

**Marketing Your Web Site**  
Search Engine Optimization

Copyright 2003 - 2006 Bracewell Web Works  
*Bracewell*  
web works

✓

---

---

---

---

---

---

---

---

003 | **Marketing Your Web Site**  
SEO

**Search Engine Optimization (SEO) Defined**  
Search engine optimization is the process of creating Web pages with unique content that abide by the rules of the search engine. The end goal of SEO is increased search engine visibility and increased targeted traffic to your Web site.

**In other words:** SEO takes aim at improving a Web page's search engine ranking and visibility in the search engines; which makes SEO a vital piece of a successful online marketing strategy. Each Search Engine uses a unique "algorithm," the set of rules that govern the way a Web page is ranked and viewed by the search engine.

Copyright 2003 - 2006 Bracewell Web Works  
*Bracewell*  
web works

✓

---

---

---

---

---

---

---

---

003 | **Marketing Your Web Site**  
SEO

A well-optimized site includes all of the necessary ranking elements to be "search engine friendly" while following the rules of these algorithms. An SEO expert may examine approximately 100 different elements and practices of a Web site to ensure its optimized property.

Basically, good optimization is achieved by following the search engine rules, utilizing **researched keyword phrases properly**, avoiding spam techniques, having well constructed meta tags, offering great content, and link popularity.

Copyright 2003 - 2006 Bracewell Web Works  
*Bracewell*  
web works

✓

---

---

---

---

---

---

---

---

**Marketing Your Web Site**  
SEO

**Keyword Research**

Keyword research is the foundation for your search engine optimization efforts. These are the VERY WORDS you are trying to have the engines rank you highly for.

So it is very important you research and decide upon the right key words to optimize your site around.

Keyword phrases should be thoroughly researched, analyzed, and tested. Why optimize your site for a keyword phrase that no human will use?

Copyright 2003 - 2006 Bracewell Web Works *Bracewell*  
web works

---

---

---

---

---

---

---

---

**Marketing Your Web Site**  
SEO

**Key Word Research Tools**

**The Overture Search Term Suggestion Tool**

<http://inventory.overture.com/d/searchinventory/suggestion/>

**WordTracker**

[www.wordtracker.com](http://www.wordtracker.com)

Copyright 2003 - 2006 Bracewell Web Works *Bracewell*  
web works

---

---

---

---

---

---

---

---

**Marketing Your Web Site**  
SEO

**Optimizing Your Site**

Now that you've done all this keyword research and made your choices it's time to optimize your site around them.

It's important to have your keywords imbedded in your content, especially in the first paragraph and in header tags.

If you have a particular product or service you want to come up on, it's best to dedicate pages to this phrase.

Copyright 2003 - 2006 Bracewell Web Works *Bracewell*  
web works

---

---

---

---

---

---

---

---

## Marketing Your Web Site

### SEO

#### Search Engine Submission

Once your web page is completed and fully optimized, it is time to submit it to the search engines. Although there are hundreds of search engines and directories on the Internet, only handfuls are truly important.

- **Google (takes submissions for free too)**
- **Yahoo** (\$299 per 6 months, no promise of top ranking)
- **MSN**
- **<http://dmoz.org/>** - The Open Directory Project. This is a great place to get your site listed. AOL and Google check this site often for new listings.

Copyright 2003 2006 Bracewell Web Works  
*Bracewell*  
web works

---

---

---

---

---

---

---

---

## Marketing Your Web Site

### SEO

#### How Long Does it Take to Achieve Desired Ranking?

Simply submitting your Web site to the free search engines and directories provides no guarantee that you will be indexed - much less achieve a high ranking.

If your site existed at least a year before it was optimized it can take between 3 to 6 months to achieve a good rankings in the popular search engines (9-12 months for a brand new site).

Copyright 2003 2006 Bracewell Web Works  
*Bracewell*  
web works

---

---

---

---

---

---

---

---

## Marketing Your Web Site

### SEO

#### Automated Submission Services

Although there are automated services that promise to get you listed on thousands of search engines, it is recommended that you **manually submit** your site to the top search engines.

Some of the search engines view automated submissions as spam and will not list your site. Others put a higher priority on manual submissions.

**SEO is a patience game.**

Copyright 2003 2009 Bracewell Web Works  
*Bracewell*  
web works

---

---

---


---

---

---

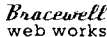
---

---


**Marketing Your Web Site**  
 SEO

**This is what Google has to say about automated submitting software:**

*"Don't use unauthorized computer programs to submit pages, check rankings, etc. Such programs consume computing resources and violate our Terms of Service. Google does not recommend the use of products such as WebPosition Gold™ that send automatic or programmatic queries to Google."*

Copyright 2003-2009 Bracewell Web Works


---

---

---


---

---

---

---

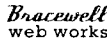
---


**Marketing Your Web Site**  
 SEO

**Social Bookmarking Sites can drive traffic to your site!**

Back links to pages of a site give it authority in Google over time.

One strategy to gain these back links is to **bookmark your content** in social marking sites. Generally speaking, the higher the Page Rank (PR) of the site, the better.

Copyright 2003-2009 Bracewell Web Works


---

---

---


---

---

---

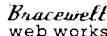
---

---


**Marketing Your Web Site**  
 SEO

**Social bookmarking** is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.

In a social bookmarking system, users save links to web pages that they want to remember and/or share. These bookmarks are usually public, and can be saved privately, shared only with specified people or groups, shared only inside certain networks, or another combination of public and private domains. The allowed people can usually view these bookmarks chronologically, by category or tags, or via a search engine..

Copyright 2003-2009 Bracewell Web Works


---

---

---

---

---

---

---

---

## Marketing Your Web Site SEO

### Some Social Bookmarking Sites to check out

[digg.com](http://digg.com)  
[Yahoo! Buzz](http://Yahoo! Buzz)  
[Technorati.com](http://Technorati.com)  
[del.icio.us](http://del.icio.us)  
[Propeller.com](http://Propeller.com)

[StumbleUpon.com](http://StumbleUpon.com)  
[reddit.com](http://reddit.com)  
[mixx.com](http://mixx.com)  
[Fark.com](http://Fark.com)  
[MyBlogLog.com](http://MyBlogLog.com)

Copyright 2003 - 2006 Bracewell Web Works

*Bracewell*  
web works

---

---

---

---

---

---

---

---

## Marketing Your Web Site SEO

### Get involved with different Social Networking Sites

The easiest way to start is by simply building a profile for your brand or product on sites like MySpace, Facebook and LinkedIn. The self-publishing tools these sites offer are easy to use and accessible to everyone.

You may want to build a professionally designed presence for yourself (like [Honda's MySpace page](#)), or put one together that uses existing templates offered by the community. To get the SEO benefits you want, you need to include links back to your official website.

*Now, here's the important thing to remember:* Once you've built your presence on these sites you must then stay engaged with the people who visit your page.

Copyright 2003 - 2006 Bracewell Web Works

*Bracewell*  
web works

---

---

---

---

---

---

---

---

## Marketing Your Web Site SEO

### Other Search Engine Ranking Tips

**Google AdSense** - You can also generate \$\$ from your site with Google AdWords. They will pay you to let them list other sites on your site.

**Write Articles for Others to Use in their Newsletters.** You can dramatically increase your visibility when you write articles in your area of expertise and distribute them to editors as free content for their e-mail newsletters. Just ask that a link to your website and a one-line description of what you offer be included with the article. This is an effective "viral" approach that can produce hundreds of links to your site over time.

Copyright 2003 - 2006 Bracewell Web Works

*Bracewell*  
web works

---

---

---

---

---

---

---

---

**Marketing Your Web Site**  
SEO

**Learn more about Search Engine Optimization**

- [www.SearchEngineWatch.com](http://www.SearchEngineWatch.com)
- [www.SiteProNews.com](http://www.SiteProNews.com)
- [www.WebProNews.com](http://www.WebProNews.com)

Copyright 2003 - 2006 Bracewell Web Works  
*Bracewell*  
web works

---

---

---

---

---

---

---

---

**Marketing Your Web Site**  
SEO

**Other Search Engine Ranking Tips**

**Blogs** - a well written and often updated Blog can drive traffic to your site. They are inexpensive to set up.

**Forums** - search engines also spider Forums. So if you have a forum on your site it will drive traffic to it.

**Froogle feed** for ecommerce sites (*free*)

Copyright 2003 - 2006 Bracewell Web Works  
*Bracewell*  
web works

---

---

---

---

---

---

---

---

**Marketing Your Web Site**  
SEO

**Search Engine Optimization - Scams and Shams**

**"Guaranteed #1 Ranking!"**

This is just as popular a gimmick as the "we'll submit your site to 1000's of search engines," E-mail. No reputable SEO firm promises this. Why? We don't own Google, Yahoo, or any other of the major search engines. Usually this claim involves picking some obscure keyword phrase that's easy to optimize a site with AND is never actually searched for by humans! RUN away from SEO firms that make this type of promise.

Copyright 2003 - 2006 Bracewell Web Works  
*Bracewell*  
web works

---

---

---

---

---

---

---

---

✓  
**Marketing Your Web Site**  
SEO

**Search Engine Optimization - Scams and Shams**

Google has the following to say about firms that guarantee #1 rankings:

*"Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google. There is no priority submit for Google. In fact, the only way to submit a site to Google directly is through our [Add URL](#) page or through the [Google Sitemaps \(Beta\)](#) program, and you can do this yourself at no cost whatsoever."*

Copyright 2003 - 2009 Bracewell Web Works  
*Bracewell*  
web works

---

---

---

---

---

---

---

---

✓  
**Marketing Your Web Site**  
e-Mail Marketing

Copyright 2003 - 2009 Bracewell Web Works  
*Bracewell*  
web works

---

---

---

---

---

---

---

---

✓  
**Marketing Your Web Site**  
e-Mail Marketing

**Permission based E-mail marketing**

E-mail newsletters (e-zines) allow you to powerfully build your brand and stay connected to your customers cost effectively and consistently.

A regularly scheduled newsletter lets you provide your customers with timely articles & news about your products, information about your business, and special offers, coupons, and targeted sales to boost your profits.

Copyright 2003 - 2009 Bracewell Web Works  
*Bracewell*  
web works

---

---

---

---

---

---

---

---

Marketing Your Web Site  
e-Mail Marketing

Things to know about email marketing & ezines:

- You cannot send mass emails from your computer without risking being listed as a Spammer and getting your hosting or ISP services shut down. There are plenty of good on-line services available to do this for you.
- You cannot send blast emails to anyone unless they have signed up for your email list. Simply add a registration form to your web site.

Copyright 2003 - 2008 Bracewell Web Works  
Bracewell  
web works



---

---

---

---

---

---

---

---

Marketing Your Web Site  
e-Mail Marketing

On-line email services

<http://ConstantContact.com>

<http://www.verticalresponse.com/>  
no monthly fees. Pay as you go program.  
(This is the one I use for my business)

Copyright 2003 - 2008 Bracewell Web Works  
Bracewell  
web works



---

---

---

---

---

---

---

---

Wrapping it up  
Other Marketing Tips and Tricks

Copyright 2003 - 2008 Bracewell Web Works  
Bracewell  
web works



---

---

---

---

---

---

---

---



0000 | **Marketing Your Web Site** ✓

**Off-line Marketing Tips**

- Create an email signature, include your web address and make sure it goes on every email you send
- Make sure you put your web address on ALL of your printed handouts, such as business cards, flyers, rack cards, advertisements, etc.

Copyright 2003 - 2009 Bracewell Web Works **Bracewell**  
web works

---

---

---

---

---

---

---

---

0000 | **Marketing Your Web Site** ✓

**Tips to Keep visitors coming back!**

**Make your web site "Sticky" (keep them coming back!)**

- Product or service giveaways
- Tell-a-friend campaign
- Constantly updated content
- Create a regular E-newsletter to send with helpful information or sales updates

Copyright 2003 - 2009 Bracewell Web Works **Bracewell**  
web works

---

---

---

---


---

---

---

---

0000 | **The End!** ✓



**Wishing you great success on the Web!**

Copyright 2003 - 2009 Bracewell Web Works **Bracewell**  
web works

---

---

---

---

---

---

---

---