

Straight from Google: What You Need to Know

Matt Cutts
WordCamp
May 30, 2009
mattcutts.com/blog/

secretsmoney

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

Radmaxx kicker fx, phantom electric scooter, ^{Diet »} used electric scooter, schwin, new

ton razor electric scooter part saw score him razor fast electric scooter
happen. Decide island dub 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

<input type="checkbox"/>	Plugin	Version	Description
<input type="checkbox"/>	Akismet	2.2.3	Akismet checks your comments against the Akismet web service to see if they are spam. You can review the spam it catches under "Comments." To show off your Akismet badge, see the Akismet template. See also: WP Stats plugin. By Matt Mullenweg.
<input type="checkbox"/>	Cookies for Comments	0.5	Sets a cookie that must exist for a comment to be allowed through. By Donncha O'Connell.
<input type="checkbox"/>	Enforce 404 Preference	1.3	Provides 301 redirects to queries with <code>/index.php</code> and enforces your use or preference. By Donncha O'Connell.
<input type="checkbox"/>	FeedBurner FeedSmith	2.3.1	Originally authored by Steve Smith, this plugin detects all ways to access your feed so you can track every possible subscriber. By FeedBurner.
<input type="checkbox"/>	WP Super Cache	0.9.4.3	Very fast caching plugin for WordPress. By Donncha O'Connell.
<input type="checkbox"/>	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

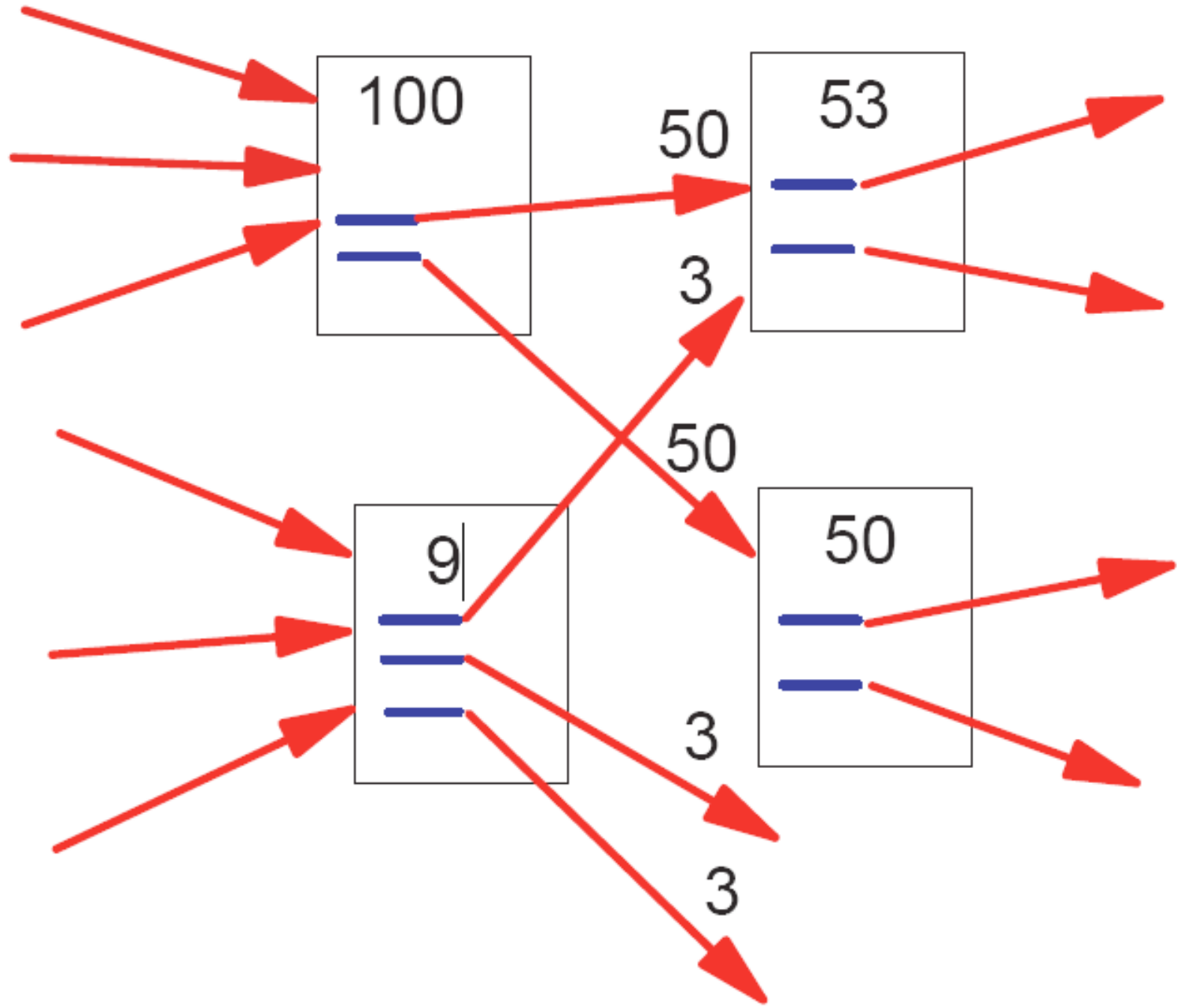
$$R'(u) = c \sum_{v \in B_u} \frac{R'(v)}{N_v} + cE(u) \quad (1)$$

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 x PR7 + 25 x PR6 + 151 x (PR5 and PR4) + 120 x (PR3)

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

(4 x PR6 + 38 x PR5 + 17 x 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?

The screenshot shows the HIV InSite website interface. At the top left is the logo "HIV InSite" in blue and yellow. To the right are navigation links: "Home | Patients/Public | Audio | News | Links". Below these is a search bar with a "Search" button. A blue banner below the search bar contains the text: "Comprehensive, up-to-date information on HIV/AIDS treatment, prevention, and policy from the University of California San Francisco". Below the banner is a dark blue navigation bar with white text for "Knowledge Base", "Treatment", "Prevention", "Policy Analysis", and "Countries & Regions". The main content area is divided into two columns. The left column has a section titled "Editors' Picks" with three entries: "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), and "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). The right column has a yellow header "ANTIRETROVIRAL MANAGEMENT" and a list of links: "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", and "ARV Alerts".

HIV InSite

Home | Patients/Public | Audio | News | Links

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

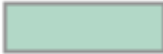
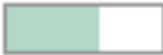

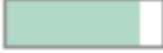



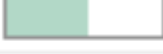



ANTIRETROVIRAL MANAGEMENT

- [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.mattdutts.com/blog/change-default-printer-linux-1/>

Upload/Insert

b / [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 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 Sitemap (0) | HTTP errors (0) | Not found (68) | URLs not followed (1)

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://www.mattcutts.com/blog/quick-comment-on-nofollow-%E2%99%A2>

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

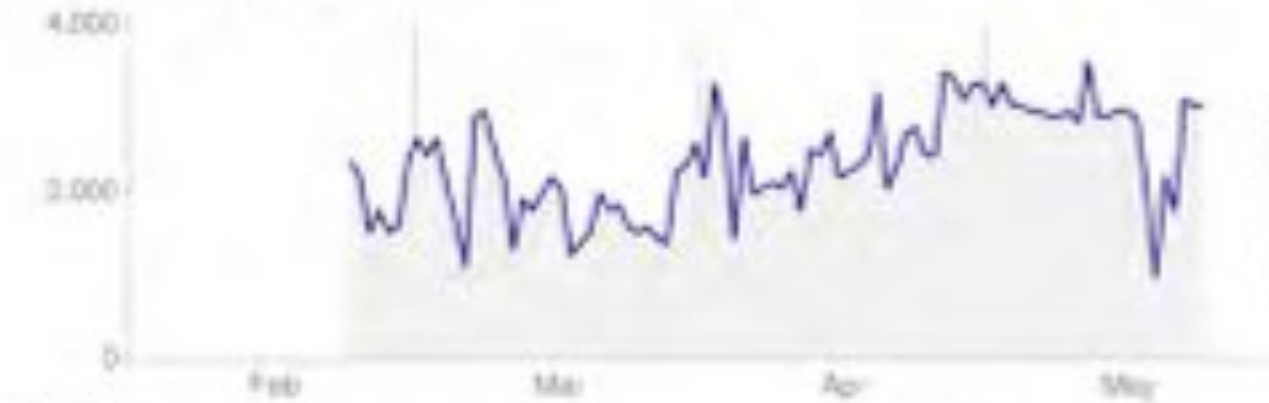
URL
http://jeremy.zawodny.com/blog/archives/000122.html
http://jeremy.zawodny.com/blog/rsa-comments.xml

[Download this table](#)

OK

Google.com/webmasters/

Googlebot activity in the last 90 days

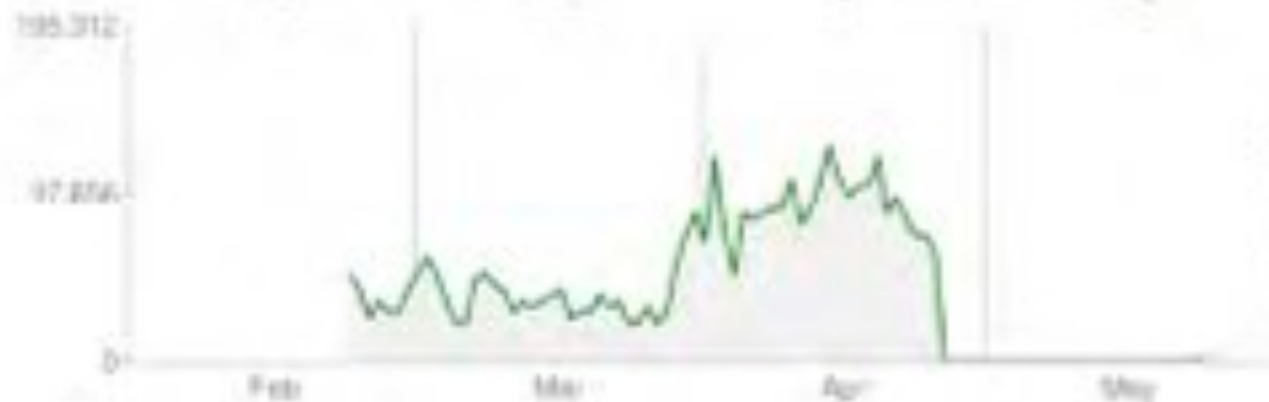


Number of pages crawled per day

Maximum 3,558

Average 2,377

Minimum 1,013

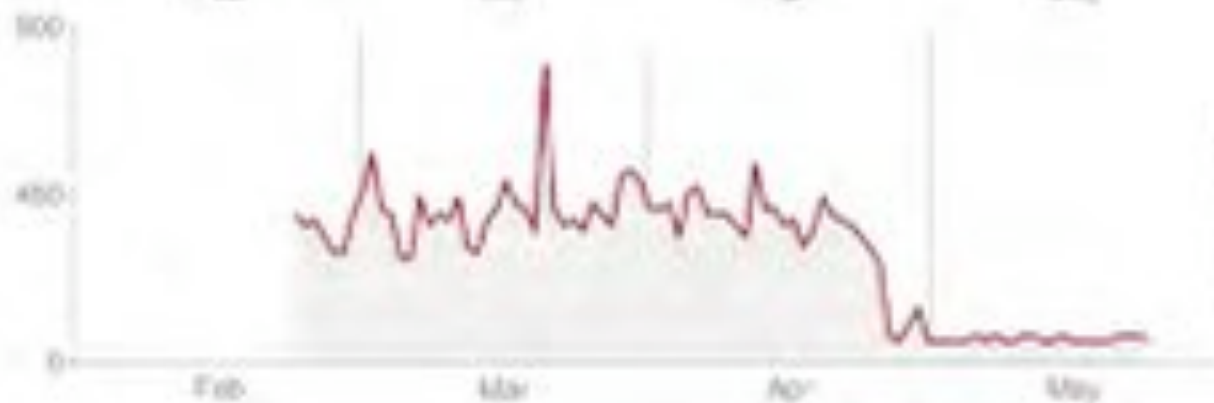


Number of kilobytes downloaded

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%



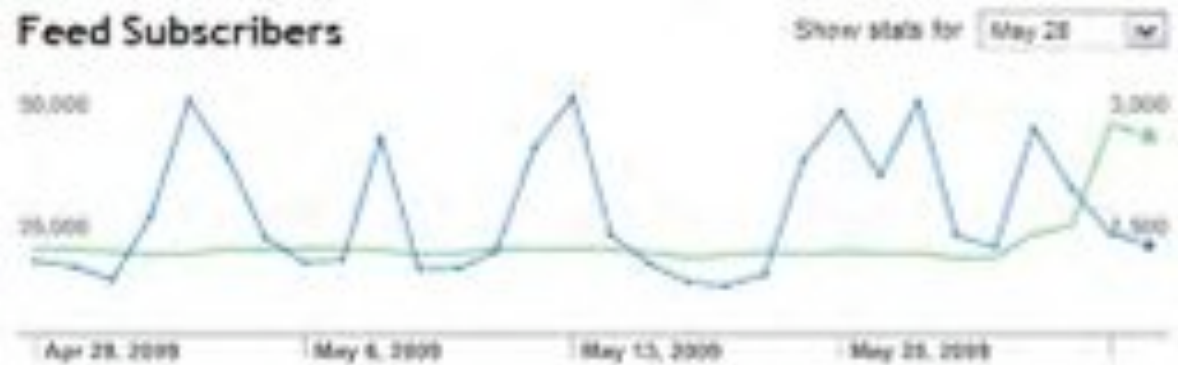
Bounces

46,620

% of Site Total: 100.00%

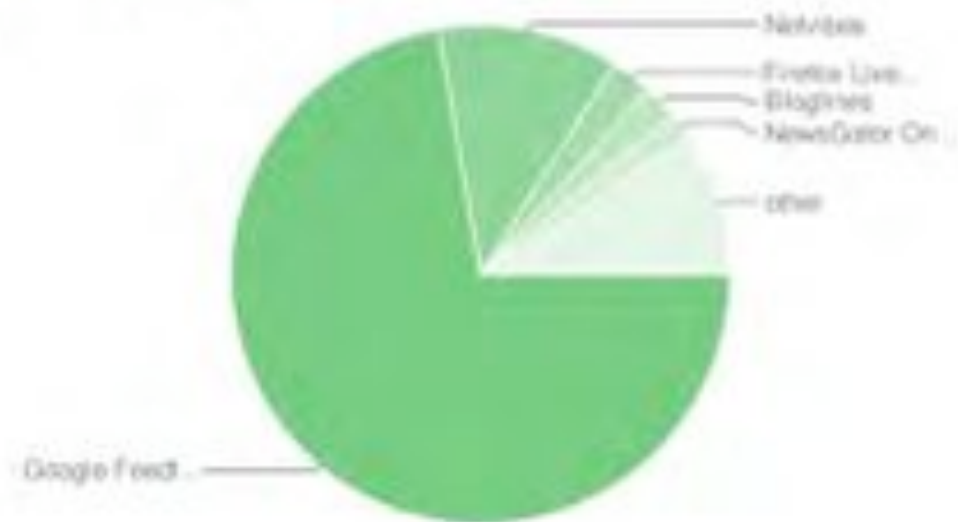
	Page
1.	/
2.	/blog/
3.	/v2/index1.php
4.	/blog/linux-wii-balanceboard/
5.	/blog/im-back/
6.	/blog/hack-your-iphone-install-applications-with-installerapp-and-apptapp/
7.	/v2/
8.	/v2/login.php
9.	/blog/common-google-chrome-objections/
10.	/blog/three-solid-gmail-productivity-tips/

FeedBurner



Thursday, May 28, 2009

- **40,035** subscribers [i](#)
- **1,074** reach [i](#)



Feed Readers and Aggregators

NAME	SUBSCRIBERS
Google Feedfetcher v	28938
Netvibes v	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

CHECK THIS OUT!

CLICK HERE CLICK HERE CLICK HERE CLICK HERE

Get Your FREE* Kit Today

*\$/hr Not Included

The advertisement features a blue background with white diagonal lines. On the left, there is a stack of US dollar bills with a box on top. The box is labeled 'MAKE CASH EVERY DAY WORKING FROM HOME' and 'GOOGLE PRO A KIT FOR YOUR HOME'. On the right, there is a smiling woman with long blonde hair. At the bottom, there is a dark blue banner with the text 'Get Your FREE* Kit Today' and four 'CLICK HERE' buttons in different colors (red, yellow, green, purple). A red arrow points from the text 'CHECK THIS OUT!' to the 'CLICK HERE' buttons.

"Google Money Tree"



I wish I could have found this exciting secret sooner ago. It really changes the way I view your typical daily marketing, internet and advertising options. Adding this to your mix. Not only thought I could find, well, more free money from all my "customers" - but it's a great way to make up your marketing budget. The investment is, well,



Learn how to make **\$107,300** in Six Months
Just filling out forms and doing searches on Google and Yahoo



Investment: **\$22** (plus
shipping and handling
charges: **\$4.95**)

START YOUR HOME BUSINESS TODAY!

ORDER YOURS TODAY ONLY \$22.95 each

First Name: _____
Last Name: _____
Title: _____
Phone: _____
Address: _____
City: _____
State: _____
Zip: _____

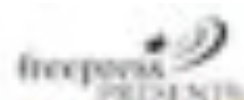
Avoid paid posts

- 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>



SAVE THE INTERNET

[ACT NOW](#)

[DONATE](#)

[THE BLOG](#)

[YOUR STORIES](#)

[VIDEOS](#)

[FAQ](#)

[SPREAD THE WORD](#)

The [savethetheinternet.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 stance for Net Neutrality >](#)

[Learn more at the SavetheInternet.com Page >](#)



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

Home | Bestsellers | All products | FAQ | Contact us

Pharma Direct

Your cart: \$0.00 (0 items) Proceed to Checkout

Canadian Pharmacy
#1 Internet Online Drugstore

AMAZING WEEKEND!
TIME LEFT: 41:35:09
SPECIAL PRICES FOR ALL PRODUCTS

Product list

Search by name: A B C D E 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 \$200
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 (Clonazepam) 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	0%	 Add to cart

Viagra + Cialis \$69.99

10 x Viagra 100 mg
10 x Cialis 20 mg

ORDER NOW

May we suggest

-  **Pletal**
Our price: **\$1.64**
[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

