

SEO Top Ranking LLC

Search Engine

"Cheat Sheets"

For Local Businesses

<http://seotopranksites.com>

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Learn the FACTS and BENEFITS of Leveraging Search Engine Optimization in Your Business!

Search Engine Usage Statistics & Facts



- As of January 2011, there were 273,301,445 websites. This represents a 156% increase in 4 years.
- Worldwide internet traffic grew 62% in 2010.
- As of April 2011, the Google search engine still dominates with approximately 67% of all U.S. search traffic. Yahoo gets approximately 15% and Bing gets approximately 12%.
- Google supplies search results to some of the largest Internet search engines. This means if you have #1 ranking on Google, you most likely will have a #1 ranking on Yahoo, AOL, and Bing too.
- It is really hard to reach the today's customers through a newspaper, a phone book, or even a television advertisement. Most people go online to search for local businesses today.
- A new study has determined that search engines have beat the printed yellow pages when it comes to the number of people looking for local information. It also found that online searchers are more likely to convert into sales.
- Surveys show that 85% of Internet users find websites through search engines.
- 98% of people searching for something online never go past the first page of search results.
- Organic (natural) search result listings receive 85% of all clicks, as opposed to only 15% for Pay Per Click (PPC).

- Almost 250 million searches for products and businesses are performed per day on Google alone.
- Kelsey Group and ConStat also released their new researches that revealed concurrent results. Their new research indicated that currently, 70% of U.S. households are using the internet every time they shop locally for all their household and personal products and services.
- DM News reported that 35% of all Internet searches are local.
- comScore reported that 90% of local commercial searches result in offline bricks and mortar purchases. 82% of local searches end up with an in-store visit, phone or call.
- According to Bing search engine, 74% of consumers search for online coupon sources every week and 25% spend up to an hour shopping for the best online deals each week.
- Based on recent surveys, 47% of respondents say they use more local deals and coupons than they did a year ago.
- About half of the respondents say they spend more than 15 minutes each week searching for deals, with about a quarter saying they spend between 30 minutes and 60 minutes.
- The number of businesses using online marketing goes up an average of 8.6% per year through 2011.
- Online marketing is expected to be 15% of all media advertisement spending in 2013. It's currently approximately 7.6%.

- Global advertising spend in measured media is expected to exceed \$500 billion for the first time ever in 2011. Online ad spend is expected to hit \$82 billion. (GroupM, December 2010).
- Studies show that 67% of local consumers have consulted online customer reviews of local businesses. Most of them trust online reviews as much as personal recommendations.
- Online sales have grown by almost 6% compared to the same time last year, even in this challenging economy.
- Statistics have proven that local search engine marketing works effectively for majority business owners.
- The recent Kelsey Group's study also indicate that global recession has forced more companies with small employees probably fewer than 100 to speedily shift to online than for the large companies with several employees who were reluctant to make the switch.
- 65% of sampled organizations actually expect to increase their SEO budget in 2011 by a significant value.
- SEO takes time to complete, but studies show that it has great benefits when done effectively. Traffic will continue to grow on autopilot once you start boosting your search engine rankings.

- Your competitors are probably already working on their own Online Marketing Strategy – it's time you get in on the action.
- Search engine crawlers notice errors in website code, so a valid website code means a healthier, more accessible website.

Search Engine Optimization Benefits



- Optimizing your website to have higher search engine rankings will give you a virtual salesman 24/7 for 365 days of the year!
- A properly optimized website will greatly increase TARGETED traffic to your site as you will capture people who are looking for your type of product or service. The more traffic you get, the more sales you get.
- Higher search engine rankings will also help boost your brand, visibility and awareness – ultimately increasing your sales.
- Highly optimized websites also build trust amongst website visitors and your customers or clients. A prominent Google placement adds major credibility to your business.

- Search Engine Optimization creates repeat business. Studies have shown that customers who were referred from search engines tend to stick around longer.
- Search Engine Optimization is cost effective and easy to monitor your ROI as opposed to traditional marketing methods, which are drastically losing effectiveness.
- Search Engine Optimization can bring a higher ROI than any other type of marketing; increasing your sales volume and overall profit.
- Once a website obtains position through a SEO campaign, it should stay there for long term with the proper maintenance.
- Search Engine Optimization allows you to reach any online audience of your choice through keyword selection.
- Search Engine Optimization can be blended together with other traditional marketing techniques in order to get better results.

SEO “Getting Started” Checklist



Ready to get your own SEO marketing campaign started?


- Make sure you create title tags that are unique on each page of your business website. The title tags should reflect the specific contents of your page.
- Decide on the keywords to use that you think people in your local areas would type in search engines while searching about your products or service. Keywords to include;
 - Description of your products or services
 - Phrases about your company
 - Local terms common with the customers
 - Abbreviations or short forms used by the customers
 - Location names etc
- Decide on the Meta description tag. Ensure the each page has a Meta description tag that contains sentences solely for mini advertisement of your company.
- Use enticing sentences that would make people urge to find out more about your website when found in search engines like Google, Bing, yahoo etc.
- Make sure you do not use promotional sentences in the Meta tags but rather informational and descriptive of your company.
- Decide on SEO friendly navigations. Make sure your website is not developed using flash or JavaScript links to help make the navigation of your site friendly.
- Decide on resources to link your website to if applicable. Remember to add only links that are;

- Useful to your clientele needs
- Has information about your products and services
- Informative to people interested in your company
- Not promoting other websites

- Claim and optimize the local listings in the search engines for your website. Claim your listing with sites such as;

- Yahoo Local
- Dmoz (in the Regional section)
- Yellowpages.com
- Local.com
- Angies List
- Foursquare
- Dex Knows
- CitySearch (CityGrid)
- Yellowbot
- Insider Pages

- Boost your online brand by registering with social networking sites and link them back to your website. Since they have preference and rank well with search engines. Register your site with;
- Facebook
- Twitter
- MySpace
- LinkedIn

If you would like the help of a professional SEO consultant to manage your campaigns, give me a call at
646-727-7135. 

See Your Website At The Top Ranking, Don Hayes

P.S. Call In The Next 72hrs, And I'll Write You A Personal Optimized Report On How Your Site Can Rank
At The Top Of The Search Engines For Free. If You Call After The 72hrs This Personalized Report Will Be \$97