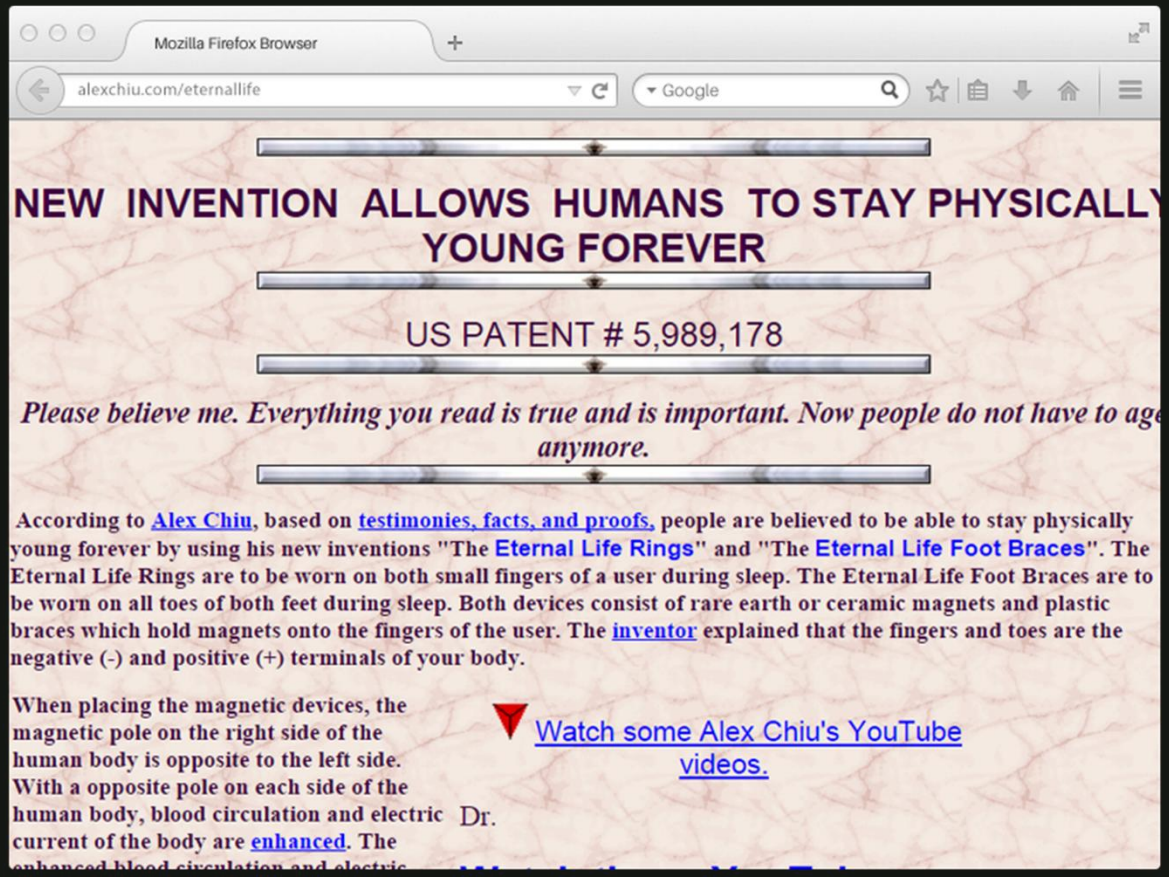
WHAT'S AFTER SEO?

Keeping your Rankings in a Highly Competitive Market

SEAN SI

INTERNET MARKETING CONSULTANT

Search Engine Optimization
Social Media Marketing
Conversion Rate Optimization
Online Reputation Management
Search Engine Marketing
Analytics
Inbound Marketing
Email Marketing



SEO

USED TO BE

LIKE THIS

http://www.google.com/search/about/insidesearch/howsearchworks/fighting-spam.html

Live spam screenshots

These pages are examples of 'pure spam.' They appear to use aggressive spam techniques such as automatically generated gibberish, cloaking and scraping content from other websites.

Removed from search results 6 hours ago

Interior Design Schools Online Online Interior Design Schools
http://interiordecorating.website/interior-design-schools-online ...
16 hours ago ... InteriorZine is a blog magazine featuring modern interior design, interior
decorating ideas, furniture, lighting, flooring, stylish homes, trends and ...

< Previous 11/53 Examples Next >

THEN
IT BECAME THIS

1. DOMAIN AGE
2. KEYWORD APPEARS IN TOP LEVEL DOMAIN:
3. KEYWORD AS FIRST WORD IN DOMAIN
4. DOMAIN REGISTRATION LENGTH
5. KEYWORD IN SUBDOMAIN NAME
6. DOMAIN HISTORY
7. EXACT MATCH DOMAIN
8. PUBLIC VS. PRIVATE WHOIS
9. PENALIZED WHOIS OWNER
10. COUNTRY TLD EXTENSION
11. KEYWORD IN TITLE TAG
12. TITLE TAG STARTS WITH KEYWORD
13. KEYWORD IN DESCRIPTION TAG
14. KEYWORD APPEARS IN H1 TAG
15. KEYWORD IS MOST FREQUENTLY USED PHRASE IN DOCUMENT
16. CONTENT LENGTH
17. KEYWORD DENSITY
18. LATENT SEMANTIC INDEXING KEYWORDS IN CONTENT (LSI)
19. LSI KEYWORDS IN TITLE AND DESCRIPTION TAGS
20. PAGE LOADING SPEED VIA HTML
21. DUPLICATE CONTENT
22. REL=CANONICAL
23. PAGE LOADING SPEED VIA CHROME
24. IMAGE OPTIMIZATION
25. RECENCY OF CONTENT UPDATES
26. MAGNITUDE OF CONTENT UPDATES
27. HISTORICAL UPDATES PAGE UPDATES
28. KEYWORD PROMINENCE
29. KEYWORD IN H2, H3 TAGS
30. KEYWORD WORD ORDER
31. OUTBOUND LINK QUALITY
32. OUTBOUND LINK THEME
33. GRAMMAR AND SPELLING
34. SYNDICATED CONTENT
35. HELPFUL SUPPLEMENTARY CONTENT
36. NUMBER OF OUTBOUND LINKS
37. MULTIMEDIA
38. NUMBER OF INTERNAL LINKS POINTING TO PAGE
39. QUALITY OF INTERNAL LINKS POINTING TO PAGE
40. BROKEN LINKS
41. READING LEVEL
42. AFFILIATE LINKS
43. HTML ERRORS/W3C VALIDATION
44. PAGE HOST'S DOMAIN AUTHORITY
45. PAGE'S PAGERANK
46. URL LENGTH
47. URL PATH
48. HUMAN EDITORS
49. PAGE CATEGORY
50. WORDPRESS TAGS

NOTE: THIS IS NOT EVEN HALF OF THE LIST. ALL IN ALL, THERE ARE 200 GOOGLE RANKING FACTORS

AND NOW IT LOOKS A LOT LIKE THIS

IT'S
A LOT TO TAKE IN

ESPECIALLY SINCE
YOU CAN ONLY DO
SO MUCH

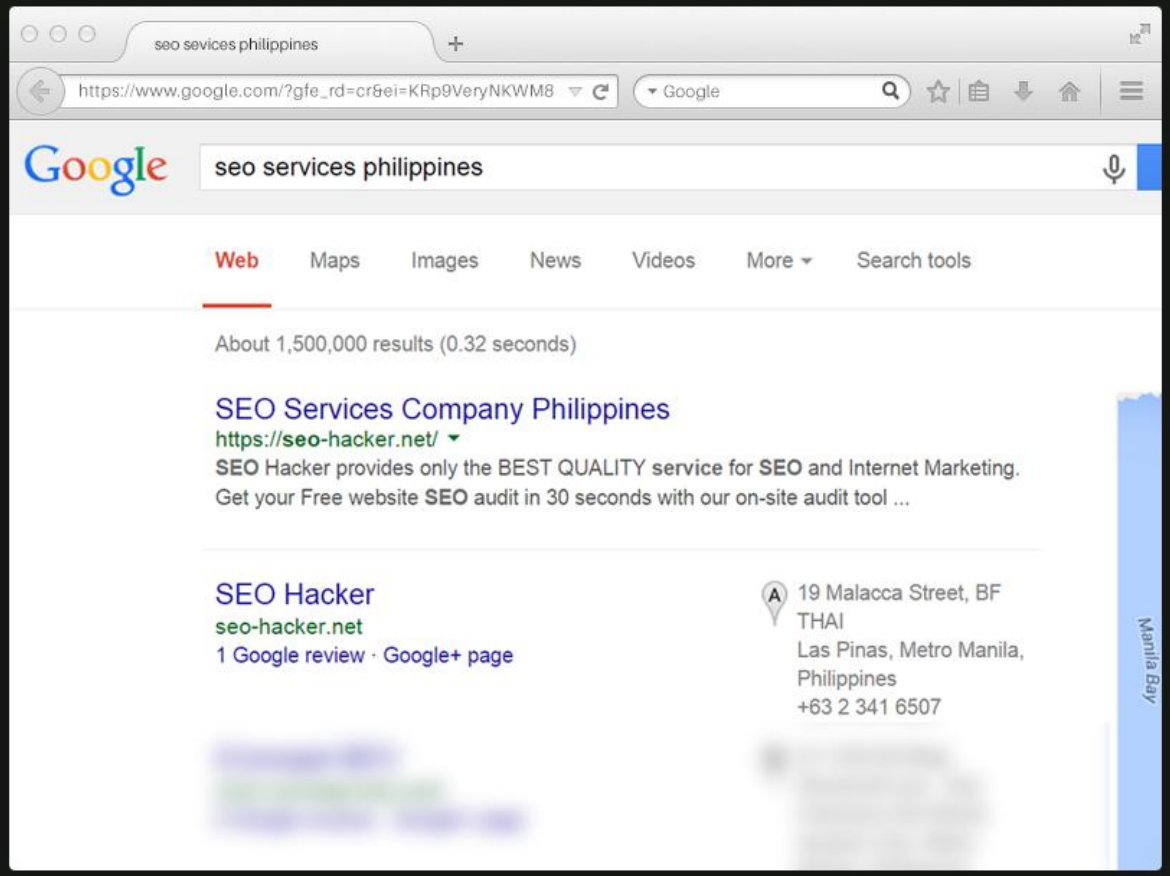
LET'S JUST SAY

YOU'RE ABLE TO RANK

WHAT'S NEXT?

WHAT'S AFTER

GETTING ALL THESE THINGS RIGHT?



AND LANDING YOUR SITE AT THE TOP

TRAFFIC
IS COMING IN

THINGS ARE GOING
SILKY SMOOTH

YOU FEEL LIKE YOU'RE

ON TOP OF THE WORLD

NOW YOU HAVE TO
ENGAGE YOUR AUDIENCE

A WEBSITE WITH A HIGH AMOUNT OF

SEARCH TRAFFIC

≠

$$$

DOESN'T MEAN IT'S A WEBSITE

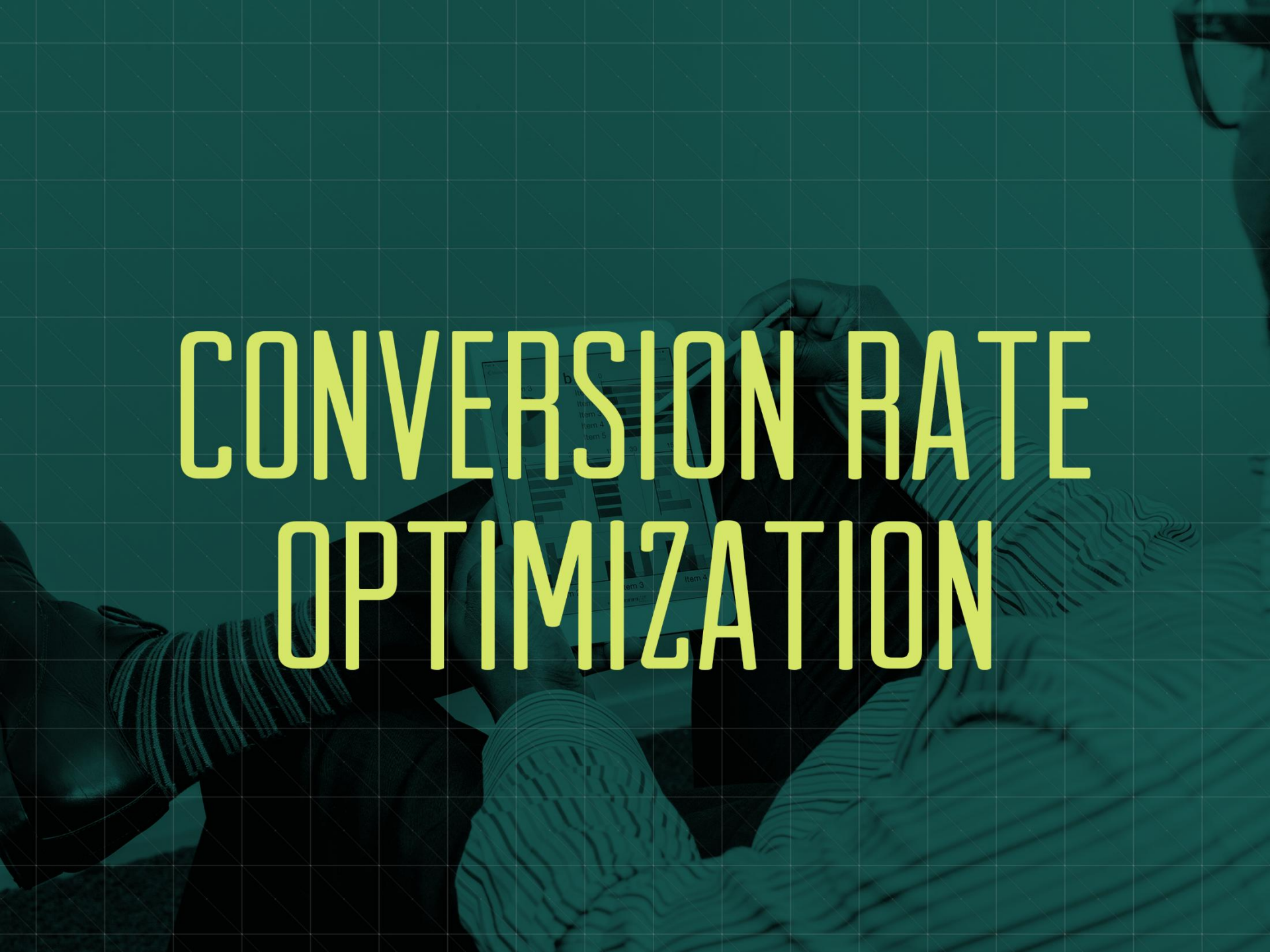
THAT CAN CONVERT WELL

WHAT IS A CONVERSION?

IT IS THE ACT OF CONVERTING SITE VISITORS
INTO PAYING CUSTOMERS

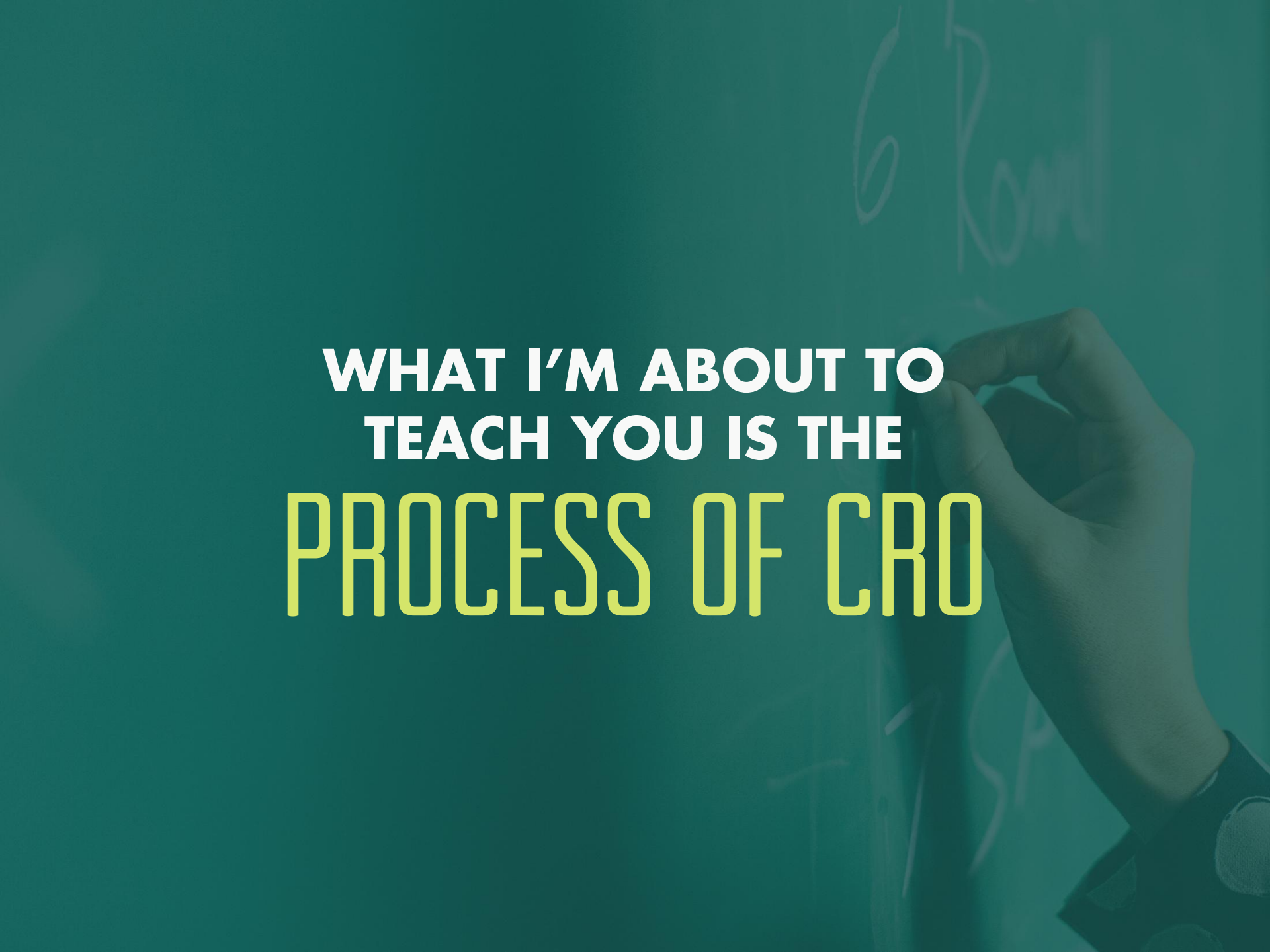
A CONVERSION CAN ALSO BE CONSIDERED AS AN ACTION THAT

TRIGGERS A PREVIOUSLY SET GOAL



CONVERSION RATE OPTIMIZATION

THE ART AND SCIENCE BEHIND INCREASING YOUR WEBSITE'S CONVERSION RATE


WHAT I'M ABOUT TO
TEACH YOU IS THE
PROCESS OF CRO

WHAT I'M ABOUT TO
TEACH YOU IS THE
PROCESS OF CRO
READY?

PIN POINT

IMPORTANT PAGES

IN YOUR SITE

THESE ARE PAGES THAT ARE CRITICAL TO YOUR

CONVERSION FUNNEL

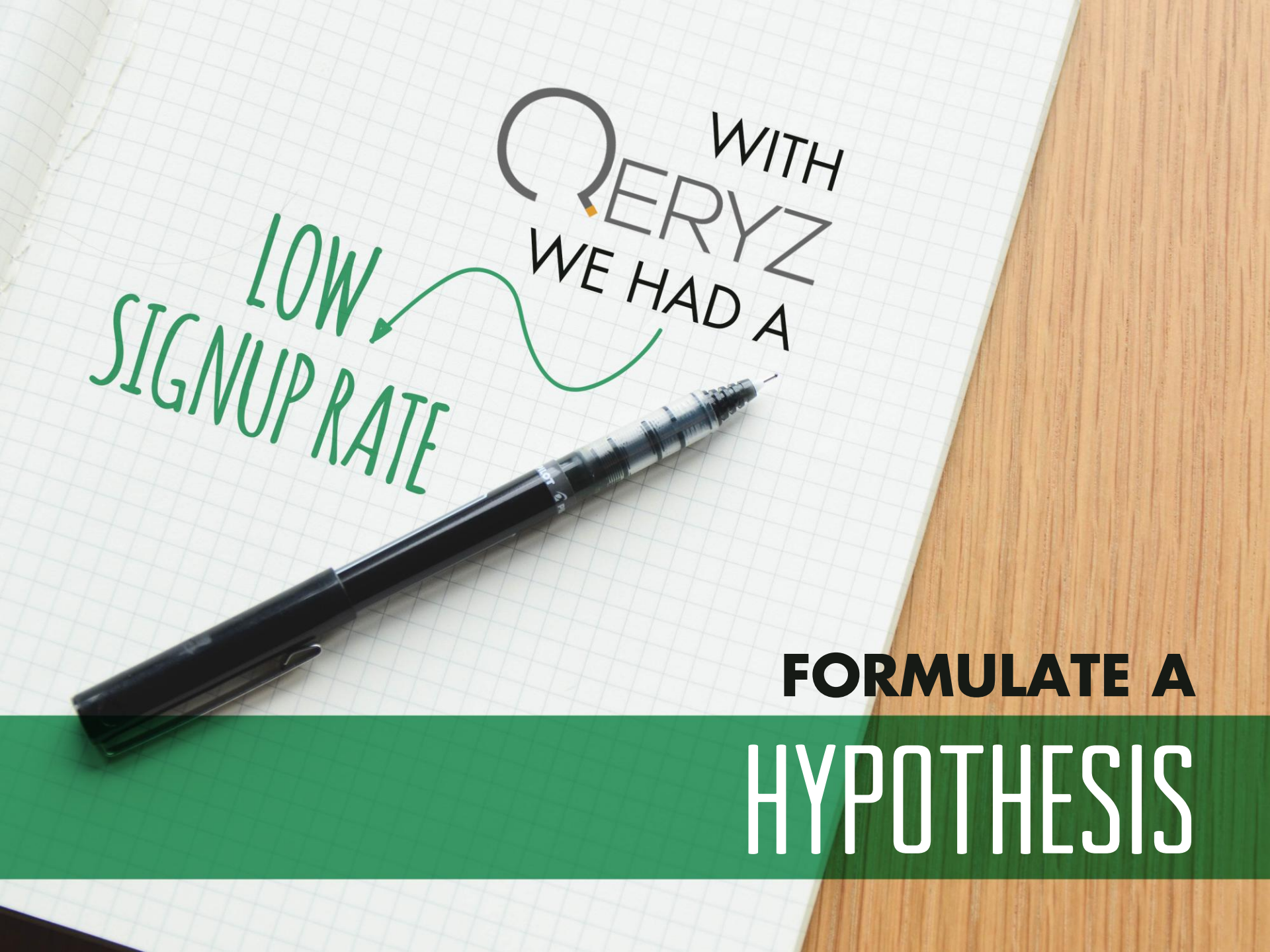
RECORD
ALL EXISTING DATA

THIS CAN BE FROM EXISTING

ANALYTICS TOOLS

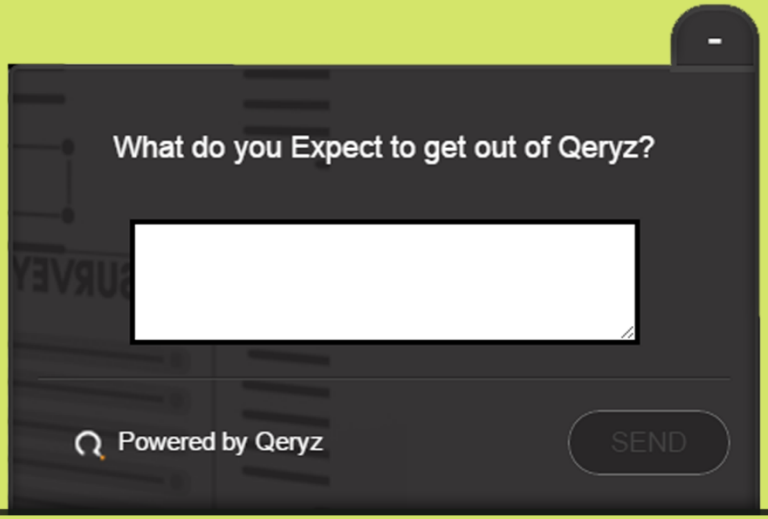
YOU WANT A BENCHMARK
TO WORK FROM

FORMULATE A HYPOTHESIS



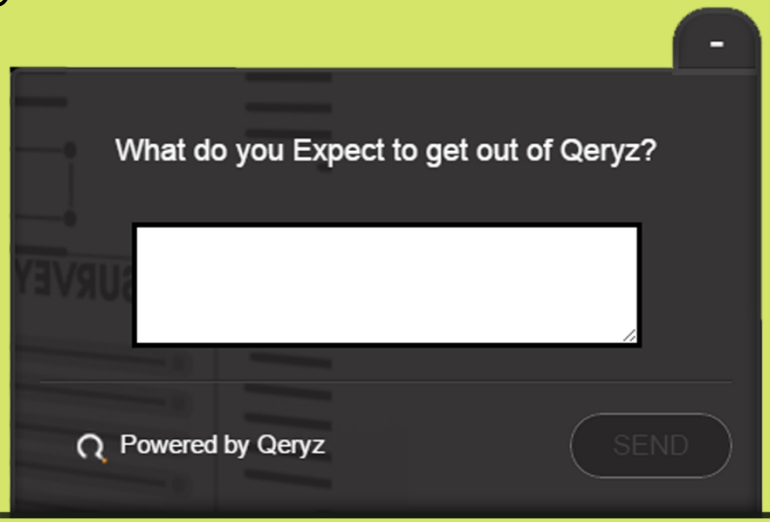
FORMULATE A

HYPOTHESIS



VALIDATE YOUR HYPOTHESIS

The best way to do it is with asking the visitors of those important pages

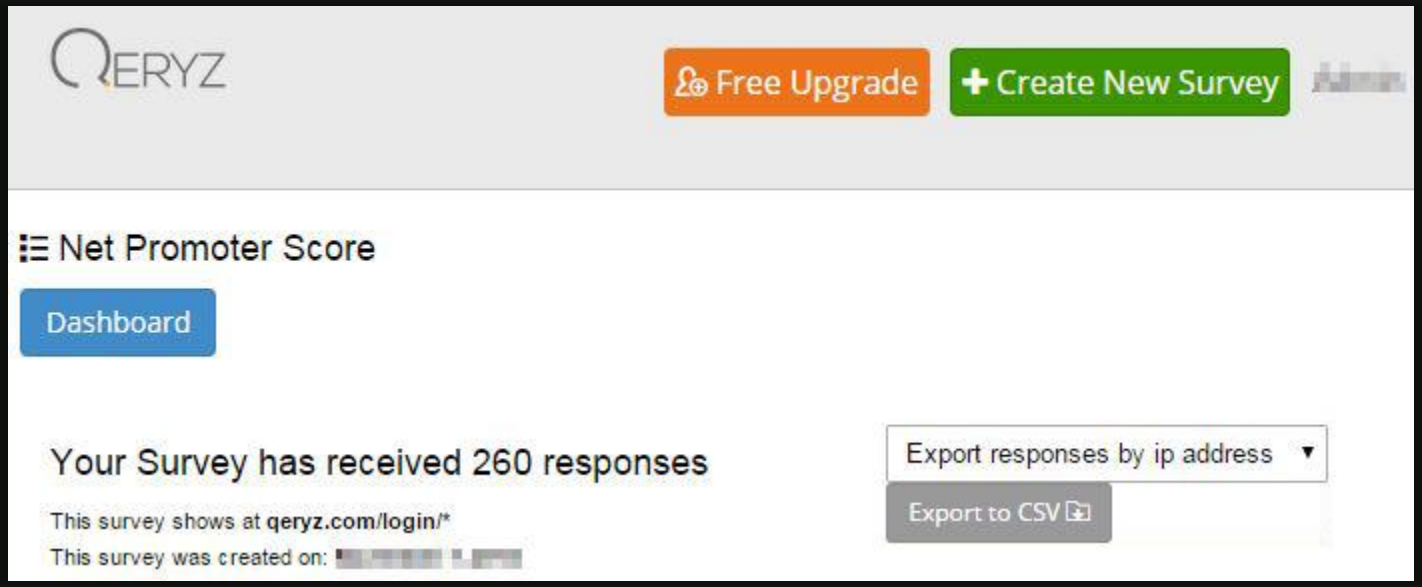


VALIDATE YOUR HYPOTHESIS

RUN A

QERYZ CAMPAIGN

FOR [X] NUMBER OF DAYS



EXPORT THE DATA TO CSV

EXPORT THE DATA TO CSV

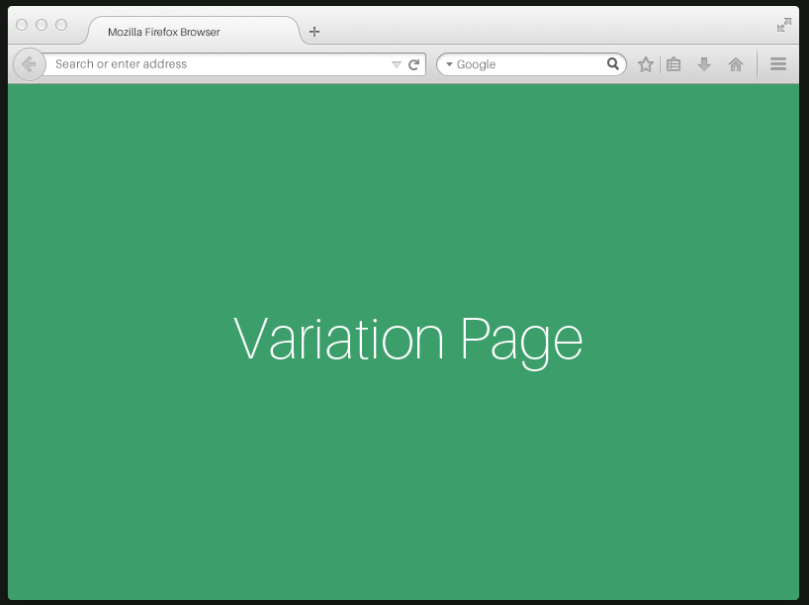
FROM THE DATA YOU'VE GATHERED,

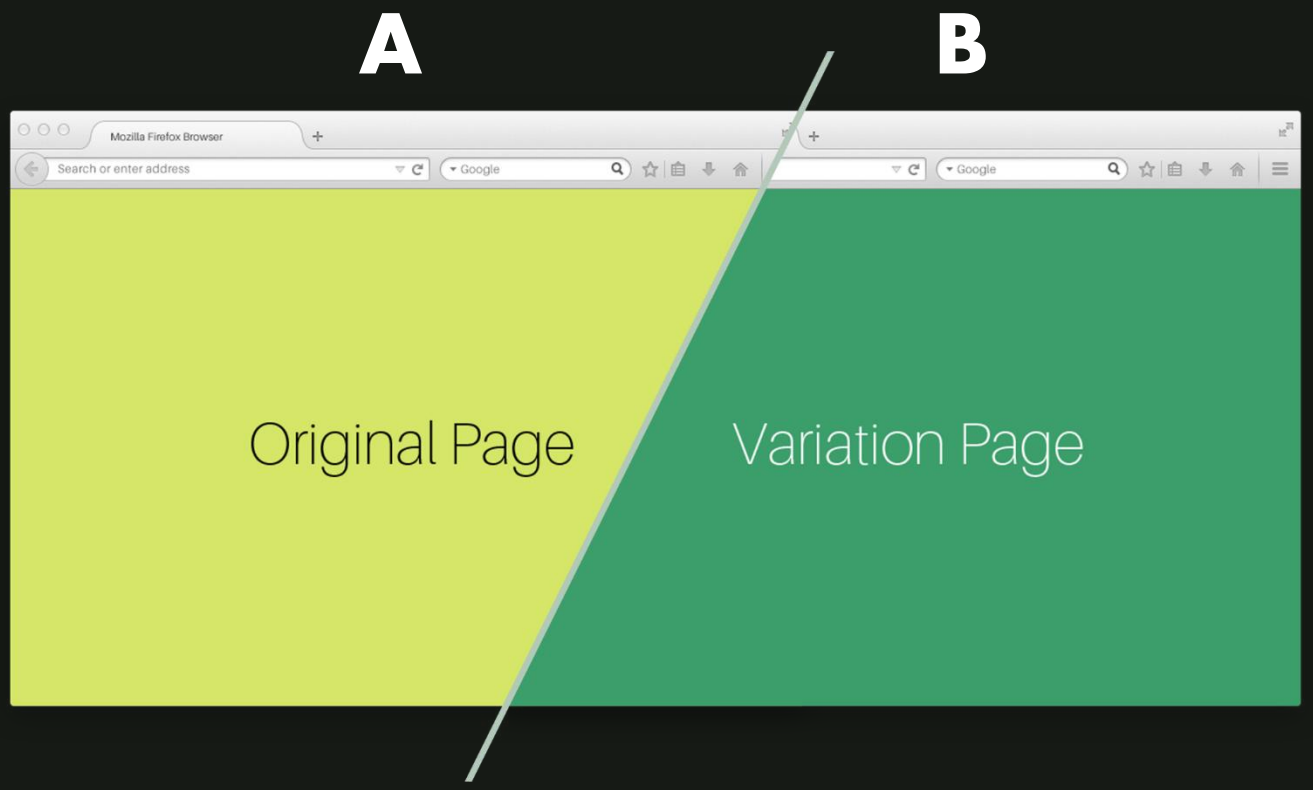
CREATE ACTION POINTS

THAT WILL VALIDATE YOUR HYPOTHESIS

CREATE A VARIATION OF YOUR PAGE

backed up with data from your hypothesis





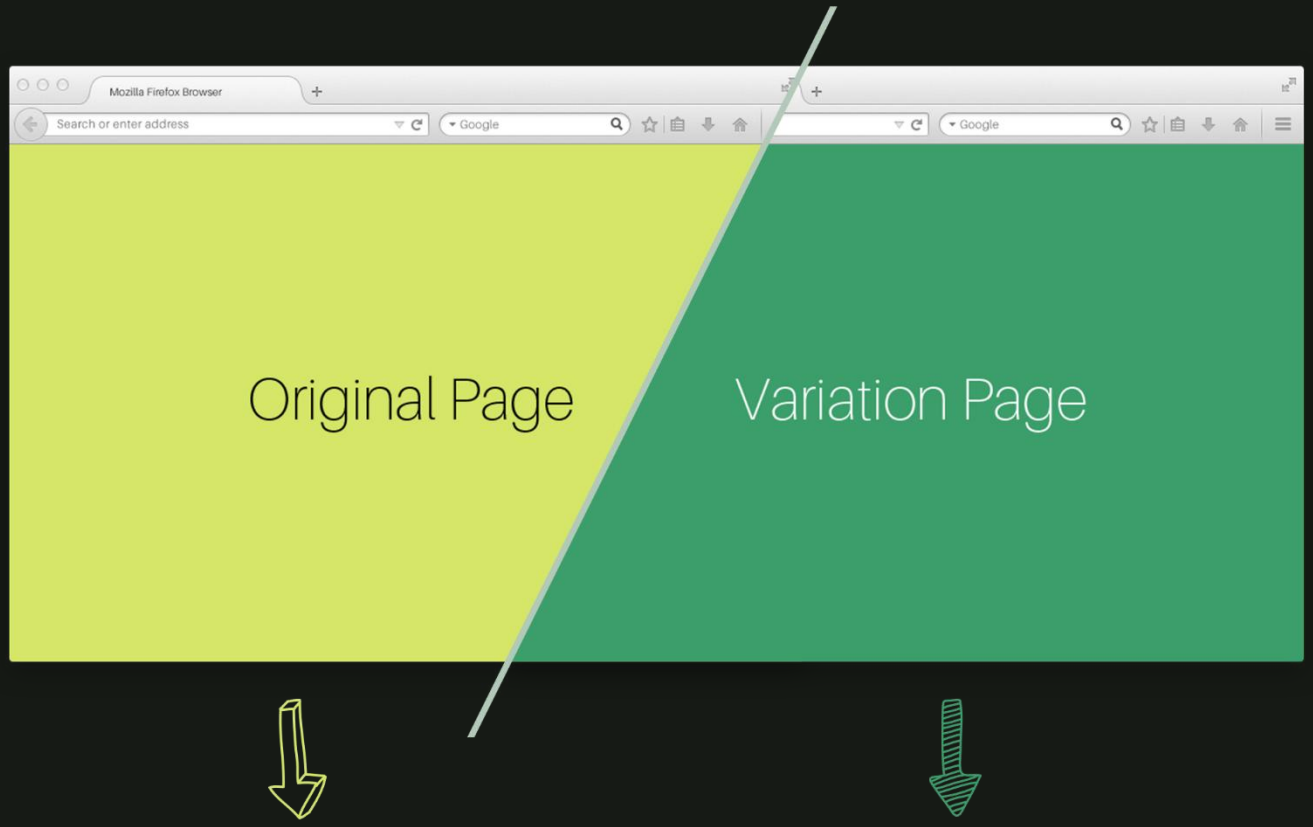
SPLIT YOUR TRAFFIC TO 50/50

YOU CAN DO THIS EASILY VIA

UNBOUNCE OR OPTIMIZELY

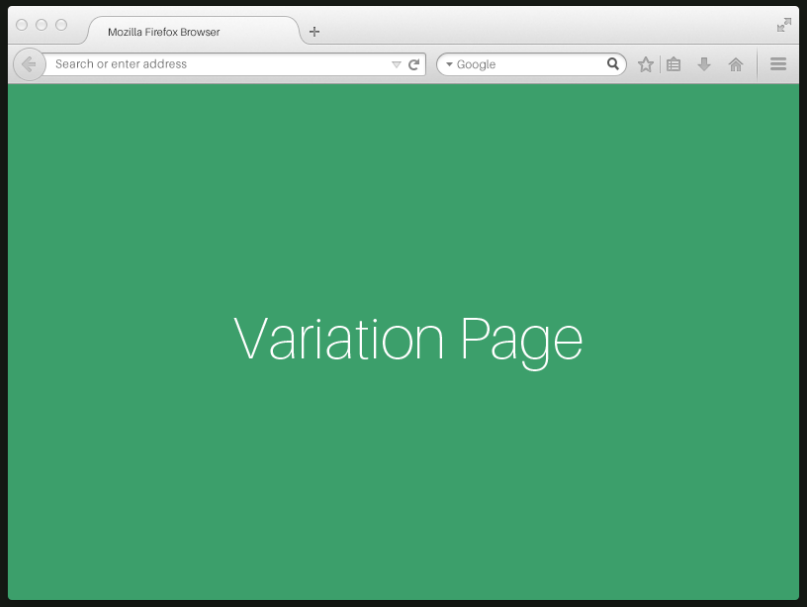
IF YOU WANT IT FOR FREE, YOU COULD HAVE YOUR WEB DEVELOPER/DESIGNER DO IT AND RUN IT VIA

Google Analytics
Content Experiments



COLLECT GOALS DATA

FROM YOUR A/B TEST



SHIP OUT THE WINNER TO RECEIVE 100% OF YOUR TRAFFIC UNTIL YOUR NEXT HYPOTHESIS

QERYZ
THE SURVEY TOOL FOR WEBSITES. GATHER. ANALYZE. CONVERT.
FEATURES
PRICING
LOGIN
REGISTER
GATHER 700% MORE DATA FROM YOUR VISITORS
Qeryz Explainer Video
HERE'S HOW
WE DID IT FOR
QERYZ
Why rely on assumptions, guesses and hypotheses? Qeryz eliminates the guesswork. Know your Traffic Today
"Sometimes all one needs is a simple insight that can trigger a big
breakthrough. Qeryz helps me know little things about my readers to gain

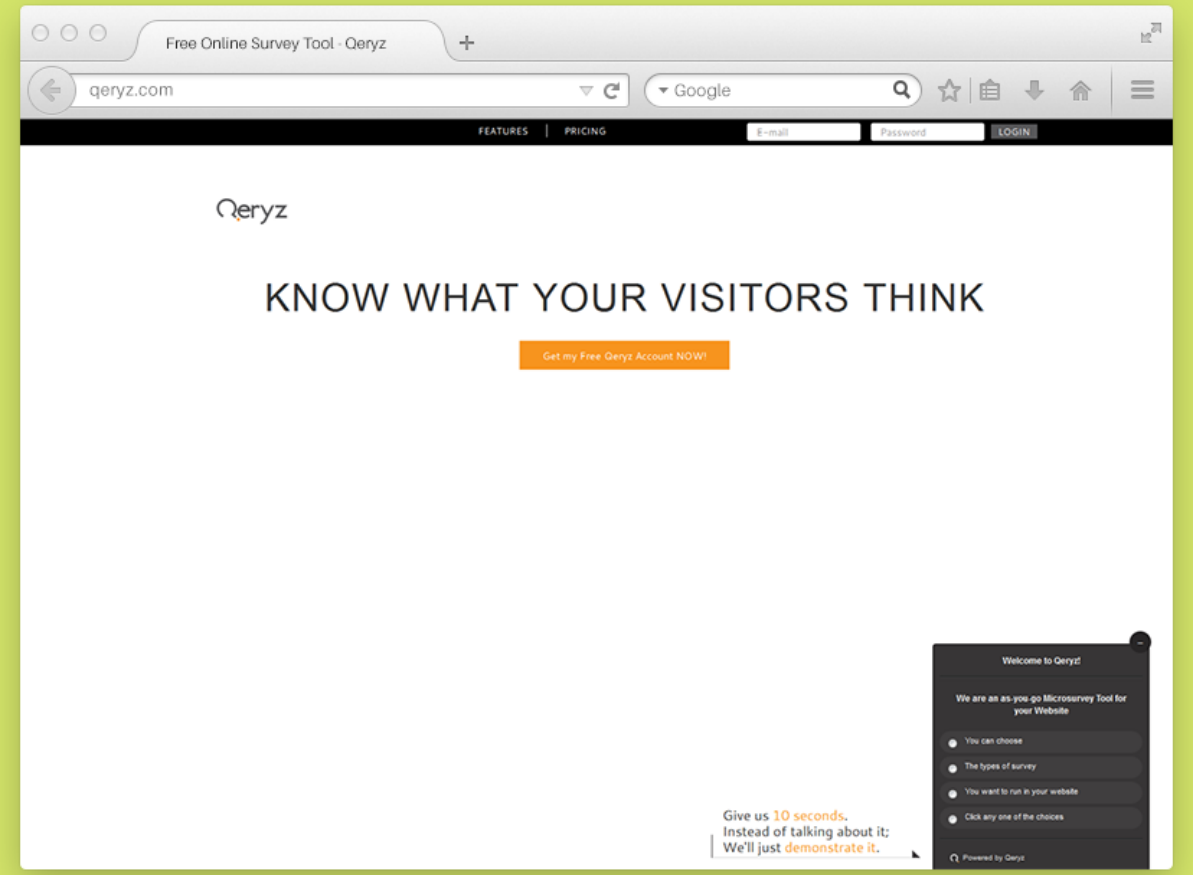
WE WERE CONVERTING
AT A VERY LOW RATE OF

2.59%

THIS IS HOW

OUR HOMEPAGE

LOOKED LIKE

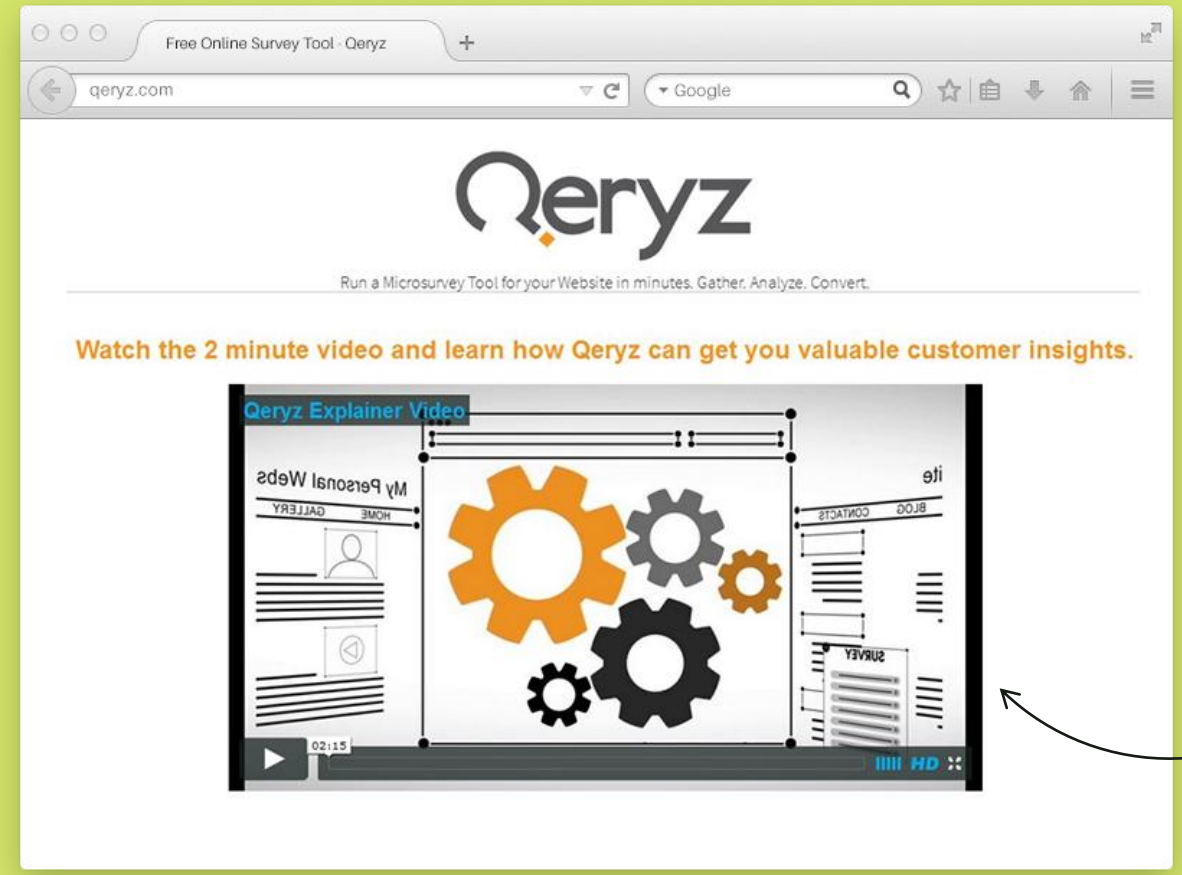


OUR GOAL WAS TO INCREASE SIGNUP RATE TO

AT LEAST 5%

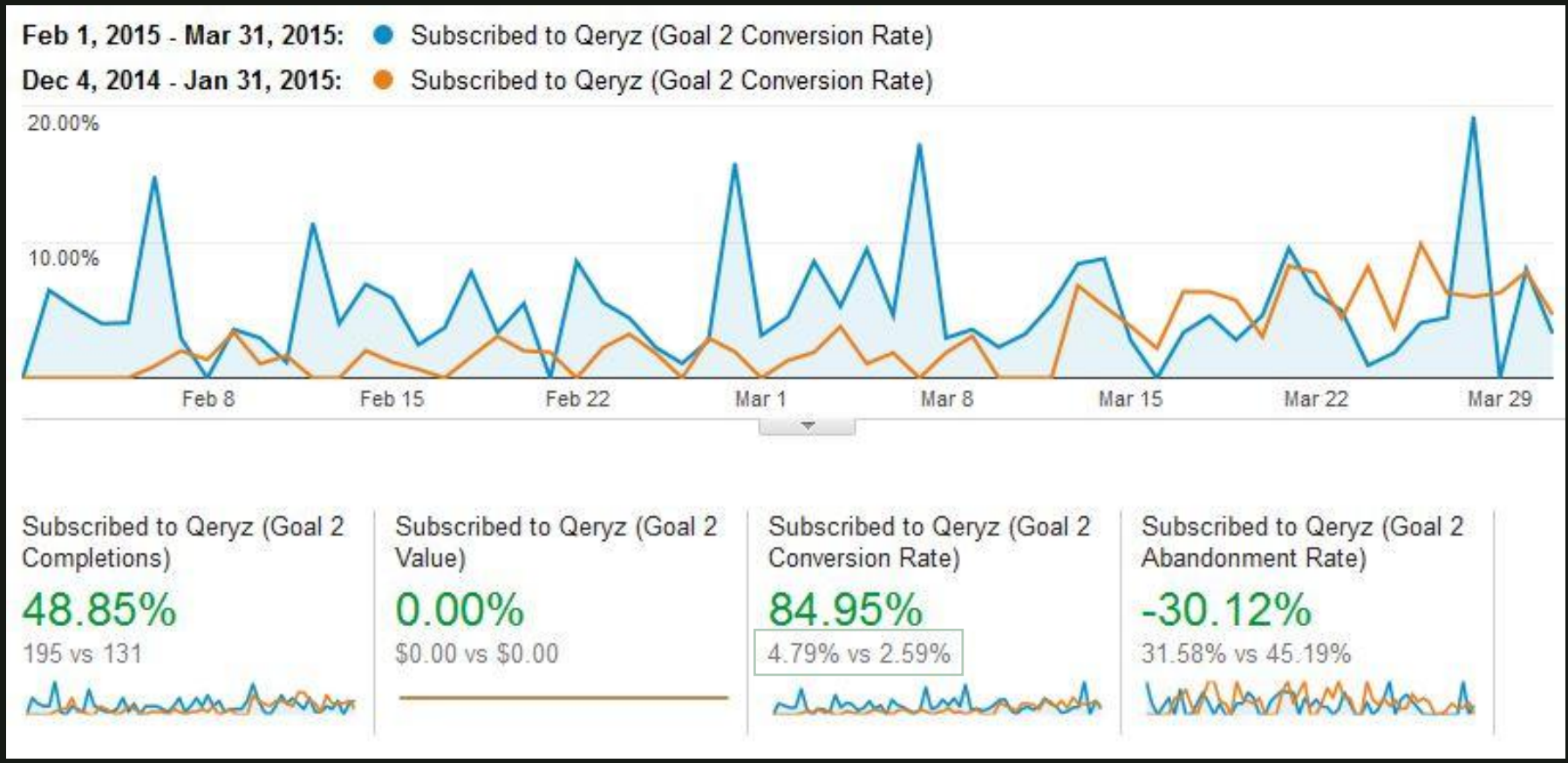
HYPOTHESIS:

WE NEED PEOPLE TO UNDERSTAND WHAT QERYZ CAN DO FOR THEM



SO WE CHANGED THE HOMEPAGE AND ADDED AN

EXPLAINER VIDEO



THAT INCREASED OUR CONVERSION RATE BY A WHOPPING

84.95%

THIS IS HOW

OUR HOMEPAGE

LOOKED LIKE THEN

BUT WE HAVEN'T REACHED OUR GOAL OF

5% SIGNUP RATE

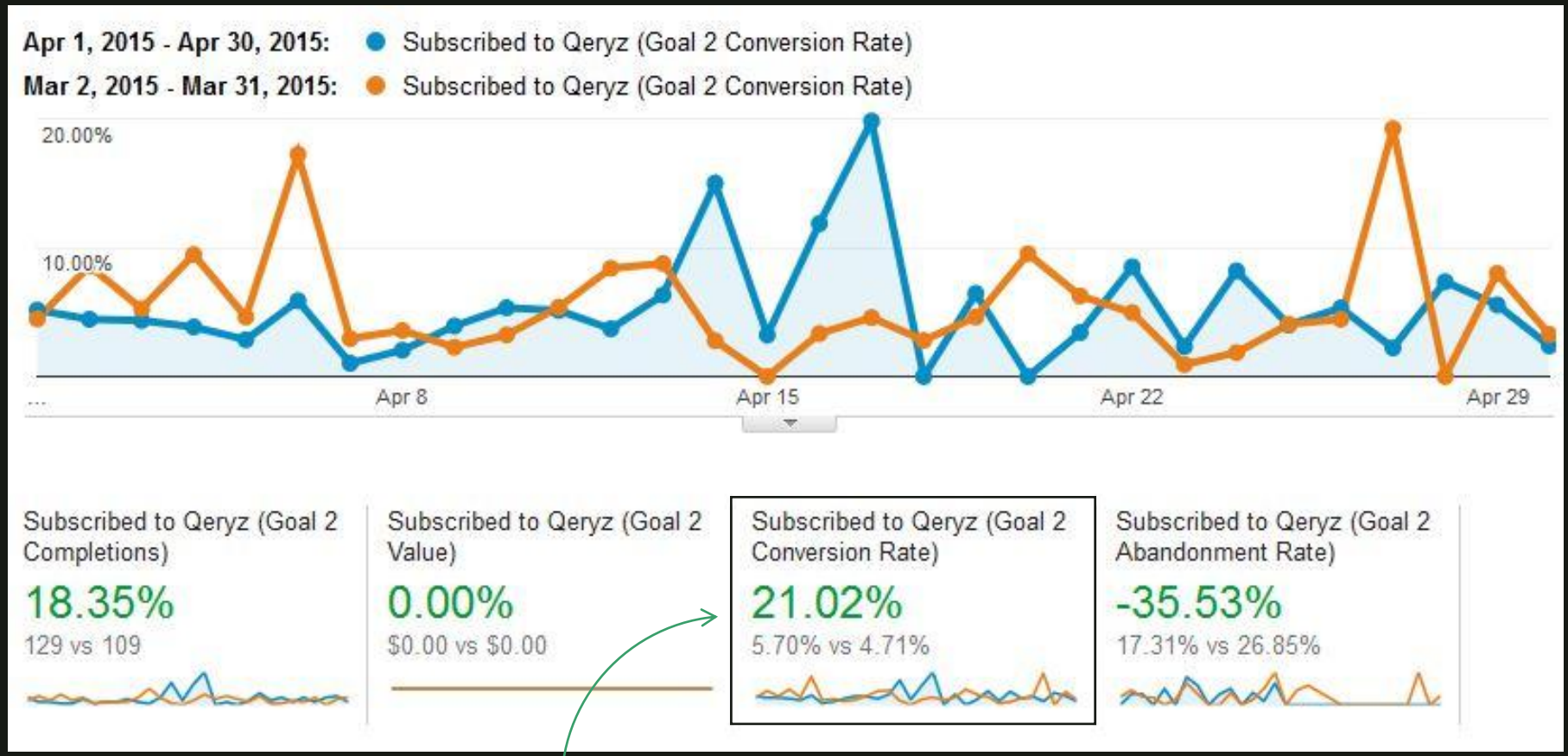
YET

SO WE CONTINUED TO TEST...

HERE WAS OUR HYPOTHESIS:

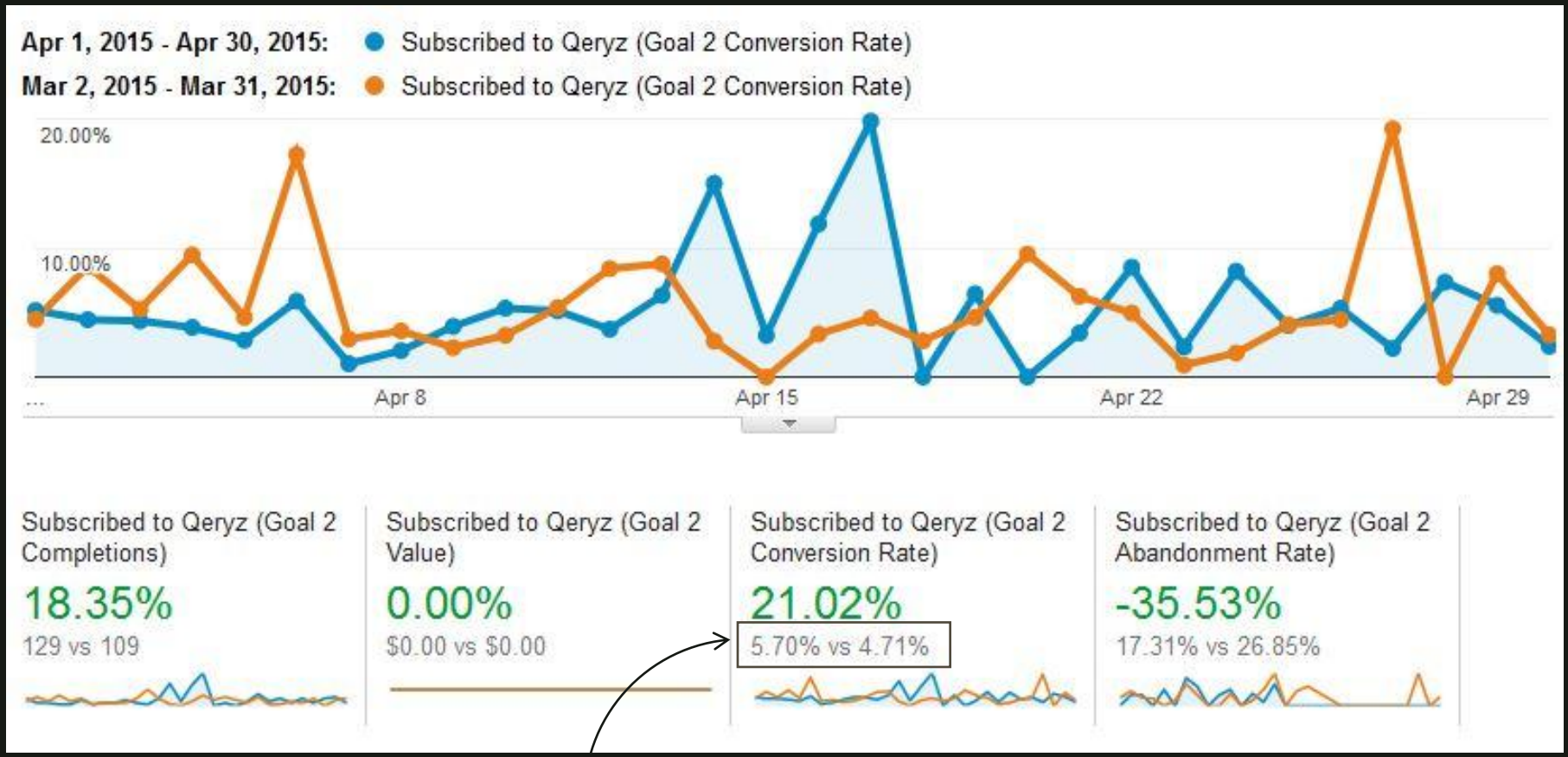
WE COULD INCREASE SIGNUPS FURTHER BY ADDING A SIGNUP FORM ON THE HOMEPAGE

THE RESULT WAS THIS



OUR SIGNUPS INCREASED BY

21.02%



HITTING OUR GOAL AT A 5.70% CONVERSION RATE

NOW HOW DOES ALL THIS

CONNECT TO SEO?

YOU PROBABLY DON'T KNOW THIS...

AND GOOGLE WON'T ADMIT
TO THIS EITHER

BUT
USER ACTIVITY
ACCOUNTS FOR A LOT TODAY

IF YOU'RE ON THE FIRST PLACE OF THE FIRST PAGE FOR YOUR TARGET KEYWORDS, YOU SHOULD BE GETTING

32% CLICK-THROUGHS

IF YOU GET ANY LESS THAN THAT,
YOU WILL BE REVIEWED
BY GOOGLE'S MANUAL REVIEW TEAM

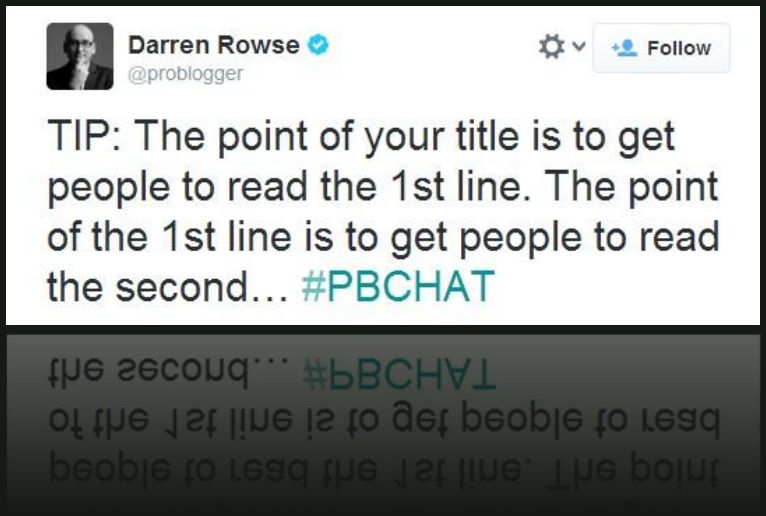
IF YOU GET THE 32%
CLICK-THROUGHS
BUT THEY BOUNCE OUT OF
YOUR SITE AND POGO STICK,
you get manually reviewed as well

SO YOU NEED TO DO

TWO THINGS

1

HAVE A CATCHY TITLE AND META DESCRIPTION

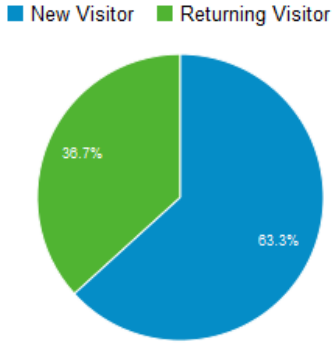


2

THEN CAPTIVATE YOUR AUDIENCE BY ENGAGING THEM IN YOUR SITE THROUGH CRO

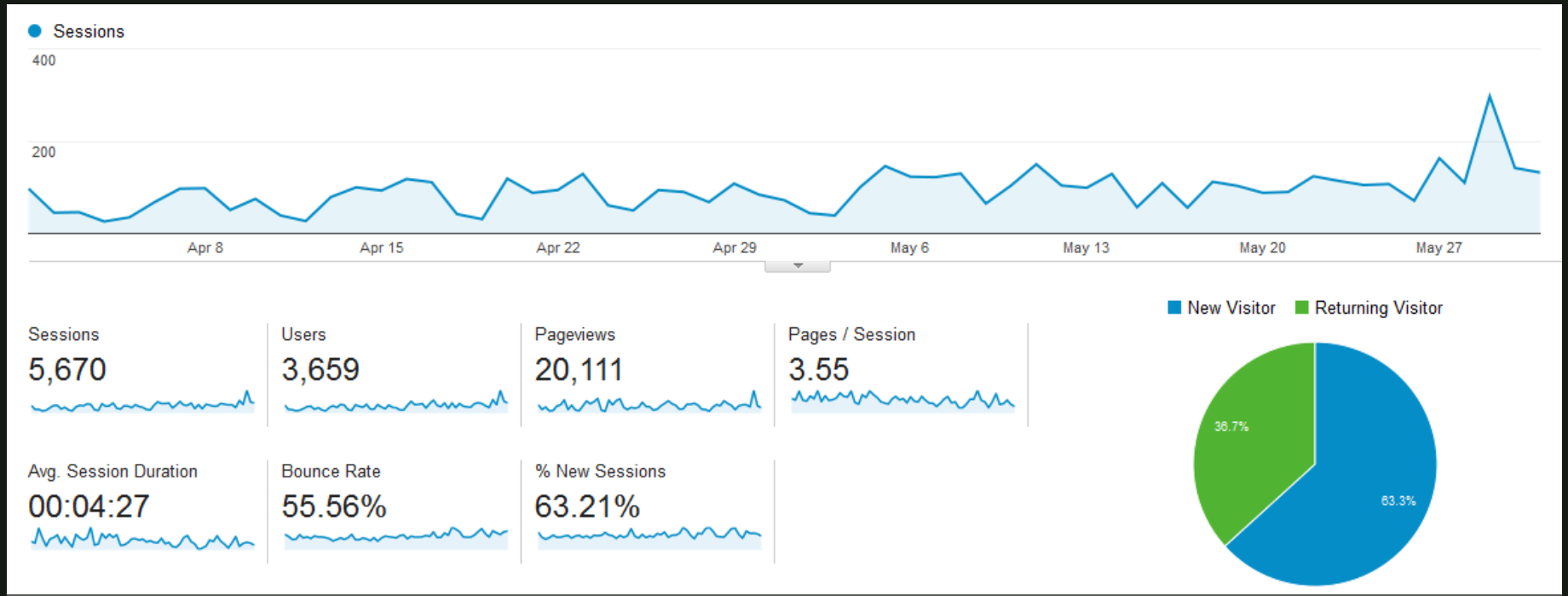
Sessions	Users	Pageviews	Pages / Session
5,670	3,659	20,111	3.55

Avg. Session Duration	Bounce Rate	% New Sessions
00:04:27	55.56%	63.21%



THIS IS OUR

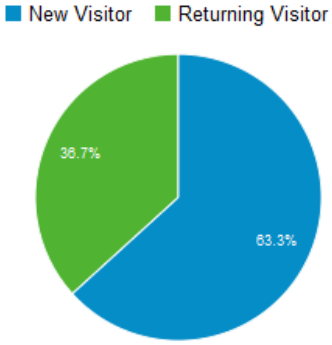
USER ENGAGEMENT DATA



WHILE MOST PEOPLE PUT THEIR SAAS TOOL IN A SUBDOMAIN, WE PUT OURS IN A SUBFOLDER

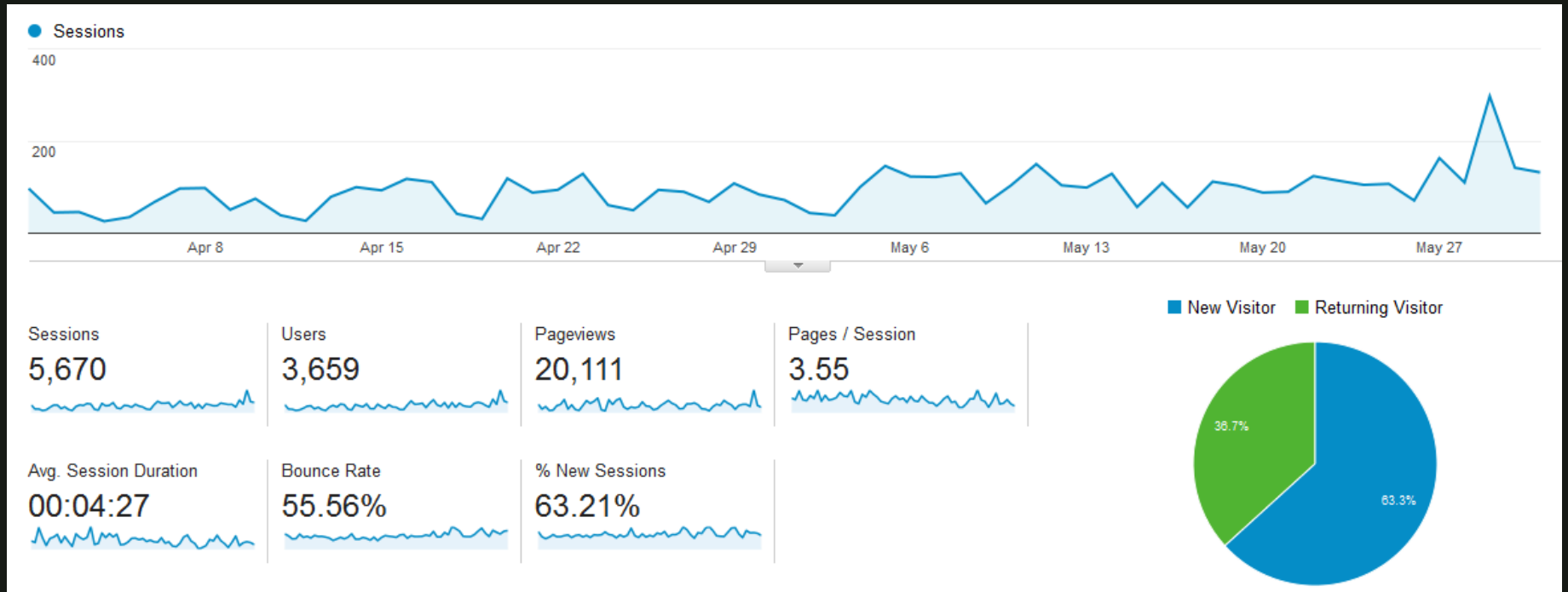
Sessions	Users	Pageviews	Pages / Session
5,670	3,659	20,111	3.55

Avg. Session Duration	Bounce Rate	% New Sessions
00:04:27	55.56%	63.21%



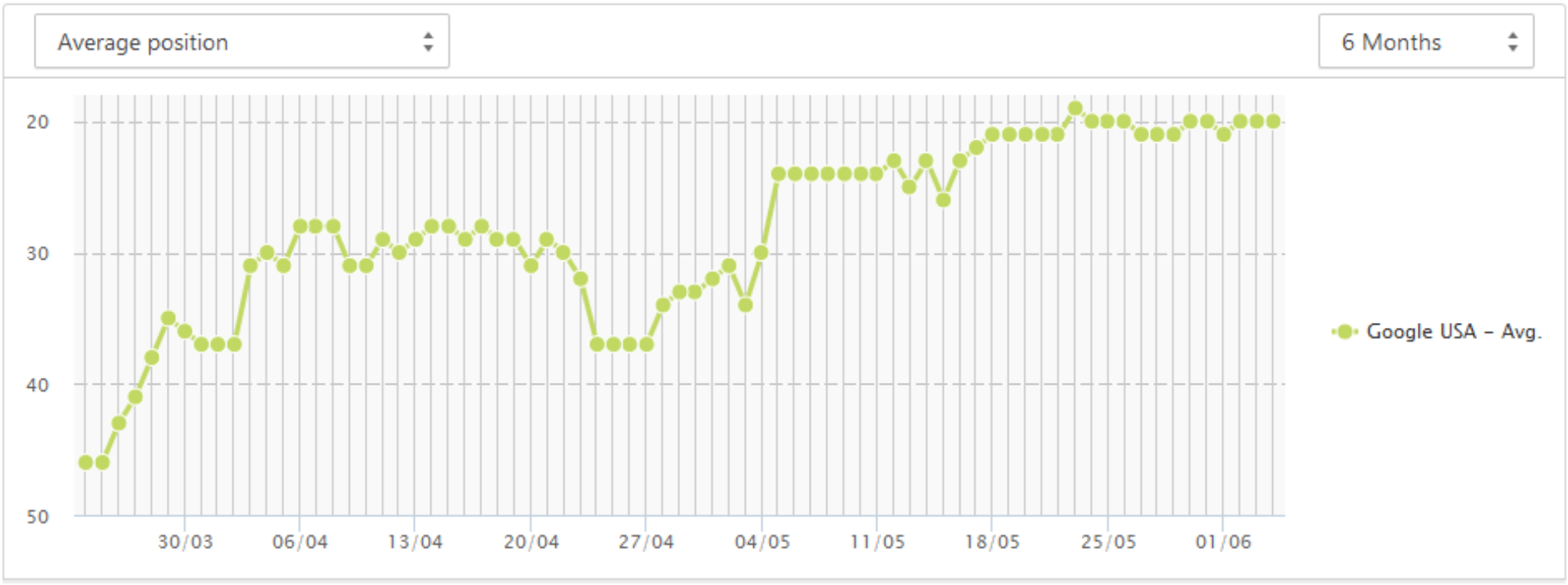
SO ALL OF OUR USER ACTIVITY IN THE SAAS TOOL

WILL BE CREDITED IN OUR SLD



THIS DATA WOULDN'T BE POSSIBLE IF WE DIDN'T

OPTIMIZE OUR SITE



FOR 10 KEYWORDS,

WE EXPERIENCED A CONSISTENT INCREASE IN RANKINGS

And that's just for our

FIRST YEAR

IN BUSINESS

SO WHAT'S
AFTER SEO?
Link
Rankings

IT'S
KEEPING YOUR RANKINGS

GENERATE HIGH USER ACTIVITY

IN YOUR SITE THROUGH CRO

CONTACT ME/ CHECK OUT

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seo-hacker.org
seo-hacker.net

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