Shepherds Loft
creating | enhancing your new media presence

Website SEO Training
by W. David Grubb

"Then the disciples, every man according to his ability, determined to send relief unto the brethren which dwelt in Judaea:"

- Acts11:29

SEO - A COMMON SENSE SEMINAR

BEFORE WE BEGIN

- You can hear me but I can not hear you.

- Type your questions into the chat box.

- A conference number will be provided at the end.

SEO - A COMMON SENSE SEMINAR
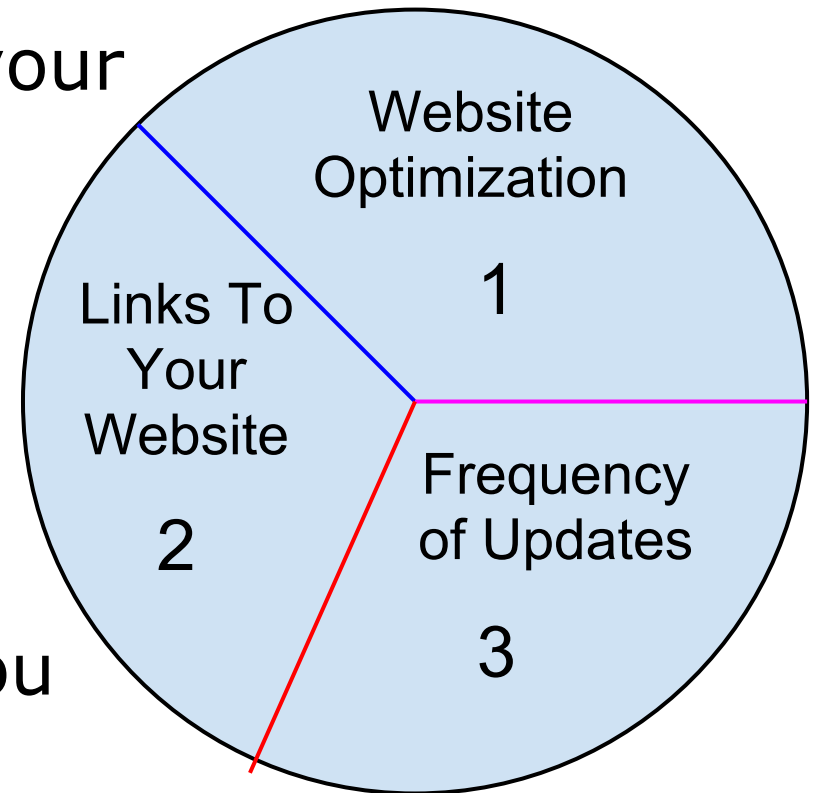
INTRODUCTION

What you need:

- Skills - type, copy/paste & find/replace

- Knowledge - understanding of the theory of SEO

- Tools
  - SEObook.com or Google Keyword Suggestion Tool
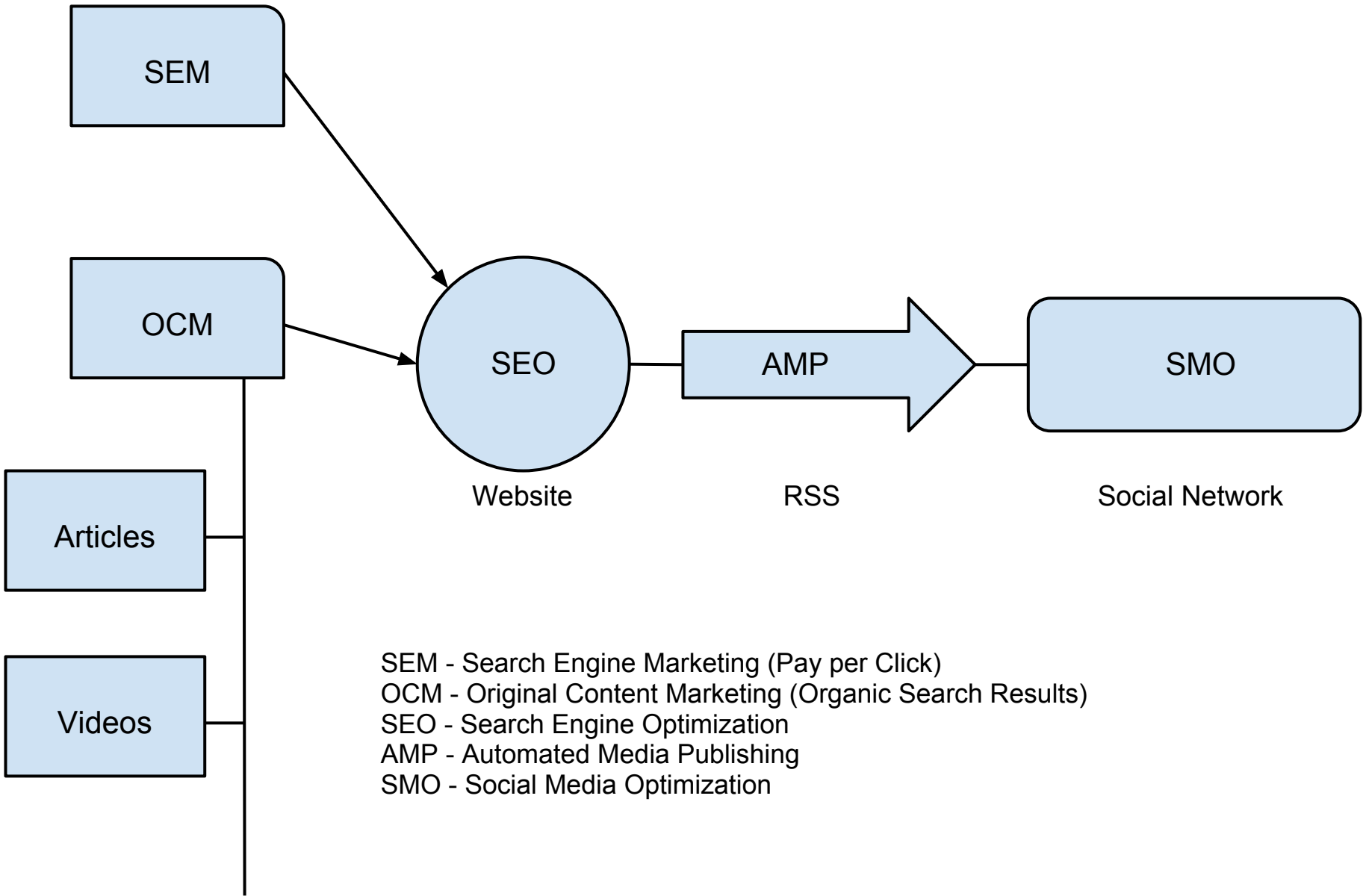 - Notepad or Text App (avoid programs with smart quotes)

SEO - A COMMON SENSE SEMINAR

PAGE POSITION ON SEARCH ENGINES

The theory of how google ranks your website: Optimization, Referring Links, and Update Frequency.

Update Frequency is directly proportional to the keyword competiveness. The higher the competition the more frequent you should update.

Website Optimization

1

Links To Your Website

2

Frequency of Updates

3

SEM

OCM

SEO

Website

AMP

RSS

SMO

Social Network

Articles

Videos

SEM - Search Engine Marketing (Pay per Click)
OCM - Orginal Content Marketing (Organic Search Results)
SEO - Search Engine Optimization
AMP - Automated Media Publishing
SMO - Social Media Optimization

SEO - A COMMON SENSE SEMINAR

DISCOVERING THE RIGHT KEYWORD PHRASE

- Using one of the keyword tools, search for a phrase that you think people will use to find your website.

- Compare the estimated daily traffic to the actual results in google.

- Repeat the process at least 3 times to discover the best keyword phrase for your website or page.

Shepherds Loft
creating | enhancing your new media presence

SEO - A COMMON SENSE SEMINAR

KEYWORD PHRASE COMPARISON

Keword Phrase	Est. Daily Traffic	Competition	%K
negative pressure wound therapy	23	442K	5
NPWT	14	231K	6
Wound Therapy	12	2,870K	<1

Another strategy is to combine keywords:

Optimize for "Wound Therapy"
Build a Post category or sub-page for "Negative Pressure"

"Negative Pressure" + "Wound Therapy" = "negative pressure wound therapy"

Shepherds Loft
creating | enhancing your new media presence

SEO - A COMMON SENSE SEMINAR

1) OPTIMIZING YOUR WEBSITE OR WEB PAGE

- Word Press general settings
- All-in-one SEO Pack general settings
- Page or Post Optimization: Title, text and tags (where tags are the same as keywords)
- All-in-one SEO Pack settings for a page or post: title, description, keywords
- Create categories that are geographical-, topical- or industry-specific.
- Add *title* tags to hyperlinks: <title>
- Add *title* and *alt* tags to images (also link the images to a larger image or an appropriate page/post) <alt>
- Use *heading* tags <h1>

SEO - A COMMON SENSE SEMINAR

2) REFERRING LINKS

- Anchor text (what is?)
Virtual Assistant
- Directory listings, e.g. YellowPages.com
- What is a reciprocal link?
- Link exchange (reciprocal links using your keyword phrase as the anchor text)
- Social media links and tracking e.g. Bit.ly
  - You tube, Facebook, Twitter, Comments

SEO - A COMMON SENSE SEMINAR

3) STATUS UPDATES

The proper frequency of your status updates is required to maintain a front page presence in search results. Use automated tools to generate or create status updates automatically or on the fly with your mobile device:

- Pixel Pipe
- Only Wire
- Connect Facebook to Twitter
- Connect LinkedIn to Facebook

Shepherds Loft
creating | enhancing your new media presence

SEO - A COMMON SENSE SEMINAR

WORD PRESS PLUGINS TO INSTALL

- Google Site-maps
- All-in-one SEO Pack
- Slick Social tool
- WP tweet this
- Share on Facebook
- Word Press mobile pack

NOTE: Make sure you do not create duplicate updates by connecting more than one tool to the same social network.

SEO - A COMMON SENSE SEMINAR

ADDITIONAL MARKETING STRATEGIES

- Set up Google Places.
- Use offline advertising and marketing materials to drive people to your social network.
- Give visitors something of value to join your social network.
- Use a strong call to action to increase your business.

Shepherds Loft
creating | enhancing your new media presence

SEO - A COMMON SENSE SEMINAR

CONFERENCE NUMBER 1-605-715-4920, 508483

- Detailed examples
- Discussion
- Questions

OPTIONAL SERVICES

- Web Design Themes
- Video Production
- Internet Marketing

visit http://shepherdsloft.com

Shepherds Loft
creating | enhancing your new media presence