flyte school

How to Drive Business with Blogging & SEO

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HOLISTIC WEB MARKETING

- **Attraction**
- **Retention**
- **Conversion**
- **Measurement**

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

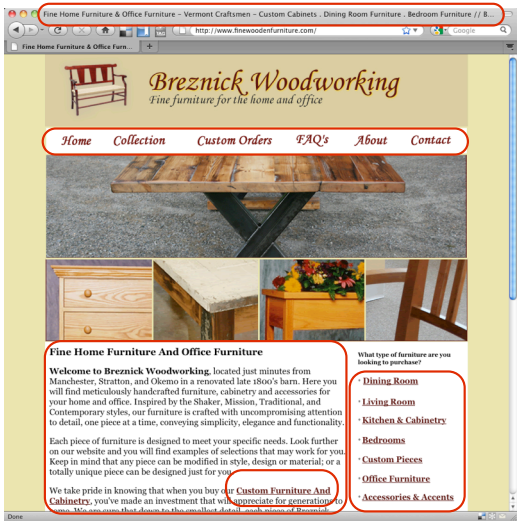
TODAY'S GOALS

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

SEARCH ENGINE OPTIMIZATION

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

PAGE CONTENT



META-TAGS

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<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.">
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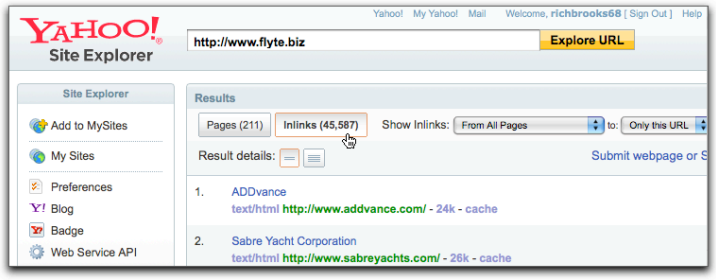
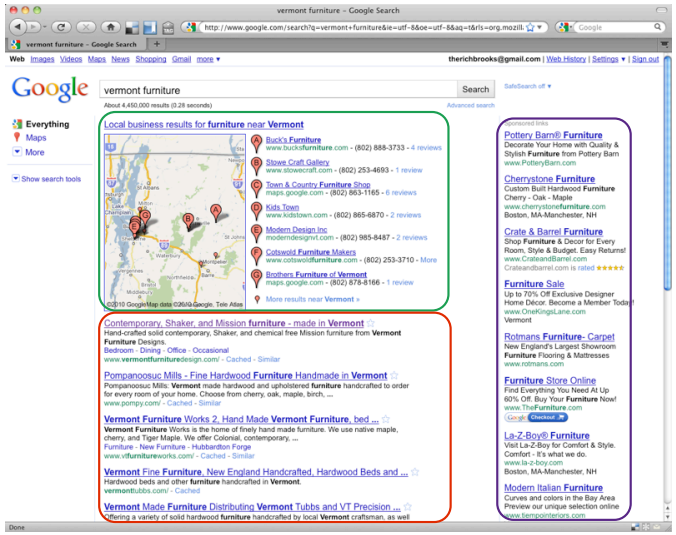
INCOMING LINKS



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.)

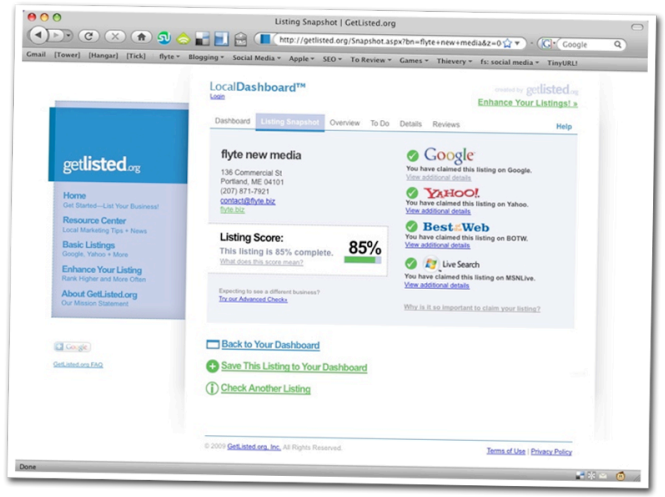
HOW TO REQUEST LINKS

- **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)

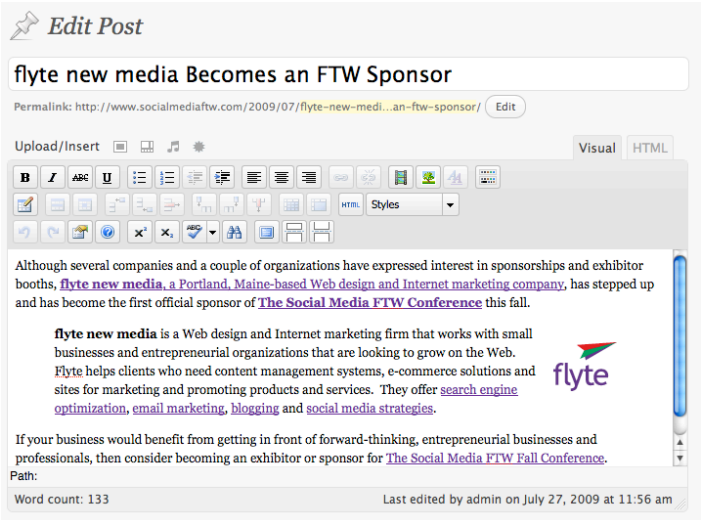
LOCAL SEARCH



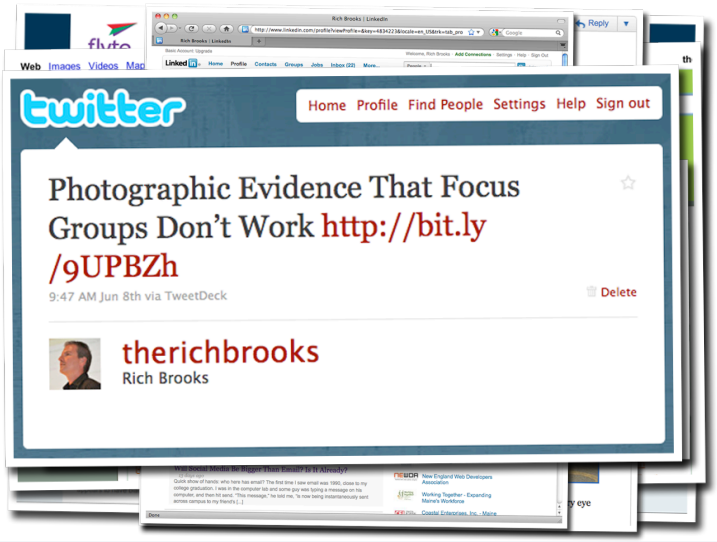
BLOG DEFINITION

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

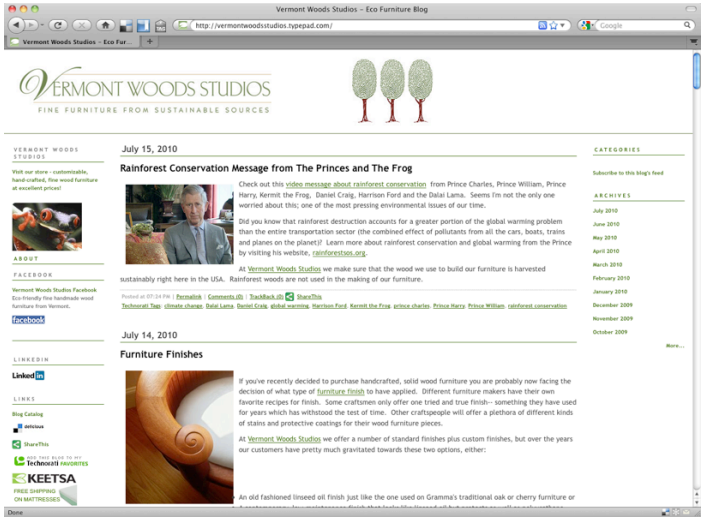
A SIMPLE CMS



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

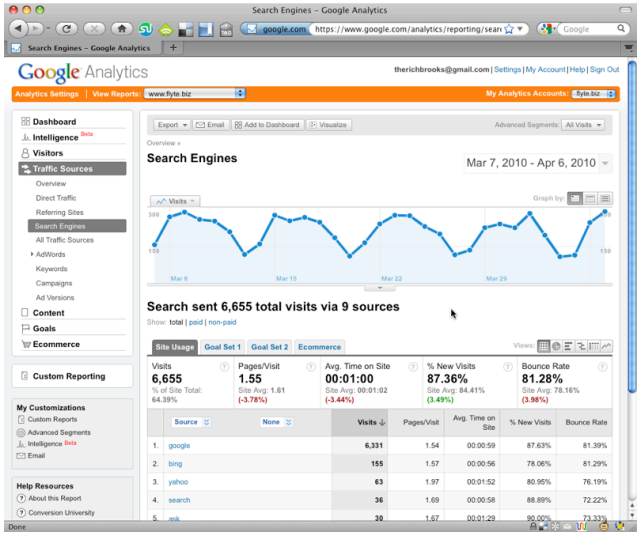
- **Create Linkbait**
  - List of blogs in your niche
  - How-To articles
  - Numbered Lists

DRIVING BUSINESS

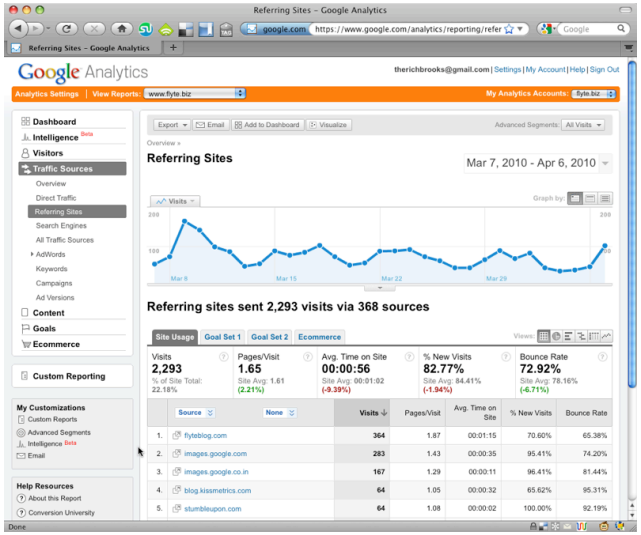
- Use your blog as a funnel
- Make your site easy-to-use
- Include calls-to-action

MEASURING SUCCESS

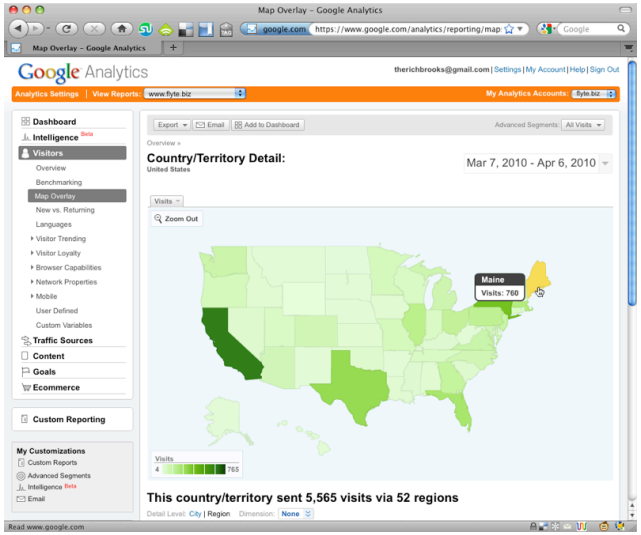
SEARCH TRAFFIC



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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