



Training Workshop:

How Social Media can help your Search Engine Ranking
July 2, 2011 at the Chamber Training Center

Discussion Guide



1. Introductions
2. Search Engine Optimization
3. The Foundation of Every SEO Campaign: Keywords
4. History of Search Engine Optimization
5. Algorithm Updates: Pagerank, Caffeine 2010, Panda 2011
6. Types of Social Media: Review Sites, Blogs, Social Media
7. How to enable Social Media to help your website rank



SEO

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



A Solid Foundation

...is knowing what your Target Keywords are...





Keywords in Content

- density in document text
- in anchor text (from other sites)
- in headings, sub-headings on page content
- in <alt> tags
- in proximity to each other
- in phrases
- in synonyms



History of Search Engines



Online Resources:

www.searchenginehistory.com

www.google.com/corporate/timeline/

www.wordstream.com/articles/internet-search-engines-history

Algorithm Updates



- Page Rank
- Google Caffeine
- Google Panda



Google Panda



Winners vs. Losers



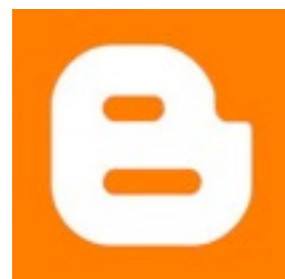


20 minutes coffee break



Social Media

Check List: Blog, Video, Social Networking...





Also Very Important...

...and Review Sites!





Engage, Enable, Excel

Stimuli's

- Television
- Email
- Print Ads
- Magazine
- Billboards
- Product Placement
- Social Media Contacts
- Social Environment: Family

Study suggests that ZMOT shapes Users decisions. A staggering 84% say that the ZMOT is now as important as the stimulus.

70% of Americans look at Reviews before making a purchase

79% now use a smartphone to help with online searching / decision making



Questions to Ask...

- When you start typing your product name into search engines, what search term automatically fills it?
- Does your website or any of your other branches of social media site appear for those searches?
- How does your brand appear in review sites for your industry?
- Try searching on google using your industry keyword but type this:
 - “Your Major Keyword”
 - “Your Major Keyword” Review
 - Best “Your Major Keyword”

ZMOTs



- Talked with friends/family about the product
- Searched online, used a search engine
- Comparison shopped products online
- Sought information from a product brand/manufacturer website
- Read product reviews or endorsements online
- Sought information from a retailer/store website
- Read comments following an article/opinion piece online
- Became a friend/follower/"liked" a brand
- Watched videos about product online
- Read/visited a blog that discussed product
- Searched the web for information with my mobile phone before shopping
- Talked to a customer service representative online
- Searched the web for information with my mobile phone in the store
- Saw product mentioned on a social networking website like Facebook
- Received a referral notice from a friend online
- Commented on a product mentioned on a social networking website like Facebook
- Received a coupon or pricing information from someone on a social networking site
- Commented on a blog that discussed product
- Searched for a coupon with my mobile phone before shopping
- Saw an ad/coupon sent to my mobile phone
- Looked for coupons on a retailer/store website
- Received a text from a brand/manufacturer on my mobile phone
- Searched for a coupon with my mobile phone in the store
- Looked for coupons on a product brand/manufacturer website
- Participated in a chat or discussion online about product
- Used my mobile phone to scan 2D barcode/QR code in the store
- Read/visited a forum/message board about product
- Talked to a customer service rep/salesperson via email
- Commented on a forum/message board about product



Recommended Trip Advisor Interaction

Use this website as an example of how to
Manage your TripAdvisor Website

- BC Hilton, Nassau, Bahamas





Questions?



Happy 4th!
Thanks for Coming