

Search Marketing Workshop

Developing a winning SEO strategy



David Burdon

www.simplyclicks.com/Travel.html

Workshop Outline

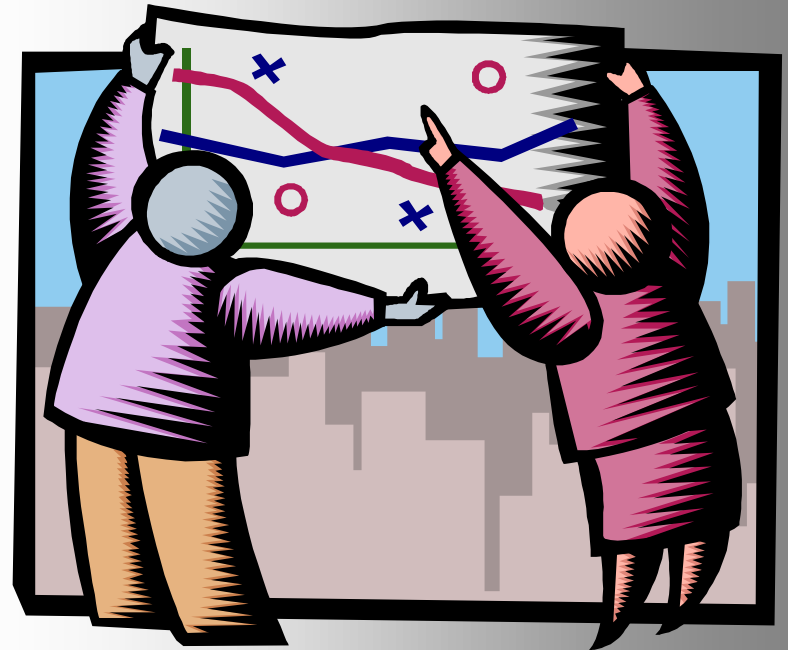
1. The basics of a good SEO strategy
2. Effective link building strategies
3. Why optimisation is really about good marketing.
4. How focusing on people can be a highly rewarding strategy.
5. Web spam, Google penalties and common misconceptions.
6. Why social media is critical going forward.

Experience

- Stena Line, Cosmos, Carlsberg
- Created the Somewhere2stay.com brand
- 9+ years specialist involvement in search
- 300+ search engine marketing projects
- SEO for B2B, B2C and E-commerce
- SEO, PPC, Web analytics training for SMEs to multinationals since 2004.
- Working in highly aggressive search categories
- Spoken on search for CNN, at conferences in London, Dublin, Birmingham etc.

Approach

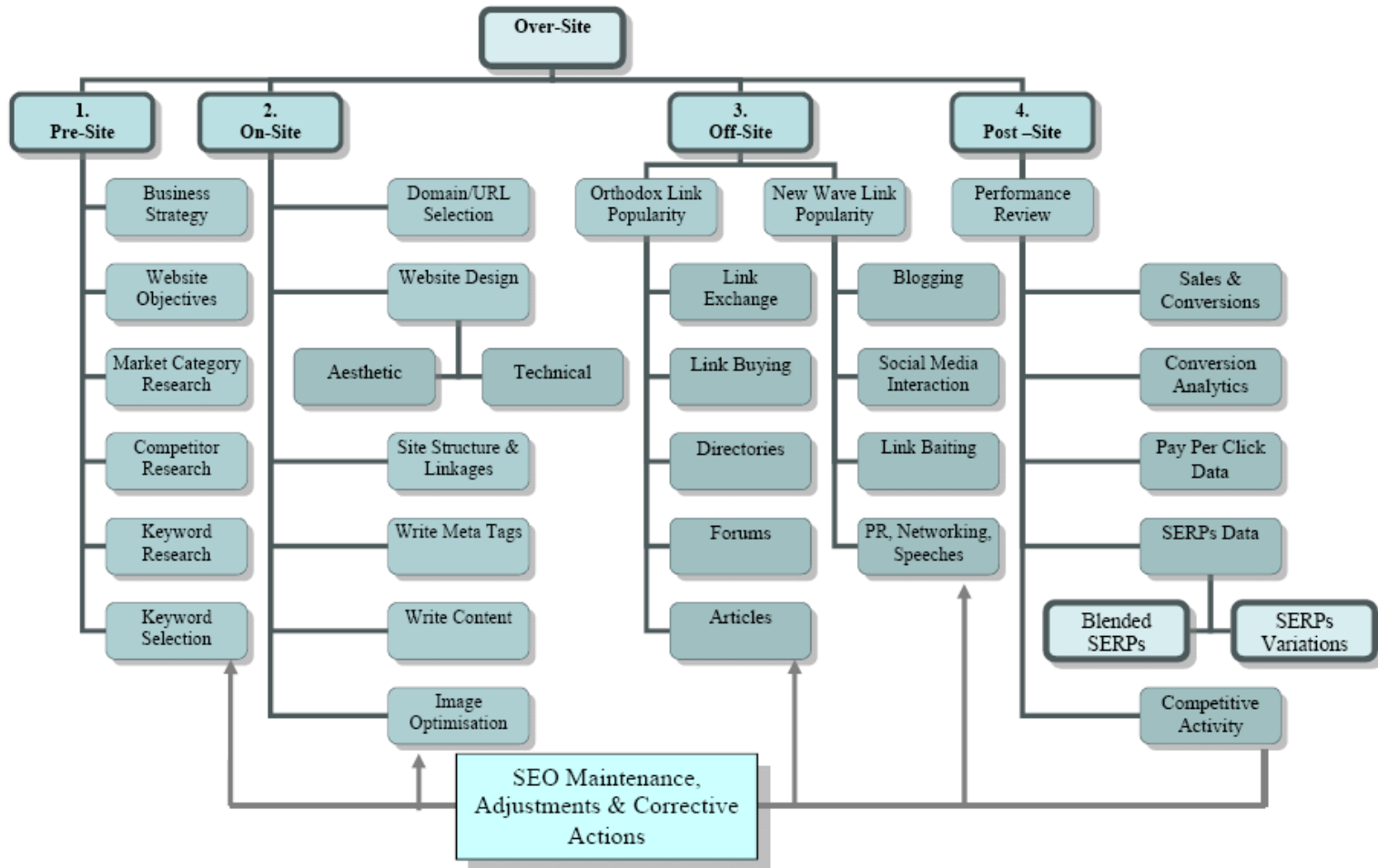
- Theory
- Practical observations
- Recommendations
- Discussion



Search Practicalities

- No silver bullets.
 - If it sounds too good to be true....
 - Beware of snake oil salesmen
- Google organic search is getting much tougher
- No.1 for a small term beats No.11 for a big term
- Relevance more important than quantity
- The best terms for your business may be quite small
- Good search practise is incremental
- Wide range of free resources
- Almost everything is trackable and measurable

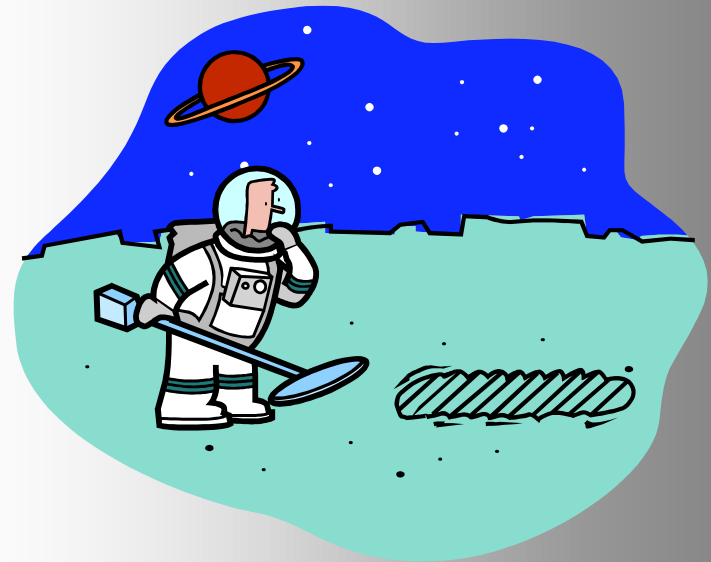
SEM Over-Site



Theory: SEM Over-Site

Five Stages

- Pre-Site – Planning stage
- On-Site – Website content
- Off-Site – Link building
- Post-Site – Results, feedback
- Plus – Maintenance, corrective actions, competitor response, tuning.



Search Strategy Objectives

- Assert influence over the value network
- Reduce reliance on any individual source of traffic.
- Maximise number of conversions
- Minimise unit conversion costs
- Minimise unit customer acquisition costs
- Outrank both inter-type and intra-type competitors for selected terms.

Search Strategy Planning

- Campaign structure
 - Organic Search
 - Paid search
 - Referrals
 - Direct
- Clear understanding of search types
 - Brand vs generic
 - Local vs national
 - Seasonal and temporal
 - Informational and transactional
- Each treated differently from search perspective



Play to your strengths

- Own your Location
 - County
 - City, Town or District
 - Location may be ambiguous
 - Postcode
- Know your market category
- Own your speciality




Google's Search Flavours

- Google comes in many flavours:
 - Web
 - Places/Local
 - Map
 - Image
 - Shopping
 - Blog
 - News
- Each has a role to play



Google Local Search

 Instant is off [Advanced search](#)

About 134,000 results (0.32 seconds)

Places for travel agency near Ashford, UK

- A** [Thomas Cook](#) - 1 review - [Place page](#)
www.thomascook.com - 16 Park Mall, Ashford (Kent), England - 0871 664 7026
- B** [Thomson - Ashford High Street](#) - [Place page](#)
www.thomson.co.uk - 83/83A High Street, Ashford, Kent - 01233 625 722
- C** [Thomas Cook](#) - [Place page](#)
www.thomascook.com - 3 County Square, Kent - 0845 308 9113
- D** [BP Travel Marketing Services](#) - [Place page](#)
www.bptravelmarketing.co.uk - Orbital Park, Ashford, Kent - 01233 211 211
- E** [Flightsandfly Ltd](#) - [Place page](#)
www.flightsandfly.co.uk - 19a Park Mall, Ashford TN24 8RY, Kent, UK - 020 7993 6871
- F** [Trailblazers Travel](#) - [Place page](#)
maps.google.com - 4 Bank St, Ashford - 01233 668 815
- G** [vca Travel](#) - 13 reviews - [Place page](#)
www.vca-travel.com - Church Ln, Kenardington, Ashford, Kent - 01233 733 733

[More results near Ashford, UK »](#)


[Travel Agents in Ashford, Kent UK](#)

A local information and business directory aimed at those looking for contact details of **Travel Agents** and other businesses in **Ashford, Kent**.
www.accessplace.com > ... > SOUTH EAST > KENT - Cached - Similar

[Ashford Travel Agency](#)

Tourism **travel agency Ashford** - All details about Tourism **travel agency Ashford** - User recommendations, phone number, opening times, directions, ...
uk.nomao.com/ashford/practical+life/travel+agency.html - Cached

[Brockmans Travel Services, Ashford](#) - Transportation, **Travel agency** ...



©2011 Google Map data ©2011 Tele Atlas

Ads

[Travel Advertising](#)

A Better ROI for your ad campaign.
Try Google AdWords Today!
www.google.co.uk/AdWords

[See your ad here »](#)




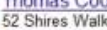
Google Map Search

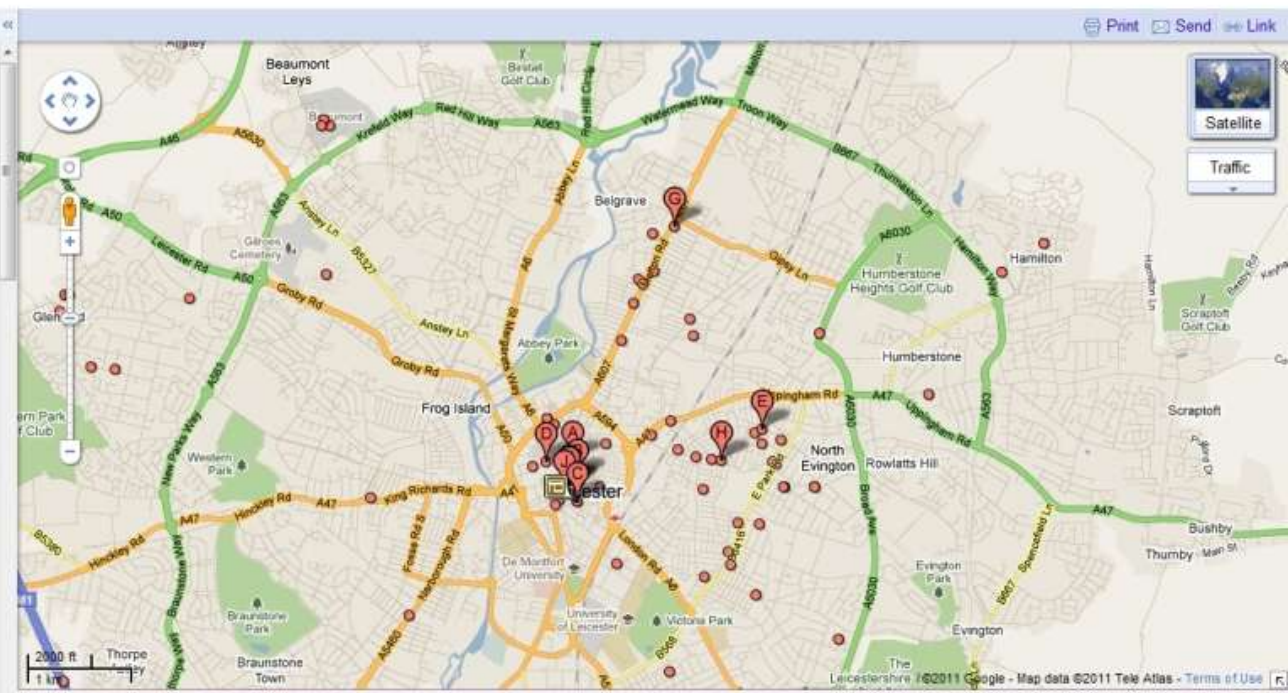
Web Images Videos **Maps** News Shopping Gmail [more](#) New | Help | Sign in

Google maps Search Maps Show search options

Get Directions My Maps Print Send Link


travel agency near Leicester, UK

- Leicester Travel Agency** - Show on map Ads
Visit STA Travel in Leicester for all worldwide travel arrangements.
www.statravel.co.uk/branches
STA Travel - Leicester, 30 Belvoir Street, Leicester, United Kingdom
- Thomson - Leicester Humberstone Gate** more info

10-12 Humberstone Gate, Leicester LE1 3PH, United Kingdom
+44 116 261 5540
Category: Travel Agent
1 review
"We booked a week in tunisa all inclusive and hotel recommended by them turned ..."
- Millington Travel** more info

2 Halford Street, Leicester LE1 1JB, United Kingdom
+44 116 262 1787
- STA Travel - Leicester** more info

30 Belvoir Street, Leicester LE1 6QH, United Kingdom
+44 871 702 9829
1 review
- Thomas Cook** more info

52 Shires Walk, High Street, Leicester, England LE1 4EQ, United Kingdom






Tourism Advertising UK - www.taximedia.com - Outdoor tourism advertising with Taxi Media Taxi Advertising Ad

Google Shopping Search

 Instant is off ▾

About 267 results (0.21 seconds) [Advanced search](#)

Sort by: Relevance  

Villas with Pools  Ads
Villa Parade Holidays Villa Parade Offers More. Book Now.
Early Booking Offers - Villas in Crete - Villas in Cyprus - Villas in Ibiza
villaparade.co.uk/Mediterranean












Villa With Pool 
Fantastic villas with heated pools. ATOL protected. Book with confidence
villaplus.com is rated  (43 reviews)
www.villaplus.com

Photo Jigsaw of Interior patio in a house in Andalusia (Andalusia) 
 Interior patio in a house in Andalusia (Andalusia). Interior patio in a house in Andalusia (Andalusia).
Spain, Europe
[Add to Shopping List](#) **£17.99**
 Media Storehouse 
 [179 reviews](#)

ANDALUCIAN VILLAS LIMITED (Search Business Reports all UK) 
 Business Reports for all UK Businesses include: Free Alerts, 5 Year Accounts, Credit Limits, Ratings,
Director and Shareholder info (PDF Business ...
[Add to Shopping List](#) **£14.99**
 www.CompanyAlert.co.uk
 [5 reviews](#)




Renovated Village House In Granada, Andalusia, Spain
 Find Renovated Village House In Granada, Andalusia, Spain on eBay in the category
Property>Overseas>Private for £255000.
[Add to Shopping List](#) **£255,000.00 used**
 eBay

Photo Mug of Interior patio in a house in Andalusia (Andalusia)  **£11.99**

Google Web Search

The image shows a screenshot of a Google search results page. The search query is "flights to Malaga Leeds Bradford airport". The page displays several search results, including sponsored ads and organic search results. The ads are for "Flights to Malaga - Low Cost Fares to Malaga" from thomson.co.uk, "Leeds - Malaga" from jet2.com, "UK - Malaga Flights" from easyJet, "Cheap Flights" from Jet2.com, "Expedia Flights", and "Cheap flights to Malaga" from travelzoo.com. The organic results include "Cheap Flights | Find & Book Cheap Flights Online | Jet2.com", "Jet2.com | Timetables | cheap flights from Leeds Bradford to Malaga", "Cheap Flights from Leeds Bradford to Malaga", and "Flights from Leeds Bradford to Malaga - All Airlines & Information". The left sidebar contains navigation links for "Everything", "Images", "Videos", "News", "Shopping", and "More". The bottom of the page features a URL "www.simplyclicks.com/Travel.html" and a logo for "Simply Clicks Search Engine Powered Marketing".

Google flights to Malaga Leeds Bradford airport Search Instant is off ▾

About 115,000 results (0.14 seconds) Advanced search

Everything
Images
Videos
News
Shopping
More

Bingley, UK
Change location

The web
Pages from the UK
More search tools

Flights to Malaga - Low Cost Fares to Malaga ✓
Search **Flights & Hotels** Online Now
thomson.co.uk is rated ★★★★★ (313 reviews)
thomson.co.uk/Flights

Leeds - Malaga ?
Summer Sun Sale Fm £9.99. 22KG Bag Allowance & Allocated Seats.
jet2.com is rated ★★★★★ (221 reviews)
jet2.com/Malaga

UK - Malaga Flights ✓
Book your **flights** now with easyJet and travel from £26.99 inc. taxes!
Summer 2011 Holiday Packages - Flexible Car Rental Packages
easyjet.com

Cheap Flights | Find & Book Cheap Flights Online | Jet2.com ?
From your local **Airport - Leeds Bradford**: ... Cheap flights to Larnaca; Cheap flights to Leeds Bradford; Cheap flights to Madeira; Cheap flights to Malaga ...
Destinations - Latest Cheap Flight Offers - myJet2 - Questions
www.jet2.com/ - Cached - Similar

Jet2.com | Timetables | cheap flights from Leeds Bradford to Malaga ?
Timetables for cheap flights from Leeds Bradford to Malaga with Jet2.com. ...
www.jet2.com/.../cheap-flights/leeds-bradford-to-malaga.aspx - Cached - Similar
Show more results from jet2.com

Cheap Flights from Leeds Bradford to Malaga ?
All these low fares from Leeds Bradford airport (LBA) are under £195 and ... for full details of these Leeds Bradford flights or click on flights to Malaga ...
www.lowfareflights.co.uk/Leeds%20Bradford-Malaga.htm - Cached - Similar

Flights from Leeds Bradford to Malaga - All Airlines & Information ?
Flights from Leeds Bradford to Malaga, all information, details and timetables for Flights to Malaga from Leeds.
www.malagaairport.eu/flights/leeds-to-malaga.php - Cached

Cheap flights from Leeds Bradford to Malaga (Spain) ?

Ads

Get Flights from £30 ✓
Leeds - Malaga - Flights
Compare 100s Of Airfares at once.
www.kayak.co.uk/flight

£52 Flights to Malaga ✓
Return flights fr £52 for Malaga
Compare all leading airlines now!
www.dealchecker.co.uk/Malaga

Tickets Cheap Malaga ✓
Fly with bmibaby from £34.49
Also Book Car Hire & Hotels!
www.bmibaby.com

Leeds bradford - Spain ✓
Tickets Leeds bradford Spain
Book your flight with Air France.
www.airfrance.co.uk


Expedia Flights ✓
Great Deals on Airline Tickets.
No Change or Cancellation Fees!
expedia.co.uk is rated ★★★★★
www.expedia.co.uk/flights

Cheap Flights Malaga ✓
Comparing Prices from 40+ Provider
To Find the Right Deal for You!
travelsupermarket.com/Malaga

Cheap flights to Malaga ✓
22 Million subscribers use us to find great flight deals to Malaga.
travelzoo.com is rated ★★★★★
www.travelzoo.com/uk/Malaga

Google Place Page - 1

Web Images Videos **Maps** News Shopping Google Mail [more](#) ▼



[Get Directions](#) [My Maps](#) [Edit this place - Business owner?](#)

Trailblazers Travel
4 Bank St, Ashford TN23 1BX
01233 668815
[Directions](#) [Search nearby](#) [more](#) ▼

Category: Travel Agent
Public transport: Ashford International railway station (0.4 mi S)

Your rating: ★★★★★

Photos & Videos [Upload a photo](#)

Be the first to upload a photo

Reviews by Google users

Been here? [Sign in to rate](#)

Google Place Page - 2

Web Images Videos **Maps** News Shopping Google Mail [more](#) ▼



travel agency Ashford kent

[Get Directions](#) [My Maps](#)

[Edit this place](#) - ✓ [Owner-verified listing](#)

Flightsandfly.Ltd

19a Park Mall, Ashford TN24 8RY, Kent, UK TN24 8RY
020 7993 6871

flightsandfly.co.uk

[Directions](#) [Search nearby](#) [more](#) ▼

Categories: Entertainment Place, Travel Agency

Public transport: Ashford International railway station (0.5 mi S)

Your rating: ★★★★★

We have lots cheapest deal in cheap flights, cheapest air tickets, economical airfares for cheap flights to Asia, Africa and worldwide from the United Kingdom. - [From the owner](#)



[From the owner](#)

Details

Email: flightsandfly.co.uk@gmail.com

You can get cheap flights and economical air tickets for flights to Africa, Asia and worldwide from all

leading airports in UK. You also can book your bargain airfares with cheap flights to Africa, Asia and world with us. You can also book your cheap hotle deals and car hiring with cheapest price....

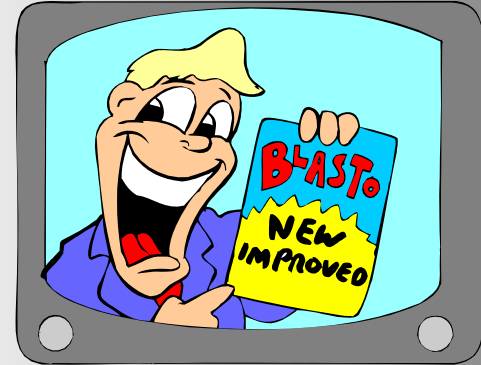
[Business owner](#)

[More details](#) »

Payment accepted: Maestro, Solo, Connect, Invoice, Delta, Switch, Electron, Diner's Club, Discover, MasterCard,

Outsmart your competition

- Define who they are
 - They are probably nearby
 - Search for them
- Work out how they compete with you
 - Strengths
 - Weaknesses
- Avoid head-on competition
- Find ways to do things better



Keyword Research

- Get a baseline
 - Establish existing traffic levels and sources
- Use a good (Free) analytics package
- Track actual keyword activity
 - WYPFISNNWYG
 - Beware broad match (Semantics)
- Google, Microsoft, Word Tracker
- Check out competition
- Trade volume for relevance and quality
- Synthesise all components



Organic (Free) Search

- Prioritise Google – 90% market share
 - You will need off page activity e.g. inbound links
- Learn lessons from other engines
 - Bing a predictor of future Google ranking
- Be patient with Google
 - Do the right things and monitor progress
 - May take two to three months
 - Check indexing and long tail terms
 - Solid long term rankings is the priority
 - Avoid all “*spammy*” techniques – otherwise you will pay in the long run.

Organic Search – Key Elements

- Keywords
 - Keyword selection
 - Less is more
- Alignment
 - URLs
 - Meta tags
 - Copy
 - Images
- Inbound Linking
 - Anchor text
 - Relevance
 - Indexing



No Cost Recommendations

- Register your website with DMOZ - £0
- Secure your Google Place page - £0
- Optimise it - £0
- Generate reviews - £0
- Create a Blogspot blog - £0
- Create a Wordpress blog - £0
- Put analytics in place - £0
- Join a link exchange scheme - £0
- Join LinkedIn - £0
- Set-up a Facebook business page - £0
- Join Twitter - £0



2. Effective Link Building

1. Understand Google PageRank
2. Have a strategy
3. Look for quality and relevance
4. What makes a link good or value
 - Google indexing and recency
 - Anchor text
 - Page relevance
 - Content and links
 - Not nofollow

3. Why Optimisation = Good Marketing

1. The basics of a good SEO strategy
2. Effective link building strategies
3. Why optimisation is really about good marketing.
4. How focusing on people can be a highly rewarding strategy.
5. Web spam, Google penalties and common misconceptions.
6. Why social media is critical going forward.

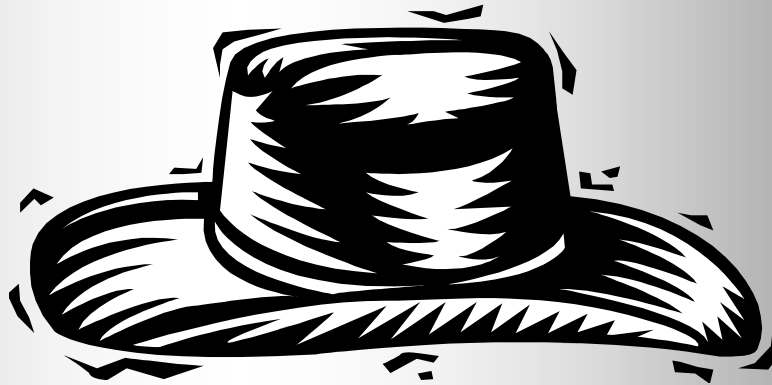
4. How Focusing on People can be highly rewarding

1. Customers
 - Conversion takes place in the mind
2. The link provider
3. Internal stakeholders
4. Market intermediaries
5. Competitors



5. *Web Spam and Google Penalties*

1. The hats
 - White hat
 - Black hat
 - Grey hat
2. Content based
3. Link based
4. Hosting based
5. Link buying
6. Low quality activities

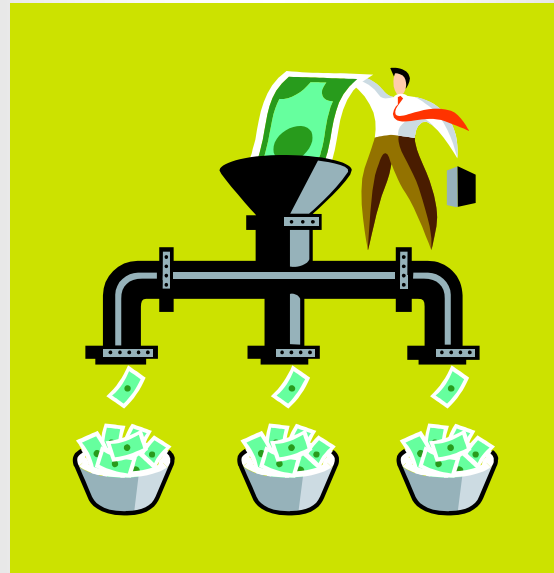


6. *Social Media*

1. Decide on an approach
 - ROI, Publicity, Dialogue, Competitive, Cool
2. Blogs
3. Forums
 - Speciality – Mumsnet, MyDeco, UKBF
4. Facebook
5. Twitter
6. LinkedIn

Parting thought

- Turn search engines into revenue engines



David Burdon – Simply Clicks