

Search Engine Optimization

A necessary campaign for heightened corporate awareness

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What is **SEO**?

Definition: The practice of building or transforming a Web site so that its content is seen as highly readable, informative and useful by search engine spiders.

How Does it differ from **SEM** (Search Engine Marketing) and **Pay Per Click**?

SEO Methodologies: **Black-Hat** vs. **White-Hat**

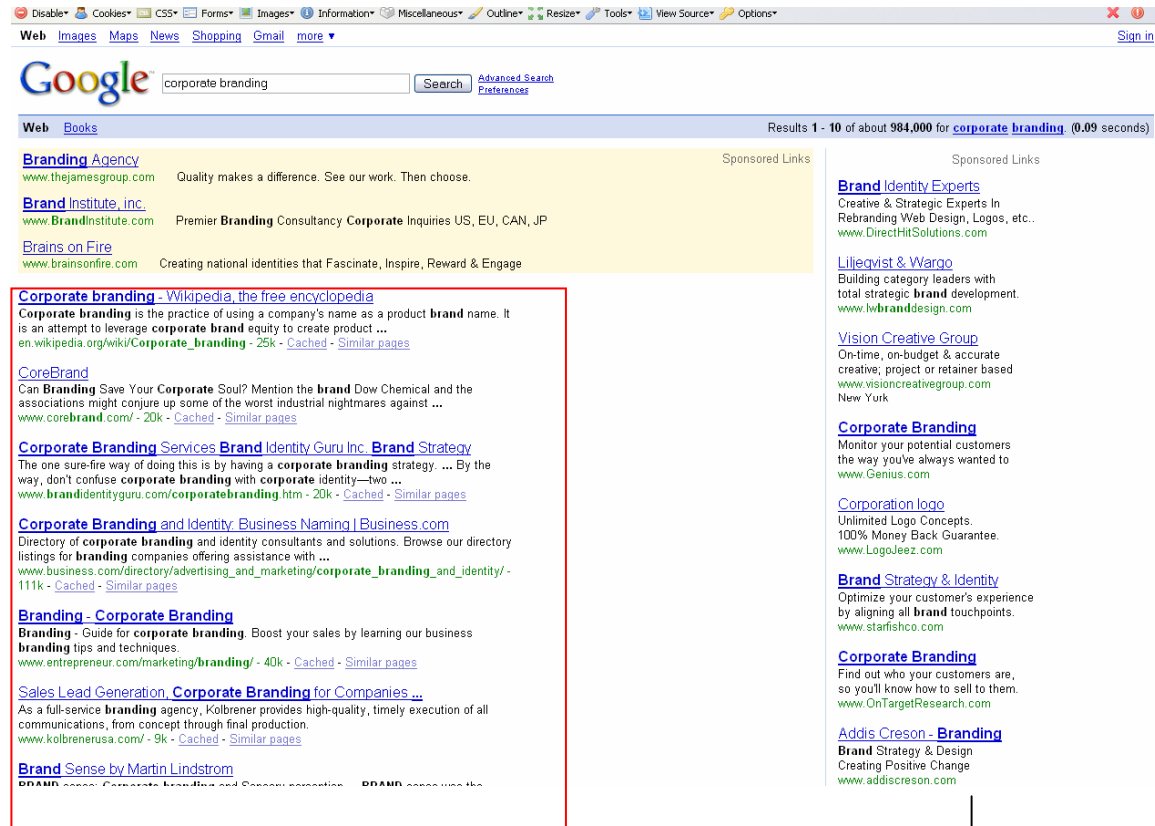
Black-Hat: “Spamming”, link-buying, any practices you undertake that you wouldn’t feel comfortable telling the search engines about.

White-Hat: Playing by the rules, search engine guidelines

Imperial only uses White-Hat deployment methods in their SEO campaigns.

Black-Hat methods will ultimately get your Web site penalized in the SERPs.

Where do you click?



Paid Listing

Organic (SEO)

Paid Listing

Why is SEO important for businesses?

Your Web site should be:

- Your company's primary online presence
- More than just a "pretty face"
- More than a virtual business card

Your Web site should employ:

- Semantic, meaningful markup
- Web standards, as laid out by the W3C

View the source of your Web site to see the degree of semantic coding.

If your Web site largely consists of `<table>`, `<td>`, and `<tr>` tags. It is not semantically correct.

Validate your Web site by visiting <http://validator.w3.org>

Why the Internet?

Top 10 Search Providers for February 2008 Ranked by Searches (U.S.)

| Provider | Searches (000) | Share of Searches | Searches per Searcher |
|----------------------------|----------------|-------------------|-----------------------|
| 1. Google Search | 4,526,364 | 58.7% | 43.2 |
| 2. Yahoo! Search | 1,360,739 | 17.6% | 25.7 |
| 3. MSN/Windows Live Search | 860,353 | 11.2% | 28.2 |
| 4. AOL Search | 399,470 | 5.2% | 17.6 |
| 5. Ask.com Search | 195,246 | 2.5% | 12.0 |
| 6. My Web Search | 71,175 | 0.9% | 17.0 |
| 7. Comcast Search | 42,355 | 0.5% | 12.3 |
| 8. AT&T Worldnet Search | 24,009 | 0.3% | 9.6 |
| 9. Dogpile.com Search | 22,340 | 0.3% | 9.1 |
| 10. NexTag Search | 21,754 | 0.3% | 2.7 |

Nielsen Online, MegaView Search

With numbers like these:

If you're not getting good, organic traffic from Google, you may be doing something wrong.

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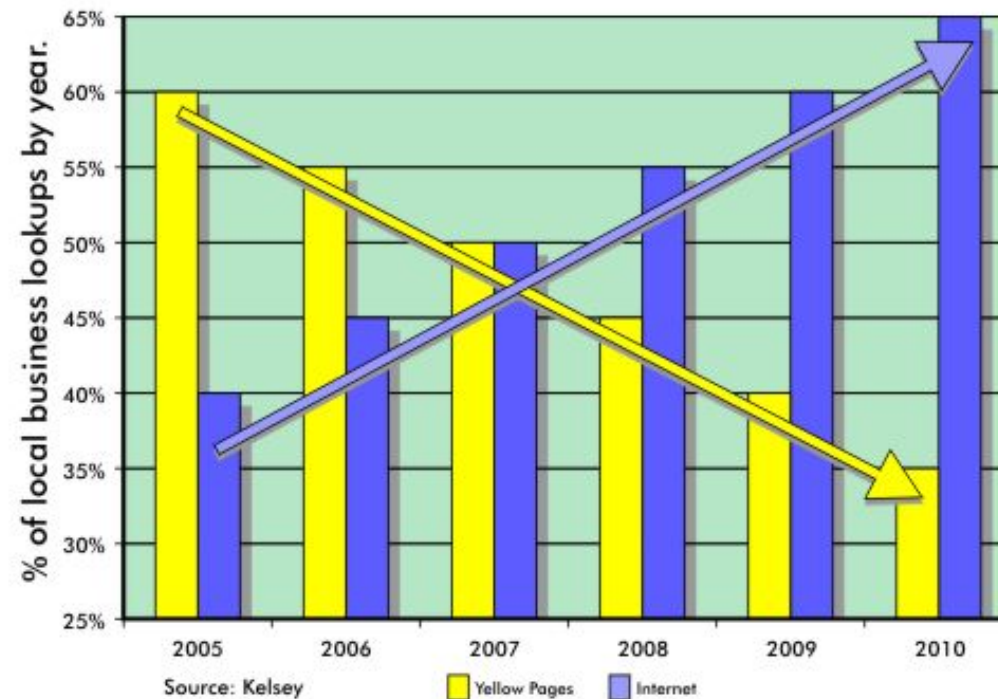
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Need more reasons?

Web Search Surpasses Yellow Pages This Year



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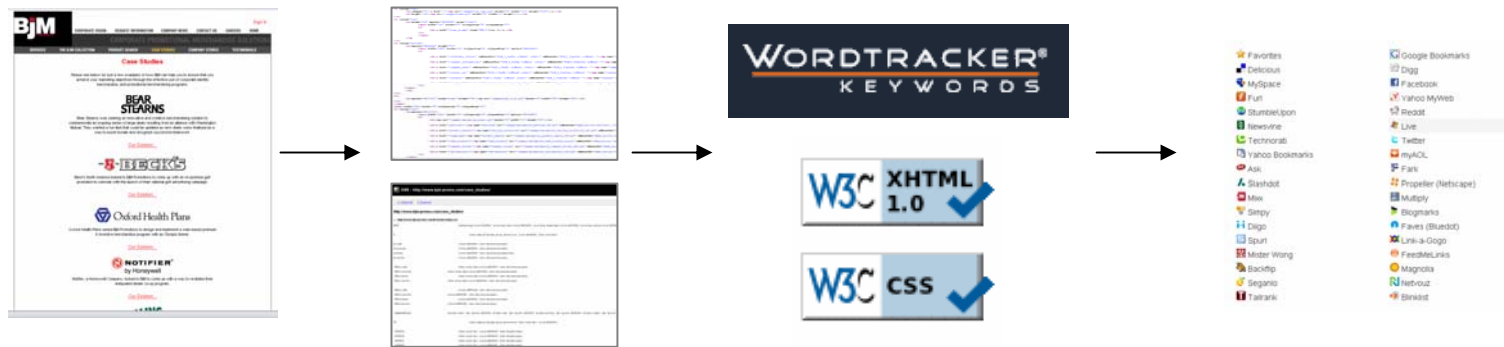
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How does it work?

SEO is a **multi-step** process.

SEO takes into account the proper:

- On-site Tactics
- Off-site Marketing



The campaign begins with a deep analysis of your existing Web site and extensive company research. The steps that follow will be covered in the remaining slides.

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Keyword Research

What are we looking for?

- Queries that real people submit to the search engines
- The number of competing pages that target our selected keywords

Competitive Analysis

- What are your competitors targeting?
- Where are their links coming from?
- What are they doing right?
- What are they doing wrong?

We generally target keywords that have a high KEI, or **Keyword Effectiveness Index**.

The KEI compares the number of searches for a keyword with the number of search results to pinpoint which keywords are most effective for your campaign.

Suppose the number of searches for a keyword is 500 per month and Google displays 250,000 results for that keyword. Then the ratio between the search popularity and the current competitiveness for that query is $500/250,000$. Therefore, the KEI is 0.002.

The higher the KEI, the more popular your keywords are **and** the less competition they have. That means that your chances are better for obtaining a higher ranking if you target queries with a high KEI.

Content Creation

Content is king on the internet.

- How many pages does your Web site currently consist of?
- How many provide unique, useful content?

A Web site is not just for core company information.

Open up multiple avenues of entry into your Web site with unique, information-rich content.

Add fresh content on a regular basis.

Look to achieve a 200+ page (non-generated) Web site by year's end – this excludes your product catalogue unless you add more content to each listing.

Site (re)Construction

- **Develop with Web standards in mind.**
- Be sure to employ **semantic markup** to give meaning to your data.

Keep the end-user in mind:

- Navigation
- Readability
- Ease-of-use
- Accessibility

Longer visits increase the chance of conversion and return visits.

Link Building, Social Media & Article Marketing

You're already ahead of the game if you employ the on-site tactics.

What else can you do?

Link Building and Off-Site Marketing

- Where are your links coming from?
- Quality over quantity
- Directory Submission (NOT the major search engines)
- Paid inclusion vs. Pay Per Link

Automatic (Organic) Link Building?

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Vertical, Personalized & Local Search

What's showing up in the SERPs?

Different media types are ranking higher and higher

- Audio and Video
- PDF
- PPT
- Pseudo-Video

Anything Else?

- Widgets
- User-Created Content

An Ongoing Campaign

A successful search engine optimization campaign **never** ends.

The Google "Everflux" and what it means for:

- Web site owners
- Black-Hat SEOs
- White-Hat SEOs

With SEO, **it is possible to establish your company as the dominant online presence in your industry.**