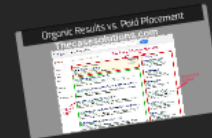


Oakville Hydro Optimum Engine Selection

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



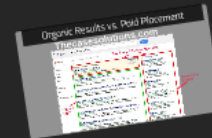
Parting Thought on SEM

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

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Overview: What is Search Engine Marketing?

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- **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

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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

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Organic Results vs. Paid Placement

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Google search results for "recond forklift malaysia".

Pay Per Click Advertisement

Search: About 3,520,000 results (0.45 seconds)

Ad related to recond forklift malaysia

Forklift Malaysia | averasia.com
www.averasia.com/Call-60-7-388-9966
Aver Asia- Reliable Supplier for Forklifts Rental in M'sia. Call Us

Why this ad?
Thecasesolutions.com

Ads - Why these ads?

Forklift Rental & Repair
www.usedforklift.com.my/
Massive range of used forklift for rent & sale. Call 012-324 3787.

Forklift Malaysia
www.upes-malaysia.com/
Wide Range Of Affordable Trucks & Forklifts. Call 03-62752499 Now.

Forklifts suppliers
www.hktdc.com/
Trusted suppliers verified by D&B. Source confidently now!

Used Forklifts & Repair
www.bumit.com.my/Call_+6012-294-9559
Full range of recond forklifts from 2 to 15 tonne for sale & rental.

U O E Equipment
www.uee.com.my/Call_012-2121968
Provide Reconditioned Machine & After Sale Service. Since 1991

Malaysia Suppliers
www.globalsources.com/
Source for Buyers/Sellers Worldwide plus Featured China Manufacturers

Organic SEO

reconditioned toyota forklifts malaysia
www.acwer.com/p_recond.html
Electrical Reach Truck 1.0 to 2.5 ton Series. 1.0 ~ 1.3 ton, 1.5 ~ 1.8 ton, 2.0 ~ 2.5 ton.
Electric Power Forklift 1.0 to 3.0 ton Series. 1.0 ~ 1.5 ton, 1.8 ~ 2.0 ton, 2.5 ...

Material Handling Equipment Malaysia Used Reconditioned Forklift ...
www.acwer.com/
Acwer is a Malaysia supplier of quality Material Handling Equipments, battery forklift, forklift rental and used and reconditioned forklifts.

Reconditioned Forklift - GKY Machinery (M)
www.gky.com.my/Reconditionedforklift.htm
Reconditioned Forklift. A. Before Reconditioned, After Reconditioned. GKY battery department has given strong assurance in the support of after-sales service ...

Klang Forklift Used Forklift Malaysia Forklift Parts Reconditioned ...
www.forklift.com.my/
Klang Forklift Sdn Bhd is a forklift specialist in Malaysia supplying a wide range of reliable and quality reconditioned forklifts, new and used forklift units, new and ...

Forklift Malaysia (@forklift_recond) on Twitter
twitter.com/#!/forklift_recond
Sign up for Twitter to follow Forklift Malaysia (@forklift_recond). We are dealing in material handling equipment such as used forklift, fully reconditioned forklift ...

Removed in
Q1 2016

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

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Best Practices for Organic SEO

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- ➡ • 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

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Best Practice Example: Avoid Overuse of Graphics and Flash

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The screenshot displays the homepage of Thecasesolutions.com. The top navigation bar includes tabs for Destination, Hot Deals, Small Group, Smithsonian, Cruise, Rail, and Collette Foundation Tours. The left sidebar features a 'Browse Tours' section with dropdown menus for 'Tour Destination' and 'Tour Type', a 'SEARCH' button, and links for 'Free Brochure!', 'Sign up for our E-Newsletter!', 'Vmags', 'Travel Agent Login', 'YouTube', and 'Follow us on Twitter!'. The main content area is divided into two columns. The left column shows a grid of destination images with labels: North America, South America & Antarctica, Europe, Asia, Africa, and Australia & New Zealand. The right column features a large 'Holiday at the Waldorf' promotion with a large yellow bow graphic, text describing the offer starting at \$2099, and a 'VIEW DETAILS' button. Below this, there are three smaller sections: 'THE PASSION PLAY' with a 'WATCH VIDEO' button, 'FREE ROUND TRIP SEDAN SERVICE' with an image of a car, and 'More to Explore' featuring 'EXPLORATIONS' and 'Smithsonian Journeys Travel Adventures'.

Best Practices Example: Use Keyword Rich Alt Tags for Images

