



Webinar: SEO & Social Media: The Links That Bind

Thank you for joining us!

We will begin at:

10:00 am PST

11:00 am MTN

12:00 pm CST

1:00 pm EST

Audio: 916-233-3087

Access code: 519-842-926

Enter PIN # on your screen

Main Topics for Today's Webinar

- 1) SEO Fundamentals**
- 2) Inbound Links, Keywords, Content, URLs**
- 3) How Social Media Can Effect Of Your SEO Efforts**
- 4) The Direction of Social Media for 2010**
- 5) Latest Changes You Need to Know About**

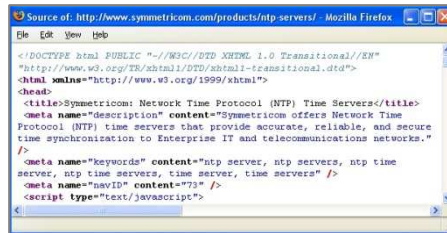
SEO Fundamentals

The Five Pillars

Keywords



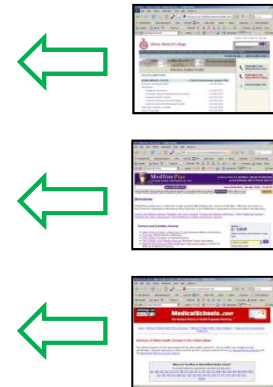
Site Content



Meta Content



URL's



Inbound Links

Choosing High Impact Keywords

Keyword Selection Steps

- Keyword Expansion Tools
- Competitive Analysis
- Customer Terminology
- Analyze Data
- Stages of Sales Cycle
- Keyword Leverage Analysis



Use Inbound Links to Increase Your Domain Authority

What is Domain Authority?

- Page Rank
- Variety of Links
- Diversity of Link Sources
- How Fast Are You Getting Links?



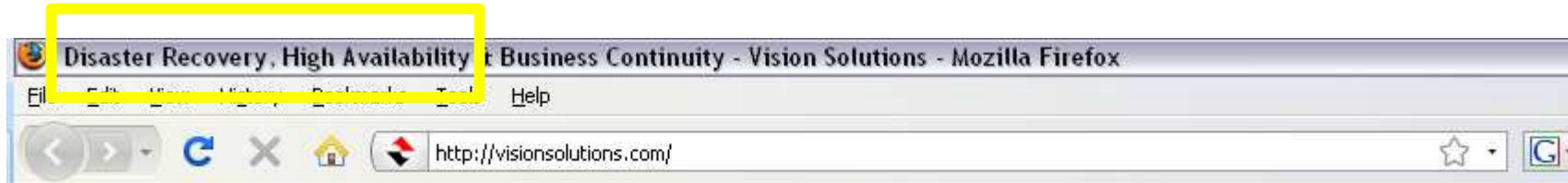
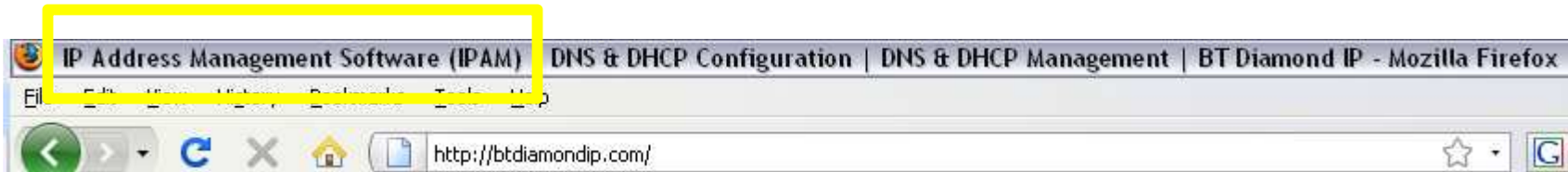
Inbound Links – Why Important?

- 1. MOST important component of SEO**
- 2. Need a concentrated linking campaign to get on 1st page for very competitive keywords**
- 3. Links are the fuel for optimized on-page elements**



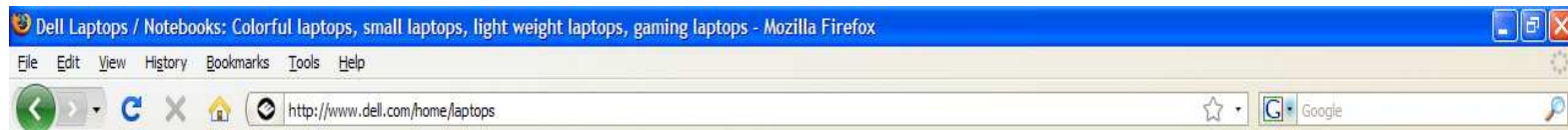
Place Keywords in Your Page Title

Keywords in the ***First*** and ***Second Position*** of the Page Title Have the Highest Impact!



Place Keywords in Your Content

Use Keywords in Your Site Content!



Laptops

A laptop computer is a convenient portable computer that has gained wide popularity with people who travel a lot, study in coffee shops, and particularly for those who enjoy the space saving design. Laptops have come a long way with optional features such as integrated web camera for video chatting,. Laptops with wi-fi technology for connecting to a wireless network or an internet hot spot and mobile broadband to connect anywhere are very convenient. Laptops with a bluetooth reader, finger print scanner, or a space saving slot loaded disc drive make technology fun.

When purchasing laptops, think about the best size and weight for your portability needs. Laptops in colors or designs that fits your personality are available. If you use your laptop for multimedia, consider purchasing a larger laptop hard drive and discreet laptop video card.

Laptops

Inspiron Mini Netbooks	Inspiron	Studio	XPS & Alienware	Dell Deals
Mini 10 & Mini 10v	Inspiron 11z Inspiron 13 Inspiron 14 Inspiron 15	Studio 14z Studio 15 Studio 17 Studio XPS 13 Studio XPS 16	M17 M17x	Popular Laptop Deals Large Screen Laptops Deals Lighter Laptop Deals Desktops Deals Mini Deals TV & Electronic Deals

SEO Fundamentals – Optimized Page

Page Title



URL

Inbound Links



Content

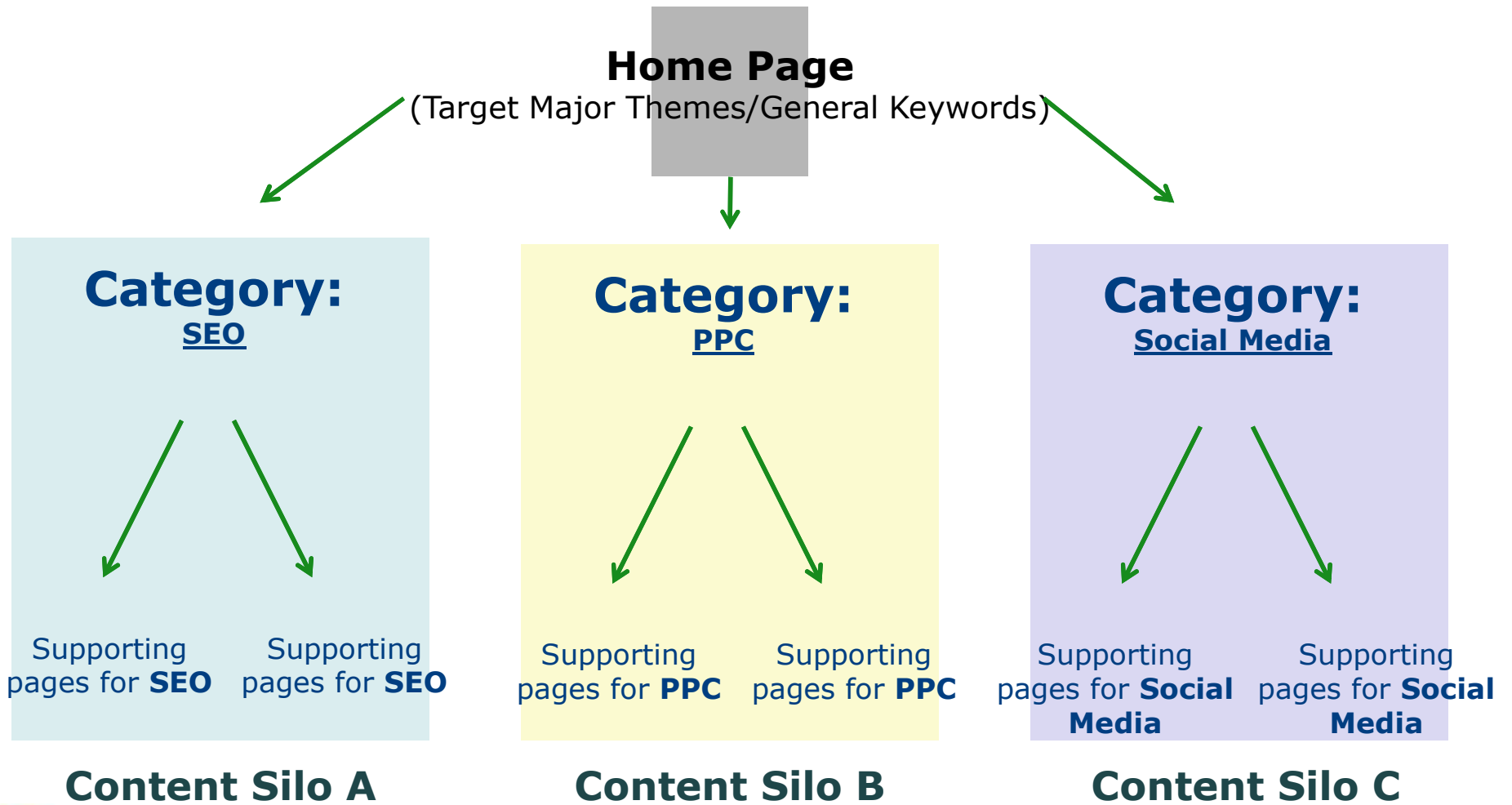
We want keyword-rich content utilizing all keywords we are targeting for this page.

Digital Multimeter
Multimeter
Analog Multimeter
True-RMS Multimeter



Internal Links

Effectively Group Your Keywords



Social Media & SEO



Social Media or SEO

Which One Should You Focus On First?



Social Media & SEO Go Hand In Hand

Social media is about listening before selling, providing value before marketing.

- Blogs with content focused on the reader.
- Facebook fan page which show the human side of your business.
- Twitter postings that provide information.
- You Tube videos that entertain with humor and/or education

Putting it All Together . . .

How Social Media Can Improve Your SEO

- **BLOGS - Content**
- **INBOUND LINKS - Site Authority**
- **INTERCONNECTEDNESS - Brand Building**
 - Facebook Fan Pages
 - Google Buzz
 - Twitter
 - Yelp
 - Linked In
 - Website Resources & Content



What SEO Brings to the Table

SEO Strengths/Benefits:

- Very High ROI in Long Run
- No Direct Cost from Unqualified Clicks
- Stability Over Time
- Credibility of 3rd Party Endorsement



What Social Media Brings to the Table

Social Media Strengths/Benefits:

- Shows a face behind your Company
- Helps build loyalty and trust behind your brand
- Able to respond timely to positive and/or negative comments

Search is Changing – The Latest Facts You Must Know

Key Search Engine Changes for 2010

Google Caffeine

- Increases how much of your site is recognized.
- Speed at which those pages are indexed.

Social Search

- Convergence of all the elements.

What this means to you:

- Your site can now rank for more keywords.
- More of your competitors' sites recognized: It will be harder to get to the top.
- Fresh content on your pages will be even more important!
- Your Deeper pages will be given more focus than before, ensure they are also well-optimized



Contact Information

Contact Us for a detailed *Custom Analysis* of your website!

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