

# Ultra Light Startups

March 2010

*SEO for New Websites*

Twitter: #ULS



# SEO Basics - Terms

- SEO/SEM/PPC
- Keywords
- PageRank
- On-page vs. Off-page
- Black hat vs. White hat
- Crawling, Indexing & Ranking

Twitter: #ULS



# On-Page / Off-Page

## On-Page Tactics

- Sitemaps, robots.txt files
- Page title/H1/H2/meta/URL
- Image alt tags
- Manual submission to search engines
- Internal linking

## Off-Page Tactics

- Link building
- Social media – Twitter, Facebook
- PR
- Badges/widgets



# SEO Strategy

- Defining objectives
- Keyword research
- Executing a strategy – one-off and ongoing
- ROI tracking/analytics

Twitter: #ULS



# Myths and Facts

- Duplicate content
- Link sharing networks
- Indexing Javascript, AJAX and interactive content
- Site speed as a ranking factor
- Keyword meta tags
- The "Google sandbox"



# SEO for New Websites

## Emerging Trends...

- Social Media
- Real-time Search
- Content Types: Video, audio, images, products, locations...

## Best Practices for...

- Off-the-shelf platforms (e.g. Wordpress, Drupal, etc)
- Building a site from scratch (e.g. php, Rails, etc)
- Site launch – PR/media coordination, etc

Twitter: #ULS

