

Search Engines and Web Technologies

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Presentation Overview

- **Defining Goals**
- **Search Engines – SEO/SEM**
- **PPC/ Pay-Per-Click campaigns**
- **Online Press Releases**
- **Email Blasts/Newsletters**
- **Blogs**
- **E-Zines**
- **Online Directories**
- **Online Communities & Social Networks**



Industry Research

- **Majority of transactions begin with online research**
- **If you want to compete, you must dominate a keyword search**
- **New Web 2.0 technologies are increasingly important**

[Goals of your website]

- Whether profit or non-profit, need traffic
- But what do you want visitors to do?
- Donate? Receive information?
Participate in online community?

[Search Engine Optimization]

- SEO – Making sure your website is found when people search for your information/ keywords
- Two major elements:
 - Content
 - Links

[Keywords]

- What are keywords?
- Which keywords are relevant?
- What is the priority for keyword placement?
- <http://inventory.overture.com>
- <http://www.nichebot.com>
- <http://www.webceo.com>



[Content]

- Metadata
 - Title
 - Description
 - Keywords
 - Alt-tags for images
- Text
 - Keyword density
 - Highlighting – bold, italic, bullets, header tags
- URL strings
- Number of indexed pages (site: search in Google)
- Page Rank

[Links]

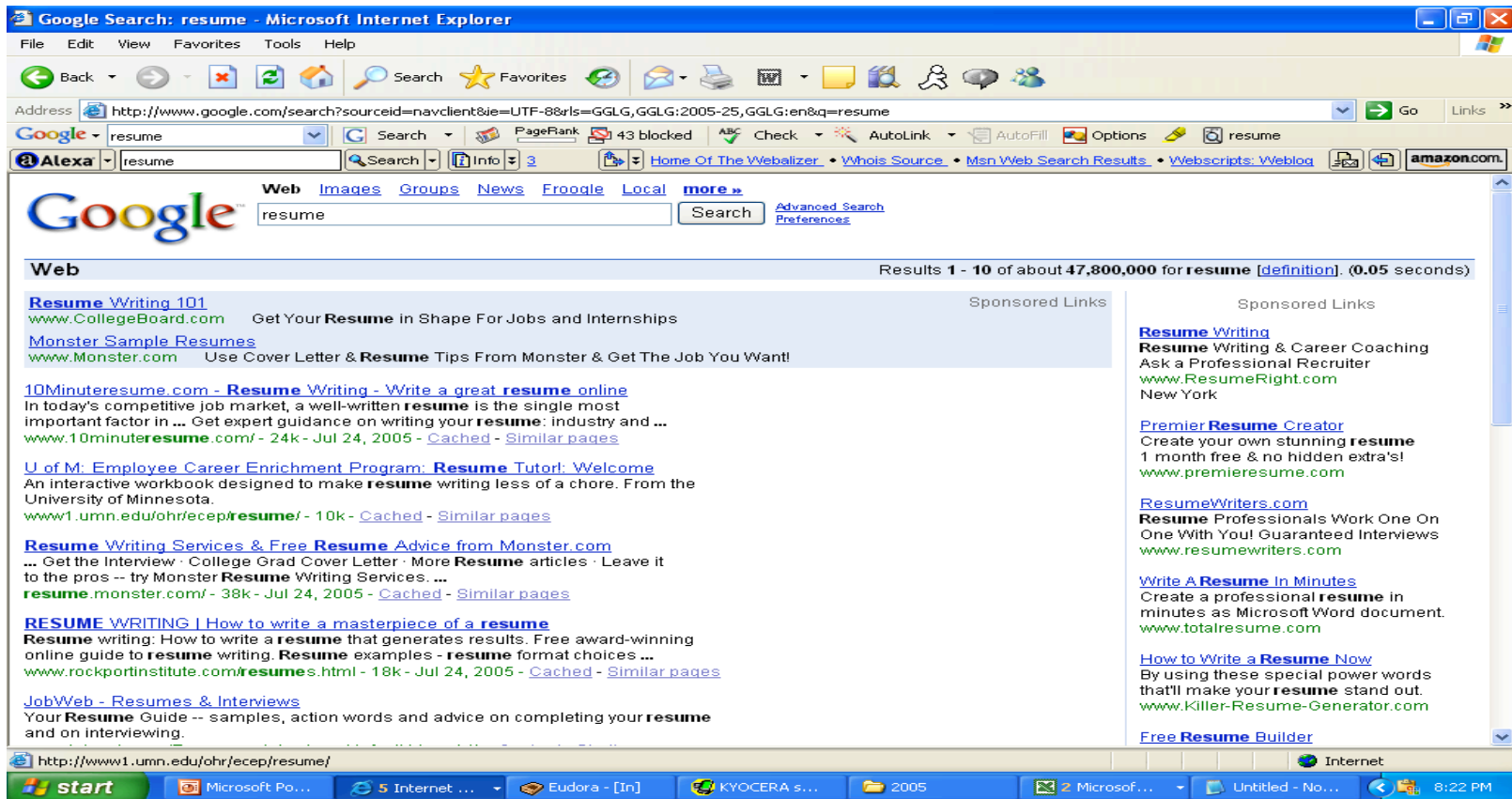
- Online Press Releases
- Directories
- E-zine articles
- Blogs
- Social Networks
- Create your own “marketing websites”
- Sister companies/ organizations
- Partners i.e. newspapers, community resources



[Pay-per-Click (PPC)]

- E.g. Google Adwords
- Quick results
- Known ROI
- Must keep paying to get results

Google search results PPC vs. Natural or “Organic”



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Website Search Engine Optimization
and Internet Strategies

[Online Press Releases]

- E.g. PRweb, BusinessWire
- Increase hits
- Increase links – other sites are looking for content

[Email Campaigns]

- Blasts – attempt to reach prospects – but do not spam!
- Newsletters – keep your name in front of your customers and prospects
- Provide value (e.g. TOTW)

[Blogs]

- Huge potential for traffic & links
- Easy to set up and use
- Must have personality
- Must be updated frequently
- RSS

[E-Zines]

- Hundreds/Thousands of sites looking for content
- Write with keywords and anchor text in mind

[Online Directories]

- Free vs. Paid
- Go for both Quantity and Quality
- Post over time – avoid spikes
- Google will take its time in recognizing links; Yahoo and others are more liberal



Online Communities / Social Networks

- E.g. LinkedIn, Facebook, MySpace, etc.
- People (friends) and Groups
- Fax→Email→IM→Facebook→???

[Video]

- YouTube and dozens more
- Post on your own site(s)

[Conclusion and Future]

- With a sustained effort, you can drive traffic to your site BUT
- Are you....
 - giving your visitors what they want?
 - achieving your objectives?
 - capturing their emails?
 - making sure they come back?
 - thinking about the FUTURE?
 - Theirs AND Yours
 - Wireless, cell phones
 - Kids today, adults tomorrow



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