

**Marshall Goodman  
Business Consultant**

**Search Engine Optimization  
and  
Social Media Marketing**

**OVERVIEW**

**Prepared By** Marshall Goodman  
Business Consultant  
(905) 764-3731  
goodmama@mhg.on.ca  
www.mhg.on.ca

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**Internet Marketing Initiatives**

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There are two important initiatives for your company's internet marketing campaign. Search engine optimization (SEO) to improve Google Organic search results and Social Media Marketing Initiatives (SMM) to increase website traffic.

Search engine optimization activities' goals are to increase your site's ranking on Google's organic search. Organic search ranking improvement activities include improving keyword selection and usage, and creating a blog.

With SEO, there is no guarantee of a positive result. We are in a race with competitors for keywords, key phrases, reviews and citations, all of which are elements of Google's formula for result page ranking. See below for an overview of the Google page-ranking formula.

Facebook and Twitter are purely social media channels as they are not indexed by Google at this time. By using a blog as a vehicle to carry links to your website, we can accomplish a few things. For one, we are increasing the number of links that point to your website. For another, you are delivering relevant information to your target marketing audience. After posting a blog article, we use Facebook and Twitter to announce the blog publication in a way that promotes the blog to your marketing target.

These internet marketing initiatives are intended to improve your company website's ranking on the Google search results pages and to expose your company's website as a product destination in Social Media circles. This should increase traffic to your website. *This means maintaining an active presence in the chosen social media circles and making sure that your blog information is 'relevant' to your target marketing audiences.*

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**A Marketing Campaign**

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We suggest that you look upon this service as a marketing campaign. It is for a limited time, and has measurable results. We also believe that a six month campaign is the best length of time for a true test. It takes that long to generate followers on Twitter and friends and fans on Facebook. Any less a period and the actual effect will be blunted, no matter how good it was.

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**Campaign Packages**

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We have designed 3 packages, Bronze, Silver and Gold. Each one has elements that add to the robustness of overall campaign. We will produce a report that identifies the relevant elements that form the basis of a good SEO-SMM Campaign, using the internet marketing channels that we have selected.

The packages have one or more of the following services: blog creation and posting, press release submission, social media site registrations and postings, online article site registrations and postings, RSS feed registrations and postings and video download site registrations and postings.

## **Google Page Rank Overview**

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This is an extract from a blog published on the web by Yaro Starak, Internet Business Coach, at: <http://www.entrepreneurs-journey.com/280/pagerank-explained/>

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query.

The key rule to understand is that it is a combination of variables that determine how well your site performs in Google. These are the most important variables to worry about:

- Incoming links to your site.
- The relevancy (to your site's theme) of the pages linking to your site and the PageRank of these pages.
- The keywords that other sites use to link to your site.
- The keywords on your website in particular in places like page titles and headlines.