

Search Engine Optimization (SEO): Get Noticed Now!

Panel Discussion

Sunday, February 25th (2:45 pm)

Who We Are

- **Drue Townsend**
 - Sr. VP, Marketing - FASTSIGNS International
- **Dennis Carroll**
 - Information Systems Manager - Volvo CE Rents, Inc.
- **Bobby Lewis**
 - Director, Information Technology – The ServiceMaster Company
- **Jeff Meier**
 - Chief Information Officer – HomeTask Handyman Services

Today, We'll Cover

- The goal of Search Engine Optimization
- SEO today vs. tomorrow
- Resource options for implementing
- What an effective program costs
- And much more...

Class Dynamics

- Panel discussion
 - 4 key class topics answered (marketing and technical sides covered)
 - “Rapid fire” questions from moderator
 - Q & A from audience
- Audience Familiarity with SEO?
 - Veteran vs. using now vs. thinking of doing?

History of SEO

- History
 - Webmasters and content providers began optimizing web sites for search engines in 1996
 - Initially created to search documents; grew to “rules” for how to get noticed on the internet
 - “Spam” an outgrowth of webmasters trying to swamp search engines with information

What is SEO?

- Optimizing the content of a web site so that search engines find you relevant to people using the web “library” for information
 - People who want what you provide will proactively use a search engine; if your site can not be found, you’ll miss out on visitors, and more importantly, sales opportunities

What Is SEO?

- The process of seeking to improve the number and quality of visitors to a web site from natural organic search
 - Measured by how often a visitor using a specific keyword leads to a desired conversion action – such as making a purchase or requesting more information

Where Do SEO Results Appear?

Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

Address <http://www.google.com/search?hl=en&q=pizza> [Advanced Search](#) [Preferences](#)

Results 1 - 10 of about 130,000,000 for **pizza** [definition]. (0.04 seconds)

Domino's Pizza Sponsored Link
Dominos.com \$9.99 Anything Goes Deal-Any Large **Pizza**, Any Toppings, Any Crust.

Pizza Hut - For Fast Delivery, Carry-out or Dine In!
Order **Pizza** Hut **pizza** or WingStreet wings online for delivery or pick-up. Online specials and coupons are always available.
www.pizzahut.com/ - 8k - [Cached](#) - [Similar pages](#)

Domino's Pizza - The Pizza Delivery Experts ®
International chain. Includes menu, international locator, and employment information.
www.dominos.com/ - 36k - [Cached](#) - [Similar pages](#)

Papa John's Delivery or Carryout Pizza - Order Online and have ...
Order Papa Johns **Pizza** online today and have it delivered. Online specials are always available, order at your own pace, open 24 hours and order up to 21 ...
pajohns.com/ - 14k - Jan 25, 2007 - [Cached](#) - [Similar pages](#)

Pizza - Wikipedia, the free encyclopedia
Another form of uncooked **pizza** is available from take and bake pizzerias. ... Except in **Pizza** Hut and other **pizza** franchises, most pizzerias cook the **pizzas** ...
en.wikipedia.org/wiki/Pizza - 86k - [Cached](#) - [Similar pages](#)

The Internet Pizza Server Home Page
A virtual **pizza** server with lots of unusual toppings.
www.ecst.csuchico.edu/~pizza/ - 8k - [Cached](#) - [Similar pages](#)

EverQuest II

Pizza Sponsored Links
Free Garlic Parmesan Breadsticks With a Lg 1-Topping **Pizza** - \$11.99!
www.papajohns.com

Pizza
Find Businesses in Your Area Fast with Easy-to-Use AOL® Yellow Pages
YellowPages.AOL.com

pizza recipe pizzeria
a proven method of baking pizzas
pizza recipes secrets
www.pizzarecipesecrets.com

Local Pizza
Yellow Pages & Local Businesses Local Stores, Restaurants and more
www.livedeal.com/yellowpages

Villa Pizza Franchise
Looking for a **Pizza** Franchise? Opportunities in U.S. & Abroad
www.villapizza.com

Free Pizza Hut Coupon

1:08 Internet

Why Is SEO Important To A Franchisor?

To help people looking to buy a franchise find out more about the franchisor and ultimately, to help the franchisor sell franchises

buy a franchise - Google Search - Microsoft Internet Explorer provided by Fastsigns, Inc.

File Edit View Favorites Tools Help



Address <http://www.google.com/search?hl=en&q=buy+a+franchise>

Sign in

Google

Web Images Video News Maps more »

buy a franchise

Search

Advanced Search
Preferences

Web

Results 1 - 10 of about 5,590,000 for [buy a franchise](#). (0.24 seconds)

[VR Business Brokers](#)

www.vrbigd.com Has sold more businesses in North America than anyone No upfront fees

[Online Directory](#)

[FranchiseGator.com](#) Start a **Franchise** Business Today! 100's of franchises to choose from

[Business Franchise Information](#)

Everything you need to know to **buy a franchise** or turn your business into a **franchise**, plus how to save time and money along the way! ...

www.entrepreneur.com/franzone/guide/index.html - 36k - [Cached](#) - [Similar pages](#)

[Franchise Business Opportunities - IFA is the source for all ...](#)

The International **Franchise** Association is the **franchise** opportunity standard, providing reliable information and resources for **franchise** business ...

www.franchise.org/ - 22k - Jan 25, 2007 - [Cached](#) - [Similar pages](#)

[Ten Good Reasons Not to Buy a Franchise -- Page 1](#)

Thinking about buying a **franchise**? Here are ten reasons why you should consider investing your time and money elsewhere.

www.nolo.com/.../08763271-6276-4E6F-99207042EB70AD8A/canID/C1DDB6FC-F9C3-40CA-8A4D77366ED0D4D5/111/254/ART/ - 45k - [Cached](#) - [Similar pages](#)

[Buy A Franchise](#)

The one stop resource for franchising covering the best tips and sites on the Internet. Learn how to **buy a franchise** opportunity.

sbinformation.about.com/od/franchise/Buy_A_Franchise.htm - 19k - Jan 25, 2007 - [Cached](#) - [Similar pages](#)

Sponsored Links

Sponsored Links

[Franchise Your Business](#)

Programs from \$950
Free Financing, 0% Interest
www.franchise123.com

[Franchise Opportunities](#)

Top Business Opportunities for Sale. Find Yours Today.
www.FranchiseSolutions.com

[Hottest Franchises](#)

Take A Look At Today's Top **Franchise** Opportunities
www.buyafranchise.net

[Texas' Best Franchises](#)

Free, Award-Winning service helps you find Texas' Best Franchises
www.eAuth.com
Dallas-Ft. Worth, TX

[Own a Quiznos Franchise](#)

Quiznos: #2 Best Overall **Franchise** by Entrepreneur. \$25K to Start.
www.QuiznosFranchises.com

Why Is SEO Important To A Franchisee?

To help interested prospects find out more about your store, product or service and to ultimately, get them interested enough to take the next action (whatever that is)

morton grove signs - Google Search - Microsoft Internet Explorer provided by Fastsigns, Inc.

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print Word Pad Notepad Internet Options

Address <http://www.google.com/search?hl=en&q=morton+grove+signs> Go Links

Web Images Video News Maps more »

Google Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 955,000 for **morton grove signs**. (0.16 seconds)

FASTSIGNS® Morton Grove Sponsored Link
www.fastsigns.com/29 Custom signs for every need 847-967-7222

Local results for **signs** near **Morton Grove, IL 60053**

- [ABC Stork Etc Lawn Sign Rntl](#) - 0.5 miles SE - 8434 Austin Ave - (847) 965-2229
- [Classic Design Awards Inc](#) - 0.4 miles S - 6128 Lincoln Ave - (847) 470-0855
- [Fontastic Signage Inc](#) - 0.2 miles NE - 8935 Moody Ave - (847) 965-8685

Sign Company in Morton Grove, IL - Morton Grove Sign Maker ...

Whether you need signs that direct, promote or inform, FASTSIGNS® Morton Grove can do it all. We provide a wide range of alternatives including banners, ...
www.fastsigns.com/29 - 55k - [Cached](#) - [Similar pages](#)

J & D Instant Signs, Morton Grove, IL 60053

Is J & D Instant Signs your business? Network with other local businesses in Morton Grove, IL to bring new customers and increase visibility in your ...
www.merchantcircle.com/business/J.And.D.Instant.Signs.847-965-2800 - 25k - [Cached](#) - [Similar pages](#)

Morton Grove Apartments

Free search for Morton Grove apartments and homes for rent with Rent.com, ... Rent.com each month for a place to live and new renters sign up every day, ...
www.rent.com/rentals/illinois/chicago-and-vicinity/morton-grove/ - 27k - [Cached](#) - [Similar pages](#)

Oakley Signs & Graphics Inc, Morton Grove, IL on MacRAE's Blue ...

Morton Grove, IL , 60053-3209 Address Map Phone: 847-966-5300 FAX: 847-966-5440
Products Description: Manufacture signs & advertising specialties

Vital Signs USA Sponsored Links
Interior and exterior signs and graphics in the Chicago area.
www.vitalsignsusa.com
Chicago, IL

We Do Custom Signs
Latest Technology/Jobs Big & Small. Banners, Box Signs, Logos & More
www.signarama.com/60077
Chicago, IL

Signs at BuildASign.com
Design & Order Custom Signs Online. Easy 3 Step Process. Order Now!
www.BuildASign.com

Signs Now
Professional Signs and Graphic Solutions. Stand out Now
www.signsnow.com

Quality Signs
Interior & Exterior Signage Serving Chicago Since 1894
www.hmwitt.com

start 3 Inter... Tracking... 4 Micr... 2 First... Microsoft... 8:29 AM

Topic 1: Goal of SEO

- Get noticed; connect buyers with sellers
- Customer-driven: relevant information when they want it with options offered
- Incorporate into your marketing mix to:
 - Create awareness for company, products, services and locations
 - Inform and educate about above
 - Support your branding efforts

Topic 1: Question For Each Panel Member

- How does your company use SEO?
 - How long have you been doing it?
 - What have the results been?
 - What “ah-ha” can you share with us?
 - Is it a marketing or IT function, and why?

Topic 1: Questions for Panel

- Do I need SEO if my business is not doing real e-commerce?
- How much programming is required to optimize my site, and do I have to rewrite/redesign it to use SEO?
- What legalities should I be aware of?
- Where does Pay-Per-Click fit in?

Topic 2: SEO Today vs. Tomorrow

- SEO basics today
 - Linking, meta data, keyword rich content
 - Improve by:
 - Adding relevant landing pages
 - Making title tags clear
 - Monitoring traffic and changing as needed to meet goals; understanding business metrics
 - Combining with Pay-Per-Click

Topic 2: SEO Today vs. Tomorrow

- Transitioning into Tomorrow
 - SEO becoming even more important with web search and use volume
 - With MSN's rollout of the Microsoft AdCenter, have first opportunity to search by demographics
 - More effective optimization of images, audio, blogs, etc. (now keywords/file name in document with image)

Topic 2: Questions for Panel

- If I ignore SEO today, will my business suffer tomorrow?
- How do pages get ranked? What techniques were helpful in the past but are no longer relevant and can actually hurt your rankings?
- My site should have a lot of text because search engines can't "read" pictures or "hear" an audio file, right?

Topic 3: Resources

- SEO Agencies
 - Don't really exist; want to combine with PPC
- PPC/SEO Agencies
 - See who comes up in searching 😊
 - Due diligence, references, Non-Disclosures, contracts
- Traditional Ad Agencies
 - Integrate with overall plan; not specialized
- Web/Interactive Agencies (Specialized)
- In-House

Topic 3: Questions for Panel

- What resources do you use for SEO?
- What should I look for if I decide to hire an outside company; what do I need to prepare for them and what do I ask?
- What day to day tasks are involved if I do it in-house vs. work with an agency?

Topic 4: Program Costs

- Components
 - Web site optimization (development, re-write, landing pages, minor edits)
 - Plan development (strategies, key words)
 - Start up submissions
 - Ongoing tweaks and improvements
 - Measuring and tracking
 - Staying up with the latest; educating self/team

Topic 4: Questions for Panel

- Talk a little about the components mentioned on the slide before....
- What priority is placed on SEO in your company?
- What do you measure and track, and how do you do that?

Rapid Fire Questions

- What do I need to do first if I want to get started doing SEO?
- How long will it take to improve my current SEO program if I make some basic changes so that my web site shows up on the key words I want it to?
- Can I just focus on Google?

Rapid Fire Questions

- What are “on-page” vs. “off-page” factors for searching?
- What can you caution me about?
- How can I learn more?

Good Sites For More Information

- Wikipedia.com (encyclopedia)
- chiefmarketer.com
- btobonline.com
- imediaconnection.com
- advertising.com
- searchenginewatch.com

Good Sites For More Information

- Understanding the API's for each of the search engines
 - <http://www.google.com/apis/>
 - <http://developer.yahoo.net/>
 - <http://search.msn.com/developer/default.aspx?FORM=PDD>
D2
- Example: Google Fight!
(<http://www.googlefight.com>); this tool returns which of two words has more listings (ex: Windows vs. Linux)

Good Sources For More Information

- Direct Marketing Association (the-dma.org)
- Search Engine Strategies conferences
- Search Engine Marketing Professional Organization (SEMPO)
- Interactive Advertising Bureau

Audience Q&A

Thanks for attending
and participating