

Where is My Website? How to Get Your Site Found

Promoting Your Enterprise

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What To Know



Build your site to get found.



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Build your site to get found.

Submit your site to search engines.

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Market your site.

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Pay Attention! Review your site.

Before you Build!

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- Build sites for your audience (customers) not for you.
- If you don't mention it, people can't find it.
- If you make them wait, you have lost them.

What is SEO?

SEO stands for Search Engine Optimization.

So SEO simply means to Optimize your website to be found better in Search Engines like Google, Yahoo and Bing.

This includes both Organic and Paid SEO.

What are "Organic" and "Paid" SEO?



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Paid SEO is the use of "Pay-Per-Click" advertising such as Google Adwords, to show a link to your page at the top of a search results page.

Google Search Engine Results Page

The screenshot shows a Google search results page for the query "daycare lancaster wi". The search bar at the top contains the text "daycare lancaster wi" and a search button. The page header includes navigation links for "Search", "Images", "Maps", "YouTube", "News", "Gmail", "Documents", "Calendar", and "More". The user's name "Mike Steffel" and a "Share" button are visible in the top right.

The search results are categorized into "Adwords results - Pay-Per-Click" and "Google Maps Result".

Adwords results - Pay-Per-Click:

- Bright Horizons - Daycare | BrightHorizons.com**
www.brighthorizons.com/
Child care with loving & nurturing teachers. Find a center near you.
- Quality Day Care | ChesterbrookAcademy.com**
www.chesterbrookacademy.com/
Chesterbrook Academy Offers The Perfect Balance of Learning & Play.

Google Maps Result:

Giggles & Wiggles Daycare - Directions

The map displays the location of Giggles & Wiggles Daycare in Lancaster, WI. The map shows a grid of streets including N Washington St, N Jefferson St, N Adams St, N Morris St, N Madison St, N Grant St, N Sheridan St, W Linden St, W Pine St, W Cherry St, W Walnut St, E Birch St, E Hickory St, E Maple St, E Walnut St, Co Rd A, and Co Hwy A. A red pin marks the location of Giggles & Wiggles Daycare at the intersection of N Madison St and E Elm St. A red arrow points from the "Google Maps Result" label to this pin.

Google Organic Search results:

- Lancaster Community Schools**
www.lancastersd.k12.wi.us/
Detailed method of applying for open enrollment is through the on-line process at http://dpi.wi.gov/sms/psctoc.html. The on-line application ...
You've visited this page 20 times. Last visit: 10/27/11
- Family Connections of Southwest Wisconsin**
www.familyconnectionsswwi.org/
The Family Center of Grant County and Southwestern Wisconsin Child Care Resource and Referral joined forces to service families in Grant, Crawford, Vernon, ...
+ Show map of 1015 South Madison Street, Lancaster, WI 53813

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Relevancy is the key to both!

Organic SEO

What Does Google Look At?

Relevancy

Organic SEO

What Does Google Look At?

Relevancy

- Page Title

`<title>Giggles & Wiggles Daycare Center
- providing child care for families in the
Lancaster WI and Grant county area.</title>`

Organic SEO

What Does Google Look At?

Relevancy

- Page Title
- Description

```
<meta name="description" content="Daycare located in Lancaster, Wisconsin - Mission statement and philosophy regarding nurturing and child care for Giggles & Wiggles daycare center in Lancaster Wisconsin." />
```

Organic SEO

What Does Google Look At?

Relevancy

- Page Title
- Description
- Text on your page

Organic SEO

What Does Google Look At?

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- Page Title
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What Does Google Look At?

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- Load time of your page
- URL

<http://www.gigglesandwigglesdaycare.org/>

Relevancy of Location

Google says that 97% of their consumers search for local businesses online

Relevancy of Location

+Mike Search Images Maps YouTube News Gmail Documents Calendar More -

Google daycare lancaster wi

Mike Steffel 0 + Share

Search About 670,000 results (0.24 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Fennimore, WI
Change location

Show search tools

Ads - Why these ads?

Bright Horizons - Daycare | BrightHorizons.com
www.brighthorizons.com/
Child care with loving & nurturing teachers. Find a center near you.

Quality Day Care | ChesterbrookAcademy.com
www.chesterbrookacademy.com/
Chesterbrook Academy Offers The Perfect Balance of Learning & Play.

Giggles & Wiggles Daycare Center - providing child care for families ...
www.gigglesandwigglesdaycare.org/
Giggles & Wiggles Daycare provides child care to the Lancaster Wisconsin community giving children a safe and fun place to experiment through play.
Place page - Write a review

507 East Elm Street Lancaster, WI 53813
(608) 723-2852

You've visited this page 3 times. Last visit: 8/18/11


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www.lancastersd.k12.wi.us/
Detailed method of applying for open enrollment is through the on-line process at http://dpi.wi.gov/sms/psctoc.html. The on-line application ...
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Adwords results - Pay-Per-Click

Google Maps Result

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Map data ©2012 Google

Feedback

Relevancy of Location

Google says that 97% of their consumers search for local businesses online

Claim your Google Places Listing!

Google Places Listing



daycare lancaster, wi



[Print](#) - [Link](#) - [Edit this place](#) - [✓ Owner-verified listing](#)

Giggles & Wiggles Daycare ☆

507 East Elm Street, Lancaster, WI 53813
(608) 723-2852

gigglesandwigglesdaycare.org

[Directions](#) [Search nearby](#) [Save to map](#) [more](#) ▾

[WRITE A REVIEW](#)

[Upload a photo](#)

[Edit this place](#)

▸ **Categories:** Day Care Center, Day Care Centers & Homes, Services - Day Care Centers...

Your rating: ★★★★★

Giggles & Wiggles Daycare Center serves the Lancaster Wisconsin area by providing childcare for children 6 weeks to 12 years in a safe and fun learning environment. - From the owner

Photos

[Upload a photo](#)

Be the first to upload a photo

Reviews

[WRITE A REVIEW](#)



Quality Day Care

Ads

Chesterbrook Academy Offers The Perfect Balance of Learning & Play.
www.chesterbrookacademy.com/

Bright Horizons - Daycare

Child care with loving & nurturing teachers. Find a center near you.
www.brighthorizons.com/

Local In-Home Daycare

Mom-Reviewed Caregiver Profiles. Guaranteed Results. Fast & Easy
www.care.com/Daycare

Affordable Daycare

Create a Sitemap (at least for search engines)

Create a sitemap.xml file for your site

WordPress Plugin: **Google XML Sitemaps**

Submit your Site!

Until you submit your site, how will search engines know it's there?

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Google:

<https://www.google.com/webmasters/tools/submit-url?continue=/addurl&pli=1>

Yahoo and Bing:

<http://www.bing.com/toolbox/webmaster>

Open Directory: <http://www.dmoz.org/>

Paid (Pay-Per-Click) SEO



Google AdWords Overview



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Google Maps Result:

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Paid (Pay-Per-Click) SEO

PPC Explanation - you pay on a Cost-Per-Click (CPC) basis. If your link is not clicked you don't pay. However, your Quality Score is affected by folks not clicking on your link. Your clickthrough rate directly affects your Quality Score, which influences where you show up and how much you pay per click.

Steps for a Successful Campaign

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Thank you for your time.

Questions?

