



UNIVERSITY of HOUSTON
SMALL BUSINESS DEVELOPMENT CENTER

Introduction to **Search Engine Marketing**

Presented by:

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Class begins at 7:00 pm with a review of information about current developments in Internet Marketing, followed by presentation of the topic of the evening, ending at 9:00 pm.

(Materials used in the class presentation will be available for download from http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm)

Search Engine Friendly Design

- CONTENT IS Still King
- Flow Chart
- Dynamic Web Sites
- Website Directory Structure
- SEO Mistakes
 - Keyword Flooding
 - Header (Title), And Meta Descriptions Duplication
 - Frames, Flash, Shock, Java, CCS, Misuse Of Robot txt.
- Build It For Speed (Load Time Issues)

Search Engine Friendly Design (cont.)

- Focus The Site - Target Your Market
- Credibility (Offer privacy statement, *Real* Local Address, Company Email Address, Phone Number)
- Offer A Guarantee
- Simple Navigation
- Consistency (Look And Feel)



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Search Term Research

- Tools (Wordtracker, Good Key Words)
- Analyze Your Competition For Key Word Ideas



Writing For Search Engines

- Key Word Density Ratios
- Key Word Placement On Page
- Keyword Page Strategies
- Writing Content That Pleases Both Crawler-Based Search Engines, Directories And Your Visitors
- Localization Strategies
- Converting Visitors Into Buyers. (Target Marketing)
- Using Misspelled Words To Increase Traffic
- Search Engine Legal Issues
- Site Maps

Link Structure & Building (Internal And External)

- Building Links Internally
- Building Links Externally
- Link Building Tools (Alexa, Google Toolbar, Outlook)
- Link Analysis (External) Including PageRank (Google Specific)



Submitting Site To Search Engines (Directories & Spiders)

- Dealing With Submission Issues With Major Directories (ODP, Yahoo, LookSmart)
- Submission Issues With Spiders, Webcrawlers, Bots (Google, Msn, Inktomi Altavista etc.)
- Specialized Directories (Industry Specific)



Community Building

- Newsletters And Staying In Touch With Your Customers
- Capturing Opt-In Email Addresses (Permission based marketing)
- Implementing Discussion Forums & Maintenance
- Using AutoResponders
- How to use syndication as a powerful co-marketing tool
- Usenet / IRC Real Time Marketing.



Site Maintenance

- Using Statistics For SEO
- Measuring Success With Statistics
- Hosting Companies
- Producing Ongoing Content
- Using Statistics For Targeted Marketing