

SEO Tips



Anatomy of the Search Page

The screenshot shows a Google search for "Pizza Hut" with approximately 6,450,000 results. The page is annotated with several callouts:

- Sitelinks:** A blue box highlights the "Order Online Now" and "Deals In Your Area" links under the "Pizza Hut™ Official Site" result. A callout box states: "Sitelinks Help users navigate site".
- Sponsored Links:** A red box highlights the "Pizza Hut™ Official Site" (labeled "Sponsored link") and the "Pizza Hut Locations" result. A callout box states: "Sponsored Links Reach consumers at the moment they demonstrate interest".
- Universal Search:** A green box highlights the "Local business results for Pizza Hut near New York, NY" section, which includes a map and three business listings. A callout box states: "Universal Search Maps, Images, Video".
- Natural Search:** An orange box highlights the "Pizza Hut — America's Favorite Pizza Delivered to Your Door" result and the "Pizza Hut - Coupons and Deals for America's Favorite Pizza" result. A callout box states: "Natural Search Results generated algorithmically – unbiased and unpaid".

Sitelinks
Help users
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Universal Search
Maps, Images,
Video

Sponsored Links
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Natural Search
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Search Process At a Glance

1	Advertisers select relevant keywords
2	Users search on those keywords
3	Search engines ranks ads (ad auction)
4	Winning ads appears
5	Marketer only pays when ad is clicked

What terms should **pizza advertisers** target?



The Science of Search

Ad Position is determined by...




Quality Score is determined by a combination of factors, including:

- Click-through-rate
- Keyword relevance
- Ad text relevance
- Landing page quality

Max CPC is the highest \$ amount an advertiser is willing to pay for one click on their ad

...but what do advertisers actually pay?

Bidding and Paying to Be Number One

	Quality Score	x	Max CPC	=	Ad Rank	Ad Position
	= 2.0	x	\$0.50	=	1.00	...Position 1
John Doe	= 1.0	x	\$0.75	=	0.75	...Position 2



Pizza Hut is more relevant for users



But John Doe is willing to pay more



Pizza Hut wins position 1; Engines rewards relevance in combination with the bid, not the bid alone

Improving **Quality Score** is an effective way to raise ad position, while controlling costs

What Does It Take To Move Into Top Position?

	Quality Score	x	Max CPC	=	Ad Rank
	= 2.0	x	\$0.50	=	1.00
John Doe	= 1.0	x	\$0.75	=	0.75



Improve Quality Score
(e.g., by making ad text more relevant or improving landing page)




Increase Max CPC bid




Or a combination of the two

Maximizing Quality Score

1	Account History
2	Keyword Relevance
3	Ad Text Relevance
4	Landing Page Quality

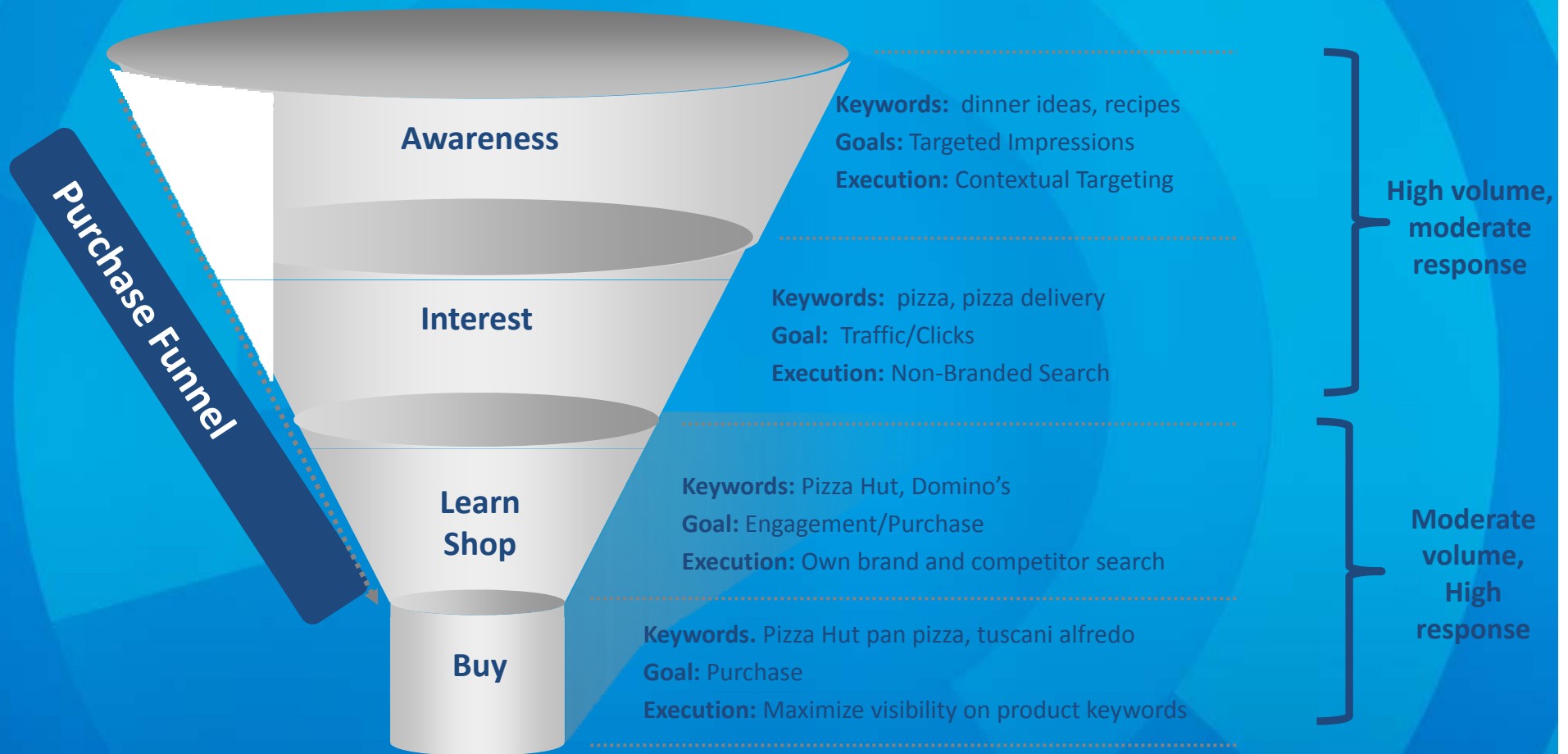


History “sets the bar”
for future CPC’s.



The Combination of
these factors impact
click-through-rate
(CTR) and determine
Quality Score

Align Keywords with Purchase Intent



*Keywords will be optimized between buckets in real time

** Budget allocations will be highly dependant on actual search demand and are subject to change

Align Messaging with Purchase Intent

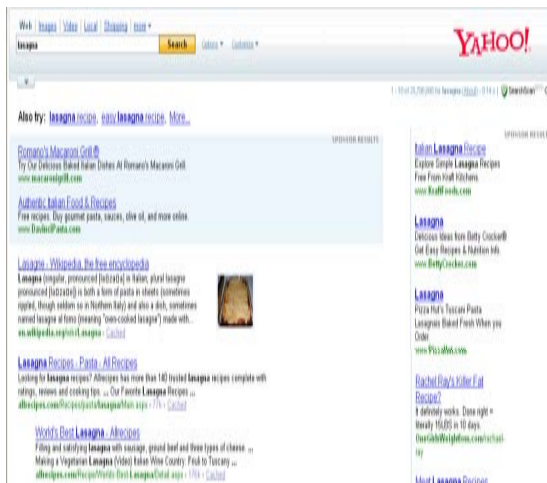


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Strategy in Practice

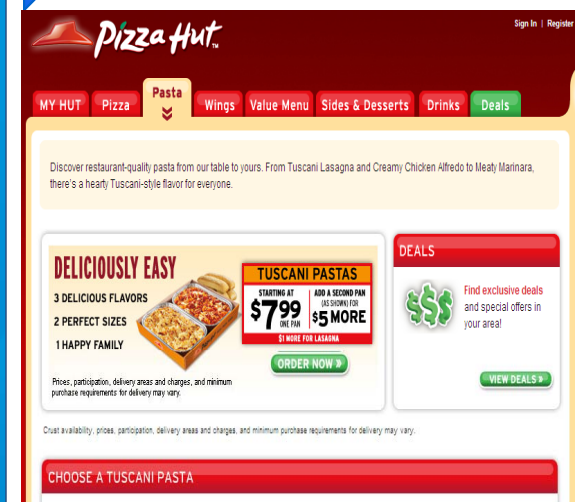
1. Control your placement on the page



2. Control your message

Tuscani Tuesdays
Any Family-Size Tuscani Pasta - \$10
Every Tuesday. Only At Pizza Hut
www.PizzaHut.com

3. Control the destination



How To Improve Landing Page Quality

- Prioritize Key SEO Pages
 - Branded Homepage
 - Product and Deal Pages
 - Store Landing Pages
- Indexability
 - Text Stored as images are not indexed
 - Should have Alt text specified or have system text underneath images

Key SEO Elements

- URL – Keywords should be present either in the folder or file name
 - For example, a page targeted to the phrase “Pizza Deal” would have the URL www.pizzahut.com/pizza-deals.html
- Page Title Tag – Single most important on-page element
 - Deal Example: **Pizza Hut - Pizza Coupons & Deals Online, Pizza Specials, Pizza Hut Discounts, Pizza Hut Coupons:**
- Meta Description Tag – Used as the snippet on search results pages

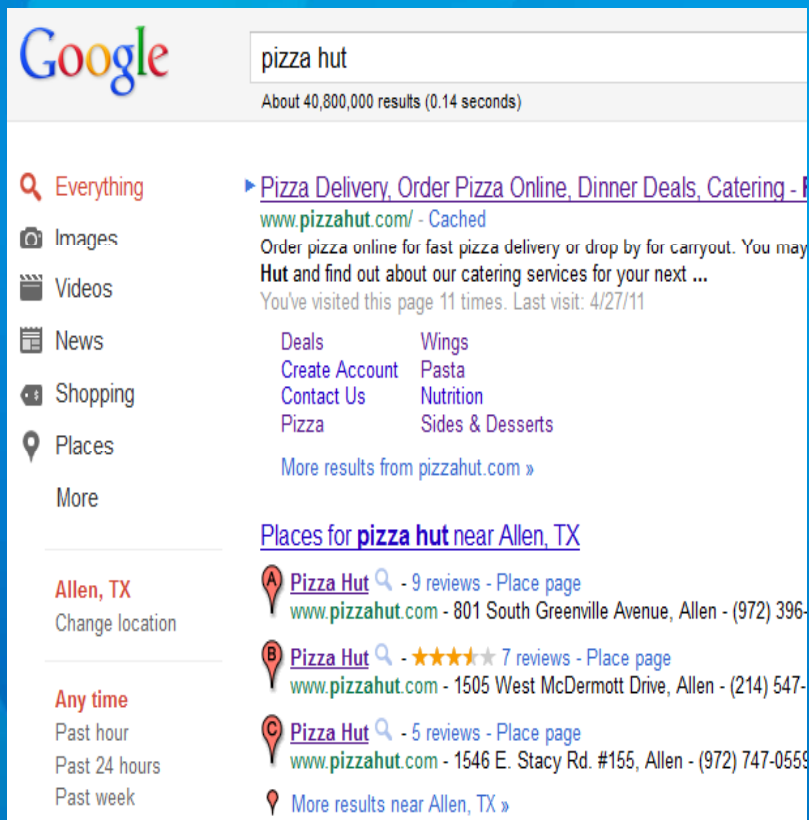
Pizza Hut - **Pizza Coupons** & Deals Online, Pizza Specials, Pizza ..

www.pizzahut.com/deals.html

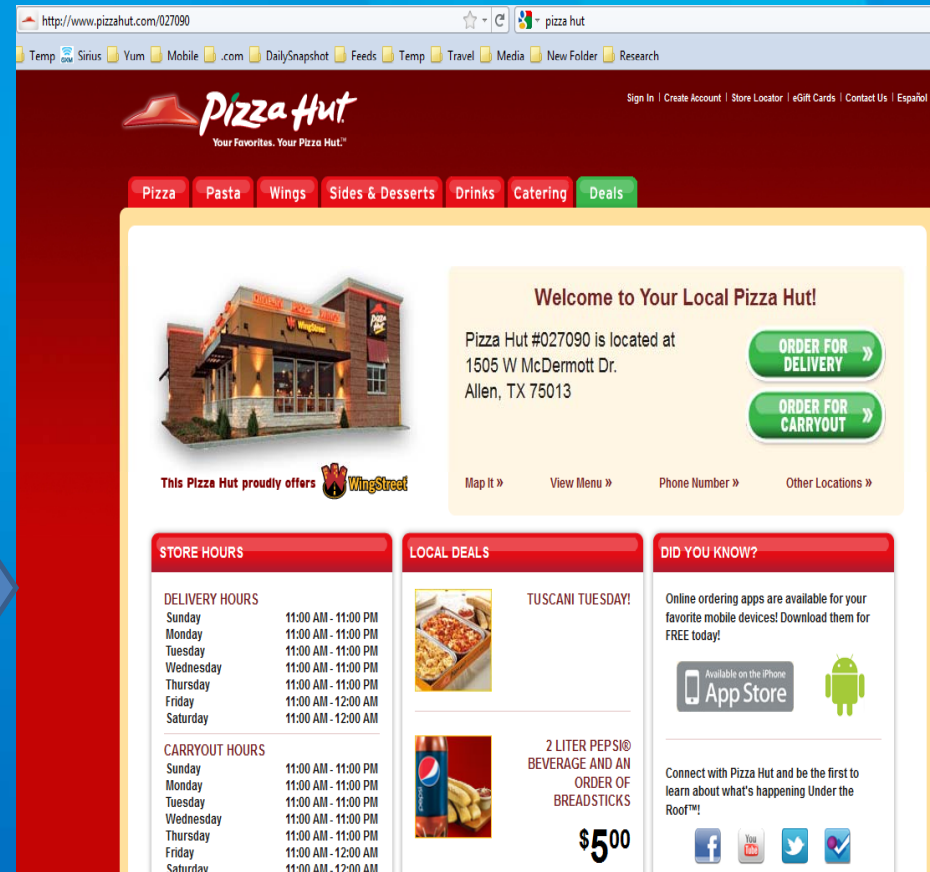
Login for the latest **pizza deals** in your area. Find **pizza coupons** and deals online for your favorite pizza specials with Pizza Hut Discounts.

Store Landing Pages

- Important organic landing pages for queries with a local or geographical component



Google search results for "pizza hut". The search bar shows "pizza hut" with approximately 40,800,000 results in 0.14 seconds. The left sidebar includes navigation options like "Everything", "Images", "Videos", "News", "Shopping", and "Places". The main results section shows a top result for "Pizza Delivery, Order Pizza Online, Dinner Deals, Catering - Pizza Hut" with a link to "www.pizzahut.com/". Below this, there are links for "Deals", "Wings", "Create Account", "Pasta", "Contact Us", "Nutrition", "Pizza", and "Sides & Desserts". A section titled "Places for pizza hut near Allen, TX" lists three locations: A) Pizza Hut at 801 South Greenville Avenue, B) Pizza Hut at 1505 West McDermott Drive, and C) Pizza Hut at 1546 E. Stacy Rd. A blue arrow points from this search results area towards the Pizza Hut store landing page on the right.



The Pizza Hut store landing page for location #027090. The page features the Pizza Hut logo and navigation tabs for "Pizza", "Pasta", "Wings", "Sides & Desserts", "Drinks", "Catering", and "Deals". A central section titled "Welcome to Your Local Pizza Hut!" displays the store's address: "1505 W McDermott Dr. Allen, TX 75013". It includes two prominent buttons: "ORDER FOR DELIVERY" and "ORDER FOR CARRYOUT". Below this, there are links for "Map It", "View Menu", "Phone Number", and "Other Locations". The page is divided into three columns: "STORE HOURS" (listing delivery and carryout hours for each day of the week), "LOCAL DEALS" (featuring "TUSCANI TUESDAY!" and a "2 LITER PEPSI® BEVERAGE AND AN ORDER OF BREADSTICKS" for \$5.00), and "DID YOU KNOW?" (promoting mobile ordering apps available on the App Store and Google Play).