From Zero To Ranking in 30 Days

The Most White Hat Presentation You'll See This Year

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Agenda

- Background Story
- SEO Approach
  - Content Strategy
  - Link Strategy
  - Technology Implementation
- Analyzing the Results
- A Find & The Big Question

BMW's E34 M5

- Last hand assembled BMW Motorsport model
- 12,254 produced worldwide from 1988-1995.
- Only 1,678 brought to North America
  - 261 1993 year model
  - $62K price tag
  - 9 to 11 MPG
- Complicated to repair & many NLA parts.
- Introduced as a legend and remains one.
  - Car & Driver 1991
  - Top Gear 2013

* *Ferrari produced 12,433 308's in an 8 year time span.*

M1 Engine In E34 Body
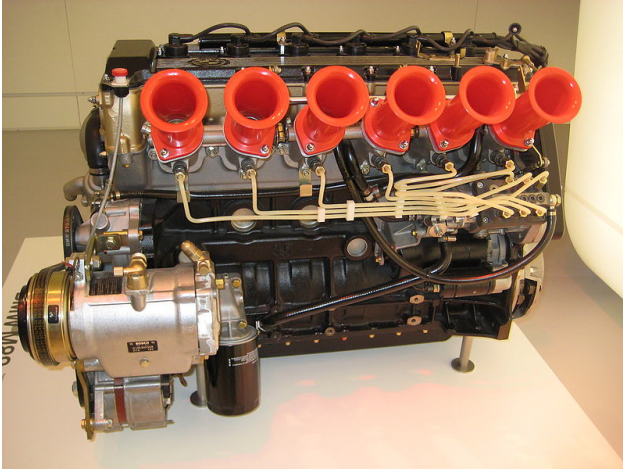
M1 Engine Image Source: Wikipedia

1991 E34 M5 Image Source: Car & Driver Magazine

My Story

- Wife & I own '95 E34 525i
- I've always wanted an M5.
- Two problems
  - Cost
  - Availability
- Then problematic E34 M5 enters my life.

The Problem Space

Owner

- Finding Parts & Part No.
- Repair Manuals & Guidance
- Reliable Info & Opinions
- Budget Information
- Aftermarket Options

Internet

- Forum based info
  - Organization
  - Idiot Factor
  - Part Number Confusion
- Older Content
- Usual Suspects
  - Wikipedia
  - Ebay

My Response

- Buy a domain – m5owner.com
- Build & launch site in 8 Hours
  - Mobile Responsive
  - SEO Ready
  - HTTPS Everything
  - WW sub 500ms load time
- Solution oriented content
- In 30 Days Rank for:
  - E34 M5
  - BMW E34 M5
  - M5 Restoration

SEO STRATEGY

Step 1

CONTENT STRATEGY

Three Classes of Content

- Unique & Original Content
  - Authentic – based on my experience.
  - Real solutions to real problems.
  - Thorough, detailed, and accurate.
- Modified Aggregated Content
  - Create content from questions and answers.
  - Convert the forum mess into something someone would bookmark
- Pictures
  - Reading about an M5 is fun; looking at M5 pictures is awesome!

Images That Worked

The right content gives you a foundation for sharing links. . . .

Step 2

LINK STRATEGY

Three Classes of Links

- Forums
  - Aggregator Links: Play nice but add value.
  - Example Links: The show how approach.
  - Photos & Photo Pages – Back to eye candy.
  - 4 of their links + 1 of mine.
  - Varied & realistic anchor text
- Profiles
  - Some Usual & Unusual Suspects
- Wikipedia (FAIL)
  - Fabricating a connection just doesn't work! (A for effort though)

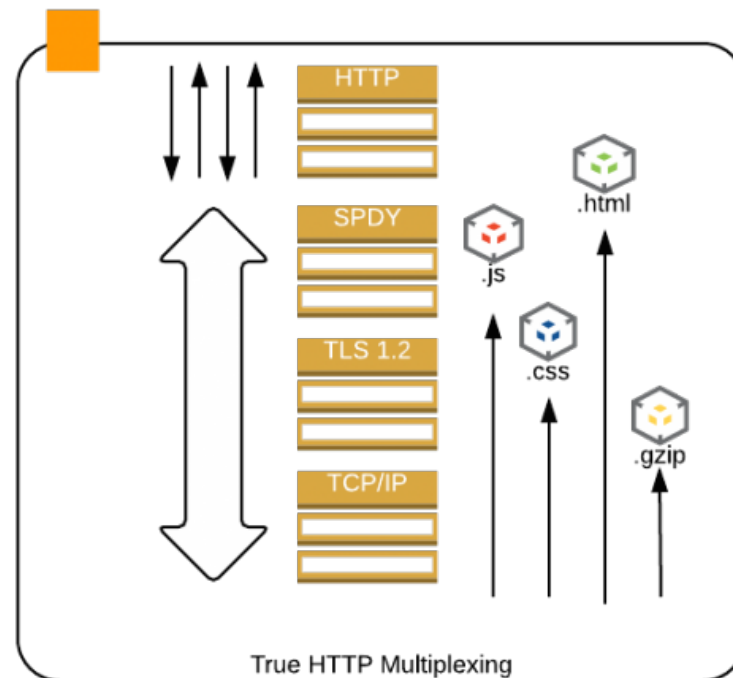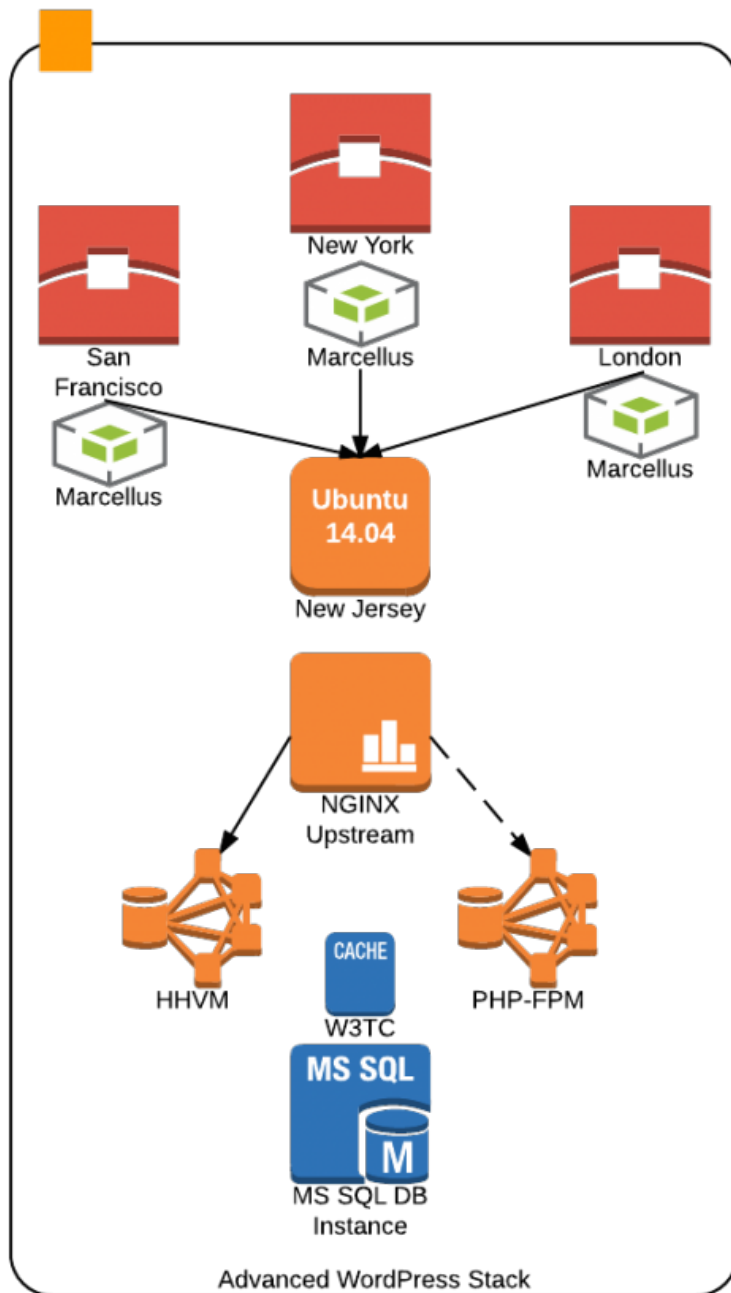Links bring traffic and that traffic has an experience; it had better be a good one.

Step 3

TECHNOLOGY STRATEGY

5 of 10 Quality Indicators

- Non-Duplicative Content
- Comment Spam – Turned Them Off
- Ad Creep – No Ads
- PageSpeed – Very Fast
- Site Traffic – High quality, from right countries.
- Malware – Protect Against It

http://searchenginewatch.com/sew/how-to/2228260/10-website-quality-indicators-that-can-sink-your-seo-battleship#

Good Technology Creates Good Experiences

- Mobile Responsive Design
  - WordPress Parallax Style Theme.
  - CSS based Mobile Responsive Design.
  - Both Traditional And Mobile Caching for Performance.
- HTTPS Everything
  - TLS 1.2 based SSL throughout.
  - Google SPDY Protocol
- Wicked Fast Load Times
  - Core Caching by W3 Total Cache
  - Custom built WW Edge Caching
  - Custom Built Web Application Firewall
  - 100% Uptime Design

Advanced WordPress Stack

San Francisco
Marcellus

New York
Marcellus

London
Marcellus

Ubuntu 14.04
New Jersey

NGINX Upstream

HHVM
W3TC
CACHE
PHP-FPM

MS SQL
M
MS SQL DB Instance

True HTTP Multiplexing

HTTP
SPDY
TLS 1.2
TCP/IP

.js
.html
.css
.gzip

Geo-Failover Ready DNS

Geo-DNS
DNS

Uptime Checks

172.16.0.0
172.16.1.0
172.16.2.0
Route Table
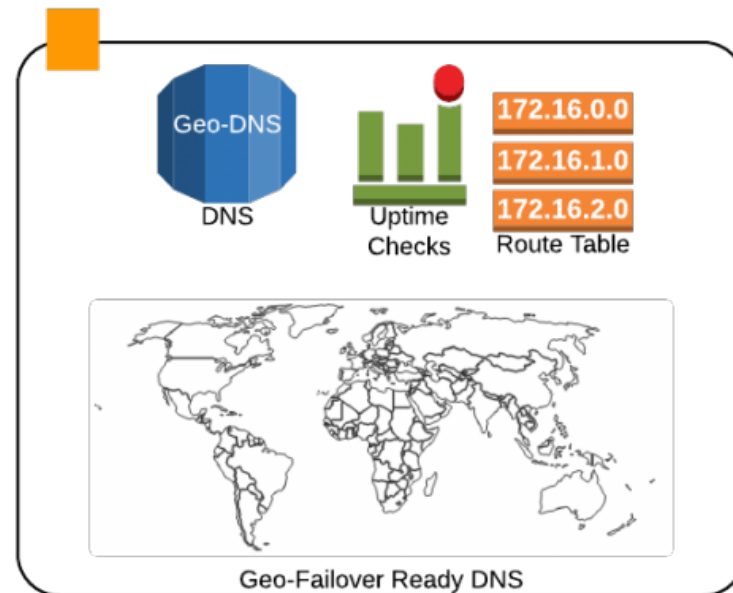
Step 4

EVALUATING THE RESULTS

Basic Results

Main Result

	Positioning History
Report ID:	#7429980
Load Time:	2 second(s)
Report Generated:	2015-05-09 13:30:48 GMT
Domain to verify:	m5owner.com
Keyword to verify:	e34 m5
Related Keywords:	n/a
Spell Check:	ok

m5owner.com

Search Engine	Placed	Rank	First Url Found
Google	yes	4	https://m5owner.com/
Bing	no	n/a	n/a
Yahoo!	no	n/a	n/a

Load Time:	2 second(s)
Report Generated:	2015-05-09 13:32:05
Domain to verify:	m5owner.com
Keyword to verify:	m5 restoration
Related Keywords:	n/a
Spell Check:	ok

Placed	Rank	First Url
yes	3	https://
no	n/a	n/a
no	n/a	n/a

Main Result

	Positioning History
Report ID:	#7429981
Load Time:	2 second(s)
Report Generated:	2015-05-09 13:31:25 GMT
Domain to verify:	m5owner.com
Keyword to verify:	bmw e34 m5
Related Keywords:	n/a
Spell Check:	ok

m5owner.com

Search Engine	Placed	Rank	First Url Found
Google	yes	10	https://m5own
Bing	no	n/a	n/a
Yahoo!	no	n/a	n/a

https://m5owner.com — ARCHIVED
Tested from on May 12 at 15:37:44

One M5 Owner's Story

Inspiration

Perf. grade	Requests	Load time	Page size
82/100	19	399ms	489.8kB

Your website is **faster than 98%** of all tested websites

DOWNLOAD HAR | Tweet | Post to Timeline | Email

Recent Content Searches

	Queries	Clicks ▼
1	e34 m5 ↗	56 »»
2	bmw e34 m5 ↗	9 »»
3	bmw e34 restoration ↗	7 »»
4	bmw e34 m5 review ↗	4 »»
5	e34 m5 parts ↗	4 »»

SEOMoz Facts

- Domain Authority = 3
- Home Page Authority = 19
- Inbound Links = 1

Webmaster Tools

Total links
162

Who links the most

m5board.com	27
bmwfanatics.co.za	22
buyerpricer.com	11
r3vlimited.com	10
pistonheads.com	7

More »

Content Keywords

Keyword	Significance
1. e34 (2 variants)	
2. car (3 variants)	
3. restoration (2 variants)	
4. owner (3 variants)	
5. bmw (2 variants)	
6. https	
7. m5owner	
8. chip (3 variants)	
9. shift	
10. history	
11. surround (2 variants)	

Conclusion

WHAT REALLY MATTERS?

HYPOTHESIS: USER PATTERNS MATTER

Core signals Google collects from the user experience and patterns play a huge role in determining rankings.

M5 History

- bmwmregistry.com
  - Domain Authority = 34
  - Page Authority = 34
  - Inbound Links = 27
  - Spam Score Warning
  - SEO Unfriendly EVERYTHING!

#1 Hit / Wikipedia M5 Page #2

Analytics Facts
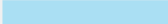
Time On Site

Session Duration	Sessions	Pageviews
0-10 seconds	674	1,098
11-30 seconds	21	106
31-60 seconds	34	156
61-180 seconds	195	655
181-600 seconds	75	960
601-1800 seconds	41	582
1801+ seconds	10	280

The Landing Page Conversion

Needed Parts: ~~OEM Shift Surround~~ (Thanks to a reader of this site, I now have a Surround)

Questions?