

# Hidden Google SEO Secrets



**SEO  
MARKETING  
GUIDES**

the  
**insight**  
group

# SEO Secrets

## ■ Search Engine Optimisation

If you're reading this guide then you already know about SEO but to recap: SEO is the process of improving the visibility of a website or a web page in a search engine's natural or unpaid search results - normally referred to as "organic." SEO is a constantly changing process and requires regular activity to get your site noticed and to keep it high up in search engine results.

Google are the leaders in this market and change their ranking algorithm regularly to make sure that users find quality, informative websites that match their search. Google want you to optimise your site with relevant information for your audience and they penalise anyone trying to 'scam' searches by downgrading their sites. So if anyone tells you they have a 'method' that can get your site to #1 overnight for \$99 - steer clear as it's likely to damage your site and your wallet!

## ■ About The Top Tips

We've called these 'hidden' tips because they are not common, well-documented or widely known actions that can help your SEO ranking. Some of the tips require a technical bent to ensure that they are implemented correctly, others are available to anyone to update.

Will they get your site to #1 on page 1 of Google? It depends what the search term is of course - they will definitely help, but these actions, along with so many other factors are regular activities that you have to focus on.

These tips will definitely give you an advantage over your competitors and of course if you want help for an ongoing program, contact us today.

# 01 Acrobat Tagging



Are you optimising Adobe PDFs for SEO? You should!

Adobe® Acrobat™ PDF files are regularly used as downloads on websites. But if you don't optimise the available metadata ('hidden' content that is not displayed) then you are wasting a golden SEO opportunity. Most PDFs are created with no metadata and when that happens Google will use the PDF document title as the title in the search index. You may be lucky if you

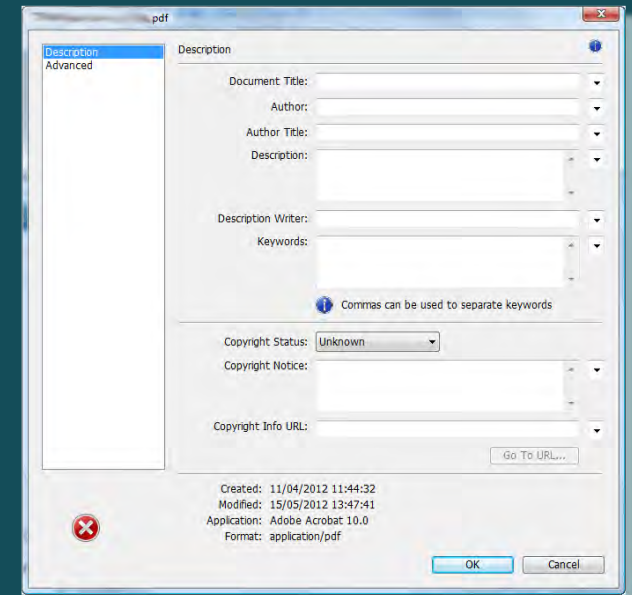
have named the document for SEO but generally documents are saved with names that can be tracked for internal use not SEO e.g. '05-2012 v2 Case Study on our insurance customers' - great for administration and filing but no use for SEO.

Also if the Acrobat document's title field is the same as the filename (which often happens when saved as a PDF from a word processing program) then Google uses the first text it finds that is in a large font in the document itself. This can be disastrous! Your first large font could actually be something like 'DOCUMENT OVERVIEW'. This makes sense when someone is reading but when picked automatically as a search title it's meaningless.

However, help is at hand because PDFs allow you to enter metadata fields which are indexed by Google. These fields include:

- Document title
- Author
- Description
- Keywords
- Copyright

You can edit these fields from within Adobe Acrobat or from within some applications that save to PDF format.



Example Adobe Acrobat Dialog

# 02 Video Shows



## Video schemas increase search engine recognition

Videos are one of the most common search results on Google so you need to make sure that your videos capitalise on this SEO opportunity. To date SEO has been managed by submitting Video Sitemaps and mRSS feeds. Now this has been supplemented by schema.org video markup. Schema.org is a joint effort between Google®, Microsoft®, Yahoo!® and Yandex®

and provides more SEO opportunities. This doesn't replace the current options but with the backing of the leading search organisations it is probably destined to become the favoured way to manage video SEO. Schema.org defines html tags to further improve video SEO rankings. For full details visit [Schema.org](http://Schema.org), but as a quick overview you should follow these steps to define:

- an **itemscope**,
- an **itemtype="http://schema.org/VideoObject"**,
- set:
  - the **name**, **description** & **thumbnailUrl** properties.

You'll also need either of the following to set up the video schema fully:

- the **embedURL** — the location of the video player, or
- the **contentURL** — the location of the video file.

[for more info visit schema.org](http://schema.org)

*An example video player with markup might look like this:*

```
<div itemscope itemtype="http://schema.org/VideoObject">  
  <h2>Video: <span itemprop="name">Title</span></h2>  
  <meta itemprop="duration" content="T1M33S" />  
  <meta itemprop="thumbnailUrl" content="thumbnail.jpg" />  
  <meta itemprop="embedURL"  
    content="http://www.example.com/videooplayer.swf?video=123" />  
  <object ...>  
    <embed type="application/x-shockwave-flash" ...>  
  </object>  
  <span itemprop="description">Video description</span>  
</div>
```

# 03 Backlink Alert!



## Use 'Alerting' to generate quality, authoritative back links

Backlinks today are the holy grail of SEO. These are links from other sites back to your site, which indicate that your site is providing information that web users want to read. Google have done a lot of work on improving how back links relate to your site. More importantly they

upgraded their search algorithm to recognise the quality and authority of the site linking back to your website to stop 'spam' backlinks from irrelevant sites.

Creating quality backlinks is hard work and finding authoritative, quality sites can be a thankless and sometimes elusive task. You need to build backlinks regularly, seek out new web sources of similar content to cooperate with, find sites that might link to you, identify sites that are relevant that would be interested in featuring your site, news review sites that cover the markets you are working with and that would feature news about your products and services. The list is endless, but crucial to your site's ranking.

Google themselves have made it easier with a service that can help you reduce that workload – Google Alerts. This is a service that is described by Google as:

- **monitoring a developing news story**
- **keeping current on a competitor or industry**
- **getting the latest on a celebrity or event**
- **keeping tabs on your favourite sports teams**

But if you register keywords that are in your SEO keyword list (which you did produce for your campaign

didn't you?) then you will see a list of items returned that relate to your keywords. With this list you can then investigate the website sources of the items/articles, evaluate their quality and authority and develop a relationship to create a backlink to your site.

Setup is simple, just visit Google Alerts and enter the relevant details and keep an eye on your email in-box:

Google Alerts

Search query:

Result type:

How often:

How many:

Deliver to:

*Google News Alert Setup Dialog*

# 04 Flash for SEO?



Flash can be read by Google (even if it can't be displayed on Apple® phones/pads!)

Apple doesn't support flash movies on any of its iOS iPhones and iPads, giving rise to a general move away from flash for animation. But for desktop web browsers flash movies can still provide a good viewing experience for your visitors – but only as long as you have an

alternative plugged into your website for iOS viewers to display (HTML5 is the current alternative) then keeping flash can be an option. You need to make sure that your Flash viewing experience also doubles as an SEO advantage.

Flash movies used to be considered completely closed options as Google was unable to read any of the information that was stored in a Flash movie. But things changed several years ago with the introduction of the Adobe XMP (Extensible Metadata Platform) but the 'closed' myth lingered on. However, XMP allows flash producers to add a whole range of metadata that Google and other search engines can read and use for SEO. Search engines are able to sift through the Flash XMP content to find metadata links and snippets of text, making it possible to discover Flash content in a web search and make it work for you in SEO.

But beware; these fields aren't always created automatically so you need to make sure that you check the information in the flash movie. This is easier than you may think! When a Flash movie is created the author has the option to generate a meta data report (commonly called XMP Data Report.txt) which you can read and edit to align with your keywords.

Flash is not the best SEO option available and is definitely not the way forward for SEO. But if you have invested heavily in Flash movies in the past then you need to utilise whatever you can to maximise the SEO available to you through flash while you are looking at replacing your flash movies with SEO ready animation.



*Open the back door on flash movies to let Google in*

# 05 Speeding ticket?



## When it's OK to break the speed limit

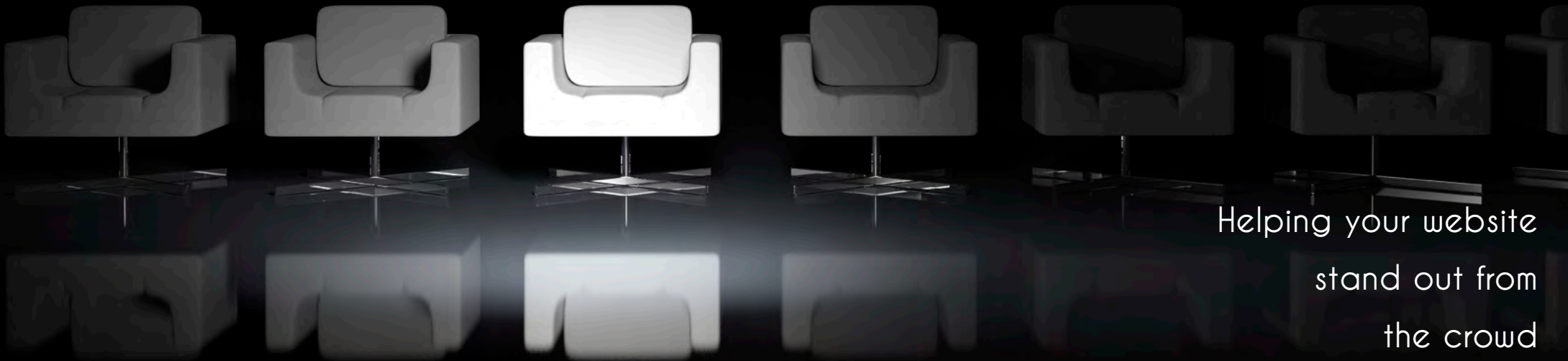
We're not advocating breaking the law by driving your car above the speed limits! What we are saying is that your website speed has become one of the most important factors that Google considers. Google is (quite rightly) obsessed with giving users the best viewing experience - which ranges from the content that they are looking for together with displaying websites in

your browser quickly. Speed has become so important that in June 2011 Google introduced instant pages to Chrome to speed up user viewing of websites. Google's ultimate goal is instant response and access to quality, authoritative website content. So your goal has to be to abide by that mantra and that means looking at just how long your website page takes to download and display. With the seemingly endless sizes of hard disc available and the increases in internet speeds, it's easy to lose focus and just add content to your website regardless of how large it is and how long it will take to download.

Google factors in the speed of download for your site and pages so that a good looking, well optimised site can be adversely affected because of hidden factors such as the size of underlying javascript, image sizes, duplicated content that requires to be delivered more than once, the time your web server takes to respond, if files are optimised or compressed for faster delivery – the list of tests is comprehensive and you should test your site with Google's PageSpeed for developers or one of the widely available internet website tests.



*Speeding is best left to your website!*



Helping your website  
stand out from  
the crowd

Insight Group Marketing  
Venture House, Arlington Square  
Bracknell, Berks RG12 1WA  
+44 (0) 845 643 6180  
info@insightgroup.co.uk  
insightgroup.co.uk



-  [twitter.com/InsightGroup](https://twitter.com/InsightGroup)
-  [linkedin.com/company/Insight-Group](https://linkedin.com/company/Insight-Group)
-  [youtube.com/user/TheInsightGroup](https://youtube.com/user/TheInsightGroup)
-  [facebook.com/InsightgroupMarketing](https://facebook.com/InsightgroupMarketing)