



LET YOUR WEBSITE SPEAK WELL OF YOU

SEARCH ENGINE FRIENDLY WEBSITE DESIGN AND DEVELOPMENT

e@sywebsites.ky

FAST.AFFORDABLE.EFFECTIVE.

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





Email.



Table of Contents

1. Before we begin...ACRONYM TIME!
2. What is Search Engine Marketing (SEM)?
3. SEO VS. / & PPC – difference and advantages of each
4. Search Engine Optimization (SEO) – what is it and why is it important?
5. SEO for Beginners
6. Your two most important Audiences
7. Does your website ‘speak’ well of you? / Search Engine Friendly Tips in developing a website
8. Online Demo of Keyword Search



Before we begin...

Since we are dealing with the WWW – I am accustomed to using acronym's

SEO – Search Engine Optimization

IMS – Internet Marketing Services

SEM – Search Engine Marketing

PPC – Pay Per Click

CTR – Click-Through-Rate

SMM – Social Media Marketing

May I use acronyms or would you prefer that I use the entire word?

PLEASE RAISE YOUR HAND IF YOU WANT ME TO SAY THE ENTIRE WORD.



SEM is a form of IMS

Internet Marketing Services (IMS)



- Broad term that covers long term goals and objectives
- Includes all mediums of the internet as well as aspects of it such as creative design, development and deployment
- Deals with all online mediums such as Search Engines, Publishers Networks, blogs, Commercial Websites, Directories, Social Networking sites, etc.

Search Engine Marketing (SEM)



- A more specific medium of IMS
- Deals **ONLY** with Search Engines
- Success rates are measured by the conversion ratio of traffic
- There are **TWO** main branches of SEM namely **SEO** and **PPC**

FACT: 93% of Internet users use Search Engines to find things online. Because there are billions of websites - through SEM, your users will be able to find you and your services.



PAY PER CLICK (PPC)

PPC is when Advertisers pay for every click the search engine sends them, and those who pay the most generally get listed higher.

GOOGLE ADWORDS LEARNING CENTER
[http://www.google.com/adwords/
learningcenter/](http://www.google.com/adwords/learningcenter/)

YAHOO SEARCH MARKETING
[http://sem.smallbusiness.yahoo.com/
searchenginemarketing/](http://sem.smallbusiness.yahoo.com/searchenginemarketing/)

BING (MICROSOFT) ADCENTER ADVERTISING
CENTER
[http://advertising.microsoft.com/search-
advertising/bing](http://advertising.microsoft.com/search-advertising/bing)



SEARCH ENGINE OPTIMIZATION

SEO is the process of optimizing a website by improving both internal and external aspects in order to increase traffic from Search Engines.

The idea behind SEO is that you get top placement in Search Engines because your site is relevant to a particular search term and not because you pay, unlike PPC.

SEO is important for Tourism-based businesses in the Cayman Islands for the following reasons:

- Your target market searches for you before they come here. Are they finding you for the services your offer?
- Its cheaper than all forms of advertising and probably more effective if your website caters to its users.

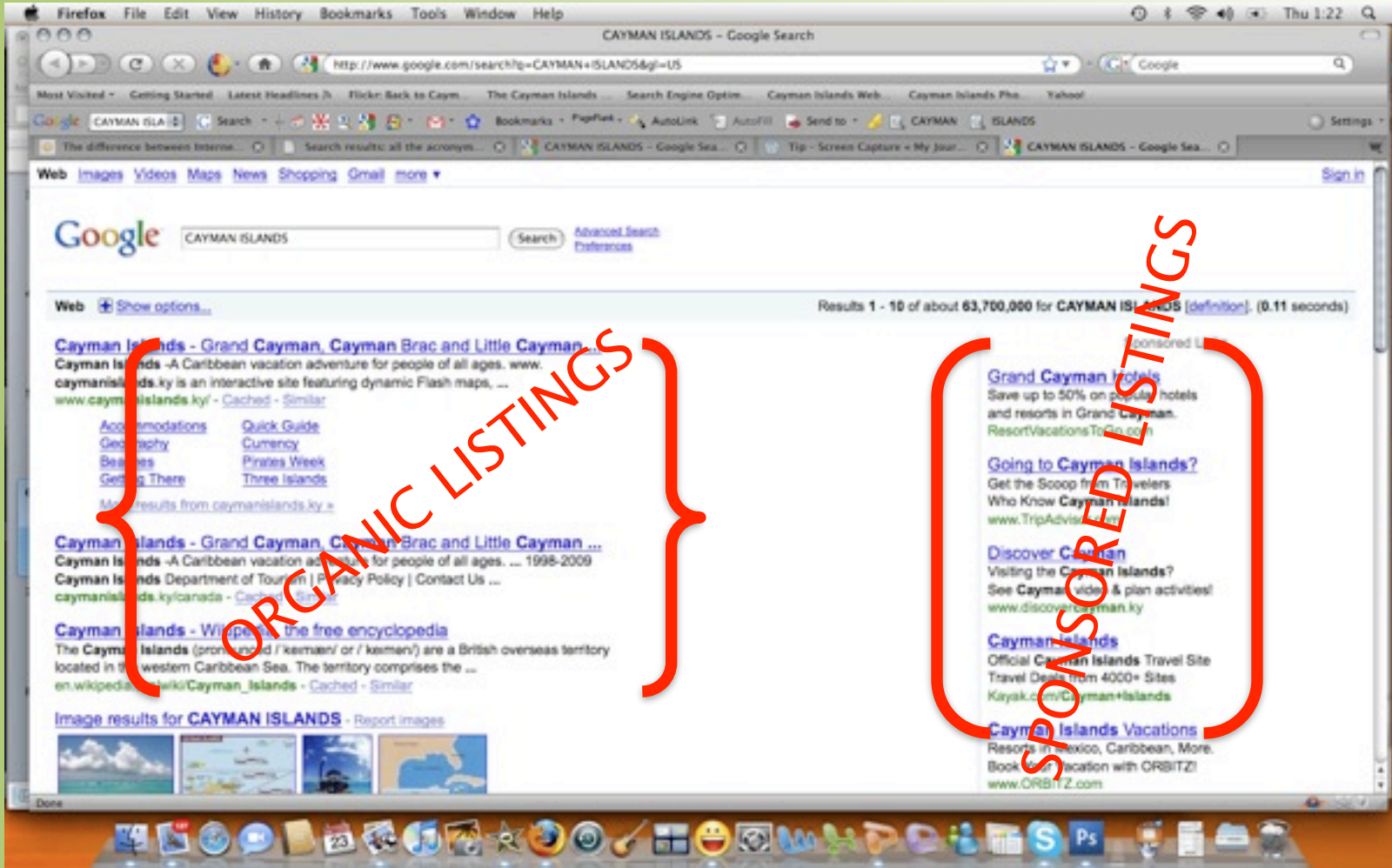


Actual Searches* for the Month of June 2009

Keywords	Advertiser Competition	Local Search Volume: June
hotels grand cayman	<input type="checkbox"/>	on 500
cayman resort	<input type="checkbox"/>	
cayman vacations	<input type="checkbox"/>	
grand cayman resort	<input type="checkbox"/>	
cayman resorts	<input type="checkbox"/>	
cayman condo	<input type="checkbox"/>	
cayman beach resort	<input type="checkbox"/>	
grand cayman vacations	<input type="checkbox"/>	
cayman island hotel	<input type="checkbox"/>	
cayman island vacation	<input type="checkbox"/>	
cayman condos	<input type="checkbox"/>	
cayman islands hotel	<input type="checkbox"/>	
cayman reef resort	<input type="checkbox"/>	
cayman vacation rentals	<input type="checkbox"/>	
restaurants cayman	<input type="checkbox"/>	2,400
cayman food	<input type="checkbox"/>	1,600
grand cayman restaurant	<input type="checkbox"/>	1,600
grand cayman things to do	<input type="checkbox"/>	1,600
restaurants grand cayman	<input type="checkbox"/>	1,600
grand cayman activities	<input type="checkbox"/>	880
cayman islands things to do	<input type="checkbox"/>	720
cayman islands activities	<input type="checkbox"/>	590
grand cayman what to do	<input type="checkbox"/>	590
cayman island restaurants	<input type="checkbox"/>	480
grand cayman bar	<input type="checkbox"/>	480
things to do in cayman islands	<input type="checkbox"/>	480
what to do in grand cayman	<input type="checkbox"/>	480
cayman islands restaurants	<input type="checkbox"/>	390

*Google Searches

PPC and/or SEO





SEO FOR BEGINNERS

1. KNOW YOUR KEYWORDS

- don't guess, use online keyword tools
- Focus on 2 major and 4 minor keywords
- Start small and build it up

2. BUILD CONTENT AROUND YOUR KEYWORDS

- No one knows your company and industry as much you do, write your own content if possible
- Do not stuff keywords in your content or else you will be penalize for it.
- Do not just write for the search engines, it is just as important to write for your readers.

3. GET RELEVANT AND TRUSTED LINKS

- Do not just get links for the sake of getting links
- Get links that are relevant to your business
- Get links that are relevant to your location



The next discussion will be about
Search Engine Friendly Web



Does your website 'speak' well

Search Engines

“Can the Search Engines find and index my website?”

Users

“Will users be able navigate my site seamlessly, without thinking, and find what they are looking for?”



Search Engine Friendly Tips

TECHNOLOGY

1. Flash is the kiss of death
2. Search Engine “Unfriendly” dynamic URLs

DESIGN

1. Menus
2. Sitemap
3. Layout
4. No Splash pls

In Summary: Creating SEF websites requires a basic to advance understanding of how Search Engines work. It is not enough to have a pretty website if you want to compete in the online market.



Online Demo of Keyword Search



Thank You for your time



HERE IS TOM TO TALK ABOUT SOCIAL MEDIA MARKETING (SMM)