

# Zy Designs

## Internet Marketing & SEO

- What is Internet Marketing or Search Engine Optimization (SEO)?
- Why would I want these for my site?
- What are some of the steps involved in these?
- How does it all apply to my site?
- Measuring Success
- Why should I work with Zy Designs?

# Internet Marketing - What is it?

- Internet marketing has taken the successful concepts of traditional marketing and applied them over the new digital and web-based media.
- Internet marketing provides as many possible points of entry that a potential client/customer might find a marketed website.

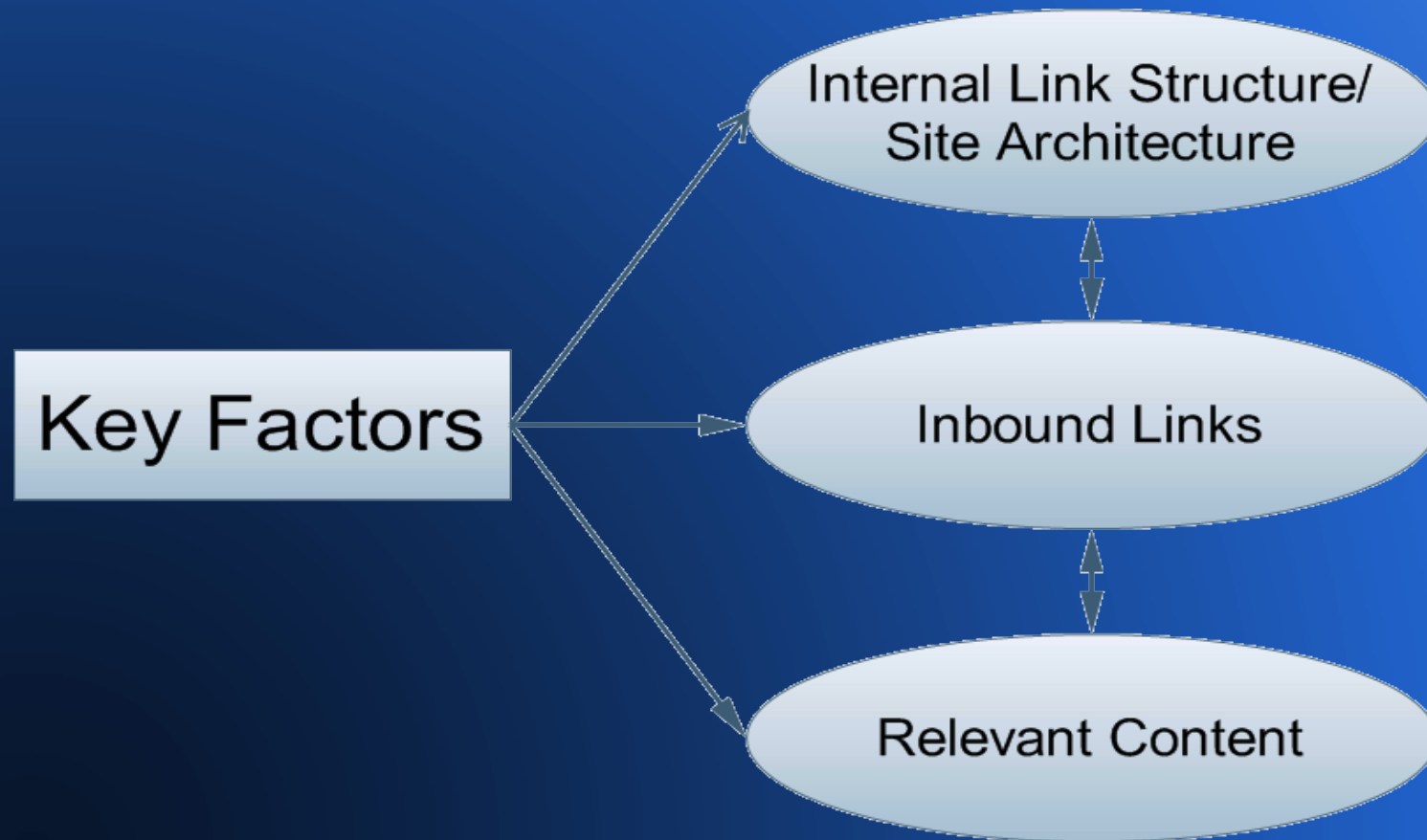
# Internet Marketing - Why would I want it for my site?

- Without visitors to a website there can be no sales/conversions.
- Just as with a traditional brick and mortar store, it's all about "location location location" for people to be able to find and walk into a store they're interested in.

# Search Engine Optimization (SEO) - What is it?

- Search Engine Optimization (SEO) is the processes involved with making a website's content as visible as possible for search engines such as Google, Bing and Yahoo.
- This is done through improving and focusing content along with proper website architecture.
- If a site has good solid content and search engines can see it then the possibility increases that a marketed website will show up for user searches as compared to not showing up at all.

# Search Engine Optimization (SEO) - What is it?



# Search Engine Optimization - Why would I want it for my site?

- If a website simply exists, that does not mean it will get traffic to it, a user-base, or evolve into having a reliable business model.
- Most users today start with search engines to begin almost every process of research or reference for buying business objectives.

# Search Engine Optimization (SEO) - Business Process

1. Discuss your online business objectives.
2. Conduct keyword/market analysis.
3. Identify the siloed page combinations to be optimized.
4. Identify initial benchmark keyword ranking & traffic reports.
5. Determine on-page & off-page optimization techniques needed for the task at hand.
6. Share optimization recommendations with you.
7. Implementation of recommendations.
8. Continuously monitor and progressively optimize based on monitoring data.

# Search Engine Optimization (SEO) - Technical Process

1. Analysis of the website(s).
2. Conduct keyword/market research.
3. Conduct a keyword ranking report for a baseline.
4. Conduct white-hat analysis of keyword competition.
5. Analyze page content.
6. Analyze the URL structure & content architecture.
7. Analysis of internal linking structure.
8. Analyze the quality/quantity of inbound links.
9. Perform optimization based on these data sets.

# So what's the bottom line?

- *You WANT to be found* within search engines and/or any other relevant outlet where your brand, products and services can be strategically placed to a targeted audience to bring in relevant traffic.
- Web traffic is the same as traditional customers having walked into a store.
- This traffic is what converts to sales, leads, or whatever your business model requires!

# Internet Marketing - How does it apply to my site?

## Paid Advertising

- Pay-Per-Click Marketing
- Google Adwords
- Yahoo
- Microsoft Ad Center
- Banner Ads
- Affiliate Marketing
- Niche-Specific Shopping Sites

# Internet Marketing - How does it apply to my site?

## Relevant inbound links pointing to you site

- Increasing quality, inbound links help raise you in search results.
- Paid & Free Web Directory Services
- Falls under both Internet Marketing and SEO due to the nature of links and search engines.
- Business Directories
  - General Service or Product Listings/Directories
  - Niche-Specific Service or Product Listings/Directories

# Internet Marketing - How does it apply to my site?

## Product/Service Feeds

- Google Base
- Feed submission services
- Niche Targeted-Content Sites
- Shopping sites
- Service listings
- Broad Multi-Content Sites
- Shopping sites
- Service listings

# Search Engine Optimization - How does it apply to my site?

## Search Engine Submission

- Ensuring proper submission to Google, Yahoo, MSN, Ask, DMOZ, and other search engines.
- Site Structure
  - Keeping the digital “terrain” easily and readily accessible for search engines is essential.
  - Combining solid, relevant content with good site structure entices not only the search engines but also visitors.
- META Tags - Title, Description, Keywords, Revisit, and Follow/Index tags

# Search Engine Optimization - How does it apply to my site?

## Page Content

- Content needs to be able to be read by visitors and search engines which can easiest done with HTML text and not in flash or images.
- Search engines scan every part of every page on a site to determine what that page is about and how to rank it.
- Content should match the META tags content as closely as possible to aid in reinforcing the page in being relevant to its subject matter.

# Search Engine Optimization - How does it apply to my site?

- Google Webmaster Tools
  - See how Google interacts with your site and receive warnings for issues that Google has with crawling and indexing your site.
- XML/HTML sitemap generation and submission
  - Acts as a road map for search engines to aid in finding and indexing web pages.
- Robots.txt Generation and Submission
  - Acts as a first point of contact to search engines and helps to keep them on focused where they should be.

# Search Engine Optimization - Measurements of Success

- Keyword Ranking.
- Website Traffic.
- Increase in "Share of Traffic" per keyword.
- Increased Revenue/keyword.
- Increase in Impressions ( good for Publishers to show advertisers).
- Lower dependence on Paid Search.
- Lowering the cost per acquisition.

# Why should I work with Zy Designs?

Matt Johnson, being the sole owner/operator of Zy Designs, you have the satisfaction of knowing that you're not dealing with SEO interns, under-priced and under-performing over-seas SEO analysts or hired hands that went through a quick "training" regiment before being put in charge of company's futures. With Zy Designs you deal directly with the business person that has the know-how, the will and the way to help you achieve your online business goals.

President & CEO, Senior SEO & Internet Marketing Analyst  
Matt Johnson 614-423-9055

[mjohnson@zydesigns.com](mailto:mjohnson@zydesigns.com)

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

[www.linkedin.com/in/mattjohnsonohio](http://www.linkedin.com/in/mattjohnsonohio)



# Zy Designs

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Thank you for your interest in Zy Designs!

Matt Johnson 614-423-9055

[mjohnson@zydesigns.com](mailto:mjohnson@zydesigns.com)

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

[www.linkedin.com/in/mattjohnsonohio](http://www.linkedin.com/in/mattjohnsonohio)

