



# WHAT'S AFTER SEO?

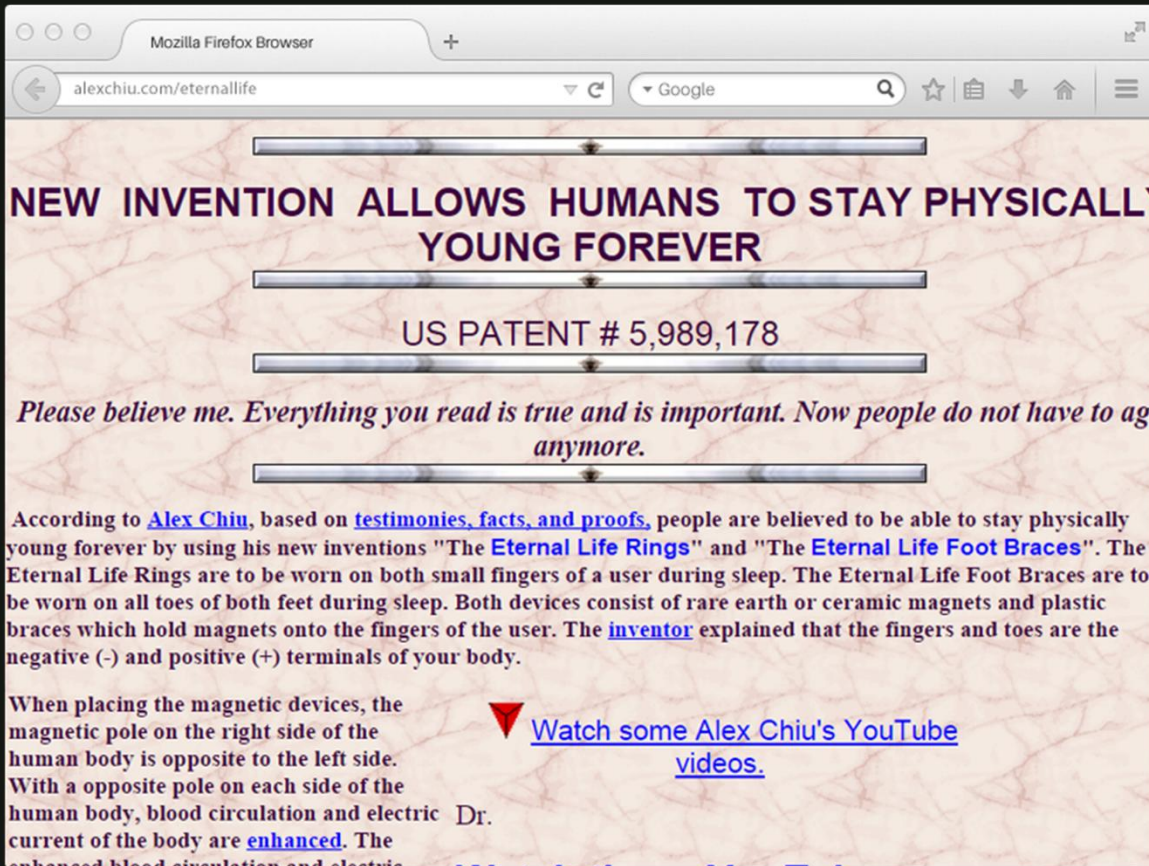
Keeping your Rankings  
in a Highly Competitive Market



# 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

## 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)  
[http://interiordecorating.website/interior-design-schools-online ...](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**

Go0000000000ogle >

1 2 3 4 5 6 7 8 9 10

Next

LET'S JUST SAY

YOU'RE ABLE TO RANK



**WHAT'S**

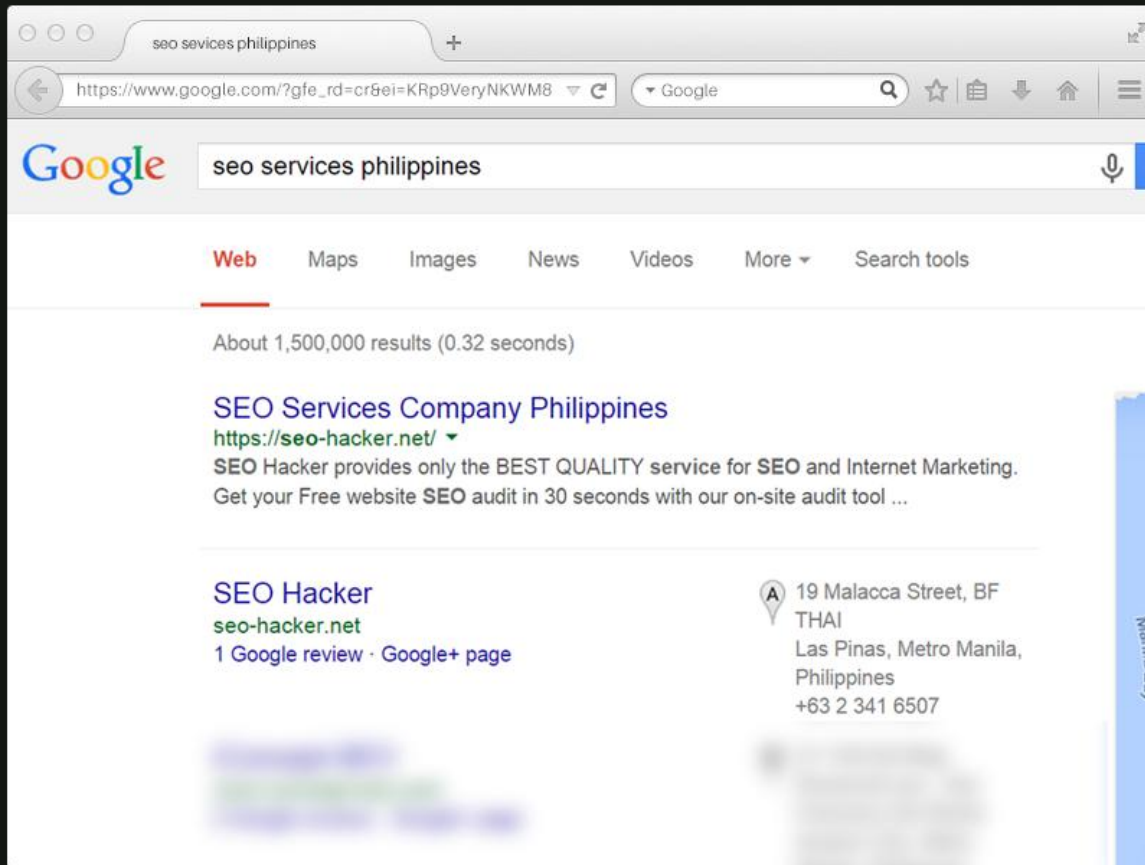
**NEXT?**





**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**





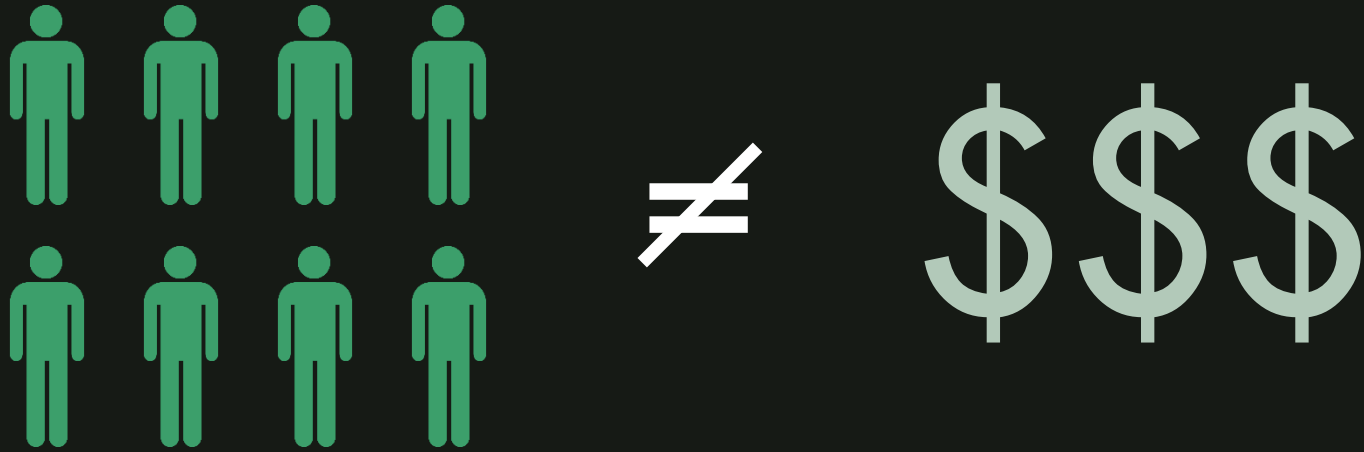
**NOW YOU HAVE TO**

**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**

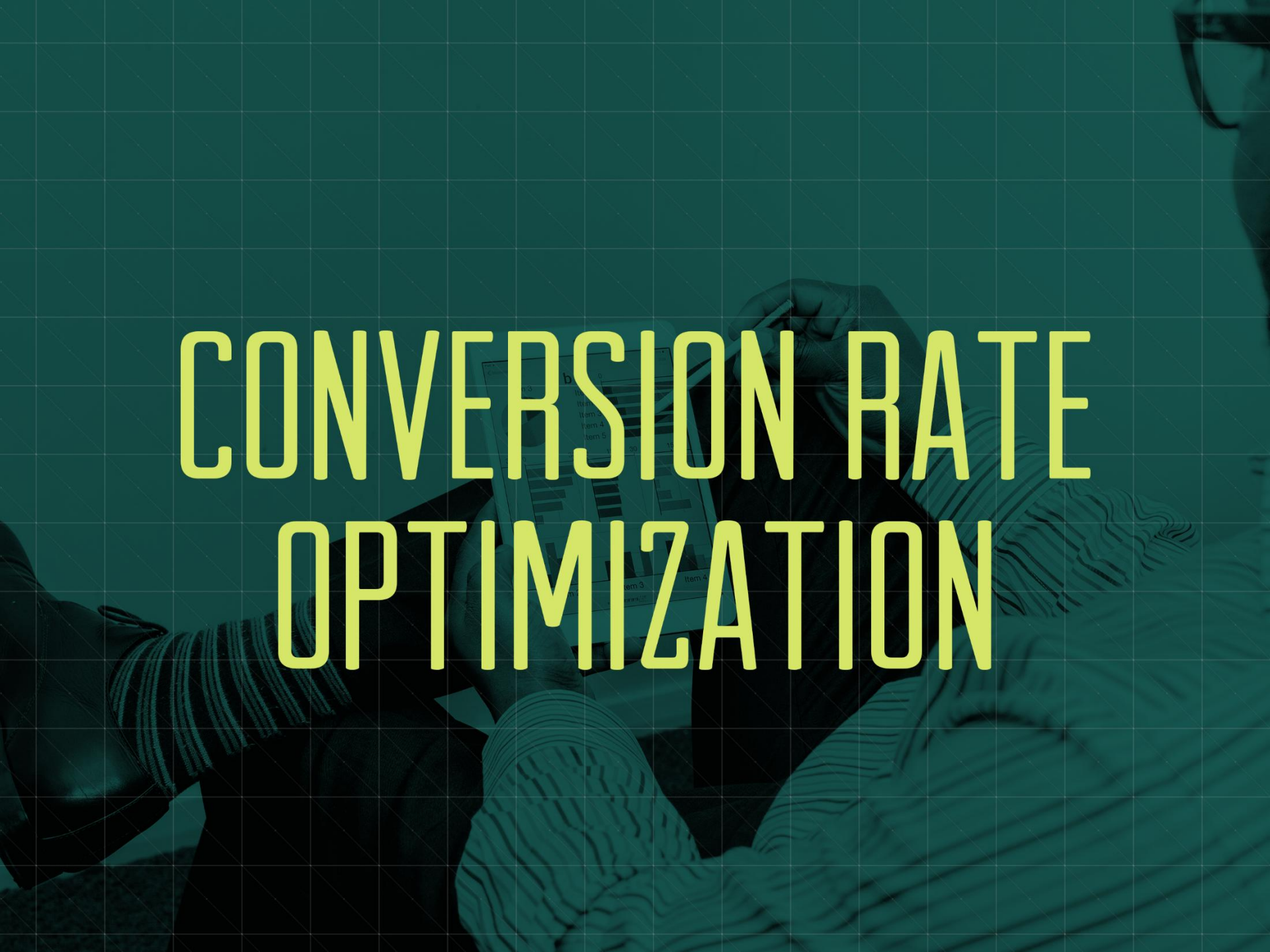
**INTO PAYING CUSTOMERS**





**A CONVERSION CAN ALSO BE  
CONSIDERED AS AN ACTION THAT**

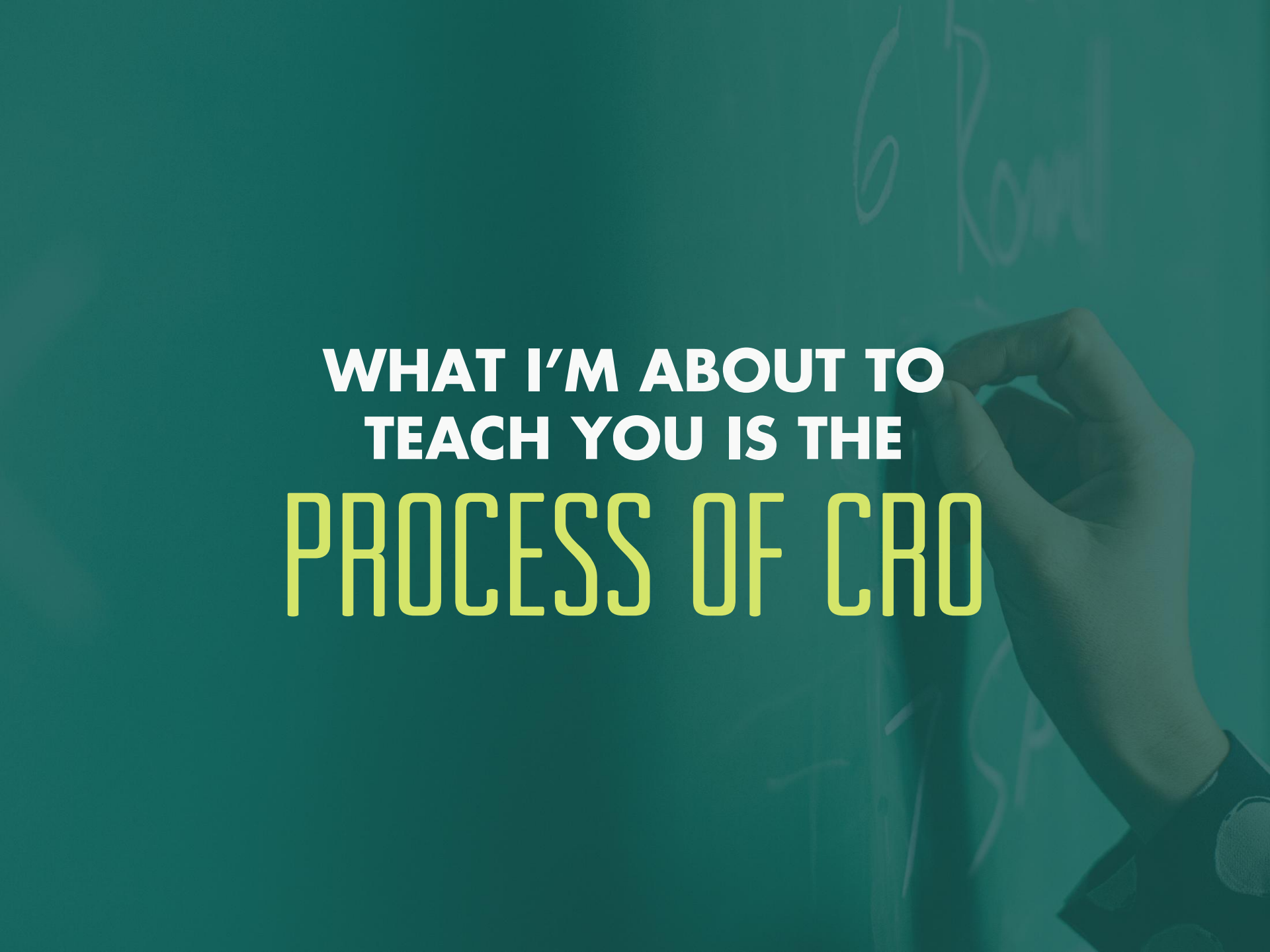
**TRIGGERS A PREVIOUSLY SET GOAL**

A background image showing a group of people in a business meeting, with a grid overlay. The image is dark teal with a light teal grid pattern. The text is centered and reads "CONVERSION RATE OPTIMIZATION".

# CONVERSION RATE OPTIMIZATION



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

A hand is visible on the right side of the image, writing on a whiteboard. The whiteboard has some faint, illegible handwriting on it. The entire image is overlaid with a teal color. The text is centered and reads: 

**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**



A close-up photograph of a person's hands writing in a notebook on a wooden desk. The person is wearing a silver watch with a black dial and a black leather strap. A silver pen is held in their right hand. In the background, a laptop is open, and a smartphone is visible on the desk. The scene is lit with soft, natural light.

# RECORD

## ALL EXISTING DATA



**THIS CAN BE FROM EXISTING**

**ANALYTICS TOOLS**



**YOU WANT A BENCHMARK**

**TO WORK FROM**

A black pen with a silver-colored tip and a clear ink reservoir is lying diagonally on a piece of white graph paper. The graph paper is placed on a wooden surface. The pen is positioned in the lower-left quadrant of the image. The text 'FORMULATE A HYPOTHESIS' is overlaid on the bottom right of the image, with 'FORMULATE A' in black and 'HYPOTHESIS' in white on a green background.

**FORMULATE A**  
**HYPOTHESIS**


WITH  
QUERYZ  
WE HAD A

LOW  
SIGNUP RATE



**FORMULATE A**  
**HYPOTHESIS**

What do you Expect to get out of Qeryz?

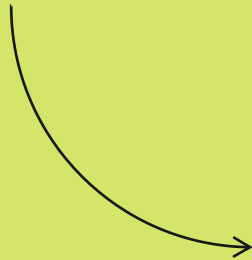
 Powered by Qeryz

SEND

**VALIDATE YOUR  
HYPOTHESIS**



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

A dark-themed survey form is displayed. At the top, it asks "What do you Expect to get out of Qeryz?". Below the question is a large, empty white text input field. At the bottom left, there is a logo for "Powered by Qeryz" and at the bottom right, there is a rounded "SEND" button. The form has a subtle shadow and a small tab-like shape at the top right corner.

**VALIDATE YOUR  
HYPOTHESIS**

**RUN A**  
**QERYZ CAMPAIGN**  
**FOR [ X ] NUMBER OF DAYS**

☰ Net Promoter Score

Dashboard

Your Survey has received 260 responses

This survey shows at [qeryz.com/login/\\*](#)

This survey was created on: ██████████ ██████████

Export responses by ip address ▼

Export to CSV 

**EXPORT THE DATA TO**

**CSV**

☰ Net Promoter Score

Dashboard

Your Survey has received 260 responses

This survey shows at qeryz.com/login/\*

This survey was created on: [REDACTED]

*Using the Qeryz  
Export to CSV feature*

Export responses by ip address ▾

Export to CSV 📄

**EXPORT THE DATA TO**

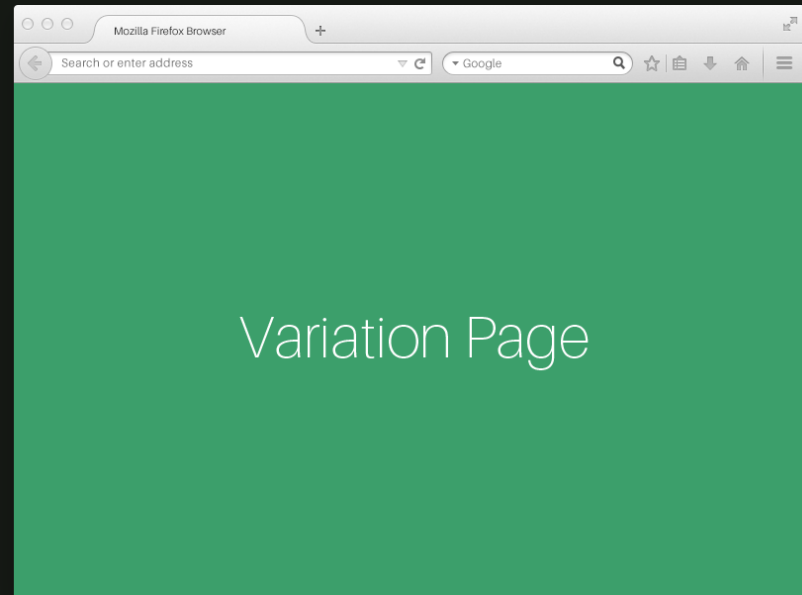
**CSV**



**FROM THE DATA YOU'VE GATHERED,  
CREATE ACTION POINTS  
THAT WILL VALIDATE YOUR HYPOTHESIS**

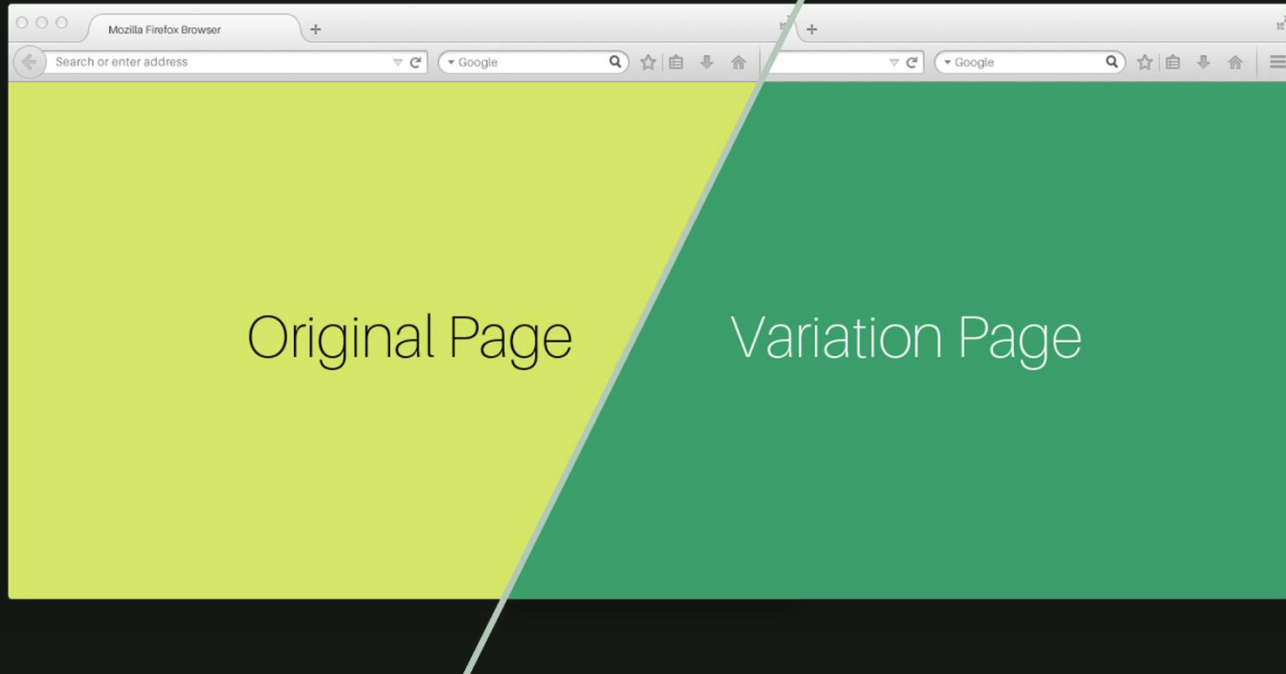
**CREATE**  
**A VARIATION**  
**OF YOUR PAGE**

*backed up with data from  
your hypothesis*



**A**

**B**



**SPLIT YOUR TRAFFIC TO**

**50/50**



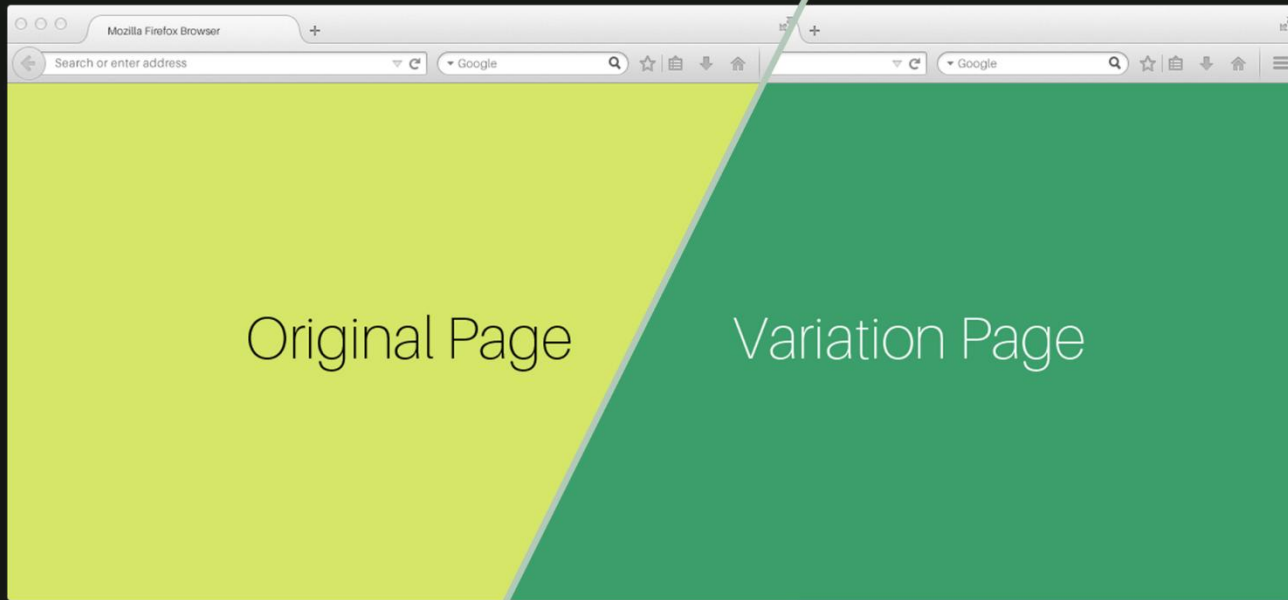
**YOU CAN DO THIS EASILY VIA  
UNBOUNCE OR OPTIMIZELY**



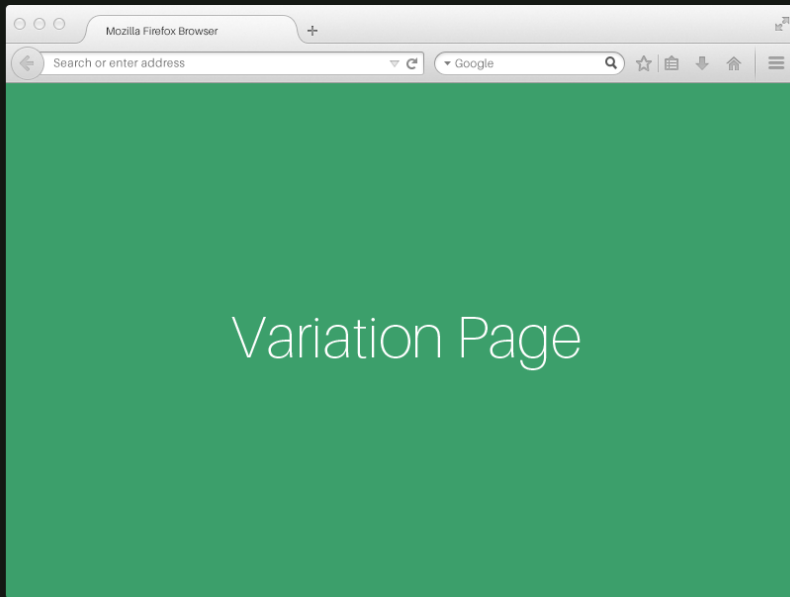
IF YOU WANT IT FOR **FREE**, YOU  
COULD HAVE YOUR WEB  
DEVELOPER/DESIGNER DO IT  
AND RUN IT VIA



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**

GATHER 700% MORE DATA FROM YOUR VISITORS

HERE'S HOW  
WE DID IT FOR

QERYZ

Why rely on assumptions, guesses and hypotheses? Qeryz eliminates the guesswork. Know your Traffic Today.

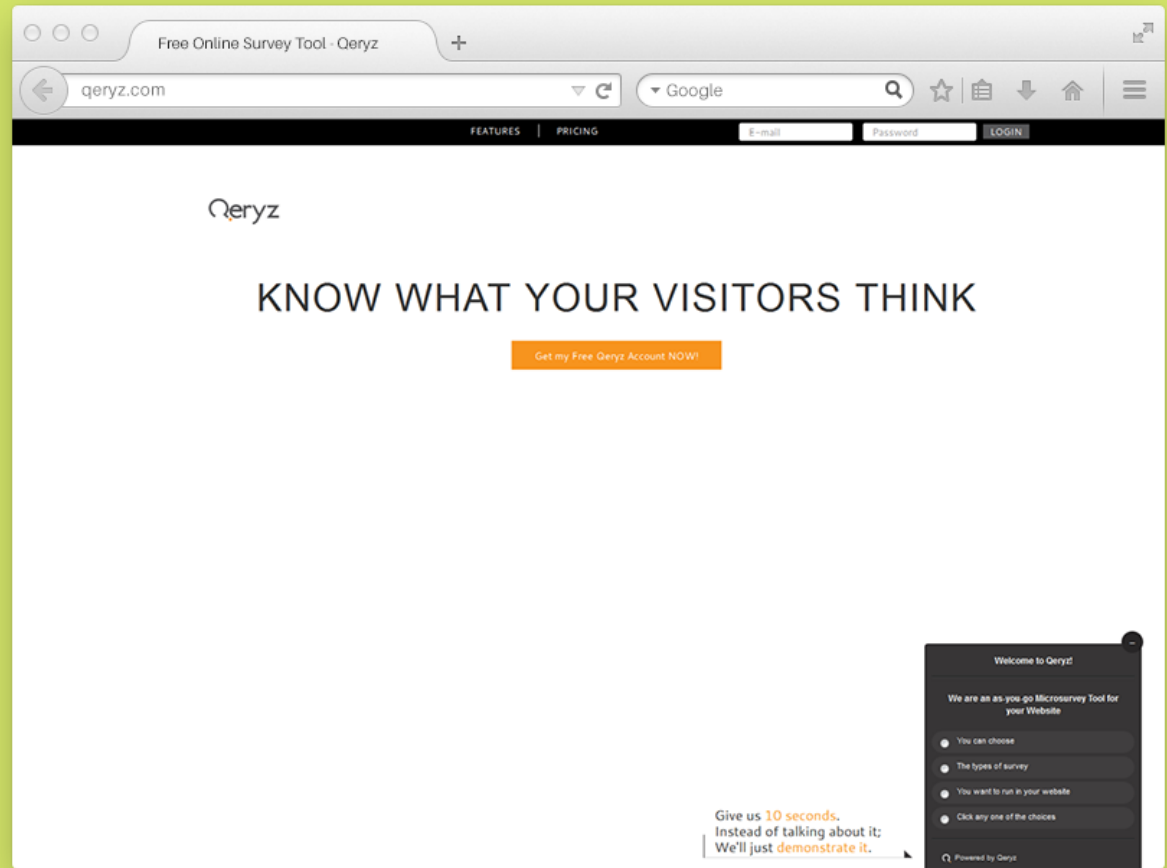
Sign Me Up

"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**



**SIGN UP**

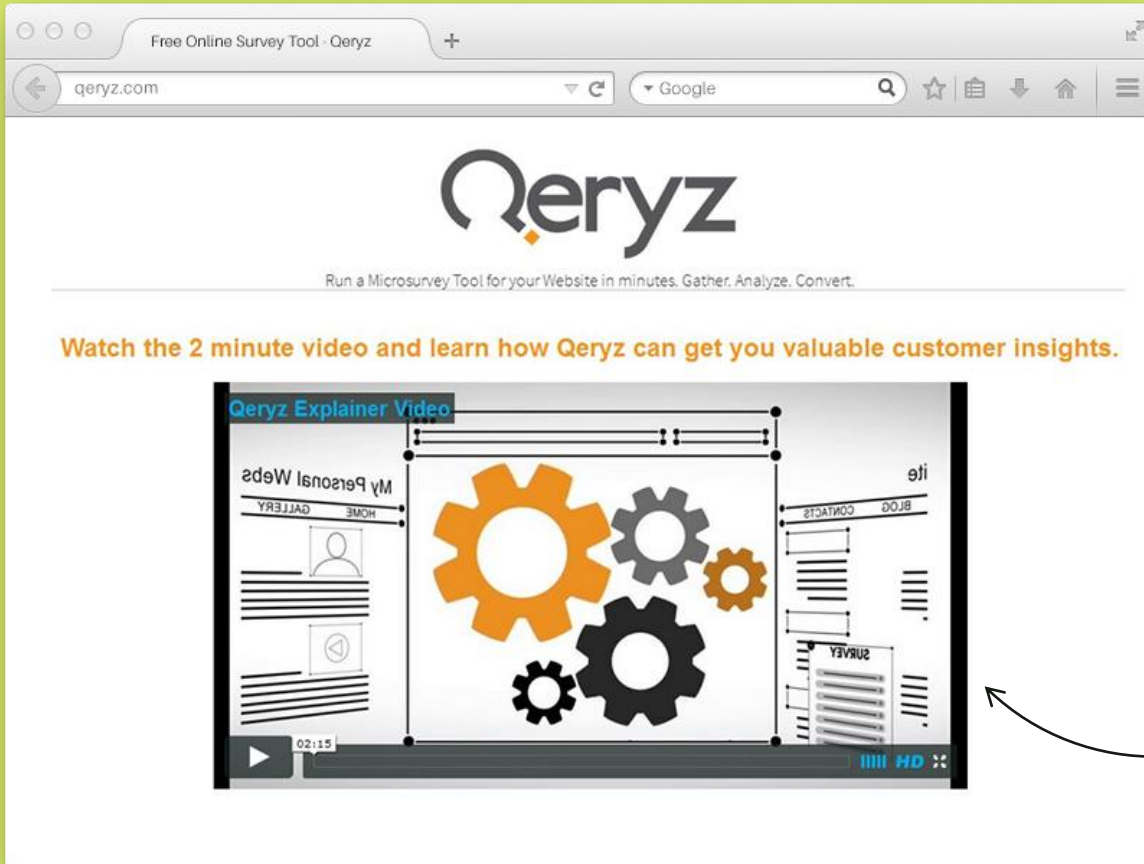


**OUR GOAL WAS  
TO INCREASE  
SIGNUP RATE TO  
AT LEAST 5%**

# HYPOTHESIS:

**WE NEED PEOPLE TO  
UNDERSTAND WHAT  
QERYZ CAN DO FOR THEM**





**SO WE  
CHANGED THE  
HOMEPAGE  
AND ADDED AN  
EXPLAINER  
VIDEO**

Feb 1, 2015 - Mar 31, 2015: ● Subscribed to Qeryz (Goal 2 Conversion Rate)

Dec 4, 2014 - Jan 31, 2015: ● Subscribed to Qeryz (Goal 2 Conversion Rate)



Subscribed to Qeryz (Goal 2 Completions)

**48.85%**

195 vs 131



Subscribed to Qeryz (Goal 2 Value)

**0.00%**

\$0.00 vs \$0.00



Subscribed to Qeryz (Goal 2 Conversion Rate)

**84.95%**

4.79% vs 2.59%



Subscribed to Qeryz (Goal 2 Abandonment Rate)

**-30.12%**

31.58% vs 45.19%



**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



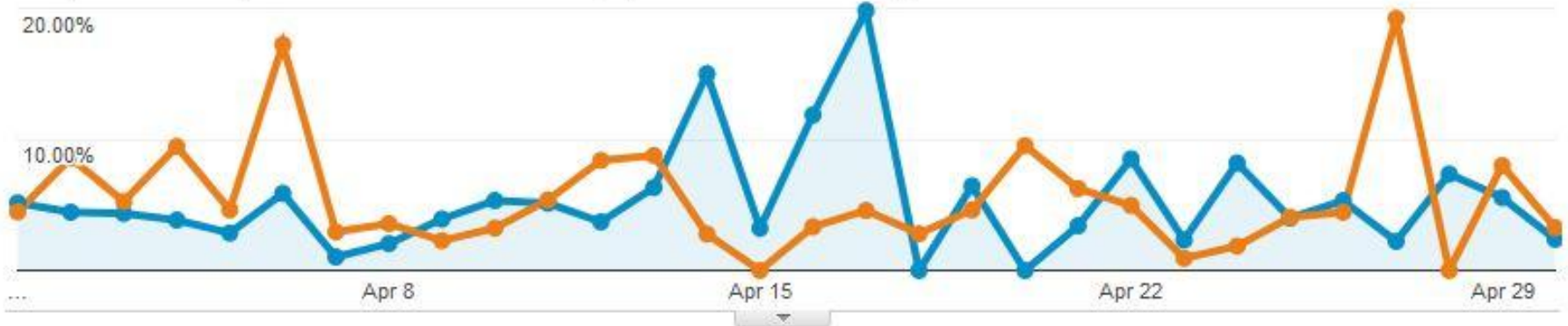
EXPLAINER VIDEO

SIGN UP FORM

PRICING

Apr 1, 2015 - Apr 30, 2015: ● Subscribed to Qeryz (Goal 2 Conversion Rate)

Mar 2, 2015 - Mar 31, 2015: ● Subscribed to Qeryz (Goal 2 Conversion Rate)



Subscribed to Qeryz (Goal 2 Completions)

**18.35%**

129 vs 109



Subscribed to Qeryz (Goal 2 Value)

**0.00%**

\$0.00 vs \$0.00



Subscribed to Qeryz (Goal 2 Conversion Rate)

**21.02%**

5.70% vs 4.71%



Subscribed to Qeryz (Goal 2 Abandonment Rate)

**-35.53%**

17.31% vs 26.85%



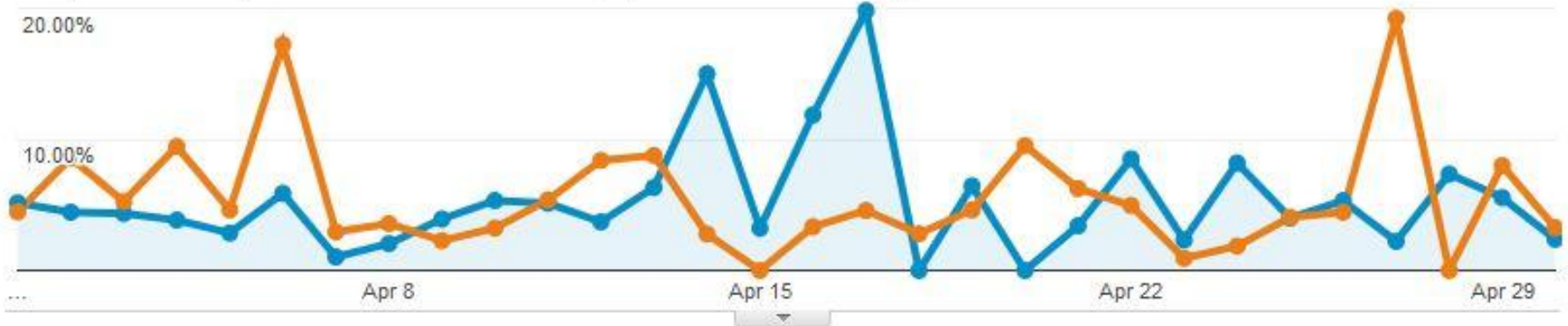
**OUR SIGNUPS INCREASED BY**

**21.02%**



Apr 1, 2015 - Apr 30, 2015: ● Subscribed to Qeryz (Goal 2 Conversion Rate)

Mar 2, 2015 - Mar 31, 2015: ● Subscribed to Qeryz (Goal 2 Conversion Rate)



Subscribed to Qeryz (Goal 2 Completions)

18.35%

129 vs 109



Subscribed to Qeryz (Goal 2 Value)

0.00%

\$0.00 vs \$0.00



Subscribed to Qeryz (Goal 2 Conversion Rate)

21.02%

5.70% vs 4.71%



Subscribed to Qeryz (Goal 2 Abandonment Rate)

-35.53%

17.31% vs 26.85%



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**

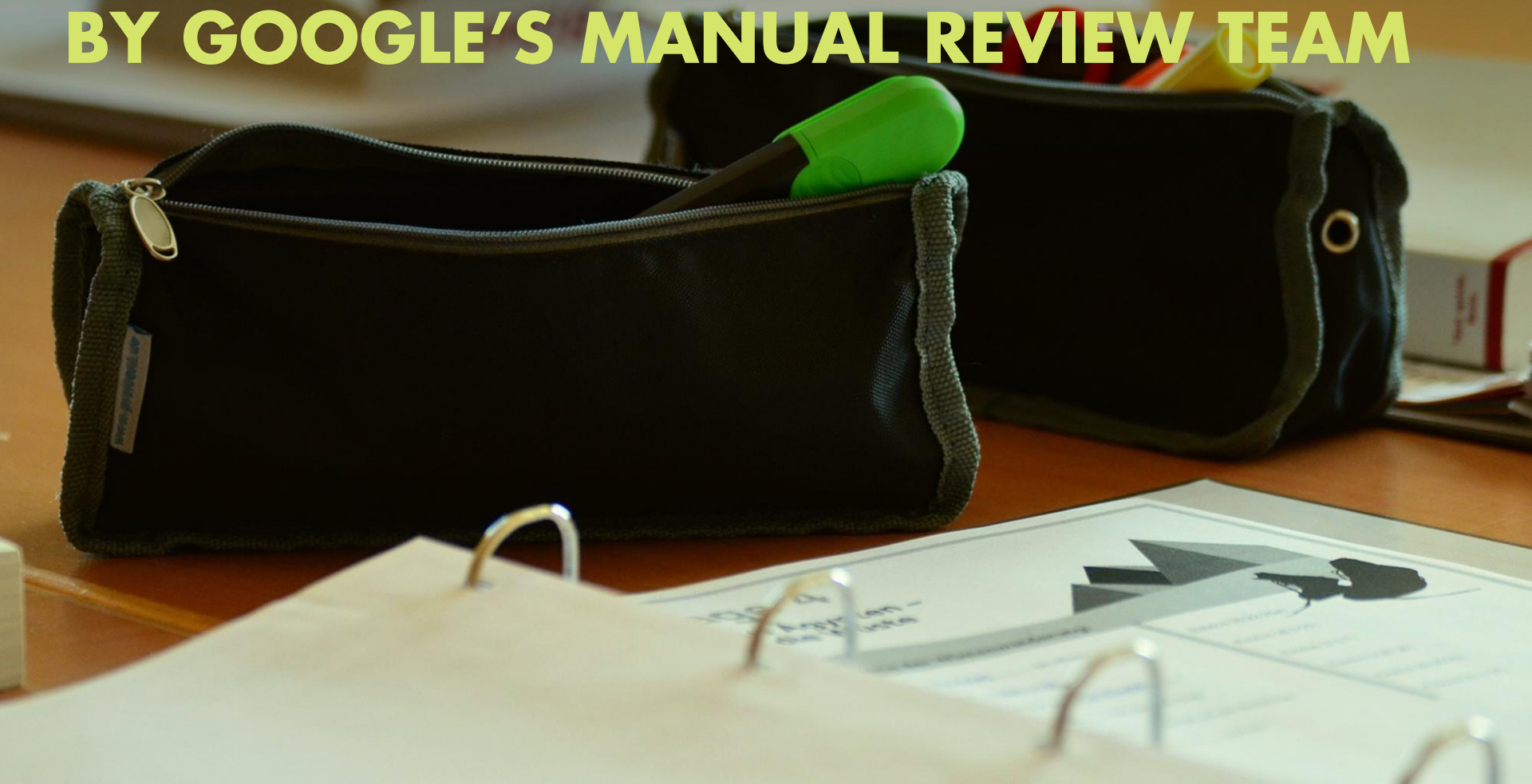
**IF YOU'RE ON THE FIRST PLACE  
OF THE FIRST PAGE FOR YOUR  
TARGET KEYWORDS, YOU  
SHOULD BE GETTING**

**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**

TWO THINGS?



# HAVE A CATCHY TITLE AND META DESCRIPTION



Darren Rowse   
@prologger



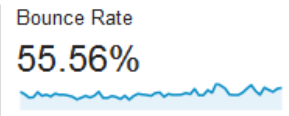
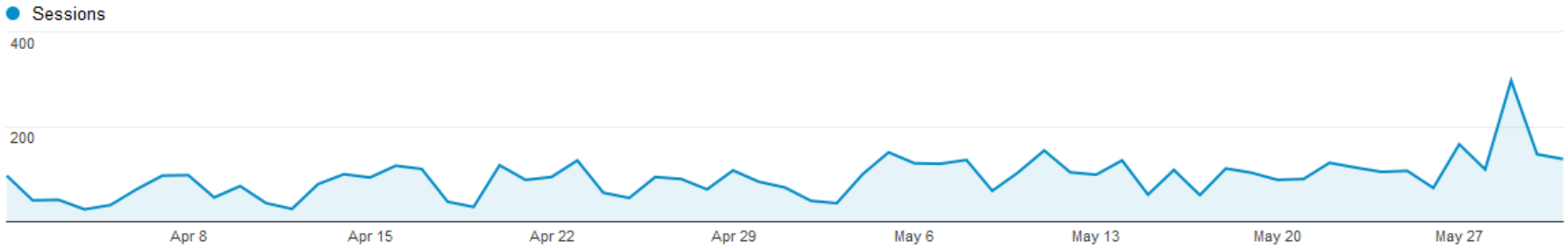
 Follow

TIP: The point of your title is to get people to read the 1st line. The point of the 1st line is to get people to read the second... #PBCHAT

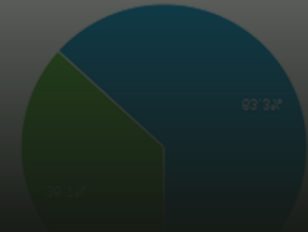
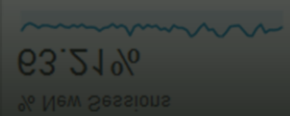
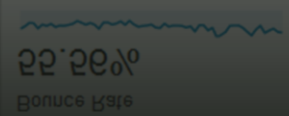
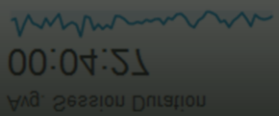
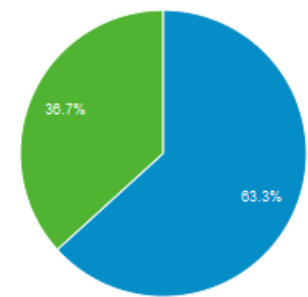
the second... #PBCHAT  
of the 1st line is to get people to read  
people to read the 1st line. The point

2

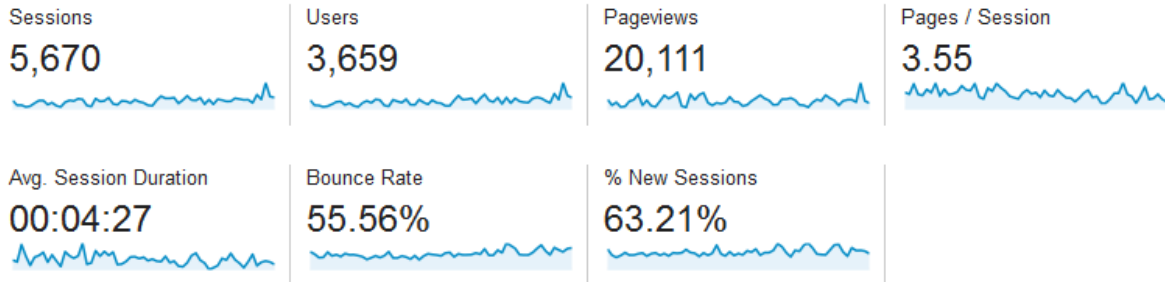
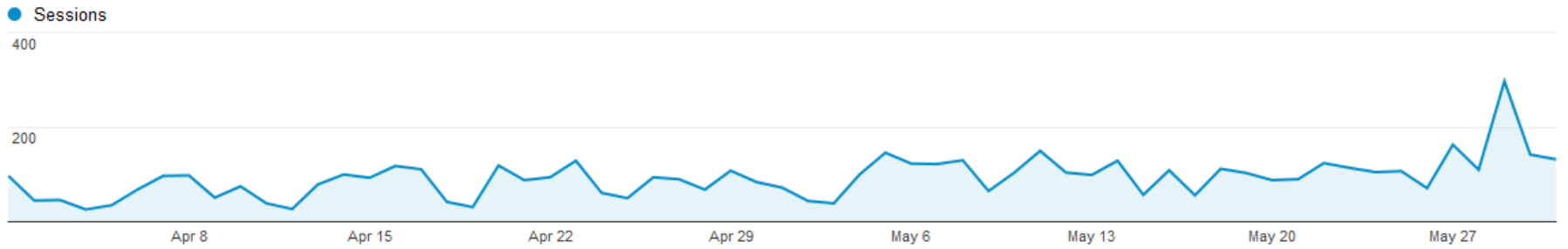
**THEN CAPTIVATE  
YOUR AUDIENCE BY  
ENGAGING THEM  
IN YOUR SITE  
THROUGH CRO**



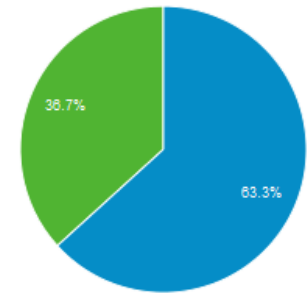
■ New Visitor ■ Returning Visitor



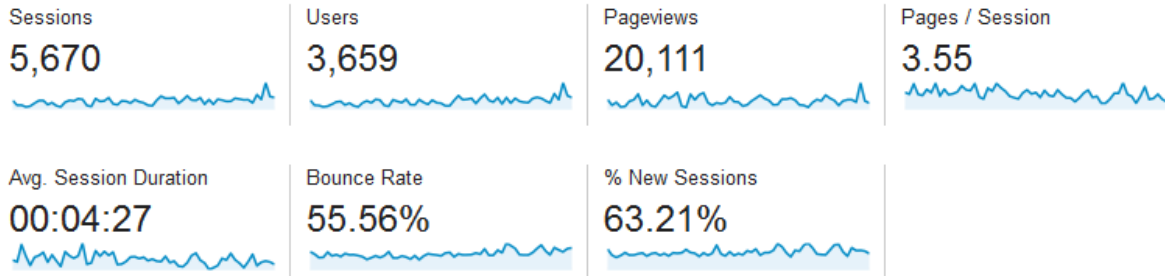
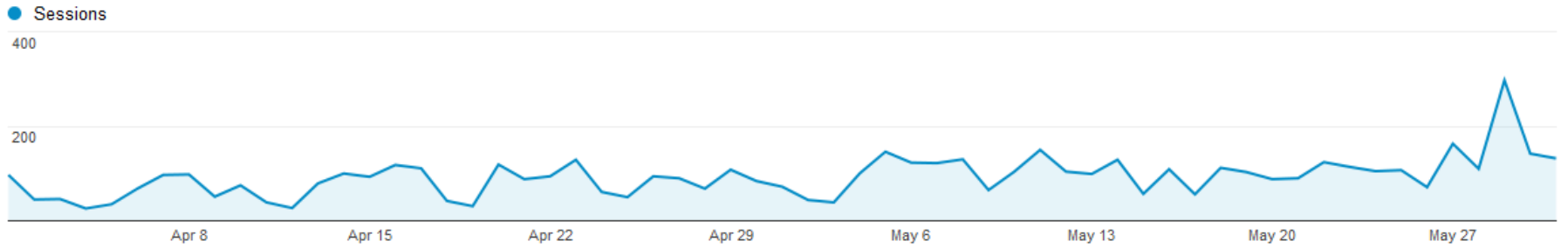
# THIS IS OUR USER ENGAGEMENT DATA



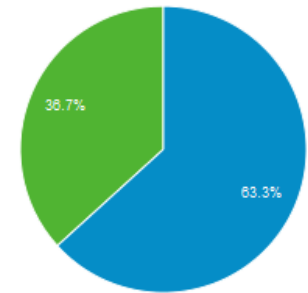
■ New Visitor ■ Returning Visitor



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

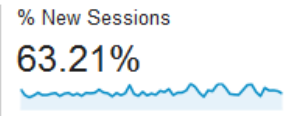
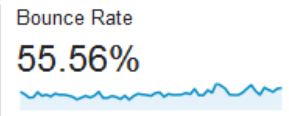
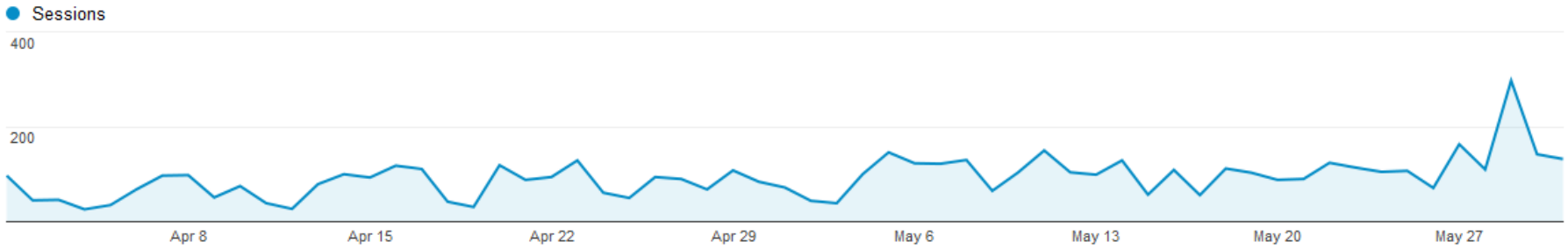


■ New Visitor ■ Returning Visitor

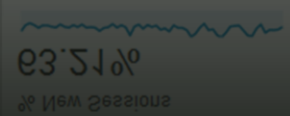
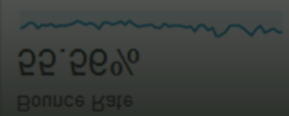
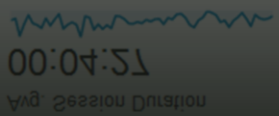
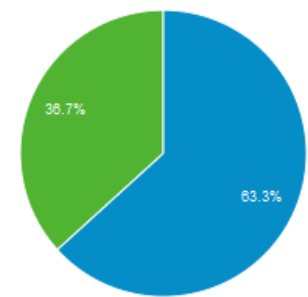


**SO ALL OF OUR USER ACTIVITY  
IN THE SAAS TOOL**

**WILL BE CREDITED IN OUR SLD**



■ New Visitor ■ Returning Visitor

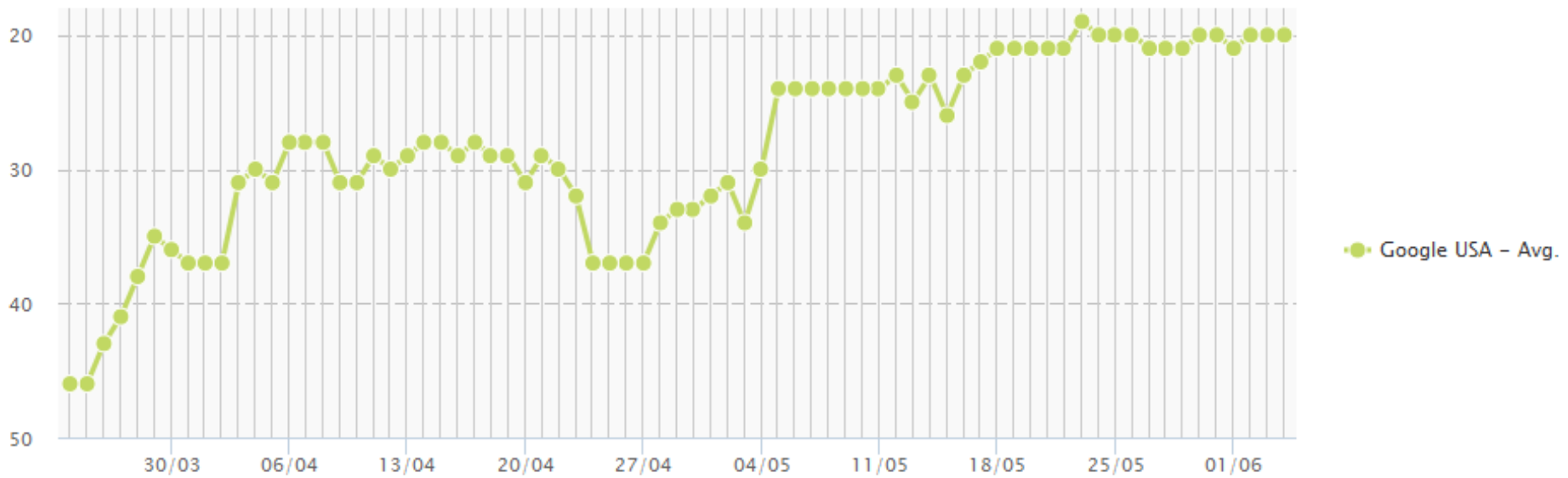


**THIS DATA WOULDN'T BE POSSIBLE IF WE DIDN'T OPTIMIZE OUR SITE**

Average position



6 Months



FOR 10 KEYWORDS,

**WE EXPERIENCED A CONSISTENT  
INCREASE IN RANKINGS**



*And that's just for our*

**FIRST YEAR**

**IN BUSINESS**

A top-down view of a wooden desk. At the top center is a potted plant with green leaves. To the left is a pair of black-rimmed glasses. To the right is a white coffee cup on a saucer. In the foreground, a laptop is open, with several sticky notes on its surface. One sticky note has the word 'Rankings' written on it with a blue arrow pointing to the left. Another sticky note has the word 'Link' written on it. The background is a light-colored wall.

SO WHAT'S

AFTER SEO?

**IT'S**

**KEEPING YOUR RANKINGS**





**GENERATE HIGH USER ACTIVITY**

**IN YOUR SITE THROUGH CRO**



**CONTACT ME/  
CHECK OUT**

**sean@qeryz.com**  
**qeryz.com**  
**seo-hacker.org**  
**seo-hacker.net**

# CREDITS

## ICONS

Pin by ermankutlu, GB

Graph by Tommy Kuntze, US

Media by Garrett Knoll, US

Bullseye by Pieter J. Smits, NL

Dart by Phuong Nguyen, US

Funnel by Ilsur Aptukov, RU

## IMAGES

...not to intervene when it came to you...  
by liquene

\iɛ̃/̃/  
by Thomas Leuthard

Other images: pexels.com, pixabay.com