



Newly Found Webmaster Tools

Brief Description of Several New Tools



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Richard G. Myers

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Google Suggestions

- Site will analyze a site for prospective keywords
- One display shows competition vs. search volume

Showing keywords grouped by these terms:
[dried flower](#) (13), [dried rose](#) (5), [dried](#) (8), [floral arrangement](#) (7), [flower](#) (5), [Miscellaneous keywords](#) (14)

Keywords related to **dried flower** - sorted by relevance [\[?\]](#)

Keywords	Advertiser Competition	Search Volume	Match Type: [?]
freeze dried flowers	<div><div></div></div>	<div><div></div></div>	Add »
dried flower arrangement	<div><div></div></div>	<div><div></div></div>	Add »
dried flower arrangements	<div><div></div></div>	<div><div></div></div>	Add »
freeze dried flower	<div><div></div></div>	<div><div></div></div>	Add »
dried flowers	<div><div></div></div>	<div><div></div></div>	Add »
dried flower wreath	<div><div></div></div>	<div><div></div></div>	Add »
wholesale dried flowers	<div><div></div></div>	<div><div></div></div>	Add »
dried flower wreaths	<div><div></div></div>	<div><div></div></div>	Add »
dried flower	<div><div></div></div>	<div><div></div></div>	Add »
dried flower swags	<div><div></div></div>	<div><div></div></div>	Add »
dried flower supplies	<div><div></div></div>	<div><div></div></div>	Add »
freeze drying flowers	<div><div></div></div>	<div><div></div></div>	Add »
preserving dried flowers	<div><div></div></div>	<div><div></div></div>	Add »

[Add all 13 »](#)

Keywords related to **dried rose** - sorted by relevance [\[?\]](#)

Keywords	Advertiser Competition	Search Volume	Match Type: [?]
freeze dried rose petals	<div><div></div></div>	<div><div></div></div>	Add »
freeze dried roses	<div><div></div></div>	<div><div></div></div>	Add »
dried rose petals	<div><div></div></div>	<div><div></div></div>	Add »
dried roses	<div><div></div></div>	<div><div></div></div>	Add »
dried rose	<div><div></div></div>	<div><div></div></div>	Add »

[Add all 5 »](#)



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<https://adwords.google.com/select/KeywordToolExternal>



Google Suggestions

- Another view provides estimates of PPC costs for ads

Keywords related to **dried flower** - sorted by relevance [\[?\]](#)

Keywords	Estimated Avg. CPC	Estimated Ad Position	Match Type: [?] <small>Exact</small>
freeze dried flowers	\$0.68	1 - 3	Add »
dried flower arrangement	\$0.72	1 - 3	Add »
dried flower arrangements	\$0.74	1 - 3	Add »
freeze dried flower	\$0.68	1 - 3	Add »
dried flowers	\$0.68	1 - 3	Add »
dried flower wreath	\$0.80	1 - 3	Add »
wholesale dried flowers	\$0.75	1 - 3	Add »
dried flower wreaths	\$0.80	1 - 3	Add »
dried flower	\$0.68	1 - 3	Add »
dried flower swags	\$0.77	1 - 3	Add »
dried flower supplies	\$0.65	1 - 3	Add »
freeze drying flowers	\$0.65	1 - 3	Add »
preserving dried flowers	\$0.40	1 - 3	Add »

[Add all 13 »](#)

Keywords related to **dried rose** - sorted by relevance [\[?\]](#)

Keywords	Estimated Avg. CPC	Estimated Ad Position	Match Type: [?] <small>Exact</small>
freeze dried rose petals	\$0.78	1 - 3	Add »
freeze dried roses	\$0.64	1 - 3	Add »
dried rose petals	\$0.75	1 - 3	Add »
dried roses	\$0.58	1 - 3	Add »
dried rose	\$0.70	1 - 3	Add »

[Add all 5 »](#)



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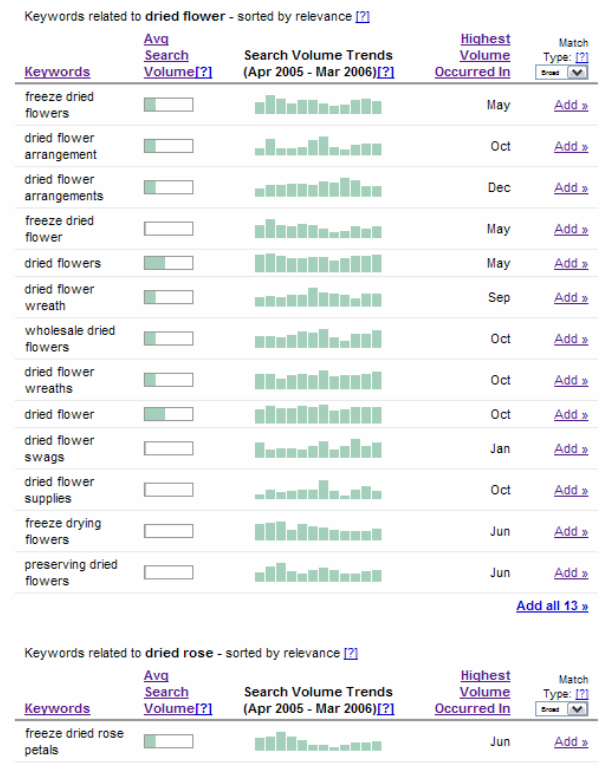
{LinkingYourSite}

<https://adwords.google.com/select/KeywordToolExternal>



Google Suggestions

- An interesting presentation shows search volume over a 1-year period



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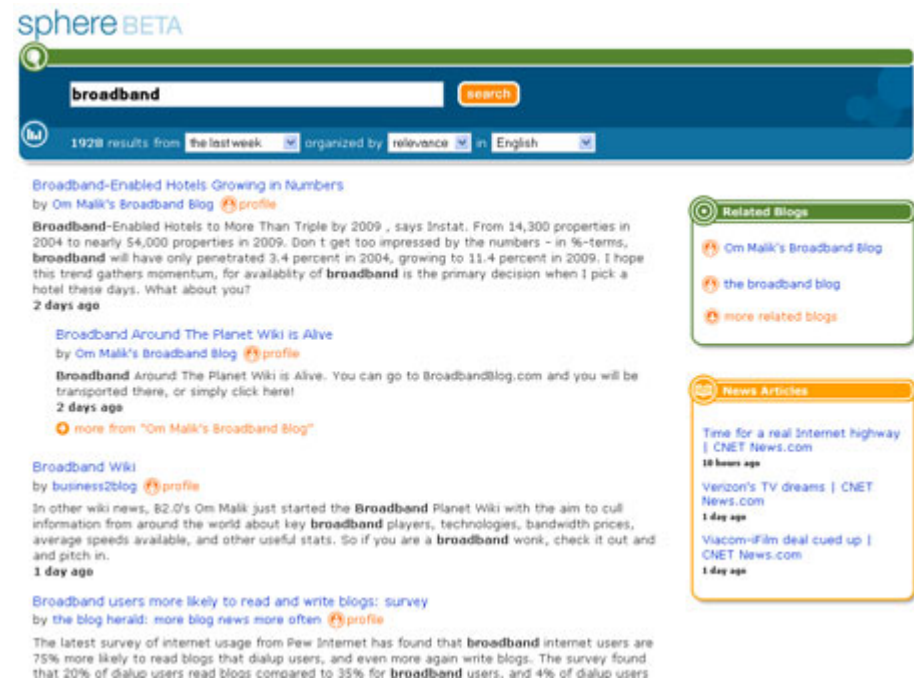
{LinkingYourSite}

<https://adwords.google.com/select/KeywordToolExternal>



“Blog” Search Engine, Sphere

- Beta release out
- Algorithm based on 3 elements
 - Link structure/relationships
 - Meta-data
 - Content semantic analysis



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SearchDay #1297 - Sphere: A New Approach to Blog Search ,
<http://searchenginewatch.com/searchday/article.php/3601296>

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Lessons from Sphere

- **Analysis illustrates direction of algorithm growth attempting to refine search results**
 - Emphasis on relevance of links & “neighborhood”
 - Importance of other measures of site performance
 - Deeper analysis of content



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Features of Particular Interest

- **Ability to sort results by date or relevance**
- **Histogram plotting activity of search terms in blogosphere**
 - Slider adjusts date range plotted
- **Links to “Featured” blogs**
 - Other blogs identified as being on related topic
- **Links to “related media”**
 - Photos, books, podcasts & news links that appear relevant



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Features of Particular Interest

- **Advanced searching commands**
 - “Title”, limits search to blog title
 - “Blog”, limits search to content of posting
 - “Site”, attempts to evaluate the other blog sites on a broader measurement of relevance



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“Blogosphere?”

- **19 million blogs, growing by the thousands constantly**
- **Important search engines for blogs**
 - Technorati, Feedster and Icerocket
- **“The big issue is finding relevant and intelligent blog posts on a specific topic, that are based on authority.”**



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<http://gigaom.com/2005/10/08/sphere-the-relevant-blog-search/>

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Finding Relevant Material?

- Google tries to do this in its new Reader by restricting “google search” to RSS feeds.



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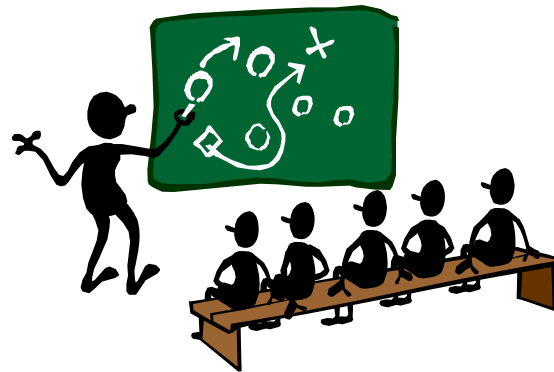
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<http://gigaom.com/2005/10/08/sphere-the-relevant-blog-search/>



END OF PRESENTATION

- Time for your questions?



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End of Presentation

Questions?

**Don't forget to complete your class evaluation form
and turn it in at the back of the class!**

**We need to clear the room promptly at 9:00 p.m. so
the staff can go home. Thanks for your
cooperation.**



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