

BRINGING TRAFFIC TO YOUR WEBSITE

P R E S E N T E R :
T E R R Y O ' K E E F E

FREE WEB TOOLS

- ✻ Keyword Analyzer:
www.google.com/sktool
- ✻ Rank Tracker:
www.SEObook.com
- ✻ Traffic Sources: Google Analytics
- ✻ Google Page Rank Tool: Firefox Add-On



HERE'S THE GOOD NEWS

- ✿ You Don't Need Outside Expertise to Create a Website that Performs
- ✿ Any Entrepreneur Can Plan & Execute a Winning Web Strategy
- ✿ We'll Show You the Tools and the Steps



WHAT WE'LL COVER

- ✻ Key Strategic Questions
- ✻ Free Web Tools to Answer Them
- ✻ A Little Case Study



THE KEY QUESTIONS

- ✻ What are my BEST Keywords?
- ✻ How do I rank on Search Engines?
- ✻ What is bringing Traffic to my site now?
- ✻ How do I OPTIMIZE for my best keywords?



LET'S LOOK AT PATIO CHEST

- ☀ Small business in GA
- ☀ Makes fiberglass outdoor storage chests
- ☀ High-end - \$700/ea
- ☀ National market



OPTIMIZING YOUR SITE: PAGE-THEMING

- ✿ One Page per Keyword
- ✿ Use KW in Page Title and Page Description
- ✿ Use KW in Headline
- ✿ Repeat in Body of Copy
- ✿ Use KW in Link from another page



REMEMBER..

- ✿ Everything starts with Keywords
- ✿ Install Google Analytics
- ✿ One-page per Keyword
- ✿ Follow Optimization Guidelines

