



Caribbean Searches

- Over 100,000,000 searches are being done every month for the Caribbean
- There isn't a major keyword that the Cayman Islands DOT is showing up for
- The biggest keyword is 'Caribbean' with a total monthly search of 13,600,00
- The largest online industries that get the most searches are, not surprisingly similar to Cayman's: Tourism-related, Real Estate-related and Banking-related

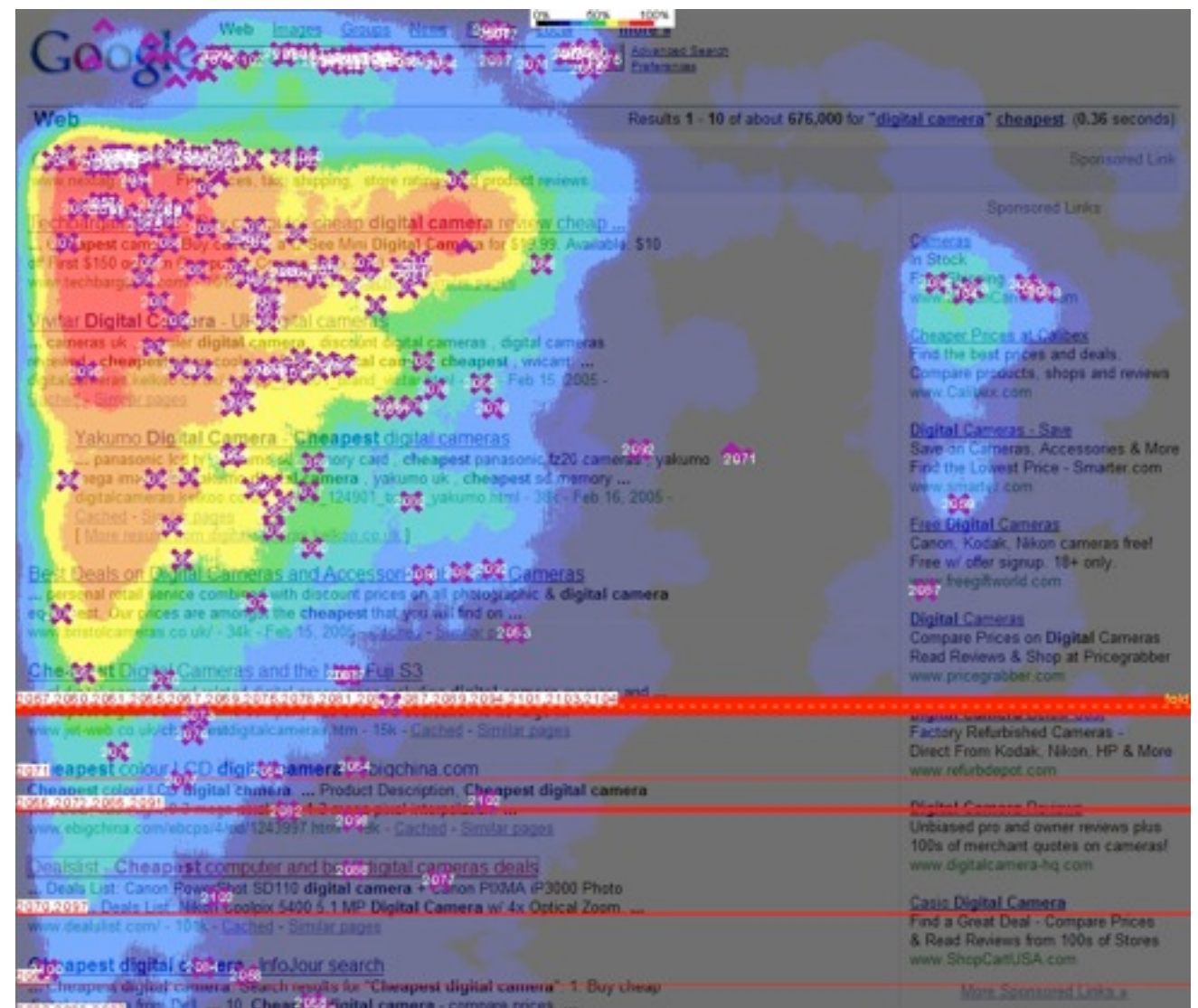


Search Results

Search Results Viewership

- Rank 1 - 100%
- Rank 2 - 100%
- Rank 3 - 100%
- Rank 4 - 85%
- Rank 5 - 60%
- Rank 6 - 50%
- Rank 7 - 50%
- Rank 8 - 30%
- Rank 9 - 30%
- Rank 10 - 20%

Eye Tracking: The golden triangle



Website Development



Search Engine and User Friendly Websites: Checklist

- HTML navigation
- Insert Keywords in navigation
- Source Ordered Codes
- Page Speed higher than 90/100
- Semantically Structured
- Quality and new content
- Control of Robots
- Proper Keyword placements
- Canonical Domain
- Hosting Location
- .ky vs. .com

Give your Website an “F”



Online Advertising



Checklist when deciding to buy Online Advertising

- top 5 of target keywords and keyword permutations (search: keyword tool)
- PR of 3 or higher (seobook toolbar or check no. of links)
- Age of Domain (<http://www.webconfs.com/domain-age.php>)
- .ky vs. .com (where is your target market located?)
- Semantically Structured (foxy seo toolbar)
- Fresh and no duplicate content (<http://www.virante.com/seo-tools/duplicate-content>)
- Control of Robots (/robots.txt)
- Anchor Text Link (Choose from targeted keyword)
- Canonical Domain (test on URL)
- No of Links leaving the Site (SEO Quake)
- Page Speed (Firefox Page Speed)
- Hosting Location (Important for local search)
- Customized Advertising Banners / Modules (Ability of advertiser to be flexible)

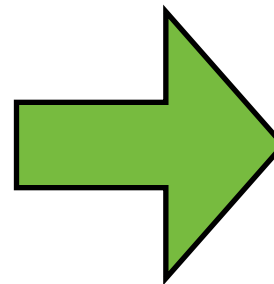




SMM

Social Media Marketing

- **Facebook:** The most popular Friend-Oriented Social Network. (B2C)
- **Twitter:** A powerful microblogging network. (B2B)
- **LinkedIn:** A Professional social network with millions of users globally. Similar services are the **Xing** which is particularly popular in Germany and the **Viadeo** which is very popular in France. (B2B)
- **YouTube:** The most well known video-sharing community. Also there are other similar services such as **Vimeo, Veoh, Viddler** and **Metacafe**. (B2C, B2B)
- **Foursquare:** A location based social networking website. (B2C)
- **Google+:** The brand new Social Networking Service which is introduced the idea of Social Circles. (B2C)
- **Others:** Flickr, Delicious, Digg, Stumbleupon, Quora along with SERPd, Sphinn and other niche networks. Also sometimes people consider as Social Media the Blogs, the Wikis, the Forums and the other similar communities.



Important Aspects of your SMM

- Customized Domain
- Correct Address, not PO Box
- Customized branding across all SMMs (for Professional brands)
- Have a personality and guiding Objective
- Ensure landing pages have images
- Ensure links are surrounded by keywords/key phrases to help with your Social SEO



SM Management Tools



- Hubspot (Inbound Marketing Software)
- Tweetdeck (Manage multiple SMM accounts including linkedin, foursquare, facebook, myspace)
- Hootsuite (Combination of Hubspot and Tweetdeck)



Summary

- You are not competing with other companies in Cayman, you are competing with online searches and online is a level playing field
- Know your keywords, this is half the battle
- Build proper Websites that are Search Engine Friendly
- Ensure that the online advertising banners that you purchase help your Search efforts
- Social Media is not just for your Users but also for Optimization



Questions



Thank you for Coming



www.easywebsites.ky