



# SEO AND SOCIAL MEDIA TIPS 101

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**VP, Marketing, DotNetNuke Corporation**

CAN YOU HEAR ME?



CAN YOU SEE ME?

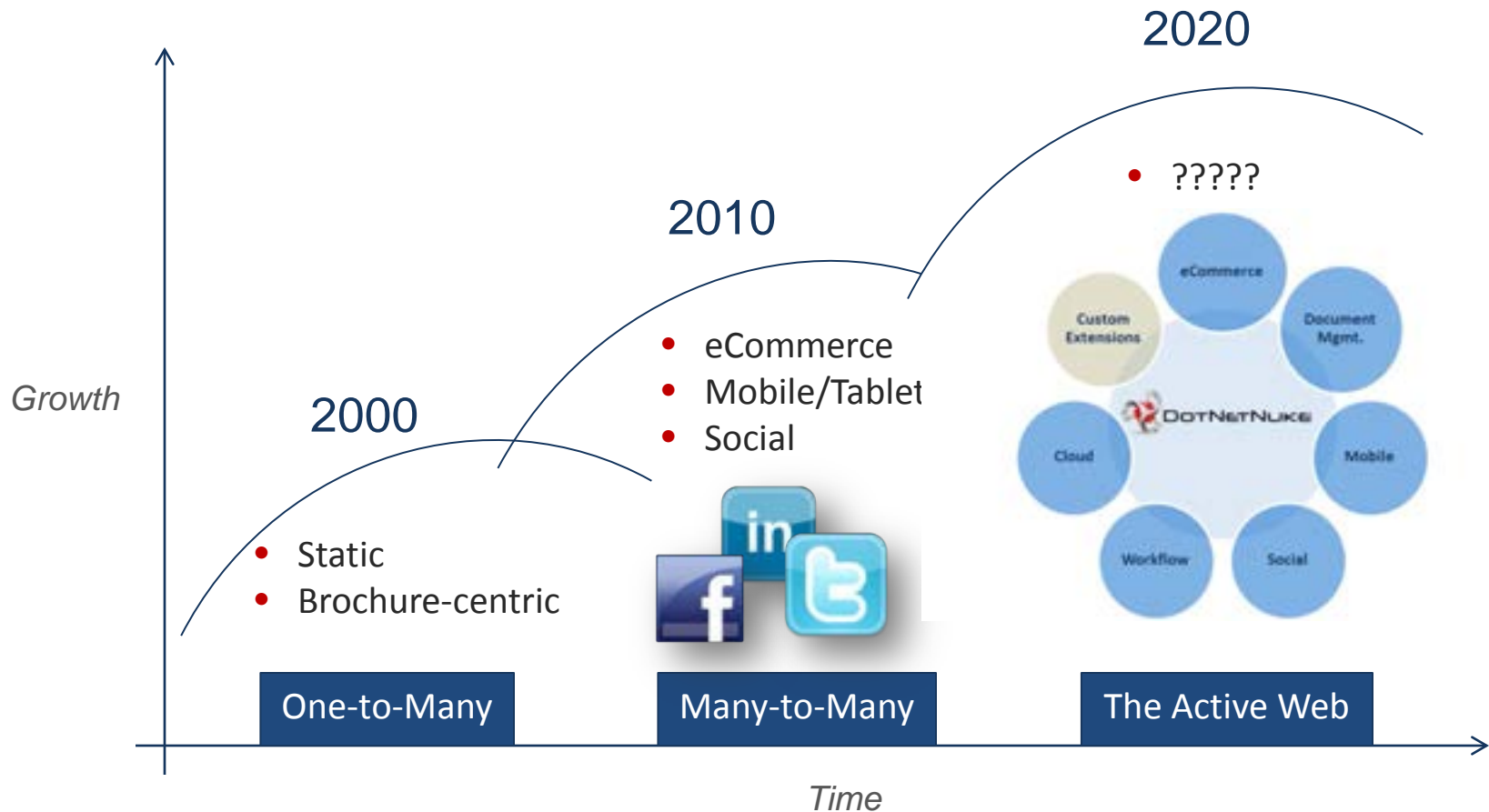




# QUESTIONS



# THE PROBLEM WE SOLVE: BUSINESS AGILITY



# COMPANY HIGHLIGHTS

World's #1  
WCMS for  
Microsoft

Largest, most  
successful open  
source project for  
Microsoft  
ecosystem



1,800+  
commercial  
customers



2011 Inc. 500  
fastest growing  
company



Trophy Case



in Software



in San Francisco

# COMPANY HIGHLIGHTS

700,000+  
websites



7 million+ downloads



Thousands of  
commercial  
apps



1 million community  
members



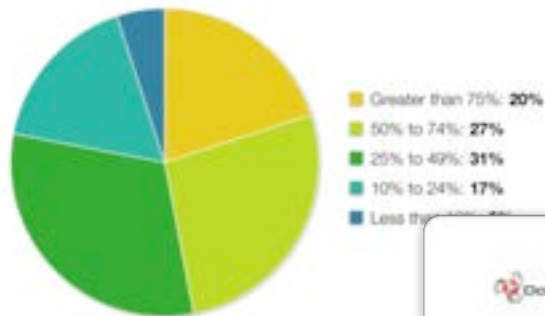
# TechValidate Study of DotNetNuke Customers, April 2012



Research by TechValidate

## 95% of DNN Customers Improved Efficiency

By what percentage did DotNetNuke improve the efficiency of content owners and IT professionals?



Source: Survey of 201 users of DotNetNuke

[www.techvalidate.com/product-research/dotnetnuke](http://www.techvalidate.com/product-research/dotnetnuke)



Research by TechValidate

## 94% of DNN Customers Save Time & Money

Please rate the value delivered (in terms of saving time and money) from your use of DotNetNuke across the organization:



Source: Survey of 201 users of DotNetNuke

[www.techvalidate.com/product-research/dotnetnuke](http://www.techvalidate.com/product-research/dotnetnuke)

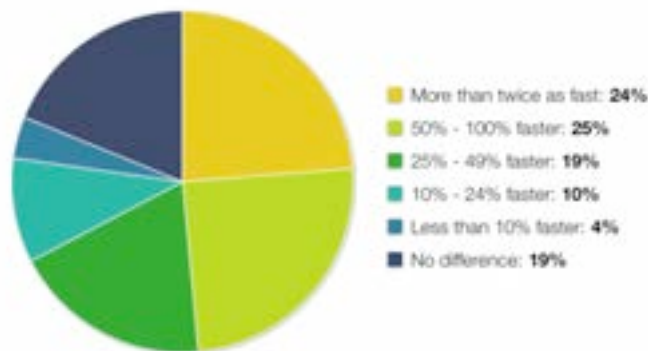
TVD-C16-ADD-660



Research by TechValidate

## 81% Deliver Faster with DNN

Estimate how much faster your website project was delivered using DotNetNuke vs. using another solution.



Source: Survey of 187 users of DotNetNuke

[www.techvalidate.com/product-research/dotnetnuke](http://www.techvalidate.com/product-research/dotnetnuke)

TVD-228-194-777



# DOTNETNUKE EDITIONS

## COMMUNITY

Edition

FREE

[DOWNLOAD](#)

- ✓ Robust web content management system
- ✓ .NET application framework
- ✓ Modern, simple interface
- ✓ Rich text editor
- ✓ File management
- ✓ Cloud compatible
- ✓ Multi-lingual
- ✓ Mobile API

[Learn more](#)

## PROFESSIONAL

Edition

\$2,998 /year

[START FREE TRIAL](#)

ALL Community Edition features plus

- ✓ High performance caching
- ✓ eCommerce solution
- ✓ Advanced content approval
- ✓ Cloud storage integration
- ✓ Granular permissions
- ✓ Site groups
- ✓ Mobile site template
- ✓ Mobile site previewer
- ✓ Optimized mobile navigation
- ✓ World-class technical support
- ✓ Training subscription

[Learn more](#)

or [Download data sheet](#)

FREE  
30-Day  
Trial

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Complete Enterprise Solution

- ✓ 5 Enterprise Edition licenses
- ✓ All Professional Edition features
- ✓ Content staging
- ✓ Microsoft SharePoint ID connector
- ✓ Live phone support
- ✓ Priority trouble ticket management
- ✓ Installation & upgrade support
- ✓ Developer support (20 hours)
- ✓ Training subscription (3 seats)

[Learn more](#)

or [Download data sheet](#)

BEST  
VALUE!

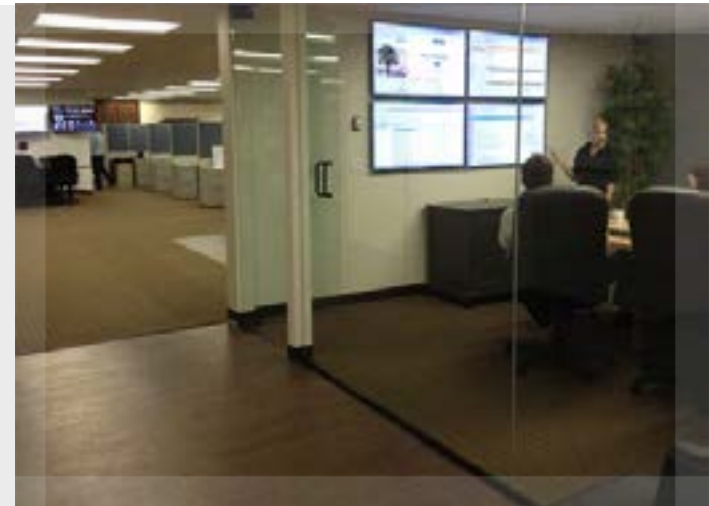
QUESTIONS?



# Intro to Titan SEO

A leading digital marketing agency with offices in San Diego, California...

- DotNetNuke's SEO Agency Partner
- Provides SEO, PPC and SMM
- Advanced Technology Including TitanBOT
- Provides FREE Analysis to DNN Users



- Started in 2004 to provide clients Advanced SEO, PPC, and SMM
- Has Patented Technology including “Titan BOT” Search Engine Spider
- Featured in Inc 500/5000 two years in a row and the San Diego Fast 100
- Chosen as Dot Net Nuke’s Official SEO Agency Partner in 2011






# SEO and Social Media Tips 101


The Basics of SEO  
Google Algorithm Update  
Social Media Marketing 101

# The Basics of SEO

- 1 • SEO and PPC Areas
- 2 • Traffic Distribution
- 3 • Search Engine Spiders
- 4 • Data Centers
- 5 • Algorithms and Ranking

# SEO versus PPC



**Search** About 7,670,000 results (0.17 seconds)

**Everything**

Images

Maps

Videos

News

Shopping

More

**San Diego, CA**

Change location

**Any time**

Past hour

Past 24 hours

Past week

Past month

Past 3 months

Past year

Custom range...

**All results**

Related searches

More search tools

Ads - Why these ads?

**Titan SEO Official Site - Search Engine Optimization**  
[www.titan-seo.com](http://www.titan-seo.com)  
 Delivering Top Notch **SEO** Results  
[Show map of San Diego, CA](#)

**San Diego SEO | IntactInfo.com**  
[www.intactinfo.com/topseo.php](http://www.intactinfo.com/topseo.php)  
**SEO Experts** - 95% of our customers on 1st Page, \$699 pm, San Diego, CA

**San Diego SEO Agency - Maximize Free Traffic & Rankings.**  
[www.engineerready.com](http://www.engineerready.com)  
 A Full-Service San Diego Agency


Ads - Why these ads?

**Pay-Per-Click Advertising**  
[www.google.com/AdWords](http://www.google.com/AdWords)  
 Reach Your Customers With Google  
 Get Your Ad Online In Just 15 Mins!

**SEO Service that Works**  
[www.targetaudienceonline.biz](http://www.targetaudienceonline.biz)  
 1st Page Search Listing Just \$367,  
 No Contract, Low Prices.

**Need SEO Marketing?**  
[www.resourcenation.com/SEO-Marketing](http://www.resourcenation.com/SEO-Marketing)  
 Boost Traffic, Sales & Rankings.  
 Get **SEO** Price Quotes & Save!

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 Very Effective, Best Practices **SEO**

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Ads - Why these ads?

**SEO Agency | Titan SEO® Official Site | Themed Search Engine ...**  
[www.titan-seo.com/](http://www.titan-seo.com/)  
**Titan SEO®** is an award winning, specializing in **SEO** and **PPC**. **Titan SEO®** has been featured in Business Week, Entrepreneur Magazine, and many ...

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 Titan SEO's® management team is comprised of industry ...

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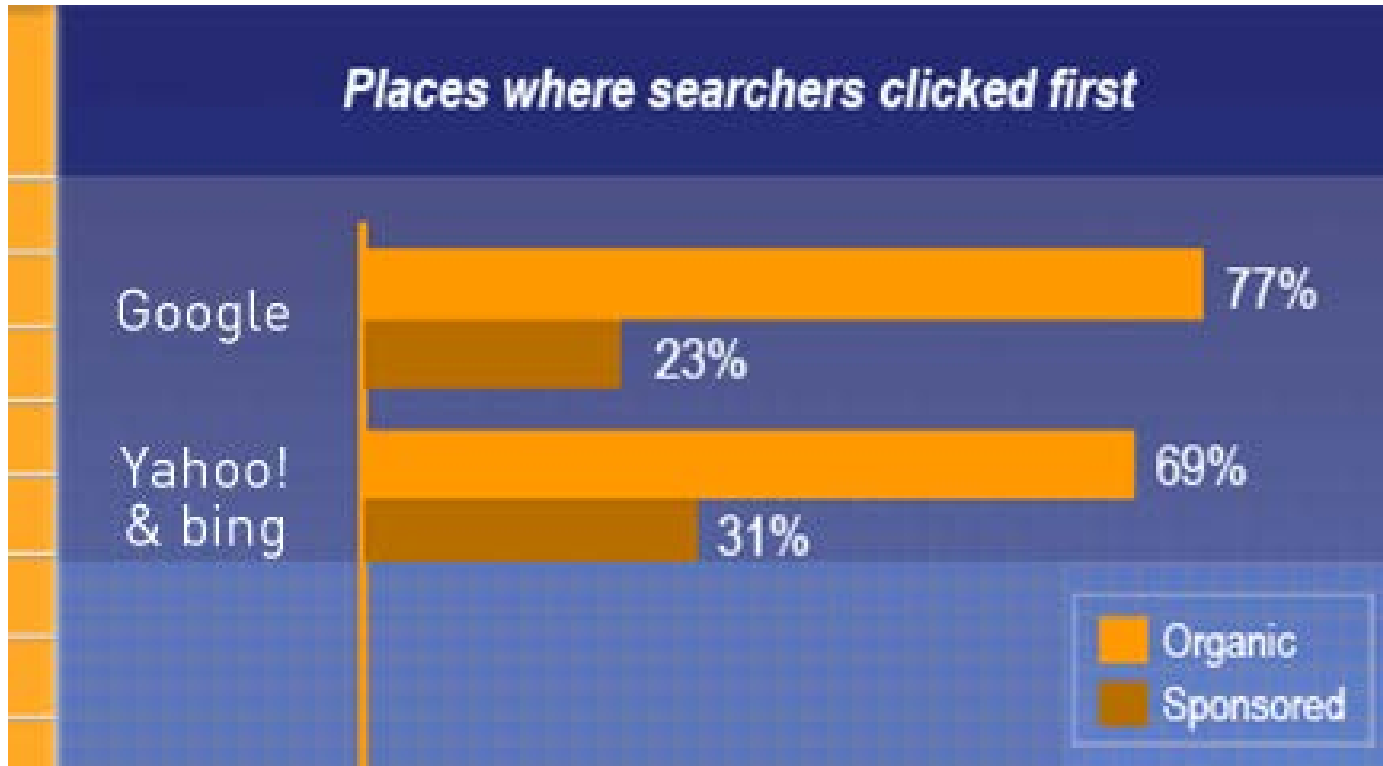
**Titan SEO | Facebook**  
[www.facebook.com/titanseo](http://www.facebook.com/titanseo)  
**Titan SEO** - Company Overview: At **Titan SEO** we successfully address each of the critical areas of search engine marketing. We focus on reducing customer ...

**Titan SEO - Twitter**  
[twitter.com/titanseo](http://twitter.com/titanseo)  
 Sign up for Twitter to follow **Titan SEO** (@TitanSEO). Online Digital Agency Specializing in Search Engine Optimization & Pay Per Click Management. **Titan SEO**

**Internet Marketing - Titan SEO - KSWB**  
[www.foxsandiego.com/community/blogs/InternetMarketing/](http://www.foxsandiego.com/community/blogs/InternetMarketing/)  
 Blog Disclaimer: All data and information provided on this site is for informational purposes only. foxsandiego.com makes no representations as to accuracy. ...

SEO Area

## Traffic Distribution





# Search Engine Spiders

- GoogleBOT and BingBOT
  - Programs that crawl through the World Wide Web
    - Follow Text Links and Image Links
  - Collect data (source code) & store it, especially for new pages, content & links
  - Identify issues like:
    - Spam (keyword stuffing, cloaking, etc)
    - Duplicate Content
    - Bad Neighborhoods

# Data Centers

- Collect data pulled from spiders
  - Archive data over time
  - Filter and sort the data into buckets
- Used by Algorithms to understand your site and how it should rank

# Algorithms and Ranking

$$PR(A) = (1-d) + d(PR(t1)/C(t1) + \dots + PR(tn)/C(tn))$$

- Turn buckets into parameter values
- Determine things like
  - Popularity of a website
  - Reputation of a website
  - How a website should rank
- Latent Semantic Technology (Keyword Relationships)
  - Anchor Text matching
  - Keyword density

# Search Engine Optimization Tips

- 1 • Title Tags
- 2 • Meta Descriptions
- 3 • Important Strategies
- 4 • Strategies to Avoid



# Title Tags

## **<title>Title Tag Example</title>**

- Used for ranking and theme of page
  - First 70 characters used in the actual display
  - Up to 180 characters may be used to determine page theme and keyword theme
- Title Tags should describe each page, and use important keywords.

# Meta Descriptions

```
<META NAME="description"  
CONTENT="Example">
```

- Used to display ranking results
  - Not used for actual ranking or in ranking algorithm
- Should have a strong call to action

# Additional Important Strategies

- **Content Creation**
- **Internal and External Anchor Text Links**
- **Link Building**
- **Video**
- **Images**
- **Site Size**
- **Link Architecture**
- **Keyword Research**
- **Tracking Cached/Indexed Pages**

# Strategies to Avoid

- **Duplicate content**
- **Link buying or link spam**
- **Hidden text**
- **Keyword stuffing (Alt Tag, Meta Keyword, Image title, and content)**
- **Copied content**
- **High keyword density**
- **Deleting pages or sections without 301 redirecting**
- **Changing domains without 301 redirecting**
- **Black hat techniques (sneaking scripts, auto blog commenting, mass article distribution, etc...)**

# Google's "Over-Optimization" Penalty... Penguin

- 1 •What Happened?
- 2 •DNN users WIN BIG with code structure
- 3 •How to know if you were affected
- 4 •How to fix it... Google's Quality Guidelines
- 5 •Good SEO always wins...

# What Happened?

Google's Algorithm change dubbed "Penguin" went live on April 24<sup>th</sup> and will go live with a new update very soon...

**Sites Penalized for Spam:** If you were spamming the search engines, you most likely got affected by this update.

**Links removed, causing ranking loss:** If you or someone else purchased links, or participated in a link building technique that is against TOS you most likely lost that link credit.

**TOS violators penalized:** If you violated any of Google's Terms of Service you most likely got hit.

**Some sites that should NOT have been penalized, were:** With all updates there are a few that fall through the cracks that should not have been penalized. Talk to your SEO team to see how you can fix it.







## DotNetNuke Code Wins...

“Penguin” affected websites with code issues related to their TOS

[DotNetNuke's default Code is Search Engine Friendly](#): If you're already using DNN then you have a head start with search engine friendly code.

[Not using DNN yet?](#) If you are not using DNN you'll want to pay close attention to iFrames, excessive tables, and too much code markup.

# How do you know if you were affected?

You'll see a clear drop-off in traffic that happened on either April 24<sup>th</sup> or May 25<sup>th</sup>

**Look at Analytics to see when the drop-off happened:** If the drop off happened on April 24<sup>th</sup>, and there is a big decline from Google Organic Search then you were likely affected.

**Look at your rankings:** With the Penguin update there were a lot of sites that lost positions and rankings, but didn't get kicked completely out of the index. If that happened to you, your site may have been affected because of click stream data or "affiliate" techniques.

# What to do if you were affected? & How to avoid getting hit by 2.0...

Clean up any TOS violations:

- › Avoid hidden text or hidden links
- › Don't use cloaking or sneaky redirects
- › Don't send automated queries to Google
- › Don't load pages with irrelevant keywords
- › Don't create multiple pages, subdomains, or domains with substantially duplicate content
- › Don't create pages with malicious behavior, such as phishing or installing viruses, trojans, or other badware
- › Avoid "doorway" pages created just for search engines, or other "cookie cutter" approaches such as affiliate programs with little or no original content
- › If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first

# Good SEO Always Wins

## *If you manage SEO yourself*

**Stay on top of updates:** Make sure you keep up to speed on upcoming updates and changes like Penguin.

**Be Aggressive with Good SEO, stay away from “Lazy SEO”:** Good SEO takes a lot of time, effort and elbow grease but it pays off big! Taking short cuts may pay off in the short term, but in the long run it rarely works out!

## *If you've hired an SEO team or plan to:*

**Do your due diligence!** Talk to the prospective SEO company's customers and make sure they have never been impacted by a Google algorithm update by fault of the SEO company. Make sure they deliver strong results and will work hard to keep you on top.

**Ask for details:** Hiring and retaining a good SEO company is one of the best investments you can make. Hiring the wrong SEO company can be a costly mistake. Make sure you ask for a detailed plan that outlines everything they will do on your behalf. Ask for case studies, references, and details on the opportunities in your market.

# Social Media Marketing Tips

**1** • Facebook Tips

**2** • Twitter Tips

**3** • Google+ Tips

**4** • YouTube Tips

## Facebook Tips

- Create a fan page and link with Twitter
- Create a customized URL with location name
- Post an update at least once a month
- Add Facebook logo to website

**\*\*Facebook PPC can be a cost effective way to get new business.\*\***



## Twitter Tips

- *Only* create a Twitter page if you have time to manage it
- Search for tweets about your location and respond or RT (retweet)
- Tweet about things related to your location, but not **ONLY** about your location
- Complaints – Send private message to see if you can make it better. Don't go back and forth via public tweets until it's resolved.
- Post Twitter logo on your site **ONLY** if you use it often
- Use [TweetDeck.com](https://tweetdeck.com)

## Google+ Tips

- Create a business page
- Post to the business page the same info you post on facebook

***Google + for business is still new. Google is starting to give preference to this medium over Facebook in organic search results.***

## YouTube Tips

- Create Videos for your site and also post them on YouTube
  - Videos of your product or service
  - Tours of your facilities
  - Update on your market
- Create a YouTube Channel to post all videos on

***Videos are included in organic search. Title the video with your brand and keywords related to you location.***

## Social Media Blunders (What to avoid)

- Too much self promotion (80/20 Rule)
- Topics that are controversial or negative
- Don't post too many things that don't relate to your business
- Don't just be a content copier. Come up with unique content to post.
- Check your spelling and grammar before posting!

## Summary

- 1 • If you haven't already, start implementing basic SEO
- 2 • Make sure you are in compliance with Penguin
- 3 • Get involved with Social Media Marketing
- 4 • Avoid the blunders of SEO and SMM
- 5 • Continue with Good SEO and SMM



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