



# Webvanta

## SEO Essentials for Designers

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# Today's Presenters



**Michael Slater**  
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Co-founder & CEO



**George Grant**  
ConnectedMarkets  
Co-founder & CEO

# Agenda

- Getting Started - Keyword Research
- On-Page Optimization
- Links & Off-Page Optimization
- Site Structure & Internal Links
- Ranking & Traffic Tracking
- Important Takeaways
- Special Offer for Webinar Attendees
- Q&A

# Why SEO?

Organic Traffic Is Growing... Paid Is Declining



# Organic vs. Paid, continued



**Organic Result #3**  
7-15%  
(500% Better Than #1 Paid)

**Organic Results #4-9**  
2% Each  
(Ties #1 Paid)

**Organic Result #10**  
3-4%  
(Beats #1 Paid)

**Auto Insurance Quotes | Home, Life & Car Insurance | Farmers Insurance**  
Farmers Insurance Group offers auto, home and life insurance. With discounts and fast claim service its no wonder over 4000 customers a day switch to ...  
[www.farmers.com/](http://www.farmers.com/) - Cached - Similar

**Esurance Online Car Insurance — Get Your Quote & Save on Auto ...**  
See how much you can save on reliable, affordable car insurance. Get your free quote online or over the phone and compare auto insurance rates in minutes.  
[www.esurance.com/](http://www.esurance.com/) - Cached - Similar

**Auto Insurance Quotes Online - 21st Century Car Insurance**  
Get an auto insurance quote free online from 21st Century Insurance. Find advice on the right car insurance policy for your vehicle and coverage needs.  
<https://auto.21st.com/AutoQuote/home.do?method...> - 21 hours ago - Cached

**The General Car Insurance - Online Auto Insurance Quote and Rates ...**  
The General Car Insurance offers online auto insurance quotes for most drivers, even if you need high risk insurance. Try our Speedy Quote now, ...  
[www.thegeneral.com/](http://www.thegeneral.com/) - Cached - Similar

**Nationwide Insurance - Auto Insurance Quotes and Car Insurance Rates**  
Auto insurance from Nationwide – Save up to \$43 every month on your car insurance! Get your free auto insurance quote online or call 1-866-688-9143.  
[www.nationwide.com/](http://www.nationwide.com/) - Cached - Similar

**– CAR INSURANCE -- Cheap insurance offered by TOP insurance companies**  
Car insurance may be quite costly if you don't know where to look for advantageous offers. Our site brings you the best tools to shop around for car ...  
[www.carsinsurancecompanies.com/](http://www.carsinsurancecompanies.com/) - Cached - Similar

[ Percentage of clicks received by positions 3 - 10.

Source: <http://training.seobook.com/google-ranking-value> ]

# Universal & Local Search



day spa Sebastopol ca

Search

About 97,700 results (0.26 seconds)

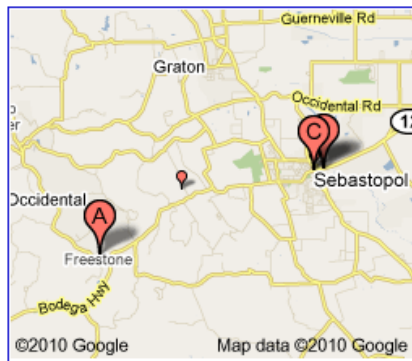
Advanced search

Everything

- Maps
- Images
- Videos
- News
- Shopping
- Books
- Blogs
- Updates
- Discussions
- Fewer

Show search tools

Local business results for **day spa** near **Sebastopol, CA**



- A** [Osmosis Day Spa Sanctuary](#) - [www.osmosis.com](#)  
209 Bohemian Highway, Freestone - (707) 823-8231  
"So, so relaxing. Unfortunately I only get to ..."  
★★★★★ 17 reviews, [directions](#), [hours](#), and [more](#) »
- B** [New Dawn Day Spa](#) - [www.newdawnspaspa.com](#)  
6741 Sebastopol Avenue, Sebastopol - (707) 823-8441  
6 reviews, [directions](#), [hours](#), and [more](#) »
- C** [Mermaids Spa](#) - [www.mermaidsspa.com](#)  
115 South Main Street, Sebastopol - (707) 823-3535  
5 reviews, [directions](#), and [more](#) »
- [More results near Sebastopol, CA](#) »

[Welcome to Sonoma County's New Dawn Day Spa in Sebastopol, CA](#)

Sonoma County's New Dawn **Day Spa**, located in **Sebastopol, CA** offers a variety of massage, skin care and spa body treatments.

[newdawnspaspa.com/](#) - [Cached](#)

[Sonoma California Day Spa Near Santa Rosa, Napa, Wine Country](#)

Sonoma California **day spa** retreat near Santa Rosa and **Sebastopol CA**, Bodega Bay and wine country. Offers massage, enzyme bath, facials and skin care, ...

[Treatments & Rates](#) - [Contact Us](#) - [Directions](#) - [Local Lodgings](#)  
[www.osmosis.com/](#) - [Cached](#) - [Similar](#)

[Mermaids Spa & Seaweed Bath Shop](#)

The Divine Mermaid **Day** Five Hours of therapeutic bliss. Choose from any treatment, includes a one hour gourmet lunch. \$390. Private Suites - Personal Care ...

[www.mermaidsspa.com/](#) - [Cached](#) - [Similar](#)

[Day Spas in Sebastopol, CA on Yahoo! Local](#)

**Day Spas** in **Sebastopol, CA** on Yahoo! Local Get Ratings & Reviews on **Day Spas** with

Sponsored links

[Sonoma Valley Day Spa](#)

Luxury **Spa** in the Heart of Sonoma Valley. Great Packages - Book Now!



[www.MacArthurPlace.com](#)

[Enjoy AVEDA SalonSpa](#)

Echo the pure energy of Nature Get a Free \$40 Gift Card



[www.EnjoySalonSpa.com](#)

[Osmosis Day Spa](#)

**Day Spa**, Skincare, Massage, Facials Japanese Cedar Enzyme Bath



[www.osmosis.com](#)

[See your ad here >](#)

# Getting Started

## 1. Niche Research

- Amazon
- Google Searches
- Competitive Tools – [www.spyfu.com](http://www.spyfu.com)
- Traffic Tools – [www.compete.com](http://www.compete.com)

## 2. Best Practice Domain Selection

- Keywords in your domain - yes - it's a good idea.
- Short, memorable, easy to spell, easy to remember

## 3. Keyword Research - Why it's important!

- Brainstorming
- Keyword Tools - Google, WebCEO, Market Samurai,
- Keyword Mapping to Pages

# Keywords Tools - Examples

## Google Keyword Tool (Free)

<https://adwords.google.com/select/KeywordToolExternal?forceLegacy=true>

## WebCEO

<http://www.webceo.com>

## Market Samurai

<http://www.marketsamurai.com/>

All niches are different, but typically select keywords for high volume, low competition and strong commerciality.



# On-Page Optimization Best Practice

- The most important on page factors
  - Meta Titles
  - Meta Descriptions
  - Meta Keywords
  - H1 Tags
  - Body Copy
  - Image Alt Tags

Pages	File Name	Keyword Phrase	Title Tag	Description Meta Tag	Keyword Meta Tags	H1 Headers	H 2 Headers	Alt Meta Tags
		2-3 keyword phrases in order of importance	5-7 words (8 words, 65 chars max) compelling, use keyword phrase once each if poss.	Search results description - repeat keyword phrase once and include primary and secondary phrases too. Up to about 20 words long.	3-5 phrases. What the page is about - kind of obsolete - for yahoo & msn to know what the	Put primary keyword phrase in beginning. This is the page title ~5-8 words or so.	Use synonym keyword once. Must read well. Recommended to use them.	Include a few keywords, but must be useful for handicapped visitors.
<b>Home</b>	<a href="http://www.vv.ebvanta.com/">http://www.vv.ebvanta.com/</a>	hosted cms, web cms, web content management systems	Web CMS   Web Content Management Systems	Webvanta's Web CMS for designers: Build Web 2.0 content management system designs and database-driven dynamic websites with no server programming.	content management system, cms, hosted cms, database, knowledge base	Web CMS for Designers		
<b>design partner page</b>	<a href="http://www.vv.ebvanta.com/design-partner-program/">http://www.vv.ebvanta.com/design-partner-program/</a>	webvanta design partner, webvanta partner, cms for designers	Webvanta Design Partner Program   CMS for designers	Webvanta's design partner program provides web designers with a private-labeled CMS system to serve clients profitably.	webvanta design partner, webvanta partners	Webvanta Design Partner Program		
<b>blog category page - dynamic design</b>	<a href="http://www.vv.ebvanta.com/blog-category/24535-dynamic-website-design-tips">http://www.vv.ebvanta.com/blog-category/24535-dynamic-website-design-tips</a>	dynamic website design tips, dynamic website design	Dynamic Website Design Tips	Dynamic Websites - Posts about dynamic website design tips and database-driven dynamic websites.	dynamic websites, dynamic website design, website design	Dynamic Website Design Tips		
<b>blog category page - saas cms</b>	<a href="http://www.vv.ebvanta.com/blog-category/24539-saas-cms-services">http://www.vv.ebvanta.com/blog-category/24539-saas-cms-services</a>	saas cms services	SaaS CMS Services	Posts about Saas CMS services, tools and trends. How to build hosted database-driven dynamic websites	saas cms, saas cms services, saas cms tools	SaaS CMS Services		
<b>blog category page - cms design tips</b>	<a href="http://www.vv.ebvanta.com/blog-category/24536-cms-design-tips">http://www.vv.ebvanta.com/blog-category/24536-cms-design-tips</a>	cms design tips	CMS Design Tips	CMS Design Tips - Posts about CMS Design and database-driven dynamic websites.	cms design, cms design tips, website design tips	CMS Design Tips		

# On-Page Summary, Part 1

- Each page should be targeted to a specific keyword phrase.
- Avoid optimizing more than one page for a given keyword.
- Give each page a unique title tag, and make sure that your keyword appears in the title tag of that page.
- Keep your titles below 65 characters in length.
- Give each page a unique meta description tag.
- Don't waste your time with keywords meta tags.

# On-Page Summary, Part 2

- Use NOODP and NOYDIR tags. Use Google's Canonical tag to Reduce Duplicate Content
- Each page should have a single h1 tag containing the primary keyword phrase you're targeting for that page.
- If appropriate, use h2 and h3 tags for subheadings. Don't reuse the h1 tag—limit the h1 tag to one per page.
- Use your keywords in lists, bolding, and italics where appropriate.
- Use your keywords in the alt text of your images, especially if those images are also links.

# Off-Page Optimization

## How Search Engines See Links

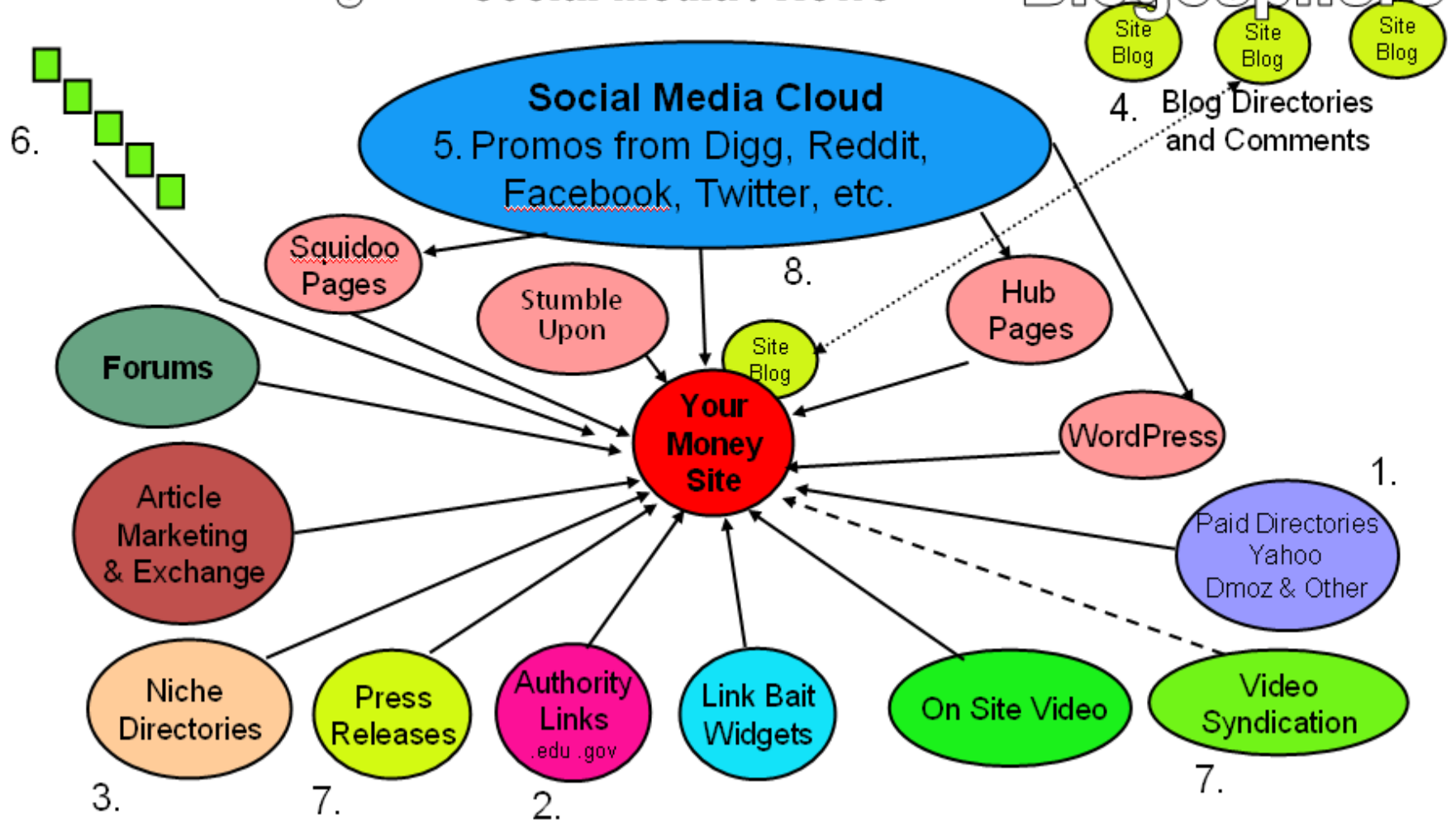
- Anchor Text (Link Text) – Page Reputation
- For vacation ideas this summer, please [click here](#).
- For vacation ideas, please see our [Maui Vacations](#) page.
- More important pages have higher “Page Rank” and authority

# Promotion / Link Building Strategy

Video Marketing

Social Media / News

Blogosphere

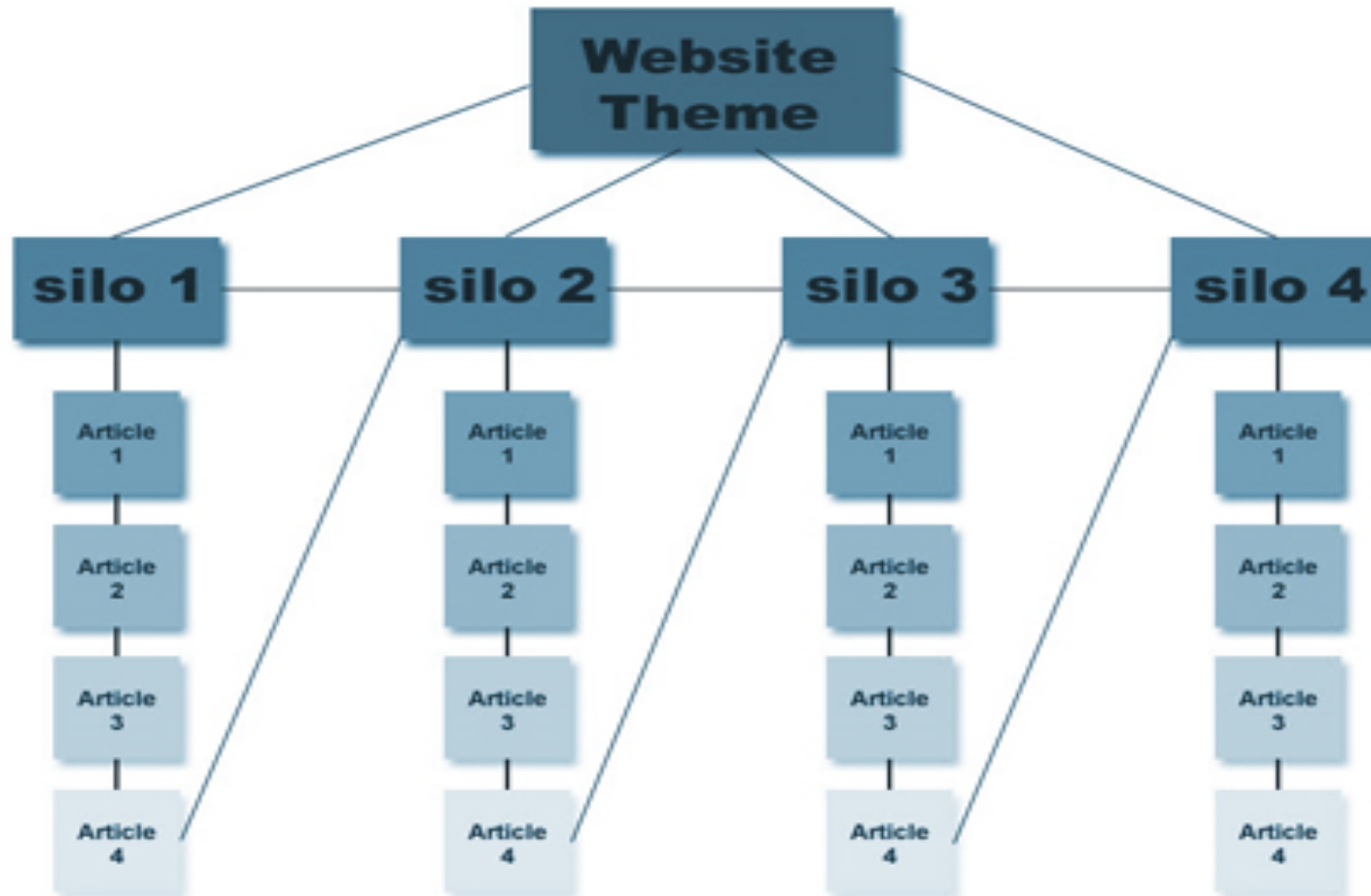


# Site Structure & Internal Links

## Website Themes, Site Structures and Internal Linking

1. Organize content by themes
2. Obtain referential integrity with internal linking optimized for search engines
3. For best ranking, focus page rank with optimized internal linking structures
4. Expand pages and keep content fresh
5. Focus external links & SEO / social marketing on best-converting keywords

# Theme Silos- Bruce Clay





# Important Takeaways, Part 1

- Use keywords in your domain name when possible.
- Make sure each page has unique content, a keyword focused title, a meta description and H1 tags.
- Carefully organize your content into silos and use keyword anchor text to link to your internal pages.
- Submit to top directories and focus on getting quality, on-topic, one-way links from authority websites.

## Important Takeaways, Part 2

- Get links from a rich diversity of sources and don't add them to fast.
- Add a blog with keyword focused categories, an RSS feed and set up a Google FeedBurner account.
- Use a good ranking tool and traffic tool (Google Analytics) to track your results and make adjustments as needed.
- Do SEO on a serial basis and focus your resources and time on keywords that convert and bring you revenue and profits.

# Exclusive Offer for Attendees

- Free 30 minute consultation
- E-Mail [marketing@webvanta.com](mailto:marketing@webvanta.com) to reserve your spot
- No cost and no obligation

# Questions?

Follow us on twitter: [@webvanta](https://twitter.com/webvanta)

Subscribe to our blog:  
[www.webvanta.com/blog](http://www.webvanta.com/blog)

# Ranking & Traffic Tracking

- Recommend Ranking Tools
  - [Web CEO](#) (Free version)
  - [Market Samurai](#) (Free 30 day trail)
- Recommended Traffic Tools
  - Webvanta Top-Level Analytics
  - [Google Analytics](#)
- Dashboards – Track Results In Google Docs