

Norsk Hydro: Bloc 34

"Searchers either find you, or they find your competitors..."

Parting Thought on SEM

• Make GOOD content for YOUR audience. Create an experience tailored to PROVIDE VALUE to them. The rest will follow.

Organic Results vs. Paid Placement



Best Practice Example: Avoid Lack of Descriptive Keywords
Thecasesolutions.com



Distraction: What is Search Engine Marketing?
Thecasesolutions.com

Distraction: What is Search Engine Marketing?
Thecasesolutions.com

Best Practices for Organic SEO
Thecasesolutions.com

- Keyword research and analysis
- Content creation and optimization
- Link building and outreach
- User experience and site speed
- Mobile optimization
- Social media integration
- Analytics and reporting

Best Practices: Optimize Press Releases

Best Practices: Optimize Press Releases

Thecasesolutions.com

Norsk Hydro: Bloc 34

"Searchers either find you, or they find your competitors..."

Parting Thought on SEM

• Make GOOD content for YOUR audience. Create an experience tailored to PROVIDE VALUE to them. The rest will follow.

Organic Results vs. Paid Placement



Best Practice Example: Avoid Lack of Descriptive Keywords
Thecasesolutions.com



Distillate: What is Search Engine Marketing?
Thecasesolutions.com

Search Engine Marketing (SEM) is a digital marketing strategy that uses paid advertising to increase the visibility of a website in search engine results pages (SERPs). It involves bidding on keywords and displaying ads to users who search for those keywords.

Best Practices for Organic SEO
Thecasesolutions.com

- Research and use relevant keywords
- Create high-quality, original content
- Optimize meta tags and headers
- Build backlinks from authoritative sites
- Improve site speed and user experience
- Monitor and analyze performance

Best Practices: Optimize Press Releases
Google

Google

Optimizing press releases for search engines involves several key strategies:

- Use descriptive titles and subtitles
- Incorporate relevant keywords naturally
- Write concise, informative content
- Include a clear call to action
- Optimize meta tags and headers
- Build backlinks from reputable sources
- Monitor and analyze performance

Thecasesolutions.com

Overview: What is Search Engine Marketing?

Thecasesolutions.com

- **Search Engine Optimization (SEO)** is the process of improving volume or quality of traffic to web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results.
- **Pay Per Click (PPC)**, is a form of Internet Marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of paid placement advertising
- **Search Engine Marketing (SEM)** is the combination of both

Thecasesolutions.com

93% of online experience begin with a search engine

North America Search Engine Market Share:
Google - 63%
Bing (formerly MSN) - 20%
Yahoo - 12%

3.5 billion searches per day on Google alone

Thecasesolutions.com

93% of online experience begin with a search engine

North America Search Engine Market Share:

Google - 63%

Bing (formerly MSN) - 20%

Yahoo - 12%

3.5 billion searches per day on Google alone

Organic Results vs. Paid Placement

Thecasesolutions.com

The screenshot shows a Google search for "recond forklift malaysia". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, it says "Search About 3,520,000 results (0.45 seconds)".

On the left side, there is a navigation menu with categories: Everything, Images, Maps, Videos, News, Shopping, More, and Show search tools.

The main content area is divided into two sections:

- Pay Per Click Advertisement:** This section is highlighted with a red box and labeled "Pay Per Click Advertisement" with red arrows. It contains several ads:
 - The top ad is for "Forklift Malaysia | averasia.com" with the URL "www.averasia.com/Call-60-7-388-9966" and the text "Aver Asia- Reliable Supplier for Forklifts Rental in M'sia. Call Us". A small box next to it says "Why this ad? Thecasesolutions.com".
 - Below it is an ad for "reconditioned toyota forklifts malaysia" with the URL "www.acwer.com/p_recond.html" and details about "Electrical Reach Truck 1.0 to 2.5 ton Series" and "Electric Power Forklift 1.0 to 3.0 ton Series".
 - Next is an ad for "Material Handling Equipment Malaysia Used Reconditioned Forklift ..." with the URL "www.acwer.com/".
 - Then an ad for "Reconditioned Forklift - GKY Machinery (M)" with the URL "www.gky.com.my/Reconditionedforklift.htm" and text about "Reconditioned Forklift" and "GKY battery department".
 - Followed by an ad for "Klang Forklift Used Forklift Malaysia Forklift Parts Reconditioned ..." with the URL "www.forklift.com.my/".
 - Finally, an ad for "Forklift Malaysia (@forklift_recond) on Twitter" with the URL "twitter.com/#!/forklift_recond".
- Organic SEO:** This section is highlighted with a green box and labeled "Organic SEO" with red arrows. It contains the same organic search results as above, starting with "reconditioned toyota forklifts malaysia" and ending with "Forklift Malaysia (@forklift_recond) on Twitter".

On the right side, there is a section titled "Ads - Why these ads?" which lists several organic search results, each with a red arrow pointing to it and the label "Removed in Q1 2016":

- "Forklift Rental & Repair" with URL "www.usedforklift.com.my/".
- "Forklift Malaysia" with URL "www.upes-malaysia.com/".
- "Forklifts suppliers" with URL "www.hktdc.com/".
- "Used Forklifts & Repair" with URL "www.bumit.com.my/Call_+6012-294-9559".
- "U.O.E Equipment" with URL "www.uae.com.my/Call_012-2121968".
- "Malaysia Suppliers" with URL "www.globalsources.com/".

Organic Results & Paid Placement

- SEO and Paid Placement are complementary strategies.
- Utilizing both strategies increases density of listings on search results pages
- As optimization improves organic search rankings, then the cost per click on branded keywords can be reduced on the paid side
- SEO is a long term strategy, whereas paid placement campaigns will produce more immediate, measurable results through monitoring key performance indicators
- Though SEO can drive qualified traffic through the major search engines' main pages (Google.com, Yahoo.com, and Bing.com), paid placement has a much greater reach when you take into account the extended search and content networks

Thecasesolutions.com

Best Practices for Organic SEO

Thecasesolutions.com

- ➔ • Keyword rich page titles and descriptions
- ➔ • Have crawlable text on each service page
- ➔ • Utilize HTML text whenever possible
- ➔ • Press release strategy
- ➔ • Source links from local sites and other relevant sites
- ➔ • Make sure info across web is up to date and verified. Google Maps, My Business, Facebook, Etc

Best Practice Example: Avoid Lack of Descriptive Keywords

Thecasesolutions.com

Flyfishing SC
Charleston, SC
843-709-0307
scotty@flyfishingSC.com

HOME
THE CAPTAIN
THE BOAT
THE LOWCOUNTRY
RATES
ALASKA TRIPS
ECO TOURS
PHOTOS & VIDEOS

Quick Links

NOAA Tide Predictions
Weather.com
Charleston VC
NOAA Marine Forecast
East Cape
charlestonfishing.com
southboundmedia.com

Welcome to Fly Fishing S.C.

Fly Fishing is our specialty and beginners are encouraged to contact us for on the water instruction. Fly fishing is easy to learn. By developing a solid foundation of skills early, the angler is setting themselves up for a lifetime passion. Whether you're just starting out, of have been delivering the feathers for decades, we will provide you with a unique experience you won't soon forget. And our custom 18' ECC Lostman skiff will get where others can only dream.

Thank you,
Capt. Scott Davis

Copyright 2009 Fly Fishing SC, Inc. All rights reserved. Web design by Southbound Media Solutions.



Best Practice Example: Avoid Overuse of Graphics and Flash

Thecasesolutions.com

Browse Tours

Tour Destination :
Select a Destination

Tour Type :
All Types

Available Tours
SEARCH

Free Brochure!
Receive detailed info on all of our vacations.

Sign up for our E-Newsletter!
Receive travel specials and updates.

Vmags
Browse our catalogs from your desktop!

Travel Agent Login **GO**

YouTube Watch our escorted tour videos on YouTube!

Follow us on Twitter!

Destination **Hot Deals** Small Group Smithsonian Cruise Rail **Collette Foundation Tours**

North America **South America & Antarctica** **Europe** **Asia** **Africa** **Australia & New Zealand**

Holiday at the Waldorf

Starting at \$2099, land only

Stay at the historic Waldorf Astoria - a Manhattan landmark for over a century!

This grand hotel experience features a Broadway show, lunch at Tavern on the Green, a visit to Ellis Island and so much more.

VIEW DETAILS

THE PASSION PLAY

FREE ROUND TRIP SEDAN SERVICE

More to Explore

EXPLORATIONS Travel with only 16-24 passengers.

Smithsonian Journeys Travel Adventures™ with COLLETTE VACATIONS

Enjoy learning vacations.

Best Practices Example: Use Keyword Rich Alt Tags for Images

