

# **How To: Squeeze Some SEO ROI Out of Your Existing Site**

AMA 030607



# Agenda

- o A Little about Amplify
- o Overview - SEO Best Practices
- o Identifying & Leveraging Content
- o Linking Strategy = Marketing Strategy
- o Link Case Study

# Amplify Interactive

## Overview

- o Specialized in helping companies get more out of their Web presence via
  - Search Engine Optimization
  - PPC Paid Search Engine Marketing
  - Link Development
  
- o Clients benefit from industry experience and strategic perspective
  - Focused on SEM since 1999
  - Expert: Speaker at *Search Engine Strategies & local area business seminars*
  - Results: Work has been featured in MarketingSherpa.com
  - We work with our clients to understand their industry, offering & competitive advantage
  - Well-rounded client base: B2B & B2C
  - History of Integration: Marketing Communications Agency Background

# Amplify Interactive

## Clients: Past & Present

- o Intel/Cisco
- o Danner Boots
- o Novas Software
- o Digimarc
- o Cascade Microtech
- o Bergstrom Nutrition
- o Polygon Homes Northwest
- o Audio Precision



# Amplify Interactive

## The Amplify Interactive Difference

### o Strategic Partnerships & Integration



### o Certifications & Qualifications



# SEO Basics

How To: Squeeze Some SEO ROI  
Out of Your Existing Site



# Search Engine Marketing

## Effective Search Engine Marketing

Improved Search Engine Presence, Targeted Traffic, Visitor Conversion

### Inbound Links

Quality vs. Quantity  
“Credibility”

### Content

- Keyword optimized
- Useful, value driven
- Features, tools, resources

### Architecture, Navigation & Code

- Keyword optimized
- Search engine friendly

## Keyword Research & Selection

Foundation of an Effective Search Marketing Campaign


portland oregon - Google Search

Sign in

Web Images Video News Maps more »

Google portland oregon Search Advanced Search Preferences

Web Results 1 - 10 of about 27,700,000 for **portland oregon**. (0.12 seconds)

 [Map of Portland, Or](#)  
maps.google.com

**Portland Vacations & Meeting Planner Information - Portland Oregon ...**  
The **Portland Oregon** Visitors Association (POVA) is a resource for Meeting Planners and those interested in a **Portland** vacation. POVA provides information on ...  
[www.travelportland.com/](http://www.travelportland.com/) - 14k - [Cached](#) - [Similar pages](#)

**Get Portland Hotel & Portland Restaurant Information - Portland ...**  
Maybe you've heard that the city of **Portland, Oregon** has been proclaimed as North America's "Best Big City," according to Money magazine. ...  
[www.travelportland.com/visitors/](http://www.travelportland.com/visitors/) - 42k - [Cached](#) - [Similar pages](#)

**City of Portland, Oregon**  
Official city site. Lists service departments, new and proposed policies and projects, job openings, and information for local businesses, visitors and ...  
[www.portlandonline.com/](http://www.portlandonline.com/) - [Similar pages](#)

**Portland, Oregon - Wikipedia, the free encyclopedia**  
This was primarily due to the fact that **Portland** (and **Oregon** as a state) wa town ... See also: Tourist attractions in or around **Portland, Oregon** ...  
[en.wikipedia.org/wiki/Portland,\\_Oregon](http://en.wikipedia.org/wiki/Portland,_Oregon) - 232k - [Cached](#) - [Similar pages](#)

Sponsored Links

**Free Relocation Package**  
Free Custom Relocation Packets For Home Buyers! Maps, Area Info & More  
[www.BuyersUSArelocation.com](http://www.BuyersUSArelocation.com)

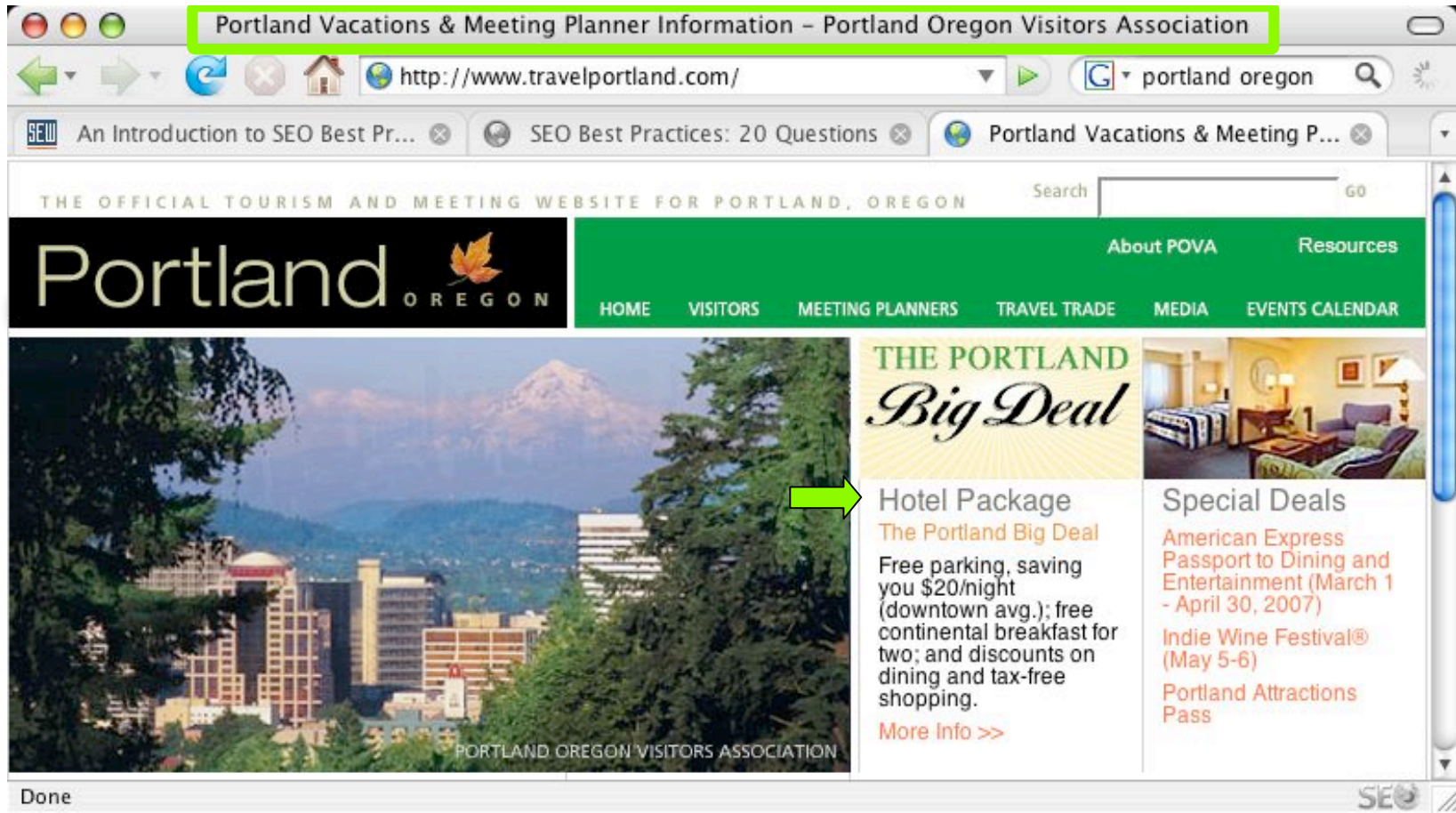
**New Homes Vancouver WA**  
Tour new homes and communities in **Portland**, OR & Vancouver, WA.  
[www.pacificlifestylehomes.com](http://www.pacificlifestylehomes.com)

**Portland, OR Travel**  
Photos, Customer Ratings & Reviews. Save on Trips to **Portland**, OR  
[www.Expedia.com](http://www.Expedia.com)

Compelling Listings:

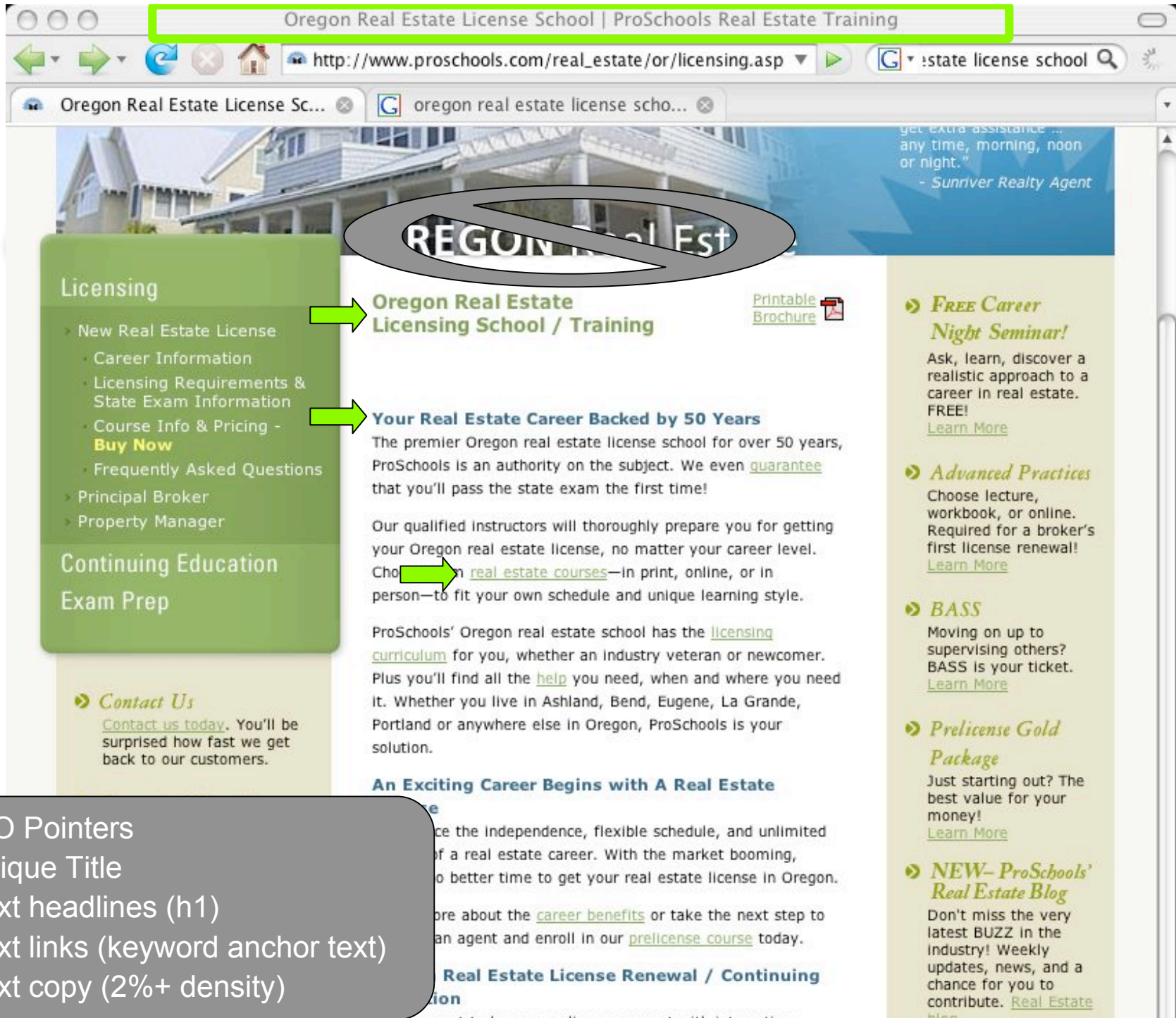
- Keywords in title & description
- Segment audience
- Capture interest

Done

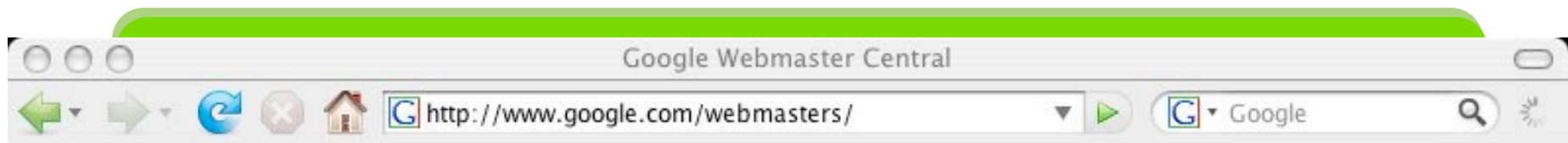


```
Source of: http://www.travelportland.com/
<head>
<title>Portland Vacations & Meeting Planner Information - Portland Oregon Visitors Association</title>
<meta name="title" content="Portland Vacations & Meeting Planner Information - Portland Oregon Visitors Association">
<meta name="description" content="The Portland Oregon Visitors Association is the official tourism and meeting website for Portland, Oregon. We provide information on hotels, restaurants, events, and more.">
<meta name="keywords" content="meeting planner, meeting planners, meeting planner information, meeting planner services, meeting planner rates, meeting planner packages, meeting planner deals, meeting planner offers, meeting planner discounts, meeting planner specials, meeting planner promotions, meeting planner events, meeting planner activities, meeting planner attractions, meeting planner amenities, meeting planner services, meeting planner facilities, meeting planner accommodations, meeting planner transportation, meeting planner parking, meeting planner maps, meeting planner directions, meeting planner information, meeting planner contact, meeting planner phone, meeting planner email, meeting planner website, meeting planner services, meeting planner facilities, meeting planner accommodations, meeting planner transportation, meeting planner parking, meeting planner maps, meeting planner directions, meeting planner information, meeting planner contact, meeting planner phone, meeting planner email, meeting planner website">
<meta name="DCS.dcSSIP" content="www.travelportland.com">
```

- Influence Rankings**
- Title Tag - unique to every page
  - META Description - unique
  - Call to action / offers (cross link)



- SEO Pointers
- Unique Title
  - Text headlines (h1)
  - Text links (keyword anchor text)
  - Text copy (2%+ density)



# Google™ Webmaster Central

Welcome to your one-stop shop for comprehensive info about how Google crawls and indexes websites. You can learn here how to ensure that your site is easily crawled and indexed and access tools that will enable you to diagnose crawling issues, study statistics on how your site is doing in our index, and tell us how you'd like your site to be crawled and indexed.



## [Site status wizard](#)

Find out whether your site is currently being indexed by Google.



## [Google's blog for webmasters](#)

The latest news and info on how Google crawls and indexes websites.



## [Webmaster tools \(including Sitemaps\)](#)

Statistics, diagnostics and management of Google's crawling and indexing of your website, including Sitemap submission and reporting.



## [Google's discussion group for webmasters](#)

Talk with your fellow webmasters and share your feedback with us.



## [Submit your content to Google](#)

Learn about submitting content for Google properties such as Google Base and Google Book Search.



## [Webmaster help center](#)

See answers to frequently asked questions about crawling, indexing, ranking and other webmaster issues.

### Use Webmaster Resources

- Submit a list of your pages
- Check the “crawl” of your site
- Submit offline content & products
- List your office locations
- Use “help” information to your advantage

- [Google Home](#) - [About Google](#)

# On-Site Strategies

How To: Squeeze Some SEO ROI  
Out of Your Existing Site



McClenahan Bruer Communications | Integrated, High-Tech B2B Marketing, Advertising and PR Firm

http://www.mcbru.com/pages/sitemap.php

SIGN UP FOR MONTHLY B2B TECH-MARKETING UPDATES FROM MCBRU!

SITE MAP **McCLENAHANBRUeR** EMAIL US  
communications

COMPANY ■ CAPABILITIES ■ INDUSTRY EXPERTISE ■ THE WORK ■ CAREERS ■ CONTACT



## www.mcbru.com Site Map

[McClenahan Bruer Advertising and PR Agency Home Page](#)  
Brief intro to the integrated marketing communications agency and its expertise and focus on business-to-business marketing communications for clients in high technology industries.

- [Company](#)  
Overview of Portland, Oregon-based McClenahan Bruer Communications, touching on expertise and success in high tech public relations and advertising.
  - [Account Teams](#)  
Summary of business-to-business technology-marketing expertise within each account team. McClenahan Bruer account teams are fully integrated to provide full-range of marketing communications services from one senior point-of-contact.
  - [News](#)  
Access the latest news releases and information from McClenahan Bruer, as well news covering integrated marketing, Advertising and PR trends.  
[2005 McBru News Releases](#)  
[2004 McBru News Releases](#)
- [Capabilities](#)  
Overview of extensive business-to-business marketing capabilities at McBru, as they relate to marketing high-technology companies with proven techniques for branding, direct marketing, integrated marketing, marcom and public relations.
  - [Public Relations](#)  
Comprehensive introduction to high-tech public relations practices at McBru. Learn the benefits of integrated PR approaches to maximize your B2B marketing investment.
  - [Advertising](#)  
High-tech advertising from McBru. Few, if any, high-tech B2B advertising

Optimize your Site Map

- Describe content with keywords
- Easily add keyword-loaded anchor text
- Link to it from the footer of every page
- Can double as your 404-error page

SEO



Web Images Video News Maps more »

portland oregon high tech pr agency

Search

Advanced Search  
Preferences

Sign in

Web

Results 1 - 10 of about 597,000 for portland oregon high tech pr agency. (0.35 seconds)

[McClenahan Bruer Communications | Integrated, High-Tech B2B ...](#)

Overview of **Portland, Oregon**-based McClenahan Bruer Communications, touching on expertise and success in **high tech public relations** and advertising. ...

[www.mcbru.com/pages/sitemap.php](http://www.mcbru.com/pages/sitemap.php) - 22k - [Cached](#) - [Similar pages](#)

[McClenahan Bruer Communications | Integrated, High-Tech B2B ...](#)

...

Founded in 1993, McClenahan Bruer Communications (McBru) is a **Portland, Oregon**-based integrated advertising & **public relations agency** providing unparalleled ...

[www.mcbru.com/](http://www.mcbru.com/) - 15k - [Cached](#) - [Similar pages](#)

[\\*\\*PORTLAND OREGON EMPLOYMENT INFORMATION\\*\\*](#)

Fleishman-Hillard **Public Relations**, Search the **Portland, OR** location ... Adecco, hi **tech** temp and contract--click on **Oregon-Portland. HIGH TECH STAFFING** ...

[www.worldstar.com/~pdxpro/employ.html](http://www.worldstar.com/~pdxpro/employ.html) - 105k - [Cached](#) - [Similar pages](#)

[PR Agencies in Oregon Information | Business.com](#)

**Portland.Local.Com**. Performance based **PR. High tech PR agency** serving clients ... **Portland, Oregon**-based international strategic **public relations agency** ...

[www.business.com/directory/advertising\\_and\\_marketing/public\\_relations/agencies/united\\_states/oregon/](http://www.business.com/directory/advertising_and_marketing/public_relations/agencies/united_states/oregon/) - 30k - [Cached](#) - [Similar pages](#)

[PR Agencies in Washington Information | Business.com](#)

**Portland, Oregon**-based international strategic **public relations agency** serving clients worldwide with Mediablitz

[ad\\_marketing/washington/](#) - 41k -

Sponsored Links

[SSPR - High Tech PR Firm](#)

that gets press coverage results helped secure coverage for SugarCRM  
[www.sspr.com](http://www.sspr.com)

[Horn Group PR](#)

**PR** and Web solutions that build **tech** companies into market leaders  
[www.horngroup.com](http://www.horngroup.com)

[High Tech Pr Agency](#)

Airfoil **PR** - market strategy and communications for **tech** companies.  
[www.airfoilpr.com](http://www.airfoilpr.com)

[Tech PR Experts](#)

Senior staff. Measurable results No retainers. Repeat clientele.  
[www.dovetailpr.com](http://www.dovetailpr.com)  
Portland, OR

[PRWeek Agency of the Year](#)

Results-driven **PR** that makes a difference in Europe, Asia and U.S.  
[www.hoffman.com](http://www.hoffman.com)

[High-Tech Power PR](#)

Quality public relations services for power, energy & tech products

Optimize your Site Map

- o Oops, keyword density vs home page
- o ORM: own more of the search results page

# On Site Strategies: Cross Links

## o Cross Links

- Look for opportunities to link key-phrases in your copy to the content page on your site
- Calls to action: avoid “read more”, “click here”, “learn more” as link text
  - “[click here](#) for the free trial of our accounting software” vs “free trial of our [accounting software](#)”
- Include keyword-loaded “breadcrumb” links
- Optimize “overview pages” or “directory” pages
  - Turn them into section-specific site maps
  - Describe and link to your related content
  - Group content into keyword-optimized categories

Home

Solutions

- Compliance
- Service Quality
- Security
- Industries
- Regulations
- For IT Auditors

IT Best Practices

Products

Evaluations

Documents


Support Center


Services

Training

Events

 Euro Site

 Japan Site


 US Federal Government

# REGULATORY PRO-ACTION

Tripwire Change Auditing solutions enable you to be proactive in compliance to industry regulations.

[Solutions](#) > [Regulations](#) > GLBA (Gramm Leach Bliley Act)

## GLBA (Gramm Leach Bliley Act) | Regulatory compliance solutions

 The [financial services industry](#), GLBA responds to the implications of online banking, e-commerce, electronic records, and the need to secure customer records. GLBA requires banks to protect customer privacy and prove compliance. As a result, system integrity and intrusion detection, coupled with a way to quickly remedy compromises, form the foundation of a bank's IT compliance policies and procedures. Tripwire change auditing solutions provide proven capabilities for meeting GLBA intrusion detection and remediation requirements.

### An Ironclad Defense: Detective Control

Tripwire provides what auditors call a detective control. It delivers the hard evidence of IT change auditing that auditors want. Tripwire gives you:

- Automated change control that isn't susceptible to human error or lapses in

#### Cross Links

- o Breadcrumbs (top of page)
- o Link keywords to related content
- o Webcasts etc should link the title of the paper instead of "more"

#### WEBCAST

The Price of Not Complying with GLBA

[More >](#)

#### WHITEPAPER

Unravelling GLBA:

Compliance Basics For Managers, Officers and Directors of Financial Institutions

[More >](#)

#### SOLUTION BRIEF


Achieving Gramm-Leach-Bliley Act Compliance with Tripwire Change Audit Solutions

[More >](#)

## Case Studies | High Praise from Customers



[Colorado Housing Finance Authority](#) The CHFA uses Tripwire to assist with GLBA compliance, as well as security and availability needs.

 102 KB

[Additional Case Studies](#)

[ALL CASE STUDIES >](#)

# Leverage Your Content

- o ID Your Content Assets
  - White papers & other PDFs
  - Photo galleries
  - Product pages / descriptions
  - Webcasts or podcasts
  - Office locations
  - Press room / releases
  - Customer support forums

# Leverage Your Content

## o Challenges

- Bulk of content either behind a registration or in non-text format (audio / video / flash)
- Can't link to individual pages
- Best stuff is in PDFs

## o Strategies:

- Improve architecture
  - Provide text - give search engines *something* to index
- Zero keyword optimization - let the content be your guide
  - Unique title tags & META descriptions directly from content
- Categorize content & cross-link
  - Don't be lazy & order by date - very user-Unfriendly
  - Add directory / category pages as needed

- Home
- Solutions
- IT Best Practices
- Products
- Evaluations
- Documents
- Services
- Training
- Events

- Euro Site
- Japan Site
- US Federal Government

# DOCUMENTS

Get the information you need.

- Problems - Before
  - o High priority paper with great content, but search engines can't see it (behind registration)
  - o No overview of the content of the paper - = reduced conversions

Resources

**Resources** | Please complete the following form

Thank you for requesting **Starting a Visible Ops-Based Change Management Program** white paper.

Tripwire requires a one-time registration to access selected content and materials on the site. Tripwire will not share the information you provide with anyone. We may periodically contact you regarding Tripwire products and services. For more information, please read our [privacy policy](#). If your web browser does not accept cookies you may need to register again for additional content.

\* First Name

\* Last Name

\* Job Title

\* Organization

\* Address

\* City

\* State or province:  
(U.S. and Canada only)

- Evaluations
- Documents
- Support Center
- Services
- Training
- Events
- Euro Site
- Japan Site
- US Federal Government

Resources > White Papers > White Papers Details

Whitepaper | Please complete the following form

## Starting a Visible Ops-Based Change Management Program

Discover proven shortcuts to IT best practices that allow your organization to identify crucial change-related risks and implement a configuration management database (CMDB). This "stake in the ground" will quickly add value and put your organization on the path to better performance using ITIL's VisibleOps method.

READ FULL DESCRIPTION

### Abstract

As many organizations seek ways to comply with Sarbanes-Oxley and Gramm-Leach Bliley requirements, VisibleOps is attracting great interest. But a configuration management database—at the heart of VisibleOps—is often the primary obstacle to a culture of solid change management. Without a process driven approach, compliance and performance improvement can be difficult to sustain and implement. With a change auditing process, however, companies can take the first steps toward establishing proven change management practices without creating yet another IT bureaucracy.

This paper details:

- Four painless shortcuts any organization can use to jump-start CMDB practices
- How to measure fragile assets and develop a repeatable process for asset description
- The benefits that can be immediately gained through im

### About the Authors

Tori Harris, RCDD, CCDP, CCNP, MCP, is an independent consultant with Integration, Inc. In the past 13 years, Harris has specialized in configuration/performance management, completing projects for many clients.

Ron Zika is a senior consultant with Waypoint, Inc., specializing in startups. He has consulted with such diverse companies as N

Download this paper to learn how VisibleOps and Tripwire can help you achieve change management best practices.

After - Abstract Added to Form

- o Design treatment keeps form above fold when not clicked
- o Bold headline much more readable & search engine friendly
- o Abstract gives search engine something to "see"
- o Gives visitors reason to fill out form

Tripwire requires a one-time registration to access selected content and materials on the site. Tripwire will not share the information you provide with anyone. For more information, please read our [privacy policy](#).

\* First Name

\* Last Name



# **Link Development = Site Marketing**

Build Credibility with Search Engines  
and Users



# Site Marketing Strategies

## Basic Link Development

- o Submit to human-edited directories
  - Yahoo, DMOZ, JoeAnt, GoGuides, etc
  - Look for vertical directories: Business.com, LookSmart,
- o Use the competition as a starting point
- o ID link partners by searching on top phrases
  - Send personalized link requests, explain value
  - Suggest a keyword-loaded description
  - Target “deep links”
- o Don't Miss These Links
  - partners, associations, sponsorships, awards, etc.

# Site Marketing Strategies

## Leverage Your Content & Other Efforts

- o Press releases: optimize & distribute online
- o Submit & Syndicate Content
  - Articles, white papers, video, photos, podcasts
  - Include a link to your site in boilerplate / profile
- o Product & shopping: Froogle, etc.
- o Office locations & local opportunities:
  - YellowPages, Google Maps, etc.
- o ORM: own more of the search results page

# Site Marketing Strategies

## Submit Your Content

Explore “Social Media” Opportunities:



**warning:**

**reddit not responsible  
for lost productivity**



reddit.com

# Link Development Case Study

How To: Squeeze Some SEO ROI  
Out of Your Existing Site



# Link Case Study - DiscoveryResources.org

## Overview

Fios is a leading provider of electronic discovery services & technology for legal teams. With no resource sites available in their niche, Fios identified a market opportunity and established a new resource site dedicated to electronic discovery, DiscoveryResources.org (DR.org)

## Objective

- o Establish DiscoveryResources.org as the definitive resource site in the ED space
- o Expand Fios ownership of search engine results
- o Brand Fios with visitors, market Fios webcasts & papers
- o Attract experts & content to continue growth for the site

## Challenges

- o Very little native content
- o Primarily linking out to other resources

## Strategy

- o Optimize content category pages
- o Focus on link development
- o Ask for content



Welcome to **DiscoveryResources.org**, where you will find the most up-to-date information, resources and news available about electronic discovery. Given the rapidly increasing importance of electronic evidence in litigation, **DiscoveryResources.org** offers much needed resources for legal professionals who seek to understand the many new technological and legal challenges associated with electronic discovery.

YOUR ELECTRONIC DISCOVERY DESTINATION SITE

MONDAY, 5 MARCH 2007

[HOME](#) | [e-DISCOVERY VITALS](#) | [NEWS](#) | [READING ROOM](#) | [EVENTS](#) | [COMMUNITY](#) | [EXPLORE](#)
[SOUND EVIDENCE](#) | [SITE SEARCH](#)

## SOUND EVIDENCE

E-DISCOVERY SIMPLIFIED

We are proud to host and sponsor this leading e-discovery blog by expert and industry insider, Mary Mack, Esq.

FEATURED BLOG



### edINSIDER\*

Adam Landa | Greenburg Traurig LLP is this month's mover and shaker in e-discovery.

### Ask the Expert

This month's expert: Michael Nelson | Nelson Levine de Luca & Horst

OPEN MIKE

### Thinking E-Discovery

By Dennis Kennedy, Evan Schaeffer and Tom



## CASE LAW

External Content



## FEATURED ARTICLES

### ABA Section of Litigation Practice Management

The Section of Litigation has assembled a powerful set of resources on discovery.

### Annotated Case Law & Further Reading

Ken Withers

### Civil Discovery Law

New Developments in Electronic Discovery Law

### Differences in Discovery in State and Federal Courts - Electronic Discovery and Other Miscellany

Summer 2005 | NYSBA NYLitigator

### E-Discovery Case Law: Zubulake I-VI

- [Zubulake I](#)
- [Zubulake III](#)
- [Zubulake IV](#)
- [Zubulake V](#)

### To Metadata or Not to Metadata?

22 February 2007 | New Jersey Law Journal

### Ready The High Cost of Ineffective Search

14 February 2007 | Data Storage Today

### Ready to produce IMs in court? Guidelines expand types of electronic info you'll need for discovery

04 January 2007 | Computerworld

### The Attorney-Client Privilege and the Amended Federal Discovery Rules

December 2006 | Law Practice Today

### Introduction to the New World of E-Discovery

January 2007 | Findlaw

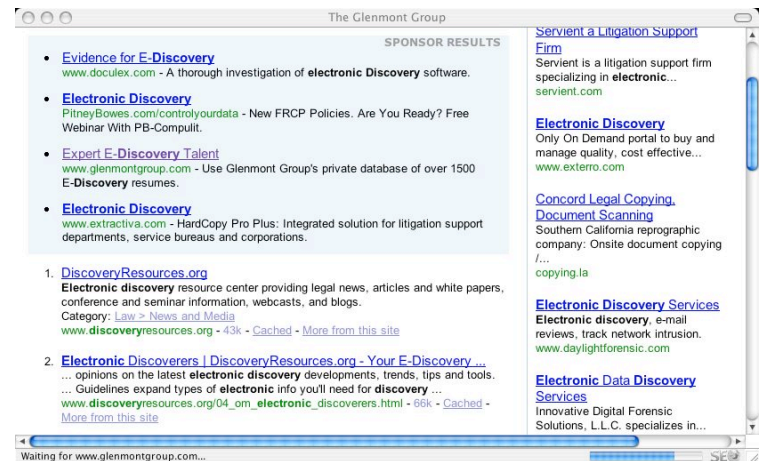
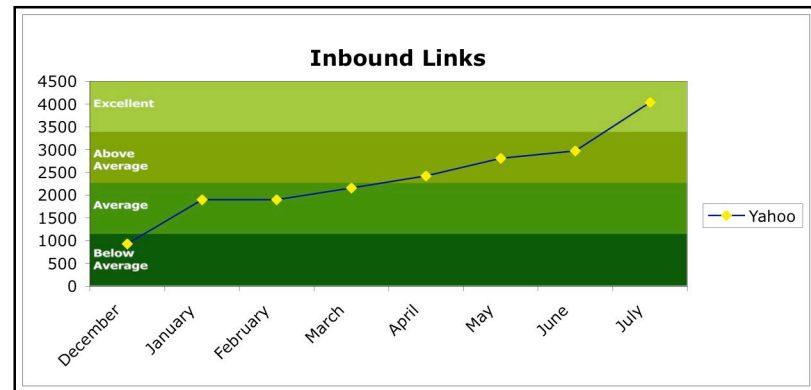
# Link Case Study

## DiscoveryResources.org

### Results

DiscoveryResources.org

- o Top 10 placement for all “ED” variations
- o “owns” results that the corporate site can’t
- o Link Referrals:
  - +306%
  - 35% of overall traffic
- o Inbound Links: +697%
- o Search engine referrals: +339%
- o Several industry-leading columnists
- o Several PR mentions for DR.org



# Link Case Study

## DiscoveryResources.org

electronic discovery - Yahoo! Search Results

### SPONSOR RESULTS

- [Evidence for E-Discovery](#)  
[www.doculex.com](http://www.doculex.com) - A thorough investigation of **electronic Discovery** software.
- [Electronic Discovery](#)  
[PitneyBowes.com/controlyourdata](http://PitneyBowes.com/controlyourdata) - New FRCP Policies. Are You Ready? Free Webinar With PB-Compulit.
- [Expert E-Discovery Talent](#)  
[www.glenmontgroup.com](http://www.glenmontgroup.com) - Use Glenmont Group's private database of over 1500 E-Discovery resumes.
- [Electronic Discovery](#)  
[www.FiosInc.com](http://www.FiosInc.com) - Overwhelmed by the volume of **electronic** evidence? Fios can help. PDF.

1. [DiscoveryResources.org](#)  
**Electronic discovery** resource center providing legal news, articles and white papers, conference and seminar information, webcasts, and blogs.  
Category: [Law > News and Media](#)  
[www.discoveryresources.org](http://www.discoveryresources.org) - 43k - [Cached](#) - [More from this site](#)
2. [Electronic Discoverers | DiscoveryResources.org - Your E-Discovery ...](#)  
... opinions on the latest **electronic discovery** developments, trends, tips and tools. ... Guidelines expand types of **electronic** info you'll need for **discovery** ...  
[www.discoveryresources.org/04\\_om\\_electronic\\_discoverers.html](http://www.discoveryresources.org/04_om_electronic_discoverers.html) - 66k - [Cached](#) - [More from this site](#)

### [Electronic Discovery](#)

HardCopy Pro Plus: Integrated solution for litigation support...  
[www.extractiva.com](http://www.extractiva.com)

### [Servient a Litigation Support Firm](#)

Servient is a litigation support firm specializing in **electronic**...  
[servient.com](http://servient.com)

### [Electronic Discovery](#)

Only On Demand portal to buy and manage quality, cost effective...  
[www.exterro.com](http://www.exterro.com)

### [Concord Legal Copying, Document Scanning](#)

Southern California reprographic company: Onsite document copying /...  
[copying.la](http://copying.la)

### [Content Management for E-Discovery](#)

Docubase process and content management for e-**Discovery** compliance.

# Resources

- o <http://del.icio.us/Amplify.Interactive/ama>

**Thank You For Your Time!**

Benjamin Lloyd, President

