simone righini

UNIVERSITÀ
DEGLI STUDI
DI MILANO

SEO & Growth Hacking Basics

The purpose of planning is to

remain convinced

That a possible path exists *(Pavlina)*

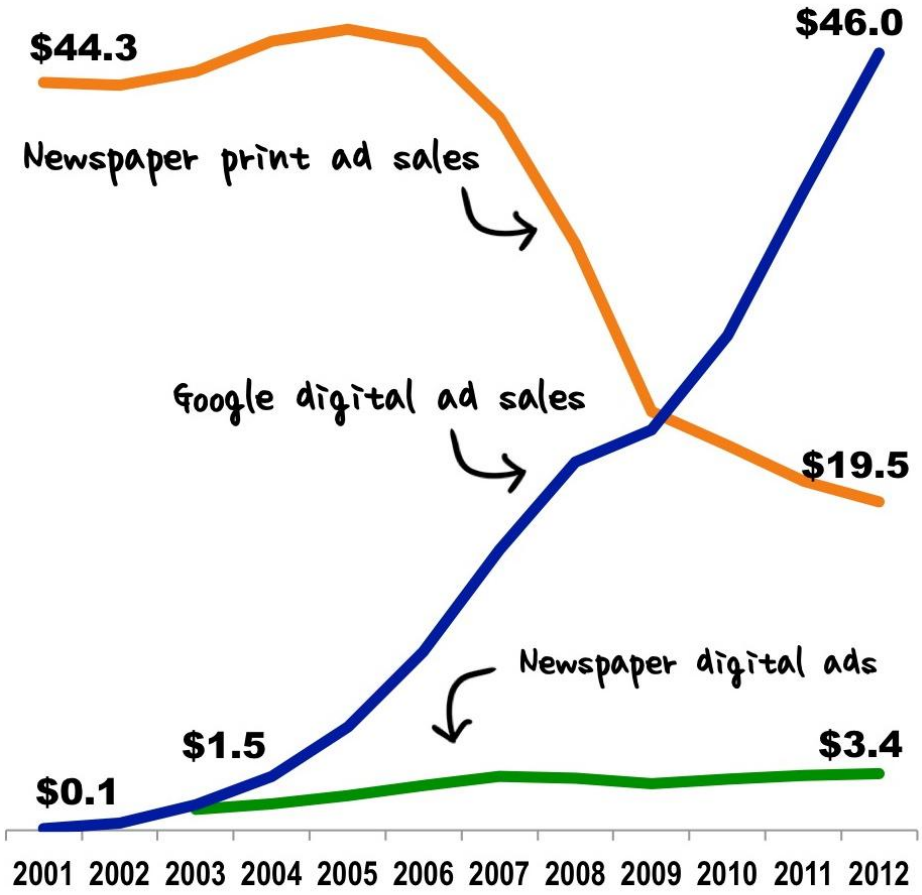
What's a search engine?

A. A **software** trained to learn from its users
B. a big **data archive**
C. a secret ranking **algorithm**
D. a **company** with an aim of gaining a profit
E. a **mass media** with advertising business model

What’s political in a search engine?

everything

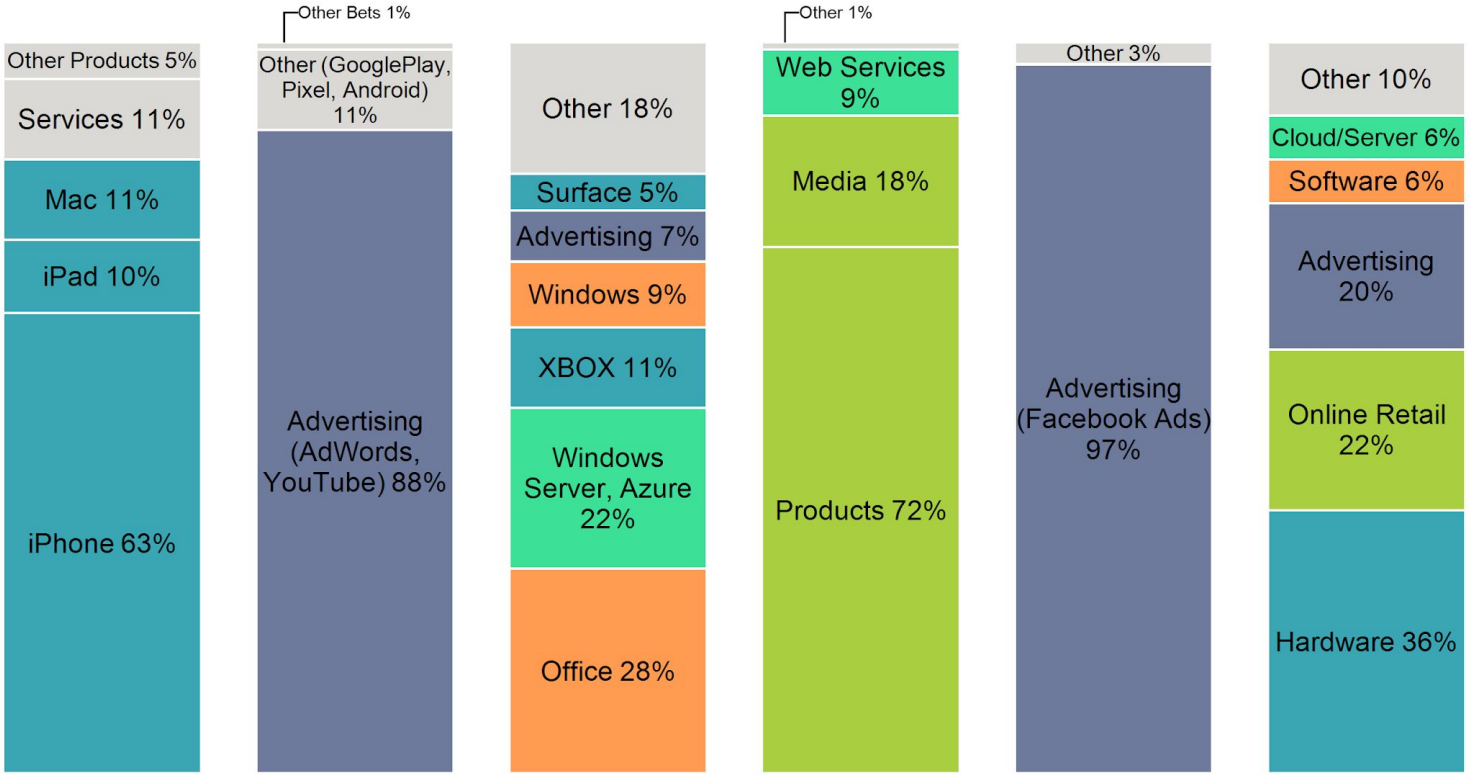
Newspaper vs. Google ad sales



In US$billions

Sources: Newspaper Association of America and Google

Alphabet and Facebook get almost all of their revenue from ads. Apple, Microsoft and Amazon have more diverse sources of revenue.

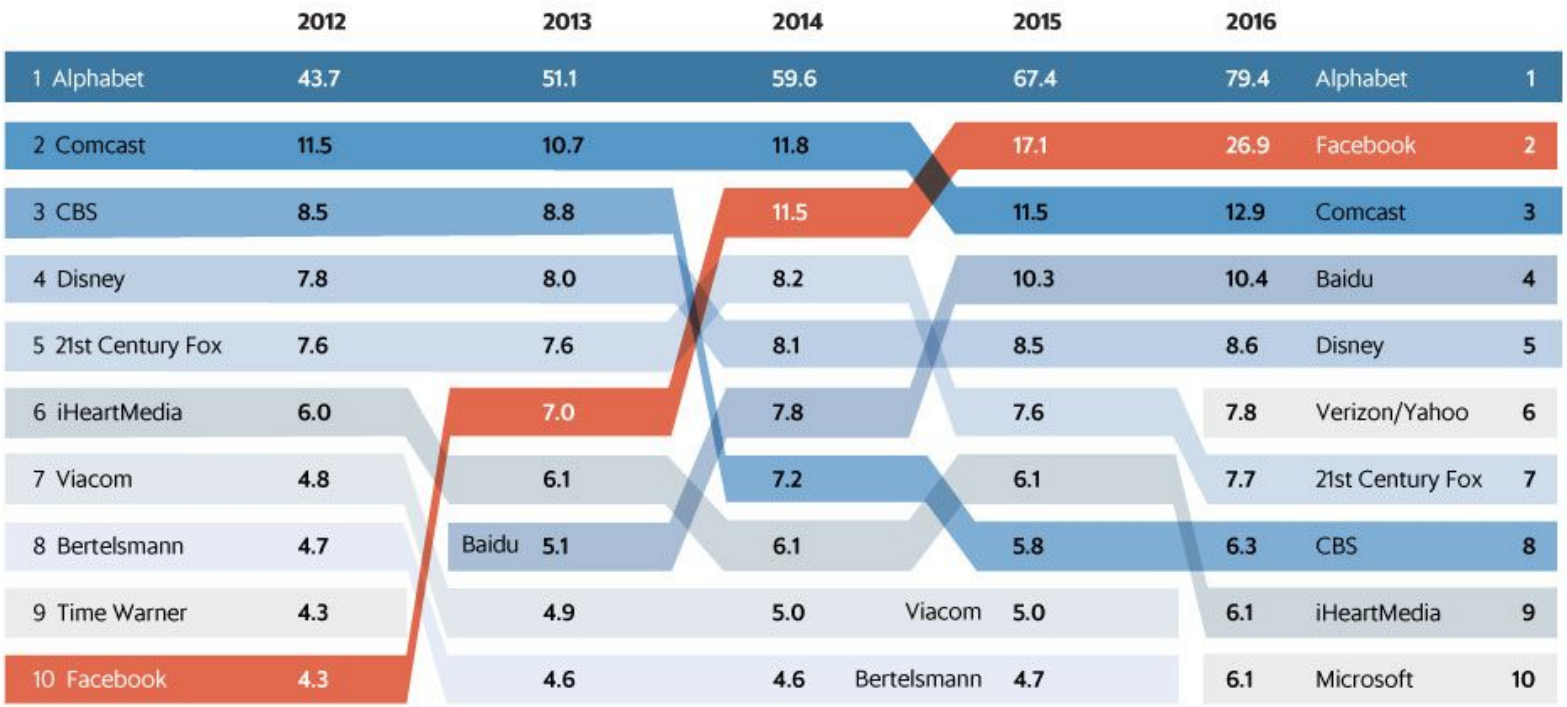


	Apple	Alphabet	Microsoft	Amazon	Facebook	Combined
Market Cap	$891B	$819B	$719B	$661B	$547B	$3,637B
Revenue	$216B	$90B	$85B	$136B	$28B	$555B
Earnings	$46B	$19B	$17B	$2B	$10B	$94B

CHANGING FORTUNES

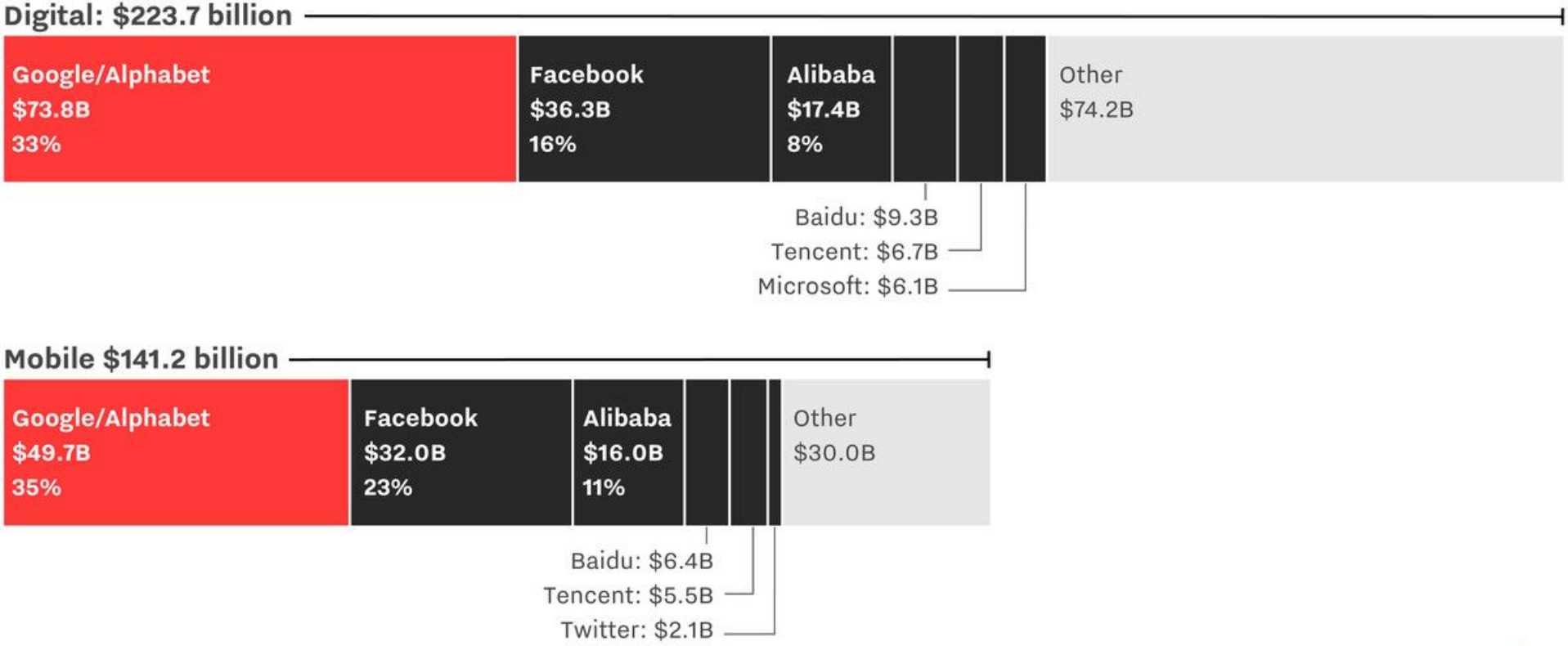
Tech firms are displacing television companies as the biggest sellers of advertising

Global advertising revenue (in $ bn)



Source: Zenith Media, Bloomberg

Global net ad revenue share for digital and mobile in 2017



Source: eMarketer

recode

Revenues and net profits earned in one minute

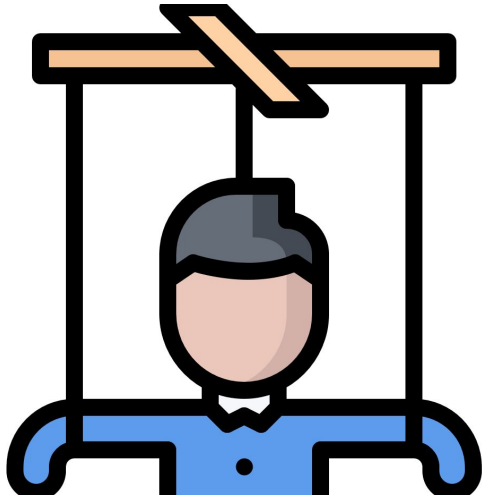
Based on latest 12 months of available data, $m

Sources: Bloomberg; *The Economist*

*Net revenue

search engine political impact

1. Search Engine Manipulation Effect
The impact that ordered search results have on thinking and behavior. During a political campaign, when one candidate is favored over another in search results, that shifts the voting preferences of undecided voters toward the favored candidate by 20 percent or more—up to 80 percent in some demographic groups.



2. Search Suggestion Effect

The impact that search suggestions have on thinking and behavior as one types a word or phrase into a search box or search bar. Research has shown that by manipulating search suggestions, a search engine company can turn a 50–50 split among undecided voters into a 90–10 split with no one knowing they have been manipulated.

3. Targeted Messaging Effect

The impact that targeted messages—that is, messages that are sent to some people but not others—have on a population. In a political campaign, if a social media company sent register-to-vote reminders mainly to members of one political party, more people from that party would register to vote. On Election Day, targeted go-out-and-vote reminders would have a similar impact, and neither manipulation would be detectable by users or authorities unless sophisticated monitoring systems were in place.

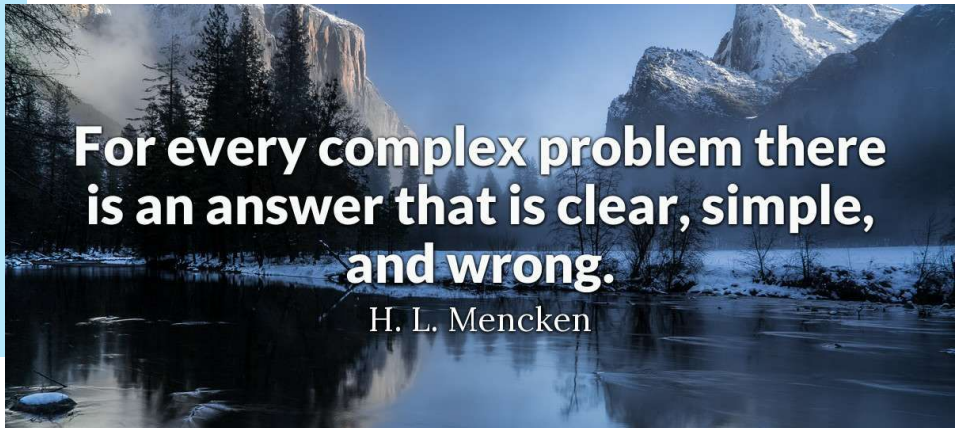
4. Opinion Matching Effect

The impact on people's thinking and behavior that occurs when an online service recommends one course of action after asking people some questions. During a political campaign, online matching services ask people about their political views and then, based on their answers, recommend which candidate people should vote for. Prior to an election, opinion matching services tend to attract undecided voters—precisely the kind of voters who are most vulnerable to manipulation. Initial research suggests these services can produce shifts in voting preferences of 30 percent or more without people's awareness.

See also: Dunning–Kruger effect

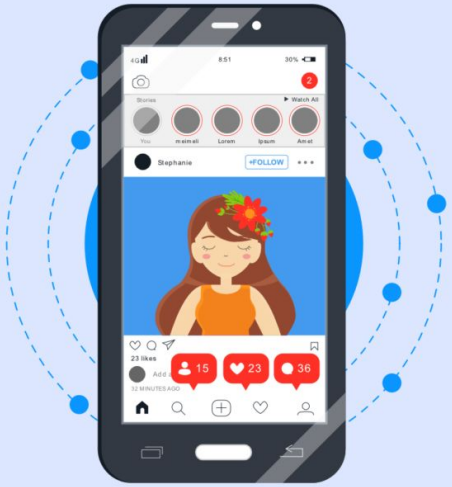
5. Answer Bot Effect

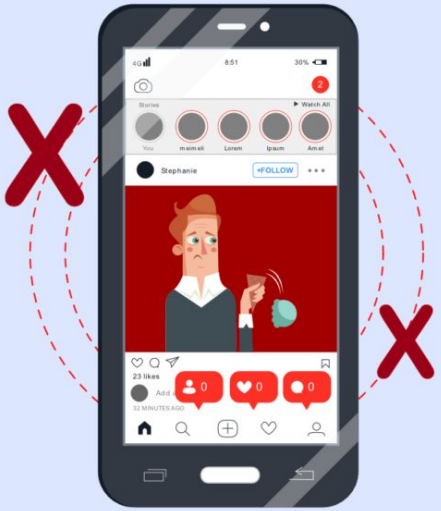
The impact on people's thinking and behavior that occurs when they are given a computer-generated answer to their question. At the moment, such answers are supplied by a variety of personal assistants, as well as by the answer boxes search engines sometimes display above a list of search results. Initial research suggests that answer bots reduce the time people spend searching for more information and that they have a dramatic impact on the views of people who are undecided on an issue.

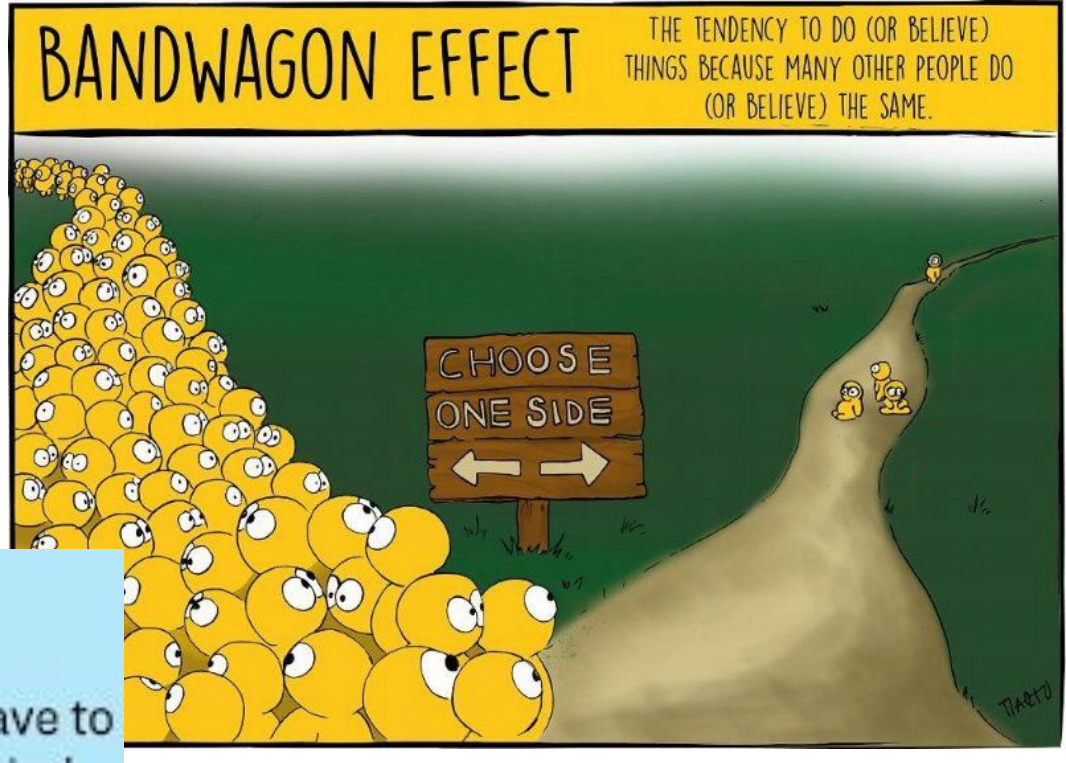


6. Shadowbanning

The practice of suppressing some of the messages or tweets people send to other people. Any platform on which someone has followers or friends can reduce his or her influence through such suppression. Because systems that monitor tweets and messages currently don't exist, it is impossible to know for sure when shadowbanning is occurring.







7. Programmed Virality and the Digital Bandwagon Effect

The power that big tech platforms have to deliberately accelerate or suppress virality. The Digital Bandwagon Effect is an explosion of support for one viewpoint or candidate that can be engineered by a search engine company.

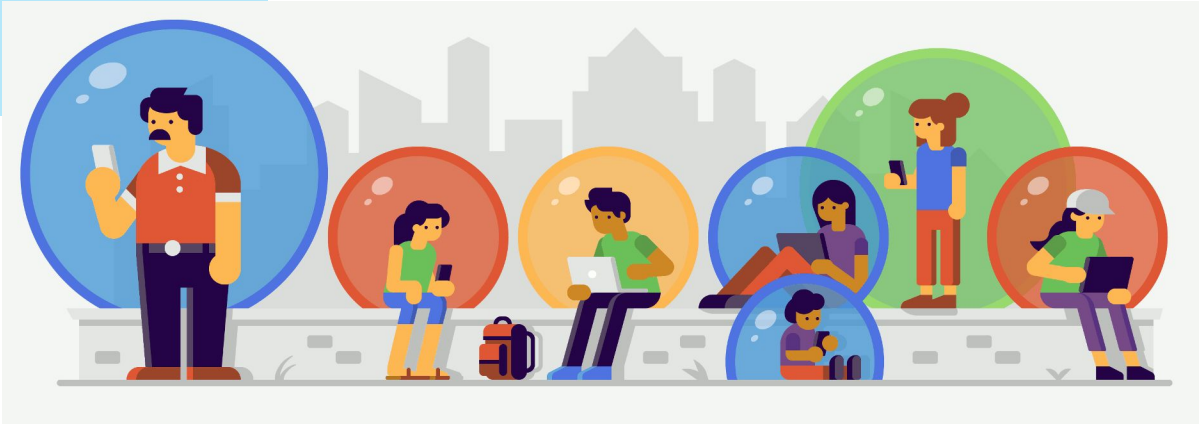
8. The Facebook Effect

The impact that Facebook—presently the largest social-media platform in the world—has on people's opinions and behavior. Facebook can affect election outcomes in at least five different ways: by biasing its trending box, biasing its center newsfeed, encouraging people to look for election-related material in its search bar, sending out targeted register-to-vote reminders, and sending out targeted go-out-and-vote reminders.

9. Censorship

Suppressing content in a way that favors one viewpoint. Google suppresses content in at least nine different ways. Sometimes the suppression is obvious; most of the time it is invisible. In 2016, a Facebook whistleblower claimed he had been on a company team that was systematically removing conservative news stories from Facebook's newsfeed. Evidence shows that both conservative and liberal content is sometimes suppressed, often without explanation.

10. The Digital Customization Effect
The increased impact on people's opinions and behaviors that occurs when manipulations are customized to match the needs, preferences, and backgrounds of individual users. Google has likely collected the equivalent of millions of Word pages of information about many of its users, and Facebook also maintains extensive individual profiles. When manipulations make use of such information, they have a greater impact.

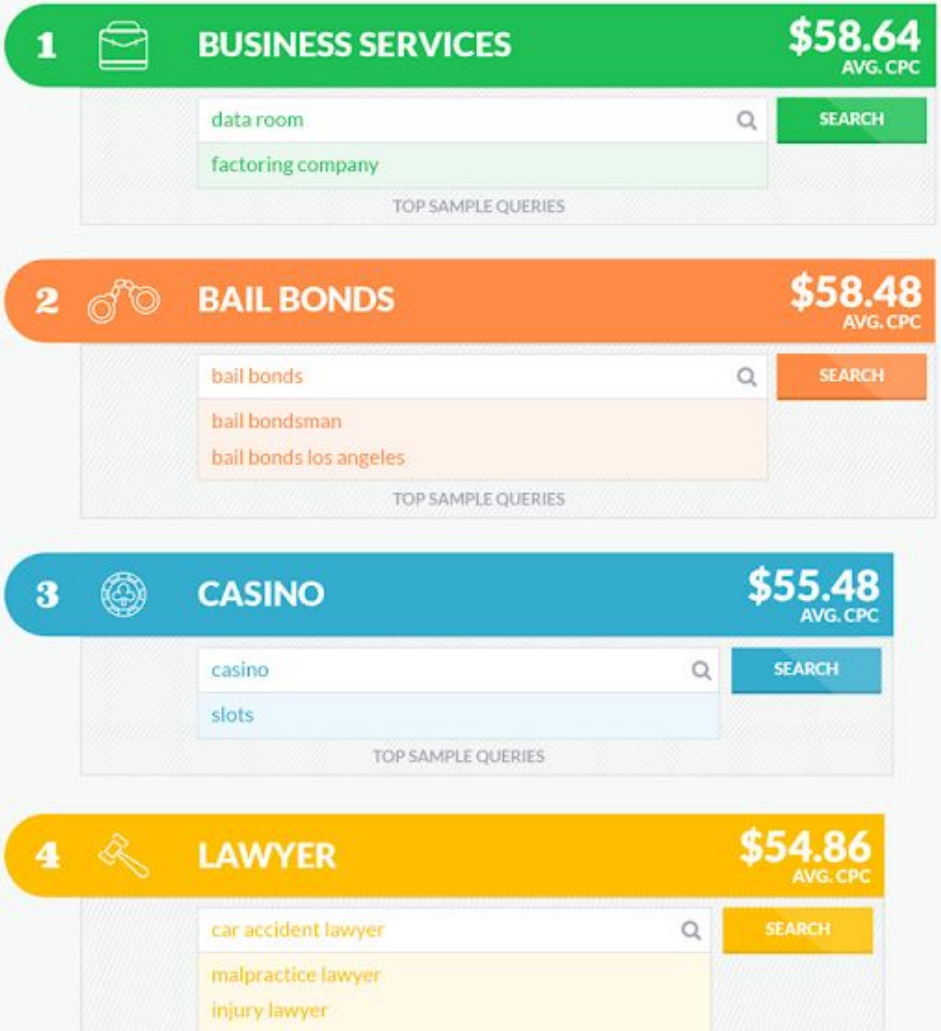


But who cares? It’s free!

How does it work for advertisers?

Google
AD
AD
AD
1st paid position
1st organic position

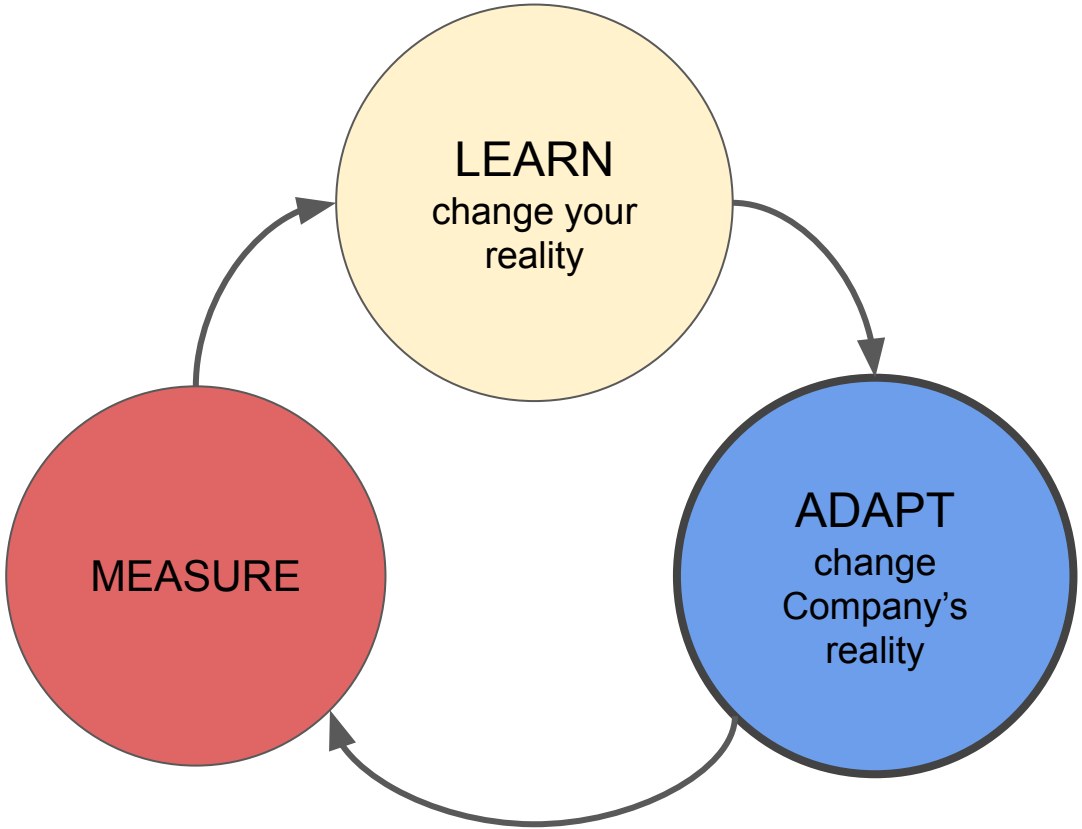
YOUR PRICE = THE AD RANK OF THE PERSON BELOW YOU / YOUR QUALITY SCORE + $0.01
Max Bid
Quality Score
Ad Rank
Actual CPC
Advertiser I
$2.00
10
20
16/10 +0.01=
$1.61
Advertiser II
$4.00
4
16
12/4 + 0.01=
$3.01
Advertiser III
$6.00
2
12
8/2 + 0.01=
$4.01
Advertiser IV
$8.00
1
8
Highest CPC


1
BUSINESS SERVICES
$58.64
AVG. CPC
data room
SEARCH
factoring company
TOP SAMPLE QUERIES
2
BAIL BONDS
$58.48
AVG. CPC
bail bonds
SEARCH
bail bondsman
bail bonds los angeles
TOP SAMPLE QUERIES
3
CASINO
$55.48
AVG. CPC
casino
SEARCH
slots
TOP SAMPLE QUERIES
4
LAWYER
$54.86
AVG. CPC
car accident lawyer
SEARCH
malpractice lawyer
injury lawyer

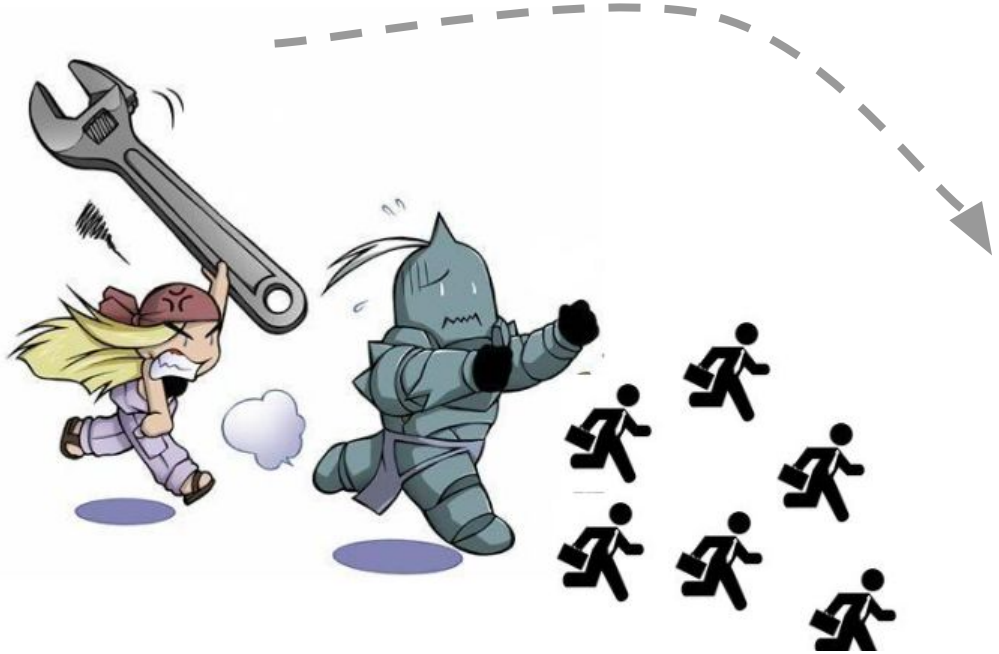
6	INSURANCE	$48.41 AVG. CPC
7	CASH SERVICES & PAYDAY LOANS	$48.18 AVG. CPC
8	CLEANUP & RESTORATION SERVICES	$47.61 AVG. CPC
9	DEGREE	$47.36 AVG. CPC
10	MEDICAL CODING SERVICES	$46.84 AVG. CPC
11	REHAB	$46.14 AVG. CPC
12	PSYCHIC	$43.78 AVG. CPC
13	TIMESHARE	$42.13 AVG. CPC
14	HVAC SOFTWARE	$41.24 AVG. CPC
15	BUSINESS SOFTWARE	$41.12 AVG. CPC
16	MEDICAL NEEDS	$40.73 AVG. CPC
17	LOANS	$40.69 AVG. CPC
18	PLUMBER	$39.19 AVG. CPC
19	TERMITES	$38.88 AVG. CPC
20	PEST CONTROL	$38.84 AVG. CPC
21	MORTGAGES	$36.76 AVG. CPC
22	ONLINE GAMBLING	$32.84 AVG. CPC
23	BANKING	$31.43 AVG. CPC
24	HAIR TRANSPLANT	$31.37 AVG. CPC
25	GOOGLE ADWORDS	$30.06 AVG. CPC

What do we do?

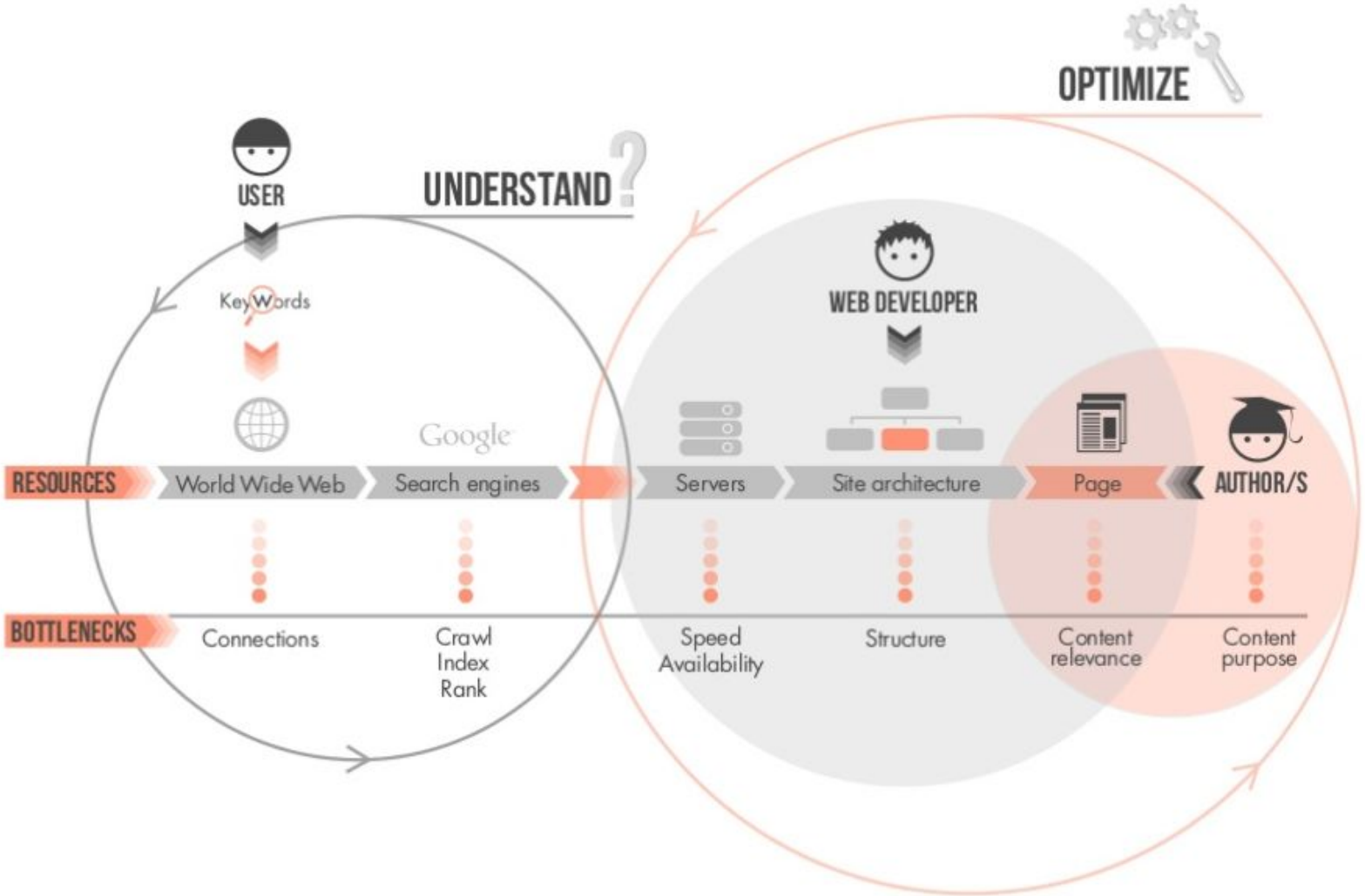
My growth hacking process



First thing I learned about Google: you don’t need to know how it works

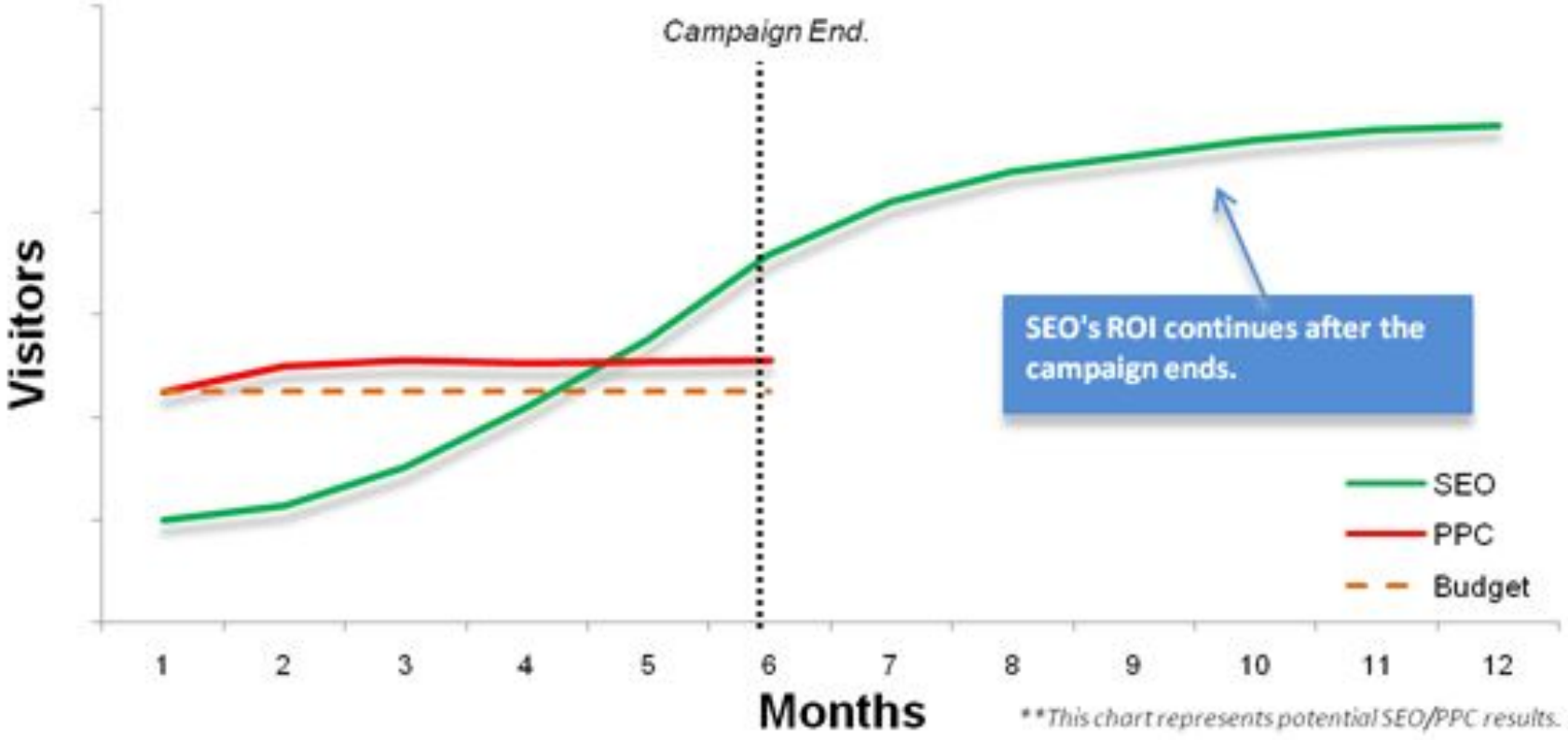


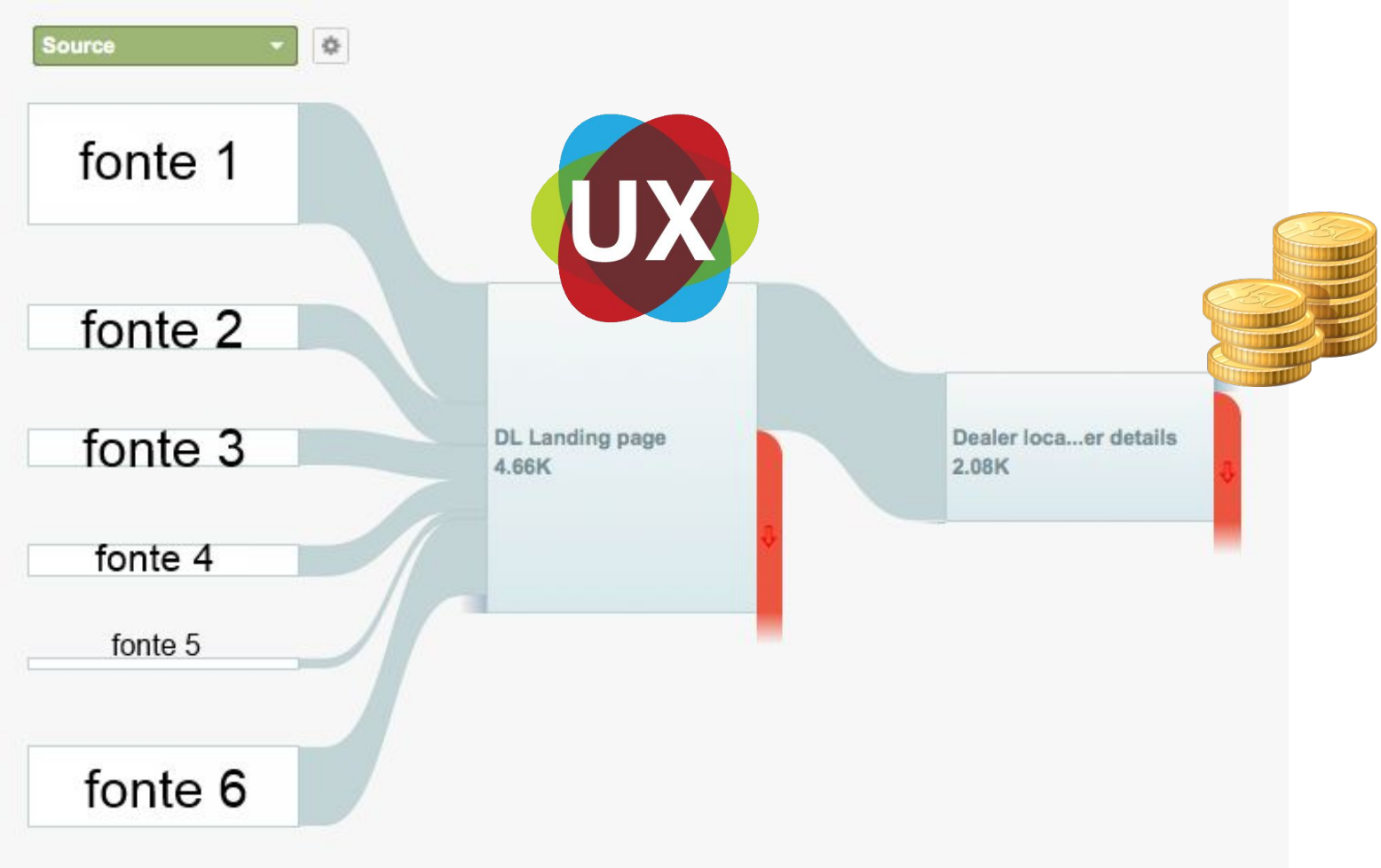
SEO → GOOGLE → USERS


OPTIMIZE
USER
UNDERSTAND?
WEB DEVELOPER
KeyWords
Google
RESOURCES
World Wide Web
Search engines
Servers
Site architecture
Page
AUTHOR/S
BOTTLENECKS
Connections
Crawl
Index
Rank
Speed
Availability
Structure
Content
relevance
Content
purpose

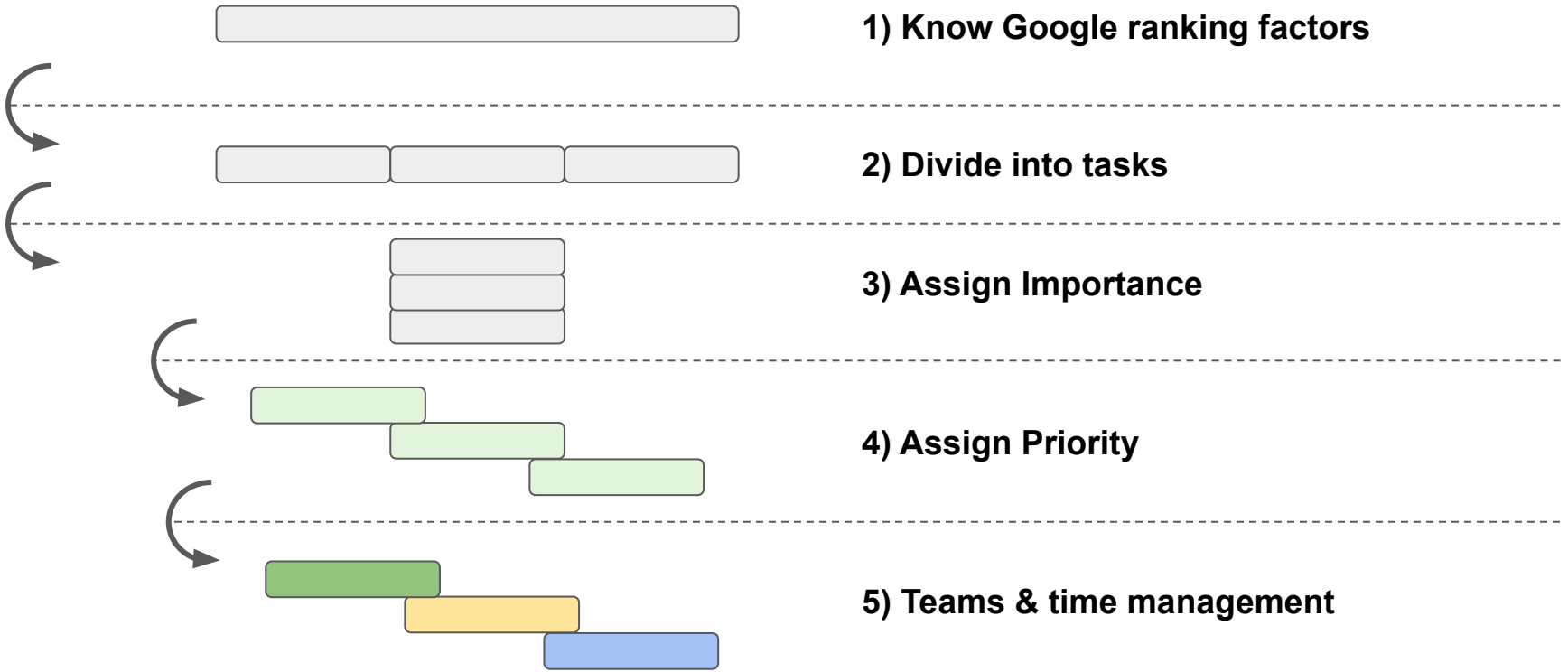
What happens if we can Influence Google?

The Long Term ROI of SEO




Source
fonte 1
fonte 2
fonte 3
fonte 4
fonte 5
fonte 6
UX
DL Landing page
4.66K
Dealer loca...er details
2.08K

What we will learn today



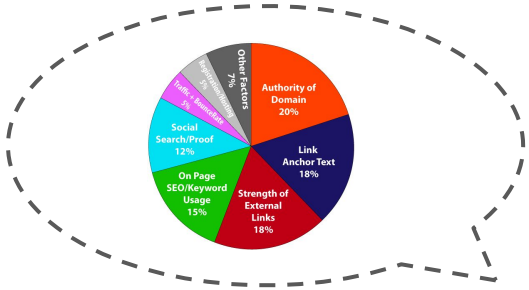
1) Know Google ranking factors

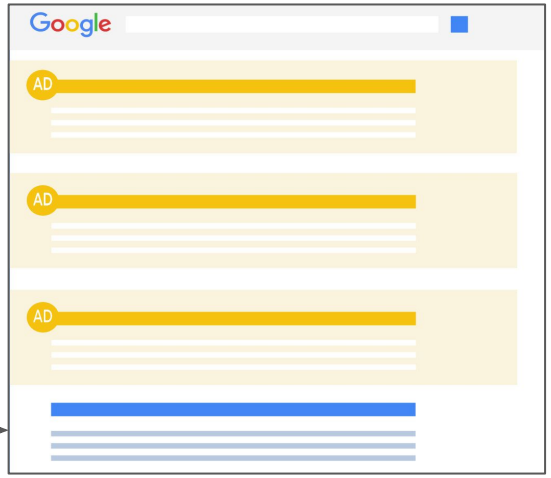
2) Divide into tasks

3) Assign Importance

4) Assign Priority

5) Teams & time management





Google Ranking Top 10 SERP

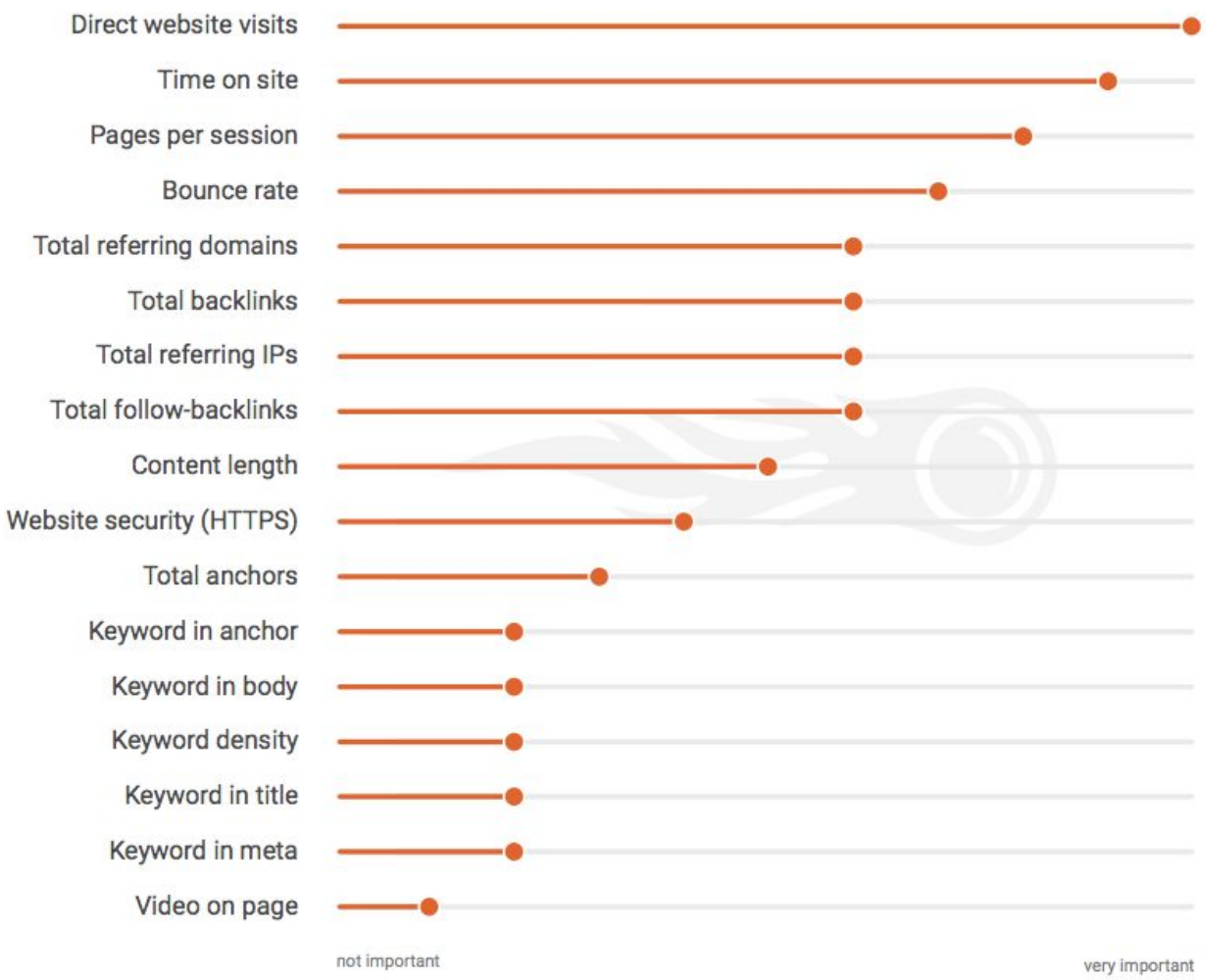
Ranking factors

Links, Content, Html Template, Crawlability, URL Status code, *<malware>*, Hosting & Database Uptime, Domain & DNS

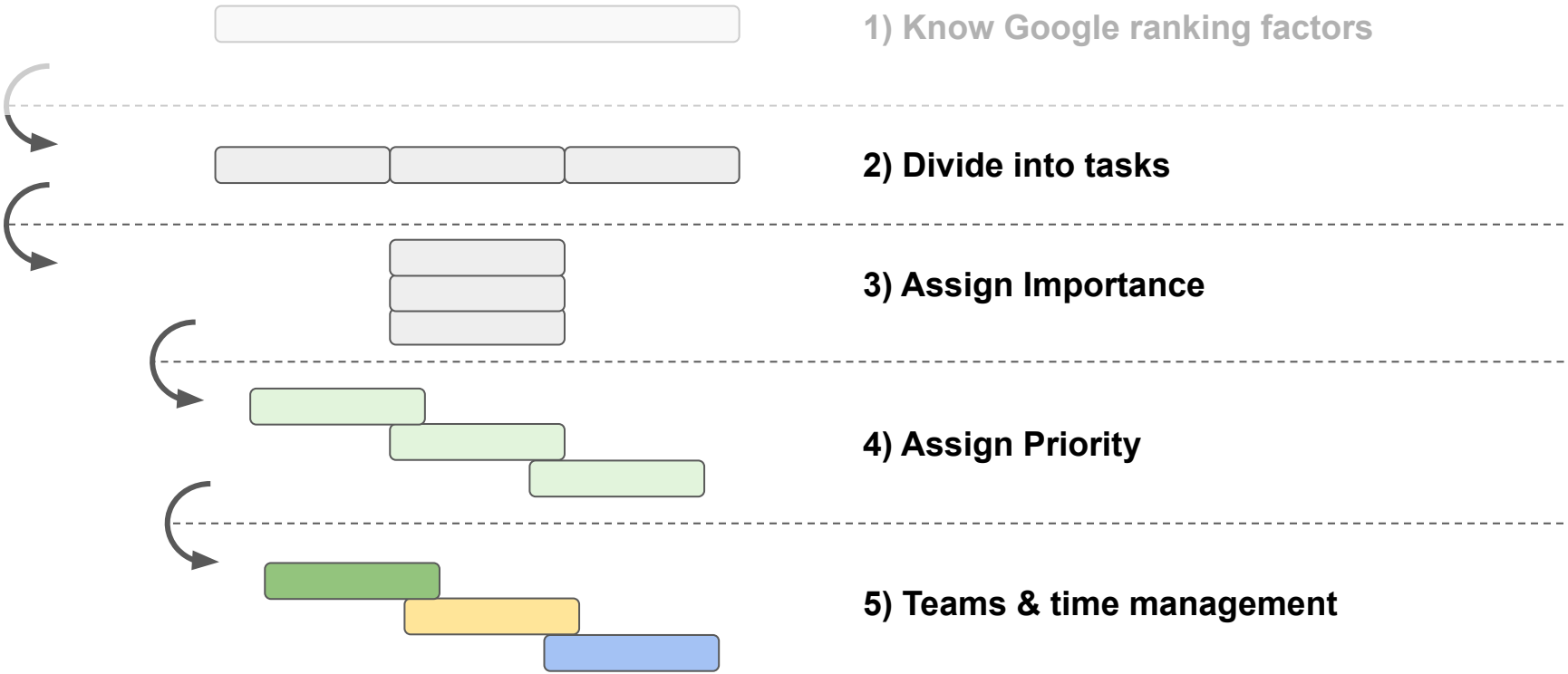
websites are made of this

Google’s recipe to build rankings

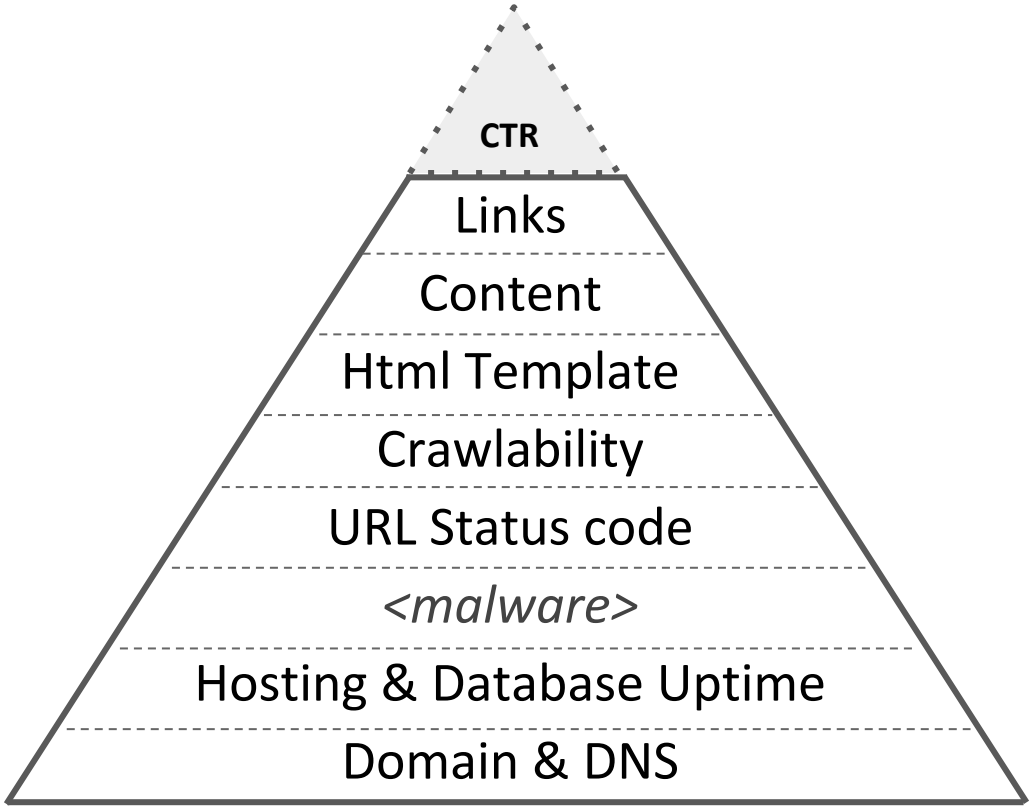
bit.ly/inbou



Correlations With High Ranking On Google

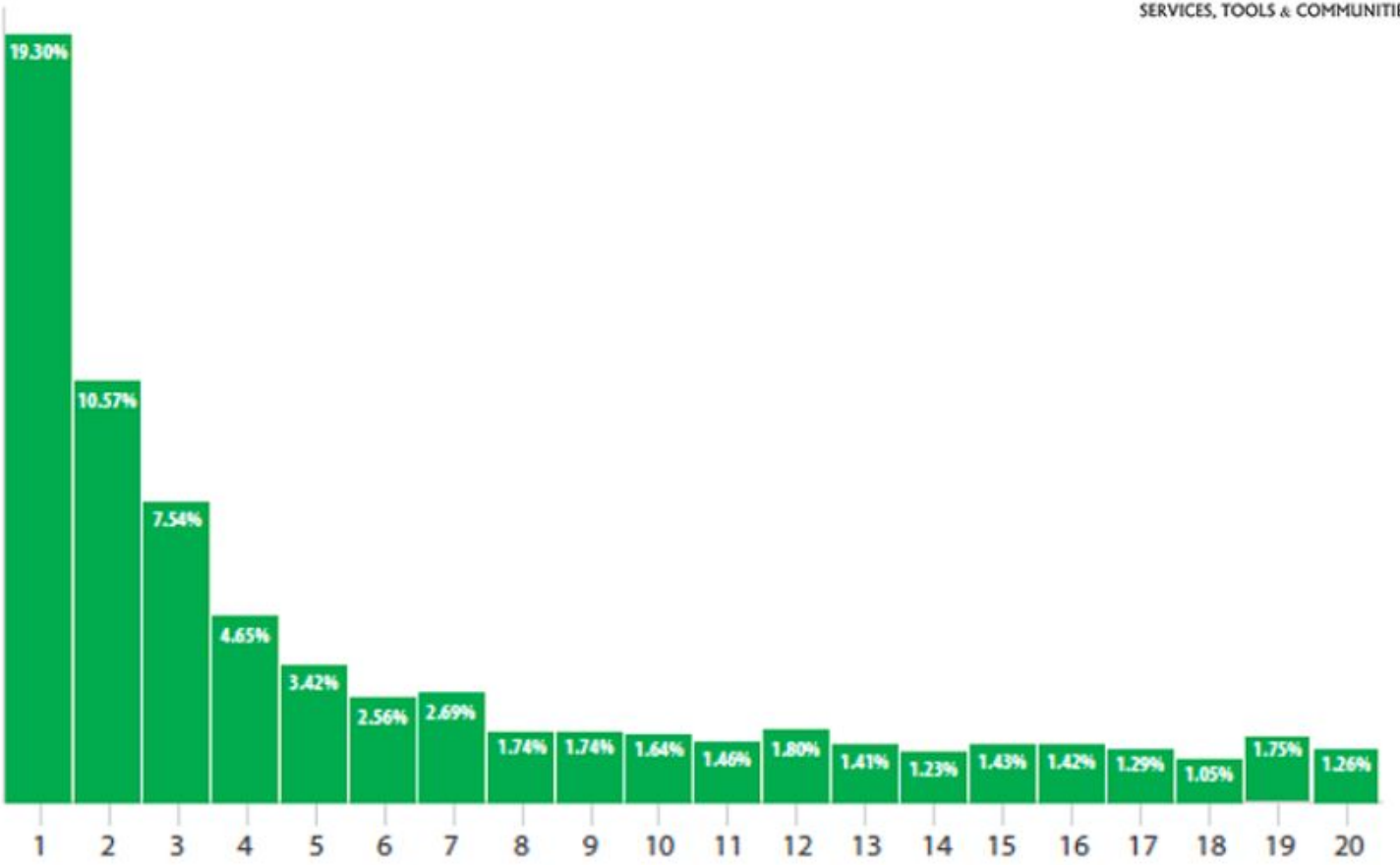

1) Know Google ranking factors
2) Divide into tasks
3) Assign Importance
4) Assign Priority
5) Teams & time management

Maslow's hierarchy

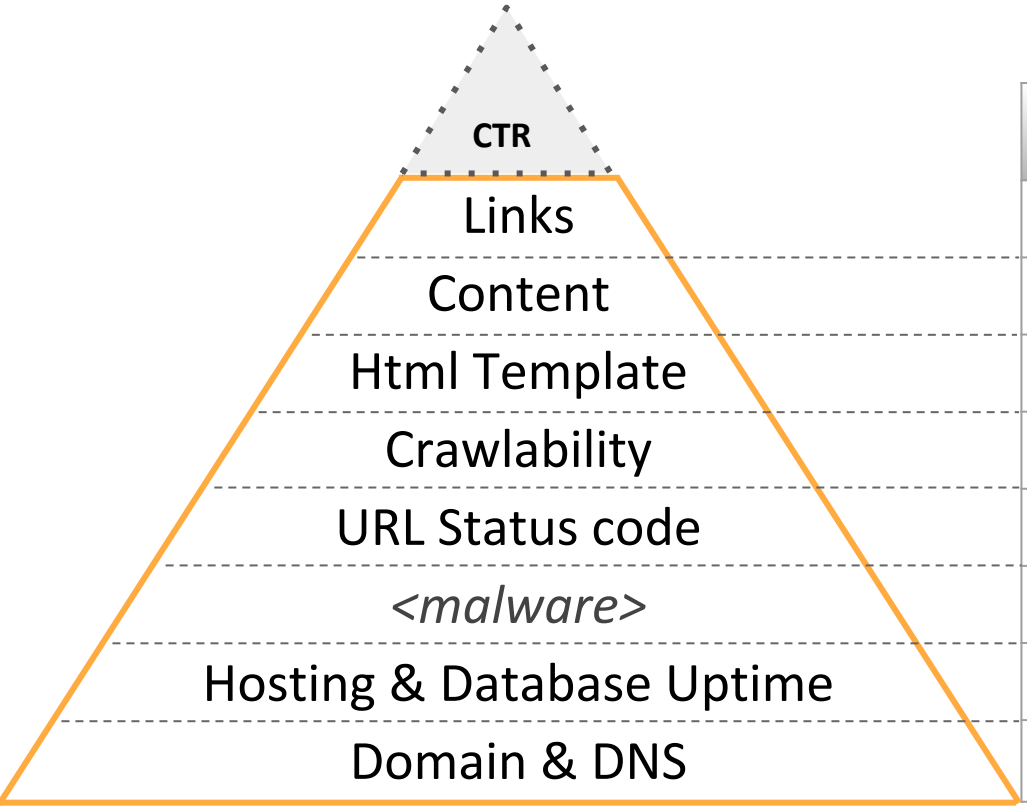


CTR for Non-Branded Queries

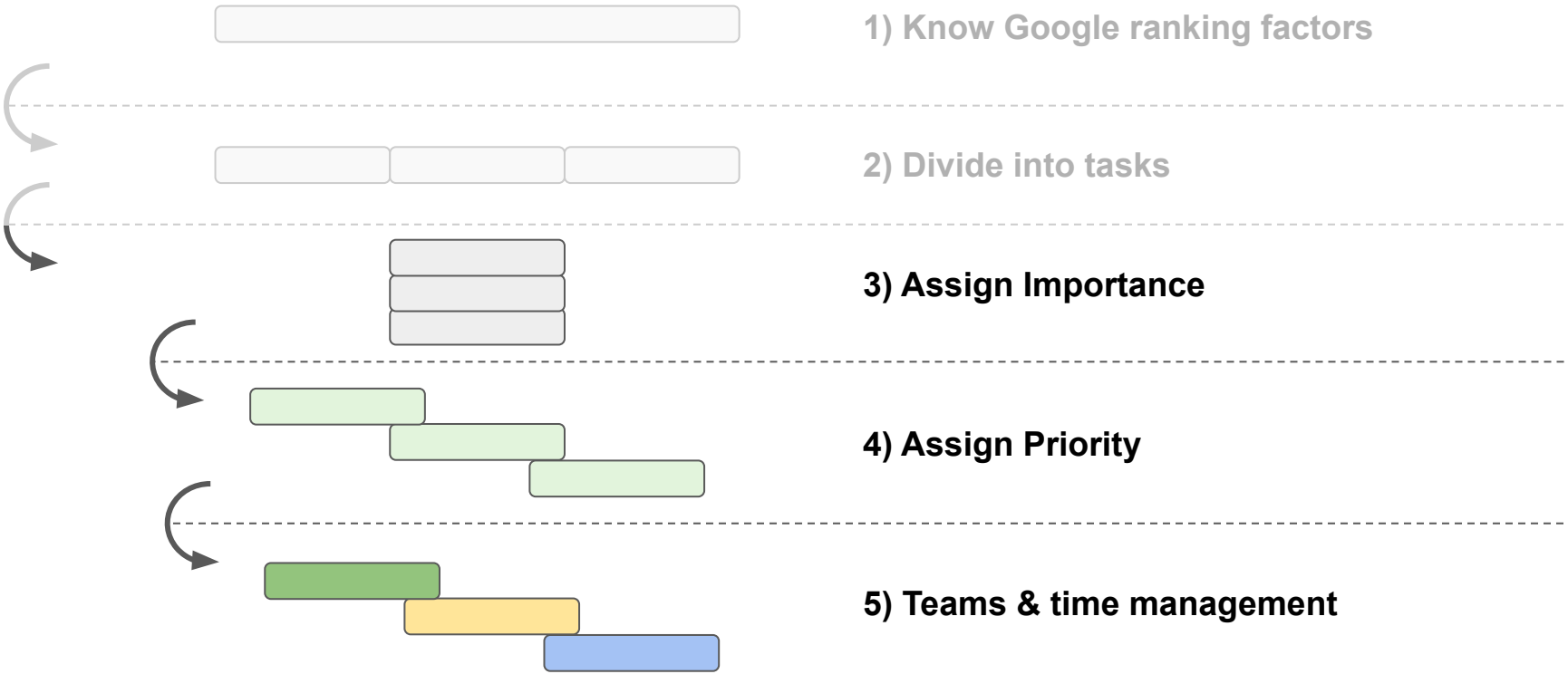
INTERNET MARKETING NINJAS
SERVICES, TOOLS & COMMUNITIES



Position on Google



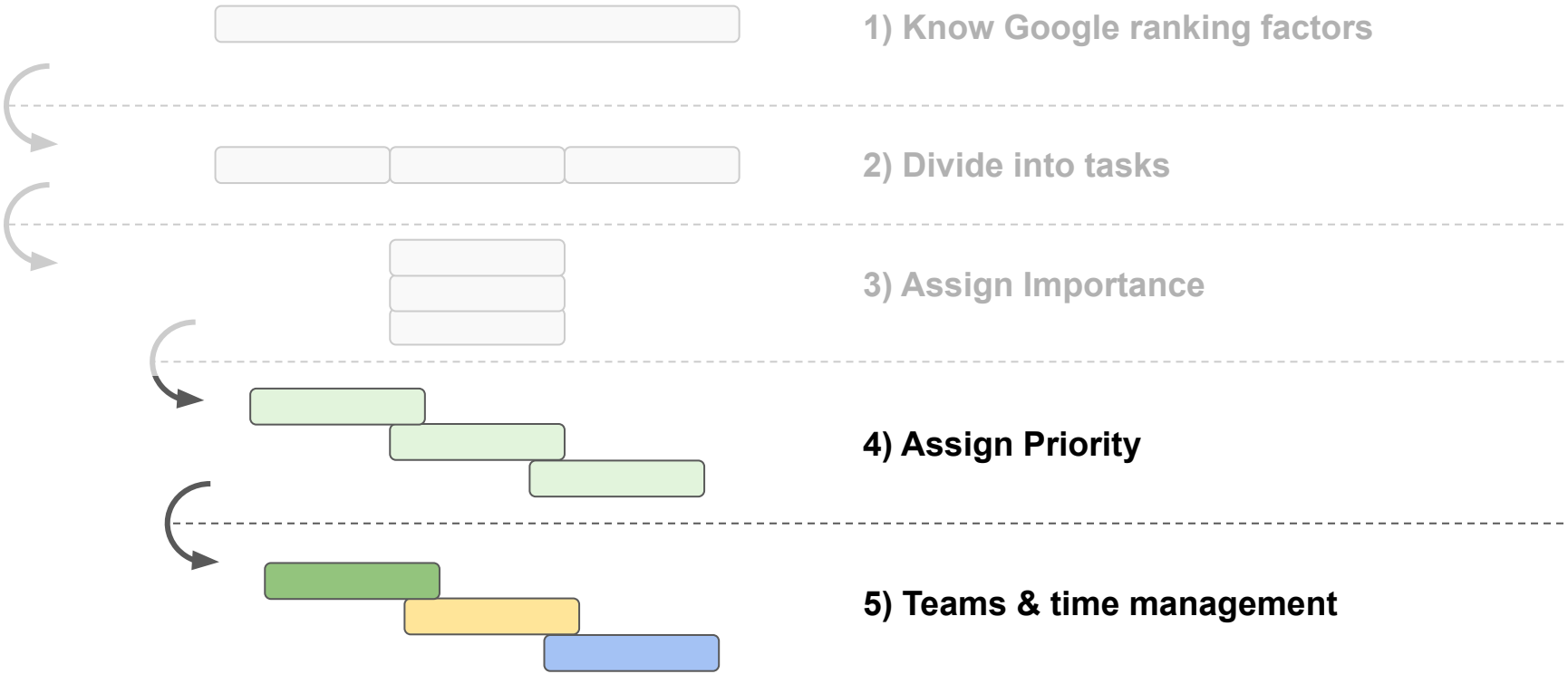
Tasks
Create new Links by number and quality
Create keyword focused pages for each user Intent
Calculate template rank and internal link structure
Count number of crawlable urls
Verify “ok” status code for each URL
Avoid like hell
Provide high Uptime %
Calculate domain Age, authority, focus intent


1) Know Google ranking factors
2) Divide into tasks
3) Assign Importance
4) Assign Priority
5) Teams & time management

Severity Assessment using competitor benchmark

Area	What to check	Top 3 competitor benchmark
Links (ext.)	**Links number and quality**	At least **70%** of competitors
Content, Title, Desc	**% of keyword focused pages**	At least **50%** of website
Html Template & structure	**Template rank**	At least **40%** of competitors
Crawlability	**n. of total crawlable urls**	At least **40%** of competitors
URL Status code	**% of urls with “200” (ok) status**	At least **95%**
<malware>	**Avoid like hell**	
Hosting & Database Uptime	**Uptime %**	At least **99.9%** (8h yearly offline)
Domain & DNS	**Age, authority, focus intent**	At least **50%** of competitors

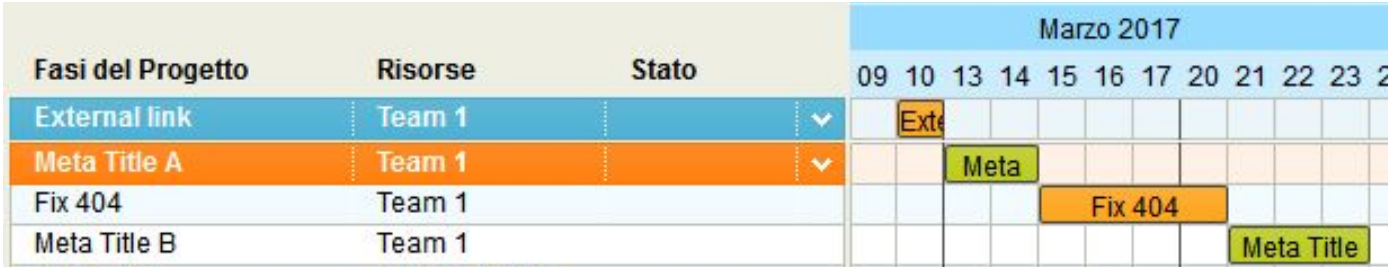
Area	Tools	Hierarchy	Benchmark
Links (ext.)	**LRT, Majestic**	**8**	From **1** to **9**
Content, Title, Desc	**SEOzoom, Semrush**	**7**	From **1** to **9**
Html Template & structure	**Audisto, SEOzoom**	**6**	From **1** to **9**
Crawlability	**Search console, site:**	**5**	From **1** to **9**
URL Status code	**Screaming frog**	**4**	From **1** to **9**
<malware>	**Search console**	**3**	**1** if present
Hosting & Database Uptime	**Uptimerobot, pingdom**	**2**	From **1** to **9**
Domain & DNS	**Webarchive, Moz**	**1**	From **1** to **9**


1) Know Google ranking factors
2) Divide into tasks
3) Assign Importance
4) Assign Priority
5) Teams & time management

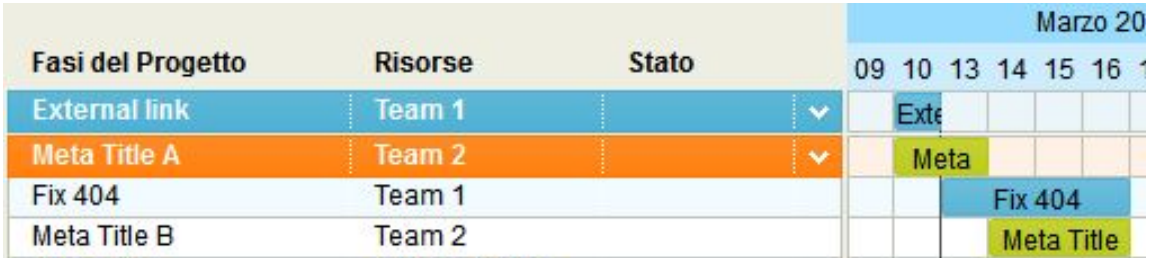
(Hierarchy + Benchmark) **x** Time **=** Priority

Example task	H+B	Time (days)	Priority (smaller = higher priority)
Meta title A	7+1	2	16
Fix 404	4+1	4	20
Meta title B	7+1	3	24
External link	8+1	1	9

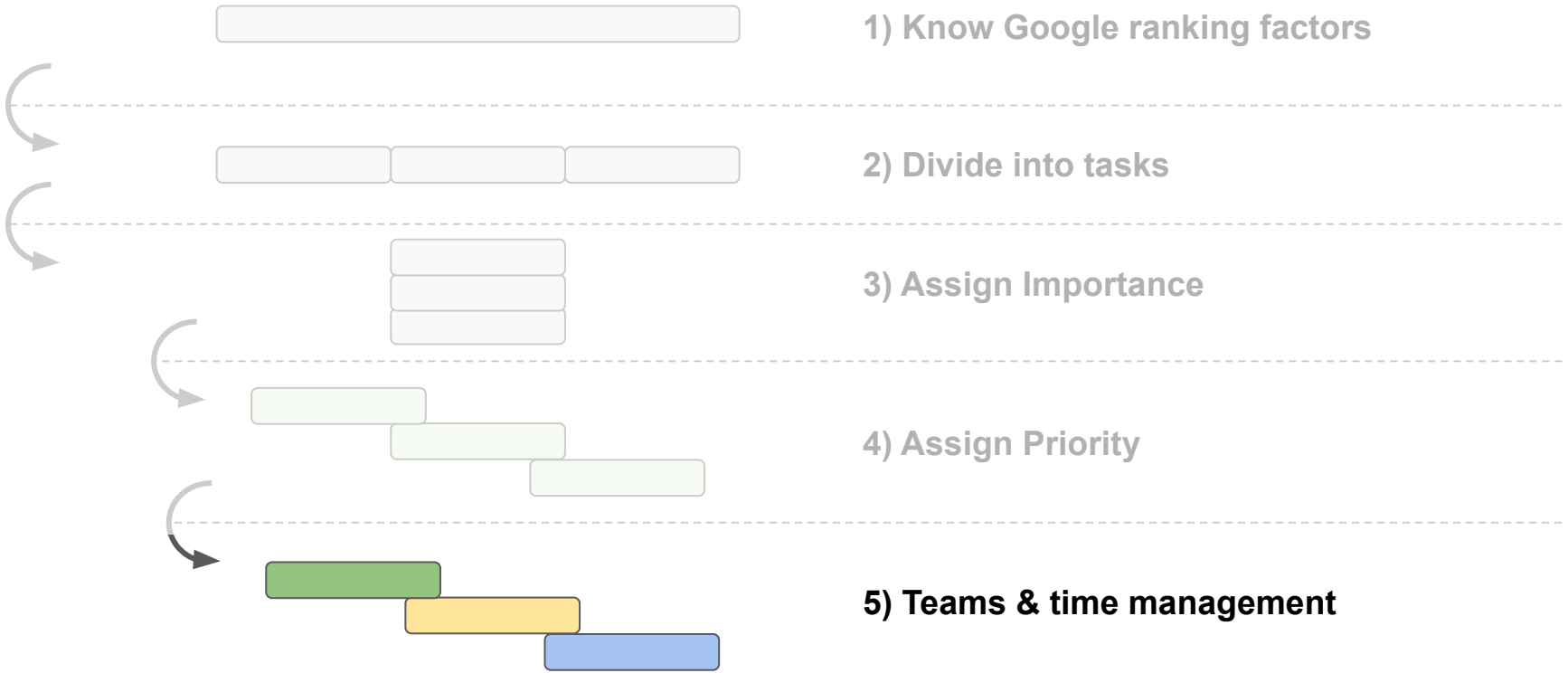
Single or Multiple SEO teams?



13 gg



6 gg


1) Know Google ranking factors
2) Divide into tasks
3) Assign Importance
4) Assign Priority
5) Teams & time management

my work environment spans among 4 companies:

1	**SEO senior**
2	**SEO junior**
13	**developers**
72	**journalists & copy**
40	**websites**
550	**keyword on 1st page**
2.000	**keyword on 2nd page**
90.000	**daily organic visitors**
75.000 €	**daily revenues from SEO**

Everyday I must provide:

SEO senior	needs	**incentive**
SEO junior	needs	**target keyword**
developer	needs	**project & guidelines**
journalists & copy	needs	**training & guidelines**
website	needs	**content roadmap**
keyword on 1st page	needs	**better title & desc.**
keyword on 2nd page	needs	**Links (int. or ext.)**
new daily visitors	needs	**to become customer**
new daily revenues	needs	**source splitting**

Get automatic notifications when:

SEO senior	Notify	**Loses incentive**
SEO junior	Notify	**Missing target keyword**
developer	ping	**Lags on production**
journalists & copy	ping	**Lags on production**
website	fix	**Publish broken links**
keyword on 1st page	Notify	**Rank down -2**
keyword on 2nd page	Notify	**Stays there too long**
new daily sessions	Notify	**Year on year drop**
new daily revenues	Notify	**Monthly drop**

SEO teams: **Easy/Startup**

Pains:

- SEO is blocking
- Only few projects
- Some confusion

Team:

1 seo
1 dev
1 copy

KOMFORT
ergonomic chair

My time: 2 h / week

SEO teams: **Single product**

Pains:

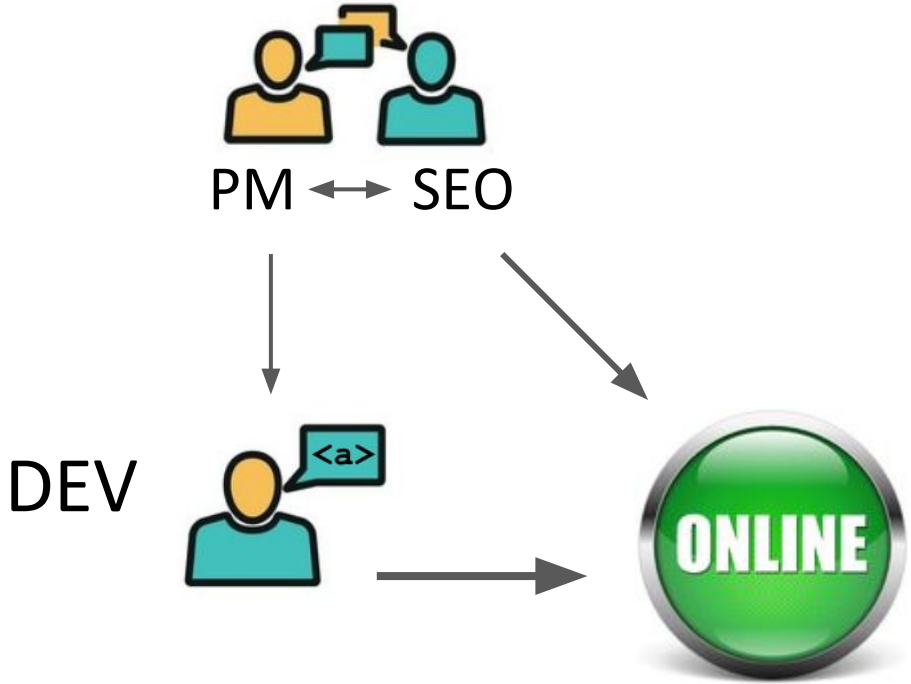
- Few products
- Few contents

Team:

1 seo
1 pm
1 dev

Tophost

My time: 2 days / week



SEO teams: **Corporate**

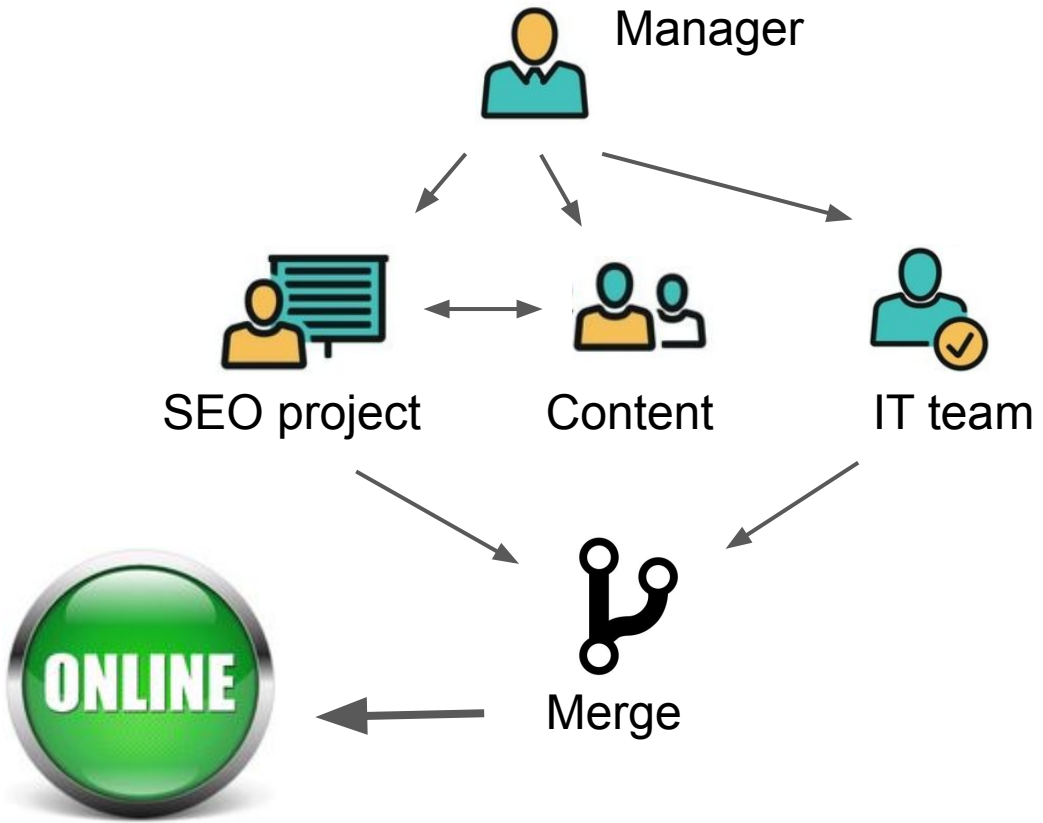
Pains:

- Merge waiting time
- Manager short sight
- SEO far from online

Team:

1 manager
1 seo + 1 seo jr.
2 copy
3 dev (shared)

My time: 3 days / week



SEO teams: **Multisite**

Pains:

- Need for HR management
- Journalists under cross-fire
- SEO far from online
- Big data analytics

Team:

1 manager + 5 editors

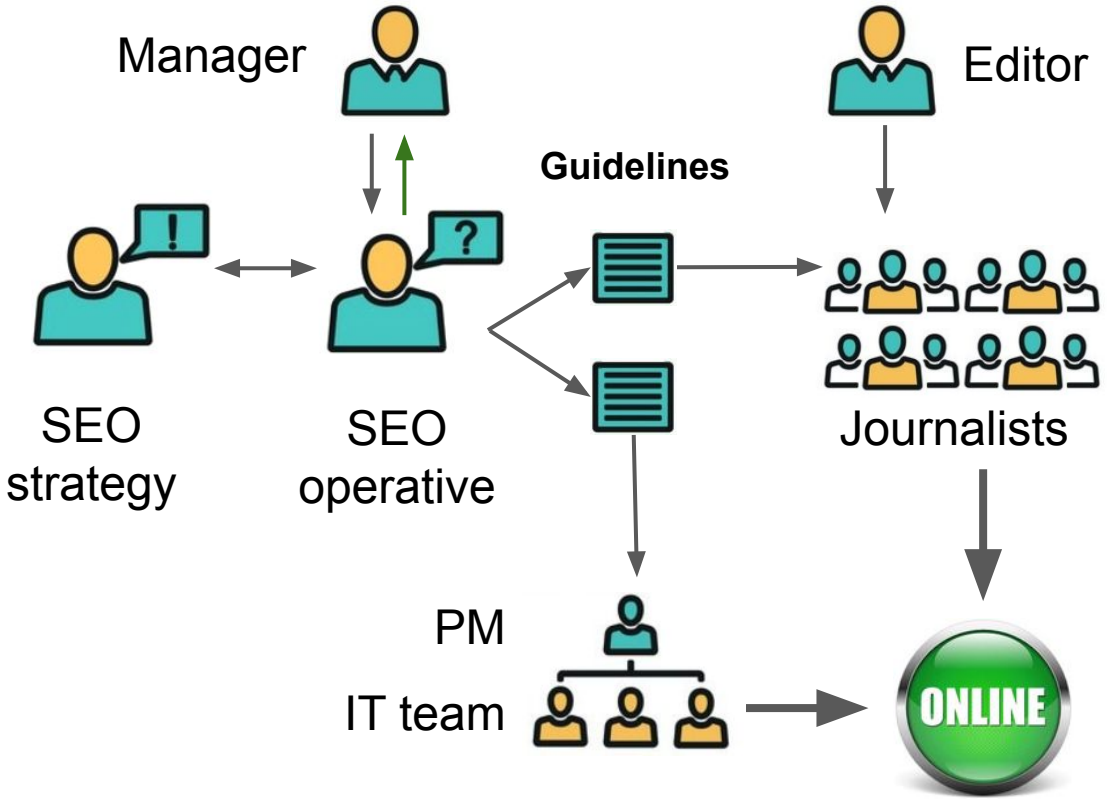
2 seo + 2 pm

8 dev (shared)

70 journalists

DIGITAL 360
LEADING DIGITAL TRANSFORMATION

My time: 8 h / week



Content purpose

Especially in the B2B world where long buying cycles mean that the role of content is stretched over a wide length of time, it's absolutely essential for marketers to employ all five classes of content, each of which has its own specific purpose, or desired effect on your buyer. When used in its entirety, the content with a purpose framework ensures that you engage with prospects in all the ways you need to engage with them in order to convert them. As a result, you establish a more relevant and powerful connection with buyers, from understanding your product and company to feeling good about your company, and finally to being motivated and inspired to act.

Writer's job is
in the white space

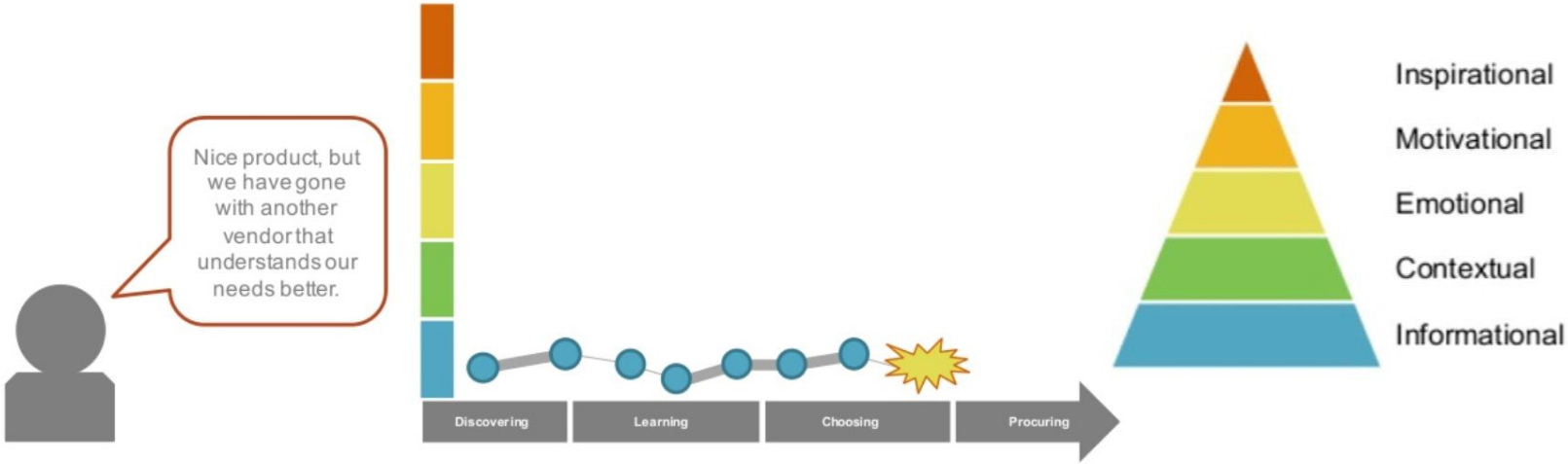
jeff freund

http://www.slideshare.net/Jeff_Freund/5-vital-classes-of-content-a-framework-for-b2b-content-success-39080044

Pitfall #1

Only Information Content

You may focus purely on informational content, so your product may sound great to the buyer, but they leave in Choosing as they find another provider that appears to understand their business challenges and market place better.



Pitfall #2

No Emotional Connection

You provide both informational and contextual content, but you have no emotional connection to the buyer so they exit very late in the sales process. In fact, you may be left guessing as to why they chose a different product because they simply disappeared.

Pitfall #3

All Fluff

You provide too much fluff content, and your buyer immediately leaves in Learning because the content lacks specificity and product details. In fact, you will likely never even know this buyer exists because they will not choose to engage before looking elsewhere to solve their business needs.

Success #1

Connecting Emotionally

You provide buyers with informational and contextual content and start to establish an emotional connection as well.

Success #2

Unlock the Status Quo

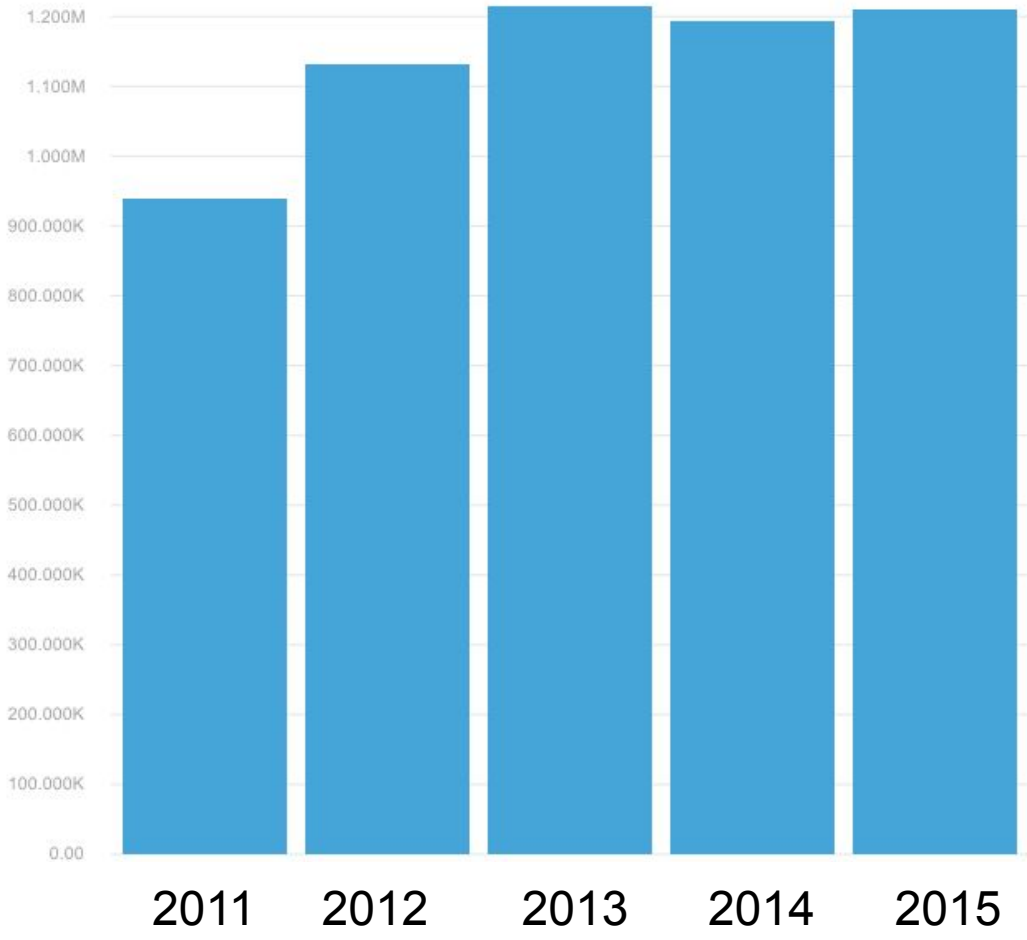
You provide motivational content on top of establishing an emotional connection and a foundation of trust and credibility, thereby spurring buyers into action that were previously stuck in their buying process.

Success #3

Content Nirvana

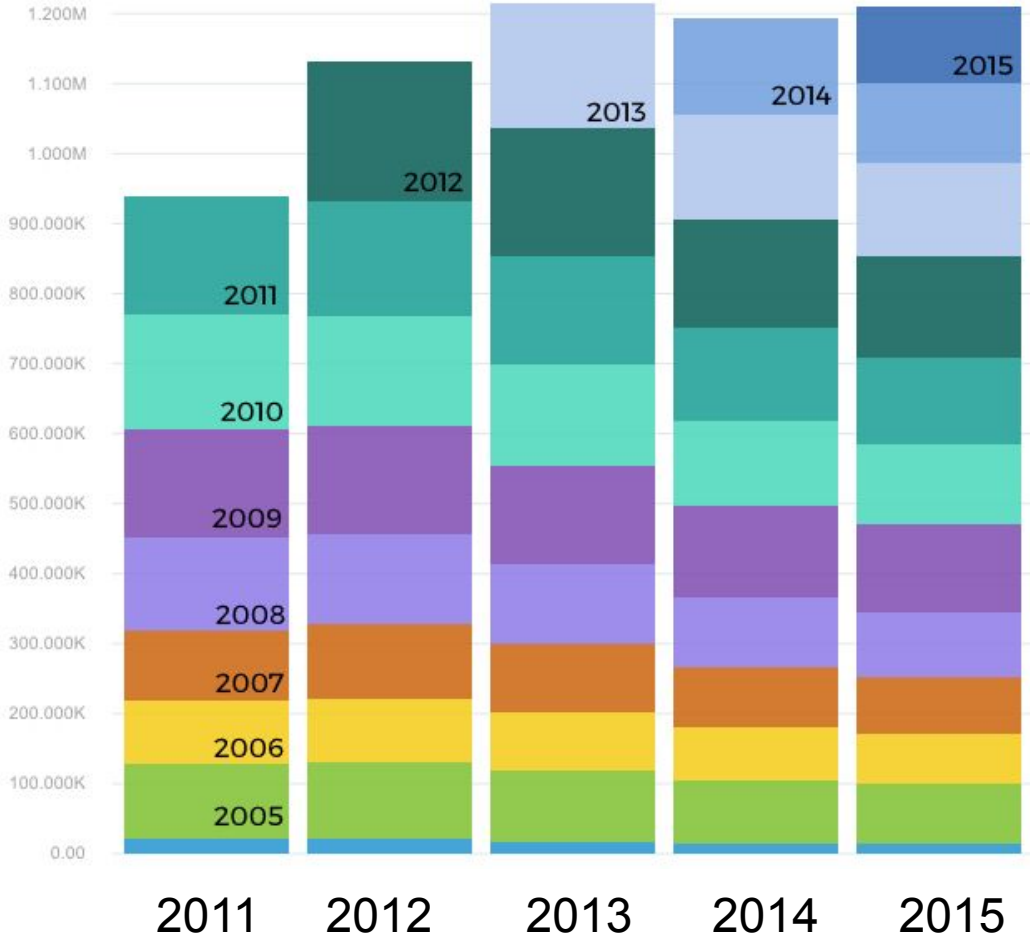
You engage your buyer leveraging every class of content up through motivational and inspirational, and the buyer gloriously declares that they are ready to work with you.

Case history

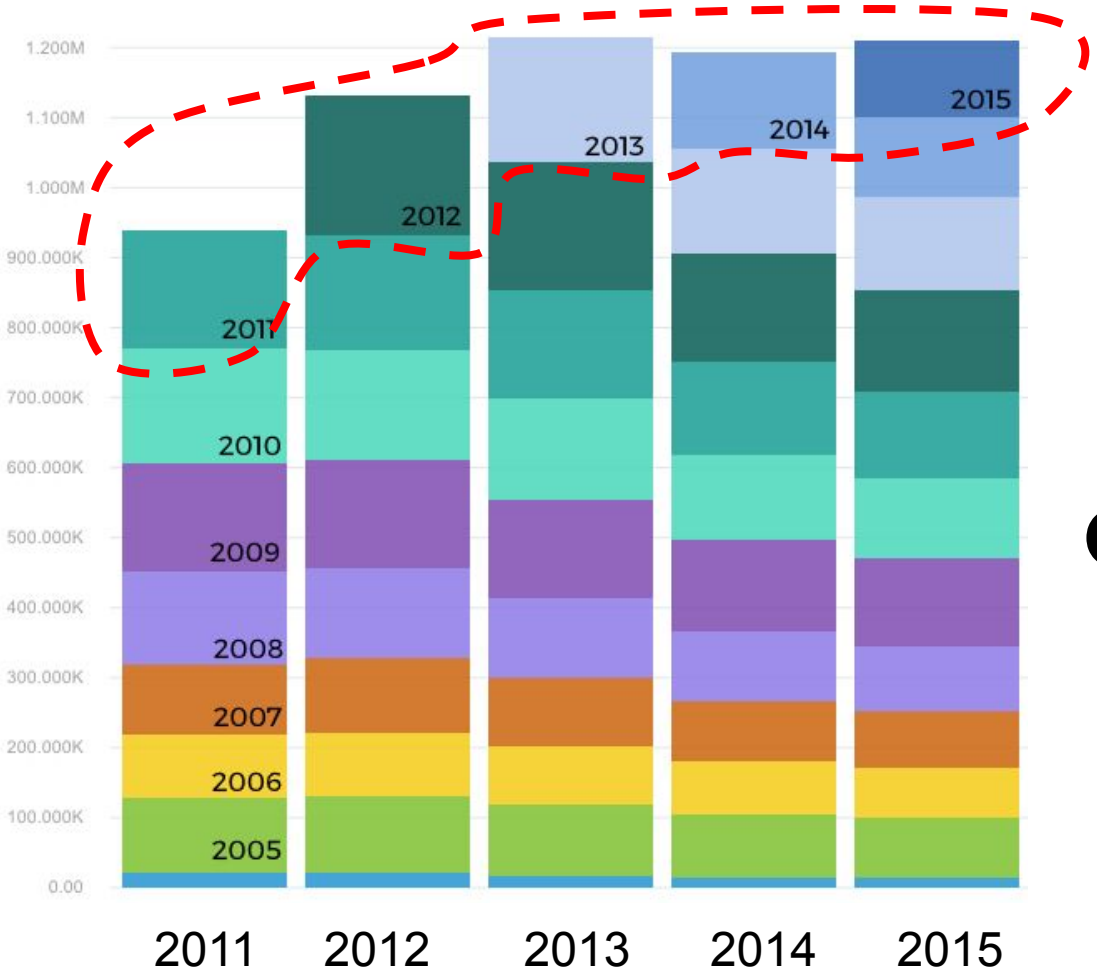


Revenue was flat
And useless data until...

Tophost

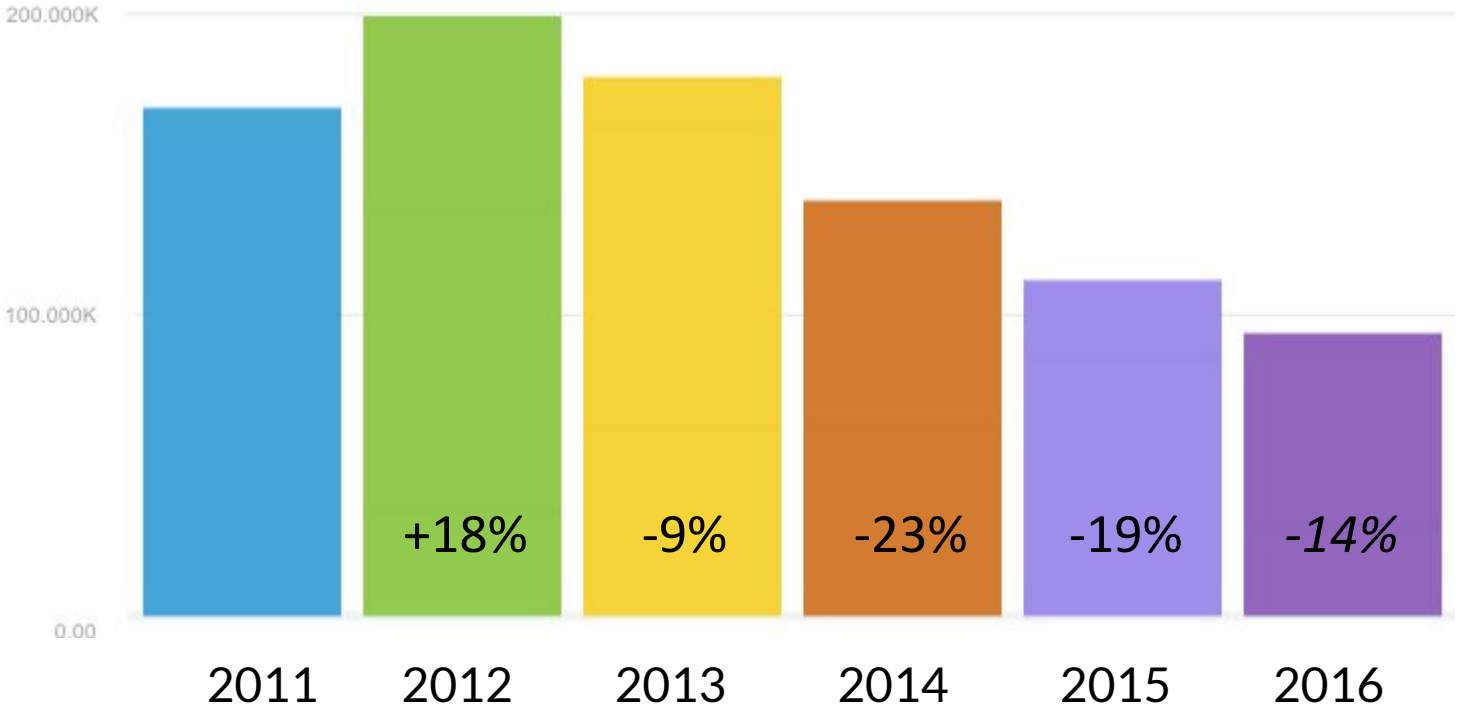


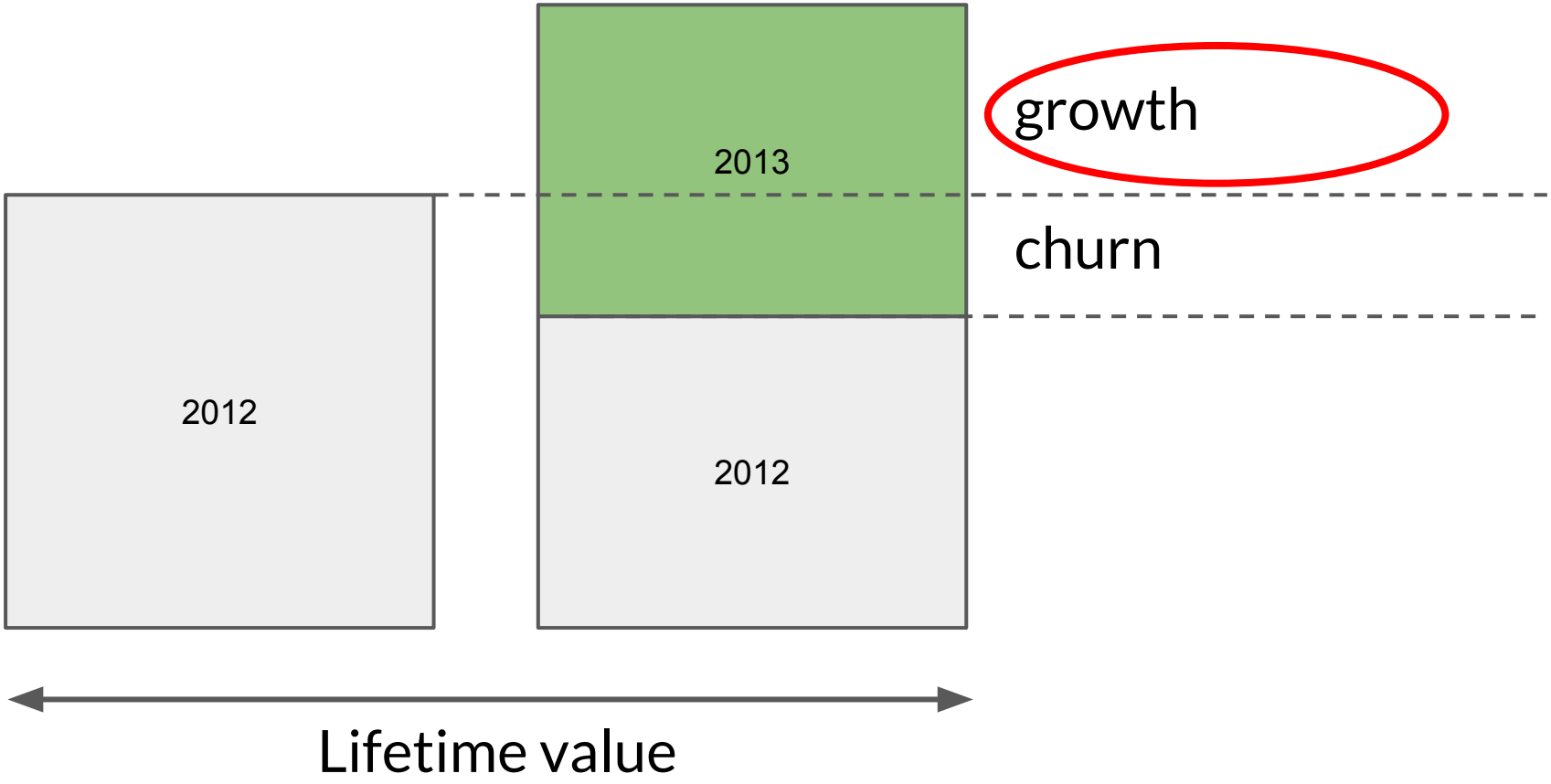
We divided by customer age

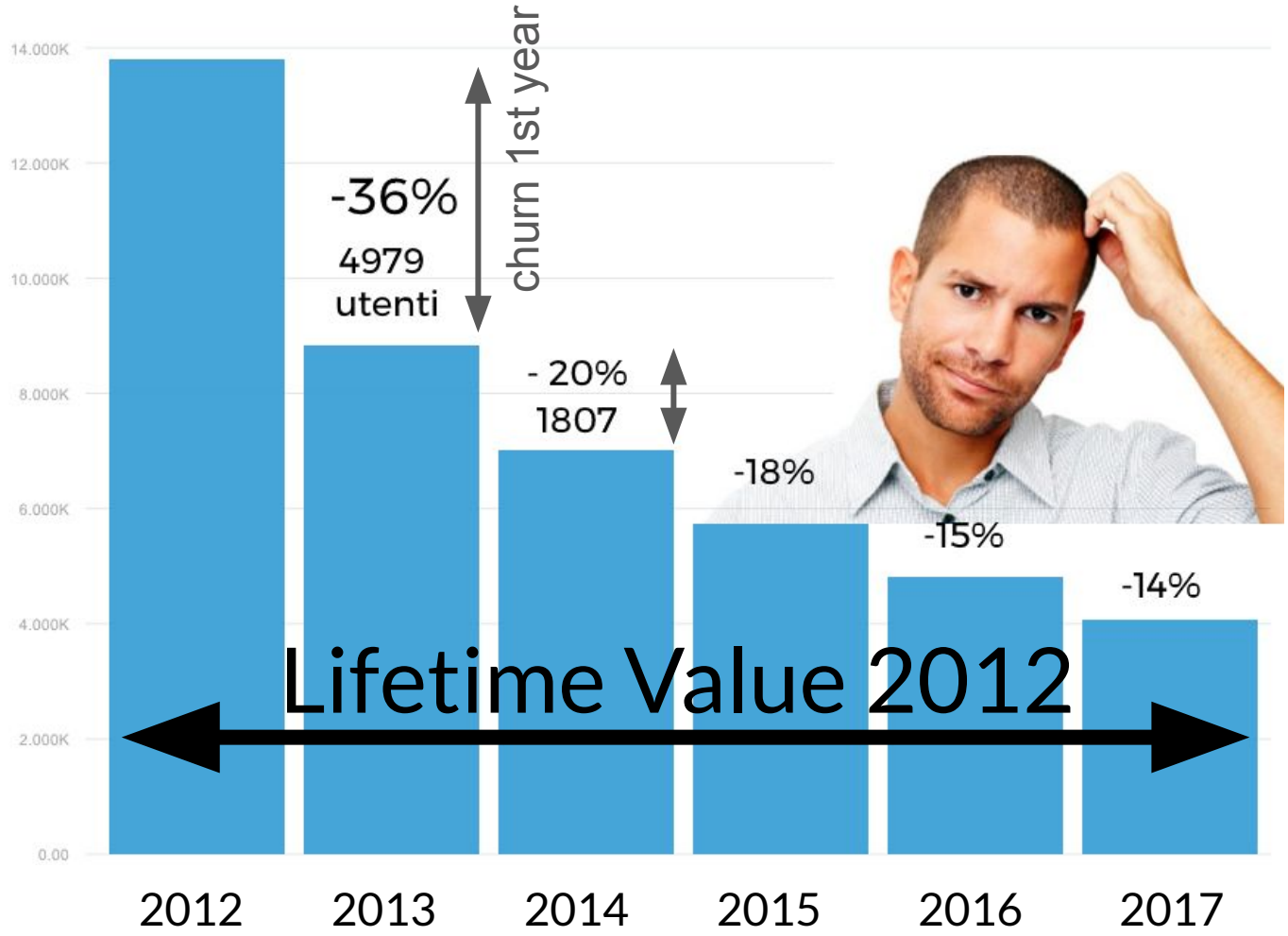


knowing
Only new customers

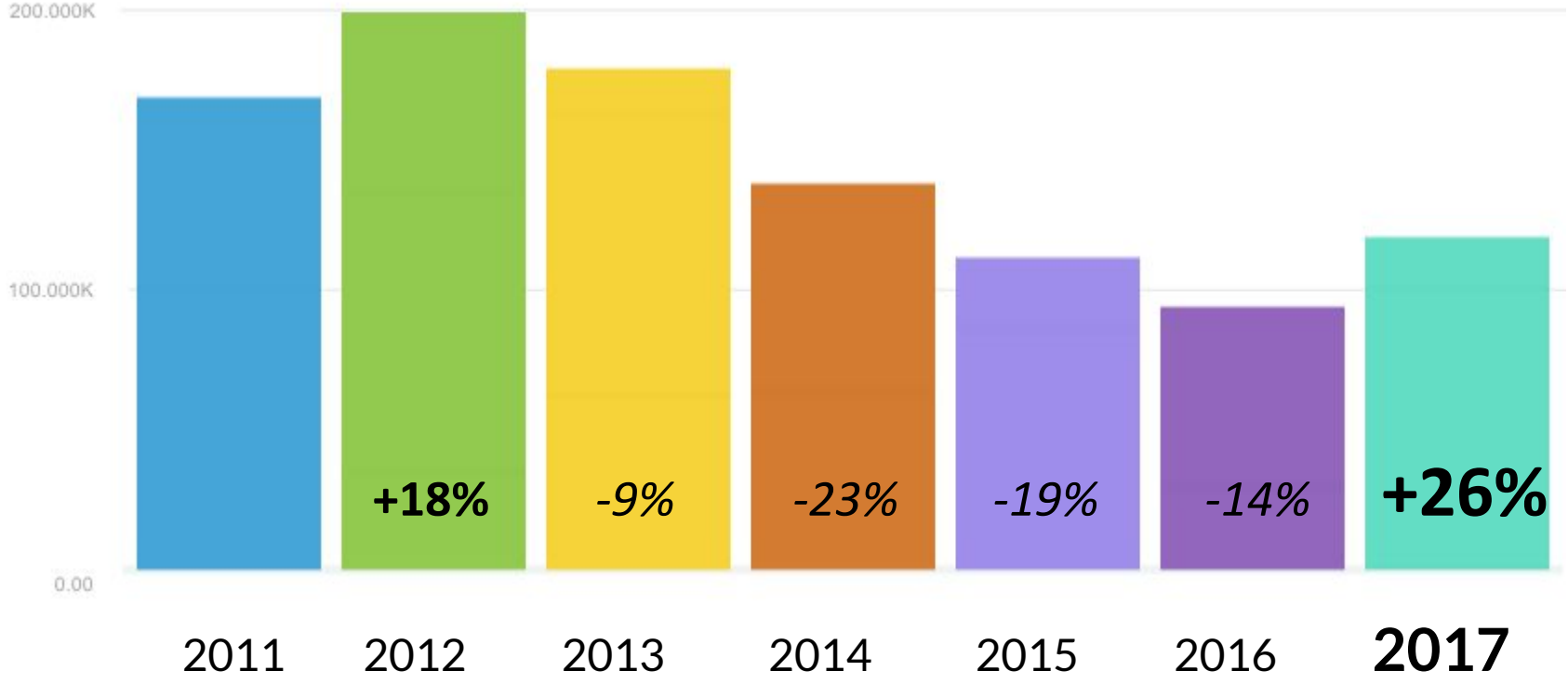
Revenue of new customers tells us our company's health

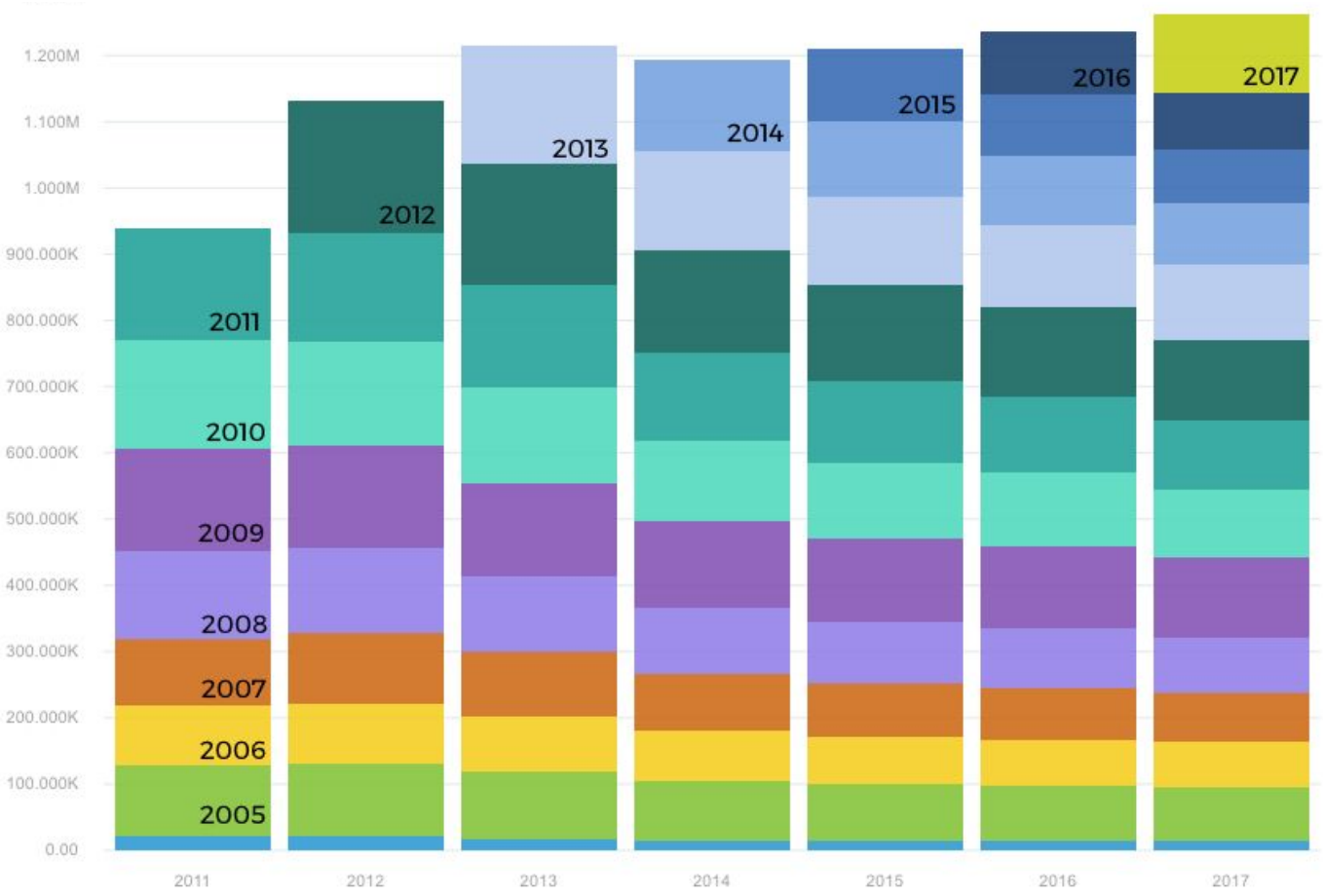



2013
growth
churn
2012
2012
Lifetime value


14.000K
12.000K
10.000K
8.000K
6.000K
4.000K
2.000K
0.00
churn 1st year
-36%
4979
utenti
- 20%
1807
-18%
-15%
-14%
Lifetime Value 2012
2012
2013
2014
2015
2016
2017

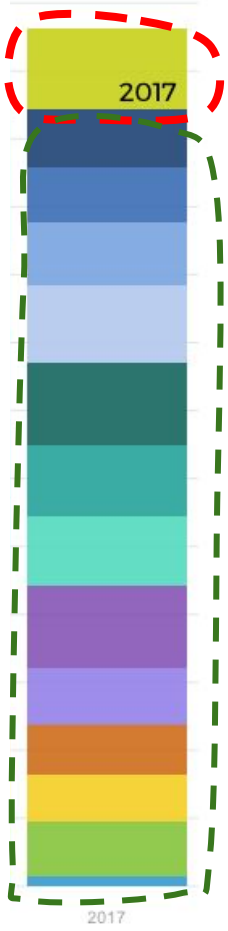
New customers getting much better, is it enough for the company?





Tophost

[* fatturato 2017 pubblicato su dhh.international]



90%

- **Support** Quality check
- **Customer needs** analysis
- **Product** upgrades
- **New product** development
- **Affiliation** management
- **Help devs** understand customers
- **Make mockups**
- **Analytics** & KPI
- **Team** building
- **Competitor** benchmark
- Reports for management

10%

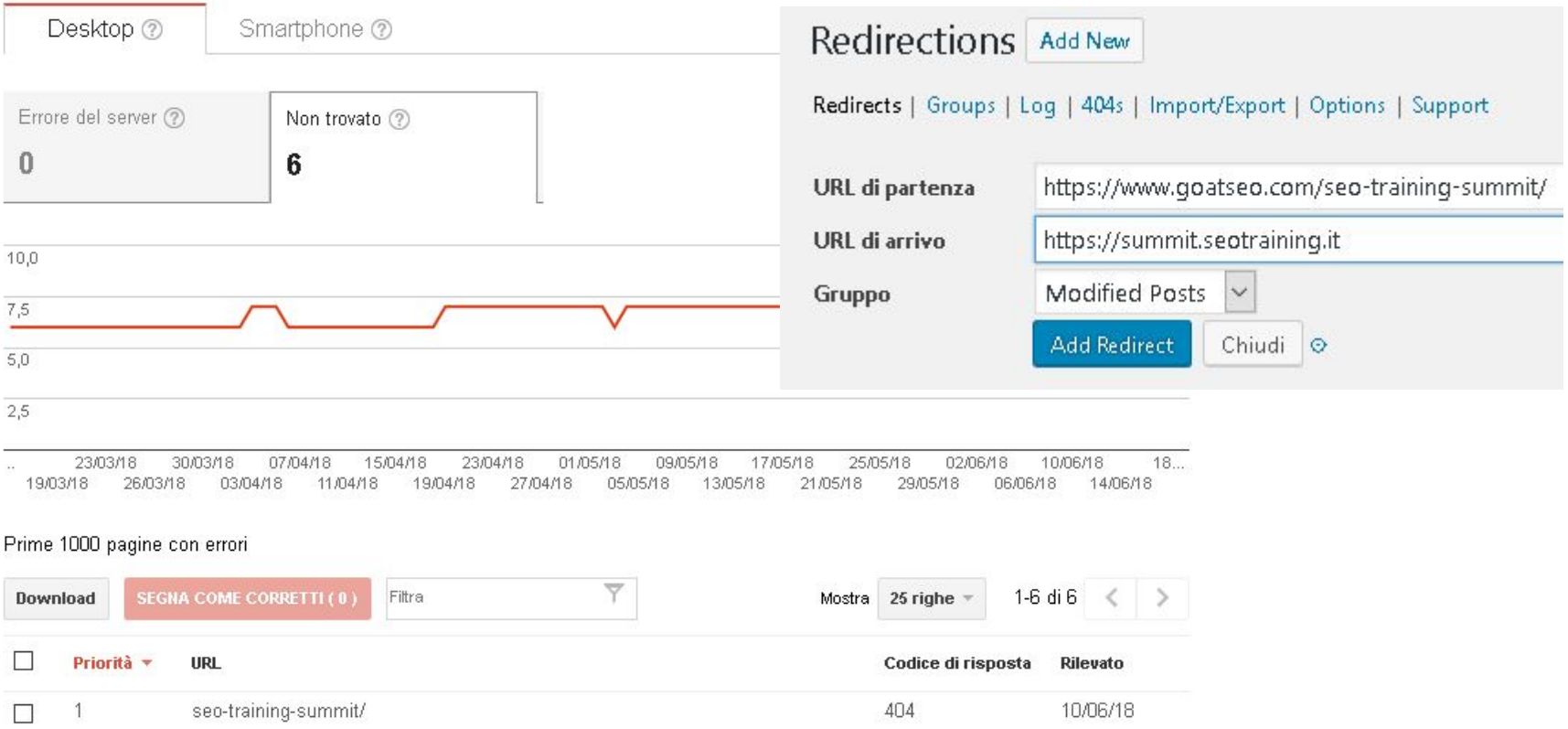
- **Seo**, new contents, links, optimization
- **Adwords**, campaign management
- **Remarketing**, campaign management
- **Social**, posts and answers to public
- **Outreach** for new affiliates
- **Outreach** for brand reputation
- **Customer Bad Review** management
- **Newsletter** writing and delivery
- **New offers** & discount strategy
- **Content** management

-- home

-- landing updates, new guides

-- support pages

Error correction



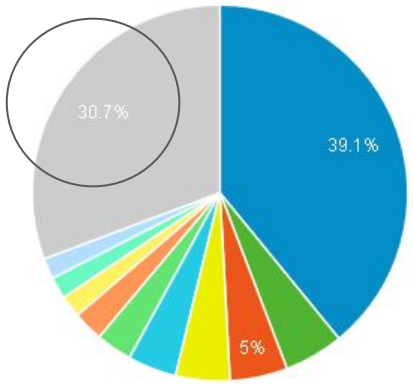
How do we analyze traffic?

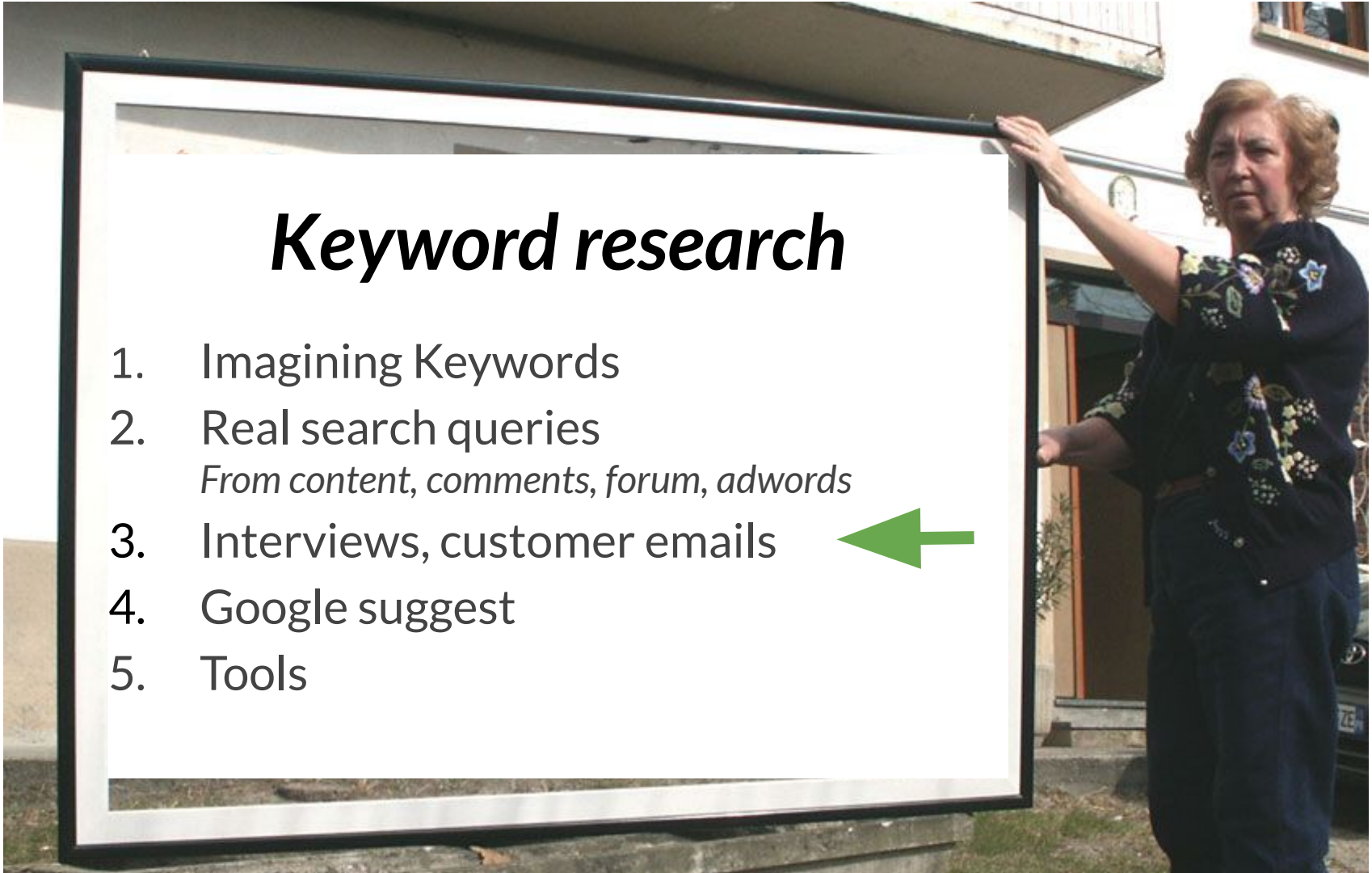
Always using percentages!

Primary Dimension: **Page** Page Title Other

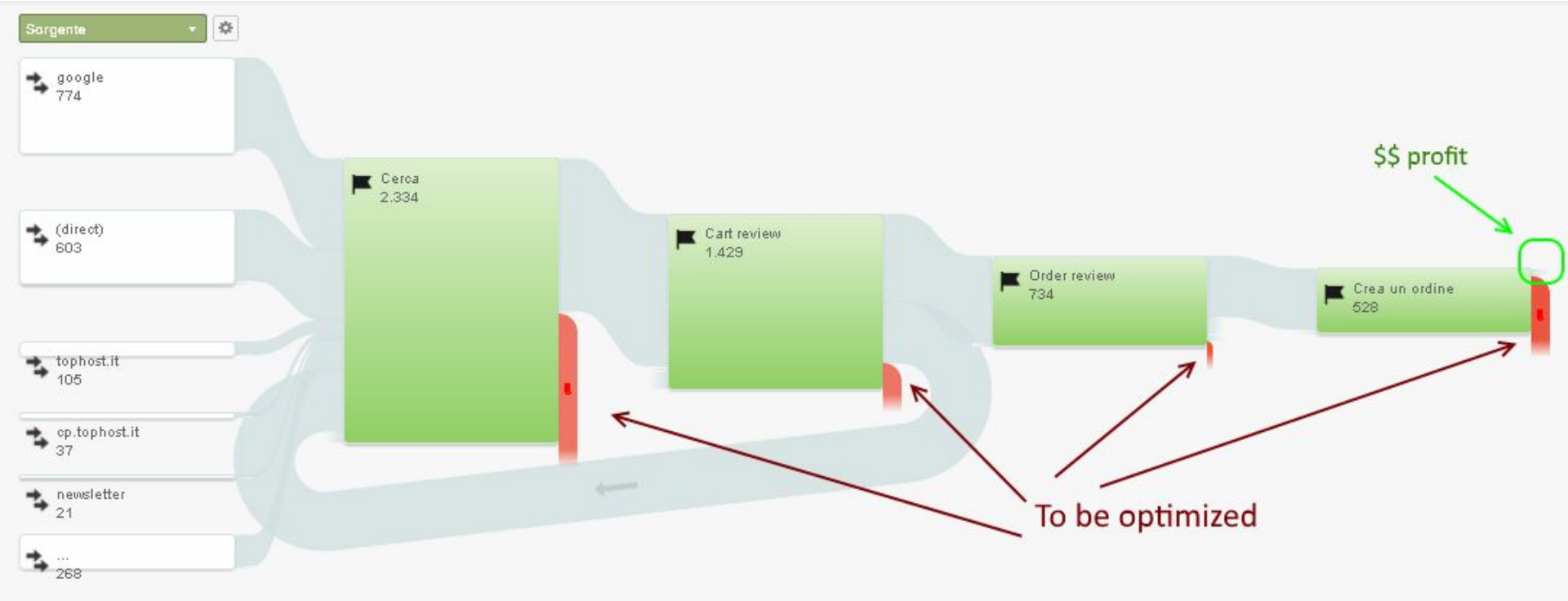
Plot Rows | Secondary dimension | Sort Type: Default | advanced

Page	Pageviews	Pageviews	Contribution to total: Page
	60,258 % of Total: 100.00% (60,258)	60,258 % of Total: 100.00% (60,258)	
1. /	23,548	39.08%	
2. Landing 1	3,081	5.11%	
3. Landing 2	2,988	4.96%	
4. Landing 3	2,805	4.65%	
5. Landing 4	2,530	4.20%	
6. Ecommerce	1,872	3.11%	



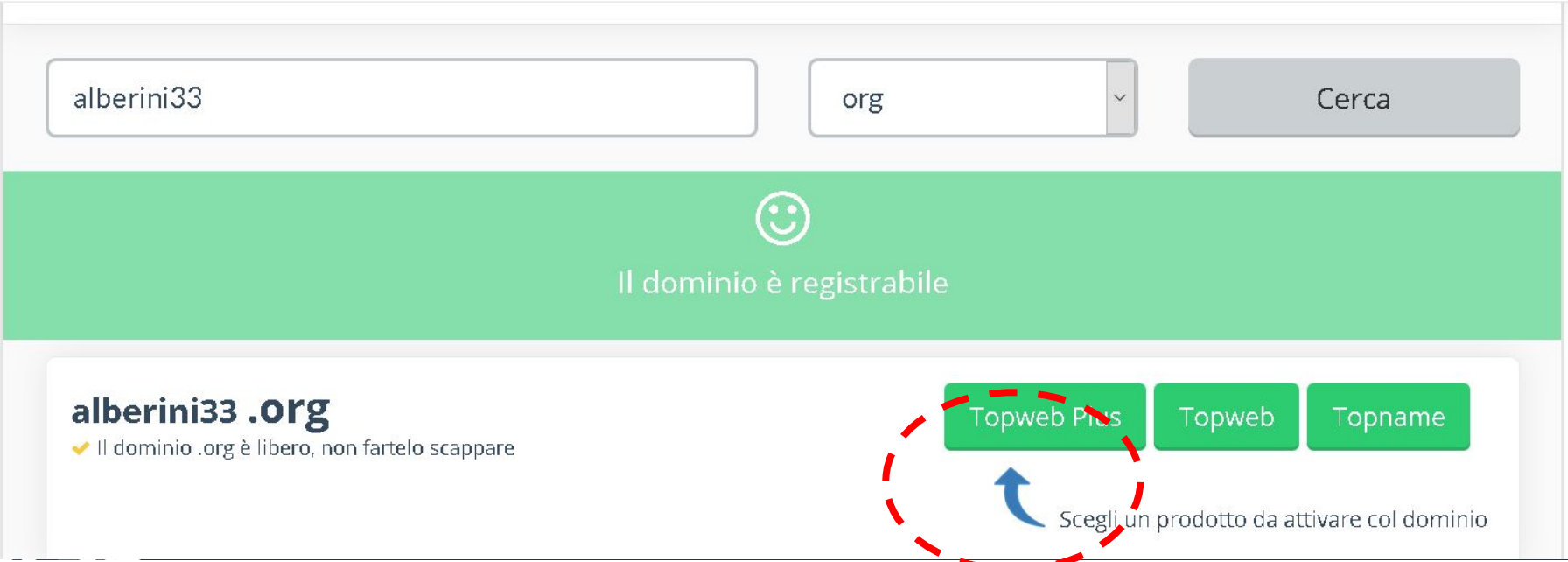

Keyword research
1. Imagining Keywords
2. Real search queries
From content, comments, forum, adwords
3. Interviews, customer emails
4. Google suggest
5. Tools

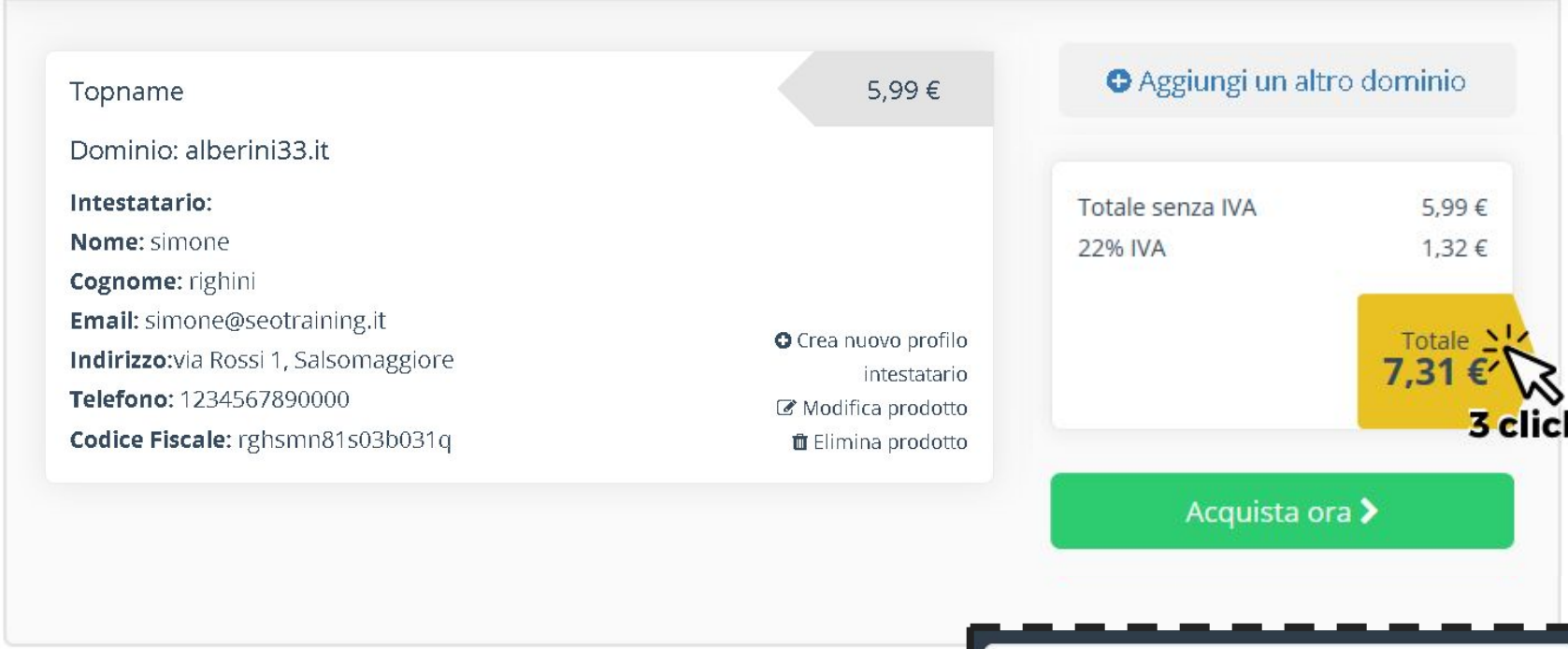
Conversion optimization



Conversion rates: ex 1

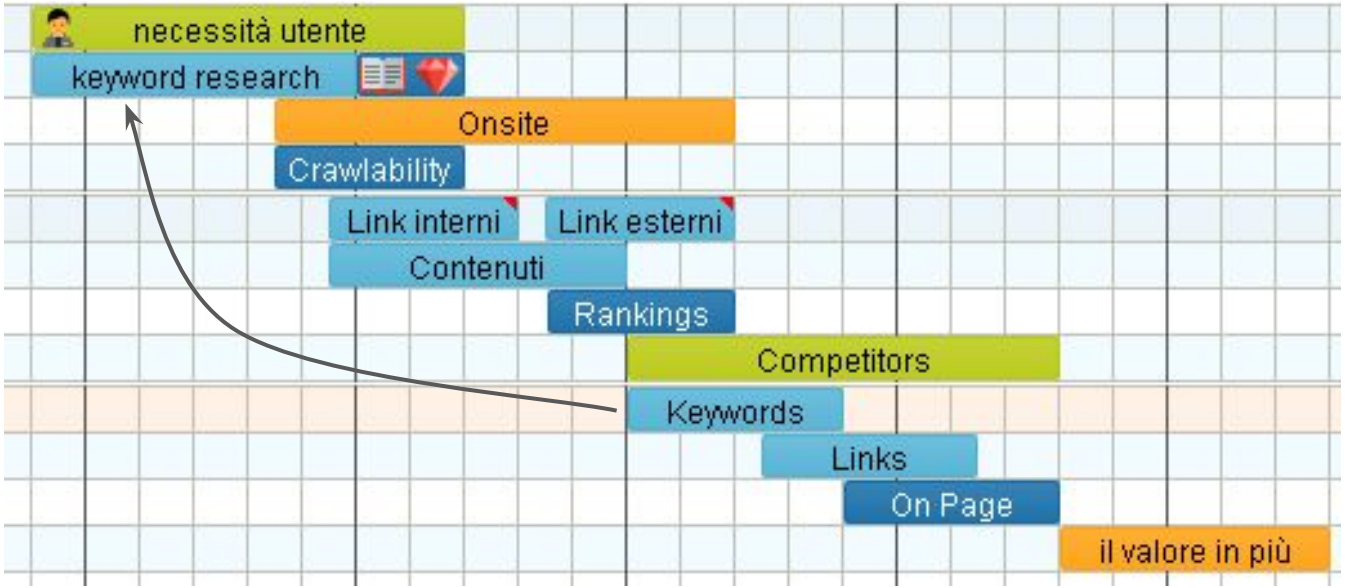
Tophost





- Removing discount box bought **+1% conversion rate**
- Normal user won't leave the funnel to search google for a discount

Project Timeline



example!

Google ADWORDS V.S. facebook ADS

Channel	Google	Facebook
Keywords	Yes	No
Likes	No	Yes
Demographics	Limited (Content Network)	Extensive, Accurate (Age, Education)
Psychographics (Interests)	No	Yes
Geo	Yes	Yes
Internal Destination URL	No	Yes
External Destination URL	Yes	Yes
Purchase Intent (Motivation)	Learn, Research	None
Sales Cycle	Short to Ready-to-Buy	Long

Facebook: imagine necessities

necessities? (stare bene)

problems? (avrà mal di schiena?)

Which images? (attirano la sua attenzione)

likes: horse riding, games of thrones

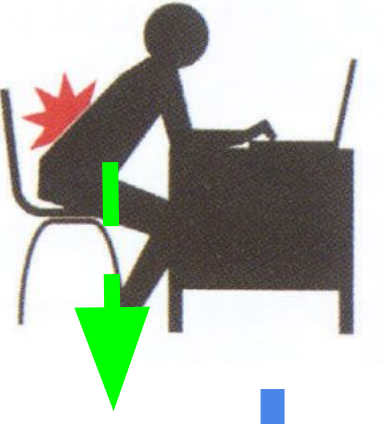
profile: male, 45 anni

job: CEO

facebook ADS

profilo

Google Ads: what problem we can resolve?



Necessities (stare bene)

Thoughts (individuano problemi)

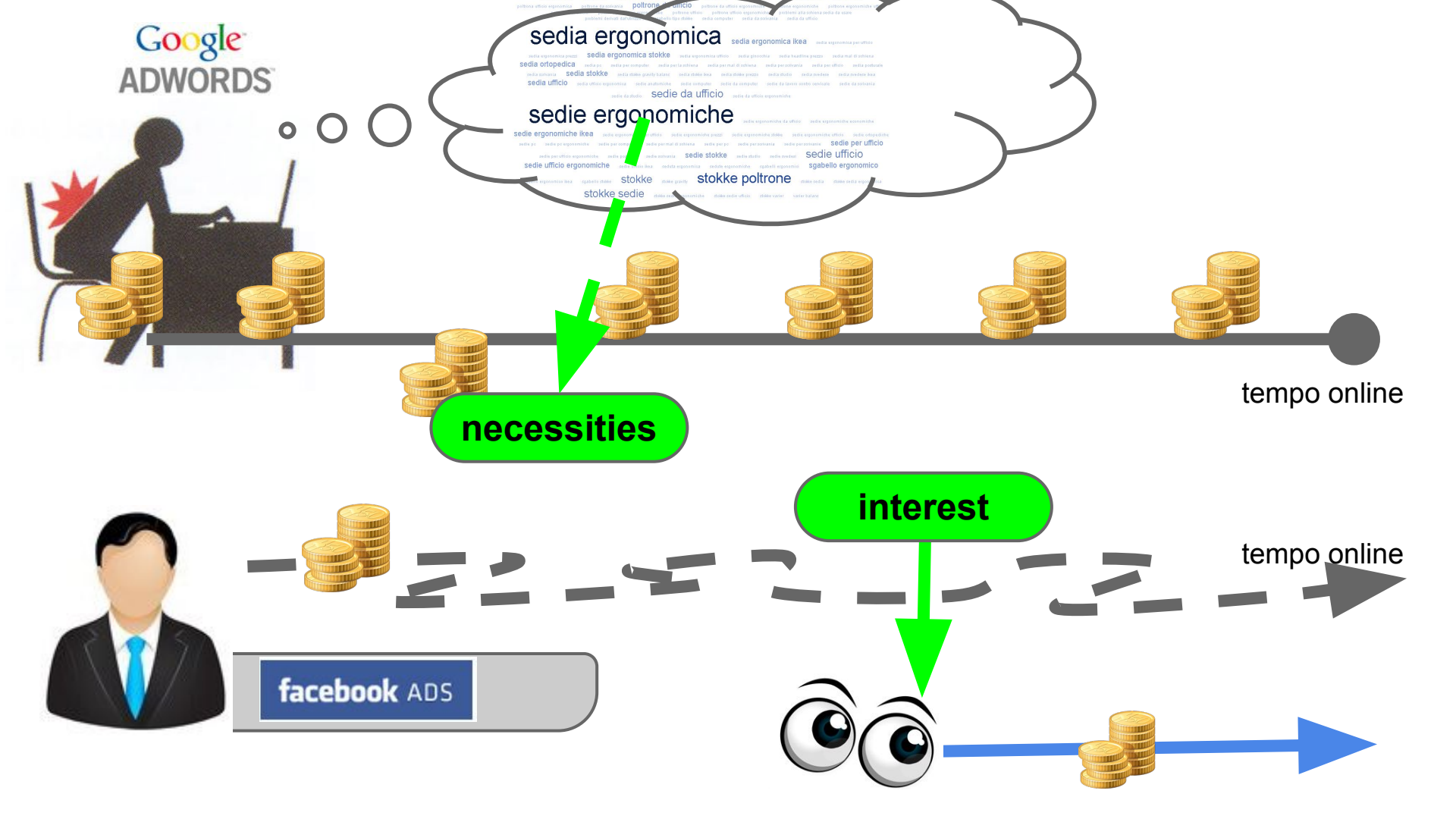
Words (problemi tradotti)

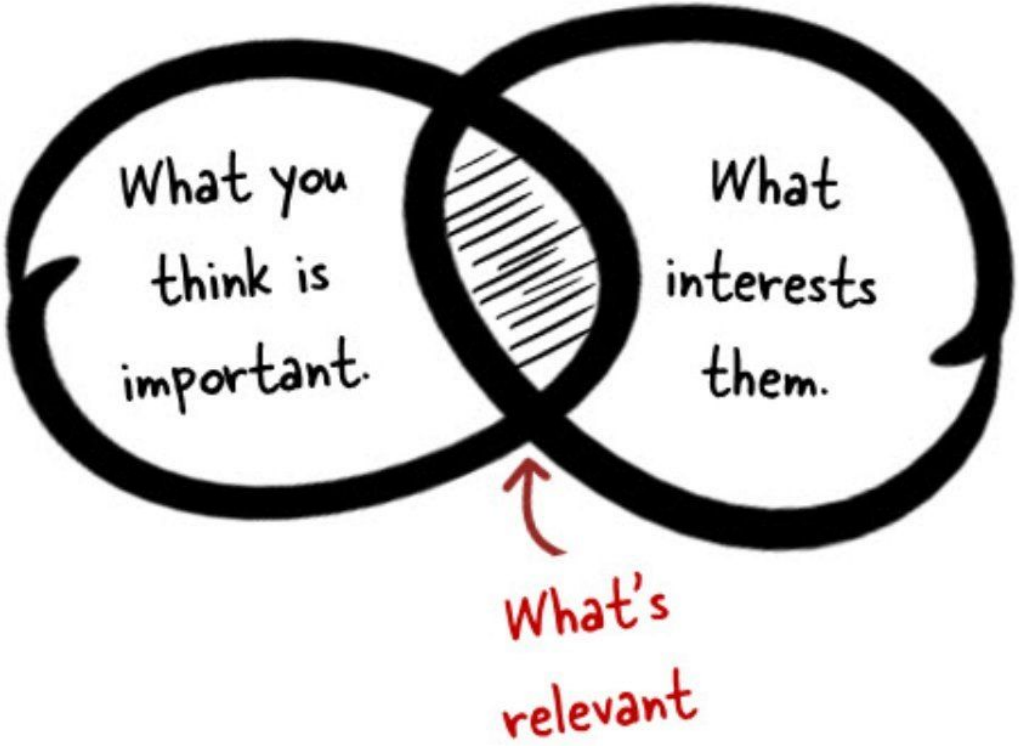
environment: back hache, office work

solutions: chair for back hache

Keywords

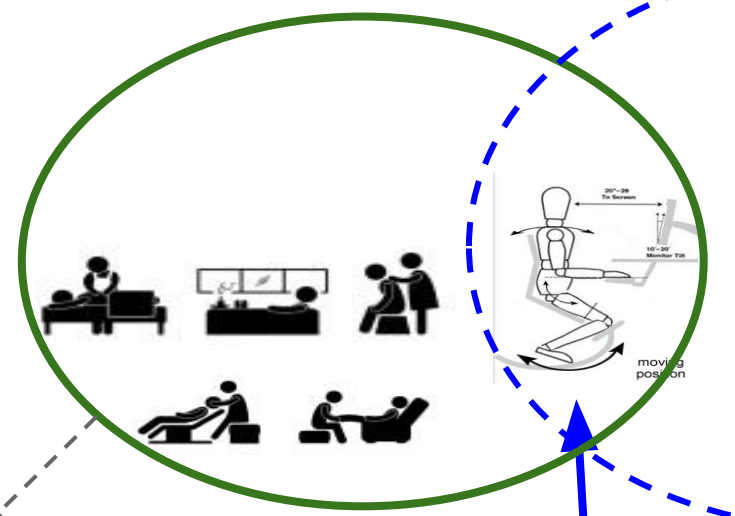
Google ADWORDS


Google
ADWORDS
sedia ergonomica
sedia ergonomica ikea
sedia ergonomica stokke
sedia ortopedica
sedia stokke
sedia ufficio
sedie da ufficio
sedie ergonomiche
sedie ergonomiche ikea
sedie per ufficio
sedie ufficio
sedie ufficio ergonomiche
sedie stokke
sgabello ergonomico
stokke
stokke poltrone
stokke sedie
tempo online
necessities
interest
tempo online
facebook ADS


What you think is important.
What interests them.
What's relevant

Seo strategy

Customer's needs



Our target
(revenue)

Many ways to remove back pain!

Make user know that a new product exists

What do we write here
In our sales page?
What is he searching for?
DL Landing page
Dealer loca...er details
2.08K
moving position

ergonomia sedia ergonomica ikea sedia ergonomica nerd granny nerdgranny poltrona da ufficio poltrona ergonomica poltrona ufficio
poltrona ufficio ergonomica poltrone da scrivania **poltrone da ufficio** poltrone da ufficio ergonomiche poltrone ergonomiche poltrone ergonomiche ufficio
poltrone per ufficio poltrone per ufficio ergonomiche poltrone ufficio poltrone ufficio ergonomiche problemi alla schiena sedia da usare
problemi derivati dall'utilizzo sedia sgabello tipo stokke sedia computer sedia da scrivania sedia da ufficio

sedia ergonomica

sedia ergonomica ikea sedia ergonomica per ufficio
sedia ergonomica prezzi **sedia ergonomica stokke** sedia ergonomica ufficio sedia ginocchia sedia headline prezzo sedia mal di schiena
sedia ortopedica sedia pc sedia per computer sedia per la schiena sedia per mal di schiena sedia per scrivania sedia per ufficio sedia posturale
sedia scrivania **sedia stokke** sedia stokke gravity balans sedia stokke ikea sedia stokke prezzo sedia studio sedia svedese sedia svedese ikea
sedia ufficio sedia ufficio ergonomica sedie anatomiche sedie computer sedie da computer sedie da lavoro contro cervicale sedie da scrivania
sedie da studio **sedie da ufficio** sedie da ufficio ergonomiche

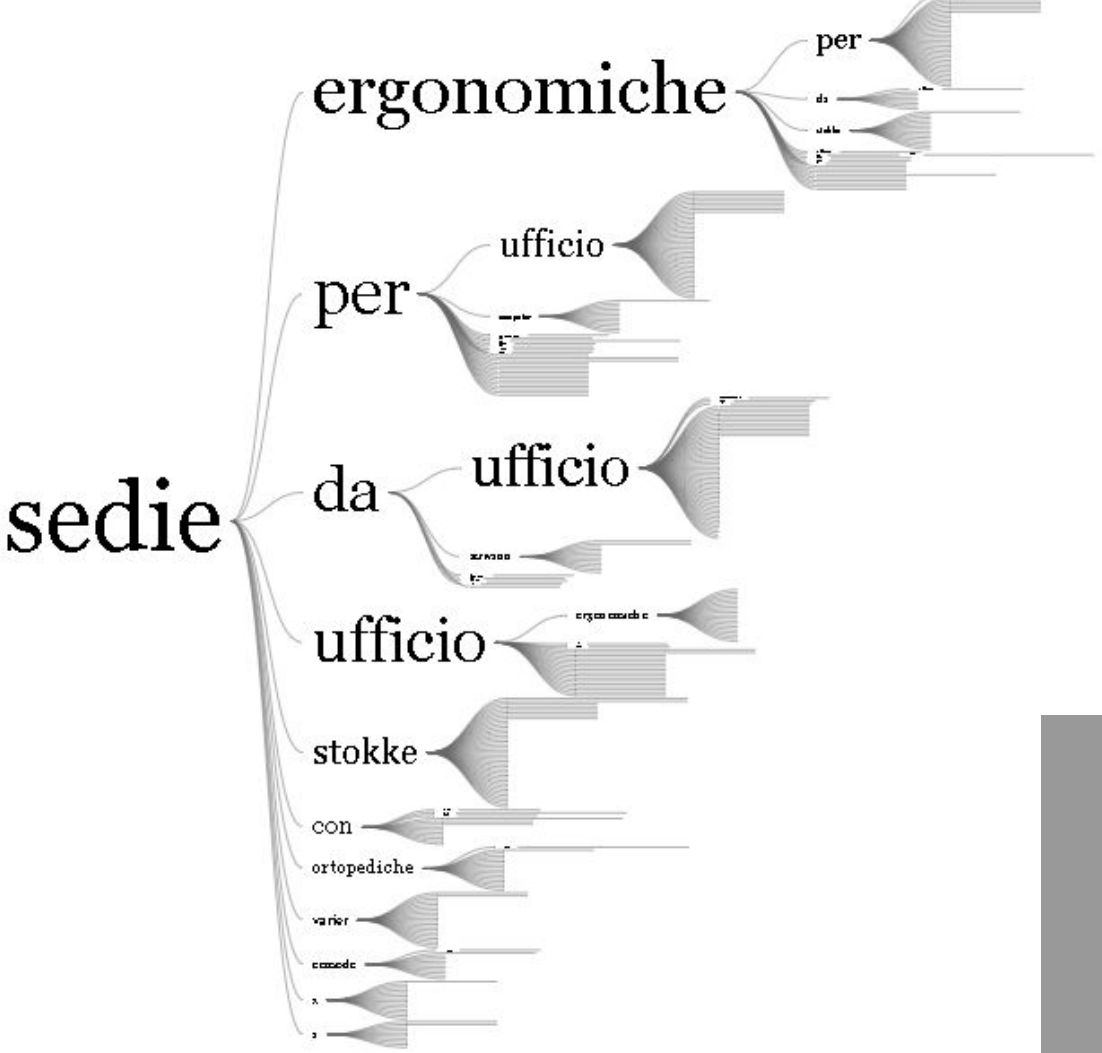
sedie ergonomiche

sedie ergonomiche da ufficio sedie ergonomiche economiche
sedie ergonomiche ikea sedie ergonomiche per ufficio sedie ergonomiche prezzi sedie ergonomiche stokke sedie ergonomiche ufficio sedie ortopediche
sedie pc sedie pc ergonomiche sedie per computer sedie per mal di schiena sedie per pc sedie per scrivania sedie per scrivanie **sedie per ufficio**
die posturali sedie scrivania **sedie stokke** sedie studio sedie svedesi **sedie ufficio**
sedie ufficio ikea seduta ergonomica sedute ergonomiche sgabelli ergonomici **sgabello ergonomico**
stokke stokke gravity **stokke poltrone** stokke sedia stokke sedia ergonomica
e sedie stokke sedie ergonomiche stokke sedie ufficio stokke varier varier balans

A topic

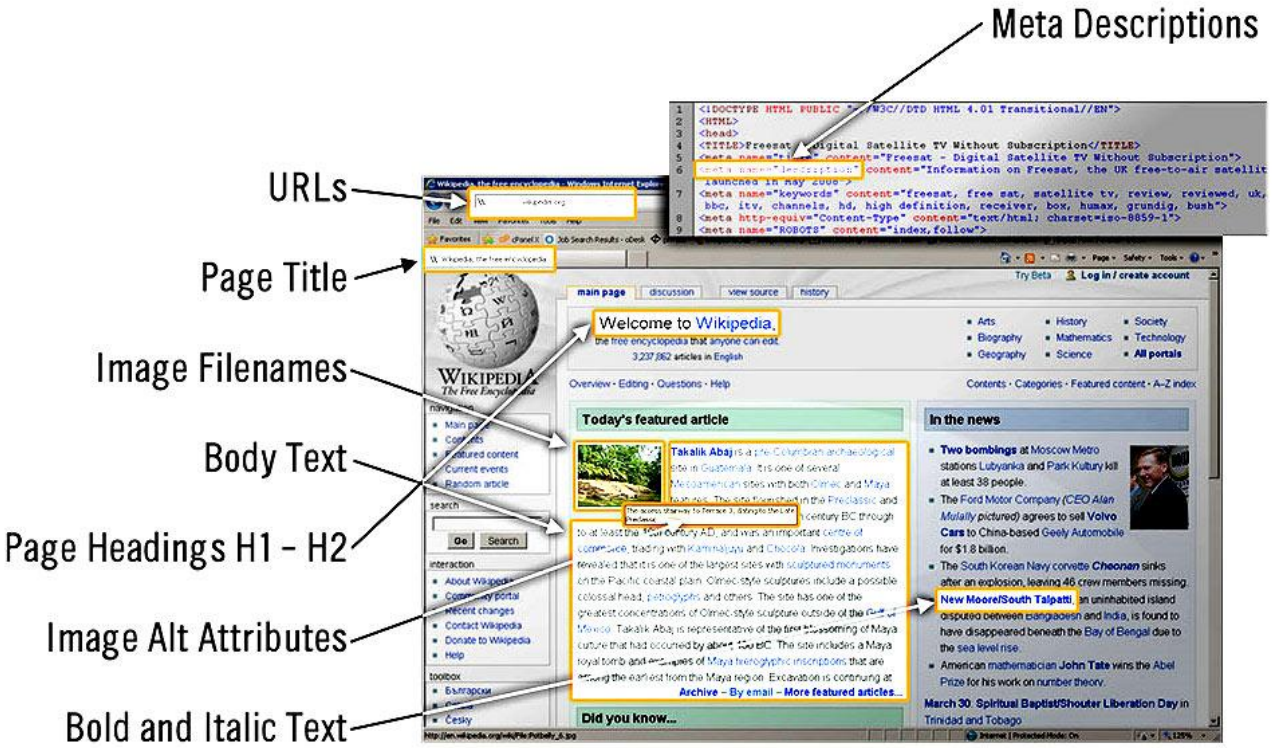
Contains

A lot of keywords!

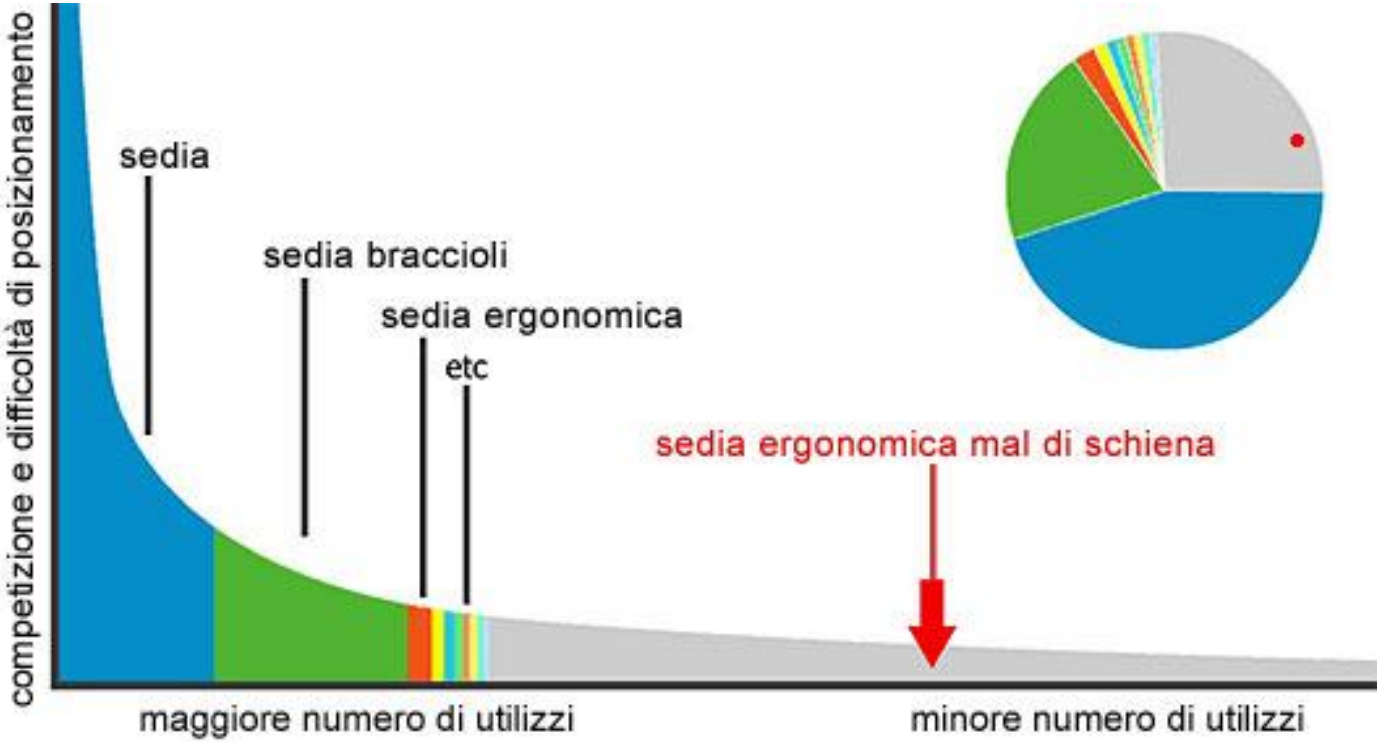


We have to use
The right words

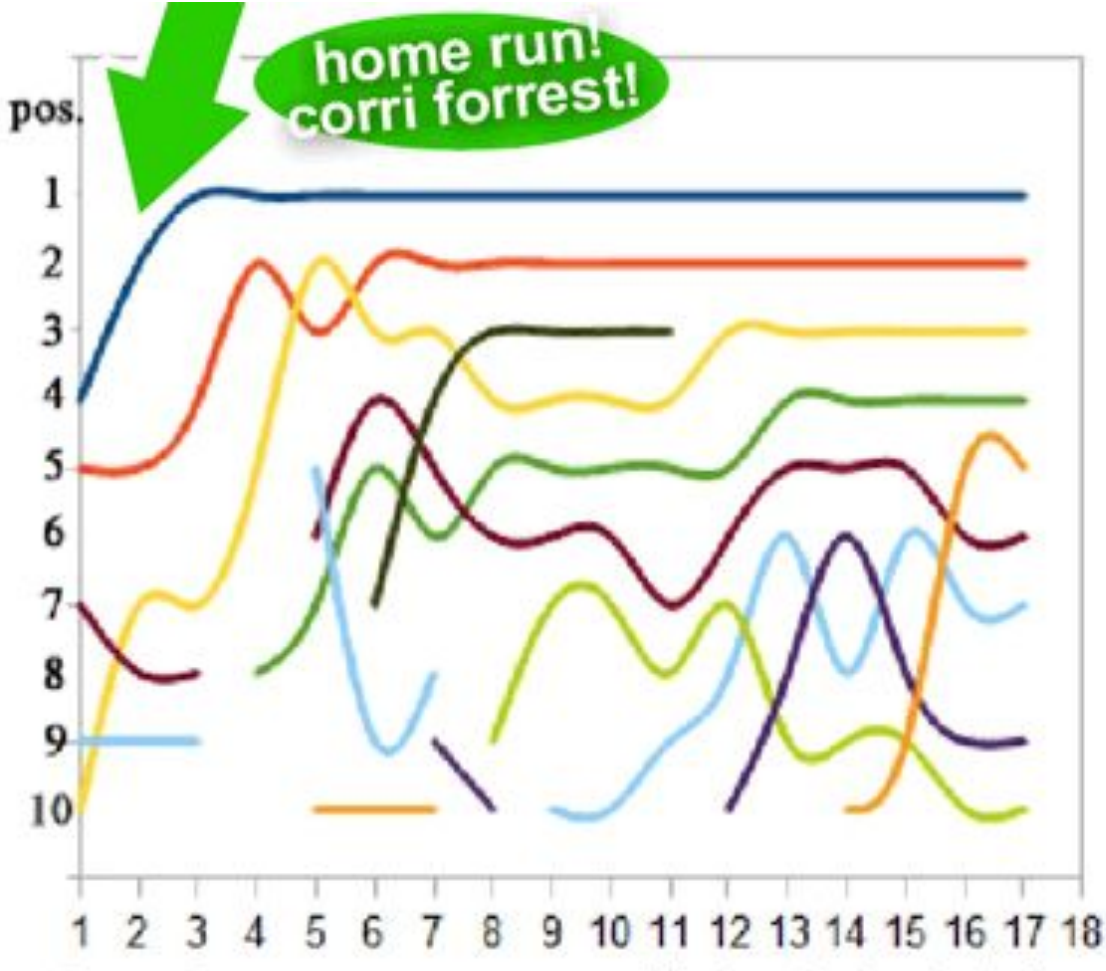
Where do we put our keywords?



How do we choose our keywords?



Where do we “bid” our time on?


home run!
corri forrest!
pos.
1
2
3
4
5
6
7
8
9
10
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

The purpose of planning is to
remain convinced
That a possible path exists *(Pavlina)*