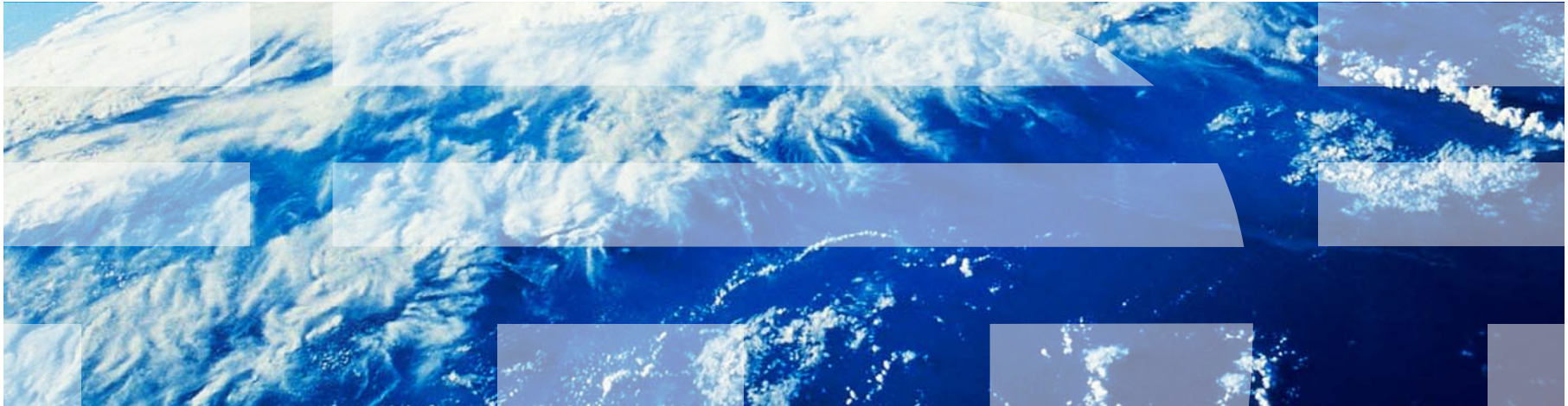

Search Engine Optimization Guidance

Help Increase Your Visibility On The Web

by Laura Orban
June 2011



Contents

- SEO overview and basics
- Keyword research
- Optimizing your pages
 - Body Copy
 - Link Building
 - Technical Summary

- Not Covered:
 - Paid search
 - Tool detail
 - Technical detail
 - Optimizing various content types

What Is Search Engine Optimization?

Search engine optimization (SEO) is the practice of guiding the development or redevelopment of Web content so that it naturally attracts visitors by winning top ranking on the major search engines.

SEO increases traffic to content containing selected search terms and phrases. It includes the following practices:

- Ensuring that your site enables spiders to visit and index the content on your site
- Ensuring that the pages on your site are as compliant as possible with the search engine scoring algorithms
- Ensuring that your pages do not resort to keyword or metadata spamming or other tricks to entice spiders to come to your site
- Ensuring that your pages include the keyword phrases actually used by searchers
- Ensuring that your site's pages are shown in the top three in organic search results
- Ensuring compelling and action-oriented abstracts or descriptions that encourage visits

From: *Search engine optimization: Organic search authoring basics*

Content Quality Council: Schema and terminology work group

IBM Search Engine Marketing COE

© 2011 IBM Corporation

Key Points

- Some pages should be removed, not optimized

There are real costs associated with maintaining unnecessary and unused content. Is your page getting no/low traffic because it needs to be optimized, or can it be removed?

- There is no benefit in optimizing your page for keywords that nobody is searching for

It is critical that you start with solid keyword research. Content can be well written, multiple high-quality links may be present and the pages may be easy to crawl and index. But if users do not search for the terms chosen, no one will ever find that content.

From SEOMoz.org Search Engine Optimization August 2010

Organic vs. Paid Search

Paid
10% of clicks

Google seattle real estate Search [Advanced Search](#)

Web [+ Show options...](#) Results 1 - 10 of about 21,400,000 for **seattle real estate**. (0.18 seconds)

Sponsored Links

[Seattle Real Estate -](#)
www.TheMLSOnline.com Find **Seattle Real Estate** Listings and Home Search for Western WA

[Seattle MLS Search](#)
www.RealEstate-Seattle.com View photos and search for homes throughout the **Seattle** area!

Sponsored Links

[Luxury Waterfront Home](#)
Magnolia Neighborhood **Seattle** WA
Dock, guest house, sport court
www.waterfronton39th.com
Washington

[Homes For Sale Seattle](#)
See All Homes For Sale **Seattle**
Free Hot List of **Seattle** Homes
www.LovelySeattleHomes.com
Seattle-Tacoma, WA

[Seattle Real Estate & Homes For Sale | Seattle, Washington](#)
Seattle Washington's complete website for **Real Estate**, homes for sale and virtual tours.
Search for **Seattle** Washington **Real Estate** on **Seattle** Power Search.
[Property Search](#) - [Queen Anne](#) - [West Seattle](#) - [Eastside](#)
www.seattlepowersearch.com/ - [Cached](#) - [Similar](#) - [Comments](#) [Up](#) [Down](#)

[TheMLSOnline.com - Seattle Real Estate, Top Seattle Real Estate ...](#)
Search for the best **Seattle real estate** deals and get your best value with TheMLSOnline's
seasoned veteran **Seattle real estate** agents.
[King County](#) - [Pierce Real Estate](#) - [Snohomish Homes](#)
sea.themlsonline.com/ - [Cached](#) - [Similar](#) - [Comments](#) [Up](#) [Down](#)

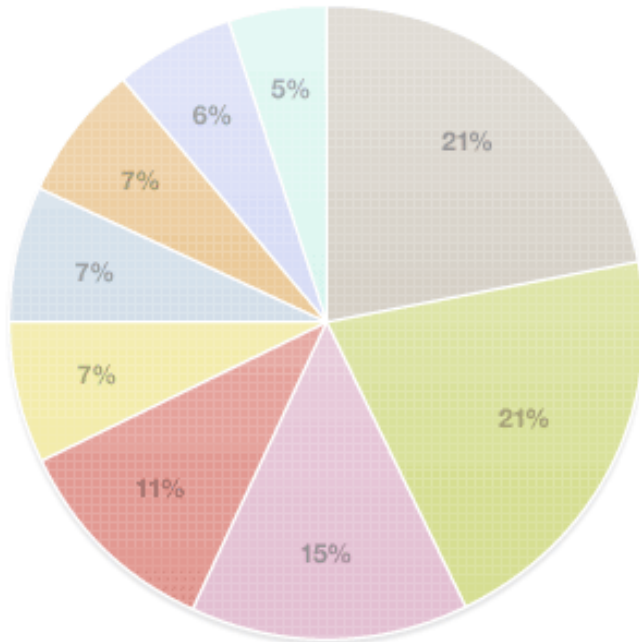
[Seattle Real Estate Guide - Seattle Homes For Sale](#)
Seattle real estate - Complete online guide to Buying or Selling Property in **Seattle** area.
www.seattlehomes.com/ - [Cached](#) - [Similar](#) - [Comments](#) [Up](#) [Down](#)

[Seattle Homes for Sale](#)
Complete MLS Listings 15,800+ Homes
Large Photos, Virtual Tours & Maps!
KingCountyHomeViewer.com
Seattle-Tacoma, WA

[Find Real Estate Agent](#)
Read Client Testimonials

Organic
90% of clicks

What Will Make A Page Rank Well?



Page Level Link Metrics	21.45
Domain Level Link Authority Features	21.13
Page Level Keyword Usage	14.93
Domain Level Keyword Usage	10.73
Page Level Social Metrics	7.22
Domain Level Brand Metrics	6.78
Page Level Keyword Agnostic Features	6.74
Page Level Traffic/Query Data	6.26
Domain Level Keyword Agnostic Features	4.92

- SEOMoz biennial survey of 132 SEO experts
- Experts provide their opinions about the most important factors to achieve good search ranking
- The 2011 version also analyzed 10,271 keywords in Google and the top 30 results for each to determine what features were most highly correlated with top rankings (this was a new element of the survey; these findings are not reflected in the graph above)

Description of Categories

- Page Level Link Metrics - These features describe link metrics to the individual ranking page (such as # of links, mozRank, etc).
- Domain Level Link Authority Features - These features describe link metrics about the root domain hosting the page (e.g. for the page `www.test.com/A`, these features are for links pointing to `*.test.com`, not just page A).
- Page Level Keyword Usage - These features describe use of the keyword term/phrase in particular parts of the HTML code on the page (title element, H1s, alt attributes, etc).
- Domain Level Keyword Usage - These features cover how keywords are used in the root or subdomain name, and how impactful that might be on search engine rankings.
- Page Level Social Metrics - These features relate to third-party metrics from social media sources (Facebook, Twitter, etc.) for the ranking page.
- Domain Level Brand Metrics - These features describe elements of the root domain that indicate qualities of branding + brand metrics.
- Page Level Keyword Agnostic Features - These elements describe non-keyword-usage, non-link metrics features of individual pages (such as length of the page, load speed, etc).
- Page Level Traffic/Query Data - These elements describe user + usage data about the ranking page (based on the assumption that Google + Bing, through their toolbars, browsers and mobile devices, have access to a large swath of web traffic for analysis).
- Domain Level Keyword Agnostic Features - These features relate to the entire root domain, but don't directly describe link or keyword-based elements. Instead, they relate to things like the length of the domain name in characters, the quantity of error pages on the site, the relative uniqueness of content on the site, etc.

Survey Insights

- Linking factors (both page and domain level) shrunk in importance in the voters minds from 2009. Note that changes in the survey made direct comparisons across years a little difficult.
- Google ranks pages but domains matter too.
- Getting the on-page ranking factors right is critical, but not enough. Many pages are doing these things right, differentiation will require also getting the linking and social factors right.
- Expert SEOs expected Twitter shares to be the most influential social metric on search rankings, but in fact Facebook shares was the metric best correlated with higher Google rankings.
- Lengthy domain names and URLs continue to be negatively correlated with good ranking.
- Expert SEOs expect that both page and domain level social signals as well as the perceived value of a page to the user will become more important in search rankings in the future.

Keyword Research

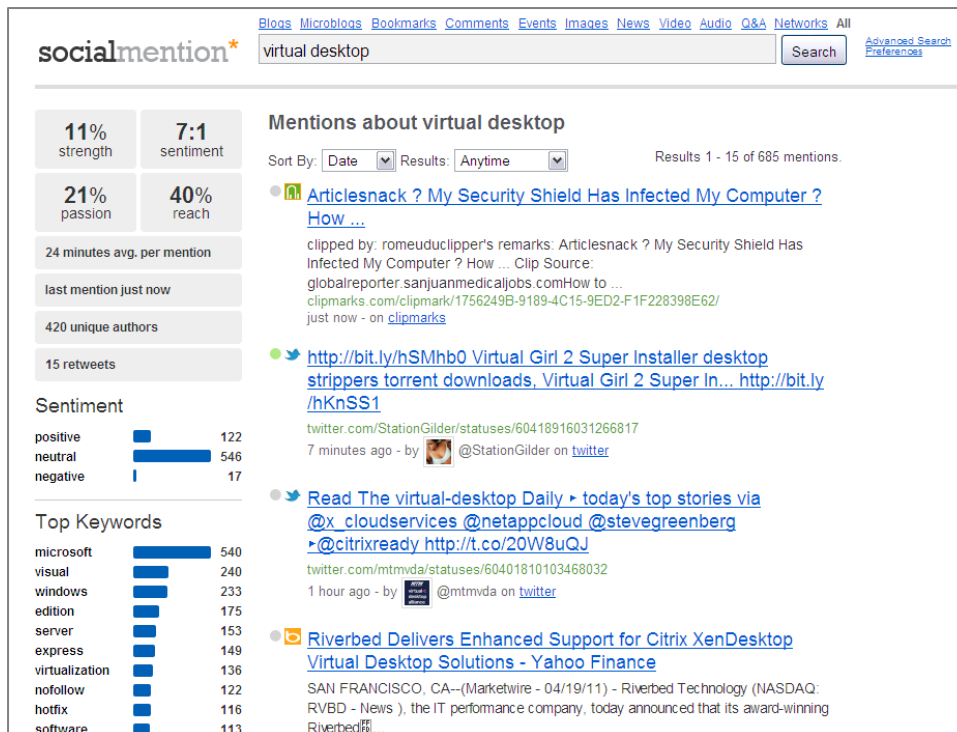
What is keyword research and why do it?

- Keyword research is learning the terms customers and prospects are already using to refer to the things we want them to find
- When we use company-specific terms, or terms that are not commonly used, we add an extra layer of difficulty by asking customers and prospects to learn our language in order to find our offerings
- A page that is well optimized for a term that no one searches for will drive no traffic or conversions
- Ideal keywords will offer good search volume and a good conversion rate but will not be highly competitive
- Keyword research has to be integrated early in the marketing process

How To Do Keyword Research

Create a seed list

- Talk to salespeople
- Talk to customers
- Look at terms used on competitor sites
- Monitor social media to see what terms customers and prospects are using related to your offering Stem keywords to create a more complete seed list



This is Social Mention (socialmention.com) which allows you to enter and monitor a keyword across many social media properties. It will also give you ideas for what other keywords your customers and prospects might be using and how they are discussing your offering or topic.

Questions to Ask When Creating a Seed List

- What do the customers who would benefit most from the information from this page need?
- What problems are the customers seeking this content trying to solve?
- What words do the customers use to describe their needs and problems?
- What words would you search for to find that content?
- How would you describe your product or solution to a novice?
- What words do industry magazines and industry analysts use to describe your products/solutions?
- Is there a product/offering category name that we use?
- What words are your competitors targeting?
- What words would help differentiate this page from other pages on your domain? What is its unique "theme"?
- Where in the Learn – Shop – Buy cycle do the customers fall?

Refine Seed List

- Different tools will provide different results. The goal is to get an idea of what keywords offer the best balance of high search volume and low competition. Do this by reviewing input from several tools.
- Use the Google AdWords tool
- Use the Google Insights tool
- Use the Google Trends tool
- When refining the seed list, for each potential keyword, look for the following:
 - What is the volume of searches for that keyword? There is no benefit in optimizing your page for a keyword nobody is searching for.
 - What is the competition for that keyword? If competition is already extremely high, understand that more time and resources will be required to achieve good ranking.

Using Google AdWords Tool

<http://www.adwords.google.com/keywordtool>

Create an AdWords account. It's free and eliminates the need to enter the captcha.

Results over 1000 are better because Google does not remove bot searches. Assume that 20-30% of results are inflated as a result.

Choose "Exact" and "Phrase"

Google AdWords

English (United States)

Home External tools

Tools

Keyword Tool

Traffic Estimator

★ Starred (0) Show

Include terms ?

Exclude terms ?

Categories

All Categories

Computers & Consumer Electronics

Internet & Telecom

Jobs & Education

Match Types ?

☐ Broad

☒ [Exact]

☒ [Phrase]

Find keywords

Based on one or both of the following:

Word or phrase (one per line) Website

virtual desktop

☐ Only show ideas closely related to my search terms ?

☒ Advanced options Locations: United States Languages: English

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

Download View as text More like these

Keyword	Competition	Global Monthly Searches ?
★ "virtual desktop"		110,000
★ [virtual desktop]		18,100
★ "yugioh virtual desktop"		3,600
★ [yugioh virtual desktop]		1,900
★ "windows virtual desktop"		1,900
★ [windows virtual desktop]		1,000
★ "virtual desktops"		9,900
★ [virtual desktops]		1,900
★ "virtual desktop managers"		210
★ [virtual desktop managers]		140

Using Google Insights

<http://www.google.com/insights/search/>

Google Insights allows you to compare search volumes across regions, categories, or timeframes. It is useful for doing comparisons once you have a list of terms.

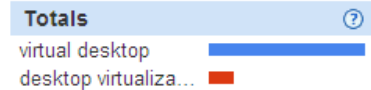
Google Insights for Search beta [Help](#) | [Sign in](#) | [Download as CSV](#) | [English \(US\)](#) ▼

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use a comma as shorthand to add comparison items. (tennis, squash) <input type="text" value="virtual desktop"/> <input type="button" value="X"/> <input type="text" value="desktop virtualization"/> <input type="button" value="X"/> + Add search term	<input type="text" value="Web Search"/> <input type="text" value="United States"/> <input type="text" value="All subregions"/> <input type="text" value="All metros"/> <input type="text" value="Last 12 months"/> <input type="text" value="All Categories"/> <input type="button" value="Search"/>

Web Search Interest: virtual desktop, desktop virtualization

United States, Last 12 months

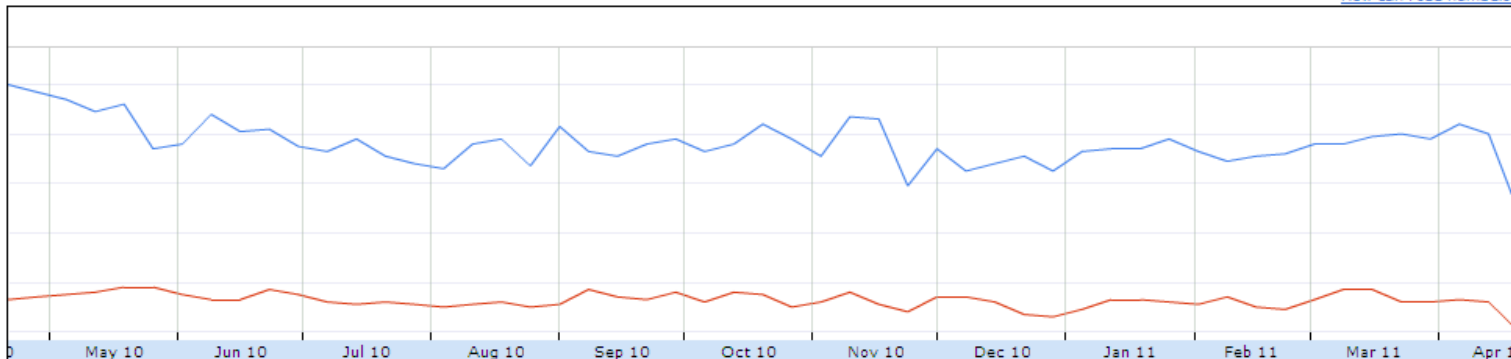
Categories: [Computers & Electronics](#), [Society](#), [Games](#), [Entertainment](#), [Industries](#), [Internet](#)



Interest over time

☐ Forecast ☐ News headlines

[How can I see numbers?](#)



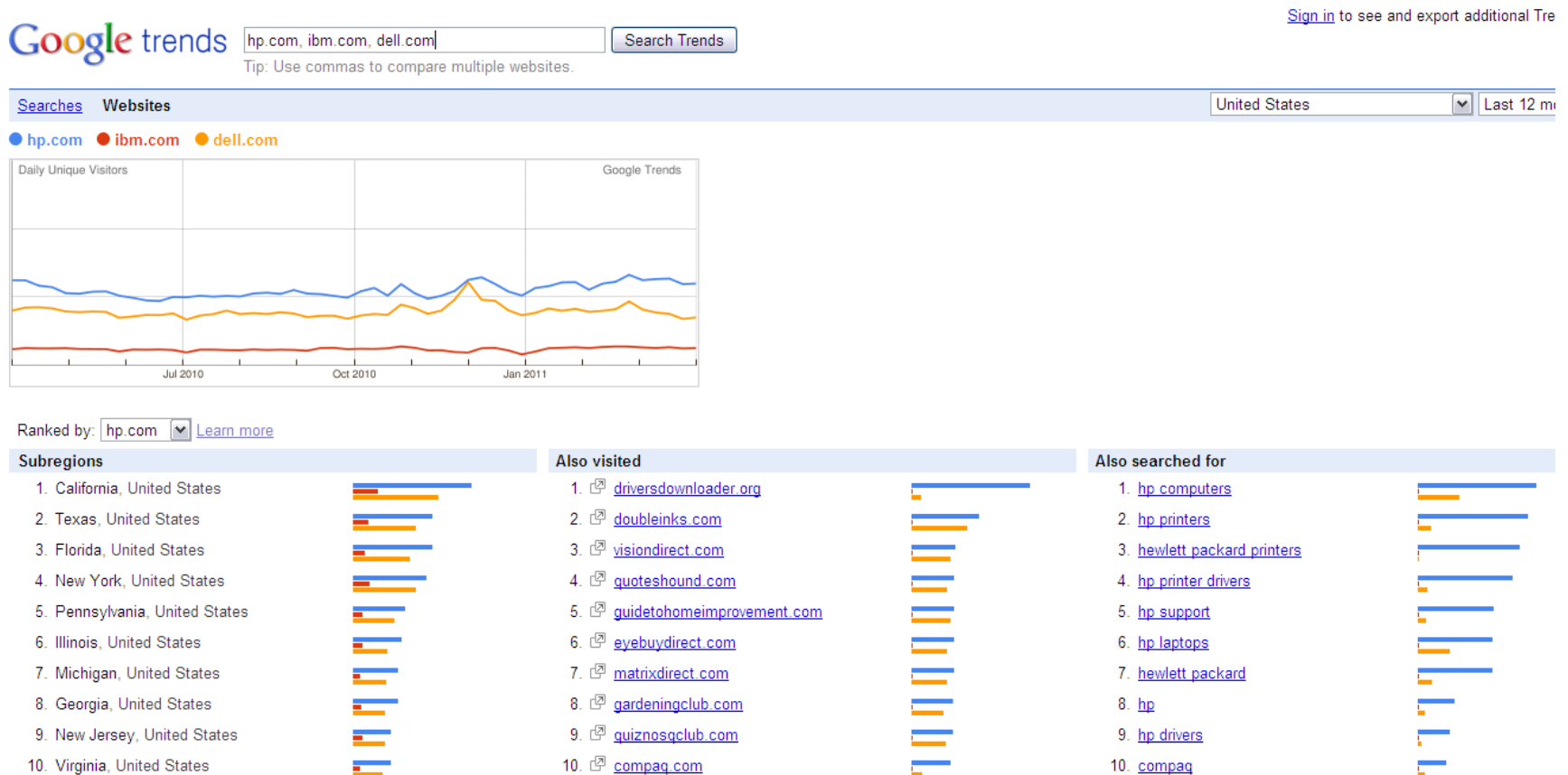
* The last value on the graph is based on partial data and may change. [Learn more](#)

[Google](#) [Embed this chart](#)

Google Trends

<http://trends.google.com/trends>

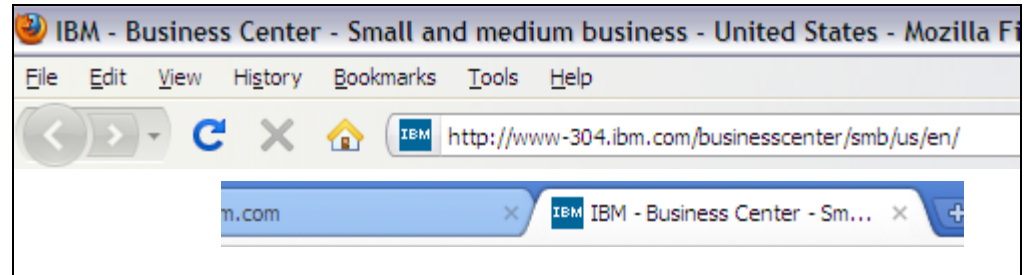
- Use Google Trends to identify trends in key search terms
- Trends also helps you build your seed list by looking at your site, competitor sites, seeing where users went and what else they searched for



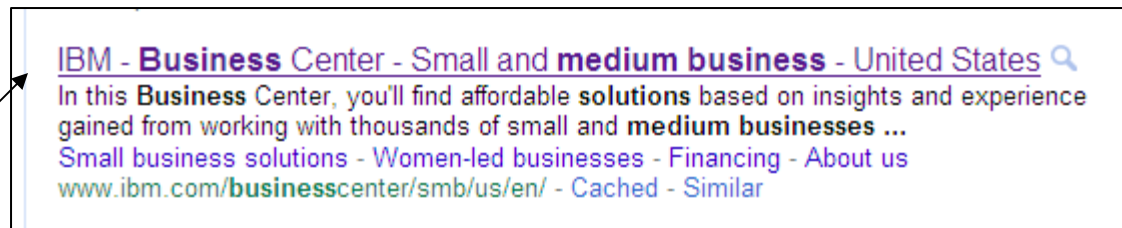
Optimizing Your Pages

Title Tag

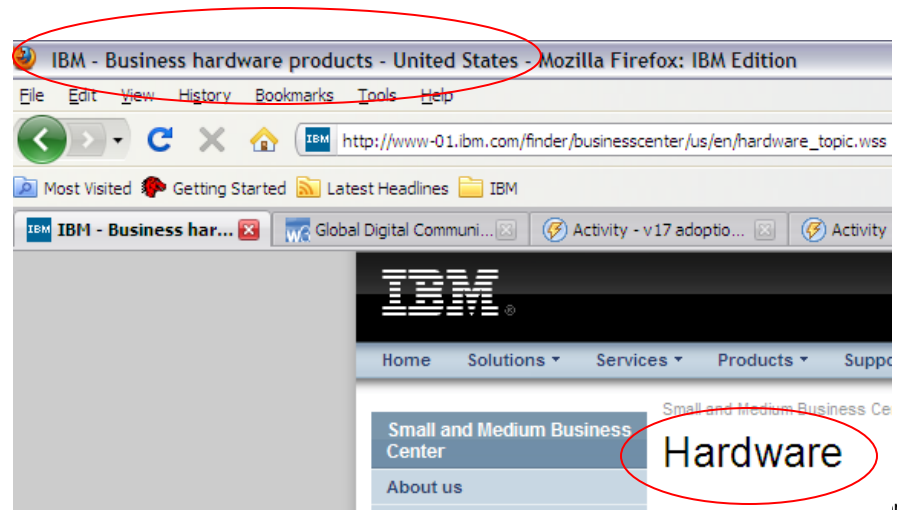
The title tag looks like this in your code: `<title>IBM - Business Center - Small and medium business - United States</title>`



It shows up in 2 important places:
on the top bar of the browser
(or tabs), and
in Google search results



The title tag is not the same as the page title. The title tag here is "IBM – Business hardware products – United States". The page title is "Hardware".



How To Write The Title Tag

- Use your keyword(s) in the title tag
- Place your keyword(s) as close to the beginning as possible. Title tags should always begin with “IBM”. Your keyword(s) should appear as soon as possible after that.
- Keep the title to 65 characters or fewer
- If you use an acronym, spell it out as well
- Each page should have a unique title tag
- Make sure the title tag is readable and informative to humans, not just a list of keywords
- Include call to action words, such as benefits, right within title tag where possible

Writing Body Copy

Keywords in the first sentence

- Place keywords in the first 25 words in the visible text of the page to increase keyword prominence. The first sentence of the page should be a brief statement of a specific call to action or purpose of the page.
- Engines such as Google may create the description for the results page by displaying the first sentence on the page that encapsulates the keyword that was entered by the user in the search field.
- If possible the keyword should be the first word of the string.
- Your page will also be more relevant if your keyword appears at the end of the visible text. To do this, put your keyword in the last paragraph of your copy.

The screenshot shows the IBM Director website. A callout box points to the first sentence of the main content: "The new IBM Director." with the text "Keyword as first word in string and in first sentence." Another callout box points to the end of the "Why IBM Director" section: "maximum systems availability and lower IT costs. [Learn more](#)" with the text "Keyword near end of visible text." The website layout includes a navigation bar, a sidebar with links like "About IBM Director" and "Download V5.10 demo", and a main content area with sections for "Featured topics" and "Director extensions".

Keyword formatting

- Keywords appearing as emphasized or bolded text stand out to search engine spiders by increasing the keyword prominence factor.
- For example, spiders allocate more value to words found in the <h1> HTML tag, which creates the content page title or headline.
- Include keywords in and around hyperlinks. Like emphasized text, if your keyword phrase appears in or near a hyperlink, search engines will determine that it is more relevant.

The screenshot shows the IBM System Storage website. Annotations highlight various keyword formatting techniques:

- Page title text:** A red box highlights the breadcrumb navigation "IBM Systems > System Storage" and the main heading "Network attached storage (NAS)".
- Regular text:** A callout points to the text "Network attached storage (NAS)" in the "Why IBM" section.
- Subhead text:** A callout points to the subheading "IBM Scale Out Network Attached Storage" in the "IBM Scale Out Network Attached Storage" section.
- Bold text:** A callout points to the bolded subheading "IBM Scale Out Network Attached Storage" in the same section.
- Link text:** A callout points to the link text "Network Attached Storage" in the "Learn more about IBM Scale Out Network Attached Storage" link.



Keyword ordering

- How you order your keywords on a page helps search engines determine how important that keyword is for search. If it is in the first sentence of every section or subsection within a page, the search engine will flag it as a primary keyword on that page.
- If you build a logically structured page, with a hierarchy of terms and concepts, the spider will more easily rank the relative importance of keywords within the hierarchy.
- HTML formatting, such as headings, bolded text, ordered lists, on-page anchor links, and organization, is critical to determining the page structure.

The screenshot shows the IBM WebSphere software page. The main heading "WebSphere software" is highlighted with a red box. Below it, the "New product announcements" section includes "Business agility solutions" and "IBM Business Process Manager - Powerfully Simple". The "Why WebSphere® Software" section describes it as "Software for SOA environments that enables dynamic, interconnected business processes, and delivers highly effective application infrastructures for all business situations." The "What we offer" section lists "Featured WebSphere Products" (IBM ILOG JRules Enterprise, WebSphere Application Server, WebSphere DataPower) and "Core WebSphere Solutions" (Application Infrastructure, Application Integration, Business process management, Other WebSphere Solutions). The "WebSphere whitepapers" section offers a "Download a Free Whitepaper" and lists topics like "Building a Business Case for Business Process Management" and "WebSphere BPM Helps Retailers Streamline Inventory and Vendor Business Processes". The "WebSphere demos" section offers a "Watch a Free Demo".

Keyword proximity

Keep keyword phrases together. When search engines cannot find an exact match they will look for the individual keywords that are close to each other. This is called **keyword proximity**. This is an excellent way to integrate keyword variations on the page.

The screenshot shows the IBM Test services page. A red box highlights the title "Test services". A blue speech bubble contains the text: "If your keyword is 'test services' you may want to rewrite the sentence to improve keyword proximity...i.e. 'IBM's state-of-the-art facilities provide a full range of test services to...'". The words "test" and "services" in the main text are also highlighted with red boxes. The main text reads: "IBM's state-of-the-art **test** facilities provide a full range of **services** to OEM customers. Located in East Fishkill, N.Y., the IBM Microelectronics Test Solutions Center has been providing IBM test services for over 30 years. And for the past 10 years, we have offered the ISO9001:2000 Certified Test Solutions Center resources to provide our clients with solutions to their most challenging test problems. The IBM Microelectronics Test Solutions Center maintains a unique base of automated test equipment to enhance any manufacturer's competitive advantage through greater quality control, reliability and total support — all at a competitive price. Test Program Development, as well as Production Testing, is available on various types of test equipment, and support hardware allows production auto-handling for a complete line of packaging form factors. Our ultimate goal is to be YOUR company's Total Test Solutions Center."

Customer Satisfaction

We constantly strive to provide the optimum Test Solution to satisfy customer needs. The IBM Test Solution Team is very interested in customer feedback. Customers are contacted regularly by our operations staff to assess their level of satisfaction with the services received. Interactive communications with our customers have enabled us to achieve and maintain a high level of overall customer satisfaction.

Keywords in context

- Search engines examine all of the text in a document on a page to determine to what extent the words are relevant to each other, or to commonly used terminology.
- For example, if your keyword phrase is *PC hardware*, and other terms such as *RAM*, *CPU*, and *hard drive* also appear on the page, the search engine will determine that the page has a higher relevance than a page that did not have as many related terms on it.

The screenshot shows the IBM Academic Initiative website. A callout box at the top right explains: "Use related terms to your primary keyword. Example: Academic initiative. Related words: academia, academic resources, courseware, education delivery, teaching mainframe skills." Red boxes on the page highlight the following terms: "Academic Initiative", "academia", "academic resources", "academy", "education delivery", "teaching mainframe skills", "courseware", "training", "books", and "software".

IBM Academic Initiative
Open standards, open source and IBM resources for **academia**
Updated 4 June 2007

Get access to **academic resources**

Why IBM
Reap the benefits of open source, keep up with the latest technologies, prepare your students for the hottest jobs in the top fields, and get the resources you need to reach these goals, all at no charge.

Become a member
Join the IBM Academic Initiative and get access to our valuable resources, at no-charge.
→ Get the details
→ Apply now

Already a member?
Start taking **advantage** of the the software, **courseware**, training, teaching tools, books, and more.
→ Download software
→ Download courseware

Learn about open source | **Explore** high school resources | **Read** our latest newsletter

Top stories

- Faculty spotlight: Dr. Viniotis paves the way for SSME curriculum
- Volunteers needed to evaluate **education delivery** method
- Should you be **teaching mainframe skills** to your students? (PDF, 28KB)
- Create a Lotus Sametime bot that listens to chats in SecondLife
- New DB2 9 professional certification exams
- Prof. Andrew McGettrick on the state of computer science education
- Want to change the world? Check out the ThinkPlace Challenge
- Learn how to build a Java Web service with this Rational tutorial

Membership
→ Join now!
→ Renew membership
→ Reset your password
→ Update your profile

Worldwide sites
Select your country ▼

Quick links
→ Request or renew a Rational license key
→ Get help

Give students access to helpful resources.
→ Student software catalog (US, Canada)
→ Student Opportunity System

Newsletter subscription
enter e-mail
English ▼
HTML Text Go
View current issue.

Related links
• Student Portal
• developerWorks resource for developers
• alphaWorks emerging technologies

Academic Initiative regional sites
• Brazil
• China
• Germany
• India
• Italy
• Japan
• Portugal
• Russia

About IBM | Privacy | Contact

Keyword stemming

- Include other grammatical variations of your keyword on the same page—called *stemming*. Users might enter your keyword in many different parts of speech. For this reason, search engines give pages with multiple variations of the same keyword a higher degree of relevance than pages with uniform keyword usage.
- An example of stemming is *diet*, *dietician* and *dietary*. If a keyword is stemmed to its root form (for example *financing* and *financial* to *finance*) search engines will view anchor text, search queries, and the like containing that term as equivalent and interchangeable.

The screenshot shows the IBM Lotus Notes and Domino 8 website. A speech bubble points to the word "collaborate" in the main heading, with a note: "See the words highlighted in red below for stems of the word 'collaborate'".

Main heading: The future of **collaboration**

Product information:

- Lotus Notes 8**: World class collaboration gets even better with new features and capabilities. → [Learn more](#)
- Lotus Domino 8**: The feature rich messaging and collaboration platform. → [Learn more](#)

Public beta: Lotus Notes and Domino 8 beta code has been updated. Download it today!

Spotlight:

- Webcast**: Making your **collaborative** environment work harder for improved productivity
- Community**: Join the **community** of Notes and Domino **collaborators** worldwide
- Lotus Notes and Domino 8 Reviewer's Guide**: → [Lotus Notes 8 preview demo](#)

Related links:

- Application Development
- Service Oriented Architecture
- Lotus Notes & Domino 7
- Lotus Mobile & Wireless
- Business Partners
- Warranty info

Lotus software: We're here to help. Easy ways to get the answers you need. Call me, E-mail us, or call us at: 800-465-6887, Priority code: 104CBW74

Events: Lotus Executive Panel Session: Join Mike Rhodin, Lotus GM and key Lotus Executives for a mid year 2007 update. Collaboration University, Technical Training Events: Coming soon, July and September

Highlights: → [Prepare for Lotus Notes and Domino 8](#)

Document options:

- Get Adobe® Reader
- Get Adobe® Flash Player

Keywords & acronyms

- Include the spelled out form of your acronym in close proximity to the use of the acronym. IBM style dictates that you spell out your term on first reference and include the acronym in parentheses right after the term's first use. This also helps search engine ranking.
- Do not rely solely on the acronym after first reference. Use the spelled out version frequently, especially at the start of a major subsection and in link text.
- For example, include *Customer relationship management (CRM)*, *CRM solution*, and *CRM solutions* in the same page. Use keyword research to determine which is more popular – the phrase or acronym.



Write descriptive link text

- Link text is one of the essential areas engines scan to determine keyword rankings. Where practical, incorporate the keyword phrase, product name, or product category related to the content of the page to which you are linking.
- Creates a contextual bond to the page that is it linking to making it more relevant.

The screenshot shows the IBM website's 'Service Oriented Architecture — SOA' page. The page features a navigation bar with links like 'Home', 'Products', 'Services & industry solutions', 'Support & downloads', and 'My IBM'. A left sidebar lists categories such as 'SOA from IBM', 'Products', 'SOA Entry Points', 'Webcasts', 'Events', 'Success stories', 'News', 'Library', 'Education', and 'Services'. The main content area is titled 'Service Oriented Architecture — SOA' and includes a banner for 'THE FUTURE OF BUSINESS' with the tagline 'Aligning business and IT for enduring impact'. Below the banner, there is a section titled 'Why Service Oriented Architecture' which describes SOA as an architectural approach for integrating business tasks and services. A red box highlights a link within this section: '→ Learn about SOA products and services from IBM'. A blue callout box with a pointer to this link contains the text 'Example of descriptive link text.'.

United States [change] | Terms of use

IBM®

Home | Products | Services & industry solutions | Support & downloads | My IBM

Software >

Service Oriented Architecture — SOA

THE FUTURE OF BUSINESS
Aligning business and IT for enduring impact

Read the whitepaper

Example of descriptive link text.

Why Service Oriented Architecture

Service Oriented Architecture (SOA) is an architectural approach that supports integrating your business as linked, repeatable business tasks, or services. SOA helps users build composite applications, which are applications that draw upon functionality from multiple sources within and beyond the enterprise to support horizontal business processes

→ Learn about SOA products and services from IBM

Stages of SOA adoption

SOA Video on Demand

New to SOA?

We're here to help

Easy ways to get the answers you need.

Call me now

E-mail us

or call us at
877-426-3774
Priority code:
104CB65W

Write solutions to problems

- Searchers don't necessarily use formal solution names, rather they use language to help them solve problems.
- Action words such as *improve*, *enhance*, and *reduce* work just as well as *improve productivity* or *consolidate resources*.
- Common industry problems include lowering total cost of ownership, increasing revenue, and increasing customer satisfaction.
- Solutions that include an expected return on investment will rank higher than those that do not.

The screenshot shows the IBM Director website. A callout box points to the text: "Example depicts action words 'realize' and 'lower' to solve problems." The website content includes:

- IBM Director** header with navigation links: Home, Business solutions, IT services, Products, Support & downloads, My IBM.
- Systems management** sidebar with links: IBM Director, About IBM Director, IBM Director Agent, Extensions, Upward integration, Partners in management, Downloads, Subscription services, Documentation and resources, Ready to buy.
- The new IBM Director.** Main headline with a "Learn more" link.
- Why IBM Director** section: "IBM Director is an integrated, easy-to-use suite of tools that provide customers with flexible systems management capabilities to help realize maximum systems availability and lower IT costs. [Learn more](#)"
- Featured topics** section:
 - Announcing Director 5.20**: Richer, broader systems management capabilities and expanded support for superior hardware management. [Learn more](#)
 - IBM PowerExecutive**: Allows direct power monitoring through IBM Director and helps customer monitor power consumption to allow better utilization of available power resources. [Learn more](#)
 - Stay up-to-date**: Through IBM Subscription Services, you will receive proactive notification of new upgrades, patches and support information. [Learn more](#)
- Director extensions** section:
 - Deploy**: Remote Deployment Manager, z/VM Center
 - Monitor and alert**: Capacity Manager, System Availability, Electronic Service Agent
 - Optimize**: Capacity Manager, Virtualization Manager, IBM PowerExecutive
 - Analyze and troubleshoot**: System Availability
 - Maintain and update**: Remote Deployment Manager, Software Distribution Premium Edition
- IBM reference videos** section:
 - Iris Wireless (Telecommunications): Broadband (WMV, 6.40 MB), Dial-up (WMV, 1.10 MB)
 - Hudson's Bay Company (Retail): Broadband (WMV, 21 MB), Dial-up (WMV, 3.15 MB)
- Lab services** section: [Lab services for IBM Director](#)
- User support** section: [IBM Director customer forum](#), [Software & hardware support offerings](#)

Footer links: E-mail this page, Print this page, About IBM, Privacy, Contact, Terms of use, IBM feeds.

Average 300 Words Per Page

- Studies have shown that a 300-word count for each optimized page balances reader needs and search engine requirements.
- Do not add words at the expense of user experience. 100 words should be considered the minimum, 300 the average (rule of thumb).
- Recent studies have also shown that longer documents tend to rank better. It is possible that with the recent Google Panda update, robust content is rewarded.
- Using more words does not dilute relevance as long as long as there is an adequate representation of the primary keyword phrase.
- Pages should include the relevant information, especially the primary keyword phrase above the fold—that is on the first screen of the page.
- Detailed feature and benefit statements are the golden nuggets that tempt prospects and create conversions.


The screenshot shows the IBM Director website. A blue callout box in the top right corner states: "Include at least 300 words per page (391 total words on this page). Primary keyword phrase, IBM Director, used in page title, opening headline and paragraph and right column." The page title "IBM Director" is highlighted with a red box. The main heading "The new IBM Director." is also highlighted with a red box. A red box highlights the "Why IBM Director" section, which describes the product as an integrated suite of tools. The "Featured topics" section includes "Announcing Director 5.20" and "IBM PowerExecutive". The "Director extensions" section lists various management capabilities like Remote Deployment Manager, Capacity Manager, and System Availability. The "IBM reference videos" section lists videos for Broadband and Dial-up. The "Lab services" section mentions IBM Director customer forum. The "User support" section mentions software and hardware support offerings. The footer includes links for E-mail this page, Print this page, About IBM, Privacy, Contact, Terms of use, and IBM feeds.

Meta Description

code → `<meta name="description" content="IBM Business Center - Express Advantage offers a comprehensive line of solutions designed, developed and priced specifically for medium business."/>`

IBM small medium business

About 98,300,000 results (0.21 seconds)

snippet → [IBM - Business Center - Small and medium business - United States](#) 
IBM Business Center - Express Advantage offers a comprehensive line of solutions designed, developed and priced specifically for medium business.
www.ibm.com/businesscenter/smb/us/en/ - Cached

- The meta description is **not** important to Google in determining ranking
- It **is** important because Google and other search engines may use it as the preview snippet users see on search engine results pages (SERP).
- The description should use your keyword(s) and be readable to a person. It should be written to entice the reader to visit your site as its primary purpose will be to drive clicks from the SERP.
- Meta descriptions should be less than 150 characters
- You can duplicate the first 150 characters of your body copy that contain the primary keyword as your meta description.

Link Building



Search engines evaluate page rank in four ways

1. **Link quantity:**
How many links are there in and out of your pages?
2. **Link quality:**
How highly do the pages that link to your pages rank?
3. **Anchor text:**
How meaningful is the text within links to and from your pages?
4. **Link relevance:**
How closely related are the pages that link to your page?



Why search engines value external links

- Every link to your page is a vote for its quality.
- Organic search engines tally the votes when they decide which pages possess the highest page rank.
- You can use the “link:” operator in Google to see who is linking to you.



link:www.ibm.com

About 6,920 results (0.12 seconds)

eGov innovation

Log In Sign Up for free Membership

Home | eGovernment | Green | Health | Security and risk management | Education | Data Centers and

Home » News » cloud computing » IBM unveils smart cloud services, technologies for the enterprise

IBM unveils smart cloud services, technologies for the enterprise

Tags: [cloud computing](#) [IBM](#)

By eGov Innovation Editors | Apr 20, 2011

SAN FRANCISCO -- **IBM** recently unveiled its next generation cloud services and technology advances for clients moving key enterprise business processes into production cloud environments to innovate, reduce costs and increase agility.

Law.com Home | Newswire | LawJobs | CLE Center | LawCatalog | Our Sites | Advertise

LAW.COM LEGAL BLOG WATCH Quest

Register for Law.com Newswire

« August 2008 | Main | October 2008 »

Law.com Blog Network
About The Bloggers

- The Am Law Daily
- ATLawblog
- e Blog of Legal
- st
- in Scold
- Counsel to Counsel

September 30, 2008

IBM Seeks Patent on Absence of Patents

IBM, it appears, abhors an IP vacuum. By way of news-for-nerds blog [Slashdot](#) comes word that IBM is seeking to patent a tool for identifying areas within industries in which little patenting activity is taking place — thus allowing businesses to step in and fill that IP void. Filed last week with the U.S. Patent and Trademark Office, IBM's application seeks to patent **Methodologies and Analytics Tools for Identifying White Space Opportunities in a Given Industry**. "White space," as the application explains, "is a term generally used to designate one or more technical fields in which little or no IP may exist."

The need for the invention, the application says, stems from the fact that existing processes for identifying white



Why search engines value internal links

Links to your page from within your domain indicate that your page is an important element of the whole site.

- Unlike external links, you control how you use internal links.
- Effective internal linking not only affects ranking, but also page navigation, usability and customer satisfaction.
- The goal of internal links is to facilitate navigation and usability for spiders and visitors.

The screenshot shows a webpage for 'Integrated Technology Services > IT strategy and architecture services'. The main heading is 'IT strategy and architecture services' with the subtext 'Assess and design an IT infrastructure that aligns IT strategy with business priorities'. The page is divided into sections: 'What we offer' (listing IT management, transformation, and SOA consulting services), 'Featured case study' (highlighting 'IBM consultants harness the power of Web 2.0 for tiffany.com (351KB)' updated 30 Jul 2007), and 'Featured literature' (highlighting 'Six critical IT operations questions for a successful SOA deployment (725KB)' updated 14 Aug 2007). A green arrow points from a text box on the right to the case study link.

Integrated Technology Services > IT strategy and architecture services

IT strategy and architecture services

Assess and design an IT infrastructure that aligns IT strategy with business priorities

What we offer

- IT management consulting services
- IT transformation and optimization consulting services
- SOA infrastructure consulting services

Featured case study → See more

IBM consultants harness the power of Web 2.0 for tiffany.com (351KB)
Updated 30 Jul 2007

Featured literature → See more

Six critical IT operations questions for a successful SOA deployment (725KB)
Updated 14 Aug 2007
Get Adobe® Reader®

A more efficient, cost-effective IT environment can improve your return on investment and help you fund new services to support business goals

This high-performance template enables descriptive anchor text in the content space.

Improving internal links

Outbound (links to other pages on your domain)

- Use text links
- Avoid pop-ups, drop-downs or anything created by JavaScript in links as these are not typically indexed
- Use descriptive anchor text for the links that includes your keywords
- Vary anchor text targeting long tail keyword phrases

Inbound (links from other pages on your domain)

- Ensure links progress through the hierarchy of your site
- Avoid using tracking codes in URLs where possible
- Use consistent URLs throughout your area of the site
- Work with other areas of your company to cross-link relevant content.

External links - outbound

These are links to pages outside of your domain.

- Creating outbound external links increases page rank and increases your own authority
- Other sites will want to link to you if you provide quality links to useful content
- Trusted authorities have these properties:
 - Unique content
 - Inbound links from other authority sites
 - Outbound links to authority sites
 - A long history of authority
- When looking for outbound links, choose sites that are credible and relevant

External links - inbound

These are links from pages outside of your domain

- Look at existing relationships and activities such as business partners, events, content aggregators and client case studies for opportunities to develop inbound links
- Look for high ranking sites that are a good fit with your content (do a search using your keywords). Are there resource directories you can add your site to, or request to be added to? Are there directories or sites you can submit your site to like Yahoo and DMOZ?
- Research your competitors inbound links (in Google, search `link:www.yourcompetitorsURL.com` to see the list of sites that link to you're your competitor's URL). Look at each site to see how they link to your competitor and if you should and can acquire the same link.
- Check your own site's inbound links as well. Are they using the correct URL (vanity versus target)? Are they using your keyword as the anchor text for the link? Do you only have inbound links from `ibm.com` (internal)? Are they coming from sites in your own country (which are the ones Google values)?

Social Media, Link Building and Search

- Active and thoughtful participation in social media presents the best opportunity for link building
- Direct requests for links are time consuming and can be considered unethical in certain situations. But building your reputation online, providing value to your community and sharing useful content can result in others sharing your content without being asked.
- Google and Bing have both confirmed that they do look at links shared through Twitter and Facebook as one factor in determining ranking. While links shared via social media do not count as inbound links, a piece of content that has many shares in social media is likely to be ranked higher than an equivalent piece of content with no shares.
- Social media participation is not a short-term effort. But investing time, offering value and providing quality content to your community has a great potential to have a secondary effect on the ranking of your pages.

A Word of Caution About External Link Building

- Building quality external links takes time
- Attempts at inappropriate link building can harm the brand and negatively impact you with search engines. You do not want to be perceived as a spammer by customers, prospects or the search engines.
- For example: DO participate in forums and offer value, but do not begin submitting posts and link dropping in forums where you are not a member. DO provide help and information to your community, but do not put your URL in your signature and drop it at every possible opportunity so that it will be perceived as advertising. DO choose a few high quality directories to which you can submit your site, but do not submit your site to several dozen directories without regard to content.

Technical Summary

- If search engine's can not crawl your site, it will not be indexed. If your pages are not indexed, they will not be found.
- A site that relies on JavaScript or Flash to render content will not be read by search engines.
- Search engines can not submit forms to read content. Make sure not to hide critical content behind a form.
- If the robots meta tag says noindex, your page will not be indexed.
- If a directory is disallowed in robot.txt, the directory will not be crawled.
- If the page is an orphan page (not linked to anywhere in the infrastructure) it will not be indexed.
- Google looks at your URL for information. If it sees things like "sessionID" or "ID=" it may think that your page is part of a user session which may contain personal information (like a shopping cart) and not index it.
- URLs with 2 or fewer parameters are preferred.
- The speed with your page loads is also a factor for ranking. You can check yours with <http://pagespeed.googlelabs.com/>

Search Effectiveness – Working With IBM

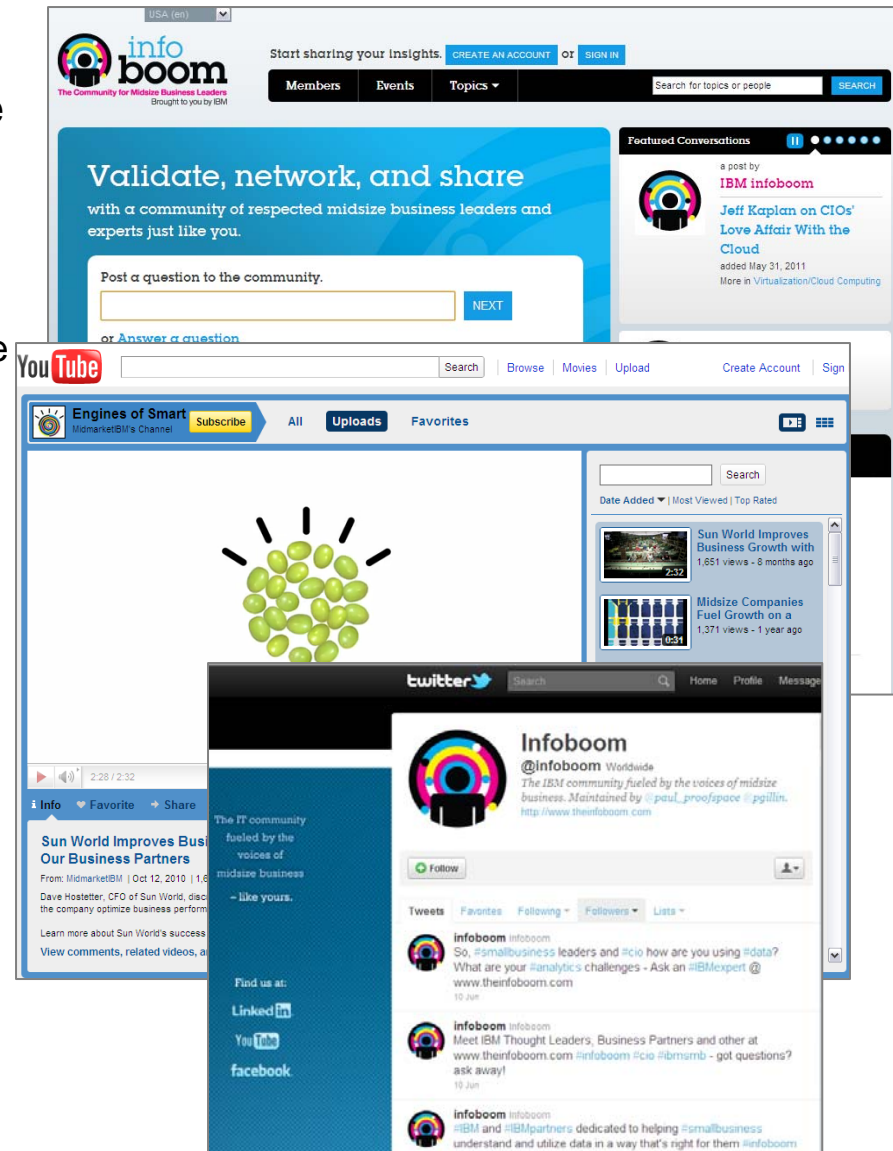
- Our mutual customers are best served through content experiences that are search optimized.

- Take the following specific steps to ensure your relationship with IBM is being represented online in its fullest capacity:
 - Link to relevant IBM pages. Include links to IBM components of your offerings, links to pages where your offering(s) and relationship with IBM are discussed and to other content that is relevant to your customers and prospects.
 - Contact ibm.com page owners to discuss relevant cross-linking opportunities. View the source of a page to determine the correct IBM contact.
 - The EDGE Widget pulls content from ibm.com into site based on tags and keywords. Visit <http://www-146.ibm.com/gallery/> for more information about adding this widget to your pages.

Social Media, Search and IBM

Connect via key social media properties to ensure timely sharing of content

- **Infoboom** - an online community experience for bloggers and expertise exchange, designed to bring together leaders of businesses, technology and IBM experts to connect around issues that matter to midsize businesses.
 - <http://www.theinfoboom.com/>
 - @infoboom facebook.com/infoboom
- Three (3) midmarket-oriented social media conversations that Business Partners may wish to follow and engage
 - Facebook group: midmarketIBM – content & discussions to help midsize companies drive greater business advantage. Will be live by July 2011.
 - Twitter handle: midmarketIBM – conversations / news to help midsize companies drive greater business advantage. Will be live by July 2011.
 - <http://www.youtube.com/midmarketIBM> - videos showing how IBM Business Partners and IBM solutions help midsize companies.



Tool URLs

- Google AdWords Keyword Tool <https://adwords.google.com/select/KeywordToolExternal>
- Google Insights <http://www.google.com/insights/search/#>
- Google Trends <http://trends.google.com/trends>
- Promedia Suggester <http://www.promediacorp.com/suggester/index.php/> (English only)
- Aaron Wall's Advanced Keyword Research Tool <http://www.seobook.com/>

Legal and Copyright Information for This Material

© Copyright IBM Corporation 2011. All rights Reserved.

References in this document to IBM products or services do not imply that IBM intends to make them available in every country.

IBM, the IBM logo, and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml.

Other company, product, or service names may be trademarks or service marks of others.

Information is provided "AS IS" without warranty of any kind.

This document may provide links or references to non-IBM Web sites and resources. IBM makes no representations, warranties, or other commitments whatsoever about any non-IBM Web sites or third-party resources (including any Lenovo Web site) that may be referenced, accessible from, or linked to any IBM site. A link to a non-IBM Web site does not mean that IBM endorses the content or use of such Web site or its owner. In addition, IBM is not a party to or responsible for any transactions you may enter into with third parties, even if you learn of such parties (or use a link to such parties) from an IBM site. Accordingly, you acknowledge and agree that IBM is not responsible for the availability of such external sites or resources, and is not responsible or liable for any content, services, products, or other materials on or available from those sites or resources.

When you access a non-IBM Web site, even one that may contain the IBM-logo, please understand that it is independent from IBM, and that IBM does not control the content on that Web site. It is up to you to take precautions to protect yourself from viruses, worms, trojan horses, and other potentially destructive programs, and to protect your information as you deem appropriate.