

*Search Engine Optimization - Behind the Rocket Science*  
***Build Up Your Own Community***

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# GOAL: Become THE Community/ Industry Resource

- Just like a local newspaper is the local authority, you should become the local industry authority
- The printed word is the trusted word
- You already are A resource (for your clientele)
- Become THE LOCAL INDUSTRY resource (vs. Regional, National and Global)
- How? **BUILD COMMUNITY!**
- Create alliances and partnerships
- Large enough to handle anything, small enough to care



# [ What is Community? ]

- A group of people living in a particular local area
- What is the **WEB** community?
- A group of people [virtually] living online, congregating around a particular interest (social vs. economic)
- Sharing ideas, thoughts, values
- Purchasing similar products/ services

# How To Take Advantage Of Community (Trick Question)

- Only a member of a community can be involved – you can't fool a whole community
- You must build reputation and trust
- Does not mean you can't become an active member over time. You must be educated/cultured...then educate
- Networking within your community
- Sell to your community
- Become a community leader



# Monitoring your Website/ Community

- Continuing education (never stop learning/ doing)
- Statistics/ Analytics
  - Server Tools (Webtrends, ISP)
  - Web Tools
    - Alexa.com, Google Page Rank
- `link:www.yoursite.com`,
  - how many are linking to you
  - Popularity will grow within the community when people link to you as THE resource
- `site:www.yoursite.com`,
  - how many pages are indexed



# [ Links and Partnerships ]

- Increase links for better page rank
- Win-Win, reciprocal not recommended unless has a higher PR (page rank) – BETTER TO HAVE ONE WAY
- Call them Resources or Links
- Sister companies/ organizations
- Affiliates (linkshare.com)
- Partners i.e. newspapers, community resources



# Emailing List/ Electronic Newsletter

- Email newsletter - Email Capture
- Do NOT buy lists – SPAM! Server blacklisting
- CAN SPAM Regulations (don't get fined 250K)
- Send through your email client (Outlook) or through an electronic software/website tool?
- Make your content available for others to send out – but get credit
- Text vs. HTML
  - ConstantContact.com
  - Intellicontact



# [ Blogs, YahooGroups, Social Media, MultiMedia, Podcasting ]

- Blog = Web Log. Needs a personality. Needs to have quality. Diary of people, politics, community interests etc.
- Groups
- Create as many as possible for as many topics as possible
- Share a common interest
- Creative but still professional
- The YouTube/ Facebook/ MySpace Phenomenon



# [ Contests and Promotions ]

- Daily, Weekly, Monthly, Quarterly
- Giveaways enable you to capture more emails and build your subscriber base
- Have sponsors pay for it
- Take advantage of media partnerships, then share the list
- Professionally entice
- Do what the Soap Operas do – keep them hanging and coming back for more



# Conclusion and Future

- You can drive traffic to your site BUT
- Are you
  - Building community (vs. remaining stagnant)
  - giving your visitors what they want?
  - achieving your objectives?
  - capturing emails?
  - making sure they come back?
  - thinking about the FUTURE?
    - Theirs AND Yours
    - Wireless, cellphones
    - Kids today, adults tomorrow



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