



LATITUDE

What's new in SEO 2009



The search landscape

- The rise of [bing](#)
 - Well not quite
 - Launch of UK version delayed till Q1 2010
- Yahoo's continued decline
 - Concentration on other areas
 - Marketshare 5.58%
- Increase in importance of universal search
 - Images
 - Video
 - Live search



Innovative use of social – blogs & Twitter

Approach:

- Create a blog and Twitter account

Results:

- Increased rankings on hundreds of long tail terms through hundreds of natural inbound links
- Modernise the homepage of the main site to boost conversion
- Growth in traffic to the sites

The screenshot shows the homepage of packyourbags.com. At the top, there is a navigation menu with links for Home, Destinations, Holiday Advice, News, Packyourbags Newsletters, Travel Gear, About, and Sitemap. A search bar asks "Where do you want to go?" with a "Enter a destination..." input field. Below the navigation, there is a featured article titled "Dubai – Sun, Shopping, Sea, Ski & Storms" by Lyndsay Snowden, dated 09/04/09. The article includes a photo of the Burj Khalifa and a "Full Story" link. To the right of the article is a "A world of destinations" section with a word cloud containing terms like "Spain", "Europe", "Destinations", "Egypt", "North America", "Travel Gear", "USA", "Greece", "Turkey", "Albania", "Greece", "Pamela", "Museum", "Tommy", "Chinos", "Summer", "North America", "Egypt", "Greece", "Texas", "Holiday Advice", "Frank Gehry", "Festival", "Morocco", "Spain". Below the featured article, there are two more articles: "The Festival Survival Guide (£4.50 and a sausage!)" by Chris Barber, dated 22nd May 09, and "Packyourbags Latest Newsletter - Issue 47" by Chris, dated 19th May 09. On the right side of the page, there is a Twitter feed for the account @packyourbags. The feed shows three tweets, each starting with "#Holiday #Offer:" and providing details about self-catering packages in Turkey, including prices and departure dates. The tweets are attributed to "Matt" and include timestamps like "about 1 hour ago".

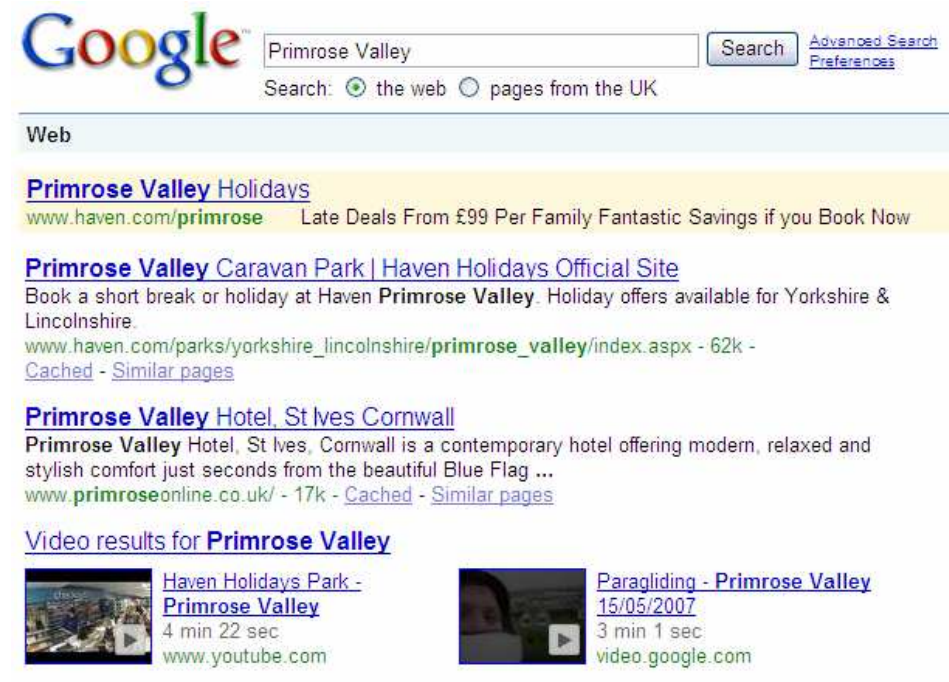
Universal search examples - YouTube

Approach:

- Video back catalogue used to create Haven **You Tube** channel
- Optimise videos to appear for key search terms

Results:

- Increases presence on page
- Improved brand awareness
- Integrated into social media brand management strategy



Google Primrose Valley Search [Advanced Search](#) [Preferences](#)

Search: the web pages from the UK


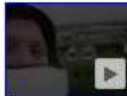
Web

Primrose Valley Holidays
www.haven.com/primrose Late Deals From £99 Per Family Fantastic Savings if you Book Now

Primrose Valley Caravan Park | Haven Holidays Official Site
Book a short break or holiday at Haven **Primrose Valley**. Holiday offers available for Yorkshire & Lincolnshire.
www.haven.com/parks/yorkshire_lincolnshire/primrose_valley/index.aspx - 62k - [Cached](#) - [Similar pages](#)

Primrose Valley Hotel, St Ives Cornwall
Primrose Valley Hotel, St Ives, Cornwall is a contemporary hotel offering modern, relaxed and stylish comfort just seconds from the beautiful Blue Flag ...
www.primroseonline.co.uk/ - 17k - [Cached](#) - [Similar pages](#)

Video results for **Primrose Valley**

	Haven Holidays Park - Primrose Valley 4 min 22 sec www.youtube.com		Paragliding - Primrose Valley 15/05/2007 3 min 1 sec video.google.com
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Universal search examples - Maps

Approach:

- Create and optimise feed of each of venue or resort
- Submission to Google Local ensures you are always appears in the search results

Results:

- More land grab on the page
- Claim top 2 positions for brand
- Local listing can increased CTR by 50%

A screenshot of a Google search results page for the query "doniford bay". The search bar at the top shows the query and a "Search" button. Below the search bar, there are two radio buttons: "the web" (selected) and "pages from the UK". The results are categorized under "Web". The first result is "Doniford Bay Haven Breaks" with the URL "www.haven.com/donifordbay" and a snippet: "Easter Breaks from £149 per Family Fantastic Savings if you Book Now!". The second result is "Doniford Bay Holiday Park" with the URL "www.haven.com". It includes a map showing the location in Watchet, with a red pin on Doniford Rd. To the right of the map, the listing provides the address "Bay View Watchet, TA23", the phone number "01984 632423", and a "Get directions" link. Below the map, there are 5 stars and "19 reviews and more". The third result is "Doniford Bay Holiday Park | Haven Holidays Official Site" with a snippet: "Book a short break or holiday at Haven Doniford Bay. Holiday offers available for Cornwall & Somerset." and the URL "www.haven.com/parks/west_country_south_wales/doniford_bay/index.aspx - 57k - Cached - Similar pages".



Changes in Google

- Caffeine
- Real time search
- Vince
- Site links on PPC



Google caffeine

- Next generation search architecture
- Faster
 - In our tests up to 50% faster
 - What's .25 of a millisecond between friends
- More accurate for longer searches
 - Takes more care with multiple keywords
- Incorporates real time
- Bigger index
 - Response to bing ?

Real time search



Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) ▼ robwatts2@go

Google [Advanced Search](#)

Experiment: [Social search](#) ▼

Web [Show options...](#) Results 1 - 10 of about 95,700,000 for [analytics](#) [\[definition\]](#) (0.26 seconds)

[Google Analytics](#) Sponsored Link
[www.google.com/analytics](#) Web **Analytics** From Google. Sophisticated, Easy, Free.

[Google Analytics | Official Website](#)
Google **Analytics** is the enterprise-class web **analytics** solution that gives you rich insights into your website traffic and marketing effectiveness.
[www.google.com/analytics/](#) - [Cached](#) - [Similar](#) - [Print](#) - [X](#)

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[Features](#) [Funzionalità](#)
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[Google Analytics](#)
Use Google **Analytics** to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. ...
[https://www.google.com/analytics/home/](#) - [Cached](#) - [Similar](#) - [Print](#) - [X](#)

[Analytics - Wikipedia, the free encyclopedia](#)
4 Oct 2009 ... The simplest definition of **Analytics** is "the science of analysis". A simple and practical definition, however, would be how an entity (i.e., ...
[en.wikipedia.org/wiki/Analytics](#) - [Cached](#) - [Similar](#) - [Print](#) - [X](#)

[Google Analytics - Wikipedia, the free encyclopedia](#)
Google **Analytics** (abbreviated GA) is a free service offered by Google that generates detailed statistics about the visitors to a website. ...
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[Show more results from en.wikipedia.org](#)

[Analytics: Math, Operations Research, Statistics Driving Business](#)
Analytics is a quarterly digital magazine that covers the application of mathematics, operations research and statistics to drive business decisions.
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[Google Analytics Blog](#)
Official weblog offering news, tips and resources related to Google's web traffic **analytics** service.
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[Analytics | SAS](#)
SAS **Analytics** provides predictive & descriptive modeling, data mining, text **analytics**, forecasting, optimization, simulation, experimental design & more.
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[Microsoft adCenter Search Advertising Analytics Tool](#)
Search **analytics** solutions help you understand user engagement and online search marketing campaign performance.
[advertising.microsoft.com/learning-center/adcenter-analytics](#) - [Cached](#) - [Similar](#) - [Print](#) - [X](#)

[Strategy Analytics: Market and Research Consulting](#)
10 Nov 2009 ... Strategy **Analytics**, Inc., a global research and consulting firm, focuses on market opportunities and challenges in the areas of Automotive ...
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[Piwik - Web analytics - Open source](#)
Piwik is a downloadable, open source (GPL licensed) web **analytics** software program. It provides you with detailed real time reports on your website ...
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Results from people in your social circle for analytics

[Conversion analytics for beginners - web analytics 101 - Latitude](#)
(Reader Subscription) - Conversion **Analytics** is the process of working towards an optimal decision by making the best use of collated data. Visit us now if you want to find o.
[www.latitudegroup.com/analytics/analytics-for-beginners/](#)

[Book results for analytics](#)



Google Vince update

- The “brand boosting update”
- Generally little effect on most serps
- Large brands appear for term holiday
 - Thomson – nowhere to no.3
 - First Choice displaces travelsupermarket
 - Teletext.co.uk jumps 10 places
- Brand equity
 - The new factor

Google site links in PPC

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) [Search settings](#) | [Sign out](#)

Google [Advanced Search](#)

⚠ **Warning:** This page is a tool for AdWords advertisers to test their ads. For full Google functionality [return to the Google homepage](#).

Web [Show options](#) Results 1 - 10 of about 4,930,000 for **get the label cheap designer wear**. (0.32 seconds)

<p>GetTheLabel™ New Stock www.GetTheLabel.com Buy your Christmas clothes online for all the family, Getthelabel.com Women New In Men Party Wear</p> <p>UK Outlet www.uk-abercrombie1892.com Since 1892, clothing and accessori Save 70%, Free shipping</p> <p>CHEAP DESIGNER WEAR -70% www.vente-privee.com + Cheap Designer Wear + Top Brands Up to -70%: Register, Shop, Save!</p> <p>Designer clothing - Buy designer clothes online in the UK Designer Discount offer designerwear at upto 75% off RRP from the likes of Ralph ... Use discount code af560 to get an extra £5 OFF orders over £60. or try to search for the brand or label of the clothes you're looking for ... www.somucheasier.co.uk/designer-clothing.html</p> <p>Stylehunter.com.au - Designer Label Clothing from the best designers! Your online guide to the best fashion & designer labels in Australia, including Hussy, One Teaspoon, Seduce, Zimmerman & many more on Stylehunter.com.au. www.stylehunter.com.au/site/index.cfm?display=40725</p>	<p>Sponsored Links</p> <p>Buy Designer Clothes Discounted Designer Fashion Online Up to 80% off, Free Members Club! www.SecretSales.com</p> <p>Ted Baker Online Outlet New Winter Stock up to 65% off RRP Free delivery spend £50+ www.Teds-Shed.com</p> <p>theOutnet.com The world's leading designers at markdown prices - theOutnet.com www.theOutnet.com</p> <p>Buy New Designer Handbags 75% Off, 100% Authentic, Latest Style 24/7 Live Support, Free Shipping! www.FEECEEE.com England</p>
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Thank you