

Search Engine Marketing to Boost Your Web Traffic

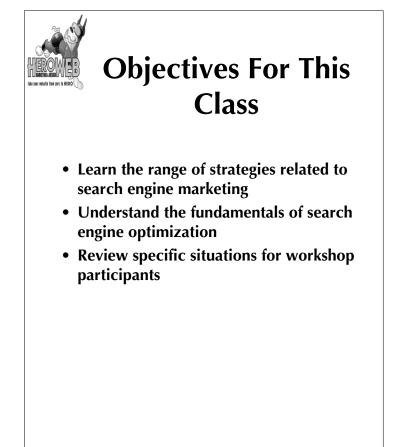
March 20, 2012

Presented by Michael Stearns HEROweb Marketing & Design



Introduction

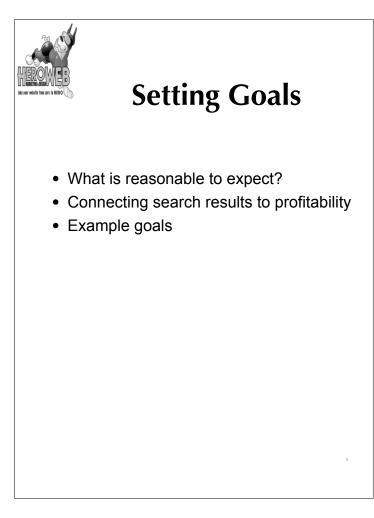
- Welcome
- A little about HEROweb Marketing & Design
- Have On-Topic Questions? Fire away...we will have Q and A at then end
- Slides and supplementary materials are online at
 - http://www.heroweb.com/searchmarketi ng





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





Which Search Engines Matter

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



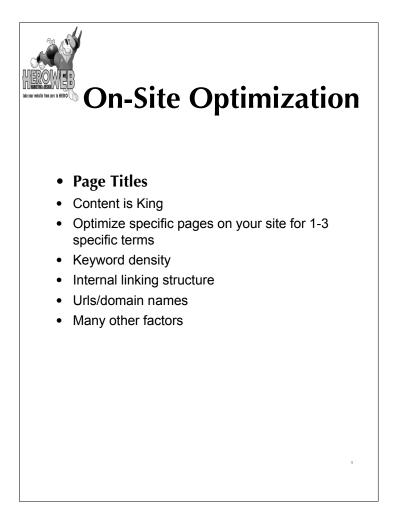
Search Ranking Factors

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

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



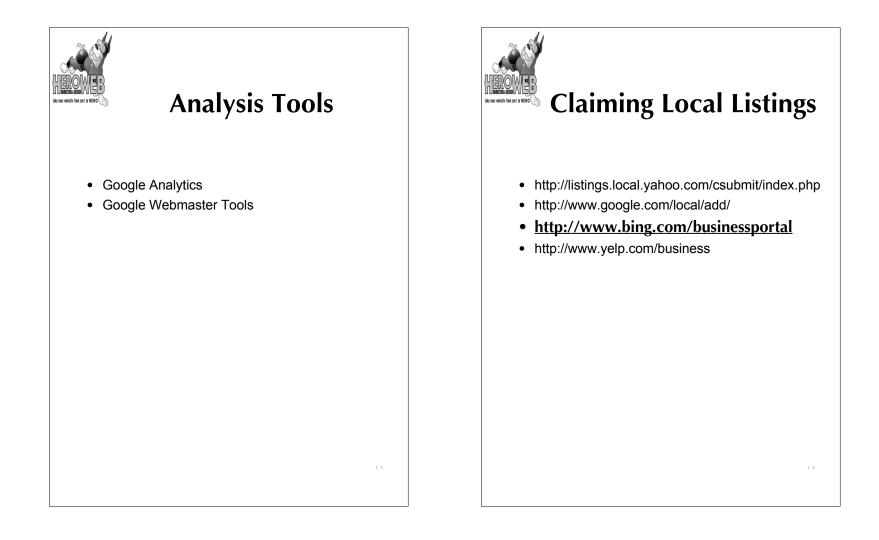
- Do a baseline assessment of your own placement
- Assessing the competition
- Tools:
 - http://www.adwords.google.com
 - <u>http://opensiteexplorer.org</u>
 - <u>http://www.webseoanalytics.com/free/</u>
 - http://www.SEOBook.com
 - <u>http://www.raventools.com</u>
 - http://www.seoquake.com

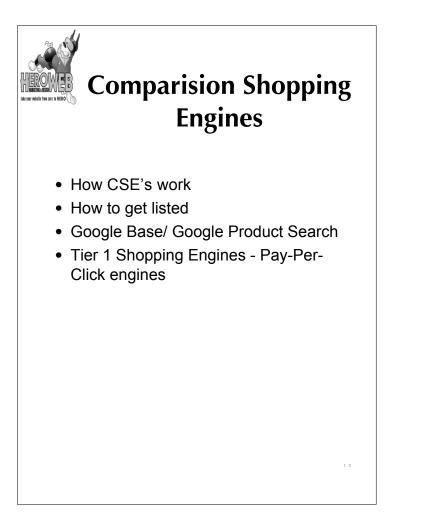


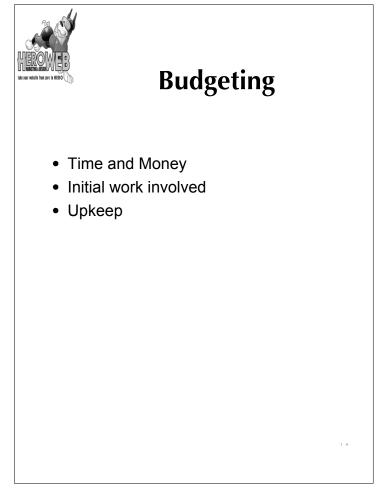


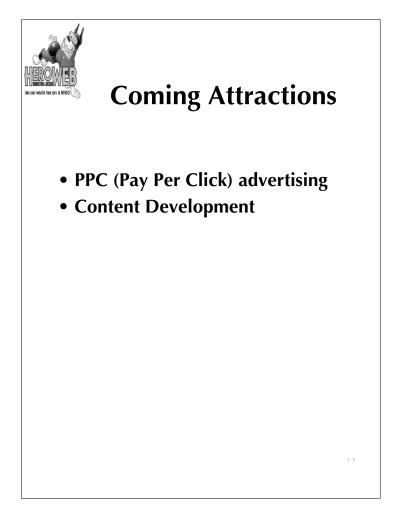
Building Link Authority

- "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











HEROweb Marketing and Design

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