

The logo features a stylized lime branch with a green stem and a yellow leaf, curving around the text. The word "TWIST" is in a light green, sans-serif font. The word "of" is in a dark green, italicized serif font. The word "lime" is in a dark green, serif font with a yellow lime drop above the letter 'i'.

TWIST *of* lime

# Online Marketing 101

The Basics of Website Organization  
and  
Search Engine Optimization

[TwistofLime.biz](http://TwistofLime.biz)

# Marketing in a recession can be an opportunity

three necessary characteristics:

You need to already value marketing.

You need a culture gutsy enough  
to market in a recession.

You need the capital to do so.

# 101 tips

Focus on existing customers.

Appeal to buyers' base instincts.

Spend smarter.

Tell the story appropriate for the times.

...you can find the other 97+ online.

**Marketing is about 2 things:**

**entertainment**

**utility**



# SnowMate™ DESKTOP

Today's date is MARCH 10, 2009

## Snow Report

Last Updated 3-10-2009

Resort	New Snow	Base
Vail	8.0"	64.0"
Beaver Creek	10.0"	67.0"
Breckenridge	4.0"	61.0"
Keystone	4.0"	50.0"
Heavenly	0.0"	88.0"

To view a detailed Snow Report, simply click on the resort of your choice. The Snow Report will be updated daily whenever you are online. Think snow!



[Snow Report](#)

[News & Events](#)

[Photo Gallery](#)

[Videos](#)

[Cool Stuff](#)



[Send E-Card](#)

[Email Sign-Up](#)

[Send To A Friend](#)

# Your Web Site

... should be the foundation for any marketing that you do – online or off.

... so get your house in order.

# Content

When was the last time you updated the content on your site?

Do you use a content management system?

Does your site accurately represent your business?

Is your site's design and organizational structure appropriate for your users?

# Search Engine Optimization (SEO)

What is SEO?





**WIKIPEDIA**  
*The Free Encyclopedia*

navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)

[article](#)

[discussion](#)

[edit this page](#)

[history](#)

## Search engine optimization

From Wikipedia, the free encyclopedia

**Search engine optimization (SEO)** is the process of improving the volume and quality of traffic to a [web site](#) from [search engines](#) via "natural" ("organic" or "algorithmic") [search results](#). Typically, the earlier a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including [image search](#), [local search](#), and industry-specific [vertical search engines](#).

# Search Engine Optimization

As an Internet marketing strategy, SEO considers how search engines work and what people search for.

Optimizing a Web site involves editing content and HTML code to increase relevance to specific keywords and to remove barriers to the indexing activities of search engines.

# Why is SEO important?

Outbound Marketing

vs.

Inbound Marketing

# Outbound Marketing

Outbound marketing is  
“interruption” or “distraction” based.



# Outbound Marketing

Ways to block outbound marketing

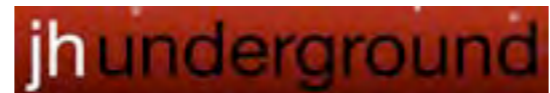


# Inbound Marketing

## Search Engines



## Blogs



## Social Media



# Inbound Marketing

**98% of searches start on the Internet with Google**  
– according to *Marketing Sherpa*



# Organic vs. paid search

The image shows a Google search results page for the query "jackson hole vacation rentals". The search bar at the top contains the text "jackson hole vacation rentals" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, the text "Personalized based on your web history. More details" is visible. The search results are categorized under "Web" and show "Results 1 - 10 of about 391,000 for jackson hole vacation rentals. (0.35 seconds)".

The first result is a sponsored link for "Jackson Hole Rental Homes" from "Jackson-Hole-Rental-Homes.com". The description says "Make A BID On Rental Homes Accepting All Reasonable Bids Now!".

The second result is an organic link for "Aspen Travel Planning Guide" with a description "...MT Cody, WY Jackson Hole, WY Red Lodge...".

The third result is for "Jackson Hole Vacation Rentals" from "www.jacksonholetraveler.com/jacksonholevacationrentals.php". The description says "Mountain Property Management offers a wide selection of Jackson Hole lodging, featuring vacation rental homes, condos, townhouses and cabins to suit all ...".

The fourth result is for "Jackson Hole Vacation Rentals - Jackson Hole Cabins, Condos ..." from "www.vrbo.com/vacation-rentals/usa/wyoming/jackson-hole-area". The description says "VRBO® is Vacation Rentals by Owner - View a huge list of Jackson Hole Wyoming vacation rentals, hotels, lodging and ski ...".

The fifth result is for "Jackson Hole Home Rentals" from "www.jacksonholenet.com/lodging/homes.php". The description says "Enjoy a quiet and fun filled vacation in Jackson Hole. Home rentals are available in the area for short and long term rentals. The homes range from one to ...".

The sixth result is for "ALL Jackson Hole Wyoming Vacations: Hotels / Lodging, Real Estate" from "www.jacksonholenet.com/". The description says "Browse our complete selection of Jackson Hole lodging, including: luxury spa resorts, family dude ranch vacations, vacation rentals & homes, log cabins, ...".

The seventh result is for "Jackson Hole Lodging Vacations Rental Homes Rental Condos Resorts" from "www.jacksonhole.net/". The description says "Our value added services provide you with options for their vacation planning including, Jackson Hole Rental Homes, Jackson Hole Rental Condos, Hotels, ...".

The eighth result is a sponsored link for "Jackson Hole Rental Homes" from "www.JacksonHole.net". The description says "Make A BID On Jackson Hole Rentals Accepting All Reasonable Bids Now!".

The ninth result is for "Jackson Hole Condominiums" from "Jackson-Hole-Rental-Condos.com". The description says "Make A BID On A Condo in Jackson Wy Accepting All Reasonable Bids Now!".

The tenth result is for "Jackson Vacation Rentals" from "www.MPMJH.com". The description says "Find Dozens of Homes and Cabins Plan your Western Escape Today!".

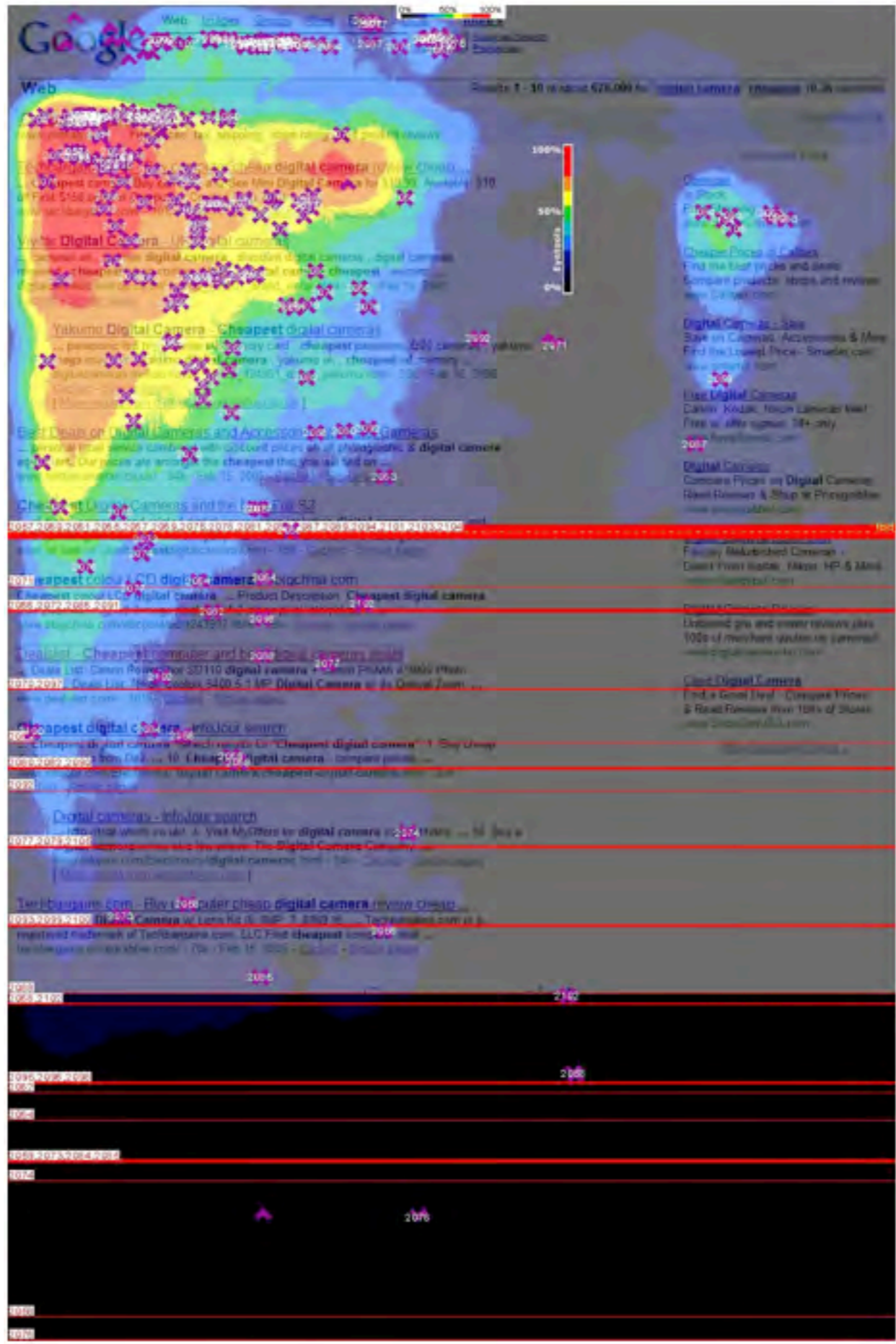
The eleventh result is for "Jackson Hole WY Lodging" from "www.JacksonReservations.com". The description says "Luxury to economy vacation rental condos, hotels & homes 800-825-0329".

The twelfth result is for "Jackson Hole Lodging" from "SkiJacksonHoleWyoming.net". The description says "Discount Vacation Rental Condos & Private Homes. Call 1-800-976-3632".

The thirteenth result is for "Jackson Hole Vacation" from "www.vrbo.com/88252". The description says "Jackson Hole Alpine Retreat Rental Close to everything yet quiet".

The fourteenth result is for "Luxury Vacation Rentals" from "www.vrbo.com/88252". The description says "Distinctive, high-end vacation homes in Jackson Hole, WY."





# Advantages to “organic” search

- Most people looking in the organic search area.
- Possibility for multiple listings.
- Free.
- Longer lasting.
- People looking in this area tend to be smarter.

# Search Engine Optimization

What needs to be optimized?

3 areas:

1. keywords
2. on-page SEO
3. off-page SEO

# Keywords

What are they and why do I care?

Keywords are the exact terms—either individual words or phrases—that people type into the search engine when searching for something. Keywords should be relevant to the page content but “optimized” based on known search terms.

You should understand what terms people are using for particular searches and what terms people are using when they find your site.

# Foundation of SEO = Keywords

## Vocabulary

search volume – goal = high

relevance – goal = high

competition – goal = low

# Where do I find keywords?



Find out how many people search for exact terms each month.

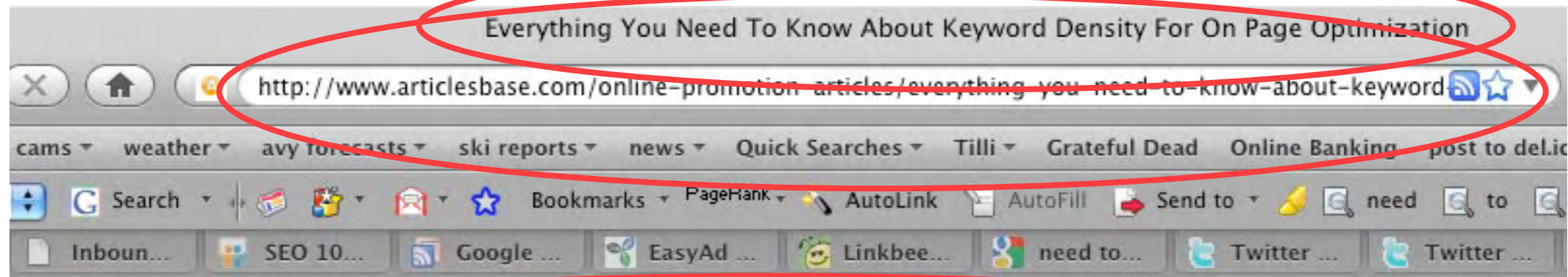
# On-page SEO

All components of a Web page, both visible and “invisible.”



# Visible components

- page title
- URL
- headers (h1, h2, h3 tags)
- bold copy



Home Page > Advertising > Online Promotion > Everything You Need To Know About Keyword Density For On Page Optimization  
Everything You Need To Know About Keyword Density For On Page Optimization



# Invisible components

- meta information

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en">
<head>
<title>Everything You Need To Know About Keyword Density For On Page Optimization</title>
<meta name="description" content="Keyword density is an indicator of the number of times the selected keyword appears i
<meta name="keywords" content="keyword density analyzer, keyword density tool, keyword elite, keyword software" />
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta http-equiv="Content-Language" content="en" />
<link rel="canonical" href="http://www.articlesbase.com/online-promotion-articles/everything-you-need-to-know-about-key
<link rel="stylesheet" href="http://styles.articlesbase.com/n_style.css?v=1.22117" media="all" type="text/css" />
<script src="http://js.articlesbase.com/jquery.pack.js" type="text/javascript"></script>
```

[Everything You Need To Know About Keyword Density For On Page ...](#)  

**Keyword** density is an indicator of the number of times the selected **keyword** appears in the web page. But mind you, **keywords** shouldn't be over used, ...

[www.articlesbase.com/online.../everything-you-need-to-know-about-keyword-density-for-on-page-optimization-25882...](http://www.articlesbase.com/online.../everything-you-need-to-know-about-keyword-density-for-on-page-optimization-25882...) - 49k - [Cached](#) - [Similar pages](#) - 

# Invisible components

- image alt text

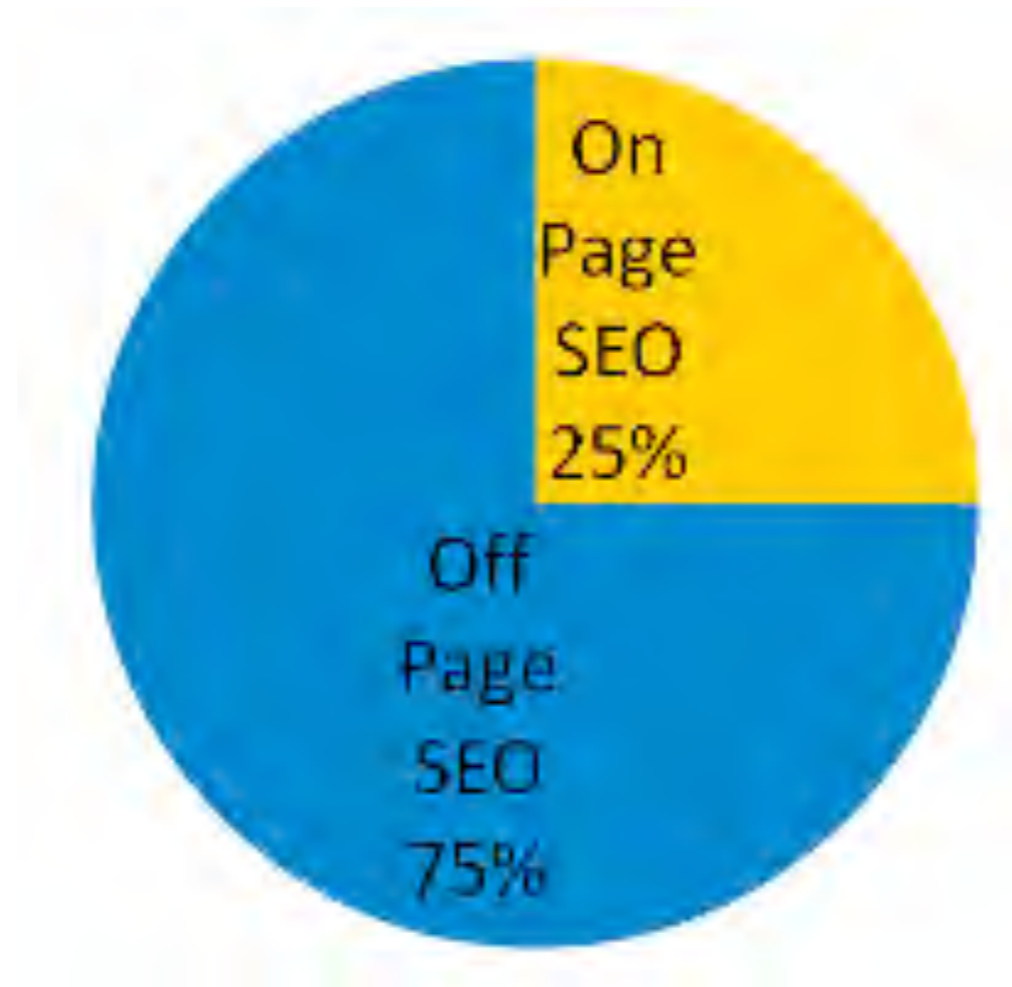
```
<div class="header">  
  <a href="/"></a>  
</div>
```

```
title="youcalc - On-demand analytics apps and dashboards for CRM, ERP, HR" id="logo"
```



# Off-page SEO

Approximately 75% of SEO



# Off-page SEO

- domain legacy
- time to domain expiration
- inbound links, or “recommendations”
- 3 types of recommendations:
  - “I know Chris Hansen”
    - simple link
  - “Chris Hansen is a marketing expert”
    - anchor text link
    - `<a href="http://www.twistoflime.biz/">Chris Hansen is a marketing expert</a>`
  - Al Gore: “Chris Hansen is a marketing expert”
    - link from a trusted site

# “White Hat” vs. “Black Hat”

White Hat = honest

- Producing good content
- People linking to your good content.
- Using on-page factors to describe your content.

Black Hat = cheating

- Buying links and reciprocal links.
- Copying content from others.
- Anything that seems like cheating.

# Link-building tips

- directories (Yahoo! Directory, ZoomInfo.com)
- partners
- content (blog, flickr, YouTube)
- press releases (PRWeb)
- social media (Facebook, MySpace, LinkedIn, Digg)
- answers, forums, wikis (LinkedIn, Wikipedia)

# Measurement

- Google page rank
- traffic rank (Alexa)
- blog rank (Technorati)
- inbound links (link:www.website.com)
- Del.icio.us bookmarks
- keyword rank (vs. competition)
- Website Grader (website.grader.com)

# DIY or DIFM?

- it's not rocket science or brain surgery
- content is king
- read blogs
- use good tools
- start small and grow with it
- measure regularly



# Hiring an SEO consultant

They...

- should be able to explain to you in simple terms what determines rank.
- should explain everything to you.
- should require good content.
- should be “white hat.”
- should have their own sites optimized.
- should measure results in sales leads.
- did not cold-call you.
- cost more than \$200 per month.

# What to expect

- be clear about goals
- be patient – will take 3 - 6 months (and \$\$\$)
- content is king – who will write and optimize?
- will your SEO consultant do the heavy lifting? (links)

# Additional resources

- [SEOMoz.com](http://SEOMoz.com)
- [SEObook.com](http://SEObook.com)
- [SearchEngineLand.com](http://SearchEngineLand.com)
- [SearchEngineGuide.com](http://SearchEngineGuide.com)

# Thank You!

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