

Introduction To Search Engine Marketing

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Session Overview

- There are **many** ways to be listed
 - Being #1 on Google is a goal, but never guaranteed
 - **Free** versus **paid**
 - **Search Engine PR** = influencing free listings
 - What you can and should do to improve
 - Optimizing your free listings = SEO
 - SEO = Search engine optimization
 - NOT a primer on HTML - NOT enough time
-

Today's Agenda...

Focus on Free Listing or SEO

- Basics of Good Web copywriting
 - A bit on Web design & architecture
 - Practical exercises - Web site critiques
 - Q&A - "Please hold your questions until this last section"
 - **Operational Goal:** Ultimately, to move your company Web site toward high placement positions on search engines results pages
-

Good Web site copy

- Key word/phrase research is essential to your success!
 - Key Phrases that:
 - Prospects *really* type into a search box to find products or services your company offers
 - Include specific, legacy, buzz and general keyphrases
 - Aren't misspellings or grammatical nightmares
 - Smoothly flow within the writing
 - Location, location, location..
 - Most Web graphic designers don't and should not write your body copy
-

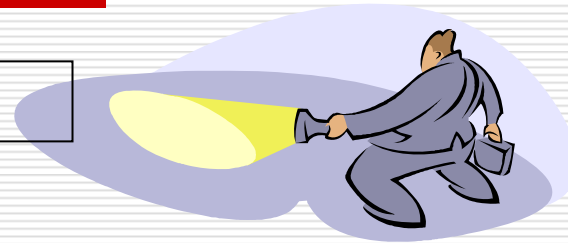
Is copywriting like conventional copywriting?

YES!

Search text:

Your keyphrase here

Search



What is SEO copywriting, anyway?

[Successful copywriting involves creating] “copy that makes the arguments so convincingly the customer can't help but want to buy the product being advertised” – Bob Bly

Ask yourself – are you writing to persuade? Inform? Who is your audience?

Choosing Keyword Phrases

- Homepage or Front page
 - General
- Inner pages:
 - Specific to page topic



Keyword-rich Content is Crucial

□ 1/3 of SEO (Free)

□ Don't forget:

- Title tags, links, crawler-friendly design, etc.



For maximum success, place your keyword phrases in your....

- **Main body text copy, top to bottom**
- **Headlines and subheadlines**
- **Call to action links (hyperlinks)**



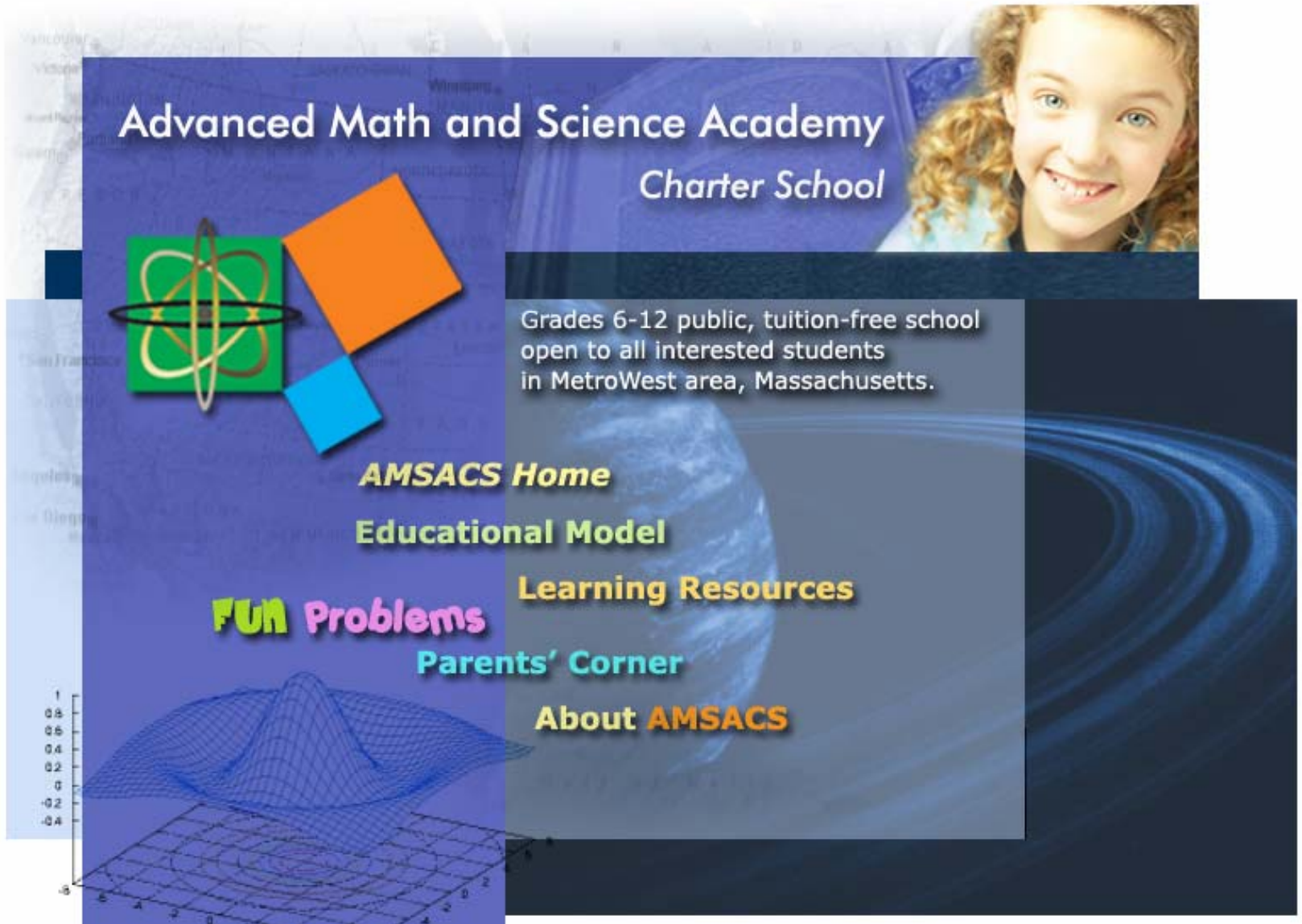
Placing keyword phrases into Copy

- ❑ No text graphics
 - ❑ Write for visitors first
 - ❑ Descriptive , creative
 - ❑ Location, location, location.
 - ❑ PHRASES better than WORDS
-

Search Engines Don't Read Graphics

- ❑ Alts can help
 - ❑ Watch out for WYSIWYG
 - What You See Is What You Get
 - Creates hidden "garbage code"
 - ❑ Flash not readable
 - ❑ PDFs are indexable
-

Turn Text Images into Real Text



The graphic features a blue background with a grid pattern. On the right, there is a photograph of a smiling young girl with curly hair. In the center, there is a stylized atomic symbol with three intersecting orbits (red, green, and blue) and a central nucleus. To the right of the atom are three colored squares: a large orange one, a medium blue one, and a small red one. At the bottom left, there is a 3D wireframe plot of a surface with a peak, set on a grid with axes labeled from -6 to 6. The text is arranged in a list-like structure on the right side of the graphic.

Advanced Math and Science Academy
Charter School

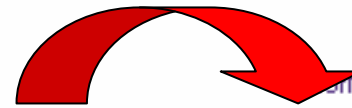
Grades 6-12 public, tuition-free school
open to all interested students
in MetroWest area, Massachusetts.

AMSACS Home
Educational Model
Learning Resources
FUN Problems
Parents' Corner
About AMSACS

Watch Out for Graphic Headlines



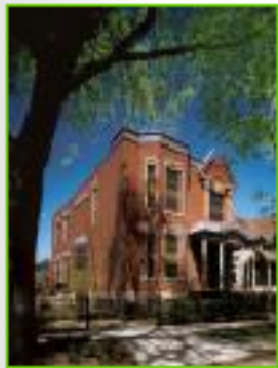
[Home](#) | [About Us](#) | [Contact](#)



The Intelligent Decision For Chicago Real Estate

[Buyers](#) | [Sellers](#) | [Developments](#) | [Habitat Concierge](#) | [Relocation](#)

FEATURED PROPERTY



05044686

Masterpiece on 65' wide lot, approx 7000sf residence abundant w/natural light. 1st lvl open on 4-sides to incredible lscp yard, deck, bbq ct+dog run. soaring

1232 W MONTANA | \$3,695,000

[more](#)

Selling a Home in Chicago
Knowledge is Power

House Hunter

E-mail:

Password:

[Forgot Password?](#)

[login](#)

[Create An Account](#)

SEARCH

Search by MLS No.,
Street Address, or Zip

MINIMUM PRICE

Hungry Users Come First!

- Make sense to people.
 - Not about “sprinkling keywords.”
 - Be creative!
-

The Writing Matters

Good Web writing can help bring extremely targeted visitors, and then convert them into clients.

Think Like a Reporter



Who?

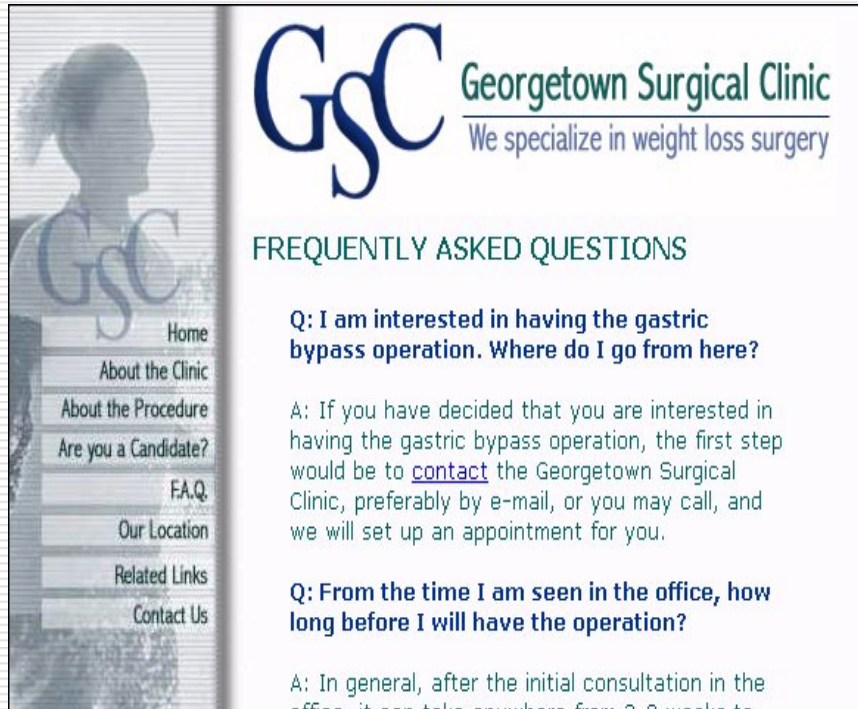
What?

Where?

Make Sense

No keyword phrases

Keyword phrases that make sense



GsC Georgetown Surgical Clinic
We specialize in weight loss surgery

FREQUENTLY ASKED QUESTIONS

Q: I am interested in having the gastric bypass operation. Where do I go from here?

A: If you have decided that you are interested in having the gastric bypass operation, the first step would be to [contact](#) the Georgetown Surgical Clinic, preferably by e-mail, or you may call, and we will set up an appointment for you.

Q: From the time I am seen in the office, how long before I will have the operation?

A: In general, after the initial consultation in the office, it can take anywhere from 2-8 weeks to

Home
About the Clinic
About the Procedure
Are you a Candidate?
FAQ
Our Location
Related Links
Contact Us

• Frequently Asked Questions



GsC Georgetown Surgical Clinic
We specialize in weight loss surgery

Conveniently located near Lexington, Kentucky

Frequently Asked Questions about:

Gastric Bypass Surgery
Bariatric Surgery
Stomach Stapling
Weight Loss Surgery

Q: I am interested in having the gastric bypass operation. Where do I go from here?

A: If you have decided that you are interested in having the gastric bypass operation, the first step would be to [contact](#) the Georgetown Surgical Clinic, by [e-mail](#), or you may call, and we will set up an appointment for you.

Home
About the Clinic
About the Procedure
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FAQ
Our Location
Related Links
Contact Us

• Frequently Asked Questions
about **[what?]**:

List keyword phrases

Be Descriptive

- Don't use:
 - Our team
 - Our service
- Do use:
 - Our "personal chef service"
 - Our "Event Planning Services"



Generic vs. Descriptive

Generic

If you'd like to contact us ...fill out this brief form online...

Descriptive

If you'd like to contact us for help with your next meeting planning, fill out our special event planning request form.

Keywords vs. Keyword Phrases

Keyword

Invest

Keyword Phrases

Internet Marketing Strategy
Marketing Your Business
Opt-in Email Marketing
Marketing Program

Titles serve a dual purpose

- **Well-written Titles paired with strong content helps pages position well.**
 - **Compelling Titles tempt your prospects to click on your link over others on the search engine results page (SERP)**
-

Location Becomes Part of Your Keyword Phrases

- Not “our office”
 - Oakbrook creative cook
 - Schaumburg personal chef
 - ..nutritionist personal chef in Chicago Heights.
-

Location

Before

Fully Customized Packages

Discounts and coupons to more than 100 shops and attractions.

After

Fully Customized Chicago Travel Packages

Discounts and coupons to more than 100 shops and attractions in the Chicagoland area.

Epitome of no Copy

Woodfield

[receive our eBulletin](#) [my profile](#) [my favorite stores](#) [log in](#)

[home](#) [store directory](#) [offers](#) [getting here](#) [about](#) [our partners](#) [jobs](#) [contact us](#)

Search Sale Items

[Major Store Offer](#) »

[This Week](#) »

[Featured Partners](#) »

Our Partners

 Comcast

 Chicago Tribune



Give the Gift
of Their
IMAGINATION

Hours

10:00 AM-9:00 PM
Saturday 10:00 AM-9:00 PM
Sunday 11:00 AM-6:00 PM

[Contact Us](#) [Help](#) [Leasing Info](#) [Privacy Policy](#) [Terms of Service](#)

Golf Rd. at Route 53 (5 Woodfield Shopping Center) Schaumburg, IL 60173 (847) 330-1537

[Taubman Corporate Info»](#)

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Some comments on Web Design

- You don't have to know all about HTML or PHP or JavaScript
 - No Graphic Headings or titles
 - Limit large images - kills speed
 - Have at least two navigation systems
 - Copyright statement at page bottom - all pages
-

HTML – Source Code

(Framework

(The basic language that makes the Web happen - Just a peek)

- `<html>`
 - `<head>`
 - `<title>The Serving Spoon Personal Chef Service in San Diego, California</title>`
 - `<meta tags here>`
 - `</head>`
 - `<body>`
 - (Where your images and copy content is located.)
 - `<h1>San Diego's The Serving Spoon Personal Chef Service</h1>`
 - `</body>`
 - `</html>`
-

<HTML> Hidden Source Code for CHEFS TO YOUR DOOR

<HEAD>

<TITLE>Chefs To Your Door, Denver's Affordable Personal Chef</TITLE>

<META NAME="description" content="[Denver's Personal] Chef Debby will plan your weekly menu, romantic dinner or party for you in the comfort of your home. How often have you wished dinner was ready and waiting for you?">

<META NAME="keywords" content="Personal Chef Denver, Chefs To Your Door, Diet Menu, Romantic Dinner Party, Chef, Denver, Cook">

<META NAME="keyword phrases" CONTENT="Personal Chef, Denver Colorado, Chefs To Your Door, Denver Area">

<META NAME="page-topic" CONTENT="Personal Chef">

<META NAME="clientbase" content="Denver USA">

<META NAME="distribution" content="Denver">

<META NAME="rating" content="General">

<META NAME="audience" CONTENT="all">

<META NAME="expires" CONTENT="NEVER">

<META NAME="Denver" content="GENERAL">

<META NAME="Cooking Services" content="GENERAL">

<META NAME="Personal Chef" content="GENERAL">

<META NAME="Classification" content="Personal Chef">

<META NAME="robots" content="index, follow">

</HEAD>

Importance of site design:

- potential clients/target audience } Primary
- Human-based search engines } Secondary
- Crawler-based search engines }



Your site design communicates to both search engines and your target audience what you think is the most important content on your web site.

5 Basic Rules of Web Design:

- ❑ Easy to read
 - Ensure Phone Number on each page
 - Ensure Your Email Address on each page
- ❑ Easy to navigate
- ❑ Easy to find
- ❑ Consistent in layout and design
- ❑ Quick to download - fast loading



EASY TO USE

Easy to find:

- ❑ On search engines, directories, and related sites
 - ❑ Go directly to the relevant page
 - ❑ Within **7-8 clicks**, preferably less, as long as...
 - ❑ Most important information “above the fold”
 - ❑ Contact information
-

Primary vs. Secondary Text

- Title tags
`<title>` `</title>`
- Visible `<body>` copy
- Text at the top of a web page
- In and around hyperlinks

- Meta-tag content
 - Alternative text
 - Domain and file names
-

Google's Free Tools

□ Google Analytics

- Google Analytics gives you a daily snapshot of your web site.
- <http://www.google.com/analytics/>

□ Google eBlogger

- Creating a blog (online journal) on the topic of your web site or product will bring in extra traffic and targeted customers
 - <http://www.blogger.com/>
-

Google Writely

□ <http://www.writely.com>

- Writely is a full featured online writing editor with spellcheck and great collaborating features. It also lets you publish your content directly to your blogs. One feature that may be of interest to marketers - it lets you save files in the popular download format of PDF.
-

More Resources

- ❑ <http://www.htmlgoodies.com/>
- ❑ <http://www.searchenginesbook.com>
- ❑ <http://www.searchenginesales.com>
- ❑ Do a "Google" on "Search engine optimization"
- ❑ Google "SEO Tools"
- ❑ Download this Powerpoint file at

<http://www.personalchefsummit.com/ws/InternetMarketing2006.ppt>

It's Time for Exercises & FUN!

- ❑ Real-time Web site critiques
 - ❑ Let's all take a look at your Web site
 - ❑ Let's review your source code
 - Title tag
 - Meta-tags
 - Count your key words/phrases
 - Descriptive content that speaks to the visitor?
-

It's Q & A Time

Remember that the only dumb question is the one that does not get asked.

If you think of a question later...

Email me at webmaster@personalchef.com

