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THE IMPACT OF RESTRUCTURING THE SEO STRATEGY: STUDY  
OF 7 SITES

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Project Report  
Master in Marketing

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## **Biography**

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## Abstract

In a world where search engines gain more importance everyday it's important that a company it appears on the top of the search pages. There are many ways to make it there but in a technological world where trends and rules are permanently changing, it is difficult to stay ahead.

There are two main kind of tactics – white hat and black hat – that can be used, but, in the interest of the long run there is only one option.

A site structure and its metrics are very important for the control and improve new and existing websites. Because of the lack of confirmed information from search engines, like Google, marketers have to find a way to know what is acceptable or not, and there is where the Moz ranking appears.

The present Project Report, integrated in the Master of Marketing of the Faculty of Economics of the University of Porto, has as main objective to define and identify the main factors for seven websites of a Portuguese furniture brand to improve in Moz ranking of Domain Authority. This involves adding, changing and improving the website structure, texts, images, meta information, optimization and many other points.

In order to achieve the objective, in this project, the methodology of case study was selected in a quantitative and dynamic approach, which interconnected the concepts under study in the literature review, towards the improvement of the websites Domain Authority ranking and with that a better and more secure position in the search engines.

**Keywords:** SEO, Technical SEO, Domain Authority, Page Authority, On-page SEO, Semantic Web, Web 3.0.

## Abstract

Num mundo onde os motores de busca ganham todos os dias mais relevância, é importante que uma empresa apareça no topo das pesquisas. Existem muitas maneiras de o conseguir, mas num mundo tecnológico, onde as tendências e as regras estão permanentemente a mudar, é difícil ficar à frente.

Existem duas táticas principais – *white hat* e *black hat* – que podem ser usadas, mas, a longo prazo, existe apenas uma opção.

A estrutura de um *site* e as suas métricas são muito importantes para o controlo e melhoria de *sites* novos e existentes. Devido à falta de informação confirmada sobre os motores de busca, como o Google, os *marketers* têm de encontrar uma maneira de saber o que é aceitável ou não, e é aí que surge o *ranking* do Moz.

O presente relatório de projeto, integrado no mestrado de Marketing, da Faculdade de Economia da Universidade do Porto, tem como principal objetivo definir e identificar os principais fatores para melhoria do *Domain Authority* em sete sites de uma marca portuguesa de mobiliário. Isto envolve adicionar, alterar e melhorar a estrutura do *site*, textos, imagens, meta informação, otimização e muitos outros pontos.

Para alcançar os objetivos neste projeto, a metodologia de estudo de caso foi selecionada numa abordagem quantitativa e dinâmica, que interliga os conceitos em estudo na revisão da literatura para melhoria do *Domain Authority*, com isso pretende-se atingir uma posição melhor e mais segura nos motores de busca.

**Palavras-chave:** SEO, SEO Técnico, *Domain Authority*, *Page Authority*, *On-page SEO*, *Web Semântica*, *Web 3.0*.

# Index

<b>Introduction .....</b>	<b>1</b>
Framework .....	1
Objectives, motivations and relevance .....	1
Methodology .....	2
Investigation Questions .....	3
Project Structure .....	3
<b>Literature review .....</b>	<b>4</b>
Search query .....	7
Optimization .....	8
Tactics .....	8
SEO for website .....	10
Site structure .....	11
On-page SEO .....	12
Quality and useful content .....	12
SEO Metrics .....	13
Search engines .....	13
Web 3.0 or Semantic Web .....	15
Data crawling and pre-processing .....	16
Technical SEO without programmers .....	17
Limitation .....	18
<b>Project .....</b>	<b>19</b>
Company Context .....	19
Positioning .....	19
Price .....	19
Place .....	19

Product.....	20
People.....	20
Process .....	20
Physical Evidence.....	20
Productivity & Quality.....	20
SERP ranking.....	20
Project Development Context.....	20
Project main goals .....	21
Websites.....	22
Company website .....	22
Brand 1.....	26
Brand 2.....	29
Brand 3.....	31
Brand 4.....	34
Brand 5.....	37
Brand 6.....	39
Cross-linking Actions .....	42
Marketplaces .....	43
Google Business .....	43
Results Summary .....	44
<b>Conclusion .....</b>	<b>45</b>
Implications for practice.....	46
Implications for the academy .....	46
Limitation .....	47
<b>Bibliography.....</b>	<b>48</b>
<b>Webography .....</b>	<b>50</b>

## Picture Index

Figure 1 – Ideal search results of the project company .....	4
Figure 2 – Indexing (Gudivada et al., 2015) .....	6
Figure 3 – SEO for website (Zhang & Cabage, 2017) .....	11
Figure 4 – Example of a SEO plugin – Yoast SEO – and its hints for improvement .....	18
Figure 5 – Company web structure.....	21
Figure 6 – Evolution of DA of the company website from September 2017 to July 2018..	24
Figure 7 – Evolution of PA of the company website from September 2017 to July 2018 ..	24
Figure 8 – Evolution of Linking Domain of the company website from September 2017 to July 2018.....	24
Figure 9 – Top linking domains and its DA of the company website.....	25
Figure 10 – Linking Domains Spam Score of the company website in July 2018.....	25
Figure 11 – Evolution of DA of the brand 1 website from September 2017 to July 2018..	27
Figure 12 – Evolution of PA of the brand 1 website from September 2017 to July 2018...	27
Figure 13 – Evolution of Linking of the brand 1 website from September 2017 to July 2018 .....	28
Figure 14 – Linking Domains Spam Score of the brand 1 website in July 2018 .....	28
Figure 15 – Evolution of DA of the brand 2 website from September 2017 to July 2018..	30
Figure 16 – Evolution of PA of the brand 2 website from September 2017 to July 2018..	30
Figure 17 – Evolution of Linking of the brand 2 website from September 2017 to July 2018 .....	30
Figure 18 – Linking Domains Spam Score of the brand 2 website in July 2018 .....	31
Figure 19 – Evolution of DA of the brand 3 website from September 2017 to July 2018..	32
Figure 20 – Evolution of PA of the brand 3 website from September 2017 to July 2018..	33
Figure 21 – Evolution of Linking of the brand 3 website from September 2017 to July 2018 .....	33
Figure 22 – Linking Domains Spam Score of the brand 3 website in July 2018 .....	34
Figure 23 – Evolution of DA of the brand 4 website from September 2017 to July 2018..	35
Figure 24 – Evolution of PA of the brand 4 website from September 2017 to July 2018..	35
Figure 25 – Evolution of Linking of the brand 4 website from September 2017 to July 2018 .....	36
Figure 26 – Linking Domains Spam Score of the brand 4 website in July 2018 .....	36

Figure 27 – Evolution of DA of the brand 5 website from September 2017 to July 2018.	38
Figure 28 – Evolution of PA of the brand 5 website from September 2017 to July 2018..	38
Figure 29 – Evolution of Linking of the brand 5 website from September 2017 to July 2018 .....	38
Figure 30 – Linking Domains Spam Score of the brand 5 website in July 2018 .....	39
Figure 31 – Evolution of DA of the brand 6 website from September 2017 to July 2018.	40
Figure 32 – Evolution of PA of the brand 6 website from September 2017 to July 2018..	41
Figure 33 – Evolution of Linking of the brand 6 website from September 2017 to July 2018 .....	41
Figure 34 – Linking Domains Spam Score of the brand 6 website in July 2018 .....	42

## Table Index

Table 1 – Differences between Web 2.0 and Web 3.0 (Gaudêncio et al., 2011).....	6
Table 2 – Main Marketplaces .....	43
Table 3 – DA evolution throughout the months of the project.....	44

# **Introduction**

## **Framework**

Recently, with the advent of internet-based product search engines, considerable research interest has been directed towards search and shopping behaviour in this online context (Choudhary et al., 2017). As the web plays an increasingly important role in various aspects of society, so do web search engines. The billions of queries entered into search engines each day represent issues of importance to real people around the world. Analysing query data can thus uncover very useful information about subjects from society and economics to politics and business (Vaughan, 2014).

To Ankalkoti, (2017) Search Engine Optimization (SEO) is the activity of optimizing web pages or whole sites in order to make them search engine friendly, thus getting higher positions in search results. Designing and developing a website to rank well in search engine results and improving the volume and quality of traffic to a website from search engines. Marketing by knowing how search algorithms work, and what human visitors might search. SEO is a subset of search engine marketing. SEO is also referred as SEO copywriting, because most of the techniques that are used to promote sites in search engines, deal with text.

The SEO context involves things that are seen, like the text and heading, and thing that can't be seen, like compression of images and there meta-information, meta description, meta tags, backlinks, etc.. SEO is a continually evolving mechanism that involves more variables every day.

As it can be seen in the literature review below and the project conclusions even the smallest action can have a huge effect on the final result because of the wide range of variables of this context.

## **Objectives, motivations and relevance**

The current project has the objective of quantifying the effects on domain authority (DA) of changes in the website. Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank (Moz, n.a.).

Domain Authority is calculated by evaluating multiple factors, including linking root domains and number of total links, into a single DA score. This score can then be used when comparing websites or tracking the "ranking strength" of a website over time (Moz, n.a.).

These changes are considered current good practices of SEO by Google and, by using Wordpress based websites. According to Cabot (2018) Wordpress is the most popular content management system (CMS), powering up to 29 percent of all websites. A CMS is any system that facilitates the creation and publication of digital content. This category includes platforms for creating static sites, blogs, forums, online stores, and everything in between. This allows marketers a greater control of the SEO strategy and page information.

To achieve a high first search-engine results page (SERP) ranking, webmasters use an assortment of practices, collectively referred to as search-engine optimization (SEO) (Gudivada et al., 2015).

On a management point of view the relevance is very high because the influence of the web content is gaining weight on company image, brand recognition and standing out from the competition. Regardless of the dimension, all companies can gain or lose from good positioning in the search engines.

To the academy, this project is relevant because of only a few SEO studies were published in recent academic journals and conference proceedings, and most were limited (Zhang & Cabage, 2017).

## **Methodology**

According to Yin (2003) the case study contributes uniquely to our knowledge of individual, organizational, social, and political phenomena. Not surprisingly, the case study has been a common research strategy in psychology, sociology, political science, business, social work, and planning. (...) In brief, the case study allows an investigation to retain the holistic and meaningful characteristics of real-life events-such as individual life cycles, organizational and managerial processes, neighbourhood change, international relations, and the maturation of industries.

Because of the complexity of the context of SEO the project will use case study as the main methodology. The data obtained will be mainly quantitative.

## **Investigation Questions**

As will be explained to carry out this project were outlined research and marketing issues, namely:

1. How to improve the slow growth in Domain Authority?
2. What can be done for each of the websites?

After applying the methodology and presented the results will be drawn a SEO strategy a Portuguese furniture brand, the main objective of this project.

## **Project Structure**

There will be three main central parts to this project. The first will be presented in literary review presenting the current context of SEO. After the presentation of literary data about the context of the project there will the project itself, were will be contextualised the seven websites studied, the planned strategy based on data from leading online platforms and actions. The final part will be the conclusions based on the results obtained.

## Literature review

SEO refers to the efforts intended to improve the ranking of a website in the search results for given target keywords (Gandour and Regolini, 2011; Moreno and Martinez, 2013; Berman and Katona, 2013, Luh et al., 2015). In today's technology, the impact of the internet is rapidly increasing. Conducting business over the Internet and advertising different types of businesses are also rapidly growing. It is very important to be in front of everyone else and addressing the needs of a large population. According to Egria & Bayrak (2014). Is it is considered the search engines as the main source of obtaining information, it is the only essential tool to reach users on the websites. In case the address of the website is not known, then they use the search engines to find related websites. In fact, many users just use the search engines even though they know the address of the website. This makes the SEO strategy even more important because, if the users of a website use search engine, even if they know the link to what they are searching, they will also be presented results of related sites and/or pages. Because of that a website has to have the first four to five positions, like the image below, so that all that appears on screen is about the same company/domain/brand.

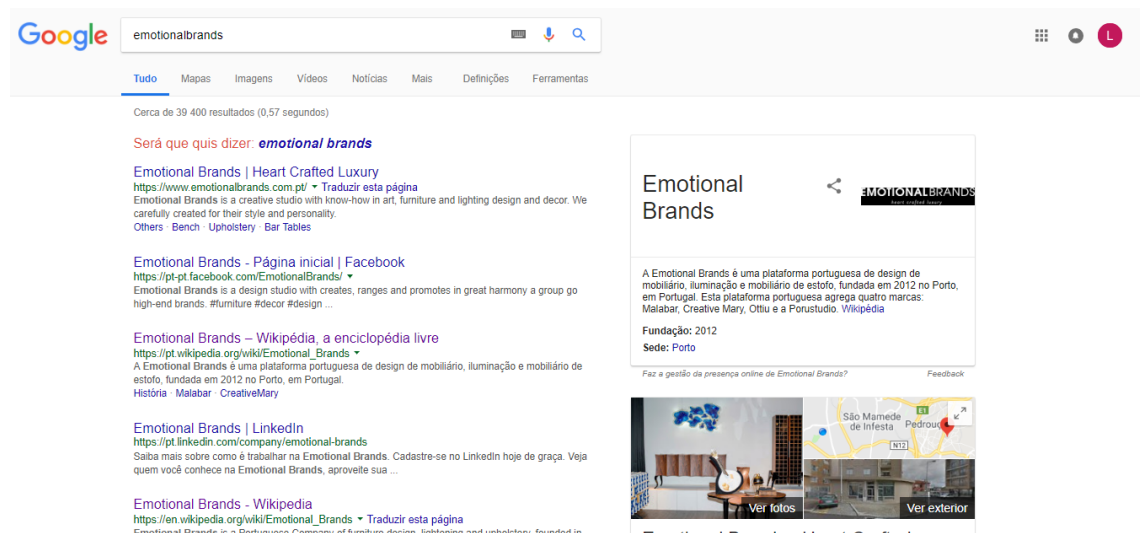


Figure 1 – Ideal search results of the project company

The approach search engines (SEs) follow in order to collect and rank data has drastically changed since 2015. From a link and popularity-based ranking scheme, Google, Bing and Yahoo! SEs nowadays try to capture user experience and consider this as a major factor affecting their ranking mechanisms. Dean et al., (2010) describe how Google has considered user experience as a very important factor for its SERPs. Obviously, Search Engine

Optimization (SEO) methods also have to be updated in order to cope with the changes in the search engine ranking strategy. The ultimate SEO goal is to provide the basic policy to optimize websites, in order for the latter to succeed in higher and better related rankings in the search engines, as well as better targeted traffic, both in volume and depth. Due to the nature of the web, there will always be some SEO technique that will prove effective with respect to ranking in search engines; after all, search engines do not have the ability to generate popular content, only to recognize it with the use of certain factors and promote it. Given that an SEO approach identifies these factors – links, text quantity and quality, page loading speed, optimization among others – it strives to “exploit” them as much as possible. Up until recently these factors were only based on machine-generated characteristics; now, Google has switched its focus towards the quality of content to the users, and considers it as a vital characteristic on the evaluation process of a given website. (Mavridis & Symeonidis, 2015)

According to Mavridis & Symeonidis (2015) it is common knowledge that SEs employ mechanisms that parse the web and reveal them the link structure of the web. Apart from text, tags and links to URLs, the mechanisms have evolved into mechanisms that gather content from javascript, flash, frames and links to files, also. This type of content is largely available in Web 2.0 sites, where social media provide a wealth of user-related experiences and preferences of web content. On the other hand, one should mention that Berners-Lee et al., (2001) vision of a Semantic Web is finally starting to flourish. In the effort to organize the web on its content, semantic mark-ups have been defined. SEs mechanisms are now also responsible for recognizing all the SEs types of semantic markups, analysing them down to their semantic triples and retrieving their content. The level of use of semantic structured data differs according to the domain of the website. It is obvious that all this content coming from web 1.0, 2.0 and 3.0 sites, along with user experience factors, is retrieved, stored and indexed by these mechanisms.

	<b><i>Web 2.0</i></b>	<b><i>Web 3.0</i></b>
<b><i>Main task</i></b>	Focus the power of community to create dynamic contents and interaction technology	Linked data, devices and people across the web
<b><i>Linking</i></b>	Walled gardens inhibit interoperability	Data and devices linked more easily and in new ways

	<b>Web 2.0</b>	<b>Web 3.0</b>
<b>Content</b>	Individual and organization create content	Individual, organization, machine create content which can be reused
<b>Technology</b>	AJAX	RDF and OWL
<b>Website</b>	Google, Facebook, Wikipedia, eBay, Youtube	Dbpedia, sioc-project.org

Table 1 – Differences between Web 2.0 and Web 3.0 (Gaudêncio et al., 2011)

According to Zhang & Cabage (2017) there are two types of search results: organic (by search engine's algorithm) and paid (by advertisement). The method of optimizing a website to make it rank well in the organic search results is known as Search Engine Optimization (SEO).

A search engine enables web searching by creating an index, a process transparent to the user, and responding to queries, a process that requires the user's active participation. (Gudivada et al., 2015). This process is represented in the image bellow.

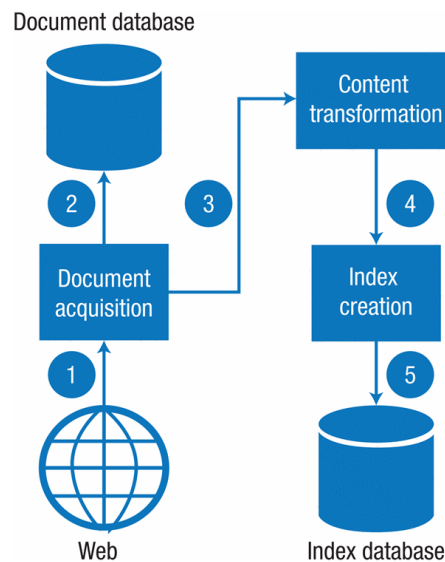


Figure 2 – Indexing (Gudivada et al., 2015)

The guides of Google, Bing and Yahoo differ in the level of technical detail, but they all include the same basics for SEO:

- a) focus should be given on the creation of unique, qualitative and fresh content,
- b) content should target the users and not search engines,

- c) proper link architecture and strategy should exist to help SEs to navigate discover and index content,
- d) keywords should be used and placed properly in the text and tags of a webpage,
- e) robots.txt files should be defined in order to interact correctly with a website and, finally,
- f) social media components are useful for the promotion of a content's popularity.

According to Mavridis & Symeonidis (2015) though these guidelines are open, the exact ranking mechanisms algorithms of the search engines are not published. As a result, one has to guess the SEs ranking strategy by reading patents and analysing their result pages. Additionally, it is essential to consider that there are differences in the trends in web page and semantic characteristics in different domains. Mavridis & Symeonidis (2015) argue that the search engine ranking factors could present significant differences in the level of their influence considering the domain of interest. Moreover, due to this lack of transparency by the SEs, there have been attempts by organizations and companies to create custom-made metrics that evaluate a website's presence in search engines from various perspectives. One of the most prominent companies in SEO field is Moz that has created metrics regarding the authority, trust and other attributes of a website. These metrics – DA, PA, among others - have been widely used around the web by users in order to assess the progress of websites and present high level of interest in their analysis. The SEs are not transparent though, therefore analysis of the Moz metrics can be performed only by analysis of web documents' scores on them.

## **Search query**

A search query is a word or a set of words a user types into the search box. Luh et al. ,(2015). call each word in a search query as a query term. Then the relevance scores of the terms semantically related to the search query provide the foundation for computing the query match score for a search result (or simply referred to as a document) (Luh et al., 2015). Google also use search queries to qualify the website. If the website has a great organic search – search on SEs - Google considers this positive giving the website a higher rank. The fact that the term is searched in a country gives a higher result if a user is searching in that same country, if a user is logged as a user in the search engine the result can be different depending on your age or gender to suit more perfectly your searches.

## Optimization

According to Ankalkoti (2017) there are two ways of optimization:

- On-Page SEO - It includes providing good content, excellent keywords selection, putting keywords on accurate places, giving appropriate title to each web page, in sum, optimization of web pages using target keywords in the title, and in the URL. The insertion of additional terms, semantically related to the target keyword, is considered an advanced SEO technique and is gaining popularity. (Gennaro, 2015; Searchmetrics, 2015, Luh et al., 2015, Ankalkoti, 2017). The image information and compression, page speed on loading, clean code, internal and external links in each page, heading, number of words, are also on-page-seo factors.
- Off-Page SEO - It includes link building, increasing link recognition by submitting open directories, search engines, link exchange and other well-reputed websites and thus boosting DA and PA (Ankalkoti, 2017). Payed advertising on SEs and social networks are also included in the context if they direct to the website.

## Tactics

Below references some of these tactics according to Ankalkoti (2017).

### ***White Hat SEO***

An SEO tactic is considered as White Hat if it has the following features:

- It conforms to the search engine's guidelines.
- It does not involve in any deception.
- It ensures that the content a search engine indexes, and subsequently ranks, is the same content a user will see.
- It ensures that web page content should have been created for the users and not just for the search engines.
- It ensures good quality of the web pages.
- It ensures availability of useful content on the web pages.

### ***Black Hat SEO or Spamdexing***

An SEO is considered as Black Hat or Spamdexing if it has the following features:

- Attempting ranking improvements that are disapproved by the search engines and/or involve deception.
- Redirecting users from a page that is built for search engines to one that is more human friendly.
- Redirecting users to a page that was different from the page the search engine ranked.
- Using hidden or invisible text or with the page background color, using a tiny font size or hiding them within the HTML code such as "no frame" sections.
- Repeating keywords in the metatags, and using keywords that are unrelated to the website content. This is called metatag stuffing.
- Calculated placement of keywords within a page to raise the keyword count, variety, and density of the page. This is called keyword stuffing.
- Creating low-quality web pages that contain very little content but are instead stuffed with very similar keywords and phrases. These pages are called Doorway or Gateway Pages.
- Mirror websites by hosting multiple websites - all with conceptually similar content but using different URLs.
- Creating a rogue copy of a popular website which shows contents similar to the original to a web crawler, but redirects web surfers to unrelated or malicious websites. This is called page hijacking.

This tactic for improving position, known as a “black-hat” strategy, is designed to “trick” search engines into elevating a retailer’s rank in the results. Search engines are themselves players, and have incentives to adapt algorithms to ensure that search engine users receive relevant results. Consumers are players too, and may favour links of retailers they know and trust: SEO strategies that focus exclusively on rank (such as spamming links or hiding keywords) might improve the position of a retailer’s link but not impact its clicks. For this reason, SEO strategies based on “tricking” or “spamming” engines are unlikely to yield sustainable improvements in rankings, may not result in additional clicks, and can even backfire as a result of negative effects on reputation. Furthermore, it is important to recognize that rankings are effectively a zero sum game: One retailer can move up on a particular results page only by pushing down the link of another retailer. Thus, although it makes sense for online retailers to ensure that their sites include page titles that accurately describe content, make use of head tags, are free of dead links, and so on, these efforts alone

are unlikely to give a particular retailer a sustainable rank advantage because other retailers have incentives to engage in these strategies as well (Baye et al., 2016).

While fundamental SEO tactics like on-page tag optimization and site structure continue to help search engines to discover and understand the content of a site, this is no longer sufficient to rise to the top of search results in a crowded search landscape. Now search engines are also seeing user experience, responsive design, link profile and social presence as additional quality signals to determine the search rankings of the website. (Zhang & Cabage, 2017). The fact that a link directs to a site and the bounce rate its very height is enough for Google and others SEs to be on alert.

The “white-hat” strategy is a more costly SEO strategy—but one that is more likely to yield sustainable improvements in a retailer’s organic traffic from search engines—focuses on improving site quality and brand awareness, or more broadly on enhancing the online retailer’s brand equity (which embodies current and past investments in advertising, service and return policies, depth and breadth of offerings, prices, etc.). This strategy recognizes that consumers tend to click retailers that are more recognized, trusted, have reputations for providing value (in terms of prices, product depth or breadth), service (well-designed web sites, return policies, secure payment systems), and so on. This SEO strategy is alluded to by Google, which advises businesses to base “...optimization decisions first and foremost on what’s best for the visitors of your site. They’re the main consumers of your content and are using search engines to find your work. Focusing too hard on specific tweaks to gain ranking in the organic results of search engines may not deliver the desired results” (Baye et al., 2016).

According to Baye et al., (2016) SEO is a long term strategy of improving search engine rankings and with that site transit. Because of that it is more cost-effective than the pay-per-click (PPC) search marketing campaign.

## **SEO for website**

The figure bellow shows the SEO strategies that can be implemented in a website and how this result can be measured (Zhang & Cabage, 2017).

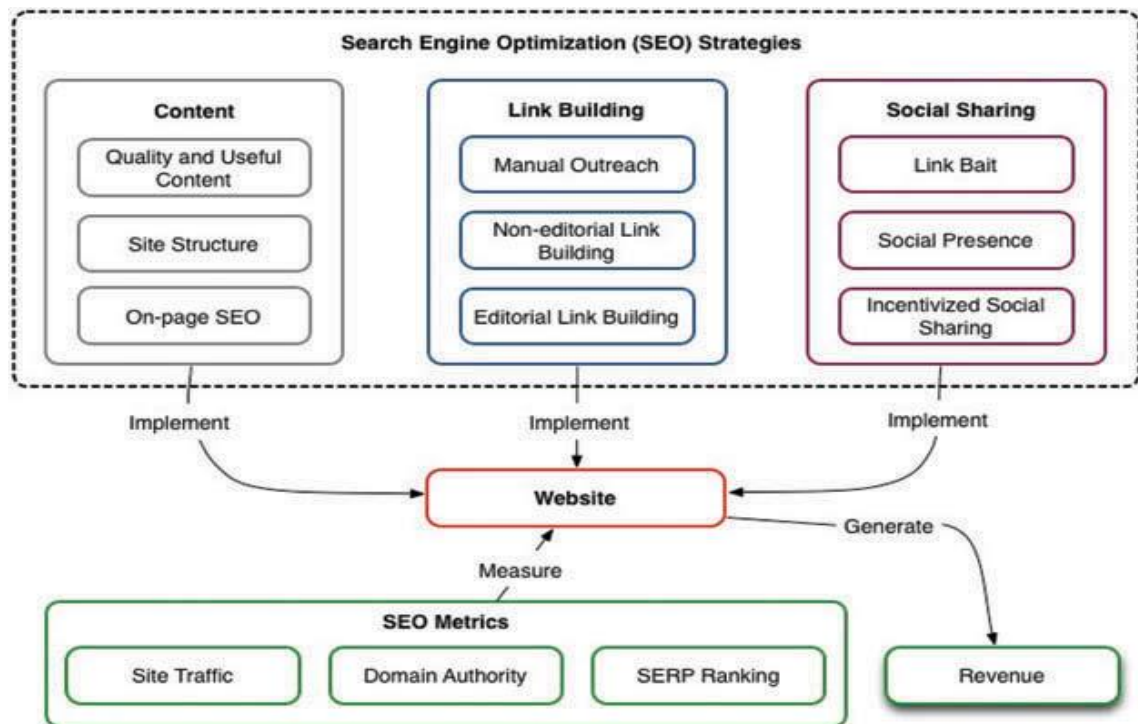


Figure 3 – SEO for website (Zhang & Cabage, 2017)

For a website to gain a good rank or to improve its rank it has to rely in all the strategies referred in the figure above and not only rely in quality and useful content. With each passing day site structure and on-page SEO gain more weight in the metrics. Google’s SEO Starter Guide emphasises this points for webmasters so that they can optimize their websites.

Although the goal of SEO is to optimize the organic traffic a retailer receives through product searches on search engines, the ultimate goal of retailers is presumably to maximize their profits. One of the initial steps in this optimization process is identifying the benefits and costs of different strategies for increasing traffic (Baye et al., 2016).

The first, and most common, SEO strategy is to tweak a site in an attempt to increase the rank of a retailer’s organic link on the results pages for a given search term. The presumption is that higher ranks result in more organic clicks, but SEO requires quantifying the effects of rank on clicks (Baye et al., 2016).

## Site structure

According to Zhang & Cabage (2017) using well-structured pages including sections and categories, self-documenting semantic URLs, well-selected internal linking and keywords,

and effective navigation can get a user to any page of the site with fewer clicks, i.e., high click-through rates (CTRs).

## **On-page SEO**

Finding more precise and effective keywords search phrases through keyword research, and using these keywords in title tag, headlines, alt attributes of images, and through-out text can further signal relevance and significance of content topics to the search engines thereby help reinforce search rankings (Zhang & Cabage, 2017).

Zhang & Cabage (2017) say that search engines have recently started providing better tools to help webmasters improve their search results. These on-page and site structure tactics play a critical role in boosting the discoverability and accessibility of content, for human users and search engines alike. To SEs algorithm quality and useful content delivered through well-designed site structure and on-page SEO is the most fundamental and agreed upon SEO practice for websites of all kinds.

For example, Google Webmaster Tools:

- Allows webmasters to set geographic target, preferred domain, URL parameters, and crawl rate so that Google can crawl the site more efficiently and rank the site better;
- Provides diagnostic tools that inform webmasters of malware or errors found while crawling their site;
- Provides HTML suggestions such as meta description issues, title tag issues, and non-indexable content issues;
- Provides statistics with unique insight to SEOs in particular, including keyword impressions, CTRs, top pages delivered in search results, and linking statistics;
- Allows webmasters to submit sitemaps, test robots.txt files, adjust sitelinks, and submit change of address requests when the website is moved from one domain to another.

## **Quality and useful content**

Google Trends can be of some help in the search volumes for the terms. Further details of the search volume data such as breakdowns by country and year are also available. (Vaughan, 2014). “Google Trends analyses a portion of worldwide Google web searches from all

Google domains to compute how many searches have been done for the terms you've entered, relative to the total number of searches done on Google over time" (Google, 2012).

Choi and Varian (2009), provided examples of using Google Trends data to make very short term predictions (which they called "predicting the present") on economic activities including retail sales, vehicle sales, home sales and travel. This can help create a content that is thought of in a more long-term way.

## **SEO Metrics**

### ***Domain metrics***

- Domain authority—predicts this domain's ranking potential in the search engines based on an algorithmic combination of all link metrics. Root domains (e.g., TripAdvisor.com), without the sub-domain or sub-directory, are used (Zhang & Cabage, 2017).

### ***Page metrics***

- Page authority—predicts this page's ranking potential in the search engines based on an algorithmic combination of all link metrics.
- Linking root domains—Number of unique root domains containing at least one linking page to this URL.
- Total links—All links to this page including internal, external, followed, and no-followed. (Zhang & Cabage, 2017)

One of the metrics used for monitoring result DA. The most representative search engines – Google, Bing, and Yahoo – also have similar evaluations but are also based in the same premises so that the page goes up or down in SERP.

Mavridis & Symeonidis, (2015) refer one other metric Moz mozRank is a logarithmic scaled 10-point measure of global link authority/popularity. It is very similar to measures of static importance (e.g. PageRank), i.e. importance independent of queries.

## **Search engines**

Search engines such as Google and Yahoo have become the primary tools used to locate information on the internet. Several studies on user behaviour indicated that most users click on websites listed on the first page of results and the proportion of users that view websites

listed beyond the third page of results decreases rapidly (Lorigo et al., 2006; Spink et al., 2006; Enge et al., 2012; Hopkins, 2012; Chuklin et al., 2013, Chuklin et al., 2013, Luh et al., 2016).

Customers can arrive at a product search engine in several ways. For instance, they may directly navigate to the product search engine, or they may follow a link from a search engine (e.g., Google or Yahoo) or partner site (e.g., another product search engine). Customers arriving from other referring sites are likely to be conducting a relatively broader search (across multiple websites) (Choudhary et al., 2017).

Search engines rank search results according to a broad range of factors. Google is said to employ more than 200 factors in its ranking algorithm; most of which Google held as closely guarded secrets. According to the Googles (n.a.) SEO starter guide, the factors related to search ranking include the title, meta description, anchor text, and various other on-page content-based factors. However, this guide barely mentions off-page (query-independent) factors, such as PR and the number of external links (Luh et al., 2016).

Researchers have conceptualized the 200 plus factors into two categories: trust – an assessment of a site's authority and reputation, and relevance – an assessment of how well a page or site relates to a specific user query (Cutts, 2011; Luh et al., 2016).

Baye et al., (2016) found that a retailer's rank on a results page is an important driver of its organic clicks: Exclusion from the first five pages of results for a search leads to a 90% reduction in organic clicks. For retailers that are listed on the first five pages of results, a 1% improvement in rank leads to 1.3% more organic clicks for that search.

No SEO firms or industry professionals know the ranking details of any search engine. Even very successful SEO tools companies like Sistrix have difficulty figuring out the extent of change or what factors were weighted differently after a major Google algorithm update. Previous efforts to decipher the process of ranking details involve experimentation and observation. In spite of the constant updates it is important that a website tries to be 'on top' of changes because, like stated previously, SEARP is very important for web recognition.

According to Luh et al., (2016) recently, several search metrics and SEO tool companies regularly published their ranking factors study reports. For example, SEOMoz publishes a ranking factors report bi-annually based on survey of search professionals and data analysis results of the top 50 search results for over 10,000 queries across multiple categories. Similarly, Searchmetrics has published an annual ranking factors study since 2012. Both firms

unanimously claimed that the factors used in these reports are not what are being used in Google's ranking algorithm, but simply show the features of web pages that tend to rank higher. These studies generally use rank correlation coefficient to indicate the relationship between the rankings of search results and the feature values (e.g. total number of external links) of the search results on a per-feature basis. The factors that have relatively high correlation coefficient are considered to have strong influence on search engine ranking. Notably, the so-called factors are examined one by one, but not in groups of any combination form, for their individual correlation with search results rankings. According to the ranking factor survey performed by SEOmoz (2011, 2013), the top three most important factors categories are domain-level authority link metrics, page-level link metrics, and page-level content-based metrics. Domain-level authority link metrics includes the number of root domains linking to the domain, the number of unique IPs linking to the domain, MozRank (MR) of the domain, and many more. Page-level link metrics entail link metrics to the individual ranking page such as number of links and MR. Page-level content-based metrics describe the use of the keyword in HTML code of web page such as the title tag, the body, the meta description, and the H1 tags. SEOmoz conclusively suggests that links are still the most important part of the algorithm and keyword usage on the page is still fundamental.

Mavridis and Symeonidis (2015) argue that MR, Moz Page Authority, and Moz Domain Authority are highly correlated with search engine rankings. Additionally, the number of total links indicates positive correlation with search engine rankings.

Searchmetrics reported that the number of backlinks is an important factor in SEO but keywords in the description are losing relevance in opposition to topic relevant term that has increased yet further.

## **Web 3.0 or Semantic Web**

For the purpose of ranking, the semantic relationship between a term and a given query is evaluated as a relevance score. So each document can be scored on the base of the relevance scores of the terms it contains (Luh et al., 2016).

Mavridis & Symeonidis (2012), argue that semantic analysis is important in SEO. Semantic analysis can be broken down to semantic authorship, semantic markups and content analysis. The majority of the approaches have focused on the link structure and due the new route of search engines to a more content regulated approach to rank web pages in the SERPs, the

use of content analysis has appeared to be highly important. Practically, semantic analysis can be broken down to semantic authorship, semantic markups and content analysis. Authors argue that content analysis is also significant for web page ranking. Google in order to provide the public with an insight on their view on semantic markups has published a line tools related to structured semantic data, “Structured Data Testing Tool” and “Structured Data MarkupHelper”. The former has as its purpose to verify the semantic data that Google recognizes and the latter, is a tool through which a web user has the opportunity to submit the exact place of semantic data in a specified website along with semantic information about the content. The tools' functionalities display Google's interest on semantic markups and data, which has been further outlined with the creation of Knowledge Graph. The Knowledge Graph is an attempt by Google to enhance its results by including semantic structured data in their SERPs and providing the user to retrieve more information without navigation around the web.

Another significant semantic protocol has been Open Graph which has been created and mainly used by Facebook and has as its target to provide a webpage the option to be linked and enriched in a social graph in a simple way and is based on RDF. According to W3C (2018) RDF is a standard model for data interchange on the Web. RDF has features that facilitate data merging even if the underlying schemas differ, and it specifically supports the evolution of schemas over time without requiring all the data consumers to be changed. RDF extends the linking structure of the Web to use URIs to name the relationship between things as well as the two ends of the link (this is usually referred to as a “triple”). Using this simple model, it allows structured and semi-structured data to be mixed, exposed, and shared across different applications. This linking structure forms a directed, labeled graph, where the edges represent the named link between two resources, represented by the graph nodes. This graph view is the easiest possible mental model for RDF and is often used in easy-to-understand visual explanations.

Facebook has provided with an API in order to use Open Graph on it. Twitter has also introduced recently Twitter Cards which is a mechanism to represent Tweets around the web and has a markup tag protocol that corresponds partially to Open Graph Protocol.

### **Data crawling and pre-processing**

This step involves the retrieval of search results for a given query as well as data pre-processing. Search engines typically present search results as a ranked list of documents (or

web pages). Once retrieving search results from a search engine, Luh et al., (2016) conduct data pre-processing to parse out the title, snippet, and URL of each document as well as multi-word phrases from the parsed titles and snippets. The reason, Luh et al., (2016) adopted multi-word phrases as semantically related terms is that Google is believed to employ phrase-based indexing and searching in their search engine, as revealed in a major Google patent (Luh et al., 2016).

Dotson et al., (2017) report suggests that there are many reasons a user might submit a brand search query. Users who are shopping in a category are more likely to search for any brand in the category; users are more likely to search for brands for which they hold positive attitudes; users who own a brand are more likely to search for the brand; and users who are category enthusiasts are more likely to search for all brands in the category. While we do not expect that these results will generalize to all categories, they shed light on how managers in high-involvement categories should interpret brand search volume from tools like Google Trends. Our data strongly suggests that overall search volumes reported by tools like Google Trends are a composite of different types of searches – shopping, product troubleshooting, keeping up with news and trends in the category – each associated with different consumer objectives and attitudes. In the conclusion, we will discuss some potential strategies for decomposing aggregate search volumes to predict specific brand metrics such as familiarity or purchase consideration from search engine query data.

## **Technical SEO without programmers**

Content management system (CMS) allow marketers to gain power over their content. With simple plugins - apps that allow to add new features and functionality to a WordPress website – like Yoast SEO for Wordpress, any user can edit all the information that is read by the SEs, even the technical one. This plugin in particular gives hints on what to insert in each area. It also has frequent updates with the best practices that allow the content to be adapted to the SEO algorithms changes. This allows to personalize each content and share information. It also gives hint of readability scores that is also important for blogs.

Like you can see in the image bellow, it gives content analysis with hint to what you could improve, like keyword density, number of words in the text, number of internal and external links, among other important SEO details, and has a colour code that visually you know that the content is in the best way.

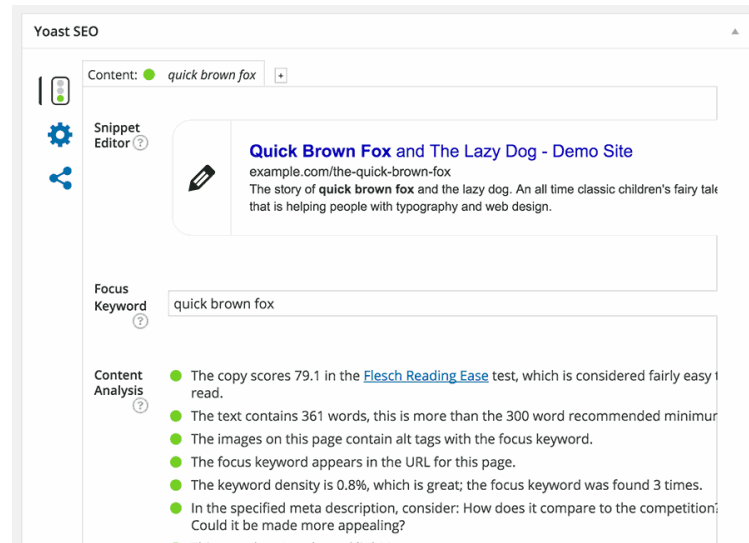


Figure 4 – Example of a SEO plugin – Yoast SEO – and its hints for improvement

CRM provide easy access for marketers to control their content and removes the dependency on IT work for technical information so they are a good choice for company website development. The more autonomy the marketing team has the quicker can be the response to the constant changes made by the SEs.

## Limitation

Because competitive business advantage and confidentiality issues surround search-engine optimization (SEO) work, empirical data on SEO practices is rarely published. (Gudivada et al., 2015)

The limited number of academic studies in SEO may result from researchers lacking ability to build or access to the backend data of multiple, comparable, and live websites that can reach substantial site traffic and decent ranking, as well as other resources (time, money, expertise, etc.) needed for experiments (Zhang & Cabage, 2017).

# Project

## Company Context

The company describes itself as:

*‘A creative studio with know-how in art, furniture and lighting design and décor. It develops and promotes a group of young high-end brands which were carefully created for their style and personality.*

*Our differentiation strategy, based on the balance between tradition and innovation, is working to arouse emotions in potential customers, design and art lovers alike. All the unique products developed by our brands have a strong sense of origin, making it a perfect fit for worldly and refined interior projects. More than products, our sophisticated pieces aim to always tell a passionate story, reflect its inspiration and promote our immense heritage and culture.*

*Highlighting and emphasizing the essence of each brand, our company stands out as one of the country's most innovative ateliers. We work alongside highly skilled artisan workshops that assure an immaculate execution of our designs, while aiming to correspond to the high standards and varied demands of our global clients.’*

The company owns 7 website, 6 main brands and the company website. Their presence is entirely web-based like almost all high-end furniture design companies. The websites don't support web transactions that are entirely made offline. Their web dependence for their business is of 100%.

## Positioning

The company sells for high-end clients, mainly interior decorators, architects, hotels and restaurants. It works with B2B mostly but also has B2C.

In this niche it specialises in personalization of the designed pieces.

## Price

The price is high based on its positioning of high-end brands, noble raw-materials and handmade product construction.

## Place

The company is totally web based and it sells worldwide. In March of 2018 it was created the showroom and new office so that it could have more close contact with the clients.

## **Product**

The products are developed according to the 6 brands styles and are totally handmade. They are created to be unique because of the details in each of the pieces and because of the traditional production methods. The lead time is 8 weeks but it can take till 6 months because of quantity and personalization details.

## **People**

The team is multidisciplinary. Elements from product design, communication, engineering, management, graphic design, marketing and computer science for management are a few of the areas that the team covers.

## **Process**

The processes have a wide range of locations but it all starts in the product design, in the office. It goes on the website and when a client asks for the product it is chosen the factories that will be involved in specific part of the product. The logistic of delivery can be of the client or company responsibility but is always outsourced.

## **Physical Evidence**

The company provides certification of origin and, in many pieces, a certificate with the number of the piece proving its exclusivity and uniqueness.

## **Productivity & Quality**

The uniqueness of each piece, even if they are based in the same base design, is one of the intangible values that this company provides because every product is handmaid and personalised for each client. The capability to respond to specific projects, adapting the product for the customer needs, is maybe the greatest asset.

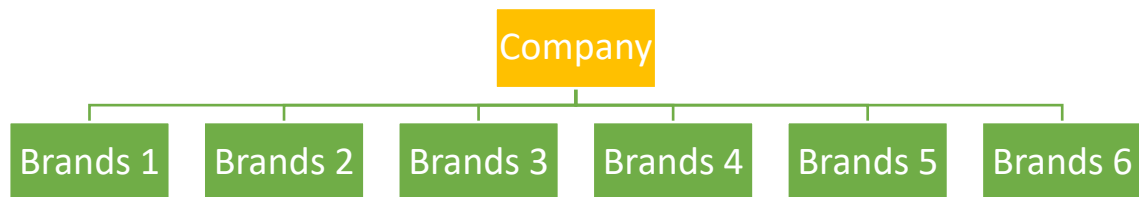
## **SERP ranking**

All the websites are in Google's first page when searched by brand name and some products when the project was developed. Their social networks follow the website on the top of Google's search in the main countries that the company has business with.

## **Project Development Context**

The project was developed in a company that owns 7 websites. There websites were the target of totally new SEO Strategy. All the sites were developed in the CMS Wordpress and

used for SEO content control the plugin Yoast. There was no Json markup implemented and all SEO data was incoherent from page names to content that was considered duplicated because the engineer that developed the website was the only one with access to many content fields like page name, focus keywords and others. The marketing team had no saying in SEO or technical SEO because of lack of knowledge and access.



*Figure 5 – Company web structure*

There was an outsourced collaboration on SEO strategy but it consisted in creating backlinks in a black hat tactic.

## **Project main goals**

This company has seven websites that had little or none SEO actions. Because of the gap between the developers and marketing personal the actions were incoherent and nothing was done with strategy in mind.

When the company was approached with this project the main ideas was to increase domain authority and website content so that it had a better score in search engines. Because of the limited team and company strategy to launch two new brands in 2018 the actions had to be fast but effective and with the smallest staff involved.

The websites were analysed from September until November 2017 so that it could be developed the best tactics possible, some tactic test was made in the oldest sites to find out the viability. Some of the tactic started to be implemented in November 2017 as tests but it was officially started in February 2018 in all the brands.

Because the websites was developed in Wordpress and had the Yoast SEO plugin the work was made easy for marketing. It was also installed other plugins to made the team independent from the IT to take SEO actions.

The actions proposed were:

Existing websites planed actions:

- Improvement in pages meta descriptions, page titles and focus keywords
- Creating more and wider internal links in a well-selected internal linking and keywords structure
- Optimize images for web and content creating coherent 'alt's' for the pictures, picture name and page
- Improving keywords in well-structured product pages as also in general pages
- Adjust page titles so that it can be created better self-documenting semantic URLs
- Adding Json head information
- Creating more cross-website links
- Creating Google Business profiles for each brand

The one exception was the company's website that was decided to be rebuilt.

New websites planed actions:

- Creating more and wider internal links
- Improving keywords in the product pages
- Adding Json head information
- Creating more cross-website links
- Creating Google Business profiles
- Creations of cornerstone content so that the site map and browser crawling create the structure that we desired.
- Coherent descriptions and meta descriptions
- Products with 100 + words and pages with 300 + words
- Images optimized for web with coherent file name, alt, title in the context they were used.
- Fast loading website.

## Websites

### Company website

This is the company's website that has the main goal to redirect the visitors to the brands websites. It's the least important website in the company so all measures were the simplest.

### ***Before***

The website had more than 200 pages with duplicated content. Many of the texts and images were outdated, irrelevant or wrong and it still had products that were removed from the brand. That happened because of the website was developed in a way the only the developer could make changes to it. Because the images were loaded without proper names or alt information, the title that the Wordpress preload was, most of the times, wrong or incomplete. The DA was 19.

Because of the team size and skills it was decided to create a new website were the problems about could be solved.

### ***After***

Because of the limited team and other priorities it was decided that this website, unlike the other existing websites, would be completely restructured to a low maintenance website. The structure had to avoid duplicated content and reduce wasted developing and marketing time. Because of this problem the website was transformed in a one page website with reduced content.

That concentrated the content in one page that allowed to meet the recommended 900 words in main website pages. That also created a more coherent content that was easier for the browser to read because of the semantically connected content. The page load was also improved as the page name, description and focus keyword. All the images have alt's, title and the file name is correct. The Json Markup was also added. With this all the other pages were redirected for this one page so that there aren't any broken links. No other actions were made on this website but that allowed to make the link number grow and with that more opportunities to redirect to each brand. As it can be seen in the reports bellow all the numbers grew. The DA is now 32.

The evolution of the DA results, PA results and linking domains results can be seen in the images below. There it can be seen the growth in each month during the project tactics implementation. DA and PA have a limit of 100 and linking domains are counted. The metrics are analysed quantitatively.

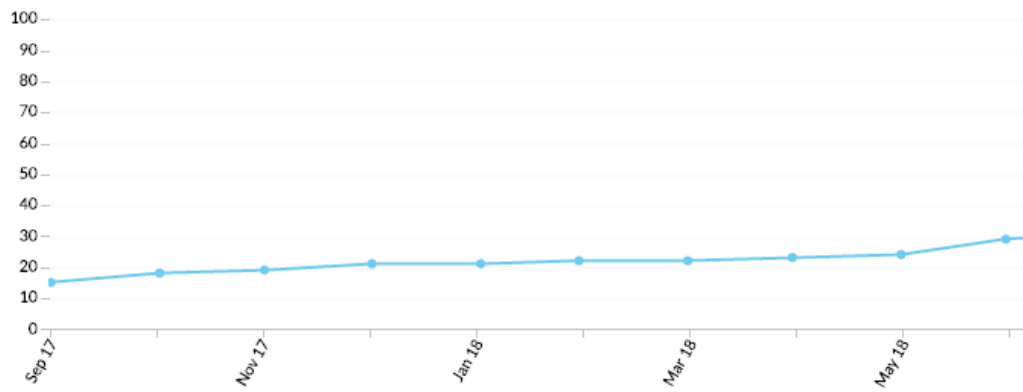


Figure 6 – Evolution of DA of the company website from September 2017 to July 2018

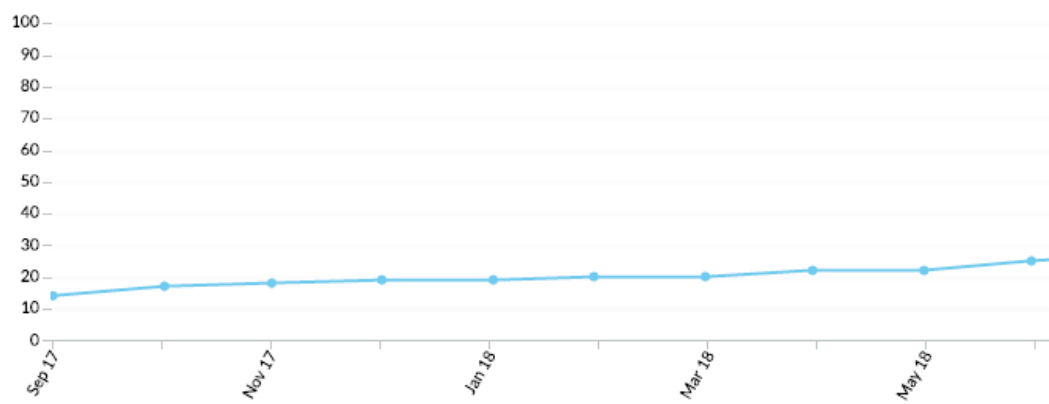


Figure 7 – Evolution of PA of the company website from September 2017 to July 2018

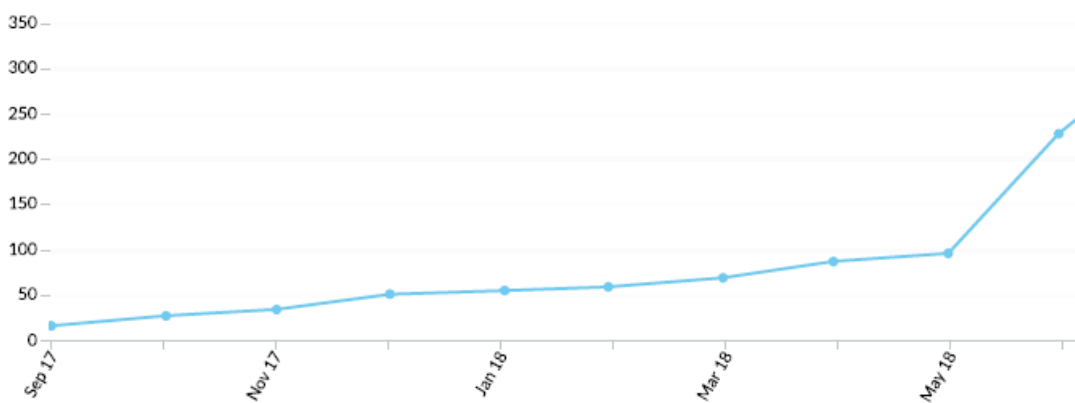


Figure 8 – Evolution of Linking Domain of the company website from September 2017 to July 2018

Here it can be seen that the linking between company's brands websites, partners and marketplaces can increase considerably the link quantity, as well as social and press referrals. The top referrals are also websites with high DA.

Root Domain	DA <sup>1</sup> ▼
en.wikipedia.org 	97
ft.com 	92
pt.wikipedia.org 	92
irishtimes.com 	91
dbpedia.org 	67
trendencias.com 	64
hoteldesigns.net 	56
thedesignsoc.com 	54
getdecorating.com 	52

Figure 9 – Top linking domains and its DA of the company website

This website was the simplest action in the company but with very little afford its clear the improvement.

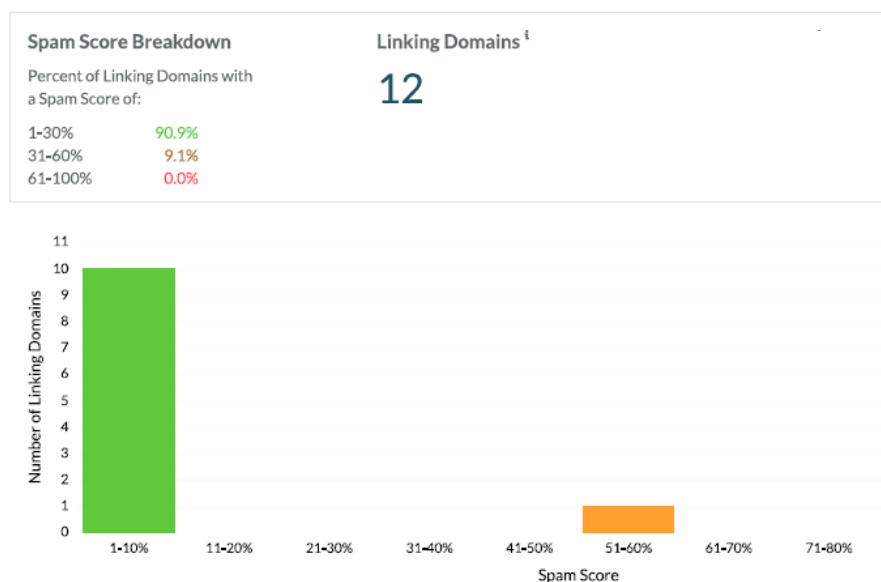


Figure 10 – Linking Domains Spam Score of the company website in July 2018

The websites that are linked to the company website have, in their vast majority, very low spam score – like the company brands that all rate in 1%. There are still remains of the black hat tactics, which is why there are a small percentage of linking websites with high spam score.

## **Brand 1**

Brand 1 designs and crafts exclusive artisanal furniture with a distinct artistic aesthetic. Brand 1 as brand was established in 2012 – the domain was created in March 2012 – with the launch of a range of decorative Portuguese Fado guitars and the World Architects furniture collection. The brand describes itself based on modernizing the architectural and artistic heritage of the past 5 centuries, both Portuguese and international, while seeking to evoke emotions through its pieces.

### ***Before***

This website was one of the most visited in the company. It held an out of date look and before, and until, the beginning of the project the website suffered some theme modifications.

The page names were incongruent and even had wrong names. The pages description was inexistent in most of the pages or even without sense when it existed. Many of the pages had a never ending focus keyword text that was almost impossible to understand. That happened in the product, blog and general pages. The text in the pages was very poor as well as the images that were not compressed with wrong names and little or any description or alt. The page speed was very low and it didn't had a structured sitemap. The existing sitemap referred pages that were not public and deleted content.

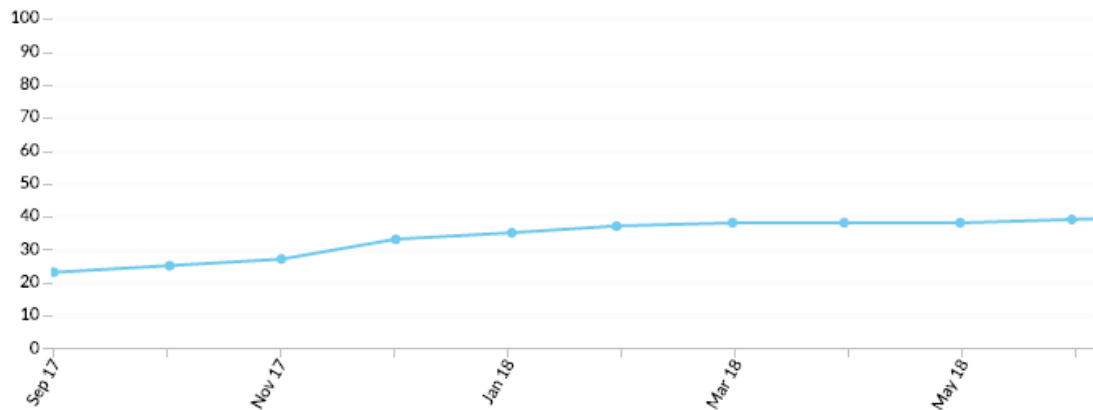
The DA was 25.

### ***After***

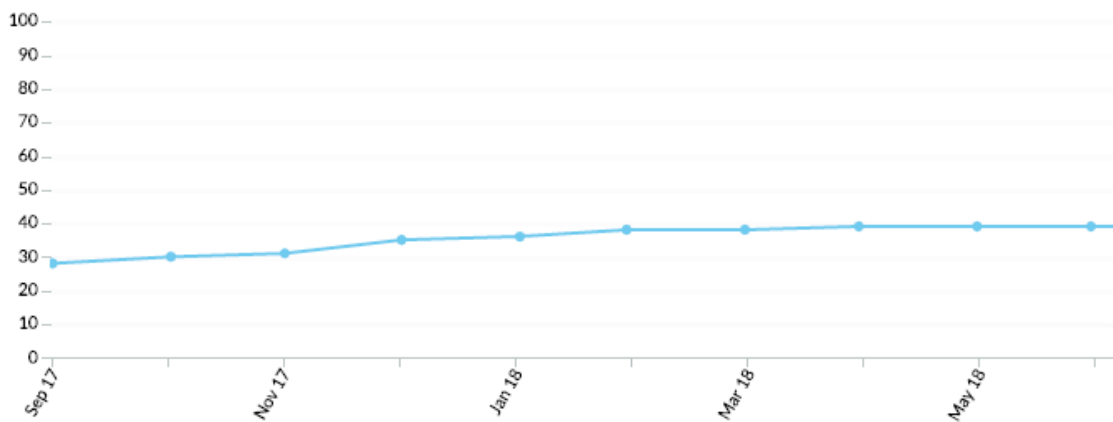
In November 2017 started the improvement in pages content that correction or inclusion of the page title, description and keywords. The images were revised in the product pages so that the alt was coherent with the product name and also compressed. In February 2018 it was also created a Google Business account and added the Json head information. The texts were reviews and created many internal, external and cross-linking. In sum, all on-page SEO elements were reviewed and improved. Redirects were created so that there aren't any broken links.

The growth in DA in this months is visible in the graphic below where it grew to 40 until July of 2018. A growth of 15 values in less than a year when in the five previous years had a medium growth of 6 values it's very positive. The spam score dropped to 1%.

The evolution of the DA results, PA results and linking domains results can be seen in the images below. There it can be seen the growth in each month during the project tactics implementation.



*Figure 11 – Evolution of DA of the brand 1 website from September 2017 to July 2018*



*Figure 12 – Evolution of PA of the brand 1 website from September 2017 to July 2018*

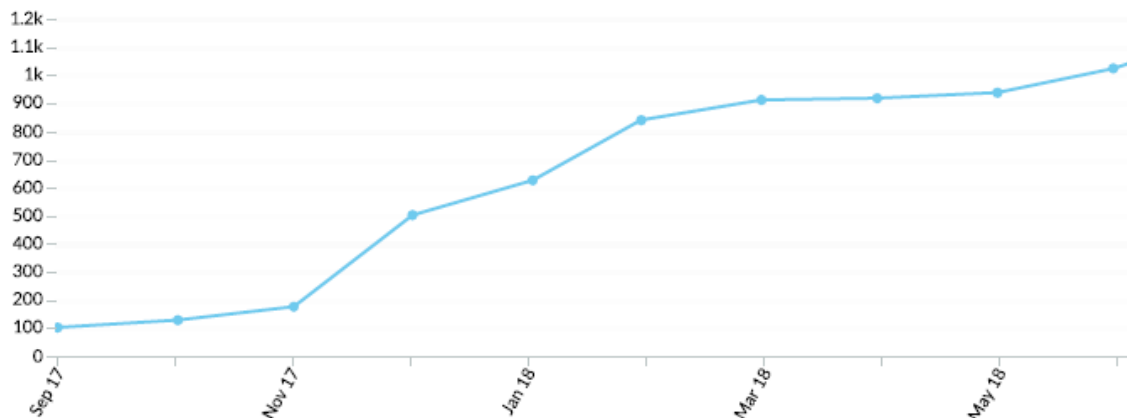


Figure 13 – Evolution of Linking of the brand 1 website from September 2017 to July 2018

This was the brands where were first tested cross linking so the result start in November 2017.

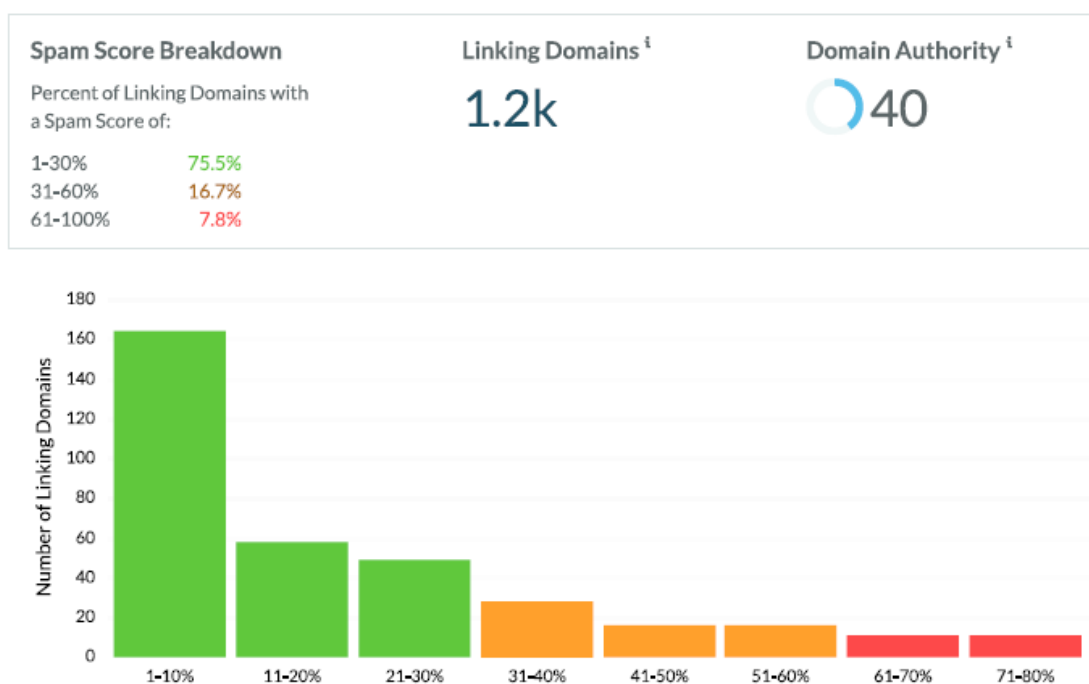


Figure 14 – Linking Domains Spam Score of the brand 1 website in July 2018

One important factor in link building is to have the smallest, or even any, in domains with high spam score. Most of the domains linking to Brand 1 have very low score. There are still remains of the black hat tactics that why there are a relevant percentage of linking websites with high spam score.

## **Brand 2**

Brand 2 designs and manufactures exclusive artisanal lamps since 2012. Its production is one of the few in Europe that still combines glass and metal work through traditional craftsmanship techniques. The domain was created in August 2012. The brand describes itself as creating inspired thematic pieces with in all pieces with the finest materials and artisans.

### ***Before***

As the previous website this suffered from the absence of marketing action on the content. The content was confused and with the same mistake as the Brand 1 website. The total control by the developers and lack of communication between the two areas gave way to a massive number of errors. This website was, of all in this project, the second worst in SEO mistakes. From wrong page names to duplicated content in abundance, it had very serious mistakes on the smallest and simpler areas. The texts in the pages have many grammar errors and even the wrong product name. There were no cross linking in the product pages, the images were all uncompressed and the site was very slow in loading because of that and poor page structure.

The DA was 20. The spam score was 2%.

### ***After***

As brand one, all on-page SEO was reviewed but here the major part of the website texts were rewritten. All the images were compressed, renamed and identified properly, the page structure was also altered for better and faster loading. There were also some aesthetic details like font alteration, some slow loading elements removed, and small changes that left the site more pleasant to visit. The page load was also improved.

The DA is now of 44 growing 24 points. The spam score is 1%.

The evolution of the DA results, PA results and linking domains results can be seen in the images below. There it can be seen the growth in each month during the project tactics implementation.

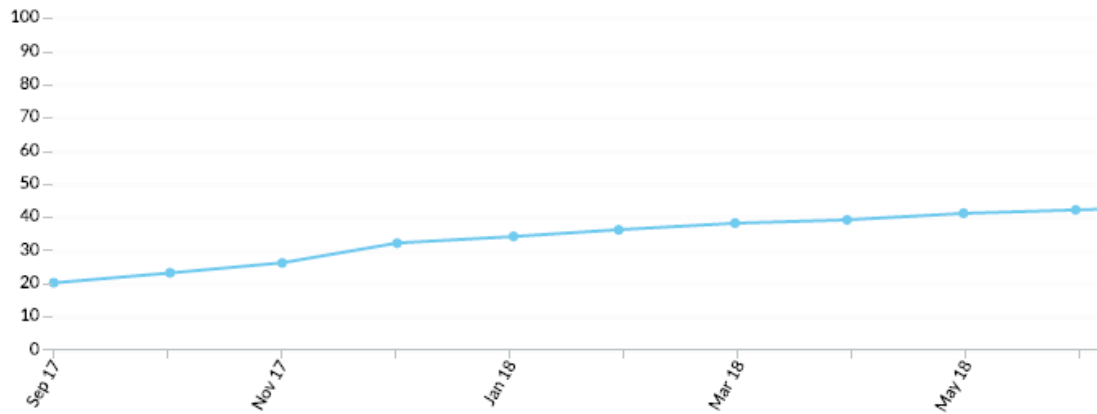


Figure 15 – Evolution of DA of the brand 2 website from September 2017 to July 2018

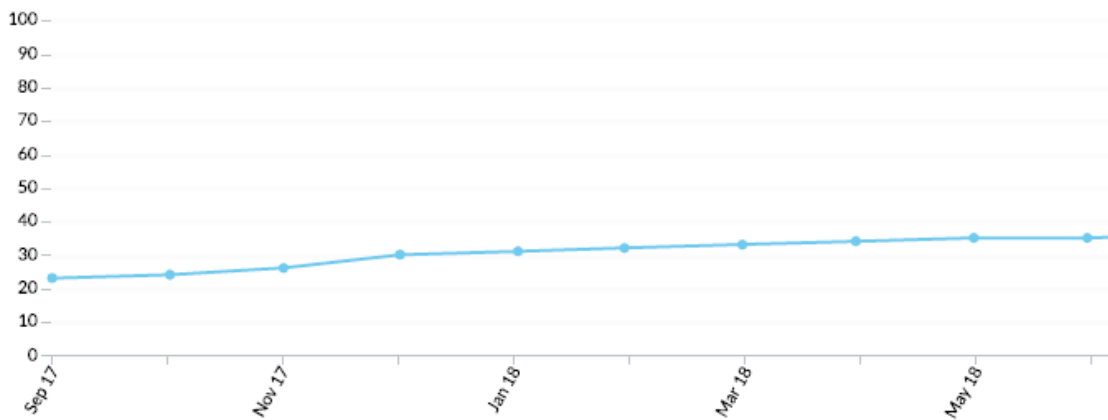


Figure 16 – Evolution of PA of the brand 2 website from September 2017 to July 2018

This brands started cross linking with the other brands in the beginning of 2018 but it start receiving the effects of the test on brand 1 as it can be seen on the great rise in November 2017 and again in January 2018 when the actions in this brand started taking place.

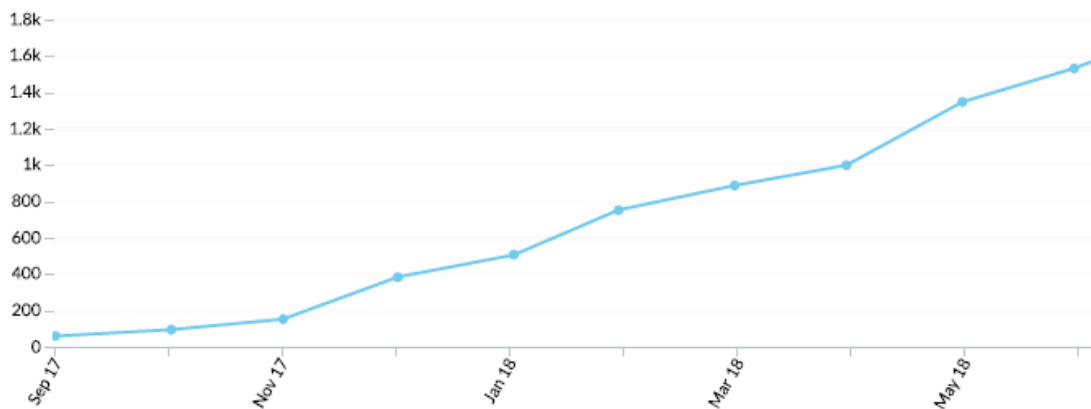


Figure 17 – Evolution of Linking of the brand 2 website from September 2017 to July 2018

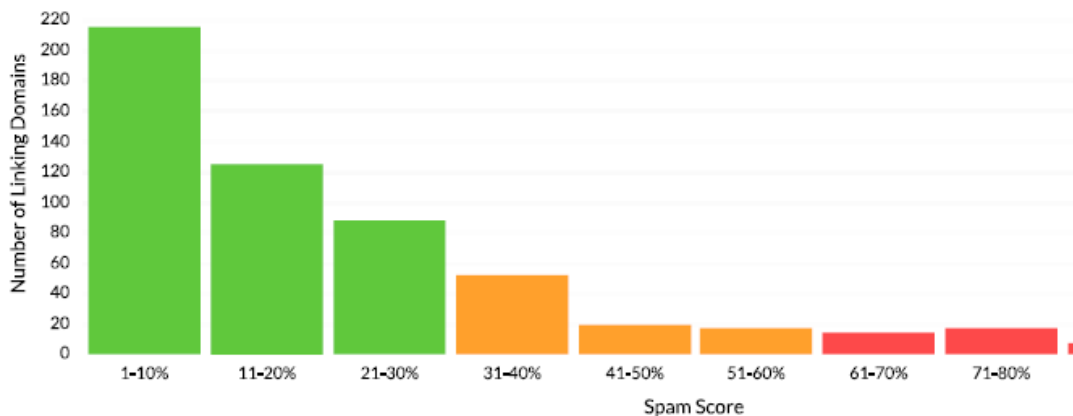


Figure 18 – Linking Domains Spam Score of the brand 2 website in July 2018

Like said on previous brand 1, link building is to have the smallest, or even any, in domains with high spam score. Most of the domains linking to Brand 2 have very low score. There are still remains of the black hat tactics that why there are a relevant percentage of linking websites with high spam score.

### Brand 3

This brand that deals only upholstery products was created in 2014. It describes itself as inspired in mid-century lifestyle, all about sage and sophisticated details that brings the chaotic yet fabulous cosmopolitan world.

#### *Before*

This website was the most visited in the company. It held an out of date look and before, and until, the beginning of the project the website suffered some small theme modifications.

The page names were incongruent or incomplete. The pages description was inexistent in most of the page and in the ones that existed it was not the most adequate or within the description parameters. The focus keywords were not properly selected in almost all of the website pages. The text in the pages was very poor as well as the images that were not compressed enough with little or any description or alt. The page speed was very low and it

didn't had a structured sitemap. The existing sitemap referred pages that were not public and deleted content.

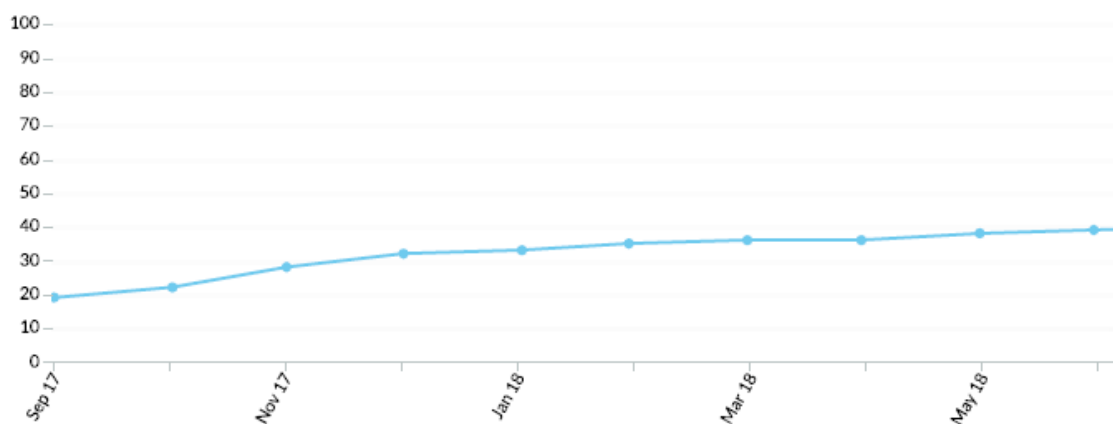
The DA was 22 and the spam score 2%.

### ***After***

The product page was restructured so the load is faster and the structure is more readable. All the product images were uploaded correctly with adequate name, alt and compression. The on-page SEO was reviewed on all of the pages. The page load was also improved as well as the page name, description and focus keyword. The Json Markup was also added. There were redirects created so that there aren't any broken links. As it can be seen in the reports bellow all the values grew.

The DA is now 40 and the spam score is 1%.

The evolution of the DA results, PA results and linking domains results can be seen in the images below. There it can be seen the growth in each month during the project tactics implementation.



*Figure 19 – Evolution of DA of the brand 3 website from September 2017 to July 2018*

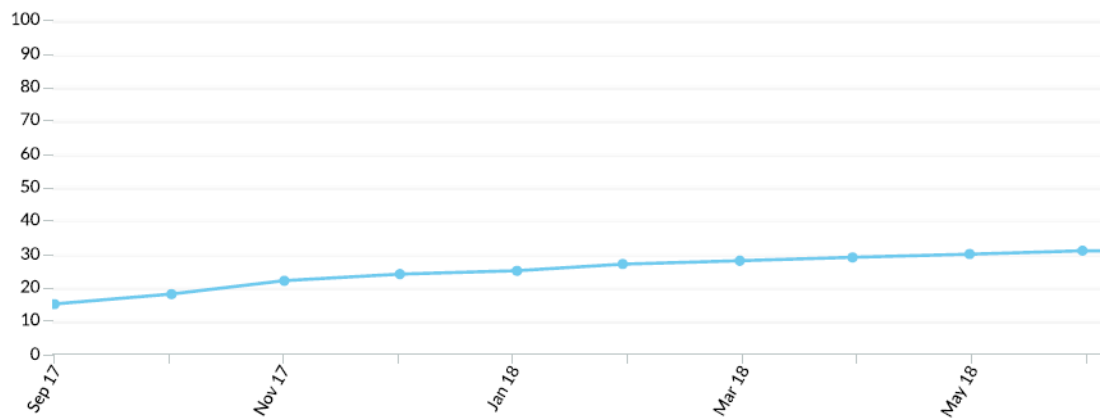


Figure 20 – Evolution of PA of the brand 3 website from September 2017 to July 2018

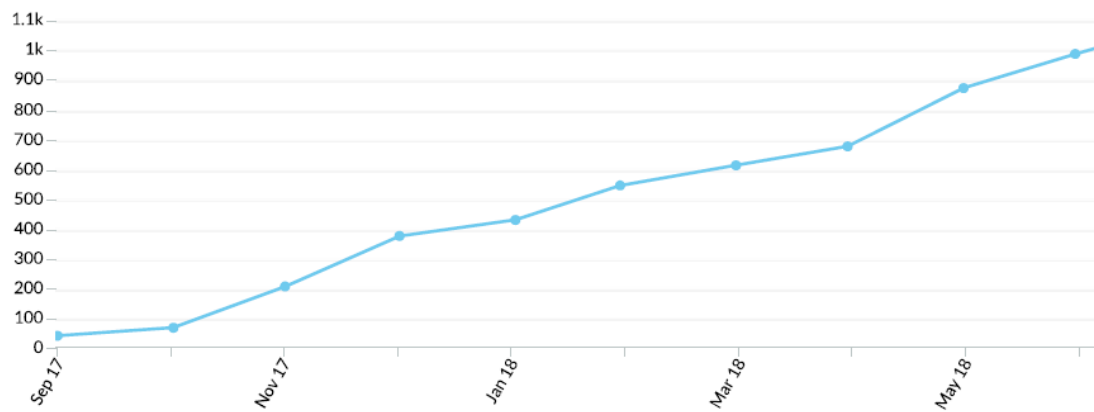


Figure 21 – Evolution of Linking of the brand 3 website from September 2017 to July 2018

Like brand 2 this site had the effects of website one cross linking and also brand 2 cross linking in January of this year. The cross linking of this brands only started on March but it grew on the effects of the others.

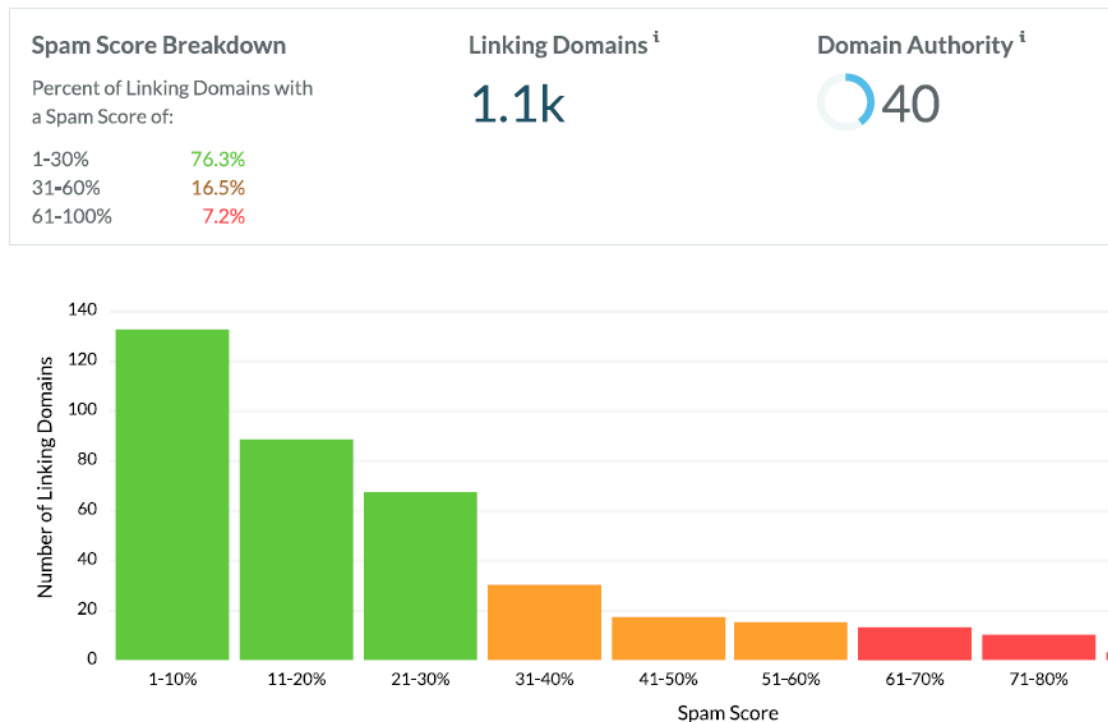


Figure 22 – Linking Domains Spam Score of the brand 3 website in July 2018

The linking websites had in their vast majority very low spam score – like the company brands that all rate in 1%. There are still remains of the black hat tactics that why there are a reasonable percentage of linking websites with high spam score.

## Brand 4

This brands was launched in January 2017 and it was the youngest brand in the beginning of this project. It describes itself as inspired in mid-century lifestyle, all about sage and sophisticated details that brings the chaotic yet fabulous cosmopolitan world.

### *Before*

This website was the least visited in the company. The brand name was written in a wrong way throughout the site. The page names were incongruent or incomplete. The pages description was inexistent in almost all of the page and in the ones that existed it was not the most adequate. The focus keywords were not properly selected or didn't exist in almost all of the website pages. The images that were not compressed enough with little or any description or alt. The page speed was very low and it didn't had a structured sitemap. The existing sitemap referred pages that were not public.

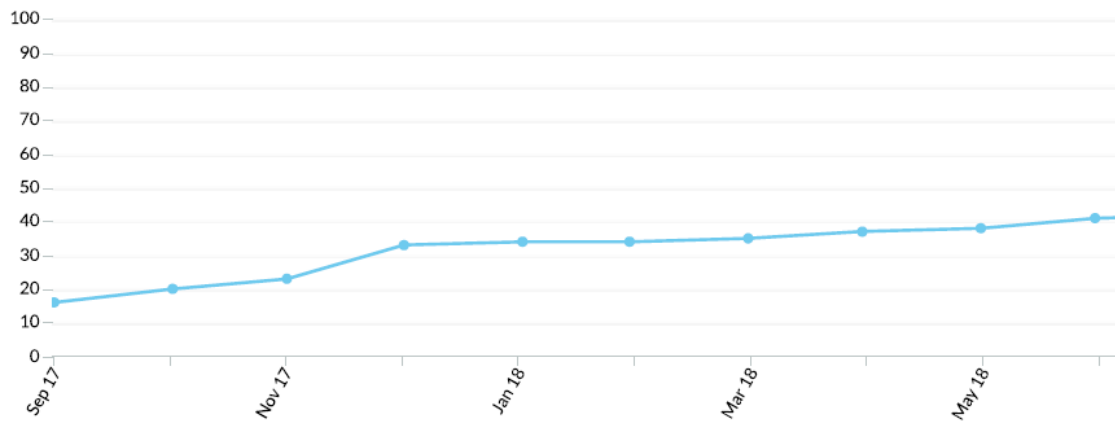
The DA was 14 and the spam score 2%.

### ***After***

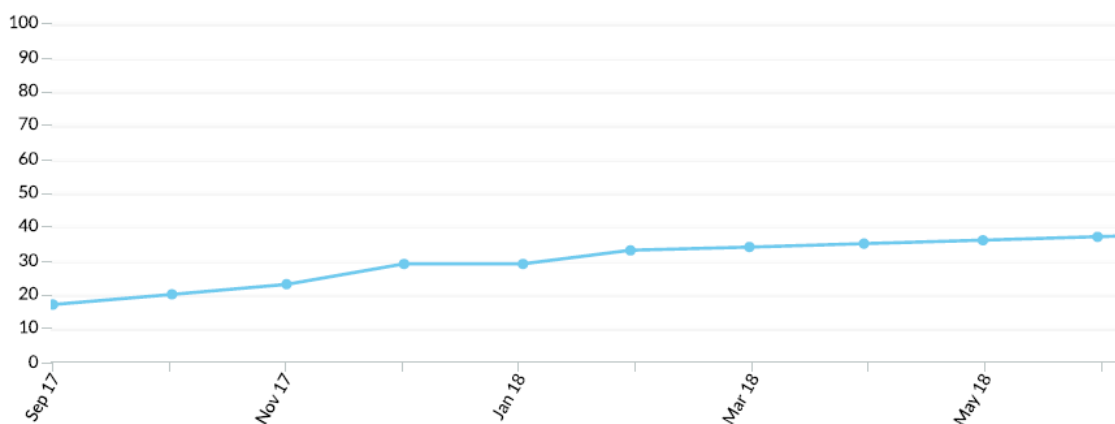
All the product images were uploaded correctly with adequate name, alt and compression. The on-page SEO was reviewed on all of the pages. The Json Markup was also added. There were redirects created so that there aren't any broken links. This website was the one with the biggest growth. The keyword of the furniture type that didn't exist before in meta description, or almost anywhere except the about text were added and is the style most sought in interior design so the keyword value in this site is higher than the others.

The DA was 42 and the spam score 1%.

The evolution of the DA results, PA results and linking domains results can be seen in the images below. There it can be seen the growth in each month during the project tactics implementation.



*Figure 23 – Evolution of DA of the brand 4 website from September 2017 to July 2018*



*Figure 24 – Evolution of PA of the brand 4 website from September 2017 to July 2018*

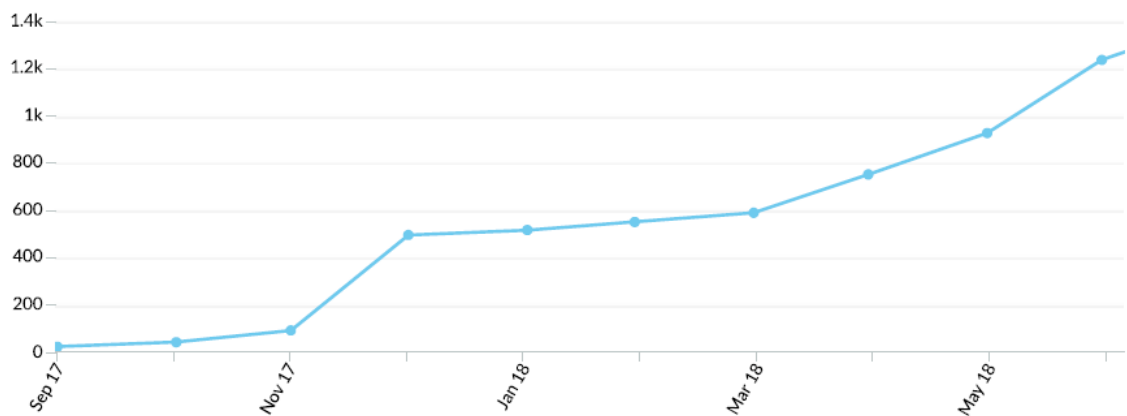


Figure 25 – Evolution of Linking of the brand 4 website from September 2017 to July 2018

It grew in the back of all the changes in the other brands cross linking because this was the last one that suffered the improvements and it received much faster than the others because of the more reduced site content. It was added to new market places.

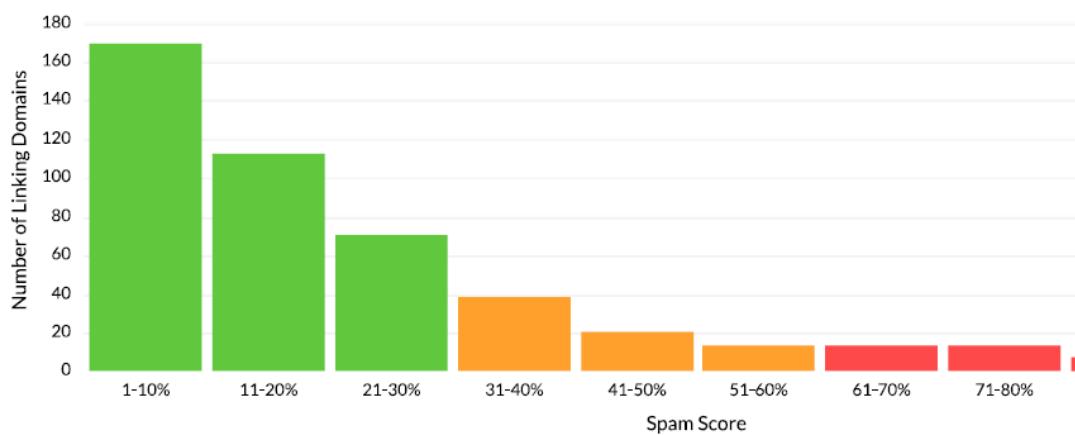


Figure 26 – Linking Domains Spam Score of the brand 4 website in July 2018

Like the previous the linking websites had in their vast majority very low spam score – like the company brands that all rate in 1%. There are still remains of the black hat tactics that why there are a reasonable percentage of linking websites with high spam score.

## **Brand 5**

This brand aspires to become a reference in the international handmade furniture production, guaranteeing the excellence that distinguishes the brand, with a long-term environment concern.

This is a new website that was launched in the middle of March so all the work had to be done from scratch but at the same time allowed a coherent development.

Here the main objectives were:

- Creating more and wider internal links
- Improving keywords in the product pages
- Adding Json head information
- Creating more cross-website links
- Creating Google Business profiles
- Creations of cornerstone content so that the site map and browser crawling create the structure that we desired
- Coherent descriptions and meta descriptions
- Products with 100 + words and pages with 300 + words
- Images optimized for web with coherent file name, alt, title in the context they were used
- Fast loading website

### ***Results***

Because it was a new website it was all created from scratch and correctly but being a new domain it also difficult because of the age trust that exists. This also had the challenge of being a niche brand. Nevertheless it grew faster than brand 4 in the first 6 months.

The evolution of the DA results, PA results and linking domains results can be seen in the images below. There it can be seen the growth in each month during the project tactics implementation.

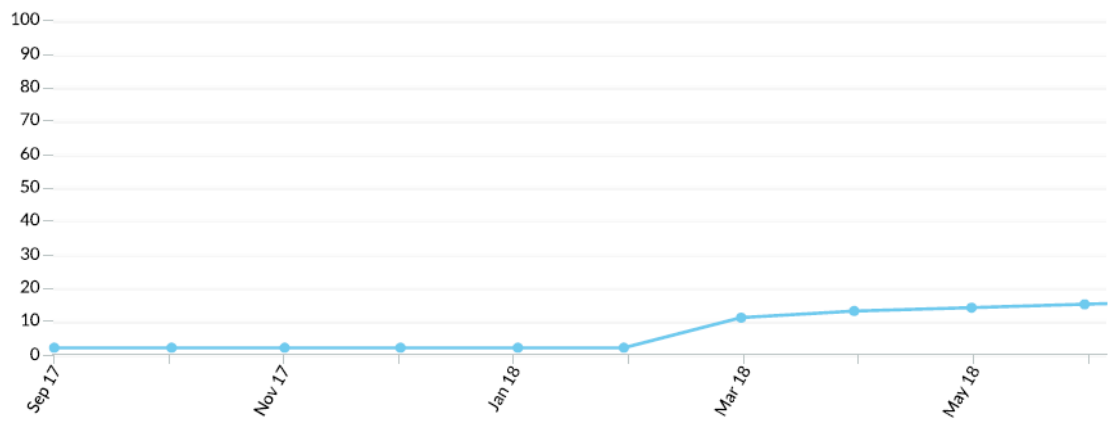


Figure 27 – Evolution of DA of the brand 5 website from September 2017 to July 2018

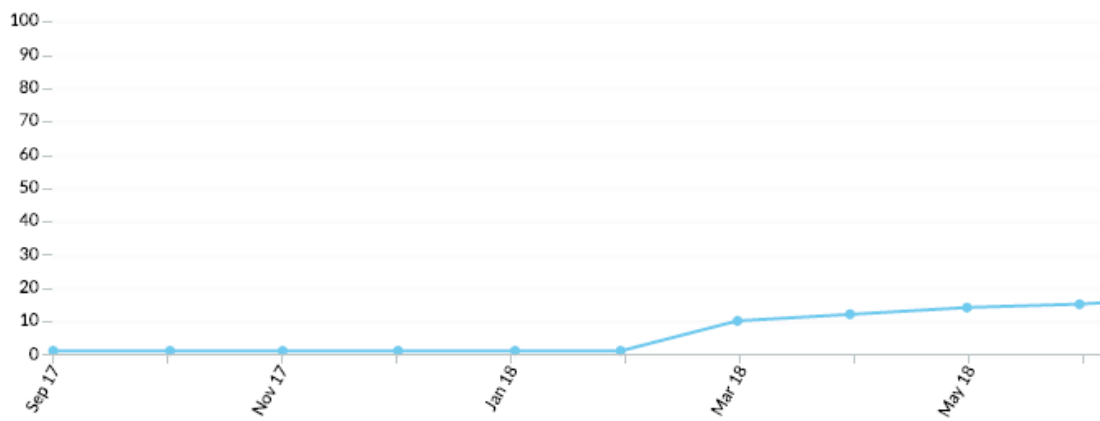


Figure 28 – Evolution of PA of the brand 5 website from September 2017 to July 2018

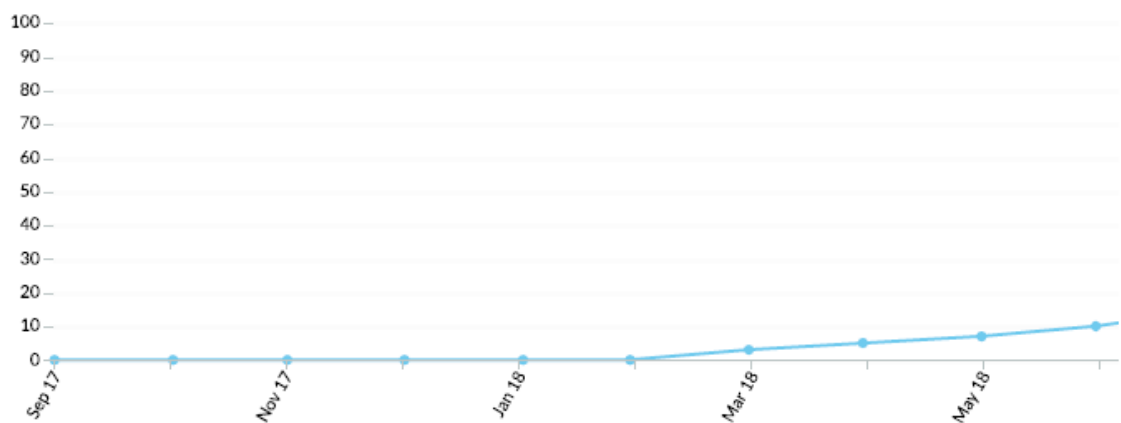


Figure 29 – Evolution of Linking of the brand 5 website from September 2017 to July 2018

As it can be seen in the figure above the linking has a positive growth and started before the brand launch so that it could be created a 'buzz'. With the addition of this brand to more marketplaces the growth will increase considerably making a good base for the future.

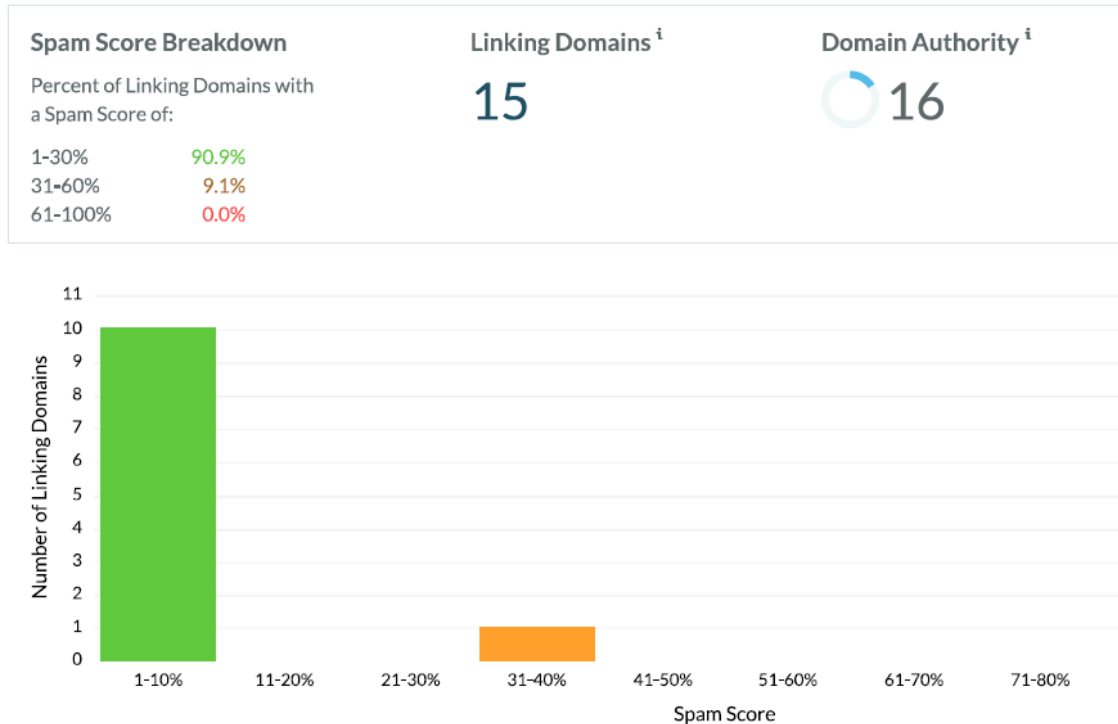


Figure 30 – Linking Domains Spam Score of the brand 5 website in July 2018

This website doesn't suffer from black hat tactics so it doesn't link to websites with scores above 61%. Still there is a 31%+ site that is linked because of a marketplace that had bad marketing practices but it's improving, so, in the near future it's going to evolve to the stage below and there will only be green linking domains.

## Brand 6

This is a new website that was launched in the middle of March, 5 days after brand 5, so all the work also had to be done from scratch but at the same time allowed a coherent development.

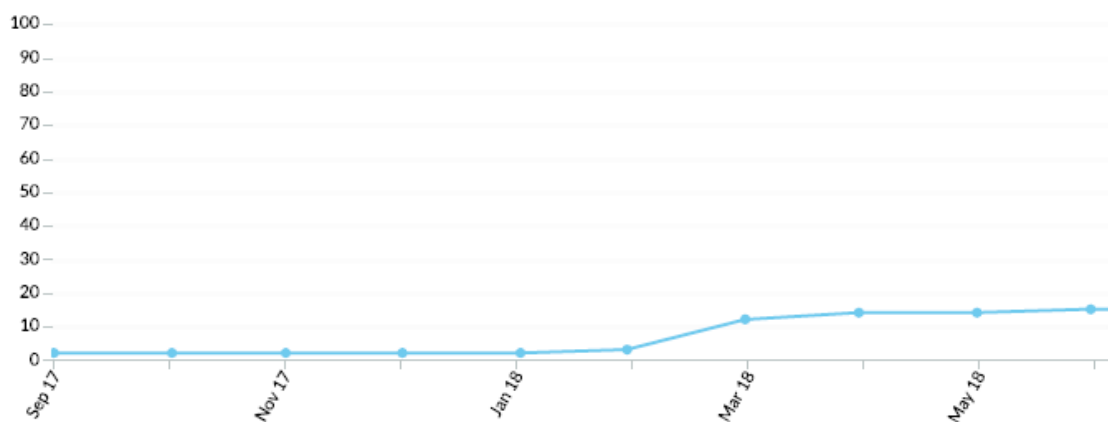
Here the main objectives were also:

- Creating more and wider internal links
- Improving keywords in the product pages
- Adding Json head information

- Creating more cross-website links
- Creating Google Business profiles
- Creations of cornerstone content so that the site map and browser crawling create the structure that we desired
- Coherent descriptions and meta descriptions
- Products with 100 + words and pages with 300 + words
- Images optimized for web with coherent file name, alt, title in the context they were used
- Fast loading website

Because of the nature of the products the pages had less text but all the other parameters in the site above were cared in the same way.

The evolution of the DA results, PA results and linking domains results can be seen in the images below. There it can be seen the growth in each month during the project tactics implementation.



*Figure 31 – Evolution of DA of the brand 6 website from September 2017 to July 2018*

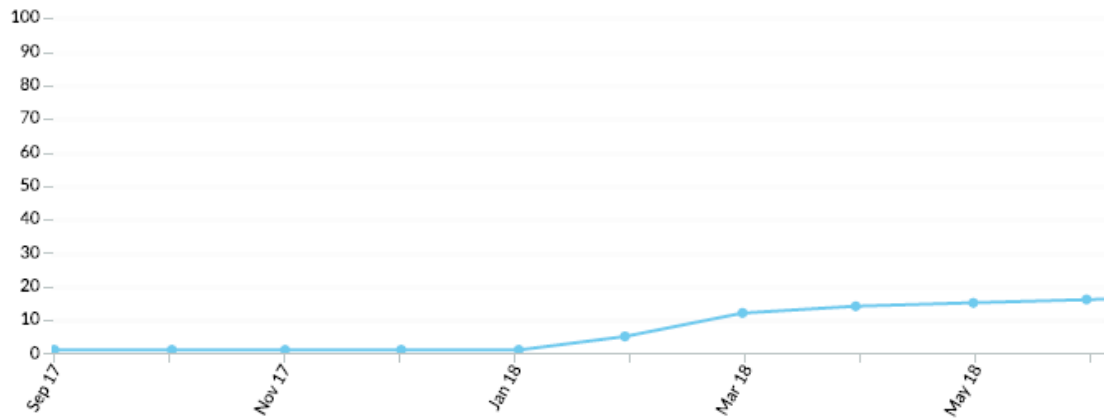


Figure 32 – Evolution of PA of the brand 6 website from September 2017 to July 2018

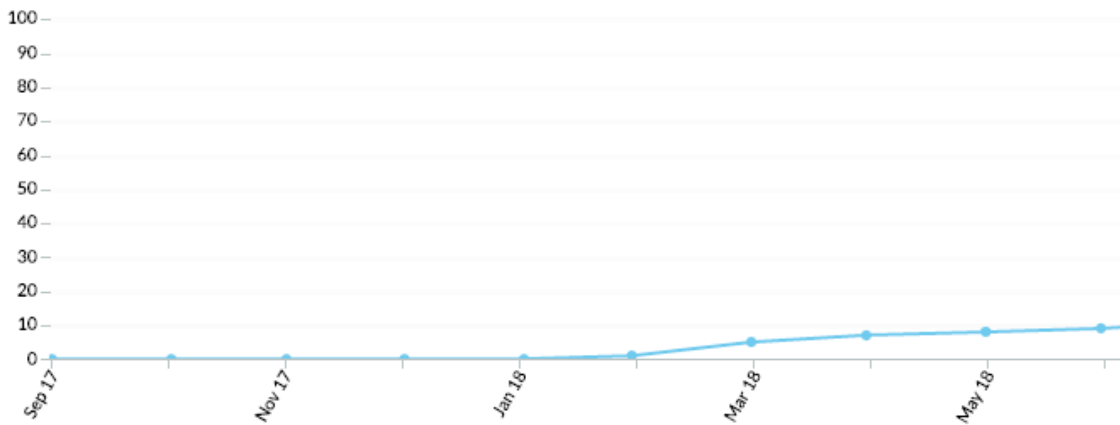


Figure 33 – Evolution of Linking of the brand 6 website from September 2017 to July 2018

In the beginning this domain had a bigger linking compared to brand 5 because of the more intense social sharing. In spite on this the domain remains in the same level has brand 5 (DA 16).

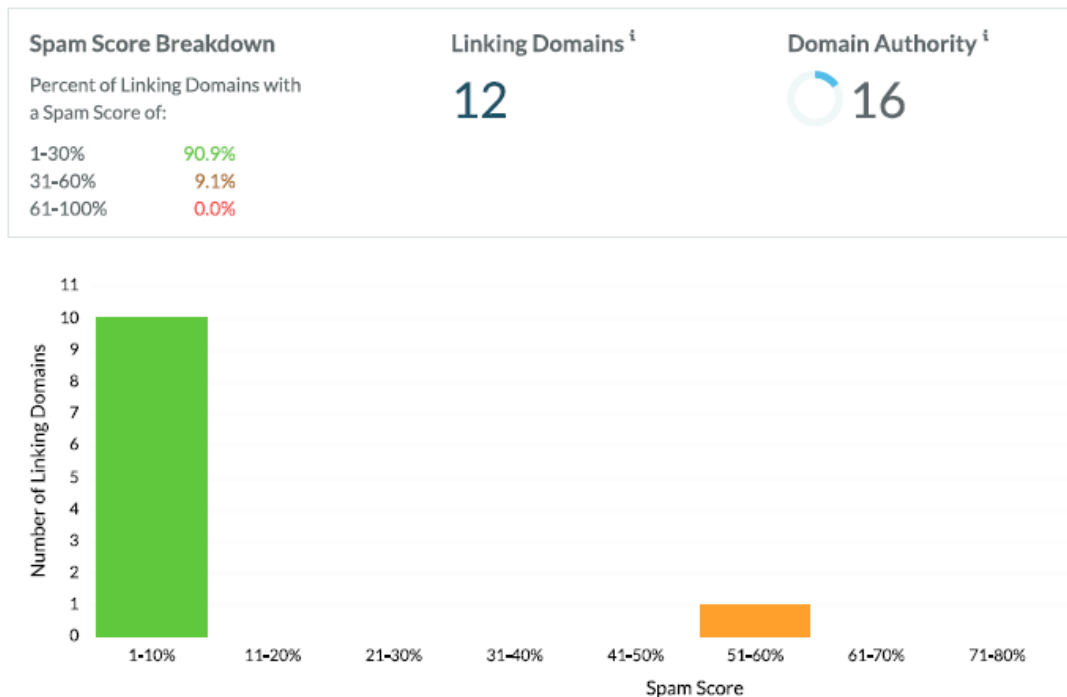


Figure 34 – Linking Domains Spam Score of the brand 6 website in July 2018

This website doesn't suffer from black hat tactics so it doesn't link to websites with scores above 61%. Still there is a 51%+ site (a blog) that we do not have any relations with that links to our website. We decided not to ask our link to be removed so we can test the effects of this point against brand 5.

### Cross-linking Actions

- In this action we created links between the brand websites in footers and banners.
- The newsletters also had partners linking
- In the 5 marketplaces that we are present the page was updated, new products added so that there are more external content linking to us
- There was also a new social post policy that improved the profile of each brand. This gave more notoriety to each one
- Brands Pinterest profile was restructured and gained more attention from the marketing team
- Press actions were also more intense through mailing

## Marketplaces

The brands are present in six main marketplaces. All of them have good DA level and most of them excel (over 60). That creates a base for good cross linking.

Web Page	DA	PA
<a href="https://www.houzz.com/">https://www.houzz.com/</a>	92	70
<a href="https://www.homify.com/">https://www.homify.com/</a>	69	45
<a href="https://mom.maison-objet.com/">https://mom.maison-objet.com/</a>	66	47
<a href="https://www.archiproducts.com/">https://www.archiproducts.com/</a>	65	47
<a href="https://archello.com/">https://archello.com/</a>	61	46
<a href="https://www.thelongeststay.com/">https://www.thelongeststay.com/</a>	54	41
<a href="https://www.eporta.com">https://www.eporta.com</a>	36	36

*Table 2 – Main Marketplaces*

## Google Business

It was created a profile for each brand and added images in all areas. There were weekly post associated with each profile for the first three months. With that on the right side of the screen in place of a white area there is information of the company/brand.

Google Business is mostly used for local business but it also adds Google trust in your company and data because of the verification process in itself. The process proves that an existing company with verifiable headquarters. We use it so the searches have more data about the company/brands, to add images and promote products. All this links to the website creating another link in the domain with the maximum DA.

## Results Summary

	2017			2018					
	Nov	Dec	Jan	Fev	Mar	Apr	May	Jun	Jul
<b>Company website</b>	19	21	21	22	22	23	26	28	31
<b>Brand 1</b>	25	33	35	37	38	38	38	39	40
<b>Brand 2</b>	20	32	34	36	38	39	41	42	44
<b>Brand 3</b>	22	32	33	35	36	36	38	39	40
<b>Brand 4</b>	14	22	30	34	35	37	38	40	42
<b>Brand 5</b>	-	-	-	2	11	13	14	15	16
<b>Brand 6</b>	-	-	2	3	12	14	14	15	16

*Table 3 – DA evolution throughout the months of the project*

## Conclusion

As it can be seen in the table above the results were very good having significant growth in all the domains, even the younger ones.

Brand 1 had the growth it should have for a brand with a domain from 2012 and with the number on links that it had. A domain with proximally 6 years, a considerable number of links from press websites, blogs, marketplaces and others should have a DA of proximally, if the tactics used are white hat and everything is done with all the best current practices.

Brand 2, a little younger than Brand 1, surpassed the DA. That can be because it's a more generic product and because of it a number of variables increase like keyword ranking, organic search, press and blog links. Because the tactic implemented were the same these where the main differences that could originated the superior growth.

Brand 3, like brand 2, because it's more generic than brand 1 products and because of it a number of variables increase like keyword ranking, organic search, press and blog links. Like brand 2, these were the only differences. The improvement is even more important because the domain is even younger than brand 2 that has little difference in age.

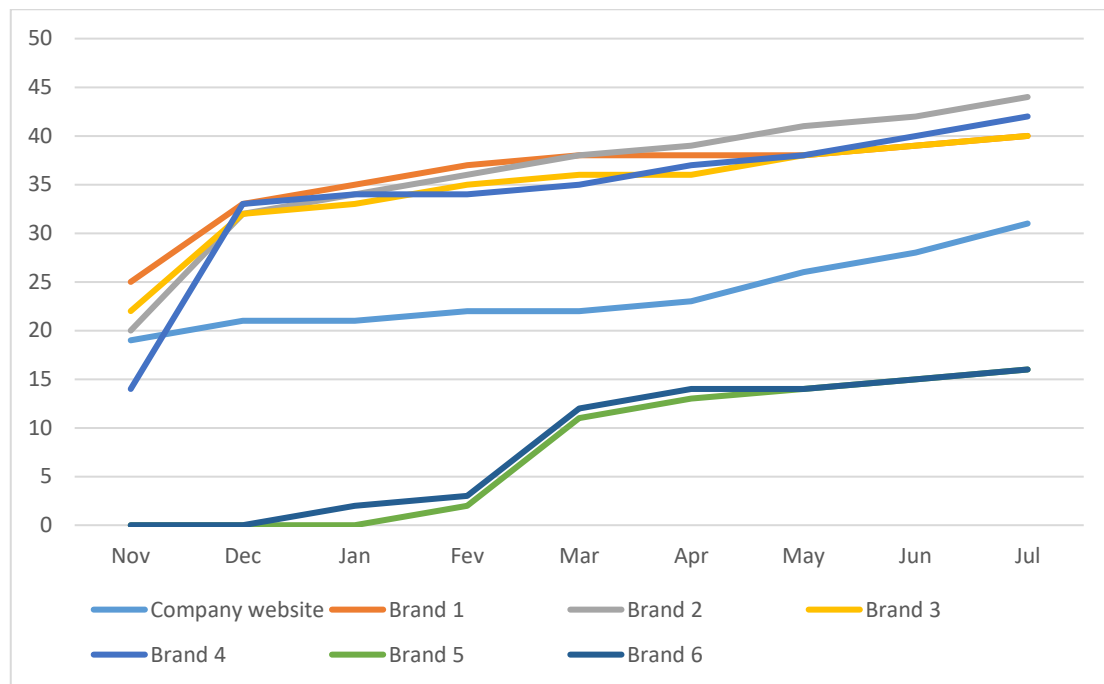
Brand 4 was the one with the most impressive growth that almost tripled the original value. This brand has the best keywords in the niche and the fact that the domain has only one year and a half didn't hurt the DA increase. The number of organic search, press and blog links is inferior when compared to brand 3 so, with this it can be deduced that the keyword value has a very important part in this growth. This brand also proves that the age of the domain doesn't have a key influence in this growth.

Brand 5 and 6 started very well and in six months are already a DA superior than brand 4 when the project started. Again the domain age factor didn't prove to be relevant but the niche keywords in each website, like brand 4.

Last but not least the company website that showed the more reduced growth of the seven analysed has only one page, almost no keywords, very few links, press and blog referral. It also lost the footer links of all the brand websites. All this missing factors influenced the growth of the DA proving the known variables can all influence this growth.

In the future I expect for brand 1, brand 2 and brand 3 to outgrow the others with new websites and new structure providing new descriptions that can, without a doubt, will have

more focused keyword. This can be a base for further study in the future. The company website can still serve as a control in this future investigation.



*Graphic 1 – DA evolution throughout the months of the project*

## Implications for practice

This actions could easily be done by any marketers in Wordpress websites. The autonomy provided by this platform is very high because the great number of this actions can be done by plugins installation. This actions doesn't require any technical skills, only the consultation of the plugin documentation and website. With this simple actions the marketing department can gain great rewards with simple and quick work.

## Implications for the academy

Because there is a very small number of detailed cases I think any info could help to point in a direction. The websites studied differed in many thing from keyword, links, organic search, domain age, social tactics, and so on. But because only one site of each type was studied the actions taken can't represent a rule. Further investigation is required but this can represent a base to develop further work.

## **Limitation**

This actions were implemented in a limited number of websites of a niche. In spite of all the changes, that are good practices in any area, the results could be different because of the content itself. The cross linking can also have different results depending of DA, context, location and link quantity and quality.

Because of the Google algorithm that in not completely known and in constant change the timing of the same actions could also give different results. SEO tactics can't create a 'good for everybody' tactic because there are too many variables.

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