

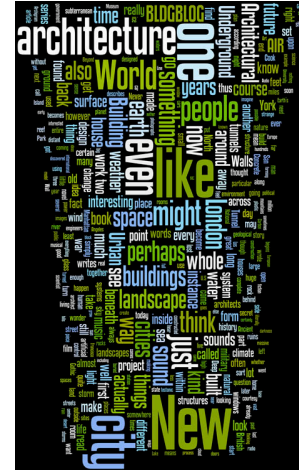
Search Engine & Content Optimization Tutorial

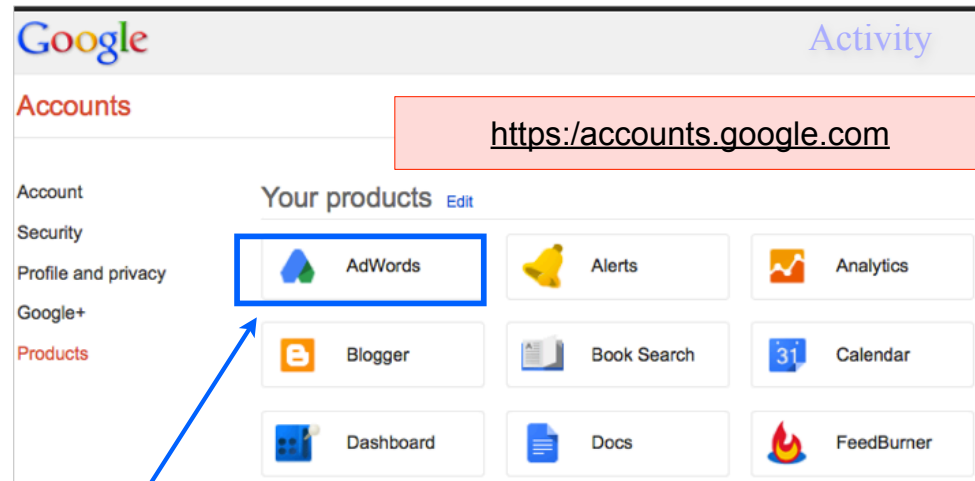


- Writing web content to achieve higher rankings on search engines such as Google.
- To achieve high rankings for website pages, it is important to include high volume keywords in specific locations throughout a web page.

Activity

- The first step is to find high volume keywords to include in your website pages using Google's Keyword Tool





Login to Google Account and click on “Adwords” in the Product section.

Google AdWords

Home	Campaigns	Opportunities	Tools and Analysis ▾	Billing ▾
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Keyword Planner
Plan your next search campaign

What would you like to do?

- Search for keyword and ad group ideas
- Enter or upload keywords to see how they perform
- Multiply keyword lists

- Change History
- Conversions
- Google Analytics
- Google Merchant Center
- Keyword Planner
- Keyword Tool**
- Traffic Estimator
- Display Planner
- Placement Tool
- Contextual Targeting Tool
- Ad Preview and Diagnosis

Select Tools and Analysis >
Keyword Planner

Google AdWords

Home Campaigns Opportunities Tools and Analysis ▾

Keyword Planner

Plan your next search campaign

What would you like to do?

▾ Search for keyword and ad group ideas

Enter one or more of the following:

Your product or service

houses richmond
home for sale richmond victoria

Your landing page

www.firstnational.com.au

Your product category

Real Estate Listings

Targeting ? Customise your search ?

1. Enter keywords
2. Enter your website
3. Enter product categories

Google continuous coding

Web Images Maps Shopping More Search tools

About 26,900,000 results (0.24 seconds)

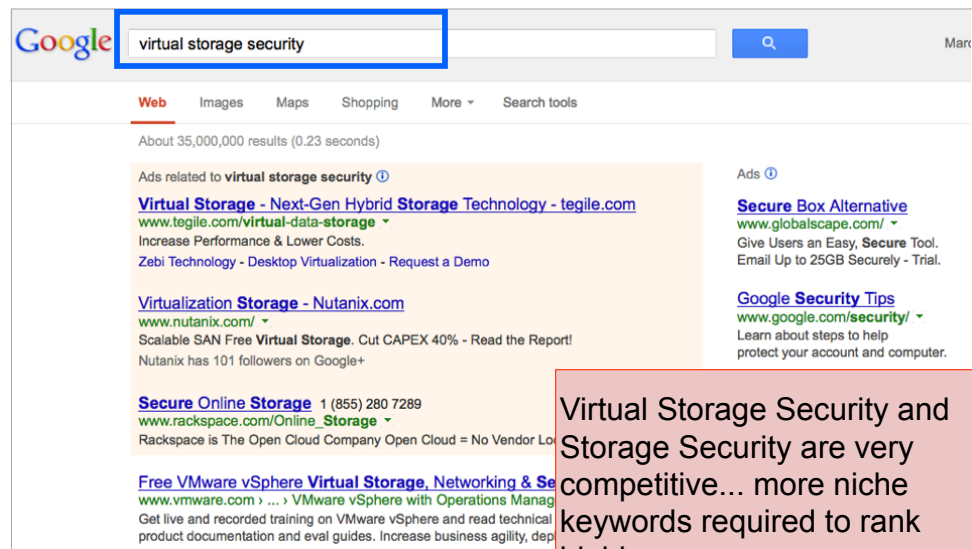
Continuous Code Integration In Agile Software Development ...
www.versionone.com/Agile101/Continuous_Integration.asp ▾
In agile development, **Continuous** Integration (CI) involves producing a clean build of the system several times per day.

Continuous Code Inspection | PRQA | PRQA
www.programmingresearch.com/Products ▾
Continuous Code Inspection using automated tools is a technique pioneered by PRQA that overcomes the challenges associated with code reviews.

Continuous integration - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Continuous_integration ▾
Jump to [Maintain a code repository](#) - [edit source | edit].
This practice advocates the use of a revision control system.
[Comparison of continuous ...](#) - CruiseControl - Continuous Integration

Continuous Integration - Extreme Programming
www.extremeprogramming.org/rules/integrateoften.html ▾
Continuous integration means integrate every couple hours or sooner.

Now software vendors on
Page 1



Google virtual storage security

Web Images Maps Shopping More Search tools

About 35,000,000 results (0.23 seconds)

Ads related to **virtual storage security**

Virtual Storage - Next-Gen Hybrid Storage Technology - tegile.com
www.tegile.com/virtual-data-storage
Increase Performance & Lower Costs.
Zebi Technology - Desktop Virtualization - Request a Demo

Virtualization Storage - Nutanix.com
www.nutanix.com/
Scalable SAN Free **Virtual Storage**. Cut CAPEX 40% - Read the Report!
Nutanix has 101 followers on Google+

Secure Online Storage 1 (855) 280 7289
www.rackspace.com/Online_Storage
Rackspace is The Open Cloud Company Open Cloud = No Vendor Lock-in

Free VMware vSphere Virtual Storage, Networking & Security
www.vmware.com › ... › VMware vSphere with Operations Manager
Get live and recorded training on VMware vSphere and read technical product documentation and eval guides. Increase business agility, deployment

Ads

Secure Box Alternative
www.globalscape.com/
Give Users an Easy, **Secure** Tool.
Email Up to 25GB Securely - Trial.

Google Security Tips
www.google.com/security/
Learn about steps to help protect your account and computer.

Virtual Storage Security and Storage Security are very competitive... more niche keywords required to rank highly

Searches related to **virtual storage security**

[secure virtual memory lion](#)

[secure file sharing](#)

[secure virtual memory snow leopard](#)

[secure online storage](#)

[secure file storage online](#)

[secure data storage](#)

[secure cloud storage](#)

[secure document storage](#)



Google

scale optimization|

optimization scale **up fermentation processes**

optimization scale **up**

large scale optimization

large scale optimization **problems**

Press Enter to search.

In order to achieve best practice search engine copywriting:

Step 1: Select high traffic keywords including 2 and 3 keyword phrases

Step 2: Include keywords in the URL

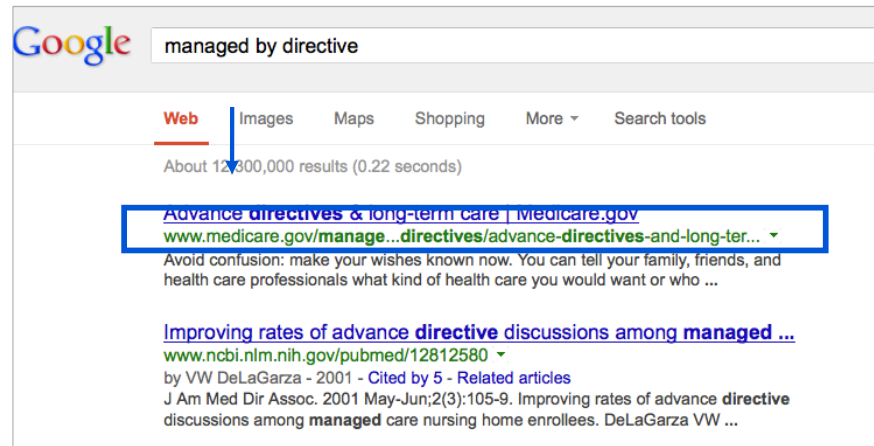
Step 3: Add keywords to Title and Description Meta Tag

Step 4: Keyword Consistency in Meta Tags, URLs and Page Headings

Step 5: Apply 7% density of keywords in the body copy

Step 6: Hyper Link keywords to other relevant pages within the website

Step 7: Link to external websites with relevant content.

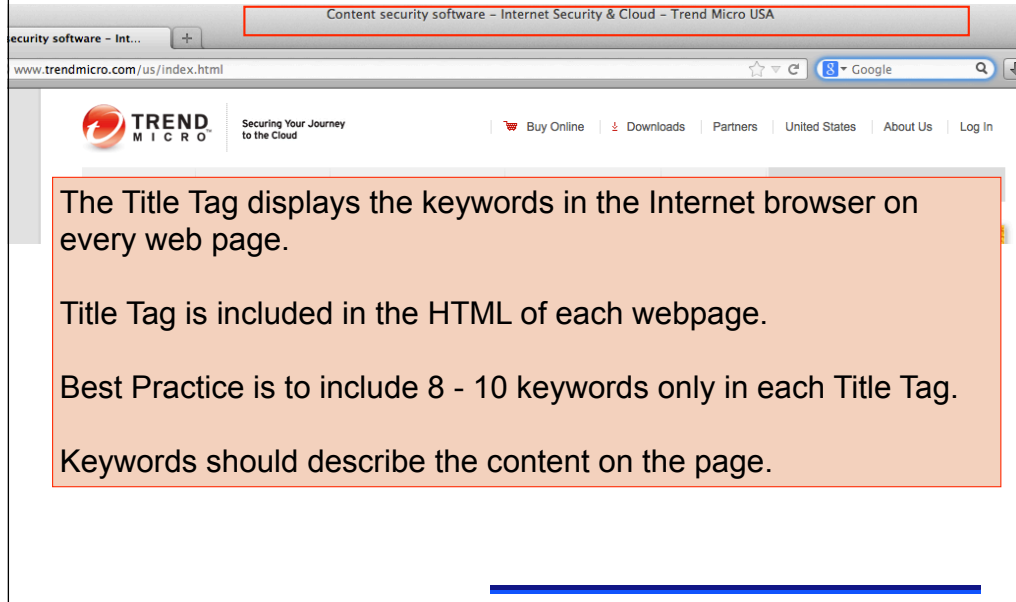


Keywords in URLs ensuring results appearing in search results pages.

The Title Tag appears above the URL in Google's search results pages.

The screenshot shows a Google search for 'continuous coding'. The search bar is at the top with the Google logo. Below the search bar, there are tabs for 'Web', 'Images', 'Maps', 'Shopping', 'More', and 'Search tools'. The search results show 'About 26,900,000 results (0.21 seconds)'. The first result is from 'www.versionone.com/Agile101/Continuous Integration.asp' with the title 'Continuous Code Integration In Agile Software Development ...'. The description below the title states: 'In agile development, Continuous Integration (CI) involves producing a clean build of the system several times per day.' The second result is from 'www.programmingresearch.com' with the title 'Continuous Code Inspection | PRQA | PRQA'. The description below the title states: 'Continuous Code Inspection using automated tools is a technique pioneered by PRQA that addresses the challenges associated with code reviews.' The third result is a snippet about 'Maintain a code repository' with links to 'edit source' and 'edit'. The snippet mentions 'Revision control' and 'This practice advocates the use of a revision control system for the ...'. The fourth result is a snippet about 'Comparison of continuous ... - CruiseControl - Continuous delivery - Travis CI'.

The Description Meta Tag appears in the 2 sentences below the URL in Google's search results pages.



The Title Tag displays the keywords in the Internet browser on every web page.

Title Tag is included in the HTML of each webpage.

Best Practice is to include 8 - 10 keywords only in each Title Tag.

Keywords should describe the content on the page.

The Description Meta Tags are included in the HTML of each webpage and appear only in the search engine results pages.

```
<meta name="description" content="Bracket Computing - a new  
generation lexicon of computing. Virtual Cloud Storage and  
computing cells, managed by directive. Download a  
WhitePaper" />
```

Best Practice is to 12-15 keywords only in each Description Tag.

Tip: Include the keywords #1 & keyword #2 in Description Tag + Call to Action

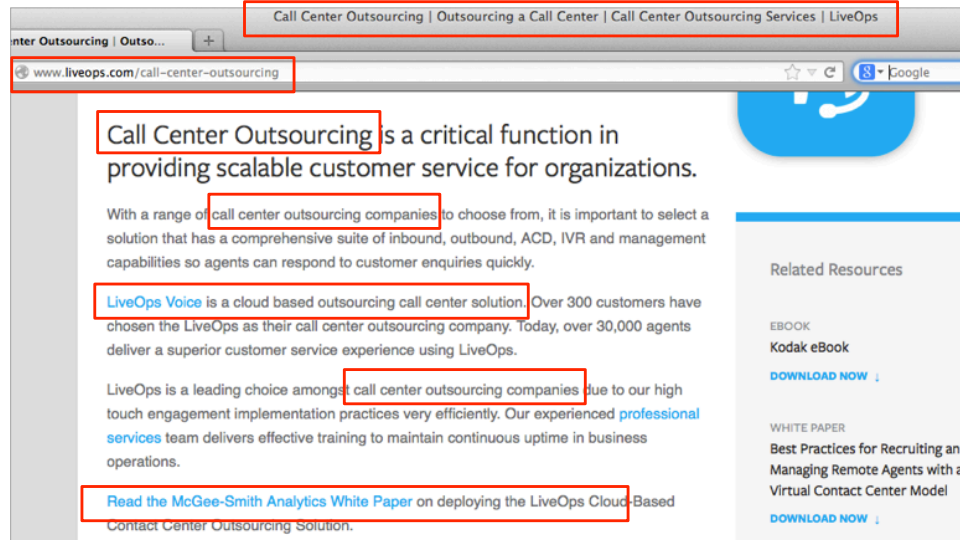
The screenshot shows the Webroot website with several red boxes highlighting keyword consistency:

- Page Title:** Web Security Service for Business – Cloud-Based Security | Webroot
- URL:** www.webroot.com/us/en/business/products/web-security/
- Page Heading:** Webroot SecureAnywhere Web Security Service
- Navigation:** For Home, For Business, For Partners, For Customers
- By Business Type:** Small/Home Office, Small and Medium Business, Enterprise Business
- By Product:** SecureAnywhere User Protection, SecureAnywhere Endpoint Protection, SecureAnywhere Mobile Protection, SecureAnywhere Web Security Service
- Resources:** Resource Page, Free Trials, Support

Below the heading, the text reads: "Flexible and unobtrusive web gateway online threats before they reach your users."

Ensure keyword consistency in Meta Tags, URLs and Page Headings.

Search engines match keywords from Title/Description Meta Tags, URLs and page headings and reward websites with higher rankings in search results pages for ensuring consistency.



Call Center Outsourcing | Outsourcing a Call Center | Call Center Outsourcing Services | LiveOps

Call Center Outsourcing is a critical function in providing scalable customer service for organizations.

With a range of call center outsourcing companies to choose from, it is important to select a solution that has a comprehensive suite of inbound, outbound, ACD, IVR and management capabilities so agents can respond to customer enquiries quickly.

LiveOps Voice is a cloud based outsourcing call center solution. Over 300 customers have chosen the LiveOps as their call center outsourcing company. Today, over 30,000 agents deliver a superior customer service experience using LiveOps.

LiveOps is a leading choice amongst call center outsourcing companies due to our high touch engagement implementation practices very efficiently. Our experienced professional services team delivers effective training to maintain continuous uptime in business operations.

Read the McGee-Smith Analytics White Paper on deploying the LiveOps Cloud-Based Contact Center Outsourcing Solution.

Related Resources

EBOOK
Kodak eBook
DOWNLOAD NOW

WHITE PAPER
Best Practices for Recruiting and Managing Remote Agents with a Virtual Contact Center Model
DOWNLOAD NOW

Best Practice in Search Engine Copywriting is to include 15 keywords in body copy of content of 200 words (i.e. 7% keyword density).

Best Practice is to link keywords on each page to other *internal* pages within the website and to *external* websites - creating a rich experience for website visitors.

Call Center Outsourcing is a critical function in providing scalable customer service for organizations.

With a range of call center outsourcing companies to choose from, it is important to select a solution that has a comprehensive suite of inbound, outbound, ACD, IVR and management capabilities so agents can respond to customer enquiries quickly.

[LiveOps Voice](#) is a cloud based outsourcing call center solution. Over 300 customers have chosen the LiveOps as their call center outsourcing company. Today, over 30,000 agents deliver a superior customer service experience using LiveOps.

LiveOps is a leading choice amongst call center outsourcing companies due to our high touch engagement implementation practices very efficiently. Our experienced professional [services](#) team delivers effective training to maintain continuous uptime in business operations.

[Read the McGee-Smith Analytics White Paper](#) on deploying the LiveOps Cloud-Based Contact Center Outsourcing Solution.

LiveOps has been recognized as an outstanding call center outsourcing company by receiving an [AlwaysOn OnDemand 2013 Top 100 Private Company](#) award. With hardware and software license costs rising, executives are migrating their call center outsourcing

Related Resources

EBOOK
[Kodak eBook](#)

[DOWNLOAD NOW](#)

WHITE PAPER

[Best Practices for Recruiting and Managing Remote Agents with a Virtual Contact Center Model](#)

[DOWNLOAD NOW](#)

Bottom footer section links with high traffic keywords is an SEO technical and also enhances the user's experience and increase links for search engines to index website.



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[Skybox Change Manager](#) | [Skybox Network Assurance](#) | [Network Support Devices](#)

The screenshot shows the Dell KACE website with several conversion funnels highlighted by red boxes above the fold:

- Top Navigation:** A box highlights the "1-877-MGMT-DONE" phone number and the "News | Events | About Us | Contact Us" links.
- Search Bar:** A box highlights the search input field with the placeholder text "What can we help you manage?" and the search button.
- Navigation Menu:** A box highlights the "Free Trial" and "View Demo" buttons in the top right navigation bar.
- Left Sidebar:** A box highlights the list of services: Software and Hardware Inventory, Disk Imaging, Software Distribution, Patch Management and Deployment, Service Desk, and Mobile Device Management.
- Main Content Area:** A box highlights the "New Release K2000 v3.5 SP1" section, including the "Download to stay on the cutting edge." text, a list of features (Added support for Windows PE 4, Added Support for Windows 8 Tablets, Latest Apple Hardware Rev Support and more..), and a "Learn More" button.
- Footer:** A box highlights the three main calls to action: "Live Web Event" (Stay tuned for upcoming events), "Free Cloud Trial" (Take a test drive with our 7 day cloud trial and no obligation to buy.), and "Watch a Live Demo" (See Dell KACE Appliances in action).

Webmaster Tools




marczphillips@gmail.com
[Settings](#)
[My Account](#)
[Sign out](#)


[Home](#)
[http://www.zscaler.com - http://www.zscaler.com](#)
[Reporting](#)
[Customization](#)
[Admin](#)
[Help](#)

MY STUFF

- Dashboards
- Shortcuts
- Intelligence Events

STANDARD REPORTS

- Real-Time
- Audience
- Overview



This report requires Webmaster Tools to be enabled.

Contact your Analytics administrator to connect a Webmaster Tools site.

What is Webmaster Tools?
Webmaster Tools is a free product that provides data and analytics to help improve your site's performance in Google search.

Enabling Webmaster Tools data within Analytics
Once you connect a site you own in Webmaster Tools to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Webmaster Tools sites' data you wish to show, and control which profiles on your Web Property have access to view the data.

How to use Webmaster Tools data within Analytics
Webmaster Tools provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

Webmaster Tools provides more insights into keyword referrers which is currently missing in Google Analytics as the account aren't enabled.

Webmaster Tools Help Settings

Home

All Messages (144)

Sort: By site health Alphabetically More options ADD A SITE

www.alexanderrealestate.com.au	No new messages or recent critical issues.	Manage site
www.alfordduff.com.au	No new messages or recent critical issues.	Manage site
www.allwestrealestate.com.au	No new messages or recent critical issues.	Manage site
www.athertonfn.com.au	No new messages or recent critical issues.	Manage site
www.augustarealestate.com.au	No new messages or recent critical issues.	Manage site
www.bowenfirstnational.com.au	Not verified No new messages or recent critical issues.	Manage site
www.braileyfn.com.au	No new messages or recent critical issues.	Manage site

Step 1 is to Verify the Website by selecting “Verify this site” from the drop down menu.



Webmaster Tools

Verification failed for <http://www.bowenfirstnational.com.au/> using the Meta tag method (1 days ago). We couldn't find the verification meta tag.
Verify your ownership of <http://www.bowenfirstnational.com.au/>. [Learn more.](#)

Recommended method Alternate methods History

Recommended: HTML tag

Add a meta tag to your site's home page.

1. Copy the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="DryDqaTmtegiNJQ9qYDo0VHUK4BTv648yDzUiXDDCmM" />
```

[Show me an example](#)

2. Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

VERIFY

Not now

Step 2 is to copy/paste google-site-verification tag into home page html

Step 3 is to verify the site by clicking the 'Verify' button inside Webmaster Tools.

Webmaster Tools

www.burtongroves.com.au

Help

Site Dashboard

Site Messages

Search Appearance

Search Traffic

Google Index

Index Status

Content Keywords

Remove URLs

Crawl

Malware

Additional Tools

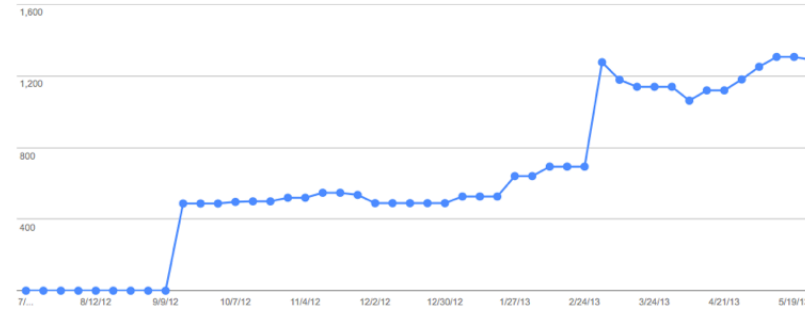
Labs

Index Status Showing data from the last year

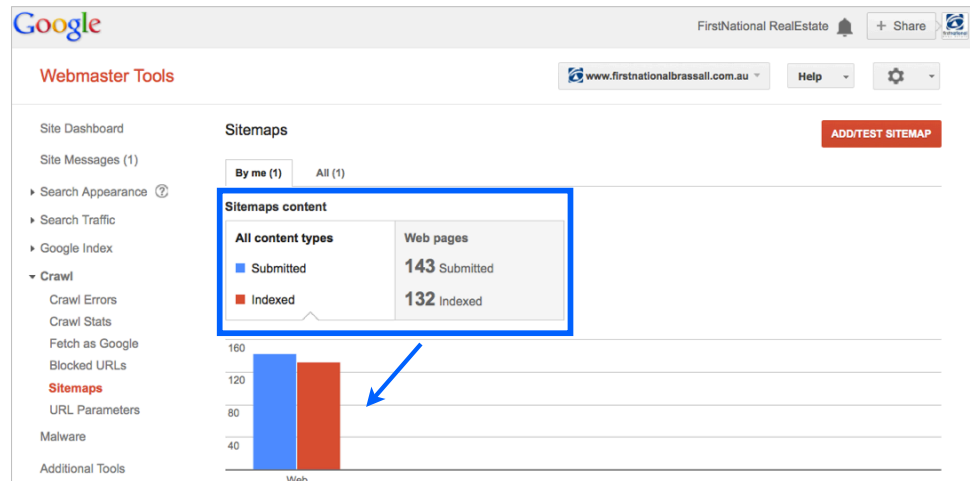
Basic

Advanced

Total indexed 936



Webmaster Tools reports on the number of pages indexed - this is very important to be able to monitor sites being indexed over



Webmaster Tools reports on the URLs submitted via Webmaster SiteMaps and those indexed.