



Intelligent Redesign and Migration

April 26, 2012

#SEOredesign



Wil Reynolds - *Founder*
SEER Interactive

Over the past **11** years, Wil Reynolds has dedicated himself to doing two things well: driving traffic to sites from search engines and analyzing the impact that traffic has on the bottom line of companies. Wil's career began at a web marketing agency in **1999**, where he spearheaded the SEO strategies for companies that included Barnes & Noble, Disney, Harman Kardon, Debeers, Doubleclick, Hotjobs, and Mercedes Benz USA (to name a few). Although the internet bubble burst, Wil's passion for web marketing has always been strong. In **2002**, Wil founded SEER Interactive, a Philadelphia-based SEO firm.

@wilreynolds

@SEERinteractive



Annie Cushing - *Senior SEO*
SEER Interactive

Annie Cushing has been doing SEO and web analytics for nine years and is currently Senior SEO with SEER Interactive, a search engine and PPC agency in Philadelphia. In addition to managing several enterprise-level clients, she provides leadership and guidance with more challenging issues affecting SEO and web analytics. Before working for SEER, she was Director of Analytics for Blue Glass Interactive, based in Tampa, FL. She was responsible for forensic research, analytics audits, key performance indicator (KPI) set up, and monthly reporting.

@anniecushing

@SEERinteractive



**Brian McDowell - *Director, Customer Search Strategies*
Conductor, Inc.**

Brian McDowell focuses on development and customer success for Conductor, Inc. His passion for corporate success through evangelizing Internet marketing has helped the company lead the marketplace for enterprise level products and services. He has designed and built multiple in-house proprietary technologies for natural search and built large in-house teams consisting of developers and junior level SEO practitioners for companies such as LendingTree, RealEstate.com, MarketAmerica and Red Ventures. Brian often speaks to large enterprise level decision makers as well as advertising agencies about how to build, recruit and sustain natural search focus within their organizations. Brian holds a BS in Computer Science from UNC Charlotte.

@Brian_McDowell
@Conductor

Relaunch



Fear

New Site

Old Site





Take Inventory



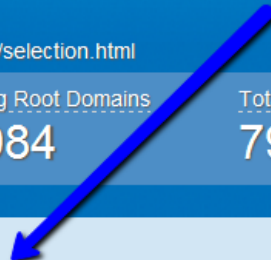
http://

Search

+ compare up to 5 sites

Link metrics for the page http://www.acer.com/worldwide/selection.html

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
90/100	89/100	5,984	79,629	857	184	72	178



Inbound Links

Top Pages

Linking Domains

Anchor Text

Compare Link Metrics












Advanced Reports

1 - 50 of the top pages on www.acer.com/ First 1 2 3 4 5 6

Download CSV

Page Title URL	Page Authority	Linking Root Domains	Inbound Links	HTTP Status	FB Shares / Likes	Tweets	Google +1
Acer.com Worldwide - Select your local country or region www.acer.com/worldwide/selection.html	90	5,984	79,629	200	857 / 184	72	178
[No Data] www.acer.com/	89	4,764	59,092	301	604 / 196	72	178
Acer AspireOne Happyt www.acer.com/aspireone/	81	595	1,802	200	637 / 27	0	8
Acer Service & Support www.acer.com/worldwide/support/download.htm	82	222	832	200	66 / 9	1	7



[No Data]   www.acer.com/us	79	128	877	302	30 / 0	6	0
[No Data]   www.acer.com/windows7upgrade/	72	104	171	404	270 / 2	0	0
[No Data]   www.acer.com/aspireone/aspireone_8_9/	72	88	259	404	577 / 19	0	0
[No Data]   www.acer.com/aspireone	70	80	189	301	22 / 3	42	1
[No Data]   www.acer.com/genuine2/eng	72	80	217	301	0 / 0	0	0
[No Data]   www.acer.com/aac/index.htm	70	67	165	404	0 / 0	0	0
[No Data]   www.acer.com/public/home.jsp	72	64	194	301	17 / 0	72	0
[No Data]   www.acer.com/demstoneblue/eng/	69	61	123	404	98 / 9	0	0




Clean up legacy content / assets

TOPSY

[Advanced Search](#)

Search results **1-10** out of **361** about **site:seerinteractive.com**

 Latest Results

- Past 1 Hour 1
- Past 1 Day 6
- Past 3 Day 12
- Past 7 Day 17
- Past 30 Day 41
- All Time 361

[SEO Lessons Learned Through Pictures of Matt Cutts | SEER Interactive](#)
seerinteractive.com/blog/seo-lessons-through-cutts-pictures/2011/05/04/



[mattcutts](#) Matt Cutts

A pretty funny set of SEO lessons: <http://goo.gl/3QNEN>

 05/04/2011  Reply  Retweet  Favorite  356 more

[35 Local Link Opportunities You Missed | SEER Interactive](#)

seerinteractive.com/blog/35-local-link-opportunities-you-missed/2010/12/06/



[fabioricotta](#) fabioricotta

35 Local Link Opportunities You Missed <http://bit.ly/euNWyB>

 12/07/2010  Reply  Retweet  Favorite  156 more

[Google +1 – can it ever be a major ranking signal? History says not really | SEER Interactive](#)

seerinteractive.com/blog/google-1-impact-on-seo-not-like/2011/08/08/



[webaddict](#) Joel Mackey

Google +1 - can it ever be a major ranking signal? History says not really <http://bit.ly/r34q6C>

 08/09/2011  Reply  Retweet  Favorite  86 more

Search

► Everything

[Links](#)

[Tweets](#)

[Photos](#)

Blog

1

Tweet

0

Like

18

+1

in

Share

Google +1 – can it ever be a major ranking signal? History says not really



Written by Wil Reynolds 4 Comments

[< back to blog home](#)



Anyone remember the original [snap.com](#)? It was NBC's attempt at building a search engine to rival Yahoo and other major players in the mid 2000's.

Snap.com's innovation was heavily based on # of clicks and time elapsed between returning back to the search engine. Those two factors had a pretty significant impact on a web sites rankings int their search engine.

That was their "pagerank" that was the core of the Snap.com algo in the 2000's. Eight years ago it was a great concept but was easily gamed, which is absolutely why it didn't work. Many

Subscribe



2785 via feed:
BY FEEDBURNER

Search our Blog



Support



GET OUR NEWSLETTER

Keep up-to-date search trends, latest blog posts and more.

Email Address



SEER Interactive on
Facebook

Can you 301 redirect social?





Marketers are crafty



Marketers LOVE microsites



Marketers **FORGET** microsites

you get signal

Windows Cloud Servers
no contracts—pay for what you use

LEARN MORE

STARTING AT
8¢/HR.


✓ ON-DEMAND
✓ API ACCESS



Reverse IP Domain Check

Remote Address

Check

 Found **103** domains hosted on the same web server as [dell.com](#) (143.166.224.244).

[accessories.apj.dell.com](#) (linkback)
[accessories.us.dell.com](#) (linkback)
[app.subscription.dell.com](#) (linkback)
[chinathin.com](#) (linkback)
[content.dell.com](#) (linkback)
[dell.ca](#) (linkback)
[dell.com.co](#) (linkback)
[dell.com.uy](#) (linkback)
[dellcomputers.com](#) (linkback)
[dellvistaupgrade.com](#) (linkback)
[earth-dell.org](#) (linkback)
[earthdell.net](#) (linkback)
[eppsweeps.rjk.com](#) (linkback)
[globalstandardopolis.com](#) (linkback)
[i.dell.com](#) (linkback)
[landingstrip.dell.com](#) (linkback)
[lt.dell.com](#) (linkback)
[outletbusiness.dell.com](#) (linkback)
[partner.api.dell.com](#) (linkback)

[accessories.dell.com](#) (linkback)
[ad.jp.dell.com](#) (linkback)
[boards.harrypotter.warnerbros.com](#) (linkback)
[click.brasil.dell.com](#) (linkback)
[dell-earth.com](#) (linkback)
[dell.com](#) (linkback)
[dell.com.mx](#) (linkback)
[dell4me.com](#) (linkback)
[delldrivers.com](#) (linkback)
[earth-dell.net](#) (linkback)
[earthdell.com](#) (linkback)
[en.community.dell.com](#) (linkback)
[gigabuys.us.dell.com](#) (linkback)
[homeandhomeoffice.dell.com](#) (linkback)
[ireland.dell.com](#) (linkback)
[lastore.dell.com](#) (linkback)
[outlet.dell.com](#) (linkback)
[outlethome.dell.com](#) (linkback)
[partner.dell.com](#) (linkback)

Easier than clicking?

you get signal

Windows Cloud Servers
no contracts—pay for what you use

STARTING AT
8¢/hr

LEARN MORE

Link Results

Reverse IP Domain Check

Remote Address

Check

Found **103** domains hosted on the same web server as **dell.com** (143.166.224.244).

accessories.apj.dell.com | 403 (linkback)
accessories.us.dell.com | 403 (linkback)
app.subscription.dell.com | 403 (linkback)
chinathin.com (linkback)
content.dell.com (linkback)
dell.ca (linkback)
dell.com.co (linkback)
dell.com.uy (linkback)
dellcomputers.com (linkback)
dellvistaupgrade.com (linkback)
earth-dell.org (linkback)
earthdell.net (linkback)
eppsweeps.rjk.com (linkback)
globalstandardopolis.com (linkback)
i.dell.com (linkback)
landingstrip.dell.com | 403 (linkback)
lt.dell.com | 401 (linkback)

accessories.dell.com | 403 (linkback)
ad.jp.dell.com (linkback)
boards.harrypotter.warnerbros.com (linkback)
click.brasil.dell.com (linkback)
dell-earth.com (linkback)
dell.com (linkback)
dell.com.mx (linkback)
dell4me.com (linkback)
delldrivers.com (linkback)
earth-dell.net (linkback)
earthdell.com (linkback)
en.community.dell.com (linkback)
gigabuys.us.dell.com (linkback)
homeandhomeoffice.dell.com (linkback)
ireland.dell.com (linkback)
lastore.dell.com (linkback)
outlet.dell.com (linkback)

<http://bit.ly/broken-link-checker>

premierconfig.dell.com (linkback)

ps3-www1.us.dell.com (linkback)



Globalstandardopolis.com

The latest adventures of the Dell Tech Force team.



Download and listen to the [soundtrack](#) of "The Road to Global Standardopolis" (MP3)

Wallpaper:



800x600 | 1024x768 | 1280x1024 | 1600x1200



800x600 | 1024x768 | 1280x1024 | 1600x1200

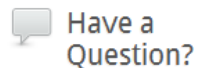
SEO Tools

Tools to help you build and market your website.

Firefox Extensions

- [Rank Checker](#)
- [SEO Toolbar](#)
- [SEO for Firefox](#)
- [Website Health Check](#)
- [Duplicate Content Checker](#)

- [Local Rank](#)
- [SEO Site Planner](#)
- [Competitive Research Tool](#)
- [Domain Name Finder](#)
- [Keyword Comparison Tool](#)



If you need feedback or have any burning questions please ask in the

Show Server Headers for a Webpage

- Single Page Header Check
- [Bulk Page Header Check](#)



Requesting <http://globalstandardopolis.com>

SERVER RESPONSE: HTTP/1.1 302 Found

Content-Length:

http://www.dell.com/content/topics/global.aspx/corp/media/en/tech_force_noemail?c=us&l=en&s=corp
 Server: Microsoft-IIS/7.0
 Set-Cookie: stop_mobi=stop_mobi=; path=/
 X-Powered-By: ASP.NET
 X-UA-Compatible: IE=7
 P3P: CP=" BUS CAO CNT COM CUR DEV DSP INT NAV OUR PSA PSD SAM STA TAI UNI "
 Date: Wed, 25 Apr 2012 11:17:25 GMT
 Redirecting to: http://www.dell.com/content/topics/global.aspx/corp/media/en/tech_force_noemail?c=us&l=en&s=corp

<http://bit.ly/aw-server-header-check>



Clean up your old assets pre launch



My name is Annie

and I'm a searchaholic ...

@AnnieCushing

Let's get technical, shall we?



1. Have a sitemap strategy

- **GSiteCrawler (Windows)**
- **intellimapper (Windows)**
- **Integrity (Mac)**
- **XML-Sitemaps.com (Online)**



SUBMIT IT TO GOOGLE



Webmaster Tools

- Dashboard
- Messages (4)
- ▼ Site configuration
 - Sitemaps**
 - Crawler access
 - Sitelinks
 - Change of address
 - Settings
 - URL parameters
 - User administration
- Your site on the web
- +1 Metrics
- Diagnostics
- Labs
- Other Resources

Sitemaps

By me (0)

All (14)

Sitemaps content

All content types

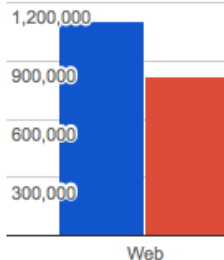
Submitted

Indexed

Web pages

1,104,356 Submitted

823,270 Indexed



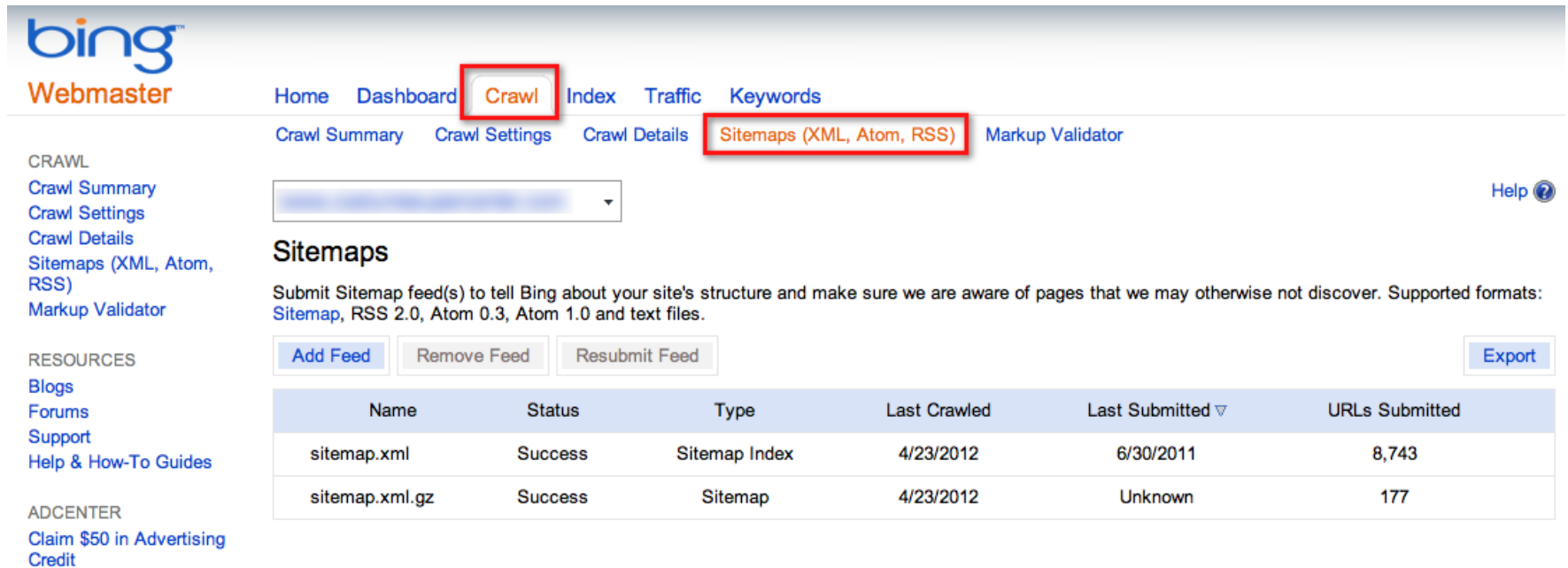
ADD/TEST SITEMAP

>>

A MESSAGE FROM BING



SUBMIT TO BING TOO!



bing Webmaster

Home Dashboard **Crawl** Index Traffic Keywords

Crawl Summary Crawl Settings Crawl Details **Sitemaps (XML, Atom, RSS)** Markup Validator

CRAWL

- Crawl Summary
- Crawl Settings
- Crawl Details
- Sitemaps (XML, Atom, RSS)
- Markup Validator

RESOURCES

- Blogs
- Forums
- Support
- Help & How-To Guides

ADCENTER

- Claim \$50 in Advertising Credit

Sitemaps

Submit Sitemap feed(s) to tell Bing about your site's structure and make sure we are aware of pages that we may otherwise not discover. Supported formats: Sitemap, RSS 2.0, Atom 0.3, Atom 1.0 and text files.

[Add Feed](#) [Remove Feed](#) [Resubmit Feed](#) [Export](#)

Name	Status	Type	Last Crawled	Last Submitted ▼	URLs Submitted
sitemap.xml	Success	Sitemap Index	4/23/2012	6/30/2011	8,743
sitemap.xml.gz	Success	Sitemap	4/23/2012	Unknown	177

IF YOU HAVE A LARGE SITE

✓	Sitemap Jan 11, 2011	1,893	1,431
✓	Sitemap Jan 10, 2011	184	157
✓	Sitemap Jan 6, 2011	4,000	3,853
✓	Sitemap Jan 10, 2011	4,000	3,935
✓	Sitemap Jan 6, 2011	4,000	3,525
✓	Sitemap Jan 10, 2011	501	497
✓	Sitemap Dec 29, 2010	4,000	3,984
✓	Sitemap Jan 11, 2011	896	879
✓	Sitemap Dec 31, 2010	13	13
✓	Sitemap Jan 5, 2011	34	34
✓	Sitemap Jan 3, 2011	111	101
✓	Sitemap Jan 4, 2011	198	173
✓	Sitemap Jan 11, 2011	144	133

2. Clean up your act



CHILL OUT WITH SERVER ERRORS



CORRAL THEM PRE-MIGRATION

Webmaster Tools

Dashboard

Messages (4)

› Site configuration

› Your site on the web

› +1 Metrics

▼ Diagnostics

Malware

Crawl errors

Crawl stats

Fetch as Googlebot

HTML suggestions

› Labs

Other Resources

Help with:

[URL errors](#)

[Crawl errors](#)

[HTTP status codes](#)

[Soft 404 errors](#)

[Additional support](#)


[Help center](#)

Search help

Go

Site Errors Showing data from the last 90 days

DNS 

Server Connectivity 

Robots.txt Fetch 

URL Errors

Web

Mobile

■ Server error

322 errors

Soft 404

5,515 errors

Not found

7,761 errors

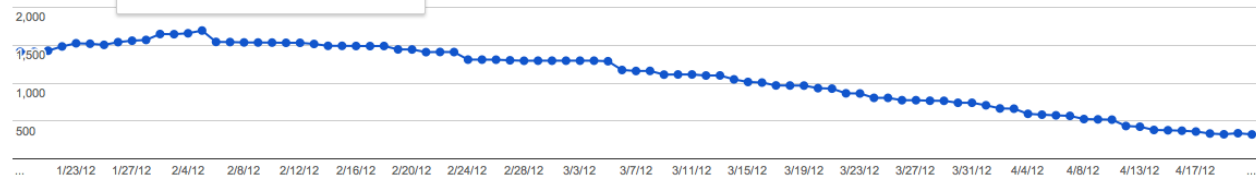
Not followed

1,037 errors

Other

6 errors

Request timed out or site is blocking Google. [More info.](#)



Top 1,000 pages with errors

Download

MARK AS FIXED (0)

Filter

Q

Show

25 rows

1-25 of 322

<

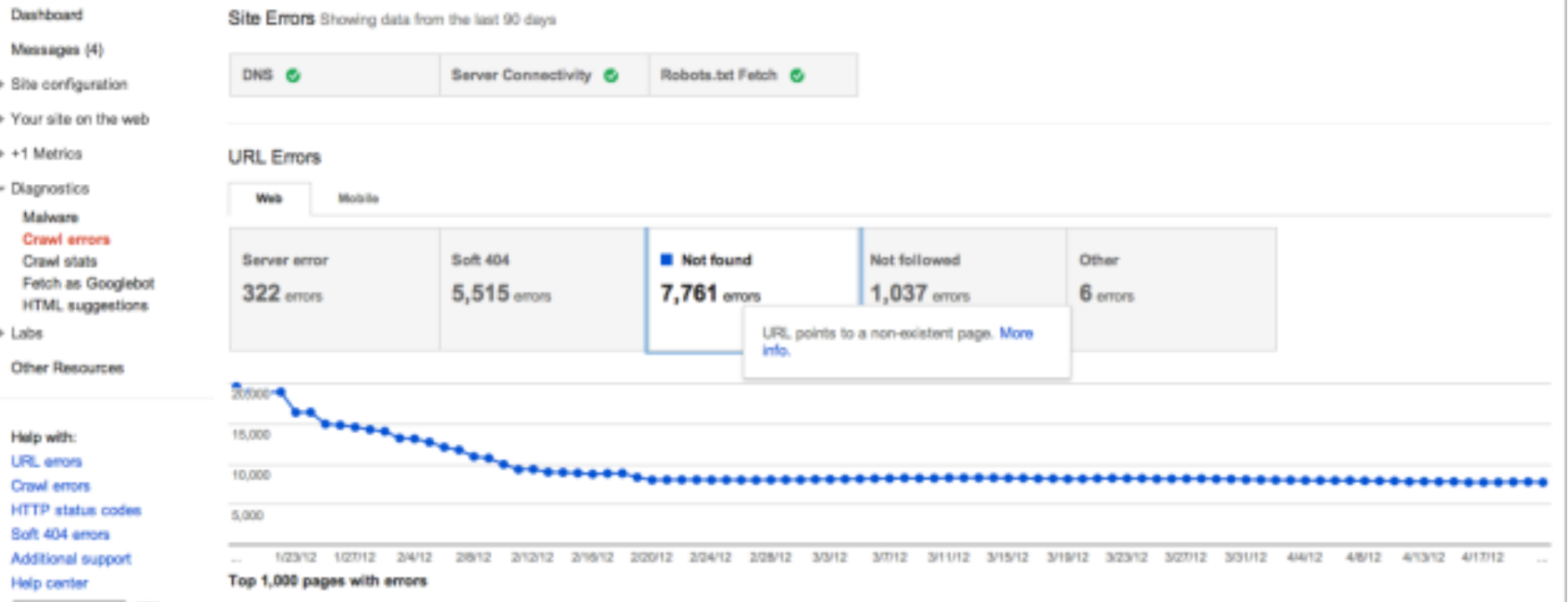
>

FIND YOUR 404PAGES



FOUND DUE EAST OF SERVER ERRORS

Webmaster Tools



WHAT THE HECK'S A “SOFT 404”?



404 PAGES GET MISCONFIGURED

Oops!
This is awkward.

You're looking for something
that doesn't actually exist...

Try going to our [homepage](#)

Should serve:
404 (not found)
or
410 (gone)

INSTEAD ...

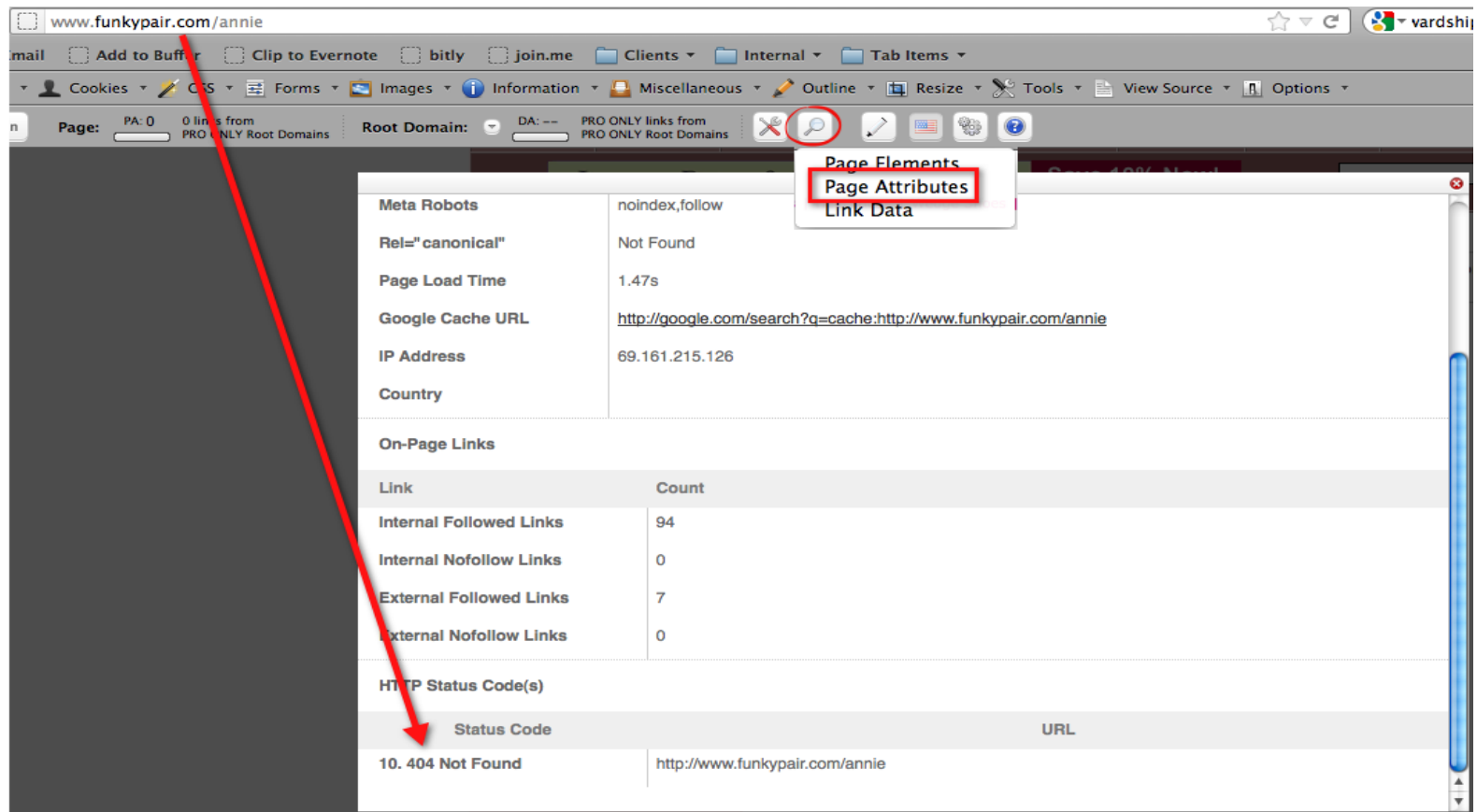
- Serves up a 404 page but returns a 200 (page found) HTTP status code
- Redirects unknown URLs to the homepage



FEW WAYS TO FIND THE STATUS CODE



MOZBAR



The screenshot shows the MozBar tool interface on a web browser. The browser address bar displays www.funkypair.com/annie. The MozBar tool is open, showing various page metrics and a table of HTTP status codes. A red arrow points to the '10. 404 Not Found' status code.

Page Metrics:

- Meta Robots: noindex,follow
- Rel="canonical": Not Found
- Page Load Time: 1.47s
- Google Cache URL: <http://google.com/search?q=cache:http://www.funkypair.com/annie>
- IP Address: 69.161.215.126
- Country:

On-Page Links:

Link	Count
Internal Followed Links	94
Internal Nofollow Links	0
External Followed Links	7
External Nofollow Links	0

HTTP Status Code(s):

Status Code	URL
10. 404 Not Found	http://www.funkypair.com/annie

LIVE HTTP HEADERS FIREFOX EXTENSION



ADD-ONS

EXTENSIONS | PERSONAS | THEMES | COLLECTIONS | MORE...

Home » Extensions » Live HTTP Headers



Live HTTP Headers 0.17

by Daniel Savard, Nikolas Coukouma

View HTTP headers of a page and while browsing.

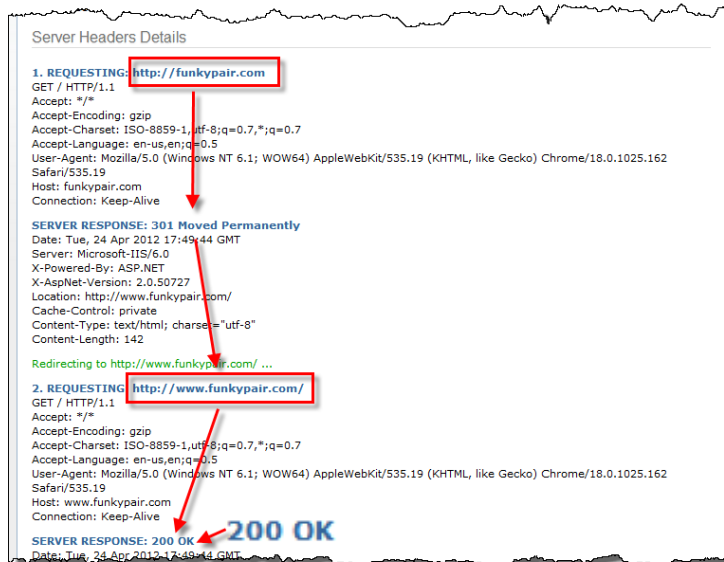
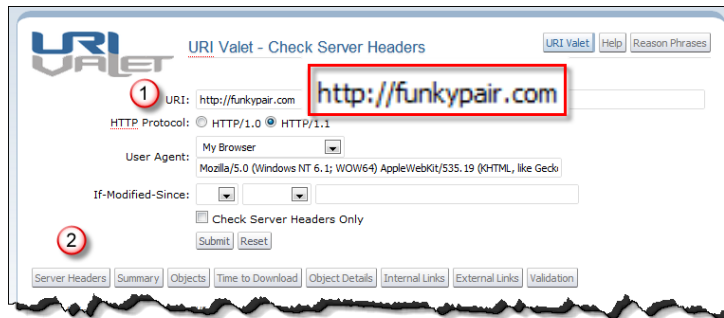
+ Add to Firefox

About this Add-on

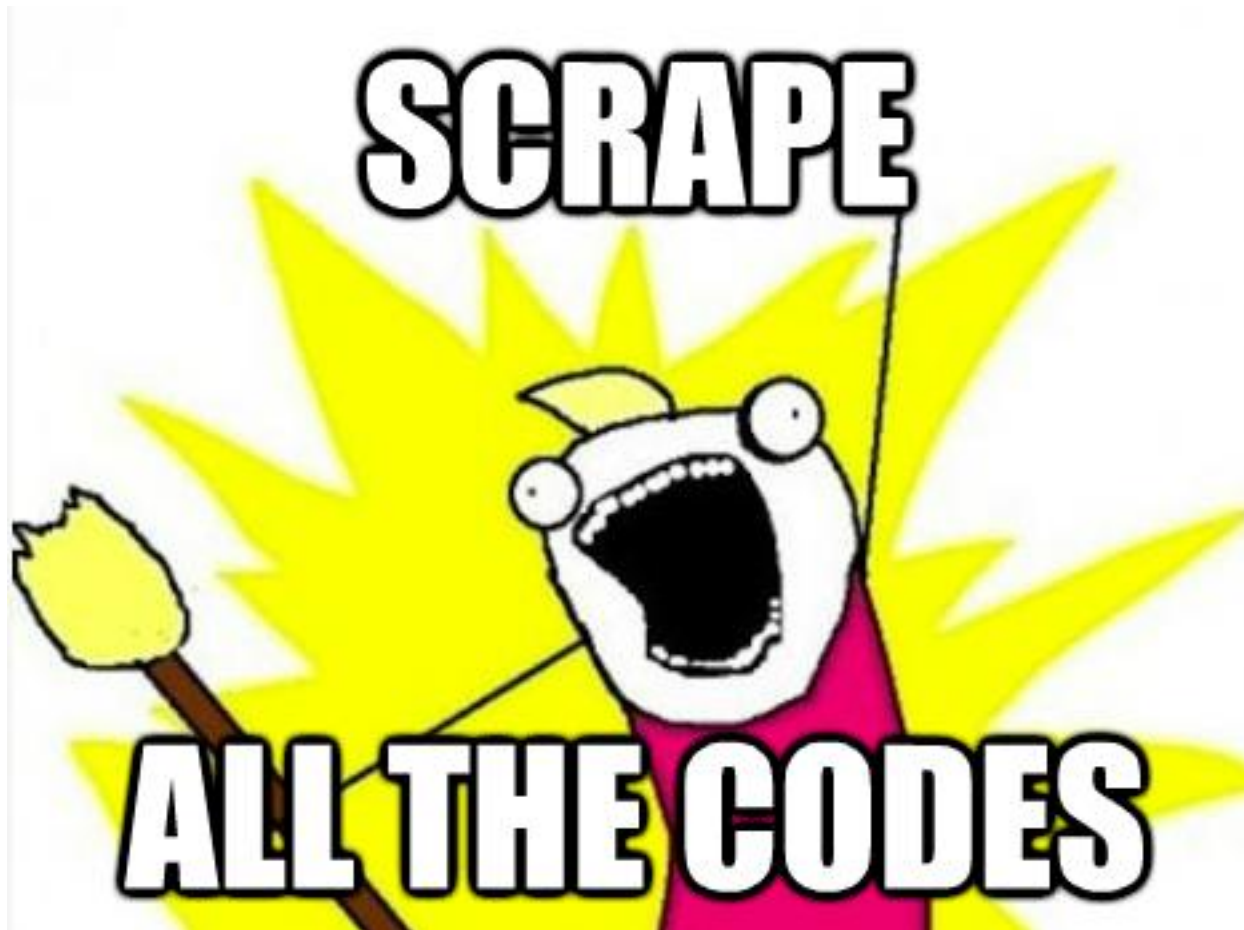
View HTTP headers of a page and while browsing.



URI VALET



GO BIG OR GO HOME



FIRST, THE FREE WAY

Webmaster Tools

SEER www.seerinteractive.com

Dashboard

Messages (1)

Site configuration

Your site on the web

Search queries

Links to your site

Content Keywords

Internal links

Subscriber stats

+1 Metrics

Diagnostics

Labs

Other Resources

Help with:

Why doesn't Webmaster Tools data match data from other tools?

Overview » All linked pages

Your pages that are linked from other domains.

Download this table

Download more sample links

Show

25 rows

1-25 of 402

<

>

I reordered by Source Domains

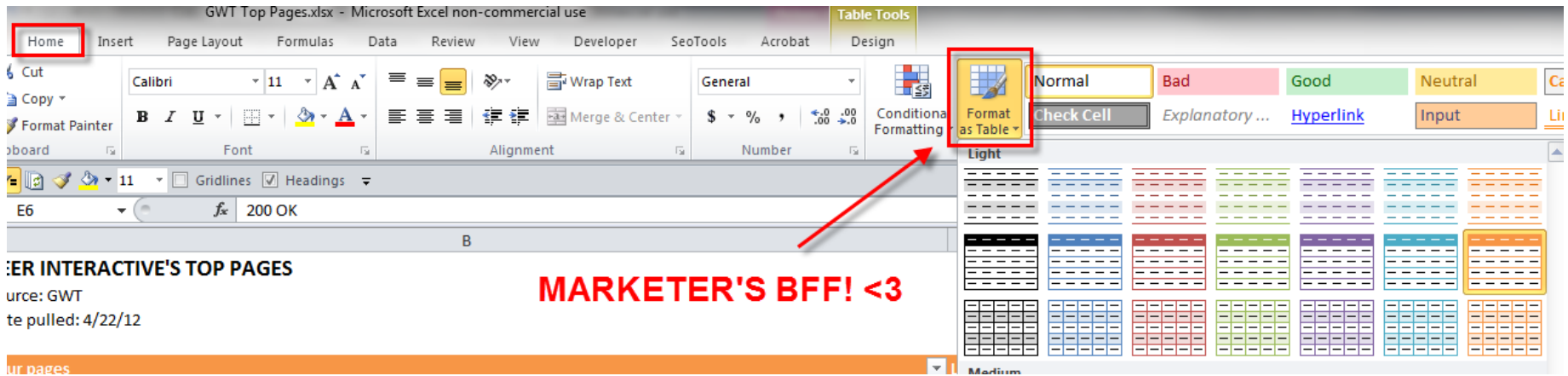
Your pages

Links

Source domains

http://www.seerinteractive.com/	33,700	1,599
/blog/	13,955	317
/blog/broken-link-building-feast-on-your-competitors-this-thanksgiving	393	154
/blog/35-local-link-opportunities-you-missed	327	149
/blog/using-twitter-and-backlinks-to-build-links	296	91
/inside-seer/new-office	170	91
/blog/new-google-analytics	185	83
/blog/301-redirect-test-how-much-link-juice-are-you-losing	180	80
/blog/100-panda-recovery-what-we-learned-to-identify-issues-get-your-traffic-back	123	76

PRETTY THE DATA UP IN EXCEL





MMM, THAT IS SOME FIIINE DATA!

SEER INTERACTIVE'S TOP PAGES

Source: GWT

Date pulled: 4/22/12

Your pages	Links	Source domains
http://www.seerinteractive.com/	33,700	1,599
/blog/	13,955	317
/blog/broken-link-building-feast-on-your-competitors-this-thanksgiving	393	154
/blog/35-local-link-opportunities-you-missed	327	149
/blog/using-twitter-and-backlinks-to-build-links	296	91
/inside-seer/new-office	170	91
/blog/new-google-analytics	185	83
/blog/301-redirect-test-how-much-link-juice-are-you-losing	180	80
/blog/100-panda-recovery-what-we-learned-to-identify-issues-get-your-traffic-back	123	76
/blog/we-screwed-up-how-we-still-managed-25-success	154	75
/blog/4-tips-on-improving-your-blogger-outreach-message	106	75
/blog/how-to-produce-2-3-quality-blog-posts-in-1-hour-a-month	145	73
/blog/proof-that-googles-secure-search-now-affects-more-users	145	58
/blog/seo-lessons-through-cutts-picture	120	58
/blog/importxml-cookbook	239	56



SEOTOOLS EXCEL PLUGIN

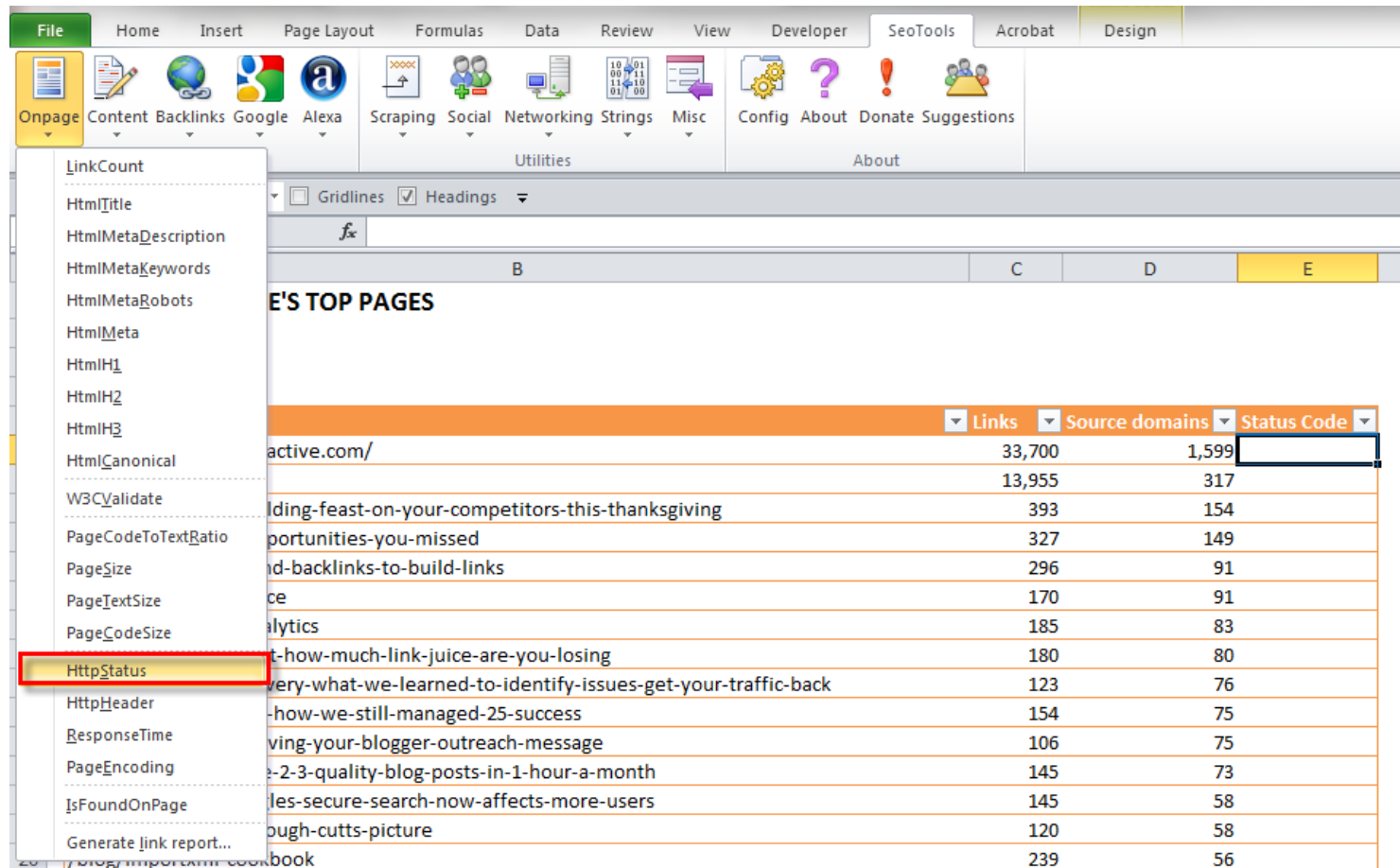


ADD DOMAIN BACK IN

A	B	F	G	H
	SEER INTERACTIVE'S TOP PAGES Source: GWT Date pulled: 4/22/12 Your pages http://www.seerinteractive.com/ http://www.seerinteractive.com/blog/ http://www.seerinteractive.com/blog/broken-link-building-feast-on-you			http://www.seerinteractive.com

=G\$7&B7

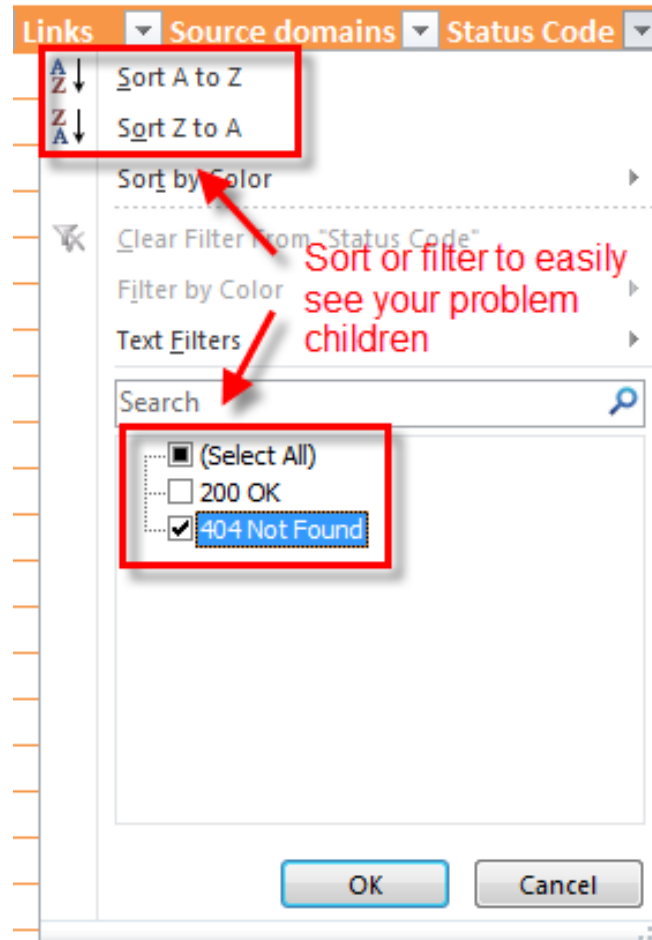
ONPAGE > HTTPSTATUS



The screenshot shows the OnPage SEO tool interface. The 'SeoTools' tab is active, and the 'Onpage' dropdown menu is open, highlighting 'HttpStatus'. The main content area displays 'THE TOP PAGES' table.

	Links	Source domains	Status Code
active.com/	33,700	1,599	
ding-feast-on-your-competitors-this-thanksgiving	13,955	317	
opportunities-you-missed	393	154	
d-backlinks-to-build-links	327	149	
ce	296	91	
alytics	170	91	
t-how-much-link-juice-are-you-losing	185	83	
very-what-we-learned-to-identify-issues-get-your-traffic-back	180	80	
-how-we-still-managed-25-success	123	76	
ving-your-blogger-outreach-message	154	75	
e-2-3-quality-blog-posts-in-1-hour-a-month	106	75	
les-secure-search-now-affects-more-users	145	73	
ough-cutts-picture	145	58	
blog/important-cookbook	120	58	
	239	56	

SORT/FILTER BY ERRORS



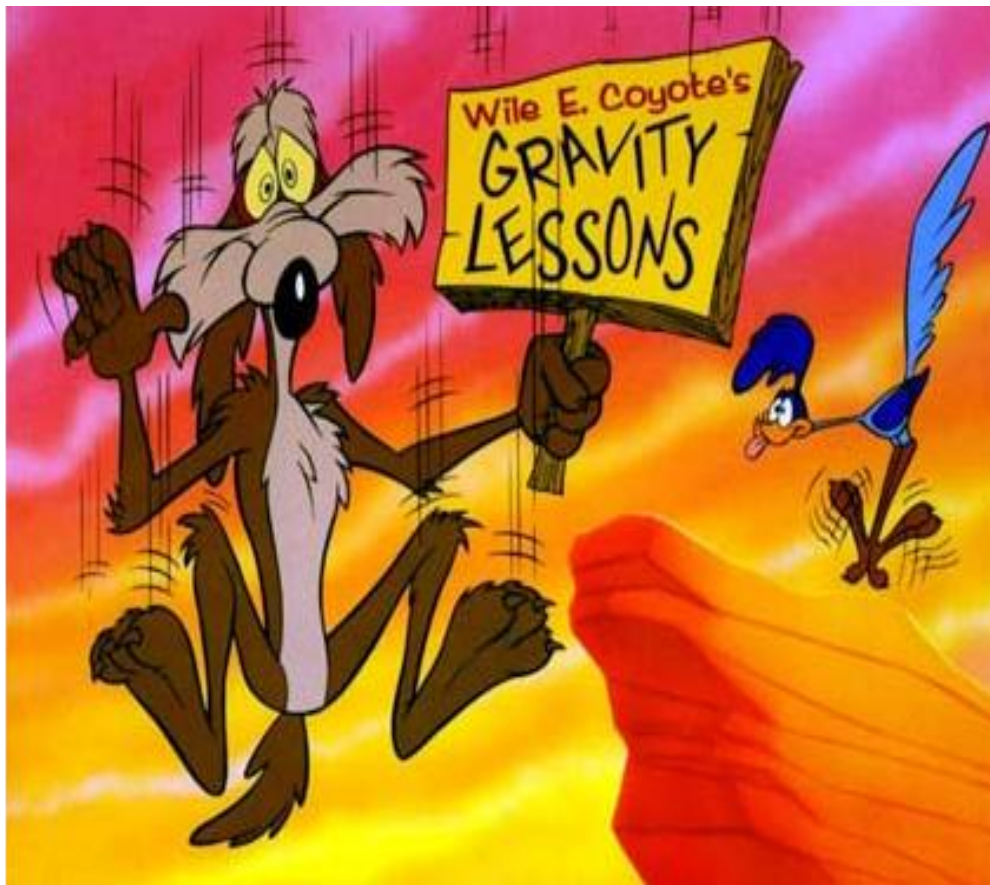
PRO TIP

- **Copy and paste as values ASAP**
(Right click > Paste Special > Values)
- **Otherwise, keeping those formulas active will slow down your workbook**

OTHER METRICS YOU MIGHT WANT TO GET

- **Google PageRank (under Backlinks)**
- **Facebook Likes (under Social)**
- **Twitter Count (under Social)**

WARNING



If your URLs change in the migration, you will start from scratch with tweets, likes, shares, etc.

NEED A FULL LIST OF ERRORS?

**Last month Google took
away a LOT of GWT data**



ALTERNATIVE A

Scremingfrog

The logo for Screaming Frog, which is a black silhouette of a frog jumping, positioned inside a green circle that serves as the '@' symbol in the text "Screamingfrog".

FIRE HOSE OF BEAUTIFUL DATA!

Enter url to spider:

Internal External Response Codes URI Page Titles Meta Description Meta Keywords H1 H2 Images Meta & Canonical Custom

Filter: ☒ All ☒ HTML ☐ JavaScript ☐ CSS ☐ Images ☐ PDF

Address	Content	Status Code	Status	Title
http://www.seerinteractive.com/	text/html; charset=UTF-8	200	OK	SEER Interactive: Philadelphia's Finest SEO Consultancy
http://www.seerinteractive.com/blog/hey-wha-happened-googles-new-mobile-ad-te	text/html; charset=UTF-8	200	OK	Hey, Wha' Happened?!?! - Google's New Mobile Ad Te
http://www.seerinteractive.com/blog/text-messaging-the-mobile-marketing-gener...	text/html; charset=UTF-8	200	OK	Text Messaging & The Mobile Marketing Generation :
http://www.seerinteractive.com/blog/bad-seos-beware-%e2%80%93-google-pers...	text/html; charset=UTF-8	200	OK	BAD SEOS BEWARE â Google personalized is here! :
http://www.seerinteractive.com/team/wordpress	text/html; charset=UTF-8	200	OK	WordPress SEER Interactive
http://www.seerinteractive.com/our-clients	text/html; charset=UTF-8	200	OK	SEER Interactive - SEO / SEM Clients SEER Interactive
http://www.seerinteractive.com/our-clients/clients-insurance	text/html; charset=UTF-8	200	OK	Clients: Insurance SEER Interactive
http://www.seerinteractive.com/blog/svn-my-favorite-software-hands-down	text/html; charset=UTF-8	200	OK	SVN: my favorite software hands down SEER Interacti
http://www.seerinteractive.com/blog/semrush-review	text/html; charset=UTF-8	200	OK	SemRush Review SEER Interactive
http://www.seerinteractive.com/blog/10-tools-i-cant-live-without-when-working-...	text/html; charset=UTF-8	200	OK	Top Online Tools - One SEO Consultants 10 Favorites
http://www.seerinteractive.com/blog/everything-you-need-to-know-about-google...	text/html; charset=UTF-8	200	OK	Everything You Need to Know About Google's Local Bu
http://www.seerinteractive.com/blog/what-to-do-when-there-are-no-more-sear...	text/html; charset=UTF-8	200	OK	What to do when there are no more searches? SEER I
http://www.seerinteractive.com/blog/current-events-ppc-2	text/html; charset=UTF-8	200	OK	Current Events & PPC SEER Interactive
http://www.seerinteractive.com/seer-videos/link-building-natural-vs-unnatural-pa...	text/html; charset=UTF-8	200	OK	Link Building - Natural vs UnNatural Patterns SEER Int
http://www.seerinteractive.com/seer-videos/seer-interactive-throwdown-thursday	text/html; charset=UTF-8	200	OK	SEER Interactive Throwdown Thursday SEER Interacti
http://www.seerinteractive.com/blog/creating-a-mobile-profile-in-google-analytics	text/html; charset=UTF-8	200	OK	Custom Profile for Mobile Reporting in Google Analytic
http://www.seerinteractive.com/inside-seer/new-office	text/html; charset=UTF-8	200	OK	New Office SEER Interactive
http://www.seerinteractive.com/team/admin	text/html; charset=UTF-8	200	OK	SEER SEER Interactive
http://www.seerinteractive.com/inside-seer/careers	text/html; charset=UTF-8	200	OK	Careers SEER Interactive
http://www.seerinteractive.com/blog/text-messaging-the-mobile-marketing-gener...	text/html; charset=UTF-8	200	OK	Text Messaging & The Mobile Marketing Generation :
http://www.seerinteractive.com/inside-seer/partnerships	text/html; charset=UTF-8	200	OK	Partnerships SEER Interactive
http://www.seerinteractive.com/team/wordpress/page/2	text/html; charset=UTF-8	200	OK	WordPress SEER Interactive - Part 2
http://www.seerinteractive.com/blog/how-accurate-is-googles-customized-locatio...	text/html; charset=UTF-8	200	OK	How Accurate is Google's Customized Location Targeti
http://www.seerinteractive.com/blog/7-lessons-i-learned-while-being-banned-in...	text/html; charset=UTF-8	200	OK	7 lessons I learned while being banned in Google for 1
http://www.seerinteractive.com/blog/an-important-analytics-distinction-bounce-vs...	text/html; charset=UTF-8	200	OK	An Important Analytics Distinction: Bounce vs Exit SE
http://www.seerinteractive.com/team/wordpress/	text/html; charset=UTF-8	200	OK	WordPress SEER Interactive
http://www.seerinteractive.com/team/wordpress/page/3	text/html; charset=UTF-8	200	OK	WordPress SEER Interactive - Part 3
http://www.seerinteractive.com/team/wordpress/page/4	text/html; charset=UTF-8	200	OK	WordPress SEER Interactive - Part 4
http://www.seerinteractive.com/blog/the-thrill-of-the-search	text/html; charset=UTF-8	200	OK	SEO Company & The Thrill of the Search SEER Interac
http://www.seerinteractive.com/our-clients/clients-education	text/html; charset=UTF-8	200	OK	Clients: Education SEER Interactive
http://www.seerinteractive.com/blog/how-to-get-or-give-30000000-links	text/html; charset=UTF-8	200	OK	How to Get or Give 30 million links - noscript links & C
http://www.seerinteractive.com/team/wordpress/page/5	text/html; charset=UTF-8	200	OK	WordPress SEER Interactive - Part 5



ALTERNATIVE B

SEO Tools

[Resources](#) > [Tools](#) > [Crawl Test](#)

Crawl Test

Ready to crawl? Our Crawl Test helps you zero in on duplicate content, summarize redirect locations, learn rel-canonical values, and more. Enter any subdomain below and we'll crawl up to 3,000 linked-to pages. In the next few days you'll receive an email containing a CSV report with the results.

As a PRO member, you can schedule crawls for 2 subdomains every 24 hours, and you'll get up to 3,000 pages crawled per subdomain. When we've finished crawling, your reports will be sent to your PRO email address, which is currently [willr@seerinteractive.com](#). You can change your account's email address on your [profile](#) page.

Enter a Subdomain:

 1 Crawl credits left today



Your crawl request was successfully submitted and RogerBot is ready to be released. We'll be sending your report via email in the next few days.



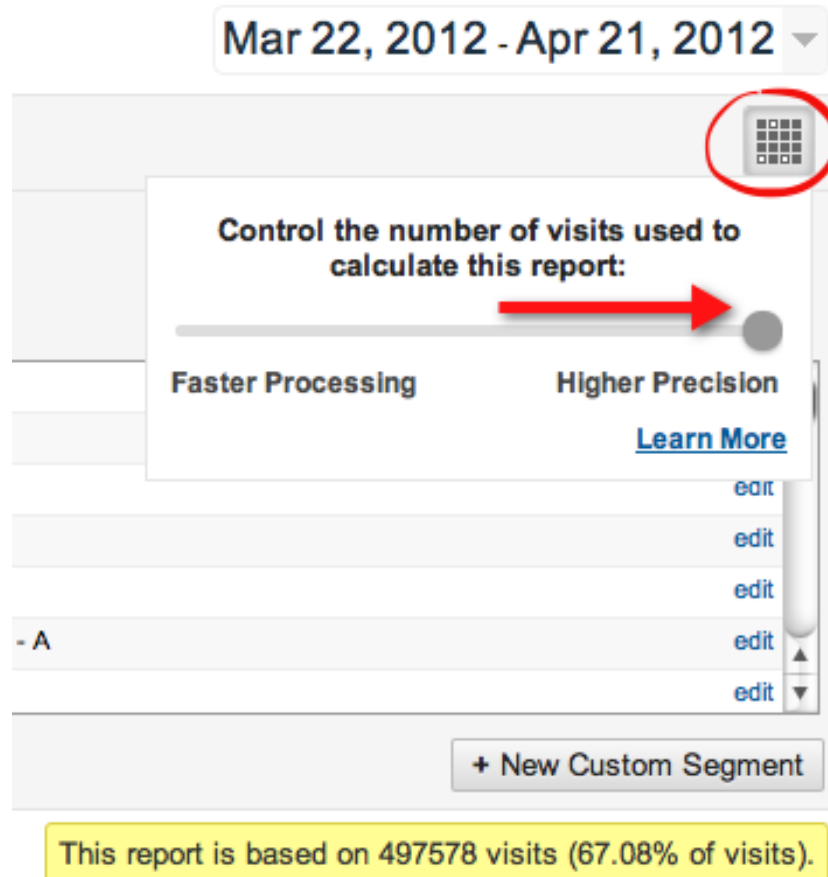
3. Run baseline report in GA



The screenshot shows the Google Analytics interface for the 'Traffic Sources Overview' report. The left sidebar contains navigation links: Audience, Advertising, Traffic Sources (highlighted with a red circle 1), Overview (with a red circle 1), Sources, Search Engine Optimization, Social, Content, and Conversions. The main content area is titled 'Traffic Sources Overview' (with a red circle 5) and includes tabs for 'Advanced Segments', 'Email BETA', 'Export', and 'Add to Dashboard'. Below the tabs, a text prompt says 'Select up to four segments by which to filter your report ?'. A list of 'Default Segments' is shown with checkboxes: 'Non-paid Search Traffic' (checked), 'Search Traffic' (unchecked), 'Direct Traffic' (unchecked), 'Referral Traffic' (checked, with a red circle 3), 'Visits with Conversions' (unchecked), 'Visits with Transactions' (unchecked), and 'Mobile Traffic' (checked). At the bottom of the list are 'Apply' and 'cancel' buttons (with a red circle 4). Below the list, a summary bar shows 'Non-paid Search Traffic 35.68% of total visits' with a close button.

DIAL BACK THE SAMPLING

Mar 22, 2012 - Apr 21, 2012 ▼



Control the number of visits used to calculate this report:

Faster Processing Higher Precision

[Learn More](#)

edit

edit

edit

- A edit

edit

+ New Custom Segment

This report is based on 497578 visits (67.08% of visits).



SEGMENTATION AT ITS BEST

Traffic Sources Overview

Apr 1, 2012 - Apr 24, 2012 ▼

Advanced Segments | Email BETA | Export ▼ | Add to Dashboard



- All Visits 100.00% of total visits ✕
- Non-paid Search Traffic 73.37% of total visits ✕
- Referral Traffic 12.67% of total visits ✕
- Mobile Traffic 4.86% of total visits ✕

This report is based on 249291 visits (75.72% of visits).

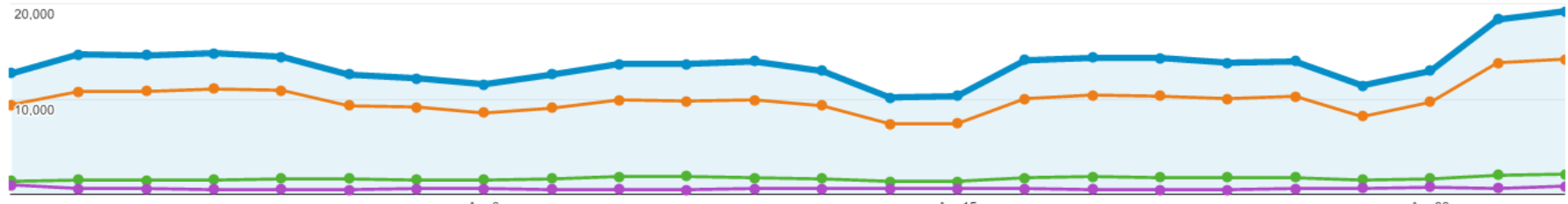
Overview

Hourly Day Week Month

■ Visits (All Visits) ■ Visits (Non-paid Search Traffic) ■ Visits (Referral Traffic) ■ Visits (Mobile Traffic)

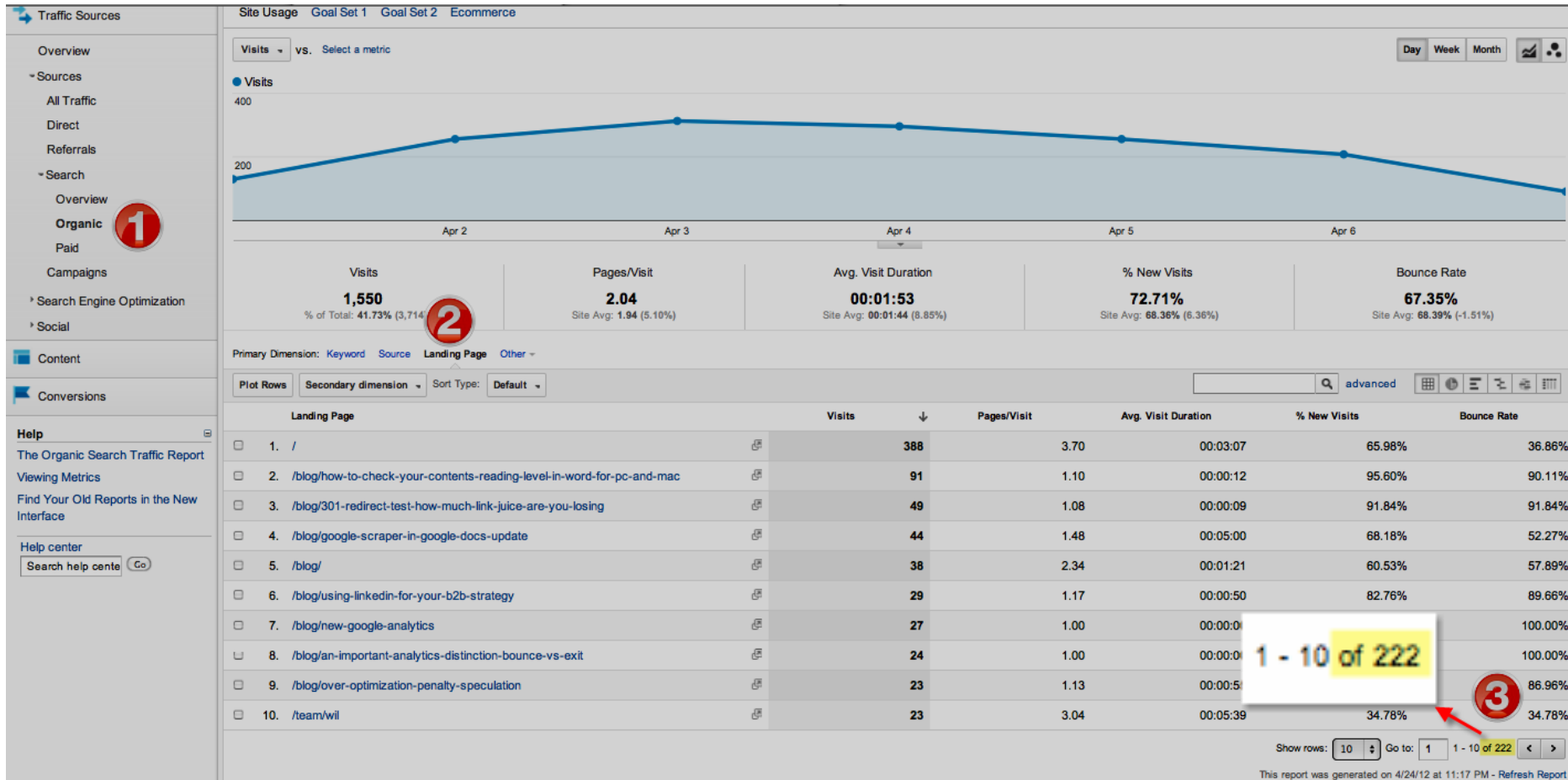
20,000

10,000





4.Inventory organic landing pages



5. Pull it all together

[illegible]



Key Takeaways

- **Clean up**
- **Establish baselines**
- **Submit your sitemaps**
- **Launch**
- **Monitor, measure, rinse, repeat**



@Brian_McDowell

@Conductor

The Business Wants to Know



- **301 Redirect** all urls to similar content
- **Verify** both sites in the same webmaster tools account
- **Make sure** old and new urls can be fetched by Google bot
- **Use the change of address option** in GWMT site configuration
- **Prevent 404s** in your navigation
- **Make sure** your sitemaps are up to date
- **Manage your 404 report** closely and send users to the right place
- **Inform linking partners** of your new URL structure
- **Double-check** any geotargeting preferences
- **Do NOT** run two identical sites – use the canonical
- **Keep major changes** to a minimum when relocating a site

<http://googlewebmastercentral.blogspot.com/2012/04/how-to-move-your-content-to-new.html>



Moving your site?

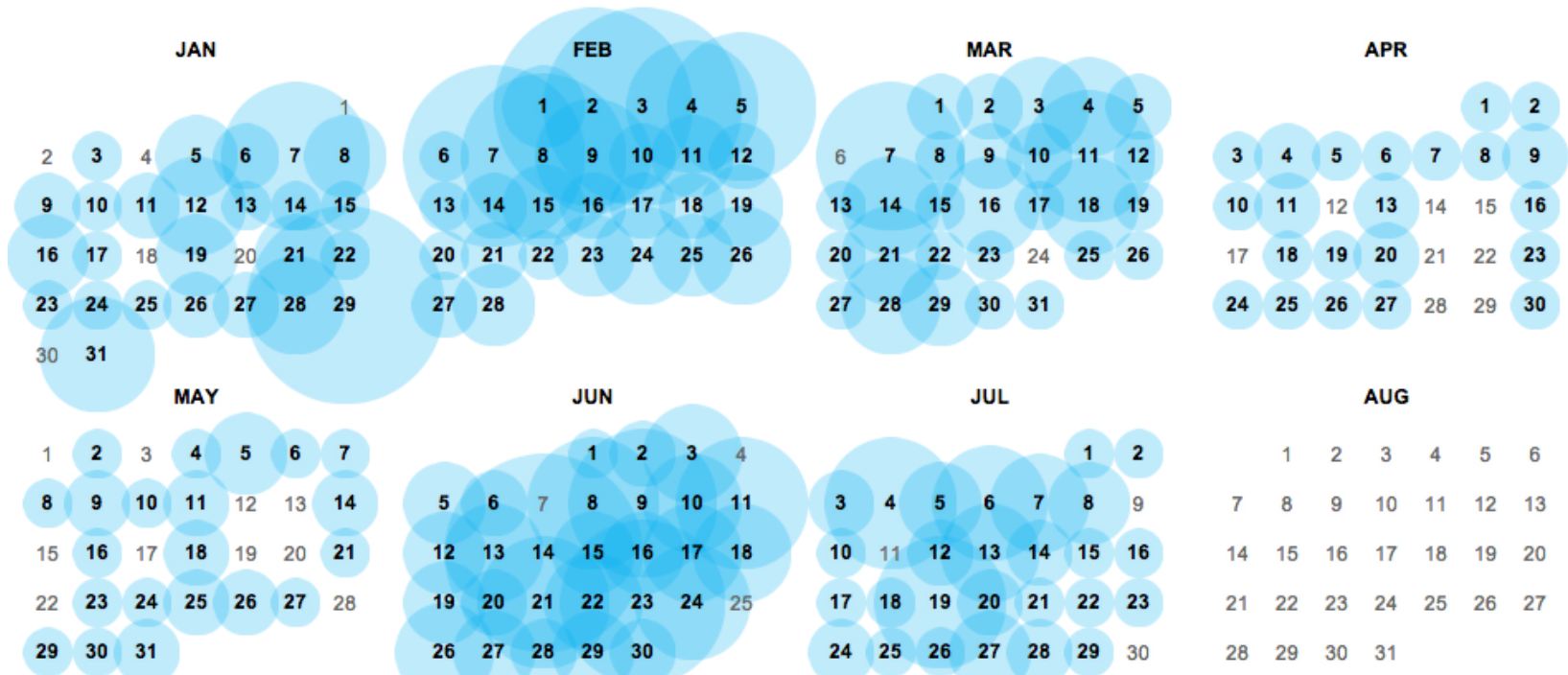
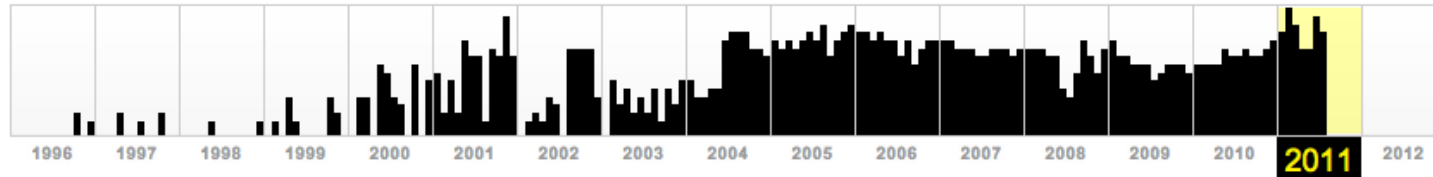


<http://apple.com>

Go Wayback!

<http://apple.com> has been crawled **3,526 times** going all the way back to [October 22, 1996](#).

A crawl can be a duplicate of the last one. It happens about 25% of the time across 420,000,000 websites. [FAQ](#)







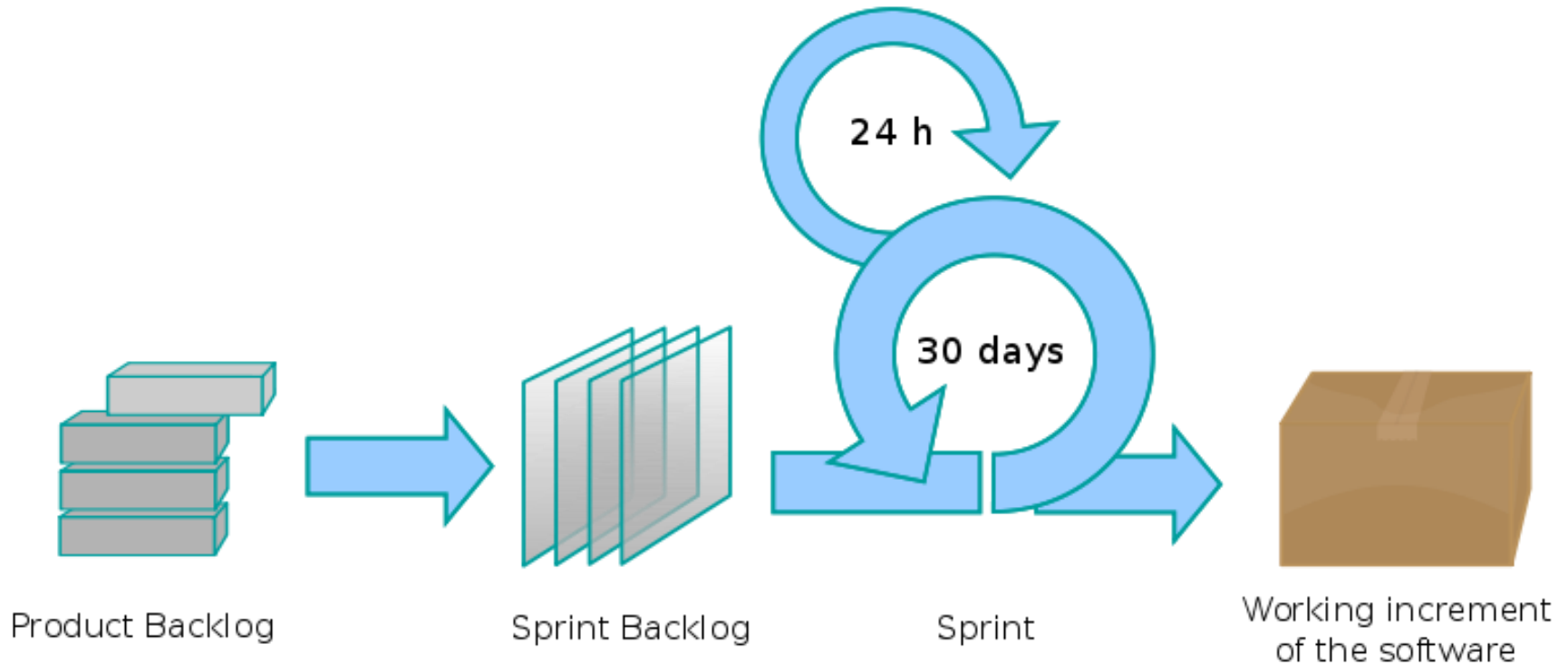
Strengths Weaknesses Opportunities Threats

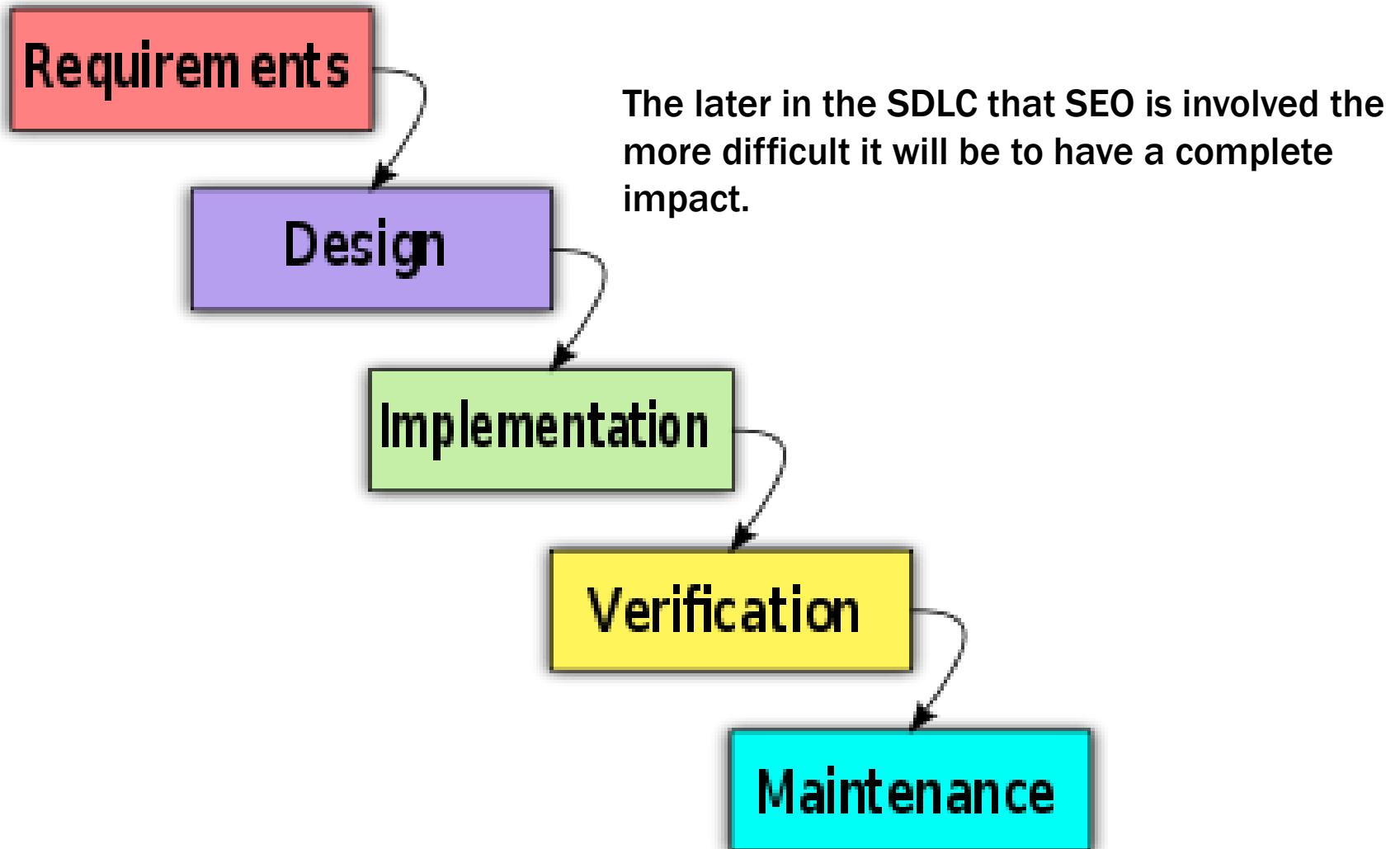
SWOT ANALYSIS



Agile / Scrum Development Process

The agile development process is great for collaboration and building individual sprints for SEO. It is also a great way to stay in the loop.

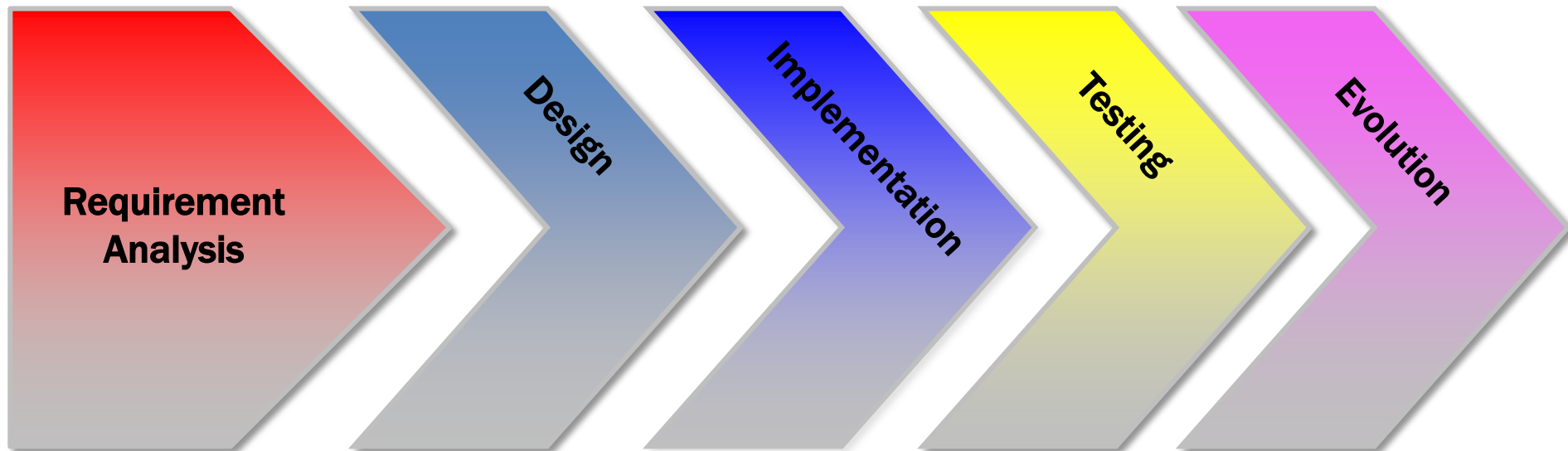


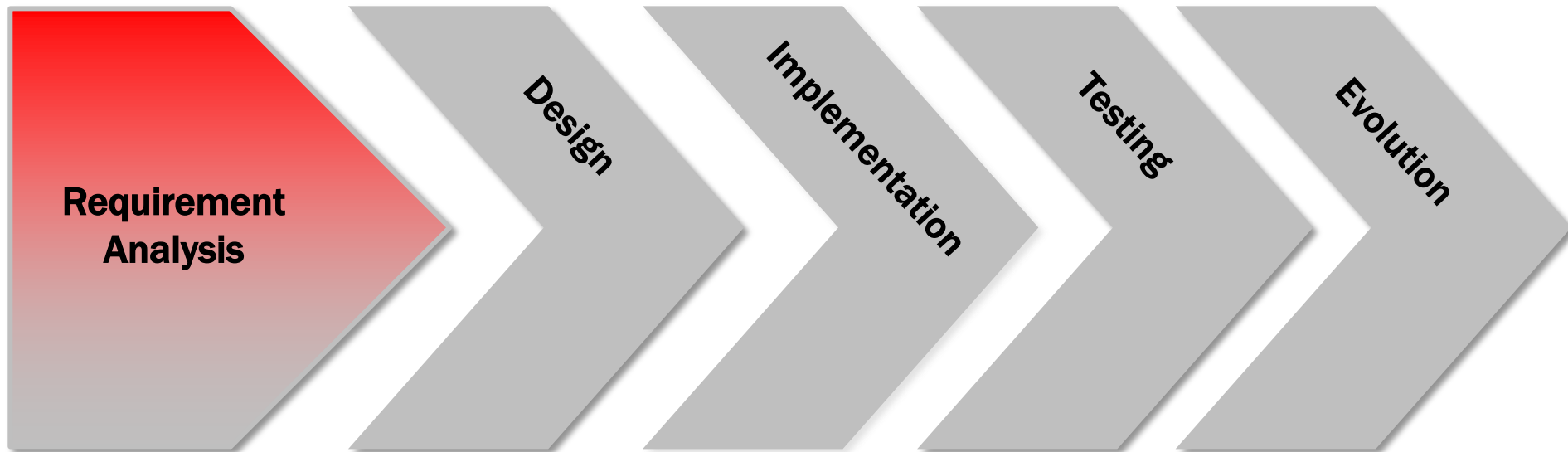


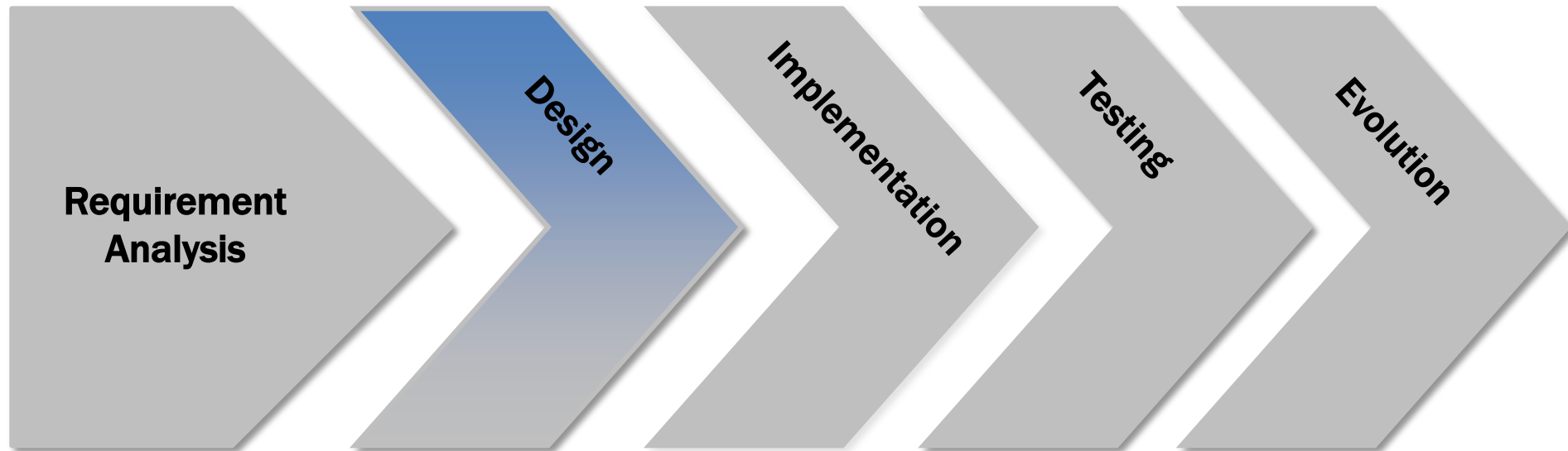


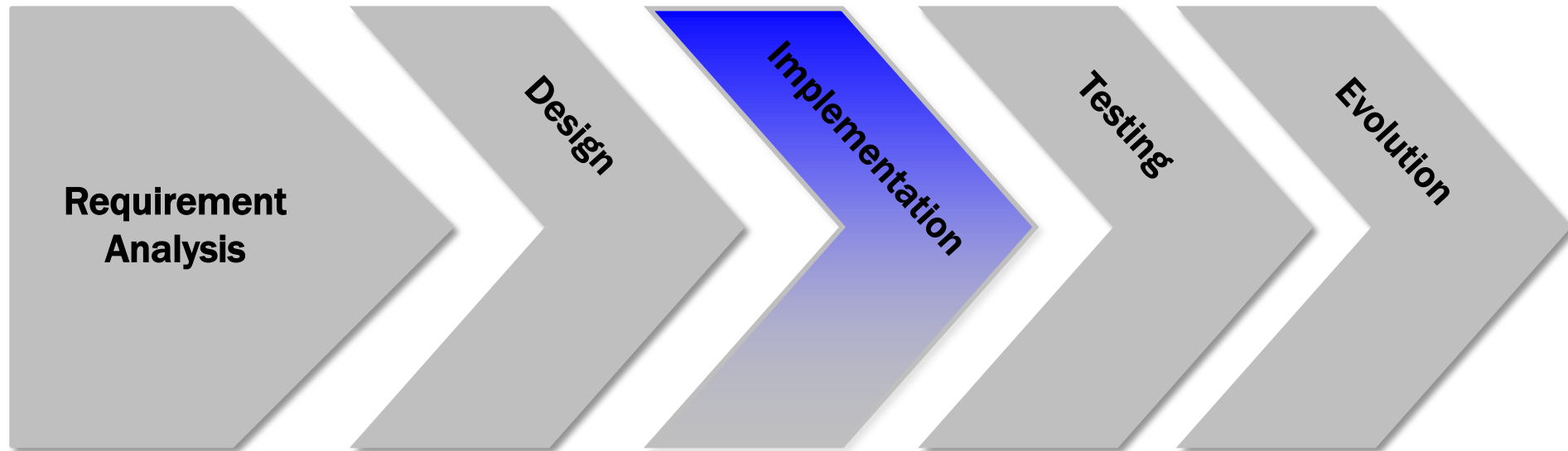
Create Managed Touch Points

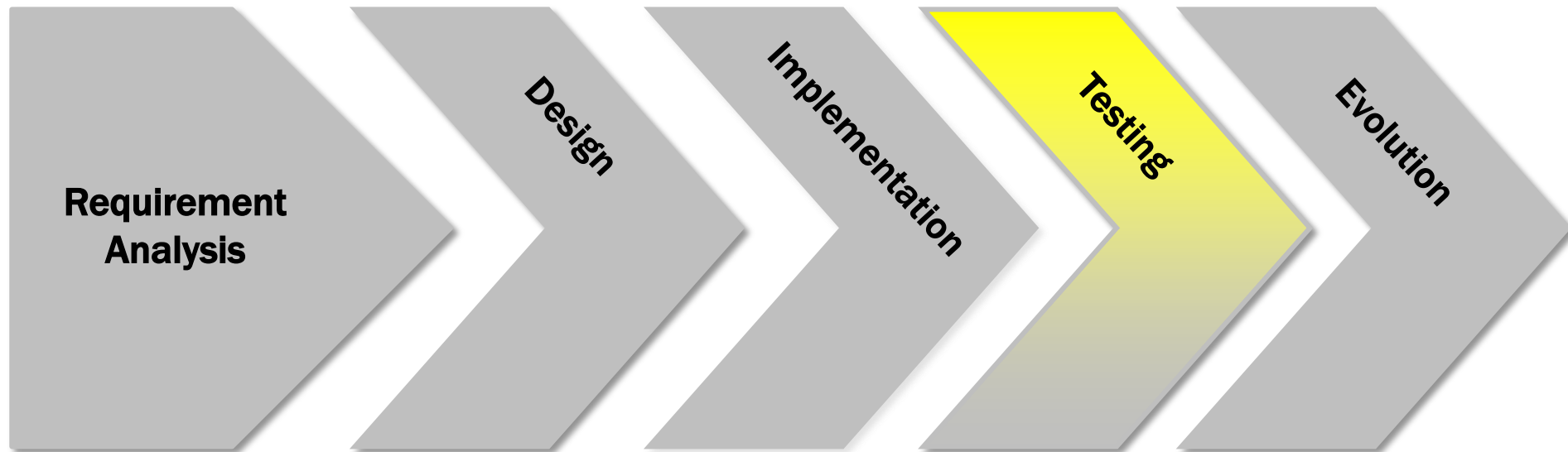


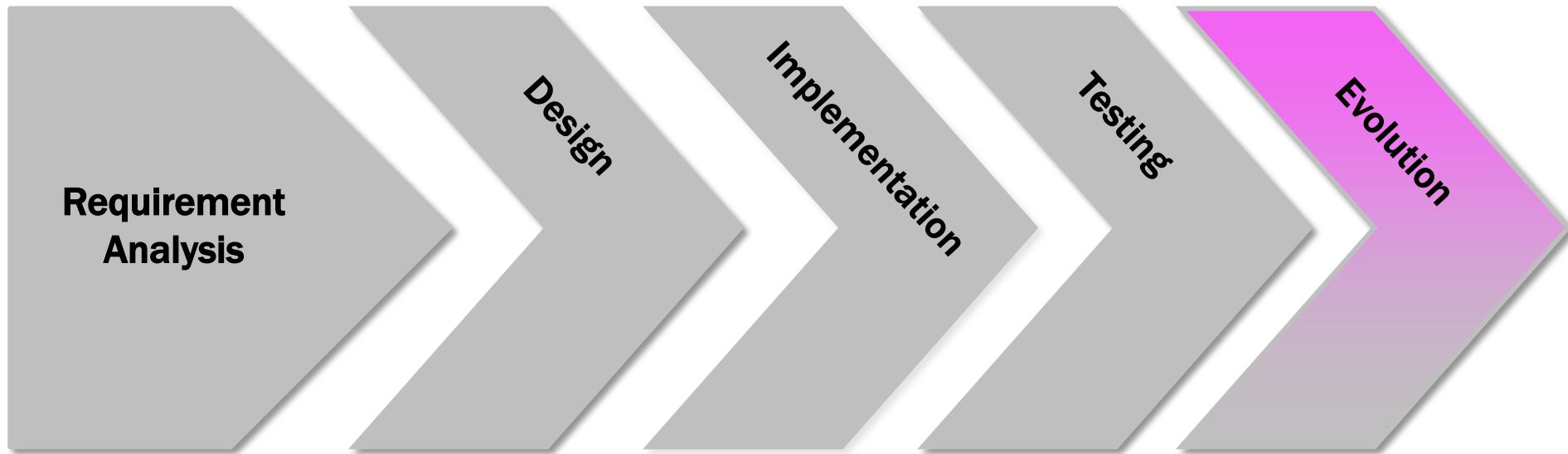












LAUNCH DAY



Fluctuations Can be Frustrating





Priority Crawl for Dated Content

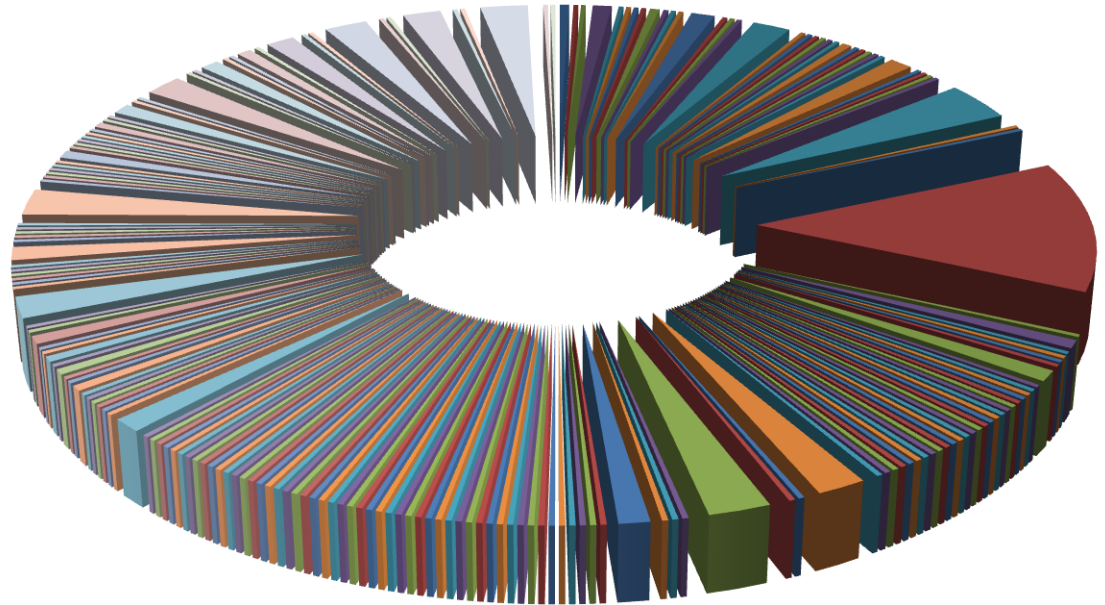


Is it Duplicate Content?





200+ variables connected to keyword URL pairing



Re-launches often move assets around



PHOTO: JOHN NOWAK/CNN

301's don't pass all value



Reclaim links



Protect Revenues

Tools:

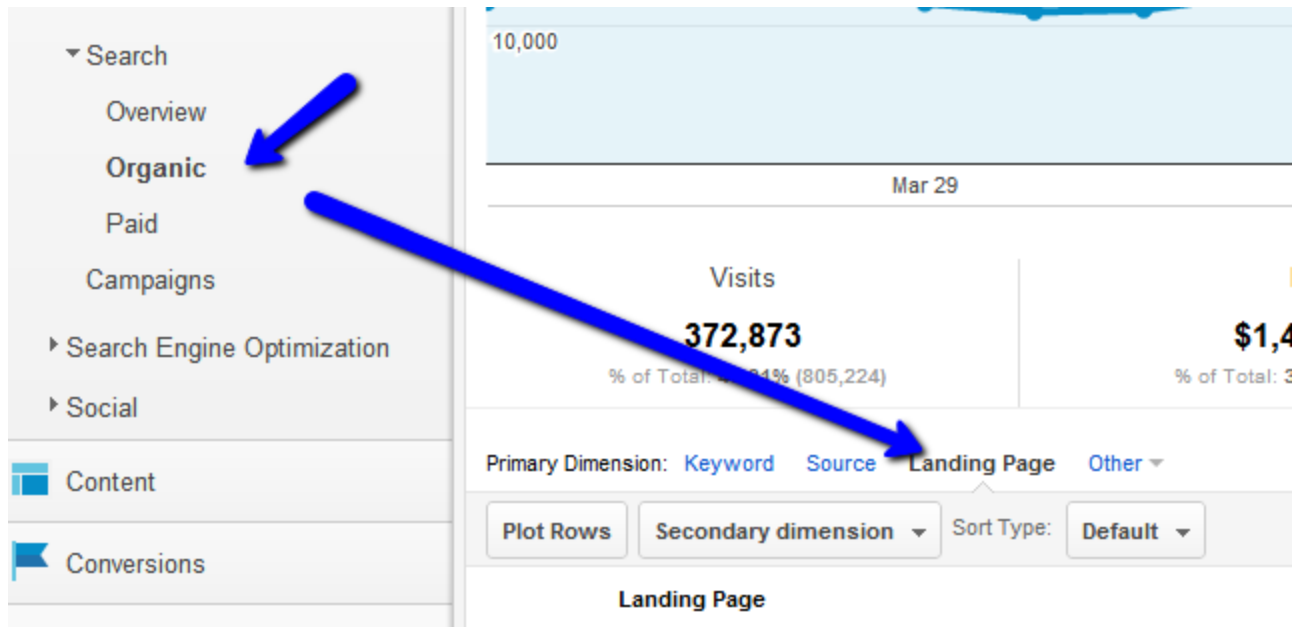
GA

Open Site Explorer

Conductor Searchlight

Tools:

GA





her ▾

fault ▾


	Visits	Revenue	Transactions	↓	Average Value
	36,569	\$240,027.32	767		\$312.74
	25,706	\$136,816.89	530		\$257.74
	1,311	\$82,494.05	338		\$243.99
	2,133	\$82,672.70	334		\$246.99
	11,762	\$83,331.60	297		\$280.08
	4,219	\$28,456.80	77		\$365.94
	101	\$12,469.06	50		\$245.86
	131	\$12,491.68	47		\$263.90
	2,491	\$12,727.64	47		\$268.89
	47	\$12,113.71	37		\$325.71
	74	\$14,464.35	30		\$475.34
	1,396	\$7,053.40	30		\$231.80
	473	\$9,454.31	30		\$310.70
	1,998	\$5,224.32	27		\$193.15



Export Landing Pages

- ☐ 2. [/blog/how-to-check-your-contents-reading-level-in-word-for-pc-and-mac](#)
- ☐ 3. [/blog/](#)
- ☐ 4. [/blog/301-redirect-test-how-much-link-juice-are-you-losing](#)
- ☐ 5. [/blog/google-scraper-in-google-docs-update](#)
- ☐ 6. [/blog/7-lessons-i-learned-while-being-banned-in-google-for-12-hours](#)
- ☐ 7. [/blog/seo-website-redesign-checklist](#)
- ☐ 8. [/blog/using-linkedin-for-your-b2b-strategy](#)
- ☐ 9. [/blog/new-google-analytics](#)
- ☐ 10. [/blog/importxml-cookbook](#)
- ☐ 11. [/blog/over-optimization-penalty-speculation](#)
- ☐ 12. [/blog/using-twitter-and-backlinks-to-build-links](#)
- ☐ 13. [/blog/google-analytics-browser-tools](#)
- ☐ 14. [/blog](#)
- ☐ 15. [/team/wil](#)
- ☐ 16. [/inside-seer/careers](#)

Check internal links (Pre-launch)


OPEN SITE EXPLORER
PRO Dashboard

<http://www.lids.com>

 + compare up to 5 sites

Link metrics for the page <http://www.lids.com>

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares
75/100	70/100	1,377	34,873	3,568



Inbound Links

Top Pages

Linking Domains

Anchor Text

1 - 50 of the top pages on www.lids.com/
 First 1 2 3 4 5 6

Page Title URL	Page Authority ▼	Linking Root Domains	Inbound Links
Hats and Caps   www.lids.com/	75	1,377	34,873



A		B	C
1	URL	Total Links	Number of Linking Root Domains
104	http://www.lids.com/did/2357/apparel	637	2
105	http://www.lids.com/Billabong/Apparel	625	1
106	http://www.lids.com/Billabong/Apparel/Department_Short	613	1
107	http://www.lids.com/Billabong/Apparel/Department_Swimwear	613	1
108	http://www.lids.com/Billabong/Apparel/Department_T-Shirts	613	1
109	http://www.lids.com/Billabong/Clearance	613	1
110	http://www.lids.com/Billabong/Hats/Department_Adjustable	613	1
111	http://www.lids.com/Billabong/Hats/Department_Castro	613	1
112	http://www.lids.com/Billabong/Hats/Department_Fedora	613	1
113	http://www.lids.com/Billabong/Hats/Department_One-Size	613	1
114	http://www.lids.com/Billabong/Hats/Department_Trucker	613	1
115	http://www.lids.com/Billabong/Hats/Department_Stretch-Fitted	538	1
116	http://www.lids.com/NCAA/Ohio-State-Buckeyes	457	2
117	http://www.lids.com/Adidas/Hats	384	1
118	http://www.lids.com/Adidas/Clearance	314	1
119	http://www.lids.com/Adidas/Hats/Department_Adjustable	313	1
120	http://www.lids.com/Adidas/Hats/Department_Castro	313	1
121	http://www.lids.com/Adidas/Hats/Department_Easy-Fitted	313	1
122	http://www.lids.com/Adidas/Hats/Department_Fedora	313	1
123	http://www.lids.com/Adidas/Hats/Department_Fitted	313	1
124	http://www.lids.com/Adidas/Hats/Department_Ivy	313	1
125	http://www.lids.com/Adidas/Hats/Department_One-Size	313	1
126	http://www.lids.com/Adidas/Hats/Department_Snapback	313	1

**Pages where link value
is all internal
AND**



LP's with Revenue

KW's with Revenue

<input type="checkbox"/>	Managed	Keyword	Google		Analytics	
			Volume	Rank ▲	SEO Visits	SEO Sales
<input checked="" type="checkbox"/>		shower head	6,600	1	2,529	3
<input checked="" type="checkbox"/>		bed bath and beyond coupon	201,000	1	3,139	1
<input checked="" type="checkbox"/>		fabric shower curtains	5,400	1	3,105	32
<input checked="" type="checkbox"/>		beverage dispenser	5,400	1	3,931	7
<input checked="" type="checkbox"/>		back scratcher	4,400	1	2,943	2
<input checked="" type="checkbox"/>		bathroom accessories	12,100	1	3,127	78
<input checked="" type="checkbox"/>		girls bedding	14,800	1	3,215	32
<input checked="" type="checkbox"/>		garment steamers	480	1	4,029	0
<input checked="" type="checkbox"/>		kids bedding	22,200	2	4,017	63
<input checked="" type="checkbox"/>		shower curtains	74,000	2	2,346	0

Search:
Show rows: 1 - 10 of 412

Moving these can hurt revenue



Q & A

#SEOredesign

@Conductor

@SEERinteractive



**To learn more visit
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Conductor is the undisputed leader in SEO technology, empowering enterprise marketers to manage and improve their SEO efforts and deliver provable ROI. The company created the first and most widely adopted enterprise SaaS SEO technology solution