



Stress-free Website Redesign for Search and Social

Dana Lookadoo

Join us on Twitter at #Mozinar
Questions or problems? Email community@moz.com



Yo! Yo! SEO

Word-of-Mouth SEO — Optimize your online conversation

SEO Audits & Consulting

Website Re/design Strategy

Content Development

SEO & Social Media Training



Dana Lookadoo . SEO Consultant

<http://yoyoseo.com/> • [@YoYoSEO](https://twitter.com/YoYoSEO)

@lookadoo



What We're Going to Cover

What to expect with a site redesign

Goal setting & data collection

Auditing the current site

Personas & surveying your audience

Keyword strategy, IA, content & design

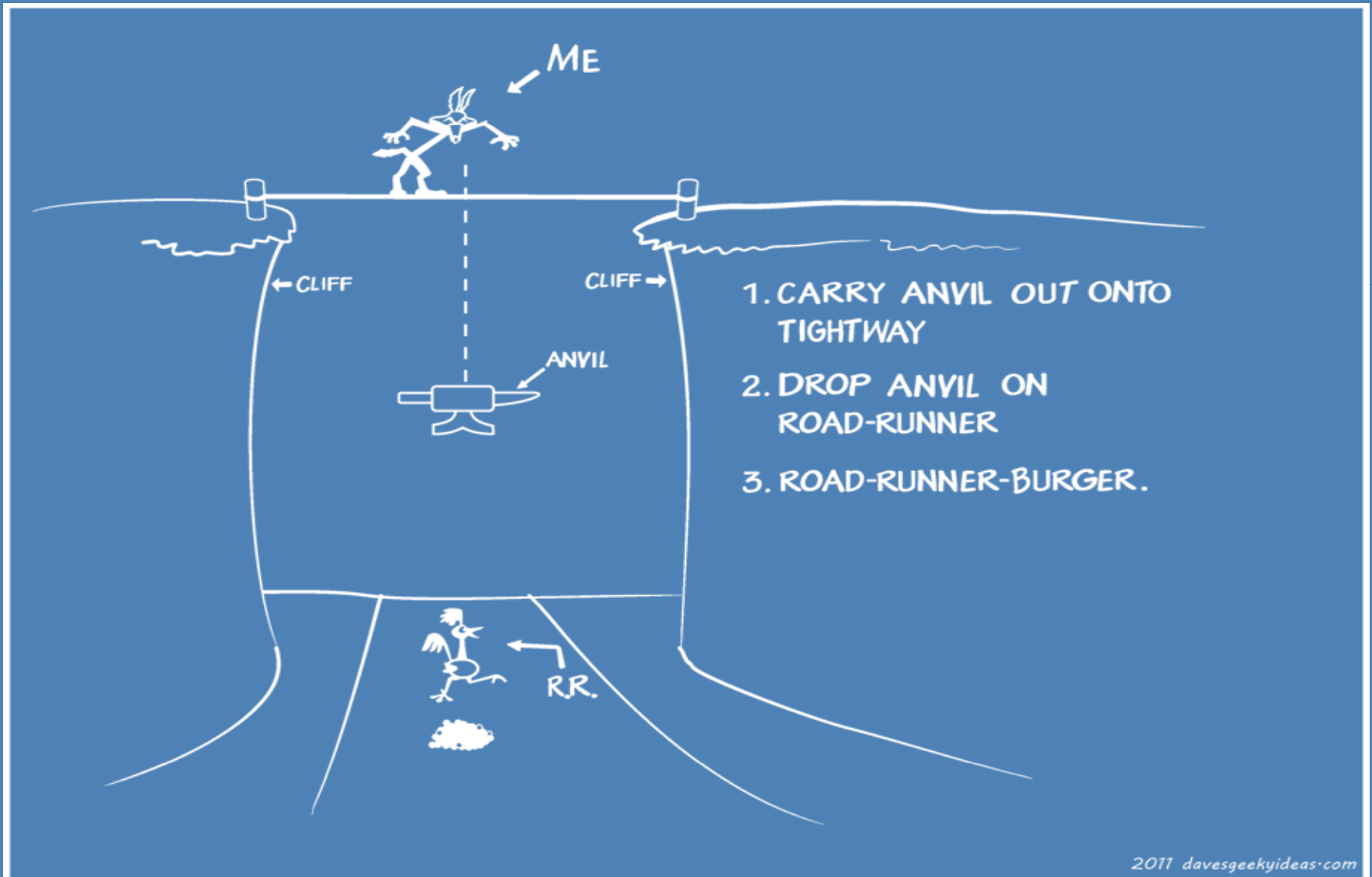
SEO-friendly CMS & WordPress plugins

QA, testing & launch “gotchas”

Looking good in social

BONUS: Free Excel worksheets!

Plan Your Work. Work Your Plan!



A Relaunch Takes Planning!



@netmeg
netmeg

A RELAUNCH TAKES PLANNING!!!
AAAAAAHHHHHH!!! #clients

16 minutes ago via Seesmic ☆ Favorite ↻ Retweet ↩ Reply ≡ Buffer



@StuartLivesey
StuartLivesey

@netmeg planning for a relaunch? That should take all of 5 minutes - at least that's what most clients seem to think



Dot Calm

Planning ...

Project Management ...

Process ...

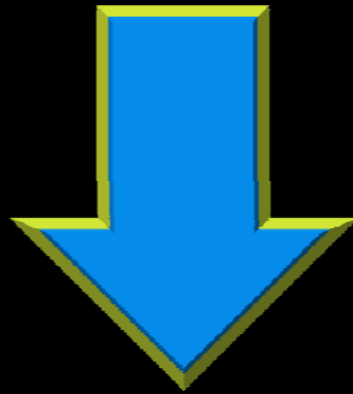
Perseverance ...

Patience ...

NO Percocet!

Mind Your Ps. Get your Q!

PRIORITIZE . . .



QUALIFIED TRAFFIC

5 Steps to Dot Calm

1. Goals & Data Collection
2. Site Structure & Content
3. Visual Design
4. Site Development
5. Launch & Promote





Discovery & Data

GOALS & METRICS

AUDITS: VISIBILITY, SITE, CONTENT

PERSONAS



Migration Variables

What's going to change?

- ☑ DESIGN
- ☑ URLs
- ☑ IA STRUCTURE
- ☑ CONTENT & META
- ☑ PLUGINS & FUNCTIONALITY

*Gather all your facts BEFORE developers & designers
get their hands dirty with a redesign!*

Panda Recovery



Get rid of poor quality pages.

➡ 410 the bad apples

Improve content on the good pages.

➡ 301 redirect weaker pages to new pumped-up pages.

A redesign changes everything. Google sees your site as "new!"

Less is Better!



Achieving an SEO-Friendly Domain Migration - The Infographic

👍 73 | 👎 1

March 8th, 2012 - Posted by [Aleyda Solis](#) to [Technical SEO Issues](#)

Beware of parallel changes

Avoid to change at the same time

Platform
(CMS,
language)

Structure
(URLs
naming)

Design
(Look & Feel,
Organization)

Content
(Text
information)

Change only if necessary

Hosting
(whois data,
IP)

- * To geotarget
- * Have low performance
- * Suffer from downtime issues

Warning: These add a higher complexity to the migration process and make it harder to identify possible issues.

<http://moz.com/blog/achieving-an-seo-friendly-domain-migration-the-infographic>

Google Webmaster Checklist: How to Move Your Content to a New Location

<http://bit.ly/HowToMoveContent>

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Visitors Overview

(new & returning)

Browsers and OS

(desktop, tablet, mobile)

Map Overlay

(visitor locations)

Referring Sites

Keyword Referrals

Really? Yes + [not provided]

Webmaster Tools

(impressions, landing pages)

Baseline Metrics – Measure what's valuable to your business.



Weekly Baseline

[illegible]

Google Doc for tracking key metrics on a weekly basis!

Pages Indexed . Organic Landing Pages . Organic Traffic . Not Found Errors . Server Errors . PR . DA . PA

Thank Annie Cushing! [@AnnieCushing](#)

bit.ly/command-center

@lookadoo





Most Valuable Pages

Most Valuable Pages

Date: Jul 1, 2012 - Sep 30, 2012

Contributors: People who converted looked at these pages.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
/	8335	6502	01:12	6,121	39.32%	37.98%	\$2.00
	1502	1028	01:07	418	58.37%	32.96%	\$4.38
	1352	942	00:57	253	52.57%	22.63%	\$9.13
	1326	907	00:53	307	57.00%	36.20%	\$0.22
	1094	874	01:41	317	74.45%	40.77%	\$1.14
	1036	675	01:01	71	42.25%	21.72%	\$0.15
	735	643	01:23	132	60.61%	44.63%	\$0.62
	693	566	01:03	74	58.11%	32.61%	\$6.36
	688	489	01:45	400	60.25%	62.79%	\$0.61
	588	450	00:38	116	36.21%	21.60%	\$4.22
	584	468	02:19	429	79.49%	75.17%	\$0.21
	530	367	00:55	25	36.00%	17.55%	\$0.27
	485	369	01:09	84	52.38%	23.09%	\$10.30
	405	318	01:08	62	54.84%	24.44%	\$2.20
	354	296	04:09	156	75.00%	65.25%	\$2.03
	341	271	01:50	123	77.24%	50.44%	\$9.96
	322	254	02:09	110	83.64%	49.07%	\$4.33
	319	260	02:37	92	68.48%	51.10%	\$12.31
	319	248	01:44	99	67.68%	35.11%	\$2.42
	308	246	00:48	67	65.67%	24.68%	\$2.44
	286	243	02:39	101	54.46%	47.20%	\$4.12
	281	242	01:44	48	68.75%	41.28%	\$4.13
	266	222	01:50	65	63.08%	38.35%	\$5.41
	253	215	01:19	55	67.27%	32.02%	\$9.77
	244	197	01:30	56	78.57%	41.80%	\$1.02
	242	205	01:57	105	70.48%	47.93%	\$8.78

Pageviews . Unique Pageviews . Avg. Time on Page . Entrances . Bounce Rate . % Exit . Page Value

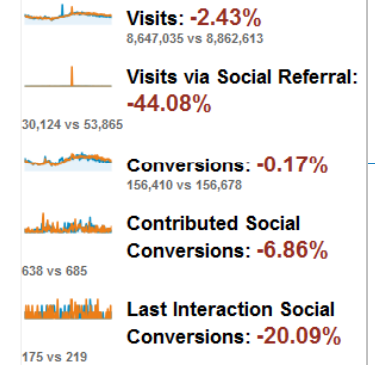
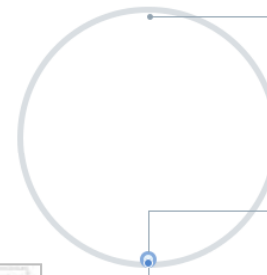
People who converted looked at these pages.



Metrics... Metrics... Metrics...

<input type="checkbox"/>	Landing Page	Visits ? ↓	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
		2.43% ↓ 8,647,035 vs 8,862,613	7.70% ↓ 6.69 vs 7.25	4.05% ↓ 00:04:46 vs 00:04:58	3.33% ↑ 49.30% vs 47.71%	8.41% ↓ 45.96% vs 42.39%
<input type="checkbox"/>	1. /					
	Sep 1, 2012 - Aug 31, 2013	631,178	13.42	00:09:2		
	Sep 2, 2011 - Aug 31, 2012	1,091,383	12.67	00:08:2		
	% Change	-42.17%	5.93%	12.68		

Social Value



Social Network	Visits	% Visits
1. YouTube		
Sep 1, 2012 - Aug 31, 2013	19,279	54.91%
Sep 2, 2011 - Aug 31, 2012	5,207	10.48%
% Change	270.25%	423.87%
2. Facebook		
Sep 1, 2012 - Aug 31, 2013	6,121	17.44%
Sep 2, 2011 - Aug 31, 2012	11,610	23.37%
% Change	-47.28%	-25.40%

Top Landing Pages . Social Impact . What people are Pinning
Compare multiple data points!

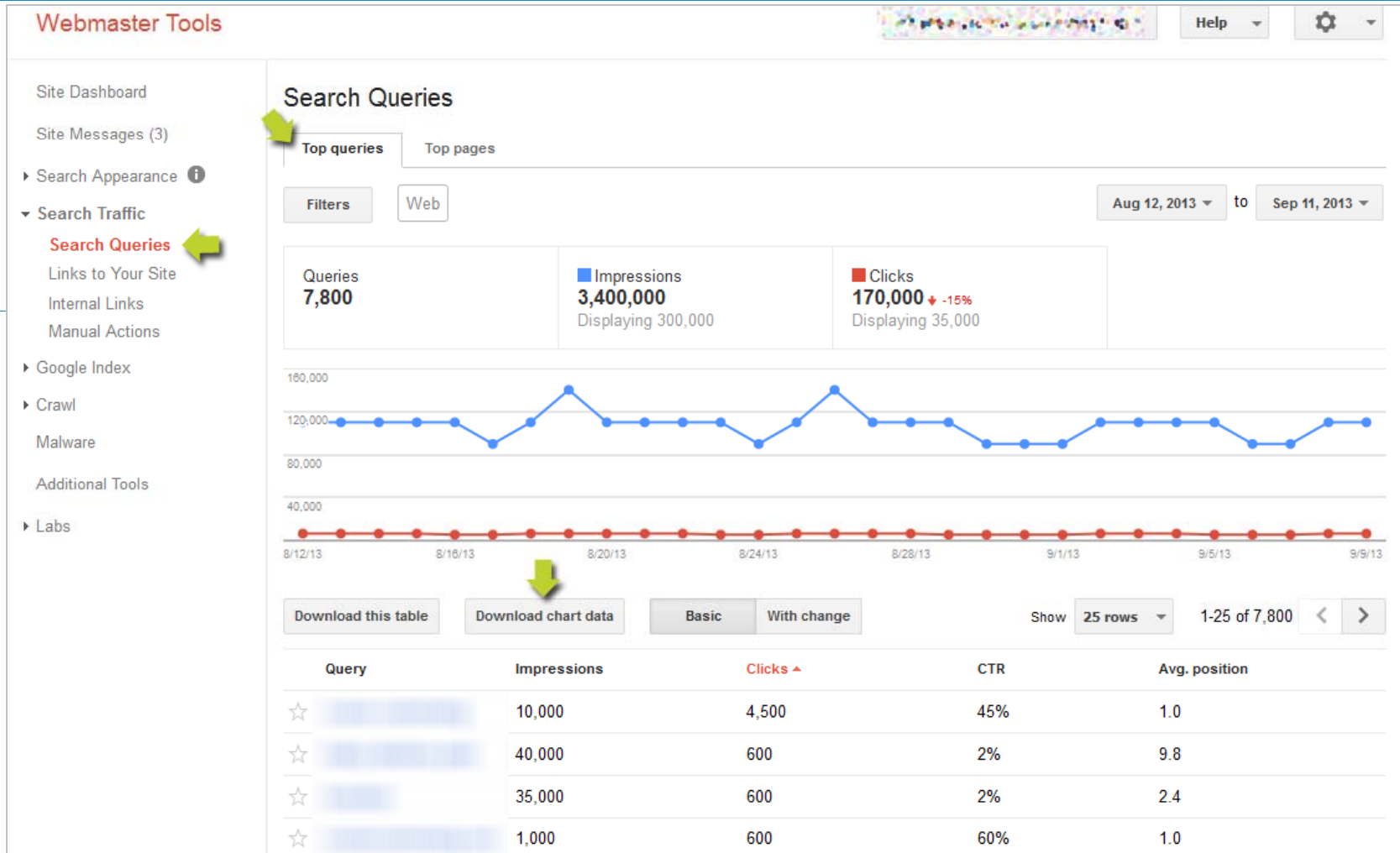


Visibility / Rankings

Keyword	Current Position	Diff	Previous Position	Search Volume	CPC	URL	Traffic (%)	Traffic Cost (%)	Competition	Number of Results
pro tour bikes	3	↑	8	5	\$1.15	http://www.bikeroar.com/articles/uci-pro-tour-team-bikes-2013	3.81	8.75	0.65	3,620,000
2013 pro tour bikes	4	↑	17	5	\$0.00	http://www.bikeroar.com/articles/uci-pro-tour-team-bikes-2013	2.96	0	0	42,800,000
dawes diploma gents	4	new	0	5	\$0.00	http://www.bikeroar.com/products/diploma-gents	2.96	0	0	11,000
best flat bar road bike	6	new	0	91	\$0.88	http://www.bikeroar.com/articles/hybrid-flat-bar-road-bikes-help	38.56	67.74	0.81	8,480,000
protour bike	8	new	0	5	\$0.00	http://www.bikeroar.com/articles/uci-pro-tour-team-bikes-2013	1.27	0	0	35,100,000
pro tour bike	8	↑	9	5	\$0.17	http://www.bikeroar.com/articles/uci-pro-tour-team-bikes-2013	1.27	0.43	0.45	45,400,000
pro tour bicycles	9	new	0	5	\$0.00	http://www.bikeroar.com/articles/uci-pro-tour-team-bikes-2013	1.27	0	0	12,700,000
dolan tuono se	10	new	0	5	\$0.00	http://www.bikeroar.com/products/dolan-tuono-se-road-bike-sram	1.27	0	0	40,000
dawes mojave review	10	new	0	5	\$0.00	http://www.bikeroar.com/products/mojave-ladies	1.27	0	0	490,000
pro tour bicycle	10	new	0	5	\$0.00	http://www.bikeroar.com/articles/uci-pro-tour-team-bikes-2013	1.27	0	0	35,700,000
dawes discovery 701	10	new	0	5	\$0.00	http://www.bikeroar.com/products/discovery-701	1.27	0	0	2,050,000
altura urban dryline	10	new	0	5	\$0.00	http://www.bikeroar.com/products/urban-dryline-briefcase-17-pan	1.27	0	0	7,000
dolan tuono se	11	new	0	5	\$0.00	http://www.bikeroar.com/products/dolan-tuono-se-road-bike-sram	1.99	0	0	40,000
altura urban 20	11	new	0	5	\$0.00	http://www.bikeroar.com/products/altura/urban-20-dryline-pannier	1.99	0	0	2,760,000
dahon ios p7	12	new	0	16	\$0.25	http://www.bikeroar.com/products/dahon-ios-p7	1.76	0.87	0.74	11,000
most puncture resistant road bike tir	12	new	0	12	\$1.13	http://www.bikeroar.com/tips/puncture-proof-my-road-bike-tire	1.32	2.98	0.83	32,000
shimano rt81 shoes	12	new	0	5	\$0.64	http://bikeroar.com/products/shimano-spd-road-touring-shoe-sh	0.55	0.7	0.63	14,000
dolan tuono se	12	new	0	5	\$0.00	http://bikeroar.com/products/dolan-tuono-se-road-bike-sram-red	0.55	0	0	40,000
hed jet 406	12	new	0	5	\$0.00	http://www.bikeroar.com/products/jet-406	0.55	0	0	4,280,000
azzurri forza	13	↓	10	5	\$0.10	http://www.bikeroar.com/articles/azzurri-forza-di2-pro-review	0.38	0.07	0.01	2,470,000
dolan tuono se	13	new	0	5	\$0.00	http://www.bikeroar.com/products/dolan-tuono-se-road-bike-shim	0.38	0	0	40,000
dawes sonoran ladies	13	new	0	5	\$0.00	http://www.bikeroar.com/products/dawes/sonoran-ladies-2011	0.38	0	0	9,000
azzurri forza	13	new	0	5	\$0.00	http://www.bikeroar.com/articles/azzurri-forza-di2-pro-review	0.38	0	0	2,570,000
dahon ciao p7	14	new	0	22	\$0.48	http://bikeroar.com/products/ciao-p7/product_reviews/new	1.3	1.25	0.65	16,000
marmite water bottle	14	↑	16	5	\$0.00	http://www.bikeroar.com/products/marmite-water-bottle	0.29	0	0	87,000
dahon flo x20	15	new	0	28	\$0.43	http://www.bikeroar.com/products/dahon/flo-x20-2011	1.18	1.01	0.64	5,000
dahon mu p7	15	new	0	22	\$0.44	http://bikeroar.com/products/mu-p7	0.93	0.81	0.68	19,000
dolan forza	15	new	0	16	\$0.10	http://bikeroar.com/products/dolan-forza-track-bike/product_revie	0.67	0.13	0.01	408,000
dawes kalahari review	15	↓	4	5	\$0.00	http://www.bikeroar.com/products/kalahari-gents	0.21	0	0	12,000
pro tour cycling teams	15	new	0	5	\$0.10	http://www.bikeroar.com/articles/uci-pro-tour-team-bikes-2013	0.21	0.04	0.32	43,000,000
dawes kalahari review	16	new	0	5	\$0.00	http://www.bikeroar.com/products/dawes/kalahari-ladies-2011	0.21	0	0	12,000
dolan preffisio review	16	new	0	5	\$0.00	http://www.bikeroar.com/products/dolan-preffisio-road-bike-sram	0.21	0	0	7,000
giant anthem	17	new	0	590	\$0.26	http://www.bikeroar.com/articles/review-of-giant-anthem-x29-adv2	20	10.38	0.21	20,000,000
kenda kranium	17	new	0	28	\$0.28	http://www.bikeroar.com/products/kranium	0.94	0.53	0.22	5,000
azzurri bikes	17	new	0	16	\$2.24	http://www.bikeroar.com/articles/azzurri-forza-di2-pro-review	0.54	2.42	0.12	504,000
sram mrx pro	17	new	0	12	\$0.23	http://www.ipv6.bikeroar.com/products/sram-mrx-pro-twist-shifter	0.4	0.18	0.53	63,000
dawes kalahari review	17	new	0	5	\$0.00	http://www.bikeroar.com/products/dawes/kalahari-gents-2011	0.16	0	0	12,000
dolan tuono	17	new	0	5	\$0.10	http://www.bikeroar.com/products/dolan-tuono-sl-road-bike-shim	0.16	0.03	0.02	17,000
hed 3 track	17	new	0	5	\$0.00	http://www.bikeroar.com/products/hed-3-rear-track-axle-kit-thread	0.16	0	0	5,850,000



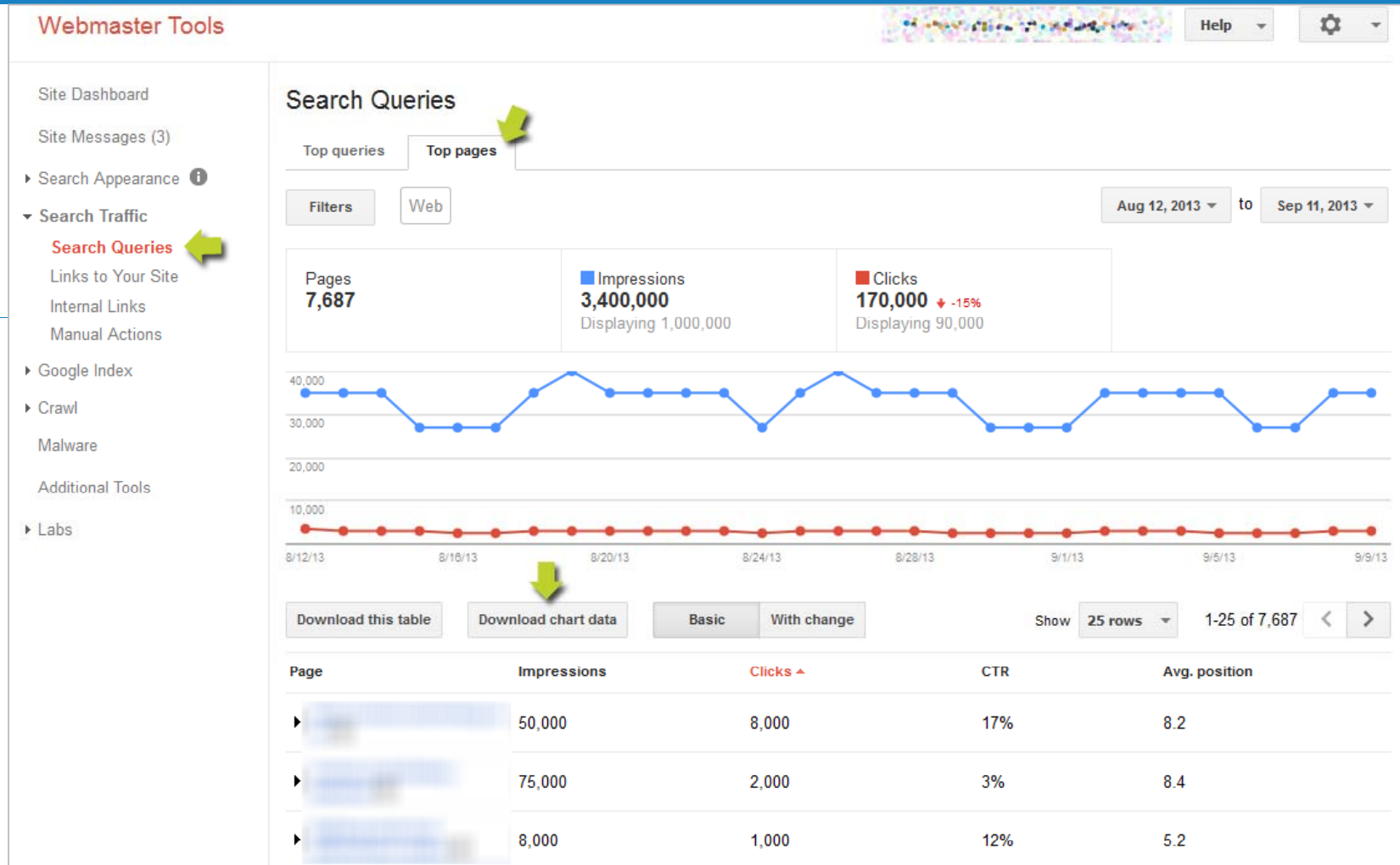
Most Popular Queries



Google Webmaster Tools – Impressions, Clicks, CTR, Positions



Most Popular Pages



<http://www.google.com/webmasters/tools/>

<http://www.bing.com/toolbox/webmaster>



MOZ
OPEN SITE EXPLORER

Recent CSV Reports ? Help Hello, Dana Lookadoo Log Out Campaigns & Tools

http:// Search

+ Compare up to 5 sites

Domain Metrics: Domain Authority **29**/100

Page Metrics: Page Authority **40**/100 Linking Root Domains **38** Total Links **2,240** Facebook Shares **45** Facebook Likes **29** Tweets **6** Google +1s **236**

Just-Discovered Links index updated continuously. Last Mozscape index update: September 10, 2013. Next Mozscape index update: October 8, 2013.

Inbound Links **Top Pages** Linking Domains Anchor Text Compare Link Metrics Advanced Reports Just-Discovered beta

1 - 50 of the top pages on www.bikeroar.com/ First 1 2 3 4 5 6 Export to CSV (Limit 10,000)

Page Title & URL	Page Authority ▼	Linking Root Domains	Inbound Links	HTTP Status	FB Shares / Likes	Tweets	Google +1s
Compare, Buy, Ride & Rate - BikeRoar www.bikeroar.com/	40	38	2,240	200	45 / 29	22	236
Token Heggset Review - BikeRoar www.bikeroar.com/articles/token-heggset-review	29	2	187	200	2 / 4	7	0
Contact Us - BikeRoar www.bikeroar.com/contact-us	28	2	1,931	200	0 / 0	0	0
Local Bike Store list WA, - BikeRoar www.bikeroar.com/stores	28	2	1,931	200	1 / 0	17	0

Top Pages > Export CSV . Sort by Inbound Links, Page Authority, Linking Root Domains
Bonus Metrics: Status Codes, Facebook Shares/Likes, Tweets, Google+1s

<http://www.opensiteexplorer.org/>



Competitive Benchmarks

Domain Benchmark - SEO+SEM

	YourDomain.com	Competitor1.com	Competitor2.com	Competitor3.com
SEO Rank	16,478	6,063	4,144	3,949
Paid Visibility	464	1,526	1,778	3,181
SEO Visibility	3,358	10,272	15,535	16,339
Organic Keywords	7,817	12,616	17,681	11,683
Top 10 Organic Keywords	1,821	3,190	5,572	4,003

Domain Benchmark - Links

	YourDomain.com	Competitor1.com	Competitor2.com	Competitor3.com
Backlinks	204,571	60,057	313,929	63,182
Latest Backlinks	346	69	474	302

	YourDomain.com	Competitor1.com	Competitor2.com	Competitor3.com
Page Strength (SPS)	4.40	4.80	4.40	5.10
Referring IP-C-Class	971	1,571	1,117	1,237

Market Share



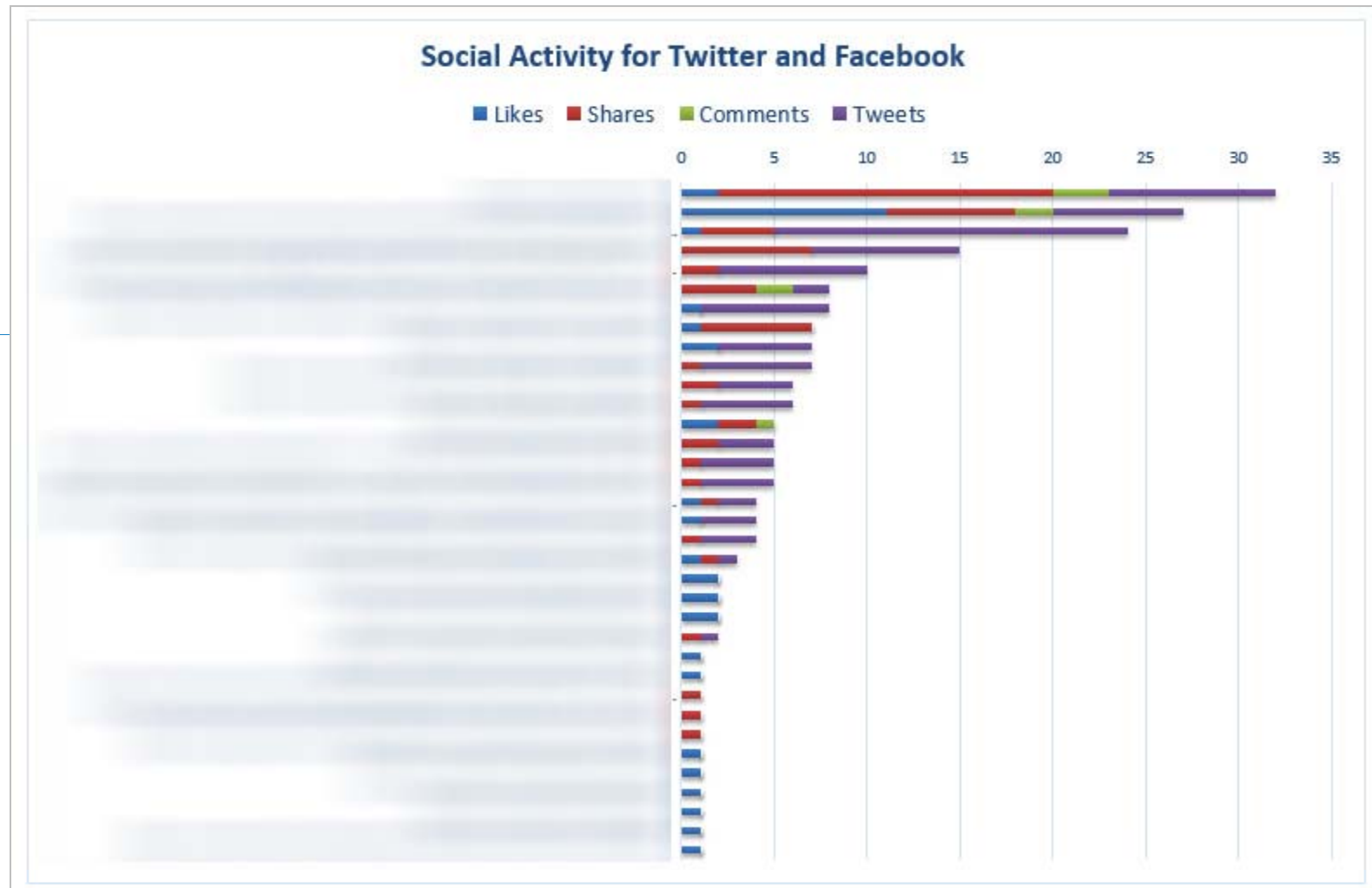
Competitive Social

Domain Benchmark - Social +				
	YourDomain.com	Competitor1.com	Competitor2.com	Competitor3.com
Social Visibility	119,495	71,728	100,501	101,324
Social Links	37,051	29,332	38,013	44,897
Social Links / Week	36,194	28,041	36,271	44,189
Facebook Links	13,753	26,736	30,464	43,621
Facebook Likes	6,196	4,535	11,806	25,085
Facebook Shares	6,054	16,507	12,965	11,230
Tweets	2,547	1,267	3,107	749
Google Plusones	20,530	958	4,324	432

<http://www.searchmetrics.com/en/>



Social Activity



Likes . Shares . Comments . Tweets



By Channel



Organic Search Visits . Social Interactions & Followers . Links . Brand & Mentions

<http://analytics.moz.com/>

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Pre-Op



Hit by Panda? Penguin?



<http://www.barracuda-digital.co.uk/penguin-tool/>





SEO Auditing

SEOBOOK | PageRank | 56 | 892 | 82 | 116 | 298 | 5 | Comp. | X |

Disable | Cookies | CSS | Forms | Images | Information | Miscellaneous | Outline | Resize | Tools | View Source | Options

Page: PA: 40 | 2,240 links from 38 Root Domains | Root Domain: DA: 29 | 190,619 links from 46 Root Domains

Page Analysis

http://www.bikeroar.com/

Page Elements | Page Attributes | Link Data

General Attributes

Page Attributes	Data
Meta Robots	Not Found
Rel="canonical"	Not Found
Page Load Time	5.01s
Google Cache URL	http://google.com/search?q=cache:ht
IP Address	141.101.124.70
Country	Europe

On-Page Links

Link	Count
Internal Followed Links	89

Page Analysis

http://www.bikeroar.com/

Page Elements | Page Attributes | Link Data

On-Page Elements

Tag/Location	Content
URL	http://www.bikeroar.com/
Page Title	Compare, Buy, Ride & Rate - BikeRoar
Meta Description	BikeRoar - compare, buy, ride and rate. Road Cyclin riding your bike. Featuring buying advice, worlds lar database, price comparison and where to get the bi
Meta Keywords	Not Found
H1	Not Found
H2	Buying Tips View All
HTML Text	<![CDATA[try(function(a){var b="http://",c="ww...
Text to Code Ratio	21.90%

Page Analysis

http://www.bikeroar.com/

Page Elements | Page Attributes | Link Data

Link Metrics

	URL	Subdomain	Root Domain
		www.bikeroar.com	*.bikeroar.com
Page Authority (PA)	40	Domain Authority (DA)	29
MozRank (mR)	4.65	Domain MozRank (DmR)	3.55
MozTrust (mT)	5.63	Domain MozTrust (DmT)	4.05
Total Links	2,240	Total Links	21,436
External Followed Links	102	External Followed Links	692
Internal Followed Links	1,931	Linking Root Domains	45
Linking Root Domains	38		46

Page Analysis . Site Authority . Broken Links . Crawl Errors . Algo Hits

<http://tools.seobook.com/seo-toolbar/>
<http://chrispederick.com/work/web-developer/>

<http://moz.com/tools/seo-toolbar>
<http://home.snafu.de/tilman/xenulink.html>

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[Home](#)
[Store Directory](#)
[Meet the Team](#)
[About Us](#)

[Sign In](#)
[Register](#)

[Bike Roar](#)

[Follow us on Facebook](#)
[Follow us on Twitter](#)
[Follow us on Google +](#)
[Read our RSS](#)

[Advanced Product Search](#)
[Buy Local](#)
[Buying Tips](#)

Product Keywords Search
Year ☐ All ☐

2011 ☐ 2012 ☐ 2013 Brand

Category

Response

Response-Code200 (OK)

Text Information

Words2345

Internal Links78

External Links9

Nofollow Links0

Head

titleCompare, Buy, Ride & Rate - BikeRoar
(36 Characters)

descriptionBikeRoar - compare, buy, ride and rate. Road Cycling, MTB, Commuting or just riding your bike. Featuring buying advice, worlds largest bicycle product database, price comparison and where to get the best deals.
(210 Characters)

csrf-tokenfkuxsuE9ExL/Ef4NVUwcvT3rlfaXT2PB+glmqPk6Q1Q=

csrf-paramauthenticity_token

SERP Preview

Compare, Buy, Ride & Rate - BikeRoar
<http://www.bikeroar.com/> - Cached

BikeRoar - compare, buy, ride and rate. Road Cycling, MTB, Commuting or just riding your bike. Featuring buying advice, worlds largest bicycle product ...

<http://www.browseo.net/>





- ☒ internal
- ☒ external
- ☒ nofollow

SEMANTIC STRUCTURE

Use Headings for **content structure**.

Pages should be structured in a **hierarchical manner**.

Heading 1

Heading 2

Heading 2

Heading 3

Heading 2

DO NOT use text formatting to achieve visual (fake) evidence of structure.

Use **lists** correctly.

, , and <dl> also convey a hierarchical content structure.

Headings

H3 Product Search
H3 Buy Local
H3 Buying Tips
H2 Buying Tips View All
H3 What is the difference between a \$60 and \$300 cycling helmet?
H3 Cleaning and lubricating your MTB fork
H2 Hot Topics View All
H3 What to expect as a commuting cyclist - Part 1: The decision
H3 See the Latest and Greatest: Industry events now open to consumers
H2 Featured ProductsView All
H2 Infinity Aero
H2 Vector
H2 Edge 810 Performance Bundle
H2 Speedmax CF 9.0 Pro
H2 Aeroad CF 7.0 SL
H2 Adamo Podium
H2 Sirius Sport
H2 GatorSkin
H2 CrossMark
H2 Econom HL-EL340
H2 More Buying Tips View All
H3 Roof racks and bike carriers - Which is best?
H3 The 5 best new handlebar mounts for cycling computers and smartphones
H3 What to look for in a Touring Bike
H3 The Commuter - What to look for in a good commuter bike
H2 More Hot Topics View All
H3 Why we love La Vuelta
H3 Pitfalls when kitting out the family
H3 Why are 29ers Booming?
H3 The family cyclist: The bikes are just the beginning. What else do I need?
H2 Subscribe
H2 Terms and Conditions
H3 SUBSCRIBE
H2 Read our RSS



<http://webaim.org/techniques/semanticstructure/>



Site Analysis Report

Dashboard

Back to Reports | Report ▾ | Query ▾

Summary

Violations

Violations Summary

Pages with Most Violations

Violation Categories

Violation Levels

Content

Performance

Links

Violations Summary

Violation Title	Violation Level	Violation Cate...	Count
✖ The page contains broken hyperlinks.	Error	SEO	2,469
✖ The URL for the hyperlink is broken.	Error	SEO	309
✖ The page contains multiple canonical formats.	Error	SEO	138
⚠ The page contains invalid markup.	Warning	Content	8,868
⚠ The <h1> tag is missing.	Warning	SEO	1,211
⚠ The title is too long.	Warning	SEO	608
⚠ The description begins with a brand name.	Warning	SEO	351
⚠ The description is too long.	Warning	SEO	297
⚠ The redirection response results in another redirection.	Warning	SEO	279
⚠ The URL contains too many query string arguments.	Warning	SEO	233
⚠ The link text is not relevant.	Warning	SEO	158
⚠ The title begins with a brand name.	Warning	SEO	66
⚠ The description is missing.	Warning	SEO	63
⚠ The tag does not have an ALT attribute defined.	Warning	SEO	18
⚠ The description is too short.	Warning	SEO	1
⚠ The page contains multiple <h1> tags.	Warning	Standards	1
ℹ The page contains unnecessary redirects.	Information	SEO	2,929
ℹ The page was excluded by a noindex attribute.	Information	SEO	177
ℹ The request is disallowed by a Robots.txt rule.	Information	SEO	42

Violations & Crawl Errors

bing Webmaster

My Sites

Dashboard

Configure My Site

Reports & Data

Page Traffic

Index Explorer

Search Keywords

SEO Reports

Inbound Links

Crawl Information

Malware

Diagnostics & Tools

Messages

Webmaster API

PROFILE MESSAGES 25 HELP 2 DATA

Crawl Information ⓘ

Status of your URLs from Bingbot's last crawl. Last updated on 9/11/2013 (Wed) [See Index Explorer for more details](#)

400-499 (Request errors)	500-599 (Internal server errors)	301 (Page moved permanently)	302 (Page moved temporarily)	ROBOTS.TXT EXCLUSION	DNS FAILURES	CONNECTION TIMEOUTS
98	0	1,740	33	1,373	0	0

EXPORT ALL

HTTP 400-499 CODES

These codes appear when there was a likely an error in the request which prevented the server from being able to process it.

URL	HTTP CODE	COUNT OF LINKS
	404	0
	404	0



***"We've said that we do use
page speed in our rankings."***

Matt Cutts, August 29, 2013

WEBPAGETEST

Web Page Performance Test for

bikeroar.com

From: Dulles, VA - IE 9 - Cable
9/9/2013 11:22:14 AM

PageSpeed 1.12 Score: 91/100

Need help improving?



First Byte Time Keep-alive Enabled Compress Transfer Compress Images Progressive JPEGs Cache static content Effective use of CDN

Summary Details Performance Review PageSpeed Content Breakdown Domains Screen Shot

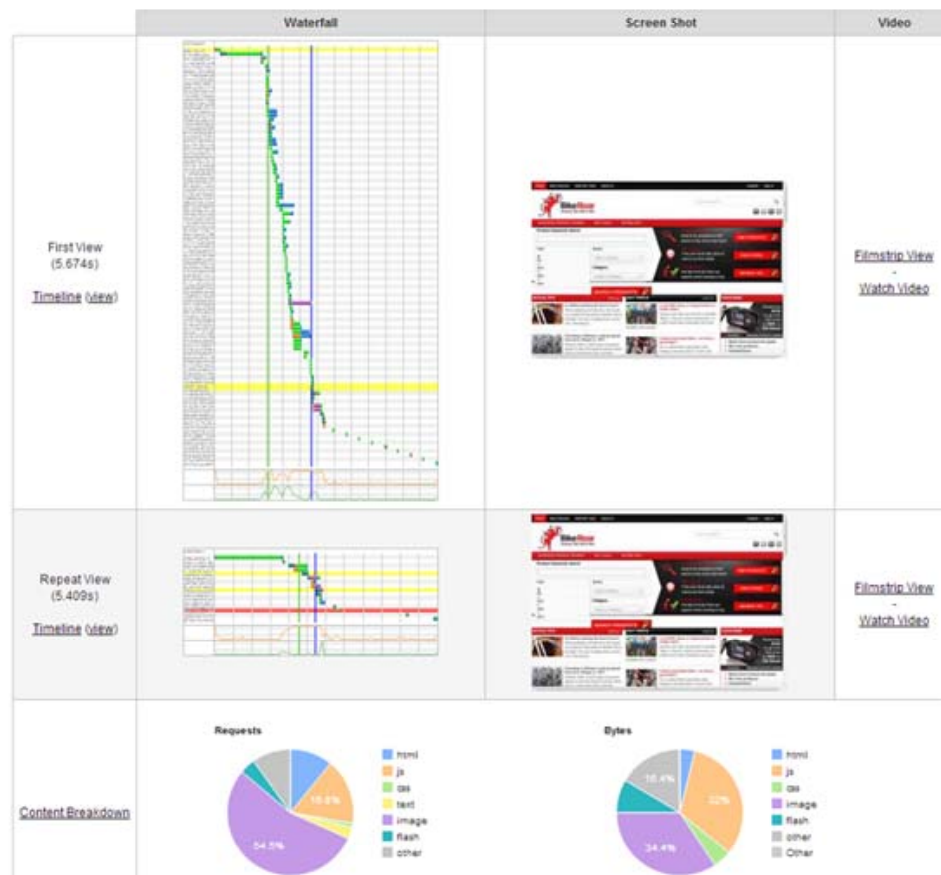
Re-run the test

Raw page data - Raw object data

Export HTTP Archive (.har)

See in ShowSlow

						Document Complete			Fully Loaded		
	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Time	Requests	Bytes In	Time	Requests	Bytes
First View	5.674s	2.683s	3.143s	3674	2079	5.674s	83	1,147 KB	12.964s	101	1,202 KB
Repeat View	5.409s	3.552s	4.549s	4500	2079	5.409s	8	38 KB	12.833s	16	101 KB



<http://bit.ly/WebDevBar>

<http://bit.ly/YSpeed>

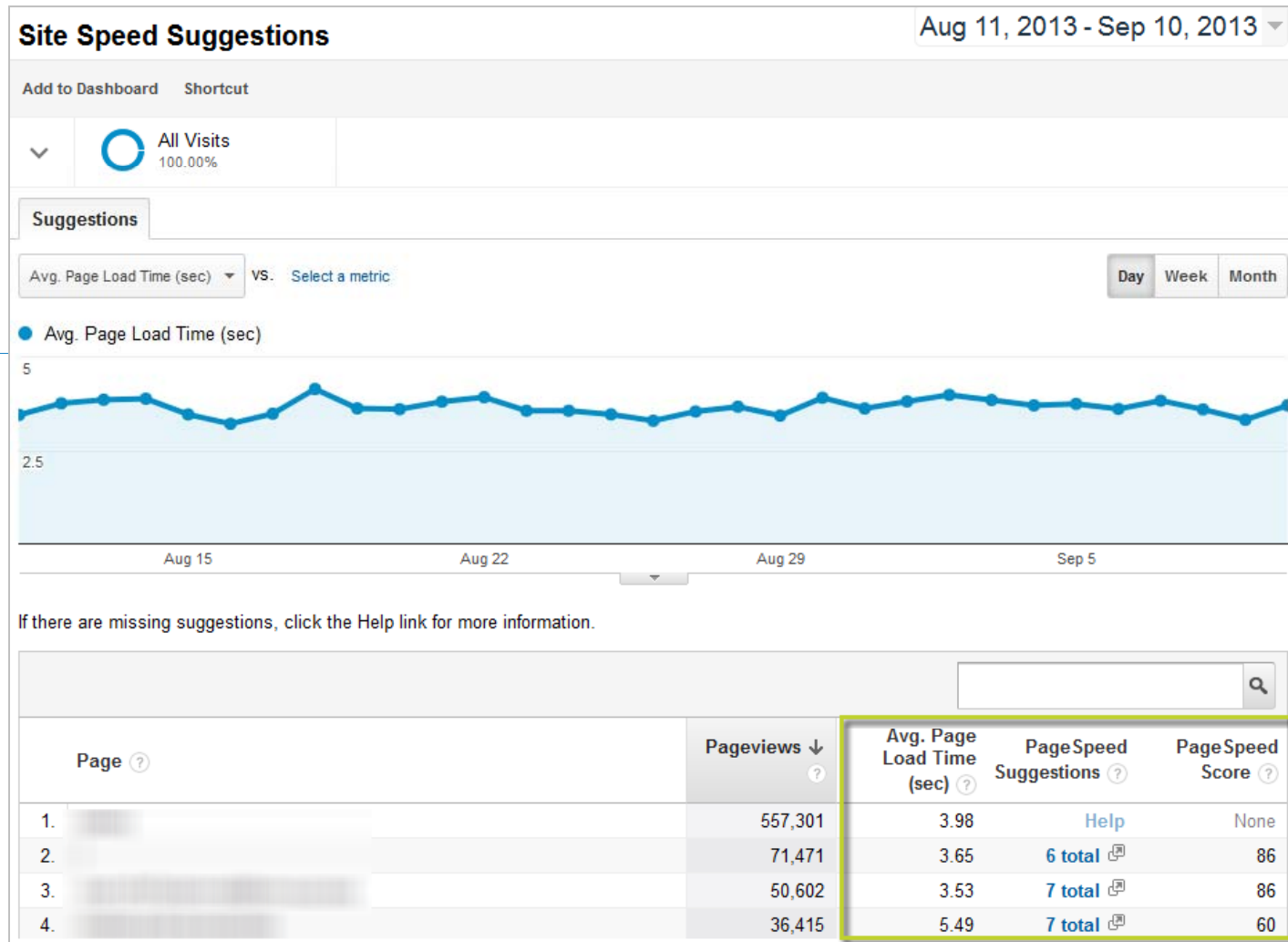
<http://www.webpagetest.org/>

@lookadoo





GA Speed Suggestions



Content > Site Speed > Speed Suggestions





GA Tag Assistant

Google Tag Assistant

PAGE
Compare, Buy, Ride & Rate - BikeRoar

TOTAL TAGS FOUND On this page	TOTAL ERRORS FOUND On this page
2	1

TAGS FOUND
Status

DFA script 728x90 N7443 B7754082	Critical Issues ▶
Google Analytics UA-28539178-1	Working ▶

Feedback / Suggestions How to use Tag Assistant

Google Tag Assistant

PAGE
Annie Cushing's Blog - SEO, Analytics & Data Visualization Consultant

TOTAL TAGS FOUND On this page	TOTAL ERRORS FOUND On this page
1	0

TAGS FOUND
Status

Google Analytics UA-15381183-3	Working ▶
--------------------------------	-----------

Feedback / Suggestions How to use Tag Assistant

Google Tag Assistant

PAGE
SEOMoz is now Moz. Software and Community for Better Marketing. - Moz

TOTAL TAGS FOUND On this page	TOTAL ERRORS FOUND On this page
2	0

TAGS FOUND
Status

Google Analytics UA-1870679-1	Suggestions ▶
Remarketing Tag (new) 1032613984	Suggestions ▶

SUGGESTIONS

Suggestion: Consolidate your tags with Google Tag more info

Google Tag Assistant

PAGE
Google

TOTAL TAGS FOUND On this page	TOTAL ERRORS FOUND On this page
0	0

TAGS FOUND
Status

SUGGESTIONS

Suggestion: Add Google Analytics more info

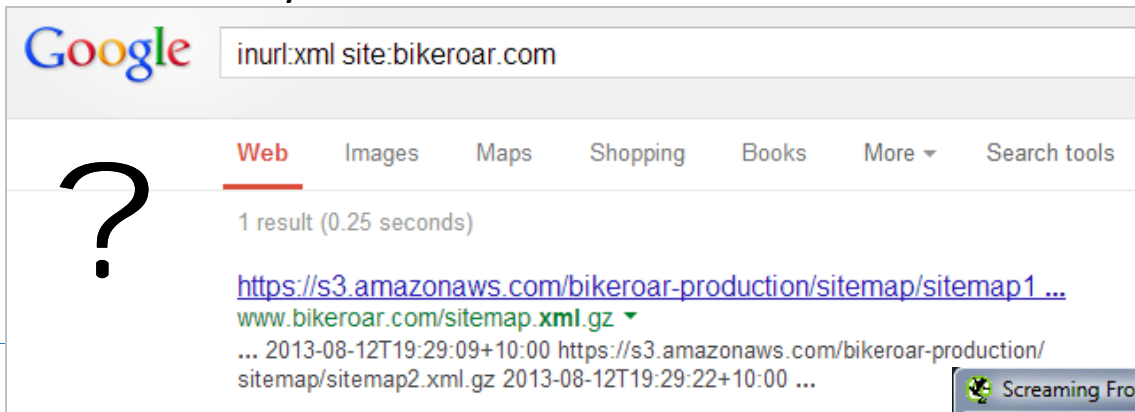
Feedback / Suggestions How to use Tag Assistant

<http://bit.ly/GATagAsst>

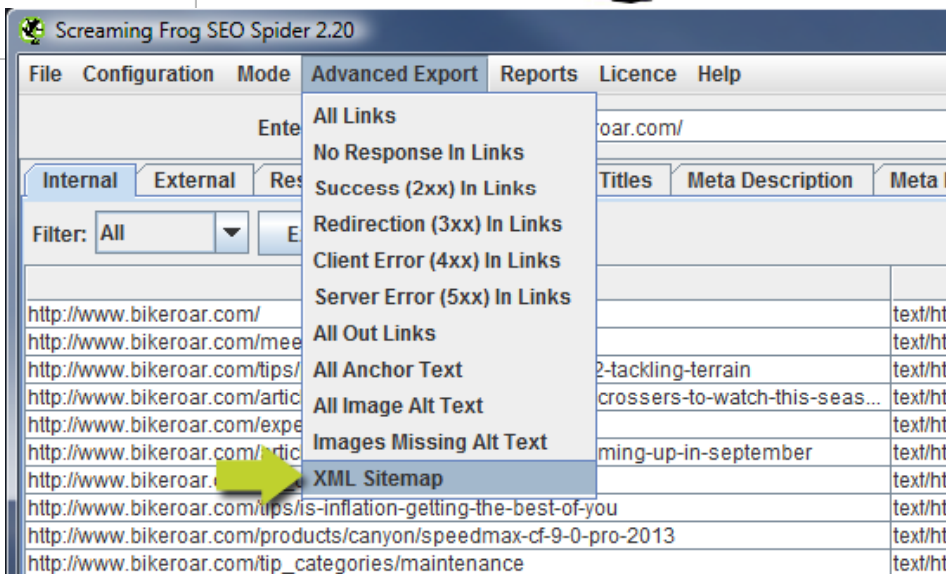


Sitemap Strategy

inur:xml site:yourdomain.com



Bing Sitemap Plugin



<http://www.sitemaps.org/protocol.html>

<http://www.bing.com/webmaster/help>

<http://www.screamingfrog.co.uk/seo-spider/>

<http://bit.ly/sitemap-generators>



Large Site(maps)

Limitations	Solution	This XML file does not appear to have any style information associated with it. The document tree is shown below. <sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"> <sitemap> <loc>http://www.yourdomain.com/sitemap-media.xml</loc> </sitemap> <sitemap> <loc>http://www.yourdomain.com/sitemap-products.xml</loc> </sitemap> <sitemap> <loc>http://www.yourdomain.com/sitemap-events.xml</loc> </sitemap> <sitemap> <loc>http://www.yourdomain.com/sitemap-pressreleases.xml</loc> </sitemap> <sitemap> <loc>http://www.yourdomain.com/sitemap-brochures.xml</loc> </sitemap> <sitemap> <loc>http://www.yourdomain.com/blog/sitemap_index.xml</loc> </sitemap> </sitemapindex>
NO more than 50K URLs per sitemap	Sitemap index	
NO larger than 10MB	Gzip compression	

<http://www.sitemaps.org/protocol.html>

<http://www.blindfiveyearold.com/optimize-your-sitemap-index>



Submit Before (& After)

The image displays two screenshots of webmaster tools interfaces. The top screenshot shows the Google Webmaster Tools 'Sitemaps' section. A green arrow points to the 'ADD/TEST SITEMAP' button. Below it, a modal window titled 'Add/Test Sitemap' is shown with a text input field containing 'http://', a 'Test Sitemap' button, a 'Submit Sitemap' button, and a 'Cancel' button. The bottom screenshot shows the Bing Webmaster 'Sitemaps' section. A green arrow points to the 'Sitemaps' link in the left sidebar. Another green arrow points to the 'Submit a sitemap' text input field, which contains 'E.g. /sitemap.xml'. A 'SUBMIT' button is next to the input field. Below the input field are buttons for 'RESUBMIT', 'DELETE', and 'EXPORT'. At the bottom of the Bing interface, there is a 'SUBMIT A SITEMAP' button.

robots.txt - Sitemap: `http://www.yourdomain.com/sitemap.xml`

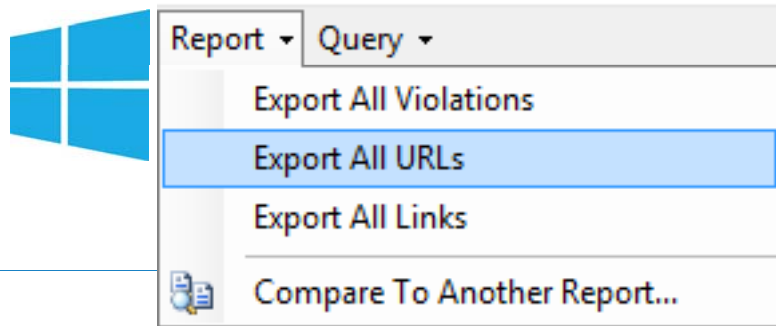
<http://www.google.com/webmasters/tools/>

<http://www.bing.com/toolbox/webmaster>



Content Scrape

IIS



URL

Status code

Title

Description

Canonical URL

Content Encoding

Content Length

Content Type

Content Type Normalized

Has Links

Has Violations

Hash

Headers

Heading

Is External

Keywords

Last Modified

Linked By Count

Linking To Count

Time taken

URL-Directory

URL-Host

URL-Scheme

Violation

Count

Or...



<http://www.iis.net/downloads/microsoft/search-engine-optimization-toolkit>

<http://www.screamingfrog.co.uk/seo-spider/>

@lookadoo



Content / Asset Audit

From IIS SEO Toolkit or Screaming Frog

Content Audit

PAGE, TYPE, STATUS & META

PAGE	CONTENT TYPE	STATUS CODE	OLD TITLE	#	OLD META DESCRIPTION	#	OLD META KEYWORDS	#
Full page URL	Text, images, PDF, JavaScript	OK, Moved Permanently (301), Found (302), Client Error (4xx), Internal Server Error (5xx), etc.	Title tag for each page prior to migration	COUNT	Old meta Description for each page prior to migration	COUNT	Old meta Keywords tag for each page prior to migration	COUNT
				0		0		0

PAGE ELEMENTS, SPEED, LINK INFO

ROBOTS	META REFRESH	CANONICAL URL	TIME TAKEN	LAST MODIFIED	INLINKS	OUTLINKS	DIRECTORY / LEVEL
In robots.txt (Disallow)? Any meta robots (noindex, nofollow)?	JavaScript used to redirect?	Check to ensure rel="canonical" is used properly.	Seconds to load each URL	Date / Time of last page change, update on server	# of outgoing links from page - KEY SEO factor for passing PageRank, flow of link juice	# of internal links pointing to page - KEY SEO factor, incoming link equity	Location of old (current) page off root (/) - How deep?

From SEO Team's Brain

CONTENT ASSESSMENT

OWNER / MAINTAINER	TRAFFIC	ROT	ENGAGEMENT VALUE	HIERARCHY CHANGE	LINK FOCUS	INDEXED	SECURE	ACTION	REDIRECT
Who "owns" content, stakeholder, writer?	Has page had visitors in the past 12 months? Avg. Monthly?	Redundant, Outdated, Trivial	Is content useful? Does page encourage user engagement?	How important is page for visibility? Does page properly reside in hierarchy?	Does page need home page link? Prominent link focus?	Should page be indexed in the SERPs?	Does page need to be secure?	Will page be kept? 301'd? 410'd? Content Enhanced?	If page is to be eliminated, where will it redirect?

Know Your Audience!



NEIL PATEL

BLACK HAT

You Sure You're Old Enough to Spam?



ERIC ENGE

WHITE HAT

So Many Interviews, So Little Time



CHRISTINE CHURCHILL

WHITE HAT

Cowgirl of the Web's Wild West



- **Background**
- **Demographics**
- **Psychographics**
- **Motivations/Needs**
- **Activities**
- **New/Returning Site Visitor**

Name



Customer-Driven Website Redesign

Rate the overall look and layout of the current site.



1 - Excellent	8.82% (9)	2 - Good	66.67% (68)
3 - Poor	22.55% (23)	4 - Very Poor	1.96% (2)

Rate your ability to find the information you need on YourDomain.com.



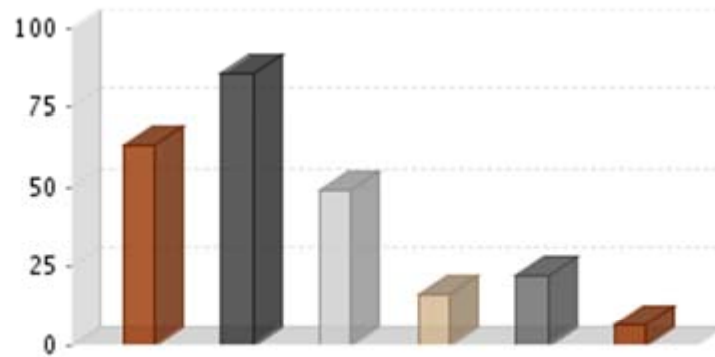
1 - Excellent	11.88% (12)	2 - Good	61.39% (62)
3 - Poor	25.74% (26)	4 - Very Poor	0.99% (1)

Survey clients, employees, and key stakeholders.



Give'em What They Want!

What types of media do you prefer?



Text with pictures	62.77% (59)	PDF downloads - white papers, fact sheets, brochures	85.11% (80)
Charts & Infographics	48.94% (46)	Video	15.96% (15)
Anything I can view on a mobile device (phone, tablet, etc.)	22.34% (21)	Other (please specify) [Detail]	6.38% (6)



<http://www.clicktools.com/>

<https://www.surveymonkey.com/>

<https://www.instant.ly/>



Massive Wish List

Redesign Wish List

Latest rev: 9/17/2013

Request	Description (Additional Notes)	Content / Feature / Functionality	Public / Private	Section (If specific)	Requested By	Reference	Priority
Better Content	Simple, clear language. Interactive user surveys of workflows with the answer of the Company product that will help them the most.	Messaging	Public		Unknown Client	Client Survey	High
Location Pages	Create a separate page for each location, with full address, contact number and map on each, using Schema. Optional but helpful: add photo	Content	Public	About	SEO	Important for geo targeting and for international	High
Responsive Design	Site must scale to work on mobile & tables w/o creating a different site	Functionality	All		SEO	https://developers.google.com/webmasters/smartphone-sites/	High
Social Integration	Ability to add Open Graph tags and use of Digg Digg (or similar) plugin	Functionality	Public		SEO		High
Schema Markup	Full compatability with schema.org	Functionality	Public		SEO		High
Quality 404 page	Custom 404 page that is branded and skinned	Content	Public		SEO		High
Client Login	Can you capture username and password for client login into a session cookie and pass it to Salesforce?	Functionality	Private		Key Stakeholder		Medium
Section	More interactivity.		Private	Client Login	Unknown client	Client Survey	Medium
International Content	Based upon our ex-US strength in the past, I think that we should always seek to ensure that our website does not appear US-centric (despite our targetted goal of becoming stronger in the US).	Content	Public		Key Stakeholder		Low
Sorting	Enable site visitors to sort articles, white papers, downloads	Functionality	Public		Key Stakeholder		Low



[YOURCOMPANY].com Audience/Website Goals

Primary Redesign Goal:	<u>This is what success looks like:</u>	50% increase in trial subscriptions
Secondary Site Goals:	<u>This is what the redesign should include for the secondary goal:</u>	Fewer calls to Support
Brand Objective:	<u>This is how [YOUR COMPANY] wants the audience to perceive them:</u>	Cutting-edge, experts in our field!
Value Proposition:	<u>This is what [YOUR COMPANY] offers the audience, why visitors should care:</u>	Best value in niche at the lowest price.
How [YOUR COMPANY] goals are different from the competition:	<u>This is what makes [YOUR COMPANY] different:</u>	Offer 90-day money-back guarantee
<u>[YOUR COMPANY] wants site visitors to consume the following most important content?</u>	#1	How-To / Benefits Guide
	#2	Review Pricing options
	#3	Blog
Conversion Events - What we want visitors to do: Subscribe, Call, Click, Download, Request Info	#1	Sign up for Free Trial offer.
	#2	Subscribe to newsletter
	#3	Contact Us form completed

Identify your redesign goals and conversion events.





Site Structure & Content

KEYWORD RESEARCH

INFORMATION ARCHITECTURE

INTERNAL LINKING & CATEGORIES



Choosing the Right Terms

Keyword research is one of the **most valuable forms of research** you can do! It's an **expression of people's desires and problems.**

“The content you create should be created as if social, search, and email do not exist.”

Brian Clark [@copyblogger](#)

@lookadoo



Pillow Menu

To compliment our green mattress, we want to make sure you feel at home with the perfect pillow. For your sleeping comfort, we offer four additional pillow options aside from the ones already on your bed.

Simply touch the "Just ask" button on your phone to request any pillow of your preference.

The Aloe Dream Mate Pillow (on your bed).....Down-Like Feel

Ultimate PillowFlexible Feel

Luscious PillowConforming Feel

Ylang Ylang Pillow..... Firm Feel

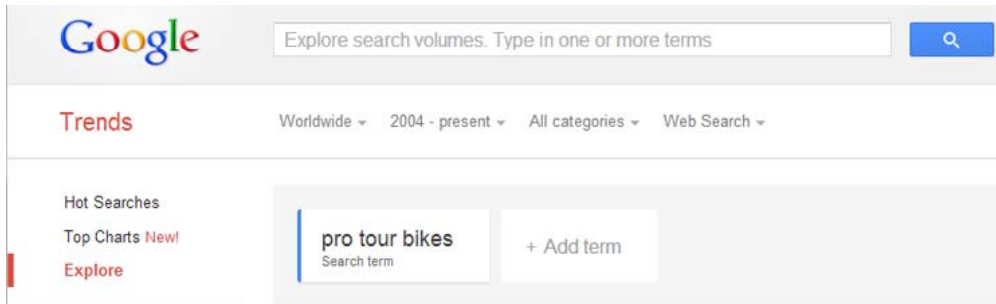
Feather Pillow Traditional Feel

See the Bed & Beyond section in your Guest Directory for more information.

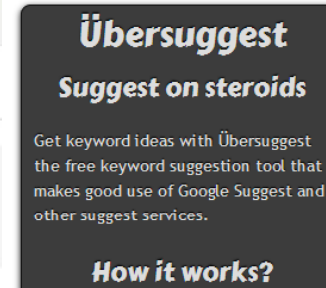
the **OXFORD** hotel

Keyword Research

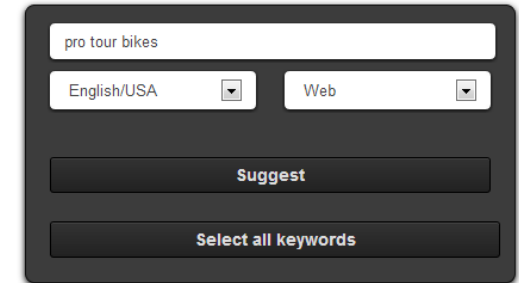
Beyond the new Google Keyword Planner...



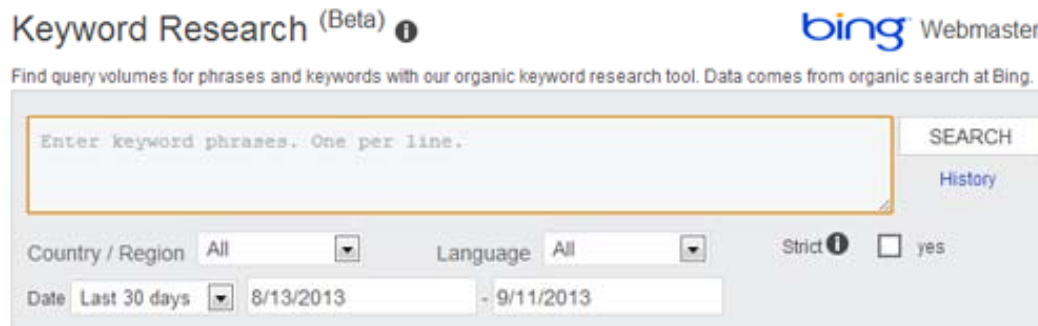
Google Trends interface showing search volume exploration. The search bar contains "pro tour bikes". The interface includes filters for "Worldwide", "2004 - present", "All categories", and "Web Search". A sidebar on the left lists "Hot Searches", "Top Charts", and "Explore".



Übersuggest interface with the text "Suggest on steroids". It describes the tool as a free keyword suggestion tool that makes good use of Google Suggest and other suggest services. A "How it works?" link is at the bottom.



Übersuggest form with a search bar containing "pro tour bikes". It includes dropdowns for "English/USA" and "Web". Buttons for "Suggest" and "Select all keywords" are at the bottom.

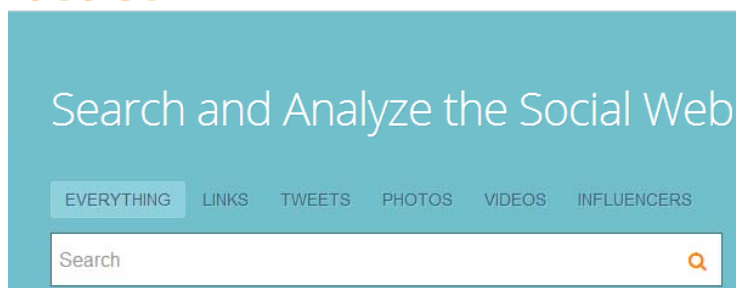


Bing Keyword Research (Beta) interface. It includes a search bar with the placeholder "Enter keyword phrases. One per line." and a "SEARCH" button. Below the search bar are filters for "Country / Region" (All), "Language" (All), "Strict" (yes), and "Date" (Last 30 days, 8/13/2013 - 9/11/2013).




KeywordTool interface featuring a panda mascot logo. It includes a search bar with "pro tour bikes" and a "Submit" button. Text below the search bar states "Enter your keyword. This tool is powered by Wordtracker." and a checkbox for "Show Google Insights".

TOPSY

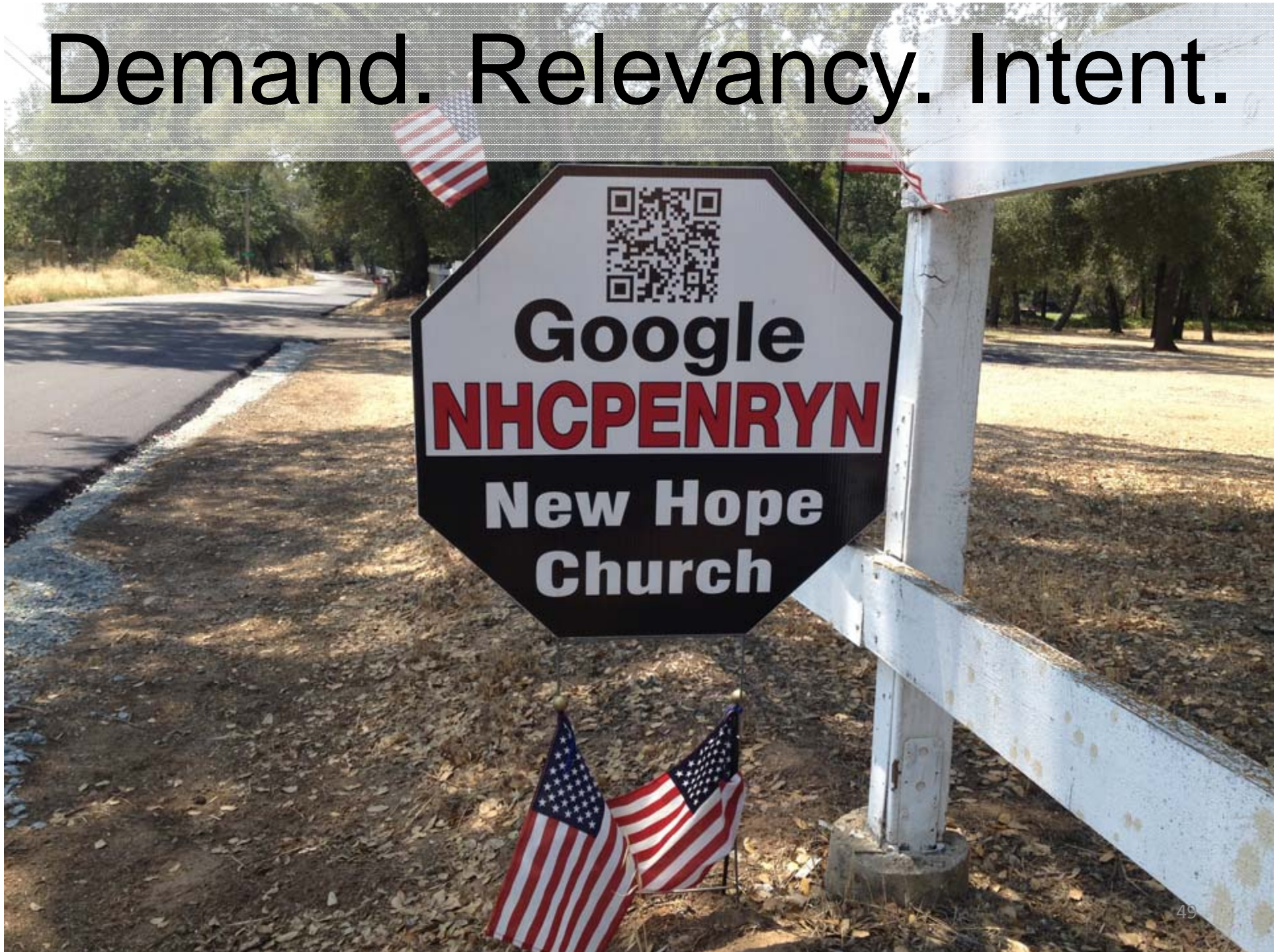


TOPSY interface with the tagline "Search and Analyze the Social Web.". It features tabs for "EVERYTHING", "LINKS", "TWEETS", "PHOTOS", "VIDEOS", and "INFLUENCERS". A search bar with a magnifying glass icon is at the bottom.



MOZ Keyword Difficulty and SERP Analysis interface. It includes a search bar with the placeholder "Enter up to 20 keywords, separated by a comma, tab or new line." and a "Check Difficulty" button. To the right are dropdowns for "On" (Google) and "United States".

Demand. Relevancy. Intent.



Keyword Evaluation

Keyword Research & Mapping									
Date	AdGroup or Competitor	Keyword Phrase	Keyword Type	Currency	Avg. Monthly	Competition	Avg. CPC		
Most Relevant	Searcher Intent	Priority	Primary Category / Bucket	Secondary Category / Bucket	Tertiary Category / Bucket	Keyword Difficulty	Competition in SERPs	Universal & KG Search Integrations	
Content Support	Primary, Secondary or Supporting Content	Best SEO Landing Page	2nd Best SEO Landing Page	3rd Best SEO Landing Page	Notes / Recommended Actions				

Evaluate keyword demand, market, relevancy, searcher intent, buckets, competition, SERPs, content strength. Map to SEO landing pages!

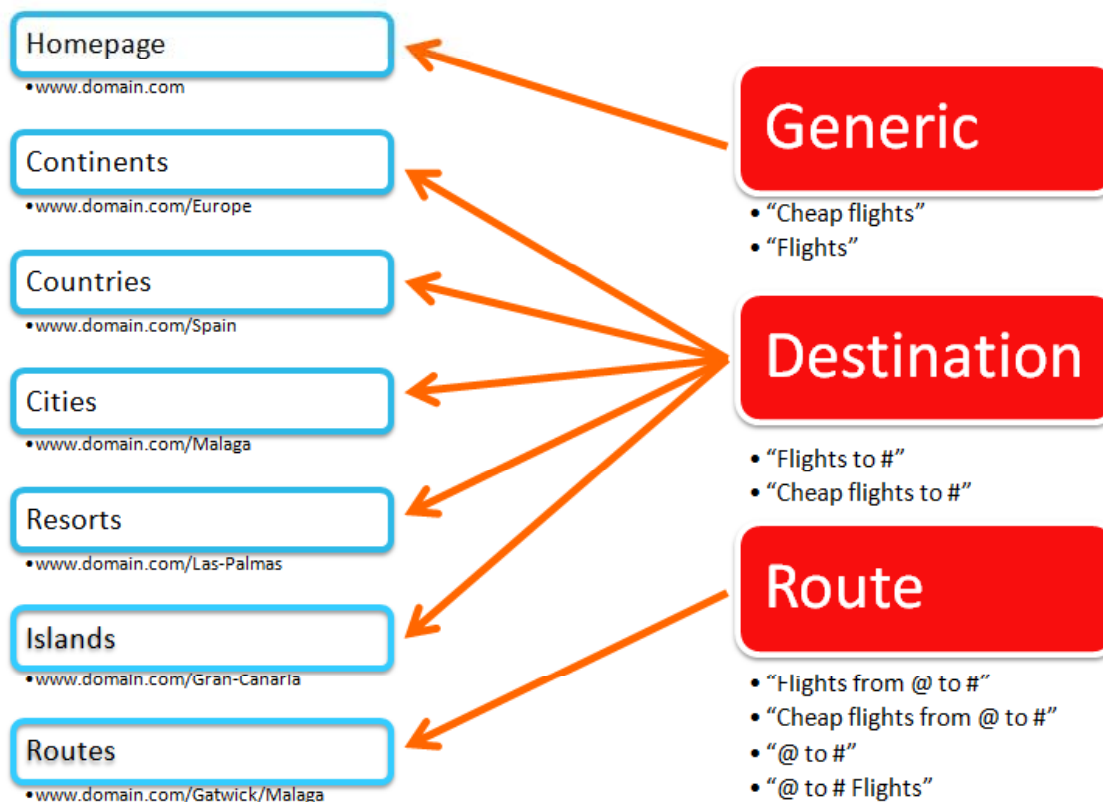


Keyword Strategy Roadmap

Redesign?
New URLs?
Revised IA?

*Map those
keywords to
audience
needs!*

SIMPLE KEYWORD STRATEGY DIAGRAM



SEOgadget.co.uk

Image Credit: SEOgadget

Surviving a Site Migration [An SEO's Guide]

<https://seogadget.co.uk/surviving-seo-site-migration/>

@lookadoo

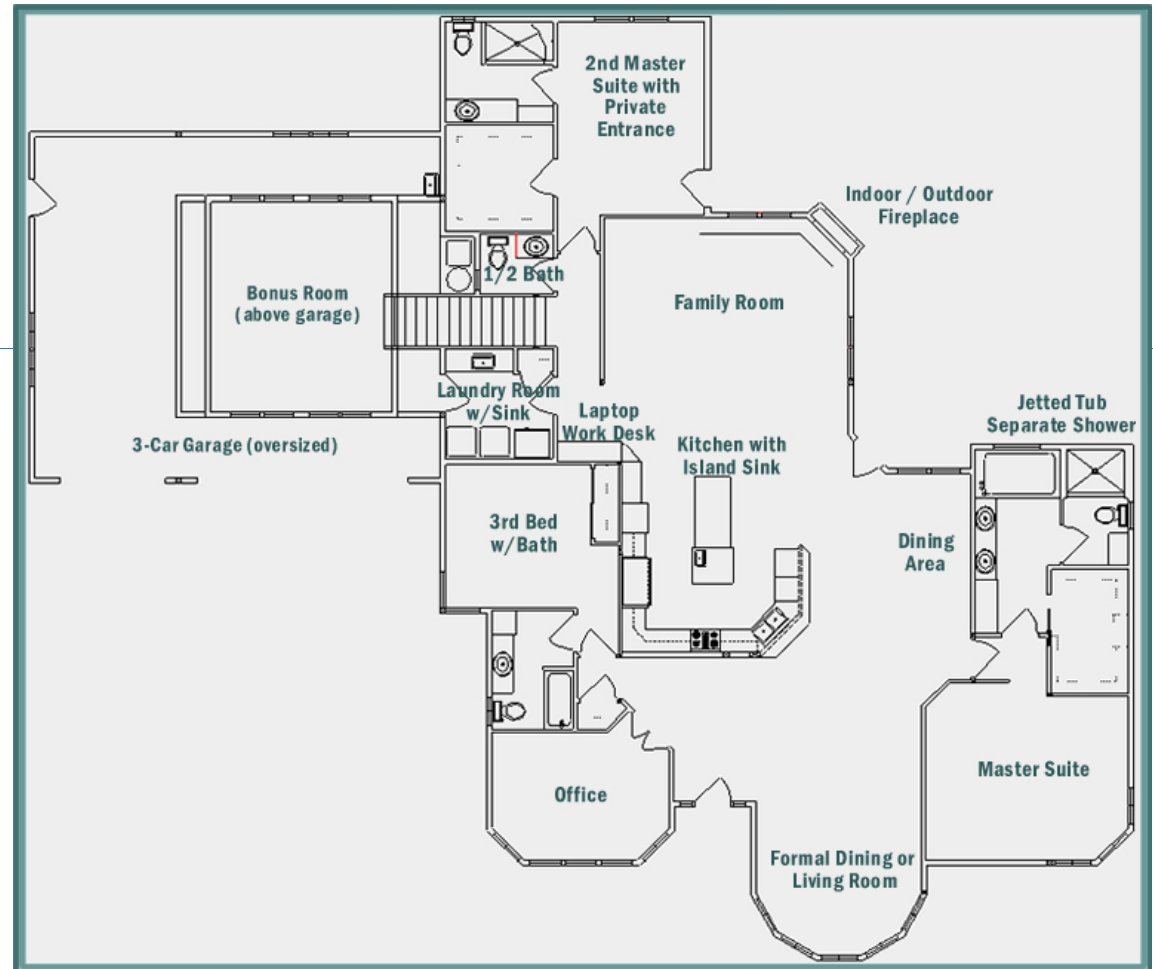


IA = The Blueprint

*“What I think people should spend time and effort (and budget) on is **site architecture** (which includes **mobile responsiveness**), then **content development** and management, and finally **community development**.”*

~Kate Morris

[@katemorris](#)



Information Architecture (IA) is
the **structure** that brings all your
website **content assets** together
while providing a **flow** for your
visitors — in **language** they
use and understand.



HairZing.com

Website Flowchart
Updated: 06.13.06

Key

- Shop/Store
- Support pages, Non-shopping
- Secondary Support Pages
- Phase II
- [] Items in question, tasks

UPPER RIGHT NAVIGATION: Home | FAQ | Customer Service | About Us | Site Map

PRIMARY & TOP NAVIGATION

Shop

What is a HairZing?

- HairZing Anatomy
- You'll like HairZing If...
- Size Chart showing various sizes & ways to use larger sizes.

FAQ

- Anticipated Questions...
 - How do I clean my HairZing?
- Some questions to cross link with other pages in the site, e.g. shipping, About HairZing, Customer Service.

Step-by-Step Hair Styles

- Video Demos
- Printable Steps (PDFs)
- Intro Text
- Page have thumbnail images in matrix to lead people to 12 Step-by-Step, 1/hair style. Each with link to PDF brochure & Video Demo.



Video Demos Steps - PDFs

Share Your Zing Story

- Form for Zing Testimonials, photo upload
- Zinger Spotlight
- Determine required form fields.

Thank you/Error Message pages

News

- Press Room?
- Press Releases
 - [] Archives?
 - [] Other pages needed?
- News stories
- Call-to-Action graphic/text box to Signup for Newsletter/Join Club

Join eZing

- List of benefits
 - [] Latest Newsletter?
 - [] Archive?
 - Subscribe
 - [] Unsubscribe?
- Global Design element for sign-up

Subscribe form

Thank you/Error Message pages

- [] Newsletter - Double Opt-in requiring email confirmation?

Home

Key Points

- Logo & Tagline
- Photo Visuals
- Keyword-rich text
- Call to Action graphics / messaging
- Seasonal ads
- Featured in...
- [] FREE Shipping?
- Feature 4 Shop categories
- Featured Products
- Video Promo

My Account

Affiliate Program

Refer a Friend

Sales Referral Program. Offer Discount Code or tracking?

404 Error Page

Present special offer, closeouts

LEFT NAVIGATION - STORE

Shop by Hair Type

- CATEGORY PAGE:
 - Long Thick Hair
 - Long Thin Hair
 - Long Curly Hair
 - Short Thick Hair
 - Short Thin Hair
 - Short Curly Hair

"Shop by Hair Type" nav goes to Category page w/photos for each Hair Type, showing models.

SUBCATEGORY PAGE: -#### Hair Type

Hair Type nav goes to Subcategory page showing thumbnails of products for that work for that Hair Type.
[] "Watch Video" link to Steps, individual clips?

Shop by Hair Style

- CATEGORY PAGE:
 - Hair Style #1
 - Hair Style #2
 - Hair Style #3
 - Hair Style #4
 - Hair Style #5
 - Hair Style #6

"Shop by Hair Style" nav goes to Category page w/photos for each Hair Style, showing models.

SUBCATEGORY PAGE: -#### Hair Style

Hair Style nav goes to Subcategory page showing thumbnails of products for that work for that Hair Style.
[] "Watch Video" link to Steps, individual clips?

Shop by HairZing Color

- CATEGORY PAGE:
 - Color #1
 - Color #2
 - Color #3
 - Color #4
 - Color #5
 - Color #6

"Shop by Color" nav goes to Category page w/close-up photos of each color of beads.

SUBCATEGORY PAGE: -#### Color

Color nav goes to Subcategory page showing thumbnails of products for that color.
[] "Watch Video" link to Steps, individual clips?

Shop by HairZing Size

- CATEGORY PAGE:
 - Signature Size
 - Three-Quarter Size
 - One-Quarter Size
 - Loose Weave

"Shop by Size" nav goes to Category page w/photos for each size, showing comb with a measurement reference, e.g. a ruler.

SUBCATEGORY PAGE: -#### Size

Size nav goes to Subcategory page showing thumbnails of products for that size.
[] "Watch Video" link to Steps, individual clips?

Product Tabs

- Tabs for each product:
 - Alternate Views
 - Colors
 - Sizing Chart
 - Hair Styles
 - Video?
 - PDF Steps?

FOOTER

SHOP: Shop by Hair Type | Shop by Hair Style | Shop by HairZing Color | Shop by HairZing Size
ABOUT: What is a HairZing? | Hair Style Guides | Share Your Zing Story | News | FAQ | Home
SERVICES: About Us | Customer Service | Shipping | Privacy & Terms | Credits | Site Map

©2006 Clever Results, Inc. All Rights Reserved
Patented. HairZing™, Zingette™ - mention what is Trademarked.

About Us

- Mission
- Message, Clever Results Team
- Link to Join eZing Newsletter

Credits

- Site credits listing individual contributors, one blurb for each

Customer Service

- Contact info, phone
- Methods of Payment
- International Orders
- Back Orders
- Returns/Refund Policies
- Damaged or Incorrect Items
- Order Form-PDF

Order Form



Thank you/Error Message pages

Shipping

- [] FREE Shipping?

Contact Us

- Contact Form

Privacy & Terms

- Privacy Policy
- Secure Site info
- Legal terms for use of Site
- Trademark & Patent info

Site Map

Organizational view of site, links to pages

- * Description to include "Hair Styles" for this product.
- [] Will this include link to video for this product?

Checkout

Visa/MC. [] eCheck?



Information Architecture / Audience Keyword Map

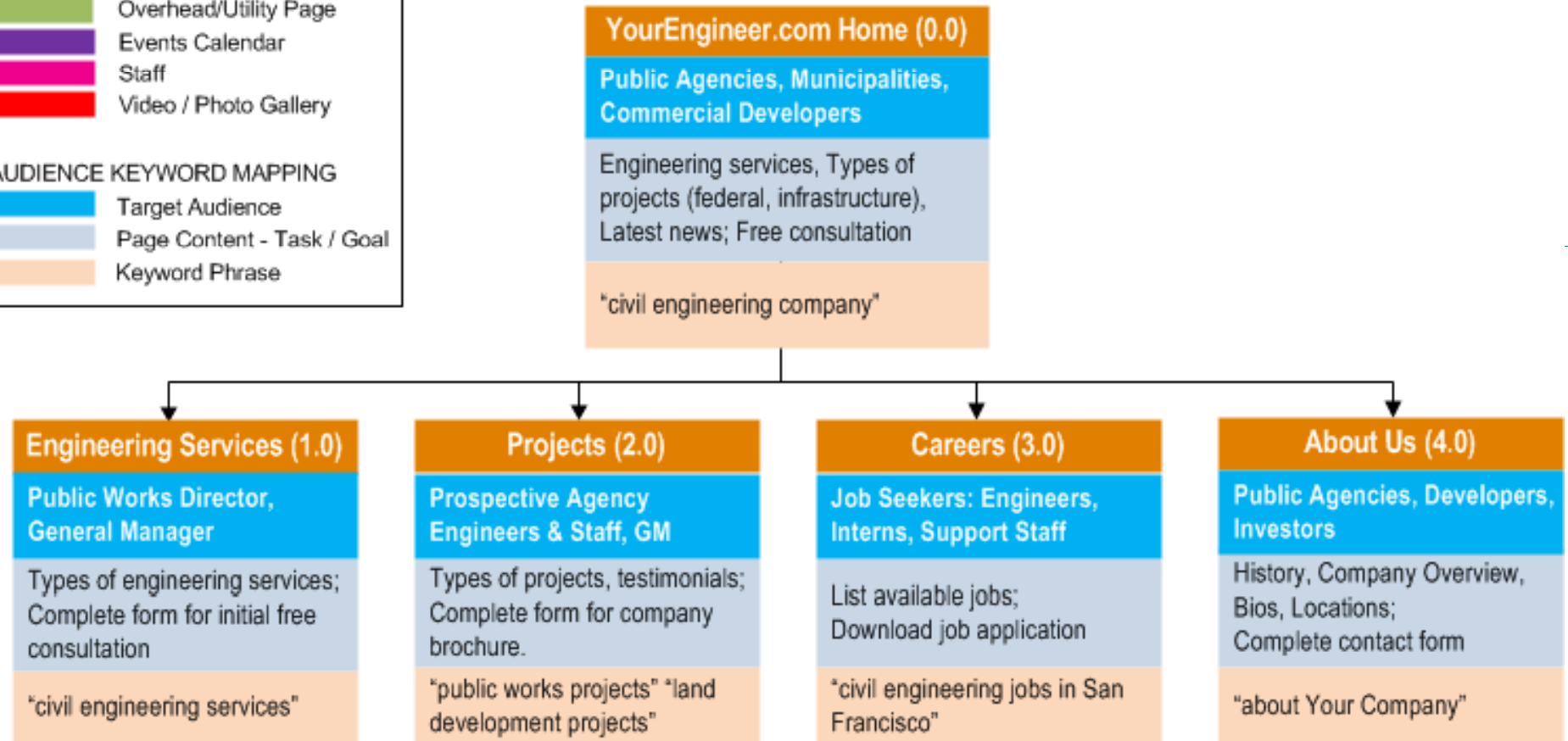
LEGEND

PAGE TYPE

- Primary SEO Landing Page
- Overhead/Utility Page
- Events Calendar
- Staff
- Video / Photo Gallery

AUDIENCE KEYWORD MAPPING

- Target Audience
- Page Content - Task / Goal
- Keyword Phrase



Logical Categories

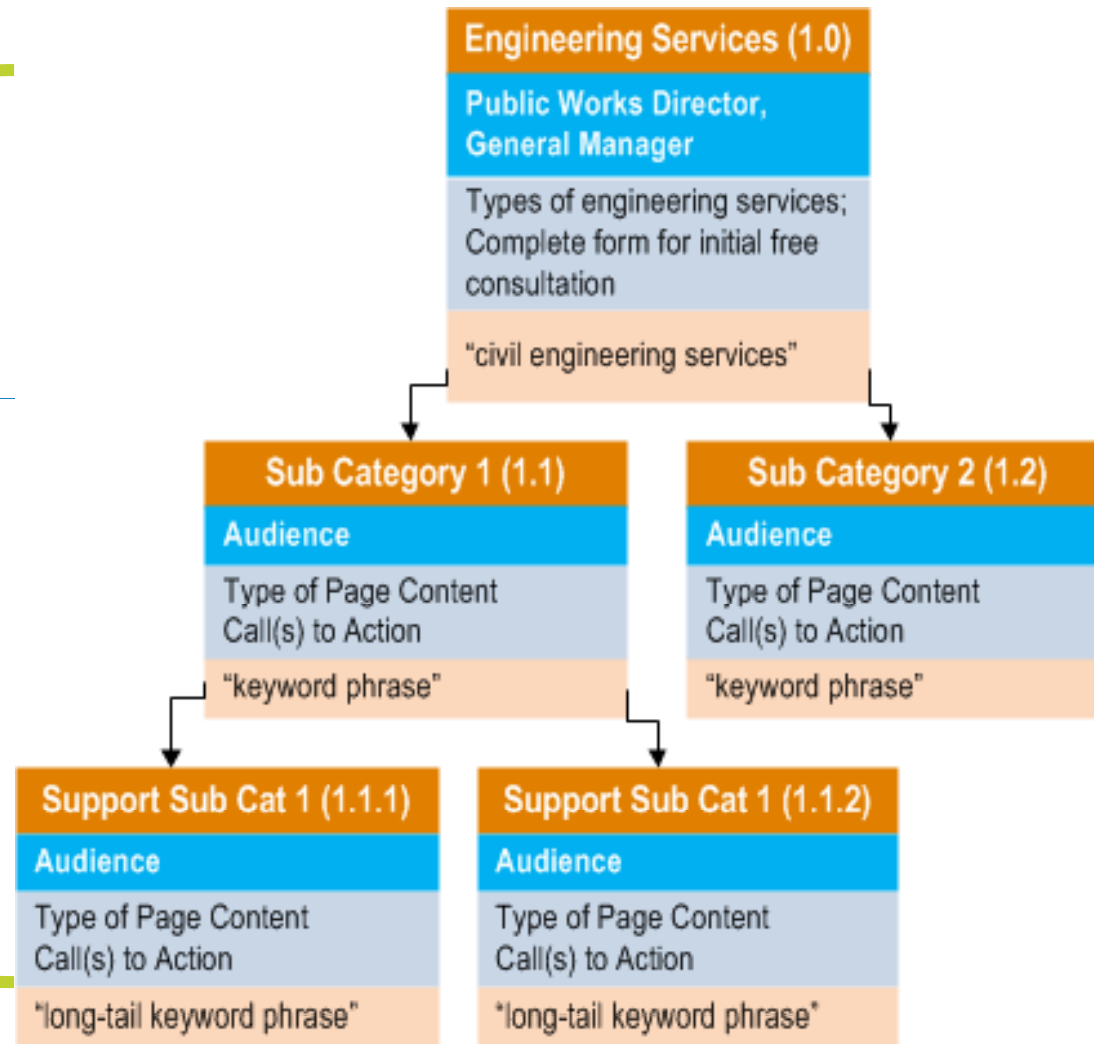


Like goes with like. Dare we say “Silos?”

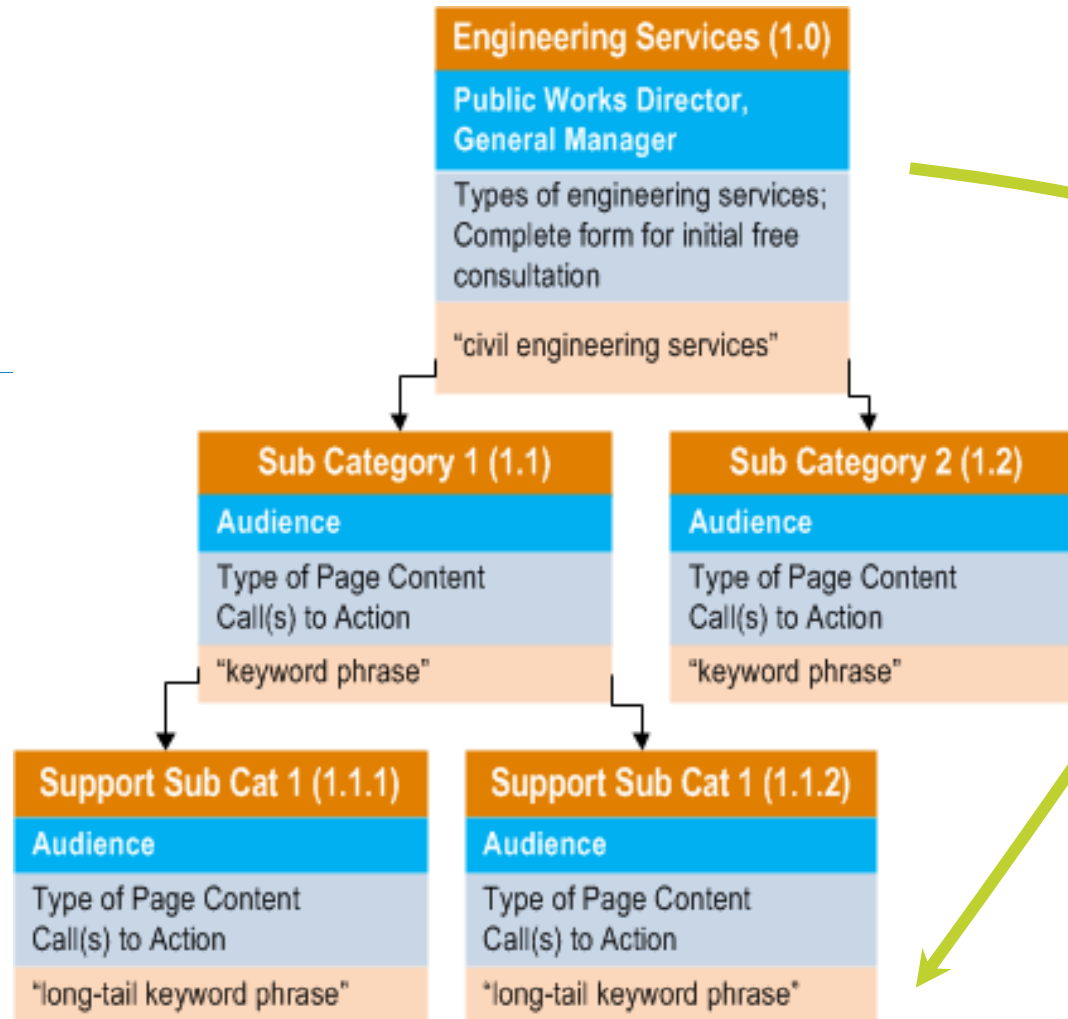


Organization & Structure

Themed Verticals



Know Your Links



Maintain link equity to key pages by preserving navigation, footers, home page links.



Inconsistent Hierarchy

[Lake - Find Reviews, Specifications, Prices, Local Bike Stores and ...](#)

www.bikeroar.com/brands/lake ▼

Lake - FOCUS ON THE RIDE **Lake** Cycling Shoes has been a leader in bicycle shoes since 1982 and has produced bike shoes with one goal in mi.

BikeRoar shared this

[Lake, MX100W - Find Reviews, Specifications, Prices, Local Bike ...](#)

www.bikeroar.com/products/lake/mx100w ▼

View details and find dealers: Lake MX100W. Category: Shoes & Accessories Shoes MTB Women's. Recommended for:

[Lake, MX100 - Find Reviews, Specifications, Prices, Local Bike ...](#)

www.bikeroar.com/products/lake/mx100 ▼

View details and find dealers: Lake MX100. Category: Shoes & Accessories Shoes MTB Mens. Recommended for:

[Lake, MX200 - Find Reviews, Specifications, Prices, Local Bike ...](#)

www.bikeroar.com/products/lake/mx200 ▼

View details and find dealers: Lake MX200. Category: Shoes & Accessories Shoes MTB Mens. Recommended for:



Directory structure provides **topical relevance signals**.



People-Friendly URLs

[Hammer Nutrition - Find Reviews, Specifications, Prices, Local Bike ...](#)

www.bikeroar.com/brands/hammer-nutrition ▼

Hammer Nutrition - Hammer Nutrition has been in the USA for 19 years. Over which time it has become a "household name" to endurance athletes across the ...

[Clipping In - BikeRoar](#)

www.bikeroar.com/tips/clipping-in ▼

Clipless pedals enhance your riding in many ways. Give it a go today!

at Bike Roar to satisfy the cyclist in you.

[Problem Solvers - Find Reviews, Specifications, Prices, Local Bike ...](#)

www.bikeroar.com/brands/problem-solvers ▼

Problem Solvers - We provide the bike mechanic with solutions to make the incompatible compatible. We enroll those mechanics in our brand and product ...



[Sign In - BikeRoar](#)

www.bikeroar.com/members/sign_in ▼

BikeRoar - compare, buy, ride and rate. Road Cycling, MTB, Commuting or just riding your bike. Featuring buying advice, worlds largest bicycle product ...



People-Friendly URLs

Chrome Web Store - MeasureIt!

<https://chrome.google.com/.../measureit/aonjhmdcgbgikgjapjckfkefpphjp...> ▼

★★★★★ Rating: 3.5 - 590 votes - Free

Draw out a ruler that will help you get the pixel width and height of any elements on a webpage.

Chrome Web Store - Page Ruler

<https://chrome.google.com/.../jlpkojjdgbllmedoapgfdplfhcbnbnpn?hl=en> ▼

★★★★★ Rating: 4 - 168 votes - Free

Draw a ruler to get pixel dimensions and positioning, and **measure** elements on any web page.

Chrome Web Store - Tape

<https://chrome.google.com/.../jmfleijdbicilompnnombcbkcgidbfb?hl=en> ▼

★★★★★ Rating: 4.5 - 91 votes - Free

Measurement tools, rulers and grids.





IA Framework

Information Architecture & Content Worksheet YourDomain.com

For page names, use keywords separated by hyphens (NO spaces, NO underscores) - all lower-case, NO stop words (i.e. the, and), NO punctuation, keywords near front. Page name should make sense to people. Keep it as short as possible while still descriptive.

Main Menu Items	1st Tier
Sub-menu pages (pull-down nav)	2nd Tier
Subcategory or supporting pages	3rd or 4th Tier
Footer only, not in sub-menu nav	
Phase 2	

Exact label of page to be listed as text (not graphical) in menu and navigation

OPTIONAL: Level within the IA hierarchy. Whole numbers are top-level navigation pages. (Use for regular site, not necessary for blog.)

Breadcrumb shows the visitor their location within the site and is based off the Information Architecture. Use primary keywords, if possible.

PAGES / HIERARCHY PLANNING

URL - PAGE NAME	PAGE / MENU LABEL	HIERARCHY	NAVIGATION LEVEL	BREADCRUMB
http://www.yourdomain.com/	Home	0	Main Navigation	Home
http://www.yourdomain.com/sitemap/	Sitemap	0.1	Footer Nav only	Home > Sitemap
http://www.yourdomain.com/first-category/	First Category	1	Main Navigation	Home > First Category
http://www.yourdomain.com/first-category/subcategory/	Subcategory	1.01	2nd Tier Nav	Home > First Category > Subcategory
http://www.yourdomain.com/first-category/subcategory/supporting-page-1/	Supporting Page 1	1.01.01	3rd Tier Nav	Home > First Category > Subcategory > Supporting Page 1
http://www.yourdomain.com/first-category/subcategory/supporting-page-2/	Supporting Page 2	1.01.02	3rd Tier Nav	Home > First Category > Subcategory > Supporting Page 2
http://www.yourdomain.com/first-category/subcategory/supporting-page-3/	Supporting Page 3	1.01.03	3rd Tier Nav	Home > First Category > Subcategory > Supporting Page 3
http://www.yourdomain.com/first-category/subcategory/faq/	FAQ	1.01.04	3rd Tier Nav	Home > First Category > Subcategory > FAQ
http://www.yourdomain.com/first-category/second-subcategory/	Second Subcategory	1.02	2nd Tier Nav	Home > First Category > Second Subcategory
http://www.yourdomain.com/first-category/second-subcategory/supporting-page-1/	Supporting Page 1	1.02.01	3rd Tier Nav	Home > First Category > Second Subcategory > Supporting Page 1
http://www.yourdomain.com/first-category/second-subcategory/faq/	FAQ	1.02.01	3rd Tier Nav	Home > First Category > FAQ
http://www.yourdomain.com/first-category/third-subcategory/	Third Subcategory	1.03	2nd Tier Nav	Home > First Category > Third Subcategory
http://www.yourdomain.com/first-category/third-subcategory/supporting-page-1/	Supporting Page 1	1.03.01	3rd Tier Nav	Home > First Category > Third Subcategory > Supporting Page 1
http://www.yourdomain.com/first-category/third-subcategory/faq/	FAQ	1.03.02	3rd Tier Nav	Home > First Category > FAQ
http://www.yourdomain.com/second-category/	Second Category	2	Main Navigation	Home > Second Category
http://www.yourdomain.com/second-category/subcategory/	Subcategory	2.01	2nd Tier Nav	Home > Second Category > Subcategory
http://www.yourdomain.com/second-category/subcategory/supporting-page-1/	Supporting Page 1	2.01.01	3rd Tier Nav	Home > Second Category > Subcategory > Supporting Page 1
http://www.yourdomain.com/second-category/subcategory/supporting-page-2/	Supporting Page 2	2.01.02	3rd Tier Nav	Home > Second Category > Subcategory > Supporting Page 2
http://www.yourdomain.com/second-category/subcategory/faq/	FAQ	2.01.03	3rd Tier Nav	Home > Second Category > Subcategory > FAQ
http://www.yourdomain.com/third-category/	Third Category	3	Main Navigation	Home > Third Category
http://www.yourdomain.com/third-category/subcategory/	Subcategory	3.01	2nd Tier Nav	Home > Third Category > Subcategory
http://www.yourdomain.com/third-category/subcategory/supporting-page-1/	Supporting Page 1	3.01.01	2nd Tier Nav	Home > Third Category > Subcategory > Supporting Page 1
http://www.yourdomain.com/third-category/subcategory/supporting-page-2/	Supporting Page 2	3.01.02	2nd Tier Nav	Home > Third Category > Subcategory > Supporting Page 2
http://www.yourdomain.com/about/	About	4	Main Navigation	Home > About Us

Blog Hierarchy Planning

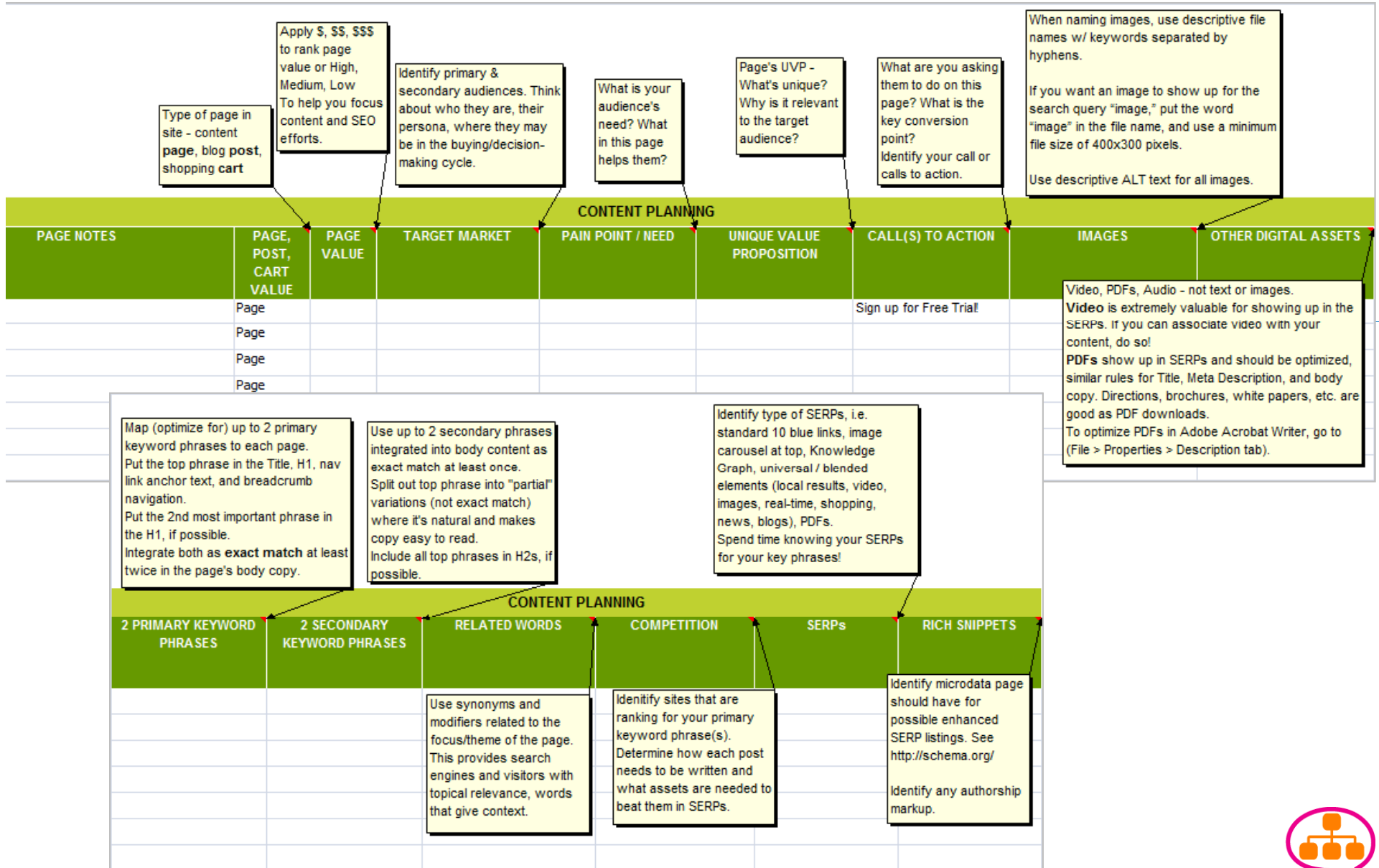
Blog Architecture

MAJOR CATEGORIES	DESCRIPTION	SECTION OWNER / CONTRIBUTORS	TAGS	NOTES
<p>Categories are meant for broad grouping of your posts. Do not make too many. They are used to create hierarchy (directories), similar to your website's main navigation. You can also have sub-categories, which would create a sub-directory structure.</p> <p>Best practice is to use a category as a subdirectory, e.g. <code>www.domain.com/blog/category/keyword-rich-post-name/</code> WordPress settings: <code>/%category%//%postname%/</code></p>	<p>Description of types of content in this category for planning purposes.</p>	<p>Identify who will be the main author(s) of this section, if there is more than one author for your blog for planning purposes</p> <p>You may want to have guests blog about areas of expertise that would provide value to your audience.</p>	<p>Tags describe specific details of your posts, events and/or people mentioned. Do not overdo. Try to use tags that would be used in other posts.</p> <p>People can view your site by tags, creating another form of understanding types of content on your site.</p> <p>Tags are optional, unlike categories that are required.</p> <p>Tags are case-sensitive. Recommend making all your tags lower case, except for proper nouns or people's names. You can also adopt a convention to use Title Case on all your tags. Be consistent.</p> <p>Tags must NOT duplicate category labels.</p>	

Blog Specs – Plan them out!



Content Planning Framework



Content Dos & “Don’ts

Avoid (when possible)	Do (as much as possible)
Promotional “marketese”	Concise, objective statements State benefits & features.
“We” & “our” statements	“You” statements speak to reader.
Lengthy, complex sentences that go on and on and on...	Vary sentence length. Try a few short sentences (syncopation).
Long paragraphs (more than 3-4 sentences)	1 idea per paragraph Concise (50% word count) & scannable!
Starting paragraphs with prepositional phrases	Start with the subject or key point clearly stated – upfront.
Passive voice (Twerking dance moves were done by Miley Cyrus.)	Active voice (Miley Cyrus demonstrated twerking dance moves.)
“List items” in sentences	Break out into bullets, 3-5. <ul style="list-style-type: none">• Short• Sweet• Scannable!

Readers are asking, “**Why should I care?**”

<http://www.useit.com/alertbox/passive-voice.html>



Magazine-Like Headlines

- ▶ **1 Big Idea**

Generate curiosity.

- ▶ **Specific**

Use phrases most important to content and audience.

- ▶ **Grab attention**

*Give them a reason to read more.
Promise powerful benefits!*

- ▶ **<= 140 characters**

Make it tweetable!

- ▶ **Answer... “So what?”**



Image Credit: <http://www.engadget.com/2007/01/09/live-from-macworld-2007-steve-jobs-keynote/>

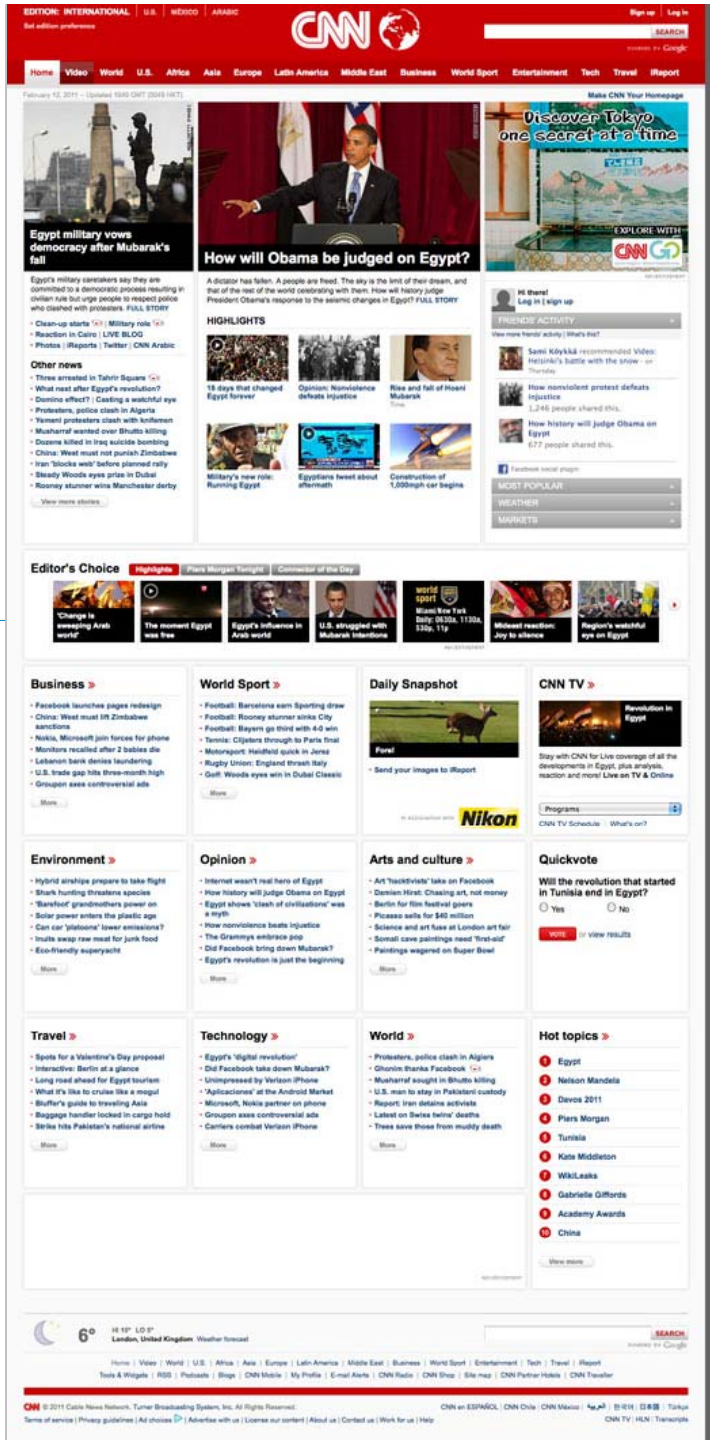
“Today Apple reinvents the phone!”

“MacBook Air. The world’s thinnest notebook”

“The new iTunes store. All songs are DRM-free.”



SEO-Approved Wireframes




SEO Notations

North Pole Baking Company

H1 Tag

Alt text: Polar Bear Cookies

Polar Bears Make Great Cookies!



If you are looking for the best tasting cookies in the North Pole, you need to try our Polar Bear cookies! They are made with real Polar Bear parts and have been voted the best cookies on the North Pole Eight years in a row.

Home

Menu

Polar Bear Cookies

Reindeer Cupcakes

Elf Muffins

Santa Cakes

Locations

About Us

Don't Use JavaScript for these links

Page Title: Polar Bear Cookies | North Pole Baking Company

URL: northpolebakingco.com/polarbearcookies/

Meta Description: Heard of the North Pole Baking Company's famous polar bear cookies? This is the place to learn more. Come on in and find out where to get them.

Please Verify: index,follow, analytics tracking, included on XML sitemap

Other Notes: You look nice today

Integrating SEO into the Project Process

<http://moz.com/blog/inhouse-seo-integrating-seo-into-the-project-process>

@lookadoo



Visual Design

LAYOUT & TYPOGRAPHY

RESPONSIVE & MOBILE

CONTENT OBJECTS & IMAGES



C.R.A.P. Design

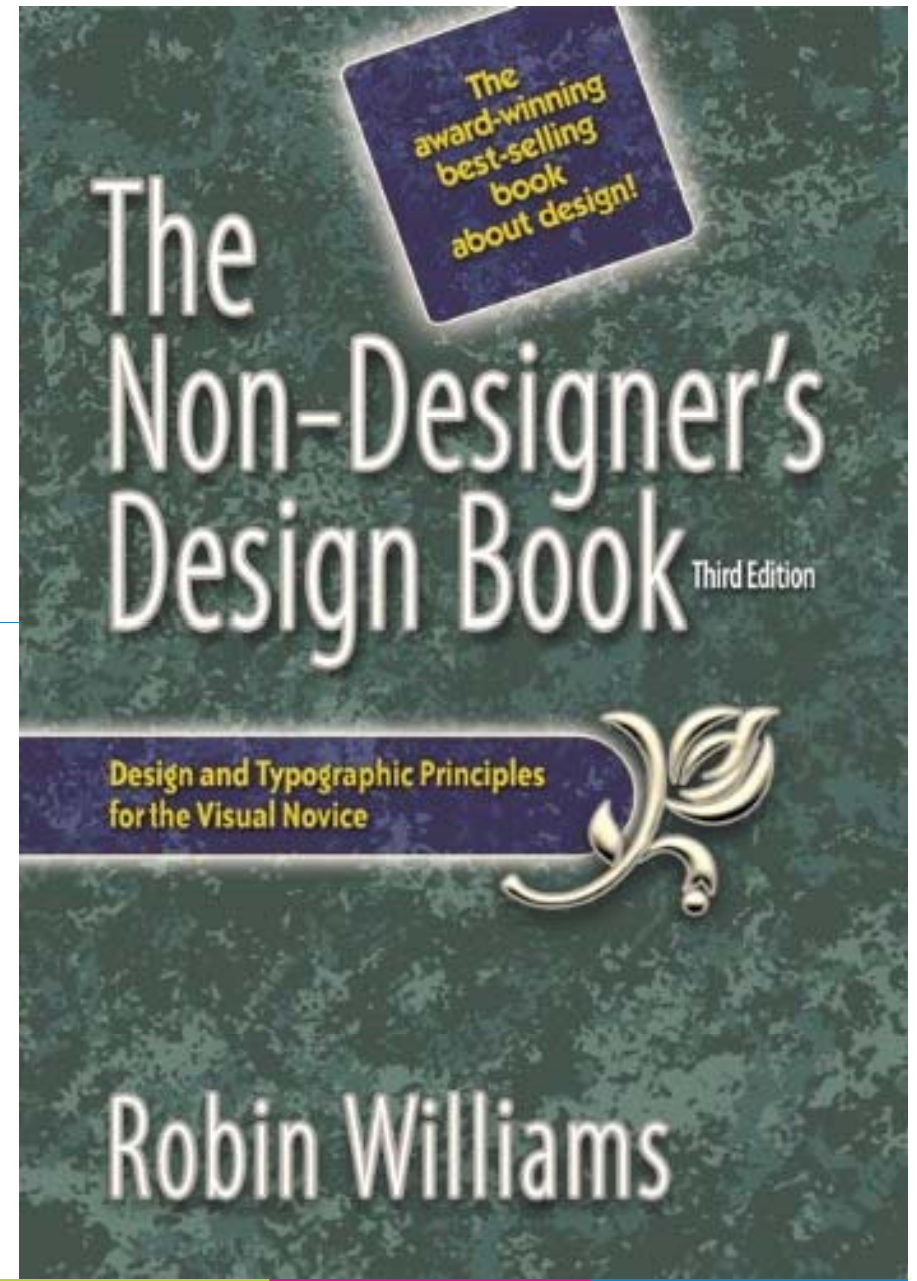
Learn **basic color theory, typography & design!**

C
ontrast

R
epetition

A
lignment

P
roximity



<http://bit.ly/NonDesigners>

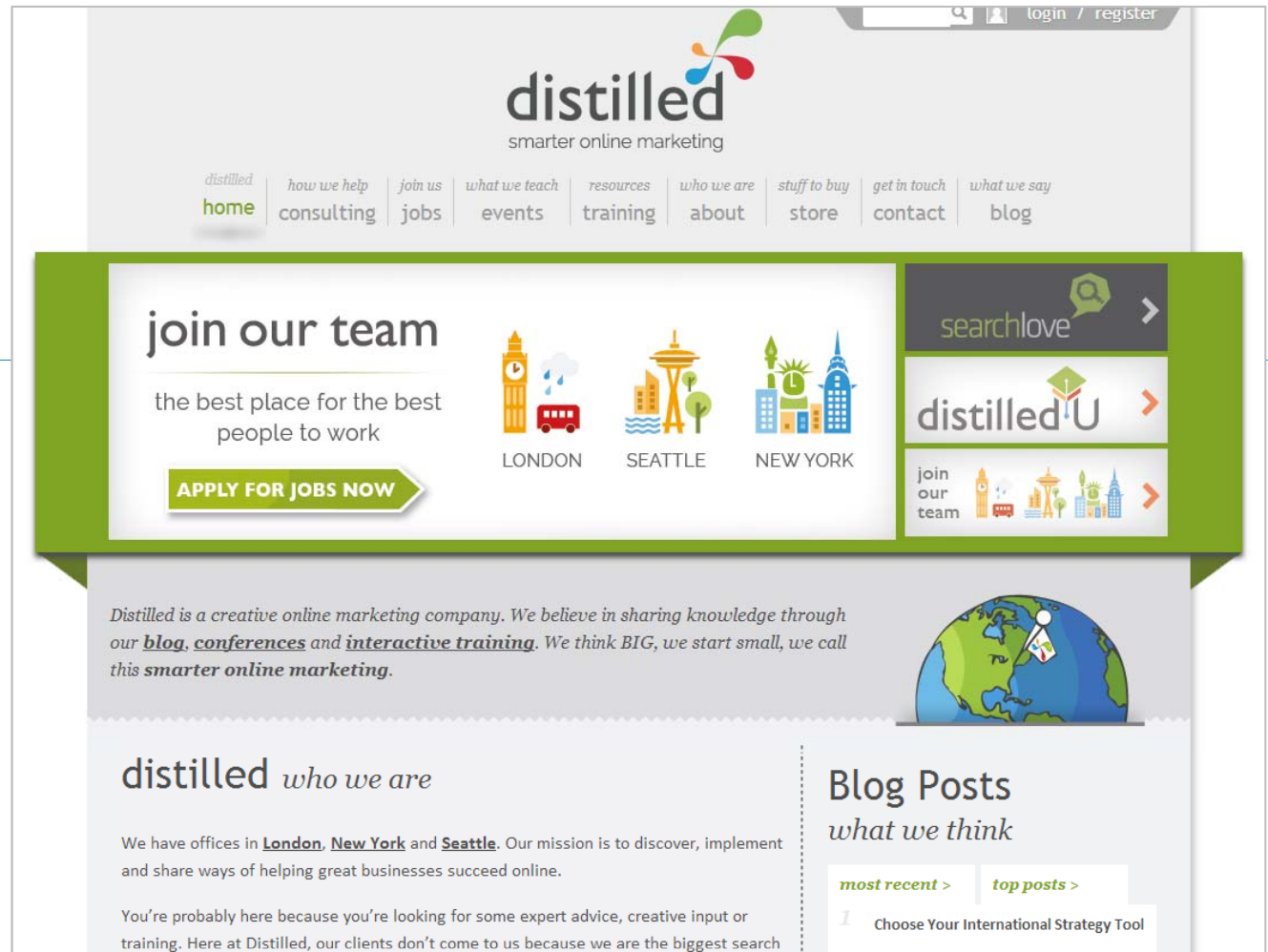


Design for Readability

"I'm increasingly of the opinion that all pages designed to contain long-form copy that is supposed to be read should be designed with readability as the #1 priority."

~Will Critchlow

[@willcritchlow](https://twitter.com/willcritchlow)



Distilled's recent responsive design with Readability Checklist

<http://bit.ly/DistilledReadability>

@lookadoo





No Flash!



How to Convince a Client They Don't Need a Splash Page

<http://moz.com/blog/how-to-convince-a-client-they-dont-need-a-splash-page>





No Frames!

```
Source of: http://www.../index.html - Mozilla Firefox
File Edit View Help

1
2
3 <html>
4 <head>
5 <title>WWW. ... index.html</title>
6 </head>
7 <frameset rows='100%, *' frameborder=no framespacing=0 border=0>
8 <frame src="http://.../bob//index.html" name=mainwindow frameborder=no framespacing=0 marginheight=0
  marginwidth=0></frame>
9 </frameset>
10 <noframes>
11 <h2>Your browser does not support frames. We recommend upgrading your browser.</h2><br><br>
12 <center>Click <a href="http://.../bob//index.html">here</a> to enter the site.</center>
13
14 </noframes>
15 </html>
16
17
```

↑
IP Address!!



Bath Magic Inc.
Reglazing Solutions

Got an Ugly Tub? Don't replace it...Reglaze It !!



[WHO WE ARE](#) / [WHAT WE DO](#) / [WHY US](#) / [HOW WE DO IT](#) / [OUR FINISHES](#) / [COLORS](#) / [SERVICE AREAS](#) / [QUESTIONS?](#) / [CONTACT US](#)
[CARE INSTRUCTIONS](#) / [4 HOUR CURE](#) / [ANTI-SLIP](#) / [DRAIN KITS](#) / [BATHMATS](#) / [TOUCHUP KITS](#) / [LINKS](#)



Founded in 1993, Bath Magic is in the business of reglazing bathroom and kitchen fixtures. We can make that old tub, tile, or sink look great again at a fraction of the cost of replacement.

Our finish is strong, durable, and easy to care for. No more scrubbing with harsh cleaners. Most jobs take just a few hours to complete. Appointments set Monday- Saturday.

We offer Reglazing, Refinishing, and Resurfacing solutions! We can make those old worn out bathtub, sink, or tile look great again at a fraction of the cost of new. Servicing the [Cincinnati](#), [Columbus](#), [Dayton](#) and [Toledo](#) Ohio areas, along with [Detroit](#) Michigan, [Indianapolis](#) Indiana, [Louisville](#) Kentucky, [Rockford](#) Illinois, and [Madison](#) Wisconsin.

Specials by City

[CINCINNATI, OH](#)
[COLUMBUS, OH](#)
[DAYTON, OH](#)
[DETROIT, MI](#)
[INDIANAPOLIS, IN](#)
[LOUISVILLE, KY](#)
[MADISON, WI](#)
[ROCKFORD, IL](#)
[TOLEDO, OH](#)



**Ask about our
 4 Hour Cure
 Coating!**

Our Coatings

Ugly Drain?



Drain Refacing

No Slipups!



Bath Safety



Locations

SHOP WITH
 MERCHANTS
 YOU CAN TRUST



Look for the
 BBBOnLine
 seal to find
 trustworthy
 web sites...
 like ours

This site is best viewed at 1024x768 screen resolution.

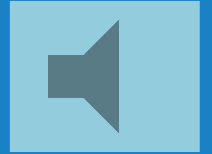
© Copyright 1999-2012 Bath Magic, Inc. All rights reserved.
 Bath Magic Inc., 120 N. Main St., Englewood OH, 45322

Last Revised 3/22/12

We offer Reglazing, Refinishing, and Resurfacing solutions! We can make those old worn out bathtub, sink, or tile look great again at a fraction of the cost of new. Servicing the [Cincinnati](#), [Columbus](#), [Dayton](#) and [Toledo](#) Ohio area, along with [Detroit](#) Michigan, [Indianapolis](#) Indiana, [Louisville](#) Kentucky,



No Music!



DotCalm.com

This Domain is for Sale

For further information, contact us at:
845-893-7475

How to Convince a Client their Site Doesn't Need Music

<http://moz.com/blog/how-to-convince-a-client-their-site-doesnt-need-music>

@lookadoo



YES to HTML5 & CSS3



“Would you be worried if 30% of your customers walked in and then directly out of your store?”

Image credit: <http://brolik.com/>

<http://brolik.com/blog/how-to-approach-mobile-website-design/>

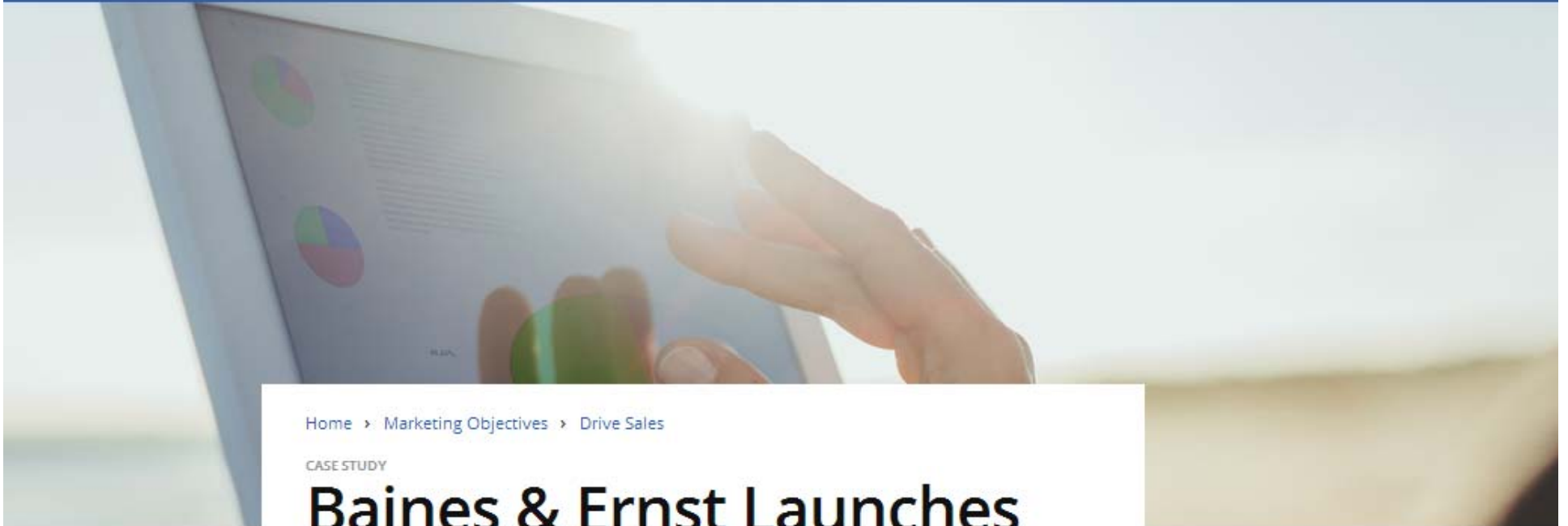




Think Insights

Search

[Home](#) [Industries](#) [Marketing Objectives](#) [Ad Types](#) [Perspectives](#) [Creative Sandbox](#) [Products & Tools](#)



[Home](#) > [Marketing Objectives](#) > [Drive Sales](#)

CASE STUDY

Baines & Ernst Launches New Site Using Responsive Web Design, Mobile Conversions Leap 51%

PUBLISHED

August 2013

TOPICS

[Financial Services](#), [Search](#),
[Mobile](#), [Drive Sales](#)

Download ↓

THE RUNDOWN

MORE LIKE THIS



ARTICLE

[The Mobile](#)

<http://www.google.com/think/case-studies/baines-and-ernst-responsive-web-design.html>

4 of 5 Facebook Users Visit via Mobile



②④,⑦⑦⑦,⑦⑦⑦ ÷ ⑤ × ④

①⑨,②⑦⑦,⑦⑦⑦

Per Day!!!

*“Google recommends webmasters follow the industry best practice of using **responsive web design**, namely serving the **same HTML for all devices** and using only **CSS media queries** to decide the rendering on each device.”*

<http://bit.ly/FB4of5mobile>

<https://developers.google.com/webmasters/smartphone-sites/>



Doing Responsive Right!



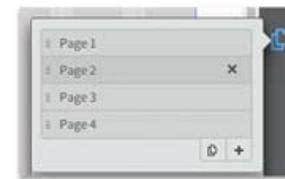
Visual media-query breakpoints

Place media-query breakpoints wherever needed to customize your designs for different screen sizes.



CSS layout

Exercise precise control over your web design layout with static, absolute, and relative positioning.



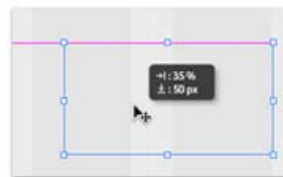
Multi-page designs

Create and manage responsive comps for your entire site using the new pages panel.



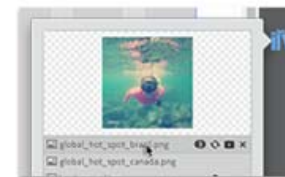
Typography

Incorporate beautiful typography into your project by using Edge Web Fonts and Typekit. Leverage inline-text styles to make changes to text blocks and view those adjustments instantly.



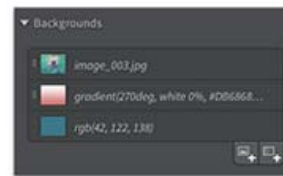
Fluid customizable grid system

Use a flexible grid system to adjust any media query breakpoint in order to change the column count and gutter width.



Asset management

Efficiently manage your content in a new Assets panel that helps improve your workflow.



Styling

Wow your client by layering colors, gradients, images, and drop shadows in your design. Use the improved color picker to precisely customize your border styles.



Previewing

Preview designs in your browser or —through integration with Edge Inspect—on devices.



Sharing

Easily extract CSS from your project to share with others or for further development in Edge Code, Dreamweaver, or another code editor of your choice.



Adobe Edge Reflow CC

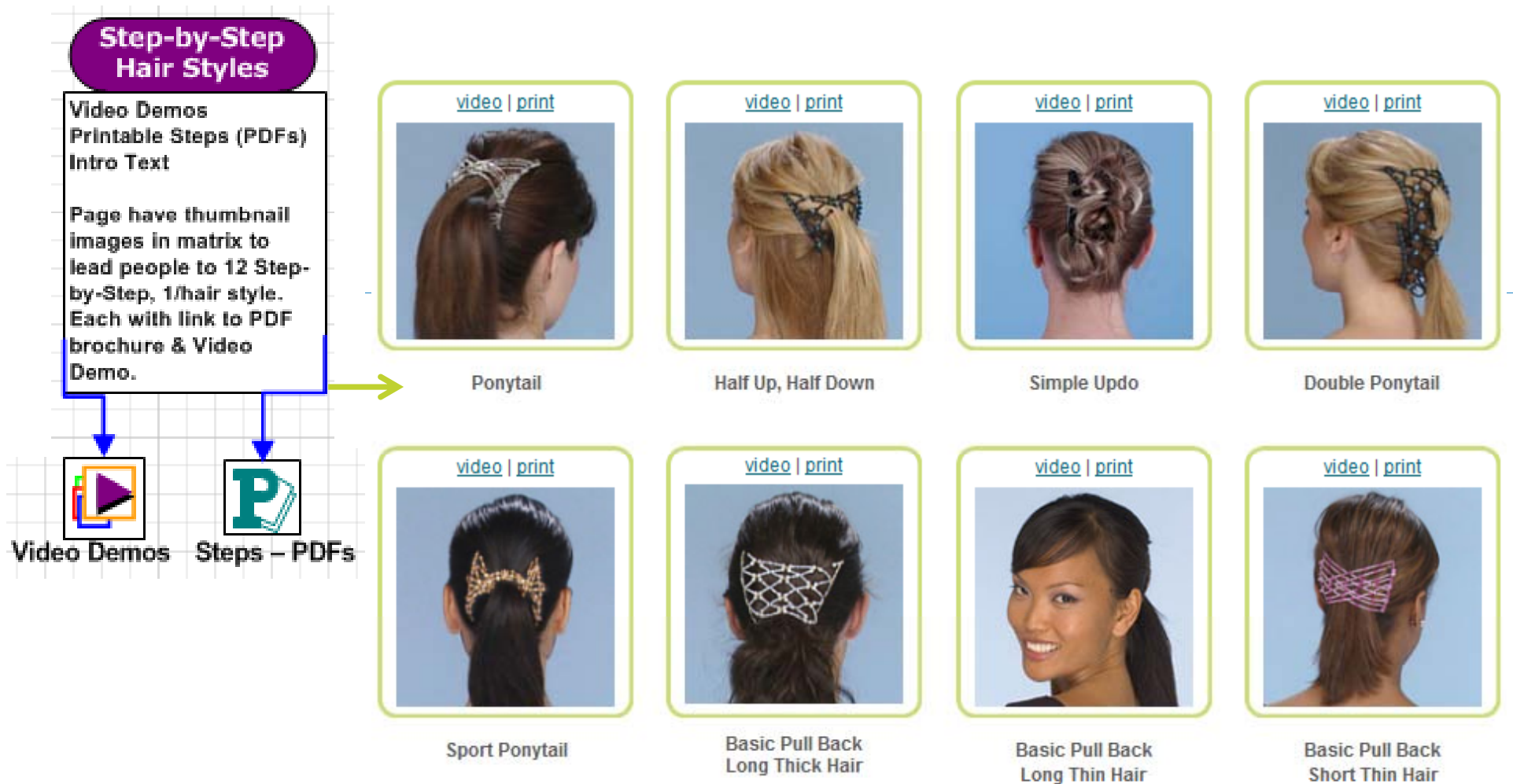
Design the responsive web.

<http://html.adobe.com/edge/reflow/>

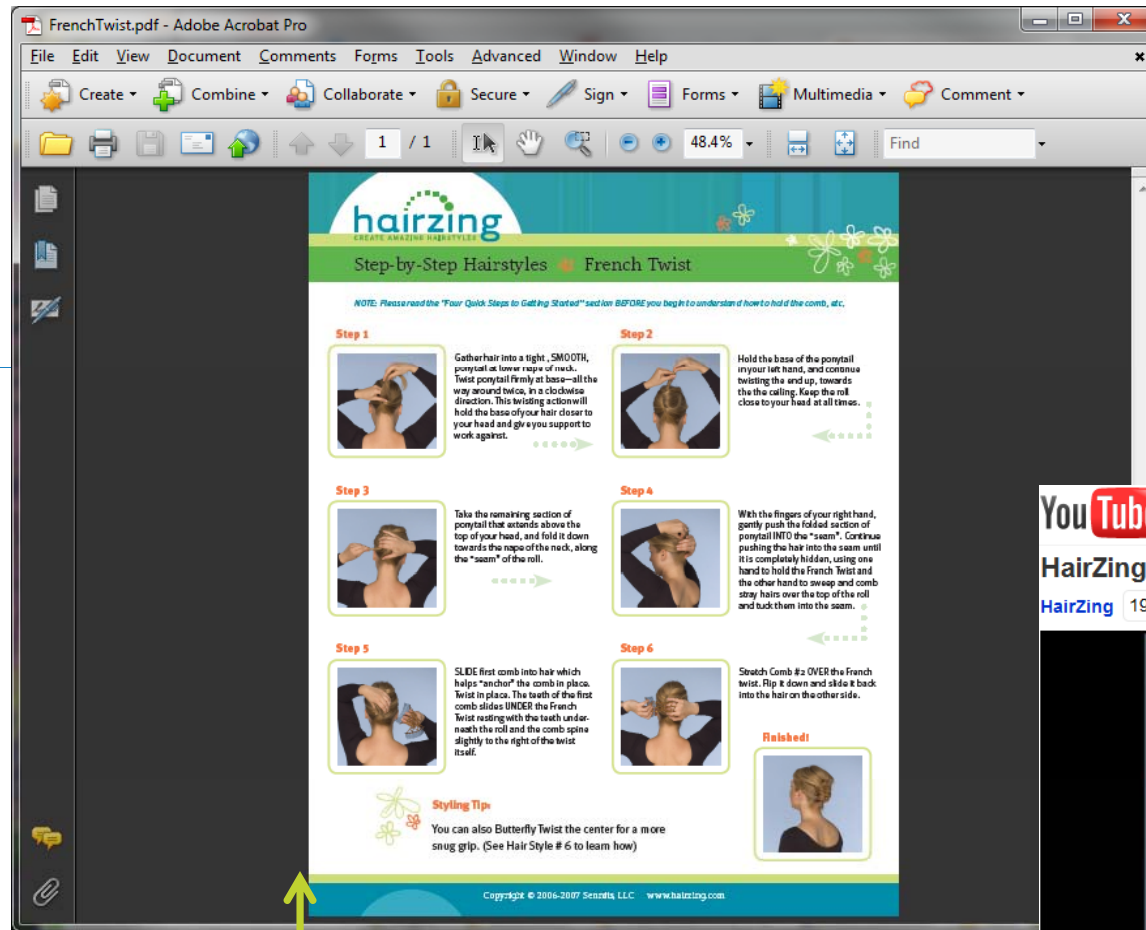
Building A Better Responsive Website: bit.ly/SmashingResponsive



Digital Asset Design



Digital Asset Design



Step-by-Step
PDFs

Video
Demos



Quality Images Go Viral

“17 Of The Most Viral Facebook Photos in History”

Olde Towne Antiques and Upholstery posted this image with the caption, "How many of you recognize this old classic movie?" It was liked 1,815,048 times and commented on 89,934 times.




Likester via Olde Towne Antiques and Upholstery/Facebook

<http://www.businessinsider.com/the-20-most-popular-photos-2012-12>






No Clipart!



About Markel ▼US Insurance ▼International Insurance ▼Global Reinsurance ▼Markel Ventures ▼Careers ▼

[Home](#) » [About Markel](#) » [Our Business](#)

Our business




Markel Corporation (NYSE – MKL) is a holding company based in Richmond, Virginia. Markel is listed on the NYSE and trades under the ticker symbol "MKL." Founded in 1930, Markel underwrites customized insurance products. Insurance segments include Markel Wholesale, Global Insurance, Markel Specialty, Global Reinsurance, and Markel International (including Markel Syndicate 3000 and Lloyd's Syndicate 1400). Markel Ventures, a subsidiary that makes strategic investments in companies outside of the insurance marketplace, is another important component of our business.

One of Markel's unique competitive advantages is the [Markel Style](#) which inspires our associates and guides our decision-making. Reflecting the Style in all business dealings has created a corporate culture in which integrity, transparency, honesty, sense of humor, disdain for bureaucracy, striving for a better way, teamwork, sharing success with others, and passion for what we do are non-negotiable. "Living the Style" is both expected and a high compliment.

In each of our businesses, we seek to deliver innovative underwriting approach is disciplined, and our focus is on underwriting and operating profits and to combine those

About Markel



Markel Corporation (NYSE – MKL) is the holding company for a number of insurance and investment operations around the world. Based in Richmond, Virginia and founded in 1930, Markel is organized around five insurance segments offering unique solutions to complex risk challenges. Our financial goals are to earn consistent underwriting and operating profits and superior investment returns to build shareholder value.

to \$451.72 at June 30, 2013 from \$403.85 at December 31, 2012.

The combined ratio was 103% for the second quarter of 2013 and 98% for the six months ending June 30, 2013. The results for the quarter and the six month period were impacted by \$61.8 million of transaction costs and acquisition-related expenses and \$25.4 million of catastrophe losses related to our new Alterra segment. Together, these items added 6% to the combined ratio for the first six months of 2013. Gross premium volume increased by 17% in Q2 for legacy Markel operations, and the combined ratio for these segments was 89%.

Invested assets increased to \$16.6 billion and shareholders' equity increased to \$6.3 billion.

About Markel

[Our Business](#)
[Markel Style](#)
[Leadership](#)
[Investor Relations](#)
[Newsroom](#)
[Community](#)
[Involvement](#)
[History](#)

US Insurance

[Wholesale](#)
[Global Insurance](#)
[Specialty Commercial](#)
[Practice Groups](#)
[FirstComp - Workers' Comp](#)
[Specialty Personal](#)

© Markel Corporation. All rights reserved 2012.

[Investor relations](#)

[About Markel](#)

Kills trust and authority!



Custom 404



Site-Wide “Boosters”

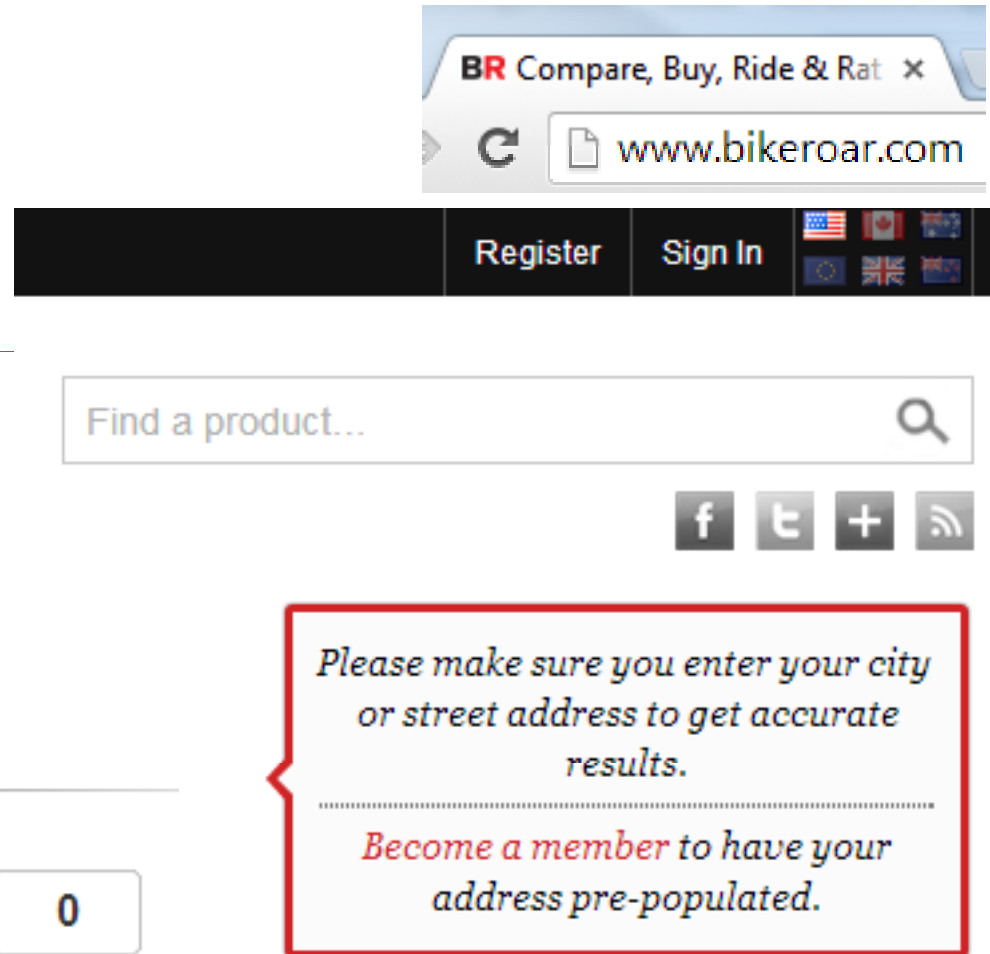
Favicon

Internal Search

Language / Country

Messaging

Social Buttons



Little things are big things to your visitors & increase conversions!



A



B



<http://www.usertesting.com/>



<https://www.optimizely.com/>



<http://feedbackarmy.com/>



Social Media Assets



The Ridiculously Exhaustive Social Media Dimensions Blueprint

<http://bit.ly/SocialBlueprint>

@lookadoo





Site Development

SEO SPECS > PROGRAMMERS

TEST. TEST. TEST!

MONITOR. MONITOR. MONITOR!



Team Work!



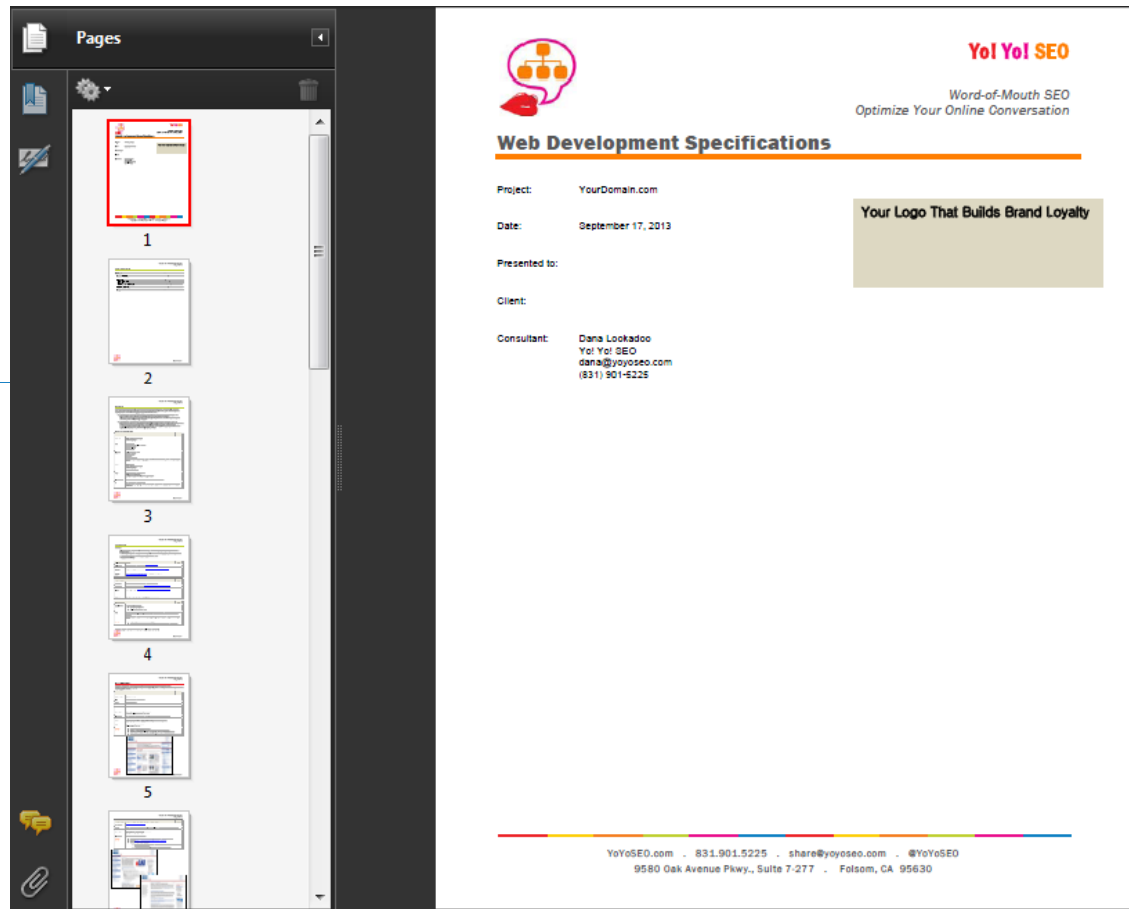
AVOID: *"I.T. said they don't have time to implement redirects right now. Get back to them in 6 months."*

<true story>

<http://moz.com/blog/seos-and-developers-5-ways-to-build-the-relationship>



Specs / Requirements Doc



Goals . IA / SEO Elements . Functionality . Wireframes . Design . Schema . Analytics



FAN ROOM NO.3

USER-
AGENT: *
DISALLOW: /

RESTRICTED AREA

ROBOTS.TXT DISALLOW + PASSWORD-PROTECT STAGING SITE

AUTHORIZED PERSONNEL

Bad robots & good people can still get in robots-protected areas. Add security!

ONLY

<http://www.robotstxt.org/robotstxt.html>

bit.ly/robotsGDev

Canonicalization

Only 1 version of each URL, especially home:

<http://www.yourdomain.com>

~~<http://www.yourdomain.com/index.php>~~

~~<http://yourdomain.com/>~~

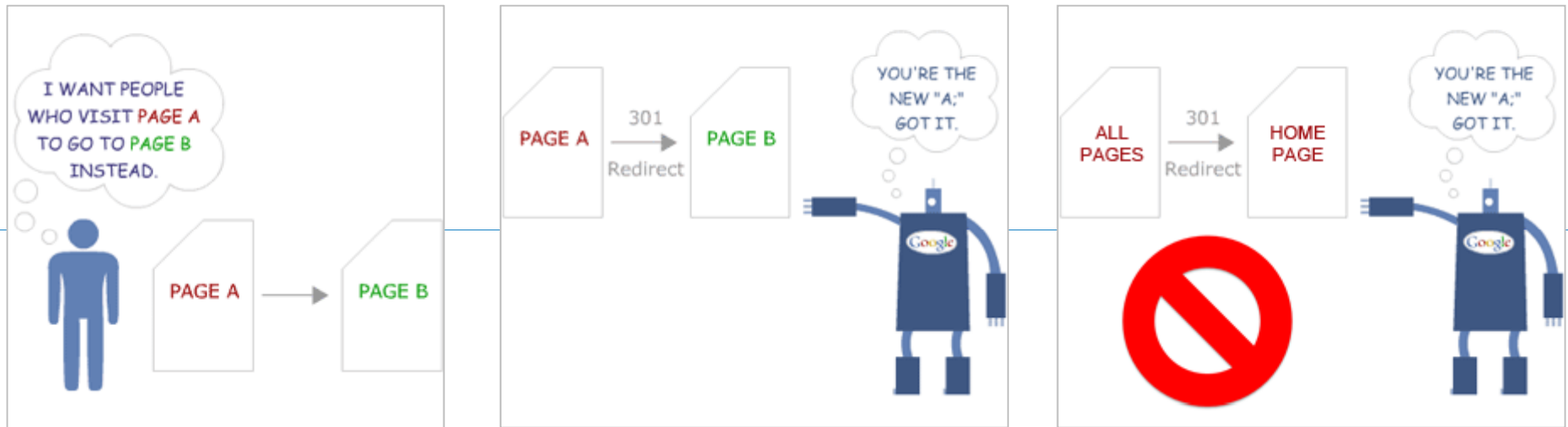
~~<http://yourdomain.com/index.php>~~

```
Options +FollowSymlinks
RewriteEngine on
rewritecond %{http_host} ^domain.com [nc]
rewriterule ^(.*)$
http://www.yourdomain.com/$1 [r=301,nc]
```

<http://www.mattcutts.com/blog/seo-advice-url-canonicalization/>



301 Redirects



No time for 1-to-1 redirects?
Redirect top (key) pages.

Large or e-commerce site?
Set automation rules.

<http://moz.com/learn/seo/redirection>

<http://www.internetmarketingninjas.com/blog/search-engine-optimization/301-redirects/>



Redirects Worksheet

REWRITE - 301 PERMANENT REDIRECT MAPPING		
FROM URI	TO URL	NOTES
Old page name or name of "from" page being redirected - URI only	Name of page being directed to or name of new page - full URL	Comments, instructions
/directory/old-page-name.html	http://www.yourdomain.com/directory/new-page-name.html	new page name or retiring a page and redirecting to another page
/old-hierarchy/page-name.html	http://www.yourdomain.com/new-hierarchy/new-page-name/	new page name, similar directory, no extension, often done in CMS migration
/old-hierarchy/old-subdirectory/old-page-name/	http://www.yourdomain.com/similar-hierarchy/similar-subdirectory/similar-page-name/	page expired and redirected to a similar page in a similar, relevant location
/product-category/sub-category/old-product-page-name.php	http://www.yourdomain.com/product-category/sub-category/	product expired and no similar product, redirected to sub-category page

<http://vovoseo.com/resources/redirects-worksheet/>

@lookadoo



410 – No Forwarding Address



Image credit: <http://animals.pawnation.com/eating-habits-fruit-flies-6328.html>

<http://www.w3.org/Protocols/rfc2616/rfc2616-sec10.html>

<http://moz.com/blog/save-your-website-with-redirects>



SEO-Friendly CMS

Open Source



<http://wordpress.org/>

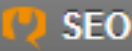
SASS



<http://www.pixelsilk.com/>







SEO

- Dashboard
- Titles & Metas
- Social
- XML Sitemaps
- Permalinks
- Internal Links
- RSS
- Import & Export
- Edit files

Basis settings with or without Yoast's plugin

General (Settings > General)

Site Title: Your Blog Name

Tagline: Keyword-Rich Description Offering Your Benefits and UVP

Update Services: (Settings > Writing)

<http://rpc.pingomatic.com>

<http://rpc.technorati.com/rpc/ping>

<http://blogsearch.google.com/ping/RPC2>

<http://ping.myblog.jp>

<http://ping.feedburner.com>

<http://rpc.twingly.com>

Permalinks (Settings > Permalinks) – For URL hierarhcy

Common Settings > Custom Structure: /%category%//%postname%/

Categories

Get rid of (delete) the Uncategorized default category!

<http://yoast.com/wordpress/seo/>



Identify THE most important phrase for the page or post. Phrase should be used in page/blog post Title and twice in body copy.

WordPress SEO plugin identifies this as the "Focus Keyword" to help you with optimization.

<title></title>

60 characters recommended for both Google (70) & Bing (60). Use <10 words. MOST IMPORTANT: Capture attention! Title is link that appears in SERP, 1st thing people see, "main idea or hook." Make it differentiate you & encourage searchers to click your listing in the SERPs! Put the top keyword phrase near the left, except the home page. (Keywords at front are most important for ranking.) If you can work in the secondary primary keyword phrase into the Title without it looking spamming, do so. Include your brand at the beginning for your home page and at the end for the rest of the site.

This becomes the OG:image, the image that displays when shared on Facebook and in Google+, for example.

NEW SIZE: Min. = 560x292
Recommended og:image size: 1200x627

WORDPRESS SEO

FOCUS KEYWORD	SEO TITLE (Title tag)	#	META DESCRIPTION	#	KEYWORDS	#	FEATURED IMAGE
	Your Company Name, Inc. TAGLINE	32	<meta name="description" content="" /> Max of 150; aim for 141 characters. Google may only show 141 if date appears in search snippet. [255 char. may be used for indexing BUT will create an ellipsis (...) in snippet.]	0	<meta name="keywords" content="" /> 5-10 okay, 255 char max. NOT IMPORTANT - DON'T WASTE TIME! Keywords tag is NOT used for ranking but is a spam signal. Too many will hurt you. Tag "may" be used for indexing. Use a couple of main keywords only & misspellings.	0	
	- Your Company	15		0		0	
	- Your Company	15		0		0	
	- Your Company	15	SIGNIFICANTLY IMPORTANT: A good description can make or break CTR. Verbiage needs to influence searchers to click on your listing. Write like a miniature ad with a Call to Action; convey benefit.	0		0	
	- Your Company	15		0		0	
	- Your Company	15		0		0	
	- Your Company	15		0		0	
	- Your Company	15	Most search engines use this as part of site summary. Facebook uses this when someone shares page (if no OG:description code).	0		0	
	- Your Company	15		0		0	
	- Your Company	15	DO NOT simply repeat keywords used in the Title or repeat the Title tag.	0		0	
	- Your Company	15		0		0	

See Categories identified on the Blog Specs worksheet.
DO NOT use "Uncategorized."

Tags describe specific details of your posts, events and/or people mentioned. Do not overdo. Try to use tags that would be used in other posts.
Tags are case-sensitive. Recommend making all your tags lower case, except for proper nouns or people's names. You can also adopt a convention to use Title Case on all your tags. Be consistent.
NOTE: Tags must NOT duplicate category labels.

Only for blog posts

WordPress SEO Framework

FOR BLOG ONLY				
CATEGORY	TAGS	AUTHOR	EXCERPT	#
		Post Author - Must be listed as a user in WordPress.	Similar to the meta description, the Excerpt can be used as the synopsis on your home page and the full description in your RSS feed. Length: <=55 words, 255 characters recommended	0
				0
				0
				0

"Selecting the first 2 words for your page titles is probably the highest-impact ROI-boosting design decision you make in a Web project!" ~Jacob Nielsen



Take More Control!

Default: index
Select noindex to not have the page indexed by search engines.
Advanced: WordPress SEO enables you to easily add noodp, noydir meta tags to tell search engines to not display your Yahoo! Directory or DMOZ listing, respectively.

XML: Default is "Auto detect" to add page to site's XML sitemap file - sitemap_index.xml
Select "Never" to exclude the page from the XML file.
Priority: "Automatic" is default. You can manually set priority from 0.1-1.
HTML: Same settings as for XML.

This overrides the meta description, becomes the OG:description, which is displayed by default in the social share snippet on Facebook and LinkedIn.
TIP: You have a little more room here to deliver a message, up to 187 characters.

Google no longer displays a description.
Recommend just copying the same thing as the Facebook description.
Google is subject to change!

Make a note here.
Also annotate Google Analytics & add to SEO Log if keeping one.

WORDPRESS SEO ADVANCED				WORDPRESS SEO SOCIAL				PUBLISHED	
ROBOTS	BREADCRUMBS TITLE	SITEMAPS	CANONICAL / REDIRECT	FACEBOOK DESCRIPTION Keywords in first 40 char.	#	GOOGLE+ DESCRIPTION Keywords in first 40 char.	#	DATE	
	<p>Title to use for this page in breadcrumb paths. This is automatic in WordPress, but this lets you change the title.</p> <p>See Column E in this worksheet.</p>		<p>Leave Canonical URL field empty to default to the page's Permalink URL.</p> <p>301 Redirect: To keep track, enter the target page URL.</p>		0		0		
					0		0		
					0		0		
					0		0		
					0		0		
					0		0		
					0		0		

WordPress
SEO
Advanced &
Social



WordPress Plugins - Core

Plugin	Learn More...
Akismet	http://akismet.com/
WordPress SEO by Yoast	http://yoast.com/wordpress/seo/
Google Analytics for WordPress	http://yoast.com/wordpress/google-analytics/
Digg Digg	http://bufferapp.com/diggdigg
FD Feedburner	http://flagrantdisregard.com/feedburner/
Redirection	http://urbangiraffe.com/plugins/redirection/
Online Backup for WordPress	https://www.backup-technology.com/free-wordpress-backup/

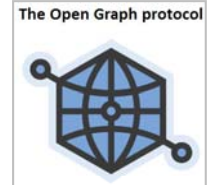


Not the Mother of All Lists

Plugin	Learn More...
Jetpack by WordPress.com	http://wordpress.org/plugins/jetpack/
W3 Total Cache	http://wordpress.org/plugins/w3-total-cache/
AuthorSure (or)	http://wordpress.org/plugins/authorsure/
Custom About Author	http://littlehandytips.com/plugins/custom-about-author/
WordPress Editorial Calendar	http://stresslimitdesign.com/editorial-calendar-plugin
Follow and Subscribe	http://wordpress.org/plugins/follow-subscribe/
Responsive Slider	http://coding.smashingmagazine.com/2013/05/02/truly-responsive-lightbox/
Yoast Local SEO (\$69)	http://yoast.com/wordpress/local-seo/
Yoast Video SEO for WordPress (\$69)	http://yoast.com/wordpress/video-seo/



Structured Markup



SERPs

Schema.org and microdata (RDFa) “influence” how search engine results display → **Rich Snippets** in Google and Bing.

San Francisco, CA Events, Concerts, Festivals, & Family Events ...

eventful.com/sanfrancisco/events

The excerpt from the page will show up here. The reason we can't show text ...

Mon, Sep 16 [Journey](#) - America's Cup Pavilion, San ...

Sat, Oct 12 [The Avett Brothers](#) - America's Cup Pavilion, San ...

Sat, Sep 28 [Phosphorescent](#) - The Fillmore, San Francisco ...

Office Star Professional Air Grid Deluxe Task Chair | Overstock.com

www.overstock.com > ... > Ergonomic Chairs

★★★★★ Rating: 4.6 - 190 reviews - \$199.99

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

SOCIAL

Facebook Open Graph (OG) protocol and **Schema.org** specify what to display in Facebook and Google+.



Akvile Harlow

Get lifted! Yesterday's paragliding adventure recap is now live on Listpiration. Want to learn how to fly? Grab a discount on me...



Learning How To Fly A Paraglider - Listpiration

www.listpiration.com

Experience the thrill and take in the breathtaking view from above by learning how to fly a powered parachute or paraglider.

Unlike · Comment · Share · 44 minutes ago near Long Beach, CA · 🌐

Maximize CTR in SERPs and social with microdata!



Schema – NAP +

```
<div itemscope itemtype="http://schema.org/LocalBusiness">  
<a itemprop="url" href="http://www.yourdomain.com"><div  
  itemprop="name"><strong>Your Company, Inc.</strong></div>  
</a>
```

```
<div itemprop="description">Your Company specializes in in  
the local geographic area.</div>
```

```
<div itemprop="address" itemscope  
  itemtype="http://schema.org/PostalAddress">  
  <span itemprop="streetAddress">7890 Tommy Tutone Drive, Ste.  
  A</span><br>  
  <span itemprop="addressLocality">Jenny, </span>  
  <span itemprop="addressRegion">CA </span>  
  <span itemprop="postalCode">95309</span>  
  <span itemprop="addressCountry"> USA</span><br>  
  <span itemprop="telephone">(555) 876-5309</span>  
</div>
```

<http://schema.org/LocalBusiness>



Video – XML Sitemap

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
        xmlns:video="http://www.google.com/schemas/sitemap-video/1.1">
  <url>
    <loc>http://www.example.com/videos/some_video_landing_page.html</loc>
    <video:video>
      <video:thumbnail_loc>http://www.example.com/thumbs/123.jpg</video:thumbnail_loc>
      <video:title>Grilling steaks for summer</video:title>
      <video:description>How to grill steaks for summer</video:description>
      <video:content_loc>http://www.example.com/video123.flv</video:content_loc>
      <video:player_loc allow_embed="yes" autoplay="ap=1">
        http://www.example.com/player.swf?video=123</video:player_loc>
      <video:duration>600</video:duration>
      <video:expiration_date>2009-11-05T19:20:30+08:00</video:expiration_date>
      <video:view_count>12345</video:view_count>
      <video:publication_date>2007-11-05T19:20:30+08:00</video:publication_date>
      <video:restriction relationship="allow">IE GB US CA</video:restriction>
      <video:gallery_loc title="Cooking Videos">http://cooking.example.com</video:gallery_loc>
      <video:price>1.99</video:price>
      <video:requires_subscription>yes</video:requires_subscription>
      <video:uploader name="GrillyMcGrillerson">GrillyMcGrillerson</video:uploader>
      <video:live>no</video:live>
    </video:video>
  </url>
</urlset>
```

You can specify pages from **different sites** in one Sitemap.

Add it to **robots.txt**.

Submit to **Google Webmaster Tools**.

Bing will find it via your robots.txt.

> 50,000 entries?

Use index files for **multiple sitemaps**.

<https://developers.google.com/webmasters/videosearch/sitemaps>

<https://support.google.com/webmasters/answer/80472?hl=en>

<http://bit.ly/VideoXMLBasics>



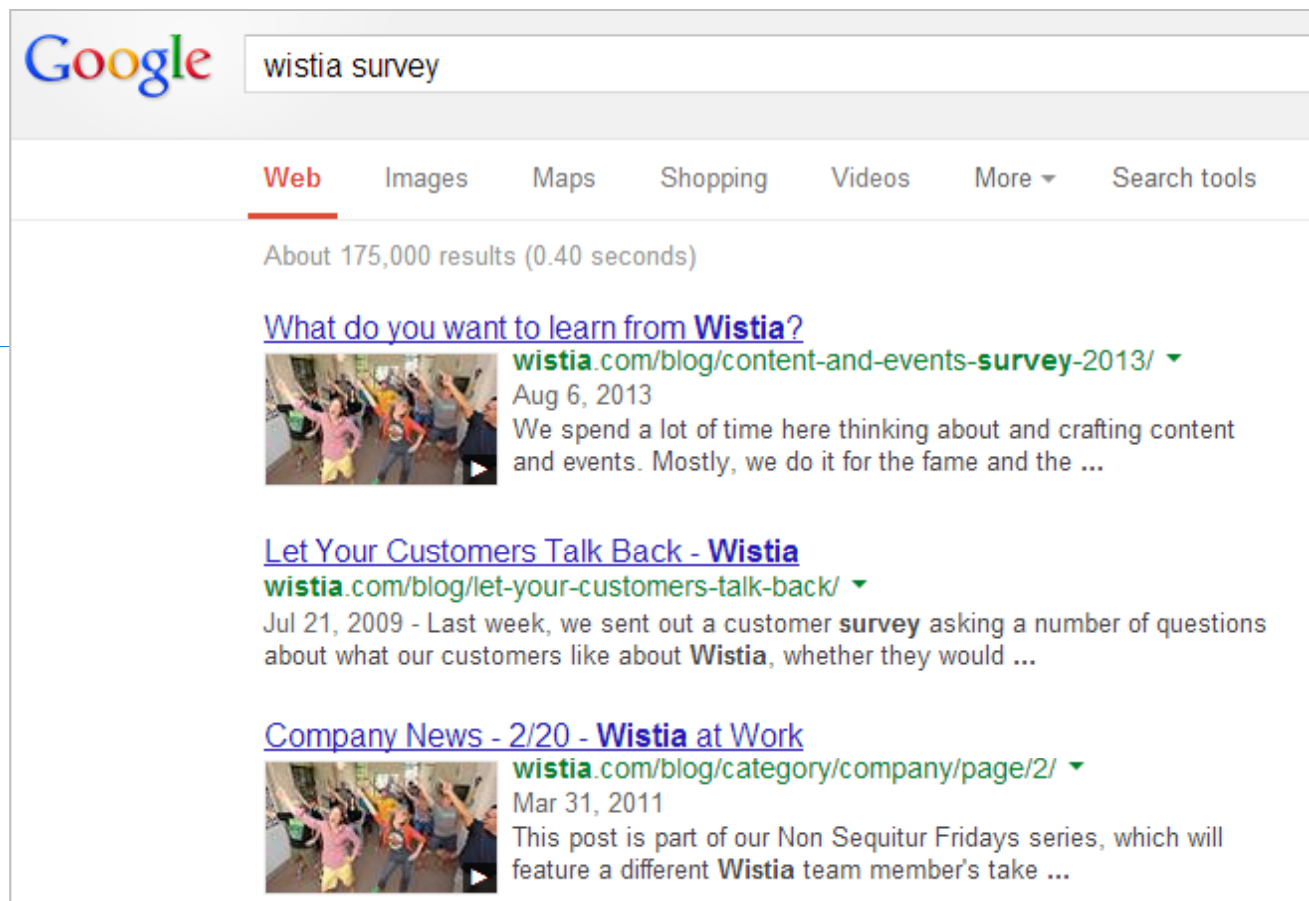


Wistia wins the award for Best Survey! IMHO
<http://wistia.com/blog/content-and-events-survey-2013/>

@lookadoo



Open Graph & Video



*“Adding them
(OG tags) around
video does a good
job to help them
show up as rich
snippets in SERPs.”*

~Chris Savage, Wistia

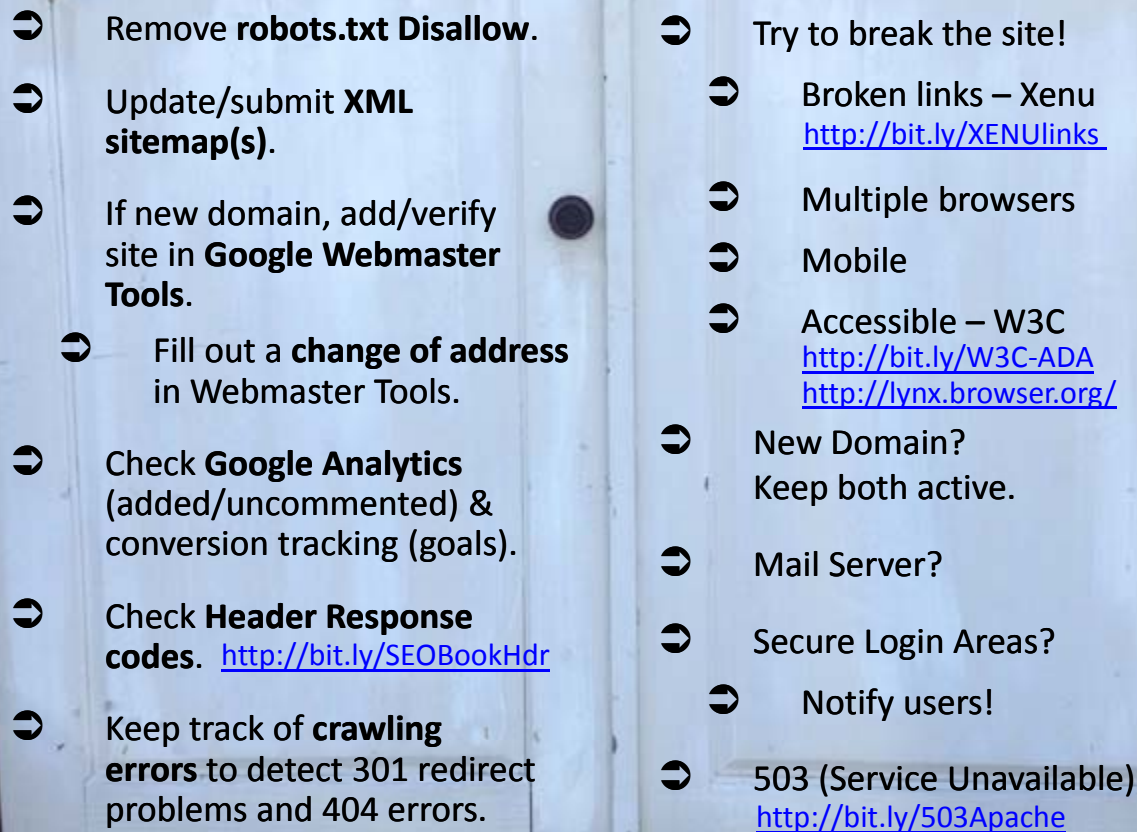
Schema.org for Videos

<https://developers.google.com/webmasters/videosearch/schema>

<http://www.schema.org/VideoObject>



Quality Assurance / Testing

- 
- ➔ Remove **robots.txt** Disallow.
 - ➔ Update/submit **XML sitemap(s)**.
 - ➔ If new domain, add/verify site in **Google Webmaster Tools**.
 - ➔ Fill out a **change of address** in Webmaster Tools.
 - ➔ Check **Google Analytics** (added/uncommented) & conversion tracking (goals).
 - ➔ Check **Header Response codes**. <http://bit.ly/SEOBookHdr>
 - ➔ Keep track of **crawling errors** to detect 301 redirect problems and 404 errors.
 - ➔ Try to break the site!
 - ➔ Broken links – Xenu <http://bit.ly/XENULinks>
 - ➔ Multiple browsers
 - ➔ Mobile
 - ➔ Accessible – W3C <http://bit.ly/W3C-ADA> <http://lynx.browser.org/>
 - ➔ New Domain? Keep both active.
 - ➔ Mail Server?
 - ➔ Secure Login Areas?
 - ➔ Notify users!
 - ➔ 503 (Service Unavailable) <http://bit.ly/503Apache>

W...T...?...

CONFIRMATION

Thank you for choosing Amtrak!
Your reservation is complete.

<THIS IS NOT A TICKET>

Reservation Number
1A45A5

Amtrak Guest Rewards Number: 15442::5687

X f!lbwfltfoubo IF.n bjdpgogjn burpo hp lui f!gmpx joh
beesftt)ft*;ebobmpplbeppA zbipp/dpn !

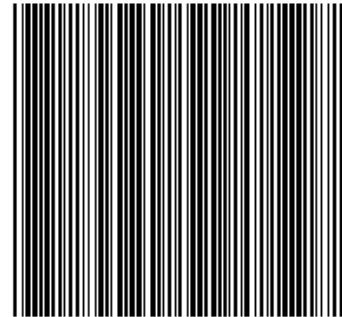
Passenger(s)

Ebob Mppplbepp

Billing Information

Ebob Mppplbepp
21:9 !I pvtupo !D jdnf
Gpntpn !DB!:6741

Upubnt **\$74.00**



Ticket Information

Up lqjll lvq lujll fut lbub IR vjl .Usbl lujll fujph il jptl-
qsjouhi j! dpogjn burpo lqbhf /!Buhf f !tuburpo-!tdbo !
ui f !cbsdpf !voefshf f IR vjl .Usbl !tdboofslboe lui fo !
upvdi lui f !Qsjou!Ujll fut !cvupo /!Op kdsfe jukbse !j
offefe/

PURCHASE SUMMARY

Monday, February 27, 2012

648 !DbqjpmDpsseps!![TBD](#) . [TKD](#)*

Efqbsu; 23;21 lqn -N po-IGfc !38-!3123
Bssjvf; 4;26 lqn -N po-IGfc !38-!3123
Evaburpo; 4 li s-!6 ln jo



W...T...?...

The image shows a web browser window with two tabs. The active tab is titled 'adwords.google.com/robots.txt' and displays the content of the robots.txt file. A green arrow points to the 'Disallow: /' rule for the 'User-agent: *'. Below this, the rules for 'User-Agent: Googlebot' are shown, which allow access to the site. The second tab is a Google search for 'google keyword planner'. A green arrow points to the first search result, 'Keyword Planner - Google AdWords', which includes the URL 'https://adwords.google.com/ko/KeywordPlanner/Home' and a note that the description is unavailable due to the site's robots.txt.

adwords.google.com/robots.txt

```
User-agent: *  
Allow: /support/  
Disallow: /  
  
User-Agent: Googlebot  
Allow: /  
Allow: /support/  
Disallow: /*?
```

Google google keyword planner

Web Images Maps Shopping More Search tools

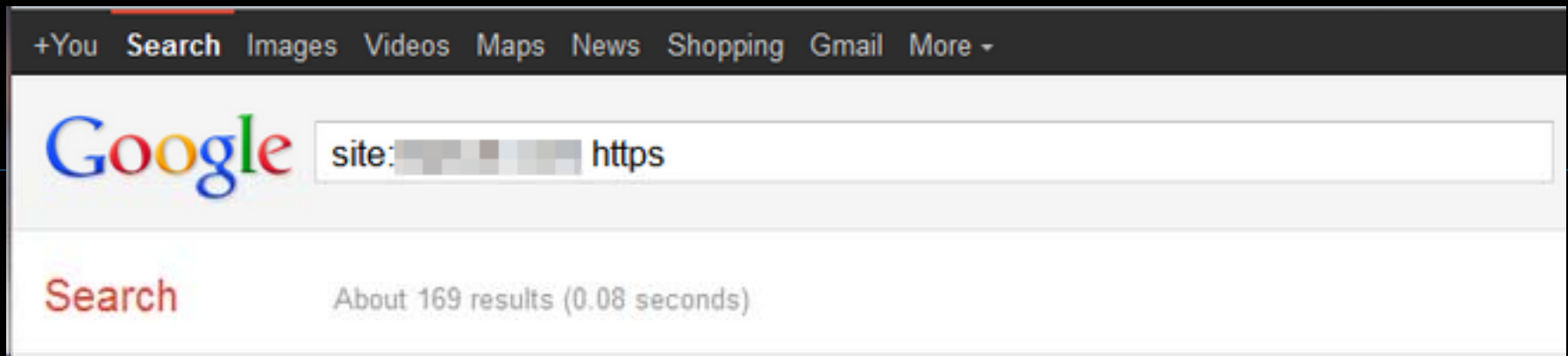
About 2,440,000 results (0.48 seconds)

Keyword Planner - Google AdWords
<https://adwords.google.com/ko/KeywordPlanner/Home> ▾
A description for this result is not available because of this site's robots.txt – learn more.

Google Adwords Keyword Tool
<https://adwords.google.com/o/KeywordTool> ▾
Enter one **keyword** or phrase per line to see what related word searches your ad will show on.
Jonathon Colman, Corey McNeil, AJ Kohn and 5 other people +1'd this

Thank Webmaster Tools

BEWARE of the unknowns...



- ☒ Check those 404 errors
- ☒ Check indexation



Test & Monitor

YourDomain.com

PAGE	QA PERSON	STATUS	CRITICALITY	ISSUE DESCRIPTION	ERROR TYPE
Page Name or URL	Initials	Open, Corrected, Removed	Low, Medium, High	Description of the issue	Code, UI, Content Issue, Link Issue, Web/Browser Issue
		Open	Low		
		Corrected	Medium		
		Removed	High		
		Open	Medium		
		Open	High		
		Corrected	Low		
		Removed	Medium		

DEPT. / TEAM	RESOLUTION	FIXED BY	RETEST NEEDED	RETEST STATUS	COMMENTS
Identify who needs to fix:	Identify the resolution, the fix.	Person who fixed issue	Yes/No	Done?	Notes

Document QA Testing. Keep SEO/Developers Log. Annotate Google Analytics.





Launch & Promote

TEST SOME MORE...

TIDY UP LINKS & LOCAL

TELL THE WORLD!





ON THIS SITE
★ IN 1897 NOTHING ★
HAPPENED.

Crawler Control

robots.txt

<http://www.yourdomain.com/robots.txt>

```
User-agent: *  
Disallow: /cgi-bin/  
Disallow: /wp-includes  
Disallow: /wp-content/plugins/
```

Block Internal Search!

```
<meta name="robots"  
content="noindex, follow">
```

And... be on the lookout for 404s!



bikeroar.com

ANALYZE

Mobile

55 / 100

Desktop

72 / 100

Suggestions Summary

❗ ▶ Eliminate render-blocking JavaScript and CSS in above-the-fold content
Your page has 1 blocking CSS resources. This causes a delay in rendering your page.

❗ ▶ Reduce server response time

⚠ ▶ Optimize images
Properly formatting and compressing images can save many bytes of data.

⚠ ▶ Leverage browser caching
Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

✅ ▶ Enable compression
Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

✅ ▶ Minify JavaScript
Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

▶ 4 Passed Rules

**The results are cached for 30s. If you have made changes to your page, please wait for 30s before re-running the test.*

Understanding the Rule Icons

icon	name	description
❗	red exclamation point	Fixing this would have a measurable impact on page performance.
⚠	yellow exclamation point	Consider fixing this if it is not an onerous amount of work.
✅	green check mark	No significant issues found. Good job!



Link Reclamation / Outreach

YourDomain.com Links to Clean Up

Latest rev.: mm/dd/yy

External Page - Linking URL	Anchor Text	PA	ACRank	Suggested Anchor Text (if any change)

Old URL	New URL	Priority

Contact Name	Contact Email	Contact Phone	Contact Info (Addition, if any)	Date Requested	Link Updated	Checked Link Is Removed

Or...



Open Site Explorer . Majestic SEO . Webmaster Tools . Analytics: Top Referrers

<http://www.opensiteexplorer.org/>

<http://www.majesticseo.com/>

<http://www.buzzstream.com/>

<http://www.google.com/webmasters/tools/>

<http://www.bing.com/toolbox/webmaster>

<http://www.google.com/analytics/>

@lookadoo



http://

Search

[+ Compare up to 5 sites](#)

Domain Metrics:

Page Metrics:

Domain Authority

29/100

Just-Discovered Links index updated continuously. Last Mozscape index update: September 10, 2013. Next Mozscape index update: October 8, 2013.

Page Authority

40/100

Linking Root Domains

38

Total Links

2,240

Facebook Shares

45

Facebook Likes

29

Tweets

6

Google +1s

235

Inbound Links

Top Pages

Linking Domains

Anchor Text

Compare Link Metrics

Advanced Reports

Just-Discovered *beta*

Show links from pages to and

1 - 50 external links

First 1 2 3 4 5

[Export to CSV \(Limit 10,000\)](#)

Title and URL of Linking Page

Link

Page Authority

Domain Authority

Retailer Membership | International Mountain Bi...

www.imba.com/membership/retailer

Learn more here

49

82

Retail News | Bicycle Retailer and Industry News

www.bicycleretailer.com/retail-news

BikeRoar.com

47

62

Verde to represent BikeRoar.com | Bicycle Retai...

www.bicycleretailer.com/industry-news/2013/06/26/verde-represe...

bikeroar.com

43

62

Our Bikes have Stories. Custom Bicycle Painting...

kanebikes.com/

BikeRoar Bike Review

40

34

(nofollow) London Cycle Chic: Trend Alert: Metallics

londoncyclechic.blogspot.com/2013/01/trend-alert-metallics.html

bicycle stores nyc

39

95

Web/Internet | Bicycle Retailer and Industry News

www.bicycleretailer.com/web-internet

BikeRoar.com

32

62

Enterprise – Advanced Filters

1. Select an Advanced Report:

☒ Inbound Links / Linking Pages ☐ Pages on My Subdomain ☐ Linking Root Domains

2. Include the following links in my CSV:

Types of links:

☒ Any
☐ Only Link Equity
☐ Only No Link Equity
☐ Only Follow
☐ Only rel=nofollow
☐ Only 301 Redirects

Links that come from:

☐ Any Page
☒ External linking page
☐ Internal linking page

☒ Any IP address or C-block
☐ From the same IP address
☐ From a different IP address
☐ From the same C block
☐ From a different C block

Links that link to:

☐ This page
☐ Any page in this subfolder
☐ Any page on this subdomain
☒ Any page on this root domain

Links with properties:

☒ Any
☐ Those from inside a <noscript> tag
☐ Those from outside a <noscript> tag

☒ Any
☐ Those from a linked image
☐ Those not from a linked image

Show links that have the following anchor text terms or phrases:
Enter a comma-separated list. Use quotes for exact match.

Example: SEO, SEO Tools, "Roger MozBot", "Moz"

Linking pages with a certain Page Authority:

Minimum: Maximum:

Linking pages with a certain Domain Authority:

Minimum: Maximum:

Linking pages with a certain number of linking root domains:

Minimum: Maximum:

Linking pages that have the following TLDs:
Enter a comma-separated list of TLDs.

Example: .com, .org, .gov, .uk

Linking pages that come from the following root domain:

Example: mozilla.org

Get up to 100,000 links using OSE Advanced Filters!

<http://www.opensiteexplorer.org/>





Local Listings



Audit and Fix Citations for Local Search Gains

DARREN SHAW

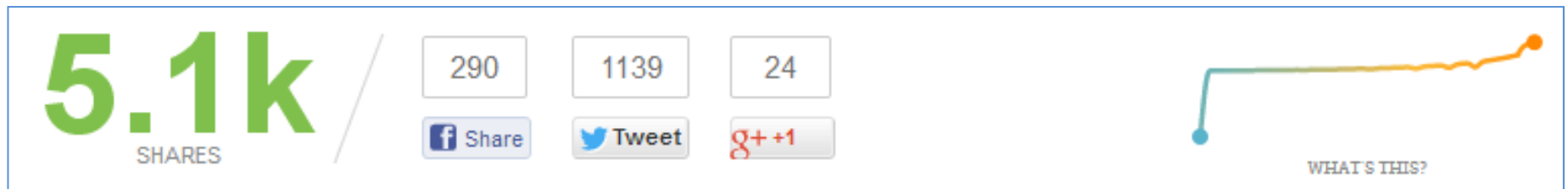
<http://www.slideshare.net/DistilledSEO/darren-shaw-audit-and-fix-citations-for-local-search-gains>

<https://www.whitespark.ca/local-citation-finder/>



Rankings may drop, but...

GOING VIRAL!



Throw an online party with EPIC content & promotion!



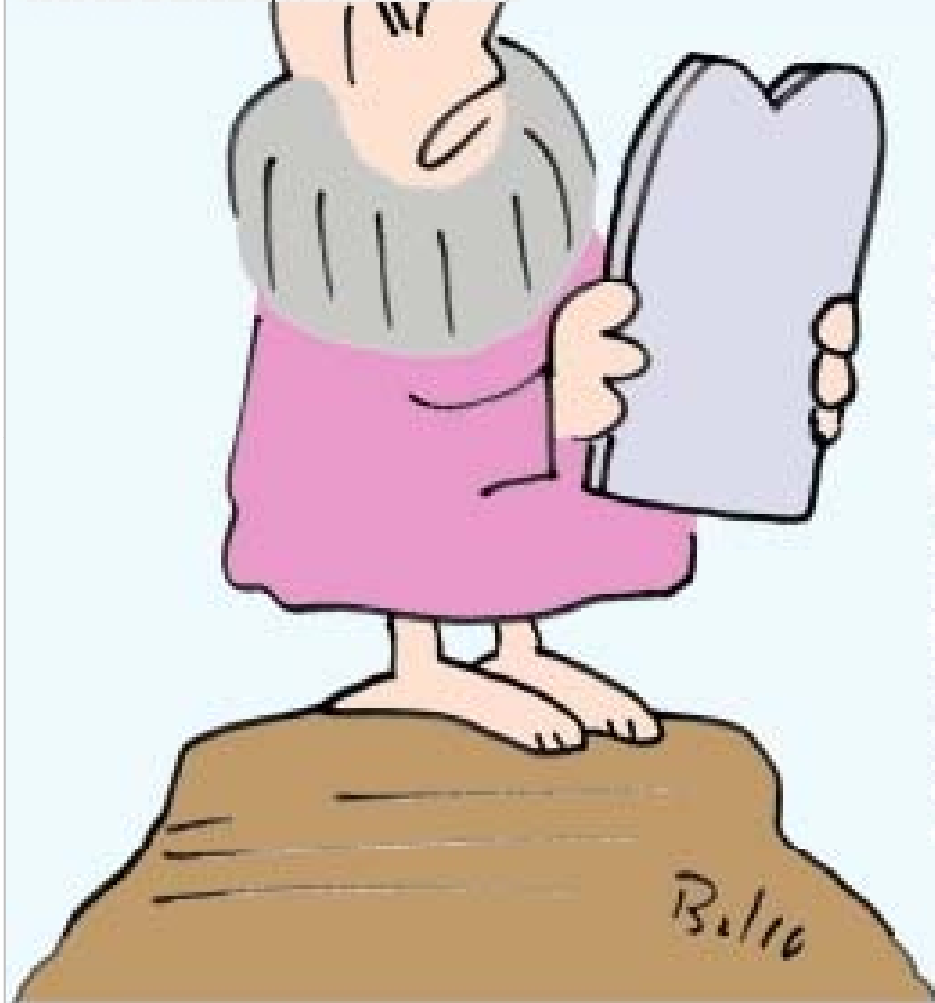
*"The search industry is going to eventually **merge into marketing**. It's already part of marketing, but folks don't recognize it as such. That's going to change, a lot, and soon."*

~Ian Lurie

[@portentint](#)

@lookadoo

© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com



search ID: rman14471

*"The hard part will be the **marketing**."*



Looking Good in Social

STRUCTURED MARKUP


TIPS & How To

GOOGLE AUTHORSHIP






1,213

 Tweet

759

 Buffer

 703

 Like

1k

 +1

472

 Share

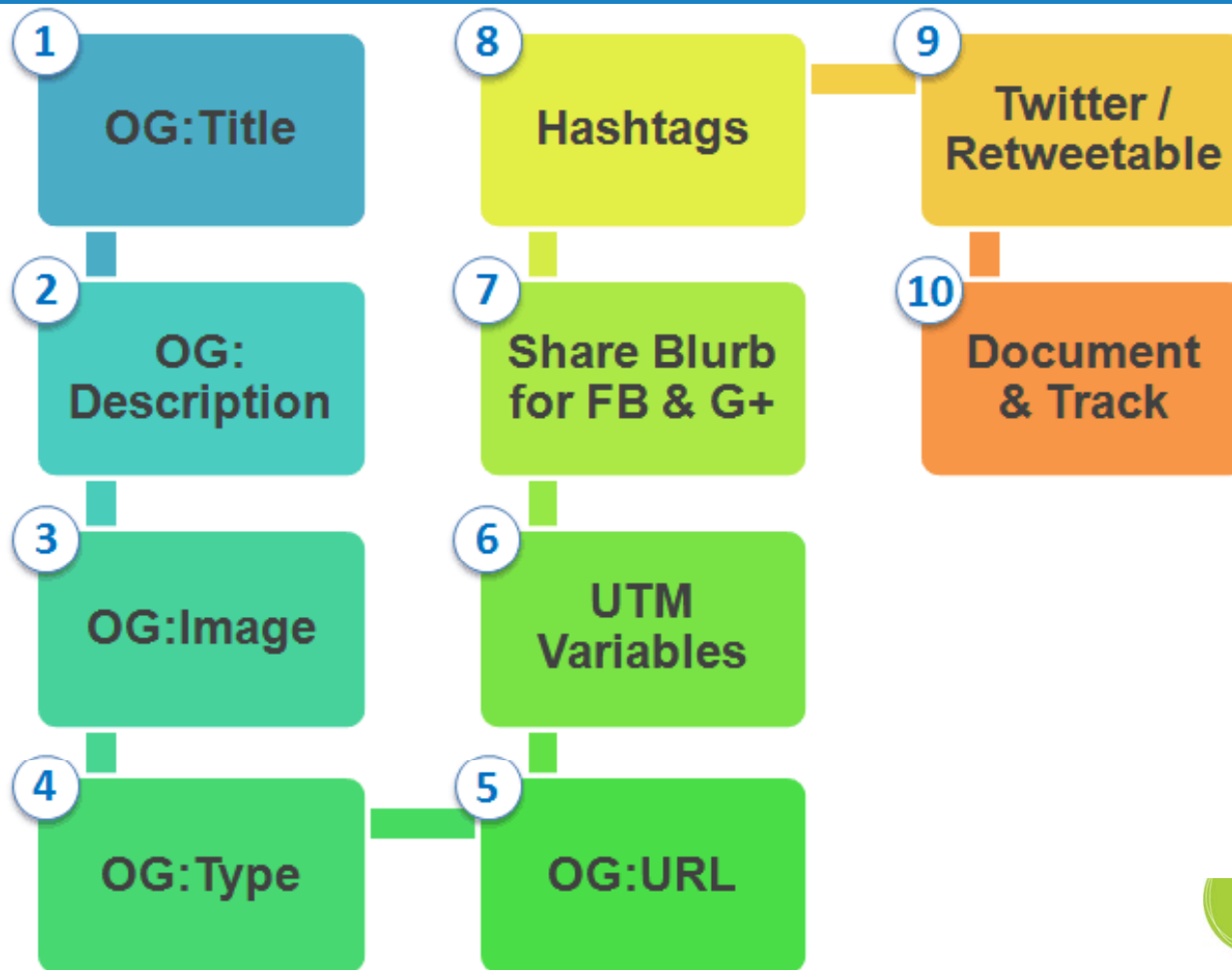
773

 Pocket

@lookadoo

125

Structured Social Sharing Formula



<http://moz.com/blog/rock-your-seo-with-structured-social-sharing-mozcon-presentation>

<http://yoyoseo.com/social-media/optimizing-for-social-presentation/>



Do Your Posts Inspire?

Blurb you share should have keywords, brief summary of post.

og:title links to og:url

og:description

og:image

Unlike · Comment · Share · 44 minutes ago near Long Beach, CA ·

```
<!-- This site is optimized with the Yoast WordPress SEO plugin v1.4.15 -  
http://yoast.com/wordpress/seo/ -->  
<meta name="description" content="Experience the thrill and take in the breathtaking view  
from above by learning how to fly a powered parachute or paraplane."/>  
<link rel="canonical" href="http://www.listpiration.com/learning-how-to-fly-a-paraplane/" />  
<meta property="og:locale" content="en_US"/>  
<meta property="og:type" content="article"/>  
<meta property="og:title" content="Learning How To Fly A Paraplane - Listpiration"/>  
<meta property="og:description" content="Experience the thrill and take in the breathtaking  
view from above by learning how to fly a powered parachute or paraplane."/>  
<meta property="og:url" content="http://www.listpiration.com/learning-how-to-fly-a-paraplane/" />  
<meta property="og:site_name" content="Listpiration"/>  
<meta property="og:image" content="http://www.listpiration.com/wp-content/uploads/2013/09/  
Listpiration-Paraplane-297x300.png"/>  
...  
<meta name="twitter:card" content="summary"/>  
<meta name="twitter:site" content="@akvileharlow"/>  
<meta name="twitter:domain" content="Listpiration"/>  
<meta name="twitter:creator" content="@akvileharlow"/>  
<!-- / Yoast WordPress SEO plugin. -->
```

Akvile Harlow · [@AkvilleHarlow](#) · [@listperation](#)

<http://www.listpiration.com/learning-how-to-fly-a-paraplane/>



New Image Size

Facebook interface showing a post from ABC News titled "The 10 Best Colleges According to US News". The post includes a large image of a college building and a link to the article. A comment by Scott Clark is visible below the post. A notification banner at the bottom states: "Facebook + Journalists We've just rolled out larger images on link shares. This will make your stories look even more beautiful on Facebook. The goal with this is to increase click-through rates on links as larger images are more engaging. The recommended og:image size for your website is now 1200x627px; Minimum is 560x292px. Below is an example of what the new link stories look like from ABC News."

As of 9/16/13...
Recommended
og:image size:
1200x627
Min. = 560x292

Facebook Timeline Photos

<http://on.fb.me/169FFb5>



Google+ Post Meta Tags

Put most important keywords in 1st 40 characters.

SERP Snippet

[Google Play is celebrating its birthday with a whole week... - Google+](https://plus.google.com/+MattCutts/.../QvXntymQAY...)
<https://plus.google.com/+MattCutts/.../QvXntymQAY...>



by Matt Cutts - in 238,852 Google+ circles - More by Matt Cutts
Mar 6, 2013 – Google Play is celebrating its birthday with a whole week of free and discounted downloads.

Post Meta Tags

Matt Cutts - Google+ - Google Play is celebrating its birthday with a whole week...

`<title>Matt Cutts - Google+ - Google Play is celebrating its birthday with a whole week...</title>`

`<meta name="Description" content="Google Play is celebrating its birthday with a whole week of free and discounted downloads.">`

Front Load. Front Load. Front Load Keywords (if it's natural)!



Social Control

Yoast WordPress SEO: Social

Facebook OpenGraph

☒ Add OpenGraph meta data

Add OpenGraph meta data to your site's `<head>` section. You can specify some of the ID's that are sometimes needed below:

Facebook Insights and Admins

To be able to access your [Facebook Insights](#) for your site, you need to specify a Facebook Admin. This can be a user, but if you have an app for your site, you could use that. For most people a user will be "good enough" though.

[Add Facebook Admin](#)

Use a Facebook App as Admin

Frontpage settings

Image URL:

Description:

These are the image and description used in the Open the frontpage of your site.

Default settings

Image URL:

This image is used if the post/page being shared does images.

Twitter

☐ Add Twitter card meta data

Add Twitter card meta data to your site's `<head>` section.

Site Twitter Username:



Featured Image

[Set featured image](#)

Becomes default og:image for social share snippet

WordPress SEO by Yoast

General Page Analysis Advanced **Social**

Facebook Description:

If you don't want to use the meta description for sharing the post on Facebook but want another description there, write it here.

Google+ Description:

If you don't want to use the meta description for sharing the post on Google+ but want another description there, write it here.

Planning & Tagging

140-5-(LEN)@YourProfile=125

To make tweet "retweetable," must be within character limit. Cell turns red if too large.

140 is max, but it will get cut off if retweeted!

Autofill from cell column A

Campaign Source is REQUIRED!
Identifies where it's shared

Campaign Medium is REQUIRED!
Identifies how it was shared, the marketing medium

Campaign Name is REQUIRED!
Identifies product, promo code, or slogan - name of campaign

RESULT: URL tagged with campaign tracking!

To copy: Ctrl+C.
To paste into XLS: Paste Special > Values


SOCIAL SHARE BLURBS				CAMPAIGN VARIABLES				TAGGED URL
TWITTER	# of Char.	FACEBOOK	GOOGLE PLUS	PAGE URL	SOURCE*	MEDIUM*	NAME*	
If you want your tweet to be retweeted, the total character count needs to allow room for your company name. Latest Greatest Post Title: http://shorturl.ly by @YourProfile #hashtag	108	Keyword-rich blurb for Facebook page. Don't forget #hashtags	Keyword-rich blurb for Google+. Don't forget #hashtags	http://www.yourdomain.com/	facebook	social	launch	http://www.yourdomain.com/#utm_source=facebook&utm_medium=social&utm_campaign=launch
Showing a tweet that is too long to be retweeted on Twitter. Notice the count column to the right in red with red letters as a warning!	134			http://www.yourdomain.com/first-category/	google+	social	email	http://www.yourdomain.com/first-category/#utm_source=google+&utm_medium=social&utm_campaign=email

Add UTM tracking variables to track social traffic!

<http://bit.ly/UTMvariables>







knowem?

About Social Media Optimization (SMO)About KnowEm?

Social Media *Optimizer*

Enter your website URL and we'll check to see if your page's HTML code is optimized for sharing via Social Media. The Social Media Optimization (SMO) tool will analyze your markup code for Facebook's Open Graph protocol, Google+ Authorship, LinkedIn, and Twitter's Summary card data. The results represent a rough approximation of what your site will look when shared via Social Media buttons.

Tweet

275

Like

152

Share

64

Pin it

16

tumblr

+1

262

All SMO Markup

Facebook

Google+

LinkedIn

Twitter

Standard SEO

Geo/Local

Semantic

All SMO Markup Tags

Open Graph Protocol

- og:locale**
⚠ No og:locale Tag Found.
- og:type**
⚠ No og:type Tag Found.
- og:title**
⚠ No og:title Tag Found.
- og:description**
⚠ No og:description Tag Found.
- og:url**
⚠ No og:url Tag Found.
- og:site_name**
⚠ No og:site_name Tag Found.
- og:image**
⚠ No og:image Tag Found.
- fb:admins**

Twitter Card Info

- twitter:card**
⚠ No twitter:card Tag Found.
- twitter:title**
⚠ No twitter:title Tag Found.
- twitter:site**
⚠ No twitter:site Tag Found.
- twitter:creator**
⚠ No twitter:creator Tag Found.
- twitter:description**
⚠ No twitter:description Tag Found.
- twitter:image**
⚠ No twitter:image Tag Found.

Google+ Authorship

Google+ Author Info
⚠ No Google+ Author Info Found.

<http://smo.knowem.com/>



Google Authorship



[Google Authorship Markup: How to get your picture in search results.](#)



[blog.kissmetrics.com/google-authorship/](#) ▾

by Andy Crestodina - in 5,035 Google+ circles

Here are the three steps to follow to get **Google Authorship** markup working, along with tips for troubleshooting.

[Test Your Google Authorship Knowledge! Take this quiz I developed ...](#)



<https://plus.google.com/.../posts/Z5NEpXd4yEF> ▾

Mark Traphagen

1 day ago - Test Your **Google Authorship** Knowledge! Take this quiz I developed for +Plus Your Business! that covers 20 basic knowledge points about **Google Authorship**. Guide to **Google Authorship** for Businesses and Individuals - Plus ...

[Google Authorship | Search Engine Land](#)

[searchengineland.com/library/google/google-authorship-google](#) ▾

5 days ago - **Google Authorship** is a way to link content you create with a Google+ profile, which provides benefits such as your headshot image appearing ...

Danny Sullivan shared this

[Google Adds Automatic Authorship With Google+ Sign In](#)

[searchengineland.com/google-adds-automatic-authorship-with-google-si...](#) ▾

4 days ago - **Google** announced an even easier way to get your picture into the **Google** search results by adding automatic author attribution through ...

Laura Crest shared this on Google+

[What is Google Authorship | Trighton Interactive](#)



[www.trighton.com/what-is-google-authorship/](#) ▾

by Jody Resnick - in 535 Google+ circles

Learn What is **Google Authorship**. Get your picture to show up in **Google** search results by connecting your authored content to your Google + page.

[Jayson DeMers: The Complete Guide to Google Authorship](#)



[www.huffingtonpost.com/.../the-complete-guide_b_2831249.ht...](#) ▾

by Jayson DeMers - in 581 Google+ circles

Mar 8, 2013 - As we have seen from the evolution of other **Google** products as mentioned above, there is no doubt that **Google Authorship** will continue to ...

Get your
personal **Google**
profile photo
to show in the
search results!

<https://plus.google.com/authorship>

<http://www.plusyourbusiness.com/guide-to-google-authorship-for-businesses-and-individuals/>



Web Developer's SEO Cheat Sheet 2.0

Important Metadata

Facebook Open Graph

```
<head>
<meta property="og:title" content="Title Goes Here">
<meta property="og:description" content="description-goes-here">
<meta property="og:type" content="your-content-type-goes-here"> (e.g., "article")
<meta property="og:url" content="http://www.your-site.com/">
<meta property="og:image" content="http://www.your-site.com/image.jpg">
<meta property="og:site_name" content="your-site-name">
<meta property="fb:admins" content="your-facebook-page-user-ID">
</head>
```

More information at <https://developers.facebook.com/docs/opengraph/>

Twitter Cards

```
<head>
<meta name="twitter:card" content="summary">
<meta name="twitter:url" content="http://www.example.com/your-url-goes-here/">
<meta name="twitter:title" content="Title Goes Here">
<meta name="twitter:description" content="Your description goes here.">
<meta name="twitter:image" content="http://example.com/image.jpg">
</head>
```

More information at <https://dev.twitter.com/docs/cards>

Google+

Google+ will extract information from Open Graph properties, title and meta description tags, or Schema.org microdata (recommended).

```
<html itemscope itemtype="http://schema.org/Article">
<head>
<meta itemprop="name" content="Title Goes Here">
<meta itemprop="description" content="Description Goes Here">
<meta itemprop="image" content="http://example.com/image.jpg">
</head>
```

More information at <https://developers.google.com/+web/snippets/>

Google+ Authorship

- For author information in Google search results:

- Link your content to your Google+ profile
`Google`
- Link back to your site from the 'Contributor' section of your Google+ profile

More information at <https://support.google.com/webmasters/answer/2539557>

Google+ Publisher

- For businesses, brands, products and organizations:

- Link your homepage to your Google+ profile
`Google`
- Link to your website from your Google+ page's profile

More information at <https://support.google.com/webmasters/answer/1708844>

MOZ | The Web Developer's SEO Cheat Sheet

V2.0 | moz.com | © 2013 SEOmoz 3

Open Graph . Twitter Cards . Google+ Authorship . Google+ Publisher

<http://moz.com/blog/the-web-developers-seo-cheat-sheet-2013-edition>

@lookadoo



“For those of you considering whether you **need an SEO for your domain migration**, the answer is...

“Yes, yes you do!”

The same goes for a **redesign, CMS migration, hosting migration, and any URL changes, and content planning!**”

~Ruth Burr, Moz



[@ruthburr](#)

<http://moz.com/webinars/domain-migrations-lessons-from-the-moz-transition>

@lookadoo



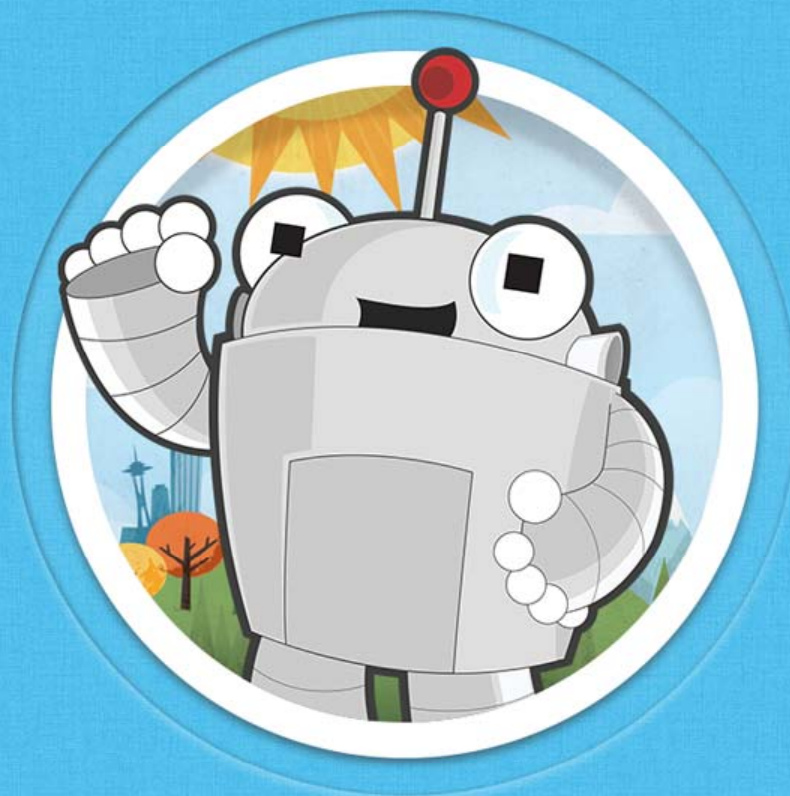


THANK you!

For everything

Love you





Email: dana@yoyoseo.com

Twitter: [@lookadoo](https://twitter.com/lookadoo) . [@YoYoSEO](https://twitter.com/YoYoSEO)

Website: <http://yoyoseo.com>

Link Bundle: bit.ly/SEORedesign

Worksheet: bit.ly/RedesignWks

Find this recorded #Mozinar and slide deck at <http://moz.com/webinars> very soon!