



http://www.yourwebsite.com/basic-seo

! Create readable and search engine friendly URL's. dont go: http://www.yoursite.com/p=44?e3

html

<head>

<title>SEO Basics: Ranking high in organic SERPs</title>

<meta name='description' content='Learn the basics of SEO: begin ranking higher in SERPs!' />

! The meta description does NOT make you rank higher. It does make you more attractive to click on!

</head>

<body>



basic seo



onpage ranking factors

Sep 09

Adwords Ad scheduling: Increasing ROI by being

Adwords, Online Marketing

This article will teach you how to increase your Adwords ROI in 10 minutes. Ad scheduling or ad planning is the adjusting of your Adwords CPC bids. Example: I can use AdWords Ad scheduling to increase my max. CPC by 50% from 1 PM and 4 PM. To effectively implement the strategy in this article you need per AdWords conversion and still make a profit.

Why should you use AdWords Ad scheduling

How visitors interact with your website greatly depends on the day of the week. For example, Redtshirts.com sells Red T-shirts. They have this unique feature: your t-shirt will be delivered the next day. Visitors of Redtshirts.com don't actually buy a t-shirt. They are, ofcourse, supposed to be working instead. In the evenings the conversion rate on Redtshirts.com is through the roof. E

A high conversion rate makes for great return on investment on your AdWords clicks to make a sale. Redtshirts.com knows their conversion rates are high (because of their next day delivery). They could, and should, use Ad Scheduling and optimize their ROI. This is called winning.

How to determine the best timeframe for Google

Google Analytics has a build in report telling us the conversion rate of our AdWords. This reports helps us determine the best timeframe in which to maximise our Adwords spendings. You can find the report in the new Google Analytics interface under 'Advertising > Adwords > Day Parts'.



You'll notice there are a few timeframes in which your conversion rates either peak or drop. Note the timeframes and determine the cost per conversion for each of them. The best way to calculate the cost per conversion would be using this formula:

Cost per conversion = (100 / conversion rate) * average CPC

inbound links

! Linkbuilding is very important. But quality over quantity!

- number of unique inbound links
- relevancy of inbound links
- anchor text of inbound links
- authority of linking websites

social (unproven!)

- number google +1's
- mentions and links on twitter
- mention and links on facebook
- facebook likes

facebook



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