

SEO & INTERNET MARKETING

with VTechis eCommerce Solution

Agenda

- What is SEO
- Industry Research
- SEO Process
- Technical aspects of SEO
- Social Media – FACEBOOK, Linkedin, Twitter Optimization
- B2B Enlisting
- Submission to press release ,blogs & business articles, Guest Blogging
- Measuring SEO success
- SEO Portfolio

What is SEO (Search Engine Optimization)?

- The process of improving web pages so they rank higher in search engines for your targeted keywords.



Where are the Organic Results?

The screenshot shows a Microsoft Search results page for the query 'army recruiting'. The search bar at the top contains the text 'army recruiting' and a green 'Search' button. Below the search bar, there are navigation links for 'Web', 'Desktop', 'News', 'Images', 'Local (BETA)', and 'Encarta'. The MSN logo is visible in the top right corner.

The search results are categorized into 'Web Results' and 'SPONSORED SITES'. The 'Web Results' section shows the first page of 884,127 results. The 'SPONSORED SITES' section is divided into two columns. The left column contains three sponsored results from 'www.military.com', 'www.dealtime.com', and 'www.shopica.com'. The right column contains four sponsored results from 'www.gawwk.com', 'recruitinglistings.com', 'www.business.com', and 'www.toseeka.com'. The 'Organic' results section, highlighted in a light orange background, includes the 'United States Army Recruiting Command' link, a search result for 'U.S. Army Recruiting Command's Warrant Officer Recruiting' from 'www.usarec.army.mil/hq/warrant', and 'The United States Army Home Page' link. A large red text overlay 'Pay Per Click' is positioned over the sponsored results, and another large red text overlay 'Organic' is positioned over the organic results.

Web Results
Page 1 of 884,127 results containing **army recruiting** (0.02 seconds)

SPONSORED SITES

Army Recruiting - www.military.com
Get the essential guide to joining. Free PDF - Download it now.

Army Recruiting - www.dealtime.com
Find, compare and buy products from thousands of trusted retailers.

Army Recruiting - www.shopica.com
Learn about Army Recruiting.

United States Army Recruiting Command
Provides the background information of the various organizations that make up USAREC. Links to local **recruiting** brigades and battalions, and **recruiting** station location search.
www.usarec.army.mil [Cached page](#)

U.S. Army Recruiting Command's Warrant Officer Recruiting
www.usarec.army.mil/hq/warrant [Cached page](#)
▶ Show more results from "www.usarec.army.mil".

The United States Army Home Page
Quick Links **Army** A-Z **Army** Knowledge Online Leadership The Way Ahead Civilian Personnel **Army** Families Retirees Veterans **Recruiting** National Guard Guard **Recruiting Army** Reserve Reserve **Recruiting Army** ROTC U.S.
www.army.mil [Cached page](#) 6/11/2006

Army Recruiting and Retention
Army Announces Retention, **Recruiting** Numbers for FY 2005 •Sept 05 **recruiting** was the highest month since 2004

SPONSORED SITES

recruiting
Information and resources for **recruiting**
www.gawwk.com

army recruiting
Looking for **recruiting** services? Browse our **recruiting** directory now
recruitinglistings.com

Recruiting
Find human resources solutions for your business. Get it here now.
www.business.com

Army Recruiting
Information on Army Recruiting
www.toseeka.com

The Army
Compare Mortgage Quotes - Refinance, Home Equity & Debt Consolidation
mortgage.loanooffers.com
[See your message here...](#)

Industry Research – Who gets the clicks?

Organic Clicks vs Paid Clicks

The vast majority of clicks -- roughly 60 percent, go to organic listings.

Search Engine	% Organic Listing Click Through	% PPC Listing Click Through
Google	72%	28%
Yahoo	61%	39%
MSN	29%	71%
AOL	50%	50%
Average	61%	40%

Source: Enquiro, 2006

Industry Research: Organic SEO is the most popular form of SEM

Select Search Engine Marketing Tactics Used by Advertisers Worldwide, December 2006 (% of respondents)

Organic SEO	76%
Paid placement	71%
Paid inclusion	20%

Note: n=227

Source: IntelliSurvey, Inc. and Radar Research commissioned by Search Engine Marketing Professional Organization (SEMPO), February 2007

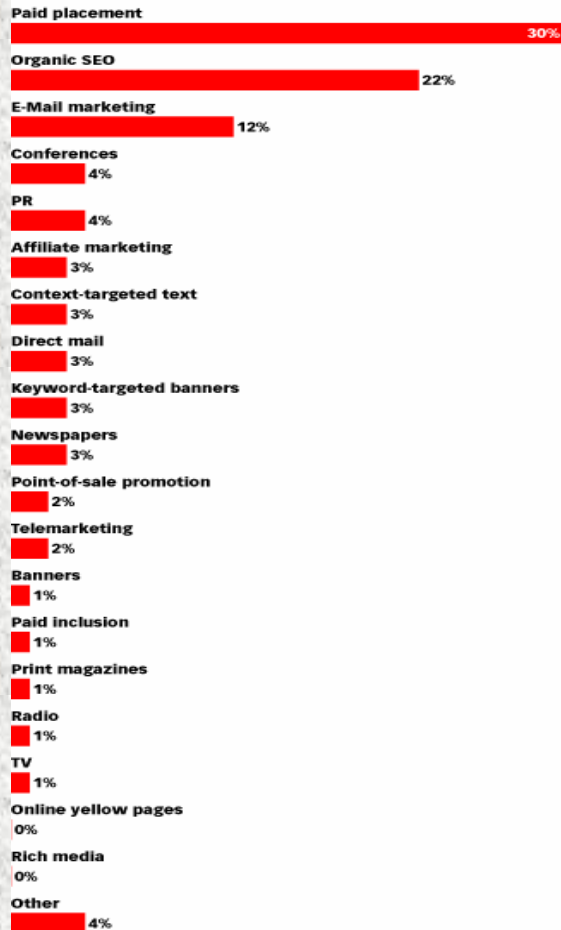
081106

www.eMarketer.com

Organic SEO is the most popular form of SEM, with almost three-quarters of advertisers using this method, with paid placement a very close second at 71%

Industry Research & The case for SEO

Advertising or Marketing Vehicles that Provide the Highest Return on Investment (ROI) or Advertising Spending (ROAS) according to Advertisers Worldwide, December 2006 (% of respondents)



Note: n=227; respondents were asked to select three vehicles
Source: IntelliSurvey, Inc. and Radar Research commissioned by Search Engine Marketing Professional Organization (SEMPO), February 2007

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www.eMarketer.com

Reasons to conduct SEO

- The majority of clicks are going to Organic listings.
- SEO is the most popular form of SEM.
- SEO provides a high ROI.
- Many people don't go past the 1st page in the Search results.
- Users trust the Natural results to be more relevant to their Search query.

SEO Process

Step 1: Discuss Business objectives.

Step 2: Conduct initial keyword analysis.

Step 3: Identify the keyword/landing page combinations.

Step 4: Interim Client Approval for Keyword/Landing Pages.

Step 5: Baseline Ranking & Traffic reports.

Step 6: On-site & Off-site optimization.

Step 7: Detailed Recommendation documents.

Step 8: Implementation.

Step 9: Monitoring and Optimizing: We provide monthly reporting and optimization recommendations. The reporting is compared to the baseline (or previous month's results) to identify trends and help guide additional adjustments.

Technical SEO

1. Comprehensive Website Analysis
2. Keyword Research and Analysis.
3. Baseline Ranking report.
4. Competitive analysis in Search Engines.
5. Content Analysis & SEO Copywriting.
6. Analysis of URL structure & information architecture.
7. Analysis of internal linking.
8. Analysis of source code and page layout.
9. Code validation.
10. Search Engine Saturation.
11. Link Popularity Analysis.
12. Link Relevancy & Co-Citation Analysis (Topical Relevancy).

Technical SEO - Example of Page Elements

Site-Side Optimization

The image shows a screenshot of the GoArmy.com website in a Mozilla Firefox browser window. Several elements are circled in red, with arrows pointing to labels on the right side of the page:

- Page Title:** The browser's title bar, which reads "GoArmy.com - Mozilla Firefox", is circled in red.
- Alt-Tags:** The U.S. Army logo, featuring a star and the text "U.S. ARMY ARMY STRONG.™", is circled in red.
- Anchor Text:** The text "Request Info Pack" in the "CONTACT THE ARMY" sidebar is circled in red.
- Navigation:** The text "Ask SGT STAP" in the "CONTACT THE ARMY" sidebar is circled in red.
- Link Title Tags:** The text "Create an Account" in the "MY GOARMY" sidebar is circled in red.

The website content includes a navigation menu with links like HOME, ABOUT THE ARMY, CAREERS & JOBS, BENEFITS, SOLDIER LIFE, and FOR PARENTS. The main content area features sections such as "How does the Army work?", "What's it like being a Soldier?", "What jobs does the Army offer?", "How are the benefits?", "ARMY STRONG", "U.S. Army All-American Bowl", "Army Career Explorer", and "Army Health Care (AMEDD)".

Technical SEO - Source Code

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
  <head>
    <title>GoArmy.com</title>
    <meta http-equiv="content-type" content="text/html; charset=iso-8859-1" />
    <meta http-equiv="pragma" content="no-cache" />
    <meta http-equiv="cache-control" content="no-cache" />
    <meta http-equiv="expires" content="0" />
    <link rel="stylesheet" href="/_res/css/global.css" />
    <link rel="stylesheet" href="/_res/css/ga.css" />
    <link rel="shortcut icon" href="/assets/images/global/favicon.ico" />
    <link rel="icon" href="/assets/images/global/favicon.ico" type="image/x-icon" />
    <script language="JavaScript">
      if
      (navigator.appName == 'Netscape' && navigator.appVersion < '5') {
        window.location = "http://www.goarmy.com/upgrade.jsp";
      }else{
        //do nothing
      }
    </script>
    <script language="javascript" type="text/javascript" src="/_res/js/global.js"></script>
    <script language="javascript" type="text/javascript" src="/_res/js/dtctplug.js"></script>
    <script language="javascript" type="text/javascript" src="/_res/js/cookies.js"></script>
    <SCRIPT LANGUAGE="JavaScript"><!--gVersion="1.0";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.1"><!--gVersion="1.1";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.2"><!--gVersion="1.2";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.3"><!--gVersion="1.3";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.4"><!--gVersion="1.4";!--></SCRIPT>
    <SCRIPT LANGUAGE="JavaScript1.5"><!--gVersion="1.5";!--></SCRIPT>
    <script language="JavaScript" src="/_res/js/wt_gatrack.js"></script>
    <style type="text/css">
<!--
  .style1 {
    color: #CCCCCC;
    font-family: Verdana, Arial, Helvetica, sans-serif;
    font-size: 11px;
  }
  .style2 {
    color: #FFCC00;
  }
-->
</pre>
```

Title Tag

Meta data

Javascript

Measuring SEO success

- Keyword Ranking.
- Website Traffic.
- Increase in "Share of Traffic" per keyword.
- Increased Revenue/keyword.
- Increase in Impressions (good for Publishers to show advertisers).
- Lower dependence on Paid Search.
- Lowering the cost per acquisition.

Thank You

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