

Marketing Bites – Monthly Talks:
**Search Engine Marketing to
Boost Your Website Traffic**

Tuesday, March 20, 2012



Resource List

Top Ten Link Building Strategies

For a complete list, see: <http://www.seobook.com/archives/001792.shtml>

1. Write awesome content on your site.
2. Ask... and make it easy for others to link to you!
3. Consider a blog or article section on your site.
4. Research your competition and where they are getting links. Explore those same options.
5. Give incentives: trade links, affiliate programs, ask current customers.
6. Go local; leverage relationships, and utilize any websites you control.
7. Use all your social venues.
8. Participate regularly on other sites/blogs.
9. Write product reviews and articles.
10. Distribute press releases.

Many of the following services require that you set up an account with the provider.

Linkbuilding Tools

- <http://www.opensiteexplorer.org/>

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Search Engine Optimization (SEO) Resources

SEO is one of the cornerstones of an Internet marketing program. These websites will help get you going with your SEO efforts.

- <http://www.seomoz.org>
- <http://www.seobook.com>
- <http://www.seowebanalytics.com>
- <http://www.searchengineland.com>
- <http://www.seroundtable.com>

Local Search - Get Listed

Search Engines are increasingly segmenting out local search results. Take advantage of the local search features available from the major search engines.

- <http://google.com/local/add/login>
- <http://listings.local.yahoo.com/basic.php>
- <https://ssl.bing.com/listings/ListingCenter.aspx>

Analytics/Measuring Your Results

- <http://analytics.google.com>
- <http://webmaster.google.com>

Keyword Research

- <http://www.wordstream.com>
- <http://www.wordtracker.com>

Comparison Shopping Engines

- <http://www.google.com/products>
- <http://www.shopzilla.com>
- <http://www.shopping.com>
- <http://www.nextag.com>
- <http://www.pricegrabber.com>

Tracking Your Results – Google Analytics

1. Create a Google Account if you haven't already done so.
2. Go to <http://analytics.google.com>
3. In the Website Profiles section you will want to Add a Website Profile for each of the domains you want to track.
4. After you add a domain, you will be given some code that is specific to that domain. Copy and paste the code onto each page of your website.