

How to Drive Business with Blogging & SEO

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- Attraction
- Retention
- Conversion
- Measurement

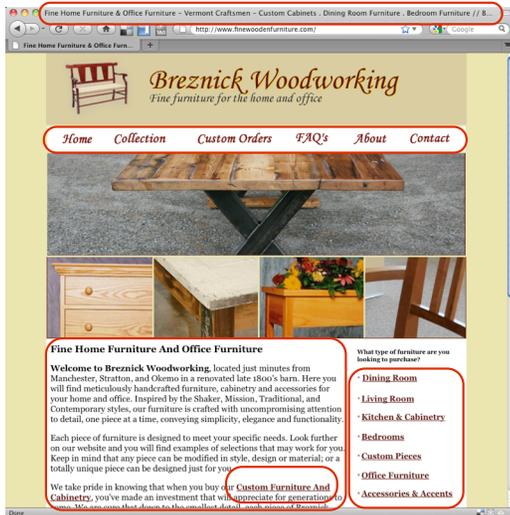


<http://www.flickr.com/photos/myklroventine/>

- How do you improve your SEO rank?
- How do you setup and use a blog?
- How does this drive business?

- What affects search engine rank?
 - Page content
 - Incoming links

PAGE CONTENT

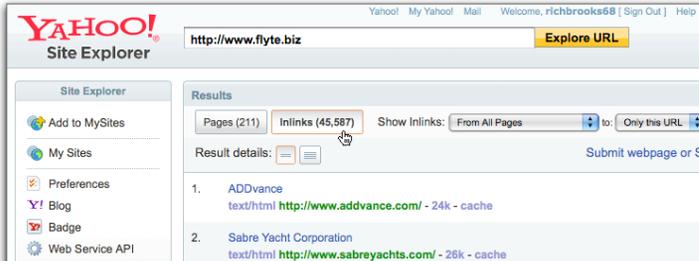


META-TAGS

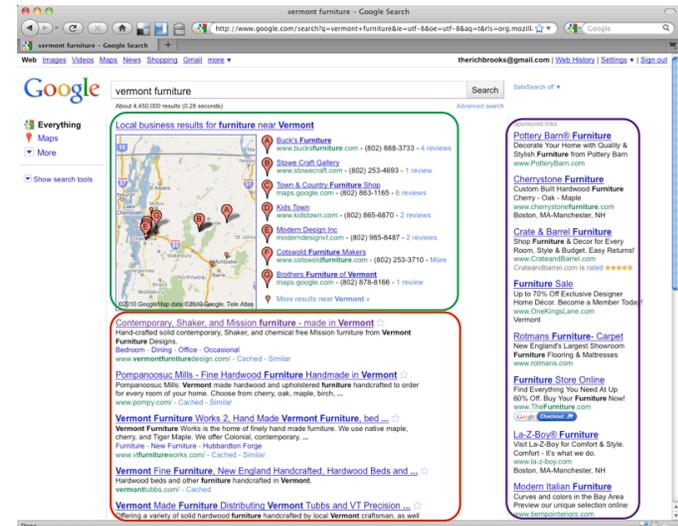


```
<html>
<head>
<title>Dr. Robert Brooks - Motivational Speaker for Business, Schools, and Parents</title>
<meta name="keywords" content="motivation, self-esteem, self esteem, resilient, resiliency, raising resilient children, Dr. Robert Brooks, Ph.D., attention deficit disorder, ADD, A.D.D., Bob Brooks, speaker, psychologist, psychology, self-esteem, learning disorders, add, motivational speaker, motivation, self-esteem speaker, learning disorders speaker, business, school, CH.A.D.D., A.D.D., a.d.d.">
<meta name="description" content="Dr. Robert Brooks is one of today's leading speakers on self-esteem, motivation, and raising resilient children."></head>
<body bgcolor="#FFFFFF" text="#000000" leftmargin="0" topmargin="0" marginwidth="0" marginheight="0" onload="MM_preloadImages('images/menu/home_on.gif','images/menu/about_on.gif','images/menu/speches_on.gif','images/menu/writings_on.gif','images/menu/products_on.gif','images/menu/resources_on.gif','images/menu/contact_on.gif','images/yellow_buttons/speches_on.gif','images/yellow_buttons/writings_on.gif','images/yellow_buttons/products_on.gif','images/yellow_buttons/contact_on.gif')">
<a name="top"></a>
<table width="100%" border="0" cellspacing="0" cellpadding="0">
```

INCOMING LINKS



SERPS



SEARCH ENGINE OPTIMIZATION



- **What Does It Mean to Optimize?**
 - To know what people are searching for
 - To make changes to content
 - To present information in a search engine friendly way
 - To get quality incoming links

KEYWORD RESEARCH



- **Brainstorm** key phrases
- **Test** your beliefs
- **Rewrite** your copy

BRAINSTORMING TIPS



- Choose both broad and narrow matches
- Check your competitors' sites
- Consider geography

HOW TO OPTIMIZE



You need to know what you're shooting for...

<http://www.flickr.com/photos/smsm89/>

KEYWORD ANALYSIS TOOLS



- **Paid Keyword Analysis Tools:**
 - KeywordDiscovery.com
 - WordTracker.com

KEYWORD ANALYSIS TOOLS



- **Free Keyword Analysis Tools:**
 - Google AdWords Keyword Tool
 - (<https://adwords.google.com/select/KeywordToolExternal>)
 - SEOBook Keyword Tool
 - (<http://tools.seobook.com/keyword-tools/seobook/>)

KEYWORD TOOL ADVICE



- Target key phrases, not words
- Compare similar phrases: custom-made furniture vs. hand-made furniture
- Don't exclude appropriate phrases that are highly competitive

REWRITE CONTENT



- **Page Titles**
 - Should read well
 - Front load w/keywords
 - Specific to page content
 - Avoid unnecessary words
 - Don't keyword cram

REWRITE CONTENT



- **Headers**
 - Use <H1 - H6> tags
 - Reiterate--don't duplicate--page title
 - Use headers and subheaders for easy scanning

REWRITE CONTENT



- **Content**
 - Use key phrases 3 - 4 times on a page
 - Use with geographical/filtering terms
 - Use with emphasis
 - Must still read well

REWRITE CONTENT



- **Intra-site Links**
 - Links have more weight than other text
 - Avoid [Click Here](#) and [Learn More](#) links:
 - Are [custom-designed cabinets right for my kitchen?](#)
 - Will a [wooden bat house](#) attract bats?
 - View our [affordable hardwood furniture](#).

GOT LINKS?



- Each incoming link is a “vote of confidence”
- SE's believe it reflects your site's importance and relevance
- Has non-SE benefits

NOT ALL LINKS ARE EQUAL



- **Things that Affect Link Importance:**
 - Popularity of linking site
 - Number of links on referring page
 - Referring site's content
 - The anchor text

HOW TO GET INCOMING LINKS



- Create quality content
- Get directory listings
- Request links
- Have a blog

CREATE QUALITY CONTENT



- Articles / White Papers
- Reports / Statistics
- F.A.Q.s
- How To's (especially video)

GET DIRECTORY LISTINGS



- Yahoo: <http://search.yahoo.com/dir>
- DMOZ: <http://www.dmoz.org>
- Business.com
- <http://www.directory-pages.com/>

GET DIRECTORY LISTINGS



- **Regional Guides**
 - (Google [your location] + “guide”)
- **Professional Directories**
 - (Google [your profession])
- **Professional Organizations**
 - (Chamber of Commerce, membership-driven organizations, etc.)

HOW TO REQUEST LINKS



- **Find who links to your competition**
 - link:www.yourcompetition.com
 - MarketLeap Link Popularity Check:
<http://tools.marketleap.com/publinkpop/>

ADVANCED TECHNIQUES



- **Blog Links:**
 - Links from your company blog
 - Comments/Trackbacks posted at other sites
 - Bribes (a.k.a. product samples)

LOCAL SEARCH



The screenshot shows a web browser window displaying a 'Listing Snapshot' for 'flyte new media' on the LocalDashboard platform. The listing details include the address '136 Commercial St, Portland, ME 04101' and phone number '(207) 871-7921'. A 'Listing Score' of 85% is prominently displayed, indicating the listing is 85% complete. The dashboard also shows status for major search engines: Google (claimed), Yahoo! (claimed), Best-Web (claimed), and Live Search (claimed). Navigation options like 'Back to Your Dashboard', 'Save This Listing to Your Dashboard', and 'Check Another Listing' are visible at the bottom.

BLOG DEFINITION



- What is a blog?
 - A simple content management system.
 - A multi-channel distribution service.
 - A Web site on steroids.

A SIMPLE CMS



Edit Post

flyte new media Becomes an FTW Sponsor

Permalink: <http://www.socialmediaftw.com/2009/07/flyte-new-media-an-ftw-sponsor/> Edit

Upload/Insert

Visual HTML



Although several companies and a couple of organizations have expressed interest in sponsorships and exhibitor booths, **flyte new media**, a Portland, Maine-based Web design and Internet marketing company, has stepped up and has become the first official sponsor of **The Social Media FTW Conference** this fall.

flyte new media is a Web design and Internet marketing firm that works with small businesses and entrepreneurial organizations that are looking to grow on the Web. **flyte** helps clients who need content management systems, e-commerce solutions and sites for marketing and promoting products and services. They offer [search engine optimization](#), [email marketing](#), [blogging](#) and [social media strategies](#).



If your business would benefit from getting in front of forward-thinking, entrepreneurial businesses and professionals, then consider becoming an exhibitor or sponsor for **The Social Media FTW Fall Conference**.

Path:

Word count: 133

Last edited by admin on July 27, 2009 at 11:56 am

MULTIPLE CHANNELS



WOOD BLOGS



WHY BLOG FOR SEO?



- A post is a page
- Inbound links are more likely
- Marketing automation
- Nimbler than a web site

BLOGGING PLATFORMS



- **Hosted:**
 - TypePad (\$5 - \$15/mo)
 - WordPress.com, Blogger (free)
- **Non-Hosted:**
 - Movable Type (prices vary)
 - WordPress (free)

BLOG DESIGN & BRANDING



- Own your domain
- Choose or design a complementary look
- Cross link, cross promote

BLOGGING QUESTIONS



- How do people find my blog?
- How often should you blog?
- How long should a blog post be?
- Is it OK to outsource your blogging?

WRITING BLOG POSTS



- **Anatomy of a great post**
 - Compelling, keyword-rich title
 - Focus
 - Link to your resources
 - Tag & categorize appropriately

DEALING WITH COMMENTS



- The Good
- The Bad
- The Spammy



PROMOTING YOUR BLOG



- **Increase your search visibility**
 - Create keyword-rich titles & posts
 - Create link-worthy content

CREATE LINK WORTHY CONTENT



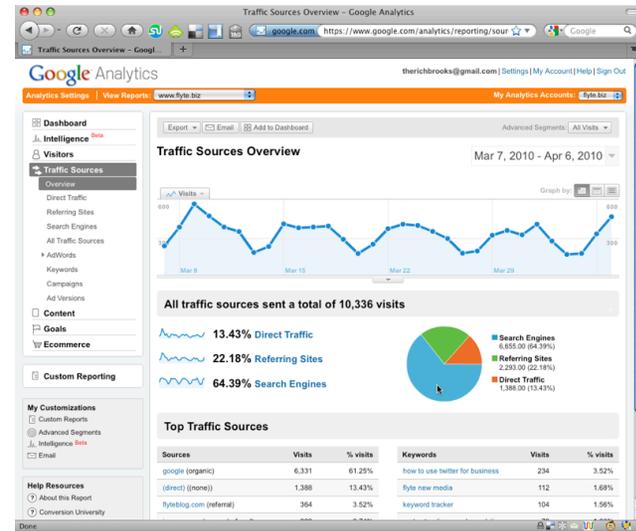
- **Create Linkbait**
 - List of blogs in your niche
 - How-To articles
 - Numbered Lists

DRIVING BUSINESS

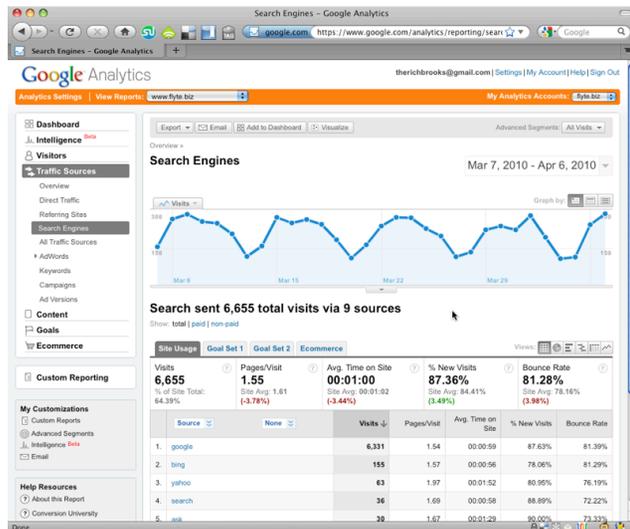


- Use your blog as a funnel
- Make your site easy-to-use
- Include calls-to-action

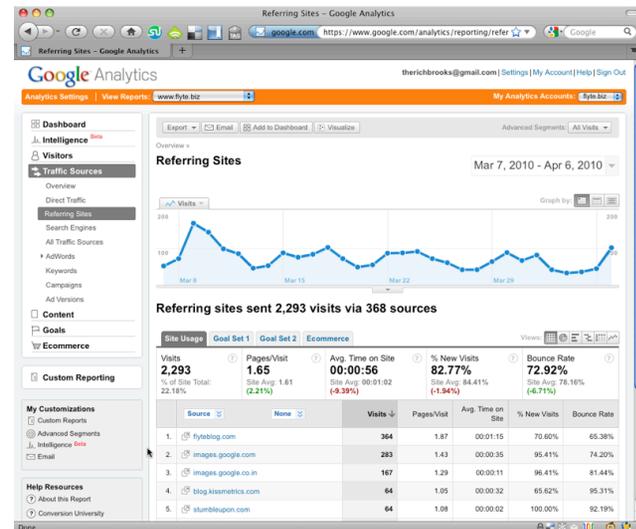
MEASURING SUCCESS



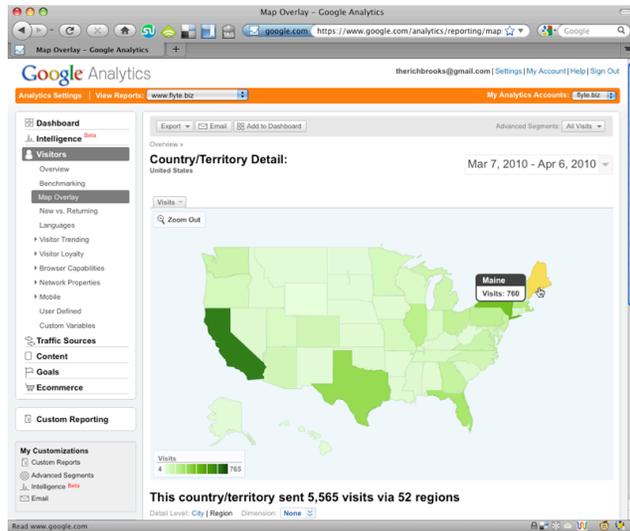
SEARCH TRAFFIC



REFERRING SITES



MAP OVERLAY



FINAL THOUGHTS



- Optimize your site with keyword and inbound links
- Use a blog for SEO & additional traffic
- Use calls-to-action to increase sales
- Measure, improve and repeat

THANK YOU



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