




## I. Welcome Publishers and Writers of San Diego

Presented by Jeniffer Thompson

Twitter: @jeniffergrace  
 Facebook.com/JenifferThompsonConsulting  
 www.JenifferThompson.com  
 www.MonkeyCMedia.com

---

---

---

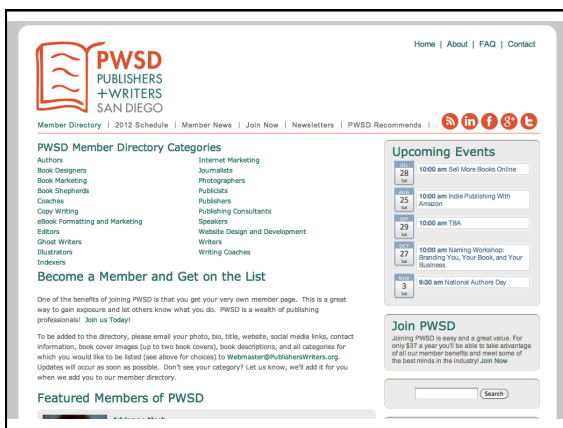
---

---

---

---

---



The screenshot shows the homepage of the PWSD (Publishers + Writers San Diego) website. It features a navigation bar with links to Home, About, FAQ, and Contact. Below the navigation bar, there are sections for 'PWSD Member Directory Categories' (listing various roles like Authors, Book Designers, etc.), 'Upcoming Events' (listing dates and times for various workshops and conferences), 'Join PWSD' (a section explaining the benefits of membership and how to join), and 'Featured Members of PWSD'.

---

---

---



---

---

---

---

---

## Features:

Get listed on a high ranking site with your very own robust, landing page and a link back to your own site. Plus: post upcoming events and announcements.

---

---

---

---

---

---

---

---



**JENIFFER THOMPSON**  
internet marketing • author • speaker

## Member Profile Categories:

**PWSD Member Directory Categories**

Authors	Internet Marketing
Book Designers	Journalists
Book Marketing	Photographers
Book Shepherds	Publicists
Coaches	Publishers
Copy Writing	Publishing Consultants
eBook Formatting and Marketing	Speakers
Editors	Website Design and Development
Ghost Writers	Writers
Illustrators	Writing Coaches
Indexers	

---

---

---

---

---


---

---

---

---

---



**JENIFFER THOMPSON**  
internet marketing • author • speaker

## Member Profile Features:

- Categories so people can find service providers
- Unique landing page
- Name, title and tagline
- Website and social media links
- Contact phone and email
- Unlimited bio
- Two book covers with summaries and links to buy.

• Send all change requests to Sharon Lightholder:  
solightholder@msn.com

---

---

---

---

---

---

---

---

---

---

Unique Landing Page: [http://publisherswriters.org/?mtt\\_page=jennifer-thompson](http://publisherswriters.org/?mtt_page=jennifer-thompson)



**Jennifer Thompson**  
President of Monkey C Media  
j@monkeycmedia.com

Jennifer Thompson serves as a PWSD board member (since 2010), in charge of website updates and promotion. She is the co-founder of Monkey C Media, a full-service design house offering author services—including author websites, book cover and interior layout design, branding development and Internet Marketing strategies. She is a speaker and author, her book *Website WOW: Turn Your Website Into Your Most Powerful Marketing Tool* teaches authors how to use the Internet to promote themselves and their books. Mrs. Thompson offers consulting and coaching services for authors looking to take their website marketing to the next level. Learn more about Jennifer at her website [www.JenniferThompson.com](http://www.JenniferThompson.com) and her company, Monkey C Media at [www.MonkeyCMedia.com](http://www.MonkeyCMedia.com).

**Web Site WOW: Turn Your Website Into Your Most Powerful Marketing Tool**

Web Site WOW is your definitive guide to building a Web Site that sells. Jennifer Thompson shares, in easy to understand language, savvy tips and tricks that will turn your Web site into a Powerful Marketing Tool. She breaks down the psychology of color, explains the importance of branding, and reveals the hottest industry secrets that will drive traffic to your Web site.

Web Site WOW will show you how to turn your visitors into loyal customers.

**Get It Free:** Click here to download your free copy of *Web site WOW*

- Captivate your audience with engaging copy
- Create a marketing funnel that drives in your audience and converts traffic into revenue
- Build an online community and extend your market
- Discover FREE multimedia tools to create a buzz for your book
- Drive traffic to your Web site



**Web Site WOW**

See how WA-OW can help you grow your business!

**Jennifer Thompson**

---

---

---

---

---

---


---

---


---

---

Member News:



Home | About | FAQ | Contact

Member Directory | 2012 Schedule | Member News | Join Now | Newsletters | PWSD Recommends | 

July 19th, 2012

### Get your Professional Headshot Taken

**FW:** Reserved spaces are filled, however, there might still be an opportunity at the event in the event that someone cancels or does not show up.

Every professional needs a good—make that great—headshot. Often times, people are afraid to have their picture taken, or they are worried that they can't afford it. This typically results in no headshot, or worse, a headshot that is poorly lit and unprofessional. When you get the call to appear as a guest blogger, or to speak at a conference, you'll be glad you took the time to get your headshot taken.

Publishers & Writers of San Diego has arranged for a professional photographer to come in and offer affordable headshots to its members at the next PWSD meeting. You won't want to miss this fantastic opportunity!

**WHO:** Chad Thompson, of Chad Thompson Photography, will bring lighting and gear to capture individual headshots. Each sitting will last approximately 15 - 25 minutes.

**WHEN:** Saturday, July 28, 2012 from 9:30 to Noon.

**COST:** \$35 (cash, check, or credit cards accepted on site).

**GET PREPARED:**  
Wear something flattering, solid colors are best for photographs—busy prints and stripes can be very distracting on film.

#### Upcoming Events

28	10:00 am Sell More Books Online
25	10:00 am Indie Publishing With Amazon
29	10:00 am TBA
27	10:00 am Naming Workshop: Branding You, Your Book, and Your Business
3	9:30 am National Authors Day

#### Join PWSD

Are you interested in joining PWSD? If you have any questions about PWSD, please check out our frequently asked questions.

Ready to join PWSD today? Sign up here

---

---

---



---

---

---

---

---

## What's Next

•In the next few weeks (if you are a PWSD member), you will receive an invitation to create your member profile. This will allow you to login to the website and post future announcements.

---

---

---


---

---

---

---

---




## II. Search Engine Optimization

Presented by Jeniffer Thompson

Twitter: @jeniffergrace  
Facebook.com/JenifferThompsonConsulting  
www.JenifferThompson.com  
www.MonkeyCMedia.com

---

---

---

---

---

---

---

---

## Organic SEO Search Engine Optimization

Search engine technology is always changing—the key is to **consistently** write **fresh, relevant content** that reaches your audience, that is **accessible to search engines**, and encourages others to share your content with their online network and **link back to your site**.

---

---

---

---

---

---

---

## The Building Blocks of SEO

- Strategically placed keyword phrases
- Fresh, Relevant content
- Inbound links

---

---

---

---

---

---

---

## Keyword Research

- [http://bit.ly/ifwtwa\\_keyword](http://bit.ly/ifwtwa_keyword)
- A keyword phrase of three to five words
- Low competition
- High-search results
- Relevant words, regional

---

---

---

---

---

---

---

## Keyword placement

- Throughout Content: 8%
  - Write frequently and consistently
- Internal and inbound links (anchor text)
- Page titles, headlines, subtitles, bullet points
- Image tags
- Blog categories
- URL (path)

---

---

---

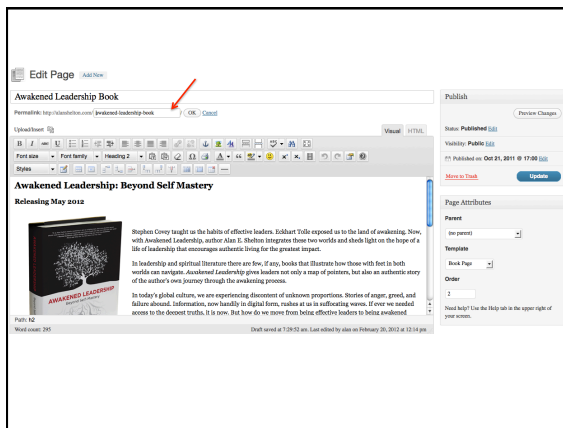
---

---

---

---

---




---

---

---

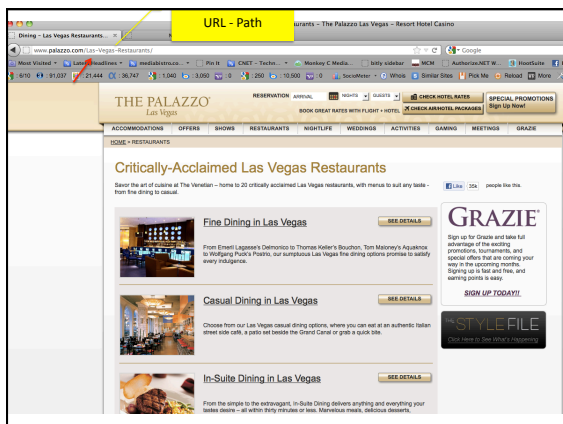
---

---

---

---

---




---

---

---

---

---

---

---

---

## Keyword placement

- Throughout Content: 8%
  - Write frequently and consistently
- Internal and inbound links (anchor text)
- Page titles, headlines, subtitles, bullet points
- Image tags
- Blog categories
- URL (path)
- Meta data

---

---

---

---

---

---

---

## What appears on a SERP (Search Engine Results Page)

[Seattle photojournalist Karen Ducey | multimedia, editorial ...](#)  
 Seattle photojournalist Karen Ducey specializes in multimedia, documentary, news, and commercial photography in the Pacific Northwest.  
[www.karenducey.com](#) - [Similar](#)

- Title tag: in blue...
- Description Tag: descriptive text that appears below the title tag
- Can be defined within the code, using a WordPress plug-in, or Google will choose the first mention of the search term.

---

---

---

---

---

---

---

WordPress SEO by Yoast

General Page Analysis Advanced

Snippet Preview: [About Awakened Leadership by Alan E. Shelton, Self Mastery Coach](#)  
 alaneshelton.com/awakened-leadership-book/ - Cached  
**Awakened Leadership**, An Invitation to Corporate Mastery by Alan E. Shelton sheds light on transformational leadership that encourages authentic living.

Focus Keyword:  [Find related keywords](#)

Your focus keyword was found in:  
 Article Heading: Yes (1)  
 Page title: Yes (1)  
 Page URL: Yes (1)  
 Content: Yes (4)  
 Meta description: Yes (1)

SEO Title:  [Generate SEO title](#)

Title display in search engines is limited to 70 chars, 6 chars left.  
 If the SEO Title is empty, the preview shows what the plugin generates based on your [title template](#).

Meta Description:  [Generate meta description](#)

The meta description will be limited to 156 chars, 5 chars left.  
 If the meta description is empty, the preview shows what the plugin generates based on your [meta description template](#).

---

---

---

---

---

---

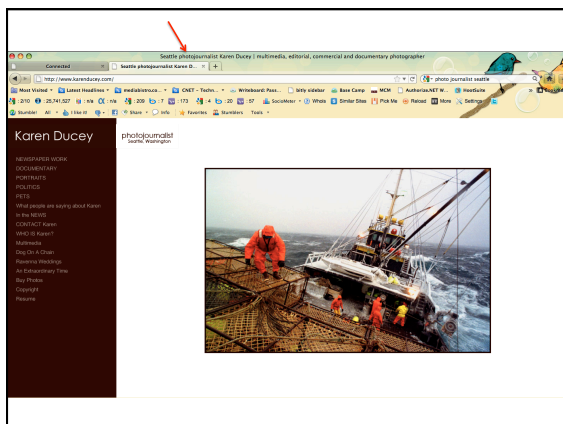
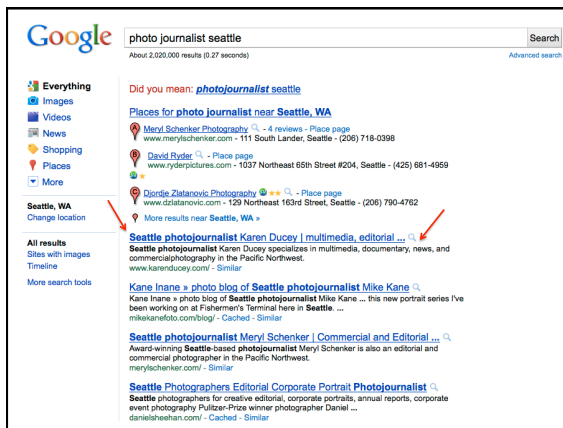
---

## Writing good title and description tags

[Seattle photojournalist Karen Ducey | multimedia, editorial ...](#)

Seattle photojournalist Karen Ducey specializes in multimedia, documentary, news, and commercial photography in the Pacific Northwest.  
[www.karenducey.com/](#) - Similar

- Optimize it:
  - Title Tag = 66 characters including spaces
  - Description Tag = 125-150 characters including spaces
- Write for your audience—not the search engines
- Include keywords that are relevant to the content of THAT page
- Unique tags for each page: title & description
- Avoid duplicate content



## Optimize Your Images

- Naming conventions: jeniffer\_thompson.jpg

[Images for jeniffer thompson](#) - Report images



- Picture description tags + alt tags
- Optimize to 72 dpi (Photoshop online)
- WordPress allows you to crop images
- <http://webresizer.com/>

---

---

---

---

---

---

---

## To Blog or Not to Blog ... ?

- A blog organizes content in reverse chronological order
- Easy to optimize—more control
- Searchable and archived automatically
- Encourage others to link to you and share your content via social media
- Lots of fresh new content (be consistent)
- Can include multiple authors
- Valuable plug-ins: WordPress SEO by Yoast

---

---

---

---

---

---

---

## Blogging Ideas

- Google Alerts
- Social media connections
- Guest bloggers
- Share other articles and expert advice
- Ask questions of your readers – encourage community

---

---

---

---

---

---











---



### Inbound Links

- Online directories: DMOZ
- Google and Yahoo profiles
- Social Media: Facebook, LinkedIn, Twitter
- Blog Commenting
- Google Places

Places for [photo journalist near Seattle, WA](#)

-  [Meryl Schenker Photography](#)  - 4 reviews - [Place page](#)  
[www.merylschenker.com](#) - 111 South Lander, Seattle - (206) 718-0398
  -  [David Ryder](#)  - [Place page](#)  
[www.ryderpictures.com](#) - 1037 Northeast 65th Street #204, Seattle - (425) 681-4959
  -  [Djordje Zlatanovic Photography](#)     - [Place page](#)  
[www.dzlatanovic.com](#) - 129 Northeast 163rd Street, Seattle - (206) 790-4762
-  [More results near Seattle, WA](#)

---

---

---

---

---

---

---

---

### Inbound Links (more)

- Yelp
- Local news websites
- Share content: always include your byline
- Use an Avatar (Gravatar.com)




---

---

---

---

---

---

---

---

### Anchor Text

- The words you use to link to another page within your site or to another website, as opposed to using the URL, highlight keywords within the text and make that the link.
- Optimizes the site you are linking to for that term.
- Ask others to use your tagline or keywords when they link to you.

---

---

---

---

---

---

---

---

### Author Services:

If you are looking for design services, please give me a call or visit my company website: [Monkey C Media](#), a full-service design house specializing in author services: [author websites](#), custom [WordPress websites](#), [book cover design](#), [branding development](#), custom [Facebook pages](#), and more. Be sure to check out my [design portfolio](#).

Visit my blog where you'll find [Internet Marketing tips](#), [WordPress plug-ins](#) and [tools](#), [SEO strategies](#) for your website, and ways to drive traffic and convert that traffic into revenue. Connect with me on [Twitter](#), [Facebook](#), [LinkedIn](#), and [subscribe to my blog via email](#) - plus, you can download my [E-book](#) - [Web Site WOW](#) - click it to get it FREE.

### Here's what people are saying about Jennifer:

"Jennifer Thompson taught us how to make our websites actually sell our books! She knows so much about marketing! As authors we are on our own to create our platform and publicize our books, but that's good news, actually, because with responsibility comes freedom.

"It's almost impossible to create a platform and publicize our books now without a strong website. Thank you again for the TONS of information. I had no idea all those possibilities even existed!"

### Got a Question? Ask Jennifer

**619-955-8286** Or [click here to submit your question and get a link back to your site while you're at it.](#)

**What you'll find here**

- Articles
- Book Publishing
- Facebook
- FAQs
- General
- Internet Marketing
- Laugh of the Day
- Newsletter
- March Newsletter
- Resources
- Search Engine Optimization
- The Mobile Wild West
- Twitst
- Video
- Website Wow
- WordPress
- WordPress Plug-ins

**[Search this site:](#)**

---

---

---

---

---

---

## Track Inbound Links

- [www.BlueBackLinks.com](http://www.BlueBackLinks.com)
- FireFox toolbar
- [www.BackLinkWatch.com](http://www.BackLinkWatch.com)

---

---

---

---

---

---

## For Better SEO

- Avoid Flash
- Avoid music
- Use text in place of images of text
- Choose plug-ins judiciously
- Revision Control your blog
- Check for broken links
- Custom Error 404 page

---

---

---

---

---

---

### Choosing a URL

- Easy to remember, spelling, no symbols, top-level domain extension
- A seasoned URL gains ranking
- Use multiple URLS
- monkeyCmedia.com + monkeySEEmedia.com + monkeySEAmmedia.com
- Protect your brand

---

---

---

---

---

---

---

### Google Tools

- Xml sitemap
- FeedBurner subscriber tools
- Google Analytics
- Google Checkout
- Google Merchant Center
- Plus One
- Link Checker:
  - Links: [www.jenifferthompson.com](http://www.jenifferthompson.com) +
  - Links: <http://jenifferthompson.com>




---

---

---

---

---

---

---



### Jeniffer Thompson

Author Websites | Book Cover Design

619-955-8286

[j@monkeycmedia.com](mailto:j@monkeycmedia.com)

[www.JenifferThompson.com](http://www.JenifferThompson.com)

[www.MonkeyCMedia.com](http://www.MonkeyCMedia.com)

[www.FaceBook.com/JenifferThompsonConsulting](http://www.FaceBook.com/JenifferThompsonConsulting)

---

---

---

---

---

---

---