



LISTEN↑UP
IT BEGINS WITH YOU.
www.LISTENUP.biz
Donald Wayne McLeod & Teresa Simons

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Experience

BA in Marketing from Kent State University

18 years in Marketing

Web Design and Development since 1999

Focus on Search Engine Optimization

Certified Inbound Marketing Professional

Google AdWords Qualified Individual




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LISTEN↑UP
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SEO

Positioning Your Website for Success

Teresa Simons

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You have a website but can it be found through search?

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Our Goal

Learn the keys to optimizing an existing site or creating a search engine friendly design from the ground up.

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Take Away

- Tips for creating a site that is appealing to visitors and search engines.
- Compile a list of questions to ask when constructing your site.

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What is SEO?



- Search Engine Optimization is the process of improving the visibility of a web site or web page in the organic search results. These are the unpaid results.

SEO may target a specific area of search such as local search, industry specific (verticals), image search, and video search.

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Why is Organic Search Important?



- Google's first page captures over 89% of the traffic.
- Position affects traffic to your site
- Position affects cost of Search Marketing
- Inbound Marketing leads are 61% less expensive than outbound leads

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What can you do to help customers find your site?



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SEO for an Existing Site

- Determine where you are now
 - Do you already have tracking in place?
 - If yes – take a benchmark reading for traffic and conversions
 - If no – install tracking
- Google Analytics is a good free package.

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Solid SEO Strategy Includes

- Keyword Analysis
- Onsite Optimization
- Offsite Optimization
- Link Building
- Analytics
- Sitemap and Submission

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Keyword Analysis

- SEO relies heavily on selecting the right keywords to optimize your site
 - Relevance
 - Volume (AdWords Keyword Tool)
 - Difficulty
- **Content is Key**

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Onsite Optimization

- Impact of Design on SEO
 - Flat site rather than deep
 - Accessible Navigation Structure
 - Avoid locking content in Flash and Images
- Content Development
- Keyword Integration
- Sharing Features

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Onsite Optimization

- Guidelines for Coding
 - HTML
 - CSS
 - Title & Meta Data
 - H1, H2 and H3 tags
 - Alt Tags for images

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Onsite Optimization

- Additional Factors affecting the site
 - Domain Name
 - Domain Age
 - Domain Hosting

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Offsite Optimization

- Inbound links or Votes for your site
 - Other Sites
 - Directory Listings
 - Blog Entries
 - Articles
 - Press Releases

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Work on Link Building

Work on having other quality sites link back to yours (Backlinks)

- Factors affecting link value
 - Authority of the page
 - If the link is no-follow or do-follow
 - Number of links on the page
 - Anchor text of the link

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Analytics

- Measure and Track Progress
- Set Goals and Benchmarks
- Track Conversions

Google Analytics is an excellent free tool

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Sitemaps & Submission

- A sitemap.xml is a file you generate and place on the server so it is easy for search engines to find every page of your site
- The file can be created by hand, by online programs and CMS systems offer plug-ins.
- Submit your site to the search engines

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Black Hat Tactics to Avoid

- Link Farms
- Automated Content Generation
- Keyword Stuffing
- Cloaking
- Hidden Text
- Spamdexing (Doorway, Gateway Pages)

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Positioning

- First page for your targeted keywords/keyword phrases
- Above the fold
- Prefer position 1, 2 or 3

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SEO is an Ongoing Effort

- Periodically Conduct Keyword Analysis
- Continually add new Content
- Optimize both Onsite and Offsite
- Continuous Link Building Program
- Review Analytics

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Q & A

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Thank You!

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