



Search Engine Marketing to Boost Your Web Traffic

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Introduction

- **Welcome**
- **A little about HEROweb Marketing & Design**
- **Have On-Topic Questions? Fire away...we will have Q and A at then end**
- **Slides and supplementary materials are online at**
 - **<http://www.heroweb.com/searchmarketing>**

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Objectives For This Class

- **Learn the range of strategies related to search engine marketing**
- **Understand the fundamentals of search engine optimization**
- **Review specific situations for workshop participants**

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Defining the Scope of SEM

- Definition of SEM (Search Engine Marketing)
- A quick look at the Google Search Page
- Search Engine Optimization - SEO
- Comparison Shopping Engines - CSE
- Local Search
- Social Media Search
- Pay-Per-Click - PPC

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Setting Goals

- What is reasonable to expect?
- Connecting search results to profitability
- Example goals

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Which Search Engines Matter

- Google
- Bing
- Yahoo
- <http://www.hitwise.com/us/datacenter/main/dashboard-23984.html>

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Search Ranking Factors

A Look at a range of factors that the search engines consider.

<http://www.hero-web.com/seofactors>



Brainstorming/Researching

- Do a baseline assessment of your own placement
- Assessing the competition
- Tools:
 - <http://www.adwords.google.com>
 - <http://opensiteexplorer.org>
 - <http://www.webseoanalytics.com/free/>
 - <http://www.SEOBook.com>
 - <http://www.raventools.com>
 - <http://www.seoquake.com>



On-Site Optimization

- **Page Titles**
- Content is King
- Optimize specific pages on your site for 1-3 specific terms
- Keyword density
- Internal linking structure
- Urls/domain names
- Many other factors



Building Link Authority

- "Exploit" your own assets
- Industry-specific directories
- Analyze competition
- Requesting links
- Paying for links
- Link bait/attracting links
- Use and encourage natural and relevant anchor text
- Overview of the range of strategies
- <http://www.seobook.com/archives/001792.shtml>



Analysis Tools

- Google Analytics
- Google Webmaster Tools



Claiming Local Listings

- <http://listings.local.yahoo.com/csubmit/index.php>
- <http://www.google.com/local/add/>
- **<http://www.bing.com/businessportal>**
- <http://www.yelp.com/business>



Comparison Shopping Engines

- How CSE's work
- How to get listed
- Google Base/ Google Product Search
- Tier 1 Shopping Engines - Pay-Per-Click engines



Budgeting

- Time and Money
- Initial work involved
- Upkeep



Coming Attractions

- **PPC (Pay Per Click) advertising**
- **Content Development**



HEROweb Marketing and Design

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