



GOOGLE POWER:

Proven strategies to increase your website ranking

SPEAKER:

Stephen Jagger



Step by Step Web Marketing Courses:

- Google Adwords
- Search Engine Optimization
- Online Video
- Social Media (Twitter, Facebook)
- Blogging

Google serves up 1.2 Billion searches per day



Google hit 1 Trillion Pages in their Index

SEO Success

Site Structure - 10%

In Bound Links 60%

On Page Factors - 30%

Keyword Research

Keyword Research

Listen to Your Clients



[Compose Mail](#)

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<input type="checkbox"/>	me, Darci (2)	Google Adwords Training - Hi Rodney. I am no able to make it that day bu
<input type="checkbox"/>	★ Tara Riggs	FW: Homepage designs - Rodney, Would you mind taking a look at our ne
<input type="checkbox"/>	★ Meetup Reminder	Reminder: 34 Sales Professionals meet tomorrow. - Meetup Meetup Remi
<input type="checkbox"/>	★ Debbie, me (3)	Question - Hi Rodney, We met at the blog training a few months ago... I w
<input type="checkbox"/>	★ Wufoo Billing	Infinity Box Invoice - Wufoo Subscription # 42640 - Wufoo! Infinity Box
<input type="checkbox"/>	★ Stompernet	Unannounced "Stomper's Dozen" Bonus for STSE2? - Today, we've re
<input type="checkbox"/>	★ Lorrie Morgan-Ferrero	What I did this afternoon.... - Dear Rodney, When's the last time you wa
<input type="checkbox"/>	★ Kelli, me (4)	one on one consultation - hi Rodney, I am sorry to hear about your loss, r
<input type="checkbox"/>	★ Erin	spud! and Reachd - Hi Rodney Sorry I missed your one-on-one meeting a
<input type="checkbox"/>	★ me, Kayseen, Suman (11)	Reachd Video Presentation at BCIT - Hi Rodney, I am sorry that I have no
<input type="checkbox"/>	★ zimich, me (8)	website - will check that out on the church site we will want to sell membe
<input type="checkbox"/>	★ me, MALCOLM (5)	Consultation Tomorrow - thanks Rodney, Possibly move the name, addre
<input type="checkbox"/>	★ Wufoo Billing	Infinity Box Invoice - Wufoo Subscription # 38658 - Wufoo! Infinity Box
<input type="checkbox"/>	★ voicemail	Michael has forwarded a voicemail to you - GrandCentral Hey! I heard thi
<input type="checkbox"/>	★ Don Fitzsimmons	Link to our Quicktime promotional video - Hi Rodney, Here is the link to ou

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Keyword Research

Use Online Tools

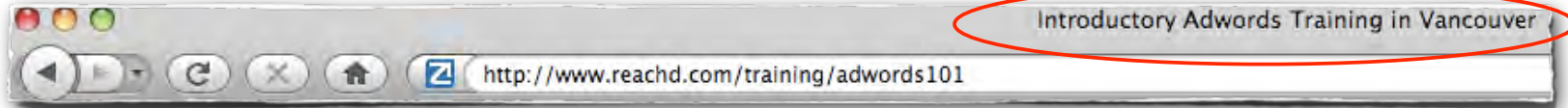
Keywords	Advertiser Competition ?	Approx Search Volume: August ?	Approx Avg Search Volume ?
Keywords related to term(s) entered - sorted by relevance ?			
spa vancouver		8,100	8,100
century plaza spa vancouver		880	590
day spa vancouver		1,600	1,600
century plaza hotel and spa vancouver		720	390
century plaza hotel & spa vancouver		210	140
spa vancouver bc		720	590

Ranking Factors on Your Website

- Title Tag
- H Tags
- Meta Description
- Meta Keywords
- Body Text
- Link Text
- URL
- ~~ALT Text~~

Don't over use keywords! Keyword stuffing is a not a good idea. Moderation is always a good rule to keep in mind

Title Tag



```
<head><link rel="SHORTCUT ICON" href="/favicon.ico?b4e86d13b706a314e279d5e3772eb5d1" />
<title>Introductory Adwords Training in Vancouver</title>
```

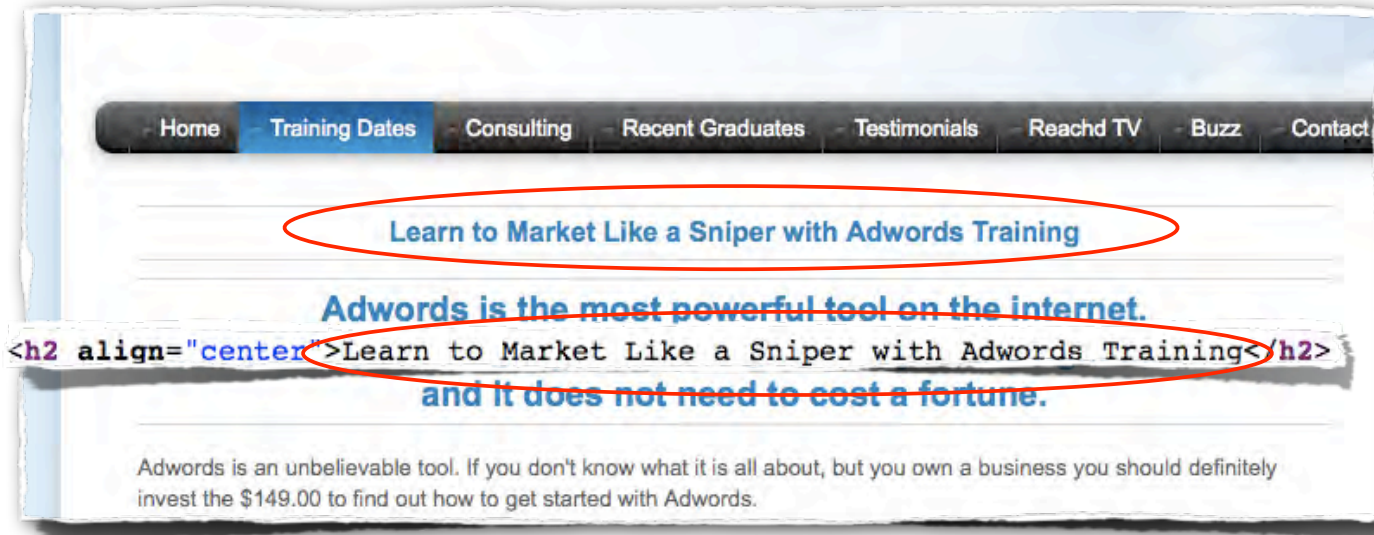
- Limit to 64 Characters
- Include Your Keyword
- More than Keyword Stuff
- Unique for Each Page of Your Site

Introductory Adwords Training in Vancouver

Adwords. the most powerful marketing tool to date! And often the trickiest. Get some **Adwords** training and learn to beat the learning curve.

www.reachd.com/training/adwords101 - 12k - [Cached](#) - [Similar pages](#)

H Tags (H1, H2, H3)



- Use one H1 headline per page
- Treat H2 as Sub-headline
- Use H3's as headline for Each Section
- Include Keyword phrase in H1 & H2

Meta Keywords

```
<title>Introductory Adwords Training in Vancouver</title>  
<meta name="keywords" content="beginning adwords training pay per click ppc online marketing" />  
<meta name="description" content="Adwords: the most powerful marketing tool to date! And often the
```

- Not Seen by Visitors on Your Website
- Not Indexed by Google
- Limit to 10-15 per page
- Use a unique set for each page
- Yahoo/MSN still use

Meta Description

```
<meta name="keywords" content="beginning adwords training pay per click ppc online marketing" />  
<meta name="description" content="Adwords: the most powerful marketing tool to date! And often the trickiest. Get some Adwords tr
```

- Not Seen by Visitors on Your Website
- Shows as description on Google
- Limit to 150 characters
- Use in tandem with your title tag
- Should be Unique for Each page

Introductory **Adwords** Training in Vancouver

Adwords: the most powerful marketing tool to date! And often the trickiest. Get some **Adwords** training and learn to beat the learning curve.

www.reachd.com/training/adwords101-12k - [Cached](#) - [Similar pages](#)

Body Text

Learn to Market Like a Sniper with Adwords Training

**Adwords is the most powerful tool on the internet.
In minutes you can get your message out to just the right audience --
and it does not need to cost a fortune.**

Adwords is an unbelievable tool. If you don't know what it is all about, but you own a business you should definitely invest the \$149.00 in the Adwords Training to find out how to get started with Adwords.

Adwords is Google's pay-per-click advertising engine. Your adwords ads show up on the right side of the Google page.

- Start Your First Paragraph with Keyword Phrase
- Don't overuse keyword phrase
- Use related keywords in body text
(homes, properties, listings, real estate)

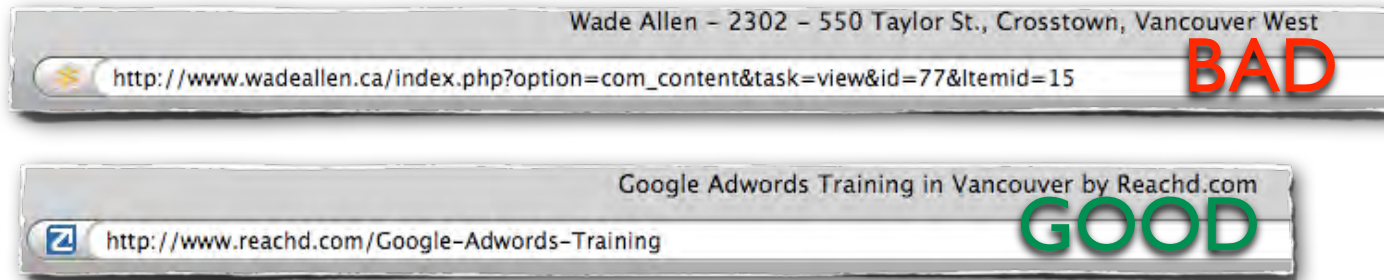
TIP: Always write for Humans first!

Link Text



- Link to related page on your website
- Watch for Uses of “Click Here”
- Use words to link to pages not just image buttons

URL

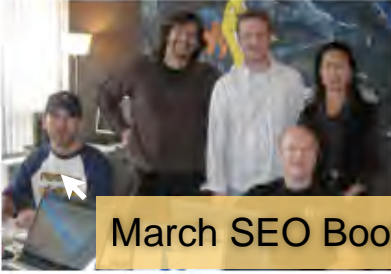


- Use your keyword phrase in URL
- Make sure to use “Search Engine Friendly URL’s”
- Use Dashes instead of Underscores

NOT Alt Text

Increase Your ROI with Reachd.com Training

Learn how to achieve success with your Web site using the power of the search engines by studying with the industry's top leaders. Sign up to receive our newsletter, free SEO tips and strategies, and notification of [future bootcamp dates](#) and locations.



March SEO Bootcamp Grads

Sign up [for one](#) of our Search Engine Optimization Bootcamps or learn how you can use Google Adwords to build an effective marketing program for your business.

Use for Visually Impaired NOT for SEO

How does Google See Your Website?

The image shows a screenshot of the Reachd website. At the top left is the Reachd logo with the tagline "SEO and AdWords Training". To the right is a green highway sign that says "Success NEXT EXIT". Below the logo and sign is a dark navigation bar with links for Home, Training Dates, Consulting, Recent Graduates, Testimonials, Reachd TV, Buzz, Contact, and Blog, along with a phone number 778-889-3245.

On the left side, there is a section titled "Upcoming Webinar" with the text: "How could Google, YouTube, Facebook & Twitter Change Your Business in 2009". Below this is a green button that says "Sign-up for Webinar".

The main content area features an article titled "Stop Wasting Money with Ineffective Marketing! Learn to Market Your Business Online". The text of the article reads: "You need to cut cost but you also want to build your business. Online marketing is the way to achieve both of these goals. Register for All February or March 3 hour [Courses for \\$499.00](#) Interested in having Reachd come to your business for a private inhouse session? Have a look at our [inhouse training](#) details." Below the article is another heading: "Increase Your ROI with Reachd.com Training".

On the right side, there is a video player titled "Gary Vaynerchuk & Reachd". The video shows Gary Vaynerchuk speaking. Below the video player is a caption: "Gary Vaynerchuk is the creator of Wine Library TV Connect with Gary via twitter at <http://twitter.com/garyvee>".

Content is King

Reachd.com

SEO Training & Adwords Training

- phone: (778) 889-3245
- email: info@reachd.com

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Search Engines don't care

your site is.

use Google

to rank your website

Include a minimum
of 250 words per
page on website

Stop Wasting Money with Ineffective Marketing! Learn to Market Your Business Online

You need to cut cost but you also want to build your business. Online marketing is the way to achieve both of these goals.

Register for All February or March 3 hour [Courses for \\$499.00](#)

Interested in having Reachd come to your business for a private inhouse session? Have a look at our [inhouse training](#) details.

Increase Your ROI with Reachd.com Training



Content Ideas:

New Hires

Interviews

Features

Products

Events

Media Coverage

5 Links To Get Now

1. DMOZ.org
2. Yahoo Directory (\$299/yr)
3. Industry Specific Directories
4. Link Exchange with Partners, Supplies
5. Get Bloggers to Pay Attention

Get Inbound Links



Adding Content

Recommendations

- Google Recommends 600 - 800 words / page
- Go for a Minimum of 250
- Don't worry about your keywords
- Write Your Content for Visitors and Not Search Engines

Remember Your Audience

- Is it Googlebot



- Is it Humans



72 Hour Open House

phone: 604.376.7817 fax: 604.257.8889 email: kye@kyegrace.com

KG
KYE GRACE

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The 72 Hour Open House

What is The 72 Hour Open House?

The 72 Hour Open House is like other Vancouver Real Estate Open Houses, except that it doesn't stop for 72 hours after it starts. Visitors are welcome to view the property day and night through the weekend. There is no time that you may not come view the property, noon, midnight, 4 am. Whatever works for you, Kye Grace will be there to show you this Gastown loft and highlight the benefits of the Gastown lifestyle. Kye will be at the suite with a sleeping bag, a pillow and three days worth of food. He will not be leaving the building the entire time.

What makes this event even more unique is that people all over the world will be able to follow along on the [live online video feed](#), [Twitter](#) or the [The 72 Hour Open House' blog](#). Kye will participate in the live chat on the [online video feed](#) and will Tweet and blog the weekends happenings.





kye grace

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Related Blogs: [Kye Grace's Blog - Vox](#) - <http://kyegrace.vox.com/>

[Michael Price interviews Realtor Kye Grace of 72 Hour Open House ...](#)

13 hours ago

Michael Price of MLBroadcast takes some time to chat with **Kye Grace** about the 72 Hour Open House and its success and following. **Kye** has had TONS of exposure.

[GeekEstate Blog](#) - <http://www.geekestateblog.com/>

[Mike's Corner - Mike Price President, MLBroadcast.Com: Creative in ...](#)

23 hours ago by Mike Price

Kye Grace, a Realtor in Vancouver BC had a challenge on his hands. It's a challenge getting plenty of people awake at night - great listing, no traffic. With a little help from a friend **Kye** came up with the idea to hold an open house. ...

[Mike's Corner - Mike Price President, MLBroadca...](#) - <http://www.mlpodcast.com/blog/> - [References](#)

[Viddler.com - IanWatt 72HourOpenHouse.com by Kye Grace in Gastown ...](#)

22 Jan 2009 by ianwatt

Ian Watt video blogs about Realtor **Kye Grace's** attempt to draw attention to his fantastic Gastown loft listing with a 72 Hour Openhouse www.72houropenhouse.com. If you want to voice your opinion or if you don't care for ...

[ianwatt's Videos](#) - <http://www.viddler.com/explore/ianwatt/videos/>

[Reachd Events This Week « Reachd Blog](#)

3 hours ago by info@reachd.com

Kye Grace, Vancouver Realtor, 72 Hour Open House & Twitter Discussion by Rodney Bartlett Tuesday, February 3. Time: 6:30 - 8:00. More Details Here. 3. Google Adwords Training - Cost \$149 "Market Like a Sniper with Google Adwords" ...

[Reachd SEO & Adwords Blog](#) - <http://blog.reachd.com/>

[[More results from Reachd SEO & Adwords Blog](#)]

[72 Hours to Sell a Home | Future of Real Estate Marketing](#)

27 Jan 2009

Kye Grace is one of those Realtors. He recently completed a marathon open house; 3 days non-stop, embedding himself in a downtown luxury condo he was trying to sell. But what makes this open house story different was he ...

[Future of Real Estate Marketing](#) - <http://www.futureofrealestatemarketing.com/> - [References](#)

[Vancouver realtor live-streams online](#)

22 Jan 2009 by Gillian Shaw, Vancouver Sun

Vancouver realtor **Kye Grace** is part of the trend, turning to social media to sell in a downturned market with a 72-hour open house to be video-streamed live over the Internet, starting Friday. In cyber-twist on the old-style afternoon ...

[Vancouver Sun - WestCoast Homes](#) - <http://www.canada.com/938542.atom?id=938542&viewer=http://www.v...>

[CTV British Columbia- Real estate agent holds 72 hour open house ...](#)

24 Jan 2009

Agent **Kye Grace** is live on the internet for a 72 hour live open house to sell a million dollar loft in Vancouver's Gastown neighbourhood. He calls it 'Kye TV'. "I've never done anything like this before, I don't think anything like this ...

[CTV BritishColumbiaHome](#) - <http://www.ctv.ca/> - [References](#)

[Vancouver Realtor's Creative 72 Hour Open House](#)

28 Jan 2009 by Emma Sorensen

Vancouver realtor Presentation of Gastown

BY GILLIAN SHAW, VANCOUVER SUN

STORY PHOTOS (1)



Forget the cards dropping estate digest find real-wo

Vancouver: turning to s market with streamed li

Kyle Grace sits on his portable bed with his computers.

Photograph by: Steve Bosch, Vancouver Sun, Vancouver Sun

In cyber-twi house, Gra \$1-million C the Internet

Interspersed with video of Grace it will be his live blogging and tweeting on the social networking site Twitter

Grace said he is turning to social n bringing the luxury, 250-square-me attention of the right buyer.

"It is a really unique property and it said Grace, who is an agent with 5

While Grace doesn't expect many mixing up the media he uses draw researching real estate buys, but a about the technology.

"It isn't really about people to see



British Columbia

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CTV BRITISH COLUMBIA



Real estate agent Kye Grace is holding a 72 hour online open house to sell a Gastown loft. January 23, 2009.

a 72 hour live open house to s Gastown neighbourhood. He c

"I've never done anything like this has been done in the indu

"It's a 2,700 square foot loft.

While at times it's not very ex breakfast, he insists he is not

"Somebody referred to it as a of the element I was looking f

R h U ct W Ol fc T t c vi A

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72 hours to sell a home

Perspective: From the Future of Real Estate Marketing blog
BY JOEL BURSLEM THURSDAY, JANUARY 29, 2009.
Inman News

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It must be something in the water. Or maybe it's just the fact they're working in one of the most competitive real estate markets in North America.

Whatever it is, it seems like Vancouver-based Realtors are really pushing the envelope when it comes to new media marketing (see [Video isn't just about listings](#)).

Kye Grace is one of those Realtors. He recently completed a marathon open house: three days nonstop, embedding himself in a downtown luxury condo he was trying to sell.

But what makes this open house story different was he conducted it entirely online.

Grace live-streamed the entire 72 hours over the Internet on his Web site, [72houropenhouse.com](#). He used the video-streaming service Ustream.tv to connect with potential buyers through the embedded chat window and added



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- Think global, think video
- Home construction spending falls 53% from...
- Apartments.com buys social media site
- Make the MLS a pure marketing tool
- Free is poor strategy for real estate ads
- Housing fixes fall short
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Hockey Day at BuildDirect! Laminate Flooring Floor Hockey! 02feb09

As promised sports fans, we've staged our (first annual?) hockey game on our laminate flooring, which has been installed outside on our 19th floor patio in downtown Vancouver BC offices. Being a bunch of Canadian hockey fans this event was pretty much inevitable. You could feel the excitement!

First, we needed to make sure that the rainwater and melted snow was cleared off the surface of the laminate, where it's been since last week. And we needed to ensure a couple of other safety considerations, too. Here's Marc, and Matt our human Zamboni:



Then, the game commenced with a few rules in place. Checking wasn't allowed in our game. Y'know. Because we're 19 floors up with only a glass barrier between us and certain death and all. And 'over the glass' had a special meaning too, so no raises. But, here's the action, folks:



bookmark any post on
delicious, digg, stumbleupon,
google, and more



subscribe to watch us wreck
a floor



We're Marc and Rob from BuildDirect (www.builddirect.com), an online manufacturer-wholesaler of building materials. And we want to test our laminate flooring to see just how tough it really is. So, we're going to install it outside, in Canada, in January. And then, we're going to try and wreck it. We invite you to watch, to learn, to be entertained, and to submit your suggestions!



Online building supplies firm succeeds by design

Company that sells flooring, other products actually perched high up in a downtown Vancouver penthouse

BY GILLIAN SHAW, VANCOUVER SUN FEBRUARY 2, 2009 BE THE FIRST TO POST A COMMENT

STORY

PHOTOS (1)



Rob Jones and Marc McPherson of Build Direct installed this laminate floor on the roof of their office to prove it would stand up to the elements.

Photograph by: Jenelle Schneider, Vancouver Sun

Robert Banks and Jeff Booth launched their Internet company in the depths of the dot-com collapse.

Against oppressive odds at the time, they survived and thrived and now, despite building starts hitting new lows and building suppliers laying off staff to cope with falling revenues, their company, BuildDirect, just recorded its biggest December yet.

Perhaps this pair should be teaching Business Plans 2.0.

If they did, their course would start by throwing out everything you associate with running a building-supplies company.

"We are working in the worst sector in this colossal collapse," Booth said, "and we had a record December.

STORY TOOLS

- E-mail this Article
- Print this Article
- Comments (0)
- Share this Article

Font: A A A A

RELATED STORIES FROM AROUND THE WEB

Tanya Olivares was nine when her dad Ivan Henry was branded a "dangerous..."

Windsor Star, Canada Monday, February 02, 2009

Online building supplies firm succeeds by design

Vancouver Sun Monday, February 02, 2009

Media Advisory - CIBC Management Proxy Circular Now Available

Canadian Business Online Monday, February 02, 2009

Do you think the economy will correct itself in the next year?

- Yes
- No
- I don't know
-



Canada Trust Waterhouse

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[Stephen Jagger - The Vancouver Real Estate Tech Meetup Group ...](#)
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Bonus Tips

- Add URL at start of description in YouTube
- Get transcripts for your videos
- Do something fantastic, people will link
- Pump Out Good Content



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sjagger@reachd.com