



Search Engine Optimization & Social Media Strategy

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Why Develop an Internet Marketing Strategy?

90% of businesses use search engines to find manufacturers, searching by products, services, and capabilities.

2005 Search Engine Watch

YouTube search accounts for nearly 28% of all Google searches – making it the #2 search engine.

2010 Reel SEO

80% of manufacturing web sites do not optimize for search engines.

2008 Fathom SEO





What is an Internet Marketing Strategy?

Search Engine Optimization:

A process of improving your web site's search engine visibility through making it more **relevant** for specific keyword phrases.

Social Media Optimization:

Using social networking sites that are focused on specific subject matter and facilitate a community of interactive involvement that builds relationships and two way communications.





Strategic Goals

- 1) **Attract Potential Target Customers.**
- 2) Engage Visitors with Content and Features that Highlight Your Value Proposition.
- 3) **Conversion: Making Visitors take Action.**
- 4) Monitor Usage: Analytics to Track and Quantify Results.





Paid vs. Organic

Google Wire Springs Search

About 7,940,000 results (0.38 seconds) [Advanced search](#)

Everything
Images
Videos
News
More

Any time
Latest
All results
Sites with images
More search tools

Wire Springs (Sponsored link)
www.SpringsFast.com Custom or Stock Spring Manufacturer Supplying
"Springs Fast" Since 1913

MSDivisions
www.msdspring.com Stock & Custom Compression Springs Quick
delivery. Quality & price

Wire Springs
www.GeneralWireSpring.com We Mfr Wire Forms & Compression,
Extension & Torsion Springs. RFQ!

Starred results for wire springs

★ **Compression Springs - Extension Springs - Torsi...** -
www.acewirespring.com/

Diamond Wire Spring Company
We offer a Stock Spring Catalog and Custom spring manufacture:
Compression, Extension, Torsion, and Die springs. Based in Pittsburgh PA
with plants in ...
www.diamondwire.com/ - Cached - Similar

Custom Precision Springs | Custom Wire Forms
Master Spring and Wire Form Co. is a spring manufacturer that specializes
in custom precision springs and wire forms with short lead times and high
quality.
www.masterspring.com/ - Cached - Similar

Ace Wire Spring and Form Co. ★
Compression springs, extension springs, torsion springs and wire forms from
Ace Wire Springs.
www.acewirespring.com/ - Cached - Similar
[Compression Springs]

Associated Spring
Manufacturing and Sales
Worldwide Leader in Spring
Technology
www.asbg.com

**Compression Spring
Expert**
Short Run and Prototypes
M&S Spring Company, Inc.
Since 1960
www.msspring.com

Sterling Spring
Custom springs, wireforms,
stamping Top quality, quick
turnaround
www.SterlingSpring.com

Century Spring
Century Spring-your one
source for cust spring, wire
forming & 4-slide
www.centuryspringmfg.com
Pennsylvania

The Yost Superior Co.
The Clear Choice for Custom
Made Precision Springs &
Fast Delivery
www.yostsuperior.com





Search Engine Relevancy

Search Engines rank web sites according to how relevant they are to the phrase being searched!



CRITERION	
Final Total	TOTAL SCORE
Inbound Links	
Keyword density	
Amount Body Text	
Anchor Text	
Description tag	
META Theme	
Keyword Tag	
Header Tag	
Page Title	
Link Text	
Page Load Time	
Spamming	
Keyword Stuffing	
Alt Tags	
Weights Associated with the individual Criterion	





Understanding Optimization

How We See Sites



How Engine's See Sites





The Components of Relevancy

Content



SEO Codes & Tag



Links



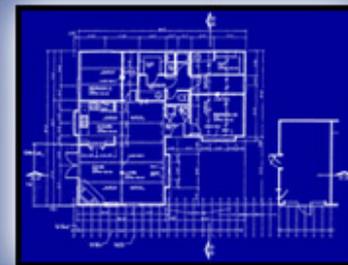
Technical Requirements





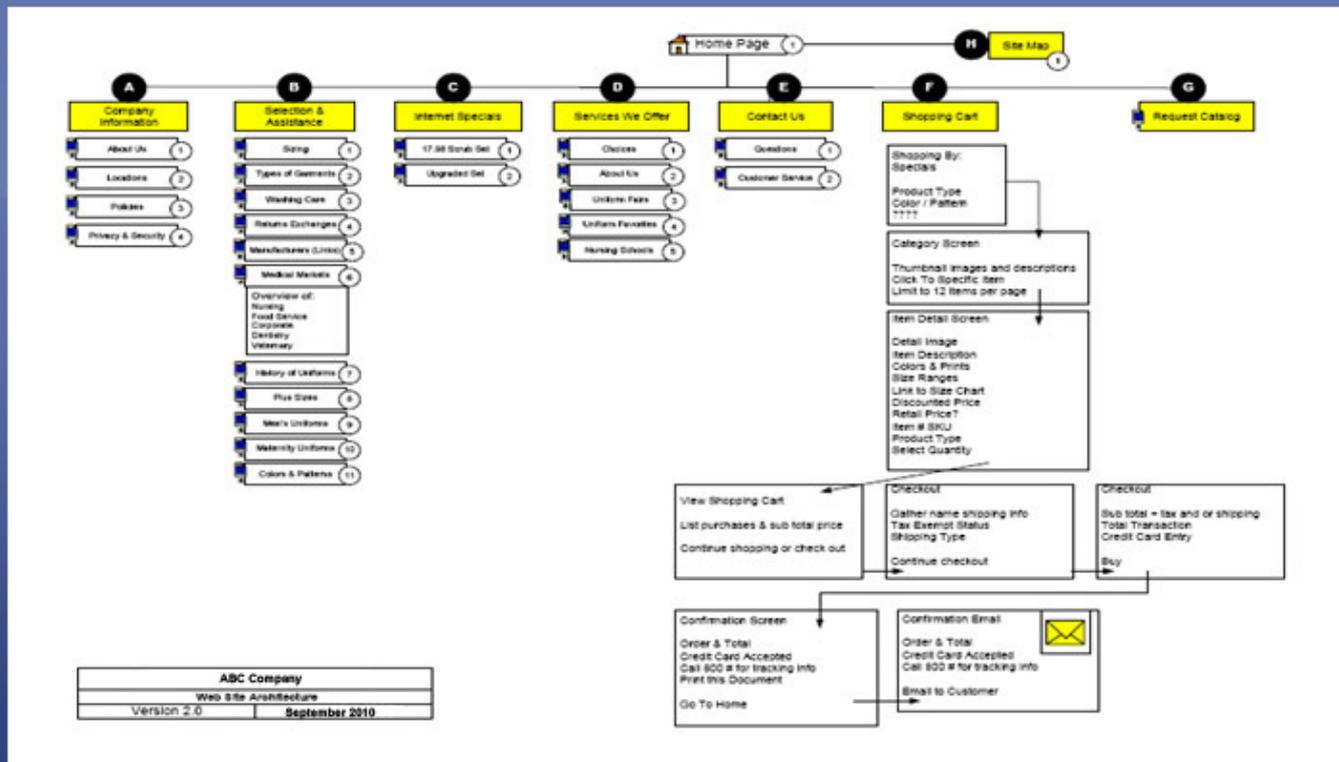
Optimization Strategy

- 1) Assess Current Site
- 2) Planning Your Site
- 3) Research Keywords & Competitors
- 4) Implement As You Build
- 5) Social Media & Linking
- 6) Monitoring / Analytics





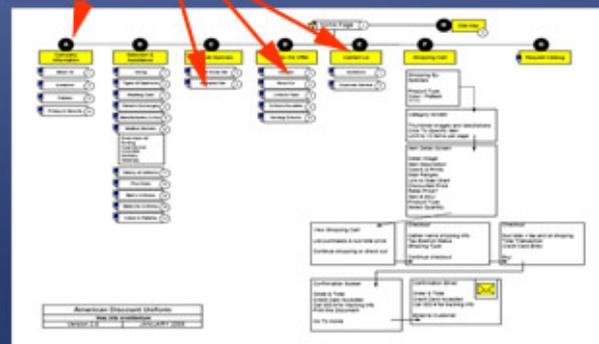
Planning





Research

Keyword	Searches	Competitive Pages	Flow Chart
automatic strainer	590	453,000	A1
automatic strainers	590	235,000	A2
backwash water filter	720	78,300	C4
boiler feed water	8100	411,000	D3
boiler feed water pump	1600	186,000	D1
reverse osmosis systems	720	580,000	F1
commercial water filters	3600	797,000	E1
water purification systems	1900	1,080,000	E2





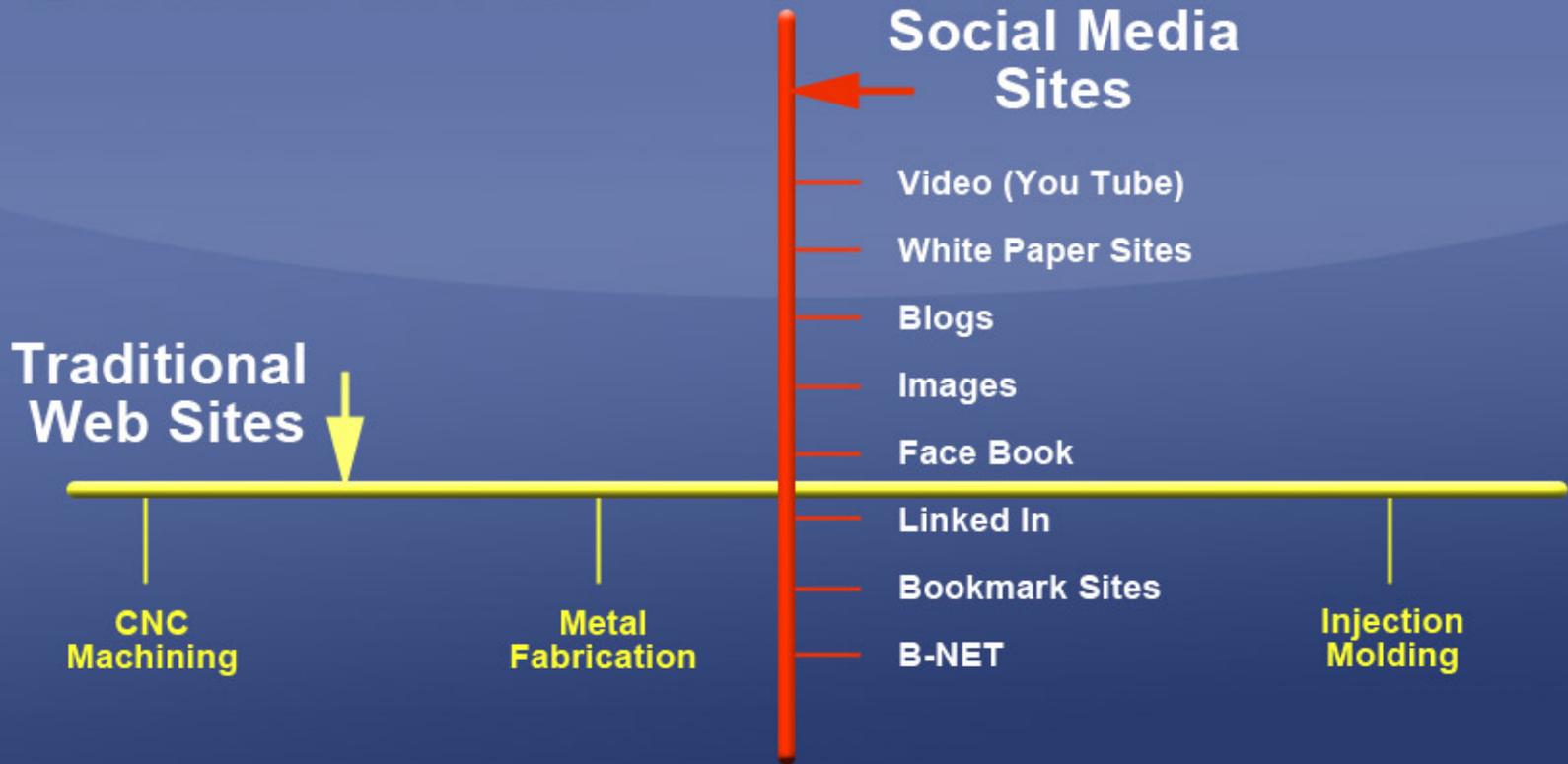
Building A Plan

Page	A-1 Flow Chart
Keyw ord	Aerospace Standards
Target	
Page Title	Aerospace Standards – AS9100 – AS9120 – AS9110 – AS9003 Quality Standards for Aerospace
Description Tag	Aerospace standards refer to quality management systems AS9100 used by organizations that design, develop or produce aviation defense products. Aerospace standards refer to AS9100, AS9120, AS9110 and AS9003 and their associated quality management systems.
Keyw ord Tag	Aerospace standards, quality management systems, AS9100, used, design, develop, produce, aviation defense, products, Aerospace, standard, AS9100, AS9120, AS9110, AS9003, quality systems, PRI, performance review institute.
<h1> Tag	Aerospace Standards – AS9100 – AS9120 – AS9110 – AS9003
Content	250 Words Make sure target keyword phrases are at top and at bottom on main content section. For example, at bottom use: for more information about (insert keyword phrase here) call us at 724-772-8667 or click to contact us online .
Density Notes	Keyword phrases should be used 3-5% of total copy on page.
File Name	Aerospace-Standards/ index.html





Social Media





Social Media

Bookmarking Sites



Media Sharing Sites



Blogs



Content Syndication



Social Networking





Model Based Enterprise ☆



★★★★★ - 9 min - Apr 30, 2010 - Uploaded by CatalystConnection
www.model-based-enterprise.com **Model Based Enterprise** is a fully integrated and collaborative environment founded on 3D product ...
www.youtube.com/watch?v=m0W0O05ezR0 - [more videos »](#)

Provides real time video presentations

#2 Search Engine

Can be optimized for search engines

Can link to your site

Can be embedded in your site

53 times more likely to attain top ranking

Free Service

Provides analytics on performance





facebook

Linked in

Corporate versions are not the same as personal

Creates an interactive community

Allows users a two way avenue for communication

You can update subscribers instantly

Posts can link visitors back to your web site

**Create message boards, question forums, polls,
promotions, events, newsletters, coupons**

Fastest growing relationship building sites

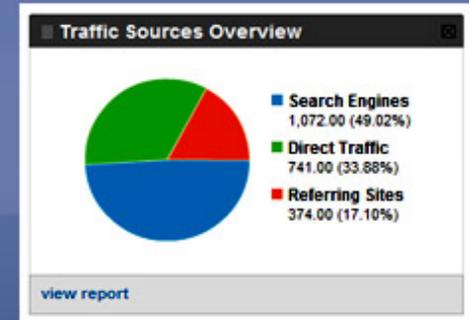
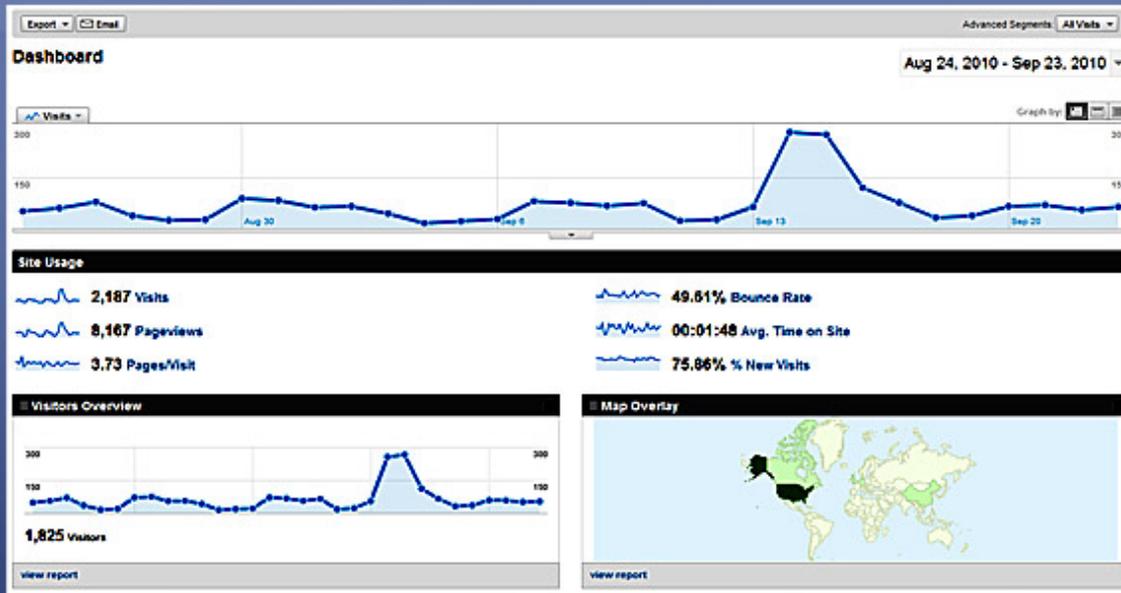
Free





Analytics / Monitoring

Google Analytics





Success Stories

ITI Trailers & Truck Bodies

6 of 9,230,000 Web Sites

“Municipal Truck”

4&5 of 7,210,000 Web Sites

“Oilfield Trucks”

- + 35 Additional Keyword Terms
- Reduced PPC \$250,000
- Increased Leads
- International Business



<p>Videos for municipal trucks</p>	
	<p>Municipal Trucks & Snow Plows 48 sec - Jan 9, 2009 Uploaded by Sonata2002 www.youtube.com</p>
	<p>Municipal Trucks & Snow Plows 48 sec - Mar 11, 2009 video.yahoo.com</p>





Success Stories

Molded Fiberglass Tray

9 of 5,000,000 Web Sites
"Nesting Containers"

1&2 of 12,000,000 Web Sites
"Gum Trays"

- + 57 Additional Keyword Terms
- Reduced PPC \$500,000
- Tripled Online Leads
- International Business





Thank You
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