



T87 Internet Boot Camp Part 2 Worksheet

Market your business without going Nuts!
<http://www.acorn-is.com> 877-ACORN-99

1 - Web Site Do's and Don'ts

Notes: _____

Hint: To get a full list of Do's and Don'ts go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE105 – Web Site Do's and Don'ts**.

2 - Review of the Top Search Engines

From HotelMarketing.com "Web users conducted more than 5.1 billion search queries in October--marking a 15 percent increase from June, according to a Nielsen - Net Ratings report released December 13, 2005. **Google** maintained its leadership position, garnering 2.4 billion search requests, or almost half--48 percent--of all searches. **Yahoo!** accounted for 21.8 percent of all searches, followed by Microsoft's **MSN**, which was responsible for 11.3 percent of search activity."

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE101 – Search Engine Overview**.

3 - Organic / Natural Placement

An organic listing is a listing chosen for placement by the search engine's pre-defined algorithms. This type of listing can be Free or PPI. Many factors determine where a search engine places your web site in their organic listings.

The Top 2 Factors

A – Is your web site written to be search engine friendly with correct meta tags and text wording?

B – Is your web site popular? (Do you have many other related sites linking to your site? These can be free or paid listings.)

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE102 – Organic Listings vs. PPC**

4 - Pay Per Click (PPC)

There are a variety of Pay Per Click Services available.

- Overture.com (feeds Yahoo)
- Google Ad Words Select (feeds Google)
- Look Smart (feeds Look Smart)

To join, you set up an account with these companies and they charge your account every time one of the search term phrases you have chosen is clicked on by a potential guest. Each company has their own set of rules, minimum charges, CPC (Cost Per Click) allowances and so on.

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE102 – Organic Listings vs. PPC**

5 - Meta Tags - What and Why?

Every page of your Web Site is an opportunity for you to advertise your property. But to make use of this opportunity you have to tell the Search Engines about each page. This is accomplished with 3 main Meta Tags (Wording and phrases that are coded into each page of your Web Site in the <HEAD> section) that your webmaster should be able to assist you with.

- 1- Meta Title
- 2- Meta Description
- 3- Meta Keywords (not used by all search engines)

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE103 - Search Engine Friendliness**

6 - Tools to KNOW your BEST Search Phrases

First you need to know what the general public is typing.

- Step 1:** <http://www.overture.com>
- Step 2:** Click on **VISIT THE RESOURCE CENTER.**
- Step 3:** Click on **KEYWORD SELECTOR TOOL.**
- Step 4:** Put in a minimum phrase and click the Blue Arrow to see if any one is typing it.

Example: If you want to find *Colorado Springs Bed and Breakfast*, then only put in *Colorado Bed*, and it will find all phrases that have Colorado and Bed in it, including Colorado Springs Bed and Breakfast.

Notes: _____

7 - Link Popularity - What is it?

Link Popularity comes from how many other web sites link **TO** your site - - not how many sites you link to **FROM** your site. The more quality links you have directing people to your site, the more popular your site becomes.

There are online tools such as <http://www.MarketLeap.com> that will give you the number of links TO YOUR WEB SITE. You can also do this by hand by typing the link: command directly into the search engines search box.

Note: You may have 500 combined links directing traffic to your web site, but Google may only count 20 of them, where MSN might count 125 of them. Each Search Engine has its own algorithm to weigh the value of each link.

Notes: _____

Hint: To learn more, go to <http://www.acorn-is.com> Click on **Online Learning** and then **SE104 - Search Engine Popularity**