

The background of the slide features several pushpins of various colors (blue, black, grey) pinned to a light-colored surface. The pushpins are arranged in a way that their shadows are cast onto the surface, creating a pattern of dark circles. The focus is sharp on the blue pushpin in the foreground, while the others are slightly blurred.

# Marketing — on the Web

by John Allen





# Web Traffic

Traffic falls into two categories

- Paid (banner ads, ppc, etc)
- Organic (natural results)



dyslexia school

Search

Advanced Search  
Preferences

Web

Personalized Results 1 - 10 of about 4,420,000 English pages for [dyslexia school](#). (0.13 seconds)

### [Understanding Dyslexia](#)

Some people with **dyslexia** have trouble in other **school** skills, like handwriting and math, or they may have trouble paying attention or remembering things. ...

[www.kidshealth.org/teen/diseases\\_conditions/learning/dyslexia.html](http://www.kidshealth.org/teen/diseases_conditions/learning/dyslexia.html) - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [Dyslexia and School Problems](#)

I was blessed with **dyslexia** and was fortunately diagnosed when I was a junior in high **school**. Now in retrospect, the signs and symptoms of my gift were ...

[www.dyslexia.com/qaschool.htm](http://www.dyslexia.com/qaschool.htm) - 21k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [Dyslexia Parents Resource - school](#)

**school** Finding a **school** with good provision for children or teenagers with **dyslexia** is very hard. In general, the best approach is to try to contact the ...

[www.dyslexia-parent.com/spell.html](http://www.dyslexia-parent.com/spell.html) - 22k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [The Greenwood School for Dyslexia, Learning Differences and ...](#)

a boarding **school** specializing in **dyslexia**, speech and language based learning disabilities. The Greenwood **School** is a middle **school** for boys ages 9 to 15 ...

[www.greenwood.org/](http://www.greenwood.org/) - 17k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [Greengate School for Dyslexia - Huntsville, AL](#) - 4 visits - Jan 25

Greengate **School** - Huntsville **School** for children with **Dyslexia**. Struggle to Read, Greengate **School** May Be The Answer.

[www.greengateschool.org/](http://www.greengateschool.org/) - 9k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [The Gow School for Dyslexia and Learning Disabilities](#)

a boarding **school** specializing in **dyslexia** and other language based learning disabilities. The Gow **School** accepts boys in grades 7 - 12 and is located in ...

[www.gow.org/](http://www.gow.org/) - 16k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [Private School for Children with Dyslexia](#)

Center **School** is a private **school** for children with **Dyslexia**, located in the Philadelphia area.

[Map of 2450 Hamilton Ave. Abington, PA 19001](#)

[www.centerschoolpa.org/](http://www.centerschoolpa.org/) - 18k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [About Pine Ridge School](#)

The Pine Ridge **School** is an educational community that is committed to empowering students with **dyslexia** and other language based learning disabilities. ...

[Map of 9505 Williston Rd. Williston, VT 05495](#)

[www.pineridgeschool.com/](http://www.pineridgeschool.com/) - 1k - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

### [The Prentice School](#)

Co-educational **school** for **dyslexia**. Grades K-8 located in So California [www.prenticeschool.org](http://www.prenticeschool.org)

### [Help For Dyslexia In Kids](#)

Private **school** specializes helping children w/ **dyslexia** & dyscalculia. [Horizon-Academy.com](http://Horizon-Academy.com)

### [Dyslexia School](#)

Accredited Learning. Grades 5-12. Student Centered Instruction! [www.MetroSchool.org](http://www.MetroSchool.org)

### [Learning Disability School](#)

Overcome all learning disabilities Daytime and boarding programs [www.gablesacademy.com](http://www.gablesacademy.com)

### [Greengate School - Hsv](#)

Huntsville **school** for children with reading differences. Member IDA [www.greengateschool.org](http://www.greengateschool.org) Huntsville-Decatur (Florence), AL

paid

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[www.purmeir.org](http://www.purmeir.org)

### [The Gow School](#)

for boys with learning differences: **dyslexia**, auditory processing & ADD [www.gow.org](http://www.gow.org)

### [The Greenwood School](#)

For Boys 9-15 w/ **Dyslexia** & Related Learning Differences. [www.TheGreenwoodSchool.org](http://www.TheGreenwoodSchool.org)

organic



## SEM / SEO

SEM – Creation and management of search ads (paid).

SEO – The process of optimizing your website to improve search engine placement (organic).



## SEO Services

- Website Construction / Architecture  
Evaluating the words and phrases most important to your business and then using those words in a way which will achieve the highest exposure in search queries.

*Domain name (URL), path, navigation, page title, page description, and fat content.*



## SEO Services

- On-going Maintenance  
Evaluation of words and phrases to ensure that key words achieve proper exposure and relocating or removing phrases that produce sub-optimal performance.



# Organic Relevancy

- Domain Name (words in the URL)
- Page Title (words in the title)
- Word Density (frequency, all forms)
- Emphasized Words (titles, bolded)
- Phrasing (words near each other)
- Page Layout



# Organic Relevancy

- Incoming links (very important)
- Click thru rate  
*when your site appears for a term, does someone click thru?*
  - Meta description (summary)
  - Meta title (page title)
  - Page Name
  - Site Name
  - Path





# Meta Title

## Meta Description

- Meta Title
  - Page Title
- Meta Description
  - Concise description of the page content.
  - Entice the reader to click

[Greengate School for Dyslexia - Huntsville, AL](#) - 4 visits - Jan 25

Greengate School - Huntsville School for children with Dyslexia. When Smart Children Struggle to Read, Greengate School May Be The Answer.

[www.greengateschool.org/](http://www.greengateschool.org/) - 9k - [Cached](#) - [Similar pages](#) - [Note this](#)



Greengate School for Dyslexia - Huntsville, AL - **Meta Title**

http://www.greengateschool.org/ Google

Greengate School for Dyslexia - Huntsville, AL

**Meta Description (hidden)**



[about us](#) | [dyslexia](#) | [our program](#) | [area resources](#) | [news & events](#) | [contact us](#)



*“When smart children struggle to read, Greengate School may be the answer.”*

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- Upcoming events...**
- March 2, 2008**  
**Parade of Schools - HMPSA**  
Over 20 private schools will participate in the area's first Parade of Schools.  
[More >](#)
  - April 4, 2008**  
**Advanced Orton-Gillingham Workshop**  
We are pleased to announce the

As parents we understand the promise and potential in all our children. It is our goal to provide an educational environment tailored to the specific needs of the dyslexic child.

It is estimated that as much as 20% of the general population struggle with some form of reading disability (dyslexia). While some cases are mild and only cause occasional issues in school, others can be severe. Children may find themselves unable to read at grade level, struggling with each syllable they read and having little or no comprehension of what they have read.

At Greengate we understand these issues and have created an environment



# Incoming Links

Web | Images | Video | Local | Shopping | more ▾

links:greengateschool.org  Options ▾

1 - 10 of 27 for links: greengateschool.org (About) - 0.55 s

[Greengate School - Wikipedia, the free encyclopedia](#)  
www.greengateschool.org. Greengate School for Dyslexia is a private, non-profit school located in ... What **links** here. Related changes. Upload file. Special ...  
[en.wikipedia.org/wiki/Greengate\\_School](http://en.wikipedia.org/wiki/Greengate_School) - 17k - [Cached](#)

[LD Resources " " Greengate School](#)  
www.greengateschool.org. Schools with Services for Language-based Learning Disabilities (LLD) ... **Links**. Browse Categories. Perspectives. Discussion Topics ...  
[www.ldresources.org/?p=256](http://www.ldresources.org/?p=256) - 22k - [Cached](#)

[specialneeds](#)  
Related **Links**: www.allkindsofminds.org. www.schwablearning.org ... www.greengateschool.org. www.alabamahearing.net. www.geocities.com/madisonlearningdifferences ...  
[www.covenantcenter.org/cca/specialneeds.htm](http://www.covenantcenter.org/cca/specialneeds.htm) - 14k - [Cached](#)

[Alabama Yellow Pages for Kids with Disabilities](#)  
Visit the Alabama Yellow Pages for Kids with Disabilities for reliable ... .org. Web: www.greengateschool.org ... **Links** to Alabama Federal District ...  
[www.yellowpagesforkids.com/help/al.htm](http://www.yellowpagesforkids.com/help/al.htm) - 67k - [Cached](#)

[I Speak of Dreams: National List of Schools \(Private/Charter\) focused ...](#)  
Website URL <http://www.greengateschool.org/> School name: Greengate School (Huntsville, Alabama) ... Listed below are **links** to weblogs that reference National ...  
[lizditz.typepad.com/i\\_speak\\_of\\_dreams/2007/11/national-list-o.html](http://lizditz.typepad.com/i_speak_of_dreams/2007/11/national-list-o.html) - 96k - [Cached](#)

[Private schools - Reports from The Huntsville Times - al.com](#)  
Favorite **Links**. Archived Posts. Private schools. Posted ... www.Greengate School.org. Tuition: \$16,480 per year. Holy Family Parochial School. 2300 Beasley Ave. ...  
[blog.al.com/ht/2007/06/private\\_schools.html](http://blog.al.com/ht/2007/06/private_schools.html) - 30k - [Cached](#)

[I Speak of Dreams: Alabama I --Alabama Refuses To Teach Dyslexic Kids](#)  
... on Greengate School's website here: <http://www.greengateschool.org/articles> ... Peter's Blog and **links**. Pure Land Mountain. Resplendancies. Septemberhouse ...  
[lizditz.typepad.com/i\\_speak\\_of\\_dreams/2005/03/in\\_alabama\\_the\\_.html](http://lizditz.typepad.com/i_speak_of_dreams/2005/03/in_alabama_the_.html) - 91k - [Cached](#)

[Schools with LD Programs](#)  
e-mail: [info@greengateschool.org](mailto:info@greengateschool.org). www.greengateschool.org. McGill-Toolen High School ... to



## Directory Links

- Relevant / Credible
- Often free
- Keyword rich
  - State
  - City
  - Industry
  - Specialty



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### [Greengate School for Dyslexia](#)

[www.greengateschool.org](http://www.greengateschool.org)

501 Holmes Ave NE  
Huntsville, AL 35801

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### [Greengate School for Dyslexia - Huntsville, AL](#) - 4 visits - Jan 25

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[www.greengateschool.org/](http://www.greengateschool.org/) - 9k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [Greengate School for Dyslexia - Press: School needs a new home](#)

Huntsville Dyslexia School needs a new home. Huntsville's Greengate School is looking for a new home for the next school year. The school, now in its second ...

[www.greengateschool.org/articles/pr-new\\_home.htm](http://www.greengateschool.org/articles/pr-new_home.htm) - 12k -

[Cached](#) - [Similar pages](#) - [Note this](#)

[More results from www.greengateschool.org »](#)

### [Greengate School for Dyslexia - Huntsville, Alabama - AL - school ...](#)

Greengate School for Dyslexia located in Huntsville, Alabama - AL. Find Greengate School for Dyslexia test scores, student-teacher ratio, parent reviews and ...

[www.greatschools.net/cgi-bin/al/private/2240](http://www.greatschools.net/cgi-bin/al/private/2240) - 25k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [Huntsville Achievement School - Huntsville, Alabama - AL - school ...](#)

Find Huntsville Achievement School test scores, student-teacher ratio, parent reviews and teacher ... 0.9 Miles | Save · Greengate School for Dyslexia ...

[www.greatschools.net/cgi-bin/al/private/1558](http://www.greatschools.net/cgi-bin/al/private/1558) - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)

[More results from www.greatschools.net »](#)

### [Greengate School for Dyslexia, Huntsville, AL : reviews](#)

Greengate School for Dyslexia, Huntsville, AL : reviews, (256) 551-4439. Get Ratings, Reviews, Photos and more on Yahoo! Local.

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[Horizon-Academy.com](http://Horizon-Academy.com)

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Huntsville school for children with reading differences. Member IDA  
[www.greengateschool.org](http://www.greengateschool.org)  
Huntsville-Decatur (Florence), AL

### [The Gow School](#)

for boys with learning differences:  
**dyslexia**, auditory processing & ADD  
[www.gow.org](http://www.gow.org)

### [The Greenwood School](#)

For Boys 9-15 w/ **Dyslexia** & Related Learning Differences.  
[www.TheGreenwoodSchool.org](http://www.TheGreenwoodSchool.org)



Huntsville City Guide > Education > Learning Disabilities Schools > Greengate School for Dyslexia

★★★★★ (3 ratings)

# Greengate School for Dyslexia

(256) 551-4439

greengateschool.org

501 Holmes Ave Ne, Huntsville, AL 35801 [Map it](#) | [Get directions](#)

Cross Streets: Between Lincoln St NE and Lincoln St NE

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**Categories:** Learning Disabilities Schools, Elementary Schools, Tutoring, Private & Parochial Schools

Yahoo! User Reviews

Web References (1)

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★★★★★

by [MadisonsMom](#)

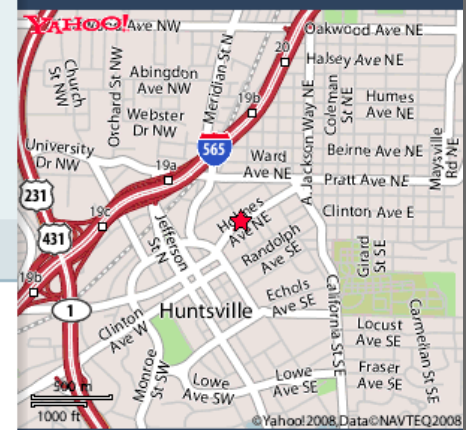
01/26/2008

Greengate has been such a blessing to my daughter. Her self esteem was low and she was in need of individual attention, but she wasn't receiving that from her previous school. Greengate has turned her life and mine around. She is positive and excels in her subjects. More importantly she tries and has the attitude of "I can do this". Her frustration has been lifted which makes afternoons and homework time so much more enjoyable. She has learned much from Greengate. Huntsville is definitely lucky to have a school with such caring teachers that focus on the schoolwork as well as the character of each child. Highly recommended!

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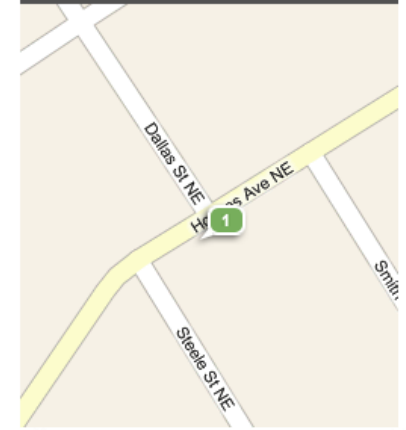
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See also:

- [Health: Mental Health: Disorders: Child and Adolescent: Learning Disabilities](#) (186)
- [Reference: Education: Special Education: Learning Disabilities](#) (158)

- [Banyan Tree](#) - Provides individualized instruction for average to bright students with learning and attention problems in grades 1-6. San Diego, CA.
- [Bethany Independent School](#) - Independent, co-educational, boarding and day school for ages 11-18, offering specialized help to dyslexic students. Kent, UK.
- [Brehm Preparatory School](#) - Boarding and day school offering junior high, high school, and post-graduate programs for students diagnosed with a specific learning disability and/or ADD. Carbondale, Illinois.
- [The Charles Armstrong School](#) - Belmont, CA school serving the dyslexic learner by providing an appropriate educational experience
- [The Churchill School](#) - St. Louis, Missouri private day school for learning disabled students ages 8-16.
- [Currey Ingram Academy](#) - K-12 independent day school for children with learning differences, in Brentwood, Tennessee. Photo tour of the campus, and information about program, admissions, athletics, and other topics.
- [Delaware Valley Friends School](#) - A Quaker day school in Paoli, Pennsylvania, promoting multi-sensory teaching and learning strategies for students with learning differences.
- [The Dunblaine School](#) - Small private school in Toronto, Ontario, Canada, dedicated to children with learning disabilities, grades K-8. Information about philosophy, staff, program, facilities, and admissions.
- [Eagle Hill School](#) - Eagle Hill School is located in Hardwick Massachusetts. Preparing the bright learning disabled student for today and tomorrow.
- [Eagle Hill School](#) - Serving children ages 5-16 with learning disabilities. Day and boarding programs available. Greenwich, CT.
- [Franklin Academy](#) - Boarding/day school in Franklin, Connecticut, serving children with nonverbal learning differences in grades 8 through 12.
- [Frewen College: School for Dyslexics](#) - UK independent co-educational day and boarding school for children aged 7 to 17 with dyslexia, dyspraxia, or Aspergers Syndrome.
- [Gap Academy](#) - A small, alternative school for pre-teens and teens with learning disabilities; located in Toronto, Canada.
- [Geebung Special School](#) - A Special School Located in Brisbane, Queensland, Australia catering for the special educational needs of a small group of students
- [The Gow School](#) - College preparatory boarding school in New York state, for young men (grades 7-12) with dyslexia and similar language based learning differences. Includes a virtual tour and general program information.
- [Greengate School](#) - Private elementary school for children with dyslexia, Huntsville, Alabama. Includes news, events, and contact information.
- [The Greenwood School](#) - Boarding school for boys, ages 9 to 15, with dyslexia and other learning disabilities. Located in Putney, Vermont.
- [Hamlin Robinson School](#) - Serving students in grades 1-8 with dyslexia and related language difficulties. Students admitted with average to superior IQ and





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# Greengate School

From Wikipedia, the free encyclopedia

**Greengate School for Dyslexia** is a private, non-profit school located in [Huntsville, Madison County, Alabama](#). Established in [2002](#), Greengate School provides a fulltime elementary program for children in with [dyslexia](#) in Huntsville Alabama. Starting with three students in a church, Greengate had 32 students in 2006 and 19 teachers. The school has a 4:1 student teacher ratio and is a member of the [International Dyslexia Association](#) and is formal candidate for the Orton Gillingham Academy and SACS/CASI accreditation.

The school's **mission** statement says "Our mission is to educate and support bright children who have specific learning differences in reading, spelling or writing so that they may realize their full potential." and stated **goal** "To assist students in managing their learning differences so they may cultivate their strengths. We are dedicated to creating a challenging curriculum in a responsive learning environment where students can build the social competence and academic skills required for future success."

## External links

[\[edit\]](#)

- [Greengate School for Dyslexia](#)
- [International Dyslexia Association](#)
- [Orton Gillingham Academy](#)

## See also

[\[edit\]](#)

- [Dysgraphia](#)
- [Dyslexia](#)
- [Learning Disability](#)

### Greengate School



#### Location

[Huntsville, AL, USA](#)

#### Information

Religion	none
President	Dr. Marcia Ramsey
Faculty	19
Average class size	5 students
Student:teacher ratio	4:1
Type	<a href="#">Private</a>
Mascot	Greengate Griffin
Established	<a href="#">2002</a>
Enrollment	30
Homepage	<a href="http://www.greengateschool.org">www.greengateschool.org</a>

Categories: [Special schools](#) | [Private schools in Alabama](#) | [Elementary schools in Alabama](#) | [Disability](#)



## Selecting Key Words and Creating Content

- Think outside your company
- Think in terms of solving a problem
- Emphasize industry phrases
- Deemphasize product names / company jargon
- Address different types of buyers



# Search Buying Cycle

- Research (broad terms)
- Product (generic)
- Model or feature (specific)

Island Vacations

Sanibel Island

Tarpon Beach Rentals



# Create Copy to Address Buyer Concerns

## Buying Influences

*Strategic Selling - Miller Heiman*

- Financial / Economic Buyer
- Technical Buyer
- User (how will it impact my job)
- Coach



# Homework

For any SEO/SEM effort you need to track changes and measure results

- Enable Google Analytics (free)
- Configure Google Web Tools (free)

Start building directory links

- Search on common terms (“term” directory, “term” buyers guide)
- dmoz.org
- Superpages
- Yahoo / Google



# Search Engine Visibility (2nd Edition)

*By: Shari Thurow*

