

LISTEN  UP

IT BEGINS WITH YOU.

www.LISTENUP.biz

Donald Wayne McLeod & Teresa Simons

Copyright © 2010 LISTEN UP LLC All rights reserved.

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



LISTEN  UP
IT BEGINS WITH YOU.

SEO

Positioning Your Website for Success

Teresa Simons

www.LISTENUP.biz

Copyright © 2010 LISTEN UP LLC All rights reserved

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

Our Goal

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

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.

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.

Why is Organic Search Important?



- Google's first page captures over 89% of the traffic.
- Over 60% of people would rather click on an organic listing than a paid link.
- Position affects traffic to your site
- Position affects cost of Search Marketing

**What can you do to
help customers find
your site?**



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.

Solid SEO Strategy Includes

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

Keyword Analysis

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

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

Onsite Optimization

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

Onsite Optimization

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

Offsite Optimization

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

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

Analytics

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

Google Analytics is an excellent free tool

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

Black Hat Tactics to Avoid

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

Positioning

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

SEO is an Ongoing Effort

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

Q & A

LISTEN  UP
IT BEGINS WITH YOU.

Thank You!

Teresa Simons

www.LISTENUP.biz

Copyright © 2010 LISTEN UP LLC All rights reserved

LISTEN!UP

IT BEGINS WITH YOU.

LISTEN!UP
WORKSHOPS



www.LISTENUP.biz



www.DonaldWayneMcLeod.biz



BLOG 



[linkedin.com/in/donaldwaynemcleod](https://www.linkedin.com/in/donaldwaynemcleod)

[linkedin.com/in/teresasimons](https://www.linkedin.com/in/teresasimons)



[@TeresaSimons](https://twitter.com/TeresaSimons)

[@DonaldWMcLeod](https://twitter.com/DonaldWMcLeod)

LISTEN!UP
NETWORKING

Join the group on LinkedIn

LISTEN  UP

IT BEGINS WITH YOU.

www.LISTENUP.biz

Donald Wayne McLeod & Teresa Simons

Copyright © 2010 LISTEN UP LLC All rights reserved.