

# ***Search Engine Marketing for Small Business***

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# Introduction

- **Why are High Search Engine Results So Important?**
  - Grow Sales Leads
  - Increase Visibility
  - Brand Recognition & Awareness
  - Establishing Your Company as an Industry Leader

# Paid vs. Organic Search Results

Paid Results

The screenshot shows a Google search for "denver web design". The search bar is at the top with the Google logo and a search button. Below the search bar, the results are categorized into "Web" and "Local business results for web design near Denver, CO".

**Paid Results:** These are located at the top of the search results, marked as "Sponsored Links". They include:

- Need Denver Web Design?** from NewMediaDenver.com, offering full service web design and 90% customer satisfaction.
- Denver Web Design** from www.digi-pal.com, offering clean, professional, and user-friendly websites.
- Colorado Web Design Firm** from www.unifusion.com, offering quality web design and development.
- Unleaded Software** from www.unleadedsoftware.com, offering award-winning website design.
- Professional Web Design** from www.faintfusions.com, offering professional website design at an affordable rate.
- See Web Design Portfolio** from www.123trnad.com, offering experienced website designers.
- Elevated Third Inc.** from www.elevatedthird.com, offering clear compelling web design.
- Fusionbox** from www.fusionbox.com, offering web site design and development for businesses.
- SpireMedia - Denver** from www.spiremedia.com, offering web development, design, and strategy.
- Denver Web Designers** from www.eyedesign.com, offering elite design and extensive portfolio.

**Local business results for web design near Denver, CO:** These are shown as a map with three locations marked:

- A** Sophie Inc. - www.sophinc.com, 1615 California St. #009, Denver - (888) 855-2534.
- B** Theresa Gilpatrick, HostWorks, Inc. - www.hostworks.com, 1900 Grant Street, Denver - (303) 539-1839.
- C** Spire Media-Interactive Agency - www.spiremedia.com, 1422 Delgany St #20, Denver - (303) 620-8974.

**Organic Results:** These are located below the local business results and are not marked as sponsored. They include:

- Denver Web Design | Colorado Web Design | Denver Web Site Design** from www.lighthousewd.com/.
- Denver Internet Marketing -- Denver Web Design -- Denver ...** from www.greenchair.net/.
- Web Design Denver | Web site design Denver Colorado | Denver Web ...** from www.newmediadenver.com/.
- M · A · N · G · O - 2007 | Denver Website Design | Boulder ...** from www.thinkmango.com/.
- Denver Web Design by David! Award Winning Web Design in Denver ...** from tdig.net/.
- Denver Web Design and Development | Colorado Website Design ...** from www.kineticwebs.com/.
- Fusionbox Web Site Design and Development, Denver, CO** from www.fusionbox.com/.

Paid Results

Organic Results

# Paid vs. Organic Search

- **Why Paid?**

- Rank for competitive keywords
- More Targeted
- Easier to achieve high rankings

- **Why Organic?**

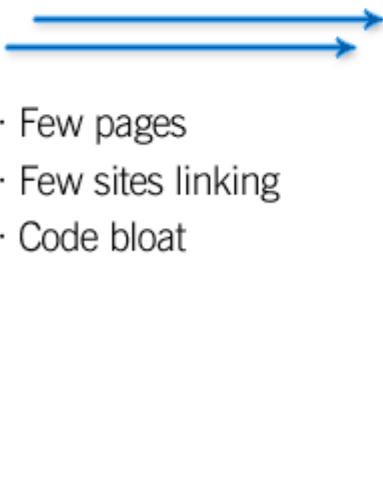
- Cost-effective
- Higher ROI
- But, more difficult and time consuming

# Search Engine Marketing (SEM) - The Basics

- Content
- Inbound Links
- Code



- 250+ pages of content
- Many other sites linking
- Clean code



- Few pages
- Few sites linking
- Code bloat

# Who's the Expert Here?

# Target Audience Analysis

## *Know Your Users/Audience!*

Who are they?

Why are they there?

What are they looking for?

Who else?

How will they find you?

# Who Are They?



➔ Business Owners



➔ Marketing Executives



➔ Potential Employees

# How Will They Search For You?



“web designers denver”

“website design companies denver”



“web development agency colorado”

“web design partner denver”



“web design jobs denver”

“programmer employment colorado”

# Why are Users There?

What are They Looking For?



Contact Info  
Project Portfolio



Expertise  
Thought Leadership  
Project Portfolio



Job Applications

## To Fulfill Their Needs!

# Who's Looking Where? User-Centric Design

Small Business

The screenshot shows the Fusionbox website layout with several callouts:

- Small Business:** Points to the 'CONTACT' link in the top navigation bar.
- Small Business Executives Employees:** Points to the 'about us' section, which lists services like Web Design, Web site Development, Internet Marketing, Search Engine Optimization, Flash Video Solutions, Web-based Software, Content Management Tools, and E-Commerce.
- Executives:** Points to a news article titled 'Stanford University picks Fusionbox'.
- Small Business:** Points to the 'testimonials' section, which features quotes from 'Footers Catering' and 'Zen Bride'.
- Employees:** Points to the 'about us' link in the footer navigation.

fusionbox  
It's bright in here™

HOME PORTFOLIO SERVICES NEWS JOURNAL CONTACT

about us featured news

Fusionbox is a full-service web design and web development company based in Denver, Colorado.

**Web Design**  
**Web site Development**  
**Internet Marketing**  
**Search Engine Optimization**  
**Flash Video Solutions**  
**Web-based Software**  
**Content Management Tools**  
**E-Commerce**

[Contact us](#) for a quote on your web design or development project.

Monday Aug 13, 2007  
The O'Shea Report Hires Fusionbox for Search Engine Marketing

Sunday Aug 5, 2007  
Fusionbox adds Wholesale Direct to Client List

Sunday Aug 5, 2007  
Stanford University picks Fusionbox

Monday Jul 23, 2007  
Fusionbox Featured in the Denver Business Journal

testimonials "Fusionbox created an incredible website for our Denver company."  
- Footers Catering

"...We are so much better off with the personal and immediate attention of Fusionbox..."  
- Zen Bride

info@fusionbox.com testimonials about us privacy site map subscribe Copyright © 2007 Fusionbox, Inc. Denver, Colorado

Validate: W3C XHTML 1.0 W3C CSS W3C WAI-AA WCAG 1.0

Users must be able to find desired info  
"30 Second Rule" - Becoming 5 Seconds

# Finding Your Users/Audience

- Now that you've created an audience profile, what's next?
- *Go where your audience is!*
- Search for social networks, blogs, or any other place where your users are likely to spend time online

# Audience Case Study

**Volunteers?**

# Choosing Your Keywords – Do Your Homework!

- Define Audiences
- Research Keyword Popularity
- Identify Permutations, Misspellings, Overlapping Terms, “Layman's Terms”
- Competitiveness:
  - How much content? How many links?
  - What kind of code? Right click “View Source”

# Identifying Keywords

- Don't forget to identify and target related keywords
  - “Denver Web Design” & “Web Design Companies Denver”

Use “layman's terms” instead of industry lingo

Flooring company: targeted “floor coverings,” not “carpets”

Paper company: targeted “bathroom tissue” not “toilet paper”

# Test to Determine Best Keywords/Phrases

Enter Keyword:

**Query: denver catering**

Results 1 - 100 of [102](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

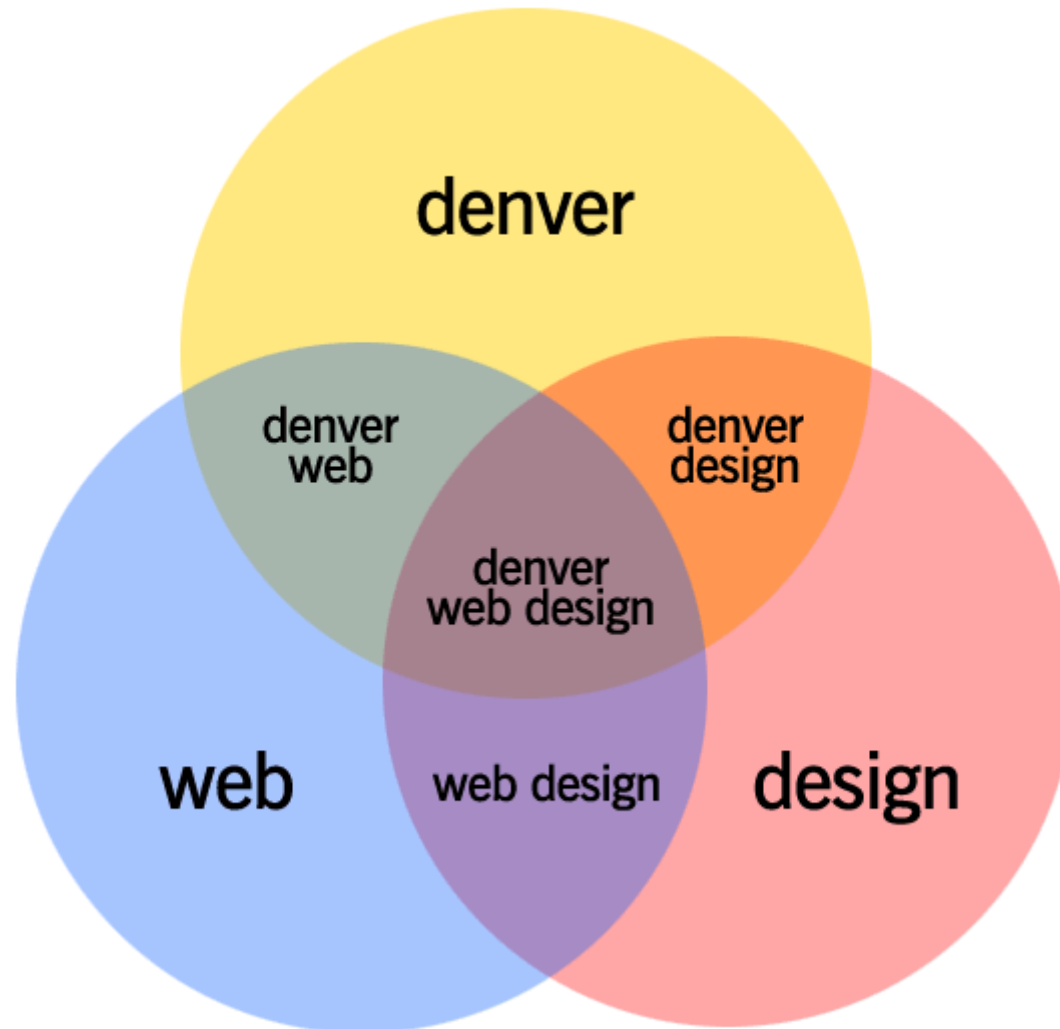
Search Term	Total
<a href="#">catering denver</a>	43
<a href="#">catering in denver</a>	22
<a href="#">denver catering guide</a>	16
<a href="#">catering service denver</a>	13
<a href="#">wedding catering denver</a>	12
<a href="#">used catering supplies denver</a>	10
<a href="#">catering denver colorado</a>	9
<a href="#">denver area catering</a>	8
<a href="#">used catering trailers in denver colorado</a>	8
<a href="#">reasonable denver catering</a>	6
<a href="#">catering services in denver</a>	6
<a href="#">baldoria catering denver co</a>	6
<a href="#">used catering equipment denver</a>	6
<a href="#">denver catering</a>	5

- Oftentimes, those keywords you *thought* would be most searched for are not
- Research & testing reveals these instances
- Example: search term “denver catering” has only 5 searches
- “catering denver,” on the other hand, has 43

# Identifying Targeted Keywords

- In the case of Fusionbox:
- “Denver Web Site Design” vs. “Denver Website Design” vs. “Web Site Design Denver”
- Choose those keywords/phrases that are most accessible
- Ask Yourself:
  - Where can I compete? What is too competitive?

# Target Interrelated Keywords



# Content and Keywords

- The more, the better
- Quality content
  - Is it relevant?
  - Is it good for users?
- Needs to be scannable for readers - main points first followed by details
- Write in your keywords
- Don't over-optimize

# Inbound Links

- Why they matter
- Abundant free tools (see resource handout)
  - Press Releases
  - Articles
  - [Social Media](#)
    - MySpace, Blogs, Directories, etc.

# Inbound Links

- Quality of links is paramount
- Links need to be relevant
- *Link your keywords*
- From sites with related content
- Stay away from link exchanges



Is it  
good for  
the  
user?

# Linking Case Study

- Consider The Golf Channel  
[www.thegolfchannel.com](http://www.thegolfchannel.com)
- Website content is far beyond just TV lineup
- Incoming links from vendors offering wide range of golf products/services
- Apparel, clubs, travel, even carts and GPS
- These are relevant links based around keywords and content

# Linking Case Study - www.thegolfchannel.com

- Besides product links, The Golf Channel's site has incoming links from other golf-related resources:
- Links from golf camps, lessons, stroke mechanics, game rules, even history
- Handicap Assessments
- Tournament calendars
- Player Stats & Bios
- Google's Link tool (see resources) reveals The Golf Channel has 2800 incoming links – Search for: (link:thegolfchannel.com)

**Press Pass: Give Him 5? A Major Sweep in '08?**  
Augusta. Torrey Pines. Royal Birkdale. Oakland Hills. That's the major line-up for 2008. With the '07 PGA under his belt, could Tiger Woods make it five in a row? Our Press Pass panel debates whether Tiger can make a run at the Grand Slam next year. [more...](#)  
WIT? Tiger at PGA Championship | [Quotes of the Week](#) | [Backspin](#)

POS	PLAYER	TOTAL	TODAY	THRU
1	Woods, Tiger	-8	-1	18
2	Austin, Woody	-6	-3	18
3	Els, Ernie	-5	-4	18
4	Oberholzer, Aron	-1	-1	18
4	Senden, John	-1	+1	18
6	Orson, Simon	E	-6	18
6	Immelman, Trevor	E	-1	18

**TONIGHT**  
At An All-New Time  
LIVE 8:30 PM/ET

**POLLS**  
Now that the teams are finalized, which one will win the Presidents Cup?

# Coding for SEM 101

- The only line of code you'll ever need to know:
- `<a href="http://fusionbox.com">Denver Web Design</a>`
- Fusionbox is a [Denver Web Design](http://fusionbox.com) Company



Link Created By Code

# SEO Case Study – Exito Travel

## Results:

Top position for targeted keyphrases

32% increase in organic position

50% more traffic

36% more leads

# Case Study – Exito Travel Site Code

New Site: 400+ Lines of XHTML Code

Keywords appear towards the top of the page in clean, valid, table-less XHTML code:

```
<h1>Discount Flights to Latin America</h1>

<p>
  Call Exito Travel and we can find discount flights to
  Mexico and Latin America that don't exist in our
  booking engine or any other!
</p>

<p>
  Exito's agents have done what you want to do: study
  Spanish and travel extensively throughout Latin
  America. Because 100% of the travel we do is in Latin
  America, Exito can get you the absolute best fares
  for your situation.
</p>

<p>
  Exito can make planning your trip to Latin America
  easier, cheaper, and more fun! Call us Toll Free!
</p>
```

- Modifications to improve coding structure
- New code total lines = 430
- Old code total lines = 1300
- Same code, less bloated
- Allows for easier indexing by search engine “spiders”

Old Site: 1300+ Lines of HTML Code

Keywords buried at the bottom in muddled and bloated table-filled HTML:

```
<table width="778" border="0" align="center" cellpadding="0"
cellspacing="0"><tr><td height="113" colspan="3" valign="top"><table
width="100%" border="0" cellpadding="0" cellspacing="0"><tr><td height="92"
colspan="2" valign="top"></td></tr>
<tr><td width="764" height="21" valign="top"
background="tours/images/top_background.jpg" bgcolor="#FF6600"><!--
-DWLayoutEmptyCell-->&nbsp;</td>
<td width="14" valign="top"
background="tours/images/top_background.jpg"><!--
-DWLayoutEmptyCell-->&nbsp;</td></tr><tr> <td
height="88" valign="top" background="images/colorbackground.gif"><a
href="tours/index.htm"></a></td><tr><td height="72"
valign="top" background="images/colorbackground.gif"><a
href="tours/index.htm"></a></td><tr><td><div
align="center"><script type="text/javascript"><!-- <script
type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js"></script
--></div></td></tr></table><table cellpadding="0" border="0"
cellspacing="0"><tr><td width="768" height="100%" valign="top"
class="homepagetable"><table cellpadding="0" border="0"
cellspacing="0"><tr><td width="197" height="230" valign="middle"
class="contentidobluel0"><p align="justify">Why book online with a mega site
like Orbitz when you can get expert advice from someone who's been there
for the same price or in most cases much LESS? Call us and we can find
flights that don't exist in our <a href="#bookingengine" >booking
engine</a> or any other!</p><p align="justify"> Exito's agents have done
what you want to do: study Spanish and travel extensively throughout Latin
America. Because 100% of the travel we do is in Latin America, Exito can
get you the absolute best fares for your situation.</p><p
align="justify">Exito can make planning your trip to Latin America easier,
cheaper, and more fun! <strong>Call us Toll Free !!</strong><font
color="#336699"><strong></strong></font></p>
</td></tr></table></td></tr></table>
```

# Case Study – Exito Travel Site

Google latin america flights Search [Advanced Search](#) [Preferences](#)

[New!](#) [View and manage your web history](#)

**Web** Results 1 - 10 of about 2,240,000 for **latin america flights**. (0.40 seconds)

**South America Travel** Sponsored Links  
[www.amazingdestinations.net](http://www.amazingdestinations.net) Fixed departures & private tours Machu Picchu, Galapagos, Patagonia

**Flights** Sponsored Links  
[www.ShermansTravel.com](http://www.ShermansTravel.com) **Flights** from \$39! Save up to 70% on Airfare & more at Shermans Travel.

**Exito Travel Latin America discount flights Mexico flights Costa ...**  
Exito Travel - Find Cheap airline tickets to **Latin America** with us. We offer discount airfare to **South America** and **Central America** and **Latin America** Tour ...  
[www.exitotravel.com/](http://www.exitotravel.com/) - 18k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Exito Travel Extended Stay Flights to Latin America**  
**Flights**; Multi-stop · Extended Stays · Groups · In **Latin America** ... travel from US cities to destinations throughout Mexico, Central and South America. ...  
[www.exitotravel.com/flights/multi\\_country.htm](http://www.exitotravel.com/flights/multi_country.htm) - 17k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Cheap Flights to Mexico and Latin America from the US - Airline ...**  
Airline Consolidator.com offers cheap **flights** to **Latin America**, including Mexico, Central and **South America** from the US; discount fares to Cancun, ...  
[www.airlineconsolidator.com/latinamerica\\_fares\\_fs.html](http://www.airlineconsolidator.com/latinamerica_fares_fs.html) - 7k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Flights to South America and Central America**  
Journey **Latin America** offers an unrivalled range of **flights** to, from and between all major **Latin American** destinations. We have a dedicated team of 20 ...  
[www.journeylatinamerica.co.uk/Flights.aspx](http://www.journeylatinamerica.co.uk/Flights.aspx) - 22k - [Cached](#) - [Similar pages](#) - [Note this](#)

**TACA - Lowest airfares to Latin America, hotels, car rentals, cruises**  
GRUPO TACA, low airfare prices, special offers, vacations, holidays, **Latin America** North **America**, **flight** information, schedules, product services ...  
[www.taca.com/](http://www.taca.com/) - 32k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Welcome to Fly Latin America .Net: Flights to Central and South ...**  
Fly **Latin America**. Net: Your Source for **Flight** Deals, Tours, and Hotels in Central and **South America**!  
[www.flylatinamerica.com/](http://www.flylatinamerica.com/) - 38k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Cheap Flights**  
Is Saving on **Flights** Important to You? If So Book With Cheaptickets@  
[www.CheapTickets.com](http://www.CheapTickets.com)

**Expedia: Flight Deals**  
Find a **Flight** that Works for You and Save with Web Fares at Expedia  
[www.Expedia.com](http://www.Expedia.com)

**Latin America Specialists**  
Tours and flexible independent packages – 30+ years of excellence.  
[www.Latour.com](http://www.Latour.com)

**Dirt Cheap Flights**  
70% off plane **flights**, 70% off hotel deals. **Flights** as low as \$39.  
[bigtoplinc.com](http://bigtoplinc.com)

**Fly Cheap Asia.com**  
Wholesale Airfare Experts  
Super Saver Fares 30% off Published  
[www.asia.com](http://www.asia.com)

**Flights**  
Find **Flight** Deals on ORBITZ.  
Low Fares Made Easy. Book Now!  
[www.ORBITZ.com](http://www.ORBITZ.com)

**Hot Fares - Latin America**  
Save up to 50 % on International consolidator airfares. Book now!  
[www.bt-store.com](http://www.bt-store.com)

Organic results  
1 & 2 for key  
phrase: "latin  
america flights"

# Case Study – Exito Travel Site

The screenshot shows a Google search for "flights to mexico". The search bar contains the text "flights to mexico" and a "Search" button. Below the search bar, there are links for "Advanced Search" and "Preferences". The results are categorized under "Web" and show "Results 1 - 10 of about 18,700,000 for flights to mexico. (0.14 seconds)".

The results are as follows:

- Mexico Flights** (Sponsored Links): [www.CheapTickets.com](http://www.CheapTickets.com) The Refreshingly Simple, Low Cost Way To Fly - CheapTickets
- Flights To Mexico** (Sponsored Links): [www.travelzoo.com](http://www.travelzoo.com) Get a Great Deal On Your Fare By Comparing Multiple Websites!
- Cheap Flights to Mexico, North America - TripAdvisor**: [www.tripadvisor.com/Flights-g150768-Mexico-Cheap\\_Discount\\_Airfares.html](http://www.tripadvisor.com/Flights-g150768-Mexico-Cheap_Discount_Airfares.html) - 74k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Mexico Flights to Mexico Travel to Mexico airfare cheap mexico flights**: [www.exitotravel.com/destinations/mexico.htm](http://www.exitotravel.com/destinations/mexico.htm) - 22k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Exito Travel Latin America discount flights Mexico flights Costa ...**: [www.exitotravel.com/](http://www.exitotravel.com/) - 18k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Low Fares on Flights**: [leisure.travelocity.com/Promotions/0,,TRAVELOCITY%7C1931%7Cairfare\\_mexico,00.html](http://leisure.travelocity.com/Promotions/0,,TRAVELOCITY%7C1931%7Cairfare_mexico,00.html) - 35k - [Cached](#) - [Similar pages](#) - [Note this](#)
- flights to Mexico City and Priceline**: [airlines.priceline.com/airlines/flights/mexico-city.html](http://airlines.priceline.com/airlines/flights/mexico-city.html) - 19k - [Cached](#) - [Similar pages](#) - [Note this](#)
- Cheap Flights To Mexico City - Flights To Mazatlan - Cheap Flights ...**: [Cheap Flights To Mexico City - Jet set to Mexico with cheap flights to Puerto Vallarta and discount flights to Mazatlan only available at Expedia.](#)
- AirfareFlights at Expedia** (Sponsored Links): [www.Expedia.com](http://www.Expedia.com) Save on low priced flights with Expedia's Best Price Guarantee
- Flights to mexico** (Sponsored Links): [www.vayama.com](http://www.vayama.com) Great Deals on Flights to Mexico Vayama, International Travel Solved
- Mexico Flights** (Sponsored Links): [www.Delta.com](http://www.Delta.com) Low fares to Mexico & other destinations. No Booking Fees!
- Compare Mexico Flights** (Sponsored Links): [www.mexico.Kayak.com](http://www.mexico.Kayak.com) Find Low Airfares from 100+ Major Travel Sites w/ One Search
- Flights To Mexico** (Sponsored Links): [www.BookingBuddy.com](http://www.BookingBuddy.com) Compare cheap flights from 130 major travel sites and save.
- Airfare** (Sponsored Links): [www.ORBIZ.com](http://www.ORBIZ.com) Find Flight Deals on ORBITZ. Low Fares Made Easy. Book Now!
- Southwest Airlines** (Sponsored Links): [www.southwest.com](http://www.southwest.com) Consistently Low Fares on Flights. With Online Booking and Check In!

Organic results  
2 & 3 for key  
phrase: "flights  
to mexico"

# Search Engine Success Stories

Our leads tripled after achieving high organic rankings

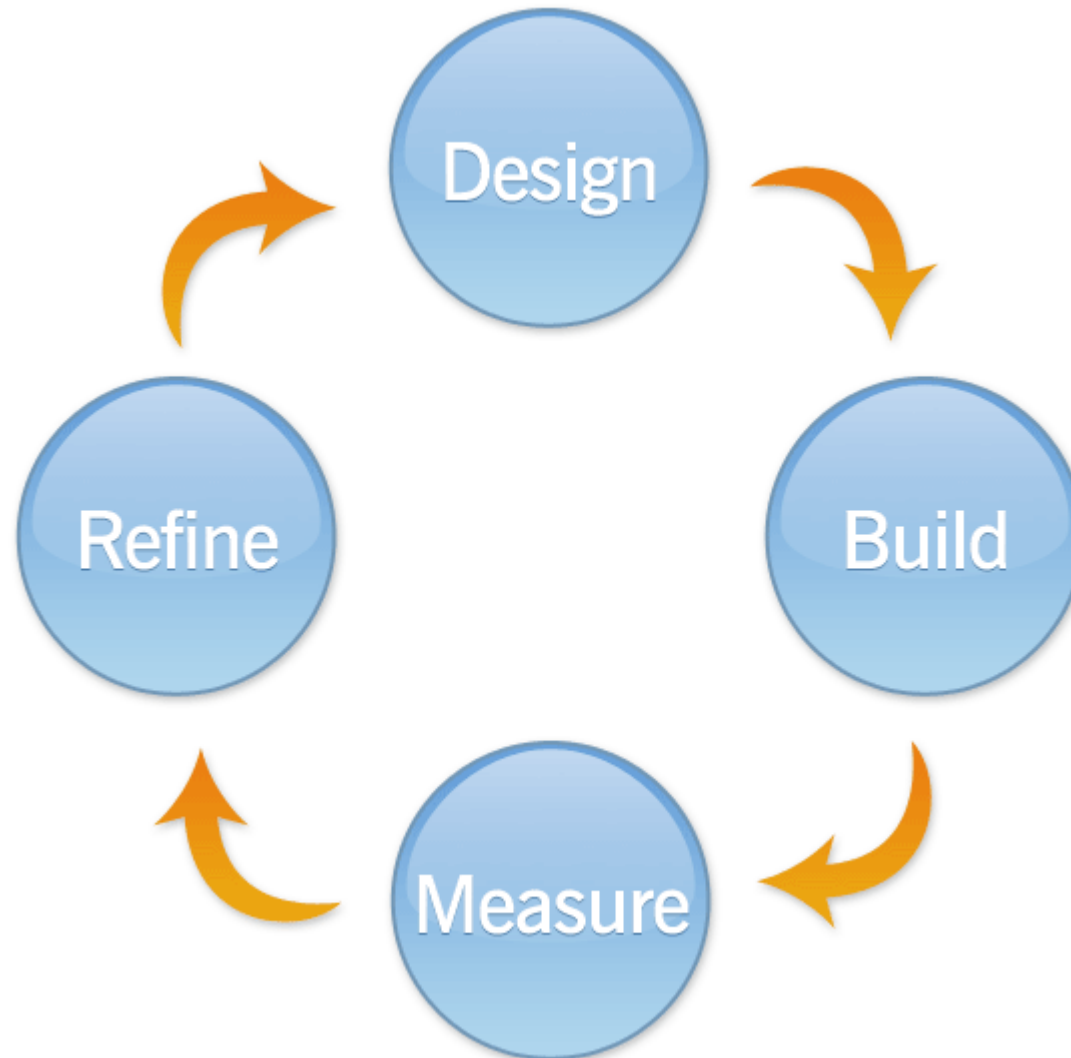
- Time-tested strategies and methods allowed us to:
- Bring QualMark from page 20 to page 1 in organic search results
- Take Exito from page 5 to page 1 (organic)
- Take Maytag Mountain Ranch from page 1000 to page 1 (organic)

# Conclusion

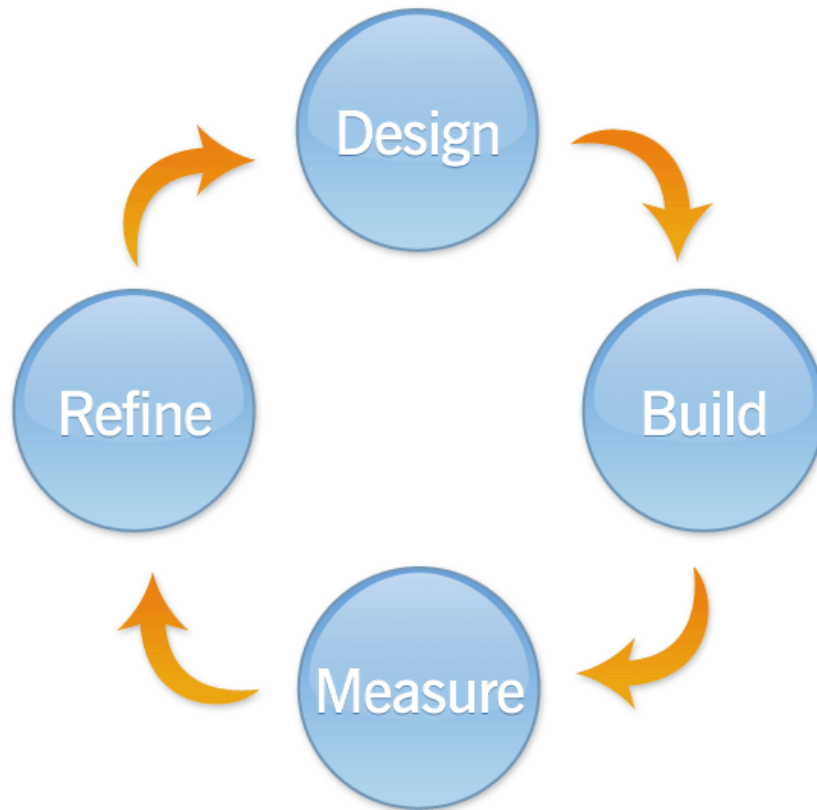
- Future of online marketing: USER
- What it takes to achieve top position
  - Content
  - Inbound Links
  - Code
  - Time

# Fusionbox SEM Strategic Process:

## Design, Build, Measure, Refine



# Design, Build, Measure, Refine



- SEM is like any other marketing initiative
- Remember to define performance metrics
- Measure ROI and success
  - Are leads growing?
  - Is your web traffic increasing?
  - Is your organic rank rising?
  - Define Success