

Improve and Optimize your Website

Lunch and Learn Workshop

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Overview

- What is Search Engine Optimization (SEO)
- Industry Information
- Determining your strategy.
- Hiring it out vs doing it yourself?
- Basic Seo Tactics Overview
- Comments and Questions.

What is SEO?

- Search Engine Optimization
- The term used to describe the marketing technique of preparing a website to enhance its chances of being ranked in the top results of a search engine once a relevant search is undertaken.

Where does SEO fit?

- SEO is a marketing function (not IT).
 - Pay Per Click...Advertising
 - Organic SEO – Publicity

How large is this market?

- Pay Per Click
 - 6.8 billion in 2004
 - 10 billion in 2005 (estimated).
- Major Players
 - Google Adwords
 - Yahoo Search Marketing (formerly overture).

Before Optimization

- What are the goals of the site?
 - What type of site do I own.
 - Type 1 :Transactional (increase sales)
 - Type 2: Informational (educate and inform)
 - Type 3 :Corporate (branding)
 - etc

Goals are set...now what?

- Hire an firm vs do it yourself?

Hiring an SEO firm

- Ask for examples of previous work (successes)
- Ask for references.
- Ensure that they follow guideline for ethical SEO. Get it in writing.
- Watch out for promises.
 - “We guarantee top position in Google”.

Doing it yourself

- Less upfront cost. Less maintenance cost
- Follow webmaster guidelines.
- Aaron Wall's SEO book is a great resource.
- Don't expect results overnight on organic SEO. Be patient.
- Longer term strategies work better in the longer term.

Basic SEO Tactics Overview

- Keyword Analysis
- Content Strategy
- “On site” Optimization Strategy
- “Off site” Optimization Strategy

Keyword Analysis

- Use tools to find out terms related to your site.
 - Google “Sandbox” tool
 - Yahoo’s Keyword Selection Tool
- Testing with a Pay Per Click campaign.

Content Strategy

- Search Engine's love content
- Create content that focuses on the keywords you wish to optimize for.
- Remember that most queries are “informational”.

“On Site” Optimization

- Design your pages so that the “bots” can crawl the content.
- Use keyword rich content.
 - Use the keyword in the title of your page.
 - Put keyword’s in metatags and body of the page.
- Keep each page succinct to a keyword.
- Always follow webmaster guidelines.

“Off Site” Optimization

- Create a “reputation”.
 - If your content is great, other sites will link to you.
 - It never hurts to ask other related sites to link to your site.

Conclusion

- SEO is increasingly becoming an increasingly important marketing function.
- Comments? Questions?