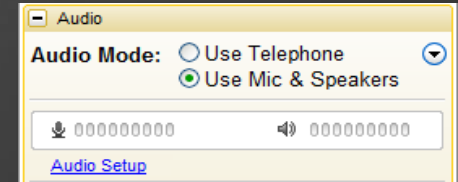


YEARLY SEO REVIEW & TACTICS FOR WINNING GOOGLE'S ATTENTION

ADVANCED



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

#INBOUNDLEARNING



BROADCAST SCHEDULE

12/4 - State of SEO 2014

12/11 - SEO Success Tactics: How to Carve Out Your Niche



HubSpot

Mark Kilens

@MarkKilens



Paul Schmidt

@Drumming

AGENDA

- 1 2014 SEO Updates
- 2 How to measure the impact
- 3 The path to recovery
- 4 Technical roadblocks to avoid
- 5 2014 SEO winners & losers

1 2014 SEO UPDATES

#1: Authorship Shakeup

Old

[The Ultimate Guide to Facebook Marketing | Copyblogger](#)



www.copyblogger.com/ultimate-facebook/ ▼

by Andrea Vahl - in 2,457 Google+ circles

Jun 6, 2011 – I've just finished writing **Facebook Marketing All-in-One for Dummies** with two fabulous co-authors (Amy Porterfield and Phyllis Khare) and ...

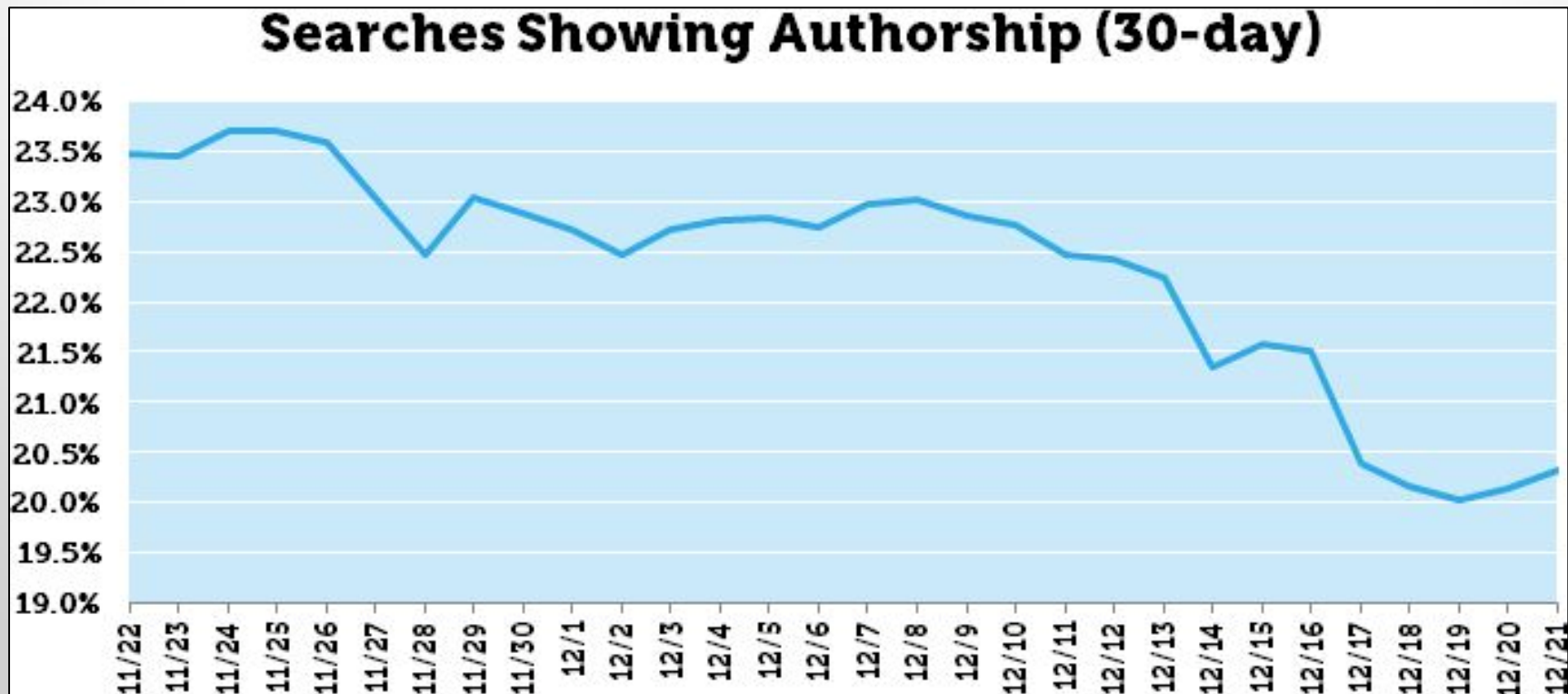
New

[The Ultimate Guide to Facebook Marketing - Copyblogger](#)

www.copyblogger.com/ultimate-facebook/ ▼

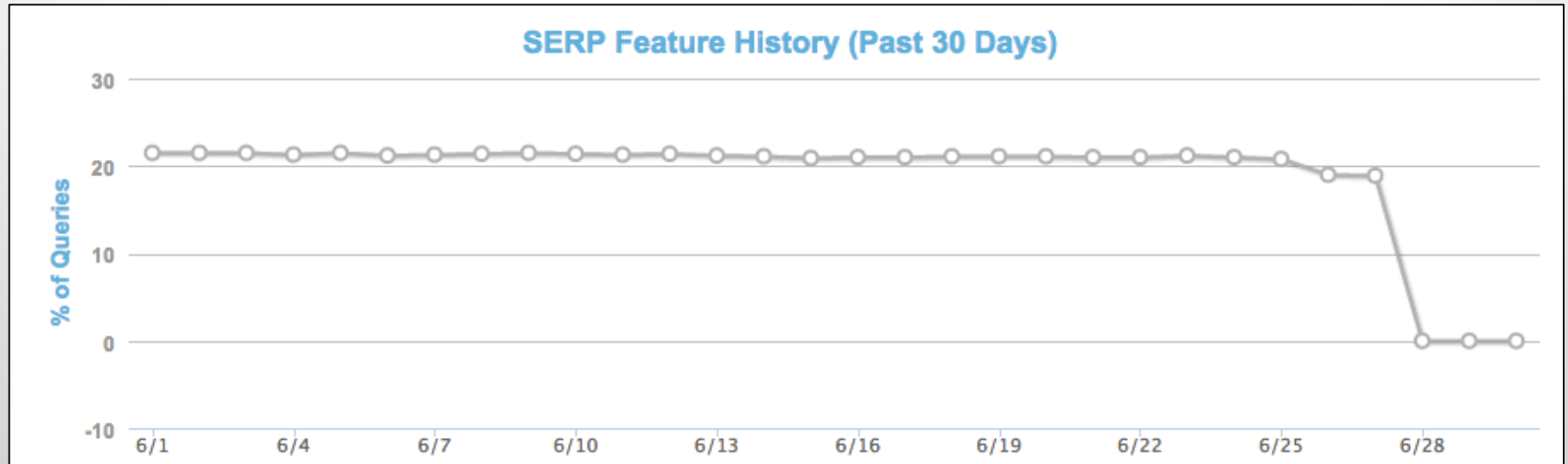
Jun 6, 2011 - About the Author: **Andrea Vahl** is the co-author of the upcoming **Facebook Marketing All-in-One for Dummies** available now for pre-order on ...

#1: Authorship Shakeup: December 19th, 2013



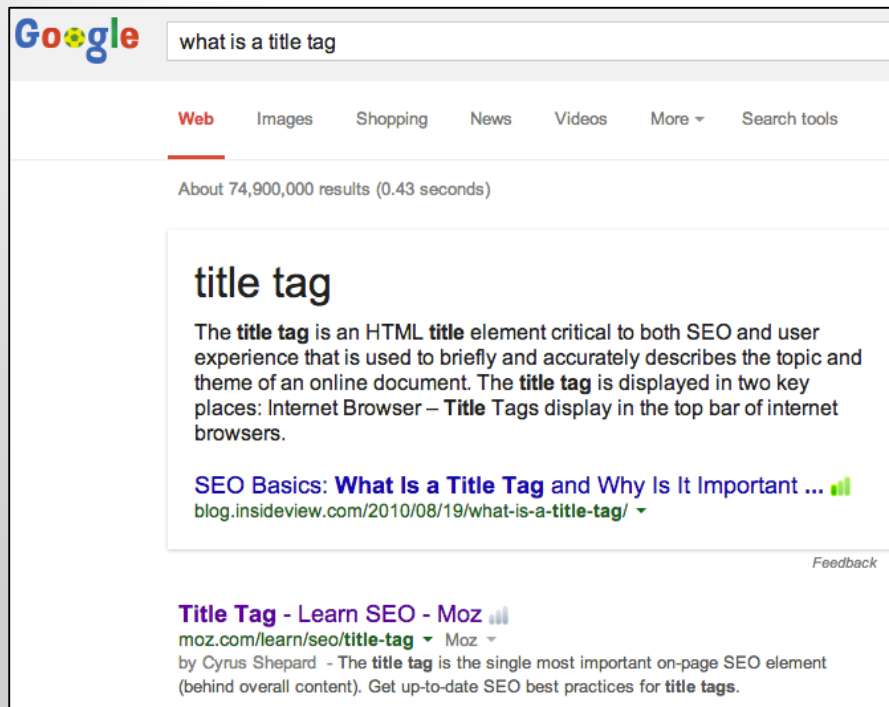
<http://moz.com/blog/googles-december-authorship-shake-up>

#1: Authorship Shakeup: June 28th, 2014



<http://mozcast.com/features>

#2. Knowledge Graph Takeover



Google search results for "what is a title tag". The search bar shows the query. Below the search bar are navigation tabs for Web, Images, Shopping, News, Videos, and Search tools. The results show approximately 74,900,000 results in 0.43 seconds. The top result is a definition of a title tag from Moz, followed by a link from InsideView.

Google


what is a title tag

Web Images Shopping News Videos More Search tools


About 74,900,000 results (0.43 seconds)

title tag

The **title tag** is an HTML **title** element critical to both SEO and user experience that is used to briefly and accurately describes the topic and theme of an online document. The **title tag** is displayed in two key places: Internet Browser – **Title** Tags display in the top bar of internet browsers.

SEO Basics: **What Is a Title Tag and Why Is It Important ...** 
blog.insideview.com/2010/08/19/what-is-a-title-tag/

[Feedback](#)

Title Tag - Learn SEO - Moz 
moz.com/learn/seo/title-tag Moz
by Cyrus Shepard - The **title tag** is the single most important on-page SEO element (behind overall content). Get up-to-date SEO best practices for **title tags**.



HubSpot, Inc. knowledge graph card. It includes the company logo, a description of the company, key personnel (CEO, Founders), and a list of related companies (Marketo, Pardot, Salesforce, Infusionsoft, Eloqua).

HubSpot, Inc.

Company

HubSpot develops and markets a software-as-a-service product for inbound marketing also called HubSpot. [Wikipedia](#)

CEO: Brian Halligan

Founded: June 2006

Headquarters: Cambridge, MA

Founders: Brian Halligan, Dharmesh Shah

People also search for

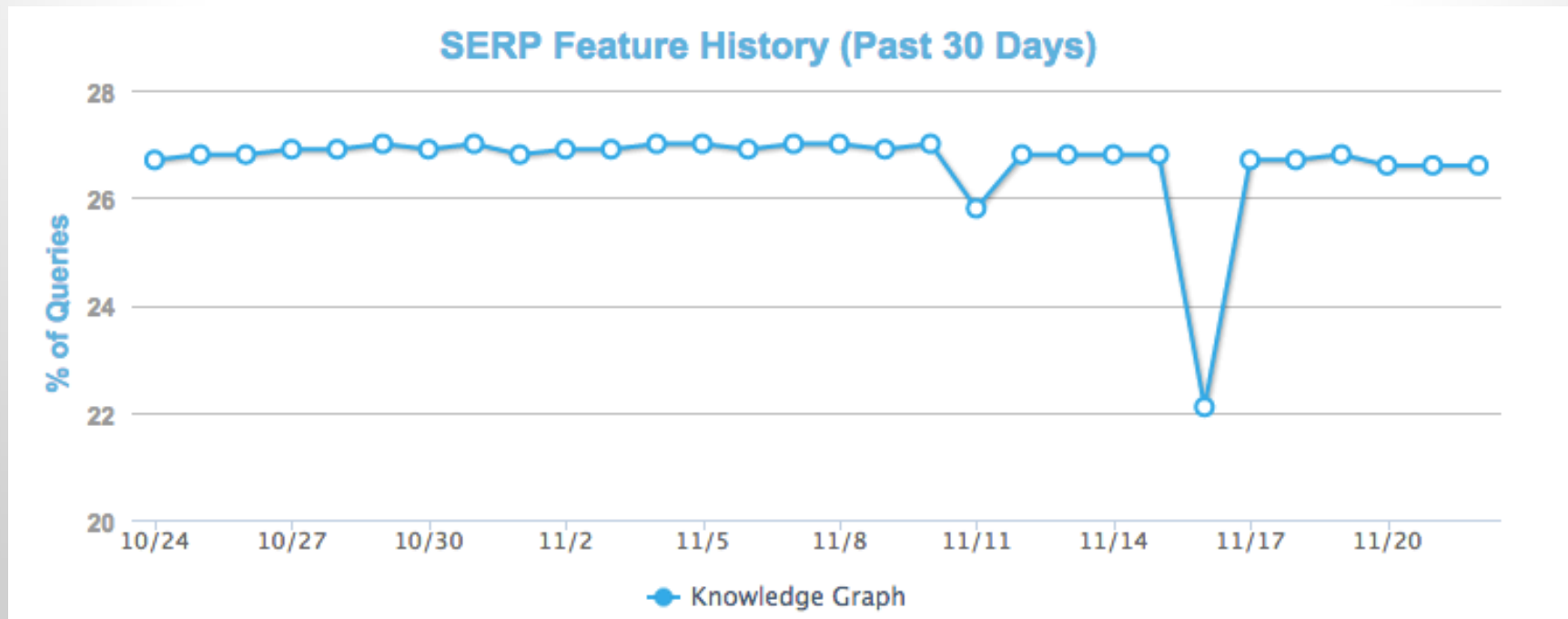
[View 5+ more](#)

-  Marketo
-  Pardot
-  Salesforc...
-  Infusionsoft
-  Eloqua

[Feedback](#)

#2: Knowledge Graph Takeover

26% of queries are producing a knowledge graph card



<http://mozcast.com/features>

#3: Payday Loan Update

2.0:

Launch Date:

May 16, 2014

Targets spammy sites

3.0:

Launch Date:

June 12, 2014

Targets spammy queries



#4: Pigeon Update: July 24, 2014

Combines traditional and local ranking signals



#4. Pigeon Update: July 24, 2014

Google asian restaurants

Web Images Maps Shopping More Search tools

Asian restaurants near Mansfield, TX

19 22 reviews	9 reviews	22 28 reviews	20 21 reviews	23 10 reviews	16 19 reviews	20 13 reviews	8 reviews	4 reviews	8 reviews
Blue Mint Thai & Asian Cuisine	China King Super Buffet	Suzushii Sushi & Grill	Sake Hibachi & Sushi Bar	First Ton's Mongolian Grill	7 Spices Asian Cuisine	Happy Wok	Sushi 2 Go	Panda Express	Ginza Asian Bistro & Sushi
\$5 • Thai	\$ • Chinese	\$5 • Japanese	\$5 • Sushi	\$5 • Chinese	\$5	\$ • Chinese	Japanese	\$ • Chinese	Japanese

[Best Asian restaurants Dallas Metro](#)
business.intuit.com/boorah-restaurants/cu/DALLAS/10/Asian.html
Results 1 - 10 of 70 – Best Asian restaurants Dallas Metro: 70 restaurants with reviews, ratings, menus and discounts.

[Best in DFW: Chinese restaurants - The Dallas Morning News](#)
www.dallasnews.com/.../2011/03/09/best-in-dfw-chinese-restaurants.ecr...
Mar 9, 2011 – From Cantonese to Shanghaiese to Sichuan, restaurant critic Leslie Brenner rounds up the best Chinese restaurants.

[Chinese Restaurants in Denton, TX on Yahoo! Local](#)
local.yahoo.com • City Guide • Food & Dining • Restaurants
Results 1 - 10 of 46 – Local Get Ratings & Reviews on Chinese Restaurants with ...
2 Oriental Garden Restaurant (940) 387-3317 114 S Avenue B
3 Pei Wei Asian Diner (940) 380-9303 1931 S Loop 288, Ste 130

[50 best Chinese restaurants in the USA | CNN Travel - CNN](#)
travel.cnn.com/explorations/east/.../50-best-chinese-restaurants-usa-14536...
Mar 6, 2012 – The California branch of Din Tai Fung may beat the Taiwan original for flavor. Becoming a successful Chinese restaurant in the United States is ...

[Five Sixty by Wolfgang Puck Dallas :: Asian Restaurant](#)
www.wolfgangpuck.com • Restaurants • Fine Dining
Enjoy Wolfgang's incomparable Asian-influenced cuisine and award-winning service 560 feet above the ground atop Reunion Tower.

[Houston Asian Restaurants | Urbanspoon](#)
www.urbanspoon.com/1/8/702/Houston/Asian-Restaurants
Houston Asian Restaurants. Reviews from critics, food blogs and fellow diners.

San Antonio [Chinese Restaurants](#) | Urbanspoon

Map for asian restaurants



Google asian restaurants

Web Maps Shopping Images Videos More Search tools

About 3,500,000 results (0.59 seconds)

asian restaurants

Rating Price Hours

Mandarin Chinese Restaurant
4.1 ★★★★★ 13 reviews • Chinese
Union Square

Lotus Xpress
2 reviews • Chinese
Broadway

Oriental Restaurant
3.7 ★★★★★ 9 reviews • \$\$ • Vegetarian
Medford St - Snug storefront eatery serving a big menu of familiar Chinese food in a no-frills soace.

[More asian restaurants](#)

[The 20 Essential Asian Restaurants - Boston - Boston ...](#)
www.bostonmagazine.com/.../asian-dining-20-essential-best-asian-restaur...
Check out our list of the best Asian restaurants in Boston. We scoured the city to find the 20 essential Asian restaurants to try in Boston.

[Best chinese food Somerville, MA - Yelp](#)
www.yelp.com/search?find_desc=Best+Chinese+Food&find...
Reviews on Best chinese food in Somerville, MA Lotus Xpress, Wang's Fast Food, Mandarin Chinese Restaurant, Chow n' Joy, Zoe's Chinese Restaurant, ...


#5: HTTPS / SSL

- Affects ~1% of global search queries
- Could strengthen over time

<http://googlewebmastercentral.blogspot.com/2014/08/https-as-ranking-signal.html>

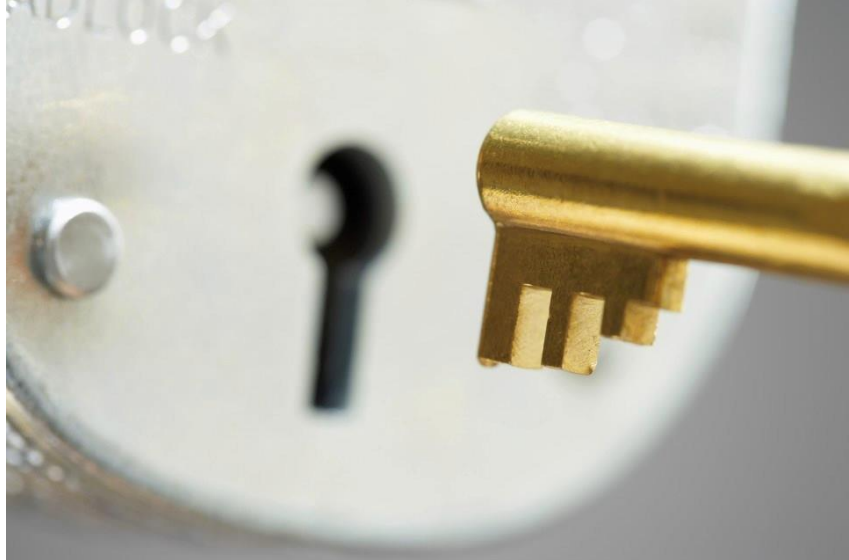
Examples:

Non-SSL

 www.stateofinbound.com

SSL

 <https://duckduckgo.com>



Talk to your Account Manager for more information on SSL options

http://help.hubspot.com/articles/KCS_Article/COS-General/Can-I-host-secure-content-on-HubSpot

#6: Panda

4.0:

Launch Date:
May 19, 2014

4.1

Launch Date
September 23, 2014



Content	Pre-Panda	Post-Panda
Length	Whatever	> 250 unique Words per page or it could be “thin content”
Canonicalization	Unnecessary, post duplicates everywhere	Yes, Each item of content should have one canonical URL
Quality	Keyword stuffed, auto-generated and “respun” content	Content should be original, trustworthy and useful

Google Content Guidelines: <https://support.google.com/webmasters/topic/2371375>

#7: Penguin

3.0

Launch Date:
October 2014





Penalizes sites with over-optimized or unnatural links

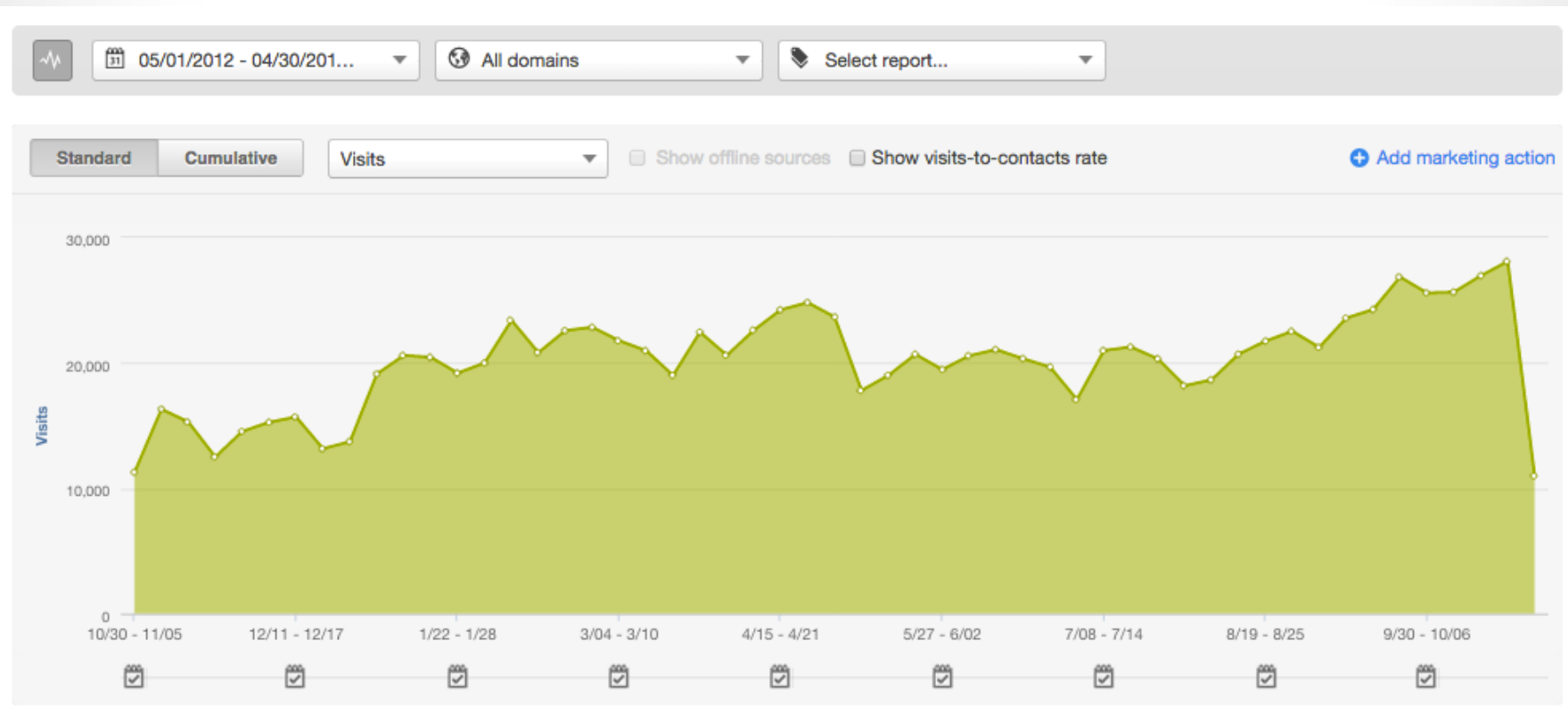
Over-optimized == many links with identical anchor text

Unnatural == spammy links

2 HOW TO MEASURE THE IMPACT

10k foot view: Sources Report

Total organic visits and conversions



5k foot view: Attribution Report

Total organic visits and conversions

Organic Leads by First Touch URL

Contacts assisted

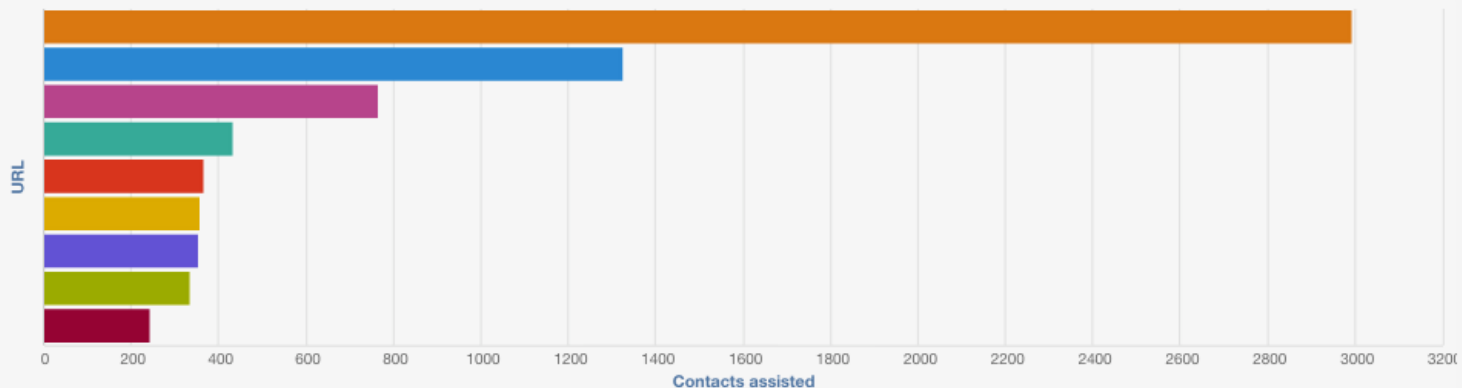





Chart Breakdown by URL Contacts assisted % of Contacts Score / 100

	http://www.hubspot.com/	2,990	11.9	11.9
	http://blog.hubspot.com/marketing/free-ppt-infogra...	1,324	5.3	5.3
	http://offers.hubspot.com/how-to-easily-create-five...	762	3.0	3.0

Filter table...

Edit report

Report Actions

Refresh report

Edit list

1k foot view: Keywords Tool

Keyword rankings

Click to reverse the sort direction

Sorted by:	Rank	Showing:	Monthly Searches	Rank	Difficulty	
<input type="checkbox"/>	social media marketing stats Added Oct 26 2014	40	1	91		
<input type="checkbox"/>	social media grader Added Oct 26 2014	Low	1	30		
<input type="checkbox"/>	social media marketing for nonprofits Added Aug 30 2013	40	2	64		
<input type="checkbox"/>	how nonprofits use social media Added Oct 26 2014	Low	3	63		
<input type="checkbox"/>	social media trends Added Oct 26 2014	1,300	4	97		

100 Foot View: Excel and Keywords Tool

Number of 1st page Google rankings per keyword topic

Keyword	Category	Rank	Ranking URL
ab testing calculator	A/B	3	http://www.hubspot.com/ab-test-calculator
ab testing	A/B	46	http://offers.hubspot.com/an-introduction-to-ab-testing
ab testing tools	A/B	13	http://www.hubspot.com/products/landing-pages
ab testing best practices	A/B	20	http://blog.hubspot.com/blog/tabid/6307/bid/25860/5-best-practices-for-website-a-b-testing.aspx
ab testing framework	A/B	100+	
ab testing tutorial	A/B	8	http://knowledge.hubspot.com/landing-page-user-guide/how-to-ab-test-landing-pages
ab testing t test	A/B	23	http://blog.hubspot.com/marketing/a-b-testing-experiments-examples
ab testing terminology	A/B	23	http://blog.hubspot.com/marketing/marketers-guide-understanding-statistical-significance
ab testing tips	A/B	83	http://blog.hubspot.com/customers
ab testing software	A/B	31	http://blog.hubspot.com/marketing/ab-tests-run-homepage-list



Category	1st Page	2nd Page	3rd Page	4th Page	5th-10th P
A/B	2	2	2	1	3

10 Foot View:

SEO View (blog)



HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Content Options Publishing

15 Best Blogs About Big Data
http://blog.hubspot.com/15-best-big-data-blogs

Body

SEARCH ENGINE OPTIMIZATION

YOU'RE WRITING ABOUT
[x big data] Add more keywords...

TITLE OPTIMIZATIONS

"The State of Big Data - 3 Big Milestones & 3 Big Things to Come" has 0 keywords in the title. Use one of your target keywords in your post title to get a solid SEO boost. SEO IMPACT: ●●●

"The State of Big Data - 3 Big Milestones & 3 Big Things to Come" is 72 characters. Titles with more than 70 characters end up awkwardly truncated in search engine results. Don't be awkward. Shorten that title up a bit. SEO IMPACT: ●●●

BODY OPTIMIZATIONS

What are you writing about today?
Your title suggests that the following keywords are the central focus of your post. Add or delete keywords here to further refine your SEO recommendations

[x big data] Add keywords...

Select keyword You'll see your SEO recommendations once you've selected your topic.

Page Performance



Page Performance Tutorial

3,367,954 Total Views

Total Views

1,751 Keywords

321,387 Inbound Links

All Pages 08/01/2013 - 08/31/2013

Page	Views	CTA %	Keywords	Links
HubSpot All-in-one Inbound Marketing Software http://www.hubspot.com/	434,306	0%	178	58,165
5 Free Stock Photos Ready for Use Anywhere (No Royalties, No Fees, No Worries) http://offers.hubspot.com/free-stock-photos	86,390	—	0	166
Inbound Hub HubSpot Blog http://blog.hubspot.com/	62,222	0.13%	51	2,069
Thanks 75 Free Stock Photos http://offers.hubspot.com/thank-you-free-stock-photos	60,840	—	0	1

The #1 Marketing Platform

HubSpot | All-in-one Inbound Marketing Software

3 THE PATH TO RECOVERY

DIAGNOSE THE ISSUE



EXAMINE THE TIMELINE



MOZ

Penguin — April 24, 2012

After weeks of speculation about an "Over-optimization penalty", Google finally rolled out the "Webspam Update", which was soon after dubbed "Penguin." Penguin adjusted a number of spam factors, including keyword stuffing, and impacted an estimated 3.1% of English queries.

<http://moz.com/google-algorithm-change>

GOOGLE WEBMASTER TOOLS

Manual Actions

Site-wide matches None

- Partial matches Some manual actions apply to specific pages, sections, or links

Reason

Affects

- Thin content with little or no added value**
This site appears to contain a significant percentage of low-quality or shallow pages which do not provide users with much added value (such as thin affiliate pages, cookie-cutter sites, doorway pages, automatically generated content, or copied content). [Learn more.](#)

[More](#)

REQUEST A REVIEW

Manual Actions

Site-wide matches

None

Partial matches

- Some manual actions apply to specific pages, sections, or links

Reason

Affects

Unnatural links to your site—Impacts links

Some incoming links

Google has detected a pattern of unnatural artificial, deceptive, or manipulative links pointing to pages on this site. Some links may be outside of the webmaster's control, so for this incident we are taking targeted action on the unnatural links instead of on the site's ranking as a whole. [Learn more.](#)

REQUEST A REVIEW

SEO Analysis and Diagnosis

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



SOLUTIONS FOR ALGORITHM UPDATES

The screenshot shows the Moz Blog interface. At the top is a blue navigation bar with the Moz logo and links for PRODUCTS, LEARN, COMMUNITY, BLOGS, and ABOUT. Below this is a secondary navigation bar with links for MOZ BLOG, YOU MOZ, RAND'S BLOG, DEV BLOG, and a button for CONTRIBUTE TO YOU MOZ. The main content area features the article title 'Your Google Algorithm Cheat Sheet: Panda, Penguin, and Hummingbird' by Marie Haynes, dated June 11th, 2014. The article text discusses the confusion of algorithm updates and aims to provide a simple explanation. On the right side, there are sections for 'Explore Posts by Category' and 'Join the Moz Social' with various social media sharing options.

MOZ PRODUCTS LEARN COMMUNITY BLOGS ABOUT

MOZ BLOG YOU MOZ RAND'S BLOG DEV BLOG CONTRIBUTE TO YOU MOZ

The Moz Blog

Your Google Algorithm Cheat Sheet: Panda, Penguin, and Hummingbird

June 11th, 2014 - Posted by Marie Haynes to Basic SEO

The author's posts are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

If you're reading the Moz blog, then you probably have a decent understanding of Google and its algorithm changes. However, there is probably a good percentage of the Moz audience that is still confused about the effects that Panda, Penguin, and Hummingbird can have on your site. I did write a post last year about the main [differences between Penguin and a Manual Unnatural Links Penalty](#), and if you haven't read that, it'll give you a good primer.

The point of this article is to explain very simply what each of these algorithms are meant to do. It is hopefully a good reference that you can point your clients to if you want to explain an algorithm change and not overwhelm them with technical details about 301s, canonicals, crawl errors, and other confusing SEO terminologies.

Explore Posts by Category

Select a Category

Join the Moz Social

- Get our RSS
- Follow us on Twitter
- Like us on Facebook
- Circle us on Google+
- The Moz Top 10

<http://moz.com/blog/google-algorithm-cheat-sheet-panda-penguin-hummingbird>

4 TECHNICAL ROADBLOCKS TO AVOID

REDIRECTS

	Type of Redirect	Old URL	New URL
Wrong	301 - Permanent	http://SEOmoz.com/learn/seo/redirection	http://moz.com/
Wrong	302 - Temporary	http://SEOmoz.com/learn/seo/redirection	http://moz.com/learn/seo/redirection
Right	301 - Permanent	http://SEOmoz.com/learn/seo/redirection	http://moz.com/learn/seo/redirection

Caveat: If removing pages (e.g. during a redesign), 301 redirect OLD URL to most relevant NEW URL

REDIRECTS



URI Valet - Check Server Headers

URI Valet

Help

Reason Phrases

URI:

HTTP Protocol: HTTP/1.0 HTTP/1.1

User Agent:

Mozilla/5.0 (Windows NT 6.1; WOW64) AppleWebKit/537.36 (KHTML, like Gecko)

If-Modified-Since:

Check Server Headers Only

Submit

Reset

©∞ URI Valet

All trademarks and servicemarks are the properties of their respective owners.

Last Modified: 2014-09-07T07:00:00-0700

URI Valet Version No: 1.58

Donate



Thank You!



<http://urivalet.com/>

INDEXATION

- Fix broken links on site
- Use 301 redirects
- Remove/Redirect low quality, thin pages

INDEXATION

Xenu – Broken Links / Crawling Errors

Address	Status	Type	Site	Title	Date	Level	Out Links	In Links	Server	Error	Duration	Charset	Description
http://www.sebastianviereck.de/category/php/zend/	ok	text/html	20700	Zend PHP und SEO Blog aus Ber...		1	97	243	Apache		00:00:39	utf-8	
http://www.sebastianviereck.de/category/seo/	ok	text/html	49284	SEO PHP und SEO Blog aus Berlin		1	137	243	Apache		00:00:414	utf-8	
http://www.sebastianviereck.de/category/web/	ok	text/html	52255	Web Frontend PHP und SEO Blo...		1	156	243	Apache		00:00:403	utf-8	Suchmaschinenoptimierung, Tipps
http://www.sebastianviereck.de/category/web/css/	ok	text/html	25612	CSS PHP und SEO Blog aus Berlin		1	95	243	Apache		00:00:447	utf-8	Web Frontend
http://www.sebastianviereck.de/category/web/javascript/	ok	text/html	42060	Javascript PHP und SEO Blog au...		1	121	243	Apache		00:00:399	utf-8	Javascript Probleme, Tipps und Trick
http://www.sebastianviereck.de/kontakt/	not found			Kontakt		1		244	Apache		00:00:232	utf-8	
http://www.sebastianviereck.de/samsung-galaxy-s2-usb-de...	ok	text/html	26860	Samsung Galaxy S2 USB Debugg...		1	100	244	Apache		00:00:720	utf-8	
http://www.sebastianviereck.de/mysq-umlaute-sonderzeichn...	ok	text/html	31688	Mysql Umlaute/Sonderzeichen in ...		1	97	244	Apache		00:10:036	utf-8	
http://www.sebastianviereck.de/google-maps-javascript-api...	ok	text/html	31348	Google Maps JavaScript API V3 un...		1	101	244	Apache		00:09:211	utf-8	
http://www.sebastianviereck.de/tutorial-installation-des-andr...	ok	text/html	30993	Tutorial Installation des Android S...		1	106	244	Apache		00:08:424	utf-8	
http://www.sebastianviereck.de/tunes-connect-least-rishts-...	ok	text/html	29293	Tunes Connect nicht im App Store...		1	104	244	Apache		00:08:601	utf-8	
http://www.sebastianviereck.de/bilder-upload-bei-wordpress/...	ok	text/html	27339	Ist das übergeordnete Verzeichnis ...		1	98	244	Apache		00:08:692	utf-8	Ist das übergeordnete Verzeichnis d
http://www.sebastianviereck.de/amazon-api-migration-soa...	ok	text/html	35381	Amazon API Migration: SOAP/AL...		1	114	174	Apache		00:01:771	utf-8	
http://www.sebastianviereck.de/android-sicherheit-md5-ha...	ok	text/html	20147	Android Sicherheit MD5 Hashing...		1	98	244	Apache		00:00:955	utf-8	
http://www.sebastianviereck.de/wp-content/plugins/vp-poc...	ok	image/gif	1009	2 votes, 1.00 out of 5	09.03.2012	1		244	Apache		00:07:800	utf-8	
http://www.sebastianviereck.de/php-simpleelement-to-arr...	ok	text/html	30657	PHP SimpleXMLElement to Array ...		1	97	244	Apache		00:08:606	utf-8	
http://www.sebastianviereck.de/wp-content/themes/twenty...	ok	image/png	1712		23.02.2012	2		244	Apache		00:05:426	utf-8	
http://www.sebastianviereck.de/wp-content/plugins/vp-poc...	ok	application/x...	3018		09.03.2012	1		244	Apache		00:08:348	utf-8	
http://s7.addthis.com/js/250/addthis_widget.js	ok	application/x...			27.03.2012	1		244	Apache		00:00:080	utf-8	
http://www.sebastianviereck.de/wp-content/themes/twenty...	ok	image/png	441		11.08.2011	2		1	Apache		00:07:621	utf-8	
http://www.sebastianviereck.de/wp-content/themes/twenty...	ok	image/png	925		11.08.2011	2		1	Apache		00:08:131	utf-8	
http://www.sebastianviereck.de/wp-content/themes/twenty...	ok	image/png	250		11.08.2011	2		1	Apache		00:05:457	utf-8	
http://www.sebastianviereck.de/wp-content/themes/twenty...	ok	image/png	230		11.08.2011	2		1	Apache		00:00:925	utf-8	
http://www.sebastianviereck.de/wp-content/themes/twenty...	ok	image/png	794		11.08.2011	2		1	Apache		00:08:348	utf-8	
http://www.sebastianviereck.de/buchempfehlungen/feed/	ok	text/xml	753		31.03.2012	2		1	Apache		00:08:912	utf-8	
http://www.sebastianviereck.de/wp-includes/js/comment...	ok	application/x...	786		11.08.2011	2		110	Apache		00:08:221	utf-8	
http://www.amazon.de/Besser-programmieren-professionell...	ok	text/html		Besser PHP programmieren: Ha...		2	1	1	Server		00:00:212	iso-8859-15	
http://www.amazon.de/Das-WordPress-Buch-Vom-Blog-Co...	ok	text/html		Das WordPress-Buch, Vom Blog ...		2	1	1	Server		00:00:161	iso-8859-15	
http://www.amazon.de/Suchmaschinen-Optimierung-umf...	ok	text/html		Suchmaschinen-Optimierung umf...		2	1	1	Server		00:00:207	iso-8859-15	
http://www.amazon.de/Webseiten-pushen-Leitfaden-f...	ok	text/html		Webseiten pushen Leitfaden f...		2	1	1	Server		00:00:149	iso-8859-15	
http://www.amazon.de/ZEND-Framework-Einsatz-Rob-Allen...	ok	text/html		Zend Framework im Einsatz		2	1	1	Server		00:00:172	iso-8859-15	
http://www.amazon.de/Entwickeln-mit-dem-iPhone-SDK-d...	ok	text/html		Entwickeln mit dem iPhone SDK		2	1	1	Server		00:00:160	iso-8859-15	
http://www.amazon.de/Android-Apps-entwickeln-Galle...	ok	text/html		Android 3.0 Apps entwickeln...		2	1	1	Server		00:00:130	iso-8859-15	
http://www.amazon.de/HTML5-Apps-iPhone-Android-Sve...	ok	text/html		HTML5-Apps für iPhone und A...		2	1	1	Server		00:00:145	iso-8859-15	
http://www.amazon.de/jQuery-Mobile-Plattformabhän...	ok	text/html		jQuery Mobile		2	1	1	Server		00:00:242	iso-8859-15	
http://www.amazon.de/Phonegap-Beginners-Guide-Andr...	ok	text/html		Phonegap Beginner's Guide		2	1	1	Server		00:00:232	iso-8859-15	
http://www.sebastianviereck.de/wp-content/plugins/top-10...	no info to return					2		1	Apache	file has zero length	00:08:921	utf-8	
http://www.sebastianviereck.de/wp-content/plugins/top-10...	ok	application/x...	51			2		1	Apache		00:00:230	utf-8	
http://www.sebastianviereck.de/wp-content/plugins/top-10...	ok	text/html	730		31.03.2012	2		1	Apache		00:00:975	utf-8	
http://www.zeedee-shop.com/	ok	text/html											

ROBOTS.TXT

How to see your Robots.txt file

Type in: www.YourWebsite.com/robots.txt



Tell Google what you do and don't want indexed

```
Sitemap: http://www.boston.com/streams_sitemap.xml.gz
```

```
User-Agent: *  
Disallow: /ajax  
Disallow: /_ajax  
Disallow: /css  
Disallow: /eom  
Disallow: /fragment  
Disallow: /img  
Disallow: /js  
Disallow: /login  
Disallow: /logout  
Disallow: /newsprojects/widgets/  
Disallow: /page  
Disallow: /rf  
Disallow: /rss  
Disallow: /rw  
Disallow: /templates
```

ROBOTS.TXT

Your robots.txt should look like this if you don't want to block search engines

```
User-agent: *
```

```
Disallow:
```

```
Sitemap: http://www.yoursite.com/sitemap.xml
```

```
-----
```

<http://knowledge.hubspot.com/site-pages-user-guide/how-to-customize-the-robotstxt-file>

ROBOTS.TXT

Your robots.txt should look like this if you want to block search engines from all of your pages

```
User-agent: *  
Disallow: /
```



<http://knowledge.hubspot.com/site-pages-user-guide/how-to-customize-the-robotstxt-file>

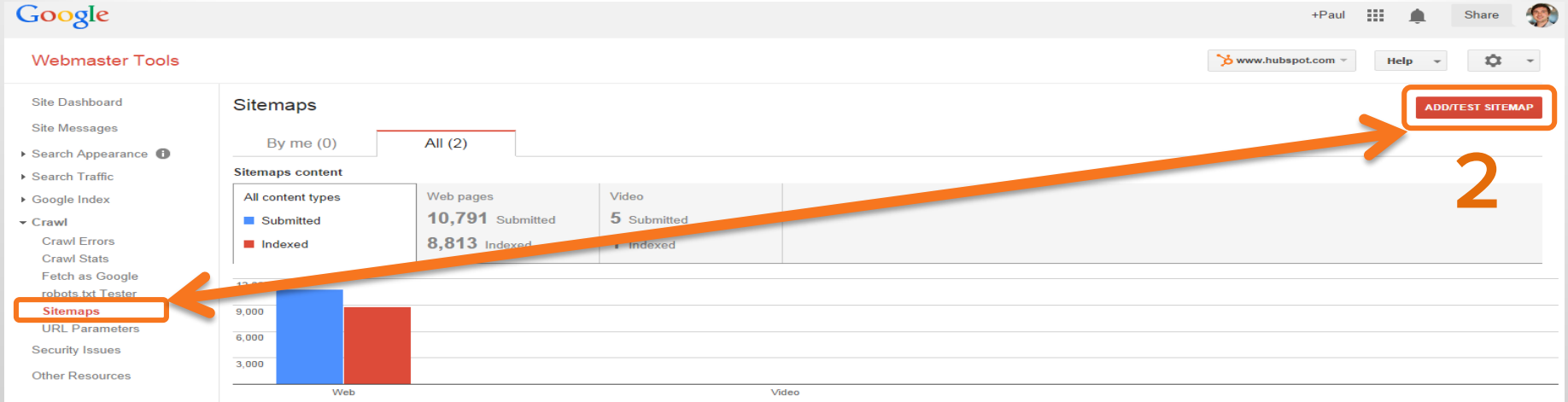
SITEMAPS

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:mobile="http://www.google.com/schemas/sitemap-mobile/1.0">
  ▼<url>
    <loc>http://blog.hubspot.com/marketing</loc>
    <lastmod>2014-09-11</lastmod>
  </url>
  ▼<url>
    <loc>http://hsb1.hubspot.com/inbound-marketing-blog</loc>
    <lastmod>2014-08-12</lastmod>
  </url>
  ▼<url>
    <loc>http://hsb1.hubspot.com/customers</loc>
    <lastmod>2014-08-07</lastmod>
  </url>
  ▼<url>
    <loc>http://hsb1.hubspot.com/product-news</loc>
    <lastmod>2014-01-21</lastmod>
  </url>
  ▼<url>
    <loc>http://www.hubspot.com/customers</loc>
    <lastmod>2014-08-11</lastmod>
  </url>
  ▼<url>
    <loc>http://www.hubspot.com/company-news</loc>
    <lastmod>2014-01-21</lastmod>
  </url>
  ▼<url>
    <loc>http://blog.hubspot.com/ecommerce</loc>
    <lastmod>2014-09-08</lastmod>
  </url>
  ▼<url>
    <loc>http://www.hubspot.com/products/whats-new</loc>
    <lastmod>2014-01-21</lastmod>
  </url>
```

<http://www.YourDomain.com/sitemap.xml>

SITEMAPS



The screenshot shows the Google Webmaster Tools interface for the domain www.hubspot.com. The 'Sitemaps' section is active, showing a bar chart and a table of content types. The 'Sitemaps' menu item in the left sidebar is highlighted with an orange box and labeled '1'. The 'ADD/TEST SITEMAP' button in the top right corner is also highlighted with an orange box and labeled '2'. An orange arrow points from the 'ADD/TEST SITEMAP' button to the 'Sitemaps' menu item.

Webmaster Tools

Site Dashboard
Site Messages
Search Appearance
Search Traffic
Google Index
Crawl
Crawl Errors
Crawl Stats
Fetch as Google
robots.txt Tester
Sitemaps
URL Parameters
Security Issues
Other Resources

Sitemaps

By me (0) All (2)

Sitemaps content

All content types	Web pages	Video
Submitted	10,791 Submitted	5 Submitted
Indexed	8,813 Indexed	1 Indexed

Bar chart showing Submitted (blue) and Indexed (red) counts for Web and Video content types.

ADD/TEST SITEMAP

1

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



5 2014 SEO WINNERS & LOSERS

Great SEO Is No Longer Just “SEO”

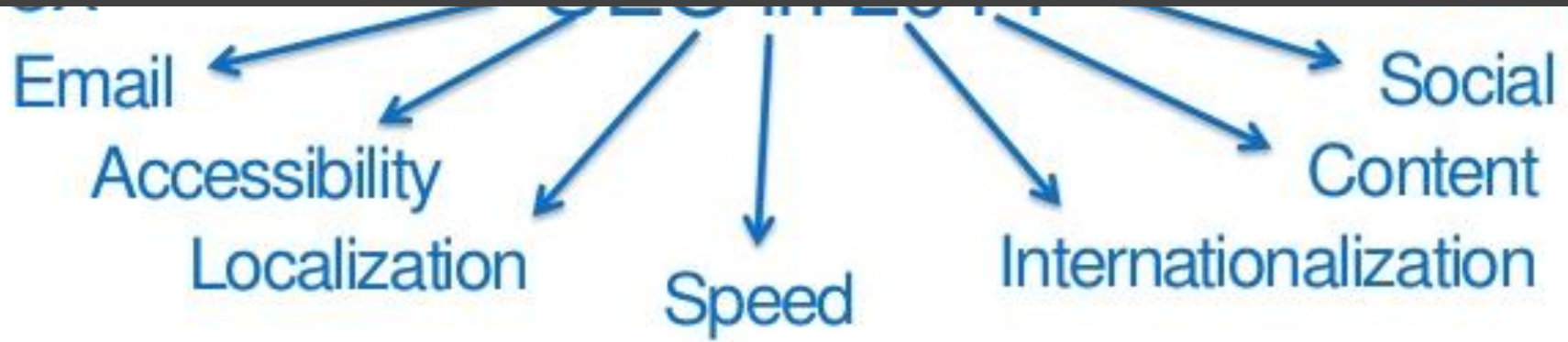
<http://www.slideshare.net/randfish/seo-tactics-to-love-vs-leave>



Great SEO Is No Longer Just “SEO”



<http://www.slideshare.net/randfish/seo-tactics-to-love-vs-leave>





LOSERS

LOSERS:

- Directories
- Thin / low-quality content
- Lyrics sites
- Content Aggregators

<http://blog.searchmetrics.com/us/2014/09/26/panda-update-4-1-winners-losers-google-u-s/>

Google.com – Panda 4.1 Losers in the U.S.

Here is a filtered overview of the losers (SEO Visibility) ordered by percentage:


Domain – Loser	Before	After	Change in %
yellow.com	16383	3413	-79%
similarsites.com	118771	25197	-79%
free-coloring-pages.com	12268	2960	-76%
dwyer-inst.com	13225	3229	-76%
issitedownrightnow.com	69354	18376	-74%
updatestar.com	13232	3788	-71%
office365.com	29365	8781	-70%
findthebest.com	30848	93937	-70%
homewyse.com	14161	4410	-69%
adelaide.edu.au	20351	6537	-68%
pearltrees.com	16769	5503	-67%
ok.co.uk	18226	5995	-67%
socialcomments.org	27476	9058	-67%
mybillcom.com	12258	4136	-66%
tgiblackfriday.com	10037	3420	-66%
discountsstory.net	20907	7337	-65%
indyweek.com	13373	4826	-64%
zabasearch.com	42679	15697	-63%
exacttarget.com	14849	5729	-61%

Thin / scraped content

Directory with minimal
unique content

Yellow.com
Yellow Pages Made Simple


[« Back to Search Results](#)



Yellowbook.com

McMahon Plumbing

614-610-3350
[Visit Our Website](#)
100% Satisfaction Guarantee



More information about McMahon Plumbing

Products:

- Boilers

Services:

- Heater Sales
- Appliance Hookups - Dishwashers, Ice makers Etc
- Bathroom & Kitchen Remodeling
- Custom Design And Installation Of Radiant Heating
- Faucets, Whirlpool Tubs, Showers, Etc
- Installation & Repair Of Sump Pumps
- Maintenance Of Hot Water
- Steam Boilers
- Oil To Gas Conversions
- Plumbing Heating, Drain Cleaning, Water Quality
- Repair & Replacement Of Water Heaters
- Repair And Maintenance Of Sinks, Toilets
- Upfront Pricing
- Bathroom Remodeling & Kitchen Remodeling

Special Services:

- Plumbing Services
- 24 Hour Emergency Service

BLACK HAT LINK BUILDING

<http://jmarbach.com/rapgenius-growth-hack-exposed>



rg Rap Genius
3 hours ago

Do you have a blog? Do you wanna be a RAP GENIUS BLOG AFFILIATE? Help us help you!

If you have a blog and are down, email me:
mahbod@rapgenius.com

Like · Comment · Share 1

15 people like this. Top Comments ▾

Write a comment...

Shazoen Nawaz Don't have a blog, but I'd love to write for you guys. Should I email?
Like · Reply · 3 hours ago

Ben Ybarra No thanks...i dont wanna be held accountable for a Drake post Imfao
Like · Reply · 1 · 3 hours ago

Roy Brown Kidd No I don't have
Like · Reply · 3 hours ago

Ben Razz no!
Like · Reply · 3 hours ago

Write a comment...

The top 30 loser list

It's based on our SEO Visibility and sorted by biggest net loss. You can click each loser and continue the analysis in our Searchmetrics Suite.

Domain	SEO Vis 10/19	SEO Vis 10/26	net loss	in per
free-tv-video-online.me	156,352	5,677	-150,675	
movie4k.to	107,017	2,599	-104,418	
mp3skull.com	109,791	14,588	-95,203	
myfreemp3.cc	84,415	7,890	-76,525	
kickass.to	72,013	24,400	-47,613	
mp3olimp.net	43,544	5,814	-37,730	
4shared.com	68,630	31,007	-37,623	
thepiratebay.se	60,177	31,597	-28,580	
torrentz.eu	40,243	12,731	-27,512	
zmovie.tw	31,697	6,206	-25,491	
audiko.net	24,273	787	-23,486	
downloads.nl	23,584	2,010	-21,574	
mp3.li	20,631	440	-20,191	
networkingfutures.com	20,090	704	-19,386	
mp3rocket.me	36,400	19,200	-17,200	
777my.com	17,576	2,083	-15,493	
watchonlineseries.eu	14,717	487	-14,230	

LOSERS:

Copyright
violating
pirates.

2

WINNERS

Reader's digest

FOR
DUMMIES
A Wiley Brand

 **livescience**

<http://blog.searchmetrics.com/us/2014/09/26/panda-update-4-1-winners-losers-google-u-s/>

Google.com – Panda 4.1 Winners in the U.S.

Here is a filtered overview of the winners (SEO Visibility) ordered by percentage:

Domain – Winner	Before	After	Change in %
comdotgame.com	2632	38231	1353%
hongkiat.com	135	68372	406%
babble.com	8963	42916	379%
rd.com	17209	71434	315%
mediamass.net	6839	27876	308%
hotelguides.com	8563	32957	285%
yourtango.com	30624	109148	256%
moreofit.com	6431	22864	256%
celebrity-gossip.net	10727	38068	255%
spoonful.com	2813	89573	218%
ivillage.com	11818	37065	214%
800-numbers.net	11809	34631	193%
thepiratebay.se	2571	67457	162%
aceshowbiz.com	21679	55059	154%
dummies.com	42806	104764	145%
geekwire.com	11606	28319	144%
ispot.tv	12242	28062	129%
womansday.com	11868	27195	129%
bncollege.com	36738	76969	110%
afterdawn.com	18519	38775	109%
allwomenstalk.com	19836	41088	107%
livescience.com	79499	164323	107%

PEOPLE ANALYTICS: BLOG

PEOPLE ANALYTICS: FOREVER CHANGING THE WAY YOU MANAGE YOUR BUSINESS

Posted on February 18, 2014 by Ryan Fuller

[← back to blog](#)



Share this:



"People Analytics" has been getting quite a bit of buzz lately. To some extent, People Analytics is newsworthy because it represents a practical application of much-hyped technology trends like Big Data and social analytics to address really fundamental business challenges.

It also makes for good press because any story about People Analytics is able to juxtapose the potential opportunity ("[The Next Big Thing in Big Data: People Analytics](#)," Businessweek) with the potential privacy concerns ("[They're Watching You at Work](#)," The Atlantic), so there's a natural tension of hope-versus-fear that lends itself to press coverage. But as we go beneath the surface, there is something really significant here.

At VoloMetrix, we believe that People Analytics will support the largest step-change improvement in business performance in the last twenty years. In this blog post, I wanted to share my perspective on People Analytics and how we think and about the opportunity that is just around the corner.

What is People Analytics?

To begin with, let me try to ground conversation by defining what we think People Analytics is (opinions vary!). People Analytics is the use of people-related data to optimize business outcomes (and solve business problems) at the individual, team or organizational levels. This is a pretty expansive definition, but we think People Analytics is a real 'category,' with applications across all parts of the modern enterprise.

Diving a little deeper, People Analytics can be applied to a wide



Keyword targeting

In-depth answers to common questions

Lengthy = 790 words

Contains internal & external links

<http://www.volometrix.com/blog/people-analytics-forever-changing-the-way-you-manage-your-business>

15 TIPS: HOW TO PREPARE FOR A LAST MINUTE PRESENTATION

Posted by PowerSpeaking, Inc.

Oct 24, 2013 10:46:00 AM



Did you just find out that you need to give a presentation in 90 minutes? Here are a few easy and effective tips to help organize and present that next mission-critical presentation.

Organizing Your Content

- Develop a short, clear one sentence main message, i.e. "I have a dream."
- An analogy, metaphor or memorable phrase for the main message increases retention, i.e. Informix's "The database with the future built in."
- Repeat your main message a number of times during the presentation. Use the exact wording each time.
- Stories and personal experience create longer retention. Illustrate points with stories, i.e. "Last week when I called on Bob Johnson, the CEO of Acme Jeans in Seattle, he said, 'You know John, using your customer service strategy has doubled our market share.' Then he said..."

PowerPoint Is Not The Talk You Are!

Niche focused

Clean organization: Headers & bullets

Long-tail keyword targets include:

- Last Minute Presentation
- How to do a last minute speech

<http://blog.powerspeaking.com/15-tips-last-minute-presentation>

Inbound Marketing

How to Map Lead Nurturing Content to Each Stage in the Sales Cycle

by [Corey Eridon](#)

February 16, 2012 at 12:40 PM

● INTERMEDIATE

Lead nurturing is a crucial part of your marketing and sales success. Studies show that **50% of leads are qualified but aren't immediately ready to buy something from you** [Source: Gleanster Research]. With [lead nurturing](#), however, you can bring those leads through your sales funnel and garner **4-10 times the response rate** compared to a regular email blast while doing it [Source: SilverPop/DemandGen Report]. To nurture those leads correctly, however, you need to somehow adjust your messaging based on their point in the sales cycle. But how do you do that?



199 Linking Domains

In-depth article: ~2000 words

8 photo examples

Keyword targets include:

- Content mapping
- Sales cycle
- Content for lead nurturing

<http://blog.hubspot.com/blog/tabid/6307/bid/31406/How-to-Map-Lead-Nurturing-Content-to-Each-Stage-in-the-Sales-Cycle.aspx>

CARVE YOUR NICHE...

...which we'll cover next week on Inbound Learning Broadcast



NEXT STEPS

1. Group your keywords by topic
2. Measure success based off of the page keyword rankings for each topic
3. Create an organic sources and attribution report
4. Install Google Webmaster Tools on your site

RESOURCES

1. [Google Algorithm Change History](#)
2. [Google Webmaster Tutorial Videos](#)
3. [A Guide to Auditing Your Google Webmaster Tools](#)

QUESTIONS?



THANK YOU.

