

Internet Marketing Strategy Workshop

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Introduction

Search Engine
Optimization

Web Development
Best Practices

Social Media
Marketing

Web
Analytics

One on One
Coaching

Housekeeping

Different People,
Different Needs

The Four
Elements

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Optimization

Web Development
Best Practices

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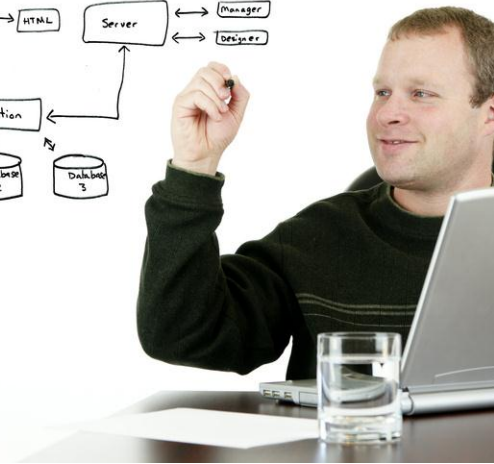
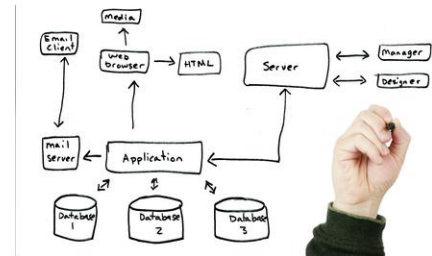


Today's intention

Teach you the language and concepts of Internet Marketing

AND / OR

teach you the tools you need to do it.



3

goals to Internet Marketing Strategy

Getting Found

- Search Engine Optimization

Keeping Interest

- Relevant Content

Motivating Action

- Calls to Action

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Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the unpaid ("natural", "organic", or "algorithmic") search results.

Wikipedia definition

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Web development is a broad term for the work involved in developing a web site for the Internet or an intranet.

Wikipedia definition

A best practice is a technique or methodology that, through experience and research, has proven to reliably lead to a desired result.

Whatis.com definition

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Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks.

Wikipedia definition

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Web analytics is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.

The Web Analytics Association

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What is SEO?

Thinking Like a Search Engine

Relevancy

Developing Keyword Phrases

Developing A Site Map

Applying Keyword Phrases

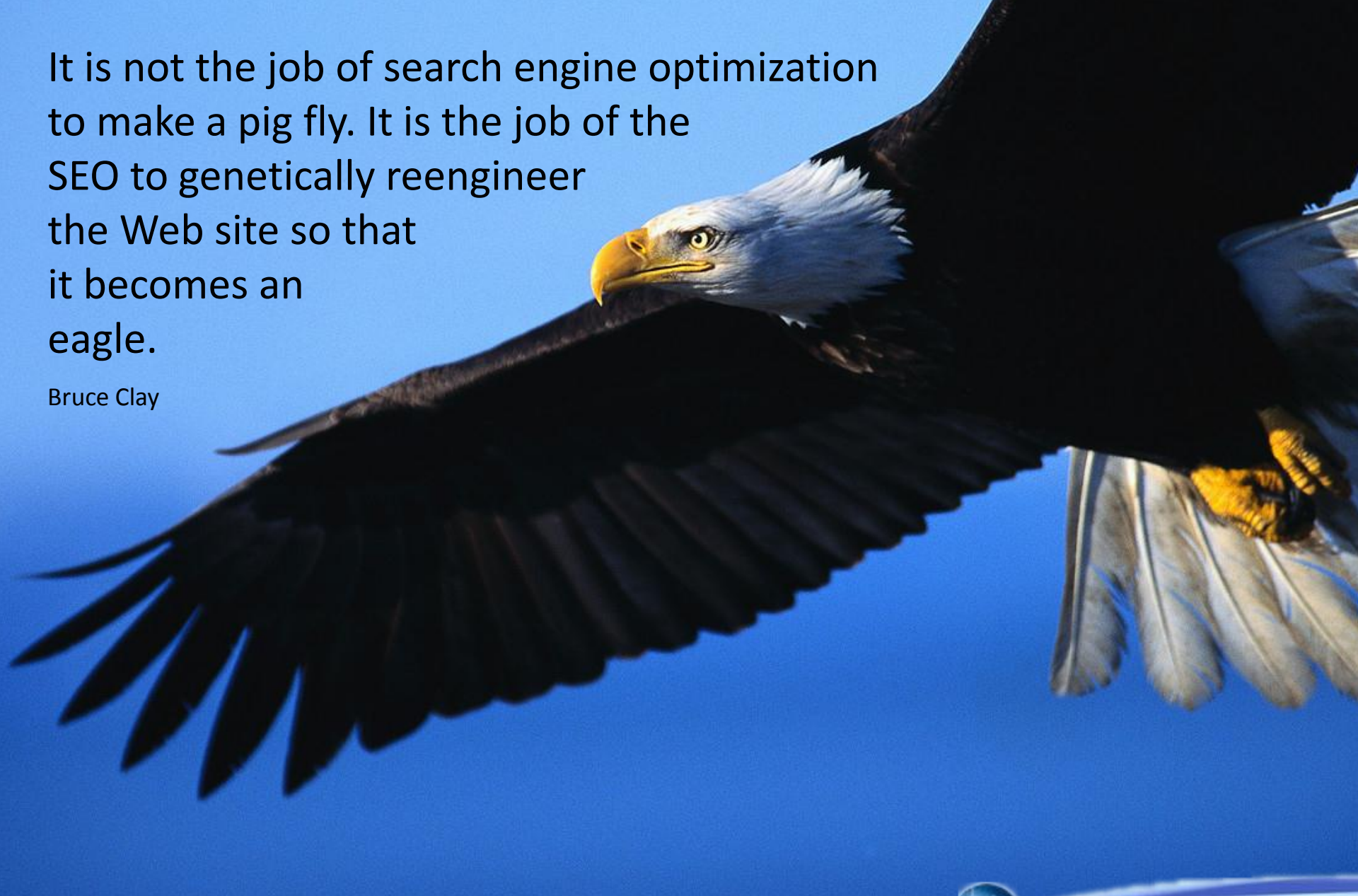
Link Building

Speeding It Up

Finding An SEO Provider

It is not the job of search engine optimization to make a pig fly. It is the job of the SEO to genetically reengineer the Web site so that it becomes an eagle.

Bruce Clay



Search Engine Optimization

- **Search Engine Optimization (SEO)** is the process of aligning a website to meet search engine's indexing and ranking criterion.
- **SEO Goal:** The website or webpage ranks on the first page of results under a given keyword phrase in a search engine.

What optimization is NOT:

- Optimization is not a “**magic bullet**” or “one size fits all” there are steps and processes to follow
- Optimization is also **not a guaranteed sale**.
 - Even if you rank well, your content, call to action, graphics, etc. need to be aligned for that user to become a customer

SEO...organic or paid?

SEO focuses on organic search not paid search

The image shows a Google search interface for the query "pcb manufacturer". The search results are divided into organic and paid sections. Organic search results are highlighted in yellow, and paid search results are highlighted in purple. Red arrows point from labels to the respective sections.

Google pcb manufacturer
About 288,000 results (0.29 seconds)

PAID Search (PPC)

Organic Search

Everything
Images
Videos
More

Pittsburgh, PA
Change location

All results
Wonder wheel
Fewer shopping sites
More shopping sites
More search tools

PAID Search (PPC) Results:

- Quick Turn PCB 1-40 Layer** (Sponsored links)
www.SFcircuits.com HighTech Proto & Production, Blind & Buried Via, Aluminum Core PCBs
- Sierra Circuit Boards**
Protoexpress.com/Circuit-Boards Run Better DFM on PCB Design Files. Easy Steps. Get Quote and Offers.
- circuit board design in China**
www.hampPCB.com High speed, multilayer pcb layout USD30 per hour, High quality job

Organic Search Results:

- Quickturn PCB Manufacturer, Advanced Circuits Printed Circuit ...**
Advanced Circuits in Aurora Colorado is a printed circuit board manufacturer producing high quality, low cost barebones quickturn PCBs and prototype printed ...
33 Each-2-Layer - FREE File Check - INSTANT Quote! - Contact Us
www.4pcb.com/ - Cached - Similar
- Printed Circuit Board Manufacturer | PCB Supplier | Aluminium PCB ...**
EI is a printed circuit board manufacturer and aluminium PCB supplier, providing high quality printed circuit board prototype design and quick turn PCB ...
www.eiconnect.com/ - Cached - Similar
- PCB Prototypes**
We are a PCB manufacturer that specializes in PCB prototype and low volume PCB production. Our fabrication services offer high level of customization to ...
www.custompcb.com/ - Cached - Similar

PAID Search (PPC) Results (Right Column):

- PCB Manufacturer**
2-8 layers, start at \$29 each quote now, no email required
www.pcbuniverse.com
- Printed Circuit Board Supplier**
Quality PCB Assembly Solutions. On-time Delivery. Submit Order Now!
www.Nexlogic.com/PCBAsembly
- PCB-Low Price Guarantee**
Beat any PCB competitive price with high quality and on time shipping!
www.e-teknet.com
- PCB Eagle Electronics PCB Manufacturer; ITAR**
Registered Multilayer, Flex, Rigid-Flex, QTA
www.eagle-elec.com

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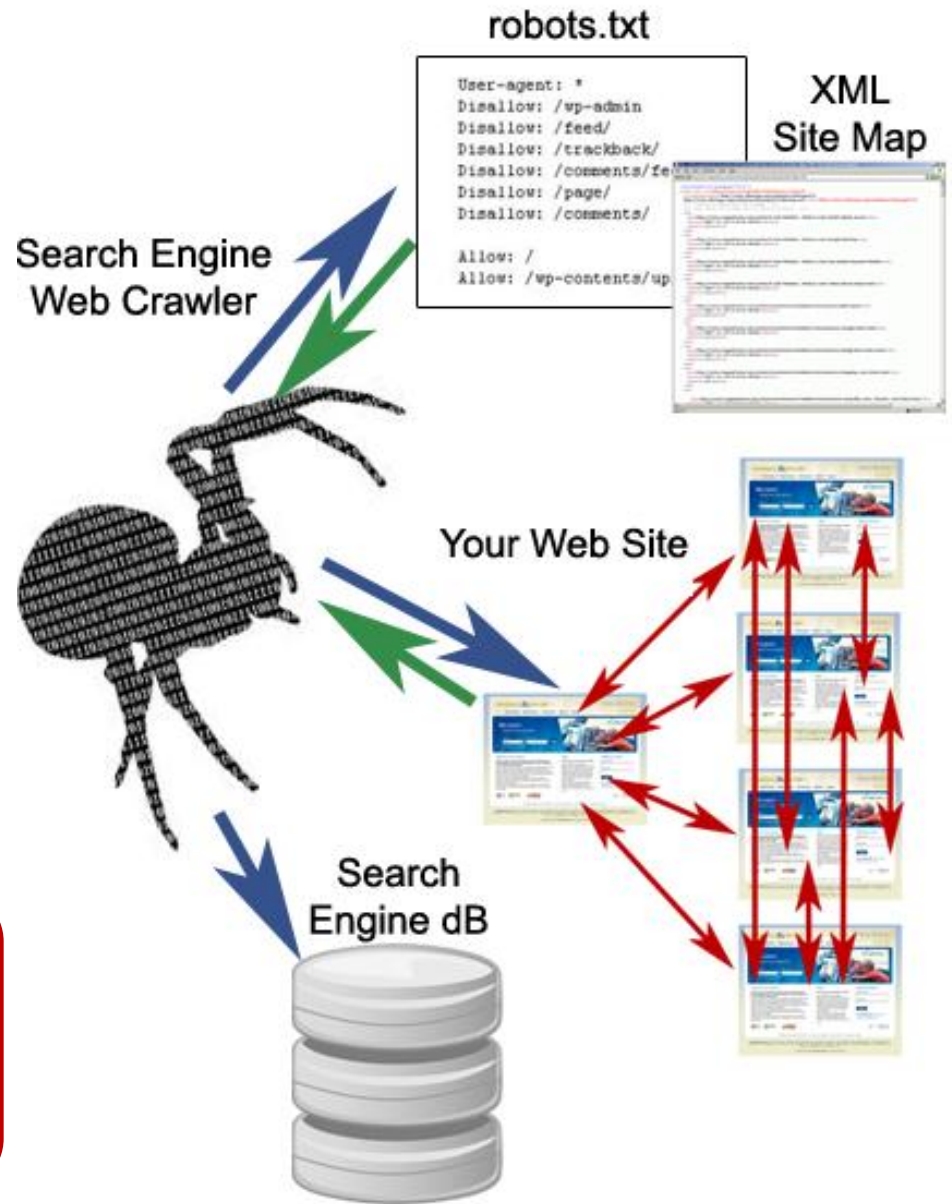
Finding An SEO Provider

Indexing

- This is the *first step* in the search engine process
- This process begins by registering your site with a search engine
- This will establish the pages you want the search engine to crawl on your site.

Hint:

If a search engine can't find it, the search engine can't index, capture, or rank it!



Indexing

- Tips to get your site indexed:
 - Creation of a physical site map
 - Limit the number of links on *page* (75 links)
 - This is from Google Webmaster pages
 - Clean navigation
 - Creation of a Google site map (text or XML)
 - www.sitemaps.org

Capturing

- This is the *second step* of the search engine process after indexing
- Capturing a site begins with a search engine bot or crawler
 - Bot/spider takes a snapshot of your site called “caching”
 - Bot/spider takes that snapshot that back to the search engine’s database



Ranking

- This is the *third step* of the search engine process after indexing and capturing
- This process includes how each page filters through the algorithm of the specific search engine
- The algorithm is the **criteria** associated on how the search engine qualifies webpages. The **weights** associated with that criteria is what makes the search engine unique
 - Google has different weights associated with their algorithm as opposed to MSN or Yahoo!
 - All search engines are in their own ways unique

Ranking

Like a scorecard...

← CRITERION →

Final Total	
Inbound Links	
Keyword density	
Amount Body Text	
Anchor Text	
Description tag	
META Theme	
Keyword Tag	
Header Tag	
Page Title	
Link Text	
Page Load Time	
Spamming	
Keyword Stuffing	
Alt Tags	

← Weights Associated with the individual Criterion →

↑
TOTAL SCORE

- You need to associate the **weights** with your webpage
- Considering on page and off page **criteria**

Components of Ranking:

- There are key components to assist in possible better ranking in search engines
 - Content and Body text
 - SEO tags
 - Links



Components of Ranking: Content

- Content/Body text includes the following:
 - Amount of text
 - 250+ words (average)
 - Keyword Placement
 - Keyword close to the beginning and the end of content
 - Keyword density
 - 2.5% to 5% per page (average)
 - Text in hyperlinks
 - Great way to have keyword insertion
 - Spell it out
 - Watch the amount of fluff but don't over generalize

Components of Ranking: Tags

- On page criteria:
 - Page title
 - Body text
 - Header tag <h1>
 - Anchor text
 - Alt Tags
- Off page criteria:
 - Description tag
 - Keyword tag
 - Inbound links
 - Domain name characteristics
 - Bounce rate

Bounce Rate example from Google Analytics:



49.91% Bounce Rate

Previous: 49.16% (+1.52%)

Components of Ranking: Links

- Links are another component to the ranking process. These are the most common types of links:
 - **Inbound links:** from other trusted sources
 - **Internal links:** navigate through your site
 - **Outbound links:** to other sources (like footnotes)

(RFID has an inbound link from eBizITPA)

The screenshot shows the eBizITPA website with a search bar and navigation menu. A red circle highlights a banner for the "RU ready for RFID? 2008" event, which includes the text "Discovering RFID In the Food Industry" and "Wednesday, May 14, 2008 Register today!". A red arrow points from the text box above to the search bar, indicating an inbound link from eBizITPA to the event page.

Center for eBusiness and Advanced IT

Advanced Technology Program
Assisting start-ups and existing small businesses with new product development.
Limited grant funding is available.

Upcoming eBizITPA Training

5/14/08	* RU ready for RFID? 2008 Conference	Erie, PA
5/21/08	RFID Training (2 day course)	Erie, PA
6/4/08	Introduction to RFID and RFID Integration Management	Erie, PA
6/5/08	Comprehensive Guide to Successful Email Marketing	Erie, PA
6/18/08	RFID Training (2 day course)	Erie, PA
6/25/08	RFID Technical Integration	Erie, PA

[Click here to view the complete eBizITPA training schedule.](#)

Technology News

- Online marketers map surfing habits
- All kinds of digital marketing 'have benefits' for growing businesses
- Tracking the RFID Market
- Video conferencing helps with fire department training
- Tagging RFID to WiFi hardware
- Clean Data Key to Email Marketing
- An insight into China RFID industry 2008 - RFID Buyers' Guide in China
- Marketers urged to 'spice up emails'

Free E-mail Updates
Sign up to receive our FREE program, training, event and special offer information!

Looking for Business Technology Services?
Use the Technology Locator to find a match!

Free Tutorials
Our self-paced tutorials allow you to learn on your time schedule. [Learn more.](#)

RFID Training available at an affordable price. [View Schedule](#)

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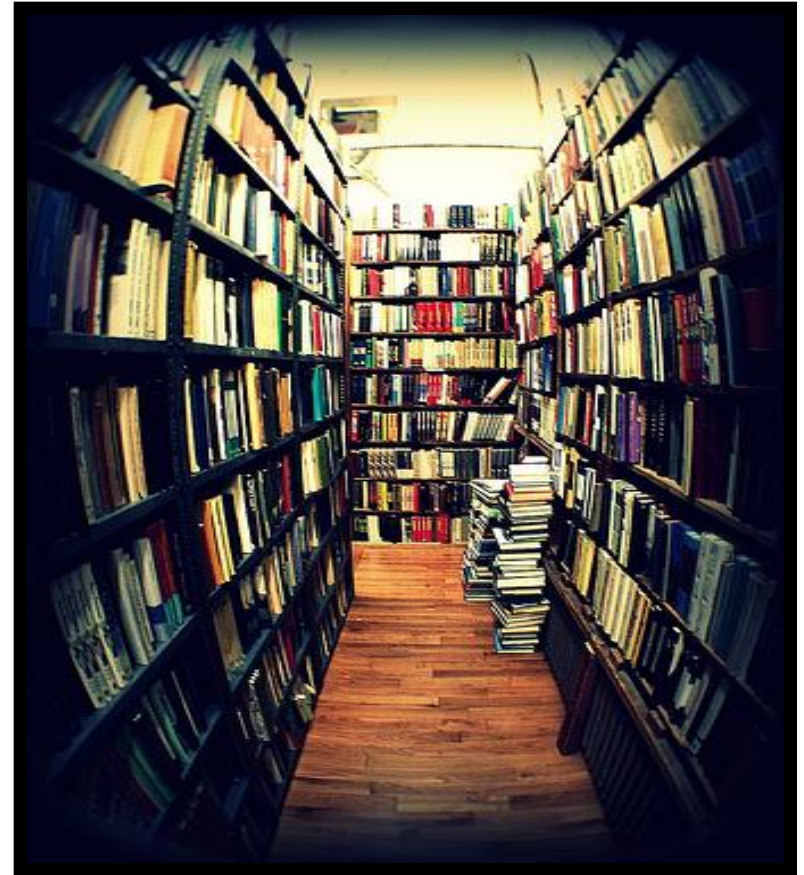
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Relevancy

- Focused message, point and topic
- Consistency is key in relevancy
- Page must be easily identified around one keyword or keyword phrase.



<http://www.flickr.com/photos/krazyjess/2674092345/>

Relevancy: Activity 1

- What do you think is the keyword this landing page is trying to exemplify?



Prelubrication & Evacuation Systems
Oil & Gas



Engine Evacuation & Prelubrication Systems


RPM Industries' engine prelube and oil evacuation systems are manufactured in the USA for industries utilizing diesel or gas engines. We have specialized in prelube and evacuation systems for over 20 years.

RPM Industries offers OEM and retro-fit aftermarket systems for heavy-duty diesel applications in a wide variety of industries, including construction, mining, waste management, over the road (OTR) trucking, coach and bus transportation, as well as marine, aggregate and power-generation applications.

For more information about engine prelube and oil evacuation systems with RPM Industries, call 800.255.2250 or [contact us](#) today!

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RPM Industries, LLC
55 Hickory Street - Suite 109
Washington, PA 15301
Phone: 724-228-5130
Toll Free: 1-800-255-2250



Oil Evacuation Systems



RPM offers a complete line of oil evacuation systems for engines and other compartments. The QuickEvac™ and MultiVac™ evacuation systems are designed for safer, cleaner and faster oil and fluid changes saving time and money.
<< More

Engine PreLubrication Systems



RPM's Engine prelube is an engine pre-lubrication system that reduces engine wear by automatically building engine oil pressure before the engine is allowed to crank.
<< More

Fleet Maintenance Software



ConnexionMobile is a fleet preventative maintenance software program to help collect data, design reports and manage maintenance of your fleet in a portable hand-held device
<< More

[Contact RPM](#) [Request Quote](#)

[Dealer Login](#)

Relevancy: Activity 2

- *What do you think is the keyword this landing page is trying to exemplify?*

Relevancy: Like a Scorecard...

- **Criterion:** *items you need on your webpage whether on or offline*
- **Weights:** *the numeric values placed on your current status of your webpage*

← CRITERION →

Final Total	
Inbound Links	
Keyword density	
Amount Body Text	
Anchor Text	
Description tag	
META Theme	
Keyword Tag	
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Page Title	
Link Text	
Page Load Time	
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← TOTAL SCORE

← Weights Associated with the individual Criterion →

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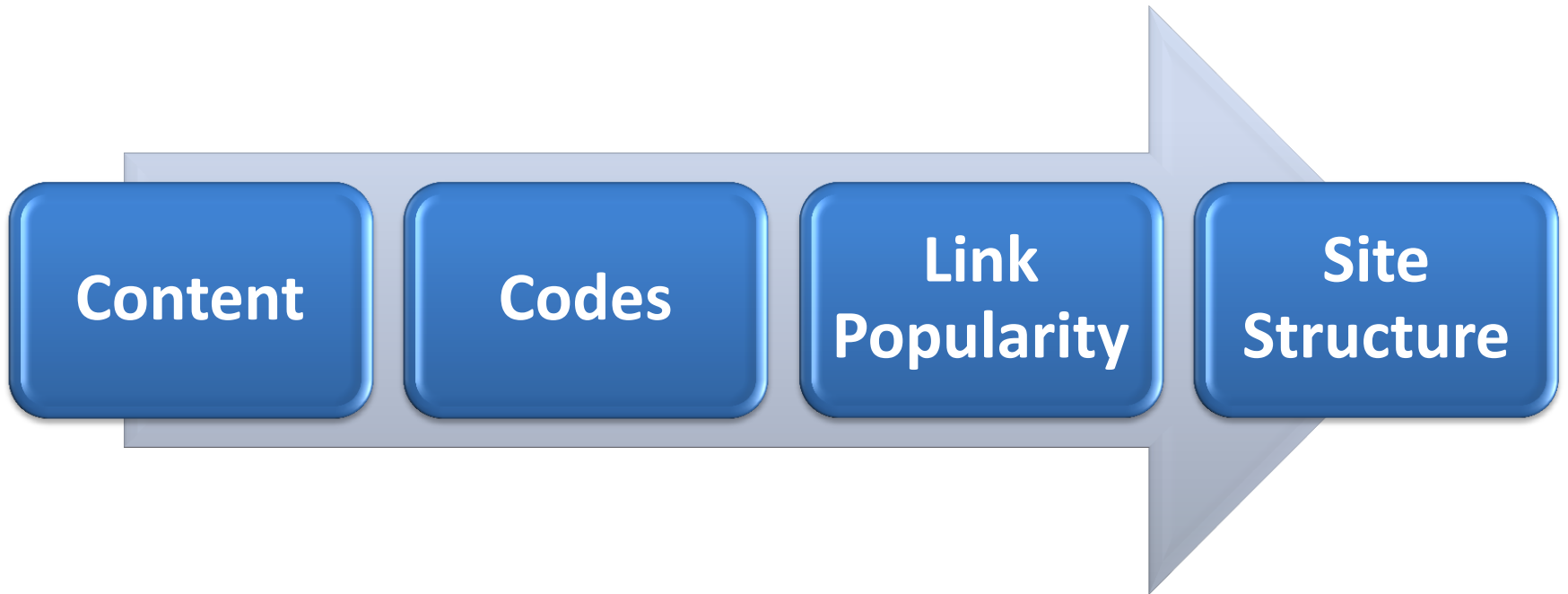
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Everything about search engine optimization is about **Relevancy, Relevancy, Relevancy!**



Focus on Target Keyword Phrase

“Think about what the user is going to type.”

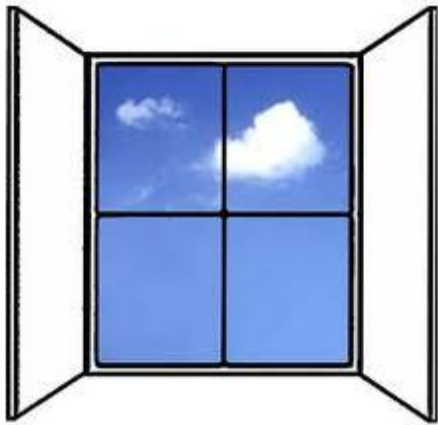
Matt Cutts, Google



Choosing the right keyword phrase to attract the most **QUALIFIED PROSPECTS** is the single most important step in search marketing.

Guidelines:

- Choose customer focused keywords
- Check keyword for search value & competition
- Check if keyword has multiple meanings
- Optimize for a **keyword phrase** not a **keyword**



Organize Your Research

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches <small>?</small>	Local Monthly Searches <small>?</small>
<input type="checkbox"/> ☆ search marketing	<div style="width: 20%;"></div>	301,000	135,000
<input type="checkbox"/> ☆ search marketing tools	<div style="width: 20%;"></div>	1,300	590
<input type="checkbox"/> ☆ local search marketing	<div style="width: 20%;"></div>	22,200	8,100
<input type="checkbox"/> ☆ google search marketing	<div style="width: 20%;"></div>	2,900	1,300
<input type="checkbox"/> ☆ search marketing services	<div style="width: 20%;"></div>	9,900	4,400
<input type="checkbox"/> ☆ search marketing jobs	<div style="width: 20%;"></div>	1,300	720
<input type="checkbox"/> ☆ search marketing consultant	<div style="width: 20%;"></div>	3,600	1,900
<input type="checkbox"/> ☆ online search marketing <small>▼ 🔍</small>	<div style="width: 20%;"></div>	3,600	1,600
<input type="checkbox"/> ☆ ppc search marketing	<div style="width: 20%;"></div>	5,400	2,900
<input type="checkbox"/> ☆ search marketing solutions	<div style="width: 20%;"></div>	880	480
<input type="checkbox"/> ☆ search marketing company	<div style="width: 20%;"></div>	9,900	4,400
<input type="checkbox"/> ☆ search marketing management	<div style="width: 20%;"></div>	1,000	720

	A	B	C	D	E
1	Keyword Phrase	Searches	Competition	Noise	Site Page
2	constant voltage transformers	2,400	171,000	N	A1
3	current transformer high voltage	720	477,000	N	A2
4	current transformers	480	322,000	N	A3
5	custom current transformers	128	357,000	N	B2
6	custom inductors	140	276,000	N	C1
7	custom magnetics	210	560,000	N	C2
8	custom power transformers	210	425,000	N	D1
9	custom shipboard power supplies	48	28,300	N	F6

Keyword Research

- To begin, gather a list of keywords from a brainstorming meeting that you believe represent your webpages
- Then you need to take those words to a Keyword Validation Tool such as:
 - Google AdWords Keyword Tool
 - Word Tracker
 - SEO Moz

FreeMind Keyword Development Demonstration

Keyword Research: Google

How to use **Google Keyword Tool**:

1.) <https://adwords.google.com/select/KeywordToolExternal> 


2.) Type the keyword you are targeting


3.) Look at the following:





























- Number of searches being done using that word
- Related keywords to that keyword
- Related searches

Find keywords
Based on one or both of the following:

Word or phrase (one per line) Website

Only show ideas containing my search terms 

 [Advanced options](#) Locations: United States Languages: English

<input type="checkbox"/>	 cnc machining			60,500	27,100	
<input type="checkbox"/>	 cnc machining services			1,900	1,300	
<input type="checkbox"/>	 cnc milling machine			27,100	9,900	
<input type="checkbox"/>	 cnc machine shop			4,400	2,900	
<input type="checkbox"/>	 cnc machine			165,000	74,000	
<input type="checkbox"/>	 5 axis cnc machine			2,400	1,000	
<input type="checkbox"/>	 precision cnc machining			2,900	1,900	

Google AdWords Keyword Tool Demonstration

Keyword Research: Google

- 4.) Copy & paste those results into Microsoft Word or Excel
- 5.) Determine the amount of competitive web pages for keyword
- 6.) Go to Google and type that keyword in the search bar

Results 1 - 10 of about 466,000,000 for Keyword

An example of your competition for that keyword:

Google™ Keyword Search [Advanced Search](#) [Preferences](#)

Web [Groups](#) Results 1 - 10 of about 466,000,000 for Keyword [\[definition\]](#) (0.22 seconds)

[Google AdWords: Keyword Tool](#)
Enter one **keyword** or phrase per line to see what related word searches your ad will show on.
<https://adwords.google.com/select/KeywordToolExternal> - 73k -
[Cached](#) - [Similar pages](#) - [Note this](#)

[Keyword](#) - Wikipedia, the free encyclopedia

Sponsored Links
[AdWords advertising](#)
We make starting easy
Check our economical program
www.easoncommerce.com
[Save on Keyword Capital](#)

Keyword Research: Google

7.) Place the number of competitors for that keyword in the Microsoft Word or Excel document

8.) Refine your search

9.) Choose the words having the most detail in the description

10.) Choose the words with the **HIGHEST NUMBER OF SEARCHES AND THE LOWEST AMOUNT OF COMPEITION**

Target Word	Number of Searches	Google Competition	Flow Chart
<i>Cake</i>	<i>600</i>	<i>13,000,000</i>	A1
<i>Decorating</i>	<i>1,000</i>	<i>27,000,000</i>	B5
<i>Ingredients</i>	<i>2,000</i>	<i>34,000,000</i>	C3

Keyword Research: Keyword Density

- The second step to keyword research includes looking at the keyword density all of your webpages and your competitors
 - Words per page: 250+ average (no less than 150)
 - Keyword density: 2.5% to 5% average
- You can check your webpage's keyword density at <http://webconfs.com>

Keyword Research: Keyword Density

- 1.) Go to the Keyword Density Tool on <http://webconfs.com>
- 2.) Type in your website's URLs and see what your current keyword density is for every webpage
 - Put that in your spreadsheet
- 3.) After finding all of your webpages' keyword density, then type in 3 to 5 competitor's URL's into the tool
 - These are the competitors you found while searching on Google in the previous part of the keyword research
- 4.) Looking at your competitors (who are top ranking results in Google) you will see the type of keyword density that will help you begin to rank higher

Keyword Research: Keyword Density

Results of a keyword density report:

Keyword Cloud:

webconfs.com Need Free Links? [Click here](#)
seo tools & webmaster utilities

SEO Tools SEO Services 15 Minute SEO SEO Tutorial SEO Articles SEO Quiz SEO Forums SEO Comics SEO Puzzle Newsletter NEW Web Tools

Ads by Google
Best Keyword Density
DSL Speed Checker
Keyword Checker
Keyword Tips

SEO Tools
Similar Page Checker
Search Engine Spider Simulator
Backlink Anchor Text Analysis
Backlink Builder
Backlink Summary NEW
Keyword Density Cloud
Search Engine Friendly Redirect Check
Kontera Ads Preview NEW
Link Price Calculator
Reciprocal Link Checker
Check Yahoo WebRank
Domain Stats Tool
Domain Age Tool
Keyword Playground
Website Keyword Suggestions
URL Rewriting Tool
Keyword-Rich Domain Suggestions
Website to Country
Alexa Ranking Tool
Donate \$5

SEO Tools : Keyword Density Checker - Keyword Cloud

Google Website Optimizer
Free and easy-to-use A/B and multivariate testing
[Learn more](#)

Keyword Cloud

holly buchanan increases conversion king conference part ii laquo;
emarketing sig blog understanding overcoming challenges marketing today website sales channel, website conversions ; published april uncategorized fortunate attend ebiztips, a sites sell weeks thursday join attesting genuinely quality content presented senior persuasion architect future based york city usable missed extraordinary event captivating experienced speaker presenting effective information improve website, a performance rate focused bb bc companies providing simple suggestions improvement effectiveness companies, websites fact exhibitors impressed holly's presentations online updating solutions live suggested serve attendees provide insight shared increase post series valuable began discussion current state buying selling process pointed consumers report satisfaction shopping experience visitors fall funnel resulting lost step aspect attempting draw relevant questions answered arrive search engines key terms data measured analyzed find functionality don't potential customers apply relevancy place individuals easy location leads clicks dig they're click button page visitor dead ensure invites visit pages subscribe mailing list ultimate goal define design call action company defined ranges order act searching local store depends nature products and/or services intermediary goals points time arrives guide customer addressed steps achieving persuade individual desired means check opt forms short painless errors existent frustration drive give leave partially completed minutes hour walk similar processes smooth resolve small issues increasing effort copy play prominent role persuading continue organized chunky browsable sections majority; browsers.; scan deciding read full smaller paragraph sizes readers keywords quickly encouraging types buyers presentation explanation personalities include humanistic methodical competitive spontaneous methods capturing attention business stay tuned discover tactics address personalities, concerns paragraphs improving rates share attended invite comments section possibly related posts automatically generated channels. learn statcounter changed world response. ally ii; feed entry trackback roger johnson pm it's date jakob nielson, a work understands usability important communicating connecting people equally manage crafted nielson recommends bodies research construct resonating messages communication social psychology practicing why craft touch. person, a engrosses connects product service designing symmetrical asymmetrical campaigns requires bring body practices public relations campaign development. ally logged logout main. ally href title abbr acronym blockquote cite code del datetim em strike strong special interest group home rss subscriptions email exporting podcasting advice #kpodcast complete. ally href paid archives library december november october september august july &# these team wordpress.com entries

Keyword density percentages:

Keyword	Count	Density
site	21	3.25%
conversion	14	2.16%
part	13	2.01%
web	12	1.85%
ii	12	1.85%
holly	11	1.7%
visitors	11	1.7%
conference	9	1.39%
buchanan	9	1.39%
website	8	1.24%
increases	8	1.24%
goal	7	1.08%
king	6	0.93%
information	6	0.93%
blog	6	0.93%
find	6	0.93%
sales	6	0.93%
april	5	0.77%
emarketing	5	0.77%
sig	5	0.77%
laquo;	5	0.77%
ultimate	5	0.77%
marketing	5	0.77%
presented	4	0.62%
conversion		

Keyword Cloud

Density %

WebConfs

Keyword Density Checker

Demonstration

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Web
Analytics

One on One
Coaching

What is SEO?

Thinking Like a Search Engine

Relevancy

Developing Keyword Phrases

Developing A Site Map

Applying Keyword Phrases

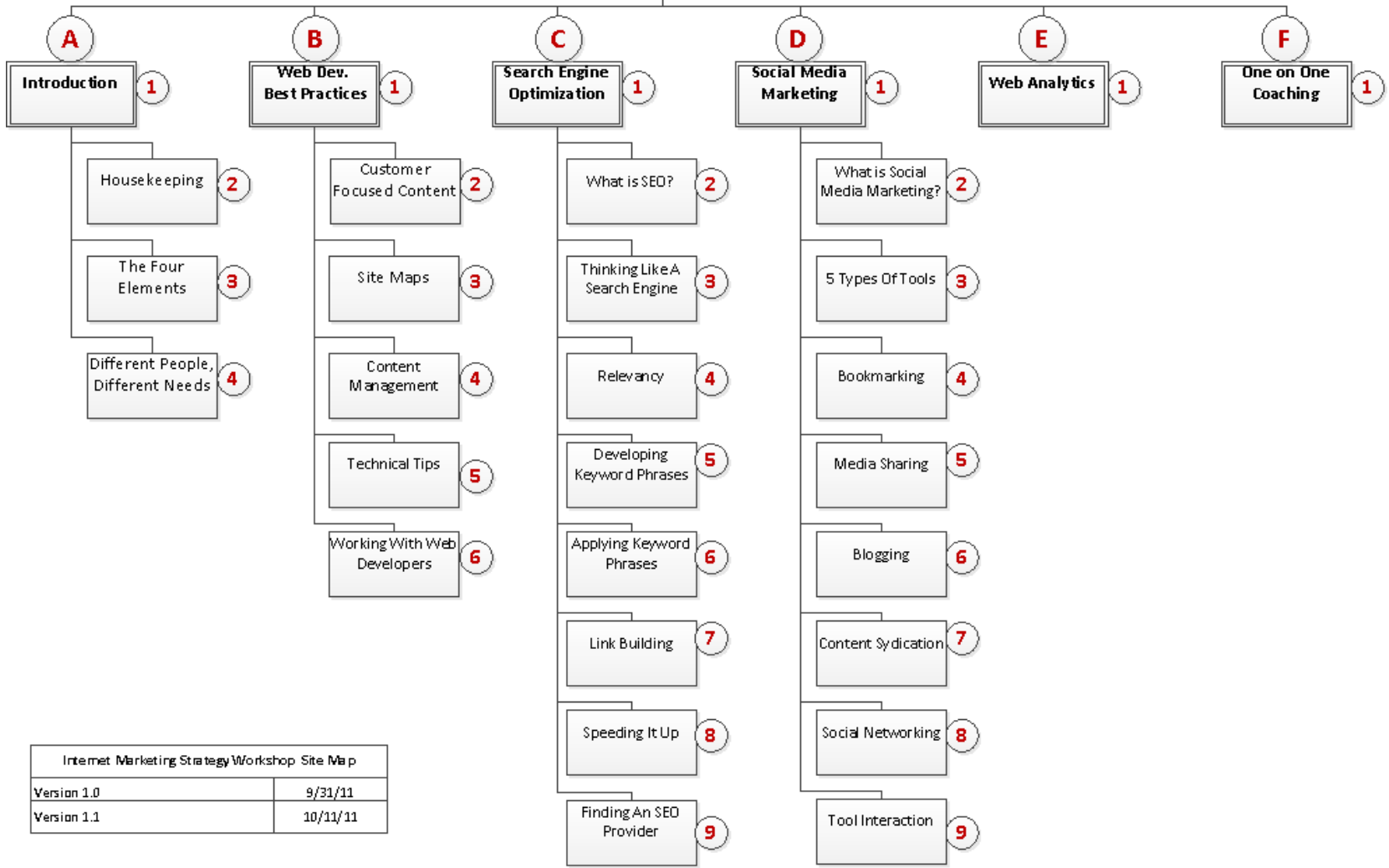
Link Building

Speeding It Up

Finding An SEO Provider

**Internet Marketing
Strategy Workshop
HOME**

Site Map

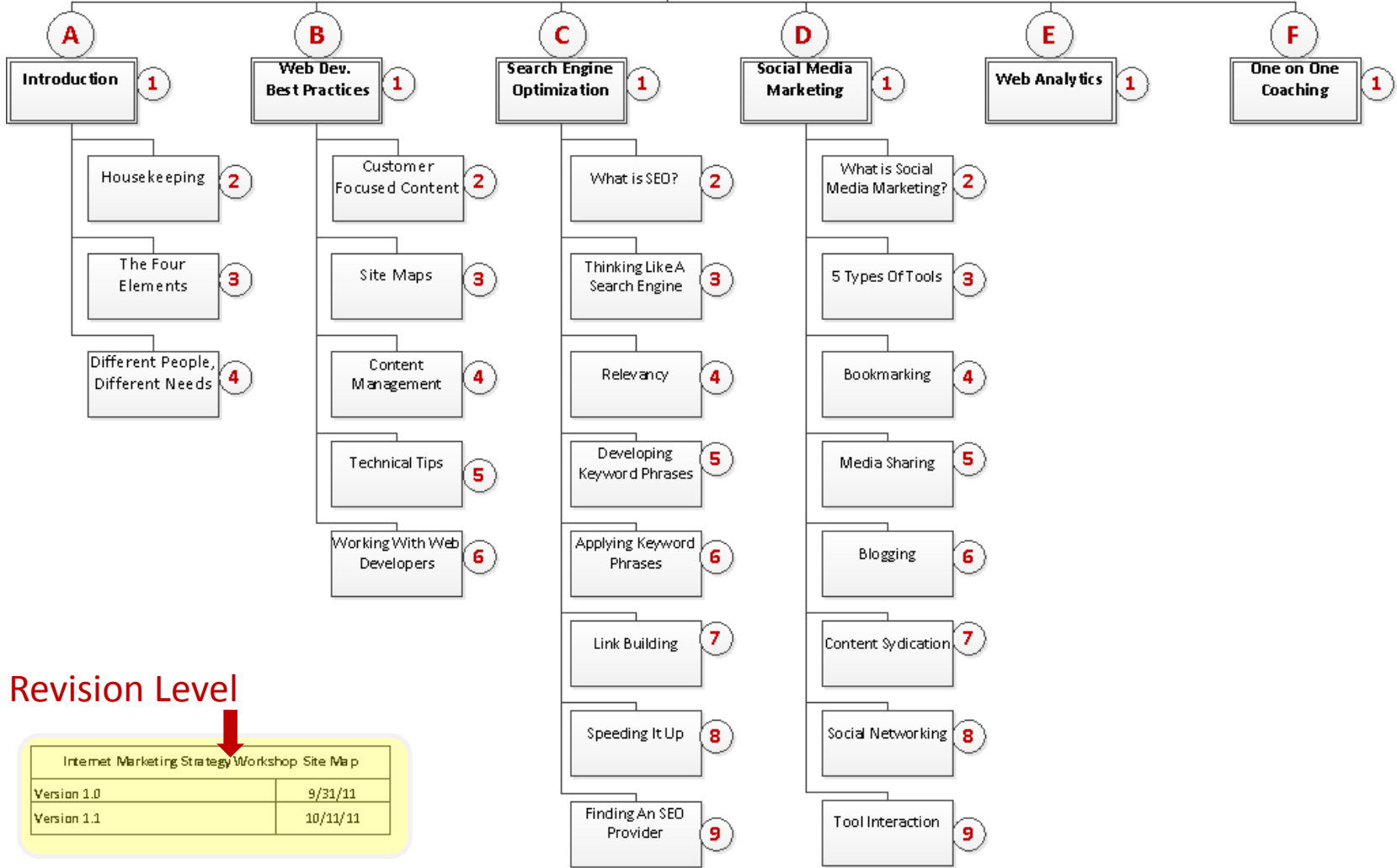


Internet Marketing Strategy Workshop Site Map	
Version 1.0	9/31/11
Version 1.1	10/11/11

Home Page →



← Site Map



Revision Level

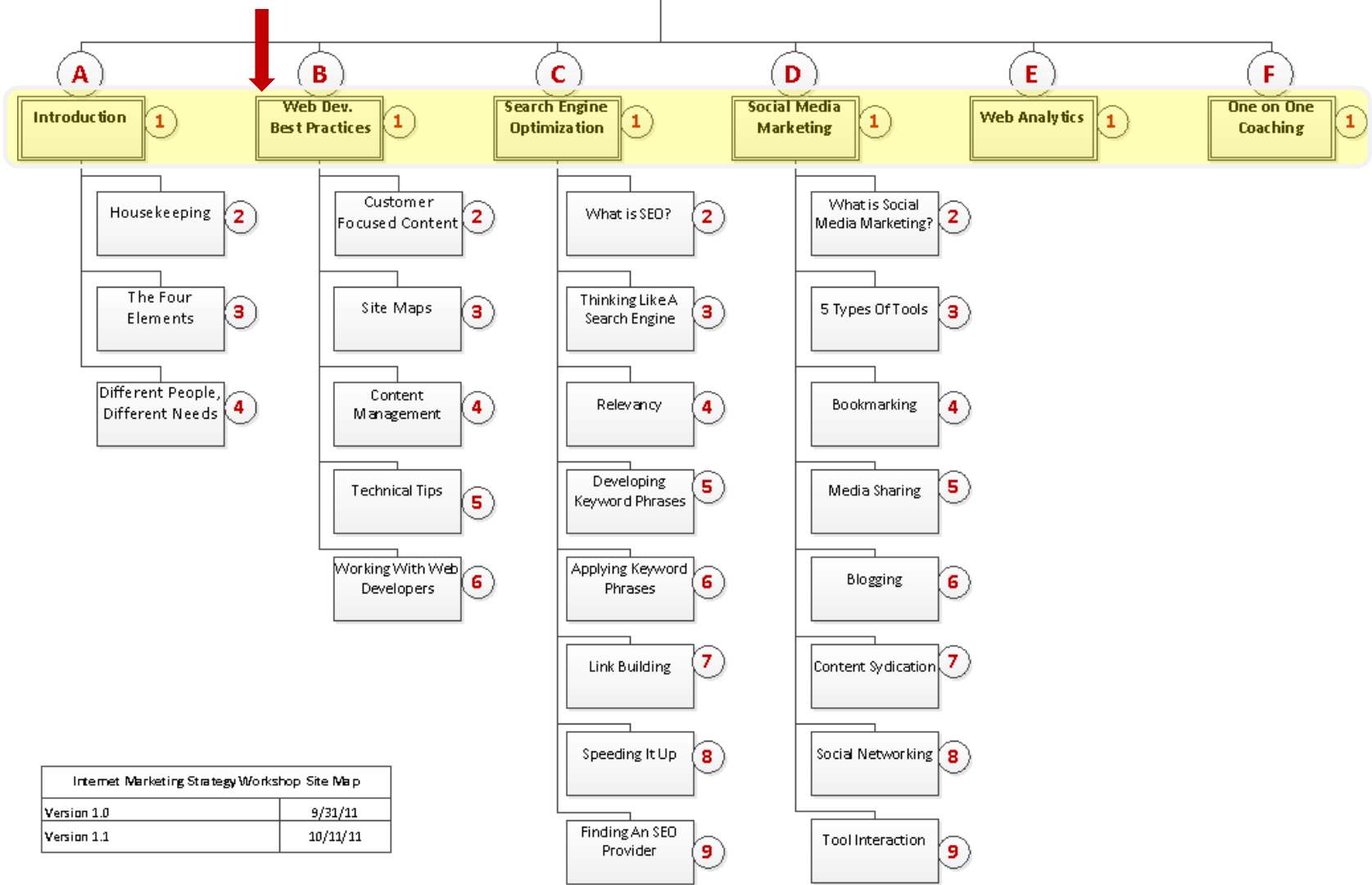


Internet Marketing Strategy Workshop Site Map	
Version 1.0	9/31/11
Version 1.1	10/11/11

Internet Marketing Strategy Workshop HOME

Site Map

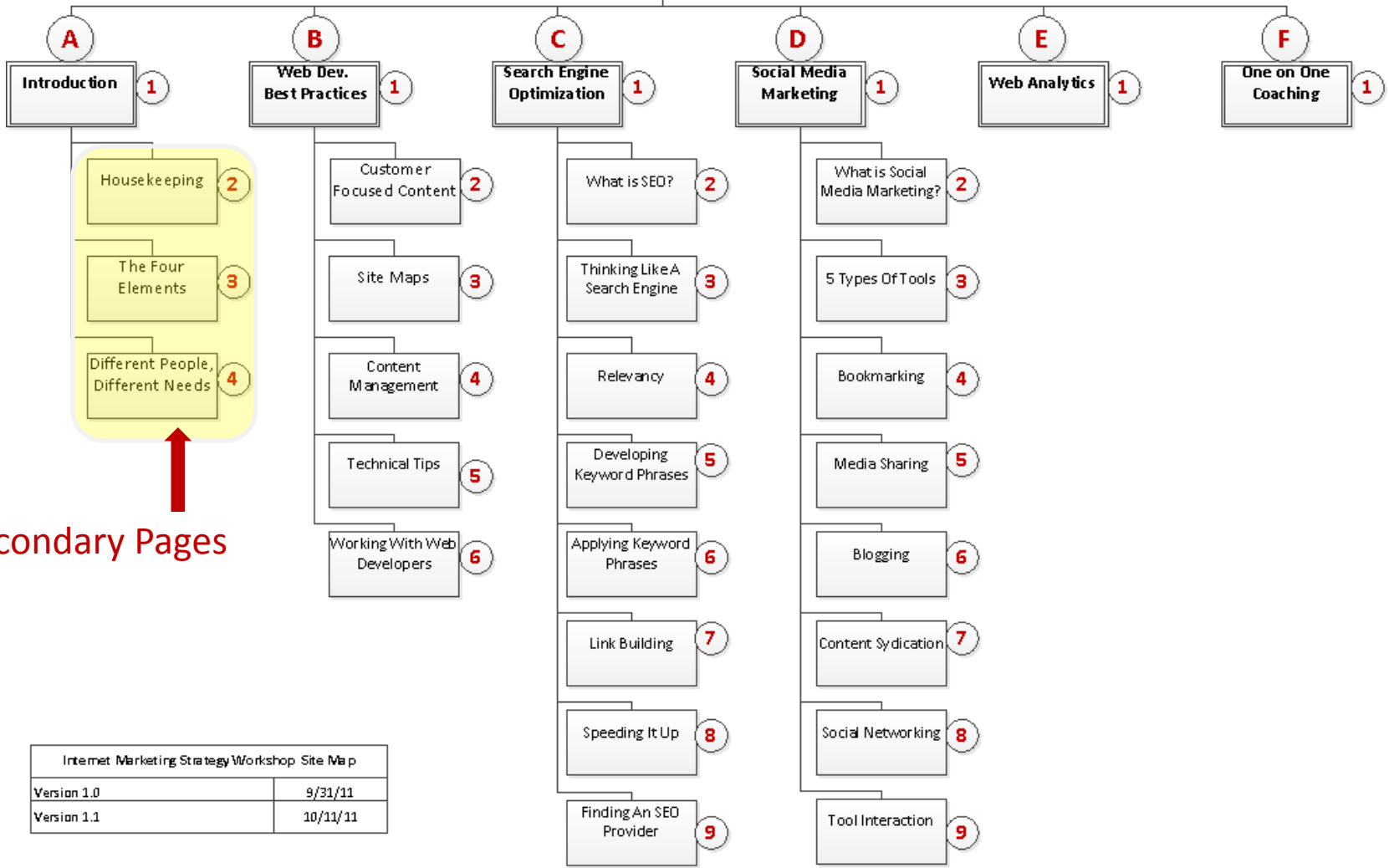
Primary Pages



Internet Marketing Strategy Workshop Site Map	
Version 1.0	9/31/11
Version 1.1	10/11/11

**Internet Marketing
Strategy Workshop
HOME**

Site Map

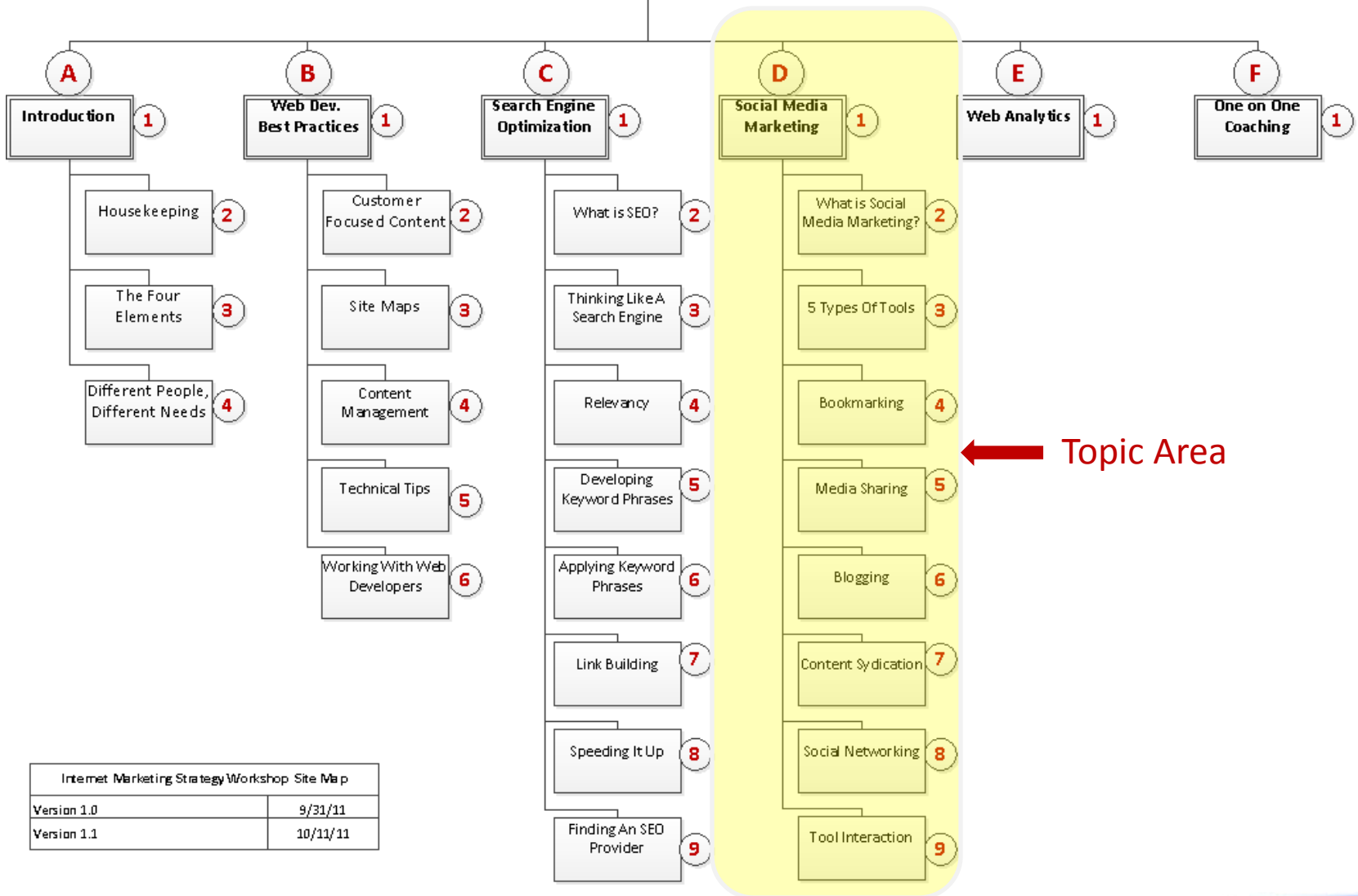


Secondary Pages

Internet Marketing Strategy Workshop Site Map	
Version 1.0	9/31/11
Version 1.1	10/11/11

Internet Marketing Strategy Workshop HOME

Site Map



← Topic Area

Internet Marketing Strategy Workshop Site Map	
Version 1.0	9/31/11
Version 1.1	10/11/11

Dia Demonstration

Introduction

**Search Engine
Optimization**

Web Development
Best Practices

Social Media
Marketing

Web
Analytics

One on One
Coaching

What is SEO?

Thinking Like a Search Engine

Relevancy

Developing Keyword Phrases

Developing A Site Map

Applying Keyword Phrases

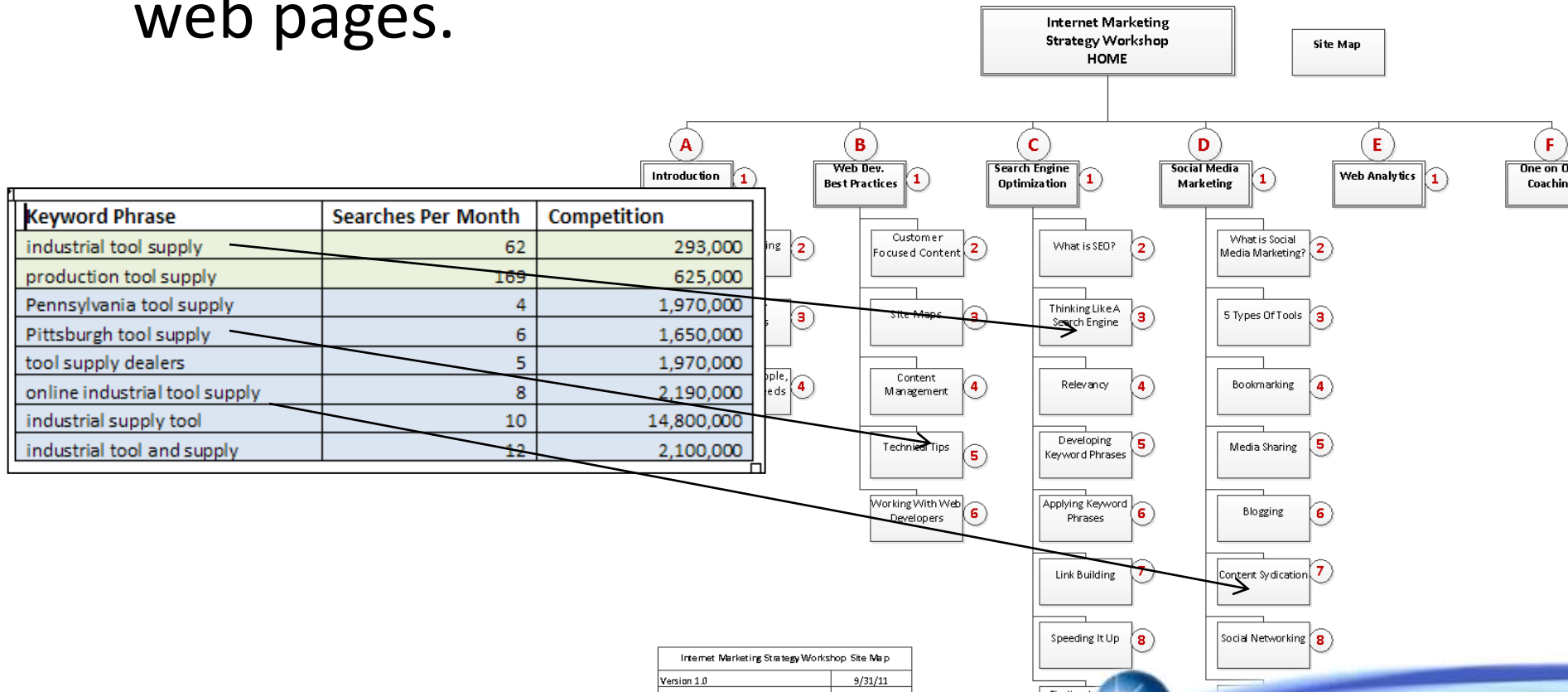
Link Building

Speeding It Up

Finding An SEO Provider

Keyword Mapping

- Taking the set of targeted keywords and mapping them to their rightful associated web pages.



Keyword Mapping: Keyword Parameters Page

After completing the background research the template can be filled in:

Home	Target = Architectural Sign Systems & Architectural Signage
Page Title	Architectural Sign Systems – ABC Signs Architectural Signage
Description	ABC Signs architectural sign systems make your designs and specifications into lasting solutions for your architectural signage, wayfinding and ADA identification needs.
Keyword	Architectural Sign Systems, Architectural signage, sign systems, wayfinding, systems, exterior signs, building signage, interior signs, interior building signs, ADA signs, pylon signs, post and panel signs, monument signs, outdoor led signs, directory, ABC Signs sign company, Pittsburgh, pa
<h1> Header 1 Tag	Architectural Signage & Sign Systems
Body Text Amount	250 Words
Keyword Density	Architectural Sign Systems (2-3 Times)- Architectural Signage (2-3 Times)
Alt Image Tag	Architectural Sign Systems - Architectural Signage
File Name	Index.html
Notes	Intro Paragraph, Teasers for exterior, interior, and wayfinding systems. Additional copy below the fold after the teaser boxes.

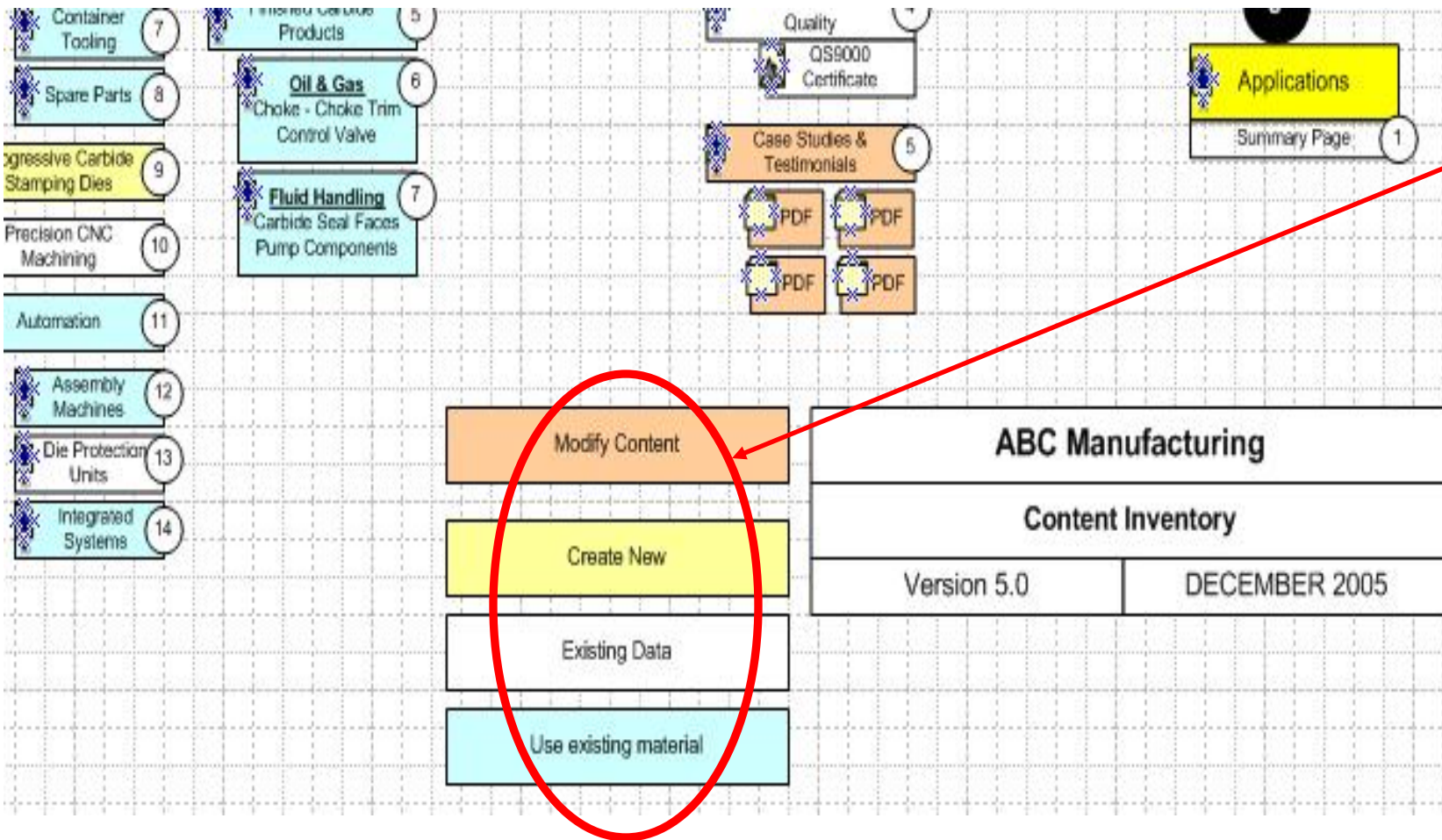
Keyword Mapping: Content Building / Re-building

- 1. 250+ words focused on main topic per page**
- 2. Keyword phrase should be 2.5% to 5% density**
- 3. Keyword phrase should be most dense phrase**
- 4. Bold keyword at least once per page**
- 5. Make sure keyword phrase is at top and bottom of page**

Keyword Mapping: Content Building / Re-building

- Helps you understand what webpages need assistance in content section.
- Take a copy of the flow chart you made on VISIO or by hand and color code the following:
 - **Existing content** → No Changes
 - **Existing content** → Need Modifications
 - **No existing content** → Needs to be created

Keyword Mapping: Content Building / Re-building



Color coded chart defines the needed content changes

Keyword Mapping: On Page Elements

The image shows a screenshot of a web browser displaying a page from the eMarketing Learning Center. The browser's address bar shows the URL: <http://www.emarketinglearningcenter.org/for business/classes/fundamentals-of-search-engir>. The page title is "Search Engine Optimization Training: Learn Successful SEO - Meadville, Pennsylvania - Mozilla Firefox".

Annotations with red arrows point to the following elements:

- Page Title**: Points to the browser's title bar.
- Alt Tags**: Points to the eMarketing Learning Center logo.
- Heading Tag**: Points to the main heading "Fundamental Guide to Successful Search Engine Optimization".
- Content**: Points to the introductory paragraph about SEO.
- Navigation**: Points to the "For Business" menu item in the left sidebar.

The page content includes a sidebar with navigation links (Classes, Events, Webinars, For Business eMarketing Resources, Career Advancement) and a main content area with a heading and a list of bullet points:

- *Fundamental Guide to Successful Search Engine Optimization*
- Fundamental Guide to Developing a Search Engine Advertising Strategy
- The Executive's Guide to the Online Marketing Channel
- Comprehensive Guide to Successful Email Marketing

Fundamental Guide to Successful Search Engine Optimization

Search engine optimization (SEO) – the process of aligning a Web site to meet a search engine's indexing and ranking criterion – is a low-cost, marketing tactic that delivers immediate results. This full-day class from the eMarketing Learning Center in Erie, Pa., presents:

- A step-by-step approach to improving web sites
- The search engine process and how it works
- Research-based, unbiased best practices
- How to increase relevant traffic and leads
- How to create and execute a successful SEO strategy
- New tools such as social media, Flash and

Keyword Mapping: Off Page Elements

```
Source of: http://www.emarketinglearningcenter.org/for%20business/classes/fundamentals-of-search-engine-optimization - Mozilla  
File Edit View Help  
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional  
<html xmlns="http://www.w3.org/1999/xhtml">  
<!-- BC_OBNW -->  
<head>  
<meta content="text/html; charset=utf-8" http-equiv="Content-Type" />  
<title>Search Engine Optimization Training: Learn Successful SEO - Meadville, Pennsylvan  
<meta name="keywords" content="search engine optimization, comprehensive, class,  
<meta name="description" content="This class helps you learn how to effectively implement  
<link href="/StyleSheets/ModuleStyleSheets.css" type="text/css" rel="StyleSheet" />  
<script type="text/javascript">var jslang='EN';</script>  
<link media="screen" type="text/css" rel="stylesheet" href="/css/master.css" />  
<link media="screen" type="text/css" rel="stylesheet" href="/js/smoothbox/smoothbox.css"  
<link href="/css/scrollbar/uvumi-scrollbar.css" media="screen" type="text/css" rel="styl  
<link href="/favicon.ico" rel="shortcut icon" />  
<script type="text/javascript" src="/  
<script type="text/javascript" src="/  
<script type="text/javascript" src="/  
src="/  
src="/  
src="/  
<script type="text/javascript" src="/  
<script type="text/javascript">  
window.addEve  
var s  
var l
```

Description Tag

Keyword Tag

HTML Code


Inbound Links

The screenshot shows a search engine results page for the query "air compressors". At the top, there is a search bar with the text "the entire directory" and a "Search" button. Below the search bar, the results are categorized under "Top: Business: Industrial Goods and Services: Industrial Supply: Air Compressors (176)". A list of search results follows, each with a blue link and a brief description:

- [A&G Compressor Parts, Inc.](#) - Supplier of industrial engine and compressor parts, epoxy grout and used equipment. Located in Santa Fe
- [Air Specialty](#) - Manufacturer and exporter air compressors, vacuum pumps, air dryers and OEM parts. India.
- [AIRTEK](#) - Manufacturer of Airtek air dryers. Lancaster NY.
- [APO Pumps & Compressors, Inc.](#) - Distributor of Ingersoll-Rand Air Compressors and Flowserve Pumps. Parts and service available on
- [Aditya Air Controls](#) - Wholesale supplier of industrial parts and products such as compressor and air compressor spares, and pneumatic to
- [Advanced Compressor Technology](#) - Service, overhaul and repair of industrial compressors, re-manufacturing of compressor parts, Loca
- [Aerzen Machines Ltd](#) - Manufacturer of positive displacement blowers.
- [Air Booster](#) - Distributor of services and equipment for increasing the efficiency of air systems.
- [Air Centers of Florida](#) - Master distributor for Ingersoll-Rand air compressors, offices located in Tampa, Orlando and Jacksonville, Florida
- [Air Centers of South Carolina](#) - Provides parts, sales and 24/7 emergency service for air compressors and related equipment from offices

Keyword Mapping: SEO Codes

Page Title

 eMarketing Learning Center: E-marketing, Email, SEO, Social Media, Ecommerce training,

Description Tag

[eMarketing Learning Center: E-marketing, Email, SEO, Social Media ...](#) 
The eMarketing Learning Center helps businesses and organizations learn to leverage the online marketing channel for greater marketing results.
[emarketinglearningcenter.org/](#) - Cached- Block all emarketinglearningcenter.org results

Header Tags

Manufacturing Consulting in Southwestern Pennsylvania

We are a *Catalyst* to Strengthen Manufacturing

Catalyst Connection is a manufacturing consulting group that is committed to advancing the performance of manufacturing companies in southwestern Pennsylvania.

Alt Image Tags



Cathy von Birgelen

Keyword Tag

```
<meta name="keywords" content="Catalyst Connection,  
manufacturing consultant"
```

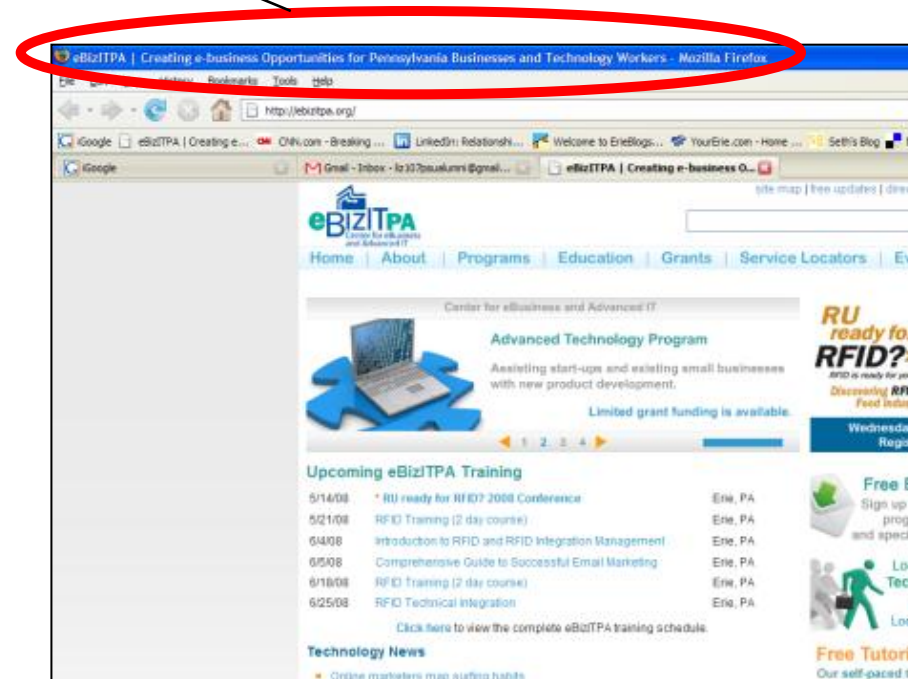
Keyword Mapping: Page Title Tag

 eBizITPA | Creating e-business Opportunities for Pennsylvania Businesses and Technology Workers - Mozilla Firefox

- The title of the page should be relevant to the target keyword
- Every webpage in a browser shows the page title
- It also shows up in search engine results as the bold blue text at the beginning of the listing

Page Titles = 80 Characters or less

The target keyword or phrase should be at the beginning of the title where it is most relevant and be unique for every page of the webpage.



Every major search engine looks for a page title.

Keyword Mapping: Header Tag

- It appears on the actual page and must be bold and larger than the paragraph style text.
- It should have the keyword in the header statement. The key here is that the actual text is formatted with a <h1> tag in the code.
- This is sought after search engines as having significant importance.

It must be <h1> not <h2> or any other number.

- This is usually ignored by most developers and replaced with a useless graphic.



Search engines view header tags with much importance



Keyword Mapping: Description Tag

- The description tag is a synopsis of the page and should reflect the target keyword along with a brief compelling statement.
- It is not visible on the page itself but is visible in the search results directly underneath the page title.

Description tag = 150 Characters



The majority of search engines look for a description tag

The description tag in the code:

```
File Edit Format View Help
- IPMR</title>
    <meta name="description" content="Industrial pump and motor repair provides sales and service of electromechanical equipment including pumps and electric motors.">
    <meta name="keywords" content="industrial pump, motor, repair, electric motor, electromechanical, equipment, IPMR">
```

The description in a web result:



Keyword Mapping: Alt Tag

- The “Alt” tag (short for alternative text tag) is designed to give graphics and images a text attribute.
- Graphics and images cannot be read by a search engine.
- The Alt tag gives a slight improvement by adding a text attribute.
- This should never be a complete substitute when text is recommended.



These tags are important and can help when trying look at graphics

Keyword Mapping: Keyword Tag

- The keyword tag is a master materials list of all the keywords used on a page.
- They are singular words separated by commas (not necessary) and are to be used once, not repeatedly.
- The tag is not visible on the page or anywhere on a search engine results page.

Limit: 1,024 Characters

```
File Edit Format View Help
- IPMR</title>
    <meta name="description" content="Industrial
    pump and motor repair provides sales and service of
    electromechanical equipment including pumps and electric
    motors.">
    <meta name="keywords" content="industrial
    pump, motor, repair, electric motor, electromechanical, equipment,
    IPMR">
```



Most search engines are not as concerned with keyword tags

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Link Building: Link Popularity

Inbound Links: Links coming to your site from relevant web sources (votes of relevancy).

Type of Link: Graphic – Text – Anchor Text

Link Sources: Trust, Relevancy, Ranking



Link Building: Image Link

Image link has the worst of all the type of links.

Think of it as a
+1

The screenshot shows a travel website interface. At the top, there's a banner for 'MYTravelGuide' and a '10th Anniversary Chopathon Hotel Sale' promotion. Below the banner is a navigation menu with categories like Home, Hotels, Attractions, etc. The main content area displays the details for 'Best Western Inn and Suites Erie', including its address, amenities, and user rating. A 'Compare Prices' section is visible, with 'Step 1' showing travel details and 'Step 2' showing a list of travel sites to compare prices. The 'ORBITZ' search button is circled in red, and a red arrow points from the '+1' text to it.

Link Building: Domain Name Reference

Domain Name Reference
has the entire URL listed
in the text.

Think of it as a

+3

The screenshot shows the Erie, PA website with a navigation bar at the top containing links for 'What to Do', 'Where to Stay', 'Getting Here', 'Where to Eat', 'Events', 'Visitors Guide', 'Community Links', and 'Erie Video'. Below the navigation bar is a search bar for 'Erie, PA' with a 'GO' button and a 'sitemap' link. The main content area features a 'Welcome to... Erie, PA' banner with a background image of a person in a canoe. Below the banner is an 'Outdoors' section with a bicycle icon and text: 'Sports, fishing, hunting, beaches, golfing, skiing...you name it...we got it! Click around this page for the outdoor activity that strikes your fancy!'. There is also a link to 'contact us' and 'request a visitors guide'. A sidebar on the left contains links for 'Return to Home Page', 'Take our ONLINE SURVEY!', 'VIRTUAL TOURS', 'WHAT'S NEW', 'AREA MAPS', and 'Keep updated on Erie! Subscribe to our eNews!'. The main content area also includes an 'Erie Fishing Blog, by Jack York' link and a section for 'VisitErie Member' with 'OUTDOOR ATTRACTIONS & ENTERTAINMENT'. A red circle highlights the URL 'www.alleganynaturepilgrimage.org' in the list of attractions. A red arrow points from the '+3' text to this URL.

Link Building: Keyword In The Link

Keyword in the link is a link that has a keyword in the link title

Think of it as a

+5

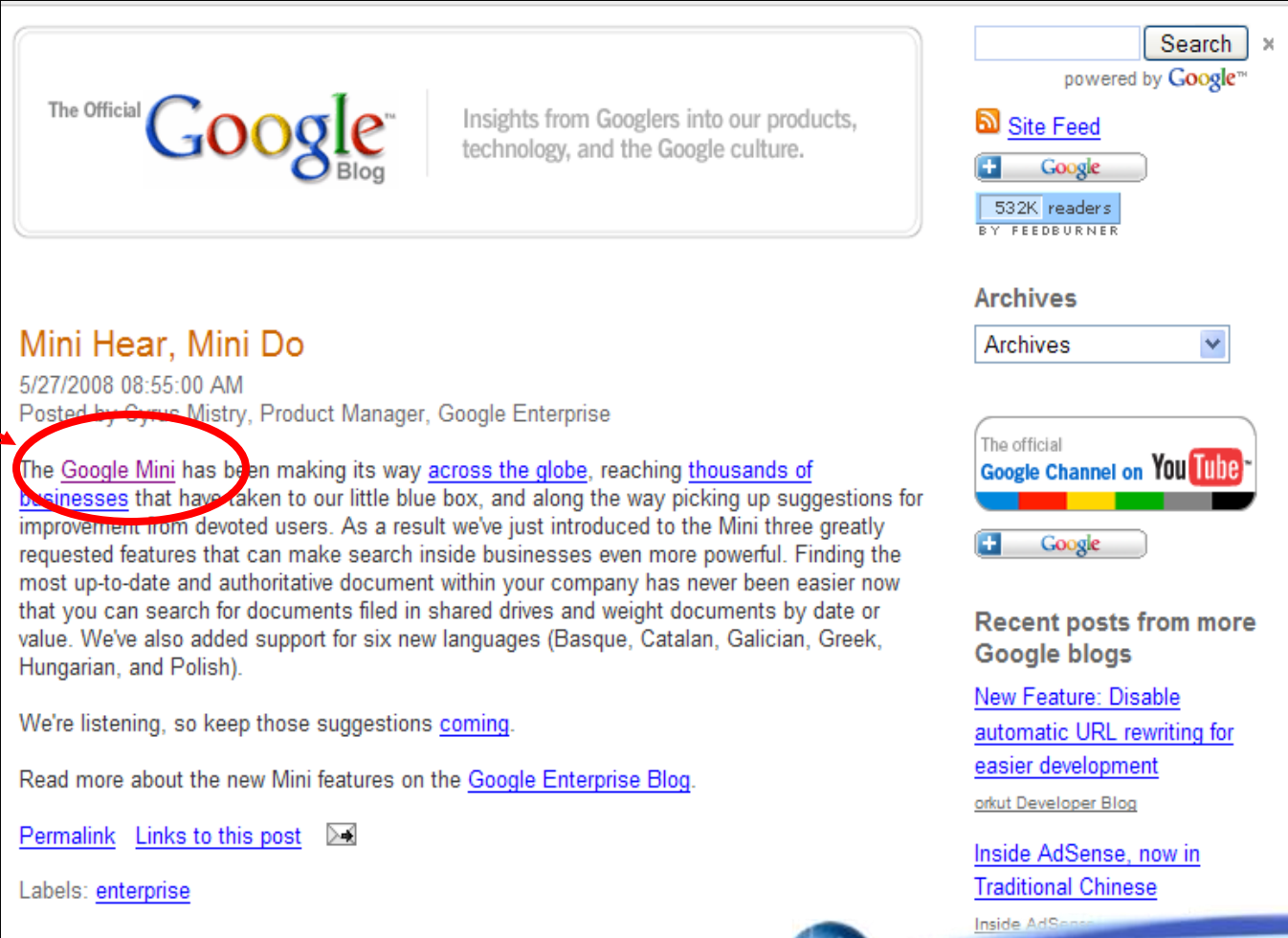
The screenshot shows the Ford Motor Company website. At the top, there is a navigation menu with links for Vehicles, Purchasing Options, Owner Services, Innovation, Our Values, and About Ford. Below this is a search bar and a main banner for the 2008 Land Rover LR2 HSE. The banner features a large image of a red SUV and the text "2008 LAND ROVER LR2 HSE: CREATED FOR THE 1". To the right of the SUV is a smaller image of several cars with the text "QUALITY - CONFIRMED BY THE TOUGHEST CRITICS." Below the main banner is a row of logos for Ford, Lincoln, Mercury, Mazda, Volvo, Jaguar, and Land Rover. In the bottom left, there is a "Visit Vehicle Showroom" section with links for SUVs, Crossovers, Pickups, Sedans, Coupes, Convertibles, and Vans. In the bottom right, there is a "WHAT'S IN THE NEWS" section with several news items. One news item, "WARRIORS IN PINK", is circled in red. The link title for this item is "WARRIORS IN PINK" and the text below it says "We're helping those looking for a cure." A red arrow points from the "+5" text to the circled link.

Link Building: Keyword In The Link PLUS

*Keyword in link
that is in the
content/body of
the webpage*

Think of it as a

+10



The Official **Google** Blog | Insights from Googlers into our products, technology, and the Google culture.


Mini Hear, Mini Do

5/27/2008 08:55:00 AM
Posted by Cyrus Mistry, Product Manager, Google Enterprise

The **Google Mini** has been making its way [across the globe](#), reaching [thousands of businesses](#) that have taken to our little blue box, and along the way picking up suggestions for improvement from devoted users. As a result we've just introduced to the Mini three greatly requested features that can make search inside businesses even more powerful. Finding the most up-to-date and authoritative document within your company has never been easier now that you can search for documents filed in shared drives and weight documents by date or value. We've also added support for six new languages (Basque, Catalan, Galician, Greek, Hungarian, and Polish).

We're listening, so keep those suggestions [coming](#).

Read more about the new Mini features on the [Google Enterprise Blog](#).

[Permalink](#) [Links to this post](#) 

Labels: [enterprise](#)

Search powered by Google™
Site Feed
532K readers BY FEEDBURNER
Archives
The official Google Channel on YouTube™
Recent posts from more Google blogs
New Feature: Disable automatic URL rewriting for easier development
orkut Developer Blog
Inside AdSense, now in Traditional Chinese
Inside AdSense

Link Building

It is a strategy... not a task

Research
Competition

Research
Social
Media

Industry
Directories

Don't Use
Link Farms
or
Exchanges

SEOCentro
web marketing resources

 **seomoz.org**

**PROCESS
REGISTER**
The Online Industrial Buyer's Guide

The Industrial Resource Network
Industry's Best On-Line Sourcing Tool

 **diigo**

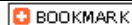
Dailymotion

 **Link
Exchange**

Link Building: Link Research

Look at top ranking sites and see what Google links they have.

Link Popularity Check Tool



SeoCentro designed this search engine optimization tool for to check link popularity from websites. The Link Popularity analysis program will search Google, Yahoo, Bing, Blekko, and AltaVista to determine how many pages are linking to your web page.

[Bookmark this page!](#)

How popular is your web site?

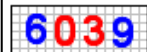
example: [www.host.com](#) or [host.com](#)

<input type="text"/>	URL: 1
<input type="text"/>	URL: 2 *
<input type="text"/>	URL: 3 *

Send report to an e-mail address (optional).

<input type="text"/>	Email
----------------------	-------

Send in HTML format.



Please enter the access code as displayed above.

<input type="text"/>	Access code
----------------------	-------------

Submit

EQUIPMENT INVESTMENT SPURS GROWTH

"Catalyst Connection linked us to a low-cost loan that allowed us to implement pieces of equipment without paying high interest loan rates through ...
[www.catalystconnection.org/results/casestudy.aspx?case=9](#) - Cached

Q Pulse

Q-Pulse Quality Management Software. In today's tough economic times, only those organizations that continually search for ways to cut costs and become more ...
[www.catalystconnection.org/Continuous.../ISO.../q-pulse.aspx](#) - Cached - Similar

PDF Ohio - Pennsylvania Interstate Region Action Plan

File Format: PDF/Adobe Acrobat - Quick View
Thomas P. Miller, & Associates. 1630 N. Meridian Street, Suite 430, Indianapolis, IN 46202
[www.TPMA-Inc.com](#). Phone: 1-317-894-5508. Fax: 1-317-894-5370 ...
[www.wcjp.org/.../Oh-PennInterstateRegionActionPlan-Aug.2009.pdf](#)

Resources | The Institute for Entrepreneurial Excellence ...

Your time is one of your most valuable resources as an entrepreneur or member of a family business. How can you sort through the many resources available ...
[www.iee.pitt.edu/special-programs/resources](#) - Cached

top of page - Welcome to the Latrobe Area Website

Flack Financial Group 724-532-1616. Laurel Highlands Financial Services 888 870-4588. top of page. FIRE DEPARTMENTS/SOCIAL HALLS. Goodwill Hose Co. ...
[www.latrobearea.com/NewFiles/mmbrlist.html](#) - Cached - Similar

Community Partners

IW works with a range of business, government and university partners to help fuel the technology economy in Southwestern PA.
[www.innovationworks.org/AboutUs/.../tabid/.../Default.aspx](#) - Cached - Similar



Graphic or Logo Link



URL Link



Anchor Text Link

Link Building: Link Hubs

- Hubs are very important to ranking also:
 - Hubs are sites that links in common with one another all from trusted and quality sites
 - Having links in common with sites from expert hubs is something (especially Google) is looking for in a link building strategy
 - www.seomoz.com

Link Building: What NOT To Do

- Quick fixes and slimy schemes are out there to entice you into gaining links fast.
- Link building needs to be taken seriously by everyone in your company.

BEWARE

Link Building: What NOT To Do

Link Farm

- Is a list of links on a website that do not relate to any one subject.
- Keep in mind that people might look at your back links and might assume you are associated to everyone that links to you.

David's Link Farm

updated 2001-04-18.

This is a typical poorly-maintained overflow link farm. I'm just using this as my

Contents:

1. [Mad Scientist](#) and Science Humor
2. [Job Hunting](#)
3. [People that scare me](#)
4. [More Interesting people](#)
5. [dozenal: the duodecimal system](#)
6. [Politics](#)
7. [Anti-Virus sites](#)
8. [Design](#)
9. [insurance](#)
10. [Transatlantic cables](#)
11. [OSU](#)
12. [some banks](#)
13. [Lots of Other misc Links.](#)

Related pages:

- ♦ [Tulsa](#)
- ♦ [Interesting Companies](#)

Link Building: What NOT To Do

Sample Link Exchange Request Email

Dear _____,

As the web master for www.MyWeddingFavors.com, I am writing to see if you would be interested in setting up reciprocal links.

We offer a unique and extensive line of wedding favors. Thousands of brides and grooms view our site every week as they plan their weddings. Our site is a PageRank 6 on Google and we advertise the site heavily on both Google AdWords and Overture. **Our Wedding Links page is a direct link off our home page and is also a PageRank 6 on Google.** Currently, we have less than 50 outgoing links on this page, so a link from us is much better than most reciprocal linking wedding sites.

The information and services offered on your site would be of great value to our visitors, and I believe, your visitors would find great value in our site. Because our two web sites are complementary rather than competitive, we see the synergy here as an opportunity for our mutual benefit.

Rather than going into a lengthy explanation of all the contents of My Wedding Favors, let me suggest that you check out our site at: <http://www.myweddingfavors.com>

I hope you find our site to be interesting and useful. We are currently receiving over 50,000 thousand unique visitors per month and growing rapidly. This site was only launched on January 5th, 2004, and is already a Page Rank 6 on Google and #1 for many key wedding-related search phrases. For example, as of March 10, 2004 it is #6 on Google for the highly competitive phrase: wedding favors, and #4 on Yahoo.

You can see our PageRank 6 links page at the link below. **Please note that I have already linked to you and will leave it there to give you time to link to us if you wish.** Our full linking information is included here:

<http://www.myweddingfavors.com/linkstous.html>

Please e-mail your response or any questions to:

brad@myweddingfavors.com

If you have any questions about My Wedding Favors, please call us at (404) 841-9029.

Thanks! We look forward to working with you.

Warm regards,

Brad Fallon

brad@myweddingfavors.com
www.myweddingfavors.com

Instructions for trading links:

`My Wedding Favors` - Unique and elegant wedding favors.

Link exchanges

- Someone sends you a link to add to your site and they will do the same for you.
- If you are found conducting in link exchanges
 - Google will rank you so far into the results that you will not even exist
 - Google may even kick you out of the index

Simple advice: CHECK YOUR LINKS!

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Example

- There is a simple process to registering with search engines that is accepted by Google, Yahoo, MSN and Ask.

1. Create an XML site map at <http://www.xml-sitemaps.com>
2. Upload site map into root directory
3. Add Sitemap to Google Webmaster Tools
4. Upload verification Code
5. Check Account to see if site map was accepted.
6. Add robots.txt code
User-agent: *Disallow:
<sitemap_http://www.hwgii.com/sitemap.xml>

Speeding It Up: Robot.txt

- One thing to do while registering with a search engine is to create a Robot.txt file
 - The **Robot.txt** file is the invitation for bots and spiders to crawl your website.
 - This file is seen as a type of permission and provides direction for Yahoo!, MSN and Ask to your view your website.
 - Create a file in notepad called robots.txt
 - Add this code:
User-agent: *Disallow:
<sitemap_http://www.domain.com/sitemap.xml>

Speeding It Up: Tools To Check Out

- SEOMOZ
<http://www.seomoz.org/>
- SEO-Centro
<http://www.seocentro.com/>
- Get Listed
<http://getlisted.org/>
- Google Keyword Search
<https://adwords.google.com/select/KeywordToolExternal>

Speeding It Up: Tools for LOCAL Search

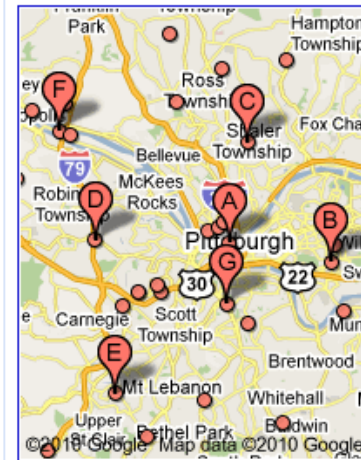
- Google determines the top 7 local businesses for a given local search.

▶ [Pittsburgh Rehab Center](#) Ads
www.Pittsburgh-Rehab.com 100% Private. Insurance & Finance Help Available 24/7 Contact Us Now!
+ [Show map of 610 Liberty Ave., Pittsburgh, PA 15222](#)

[Stahl Plumbing Pittsburgh](#)
www.stahlplumbing.com Registered Master Plumber. Trusted For 50 Years. We Answer Live 24/7.

Places for **water treatment** near **Pittsburgh, PA**

- A** [Kroff, Inc.](#) ☆ - Place page
www.kroff.com - 1 North Shore Center, Suite 450, Pittsburgh - (412) 321-9800
 - B** [Greenbriar Treatment Center](#) ☆ - Place page
www.greenbriar.net - 1928 1/2 Murray Ave, Pittsburgh - (412) 421-4311
 - C** [Craft Products Co Inc](#) ☆ - Place page
www.craftprod.com - 2014 Babcock Blvd # B, Pittsburgh - (412) 821-8102
 - D** [PCF Sales Corporation](#) ☆ - Place page
www.pcfsales.com - 4955 Steubenville Pike # 195, Pittsburgh - (412) 788-6800
 - E** [Learco Equipment Co](#) ☆ - Place page
www.learco-inc.com - 1373 McLaughlin Run Road, Pittsburgh - (412) 221-4888
 - F** [Cyrus Rice Water Consultants](#) ☆ - Place page
www.cyrusrice.com - 6500 Grand Avenue, Pittsburgh - (412) 269-2468
 - G** [Veolia Water North America](#) ☆ - Place page
www.veoliawaterna.com - 921 Saw Mill Run Boulevard, Pittsburgh - (412) 381-3622
- ▶ [More results near Pittsburgh, PA](#) »



Ads

[Canton Water Treatment](#)
Stop Drinking Pipe-Flavored Water. Call For Water Treatment Services.
JimBushmanWater.LiveOnAtt.com

[Culligan Water Treatment](#)
1 (877) 642 3099
Water Softener & Drinking Water System Rentals from \$9.95/month.
CulliganWaterService.com

[Culligan Water Systems](#)

Speeding It Up: Tools for LOCAL Search

- Local Search:
 - Get listings in all local directories
 - Add an hcard to contact page
 - Make sure data is normalized
 - Get Citations
 - Getlisted.org

getlisted.org

Home Step #1—Check Your Business

Next Steps More Places to List Your Business

Learning Center Local Search Engine Optimization Resources

Local University Our Educational Series for Business Owners

Home > Dashboard > Listing Snapshot

Dashboard

Listing Snapshot

Overview

To Do

Details

Reviews

Help

Check Another Listing

Save This Listing to Dashboard

Catalyst Connection

2000 Technology Drive
Pittsburgh, PA 15219-3112
(412)918-4300
treed@catalystconnection.org
catalystconnection.org

Listing Score:
This listing is 10% complete. **10%**
[What does this score mean?](#)

[Not the business information you expected to see?](#)

Google
You have not claimed this listing on Google.
[Claim your listing](#)
[View additional details](#)

yelp
Business listing not found on Yelp.
[Add your business listing](#)

bing
You have not claimed this listing on Bing.
[Claim your listing](#)
[View additional details](#)

YAHOO!
Business listing not found on Yahoo.
[Add your business listing](#)

Best of the Web
You have not claimed this listing on Best Of The Web.
[Claim your listing](#)
[View additional details](#)

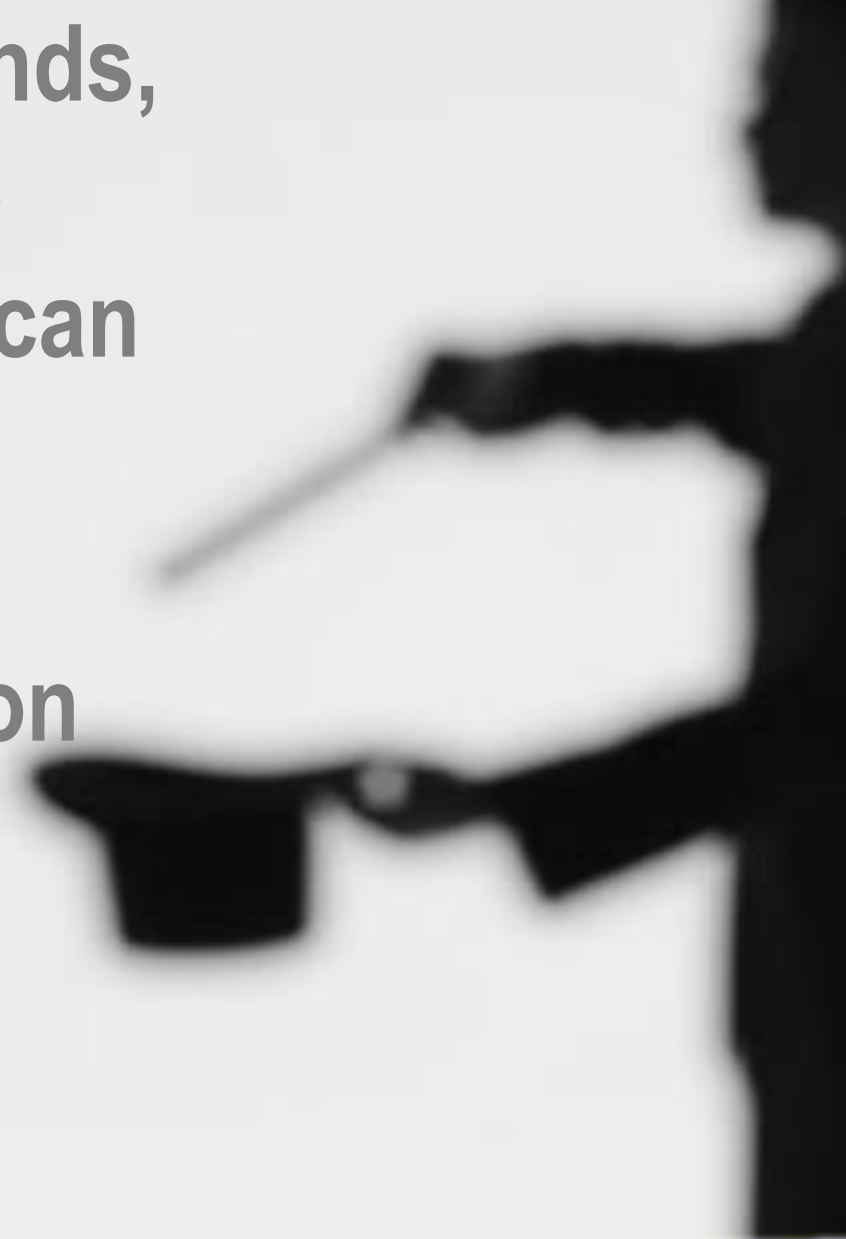
hotfrog
You have claimed this listing on HotFrog.
[View additional details](#)

Speeding It Up: Tools for LOCAL Search

- An H-Card works like a V-Card for local search engines
- Add this code to contact page!
 - `<div class="vcard" style="display:none">`
 - ``
 - `<div class="org">Org Name</div>`
 - `<div class="adr">`
 - `<div class="street-address">123 University Avenue</div>`
 - `State College,&code>`
 - `PA`
 - `15219`
 - `</div>`
 - `<div class="tel">(412) 555-1212</div>`
 - `<div class="tel" type="fax">(412) 255-1414</div>`
 - `</div>`

**“There are no magic wands,
no hidden tricks, and no
secret handshakes that can
bring you immediate
success, but with time,
energy, and determination
you can get there.”**

Darren Rowse, Founder, ProBlogger



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What is SEO?

Thinking Like a Search Engine

Relevancy

Developing Keyword Phrases

Developing A Site Map

Applying Keyword Phrases

Link Building

Speeding It Up

Finding An SEO Provider

**If you can't or don't want to do
SEO yourself. You CAN hire
someone to help you with it.
But you should be well informed
when you do.**

Finding an SEO provider

- If you cannot conduct your SEO in-house then you might need to think about outsourcing this task to a reputable SEO firm
- Make sure the firm is ethical and provides quality strategies for your website and ***never*** be afraid to ask questions.



White Hat

Vs.



Black Hat

Finding an SEO provider: What To Beware Of

Get into **Yahoo!** in 7 DAYS
OR YOUR MONEY BACK!



Get into **Google** in 7 DAYS
OR YOUR MONEY BACK!



<http://www.ineedhits.com/images/google-brochure-guarantee.gif>

- If an SEO provider ever mentions any of the following, politely excuse yourself from the meeting and don't go back because they are trying to scam you:
 - Creation of any doorway pages
 - Cloaking or Stealthing
 - Spoofing
 - Guarantee for a top place ranking in any search engine
 - Know SEO secrets or algorithms
 - Percentage of Pay Per Click (PPC) they can arrange for you
 - Use *Web Position Gold* to get results for SEO

Finding an SEO provider: Google's Advice

Google's Own Advice about Hiring and SEO Firm

- If you're thinking about hiring an SEO provider, the earlier the better. A great time to hire is when you're considering a site redesign, or planning to launch a new site.
- **Some useful questions to ask an SEO include:**
 - Can you show me examples of your previous work and share some success stories?
 - Do you follow the Google Webmaster Guidelines?
 - Do you have SEO certifications?
 - Do you offer any online marketing services to complement your organic search business?
 - What kind of results do you expect to see, and in what timeframe?
 - How often do you optimize the website?
 - What's your experience in my industry?

Finding an SEO provider: Questions To Ask

- Find out how long the SEO Company has been in business.
- Does the SEO firm or its principals have marketing experience background?
- Do they have long-term satisfied clients? Make sure they prove it with client testimonials and references.
- Do they have detailed case studies to show you with verifiable results of search engine positions they've achieved for clients?
- Will they perform an analysis of your competition's websites to understand why the other sites rank highly?

Finding an SEO provider: Questions To Ask

- What will the SEO company base their keyword recommendations on? Keyword research is a necessity to determine relevant, targeted keywords in order for an SEO campaign to succeed.
- What are realistic traffic expectations for your site?
- Does the SEO differentiate between "traffic" and "qualified" traffic?
- Does the SEO Company adhere to search engines' posted best practices and a strict no-spam policy to avoid your website being penalized, possibly indefinitely, by search engines?
- What methods will the SEO Company use to increase traffic? How many pages will they be optimizing in your website?

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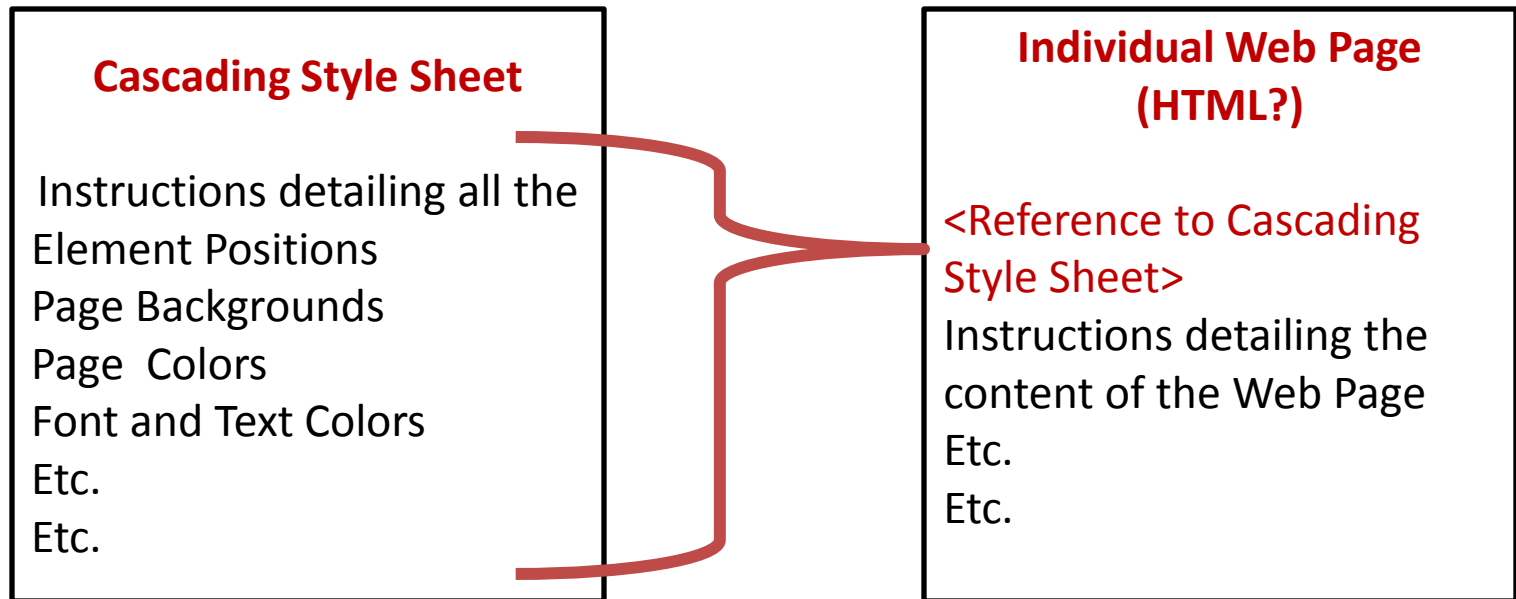
Working With Web
Developers

Top Ten Technical Tips

- 1. Keep your content focused on the target keyword phrase.***
- 2. Make sure your content code shows up above line 100.***
- 3. Never nest tables in tables – if possible use DIV tags.***
- 4. In the head section place SEO tags in this order.***
 - A) Page Title***
 - B) Description Tag***
 - C) Keyword Tag***
- 5. Avoid fly out menus or drop down menus avoid java menus.***
- 6. Avoid Using Flash Animation- Avoid unnecessary page widgets.***
- 7. Incorporate target keywords into folders and file names.***
- 8. Balance your text content with your images.***
- 9. Make every page's code and content relevant to specific keyword targets.***
- 10. Eliminate unnecessary codes by using CSS Cascading Style Sheets***

Cascading Style Sheets

CSS is designed primarily to enable the separation of document content (written in HTML or a similar markup language) from document presentation, including elements such as the layout, colors, and fonts.



Secret Hint *If you want more information on CSS visit <http://csszengarden.com>*

There are many ways to layout the information of a webpage. The following includes ways to layout information:

Good

- Div Tags
- CSS
- Static HTML

Bad

- Frames
- Fly-out Menus
- Structural Tables
- Dynamically Generated Content

Search Engines

Like

Quality unique text and content

High quality inbound links

Ordered file structure

Focused content

Cross linking of internal pages

Updated/relevant/fresh content

301 Redirects

Search Engines

Don't Like

Duplicate content

Dynamic content

Anything to trick search engines

Pages with limited text/all graphical elements

Poor coding

Body content showing up after line 150 in code

Poorly formatted structure

Search Engines Like 301 Redirects

301 Redirect: “Is a method of telling web browsers and search engines that a web page or site has been permanently moved to a new location or platform”

- Check your redirects
 - <http://www.webconfs.com/redirect-check.php>
 - Type your URL into here:

Enter the URL whose Redirect you want to check
(Redirect From URL)

[Donate \\$5](#) and get listed in our Donations Page

Search Engines Dislike Duplicate Content

How a search engine determines duplicate content:

1 Discovers

When content is discovered by a search engine bot, it is compared to everything else that was previously found to determine if it is duplicate content.



3 Dissects

Next, it dissects each page looking at inbound links, link juice and the quality of the sites from which each link originates.



2 Discards

First, it discards any page that comes from link farms, MFA sites or blacklisted IPs.



4 Determines

Lastly, by reviewing the time of discovery and topical links, it determines which page it considers to be the originator of the content.



Search Engines Dislike Limited Text / All Graphics

Who is this "company"?

Begins with a phone number

No Navigation
(No other webpages)

Limited text

Large random pictures

ANIMAL ANIMALS

717 236 WOOF (9663)

serving Harrisburg and surrounding areas

WE TAKE CARE OF YOUR PETS IN THE COMFORT OF THEIR HOME

Nearly 10 YEARS EXPERIENCE

BONDED/INSURED
Member PSI (Pet Sitters International)

Each day when you are away, we will visit your home to feed, exercise and care for your pet(s.)

BENEFITS

1. Your pet remains in a familiar environment
2. Your pet will receive regular diet and exercise
3. Your pet will receive personal attention

RESERVATIONS REQUIRED

References available upon request

[Send E-mail inquiry](#)

717-236-WOOF (9663)

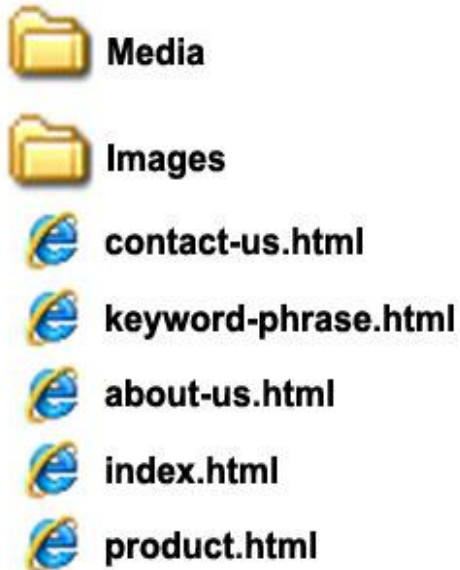
Support Your Local Shelters

Spay and Neuter your pets

Search Engines Dislike Poor File Structure

- **Folder Directories Should Be Basic (Close To Root Directory)**
 - Nested folders or too many folders can be interpreted by major engines as being secondary in importance and deemed less relevant.
 - The result = lower ranking or no indexing

ROOT DIRECTORY



ROOT DIRECTORY



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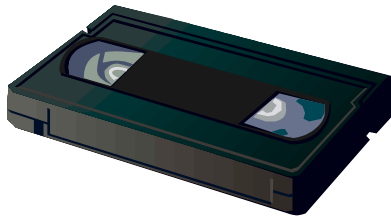
Working With Web
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Content Management Systems

Then

vs.

Now



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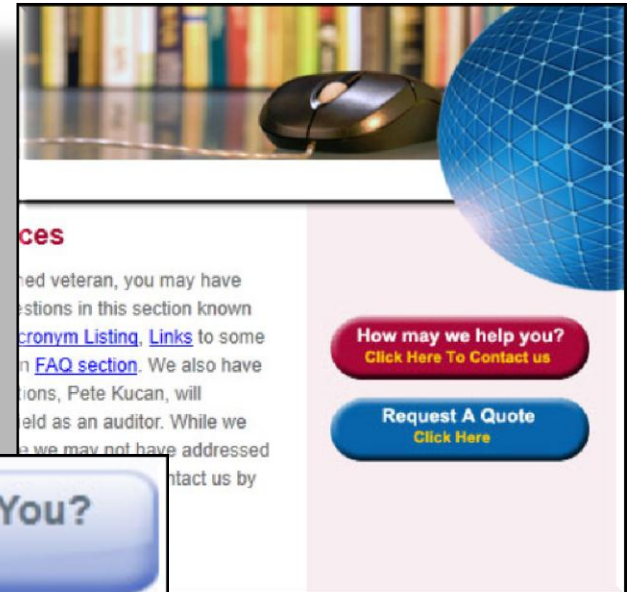
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Keeping their attention and taking action

- Visual Call Outs of Action
- How-to Content
- Testimonials / Success Stories
- Linking Internally
- Value Proposition
 - Overt Benefits



How May We Help You?
Contact Us

Success Story

CMC reduced production costs and lead time by re-designing and sourcing local manufacturers for a clients device.
[Read More..](#)

3 Customer Questions

Why Should I Care?

What's In It For Me?

Why Should I Believe You?



3 Customer Questions



3 Concepts

Why Should I Care?

Answered by

Dramatic Difference

What's In It For Me?

Answered by

Overt Benefit

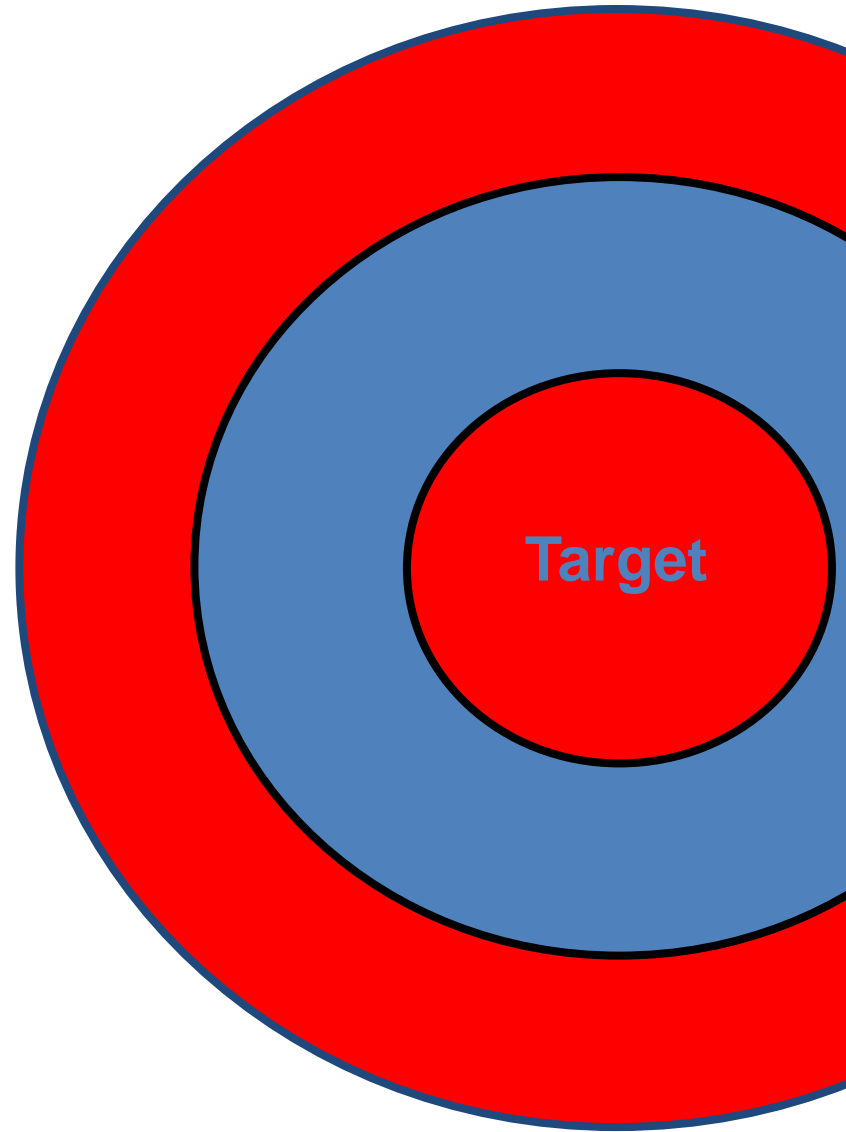
Why Should I Believe You?

Answered by

Real Reason To Believe

Overt Benefits and RRTB Are Relative

- **Customer**
- **Market**
- **Problem**



**Customers do not
easily give up current
products or services.**



~~Loyalty~~

FEAR



IOWA STATE UNIVERSITY
Extension and Outreach



CATALYST CONNECTION
Your Strategic Partner for Manufacturing Growth

**Dramatic Difference
is what is **MOST**
important to the new
customer.**

**Excited
to eat
at this
joint?**





It's just as **GENERIC** as
“what makes us great is..”

...our Quality
...our Service
...our People



CATALYST CONNECTION
Your Strategic Partner for Manufacturing Growth

IOWA STATE UNIVERSITY
Extension and Outreach

Benefits are **NOT** features

**Features = Facts
Figures
Technology**

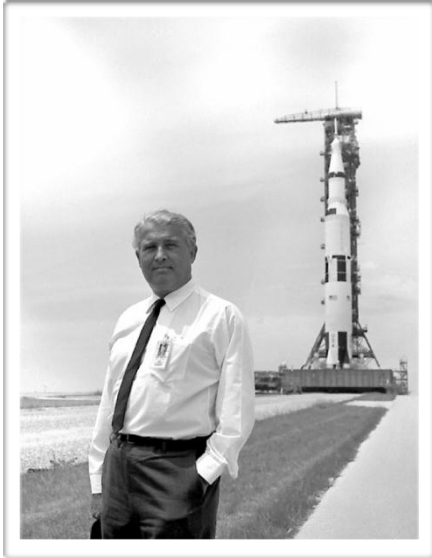
Benefits ARE

“what’s in it for the customer.”

- Receive
- Enjoy
- Experience

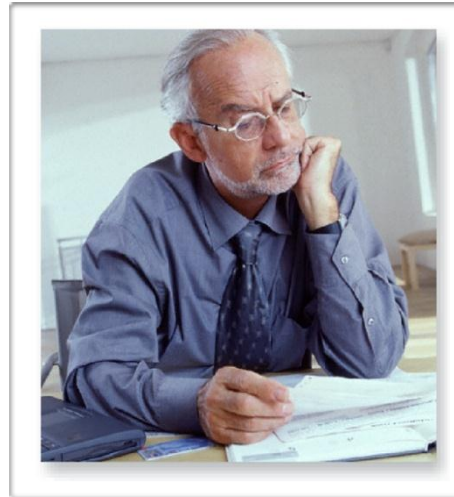
- Time
- Trouble
- Trust
- Money.

Get rid of the tech-speak



Techie

to



Techie

to



Non-Techie
who controls
the **MONEY**

What research finds best is

12 Year Old Reading Level

Adults don't have time to process



Features

Benefit



IOWA STATE UNIVERSITY
Extension and Outreach



CATALYST CONNECTION
Your Strategic Partner for Manufacturing Growth

Overt Benefits ARE
“what’s in it for the
customer.”

With Meat

A NUMBER

Increases odds of success
by 52%



**“But *my* customers are
only interested in **low
price!**”**



Low Price Is Specific & Numeric



The only way to **BEAT**
a specific promise of
LOW PRICE

is with
a specific promise of
MORE VALUE

**If every company did
what they promised,
there would be no
need for Real
Reason To Believe.**





Lack of trust is at Epidemic Proportions

93% of consumers lack confidence in major corporations' advertising.

-Yankelovich

Good Overt Benefits cause doubt



**When an Overt
Benefit causes doubt**

**A Real Reason To Believe
provides assurance**

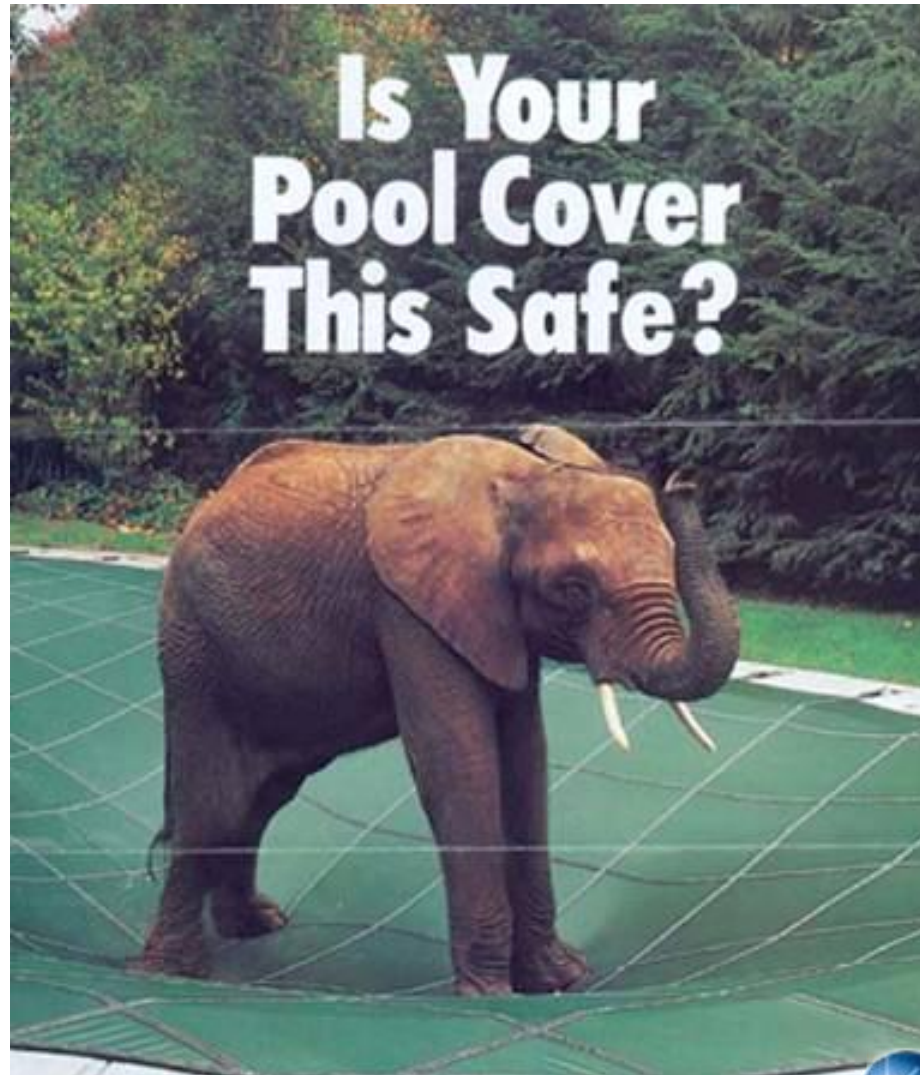
5 strategies to add Real Reason To Believe

Probability of Success

Tell the truth	42%
Testimonial	41%
Pedigree	41%
Data or Demo	45%
Guarantee	60%



Data or Demonstration



Guarantee

CRAFTSMAN

*"If **for any reason** your Craftsman hand tool ever **fails to provide complete satisfaction**, return it to any Sears store or other Craftsman outlet in the United States for **free repair or replacement**. This warranty gives you specific legal rights and you may also have other rights which vary from state to state."*



Overt Benefit



**gets customers
excited**

Real Reason To Believe



**closes
the sale**

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**Web Developers
can not read
your mind.**



**Web Developers
want to understand
your target market.**

**Web Developers
need you to
create the
message.**



Web Developers want to understand your goals.



IOWA STATE UNIVERSITY
Extension and Outreach



CATALYST CONNECTION
Your Strategic Partner for Manufacturing Growth

Web Developers need to know timelines.



Web Developers need to know your budget.



**Web Developers
should love your
knowledgeable
assistance.**



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What Is Social Media Marketing?

5 Types Of Tools

Bookmarking

Media Sharing

Blogging


Content Syndication

Social Networking

Tool Interaction



Asking “should we have a Facebook page (or a Twitter account, or a blog)?” is a little like asking, “do we need a hammer?” No one knows unless you tell them what you are trying to build.



Social media marketing (as I define it) is the process of delivering a marketing message via the most appropriate social communication channels to a targeted audience.

Todd Mintz

Social Media: Provides Vertical Search

New ways to search in a social network:

Vertical search on a specific topic



Bookmarks on Swimming Sites

Blogs on Swimming

Articles on Swimming

Facebook Pages with Swimming

Articles on Swimming

Coffee

Music

Swimming

Running

Scary Movies

Gardening

Travel

Photos on Swimming

Swimming Videos

Traditional Search engines such as:

Google, Yahoo, MSN, Ask, etc..



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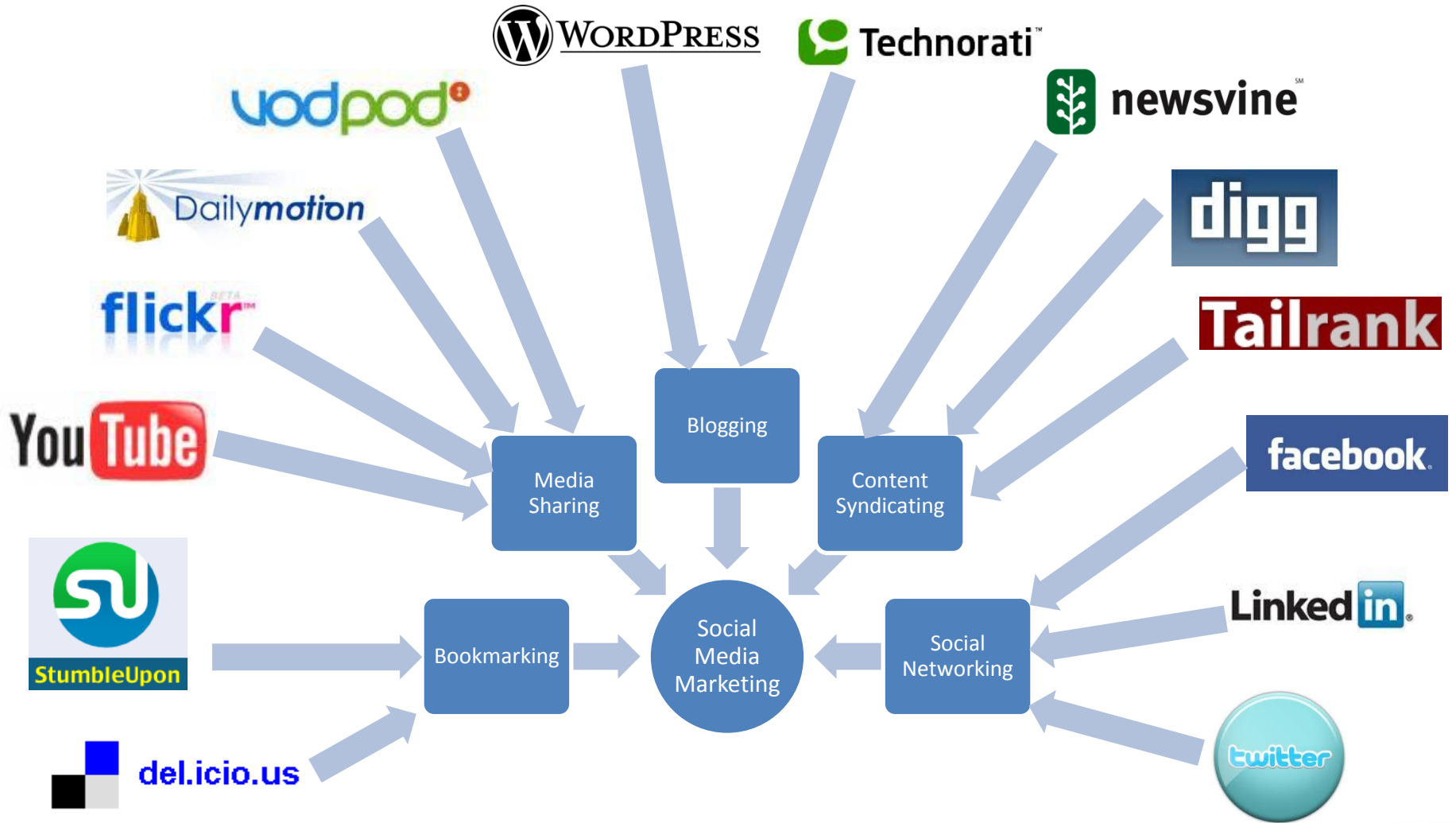
Social Networking

Tool Interaction

Social Media: The Classifications



Social Media: The Players



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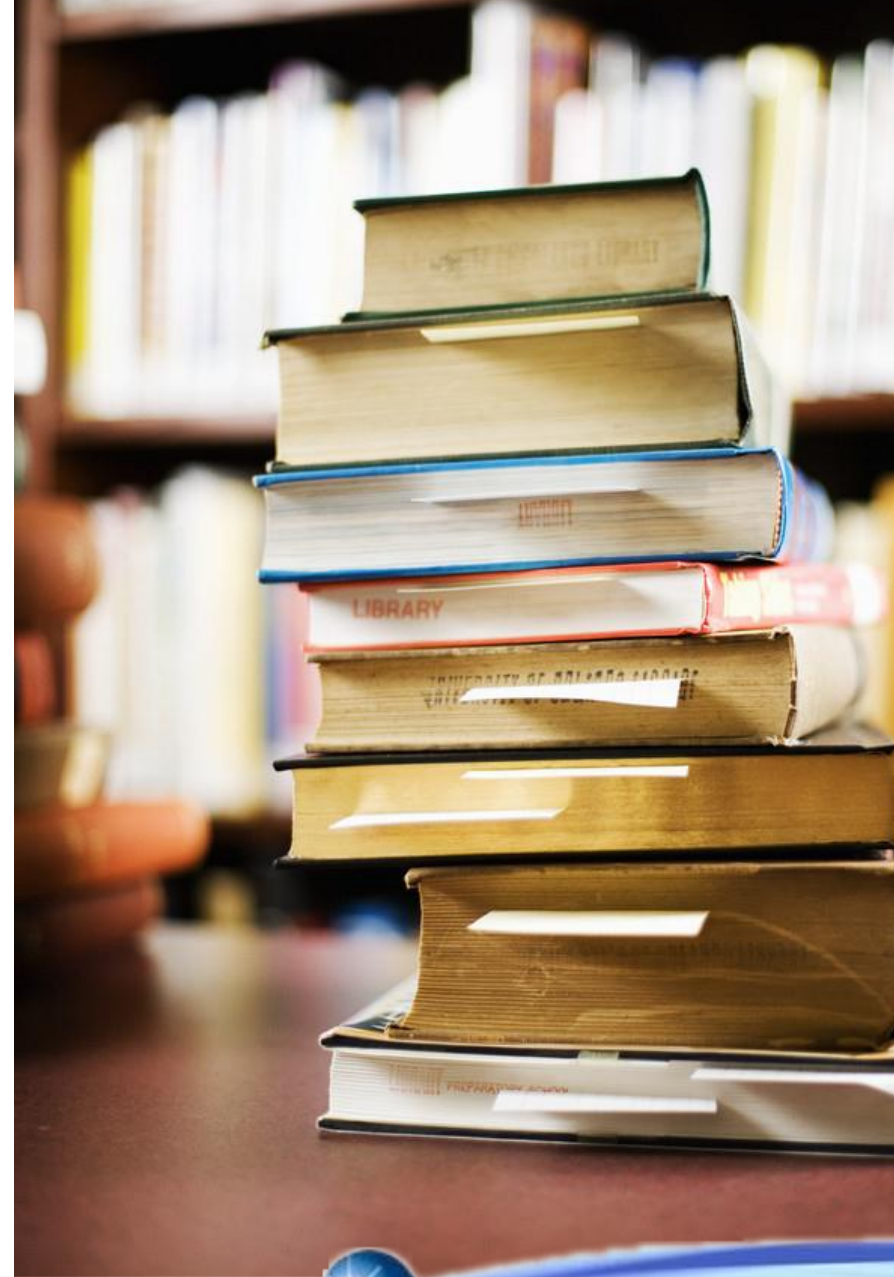
Blogging

Content Syndication

Social Networking

Tool Interaction

**Social bookmarking
is a method for
Internet users to
organize, store,
manage and search
for bookmarks of
resources online.**



Bookmarks: A Few Options

<http://del.icio.us>



<http://stumbleupon.com>



<http://addthis.com>



<http://sharethis.com>



Stumble Upon Demonstration

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Multimedia sharing sites facilitate the storage, sharing, and sometimes creation of audio, images, and video.



A close-up, side-profile view of a person wearing a large, professional headset with a microphone. The person has dark hair and is looking towards the right. The background is blurred, showing what appears to be a computer monitor and office equipment.

**Video sharing sites
are driving the vast
majority of the SEO
connected to
media sharing.**

Media Sharing: Video Benefits

Online Video Has a 53X Greater Chance of Gaining a Page 1 Ranking Over Web Pages, Facebook, or Twitter.



The New York Times



The New, Easy Way to Get a Page 1 Google Ranking

By Steve Strauss | June 6, 2011



221



192



162



32



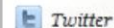
Small Business
Advisor
Steve Strauss



Contact



Author Bio



Twitter

Q: Hi Steve: I have read your [Top 10 Business Trends column](#) for USA TODAY before and was wondering if you are dialed-in to anything new that I might be able to use to improve my Google search rankings? The same old things don't seem to work as well anymore. — Melissa

A: I am happy to report that there is in fact a new best practice that you can use to spectacularly increase your chances of getting your business a Page 1 Google ranking.

The answer is video.



Media Sharing: Video Benefits

Examples of ranking vs. competition

YouTube - Steel Tank Manufacturer



1 min - Jan 28, 2009 - Uploaded by Sonata2002
<http://www.steel-tank-vesse>
pressure vessels. TIGG is a
www.youtube.com/watch?v=

3,100,000

[More videos for steel tank manufacture »](#)

YouTube - Municipal Trucks & Snow Plows



48 sec - Jan 9, 2009 - Uploaded by Sonata2002
<http://www.itimfg.com/stak>
presentation of ITI's Muni
www.youtube.com/watch?v=

32,600,000

[More videos for municipal trucks »](#)

YouTube - Aluminum Dump Body Trucks



1 min - Jan 9, 2009 - Uploaded by Sonata2002
<http://www.itimfg.com> ITI Mar
bodies and dump body truck
www.youtube.com/watch?v=

102,000,000

[More videos for aluminum body trucks »](#)

YouTube - Pan Extenders

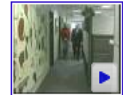


1 min - Oct 14, 2009 - Uploaded by Sonata2002
<http://www.mfgtray.com/Bakery>
designed to turn your baking st
www.youtube.com/watch?v=RH

20,600,000

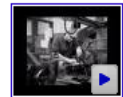
[More videos for pan extenders »](#)

YouTube - Pennsylvania Manufacturing Economy



1 min - Feb 25, 2009 - Uploaded by CatalystConnection
<http://www.catalystconnection.org> Petra Mitchell discusses the manufacturing
economy in Pennsylvania in a interview with KDKA News.
www.youtube.com/watch?v=AWB05aVHzXE

YouTube - Pennsylvania Manufacturing



3 min - Mar 21, 2011 - Uploaded by CatalystConnection
Pennsylvania Manufacturing is a video showing the importance of the
manufacturing industry to both **Pennsylvania's Economy** and the ...
www.youtube.com/watch?v=55

42,900,000

[More videos for pennsylvania manufacturing »](#)

YouTube - Urethane Anvil Covers



7 min - May 3, 2007 - Uploaded by Sonata2002
A demonstration of CUE Tir
machines. For more inform:
www.youtube.com/watch?v=

2,900,000

[More videos for anvil covers »](#)

YouTube - Architectural Signage



2 min - May 13, 2011 - Uploaded by voursianco
<http://www.graphics22signs.com>
Carnegie Mellon Entertainment
www.youtube.com/watch?v=Hll

2,600,000

[More videos for pittsburgh architectural signage »](#)

Media Sharing: Video Benefits

Video also provides great “multitasking” purposes in marketing.

- Online Content (Web & Email)
- Search Engine Optimization
- Trade Show & Kiosk Presentation
- Lobby Presentations
- DVD Sales Brochure
- Training Manuals & Sales Tools



Media Sharing: Video Optimizing

Vacuum Trucks

Info and Settings

AudioSwap

Annotations

Captions and Subtitles

View on video page »

Save Changes or cancel

Video Information

Title:

Vacuum Trucks

Description:

<http://www.itimg.com/vacuum-trucks/index.html>

How to select the right Vacuum Truck for the job is a tutorial helping to identify the uses for Stainless Steel Vacuum Trucks, Oilfield and Septic Vacuum trucks and

Tags:

"Vacuum Trucks" "Septic Vacuum Trucks" "Stainless Steel Vacuum Trucks" "Vacuum Tank Trailers" "IT Trucks" Pennsylvania

Suggestions:

+ preview

+ trailer

+ new

+ rage

+ against

+ video game

Category:

Autos & Vehicles

ITI Trailers & Truck Bodies
Oilfield - Water Vacuum Truck

Working on a drilling operation, you understand the importance of water. We understand too, which is why we offer top-of-the-line oilfield vacuum trucks.

Like all of our oilfield trucks the vacuum truck can handle the harshest terrains and conditions with confidence.

Quality parts and craftsmanship mean every ITI truck possesses the durability to last for years.

0:00 / 3:41

Date and Map

Date:

Today

Clear

Map Location



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Media Sharing: Video Voting

- Like
- Favorite
- Subscribe
- Comment
- Views

Vacuum Trucks

Sonata2002 29 videos

Subscribe



This video is public.



1,786

Uploaded by Sonata2002 on Jun 23, 2010

<http://www.itimfg.com/vacuum-trucks/index.html>

5 likes, 0 dislikes

Show more

All Comments (2)

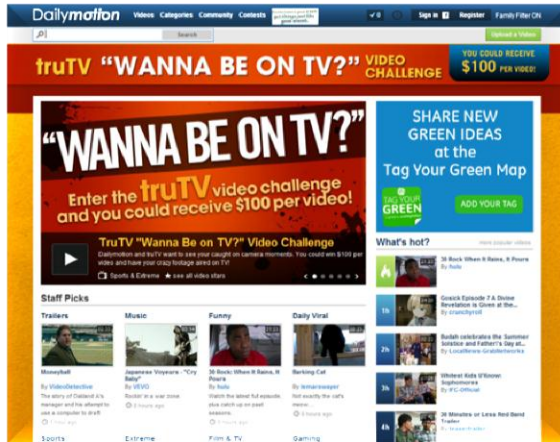
see all

Respond to this video...

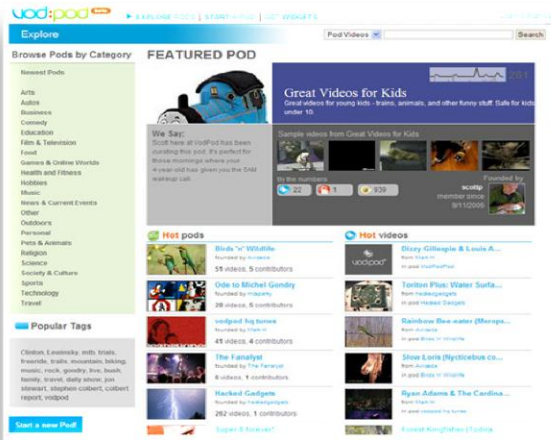
Wow, that's a lot of information. The site offers a lot of details about the different types of vacuum trucks and their uses. Great photos!
CatalystConnection 8 months ago

Media Sharing: Other Sharing Sites

Dailymotion



vod:pod



**Make Sure
The Site Accepts
Commercial
Content and
is Free!**

blip.tv

vimeo

brightcove

Media Sharing: Promotion

- 1) Embed the video on your web page.
- 2) Post a link or embed video on Facebook.
- 3) Use Video as landing page for email marketing campaign.
- 4) Burn Video for DVD Trade Show Displays, Lobby Presentations, and DVDs



Embed Email this video    show more

```
<iframe width="425" height="349" src="http://www.youtube.com/embed/1h6cTpGj7fM" frameborder="0" allowfullscreen></iframe>
```

After making your selection, copy and paste the embed code above. The code changes based on your selection.

Media Sharing: YouTube Submission

You Tube anvil covers Search Browse Upload

Urethane Anvil Covers

Sonata2002 28 videos ▾ Subscribe

C.U.E.
TIMESAVER
Rotary Die Blankets

0:12 / 6:36 CC [Icons]

Like [Icons] + Add to ▾ Share Embed [Icons] **2,513**

Sonata2002 | May 03, 2007 [Icon]

A demonstration of CUE TimeSaver anvil covers used with die cutting machines....

All Comments (1) [see all](#)

[Urethane Anvil Covers](#) ☆
7 min - May 3, 2007 - Uploaded by Sonata2002
A demonstration of CUE TimeSaver anvil covers used with die cutting machines. For more information go to: www.cue-inc.com
[youtube.com/watch?v=e9KhRTy0G70](https://www.youtube.com/watch?v=e9KhRTy0G70) - more videos »

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What Is Social Media Marketing?

5 Types Of Tools

Bookmarking

Media Sharing

Blogging

Content Syndication

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Tool Interaction

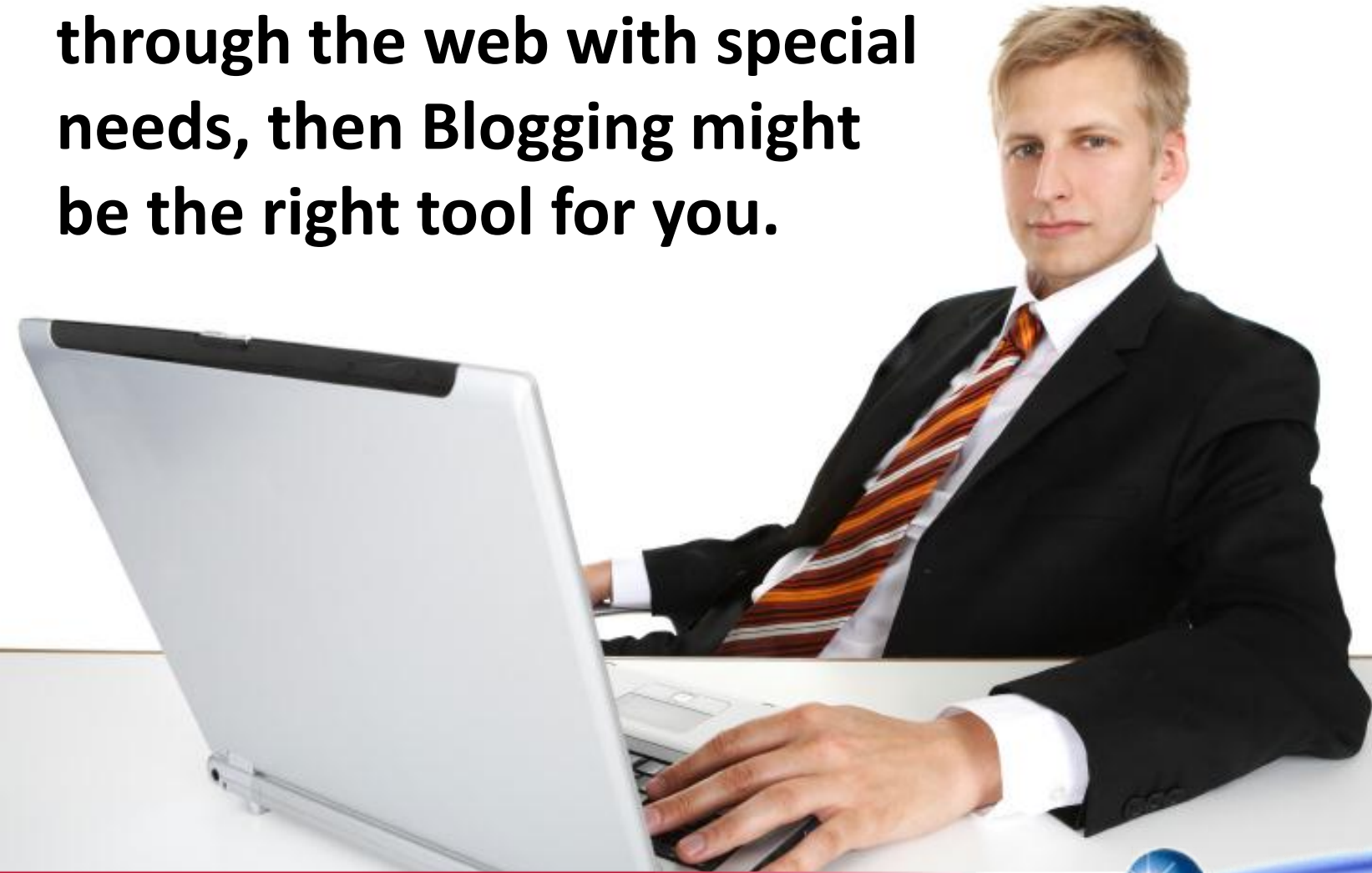


Blogs, if done correctly, generate new keyword phrase content on a regular basis. Search engines LOVE new content.

Blogging is not for everyone. If you sell face to face or over the phone, you will likely not benefit greatly.



If your clients are tech savvy and tend to come to you through the web with special needs, then Blogging might be the right tool for you.



“Remarkable social media content and great sales copy are pretty much the same — plain spoken words designed to focus on the needs of the reader, listener, or viewer.”

BRIAN CLARK
FOUNDER, COPYBLOGGER



Blogging: 7 SEO Blogging Rules

- 1) Use the keyword or keyword phrase (3-5) words, you are targeting at the Beginning of your Title or it is your Title.**
- 2) Use the Keyword phrase you are targeting once in each paragraph or approximately every 100 words.**
- 3) Use the keyword phrase Once in the beginning of your description and again if it can look natural.**
- 4) Use the keyword phrase in your tags along with 2-4 related keyword phrases.**
- 5) Keywords need to be 3-5 or more word phrases related to topic product or company you are focusing on to promote.**
- 6) Keywords need to be researched with tools like Word tracker, Google AdWords tool, Firefox Rank Checker, or other tools with equal options and functions.**
- 7) Tag your blogs with videos that are also keyword titled to same keyword phrases you use in your blog post.**

Squidoo Demonstration

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Content Syndicating:

Basically, content syndication is the process of sharing your site or blog content with other Web sites related to your industry or niche. In addition to helping you promote your site, this great strategy also helps with your SEO efforts.

Ron Jones

Syndication Discussion

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“Word of mouth marketing has always been important, Today, it’s more important than ever because of the power of the Internet.”

JOE PULIZZI & NEWT BARRETT,
AUTHORS OF GET CONTENT, GET CUSTOMERS



Communities already exist. Instead think about how you can help that community do what it wants to do.

Mark Zuckerberg, founder and CEO, Facebook

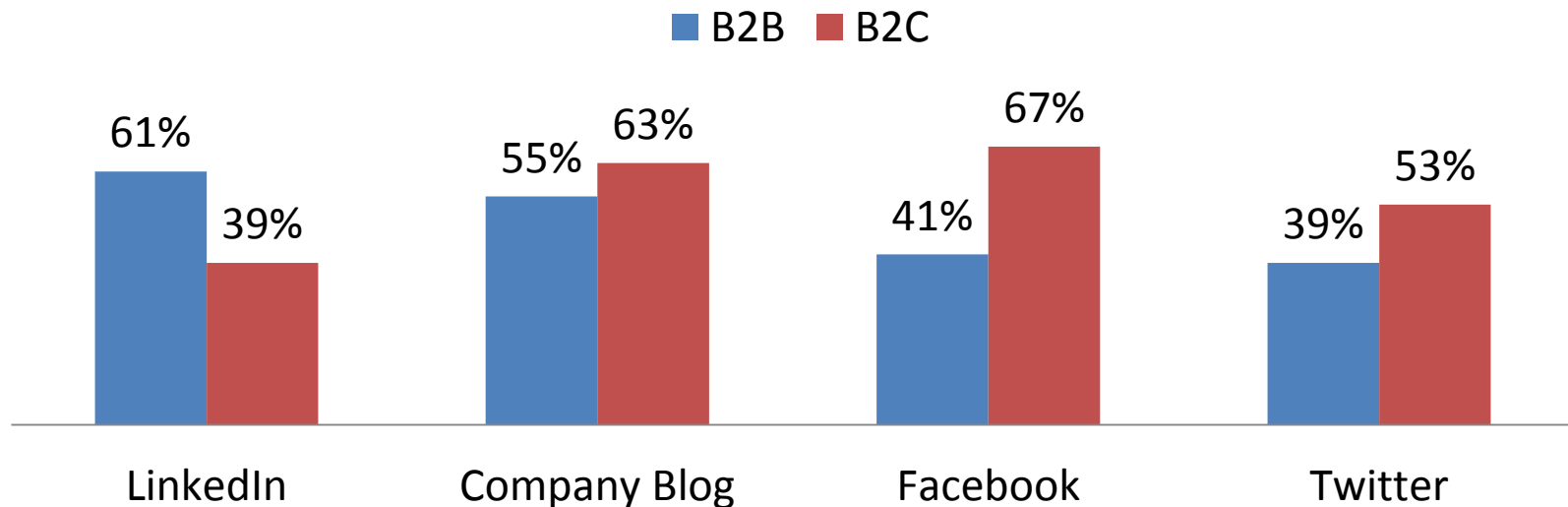


Seth Godin's Concept of Tribes and Social Networking

Facebook:

Opinions vary on who can benefit from Facebook. B2C seems to be a natural, but B2Bs question their fit. Either way, the statistics prove out that Facebook is a powerful force in the business world.

Our Company has acquired a new client through this channel



SOURCE: HUBSPOT, STATE OF INBOUND MARKETING REPORT 2011

Facebook: Example Company Based Uses



LinkedIn

LinkedIn was first developed to be a networking site for professionals looking for work and employers looking for new talent. It has since become more generally a business based networking site.

In LinkedIn you can have a personal professional presence, a company presence that your professionals can link to, and you can host groups that members may use to discuss topics of interest to group members.

Twitter

Twitter is an online social networking and microblogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as "tweets".

This one-to-many communication medium got its start as a platform for individuals to announce “what they were doing.” However, it has grown up significantly and has also become a communication medium for short bursts of information that are timely in nature.

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Facebook is like a dinner party. You'd likely invite your friends, relatives and neighbors. But when you get to know them well enough, you also start inviting those you work with or maybe even do business with. Mixing a little business with pleasure shows you are human and likeable. People appreciate that.

LinkedIn is like a business meeting. Sometimes the meetings are meant to make a deal or find a job, but they are always conducted in a professional manner. Sometimes people from different companies get together to discuss like issues and they call themselves a community of practice. Linked in has those too, they're called Groups.



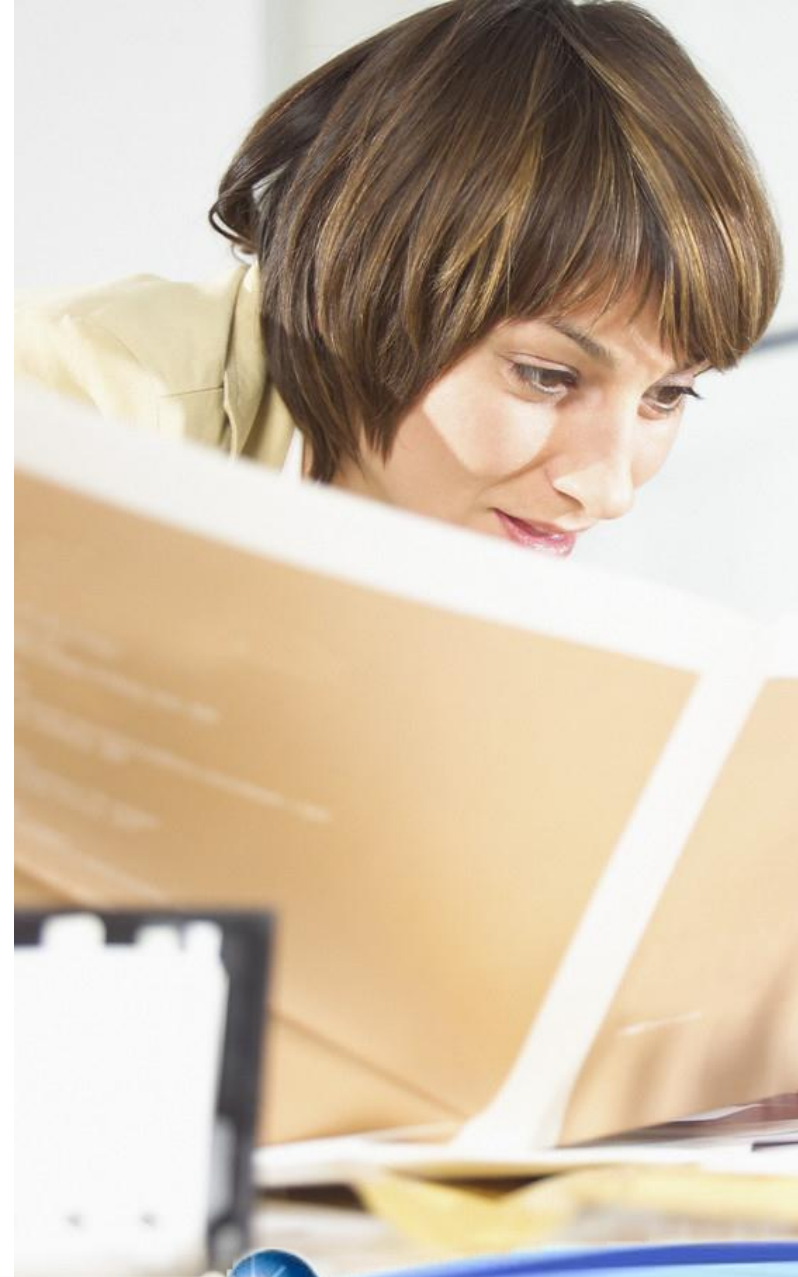
Twitter is a lot like an invitation to your dinner party, or a meeting request to your office. It helps people who care about what you are thinking to know what you are thinking. Whether that is. “I’d like to invite you to my dinner party,” or ,”I’m working on a new project, want to help?”



Media Sharing is like the mixed tapes you made in high school (OK, CDs for the younger folks). You were trying to show your personality and share your interests with your friends. Sometimes your cool taste in music and your boom box got you some attention. Now you have a different set of interests and your audience has changed, but you're still trying to convey a message and get noticed.



Blogging and Content Syndication are a lot like writing a piece for a trade magazine. You know you need to be helpful to the reader and at the same time you are trying to show your expertise to attract customers. But, you have to be careful not to be too blatantly sales focused or the editors will not accept the copy. In this case, the editors just happen to be the clients.



Bookmarks can be thought of as restaurant recommendations you make to friends or product / service advice you give to a colleague. It is you sharing the knowledge you have gained over time & travels. In this case, “cruising” the web.



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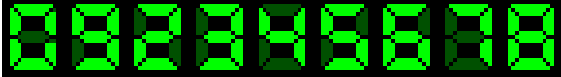
Using Analytics Data

*"The price of light is less
than the cost of darkness."*

Arthur C. Nielsen



Analytics: Why They Are Important?

- What's Wrong With A Counter? 
 - Only counts hits – **What are Hits?**
 - Hits are not visitors but the number of files accessed
 - Hits can be faked – **Refresh Button**
 - Hits don't give you enough information to make your site successful.
 - It's not 2002

Analytics: Why They Are Important?

- **Analytics can tell you:**
 - **How many unique visitors came to your site**
 - **How long they stayed and how many pages they read**
 - **It can tell you geographic information about visitors**
 - **How they got to your site**
 - **How effective your content is**
 - **If your site is really driving business**

Analytics: Why They Are Important?

- There are many tools out there but Google Analytics is a totally free program and offers the same basic tools as analytics programs costing thousands of dollar per year.
- **Google Analytics is:**
 - Easy to learn
 - Easy to Install
 - Provide the same basic reports as the top rated analytics programs
 - Downloadable into Reports



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Analytics: Installing Google Analytics

1. Register for a free Google Account

2. Go to Google Analytics

www.google.com/analytics

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength:](#)
Minimum of 8 characters in length.

Re-enter password:

Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

Analytics: Installing Google Analytics

3. Select Add a New Profile

4. Follow the prompts

[Add Website Profile»](#)

A profile allows you to track a website and/or create different views of the reporting data using filters [Learn more.](#)

Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or create a profile to track a new domain.

Add a Profile for a **new** domain OR Add a Profile for an **existing** domain

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

http://

Examples: www.mywebsite.com

Note: You can add more profiles after you add this profile

Time zone country or territory:

Time zone:

Analytics: Installing Google Analytics

5. Copy The Code Provided
6. Paste the following code directly before the closing head tag of each web page. This looks like `</head>`

2 Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing `</head>` tag. [Learn more](#)

```
<script type="text/javascript">  
  
var _gaq = _gaq || [];  
_gaq.push(['_setAccount', 'UA-827405-27']);  
_gaq.push(['_trackPageview']);  
  
(function() {  
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;  
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google.  
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);  
})();  
  
</script>
```

Analytics: Installing Google Analytics

7. Wait 24 Hours

8. Log into Google Analytics



Analytics Settings - Catalyst Connection ([Edit Account and Data Sharing Settings](#))
Manage your profiles, goals and account access from this page

Website Profiles

Show 10 Search

	Name	Domain	Reports	Settings	Delete	Status
1.	www.catalystconnection.org	http://www.catalystconnection.org	View Reports	Edit	Delete	⚠ Tracking Not Installed Check Status
2.	www.catalystconnection.org	http://www.catalystconnection.org	View Reports	Edit	Delete	✓ Receiving Data Conversion Goals (0)

A red arrow points to the "Status" column header in the table above.

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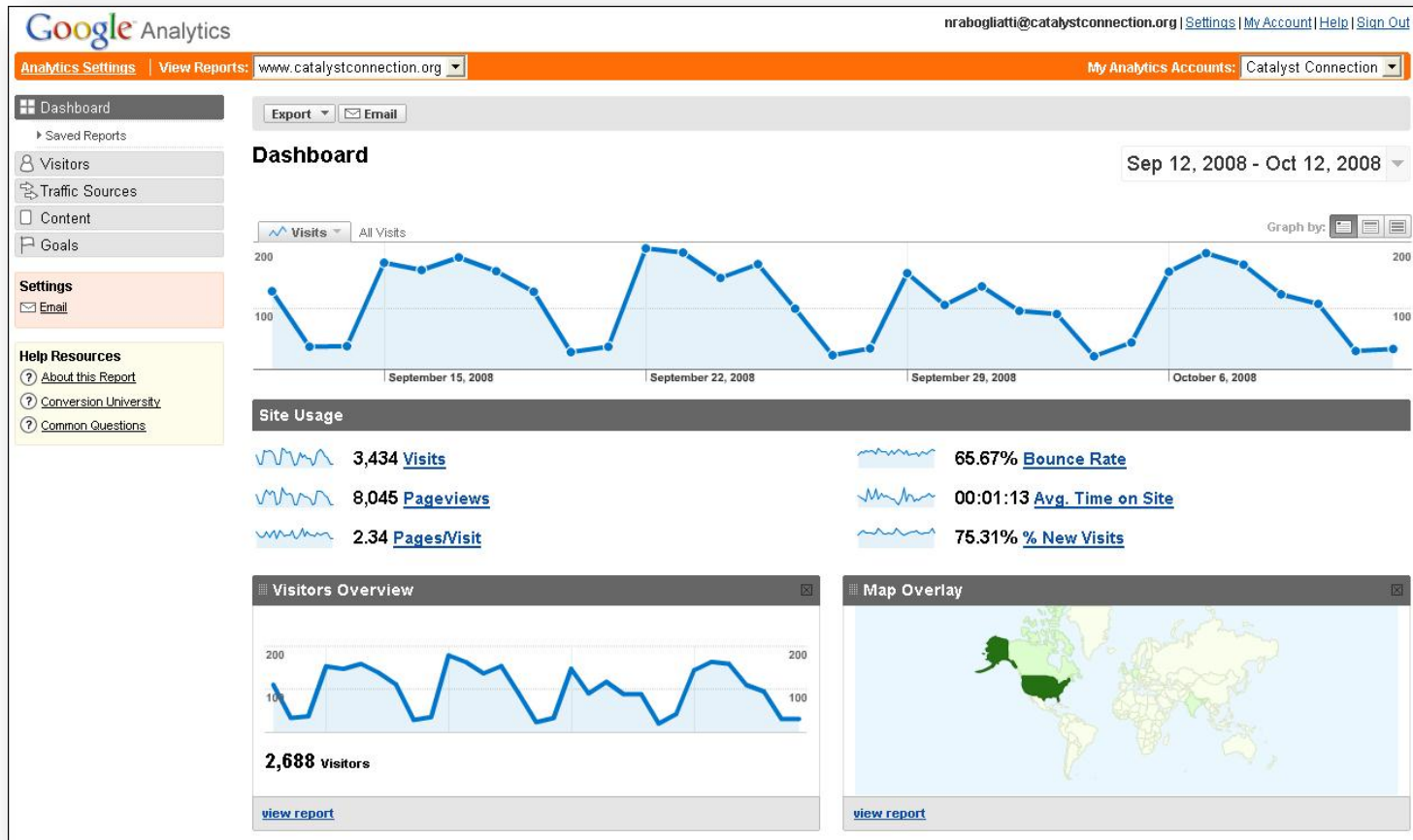
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Analytics: Google Analytics Tour

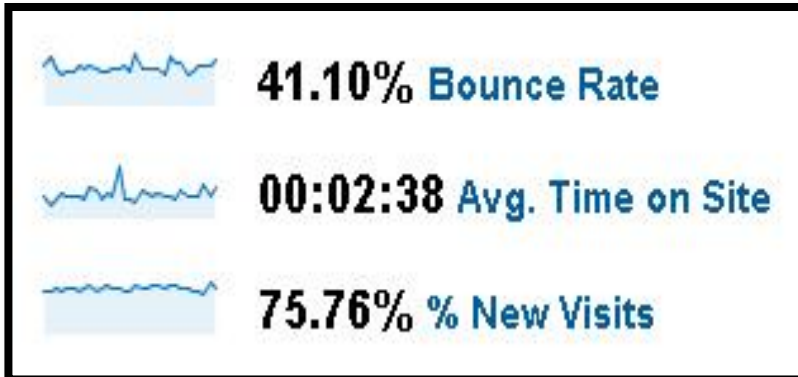
- The Dashboard



Analytics: Google Analytics Tour

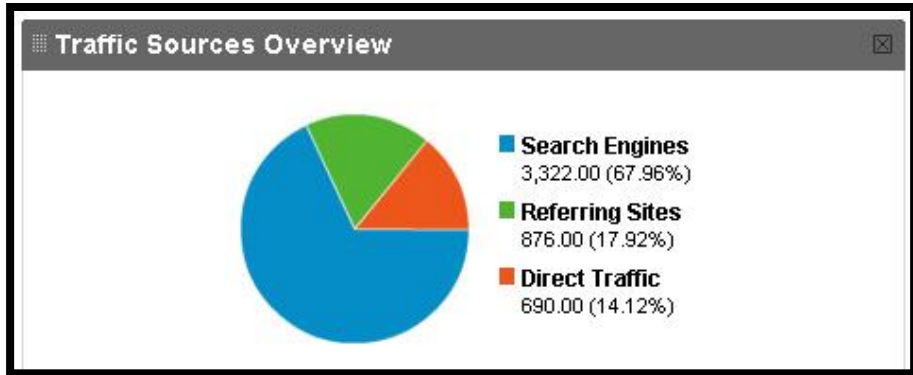


- Visitors (**Not Hits**)
- Page Views
- Pages Viewed On Average
 - **2 Pages is Average**



- Bounce – % Went Back To Search
- Time = Over 20 Sec Average
- % of First Time Visitors

Analytics: Google Analytics Tour













1.	solar power industries	543	4.85
2.	types of solar cell	130	1.10
3.	solar cell manufacturer	70	3.64
4.	solar power industries inc	56	6.16
5.	solar cell manufacturers	48	4.58
6.	solar power	46	3.96
7.	silicon ingot	41	2.88
8.	solar power industries, inc.	40	6.18
9.	applications of solar cells	39	1.41
10.	application of solar cell	38	1.68

Sources	Visits	% visits
google (organic)	2,472	50.57%
(direct) ((none))	690	14.12%
yahoo (organic)	516	10.56%
solarpowerindustries.com (referral)	228	4.66%
solarbuzz.com (referral)	224	4.58%

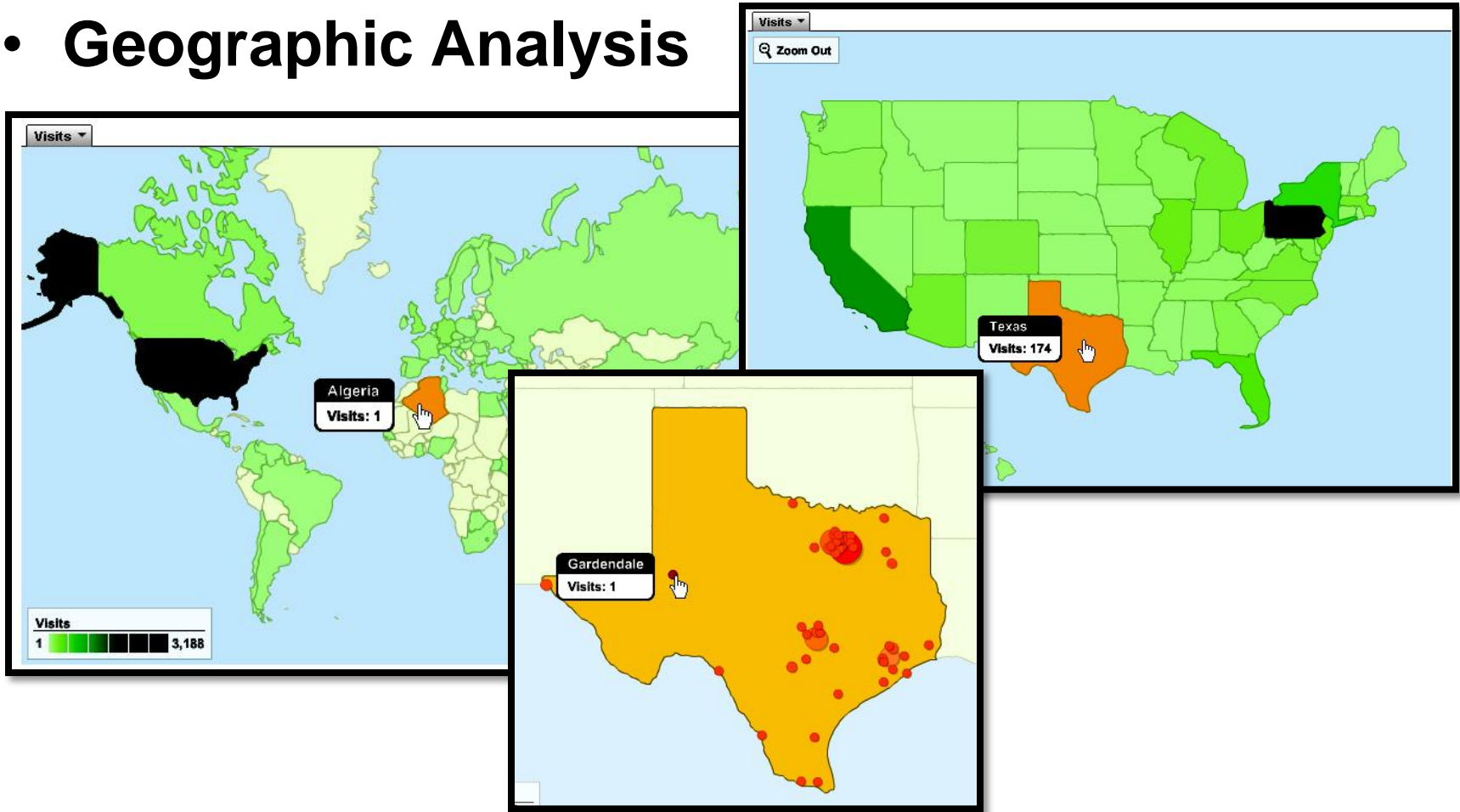
Analytics: Google Analytics Tour

- Top Content Pages

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	 /	3,144	2,491	00:00:57	25.95%	34.19%	\$0.00
2.	 /solar-power-products.html	2,294	1,394	00:00:26	40.70%	10.24%	\$0.00
3.	 /solar-power-industries.html	1,540	975	00:00:53	21.69%	12.66%	\$0.00
4.	 /contact.html	1,365	851	00:01:17	48.48%	21.25%	\$0.00
5.	 /photovoltaic-solar-cells.html	1,047	577	00:01:08	44.74%	26.07%	\$0.00
6.	 /news.html	998	653	00:00:32	67.97%	23.45%	\$0.00
7.	 /index.html	970	647	00:00:33	33.33%	20.82%	\$0.00
8.	 /solar-power-technologies.html	926	624	00:00:36	52.94%	12.42%	\$0.00
9.	 /solar-modules.html	852	450	00:01:07	45.45%	20.66%	\$0.00
10.	 /SPI-advantage.html	815	601	00:00:46	59.09%	15.58%	\$0.00

Analytics: Google Analytics Tour

- **Geographic Analysis**



Analytics: Google Analytics Tour

- Page Usage



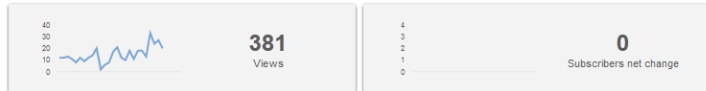
Google Analytics Demonstration

Media Sharing: YouTube Analytics

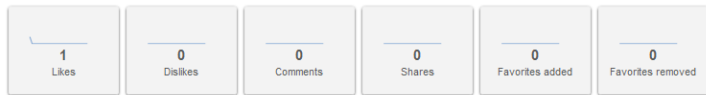
Video: Powdered Metal Parts

Last 30 days (Jan 16, 2012 – Feb 14, 2012)

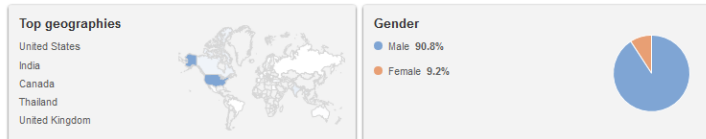
Performance



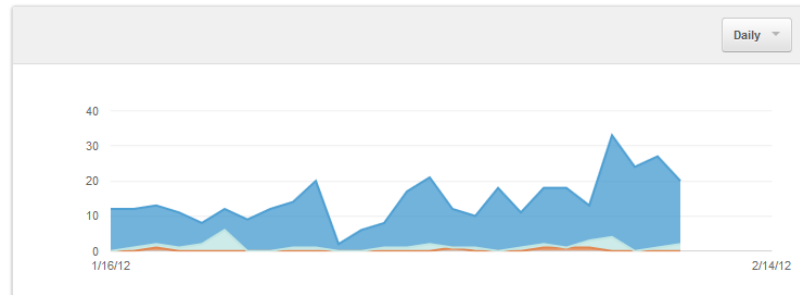
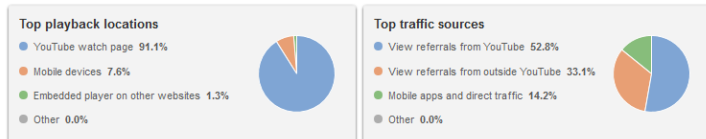
Engagement



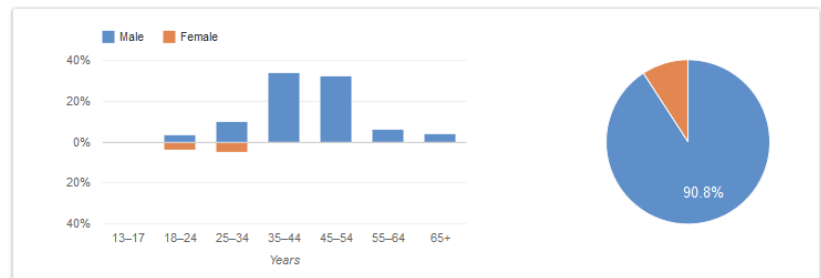
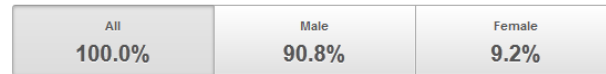
Demographics



Discovery



Playback location	Views ↓	% of total views
YouTube watch page	347	91.1%
Mobile devices	29	7.6%
Embedded player on other websites	5	1.3%



Top locations by views	Views	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Gender
1. United States	191	0.0%	8.9%	11.1%	26.3%	48.4%	0.0%	5.4%	Male
2. India	35	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	Female

YouTube Analytics Demonstration

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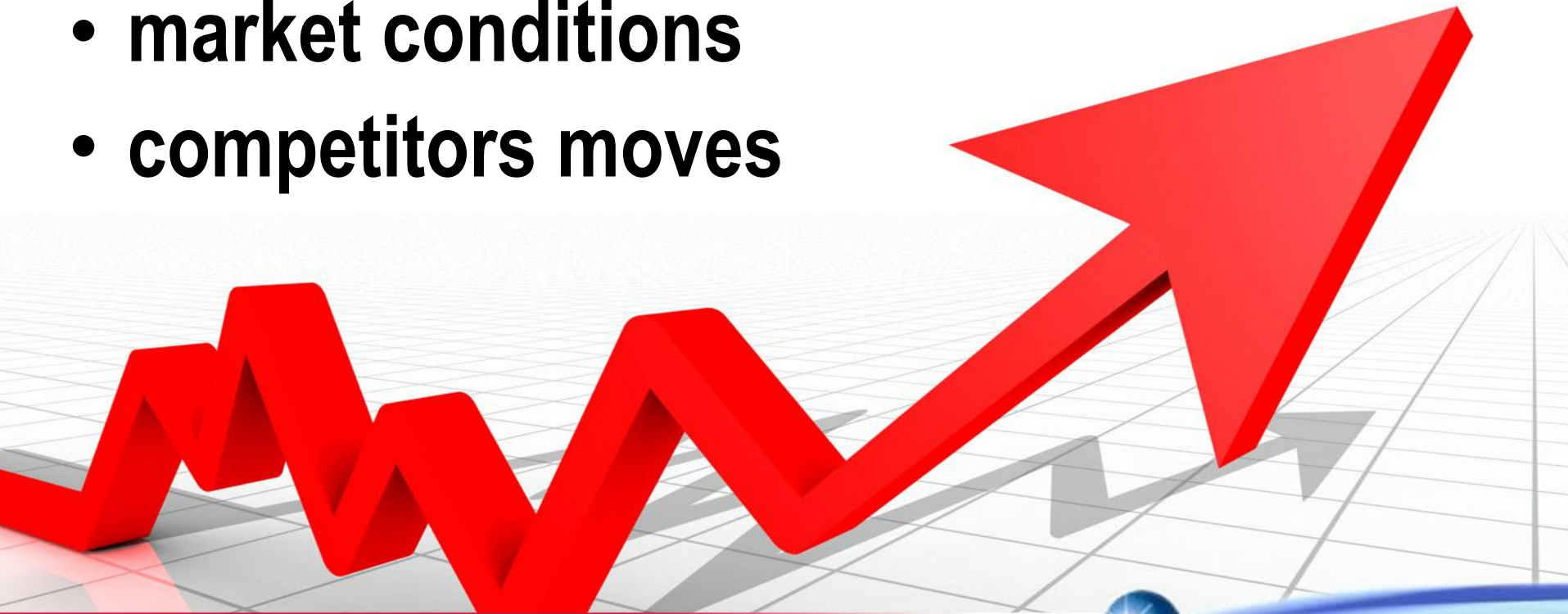
Analytics

is simply a tool.

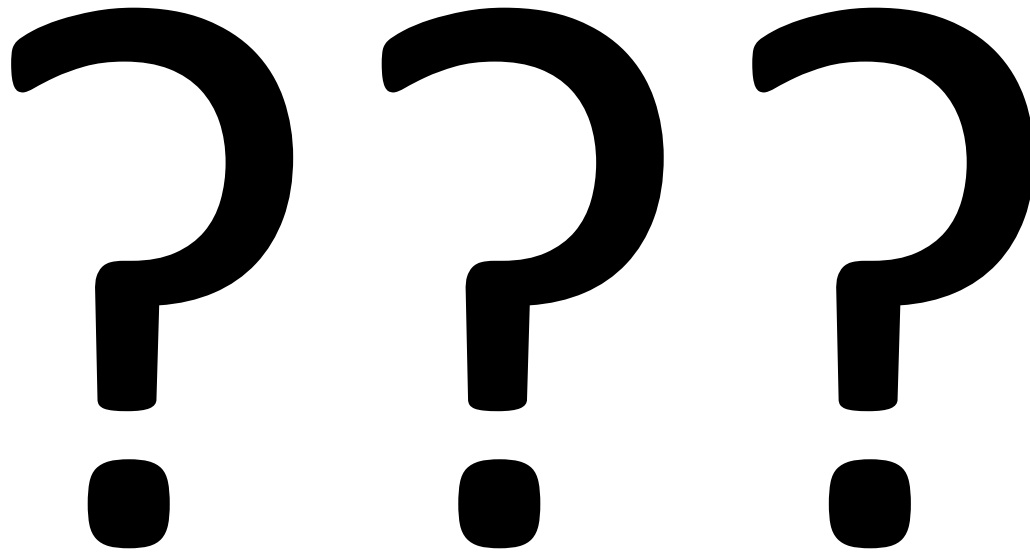
It realizes its power when it is properly integrated in a company's Web strategy.

Look for movement caused by:

- your on-line actions
- your off-line actions
- market conditions
- competitors moves



Questions



One-on-One Coaching