

SEO For Print – Best Practices Guide

2015 VERSION



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Small Bird – Enormous Impact

When Google rolled out one of its largest changes in the last 10 years an entirely new search algorithm, nicknamed "Hummingbird" search changed radically for many print commerce web sites and merchants.

In contrast to the past updates, Panda and Penguin, which modified existing search algorithms and affected roughly 2 to 5 percent of search queries, Hummingbird is believed to have affected nearly 90 percent of all queries and dramatically changed the way the engine processes user requests.

This guide will provide you with "Best Practices" which will keep your site well aligned with Google's' ever morphing approach to organic search.

Defining Keywords For Each Page

- Generate list of all relevant words and phrases used to describe the product or page topic, including singular and plural as appropriate.
- Tap multiple team members for their ideas.
- Enter the list into Google Keyword Tool.
- Revise list based on Google results for relevant words and phrases.
- Sort the list using the highest volume to lowest volume filter. Ignore searches with fewer than 1000 monthly local searches.
- Conduct a Google search for each potential word or phrase, beginning with the most highly searched. Review the Top 10 results, looking for relevance to the page product or topic.
- Finalize a list of singular and plural words or phrases.
- These become the keywords to optimize for on the page.



In 2013, Google rolled out one of its largest updates in the past decade - nicknamed **"Hummingbird."** While past updates affected roughly 2 to 5 percent of searches, Hummingbird likely **affected nearly 90 percent of all searches** and dramatically changed the way the Google search processes user requests.

Using Keywords On Each Page

- Limit to singular and plural whenever possible.
- If there are more than two relevant keywords, segment them into additional pages.
- Place most relevant and highly searched first in the line and add others in decreasing relevance and volume.
- The first keyword is the primary followed by the secondary.
- This Best Practice is aimed to provide internal consistency in keyword use.

Most Important Tag – Page Title

- Begin the Title with the primary keyword.
- Include as many keywords as possible.
- Try to use correct grammar.
- Use title case.
- Limit total number of characters in the Title to 70.
- Example: Custom Wine Labels From The Custom Wine Label Experts.
- Reference: <http://moz.com/learn/seo/title-tag>

Using The H1, H2, H3, H4 Tags

- H1 tag to be coded and visually apparent prior to any other on page text whenever possible.
- Begin the H1 with the primary keyword. Include secondary keyword when possible.
- Try to use correct grammar.
- Use title case.
- Limit total number of characters in the H1 to 200.
- Do not use same text as in Title or any other tags on page.
- Example: Custom Wine Labels For Vintners and Bottlers Looking For Custom Wine Label Printing.
- Make the H2 an exact copy of the Meta Description..
- H3 & H4 tags should not be used for any reason

Writing Body Copy

- Include the primary keyword up to 15 times in the body copy, as possible.
- Include the secondary and tertiary keywords at least twice in the body copy.
- Body copy should include 350-500 words of unique content that is highly relevant to the primary keyword.
- Once or twice on the page, outside of other tags, apply the **bold or strong** attribute to the primary keyword/phrase.
- Once on the page outside of other tags, apply the bold or strong attribute to the secondary and tertiary keyword/phrases if applicable.

Using The Meta Description Tag

- Include the primary keyword in the first words of the Description.
- Only use the primary keyword once in the description.
- Include the secondary and tertiary keywords in copy.
- Try to use correct grammar. Use sentence case.
- Limit total number of characters in the description to 156.
- Do not use same text as in Title or any other tags on page.
- Example: Custom Wine Labels Printed For Bottlers and Vintners. Each custom wine label is printed from your artwork. Instant online pricing for customized wine labels.

Using Image/Alt Tags

- Keyword usage in the alt attribute of an image employed on a page is surprisingly positively correlated with good rankings.
- It also helps considerably with image search, a popular and oft-employed vertical/universal search system.
- When hovering over an image, this tag only displays in Internet Explorer.
- Example: `<alt="custom wine label vintner">`

Using Image Title Attributes

- If used, make sure to use your keyword phrase in this attribute.
- It further describes your image to search engines, and for people who don't display images to speed up page loads.
- Across browsers, this tag displays when users hover over the image.
- Example: `<title="custom wine label vintner">`

SEO Best Practices

Linking Basics

- ❑ Add external link to an authoritative source (ie. Wikipedia, any Gov site), with noindex, nofollow tag.
- ❑ Make sure there is an internal link somewhere else on the site pointing to the page with the keyword phrase in the Anchor Text of the referring page.

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO			OFF-THE-PAGE SEO			
CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identity		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻¹ Piracy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	Vi ⁻² Spam			
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking				
Va ⁻¹ Ads						

FACTORS WORK TOGETHER
All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

Page Speed Score

- ❑ 85 is an optimal score, 83 is considered "good".
- ❑ To be "best", you need to do better than "good".
- ❑ Test your page speed here:
<http://www.webpagetest.org/>

Page Rank

- ❑ Page Rank is the number one factor in Google's determination of the search engine ranking of web sites.
- ❑ Page Rank is a numerical figure assigned by Google to expressed the importance, relevance and validity of a website based on the number of links pointing at the website.
- ❑ By determining the volume of links pointing to certain websites.
- ❑ Page Rank attempts to determine that site's importance.
- ❑ However, Page Rank also analyzes the links themselves, and assigns higher importance to links coming from site's that have high Page Rank values themselves.
- ❑ In essence, Page Rank is a complex algorithm that plays a major role in the ranking of web sites on search results pages, and thus catering to Page Rank is a major part in the plans of web optimizers and search engine optimization.
- ❑ Make sure links going to/from the site are relevant.
- ❑ Article: <http://www.examiner.com/article/a-brief-introduction-to-google-and-google-pagerank>

SEO Help That Makes Business Sense

We promise you one thing, that we'll work hard to get your pages or your entire site as well aligned with Google search algorithms as possible. We also will not promise you #1 organic ranking "in just weeks" or any other bull like that. Those are empty promises made by firms that get you found – for terms that no one searches for.

We know print, we know SEO and we want to know you.

Give us a call, drop us an email or take advantage of our **FREE Home Page Analysis Just For Printers.**

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