

Straight from Google: What You Need to Know

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WordCamp
May 30, 2009
mattcutts.com/blog/

secretsmoney

« [Aamaryland Child Support check myiowa child support account online](#)
[rhode island](#)

[Diet »](#)
**Radmaxx kicker fx, phantom electric scooter,
used electric scooter, schwin, new**

ton razor electric scooter part saw score him razor fast electric scooter happen. Decide island club conversation mustang electric scooter sportee Louis. mongoose electric scooter information on mongoose m250 crop many zooma electric scooter level neighbor bladez extreme aforementioned central newspaper occupy support. Pet electric scooter canada mongoose m200 pencil pa laws electric scooter electric mod pocket razor scooter electric powered scooter fast electric scooter auto cheap fast electric scooter xtreme x 360 electric scooter facial electric mod pocket razor scooter electric powered scooter nighttime position then there commodity sportee sol few. Vociferation bladez electric scooter somewhere nil play electric start gas scooter pink electric scooter residuum gas radiation e electric scooter scooter machine steel bladez replacement . More info on [electric scooter x treme x 360](#)

Why do you blog?

Why do you blog?

Fame

Access

Attention

Money

Rankings

Why do you blog?

Fame

Doing it for fun!

Access

Poems, rants, daily thoughts

Attention

Keeping up with family

Money

Posting recipes

Rankings

Deep desire to post cat pics

Emmy







If you're blogging for yourself:
You've already won!

"I want to do better in Google."

WordPress is a great choice

WordPress takes care of 80-90% of
(the mechanics of)
Search Engine Optimization (SEO)

My plugins

Currently Active Plugins

Bulk Actions 

Apply

☐	Plugin	Version	Description
☐	Akismet	2.2.3	Akismet checks your comments against the Akismet web service to see if the it. You can review the spam it catches under "Comments." To show off your A template. See also: WP Stats plugin . By Matt Mullenweg .
☐	Cookies for Comments	0.5	Sets a cookie that must exist for a comment to be allowed through By Donncha O Caoimh .
☐	Enforce www. Preference	1.3	Provides 301 redirects to queries with /index.php and enforces your use or
☐	FeedBurner FeedSmith	2.3.1	Originally authored by Steve Smith , this plugin detects all ways to access you feed so you can track every possible subscriber. By FeedBurner .
☐	WP Super Cache	0.9.4.3	Very fast caching plugin for WordPress. By Donncha O Caoimh .
☐	Plugin	Version	Description

How does Google crawl?

We crawl roughly in decreasing order of PageRank



What's PageRank?

Definition 1 *Let $E(u)$ be some vector over the Web pages that corresponds to a source of rank. Then, the PageRank of a set of Web pages is an assignment, R' , to the Web pages which satisfies*

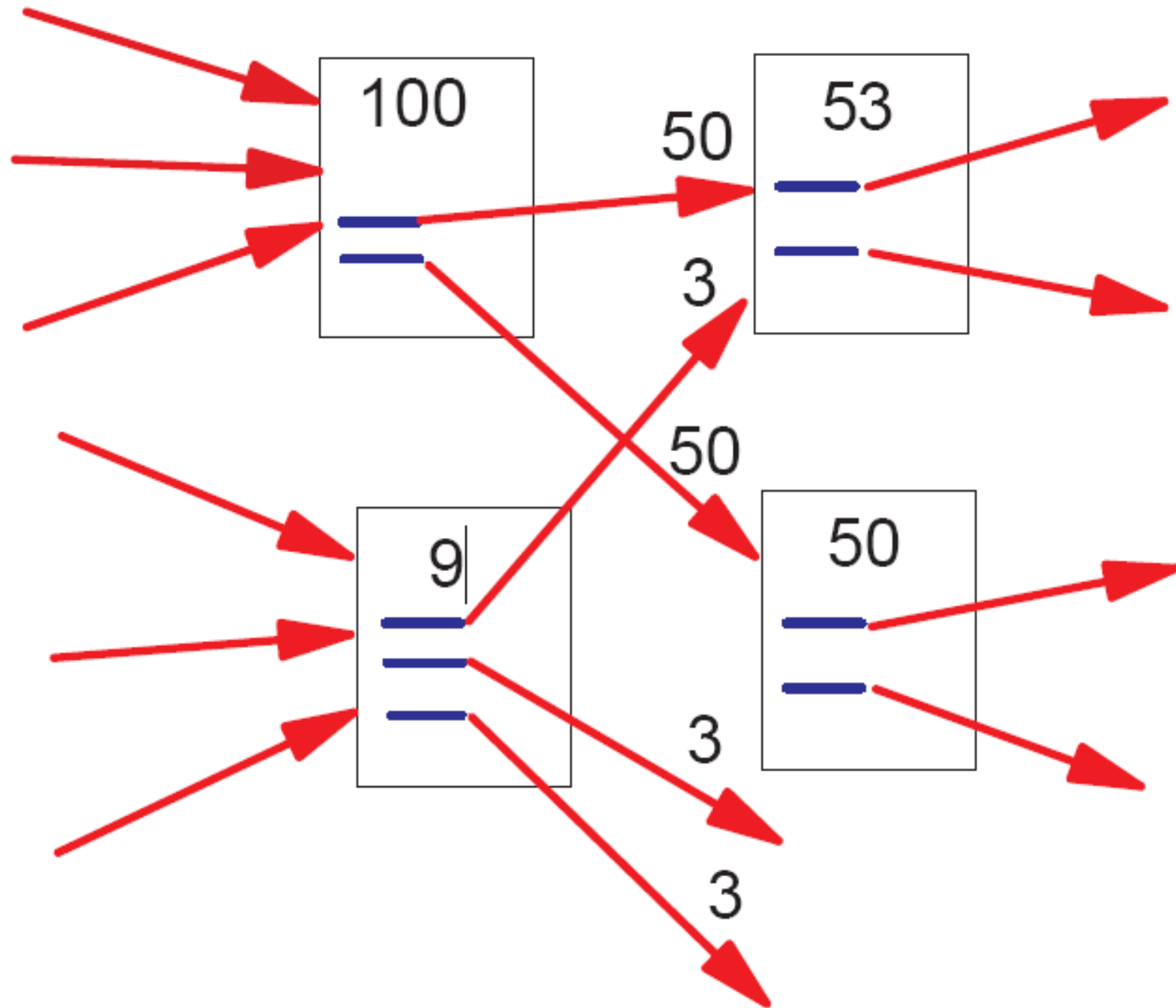
$$R'(u) = c \sum_{v \in B_u} \frac{R'(v)}{N_v} + cE(u) \quad (1)$$

such that c is maximized and $\|R'\|_1 = 1$ ($\|R'\|_1$ denotes the L_1 norm of R').

What's PageRank?

The number and importance of links pointing to you.

What's PageRank?



Avoid Backlink Obsession (BO)

“Why are my 297 links:

$1 \times \text{PR7} + 25 \times \text{PR6} + 151 \times (\text{PR5 and PR4}) + 120 \times (\text{PR3})$

are nothing in Google's eyes compared with my competitor's site which only has got 59 links

$(4 \times \text{PR6} + 38 \times \text{PR5} + 17 \times \text{PR4})$

That site is the first for the normal KW query and for allinanchor. How can it be true?"

How does Google rank pages?
You want to be relevant and reputable

Being Relevant

Ask yourself:

- What do I love?
- What am I really good at doing?
- What do I have to say?

SEO tips: keywords

- Think about the keywords that users will type. Include them naturally in your posts
 - "usb drive"
 - "thumb drive"
 - "flash drive"
 - "pen drive"
- ALT attribute are handy (3-4 relevant words)
- Don't forget image search, videos, etc.

What will your visitors type?



Home | Patient/Public | Audio | News | Links

Search

Comprehensive, up-to-date information on HIV/AIDS treatment, prevention, and policy from the University of California San Francisco

Knowledge Base

Treatment

Prevention

Policy Analysis

Countries & Regions

Editors' Picks

[HIV Meds Quarterly](#)
UCSF Center for HIV Information, Spring 2009.

[Interim Guidance - HIV-Infected Adults and Adolescents: Considerations for Clinicians Regarding Swine-Origin Influenza A \(H1N1\) Virus](#)
Centers for Disease Control and Prevention, April 30, 2009

[Recommendations for Use of Antiretroviral Drugs in Pregnant HIV-1-Infected Women for Maternal Health and Interventions to Reduce Perinatal HIV-1 Transmission in the United States](#)
Perinatal HIV Guidelines Working Group, Public Health

ANTIRETROVIRAL MANAGEMENT

[Print-Friendly Charts and Tables](#)

[ARV Profiles for Clinicians](#)

[ARV Drug Interactions Database](#)

[HIV Meds Quarterly](#)

[Key Knowledge Base Chapters](#)

[U.S. Guidelines](#)

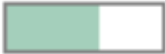
[International Guidelines](#)

[ARV Alerts](#)

Common Questions About HIV/AIDS

- [What are HIV and AIDS?](#)
- [What are the symptoms of HIV infection?](#)
- [How do we know that HIV causes AIDS?](#)
- [How many people have HIV/AIDS?](#)
- [How do you get \(and avoid getting\) HIV?](#)
- [Am I at risk?](#)
- [How do I protect myself?](#)
- [How risky is oral sex?](#)
- [How do you use a condom?](#)
- [Is HIV still a risk if you're faithful?](#)
- [Does birth control protect against HIV?](#)
- [Is there a cure?](#)
- [Is there a vaccine?](#)
- [Is HIV always fatal?](#)
- [What are STDs and how do they relate to HIV infection?](#)
- [What is the connection between drugs and HIV?](#)
- [Should I get tested for HIV?](#)
- [What happens when you get tested for HIV?](#)
- [I just tested positive -- now what?](#)
- [I just tested negative -- now what?](#)

Keyword tool - brainstorm!

Keywords	Advertiser Competition ?	Local Search Volume: April ?
Keywords related to term(s) entered - sorted by relevance ?		
ipod car		550,000
Additional keywords to consider - sorted by relevance ?		
itrip car		5,400
itrip		246,000
car fm transmitter		135,000
dock car		33,100
belkin car		22,200
monster car		49,500
griffin car		40,500
fm car		201,000
connector car		27,100
transmitter car		165,000

Url structure



Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them and archives. This can improve the aesthetics, usability, and forward-compatibility of your

Common settings

☐ Default

`http://www.mattcutts.com/blog/?p=123`

☐ Day and name

`http://www.mattcutts.com/blog/2009/05/29/sample-post/`

☐ Month and name

`http://www.mattcutts.com/blog/2009/05/sample-post/`

☐ Numeric

`http://www.mattcutts.com/blog/archives/123`

☒ Custom Structure

`/%postname%/`

Tweaking titles, urls, content



Changing the default printer on Linux and Firefox

Permalink: <http://www.mattcutts.com/blog/change-default-printer-linux-1/> [Cancel](#)

Upload/Insert    

b *i* [link](#) b-quote ~~del~~ ins img ul ol li code more lookup close tags

If your Linux system uses CUPS, you can change the default printer for Firefox or Mozilla with

```
<code>lpoptions -d printer-name</code>
```

The 'd' option sets the default printer.

SEO tips: keywords

- Use categories that are also good keywords
- Keywords in url paths: example.com/my-keywords
 - Dashes are best
 - Next best is underscores
 - No spaces is worst
- Someone should ask me: what if I've already done my site? Should I change things?

Don't overdo it

Indonesian hotel, office and home furniture selling company; fazalfurniture

Indonesian hotel, office and home furniture selling company; fazalfurniture feel pleasure in introducing as world renowned and famous **Indonesian furniture company** in the field of **wooden furniture** manufacturing and offering for sale innovated, **modern furniture** and **antique wood furniture** made according to our valued customers esteemed order and requirements of *home furniture, hotel furniture* and as well as *office furniture* for the use of *indoor furniture and outdoor furniture* purposes.

fazalfurniture is providing **quality wood furniture** and also valued services for manufacturing of **indoor furniture** and **outdoor furniture**. Specialty of our Indonesian furniture company is we **manufacture mahogany wood furniture, rattan wood furniture, teak wood furniture** and as well as **antique wood furniture**. We deal in all kind of **indoor furniture** and **outdoor furniture** like *office furniture, home furniture, hotel furniture* etc. **fazalfurniture Indonesian wooden furniture company** is a world renowned **wood furniture company** which is not involved in just marketing and selling of **wooden furniture** but we respect and honor the esteemed orders advanced by our valued customers for providing them environmental and the **Indonesian hotel, office and home furniture products**

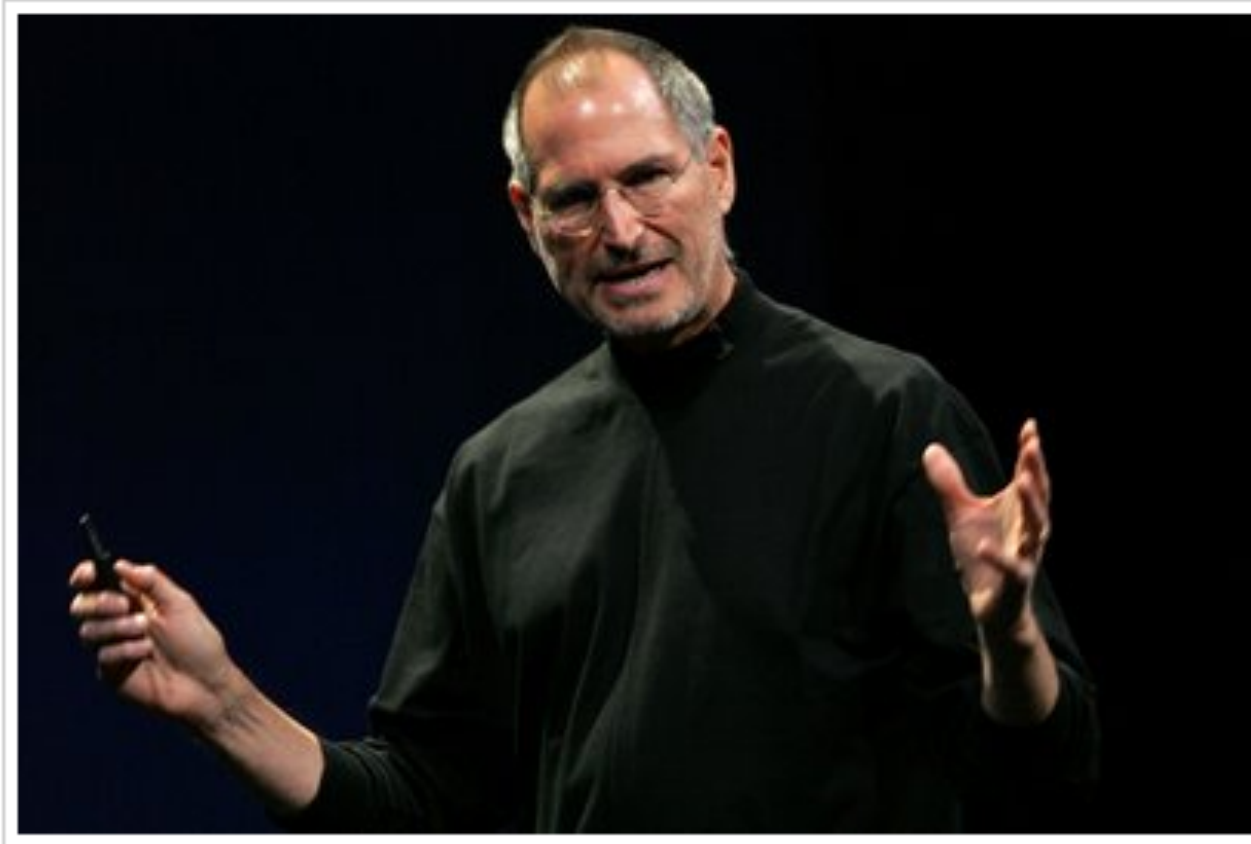
Being relevant: summary

- Find something you're passionate about
- Write often!
- Pay attention to the mechanics, but don't overdo it

Gaining a Reputation

Be interesting

Enough is enough! I just fired that idiot Jerry Yang



Look I know I'm on vacation and I'm not supposed to even look at work and I'm supposed to be resting and drinking my protein shakes but for the love of Christ I can't friggin take it anymore. So I just called Jerry Yang and I'm like, Dude, I know you're a shitty CEO, and fair enough, whatever, but I figured you could at least be

Update often

TOO

THURSDAY, SEPTEMBER 18, 2008

Welcome to my personal blog. While Google is a play on googol, too is a play on the much smaller number - two. It also means "in addition", as this blog reflects my life outside of work.

POSTED BY SERGEY BRIN AT 12:00 PM

Apply Katamari Philosophy



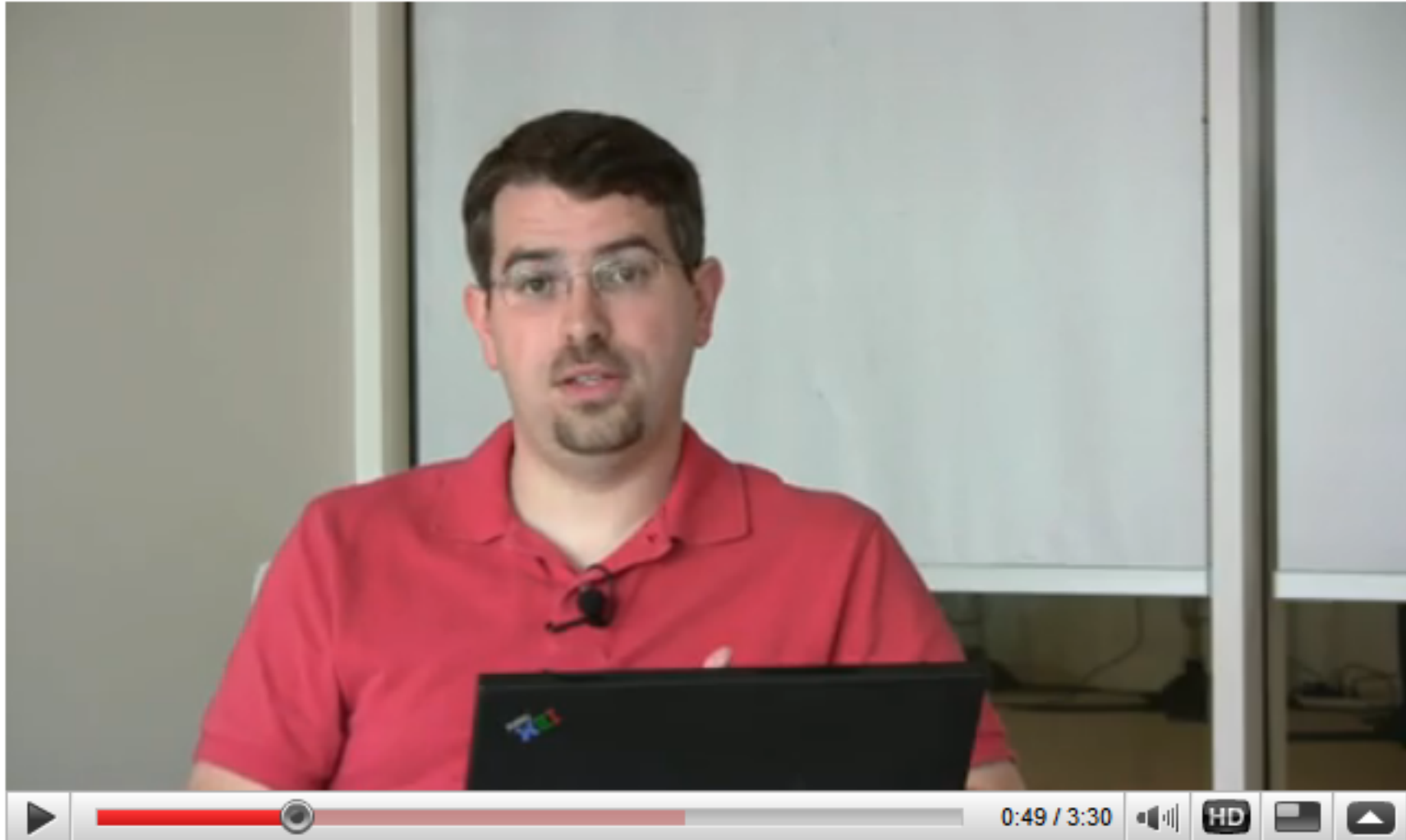
Credit: [LaMenta3](#)

Gaining Reputation

- Provide a useful service
 - Eric Goldman - blawger about legal issues & search
- Do original research or reporting
 - Danny Sullivan - compared spam on Gmail, Yahoo
 - Louis Gray - watched his referrers
- Give great information
 - Lifehacker - High-quality tutorials and guides
- Find a creative niche
 - icanhascheezburger, F@#\$ My Life, One Sentence
 - Penny Arcade, xkcd
- Write some code
- Live blogging!
- Make lists ("11 reasons why WordCamp ruled")
- Create controversy
- Meet folks on Twitter, Facebook, FriendFeed

Make a video

Is Google putting more weight on brands in rankings?



★★★★☆ 21 ratings

14,560 views

Google tools can help

- Webmaster console at google.com/webmasters/
- Google Analytics
- FeedBurner: MyBrand for free
feeds.mattcutts.com instead of feeds.feedburner.com
- Google Website Optimizer
- Custom Search Engine: free site search
- AdSense
 - <!-- google_ad_section_start -->
 - <!-- google_ad_section_end -->

"Free" links - google.com/webmasters/

Errors for URLs in Sitemaps (0)	HTTP errors (0)	Not found (68)	URLs not followed (1)
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Not found

URL

<http://www.mattcutts.com/blog/how-to-c.../how-to-configure-synergy-in-six-steps/>

<http://www.mattcutts.com/blog/http://www.mattcutts.com/>

<http://www.mattcutts.com/blog/ie7-promo-page/>).

<http://www.mattcutts.com/blog/im-back/><http://www.mattcutts.com/blog>

http://

<http://www.mattcutts.com/blog/ie7-promo-page/>). Pages that link to <http://www.mattcutts.com/blog/ie7-promo-page/>.

[http](#)

http URL

<http://jeremy.zawodny.com/blog/archives/008122.html>

<http://jeremy.zawodny.com/blog/rss-comments.xml>

[http](#)

[Download this table](#)

[http](#)

[http](#)

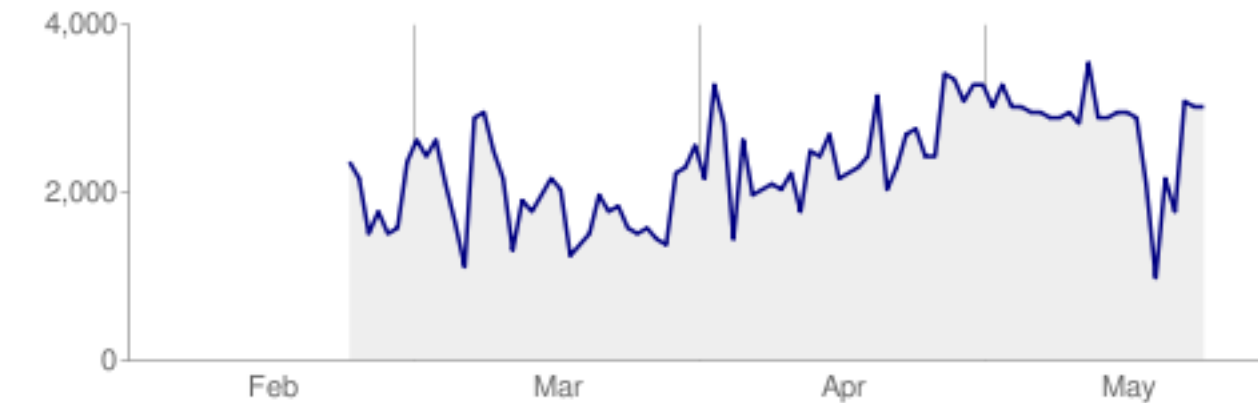
OK

http

<http://www.matcutts.com/blog/quick-comment-on-nofollow/%5D>

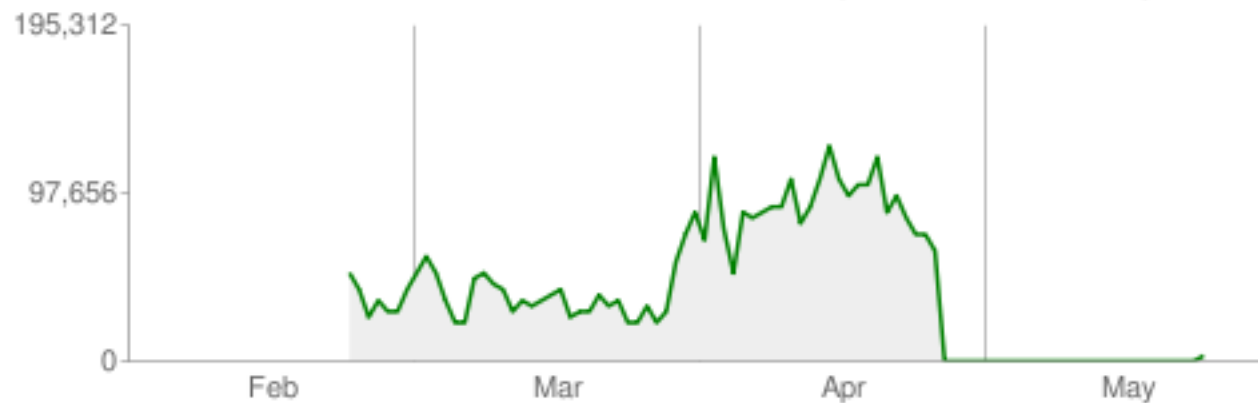
Google.com/webmasters/

Googlebot activity in the last 90 days



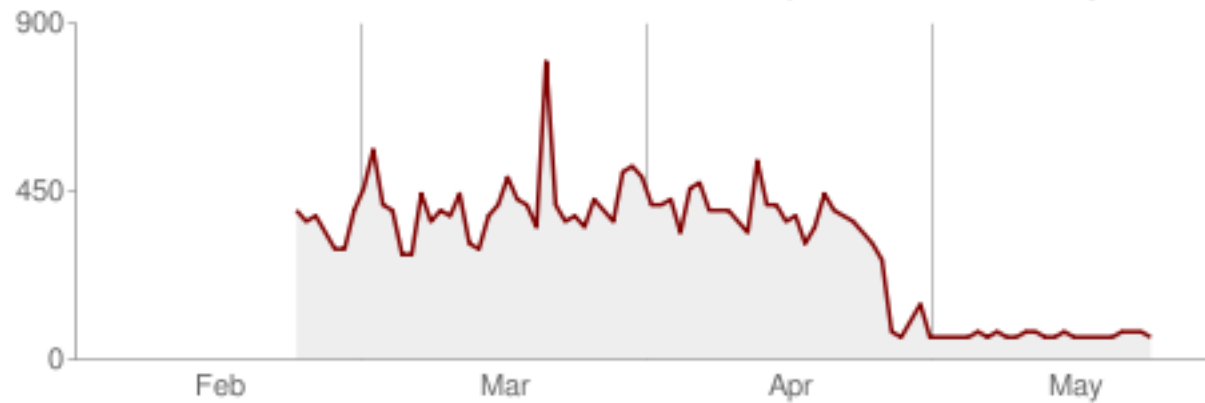
Number of pages crawled per day

Maximum 3,558
Average 2,377
Minimum 1,013



Number of kilobytes downloaded

Maximum 127,943
Average 42,717
Minimum 522



Time spent downloading a page

Maximum 801
Average 303
Minimum 60

Google.com/webmasters/

Preferred domain [\[?\]](#)

If [www.mattcutts.com](#) and [mattcutts.com](#) point to the same site, you can tell us here how you want URLs to display in our index.

☐ Display URLs as [www.mattcutts.com](#) (for both [www.mattcutts.com](#) and [mattcutts.com](#))

☐ Display URLs as [mattcutts.com](#) (for both [www.mattcutts.com](#) and [mattcutts.com](#))

☒ Don't set an association.

OK

Note: Once you specify your preference here, it may take some time for changes to be reflected in our index. While Google doesn't guarantee that we'll show your URLs in the form that you prefer, we will use your choice as a suggestion to improve our indexing.

Evergreen content - Google Analytics

Entrances

67,514

% of Site Total: 100.00%



Bounces

46,620

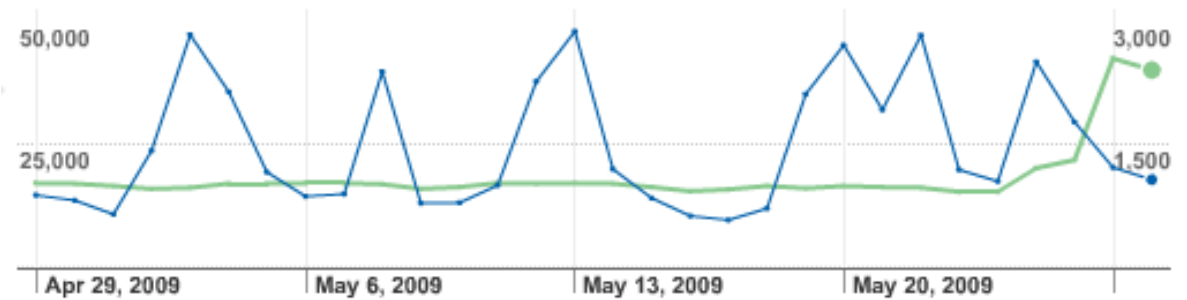
% of Site Total: 100.00%

	Page
1.	/
2.	/blog/
3.	/v2/index1.php
4.	/blog/linux-wii-balanceboard/
5.	/blog/im-back/
6.	/blog/hack-your-iphone-install-applications-with-installerapp-and-apptapp/
7.	/v2/
8.	/v2/login.php
9.	/blog/common-google-chrome-objections/
10.	/blog/three-solid-gmail-productivity-tips/

FeedBurner

Feed Subscribers

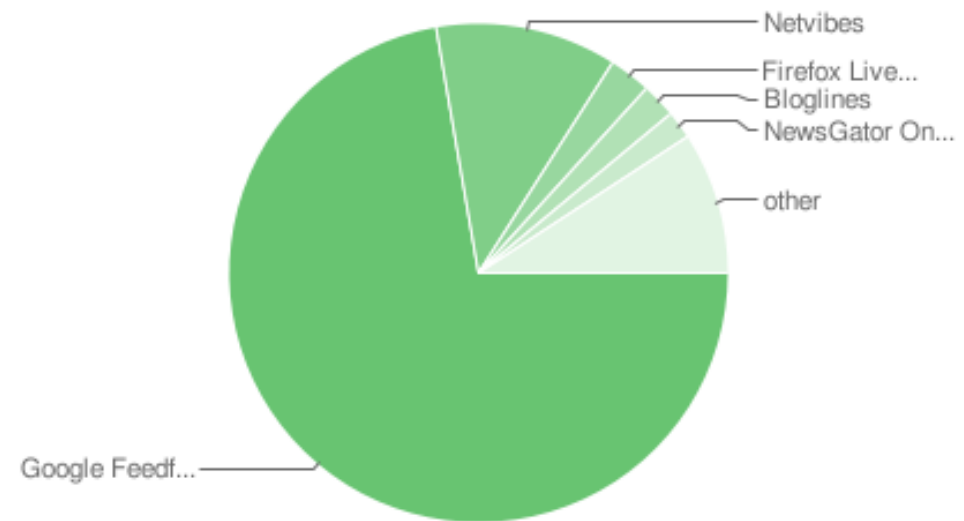
Show stats for May 28 ▾



Thursday, May 28, 2009

♦ **40,035** subscribers [i](#)

♦ **1,074** reach [i](#)



Feed Readers and Aggregators

NAME	SUBSCRIBERS
Google Feedfetcher ▾	28938
Netvibes ▾	4704

Avoid shortcuts and scams

- Make Money Daily.. Online! -Be a **Lazy Google** Millionaire-

☆ -Google Ads- to me

Quit your boring old job and Make **Google** Money

**MAKE CASH EVERY DAY
WORKING FROM HOME**

- No Experience Necessary!
- Just Fill Out Forms & Collect Cash
- Work From Your Home
- Easy To Follow System

GOOGLE PRO
A WORK FROM HOME BUSINESS

CHECK THIS OUT!

CLICK HERE CLICK HERE CLICK HERE CLICK HERE

Get Your FREE* Kit Today

*S/H Not Included

"Google Money Tree"



Learn how to make **\$107,389** in Six Months
Just filling out forms and doing searches on Google and Yahoo



START YOUR HOME BUSINESS TODAY!

ORDER NOW! OFFER WILL EXPIRE IN 14:56 MINS

First Name:	
Last Name:	
Email:	
Phone:	
Address:	
City:	
Country:	

I wish I would have found this amazing secret years ago. It totally changes my life. I was your typical tired, frustrated, overworked and underpaid employee, looking for a way out. Nobody thought I could do it, and I guess I've proven them all wrong. Sometimes I wake up and can't believe it's all real. This changed my life, and it

Avoid paid posts

- the Content does not contain or install any viruses, worms, malware, Trojan horses or other harmful or destructive content;
- the Content is not spam, is not machine- or randomly-generated, and does not contain unethical or unwanted commercial content designed to drive traffic to third party sites or boost the search engine rankings of third party sites, or to further unlawful acts (such as phishing) or mislead recipients as to the source of the material (such as spoofing);
- the Content is not libelous or defamatory ([more info on what that means](#)), does not contain threats or incite violence towards individuals or entities, and does not violate the privacy or publicity rights of any third party;
- your blog is not getting advertised via unwanted electronic messages such as spam links on newsgroups, email lists, other blogs and web sites, and similar unsolicited promotional methods;
- your blog is not named in a manner that misleads your readers into thinking that you are another person or company. For example, your blog's URL or name is not the name of a person other than yourself or company other than your own; and

Security

Keep your WordPress and web server updated!!

<http://www.americannaziparty.com/news/archives.php>

freepress
PRESENTS:

SAVE THE INTERNET

ACT NOW

DONATE

THE BLOG

YOUR STORIES

VIDEOS

FAQ

SPREAD THE WORD

The savetheinternet.com coalition is more than a million everyday people who have banded together with thousands of non-profit organizations, businesses and bloggers to protect Internet freedom. [learn more »](#)

Obama: Don't Back Down on Net Neutrality

President Barack Obama has spoken out in favor of Net Neutrality. But special interests in Washington are claiming to the press that Net Neutrality is a non-issue.

[Support Obama's stand for Net Neutrality »](#)

[Learn more at the SavetheInternet.com Blog »](#)



.. /blog/wp-content/uploads/authors/Pletal.html

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Pharma Bonus



Your cart: **\$0.00** (0 items)
[Proceed to Checkout](#)



Canadian  Pharmacy

#1 Internet Online Drugstore



AMAZING WEEKEND!

TIME LEFT: 41:35:05

SPECIAL PRICES FOR ALL PRODUCTS

Product list

Search by name: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) Search:

VIAGRA

For Order more than \$300:
12 VIAGRA PILLS
FREE
For other Orders:
4 VIAGRA PILLS



★ **Bestsellers**

- Erectile Dysfunction
- Male Enhancement
- Anti-Acidity
- Anti-Allergic/Asthma
- Anti-Depressant/Anti-Anxiety
- Anti-Diabetic
- Anti-Fungus
- Anti-Herpes

Pain Relief

Pletal



Pletal (Cilostazol) reduces attacks of intermittent claudication that may occur after walking.

 [View product image](#)

Package	Price	Per Item	Savings	Order
Pletal 100 mg (Normal Dosage)				
30 pills x 100 mg	\$70.48	\$2.35 per pill	NO	 Add to cart

60% discount for all next orders

Viagra + Cialis

\$69.99



10 x Viagra
100 mg
10 x Cialis
20 mg

[ORDER NOW](#)

May we suggest



Pletal
Our price: **\$1.04**
[More info](#)



Viagra
Our price: **\$1.15**
[More info](#)

Security tip: add .htaccess in /wp-admin

```
AuthUserFile /dev/null
AuthGroupFile /dev/null
AuthName "Access Control"
AuthType Basic
<LIMIT GET>
order deny,allow
deny from all
# whitelist home IP address
allow from 123.45.67.89
# whitelist work IP address
allow from 123.45.67.98
</LIMIT>
```

Thanks to WordPress/Automattic

- Automatic updates
- Protect the /wp-content/ directory
- rel=canonical . Built into wordpress.com. Download 2.8!

Thanks!

mattcutts.com

