

SEO Blog Magnify Web ROI Analytics
Networking Pay Per-Click Internet
PPC Site-Seeker, Inc. Strategy
B2B Media Search Engine Marketing B2C Metrics Linking
Optimization Social Web 2.0 Development Presence



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International Search Engine Marketing

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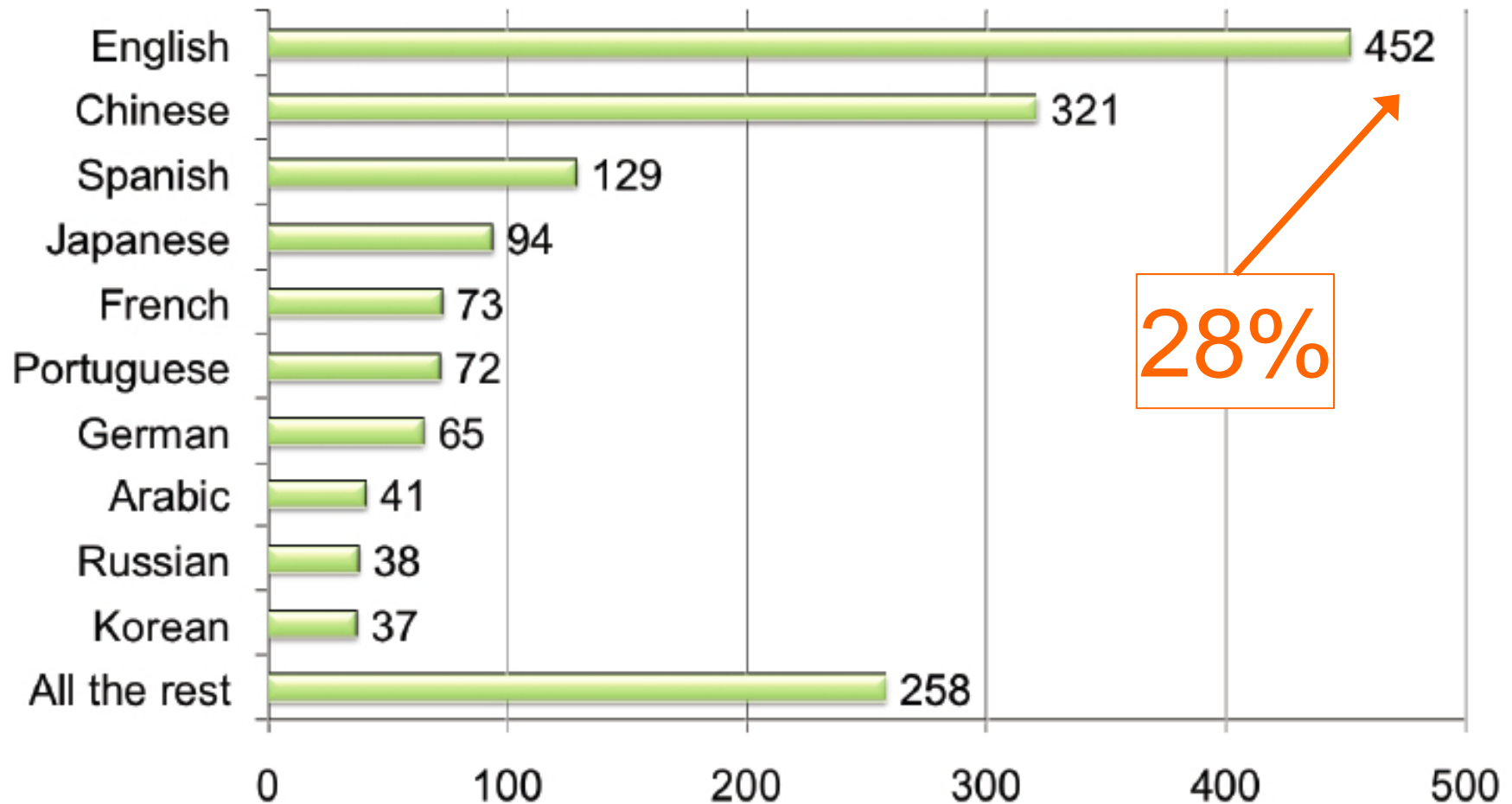
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Top 10 Languages in the Internet (millions)



- 70% of all Searches are NOT in English

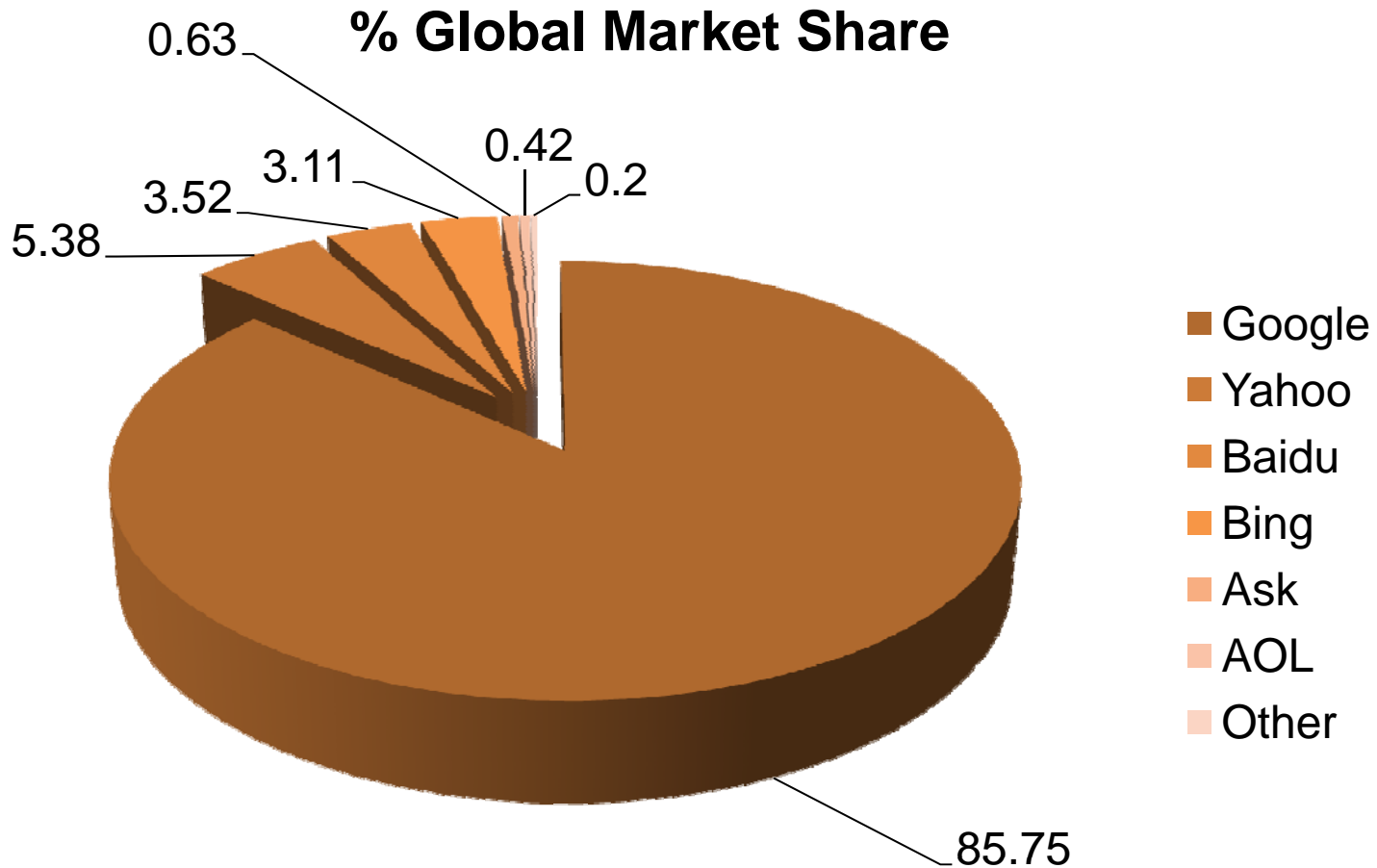
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It's a great time to export

- The US Dollar is weak
- President Obama's goal to double exports by 2015
- Recovering global economy

Google Captures 85% of All Searches Worldwide



Competition in: China, Russia, Japan, Korea

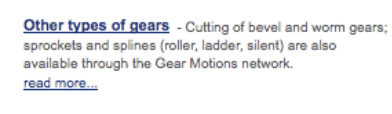
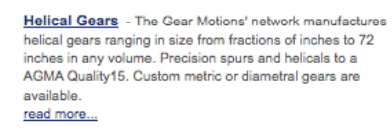
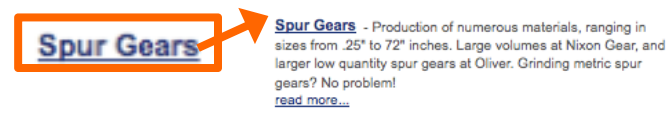
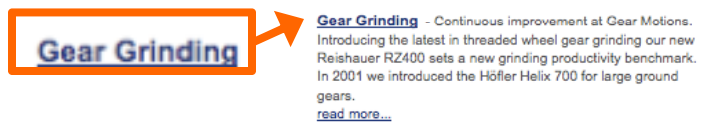
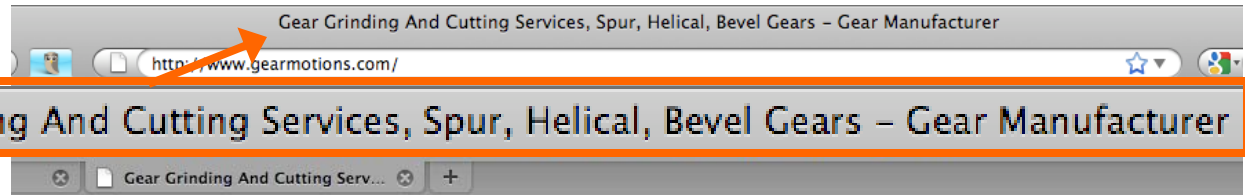


Google™

SEO: What does it take to rank (organically)?

Relevance

- Title tag
- Keywords and description
- H tags
- Content
- Alt tags



SEO: What does it take to rank (organically)?

Credibility

- Authority (PageRank)
- Incoming links are votes of confidence
- Links from related pages or sites
- Related anchor text



SEO: What does it take to rank (organically)?

Credibility

- Social Signals (Author /Human/Social Authority)
- Twitter – authoritative people lend their authority to pages they tweet
- ReTweets are the new links
- Facebook ?
- LinkedIn ?

twitter



Importance of Keyword Research

- First step to positioning your website in the path of prospects
- Facilitates content development

<https://adwords.google.com/select/KeywordToolExternal>



What is the World-Wide Opportunity (Search Volume) for your Products (Keywords)?

Start again
View As: **Map** **Table**

Related keywords
to "zirconia ceramics"

None

Rising keywords

None

Figures show paid search CPC range and total search volume for keyword and related variations over a 30 day period.

[More Info](#)

Opportunity score	Country	Search Volume	CPC
1	United States	10,170	11.45 to 14.31 USD
10	Japan	8,280	0.34 to 0.45 USD
0	United Kingdom	10,170	34.35 to 42.95 USD
0	Russia	-1	0.00 to 0.00 USD
0	France	-1	0.00 to 0.00 USD
0	China	2,059	0.00 to 0.00 USD
0	Turkey	-1	0.00 to 0.00 USD
0	Canada	9,700	0.00 to 0.00 USD
0	Germany	-1	0.00 to 0.00 USD

Geotarget Your Website

Strong Signal

- ccTLD or
- gTLD - Webmaster Tools
 - Subdirectory: www.yoursite.com/au/
 - Subdomain: au.yoursite.com

Weaker But Important Signals

- Server location
- Addresses and phone numbers
- Language
- Currency
- Local links
- Local search engine business listings

Google webmaster tools

www.csunitec.com/spanish

[Dashboard](#)

[Site configuration](#)

[Sitemaps](#)

[Crawler access](#)

[Sitelinks](#)

[Change of address](#)

Settings

[Your site on the web](#)

[Diagnostics](#)

[Labs](#)

Help with:

[Geotargeting](#)

[Preferred domain](#)

[How often Google accesses a site](#)

Settings

Geographic target

Target users in:

Mexico

Save

Cancel

Preferred domain

Setting is restricted

Crawl rate

Setting is restricted

Parameter handling

You have configured
[Adjust parameter settings](#)

- Lesotho
- Liberia
- Libya
- Liechtenstein
- Lithuania
- Luxembourg
- Macao
- Macedonia
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Martinique
- Mauritania
- Mauritius
- Mayotte
- Mexico

Avoiding Localization Mistakes

- Plan
- Single point of control
- Local flexibility
- Don't use free/cheap translation services
- Get smart to search

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CLIENT 2010 Internet Marketing Plan

Vision
 The ultimate goal of the 2010 CLIENT Internet Marketing Plan is for CLIENT to become the leading online resource for information regarding public adjusting and disaster recovery consulting services.

Key Metrics

- Top three keyword results for core keywords on Google, Yahoo!, and Bing search engines.
- Increase search engine traffic by 20% compared to 2009 data.

Action Items

- Launch 100 relevant sites per month.
- Mock up edits to key pages (May 1, Aug 1, Nov 1)
- Mock up edits to 5 existing pages (May 1, Aug 1, Nov 1)
- Review Google tools for new keywords (May 1, Aug 1, Nov 1)
- Create new keywords' SEO plan and page drafts (May 15, Aug 15, Nov 15)
- Evaluate site/make updates based on Google changes (Jun 1, Sept 1, Dec 1)
- Create new format for firms' Contact Us page (May 1)
- Mock up edits to firms' landing pages (Jun 1)
- Maintain PPC programs (Monthly as needed)
- Review, edit, add to, and refine PPC keyword list (Jun 1, Sept 1, Dec 1)
- Create an action plan for the 2010 peak season (Jun 1)

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Technical Challenges

- Managing domain/URL plan and hosting platforms
- Indexation issues
- Right to left scripts and double byte character sets
- Duplicate content
- Tools built in a single language
- Automation of SEO elements
- Multiple search engines



Power and productivity
for a better world™

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Offerings A-Z ABB Product Guide

Industrial IT System 800xA

ABB's award winning Industrial IT System 800xA provides you with a better way to achieve measurable productivity and profitability improvements. System 800xA extends the scope of traditional control systems to include all automation functions in a single operations and engineering environment; enabling your plants to perform smarter and better at substantial cost savings. System 800xA delivers extended productivity gains by:

- Reducing time to decision and action
- Engineering for maximum performance
- Reducing risk through high integrity automation
- Integrating information for improved visibility
- Improving batch production profitability, consistency, and traceability
- Optimizing plant asset availability and performance
- Delivering Control and I/O to meet automation and safety needs
- Extending installed system capabilities through seamless evolution

Production Management
Services

I/Os
Partner Enhancements
Safety Products
System

Leading distributed control
system market share
worldwide for 2008
→ 2009-07-16: ABB wins \$19
million automation lifecycle
support contract in South
Pacific
→ 2009-07-06: ABB to support
major biotechnology research
initiative in Ireland

<http://www.abb.com/product/us/9AAC115756.aspx>

Copyscape Search

[ABB 800xA - Control Systems](#)

... achieve measurable productivity and profitability improvements. System 800xA extends the scope of traditional control systems to include all automation ... at substantial cost savings. System 800xA delivers extended productivity ... Improving batch production profitability, consistency, and traceability ... Delivering Control and I/O to meet automation and safety needs; Extending installed system capabilities through seamless evolution ...

<http://www.abb.fi/product/us/9AAC115756.aspx>

Finland

[ABB 800xA - Control Systems](#)

... achieve measurable productivity and profitability improvements. System 800xA extends the scope of traditional control systems to include all automation ... at substantial cost savings. System 800xA delivers extended productivity ... Improving batch production profitability, consistency, and traceability ... Delivering Control and I/O to meet automation and safety needs; Extending installed system capabilities through seamless evolution ...

<http://www.abb.se/product/us/9AAC115756.aspx>

Swede

[ABB 800xA - Control Systems](#)

... achieve measurable productivity and profitability improvements. System 800xA extends the scope of traditional control systems to include all automation ... at substantial cost savings. System 800xA delivers extended productivity ... Improving batch production profitability, consistency, and traceability ... Delivering Control and I/O to meet automation and safety needs; Extending installed system capabilities through seamless evolution ...

<http://www.abb.no/product/us/9AAC115756.aspx>

Norway

[www.si](#) [ABB 800xA - Control Systems](#)

... achieve measurable productivity and profitability improvements. System 800xA extends the scope of



Keys to Successful Search Engine Marketing

- Single point of control
- Multiple points of input
- Unified Design/Brand
- Single CMS/platform
- Own site(s) linking strategy



Keys to Successful Search Engine Marketing

- Define the opportunity
- Develop a plan – vision, key metrics, strategies, action plans
- Avoid short cuts
- Build and train a team knowledgeable about search
- Integrate SEO into platform and content development process
- Understand local regulatory and cultural issues

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Thank You!



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