

# Search Engine Optimization: The Basics

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# Search Engine Optimization (SEO)

- Just because you build it, doesn't mean they'll come
- SEO = "Search Engine Optimization"
- This is just one component of online marketing
- Different ways to promote your website in the search engines
- Each requires a different strategy and technical skills
- SEO is easily outsourced and this is generally a good idea

# Domain Names

- Age of domain name is a major SEO factor
- Keywords are great in a domain but not make or break
- \$15 per year for domain registration
- Beware of folks trying to get you to renew your domain with them. Find a company and stick to them.
- Always be the Registrant of your domain – this is your ONLY legal protection (check this at [www.betterwhois.com](http://www.betterwhois.com) )
- Don't let your domain name expire
- Registering variations of your domain

# Types of Search Engine Listings

- Listings in the SERPs (“Search Engine Results Pages”)
- Pay-Per-Click ads are displayed according to the amount each company bids
- Local listings are displayed according to the geographic proximity to the center of the town or city and the “completeness” of each listing (not Pay-Per-Click)
- Organic listings are based on content strategy, site structure, and linking – and time online



philadelphia pa furnace repair

Search Advanced Search

Web Show options...

Results 1 - 10 of about 136,000 for philadelphia pa furnace repair. (0.32 seconds)

**B&B Electric**  
 BBelectric-Hvac.com Local Heating Specialist. 24/7. Servicing All Brands Of Heaters.  
 Show map of 4943 Princeton Ave, Philadelphia, PA 19135

**Furnace Repair**  
 www.ServiceMagic.com Find 5-Star Rated Furnace Pros Backed By Our Service Guarantee!

**Local HVAC Services**  
 www.Superpages.com Providing Heating, Air & Heat Pumps Service Since 1978. Call Today.

Sponsored Links

Sponsored Links

Pay Per Click Listings



**Heating repair**  
 Pro Heating System Repair Company  
 Serving Southern NJ. Free Est!  
 MyComfort-Aire.net/Heater Repair

**\$19.99 Appliance Service**  
 Free with Repair. Honest & Reliable  
 Repairs Guaranteed. Philadelphia.  
 www.ApplianceRepairPhiladelphia.com

Local business results for furnace repair near Philadelphia, PA



- A. R&R Mechanical Services, Inc. - www.rmechanicalhvac.com - (215) 744-3217 - 3 reviews
  - B. My Plumber Plumbing and Heating Contractors - myplumberpa.com - (215) 755-5093 - 18 reviews
  - C. Philadelphia Major Appliance Repair - www.philadelphiaappliancerepair.net - (800) 504-8834 - 1 review
  - D. Philadelphia Appliance Repair - www.philadelphiaapplianceservice.com - (267) 283-2045 - More
  - E. DiDonato Mechanical - ibizlocal.net - (484) 645-7076 - More
  - F. R&R Mechanical Services, Inc. - www.rmechanicalhvac.com - (215) 744-3217 - More
  - G. \*Cheltenham Appliance, Air Conditioning and Heating Repair - www.philadelphiaapplianceservice.com - (800) 504-8834 - More
  - H. MJM Heating & Cooling - www.jmjhvac.com - (215) 908-0455 - More
  - I. MJM Heating & Cooling - www.jmjhvac.com - (215) 908-0455 - More
  - J. MJM Heating & Cooling Co - www.jmjhvac.com - (215) 908-0455 - More
- More results near Philadelphia, PA

**Furnace Repair Philadelphia PA | Central Heating Service**  
 Find Furnace Contractors in Philadelphia, PA to help you Repair or Service Furnace or Forced Air Heating System. All Philadelphia contractors are ...  
 www.servicemagic.com/.../Philadelphia-PA/Furnace-Forced-Air-Heating-System-Repair-or-Service/ - Cached - Similar - [X]

**Heating Cooling Philadelphia PA | Heating, Furnace Repair**  
 Heating Contractors Directory for Philadelphia, Pennsylvania PA. Find Customer-Rated, Prescreened Home Improvement Professionals for Philadelphia, PA.  
 www.servicemagic.com/c.Heating-Furnace-Systems.Philadelphia.PA.-12040.html -

**Furnace Repair Philadelphia**  
 Compare Pennsylvania Furnace Bids. Request 3 Quotes in 20 Seconds!  
 www.QualitySmith.com/Furnace Philadelphia, PA

**Furnace Repair**  
 Setting High Standards in Heat & AC Repair Since 1989. Southampton, PA.  
 www.ChristianHVAC.com

**Freedom Cooling & Heating**  
 Quality A/C Repair & Installation. Free Estimates. Serving Eastern PA.  
 www.FreedomCoolandHeat.com

Organic Listings



Local Listings



# Important Search Engines

- Google
- Yahoo!/Bing
- Emerging Search Engines
- YellowPages.com, Superpages.com, etc.
- Industry portals

# How to Win in the Search Engines

- You're winning if you are...
  - Maximizing placement in “organic” and “local listing” search results
  - Using Pay-Per-Click only when needed to augment organic results
  - Tracking and monitoring results so that they can be improved effectively over time
- You win by...
  - Providing excellent content to users – be the leader in information for your market in your industry
  - Choosing keywords that match your sales goals
  - Matching your content to your keywords

# The Basics of Organic SEO

## What Search Engines Look For:

- On-page optimization
- Site map build into your website
- Robot file built into your website
- “Votes” from searchers
- Longevity – how long a website has been online



# The Basics of Organic SEO

## What Search Engines Look For:

- Trust from other sites, industry portals, and web directories
- How you measure up in the competitive landscape (i.e what your competitors spending and contributing)
- How many people bookmarked your site
- Hosting Server Reliability
- Website Traffic, the higher the better
- Frequent Content Updates

# Content Updates: DIY or Outsource

## ***You will need to consider:***

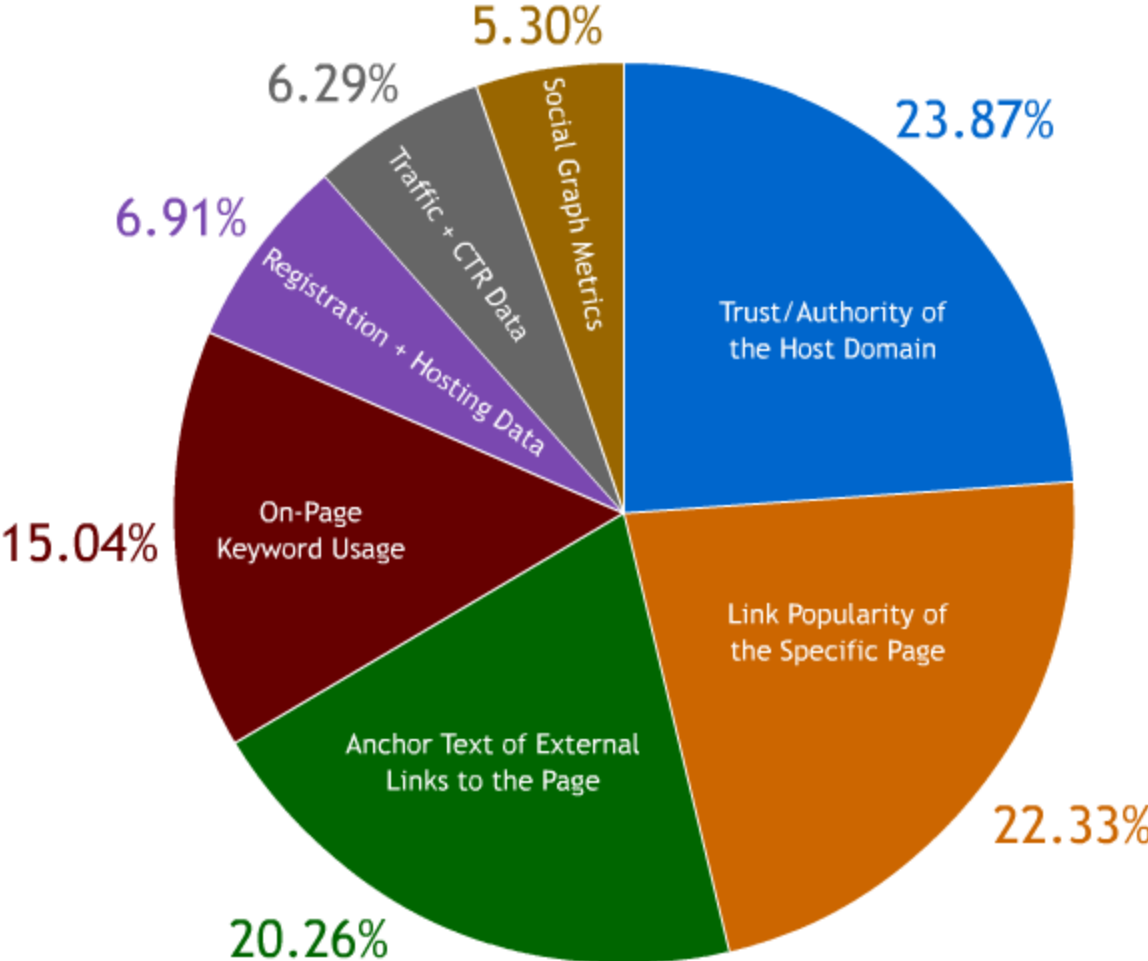
- What technology will you use for updates?
  - Content Management System (CMS)
  - Dreamweaver, Contribute or other HTML Editor
  - Updates implemented by a web company
- Who will write the content?
- If you don't have the technological skills, writing ability, and time in-house, you should outsource your content updates to make sure they get done

# Content Plan

- Every page is a raffle ticket!
- Ideally, new content is added every week (52 updates)
- Every federal holiday (10)
- Monthly promotions or offers (12)
- Tips/Reminders for spring cleaning of units, preparation for winter, weatherization, first heat wave, pollen, strange weather (24)
- Testimonials or job photos (ideally 52 but 1 to 2 a month would suffice)
- Articles – federal tax credits, energy saving tips, etc (6)

# Components of Google's Ranking Algorithm

(According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors)



# What Does This Mean to You?

- Your Web Team needs to know this, not you!
- Easy way to evaluate your current website
- Are you ready for advanced SEO practices or do you need the basics first?
- Any service/company/freelancer should know this if they are working on your website

# Start with Keywords

- Keywords and keyword phrases – different, but some overlap
- Use keyword analysis software to discover common searches relevant to your business
- Use site traffic reporting software to see what keywords people are using to find your website
- Decide which keywords are the most important for your sales goals and attainable for your website
- Incorporate keywords into website “tags”
- Include keywords in the text content of the website according to current SEO guidelines

# Start with Keywords

- Incorporate key words into your URL

[www.atlantawaterlines.com](http://www.atlantawaterlines.com)

- Incorporate keywords into your web page addresses

[www.carneyphc.com/plumbing/plumbing-repairs](http://www.carneyphc.com/plumbing/plumbing-repairs)

- Be sure to include keywords in link “anchor text”
- Avoid keyword stuffing and cloaking

# How to Build Keyword Lists

- Use Google Analytics to help find good keywords
- <https://adwords.google.com/select/KeywordToolExternal>
  - Use the search tool
  - Point the search tool at a website
- [www.WordTracker.com](http://www.WordTracker.com) (need to be tech savvy and \$\$)
- Visit successful websites locally and see what keywords they use
- Brainstorm what you think your customers are searching for and view the results



# Perfect On-Page Optimization

## The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

**Page Title:** Chocolate Donuts | Mary's Bakery

**Meta Description:** Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

Call to action

**BUY  
CHOCOLOATE  
DONUTS NOW**



**H1 Headline:**  
Chocolate Donuts from Mary's Bakery

**Image Filename:** chocolate-donuts.jpg

**Body Text:** \_\_\_\_\_  
\_\_\_\_\_chocolate donuts\_\_\_\_\_  
\_\_\_\_\_.donuts\_\_\_\_\_  
\_\_\_\_\_.chocolate donuts\_\_\_\_\_  
\_\_\_\_\_.donuts\_\_\_\_\_  
chocolate\_\_\_\_\_  
\_\_\_\_\_.chocolate donuts\_\_\_\_\_  
\_\_\_\_\_.chocolate\_\_\_\_\_  
\_\_\_\_\_.chocolate donuts\_\_\_\_\_

**Photo of Donuts (with Alt Attribute):**  
Chocolate Donuts

Page URL: <http://marysbakery.com/chocolate-donuts>

# Submit Your Site

- First check with [www.GetListed.org](http://www.GetListed.org)
- Don't submit directly to the Big Three search engines – the best way to get picked up is via a third-party link
- You do need to “claim” your site to Google / Yahoo! / Bing local search listings
- Manual submissions are also needed for industry-specific online directories and second-tier search engines
- Requires maintenance to keep rankings

# Use Keywords & Links to Increase Traffic

- Inbound links from 3rd-party “authoritative” websites
- Every page on your site should have at least three internal links leading to more useful information
- Lists of links aren’t as good as “in-line links” that are part of actual content
- Create a blog and update it frequently
- Beware of “link farms”
- Get all your vendors, associations, etc to link to your site!

# Google Analytics for SEO Reporting & Analysis

- Google Analytics is the industry-standard feedback tool for SEO and traffic analysis
- Tells you how your site ranks for competitive keywords, how many people have been to your site, where they came from, what pages they visited, how long they stayed, etc.
- Provides an excellent executive summary
- Helps you understand which keywords need more attention
- Helps you understand which pages on your site are the most effective and which need work

# Pay-Per-Click Marketing and Google Analytics

# Online Lead Generation-PPC

**Pay Per Click (PPC) leads** are leads generated through a PPC advertising campaign. These are the leads that resulted from clicks on the links that appear at the top and right sides of search engine results page.

- The cost per lead is significantly lower than a cost per lead generated through the traditional media
- Pay-Per-Click ads are very targeted and cost-effective advertising
  - Ads deliver highly interested leads
  - You only pay if the prospect clicks through to your site
- The order in which your ad appears is determined by the amount of the bid you place and your “Quality Score”

# The Basics of Pay-Per-Click

- Enables you to generate leads from the moment you launch the campaign
- Helps you stay ahead of the competition for the popular search phrases
- Pay-Per-Click should be used to supplement organic SEO for highly competitive keywords or for new websites
- Focus on local – 85% of all local business purchases are researched on the Internet

# Pay-Per-Click Advertising Strategy

- Pay-Per-Click is “iterative” marketing – you keep trying and refining until you hit on a winning combination
- Mix and match variations of keywords, ads, and landing pages
- Measure, test, measure, test...until you get the results you want
- Sometimes it can take a while!



# Pay-Per-Click Advertising Strategy

- Low ROI

You should bid on a few high volume words using generic ads to send traffic to your site

- High ROI

- Bid on more keywords but break it down into small groups of keywords
- Create more targeted ads with offers
- Create more landing pages targeted toward the keywords, ads and offers

# Outsourcing Pay-Per-Click

- Pay-Per-Click can be very complicated and time-consuming
  - Requires knowledge of online Pay-Per-Click ad management systems
  - Requires time to refine campaigns
- Only take Pay-Per-Click in-house if you have a marketing & tech-savvy person who can dedicate the time
- You will need to spend time reviewing reports and helping with an action plan

# Pay-Per-Click Outsourcing Options

- Two choices for outsourcing:
  - Pay-Per-Click services like ReachLocal.com and others
  - Custom services from a specialist
- ReachLocal.com and others offer mixed results
  - Ads are not sufficiently customizable
  - Include some nice tracking features like call recording
  - We hear many complaints from contractors about the service; few success stories – ROI doesn't seem to be there
- A custom solution for Pay-Per-Click is more expensive, but is probably much more effective
  - ROI can be tested and measured more effectively

# Tracking Leads and Phone Calls

- Measure your success in the number of leads and sales, not clicks
- Introducing Mongoose Metrics ([www.MongooseMetrics.com](http://www.MongooseMetrics.com))
- Cost effective tracking of inbound phone calls
- Allows you to see what search engine was used to find information about your product and services
- Gives you an ability to track the call to the specific keywords used in the search
- Phone operator evaluation of each phone call initiated by the website (and eventually all calls)
  - Appointment set, call value, type of call

# Mongoose Metrics

[www.mongoosemetrics.com](http://www.mongoosemetrics.com)

# Lead Tracking Reports

## Client's Leads Report - July 2010

### Client's July PPC Traffic Leads Report

July PPC Summary 2010										
Service Type	Web Phone Calls	Contact Form Leads	Impr.	Clicks	CTR %	Net Media Spend	Avg. CPC	Avg. Pos.	Conv. Rate %	CPL
Air Conditioning	13	0	37,147	131	0.35%	\$ 426.69	\$ 3.26	5.7	9.92%	\$ 32.82
Heating	4	0	17,025	71	0.42%	\$ 111.87	\$ 1.58	6.1	5.63%	\$ 27.97
Plumbing	3	0	13,554	39	0.29%	\$ 80.63	\$ 2.07	6.1	7.69%	\$ 26.88
Geothermal	0	0	8	1	12.50%	\$ 2.97	\$ 2.97	7.5	0.00%	n/a
Solar	0	0	24	0	n/a	n/a	n/a	8.7	n/a	n/a
<b>Client's Total</b>	<b>20</b>	<b>0</b>	<b>67,758</b>	<b>242</b>	<b>0.36%</b>	<b>\$ 622.16</b>	<b>\$ 2.57</b>	<b>6.82</b>	<b>8.26%</b>	<b>\$ 31.11</b>

Month over Month										
Month	Web Phone Calls	Contact Form Leads	Impr.	Clicks	CTR %	Net Media Spend	Avg. CPC	Avg. Pos.	Conv. Rate %	CPL
May	14	3	85,676	259	0.30%	\$ 481.16	\$ 1.86	6.52	6.56%	\$ 28.30
June	23	1	47,695	228	0.48%	\$ 526.29	\$ 2.31	6.26	10.53%	\$ 21.93
July	20	0	67,758	242	0.36%	\$ 622.16	\$ 2.57	6.82	8.26%	\$ 31.11
<b>MOM Comparison</b>	<b>-13.04%</b>	<b>-100.00%</b>	<b>42.07%</b>	<b>6.14%</b>	<b>-25.29%</b>	<b>18.22%</b>	<b>11.38%</b>	<b>8.95%</b>	<b>-21.49%</b>	<b>41.86%</b>

### client's July Organic Search & Other Traffic Leads Report (excluding PPC traffic & leads)

July Summary 2010				
Traffic Source	Web Phone Calls	Contact Form Leads	Visitors	Conv. Rate %
Google	131	11	885	16.05%
Yahoo!	7	0	80	8.75%
Bing	16	0	51	31.37%
Other (Search Engines & )	6	5	472	2.33%
<b>client's Total</b>	<b>160</b>	<b>16</b>	<b>1488</b>	<b>11.83%</b>

Month over Month				
Month	Web Phone Calls	Contact Form Leads	Visitors	Visitors
May	74	25	1,194	8.29%
June	144	22	1,370	12.12%
July	160	16	1,488	11.83%
<b>MOM Comparison</b>	<b>11.11%</b>	<b>-27.27%</b>	<b>8.61%</b>	<b>-2.38%</b>

### client's July Cost Per Lead (All Traffic Sources)

	Total Spend	Total Leads	Cost Per Lead
	\$ 622.16	196	\$3.17
iMarket Fees	\$ 1,200.00		
<b>Total Web Spend</b>	<b>\$ 1,822.16</b>	<b>196</b>	<b>\$ 9.30</b>