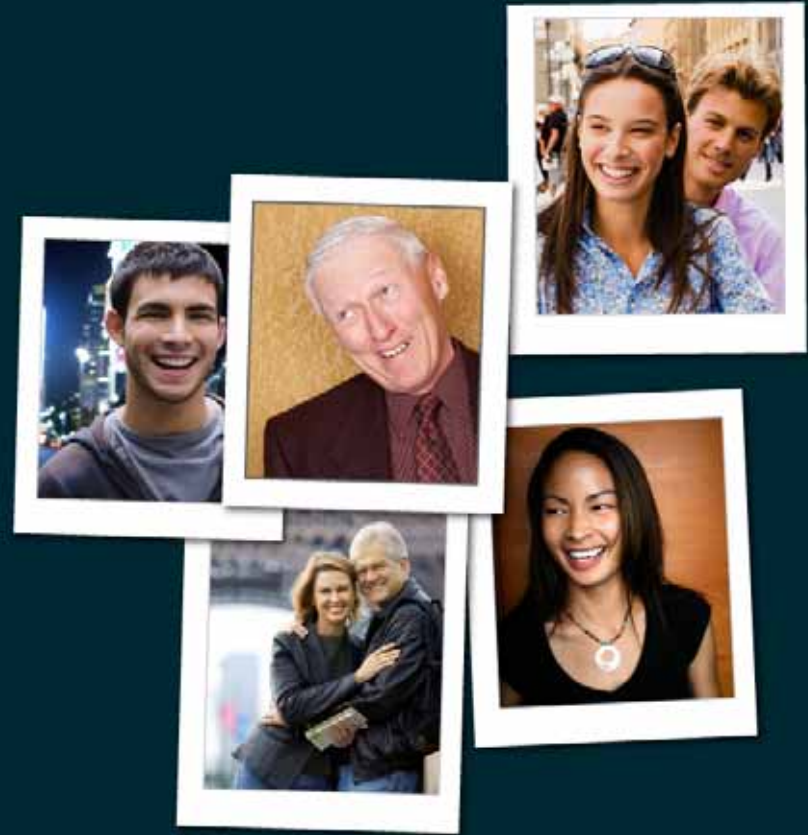


SUMMIT 08



GETTING SEEN IN A GOOGLE WORLD

Best Practices for Search Optimization

**RIGHT
NOW.**

Heath Hatchett

- RightNow Professional Services
- Business Development Manager
- San Mateo, CA
- heath.hatchett@rightnow.com



Brent Ludwig

- RightNow Professional Services
- Business Development Manager
- Chicago, IL
- bludwig@rightnow.com



SEARCH vs. FIND

Our Objective: Enable customers to quickly and easily find answers to their questions about doing business with us.

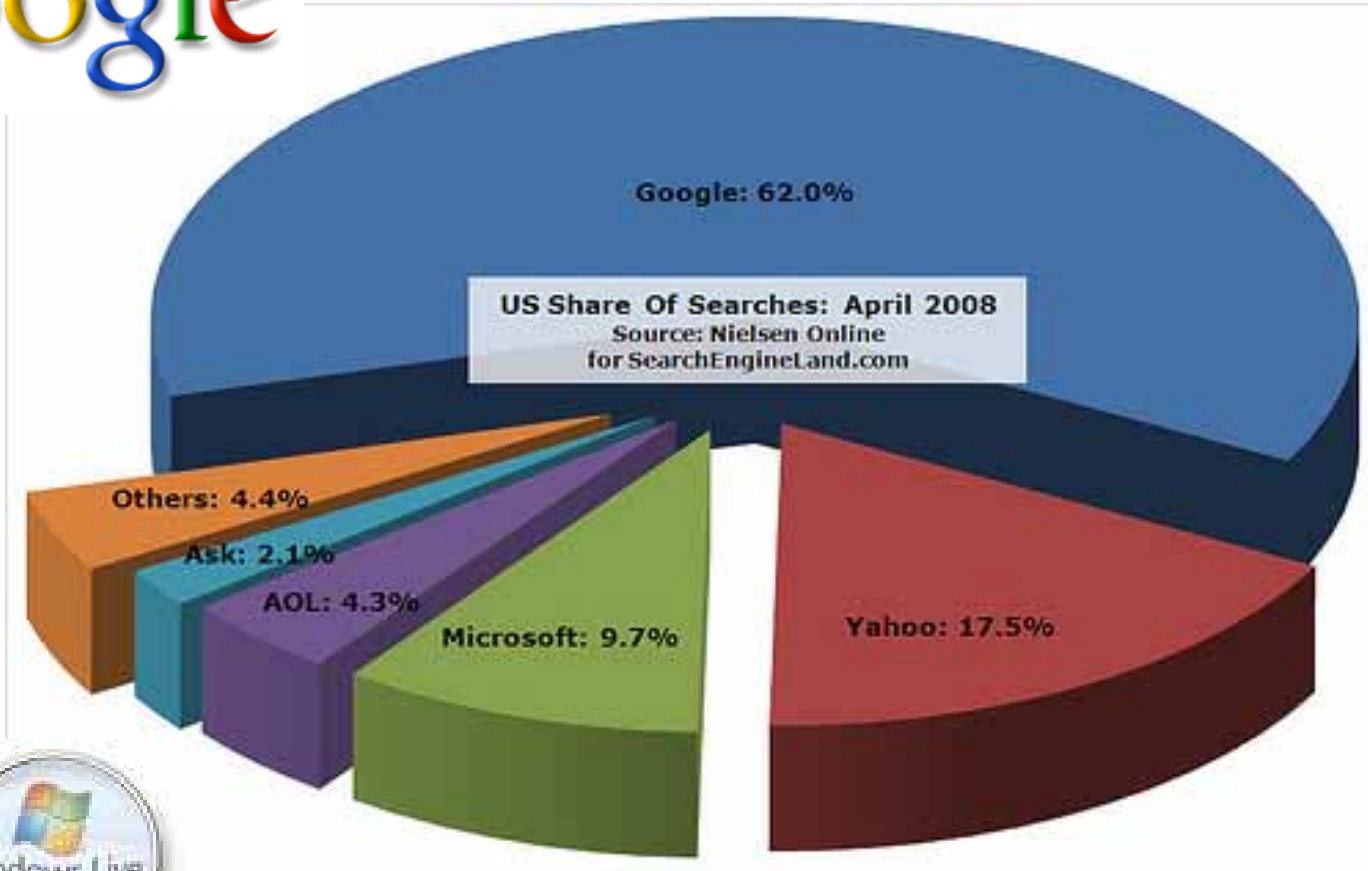


Common Starting Points for FINDING

- 1) Your RightNow Site
- 2) Another part of your corporate website, such as your eCommerce site, or
- 3) Search Engines, such as Google, Yahoo!, or MSN.

} Our Focus Areas

Google™



YAHOO!®

RightNow offers 2 features to make it easier for your customers to find you online:

Sitemap

- The sitemap features enable you to publish your answer content to search engines such as Google, Yahoo, and MSN so that they can find and display your content more efficiently.



Knowledge Syndication

- The knowledge syndication feature uses RSS/OpenSearch technology to deliver your answer content to websites other than your RightNow website.



- Each search engine uses different algorithms as their “secret sauce”. Factors include
 - Relevance to the “ideal”
 - Inbound links to the page from other web locations
 - Unique content
 - Current & updated content
- Search engines use “spiders” to crawl the web and collect data about websites.
 - Web page data includes keywords, metadata, content, links, tags, structure, theme, and code (“View Source” in the browser)
- The data about the websites gathered by the spiders is used by the search engines to determine which results to display.

How we see a web page...



How Google sees a web page...

```
<html><head><meta http-equiv="content-type" content="text/html; charset=UTF-8"><title>Google</title><style>body,td,a,p,.h{font-family:arial,sans-serif}.h{font-size:20px}.h{color:#3366cc}.q{color:#00c}.ts{border-collapse:collapse}#gbar{height:22px;padding-left:2px}.gbh,.gbd{border-top:1px solid #c9d7f1;font-size:1px}.gbh{height:0;position:absolute;top:24px;width:100%}#index:1000*mbi{border:1px solid;border-color:#c9d7f1 #00c #3366cc}
```

'ORGANIC' SEARCH RESULTS

RightNow Technologies
RightNow.com The Official site of RightNow.com 2007 CRM Product of the Year

[On Demand CRM Software](#) | [Customer Experience Management](#) | [RightNow](#)
On Demand CRM Software from RightNow, Global provider of Customer Service Software, Marketing Automation, and More. Improve your Customer Experiences while ...
[Show stock quote for RNOW](#)
www.rightnow.com/ - 32k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Products & Services](#) [Web Self-Service](#)
[Worldwide](#) [Resources](#)
[Customers](#) [Partners](#)
[Company](#) [Nucleus ROI](#)

[More results from rightnow.com »](#)

Sponsored Link

Sponsored Links

[Top 10 Hosted CRM Vendors](#)
2008 Top CRM Vendor Rankings
Download Free Vendor Ranking Report
[Business-Software.com/Top10Guide](#)

[Accelerate SaaS Ecommerce](#)
Enterprise eCommerce Solutions
Strategy, Design, Deployment, Ops
[saasaccel.com](#)

[Information on CRM at RightNow Technologies: CRM Software ...](#)
CRM from Right Now Technologies. Offering CRM software and solutions for customer relationship management.
www.rightnow.com/crm.html - 6k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Rightnow.org](#)
1995 - 2008 Rightnow®. All Rights Reserved. Serve Now | Events | Store | Community | About Rightnow | Privacy Policy | Contact Us.
www.rightnow.org/ - 61k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Rightnow.org](#)
We work with 75 ministries that serve all over the world and in the U.S. Through these 75 organizations, The Rightnow Campaign can connect you to thousands ...
www.rightnow.org/serve/now/ - 61k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Home - RightNOW!](#)
Women who share a common belief in free markets, limited government and personal responsibility.
www.politicalchicks.com/ - 13k - [Cached](#) - [Similar pages](#) - [Note this](#)

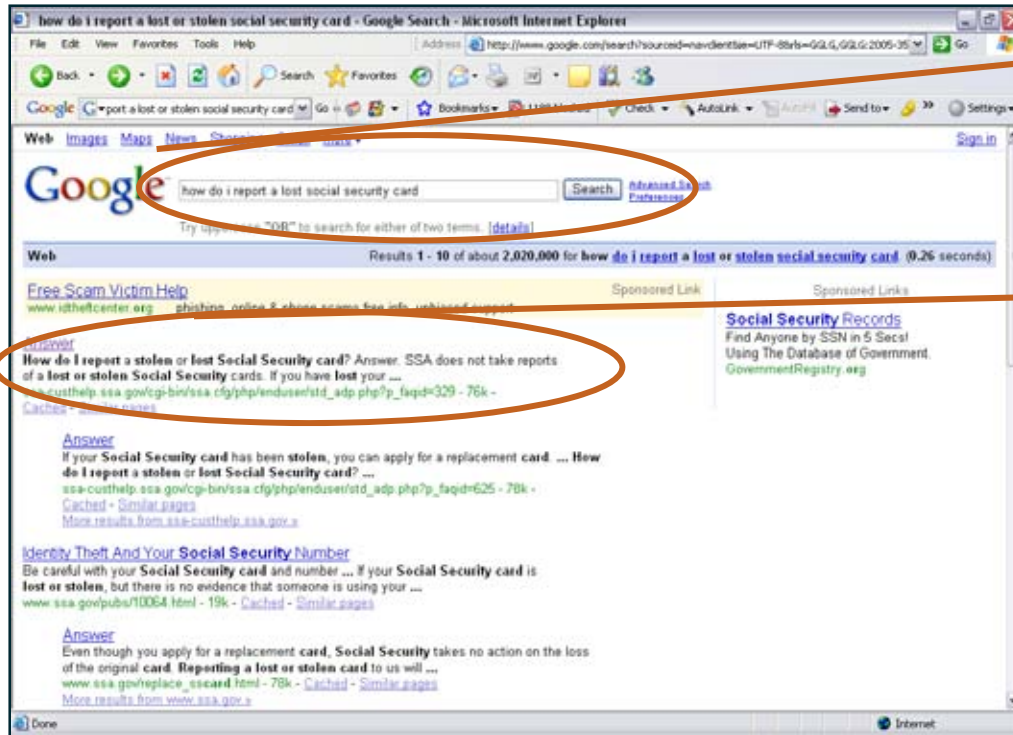
[Right Now](#)
A beautiful, positive picture and music presentation from The Daily Motivator.
positivepause.com/ - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

"Pay Per Click" Search Results

"Organic" Search Results

SITEMAP: HOW IT WORKS - EXAMPLE #1

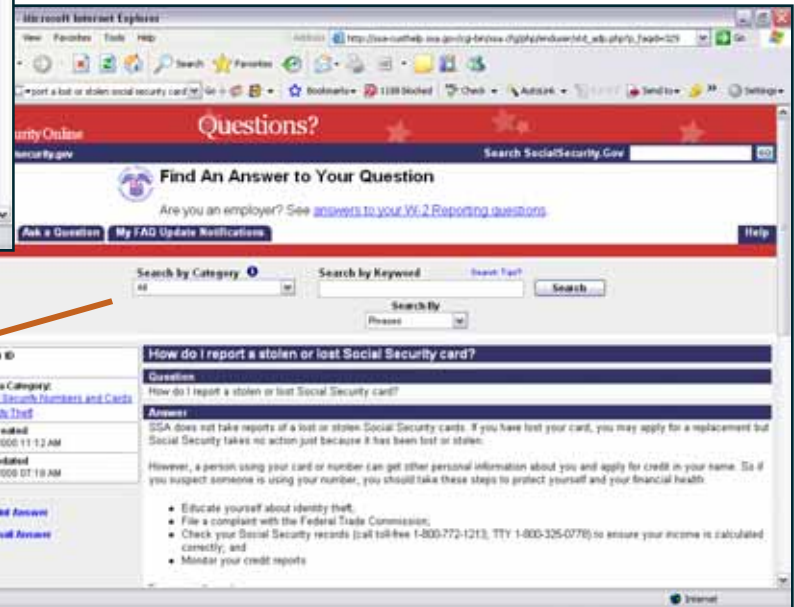
RIGHT
NOW.



1. Customer performs Google search.

2. Google returns answer from your RightNow Knowledgebase.

3. Customer clicks link and goes directly to the answer.



THE POWER OF SITEMAP - EXAMPLE #1

RIGHT
NOW.

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better: [Provide Feedback](#)

How would you like to generate keyword ideas?

Descriptive words or phrases (e.g. green tea)

Website content (e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

lost social security card

Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

Selected Keywords:

Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign.

No keywords added yet

[+ Add your own keywords](#)

Choose columns to display: [Show/Hide columns](#)

Keywords	Approx Avg Search Volume	Search Volume Trends (May 2007 - Apr 2008)	Highest Volume Occurred In	Match Type
Keywords related to term(s) entered - sorted by relevance				
lost social security card	22,200		Jan	Add
replace lost social security card	3,600		Jan	Add
replacing lost social security card	720		Jan	Add
i lost my social security card	1,000		Jan	Add
lost social security card form	50	No data	No data	Add
lost my social security card	1,600		Jan	Add
lost or stolen social security card	210		Oct	Add
apply for lost social security card	260		Oct	Add
lost social security card				

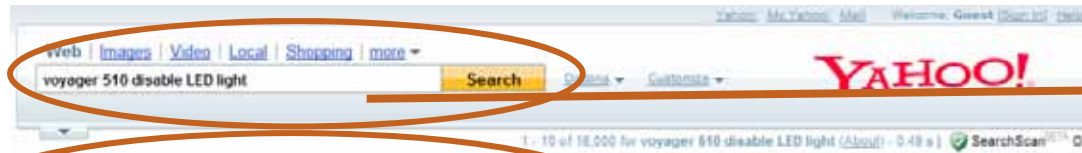
Sign up with these keywords

There are approximately 22,200 Google searches each month on "lost social security card".

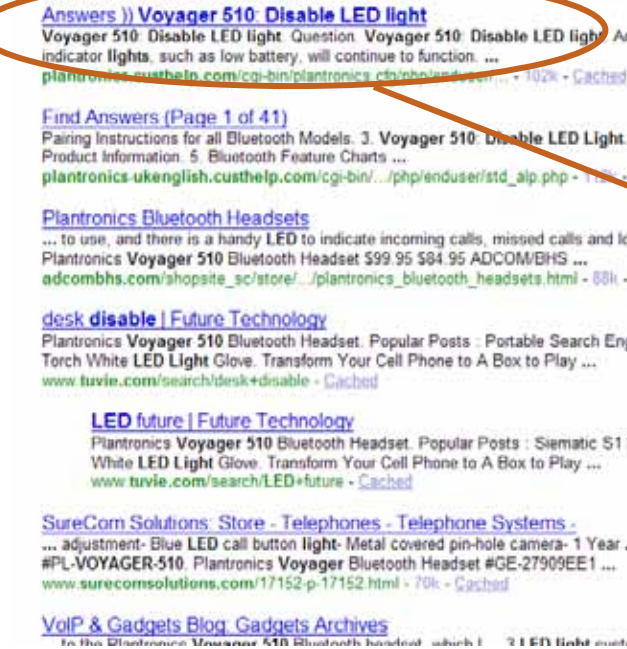
Google Keywords Tool:
<https://adwords.google.com/select/KeywordToolExternal>

SITEMAP: HOW IT WORKS - EXAMPLE #2

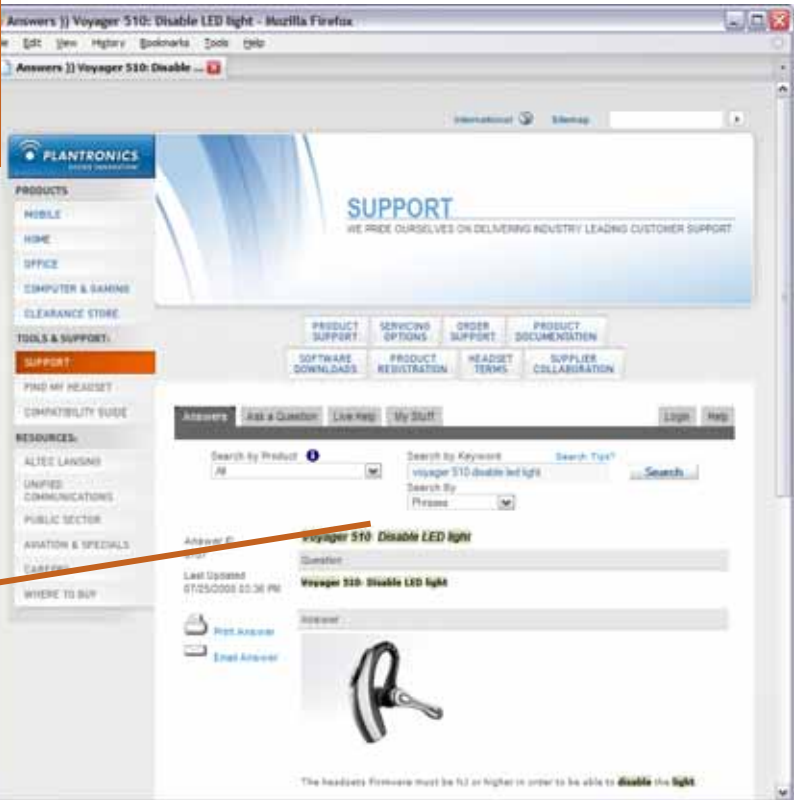
RIGHT
NOW.



1. Customer performs Yahoo! search.



2. Yahoo! returns answer from your RightNow Knowledgebase.



3. Customer clicks link and goes directly to the answer.

THE POWER OF SITEMAP - EXAMPLE #2

RIGHT
NOW.

Google AdWords - It's All About Results™

Help | Contact Us

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better. [Provide Feedback](#)

How would you like to generate keyword ideas?

- Descriptive words or phrases (e.g. green tea)
- Website content (e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:
voyager 510

Use synonyms
[Filter my results](#)
[Get keyword ideas](#)

Selected Keywords:

Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign.

No keywords added yet
[+ Add your own keywords](#)

Sign up with these keywords

Choose columns to display: [Show/hide columns](#)

Keywords	Approx Avg Search Volume	Search Volume Trends (May 2007 - Apr 2008)	Highest Volume Occurred In	Match Type
Keywords related to term(s) entered - sorted by relevance				
plantronics voyager 510	90,500		Dec	Add
voyager 510	110,000		Dec	Add
voyager 510 bluetooth	74,000		Dec	Add
plantronic voyager 510	480		Dec	Add
plantronics voyager 510 bluetooth headset	74,000		Dec	Add
headset voyager 510	74,000		Dec	Add
voyager 510 bluetooth headset	74,000		Dec	Add
plantronics voyager 510 headset	74,000		Dec	Add
plantronics voyager 510 bluetooth	74,000		Dec	Add
plantronics voyager 510 review	590		Jun	Add

There are approximately 110,000 Google searches each month on “voyager 510”.

Google Keywords Tool:
<https://adwords.google.com/select/KeywordToolExternal>



- Configuration Setting:
RightNow User Interface/Misc. Customization/
KB_SITEMAP_ENABLE

URL for Sites using Customer Portal Page Set:

<http://<site>.csthhelp.com/ci/sitemap>

URL for sites using Classic Page Set:

<http://<site>.csthhelp.com/cgi-bin/<site>.cfg/php/enduser/sitemap.php>

```
-<urlset xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  -<url>
    -<loc>
      http://hatchet88.rightnowdemo.com/app/answers/detail/a_id/46
    </loc>
    <lastmod>2008-09-06T11:40:26-07:00</lastmod>
    <priority>1.0</priority>
  </url>
  -<url>
    -<loc>
      http://hatchet88.rightnowdemo.com/app/answers/detail/a_id/122
    </loc>
    <lastmod>2008-04-22T12:31:48-07:00</lastmod>
    <priority>0.5</priority>
  </url>
  -<url>
    -<loc>
      http://hatchet88.rightnowdemo.com/app/answers/detail/a_id/121
    </loc>
    <lastmod>2008-04-22T12:31:48-07:00</lastmod>
    <priority>0.5</priority>
  </url>
```

Sample Sitemap

- **Public Answers**

Requiring a login to view answers on your site will make sitemap less effective. Search Engine spiders will not be able to index answers that are “hidden” behind a login.

- **Current Content**

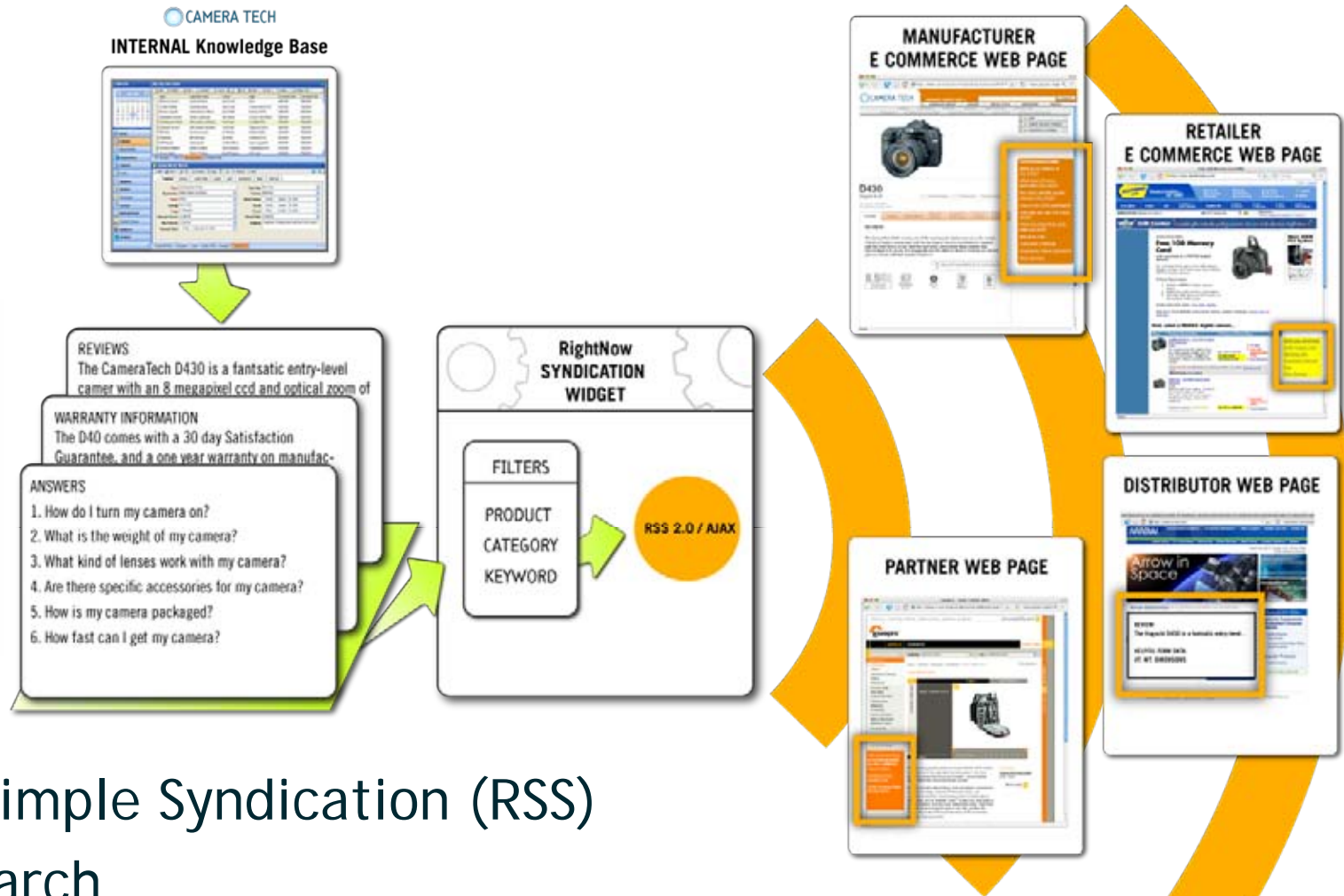
The sitemap includes the “last updated” time of your answers. Keeping your answer content current and fresh will encourage search engines to re-spider your site more frequently.

- **Effective Content**

The sitemap uses the “Solve Count” of an answer to determine the “Priority” value. Monitor and maintain your answers to ensure they’re providing effective solutions for customers.

Take Action!

1. Activate Sitemap Configuration.
2. Verify expected search results with major search engines.
3. Actively manage your knowledge content to keep it current and effective.



- Really Simple Syndication (RSS)
- OpenSearch
- Nov '07 (8.3) and higher

CUSTOMER EXAMPLE: KNOWLEDGE SYNDICATION

**RIGHT
NOW.**

BT logo

Small & medium business

Business home | Products & services | Your account | Help & support | Business insight

Enter a keyword | Select area to search | All Help & support | search

Help & support

BT Business Forums
Get a helping hand from other users
Find out more

Contact BT
Contact BT by live web chat, email or phone.

Websites, email & IT

- Websites & Web hosting
- Email
- Internet security
- IT Support Manager
- PC Backup
- View all ...

Broadband & Wi-Fi

- Broadband
- Dial-up
- Wi-Fi
- ISDN
- Voice over IP

Phone services

- Phone systems
- Lines
- Call services
- Voice over IP
- Call discount plans
- View all ...

Account & billing help

- Phone account, billing & payment
- Internet account, billing & payment

User guides

- User guides
- Glossary

Mobile

- Call & text services
- Mobile service settings
- Call analysis
- Access Manager
- BT Openzone
- View all ...

Service status

Are there issues affecting your area? Check here for the latest service status updates.

Report or track a fault

Having trouble with your BT line?
Report a new fault or track an existing fault

Top-rated FAQ's

- What are BT Workspace and BT Workspace Lite?
- I have an intermittent, slow or no broadband connection
- Up to 8Mbps broadband speed test for BT router customers
- How can I set up a wireless connection?
- Using the Outlook 2007 download and configuration tool
- Enable RSS feed
What is RSS?

BT.com | Contact BT | Sitemap | About BT | Privacy policy | Code of practice | Find a number

Top-rated FAQ's



What are BT Workspace and BT Workspace Lite?

I have an intermittent, slow or no broadband connection

Up to 8Mbps broadband speed test for BT router customers

How can I set up a wireless connection?

Using the Outlook 2007 download and configuration tool

Enable RSS feed
What is RSS?

CUSTOMER EXAMPLE: KNOWLEDGE SYNDICATION

RIGHT
NOW.

The screenshot shows the IN.gov website interface. At the top left is the 'IN.gov' logo. To its right is a search bar with a 'SEARCH' button and a radio button for 'advanced search'. Below the search bar is a navigation menu with categories: About Indiana, Agriculture & Environment, Business & Employment, Education & Training, Family & Health, Law & Justice, Public Safety, Taxes & Finance, and Tourism & Transportation. On the right side of the header is a profile for 'GOVERNOR MITCH DANIELS' with a 'visit his home page >>' link. Below the navigation is a utility bar with 'Find an Agency', 'Find a Person', and 'HELP'. The main content area features a large banner with the text 'PREPARE TO GO BACK TO SCHOOL' and an image of a red apple. To the left of the banner is a sidebar menu with categories like 'Information For' and 'Most Visited'. To the right is a 'Latest Headlines and Events' section with three news items. Further right is a 'Top FAQs' section with a list of questions, and an 'I Want To...' button.

Top FAQs

I Want To...

1. How do I file for unemployment?
2. How do I find out the status of my unemployment check?
3. Who is eligible for The Healthy Indiana Plan?
4. What is the governor's annual salary?
5. How do I find information regarding highway road closings/construction?
6. What does the HIP plan offer?
7. How do I check on Child Support issues?
8. How old does a child have to be before he/she can stay home alone?
9. What services are covered by the Healthy Indiana Plan?
10. Where do I apply for Healthy Indiana Plan?

More FAQs »

RIGHTNOW EXAMPLE: KNOWLEDGE SYNDICATION

The screenshot shows the RightNow Communities website interface. At the top, there is a navigation bar with 'Customer Community' and 'Developer Community' tabs. Below this is a secondary navigation bar with links for 'Forum', 'Education & Training', 'Events', 'Blogs', 'Professional Services', and 'Support'. The main content area is titled 'Release Resources' and includes sections for 'Recent Releases', 'Archived Releases', and 'Release Policies'. A 'Stay Informed' sidebar is on the left. At the bottom of the page, there is a footer with contact information and a copyright notice for 2011 RightNow Technologies, Inc.

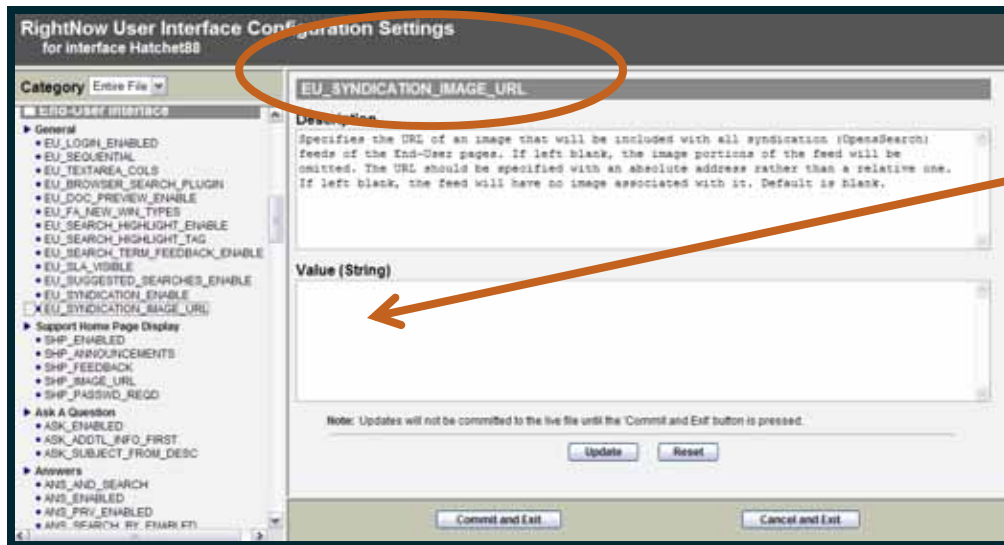
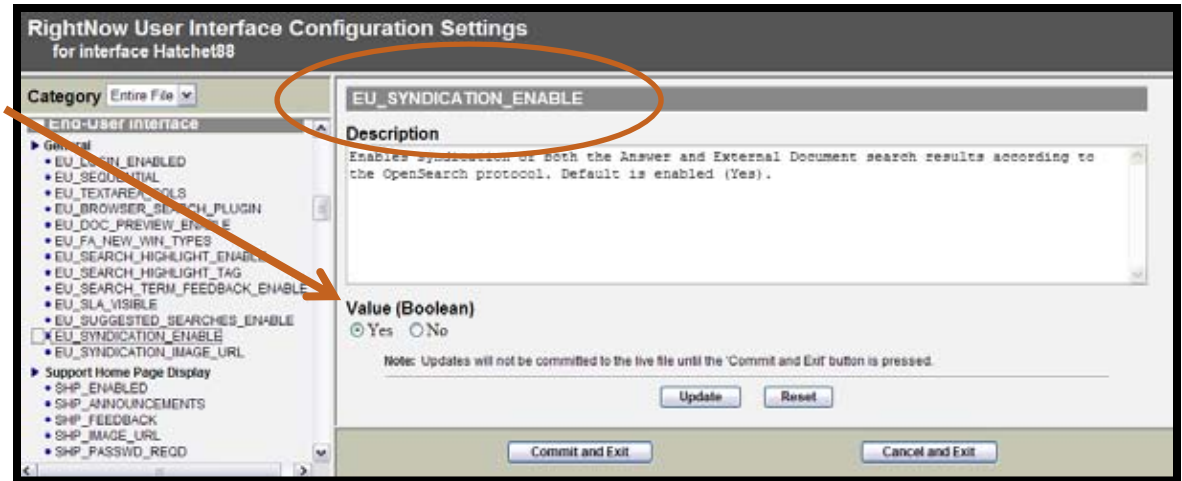
Upgrade Knowledge

Use this knowledge syndication widget to review Answers related to upgrading your RightNow solution. Learn more about widgets in the [Developer Community](#).

- [Accessing RightNow manuals, release notes, and upgrade documentation](#)
- [Upgrading to the current release of RightNow](#)
- [Upgrading with every available release](#)
- [RightNow Service Pack releases](#)
- [Uninstalling and re-installing RightNow 8.0 or later releases](#)

KNOWLEDGE SYNDICATION CONFIGURATION

EU_SYNDICATION_ENABLE
Set to "Yes" to activate
OpenSearch functionality.



EU_SYNDICATION_IMAGE_URL
(Optional) Used to display an
image on the OpenSearch
page.

ABOUT OPENSEARCH

RIGHT
NOW.

Once the OpenSearch functionality is activated for your site, an OpenSearch document is available and can be viewed with any RSS Reader software.

The screenshot shows the Global Solutions website interface. At the top, there's a navigation bar with 'Residential', 'Business', 'Services', 'Wireless', 'Support', and 'Catalog'. Below that, there are tabs for 'Support Home', 'Answers', 'Ask a Question', 'Live Help', 'My Stuff', 'Login', and 'Help'. A search bar is present with 'Search by Product' and 'Search by Category' dropdowns, and a 'Search by Keyword' input field. The search results show '45 Answers Available' and a list of questions, with 'Gotten your phone wet?' selected. An orange arrow points from this list to the RSS feed screenshot on the right.

The screenshot shows the RSS feed for 'RightNow Technologies OpenSearch RSS (Search)'. It includes a subscription section with 'Subscribe to this feed using Live Bookmarks' and a 'Subscribe Now' button. Below, there's a list of search results with titles like 'Entry level camera phones', 'Introducing the Conversa 8500i!', 'How do I set up my voicemail?', '6215i keeps dropping calls', 'Gotten your phone wet?', 'How do I change my address?', 'Do you have service area maps?', 'Which phones support Yahoo!® Text Messaging?', 'Am I charged airtime when I check my voicemail from my wireless phone?', and 'What is a dropped call?'.

URL for Sites using Customer Portal Page Set:

<http://<site>.custhelp.com/ci/opensearch/feed>

URL for Sites using Classic Page Set:

<http://<site>.custhelp.com/cgi-bin/<site>.cfg/php/enduser/opensearch.php>

```
- <rss version="2.0">
  - <channel>
    <title>RightNow Technologies OpenSearch RSS (Search)</title>
    <link>http://hatchet88.rightnowdemo.com/app/home</link>
    <description>Support Home Page (Search)</description>
    <opensearch:totalResults>46</opensearch:totalResults>
    <opensearch:startIndex>1</opensearch:startIndex>
    <opensearch:itemsPerPage>10</opensearch:itemsPerPage>
    <opensearch:Query role="request" searchTerms="">
    <related:session/>
  - <item>
    - <link>
      http://hatchet88.rightnowdemo.com/app/answers/detail/a_id/46
    </link>
    <title>Entry level camera phones</title>
    <pubDate>2008-09-06T11:40:26-07:00</pubDate>
    <relevance:score>100</relevance:score>
    <related:field name="Answer ID"/>
  </item>
  - <item>
    - <link>
      http://hatchet88.rightnowdemo.com/app/answers/detail/a_id/48
    </link>
    - <title>
      Introducing the Conversa 8500i! Available only on Global Solutions!
    </title>
    <pubDate>2007-03-29T10:16:14-07:00</pubDate>
    <relevance:score>100</relevance:score>
    <related:field name="Answer ID"/>
  </item>
```



Sample Widget

- Widget Styling can be managed using a stylesheet (CSS)
- Can apply filters such as a “product” or “category”
- Can define a specific “search term”
- Can apply sorting
- Can control pagination and # of results returned
- Search Box can be configured on/off.

KNOWLEDGE SYNDICATION WIDGET: CONFIGURATION

RIGHT NOW TECHNOLOGIES

Communities

Welcome back, Heath ([Logout](#))

Customer Community | **Developer Community**

Forum | File Exchange

Welcome to the Community!

The Developer Community is focused on the needs of customers and partners looking to integrate or customize the RightNow product beyond the standard configurability offered by the product.

Highlights

- RIGHTNOW CONNECT**
 - Learn about the integration platform underpinning the entire RightNow suite.
 - [Discuss RightNow Connect in the Forum](#)
- SYNDICATION WIDGET**
 - Leverage your KB content with Syndication Widget.
 - [Discuss Syndication Widget in the Forum](#)
- CUSTOMER PORTAL**
 - Discover how the Customer Portal revolutionizes the process of building customers' journeys through your site.
 - [Discuss Customer Portal in the Forum](#)

TOMTOM
Read how TomTom utilized RightNow to support their 800% growth! [more](#)

DEVELOPER FORUM
Visit the forum to interact with your peers and the RightNow team

COMMUNITY FILE EXCHANGE

- RightNow Connect Releases
- API Documentation
- Sample Code

[Visit RightNow.com](#) | [Home](#) | [Email Alerts](#) | [Contact Info](#) | [Privacy Policy](#) | [Anti-SPAM Policy](#) | [Tell your RightNow Story](#)

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Knowledge
Syndication Widget

- **Product Pages on your eCommerce Site**

Implement a Knowledge Syndication Widget on your eCommerce site to get important information to your customers:

- Frequently Asked Questions about Technical Support
- Customer Service Information about Returns and Exchanges

- **Product Pages on a Partner or Reseller Site**

Work with your partners or resellers to implement a Knowledge Syndication Widget on their web site that has important information about your products and services:

- Frequently Asked Questions about Technical Support
- Customer Service Information about Returns and Exchanges



Question & Answer Time



RightNow Knowledge Syndication Widget

<http://communities.rightnow.com/developer/fileexchange/filecategory.php?cat=3>

RightNow Answer #2557 – Knowledge Syndication

http://crm.rightnow.com/app/answers/detail/a_id/2557/kw/syndication/r_id/218805

RightNow Answer #2654 – RSS Feeds

http://crm.rightnow.com/app/answers/detail/a_id/2654/kw/syndication/r_id/218805

RightNow Answer #1669 – Search Engine Spidering

http://crm.rightnow.com/app/answers/detail/a_id/1669/related/1/kw/syndication/r_id/218805

RightNow Answer #2553 – Using Sitemap

http://crm.rightnow.com/app/answers/detail/a_id/2553/kw/syndication/r_id/218805

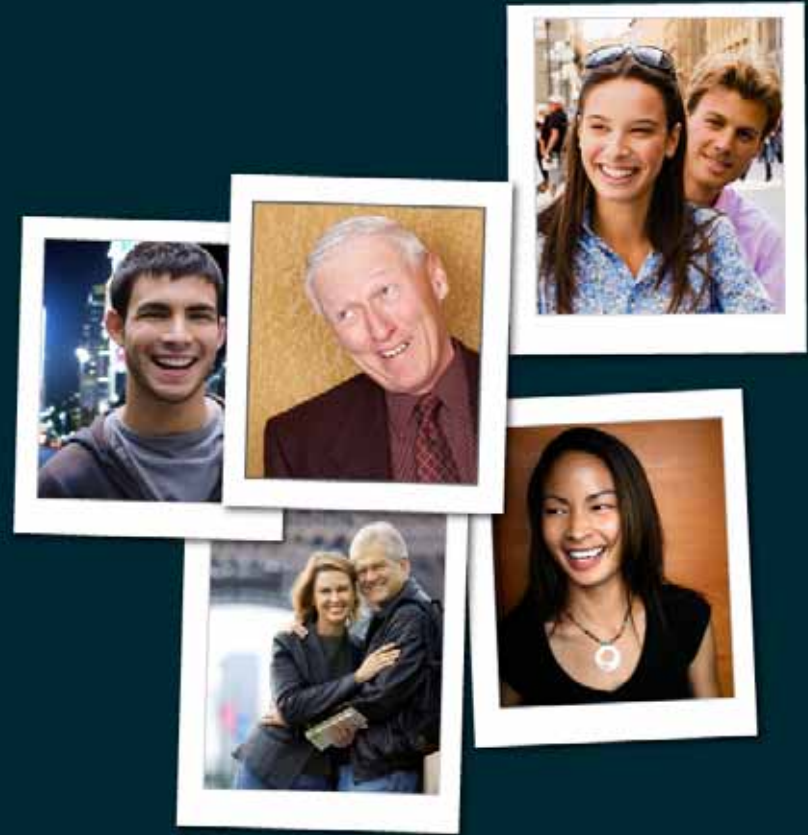
Sitemaps

<http://www.sitemaps.org>

OpenSearch

<http://www.opensearch.org>

SUMMIT 08



GETTING SEEN IN A GOOGLE WORLD

Best Practices for Search Optimization

**RIGHT
NOW.**