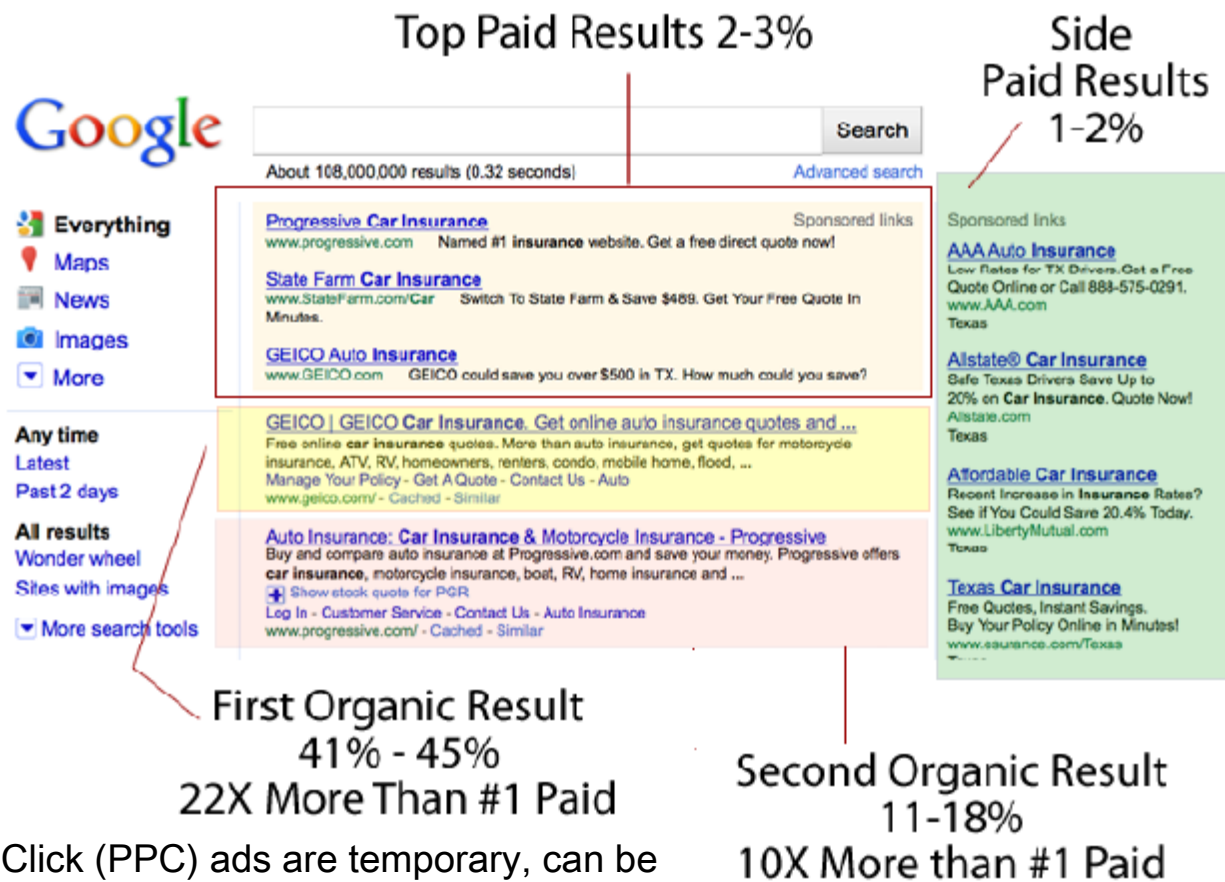


A SIMPLE GUIDE TO OUR SEARCH ENGINE OPTIMIZATION PROCESS

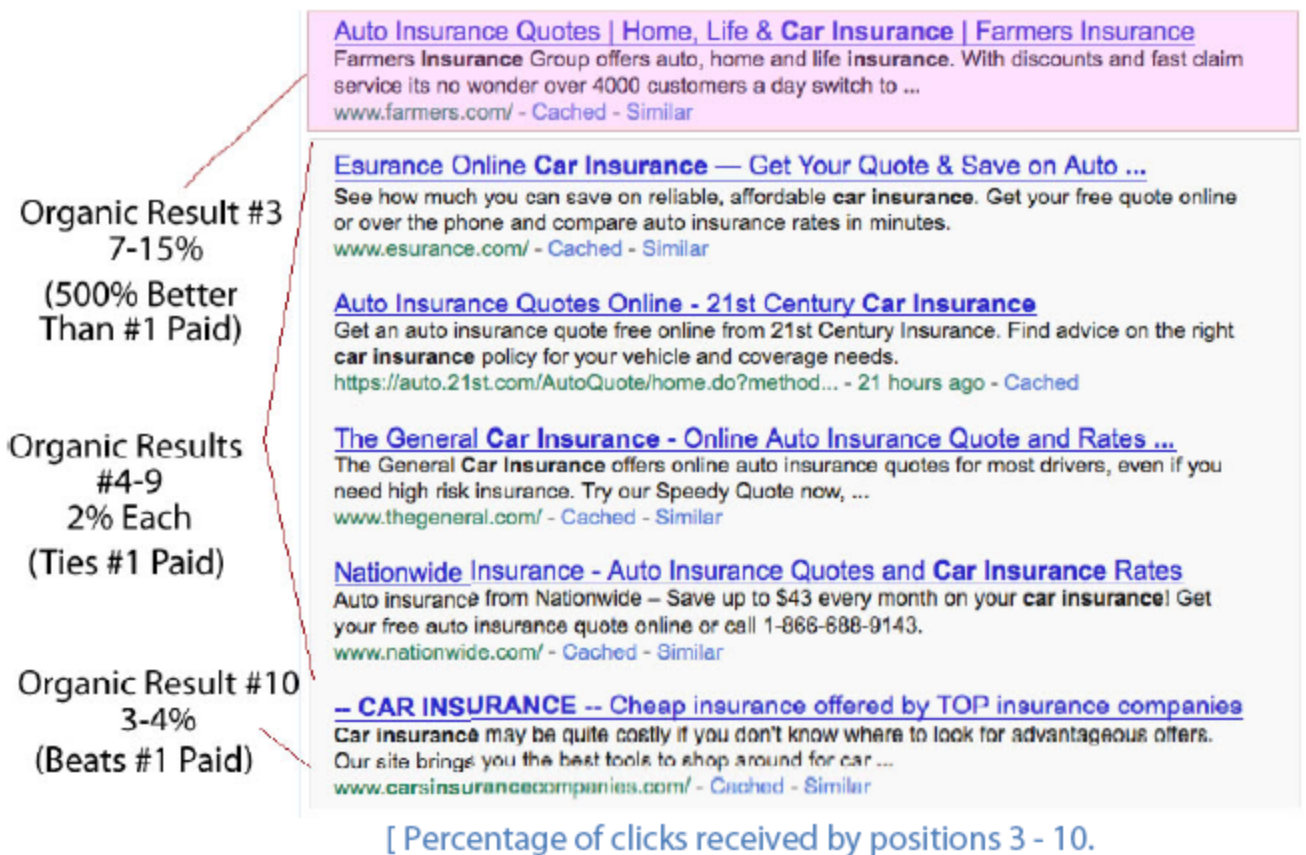
WHAT IS SEO?

Search engine optimization (SEO) is the process of improving the visibility of a web page or business in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results. Other forms of search engine marketing (SEM) target paid listings. In general, the earlier (or higher on the page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including image search, local search, video search and industry-specific vertical search engines. This gives a website web presence.

Here's a screenshot that illustrates how the clicks are distributed on any given search engine results page:



Pay Per Click (PPC) ads are temporary, can be very expensive, and as the tests show, are largely ignored by searchers (aka banner blindness). Organic listings are just the opposite and that is why we focus on them versus PPC.



FINDING YOUR KEYWORDS:

Before you can begin any search engine marketing campaign, we must carefully select the right search terms to target. It's important to note that Google ranks PAGES, not WEBSITES. Meaning that each page of your website must be targeting its own keywords.

The Local SEO Expert engages in some of the most detailed keyword research available in the industry today. Our in-depth analysis covers the following attributes of each keyword:

- * Total Searches – Average number of people who search for this keyword daily.
- * SEO Traffic (SEOT) – The maximum potential daily clicks that a #1 ranked site for this keyword term could potentially achieve.
- * Trends – Indicates monthly traffic trends for a particular keyword.
- * Adwords Traffic (AWT) – the total daily traffic (clicks) that a #1 ranked Google Advertiser for a keyword might expect to receive from their ads.
- * Adwords CTR (AWCTR) – The percentage of people who click on the #1 ranked advertiser in Google (AWT) as a percentage of total traffic for a keyword.
- * Adwords CPC (AWCPC) – An indication of what you might expect to pay to be the #1 ranked advertiser for a particular keyword in Google.
- * SEO Comp (SEOC) – The total number of web pages globally that mention a specific keyword term, in the same (phrase) word order, in Google's index.
- * Title Comp (SEOTC) – the total number of web pages globally that mention all of the words in a keyword term in the title of the page.
- * Title/Comp (SEOTCR) – this is the ratio of SEOTC to SEOC. A low score can indicate weak competition in a market.
- * Adwords Comp (AWC) – represents the number of advertisers bidding on a keyword (worldwide), and

how this compares to other keywords.

* OCI – An indicator of the chances that someone searching for a keyword is looking to buy as opposed to browsing for information.

* Adwords Value (AWV) – The total daily value of traffic (and also the costs) a #1 ranked Google Adwords advertiser might expect to receive if advertising for a keyword. (AWV= AWT x AWCP)

* SEO Value (SEOV) – The total value of traffic that a web-site that ranked #1 for a keyword in Google. It's value is an indicator of the value of a keyword market. (SEOV = SEOT x AWCP)



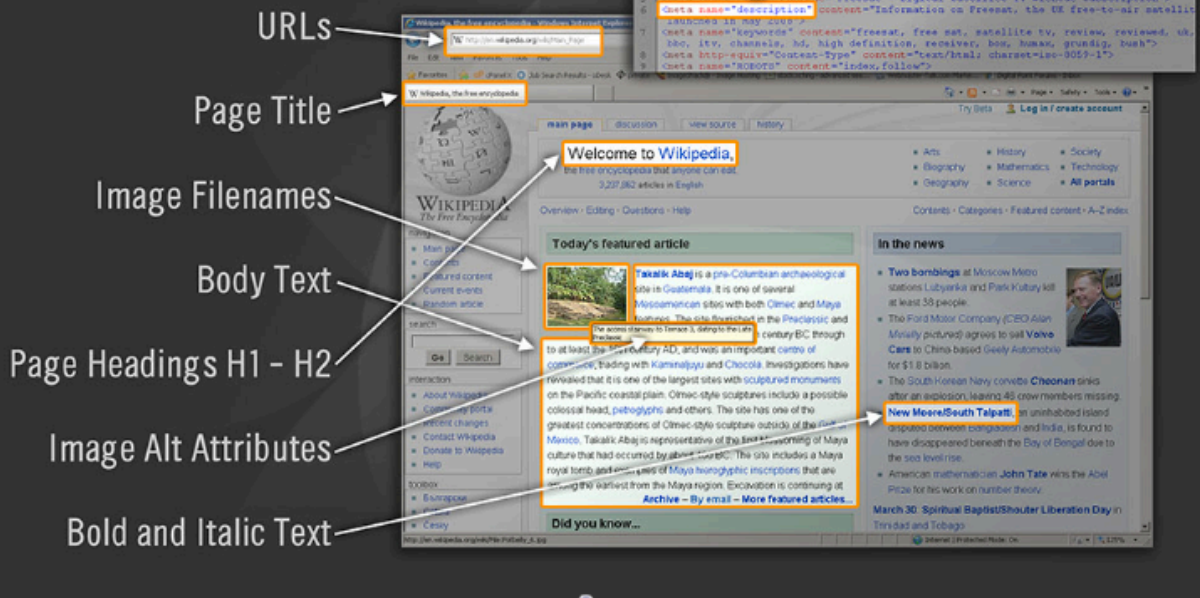
FIXING YOUR WEBPAGES:

As an Internet marketing strategy, The Local SEO Expert considers how search engines work and what people search for. Optimizing a website may involve editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.

Page Optimisation

Keyword Use In...

Meta Descriptions
(Devalued)



THE MARKETING STRATEGY:

The Local SEO Expert uses a propriety strategy that we like to call “Groundswell”. When a company uses the Groundswell technique they are essentially mimicking the natural behavior of the Internet when buzz about a topic is occurring....

Let’s say the iPhone 4 launches. First of all, you will see major news and press releases reporting about the launch. Following this, blogs and forums show increased activity about iPhones, and you will also see social media sites like Facebook and Twitter have increased activity on the discussion of iPhones.

When this happens, Google has no choice but to put iPhone’s main site on the #1 ranking every time people search for the iPhone. It is illogical to have other sites at the #1 ranking.

What we are going to do in this strategy is to simulate this type of breaking news and increased activity. Google sees the web from a collective point of view. We want Google to catch the idea that our client’s site is the main focus for this keyword and that everyone searching for the keyword must be looking for our client’s site. When this happens, our client’s rank will improve substantially and in some cases, instantly (if you do this on a VERY large scale).

This is the reason why we always start campaigns with a press release.

THE “GROUNDWELL” PROCESS:

-Press Release to well over 100+ Internet news agencies. (The press may even end up at Google's News and Yahoo! News.)

-Hire bloggers and submit original articles to begin discussions and reviews of your site.

-Commence blog commenting, forum discussions, and forum profiles. Begin conversation on Twitter and Facebook.

-Create a branded Youtube channel and start creating and uploading lead generation videos

All of this is done to mimic the Internet's behavior when a topic is heated and much discussion is happening.

The image shows a Google search results page for the query "the local seo expert". The search bar at the top shows the query and indicates "About 7,260,000 results (0.32 seconds)". On the left, there are navigation tabs for "Web", "Images", "Videos", "Maps", "News", "Shopping", and "Gmail". Below the search bar, there are several search results. Red callout boxes with arrows point to specific elements:

- A box on the left says "Over 7 million competing results" with an arrow pointing to the search bar area.
- A box at the top right says "Paid non-organic ad - Will only get approx. 2% of clicks vs 42+% for my organic listings" with an arrow pointing to the first search result, which is an advertisement for "Florida SEO Experts - Get Top Rankings with Local Firm".
- A box in the middle right says "#1 and #2 organic double listings for my targeted branding term 'the local seo expert'" with an arrow pointing to the second and third search results, both of which are for "The Local SEO Expert".
- A box at the bottom right says "Just imagine your website showing up at the top like this for your target terms. Example 'San Diego accountant' or 'dentist in Miami' or 'movers in Albany' etc" with an arrow pointing to the search results.

More successful examples of my work can be found here

<http://www.thelocalseoexpert.com/looking-for-proof-of-success>

Additional information on the SEO process can be found here

<http://www.thelocalseoexpert.com/your-website-1-in-google>

For a 100% free website analysis and SEO campaign plan go here

<http://www.thelocalseoexpert.com/blueprint>

Thank you for your time and I look forward to working with you

Justin, The Local SEO Expert

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