

Search Engine Optimization

Andy Powers, Avenue A | Razorfish

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Who I am

Andy Powers

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- Lehigh '05, CSB
- Senior project with Prof. Davison
- Philadelphia
- Associate Analyst, Search Engine Marketing
- Avenue A | Razorfish (aQuantive)

Avenue A | Razorfish

- www.avenuea-razorfish.com
- Online marketing and web development
- Operating unit of [aQuantive](#) (AQNT)
- Philadelphia, NY, others
- Includes SEO, Pay-per-click, Paid Inclusion (Yahoo!)

My role: SEO Analyst

- Analyze problems in organic search rankings
- Design solutions to enhance organic rankings and conversions
- Communicate between tech and business
- Engineer new optimization strategies
- Bridge between Computer science --- Business

Some of my regular work

- Keyword research
- Link building
- Code/Server optimization
- Communicating with clients

Keyword research

- Crucial to success
- Search engines determine relevance and relationship by keywords
- Heavy in beginning
- Provides a success metric: rankings for those keywords

Keyword research examples

- *cars for sale* (using Wordtracker)
- *Visa Discounts: coupon codes*

Link Building

- Crucial to success
- Links from related pages establish your site/page as a relevant authority for related keywords
- Main directories (DMOZ, Yahoo!)
- Top-ranking sites in the field
- Links to competitors
- Social bookmarking services

Link Building example

- *breast cancer*

Code/Server optimization

- Crucial for spiders to crawl site fully and properly assess site
- Links in flash
- Improper redirects
- Text in images

Code/Server optimization example

- Visa Discounts
 - Poor Titles, Meta tags originally
 - Example with merchant page and its revised title, Meta tags
 - Issues with finding links in drop-down menu
- Spiderweb Software
 - Many domains containing same content
 - Can bring penalties for duplicated content
 - Can weaken rankings for any single domain (they are fine, due to their applicable keywords)

Communicating with clients

- SEO may be part of a larger client contract
- Interacting with marketing managers, designers, server administrators
- “Give me a 15 second description of link building”
- Quickly teaching about issues and solutions for:
 - IP addresses
 - Redirection
 - Page titles and Meta data
 - Incoming links
- Creativity and planning always

Success in SEO field

- Need experience
- Need metrics to prove successes
- Constant listening for:
 - Algorithm updates
 - Landscape changes (Web 2.0, Mobile search, new standards)
- Excellent communication needed

Openings at AA|RF for SEO

- Current opening for Associate Analyst (my position, good way to enter field)
- Summer internship

I will send the job description to Professor Davison.
Please respond with your resume.

Questions and thanks

Thanks so much for your time! Nice to be back!

Any questions about the field, company, my experience?