



**OLD TOWN  
MEDIA**

**MARKETING AND WEB DESIGN  
BUILT ON INNOVATION AND LED  
WITH INSPIRATION**

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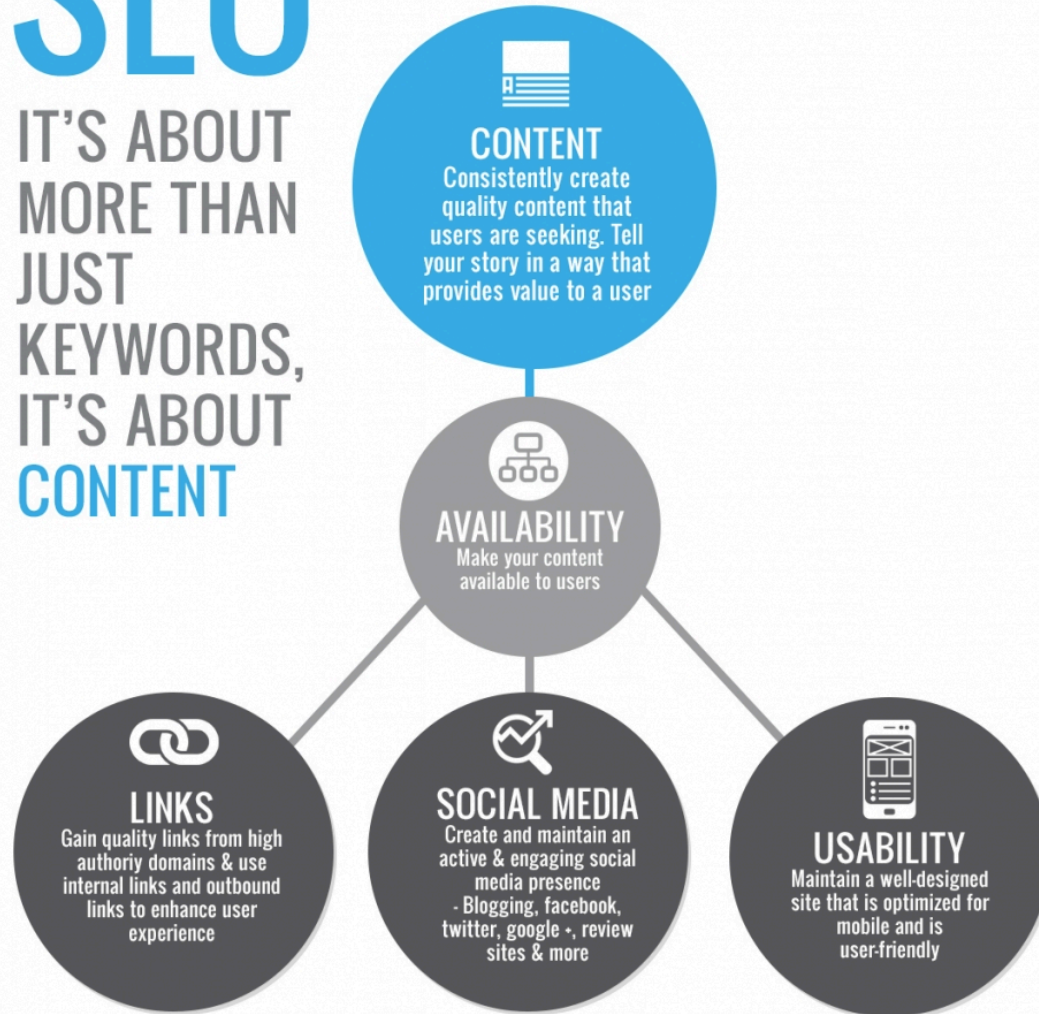
# Overview

Just like marketing, there is no end all be all answer to SEO. I'm going to share with you a few SEO strategies that are easy enough for someone without website development experience to implement in-house.

- The #1 SEO-Builder... Content
- Blogging Tips
- Open Site Explorer & Links
- Social Media & Listing Sites
- Offline Marketing & Why it Matters

# SEO

IT'S ABOUT  
MORE THAN  
JUST  
KEYWORDS,  
IT'S ABOUT  
CONTENT



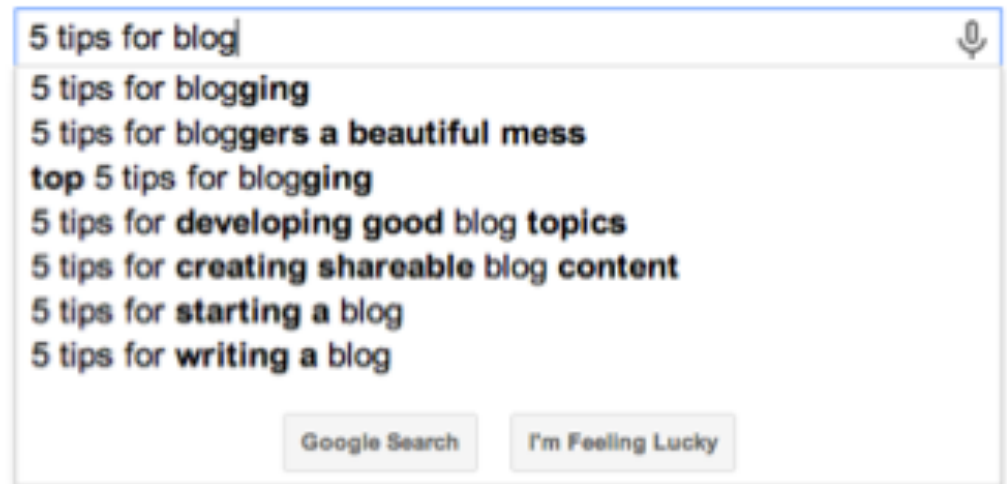
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# Finding the Right Content

- Content is important, but only if it's content people are searching for.
- How do we find content people are searching for?
  - Use Google to find suggestions



# Finding the Right Content

- Use customer questions to develop content you know people are curious about based on your customer base
- Look at question-based sites like Yahoo Answers and eHow
- Follow topics in popular forums, for example: LinkedIn groups

**Integrated Media Marketing is the next step beyond social media. Please share your best practices! We all can learn from each other.**

Ira Kaufman

Like (2) • Comment (8) • Follow • March 9, 2010

Jonathan C. Rayos, Christine Pechayco like this

See all 8 comments



-- Ira, I love the way you explain it, it rolls right off the tongue, "...but the perfect implementation of a SM tool will create a viral self ...  
March 18, 2010



Brian Duvall Best practices with Video: ...  
March 24, 2010



Barbara Lemaire, PhD I use a mind map to show how Social Media Marketing correlates to Traditional Marketing - I do this so that they grasp the idea ...  
September 3, 2011

Add a Comment...

# Making Your Content Available

- Blogging Tips:
  - Use page and post titles that are 70 characters or less and are descriptive
  - Incorporate headings (h1, h2) into your content as well as bolded and unbolded copy
  - Add images to your posts and make sure to use ALT tags
  - Incorporate internal links and outbound links
  - Integrate keywords into your title, copy and URL

# Making Your Content Available

- Pay attention to keyword density, 1-3% is ideal
  - » Keyword density =  $((\text{keyword}/\text{total words}) * 100)$
  - » Too many keywords = spam
- Incorporate keywords at the beginning of your titles
- Recommended 300 words minimum per blog post
- Use colons to broaden your keyword phrases, for example:
  - » “Blogging Tips: How to Blog for SEO”

# Open Site Explorer & Links

- LINKS! Four years ago, “link building” was the SEO way. It’s not anymore, but links aren’t completely dead yet.
- Not all links are created equal – some links carry more weight than others online, this is due in large part to Domain Authority (how your site is ranked online vs. others)
- Use [www.opensiteexplorer.org](http://www.opensiteexplorer.org) to compare your website to competition sites. Open Site Explorer is a FREE tool that lets you compare your site to others across the web.



**Page Specific Metrics:** See which metrics are affecting the pages on your site.

	www.target.com/	www.walmart.com	www.kohls.com
<b>Page Authority:</b>	✓ <b>94</b>	<b>93</b>	<b>85</b>
<b>Page MozRank:</b>	6.91	✓ 7.01	6.46
<b>Page MozTrust:</b>	6.73	✓ 6.75	6.33
<b>Internal Equity-Passing Links:</b>	✓ 120,909	120,678	32,761
<b>External Equity-Passing Links:</b>	177,891	✓ 209,126	46,686
<b>Total Internal Links:</b>	125,494	✓ 126,619	32,761
<b>Total External Links:</b>	206,934	✓ 219,557	50,487
<b>Total Links:</b>	332,428	✓ 346,176	83,248
<b>Followed Linking Root Domains:</b>	✓ 21,249	18,990	6,149
<b>Total Linking Root Domains:</b>	✓ 22,970	20,496	6,707
<b>Linking C Blocks:</b>	✓ 4,231	4,175	1,400
<ul style="list-style-type: none"> <li>Equity-Passing Links: vs</li> <li>Non-Equity-Passing Links:</li> </ul>			
<ul style="list-style-type: none"> <li>Internal Links vs</li> <li>External Links</li> </ul>			

[Inbound Links](#) | [Just-Discovered](#) | [Top Pages](#) | [Linking Domains](#) | [Anchor Text](#) | [Compare Link Metrics](#) | [Advanced Reports](#)

Show  links from  pages to  and

1 - 11 external links

[Request CSV](#) (Limit 10,000)

Title and URL of Linking Page	Link Anchor Text	Page Authority ▼	Domain Authority ▼
<b>Welcome to B.A.S.E. Camp - B.A.S.E. Camp</b> <a href="http://mybasecampkids.org/">mybasecampkids.org/</a>	(img alt) [No Anchor Text]	38	28
<b>[No Data]</b> <a href="http://2013.denver.wordcamp.org/attendees/">2013.denver.wordcamp.org/attendees/</a>	oldtownmediainc.com	33	81
<b>Business Members   Realities for ChildrenRealities for C...</b> <a href="http://realitiesforchildren.com/business-members/">realitiesforchildren.com/business-members/</a>	Old Town Media	27	40
<b>Welcome to MyCROSite Pre-Clinical Solutions - MyCRO...</b> <a href="http://mcsp.com/">mcsp.com/</a>	Old Town Media, Inc.	25	14
<b>Old Town Media, Inc.   Web Development</b> <a href="http://business.berthoudcolorado.com/list/member/old-town-media-inc-345...">business.berthoudcolorado.com/list/member/old-town-media-inc-345...</a>	Visit Our Website	24	39
<b>Contact - MyCROsite</b> <a href="http://mcsp.com/contact/">mcsp.com/contact/</a>	Old Town Media, Inc.	19	14



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# Social Media

- Make sure that your business is actively on social networking sites. Pick social networking sites that make sense for YOU, that you can maintain.
- Don't ignore Google+... Google owns it, and you want to be on Google.
- Keep things circular! Post blogs, link to them on social networking sites & use social sharing →

## Adhere to Secure Logins & Procedures

Getting hacked is no fun for anyone. You don't have access to your website, Google will penalize you severely, and worst of all your prospects and customers can't view your site. Taking simple precautions such as ensuring that you have a solid password and using normal security measures will save a lot of costs from paying someone to restore your website. We recommend using [iThemes Security](#) as your main security plugin and if you have constant issues with attacks use [Login Security Solution + Google Authenticator for WordPress](#) for a highly secure setup.

With WordPress, you can do amazing things – and do them with no cost at all. Follow these simple tips and you'll be able to keep your maintenance costs to almost nothing!



← Read previous post



Mike Selander

Senior Developer

🐦 @Mike\_Selander

🌐 LinkedIn

📧 mikeselander

# Search Directories

- Make sure to take advantage of free online listing sites & directories. Fill out information that you expect to be permanent!
  - Yelp
  - TripAdvisor
  - Merchant Circle
  - Urbanspoon
  - Visit Fort Collins
  - Downtownfortcollins.com
  - The list goes on and on & is has industry specific directories also!

fort collins restaurant

Web Maps News Shopping Images More Search tools

Restaurant near Fort Collins, CO

 4.5 ★★★★★ 89 reviews Lucile's Restaurant \$\$ • Creole	 4.2 ★★★★★ 119 reviews Bisetti's Italian Restaurant \$\$ • Italian	 4.5 ★★★★★ 96 reviews Jay's Bistro	 4.4 ★★★★★ 10 reviews Restaurant 415 \$\$	 4.2 ★★★★★ 107 reviews Suehi Japan z • \$\$
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**Fort Collins Restaurants | Urbanspoon**  
www.urbanspoon.com › Restaurants › Northern Colorado › Urbanspoon  
50+ items - Fort Collins Restaurants. Reviews from critics, food blogs and ...  
Coopersmith's Pub ... 85%. Burgers, Pizza, Pub Food 5 Old Town Sq.  
Lucile's Restaurant 91%. Breakfast/Brunch, Cajun/Creole 400 S Meldrum St.

1) PA: 42 41 links DA: 87 Access more link metrics with PRO Link Analysis

**Eat Fort Collins: Fort Collins Restaurants and Dining Gu...**  
www.eatfortcollins.com  
Online guide including menus, types of food, directions, and coupons.  
Restaurants - Fast / Quick - Breakfast - American Casual

2) PA: 34 1,718 links DA: 21 Access more link metrics with PRO Link Analysis

**Fort Collins, CO Restaurants: See 458 restaurants with...**  
www.tripadvisor.com › ... › Colorado (CO) › Fort Collins › TripAdvisor  
Dining in Fort Collins, Colorado: See 6542 TripAdvisor traveler reviews of 458 Fort Collins restaurants and search by cuisine, price, location, and more.

3) PA: 49 47 links DA: 94 Access more link metrics with PRO Link Analysis

**Dining | Downtown Fort Collins**  
downtownfortcollins.com/dining  
50+ items - Downtown Fort Collins offers a selection of dining destinations ...  
Simply Extraordinary. Austin's American Grill  
We scoop Fort Collins' only SUPER PREMIUM ... Ben and Jerry's Scoop Shop

4) PA: 34 597 links DA: 49 Access more link metrics with PRO Link Analysis

**Fort Collins » Restaurants - Yelp**  
www.yelp.com/c/fort-collins-co-us/restaurants › Yelp, Inc.  
The Best Restaurants in Fort Collins on Yelp. Read about places like: Lucile's Restaurant, Cafe De' Bangkok, Ras Ka, Maza Kabob, The Welsh Rabbit, ...

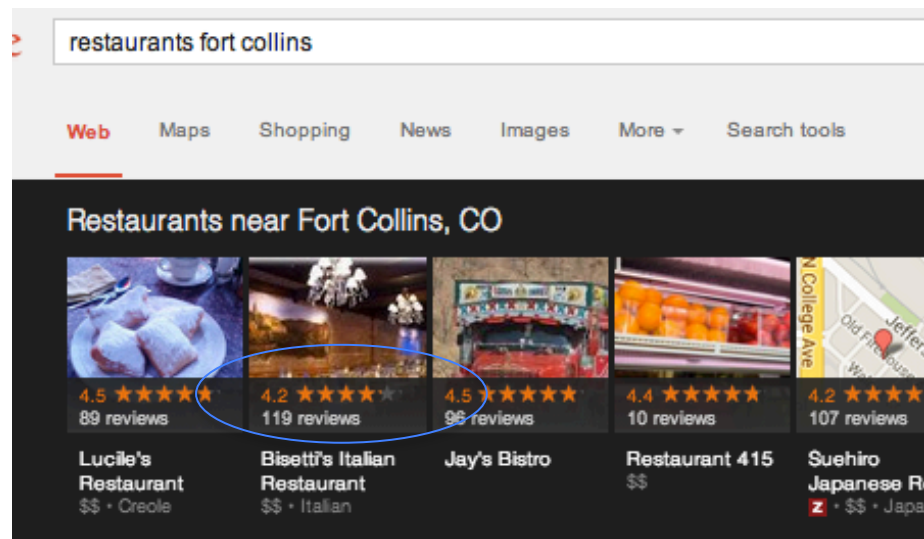
5) PA: 1 0 links DA: 94 Access more link metrics with PRO Link Analysis

# Google Map Listings & Rank

- First, look at how you're searching: have you cleared your browser cache/cookies? Is your GPS enabled?

These will affect what businesses show up in what rank for you.

- To increase your listing rank:
  - Claim and update the content on your listing!  
Add photos & content
  - Increase your # of reviews!
    - You need at least 4 reviews to become "rated" on Google



## Fort Collins Restaurants | Urbanspoon

[www.urbanspoon.com](http://www.urbanspoon.com) > Restaurants > Northern Colorado > Urbanspoon

Fort Collins Restaurants. Reviews from critics, food blogs and fellow diners.

1) PA: 42 41 links DA: 87 [Access more link metrics with PRO](#) [Link Analysis](#)

## Dining | Downtown Fort Collins

[downtownfortcollins.com/dining](http://downtownfortcollins.com/dining)

50+ items - Downtown Fort Collins offers a selection of dining destinations ...

Simply Extraordinary.

Austin's American Grill

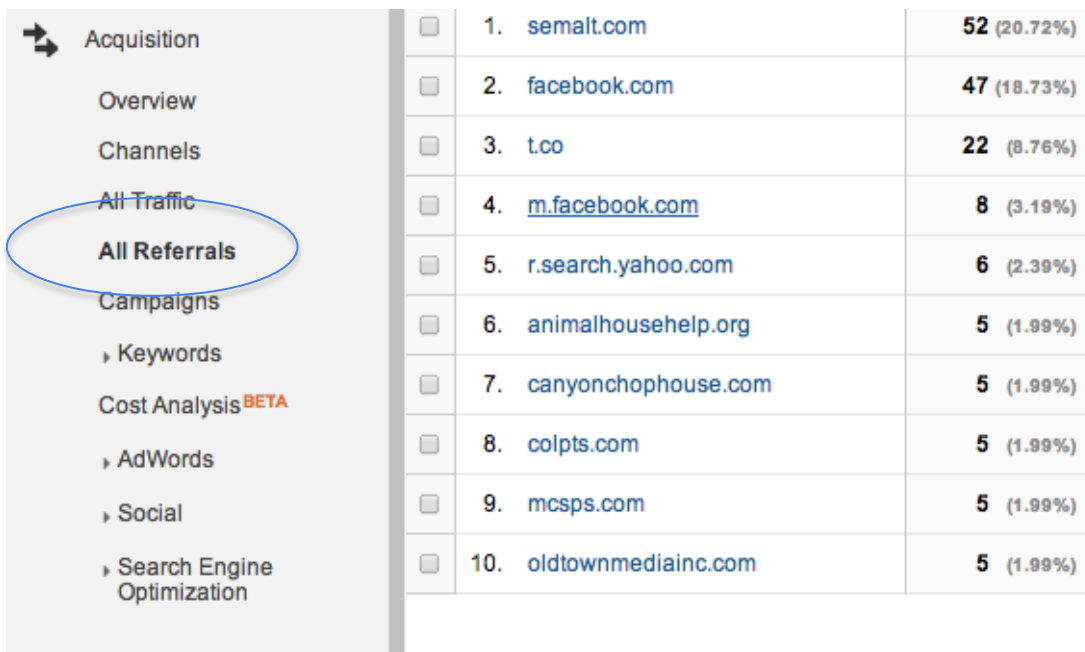
We scoop Fort Collins' only SUPER PREMIUM ...

Ben and Jerry's Scoop Shop

2) PA: 34 597 links DA: 49 [Access more link metrics with PRO](#) [Link Analysis](#)

# Offline Marketing

- Sponsorships
- Press Releases
- Advertising (online)
  - Use Google Analytics to help you determine where your website traffic is coming from!



<input type="checkbox"/>	1. <a href="#">semalt.com</a>	52 (20.72%)
<input type="checkbox"/>	2. <a href="#">facebook.com</a>	47 (18.73%)
<input type="checkbox"/>	3. <a href="#">t.co</a>	22 (8.76%)
<input type="checkbox"/>	4. <a href="#">m.facebook.com</a>	8 (3.19%)
<input type="checkbox"/>	5. <a href="#">r.search.yahoo.com</a>	6 (2.39%)
<input type="checkbox"/>	6. <a href="#">animalhousehelp.org</a>	5 (1.99%)
<input type="checkbox"/>	7. <a href="#">canyonchophouse.com</a>	5 (1.99%)
<input type="checkbox"/>	8. <a href="#">colpts.com</a>	5 (1.99%)
<input type="checkbox"/>	9. <a href="#">mcsps.com</a>	5 (1.99%)
<input type="checkbox"/>	10. <a href="#">oldtownmediainc.com</a>	5 (1.99%)

Questions?



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