

SEO 101



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Agenda

- What is SEO? Why is it important?
- SEO Basics
 - Keywords
 - On Page SEO
 - Off Page SEO
- Measuring Results
- DIY vs DIFM



What is SEO? Why is it important?



Inbound Marketing is Essential

Outbound Marketing

- Inside Sales
- Telemarketing
- Tradeshows
- Seminars
- Print Advertising
- Direct mail/email



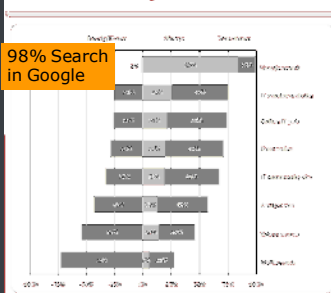
Inbound Marketing

- SEO
- Pay per click
- Blogging / Blogosphere
- Social Media / Buzz
- Targeted Landing Pages
- Marketing Analytics



B2B Buyers Start in Google

Where Did They Look?



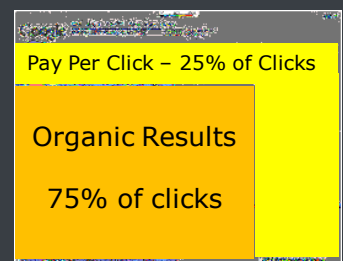
Source: Marketing Sherpa

- Try a search for:
 - "City" "Your Industry"
 - "Your Industry" in "City"
 - "Your Industry" in "City, State"
- What shows up?



Organic Search is Best

- Free
- More traffic
- Smarter people
- Longer lasting



Source: Marketing Sherpa and Enquiro Research



PPC Clicks by Position

Pay Per Click – 25% of Clicks

#1: 7% of clicks

#2: 4% of clicks

#3-4: 2% of clicks

#5 to 10: 0.5% of clicks each

Organic Clicks by Position

#1: 25% of clicks

#2: 12% of clicks

#3: 8% of clicks

#4 to 10: 3-5% of clicks each

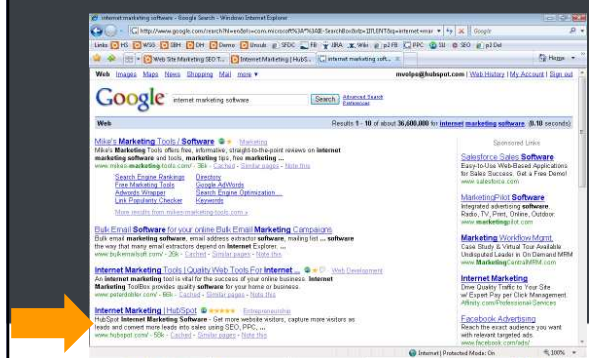
Organic Results
75% of clicks

SEO – What and Why

- SEO refers to techniques that help your website rank higher in the organic/natural search results.
- This helps more people who are looking for your product or service find you.

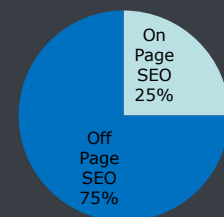
SEO Basics

How does Google decide?



How does Google decide?

- On Page Factors ~ 25%
– Content
- Off Page Factors ~ 75%
– Links



Black Hat vs. White Hat

White Hat = Honest

- Producing good content
- People linking to your good content
- Using on-page factors to describe your content

Black Hat = Cheating

- Buying Links & Reciprocal Links
- Copying content from others
- Anything that seems like cheating

Picking Keywords

Vocabulary

- Search Volume (goal = high)
- Relevance (goal = high)
- Difficulty or Competition (goal = low)

Search Volume

- You want to know how many people search exactly that term monthly.
- All data is guestimated
- www.google.com/adwords
- <http://tools.seobook.com/keyword-tools/seobook/>
- HubSpot

Relevance

- You want to know how many people who search a term will buy from you.
- Make your own estimates
- Track results
- Compare to PPC ads

Difficulty (Competition)

- You want to know your probability of getting to the first page of Google.
- SEO strength of existing websites
- Page Rank of existing websites
- AdWords cost
- Number of results (bad idea)

Picking Keywords

Keyword	Relevance	Monthly Searches	Difficulty	Actual Visits	hubspot rank
hubspot	5	> 656	55	656	1
internet marketing	5	27,000	59	87	25
marketing	5	64,000	65	52	100+

- Search Volume (goal = high)
- Relevance (goal = high)
- Difficulty or Competition (goal = low)

On Page SEO

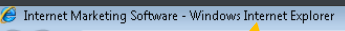


HTML Overview

`<font="verdana">HTML text looks
different to a <i>person</i> than to a search engine
`

HTML text **looks** different to a *person* than to a [search engine](#)

- `` = Bold
- `<i>` = Italics
- `<h1>` = Heading 1
- ``

Visible On Page SEO

- Page Title 
- URL 
- H1,H2,H3 tags 
- Page Text
 - Bold



"Invisible" On Page SEO

- Description

Internet Marketing Software | HubSpot
HubSpot Internet Marketing Software - Get more website visitors, capture more visitors as leads and convert more leads into sales using SEO, PPC, ...
[www.hubspot.com/ - 31k - Cached - Similar pages](#)

- Keywords

Meta
Keywords : Internet marketing software, Internet marketing, marketing, hubspot

- Alt text on images



Off Page SEO

Vocabulary

- Page Rank
 - How important Google thinks your site is
 - 0 to 10
 - Exponential scale
- Inbound Links
 - Web pages that link to you
- Link Anchor Text
 - The text that is in [the link](#) to you



75% of SEO = Off Page

- Recommendations from friends
 1. "I know Mike Volpe"
 2. "Mike Volpe is a marketing expert"
 3. Seth Godin: "Volpe's a marketing expert"
- Links are online recommendations
 1. A link: www.HubSpot.com
 2. Anchor text: [Internet Marketing](#)
 3. Link is from a trusted website



Google "Bombing"

'Miserable failure' links to Bush

George W Bush has been Google bombed.

Web users entering the words "miserable failure" into the popular search engine are directed to the biography of the president on the White House website.

The trick is possible because Google searches more than just the contents of web pages - it also counts how often a site is linked to, and with what words.

Thus, members of an online community can affect the results of Google searches - called "Google bombing" - by linking their sites to a chosen one.



Bush has been the target of similar pranks before.



Link Building Tips

- Directories
- Partners
- Content is king
 - Start a blog, join the blogosphere
 - Create a tool (WebsiteGrader.com)
 - Other viral videos, photos
- Press Releases
- Social Media
- Answers, Forums, Wikis



Measurement



Website Grader

Website Grader by HubSpot - Marketing Reports for 150,000 URLs and Counting...

Website URL:

Related Keywords:

Grade Your Website:
Website Grader is a [free tool](#) that measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective.

[View Sample Report](#)

Partner Sites:
[Transform your website into a marketing machine.](#)
[Free: Internet Marketing Kit that empowers you to improve your...](#)



Internet Marketing Scorecard

Website Grader

A comprehensive measure of your website's effectiveness

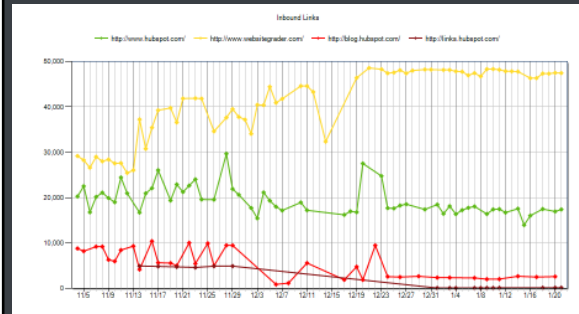
Website	Website Grade	Google Page Rank	Traffic Rank	Blog Rank	Inbound Links	delicious Bookmarks
www.hubspot.com	99	6	23,984	104,933	16,960	203
www.websitegrader.com	99	6	23,594	104,933	47,533	2,256
blog.hubspot.com	98	5	23,984	104,933	2,570	32
links.hubspot.com	96	5	23,984	Not Ranked	107	15

Compare Site:

Add

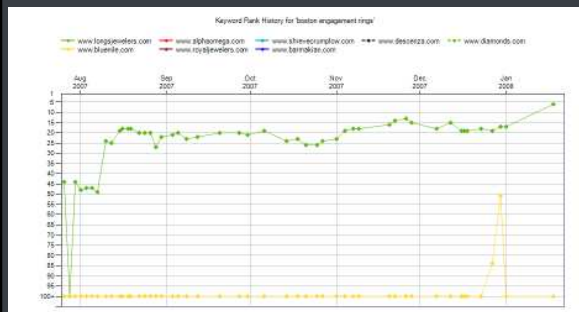
HubSpot

Inbound Links



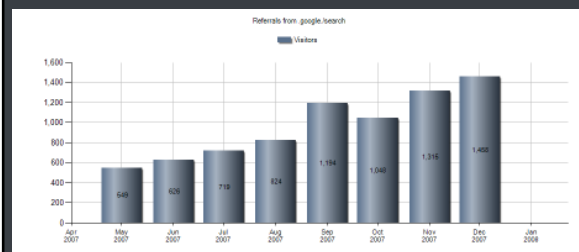
HubSpot

Keyword Rank (vs. Competition)



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Traffic and Leads from SEO



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Traffic and Leads from SEO

Keywords	Visits	Leads	Conv. %
hubspot	3,358	37	1.102%
hubspot.com	211	6	2.844%
internet marketing software	122	5	2.825%
internet marketing	175	3	1.714%
seo	10	2	15.789%

HubSpot

DIY or DIFM

HubSpot

Doing SEO Yourself

- It's not rocket science.
- Content is king.
- Read a lot of blogs.
- Get good tools.
- Start small and work your way up.
- Track, so you learn what works.

<http://www.seomoz.org/article/search-ranking-factors>



Hiring an SEO Consultant

- They should be able to explain to you in simple language what determines rank.
- They should explain everything to you.
- They should require good content.
- They should be white hat.
- Their website is optimized (check Website Grader).
- Their reference websites are optimized.
- They measure results in leads.
- They did not cold call you.
- They are more than \$2000 / month.



Hiring an SEO Consultant

- Be clear about goals (traffic & leads).
- It will take 1 to 6 months. (\$\$\$)
- Content is king. Who will write?
- Will they do the hard work? (links)

<http://blog.hubspot.com/blog/tabid/6307/bid/1466/7-signs-you-should-run-screaming-from-an-seo-consultant.aspx>



Additional SEO Resources

1. <http://blog.hubspot.com>
2. www.SEOmoz.com
- <http://www.seomoz.org/article/search-ranking-factors>
3. www.SEObook.com
4. www.SearchEngineLand.com
5. www.SearchEngineGuide.com



Additional Marketing Resources

1. <http://blog.hubspot.com>
2. www.webinknow.com
3. www.pr-squared.com
4. [New Rules of Marketing and PR](http://www.davidmeermanscott.com/documents/New_Rules_of_PR.pdf)
5. http://www.davidmeermanscott.com/documents/New_Rules_of_PR.pdf
6. <http://success.hubspot.com>
(HubSpot Customers Only)



Thank You!



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HubSpot makes everything that
we just talked about a lot easier to do,
so check out www.HubSpot.com

