

The Shocking State Of SEO In 2013

**The shocking decline of traditional SEO
and the rise of P&T Optimization (PTO)**

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How Google Lost in Russia

Google could not win in Russia, and was losing to Russian giant Yandex which unlike Google, did not rely on backlinks to rank websites.

Meanwhile Google was being hammered by spammers.

But Google's link algorithm was the crux of the company. The invention of Page Rank made Google the incredible giant it is today.

Google has been reluctant to let it's baby fall to the way side. It has kept links as a major focus in its algorithm for some time.

But times are changing...

In 2011 Google was inspired by Russian Search Engine to implement machine learning. You can learn more about it in my blog post from 2011...

<http://munchweb.com/google-machine-learning>

You see, links used to represent 'votes' by people, but today they represent a rigged election.

Links still work today, and are still important, and link building still has its place when done right.

But you can't ignore the direction things are going, and 2013 is now a very different and rapidly changing environment, and old SEO is dead.

Traditional SEOs can't get results like they used to. They are going out of business.

And businesses are now investing heavily in the new form of SEO...

P&T Optimization

Read on to learn where SEO is now, what P&T Optimization is, and 5 powerful tips you can use in 2013 and beyond to get more traffic.

What is T&P Optimization (PTO)

So Search and Inbound Marketing is still HUGE. But its being done in a different way.

Instead of focusing on optimizing for Google, successful businesses are CRUSHING it by focusing on two things...

- Going after TRAFFIC and not backlinks

- Optimizing their websites for People

Today link building is there to give Google a nudge in the right direction so it knows what to rank you for. But if you are not focusing on traffic building, and people optimization, then link building will be overall highly ineffective.

The link building purists still around are going after the really really really loooooong tails, while the new breed of T&C optimizers crush it for competitive keywords.

Evolve now or be left behind!

PTO Shortcuts..

Just like in SEO and link building there were certain things which got big results, like getting .edu links as an example.

PTO is the same, and there are a number of little things that bring huge results. There's more than I can cover in this report, but I have 5 solid tips for you at the end that you can act on today.

And I intend to connect you with the PTO tricks throughout the year that will bring you big results.

PTO Software...

Before we get to that, let's look back at software...

In 2011 link building tools like SENuke were HUGE and very effective, but now they are becoming increasingly less effective.

But there are now tools out there that focus on traffic and people. This little paradigm shift in the aim of the software, and how it is used makes all the difference.

Instead of spamming social bookmarks, you build social signals and author rank which builds social proof and real connections with people.

Instead of spamming article directories, you create a distribution lists for infographics.

Hopefully you can see the paradigm shift.

Links are still involved, but links that bring traffic should be the focus, and to get traffic, you need to optimize for people.

This is what PTO is all about.

So let's look at the current situation in 2013...

The State Of SEO In 2013...

A Survey Of 6,491 Internet Marketers...

As web entrepreneurs become more jaded with the ongoing 'Battle Against Google', many are starting to reject SEO as their primary source of online traffic.

They've started to favor instead, Social Traffic from sites like Facebook, Twitter and Pinterest... as well as becoming more and more involved with Paid Traffic.

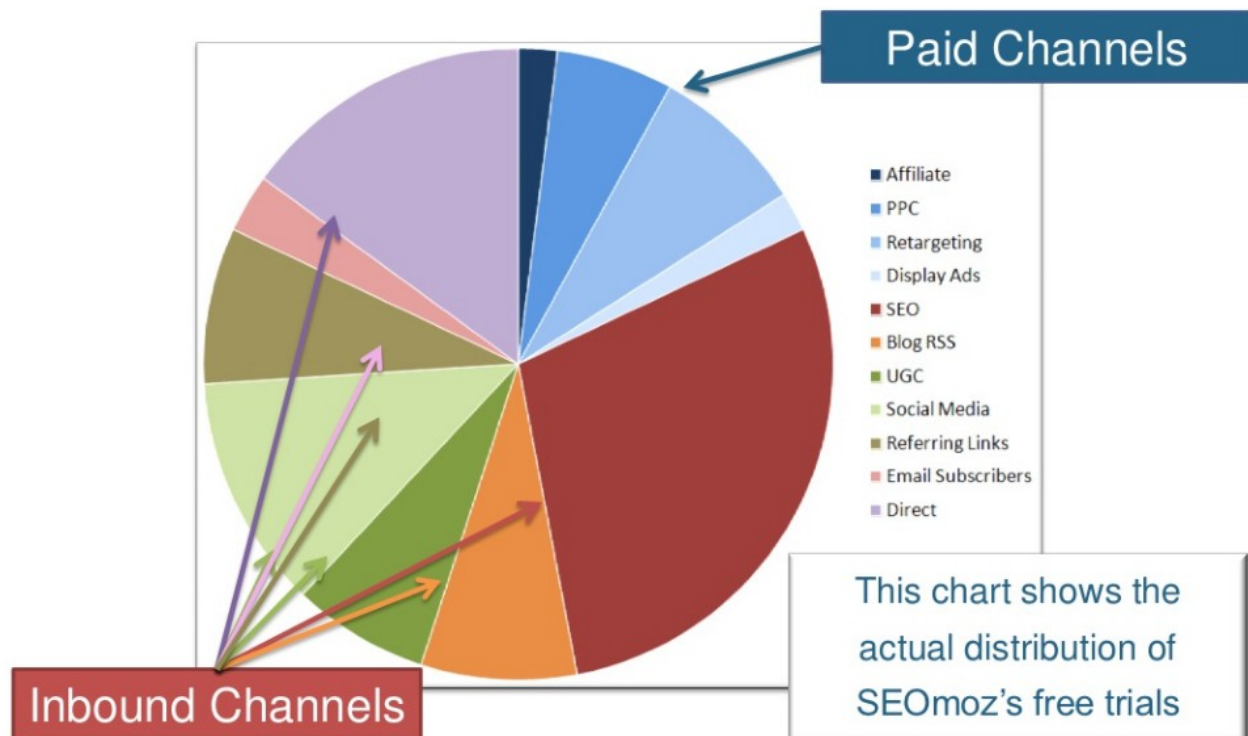
But while it would be understandable to think SEO may be on the decline within our industry, a 2012 survey of 6,491 Internet Marketers conducted by SEOMoz and analyzed alongside HubSpot tells *a very different story*...

SEO is shifting to PTO...

We're going to cover a lot in this report, so make yourself a drink, relax and take it one page at a time... absorb the information gradually and let it all sink in!

SEO v Paid Traffic...

Industry leader 'SEOMoz' states that it receives around **75% of it's traffic** from Free, Inbound Channels, and less than 25% from Paid Channels...



<http://www.hubspot.com/>

Examples Of Inbound Traffic Channels:

- SEO
- Blog RSS
- User-Generated Content
- Social Media
- Referring Links
- Email Subscribers
- Direct Traffic

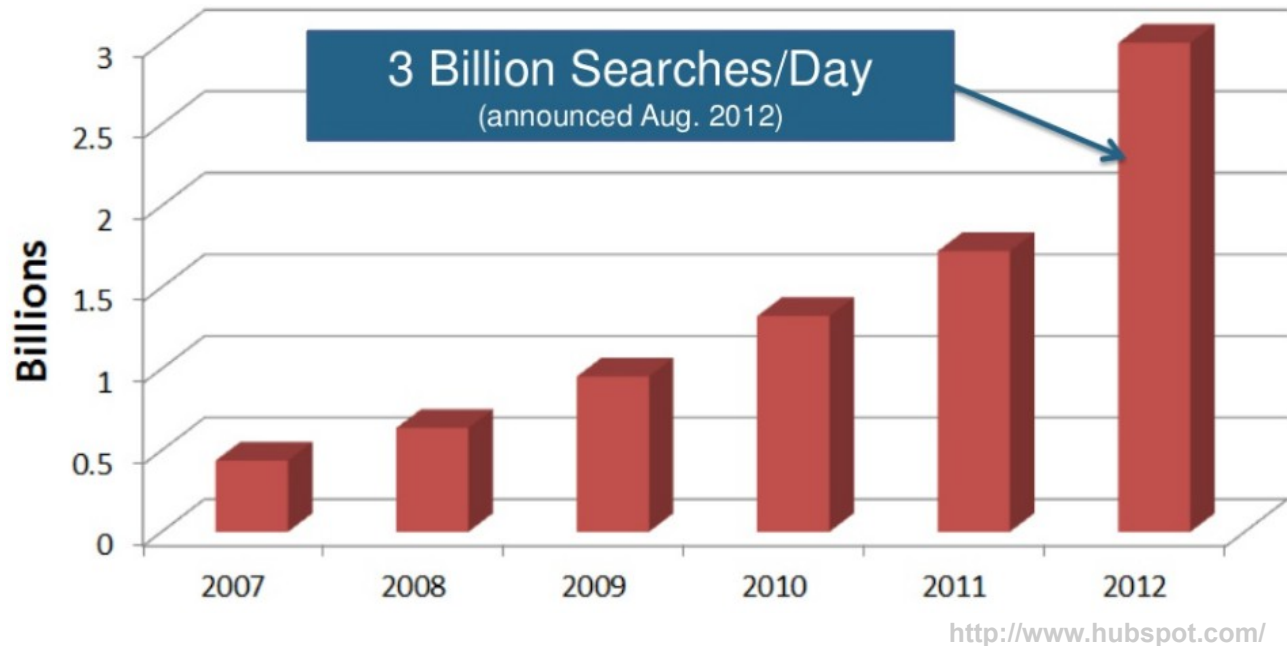
Examples Of Paid Traffic Channels:

- Affiliate Traffic
- Pay-Per-Click
- Re-Targeting Ads
- Display Ads

The primary reason for this disproportion is the fact users don't click on ads so much anymore... They're clicking on content!

Even in the SERPs, 75% of all clicks go to organic search results and NOT paid ads.

Number of Searches/Day on Google



Google now receives 3 Billion searches every single day, which is up from just over 1.5 Billion in 2011.

It's also important not to lose sight of the inherent *value* of inbound traffic... and the importance of ATTENTION.

With Paid Traffic – You don't 'BUY' attention, *you rent attention*. If you stop paying, you stop getting attention, and you stop receiving that value. It's gone.

With SEO Traffic – The more effort you put in, the more **attention** and **value** your online assets accrue, and that simply cannot be taken away from you.

The path to Google success is now a cohesive, synergistic effort, and cannot be bought with PPC, since PPC clicks do not factor into rankings... only the organic clicks do.

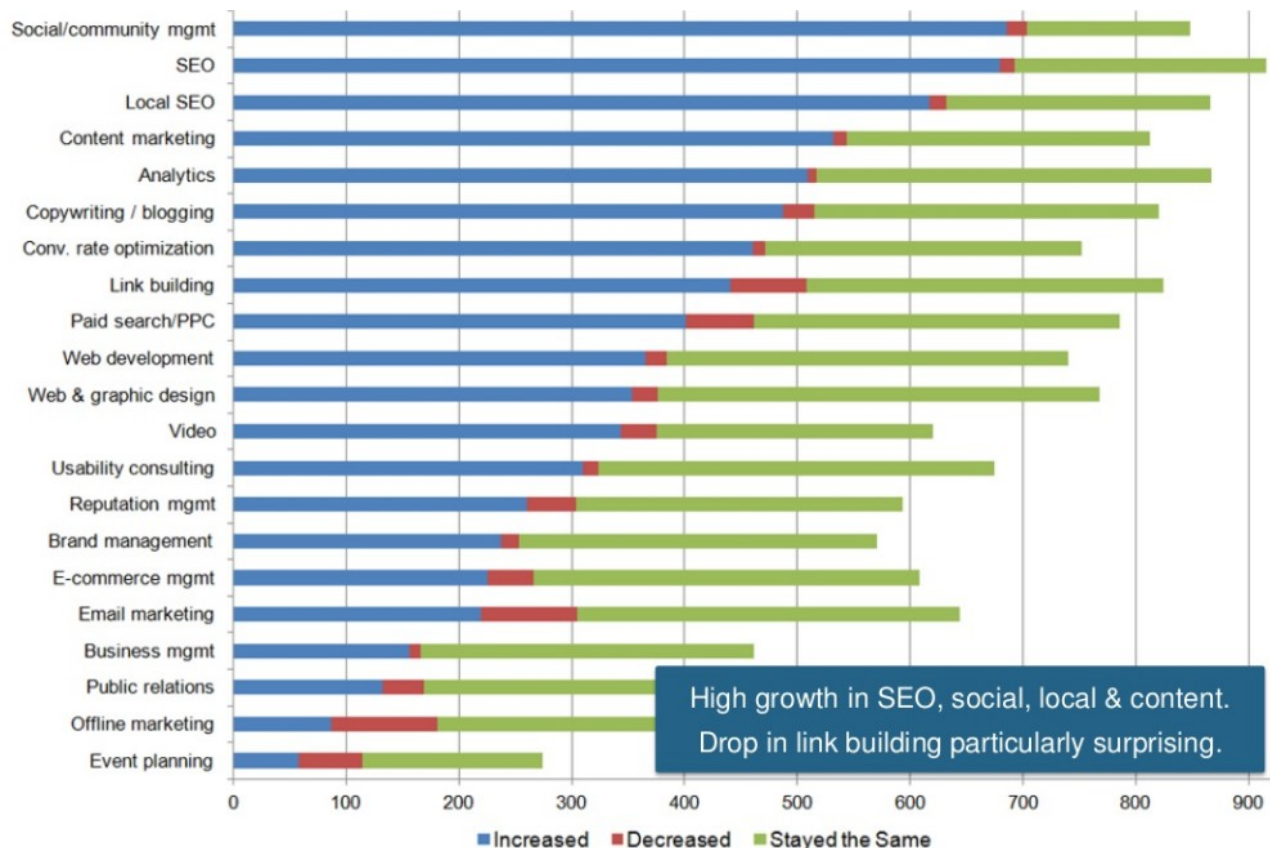
Today, producing great content gets more Likes, Shares, Tweets etc. and this drives up the rankings, which brings in more traffic, to compound the effect even further...

To utilize paid traffic and enjoy the benefits of long-standing high rankings, you can use paid traffic to drive users into a funnel, where they will be exposed to your 'share-worthy' content.

SEO: Fast Facts

SEO Consultancy Demands...

- Social Community Management is the single most demanded SEO consultancy service by far...
- On Page Optimization, Local SEO and Content Marketing are also in very high demand...
- Link Building Consultancy Services, however, have dropped in demand substantially...
- The direction is seeing more money being spent on PTO.



<http://www.hubspot.com/>

How SEO is Changing...

- 75% of the Internet Marketers surveyed are tracking site speed and load times...
- 80% approx. have built a Facebook Page for their business...
- 65% approx. have a Google+ Profile for their business...
- 65%-70% of marketers surveyed analyze competitors content and links ...
- 60%+ focus on or invest heavily in Blogging...
- 30% are still recovering from the Panda Update...
- 30% won the Panda 'Battle'...

==> Google changes the algorithm 500-600 times per year...

==> We only know about a few

==> We can *actually name* even fewer...

Linking Activities...

- ~23% hired a firm for link building last year... (the old way)
- 11% bought links from a broker or network... (the old way)
- 18% bought links directly from other sites... (the old way)
- 40% are using video to go viral / attract links... (the PTO way)
- 30% are using Infographics to go viral / attract links... (the PTO way)

==> So called '*Crap Hat*' link building still occurs (*i.e. buying links instead of earning links*)...

==> People think they're only losing \$5 if they don't get results by hiring a link builder from Fiverr. In actual fact, that \$5 could be actively burning their sites to the ground from an SEO perspective...

==> Link building is being replaced by traffic building, a key focus of PTO.

Content...

- 70%+ are producing blog posts and social updates (*tweets, status etc.*)...
- ~70% are producing articles and guides...
- ~50% are are using press releases...
- 40% are creating images and videos...
- 22% are doing polls and surveys...

==> Videos are still said to be under-used for the purposes of content creation...

==> Poll and Survey Data are also under-used as they provide great insight and focus...

==> Video and Infographics are mostly untapped opportunities since they have a high '*perceived*' difficulty to create, so most people avoid them and stick to the '*easy*' stuff...

Branded SEO v Old School SEO...

It's no secret the SEO landscape has changed, and effective SEO Methods in 2013 look vastly different to what was '*standard practice*' as recently as 2010...

Brand Signals for SEO**Old School "SEO"**

Employs Real People

No "Employees"

Earns Mentions in Media

Press Release Blasts

Detailed Contact Info

Form-Field Only

Registered w/ Official Bodies

In "SEO Friendly Directories"

Link Growth Follows Social Signals

Links Grow in spurts

Content is Slow, Steady & Authentic

"Content" is Auto-Generated

<http://www.hubspot.com/>

Positive Branding For PTO...

Traditional SEO is being replaced with a focus on branding. Branding is all about people and an integral part of PTO.

- **Real Employees** – Having employees who link to your the business via their LinkedIn Accounts and identify you as their employer...
- **Earned Media Mentions** – Getting natural mentions in articles from recognized media outlets (e.g. *The BBC*), national newspapers (e.g. *The Guardian Online*) and major online news sites (e.g. *Huffington Post*) because your activities are newsworthy...
- **Detailed Contact Info** – Having a registered physical business address and operational telephone number on top of your standard customer support email address...
- **Registered With Official Bodies** – Having your business registered with organizations such as the Better Business Bureau (BBB) or Companies House...
- **Link Growth Follows Social Signals** – As your brand becomes more popular, you should receive more links, as more people talk about you and it is natural for the two to go virtually hand in hand.
- **Slow And Steady Authentic Content** – Content is published with a certain editorial integrity, completely authentic, original and unique to the business.

Domain diversity is also shrinking...

Today, the front page results can be taken up entirely by a single domain!

So you need to be sure you have the best brand, and strive to be the market leader.

The Rise Of LinkedIn...

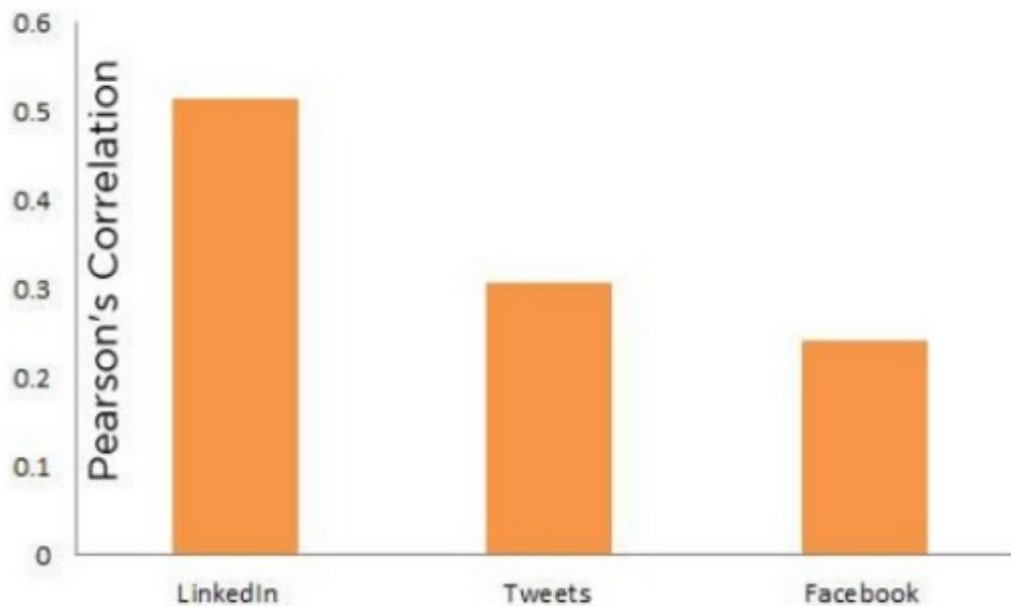
LinkedIn has now begun to correlate to more social shares and natural links...

Even more so than Tweets...

And Tweets, even more so now than Facebook!

Take a look on the next page...

Correlation Between Social Shares and Links



By DanZarella of HubSpot

The shift is representative of Google's focus on promoting real, legitimate businesses in its SERPs instead of the one-off affiliate marketer.

To get more links from LinkedIn, it's important to make connections with other businesses and entrepreneurs, as well as having a live workforce behind you.

Google's Seven Critical Ranking Signals

With the recent addition of Knowledge Graph and Author Rank, it makes SEVEN critical ranking signals Google now takes into account, when it looks at any website to decide on how high it should place in the SERPs.

Covering each of these Ranking Signals in enough depth would be beyond the scope of this report, but if you want to discover more about them and **ensure you have all your PTO bases covered**, you'll find a detailed overview of each one in [Signal Pigeon](#).

Taking Traffic Back From Google...

Google+ and '*Rel=author*' is becoming more popular for rich snippets, and being seen more often in search results.

This shows that Google+ is becoming increasingly more powerful for higher positioning in the SERPs, and establishes Author Rank as a dominant ranking factor.

But while this sounds like it will have a positive impact on our ranking efforts, almost '*leveling the playing field*' in many cases...

... **Google has also found a way to stop sending traffic to websites, while still providing its users a positive user experience, with its 'Instant Answers' feature!**

January 8, 2004

The Apprentice, First episode

← **GOOGLE GOES FIRST!!**

[The Apprentice \(U.S. season 1\) - Wikipedia, the free encyclopedia](http://en.wikipedia.org/wiki/The_Apprentice_(U.S._season_1))
en.wikipedia.org/wiki/The_Apprentice_(U.S._season_1)

The **Apprentice** 1 is the **first** season of **The Apprentice**, which aired on NBC in the ...
The final **episode** of the season was seen by an estimated 28.05 million ...
Summary - The candidates - Weekly results - Weekly summary

[BBC One - The Apprentice, Series 5, Episode 1](http://www.bbc.co.uk/programmes/b00jj4zj)

www.bbc.co.uk/programmes/b00jj4zj

See all previous **episodes** from **The Apprentice** ... a mess of cleaning a car. All the best of **Episode** 1, from task set-up to final taxi ride - including exclusives.

[BBC One - The Apprentice, Series 8, Blank Canvas](http://www.bbc.co.uk/programmes/p00pj01r)

www.bbc.co.uk/programmes/p00pj01r

In the **first** task, the boys compete against the girls. ... **First** stop is a warehouse full of blank products, where the teams can ... You are at the **first episode** ...

[The Apprentice 2012, episode one, as it happened - Telegraph](http://www.telegraph.co.uk/Culture/TVandRadio/TheApprentice)

www.telegraph.co.uk/Culture/TVandRadio/TheApprentice

21 Mar 2012 - Live coverage of the **The Apprentice's** eighth series opener, as 16 new ... for tonight's **first episode** of **The Apprentice** - now on its eighth series ...

The Apprentice

U.S. TV series



The Apprentice is an American reality television show hosted by real estate magnate, businessman and television personality Donald Trump, created by English television producer Mark Burnett and broadcast on NBC. Wikipedia

First episode: January 8, 2004

Language: English

Program creator: Mark Burnett

Network: NBC

Genre: Reality television

Cast



Donald Trump



Ivanka Trump



Omarosa Manigault...



Erika Vetrini



Raj Bhakta

People also search for

For search terms like stock prices, unit conversions, celebrity biographical information, and a whole host of other easy-answer information, Google will provide the answer on the results page, instead of having the user click through to the most relevant site.

In order to avoid Google taking traffic from your site, you need to ensure that your content is substantial and thick enough, that it cannot be effectively summarized in a paragraph...

The Top 5 PTO Tips...

Tip #1 – Forget Search Engine Optimization!

Instead, focus on 'People & Traffic Optimization'. Make sure your content and site are completely accessible and usable to the human user.

Delight users by surprising them with 'outlier' content... different, spectacular, significant, unique, exceptional... infographics, video, even video transcripts.

Go so far as to pretend Google is now human. Ask yourself '*Does my content, my site provide a better experience, more value and make a person happier than the site sitting at Rank One?*'

Tip #2 – Speed Up!

Faster Sites Make People Happier!

It also allows Google to crawl more pages sooner and notice the changes you've made sooner, which translates your SEO efforts into measurable results... sooner!

And if you need more convincing...

Jon Colman, former Chief-SEO of outdoor clothing retailer 'REI', stated that their website received a traffic increase of over 25%, from just a 12% speed increase!

Want the inside scoop on how YOUR sites are performing right now? [Click Here!](#)

Tip #3 – Forget Rankings... Focus On Click-Throughs!

Another key ranking signal is the click-through rate on organic search results. If more people are clicking on your result over a higher ranked site, you'll eventually take their place.

Author Snippets can now be used to stand out and increase click-throughs.

Be sure to optimize your snippets to give the most direct and enticing information to encourage the click-through as well.

Which Would You Click?

[Rich snippets \(microdata, microformats, and RDFa ... - Google Help](#)

[support.google.com/webmasters/bin/answer.py?hl=en&answer...](#)

14 Aug 2012 – About **rich snippets** and structured data Introduction to **rich snippets** Snippets—the few lines of text that appear under every search result—are ...

[Microdata - People - Rich snippets not appearing](#)

[Rich Snippet Tool - Google](#)

[www.google.com](#) > ... > [Privacy & Terms](#) > [About Google](#)

... Music; People; Products; Products with many offers; Recipes; Reviews. **Google** HomeAdvertising ProgramsBusiness SolutionsPrivacy & TermsAbout **Google**

[Official Google Webmaster Central Blog: Rich snippets guidelines](#)

[googlewebmastercentral.blogspot.com/.../rich-snippets-guidelines.ht...](#)

3 Oct 2012 – Traditional, text-only, search result snippets aim to summarize the content of a page in our search results. **Rich snippets** (shown above) allow ...

[Google Tweaks Rich Snippets Testing Tool, Calls It Structured Data ...](#)

[www.webpronews.com/google-tweaks-rich-sni...](#) - United States



by Chris Crum - in 752 Google+ circles

21 Sep 2012 – **Google** has launched a new version of its **rich snippet** testing tool, which it now calls the Structured Data Testing Tool. The company says it has ...

[A Visual Guide to Rich Snippets | SEOmoz](#)

[www.seomoz.org/blog/a-visual-guide-to-rich-snippets](#)

13 Mar 2012 – Marking up your data for **rich snippets** won't affect your page's ranking in search results, and **Google** doesn't guarantee to use your markup.

Tip #4 – Pay It Forward!

Google now looks at Social Mapping, or 'who your friends are', so this is the kind of signal you want to be sending.

So if someone promotes you on a social network, pay it forward and promote them in return!

And instead of begging influencers in your niche to promote you... promote them first instead!

Involve them in discussions with intelligence and insight, and you may find they'll begin returning the favor and actively joining the discussion.

On top of this, you can offer non-monetary share incentives too. Anything that has you providing value first will ultimately yield more positive results.

Similar to guest blogging, provide others with some of your best content to make the biggest impact and gain the most exposure.

Tip #5 – Start Small...And GROW!

Before moving onto Advanced SEO Tactics, be sure that you've got the basics right.

Have great content on your site, ensure it's optimized (*but not 'over-optimized... see Tip #1*), and THEN think about getting your content out there, shared and branded.

For keyword targeting, start with more long-tail search terms and build up from there.

Finding these long-tail results can be done as simply as using Google's Auto-Suggest feature, or even the AdWords Tool in a pinch...

However, don't rely on these tools as they miss a lot of keywords and are highly inaccurate. Also use your own brain to think about what people will type into Google, and the problems and questions that they have.

The more you dig into a niche, the more you can uncover hot topics the keyword tools have completely missed. As with anything in PTO thinking about people is highly important!

Even as few as 10-50 searches per month is enough to build momentum. Gain the easy ranks, get easy traffic, build your following, entice the shares...

Then you can start targeting more competitive keywords, because you'll have a weight of social proof already behind you and your brand!

Then it's simply a case of leveraging this momentum, and continue a focused effort to position yourself as an influencer, a thought leader and a recognized, talked about brand.

Good luck with your PTO efforts! If you need a helping hand then check out your customer offer on the Traffic Magnet PTO software...

<http://munchweb.com/seo-2013/munch.php>