

# Pyramid Websites and Vertical Markets

**Pyramid Websites and Vertical Marketing** may be a big leap for those new to SEO, but in fact the principle has been around for many years. 'Themed SEO' is about addressing specific vertical markets with targeted information.

**Vertical markets** are the different sectors that a business trades within. These sectors might include automotive, military and aerospace, mining and medical devices etc.

Pyramid Websites, Google theming and SEO are often considered a 'black art' and outsourced as a post-production task to a specialist company. The relationships between a company's suppliers, distributors and clients are broken. If all concerned parties were contacted up-front, a website's search engine ranking could be increased with no need for specialist knowledge.

Vertical marketing is about stepping back and looking at your business as a whole and compartmentalising your market sectors.

Google takes a similar approach when it indexes a site; starting with a broad theme, then working its way down. Google will read and index a web page into its library and for a page to be found within search engine result pages (SERPs), it needs to be stored within the right section.

## **Vertical marketing and Pyramid Website advantages**

From a marketing standpoint there are huge advantages in tracking which market sector a visitor is from:

- Improved market specific analytics
- Long term planning and strategy insights
- Faster reaction to market fluctuations
- Opening unforeseen opportunities
- Identifying niche markets
- Providing focussed content
- Brand recognition within market sectors
- Higher search engine rankings

When generating your vertical markets or Google themed branches, start with broad content, then work your way down through each sector. Horizontal market sectors should be controlled or co-ordinated by a parent section authority. Each section should be linked vertically to one parent and multiple siblings; being mindful that haphazard linking will dilute the vertical market or Google theme and a strongly themed page will benefit from higher rankings within SERPs.

If linking one page to another could support or strengthen the theme, the link should pass indirectly via the target's 'hallway' or 'cornerstone' parent. This will not only categorise a page but encourage click through, increasing the sites' hit count.

Using section 5 as an example, to link 'f alc' to 'f ald', the flow through of links would look like:

'f alc' » 'High ala' » 'f ald'

To link horizontals from different market sectors, the page linking flow might look like:

'f alc' » 'Sub Topic B' » 'Medium bl' » 'High bla' » 'f blc'

Coders can prevent theme dilution with the use of the rel="nofollow" linking tag. This can be particularly beneficial when large drop down menus are present. For a site linking matrix to be effective, it needs to be constructed leaving no page a 'dead end'. If this strategy is used in

conjunction with a CMS, the linking matrix should be kept up to date and checked regularly by someone with coding knowledge. A simple link 'breadcrumb' and a sub menu can overcome many of these issues.

Google uses algorithms that filter and categorise pages depending upon the relevance of inbound and outbound links. Several Google patents pay close attention to the keywords used within a links' anchor or text. If that link is outside of a menu and placed within the main content, it can be worth as much, or more than an inbound external link. Contextual links are considered to be more important, as they often closely reflect a pages theme.

Contrary to most peoples' expectations, your target keywords and phrases should be at the bottom of the tree and not the top. The keywords at the top of the tree should encompass the theme without be too long or specific, whereas keywords at the bottom can be longer and more industry specific. Pages at the bottom of the tree are more likely to bring in higher volumes of traffic.