

Your Customers Are Out There... How Will They Find You?

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Anatomy of a Search Result



The Numbers

- 78% of US population uses the Internet.
- 92% use search.
 - 78% use the Internet to find & research purchases of goods & services.
- 18.2 billion searches per month! (Dec '11)
 - And growing!!
 - US Population 312.8 Million
 - About 81 searches/per internet user per month
 - ~2.7 searches per day

How To Get Found On The Net

- SEO – Search Engine Optimization
 - SEO is a process of increasing traffic to your website from search engines.
 - Coupled with an information rich website, customers will find you and want to buy from you.
- PPC – Pay Per Click
 - Immediate results, but costly, still better than most media for results.
 - Targeted. Geographic, Time, Demographic.
- Social Media
 - FaceBook, Twitter, Google +
- Online Advertising

Your Business Has To Be Found Online!

- Customers are out there, searching for you or your competition.
- You need to be found 1st and have a website that converts that searcher into a customer.
 - You do this by ranking well in searches for high quality keywords.
 - Having an information rich, attractively pleasing, usable website.

The Search Players

- Search Engines
 - Google 66% of Searches
 - Microsoft (Bing) 15%
 - Yahoo 14%
 - Ask Network 3%
 - AOL 1.5%

SEO Is An Investment

- SEO is not an overnight process, it takes months.
- Run away from anyone who makes hard promises of quick results.
 - At best it is a false promise, at worst they can cause lingering damage to your business.

Some DIY Tips

- Research keywords that get used.
- Use these keywords 1-3 times per page in text and headings, links etc. Use natural language, don't force it.
- Get links to your site
 - Directories (free, paid)
 - Partners, Vendors, Associations, etc.
 - Exchanges
- Get listed in Google Places, Bing Business Portal, Yelp
- Craig's List – Free for most postings.

Who Does SEO?

- Big Business.
 - They have whole departments for SEO.
 - Employ ridiculously expensive consultants.
 - They know it is worth the cost.
 - It is a competitive advantage for them.
- Small/Midsized Business.
 - DIY or employ smaller firms on a per month/year fee.
 - Most do nothing, an opportunity lost.
 - The first competitor to employ SEO has the advantage.

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Some SEO Examples

