



Marketing on the Web

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Marketing on the Web

- John Allen
- Philip Busk

We are your local resource for Website Optimization and Internet Advertising.

- Google AdWords
- Yahoo / Bing AdCenter
- Facebook / Twitter / Instagram
- LinkedIn

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold"?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identity		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻¹ Piracy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	VI ⁻² Spam			
	Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking			
	Va ⁻¹ Ads					

OFF-THE-PAGE SEO

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

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Learn More: <http://selnd.com/seotable>

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Web Traffic

Search Traffic falls into two categories:

- Organic (natural results)
 - Traditional Search
 - Local Stack (map results)
- Paid (banner ads, ppc, etc.)



TRADITIONAL

Google insurance

Web News Maps Images Books More Search tools

About 1,170,000,000 results (0.55 seconds)

Farmers Insurance Quotes - Farmers.com
Ad www.farmers.com/
 Get an Online Auto & Home Quote Could Save \$460! Get A Quote Now.
 Free Quotes · Local Agents · 24/7 Claims · Flexible Coverage Options
 Farmers Insurance has 2,385 followers on Google+
 Auto Insurance Quotes Home Insurance Quotes
 Contact Farmers™ Agent Bundle Discounts

GEICO Insurance Agent - GEICO.com
Ad www.geico.com/Local
 4.0 ★★★★★ rating for geico.com
 Local Offices in Your Area For All of Your Insurance Needs.
 Ratings: Ease of purchase 10/10 - Policy selection 9/10
 GEICO Insurance has 92,522 followers on Google+

\$29 Cheap Car Insurance
Ad alabama.usautoinsurancenow.com/
 Cheapest Alabama Car Insurance. Lowest Rates From \$28.99 / Month!
 Enter zip code:
 All Driving Records - High Value Policies - Free Online Quotes - Alabama Drivers

Progressive: Car Insurance Quotes - Online Auto Insurance ...
www.progressive.com/ Progressive Corporation
 We make car insurance quotes easy by finding coverage packages to fit your budget and showing other insurers' rates. Get an auto insurance quote now.
 Log In - Contact Us - Your Policy - Auto Insurance

Nationwide Insurance - Auto Insurance Quotes and Car ...
 Nationwide Mutual Insurance Company
 insurance today when you get a free online auto insurance quote or
 enjoy the ease of working with Nationwide for your ...

Insurance - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Insurance Wikipedia
 Insurance is the equitable transfer of the risk of a loss, from one entity to another in exchange for payment. It is a form of risk management primarily used to ...

GEICO | Auto insurance - Saving people money on more ...
<https://www.geico.com/> GEICO
 GEICO, Government Employees Insurance Company, has been providing affordable auto insurance since 1936. You can trust GEICO to offer low car insurance ...
 Contact Us - Get a Quote - Claims Center - Get A Car Insurance Quote ...

Paid

Ads

Cheap \$24 AL Insurance
www.insure.com/Alabama
 (800) 861-0652
 Save on Auto, Home, Health & Life.
 We've Got All Your Needs Covered.

RP® 50+ Auto Insurance
thehartford.com/
 468-0448
 Huge Savings of \$404! 50 years+
 Request a Quote from The Hartford.

Progressive Car Insurance
www.progressive.com/
 3.9 ★★★★★ rating for progressive.com
 You Could Save Hundreds!
 Quote & Compare, Buy & Print Online

2014's Cheapest Insurance
car-insurance.quotelab.com/Alabama
 Get a Free Quote & Save 55-75%
 Rates from only \$19. Alabama Only!

Auto Insurance Quote
www.travelers.com/
 Get A Free Fast Online Quote Now.
 Travelers Could Save You \$415!

Switch And Save
www.metlife.com/
 MetLife Auto® Policies Have Allowed
 Others To Save An Avg Of \$466/Year!

Cheap Auto Insurance
insurance.free-quotes.com/Alabama
 (425) 312-8082
 \$17/Month Auto Insurance Rates.
 Lock in Your Rate. Alabama Only

Cheap Car Insurance \$17
cheap.solidquote.com/
 (866) 781-5788
 Insurance For All Driving Records!

Organic

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LOCAL

Google insurance agents huntsville al

Web Maps News Shopping Images More Search tools

About 107,000 results (0.48 seconds)

Fountain Parker Harbarger - fphins.com
www.fphins.com/ Independent Insurance Brokers for Home, Auto, and Business. 201 Washington St NE, Huntsville, AL - (256) 551-0080

GEICO Insurance Agent - GEICO.com
Local Area For All of Your Insurance Needs. 7595 Highway 72 West, Madison, AL - (256) 837-0551

Affordable Auto Insurance - Travelers.com
www.travelers.com/ (888) 379-8209 Check Out Our Low Rates & See If Travelers Could Save You \$415. Multi-Policy Discount - Low Mileage Discount - Home Ownership Discount

Alabama Insurance Agency: Auto Insurance | Home ...
www.alinsagency.com/ Alabama Insurance Agency specializes in auto, home, commercial/business & life insurance in Birmingham, Huntsville & throughout Alabama and Georgia.

Alabama Insurance Agency - Matthe...
www.alinsagency.com 1 Google review 10300 Bailey Cove Rd SE Huntsville, AL (256) 585-2042

Hundley Batts & Associates Insurance
www.battsandassoc.com Google+ page 225 Spragins Ave NW Huntsville, AL (256) 533-8200

Grimwood Insurance Agency Inc
www.grimwoodinsurancehuntsvilleal.com Google+ page 711 Aroadia Cir NW Huntsville, AL (256) 534-5621

Map results for insurance agents huntsville al

Hundley Batts & Associates Insurance Agency: Alabama ...
www.battsandassoc.com/ Located in Huntsville, AL, Hundley Batts & Associates Insurance Agency has been in ... Hundley Batts Sr., an experienced and qualified insurance agent in the ... Blog - Liability - About Us - Aviation Insurance

Insurance Agency, Inc., Huntsville, Alabama
huntsvilleal.com/ ... les with the peace of mind that you deserve. Contact our ... he and motorcycle insurance.

Fountain Parker Harbarger & Associates - Insurance ...
www.fphins.com/ FPH&A is independent insurance agency that has provided insurance solutions to residents and business owners in the Tennessee Valley since 1923.

Local

Map for insurance agents huntsville al

\$29 Cheap Car Insurance
alabama.usautoinsurance.com/ Low Prices on AL Insurance. Compare the Best AL Rates and Save! Enter zip code: 35803 Get quote Privacy

Independent Agents
www.libertymutualgroup.com/passionate/ Video: The Best Agents are Partners Who Understand Your Business.

Farmers Official Site
www.farmers.com/ Get an Online Auto & Home Quote Could Save \$460! Get A Quote Now.

AARP® 50+ Auto Insurance
aarp.thehartford.com/ Safe Drivers Could Save \$404* on Auto Insurance from The Hartford.

\$19* Auto Insurance
alabama.quotelab.com/ Unbeatable Alabama Rates! Cheap Plans from \$19, \$29, \$49+

Local Insurance Agents
www.superpages.com/ Superpages can help you find great insurance agents in Huntsville.

Local Insurance Agents
www.yellowpages.com/ 3.5 rating for yellowpages.com Find Local Insurance Agencies & Brokers at YELLOWPAGES.COM

Cheap Auto Insurance
insurance.free-quotes.com/Alabama \$17/Month Auto Insurance Rates. Lock in Your Rate. Alabama Only

See your ad here >

Paid

Organic

web.com



Traditional Organic

- What is Organic?
- What influences Organic visibility?
 - Content
 - Navigational Structure
 - Freshness
 - Incoming Links
 - Speed
- Personalization



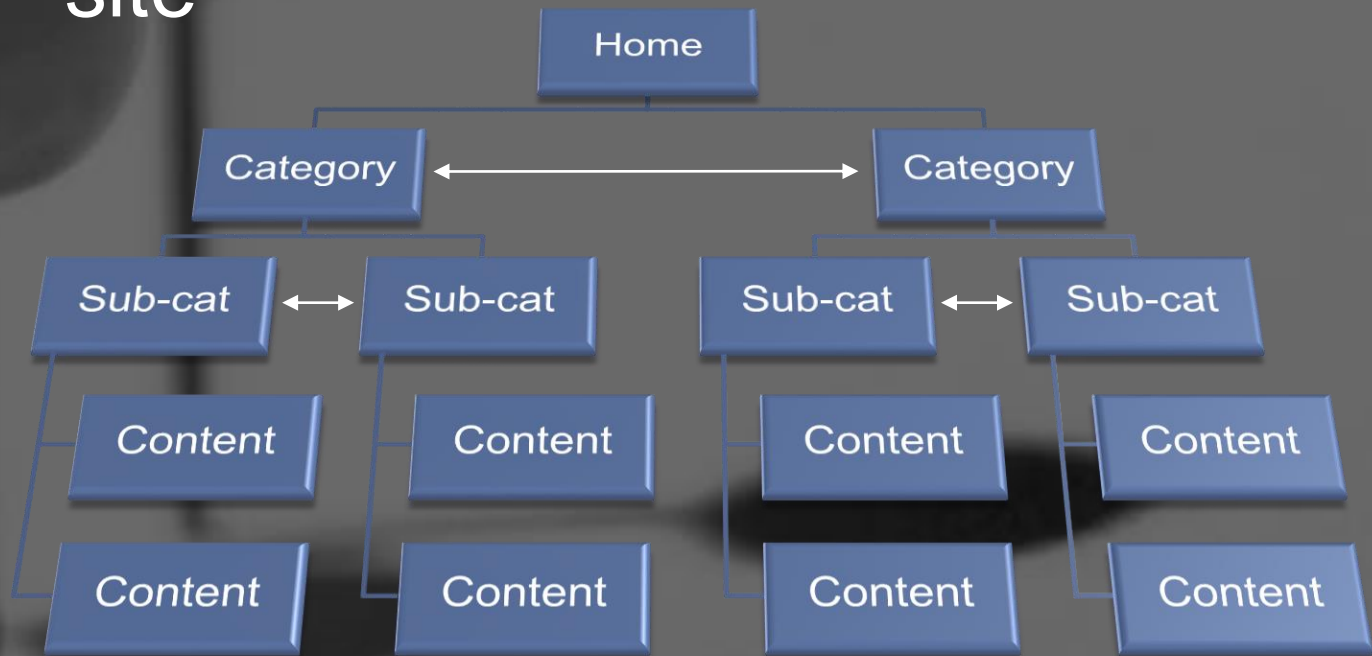
What is Organic?

- **Organic** results are listings on **search** results pages that appear because of their relevance to the **search** terms, as opposed to advertisements.



What influences Organic visibility?

- Navigational Structure
The relationship of content on the site





What influences Organic visibility?

- Content
Focused, unique topic discussion.
Use of Industry terminology
 - Avoid company specific names, jargon
- Address different audiences.
 - Managers, end users, financial, technical.
- Freshness
How recently your site was updated or referenced.



What influences Organic visibility?

- Incoming Links
 - Quality sites linking to your content
- Speed
- Personalization
 - Where are you located?
 - What have you searched for before?
 - Are you searching from a phone?
 - Are you connected socially?



Local

- What is Local?
- What influences local visibility?
 - Complete Google+ Business / Google Places page
 - Geo Location
 - Citations
 - Consistency (NAP, hours, website)
 - Appropriate Categories
 - Reviews ★★★★★



What is Local?

- Google displays a list and map for local searches.
- Google assumes a search has local intent automatically for some businesses.
 - Doctor / Dentist
 - Realtor
 - Lawyer
- Local searches may also be triggered when for searches that include a local qualifier such as “in Huntsville”



Paid/PPC

- What is PPC?
Contrast AdWords with FB, LinkedIn, ...
- How does AdWords Work?
 - Bidding
 - Quality Score
 - Keywords
 - Ads
- Immediate First Page Visibility
- Provides Market Research



What is PPC?

- PPC is Pay Per Click
- It differs from other forms of advertising, in that you only pay when someone click on your ad.
- In Google Search, ads are triggered when someone is searching for the words and phrases you bid on.



How does AdWords work?

- Bidding
A bidding system positions your ad based how much you bid.
- Quality Score
Your bids are scored based on click thru rate, ad and landing page relevancy.
- Keywords
You bid on words and phrases related to your products and services.
- Ads
You create ads that clarify your USP.



Need help?

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