



LET YOUR WEBSITE SPEAK WELL OF YOU

SEARCH ENGINE FRIENDLY WEBSITE DESIGN AND DEVELOPMENT

e@sywebsites.ky

WEBSITES THAT HELP GROW YOUR BUSINESS.

(345)925-8188 | info@easywebsites.ky



CIMDA Training Event

Our collective responsibility is to
bring business to the Cayman Islands

e@sywebsites.ky

WEBSITES THAT HELP GROW YOUR BUSINESS



Discussion Guide

1. Introduction
2. Fundamentals of SEO
3. SEF Web Development
4. Effective Online Advertising
5. Social Media Strategies





**Search Engine Optimization (SEO)
& Web Usability Expert
Internet Marketing Consultant**

www.easywebsites.ky
fevi@easywebsites.ky
Tel. +345-925-8188
Cel. +345-936-1122
209 Regency Court, West Bay Road

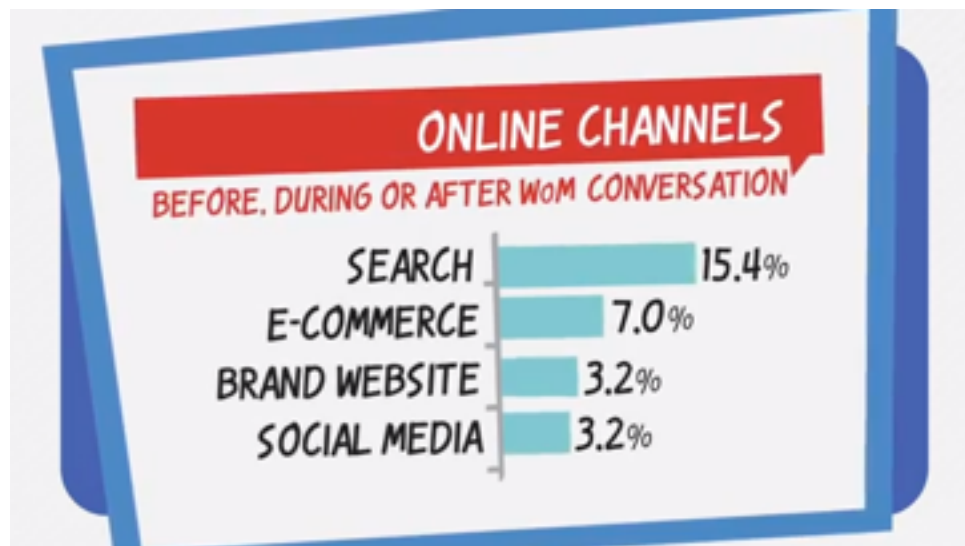




Introduction: Online Search



The Search is Online



Source: Keller Fay + Google

Search continues to be the largest component of online advertising revenue and in order for marketers to truly leverage the power of search, they require complete understanding of the search landscape. Specifically, they need to be able to identify and track how various audiences search online and quantify the effectiveness of their and their competitors search strategies

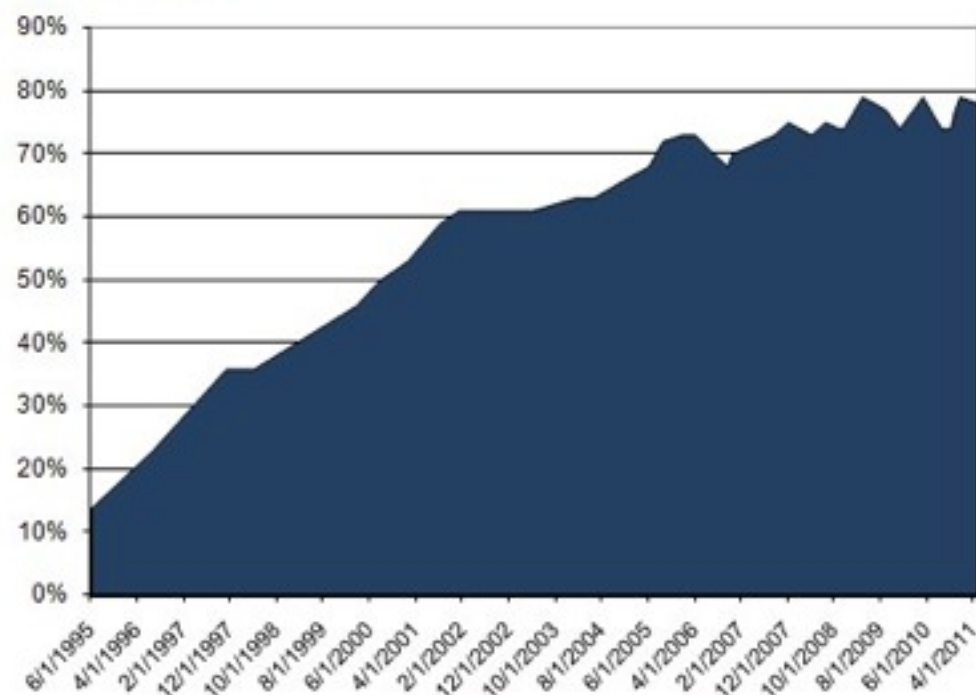
- ComScore Media



Internet Statistics

Internet adoption, 1995-2011

% of American adults (age 18+) who use the internet, over time. As of May 2011, 78% of adults use the internet.



Source: Pew Internet & American Life Project Surveys, March 2000-May 2011.

Note: All surveys prior to March 2000 were conducted by the Pew Research Center for People & the Press. For 1995, internet users include those who ever use a home, work or school computer and modem to connect to computer bulletin boards, information services such as CompuServe or Prodigy, or computers at other locations. For 1996 to 1998, internet users include those who ever use a home, work or school computer and modem to connect with computers over the internet, the World Wide Web, or with information services such as America Online or Prodigy. For 2000 to 2004, internet users include persons who ever go online to access the Internet or World Wide Web or to send and receive email. For 2005, internet users include those who at least occasionally use the internet or send and receive email.

pewinternet.org

Demographics of internet users

Below is the percentage of each group who use the internet, according to our May 2011 survey. As an example, 78% of adult women use the internet.

	% who use the internet
Total adults	78
Men	78
Women	78
Race/ethnicity	
White, Non-Hispanic	79
Black, Non-Hispanic	67
Hispanic (English- and Spanish-speaking)	78
Age	
18-29	95
30-49	87
50-64	74
65+	42
Household income	
Less than \$30,000/yr	63
\$30,000-\$49,999	85
\$50,000-\$74,999	89
\$75,000+	96
Educational attainment	
Less than High School	42
High School	69
Some College	89
College +	94
Community type	
Urban	79
Suburban	80
Rural	72

Source: The Pew Research Center's Internet & American Life Project's Spring Tracking Survey conducted April 26-May 22, 2011. N=2,277 adults age 18 and older. 1,522 interviews were conducted by landline phone, and 755 interviews were conducted by cell phone. Interviews were conducted in both English and Spanish.

pewinternet.org

What Internet Users do on an Average day



	% of adult internet users in the U.S. who do this on a typical day	Survey month/year
Send or read e-mail	61	11/1/2010
Use a search engine to find information	59	5/1/2011
Get news	45	5/1/2011
Use an online social networking site like MySpace, Facebook or LinkedIn.com*	43	5/1/2011
Go online just for fun or to pass the time	38	4/1/2009
Check the weather	34	5/1/2010
Look online for news or information about politics*	30	5/1/2011
Look for info on a hobby or interest	29	3/1/2007
Look for information online about a service or product you are thinking of buying	28	9/1/2010
Watch a video on a video-sharing site like YouTube or Google Video	28	5/1/2011
Do any banking online	24	5/1/2011
Do any type of research for your job	23	3/1/2007
Send instant messages*	18	12/1/2010
Look for information on Wikipedia	17	5/1/2010
Get sports scores and info online*	15	8/1/2006
Search for a map or driving directions	14	9/1/2010
Play online games*	13	9/1/2010
Get financial info online, such as stock quotes or mortgage interest rates	12	5/1/2010
Use online classified ads or sites like Craigslist	11	5/1/2010
Categorize or tag online content like a photo, news story or blog post	11	9/1/2010
Look online for info about a job*	11	5/1/2011
Visit a local, state or federal government website*	10	11/1/2010

Read someone else's online journal or blog*	10	12/1/2008
Look for health/medical info*	10	5/1/2008
Pay to access or download digital content online*	10	9/1/2010
Post comments to an online news group, website, blog or photo site	8	9/1/2009
Search for info about someone you know or might meet	8	8/1/2008
Download music files to your computer	7	12/1/2007
Look for "how-to," "do-it-yourself" or repair information	7	8/1/2008
Participate in an online discussion, a listserv, or other online group forum that helps people with personal issues or health problems*	7	9/1/2010
Buy a product	6	5/1/2011
Download video files to your computer	5	12/1/2007
Look for info about a place to live*	5	8/1/2006
Upload photos to a website so you can share them with others online	5	8/1/2006
Look for religious/spiritual info	5	5/1/2010
Make a phone call online*	5	5/1/2011
Buy or make a reservation for travel	4	5/1/2011
Share something online that you created yourself	4	9/1/2009
Create or work on web pages or blogs for others, including friends, groups you belong to, or for work	4	9/1/2009
Create or work on your own online journal or blog*	4	5/1/2011
Take a virtual tour of a location online	4	8/1/2006
Rate a product, service or person using an online rating system	4	5/1/2011
Participate in an online auction	4	5/1/2010
Post a comment or review online about a product you bought or a service you received	4	9/1/2010
Use Twitter	4	5/1/2011

Use Twitter	4	5/1/2011
Create or work on your own webpage	3	9/1/2009
Download or share files using peer-to-peer file-sharing networks, such as BitTorrent or LimeWire	3	5/1/2008
Download a podcast so you can listen to it or view it later*	3	5/1/2010
Take material you find online—like songs, text or images—and remix it into your own artistic creation	2	9/1/2009
Use an online dating website*	2	9/1/2009
View live images online of a remote location or person, using a webcam	2	12/1/2006
Visit virtual worlds such as Second Life	1	9/1/2009
Research your family's history or genealogy online*	1	9/1/2009
Sell something online	1	8/1/2006
Buy or sell stocks, bonds, or mutual funds	1	4/1/2009
Make a donation to a charity online	1	5/1/2011



SEO

Search Engine Optimization

SEO is the process of making sure your website is “liked” by search engines. (Liked = categorize it properly so it shows up for relevant searches for your products/ services/ industry/ location)

Search Engine Algorithms (more precisely the Google Algorithm) - The methodology of how the search engines “think” when deciding where to place your website. The major algorithms are: *Links (internal and external)*, *Content*, *Page Speed* and *Semantic Structure*. There are over 2,000 minor algorithms.





Keywords

...Knowing your target keywords provide a solid foundation for SEO.





Cayman Searches Vs.

- Around 5,000,000 Millions searches for cayman-related keywords are being done every month
- In every major keyword, I would have worked on at least one (1) website that shows up on the first page
- The biggest keyword for the Cayman Islands is 'Cayman Islands' * which gets 450,000 searches per month
- The largest online industries that get the most searches in Cayman are the following: Tourism-Related, Real Estate-Related and Banking-Related