Google Best Practices

NETPRESENCE

Website Best Practices

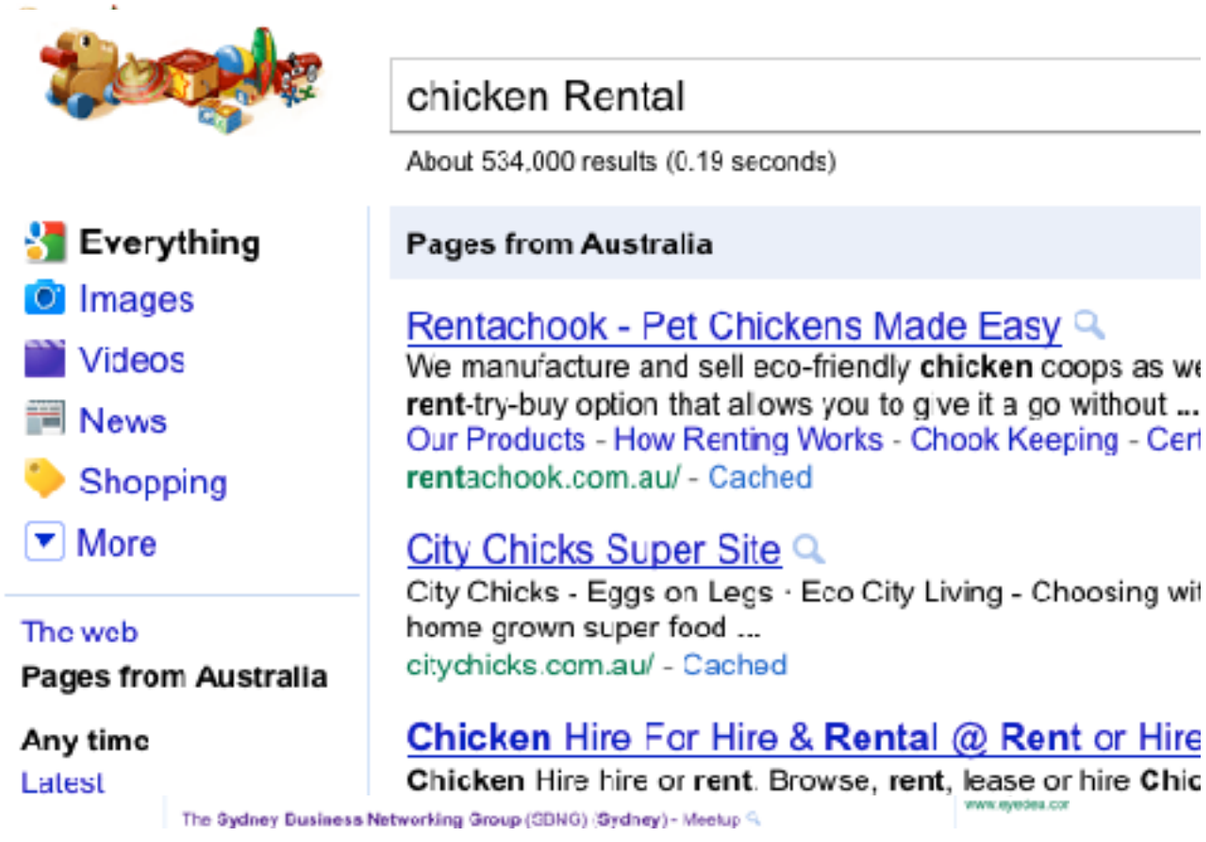
© 2016 Netpresence Australia - Content may not be reproduced without prior written consent

www.netpresence.com.au

NETPRESENCE

Facts

- Number of websites : 966 m
- Google “business networking groups Sydney”
- About 1.5 m results
- There is a website for almost everything



NETPRESENCE

Why a website?

- We don’t need a website !
- Your customers expect to find you on the Internet
- A site says you are up to date and care enough to provide information
- That you are legitimate

NETPRESENCE

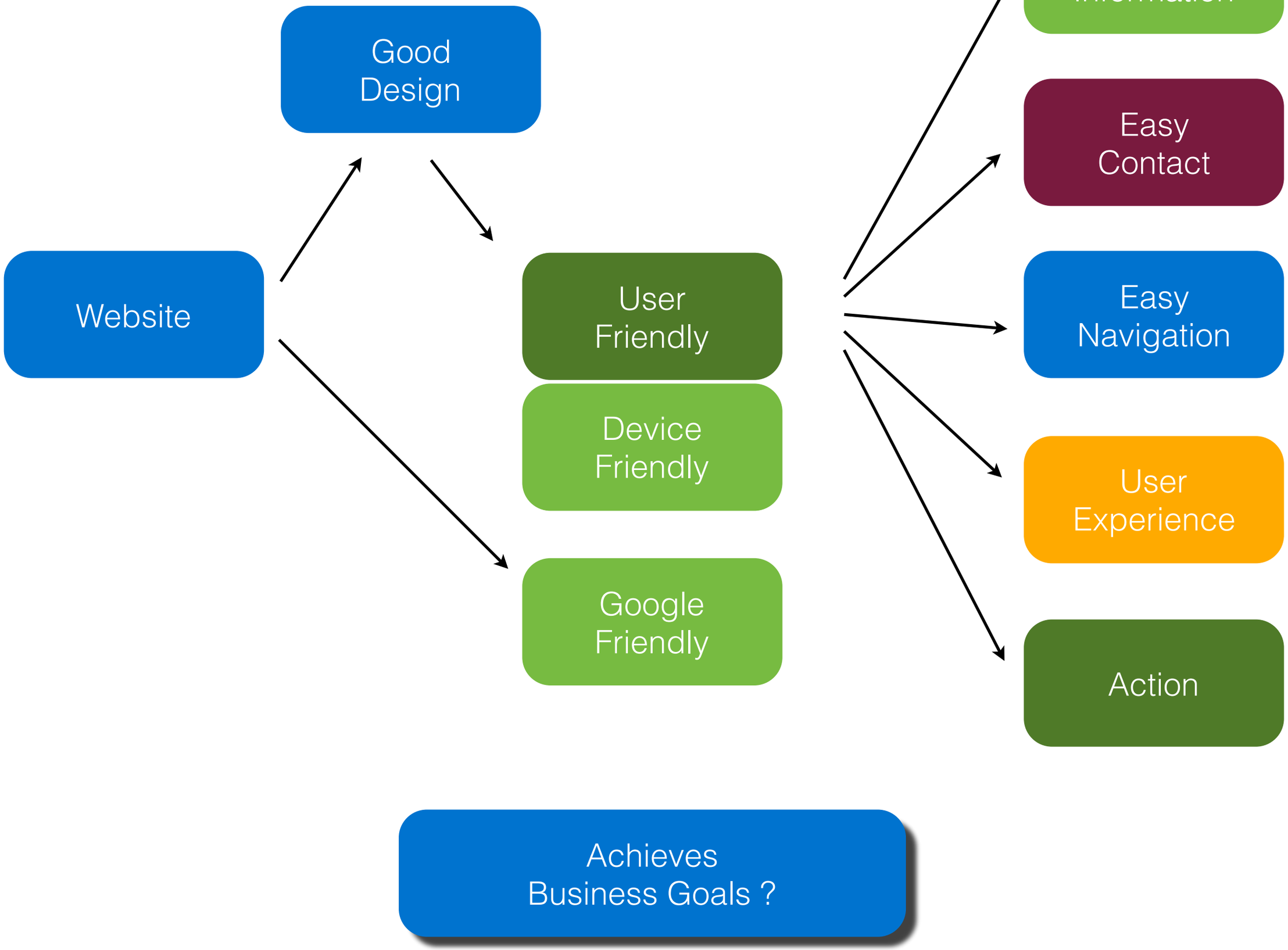
Perception

- Prospects visit your web site to

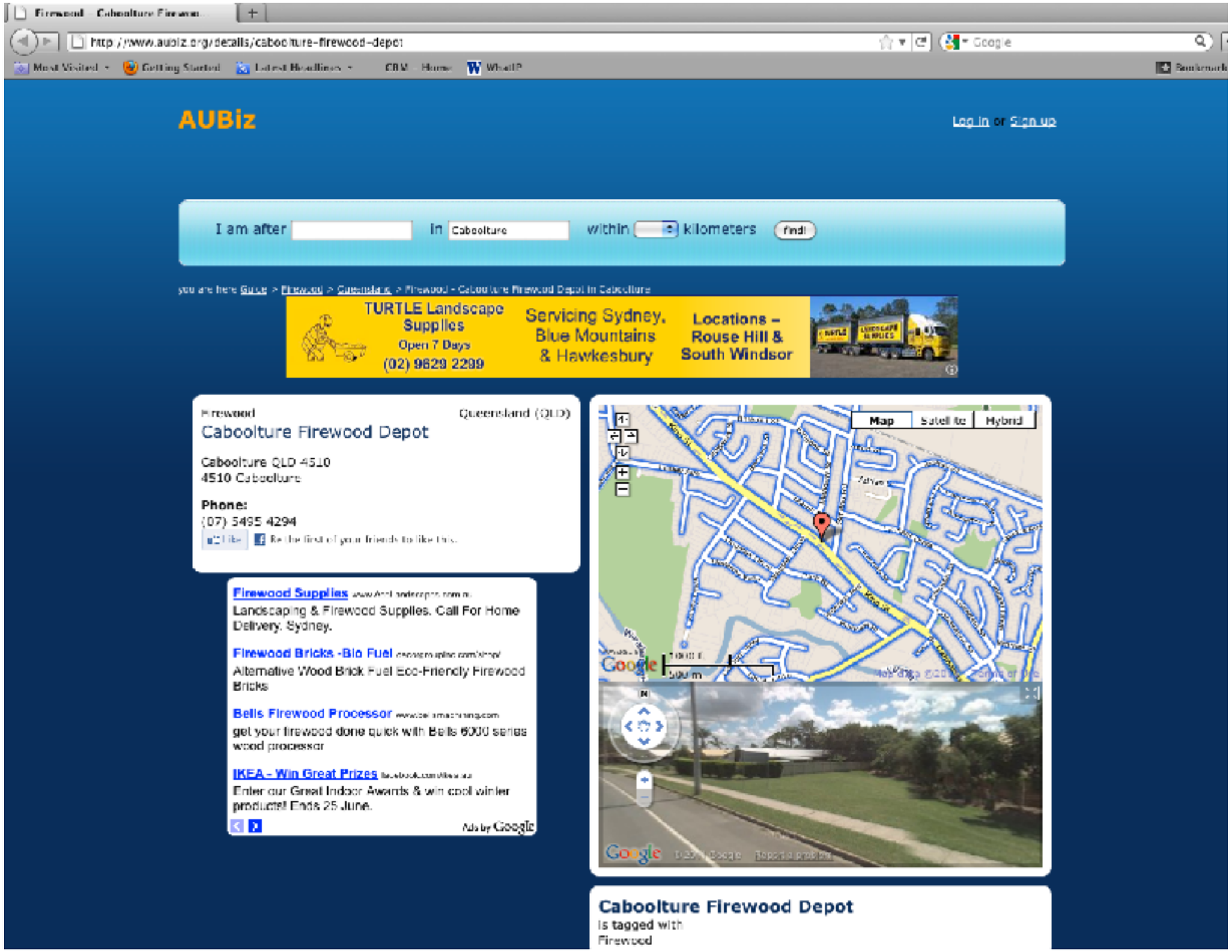
  - Evaluate you
  - Research Study
  - First impression

- 70 per cent of people claim they would not buy from a company with a badly designed website, according to research carried out by OnePoll

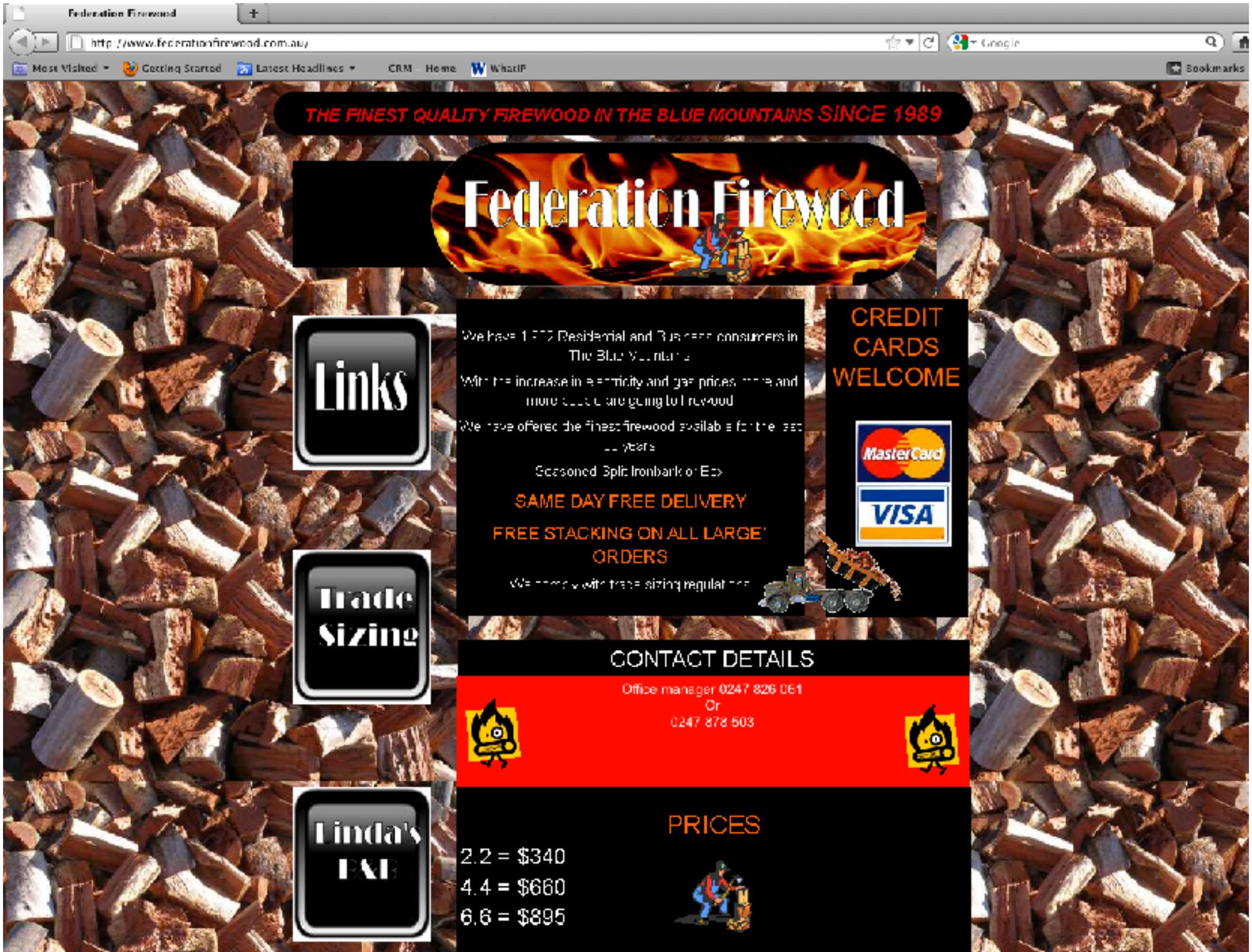
Google Best Practices



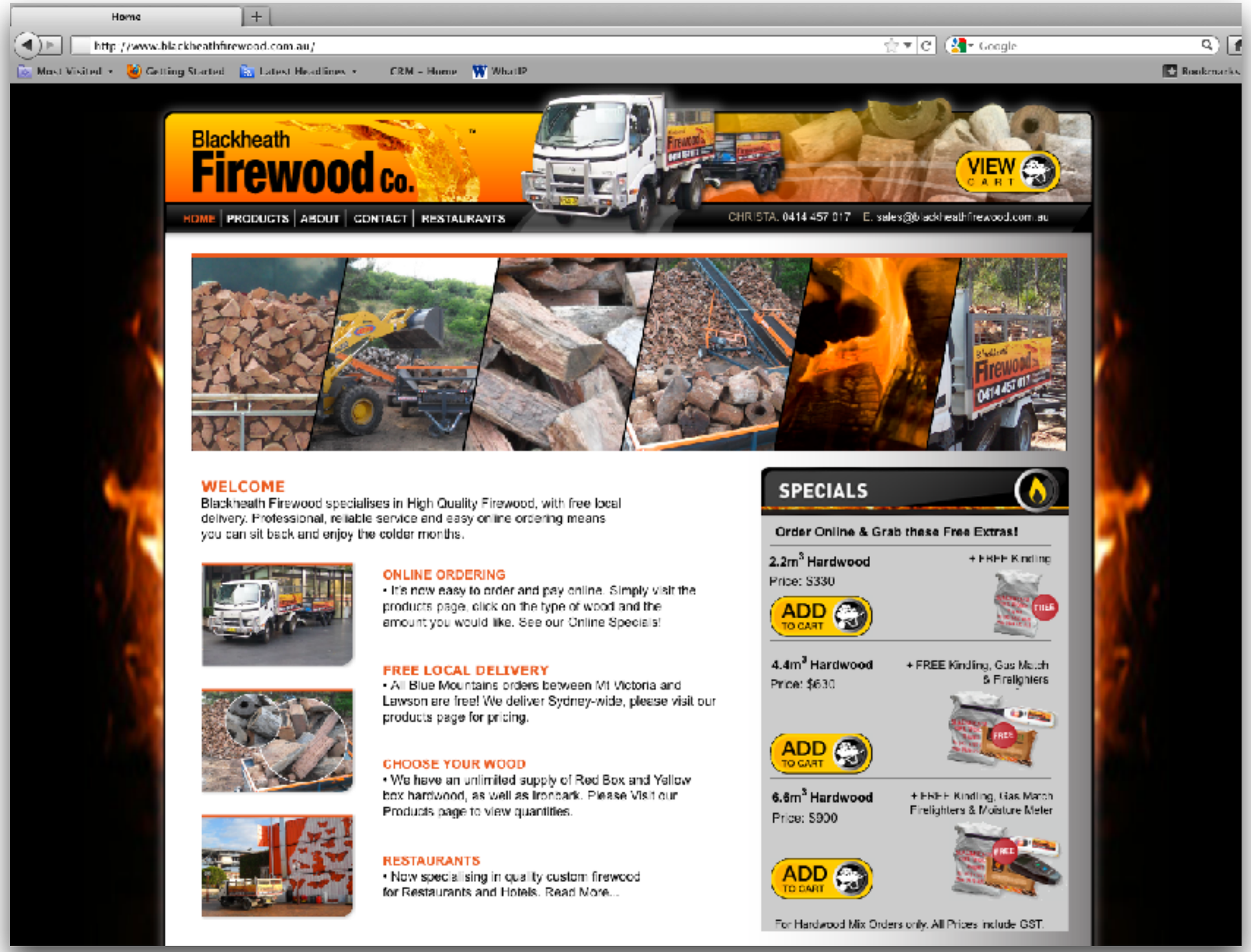
No website


http://www.aubiz.org/details/caboolture-firewood-depot
AUBiz
Log in or Sign up
I am after
in Caboolture
within
kilometers
find!
you are here Guide > Firewood > Queensland > Firewood - Caboolture Firewood Depot in Caboolture
TURTLE Landscape Supplies
Open 7 Days
(02) 9629 2299
Servicing Sydney, Blue Mountains & Hawkesbury
Locations – Rouse Hill & South Windsor
Firewood
Queensland (QLD)
Caboolture Firewood Depot
Caboolture QLD 4510
4510 Caboolture
Phone:
(07) 5495 4294
Firewood Supplies
Landscaping & Firewood Supplies. Call For Home Delivery. Sydney.
Firewood Bricks -Bio Fuel
Alternative Wood Brick Fuel Eco-Friendly Firewood Bricks
Bells Firewood Processor
get your firewood done quick with Bells 6000 series wood processor
IKEA - Win Great Prizes
Enter our Great Indoor Awards & win cool winter products! Ends 25 June.
Ads by Google
Map
Satellite
Hybrid
Caboolture Firewood Depot
is tagged with
Firewood

Unfriendly

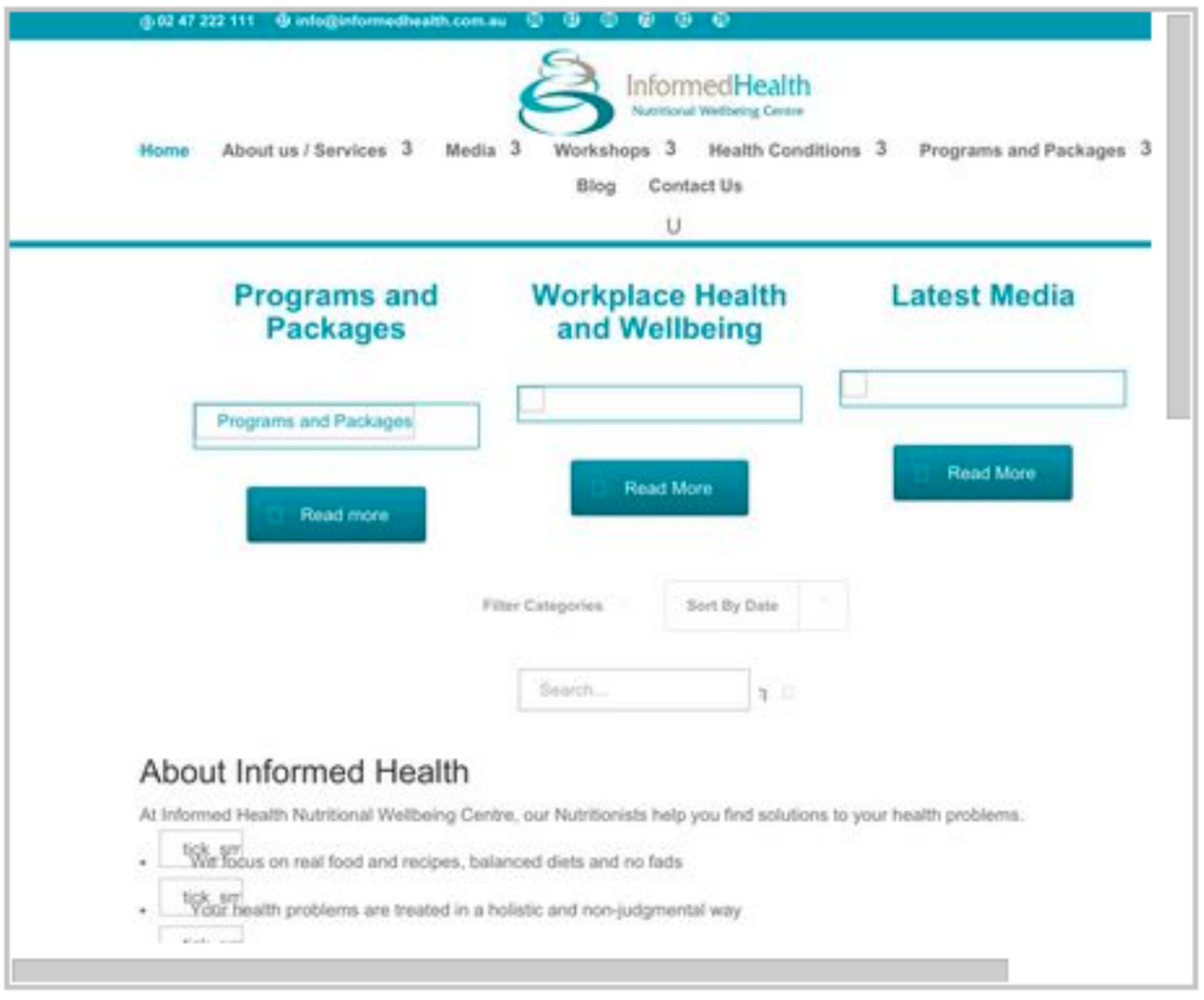

Federation Firewood
http://www.federationfirewood.com.au/
Most Visited
Getting Started
Latest Headlines
CRM - Home
WhatIP
Bookmarks
THE FINEST QUALITY FIREWOOD IN THE BLUE MOUNTAINS SINCE 1989
Federation Firewood
Links
Trade Sizing
Linda's FAQ
We have 1,[illegible] Residential and Business consumers in The Blue Mountains
With the increase in electricity and gas prices, more and more people are going to Firewood
We have offered the finest firewood available for the last [illegible] years
Seasoned Split Ironbark or Box
SAME DAY FREE DELIVERY
FREE STACKING ON ALL LARGE ORDERS
We comply with trade sizing regulations
CREDIT CARDS WELCOME
MasterCard
VISA
CONTACT DETAILS
Office manager 0247 826 061
Or
0247 878 503
PRICES
2.2 = $340
4.4 = $660
6.6 = $895

User Friendly

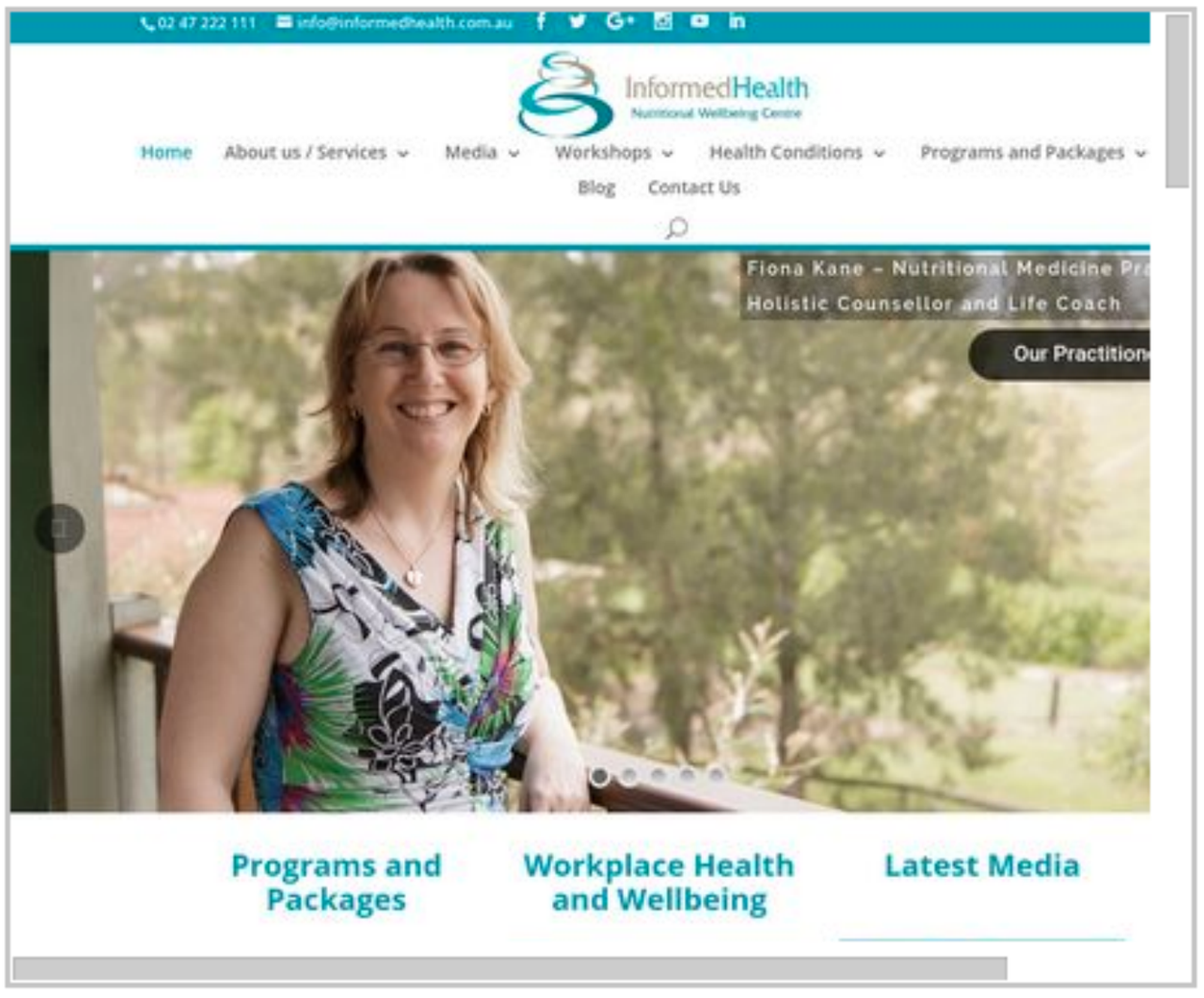


Google Friendly

This is how Googlebot saw the page:



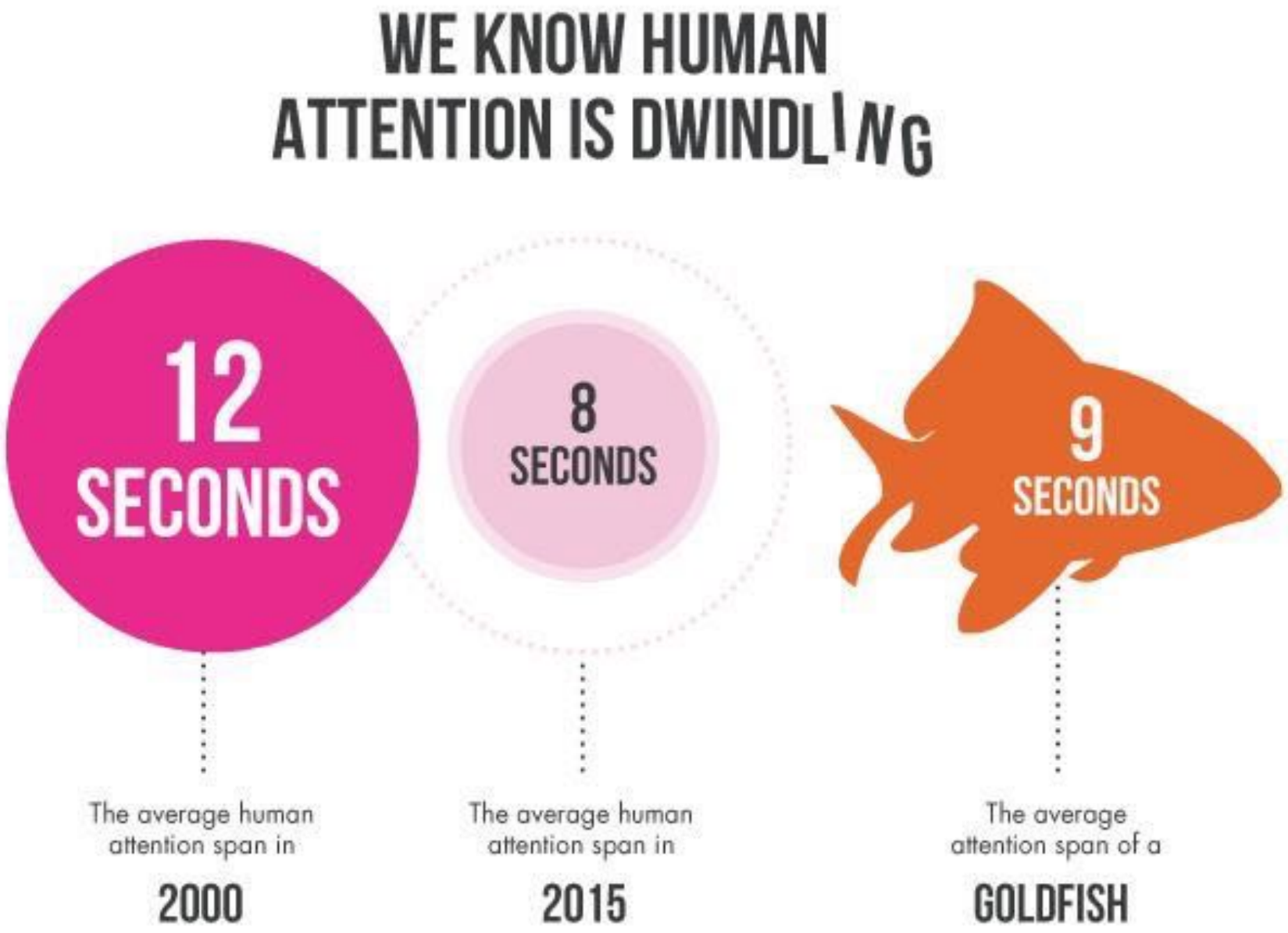
This is how a visitor to your website would have seen the page:



NETPRESENCE

Professional Presentation

Attention !


WE KNOW HUMAN
ATTENTION IS DWINDLING
12
SECONDS
The average human attention span in
2000
8
SECONDS
The average human attention span in
2015
9
SECONDS
The average attention span of a
GOLDFISH
SOURCE: STATISTIC BRAIN

How Google Search Works

Crawling and indexing

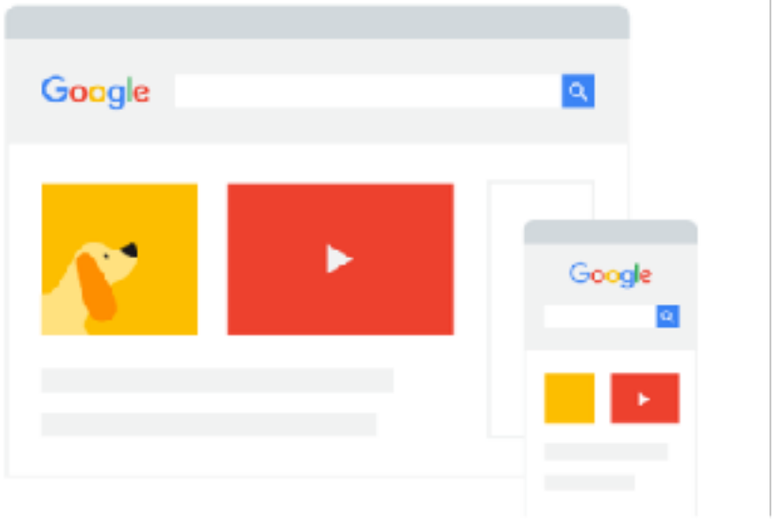
As we speak, Google is using web crawlers to organize information from webpages and other publicly available content in the Search index.

Search algorithms

Google ranking systems sort through hundreds of billions of webpages in the Search index to give you useful and relevant results in a fraction of a second.

Useful responses

With more content and in a wider variety on the Internet than ever before, Google makes sure to offer you search results in a range of rich formats to help you find the information you're looking for quickly.



Google

PageRank

NETPRESENCE

Simplified algorithm [edit]

Assume a small universe of four web pages: **A**, B, **C** and **D**. Links from a page to itself, or multiple outbound links from one single page to another single page, are ignored. PageRank is initialized to the same value for all pages. In the original form of PageRank, the sum of PageRank over all pages was the total number of pages on the web at that time, so each page in this example would have an initial value of 1. However, later versions of PageRank, and the remainder of this section, assume a probability distribution between 0 and 1. Hence the initial value for each page in this example is 0.25.

The PageRank transferred from a given page to the targets of its outbound links upon the next iteration is divided equally among all outbound links.

If the only links in the system were from pages **B**, **C**, and **D** to **A**, each link would transfer 0.25 PageRank to **A** upon the next iteration, for a total of 0.75.

$$PR(A) = PR(B) + PR(C) + PR(D).$$

Suppose instead that page **B** had a link to pages **C** and **A**, page **C** had a link to page **A**, and page **D** had links to all three pages. Thus, upon the first iteration, page **B** would transfer half of its existing value, or 0.125, to page **A** and the other half, or 0.125, to page **C**. Page **C** would transfer all of its existing value, 0.25, to the only page it links to, **A**. Since **D** had three outbound links, it would transfer one third of its existing value, or approximately 0.083, to **A**. At the completion of this iteration, page **A** will have a PageRank of approximately 0.458.

$$PR(A) = \frac{PR(B)}{2} + \frac{PR(C)}{1} + \frac{PR(D)}{3}.$$

In other words, the PageRank conferred by an outbound link is equal to the document's own PageRank score divided by the number of outbound links **L( )**.

$$PR(A) = \frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)}.$$

In the general case, the PageRank value for any page **u** can be expressed as:

$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{L(v)},$$

i.e. the PageRank value for a page **u** is dependent on the PageRank values for each page **v** contained in the set $\mathbf{B_u}$ (the set containing all pages linking to page u), divided by the number *L(v)* of links from page **v**.

What is Important

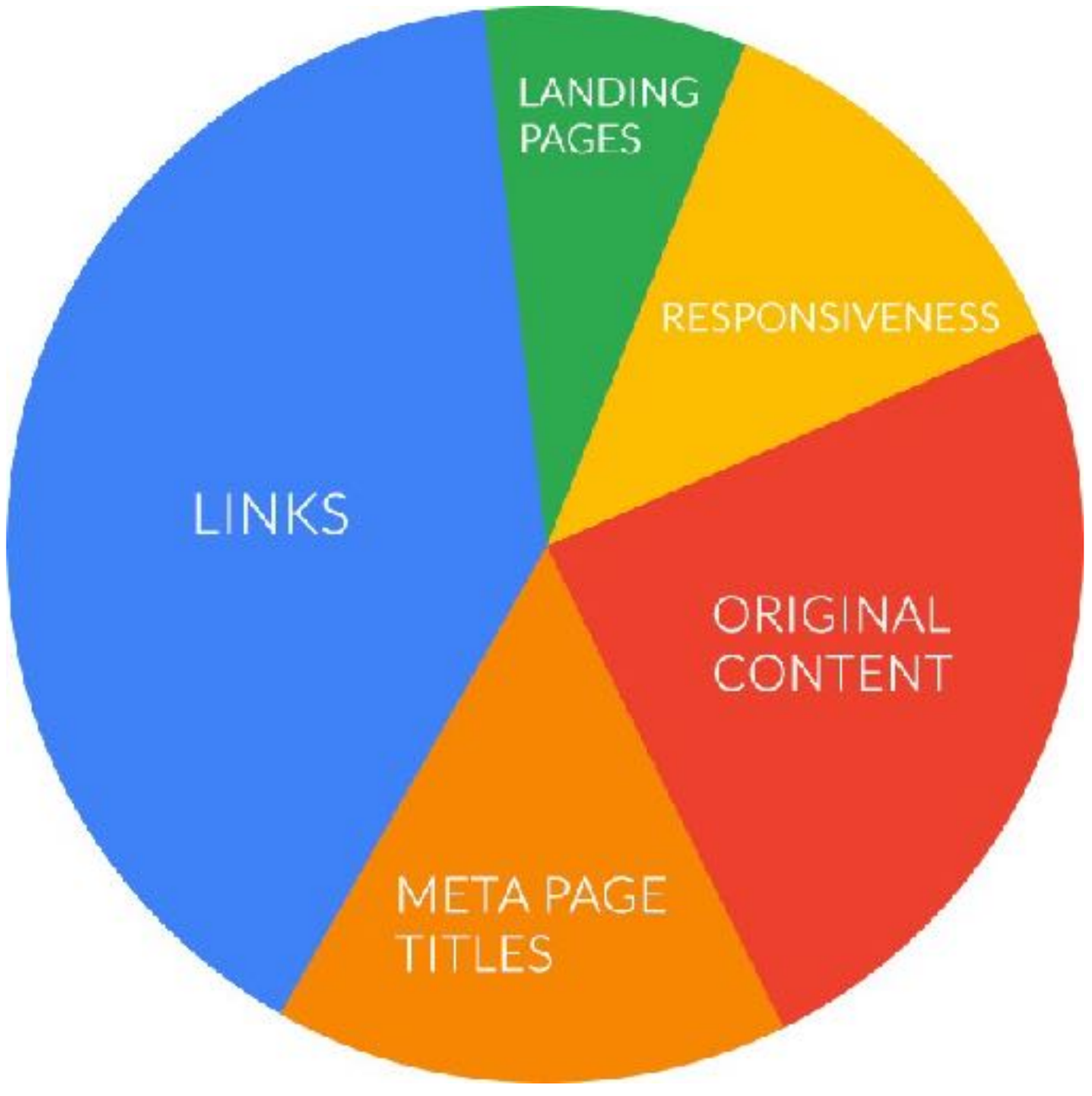
Domain Age
Broken Links
Sitewide Links
Google Analytics
Duplicate Content
Keyword in Title Tag
User Friendly Layout
Page Loading Speed
Outbound Link Quality
Grammar and Spelling
Domain registration length
Keyword in Description Tag
Title Tag Starts with Keyword
Keyword As First Word in Domain
Keyword Appears in Top Level Domain
Keyword is Most Frequently Used Phrase in Document

What is Important

1. Regular production of original content: 29%

2. Links: 23%

3. Keyword-rich meta page title tags: 8%



Be found and
stand out from the crowd.

© 2016 Netpresence Australia - Content may not be reproduced without prior written consent
www.netpresence.com.au

Our mission: Organize the world's information and make it universally accessible and useful.

Focus on the user

Our goal is always to provide you the most useful and relevant information.

CONTENT

Focus on your customers - not just about your business

Your Website is there to answer a question / solve a problem

Be Relevant

Our mission: Organize the world's information and make it universally accessible and useful.

- Give visitors the information they're looking for
- Provide high-quality content
  This is the single most important thing to do.
- Ensure your pages contain useful information
- Entice webmasters to link to your site.
- Create a helpful, information-rich site,
- Write pages that clearly and accurately describe your topic.
- Think about the words users would type to find your pages and include those words on your site.

Relevance

- People tend to search in 3 ways:
- “Do" Transactional Queries:
  I want to do something, such as buy a plane ticket
- "Know" Informational Queries:
  I need information, such as the name of a band or the best restaurant
- "Go" Navigation Queries:
  I want to go to a particular place either geographical or on the Internet.

© 2016 Netpresence Australia - Content may not be reproduced without prior written consent
www.netpresence.com.au

define: Micro-Moment

Web Videos Images Shopping News More Search tools

About 44,800,000 results (0.37 seconds)

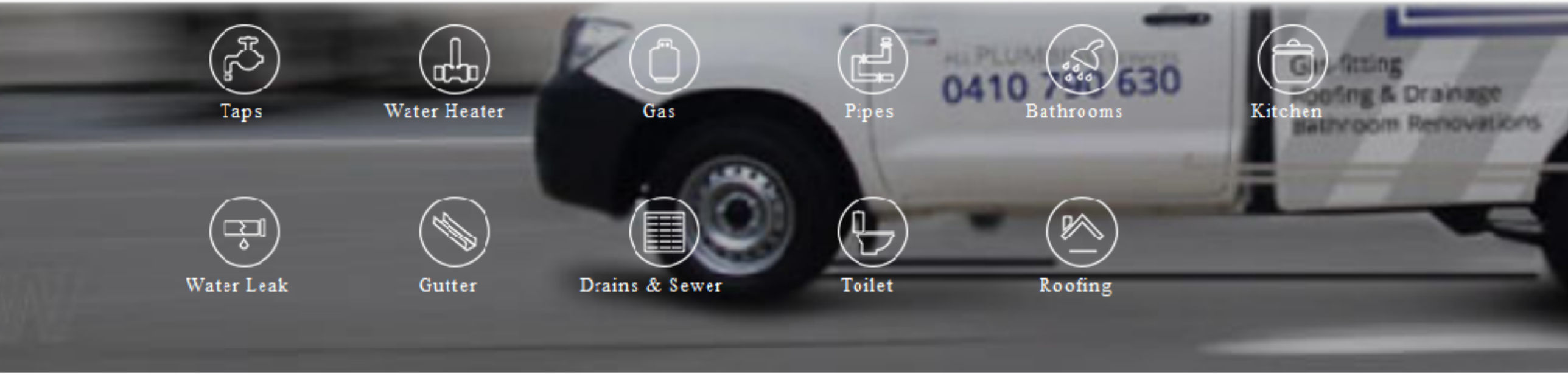
mi·cro-mo·ment

/ˈmīkrō/ /ˈmōmənt/

noun; *plural noun:* ***Micro-Moments***

1. A moment we reflexively turn to a device to act on a need we have that moment – to learn, discover, find or buy something.

2. Intent-rich moment when decisions are being made or preferences being shaped.



For the most reliable 24hr emergency plumbing in Sydney, Civic Plumbing is the best choice. Our services extend from the North to the South and we pride ourselves in being plumbers in Sydney that give 100% customer satisfaction every time.

24hrs a day we are there for you, big or small job. Guaranteed arrival within the hour. Civic Plumbing are the number one maintenance plumbers in Sydney. With over 20 years experience of emergency plumbing in Sydney, our team can deal with anything and with our upfront, affordable prices you won't find better services anywhere else.

Why Choose Us?

- 20 years experience in rapid response, emergency plumbing
- Upfront, consistent and reasonable pricing
- Guaranteed arrival within the hour North or South Sydney
- 24 hour maintenance and emergency plumbing
- All vehicles equipped with hydro jet cleaners
- We have state of the art roving cameras for sewer blockage detection
- We have a fleet of five service vehicles
- Friendly, experienced plumbing team
- We have kept our prices fair and competitive

Contact Us

Name *

Email *

Contact No. *

Best Contact Time *

Short Message

NETPRESENCE

Solve a problem

Be specific

Micro Moment

For professional, reliable, skilled, knowledgeable and efficient plumbing maintenance, Fraser's Plumbing is th
company for you.

Blockages

If you need help with your blocked sewer drain or blocked stormwater drain, we can help you out. We can cl
clogged wastepipes in your bathroom, toilet, laundry or kitchen. We also clear external sewer and stormwate
drains, using an electric drain cleaning machine, and carry out repairs to sewer and stormwater pipes that ha
been penetrated and cracked by tree roots.

Burst Pipes

If a water or gas pipe leaks, we can provide emergency repairs on site with minimal utility service down time
We can repair and replace PVC pipes, poly pipes, polybutelyne pipes, copper pipes and galvanised pipes.

Laundry, Kitchen & Bathroom

© 2016 Netpresence Australia - Content may not be reproduced without prior written consent
www.netpresence.com.au

Things to Avoid

- Don't fill your page with lists of keywords
- Don’t attempt to "cloak" pages,
- Don’t put up "crawler only" pages
- Don't use images to display important names, content, or links

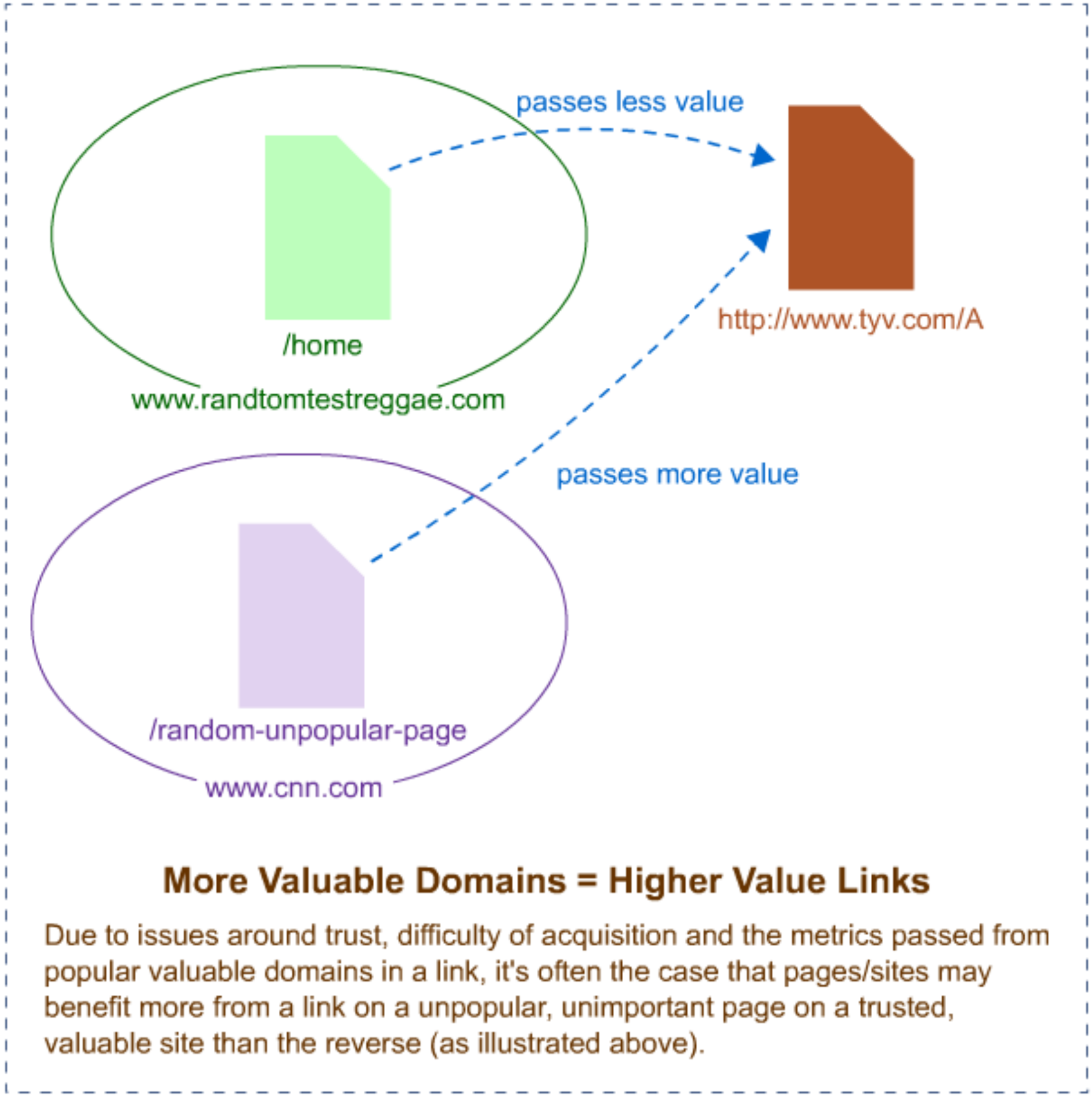
  Our crawler doesn't recognize text contained in graphics.
- Don't create multiple copies of a page under different URLs

Links and PageRank

- Links to your site can be interpreted as votes
- Initially, all votes considered equal
- Pages which receive more votes become more important
- More important pages cast more important votes

© 2016 Netpresence Australia - Content may not be reproduced without prior written consent
www.netpresence.com.au

Links

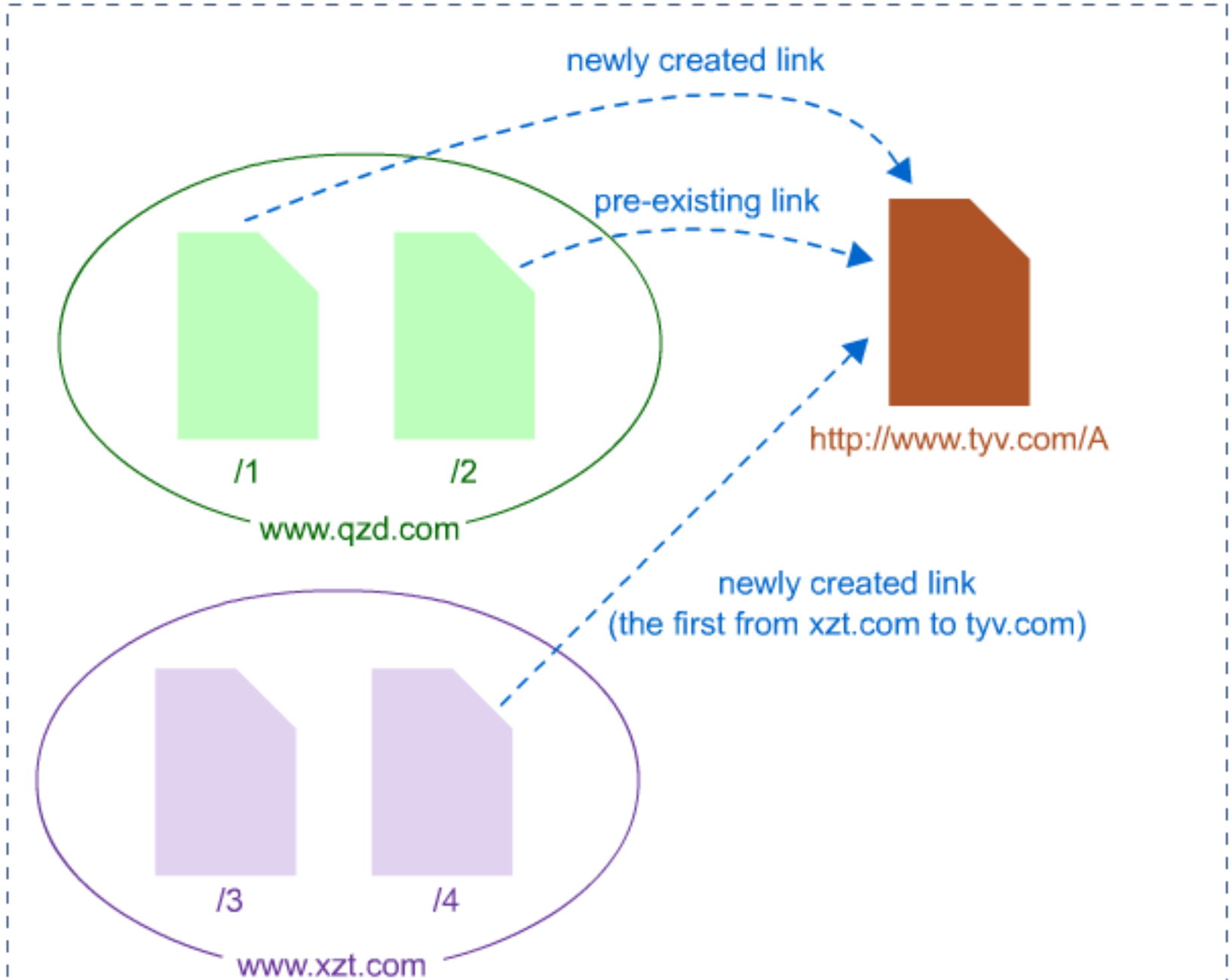


More Valuable Domains = Higher Value Links

Due to issues around trust, difficulty of acquisition and the metrics passed from popular valuable domains in a link, it's often the case that pages/sites may benefit more from a link on a unpopular, unimportant page on a trusted, valuable site than the reverse (as illustrated above).

© 2016 Netpresence Australia - Content may not be reproduced without prior written consent
www.netpresence.com.au

Links

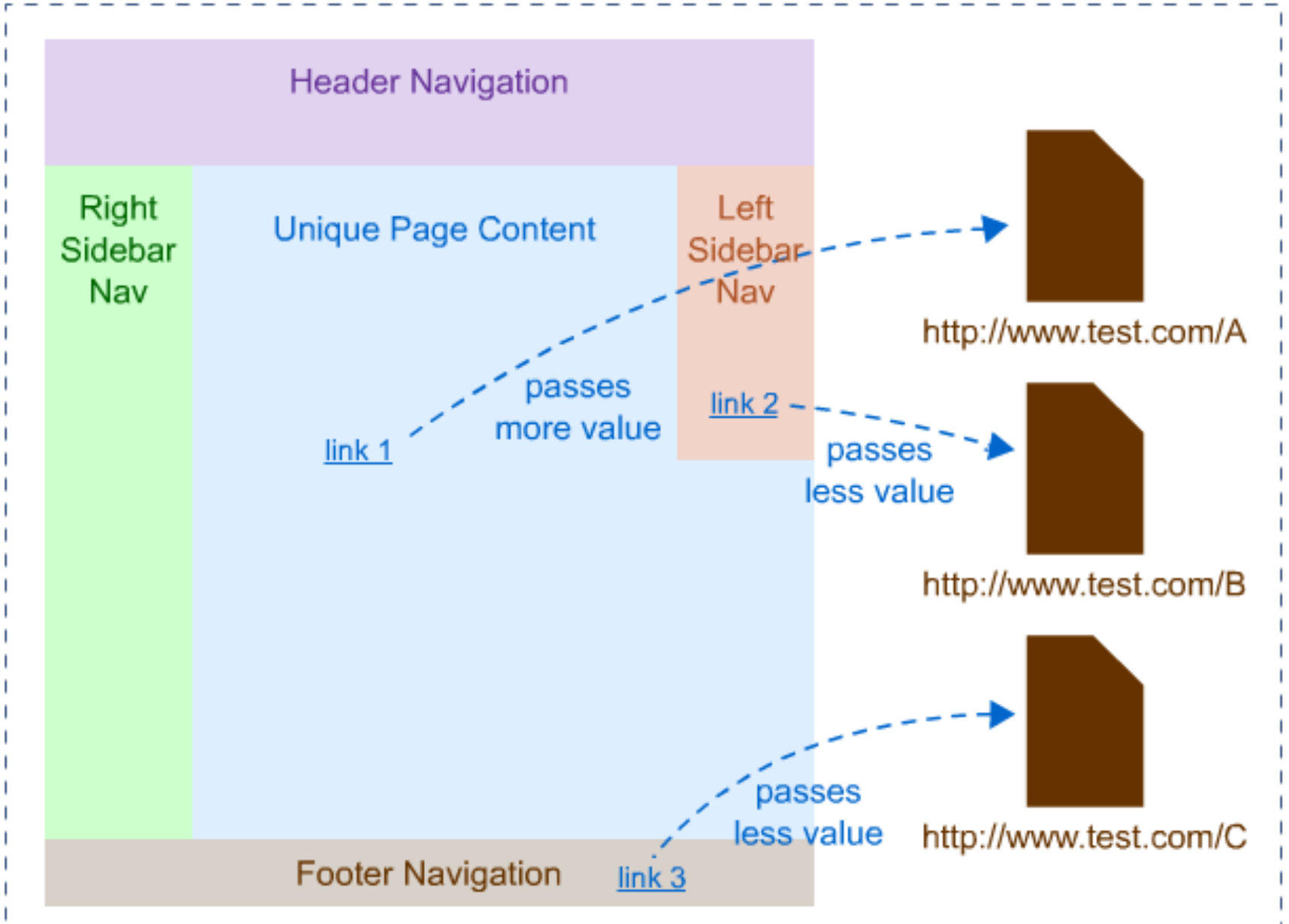


Greater Domain Diversity of Links = Positive

Search engines appear to highly value the domain diversity of external links in their ranking algorithms. Thus, in the scenario above (assuming all other things are equal), the newly created link from "1" to "A" will not be as valuable as the link from "4" to "A."

© 2016 Netpresence Australia - Content may not be reproduced without prior written consent
www.netpresence.com.au

Links



Links in Content > Links Outside Content

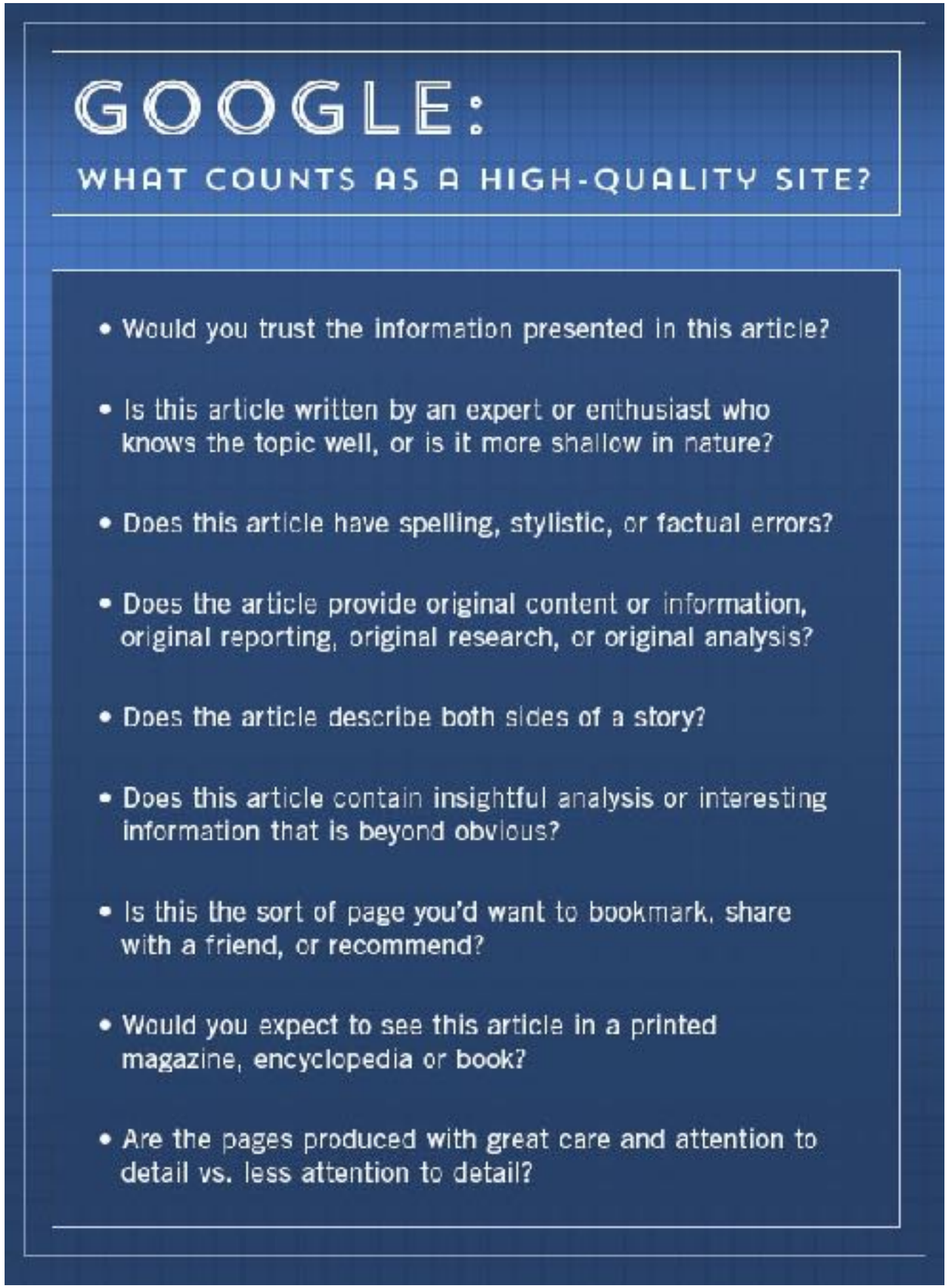
Search engines have been working on block analysis, vision-based page segementation and other forms of dissecting pages for many years. Today, it's quite likely that links inside relevant content blocks may pass more value than those from less contextually useful areas of a page.

© 2016 Netpresence Australia - Content may not be reproduced without prior written consent

NETPRESENCE

Quality

Some questions to consider



© 2016 Netpresence Australia - Content may not be reproduced without prior written consent
www.netpresence.com.au

GOOGLE:

WHAT COUNTS AS A HIGH-QUALITY SITE?

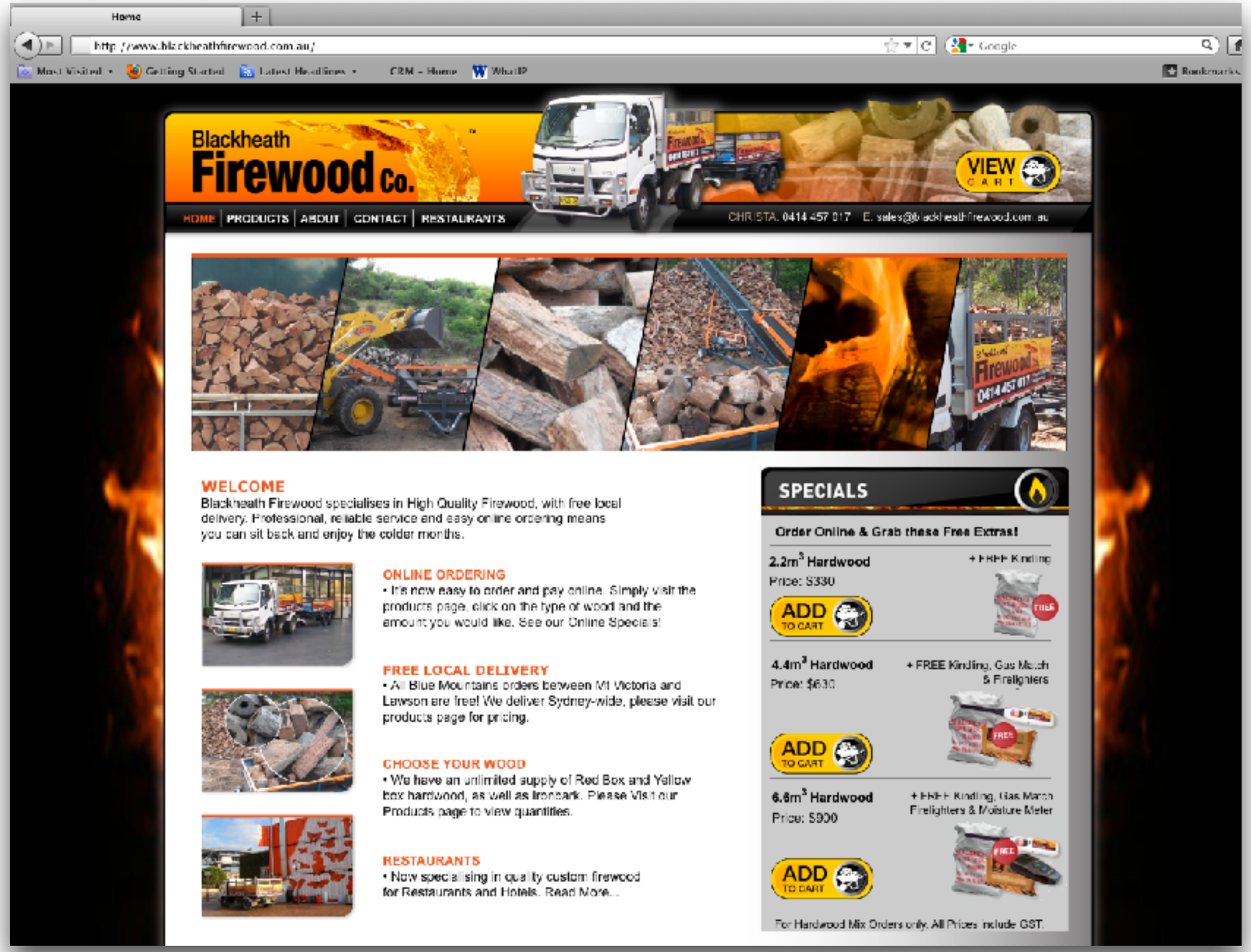
- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does this article have spelling, stylistic, or factual errors?
- Does the article provide original content or information, original reporting, original research, or original analysis?

NETPRESENCE

- Does this article contain insightful analysis or interesting information that is beyond obvious?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Would you expect to see this article in a printed magazine, encyclopedia or book?
- Are the pages produced with great care and attention to detail vs. less attention to detail?

© 2016 Netpresence Australia - Content may not be reproduced without prior written consent

User Friendly



NETPRESENCE

© 2016 Netpresence Australia - Content may not be reproduced without prior written consent
www.netpresence.com.au