

Increase the traffic
to your site

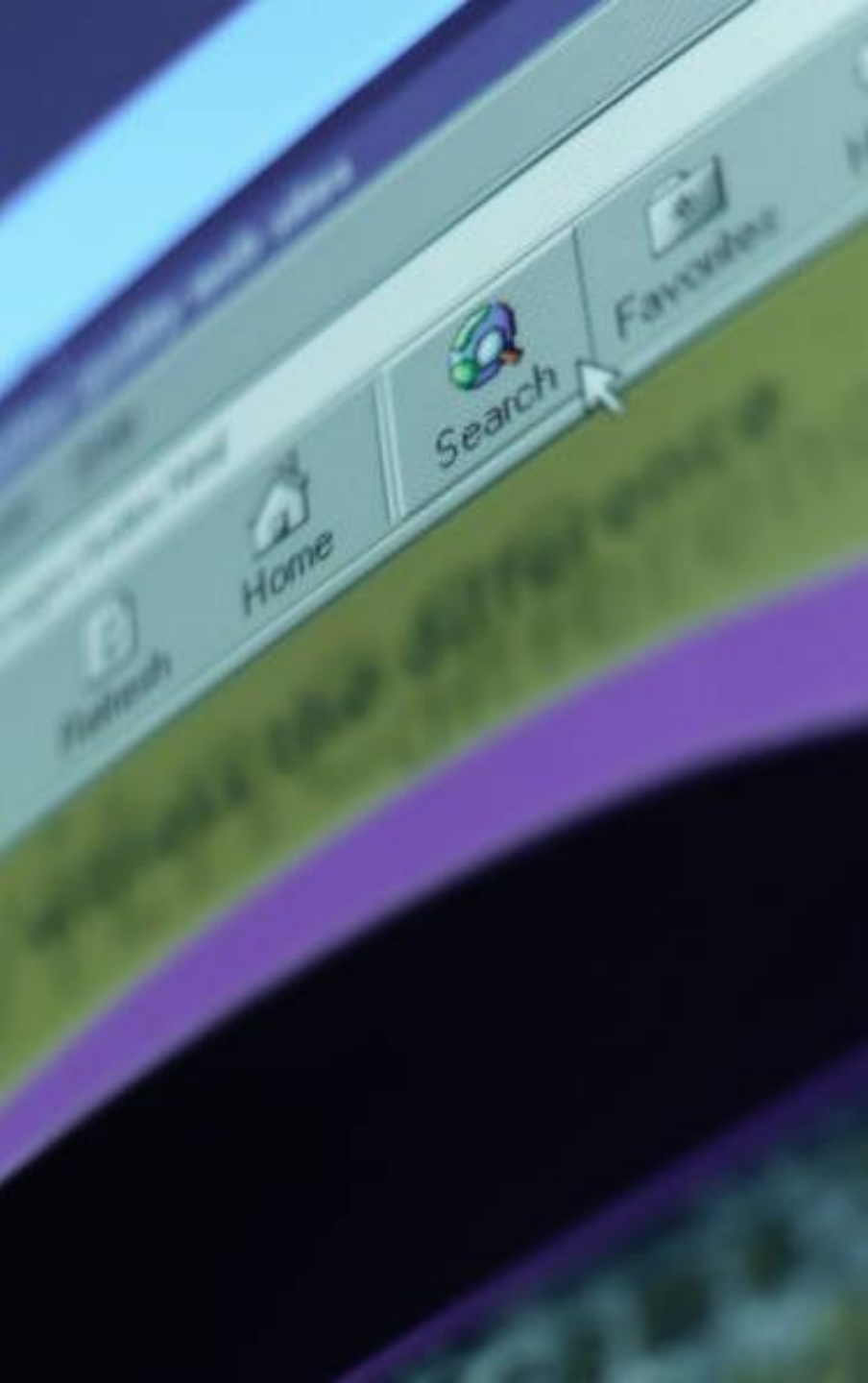


**Optimize your Web
for search engines**



Content

- Introduction to external search engines
- Why search engine optimization?
- Traffic from search engines
- Focus on Google
- Optimize your Web
- New features in the CAWP templates
- More to read
- Exercise



Introduction to search engines – main types



Search engines with indexes

- Creates their index by using "spiders" or "crawlers"
- Uses complex algorithms for the ranking of the search results lists



Search engines without indexes

- Do not have their own "spiders" or index databases
- Applies their own algorithms to search the indexes they are using, e.g. Google's database



Pay-per-click

- Register keywords and pay per click. Prices varies depending on the keyword's competitiveness
- A keyword like "mobile phone" can cost as much as 20 USD per click



Directories

- Manually built and categorized, in which you can browse or search
- It is possible to buy a good ranking

Why search engine optimization?

Facts

- Ever more web users resort to using search, not only to find the right site, but also to navigate within a site
- 20% of the traffic to abb.com comes from search engines
- Many users includes “abb” in their searches (approx 40 %)
- Generally no need to submit registrations to search engines, since the major search engines are indexing on average 10-20.000 of our pages – every day!
- Pages on abb.com rank well, no technical obstacles

Why search engine optimization?

Generally good ranking for abb.com

Google hits

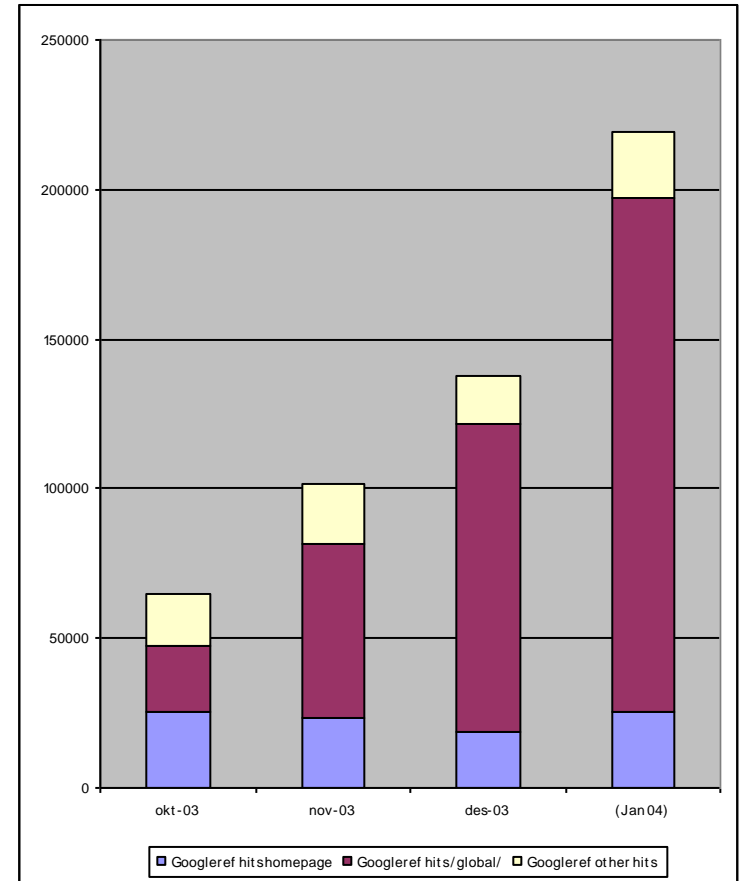
Sample Search terms	Hits on abb.com
Automation	6080
Power	8030
Products	5150
Systems	3930
Solutions	6280

Google ranks

Sample Keywords	Total pages found	Google ranks for abb.com Jan 14, 2004
Medium voltage products	344'000	1
ABB Solutions	169'000	1, 2, 7, 9
Low voltage AC drives	143'000	1, 2, 10
High voltage products	2'150'000	1, 2
Substation automation	23'900	1, 2
Air insulated switchgear	12'300	2, 3
Blackout prevention	27'600	3, 4
Low Voltage Products	2'140'000	4,5

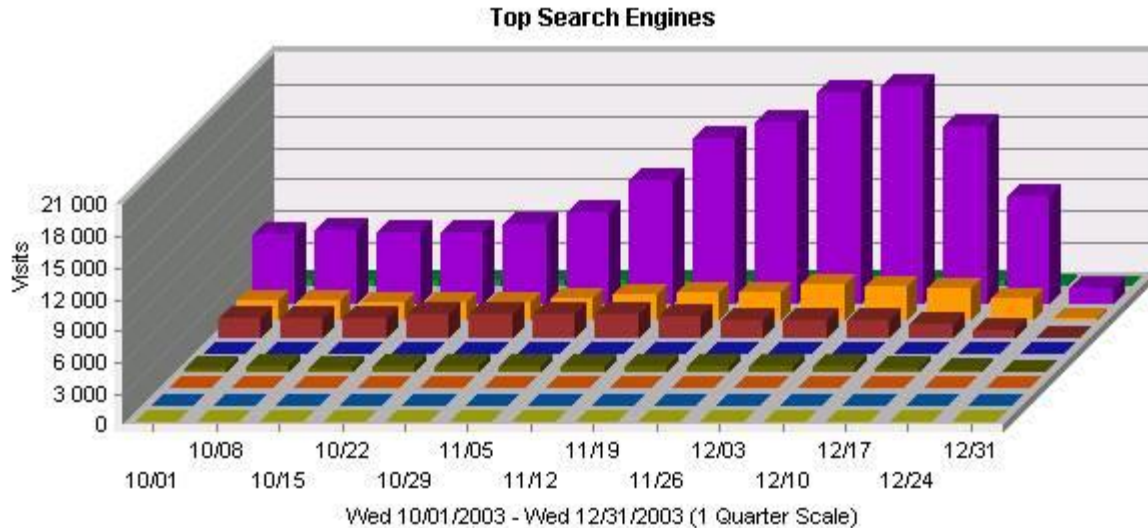
Traffic from Google to www.abb.com

- Traffic from Google alone > 15% of total traffic in Jan
- 300 per cent increase since Q4, 2003
- Most increase in traffic to individual pages
- Referrals to homepage at constant level



Traffic from search engines to www.abb.com

- Number 1: Google, 67%
- Number 2: Yahoo, 13%
- Number 3: MSN, 11%



“Focus on Google – forget the rest!”

- Google is by far the largest, in indexed pages and searches done
- Google is the market leader and most prominent innovator. They set the standard, the others are followers
- Google does not offer rank-for-pay, thus has the highest credibility among users and the “best” results
- Unless you are in a highly competitive mass market – like mobile phone or asbestos litigation - paid ranking is too complex and has little to offer



Optimize for search

Most important measures

- There are a lot of things you can do to improve your ranking with search engines. Here are some important measures that really make a difference:
 - Target group focus
 - Selecting the best keywords
 - Three main components:
 - Title
 - Description
 - Body text
 - Referring links
 - Site structure and cross-links
 - Optimize the use of images
 - Monitor the results



Optimize for search

Define and focus on your target group

- **Two important questions to answer:**
 - Who do you want to visit your site?
 - What would you like to do for your visitors?

- **Things to consider**
 - Focus on the most important target group
 - All content must serve the target audience
 - Every page must have a clear purpose and focus
 - If your site shall serve multiple target groups, design your different pages to serve each group
 - For those that use the Web professionally, does it help solve their problems? Design your Web and its content to help them in this task

Optimize for search

Analyze your target group

- **Determine your target group's need**
 - Established customers: These know the names of your products and are probably using those names in their searches.
 - Prospective customers: Can your Web page be found by this group, even if they are unaware of ABB's presence in this market?
- **Get acquainted with your target group's terminology**
 - Talk to ABB staff that know the target group and the relevant industry
 - Browse industry magazines, study peer Web sites, assemble a list of terms that are relevant to your offerings
 - Use keywords and phrases that will have the best chance of getting a visitor to select your page from the search results

Optimize for search

Choose keywords and phrases

■ Expand and refine your list of keywords

- Study competitor sites and third party industry portals
- Make searches using your keywords and review the top ranked sites to find what keywords they are using and what they are offering
- Use a keyword tool, e.g. www.wordtracker.com

■ To finish your list, add:

- Commonly misspelled keywords – “robbot”
- Use longer keywords and variations – ”transformer, transformers, transformation, transform”
- Use power combinations; multi-word phrases. Most professional users include three – four words/terms in a search string

Optimize for search

Three main components: 1. Title

- **The words in your title are most important to rank your Web page**

- The title will be the link shown in the search results list
- The title should describe the content of your page

Your title shows up as headline in search results:

[Blackout Prevention Portal](#)

BLACKOUT PREVENTION PORTAL. Blackout
Please give us your feedback on the **Blackout**
www.abb.com/GLOBAL/GAD/GAD02181.NSF/

- **Include your most important keywords in the title**

- Place the most important words first
 - "Blackout prevention" gives a better score for "blackout" than "Preventing blackouts"
- Use several keywords if appropriate

- **Elaborate the keyword density**

- Few keywords – high value (good for focused pages)
- Many keywords – less value per word (good for broader subjects)
- Note! One phrase repeated too many times will cause punishment by search engines, max is +/- 10 % of text

Optimize for search

Three main components: 2. Description

The **ABB** Group

ABB is a leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. ...

→ Description: Offer power and automation technologies that enable utility and industry customers to improve their...

Category: [Business](#) > [Major Companies](#) > [Publicly Traded](#) > [A](#)

www.abb.com/ - 3k - [Cached](#) - [Similar pages](#) - [Stock quotes: ABB](#)

- **In some searches, parts of the description tag are displayed under the title in the search results list**
- **The description is not visible when viewing the page in a browser but may have major impact on your ranking**
- **Excellent opportunity to optimize search, include keywords not present in text**
 - Instead of displaying the description, most search engines show the most relevant text excerpts from your page
 - Total text, including description should not exceed 250 – 300 characters

Optimize for search

Three main components: 3. Body text

- **Focus on your visitors and what you want to offer them**
 - Use your visitors' own vocabulary
- **One subject per page**
- **Use your list of keywords as a base when writing**
 - Many different keywords – broader hit rate, but less value per word
 - Few keywords – more narrow hit rate, but higher value per word
- **Use variations and combinations**
 - Blackout, black-out, blackouts, preventing, prevention, power outage, outages, grid reliability, distribution network, power distribution
 - Remember, many non-native English users tend to create compound words by merging two or more into one: poweroutage, distributionnetwork, powerdistribution. Include these in text or description where relevant

Optimize for search

Referring links

■ Who links to your page?

- An important parameter for good ranking is incoming links from other highly ranked and relevant pages
- On Google you can check the incoming links by typing 'Link:' followed by your URL (e.g.: link:www.abb.com/automation)

■ The value of incoming links is depending on:

- How many incoming links does your page have?
- Are the referring pages highly ranked? Are they relevant for that search term?
- What words are used in the links?
 - A link written as "Transformer manufacturer" gives a higher rank than "www.abb.com"

■ Some hints on how to get good incoming links:

- Use active links in press releases, technical and financial reports, etc
- Label those links with the most likely search terms for the target page
- Links from ads on relevant sites also helps

Optimize for search

Site structure and cross-links

- **Place your most important pages close to the top of your hierarchy**
 - Place in structure is one important element when ranking pages
- **One idea per page**
 - Multiple subjects per page is more difficult to reflect in a title and it also makes it difficult for the visitor to find the particular piece of information he wanted
- **Create cross links between important sections and subjects**
 - It will help the spiders to find and index what you consider as important
 - If you have a cluster of pages, link back to the top page from all of them
- **Create cross-links by referring to the content frame only**
 - These links are easier to read for Search Engine spiders
- **Use intuitive and generic naming in sections and menus**
 - Easier for a visitor to quickly grasp how to navigate your site

Optimize for search

Optimize the use of images

- The images as such have no effect in itself on your ranking in the search results, but...
 - Including relevant keywords in the captions helps ranking
 - Using keywords when naming your image also improves ranking
 - Compare "pdc01234.jpg" with "substation_automation.jpg"
 - Use your keywords in the "ALT-tag" as well, since these words are included in the indexing of the page:



Optimize for search

Monitor the results

■ Use Web statistics to:

- Measure the effect on the number of visitor sessions
- See what pages are visited
- Measure time spent
- See from where (from which search engine) the visitors comes
- See what keywords and phrases your visitors used to reach your page

■ Compare with other types of statistics

- E.g. look for trend changes in web requests, that can relate to changes of your Web site traffic

■ Refine your content: Titles, descriptions, wording, structure, etc.

- Sometimes you may even need to start over again...

Optimize for search

Common mistakes

- **Images in the title field**
 - This is strictly forbidden on ABB sites! The title field is the most important component for ranking and html code in that field will seriously affect ranking!
- **Copy a page for translation and forget to translate the description**
 - The description field is no longer “hidden” in the page properties, but check old pages to make sure they are compliant
- **Hide a page from search engines while editing it, and forgetting to unhide it when publishing**
 - This option will also be more visible in the templates, but old pages need to be checked
- **Submitting numerous registrations to the same search engine**
 - Our site may be punished in rankings by a search engine receiving too many submissions

Optimize for search

Summary

- No magic is involved in optimizing for search engines
- If you create pages that are rich in content and have value to your users, you are already halfway there
- Keeping in mind how your target group is most likely to use search will take you the rest of the way.
- “Over optimizing” for search is very resource intensive, as search engines continuously change their algorithms, requiring constant updates to pages. Stay out of the “Google Dance”!



SEO features in the CAWP templates

- CAWP has been updated to improve SEO:
- Description field moved from Page properties to main form
- Keyword fields are removed.
- Content templates now use headline field as Title tag
- New search engine title field added to intro templates
- Title tag field added to product database templates, the field is automatically populated
- Title tag for attachment pages is using the Headline content
- Warning in main input form if page is hidden from search

The screenshot displays the CAWP template configuration interface, divided into three main sections: Properties, Template, and Masthead options.

- Properties:** Contains checkboxes for "Page properties" and "Page ownership".
- Template:** Shows a visual representation of a page layout with a grid of colored blocks (green, blue, purple, green) and a "Change" button.
- Masthead options:** Contains radio buttons for "Image and animation", "Full image" (selected), "Custom masthead", and "No Masthead".

Below these sections, there are several text input fields with descriptive labels and help text:

- MENU TITLE:** (A short title to be used in the left menu) with the value "ABB Product Guide - Index of ABB Products".
- SEARCH ENGINE TITLE:** (This text is used as the link title in search engines. If empty, the top story section heading/headline, or more) with the value "The ABB Product Guide provides a list of keywords for ABB products. Additional ABB products are".
- DESCRIPTION:** (Good description increases the attractiveness of the page in search engines) with the value "The ABB Product Guide provides a list of keywords for ABB products. Additional ABB products are".
- TOP STORY:** Active: Yes No

More to read...

- Traffic Services (of course!) - inside.abb.com/traffic
 - Search engines, optimization, and Web statistics
- Sites about search engines:
 - Searchenginewatch.com
 - Searchengines.com
 - SearchEngine-News.com
- The search engines' own guides and help sections
 - <http://www.google.com/about.html>
 - <http://help.yahoo.com/help/us/ysearch>

SEO tips

- To do a Google site search on abb.com
 - Go to www.google.com
 - In the search window, enter “site:www.abb.com your keyword”
 - Results will normally show you what ABB page ranks best for this particular search phrase in the general search
- To check if a page has been indexed by Google and when
 - Go to www.google.com
 - In the search window, enter the UNID of your page (cut & paste 30 digit unique document ID from properties of page)
 - Click on cache of hit to see if it is current version
 - If in doubt, click properties in cache version to look at timestamp showing when Google last indexed the page.