



Search Engine Optimization (SEO): The Nuts and Bolts of SEO

SEO Overview

- What is it?
- SEO Benefits
- SEO Growth in the Marketing Budget
- Why SEO is essential in the Marketing Budget
- Local SEO Success
- SEO Tactics for 2005
- Summary

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What is SEO?

SEO is the process of increasing the amount of visitors to a web site by ranking high in the search results of a search engine.

The higher a web site ranks in the results of a search, the greater the chance of the site has to be visited by a user.

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SEO Important Benefits

2005 User Behavior Survey Reveals. . .

Search is a text based medium, results are read like a newspaper, skipping ads, focusing on content (organic listings).

“Rank” and “Page Position” are still the two most important factors to searchers.

66.3% of searchers will click on organic listings before a sponsored link.

Source: WebProNews, March 2005.

<http://www.webpronews.com/insiderreports/searchinsider/wpn-49-20050301RankAndPagePositionStillRule.html>

SEO Benefits for Local Companies

- **Lower Search Marketing Budget** (reduce or eliminate paid placement campaigns due to high rankings - reduced ppc budget by 20% - 60% Bluegrass Drug Screen, Inc. and Compasseco, Inc.)
- **Increase Branding** (top rankings for high volume brands searches, in 8 - 10 top product lines increased monthly unique visitors and online sales by as much as 200%, Compasseco, Inc)
- **Reduce Advertising Budget:** (high rankings have resulted in a steady increase of inquiries and orders, reducing the frequency of direct mail and catalog distributions - Compasseco, Inc.)
- **Local Search:** (high growth rate, highly targeted, retailers utilize the online research offline purchase, promotions and integrated marketing work. - Angels Divine)

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SEO Growth in the Marketing Budget

- SEM: Approx. 25% of the marketing budget of companies surveyed. SEM includes SEO, PPC, Email Campaigns, Banner Ads.
- SEO: \$462 million spent in 2004 on SEO (approx. 5-10% of SEM Budget). This is expected to increase in 2005.
- Companies view SEO as a high priority, an important part of SEM. Larger companies are recognizing the long term value.

Source: SEMPO Report: "The State of Search Engine Marketing 2004,"

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Why SEO is Essential in the Marketing Budget

- SEO is a targeted compliment to the marketing mix.
- SEO builds user loyalty.
- SEO offers a local focus.
- SEO enhances branding.
- SEO needs to implemented now (algorithm factors)

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Local SEO Results

FoxHollow.com: 1300 acre Day Spa and Integrative Medical Clinic.



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Local SEO Results

Foxhollow Clinic & Spa: SEO has resulted in numerous Top 10 rankings in Google since May 2005.

The screenshot shows a Google search interface with the following elements:

- Google Logo:** Located at the top left.
- Navigation Links:** Web, Images, Groups, News, Google, Local, more.
- Search Bar:** Contains the text "day spa louisville" and a "Search" button.
- Advanced Search:** A link to "Advanced Search" is located to the right of the search bar.
- Results:** "Results 1 - 10 of about 136,000 for day spa louisville (0.30 sec)".
- Local Results:** A section titled "Local results for day spa near Louisville, KY" lists several businesses with their addresses and phone numbers:
 - Dan's East/Mission Wellness Center - 5.3 miles E - 770 Congress Station Dr, Louisville, KY (607) - (502) 896-8900
 - Dunn Eight Grand Salon & Day Spa - Group Eight One Five A Dunn Eight Salon & Spa - 0.3 miles NW - 816 W Market St, Louisville, 40202 - (502) 534-8330
 - Malay Health Spa - 12 miles SW - 13017 Dixie Hwy, Louisville, KY (677) - (502) 896-7151
- Day Spa Louisville, Kentucky:** A section with a list of day spas in Louisville, Kentucky, including a link to "www.thecityoflouisville.com/day-spa/".
- Foxhollow Clinic Health & Day Spa Louisville KY Kentucky Day Spa ...:** A section describing Foxhollow as a Clinic, Health and Day Spa just outside of Louisville, KY in Crestwood. It mentions "Foxhollow is a premier Kentucky Day Spa specializing in holistic..." and includes a link to "www.foxhollow.com/".
- Sponsored Links:** A section on the right side of the page titled "Sponsored Links" containing a link for "Find a Local Spa" with the text "Locate spas in your area - find it with Google Local (local.google.com)".

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Local SEO Results

Foxhollow.com: Testimonial

"Our initial increase in search rankings, for a variety of target keyword phrases, is already showing an increase in referral traffic to target sections of our website"

Kimberly May

Marketing

Foxhollow Clinic & Spa,

7/21/05

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3 Basic SEO Elements Implement & Test

- Evaluate Title Tags, keep under 70 characters, test and track changes. (Competitors & OKS)
- Utilize meaningful phrase targets in Meta Tags (Description & Keyword)
- Focus on “Context”, not just “Content” and make fresh changes to key target pages every few weeks.

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SEO Tactics for 2005

- Make SEO pages functional for the user.
- Focus on the context of pages, not just content.
- Implement SEO tactics on a steady basis.
- Target backlinks from sites with related context.
- Copywriting is a key element, unique content.
- Server speed is important (fast page loading)

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Summary

- SEO has an important role as part of the Marketing Mix (Research and Results).
- An Integrated Market Plan yields maximum results.
- SEO efforts have to be continuous (Results are built over time).
- The Web offers focus of Direct Mail plus interaction of Multimedia.

More Information

Fast Facts and Organic SEO:

<http://www.webpronews.com/insiderreports/searchinsider/wpn-49-20050722StatsFactsandOrganicSEO.html>

State of Search Marketing Report - 2004

<http://www.sempo.org/research/sem-trends-2004.php>

SearchEngineWatch.com

<http://searchenginewatch.com>

Google New Archive

<http://www.webmasterworld.com/forum3/>

Overture Keyword Selector Tool (free)

<http://searchmarketing.yahoo.com/rc/srch/>

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