

Building a High-Traffic Website with SBI! 3.0

Nikolas Broman

EXAMENSARBETE	
Arcada	
Utbildningsprogram:	Informations- och medieteknik
Identifikationsnummer:	4173
Författare:	Nikolas Broman
Arbetets namn:	Building a High-Traffic Website with SBI! 3.0
Handledare (Arcada):	Johnny Biström
Uppdragsgivare:	
<p>Sammandrag:</p> <p>Produkten SBI! 3.0 undersöktes och testades för att göra en webbplats som driver mycket trafik. SBI har ett verktyg för att reda ut vilka sökord används mest i Google. Sökorden för tre möjliga teman för webbplatsen analyserades. Temorna var Helsinki, Santa Claus och tv-serien Game of Thrones. Alla tre hade relativt mycket efterfrågan och lite utbud för de sökorden som innehåller huvudsökordet, såsom "Helsinki restaurants". Game of Thrones valdes för vidare forskning, som visade att den hade många bra sökord som inte innehåller huvudsökordet, såsom karaktärerna i serien. Game of Thrones valdes som webbplatsens tema. Alla sökord organiserades i olika mindre grupper för att skapa en klar plan över webbplatsens struktur. Domännamnet registrerades via SBI och skapandet av webbplatsen påbörjades. SBIs egna verktyg användes för att välja och ändra på webbplatsens design, skapa HTML sidorna, samt för att optimera tätheten av sökorden och HTML taggarna för webbsidorna. Tjugoåtta webbsidor byggdes totalt och trafiken till webbplatsen analyserades med både SBIs verktyg och Google Analytics. Ingen av webbsidorna nådde upp till de högsta 30 resultaten i Google för deras respektive nyckelord. Trafiken till webbplatsen var inte hög. Största delen av trafiken kom från sociala nätverkssajter och SBI. Endast 12% av trafiken kom från sökmotorer. Till slut togs upp författarens åsikter om SBI och andras recensioner och kommentarer från olika bloggar.</p>	
Nyckelord:	SBI, sökordsanalys, sökmotoroptimering
Sidantal:	48
Språk:	Engelska
Datum för godkännande:	

DEGREE THESIS	
Arcada	
Degree Programme:	Information and Media Technology
Identification number:	4173
Author:	Nikolas Broman
Title:	Building a High-Traffic Website with SBI! 3.0
Supervisor (Arcada):	Johnny Biström
Commissioned by:	
Abstract:	
<p>The product SBI! 3.0 was researched and tested for making a high-traffic website. SBI has a keyword research tool for finding out what keywords are most often used in Google. The demand and supply number for keywords in three different themes were analyzed. The themes were Helsinki, Santa Claus and the TV series Game of Thrones. All of them had relatively high demand and low supply of keywords that include the main keyword, like “Helsinki restaurants”. Game of Thrones was chosen to be further researched and it turned out to have also many good keywords that don’t include the main keyword, like characters in the series. Game of Thrones was chosen as the website’s theme. The keywords were organized into different sub-themes to have a clear blueprint of the website’s structure. A domain name was registered via SBI and creating the website began. SBI’s own tools were used for choosing and editing the website’s design, creating the HTML pages and optimizing the keyword density and HTML tags of the pages to rank highly in search engines. Twenty-eight pages were created in total and traffic to the website was analyzed by using SBI’s tools and Google Analytics. None of the pages ranked in the top 30 Google results for the targeted keyword. Traffic to the website was not high and mostly came from social networking sites and SBI. Only 12% of the traffic came from search engines. Lastly, the author’s opinions about SBI were discussed along with others’ reviews and comments on blogs.</p>	
Keywords:	SBI, keyword research, search engine optimization
Number of pages:	48
Language:	English
Date of acceptance:	

CONTENTS

1	Introduction.....	7
1.1	The Reason and Purpose of this Thesis	7
1.2	What is SBI! 3.0?	8
1.3	The (B)CTPM Process of SBI	9
1.4	The Scope and Structure of this Thesis	10
2	Keyword Research with Brainstorm It!	11
2.1	Terminology	11
2.2	Vertical Brainstorming and Choosing a Site Concept	13
2.3	Lateral Brainstorming and Creating the Site Content Blueprint	17
2.4	Choosing a Domain Name	24
3	Creating Content with SiteBuilder	26
3.1	SiteDesigner.....	26
3.2	BlockBuilder	28
3.3	Libraries	31
3.4	Site Navigation	32
4	Results.....	33
4.1	The Website GofCafe.....	33
4.2	Search Engine Ranking and Traffic	36
5	Discussion	39
	References	42
	Appendices	44
	Summary in Swedish.....	44
	<i>Introduktion.....</i>	<i>44</i>
	<i>Forskning i nyckelord med Brainstorm It!</i>	<i>45</i>
	<i>Webbplatsen byggs med SiteBuilder</i>	<i>46</i>
	<i>Resultat</i>	<i>47</i>
	<i>Diskussion</i>	<i>48</i>

Figures

Figure 1. Doing a Vertical Brainstorm with Site Concept Finder. Screenshot taken Sep 22, 2013.	14
Figure 2. Demand Depth and Winnable Depth of Game of Thrones, Santa Claus and Helsinki.....	15
Figure 3. Deleting irrelevant keywords from the Master Keyword List. Screenshot taken on Nov 21, 2013.	18
Figure 4. The evolution of lateral keywords in the Master Keyword List.	19
Figure 5. Google Trends graph showing the change in number of searches for Jon Snow from 2004 to 2014. Screenshot taken on Jan 31, 2014. Text and dotted pillars added by the author.	20
Figure 6. Winnable Depth and Demand Depth for vertical keywords (on the left) and lateral keywords (characters in the center and cast & crew on the right).....	21
Figure 7. An excerpt from the Site Content Blueprint.	23
Figure 8. User Interface of Site Designer Gallery, which is a part of SiteBuilder. Screenshot taken on Dec 4, 2013.....	27
Figure 9. Dragging a Divider block into a Sitewide Dot in BlockBuilder. Screenshot taken on Dec 8, 2013.	29
Figure 10. Screenshot of the finished website GofnCafe. Taken on February 10, 2014. 35	
Figure 11. SBI's Keyword Ranking Report showing ranking in Google for the targeted keyword of a specific page. Screenshot taken 9.2.2014.....	36

Tables

Table 1. Results of doing a Vertical Brainstorm on Game of Thrones, Santa Claus and Helsinki.....	14
Table 2. Exact values for Demand Depth and Winnable Depth of Game of Thrones, Santa Claus and Helsinki.....	16
Table 3. Timeline for content created on GofnCafe. Dates are in dd.mm.yyyy format and the letters "xx" are used when the exact date is unknown.....	33
Table 4. Value Demand and Real Supply numbers of my targeted keywords.....	37
Table 5. Total monthly traffic statistics according to SBI.....	37

Table 6. Total monthly traffic statistics according to Google Analytics. *Note that the first four days of December are missing, since Google Analytics was installed on Dec 5, 2013.	37
--	----

1 INTRODUCTION

Anyone can create a website, but it is hard to create a high-traffic website.

These days, there is no need for code a website by oneself or even know HTML or other coding languages. It easy to create both blogs and static websites with Content Management Systems, like WordPress, Drupal or Joomla. They are very flexible and user-friendly and do not require vast technical skills.

On the other hand, there are many tools for creating a website and a lot of advice on how to do it. It is difficult to know which tool to use and what advice to listen to.

1.1 The Reason and Purpose of this Thesis

A few years ago, I stumbled upon a product called SBI! 3.0, or just SBI for short. I was instantly intrigued by it, since it promised to make it easy to create a website, bring traffic to it and make it into a small business.

I had studied programming languages and knew how much work goes into the technical creation of a website. I had thought about creating my own website as a hobby, but pushed my thoughts away. Programming websites for real was scary, as opposed to school where there was guidance for every step. Without guidance, I didn't know where to start and how to go about it.

With Content Management Systems the hard part of coding isn't needed. I thought about using WordPress, since it is popular and easy. But I wanted to create a website with high traffic. Since WordPress is so popular, people have very varied opinions on which plugins to use and how to do search engine optimization. With so much guidance, I didn't know what to listen to and where to start.

When I found SBI, I thought I had found the hidden gem of website building tools. On top of step-by-step by guidance to building a high-traffic website, the promise of mak-

ing some money out of it made it seem like the perfect product. I had experimented slowly with SBI for almost a year before I decided to make it the subject of my thesis.

The reason I chose this project is that SBI is a single product, that contains all necessary tools and guidance for creating a high-traffic website.

The purpose of this thesis is to explore how SBI works and whether it brings good results. There are surely many people like me who wish create a website, but are confused by the abundance of ways to go about it. This thesis aims to discover whether SBI is a good solution for that purpose.

1.2 What is SBI! 3.0?

SBI! 3.0 is the product of a Canadian company called SiteSell Inc, which was founded in 1997. SBI! 3.0 is often shortened to SBI and its current version is 3.0. SBI used to be called Site Build It and it was launched in 2000. (Sitesellinc.com 2014a)

The website of SiteSell Inc describes SBI! 3.0 as a "comprehensive, integrated, business-building system" (Sitesellinc.com 2014b). It has several different tools for the different parts of building a website and a business. Some examples are keyword research, traffic building, site building, hosting and marketing.

There is very little literature on SBI and it doesn't even have a Wikipedia page. Only one book focuses entirely on SBI, but it seems to only contain an overview of SBI without any in-depth research. It is called *Killer Work from Home Websites*. (Lee Evans 2013)

This is why most of the references in this thesis will be to the SBI's own website. Some subjects, for example search engine optimization, will have other references too. But the discussion of website building tools takes place mostly on the Internet, rather than in books. In that light, forums and blogs will also be mentioned or referred to, when relevant, in Chapter 5: Discussion.

1.3 The (B)CTPM Process of SBI

The process that SBI uses is called the CTPM process or sometimes the BCTPM process.

The letters CTPM stand for Content, Traffic, PREsell and Monetize.

The idea is to create high-quality content, which starts to generate lots of traffic to the website. The visitors will start to think of the website as an expert in the field of whatever the website's theme is. This means that the visitors are PreSold and will be willing to buy services or products offered on the website. The selling of services and products is called Monetizing.

However, in order to know what content to create, it is very important to properly do keyword research, that is, researching what search words people enter in search engines. In SBI, the term used for keyword research is brainstorming. That is why SBI sometimes uses the acronym BCTPM, where B stands for brainstorming.

Once brainstorming has been done, all good keywords will be divided into groups in three tiers.

The first tier is the website's main theme, for example Helsinki. The second tier contains sub-themes of the main theme, for example Helsinki restaurants and Helsinki hotels. The third tier contains pages directly related to their sub-theme, for example Ravintola Tornii in the Helsinki restaurants sub-theme and Hotel Tornii in the Helsinki hotels sub-theme.

When the grouping of all keywords into three tiers is complete, it is time to start the C in BCTPM. That means creating content for the specific keywords, writing one page per keyword. If brainstorming has been done properly, keywords with high demand will be targeted and it will lead to a lot of traffic to the website.

1.4 The Scope and Structure of this Thesis

The scope of this thesis will be limited to the three first parts (B, C and T) of the BCTPM process. This means that brainstorming, creating content and getting traffic will be researched, but the P (PREselling) and M (monetizing) parts of BCTPM won't be discussed.

Building a high-traffic website is the focus of this thesis and monetizing comes after that and thus falls outside the scope of this thesis. PREselling is about winning the visitors' trust and gaining potential customers. It is more about marketing than building a website and thus also falls outside the scope of this thesis, even though good PREselling helps with traffic through loyal visitors.

The structure of this thesis will mostly follow the structure of the Action Guide in SBI.

The Action Guide is the step-by-step guide to using SBI. It shows what to do, in what order to do everything and how to use the different tools. It also explains why SBI works. (Sitesell.com 2014a)

Chapter 2 of this thesis will go through the brainstorming process. That means searching for keywords, analyzing them and dividing them into groups in three tiers.

Chapter 3 of this thesis will go through the content creation part of SBI. That means creating the design and layout of the website, using SBI's tool for creating HTML pages and doing search engine optimization on the pages.

Chapter 4 of this thesis will present the traffic results. It will show how much, if any, traffic has come from Google and how high the pages rank in Google search.

Chapter 5 of this thesis will discuss the findings of this thesis. I will talk about what I have learned and what my and others' opinions are about SBI and its promises.

2 KEYWORD RESEARCH WITH BRAINSTORM IT!

In this chapter I will explain the Brainstorming part of the BCTPM process.

Brainstorm It! (BI) is a tool for doing keyword research. A keyword is one word or several words used when searching for something on a search engine like Google. Keyword research means analyzing which keywords are often used in search engines and how many websites contain a specific keyword. This way content creators for websites can find out which keywords are best. A simple example would be a website about Northern Lights, which are also known as Aurora Borealis. Keyword research is used to analyze which of the two terms is a better choice.

2.1 Terminology

Brainstormer is the first half of Brainstorm It!. Brainstormer accepts one, two or three search words and then searches for keywords related to the search word and inserts them into the Master Keyword List. (Sitesell.com 2014b)

Vertical Brainstorm is one of the two keyword searches of Brainstormer. A Vertical Brainstorm brings back keywords that contain the search word, for example "Helsinki map" and "Helsinki hotels" when searching for "Helsinki". (Sitesell.com 2014c)

Lateral Brainstorm is the other one of the two keyword searches of Brainstormer. A Lateral Brainstorm brings back keywords that do not contain the search word, but are related to the search word, like "Finland" and "Temppeliaukio Church" when searching for "Helsinki". A Lateral Brainstorm searches for keywords in the top 200 search results in Google. (Sitesell.com 2014d)

The **Master Keyword List** (MKL) is the second half of Brainstorm It!. It lists all keywords that Brainstormer has found and groups them according to which search word was used. It can hold up to 1,000 keywords. It shows the Value Demand and Real Supply of each keyword. Filters can be used for example to show keywords that contain

specific words or are within a certain Value Demand and Real Supply range. (Sitesell.com 2014e)

Real Supply (RS) represents how big the competition for the keyword is. It is not the number of pages that include the keyword, which is what for example Google shows. Instead, SBI has its own spider that tracks all pages on the Internet. The spider looks at every single page that contains the keyword and analyzes how important the keyword is for each page. It analyzes how many pages really are about the keyword in question. Those weighted ratings combined are Real Supply. (Sitesell.com 2014c)

Value Demand (VD) is a combination of two different factors. The first factor is demand, that is, how many times the keyword is searched for in a search engine. The second factor is the commercial potential, the value, of the keyword. (Sitesell.com 2014c)

For example "Helsinki weather" has about three and half times more VD than "Helsinki hotel," but almost fourteen times more average monthly searches in Google. Because "Helsinki hotel" has more commercial potential, its VD is closer to "Helsinki weather" than its average monthly searches in Google.

Demand Depth gives a big picture of the number of keywords with a good Value Demand. The keywords are divided into three groups according to their Value Demand: over 1000, 500–1000 and 250–500. (Sitesell.com 2014c)

Winnable Depth is the number of keywords with 50–500 in Real Supply and over 250 in Value Demand. They are keywords that are both winnable and worth to win, meaning they have a reasonable amount of demand. (Sitesell.com 2014c)

Overall Depth is the number of keywords in total. (Sitesell.com 2014c)

Site Concept is the theme of the website. It is the Tier 1 keyword of the website. All pages on the website are sub-themes of the Site Concept. A Site Concept is a niche that is not too broad and not too narrow. It should have 30,000–70,000 in Real Supply and over 2,000 in Value Demand. (Sitesell.com 2014c)

Site Content Blueprint is a list of all keywords planned to be written about on the website. It shows the structure of the website by grouping the keywords according to their theme. The groups are divided into three tiers. The Site Concept is Tier 1. Sub-themes of the Site Concept fall into Tier 2. Sub-themes of Tier 2 sub-themes fall into Tier 3. (Sitesell.com 2014d)

2.2 Vertical Brainstorming and Choosing a Site Concept

The first step with Brainstorm It! is to find out the Site Concept. The Action Guide recommends coming up with three potential Site Concepts, brainstorming them, analyzing their Value Demand and Real Supply numbers and deciding which Site Concept is the best.

The three Site Concepts I chose are "Helsinki", "Santa Claus" and "Game of Thrones".

Brainstorm It! has a dedicated function for doing a Vertical Brainstorm on three different search words at the same time. It is called the *Site Concept Finder*.

Brainstormer

This is the brainstorming part of Brainstorm It! ("BI!"). This is where you generate and research hundreds of keywords... all possible topics for your site, in minutes! Every time you use this part of BI!, you end up in the other part, your Master Keyword List ("MKL").

Reminder before you begin... [have you watched the Action Guide?](#) For additional help or a quick review, always click on each question mark for more details.

STEP 1 Select Function

Seed Generator Brainstorm
 Vertical Brainstorm
 Lateral Brainstorm

STEP 2 Select Resource

Site Concept Finder
 Singular AND Plural
 Singular OR Plural

STEP 3 Enter Seed Words

Helsinki +plural?
 Santa Claus
 Game of Thrones

These brainstormers return a list of keywords that contain the Seed Word that you will enter in STEP 3.

[Click here for more information about the different Vertical brainstormers.](#)

The Site Concept Finder brings back the best keywords (based on Value Demand) for up to 3 Seed Words. Enter 3 and you will receive up to 333 keywords per Seed Word. Enter 2 and you will receive up to 500 keywords per Seed Word. Enter 1 and you will receive up to 800 keywords.

[Click here for more information.](#)

You have 44 Wordtracker credits remaining. ([purchase more credits](#))

To continue, enter up to 3 Seed Words in STEP 3, and click on the Brainstorm It! button.

Note: Check the box to the right of any Seed Word that you want to brainstorm in BOTH singular and plural form. Use this for keywords that have *both* a singular *and* a plural form. Brainstorm It! will include plurals in your results. [Click here for more help about singular/plural.](#)

Figure 1. Doing a Vertical Brainstorm with Site Concept Finder. Screenshot taken Sep 22, 2013.

The Value Demand and Real Supply numbers for the Site Concept keywords are the following:

Table 1. Results of doing a Vertical Brainstorm on Game of Thrones, Santa Claus and Helsinki.

Site Concept	Value Demand	Real Supply
Game of Thrones	283,909	55,026
Santa Claus	177,264	73,225
Helsinki	53,927	107,986

All of these Site Concepts have a high Value Demand and a good Real Supply. The Action Guide recommends a Value Demand of over 2,000 and a Real Supply of less than 200,000 or ideally between 30,000–70,000, if one can put aside 2–10 hours per week to work on the site.

The next step is to analyze all the keywords in the Master Keyword List.

Overall Depth, meaning the total number of keywords, is at the current possible maximum of 333 for each Site Concept, since the Master Keyword List can only hold up to 1,000 keywords in total.

Demand Depth, meaning the number of keywords with a good Value Demand, is represented by grouping keywords into three different groups according to their Value Demand: over 1,000, 500–1,000 and 250–500.

It is worth noting that statistically speaking, a group with values 500–1,000 and a group with values 250–500 may have overlapping data, since the value 500 is contained in both groups. But the Action Guide gives exactly these numbers, which is why they are unaltered in this thesis.

Winnable Depth, meaning the number of winnable keywords, is represented by keywords with 50–500 in Real Supply and over 250 in Value Demand.

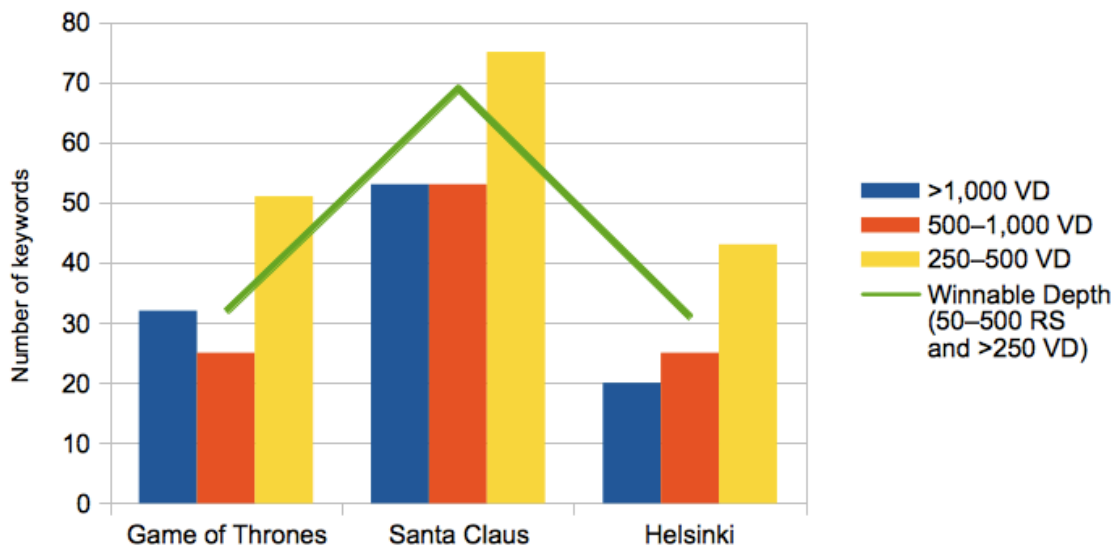


Figure 2. Demand Depth and Winnable Depth of Game of Thrones, Santa Claus and Helsinki.

The graph above illustrates the Demand Depth and Winnable Depth of the three site concepts. There was no overlap between the 500–1,000 group and the 250–500 group, since no keyword had exactly the Value Demand of 500.

Table 2. Exact values for Demand Depth and Winnable Depth of Game of Thrones, Santa Claus and Helsinki.

Site Concept	> 1,000 VD	500–1,000 VD	250–500 VD	50–500 RS and > 250 VD
Game of Thrones	32	25	51	32
Santa Claus	53	53	75	69
Helsinki	20	25	43	31

The Action Guide doesn't give any guidelines to how much Demand Depth and Winnable Depth should be. But the Action Guide refers to a successful site with the Site Concept “Anguilla,” which is an island in the Caribbean. Anguilla has a lower Demand Depth and Winnable Depth than any of the three Site Concepts I have chosen, which means that all three of them are good potential Site Concepts.

Helsinki has the lowest Demand Depth, Winnable Depth and Value Demand and the highest Real Supply. It is still a good Site Concept, but relative to the other Site Concepts it has the worst numbers.

Santa Claus has clearly the best Demand Depth and Winnable Depth. It does, however, have a worse Value Demand and Real Supply than Game of Thrones.

Game of Thrones is somewhat above Helsinki and clearly below Santa Claus in terms of Demand Depth and Winnable Depth. But it has 60% more Value Demand and 25% less Real Supply than Santa Claus. The Value Demand is really high and the Real Supply stays inside the recommended 30,000–70,000.

At this stage, one Site Concept will be further analyzed and the two other Site Concepts are deleted. If it turns out that the chosen Site Concept has nonsensical vertical key-

words and few lateral keywords, it is possible and wise to go back and choose another Site Concept later. Nothing is set in stone until the registration of a domain name, which comes after analyzing the numbers and creating a clear structure for the site.

I chose Game of Thrones as my Site Concept. I am passionate about it and it is more interesting than Helsinki or Santa Claus. It also has the lowest Real Supply, possibly making it faster to get more traffic, because it has less competition.

2.3 Lateral Brainstorming and Creating the Site Content Blueprint

The next step is to do a Lateral Brainstorm and find keywords, which do not contain the search word. The bad keywords will be deleted and the good keywords, both vertical and lateral keywords, will be organized into a Site Content Blueprint.

450 of 784 keywords (max. 1000)

Keyword	Demand	Real Supply	Profitability
2013	944972	732534	1290
3	1215090	26761605	45
4d cityscape	339	969	350
a	5712082	81256019	70
action rpg	3566	4965	718
aggregated	4071	29433	138
agot	2733	1481	1845
albums	521652	1412748	369
alfie allen	5211	230	22657
all	1160923	50949993	23
all access	22494	48152	467
analysis	283751	1830897	155
arkham	67027	58106	1154
art	2841934	6980989	407
arya stark	2855	224	12746
atlantic	278882	720830	387

Figure 3. Deleting irrelevant keywords from the Master Keyword List. Screenshot taken on Nov 21, 2013.

The image above shows some of the lateral keywords for Game of Thrones. The keyword "agot" is an abbreviation of the book "A Game of Thrones," Alfie Allen is one of the actors in the TV show and Arya Stark is one of the characters. These kinds of keywords are called specifically related keywords.

The keyword "analysis" is an example of something called a general keyword. A simple way to figure out if a general keyword should be deleted or not, is to think whether someone might use it in combination with a specific keyword, for example "Game of Thrones analysis" or "Arya Stark analysis".

When deciding which specifically related keywords to delete, it is important to remember to think about whether a page could be written about the keyword in question. If it doesn't make sense to write a page about the keyword, it should be deleted.

Out of 450 lateral keywords 314 were deleted and 136 were kept, of which 78 keywords are general keywords and 57 are specifically related keywords. Of the specifically related keywords, 25 are characters and 14 are cast members.

The Master Keyword List also has a function to add keywords manually one at a time. Manually added keywords totals 192, of which 112 are characters, 35 are cast members and 45 are crew members. The graph below shows how the number of lateral keywords has changed in the Master Keyword List. It shows the number of deleted lateral keywords, general lateral keywords, specific lateral keywords and manually added keywords.

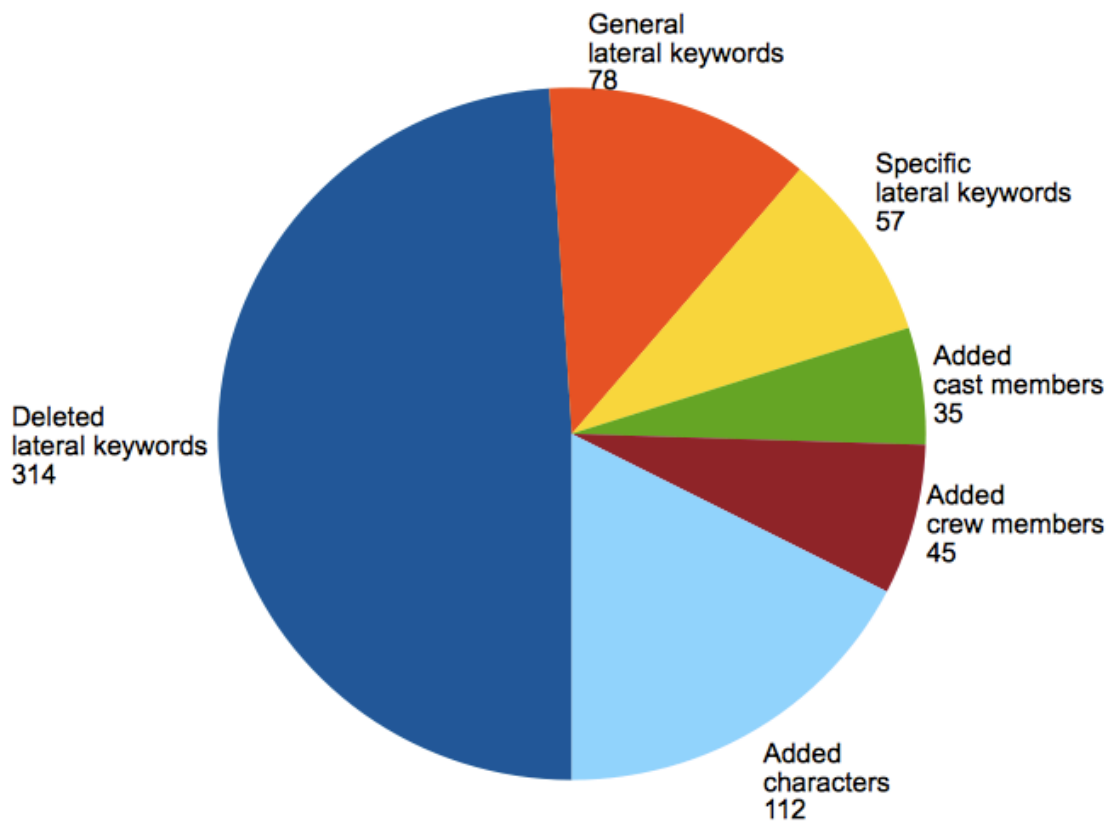


Figure 4. The evolution of lateral keywords in the Master Keyword List.

Almost all of the characters are specifically related only to Game of Thrones, since the characters in the series have unique names or uncommon spellings of common names. There are some notable exceptions like Jon Snow, which is one of the main characters, but also a real British journalist.

Searching for Jon Snow in Google Trends reveals that most people are indeed searching for the Game of Thrones character. The number of searches for Jon Snow has increased by 400–2,400% in the last 2–3 years.

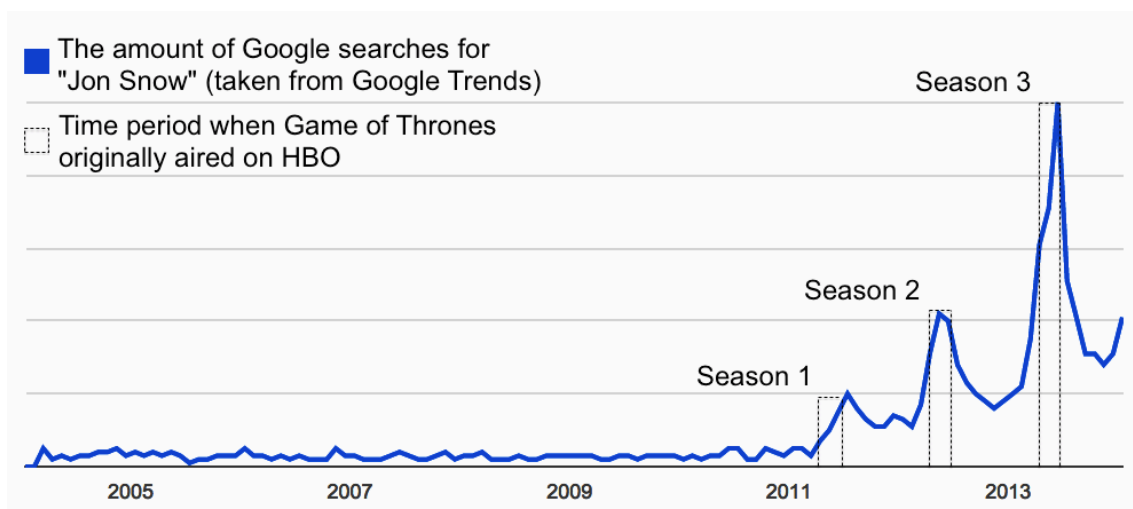


Figure 5. Google Trends graph showing the change in number of searches for Jon Snow from 2004 to 2014. Screenshot taken on Jan 31, 2014. Text and dotted pillars added by the author.

In the graph above, the dotted pillars show when Game of Thrones was originally aired on HBO. The blue line shows the number of Google searches for “Jon Snow” relative to the highest peak ever (in June 2013). The scale goes from 0 to 100 and the grey horizontal lines indicate every 20th percentile. This means that at the peak of season 1 of Game of Thrones, the number of Google searches for Jon Snow was about 20% of the highest peak in June 2013. The peak in season 2 was about 40% of the highest peak in June 2013. It is safe to assume that people mostly search for the Game of Thrones characters instead of other people with the same names.

Game of Thrones is based on the book series called *A Song of Ice and Fire*. One could argue that it is impossible to know whether people are searching for the characters in the books or in the TV show. But doing this same analysis in Google Trends with other

specific keywords that relate to Game of Thrones shows that the number of searches have increased a lot after 2011, when the TV show first aired. This means that people are either searching for the characters after watching the TV show or that the TV show made the books more popular. It is probably a combination of both, but looking at how the number of searches for Jon Snow peak when a new season of Game of Thrones comes out, it is unmistakable that people are searching for Jon Snow from the TV show and not the Jon Snow from the books.

The members of the cast and crew are not exclusively related to Game of Thrones. They have done other films and series, but many of them are mostly famous for Game of Thrones. Nonetheless, this is something to keep in mind when looking at the Winnable Depth and Demand Depth analyses of the lateral keywords compared to the vertical keywords.

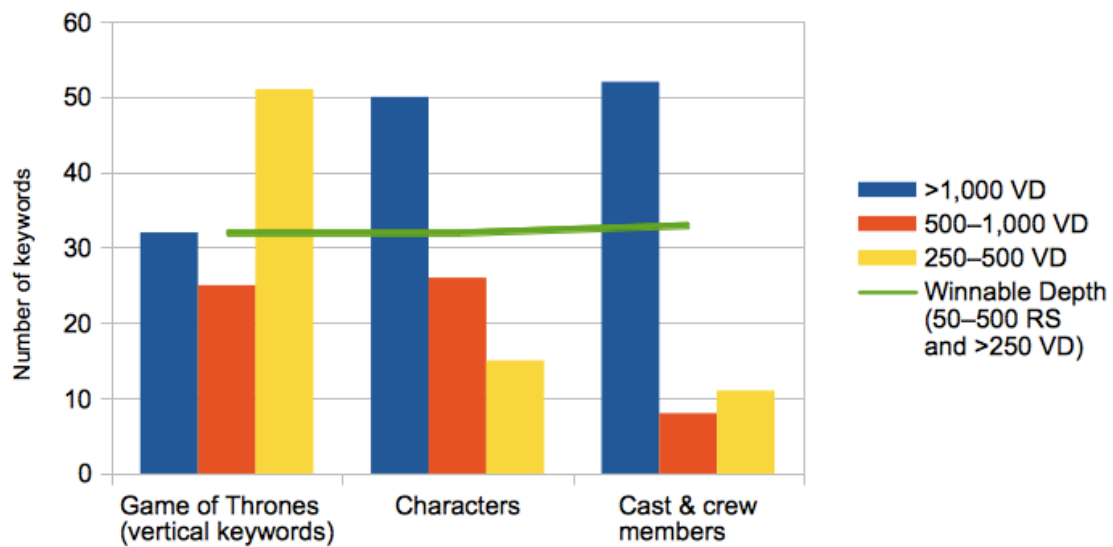


Figure 6. Winnable Depth and Demand Depth for vertical keywords (on the left) and lateral keywords (characters in the center and cast & crew on the right).

All keywords for characters, cast and crew are the their respective full names. For example, the keyword "Daenerys Targaryen" is included, but the keyword "Daenerys" is not included.

There are two exceptions: Jaqen H'ghar with the keywords "Jaqen Hghar" and "Jaqen H ghar" and Daniel Brett Weiss with the keywords "Dan Weiss", "DB Weiss" and "D B Weiss". The reason for these exceptions is that the Master Keyword List does not accept apostrophes and punctuation marks.

Some of the characters are only known by their first name. In that case their first name is the keyword, which means a higher probability that people searching for the keyword are not searching for Game of Thrones characters. An estimated 10–20% of the characters are not exclusively related to Game of Thrones.

Even when taking all of these facts into consideration, the Winnable depth and Demand depth numbers for the characters, cast and crew are good. Other specific lateral keywords were not included, like regions or cities in Game of Thrones, since they are few and the above graph demonstrates that there are plenty of good keywords.

The Action Guide has more optional strategies for brainstorming new keywords:

1. Do a Lateral Brainstorm on a specific vertical keyword. For example, brainstorming “game of thrones map” might result in different regions and cities in the Game of Thrones realm.
2. Do a Vertical Brainstorm on a lateral keyword. HBO is the television network broadcasting Game of Thrones and doing a Vertical Brainstorm on “HBO” might bring back keywords related to Game of Thrones.
3. Do a Lateral Brainstorm on a specific Lateral keyword with low Real Supply. Very few sites are focused on that keyword, but the sites that do come up are most likely focused on Game of Thrones. These sites might contain new lateral keywords.
4. Use the Ultimate Outside Lateralizer. It is the same as Lateral Brainstorm, but it brings back lateral keywords from approximately 2,500 sites related to the search word. In comparison, Lateral Brainstorm visits the top 200 sites in Google. (Sitesell.com 2014d)

At this point though, there are enough good keywords and none of the above extra strategies are needed.

The next step is to design the Site Content Blueprint. This means that all keywords should be grouped into three tiers. The Action Guide recommends 5-15 Tier 2 pages and 5-15 Tier 3 pages for every Tier 2 page (Sitesell.com 2014f).

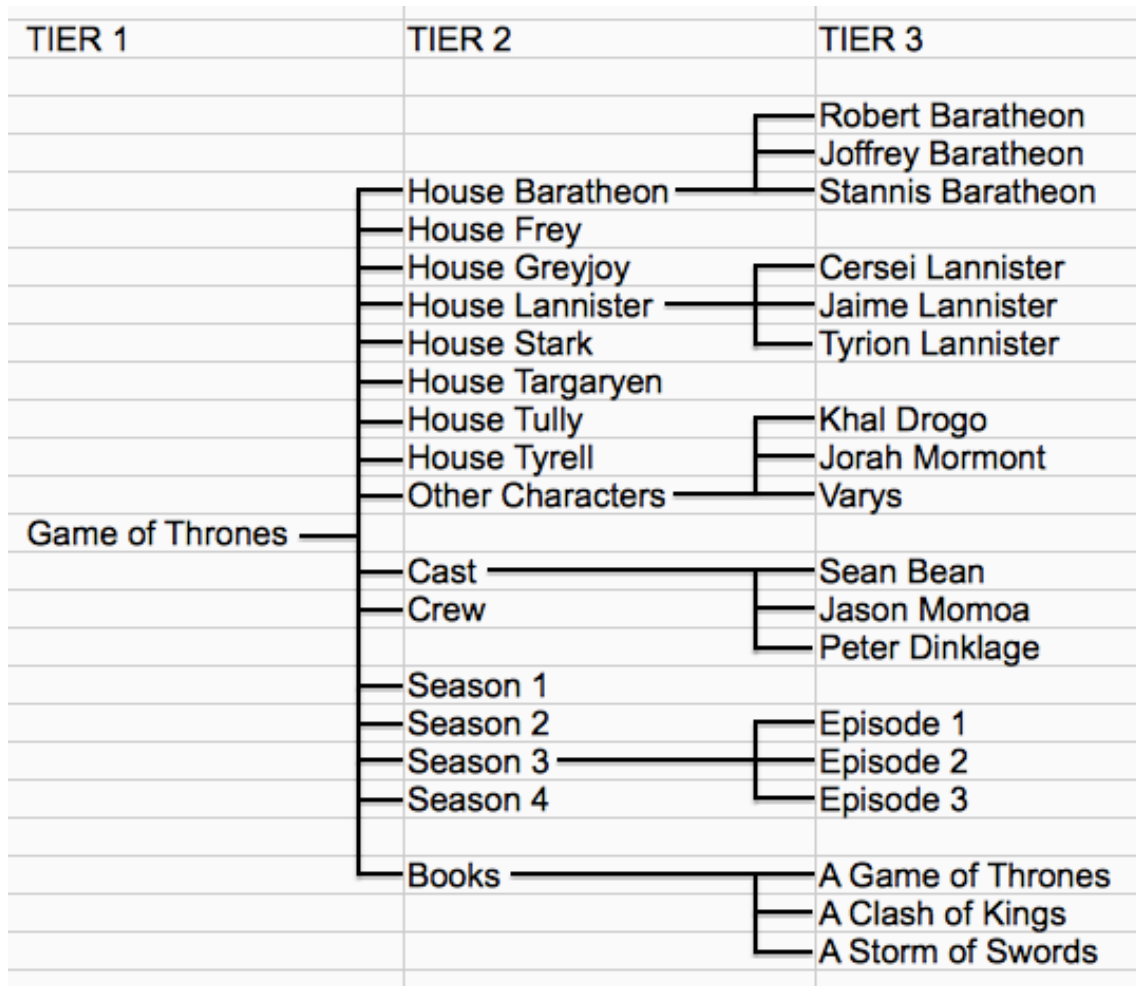


Figure 7. An excerpt from the Site Content Blueprint.

The image above illustrates the Site Content Blueprint. For easy readability, the image shows only some examples of Tier 3 pages and omits “Game of Thrones” from several keywords, like “Game of Thrones cast” and "Game of Thrones season 1".

The characters were separated into their respective houses. The reason for this is that the amount of characters is huge and increases every season. All characters that don't belong to any major house will be put under the "Other Characters" Tier 2 page.

All Tier 3 pages have good Value Demand, but it is not possible to get data on the episodes. Brainstormer doesn't accept keywords with more than five words, like "Game of Thrones season 3 episode 2". But it is only natural that a website of a TV show should have a page for every episode, which is why they are included in the Site Content Blueprint.

2.4 Choosing a Domain Name

Choosing a great domain name is important. A short domain name with ten characters or less is best. If possible, the domain name should include the Site Concept keyword in order to rank highly in search engines.

The domain name can also include a word for human visitors, which conveys what kind of content the website delivers. This is called the Valuable PREselling Proposition (VPP). The VPP also conveys the angle of approach to the Site Concept. For example, "helsinkiholiday.com" might include information about high-end hotels and restaurants, while "budgethelsinki.com" could be targeted towards budget travelers. The words "holiday" and "budget" both convey the meaning of travel, but the angle of approach is different.

A domain name should also be short, clear, unique, creative and easy to remember. The top-level domain should be .com, .org or .net. If the site is targeted towards people in a certain region, a country code top-level domain is fine.

(Sitesell.com 2014g)

The domain name chosen was "goftcafe.com". Since Game of Thrones is a registered trademark, it can't be included in the domain name. The abbreviation "goft" means

Game of Thrones and the word “café” conveys a relaxed place to read and talk about Game of Thrones.

The VPP for the website is that it is a place to relive the captivating world of Game of Thrones. For example, the Tier 3 pages for episodes focus on retelling the story in an entertaining way with screenshots, quotes and an enjoyable text. The angle of approach is not to create an informational site like Wikipedia, but rather to have an atmospheric place focusing on the captivating story of Game of Thrones and talk about it.

3 CREATING CONTENT WITH SITEBUILDER

This chapter will explain how the process of creating the website with SiteBuilder works.

SiteBuilder is divided into four sections: Site Designer, BlockBuilder, Libraries and Site Navigation. Site Designer is for choosing and editing the design of the website. Block-Builder is a tool to create and edit webpages. Libraries is meant for organizing things like images and links. In Site Navigation the navigation of Tier 2 links can be reordered.

3.1 SiteDesigner

The first step in creating the website is to design what the website will look like. Site Designer has a Site Designer Gallery, which contains ready-made themes organized by category.

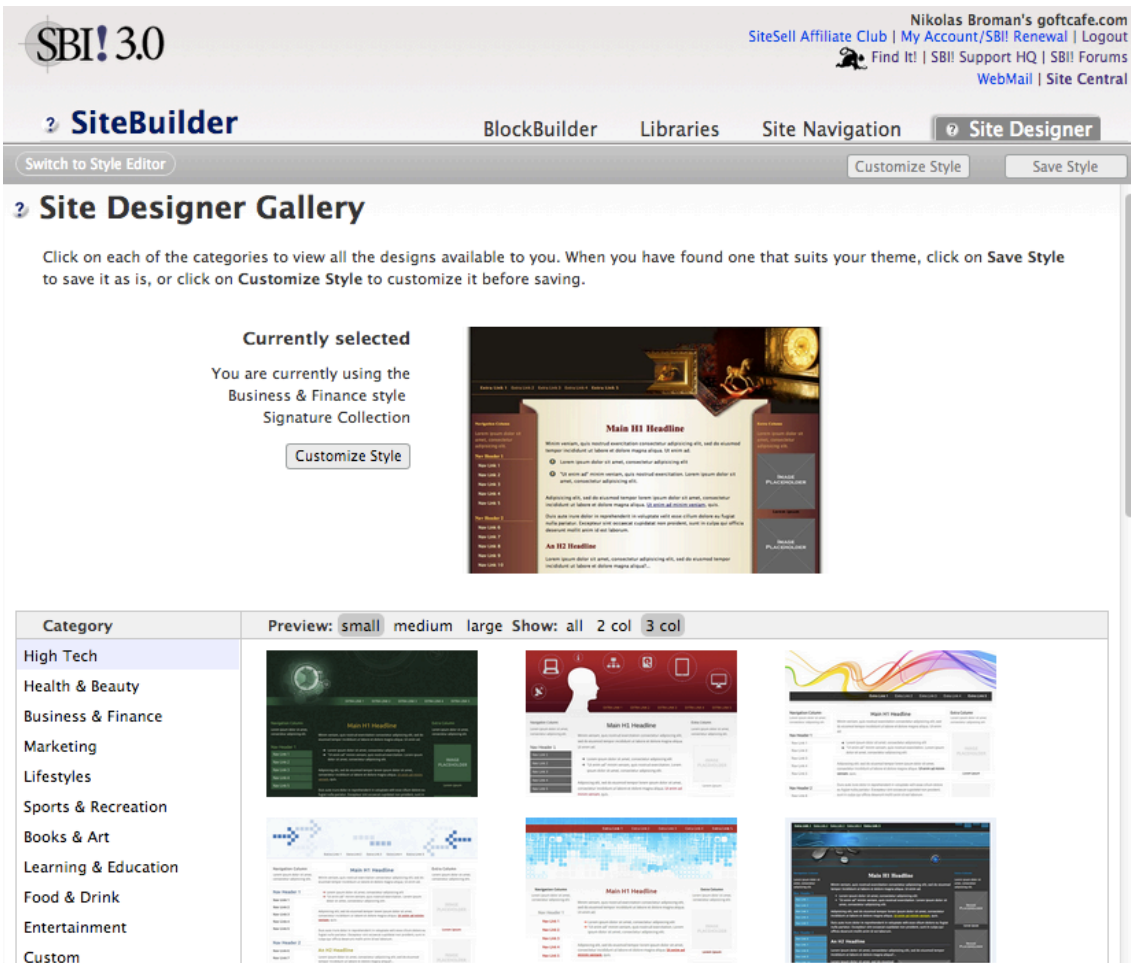


Figure 8. User Interface of Site Designer Gallery, which is a part of SiteBuilder. Screenshot taken on Dec 4, 2013.

The themes have either two or three vertical columns between the header and the footer. Almost all themes are available with both two and three columns. The columns are almost always in the same order from left to right.

The left column is called the Navigation Column. It contains links to Tier 2 pages and the home page, which is the Tier 1 page. But the Navigation column does not contain links to Tier 3 pages. They are accessed from text links inside the Tier 2 pages they belong to.

The center column is called the Content Column and it contains the content of each webpage. The optional right column is called the Extra Column and it doesn't inherently contain anything.

The chosen theme can be edited in Site Designer. Fonts, link styles, borders header size, header image, background images and colors can be edited directly with dedicated buttons in the Site Designer. There is also an option to add custom CSS code to modify the theme even further.

3.2 BlockBuilder

When creating pages with BlockBuilder, the first step is to add the page information. This is the file name, the page title and the keyword and description meta tags.

The file name for the HTML page should be the specific keyword for that page, with spaces replaced with dashes. For example, a page about the keyword "Eddard Stark" would have the file name "edward-stark.html". (Sitesell.com 2014h)

The length of the page title should preferably be less than 64 characters, but no more than 80 characters (Sitesell.com 2014h). Other experts say the page title length should be less than 50 characters (Ledford 2009 p. 65) or less than 66 characters (Enge et. al. 2012 p. 215). The World Wide Web Consortium says the ideal number of characters is less than 64 (W3.org 2014).

The keyword meta tag should contain exactly the keyword the page focuses on. In the case of "Eddard Stark," the meta tag should be exactly that.

The description meta tag is for describing the content and compelling the reader to visit the page. Search engines and Facebook links display the description together with the page title. SBI limits the description length to 200 characters or less, but recommends a length of 150 characters. Google shows a maximum of 160 characters from the description meta tag. Yahoo! shows 165 characters and Bing shows 200 or more characters (Enge et. al. 2012 p. 218).

There is also an option for adding the page to the Navigation Column on the left. Tier 3 pages should not have this setting enabled, but all other pages should.

There are also some advanced options, but those are only relevant in special cases and won't be discussed in this thesis.

After adding the page information, the editor is available for writing the content of the webpage. The editor works with blocks that can be dragged and dropped on the webpage.

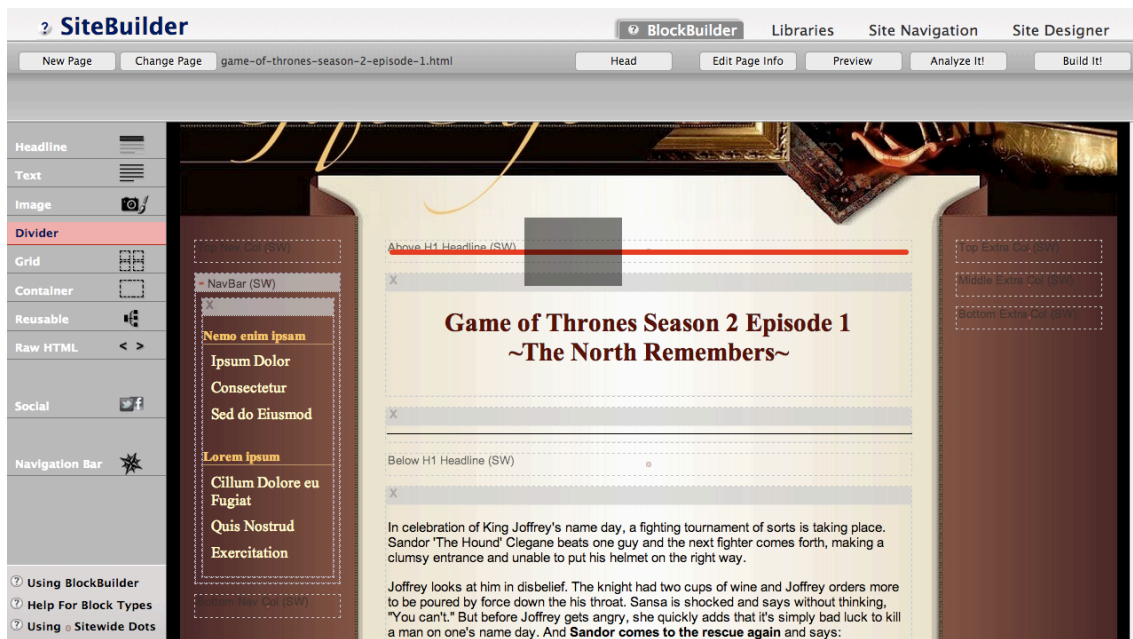


Figure 9. Dragging a Divider block into a Sitewide Dot in BlockBuilder. Screenshot taken on Dec 8, 2013.

There are ten different blocks:

1. Headline Block for headline tags.
2. Text Block for normal text.
3. Image Block for adding images.
4. Divider Block for adding a vertical line called a divider.
5. Grid Block for making a grid with columns and rows.
6. Container Block for making parts of the webpage only visible to mobile devices or computers, or adding boxes that draw attention for important information.
7. Reusable Block for saving created content to be used again.
8. Raw HTML Block for writing custom HTML code.
9. Social Block for adding buttons to social media sites.
10. Navigation Bar Block for the Navigation Column on the left.

Inside the Headline Block and Text Block it is possible to change the font style, alignment and background color, and add lists and links. Inside the Divider Block the width, height, alignment and color of the vertical divider can be changed.

Sitewide Dots are areas in the SiteBuilder that will appear on every page of the website. Blocks can be dragged and dropped on the Sitewide Dots, just like anywhere else on the page. The footer is a good example of a Sitewide Dot.

There are three Sitewide Dots on the Navigational Column and the Extra Column. The Content Column has a total of nine Sitewide Dots. They can be used for example for ads, social media buttons and navigational links.

BlockBuilder has a function called Analyze It! for checking if the page is well optimized for search engines. The list of rules that Analyze It! tests can not be found anywhere. But by testing it out with different pages and purposely trying to fail the Analyze It! test, the following rules were found.

- The keyword should appear in the file name.
- The keyword should be in the beginning of the file name.
- The file name should contain only the specific keyword.
- The keyword should appear in the page title.
- The keyword should appear in the description.
- The keyword should appear in the top <H1> headline.
- There should be at least 300 words in the body text.
- The keyword should appear in the first 90 characters of the body text.
- The keyword should not appear too often in the first 500 characters of the body text.
- The keyword should appear often enough in the body text.
- The keyword should not appear too often in the body text.
- There should be at least one text link to the page that contains exactly the keyword of the page.

Analyze It! doesn't give the exact formula for how many times the keyword should appear in the body text. But if the keyword appears too often or too few times, it tells you how many keywords to remove or to add from the body text.

All of the rules of Analyze It! are not created equal. Some are more important than others. The importance is displayed on a scale from 1 to 10, though the most important rules display the text "Must Do!" instead of a number.

3.3 Libraries

There are six different libraries in the libraries section: Image Library, Link Library, Tracker Library, Reusable Block Library, Form Build It! Library and Content 2.0 Library. All of the items in the different libraries can be named and sorted in folders and sub-folders for easy navigation.

The Image Library is for storing images that will be used on the website. It is possible to add an image directly in BlockBuilder, but several images can be uploaded at the same time as a batch in Image Library.

The Link Library is for storing all outgoing links, which are links to other websites.

The Tracker Library is for storing special links, which are meant for tracking data. It is useful for example for an incoming link, which has a special URL and which only appear in a specific advertisement. This way it is possible to track how many people come to the website via that specific advertisement.

The Reusable Block Library is for storing Reusable Blocks. The content created in a Reusable Block is saved and can be copied later to other pages simply by dragging and dropping it from the Reusable Block Library.

The Form Build It! Library is for storing forms, like contact forms and surveys.

The Content 2.0 Library is for storing Content 2.0 pages. They are pages that other people write and that can be published as separate pages on the website. For example, the topic "Your Favorite Helsinki Restaurant" might be a good topic to invite people to write a page about their favorite restaurant.

3.4 Site Navigation

Site Navigation is for organizing the Tier 1 and Tier 2 links that appear in the Navigation Column on the website. Headlines can be inserted between the links in the Navigation Column. Those headlines are called Nav Headers.

An example of a Nav Header is "Characters." Beneath it, all Tier 2 pages for the different Houses are listed, like "House Baratheon," "House Targaryen" and "House Lannister".

4 RESULTS

This chapter describes what pages I created, when I created them and how much traffic came to the website www.goftcafe.com. From here on I will refer to the website as GoftCafe.

4.1 The Website GoftCafe

Below is a timeline of which pages were created GoftCafe and when.

Table 3. Timeline for content created on GoftCafe. Dates are in dd.mm.yyyy format and the letters "xx" are used when the exact date is unknown.

Date	Content created
06.10.2013	Domain name registration http://www.goftcafe.com
xx.10.2013	Tier 1 home page http://www.goftcafe.com/index.html Tier 2 page for Game of Thrones season 1 http://www.goftcafe.com/game-of-thrones-season-1.html Tier 3 pages for all ten episodes of Game of Thrones season 1 http://www.goftcafe.com/game-of-thrones-season-1-episode-1.html http://www.goftcafe.com/game-of-thrones-season-1-episode-2.html http://www.goftcafe.com/game-of-thrones-season-1-episode-3.html http://www.goftcafe.com/game-of-thrones-season-1-episode-4.html http://www.goftcafe.com/game-of-thrones-season-1-episode-5.html http://www.goftcafe.com/game-of-thrones-season-1-episode-6.html http://www.goftcafe.com/game-of-thrones-season-1-episode-7.html http://www.goftcafe.com/game-of-thrones-season-1-episode-8.html http://www.goftcafe.com/game-of-thrones-season-1-episode-9.html http://www.goftcafe.com/game-of-thrones-season-1-episode-10.html
26.11.2013	Uploaded sitemap.xml to Google and Bing
xx.12.2013	Tier 2 page for Game of Thrones season 2 http://www.goftcafe.com/game-of-thrones-season-2.html Tier 3 pages for nine episodes of Game of Thrones season 2 http://www.goftcafe.com/game-of-thrones-season-2-episode-1.html http://www.goftcafe.com/game-of-thrones-season-2-episode-2.html http://www.goftcafe.com/game-of-thrones-season-2-episode-3.html http://www.goftcafe.com/game-of-thrones-season-2-episode-4.html http://www.goftcafe.com/game-of-thrones-season-2-episode-5.html http://www.goftcafe.com/game-of-thrones-season-2-episode-6.html http://www.goftcafe.com/game-of-thrones-season-2-episode-7.html http://www.goftcafe.com/game-of-thrones-season-2-episode-8.html http://www.goftcafe.com/game-of-thrones-season-2-episode-9.html

07.01.2014	Contact Me page (technically tier 2, but not targeting a keyword) http://www.goftcafe.com/contact-me.html Tier 2 page for House Targaryen http://www.goftcafe.com/house-targaryen.html
16.01.2014	Tier 3 page for Viserys Targaryen http://www.goftcafe.com/viserys-targaryen.html
21.01.2014	Tier 3 page for episode ten of Game of Thrones season 2 http://www.goftcafe.com/game-of-thrones-season-2-episode-10.html
02.02.2014	Tier 2 page for House Baratheon http://www.goftcafe.com/house-baratheon.html Tier 3 page for Robert Baratheon http://www.goftcafe.com/robert-baratheon.html

Unfortunately there are no exact dates in October and December, since I didn't keep exact records of when I created the pages.

A sitemap file describes what content is on the website and how it is structured. SBI automatically creates a sitemap file and uploading it to the Google and Bing search engines means two things. First, they will know that the website exists. Second, they will be informed via the sitemap when new content is added to the website. (Sitesell.com 2014i)

I uploaded the sitemap to Google and Bing about one and half months after I registered my domain name on October 6, 2013. But nonetheless, Google had indexed GofCafe a few days after writing the home page in early October. This means that Google was aware of GofCafe from the beginning and uploading the sitemap late probably didn't have a negative impact on GofCafe's traffic.

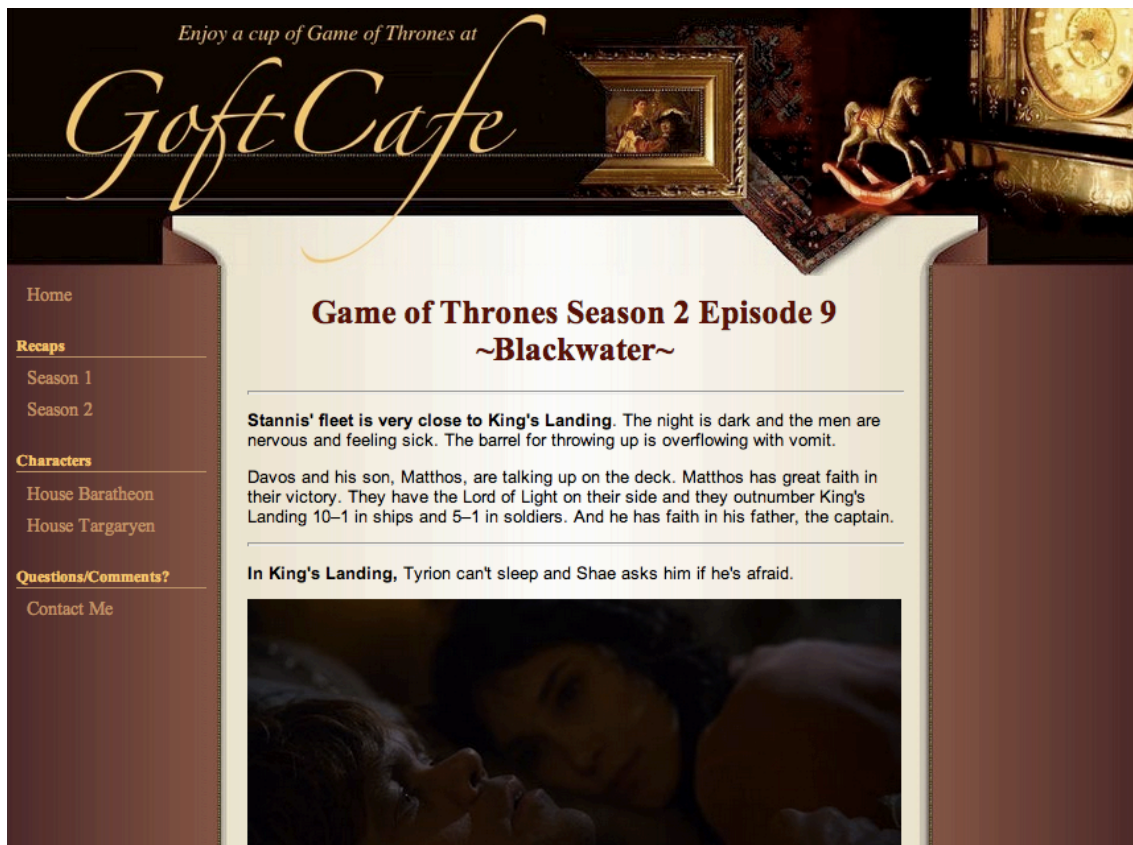


Figure 10. Screenshot of the finished website GoftCafe. Taken on February 10, 2014

Episode pages are the most basic essential pages of a website about a TV shows. That is why the first content I created was the episode pages. I also wanted to familiarize myself more deeply with the TV show, so that I would be able to write interesting pages about the characters.

Originally I planned to write pages for all episodes in all three seasons of Game of Thrones, since season four airs in spring 2014. Writing the episode pages took longer than expected, which is why I stopped after season two and wrote instead a few pages about characters and the houses they belong to. The keywords for the episodes are seven words long, for example "Game of Thrones Season 2 Episode 7," which means that there is no Value Demand and Real Supply data on them, since Brainstormer doesn't accept keywords with more than five words. For the purpose of this thesis I decided to write about shorter keywords also.

4.2 Search Engine Ranking and Traffic

The traffic results for GofitCafe are bad.

SBI shows how high each page rank for the targeted keyword. The lower the number, the better the ranking is and the higher up the page is shown in Google. If the ranking is worse than 30, SBI doesn't give an exact ranking, but instead simply says the ranking number is more than 30.

None of GofitCafe's pages rank within the top 30 of the targeted keyword.

Submit-Spider-List, Keyword Searches and Keyword Ranking Reports

Submit-Spider-List Report	Keyword Searches Report	Keyword Ranking Report <small>NEW! Update It!</small>			
Page Name	Keyword <small>Update It!</small>	Analyze/Edit	Ranking for Keyword at each SE		
			Google	Yahoo	Bing
contact-me.html	contact	<input type="button" value="A"/> <input type="button" value="E"/>	>30	-	-
game-of-thrones-season-1-episode-10.html	Game of Thrones Season 1 Episode 10	<input type="button" value="A"/> <input type="button" value="E"/>	>30	-	-
game-of-thrones-season-1-episode-1.html	game of thrones season 1 episode 1	<input type="button" value="A"/> <input type="button" value="E"/>	>30	-	-
game-of-thrones-season-1-episode-2.html	Game of Thrones Season 1 Episode 2	<input type="button" value="A"/> <input type="button" value="E"/>	>30	-	-
game-of-thrones-season-1-episode-3.html	game of thrones season 1 episode 3	<input type="button" value="A"/> <input type="button" value="E"/>	>30	-	-

Figure 11. SBI's Keyword Ranking Report showing ranking in Google for the targeted keyword of a specific page. Screenshot taken 9.2.2014

Keywords with a Value Demand over 250 and a Real Supply between 50 and 500 should be easy to rank high. These keywords are in the Winnable Depth group.

The keywords I targeted fall within the range of Winnable Depth, except for the keywords "Game of Thrones Season 1" and "Game of Thrones Season 2". Despite this, none of them rank in the top 30 pages of Google.

Table 4. Value Demand and Real Supply numbers of my targeted keywords.

Keyword	Value Demand	Real Supply
Game of Thrones Season 1	9,246	2,198
Game of Thrones Season 2	7,248	5,001
House Targaryen	933	227
Viserys Targaryen	889	53
House Baratheon	747	488
Robert Baratheon	960	163

I have two different sources for looking at how much traffic comes to my site. The first one is SBI's own Traffic Statistics. The second one is Google Analytics, which I installed on GofitCafe on Dec 5, 2013.

The two tables below show the monthly traffic statistics of GofitCafe. The first table contains data from SBI and the second table contains data from Google Analytics.

Table 5. Total monthly traffic statistics according to SBI.

Month	Visits	Unique Visitors	Pageviews
October, 2013	193	105	433
November, 2013	423	228	638
December, 2013	689	327	942
January, 2014	492	264	594

Table 6. Total monthly traffic statistics according to Google Analytics. *Note that the first four days of December are missing, since Google Analytics was installed on Dec 5, 2013.

Month	Visits	Unique Visitors	Pageviews
*December, 2013	63	23	244
January, 2014	27	17	99

The term "visits" means all visits, including multiple visits by the same visitor, but browsing many pages during the same visit only counts as one visit. The term "unique

visitors” doesn’t include multiple visits by the same user. The term “pageviews” means the number of times pages have been viewed, including multiple pageviews by the same visitor.

SBI and Google Analytics give wildly different statistics. SBI gives 200–1,700% higher numbers than Google Analytics. According to the SBI forums (Sitesell.com 2014j), SBI’s statistics include visits by Internet bots, which are applications that automatically visit different websites to gather information (Wikipedia.org 2014). This means that Google Analytics’ numbers are probably more accurate in describing how many real humans visited the site.

According to Google Analytics, only 12% of all traffic came from search engines. The rest came from either links on Facebook or Twitter that I shared, typing in the URL directly in the browser or links on SBI, which I probably used myself to quickly access GofCafe while using the BlockBuilder to create the pages.

To summarize, the traffic to GofCafe from search engines is almost zero. Of course it is a new site with only 28 pages and given more time and content, traffic would surely increase. SBI promises a high-traffic website, but it is impossible to draw any conclusions at this point.

5 DISCUSSION

In this chapter I will discuss what I have learned and what others experiences with SBI have been.

There are several things I learned from SBI. First, I will critically look at different aspects of SBI that I find questionable.

When choosing a niche to write about, SBI instructs one to look at the Real Supply number first. The Real Supply number describes how many webpages exist that actually are about the specific keyword. If the Real Supply is high, the competition is high. But if the goal is to rank in the top 30 pages of Google, does it matter how much competition there is? I don't think so. What matters most is how strong the competition is in the top 30 pages of Google. As far as I can tell, this is not discussed in the Action Guide. For example, the Real Supply for the keyword "Game of Thrones" is very low, but there are many excellent and big websites about it, especially about the episodes in the series.

SBI feels outdated in many ways. The site designs in Site Design Gallery look old. Very few of them feel modern and the old ones are unusable because of their unattractiveness. The BlockBuilder is limited. Simple things like wrapping text around an image are impossible. It is also buggy at times. Adjusting image size once makes it impossible to adjust the image back to full width. The solution is to delete the image and re-insert it without adjusting its size at all. In that way the image will keep it's full width.

On the SBI forums people sometimes ask for text-wrapping and other functions to be implemented, but SBI's usual answer is that creating content is the most important thing and design is not a priority.

Analyze It! helps in optimizing a page for search engines. It has strict rules, but doesn't mention anywhere that doing too much search engine optimization has a negative impact on Google ranking, which has been reported since 2012 (Searchengineland.com 2012). The general consensus on the forums is that it is better to write a page in a natural voice and not use Analyze It!. It is sound advice, but there shouldn't be any need to

go to the forums to find it out, since SBI says that all you need to do is follow the Action Guide.

The numbers in Brainstorm It! are rarely updated. For me, the numbers didn't change at all for over a year, but suddenly there was a huge change in the fall of 2013. I remember reading on the forums that the numbers are live data, meaning that they are updated all the time. But that is difficult to believe and it is hard for me to trust that the numbers in Brainstorm It! are up-to-date.

Other people have also expressed their views about SBI. In an SBI review on Addicted 2 Decorating (Addicted2decorating.com 2012), the author says that the traffic to her site increased with over 100% when she moved her site from SBI to WordPress. According to her, the reason is that SBI sites look outdated and disorganized and they are difficult to navigate compared to WordPress.

In a blog post about SBI by Joe Trent (Joetrent.com 2012), he worked on his SBI site for 3 years, making 150 pages. But it only resulted in making \$100/month and he doesn't give any details on how much traffic his site got. But his site is about an island in Hawaii, much like the success story on SBI about the island Anguilla. According to Trent, both islands have similar Value Demand and Real Supply numbers and he followed the Action Guide very thoroughly. Despite that, his site wasn't successful at all.

A commenter on Trent's blog post says that ranking high on Google used to be easy, but that is not the case anymore. In this sense, I also feel that SBI is outdated and that targeting specific keywords is maybe a strategy of the past.

I have written a lot about the negative aspects of SBI. But there are also positive aspects of SBI that I like.

The Action Guide is very thorough and it is easy to follow the instructions. It is inspiring to actually start building a website and I learned a lot about how to think about structuring a website and what a niche is.

Brainstorm It! is fun to use and it sparks a lot of ideas. Even though I don't completely trust that the numbers are up to date, at least they give general overview of different keywords.

To summarize my thoughts, SBI's process feels old and probably worked better many years ago, when it was easier to rely on search engine optimization to rank highly on Google. But the Internet has grown a lot, which is why it is harder and harder to get traffic from search engines. This has certainly affected not only SBI, but also many other people and products.

REFERENCES

SiteSell.com Inc. Press Release - Dec. 26, 2000 | sitesellinc.com 2014a [www]
Accessed 10.1.2014. <http://www.sitesellinc.com/media-news/dec26-2000.html>

SiteSell Inc. Company Profile | sitesellinc.com 2014b [www]
Accessed 9.1.2014. <http://sitesellinc.com/>

Lee Evans. 2013. *Killer Work from Home Websites: Blogging, Website Design, Website Business, Website Building with SBI! Site Build It! Make Money Online*. Brown Publishing, 98 pp. ISBN 978-1849512763

SBI! Action Guide | sitesell.com 2014a [www]
Accessed 20.1.2014. <http://action-guide.sitesell.com/ag-toc.html>

SBI! Help & Strategies, *Brainstormer* | sitesell.com 2014b [www]
Accessed 4.2.2014. <http://help.sitesell.com/brainstormit/brainstormer.html>

SBI! Action Guide, *Day 2* | sitesell.com 2014c [www]
Accessed 17.1.2014. <http://help.sitesell.com//actionguide/day2.html>

SBI! Action Guide, *Day 3*. | sitesell.com 2014d [www]
Accessed 17.1.2014. <http://help.sitesell.com//actionguide/day3.html>

SBI! Help & Strategies, *Master Keyword List* | sitesell.com 2014e [www]
Accessed 17.1.2014. <http://help.sitesell.com/brainstormit/mkl.html>

SBI! Action Guide, *Day 6* | sitesell.com 2014f [www]
Accessed 19.1.2014. <http://help.sitesell.com//actionguide/day6.html>

SBI! Action Guide, *Day 5* | sitesell.com 2014g [www]
Accessed 24.2.2014. <http://help.sitesell.com//actionguide/day5.html>

SBI! Help & Strategies, *Page Information* | sitesell.com 2014h [www]
Accessed 17.1.2014. <http://help.sitesell.com/blockbuilder/page-information.html>

Ledford, Jerri L.. 2009, *SEO Search Engine Optimization Bible*. USA: Wiley Publishing; 2nd edition. 528 pp. ISBN: 978-0470452646

Enge, Eric & Spencer, Stephan & Stricchiola, Jessie & Fishkin, Rand. 2012, *The Art of SEO*. USA: O'Reilly Media; 2nd edition. 716 pp. ISBN: 978-1449304218.

W3C, *The TITLE element in HTML* | w3.org 2014 [www]
Accessed 5.2.2014. <http://www.w3.org/Provider/Style/TITLE.html>

SBI! Help & Strategies, *Sitemap XML File* | sitesell.com 2014i [www]
Accessed 8.2.2014. <http://help.sitesell.com/sitemaps/sitemaps.html>

SBI! Forums, *Major difference in Traffic center and google analytics tool* | sitesell.com 2014j [www]
Accessed 10.2.2014. <http://forums.sitesell.com/viewtopic.php?f=100&t=208926>

Wikipedia, *Internet bot* | wikipedia.org 2014 [www]
Accessed 10.2.2014. http://en.wikipedia.org/wiki/Internet_bot

Search Engine Land, *Too Much SEO? Google's Working On An "Over-Optimization Penalty For That* | searchengineland.com 2012
Accessed 21.2.2014. <http://searchengineland.com/too-much-seo-google's-working-on-an-over-optimization-penalty-for-that-115627>

Addicted 2 Decorating, *Is Site Build It A Scam? A Site Build It Review...* | addicted2decorating.com 2012.
Accessed 21.2.2014. <http://www.addicted2decorating.com/site-build-it-scam-a-site-build-it-review.html>

Joe Trent, *Why I Moved My SBI Site* | joetrent.com 2012
Accessed 21.2.2014. <http://www.joetrent.com/why-i-moved-my-sbi-site/>

APPENDICES

Summary in Swedish

This is a summary of the entire thesis in Swedish. The length in pages is slightly over 10% of the original thesis, though the length in words is closer to 20%. This summary keeps the thesis structure by dividing the content into the main chapters.

Introduktion

Det är enkelt att bygga en webbplats, men svårt att bygga en webbplats som driver hög trafik. För det ändamålet finns det många olika verktyg att använda och kombinera, och olika råd om hur man använder dem. För några år sedan stötte jag på en produkt som heter SBI! 3.0 eller endast SBI förkortat. Den innehåller alla verktyg man behöver för att bygga en webbplats med hög trafik.

Målet och syftet med detta examensarbete är att undersöka om SBI fungerar och om SBI är en bra lösning för dem som vill ha en enda produkt för att bygga en webbplats med hög trafik.

Det kanadensiska företaget SiteSell Inc, som grundades 1997, lanserade SBI 2000. Då hette produkten Site Build It, men numera används endast förkortningen SBI.

Processen som SBI använder är delad i fem olika delar. Första delen är forskning i nyckelord, det vill säga sökord och söksträngar som används i sökmotorer, såsom Google. Man bestämmer ett tema för sin webbplats och undersöker vilka viktiga nyckelord, som har att göra med temat, finns och vad deras utbud och efterfrågan är. I andra delen bygger man webbplatsen och skriver webbsidorna så att varje webbsida baserar sig på ett nyckelord. Webbsidorna optimeras för sökmotorer och om innehållet är bra, driver de trafik till webbplatsen, vilket är den tredje delen.

De två sista delarna går in på marknadsföring och säljning av varor eller service, som egentligen är målet med SBI. Med detta examensarbete är avgränsat så att det inte tas upp alls.

Forskning i nyckelord med Brainstorm It!

Brainstorm It! är verktyget för att forska i nyckelord. Den har två delar: Brainstormer och Master Keyword List. Ett till tre sökord matas in i Brainstormer, som söker efter relaterade nyckelord och sparar dem i Master Keyword Listan. Där syns data på alla nyckelord, såsom utbudet och efterfrågan för nyckelorden.

Första steget är att välja tre olika ämnen, som skulle kunna vara teman för webbplatsen. I Brainstormer gör man en sökning på vertikala nyckelord, som är nyckelord som innehåller sökordet. Det rymms maximalt 1000 ord i Master Keyword Listan, vilket betyder att varje tema har plats för 333 nyckelord.

Teman som valdes var Helsinki, Santa Claus och Game of Thrones. SBI rekommenderar att efterfrågan för temat är över 2000 och att utbudet är mellan 30000 och 70000. Efterfrågan var 53927, 177264 respektive 283909. Utbudet var 107986, 73225 respektive 55026. Game of Thrones hade alltså de bästa värdena hittills.

Sedan analyseras alla vertikala nyckelord. De delas in i fyra olika grupper. De tre första grupperna representerar djupet på efterfrågan. De innehåller nyckelord, vars efterfrågan är över 1000, mellan 500 och 1000 och mellan 250 och 500. Den fjärde gruppen är uppbyggd av nyckelord som har lite utbud, men relativt mycket efterfrågan, det vill säga det borde vara lätt att vinna konkurrensen för de nyckelorden. Efterfrågan är över 250 och utbudet är mellan 50 och 500 för nyckelord i den fjärde gruppen.

I figur 2 (se s. 15) syns det att Game of Thrones har något flera nyckelord i de tre första grupperna än Helsinki, medan Santa Claus vinner tydligt i den här analysen. Alla teman har dock mera bra nyckelord än exemplet som SBI använder genom hela processen. Ett tema skall väljas för vidare analys innan det slutliga beslutet fattas och domännamnet registreras.

Temat som valdes var Game of Thrones och en sökning på laterala nyckelord gjordes. De är nyckelord som inte innehåller sökordet. Brainstormer hittade 57 bra relaterade nyckelord, medan 314 raderades. Generella nyckelord, såsom ”analysis”, kombineras ibland med specifika nyckelord i sökningar och därför behölls 78 sådana nyckelord.

Brainstormer hittade dock inte nyckelorden för alla karaktärer, skådespelare och andra personer som jobbar med Game of Thrones. De matades in manuellt och resulterade i 192 nya nyckelord, av vilka en stor del hade mycket efterfrågan och lite utbud (se figur 6, s. 21)

I det här skedet fanns det redan så många bra nyckelord att någon ytterligare analys inte behövdes. Game of Thrones valdes som temat för webbplatsen och alla nyckelord grupperades på tre olika nivåer, vilket SBI rekommenderar. På tredje nivån kom till exempel alla karaktärer, skådespelare och avsnitt. Karaktärerna delades upp i familjer och avsnitten i säsonger, medan skådespelarna var i en och samma grupp. Dessa kom på andra nivån. Den första nivån är alltid temat för webbplatsen. (Se figur 7, s. 23)

Domännamnet goftcafe.com registrerades för webbplatsen. GofT är en förkortning på Game of Thrones och ordet cafe förmedlar en avslappnad känsla att på webbplatsen kan man njuta av och uppleva serien på nytt.

Webbplatsen byggs med SiteBuilder

Verktyget SiteBuilder används för att bygga webbplatsen.

Först väljs en layout för webbplatsen i SiteDesigner. Man kan välja att ha antingen två eller tre kolumner i sin layout. Den vänstra kolumnen i den valda layouten innehåller länkar till hemsidan och alla webbsidor på den andra nivån. Den mittersta kolumnen har själva innehållet för webbsidan och den valfria tredje kolumnen kan ha reklam eller andra länkar och annan information. Fonten, färgerna och mycket annat kan editeras och även egen CSS-kod kan inmatas.

BlockBuilder är HTML-redigeraren där webbsidorna byggs. Olika block används för text, bilder, tabeller och andra funktioner. Egen HTML-kod kan också matas in.

I BlockBuilder görs också sökmotoroptimeringen. Meta-taggen för "keywords" och namnet på HTML-filen skall vara exakt samma som nyckelordet. Meta-taggen för "description" skall innehålla en beskrivning av webbsidan med maximalt 200 tecken, men idealt mindre än 150. Titeln för webbplatsen skall vara maximalt 80 tecken, men idealt mindre än 64. Olika författare har dock olika åsikter.

I BlockBuilder finns verktyget Analyze It!, som analyserar texten på webbsidan och ger förslag på förbättringar med tanke på sökmotoroptimering. En lista på olika regler som verktyget kollar finns inte, men genom experimentering hittades tolv olika regler. Största delen av reglerna har att göra med var nyckelordet finns på webbsidan och hur ofta den förekommer i texten. Analyze It! varnar till exempel om nyckelordet förekommer för ofta eller för lite, och den ger ett förslag på hur många gånger nyckelordet skall tas bort eller läggas till.

I Libraries finns olika bibliotek som används för att spara bilder, länkar, blockar, former och webbsidor skrivna av andra användare. I Site Navigation redigerar man den vänstra kolumnen. Man kan ändra på i vilken ordning länkarna är och lägga till mellanrubriker mellan länkarna.

Resultat

Jag byggde 28 sidor på webbplatsen. Ingen av webbsidorna placerades i de första 30 resultaten i Googles sökresultat. Det är dåligt för att åtminstone fyra av nyckelorden hade en efterfrågan som var ungefär tre till fyra gånger större än 250 och ett utbud mellan 50 och 500. För sådana nyckelord borde det vara enkelt att vinna konkurrensen.

Enligt SBI kom det mellan 100 och 300 besökare till sidan varje månad. Men enligt Google Analytics var antalet runt 20. Detta beror på att SBI räknar också med robotar som automatiskt besöker webbplatser för att hitta och spara information om dem.

Google Analytics ger alltså en tydligare bild på hur många riktiga människor besökte webbplatsen.

Av alla besök till webbplatsen kom 12 % från sökmotorer. Resten kom från sociala medier eller SBIs hemsidor. Detta betyder att trafiken från sökmotorer var nästan noll, trots att poängen med SBI är att satsa på bra nyckelord och driva trafik via sökmotorer.

Diskussion

Jag lärde mig mycket från SBI och detta examensarbete.

Största delen av nackdelarna med SBI har att göra med hur föråldrad den är. Layouten ser gammal ut, BlockBuildern är begränsad och teknikerna för sökmotoroptimering är föråldrade. Till exempel överoptimering för sökmotorer är något som inte alls tas upp i SBI.

Fördelarna med SBI är hur bra processen är uppbyggd och hur enkelt det är följa instruktionerna och analysera allt. Brainstorm It! fungerar bra och man kommer på många nya idéer när man använder den, även om värdena för efterfrågan och utbud tycks inte uppdateras så ofta.

Det är omöjligt att dra några slutsatser om SBI fungerar eller inte på basis av min webbplats GiftCafe, för att den är ännu så ung. Internet har vuxit mycket och det är svårare för webbplatser att driva trafik nu än tidigare. Det har säkert drabbat både SBI och också andra människor och produkter.