

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/

Contact me for Site Audits and Link Strategy Training!

ROGER MONTTI roger@martinibuster.com





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

ROGER MONTTI roger@martinibuster.com





Search engine algorithms do not evolve Search algorithms change





twitter: @martinibuster

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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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Search engine algorithms do not evolve Search algorithms change

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







Search engine algorithms do not evolve Search algorithms change

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







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







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?"







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







Panda partially concerned with user experience

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

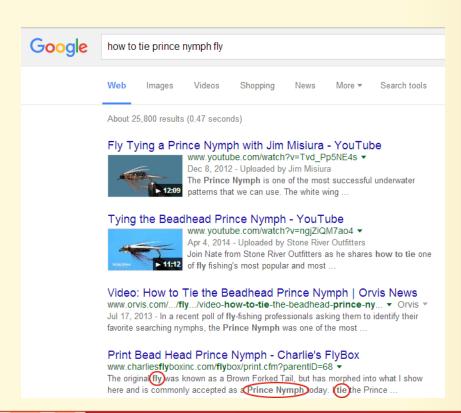






A look at Classic SEO

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



ROGER MONTTI roger@martinibuster.com





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?







A look at Classic SEO

Classic SEO resembles Term Spamming

Web Spam Taxonomy (PDF)

Stanford research paper defintion:

"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."







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/







- 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

ROGER MONTTI roger@martinibuster.com





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

ROGER MONTTI roger@martinibuster.com





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

ROGER MONTTI roger@martinibuster.com





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

ROGER MONTTI roger@martinibuster.com





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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