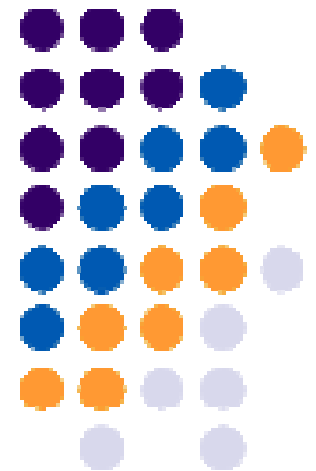


# SEO Joy

## Starting Off on the Right Foot



[www.straight-on.com](http://www.straight-on.com)

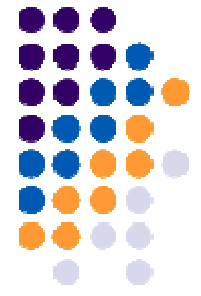
503 516 6755

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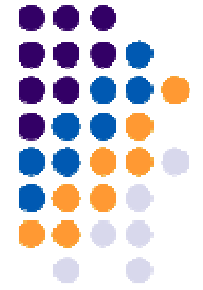
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# Goal: # on

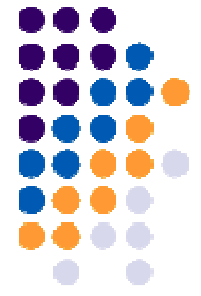
- First Page Placement in Organic Engines
  - For right keywords
  - Descriptions inspire click through
- Increased Targeted Traffic
- More Conversions

# Clients Want To Win!



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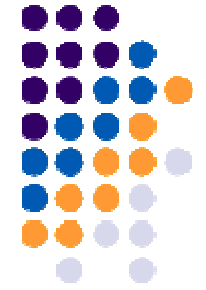


# With This Approach



Sprinkle SEO Pixie Dust

Meta Tags



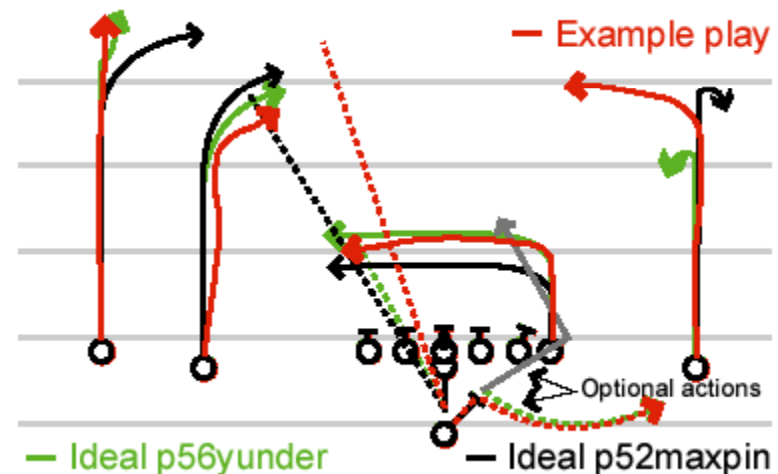
# SEO Game Plan

## On-Page Strategy

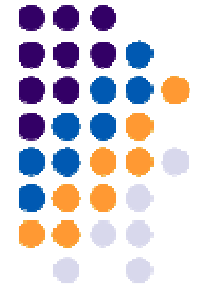
- Search Engine Optimization

## Off-Page Strategy

- Link Development
- PPC



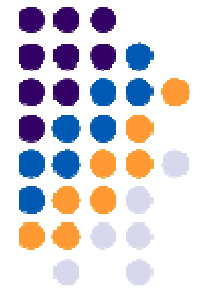
# Game Plan – Solid Foundation



- Right Keywords
- Content, Content, Content
- Web Structure
- Page Structure

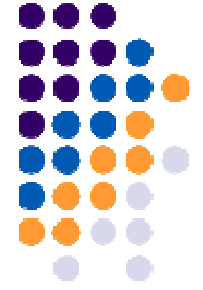


Reasons for people to visit your site, revisit your site, and link to it



# Select **Right** Keywords

- Appropriate - Fit business goals for site
- Popular – Many searches performed
- Relevant - Used by buyers, not sellers
- Competitive – Capable of winning
- Targeted – Specific requests of buyers

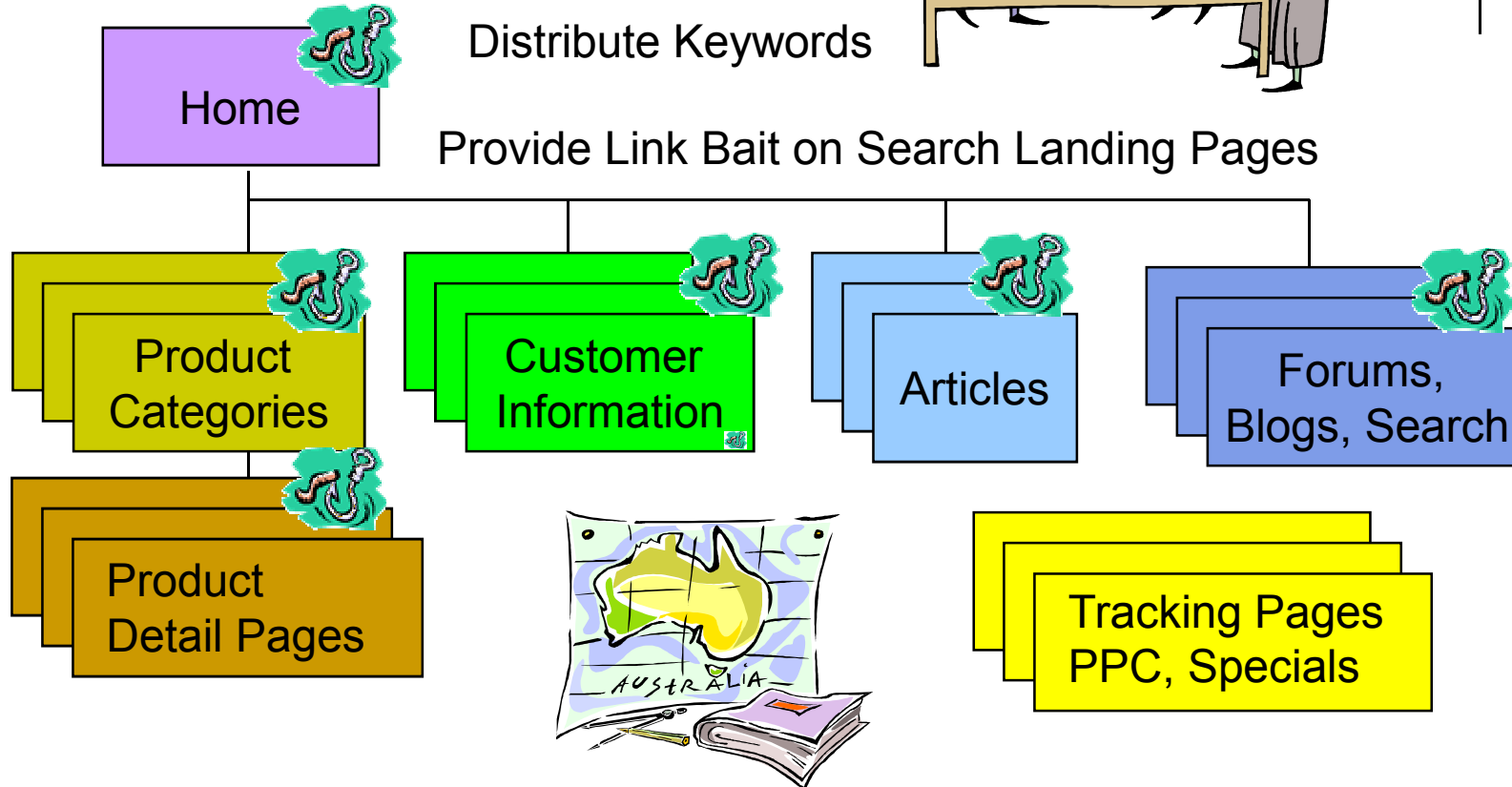
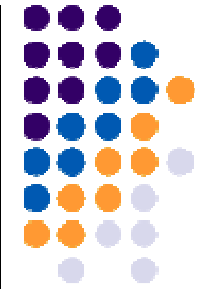


- Authoritative Source of Information
- Desirable Tool
- Business Partners
  - Resellers link to Manufacturers
- Valuable Information
  - White Paper, E-book, FAQ, blog, Newsletter

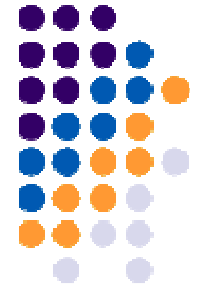
Source, Search Engine Marketing Inc. Moran, Hunt, page 355,  
Also <http://www.web1marketing.com/glossary.php?term=Link+Bait>



# Site Architecture



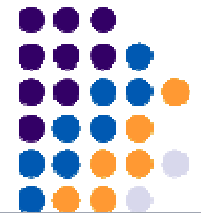
sitemap.htm, sitemap.xml



# Optimize Page Elements

- <title>
- Meta Description
- Meta keywords
- Heads
- Text
- Image Alt Tags (and titles)
- Link names (anchor text)

# Look Good to People



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who do not want a scar on their breasts, the implants can be placed through the underarm using an axillary endoscopic augmentation technique. Dr. Connall is an expert in all of these techniques, so the choice is yours. The most important issue in this decision is how you feel about scars, your breasts and your body.

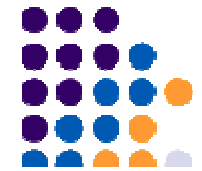


*We are committed to providing our patients with the education and expertise they need to make an informed and confident decision about their surgery.*



Your Complete BREAST AUGMENTATION Information Resource

# Look Good to Search Engines



Your Complete BREAST AUGMENTATION Information

Phone: 503

Procedures - Breast Augmentation

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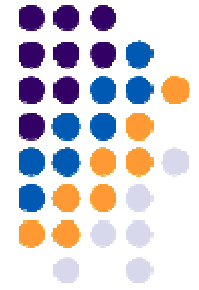
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## Introduction to Augmentation

Breast augmentation surgery can bring a wonderful change to a woman's life. Your body proportions can be enhanced or restored, your clothing can fit nicely and you can feel better about your appearance. Breast augmentation surgery is one of the most common plastic surgery procedures performed in the world today. In the United States, approximately 400,000 breast augmentation procedures are performed annually. Breast augmentation is the only safe and effective way to significantly enhance the breasts. Women of all ages and all walks of life seek breast augmentation surgery. Because

# Scrolling Without Frames



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Our Seattle Office is Looking for Java Experts. Apply T

Edit the text and click me

```
<html>
<head>
<style type="text/css">
div
{
background-color:#00FFFF;
width:150px;
height:150px;
overflow: scroll
}
</style>
</head>
<body>
<p>The overflow property decides what to do
```

The overflow property decides what to do when the content inside an element exceeds the given width and height properties.

You can use the overflow property when you want to have better control of the layout. Try to change the overflow property to: visible

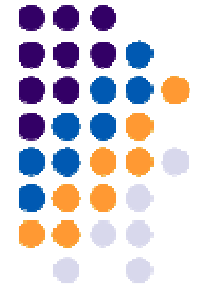
[http://www.w3schools.com/css/tryit.asp?filename=trycss\\_overflow](http://www.w3schools.com/css/tryit.asp?filename=trycss_overflow)



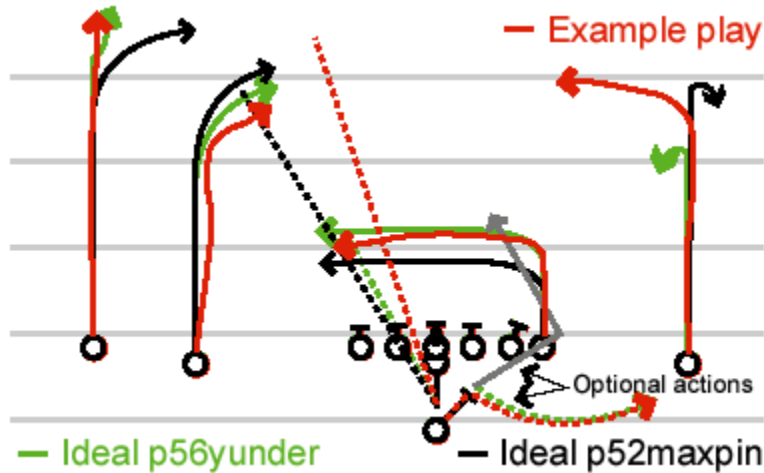
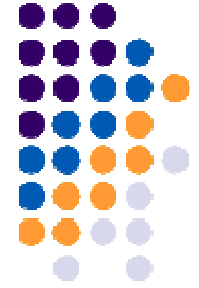
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# Joy – Good SEO Foundation



- Authoritative Content
- 80,000+ Words
- Custom Designed Illustrations
- Organized into themes
- Contains searched for keywords
- Pages have right HTML elements
- Cascading Style Sheets
- Scroll without frames



**Plan smart.  
Execute strong.  
SEO joy is yours!**



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