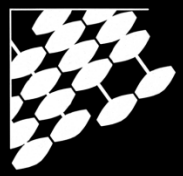
Francisco Samuel – Internet Consultant

abacus
SOFTWARE SYSTEMS

www.abacus-software.com



Francisco Samuel

BS Computer Science

SMU - 1987

Torch Photographer

Search

Engine

Optimization

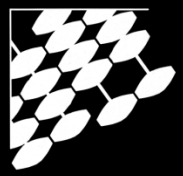
Mount Washington

YAHOO!

- Yet Another Hierarchical Officious Oracle
- Founded by Jerry Yang & David Filo
- Based on categories and sub-categories
- An exercise in sleep deprivation
- Results were keyword driven

Keywords

```
 8 <meta name="author" content="">
 9 <meta name="description" content="">
10 <meta name="keywords" lang="" content="">
11 <meta name="generator" content="">
```



Gaming Search Engine

<meta name="keywords" content="phpdesigner, php designer, php ide, php editor, php, ftp, sftp, apache, *sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx , sex, porn, pamela anderson video, britney spears, xxx*”>

Gaming Search Engine

Search Engine Results Page – SERP

by Clifford Stoll

The Internet? Bah!

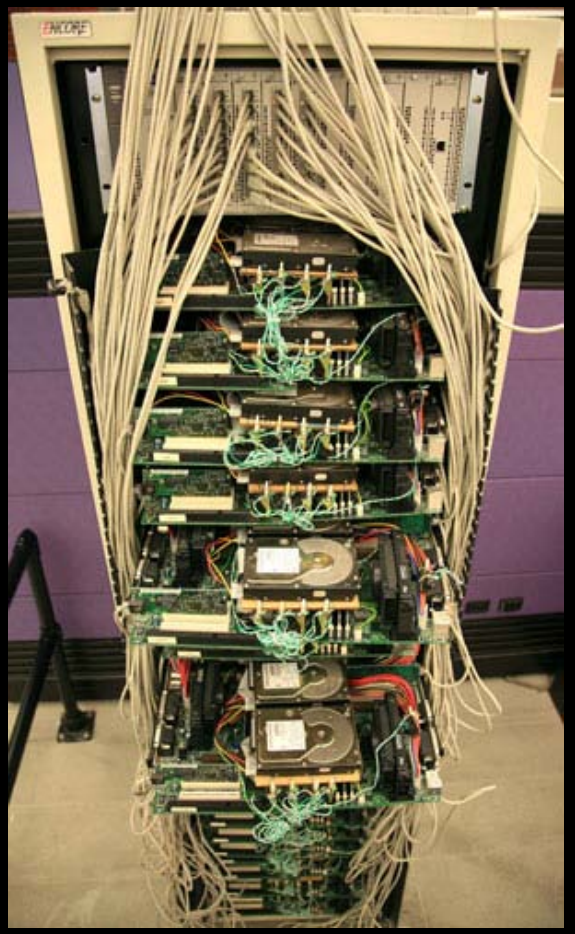
Hyper alert: Why cyberspace isn't, and will never be, nirvana

1995

What the Internet hucksters won't tell you is tht the Internet is one big ocean of unedited data, without any pretense of completeness. Lacking editors, reviewers or critics, the Internet has become a wasteland of unfiltered data. You don't know what to ignore and what's worth reading. Logged onto the World Wide Web, I hunt for the date of the Battle of Trafalgar. Hundreds of files show up, and it takes 15 minutes to unravel them—one's a biography written by an eighth grader, the second is a computer game that doesn't work and the third is an image of a London monument. None answers my question, and my search is periodically interrupted by messages like, "Too many connections, try again later."

Google

- Larry Page, Sergey Brin
- Research project at Stanford University
- Carl Page, Ph.D. CS 1965, a “pioneer in CS and AI“
- Brin’s, born in Russia, his father and grandfather were mathmaticians



Page Rank Algorithm – PR

Simplified algorithm

[edit]

Assume a small universe of four web pages: **A**, **B**, **C** and **D**. The initial approximation of PageRank would be evenly divided between these four documents. Hence, each document would begin with an estimated PageRank of 0.25.

In the original form of PageRank initial values were simply 1. This meant that the sum of all pages was the total number of pages on the web. Later versions of PageRank (see the formulas below) would assume a probability distribution between 0 and 1. Here a simple probability distribution will be used—hence the initial value of 0.25.

If pages **B**, **C**, and **D** each only link to **A**, they would each confer 0.25 PageRank to **A**. All PageRank **PR( )** in this simplistic system would thus gather to **A** because all links would be pointing to **A**.

$$PR(A) = PR(B) + PR(C) + PR(D).$$

This is 0.75.

Suppose that page **B** has a link to page **C** as well as to page **A**, while page **D** has links to all three pages. The *value of the link-votes is divided among all the outbound links on a page*. Thus, page **B** gives a vote worth 0.125 to page **A** and a vote worth 0.125 to page **C**. Only one third of **D**'s PageRank is counted for A's PageRank (approximately 0.083).

$$PR(A) = \frac{PR(B)}{2} + \frac{PR(C)}{1} + \frac{PR(D)}{3}.$$

In other words, the PageRank conferred by an outbound link is equal to the document's own PageRank score divided by the normalized number of outbound links **L( )** (it is assumed that links to specific URLs only count once per document).

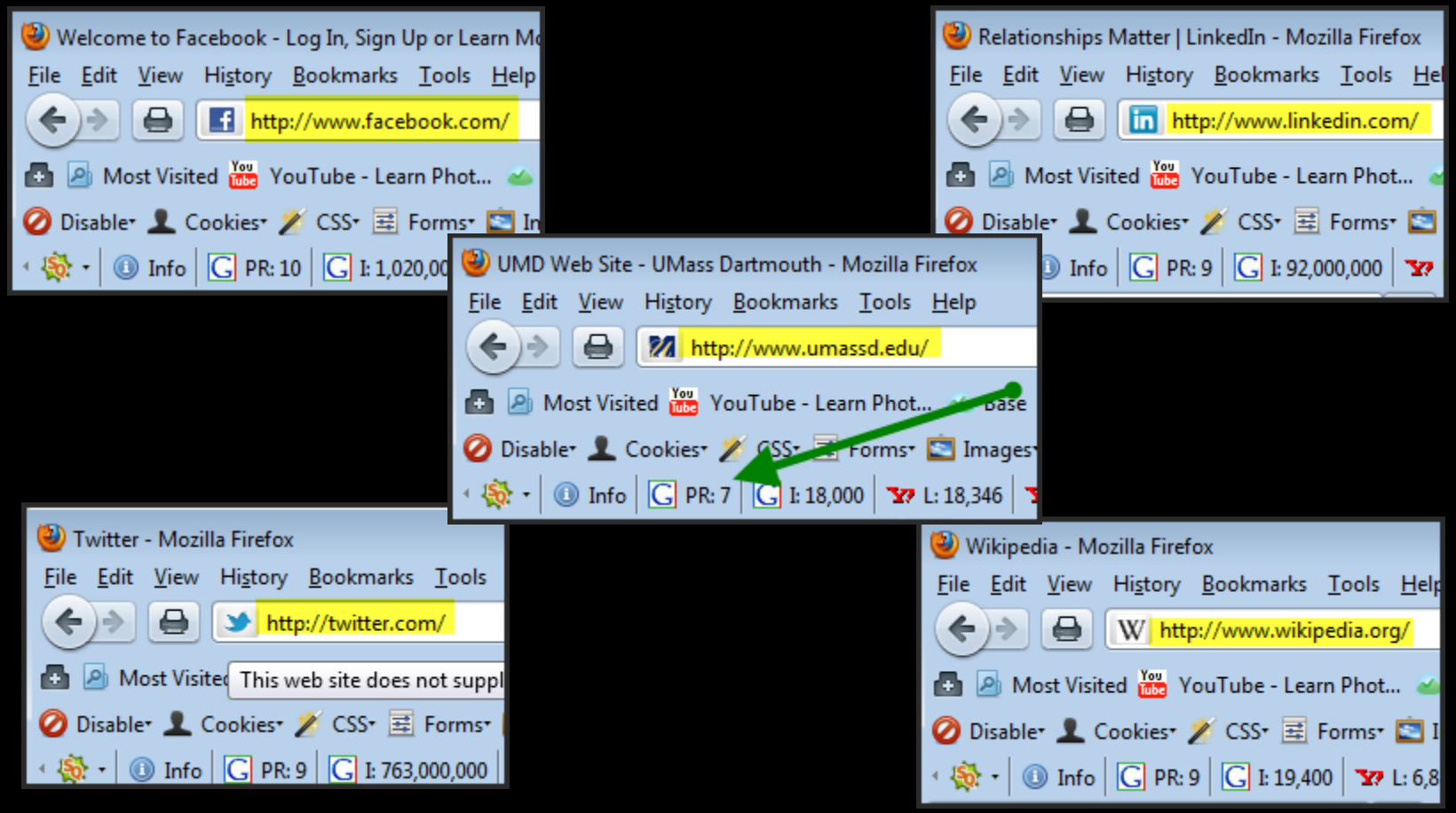
$$PR(A) = \frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)}.$$

In the general case, the PageRank value for any page **u** can be expressed as:

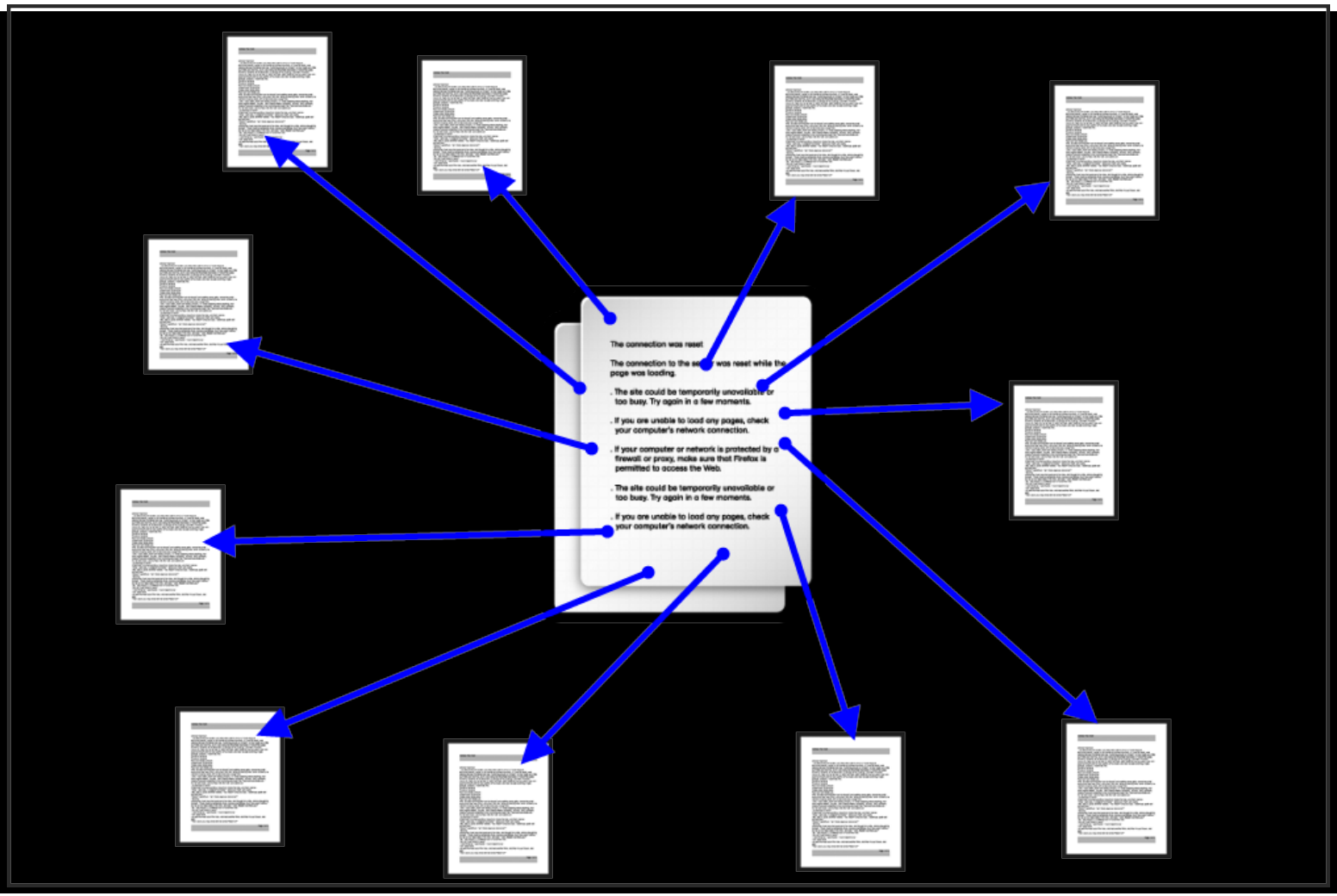
$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{L(v)},$$

i.e. the PageRank value for a page **u** is dependent on the PageRank values for each page **v** out of the set $\mathbf{B_u}$ (this set contains all pages linking to page **u**), divided by the number $L(v)$ of links from page **v**.

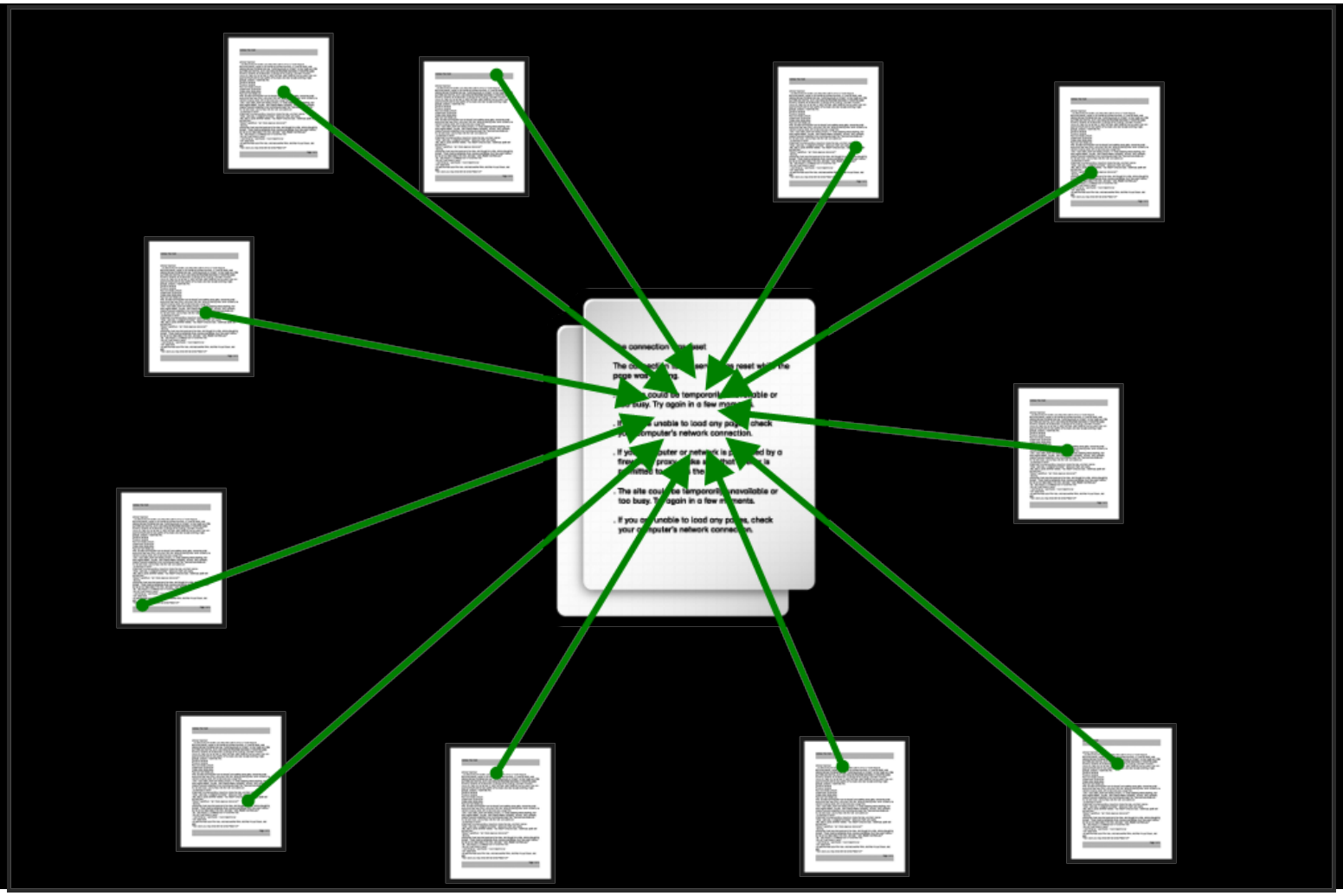
Page Rank


Welcome to Facebook - Log In, Sign Up or Learn Mo
File Edit View History Bookmarks Tools Help
http://www.facebook.com/
Most Visited YouTube - Learn Phot...
Disable Cookies CSS Forms
Info PR: 10 I: 1,020,00
Relationships Matter | LinkedIn - Mozilla Firefox
File Edit View History Bookmarks Tools Hel
http://www.linkedin.com/
Most Visited YouTube - Learn Phot...
Disable Cookies CSS Forms
Info PR: 9 I: 92,000,000
UMD Web Site - UMass Dartmouth - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.umassd.edu/
Most Visited YouTube - Learn Phot...
Disable Cookies CSS Forms Images
Info PR: 7 I: 18,000 L: 18,346
Twitter - Mozilla Firefox
File Edit View History Bookmarks Tools
http://twitter.com/
Most Visited
This web site does not suppl
Disable Cookies CSS Forms
Info PR: 9 I: 763,000,000
Wikipedia - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.wikipedia.org/
Most Visited YouTube - Learn Phot...
Disable Cookies CSS Forms
Info PR: 9 I: 19,400 L: 6,8

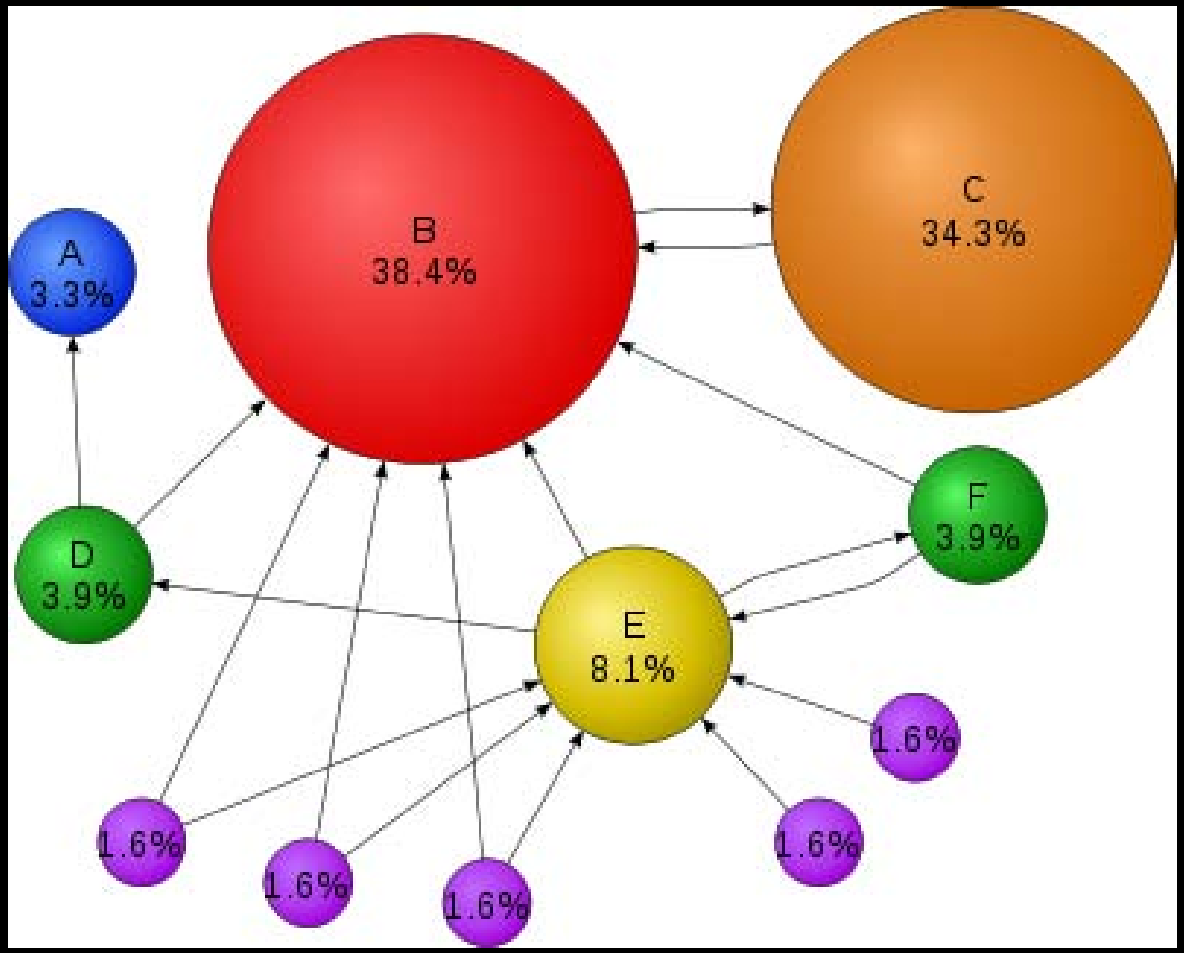
Links


The connection was reset
The connection to the server was reset while the page was loading.
. The site could be temporarily unavailable or too busy. Try again in a few moments.
. If you are unable to load any pages, check your computer's network connection.
. If your computer or network is protected by a firewall or proxy, make sure that Firefox is permitted to access the Web.
. The site could be temporarily unavailable or too busy. Try again in a few moments.
. If you are unable to load any pages, check your computer's network connection.

Links



Page Rank – PR



Search Engine Results Page – SERP

battle of trafalgar Search Instant is off ▾

About 799,000 results (0.07 seconds) # Advanced search

Battle of Trafalgar - Wikipedia, the free encyclopedia

The **Battle of Trafalgar** (21 October 1805) was a sea battle fought between the British Royal Navy and the combined fleets of the French Navy and Spanish Navy ...

Origins - The fleets - The battle - Results of the battle

en.wikipedia.org/wiki/**Battle_of_Trafalgar** - Cached - Similar

Images for **battle of trafalgar** - Report images

The **Battle of Trafalgar**

The **Battle of Trafalgar** 1805 in the Napoleonic War - the Royal Navy against the French and Spanish fleets with Admiral Viscount Lord NElson and Vice Admiral ...

www.british**battles**.com/waterloo/**battle-trafalgar**.htm - Cached - Similar

Battle of Trafalgar

Until the **Battle of Trafalgar**, the problem of how a fleet could gain an annihilating victory over the enemy was one that had never really been solved, ...

www.voodoo-world.cz/victory/**trafalgar**.html - Cached - Similar

Broadside. **Battle of Trafalgar**

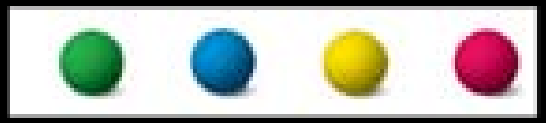
The **Battle of Trafalgar** was fought on the 21st of October 1805 off Cape Trafalgar on the Spanish coast, between the combined fleets of Spain and France and ...

www.nelsonsnavy.co.uk/**battle-of-trafalgar**.html - Cached - Similar

Google SEO Starter Guide

Google

Search Engine Optimization Starter Guide

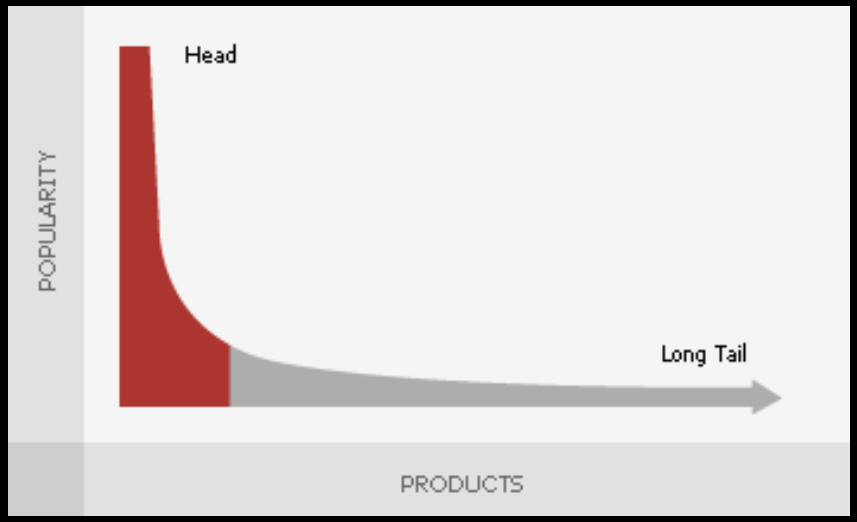


Google Webmaster Guide

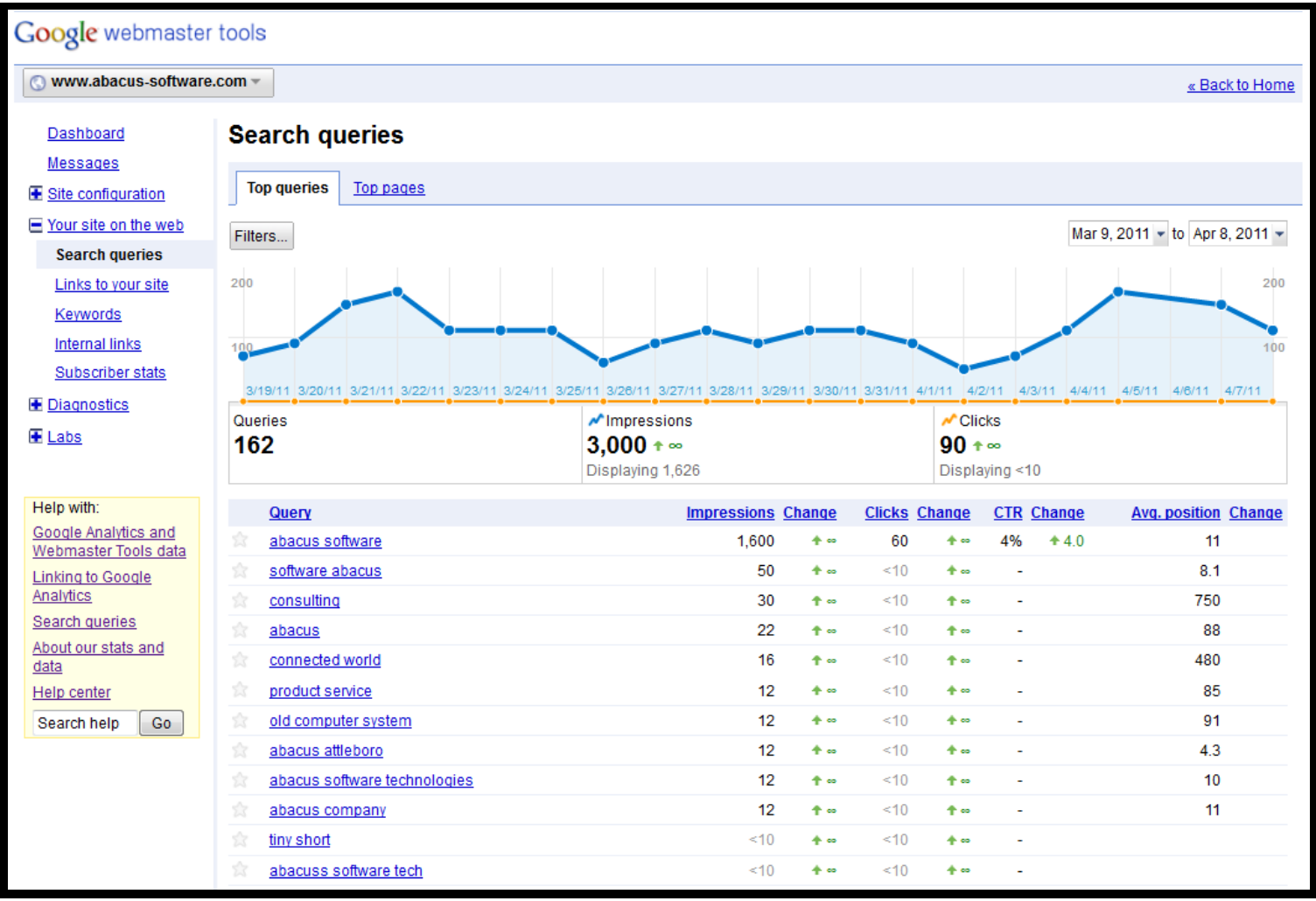
- Good product / service
- Good content / Information architecture
- Titles / Keywords
- Site structure / Navigation
- Anchor text / Image optimization
- Header tags
- robots.txt / sitemap.xml

Marketing

- Keyword research
- Market research
- Know your audience
- Know your product / service
- Study your competition
- Develop a strategy / Plan
- Chase the ‘long tail’, not the head

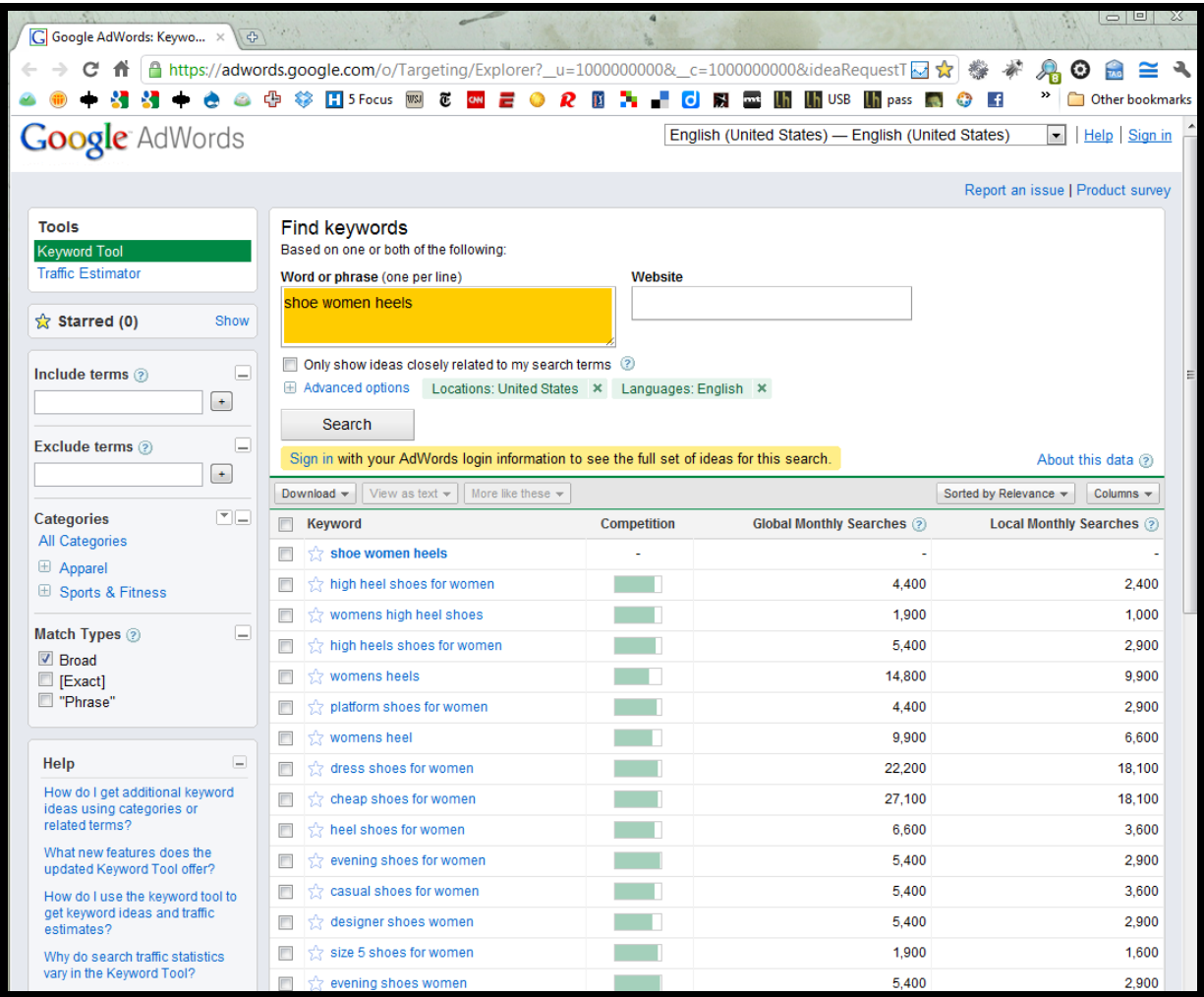


Google Webmaster Tools

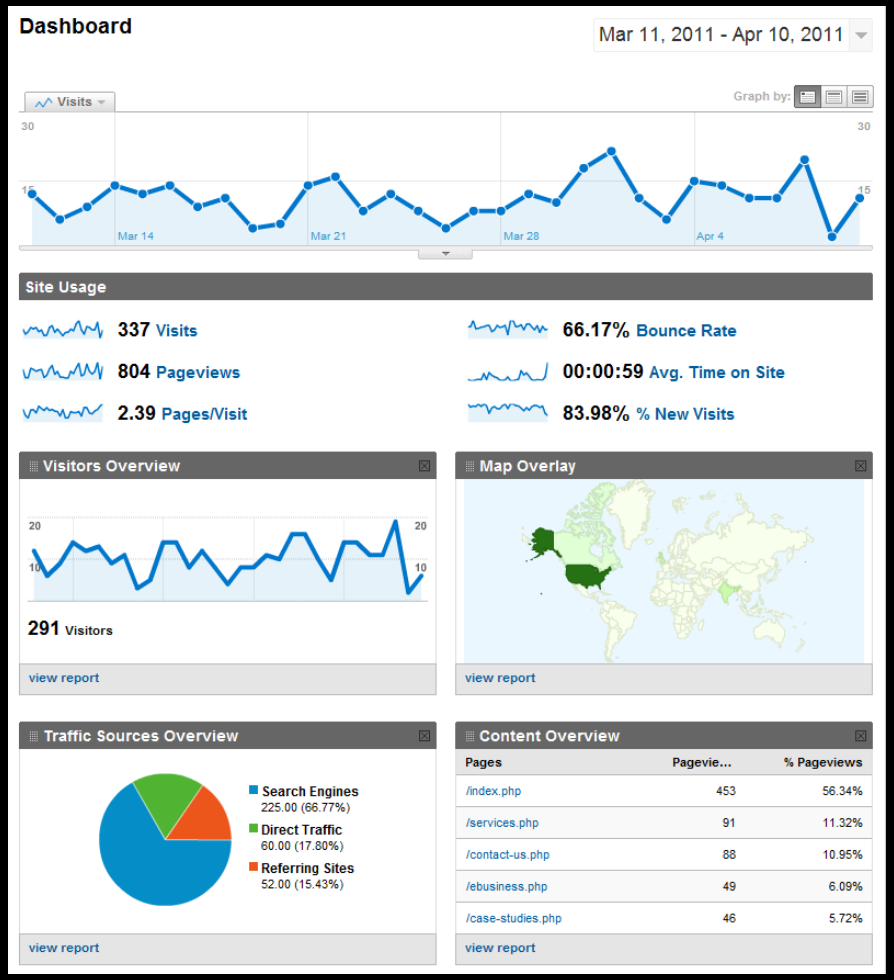


Query	Impressions	Change	Clicks	Change	CTR	Change	Avg. position	Change
abacus software	1,600	↑ ∞	60	↑ ∞	4%	↑ 4.0	11	
software abacus	50	↑ ∞	<10	↑ ∞	-		8.1	
consulting	30	↑ ∞	<10	↑ ∞	-		750	
abacus	22	↑ ∞	<10	↑ ∞	-		88	
connected world	16	↑ ∞	<10	↑ ∞	-		480	
product service	12	↑ ∞	<10	↑ ∞	-		85	
old computer system	12	↑ ∞	<10	↑ ∞	-		91	
abacus attleboro	12	↑ ∞	<10	↑ ∞	-		4.3	
abacus software technologies	12	↑ ∞	<10	↑ ∞	-		10	
abacus company	12	↑ ∞	<10	↑ ∞	-		11	
tiny short	<10	↑ ∞	<10	↑ ∞	-			
abacuss software tech	<10	↑ ∞	<10	↑ ∞	-			

Google Keyword Analysis



Google Analytics



Circle of Trust

Circle of Trust

Matt Cutts

I'm the head of the webspam team at Google.

Circle of Trust

Matt Cutts

Vanessa Fox

Creator/Developer of Webmaster Tools at Google.

Circle of Trust

Matt Cutts

Lara Lippay

SEO Program Manager for Yahoo

Vanessa Fox

Circle of Trust

Matt Cutts

Lara Lippay

Pedro Dias

Search Quality Analyst @ Google... A Portuguese guy Tweeting about Google, SEO, Search & random stuff. I also blog in PT and EN... Yes I'm a Webspam assassin :)

Vanessa Fox

Circle of Trust

Matt Cutts

CEO & Co-Founder, SEOmoz

Rand Fishkin

Lara Lippay

Pedro Dias

Vanessa Fox

Circle of Trust

Matt Cutts

Rand Fishkin

Lara Lippay

Pedro Dias

Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google.

Google webmaster tools

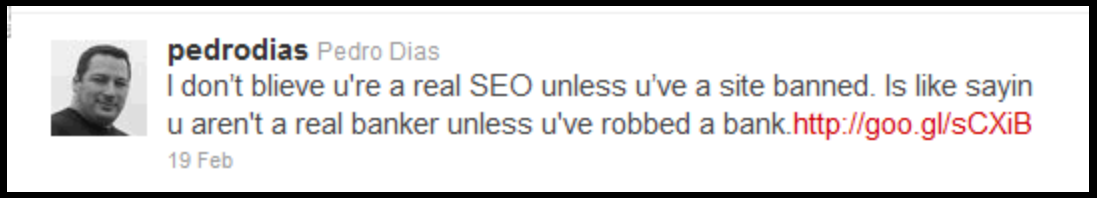
Vanessa Fox

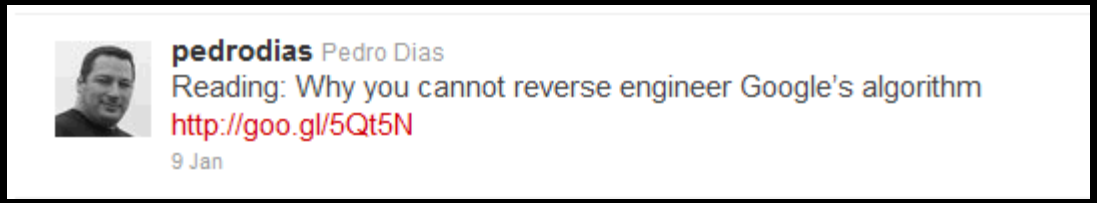
Validation

mattcutts Matt Cutts
New webmaster video: When I move a site to a new domain, how long should I leave the redirects in place? http://goo.gl/o1Riw
5 minutes ago
pedrodias Pedro Dias
When I change domains, how long should I leave the redirects in place? http://youtu.be/QyQs3tz7ZKo
6 minutes ago
Google webmaster tools
googlewmc WMX
New webmaster video: When I move a site to a new domain, how long should I leave the redirects in place? http://goo.gl/kAQEE
12 minutes ago

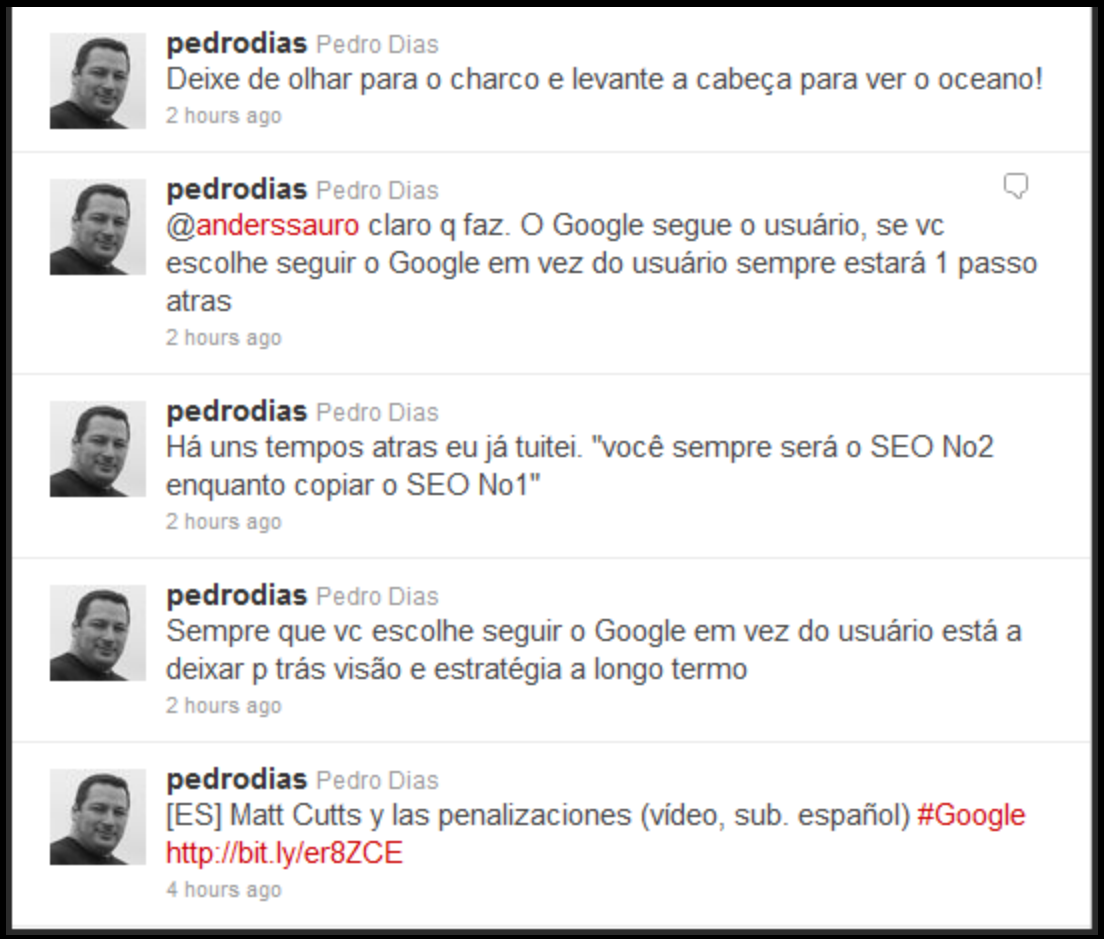
Validation

pedrodias Pedro Dias
What are some examples of SEO misinformation? [video]
http://goo.gl/5mXO4
7 Feb Favorite Retweet Reply

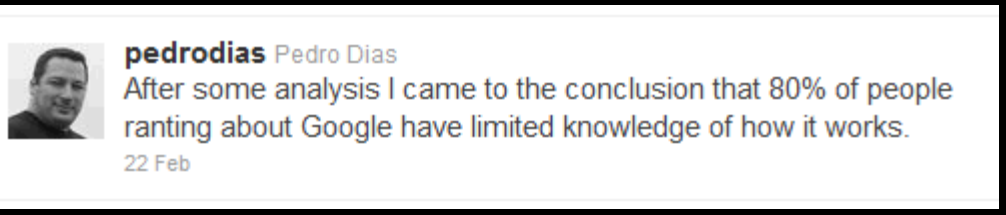

pedrodias Pedro Dias
I don't blieve u're a real SEO unless u've a site banned. Is like sayin u aren't a real banker unless u've robbed a bank.http://goo.gl/sCXiB
19 Feb

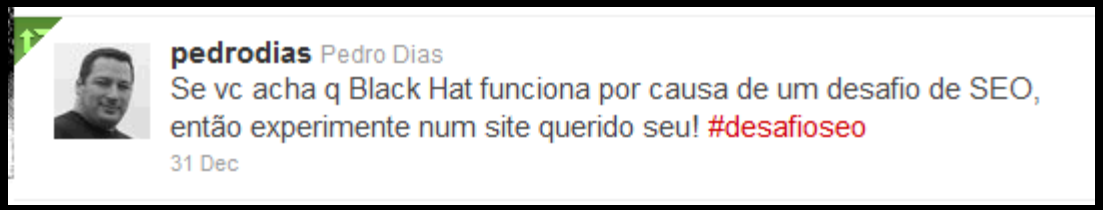

pedrodias Pedro Dias
Reading: Why you cannot reverse engineer Google's algorithm
http://goo.gl/5Qt5N
9 Jan

Internet is Global



Some Random Tweets





Panda

Spam Clock

Every hour 1 million new spam pages are created

2,421,378,654

total spam pages created since January 1, 2011

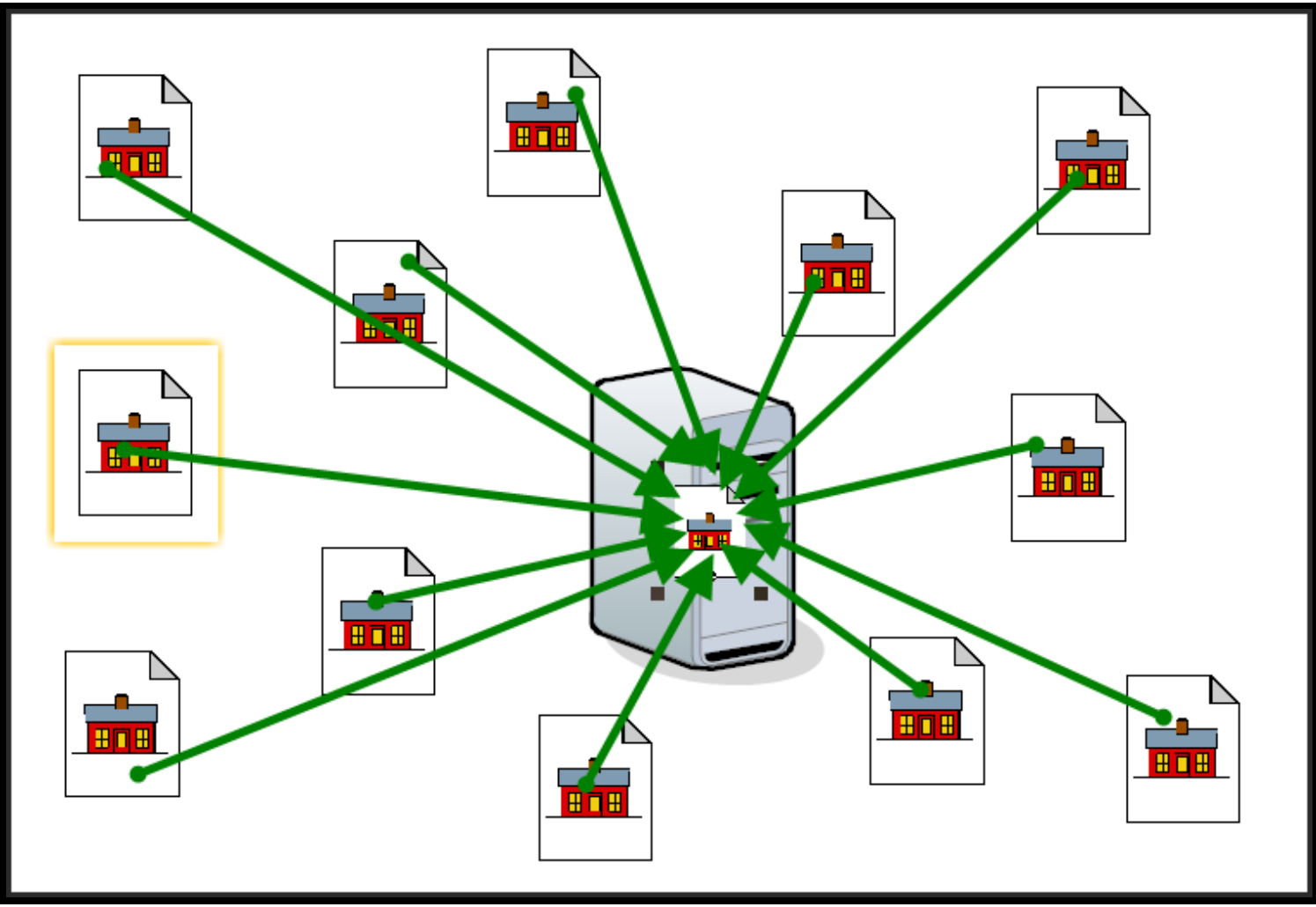
Beware! Spammers are out to:

- harm users
- steal publisher traffic
- defraud advertisers

So check the URL first - look before you click!

Content Farms

Content Farm Links



Link Building

- Sponsor a local charity
- Sponsor a local business event
- Speak at local events
- Create your own event
- Vendors in exchange for promotions
- Testimonials for products/services
- Link in blog/newsletter
- Write press-releases
- Exchange links with clients

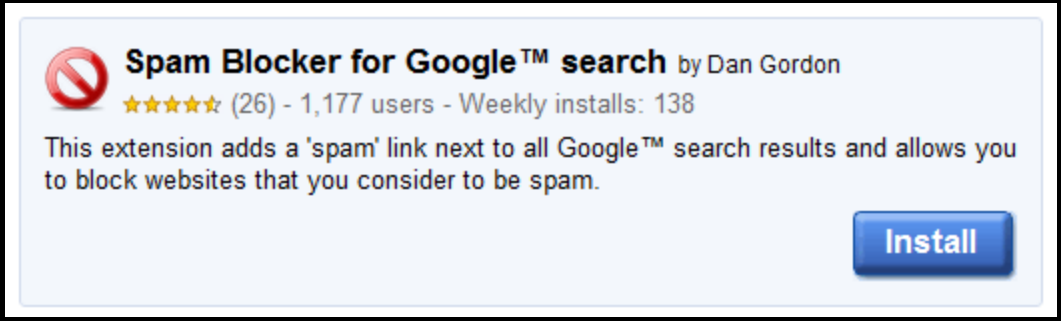
Google Strikes Back

- The Dirty Little Secrets of Search – NY Times – (jcpenny.com)

- Google Penalizes Overstock for Search Tactics – NY Times (overstock.com)

Panda

- Algorithm change
- Targeted at content farms
- Targeted at low quality content (schemes)
- Some sites were effected (10%)
- Companies were irate and demanded an explanation

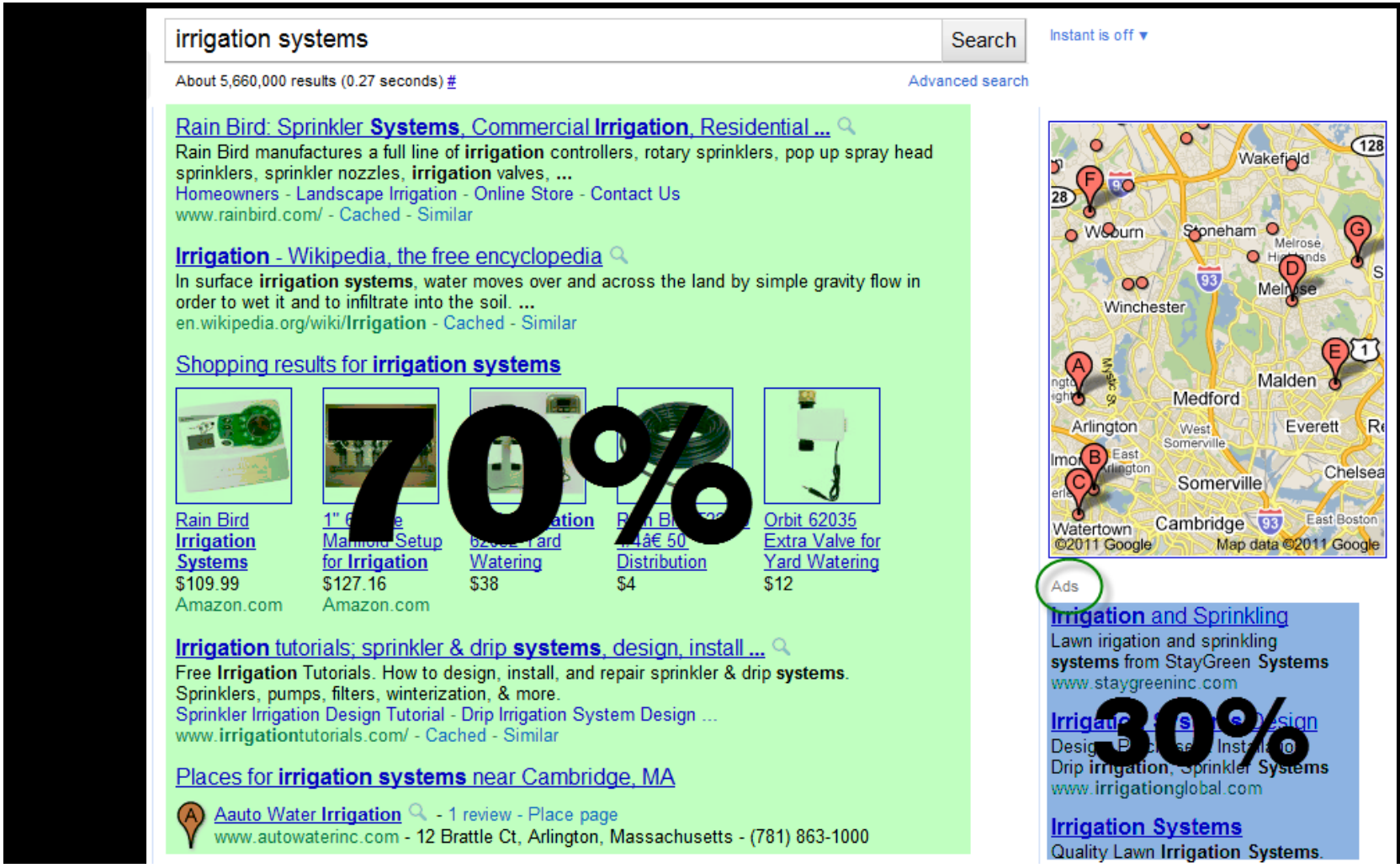


Panda

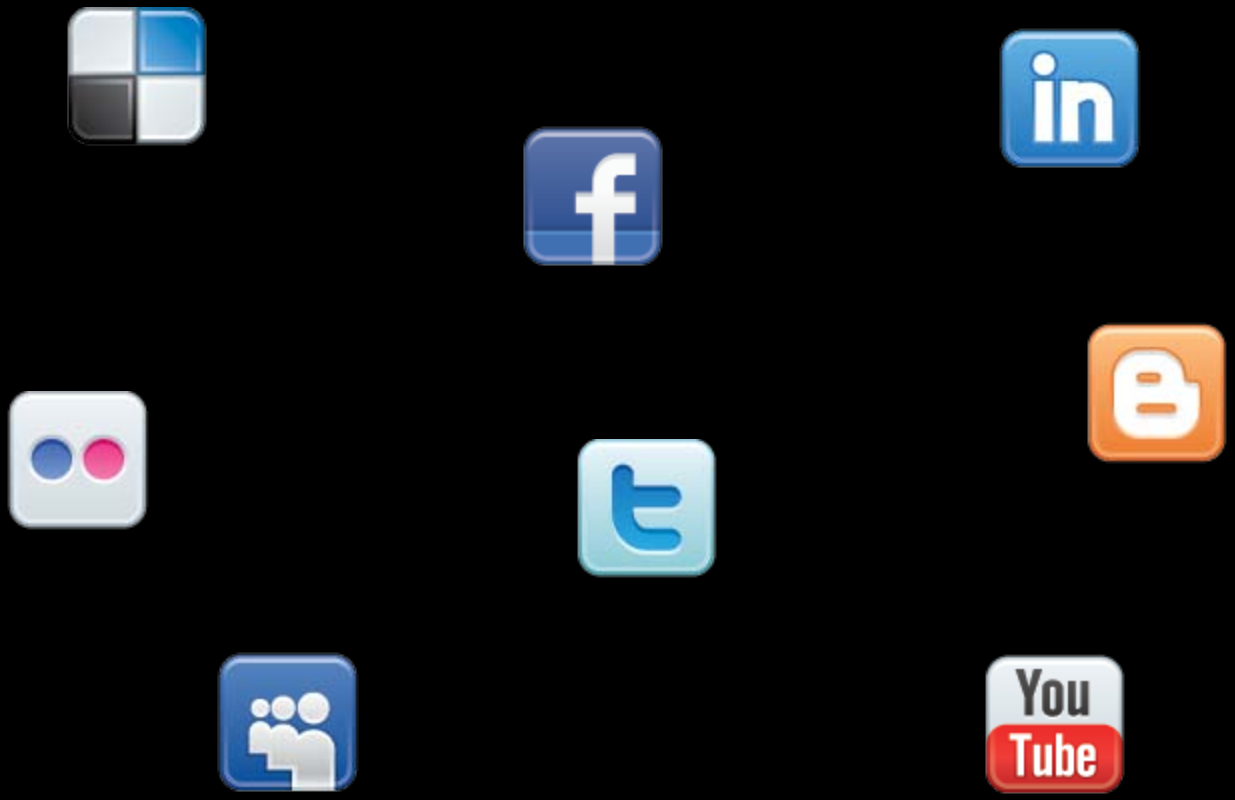
vanessafox Vanessa Fox
Google's Panda update rolls out to all English search queries worldwide: http://selnd.com/fLCpZ5
2 hours ago

mattcutts Matt Cutts
Good summary of today's algorithmic change by Vanessa Fox: http://goo.gl/kNG5n
2 hours ago

0 * 70% = Zero


irrigation systems
Search
Instant is off
About 5,660,000 results (0.27 seconds) #
Advanced search
Rain Bird: Sprinkler Systems, Commercial Irrigation, Residential ...
Rain Bird manufactures a full line of irrigation controllers, rotary sprinklers, pop up spray head sprinklers, sprinkler nozzles, irrigation valves, ...
Homeowners - Landscape Irrigation - Online Store - Contact Us
www.rainbird.com/ - Cached - Similar
Irrigation - Wikipedia, the free encyclopedia
In surface irrigation systems, water moves over and across the land by simple gravity flow in order to wet it and to infiltrate into the soil. ...
en.wikipedia.org/wiki/Irrigation - Cached - Similar
Shopping results for irrigation systems
70%
Rain Bird Irrigation Systems
$109.99
Amazon.com
Setup for Irrigation
$127.16
Amazon.com
Watering
$38
Distribution
$4
Orbit 62035 Extra Valve for Yard Watering
$12
Irrigation tutorials; sprinkler & drip systems, design, install ...
Free Irrigation Tutorials. How to design, install, and repair sprinkler & drip systems. Sprinklers, pumps, filters, winterization, & more.
Sprinkler Irrigation Design Tutorial - Drip Irrigation System Design ...
www.irrigationtutorials.com/ - Cached - Similar
Places for irrigation systems near Cambridge, MA
Aauto Water Irrigation - 1 review - Place page
www.autowaterinc.com - 12 Brattle Ct, Arlington, Massachusetts - (781) 863-1000
Wakefield
Woburn
Stoneham
Melrose
Winchester
Malden
Medford
Arlington
Everett
Somerville
Chelsea
Cambridge
Watertown
East Boston
©2011 Google
Map data ©2011 Google
Ads
Irrigation and Sprinkling
Lawn irrigation and sprinkling systems from StayGreen Systems
www.staygreeninc.com
30%
Drip irrigation, Sprinkler Systems
www.irrigationglobal.com
Irrigation Systems
Quality Lawn Irrigation Systems.

Social Media – Does it Rank?



Going Mobile – Smartphones

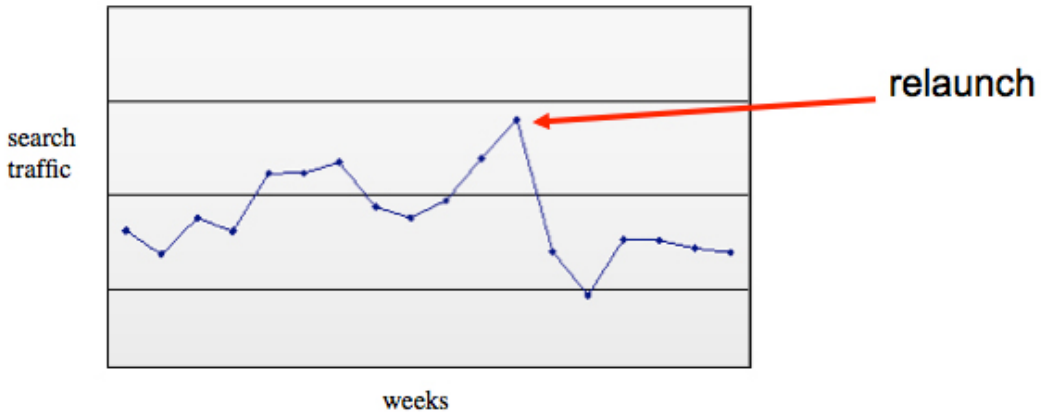
Mobile Numbers (2010)

- There are 1 Billion mobile devices in the world
- 12% of Google searches were from a mobile device
- 50% of mobile users search
- Average American spends 2.7 hours/day
- 33% of Facebook's 600+ Millions users
- 50% of Twitter's 165+ Million users
- 200+ Million daily views on YouTube
- Women 35-54 are most active

- Web site optimization for mobile

SEO Experts

Then the site relaunched. Initially we saw a drop. This is expected, especially when you relaunch an entire site of that magnitude. Three weeks passed, and results were flat. Five weeks passed, no upward trend. Three months passed and the product team stopped talking to us. Results never went back up.



Like many SEOs, I was hired with one vague responsibility: to set up an SEO program and achieve results. Like many SEOs, we jumped right in and started spewing out SEO audits, rewriting title tags, offering up link suggestions, rewriting URLs and so on. And like many SEOs we promised results. But what we didn't do, until that fateful launch, was develop a comprehensive strategy. Sure, we did keyword research, we recommended partnerships and widgets and architecture advice, but we didn't step back and take a good look at our target audiences, what sites were meeting their specific needs in search results, and what we specifically could build into the product that would be far more desirable than what everyone else had (not even thought of yet ideally) to make sure our entire site is superior, resulting in the inevitable stealing of search traffic from our competitors.

Anchor Tag

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Francisco Samuel

me@franciscosamuel.com
508 243-0999
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