



What is SEO and How Can it Help Your Business?

Diversified Search Leaders Luncheon

October 5th, 2010

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Principal & Strategic Director



Why is Search Important?

- ***Over 167 Million Americans use Google monthly***
- ***Over ten billion individual search queries a month (all engines)***



The Search Process

- ***User types in keywords (like 'hotels in minneapolis')***
- ***Search engine attempts to reply with most relevant pages on internet***



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Advanced search

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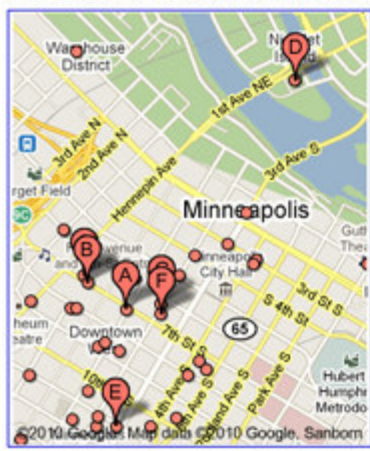
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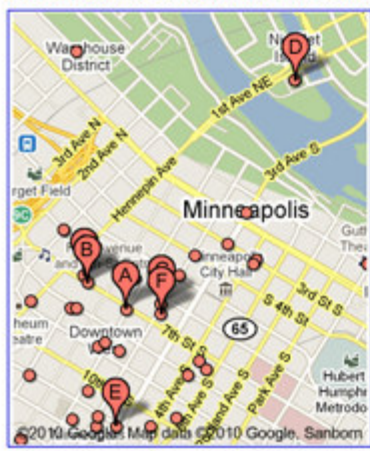
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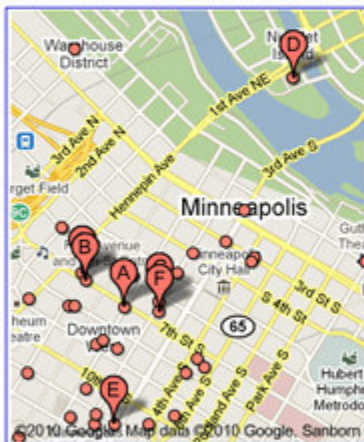
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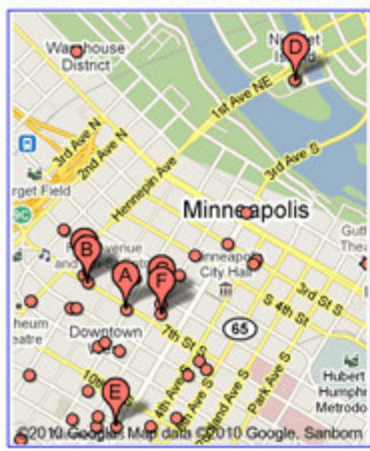
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Google Search Stories Video

Watch video:

<http://www.digitalthirdcoast.net/presentation-video.html>



What Keywords Can Tell You

- ***Different Types of Search: informational, navigational, commercial research, transactional***
- ***Different commercial potential for each type***



Keyword	Type	Value
'how to speak in public'	Informational	Low
'united airlines'	Navigational	Low
'hotels in minneapolis'	Commercial Research	High
'book flights from chicago to minneapolis'	Transactional	Highest



What is SEO?

- ***SEO: “search engine optimization”***
- ***Making sites seem valuable and relevant to search engines***
- ***Goal is to appear early and often***



How Does SEO Work?

- ***Research Process***
- ***On-Page Optimization***
- ***Off-Page Optimization***



How Does SEO Work?

- ***On Page Factors - How a search engine sees your site***
- ***Off Page Factors - How the rest of the internet interacts with your site***

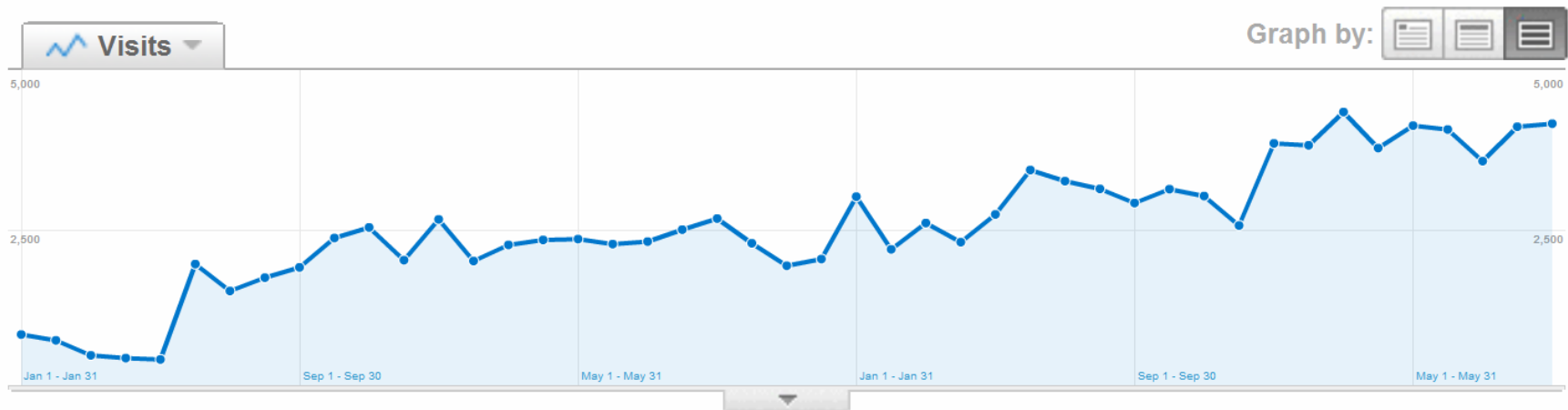


How Can SEO Help Your Business?

- ***Branding & Reputation Management***
- ***Traffic to Site***
- ***Marketing Multiplier***
- ***Tracking***
- ***'Free' Advertising***



Case Study: Software Training Company



Within 3 years, nine-fold increase in visitors



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Any Questions?

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