

SEO & Web Analytics

Lecture 2



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Importance

- Link Popularity
- Quality of the page

Page Rank



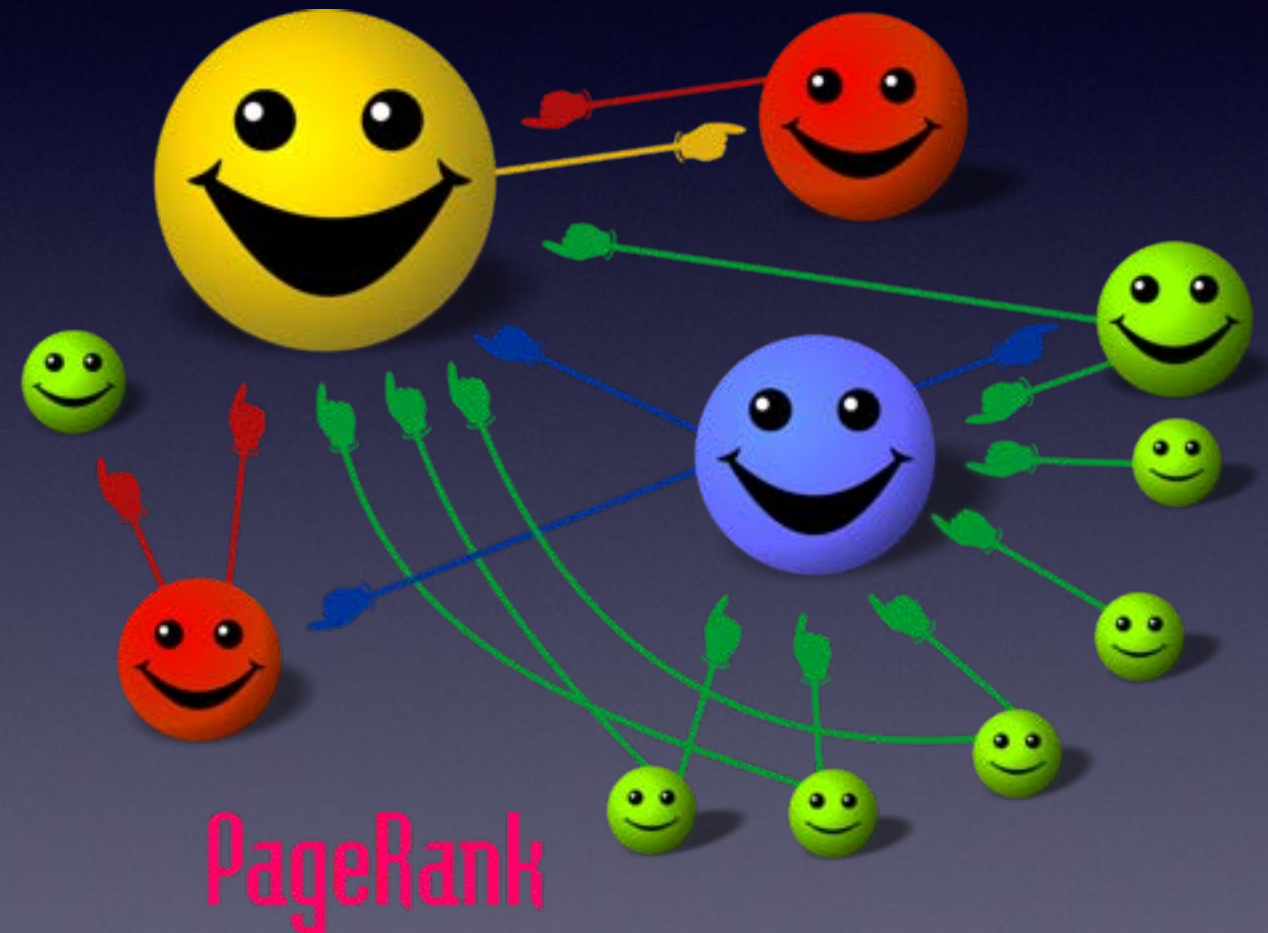
Ranking algorithm of
Larry Page

PageRank

- also know as...
 - Link Importance
 - Link Popularity
 - Link Equity

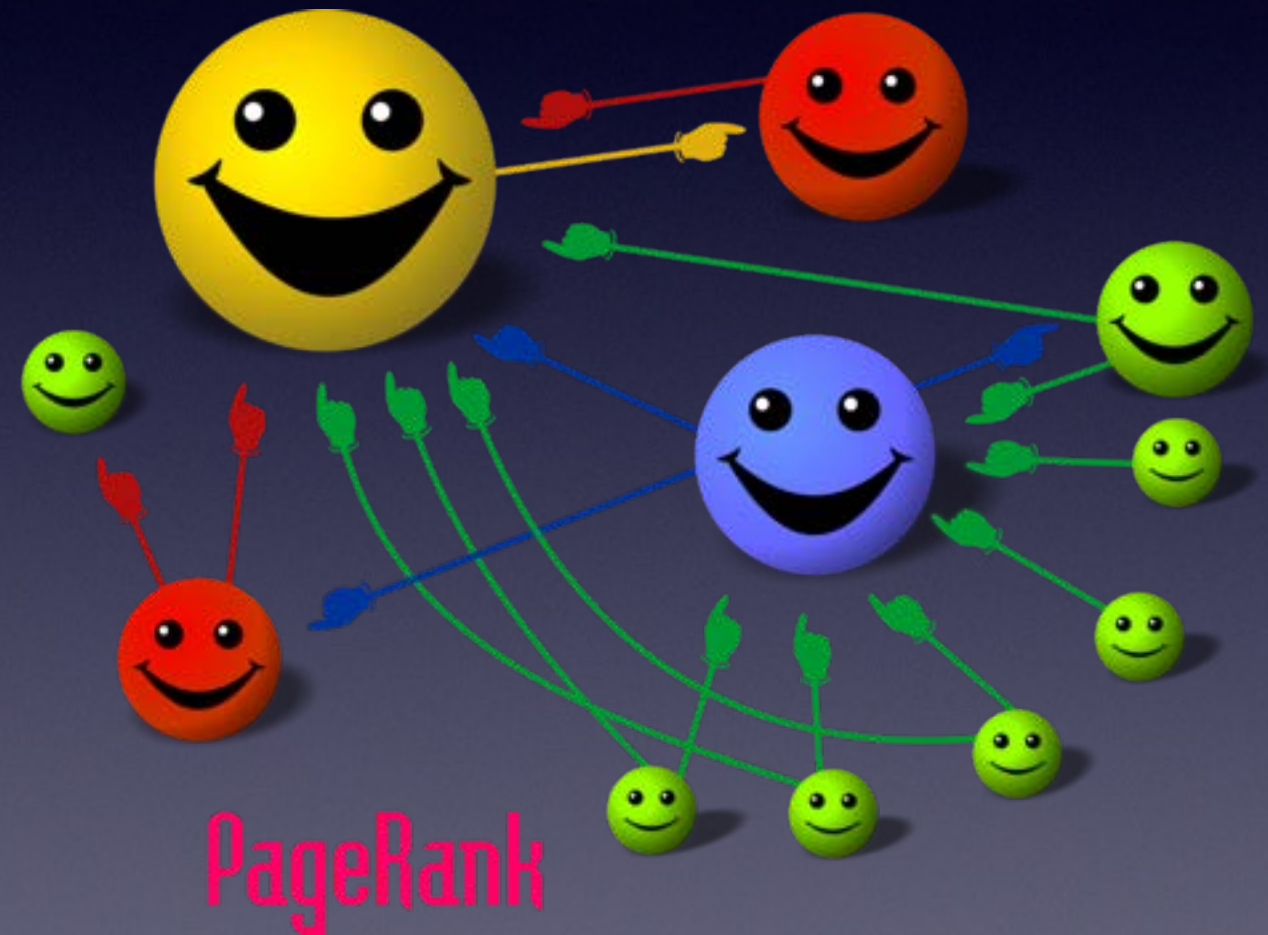
PageRank

- Define the weighting of an URL
- Voted by inbound links (backlinks)
- Google assign 0 - 10 to a webpage

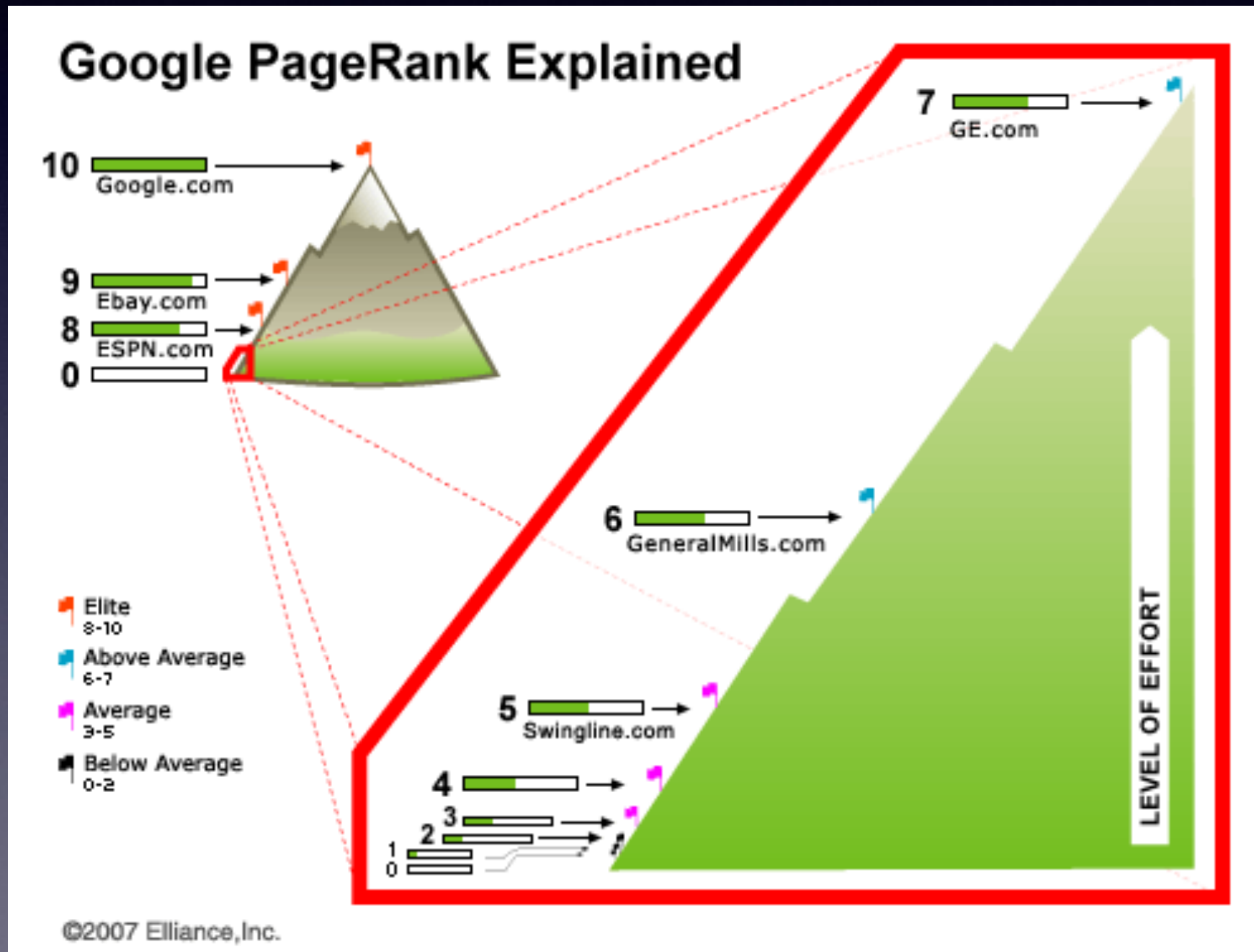


High PageRank

- Have a lots of low PageRank backlinks
- Have some high PageRank backlinks



Difficult to get high PageRank



Quality of backlinks

- The page is relevant to your content
- The link from the page to your page has good anchor text
- The other outgoing links on the page look relevant and
- Appear to be quality sites
- The text around the link is relevant

- The page has been recently cached (within last one to two weeks) [Check from Google Cache]
- The page is respected or authority page
- The page has multiple incoming links (>5) (more is better)
- The page has few outbound links (<10) (fewer is better)

- The other outbound links rank well for their targeted terms
- The other outbound links have been present on the page for several months (or years), and the page itself has existed for several months (or years) [Check from Archive.org]
- The domain of the page is old (>2 years). Older is better. [Check from whois.net]

Nofollow

```
<a href="/login" rel="nofollow">Login</a>
```

- "Nofollow" provides a way for webmasters to tell search engines "Don't follow links on this page" or "Don't follow this specific link."
- User for:
 - Untrusted content
 - Paid links
 - Crawl prioritization (e.g. nofollow pages which required login)
 - https://support.google.com/webmasters/answer/96569?hl=en&ref_topic=2371375

Link Building

- Exchange links with friendly websites (Reciprocal link)
- Resource links (Reference, Information)
- Forum signature (Nofollow)
- Blog comments (Nofollow)
- Q&A Websites
- Social Bookmarks
- Social Media Platforms
- Public Relations

Link Building

- Directory listing (e.g. www.dmoz.org)

The screenshot shows the homepage of the Open Directory Project (DMOZ). At the top, there is a green header with the DMOZ logo and the text "open directory project". To the right of the header, it says "In partnership with AOL Search." Below the header is a navigation bar with links for "about dmoz", "dmoz blog", "suggest URL", "help", "link", and "editor login". A search bar is located below the navigation bar, with a "Search" button and a link to "advanced" search. The main content area is a grid of category links, including Arts, Business, Computers, Games, Health, Home, Kids and Teens, News, Recreation, Reference, Regional, Science, Shopping, Society, Sports, and World. Each category link is followed by a list of sub-categories. At the bottom of the page, there is a green footer with the text "Become an Editor Help build the largest human-edited directory of the web" and a small green lizard logo. Below the footer, it says "Copyright © 2013 Netscape" and "5,223,457 sites - 98,564 editors - over 1,019,020 categories".

Link Building

- Backlinks Tool (e.g. www.webconfs.com)

The screenshot displays the webconfs.com website. At the top, there is a navigation bar with the logo "webconfs.com" and the tagline "seo tools & webmaster utilities". A prominent banner offers to "Check your rankings in 640+ search engines free!" with a "Rank Tracker" input field containing "www.your-site.com" and a "Check" button. Below this is a horizontal menu with various categories: SEO Tools, 15 Minute SEO, SEO Tutorial, SEO Articles, How To Google Adwords, SEO Quiz, SEO Comics, SEO Glossary, SEO Puzzle, Web Tools, SEO Forums, Small Biz SEO, SEO Software, Web Directory, and Web Traffic.

The main content area is titled "SEO Tools : Backlink Builder". It features a search bar with a magnifying glass icon and a red button labeled "搜尋". Below the search bar is a large text input field labeled "Enter Keyword (Theme)". A "NLPCaptcha" section contains a math problem "8 * 3 = [input]" and a "submit" button. At the bottom of the main area, there is a "Follow @Webconfs" button and a "Recommend this on Google" button.

On the left side, there are two sections: "Services" and "SEO Tools". The "Services" section includes links for "FREE SEO Score", "1000 Visitors - Now Just \$7.99", "Buy and Sell Links with LINK HERO", "Link Building Service", "Get 3,000 Backlinks for \$10", and "Free SEO Feedback Tool". The "SEO Tools" section includes links for "Similar Page Checker", "Search Engine Spider Simulator", "Backlink Anchor Text Analysis", "Backlink Builder", "Backlink Summary", "Keyword Density Cloud", "Search Engine Friendly Redirect Check", "Google PageRank Tool NEW", "Backlink Tracker Pro", "Htaccess Redirect Generator", and "Cloaking Checker".

Social Networking

- Facebook
- Twitter
- Sina Weibo
- Instagram
- LinkedIn
- (and more...)

About 337,000 results (0.23 seconds)

[Kwun Yeung \(kwunyeung\) on Twitter](https://twitter.com/kwunyeung) 

<https://twitter.com/kwunyeung> ▾

The latest from **Kwun Yeung** (@kwunyeung). 22.341265,114.207471.

[Kwun Yeung - Hong Kong | LinkedIn](hk.linkedin.com/in/kwunyeung) 

<hk.linkedin.com/in/kwunyeung> ▾

Hong Kong - Cross-Platform Digital Marketing Professional

View **Kwun Yeung's** (Hong Kong) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Kwun Yeung** ...

[Kwun Yeung profiles | LinkedIn](www.linkedin.com/pub/dir/Kwun/Yeung) 

<www.linkedin.com/pub/dir/Kwun/Yeung> ▾

View the profiles of professionals named **Kwun Yeung** on LinkedIn. There are 3 professionals named **Kwun Yeung**, who use LinkedIn to exchange information, ...

[500px / Kwun Yeung / Photos](500px.com/kopanda) 

<500px.com/kopanda> ▾

Kwun Yeung's professional photo portfolio. Gort! Klaatu barada nikto!. 500px lets you easily create professional photo portfolios.

[Kwun Yeung | Facebook](www.facebook.com/kwun.yeung) 

<www.facebook.com/kwun.yeung> ▾

Kwun Yeung is on Facebook. Join Facebook to connect with **Kwun Yeung** and others you may know. Facebook gives people the power to share and makes the ...

[Kwun Yeung \(kopanda\) on Pinterest](pinterest.com/kopanda/) 

<pinterest.com/kopanda/> ▾

Kwun is using Pinterest, an online pinboard to collect and share what inspires you.

[Kwun Yeung - photos and artworks by Kwun Yeung ... - Artflakes.co...](www.artflakes.com/en/shop/kopanda)

<www.artflakes.com/en/shop/kopanda> ▾

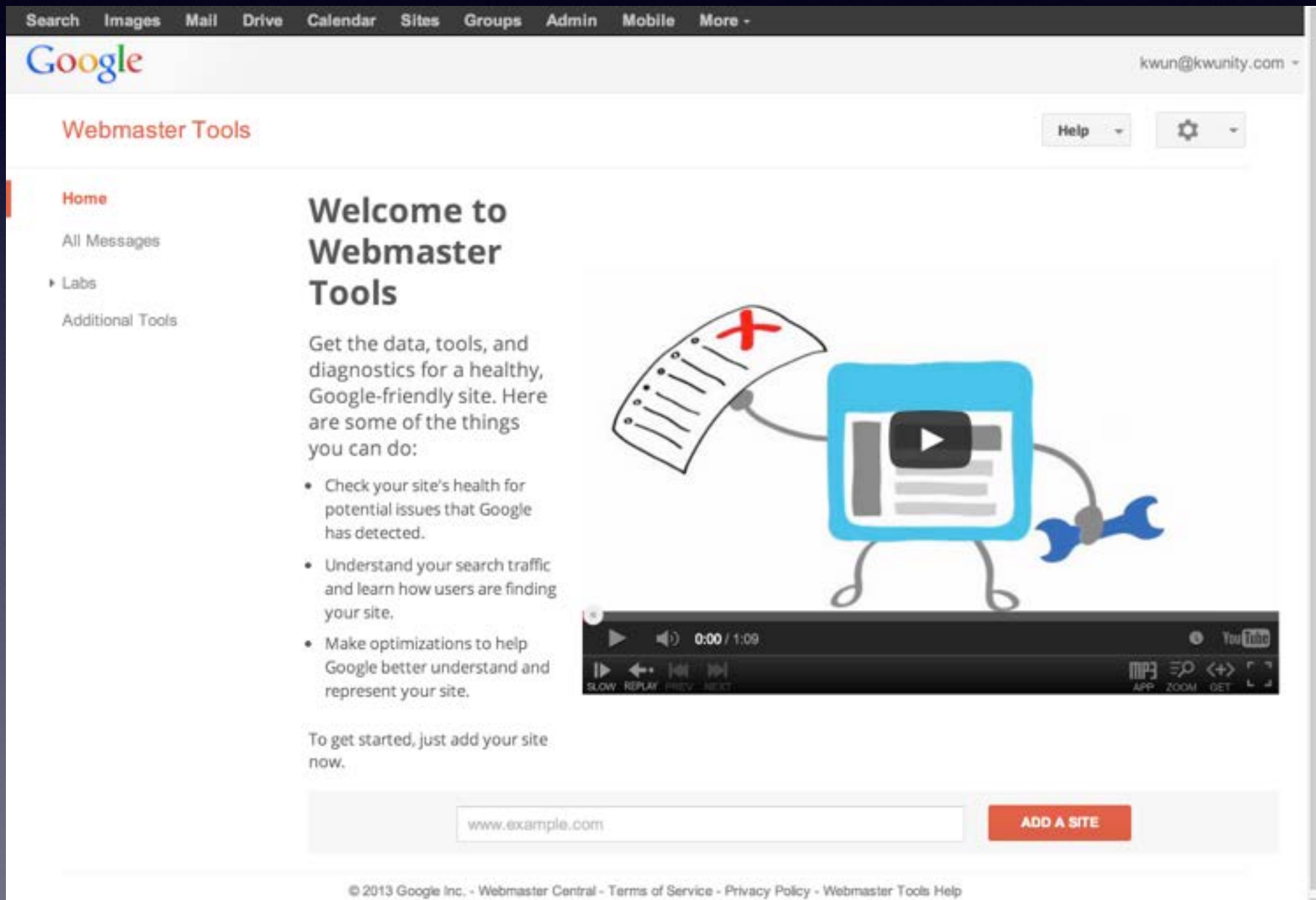
Kwun Yeung - Buy photos and artworks by **Kwun Yeung** and many more photos,

High PageRank \neq Rank High

Site Submission

Google

- <https://www.google.com/webmasters/tools>



The screenshot shows the Google Webmaster Tools interface. At the top, there is a navigation bar with links for Search, Images, Mail, Drive, Calendar, Sites, Groups, Admin, Mobile, and More. The Google logo is on the left, and the user's email address, kwun@kwunity.com, is on the right. Below the navigation bar, the page title is "Webmaster Tools" with a "Help" button and a settings gear icon. The main content area is titled "Welcome to Webmaster Tools" and includes a list of features: "Check your site's health for potential issues that Google has detected," "Understand your search traffic and learn how users are finding your site," and "Make optimizations to help Google better understand and represent your site." To the right of the text is a cartoon character holding a document with a red 'X' and a wrench. Below the character is a video player with a play button and a progress bar showing 0:00 / 1:09. At the bottom, there is a text input field containing "www.example.com" and a red "ADD A SITE" button. The footer contains copyright information: "© 2013 Google Inc. - Webmaster Central - Terms of Service - Privacy Policy - Webmaster Tools Help".

Bing

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

The screenshot shows the Bing Webmaster Tools dashboard. At the top, it says "bing 網站管理員" and includes user information like "個人檔案", "訊息 26", "說明", and "KWUN". The main heading is "我的網站". Below this is a "新增網站" section with a text input field "輸入網站的 URL 以使用 Bing 網站管理員工具" and a "新增" button. A navigation bar contains buttons for "刪除", "匯出", "搜尋", and "精簡", along with a date range selector set to "過去 30 天" from "20/7/2013" to "18/8/2013". A central toolbar features icons for "網站儀表板", "訊息", "來自搜尋的點擊", "在搜尋中顯示", "已編目的網頁", and "已編入索引的網頁". The main content area lists two websites:

<input type="checkbox"/>		http://blancwok.com/	尚未驗證網站所有權。 立即驗證				
<input type="checkbox"/>		http://couponking.hk/	2	178%	51%	40%	-4%

Yandex

- <http://webmaster.yandex.com/addurl.xml>

[Search](#) [Images](#) [Video](#) [News](#) [Maps](#) [Mail](#)

Yandex


[My sites](#) [Add site](#)

Report a new site

We regularly add new websites to our search database as our indexing robots crawl the web. You can speed up the indexing process by telling us about the appearance of a new website using the form below. You just need to add the URL of the main page, and the rest of the pages will be detected automatically.

i The URL does not have to include the standard http prefix. However, if access to your website is restricted and performed via [https](#), the protocol must be specified. For example, <https://mail.yandex.ru>.

URL



If you have any questions regarding the adding and indexing of resources on the Yandex search engine, please read the [FAQ section](#).

Webmaster Tools

- Submit Sitemap
- Check indexing status
- Examine crawling errors
- Examine page errors
- Alert with malware

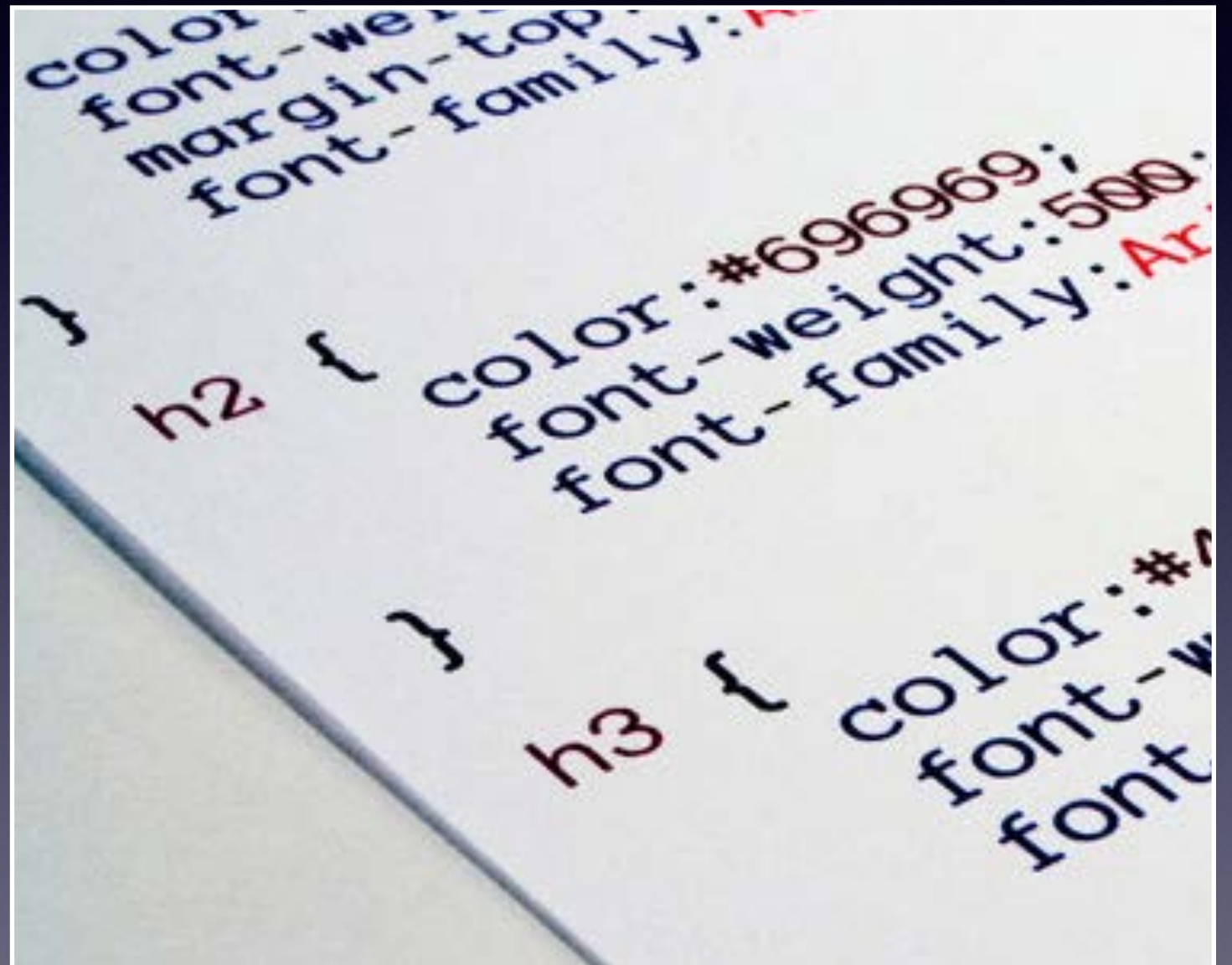
Tips to Web Designers

- Semantic HTML structure
- Follow <http://schema.org>

```
<ul class="hfeed xoxo">
  <li class="description about">
    <li id="section1">
      <ul>
        <li class="twitter">
        <li class="myspace hentry">
        <li class="bookmarks">
      </ul>
    </li>
    <li id="section2">
      <ul>
        <li id="the-subways" class="band">
          <h2>The Subways</h2>
          <ul>
            <li class="description">
            <li class="twitter hentry">
            <li class="myspace hentry">
            <li class="lastfm">
            <li class="bookmarks">
          </ul>
        </li>
        <li id="contact" class="contact">
      </ul>
    </li>
    <li id="site-info" class="meta">
      <h2>Site Info</h2>
      <ul>
        <li class="feed">
        <li class="license">
        <li class="contact-details">
```


Tips for Web Designer

- Separate content & styles



Tips to Web Designers

- Use text in navigation menu (using unordered list)

```
<div id="nav-menu">  
<ul>  
<li><a href="#">Services</a></li>  
<li><a href="#">About us</a></li>  
<li><a href="#">Contact us</a></li>  
</ul>  
</div>
```

Tips for Web Designer

- Replace text with background image

HTML

```
<h1 class="replace-text">
  Maybe a sentence contains keywords.
</h1>
```

CSS

```
h1.replace-text {
  width: 350px;
  height: 75px;
  background: url("images/header-image.jpg");
  text-indent: -9999px;
}
```