Where is My Website?
How to Get Your Site Found

Promoting Your Enterprise

Michael Steffel - Web Analyst / Programmer
Southwest Tech, Fennimore, WI

What To Know

Build your site to get found.

What To Know

Build your site to get found.

Submit your site to search engines.

What To Know

Build your site to get found.

Submit your site to search engines.

Market your site.

What To Know

Build your site to get found.

Submit your site to search engines.

Market your site.

Pay Attention! Review your site.

Before you Build!

Before you build your website, design it around how you want to market keeping Search Engine Optimization (SEO) in mind.

Before you Build!

Before you build your website, design it around how you want to market keeping Search Engine Optimization (SEO) in mind.

- Build sites for your audience (customers) not for you.

Before you Build!

Before you build your website, design it around how you want to market keeping Search Engine Optimization (SEO) in mind.

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

Before you Build!

Before you build your website, design it around how you want to market keeping Search Engine Optimization (SEO) in mind.

- 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.

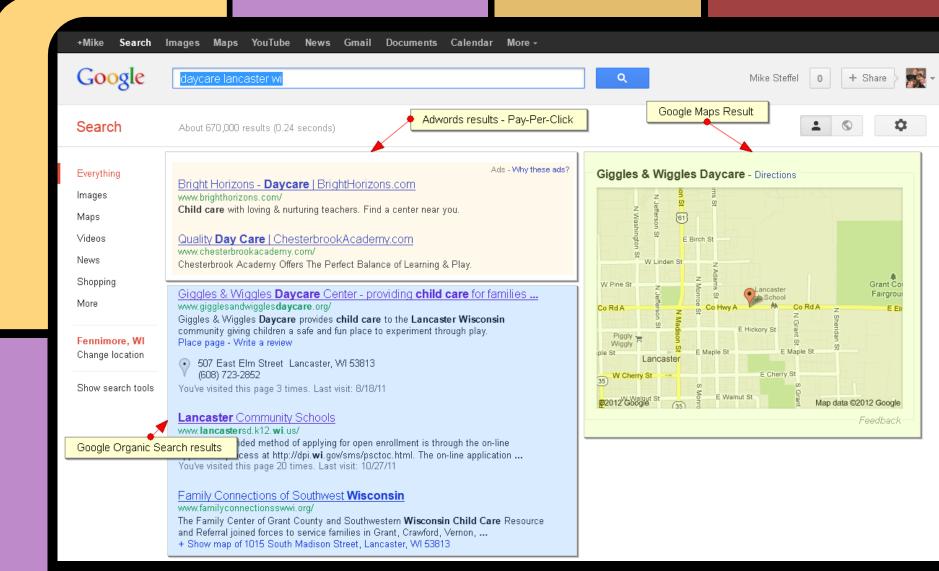So SEO simply means to Optimize your website to be found better in Search Engines like Google, Yahoo and Bing.

This includes both Organic and Paid SEO.

What are "Organic" and "Paid" SEO?

What are "Organic" and "Paid" SEO?

Organic SEO is the practice of optimizing your page content to be found by Search Engines

What are "Organic" and "Paid" SEO?

Organic SEO is the practice of optimizing your page content to be found by Search Engines

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

What are "Organic" and "Paid" SEO?

Organic SEO is the practice of optimizing your page content to be found by Search Engines

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.

<u>Relevancy</u> 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?

Relevancy

- Page Title
- Description
- Text on your page
- Pages that reference your page

Organic SEO
What Does Google Look At?

Relevancy

- Page Title
- Description
- Text on your page
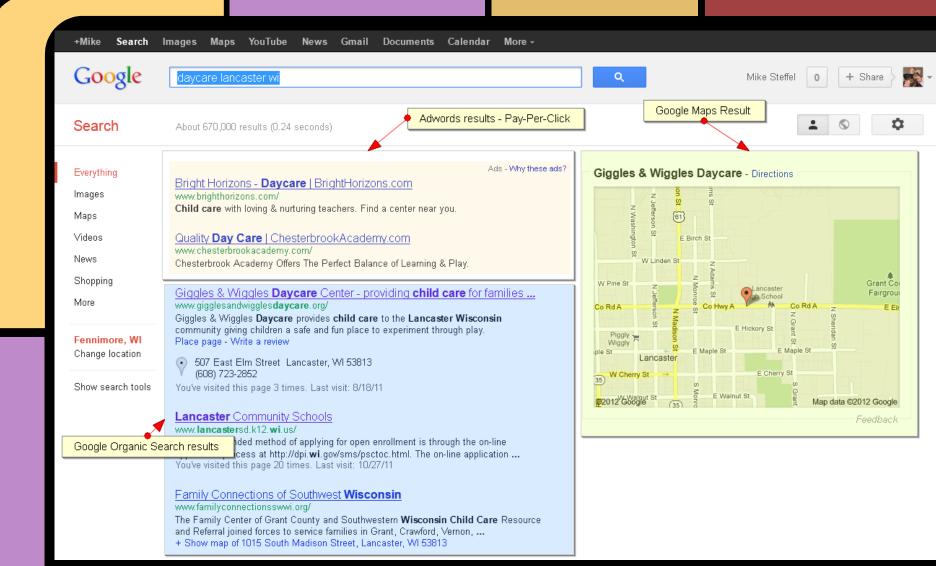- Pages that reference your page
- Load time of your page

Organic SEO
What Does Google Look At?

Relevancy

- Page Title
- Description
- Text on your page
- Pages that reference your page
- 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
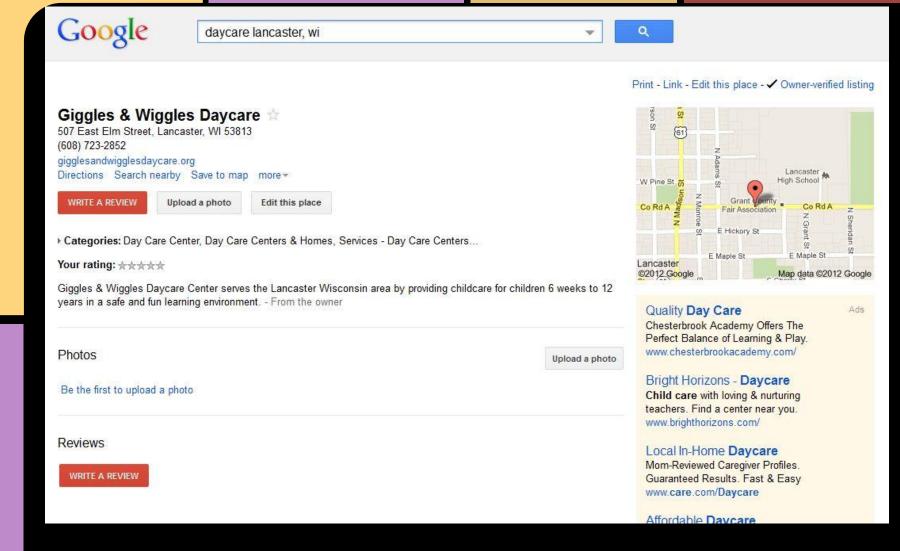
Relevancy of Location

Relevancy of Location

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

Claim your Google Places Listing!

Google Places Listing

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?

WordPress Plugin: **Google XML Sitemaps**

Submit your Site!

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

Google: https://www.google.com/webmasters/tools/submit-url?continue=/addurl&pli=1
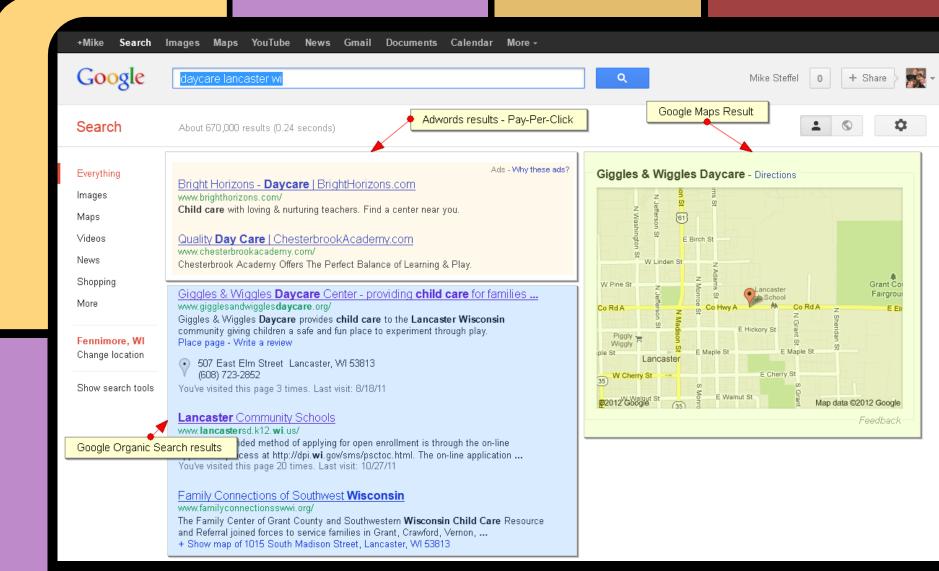
Yahoo and Bing: http://www.bing.com/toolbox/webmaster

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

Paid (Pay-Per-Click) SEO

Google AdWords Overview

Google Search Engine Results Page

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

- Research your goals and finalize your budget

Steps for a Successful Campaign

- Research your goals and finalize your budget
- Research your target audience

Steps for a Successful Campaign

- Research your goals and finalize your budget
- Research your target audience
- Research what keywords you should use (use the Google Keyword Tool)

Steps for a Successful Campaign

- Research your goals and finalize your budget
- Research your target audience
- Research what keywords you should use (use the Google Keyword Tool)
- Structure your campaign

Steps for a Successful Campaign

- Research your goals and finalize your budget
- Research your target audience
- Research what keywords you should use (use the Google Keyword Tool)
- Structure your campaign
- Create the Ad copy

Steps for a Successful Campaign

- Research your goals and finalize your budget
- Research your target audience
- Research what keywords you should use (use the Google Keyword Tool)
- Structure your campaign
- Create the Ad copy
- Develop the landing pages

Steps for a Successful Campaign

- Research your goals and finalize your budget
- Research your target audience
- Research what keywords you should use (use the Google Keyword Tool)
- Structure your campaign
- Create the Ad copy
- Develop the landing pages
- Set up the campaign

Steps for a Successful Campaign

- Research your goals and finalize your budget
- Research your target audience
- Research what keywords you should use (use the Google Keyword Tool)
- Structure your campaign
- Create the Ad copy
- Develop the landing pages
- Set up the campaign
- Analysis of statistics

Steps for a Successful Campaign

- Research your goals and finalize your budget
- Research your target audience
- Research what keywords you should use (use the Google Keyword Tool)
- Structure your campaign
- Create the Ad copy
- Develop the landing pages
- Set up the campaign
- Analysis of statistics

Thank you for your time.

Questions?