

SEO

Or, how to trick robots

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What is SEO?

Search Engine Optimization means changing words and links to cause search engines to list web sites in the top results for certain search words or phrases.

In other words, SEO is the process of optimizing a site, and links to a site, to get a higher position.

This case study covers the basics of on site SEO that can lead to these results.

99th to 5th

SEO does work.

By altering the web site and creating in-bound links, Gear6 (1) moved over the course of 6 months from position 99 to the top 10 (2) over the course of 6 months.



memcached

Search

[Advanced Search](#)

2

Web [+ Show options...](#)

Results 1 - 10 of 8

[memcached - a distributed memory object caching system](#) ☆

Memcached is an in-memory key-value store for small chunks of arbitrary data (strings, objects) from results of database calls, API calls, or page rendering ...

[memcached.org/](#) - [Cached](#)

[memcached - Wikipedia, the free encyclopedia](#) ☆

memcached (pronunciation: mem-cash-dee) is a general-purpose distributed memory caching system that was originally developed by Danga Interactive for ...

[Architecture](#) - [Example code](#) - [References](#) - [See also](#)
[en.wikipedia.org/wiki/Memcached](#) - [Cached](#) - [Similar](#)

[NorthScale's Memcached Data Management Technology Attracts Zynga ...](#) ☆ - 2 visits - Mar 20

Mar 16, 2010 ... Under the radar startup NorthScale is publicly launching today with a new data management technology to help web-based companies, ...

[techcrunch.com/.../northscales-data-management-technology-attracts-zynga-and-others/](#) - [Cached](#)

[memcached - Project Hosting on Google Code](#) ☆

memcached is a high-performance, distributed memory object caching system, generic in nature, but intended for use in speeding up dynamic web applications ...

[code.google.com/p/memcached/](#) - [Cached](#) - [Similar](#)

[Gear6 | The mission critical Memcached distribution.](#) ☆ - 8 visits - Mar 31

1 Get the high availability, higher memory density, low TCO enhanced **Memcached** with 24/7 support. DOWNLOAD FREE VM TRIAL.

[www.gear6.com/](#) - [Cached](#) - [Similar](#)

[PHP: Memcached - Manual](#) ☆

Memcached::add — Add an item under a new key; **Memcached::addByKey** — Add an item under a new key on a specific server; **Memcached::addServer** — Add a server to ...

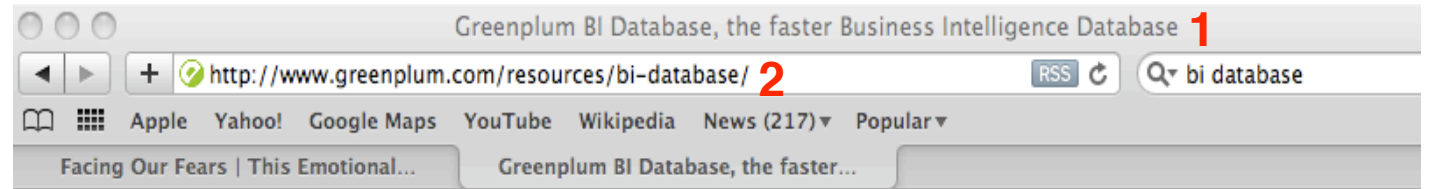
[php.net/manual/en/book.memcached.php](#) - [Cached](#) - [Similar](#)

Titles and URLs and H1 tags

Here is an example of on-site SEO.

The title tag (1) the URL (2) and the h1 tag (3) all contain the string “BI Database” – business intelligence database.

The results are on the next page.



3

The Petabyte-Scale BI Database For Faster Business Intelligence

More Information:



Critical Mass Intelligence White Paper

The business intelligence database has become a powerful competitive weapon in today's increasingly competitive business landscape. The insight that BI brings can significantly enhance such fundamental capabilities as strategy formulation and operational effectiveness – literally, what a company does and how well it does it. From a small business dissecting a handful of inventory spreadsheets, to teams of analysts scrutinizing **petabytes of data** at one of the world's largest corporations, the magnitude and meaning derived from a Business

What's New

Greenplum is now appointments for day Enterprise Data Workshop. [More](#)
See the Enterprise Initiative Webcasts

Search Results

It took months for Greenplum to appear in the top 10 of search results for BI Database.

Now, more than a year after we stopped all SEO work, Greenplum (1) is still in the top 5 for “BI Database” searches.

Twice.



Web [+ Show options...](#) Results 1 - 10 of about 26,700,000 for bi d

[BI: The New Database Differentiator >> Intelligent Enterprise ...](#) ☆

May 19, 2005 ... More than ever, companies dealing with major database vendors are buying not merely a database, but a **BI-database** framework.

[intelligent-enterprise.informationweek.com/showArticle.jhtml?... - Cached - Similar](#)

[Oracle Database 11g - Database BI](#) ☆

Home page for features and options of Oracle **Database** 11g which support data warehousing and business intelligence.

[www.oracle.com/technology/products/bi/db/11g/index.html - Cached - Similar](#)

[Greenplum BI Database, the faster Business Intelligence Database](#) ☆ - 3 vis

Get faster, smarter business intelligence with a **BI Database** running on Greenplum.

[www.greenplum.com/resources/bi-database/ - Cached - Similar](#)

[Greenplum: Driving The Future Of Data Warehousing And Analytics](#) ☆

1 The faster, smarter petabyte-scale data warehouse **database** for business intelligence MapReduce.

[www.greenplum.com/ - Cached - Similar](#)

[Software: Database and OLAP](#) ☆

Business Intelligence (**BI**), **Database** and OLAP Software. BI2M, OLAP and Data Mining, stand alone or with Microsoft Analysis services. ...

[www.kdnuggets.com/software/dbolap.html - Cached](#)

Anchor Links

Again, the title tag (1) and h1 tag (2) both contain the term “Anthony Tammaro”.

Notice that (2) is also a link: an anchor link.

An anchor links to another page, and words comprise the link. By embedding the words “Anthony Tammaro” with a link, search engines robots will follow the page that is linked to and assign relevance for, in this case, for “Anthony Tammaro”.

The screenshot shows a web browser window with the address bar displaying the URL: <http://www.objectfetish.com/jewelry/cage-cuff-seen-elle-m>. The page title is "Anthony Tammaro - CAGE CUFF as seen in Elle Magazine from United States".

The website header includes the "OBJECT Fetish" logo, a promotional banner for "1st Time Collector? Save up to \$100" on a newsletter subscription, and contact information: "Questions? Call 415-440-6426 Request Custom Wedding Rings". A search bar is also present.

The navigation menu contains links for "JEWELERS", "ALL JEWELRY", "YOUR CART", "LOCATIONS", and "GALLERY BLOG".

The main content area features a product listing for "CAGE CUFF as seen in Elle Magazine from Anthony Tammaro, United States". The product image shows a black, cage-style cuff. A badge indicates "As seen in ELLE". The product description states "nylon cage style. created with the power of cad/cam" and lists the price as "\$70.00". There is a size selection dropdown and an "Order" button.

At the bottom of the product listing, there are social sharing options: "TELL FRIENDS >>" and "SHARE" with icons for Facebook, Twitter, and LinkedIn.

Search Results

The link shown on the previous page link to (3) /anthony-tammaro from the words “Anthony Tammaro” – the Anchor Link. By using the search term in the Anchor Link and URL itself, we reinforce the on-site SEO.

Robots are tricked into valuing the anchor linked page - /anthony-tammaro – as a linguistic nexus, the convergence of all “Anthony Tammaro” links.

This is why the page is in the top 10 of Google results for searches on Anthony Tammaro.

[Advanced Search](#)
[Preferences](#)

Web [Show options...](#)

[Anthony Tammaro Couture Jewelry](#)

Designer of couture art and production jewelry using computer aided design and manufacturing processes. Technology meeets expression.

www.anthonytammaro.com/ - [Cached](#) - [Similar](#) -

[Anthony Tammaro](#)

Anthony Tammaro. This blog is dedicated to my production of wearable SLS nylon and DMLS Cobalt Chromium jewelry. it is realized through the means of Direct ...

clutchworks.blogspot.com/ - [Cached](#) - [Similar](#) -

[Anthony Tammaro: DMLS, Cobalt Chromium bangle bracelet](#)

Jan 31, 2009 ... **Anthony Tammaro.** This blog is dedicated to my production of wearable SLS nylon and ... It is the sole property of **Anthony Tammaro.** Enjoy ...

clutchworks.blogspot.com/.../dmls-cobalt-chromium-bangle-bracelet.html -

[Cached](#) - [Similar](#) -

[More results from clutchworks.blogspot.com »](#)

[Anthony Tammaro Jewelry. Earrings, Rings, Necklaces, Pendants ...](#)

Anthony Tammaro Earrings, Anthony Tammaro Rings, Anthony Tammaro Necklace, Anthony Tammaro Pendant. **3**

www.objectfetish.com/jewelry/anthony-tammaro-v-112.html - [Cached](#) - [Similar](#) -

It's that simple, but there is another aspect

Again, we trick the robots by changing the page title, URL, H1 tag, and anchor links.

Another way of tricking them is artificially created inbound links from other sites. Such links will increase the perceived relevance of content like Anthony Tamaro or BI Database or Memcached.

For more information about SEO, please contact Jeffrey Goldsmith via <http://jeffreycgoldsmith.com>