



SEO Training 101

How to Make Search Engines Work For You:
“The Beginner’s Fast Track”

Features Presenter:

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Before We Start

Event Recording

- Webinar is being recorded
- Email to webinar, slides, Q&A on Tuesday
- Summary Q and A paper

Questions

- Please ask questions in question panel
- Post questions on Twitter to:
@Pinpointe, @JonRognerud

Please share! Twitter, LinkedIn, ...

For Today's Attendees

- **Jon Rognerud:**

- Drawing for Free copy of "Ultimate Guide to SEO" book
- SEO Tips: www.jonrognerud.com

- **Pinpointe:**

- Free - 1 month Service (\$42 ~ \$500 value)
- <http://www.pinpointe.com/get-started>
- Coupon code: **PPTWEBNR** (Limited Time)

About Pinpointe

- “Business Class” Email Marketing
- 6,000+ companies using Pinpointe platform
- Mid-Sized businesses – “B2B” and “B2C”
- “SEO + Email Marketing = Results!”

*“Pinpointe is like Constant Contact on steroids!”
– Pinpointe customer*

About Jon Rognerud

- Business / SEO consultant for small and large companies (Yahoo, Microsoft)
- Author of several SEO books, quoted industry expert
- Trainer/Coach, Small Business Marketing Expert
- Blog at www.jonrognerud.com
DFY Services: www.chaosmap.com

Jon Rognerud Presents:

YAHOO!

TheStreet.com

Entrepreneur

OPEN

NETWORKWORLD

PCWorld

bMighty
.com

USA TODAY

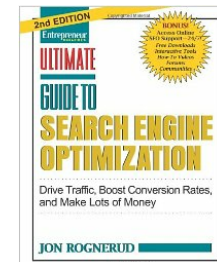
The New York Times

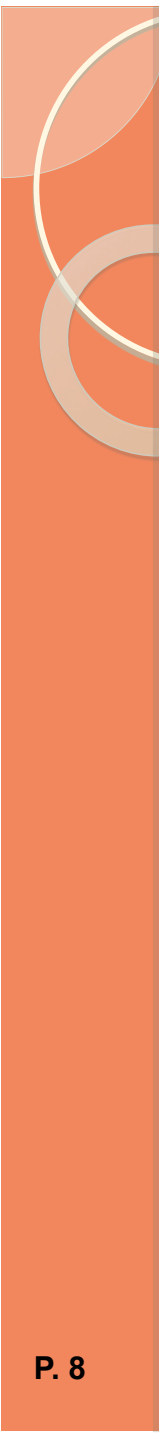
Assumptions for this Webinar

1. You're new to SEO
2. You have a website
3. Marketer interested in better SEO results
4. Your focus on this presentation for the next hour...(please turn emails, phones, kids, etc "off") 😊

What you will Learn

1. What search engines are all about
2. Top ranking factors and the SEO framework
3. The big 4 myths of SEO
4. Actionable tips to rocket your website up in search engines listings – FAST!
5. PLUS – a **Give Away** bonus of my SEO book, shipped to you for FREE.



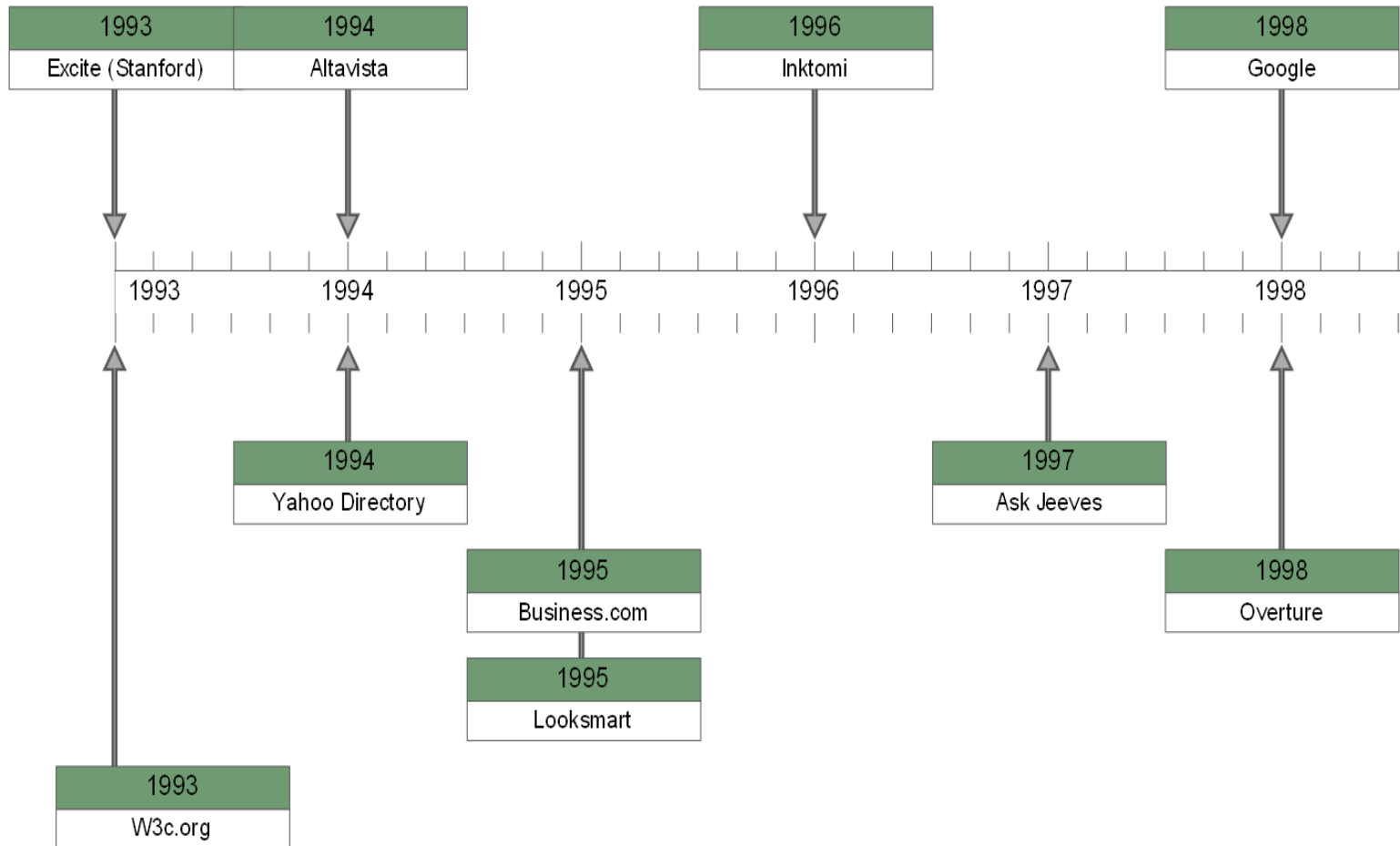


Question:
Do you think SEO
will work for your
website?

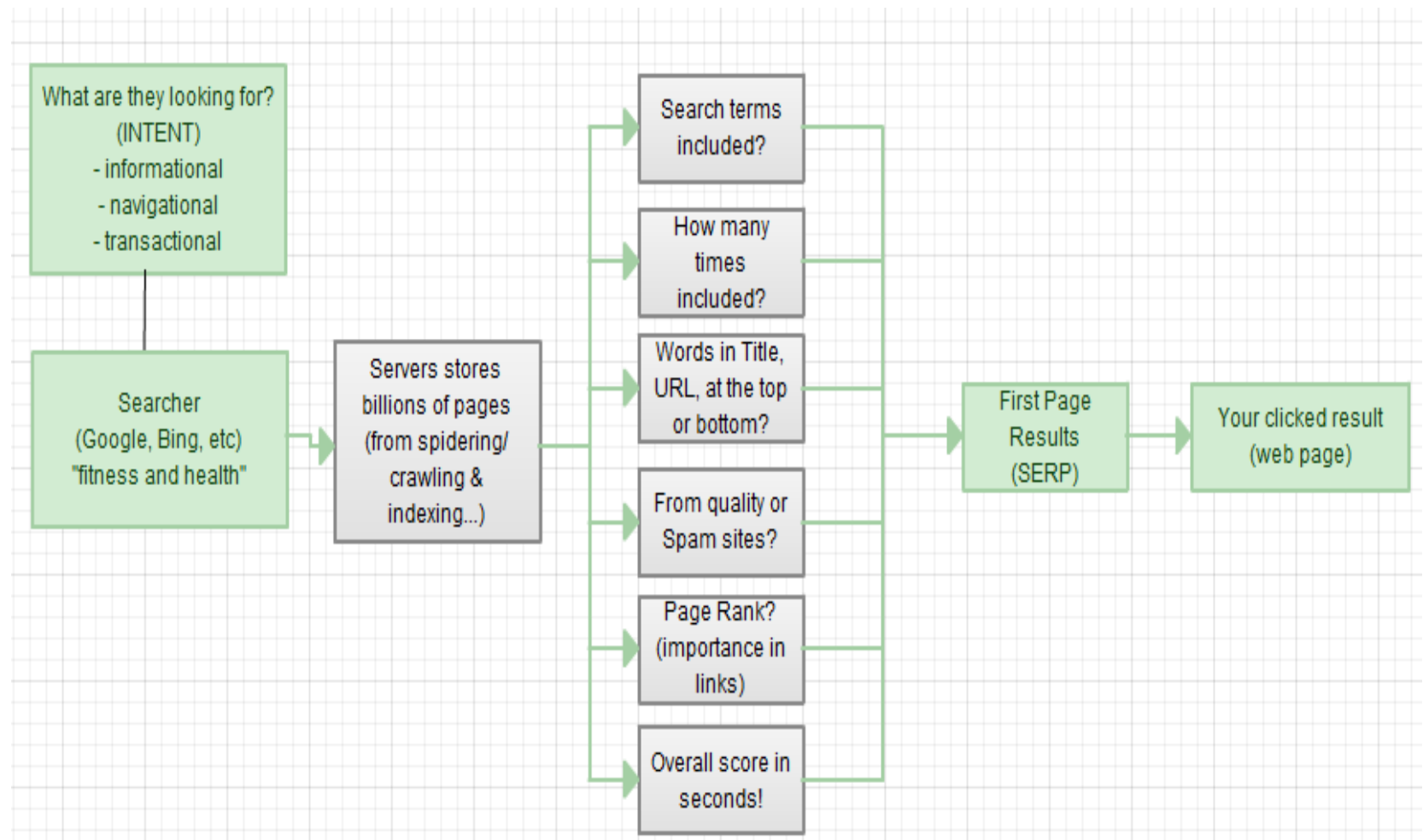
Is This You?

- Tried keywords research, adding to pages... limited results
- Done *some* work with SEO, but not enough traffic to make it worthwhile...
- Never tried / don't understand SEO. Maybe think Social Media is better...
- Not a techno-geek. Think you have to become one to be successful, so you give up...

Fast Forward – Recent Timeline



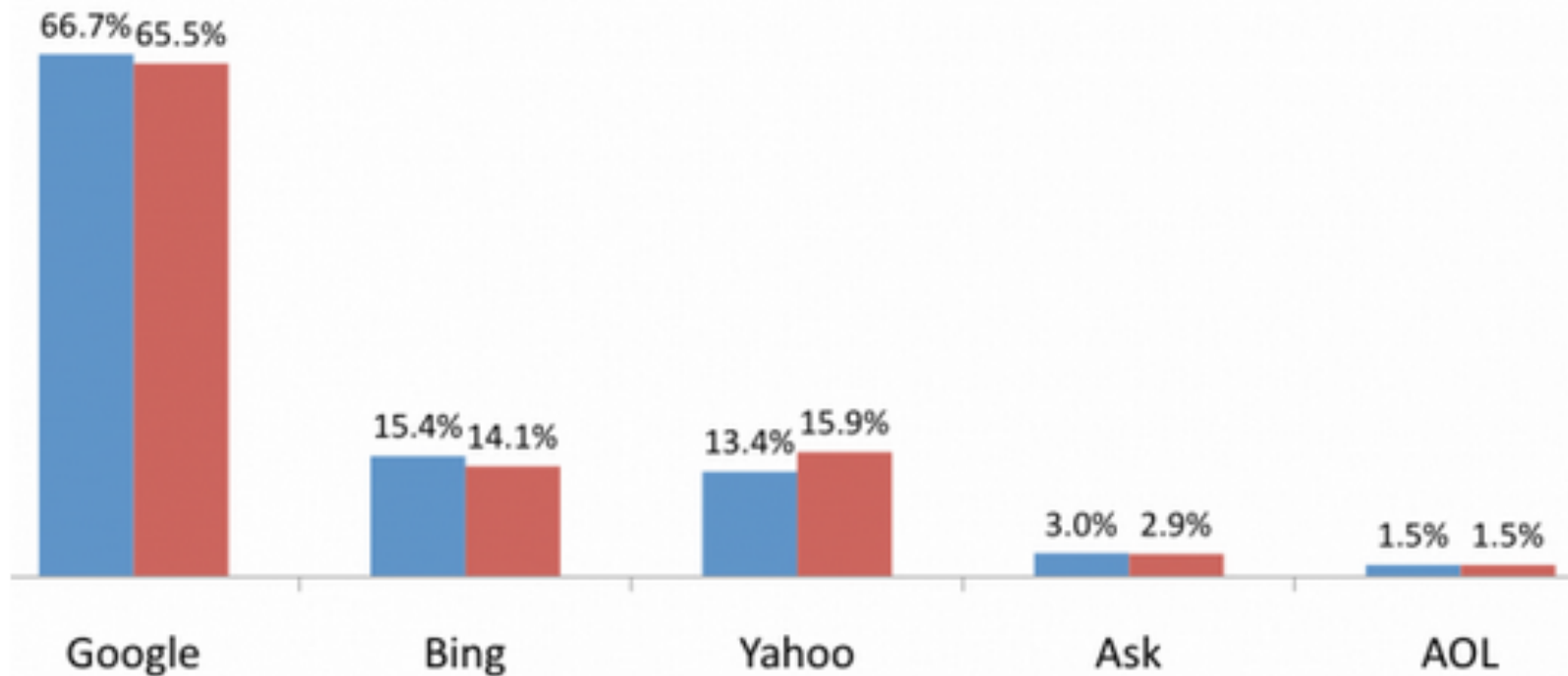
How Search Engines Work



Search Engine Market Share

Search Market Share (US)

■ 12-May ■ 11-May



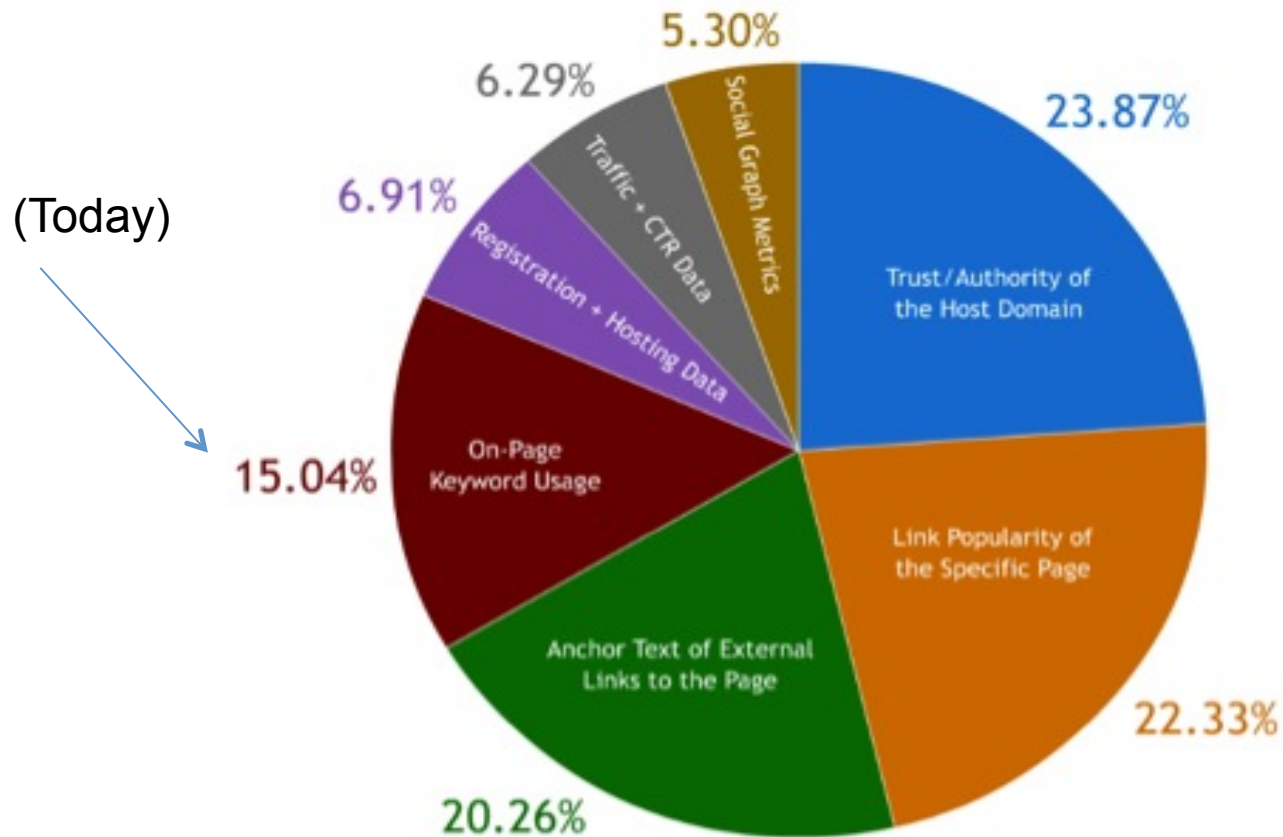
What is SEO, “organic”, “natural”?

The screenshot shows a Google search for "baseball cards". The search bar contains "baseball cards" and the search button is visible. Below the search bar, there are tabs for "Web", "Shopping", "News", and "Books". The search results are displayed in a grid format. On the left side, there are organic search results, including "Baseball Card | Value Price Guide | Selling Cards Worth" from CardPricer.com, "Baseball Cards Only - The Ultimate Card Shop on the Web!" from bbonly.com, and "Baseball Cards 1887-1914" from a Library of Congress site. On the right side, there are sponsored links, including "Sell Your Baseball Cards" from kityoung.com, "Get Baseball Cards" from baseballboss.com, "Baseball Cards" from eBay.com, "No Reserve Sports Auction" from bidonsports.net, "Buy Baseball Hobby Boxes" from DACardWorld.com, "Baseball Display Cases" from displaygifts.com, and "Charm City Baseball Cards" from charmcitycards.com. The text "Organic Search" is overlaid on the left side of the screenshot, and "Paid Search, AdWords" is overlaid on the right side.

SEO Ranking Factors

Components of Google's Ranking Algorithm

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



4 Big SEO Myths

- Site submission = Guaranteed Top Spot in Google/ Other Engines
- The Right Keywords = Page #1 Ranking
- High Page Rank* = Instant Top Placement
- Lots of Links = Top / First Page
- * (Google's voting system of links/trust)

Your Website Found in HERE?

Search Volume:

- 1 trillion urls seen on the web (one thousand billion urls!)
- 1 billion searches Day (Google)
- 1 million spam pages created each hour (people try to cheat – A LOT!)

SEO Insight: Be Search Friendly

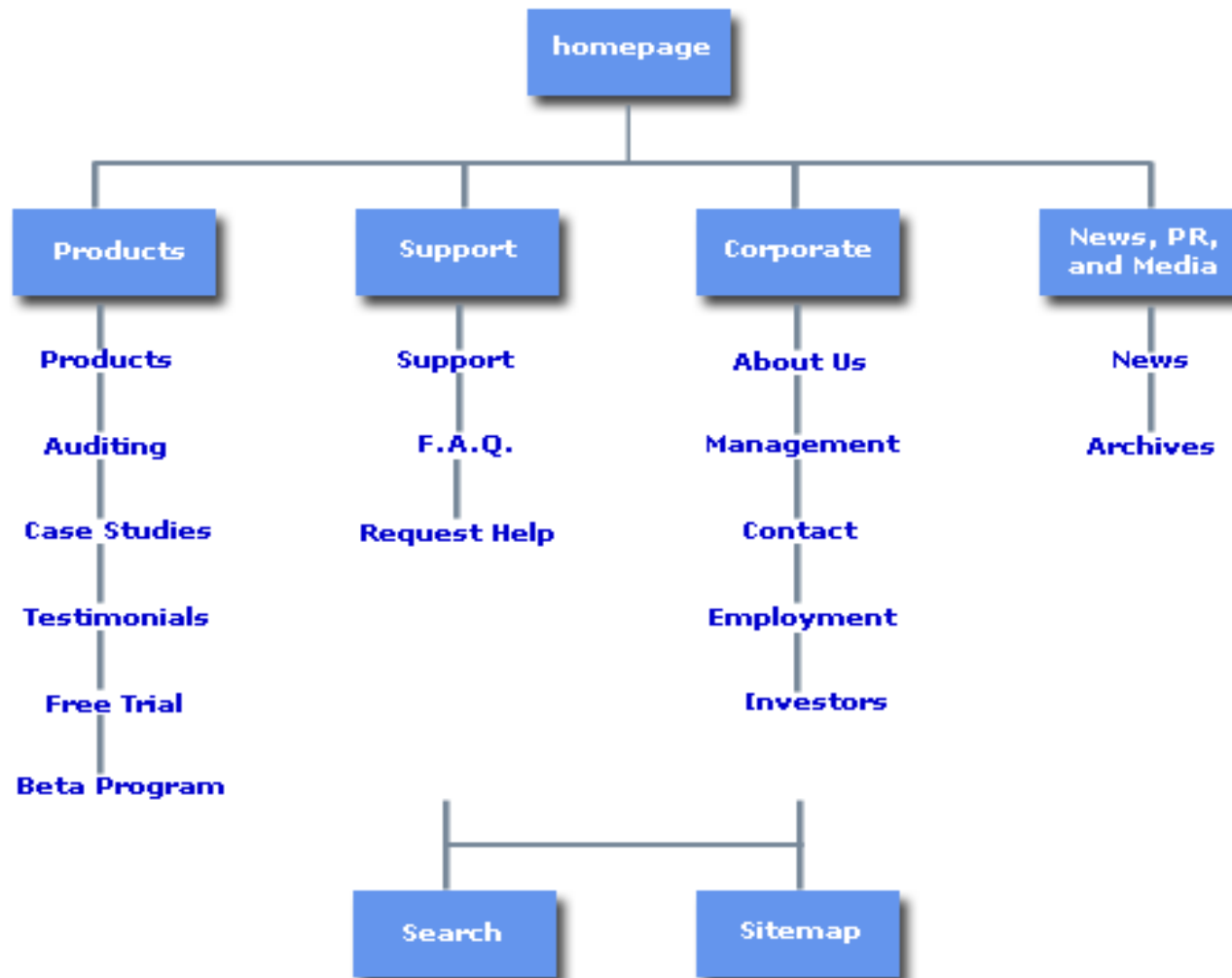
- Make website crawl-able by making sure each page can be reached via a link
- Manage 'robots.txt'
 - Create a 'robots.txt' file and place in root of site

- Example:

```
User-agent: *  
Disallow:
```

- Add a Sitemap
- Standard HTML only (search engines read text)
 - not Ajax, Flash, ActiveX

Sitemap Outline - Example



SEO Insight: Tag Optimization

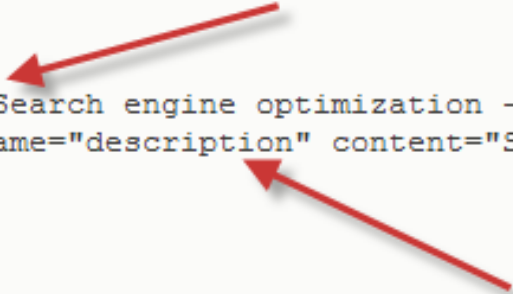
Pages should have clear titles and description:

```
<html>

<head>
<title>Search engine optimization - Wikipedia, the free encyclopedia</title>
<meta name="description" content="Search engine optimization (SEO) is the..." />
</head>

<body>
</body>




</html>
```




OUTPUT IN SEARCH RESULTS:

[Search engine optimization - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Search_engine_optimization)
en.wikipedia.org/wiki/Search_engine_optimization
Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in a search engine's "natural," or un-paid ("organic" or ...

Tag Parameters ... In Numbers:

	Title Tag Max Display Length	Meta Description Max Display Length	URL Max Display Length
	66-69 Characters	156-158 Characters	75-92 Characters
	67-72 Characters	176-184 Characters	91-94 Characters
	64-65 Characters	164-190 Characters	65-80 Characters

Check Title/Descriptions in Google



site:http://www.lopezphysicaltherapy.com

About 167 results (0.14 seconds)

Site: (Your website domain here)

Google promotion

[Try Google Webmaster Tools](#)
www.google.com/webmasters/
Do you own <http://www.lopezphysicaltherapy.com>? Get indexing and ranking data from Google.

[Lopez & Associates Physical Therapy and Sports Rehabilitation ...](#)
www.lopezphysicaltherapy.com/
Lopez Physical Therapy 1-on-1 person care. You deserve the best, to get better faster, and with fewer treatment visits. Call (310) 798-8899.

[Location - Lopez & Associates Physical Therapy and Sports ...](#)
www.lopezphysicaltherapy.com/location
Lopez & Associates Physical Therapy and Sports Rehabilitation 1426 Aviation Blvd., Suite 204. Redondo Beach, CA 90278. Phone: (310) 798-8899. Fax: (310) ...

[Printable Version - Lopez & Associates Physical Therapy and Sports ...](#)
www.lopezphysicaltherapy.com/print/home
Welcome to Lopez & Associates Physical Therapy and Sports Rehabilitation. From our Redondo Beach CA location, we provide physical Therapy for Manhattan ...

SEO Insight: Keywords on Page

- Keywords in “Titles” & “Descriptions”
- Use text, not images with text. Add keywords.
- Think: What users will type (synonyms)?
- How to describe something?
 - EXAMPLE: headsets, headphones, earphones...
- Use sentences that includes all keywords, synonyms
- **Example next: Free, powerful keyword tool**

SEO Insight: Keywords

keywords

Type into Google:
"keywords"

100 personal results. This is a limited preview. Upgrade to Google+

[Google AdWords Keyword Tool](https://adwords.google.com/o/KeywordTool)

<https://adwords.google.com/o/KeywordTool>

Enter one **keyword** or phrase per line to see what related word searches your ad will show on.

3,367 people +1'd this

Select this option

SEO Insight: Find Keyword Ideas

Find keywords

Based on one or more of the following:

Word or phrase **Enter keywords/phrases**

Website

Category

Only show ideas closely related to my search terms ?

Advanced Options and Filters

Results Here:

Save all **Search terms (0)**

Save all **Keyword ideas (800)**

Keyword	Competition	Global Monthly Searches <small>?</small>	Local Monthly Searches <small>?</small>
<input type="checkbox"/> [search engine optimization] ▾	High	74,000	33,100
<input type="checkbox"/> [search engine optimization software] ▾	High	1,900	880
<input type="checkbox"/> [search engine optimization companies] ▾	High	4,400	2,900
<input type="checkbox"/> [website search engine optimization] ▾	High	880	590
<input type="checkbox"/> [what is search engine optimization] ▾	High	2,900	1,000

SEO Insight: Links Internally/ externally + Tracking

- Links matter - but no spam
- Good way to get links:
 - Compelling content, blogging, stories
 - Widgets, downloads
 - Ask: “is this something people would share?”
- Amplify with Social (Twitter, LinkedIn)
- Use Google Webmaster Tools
- Use Google Web Analytics (GA) and tracking

Tracking vs. Analytics!

- Tracking (Show where ads/traffic turned into \$\$\$, 'conversions')
 - Clicks from sources, person turned into lead or sale, how much, etc
 - Hypertracker
 - KissMetrics
- Analytics (Overall activity)
 - Code snippet placed on every single web page
 - Bounce rate
 - Avg. time on site
 - What pages they are going to, flow & behavior
 - Top referral sources
 - Google Analytics, Getclicky
- Retargeting Pixels ("Follower ads")
 - Sitescout.com
 - Retargeter.com
 - Fetchback.com
 - Your ad will show where there is Ad space available
 - Doesn't have to cost much, specially when starting out (\$2-10 a day)

Google Webmasters Tool

Verify your Site in Webmaster Tools

www.google.com/webmasters/

Google | Webmasters

You want to be found on the web.

We want to help.

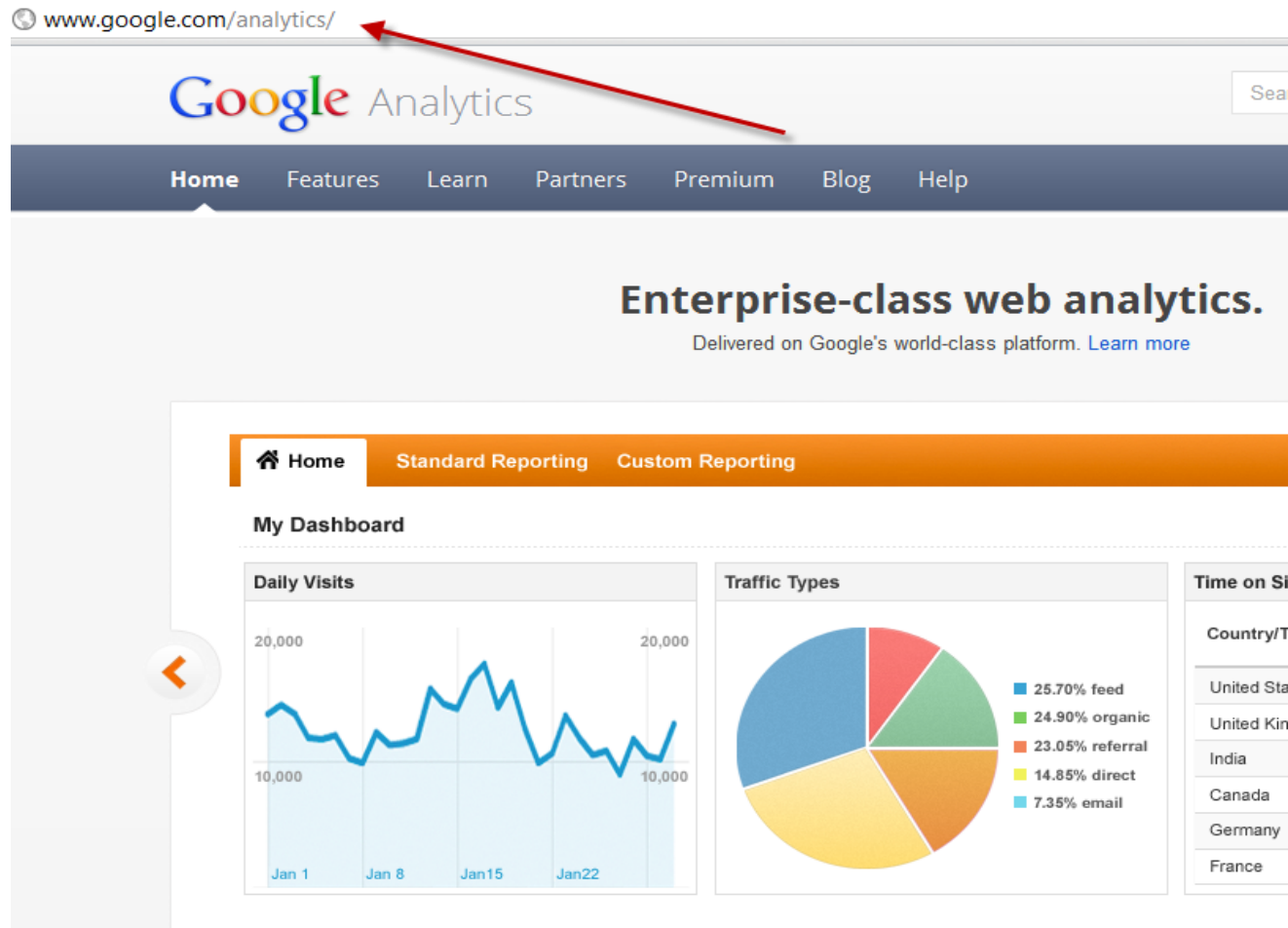
Get data, tools and diagnostics for a healthy, Google-friendly site.

Sign in to Webmaster Tools



Use Google Analytics

Add Javascript tracking to all pages)

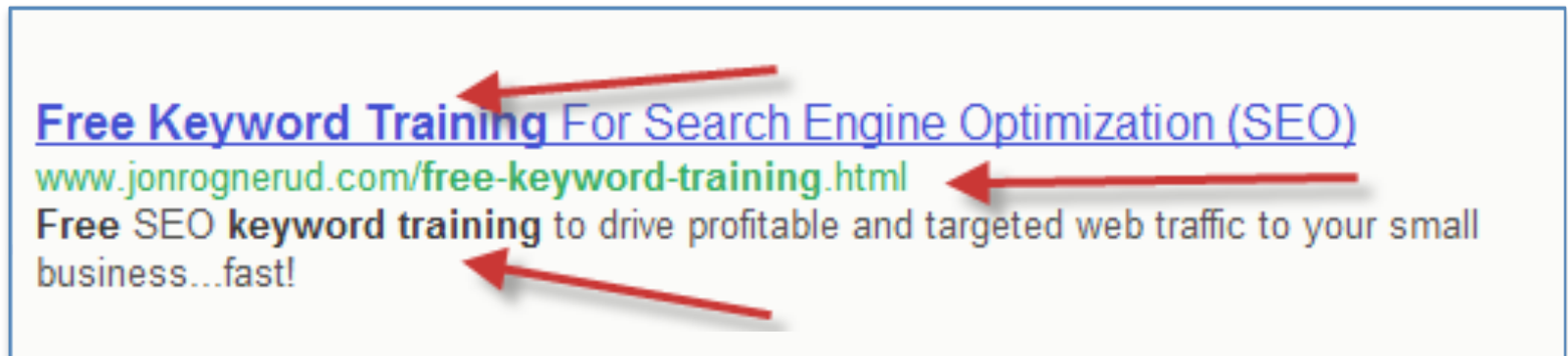


An **SEO Business** Example

- Natural search traffic with targeted visitors to email capture pages and forms
- Example: SEO to landing page with registration form to build your email list and nurture process
- Let's take a look...

Search Result + Click = Targeted Visitor

- Keyword: “free keyword training”
- Result shows like this:
- Note Title & Description Tag, Keywords):



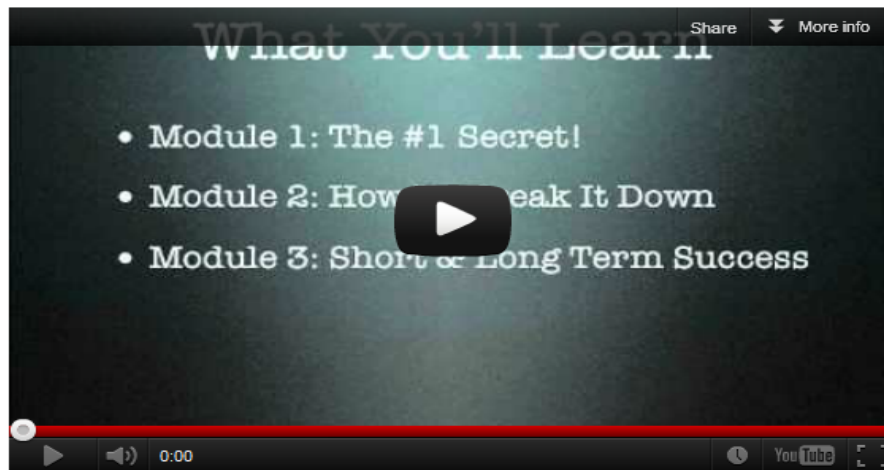
SEO Click to Landing Page

Jon Rognerud, author of "ultimate" SEO marketing books and featured on top news & radio, shows you ...

How To Find Profitable Keywords in 60 Minutes, So That You Can Drive BIG *Buyer* Web Traffic in 2012



Enter Your Email Below To Get Free Instant Access Now!



CAN'T WAIT TO SEE YOU INSIDE:

First Name *

Email *

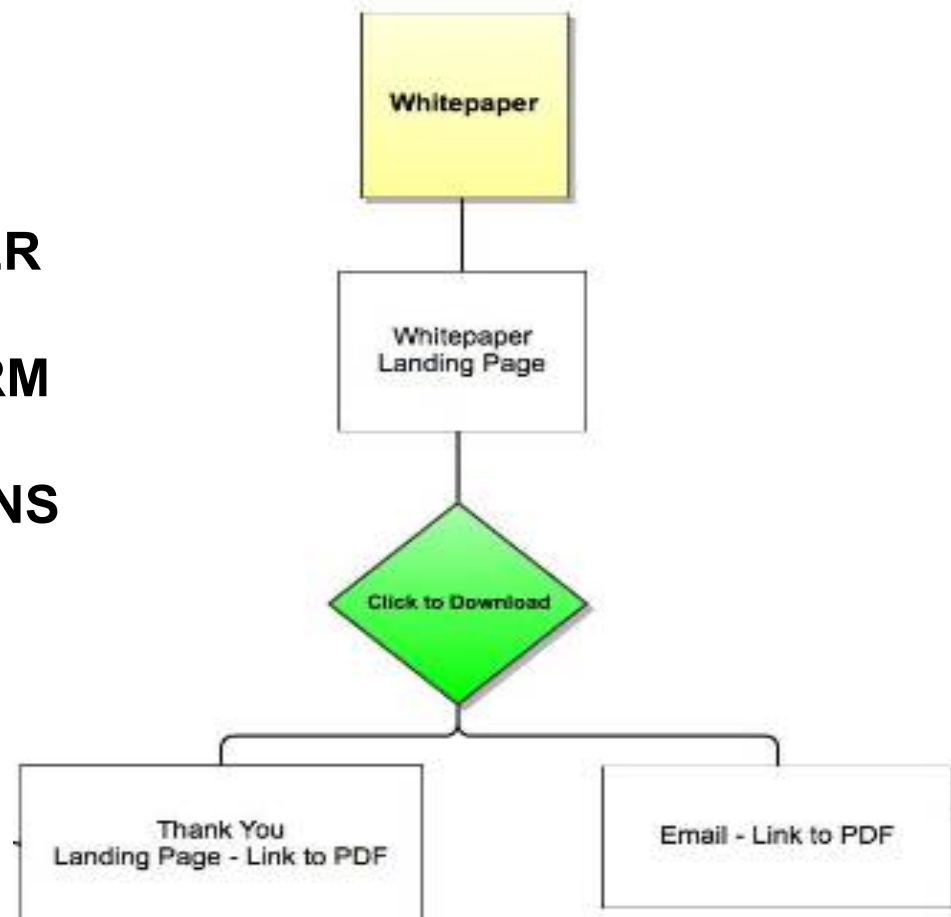
REGISTER NOW

Double-check your email to get access to the information. Our privacy policy keeps your email safe & secure.

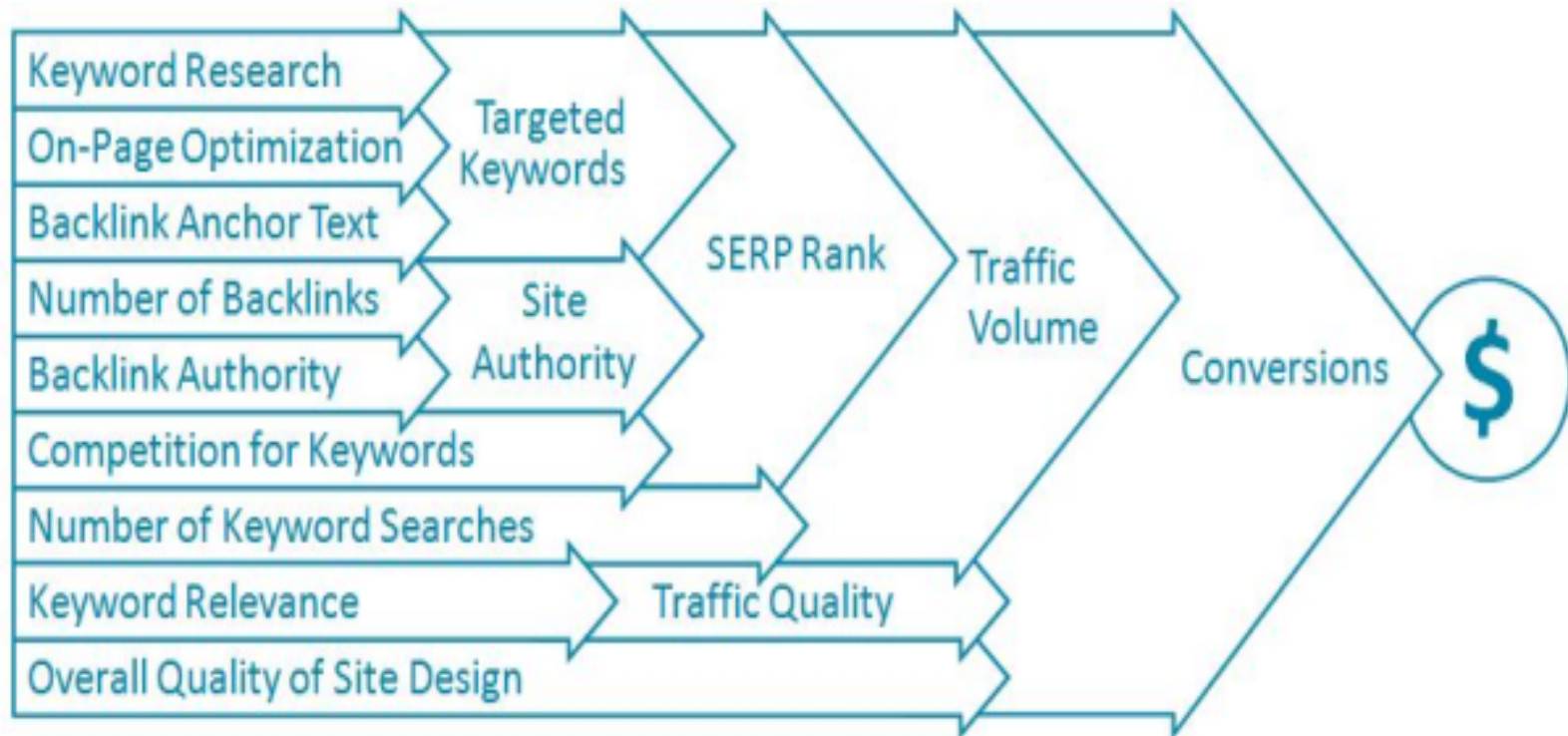
Dear Small Business Entrepreneur:

Simple Work Flow Diagram Example

1. TRAFFIC FROM KEYWORDS/SEO
2. LANDING PAGE/OFFER
3. EMAIL CAPTURE FORM
4. LINK/NURTURE BEGINS



A Typical SEO Framework



Action Steps – Do Now

- i. Check your website pages in Google
 - i. Type your domainname.com into Google
 - ii. Does it show up? Next,
- ii. Check the pages -- titles and descriptions
 - i. Use the site:www.yourwebsite.com
 - ii. Review all important pages for related keywords
- iii. Manage robots file
 - i. Create Robots.txt and place in /root of your site
- iv. Run keywords tool to see what pages / content are missing phrases right now. Add them to pages
- v. Make sure you have Google Analytics installed

5 Action Steps – Do Now

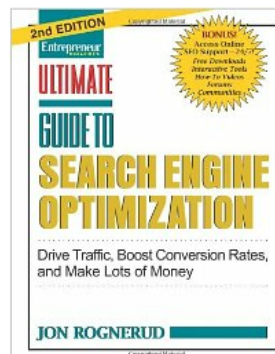
- Install Google Analytics/tracking
- Check your website pages in Google:
 - Type your domainname.com into Google
 - Does it show up?
- Check pages: Check titles and descriptions
 - Use the **site:**www.yourwebsite.com
 - Review important pages for related keywords

Action Steps – Do Now (Cont.)

- Manage robots file
 - Create Robots.txt and place in /root of your site
- Run keywords tool:
 - Which Pages, Content are missing key phrases?
 - Update these pages with the key phrases

THANK YOU!

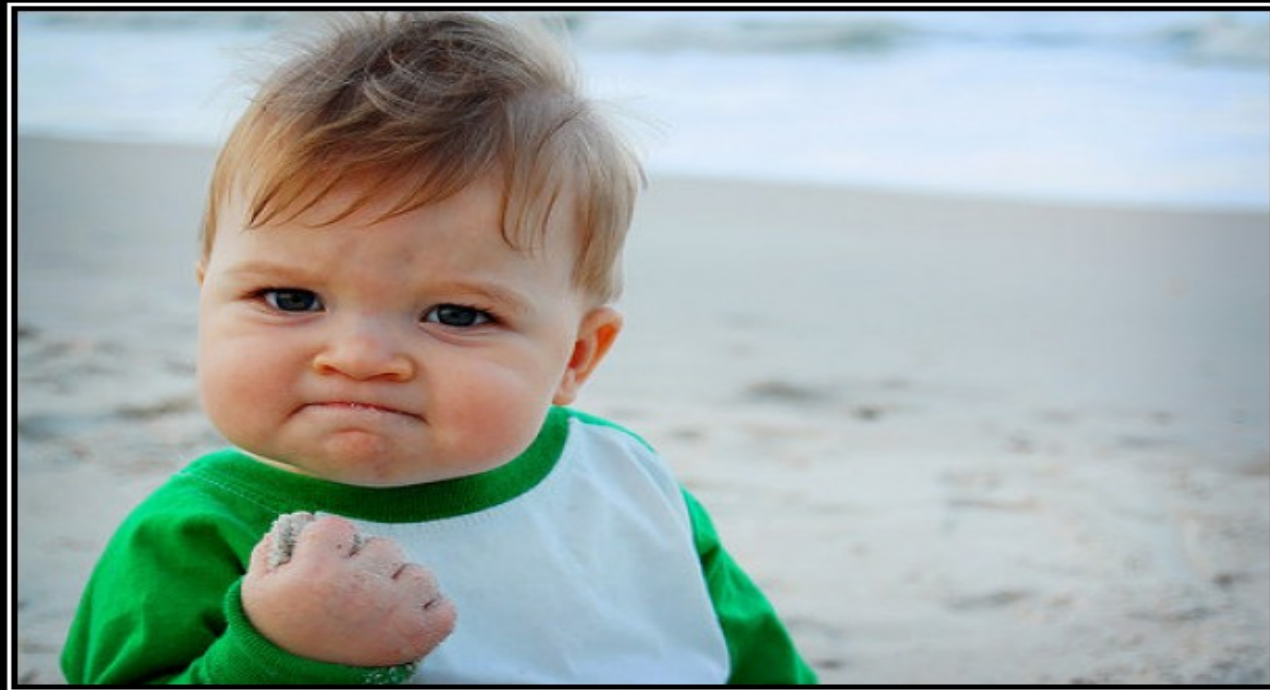
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 - www.jonrognerud.com & Done-For-You Services
- Download whitepapers, videos and more
- **GIVEAWAY TIME – ONE LUCKY WINNER!**



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ACTION!

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Thank You

Please ...

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