

The background is a complex, abstract composition of overlapping geometric shapes and patterns. It features a large, light-colored area with a blue line graph showing an upward trend. Below the graph, there are several rows of small, dark blue and brown trapezoidal shapes, resembling a keyboard or a data visualization. The overall color palette includes shades of blue, brown, green, and grey.

***Attracting Customers through
Web Marketing and Search
Engine Optimization***

by Anna Tulchinsky

22 February 2007

Helping You Attract Customers

Through Web Marketing and Search Engine Optimization

Anna Tulchinsky: Ph.D. Candidate, Linguistics (Semantics)

- Website: www.annatulchinsky.com
- Email: info@annatulchinsky.com
- Phone: (613) 231-6308
- Ottawa, Ontario, Canada



Agenda

1. **Introduction** - 5 min.
2. Understanding search engines - 5 min.
3. Outsourcing SEO - 5 min.
4. Do it yourself: SEO in 10 steps - 60 min.
5. Paid ad campaigns - 10 min.
6. What not to do - 5 min.
7. Q&As - 30 min.

Total: 120 min.

Introduction

Main Definitions



- **Web Marketing and Internet Marketing**
 - Paid Per Click (PPC) Campaigns
 - Purchased Advertisements (Banners)
 - Purchased Listings
- **Search Engine Optimization (SEO)**
 - Large Site (relevant content with repeated keywords)
 - Link Popularity (organic)
 - Tags, META tags, formatting styles
- **Main Goal:** It's all about attracting customers to your site and getting them to fill out a registration/purchase form.

Introduction (Cont'd.)

Short and Long Terms

- **Optimize your site “organically”, make it super user-friendly, build links**
 - One large project with minimal maintenance in the future
 - Lots of work (writing, site design)
 - Takes time
- **Enroll in Google’s AdWords and similar PPC campaigns of other search engines**
 - Continuous spending
 - Tracking, monitoring, and management (some work)
 - Quick results
- **Do both, by keyword priority**

Introduction (Cont'd.)

Why Do I Need SEO?

- **After all, 80-90% is NOT doing it..?**
Opportunity anyone?

- **But paid services are available..?**
It's a search engine tax

- **Are there real \$ benefits..?**

Huge lasting ROI

- High positioning on search engines
- Greater perceived expertise
- Incoming warm leads



ORDERS and SALES

Agenda

1. Introduction
2. **Understanding search engines**
3. Outsourcing SEO
4. Do it yourself: SEO in 10 steps
5. Paid ad campaigns
6. What not to do
7. Q&As

Understanding Search Engines



- The term **Search Engine** is often used to describe both search engines and directories (note that Yahoo is a directory)
- Search engines search **databases**, not directly W W W. Search engine databases are selected and built by computer **robot** programs called **spiders** (or sometimes **crawlers**)
 - Google's spider is called [Googlebot](#)
 - Yahoo's spider is called [Yahoo Slurp](#)
 - MSN's spider is called [MSNbot](#)
 - AltaVista's spider is called [Scooter](#)
 - Alexa's spider is called [ia_archiver](#)
- After spiders find pages, they pass them on to another computer program for **indexing**. This program identifies the text, links, and other content of the page and stores it in the search engine database's files so that the **database can be searched by keyword** and whatever more advanced approaches are offered, and the page will be found if your search matches its content. When you search the web using a search engine, **you are always searching a somewhat stale copy of the real web page**. When you click on links provided in a search engine's search results, you retrieve from the server the current version of the page.

Understanding Search Engines (Cont'd.)

Important Notions for Site Optimization:

- **Ratio (metrics)**
 - Keywords per page
 - Words per page
 - Tags per page, etc.
- **Category**
 - Classification system (based on dmoz.org)
 - Category
 - Sub-category
- **Hierarchy**
 - Conceptual (URL, menu items, file names, etc.)
 - Contextual (header, subheader, bullets, etc.)
 - Spatial (how high on the page)



Understanding Search Engines (Cont'd.)

You need to please search engines, primarily [Google](#) .
Search engines care about *'relevancy' and 'expertise'*

Keywords +

- Amount of information with (# of pages, page
- Frequency of
- Positioning (how high)
- Page Title tag and META tags

Related links +

- Incoming (from other sites to your site)
- Outgoing (from your site to other sites)
- [Internal](#) (within page, within site)



Synonyms and grammatical variations (concept-based) +

Agenda

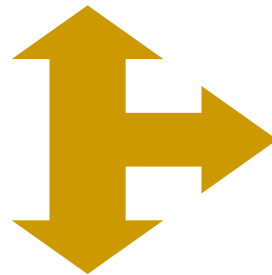
1. Introduction
2. Understanding search engines
3. Outsourcing SEO
4. Do it yourself: SEO in 10 steps
5. Paid ad campaigns
6. What not to do
7. Q&As

Outsourcing SEO

Factors to Consider

Good News:

- SEO is relatively new, so your competition is probably not doing it *yet*
- Not technical, no secrets, surprisingly limited in nature
- Once you do it right, the results will stay with you for years

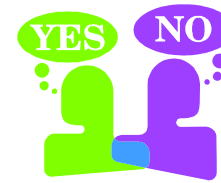


Bad news:

- A lot of **leg work** (depending on the competition)
- **Synchronization** across departments, Intellectual Property issues
- Designated person with first-hand **successful experience** is required

Outsourcing SEO (Cont'd.)

What is Required?



- **First-hand knowledge and successful experience is required**
 - Person who's done it before for others
 - Successful SEO expert with a certain level of authority working with various teams
 - Designated person with a *full-time commitment* to an SEO project



Outsourcing SEO (Cont'd.)

Should I hire an SEO Consultant?



- **You will get an expert opinion** from a person NOT reporting to you. Are you interested?
- **You will get results quicker** due to a retainer-based payment schedule
- **You will get better results**, because expert's livelihood depends on your referral



Outsourcing SEO (Cont'd.)

Should I outsource SEO?

- **Yes**, you should! **Unless**:

- You are the boss,
and
- You have successfully done it before,
and
- You are prepared to do it yourself (or hire an SEO consultant to work in-house and closely monitor the process)



But in any case, you should know what's involved!

Agenda

1. Introduction
2. Understanding search engines
3. Outsourcing SEO
4. **Do it yourself: SEO in 10 steps**
5. Paid ad campaigns
6. What not to do
7. Q&As

Do it Yourself: SEO in 10 steps



1. Define your business category and outline potential keywords
2. Conduct rigorous competitive analysis
3. Define your keywords and key phrases
4. Create a clever navigation structure: modular and scalable
5. Optimize each individual page on your website
6. Create a large website
7. Synchronize your design and formatting style across entire site
8. Create as many links as you can
9. Add content to your website regularly
10. Follow industry news and monitor changes

Do it Yourself: SEO in 10 Steps

Step 1: Define Your Business Category and Outline Potential Keywords

- Make sure you select the right category
 - Type your most desired keywords and add 'dmoz' (check one by one)
 - Follow a number of paths to arrive at ONE most suitable category (or sub-category)
 - Check sub-subcategories, click through available listings, write down keywords used
 - Go to Google and use their free keyword selection tool at <https://adwords.google.com/select/KeywordSandbox>; write down potential keywords in the order of priority

Do it Yourself: SEO in 10 Steps

Step 2: Conduct Rigorous Competitive Analysis

- **List your main competitors one by one** (often, 3-9 companies)
- **Check their 'Title' tag and 2 main 'METATAGS'**. Point to the text area on a given page, right click, select 'View Source' and scroll to the very top of the page.
 - Find page Title tag: `<title>`This is what you need to record. This is the most important tag.`</title>`
 - Find description Metatag: `<meta name="description" content="This is where you would pay attention">`
 - Find keyword Metatag: `<meta name="keywords" content="This is where you would pay attention">`
- **Check what keywords they buy on Google's AdWords**
 - Google company name or URL (domain name), look at the purchased ads on the right.
- **Google each of the keywords your competition pays for** (or use tools)
 - Record market value – # of search results, often in millions (M)
 - Record competition positioning – **2:4** stands for 'page 2, link 4'
 - Record your positioning
- **Google what you think would be *your* most desired key phrases**
 - Record market value
 - Record competition positioning
 - Record your positioning

Do it Yourself: SEO in 10 Steps

Step 2: Conduct Rigorous Competitive Analysis (Cont'd.)

- Review your main competitors' websites one by one
- Check to see if their main keywords (remember tags and Google's AdWords?) are indeed reflected in:
 - File names
 - Headers, Subheaders
 - Bookmarks
 - **Page copy** (i.e. content), and
 - Links
- Write down any new applicable keywords and key phrases you may come across



Do it Yourself: SEO in 10 Steps

Step 2: Conduct Rigorous Competitive Analysis (Cont'd.)

Record all pluses and minuses (use my template, if you wish):

- Do they have proper Title tag and Metatags? (most important: Title tag)
- Do they have a lot of copy (i.e. content)?
- Is their copy keyword-rich? Do they use Header tags with keywords?
- Do they have a lot of relevant links coming and going? Do they interlink pages? Do they have a Site Map?
 - To check incoming links, use this free service:
<http://www.linkpopularity.com>
<http://www.marketleap.com>
 - To check outgoing links, it helps to review pages manually. It will also give you a good idea whom they are affiliated with. To analyze their pages (and your own) for links and other factors, use this excellent free tool: <http://webxact.watchfire.com/>
- What does the registration page ask for? (if any)
- Is their navigation structure user-friendly?
- Do they “belong”? Is their website appropriate?
 - **Colors, design and style:** B2B **vs.** consumer-oriented
 - **Ways of delivering information:** large **vs.** small company
 - **Customer focus:** look at us **vs.** look at what we do for customers

Do it Yourself: SEO in 10 Steps

Step 3: Define Your Keywords and Key Phrases

- Make sure you know your category and that it's the right one
- Scrutinize your website the same way you did your competition (hire an outsider)
- From the list you've compiled using <https://adwords.google.com/select/KeywordToolExternal> and based on the results of your competitive analysis, select and decide on **5-10 most important** key phrases (within your business category) and write down 20-30 synonyms and grammatical variations in the order of priority.

Do it Yourself: SEO in 10 Steps

Step 3: Define Your Keywords and Key Phrases (Cont'd.)

EXAMPLE I: PulseHR

Desired keywords:	Healthcare jobs	17M*
Large competitors use:	Nursing jobs	9M
	Biotechnology jobs	11M
	Biotechnology companies	6M
Possible keywords:	Healthcare jobs in Canada	3M
	Medicine jobs in Canada	3M
	Nursing jobs in Canada	2M
	Biotechnology jobs in Canada	1M
	Foreign nurses**	2M
	Recruitment of foreign nurses	1M
	Biotech companies in Canada	3M
	Biotechnology companies in Canada	2.5M
Selected keywords:	All of the possible ones, plus Licensing for foreign nurses Work permit for foreign nurses	

* Number of search results returned by Google, in millions (M)

** Not really desired, but good to have.

Do it Yourself: SEO in 10 Steps

Step 3: Define Your Keywords and Key Phrases (Cont'd.)

EXAMPLE II: Software Company

Desired keywords:	Source code analysis	20M*
Competition used:	Automated code analysis	2M
Possible keywords:	Automated software analysis	2M
	Automated defect detection	2M
	Automated source code analysis	3M
Selected keywords:	All of the possible ones, plus a few others	

* Number of search results returned by Google, in millions (M)

- **NOTE:** Word order does matter, but don't be too obsessed with it, as long as your key phrases are repeated consistently throughout the site

Do it Yourself: SEO in 10 Steps

Step 4: Create Clever Navigation Structure

- Arrange your menu items logically (modular & scalable). Incorporate redundancy and repetition.
 - 5-9 items for the first-level menu (one word: About, Contact, etc.)
 - 5-7 items for the second-level menu (two-three words: Areas of Expertise, Management Team, etc.)
 - 5-7 items for the third-level menu (use your main keywords: Automated Software Defect Detection; Weddings in the Ottawa area; CRM software for Hedge Funds)
- Make sure one menu bar stays permanently (single point of reference for users) or provide a path on each page: [Home](#) > [Company](#) > [Products](#). Many websites do both, to make it super convenient for users.
- Make sure your contact information is available from every page
- Interlink your pages ('Site Map' as well as links to and from various pages within site, using keywords)
- Include a registration form for downloads and contests. Use drop-down menus or check boxes for selection choices, where possible. This will later allow you to sort and search data. **Important:** This is when you pre-qualify leads and collect valuable marketing information.

Do it Yourself: SEO in 10 Steps

Step 5: Optimize Each Individual Page

- Your selected keywords and phrases should be incorporated through:
 - **Domain name** (only if possible)
 - **Second- and third-level menu items** (often only third)
 - **File names** (rename to include keywords, use underscore)
 - **Page content:**
 - Title tag and 2 METATAGs: Description and Keywords (including pages for 'print')
 - Headings with keywords
 - Subheadings with keywords (repetition is appropriate)
 - Bookmarks with keywords
 - Outgoing links (weave in keywords, not simply "click here")
 - Links to other pages on your websites, aim at creating multiple loops (scatter white papers, product demo announcements, surveys invitations, and other 'calls for action' on selected pages where it maybe appropriate). Place a summary paragraph containing keywords underneath each link. Do not forget a 'Site Map' on each page(if possible, do not use 'include' files).
 - **Bolded** keywords throughout the page (repeat exactly or as close as possible 10 times per page)
 - **Have at least 500 words of content on each page, repeating keywords, their synonyms and grammatical variations. The more content per page the better.**
 - Use formatting styles, such as tables, bullets, *italics*, **colors**, icons, images)
- For your most important keywords, create 2-3 large pages per keyword and optimize properly (lots of keyword-rich content, pdfs, and links)

Do it Yourself: SEO in 10 Steps

Step 5: Optimize Each Individual Page (Cont'd.)

EXAMPLE I: PulseHR.com: Employers > Recruit > **Foreign Nurses**

```
<head>
```

```
<title>PulseHR: Recruitment of Foreign Nurses</title>
```

```
<meta name="description" content="PulseHR is a recruiting agency specializing in recruitment of foreign nurses into the United States, Canada, and the United Kingdom">
```

```
<meta name="keywords" content="recruitment of foreign nurses in USA, foreign nurse recruitment, foreing nurse recruitment, foreign nurses to Canada, foreign RNs, recruitment of foreign RNs, recruit foreign nurses, hiring foreign nurses, hiring international nurses, international nurses, international recruitment of foreign nurses, requirements to recruit foreign nurses, nursing immigration, employment based immigration of nurses, immigration of foreign nurses, foreign nurses immigration">
```

```
<meta name="robots" content="noarchive">
```

```
<meta name="Googlebot" content="noarchive">
```

```
/<head>
```

Do it Yourself: SEO in 10 Steps

Step 5: Optimize Each Individual Page (Cont'd.)

EXAMPLE II: Software Company.com: Focus Areas > **Defect Detection/Prevention**

```
<head>
```

```
<title>Company Name: Automation of defect detection and defect prevention in software development </title>
```

```
<meta name="description" content="Company Name provides automation technology for defect detection and defect prevention, such as code defects, structure defects, security defects, source code review, code analysis as well as design analysis and design modeling, including code refactoring and rearchitecturing.">
```

```
<meta name="keywords" content="defect detection, automated defect detection, code defects, structure defects, security defects, source code analysis, code review, code inspection, code analysis, automated defect detection technology, design analysis, design modeling, automation of defect detection, defect prevention, automated detection of defects, detection of defects in code, automated defect detection technology, source code defect detection, automation of code review, automation of code analysis, source code analysis, automation of code inspection, source code inspection, automated code analysis, code re-factoring, code re-architecturing, automation of code refactoring, automation code rearchitecturing, automation of design analysis">
```

```
<meta name="robots" content="noarchive">
```

```
<meta name="Googlebot" content="noarchive">
```

```
</head>
```

Do it Yourself: SEO in 10 Steps

Step 6: Create a Large Website

- **Modular and scalable navigation structure**
 - For the first-level menu items, use broad terms to enable flexibility ('Technology' vs. 'Technology Description'; 'Contact' vs. 'Contact Us'; 'Services' vs. 'Customer Support')
 - Plan for menu items and pages to be added easily, without re-structuring or disturbing logic
 - Incorporate **redundancy and repetition** in your structure (create 'Products' and 'Solutions', and 'Technology', and 'Services'. Repeat content, changing perspectives and focus).
- **Long pages are ranked higher (but they are not always appropriate)**
 - Use bookmarks with keywords
 - Use Header and Sub-header tags repeating keywords
 - Where long pages can't be used, use multiple shorter pages and try incorporate more links stuffed with keywords
- **Re-use information in various formats**, such as 'print this page' in HTML format (do not forget to include METAs); provide PDF duplicates where appropriate, etc. (do not overdo, use only for "descriptive" pages).
- **Produce newsletter and store it on your website in 'Archives'** (this is where a long page would be perfectly appropriate).
- **Create multiple "descriptive" pages** (Industry Overview, Market Overview, Technology Description, Blogs, etc. – they will also contribute to your reputation and increase "perceived" expertise)

Do it Yourself: SEO in 10 Steps

Step 7: Synchronize Design and Formatting Style Across Entire Site

- **Implement smart design and coding principles**
 - Best not to use frames.
 - If frames, pop-up windows or any other dynamic content is present, add proper tags and script to allow search engines to “see” what’s inside. To find out which tags to include, see ‘Tags’ in ‘[Resources > SEO Glossary](#)’ on my site.
 - Do not place Java script between `<head>.... </head>` tags, even though it is somewhat against proper coding style. Place it right below `</head>`.
- **Use consistent color scheme & fonts**
 - Define your style, colors & fonts together with keywords (use .CSS file)
 - Use Header tags, **bold**, *italics*, **color**, bullets, but be consistent and do not overuse
 - Preserve page layout and style from page to page
- **Create a uniformed and appropriate style**
 - Have fancy tables and stylish GUI, where appropriate
 - Make sure the look-and-feel of your site is “appropriate” for your business (restaurant vs. software development company) and that it fits the “mentality” of your customers (nurses vs. chip designers)
 - At the very least, try not to be “annoying” with Flash and blinking. Try to “belong” to your field.

Do it Yourself: SEO in 10 Steps

Step 8: Create as Many Links as You Can

- Create a 'Site Map' and interlink various pages within your site, creating new pages and connecting them in loops (repeat most important keywords)
 - Examples of optimized pages:
 - <http://www.hotelclub.com/Specials.asp>
 - <http://realtravel.com/tagmap-x1570532.html>
 - <http://www.pulsehr.com/CompanyList.asp>
 - <http://www.pulsehr.com/Resources.html>
- Create bookmarks as often as possible (repeat most important keywords)
 - Bookmark is a hyperlink to a reference located on the same webpage
 - <http://www.pulsehr.com/Resources.html>
- Register in free government and industry directories (local, global)
- Purchase ads on related reputable websites
- Place links to others (create 'Resources' or 'Technology Library' section on your website and reference large reputable sites in your industry, such as professional associations, standards organizations, academic institutions, forums, online magazines, etc.)
- Create Blogs (may not always be applicable)
- Provide an RSS news feed on topics most relevant to your business
 - RSS stands for 'Rich Site Summary' or 'RDF Site Summary', but you often see it being decoded as 'Real Simple Syndication'. It is a format for distributing and gathering content from sources across the Web, including newspapers, magazines, and blogs).

Do it Yourself: SEO in 10 Steps

Step 9: Add Content to Your Website Regularly

- Industry and Market News with Keywords
- Company News with Keywords
 - Tradeshows
 - Surveys
 - Contests
- Press Releases with Keywords
- Newsletters with Keywords
- White Papers and Technology Notes with Keywords (include an abstract with keywords; request registration)



Do it Yourself: SEO in 10 Steps

Step 10: Follow Industry News

- Read the founding fathers:
 - Google, dmoz.org, Yahoo!, and MSN
- <http://www.searchguild.com/> - search engine optimization forum recommended by Sergey Brin himself (Sergey Brin is one of the two founders of Google)
- <http://www.highrankings.com/advisor.htm> - an excellent free newsletter with over 100,000 subscribers. It is also quite entertaining.
- www.marketleap.com - lets you compare the popularity of your site (measured in number of links) against three other sites, or verify how well your chosen keyword combination ranks in the various search engines.
- www.wordtracker.com - identify how often your keywords are being searched for and also how many other sites use the same keywords. They offer a free trial.
- <http://www.1stchoicewebhost.co.uk/php-script-hosting.htm> - provides unbelievable links! All you need to build a professional website with dynamic content in a matter of minutes (if you are a techie, of course).
- For more useful links and SEO tools, See '**Resources**' on my site.

Agenda

1. Introduction
2. Understanding search engines
3. Outsourcing SEO
4. Do it yourself: SEO in 10 steps
5. **Paid ad campaigns**
6. What not to do
7. Q&As

Paid Ad Campaigns

- Enroll in Google's **AdWords** campaign (ask Google to do it for you or hire a consultant)
- For large sites, enroll in **Google AdSense**. You allow Google to place keyword ads on specific pages on your site and share the revenue. Decide, if it is appropriate for your business.
- **Overture** and other Paid Per Click (PPC) campaigns, similar to AdWords:
 - <http://www.content.overture.com/d/USm/ac/index.jhtml>
 - <http://inventory.overture.com/d/searchinventory/suggestion/>
 - <http://uv.bidtool.overture.com/d/search/tools/bidtool/>
- Purchase ads and links on large, reputable websites in your industry (do not use unrelated links)
- Pay renowned experts to write about your area of expertise (not necessarily about your products) and give them permission to cite your company as a case study in their future publications

Agenda

1. Introduction
2. Understanding search engines
3. Outsourcing SEO
4. Do it yourself: SEO in 10 steps
5. Paid ad campaigns
6. **What not to do**
7. Q&As

What Not To Do

Google is nice! But here are a few NO-NOs:

Or else, your site maybe removed from Index, and it may take months to get it back (they now give you a warning first)

- Do not hide keywords by using same color of text and background (e.g. white on white)
- Do not repeat exact same keywords in a row a number of times (more than twice)
- Do not create mirror sites (also known as doorway sites) or 100% duplicate sites/pages parked under different URLs
- Do not use spam companies to build link popularity
- Do not link your website to unrelated websites
- Do not cheat in some other creative ways (those guys are smart!)
- Do not panic, if your website suddenly appears a few pages lower than it used to be, after you've put additional work in it.
- Do not hire strangers to submit your site to 'multiple' search engines. All you need is to submit your site (your home page only, but make sure it has a link to your 'Site Map') to the following **four destinations**:
 - [Google](#)
 - <http://dmoz.org> (human-reviewed directory, read their instructions carefully, submit only when your site is fully ready)
 - [Yahoo! Search](#) (use your login to Yahoo! email)
 - [MSN](#) search (requires you to type displayed characters)
- Finally, **never** sacrifice quality of your text for the sake of including more keywords or links (instead, add more pages)

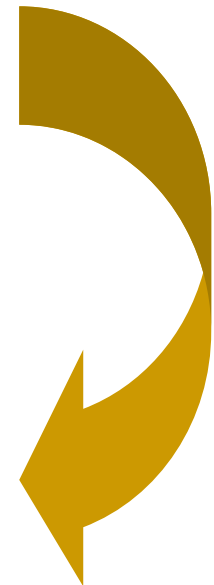
Do it Yourself: SEO in 10 Steps

DO IT RIGHT!



1. Define your business category and outline potential keywords
2. Conduct rigorous competitive analysis
3. Define your key phrases
4. Create clever navigation structure: modular and scalable
5. Optimize each individual page on your website
6. Create a large website
7. Synchronize your design and formatting across entire site
8. Create as many links as you can
9. Add content to your website regularly
10. Follow industry news and monitor changes

**EXCELLENT VISIBILITY! GREAT WEBSITE!
INCOMING WARM LEADS!**



Agenda

1. Introduction
2. Understanding search engines
3. Outsourcing SEO
4. Do it yourself: SEO in 10 steps
5. Paid ad campaigns
6. What not to do
7. Q&As

Anna Tulchinsky:

Helping You Attract Customers through SEO

Thank you!

