



by Brad Sacks

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www.optiwebmarketing.com

brad@optiwebmarketing.com

Table of Contents

1. Summary of OptiWeb Marketing (page 3-4)
2. Search Engine Facts (Page 5-7)
3. SEO Crash Course (Page 8-10)
4. Google Search Algorithm (Page 11-12)
5. Current SEO Campaign (Page 13-16)
6. Questions (Page 17)

About Us

- We work alongside businesses as a strategic partner in the advising and implementation of a company's online marketing objectives.

- Testimonials:

"It was a pleasure working with OptiWeb Marketing on my website!"

"You guys have been wonderful!"

"Working with OptiWeb Marketing on a Second Website!"

Our Specialty

- Optimizing web marketing strategies in 3 main areas:
 - Search engine optimization (SEO)
 - Website design
 - Website development

The Big 3 - Search Engines

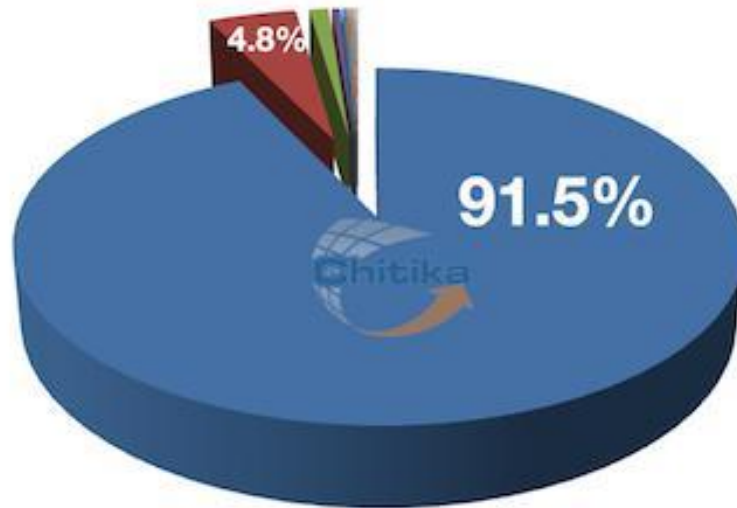
December 16, 2015 – comScore, Inc. a global media measurement and analytics company, released its monthly [comScore qSearch™](#) analysis of the U.S. desktop search marketplace.



Google Sites led the explicit core search market in November with 63.9 percent of search queries conducted.

What % of Traffic is on Page 1?

Percentage of Google Traffic by Results Page



Percentage of Google Traffic	
Page 1	91.5%
Page 2	4.8%
Page 3	1.1%
Page 4	0.4%
Page 5	0.2%
Page 6	0.2%
Page 7	0.1%
Page 8	0.1%
Page 9	0.1%
Page 10	0.1%

How Important is Top 3 Ranking?



Source: Chitika Insights, 2013

- 33% of users click on the #1 result in Google.

Search Engine Optimization (SEO)

- What is it?
 - Maximize the number of visitors to a website by boosting it's rank on the search engine results pages (SERPs).
- How has it changed over the past 10 years?
 - Competition
 - Algorithms are wiser
 - Content is still "KING"

On-Page SEO

- On-Page SEO is entirely within the website owner's control.



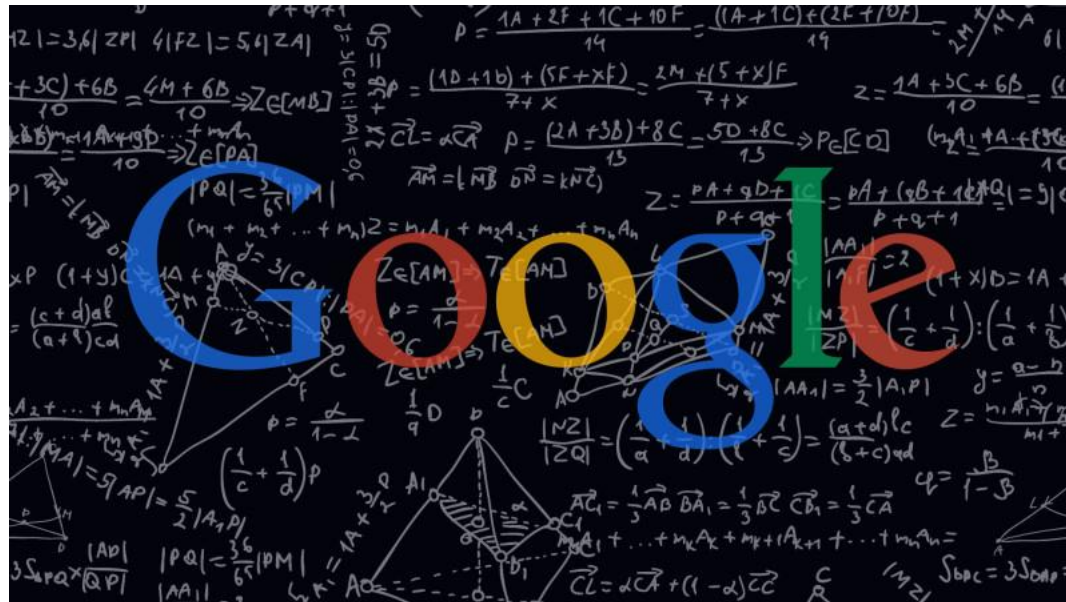
Off-Page SEO

- Off-Page SEO is not entirely within the website owner's control.



Google's Search Results Algorithm

- Uses about 200 ranking factors
- Constantly being updated
- Changes around 500–600 times per year.



Google Violation & Penalties

- “Black Hat” SEO - Focus only on search engines and not a human audience, and usually does not obey search engines guidelines.
 - Unrelated keywords
 - Keyword stuffing
 - Tiny text, hidden text, and hidden links etc...



SEO Campaign Example

- E-commerce website
- Puzzle company
- Selling in US and Canada



PRE-SEO Keyword Performance

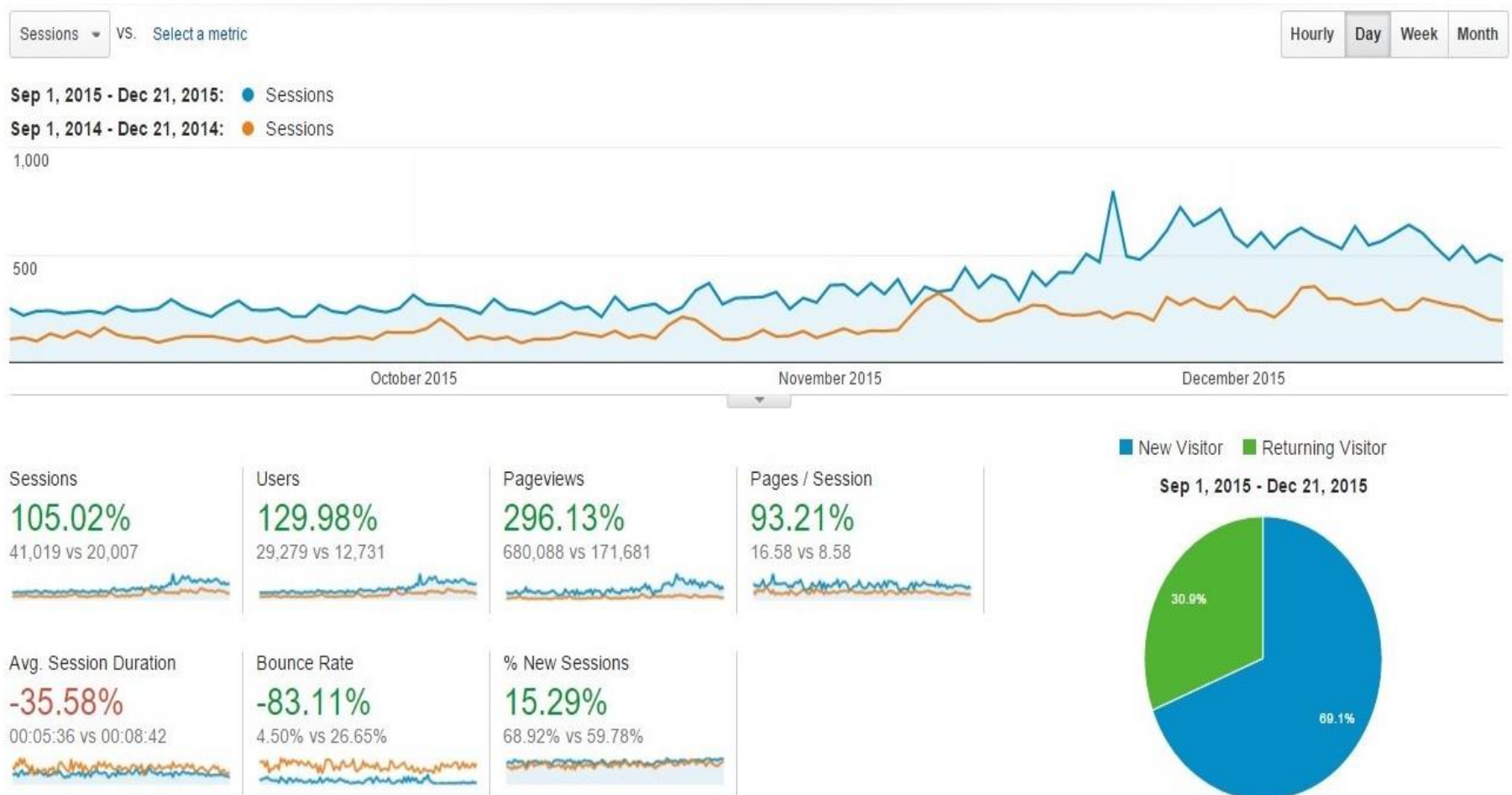
		PRE
Impressions		7713
Clicks		459
	MONTHLY VOLUME	TARGETED KEYWORDS - AVERAGE MONTHLY POSITION
jigsaw puzzles canada	720	3.1
jigsaw puzzle store	590	8
jigsaw puzzles for sale	3,600	15
jigsaw puzzles to buy	390	24
ravensburger puzzles canada	170	5.6
puzzles for sale	1,000	23
buy jigsaw puzzles	390	15
puzzle store	880	9.4
puzzle warehouse	3,600	16
ravensburger puzzles	6,600	8.3
jigsaw puzzles for adults	1,900	-

Current Keyword Performance

		PRE	Mon th 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18
Impressions		7713	6206	7017	7723	10318	22960	20668	21259	18473	20865	18468	18358	23582	21807	22605	20938	27972	52912	124225
Clicks		459	626	655	830	1213	2417	1849	1796	1494	1110	972	828	1111	1539	1589	1558	2070	3963	6070
		TARGETED KEYWORDS - AVERAGE MONTHLY POSITION																		
jigsaw puzzles canada	720	3.1	2.9	2.8	2.7	2.7	2.1	2	2.1	2.2	5.1	5	6.2	2.8	2.9	2.9	2.8	2.3	1.5	1
jigsaw puzzle store	590	8	7.1	6.1	5.8	5.4	5.3	5.3	5.1	5.2	5.6	5.6	5.8	3.3	2.7	2.7	2	1.6	1.3	1.4
jigsaw puzzles for sale	3,600	15	14	10	7.8	7.1	7.1	5.4	5.5	5.5	6.3	6.4	6	4.6	4.6	4.6	5.3	4.7	3.3	1.8
jigsaw puzzles to buy	390	24	25	17	17	11	10	14	12	12	9.3	9.4	8.3	5.5	5	4.9	4.8	5.8	4.7	2.8
ravensburger puzzles canada	170	5.6	3.4	3	3	3	3.1	3	3.1	3.2	8.4	8.4	8.3	8.2	4.3	4.2	4.6	3.9	3	3.1
puzzles for sale	1,000	23	18	17	10	8.5	8.3	7.4	5.2	5	7.2	7.4	8.3	7.2	6.1	6	6.4	6.3	4.8	3.7
buy jigsaw puzzles	390	15	16	16	12	9.6	9.9	10	11	11	8.8	8.5	8.1	7.6	7.8	7.7	8.6	11	8.7	6.2
puzzle store	880	9.4	8.5	8.7	8.2	8.8	7.9	8.2	9.2	11	11	10	9.6	12	7.4	7.4	7.2	6.7	6.3	6.3
puzzle warehouse	3,600	16	6.7	7.3	8.4	8.4	8.6	9	8	19	9.8	9.6	9.8	18	7.5	7.6	-	17	8.5	6.6
ravensburger puzzles	6,600	8.3	6.5	6.5	11	8.8	6.1	5.5	5.4	5.3	35	32	10	12	16	16	11	8.4	7	6.7
jigsaw puzzles for adults	1,900	-	-	-	-	-	110	60	52	56	52	53	45	42	24	24	22	17	11	7.8

***Added over 100 other relevant first page keywords in Google.

Web Traffic Increase



Questions

Who we work with:

- Local service businesses

(Plumbers, Electricians, Roofers, Event Planners, Caterers etc...)

- Professionals

(Lawyers, Doctors, Accountants etc...)

- Marketing managers

- E-commerce website owners

Questions?