I. Welcome Publishers and Writers of San Diego

Presented by Jeniffer Thompson

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

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.
Member Profile Categories:

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

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
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
• 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)

- 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.
Writing good title and description tags

- 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
- 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

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.
Track Inbound Links

- www.BlueBackLinks.com
- FireFox toolbar
- 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
  - monkeySEAmidia.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 +
  - Links: http://jenifferthompson.com

Jeniffer Thompson
Author Websites | Book Cover Design
619-955-8286
j@monkeycmedia.com
www.JenifferThompson.com
www.MonkeyCMedia.com
www.FaceBook.com/JenifferThompsonConsulting