

# **C**lassic SEO vs User Experience

100%  
Quality!

## About Roger Montti

- Independent web publisher
- Link development moderator at WebmasterWorld.com since 2003
- Winner of BusinessWeek Magazine Best of the Web Award
- Advanced Link Building Newsletter: <http://www.martinibuster.com/newsletter/>

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## Classic SEO vs User Experience

Search algorithms are not a black box

Information Retrieval is taught at universities

We can understand how search engines work



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Search engine algorithms do not evolve  
Search algorithms change

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Search engine algorithms do not evolve  
Search algorithms change

**Florida update - November 2003**

- Link relevance update
- First attempt to dampen PageRank

**Brandy Update - February 2004**

- Introduced Latent Semantic Indexing  
Identified Patterns & relationships in words, but not meaning

**Gilligan update - September 2005**

- Updated the PageRank scoring system



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## **Caffeine - June 2010**

- A rewrite of indexing algorithm
- Continual update, more content, more kinds of content

<http://googleblog.blogspot.com/2010/06/our-new-search-index-caffeine.html>

## **Panda update - February 2011**

- On-page quality algorithm

## **Venice - February 2012**

Introduces localization/personalization features based on user's IP

## **Penguin - April 2012**

Link related algorithm

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## **August 2013 - Hummingbird Update**

- A code rewrite streamlining how the different parts work together
- Increased calculation speed and precision
- Introduced a Google that understood the page
- Pages better matched the meaning of the query

<http://searchengineland.com/google-hummingbird-172816>

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## About the Panda Algorithm

**Panda partially addressed user experience issues**

<http://www.wired.com/2011/03/the-panda-that-hates-farms/>

### **A. Human Quality-Raters**

- Data generated by humans used to create classifiers

### **B. Machine Quality-Raters**

- Used classifiers to identify quality and low quality

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## About the Panda Algorithm

- C. Matt Cutts: "There was an engineer who came up with a rigorous set of questions, everything from.
- Do you consider this site to be authoritative?
  - Would it be okay if this was in a magazine?
  - Does this site have excessive ads?"





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## About the Panda Algorithm

C. Matt Cutts: "There was an engineer who came up with a rigorous set of questions, everything from.

- Do you consider this site to be authoritative? **AUTHORITY**
- Would it be okay if this was in a magazine? **CONTENT QUALITY**
- Does this site have excessive ads?" **USER EXPERIENCE**

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Panda partially concerned with user experience

- Shallow content  
Content farms
- Excessive advertising  
Top heavy with ads
- Hard to find content  
Below the fold

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## A look at Classic SEO

- SEO Strategy is Focused on keywords
- But Google is focused on meaning
- Google Search results don't always match keywords to the search query

The screenshot shows a Google search for "how to tie prince nymph fly". The search results are filtered to "Web" and show "About 25,800 results (0.47 seconds)". The top results are:

- Fly Tying a Prince Nymph with Jim Misiura - YouTube**  
www.youtube.com/watch?v=Tvvd\_Pp5NE4s  
Dec 8, 2012 - Uploaded by Jim Misiura  
The Prince Nymph is one of the most successful underwater patterns that we can use. The white wing ...
- Tying the Beadhead Prince Nymph - YouTube**  
www.youtube.com/watch?v=ngjZiQM7ao4  
Apr 4, 2014 - Uploaded by Stone River Outfitters  
Join Nate from Stone River Outfitters as he shares how to tie one of fly fishing's most popular and most ...
- Video: How to Tie the Beadhead Prince Nymph | Orvis News**  
www.orvis.com/.../fly.../video-how-to-tie-the-beadhead-prince-ny...  
Jul 17, 2013 - In a recent poll of fly-fishing professionals asking them to identify their favorite searching nymphs, the Prince Nymph was one of the most ...
- Print Bead Head Prince Nymph - Charlie's FlyBox**  
www.charliesflyboxinc.com/flybox/print.cfm?parentID=68  
The original fly was known as a Brown Forked Tail, but has morphed into what I show here and is commonly accepted as a Prince Nymph today. tie the Prince ...

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## A look at Classic SEO

Timeline of Google's move away from text strings

1. May 2012 - Google Knowledge Graph was the first step Entities, etc.
2. August 2013 - Google Hummingbird Update  
Knowledge incorporated into the general algorithm
3. August 2013 - Date Classic SEO stopped working?

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## A look at Classic SEO

Classic SEO resembles *Term Spamming*

[Web Spam Taxonomy](#) (PDF)

Stanford research paper definition:

### "Term Spamming

In evaluating textual relevance, search engines consider where on a web page query terms occurs. Each type of location is called a field. The common text fields for a page p are the document body, the title, the meta tags in the HTML header, and page p's URL."

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## User Experience is Google's Top Concern

### "Ten things we know to be true

#### 1. Focus on the user and all else will follow.

Since the beginning, we've focused on providing the best user experience possible."

<http://www.google.com/about/company/philosophy/>

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## Tactics Overview

1. Think in terms of user intent
2. Identify what user wants to accomplish then meet those needs
3. Organize your site according to concepts not top traffic keywords
4. **I'm not advising to forget keywords**, but to incorporate the previous three factors

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## Tactics Overview

### A. Dwell time

- Identify ways for keeping users on the site
- Fast page speed is good
- Don't burden with excessive downloads
- Make pages easily scanned
- Related articles (sidebar and footer)
- Comfortable size fonts, leading and kerning





## Tactics Overview

### B. User Engagement

- Metric concerned with how users interacts with your site
- Encourage social sharing
- Cultivate good reviews
- Encourage word of mouth referrals
- Encourage participation/community
- Encourage repeat visits
- Encourage to receive communications

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## Tactics Overview

C. Be useful

- Anticipate user needs
- Think of what user aspires to be
- Align your site with site visitor goals

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## Tactics Overview

### D. Encourage community

- Even ecommerce sites can have community
- It encourages positive feelings
- You own the platform (It's on your site, not Twitter or Facebook)
- You control the dialogue (can get out of control on Twitter)
- Encourages members to help each other
- Enables you to identify issues with your product/service
- Enables you to better understand customers and serve them
- You become a destination (freedom from dependence on search traffic)

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