

Make More Sales with Your Website

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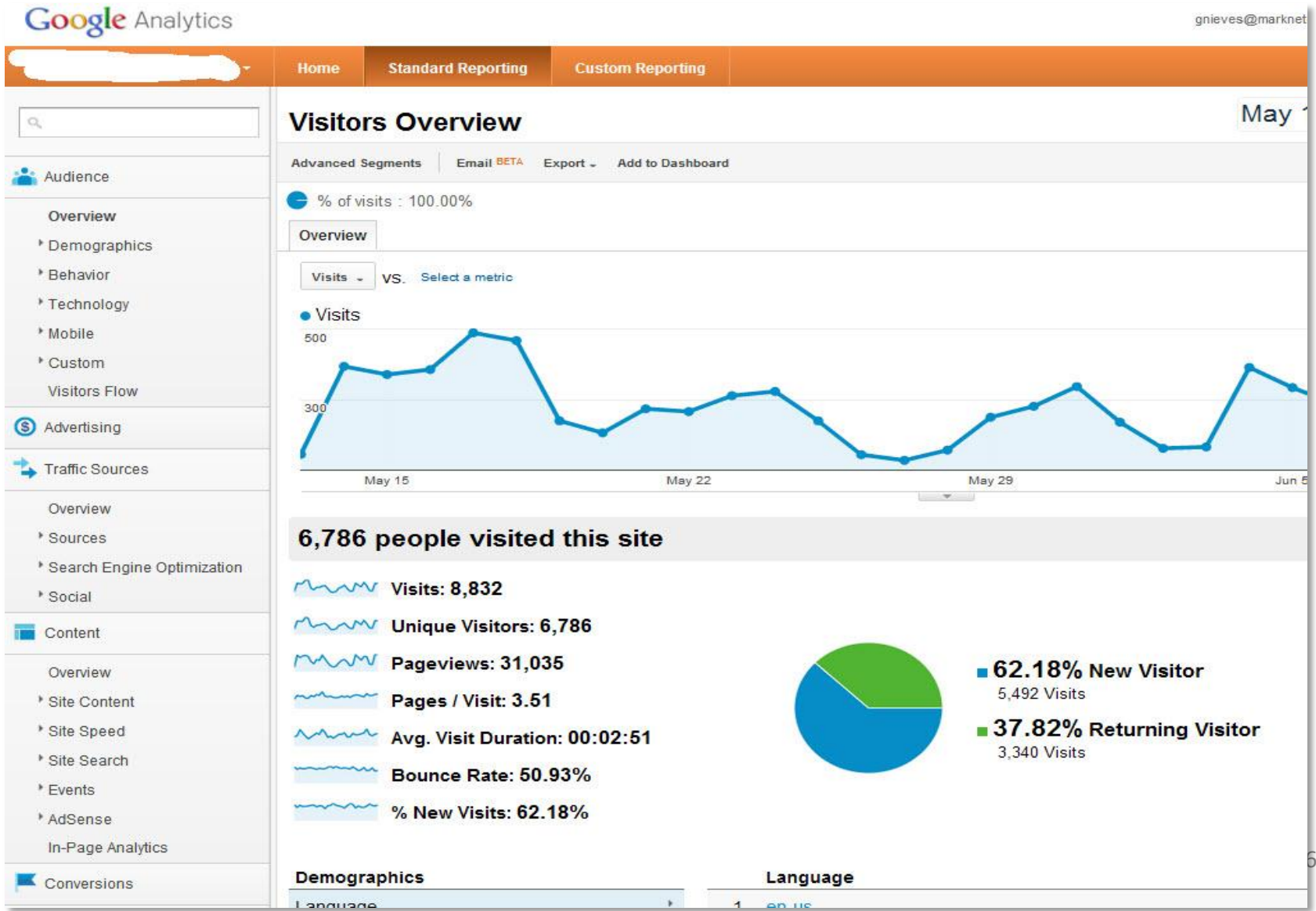
@marknetgroup

www.ginanieves.com

Increase Sales with Marketing

- The right information is key
- Search engine optimization (SEO)
 - On-page vs. Off-page
- Blogging
- Social Media

Google Analytics



1,227 people visited this site



Visits: 1,360



Unique Visitors: 1,227



Pageviews: 3,979



Pages / Visit: 2.93



Avg. Visit Duration: 00:01:06



Bounce Rate: 2.06%



% New Visits: 88.16%



■ **88.16% New Visitor**

1,199 Visits

■ **11.84% Returning Visitor**

161 Visits

Measuring Goals

- Goals Google measures.
- What do you measure?
- Using Advanced Segments.

Analytics Checklist

- Install Google Analytics
- Setup goals and monitor conversions
- Monitor traffic & keywords used
- Set up advanced segments

On-Page Optimization



Keyword Research

- Doing keyword research is a vital.
- Find keyword phrases in sub topics.
- Research competitors that are ranking well.
- High Volume vs. Relevancy

Related Search

Web

- Images
- Maps
- Videos
- News
- Shopping
- More

Any time

- Past hour
- Past 24 hours
- Past week
- Past month
- Past year
- Custom range...

All results
Sites with images
Related searches
Dictionary
Reading level
Nearby
Translated foreign pages
Verbatim
Reset tools

Related searches

Related searches for earrings:

fun earrings	handmade earrings
mens earrings	earrings plugs
diamond earrings	hoop earrings
fashion earrings	cheap earrings
male earrings	gold earrings

Ads related to earrings Why these ads

[Earrings-Fine Jewelry | JewelryDesigns.com](#)
www.jewelrydesigns.com/Earrings
Visit Our Jewelry Store in Danbury Gold **Earrings** at Jewelry Designs
↳ Jewelry Collection - Diamond Jewelry - Custom Jewelry - Handmade Jewelry

[Earrings at Macy's | Macys.com](#)
www.macys.com/Earrings
macys.com is rated ★★★★★ 368 reviews
Shop **Earrings** at Macy's. Free Shipping w/ \$99 Order Today!
1,840 people +1'd this page

[Jared® Father's Day - Shop Now To Get Free Shipping](#)
www.jared.com/FathersDay

Keyword Tool

Find keywords Campaign: Click

Based on one or more of the following:

Word or phrase	One per line
Website	www.ross-simons.com
Category	Apparel

Only show ideas closely related to my search terms [?](#)

[Advanced Options and Filters](#) Locations: All Languages: English Devices: Desktops and laptops

Keyword ideas Ad group ideas (Beta)

Save all **Keyword ideas (100)**

Keyword	Competition	Global Monthly Searches ?
<input type="checkbox"/> diamonds hoop earrings ▾	High	1,300
<input type="checkbox"/> pearl necklace pearl necklace ▾	High	246,000
<input type="checkbox"/> hoop earrings diamonds ▾	High	1,300
<input type="checkbox"/> zirconia stud earrings ▾	High	3,600
<input type="checkbox"/> gemstone silver necklace ▾	High	320
<input type="checkbox"/> diamonds eternity bands ▾	High	1,000

Optimizing Content

Use targeted keywords in your content:

- ❑ Add to your page title at least once.
- ❑ Add to content in HTML text at least twice.
- ❑ The first sentence is important.
- ❑ At least once in your header tag.
- ❑ In your URL if possible. Not a priority!
- ❑ Meta description is your call to action.

OnaBags.com

The screenshot shows a Mozilla Firefox browser window displaying the OnaBags.com website. The address bar shows the URL: www.onabags.com/store/messengers-and-backpacks/the-union-street.html?color=ranger-tan. The website header includes the Ona logo with the tagline "fine camera bags + accessories" and navigation links for "ABOUT | SHOP | CONTACT | PRESS | BLOG". A secondary navigation bar highlights "Messengers + Backpacks" and includes a "FREE SHIPPING on orders of \$100+" offer. The main product is "The Union Street" camera and laptop bag, priced at \$279. The bag is shown in a large image on the left. To the right of the image, there are social media sharing buttons for Facebook (460 likes), Twitter (11 shares), and Pinterest (21 pins). Below the sharing buttons is a descriptive text block: "Described by Engadget (2010) as '...well-built, well-designed and downright drool-worthy,' the Union Street is a sleek alternative to the ubiquitous, boxy camera bag we know all too well. Made with fine cotton canvas that's been infused with wax to enhance its strength and durability, the Union Street camera bag is designed to hold everything you need for a day on the go – your DSLR, a 15" laptop, up to 3 lenses or small accessories, and your personal items. The interior is lined with soft..."

Title Tag & Meta Description

[ONA | DSLR Camera and Laptop Bag | Waxed Canvas...](#)
[www.onabags.com/store/messengers-and.../the-union-street.html?...](#)

Meta Description



Made with **fine** cotton canvas that's been infused with wax to enhance its strength and durability, the Union Street **camera bag** is designed to hold everything you ...

[The Union Street - ONA | DSLR **Camera and Laptop** ...](#)
[www.onabags.com/store/messengers-and.../the-union-street.html?...](#)

Previous purchases are not eligible for this discount. Free ground shipping offer valid on onabags.com orders of \$100 or more shipped in the contiguous U.S. ...

Title Tag

- No more than 70 characters long.
- Focus on 1-3 keyword phrases in each Title Tag.
- Include the most important keyword phrases at the front of the title tag.
- Write your Title Tag for users & search engines.
- Include your Brand name in the Title Tag.
- Every page needs a unique Title Tag.

Meta Description

- No more than 150 characters.
- Should be descriptive.
- It is your call to action so make it count!
- Google may not use your meta description.

Design Elements that Matter

- Flash hurts your SEO or splash pages.
- Too many ads on the top of the page.
- A site that looks too crowded in the Google preview.
- Content and heading always in text.
- Keyword stuffing in the footer in white.

Hoop Earrings

[Hoop Earrings | Ross-Simons](#)

www.ross-simons.com › [Jewelry](#) › [Earrings](#)

826 items – Fine **Hoop Earrings** at Ross-Simons on Sale today!
Up to 75% off. Free Shipping. 100% Guarantee. Our Earring
Collection includes amazing Hoop ...

Jewelry | Diamonds | Engagement | Gemstones | Pearls | Bracelets | Earrings | Necklaces | Rings | Estate | Clearance

item# or keyword **search**

Father's Day Gifts **LOOKBOOK** Store Locator Watches Gifts Collectibles Home & Tabletop

on sale today! + 30% OFF Sale + Plus Free Shipping + use code BIGSALE details

Narrow Your Search:

Style

- Drop (1571)
- Post Earring (1425)
- On-The-Ear (1047)
- Hoop Earring (826)
- Stud (707)
- [Show More...](#)

Stone

- Diamond (748)
- Pearls (374)
- Gemstones (1751)
- Sapphire (197)
- Faux Stone (235)
- [Show More...](#)

Metal

- Gold (1271)
- Sterling Silver (722)
- Vermeil (123)
- Other Metal (43)
- Platinum (27)
- [Show More...](#)

Price

- \$0 - \$100 (909)
- \$100 - \$250 (1189)
- \$250 - \$500 (473)
- \$500 - \$1,000 (333)
- \$1,000 and over (850)

Brand

- Roberto Coin (110)
- Swarovski (45)
- Charriol (40)
- Scott Kay (20)

[Back](#) | [Jewelry](#) > [Earrings](#)

Earrings



[shop all earrings](#)



[diamond studs](#)

Diamond Earrings

Gold, silver diamond earrings



[view](#)

Gemstone Earrings

Ear candy in every color



[view](#)

Pearl Earrings

100's of pearl earrings



[view](#)

Gold Earrings

14 to 18kt white & yellow gold



[view](#)

Silver Earrings

New or classic sterling styles



Diamond Studs

Your wardrobe essential



Hoop Earrings

Happiness is a pair of hoops



Drops & Dangles

Gorgeous. Glamorous. Go.



Google Freshness Update

- Favor more up-to-date relevant results.
- Blogging is the answer.
- Timely results means faster results for you.

Little Things that Matter

- Submit XML sitemap to Google Webmaster Tools.
- 301 Redirects
- Videos are ranking very high on Google.
- Alt Tags
- Internal Linking
- Page load speed – <https://developers.google.com/pagespeed>
- Permalink structure

Alt Tag on Images

[Images for wedding photography](#) - Report images



Off-Page SEO

- Link building (link:www.domain.com)
- Blog commenting & Guest Blogging
- Sponsored Reviews
- Social media activity
- Social Media Press Releases
- Videos are ranking very high on Google.

Social Media Activity

how to make more sales with your website



About 1,600,000,000 results (0.37 seconds)

[Make More Sales with Your Site! \(free class\) | Faceb...](#)

www.facebook.com/events/258041640960978/

Do you find yourself spending too much time tweaking **your website** and not making **sales**? Are you frustrated with **your site**? **Do** you **get** overwhelmed at the ...

[7.5 Ways To Get More Sales Through Your Web Site](#)

www.streetdirectory.com/.../site.../75_ways_to_get_more_sales_throu..

Yes, apparently - websites are supposed to **make** money!
Somebody came up with the strange idea that it's really not enough to spend thousands on **your site**, ...

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YouTube Rules

Free SEO website review



About 28,900,000 results (0.24 seconds)

[SEO Site Review for Free - Search Commander, Inc.](http://www.searchcommander.com/site-review/)

www.searchcommander.com/site-review/



by Scott Hendison - in 823 Google+ circles -

More by Scott Hendison

Just copy / paste your URL, and I'll give you an **SEO Site Review** of your "on **page**" ranking factors for organic search, and I'll tell you what it might take to fix them ...

[Free SEO Website Review - YouTube](https://www.youtube.com/watch?v=_Ydx3U8oeMQ)



www.youtube.com/watch?v=_Ydx3U8oeMQ

Aug 4, 2011 - 2 min -

Uploaded by PRundergroundConnect

Marknet Group offers a **FREE SEO website review** to all businesses. Find out if your website is search engine ...

Your SEO Checklist

- Review your existing SEO/Google Analytics
- Keyword Research
- On-Page Optimization
- Off-Page Optimization
- Continue to measure results and adjust