

# Search Marketing Training

## Search Engine Optimization



### Locations

Rocklin, CA - San Francisco, CA - Los Angeles, CA -  
New York, NY - Las Vegas, NV - Seattle, WA

**Web** [www.blastam.com](http://www.blastam.com)

**Twitter** [@blastam](https://twitter.com/blastam)

**Email** [sales@blastam.com](mailto:sales@blastam.com)

**Phone** (888) 252-7866



- Trainer from -

# ***Blast Analytics & Marketing***



***David McCormick***

Marketing Strategist

# *Training Agenda*

- 01 -

***What is SEO?***

- 02 -

***Why Does SEO Matter?***

- 03 -

***SEO Best Practices***

- 04 -

***Measuring SEO Performance***

- 05 -

***SEO Tools***

- 06 -

***Get Started Today***

# What is SEO?

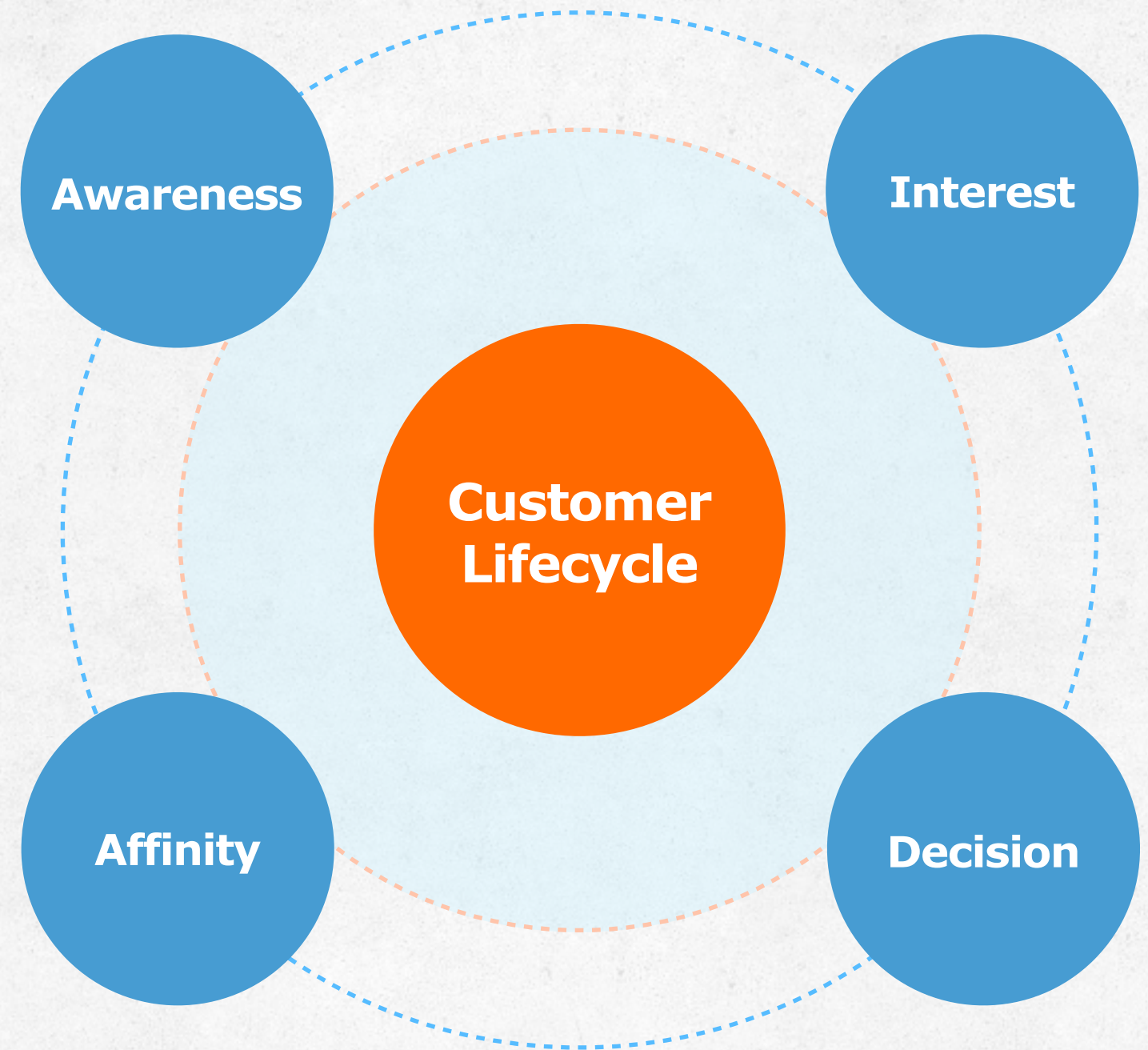
Crafting content that is **credible, attractive, usable, relevant, properly coded, and valuable** (earns links).



A screenshot of the 'TAKE ME FISHING' website. The page features a navigation bar with links for HOME, LOG IN, REGISTER, and social media icons. A search bar is located in the top right. The main content area includes a map of Rocklin, CA, with a weather widget showing 43°F and a 'REGISTER NOW!' button. Below the map are several content blocks: 'FISHING &amp; BOATING' with a welcome message, 'PLACES TO FISH &amp; BOAT' featuring a 'TOP 100 SPOTS' banner, 'BOATING SAFETY' with a family photo, 'FISHING BY SPECIES' with a bass image, 'THE BOAT FOR YOU' with a boat image, and 'LEARN HOW TO FISH' with another boat image. The website is designed with a clean, user-friendly layout and clear calls to action.

# Map to Entire Customer Lifecycle

Develop content to meet audience needs across the entire customer lifecycle. Don't leave holes.



Potential Customer	Potential Customer	Potential Customer	Potential Customer	Potential Customer	Customer	Repeat Customer	Loyal Customer	Customer	Advocate Customer
Awareness	Research	Interest	Evaluation	Justify /Decide	Buy	Repeat	Retention	Support	Referral

# Google

bing YAHOO!

To maximize search engine indexing/ranking:

- Prevent barriers to entry
- Organize the content well
- Use proper code



# ***Don't Stop Short***

**You spent hours writing and designing your new page/post. By spending 15-30 extra minutes, you can drastically increase visits.**

+ Great Content  
+ Great Design  
+ Great Code  
**+ (Wrong Keyword)**

---

**= 100 visits**

+ Great Content  
+ Great Design  
+ Great Code  
**+ Optimal Keyword**

---

**= 3,000 visits**

# Why is SEO important?

## Leadership

Top 3 Ranking in Paid and Organic Search imply leadership to searchers.

This leadership (in both paid and organic) will give your site more credibility and get you more clicks.

The screenshot shows a Google search for 'photobooks'. The search bar at the top contains the text 'photobooks' and a search icon. Below the search bar, there are navigation tabs for 'Web', 'Images', 'Maps', 'Shopping', 'More', and 'Search tools'. The search results indicate 'About 3,760,000 results (0.36 seconds)'. There are several ads and search results listed:

- 50% Off Photo Books - Plus Free Shipping on Orders \$30+.** (www.shutterfly.com/). Order Today and Save Up to 50% Off! Offers include: Up to 50% off Photo Books, 20% off Photo Canvas Prints, 50% off Shutterfly Photo Gifts, and 20% off Fleece Photo Blankets.
- Personalized Photo Books - mixbook.com** (www.mixbook.com/Photo\_Books). 704 reviews for mixbook.com. Personalize Your Photo Book Online! #1 on TopTenReviews 3 Yrs Running. Hardcover Wedding Photo Books - Digital Scrapbooking.
- Make a Photo Book - 1000's of Layouts to Choose From** (www.blurb.com/). 169 reviews for blurb.com. Personalize Your Photo Book Today. Blurb Books has 4,279 followers on Google+. Family Photo Books - Wedding Photo Books - Photo Books for Business.
- Photo Books | Make a Photo Book | Personalized Photo ... - Snapfish** (www.snapfish.com/snapfish/fe/photo-books). Use Snapfish to create a personalized photo book online. We offer custom, professional looking photo books in leather, flipbooks, cover photo books and more! Photo Books Comparison - Snapfish Photobook - Photo Books - African Honeymoon.
- Photo Books - Make Your Own Custom Photo Books | Mixbook** (www.mixbook.com/photo-books). Create custom photo books online in minutes. Choose a design, personalize a little or a lot, and get a professional quality book delivered to your door.
- Photo Books, Photo Albums, Create a Photo Book, Personalized ...** (www.shutterfly.com/photo-books). Save up to 50% on Shutterfly photo books + Free Shipping. Create a photo book to preserve your favorite digital memories in a beautiful, long-lasting way. Custom Path - Travel photo album - Wedding Photo Albums - Everyday Photo Books.
- Photo Books - Create Custom Photo Books Online at Tiny Prints** (www.tinyprints.com/photo-books.htm). Create custom photo books online at Tiny Prints. Our online photo album allows you to create a photo book of memories.

On the right side, there is a section titled 'Shop for photobooks on Google' with three product listings:

- Personalized Everyday Ph...** (\$9.99) from Walgreens.com.
- 5x7 Softbound Custom Cove...** (\$9.96) from Walmart.
- Custom Photo Book 8x8 Ima...** (\$37.95) from InvitationBox....

Below this, there is an 'Ads' section with several more results:

- Custom Photo Books** (www.mypublisher.com/Photo-Books). 39 seller reviews. Buy 1 Get 2 Free For a Limited Time 3 Photo Books For The Price of 1!
- Photobooks** (www.michaels.com/). 25% Off All Online Custom Photo Book Orders-Ends 3/2!
- 50% Off Photo Books** (www.walgreens.com/Photo). 36 reviews for walgreens.com. Get 50% Off Custom Photo Books! Create Online & Pick Up Same Day. Walgreens has 2,211 followers on Google+.
- Photo Books at Rite Aid** (www.riteaid.com/PhotoBooks). Choose Your Style, Color and More to Customize the Perfect PhotoBook!
- Photo Books At Target** (www.target.com/). Add Your Photos, Select Designs & Create Your Own Custom Book! 1925 Douglas Blvd, Roseville, CA (916) 786-8992 - Directions.



# Search Traffic Distribution

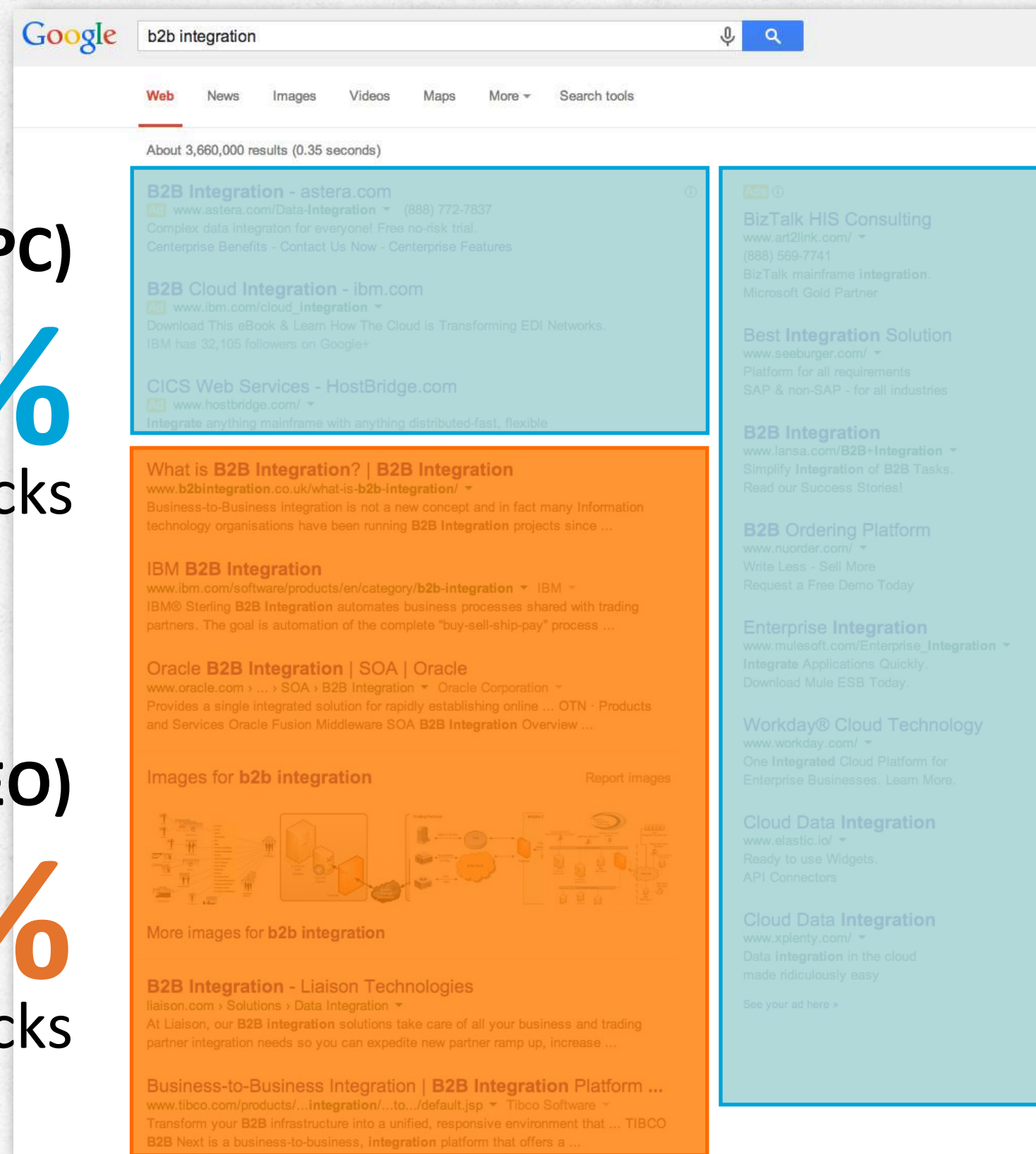
# 4x

Paid Search (PPC)

20%  
of the clicks

Organic Search (SEO)

80%  
of the clicks



# No Content = No Ranking

enterprise integration platform

https://www.google.com/search?q=enterprise+integration+platform&oq=enterprise+integration+platform&aqs=chrome..69i5...

enterprise integration platform

About 14,000,000 results (0.44 seconds)

**Integration Platform - Integrate data from any source**  
Ad www.boomi.com/Platform-as-a-Service  
No Coding. Get the WhitePaper.  
Demo Video - 30-day Trial - Gartner Magic Quadrant - Self-Guided Tour

**Data Integration Service - Informatica.com**  
Ad www.informatica.com/Cloud  
Made Easier w/ Cloud Integration From Informatica. Learn More Now!

**Enterprise Integration - Fast, low risk integration with SOA**  
Ad rocketsoftware.com/Enterprise+Integration (404) 760-1560  
Free white paper with case studies

**Enterprise Integration Platform: Anypoint Platform | MuleSoft**  
https://www.mulesoft.com/platform/enterprise-integration MuleSoft  
We built Anypoint Platform to make connecting easy. Anypoint Platform is the only complete platform for SOA, SaaS integration and APIs. The Anypoint Platform ...  
APIs - SOA - Mule ESB - SaaS

**Enterprise application integration - Wikipedia, the free ...**  
en.wikipedia.org/wiki/Enterprise\_application\_integration Wikipedia  
Enterprise application integration (EAI) is the use of software and computer systems architectural principles to integrate a set of enterprise computer applications.  
Overview - Improving connectivity - Purposes - Patterns

**Gartner Magic Quadrant Enterprise Integration Platform as ...**  
www.informatica.com/us/ipaas-magic-quadrant/ Informatica  
Informatica is positioned as a leader in Gartner's new Enterprise Integration Platform as a Service report. Download Gartner's iPaaS Magic Quadrant report here.

**Platform for Enterprise Integration | Talend**  
https://www.talend.com/.../platform-for-enterprise-integration Talend  
Talend offers business process software, application integration and data management ...  
... Talend's Platform for Enterprise Integration includes BPM, application ...

**Enterprise Integration**  
www.mulesoft.com/Enterprise\_Integration  
Integrate Applications Quickly.  
Download Mule ESB Today.

**Integration Software**  
www.netsuite.com/  
Avoid Integration Headaches with NetSuite. One System Solution

**Enterprise Integration**  
www.intersystems.com/Ensemble  
Learn Why Ensemble is Better For Your Integration Needs. Watch Video

**Data Access & Integration**  
www.connx.com/  
Integrate Legacy, Non-Relational, & Relational data for all Platforms

**Enterprise Integration**  
www.smartlogic.com/enterprisearch  
Custom Search Applications to Drive Enterprise & Faceted Search

See your ad here »

Enterprise Integration Plat

https://www.mulesoft.com/platform/enterprise-integration

MuleSoft™  
connecting the new enterprise

Community Blog Support login Contact 1-415-229-2009 Language Search

Products Industries Services Resources Partners Company

Meet Anypoint Platform

Connect and succeed  
Successful companies are connected companies. When you're

# No Matching Page

workday

Applications Why Workday Customers Services Resources Company

enterprise integration platform

Showing 1-20 of 56 results from Workday...

News: Workday Opens Its Integration Cloud Platform to Customers and Partners  
PLEASANTON, CALIF. — March 28, 2011 — To reduce cost and complexity typically associated with application integration, Workday, Inc. today announces it has opened the Workday Integration Cloud Platform to customers and partners.

Results from Blogs

Welcome to the Workday Integration Cloud

Four Critical Requirements of SaaS Integrations

The Enterprise Cloud: A Unified Architecture Means Unified Experience

Change Can be a Good Thing - Annrui O'Toole and Workday the opposite of ERP

Embracing Continuous Change at Workday

Workday and Cape Clear: Five Years On

# No Workday in Top 10

# Boating

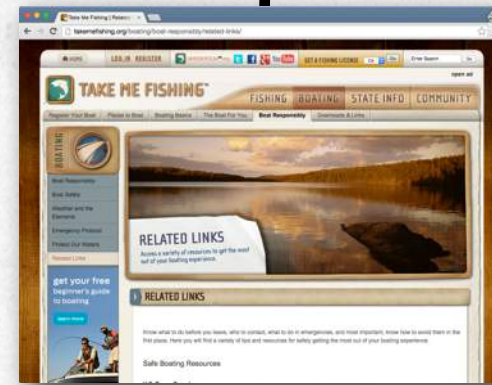
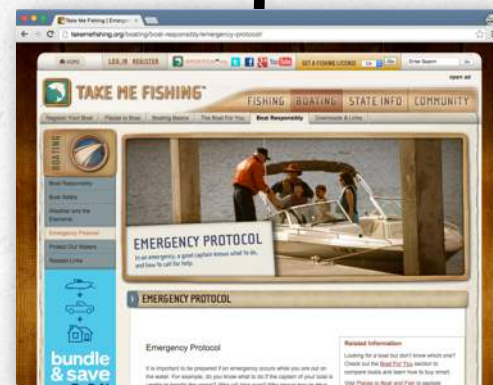
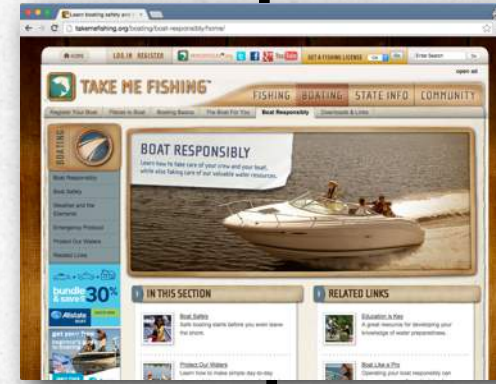
# Content Depth



**Boating Basics**

**Boat Registration**

**Boat Responsibly**



**Boat Safely**

**Weather & the Elements**

**Emergency Protocol**

**Protect Our Waters**

**Related Links**

# SEO Strategy

## Build-out content to match user needs/searches

Intelligent, sustainable SEO strategy **builds out mid- to long-tail content pages.**  
Will increase search visibility and provide highly relevant user experiences that match users' expectations.



Google Search:  
"California boat registration **requirements**"



Competitor Page:  
"California boat registration"

**= Low Relevancy**



Google Search:  
"California boat registration **requirements**"



Client Page:

"California boat registration **requirements**"

**= High Relevancy**

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*Get Started Today*

# What affects rankings?

## Personalization

- Location
- Previous History
- Social Likes/Shares
- Mobile Results



The screenshot shows a Google search for 'banks' in Roseville, CA. The search results are personalized, showing ads for Bank of Sacramento, Wells Fargo, and Bank of America. A map on the right shows the location of several banks in Roseville, CA, with markers labeled A through G. The map is titled 'Map for banks'.

Google banks

Web Images Maps Shopping News More Search tools

About 709,000,000 results (0.31 seconds)

Ads related to banks

**Bank of Sacramento - BankOfSacramento.com**  
[www.bankofsacramento.com/](http://www.bankofsacramento.com/)  
Start **Banking** Online with a **Bank** in Local Sacramento. Apply Today!  
Business Banking - Personal Banking - About Us - Contact Us  
Map of Suite 200, 1478 Stone Point Drive, Sacramento, CA (916) 648-2100 - Directions

**Wells Fargo Checking - WellsFargo.com**  
[www.wellsfargo.com/](http://www.wellsfargo.com/)  
Experience the convenience of over 12,000 ATMs coast to coast

**Bank of America | Home | Personal**  
<https://www.bankofamerica.com/>  
1 Google review

**Chase**  
<https://www.chase.com/>  
Google+ page

**Umpqua Bank**  
[www.umpquabank.com/](http://www.umpquabank.com/)  
Google+ page

**US Bank**  
<https://www.usbank.com/>  
Google+ page

**Redding Bank of Commerce**  
[www.reddingbankofcommerce.com/](http://www.reddingbankofcommerce.com/)  
Google+ page

**River City Bank**  
<https://www.rivercitybank.com/>  
Google+ page

**Community 1st Bank**  
[www.community1bank.com/](http://www.community1bank.com/)  
Google+ page

More results near Roseville, CA »

**Citibank® - Banking, Credit Cards, Lending & Investing - Citibank®**  
<https://online.citibank.com/US/Welcome.c>  
Discover financial services tailored to your life from Citibank®. Learn more about our full range of **banking** products, including checking, savings, credit cards, ...

Map for banks

how to tie fishing knots - C x

https://www.google.com/search?q=fishing+boat+registration&oq=fishing+boat+registration&aqs=chrome.0.69i59j69i60i2.3270j0j1&sourceid...

Google how to tie fishing knots Sign In

Web Videos Images Shopping News More Search tools

About 395,000 results (0.45 seconds)

**Knot-Tying 101 - TakeMeFishing.org**  
[www.takemefishing.org/fishing](http://www.takemefishing.org/fishing)  
 All you need to know about knot-tying. Learn how now.  
 Take Me Fishing has 1,333 followers on Google+  
 Find Fishing Hot Spots Find Boating Locations  
 Learn to Boat Responsibly Get Your Fishing License

Palomar Knot

- Double about 10 inches of line, and pass through the eye.
- Tie an Overhand Knot in the doubled line, letting the hook hang loose. Avoid twisting the lines.
- Pull the end of loop down, passing it completely over the hook.
- Pull both ends of the line to draw up the knot.

How to tie Knots - Florida Fish and Wildlife Conservation ...  
[myfwc.com/fishing/.../f...](http://myfwc.com/fishing/.../f...) Florida Fish and Wildlife Conservation Commission

Feedback

**Fishing Knots | How to Tie Fishing Knots | Animated Fishing ...**  
[www.animatedknots.com/indexfishing.php](http://www.animatedknots.com/indexfishing.php) Animated Knots by Grog  
 Instructions: Move the mouse over each knot. Look at the description to find out what it can be used for. Click on the knot you wish to see. On the new page wait ...  
 Improved Clinch Knot - Perfection (Angler's) Loop - Trilene Knot - Palomar Knot

**Fishing Knots | How to Tie Every Fishing Knot | Animated ...**  
[www.netknots.com/fishing\\_knots/](http://www.netknots.com/fishing_knots/)  
 Choose the right fishing knot and tie it correctly. Lubricate knots with water or saliva before drawing tight. Draw knots as tight as possible. Trim tag ends close to ...  
 Improved Clinch Knot - Double Uni Knot - Palomar Knot - Alberto Knot

**#3 My favorite fishing knot | How to tie a fishing hook to a ...**  
[www.youtube.com/watch?v=2WrtJlot1vA](http://www.youtube.com/watch?v=2WrtJlot1vA)  
 May 20, 2013 - Uploaded by How to Fish  
 Fishing knot, quick tutorial for beginners, quick and easy and very strong knot to tie a fishing hook to a ...

**Fishing Knots: How to Tie The Four Strongest | Field & Stream**  
[www.fieldandstream.com/.../fishing/...fish/...strongest-fis...](http://www.fieldandstream.com/.../fishing/...fish/...strongest-fis...) Field & Stream  
 John Merwin did a bit of testing in the F&S top-secret line lab to bring you this list of the four strongest fishing knots on the water. Here's how to tie them, and why ...

**[PDF] KNOTS YOU NEED TO KNOW**  
[fishandboat.com/.../fish.../tmf\\_k...](http://fishandboat.com/.../fish.../tmf_k...) Pennsylvania Fish and Boat Commission  
 Take a length of fishing line, a hook with the point cut off or buried into a cork, and practice. Practice until you can tie each knot correctly. Wet knots with saliva as you pull them tight. This prevents damage to the line and allows the knot to pull tight.

35%

20%

13%

*Rank. Click. Convert.*

*Importance of Top 3 Ranking*

} 2/3 of all clicks

# Rank. Click. Convert.

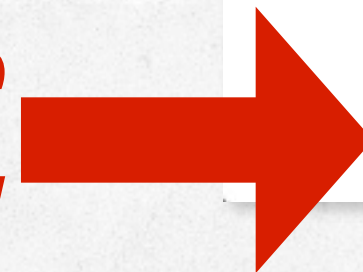
- **Paid Search** can capture 20%-30% of total clicks
- **First listing** can capture 35%-40% of non-paid clicks
- **Top three listings** capture about 60% of non-paid clicks

## Ranking does not equal success

Ranking well for a variety of search terms is vital but it is only the first step toward driving sustainable non-paid traffic.

Between paid search and **universal search listings**, a top 3 ranked website listing can be **pushed down the page and get dramatically reduced visibility**. Can reduce the CTR from 40% to 10% or less.

**No Visible  
#3 Listing**



The screenshot shows a Google search for "mortgage rates" with approximately 191,000,000 results. The search results are organized into two columns. The left column contains several organic search results, and the right column contains several paid advertisements. A red box highlights the third organic search result, which is a news article titled "Rate on 30-year mortgage declines to 3.51%". The article is from USA TODAY and was published 1 hour ago. The text of the article snippet reads: "Super-low mortgage rates have helped boost rebound in home sales and prices." The red box is positioned around the #3 result, indicating its low visibility despite its high ranking.

Search results for "mortgage rates":

- Ads related to mortgage rates:
  - Compare Mortgage Rates - Lendingtree.com
  - Today's Mortgage Rates - Bankrate.com
  - Today's FHA Rates in CA - No Appraisal or income Qualifying
  - Mortgage Rates - Today's Home Loan Rates and Trends | Zillow
  - Mortgage Rates Compare ARM Loans Fixed Loan Rate Mortgages ...
- Ads:
  - 2.25% Refinance Rates
  - 3.0% No Closing Cost Refi
  - No Closing Cost Mortgages
  - Today's Mortgage Rates
  - 3.5% 30 Yr Mortgage Rates
  - 2.3% FIXED Mortgage Rate
- News for mortgage rates:
  - Rate on 30-year mortgage declines to 3.51% (USA TODAY - 1 hour ago)



# Rank. Click. Convert.

**Lack of Click Problem** = lack of click-thrus will eventually reduce rank

**Google serves up your listings, and if people:**

- **aren't** clicking your listing you **lose rank**
- **are** clicking on your listings you **maintain or gain rank**

Page	Impressions	Clicks ▲	CTR	Avg. position
▶ /community/places-to-boat-and-fish/ ↗	15,692	2,119	14%	4.3
▶ /fishing/fishopedia/how-to-fish/ ↗	10,394	1,817	17%	3.9
▶ /fishing/fishopedia/how-to-fish/when-to-fish/ ↗	14,759	1,542	10%	7.1
▶ /fishing/saltwater-fishing/where-to-fish/pier-and-surf-fishing/ ↗	15,818	1,252	8%	8.3
▶ /fishing/fishopedia/fishing-knots-and-rigs/lure-rig-knots/ ↗	27,551	1,166	4%	8.9
▶ takemefishing.org/ ↗	24,086	1,109	5%	8.6
▶ /fishing/freshwater-fishing/tips-and-tricks/ ↗	15,019	945	6%	12
▶ /fishing/fishopedia/how-to-fish/fishing-techniques/ ↗	8,812	818	9%	6.3

*Rank. Click. Convert.*

## What impacts CTR on the SERP?

- Page Title
- Meta Description
- URL
- Brand awareness
- User intent (stage of the customer life cycle)



Fishing Knots and Rigs - Take Me Fishing  
takemefishing.org/fishopedia/fishing-knots-an... ▼ Takemefishing.org ▼  
Find instructions on how to tie fishing knots and rigs. Read specifics on knots for lures and loop knots, as well as rigs for bass, flounder and trout.

# *Rank. Click. Convert.*

## **Your SERP listing is an ad.**

You won't get as many clicks if your listing:

- Isn't persuasive or clearly differentiated from other listings
- Doesn't match the user's intent
- Lacks keywords (that get bolded when match search query)
- Is over stuffed with keywords
- Offers useless or irrelevant information
- Description doesn't speak to person's needs or make your value/benefits clear

# *Rank. Click. Convert.*

If you can't drive targeted traffic that converts then all is lost.

**SEO = UX**

**Bounce = -1 Vote**

Conversion doesn't need to be a revenue transaction. It can be another type of conversion that demonstrates a positive experience which is likely to lead to a revenue based transaction in the future.

# Bounce Back Effect

where to fish - Google Search

https://www.google.com/search?q=how+to+tie+a+fishing+knot&oq=how+to+tie+a+fishing+knot&aqs=chrome..69l57..5238j0j1&sourceid=...&source=...&source=...

Google where to fish

About 666,000,000 results (0.61 seconds)

- Where to go fishing, Best fishing places | Take Me Fishing**  
takemefishing.org/fishing/...fishing/where-to-fish/ - Takemefishing.org  
Discover where to go fishing. From ponds and lakes to streams and rivers to ocean and sea, find places to fish for a successful day on the water.
- Places to Boat and Fish Map - Take Me Fishing**  
takemefishing.org/community/places-to-boat-and-fish/ - Takemefishing.org  
Our fishing map shows you the best places to fish in any area. Find bodies of water and get local insight from member hot spots. Catch fish today!
- Where To Fish - Take Me Fishing**  
takemefishing.org/fishing/...fishing/where-to-fish/ - Takemefishing.org  
From the coastline to the deep-sea, there are countless saltwater fishing locations for all anglers. Find out where to fish plus tips on techniques.
- Fishing Trips and Sportfishing Vacations - International ...**  
www.wheretofish.com/ -  
International fishing trips and sport fishing vacation destinations - Peacock Bass Fishing trips, Tropic Star Lodge in Panama, Lake El Salto in Mexico, Alaska ...
- Where to fish and hunt near big American cities - USA Today**  
www.usatoday.com/story/travel/destinations/.../14381677/ - USA Today  
Aug 23, 2014 - In the years I lived in Manhattan working for a hunting-and-fishing magazine, I walked all the time and was more inclined to walk five or 10 ...
- Fishing | Places to Fish - Trails.com**  
www.trails.com > Trail Finder -  
Find information about Fishing on Trails.com, including where to find Places to Fish in North America.
- Where to Fish: Rivers and Streams - NYS Dept. of ...**  
www.dec.ny.gov... - New York State Department of Environmental Conser...  
Where to fish and structure to fish in rivers and streams.
- Where To Fish in Mono County - Mono County, CA**  
www.monocounty.org/where-to-fish/ -  
Get fishing directions, tips, and best times of year information from the Mono County Film and Tourism Commission.
- Fishing in California**  
https://www.wildlife.ca.gov/Fishing -  
Fisheries programs branch representing the Department of Fish and Game. Marine fishing page offers information for game enforcement, conservation ...
- Where to Fish | Louisiana Department of Wildlife and Fisheries**



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- Amazon Peacock Bass
- Costa Rica Fishing Trips
- Guatemala Sailfishing
- Marlin Fishing Panama

B&B Worldwide Fishing Adventures

Want to get away on a high quality fishing trip? We offer a wide variety of International and American fishing destinations including:

- Tropic Star Lodge in Panama
- The Himalayas in India

Local Fishing Map, Find the best places to fish

takemefishing.org/community/places-to-boat-and-fish/

HOME LOG IN REGISTER VAHOSAPESCAR.org GET A FISHING LICENSE CA Enter Search

TAKE ME FISHING™ FISHING BOATING STATE INFO COMMUNITY

Forums Gallery Events Places to Boat & Fish Scouting Blog Polls News America's Top Family Fishing and Boating Spots

Use the Places to Boat and Fish Map to help you search for fishing locations in your area or anywhere in the U.S. Find places to fish then mark them as hot spots on the fishing map. For instructions on how to use this map, download our PDF guide.

Is this map missing something? Do you have a comment? LET US KNOW

1400 West Stanford Ranch Road

BOODIES OF WATER MEMBER HOTSPOTS POINTS OF INTEREST

# *Rank. Click. Convert.*

It doesn't matter if you drive a million additional visitors if you don't convert them and get value from the traffic you are driving

1,000 Visitors

5% Conversion Rate

---

**= 50 conversions**

1,000,000 Visitors

.005% Conversion Rate

---

**= 50 conversions**

1,000,000 Visitors

3% Conversion Rate

---

**= 30,000 conversions**

# Results - Lower Bounce Rates

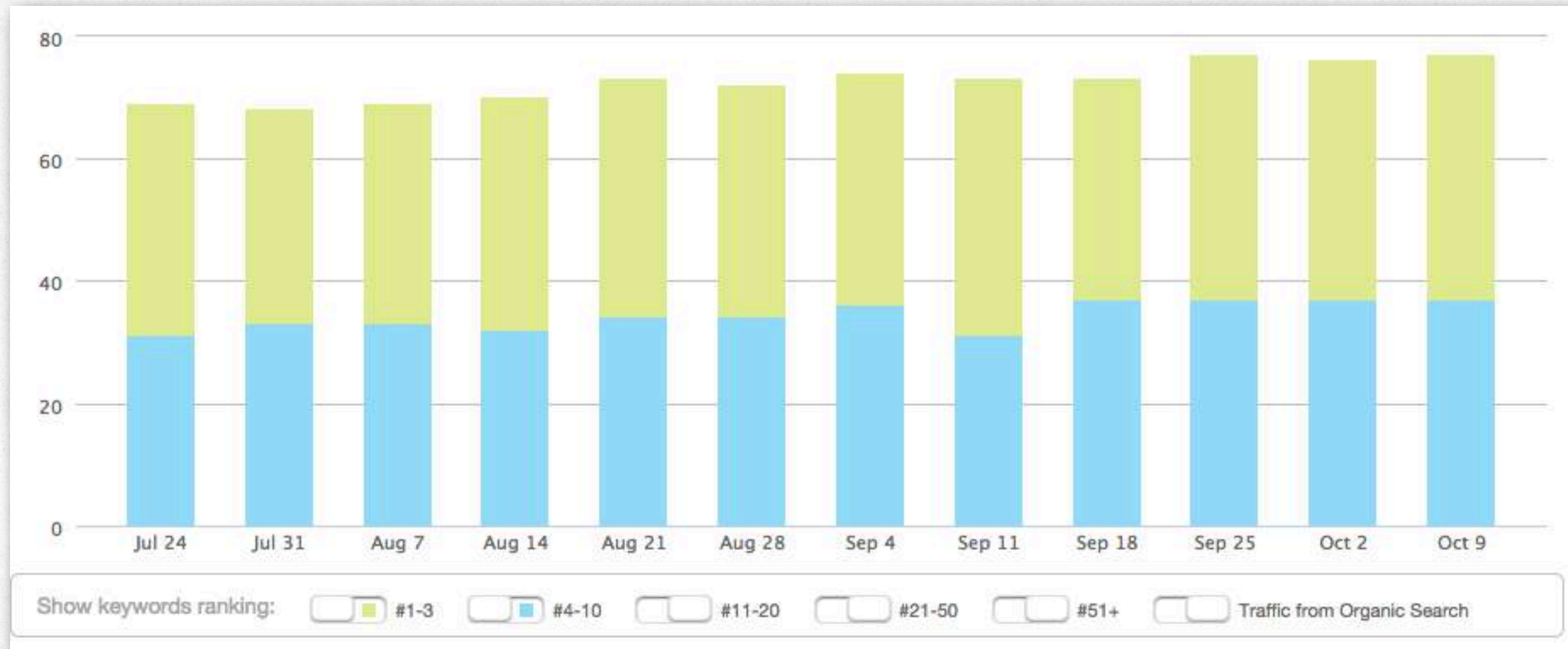
Page	Bounce Rate Sept. 2013	Bounce Rate Sept. 2014	Change
/mobile/	57%	23%	-60%
/fishing/license/	16%	12%	-25%
/state/al/al-fishing-license-and-regulations/	73%	57%	-22%
Home Page	31%	23%	-26%
/fishing/saltwater-fishing/where-to-fish/deep-sea-fishing/	76%	70%	-8%
/state/ny/ny-fishing-license-and-regulations/	74%	61%	-18%
/fishing/overview/	36%	33%	-8%
/fishing/fly-fishing/what-is-fly-fishing/	50%	29%	-42%
/community/places-to-boat-and-fish/	33%	25%	-24%

# Results - Increased Organic Search Traffic

Page	Sessions Sept. 2013	Sessions Sept. 2014	Change
/mobile/	191	8,530	4,366%
/fishing/fishopedia/how-to-fish/	1,343	2,549	90%
/fishing/fishopedia/how-to-fish/fishing-techniques/	18	956	5,211%
/fishing/freshwater-fishing/tips-and-tricks/	1,012	1,157	14%
/state/al/al-fishing-license-and-regulations/	45	1,004	2,131%
/fishing/license/	628	1,287	105%
/fishing/saltwater-fishing/where-to-fish/pier-and-surf-fishing/	549	1,997	264%
/fishing/fishopedia/how-to-fish/when-to-fish/	555	2,705	387%
/boating/the-boat-for-you/types-of-hulls/	68	667	881%
community/places-to-boat-and-fish	15	3,463	22,987%



# Results - More High Rankings



# Measurable Results



- 1 Fishing Map page optimized; listed on second page of Google search for “best fishing spots” and receiving nearly no traffic.
- 2 Moves from page 2 to #5 on page 1; traffic begins to increase.
- 3 Ranking #1 in Google search for “best fishing spots” and **traffic increased almost 1000% to 1,100 sessions per week.**

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# 3 Keys to SEO Success

## Technical SEO

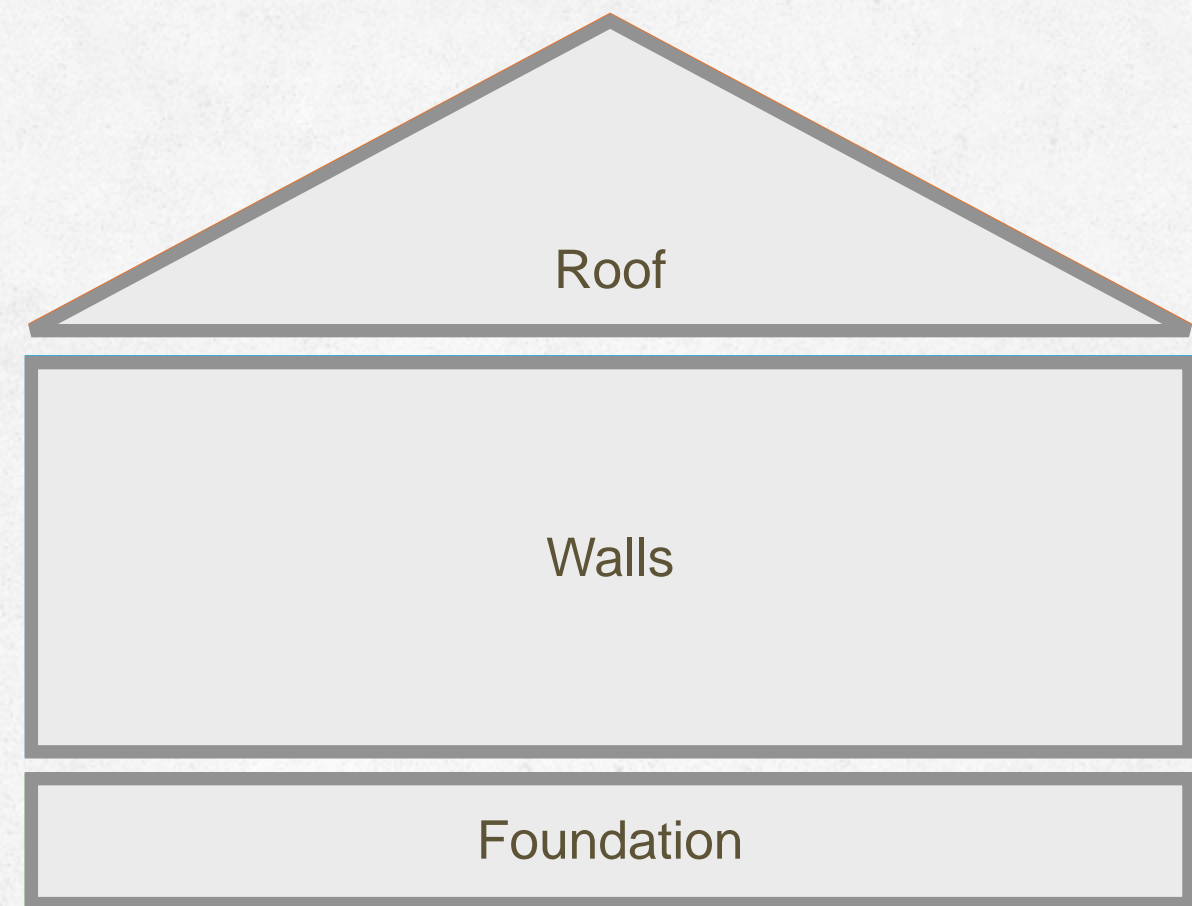
- **HTML Tags** - Headings, links, canonicals
- **Site Errors** - Missing Pages, broken links, page errors
- **Servers** - Server errors, settings, redirects, download speed

## Content SEO

- **Keyword Targeting** - choose one keyword per page
- **Content Optimization** - use chosen keyword throughout the page
- **Supporting Content** - create related pages to support your page and create themes (silos) around particular topics

## Authority SEO

- **Internal Linking** - Cross-linking of pages on your site
- **External Linking** - Links pointed to your site from other external sites
- **Social Sharing** - Links to your site, shared on social sites, blogs, forums



# Technical Factors

## Prevent Barriers

### Performance



### Site Errors

404s  
302s

### Domain Structure

### Code/Server Settings

```
<meta name="Description" content="Master data management (MDM) solutions by TIBCO ensure critical data across domains and operational systems is accurate and consistent – regardless of geographic, line-of-business, or application silo boundaries." />
<meta name="Keywords" content="master data management, MDM, data quality, data consistency, unified source of data, 360 customer profile" />
<meta name="robots" content="index, follow" />
<meta name="googlebot" content="index, follow" />
<meta name="tags" content="" />
<link rel="shortcut icon" href="/multimedia/favicon.ico" type="image/ico" />
```

# *On-Page SEO*

**High-quality, usable, credible, and attractive.**

Needs to be **worthy of sharing**; something other people want to promote by linking back to you.

Links increase your trust and authority and are a key for helping you rank well for your target keywords.

# *4 Keys of SEO Copywriting*

- 1) **Information Architecture (IA)** – the organization of your website, logically grouping site content (themes/silos of like content, file folders).
- 2) **Content** – the visible page assets and the invisible code.
- 3) **Internal Linking** – how you link between different pages within the site – in the navigation, footer, sitemap and within body content.
- 4) **Social Buzz** – aspects of your site that enable people to share, tweet, email a friend, etc.

# *SEO Copywriting Best Practices*

You want your content to speak to your readers' needs and desires, have them share it in social media, and "score" links!

- Natural, high-quality writing is best. SEO copywriting should incorporate keywords naturally!
- Copywriting is about being relevant. Your copy should have "scent" that helps users smell, find and follow what is relevant to them. You must:
  - Grab their attention.
  - Pique their interest.
  - Compel them to take action.



# Page Structure

## Each page must include at least the following elements

- **A unique HTML Title Tag:** text within <title> tag.
- **A Meta Description:** content within <meta name="description"> tag.
- **One unique Headline:** text within <H1> tag.
- **Body Content:** text within <body> tag, often defined within a <p> tag.

## Optionally, pages could include

- **Meta Keywords:** content within <meta property=""> tag.
- **Meta Tags for Facebook Open Graph:** content within <meta property="" content="" /> tag.
- **Sub-Headlines:** subheadings for page structure, text within <H2>, <H3> up to <H6> for long pages.
- **Media Assets:** images, video, PDF downloads.
- **Links:** <a href> internal links to other pages within site and external links to other related websites.
- **Link Title:** attribute within the link tag, shows when link is hovered over with mouse/pointer.
- **Call to Action:** message integrated within text and/or sidebar link element that encourages the user to click.

# *Page Titles - Why They Matter*

- Title is the link that appears in SERP, the first thing people see!
- Good descriptive titles **increase the click through rate** when searchers view your listing in the SERPs. It must be good enough to convince them to click on it!
- Relevancy of the title to the content on the page is taken into account by the search engines.
- Title text becomes the **bookmark** when users bookmark a page.
- Title text is what is shared on Facebook by default, unless you use the meta title tag.
- The title is what displays at the top of the browser

# *Writing Page Titles - Tips*

- **Use Target Keywords** (keep it relevant to page and use that page's target kw)
- **Order the Title with Keywords first** (Put kw first, not brand)
- **Avoid Keyword Stuffing** (reduces CTR)
- **Create Unique Titles** (duplicates can send duplicate content signals to Google)
- **Keep Titles Short** (between 55 and 68 characters)
- **Be Descriptive** (be reflective of page content and entice users to click)
- **Write for users** (see page title as your "hook")

# *Meta Descriptions*

Each page's meta description should be a summary of the main content.

# ***Meta Descriptions - Why They Matter***

- Meta Descriptions are very important! The meta description is copy in your SERP snippet, **the second thing people see!**
- Descriptive meta descriptions **increase the click through rate**. Needs summarize page and persuade to click!
- Relevancy to the page is taken into account by the search engines.
- Facebook often uses the meta description when someone shares the page.

# *Writing Meta Descriptions - Tips*

- Can make or break CTR (**write it like a miniature ad**)
- DO NOT exactly repeat the title tag.
- DO use keywords. Put primary keywords toward the front.
- Use approximately 22-25 words. (**Goal: 135-150 characters**)
- Don't use "we" language. Think "you!" (Write for the user)
- Good meta descriptions are human-readable and diverse.
- Should not be perfect grammar. Users only skim
- If a page on your website ranks for a keyword phrase not in the meta description, search engines may generate their own meta description summary, partially from the content in the first paragraphs.

# ***Meta Keyword Tags*** - *Optional, but Recommended*

## **Meta Keywords**

The meta keywords tag is not a strong ranking signal, but seems to be making a return.

## **Tips**

- Use your primary keyword, secondary keyword, up to 3 tertiary keywords maximum.
- Keep it short - Do not use more than 5 keywords.
- **If abused, could cause a spam penalty.**

# ***URL Structure - Tips***

- **Keep simple** and straight forward (Goal: could be recited from memory).
- URLs are displayed in search results.
- **Simple URLs = easier for the search engines** to crawl the site
- Use words in URLs that pertain to that page.
- Create a **simple directory structure**, which makes it easy for users to know where they are on the site.
- **Use canonical tags** to avoid splitting visitors onto two identical pages



# *Page Names - Tips*

- **Use hyphens** (-) to separate word (no stop words such as “and,” or “the”)
- Create the SHORTEST URI path possible, no stop words, no punctuation.
- Write page name for search engines with **keywords near the front**, but so they make sense to people.
- **All lower-case is best practice.** Page names are case-sensitive.
- FINALIZE your page name after your page’s keyword theme is identified, prior to publishing. Changing the URI after launch may require 301 redirects to avoid 404 errors.

# *Body Content*

Your body content is the unique key message for each page. Each page should be part of the theme for that section of your site.

Do not combine messages and themes in the same page unless absolutely necessary.

Keep content message-focused!

# Body Content - Tips

- Each page should be able to stand by itself without relying on messaging from another page. Each page is essentially a possible landing page and should have cohesive content and a call to action.
- Get to the point quickly! Keep **paragraphs to 3-4 sentences in length**, at most.
- Lay content out so it's skim-able and scan-able and grab their attention early!
- Match body content with the preceding headline.
- Deliver primary message in the first paragraph. The first couple paragraphs are of primary importance for SEO.
- Integrate primary keywords in the first few words of a page's text content (engines prefer keywords sooner on page)
- Use each keyword at least once
- Use keyword modifiers in the copy, if it makes sense, to help draw in long-tail searches. Use the longer form of your keyword, plurals when possible, and modifiers.
- Avoid keyword-stuffed copy. **Use exact primary keyword phrase 2-3 times on short pages, 4-6 times on longer pages.** Do not stuff keywords or use them when it doesn't make sense in the context of the copy.
- Use keywords naturally. Write for humans, not for search engines.

# *More SEO Considerations*

- Keyword Identification
- H1 Headings
- Subheadings
- Formatting
- Linking - Internal, External
- Image Optimization
- Social Media
- Link Acquisition

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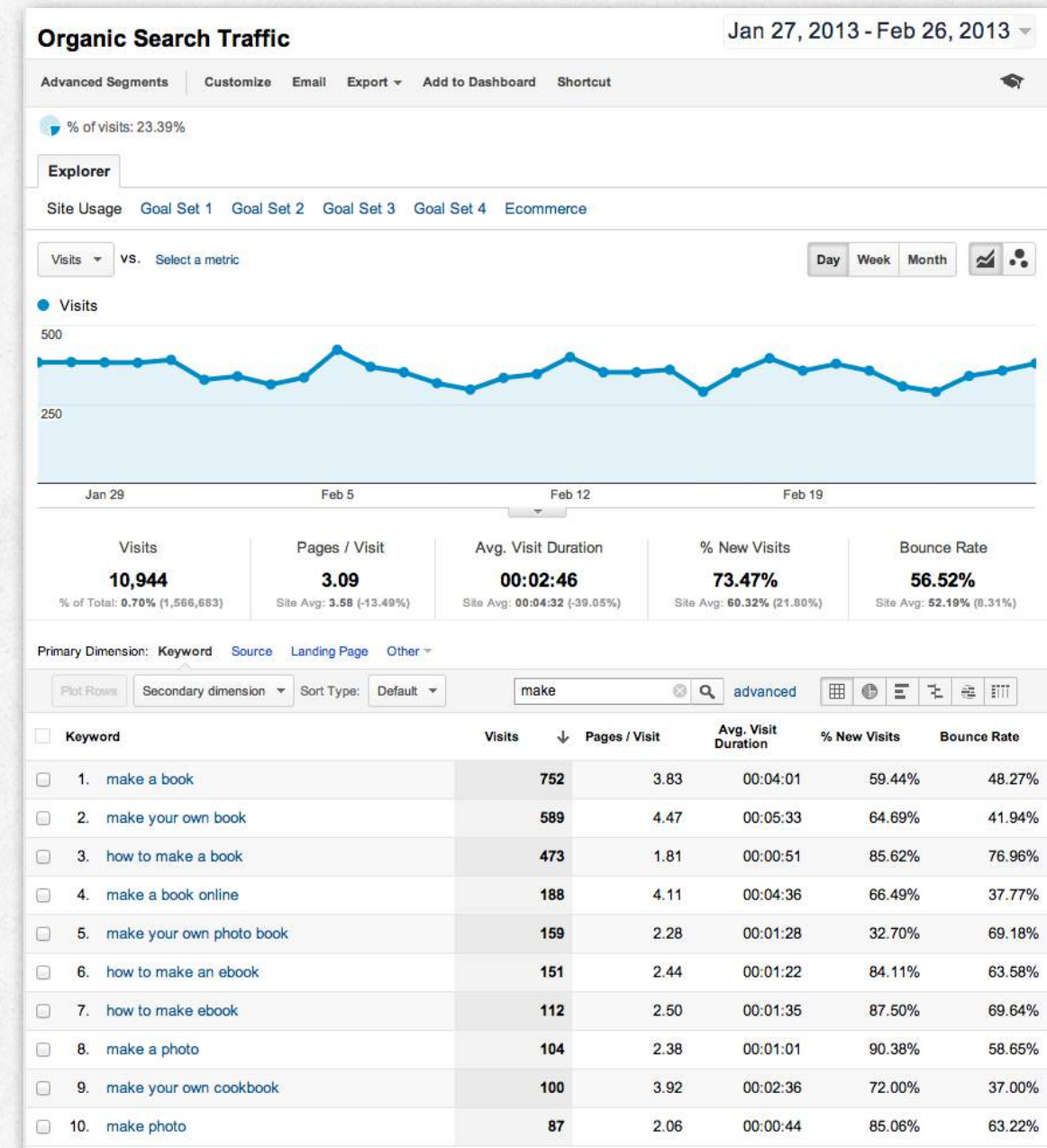
***Get Started Today***



# Monitoring Progress

## SERP Rank Monitoring Advanced Web Ranker

Keyword	Position	Competition	Searches	CPC	Type
fleet navigation systems	2	-	-	-	Q
fleet monitoring systems	15	-	-	-	Q
fleet monitoring software	1	-	-	-	Q
fleet monitoring	17	-	-	-	Q
fleet manager software	5	High	40	\$11.65	Q
fleet management training	-	-	-	-	
fleet management tracking	3	High	110	\$126.06	Q
fleet management technology	23	-	-	-	Q
fleet management system	3	High	170	\$55.57	Q
fleet management solutions	x25	High	390	\$62.95	
fleet management software	4	High	1,600	\$58.54	Q
fleet management services	-	-	-	-	
fleet management reports examples	-	-	-	-	
fleet management gps	5	High	70	\$90.14	Q
fleet management fuel consumption	2	-	-	-	Q
fleet management fuel cards	21	-	-	-	Q
fleet management dashboard	5	-	-	-	Q
fleet management companies	-	High	320	\$39.35	
fleet management best practices	-	-	-	-	
fleet management app	4	-	-	-	Q
fleet management	18	High	2,900	\$58.42	Q
fleet maintenance	-	-	-	-	
fleet maintenance program	-	-	-	-	
fleet intelligence	20	-	-	-	Q
fleet gps tracking	14	High	390	\$43.19	Q



## Keyword/Page Traffic Monitoring Google Analytics

# SEO Process

*rinse & repeat*





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# Measuring Tools



Google Analytics



Google  
Webmaster Tools



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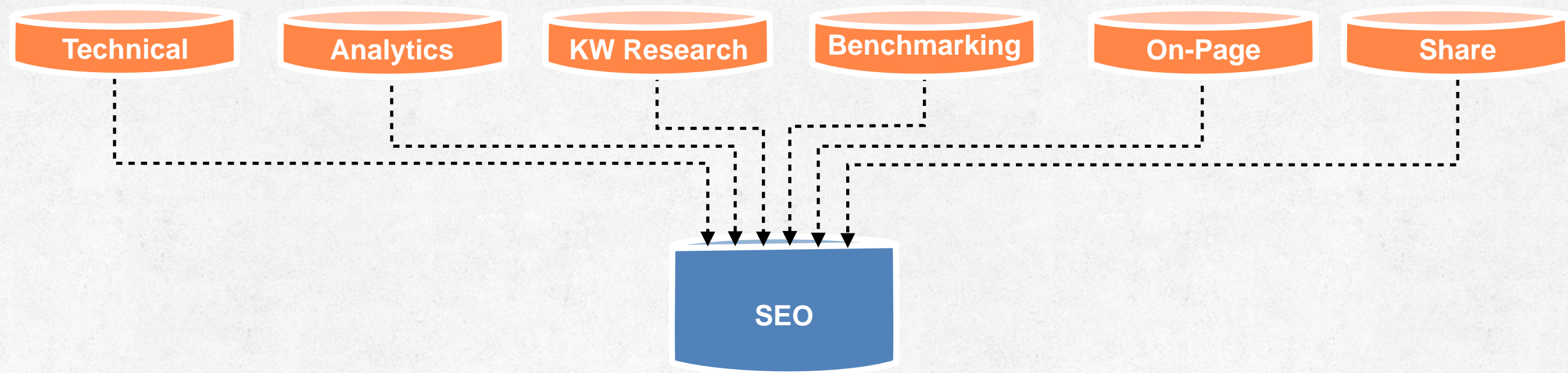
***SEO Tools***

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# *How do we get started?*

*Remove Roadblocks & Identify Opportunities*



# The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

**Page Title:** Chocolate Donuts | Mary's Bakery

**Meta Description:** Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

## H1 Headline: Chocolate Donuts from Mary's Bakery

**Image Filename:**  
chocolate-donuts.jpg



**Body Text:** \_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_donuts\_\_\_\_\_

\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_donuts\_\_\_\_\_

chocolate\_\_\_\_\_

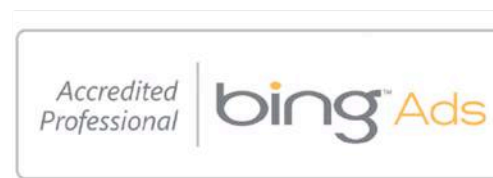
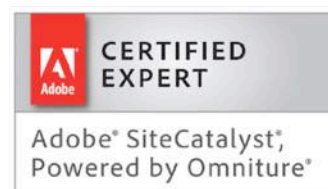
\_\_\_\_\_chocolate donuts\_\_\_\_\_

\_\_\_\_\_chocolate\_\_\_\_\_

*Thanks for Joining Us!*  
***Any Questions?***



***David McCormick***  
Marketing Strategist



**Rocklin Office**

6020 west Oaks Blvd, Suite 260  
Rocklin, CA 95765

**San Francisco Office**

625 Second Street, Suite 280  
San Francisco, CA 94107

**New York Office**

261 Madison Ave, 9th Floor  
New York, NY 10016

**Seattle Office**

500 Yale Avenue North  
Seattle, WA 98109

**Los Angeles Office**

7083 Hollywood Boulevard  
Los Angeles, CA 90028

**Web** [www.blastam.com](http://www.blastam.com)

**Phone** (888) 252-7866

**Email** [sales@blastam.com](mailto:sales@blastam.com)