

Search Engine Optimization for Visibility, Action & Conversion // Kevin Mullett

cirrusabs.com

twitter.com/cirrusabs

facebook.com/cirrusabs

youtube.com/user/cirrusabs

linkedin.com/companies/cirrus-abs

Search Engine Optimization for Visibility, Action & Conversion // Kevin Mullett



kevinmullett.com

twitter.com/kmullett

facebook.com/kevinmullett

linkedin.com/in/kevinmullett

just google "[kevin mullett](#)"

director of product development

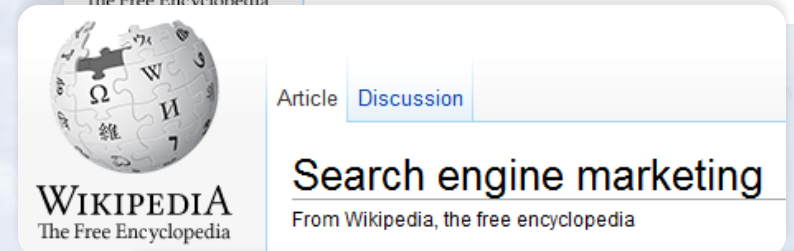
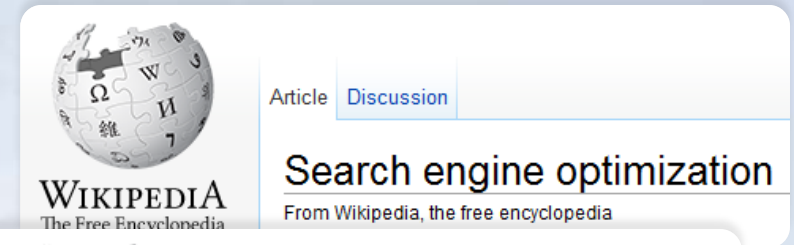
// The NetCentered Process 1st of 4



SEO // what does that even mean?

search engine optimization is*:
developing a website utilizing best practices and in such a manor that there are no encumbrances to the search engines ability to crawl a site and properly understand the subject of the site, find the sites pages, links, and documents, so that it might be included in the search engines organic or natural index appropriately.

* but it depends on who you ask and search engine marketing is an open debate.
paid search vs organic



SEARCH ENGINE ROUNDTABLE



cirrus abs

@kmullett // #NCSEO

SEO // highly visible is highly desirable



- you have to be where your ideal demographic can see you
- in front of competitors if necessary
- obey the rules or have your sign removed
- tell a better story once they find you

SEO // build your website on the rock?

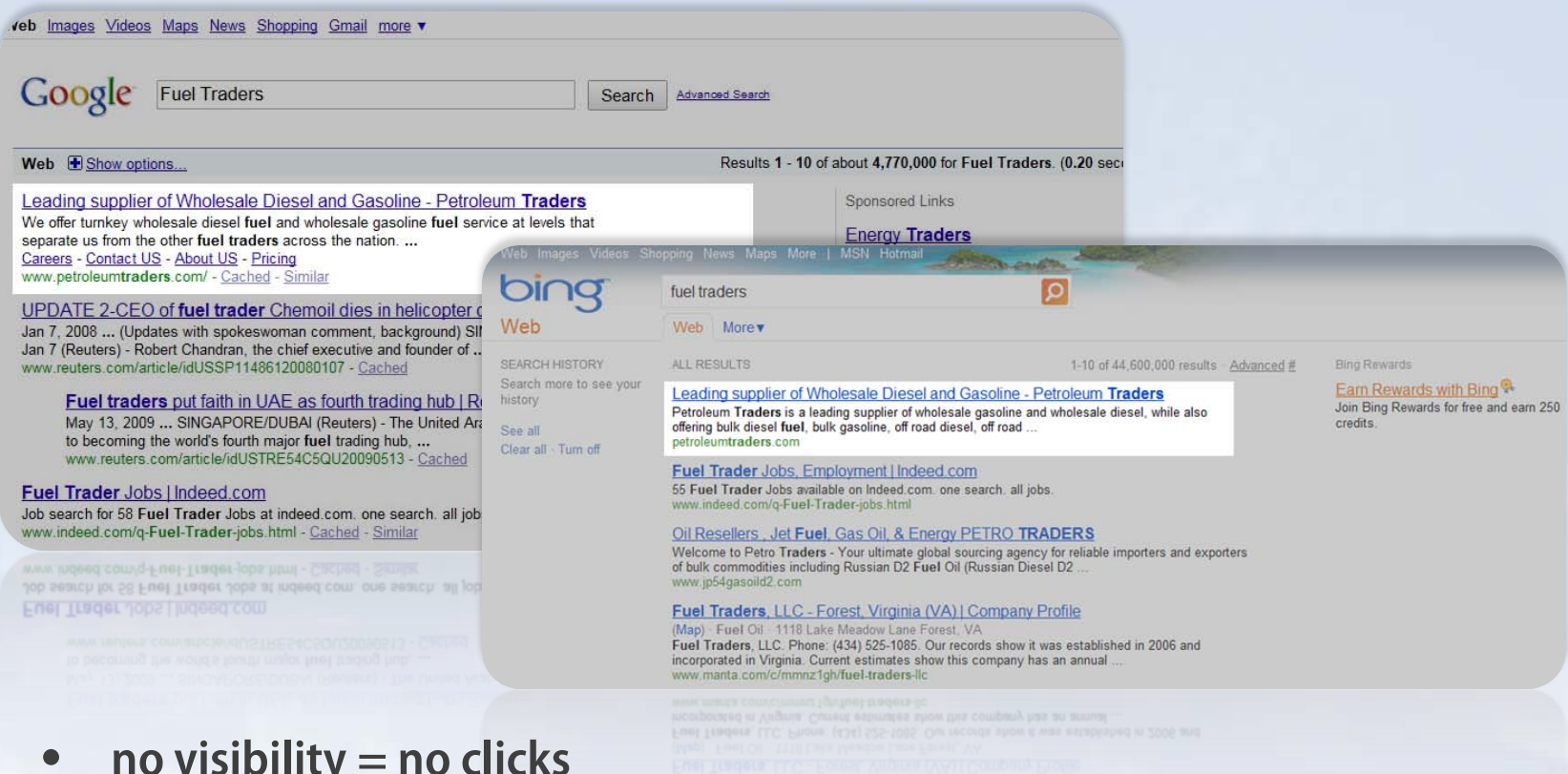
far too often we see people start with website solutions that at best make it difficult and at worse make it impossible to optimize their online presence.

SEO // winning requires knowledge



- what are the rules
- how can i optimize within the rules
- which races can i win while staying within my budget
- am i dedicated to the winning strategy
- how much is winning worth

SEO // visibility is online currency



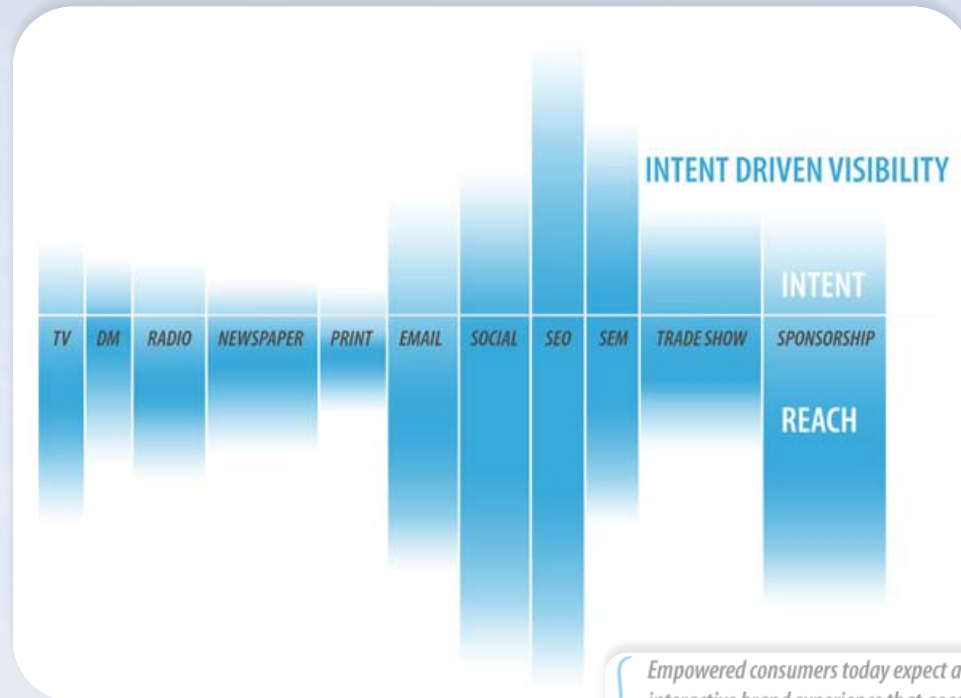
- no visibility = no clicks
- unattractive or spammy titles & descriptions (snippets) = no clicks
- clicks for incorrect terms = no conversion
- poorly planned landing pages with no CTA = no conversion

// the offline and online marketing mix

**no marketing media channel has 100% eyeballs
or is 100% effective. prioritize based on goals,
resources, and business objectives.**

SEO // is it the intent winner?

- social
- dm
- tv
- radio
- tradeshow
- newspaper
- yellow pages
- search Marketing
- SEO



Empowered consumers today expect a customized, interactive brand experience that goes way beyond a 30-second television spot or two-dimensional print ad. Forty-two percent of online adults and 55% of online youth want to engage with their favorite brands through social applications.

FORRESTER RESEARCH, INC. Interactive Marketing Projections: 47730

SEO // think you can ignore social media?

business who are still trying to avoid social media or who are being overly selective may not be getting the entire picture. less discussed are the SEO, visibility, and traffic value that social media can provide.

// social is now in SERPs

bing Web

vote

Web News Images

ALL RESULTS 1-50 of 25,300,000 results - Advanced

2010 Senate Elections. Sponsored sites
www.CongressVoteResults.com See Who Is Running And get The Voting Records.

VOTE.COM - Homepage
Vote.com is Dick Morris' site which gives you a voice on important issues. When you vote on a topic, an e-mail is sent to decision makers like your congressman, telling them ...
www.vote.com - Cached page

Rock the Vote: register to vote, get educated, volunteer
Register to vote, find your polling place, and sign up to volunteer. It's time to make history. It's time to Rock the Vote.
www.rockthevote.com - Cached page

Voting - Wikipedia, the free encyclopedia
Reasons for voting · Types of votes · Fair voting · Anti-voting
In a voting system that uses a scored vote (or range vote), the voter gives each alternative a number between one and ten (the upper and lower bounds may vary).
en.wikipedia.org/wiki/Voting - Cached page

News: vote
Americans vote to fill record 37 governorships
Voters on Tuesday select governors in more than two-thirds of the states, the largest-ever number of gubernatorial races on the ballot. Republicans... San Francisco Gate - 14 minutes ago
Obama Calls Hawaii To Urge Democrats To Vote msnbc.com
Astronauts vote from space USA Today

Liked by your Facebook friends: vote

Wendy Davis - How to Vote For A Superior... - vimeo.com
liked this.

Vote Pro-Life - causes.com
liked this.

Results from people in your social circle for **twitter** - BETA



[marketingwizdom](#) Great advice>> Who Should You Follow on Twitter?

@smallbiztrends

Who Should You Follow on Twitter? - smallbiztrends.com

Twitter - 3 hours ago

Robert Clay - connected via [marketingwizdom](#) on [friendfeed.com](#)



[Social Media Club Indy](#) And **Kevin Mullett** our opening act! Chris will rounding out our series on Getting hired in Social Media, and Kevin will discuss Reputation Management!

Facebook - 1 hour ago

Cirrus ABS | Facebook

Cirrus ABS - Web Development, Website Design, Search Engine Optimization (SEO), Social Media, and NetCentered Marketing. - General Information: Web Development ...

[www.facebook.com/CirrusABS](#)



Anton Babich liked this.

Food In The Fort » Downtown Dining Club

Jun 9, 2008 ... The cards are meant to encourage people to visit the many great downtown Fort Wayne restaurants, and there are some wonderful deals to be ...

[www.foodinthefort.com/2008/06/09/downtown-dining-club/](#) - Cached - Similar

[Leo Lincourt](#) shared this

See You are connected to [Leo Lincourt](#) on [friendfeed.com](#) nts

how will it change social participation? how will it change where we click on a SERP page?

SEO // technical, onsite & offsite factors



These factors contribute to your sites SERP performance. Does your web developer understand them.

SEO // are you in trouble?

if your site is...

- trapped by flash
- looking good but can't be found & loads slow
- built in a way that prevents you from changing or adding content
- if you can't change page titles, and meta descriptions you're in trouble.



{ ask for a free lame duck site evaluation — <http://bit.ly/LameDuckEval>

SEO // search engines change

google alone uses over 200 criteria/signals for ranking site pages, performs over 6000 tests and subsequently changed over 500 algorithms last year. who's watching this for you? Google's Panda update has had multiple revisions, do you know what was impacted?



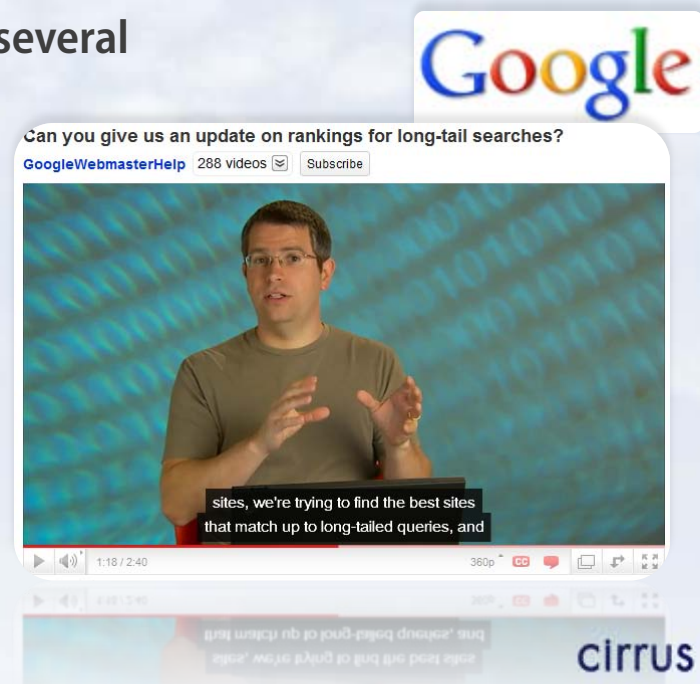
SEO // mayday, farmer/panda, what?

google mayday (April 28th – May 3rd 2010)

- looking for signals of QUALITY
- deep page content crawling
- looking for best sites for long-tailed queries

google panda (late February, tweaked several times & now on Panda 2.3 as of July 22nd)

- content farms & article marketing
- low quality sites
- aggregated or duplicate content
google's looking for "original" content



SEO // bing + yahoo = binghoo

are you too focused on google?

- yahoo switched to bing SERP results
(started in July, completed Aug 24th)

Top U.S. Search Sites – August 2010					
Rank		Percentage of U.S. searches among leading search engine providers			
1	Google	Domain	February 2011	March 2011	Month-over-month percentage change
2	MSN	www.google.com	66.69%	64.42%	-3%
3	Yahoo	Bing-powered search	28.48%	30.01%	5%
4	Ask.com	search.yahoo.com	14.99%	15.69%	5%
5	AOL	bing.com*	13.49%	14.32%	6%
Source: The NPD Group		Note: Data is based on four-week rolling periods (ending Feb. 26, 2011, and April 2, 2011) from the Hitwise sample of 10 million U.S. Internet users. Figures are for Web searches only.			
		*This includes executed searches on Bing.com but does not include searches on ClubBing.com.			
		Source: Experian Hitwise			

according to [nielsen company](#) that puts binghoo at 26% (Aug 2010)
[experian hitwise](#) now reports bing search is 30% of share (Mar 2011)

SEO // what is google +1

google +1

- will be used as “A” signal for google search to fight web spam
- visible in search results and ads
- on sites ala “like” button



Google profiles

Search



Email is on

Information

Location: Harlan, Indiana

Location: Harlan, Indiana

Information

Kevin Mullett

About Buzz PicasaWeb +1's

This tab is only visible to you.

Your +1's appear here. +1 the things around the web you like, agree with, or want to recommend to other



<http://www.ferrari.com/>
www.ferrari.com



www.memorialcoliseum.com

www.memorialcoliseum.com

The Allen County War Memorial Coliseum, serving Fort Wayne & Allen County Indiana. The tri-state area's leading sports, event, premium conce



ferrari

About 305,000,000 results (0.22 seconds)

Ferrari +1

Choose your edition ...

www.ferrari.com/ - Cached - Similar

You +1'd this

458 Italia
599 GTO
Pre-Owned
Ferrari California

Current Range
Ferrari 599 GTB
GT & Sport Cars
Ferrari Store

not the same as google +

cirrus abs

SEO // all things being equal

ALL THINGS BEING EQUAL



SITE A



SITE B

there are over 200 criteria so you must do competitive analysis to maximize your return on efforts.

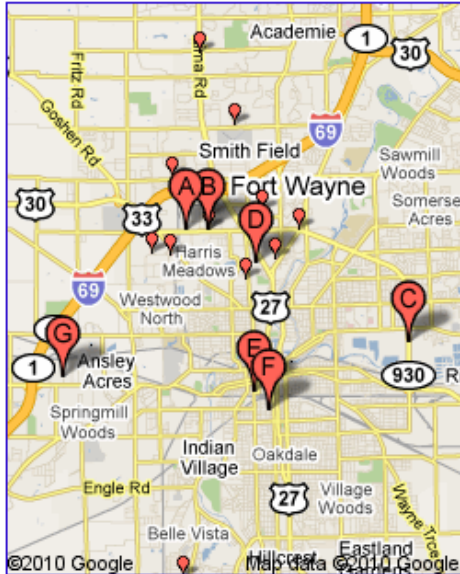
SEO // action 1

- create a list of competitors sites
- run competitive analysis with majestic SEO:
majesticseo.com/bulk-backlink-checker.php
- develop a plan to win or call in reinforcements



SEO // localization is on the rise

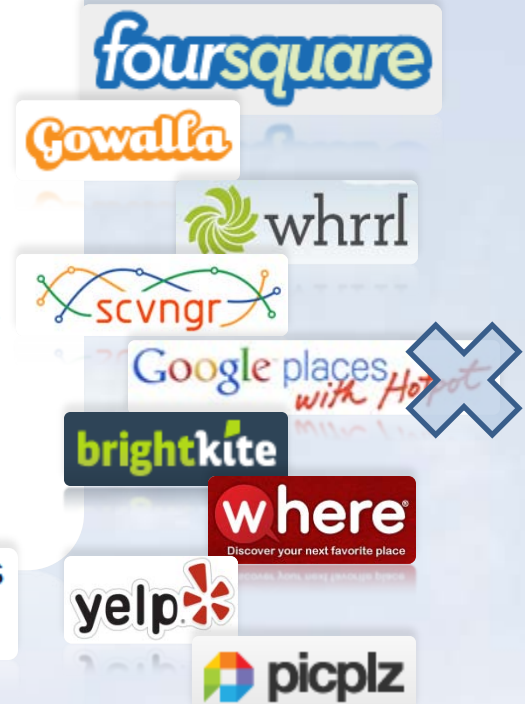
Local business results for **transmissions** near **Fort Wayne, IN**



- A** [Summit Transmission Inc](#)
www.summittransmission.com - (260) 483-3295 - [2 reviews](#)
- B** [Russ Moore Transmission Specialists](#)
www.russmoore.com - (260) 482-9414 - [1 review](#)
- C** [Fort Wayne Transmission Center](#)
fortwaynetransmission.webs.com - (260) 424-8966 - [More](#)
- D** [JTS Automotive Inc.](#)
www.jtsauto.com - (260) 471-6475 - [1 review](#)
- E** [Lewis Jess Transmission](#)
www.jesslewistransmission.com - (260) 424-1087 - [1 review](#)
- F** [Commercial Automotive](#)
maps.google.com - (260) 744-4762 - [1 review](#)
- G** [Russ Moore Transmission](#)
www.russmoore.com - (260) 432-5010 - [More](#)
- [More results near Fort Wayne, IN »](#)



[kevinmullett](#) Kevin Mullett checked in at **Cirrus ABS**
gowalla.com - 18 minutes ago



- 20% of google searches are local
- 40% of google mobile device searches have local intent
- local search instills high confidence with searchers
- social applications like foursquare, gowalla, etc

SEO // action 2

grab your local listings:

getlisted.org

The screenshot shows the 'Listing Snapshot' page for 'Harlan Cabinets, Inc.' on getlisted.org. The page layout includes a left sidebar with navigation links: Dashboard, Listing Snapshot (selected), Overview, To Do, Details, Reviews, and Help. Below these are links for 'Check Another Listing' and 'Save This Listing to Dashboard'. The main content area displays the business name 'Harlan Cabinets, Inc.' followed by its address 'PO Box 307, Harlan, IN 46743' and phone number '(260)657-5154'. A 'Listing Score' of 40% is shown with a green progress bar and the text 'This listing is 40% complete. What does this score mean?'. Below the score is a link: 'Not the business information you expected to see?'. On the right, a list of search engines shows the listing status: Google (not found), Yelp (claimed), Bing (claimed), Yahoo! (not found), Best of the Web (claimed), and Hotfrog (not claimed). Each entry includes a link to 'Add your business listing' or 'Claim your listing'.

getlisted.org

Home > [Dashboard](#) > Listing Snapshot

Harlan Cabinets, Inc.
PO Box 307
Harlan, IN 46743
(260)657-5154
harlancabinets.com

Listing Score:
This listing is 40% complete. **40%**
[What does this score mean?](#)

[Not the business information you expected to see?](#)

Check Another Listing
Save This Listing to Dashboard

Google
Business listing not found on Google.
[Add your business listing](#)

yelp
You have claimed this listing on Yelp.
[View additional details](#)

bing
You have claimed this listing on Bing.
[View additional details](#)

YAHOO!
Business listing not found on Yahoo.
[Add your business listing](#)

Best of the Web
You have claimed this listing on Best Of The Web.
[View additional details](#)

hotfrog
You have not claimed this listing on HotFrog.
[Claim your listing](#)
[View additional details](#)

be consistent with citation: name, address, phone number

SEO // action 3



Bing Business Portal (BETA)

Claim and enhance your business listing on Bing. Its free!

More customers are searching Bing to find businesses and services in their local area. Claiming your business listing can help increase your visibility and influence customers to visit your business.

The form includes fields for: BUSINESS NAME (with a star rating), HOURS (with a clock icon), DESCRIPTION, and PHOTOS (with three photo icons). A map icon is also visible.

Get Found

Verify your business listing to ensure prospective customers can find, contact, and visit your business.

Highlight Your Strengths

Add photos, logos, contact information, payment types, menus, and other details that help your business stand out.

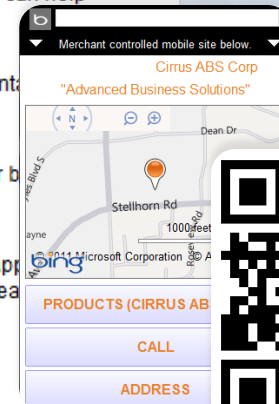
Get Customers

Create deals to entice customers to visit your business. Your deals will appear in search results on both mobile devices and PCs. You can even publish deals.

[Learn more or ...](#)

[Get Started Now!](#)

[Get Started Now!](#)



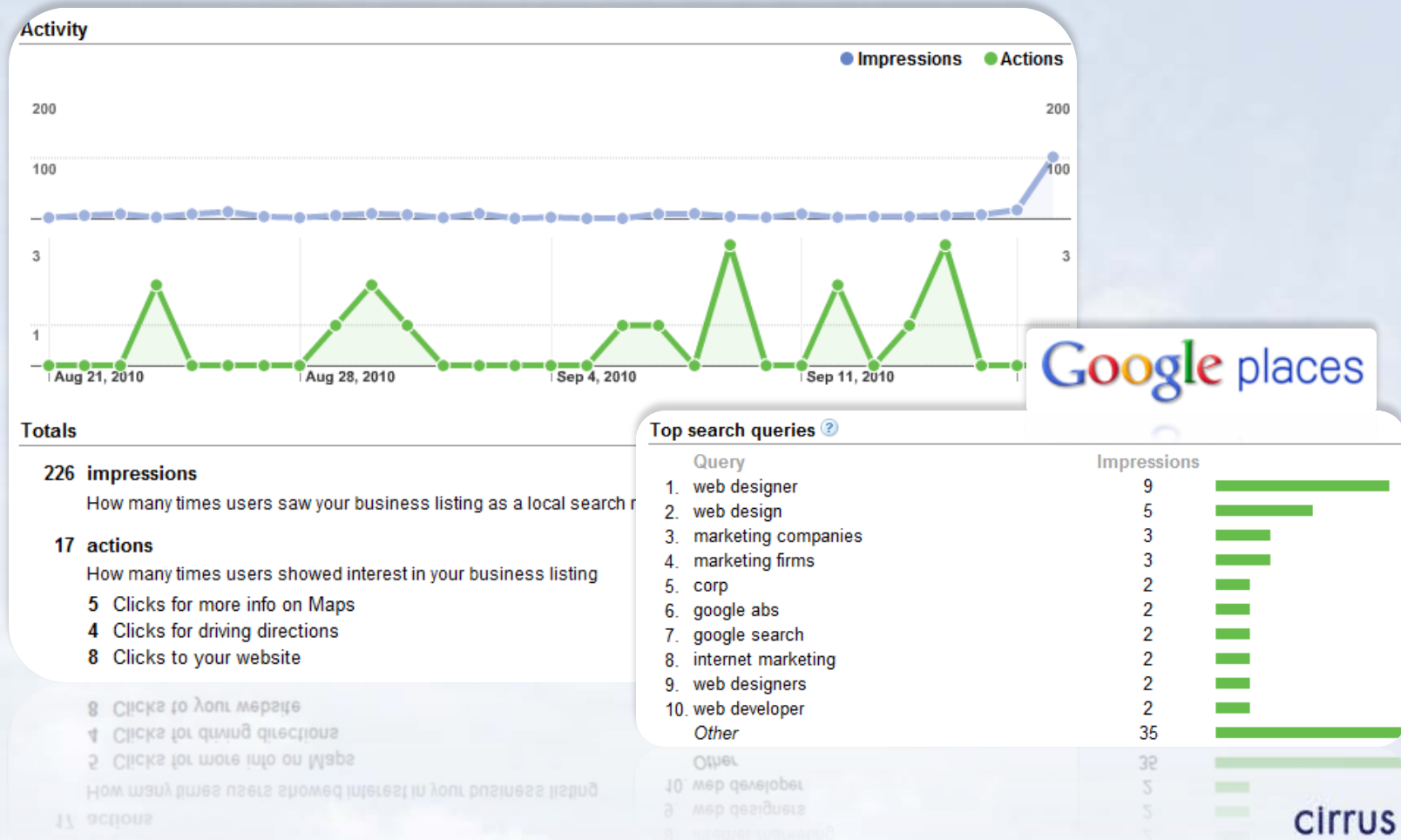
bing

- highly customizable with mobile and qr codes
- new fields for facebook pages and twitter profiles

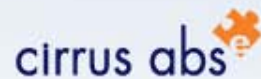
cirrus abs

SEO // action 4

review your local analytics via google.com/places

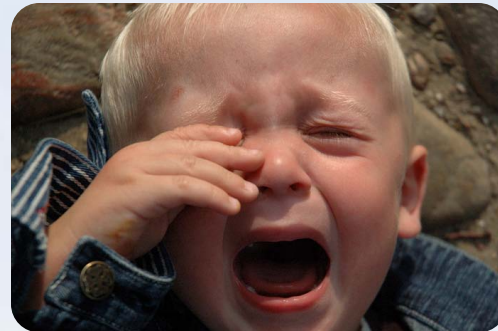


google.com/webmasters



SEO // we all want to be #1

when dealing with SEO we need to have reasonable expectations for KW (keyword) and KWP (keyword phrases). We also need to understand that the higher the competition for KW/KWP terms the longer it is likely to take to move up unless more effort is brought to bear.



SEO // select the right keywords

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	☆ "meeting halls"		1,900	1,300	
<input type="checkbox"/>	☆ "banquet halls"		165,000	110,000	
<input type="checkbox"/>	☆ "meeting hall"		3,600	1,600	
<input type="checkbox"/>	☆ "banquet hall"		165,000	90,500	
<input type="checkbox"/>	☆ "meeting rooms"		110,000	40,500	
<input type="checkbox"/>	☆ "banquet facilities"		27,100	22,200	
<input type="checkbox"/>	☆ "wedding reception halls"		18,100	14,800	
<input type="checkbox"/>	☆ "wedding banquet halls"		4,400	2,900	
<input type="checkbox"/>	☆ "banquet halls for rent"		880	720	
<input type="checkbox"/>	☆ "receptions banquet hall"		170	170	
<input type="checkbox"/>	☆ "wedding reception venues"		60,500	27,100	
<input type="checkbox"/>	☆ "reception halls"		90,500	90,500	

Google AdWords

We've taken clients to number one on Google based on keywords they insisted had to be there, only to find out that a slight derivation would have yielded exponential traffic.

SEO // action 6

- write down what you really do, who your customers are & who you are competing against
- take the keywords & keyword phrases you think are important and verify volume with adwords.google.com/select/KeywordToolExternal



paid service alternative »



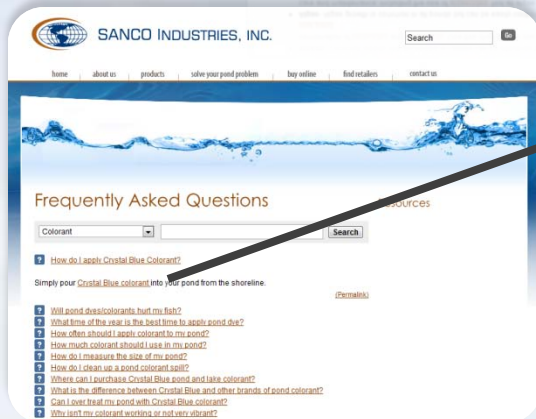
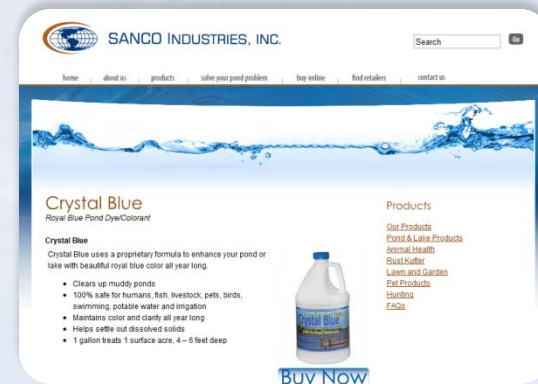
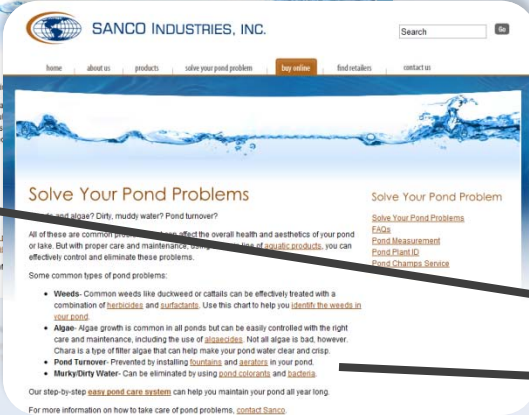
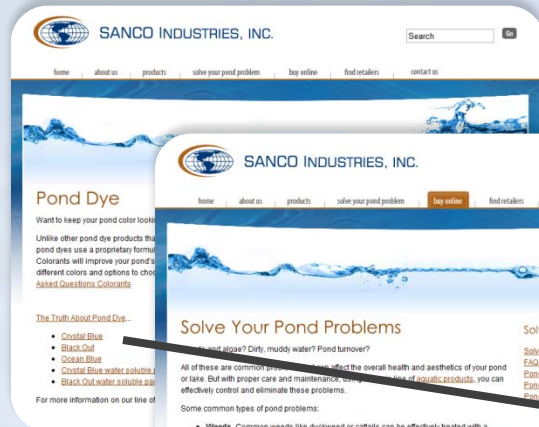
SEO // time to start blogging

it is time to start blogging about the products you carry and services you offer.

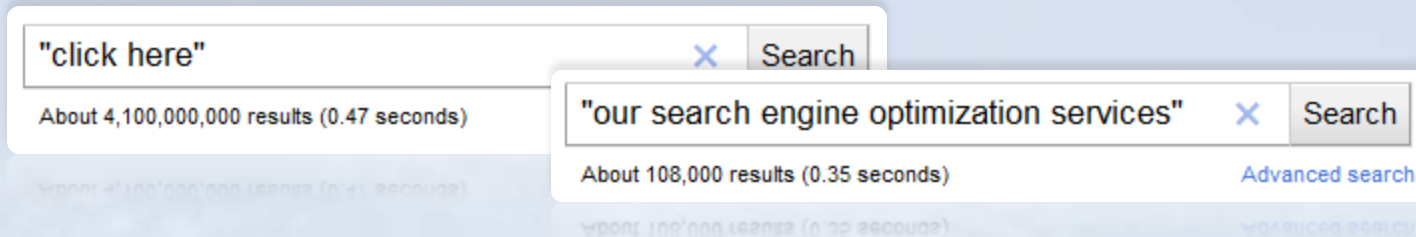
blog posts

f.a.q's

product landing page

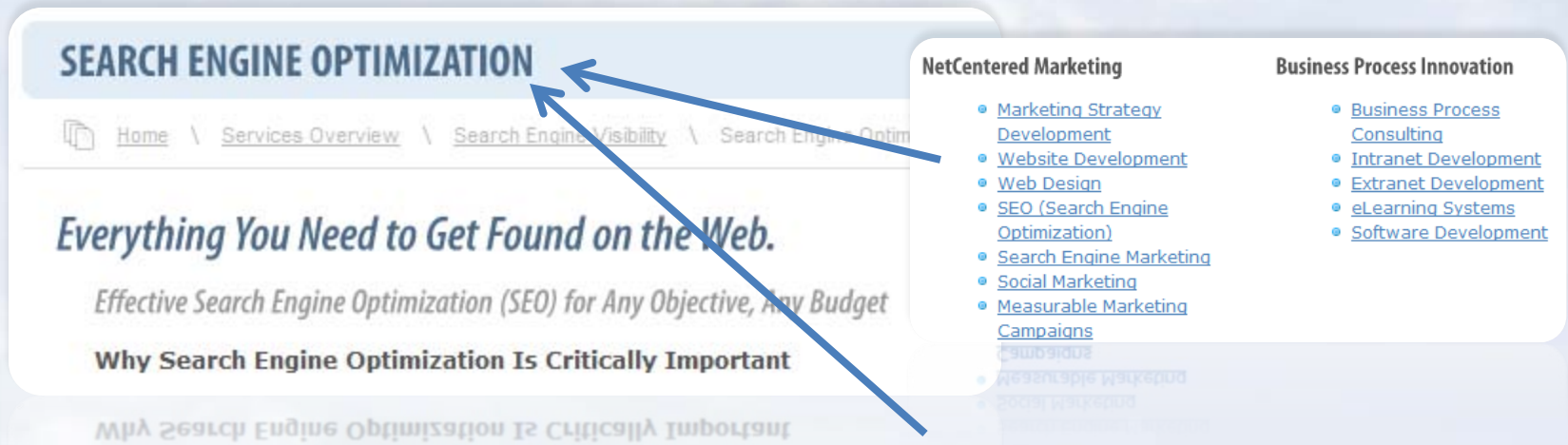


SEO // internal linking; don't click here



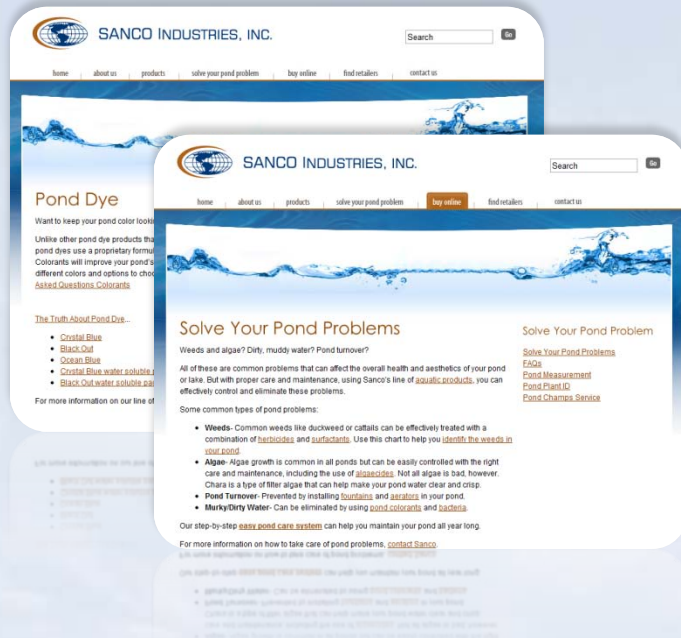
formulating your internal linking structure

- search engines want to know what's on the other end
- keyword use where it is highly valuable



example: click here for [our Search Engine Optimization Services](#).

SEO // action 7



yoursite.com/blog
vs
blog.thersite.com

thoughts on efficiently blogging for products.

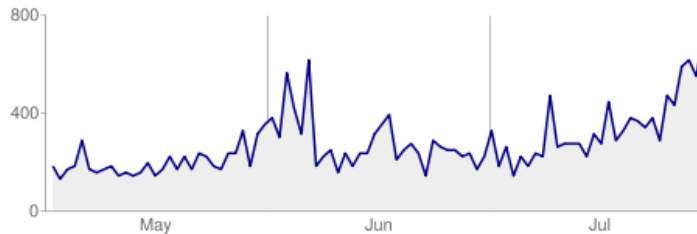
- convert product question response emails into posts
- get guest bloggers
- have them share via social
- use video reviews & stories
- link to that category or specific product(s) in the shopping cart

SEO // i've nothing to write

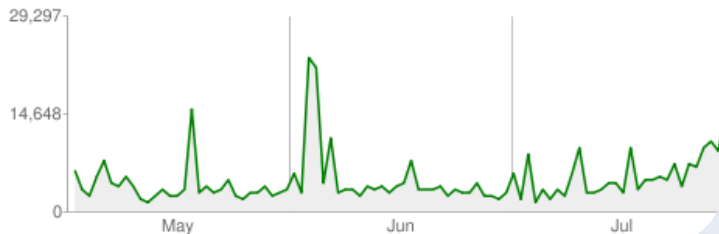
Crawl stats

Googlebot activity in the last 90 days

Pages crawled per day



Kilobytes downloaded per day



a common complaint is not knowing what to write & what keywords to target

- fresh content is crucial
- newest articles win all else being equal
- increases site depth
- increases crawl rate

SEO // action 8

let google give you the clues on long tail subjects.

- google Instant
- Something different (left)
- Searches related to (bottom)
- Related searches (top) doesn't always appear

The screenshot shows a Google search for 'transmission'. The search bar contains 'transmission'. Below the search bar, a list of suggestions is shown: 'transmission fort wayne', 'transmission mac', 'transmission fluid equipment', 'transmission coolers', 'transmission flush', 'transmission fluid', 'transmission rebuild cost', 'transmission problems' (highlighted), 'transmission flushing', and 'transmission repair'. To the right of the search bar, there are links for 'Advanced Search' and 'Language Tools'. Below the search bar, there are two sections: 'Related searches for mfp:' and 'Searches related to copy machines'. The 'Related searches for mfp:' section lists 'Brands: HP, Canon, Sharp, Lexmark, Ricoh' and 'Stores: Dell, Amazon, Home Depot, Best Buy, Newegg'. The 'Searches related to copy machines' section lists: 'copy machines reviews', 'color copy machines', 'personal copy machines', 'hp copy machines', 'xerox copy machines', 'ricoh copy machines', 'sharp copy machines', and 'copy machines for small business'.

Google

transmission

transmission fort wayne
transmission mac
transmission fluid equipment
transmission coolers
transmission flush
transmission fluid
transmission rebuild cost
transmission problems
transmission flushing
transmission repair

Advanced Search
Language Tools

Something different
multifunction ...
network printer
image scanner
multifunction printer
copier

Related searches for mfp:

Brands: [HP](#) [Canon](#) [Sharp](#) [Lexmark](#) [Ricoh](#)
Stores: [Dell](#) [Amazon](#) [Home Depot](#) [Best Buy](#) [Newegg](#)

Searches related to copy machines

[copy machines reviews](#) [color copy machines](#)
[personal copy machines](#) [hp copy machines](#)
[xerox copy machines](#) [ricoh copy machines](#)
[sharp copy machines](#) [copy machines for small business](#)

SEO // don't give away traffic, & SEO

clients often talk about how hard it is to find things to blog or post news about when in reality it's right in front of them. Don't give away traffic, search engine optimization and brand visibility to third party sites or email only responses.

SEO // action 9

- embed signup capability via services like [eventbrite](#)
- embed videos from [youtube](#), slides from [slideshare](#)

The screenshot displays the Cirrus ABS website with a navigation bar, a list of services, and an 'UPCOMING EVENTS' section. The event 'Tips to Fitting Social Media Into the Marketing Mix' is featured, including its date, location, and a description. An Eventbrite ticket embed is shown on the right, displaying ticket information and a purchase button.

cirrus abs advanced business solutions
1.877.817.4442
home | company | careers | support

WHY US SERVICES INDUSTRY SOLUTIONS OUR TECHNOLOGIES PORTFOLIO RESOURCE CENTER CONTACT US

UPCOMING EVENTS

Home \ [Upcoming Events](#) \ Tips to Fitting Social Media Into the Marketing Mix

Tips to Fitting Social Media Into the Marketing Mix

Event Date(s): 7/12/2011 - 7/12/2011
Event Location: Fort Wayne

We are happy to lend out [Kevin Mullett](#) to [Cancer Services of Northeast Indiana](#) for this Social Media Luncheon "Steps to Fitting Social Media Into the Marketing Mix". All proceeds go to Cancer Services. Register at <http://bit.ly/kp4Lj1>

when Tuesday
July 12, 2011
11:30 am - 1:00 pm

where Cancer Services of Northeast Indiana
6313 Mutual Drive
Fort Wayne, IN 46825
(call 260.484.9560)

speaker **Kevin Mullett**, Cirrus ABS director of product development and a recognized authority on search engine optimization, social media, and marketing metrics

what Social media presents a challenge to many businesses and organizations. This **you'll** seminar will feature practical knowledge on how to leverage your organization's **learn** events to increase exposure before the event, instigate better interaction during the event, and complete any communications loops after the event. People attending your event will likely want to discuss it. Learn how to capture and

Resource Center
Resource Center Overview
[Upcoming Events](#)
News
Documents

Eventbrite

Ticket Information

TICKET TYPE	REMAINING	SALES END	PRICE	FEE	QUANTITY
Social Media Lunch @ CSNI	4 tickets	1d 3h 27m	\$10.00	\$0.00	1

DISCOVER AMERICAN EXPRESS MasterCard VISA **Order Now**

[Show other payment options](#)

Online Demo

Online Demo


cirrus abs

@kmullett // #NCSEO

SEO // technical considerations

when writing page titles

- keep the title to 70 characters when possible
- use localization and keywords/keyphrases early in the title
- think about attractiveness + bolded words (will it get clicked?)

 Fort Wayne Web Design, SEO, Website Development, Internet Marketing | Cirrus ABS - Windows Internet Explorer

when writing meta descriptions (these usually become snippet)

- keep the description to 156 characters when possible (recently expanded)
- think about attractiveness + bolded words

consider the impact on your CTR and visibility


words included in your titles and descriptions should also appear on the page

[Fort Wayne Web Design, SEO, Website Development, Internet ...](#) ☆

A leading, well-established **Fort Wayne** Internet Marketing, Website Design & Development, Search Engine Optimization (SEO) & Social Media Marketing firm; ...

[www.cirrusabs.com/](#) - [Cached](#) - [Similar](#)

[www.cirrusabs.com/](#) - [Cached](#) - [Similar](#)

cirrus abs 

help the search bots know the subject

- **url** - [site.com/store/brand-name-product-1138]
- **page title** - [Brand Name Product in Red Model 1138 Type Style Descriptor | site name]
- **description** — [Looking for a red product 1138 made by brand name? We have them in red and other colors as well. Come check out our deals on other brand name models and service.]
- **H1** — [Brand Name Product in Red Model 1138 for User Type Descriptor]
- **First Paragraph** — [Brand Name Product in Red Model 1138 is perfect for frolicking on summer days with...]

SEO // action 11

header tags: H1-H6

DETROIT BROWNFIELD REDEVELOPMENT AUTHORITY

alt tags: often missed

(don't say picture or image of, google already knows its an image)



SEO // action 12



- for each page of your site run & review tools.seobook.com/general/keyword-density/
(don't try so hard to get a certain saturation that you lose good long tail connecting words or relevance! Don't stress about duplicate content.)
- change title tags & descriptions first because they are valuable & clarify thinking
- start with keywords & keyword phrases you already rank for (see via [google webmasters](https://www.google.com/webmasters/))
- make sure there is a call to action on EVERY PAGE

SEO // action 13

- **ask suppliers/distributors/outlets/dealers for backlinks** (from relevant pages)
- **ask customers for reviews**
- **create new, subject matter expert, articles on your site and tell the world**
- **link to the page with content, not always home**
- **comment on blogs, but add value/don't spam**

SEO // action 14

grab your brand

- mass id check with namechk.com

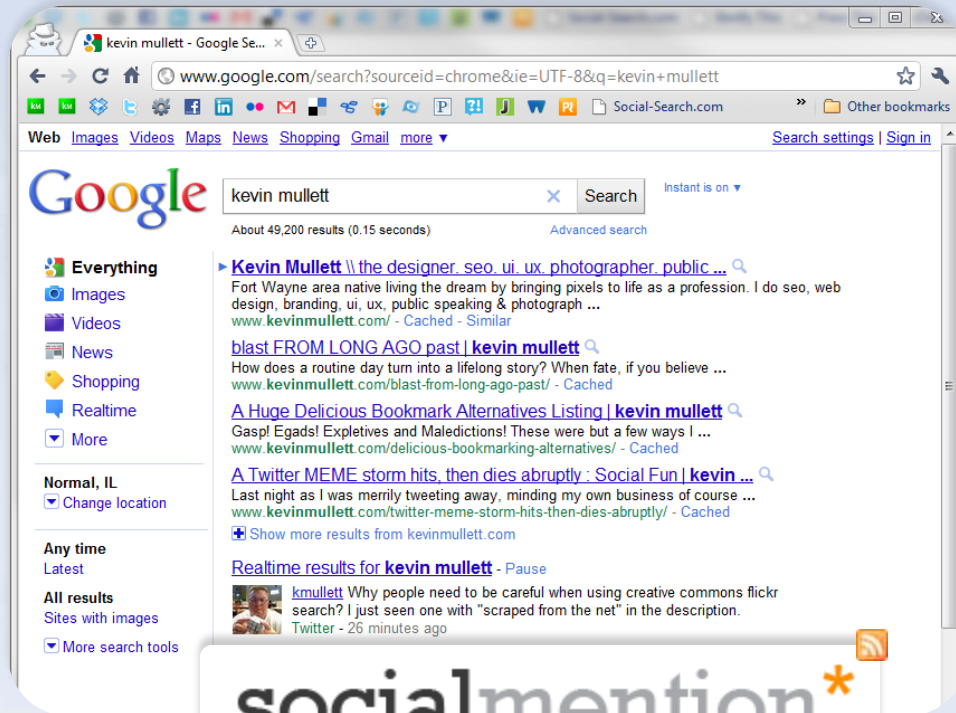
The screenshot shows the namechk.com interface. At the top, there's a logo and a search bar containing 'cirrusabs' with a 'chk' button. Below the search bar, it says 'Show All (149)' and 'Sort by Rank'. To the right, there's a text block explaining the service: 'Check to see if your desired *username* or *vanity url* is still available at dozens of popular Social Networking and Social Bookmarking websites. Promote your brand consistently by registering a username that is still available on the majority of the most popular sites. Find the best username with **namechk**.'

The main content is a grid of 40 social media platforms, each with a status indicating if the username 'cirrusabs' is available or taken. The platforms are arranged in 8 rows and 5 columns. The status is shown with a green checkmark for 'available' and a red X for 'taken'.

Badoo	available ✓	Etsy	taken ✗	Kongregate	taken ✗	Slashdot	available ✓
BallHype	taken ✗	Facebook	taken ✗	last.fm	taken ✗	Slide	taken ✗
bebo	taken ✗	Fanpop	taken ✗	LinkedIn	available ✓	SoundCloud	available ✓
behance.net	available ✓	Flickr	taken ✗	LiveJournal	taken ✗	Squidoo	taken ✗
blip.tv	taken ✗	Flixster	taken ✗	Livevideo	taken ✗	StumbleUpon	taken ✗
Blogger	taken ✗	Fotolog	available ✓	Mahalo	taken ✗	Technorati	taken ✗
Buzznet	taken ✗	foursquare	available ✓	Multiply	taken ✗	Tribe	available ✓
cafemom	available ✓	FriendFeed	taken ✗	myLot	taken ✗	tumblr	taken ✗
ColourLovers	taken ✗	funnyordie	taken ✗	MySpace	available ✓	twitter	taken ✗
Current	taken ✗	Gather	taken ✗	Netlog	taken ✗	UStream	taken ✗

The grid continues with more platforms, some of which are partially visible at the bottom of the image.

SERM // online reputation management



own your brand

- clog the SERPs
- push competition off
- proactive not reactive
- sentiment aware
- alerts/lists are crucial

socialmention*

Real-time social media search and analysis:



><SAME POINT

Google alerts
beta

Nutshell Mail
from Constant Contact

twilert

TOPSY

tweetalarm

cirrus abs

SEO // action 15

article awareness, social visibility and
distributing RSS



The screenshot shows a Friendfeed profile for Kevin Mullett. At the top, there's a search bar and a 'Search' button. The profile header includes a photo of Kevin Mullett, his name, and a link to 'edit profile'. Below this is a bio: 'geek, designer, web dev, UX/UI, marketing, seo/sem, business analyst, public speaker, social bla bla, lan party guru, photographer, observer of all things web'. To the right of the bio, it shows '219 subscriptions', '497 subscribers', '1,290 comments', and '5 likes'. Below the bio are social media icons for Facebook, LinkedIn, Twitter, and RSS, followed by an 'add/edit' link. The main content area shows a list of posts. The first post is a link to 'Searchmetrics SEO Blog' with a 'Post' button. The second post is a tweet from '@firebelly' mentioning Kevin Mullett. The third post is a tweet from '@kim_cre8pc' and '@mckelvie' about 'The Kevin Mullett Daily'. The fourth post is a tweet from 'I am very curious how Google feels confident to make a church recommendation (via 7pack), because I rated a restaurant 5 stars.' The fifth post is a link to 'The New Google Analytics Help Center'.

friendfeed Advanced search Tools

Kevin Mullett [edit profile](#)

geek, designer, web dev, UX/UI, marketing, seo/sem, business analyst, public speaker, social bla bla, lan party guru, photographer, observer of all things web

[f](#) [in](#) [t](#) [RSS](#) [add/edit](#)

Add: [Photos](#) - [Files](#)

Searchmetrics SEO Blog - <http://blog.searchmetrics.com/>
3 hours ago from delicious - [Comment](#) - [Share](#) - [Edit](#) ▾

@firebelly you sir, are just far to kind. Gracious does not even seem like a worthy enough word for you my friend. [#SMCIndy](#)
2 hours ago from Twitter - [Comment](#) - [Share](#) - [Edit](#) ▾

The Kevin Mullett Daily is out! <http://paper.li/kmullett> ▸ Top stories today via [@kim_cre8pc](#) [@mckelvie](#)
3 hours ago from Twitter - [Comment](#) - [Share](#) - [Edit](#) ▾

I am very curious how Google feels confident to make a church recommendation (via 7pack), because I rated a restaurant 5 stars.
4 hours ago from Twitter - [Comment](#) - [Share](#) - [Edit](#) ▾

The New Google Analytics Help Center <http://bit.ly/ggWxie>
4 hours ago from Twitter - [Comment](#) - [Share](#) - [Edit](#) ▾



tell potential visitors
and the search
engines you have
new content

SEO // action 16

network your brand via forums, chats, etc

- join some groups on ning.com & linkedin.com

The image shows two overlapping screenshots. The background screenshot is the 'smaller indiana' website, which has the tagline 'Making People and Ideas Findable'. It features a navigation bar with links like 'Main', 'My Page', 'Members', 'Videos', 'Forum', 'Events', 'Groups', 'Blogs', and 'Marketing'. The main content area is titled 'Fort Wayne Social Media Seminar (PM)' and includes event details for a seminar on March 2, 2010, at the Northeast Indiana Innovation Center. The foreground screenshot is a LinkedIn profile page for 'My Groups'. It shows a list of groups including 'Georgetown Networking' (with a pending membership status), '#Blogchat', and 'Fort Wayne Web Designers & Developers'.

smaller indiana Making People and Ideas Findable

Main My Page Members Videos Forum Events Groups Blogs Marketing

Fort Wayne Social Media Seminar (PM)

Event Details

UNDERSTANDING THE "SOCIAL"

Time: March 2, 2010 from 2pm to 4:30pm
Location: Northeast Indiana Innovation Center
Street: 3201 Stelhorn Rd.
City/Town: Fort Wayne
Website or Map: <http://maps.google.com/maps?f...>
Phone: 1-877-817-4442

WE CAN HELP

Event Type: social media, business, seminar
Organized By: Kevin Mullett
Latest Activity: Feb 23

Export to Outlook or iCal (.ics)
Share Twitter Facebook

LinkedIn Home Profile Contacts Groups Jobs

My Groups Following Groups Directory Create a Group

My Groups (19)

Georgetown Networking

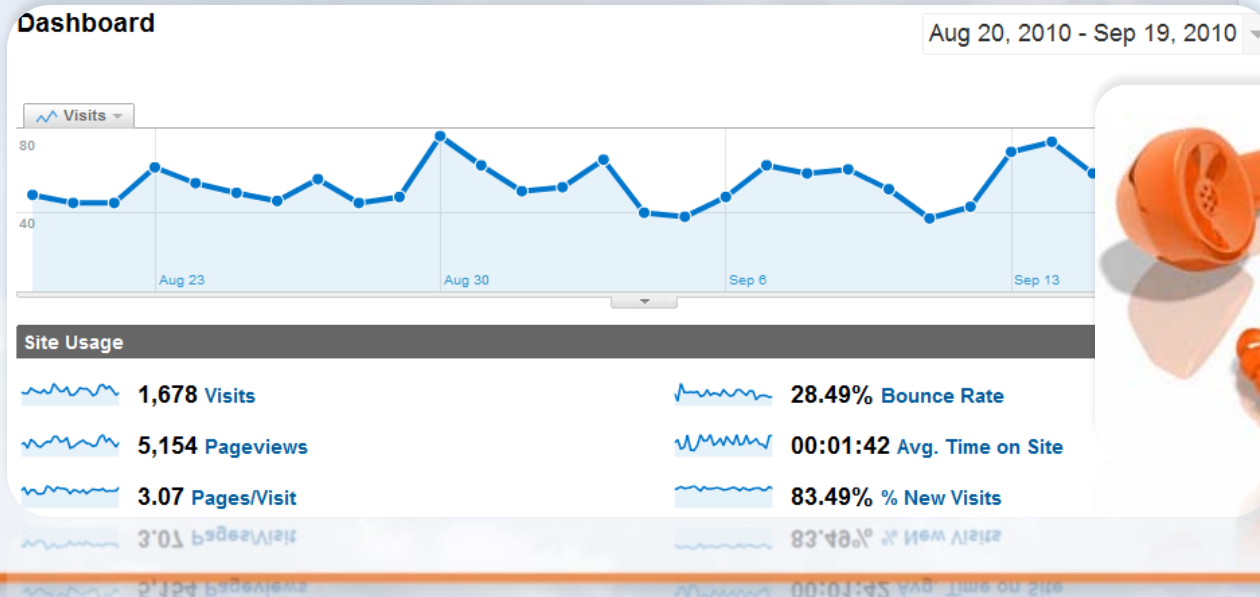
STATUS: Your membership is pending approval.
Send message to the group manager | Withdraw request

#Blogchat
Go to Actions

Fort Wayne Web Designers & Developers
Go to Actions

SEO // did it work? do it again

- check google analytics or server logs for: bounce rates, time on site, pages visited, conversion pages, confirmation pages (setup advanced filters & funnels)
- monitor contacts, calls, lead sources
- google a/b testing



SEO // action 17

The Rank Checker Firefox add-on interface is shown, featuring a table with domain and keyword data, and a control panel with search and save options.

Domain	Keyword
www.cirrusabs.com	fort wayne social media
www.cirrusabs.com	fort wayne social media seminar
www.cirrusabs.com	social media fort wayne
www.cirrusabs.com	social media seminar fort wayne
www.cirrusabs.com	fort wayne social networking
www.cirrusabs.com	fort wayne social networking seminar
www.cirrusabs.com	social networking fort wayne
www.cirrusabs.com	social networking seminar fort wayne
www.cirrusabs.com	social media indiana
www.cirrusabs.com	indiana social media
www.cirrusabs.com	social networking indiana
www.cirrusabs.com	indiana social networking
www.cirrusabs.com	fort wayne social marketing
www.cirrusabs.com	social marketing fort wayne
www.cirrusabs.com	social media
www.cirrusabs.com	social networking
www.cirrusabs.com	social marketing
www.cirrusabs.com	social media seminar

The Rank Checker control panel includes input fields for Domain and Keyword, and buttons for Save, Open, Clear, Add, and Add Multiple Keywords. Below the table, a small table shows the search engine used (Google.com).

Below the Rank Checker interface, a browser window is shown with a "Start Private Browsing" dialog box. The browser tabs include "New Tab" and "InPrivate - Windows Internet Explorer - [InPrivate]". The address bar shows "opera:private" and "about:InPrivate".

get: [Rank Checker](#)
a Firefox browser add-on

- measure baseline
- measure changes
- measure competition
- check in private browsing

SEO // bonus action

video!

- differentiate from your competition
- easy and inexpensive
- increased visibility

The image shows a Google search result for the query "More Time Isn't Always More Better-er". The search results indicate approximately 30,000,000 results found in 0.24 seconds. The top result is a video titled "More Time Isn't Always More Better-er: Video runtime & Promotion ..." from Sep 16, 2010, uploaded by cirrusabs on YouTube. Below the main result, there are two video thumbnails: one from cirrusabs on YouTube and another from kmullett on twitvid.com. To the right of the search results, there are several social media and utility icons: Google, YouTube, twitvid, facebook, and XML-Sitemaps.com (Sitemap Generator).

More Time Isn't Always More Better-er



About 30,000,000 results (0.24 seconds)

More Time Isn't Always More Better-er: Video runtime & Promotion ...

Sep 16, 2010 ... youtube allows for 15 minute videos, but will you sit through a 15 minute online video? Important online video runtime and online video ...

www.cirrusabs.com/blog/more-time-isnt-always-more-better-er/

Videos for More Time Isn't Always More Better-er - Report videos

	More Time Isn't Always More Better-er: Video ...		kmullett - More Time Isn't Always More Better ...
	3 min - Sep 16, 2010		3 min - Sep 16, 2010
	Uploaded by cirrusabs		twitvid.com
	youtube.com		

λonɹɹɐ 'cɔw

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3 min - Sep 16, 2010

Better-er: Video ...

λonɹɹɐ 'cɔw

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3 min - Sep 16, 2010

Always More Better ...

λonɹɹɐ 'cɔw

// Questions?



// other webinars in the series

Social Networking: Fitting Social Media Into Your Marketing Strategy

See why today's online social media comprise one of the most cost-effective ways to build your brand.

Click here to add.



Key Points Covered:

- Using social media to position yourself as an expert in your field
- Getting your message in front of highly targeted prospects
- Generating positive buzz for your business
- Becoming more visible in your market niche
- Driving traffic to your website

Analytics: Measuring the Right Things Matter

We'll demonstrate "hands-on" techniques for successfully measuring your online & offline marketing efforts.

Click here to add.



Key Points Covered:

- Measuring ROI from your online & offline advertising
- How visitors are finding you via key search words & offline sources
- Understanding what visitors do while on your site - & why they leave
- Improving your site for better customer conversion

NetCentered Marketing: Creating a Winning Web-Oriented Strategy

Here we'll show you how companies like yours are leveraging the internet to drive business results.


Click here to add.



Key Points Covered:

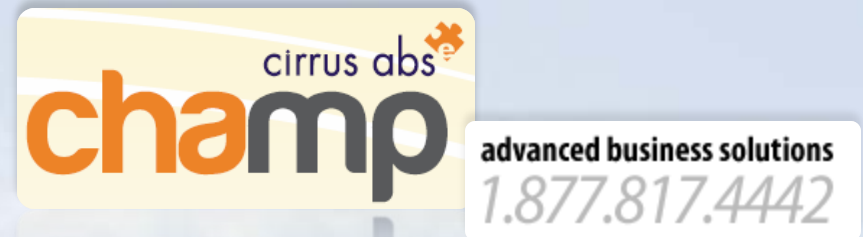
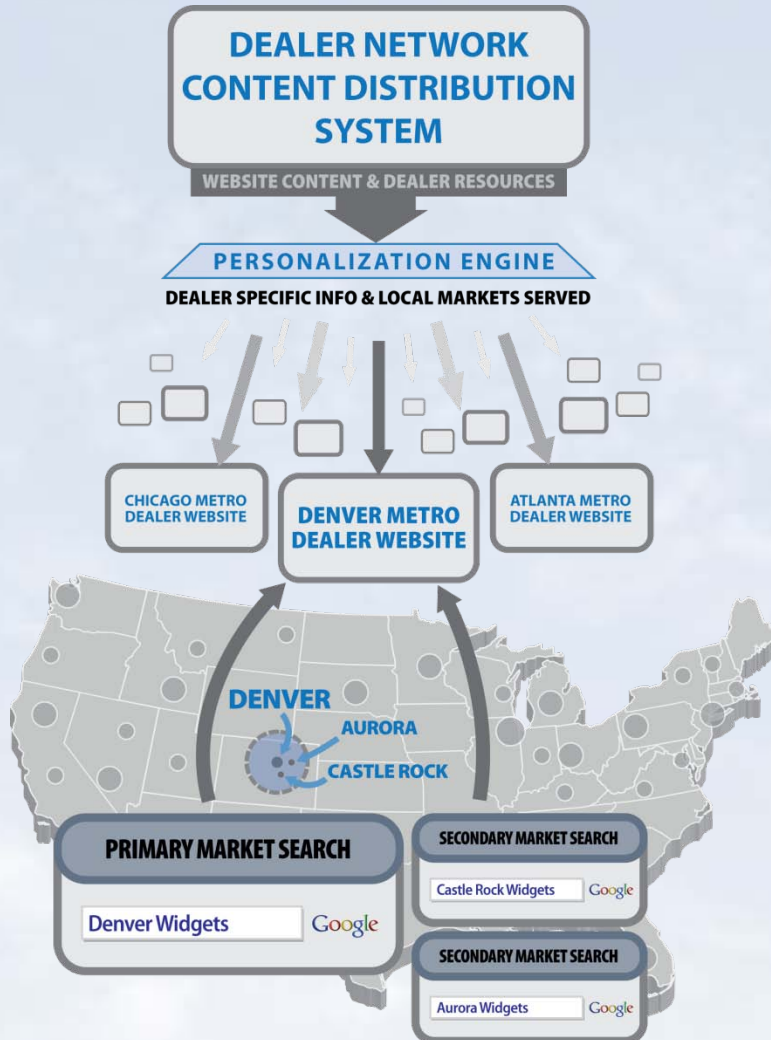
- Why the Web is where you need to be in today's economy
- Proven real-world online/offline marketing strategies
- Key steps to take in developing a comprehensive marketing approach of your own

<http://netcentered-webinars.cirrusabs.com>

cirrus abs 

@kmullett // #NCSEO

Cirrus ABS // channel management program



turn your dealer network
into an online marketing
powerhouse

For Businesses and Other
organizations with Networks of
Dealers, Franchises, Distributors,
Affiliates, Chapters, More!

Search Engine Optimization for Visibility, Action & Conversion // Kevin Mullett



kevinmullett.com
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facebook.com/kevinmullett
linkedin.com/in/kevinmullett
just google "[kevin mullett](#)"

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