

Let's chat about Search Engine Optimisation

- The practice of designing web pages so that they rank as high as possible in search results from search engines. ...

Also known as Organic Search

Paid Results

Image Results

Organic Results

Google [Advanced Search](#) [Preferences](#)
 Search: the web pages from South Africa

Web Results 1 - 10 of about 2,250,000 for [great white shark photos](#). (0.27 seconds)

331 results stored on your computer - [Hide](#) - [About](#)
 [KwMap of keyword shark d...](#) - [Shark Ecoventures Great white shark cage diving great white shark photos](#) - great white shark photos and shark posters

Image results for [great white shark photos](#)



[great white shark pictures](#) - [great white shark photos](#)
 Phenomenal range of **photos** and pictures of **great white sharks**. Order the r **shark pictures** and **photos** ever taken. A gift with a difference.
www.apexpredators.com/store/showCategoriesProducts.asp?categoryID=6 - [Cached](#) - [Similar pages](#) - [Note this](#)

[great white shark photos and shark posters](#)[shark cage](#)
 We are Chris and Monique Fallows and for over 10 years we have prom awareness of **sharks** worldwide through our **Great White Shark pictur**
www.apexpredators.com/ - 11k - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

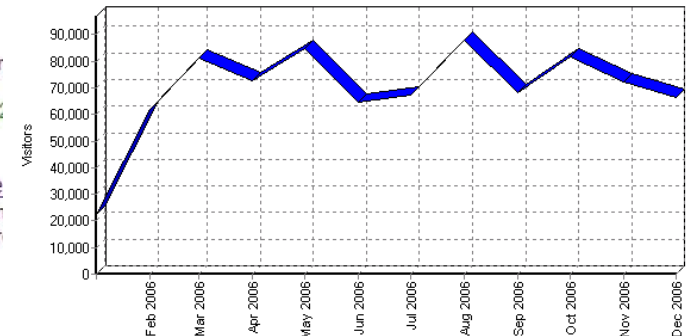
[Shark Diving Cape Town](#)

The Ultimate Thrill. Book online. Guaranteed availability. From R1000
www.Cape-Xtreme.com

[Octopus vs. Shark](#)

See who wins in this footage of a **shark's** fight with an octopus.
NationalGeographic.com

Activity by Month



Who is important?

Google's share is 57%

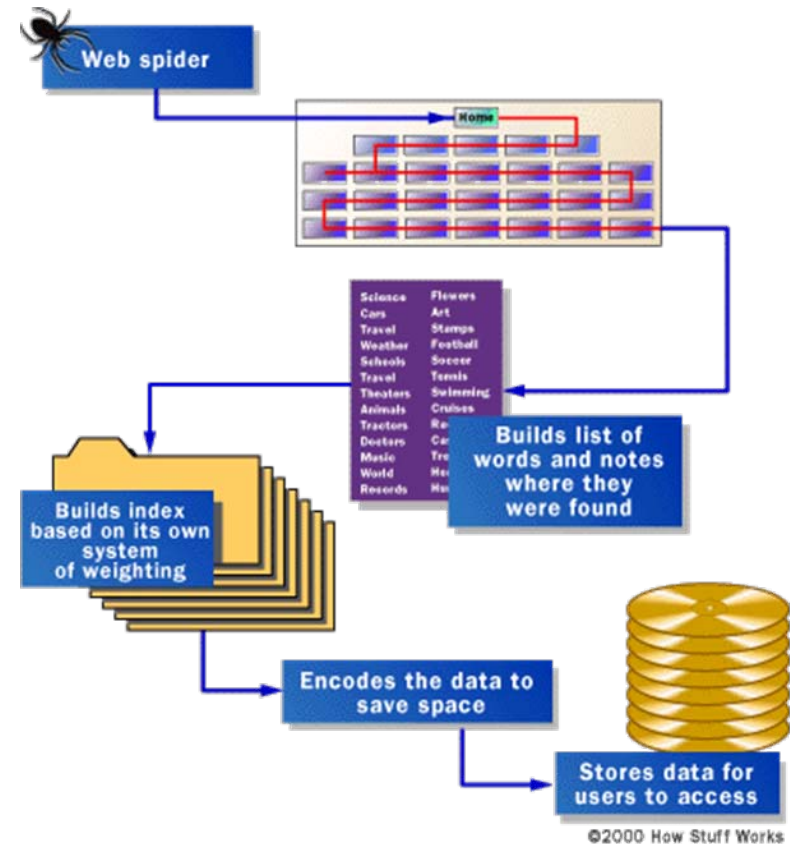
U.S. Core Search Engines by Search Share, September 2007			
Core Search Entity	August 2007 (%)	September 2007 (%)	Point Change
Google sites	56.5	57	0.5
Yahoo sites	23.3	23.7	0.4
Microsoft sites	11.3	10.3	-1.0
Ask Network	4.5	4.7	0.2
Time Warner Network	4.5	4.3	-0.2
Total core search	100.0	100.0	0.0
Notes: 1. Locations include home, work, and universities. 2. Data are based on the five major search engines, including partner searches and cross-channel searches. Searches for mapping, local directory, and user-generated video sites that are not on the core domain of the five search engines are not included in the core search numbers.			
Source: comScore, 2007			

Does Google recommend working with companies that offer to make my site Google-friendly?

- Google doesn't have relationships with any SEOs
- They don't offer recommendations
- Offers tips that will improve your site
- Tell you what will cause your website to be dropped
- Be wary of SEO firms and web consultants that send you an email out of the blue.
- No one can guarantee a #1 ranking on Google.
- Be careful if a company is secretive or won't clearly explain what they intend to do.
- You should never have to link to an SEO.

How Search Engines Work

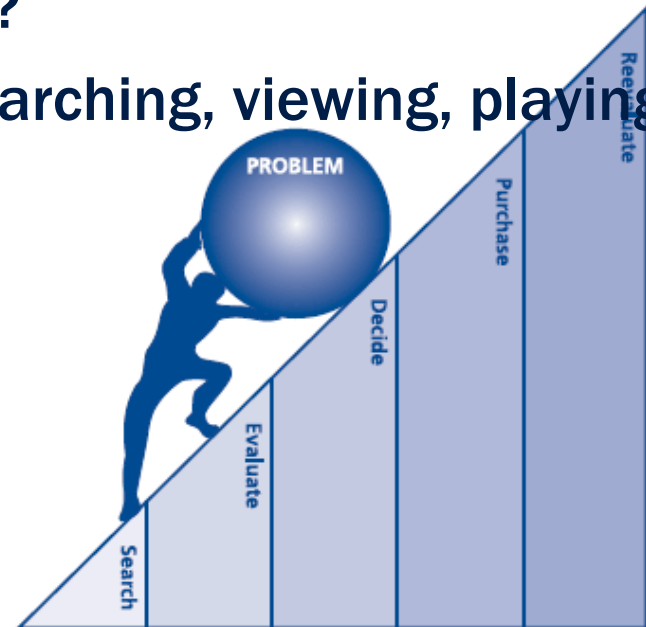
- Spider Bots search the Internet to find web pages
- They read each page they find
- They determine what the page is about
- They index each page



What you need to know?

● Understanding the audience (Personas¹)

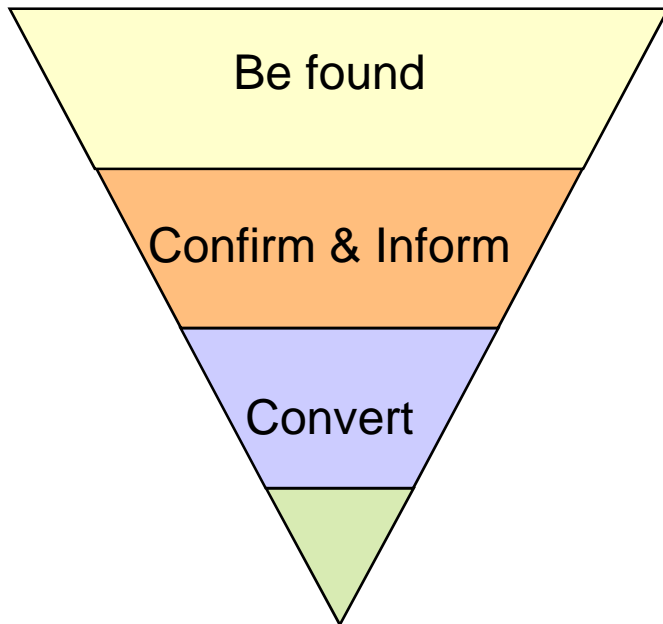
- What are they looking for?
- What are they reading, searching, viewing, playing online?
- What is their process?
 - Research
 - Shop
 - Buy
- What turns them on?



¹ See Waiting for Your Cat to Bark, Bryan & Jeffrey Eisenberg, pg. 105

Persuade your visitors

● Conversion: Funneling Visitors to Action



Can people locate you by your name, Descriptions, goods or services, location?

Let them know they are in the “**right**” place”?

Educate them before you sell them

What are your goals?

what can or should you track online
Purchases? Subscriptions? Contacts?

Target the right keywords

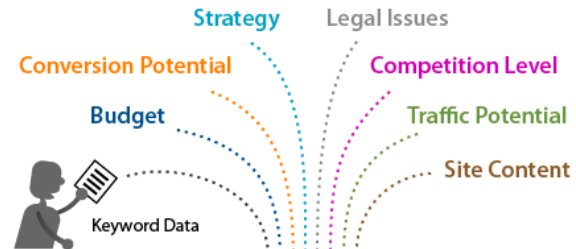
● Keyword research & competitive analysis



Keyword Research (Part 3 of 3)

Analyze comprehensive data along with external factors to create a final keyword list.

- 7** Gather other relevant factors.



- 8** Analyze the factors and generate a final keyword list.



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Track & Measure

apexpredators.com Goals Overview

great white shark pictures - great white shark photos

Phenomenal range of photos and pictures of great white sharks. Order the r shark pictures and photos ever taken. A gift with a difference.
www.apexpredators.com/store/showCategoriesProducts.asp?categoryID=6 - ;
Cached - Similar pages - Note this


great white shark photos and shark posters|shark cage

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www.apexpredators.com/ - 11k - Cached - Similar pages - Note this



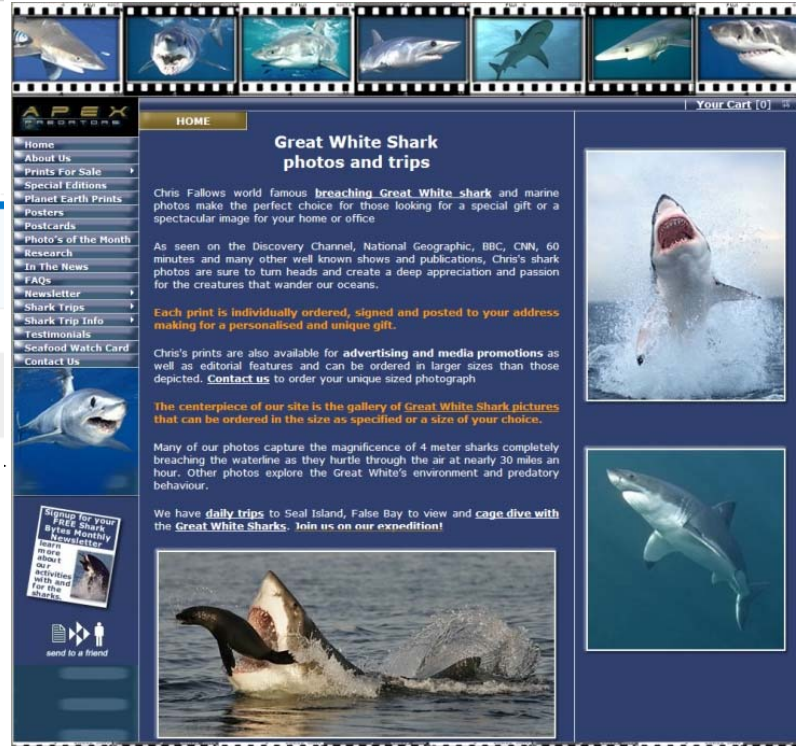
Visitors completed 121 goal conversions

 44 conversions, Goal 1: Subscribe to newsletter

 11 conversions, Goal 2: Order Products - CC


 11 conversions, Goal 3: Order Products OL

 55 conversions, Goal 4: Book a trip



What makes one site rank higher than another?

Web [Images](#) [News](#) [Groups](#) [Books](#) [Mail](#) [more](#) ▼

 [Advanced Search](#)
[Preferences](#)
Search: the web pages from South Africa

Web Results 1 - 10 of about 1,120 for lonehill dentist. (0.28 seconds)

[Painless dentistry treatments Lonehill, Sandton, Johannesburg.](#)

Painless **dentistry** in **Lonehill**, Sandton. Contact Dr Cerny for teeth whitening, cosmetic and restorative **dentistry** and have all your dental treatments done in ...
www.drcerny.co.za/ - 19k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Lonehill Dental Clinic](#)

Painless **dentistry** treatments at **Lonehill** shopping centre.
www.drcerny.co.za/marketing/ozonetreatment.html - 13k - [Cached](#) - [Similar pages](#) - [Note this](#)
[More results from www.drcerny.co.za »](#)

[Teeth Whitening Lonehill Johannesburg health beauty well-being](#)

Have your teeth whitened by a professional **dentist** in **Lonehill**, book your appointment online at www.drcerny.co.za/! Anti spam: Do NOT contact me offering ...
johannesburg.gumtree.co.za/johannesburg/79/20516679.html - 12k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Lone Hill Dental, Glendora, CA - Dentist](#)

Lone Hill Dental is a **Dentist** facility and is located in Glendora, California. ... **Lone Hill** Dental provides **Dentist** services at 1331 South **Lone Hill** Avenue ...
www.wellness.com/dir/2081773/dentist/ca/glendora/lone-hill-dental - 50k - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

[Affordable dentistry](#)

Experience no pain. Affordable dental treatments in **Lonehill**
DrCerny.co.za

Optimised unique content

The screenshot shows a web browser displaying the website for Custom Fitness Concepts. The browser title is "Gyms and Health Clubs Alternative - Windows Internet Explorer". The address bar shows the URL "http://www.customfitnessconcepts.com/". The website content includes a navigation menu with "Home", "Our Services", "About Us", "Careers", and "Fitness Related Links". The main content area features a heading "A great alternative to gyms and health clubs" and a sub-heading "Gyms and health clubs can't match our service". There are three images with captions: "Outdoor Conditioning", "Personal Training", and "Corporate Conditioning". A sidebar contains a newsletter sign-up form and a "Privacy by SafeSubscribe" notice. Annotations with arrows point to various elements: "Title" points to the browser title; "URL" points to the address bar; "Meta Tags" points to the page header area; "Headings" points to the main heading; "Links (with keywords)" points to the navigation menu; "Submissions" points to the main content area; and "Incoming Links" points to a sidebar box listing services like "Outdoor Conditioning", "Corporate Conditioning", "Small Group Training", "Personal Training", and "Programs from Brides and More".



Unique Content is KING!

Submissions

Incoming Links

The Organic SEO Process

● What is a meta-tag?

`<meta id="MetaDescription" name="DESCRIPTION" content="Gyms and health clubs alternative. Fitness, personal trainers, group exercise programs are more convenient than gyms or health clubs because Custom Fitness Concepts comes to your home or office.">`

`<meta id="MetaKeywords" name="KEYWORDS" content="gyms, health clubs, Fitness, personal trainers, customized fitness program, health, wellness, outdoor conditioning, boot camp, group exercise, office workouts, alternative to gyms, northern Virginia, Maryland, Washington dc, Virginia Beach, DotNetNuke, DNI">`

`<meta id="MetaCopyright" name="COPYRIGHT" content="Copyright 2007 Custom Fitness Concepts">`

`<meta name="ROBOTS" content="INDEX, FOLLOW">`

`<meta name="REVISIT-AFTER" content="1 DAYS">`

`<title>`
Gyms and Health Clubs Alternative
`</title>`

[Gyms and Health Clubs Alternative](#)

Gyms and health clubs alternative. Fitness, personal trainers more convenient than gyms or health clubs because Custom www.customfitnessconcepts.com/ - 27k - [Cached](#) - [Similar](#)

[Free Custom Fitness Concepts Class Enroll](#)

Register for a free group training class with Custom Fitness Concepts www.customfitnessconcepts.com/Default.aspx?tabid=1
[More results from www.customfitnessconcepts.com »](#)

Check that you web copy is unique

Copyscape

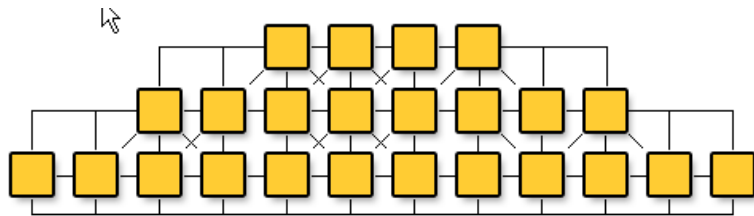
Search for copies of your page on the Web.

PAGE PROTECTED BY **COPYSCAPE DO NOT COPY**

Defend your site with a plagiarism warning banner!

Good internal linking

- Each page supports their parent page's main keyword phrase



Site Map

[Home](#)

[About Us](#)

[Services and Cost](#)

[Teeth Whitening](#)
[Ozone Treatment](#)

[Clinic](#)

[Painless Dentistry](#)

[Download animation on how ozone dentistry works](#)

[Testimonials](#)

[Bookings](#)

[Contact Us](#)

[Subscribe to our Newsletter](#)

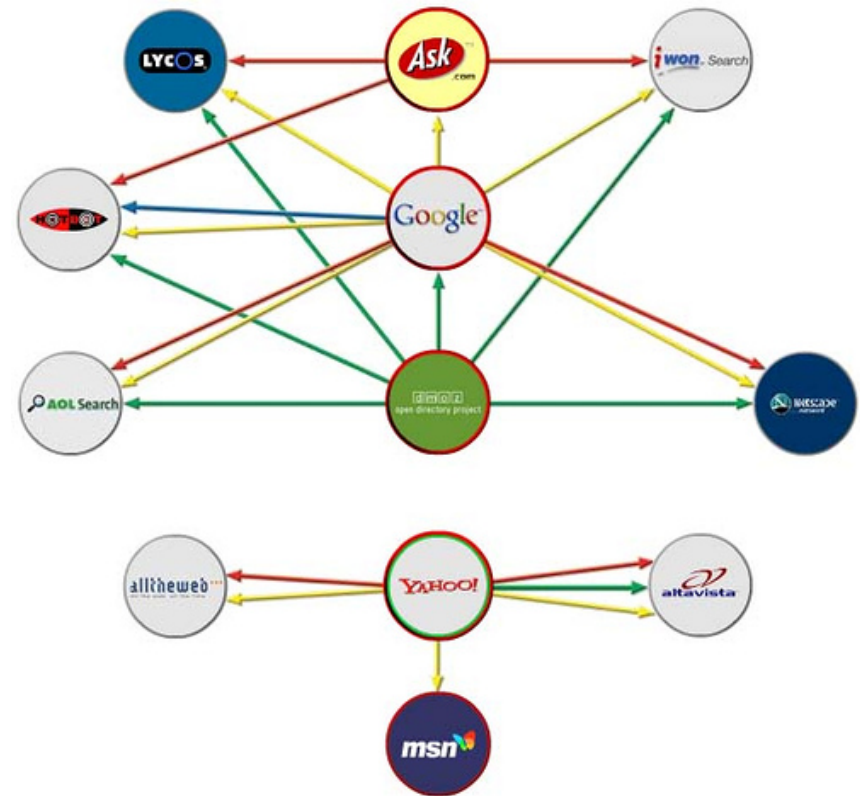
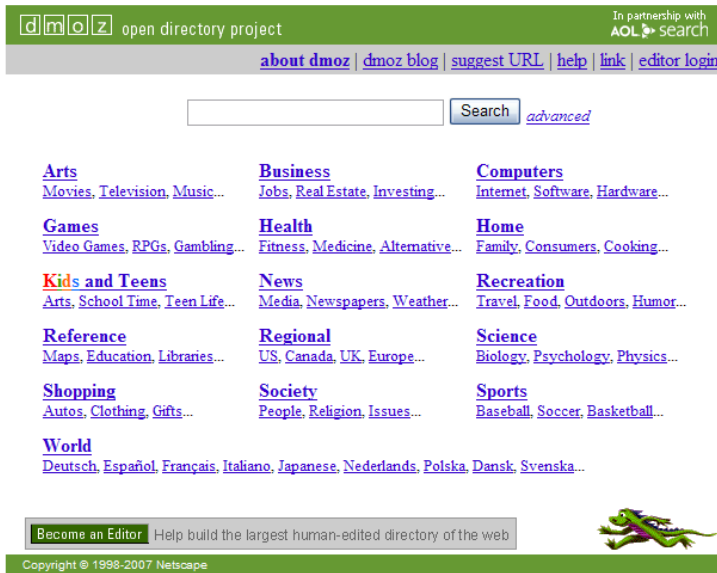
Marketing

[Painless Dentistry](#)
[Ozone Treatment](#)
[Teeth Whitening](#)
[Crowns](#)

How do you get found by Google?

● Submission/Getting Indexed


First Stop: <http://www.dmoz.org/>



How do you know if you have been indexed?

● Search your domain name.

Web [Images](#) [News](#) [Groups](#) [Books](#) [Mail](#) [more](#) ▼

 [Advanced Search](#)
[Preferences](#)
Search: the web pages from South Africa

Web Results 1 - 10 of about 19 from [drcerny.co.za](#).

[Painless dentistry treatments Lonehill, Sandton, Johannesburg.](#)

Painless dentistry in Lonehill, Sandton. Contact Dr Cerny for teeth whitening, cosmetic and restorative dentistry and have all your dental treatments done in ...
[www.drcerny.co.za/](#) - 19k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Painless dentistry Lonehill, Sandton, Johannesburg | New Ozone ...](#)

Dentist in Lonehill, Sandton that delivers dental services at Medical Aid Rates +5%. Contact Dr Cerny for the new Ozone Treatment and all dental services in ...
[www.drcerny.co.za/painlessdentistry.html](#) - 22k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Dental Services Lonehill, Johannesburg | New Ozone Treatment in ...](#)

Dental services in Lonehill, Sandton. Dr Cerny is a dentist in Johannesburg that does the new ozone treatment and all dentistry is charged at Medical Aid ...
[www.drcerny.co.za/dentistryservices.html](#) - 19k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Dental Clinic Lonehill, Sandton, Johar](#)

Dental Clinic in Lonehill, Sandton. Many of o Fourways, Sandton and Kyalami. Contact us
[www.drcerny.co.za/dentalclinic.html](#) - 18k - C

[Dr Cerny | Dentist in Sandton | Newsle](#)

Dentist in Sandton. Receive Dr Cerny's News
[www.drcerny.co.za/newsletter.html](#) - 18k - C

This is **Google's** **cache** of <http://www.drcerny.co.za/> as retrieved on 28 Feb 2008 16:15:25 GMT. **Google's** cache is the snapshot that we took of the page as we crawled the web. The page may have changed since that time. Click here for the [current page](#) without highlighting. This cached page may reference images which are no longer available. Click here for the [cached text](#) only. To link to or bookmark this page, use the following url: <http://www.google.com/search?q=cache:rGXoF35EpscJ:www.drcerny.co.za/+site:drcerny.co.za&hl=en&ct=clnk&cd=1&gl=za>

How do you know if any sites link to yours?

- Put link: in front of the search.



A screenshot of a Google search interface. The search bar contains the text "link:http://www.apexpredators.com" and is highlighted with a red border. A mouse cursor is positioned over the search bar. To the right of the search bar is a "Search" button and two links: "Advanced Search" and "Preferences". Below the search bar, the results section is titled "Web" and shows "Results 1 - 10 of about 29 linking to http://www.apexpredators.com. (".

[Shark Bytes - Shark Newsletter](#)

Photos and pics of great white sharks. Without doubt the most spectacular shark pictures and photos ever taken. Click here now...

www.apexpredators.com/sharkbytes/sbnov04.asp - 23k - [Cached](#) - [Similar pages](#)

[great white shark pictures - great white shark photos](#)

Phenomenal range of photos and pictures of great white sharks. Order the most spectacular shark pictures and photos ever taken. A gift with a difference.

www.apexpredators.com/store/showDetail.asp?categoryID=16&productID=424 - 13k - [Cached](#) - [Similar pages](#)

[Great White Shark Photography](#)

The great white sharks we see and photograph at Seal Island average around 3,5m (11ft) however sharks in excess of 20ft have been seen on rare occasions.

www.apexpredators.com/informationpic.asp - 13k - [Cached](#) - [Similar pages](#)

Summary of SEO

- Google gives guidelines
- Only work with ethical SEOs
- Do your keyword research
- Understand your target audience & their needs
- Build links continuously
- Track & measure