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DOES GOOGLE KNOW WHERE YOU ARE?

THERE ARE MANY WAYS TO GET YOUR CUSTOM CONTENT NOTICED ON THE WEB. LUCK ISN'T ONE OF THEM.
BY ERIC BUTTERMAN

IT WOULD BE GREAT IF EVERYONE who visited your website did so solely because of its great content. In reality, most web traffic is not driven that way. Most traffic arrives because of an effective keyword strategy on the part of the website that helps Google and other search engines pick it up. This is known as search-engine optimization. Without SEO, it can be difficult for a site address to reach anywhere near the first couple of pages of a prospective viewer's search results. With SEO, and a little patience, however, page position and audience size can improve exponentially.

MANY PATHS TO CLICK

SEO comes down to a combination of adjusting code and experimenting, says Seth Yount, Internet marketing specialist for Phoenix, AZ-based McMurry Publishing. "If we have an article out there, we set an SEO foundation with the right tags within the page to bring it to



an equal playing ground," he says. "For example, if you want the name of a hotel to come up when it's typed in a search engine, place that hotel name in your article title." He adds that if you're still showing up on the third page of Google, "you need to look at the people ahead of you and see what they're doing to outposition you."

Free tools like Wordtracker can help you evaluate keywords. And sites like Seomoz.org that delve into different SEO strategies can be insightful. Yount says that "many SEO leaders are very willing to share their knowledge; you'd be

INDUSTRY EVENTS

10/14/08 MEDIA & MONEY: THE INTERSECTION OF MEDIA, ENTERTAINMENT & WALL STREET, Hosted by Dow Jones and The Nielsen Company, New York, NY, The Marriott Marquis, <http://www.mediaandmoneyconference.com/> // **10/15/08 CONVERGENCE 2008 CONFERENCE**, Hosted by Latin Vision Media, www.latinvision.com // **10/16/08 ANA'S MASTERS OF MARKETING CONFERENCE**, Hosted by Association of National Advertisers, Orlando, FL, Ritz Carlton Orlando, www.ana.net/events // **10/21/08 MARKETING CONNECTIONS '08**, Hosted by MCONN, Las Vegas, Nevada, Mandalay Bay Hotel // **10/21/08 MARKETING TO MEN 18-34; EVOLUTION OF THE MALE CONSUMER: LEAVE STEREOTYPES AT THE DOOR**, Hosted by The Nielsen Company, New York, NY, Edison Ballroom, <http://www.marketingtomenconference.com/marketingtomen/index.jsp> // **10/21/08 FINANCIAL MARKETING SUMMIT**, Hosted by IMedia, New York City,