



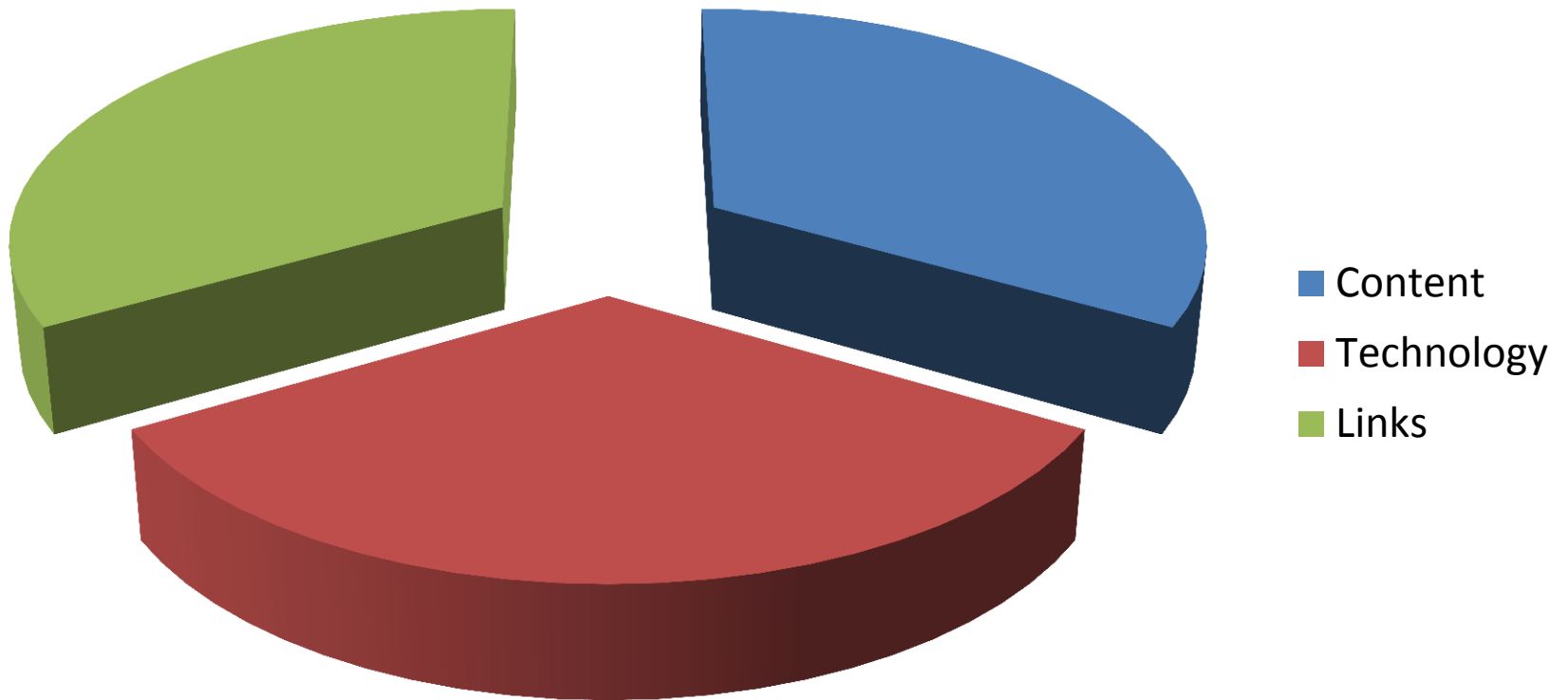
Organic SEO

3:1

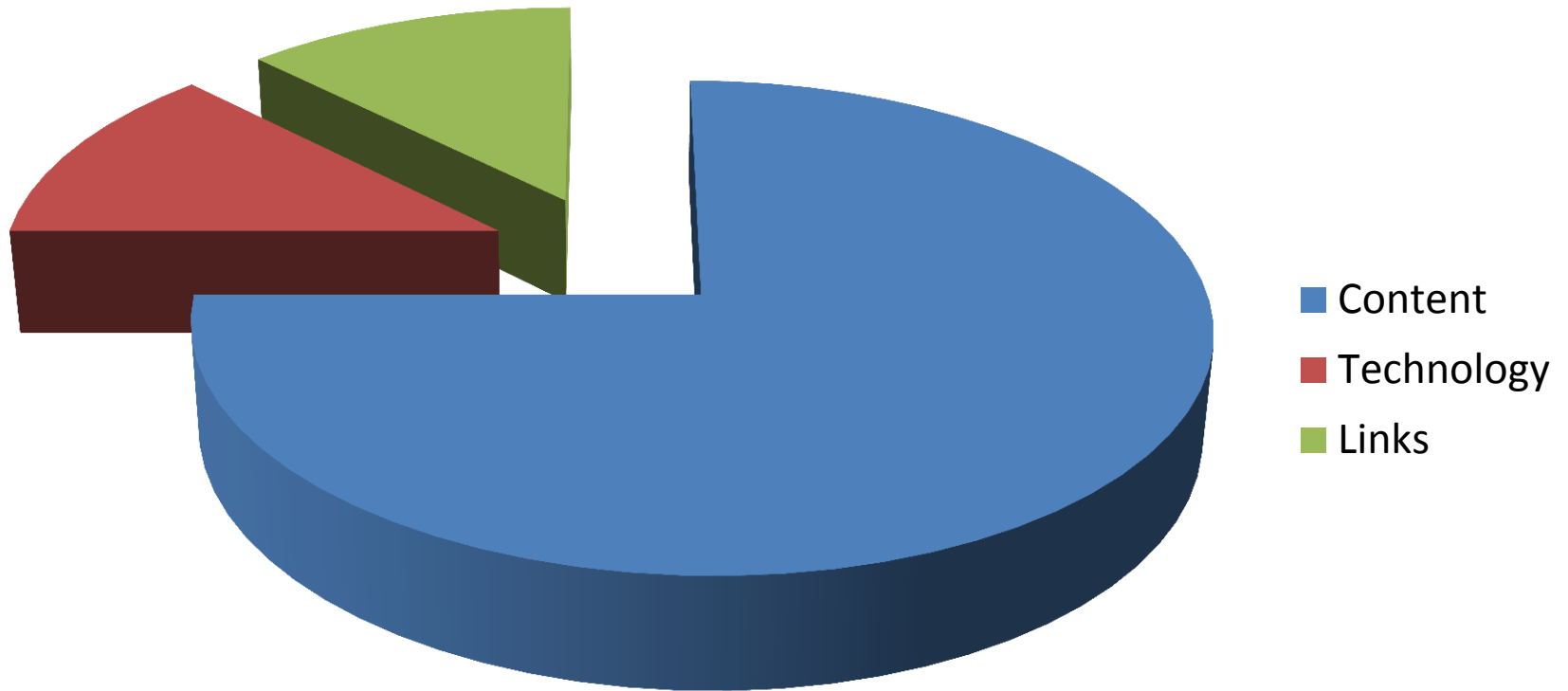
6:1

18x

Three elements to SEO



Three elements to SEO



Technology



FLASH



Frames



Graphics

In-Depth Look at Linking



Quick Tips

- Link to Your Own Pages From Your Other Pages
- Link Your Weak Pages to Your Strong Pages
- Use Keywords as Anchor Text
- Social Media Profiles
 - Facebook, Twitter, YouTube, Google+



CONTENT

Content Optimization

URL (keyword, with no/few subdirectories)

Title (64 characters or fewer, include keywords)

Develop a Social Media Strategy in 7 Steps

Headline <h1> (include keywords)

Social Media Strategy in 7 Steps

Alt Image (describe image in 160 characters, include keywords)

Google+



