

Getting Your Web Site to the Top of the Charts

Katie Tolin
Marketing Director



Aaron Geh
VP of Sales & Marketing



Agenda

- Importance of search engine marketing
- Obstacles to optimization
- Optimization process
- Pay per clicks
- Beyond Basics

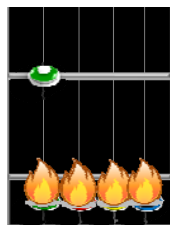


QUESTION ONE

How do you get to the top of search engines?



SEO
SEM
PPC
IDK

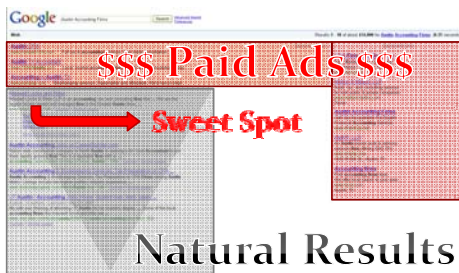


SEM in a Nutshell

- More traffic
- Better traffic
- Higher results for specific phrases
- More leads
- Ability to measure success



Natural (SEO) vs. Paid (PPC)



White Hat vs. Black Hat



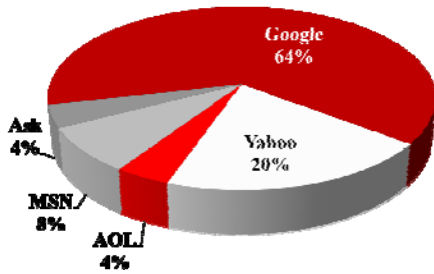
Why Optimize

- Big market looking for specific things
 - More than 1.3 billion Web users
 - More than 85 percent use search engines
 - Less than 25 percent of searchers look beyond the first 10 results



The Players

SE Market Share - Nov. 2008



Why SEO? User's Process

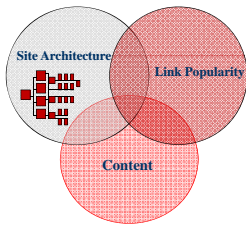
The diagram illustrates the user's process through a funnel with three steps: 1 - Search, 2 - Learn, and 3 - Convert. To the right of the funnel are several overlapping documents, including a Google search result, a document titled "SERVICES" for "BUSINESS ACCOUNTING AND CONSULTING SERVICES", and a document titled "CAPITAL FRACKS CPA FIRM".



Top Secret Formula



What's Important



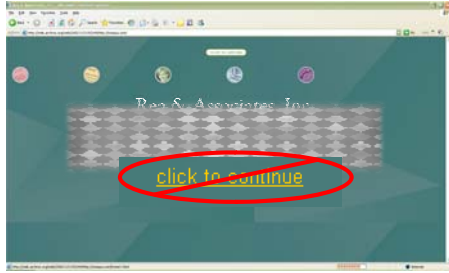
For optimal rankings potential, all of these elements must be considered and properly structured.



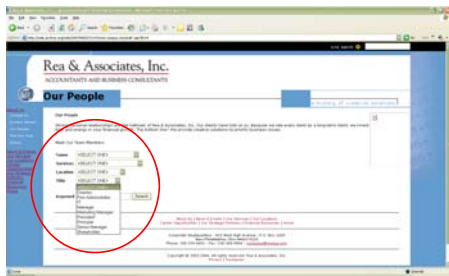
Roadblocks



Hitting a Brick Wall



Drop-Down Challenges

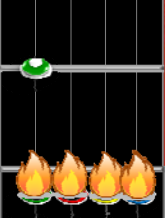


No Site Map




QUESTION TWO

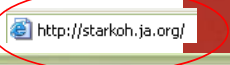
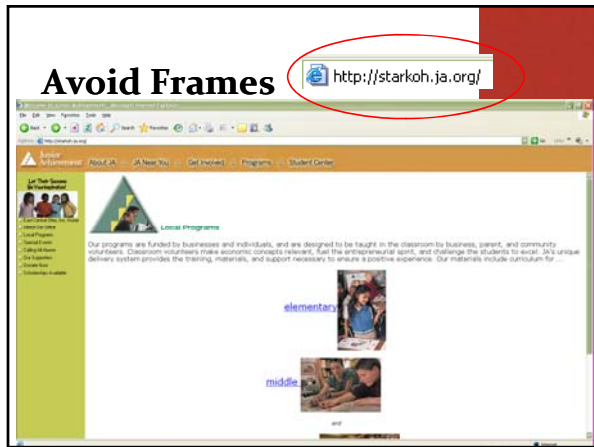
What is a frame?



- Object that sets art apart
- Picture on film strip
- Division of a bowling game
- Page within a page



Avoid Frames

Frame Troubles




Lacking Identity



Other Pitfalls

- Flash
- Missing code
- Code to block search
- Passwords
- Data entry
- Too many layers of data
- Tables in the code



Site Musts

- Site map
- Custom descriptions for each page
- Page titles
- Headers
- Meta keywords and descriptions
- Alt tags
- Copy



Optimization Process



How's it Done

- Find the right phrases – it's about balance
- Optimize content to reflect key phrases
- Ensure SE's can find all your content
- Increase popularity by building back links
- Improve usability to maximize conversions
- Continual measuring and analysis
- Continual adjustments based on analysis



Site Architecture

- Solid programming
- Ranking killer: Flash
- Clear path from homepage to all pages
- Hierarchy of content needs to be optimized



Content

- Keywords
- Who is the target of the Web site?
- What are you motivating them to do?
- Have clear titles and stick to one theme per page
- Content-rich sites
- People prefer links to sites with lots of answers and relevant, helpful content

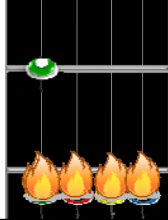


QUESTION THREE

What is the most valuable [link](#) that can be acquired?



- One-way link
- Reciprocal link
- Hub link
- Triangular link



Link Popularity

- A link is considered a vote of confidence for your site, much like a business referral
- Measured by the quality & quantity of inbound links to your website
- Links from sites with high link popularity will carry greater weight with Search Engines than links from "unpopular" sites



Picking Keywords

- Know your business
- What do people search for
- What do you want to own
- Look at internal search terms
- Tried and true terms



Keyword Research

- Free
 - www.Adwords.Google.com/select/KeywordToolExternal
- Paid
 - www.KeywordDiscovery.com
 - www.WordTracker.com
 - www.NicheBot.com



Don't Forget

- Misspellings
- International terms
- Geographic descriptors
- Slang



Writing for Search Engines

- KISS
- Keep the visitor in mind
- Short sentences, paragraphs and bullets
- Headings and subheads
- Keyword density



Determining Success

- Know where you started
- Select specific measurements and measure monthly
- Tweak and do it again
- In-house vs. outsourcing



Pay Per Click

- Advantages
 - Branding
 - Immediate search engine positioning
 - Keyword testing
 - Fill in "holes" in natural rankings

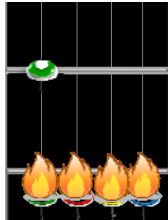


Question Four

What does **CTR** stand for?



- Cathode Tube Ray
- Chatter Through Referral
- Click Through Rate
- Click Test Results



PPC Process

- Keyword research/organization
- Creation of ads for each group of phrases
- Creation of landing pages
- Implement keywords and ads into campaign
- Establish a budget and set bids
- Implement conversion tracking code



Quality Score

- Positioning is not based solely on the amount you spend
- Sponsored Search Positioning Based on:
 - Max CPC
 - Click-through rate of individual ads
 - Number of competitors
 - Landing page relevance
 - Ad copy relevance



Managing Live Campaigns

Don't set it and forget it!

- Manage bids (*don't always try to be #1*)
- Track everything
 - Click-through rates
 - Conversions
- Adjust based on tracking



Writing Ads

- Be specific to the term you are bidding on
- Creative an compelling
- Calls to action
- Proper grammar
- What makes service special
- Special offers
- Watch character limits



Beyond the Basics

- Once you've covered basic SEO, you should consider
 - Social media
 - Usability and accessibility
 - Analytics and conversion rates



Off Page Opportunity

- Blog
- Forums/Q&A Sites
- Articles
- Video
- Social News
- Pictures
- Local Search
- Social/Professional Networks
- Shopping Networks
- Press Releases
- Micro Blogging



Don't Blow It Once You Get Visitors to the Site

- Understand users and base layout around specific goals
- Clear and concise USP
- Consistent header and navigation
- Eliminate distractions and clutter
- Create clear and obvious conversion points
- Reply to request in a timely manner



Thank You

Any Questions?

Katie Tolin
330-339-6651
Katie.Tolin@ReaCPA.com

Aaron Geh
800-310-0317
Aaron@tkg.com