DIVING INTO SEO

LOOK BEFORE YOU LEAP...

COMPLETE FREE FALL

10,000 FEET

Website As An "Online Brochure"

You've taken the leap!

To be found by Google and other search engines, you need to prepare for the jump.

1) Have your site **BROAD draws and derivatives** (keywords and keyword phrases) researched through Google Adwords and Google Analytics and integrated into the landing page, headers, tags and descriptions.

2) Have a properly formatted **sitemap.xml** submitted it for crawl through Google Webmaster Tools. (Submit new content and priority pages monthly.)

Website As A "Drop Zone"

drop zone

5,000 FEET

You must have a TARGET!

As they get closer to pulling the chute (sales conversion) you have to be more targeted with your SEO strategies.

1) Landing page content needs to be **unique to the target** you're looking at. Also called "Category pages," each category will contain **more specific draws and** derivatives.

2) Complimentary **sub-derivatives** are introduced here (e.g. - Derivative = "Plumbing Supplies," Sub-Derivative = "Commercial Plumbing Supplies" or "Plumbing Supplies Kansas City")

1,000 FEET

PULL YOUR parachute

Website As A "Landing Zone"

Make it a SOFT Landing!

Landing pages convert to conversion pages. Make it easy for those diving into your site to make the right choices.

1) Sub-Derivatives become specific **products or services** - clearly shown with content that supports.

2) Have a clear **"Call-to-action"** for the end users to land on.

3) **Collect data** and do it again!