



SEO & Social Media

Can you be number one?

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Introduction

Aim:

By the end of this workshop you should have a high level understanding of search engine optimisation, social media, and viral marketing, and how these can best be utilised to help promote a business or organisation.

About Us

Living Online is a web solutions company. We focus on the three mantras of web success - more visitors, more conversions and better websites. Our range of services includes:

- ♥ search engine optimization
- ♥ viral marketing
- ♥ video production
- ♥ web design
- ♥ social media marketing
- ♥ conversion rate optimisation
- ♥ analytics and reporting

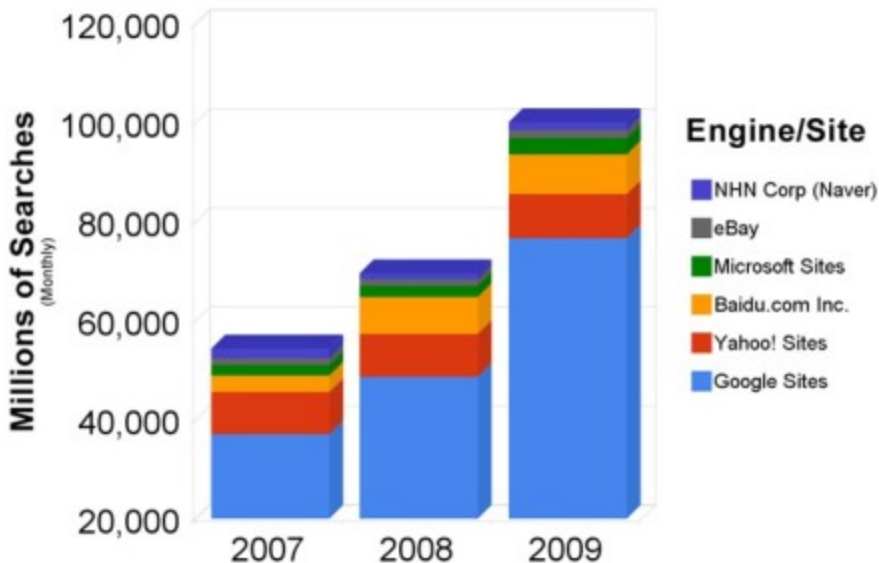
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Living Online is the sister company of Living Media, a new entrant into the online media space, with an existing track record in film and television production.

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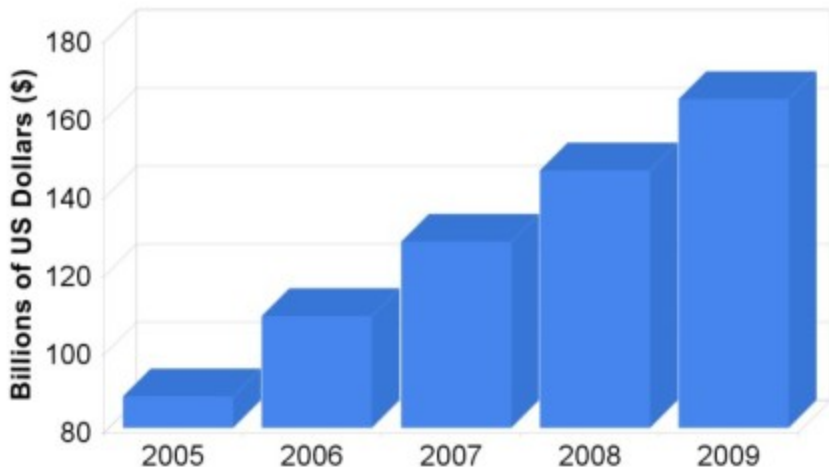
Context?

Global Search Volume Growth



Source: comscore.com & seomoz.org

USA E-Commerce Growth



Source: emarketer.com & seomoz.org

The number of internet users in the world has surpassed one billion people.

Internet penetration to Australia was 80.1% at 17.2 million users as of December 2008.

Internet Users and Penetration Worldwide, 2008 & 2013 (millions and % of population)

2008	1,172.1 (17.5%)
2013	1,688.9 (24.0%)

Note: an internet user is a person of any age who uses the internet from any location at least once per month
Source: eMarketer, February 2009

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www.eMarketer.com

Sources: emarketer.com , comscore.com ,& miniwatts.com

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Trends & News

♥ **Social Media Engagement** - Of the Fortune 100 companies, 54 percent are on Twitter; 32 percent maintain a blog and 29 percent are on Facebook (sandiegometro.com)

♥ **Social Media Age** - A 2006 study showed that 38 percent of 12 to 14 year olds had an online profile. Sixty-one percent of 12 to 17 year olds, said they use social-networking sites to send messages to friends, and 42 percent said they do so every day (www.cnn.com)

♥ **Search Personalization** - Google is personalizing your search results based on your recent search engine queries, your location, and your recent search activity (searchenginewatch.com)

♥ **Online Marketing Spend** - Total US Internet ad spending predicted to increase to \$28.5 billion in 2010, a 10.9% growth rate. Video ad spending predicted to rise by 47% in 2010 to reach \$1.25 billion (emarketer.com)

What is SEO?

Search Engine Optimisation

Definition:

“The process of optimising both the on-page and off-page factors of a website to maximise the amount of traffic delivered through the organic search engine medium”

The image shows a screenshot of a Google search results page for the keyword "franchise". The search results are displayed in a grid format. A large green arrow on the left side of the page points upwards, labeled "SEO". Another green arrow at the bottom points to the search bar, also labeled "SEO".

The search results include:

- Semi-Passive Franchise** (Sponsored link): One day a week business. Guaranteed 60% revenue return.
- Find a franchise, business opportunity in Australia - Australian Franchise Opportunities Exchange**: A website for finding franchise opportunities.
- Franchise Council of Australia**: Information about franchising and the Franchising Council, a non-profit trade association representing franchisors, franchisees and service providers.
- Franchise Business - The official directory of the Franchise Council of Australia**: Search, find and contact over 1300 franchise systems for FREE.
- Franchising - Wikipedia, the free encyclopedia**: The franchise is usually for a fixed period broken-down into shorter periods, which need renewal and are for a specific "territory" or areas from localities.
- Franchise Business Opportunity, Business for Sale in Australia**: Australian Franchisees in the No. 1 directory for Franchise business for sale in Australia.
- FranchiseExpo.com.au - Franchises and franchisee business**: Franchises for sale and business opportunities. Detailed information on franchise, franchising, entrepreneurship, franchising, Australian business for sale.
- Top Franchise, Find Franchise opportunities fast! Discover**: Looking for Franchise opportunities in Australia? Top Franchise.com.au provides you with the best possible starting point to find the right franchise for you.
- For the what, why and how in franchising - Franchising**: Australia's source of franchising information. Features, interviews, case studies, applications, news, products, industry commentary and the latest.
- Top Franchise Business** (Sponsored link): Looking for a successful Franchise? Look no further - Get details HERE!
- Anytime Fitness Franchise** (Sponsored link): Fast Growing Franchise Opportunity. Terrific Home in Australia.
- Franchise For Sale** (Sponsored link): Dynamic brand, high income. Flexible hours. Easy to run & grow.
- Unique Franchise for Sale** (Sponsored link): Market Leading Innovative & Service. High value, High income & Lifestyle.
- Franchise for Sale** (Sponsored link): Be a Part of our Success Story! Join us at the Coffee Club Today.
- Accor Hotels Franchise** (Sponsored link): A strong network and large loyalty programs, join Accor Hotels now!
- Be Your Own Boss** (Sponsored link): Become a Certified Mortgage Broker in 2 weeks! Ongoing Mentoring.
- Photo Booth Franchise** (Sponsored link): Vintage Photo Booth business opportunities available.

At the bottom of the page, the search bar contains the word "franchise" and the search button is labeled "Search". Below the search bar, there are links for "Search with results", "Help", and "Get us feedback". At the very bottom, there are links for "Google Home", "Advertising Programs", "Business Solutions", "Privacy", and "About Google".

Part of the search engine optimisation process involves increasing the target websites organic ranking position on the search engine results page.

The other part of the search engine optimisation process involves increasing the number of terms for which the target website achieves rankings.

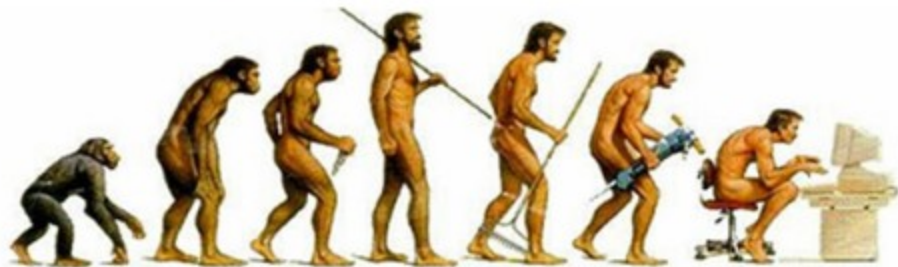
1930s available based brazil brazilian building business buying capital carry chain changes china citation code combined commercial conduct considered consulted continue contract control costs countries court covered currently data days define details developing disclosure dispute distribute document due edit elements enforcement enterprise establishments etc europe european event example exclusive execution federal fees financial firms followed food foreign form format forum found france franchise franchisee franchisor goods government growth held help hotel howard idea identified important including independent india industry information initial international investment involved italy johnson largest later law legal legislation license list location major mandatory market mcdonald members model name national needed negotiations number obligations offer operations owned particular parties partners payments period plan practice previous profitability prominent protect provide provisions public refer registration regulations require restaurant retail revenues rights rule rustle sales services several significant signs social spain specific standard start-up startup states stations stores successful summary supply system tax tend termination terms territory total trade trademark training uk uniforms united used working world years



working alternative wanted directory website
fca legal franchise
home javascript login members password register website

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Google History



Source: techchunks.com

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Source: bwca.cc

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Google

YAHOO!

bing

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Hi, I'm all about
franchising,
just trust me :)



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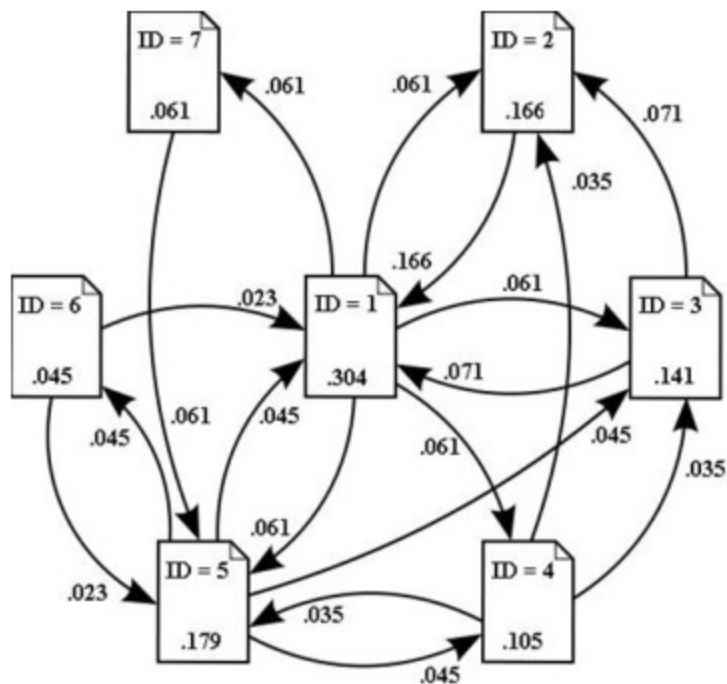




PageRank

Source: i.zdnet.com

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Source: vicconsult.com



Hi, I'm all about franchising, just trust me :)



Google

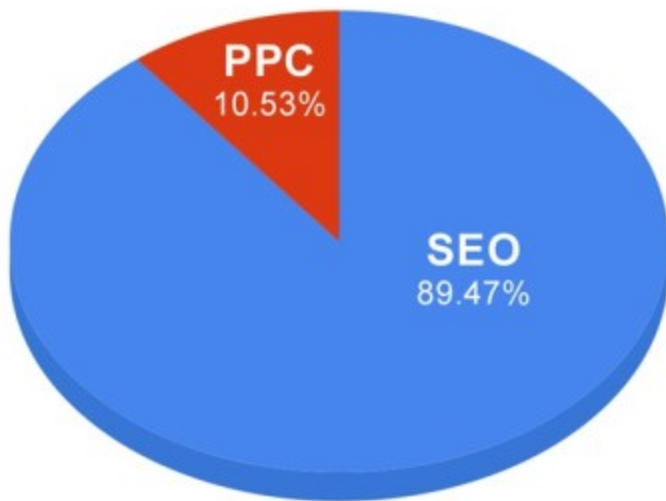


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*Things that are remarkable or unique about
your organisation?*

Why do SEO?

Distribution of Search Clicks



Sources: enquisite.com & seomoz.org

Click through rates according to AOL's Leaked Search Data from 2006



Rank

- Rank 1
- Rank 2
- Rank 3
- Rank 4
- Rank 5
- Rank 6
- Rank 7
- Rank 8
- Rank 9
- Rank 10
- page 2

Overall Percent of Clicks

Relative Click Volume

1.	42.13%, 2,075,765 clicks	2.	3.3x less
2.	11.90%, 586,100 clicks	3.	4.9x less
3.	8.50%, 418,643 clicks	4.	6.9x less
4.	6.06%, 298,532 clicks	5.	8.5x less
5.	4.92%, 242,169 clicks	6.	10.4x less
6.	4.05%, 199,541 clicks	7.	12.3x less
7.	3.41%, 168,050 clicks	8.	14.0x less
8.	3.01%, 148,459 clicks	9.	14.8x less
9.	2.85%, 140,356 clicks	10.	14.1x less
10.	2.99%, 147,551 clicks		

1st page totals: 89.82%, 4,425,226 clicks

2nd page totals: 10.18%, 501,297 clicks

Source: seobook.com

Click through rates according to Cornell University Data



The image shows a screenshot of a Google search results page. At the top, the Google logo is visible along with search navigation options like 'Web', 'Images', 'Videos', 'Books', 'Maps', and 'More'. A search bar contains the text 'something'. To the right of the search bar, there are statistics for the search: '% of Clicks' and '% Time Spent'. Below the search bar, a list of search results is displayed, each with a colored background and a corresponding percentage of clicks and time spent. The results are sorted by relevance, with the highest click-through rate at the top.

	% of Clicks	% Time Spent
something something	56.36	28.43
something something	13.45	25.08
something something	9.82	14.72
something something	4.00	8.70
something something	4.73	6.02
something something	3.27	4.01
something something	0.36	3.01
something something	2.91	3.68
something something	1.45	3.01
something something	2.55	2.34

Source: seoresearcher.com

[Web](#) [Images](#) [Gmail](#) [More](#) [Google](#) [Advanced Search](#) [Feedback](#)

Results 1 - 10 of about 676,606 for "digital camera" cheapest (0.34 seconds)

Sponsored Links

[Digital Camera - Save](#)
 Save on Cameras, Accessories & More
 Find the Lowest Price - Smaller.com
[www.smaller.com](#)

[Cheaper Prices at Cyber](#)
 Find the best prices and deals.
 Compare products, shops and reviews
[www.calgate.com](#)

[Digital Cameras - Save](#)
 Save on Cameras, Accessories & More
 Find the Lowest Price - Smaller.com
[www.smaller.com](#)

[Best Digital Cameras](#)
 Canon, Kodak, Nikon cameras free!
 Free w/ offer sign-up. 15+ only
[www.bestworld.com](#)

[Digital Cameras](#)
 Compare Prices on Digital Cameras
 Read Reviews & Shop at Pricegrabber
[www.pricegrabber.com](#)

[Factory Refurbished Cameras - Direct From Kodak, Nikon, HP & More](#)
[www.refurbdepot.com](#)

[Market Camera Reviews](#)
 Unbiased pro and owner reviews plus
 100s of merchant quotes on cameras!
[www.digitalcamera-hq.com](#)

[Canon Digital Camera](#)
 Find a Great Deal - Compare Prices
 & Read Reviews from 100s of Stores
[www.ShopCartUSA.com](#)

[More Sponsored Links >](#)

[Yakumo Digital Camera - Ultra High Resolution](#)
 Cameras ok... find digital cameras... digital cameras...
[www.yakumo.com](#)

[Yakumo Digital Camera - Cheapest digital cameras](#)
 ...panasonic len... very cool... cheapest panasonic... camera... yakumo...
[www.yakumo.com](#)

[Best Deals on Digital Cameras and Accessories](#)
 ... general retail service centers... with discount prices on all photographic & digital camera...
[www.bestdeals.com](#)

[Cheapest Digital Cameras and the Best Deal](#)
[www.bestdeals.com](#)

[Cheapest Colour LCD Digital Camera](#)
 ... Product Description...
[www.digitalcamera.com](#)

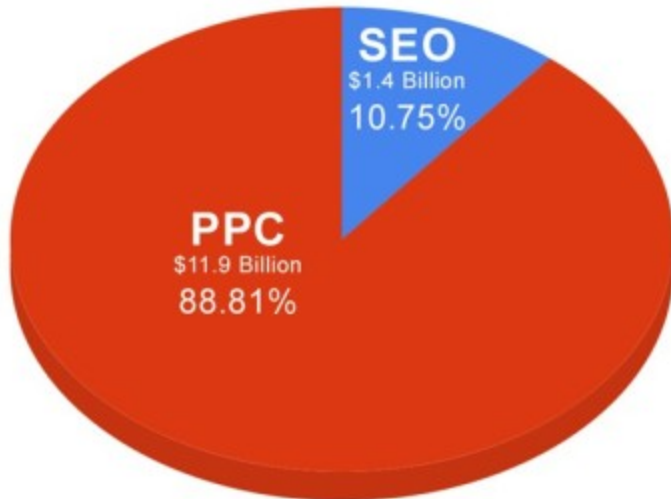
[Available - Cheap PC Computer and Best Digital Cameras Deal](#)
 ... Deals List... Canon PowerShot SD1100 digital camera...
[www.deals.com](#)

[Cheapest Digital Camera - Info Your Search](#)
 ... responses... search results for "Cheapest digital camera"...
[www.deals.com](#)

Source: enquirio.com

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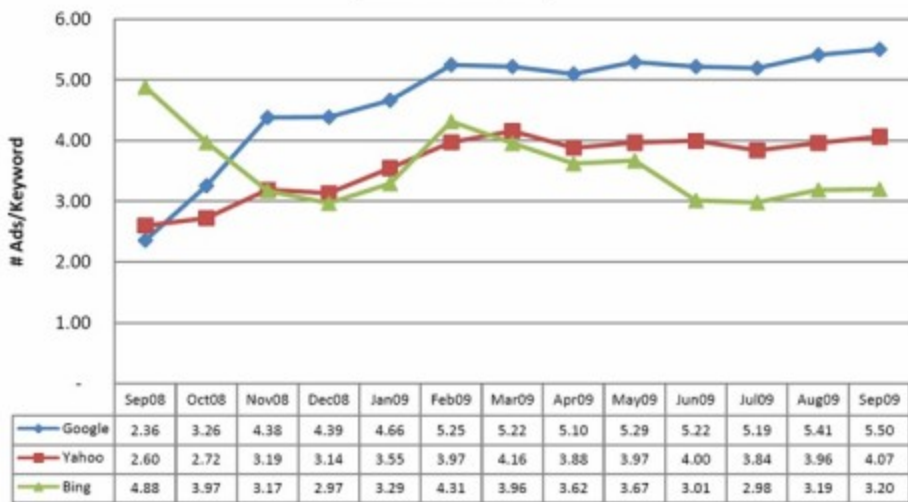
USA Search Engine Marketing Spend 2008



Sources: sempo.com & seomoz.org

Avg # Ads/Keyword

(US & International)



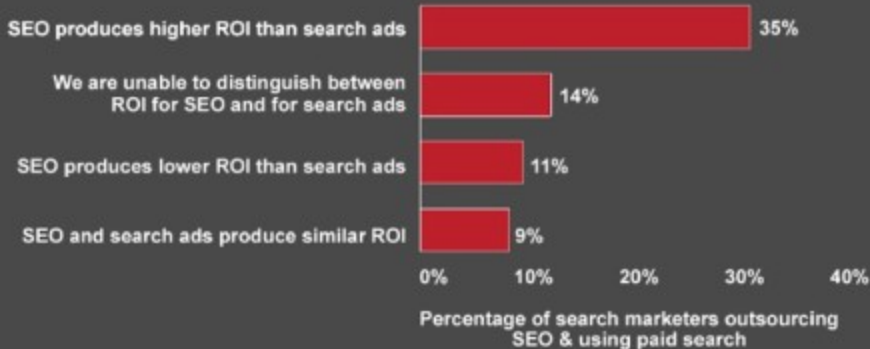
Source: adgooroo.com

Marketing Vehicles Respondents Cited as Among Their Top Three by ROI

"What are the top-three most-efficient forms of advertising or marketing you spend money on in terms of the return on investment (ROI) or return on ad spend (ROAS) that they yield?" (ranked 1-3)



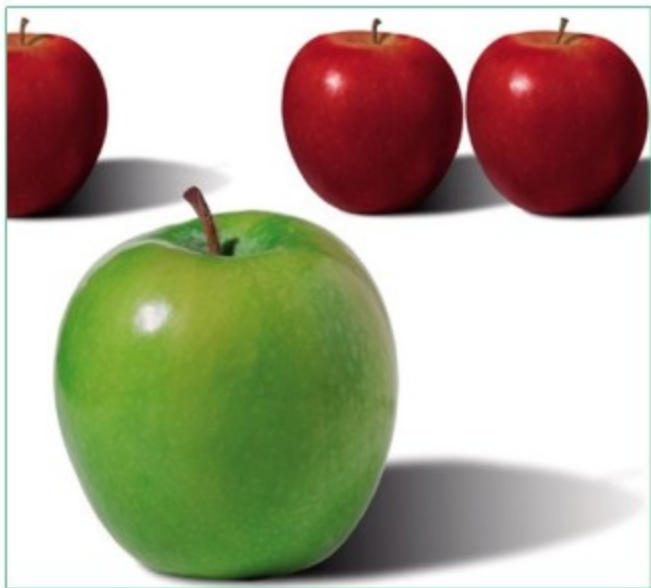
Source: sempo.com



Question: Please indicate your opinion about the return on investment (ROI) you receive from search engine optimization (SEO) and search ads (excluding paid inclusion). (Please select one.)

Source: JupiterResearch Executive Survey, 8/05, n=138 (Search Marketers who currently outsource SEO to an agency and are using paid search)

Source: iprospect.com



Source: honestrooster.wordpress.com

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Myths?

Debunking Some Common SEO Myths

- ♥ There is no such thing as Google certification for SEO services
- ♥ A whole pile of low quality links is not good for your website
- ♥ The Google toolbar PageRank is not used by Google to rank your website
- ♥ Meta keywords are a complete waste of time
- ♥ Search engine submission is a complete waste of time
- ♥ Keyword density is about as useful as alchemy
- ♥ SEO is not a get rich quick scheme
- ♥ People who spam your email and promise the world are dodgy
- ♥ SEO is a 'black art' sold by a bunch of snake oil salesmen
- ♥ There is no such thing as 'secret' SEO methods



Source: pinocchiojerrystocking.com

How?

Keyword Tool

For quick access, please your bookmarks here in the bookmarks bar.

Google AdWords

Home Campaigns Opportunities Reporting Billing My Account

Tools > Keyword Tool

Find Keywords
Based on one or both of the following:

Word or phrase (one per line): Website:

Advanced options Locations: Australia Languages: English

Search

Keyword ideas [About this data](#)

↓ Add keywords ↓ Download ↓ Refresh search results

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
franchises	High	823,000	33,100	↑
franchise opportunities	High	389,000	9,900	↑
franchise opportunity	High	185,000	1,800	↑
coffee franchise	High	49,500	1,800	↑
franchise business opportunities	High	135,800	2,900	↑
food franchise	High	80,500	1,300	↑
swim a franchise	High	16,100	1,000	↑
best food franchise	High	22,200	300	↑
franchise directory	High	14,800	200	↑
franchise consultants	High	8,100	170	↑
franchise opportunities	High	1,600	40	↑
advice franchise	High	80,500	2,400	↑
top 5 franchise	High	33,100	800	↑
top franchise	High	80,500	1,800	↑
franchise	High	6,120,800	160,000	↑
franchising	High	1,000,000	12,100	↑
franchise franchise	High	5,400	110	↑
franchise opportunities	High	1,300	20	↑
midsize franchise	High	80,500	2,400	↑
franchise royalties	High	1,800	40	↑
franchise fees	High	12,100	400	↑

All categories

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government
- Products
- Media & Events

Contains
Don't Alphabetical (highest count)

- All
- for sale (1)
- franchise (154)
- in australia (24)
- Most relevance terms (1)

Match Types

- Broad
- Exact
- Phrase

Help

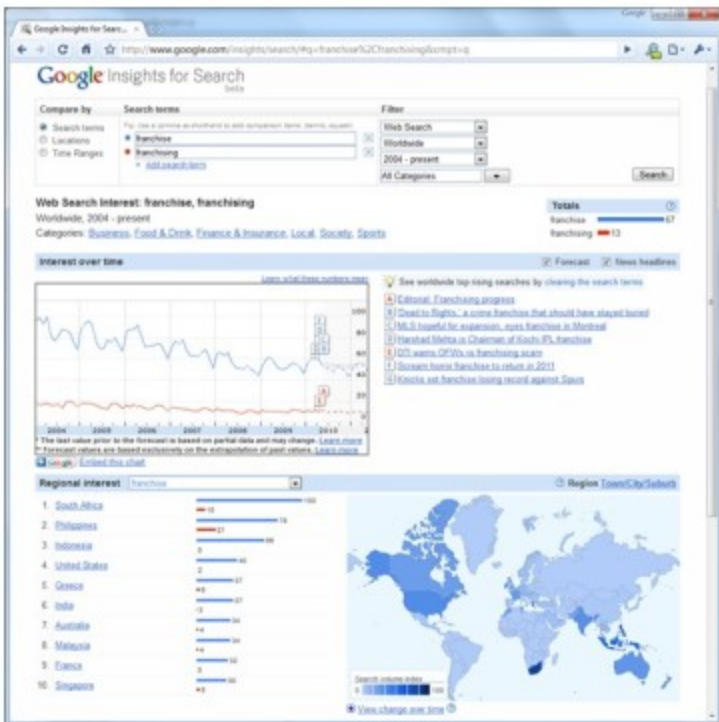
Why do search volume statistics vary between keyword tools?
How do I use the keyword tool to get keyword ideas and traffic estimates?
How do I get additional keyword

Google

W Wordtracker

WordStream

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*Keyword search terms for your organisation
that you think may be associated with a high
volume of searches?*

service franchise - Google Search

http://www.google.com.au/search?q=service+franchise&btnG=GO&btnI=I&btnS=S&btnC=C&btnE=E&btnF=F&btnG=G&btnH=H&btnI=I&btnJ=J&btnK=K&btnL=L&btnM=M&btnN=N&btnO=O&btnP=P&btnQ=Q&btnR=R&btnS=S&btnT=T&btnU=U&btnV=V&btnW=W&btnX=X&btnY=Y&btnZ=Z&btn_0=0&btn_1=1&btn_2=2&btn_3=3&btn_4=4&btn_5=5&btn_6=6&btn_7=7&btn_8=8&btn_9=9&btn_10=10&btn_11=11&btn_12=12&btn_13=13&btn_14=14&btn_15=15&btn_16=16&btn_17=17&btn_18=18&btn_19=19&btn_20=20&btn_21=21&btn_22=22&btn_23=23&btn_24=24&btn_25=25&btn_26=26&btn_27=27&btn_28=28&btn_29=29&btn_30=30&btn_31=31&btn_32=32&btn_33=33&btn_34=34&btn_35=35&btn_36=36&btn_37=37&btn_38=38&btn_39=39&btn_40=40&btn_41=41&btn_42=42&btn_43=43&btn_44=44&btn_45=45&btn_46=46&btn_47=47&btn_48=48&btn_49=49&btn_50=50&btn_51=51&btn_52=52&btn_53=53&btn_54=54&btn_55=55&btn_56=56&btn_57=57&btn_58=58&btn_59=59&btn_60=60&btn_61=61&btn_62=62&btn_63=63&btn_64=64&btn_65=65&btn_66=66&btn_67=67&btn_68=68&btn_69=69&btn_70=70&btn_71=71&btn_72=72&btn_73=73&btn_74=74&btn_75=75&btn_76=76&btn_77=77&btn_78=78&btn_79=79&btn_80=80&btn_81=81&btn_82=82&btn_83=83&btn_84=84&btn_85=85&btn_86=86&btn_87=87&btn_88=88&btn_89=89&btn_90=90&btn_91=91&btn_92=92&btn_93=93&btn_94=94&btn_95=95&btn_96=96&btn_97=97&btn_98=98&btn_99=99&btn_100=100&btn_101=101&btn_102=102&btn_103=103&btn_104=104&btn_105=105&btn_106=106&btn_107=107&btn_108=108&btn_109=109&btn_110=110&btn_111=111&btn_112=112&btn_113=113&btn_114=114&btn_115=115&btn_116=116&btn_117=117&btn_118=118&btn_119=119&btn_120=120&btn_121=121&btn_122=122&btn_123=123&btn_124=124&btn_125=125&btn_126=126&btn_127=127&btn_128=128&btn_129=129&btn_130=130&btn_131=131&btn_132=132&btn_133=133&btn_134=134&btn_135=135&btn_136=136&btn_137=137&btn_138=138&btn_139=139&btn_140=140&btn_141=141&btn_142=142&btn_143=143&btn_144=144&btn_145=145&btn_146=146&btn_147=147&btn_148=148&btn_149=149&btn_150=150&btn_151=151&btn_152=152&btn_153=153&btn_154=154&btn_155=155&btn_156=156&btn_157=157&btn_158=158&btn_159=159&btn_160=160&btn_161=161&btn_162=162&btn_163=163&btn_164=164&btn_165=165&btn_166=166&btn_167=167&btn_168=168&btn_169=169&btn_170=170&btn_171=171&btn_172=172&btn_173=173&btn_174=174&btn_175=175&btn_176=176&btn_177=177&btn_178=178&btn_179=179&btn_180=180&btn_181=181&btn_182=182&btn_183=183&btn_184=184&btn_185=185&btn_186=186&btn_187=187&btn_188=188&btn_189=189&btn_190=190&btn_191=191&btn_192=192&btn_193=193&btn_194=194&btn_195=195&btn_196=196&btn_197=197&btn_198=198&btn_199=199&btn_200=200&btn_201=201&btn_202=202&btn_203=203&btn_204=204&btn_205=205&btn_206=206&btn_207=207&btn_208=208&btn_209=209&btn_210=210&btn_211=211&btn_212=212&btn_213=213&btn_214=214&btn_215=215&btn_216=216&btn_217=217&btn_218=218&btn_219=219&btn_220=220&btn_221=221&btn_222=222&btn_223=223&btn_224=224&btn_225=225&btn_226=226&btn_227=227&btn_228=228&btn_229=229&btn_230=230&btn_231=231&btn_232=232&btn_233=233&btn_234=234&btn_235=235&btn_236=236&btn_237=237&btn_238=238&btn_239=239&btn_240=240&btn_241=241&btn_242=242&btn_243=243&btn_244=244&btn_245=245&btn_246=246&btn_247=247&btn_248=248&btn_249=249&btn_250=250&btn_251=251&btn_252=252&btn_253=253&btn_254=254&btn_255=255&btn_256=256&btn_257=257&btn_258=258&btn_259=259&btn_260=260&btn_261=261&btn_262=262&btn_263=263&btn_264=264&btn_265=265&btn_266=266&btn_267=267&btn_268=268&btn_269=269&btn_270=270&btn_271=271&btn_272=272&btn_273=273&btn_274=274&btn_275=275&btn_276=276&btn_277=277&btn_278=278&btn_279=279&btn_280=280&btn_281=281&btn_282=282&btn_283=283&btn_284=284&btn_285=285&btn_286=286&btn_287=287&btn_288=288&btn_289=289&btn_290=290&btn_291=291&btn_292=292&btn_293=293&btn_294=294&btn_295=295&btn_296=296&btn_297=297&btn_298=298&btn_299=299&btn_300=300&btn_301=301&btn_302=302&btn_303=303&btn_304=304&btn_305=305&btn_306=306&btn_307=307&btn_308=308&btn_309=309&btn_310=310&btn_311=311&btn_312=312&btn_313=313&btn_314=314&btn_315=315&btn_316=316&btn_317=317&btn_318=318&btn_319=319&btn_320=320&btn_321=321&btn_322=322&btn_323=323&btn_324=324&btn_325=325&btn_326=326&btn_327=327&btn_328=328&btn_329=329&btn_330=330&btn_331=331&btn_332=332&btn_333=333&btn_334=334&btn_335=335&btn_336=336&btn_337=337&btn_338=338&btn_339=339&btn_340=340&btn_341=341&btn_342=342&btn_343=343&btn_344=344&btn_345=345&btn_346=346&btn_347=347&btn_348=348&btn_349=349&btn_350=350&btn_351=351&btn_352=352&btn_353=353&btn_354=354&btn_355=355&btn_356=356&btn_357=357&btn_358=358&btn_359=359&btn_360=360&btn_361=361&btn_362=362&btn_363=363&btn_364=364&btn_365=365&btn_366=366&btn_367=367&btn_368=368&btn_369=369&btn_370=370&btn_371=371&btn_372=372&btn_373=373&btn_374=374&btn_375=375&btn_376=376&btn_377=377&btn_378=378&btn_379=379&btn_380=380&btn_381=381&btn_382=382&btn_383=383&btn_384=384&btn_385=385&btn_386=386&btn_387=387&btn_388=388&btn_389=389&btn_390=390&btn_391=391&btn_392=392&btn_393=393&btn_394=394&btn_395=395&btn_396=396&btn_397=397&btn_398=398&btn_399=399&btn_400=400&btn_401=401&btn_402=402&btn_403=403&btn_404=404&btn_405=405&btn_406=406&btn_407=407&btn_408=408&btn_409=409&btn_410=410&btn_411=411&btn_412=412&btn_413=413&btn_414=414&btn_415=415&btn_416=416&btn_417=417&btn_418=418&btn_419=419&btn_420=420&btn_421=421&btn_422=422&btn_423=423&btn_424=424&btn_425=425&btn_426=426&btn_427=427&btn_428=428&btn_429=429&btn_430=430&btn_431=431&btn_432=432&btn_433=433&btn_434=434&btn_435=435&btn_436=436&btn_437=437&btn_438=438&btn_439=439&btn_440=440&btn_441=441&btn_442=442&btn_443=443&btn_444=444&btn_445=445&btn_446=446&btn_447=447&btn_448=448&btn_449=449&btn_450=450&btn_451=451&btn_452=452&btn_453=453&btn_454=454&btn_455=455&btn_456=456&btn_457=457&btn_458=458&btn_459=459&btn_460=460&btn_461=461&btn_462=462&btn_463=463&btn_464=464&btn_465=465&btn_466=466&btn_467=467&btn_468=468&btn_469=469&btn_470=470&btn_471=471&btn_472=472&btn_473=473&btn_474=474&btn_475=475&btn_476=476&btn_477=477&btn_478=478&btn_479=479&btn_480=480&btn_481=481&btn_482=482&btn_483=483&btn_484=484&btn_485=485&btn_486=486&btn_487=487&btn_488=488&btn_489=489&btn_490=490&btn_491=491&btn_492=492&btn_493=493&btn_494=494&btn_495=495&btn_496=496&btn_497=497&btn_498=498&btn_499=499&btn_500=500

Google service franchise Search

About 12,800,000 results (0.23 seconds)

Everything More

The web Pages from Australia

Any time Past 24 hours

Standard view Widescreen

More search tools

Franchise Your Business
www.franchiseyourbusiness.com.au Let the experts show you how it's done!
http://www.franchiseyourbusiness.com.au

Service Franchise
You can find the top service franchises and learn about the many different service-oriented business opportunities available at the leading website for ...
www.servicefranchise.com - Cached - Similar
#1 PR: 4 - Age: 11-12 Apr 1997 (12) Page Size: 587

Logistics Solutions, Courier Services, Freight Franchise
Pack & Send provides total logistics solutions, freight solutions and a host of courier services Australia-wide. It caters to diverse sectors offering a ...
www.packandsend.com.au - Cached - Similar
#1 PR: 4 - Age: 12-19 Jun 2009 #71 (12) Page Size: 784

Fastway Couriers - Courier Services - Franchise Opportunities
Fastway offers highly competitive rates for same day and next day courier services. No complicated pricing formulas or accounts, just easy to use prepaid ...
www.fastway.com.au - Cached
#1 PR: 4 - Age: 12-19 Jun 2009 (12) Page Size: 1,069

Accounting Services Franchises
Concept: Small Business Accounting is a retail based accounting service franchise. Franchises build strong, defensible, recession resistant units of ...
www.franchisebusiness.com.au - Accounting Services Franchises (2) hours ago - Similar
#1 PR: 4 - Age: 9-20 Jun 2009 (12) Page Size: 0

Home Services Franchises
Concept: Cleaning Services Franchise Territory: All of Melbourne and Regional Areas Training Provided: 2 to 4 weeks Marketing Support: Yellow Pages (Books) ...
www.franchisebusiness.com.au/Home Services Franchises - Cached - Similar
#1 PR: 4 - Age: 9-20 Jun 2009 (12) Page Size: 0

Find a franchise business opportunity in Australia - Australian
Just call 1800 FRANCHISE SERVICES' SALES or at the office. legal services and financial aid you will need to get your new franchise business opportunity ...
www.franchisefactory.com.au - Cached - Similar
#1 PR: 3 - Age: 9-20 Jun 2009 (12) Page Size: 30

Franchise F/Out Services Pty Ltd
One Stop Shop for Corporate Companies in the Hospitality Trade.
www.franchisef/out.com.au - Cached - Similar
#1 PR: 4 - Age: 9-20 Jun 2009 (12) Page Size: 3

Top Franchise Business
Looking for a successful franchise? Look no further - Get details HERE
Need@biz.com.au/franchise
http://www.bestfranchise.com.au

Free Franchising Advice
Cheap franchise set-up this make franchising affordable for everyone
http://www.franchiseadvice.com.au
http://www.bestfranchise.com.au

Safety Consult Franchise
Exclusive & substantial territory Strong brand, start small grow big
www.franchiseadvice.com.au
http://www.franchiseadvice.com.au

Appliance Tagging Service
Interactive online reporting Local operators Nation-wide
www.appliance-tagging.com.au
http://www.appliance-tagging.com.au

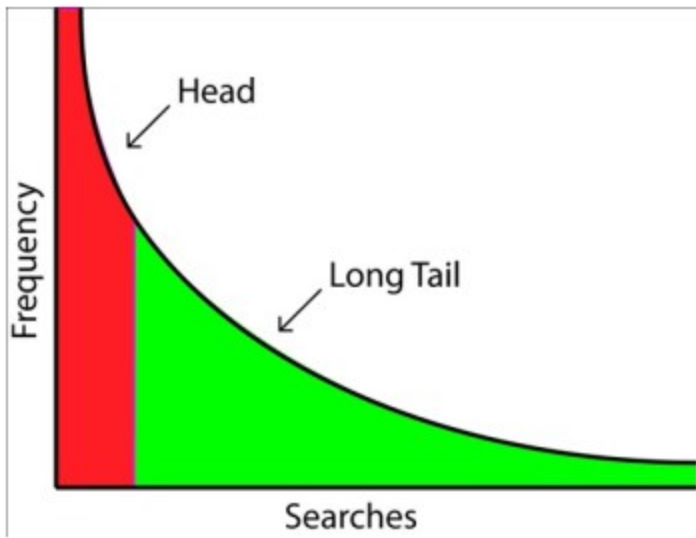
Franchise
Join us at The Coffee Club! Steves for Sale in Dunbury & Charleston.
coffeeclub.com.au/franchising
Wentworth Australia http://www.coffeeclub.com.au/franchising

Before You Buy Franchise
Great Franchise Business 4 Sale Established, Lucrative Location MyAcademy.net.au/BusinessSale
http://www.net.au/BusinessSale

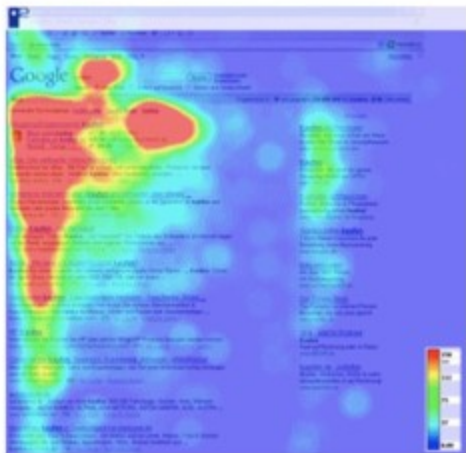
Franchise
Find Franchise Opportunities, Ideas, Starting up, and Developing your Business.com
http://www.business.com.au/franchise

Franchise Opportunities
Search over 1,200 franchises and become your own boss today!

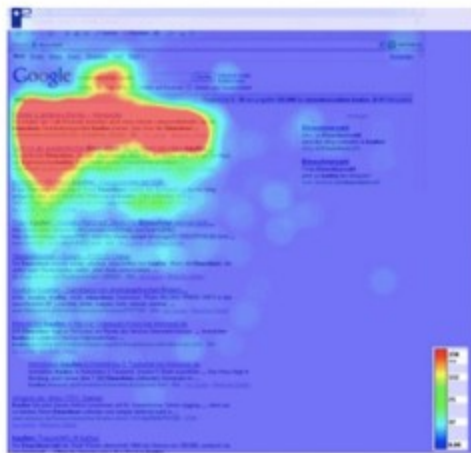




Transactional



Informational



Source: ???

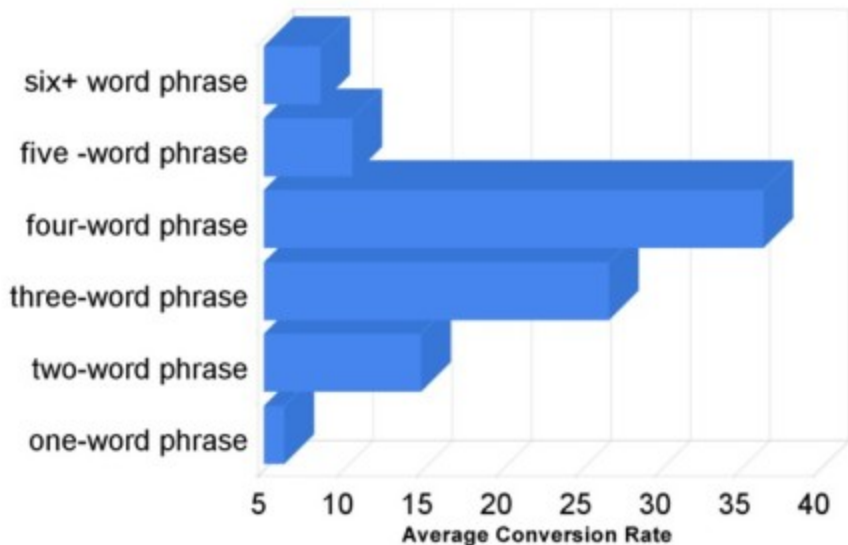
Transactional

This screenshot shows a search engine results page for the query "franchise". The search results are dominated by transactional terms and legal concepts. The top results include "agreement", "business", "contract", "costs", "disclosure", "document", "edit", "franchise", "franchisee", "franchisor", "law", "regulations", "require", "specific", "startup", "states", "services", "system", "termination", "terms", "trademark", and "training". A large green arrow labeled "SEO" points upwards from the search bar area towards the top of the page. In the bottom left corner, the text "fca franchise" is visible.

Informational

This screenshot shows a search engine results page for the query "franchise". The search results are dominated by informational content. The top results include "Start Franchise Preparation", "Franchise Business Opportunities in Australia", "Franchise Business - The UK and the Rest of the World", "Franchise - Wikipedia", "Franchise Business Opportunities - Business for Sale in Australia", "Franchise Opportunities - Franchising and Franchise Business", and "Franchise - Wikipedia". A large green arrow labeled "SEO" points upwards from the search bar area towards the top of the page. Another large green arrow labeled "SEO" points downwards from the search bar area towards the bottom of the page. The text "Google" is visible in the top left corner, and "franchise" is visible in the search bar.

Conversion Rate by Keyword Phrase Length

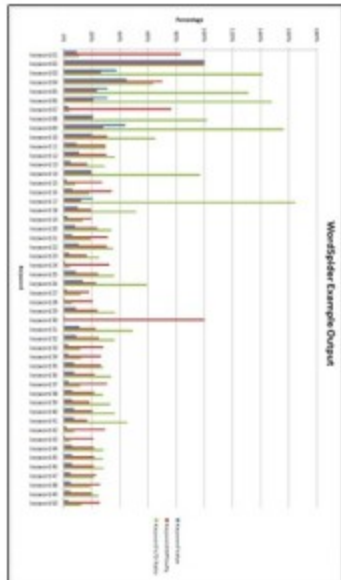


Sources: oneupweb.com & seomoz.org

WordSpider



Example	Account Number	Lead Month	Global Month	Account Value	Account Difficulty	Account Ratio
Example 01	1	100000	100000	2%	10%	10%
Example 02	2	100000	100000	2%	10%	10%
Example 03	3	100000	100000	2%	10%	10%
Example 04	4	100000	100000	2%	10%	10%
Example 05	5	100000	100000	2%	10%	10%
Example 06	6	100000	100000	2%	10%	10%
Example 07	7	100000	100000	2%	10%	10%
Example 08	8	100000	100000	2%	10%	10%
Example 09	9	100000	100000	2%	10%	10%
Example 10	10	100000	100000	2%	10%	10%
Example 11	11	100000	100000	2%	10%	10%
Example 12	12	100000	100000	2%	10%	10%
Example 13	13	100000	100000	2%	10%	10%
Example 14	14	100000	100000	2%	10%	10%
Example 15	15	100000	100000	2%	10%	10%
Example 16	16	100000	100000	2%	10%	10%
Example 17	17	100000	100000	2%	10%	10%
Example 18	18	100000	100000	2%	10%	10%
Example 19	19	100000	100000	2%	10%	10%
Example 20	20	100000	100000	2%	10%	10%
Example 21	21	100000	100000	2%	10%	10%
Example 22	22	100000	100000	2%	10%	10%
Example 23	23	100000	100000	2%	10%	10%
Example 24	24	100000	100000	2%	10%	10%
Example 25	25	100000	100000	2%	10%	10%
Example 26	26	100000	100000	2%	10%	10%
Example 27	27	100000	100000	2%	10%	10%
Example 28	28	100000	100000	2%	10%	10%
Example 29	29	100000	100000	2%	10%	10%
Example 30	30	100000	100000	2%	10%	10%
Example 31	31	100000	100000	2%	10%	10%
Example 32	32	100000	100000	2%	10%	10%
Example 33	33	100000	100000	2%	10%	10%
Example 34	34	100000	100000	2%	10%	10%
Example 35	35	100000	100000	2%	10%	10%
Example 36	36	100000	100000	2%	10%	10%
Example 37	37	100000	100000	2%	10%	10%
Example 38	38	100000	100000	2%	10%	10%
Example 39	39	100000	100000	2%	10%	10%
Example 40	40	100000	100000	2%	10%	10%
Example 41	41	100000	100000	2%	10%	10%
Example 42	42	100000	100000	2%	10%	10%
Example 43	43	100000	100000	2%	10%	10%
Example 44	44	100000	100000	2%	10%	10%
Example 45	45	100000	100000	2%	10%	10%
Example 46	46	100000	100000	2%	10%	10%
Example 47	47	100000	100000	2%	10%	10%
Example 48	48	100000	100000	2%	10%	10%
Example 49	49	100000	100000	2%	10%	10%
Example 50	50	100000	100000	2%	10%	10%



Source: ant apple from wellsphere.com

Create

Optimise

Promote

On-Page Factors

- ♥ Keyword Research
- ♥ Keyword Target Terms
- ♥ Internal Linking Structure
- ♥ Canonical Home Page Resolution
- ♥ Title Tags, URLs, Heading Tags, Body
- ♥ Meta Descriptions
- ♥ Image Alt Text
- ♥ Image File Names
- ♥ XML Sitemap

Hi, I'm all about
franchising,
just trust me :)



Off-Page Techniques

- ♥ Linkbait
- ♥ Viral marketing
- ♥ Content syndication
- ♥ Social media
- ♥ Social bookmarking
- ♥ Press releases
- ♥ Directory submissions
- ♥ Link building
- ♥ Competitor analysis



Don't Do This...

- ♥ Forget about your audience; remember respect
- ♥ Anything that violates the Google Webmaster Guidelines
- ♥ SPAM
- ♥ Link Farm
- ♥ Anything that seems dodgy
- ♥ Anything 'black hat'
- ♥ Anything that seems too good to be true...

*Organisations or people you can
ask for a link?*

Social Media

Definition:

“Social media is a term used to describe the type of media that is based on conversation and interaction between people online.”

“Social media marketing programs usually centre on efforts to create content that attracts attention, generates online conversations, and encourages readers to share it with their social networks.”

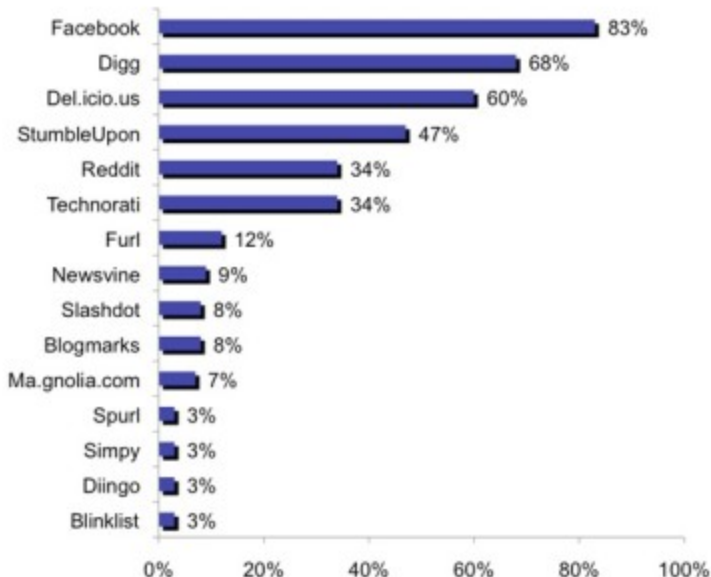
Sources: wikipedia.org

Social Media Video:

Social Media Revolution

Use of Social Media

"Which social media sites do you use to promote your brand/company?"



Source: sempo.com

Viral Marketing

Definition:

*“The buzzwords **viral marketing** and **viral advertising** refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathological and computer viruses.”*

Viral Marketing Videos:

1. Will it Blend

2. Piano Stairs

Think of some ideas for viral marketing campaigns for your organisations; remember to bring value to the viewer, and ask yourselves

“why will people want to share?”

Focus on quantity



Combine and improve

Withhold criticism

Welcome unusual ideas

Source: brainstormingrulesfromwikipedia.org

Other Techniques

- ♥ Video Marketing
- ♥ Email Marketing
- ♥ Display Advertising
- ♥ Cost-per-acquisition (CPA)
- ♥ Conversion Rate Optimisation

Analytics

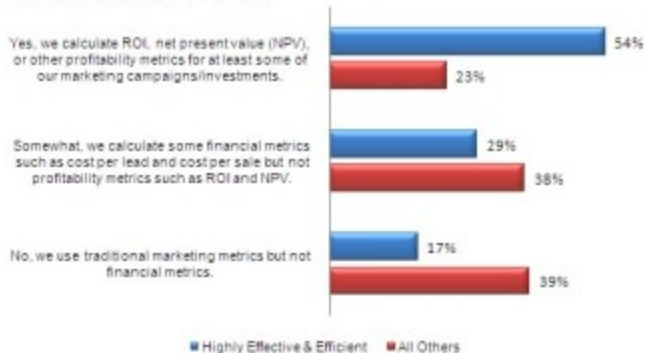
Definition:

“Web analytics is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.”

Source: wikipedia.org

ROI Adoption by Highly Effective & Efficient /All Others

Does your firm calculate marketing profitability, ROI (return on investment) or a similar financial measure to assess marketing effectiveness? (n = 52, 512)



Source: Lenskold Group / MarketSphere 2009 Marketing ROI and Measurement Study

Source: lenskold.com

Measurement Need by Highly Efficient/All Others

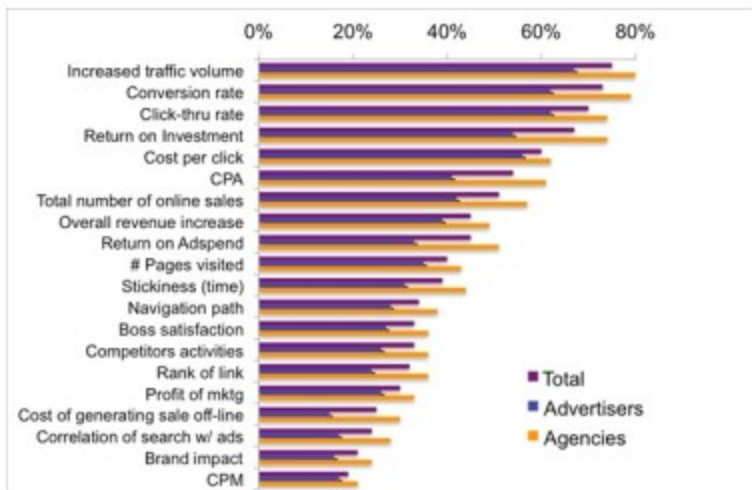
Which statement best describes the need to measure, analyze, and report marketing effectiveness in 2009?
Choose the one statement that best applies. (n = 50,526)



Source: Lenskold Group / MarketSphere 2009 Marketing ROI and Measurement Study

Source: lenskold.com

Metrics Tracked to Gauge the Success of Search Engine Marketing Programs



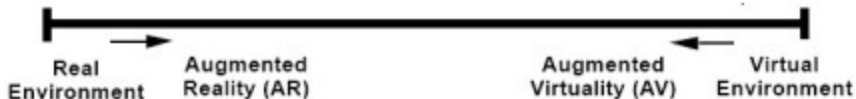
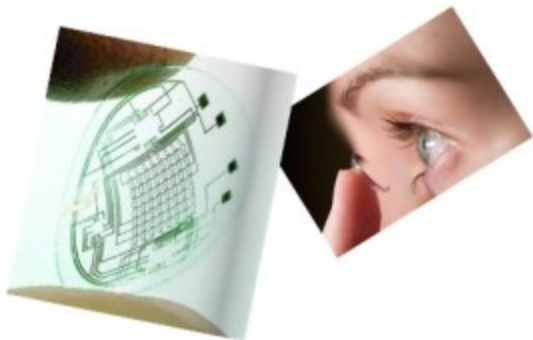
Source: sempo.com





Future?

Augmented Reality Head Up Display



Reality-Virtuality (RV) Continuum

Augmented Reality Videos:

1. Layar

2. Stella Artois



livingonline

Conclusion



Questions?

Evan Cunningham Dunlop | Principal

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