



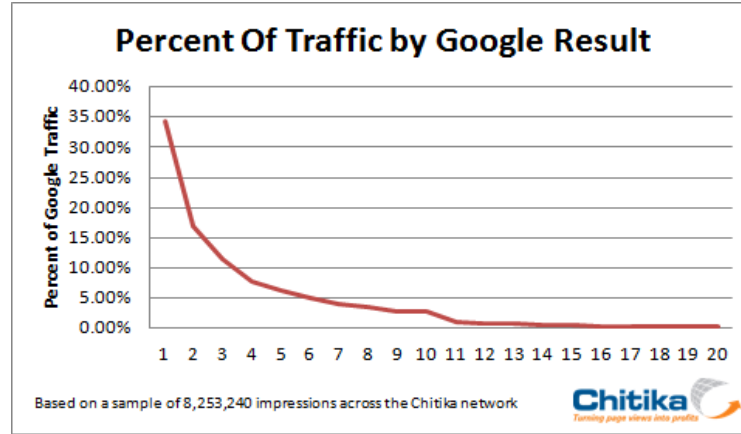
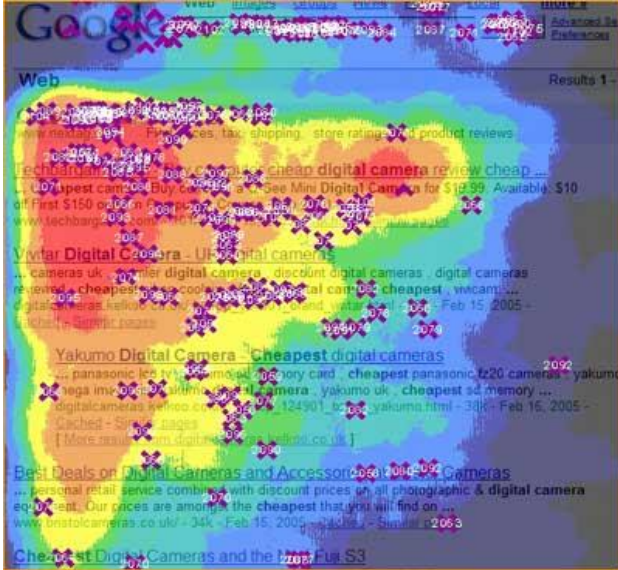
Digital marketing – Session 3

Search engine optimization

Eva Gundermann

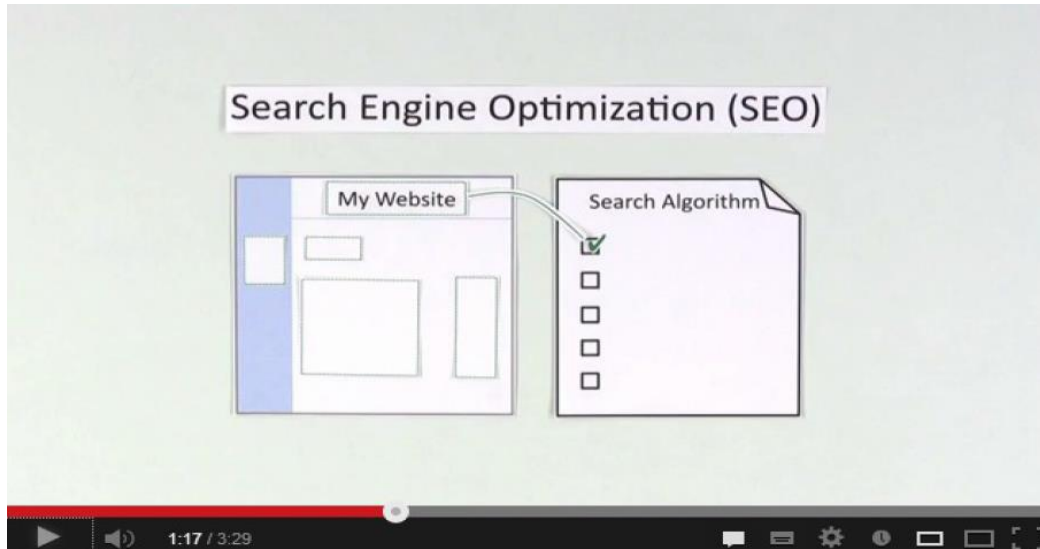
eva.gundermann@global-business-school.org

What is search engine optimization?



More traffic = more visitors in the sales funnel

How do search engines work



How to implement SEO



Case study: Interflora

[Let Interflora Save the Day this Valentines | This is South Devon](#)

[www.thisissouthdevon.co.uk/...Interflora...Day-Valentines/.../st...](http://www.thisissouthdevon.co.uk/)

Jan 8, 2013 - **Advertorial** feature. Did you know that last year 14% of people forgot to send their loved one a **Valentine's Day** gift? If February 14th dawns with ...

[Make Valentine's Day Unforgettable with Interflora | This is Essex](#)

www.thisisestatesex.co.uk/Make-Valentine-Day-.../story.html

Jan 8, 2013 - **Advertorial** feature. This year, make **Valentine's Day** a day to remember with a special gift from **Interflora**... Inspired by the age of Sacred Love, ...

[Get Personal this Valentine's Day with a gift from Interflora | Totnes ...](#)

www.totnespeople.co.uk/...Valentine-Day-Interflora/.../story...

Jan 8, 2013 - **Advertorial** feature In a world where, regardless of seasonality, almost any plant or ... Get Personal this **Valentine's Day** with a gift from **Interflora** ...

[Find the Perfect Valentine's Gift with Interflora | Tunbridge Wells ...](#)

www.tunbridgewellspeople.co.uk/...Valentine-Interflora/.../st...

Jan 8, 2013 - **Advertorial** feature From the traditional dozen red roses, to a personalised, scented candle and a relaxing spa day away, Interflora's **Valentines** ...

[Latest Discussions in Advertorial - Truro People](#)

www.truropeople.co.uk/advertorial?listName=latestPaged

Advertorial feature This **Valentine's Day Interflora** will deliver more than one million roses across the UK as thousands of people put their trust in the flower ...

[Valentine's Day Flowers from the Experts | Truro People](#)

www.truropeople.co.uk/Valentine-217-s-Day-.../story.html

Jan 8, 2013 - **Advertorial** feature This **Valentine's Day Interflora** will deliver more than one million roses across the UK as thousands of people put their trust in ...

[Latest Advertorial news in Tring - News Stories & Events | Tring People](#)

www.tringpeople.co.uk/advertorial?listName=latestPaged

Advertorial feature With **Valentine's Day** fast approaching **Interflora** has undertaken its own customer survey and discovered some interesting facts that show just ...



Interflora was eliminated for two weeks from Google

150 links to the site for Valentines Day

- Identical IPs
- Duplicate content
- Domains with logos from Interflora

SEO: Exercise 2 – Google penalty

20 mins

Use 10 mins to understand the case study

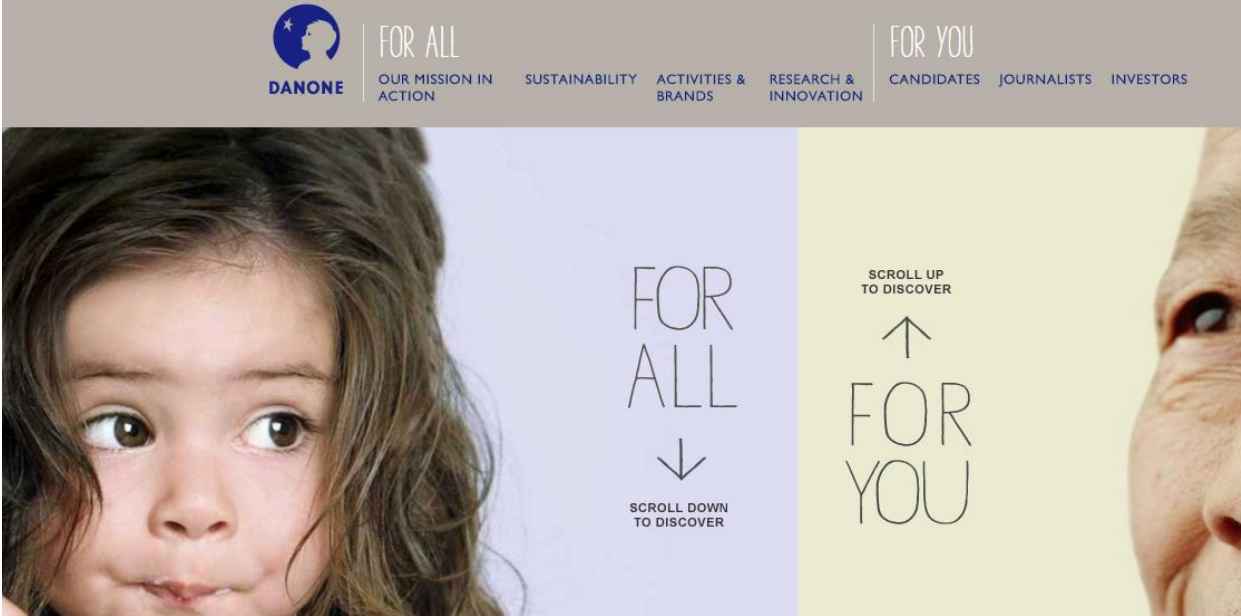
- 1) Please sit in your usual groups and read the case study.
- 2) Analyze what the issue was and what the results of the Google penalty were.

Use another 10 mins to prepare a class presentation

- 3) What would you suggest to the company as a solution?
- 4) What specific actions should they undertake? You will afterwards present up to 5 slides.



SEO good practices: Danone



SEO good practices: Danone

danone.com Desktop Mobile

Organic Search Positions for google.com database

4.2K

KEYWORDS

6.9K

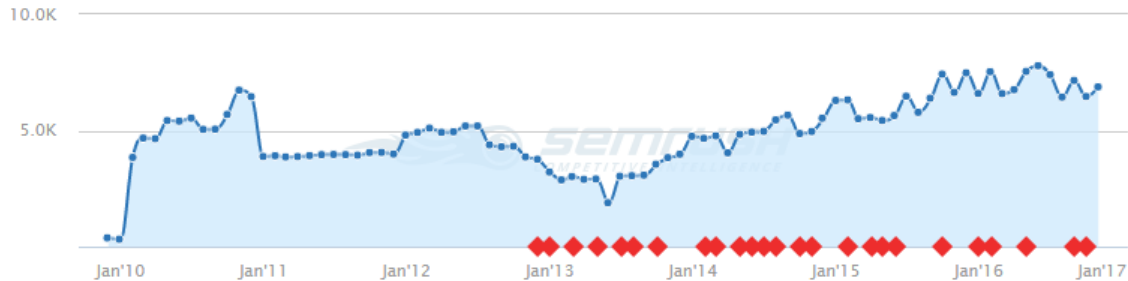
TRAFFIC

\$8.1K

TRAFFIC COST

Traffic Keywords Notes

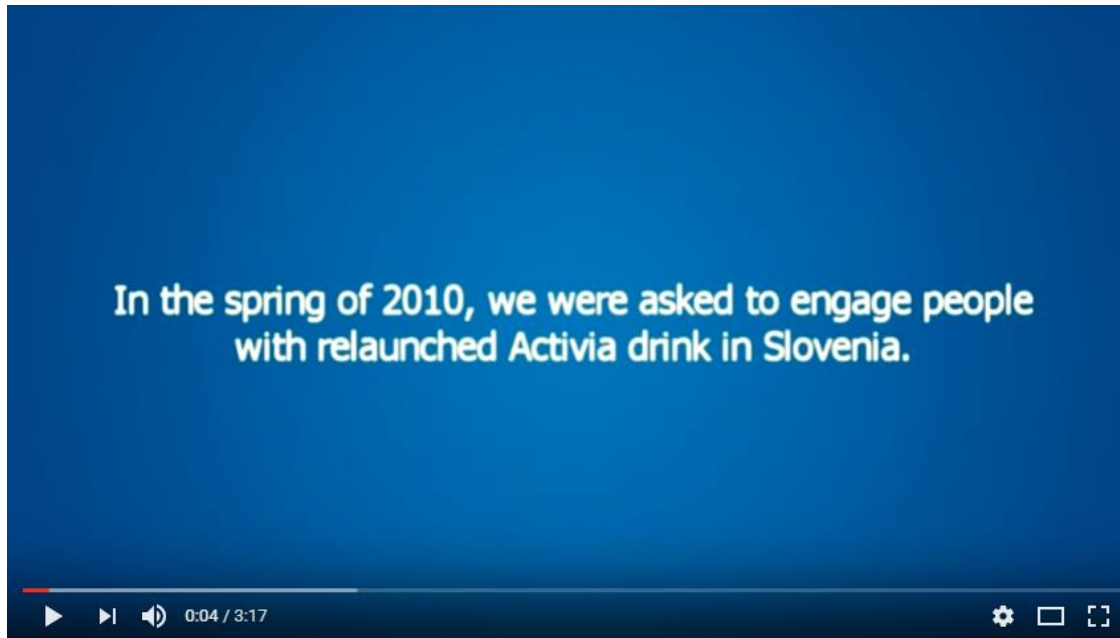
1M 6M 1Y 2Y All Time



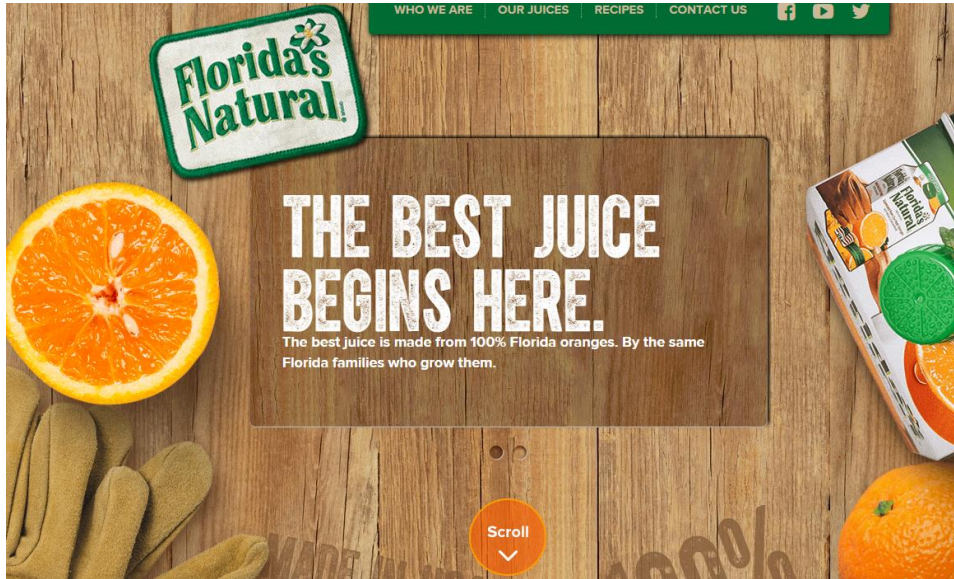
SEO good practices: Danone

- ✓ Increase in traffic over time
- ✓ More and more brand keywords visible
- ✓ Social media accounts have been created

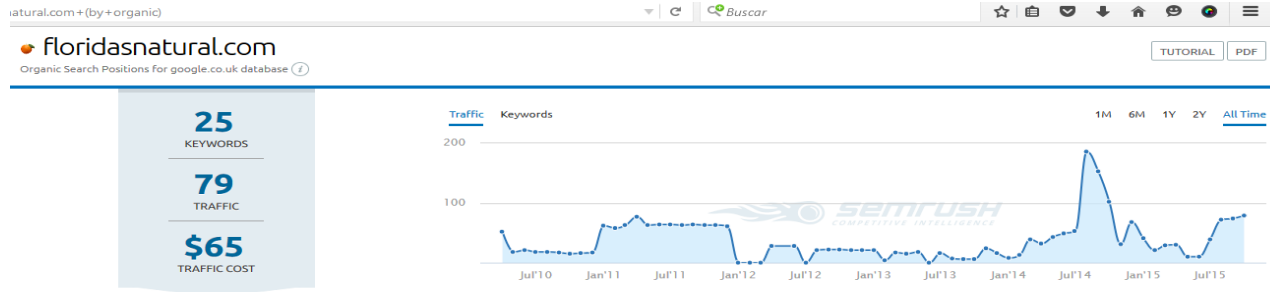
SEO good practices: Danone Facebook contest



SEO bad practices: Floridas Natural



SEO bad practices: Floridas Natural



ORGANIC SEARCH POSITIONS 1 - 25 (25)

Filter by keyword Filters Export

Keyword	Pos.	Volume	CPC	URL	Traffic %	Costs %	Com.	Results	Trend	SERP Source	Last Update
orange juice from concentrate	3	210	0.00	www.floridasnatu_ntrate	22.78	0.00	0.03	2,010,000			Aug 2015
concentrated orange juice	3	170	0.42	www.floridasnatu_ntrate	18.98	9.23	0.44	1,430,000			Aug 2015
apple juice concentrate	3	140	0.77	www.floridasnatu_ntrate	15.18	13.84	0.65	1,150,000			Aug 2015
fruit juice from concentrate	2	50	0.00	www.floridasnatu_ntrate	7.59	0.00	0.06	1,320,000			3 days ago
fruit concentrate	3	70	0.36	www.floridasnatu_ntrate	7.59	3.07	0.80	32,400,000			5 days ago
concentrated apple juice	4	70	0.51	www.floridasnatu_ntrate	5.06	3.07	1.00	823,000			22 Oct 2015

SEO bad practices: Floridas Natural

- ✓ No steady increase in traffic
- ✓ Only 25 keywords
- ✓ No brand keywords positioned
- ✓ Misleading structure of the homepage

SEO: Exercise 3 – SEO site audit

20 mins:

Use 10 mins to analyze the website with Semrush

- 1) User: gundermann.eva@gmail.com and PSW: Maria309
- 2) Analyze how many keywords they have, how much traffic they are getting and if they have links to their site.

Use another 10 mins to prepare a class presentation of max 5 slides

- 3) Create an overview of the findings
- 4) What specific actions would you suggest for improvement of the SEO and the content?
You will afterwards present up to 5 slides.

SEO bad practices: Floridas Natural

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- ✓ Only 25 keywords
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- ✓ Misleading structure of the homepage



Template for SEO audit



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BUSINESS SCHOOL

