

Welcome to Tim's PowerPoint

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August 6, 2009

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SEO: Some Common Sense Tips

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Maximize your page title

- Welcome, Home- don't do it!

Of course, sometimes you have to...



The importance of a title

- The page title is valuable real estate that search engines look it- use words you want users to find that page with
- Use tools like Wordtracker, Google's Adword (<https://adwords.google.com/select/KeywordToolExternal>) to see if the keywords come up
- Know which battles to fight – both internally and with other sites

Example: Chicago ESOP Lawyer

The screenshot shows a Google search for "chicago esop lawyer" in a Microsoft Internet Explorer browser. The search results page displays several links, with an arrow pointing to the entry for William W. Merten, a partner at McDermott Will & Emery LLP.

Search Results:

- ESOP Pros & Cons** (Sponsored Links) - www.menke.com - Learn the **ESOP** Pros & Cons from the nation's most experienced **ESOP** firm
- Personal Injury Help** (Sponsored Links) - www.taradji.com - We Work Hard to Get the Highest Possible Compensation for You. [Show map of 30 North LaSalle, Suite 2630, Chicago, IL 60602](#)
- Chicago Lawyer Referrals** (Sponsored Links) - www.findgreatlawyers.com - Like having a **lawyer** in the family. Referrals & free guidance. IL only.
- William Merten- Chicago ESOP Lawyer** - William W. Merten is a partner in the **law** firm of McDermott Will & Emery LLP based in the Firm's **Chicago** office. He is a member of the Firm's Employee ... www.mwe.com/.../0e987d63-97d6-45f0-97a2-27310a0b678c.cfm - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)
- Chicago United Airlines' Work Accident Attorney :: Esop's Fable ...** - Free Consultation - Donald W. Fohrman - **Chicago** United Airlines' Work Accident Attorney - Maywood, Illinois Workers' Compensation **Lawyer**. www.chicagolegalnet.com/lawyer-attorney-1329173.html - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)
- David Ackerman - a Chicago, Illinois (IL) ESOP Compliance ...** - When viewing a listing, consider the state advertising restrictions to which **lawyers** and **law** firms must adhere, as well as our West Legal Directory ... pview.findlaw.com/view/1709048_1?channel=CCC - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)
- David Ackerman > People : Morgan, Lewis & Bockius - an ...** - Mr. Ackerman is a nationally recognized **ESOP lawyer**, having advised ... of The **ESOP**

Right Side Sponsored Links:

- Chicago Lawyer** - Find a **Lawyer** in **Chicago**, IL With The #1 Online **Lawyer** Directory www.lawyers.com
- Wittenberg Dougherty** - **Chicago** IL Workers Comp **Lawyers** **Chicago** IL Personal Injury **Lawyers** www.wdmltd.com 100 W Monroe St #602, Chicago, IL
- Ask an Attorney Online** - 14 Attorneys Are Online! Ask a Question, Get an Answer ASAP. Law.JustAnswer.com
- Law Firms** - Need a **Lawyer**? Free Search of Over 1,000,000 **Lawyer** Listings - FindLaw www.FindLaw.com
- Chicago Attorney** - Experienced business and commercial attorney. www.baicounsel.com

Bonus: ESOP Lawyer

The screenshot shows a Microsoft Internet Explorer browser window with the title "esop lawyer - Google Search - Microsoft Internet Explorer". The address bar contains the URL: http://www.google.com/search?hl=en&safe=off&rlz=1G1GGLQ_ENUS249&q=esop+lawyer&btnG=Search&aq=f&oq=&aqi=g1. The search results are displayed on the Google search page, showing "Results 1 - 10 of about 1,310,000 for **esop lawyer**. (0.36 seconds)".

The search results include several sponsored links and organic search results:

- Sponsored Link:** www.menke.com - Learn the **ESOP** Pros & Cons from the nation's most experienced **ESOP** firm
- Sponsored Links:**
 - Lawyers:** Need a **Lawyer**? Free Search of Over 1,000,000 **Lawyer** Listings - FindLaw www.FindLaw.com
 - ESOP Basics:** Steps to implementation Free Preliminary Assessment www.esopservices.com
- ESOP Law Blog : ESOP Lawyer & Attorney : Sheppard Mullin Law Firm ...**
You will now be able to access up-to-date information on **ESOP Law**. **ESOP** Blog updates will come from updates@esoplawblog.com. You may wish to enter this ...
www.esoplawblog.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)
- Pension Protection Act of 2006 ("PPA") : ESOP Law Blog**
While you may have already seen general descriptions of the PPA, this **ESOP** Blog focuses on the PPA provisions that relate to ESOPs, and provides some ...
www.esoplawblog.com/.../pension-protection-act-of-2006-ppa/ - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)
- William Merten- Chicago ESOP Lawyer**
William W. Merten is a partner in the **law** firm of McDermott Will & Emery LLP based in the Firm's Chicago office. He is a member of the Firm's Employee ...
www.mwe.com/.../De987d63-97d6-45f0-97a2-27310a0b678c.cfm - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)
- ESOP Attorney - BenefitsLink Message Boards**
11 posts - 8 authors - Last post: Aug 24, 2006

An arrow points to the "William Merten- Chicago ESOP Lawyer" link.

Which battles to fight...

The screenshot shows the Google AdWords Keyword Tool interface in Microsoft Internet Explorer. The browser address bar shows the URL: https://adwords.google.com/select/KeywordToolExternal. The page displays search volume data for the keyword 'esop lawyers' and a list of 'Additional keywords to consider'.

Keywords	Advertiser Competition	Local Search Volume: June	Global Monthly Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance				
esop lawyers	<input type="text"/>	Not enough data	46	Add
esop lawyer	<input type="text"/>	22	36	Add
Add all 2 »				
Download all keywords: text , .csv (for excel) , .csv				
Additional keywords to consider - sorted by relevance				
attorney	<input type="text"/>	16,600,000	11,100,000	Add
wrongful death attorney	<input type="text"/>	60,500	27,100	Add
criminal attorneys	<input type="text"/>	368,000	450,000	Add
attorney search	<input type="text"/>	110,000	60,500	Add
dui attorney	<input type="text"/>	165,000	110,000	Add
find attorney	<input type="text"/>	49,500	33,100	Add
criminal law attorney	<input type="text"/>	22,200	9,900	Add
defense attorney	<input type="text"/>	246,000	135,000	Add
medical malpractice attorney	<input type="text"/>	90,500	49,500	Add

Offer alternatives

The screenshot shows the Google AdWords Keyword Tool interface in Microsoft Internet Explorer. The browser window title is "Google AdWords: Keyword Tool - Microsoft Internet Explorer". The address bar shows the URL "https://adwords.google.com/select/KeywordToolExternal". The main content area displays a table of keywords with their respective search volumes and "Add" buttons. The "esop stock" keyword is highlighted in yellow.

Keyword	Search Volume	Search Volume	Action
esop attorney	210	110	Add
appeal lawyer	8,100	3,600	Add
lawyer locator	2,900	2,900	Add
esop group	Not enough data	210	Add
esop inc	Not enough data	170	Add
esop legal	Not enough data	46	Add
esop issues	Not enough data	73	Add
esop law	Not enough data	210	Add
esop dividends	Not enough data	140	Add
esop stock	3,600	1,900	Add
esop ownership	Not enough data	720	Add
acquisition lawyer	720	480	Add
private lawyer	2,900	3,600	Add

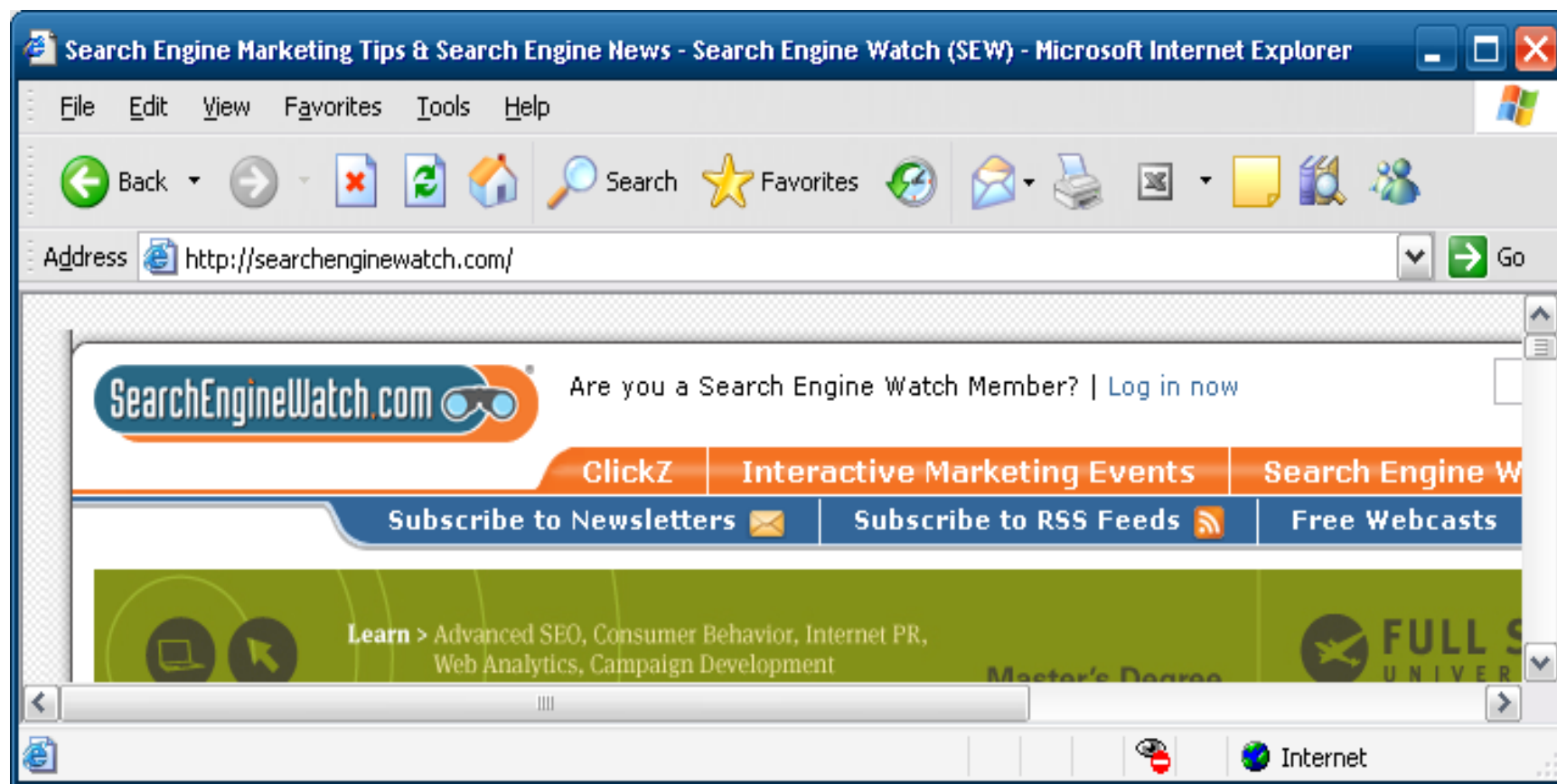
Google Analytics is your friend

- Free
- Easy to install- a little bit of code on each page
- Easy to use
- Find what's getting traction, get back to authors and ask them to update it. Include links from the original to the new document, and vice versa
- Urchin- same engine, some key differences

Nice thing about SEO...

- If it has to do with the internet, there's a ton of info about it on the internet!
- Further <http://www.further.co.uk/blog> - 100 SEO Tips in progress
- SearchEngineWatch
<http://searchenginewatch.com/>

Learn from the pros...



Oh yeah, Twitter

- Get on it if you're not – even just to search and follow
- Follow colleagues- and follow who they are following
- Next, tweet when you can- mix personal and professional- let people know who you are
- As an organization, use twitter to repurpose web content- not ideal, but better than nothing

TweetDeck (http://tweetdeck.com/beta/)

The screenshot shows the TweetDeck application window with the following content:

- Search: london**
 - doing work but distracted by kamern on msn because of the topic SUMMER. shopping in london! i want
 - shirlyhardjono, Tue 19 May 14:32 via Search
 - <http://twitpic.com/5hjhh> - Ravens Creed, Pombagira, Centurions Ghost and more in London this Saturday -
 - ninehertz, Tue 19 May 14:32 via Search
 - Whoop I'm homeless again! I love london!
 - mouseyd, Tue 19 May 14:32 via Search
 - IT Senior Procurement Manager - £85K - 1st Executive Search & Selection - London: Our Client, a leading UK servi.. <http://tinyurl.com/o2r4vg>
 - TopJobsInLondon, Tue 19 May 14:32 via Search
 - #dating Successful sexy woman seeks charming guy (London, Age: 19): Successful sexy woman seeks charming .. <http://bit.ly/J5059>
 - LDNdatingF2M, Tue 19 May 14:32 via Search
- Search: iphone**
 - iPhone rival Palm Pre to sell for \$199 after rebate on June 6th <http://bit.ly/5Xj2l>
 - KyleWilliams2, Tue 19 May 14:32 via Search
 - @jilltxt Everyblock.com's iPhone app even gives you access to what is new at your exact location... scary and yet very fun!
 - liindaao, Tue 19 May 14:32 via Search
 - ATandT to Lower Cost of iPhone Data Plan, Reports Say - <http://shar.es/c7i>
 - stevenleecox, Tue 19 May 14:32 via Search
 - Cheaper iPhone;s with no dataplan ... sounds cool .. cant wait to how it will turn out <http://tinyurl.com/p4n5ql>
 - coolrider, Tue 19 May 14:32 via Search
 - iPhone Price reduced App: GX400D reel deck voice recorder New Price: US\$0.99 Reduction: US\$ 1 <http://tinyurl.com/qh9cx8>
 - intoxenter_apps, Tue 19 May 14:32 via Search
- TwitScoop: Buzzing Right Now**
 - 9am **abrams** accounts acting alert anderson application
 - atlantis bachelorette blackberry bloggers booksequels bull campus
 - canada canceled catholic chest chicago clearly colors confirmed construction couch dan demand doin drops dumb economic errands excuse flew flying garage goal gross groups grown
 - housing hubble** icon ken links
 - Imao location mostly **mrs09** musical official
 - patrick permits pissed platform portfolio renewed repairs reviews
 - screwed **shortage** shots skipping smoke southern stronger tea
 - tesla throwing tunes usability
 - Trending Topics: palm 6th sprint / charice pempengco / speaker michael martin / orbit chocolates floating / charitytuesday / mets / leno blink / soulja / redhotpooper / bachelorette
 - Powered by Twitscoop.com

At the bottom of the window, it says "Last Updated: 14:25 with 0 tweets / next update 14:26" and "Twitter Status: All Good".