



Search Engine Optimization

June 11th – Search Engine Optimization – Best Practices What Google Looks For When Deciding Your Website Page Rank

What are the key steps a company should take to get a better ranking on Google. **The top ranked websites on Google do have the following attributes in common: 1) Unique Content 2) Encourages Interaction From The End User 3) Incorporates Social Media 4) Analyzes User Behavior 5) Majority Have Paid Search Engine Marketing. What does this have to do with SEO.**

It has everything to do with it from the Content, Promotion and Design of the Site. (see next page)

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Search Engine Optimization

What Google Looks For When Deciding Your Website Page Rank

- 1. Unique Content:** Although links and page rank are still important factors, Google's search algorithms increasingly emphasize the performance of a website. They are looking for fresh content that engages readers and encourages feedback. Spend more time thinking about your target audience and what kind of content they need.

- 2. Interaction:** Google looks for sites that get users to interact. "If you want to be on the 1st page of Google make an effort to create content that will get the users involved in a conversation," says Husayni. Respond to every comment you get on your website. Be nice and offer guidance. When other users see how responsive you are, they will visit your website more frequently as well.

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3. **User Behavior:** If your site is getting good reviews from users, it will improve your Google ranking. If it's getting bad reviews, the reverse. Know what your users want and give it to them.

4. **Social Media:** Google has confirmed that social media is one of the factors influencing natural search rankings. They are increasingly evaluating what users click on and where they "hang out." So, you must consider social media as part of your SEO promotion strategy. Try to get inbound links from bloggers. If you release a new product, you want to have someone influential twitter about it. Be sure you have a Facebook presence.

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- 5. Targeted Websites:** Be aware of how your target audience does research and try to entice viewers like more traditional marketing strategies. SEO companies understand Google is looking for those sites that are valuable to users. You also need to find the online communities that your target consumer frequents. This will let you reach viewers as a group rather than individually.
- 6. SEO-Led Marketing Campaigns:** Increasingly all marketing will be driven by SEO. Radio, TV, and print advertising will all be part of SEO campaigns to educate the users about products and services. Increasingly SEO ranking is at the heart of the campaign rather than being an afterthought.

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7. **Geography Will Be More Important:** Google map results are increasingly part of its search engine results. Google is also working on ways to incorporate the user's location into results. As more and more people use GPS-enabled phones for searches, geographical considerations will play a bigger role. (This is where your Mobile marketing strategy comes into play) © 2011 Master Google.

This is a good example of how to incorporate Google's new algorithm Panda.

If you need help on how to use this data to increase your ROI and Page Rank call us for a complimentary consultation valued at \$250 - Pamela Thompson - 469-464-3769

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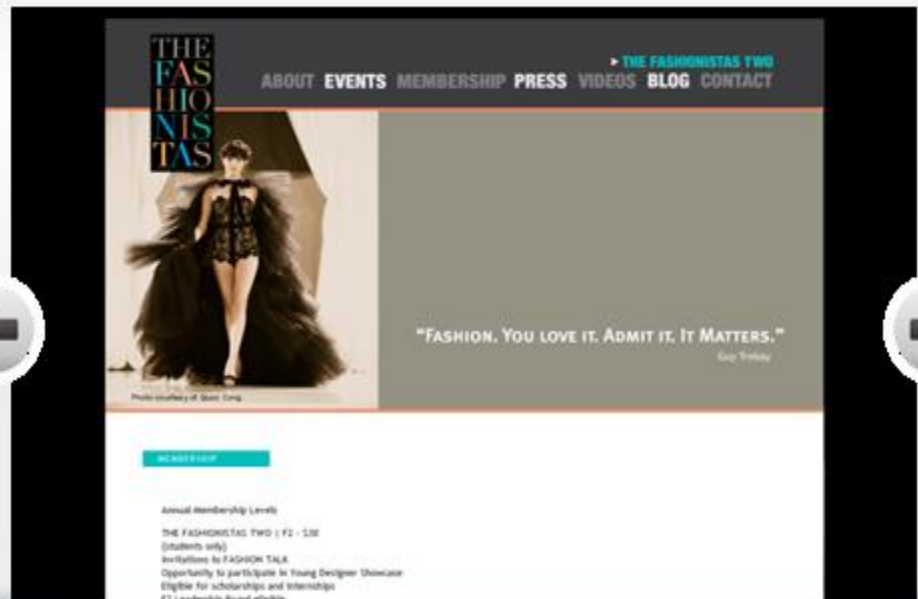
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Remember:

We build the websites that give you the name.

We send you the clients to build your business.

All you have to do is provide the service.

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CONTACT

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Pamela Thompson

469-464-3769

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10 pages

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Social Media Integration

Blog

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Consultation with Creative Layout Designer

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Consult with designer for quote.

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Wordpress - Joomla - Drupal

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Creative Layout Design - Logo Design

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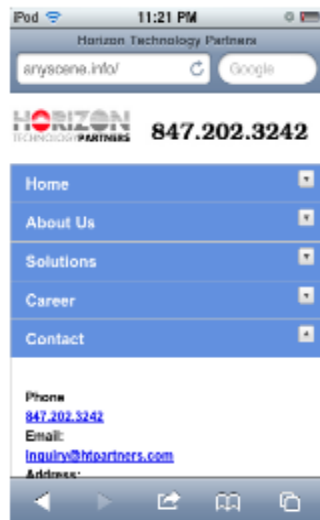
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\$400

5 Pages

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Search Engine Optimization

How it works!

Wikipedia defines "Search Engine Optimization as "the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results."

Step one is making your web site search engine friendly, which basically means making it search and visible to search engines like Google, Yahoo, and Bing. This process takes everything on the back-end, or what's not seen, and shows the search engines that it is relevant. It doesn't end there. The process will be on-going. One thing we will not promise is placement on Google. You will never hear us "guarantee" that you will be #1 on the organic search results. In fact, you should be very wary of anyone who does make these promises. Google's support says, "**No one can guarantee a #1 ranking on Google.**"

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What we do is take the right steps to get you visible throughout the online world, which overtime will brand your company, and rank you higher and higher on the search results of major search engines. The beauty is while you are being ranked higher, you will gain, and continue to gain relevant leads from all over the web!

Each level of SEO comes with making your site search engine friendly.

The amount of exposure will depend on the level of SEO you choose and can also expedite your rankings.

Please consult with our marketing experts to help decide which program is right for you.

SEO Options

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Pay Per Click

Our Search Engine Marketing Program is designed to get the most out of your advertising dollar. We design ads to attract the audience you are looking for, develop keywords which have a high propensity to buy, and send customers directly to your website. These ads are placed under the sponsored areas of the search page shown below in red. We will never "guarantee" placement as no one can guarantee placement on Google. What we can do is consult with your business and determine what the competition is doing in order to get placed in the #1 spot.

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We first consult with your business to discuss your needs.

Conduct research on the keywords.

Discuss the competition, what you can capitalize on and opportunities for your business.

Design the ads to attract your perfect customer that is ready to buy.

Analyze your program for continued success.

Provide reporting to show you how your program is working for you.

Our budgeting programs are flexible with your budget.

Please consult with our marketing experts to help decide which program is right for you.

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Hosting programs are needed if you do not provide your own hosting. We providing low cost hosting that include maintenance. As maintenance is needed, we can make changes to your web site for monthly specials, price changes, address or phone number change, and logo change.

Option 1:

\$50/month

Custom URL

Hosting

1 Custom E-mail Address

1 Hour of Changes/Consulting a Month

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Option 2:

\$100/month

Custom URL

Hosting

3 Custom E-mail Address

2 Hour of Changes/Consulting a Month

Option 3:

\$200/month

Custom URL

Hosting

6 Custom E-mail Address

5 Hour of Changes/Consulting a Month

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