



Webinar: Top 10 Tips in SEO for 2010

Thank you for joining us!

We will begin at:

11:00 am PST

12:00 pm MTN

1:00 pm CST

2:00 pm EST

Audio: 312-878-0211

Access code: 438-949-920

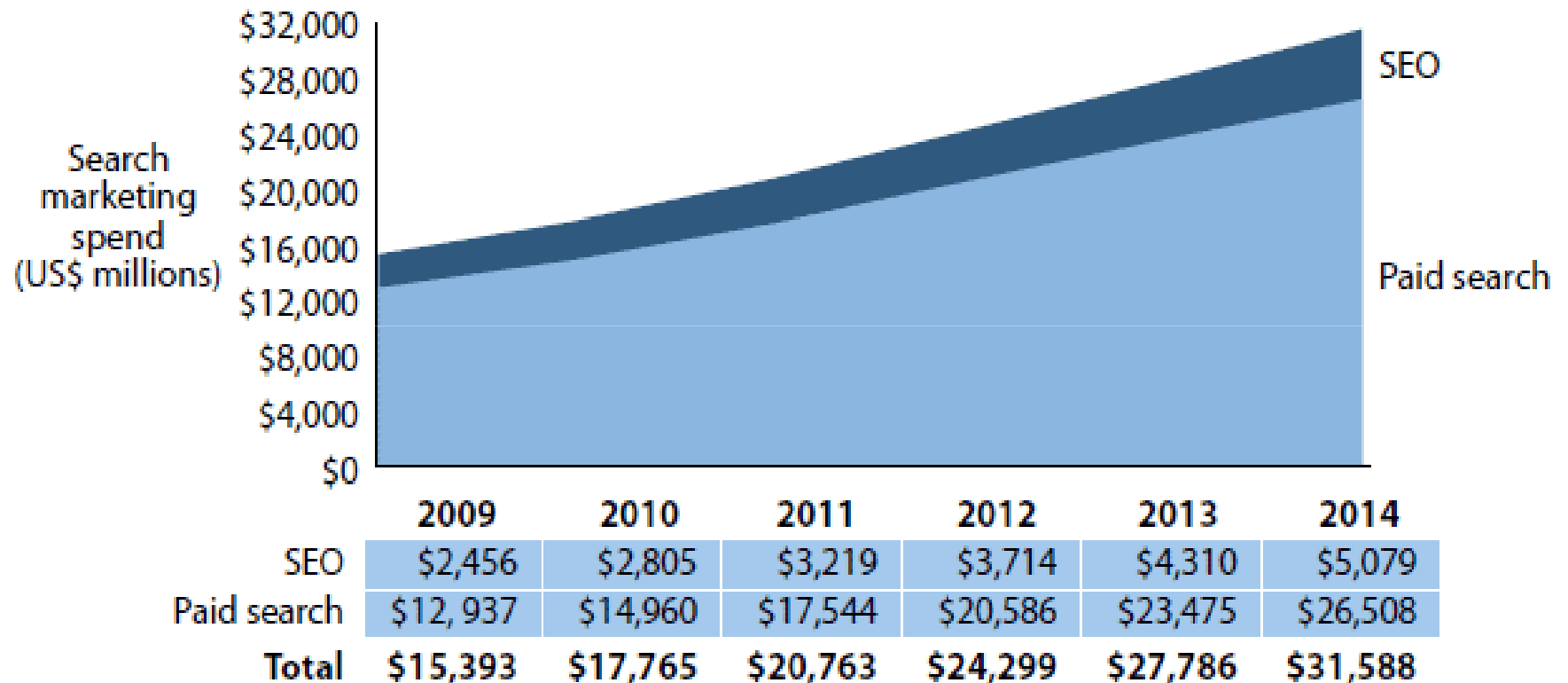
Enter PIN # on your screen

Topics for Today's SEO Webinar

- 1) Keyword Strategy**
- 2) Site Content Strategy**
- 3) Meta Content Structure**
- 4) Meta Descriptions**
- 5) URL (Dynamic vs Static/
Keyword insertion)**
- 6) Internal Links**
- 7) Content Silos**
- 8) Inbound Links**
- 9) Alt Tags / H1 Tags**
- 10) Analytics**

Why Search Engine Optimization (SEO)?

Figure 5 Forecast: US Search Marketing Spend, 2009 To 2014

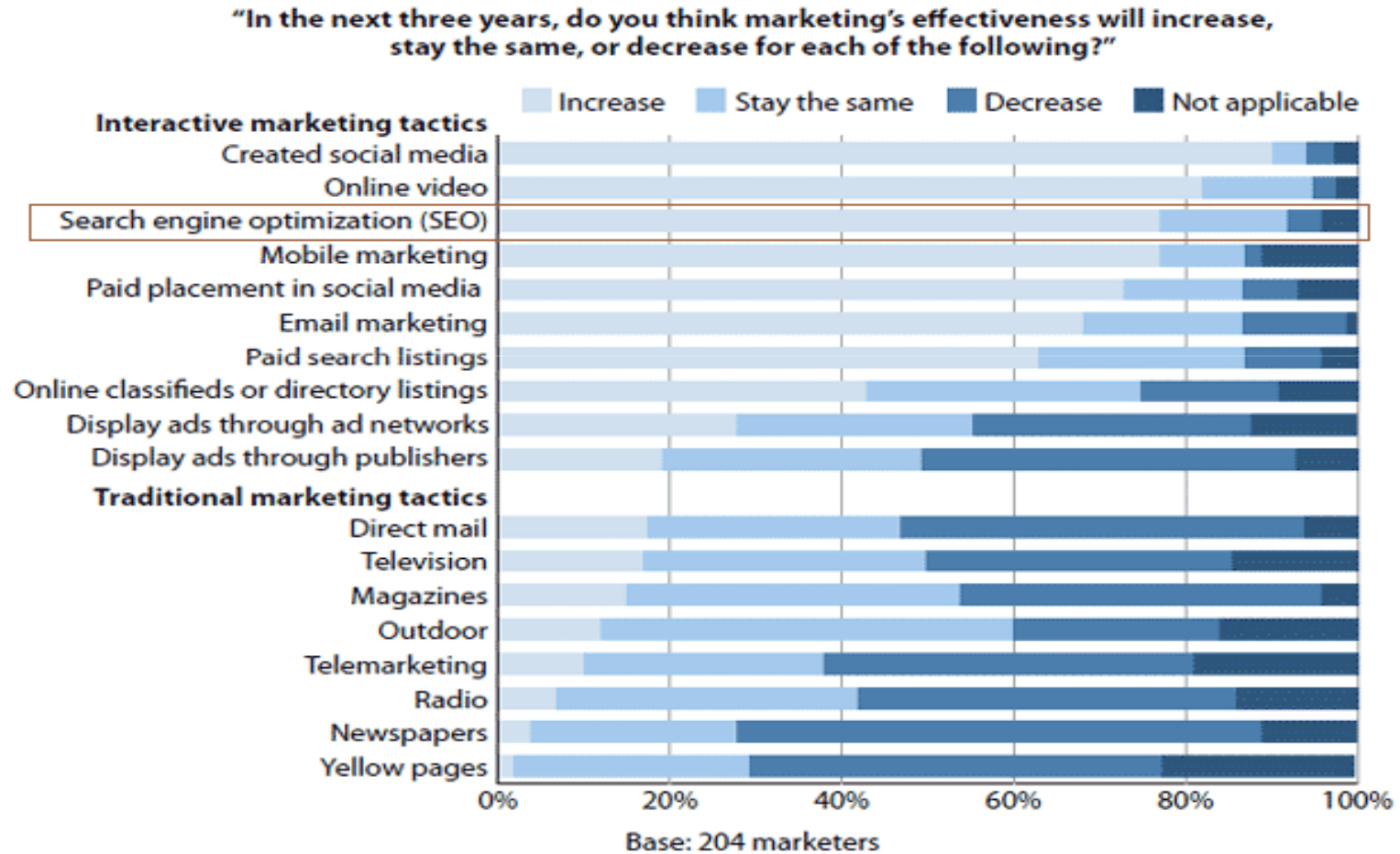


Source: Forrester's Search Engine Marketing Model, 4/09 (US only)

Source: Forrester Research, Inc.

SEO Trends for 2009-2012

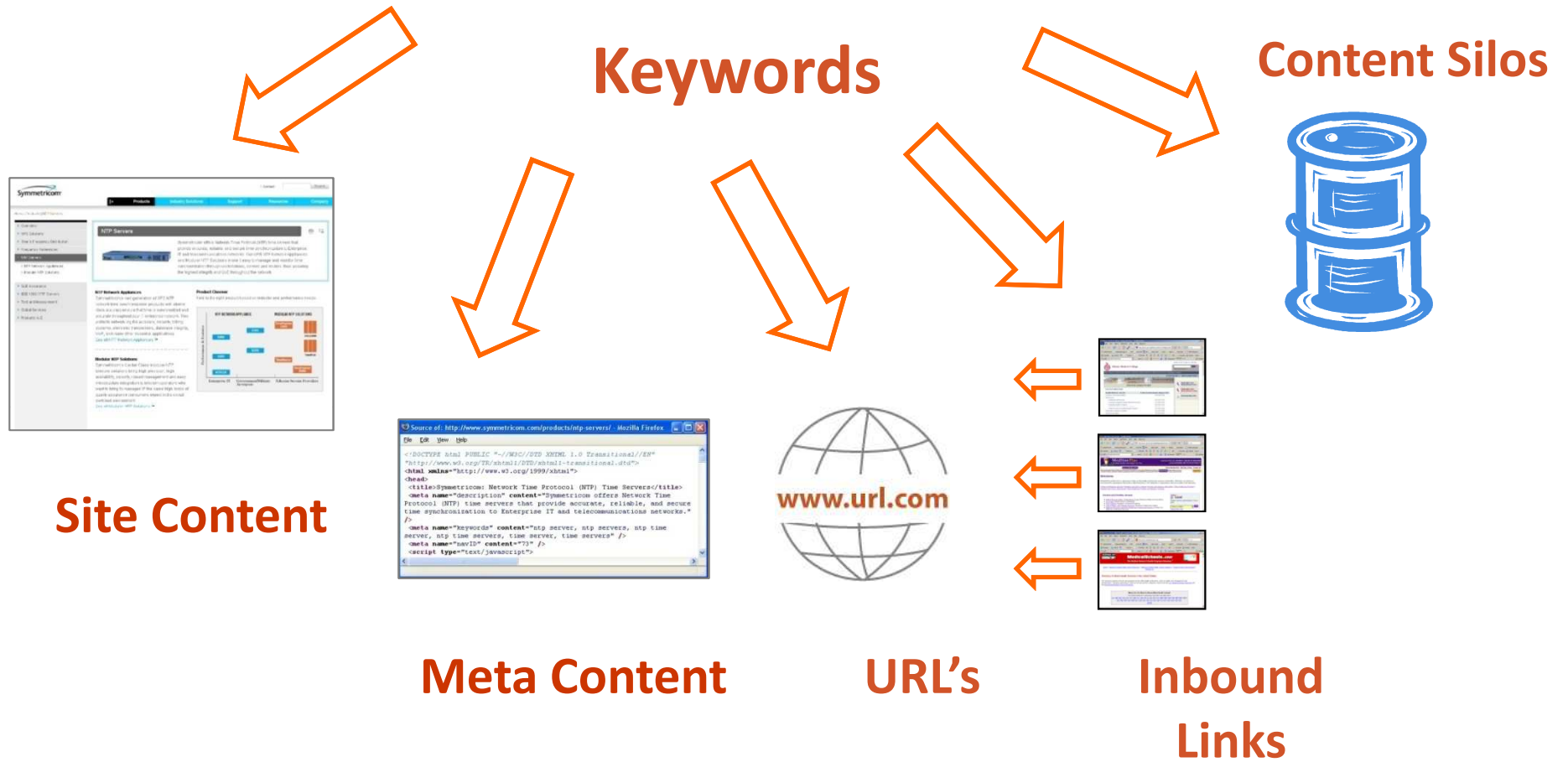
Figure 2 Marketers See Greater Potential In Interactive Channels



Source: March 2009 US Interactive Marketing Forecast Online Survey

Source: Forrester Research, Inc.

The Main Pillars of SEO



1 - Keyword Strategy

Critical Keyword Selection Steps

- **Keyword Expansion Tools**
- **Competitive Analysis**
- **Customer Terminology**
- **Analyze Data**
- **Stages of Sales Cycle**
- **Keyword Leverage Analysis**



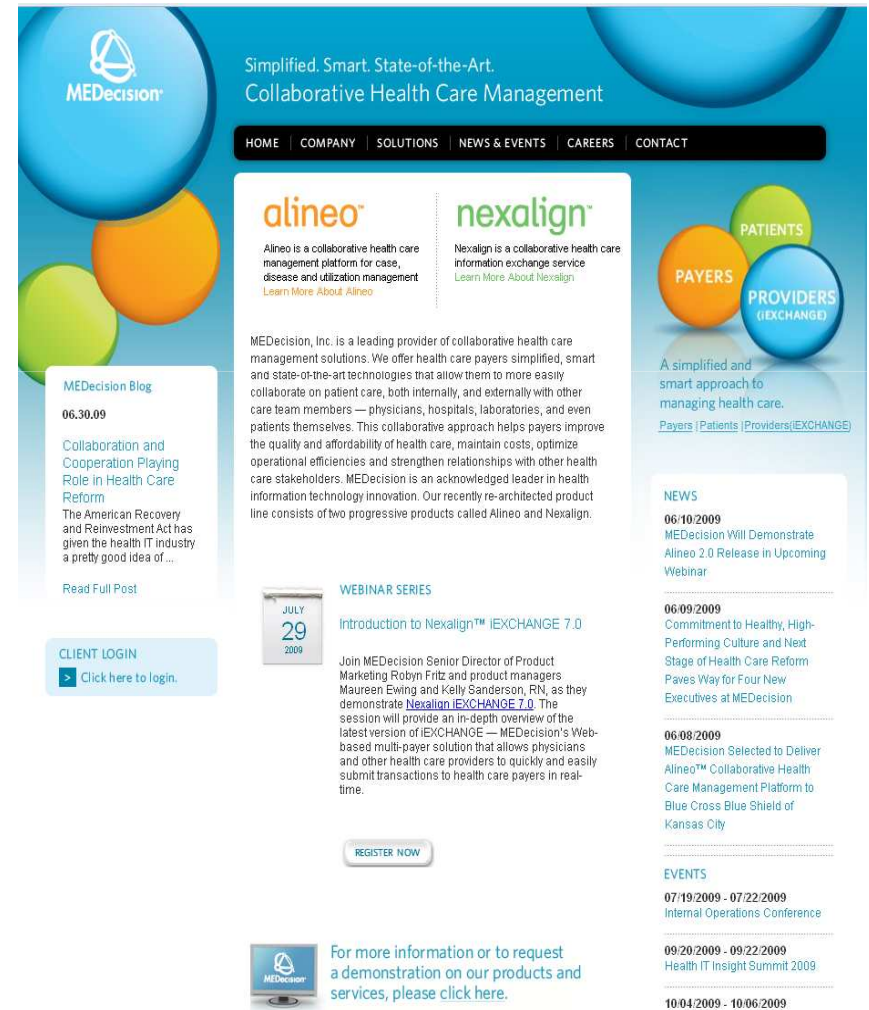
2 - Site Content Strategy

Very Little Content



The screenshot shows the TIBCO website with a navigation menu (Software, Services, Solutions, Customers, Partners, Communities, Company) and a search bar. The main content area features a large image of a hand holding a white card with the TIBCO Silver logo. Text on the page includes "Cloud Computing with No Limits Enterprise Ready" and "Apply Now". A sidebar on the left has a "Speed of Business" section, and a sidebar on the right has a "News" section. The footer includes "TIBCO Silver" and "Copyright 2000-2009 TIBCO Software Inc."

More Content

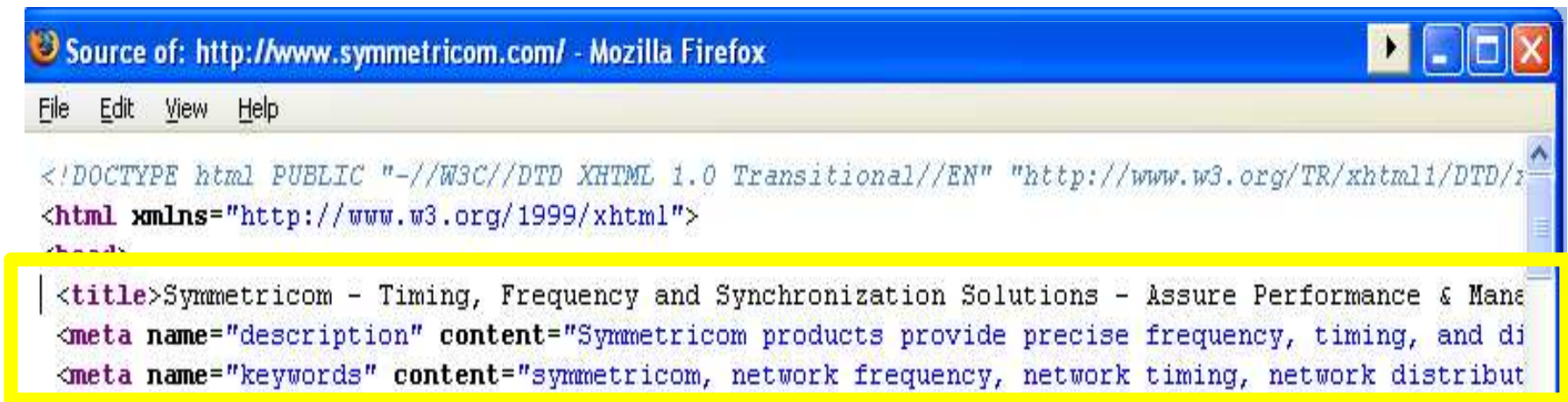


The screenshot shows the MEDecision website with a navigation menu (HOME, COMPANY, SOLUTIONS, NEWS & EVENTS, CAREERS, CONTACT). The main content area features a large image of a hand holding a white card with the TIBCO Silver logo. Text on the page includes "Simplified. Smart. State-of-the-Art. Collaborative Health Care Management" and "Apply Now". A sidebar on the left has a "MEDecision Blog" section, and a sidebar on the right has a "News" section. The footer includes "TIBCO Silver" and "Copyright 2000-2009 TIBCO Software Inc."

3 - Meta Content Structure

Consist of

- 1) **<Title>**
- 2) **<Description>**
- 3) **<Keywords>**

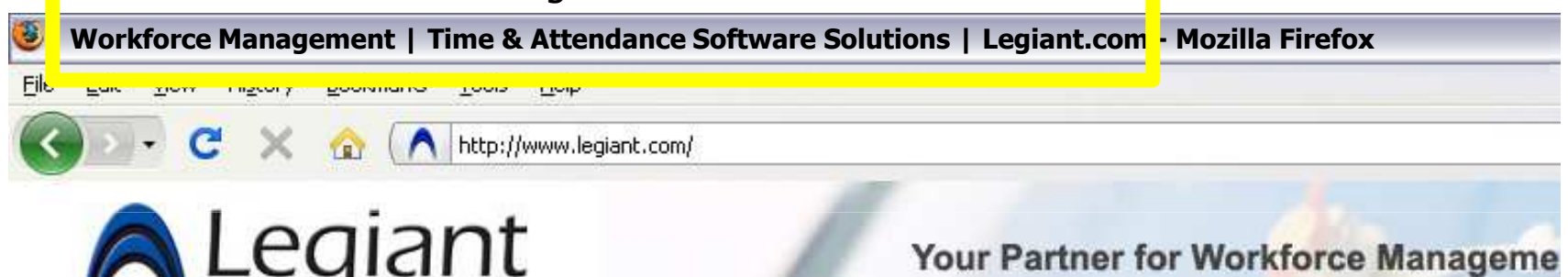


```
Source of: http://www.symmetricom.com/ - Mozilla Firefox
File Edit View Help
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
| <title>Symmetricom - Timing, Frequency and Synchronization Solutions - Assure Performance & Manageability
<meta name="description" content="Symmetricom products provide precise frequency, timing, and distribution solutions for network operators." />
<meta name="keywords" content="symmetricom, network frequency, network timing, network distribution solutions" />
</head>
</html>
```

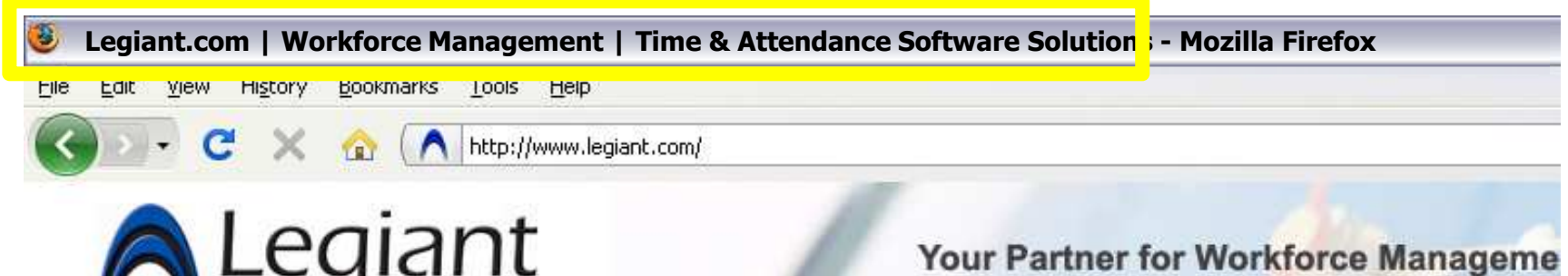

3a - Meta Content – Page Title

Keywords in the *First* or *Second Position* of the Page Title Have the Highest Impact!

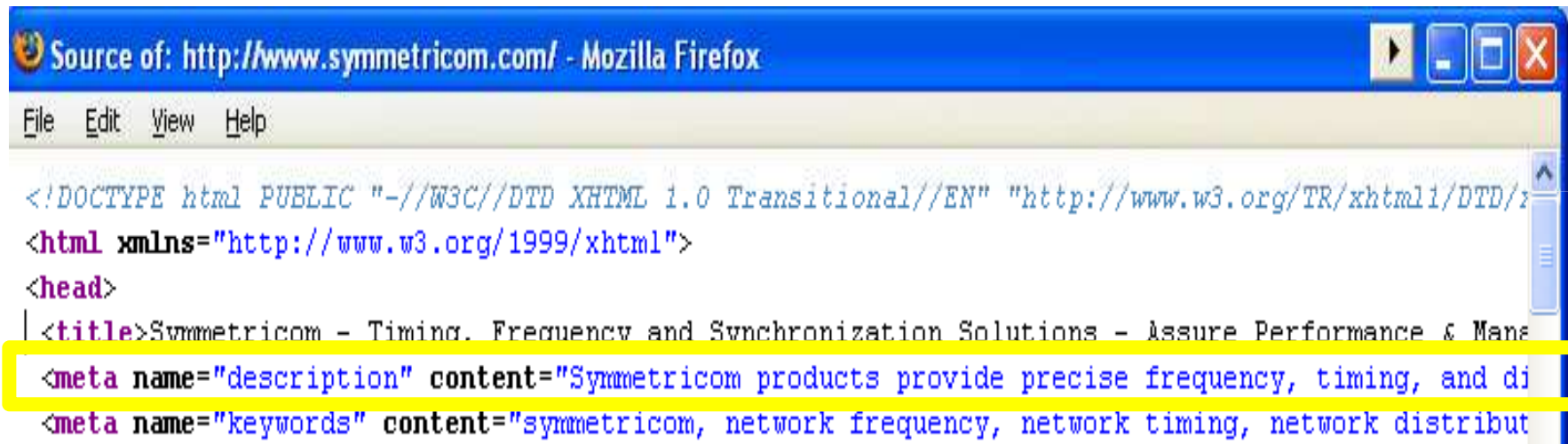
Optimized - **Not Brand Focused** Page Title



Optimized - **Brand Focused** Page Title



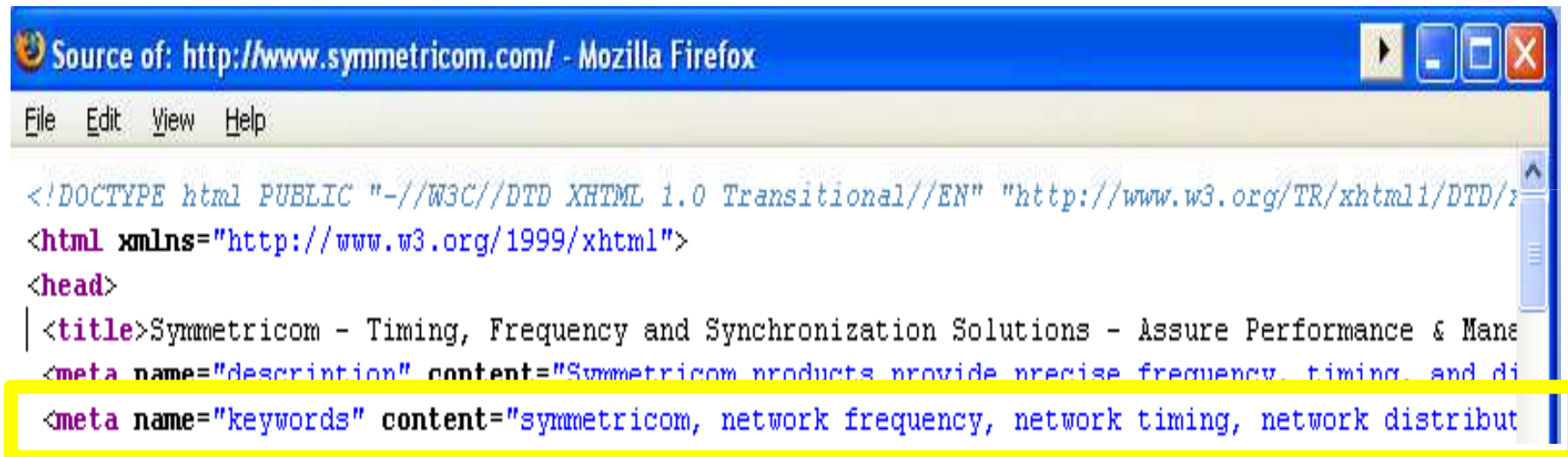
3b - Meta Content – Description



The screenshot shows the source code of a web page in Mozilla Firefox. The browser title is "Source of: http://www.symmetricom.com/ - Mozilla Firefox". The code includes a DOCTYPE declaration, an HTML declaration, and a head section. The head section contains a title and two meta tags. The meta tag for "description" is highlighted with a yellow box.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Symmetricom - Timing, Frequency and Synchronization Solutions - Assure Performance & Manageability
<meta name="description" content="Symmetricom products provide precise frequency, timing, and distribution solutions for network equipment." />
<meta name="keywords" content="symmetricom, network frequency, network timing, network distribution, network synchronization, network performance, network manageability" />
</head>
</html>
```

3c - Meta Content – Keywords



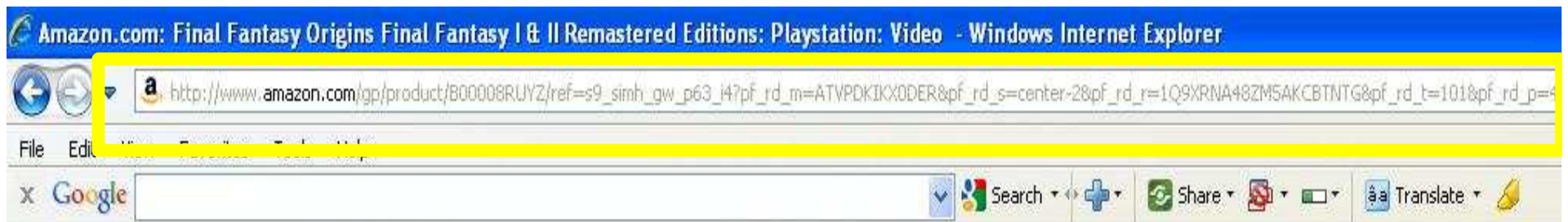
```
Source of: http://www.symmetricom.com/ - Mozilla Firefox
File Edit View Help
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
| <title>Symmetricom - Timing, Frequency and Synchronization Solutions - Assure Performance & Manag
<meta name="description" content="Symmetricom products provide precise frequency, timing, and di
<meta name="keywords" content="symmetricom, network frequency, network timing, network distribut
```

4 - URL's – Dynamic & Static

Static URL on product page based on direct entry



Dynamic URL on product page based on direct entry



5 - Keywords in URL

Three Ways to Place Keywords in Your URLs

Keywords in Primary Domain is a Big Factor

Scenario 1: www.crm-solution.com

Keywords present in primary domain

Keywords in URL Path and Sub-domain are helpful, but will not contribute to SEO rankings as much

Scenario 2: www.mysite.com/crm-solution

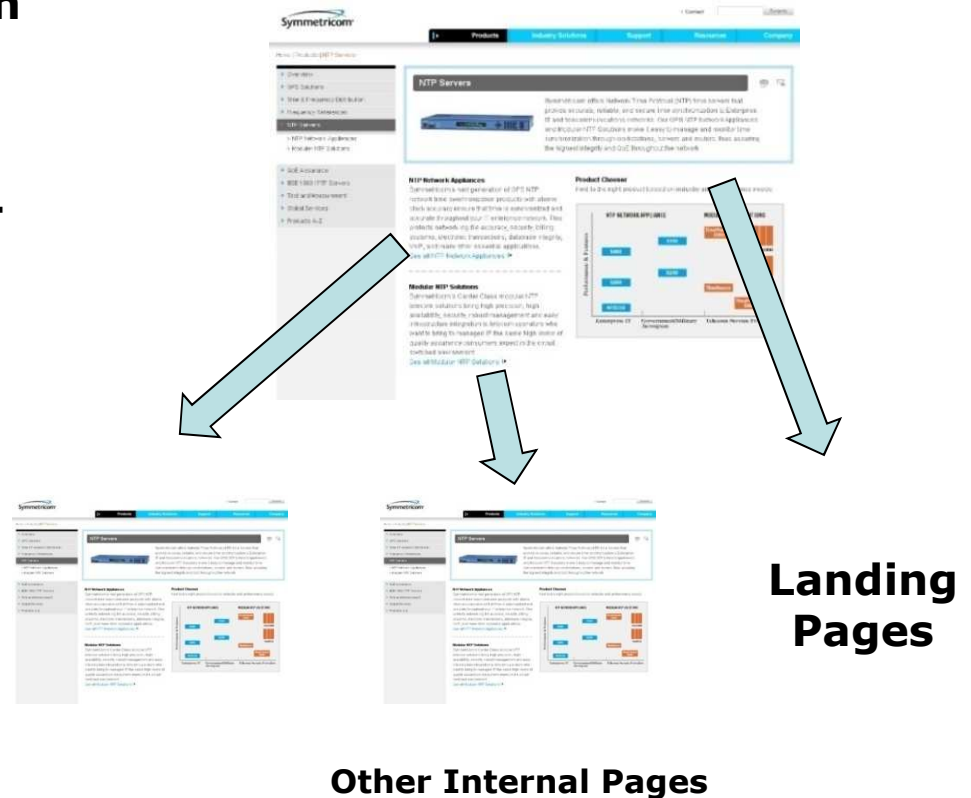
Keywords present in URL path

Scenario 3: crm-solution.mysite.com

Keywords present in subdomain

6 - Internal Links: Guides for Search Engine Spiders

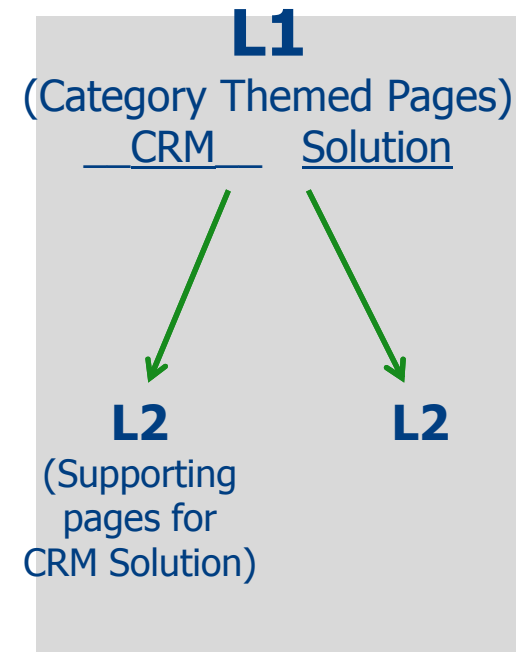
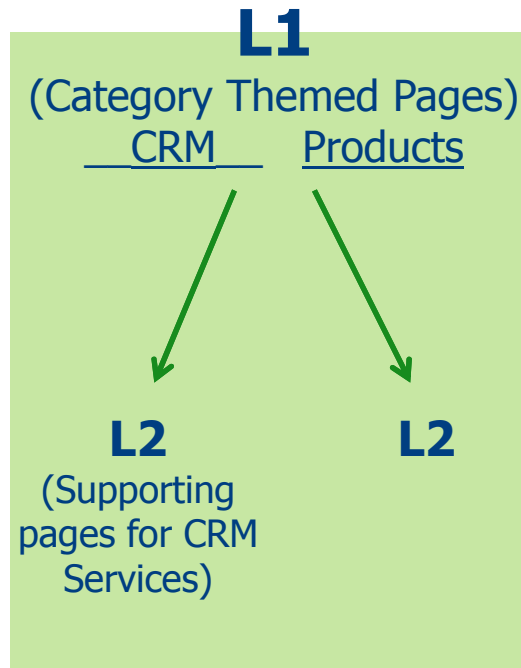
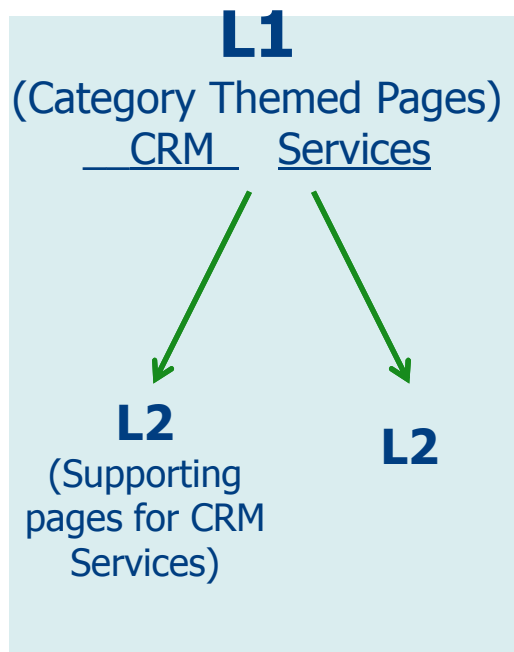
1. **Identify unique keywords for each page of your website**
 - Focused content on pages
2. **Reference relevant pages in your site to other pages via a link**
3. **Spiders can now crawl between your site's pages in a logical driven manner**



7 – Content Silos

Home Page

(Target Major Themes/General Keywords)



Content Silo A



Content Silo B



Content Silo B

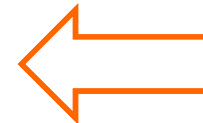
8 - Inbound Links

NTP Server Page



Other Websites

NTP Servers



NTP Servers



NTP Servers



9 - Alt Tags and Header Tags

Alt Tags – *High* Contribution

- Alt Tags Have a High Correlation with Rankings

H1 Tags - *Low* Contribution

- H1 Tags have a Low Correlation with Rankings



GoLite
Women's Virga Jacket
\$79.95

<h1>Heading</h1>

<h2>Heading</h2>

<h3>Heading</h3>

<h4>Heading</h4>

<h5>Heading</h5>

<h6>Heading</h6>

10 – Analytics- Rinse and Repeat

Search Engines

Oct 1, 2008 - Sep 1, 2009
Comparing to: Oct 1, 2007 - Aug 31, 2008



Search sent 50,430 total visits via 17 sources

Site Usage

Visits 50,430 Previous: 18,865 (167.32%)	Pages/Visit 3.25 Previous: 2.86 (13.90%)	Avg. Time on Site 00:02:26 Previous: 00:01:52 (30.88%)	% New Visits 72.53% Previous: 74.72% (-2.93%)	Bounce Rate 53.74% Previous: 60.38% (-10.99%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google					

Contact Information

Contact Us for a detailed *Custom Analysis* of your website!

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