

Welcome!

Growing Your Business Digitally SEO & Adwords



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Rogers Small Business Centers

Who Is Rochelle?



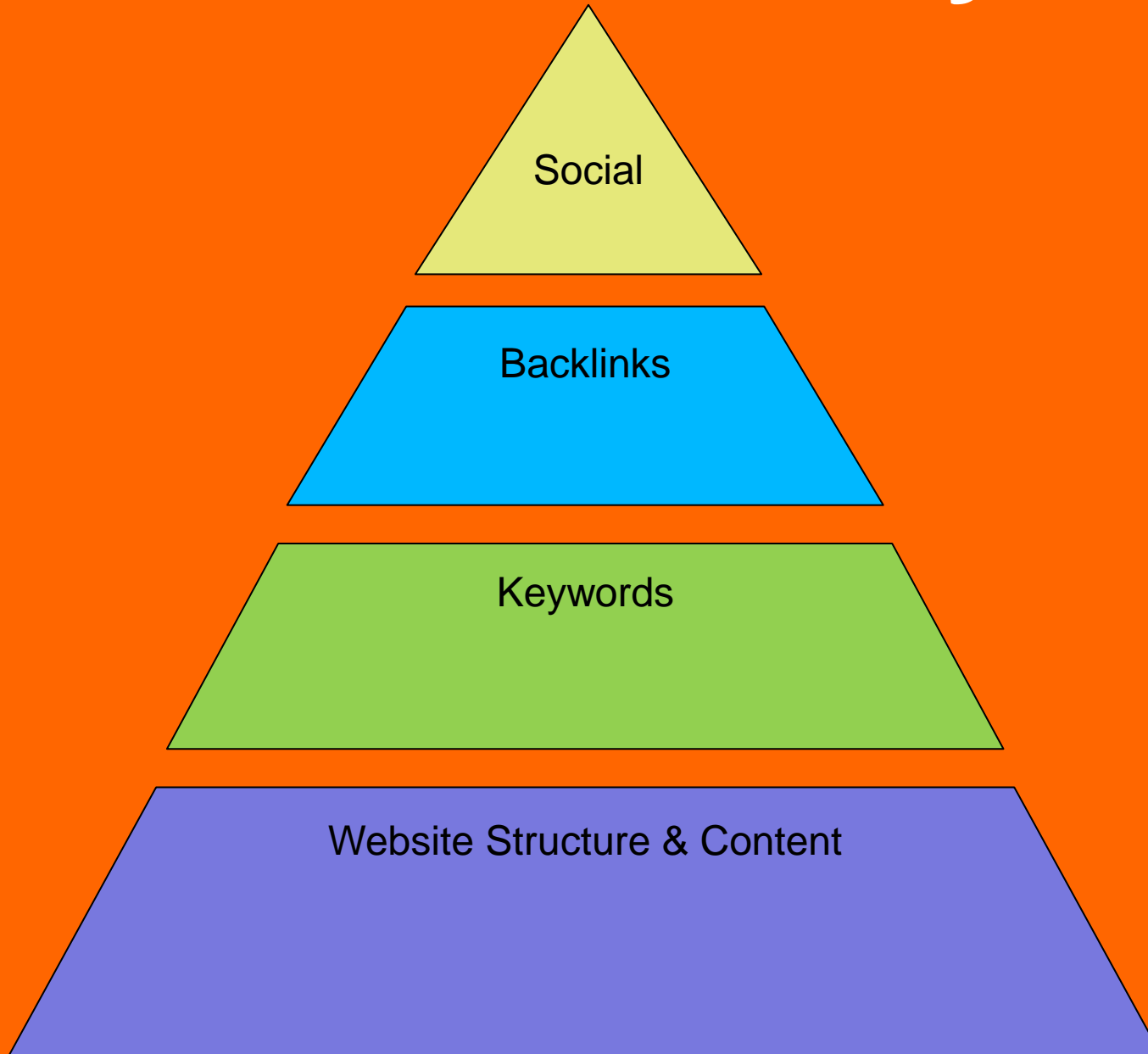
Agenda

- ✓ **What is Search Engine Optimization**
- ✓ **How to Improve Your SEO**
- ✓ **Which Keywords to Use**
- ✓ **The Anatomy of Adwords**
- ✓ **Best Practices & Tips for Adwords**

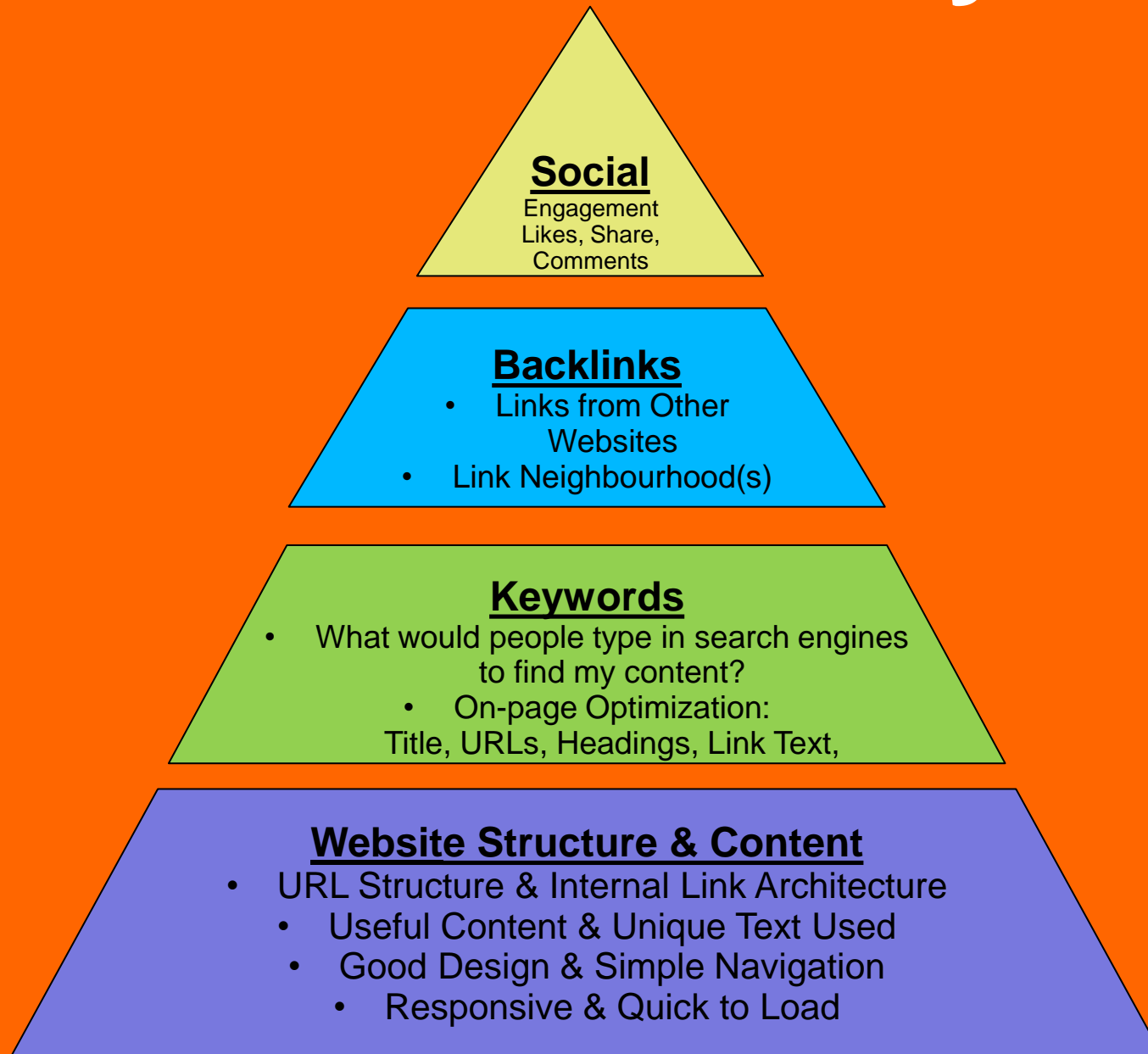
What is SEO?

The process of
maximizing the number of visitors
to **your** website
by ensuring that your site
appears high on the
list of results returned by a search engine.

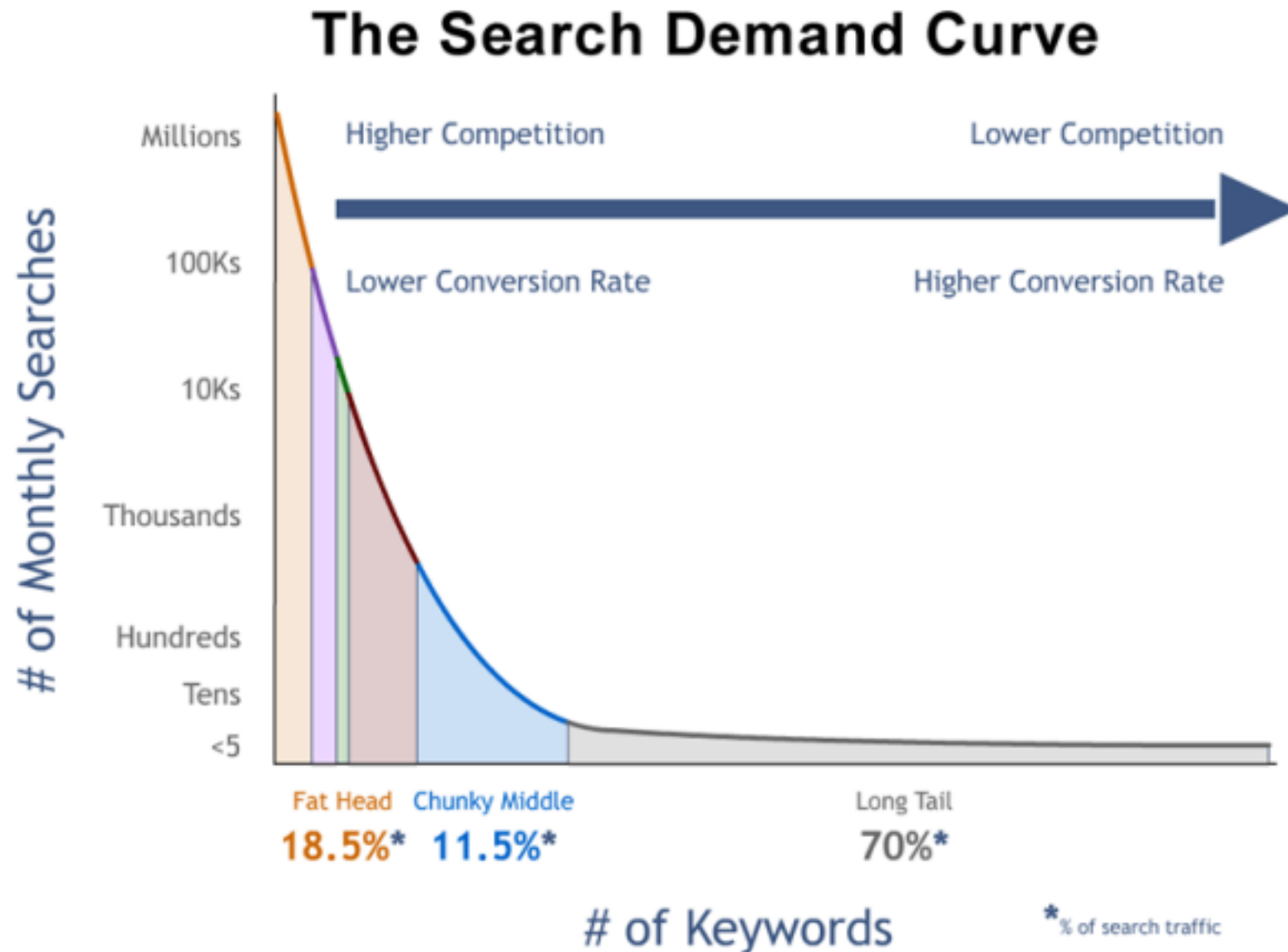
How Do I Increase My Rank?



How Do I Increase My Rank?



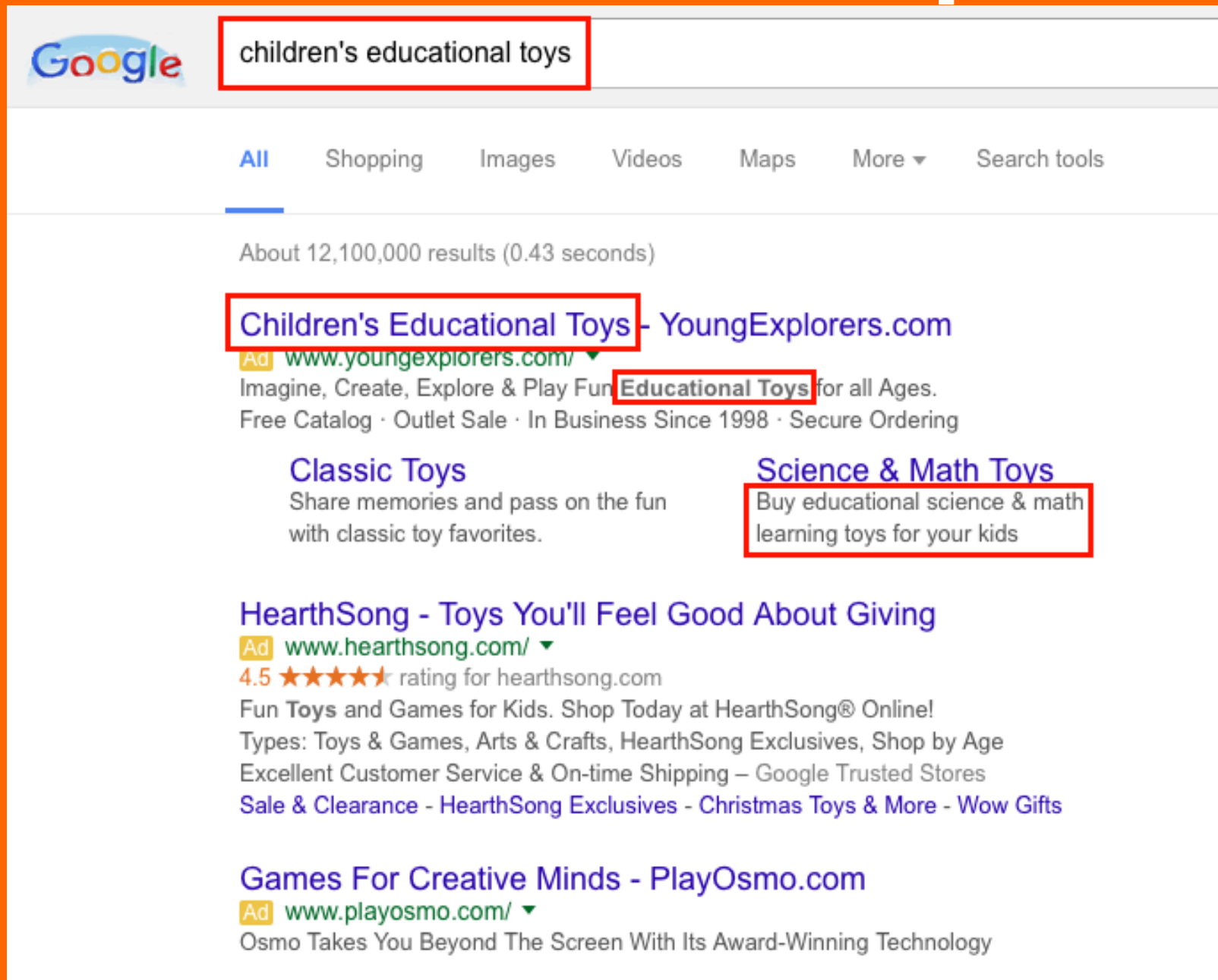
Search Demand Curve



Anatomy of Adwords



Adwords Example



The image is a screenshot of a Google search results page. At the top, the Google logo is on the left, and a search bar contains the text 'children's educational toys'. Below the search bar, there are tabs for 'All', 'Shopping', 'Images', 'Videos', 'Maps', 'More', and 'Search tools'. The 'All' tab is selected. Below the tabs, it says 'About 12,100,000 results (0.43 seconds)'. The first search result is an advertisement for 'Children's Educational Toys - YoungExplorers.com'. The ad title is 'Children's Educational Toys - YoungExplorers.com'. Below the title, there is a small 'Ad' icon and the URL 'www.youngexplorers.com/'. The ad text says 'Imagine, Create, Explore & Play Fun Educational Toys for all Ages. Free Catalog · Outlet Sale · In Business Since 1998 · Secure Ordering'. Below the ad text, there are two columns of text. The left column is titled 'Classic Toys' and says 'Share memories and pass on the fun with classic toy favorites.' The right column is titled 'Science & Math Toys' and says 'Buy educational science & math learning toys for your kids'. The second search result is an advertisement for 'HearthSong - Toys You'll Feel Good About Giving'. The ad title is 'HearthSong - Toys You'll Feel Good About Giving'. Below the title, there is a small 'Ad' icon and the URL 'www.hearthsong.com/'. Below the URL, there is a star rating of 4.5 stars and the text 'rating for hearthsong.com'. The ad text says 'Fun Toys and Games for Kids. Shop Today at HearthSong® Online! Types: Toys & Games, Arts & Crafts, HearthSong Exclusives, Shop by Age Excellent Customer Service & On-time Shipping – Google Trusted Stores Sale & Clearance - HearthSong Exclusives - Christmas Toys & More - Wow Gifts'. The third search result is an advertisement for 'Games For Creative Minds - PlayOsmo.com'. The ad title is 'Games For Creative Minds - PlayOsmo.com'. Below the title, there is a small 'Ad' icon and the URL 'www.playosmo.com/'. The ad text says 'Osmo Takes You Beyond The Screen With Its Award-Winning Technology'.

Google

children's educational toys

All Shopping Images Videos Maps More Search tools

About 12,100,000 results (0.43 seconds)

Children's Educational Toys - YoungExplorers.com

Ad www.youngexplorers.com/

Imagine, Create, Explore & Play Fun **Educational Toys** for all Ages.
Free Catalog · Outlet Sale · In Business Since 1998 · Secure Ordering

Classic Toys
Share memories and pass on the fun
with classic toy favorites.

Science & Math Toys
Buy educational science & math
learning toys for your kids

HearthSong - Toys You'll Feel Good About Giving

Ad www.hearthsong.com/

4.5 ★★★★★ rating for hearthsong.com


Fun Toys and Games for Kids. Shop Today at HearthSong® Online!
Types: Toys & Games, Arts & Crafts, HearthSong Exclusives, Shop by Age
Excellent Customer Service & On-time Shipping – Google Trusted Stores
Sale & Clearance - HearthSong Exclusives - Christmas Toys & More - Wow Gifts

Games For Creative Minds - PlayOsmo.com

Ad www.playosmo.com/


Osmo Takes You Beyond The Screen With Its Award-Winning Technology

Landing Pages




Young Explorers
Creative Educational Products


Home | Order Status | View Cart | Checkout | Customer Service

search by keyword or item # 

No Items In Cart...

TOYS by age
0-2 Years - Babies/Toddlers
3-4 Years - Preschoolers
5-6 Years - Early Learners
7-9 Years - School Age
10+ Years - Tweens




brainy toys 
Our assortment challenges kids of all ages to think outside the box & engages their minds. **Smart toys for smart kids.**

Our Unconditional *guarantee!*
Click for Details >


Brainy Toys Home > Brainy Toys

Sort by: Best Sellers Show: All

Page 1 of 1 (33 Products) Prev 1 Next




Electronic Interactive Dinosaur Encyclopedia
\$49.95




That is not your best move...

Talking Electronic Chess Academy® Tabletop Tutor
\$39.95



My First Laptop Trainer
\$39.95



Great move!

Talking Electronic Chess Master Pro
\$49.95

So ... Remember

- **Key Elements of Search Engine Optimization**
 - Website Structure & Content
 - Use of Keywords
 - Backlinks
 - Social Engagement
- **Search Demand Curve**
 - Long-tail searches = 70% of searches
=> Lower Competition & Higher Conversions
- **Adwords**
 - Compelling Title (25 Characters)
 - Description Lines 1 & 2 (35 Characters)
 - Unique Value Proposition & Call-to-Action
 - Display URL
 - Destination URL – Landing Page!

Thank You!

Questions?



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