

Website Search Engine Optimization

Presented by:

David Backes
Senior Account Executive
Anvil Media Inc.
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Tonight's Agenda

Introductions

Website SEO Presentation – About an Hour

[Quick Break]

SEO Hot Seat – About 30 Minutes

Final Questions – About 10 Minutes

About Anvil Media



Anvil Media, Inc. is an online marketing agency specializing in search engine optimization, pay-per-click management, search engine marketing, public relations, online reputation management, mobile marketing, social media marketing, web analytics, and site conversion optimization services.

This is Me



David Backes, Senior Account Executive
5+ Year Search & Digital Marketing Expert
Specialist in SEO & Conversion Focused Design



Who are You???

Are you...

Selling physical goods online?

Selling a service online?

Running a business that people go to?

Building your personal brand?



Quick Poll

POLL Q&A

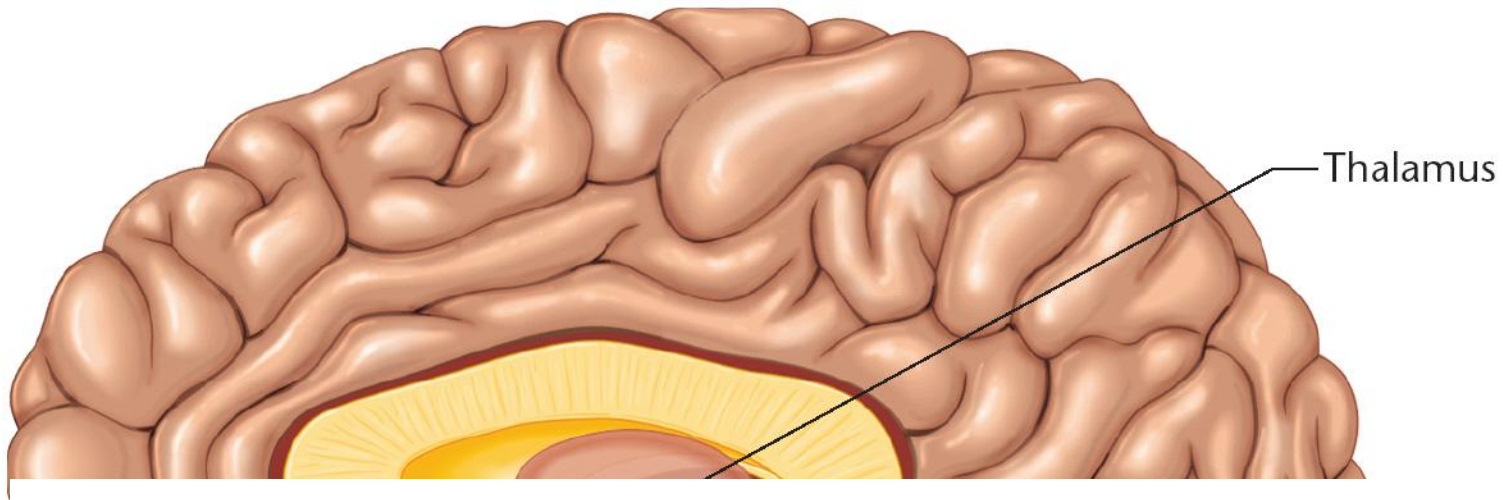
Question: Which of these SEO tactics have you tried executing in the past?

1. Content (articles, blogs, etc.) creation
2. Keyword optimization
3. Focus on your sites code & design
4. Generating inbound links
5. Focusing on social media
6. None of those!
7. I don't even know what any of those are!

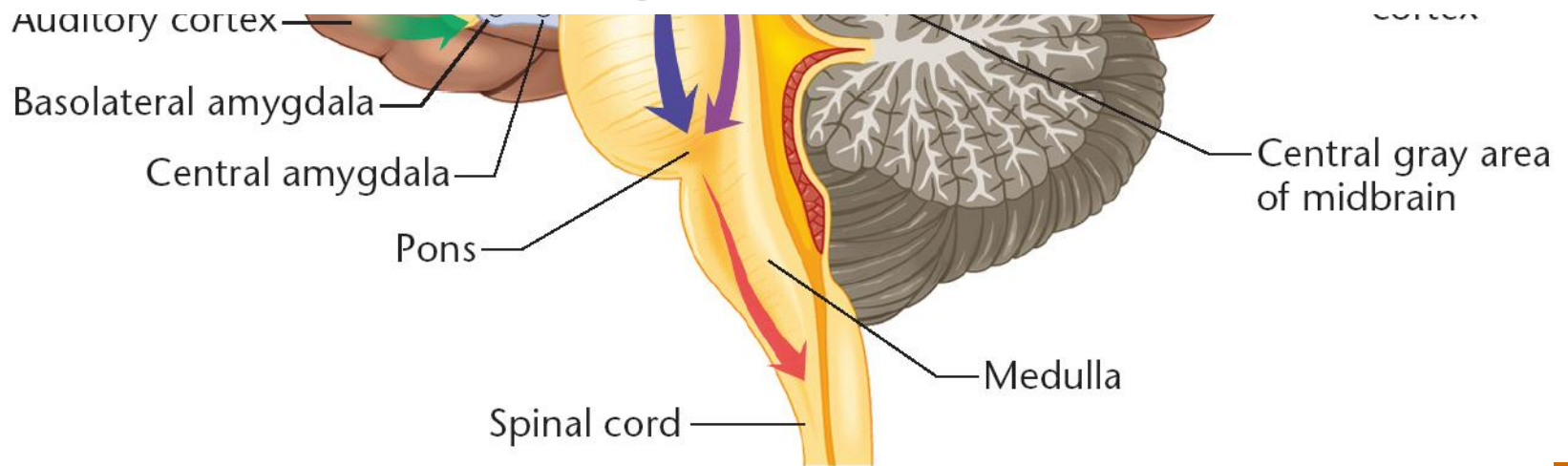
POLL Q&A

Question: How does your Website get Updated?

1. I do it myself!
2. I use a 3rd party company
3. I don't have a website yet



Introduction: Getting Inside Google's Head



Google Likes Money



96% of Google's Revenue is from Advertising

David Backes

Search

About 309,000 results (0.40 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Portland, OR

Change location

Show search tools

Ads related to old school nikes

Why these ads?

Old School Nikes | Nike.com
www.nike.com/
Find **Nike Old School** Shoes at the official **Nike** online store.
+ [Show products from Nike Store for old school nikes](#)

Men's Shoes

Women's Shoes

Nike+ FuelBand

Air Jordan Shoes


[Nike Little Max 95 Shoe](#)
[Toddlers Cool](#)
\$47.99
Eastbay


[Jordan Phly Legend Fly Philly \(td\) ...](#)
\$44.99
eBay


[Nike Total Griffey '99 Men's Shoes](#)
\$89.97
Nike Store

Nike Old School - Back in the day, revisited!
citysole.com/shoe_store/index.php?main_page=index&cPath...
Shop for the latest **nike Old School** products at www.citysole.com. we offer authentic merchandise and ship our within 24 hours of payment received.

old school nikes | eBay
www.ebay.com/sch/i.html?_nkw=old+school+nikes
107 results – Find **old school nikes** from a vast selection of Men's Shoes. Shop eBay!

Nike Store. Nike College Vault Old School (Oregon) Women's T-Shirt
store.nike.com/us/en_us/?l=shop,pdp,ctr-inline/cid-100701/pid...
\$12.97
Shop for the **Nike College Vault Old School (Oregon) Women's T-Shirt** at the official **Nike Store**. Read product specs and order the **Nike College Vault Old School** ...

Ads - Why these ads?

Nikes Old School Shoes
nike.shopzilla.com/
Explore 200+ Shoes & Footwear.
Save on **Nikes Old School** Shoes!

Finish Line ® Official
www.finishline.com/
Shop **Nike**, Jordan, Reebok & More.
Free Shipping on 1000's of Styles!
+ [Show products from Finish Line](#)

Old School Nike Shoes
www.nordstrom.com/Nike_Shoes
shop.nordstrom.com is [rated ★★★★★](#)
Shop **Nike** for women, men & kids
Free Shipping & Returns Every Day!

Nike High Tops at Zappos
www.zappos.com/Nike
zappos.com is [rated ★★★★★](#)
Free Shipping Both Ways on **Nike**.
365 Day Returns. Huge Selection!

Nike Retro Shoes
www.shoebacca.com/Nike
shoebacca.com is [rated ★★★★★](#)
Shop **Nike** at SHOEBACCA.
Free Shipping & Free Returns!

[See your ad here »](#)

<http://www.wordstream.com/articles/google-earnings>

 Anvil
media, inc.

Google's Product is Relevant Results



old school nikes



David Backes

Search

Everything

Images

Maps

Videos

News

Shopping

More

Portland, OR

Change location

Show search tools

Ads related to extremely large tractors

Why these ads?

[John Deere Tractors | deere.com](#)

www.deere.com/

Select The Utility **Tractor** That Suits Your Needs. Browse Models.

[John Deere Tractors - Compact Tractors and attachments](#)

www.fisherfarmandlawn.com/

Unbeatable deals on equipment.

↳ [New Equipment](#) - [Parts](#) - [Service](#) - [Contact Us](#)

[Extremely large tractors operating - Video Dailymotion](#)

www.dailymotion.com/.../x8v2u2_extremely-large-tractors-operating...

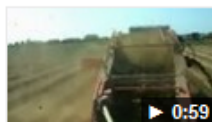
Apr 3, 2009 – <http://www.YouTractor.com>, its youtube for **tractors**, you will find.....Zetor **Tractor** , antique farm machinery, zetor 6245 **tractor**, 135 massey ...

[Large Track-Type Tractors - Cat.com](#)

www.cat.com/equipment/track-type-tractors/large-track-type-tractors

Caterpillar's **large** Track-Type **Tractors** are engineered for demanding work. Durable construction is ensured for tough working conditions. Elevated sprockets ...

[Extremely Large Tractors Working - Video](#)



www.metacafe.com/.../extremely_large_tractors_worki...

Apr 3, 2009 - 59 sec

<http://www.YouTractor.com>, its youtube for **tractors**!. Watch Video about **Tractors**, Toys,Farms by Metacafe.com.

[Big Bud 747. World's biggest tractor - YouTube](#)



www.youtube.com/watch?v=OjDshU8pDxl

Jul 24, 2007 - 1 min - Uploaded by Toketorparn

Williams Ranch, **Big** Sandy, Montana. August 2001.

Ads - Why these ads?

[Used Tractors for Sale](#)

www.ironplanet.com/

Huge Inventory for sale at Auction.
View Used **Tractor** Pictures now!

[Case IH Tractors](#)

www.caseih.com/tractors

The Power and Performance
You Need to Farm Your Way.

[Farm Tractors](#)

portland.local.com/

Portland's Online Local Search.
Find Farm **Tractors** Here.

[NEW & Used Ag. Equipment](#)

www.scholtensequipment.com/

KUBOTA, John Deere, J-Star
CLAAS, Patz, New Holland, Heston

[See your ad here »](#)

If you Only Remember One Thing.....

**Google's Product is
Relevant Results**

6 Ways to Take your SEO to the Next Level

No. 1

Spoiler: Content is King

Content creation can be daunting.



3 Commandments for Successful Content

Yes, just THREE.

#1: Your Brand & Voice = TRUTH



(can you handle the truth?)

#2: Say things your audience cares about.



(like this lady does)

#3: Keep it fresh.



(enough said.)

Where to Create Content

Your Blog



Search



Resources ▾ Clients ▾ Services ▾ Industries ▾ News ▾ About ▾ Contact Blog Webinars

HOME > BLOG

A Penguin and a Panda – A Summary of the Latest Updates

by JEFF on MAY 1, 2012 · in SEARCH ENGINE OPTIMIZATION

Change has been rampant as of late in the world of digital marketing, and the Google Panda update had a new partner they like to call Penguin. Google had been warning of a new algorithm update to discipline over-optimized sites and that is exactly what Penguin did. Here is a quick, easy to read list [...]

[Continue Reading →](#)

Why is Pinterest so Popular? (It's because of the FUTURE)

by NATE on APRIL 24, 2012 · in FACEBOOK, SOCIAL MEDIA, SOCIAL SEARCH MARKETER, STRATEGIC INTERNET MARKETING, TWITTER, USER EXPERIENCE

If you are one of the many souls that still don't truly understand the popularity of Pinterest, you aren't alone. This especially holds true if you are a male like myself; while numbers continue to vary, some estimates suggest that 80% of Pinterest users are female. While I could always see the uniqueness in this [...]

[Continue Reading →](#)

When Exact Match Isn't Exactly Exact Match...Variant Matching Coming to AdWords

by ANDY LOHR on APRIL 23, 2012 · in ADWORDS, PPC

ARCHIVES

MAY 2012						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
« Apr						

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- [analytics \(27\)](#)
- [b2b \(16\)](#)
- [B2B Internet Marketing \(6\)](#)
- [b2c \(21\)](#)
- [competitive intelligence \(1\)](#)
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- [conversion optimization \(16\)](#)
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Guest Blogging



Log in Sign up Help

FEATURESPRICING & PLANSCOMMUNITYRESOURCESBLOGABOUT

Search

The YouMoz Blog



How To Survive Google's Unnatural Links Warnings & Avoid Over-optimisation

April 30th, 2012 - Posted by [Modesto Siotos](#) to [Link Building](#)

Google's actions against "overoptimised" sites have been intensified and it seems that the recent updates are able to detect various links-related overoptimisation violations that can result in short or long-term positional drops, ...

Read Full Entry 26 comments



Google Tells Us Why "Unnatural Link Warnings" Ask For SEO Services Used

April 29th, 2012 - Posted by [Gab bookworm seo Goldenberg](#) to [Link Building](#)

A variety of smart SEOs have been debating why Google's unnatural link warnings prompt webmasters for details on the SEO services they...

Read Full Entry 18 comments



Secrets of SEO Success in Other Languages

April 26th, 2012 - Posted by [Christian Arno](#) to [International Issues](#)

Can you say Google in Chinese? Do you know which social network dwarfs Facebook in Japan? Climbing the search engine rankings can seem a big enough challenge in English, without considering other languages. But optimizing your site for a multilingual audience can reap big rewards, by taking advantage of growing, relatively untapped markets.

Read Full Entry 23 comments



Mapping Keyword Usage to the Consumer

Try SEOMoz Pro FOR FREE!

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 Get our RSS
0 Subscribers

 Follow us on Twitter
119,727 Followers

 Like us on Facebook
36,844 Likes

 Circle us on Google+

 The Moz Top 10
214,483 Subscribers

Social Connection

 [Like](#)

36,844 people like SEOMoz.

 Syed

 João

 Sachin

 Stella



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Free White Papers

Whether you're a student or seasoned professional, our free white papers are designed to provide insights into a variety of areas of our core expertise, including search engine marketing and social media marketing. The papers below are available upon request. Don't forget to bookmark this page or sign up for our monthly email newsletter to be notified when additional white papers become available.

[The Digital Marketer's Guide to Search Engine Optimization \(SEO\)](#)

A free SEO white paper for optimizing your web content, commissioned by Marqui

[The Marketer's Guide to Getting Started with Social Media Marketing](#)

A free social media marketing white paper, created by Anvil

[The Marketer's Guide to Getting Started with Pay-Per-Click Marketing](#)

A free pay-per-click (PPC) marketing white paper, created by Anvil

[The Advanced Guide to Pay-Per-Click \(PPC\) Marketing](#)

A free advanced pay-per-click (PPC) marketing white paper, created by Anvil

MONTHLY NEWSLETTER

Anvil's eNewsletter features the latest PPC news and tips. Also stay up-to-date on Anvil Media's White Papers and client testimonials.

[Sign Up for the Anvil Media Newsletter](#)

FEATURED WHITE PAPER

Location-Based Social Networking White Paper

[Get Your Free Whitepaper Now »](#)

CLIENT TESTIMONIAL

"Anvil's team is cutting edge when it comes to search engine marketing and social media marketing."

Generate Reviews

1.



HELLA 5750941 500FF Series 12-Volt/55-Watt Halogen Driving Lamp Kit (Fun Cubed)

Buy new: ~~\$97.49~~ **\$67.99**

7 new from **\$67.99**

2 used from **\$55.75**

Get it by **Thursday, May 10** if you order in the next **22 hours** and choose one-day shipping.

★★★★☆ (35)

Eligible for **FREE** Super Saver Shipping.

2.



HELLA 005750991 500 Series 12-Volt/55-Watt Black Magic Halogen Driving Lamp Kit

Buy new: ~~\$145.49~~ **\$101.99**

8 new from **\$95.99**

Get it by **Thursday, May 10** if you order in the next **22 hours** and choose one-day shipping.

★★★★☆ (14)

Eligible for **FREE** Super Saver Shipping.

3.



Optilux 1450 12-Volt/55-Watt Rectangular Clear Halogen Fog Lamp Kit

Buy new: ~~\$47.99~~ **\$33.99**

5 new from **\$30.99**

2 used from **\$27.31**

Get it by **Thursday, May 10** if you order in the next **22 hours** and choose one-day shipping.

★★★★☆ (34)

Eligible for **FREE** Super Saver Shipping.

4.



HELLA 007133821 Micro FF Series 12V/55W Clear Halogen Fog Lamp Kit

Buy new: ~~\$77.99~~ **\$54.39**

7 new from **\$53.48**

1 used from **\$48.95**

Get it by **Thursday, May 10** if you order in the next **22 hours** and choose one-day shipping.

Only 17 left in stock - order soon.

★★★★☆ (11)

Eligible for **FREE** Super Saver Shipping.

5.



HELLA 005750952 500 Series 12V/55W Halogen Driving Lamp Kit (Fun Cubed)

Buy new: ~~\$92.39~~ **\$64.59**

8 new from **\$64.59**

Get it by **Thursday, May 10** if you order in the next **21 hours** and choose one-day shipping.

★★★★☆ (17)

Eligible for **FREE** Super Saver Shipping.

6.



HELLA 010032801 700FF Series 12V/55W Halogen Driving Lamp Kit (Fun Cubed)

Buy new: ~~\$103.49~~ **\$72.24**

7 new from **\$72.24**

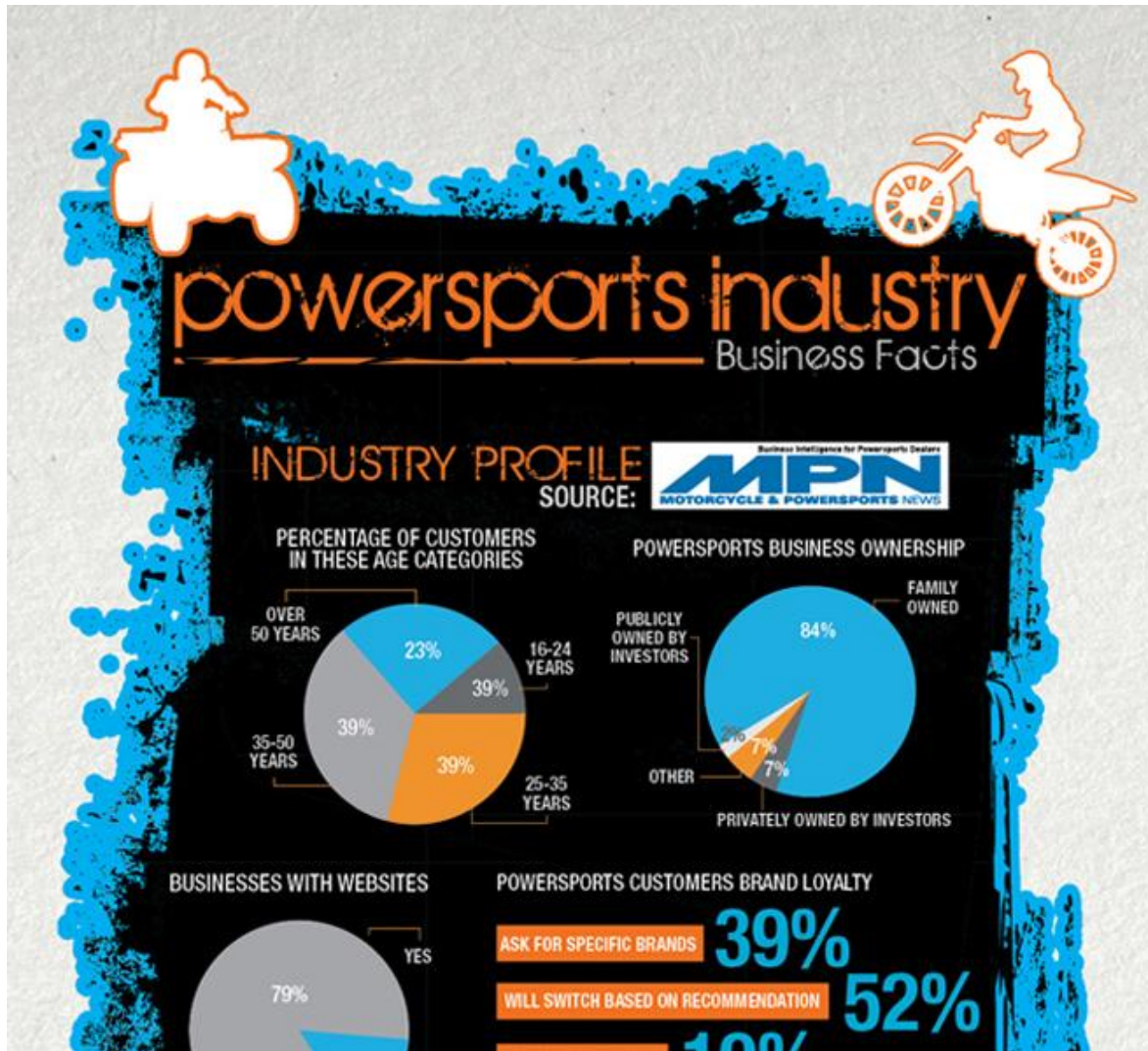
Get it by **Thursday, May 10** if you order in the next **20 hours** and choose one-day shipping.

Only 17 left in stock - order soon.

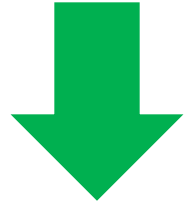
★★★★☆ (18)

Eligible for **FREE** Super Saver Shipping.

Infographics



Make it Easy to Share



The screenshot displays the Moonstruck Chocolate Co. website. At the top, the company logo is on the left, and the phone number 'Call 800-557-6666 or connect with us:' is on the right. A row of social media icons (Facebook, Twitter, YouTube, Pinterest, LinkedIn, and Yelp) is highlighted with a green box and pointed to by a large green arrow. Below the icons is a search bar and navigation links for 'login', 'my account', 'wish list', and 'view bag'. The main content area features a large banner for 'BEE HAPPY' with a bee on a flower, advertising 'Milk Chocolate Honey Ganache'. To the left of the banner is a sidebar with a sign-up form for an email list and a list of product categories. To the right is a yellow banner for Mother's Day.

MOONSTRUCK CHOCOLATE CO.®

Call 800-557-6666 or connect with us:

search

login my account wish list view bag

JOIN OUR EMAIL LIST
RECEIVE EXCLUSIVE NEWS & SPECIAL OFFERS
CLICK HERE TO SIGN UP TODAY

MOTHER'S DAY
GRADUATION
GIFT BOXES
SPECIALTIES
TUMBLER CHOCOLATE
BULK TRUFFLES

BEE HAPPY

Milk Chocolate
Honey Ganache

SEND THE BEST FOR MOM
MOTHER' DAY IS SUNDAY, MAY 13th

Give Mom the best, hand-crafted, hand-decorated artisan chocolates from Moonstruck Chocolate.

Content +SEO

Using Keywords Strategically for SEO

What is SEO?

- Search Engine Optimization
- Also known as Organic Search

Search Keyword

The screenshot shows a Google search for "gresham handbags". The search bar at the top contains the text "gresham handbags" and a magnifying glass icon. Below the search bar, the text "Search" is followed by "About 2,260,000 results (0.17 seconds)". On the left side, there is a sidebar with navigation options: "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", "Portland, OR", "Change location", and "Show search tools". The main content area displays a list of organic search results. The first result is "Portlandia Women's Gresham Clog - designer shoes, handbags ..." from endless.com. The second result is "ACCENTS OF ELEGANCE in GRESHAM, OR - Handbags ..." from city-data.com. The third result is "Gresham Handbags | Handbags in Gresham, OR - YP.com". The fourth result is "Gresham, OR handbags | Find handbags in Gresham, OR" from local.com. The fifth result is "Auburn Gresham Handbags Clothing Accessories on Citysearch". The sixth result is "Gresham Handbags in Gresham, Oregon | La.com". On the right side, there are several paid advertisements for handbags, including "Handbags at Zappos", "Designer Handbag Resale", "Gresham Designer", "Gresham Bag", and "Handbags Purses". An orange dashed box highlights the organic search results, and an orange arrow points from the "Search Keyword" label to the search bar. Another orange arrow points from the "Organic Results" label to the first organic search result.

Google

gresham handbags

Search

About 2,260,000 results (0.17 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Portland, OR

Change location

Show search tools

Portlandia Women's **Gresham Clog** - designer shoes, **handbags** ...
www.endless.com › ... › Loafers & Slip-Ons › Casual Slip-ons
Portlandia Women's **Gresham Clog** - designer shoes, **handbags**, jewelry, watches,
and fashion accessories | endless.com.

ACCENTS OF ELEGANCE in **GRESHAM, OR** - **Handbags** ...
www.city-data.com › Business Photos
Business Profile and Photos of ACCENTS OF ELEGANCE - **Handbags** in
GRESHAM, OR.
+ Show map of 316 North Main Avenue, Gresham, OR 97030

Gresham Handbags | Handbags in Gresham, OR - YP.com
www.yellowpages.com/gresham-or/handbags
49 listings of **Handbags** in **Gresham** on YP.com. Find reviews, directions & phone
numbers for the best **handbags** in **Gresham, OR**.

Gresham, OR handbags | Find handbags in Gresham, OR
www.local.com/business/results/?keyword=handbags...gresham%2C...
Results 1 - 10 of 166 - Search for **handbags** in **Gresham, OR**. Get addresses,
phone numbers, driving directions, reviews and ratings on Local.com.

Auburn **Gresham Handbags** Clothing Accessories on Citysearch
chicago.citysearch.com › Chicago › Auburn Gresham
Citysearch® helps you find **Handbags** Clothing Accessories in Auburn **Gresham**,
Illinois. Check out our Editors' Picks, user reviews, maps and directions to find ...

Gresham Handbags in Gresham, Oregon | La.com
showmelocal.la.com/local_search.aspx?q=handbags&s...gresham
Gresham Handbags Gresham, Oregon on La.com Yellow Pages.

Ads for gresham ... - Why these ads?

Handbags at Zappos
www.zappos.com/Ha
Zappos.com is rated
Free Shipping Both Ways on **handbags**
Plus Fun, Fast, Fantastic Service!

Designer Handbag Resale
shop.housingworks.org/
Get up to 70% off Retail Prices.
Proceeds Fight AIDS & Homelessness.

Gresham Designer
www.servicemagic.com/
Find Five-Star Rated Designers
Backed By Our Service Guarantee!
1,239 people +1'd ServiceMagic

Gresham Bag
www.dexknows.com/
Gresham retail **bags** & boxes.
Find local businesses on DexKnows.

Handbags Purses
www.nordstrom.com/
shop.nordstrom.com is rated ★★★★★
Designer **Handbags** at NORDSTROM.
Free Shipping & Returns Every Day!
8601 NE Vancouver Mall Loop, Vancouver

Organic Results

Why Optimize?

- Increase visibility in the Search Engine Page Results (SERPs)
- Higher rankings in Google
- Increases in site traffic, leads and sales

The screenshot shows a Google search for "gresham handbags". The search bar at the top contains the text "gresham handbags". Below the search bar, it says "Search" and "About 2,260,000 results (0.17 seconds)". On the left side, there are filters for "Everything", "Images", "Maps", "Videos", "News", "Shopping", and "More". Below these filters, it says "Portland, OR" and "Change location", and "Show search tools". The main search results are listed on the right. The first result is "Portlandia Women's Gresham Clog - designer shoes, handbags ..." from "www.endless.com". The second result is "ACCENTS OF ELEGANCE in GRESHAM, OR - Handbags ..." from "www.city-data.com". The third result is "Gresham Handbags | Handbags in Gresham, OR - YP.com" from "www.yellowpages.com". The fourth result is "Gresham, OR handbags | Find handbags in Gresham, OR" from "www.local.com". The fifth result is "Auburn Gresham Handbags Clothing Accessories on Citysearch" from "chicago.citysearch.com". The sixth result is "Gresham Handbags in Gresham, Oregon | La.com" from "showmelocal.la.com".

Google search results for "gresham handbags". The search bar shows "gresham handbags". The results list several items, including "Portlandia Women's Gresham Clog - designer shoes, handbags ..." and "ACCENTS OF ELEGANCE in GRESHAM, OR - Handbags ...".

Avg CTR of SERPs	
Position	CTR %
1	50%
2	21%
3	15%
4	6%
5	3%
6	2%
7	0.86%
8	0.86%
9	0.21%
10	2%

How do you know what keywords to target?

- Keyword Research!

The screenshot shows a Google search interface with the query "keyword research tools". The search results are displayed in a grid format. On the left, there are filters for "Everything", "Images", "Maps", "Videos", "News", "Shopping", "Discussions", and "More". Below these, there are filters for "Portland, OR" (Change location), "Any time", "Past hour", "Past 24 hours", and "Past week". The search results are organized into two columns. The left column contains three results: "Keyword research tools | SEOmoz.org" (with a link to www.seomoz.org/tools), "Best Keyword Tools - Multiple Keyword Research Tools" (with a link to www.raventools.com/Keyword-Tools), and "Spot New Search Trends - Find out how your website is found." (with a link to www.experian.com/hitwise/search). The right column contains three results: "Easy Keyword Advertising" (with a link to www.google.com/AdWords), "iSpionage™ Official Site" (with a link to www.ispionage.com/), and "Competitor Keyword Tool" (with a link to www.compete.com/Competitor-Keywords). Below these, there is a result for "Keyword Research Tools" (with a link to www.semrush.com/). The search results are also organized into two columns. The left column contains three results: "Keyword research tools | SEOmoz.org" (with a link to www.seomoz.org/tools), "Best Keyword Tools - Multiple Keyword Research Tools" (with a link to www.raventools.com/Keyword-Tools), and "Spot New Search Trends - Find out how your website is found." (with a link to www.experian.com/hitwise/search). The right column contains three results: "Easy Keyword Advertising" (with a link to www.google.com/AdWords), "iSpionage™ Official Site" (with a link to www.ispionage.com/), and "Competitor Keyword Tool" (with a link to www.compete.com/Competitor-Keywords). Below these, there is a result for "Keyword Research Tools" (with a link to www.semrush.com/).

Search results for "keyword research tools":

- Keyword research tools | SEOmoz.org**
www.seomoz.org/tools
Check ranks, understand links, and target high traffic **keywords**.
1,415 people +1'd SEOmoz
- Best Keyword Tools - Multiple Keyword Research Tools**
www.raventools.com/Keyword-Tools
Free, No-Risk, 30-Day Trial.
- Spot New Search Trends - Find out how your website is found.**
www.experian.com/hitwise/search
Learn more now.
- Easy Keyword Advertising**
www.google.com/AdWords
1 (877) 860 3868
Improve Your Business Before Bed.
Use Google Ads & See Results.
- iSpionage™ Official Site**
www.ispionage.com/
Top Performing **Keywords** & Adcopy
PPC Intelligence at your Fingertip!
- Competitor Keyword Tool**
www.compete.com/Competitor-Keywords
See Your Competitors Paid And
Natural Search **Keywords**. Try Now!
- Keyword Research Tools**
www.semrush.com/
See Your Competitors Paid & Natural
Keyword Traffic With SEMRush.com

Tool #1

- [Google Keyword Tool](#)

Google AdWords

English (United States) | US Dollar (USD \$) | [Report an issue](#) | [Help](#) | [Sign in](#)

Home Tools

Tools

- Keyword Tool
- Traffic Estimator

Include terms (0) ?

Exclude terms (0) ?

Match Types ?

- ☒ Broad
- ☐ [Exact]
- ☐ "Phrase"

Help

Why should I use the Keyword Tool?

How do I use the Keyword Tool?

What's the difference between the Ad Group Ideas tab and Keyword Ideas tab?

How can I refine my ideas?

What should I know about my statistics?

[Help Center](#)

Find keywords

Based on one or more of the following:

Word or phrase	womens handbags greshem handbags
Website	www.google.com/page.html
Category	Apparel

☐ Only show ideas closely related to my search terms ?

[Advanced Options and Filters](#) Locations: United States ✕ Languages: English ✕ Devices: Desktops and laptops

[Sign in with your AdWords login information to see the full set of ideas for this search.](#)

Download View as text More like these

Sorted by Relevance Columns

About this data ?

1 - 2 of 2

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
☆ womens handbags	High	33,100	14,800
☆ greshem handbags	-	-	-

1 - 50 of 100

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
☆ women s handbags	High	18,100	9,900
☆ handbags	High	9,140,000	4,090,000
☆ women s designer handbags	High	880	480
☆ handbags wholesale	High	201,000	110,000

Tool #2

- Google Search Suggest



Search

Everything

Images

Maps

Videos

News

Shopping

More

Portland, OR

Change location

Any time

Past hour

Past 24 hours

Past 2 days

leather handbags

leather handbags

leather handbags **sale**

leather handbags **portland oregon**

leather handbags **clearance**

Designer **Handbags** -Zappos | zappos.com
www.zappos.com/Handbags
zappos.com is rated ★★★★★ 24,070 reviews
Free Shipping Both Ways & 365 Day Returns on **Handbags** at Zappos!

HSN **Handbags** Clearance | [HSN.com](http://hsn.com)
www.hsn.com/
hsn.com is rated ★★★★★ 250 reviews
You Shop the Latest Markdowns & Get Huge Savings in Women's **Handbags**

Leather Handbags | [Nordstrom.com](http://nordstrom.com)
www.nordstrom.com/
shop.nordstrom.com is rated ★★★★★ 95 reviews
Shop **Leather Handbags** at NORDSTROM. Free Shipping & Returns Every Day!

Related searches for **leather handbags**:

Stores: [Overstock](#) [eBags](#) [Wilson Leather](#) [Amazon](#) [Kenneth Cole](#)

Brands: [Coach](#) [Cole Haan](#) [Prada](#) [Fossil](#) [kate spade](#)

Ads - Why these ads?

 [American Glamour Badgley Mischka Patent Leather Bag](#)
\$149.90 - HSN

 [Calvin Klein Torino Leather Satchel - Black](#)
\$189.99 - eBags
Save Extra 25% For Limited Time!

 [Leather handbag, 'Urban Safari in Yellow'](#)
\$184.95 - Novica.com
NOVICA Daily Deals - Save up to 50%

[Libaire Leather Handbags](#)
www.libaire.net/
Made in USA
Buy Direct

Searches related to **leather handbags**

soft leather handbags	leather handbags wholesale
italian leather handbags	leather hobo handbags
discount leather handbags	overstock leather handbags
handmade leather handbags	leather designer handbags

Tool #3

- Google Insights for Search

Google Insights for Search beta [Help](#) | [Sign in](#) | [Download as CSV](#) | [English \(US\)](#) +1

Compare by	Search terms	Filter
☒ Search terms ☐ Locations ☐ Time Ranges	Tip: Use a comma as shorthand to add comparison items. (tennis, squash) • eco handbags • eco bags + Add search term	Web Search Worldwide 2004 - present All Categories Search

Web Search Interest: eco handbags, eco bags

Worldwide, 2004 - present

Categories: [Shopping](#), [Arts & Entertainment](#), [Business & Industrial](#), [People & Society](#), [more...](#)

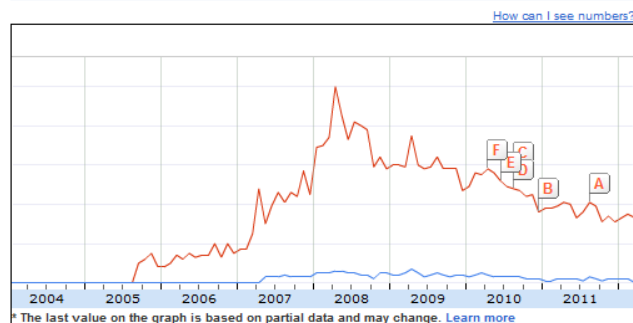
The categorization taxonomy of Google Insights for Search has been updated during December 2011. [Learn more](#)

An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)



Interest over time

☐ Forecast ☒ News headlines



See worldwide top rising searches by [clearing the search terms](#)

- A** [SM eco bags back greening](#)
- B** [Eco-bags get stylish](#)
- C** ['Eco bags' aim to save earth in style](#)
- D** [Eco bags promote shopping with green conscience](#)
- E** [Τα Marks & Spencer Λευκωσίας γιόρτασαν τη Διεθνή Εβδομάδα Περιβάλλοντος χαρίζοντας trendy Eco Bags!](#)
- F** [Admen's leftovers see second life as 'eco-bags'](#)

Search terms eco handbags			
Top searches		Rising searches	
1. eco friendly handbags		1. eco bags	Breakout
2. eco bags		2. eco friendly bags	Breakout
3. eco friendly bags		3. eco friendly handbags	Breakout
4. recycled handbags		4. recycled handbags	Breakout

No. 2

**Ensure Targeted KEYWORDS
are in Place on your Site**

How to Optimize?

Key Areas of Placement

- Search engines look to key areas of placement to aid in the process of determining how to rank content.
- By ensuring that descriptive (and targeted) keywords are inserted into these areas you can improve your site's organic presence.

URLS

TITLE TAGS

META
DESCRIPTION
TAGS

ANCHOR TEXT

BODY COPY

HEADERS AND
SUBHEADERS

SERPs (Search Engine Results Page)

aftermarket vw parts



About 1,110,000 results (0.27 seconds)

Ads related to **aftermarket vw parts**

Why these ads?

Aftermarket Auto Parts | partstrain.com

www.partstrain.com/

partstrain.com is rated ★★★★★ 1,096 reviews

Wholesale prices on bumper, fender, radiator, lights, mirror and grill

Volkswagen OEM Parts | armstrongvw.com

www.armstrongvw.com/

Large Selection of Low-Priced **VW Parts**. Buy **Volkswagen Parts** Here!

VW Aftermarket Parts | ECStuning.com

www.ecstuning.com/VW+Aftermarket+Parts

Huge Selection of OEM & **Aftermarket** German Automotive **Parts** Online!

Volkswagen Performance Parts Wheels Body kits VW Part ...

www.mynotvw.com/

Volkswagen parts store that sells high **performance VW parts**, Volkswagen Accessories, VW performance parts, wheels, turbo kits and more. Check here for the ...

↳ **VW Performance Parts - VW Body Kits Ground Effects - VW Wheels - Grilles**

JC Whitney Auto Parts & Auto Accessories - Car, Truck, Jeep

www.jcwhitney.com/

For over 95 years, JC Whitney Auto **Parts** & Accessories has been America's partner. Unbeatable selection and a 100% Satisfaction Guarantee Promise.

VW OEM Parts, VW Performance, Audi Parts, Audi Performance ...

www.bahnbronn.com/

BBM, is your watercooled **VW** & Audi **performance** & oem specialist.

Ads - Why these ads?

Classic VW Bug Parts

www.jbugs.com/

Stocks Various **VW Parts** & Ships Nationwide-Quality & Reliable **Parts**

+ [Show products from this advertiser](#)

VW Part

vwparts.europartsdirect.com/

Buy **VW Part** On Sale

Save up to 75% & more. Free Ship.

VW OEM Part

www.discountvwparts.net/

Parts for less
Buy OEM **Volkswagen parts**

Volkswagen Parts

www.partsgeek.com/

partsgeek.com is rated ★★★★★

Save on Body, Engine, Performance **Parts** & More. Shop at **Parts Geek!**

German Autowerks

www.germanautowerks.net/

Independent German Auto service and maintenance in Portland area

Description

URL

Title Tag

Keyword Placement - URLs

Why? It is critical to create the most concise and “content intuitive” URLs that fit within a site’s hierarchy. With optimized URLs, both users and search engines can quickly understand what type of content should live on that page, simply by looking at the URL.

Best Practices

- Use lowercase characters only
- Use keywords in URLs to improve relevancy for users and search engines
- Use hyphens (preferably) or underscores when separating keywords in a URL
- Remove unnecessary parameters and subdirectories

Keyword Placement - URLs

VW Accessories - MyHotVW.com

www.myhotvw.com/volkswagen_parts/Accessories

VW **Accessories** to upgrade your VW. Largest selection of VW **Accessories** at the lowest prices. **MyHotVW** is the aftermarket VW **Accessories** superstore!

emap x VW Accessories x

www.myhotvw.com/volkswagen_parts/Accessories

POWERED BY AUTO DIRECT MIDWEST

My Hot VW

VW Parts 909-4...

✓ **110%** Low Price Guarantee ✓ **Total** Fitment Guarantee ✓ **Satisfaction** Guaranteed ✓ **Since** 1991

Auto Parts

- Accessories
- Air Intakes
- Air Suspension Kits
- Air Suspension Parts
- Body Kits Ground Effects
- Brakes
- Car Alarm System
- Car Audio Video

VW Accessories

Select VW → VW Year Se

Volkswagen Parts Superstore

When you are looking to improve upon the greatness of your car and don't want to, you certainly want some great new Volkswagen accessories. Many of the best VW

Keyword Placement – Title Tags

Why Title tags remain one of the more heavily weighted items a search engine will factor in when determining relevancy for a search query. In addition to SEO benefits, a good title tag will improve display in search engine results and improve click-through-rate (CTR).

Best Practices

- Should be unique on ALL pages of a site
- Descriptive and targeted keywords should be included
- Incorporate brand name for recognition as possible at the end of the title tag
- **Character limit: 70 characters (including spaces)**

Keyword Placement – Title Tags

VW Accessories

www.myhotvw.com/volkswagen_parts/Accessories

VW Accessories to upgrade your VW. Largest selection of **VW Accessories** at the lowest prices. MyHotVW is the aftermarket **VW Accessories** superstore!

VW Accessories

www.myhotvw.com/volkswagen_parts/Accessories

VW Accessories

POWERED BY AUTO DIRECT MIDWEST

My Hot VW

VW Parts

110% Low Price Guarantee Total Fitment Guarantee Satisfaction Guaranteed Since 1991 Daily 7am -

Auto Parts

- Accessories
- Air Intakes
- Air Suspension Kits
- Air Suspension Parts
- Body Kits Ground Effects
- Brakes
- Car Alarm System
- Car Audio Video
- Car Covers
- Car Interior

VW Accessories

Select VW → VW Year Select Y

Volkswagen Parts Super

When you are looking to improve upon the greatness of your car and don't want to s
certainly want some great new Volkswagen accessories. Many of the best VW acces
here. There has never been a better time to upgrade your car with some new **Volks**

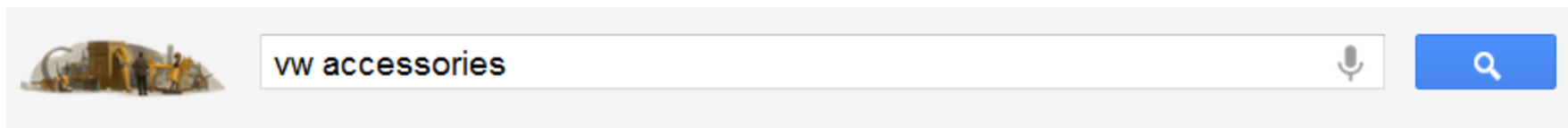
Keyword Placement – Description

Why Description (Meta description) should also be optimized with unique and enticing content. While descriptions are not one of the top factors affecting rankings, they should always be included as they are key to improving organic click through rates. Descriptions appear in search engine results, directly underneath the title tag, and help searchers understand what the web page is about.

Best Practices

- Should be unique on ALL pages of a site
- Descriptive and targeted keywords should be included
- Focus on a compelling “advertisement” to encourage searchers to click through
- Include call to action: “shop now”, “learn more”, etc.
- **Character limit: 155 characters (including spaces)**

Keyword Placement – Description



Search

About 54,500,000 results (0.26 seconds)

[VW Accessories - MyHotVW.com](#)

www.myhotvw.com/volkswagen_parts/Accessories +1

VW **Accessories** to upgrade your VW. Largest selection of VW **Accessories** at the lowest prices. **MyHotVW** is the aftermarket VW **Accessories** superstore!

Description is getting cut off because it is over the 155 character limit.

Keyword Placement – Body Copy

Why Each page of a site that includes information that should be ranking in search engines should have 2-3 targeted keywords per page to help establish a strong page theme.

Best Practices

- Place targeted keywords at the beginning of the body copy, near the top of the page
- Use variations of keywords and synonyms as search engines are smart enough to understand themes.
- Ensure content is placed in search engine readable format such as HTML (search engines have difficulty reading flash, for example)

Keyword Placement – Body Copy

VW Parts**909-444-6888**[View cart](#)[Checkout](#)

[Price Guarantee](#) ✓ [Total Fitment Guarantee](#) ✓ [Satisfaction Guaranteed](#) ✓ [Since 1991](#) ✓ [Daily Phone Support](#) 7am - 7pm PST Mon-Fri

VW Accessories

Select VW → VW Year VW Model



Volkswagen Parts Superstore

When you are looking to improve upon the greatness of your car and don't want to spend a whole lot of money, then you will certainly want some great new Volkswagen accessories. Many of the best VW accessories are available for your car right here. There has never been a better time to upgrade your car with some new **Volkswagen accessories.**

We have everything you could ever want in a Volkswagen accessory. Things like air fresheners, wheel caps and lug nuts will really take your ride to another level. The best thing about new v dub accessories is that they will reinvigorate the look and feel of your car. Many of the finest, high quality accessories for Volkswagens are all right here on MyHotVW.com.

Choose the newest Volkswagen air fresheners to make your car smell and look great inside. All of your passengers will really come to appreciate that VW accessory more than most. If your wheels just don't stand out like you want them to, then there are always the Volkswagen lug nut sets or valve stem caps to install. Both of these will give people something to look at when you are at the next car show.

Only the finest v dub accessories make it onto our site. Any time you add a new Volkswagon accessory to your ride, you will not only make yourself happier, but your friends and passengers will get more motoring joy from your car as well. These are the best **VW accessories** you will find, and all of them are at the lowest available prices.

- Beetle Accessories
- Corrado Accessories
- Eurovan Accessories
- Golf GTi Accessories
- Cabrio Accessories
- Eos Accessories
- Golf Accessories
- Jetta Accessories

Keyword Placement – Anchor Text

Why Search engine crawlers are able to locate pages by following links. Anchor text within these links should be optimized with keywords targeted for SEO purposes. Anchor text is a key area of placement that indicates (to both search engines and users) keyword-to-page relevance.

Best Practices

- Incorporate anchor text links within body copy as relevant and linking to appropriate pages within the site.
- Ensure descriptive keywords are included within hyperlinks
- Avoid anchor text such as “[click here](#)”

Keyword Placement – Anchor Text

VW Parts**909-444-6888**[View cart](#)[Checkout](#)

[Price Guarantee](#) ✓ [Total Fitment Guarantee](#) ✓ [Satisfaction Guaranteed](#) ✓ [Since 1991](#) ✓ [Daily Phone Support 7am - 7pm PST Mon-Fri](#)

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- Jetta Accessories

Keyword Placement – Headers & Subheaders

Why Keywords should also be used in header tags (<h1> & <h2> in particular). Search engines give more weight to keywords used within these elements. <h> tags are used to surround page titles and subtitles. Using header tags also establishes a hierarchy of content on each page, helping search engines to determine what information is most relevant.

Best Practices

- Descriptive and targeted keywords should be incorporated throughout the site in <h1> and <h2> tags
- A <h1> tag should never be used more than once per page
- Sub-headers such as <h2> tags can be used multiple times

Keyword Placement – Headers & Subheaders

VW Parts

909-444-6888

View cart

Checkout

Price Guarantee

Total Fitment Guarantee

Satisfaction Guaranteed

Since 1991

Daily Phone Support
7am - 7pm PST Mon-Fri

VW Accessories

Select VW → VW Year VW Model



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- Corrado Accessories
- Eurovan Accessories
- Golf GTi Accessories

- Cabrio Accessories
- Eos Accessories
- Golf Accessories
- Jetta Accessories

No. 3

Think Geek: Technical SEO

Factors

SITE SPEED

Important for SEO and Users

- Customers expect your website to load in **2 seconds or less**.
- 40% of customers will **abandon** any site that takes **longer than 3 seconds** to load.
- For every 1 second of load time, **conversion drops by 7%**.
- For every 1 second of load time, user **satisfaction drops by 16%**.

Use Tools to Identify Speed Issues

Google Site Speed Tool: <http://code.google.com/speed/page-speed/>

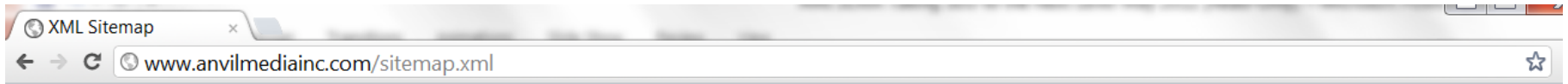
Details

Click on the rule names to see suggestions for improvement.

- **High priority.** These suggestions represent the largest potential performance wins for the least development effort. You should address these items first:
[Leverage browser caching](#), [Combine images into CSS sprites](#)
- **Medium priority.** These suggestions may represent smaller wins or much more work to implement. You should address this item next:
[Optimize images](#)
- **Low priority.** These suggestions represent the smallest wins. You should only be concerned with these items after you've handled the higher-priority ones:
[Inline Small CSS](#), [Minify CSS](#), [Avoid CSS @import](#), [Make landing page redirects cacheable](#), [Minimize redirects](#), [Prefer asynchronous resources](#), [Minify JavaScript](#), [Defer parsing of JavaScript](#), [Minify HTML](#), [Specify a cache validator](#), [Specify a character set](#), [Optimize the order of styles and scripts](#), [Specify a Vary: Accept-Encoding header](#)
- **Rules without suggestions.** There are no suggestions for these rules, since this page already follows these best practices. Good job!

ASK YOUR DEVELOPER!

XML Sitemaps



XML Sitemap

This is a XML Sitemap which is supposed to be processed by search engines like [Google](#), [MSN Search](#) and [YAHOO](#).

It was generated using the Blogging-Software [WordPress](#) and the [Google Sitemap Generator Plugin](#) by [Arne Brachhold](#).

You can find more information about XML sitemaps on [sitemaps.org](#) and Google's [list of sitemap programs](#).

URL	Priority	Change Frequency	LastChange (GMT)
http://www.anvilmediainc.com/	100%	Daily	2012-04-13 22:23
http://www.anvilmediainc.com/search-engine-marketing-resources/search-engine-marketing-articles	60%	Weekly	2012-05-08 03:03
http://www.anvilmediainc.com/news/press-releases/pixie-project-donation-release	60%	Weekly	2012-05-03 18:43
http://www.anvilmediainc.com/about/community	60%	Weekly	2012-05-03 18:41
http://www.anvilmediainc.com/about/team	60%	Weekly	2012-05-02 22:43
http://www.anvilmediainc.com/about/team/vael-livneh	60%	Weekly	2012-05-02 22:43
http://www.anvilmediainc.com/news/coverage	60%	Weekly	2012-05-02 22:38
http://www.anvilmediainc.com/clients/full-client-list	60%	Weekly	2012-05-02 22:32
http://www.anvilmediainc.com/about/team/leisa-hall	60%	Weekly	2012-04-27 18:20
http://www.anvilmediainc.com/about/team/rachel-freeman	60%	Weekly	2012-04-27 18:18
http://www.anvilmediainc.com/news/events	60%	Weekly	2012-04-27 15:44
http://www.anvilmediainc.com/contact-us	60%	Weekly	2012-04-18 18:05
http://www.anvilmediainc.com/contact	60%	Weekly	2012-04-18 18:01
http://www.anvilmediainc.com/clients	60%	Weekly	2012-04-16 18:03
http://www.anvilmediainc.com/about/team/kent-lewis	60%	Weekly	2012-04-11 22:03

Robots.txt

```
www.sema.org/robots x
www.sema.org/robots.txt

# $Id: robots.txt,v 1.7.2.2 2008/02/25 02:18:25 drumm Exp $
#
# robots.txt
#
# This file is to prevent the crawling and indexing of certain parts
# of your site by web crawlers and spiders run by sites like Yahoo!
# and Google. By telling these "robots" where not to go on your site,
# you save bandwidth and server resources.
#
# This file will be ignored unless it is at the root of your host:
# Used:    http://example.com/robots.txt
# Ignored: http://example.com/site/robots.txt
#
# For more information about the robots.txt standard, see:
# http://www.robotstxt.org/wc/robots.html
#
# For syntax checking, see:
# http://www.sxw.org.uk/computing/robots/check.html

User-agent: *
Crawl-delay: 10
# Directories
Disallow: /database/
Disallow: /includes/
Disallow: /misc/
Disallow: /modules/
Disallow: /sites/
Disallow: /themes/
Disallow: /scripts/
Disallow: /updates/
Disallow: /profiles/
# Files
Disallow: /xmlrpc.php
Disallow: /cron.php
Disallow: /update.php
Disallow: /install.php
Disallow: /INSTALL.txt
Disallow: /INSTALL.mysql.txt
```

No. 4

Get Your Link Development On

What Is A Link?

Anything on the **Internet** that, when ***clicked*** on, sends you to another website.

Types of Links

The image shows a screenshot of the Yahoo! homepage from March 29, 2010. Red boxes and arrows highlight various types of links:

- Image Link:** A red box labeled "Image Link" points to a trending item "10. Citigroup" in the "TRENDING NOW" section.
- Text Links:** A red box labeled "Text Links" points to the "MY FAVORITES" sidebar, which includes links like "View Yahoo! Sites", "Yahoo! Mail", "Autos", "Facebook", "Finance", "Games", "HotJobs", "Messenger", "Movies", "Personals", "Shopping", "Sports", "Updates", "Weather", "Travel", "Deal Of The Day", "Shine", "Horoscopes", and "MySpace".
- Image Link:** A red box labeled "Image Link" points to a featured article titled "Do's and don'ts of loading a dishwasher" with a photo of a person loading a dishwasher.
- Text Links:** A red box labeled "Text Links" points to a news article titled "Nine tied to militia charged in plot to kill U.S. police officers" under the "NEWS" section.
- Image Link:** A red box labeled "Image Link" points to a "Bank of America" advertisement for "Online Bill Pay" featuring a red arrow graphic.

The page layout includes a top navigation bar with "Web", "Images", "Video", "Local", "Shopping", and "More". A search bar with a "Web Search" button is also present. The "TRENDING NOW" section lists various topics like Chechnya, Passover, Sean Penn, Volvo, Undercover Boss, Elin Nordegren, WrestleMania, Mary McCormack, Gollaz, and Citigroup. The "Celeb duos people are talking about" section features images and names of celebrities like Kim Kardashian, Reggie Bush, Sandra Bullock, Jesse James, Jennifer Love Hewitt, Jamie Kennedy, Tiger Woods, and Elin Nordegren. A "Mortgage rates low as 3.32% APR" advertisement is also visible at the bottom right.

Link Attributes

Anchor Text: The text that, when clicked on, links to another website. Images don't have anchor text.

The anchor text in this link is “ROI Revolution”

3. Google Analytics Report Enhancer

This Greasemonkey script from Jeremy over at [ROI Revolution](#) adds a ton of additional data to your reports – including the raw number of conversions (instead of just a percentage) as well as conversion revenue.

If you've worked with GA for eCommerce sites you know that having this data in separate reports can drive you nuts. This script pulls them all in.



Nofollow: Only visible in website code. Tells search engines NOT to pass any “link” value.

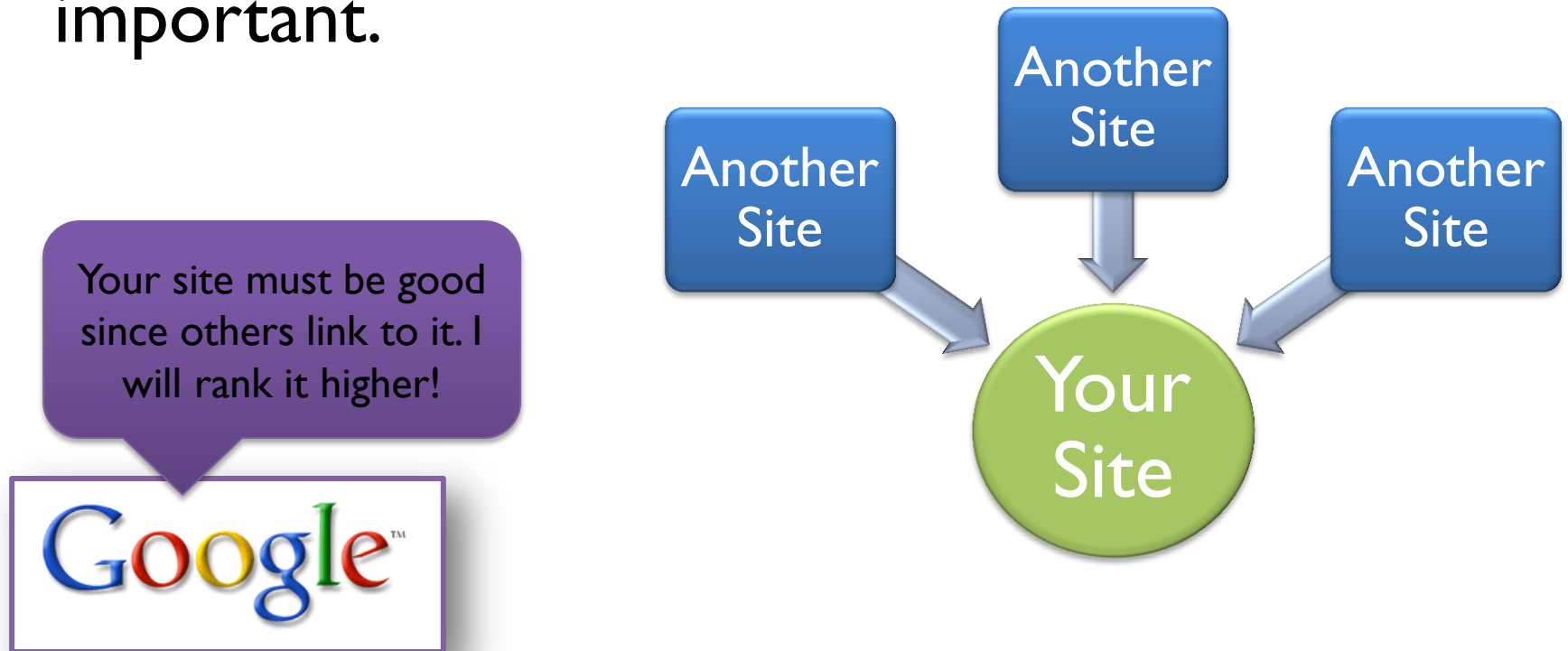
WHY ARE LINKS IMPORTANT?

Links Help Your
Website Rank Higher
Than Your Competitors

Why Do Search Engines Care About Links?

Links are a “vote” for your website

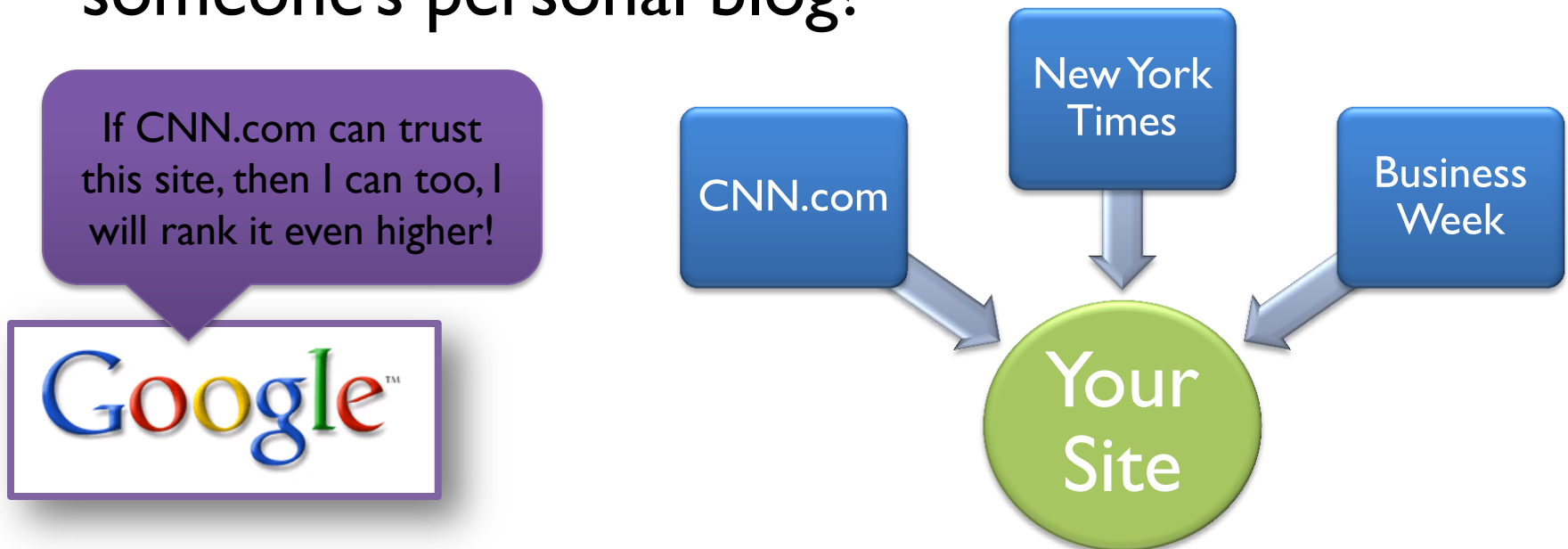
Each site that links to you tells the search engines that your site must be useful and important.



Why Do Search Engines Care About Links?

They help search engines understand that you're important

Which looks more important: a site with a link from cnn.com, or a site with a link from someone's personal blog?



Why Do Search Engines Care About Links?

Links help tell the search engines what your site is about

The anchor text helps search engines know

Example: This link will take you to the [How to make a website](#) page.



How to build a web page - HTML Codes, Tags and Tutorials

How to build a web page – HTML Codes, Tags and Tutorials So you want to learn a little HTML? Good on you. There are 2 things every website owner needs to look at before being able to get a website online.

- [Website Hosting](#)
- [Register a domain name](#)

I'm going to rank this site for "how to make a website" since that's what the link says.

More Links x Quality =
Rank Higher

Link Building vs. SEO

SEO

Tells Search Engines, In Their Own Language,
Which Keywords To Rank Your Website For

Link Building

Increases Your Rankings For Chosen Keywords

No. 5

**Don't Forget SOCIAL is
Important for SEARCH**

“Yes, I can confirm that we do use Twitter & Facebook links in our web search rankings.”

Matt Cutts
Google Search Quality Team

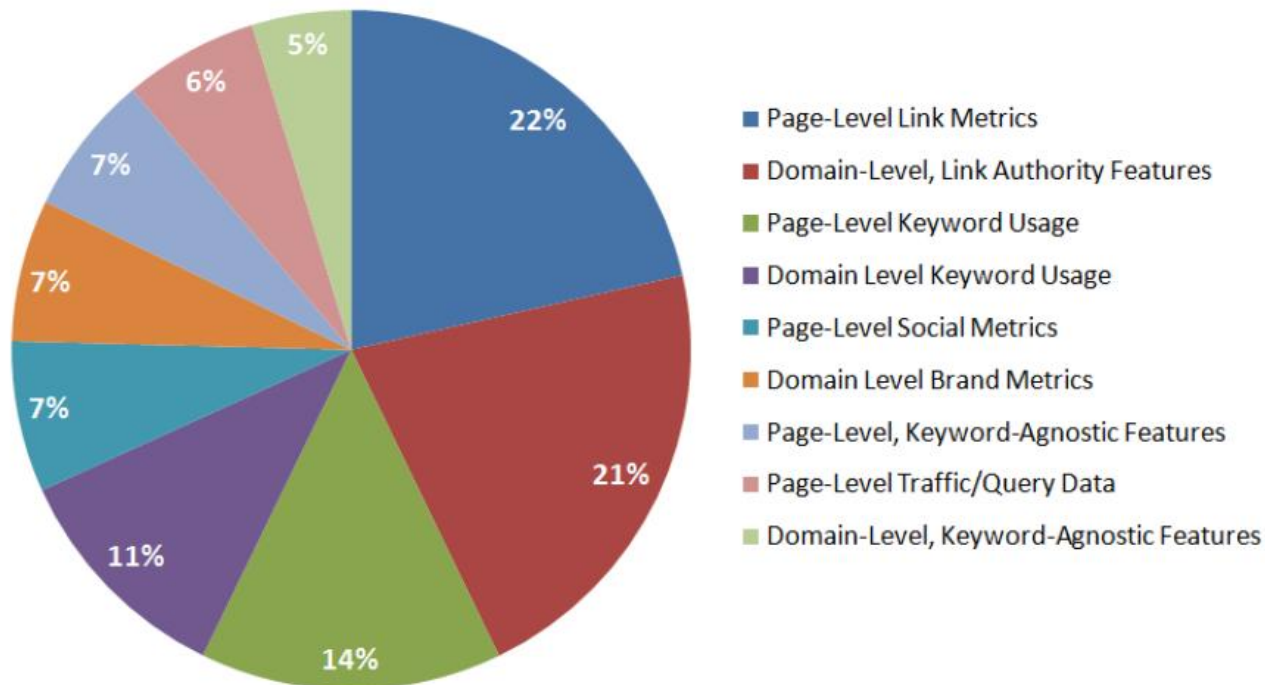


Overall Ranking Algorithm: SEOmoz



Search Ranking Factors Survey 2011

(preliminary data)



In 2011, link-based factors (page and domain-level) have shrunk in the voters' minds to only ~45% of algorithmic components. Note: because the question options changed slightly (and more options were added), direct comparison may not be entirely fair.

Google Plus Your World

- Keyword > You
- Google+ content
- Social signals & behavior

Google anvil media

Search 170 personal results and 9,840,000 other results (0.40 seconds)

Everything

Anvil Media Inc. - Leading Search Marketing Agency Ad - Why this ad?

Agency | **Anvil Media** | Portland, OR

any. Increase visibility, rankings and ROI with **anvil media** marketing services.

Contact
Contact **Anvil Media** for Search Engine Marketing and Search ...

Kent Lewis | **Anvil Media Inc.**
Lewis founded digital marketing agency **Anvil Media**, Inc. in ...

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<https://plus.google.com/114460069090424279> +1
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Nick Footer shared this on Google+ - Dec 20, 2011 - Limited

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Google anvil media

Search About 8,810,000 results (0.19 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Portland, OR
Change location

All results
Related searches
More search tools

Anvil Media Inc. - Leading Search Marketing Agency Ad - Why this ad?

www.anvilmediainc.com
Download Our PPC White Paper

Search Engine Marketing (SEM) Agency | Anvil Media | Portland, OR
www.anvilmediainc.com/
A premier search engine marketing company. Increase visibility, rankings and ROI with **Anvil's** SEO, PPC management and social **anvil media** marketing services.

About
Anvil Media was founded by Kent Lewis to provide search engine ...

Careers
Current looking for work in the search engine marketing ...

Team
With over 20 years of collective experience, the senior ...

Contact
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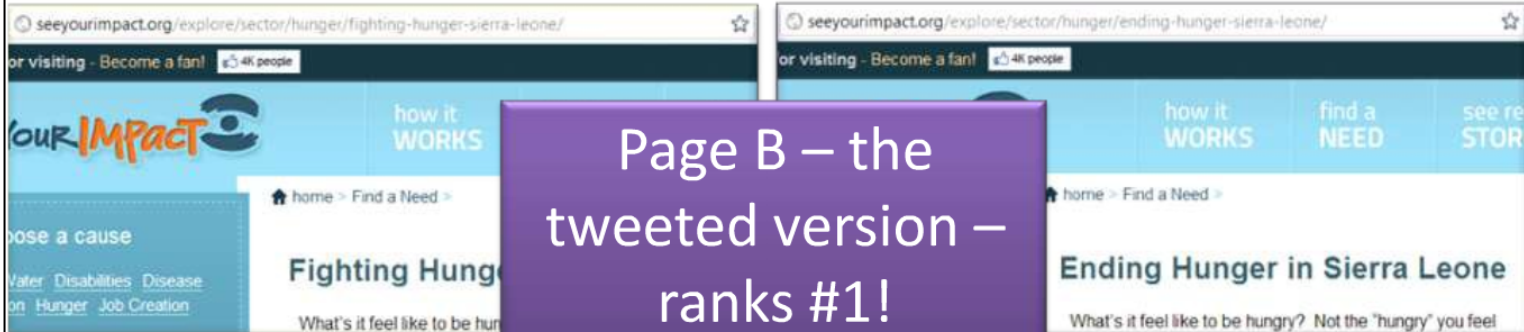
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Pages similar to **www.anvilmediainc.com**
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MEDIA forte marketing - MEDIA forte marketing delivers ... - mediafortemarketing.com



Social Signals

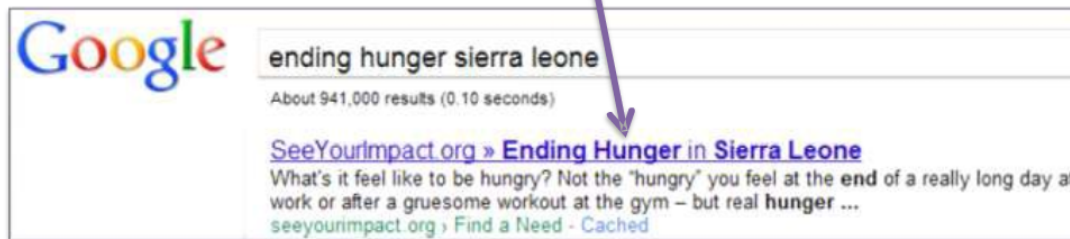


Page A

646 links from 36 root domains
2 tweets

Page B

1 link from 1 root domain
522 tweets



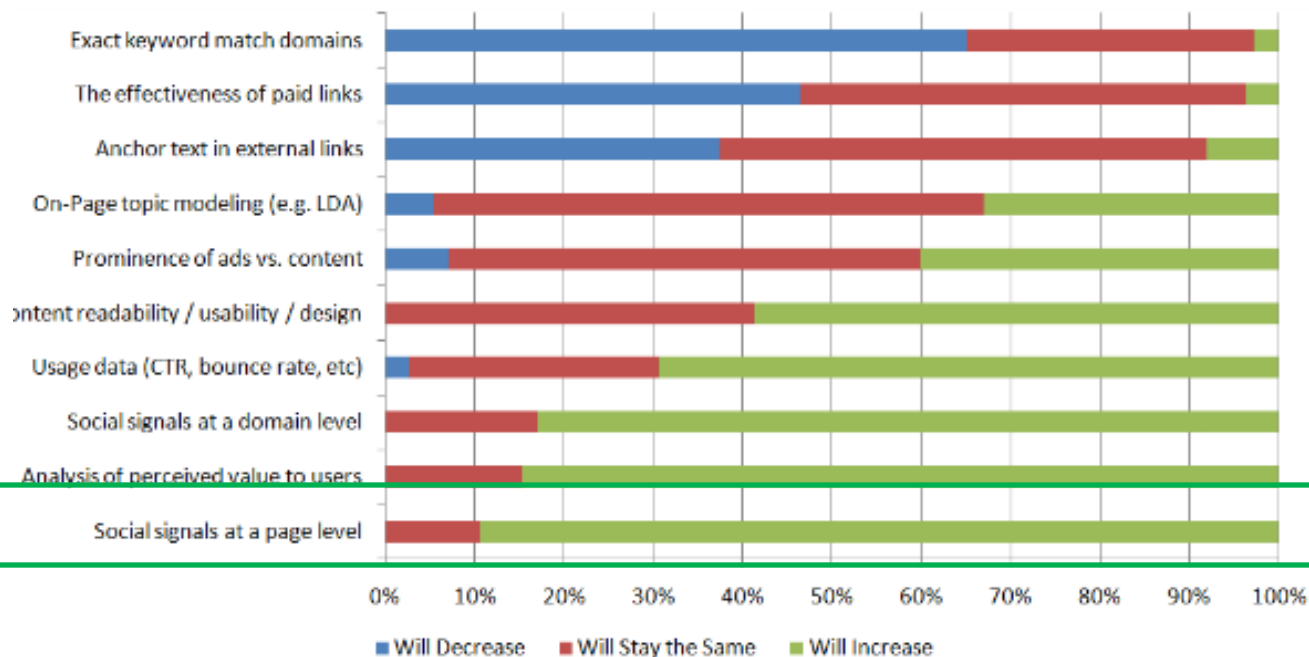
<http://www.seomoz.org/blog/how-do-tweets-influence-search-rankings-an-experiment-for-a-cause>



Future Ranking Factors



What Do SEOs Believe Will Happen w/ Google's Use of Ranking Features in the Future?



While there was some significant contention about issues like paid links and ads vs. content, the voters nearly all agreed that social signals and perceived user value signals have bright futures.

No. 6

Tracking Your SEO Success (and failure)

4 Steps to Tracking Organic Effectiveness

1. Determine how your site is **INDEXED**
2. Determine how your site is **RANKING**
3. Determine how much **TRAFFIC** is being driven
4. Determine how **RANKINGS & TRAFFIC** are related

Diagnostic Tools

- There are many tools available to help diagnose site issues and visitor behavior – many of which are free.
 - Site traffic and behavior: Google Analytics
 - Developer issues: Google Webmaster Tools, PageSpeed.GoogleLabs.com, BrowserShots.org
 - Competitive data: Compete.com, SpyFu.com
 - SEO Analysis: SEOmoz Pro

Rankings Review: Step 1

How do you determine that the site is indexed?

[Google Webmaster tools](#) (via Sitemap.xml feed)



The screenshot shows the Google Webmaster Tools interface for Sitemaps. On the left is a navigation menu with links: Dashboard, Site configuration, Sitemaps (selected), Crawler access, Sitelinks, Change of address, Settings, Your site on the web, Diagnostics, and Labs. The main content area is titled 'Sitemaps' and includes instructions to submit a sitemap. Below this, 'Sitemap stats' show 500 total URLs and 270 indexed URLs. A 'Submit a Sitemap' button is present. A table lists submitted sitemaps, with one entry for 'sitemap.xml' showing a status of 'Error' (red X) and a download date of 'Oct 9, 2009'. The table has columns for Filename, Status, Format, Downloaded, URLs submitted, and Indexed URLs. The 'URLs submitted' and 'Indexed URLs' columns for the 'sitemap.xml' row are highlighted with a green box, showing values of 500 and 270 respectively. Below the table are buttons for 'Delete' and 'Resubmit', and links to 'Download this table' and 'Download data for all sites'.

[Dashboard](#)

[Site configuration](#)

Sitemaps

[Crawler access](#)

[Sitelinks](#)

[Change of address](#)

[Settings](#)

[Your site on the web](#)

[Diagnostics](#)

[Labs](#)

Sitemaps

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

Sitemap stats
Total URLs: 500
Indexed URLs: 270

[+ Submit a Sitemap](#)

Show submissions: **Mine (1)** - [All \(1\)](#)

Filename	Status	Format	Downloaded	URLs submitted	Indexed URLs
☐ sitemap.xml		Sitemap	Oct 9, 2009	500	270

[Delete](#) [Resubmit](#)

[Download this table](#)

[Download data for all sites](#)

Google Webmaster Tools – Sitelinks

- > Additional pages in the search results
- > Block pages to ensure most important are showing



Sitelinks Last updated Oct 12, 2009

[Product Features](http://www.documentlocator.com/Products/Product_Features/) - http://www.documentlocator.com/Products/Product_Features/

Block

[Support](http://www.documentlocator.com/Support/) - <http://www.documentlocator.com/Support/>

Block

[Product](http://www.documentlocator.com/Products/) - <http://www.documentlocator.com/Products/>

Block

[Latest Version](http://www.documentlocator.com/latest_version/) - http://www.documentlocator.com/latest_version/

Block

Google Webmaster Tools – Links to Your Site

- > # of total inbound links by site page
- > Top anchor text from inbound links

Links to your site

[Anchor text](#)

Find links to: <http://www.documentlocator.com/>

Find

Page	Links (731)
http://www.documentlocator.com/	313
default.htm	57
livedemo	50
Solutions/Document_Management	35

[Links to your site](#)

Anchor text

In external links to your site

1. document management system	71. optional features scanning
2. http www documentlocator com default.htm	72. columbiasoft's document locator
3. http www documentlocator com	73. columbiasoft document locator to integrate with autocad
4. document management	74. engineering document management
5. site	75. http www documentlocator com

Google Webmaster Tools – Keywords

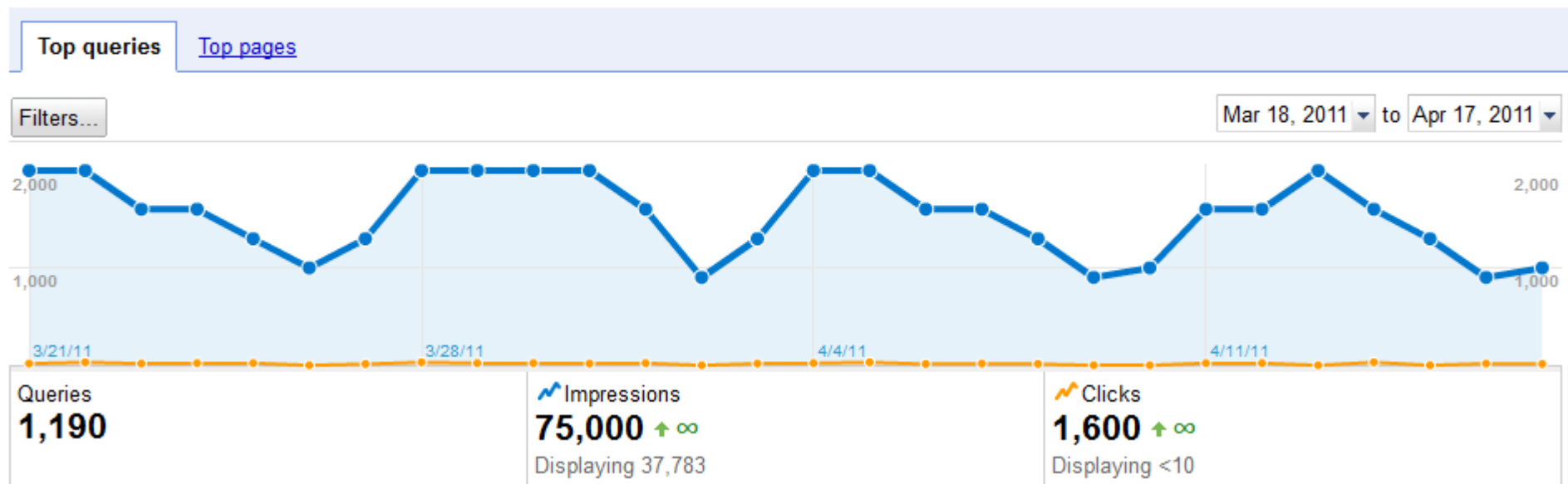
- > Most common keywords Google found crawling your site
- > Determine if you need to adjust your content

Keyword	Significance
1. ipad (3 variants)	
2. cases (2 variants)	
3. kindle (2 variants)	
4. maroo (2 variants)	
5. new (2 variants)	
6. keyboard	
7. bumper (2 variants)	
8. accessories (2 variants)	
9. blog (2 variants)	
10. apple (2 variants)	

Google Webmaster Tools – Impressions

- > Estimated number of organic impressions your site receives
- > Determine if you should rewrite meta description tags based on click through rate

Search queries



Google Webmaster Tools – Diagnostics

> Crawl Errors

- > Shows issues Google had when crawling your site:
HTTP, broken URLs, timed out or restricted
- > Also shows mobile errors

Issues Google encountered when crawling your site.

Web [Mobile CHTML](#) [Mobile WML/XHTML](#)

Show URLs: [HTTP](#) - [In Sitemaps](#) - [Not followed](#) - [Not found](#) - [Restricted by robots.txt](#) - [Timed out](#) - [Unreachable](#)

URL	Detail	Detected
-----	--------	----------

Google Webmaster Tools – Diagnostics

- > HTML Suggestions
 - > Uncovers any content issues
 - > Duplicate Title/Meta tags

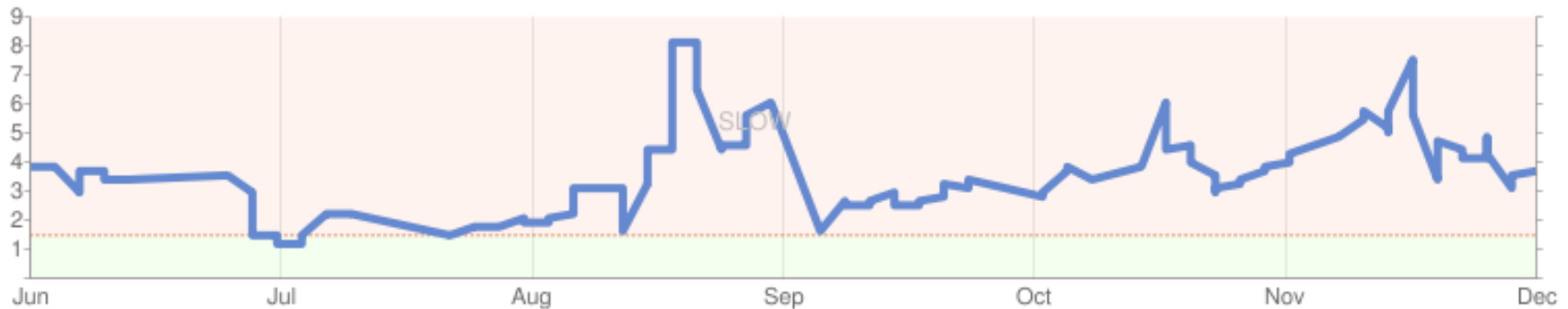
Title tag	Pages
Missing title tags	1
Duplicate title tags	0
Long title tags	0
Short title tags	0
Non-informative title tags	0

Meta description	Pages
Duplicate meta descriptions	0
Long meta descriptions	0
Short meta descriptions	7

Google Webmaster Tools – Site Performance

Performance overview

On average, pages in your site take **3.7 seconds to load** (updated on Dec 1, 2011). This is **slower than 62% of sites**. These estimates are of **low accuracy** (fewer than 100 data points). The chart below shows how your site's average page load time has changed over the last few months. For your reference, it also shows the 20th percentile value across all sites, separating slow and fast load times.



Rankings Review: Step 2

Once indexed, how do you tell how the site ranks?

[Rank Checker](#)

WebCEO

1. Site rankings

2. Indexed pages

3. Competitors' rankings

4. Competitors' indexation

5. Ranking score

6. SE result snippets

Quick navigation:

portland attractions

portland hotels

portland oregon

portland restaurants

portland tours

This report shows the positions of your website in the the search engine results

All results

Keyword	Google	Yahoo!	MSN
portland attractions	1	1	1
portland hotels	19 (▲ 1)	22 (▲ 2)	-
portland oregon	2 (▼ 1)	2 (▲ 1)	1
portland restaurants	11 (▲ 1)	3	-
portland tours	11 (▼ 4)	7 (▼ 1)	3

Phrase/pages	Google	MSN	Yahoo!
portland oregon	2 (▼ 1) Portland Oregon Tourist & Vacation Information - Travel Portland Travel Portland is your source for Portland tourist and vacation information, including hotels, restaurants and local portland events and attractions.	1 Portland Oregon Tourist & Vacation Information - Travel Portland Travel Portland is your source for Portland tourist and vacation information, including hotels, restaurants and local portland events and attractions.	2 Portland Oregon Tourist & Vacation Information - Travel Portland
visitors/	3 (▼ 1) Portland Visitors & Tourist Information - Travel Portland Maybe you've heard that the city of Portland, Oregon, has been proclaimed as North America's "Best Big City," according to Money magazine. ...		9 (▼ 1) Portland Visitors & Tourist Information - Travel Portland

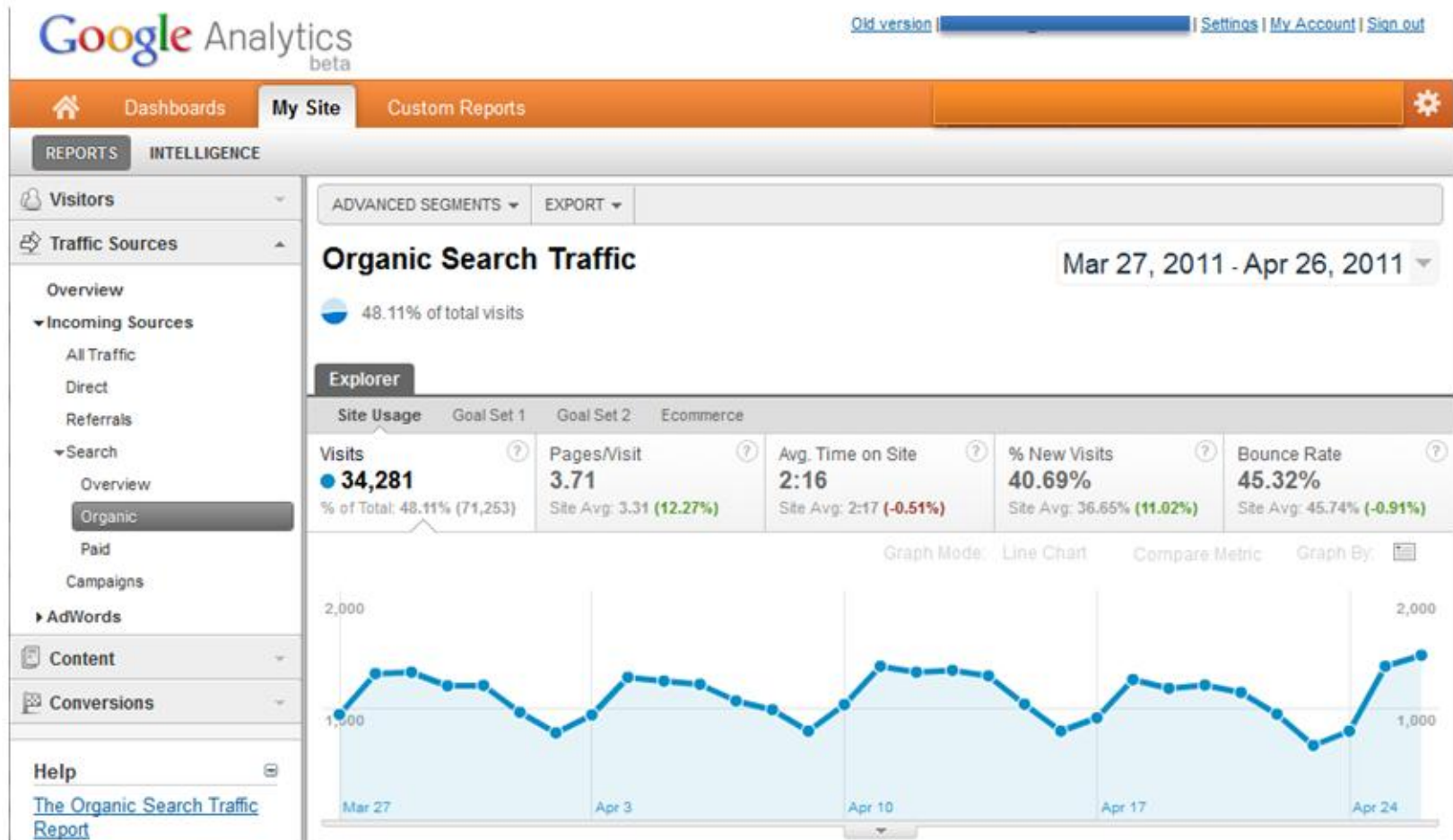


Google Analytics 101

- Enterprise-level analytics software for free
- Quick and Easy to install on HTML websites
- In-Depth Community Support
- [Seminars for Success](#)
- [Conversion University](#)
- [Google Analytics YouTube Channel](#)
- [Google Analytics Authorized Consultants](#)

Rankings Review: Step 3

Once ranking, how much traffic is being driven?

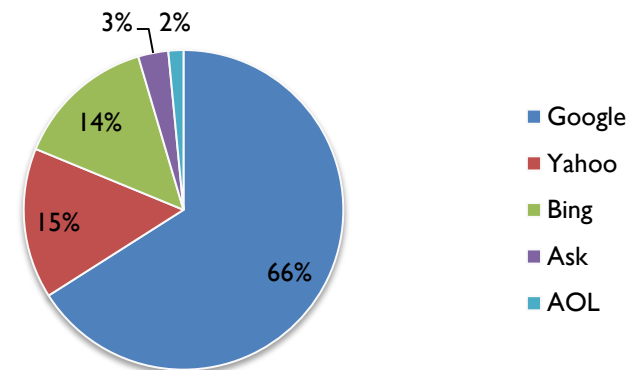


Traffic by Search Engine

Viewing: [Keyword](#) **[Source](#)** [Landing Page](#) [Other](#) ▾

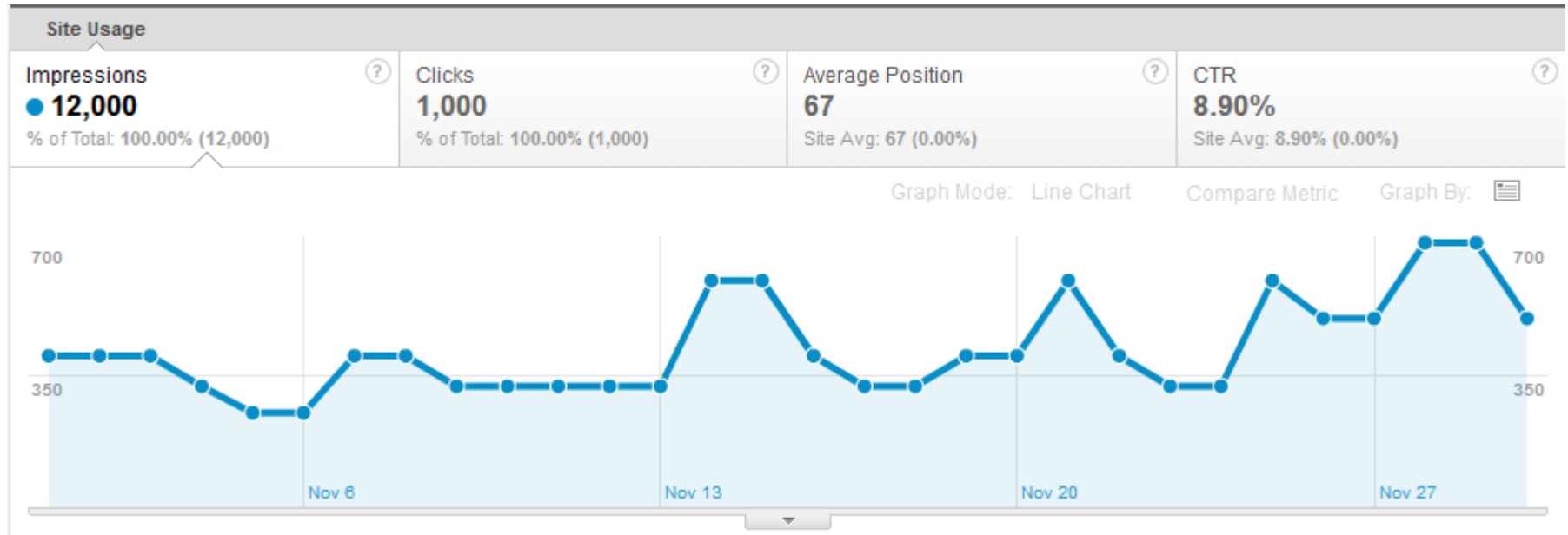
Secondary dimension: Select...		Search		View: Table	1 - 10 of 13 Previous Next	
	Source	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
☐ 1.	google	29,252	3.63	2:14	39.50%	46.71%
☐ 2.	bing	2,694	4.31	2:23	47.77%	33.18%
☐ 3.	yahoo	1,798	3.91	2:22	44.77%	42.49%
☐ 4.	search	206	3.68	2:21	61.65%	33.50%
☐ 5.	aol	165	5.44	3:48	45.45%	38.79%
☐ 6.	ask	137	4.70			
☐ 7.	baidu	11	2.73			

Search Engine Share



ComScore October 2011

Organic Impressions



Impressions by Google Property

Viewing: [Country](#) **Google Property**

Secondary dimension: Select...				advanced	View:	1 - 4 of 4		
Google Property		Impressions	↓	Clicks	CTR			
1.	Web	22,000		2,000	8.99%			
2.	Image	8,000		35	0.45%			
3.	Mobile (smartphone)	2,000		170	7.75%			
4.	Video	< 10		< 10	0.00%			

Impressions by Location

Secondary dimension:

Select... ▾

Q

advanced

View:

Grid ▾

1 - 10 of 143

<

>

	Country	Impressions	↓	Clicks	CTR
1.	United States	18,000		1,000	6.21%
2.	United Kingdom	1,600		320	18.69%
3.	Australia	500		30	6.74%
4.	Canada	500		70	15.42%
5.	France	500		35	6.50%
6.	Germany	500		35	6.74%
7.	Netherlands	500		50	8.90%
8.	Brazil	400		< 10	2.37%
9.	Italy	400		< 10	1.45%
10.	New Zealand	400		12	3.04%

Traffic by Keyword

Viewing: **Keyword** Source Landing Page Other ▾

Secondary dimension:

Search ▾

View: 

1 - 10 of 359



	Keyword	Visits	↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
☐ 1.	anvil media			3.04	2:47	64.65%	33.84%
☐ 2.	kent lewis			3.42	3:12	46.15%	57.69%
☐ 3.	kent lewis 7ps of business			4.38	6:14	0.00%	3.85%
☐ 4.	anvil portland			2.71	2:40	66.67%	23.81%
☐ 5.	anvil media inc			2.60	44 sec.	53.33%	33.33%
☐ 6.	social media profile resume			1.00	0 sec.	0.00%	100.00%
☐ 7.	Anvil Media			2.92	3:40	76.92%	46.15%
☐ 8.	anvil marketing			4.08	1:40	75.00%	33.33%
☐ 9.	measuring search engine marketer employee			1.08	1:56	0.00%	91.67%
☐ 10.	anvil media portland			2.91	45 sec.	100.00%	36.36%

Top Landing Pages

Visitors

Overview

Demographics

Behavior

Technology

Traffic Sources

Content

Overview

Site Content

Pages

Content Drilldown

Landing Pages

Exit Pages

Site Search

Events

AdSense

ADVANCED SEGMENTS

EXPORT

Landing Pages

Non-paid Search Traffic 43.28% of total entrances

Secondary dimension: Select...

Search

View:

1 - 10 of 140

< >

	Landing Page	Entrances	Bounces	Bounce Rate
1.	/		144	34.53%
2.	/about/team/kent-lewis		17	53.12%
3.	/search-engine-marketing-resources/free-white-papers		8	25.81%
4.	/search-engine-marketing-resources/search-engine-marketing-articles/online-reputation-management-article		15	65.22%
5.	/search-engine-marketing-resources/search-engine-marketing-articles/social-media-resume-development		20	95.24%
6.	/clients/case-studies/provenance-social-media-case-study		17	85.00%
7.	/search-engine-marketing-resources/free-white-papers/seo-white-paper		10	71.43%
8.	/search-engine-marketing-resources/search-engine-marketing-articles/increase-contact-form-conversion-rate		12	100.00%
9.	/search-engine-marketing-resources/search-engine-marketing-faq		10	90.91%
10.	/search-engine-marketing-services/services-search-engine-optimization		2	18.18%

Combine Landing Pages & Keywords

Viewing: **Landing Page**

Secondary dimension: Keyword ▾		Search ▾		View: 	1 - 10 of 509	<	>
	Landing Page	Keyword ✕	Entrances	↓	Bounces	Bounce Rate	
1.	/	anvil media			56	35.44%	
2.	/search-engine-marketing-resources/free-white-papers	anvil media			4	16.67%	
3.	/	kent lewis 7ps of business			0	0.00%	
4.	/	anvil portland			5	25.00%	
5.	/	anvil media inc			4	28.57%	
6.	/search-engine-marketing-resources/search-engine-marketing-articles/social-media-resume-development	social media profile resume			14	100.00%	
7.	/about/team/kent-lewis	kent lewis			11	84.62%	
8.	/	Anvil Media			5	41.67%	
9.	/	measuring search engine marketer employee			11	91.67%	
10.	/	anvil marketing			3	27.27%	

Rankings Review: Step 4

- Tie it Together! Rankings + Traffic

Keyword	Google position	Priority	Search Traffic	Ranked Page URL
animation programs	-		201000	
animation program	62		40500	www.animationmentor.com/school/
animation school	3		33100	www.animationmentor.com/
animation course	-		22200	
animation courses	-		18100	
animation college	-		14800	
animation schools	92		14800	www.animationmentor.com/
animation career	70		8100	www.animationmentor.com/report/
animation colleges	184		8100	www.animationmentor.com/company/fact-sheet.html
animation degree	-		8100	
animation university	-		8100	
learn animation	46		8100	www.animationmentor.com/fans/badges/
animation class	194		5400	www.animationmentor.com/school/curriculum.html
animation classes	58		3600	www.animationmentor.com/press/releases/20090803/press-20090803-2.html
career in animation	45		2900	www.animationmentor.com/report/
animation universities	170		1900	www.animationmentor.com/company/fact-sheet.html
online animation school	1		1000	www.animationmentor.com/
best animation school	21		880	www.animationmentor.com/school/
online animation program	7		720	www.animationmentor.com/
learn to animate	-		590	
online animation schools	1		590	www.animationmentor.com/
online animation programs	13		320	www.animationmentor.com/
character animation progra	2		260	www.animationmentor.com/
character animation school	1		73	www.animationmentor.com/

SEO Resources from Tonight's Presentation

www.anvilmediainc.com/mercycorps

SEO Hot Seat Time!