

RESULTS TO SHOUT ABOUT

BOOYAH!

ONLINE ADVERTISING

(this is my prettiest slide. Uh oh.)

Booyah Overview

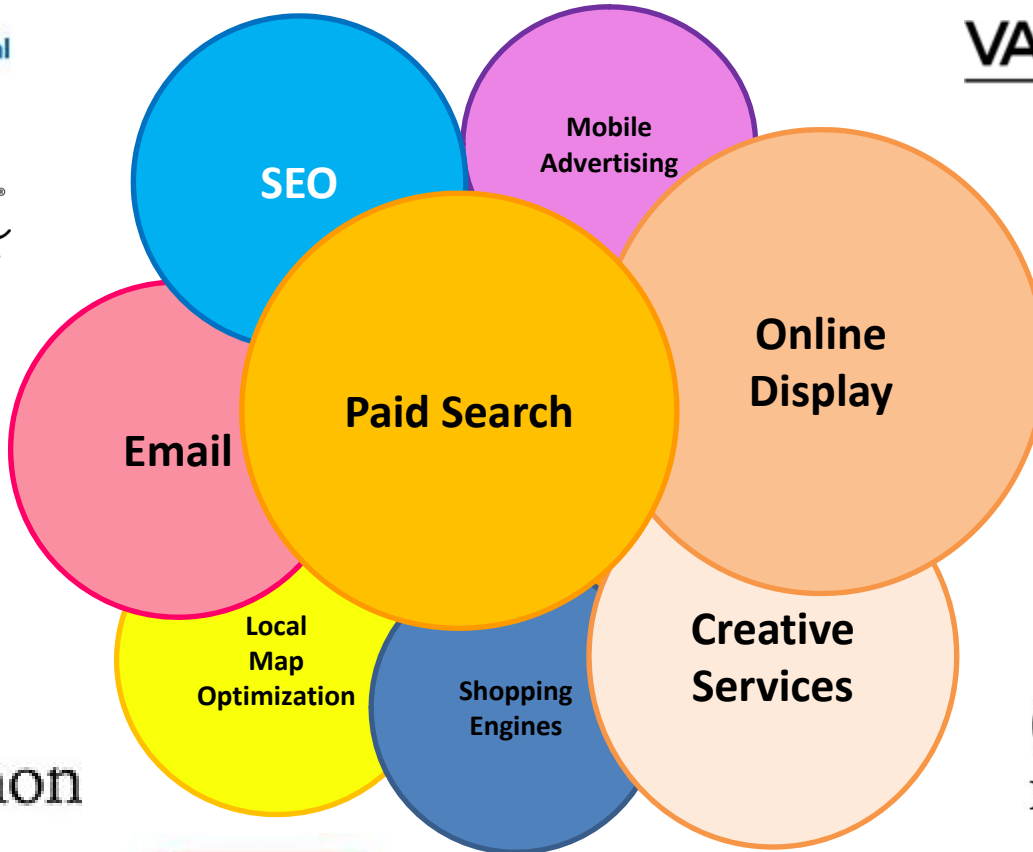


The Children's Hospital



BOOYAH!

ONLINE ADVERTISING



VAIL RESORTS



Intermediate Rule #1 – Double Check the Basics.

- ✓ All Page Titles Are Unique
- ✓ Sitemap lives at domain.com/sitemap.xml
 - ✓ Not all pages are “1” priority
- ✓ Robots.txt lives at domain.com/robots.txt
 - ✓ Are you disallowing / blocking?
- ✓ Non-www and www resolve to single domain
- ✓ No (or few) crawl errors in Google Webmaster Tools
 - ✓ Are you checking Google Webmaster Tools weekly?



Hang Out Here

Google webmaster tools

www.google.com/webmasters/tools/

Pay special attention to Crawl Errors



March 2010

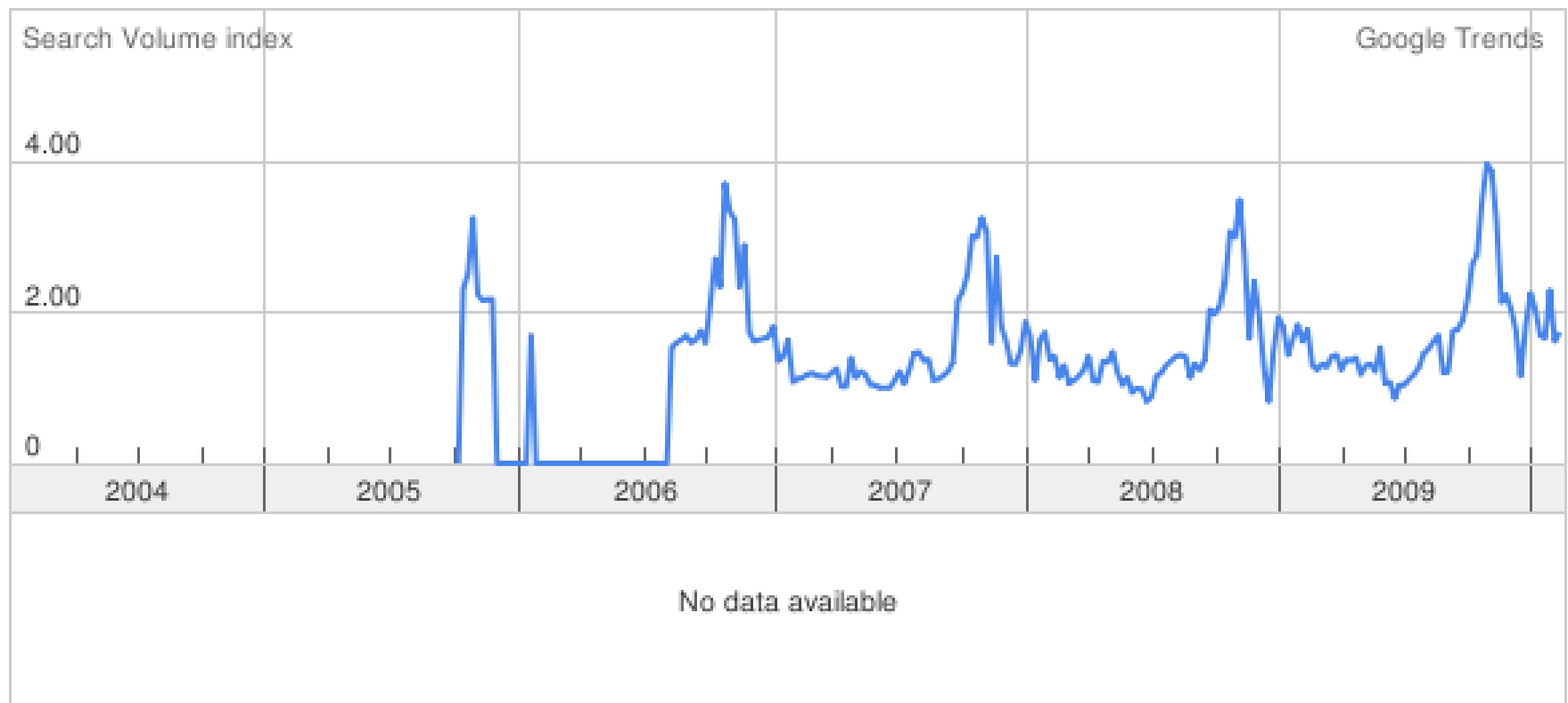
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 Troy Medigap Plan A	3	4	5	6
7	8	9 Dan Talking to parents about hospice care.	10	11	12	13
14	15	16 Emily Does hand washing really help?	17	18	19	20
21	22	23 Vanessa Unused Money in Health Savings Account	24	25	26	27
28	29	30 Aaron Interviewing Prenatal Care Doctors	31			

Tip: Use commas to compare multiple search terms.

Searches [Websites](#)

Scale is based on the average worldwide traffic of **"open enrollment"** in all years. [Learn more](#)

"open enrollment"  1.00



Click Here, YourName, & Other Waste

Search engines pay attention to the anchor text in your links. The anchor text is the clickable part that is usually blue.



Find Anchor Text in Webmaster Tools

Google webmaster tools

www.bongobanadvertising.com

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Help with:

[Links to your site](#)

[Increasing clickthrough](#)

Links to your site

[Links to your site](#)

Anchor text

10 external links to your site

1 [www.bongobanadvertising.com](#)

2 [www.bongobanadvertising.com](#)

3 [www.bongobanadvertising.com](#)

4 [www.bongobanadvertising.com](#)

5 [www.bongobanadvertising.com](#)

6 [www.bongobanadvertising.com](#)

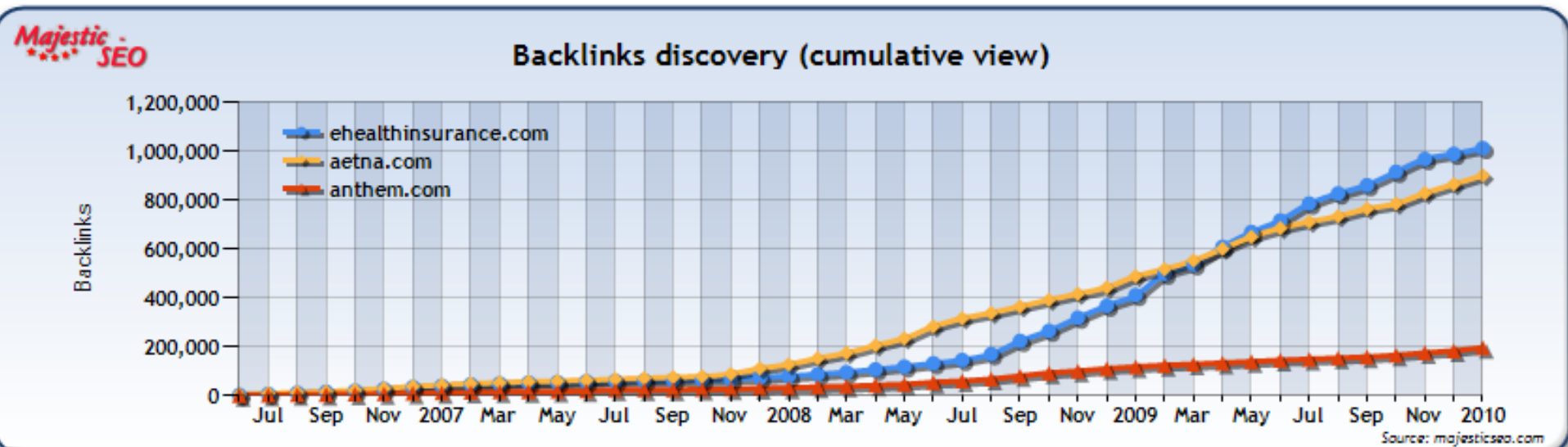
8 [www.bongobanadvertising.com](#)

7 [www.bongobanadvertising.com](#)

9 [www.bongobanadvertising.com](#)



More Is Usually Better



Snipe Competitor Links



Link:competitor.com



http://www.spotxchange.com

Explore URL

Results

Pages (625)

Inlinks (863)

Show Inlinks:

Except from this domain

to:

Entire Site

Result details:



[Submit webpage or Site Feed](#) | [Export file](#)

1. [Online Video: Where's The Money?](#)
[text/html http://techcrunch.com/2008/11/13/online-video-wheres-the-money/](http://techcrunch.com/2008/11/13/online-video-wheres-the-money/) - 108k - cache
2. [BOOYAH NETWORKS](#)
[text/html http://www.booyahnetworks.com/](http://www.booyahnetworks.com/) - 17k - cache
3. [Partner With the Most Powerful Online Video Broadcasting ...](#)
[text/html http://www.livestream.com/platform/partners](http://www.livestream.com/platform/partners) - 15k - cache
4. [Casual Connect Seattle](#)
[text/html http://seattle.casualconnect.org/content.html](http://seattle.casualconnect.org/content.html) - 330k - cache
5. [Privacy Policy - Joost](#)
[text/html http://www.joost.com/privacy.html](http://www.joost.com/privacy.html) - 45k - cache
6. [BrightRoll Completes Largest Pre-Roll Run Ever](#)
[text/html http://mashable.com/2008/08/13/brightroll-preroll/](http://mashable.com/2008/08/13/brightroll-preroll/) - 77k - cache
7. [Metafilter | Links, links, links!](#)
[text/html http://www.metafilter.com/links.mefi](http://www.metafilter.com/links.mefi) - 24k - cache
8. [Publisher Forum US XIX | AdMonsters](#)
[text/html http://www.admonsters.com/event/cn-us-19](http://www.admonsters.com/event/cn-us-19) - 49k - cache

Size Speed Matters

Google webmaster tools

www.doughthut.com

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[Fetch as Googlebot](#)

[Malware details](#)

[Site performance](#)

Site performance

This page shows you performance statistics of your site. You can use [this tool](#) to compare your site and c

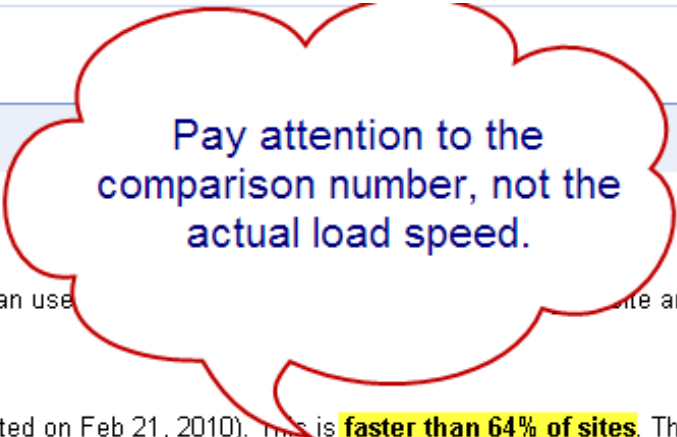
Performance overview

On average, pages in your site take **2.2 seconds to load** (updated on Feb 21, 2010). This is **faster than 64% of sites**. These points). The chart below shows how your site's average page load time has changed over the last few months. For your referer sites, separating slow and fast load times.

4.5



Use Page Speed Tool to check competitors



Page Speed s

These are some example pages from your site and some suggestions on how to optimize them, based on the [Page Speed](#) to

NOTE: These suggestions are based on Googlebot's view of the page. It is possible that resources are served differently to yo
suggestions may not be applicable. For better results, please install and run the Page Speed extension for Firefox yourself.

Check Speed Of Competitors

Google Recommends “Page Speed” tool

code.google.com/speed/page-speed/

For a second opinion, use WebPageTest.org



Unique Content?

CopyScape

The world's leading plagiarism checker.

Search for copies of your page on the web.



Resources

- Google Webmaster Tools

www.google.com/webmasters/tools

- Page Speed Tool

code.google.com/speed/page-speed/

- Check for unique content

www.copyscape.com

- Google Trends

www.Google.com/trends



Resources Continued

Reading-

- SearchEngineWatch.com
- BlackHatWorld.com
- SearchEngineLand.com
- SEOmoz.com
- SEObook.com
- Sphinn.com

Conferences

- searchenginestrategies.com
- searchmarketingexpo.com

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