



Search Engine Optimization (SEO) 101

Inbound Marketing Summit 2009 - Dallas

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Marketing Has Changed

1950 - 2000



2000 - 2050



Inbound Marketing

Blog



SEO



Social Media



Inbound Marketing

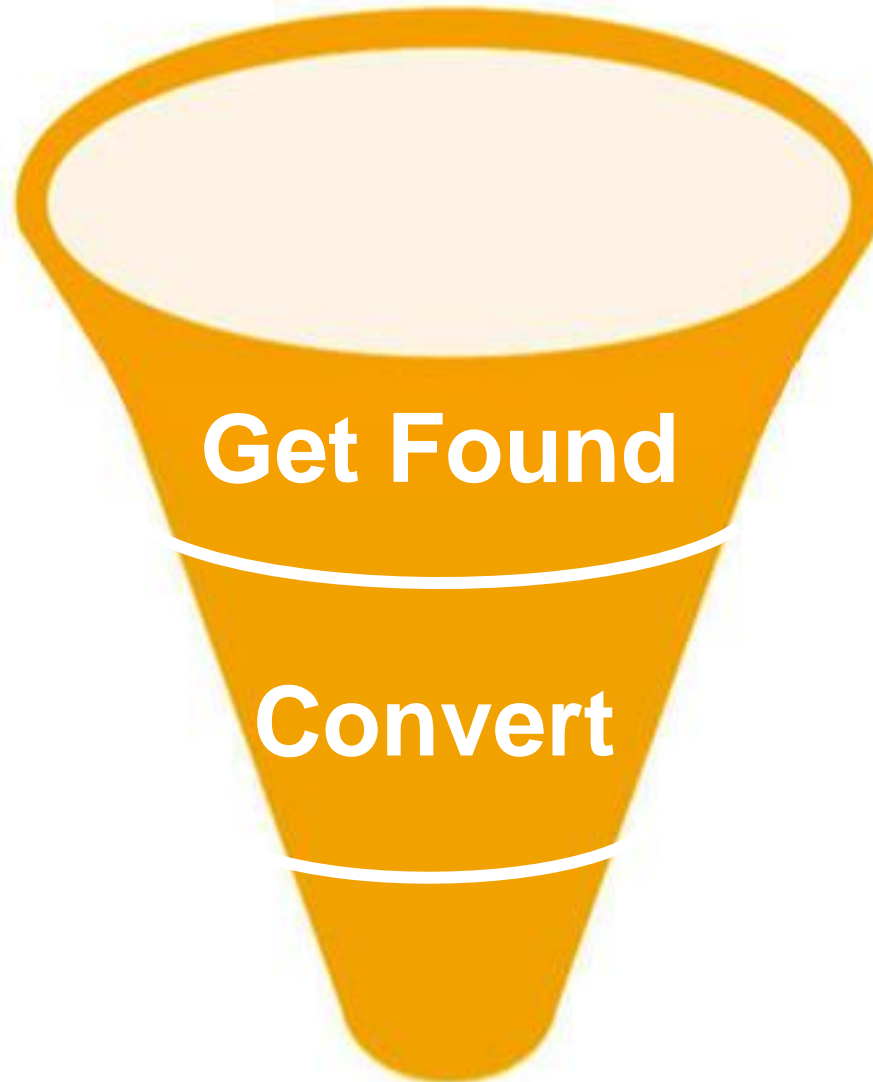
Process

Get Found

- Publish
- Promote
- Optimize

Convert

- Test
- Target
- Nurture



Tools

Get Found

- Content Mgmt
- Blogging
- Social Media
- SEO
- Analytics

Convert

- Offers / CTAs
- Landing Pages
- Email
- Lead Intelligence
- Lead Mgmt
- Analytics

Search Engine Optimization



Google Search

I'm Feeling Lucky

[Advanced Search](#)

[Preferences](#)

[Language Tools](#)

3,000 searches per second

- Publish more content
- Optimize your content
- Promote your content

Lessons from 930,000+ websites



Pick Your Keyword Battles



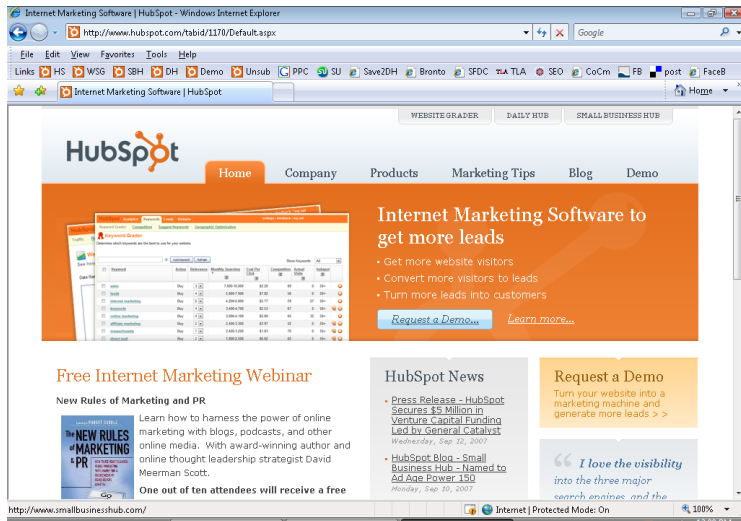
VS.



Pick Your Keyword Battles

1. Search volume
2. Relevance to your business
3. Competition
 - “marketing”
 - “internet marketing”
 - “internet marketing software startup founded 2006 in cambridge, ma”

Two Parts to SEO



On-Page



Off-Page

On-Page SEO

- Page Title

 Internet Marketing Company

- Clean URL

 <http://www.hubspot.com/internet-marketing-company/>

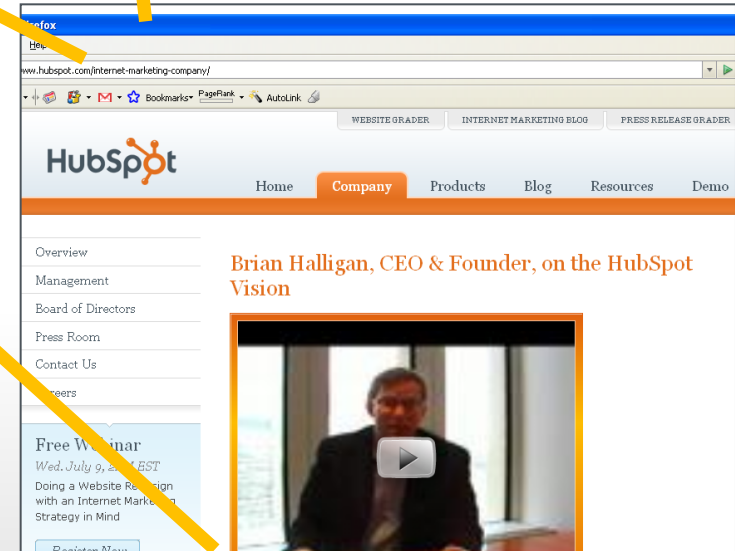
- Headers & Content

More About HubSpot... Internet Marketing Company

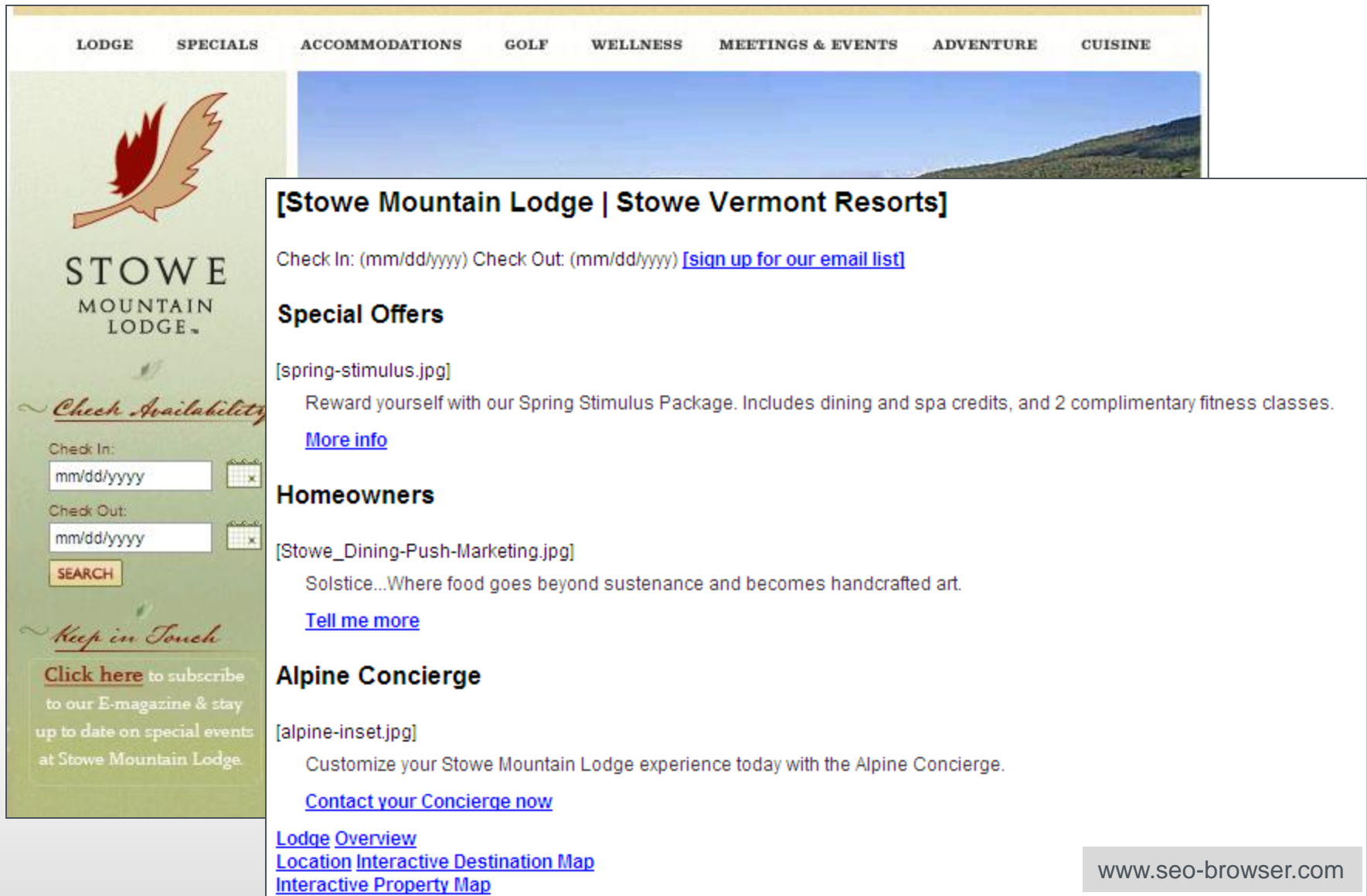
- Description

Internet Marketing Company

Internet Marketing Company: HubSpot provides **Internet marketing** software to small and medium sized **companies** for blogging, social media, lead generation, ...



Attractive: Humans vs. Google



The image shows a screenshot of the Stowe Mountain Lodge website. The navigation menu at the top includes: LODGE, SPECIALS, ACCOMMODATIONS, GOLF, WELLNESS, MEETINGS & EVENTS, ADVENTURE, and CUISINE. The main content area is partially obscured by a search overlay. The overlay contains the following sections:

- [Stowe Mountain Lodge | Stowe Vermont Resorts]**
- Check In: (mm/dd/yyyy) Check Out: (mm/dd/yyyy) [\[sign up for our email list\]](#)
- Special Offers**
- [spring-stimulus.jpg]
- Reward yourself with our Spring Stimulus Package. Includes dining and spa credits, and 2 complimentary fitness classes.
- [More info](#)
- Homeowners**
- [Stowe_Dining-Push-Marketing.jpg]
- Solstice...Where food goes beyond sustenance and becomes handcrafted art.
- [Tell me more](#)
- Alpine Concierge**
- [alpine-inset.jpg]
- Customize your Stowe Mountain Lodge experience today with the Alpine Concierge.
- [Contact your Concierge now](#)
- [Lodge Overview](#)
- [Location Interactive Destination Map](#)
- [Interactive Property Map](#)

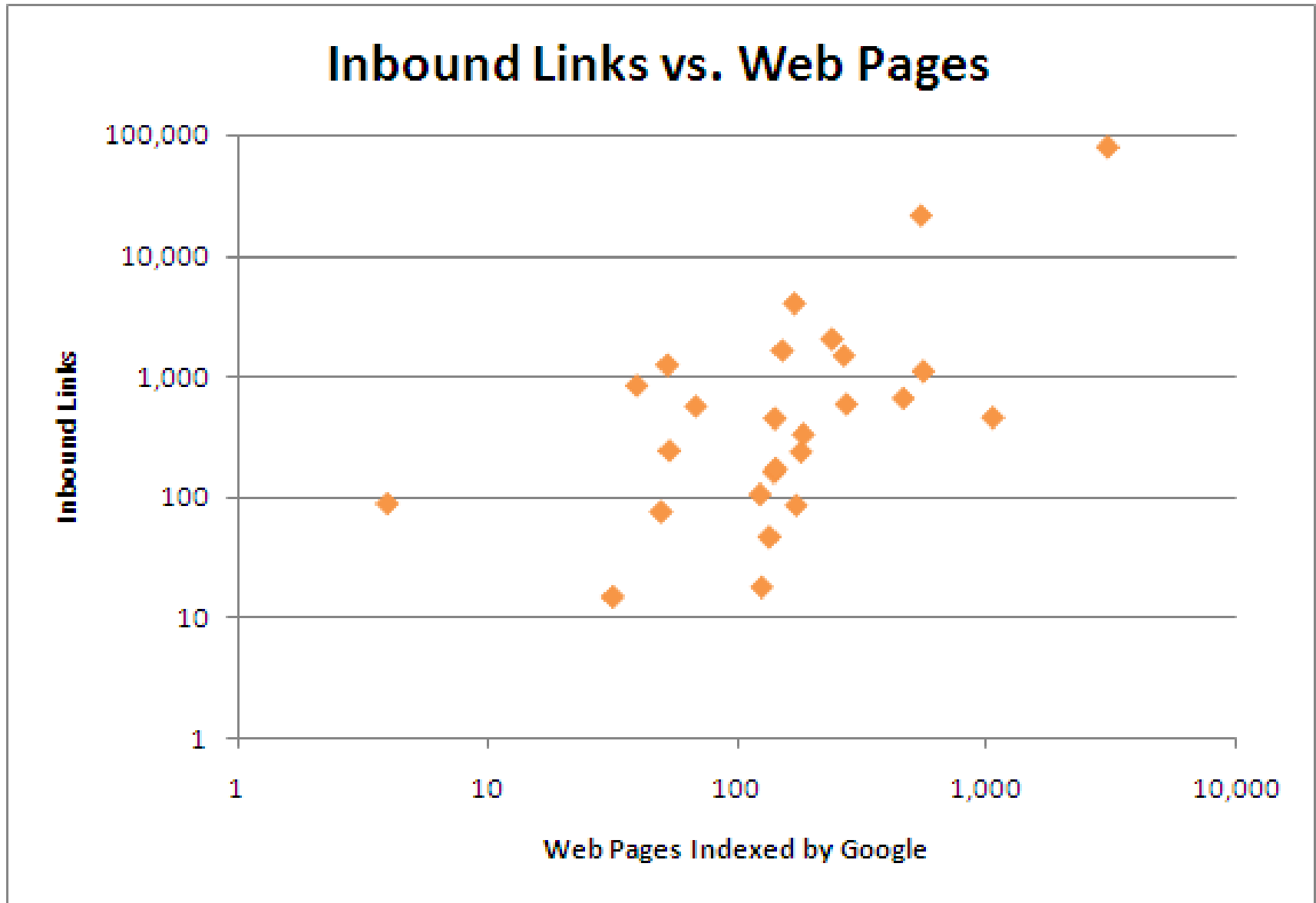
At the bottom right of the overlay, the URL www.seo-browser.com is displayed.

Off-Page SEO

- Recommendations from friends
 1. “I know HubSpot”
 2. “HubSpot is a marketing expert”
 3. You trust the person saying this

- Links are online recommendations
 1. A link: www.HubSpot.com
 2. Anchor text: [Internet Marketing](#)
 3. Link is from a trusted website

More Content = More Links

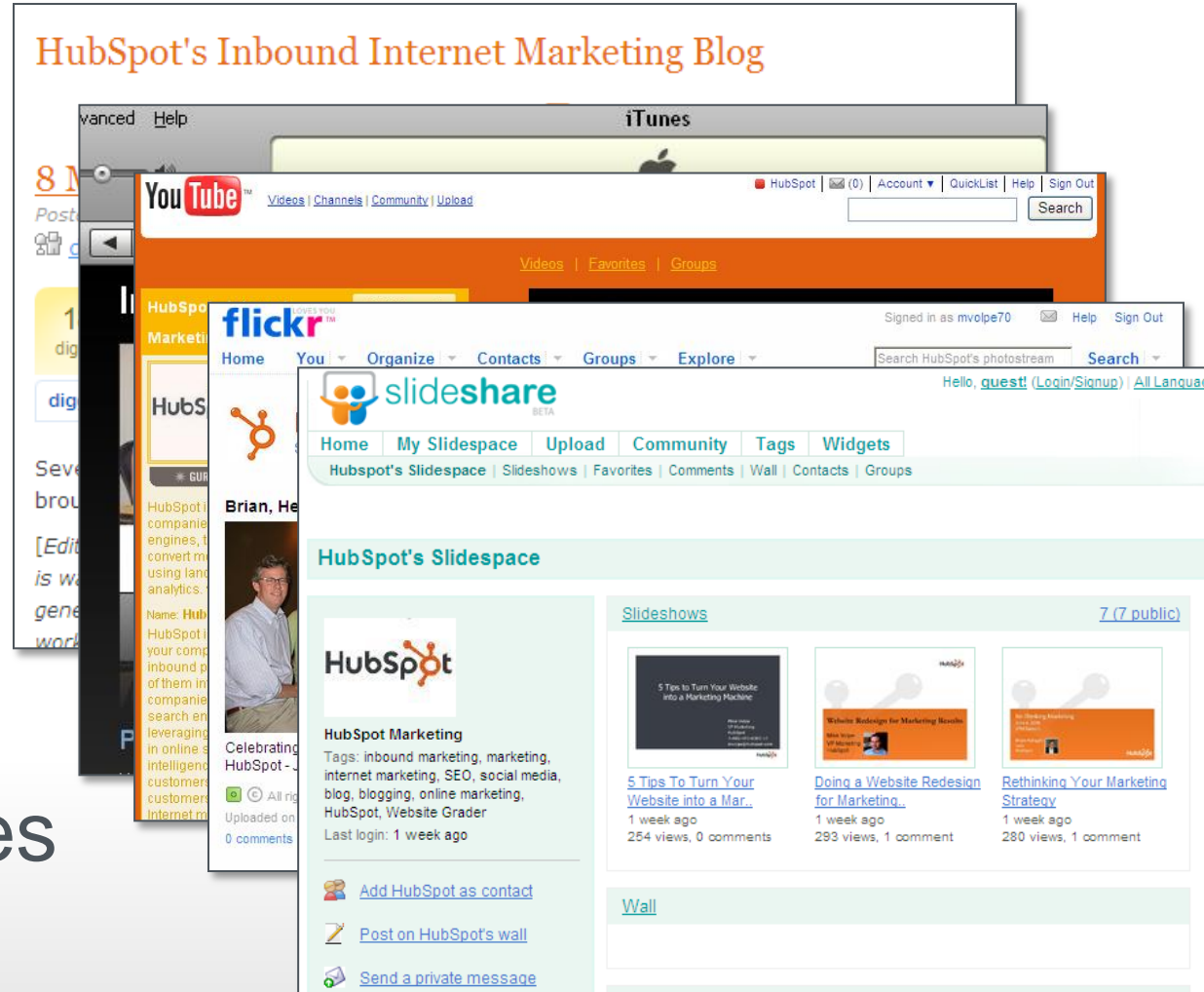


How Many Tickets Do You Have?



What to Publish?

- Blog
- Podcast
- Videos
- Photos
- Presentations
- eBooks
- News Releases
- Anything...



Where to Publish?

flickr™

photobucket

upcoming.org

yelp®

podcast.net
THE PODCAST DIRECTORY

viddler

blip.tv
Your video, your way

Google™
Groups

slideshare BETA

twitter

RSS
XML

REVER

You Tube
Broadcast Yourself

SQUIDOO
What's Your Topic?

Publish Content Worth Sharing



Don't Be Afraid to Polarize



Give Something Away



Promote Your Content to Get Links



SEO Measurement



Website Grader

A HubSpot COMPANY

Website
Grader

Website Grader

Subscribe

Badge

Website Grader by HubSpot - Marketing Reports for 400,000 URLs and Counting...

Website URL

Ex: www.yourcompany.com

Competing Websites

(Optional) Enter websites of competitors to include in analysis

Your E-Mail

Enter your e-mail address to receive the final report

Grade Your Website

Website Grader is a [free seo tool](#) that measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective.

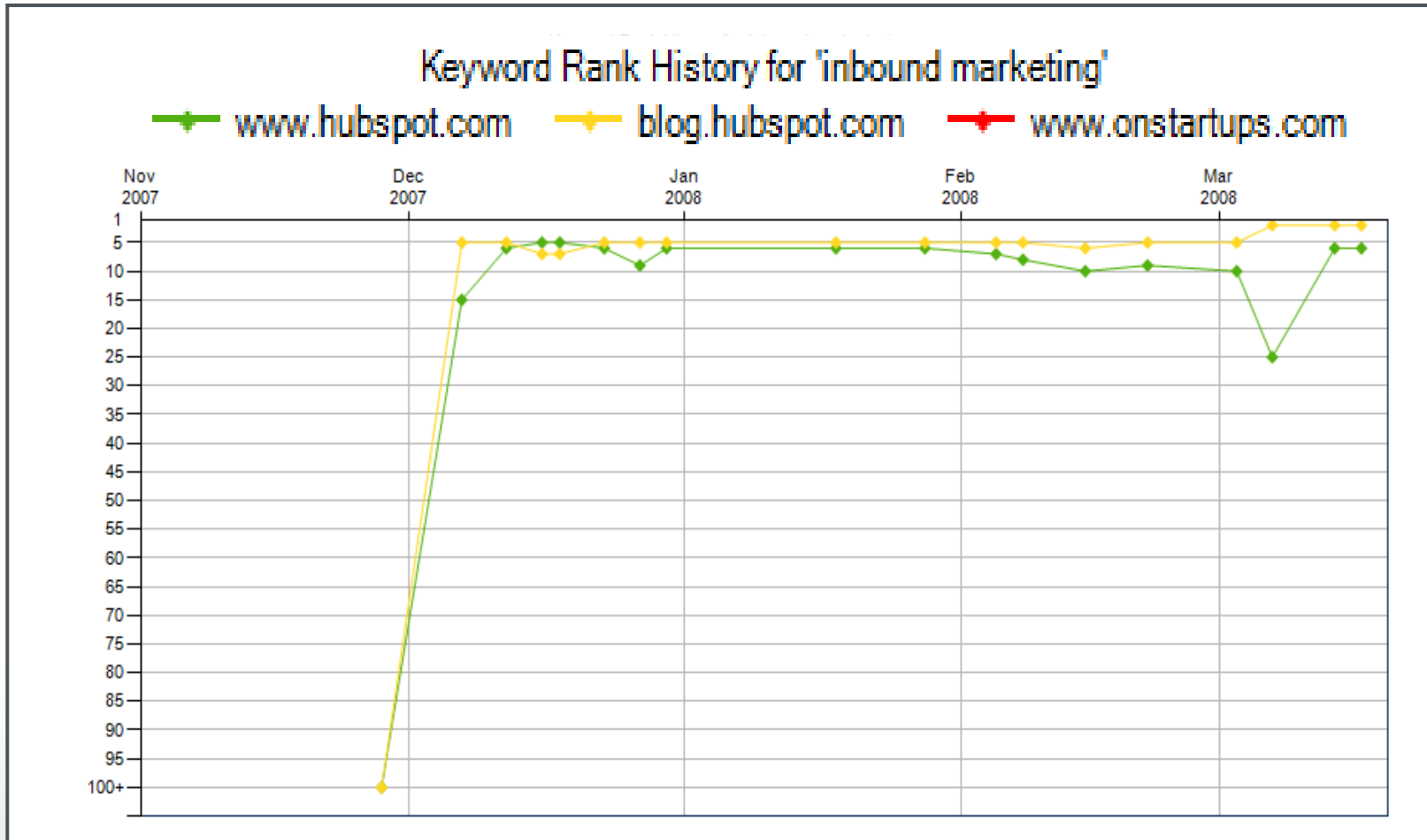
[View Sample Report](#)

Partner Sites

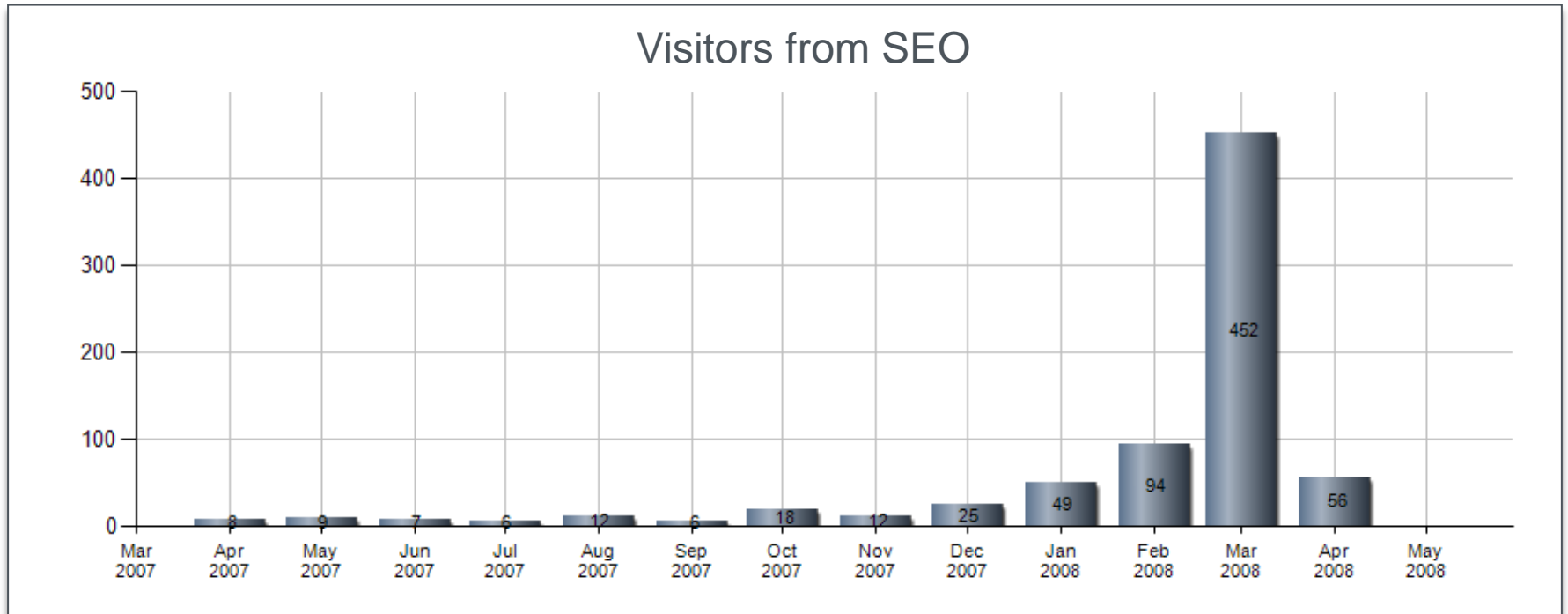
Join
**PRO
MARKETERS
GROUP**
[On LinkedIn](#)

**FREE
INTERNET
MARKETING KIT**
[Download Now](#)

SEO Rankings



Traffic, Leads and Customers

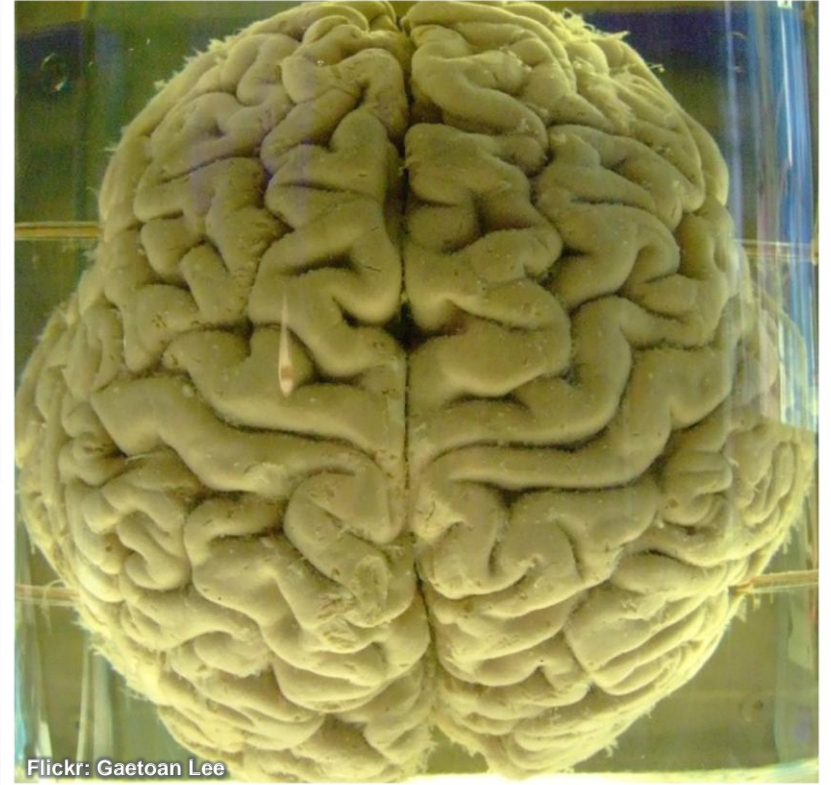


	Visitors	Leads	Customers
SEO	5,289	754	12
Blogging	834	72	3
Social Media	511	28	1

Budget vs. Brains



Flickr: Refracted Moments



Flickr: Gaetoon Lee



Thank You!

www.HubSpot.com/free-trial

www.Grader.com

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