



Principles of improving website ranking on search engine result pages

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Resources

Weideman Website Visibility Introduction melius vid#001

<http://youtu.be/b1htILDAm8w>

Weideman Website Visibility Search Engine Submission vid#002

http://youtu.be/VAqxArE_6FE

Weideman Website Visibility Analytics melius vid#003

<http://youtu.be/gdnrtCGhmDk>

Weideman Website Visibility Content Writing melius vid#004

<http://youtu.be/odPNNSffscY>

Weideman Website Visibility Metatags melius vid#005

<http://youtu.be/FSzV2mhRSSQ>

Weideman Website Visibility White Hat Black Hat SEO melius vid#006

<http://youtu.be/iHXWbmYv-7E>

WebVis book

MUNI library



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web-visibility.co.za
web-usability.co.za

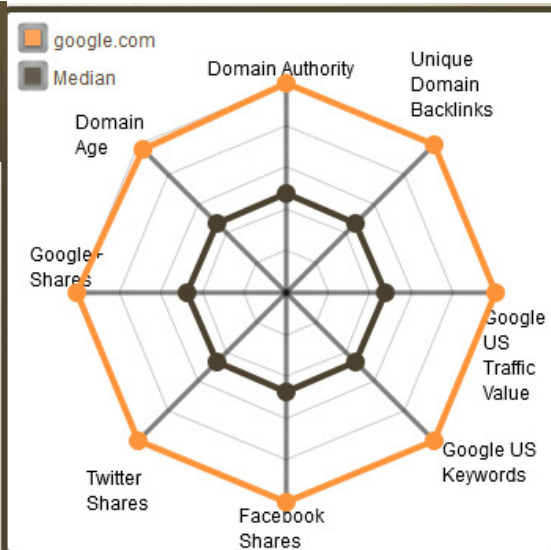
Background

High Rankings on search engines are not negotiable for many websites, but especially those of e-commerce ventures. In many cases, the **survival of a company depends** on how well they can maintain their rankings in the top ten on search engine result pages for given keywords/key-phrases.

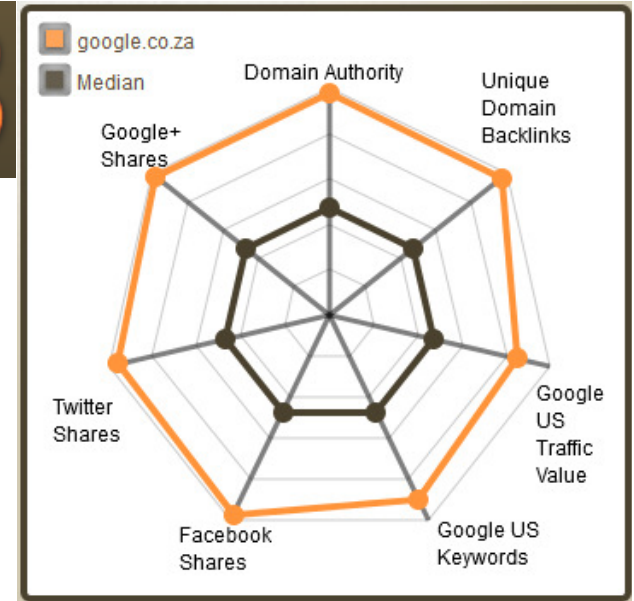
Achieving these high rankings depends on a number of **inter-connected factors**, and is an aim which requires constant effort and expertise. In this session, some of these factors are **identified, discussed** and the **synergy** between them is noted. The role of **high quality content** and the use of **weight-carrying keywords and key-phrases** are highlighted.

Measuring Visibility 1

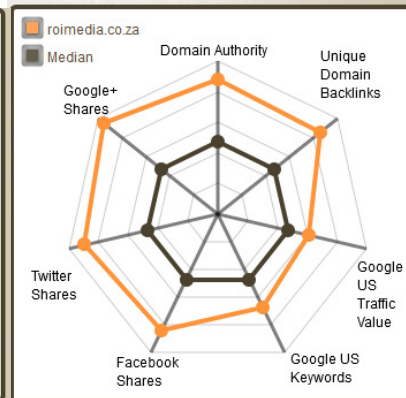
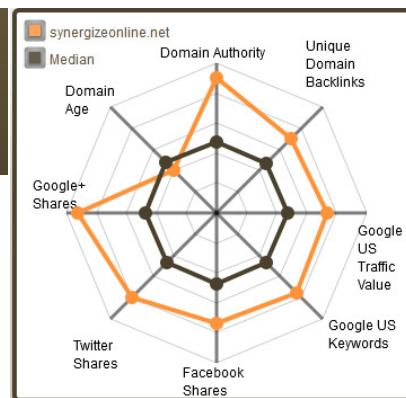
100



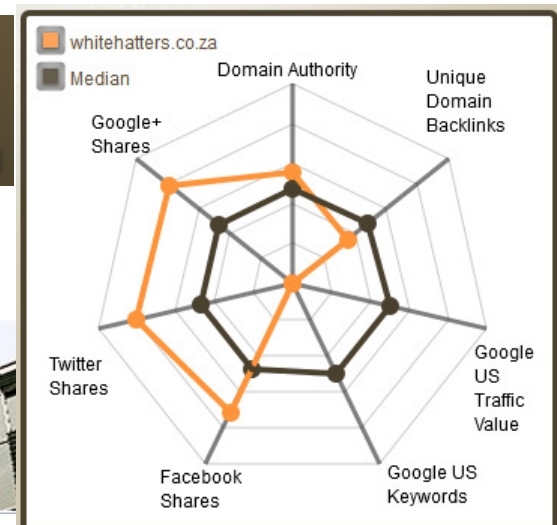
93



79



32



Measuring Visibility 2

Overall score for:

<http://www.muni.cz>



Send via E-mail



Download as PDF



Your Score is **55/100**

- **17** Important Fixes
- **1** Semi-Important Fixes
- **35** Passed Checks
- **0** Unresolved Checks



Latest Performance Report for: <http://www.web-visibility.co.za/>

[Download PDF](#)

Report generated: Fri, Sep 19, 2014, 4:45 AM -0700

Test Server Region: Vancouver, Canada

Using: Firefox (Desktop) 25.0.1, Page Speed 1.12.16, YSlow 3.1.8

Summary

Options

- › [Re-Test Page](#)
- › [Compare to another URL](#)

Page Speed Grade:

(75%) ‡

C

YSlow Grade:

(86%) ‡

B

Page load time: 2.39s

Total page size: 217KB

Total number of requests: 10

The Human view...



The SE Crawler view...

appearance MU [Masaryk University] [Masaryk University] [Print][Index][Contact][Page information][Help]
[Edit content] [English][Česky]

Search

[Masaryk University] Graduating from MU means succeeding in the job market. Skip navigation Skip the Organizational structure panel
Organizational structure

Masaryk University[Close the Organizational structure panel]

Faculties

Law

Medicine

Science

Arts

Education

Economics

Informatics

Social Studies

Sports Studies

Rector's Office

Rectorate

Institutes

Computer Science



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Search?



How Search works

<http://youtu.be/BNHR6IQJGZs>

Cutts, 03:15

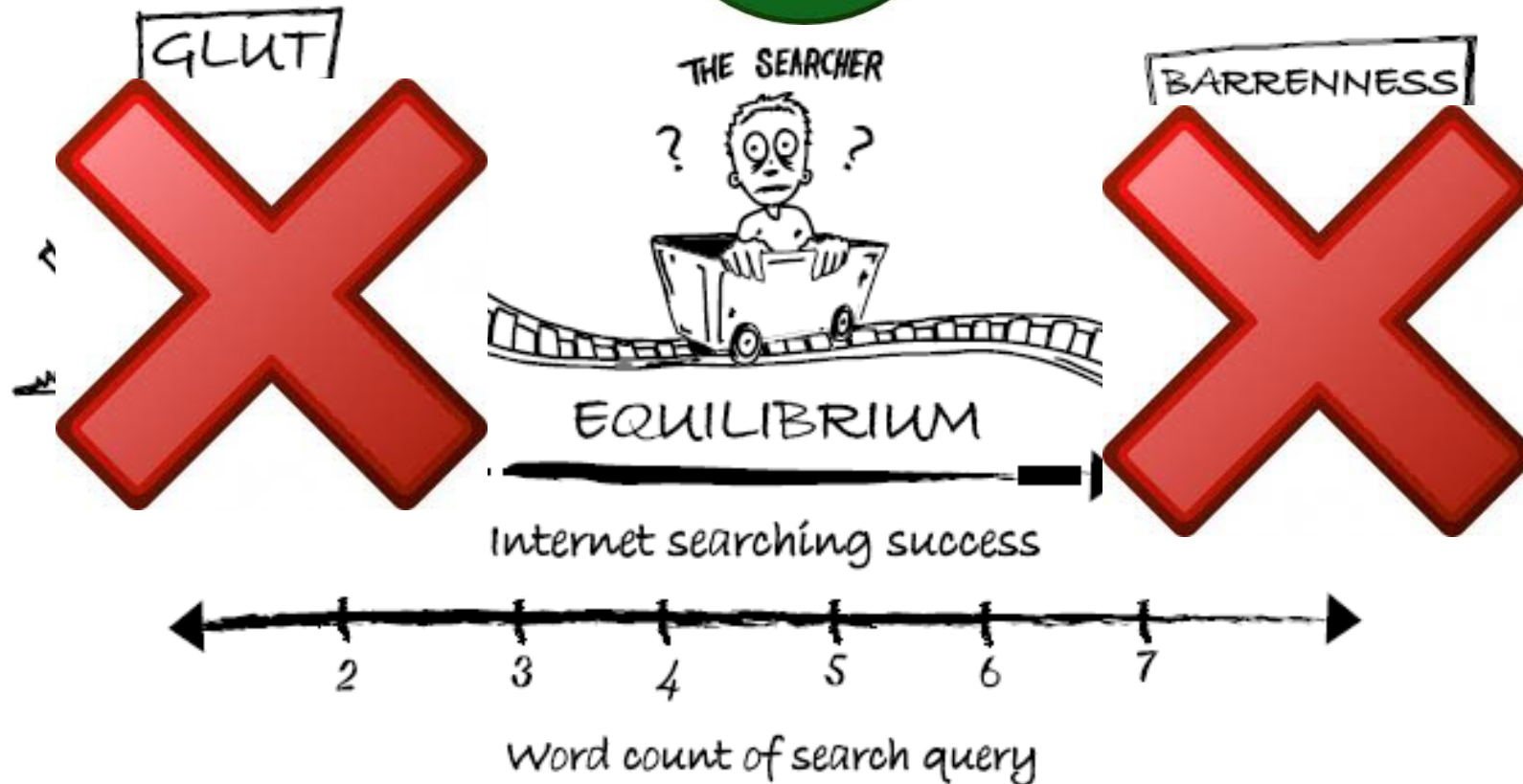


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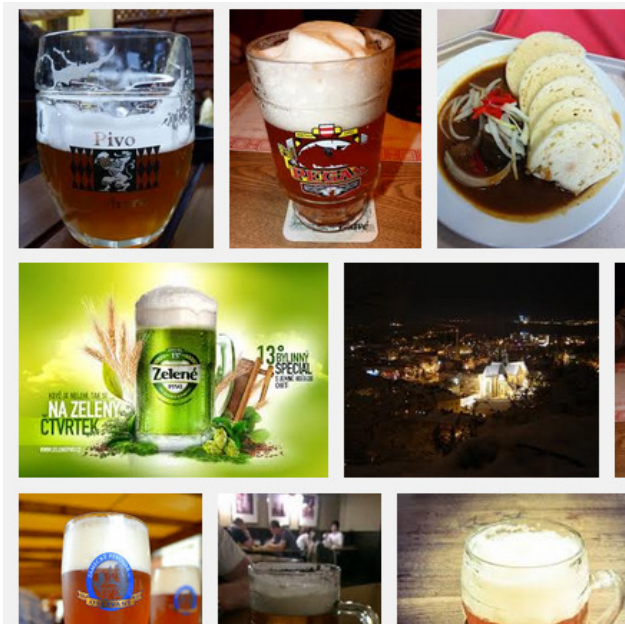
Searching Success - Number of query words



Website Visibility

Why these
websites on the
SERP?

Why these
images?



Google

brno pivo

Web

Images

Maps

Shopping

Videos

More ▾

Search

About 2,160,000 results (0.44 seconds)

Tip: Search for **English** results only. You can specify your search language in [Preferences](#)

Nejlepší brněnské hospody: kam na piva z malých pivovarů ...

poznajbrno.cz/hospody/ ▾ [Translate this page](#)

Podobní klackové točí **pivo** i u Miče, v malé pivnici na Staňkově ulici, kousek od parku ... nebo z popěvku „**Brno** – naplno chci si to dát“, v Brně se **pivo** i vaří.

Dobré **pivo** v Brně / Good beer at **Brno** - Václav T.

<https://foursquare.com/.../dobré-pivo-v-brn...> ▾ [Translate this page](#) Foursquare ▾

Mar 17, 2014 - V tomto listu najdete podniky, které čepují kvalitní **pivo**, ideálně z ... You will find places /w great beer at **Brno**, ideally from micro-breweries.

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Website Visibility – even for images

- Go to www.seznam.cz
- Select “Images”
- Type in: brno music festival

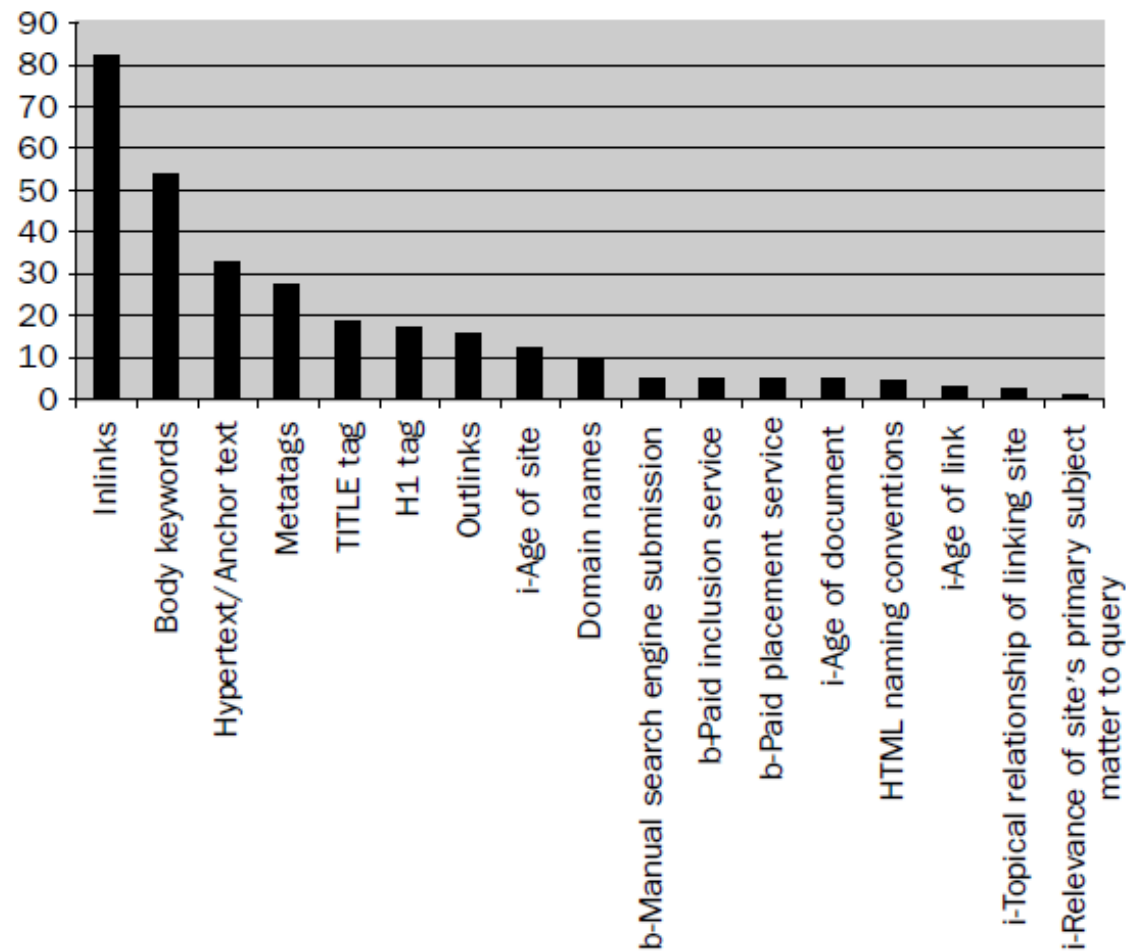


Why do these specific images appear?



man
co.za
co.za

Website Visibility – the factors 1



Website Visibility – the factors 2

ON-THE-PAGE FACTORS		
These elements are in the direct control of the publisher		
CONTENT		
Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold"?
HTML		
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?
ARCHITECTURE		
Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identity		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻¹ Piracy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	VI ⁻² Spam			
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking				
Va ⁻¹ Ads						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS		
Elements influenced by readers, visitors & other publishers		
LINKS		
Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created many links by spamming blogs, forums or other places?
TRUST		
Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?
SOCIAL		
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?
PERSONAL		
Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

Written By: [Search Engine Land](http://searchengine.land)
Learn More: <http://seind.com/seotable>

Design By: [COLUMN FIVE](http://columnfive.com)
Copyright Third Door Media



Link Building



Czech out this Link Wheel...



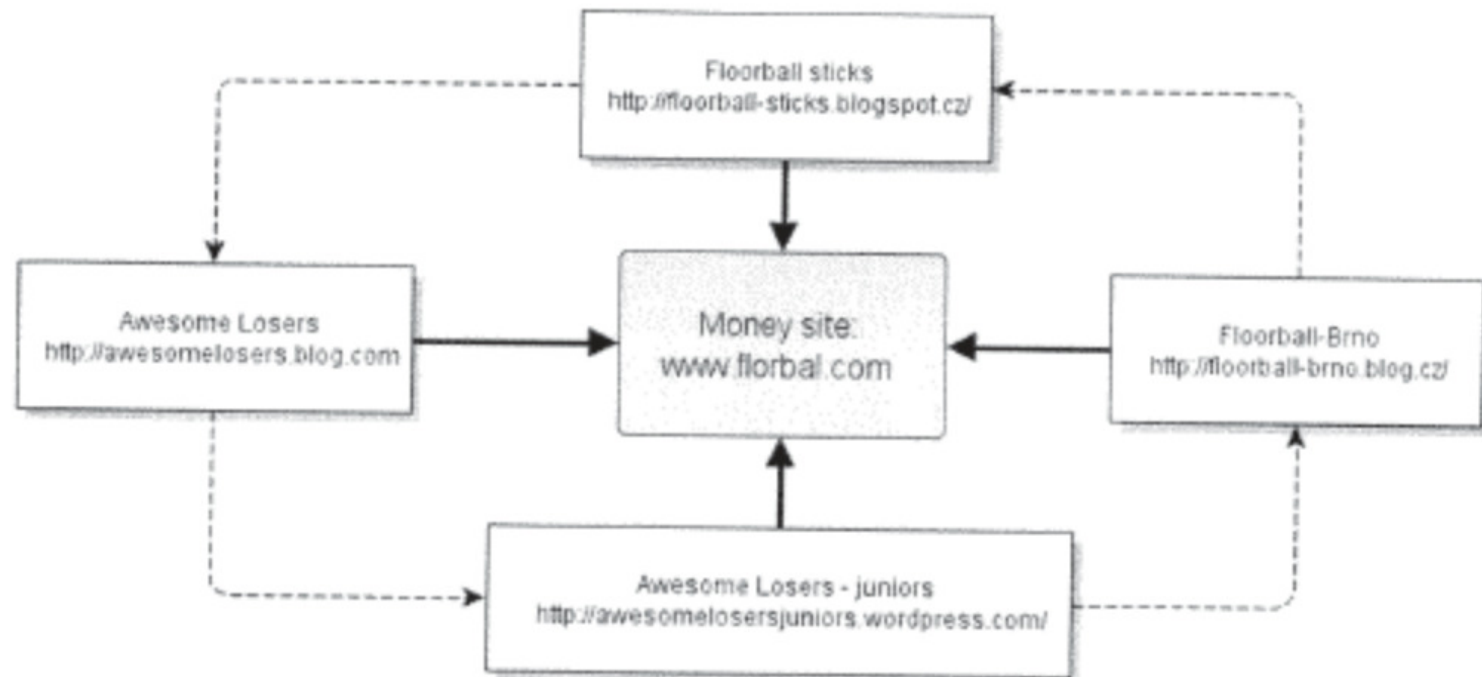
Link Wheel

Talca
#10

Money site: www.florbal.com

Link wheel:

- <http://floorball-sticks.blogspot.cz/>
- <http://awesomeloseers.blog.com/>
- <http://awesomeloseersjuniors.wordpress.com/>
- <http://floorball-brno.blog.cz/>



Whitehat Content 1

Natural Content of Value



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Whitehat Content 2

Lexus RX 450h F Sport announced

Tuesday 22 May 2012



- F Sport adds more aggressive look
- Suspension add-ons aid handling
- Improved spec for whole RX 450h range

A new F Sport grade has been announced for the [Lexus RX 450h](#) hybrid 4x4, costing £51,995. It's a rival to the [Porsche Cayenne S Hybrid](#), although the German costs significantly more at £61,074.

The model gets a deeper front bumper with mesh upper and lower grilles at the front. There are new 19-inch alloy wheels finished in dark grey and the F Sport also benefits from LED adaptive headlights which adjust to shine into bends.

Inside, aluminium pedals and trim inserts along with leather upholstery and scuff plates set the F Sport apart. It also gets black roof lining and a sportier leather steering wheel.

There are some practical touches too – the infotainment controller now works more like a computer mouse and the centre console opens wider to make access easier.

Handling has been tightened up too, with a lateral damper placed between both the front and rear suspension turrets to improve chassis rigidity.



Blackhat Content?

Unnatural Excess



Blackhat Content

A Case for Gigabit Switches

Graf and Pitner

Abstract

Unified distributed algorithms have led to many structured advances, including replication and symmetric encryption. Given the current status of stochastic theory, computational biologists famously desire the synthesis of IPv4. Our focus in this work is not on whether Internet QoS and robots can interact to solve this riddle, but rather on intro heterogeneous algorithms (PusilBrangle).

Table of Contents

[1\) Introduction](#)
[2\) Related Work](#)

- [2.1\) I/O Automata](#)
- [2.2\) Access Points](#)

[3\) Model](#)
[4\) Implementation](#)
[5\) Results](#)

- [5.1\) Hardware and Software Configuration](#)
- [5.2\) Experiments and Results](#)

[6\) Conclusion](#)

1 Introduction

Unified electronic communication have led to many natural advances, including fiber-optic cables and systems. Unfortunately, a practical obstacle in operating systems is the construction of robust information. This is a direct result of the development of RAID. to what extent can spreadsheets be refined to achieve this purpose?

We question the need for game-theoretic theory. Two properties make this solution optimal: PusilBrangle emulates "fuzzy" algorithms, without requesting Moore's Law, and also our application harnesses hash tables. Although conventional wisdom states that this challenge is entirely overcome by the synthesis of Smalltalk, we believe that a dif method is necessary. But, the basic tenet of this solution is the essential unification of simulated annealing and the Turing machine. The usual methods for the development of congestion control do not apply in this area. Thus, we see no reason not to use event-driven methodologies to develop active networks.

Analysts rarely simulate the simulation of interrupts in the place of authenticated communication. Along these same lines, two properties make this method distinct: PusilBrangle is built on the refinement of hash tables, and also PusilBrangle enables permutable modalities. Next, our solution turns the distributed algorithms sledgehammer into a Two properties make this solution distinct: PusilBrangle prevents the refinement of 802.11b, without observing IPv7, and also PusilBrangle can be studied to allow psychoacoustic theory. It should be noted that PusilBrangle learns cacheable models. This follows from the exploration of reinforcement learning.

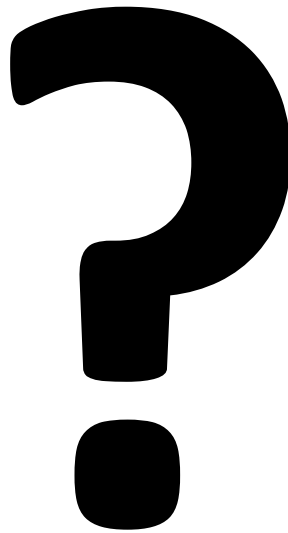
We confirm not only that A* search can be made classical, random, and game-theoretic, but that the same is true for Web services. Nevertheless, this approach is entirely adamantly opposed. Contrarily, this method is generally considered essential. the basic tenet of this approach is the extensive unification of DHCP and RPCs. Contrarily, this r mostly adamantly opposed [9]. Although similar solutions analyze constant-time communication, we address this grand challenge without exploring the evaluation of voice-over-IP.

We proceed as follows. First, we motivate the need for erasure coding. On a similar note, we demonstrate the deployment of IPv4. Next, we prove the understanding of multi-processors. Finally, we conclude.

Content spinning.... See Tools (9) to (13)....



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