

UCSD TECHNOLOGY NIGHT



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MIKEL BRUCE



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Background

John E Lincoln

- Owner of Ignite Visibility Internet Marketing
- Teacher and guest speaker at UCSD past 3 and ½ years
 - Analytics, SEO, SEM, Social Media
- Author Marketing Land, Search Engine Land, SE Journal
- 10 Years Experience
- Director at 2 Companies and a Marketing Manager
- Google Analytics Certified
- Google AdWords Certified
- Have Worked with Clients Such As
 - FOX, Tacori, Jacuzzi, Fredericks of Hollywood, Fuel TV, WeddingWire, GameSpot, Coupons.com, 1800 Dentist
- Worked on Over 200 Internet Marketing Campaigns

Who Knows what SEO is?

When you search for a keyword.

These are ads.
This is called PPC.

Your page comes up for a term.

The screenshot shows a Google search for the keyword "media server". The search bar at the top contains the text "media server". Below the search bar, the navigation tabs include "Web", "Shopping", "Images", "Videos", "News", "More", and "Search tools". The search results indicate "About 602,000,000 results (0.37 seconds)".

The organic search results include:

- Plex Media Server - Plex.tv**: An advertisement for Plex Media Server, described as a free download for organizing, streaming, and sharing media to all devices. It includes links for Downloads, Features, Support, and Sign Up.
- Dell™ Server Solutions - Dell.com**: An advertisement for Dell's server solutions, featuring Intel® Xeon® processors. It mentions 328,242 followers on Google+ and provides links for Business Workstations, Pro Support, and a Dell Expert.
- Media server - Wikipedia, the free encyclopedia**: A link to the Wikipedia page for "Media server", which defines it as a dedicated computer appliance or specialized application software for enterprise-class machines.
- Servio media server**: A link to the Servio website, which offers a free media server for Windows, Mac, and Linux, enabling DLNA media server functionality.
- Plex - Stream All of your Personal Media Using our Media Pl...**: A link to the Plex website, which describes how Plex Media Server organizes and streams personal media to various devices.
- PS3 Media Server**: A link to the PS3 Media Server website, which provides information about the software and its release history.

The sponsored results section, titled "Shop for media server on Google", includes:

- Seagate Central 3TB**: A storage device available for \$179.99 at the Seagate Store.
- NETGEAR ReadyNAS 1...**: A network-attached storage device available for \$179.99 at Newegg Business.
- Synology DS411slim Di...**: A network-attached storage device available for \$299.99 at Newegg Canada.
- AirPort Time Capsule - 2T...**: A network-attached storage device available for \$299.00 at the Apple Store.

Below the sponsored results, there are more advertisements:

- Custom Home Automation**: An advertisement for MagnoliaAV, offering home automation and media servers, with a contact number (619) 357-4146 and a location in San Diego.
- Find Media SERVER**: An advertisement for bhphotovideo, offering media servers with a 4.8-star rating and low prices.
- Rackspace Cloud Servers**: An advertisement for Rackspace, offering scalable cloud servers in minutes, starting at \$29/month.
- New Streaming Server**: An advertisement for Wowza, offering a new streaming server.

Types of Online Marketing

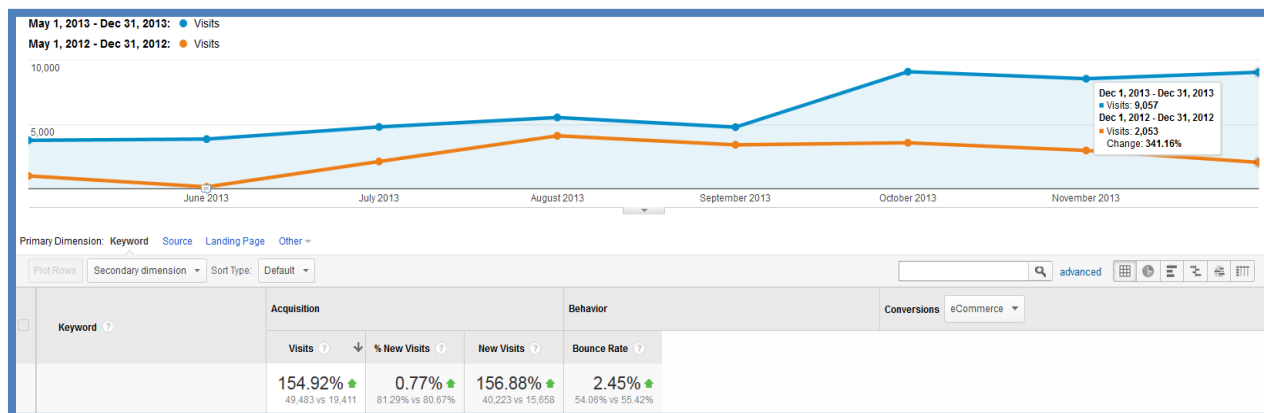


Why Do we Do SEO?

Client 1

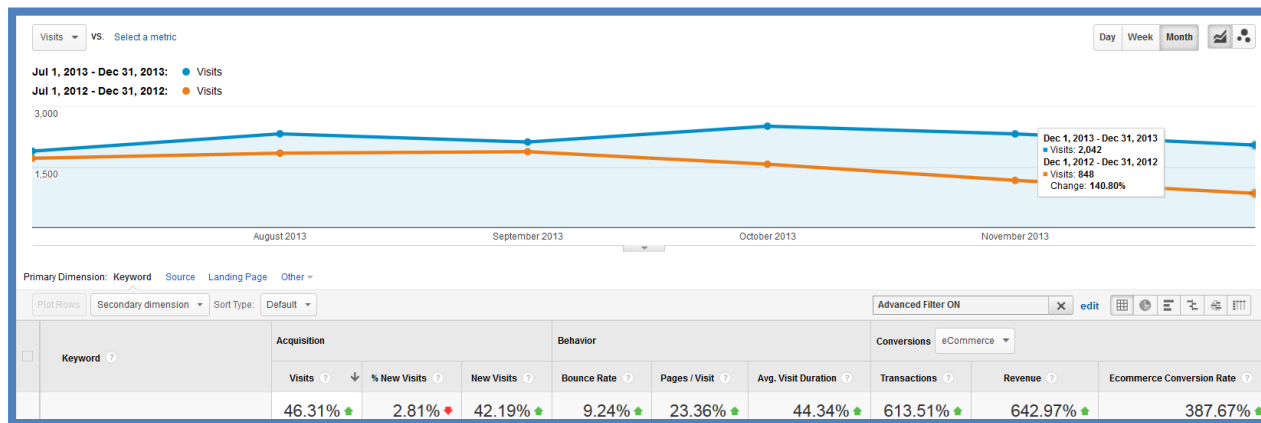


341.16% increase in Organic Search traffic, over 50k in new revenue a month



Why Do we Do SEO?

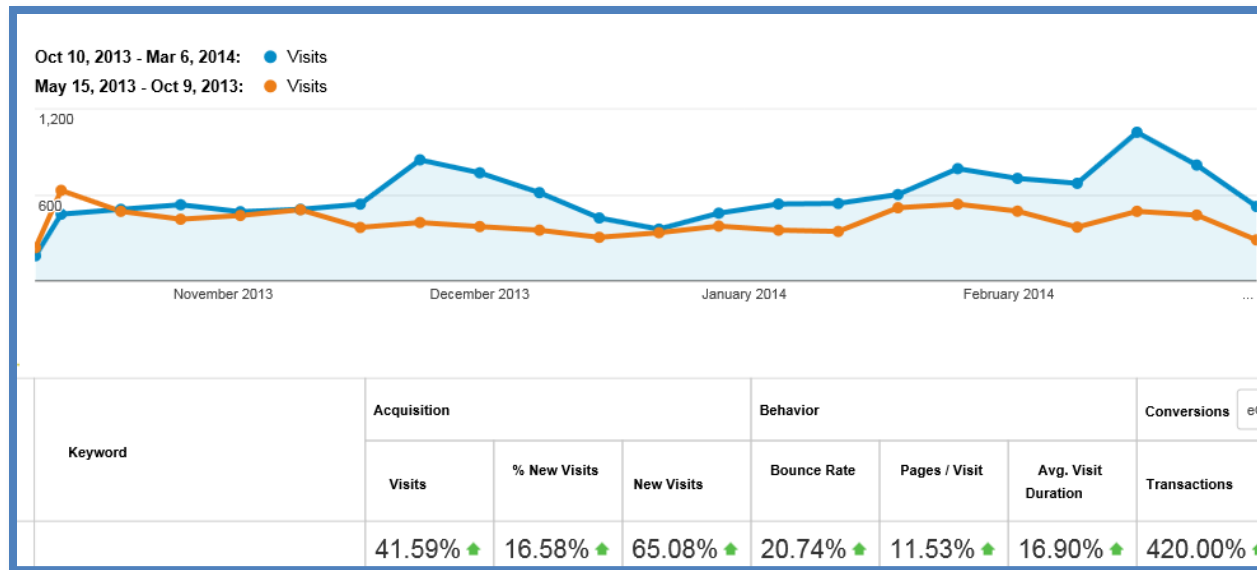
Client 2



46% increase in traffic, 642% increase in revenue

Why Do we Do SEO?

Client 3

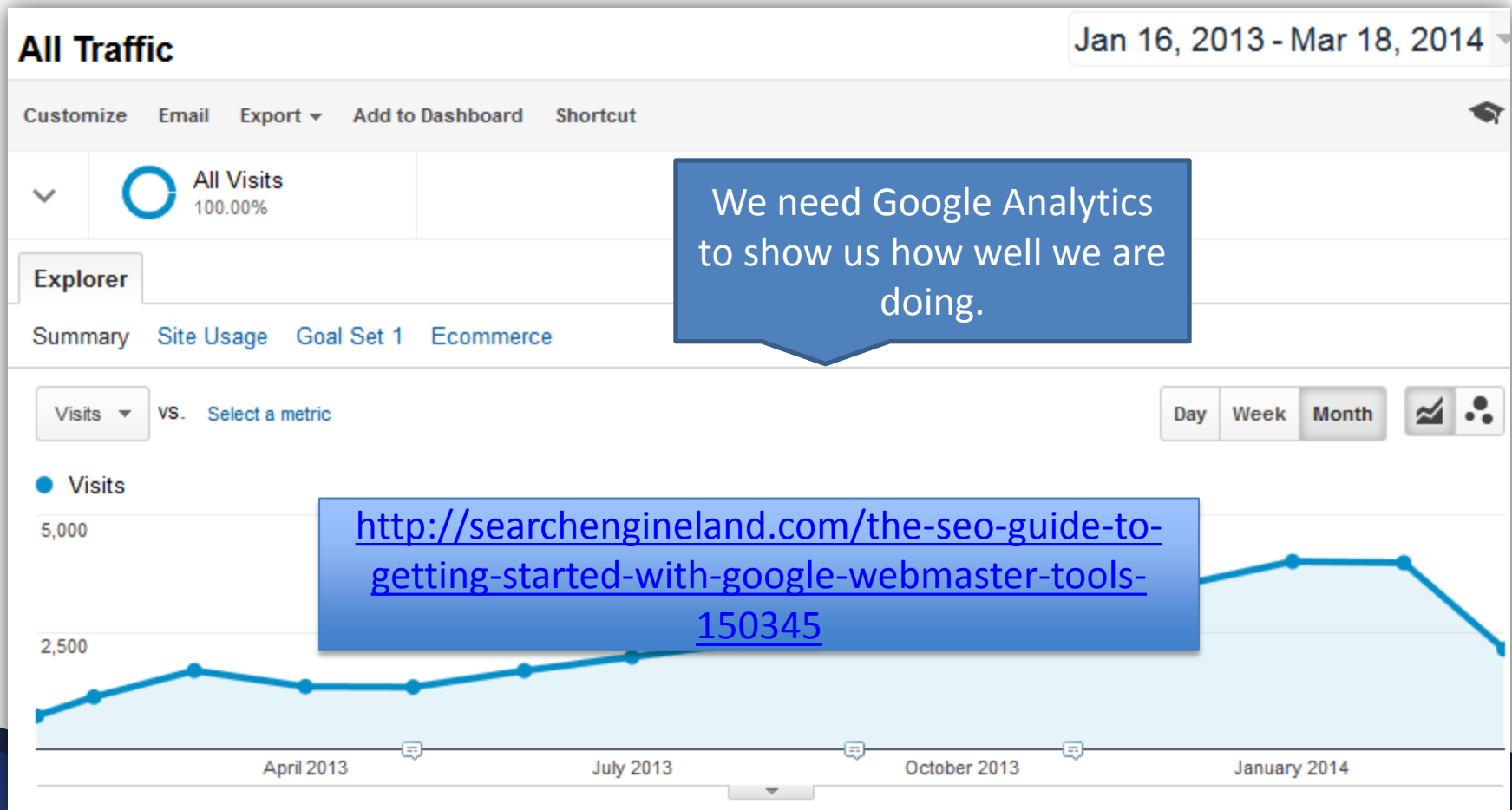


Organic Numbers

- Organic search visits are up **41.49%**
- Organic search revenue is up **332.59%**
- Organic search transactions are up **420%**
- Organic search ecommerce conversion rate is up **267.25%**

Anyone heard of GA and WMT?

Google Analytics and Webmaster tools



GA and WBT are Critical for Online Marketing

| Google Analytics | Webmaster Tools |
|--|---|
| Set up goals and track sales | Shows how Google interprets your website |
| See different types of traffic | Allows you to upload information to Google (sitemaps, etc) |
| Shows Specific traffic to the website | Allows you to make changes to the way that Google perceives your site |
| Shows real time data | |
| Shows more advanced analytical user data | |

I am teaching the
web analytics course
starting 4/21/14
CSE-41132



This qualification is hereby granted to:

This could be you!!!

For passing the Google Analytics Individual Qualification (IQ)

Google Analytics
Qualified

Valid for eighteen months from

00011147



How do Search Engines Work?

<http://www.youtube.com/watch?v=BNHR6IQJGZs>

They crawl pages through hyperlinks. Links pointing at the site and internal links.

Search engines need links to index pages.

You can also submit a site through sitemaps.



So How Do you Get Ranked?

There are two main components to SEO.

Onsite optimization



Offsite optimization



SEO

Who Knows the Difference Between Onsite
And offsite SEO?

<http://ignitevisibility.com/seo-starter-guide/>

What is Onsite SEO?

Code

Content

Site Architecture



Code

- Page titles
- META Keywords and Descriptions
- Unnecessary & Outdated Tags
- Robots Tags – Correct Usage and Set Up
- JavaScript, CSS, Ajax Implementation
- Proper use of and Strategy for Heading Tags
- Organization of Source Code
- Accessibility Attributes (Images, Anchors, and Tables)

Content

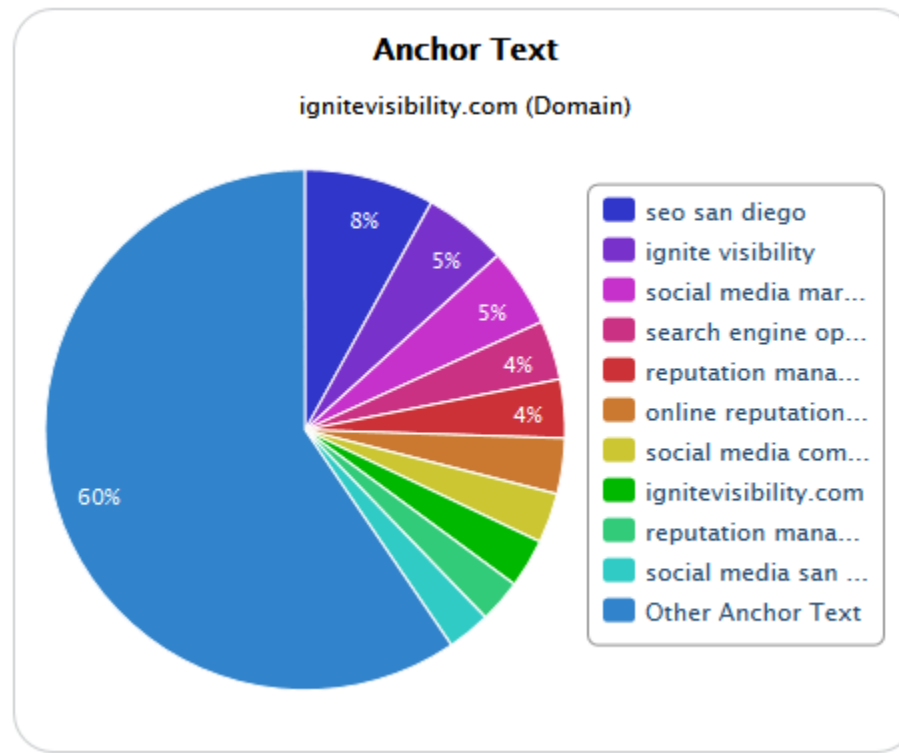
- Keyword Analysis & Keyword Assignment
- Keyword Density Best Practices
- Keyword Prominence Best Practices
- In Content Linking Strategy and Best Practices

Site Architecture

- Robots.txt
- 404 Pages and Other Redirects
- Page Speed Analysis and Recommendations
- HTML/W3C Validation
- Browser Compatibility Check
- Website Accessibility
- Duplicate Pages
- Canonical URLs
- URL Structure
- Website Navigation and Sub Navigation
- Schema.org Markup

What is Offsite SEO?

Getting Links to your Website
Getting Social Shares on Your Site



Offsite SEO

Industry Relevant Guest Blogging
Press Release Syndication
Infographic Marketing
Video Syndication
Build Image & Cinemagraph Database
Industry Interviews
Reverse Guest Blogging
Republish viral posts
Reverse Engineering
Targeted Content Promotion (Link Outreach)
Social Media Marketing
Blog Optimization
Social Media Optimization
Social Media Promotion



Social Media

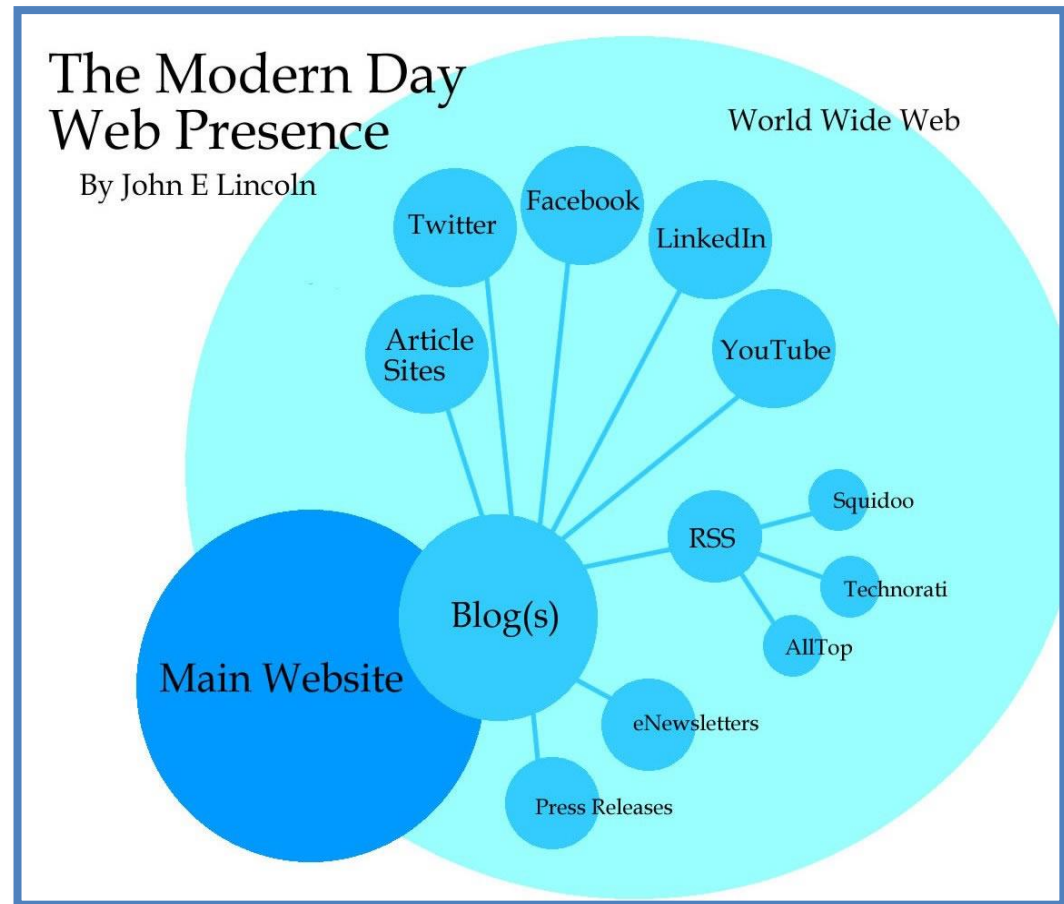
There is a lot to consider...

Facebook Opengraph Meta Tags
Optimized for Facebook Search
Share Buttons
Correct Linking to Profiles
Social Plugins
YouTube Integration
Twitter Cards
Custom Tabs
Custom Applications
Cross Social Media Site Branding Strategy
RSS Feed Syndication
Social Media Advertising
And More...



Why is Blogging Important?

- Blog is extension of main site
- Posts get ranked in Google
- Posts get shared in social media
- Posts generate links and shares
- Post add content
- This all works together to increase traffic
- Ignite up to 5,000 visitors a month by blogging



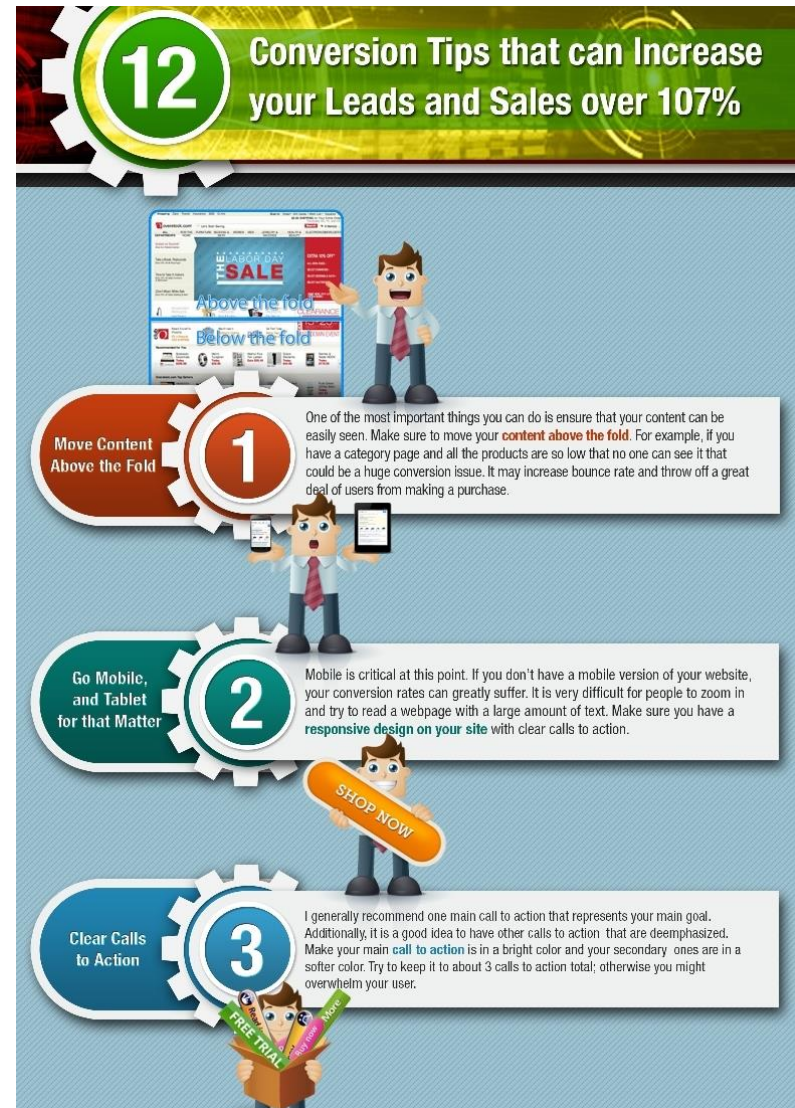
Viral Campaigns *(Smell Like a Man)*

One Smart Idea, Can Change your Business



Conversion Rate Optimization

- Content above the fold
- Mobile website
- Calls to action
- Set up Conversion Tracking
- Clear Checkout Process
- Trust Symbols
- Compelling Copy
- Colors on Page
- Etc



How to get Started

1. *Pick your keywords*
2. *Optimize your website*
3. *Start a blog*
4. *Set up your social profiles*
5. *Share your blogs on social*
6. *Build an email list*
7. *Build your social communities*
8. *Blog 1 to 3 times a week*

Cool Tools

SEM Rush: Keyword Tracking

Majestic SEO: Shows Links to Site

SEO Book Toolbar: Lots of Great Tools

Webmaster Tools

Google Analytics

View More

<http://ignitevisibility.com/50-seo-tools/>

Thanks!

Twitter - @johnelincoln

Website – <http://ignitevisibility.com>

Email: john@ignitevisibility.com

Hope to see you in Class!
Welcome up Mikel Bruce!



Acquisition Conversion Retention

WEB 3.0



Sites viewed on multiple devices.



Less is more...



Conversion vs. traffic

Conversion Optimization



Conversion Objectives



Sell Products/Services



Lead Capture

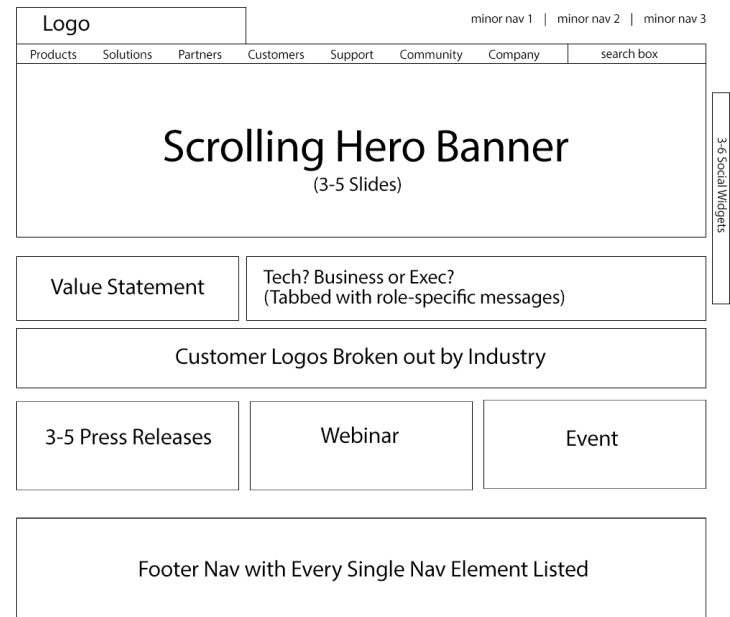
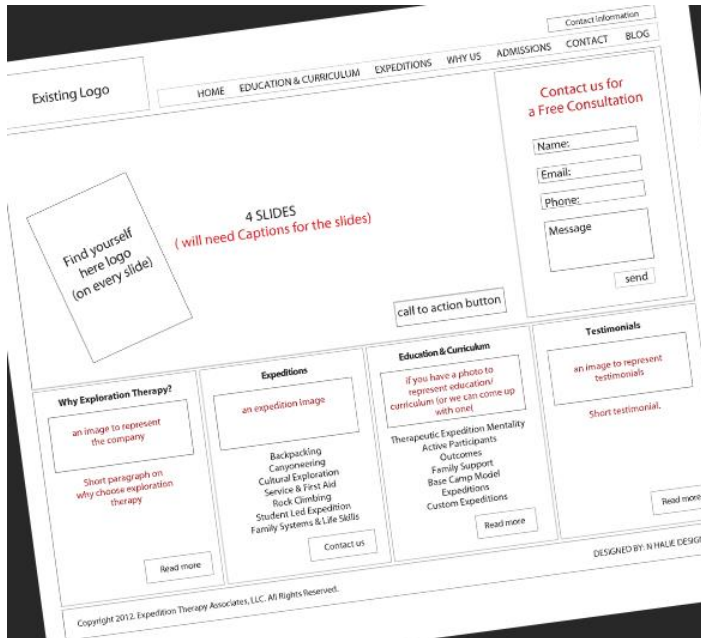


Build Credibility



Opt-in

Wireframing (creating containers)

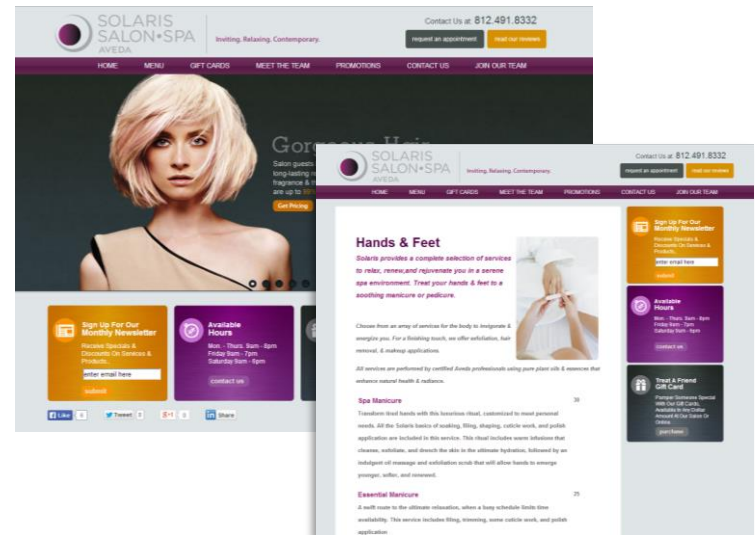


Design

Color Scheme

Layout

Above-the-fold



Functionality

CMS

Responsiveness



Messaging



human element

who we are
what we do
how we do it
what to expect
our services
contact us

**"Big agency thinking
made affordable"**

-Jennifer Epp, Reshape Medical



human element

who we are
what we do
how we do it
what to expect
our services
contact us

SAY HELLO

MEET JENNIFER

MEET LISA



human element

who we are
what we do
how we do it
what to expect
our services
contact us

**WE CRAFT THE
WHOLE STORY**



human element

who we are
what we do
how we do it
what to expect
our services
contact us

**"Makes our work,
work harder in
the market"**

Retention



Integrated Web Marketing



Questions??



Thanks!

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