



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

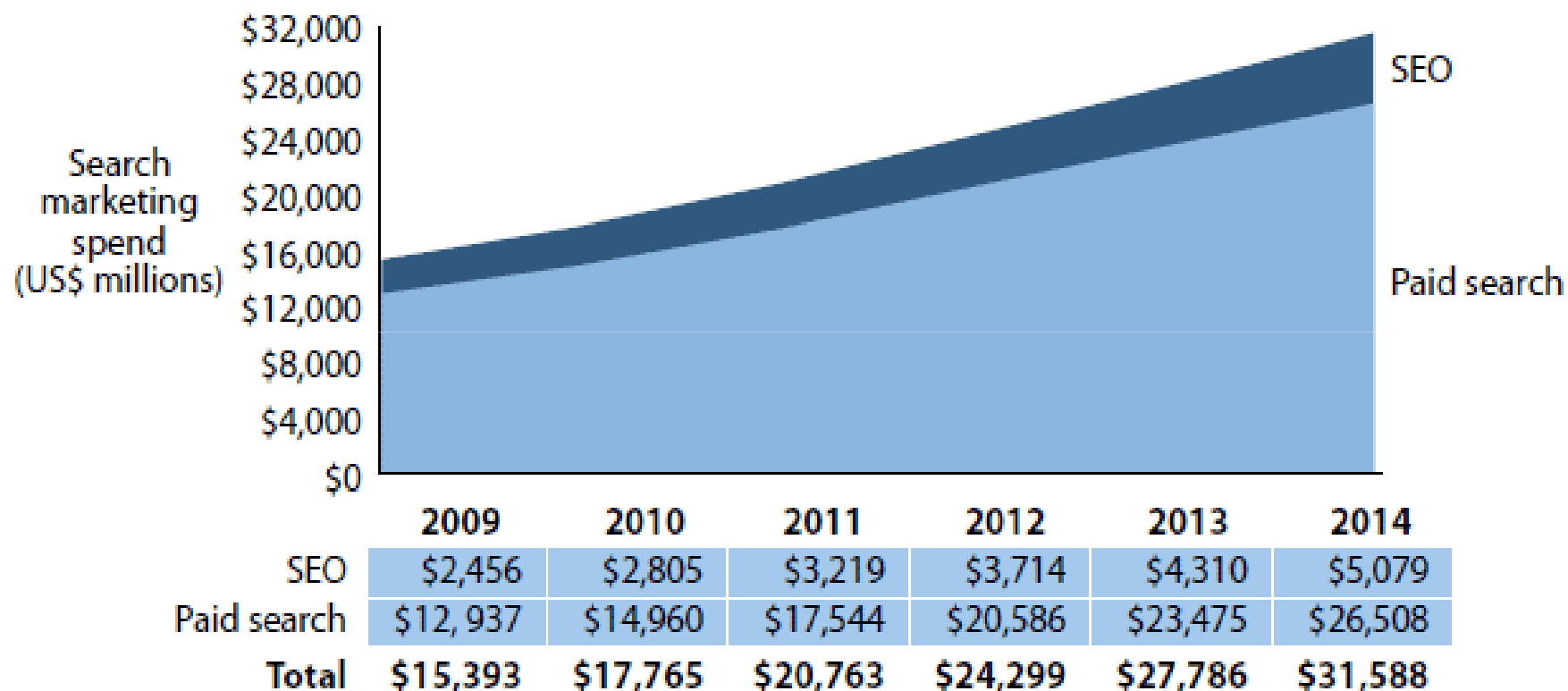
Enter PIN # on your screen

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

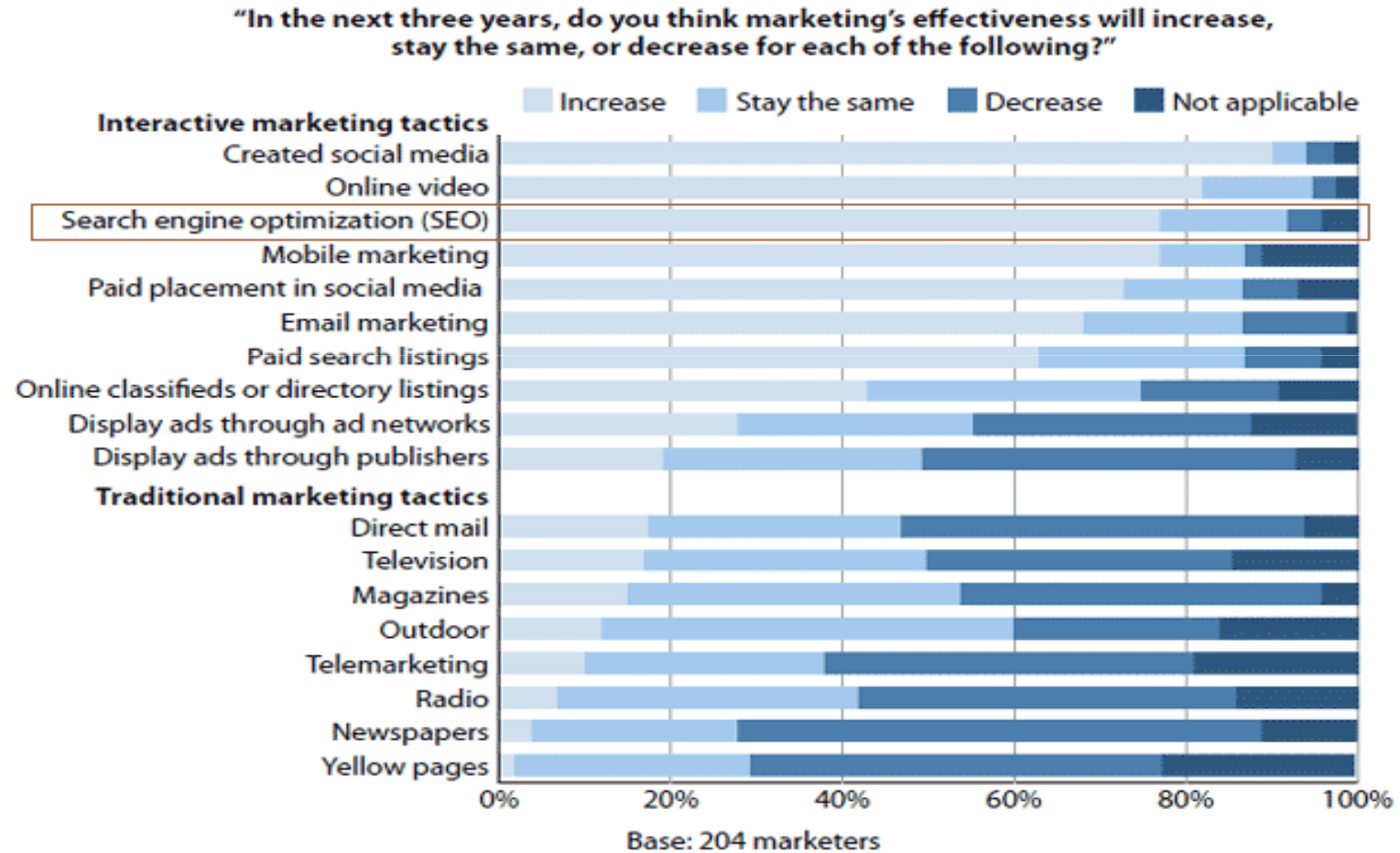


Source: Forrester's Search Engine Marketing Model, 4/09 (US only)

Source: Forrester Research, Inc.

SEO Trends for 2009-2012

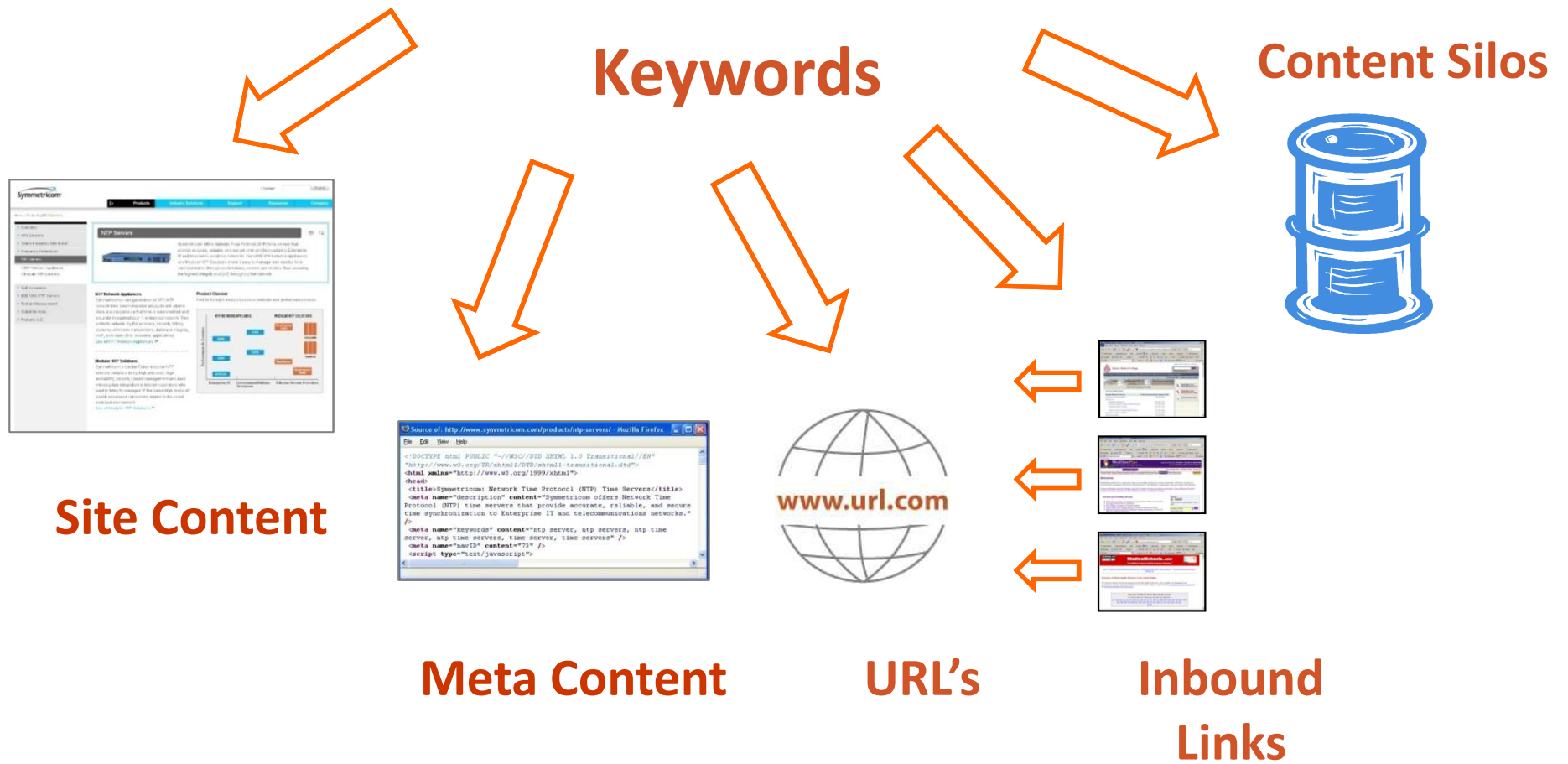
Figure 2 Marketers See Greater Potential In Interactive Channels



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 homepage. At the top, there is a navigation menu with links for Software, Services, Solutions, Customers, Partners, Communities, and Company. A search bar is located on the right. The main content area features a large image of a hand holding a white card with the TIBCO Silver logo. Below the image, there are several sections: "Cloud Computing with No Limits Enterprise Ready" with an "Apply Now" button, "Speed of Business" with a short paragraph and a progress indicator, and "News" with a short paragraph and a progress indicator. The footer includes the TIBCO logo and copyright information.

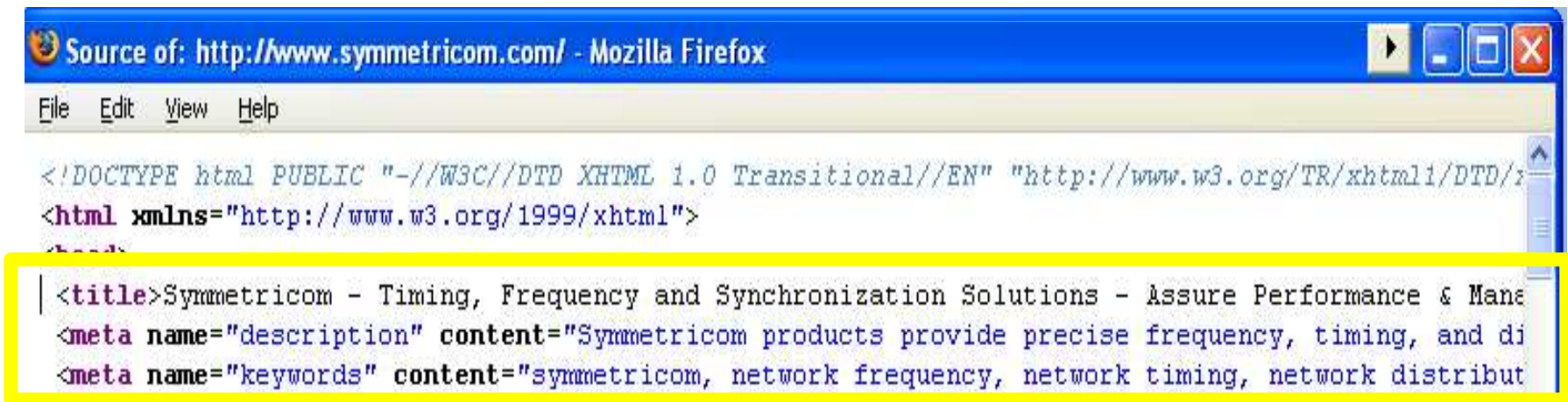
More Content

The screenshot shows the MEDecision website homepage. The design is blue and orange. At the top, there is a navigation menu with links for HOME, COMPANY, SOLUTIONS, NEWS & EVENTS, CAREERS, and CONTACT. The main content area features a large image of a hand holding a white card with the MEDecision logo. Below the image, there are several sections: "Simplified. Smart. State-of-the-Art. Collaborative Health Care Management" with a sub-header, "alinea" and "nexalign" product descriptions, "MEDecision Blog" with a post titled "Collaboration and Cooperation Playing Role in Health Care Reform", "WEBINAR SERIES" with a post titled "Introduction to Nexalign™ iEXCHANGE 7.0", "CLIENT LOGIN" with a "Click here to login" button, and "NEWS" with several recent news items. The footer includes the MEDecision logo and a call to action: "For more information or to request a demonstration on our products and services, please click here."

3 - Meta Content Structure

Consist of

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



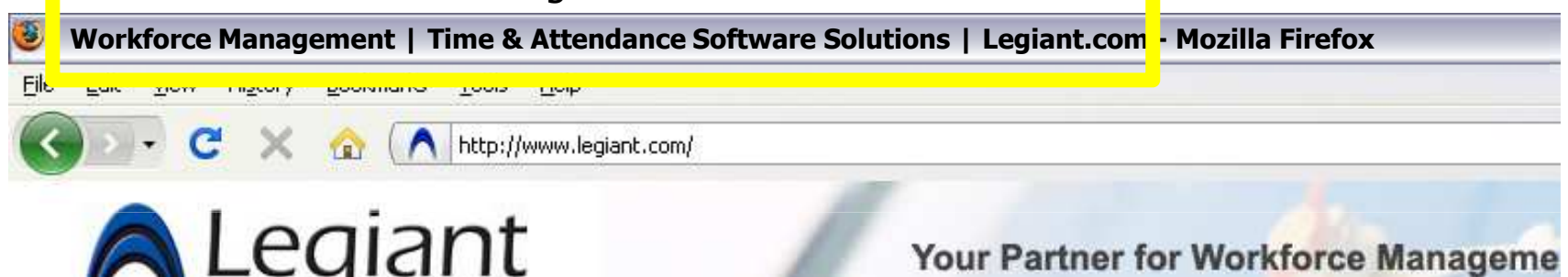
The screenshot shows the source code of a web page in Mozilla Firefox. The title bar indicates the source is `http://www.symmetricom.com/`. The code includes a DOCTYPE declaration and an `<html>` tag with an `xmlns` attribute. A yellow box highlights the following meta tags:

```
<title>Symmetricom - Timing, Frequency and Synchronization Solutions - Assure Performance & Manag<br><meta name="description" content="Symmetricom products provide precise frequency, timing, and di<br><meta name="keywords" content="symmetricom, network frequency, network timing, network distribut
```

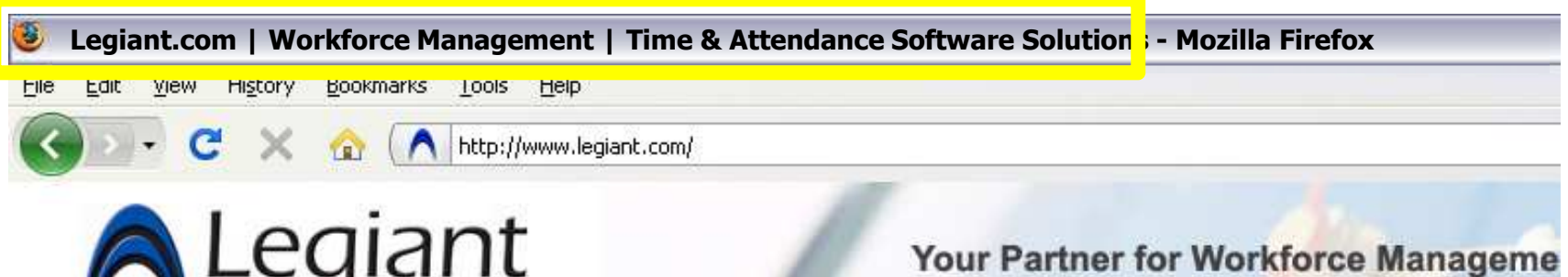
3a - Meta Content – Page Title

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

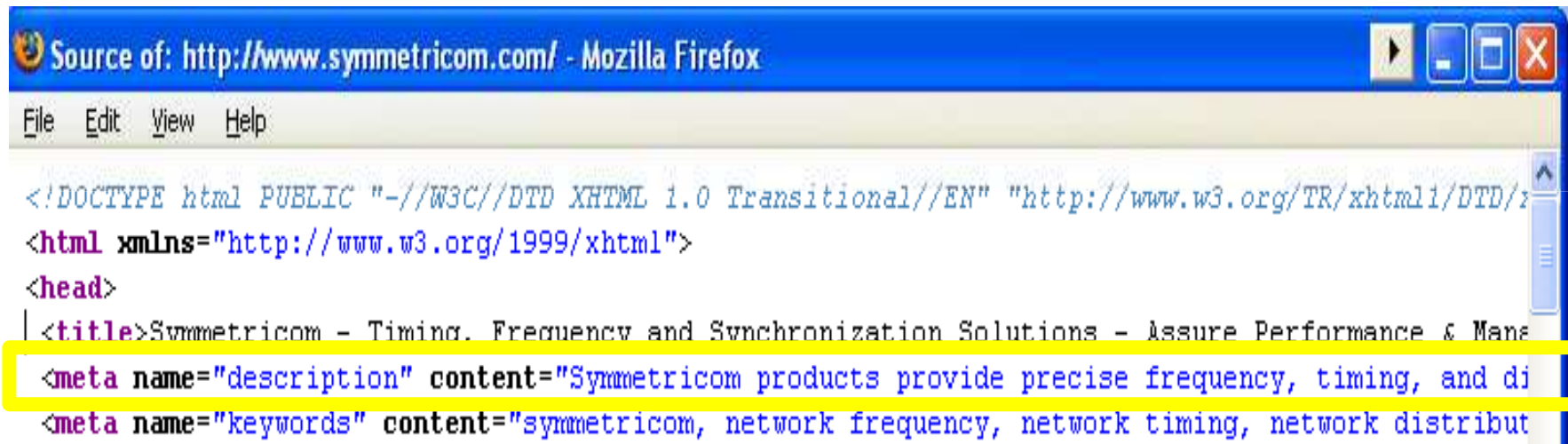
Optimized - **Not Brand Focused** Page Title



Optimized - **Brand Focused** Page Title



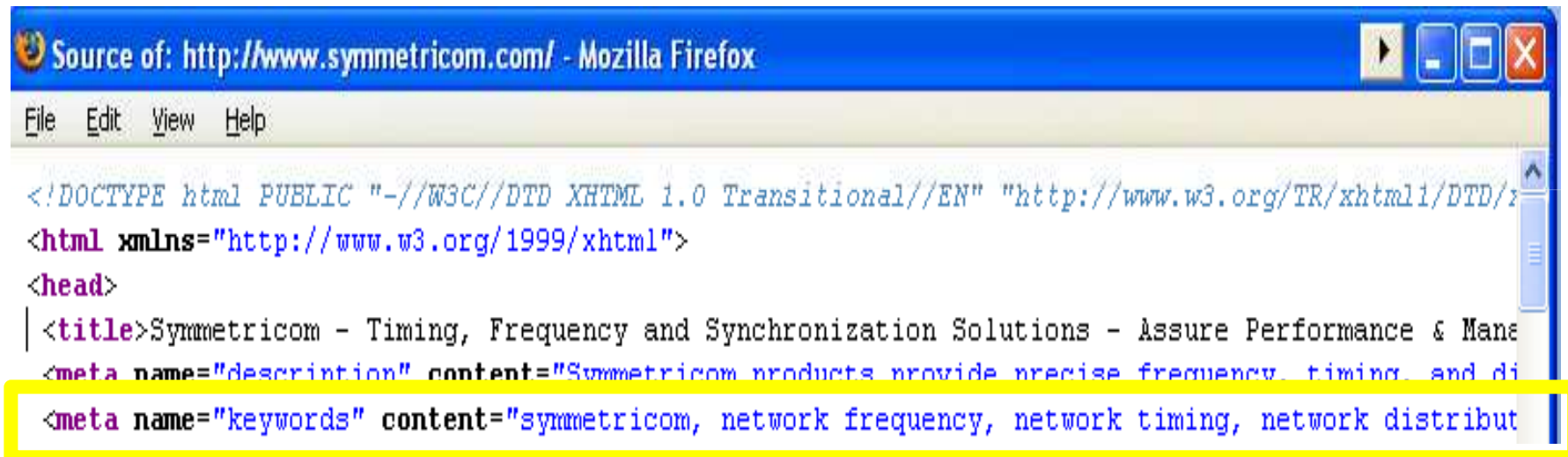
3b - Meta Content – Description



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" />
</head>
</html>
```

3c - Meta Content – Keywords



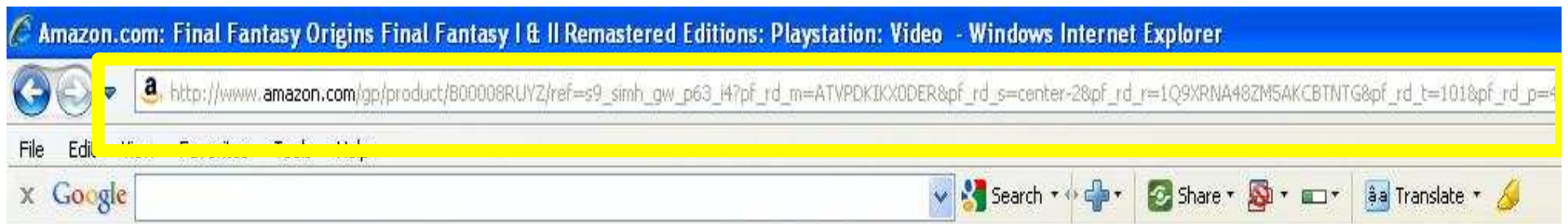
```
Source of: http://www.symmetricom.com/ - Mozilla Firefox
File Edit View Help
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
| <title>Symmetricom - Timing, Frequency and Synchronization Solutions - 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

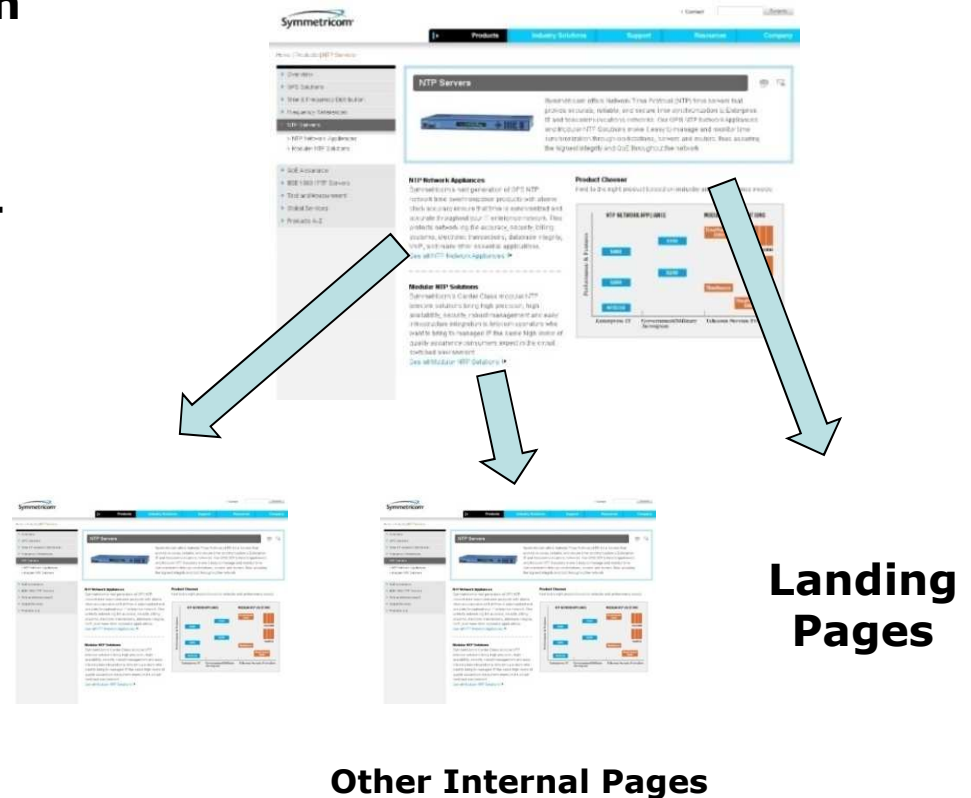
Keywords present in URL path

Scenario 3: crm-solution.mysite.com

Keywords present in subdomain

6 - Internal Links: Guides for Search Engine Spiders

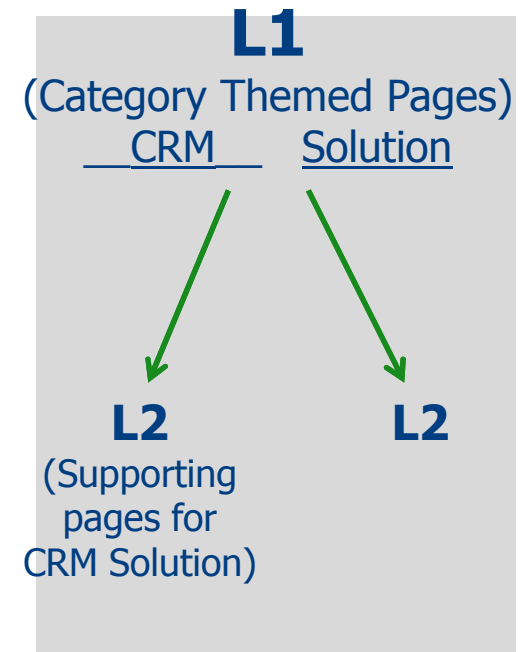
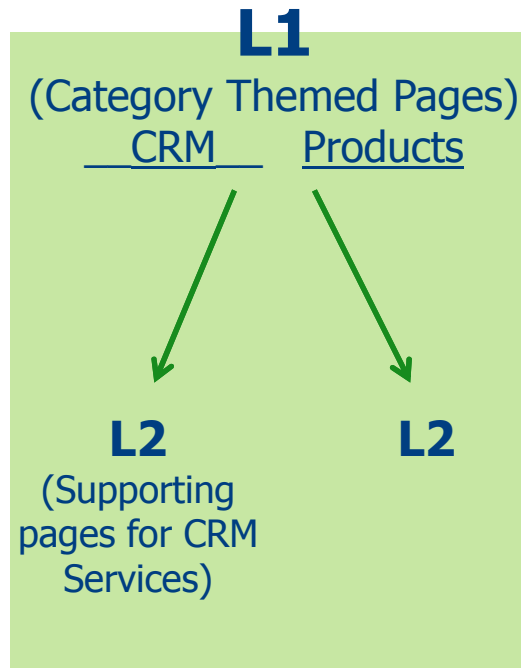
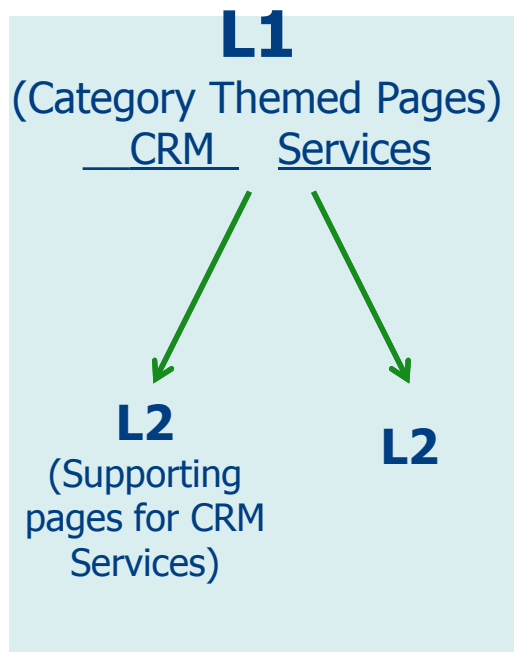
1. **Identify unique keywords for each page of your website**
 - Focused content on pages
2. **Reference relevant pages in your site to other pages via a link**
3. **Spiders can now crawl between your site's pages in a logical driven manner**



7 – Content Silos

Home Page

(Target Major Themes/General Keywords)



Content Silo A



Content Silo B



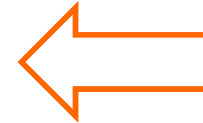
Content Silo B

8 - Inbound Links

NTP Server Page



NTP Servers



NTP Servers



NTP Servers



Other Websites



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!

Please contact:

Devon Paguio

(800) 619 1570

d.paguio@Webmarketing123.com