



Marketing — on the Web

by John Allen





The Phonebook

White / Yellow Pages

- Optimized for Local Traffic
- Ads
- Alphabetical

How do you optimize your business to be found in the phonebook?

- A Able Plumbing
- Aaron Rents
- 123 Cleaners



The Phonebook is Dead

How do you optimize your business to be found on the Internet?

- Not Alphabetical
- Not Localized
- Billions of websites
- Billions of Blogs
- Many search engines



Search Engine Optimization (SEO)

Position based on calculated relevancy

- Word/Phrase based
- URL Emphasis
- Page Titles
- Meta Descriptions
- Meta Keywords
- Page Copy
- Internal and External Links



Word/Phrase based

- Bobs Cycle Shop (company name)
- Bicycle Sales
- Parts / Repair (services)
- Cannondale (brands)
- Huntsville (location)
- Largest / Discount (attribute)
- Mountain Bikes (product attributes)
- Monday-Friday 8:00-6:00 (hours)



URL Emphasis

- www.bbs.com
- www.bobbikeshop.com
- www.bobsbicycles.com
- www.bobs-bicycles.com
- www.hunstville-bicycles.com
- www.bobs-bicycles-huntsville.com



Page Titles

- Home Page
- Bob's Bike Shop
- Bob's Bicycles Parts and Repair
- New Bicycles – Bikes by Bob, Huntsville AL
- Must be unique per page



Meta Descriptions

- The description serves to entice the searcher to click.
- If you don't supply a description Google will try and use a snip-it from the top of you pages
- Must be unique per page



Meta Keywords

- Keywords are rarely used by search engines
- Can't afford to ignore them
- Must be unique per page



Page Copy

Choose your words and phrasing carefully.

- Bob has been in **bicycle sales** since 1962. Whether you are looking for a **lightweight racing bike** or a the latest in **mountain bikes**, Bob's has **bicycles** for you.
- Each page should be optimized for the content on that page



Internal and External Links

- Internal links add weight to phrases
 - > **New Bicycles**
 - > **Sale Bicycles**
 - > **Racing Bikes**
 - > **Mountain Bikes**
 - > **Bicycle Parts**
- External (incoming) links from relevant sites add credibility to your business.
 - Directories
 - Publications (newspapers, webzine)
 - Blogs
 - (reminder [linked text](#))



So what if you don't rank?

Marketing Campaigns (SEM)

- Pay Per Click (CPC)
- Pay per impression (CPM)
- Pay per conversion (CPA)



Other Issues

- Duplicate Content
- Canonical issues
- Ugly / Non-SEO friendly URLs
- Long URLs



Session ids

Do your URLs look like this:

www.yourdomain.com/index.php?sid=683ebe894e5

Session IDs Can Create Duplicate Content!



Canonical issues

- People link to you site in different ways:
 - www.yoursite.com
 - yoursite.com
 - yoursite.com/index.html
- Issue? Search Engines see these as three pages.



Non-SEO friendly URLs

- **Bad:**

www.yourdomain.com/used_vehicle_details.htm?vehicleId=7857e5bd4046381e00dc5733dd421cf9

- **Better:**

www.yourdomain.com/used-vehicles/2000-mercury-sable-gs.php



Long, Ugly URLs

[Used Cars for sale - Honda Prelude](#)

Browse **Used Cars** by Make: **Honda PRELUDE**. ... Browse **Honda Prelude used** vehicle listings from all over the country. Check out the featured **Honda Preludes** to ...

honda.autoextra.com/model/prelude - 128k - [Cached](#) - [Similar pages](#)

[Find a New or Used Honda Prelude](#)

You can then narrow your new or **used car** search by choosing a model, year, price or location nearest to you. Home › Browse › **Honda Prelude** ...

www.automart.com/browse-cars/h/honda/prelude/ - 170k - [Cached](#) - [Similar pages](#)

[Honda Prelude](#)

Finding a **used** database of cars
www.internetauto.com
[Cached](#) - [Similar](#)

[1996 Honda Prelude 2 Dr Si Coupe | AutoFetchOnline.com](#)

This is a **used** 1996 **Honda Prelude** 2 Dr Si Coupe (Coupe) from Hagerstown ... on the **Prelude** in the fall of 1991, only two **cars** have dared tread where **Honda** ...

autofetchonline.carsite.com/index.cfm?page=4&inventory_id=2524064 - 46k - [Cached](#) - [Similar pages](#)

[Used Honda](#)

Used Honda P completely res
www.automobile.com
[Cached](#) - [Similar](#)

[Browse New, Certified and Used Honda Prelude Cars for Sale in ...](#)

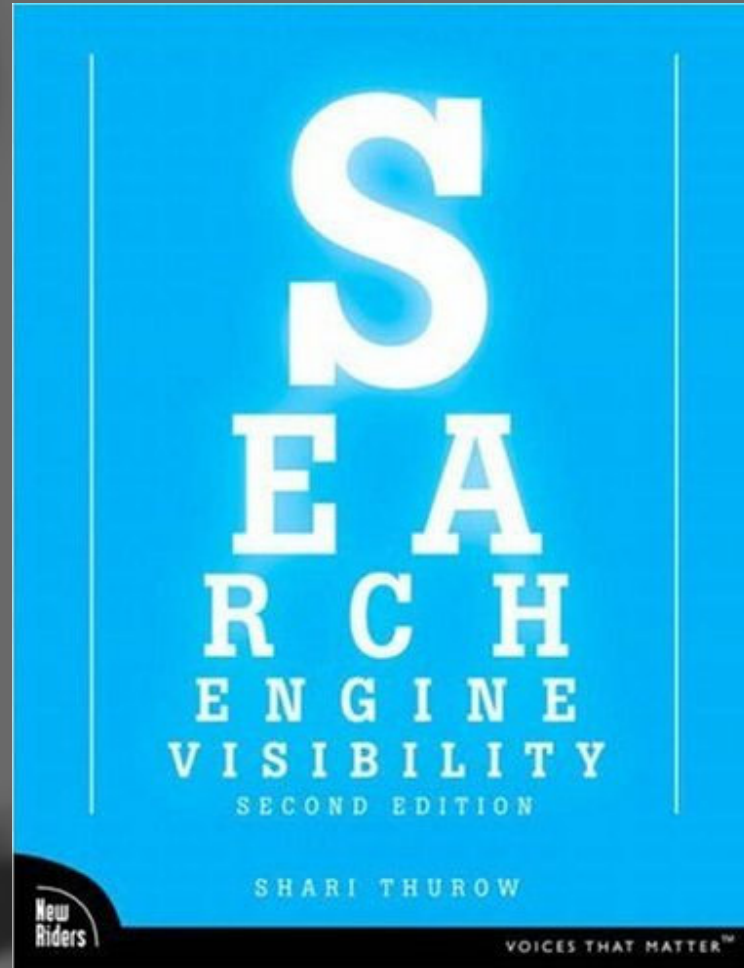
Find new, certified or **used Honda Prelude cars** in the Dallas/Ft. Worth area on AutoTrader.com ? the ultimate automotive marketplace.

www.autotrader.com/find/Honda-Prelude-cars-for-sale-Dallas/Ft.+Worth-75250.jsp - 16k - [Cached](#) - [Similar pages](#)



Search Engine Visibility (2nd Edition)

By: Shari Thurow





Need Design Help?

Yahoo Pattern Design Library

Patterns are optimal solutions to common problems. As common problems are tossed around a community and are resolved, common solutions often spontaneously emerge. Eventually, the best of these rise above the din and self-identify and become refined until they reach the status of a Design Pattern.

<http://developer.yahoo.com/ypatterns/>