

How the Web's Rich Get Richer

BY MICHEL LECONTE

"The greater the number and quality of Wikipedia articles, the greater the number of people will link to us, and therefore the higher the rankings (and numbers of listings) we'll have on Google."—Wikipedia.com

COMPANY BIO

SeoSamba serves thousands of small businesses around the world with service centers in the United States and Europe. Its software is private-labeled by large media companies and available in 14 languages.

SeoSamba's Hub & Spoke technology amplifies marketing effectiveness as companies scale their brand's footprint. You also enjoy mechanical incremental benefits in your franchise recruitment efforts from participating franchisees while they generating more leads in local markets.

SeoSamba offers turn-key franchise recruitment and local lead generation packages.



WIKIPEDIA
The Free Encyclopedia

In January 2001, a feeder project to Nupedia with the goal of making a publicly editable encyclopedia, and the supporting technology choice of using a wiki, gave birth to Wikipedia.

By the end of 2001, with roughly 20,000 articles, Wikipedia overshadowed all but three websites in terms of SERP visibility. Indeed, collaborative writing does create vast amounts of information, which, in turn, enhances visibility. However, Wikipedia's organic search success is due to more than just content.

Quality is Key

Content should at least be equal to that of sites one wishes to beat in SERPs. This requires ongoing thinking in the absence of hundreds of thousands of Wikipedians. Utilizing interns or offshore writers might be good sources to cost-effectively meet the quality threshold when you just getting started with your franchise. However, plan to hire professional help to enhance your content marketing efforts.

Volume Matters

Thirteen million articles filled with original and relevant content provide a good level of visibility. Wikipedia counts 165 million inbound links.

However, what is less known is that pages start with a nominal value, in terms of page rank. As a result, the more pages there are, the more page rank is created which can be passed throughout a network of pages and websites.

Manage Link Equity

Wikipedia works as a vortex that sucks out inbound link equity (a.k.a. Google Juice) from outside the network and never sends it back. This is due to the systemic implementation of the infamous rel="nofollow" tag. Links should be followed within one's corpus of websites as well as contextual outbound links to authoritative websites. "No follow" tags should be used for others. Most of this can be automated.

Platform and Automation

Highly search engine-optimized pages, navigation, technical readability, and linking structure are all vital. Two hundred and fifty million internally optimized links help Wikipedia's SEO efforts tremendously. Search optimized internal links across related and high-quality pages make a world of difference, but manual coding is not an option to execute deep links consistently over time. Additional flexibility is needed because franchisees websites are not geared towards being know-it-all encyclopedias.



The good news is that search engines like it when content is segmented across a number of domains—links spread across root domains is a sign of quality. Franchise networks, therefore, are well positioned to amass outstanding search performances if they can leverage their footprint.

But there are few platforms that can scale efforts across multiple, geographically disseminated domains while permitting central-management. A lack of readily available technical answers and single-vendor support can be discouraging, and it can coax companies into caving into the dogma against stand-alone domains. Wikipedia uses MediaWiki. Franchises in the know rely on SeoSamba to seamlessly deploy websites in subfolders, subdomains and stand-alone domains across territories as required by the business case instead of dictated by technical constraints. And thanks to superior link distribution and improved geo-targeting, they garner top mobile and local lead generation performances both domestically and internationally. What do you use?

Since there's only one solution that is truly distributed and can scale to your advantage, we have a suggestion for you. Regardless, a technical framework built to scale should be selected and exceptions to the rules, managed.

In this case, like Wikipedia, your franchise will get richer. ■

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