

SEO The Holy Grail of Internet Marketing

FRAME #1

INTRODUCTION

A. Gain Attention: Clip “Bridge of Death” from Monte Python’s Holy Grail

B. Lesson Tie-In: **FRAME #2**

In English folklore, the grail was an object that gave its possessor everlasting life, happiness and a sense of fulfilled destiny. Arthur and his knights spent years looking for the grail. It was finally found by Galahad who when he looked upon was made complete, he and the Grail were taken into Heaven.

FRAME #3

For many, SEO has come to be the Holy Grail of Internet marketing. “If I could just get more traffic to my website, sales would increase.” “I’m not getting any leads off my website, I must have an SEO problem.” “\$1,500 is a lot of money but if it help me get more traffic to my website, I’ll spend the money.” Somehow they’ve come to equate more traffic with more business.

C. Scope: **FRAME #4**

In this session we are going to explore search engine optimization, or SEO. We’ll take a look at search engines and what they do. We’ll define search engine optimization and search engine optimizers. We’ll take a look at the bigger picture, and see how SEO relates to other online marketing strategies.

We are going to look at the specific things you can do to make your website search engine friendly. We’ll look at the relationship between handicap accessibility and SEO, and present you with steps you can take to raise the ranking potential of your website.

Finally, we are going to touch on findability and its relationship to SEO. We want to look at things you can do to keep your audience engaged and on your website longer.

BODY

A. What is SEO?

a. Search Engines. **FRAME #5**

- i. Search engines are programs that retrieve documents or files or data from a database or a computer network, especially the Internet.
 1. Without them the Web would pretty useless. With multiplied billions of documents on the Web, it would be impossible to find content unless you know exactly where to look.
 2. Search engines are prime marketing real estate on the Web. In July 2009, over 113 billion search requests were by the major search engines, according to Reuters. Nearly 77 billion, or 60% of those were by Google alone. (2.4 billion searches per day.) 12.8 billion in September 2009 in the US along by Google.
 3. Because Google dominates the search engine industry, we'll focus our discussion on SEO there.

ii. **FRAME #6** How do search engines work? – We don't know.

Search engine companies jealously guard their secrets. It's very unlikely that anyone at Google knows or understands its complete algorithm. These are trade secret the security for which makes the Pentagon envious.

The algorithms aren't static either. It is reported in that Google made over 400 changes (major and minor) to its algorithm in 2008. (Ledford, SEO Bible, 2nd Edition)

- iii. Fortunately, Google gives us some pointers as to how to build our websites so we get the best page rank possible. Three activities we need to be aware of when it comes to how rank is assigned to our websites: Crawling, Indexing and Serving. (All this is coming from Google's Webmaster Tools)
 1. **FRAME #7** Crawling – Does Google know about your site? Can they find it?
 2. **FRAME #8** Indexing – Can Google index your site? (Has the content on the page been organized well and does it use key content tags and attributes to identify important content?)
 3. **FRAME #9** Serving – Does your site offer relevant content? Are there links from other relevant sites to

yours and do you link to relevant content elsewhere on the web?

- b. Search Engine Optimization
 - i. **FRAME 10** SEO is intentionally designing the structure and content of your website so that it is easily found, easy to index and contains content that would be relevant to searches.
 - ii. NOTE: We are excluding pay-per-click and ad network advertising; these are elements of search engine marketing. Our definition of SEO applies a website's position and page rank based on organic (natural searches).

B. How Can I Make My Website SEO Friendly?

- a. **FRAME #11** Accessibility and SEO – “The most powerful and influential users on the Web are blind.” They are the search engine spiders. They aren't impressed with wizbang gizmos, splash pages, and musical wizzydings. They are looking for your content; how they “feel” about your content when they lives determines your page rank and position for specific keywords and phrases.

Very often, things that appeal to us as sighted users are obstacles to search engine spiders and what we do know is what they don't understand, they don't index.

This brings us to the topic of accessibility. If your website is accessible to the blind or severely sight impaired, you have an SEO friendly website.

- b. **FRAME #12** Practical Steps to Optimize Your Website
 - i. <title> tag
 - ii. <meta> keywords tag
 - iii. <meta> description tag
 - iv. **FRAME #13** Include ALT text with images and TITLE attribute text for links. (Anchors)
 - v. **FRAME #14** <h> tags to set up content hierarchy
 - vi. and to mark
 - vii. **FRAME #15** Code to content ratio: ~42% (Google: <http://www.google.com/support/forum/p/Webmasters/thread?tid=67d3863f28b25a86&hl=en>) Use CSS files instead of embedding it in the page.

C. How Can I Keep People on My Site Longer?

- a. **FRAME #16** Findability and SEO. When it comes down to it – build your website for people, not SEO. If you start with the basic SEO

friendly steps we've just outlined, your site will begin to work its way to better rankings and position.

FRAME #17 It takes time. Avoid SEO scams that guarantee top placement in two weeks. I found one such SEO scam that offers to teach you black hat SEO techniques that potentially could get you banned from search engine indexes.

b. Findability vs. SEO

i. **FRAME #18** SEO is only one consideration when it comes to your online present.

1. Content is King – Drop the happy talk from your website and offer people content they'll want and come back for.
2. Engage Your Audience – People want a way to interact without you beyond email and contact forms. Add some sort of interactive element to your site. (Facebook FB Connect has just made that a lot easier for you.)
3. Become a Presence – Find a way to stay involved in the lives of your customers and website visitors. There's no one way to do that. The way that works best is the way that fits you and your business.

CONCLUSION

A. **FRAME #19** Summary

While giving attention to your website's SEO, keep the bigger picture in focus. Strive for Findability. Organize your content around a predictable hierarchy. Properly identify images and links; remember if your site is accessible to the blind – it's accessible to the search engines. Finally, engage your audience.

B. Application

- a. Time – Be patient; if you already have a website, go back and address SEO in pieces. If you optimize one page a week; you'll eventually have your site optimized. If you are getting ready to build a website for your business, find a web design that builds SEO into the site right from the beginning. You shouldn't have to pay for basic SEO structures to be included in your site.

C. **FRAME #20** Concluding Remarks

- a. Evaluation
- b. Next Event