimization but
also for content optimization and link building



Type	Objective	Difficulty	To be developed by	Content	Programming	Sprint No.
Creación y Distribución de Artículos	Anchor Text Relevantes y Diversidad de Dominios	Medio	Freelancer	Si	No	1 a 12
Promoción en Redes Sociales y Comunidades	Señales de Marca, Volumen de Enlaces y Diversidad de Dominios	Alto	Community Manager	Si	No	1 a 12
Promoción Blogs + Artículos	Enlaces de Calidad	Alto	Partners	No	No	2,4,6,8,10
Acuerdos de Colaboración	Enlaces de Calidad	Medio	Online Marketing Manager	Si	Si / No	6 a 12
Linkbaiting (Concursos, Widgets e Infografías)	Volumen de Enlaces, Anchor Text Relevantes y Diversidad de Dominios	Alto	Online Marketing Manager	Si	Si	1 a 12

Align all of the SEO activities to integrate and do synergy along the different SEO stages.



Example: Create custom SEO reports in Google Analytics and configure them to be sent by email at any frequency

Configure SEO reports focused on organic traffic performance:

- Visits
- Landing Pages
- Keywords
- Conversions

Edit Custom Report

General Information

Title: Tráfico SEO - Conversiones - Contactos en Español

Report Content

Report Type: Por Landing Page

Name: Por Landing Page

Type: Explorer

Metric Groups

Grupo de métricas

Visits, Bounce Rate, Pages / Visit, Goal Conversion Rate

Dimension Drilldowns

Landing Page, Keyword

Filters - optional

Include - Medium, Exact - organic

Email Report: Tráfico SEO - Conversiones - Contactos en Español

From: aleydasolis@gmail.com

To: [Empty]

Subject: Google Analytics: Tráfico SEO - Conversiones - Contactos en Español

Attachments: CSV - TRAFICO SEO - CONVERSIONES - CONTACTOS EN ESPAÑOL

Frequency: Weekly, Day of Week: S M T W T F S

ADVANCED OPTIONS

Send Cancel

Take a look at <http://www.aleydasolis.com/en/web-analytics/seo-traffic-reports-google-analytics/>



Example: Create custom SEO alerts in Google Analytics and configure them to be sent when matching a criteria you set

Configure SEO alerts to send an email informing automatically when the organic traffic behavior changes according to the criteria you have set.

Profiles Tracking Code Property Settings Social Settings

Profile: + New Profile

Assets Goals Users Filters Profile Settings

Asset > Custom Alerts >
Edit an Alert

Alert name:

Apply to: and

Period:

☒ Send me an email when this alert triggers. Also include

☐ Setup your mobile phone to receive a text message about Intelligence Alerts

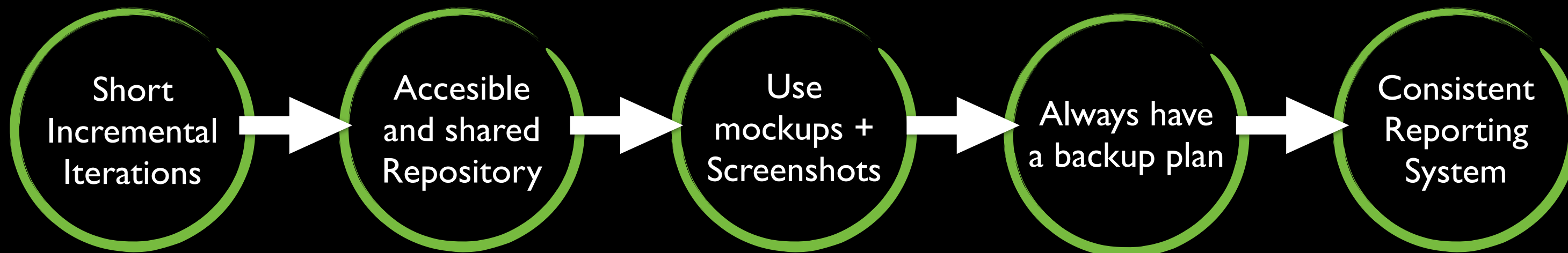
Alert Conditions

This applies to

Alert me when

Condition	Value	Compared to
<input type="text" value="% decreases by more than"/>	<input type="text" value="20 %"/>	<input type="text" value="Same day in the previous year"/>

Take a look at <http://youtu.be/FHzjTrabbC8>



Automate reporting + Group iterations according to SEO goals + Use agile for any SEO activity





Follow this roadmap, and it
will be easier to meet the
times and track the SEO
work results.
Hmmmmmm

Thanks, Yoda!
I'll start now...



Remember, always DOCUMENT + AGILIZE you must. Or never know what worked or not, you will. Yeesssssss.

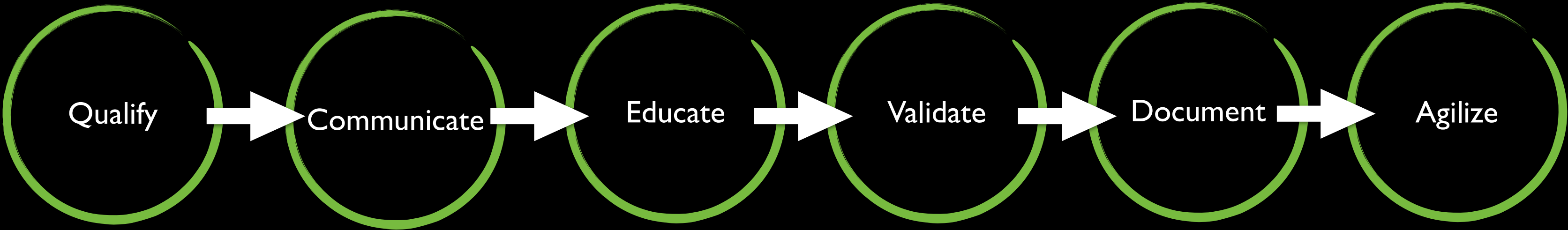


What is this? Can I already
feel the #seoPM Force?



Can you feel it too?

Wake Up and Remember! If you keep these guidelines into consideration along your SEO project, you will have much more chances to be sucessful



The SEO Project



... Nonetheless, have you already realized the most fundamental aspect in an SEO Project?

What is it, Master Yoda?





An SEO Project is always ultimately about the PEOPLE.
The PEOPLE is the key!



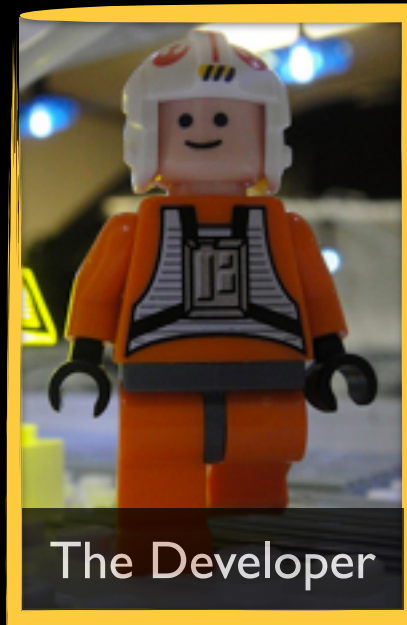
The Director



The Salesperson



The Writer



The Developer



The SM



The User

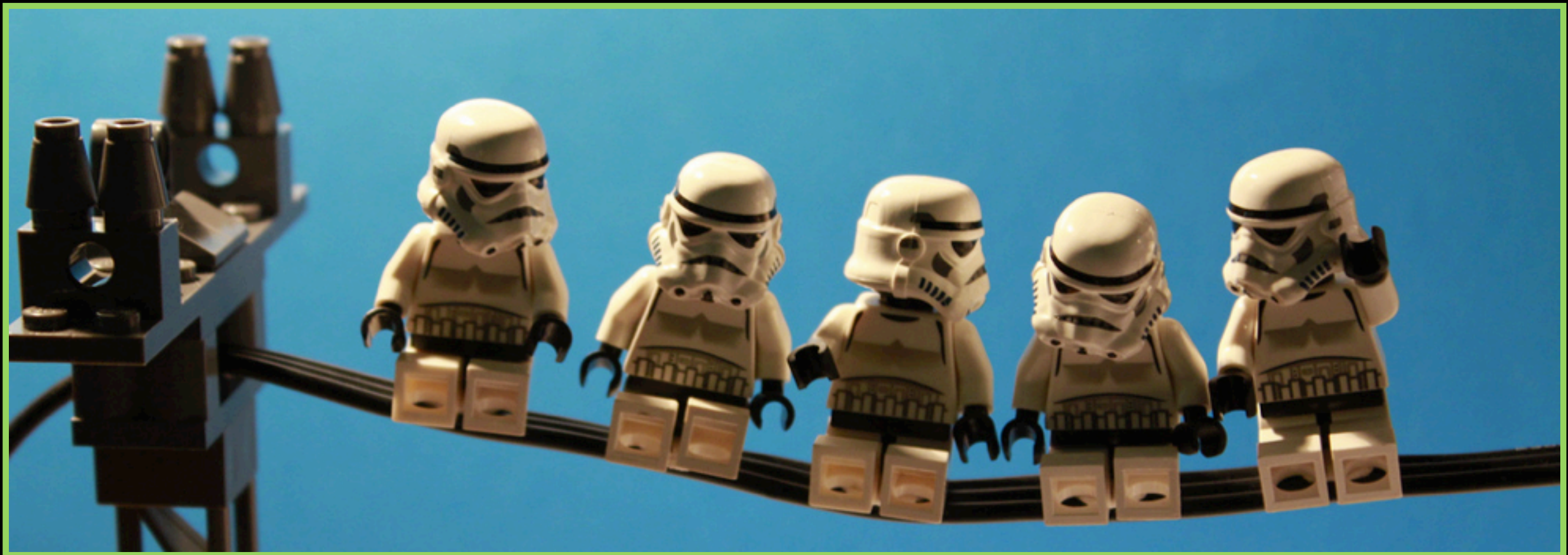


You

Are you paying enough attention to the people in your SEO projects?



Make sure you understand and connect with the PEOPLE to work well together and reach your shared goals.



Interact with each one of the team members and your SEO projects' stakeholders.



As you can see, there are no magical tricks but good practices and consistent work. Now is up to you...

Too much work!



You can do it if you propose to!

If you continue handling your SEO Projects as before you will always suffer from the same issues...



Stop!

I know I can do #seoPM

... and you can too!

It's time to change. This is your opportunity. Start now.

Not in a long time in this galaxy...

Episode IV
A New #seoPM Hope

The #seoPM revolution it's about to start...

The #Mozcon army is in charge!

Thank you.

There is hope with you ahead for #seoPM...Thanks!



Q & A

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