Shero Designs is a Hudson Valley, NY web design, development and marketing firm.

In collaboration with EWVIDCO

Traditional Marketing Tactics have become less effective.
(sorry, Don)

Internet Marketing is:

- Targeted
- Measurable
- Cost Effective
- "Early Mover" Advantage Still Exists
- Smarter Allocation During a Downturn

SHERO DESIGNS

Internet Marketing is the promotion of services or products via the internet.

SEO

Web Design

E-mail

Social Media

Pay-Per-Click

Steve of "I Want to Draw a Cat For You", with almost no drawing skill, has sold 12,000 cat drawings and earned a $25,000 investment from Mark Cuban – Solely through the strategic use of Internet Marketing
Click here to see the video on YouTube: http://www.youtube.com/watch?v=uH6KhNoh-Cc

- What Is SEO?

- Reach people who are specifically seeking your information and products.

- Investment in SEO provides on-going streams of relevant website traffic.
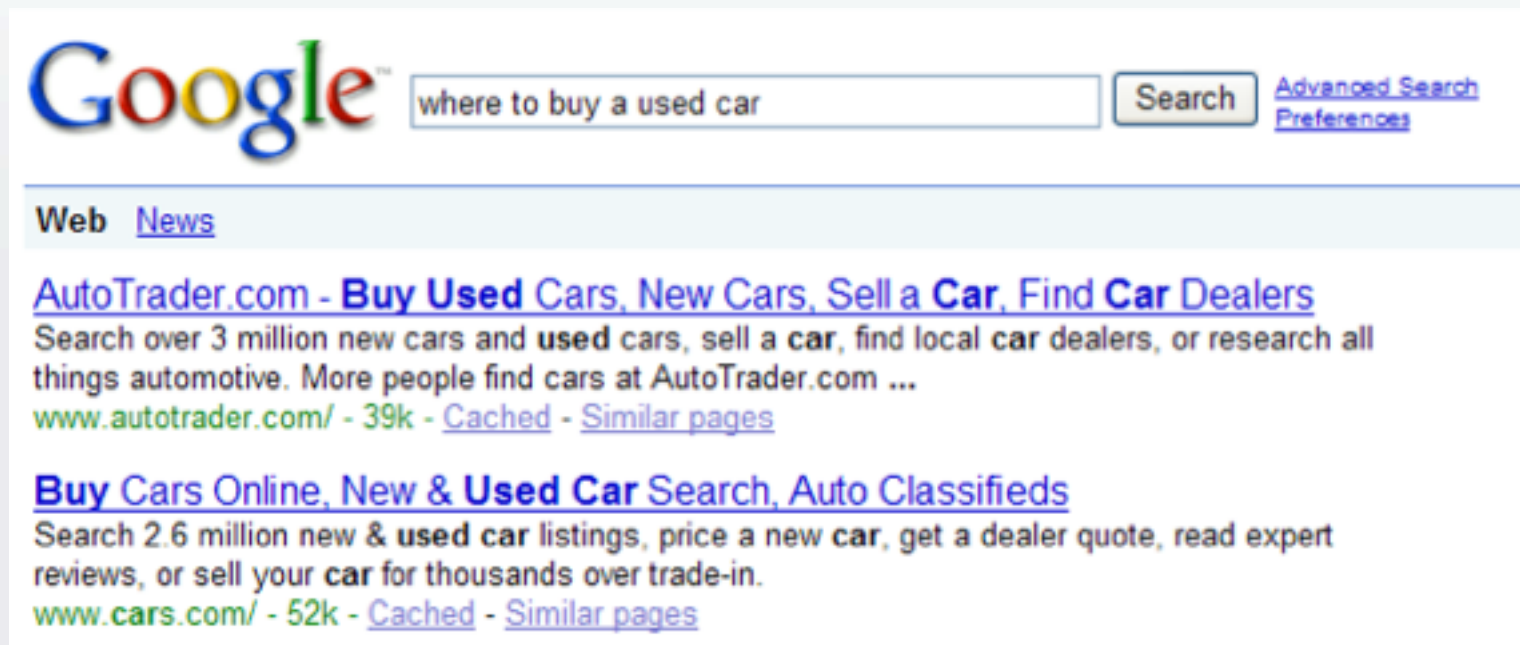
What is SEO?

- SEO is the act of modifying a website to increase its ranking in organic (vs paid), crawler-based listings of search engines

How do organic search listings work?

- A spider or crawler which is a component of a SE gathers listings by automatically "crawling" the web
- The spider follows links to web pages, makes copies of the pages and stores them in the SE's index
- Based on this data, the SE then indexes the pages and ranks the websites
- Major SEs that index pages using spiders: Google, Yahoo, Bing, Altavista, AOL, Lycos

"Spiders read only text, nothing else"

Why is SEO important?

85%

Of Consumers are Searching for Local Businesses Online

63%

Of Small Businesses Don't Have a Website

25%

Of Small Businesses Don't Show Up in Search Results

Source: www.statisticbrain.com

Types of Search Engine Listings

SEO Strategies & techniques

1. Domain name strategies

www.yoursite.com

– Domain names are traffic magnets

- As of August 15 there are 146.3 million domain names registered.

- 146k domain names registered between August 1–15, 2013

– Choose a domain name that will increase your search engine ranking. How?

- Simple, short, no hyphens, no numbers

- Use keywords, common words, advertising terms, product names

- Choose a keyword that is important for your business.

8

SEO strategies & techniques

- **2. Linking strategies**

  - the more inbound links the higher the SE ranking

  - if the site linking to you is already indexed, spiders will also receive your site

  - quality of inbound links is critical

  - how to increase links: a) good content b) good outbound links c) target a list of sites from which you can request inbound links

  - links for the sake of links can damage your search rankings & confuse SEs

"Link relevancy is critical in getting your site indexed by search engines"

"A small number of inbound links from high-quality, relevant sites is more valuable than many links from low-traffic, irrelevant sites."

SEO strategies & techniques

3. Keywords

- Important in optimising rankings
- Keywords are words that appear the most in a page
- The spider chooses the appropriate keywords for each page, then sends them back to its SE
- Your web site will then be indexed based on your keywords
- Can be key phrases or a single keyword
- Do not use common words eg 'the' 'and' 'of': spiders ignore them
- Write keyword-rich text
- Balance keyword-rich and readability
- Always have text in your page: at least 100 words

SEO strategies & techniques

4. Title tags

- important in optimising rankings
- the first thing that a search engine displays on a search return
- must have keywords in title to be ranked no. 1
- should have the exact keyword you use for the page
- every single web page must have its own title tag
- you can use up to 65 characters

5. Meta description tags

- the next important
- displayed below the title in search results
- use dynamic, promotional language
- use keywords

SEO strategies & techniques

Meta keywords tags

- no longer carry weight with major SEs
- a myth that meta keywords alone affect rankings

6. Alt tags

- Name each image, include keywords in your alt tags

7. Submit your website to SEs for indexing

- submit your site to search engine directories, directory sites and portal sites
  indexing takes 1 wk to 3 months

SEO – what is NOT recommended

Flash and shockwave – spiders do not pick up these files

Image only sites – spiders do not pick up images

Image maps – spiders cannot read image maps.
Do not use them on your home page or critical pages.

Frames – only one page can be titled (titling is critical in search rankings)
– If the spider cannot read the complete page (because of the frames), it will not be indexed properly.

– Some spiders may not even read a frames web site

Password protected pages – spiders cannot enter password protected pages

SEO – what is NOT recommended

PDF files – can be problematic for spiders. Although some search engines can index them, the pages must be interpreted into HTML and can lose much of their content.

- place PDFs lower down in your site

Dynamic pages – spiders cannot index some content on pages using ASP, CGI or other dynamic languages.

- Make sure important pages are HTML, no dynamically generated content.

Drop down menus – spiders cannot read them

In summary…

What do Search Engines like?

• Clean Code
• Keywords

Best Ways to Implement SEO

• Focus on a theme
• Meta Tags
• H1, H2 Tags
• Meta keywords, titles, descriptions
• Search Engine Submission
• XML Sitemaps
• Improved / Clean URL's
• Content

Do's and Don'ts

✅ **Critical elements**
- Domain name, links, keywords, title, meta description, alt tags, submitting your website to SE's

- Keywords galore: include in page copy, title, description, domain name, alt tags

❌ **No-nos**
- Flash, image-only sites, image maps, frames, password protected pages, PDF's, dynamic pages, dropdown menus

<u>Top Ten SEO Mistakes</u>

1. Believing SEO is only a web design issue

2. Not identifying words that people actually search

3. Not optimizing pages for desired "keywords"

4. Keyword-stuffing / over-optimizing

5. Writing for "robots" instead of humansDuplicate content and "near" duplicate content

6. Stagnant content

7. Not building links to website

8. Focusing on rankings vs. traffic (or transactions)

Search Engine Marketing

What is search engine marketing (SEM)?

SEM is the act of marketing a website via search engines by purchasing paid listings

What are paid listings?

These are listings that search engines sell to advertisers, usually through paid placement or paid inclusion programs. In contrast, organic listings are not sold
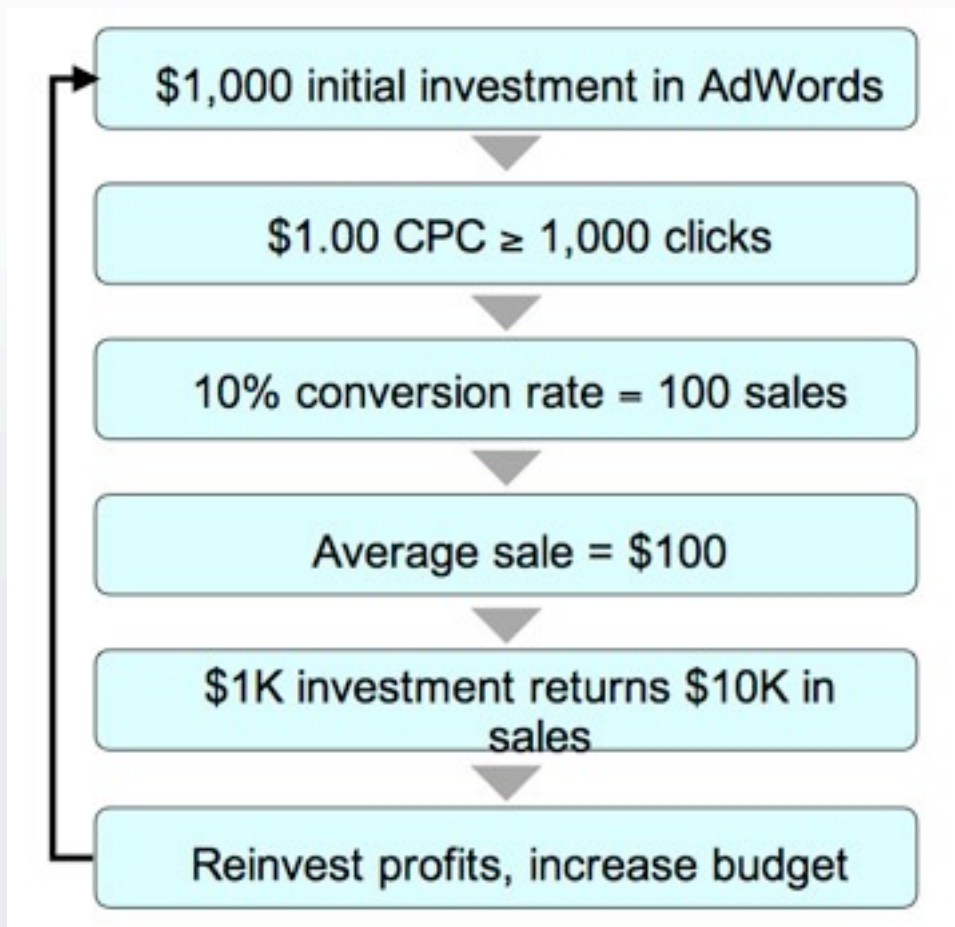
PPC Advertising Demystified

Your CPC is determined by several factors, including:

• How many people advertise on the same keywords you do

• Your Click-Thru Rate (or CTR) which is how often your ads get clicked compared to how often they get displayed

• "Quality Score" factors like whether the website your ads send people to is relevant to the keyword you advertised on

Example: How AdWords Can Pay for Itself

$1,000 initial investment in AdWords

$1.00 CPC ≥ 1,000 clicks

10% conversion rate = 100 sales

Average sale = $100

$1K investment returns $10K in sales

Reinvest profits, increase budget

Benefits of AdWords Summary

Reach

- Access to ~80% of Internet users worldwide

Cost

- Low costs for high ROI
- Pay Google when users click on your ads

Timing

- Ads are seen by users looking to purchase
- Reach your audience at the right time, with the right message

Flexibility

- Start advertising quickly
- Unlimited changes, whenever you want
- You can target ads to the specific location & language of your

SHERO DESIGNS

Google AdWords

bing Ads

What's the difference?

Top Pay-Per-Click Mistakes

1. Not being targeted

2. Not being relevant

3. No conversation tracking

4. No e-mail capture

5. No testing

Some valuable but free tools, which you can use:

– Website marketing grader – http://marketing.grader.com

– Spider Simulation – http://www.submitexpress.com/analyzer (See what the spider sees on your website)

– Dead/Broken Link Checker – http://www.brokenlinkcheck.com/

– Keyword density Analyzer –http://www.keyworddensity.com/

– Google Site map creation– http://www.xml-sitemaps.com/index.phttps://adwords.google.com/o/**Keyword**Tool

– Delete Duplicate Keywords– http://www.scriptalicious.com/tools/keyword-list-cleaner/

– Advanced Robots.txt File Generator– http://tools.seobook.com/robots-txt/generator/

– Keyword Difficulty Checker– http://www.searchbliss.com/seo-tools/keyword-ranking-difficulty-check.asp