Thursday February 24th, 12:30PM ET

SEO: The Foundation of Internet Marketing

Join us as we learn how to build better visibility through your internet marketing. Special guest, Jennifer Wing of Web Marketing Partners will be joining us in the studio for the discussion. According to Jennifer, acquiring and sustaining success online starts and ends with your brands visibility. Can people find you? Are you showing up in the right places? Are you showing up at all? Brands lacking such visibility may have temporary success with other forms of marketing focused on driving traffic to their website, but unless those strategies are constantly maintained, success is only temporary...

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SEO The Meta Tag

BUILDING A STRONG FOUNDATION

IMPLEMENTING CRITICAL COMPONENTS

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INTRODUCTION

Jennifer Wing

Owner, Internet Marketing Specialist - Web Marketing Partners

Editor, Contributor- Managed Service Providers.biz

Website: www.contentwriterseo.com

Managed Service Providers. Biz
the magazine for managed services

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META TAGS: TOPICS COVERED

- BUILDING A STRONG FOUNDATION OF SEO FOR LONG TERM SUCCESS
- KEYWORD RESEARCH
- META TAGS – ATTRACTING THE MOST SEARCHES

Click Thru Rate = amount of clicks received per the amount of times visible in a search

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KEYWORD RESEARCH – THE FIRST STEP

- Select your keywords before crafting your Meta Tag and before you write your site content
- Google Keyword Tool or other
- Choose keywords/phrases most relevant to your business offering/services
- Avoid keywords with high competition/or extremely high search volume
- Choose keywords that have probability for you to gain visibility in with a reasonable amount of effort

Keyword research is the first step to building a strong SEO foundation

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KEYWORD RESEARCH

- ✓ ENSURE KEYWORDS BRING UP RELEVANT SEARCHES TO YOUR BUSINESS BY SEARCHING ON THE INTERNET
- ✓ SHORTER PHRASES BEST 2-3 WORDS MAX
- ✓ TRY DIFFERENT VARIATIONS OF THE KEYWORD BY FLIPPING THE ORDER OF THE WORDS
- ✓ CHOOSE BETWEEN 5-10 KEYWORDS TO BUILD YOUR STRATEGY AROUND
- ✓ DON'T TRY TO USE ALL OF THEM OR MORE THAN 10

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The more keywords you attempt to use
the more diluted each one becomes.
Picking 2 or 3 main keywords is a good policy.

SIZE UP THE COMPETITION

- ❑ Run searches with your keywords
- ❑ Ensure the businesses listed are relative to yours.
- ❑ Visit the websites of these competitors – get to know their strategy – get ideas

FOR LOCAL BUSINESS USE KEYWORDS THAT HAVE YOUR CITIES AFTER THEM.

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FORMULATE YOUR INTERNET STRATEGY

- THINK LONG TERM
  - WHAT ARE YOUR OVERALL GOALS WITH YOUR WEB PRESENCE
  - HOW MUCH TIME WILL YOU HAVE TO MAINTAIN IT?
  - WILL YOU BE MANAGING THE SITE OR SOMEONE ELSE

- BLOG VS. A WEBSITE /IS YOUR BUSINESS INFORMATION RICH
  - IS YOUR BUSINESS COMPLEX/REQUIRES A LOT OF EXPLANATION?
  - DO YOU HAVE A LOT OF CONTENT ALREADY WRITTEN OR PREPARED?

- WILL YOU BE SELLING ANYTHING ONLINE? ECOMMERCE

- HOW ARE YOUR COMPETITORS DOING IT?

BY THINKING LONG TERM AND OUTLINING WHAT YOU WANT TO ACHIEVE WILL HELP YOU LAY OUT YOUR BEST STRATEGY

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THE META TAG

What is it?

- Snippet of code placed in the header
- Used as a page/content identifier

Where is it?

- Placed between <head>and</head> tags
- Visible to searchers in search results

Note* If you want it to be found in search results.
Then it should have Meta tags.

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META TAG: WHEN TO USE IT

- On every page of your site
- For every service offering
- For every article you write
- For any page or subject published on the internet

META TAG: SEARCH ENGINES

Used by search engines and searchers to accurately identify, place, and locate your site in search results

LEAVING OUT THE META TAG

- Slow indexing
- Let Google decide where to file you
- Inner pages stand a good chance of not being indexed at all
- Leave out an opportunity to advertise to your market 72 characters in the title tag and over 100 in the description

A lot of bad information found on the internet about meta tags Despite what you read, they are a crucial element to SEO and for Very logical reasons

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Title

- First section of the 3 part tag
- This appears as your listing in search results

Meta Description Tag

- Sometimes appears in search results
- Redefines the Title in more depth

Keyword Description Tag

- Relevant keywords for that page or article
- Least important part of the tag

3 ELEMENTS OF THE META TAG

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USING THE META TAG IN SEARCH

- The Title reflects HOW your listing appears in search results (your site's advertisement)
- Indication for searchers of WHAT your site or page contains without having to click thru to visit your actual site
- Identifier in search patterns for triggering a sites appearance when a user performs a search.

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META TAG: HOW IT LOOKS BEHIND THE PAGE

```
<head>
<title>ARCHERY | BUY ARCHERY SUPPLIES | BROWSE ARCHERY SUPPLIES AND
    ACCESSORIES</title>

<meta name="description" content="Archery: Buy Archery Supplies. Browse
    Archery Supplies And Accessories. Discount Guns Store" />

<meta name="keywords" content="archery, archery supplies, buy archery
    supplies, crossbows, crossbow accessories" />
</head>
```

Related searches: top it companies list of it companies

IT Companies, IT Company List, **IT Companies** of World, IT Solution ...
IT Companies, **IT Company** List, **IT Companies** of World, IT Solution **Companies**, IT Services **Companies**, IT Support **Companies**, **IT Company** Directory, IT Solution ...
www.123world.com/**itcompanies**/ - Cached - Similar

Top 100 **IT Companies** - BusinessWeek
Chinese and Indian tech **companies** are coming on strong in Bloomberg Businessweek 's annual list of the tops in technology ...
www.businessweek.com/it100/ - Cached - Similar

Best **IT Companies** - Top **IT Companies**
The best **IT companies** offer a multi-layered support program that combines standard IT systems support, 24/7 customer support and 24/7 critical systems ...
www.allcovered.com/business/best-**it-companies**/ - Cached

Computer **Companies**: Top 100 Computer & Software **Companies**, Largest ...
Computer **Companies**: Top 100 Computer, Software, Networks, Semiconductors and other Largest IT related **Companies**.
www.netvalley.com/top100am_vendors.html - Cached - Similar

IT companies in India back to hiring in numbers | ZDNet
Jan 6, 2011 ... Infosys, TCS, Wipro, Accenture and Cognizant have started hiring students from across the campuses revising their hiring guidances.
www.zdnet.com/blog/india/**it-companies**-in-india-back-to.../309 - Cached

Information Technology Companies in the United States
80808 **Information Technology Companies** in the United States. Search or browse our list of **information technology companies** by category or location.
www.manta.com/mb_33_G4.../information_technology - Cached - Similar

10 **IT Companies** To Watch In 2011 | TheVirtualCircle
Jan 6, 2011 ... In what has now become a regular annual activity, we're providing a list of 10 **IT companies**, all of them relatively small, that we think ...
www.thevirtualcircle.com/2011/.../10-**it-companies**-to-watch-in-2011/ - Cached

Title Tag

Description Tag

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IT Management Services, IT Support: Top-Rated IT Services Provider
mindSHIFT - Top-rated Provider of reliable, comprehensive **IT Management**, IT **Services** and Information Technology Support for Small-Medium-sized **...**
Contact - Careers - About Us - Leadership
www.mindshift.com/ - Cached - Similar

IT **service management** - Wikipedia, the free encyclopedia
IT **service management** (ITSM or IT **services**) is a discipline for managing information technology (IT) systems, philosophically centered on the customer's **...**
Context - Frameworks - Professional organizations - Information Technology ...
en.wikipedia.org/wiki/IT_**service_management** - Cached - Similar

Management Services - Properties for Lease in New Bern, Havelock **...**
At **Management Services**, we provide single family homes, apartment, storage facility, and commercial rentals. We also offer full service property management. **...**
www.newbern4rent.com/ - Cached - Similar

IT Management Services White Papers (Information Technology **...**
Read a description of **IT Management Services**. This is also known as **Information Technology Management Services**, Managed Services, **Management Services**, **...**
www.bitpipe.com/tlist/**IT-Management-Services**.html - Cached - Similar

Infrastructure Technology Outsourcing: Infrastructure Optimization **...**
These infrastructure outsourcing **services** are all delivered on our innovative, **...** mainframe MIPS under **management**; 5.4 million desktops under **management** **...**
h10134.www1.hp.com › ... › IT Outsourcing Services - Similar

Management Services, recruiting agency, poultry and meat **...**
Recruiting agency specializing in poultry and meat processing. Extensive contacts in poultry, meat, beef, pork, and frozen foods.
www.**managementservices**.net/ - Cached - Similar

Management Services Corporation - Real Property Managers **...**
Management Services Corporation - one of the largest offerings of apartments, townhomes, duplexes and homes for rent in the Charlottesville, Virginia and **...**
www.msc-rents.com/ - Cached - Similar

Choosing Outsourced **IT Management Services** - rackAID
Jul 9, 2010 **...** Tips on how to select an outsourced **IT management** provider.
www.rackaid.com/.../choosing-outsourced-**it management services**/ - Cached

Search Term: IT Management Services

Notice How Google Bolds the terms that relate to your search

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META TAGS & SEARCH RESULTS
HOW INFORMATION IS READ ON THE INTERNET

- Identify a searchers goal
  - find the most relevant information to what they typed into the search bar.
  - finding it quickly
- Understand how search results are scanned quickly – Not read!
- Searchers notice bits of content that stand out on a page or that in some way relate to them (very important in search)

Understanding the behaviors of Information Seekers

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- ❑ How closely matched is your Title tag/keyword to the users search RELEVANCY
- ❑ Repeating key terms within your Tag increases your visibility to a searcher REPETITION
- ❑ Keep phrases short, concise, to the point. 72 character restriction. Be direct! RESTRICTION

META TAGS THAT APPEAL TO A SEARCHER

CRAFTING THE BEST META TAGS

- ❑ Think like a searcher (relate your own behaviors of searching for information on the internet)
- ❑ Adapt your content to appeal to the scanned eye
- ❑ Closest matches to a users search terms will yield the most clicks (keyword research)
- ❑ Use repetition to strengthen your visibility/CTR on the page for a search term
- ❑ Try to stay with basic short keywords/phrases

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WHAT TO AVOID

- ✓ Diluting or hiding your keywords/phrases with secondary words/phrases “and, but, the, to”
- ✓ Desire to be grammatically correct by using complete/proper sentences (restriction)
- ✓ Avoid using your company name – unless your company is Coca-Cola (relevancy)

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IMPORTANCE OF REPETITION

- Increases your chance of being noticed (visibility) when scanning a page.
- Strengthens relevancy for the searcher if closely matched to their search term/phrase
- Increase your click thru rate within search results

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SEARCH TERM IS: “ACCOUNTANT PHOENIX”

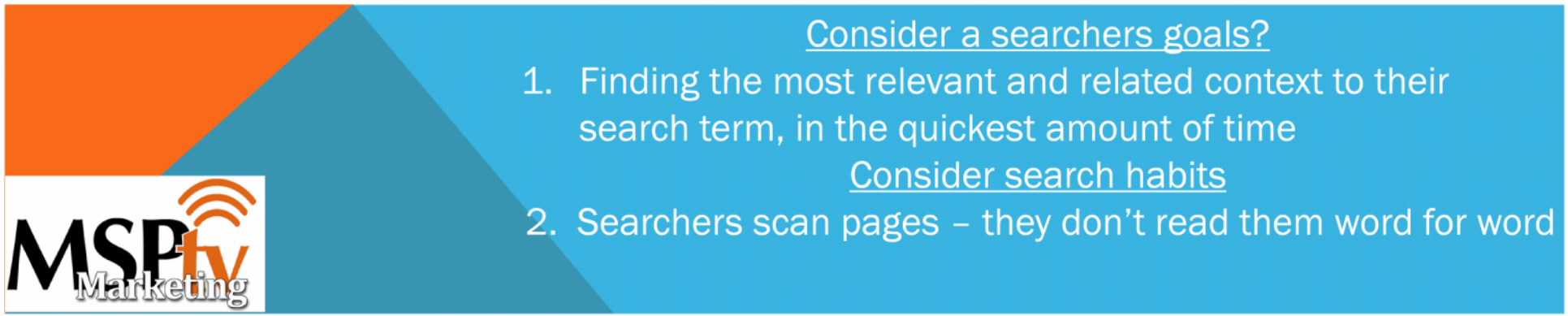
META TITLE 1

Accountant Phoenix | Get Accountant in Phoenix Today | Call Phoenix Accountant Now

META TITLE 2

Certified CPA | Business Accounting Services | Bookkeeping Tax Preparation and More

Which one would you choose?



- Tip: using all capital letters in your Title to make your listing stand out on the page
- Using attention grabbing or “wow” phrases in search (usually good for campaign specific purposes)
- Certain service providers may consider putting phone number in Title or Description tag

OTHER WAYS TO INCREASE CTR

Landing on the first page of a search is exciting and although it is a great start, your only 1/3 of the way to success.

NOW YOU HAVE TO GET A SEARCHER TO CLICK ON YOUR LISTING AND THEN CONVERT THEM INTO A SALE.

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LISTING WITH ALL CAPITAL LETTERS

Biltmore Surgical Medical **Hair** Replacement - Arizona **Hair** Loss and ...
Biltmore Surgical **Hair Transplant** in **Phoenix**, AZ is dedicated exclusively to performing Ultra Refined Follicular Unit, **Hair Transplantation** Follicular Unit ...
www.biltmoresurgical.com/ - Cached - Similar

HAIR REPLACEMENT **PHOENIX** SCOTTSDALE | **PHOENIX HAIR** REPLACEMENT ...
Hair Replacement Specialty Clinic Arizona **Phoenix** Scottsdale. Get **Hair** Replacement. Learn All About **Hair** Replacement.
www.perfect**hair**replacement.com/ - Cached - Similar

Hair Replacement | Hair Restoration | **Hair Transplant** In **Phoenix** ...
Hair Replacement Specialists; Replacing Hair For Over 33 Years In **Phoenix**, Arizona. Our Hair Restoration Center Uses State Of The Art **Hair Transplant** ...
www.national**hair**.com/ - Cached - Similar

Dr. Scott F. Alexander, M.D. **Hair Transplant** Surgeon in **Phoenix** ...
Dr. Scott F. Alexander, M.D. is recommended for hair restoration and **hair transplants** in **Phoenix**, Arizona.
www.**hairtransplant**network.com/consult-a.../doctors.asp?... - Cached - Similar

Hair Loss **Phoenix**
medical hair loss clinics, **hair transplant**, baldness treatment, **phoenix** ... How will you know if **hair transplantation** surgery is right for you? ...
www.medical**hair**lossclinics.com/ - Cached - Similar

Hair Transplant clinics in **Phoenix**, Arizona
Dr. Scott F. Alexander is dedicated exclusively to performing ultra refined follicular unit **hair transplantation** with excellent results. ...
www.**hairtransplant**network.com/city_clinics.asp?...**Phoenix**... - Cached - Similar

Which listing stands out the most?

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QUICK REVIEW: BUILDING YOUR FOUNDATION

- ✓ THINK LONG TERM WHEN LAYING OUT YOUR STRATEGY
- ✓ KEYWORD RESEARCH TRY TO PICK 5-10 WORDS THAT ARE NOT EXTREMELY COMPETITIVE –FAIR AMOUNT OF SEARCHES
- ✓ KEYWORDS SHOULD APPEAR IN YOUR META TAG – THE MORE THE BETTER
- ✓ AVOID USING YOUR COMPANY NAME IN YOUR TITLE UNLESS YOUR COMPANY NAME IS ALSO YOUR KEYWORD.
- ✓ BE BRIEF –WRITE SHORT PHRASES FOR SEARCHERS WHO SCAN CONTENT MAKE IT VISIBLE ON A PAGE
- ✓ CAN USE CAPITAL LETTERS IN THE TITLE TAG – NOT IN DESCRIPTION
- ✓ META TAGS SHOULD BE INCLUDED ON ANYTHING YOU PUBLISH ON THE INTERNET
- ✓ 72 CHARACTER RESTRICTION IN TITLE
- ✓ CONSIDER ADDING PHONE NUMBER TO DESCRIPTION TAG OR TITLE

Thank You!

For more information on Internet Marketing related topics visit:

www.contentwriterseo.com

or

www.managedserviceproviders.biz

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