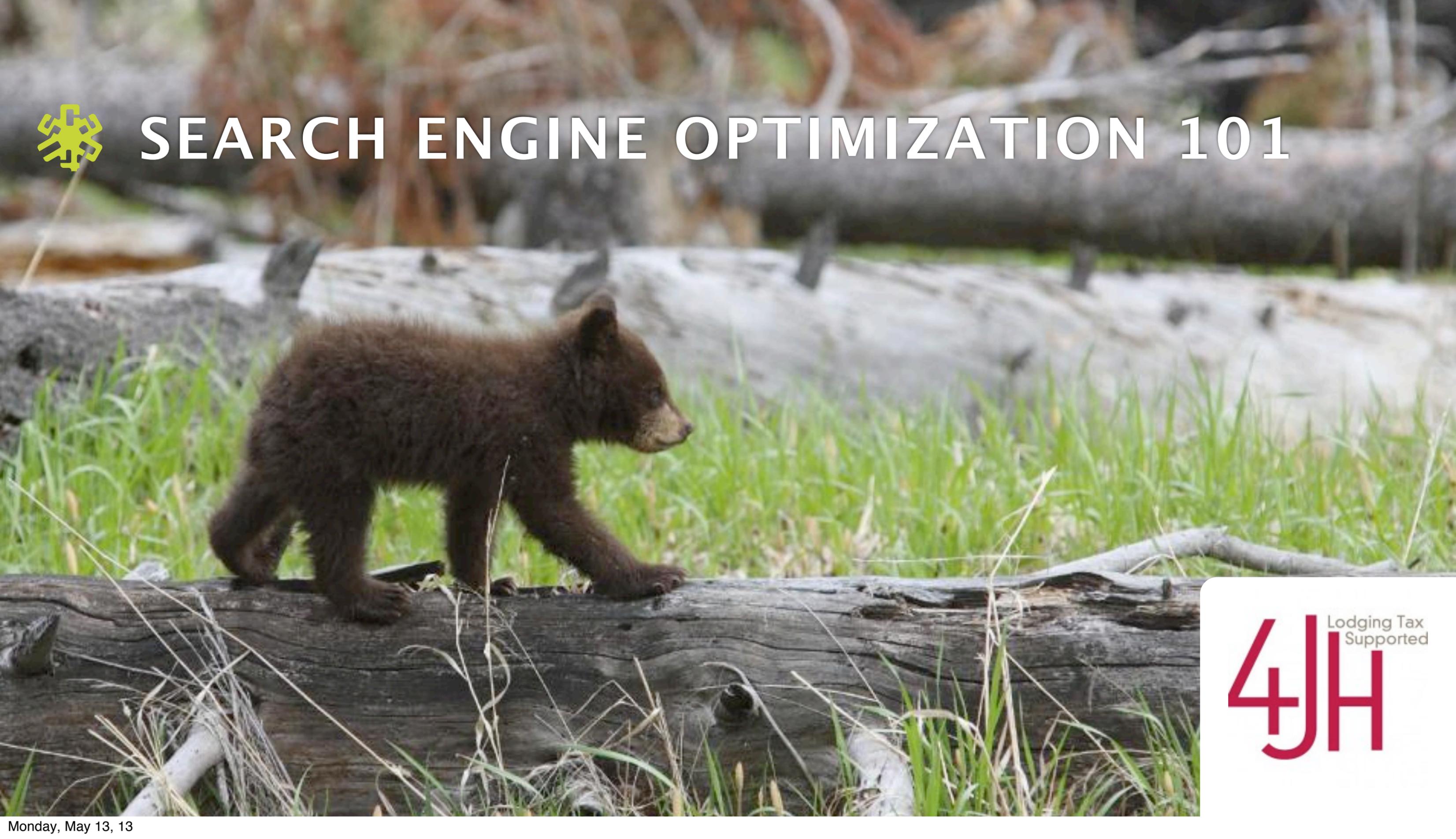




SEARCH ENGINE OPTIMIZATION 101



What is Search Engine Optimization?

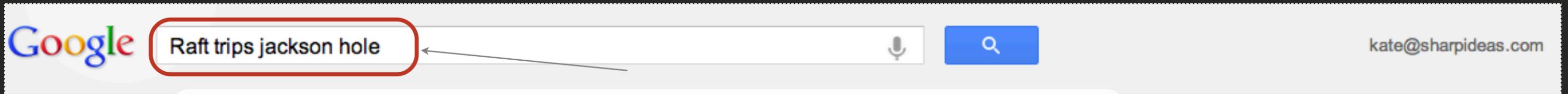
{ Google Analytics refers to traffic arriving at your site from a search as *Organic Traffic* }

SEO

The process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.



SEARCH BREAKDOWN/



SEARCH TERM OR PHRASE

About 132,000 results (0.37 seconds)

Ads related to Raft trips jackson hole ⓘ

PAID

Jackson Hole Float Trips - jacksonholefloattrips.com

www.jacksonholefloattrips.com/

Enjoy a scenic **float trip** in **Jackson Hole** and save 10% online!

Dave Hansen White Water - DaveHansenWhitewater.com

www.davehansenwhitewater.com/

Book Online now & get 2011 rates! Whitewater, Scenic and Combo **Trips**.

Jackson Hole Raft Trips - TetonWhiteWater.com

www.tetonwhitewater.com/

Exciting & Affordable Snake River Whitewater **Trips** - Book Yours Now

Scenic Float Trips - Jackson Hole Wyoming Vacations

ORGANIC

www.jacksonholenet.com/summer.../scenic_float_trips.php

Dec 13, 2012 – **Jackson Hole** Wyoming > Summer Recreation > Scenic **Float Trips** // Human-Driven Travel Guides - Sharing the places we love!

Jackson Hole Wyoming White Water Rafting, Whitewater Trips ...

www.jacksonholenet.com/summer.../whitewater_rafting.php

Jackson Hole Wyoming > Summer Recreation > Whitewater Rafting // Human-Driven Travel Guides - Sharing the places we love!

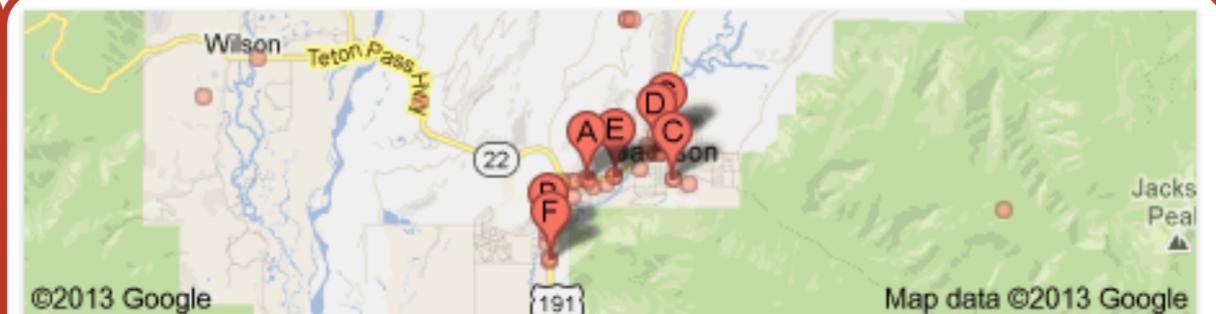
GOOGLE PLACES

Barker-Ewing River Trips

www.barker-ewing.com/

945 W Broadway
Jackson

GOOGLE MAPS



Map for Raft trips jackson hole

Ads ⓘ

PAID

Top Jackson Hole Rafting

www.raftingamerica.com/

See **trips** in famous **Jackson Hole**.
Get A Free Catalog & info today!

MD Rafting Tours

www.precisionrafting.com/

Youghiogheny, Cheat, Big Sandy **Raft Trips**. Reserve Your Tour Today!

Rafting in Colorado

www.coloradorafting.net/

Affordable Whitewater **Rafting Trips**
in Colorado. Save 20% Today!



[Jackson Hole Raft Trips - TetonWhiteWater.com](http://www.tetonwhitewater.com/)

www.tetonwhitewater.com/

Exciting & Affordable Snake River Whitewater **Trips** - Book Yours Now

[Scenic Float Trips - Jackson Hole Wyoming Vacations](http://www.jacksonholenet.com/summer.../scenic_float_trips.php)

www.jacksonholenet.com/summer.../scenic_float_trips.php

Dec 13, 2012 – **Jackson Hole** Wyoming > Summer Recreation > Scenic **Float Trips** // Human-Driven Travel Guides - Sharing the places we love!

[Jackson Hole Wyoming White Water Rafting, Whitewater Trips ...](http://www.jacksonholenet.com/summer.../whitewater_rafting.php)

www.jacksonholenet.com/summer.../whitewater_rafting.php

Jackson Hole Wyoming > Summer Recreation > Whitewater Rafting // Human-Driven Travel Guides - Sharing the places we love!

GOOGLE PLACES

[Barker-Ewing River Trips](http://www.barker-ewing.com/)

www.barker-ewing.com/

Google+ page

A 945 W Broadway
Jackson
(307) 733-1000

[Mad River Boat Trips](http://mad-river.com/)

mad-river.com/

4 Google reviews

B 1255 89 south U.S
Highway
Jackson
(800) 458-7238

[Solitude Float Trips](http://www.grand-teton-scenic-floats.com/def...)

www.grand-teton-scenic-floats.com/def...

1 Google review

C 110 E Karns Ave
Jackson
(307) 733-2871

[Dave Hansen Whitewater](http://davehansenwhitewater.com/)

davehansenwhitewater.com/

Score: **30** / 30 - 10 Google reviews

D 225 W Broadway
Jackson
(800) 732-6295

[Jackson Hole Whitewater](http://www.jhww.com/)

www.jhww.com/

5 Google reviews

E 650 W Broadway
Jackson
(307) 733-1007

[Sands Whitewater and Scenic River Trips](http://www.sandswhitewater.com/)

www.sandswhitewater.com/

Google+ page

F 1450 S Us Highway 89
Jackson
(307) 733-4410

[Teton Scenic Float Tours](http://tetonscenicfloattours.com/)

tetonscenicfloattours.com/

5 Google reviews

G 200 N Cache St
Jackson
(307) 413-8613

Ads ⓘ

[Top Jackson Hole Rafting](http://www.raftingamerica.com/)

www.raftingamerica.com/

See **trips** in famous **Jackson Hole**.
Get A Free Catalog & info today!

[MD Rafting Tours](http://www.precisionrafting.com/)

www.precisionrafting.com/

Youghiogheny, Cheat, Big Sandy **Raft Trips**. Reserve Your Tour Today!

[Rafting in Colorado](http://www.coloradorafting.net/)

www.coloradorafting.net/

Affordable Whitewater **Rafting Trips**
in Colorado. Save 20% Today!

[Yellowstone Raft Company](http://www.yellowstoneraft.com/)

www.yellowstoneraft.com/

Whitewater, Scenic, Kayaking, Horse
Rides, Hiking in Montana For FUN!

[Hole Jackson](http://www.tripadvisor.com/JacksonHoleLodge)

www.tripadvisor.com/JacksonHoleLodge

★★★★★ 113 seller reviews

Jackson Hole Lodge 99 Reviews

Compare Prices, Reviews, Book Now!

1,329,738 people +1'd or follow

TripAdvisor

[Jackson Hole, WY Trips](http://www.expedia.com/Jackson_Hole_Trips)

www.expedia.com/Jackson_Hole_Trips

No Booking Fees on Flight + Hotel.

Save on **Trips** to **Jackson Hole**, WY.

751,834 people +1'd or follow Expedia

[See your ad here »](#)



Search Engine Optimization

{ The truth about SEO }

Search Engine Trends

Top 5 Search Engines by Total Visits

Week ending May 4, 2013

Websites	Total Visits	Visits Share ▼	Rank 04/27	Rank 04/20	Rank 04/13
Google	2,472,537,120	68.67%	1	1	1
Yahoo! Search	324,088,270	9.00%	2	2	3
Bing	317,335,822	8.81%	3	3	2
Ask	144,087,987	4.00%	4	4	4
AOL Search	65,022,086	1.81%	5	5	5

(Source: Experian Marketing Services)

1. You can't trick Google
2. Spamming your site with keywords won't work
3. Text housed in an image or inside of a Flash element cannot be indexed
4. The search algorithm changes often

Above all else, create good, useful content.



SEO

{ It's simpler than you think }

5 ITEM CHECKLIST



1 Page Title

{ What is the page about? }



2 URL Structure

{ Include keyword phrase & no special characters }

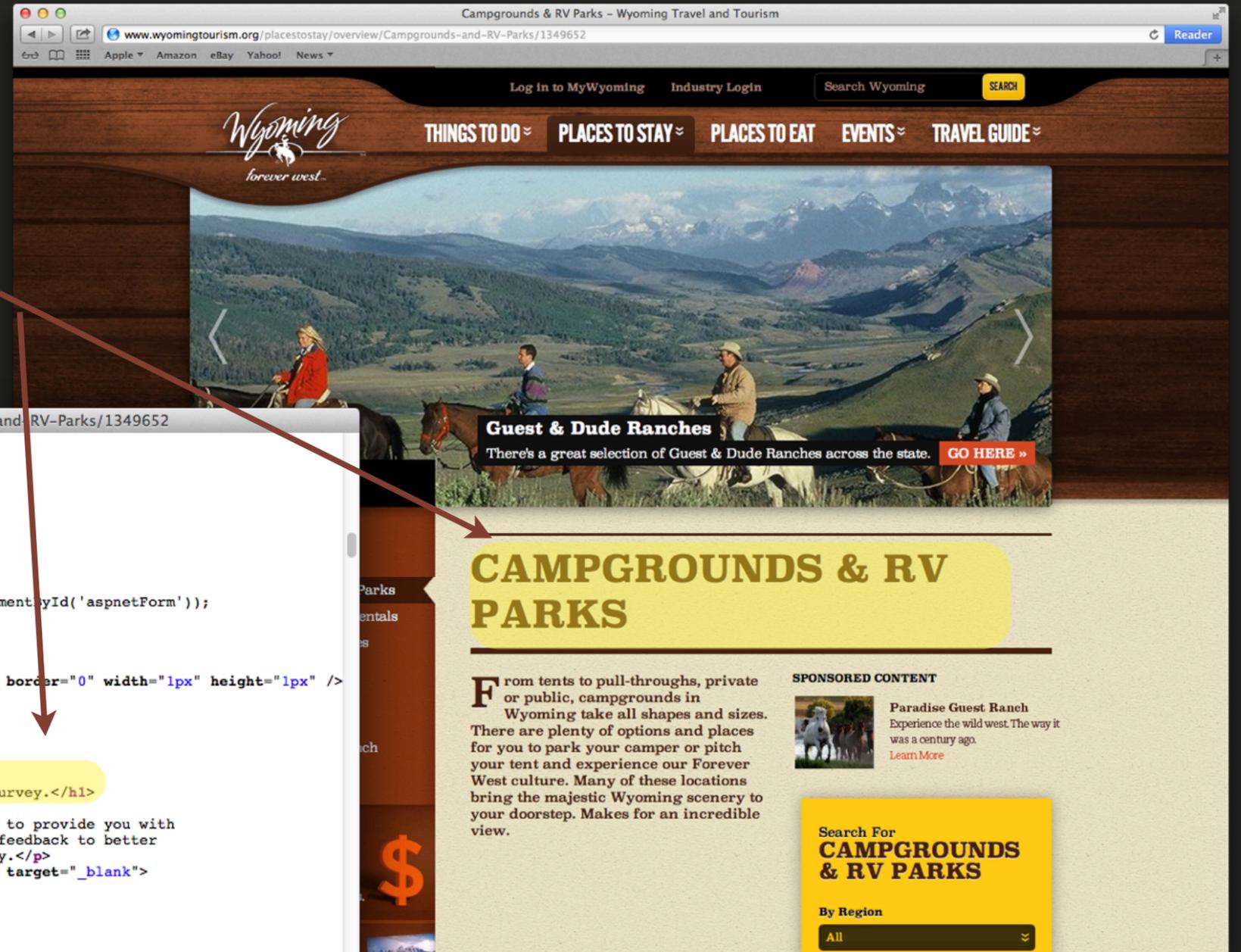


www.wyomingtourism.org/placestostay/overview/Campgrounds-and-RV-Parks/1349652



3 Page Headline

{ Include keyword phrase in your headline if it makes sense }



```
Source of: http://www.wyomingtourism.org/placestostay/overview/Campgrounds-and-RV-Parks/1349652
152 //
153 function WebForm_OnSubmit() {
154     null;
155     return true;
156 }
157 //]]&gt;
158 &lt;/script&gt;
159
160 &lt;script type="text/javascript"&gt;
161 //<![CDATA[
162 Sys.WebForms.PageRequestManager._initialize('ctl00$ScriptManager1', document.getElementById('aspnetForm'));
163 Sys.WebForms.PageRequestManager.getInstance()._updateControls([], [], [], 90);
164 //]]&gt;
165 &lt;/script&gt;
166
167 &lt;img src="http://pixel.traveladvertising.com/Live/Pixel.aspx?PlacementId=49981" border="0" width="1px" height="1px" /&gt;
168 &lt;div class="hidden"&gt;
169 &lt;a href="#survey_modual" class="fancy_box" id="survey_trigger"&gt;trigger&lt;/a&gt;
170 &lt;div id="survey_modual"&gt;
171 &lt;img src="/images/surveyTopper.jpg" alt="Wyoming Tourism" /&gt;
172 &lt;div class="content"&gt;
173 &lt;h1&gt;
174 Tell us how we're doing. Please take a moment to complete our survey.&lt;/h1&gt;
175 &lt;p&gt;
176 Thank you for visiting WyomingTourism.org. We hope we were able to provide you with
177 the information you were looking for. We would appreciate your feedback to better
178 understand our visitors needs. Please complete this brief survey.&lt;/p&gt;
179 &lt;a class="red-button" href="http://survey.smari.com/1010131cap.htm" target="_blank"&gt;
180 Take the Survey&lt;/a&gt; &lt;a href=""&gt;&lt;/a&gt;
181 &lt;/div&gt;
182 &lt;/div&gt;
183 &lt;/div&gt;
184 &lt;div class="printHeader" visible="false"&gt;
185 &lt;div class="floatRt"&gt;
186 &lt;img src="/images/icons/printBtn.png" alt="print" class="cursor-pointer" onclick="javascript:window.print();" /&gt;
187 &lt;br /&gt;
188 &lt;br /&gt;
189 &lt;/div&gt;
190
191 &lt;header class="main-header"&gt;
192 &lt;div class="wrap"&gt;
193 &lt;ul class="utility"&gt;
194 &lt;li&gt;&lt;a href="/MyWyoming" title="MyWyoming"&gt;Log in to MyWyoming&lt;/a&gt;&lt;/li&gt;
195 &lt;li&gt;&lt;a href="/MyWyoming/Business" title="Industry Login"&gt;Industry Login&lt;/a&gt;&lt;/li&gt;
196 &lt;/ul&gt;
&lt;/div&gt;
&lt;/div&gt;
&lt;/div&gt;
&lt;/div&gt;</pre></div><div data-bbox="920 870 970 955" data-label="Image"><img alt="Yellow snowflake logo."/>A yellow snowflake logo located in the bottom right corner of the page.</div><div data-bbox="0 970 95 995" data-label="Page-Footer"><p>Monday, May 13, 13</p></div>
```

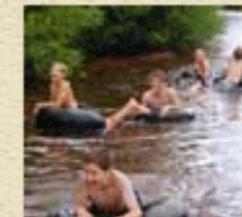
4 Relevant Content

{ Include keyword phrase in your headline if it makes sense }

The screenshot shows a web browser window displaying the Wyoming Travel and Tourism website. The URL is www.wyomingtourism.org/placestostay/overview/Campgrounds-and-RV-Parks/1349652. The page features a navigation menu with 'THINGS TO DO', 'PLACES TO STAY', 'PLACES TO EAT', 'EVENTS', and 'TRAVEL GUIDE'. A large banner image shows people riding horses in a mountainous landscape. Below the banner, there is a 'PLACES TO STAY' sidebar with options: 'Bed & Breakfast', 'Cabins', 'Campgrounds & RV Parks', and 'Condos & Vacation Rentals'. The main content area is titled 'CAMPGROUNDS & RV PARKS' and includes a 'SPONSORED CONTENT' section with a sub-heading 'Dude Ranches' and a 'Learn More' link. A yellow search bar at the bottom contains the text 'Search For CAMPGROUNDS & RV PARKS'. A red arrow points from the 'Relevant Content' text to the 'CAMPGROUNDS & RV PARKS' section.

From tents to pull-throughs, private or public, **campgrounds in Wyoming** take all shapes and sizes. There are plenty of options and places for you to park your **camper** or pitch your tent and experience our Forever West culture. Many of these locations bring the majestic **Wyoming scenery** to your doorstep. Makes for an incredible view.

SPONSORED CONTENT



Dude Ranches

More Than Just Horseback Riding!
Something for everyone.

[Learn More](#)

Search For
**CAMPGROUNDS
& RV PARKS**





Extra Credit

{ After the basics }

1. Internal linking
2. Inbound linking
3. Social linking
4. Domain age
5. 301 redirect of non-www traffic to www
6. Sitemap.xml file installed
7. Meta Descriptions are unique and friendly

[Wyoming's Official State Travel Website - Wyoming Travel and ...](http://www.wyomingtourism.org/)

www.wyomingtourism.org/ ▼

Comprehensive information on Wyoming hotels, ski resorts and other lodging, attractions, activities, arts, dining and entertainment options, calendar of events, ...



SEO Myths

{ Keywords vs. Focus on quality content }

1. We must rank first
2. Keywords need to be an exact match
3. Social Media & SEO aren't related at all
4. h1's, title tags and relevant meta information is all we need to do to rank highly
5. More links is better than more content
6. SEO is not a usability issue

[Redirect non WWW to WWW with .htaccess - Andrew Epperson](#)



eppand.com/use-htaccess-to-redirect-non-www-to-www/ ▾

by Andrew Epperson - in 186 Google+ circles

May 11, 2011 – If your website is hosted on an apache server, this **redirect from non www to www** is a simple implementation. Add this to your .htaccess file.

[Redirect www to non-www with .htaccess - Andrew Epperson](#)

eppand.com/redirect-www-to-non-www-with-htaccess-file/ ▾

by Andrew Epperson - in 186 Google+ circles

Aug 21, 2012 – In that case you could deploy the following code in your .htaccess file to **redirect www to non-www**. By doing so, users will access your site at ...



A decorative graphic consisting of a circle of small, light-colored dots, partially visible on the left side of the slide.

Checking your SEO health

Google Analytics and more



Find reports & more

MY STUFF

- Dashboards
- Shortcuts
- Intelligence Events

STANDARD REPORTS

- Real-Time
- Audience
- Traffic Sources**
 - Overview
 - Sources
 - Search Engine Optimization
 - Social
 - Cost Analysis BETA
 - Advertising
- Content
- Conversions

Traffic Sources Overview

Apr 8, 2013 - May 8, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut

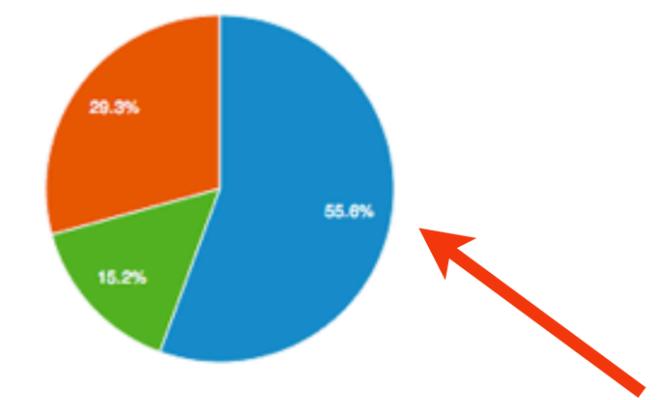
% of visits: 100.00%

Overview



116,684 people visited this site

Search Traffic Referral Traffic Direct Traffic Campaigns



Search Traffic

Keyword	Matched Search Query
denver zoo	
(not provided)	

Keyword	Visits	% Visits
1. denver zoo	22,928	35.35%
2. (not provided)	20,723	31.95%



Organic Search Traffic

Advanced Segments | Customize | Email | Export | Add to Dashboard | Shortcut

% of visits: 55.58%

Explorer

Site Usage | Ecommerce

Visits vs. Select a metric

Day | Week | Month

Visits



Visits 64,857 <small>% of Total: 55.58% (116,684)</small>	Pages / Visit 3.73 <small>Site Avg: 3.43 (8.64%)</small>	Avg. Visit Duration 00:02:55 <small>Site Avg: 00:02:50 (2.96%)</small>	% New Visits 64.04% <small>Site Avg: 63.45% (0.94%)</small>	Bounce Rate 35.64% <small>Site Avg: 40.29% (-11.54%)</small>
--	---	---	--	---

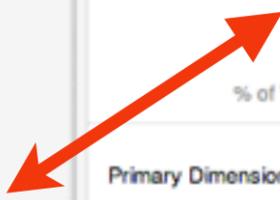
Primary Dimension: Keyword | Source | Landing Page | Other

Plot Rows | Secondary dimension | Sort Type: Default

advanced [Grid] [Refresh] [Filter] [Columns]

Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. google	54,154	3.67	00:02:52	63.62%	37.44%
2. bing	6,019	4.15	00:03:22	66.12%	24.77%
3. yahoo	3,505	3.77	00:02:58	63.51%	29.84%
4. comcast	334	4.34	00:03:24	70.06%	20.66%
5. ask	254	3.78	00:02:24	69.69%	26.38%
6. aol	222	3.90	00:03:05	72.07%	20.27%
7. avg	177	3.87	00:03:23	77.40%	25.42%
8. babylon	62	4.10	00:02:53	88.71%	27.42%

- MY STUFF
 - Dashboards
 - Shortcuts
 - Intelligence Events
- STANDARD REPORTS
 - Real-Time
 - Audience
 - Traffic Sources
 - Overview
 - Sources
 - All Traffic
 - Direct
 - Referrals
 - Search
 - Overview
 - Organic
 - Paid
 - Campaigns
 - Search Engine Optimization
 - Social
 - Cost Analysis BETA
 - Advertising
 - Content
 - Conversions



MY STUFF

Dashboards

Shortcuts

Intelligence Events

STANDARD REPORTS

Real-Time

Audience

Traffic Sources

Overview

Sources

All Traffic

Direct

Referrals

Search

Overview

Organic

Paid

Campaigns

Search Engine Optimization

Social

Cost Analysis BETA

Advertising

Content

Conversions

Advanced Segments | Customize | Email | Export | Add to Dashboard | Shortcut

% of visits: 55.58%

Explorer

Site Usage | Ecommerce

Visits vs. Select a metric

Day | Week | Month



Visits

64,857

% of Total: 55.58% (116,684)

Pages / Visit

3.73

Site Avg: 3.43 (8.64%)

Avg. Visit Duration

00:02:55

Site Avg: 00:02:50 (2.96%)

% New Visits

64.04%

Site Avg: 63.45% (0.94%)

Bounce Rate

35.64%

Site Avg: 40.29% (-11.54%)

Primary Dimension: Keyword | Source | Landing Page | Other

Plot Rows | Secondary dimension | Sort Type: Default

advanced [Grid Icon] [Refresh Icon] [Filter Icon] [Export Icon] [Print Icon]

Keyword	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. denver zoo	22,928	4.29	00:03:25	64.41%	25.65%
2. (not provided)	20,723	3.87	00:03:07	67.25%	31.56%
3. denver zoo hours	1,656	2.43	00:01:50	61.84%	53.38%
4. denver zoo free days	929	2.30	00:01:43	66.09%	59.53%
5. the denver zoo	543	3.80	00:02:46	63.17%	25.97%
6. zoo	476	3.07	00:01:38	81.93%	53.36%
7. denver zoo membership	429	2.64	00:02:21	58.04%	46.39%
8. denverzoo	407	4.42	00:03:43	57.00%	25.55%
9. denver zoo jobs	344	1.58	00:00:50	37.79%	79.94%
10. denver zoo website	322	3.87	00:02:45	61.18%	28.57%

Show rows: 10 | Go to: 1 | 1 - 10 of 5633



How many of your pages are indexed?

The screenshot shows a Google search interface with the query 'site:www.wyomingtourism.org'. The search results indicate that approximately 21,300 pages from the domain are indexed by Google. A red arrow points to the result count. Below the search bar, there are navigation tabs for 'Web', 'Images', 'Maps', 'Shopping', and 'More'. The search results list several pages from the Wyoming Tourism website, including the official state travel website, international visitors information, an e-newsletter signup, places to eat, a winter guide, and a feature in a Tarantino movie.

site:www.wyomingtourism.org

https://www.google.com/#safe=active&scient=psy-ab&q=site:www.wyomingtourism.org&oq=site:www.wyomingtourism.org&gs_l=hp.3...15601.16528.1.17423.4.4.0.0.0.0.57.209.4.4.0...0.0...1c.1.12...

For quick access, place your bookmarks here on the bookmarks bar. [Import bookmarks now...](#) Other Bookmarks

+Cactus Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google site:www.wyomingtourism.org Cactus Denver 0 + Share

Web Images Maps Shopping More Search tools SafeSearch on

About 21,300 results (0.29 seconds)

Try Google Webmaster Tools
www.google.com/webmasters/
Do you own **www.wyomingtourism.org**? Get indexing and ranking data from Google.

Wyoming's Official State Travel Website - Wyoming Travel and ...
www.wyomingtourism.org/
Comprehensive information on Wyoming hotels, ski resorts and other lodging, attractions, activities, arts, dining and entertainment options, calendar of events, ...

International Visitors - Wyoming Travel and Tourism
www.wyomingtourism.org/internationalvisitors
The OFFICIAL TRAVEL & TOURISM website of the United States of America (Discover America) is not only the name of our country's travel and tourism Web site, ...

ENewsletter Signup today. - Wyoming Travel and Tourism
www.wyomingtourism.org/enewsletter
The Wyoming Roundup E-Newsletter offers feature articles about great places to visit, exciting things to do, and current happenings around the state!

Places To Eat Listings - Wyoming Travel and Tourism
www.wyomingtourism.org/placetoeat
Every taste bud is accommodated in Wyoming. There's definitely a fine-cut steak waiting for you -...

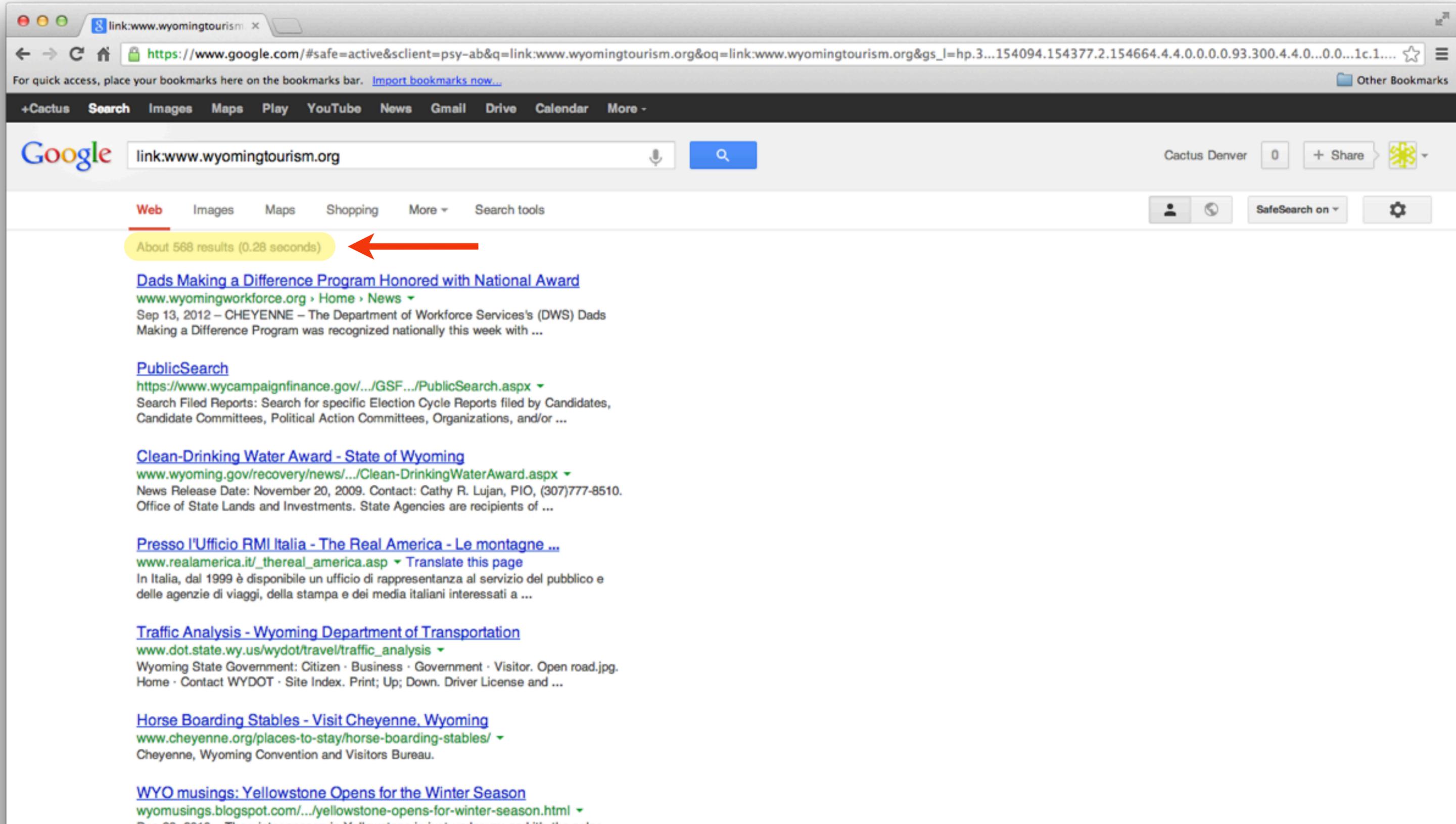
Wyoming's Guide to Winter - Wyoming Travel and Tourism
www.wyomingtourism.org/winterviewbook/
Are you an expert winter enthusiast or bunny hill beginner? It doesn't matter, Wyoming has you covered...in piles of powder for skiing, snowboarding and ...

Wyoming Featured in latest Tarantino movie, Django Unchained ...
www.wyomingtourism.org/django
Hit the theaters Christmas Day to catch acclaimed director Quentin Tarantino's latest movie,...

Press Room - Wyoming Travel and Tourism



How many of your sites link to you?



The image shows a screenshot of a Google search interface. The search bar contains the text "link:www.wyomingtourism.org". Below the search bar, the results are displayed. A yellow highlight is placed over the text "About 568 results (0.28 seconds)", with a red arrow pointing to it from the right. The search results list several links, including "Dads Making a Difference Program Honored with National Award", "PublicSearch", "Clean-Drinking Water Award - State of Wyoming", "Presso l'Ufficio RMI Italia - The Real America - Le montagne ...", "Traffic Analysis - Wyoming Department of Transportation", "Horse Boarding Stables - Visit Cheyenne, Wyoming", and "WYO musings: Yellowstone Opens for the Winter Season".

link:www.wyomingtourism.org

https://www.google.com/#safe=active&client=psy-ab&q=link:www.wyomingtourism.org&oq=link:www.wyomingtourism.org&gs_l=hp.3...154094.154377.2.154664.4.4.0.0.0.93.300.4.4.0...0.0...1c.1...

For quick access, place your bookmarks here on the bookmarks bar. [Import bookmarks now...](#) Other Bookmarks

+Cactus Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google link:www.wyomingtourism.org Cactus Denver 0 + Share

Web Images Maps Shopping More Search tools

About 568 results (0.28 seconds)

[Dads Making a Difference Program Honored with National Award](#)
www.wyomingworkforce.org › Home › News
Sep 13, 2012 – CHEYENNE – The Department of Workforce Services's (DWS) Dads Making a Difference Program was recognized nationally this week with ...

[PublicSearch](#)
https://www.wycampaignfinance.gov/.../GSF.../PublicSearch.aspx
Search Filed Reports: Search for specific Election Cycle Reports filed by Candidates, Candidate Committees, Political Action Committees, Organizations, and/or ...

[Clean-Drinking Water Award - State of Wyoming](#)
www.wyoming.gov/recovery/news/.../Clean-DrinkingWaterAward.aspx
News Release Date: November 20, 2009. Contact: Cathy R. Lujan, PIO, (307)777-8510. Office of State Lands and Investments. State Agencies are recipients of ...

[Presso l'Ufficio RMI Italia - The Real America - Le montagne ...](#)
www.realamerica.it/_thereal_america.asp › Translate this page
In Italia, dal 1999 è disponibile un ufficio di rappresentanza al servizio del pubblico e delle agenzie di viaggi, della stampa e dei media italiani interessati a ...

[Traffic Analysis - Wyoming Department of Transportation](#)
www.dot.state.wy.us/wydot/travel/traffic_analysis
Wyoming State Government: Citizen · Business · Government · Visitor. Open road.jpg. Home · Contact WYDOT · Site Index. Print; Up; Down. Driver License and ...

[Horse Boarding Stables - Visit Cheyenne, Wyoming](#)
www.cheyenne.org/places-to-stay/horse-boarding-stables/
Cheyenne, Wyoming Convention and Visitors Bureau.

[WYO musings: Yellowstone Opens for the Winter Season](#)
wyomusings.blogspot.com/.../yellowstone-opens-for-winter-season.html



A decorative graphic consisting of a circle of small, light-colored dots, partially visible on the left side of the slide.

Budget Considerations

How much should I spend on SEO?





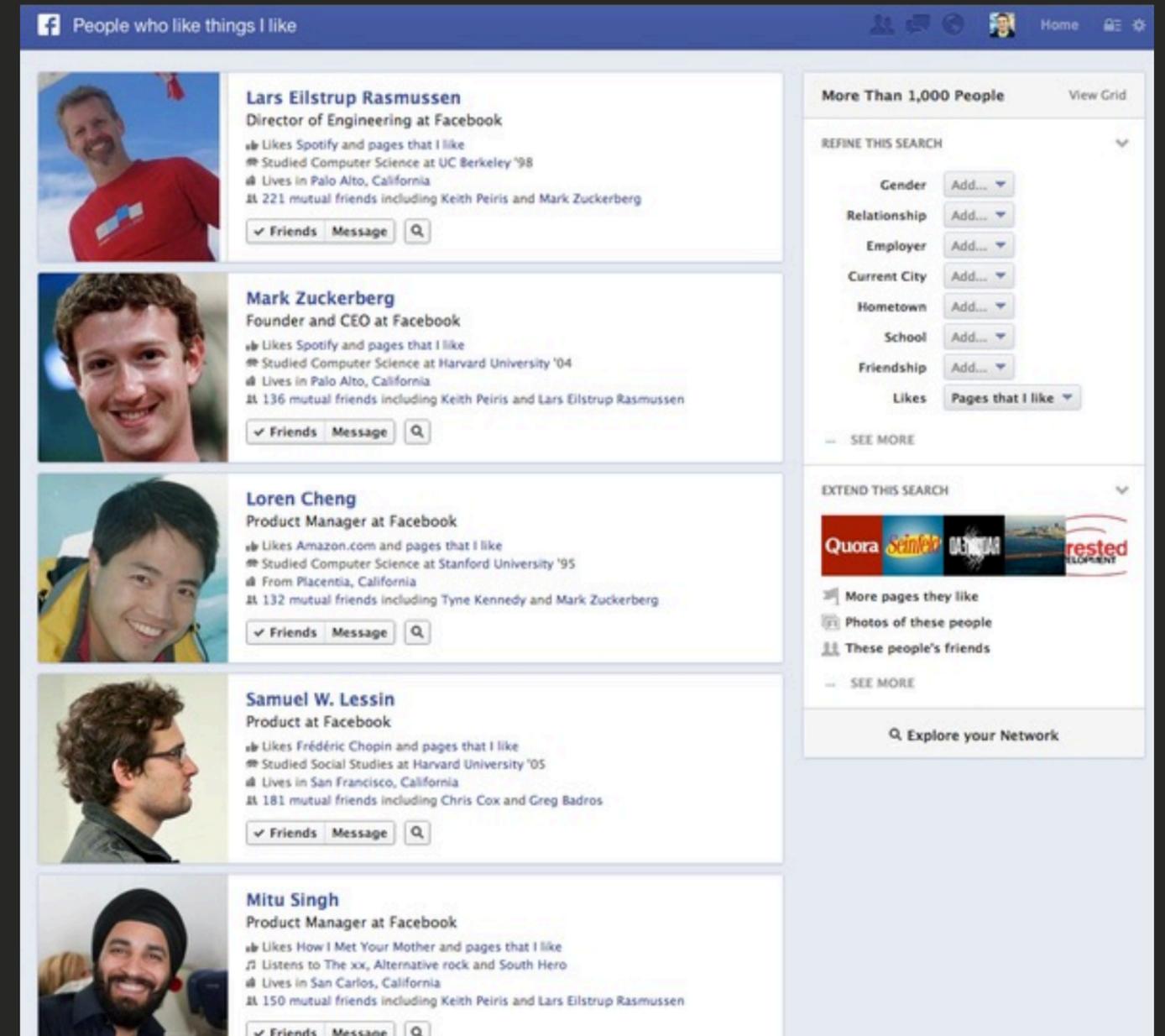
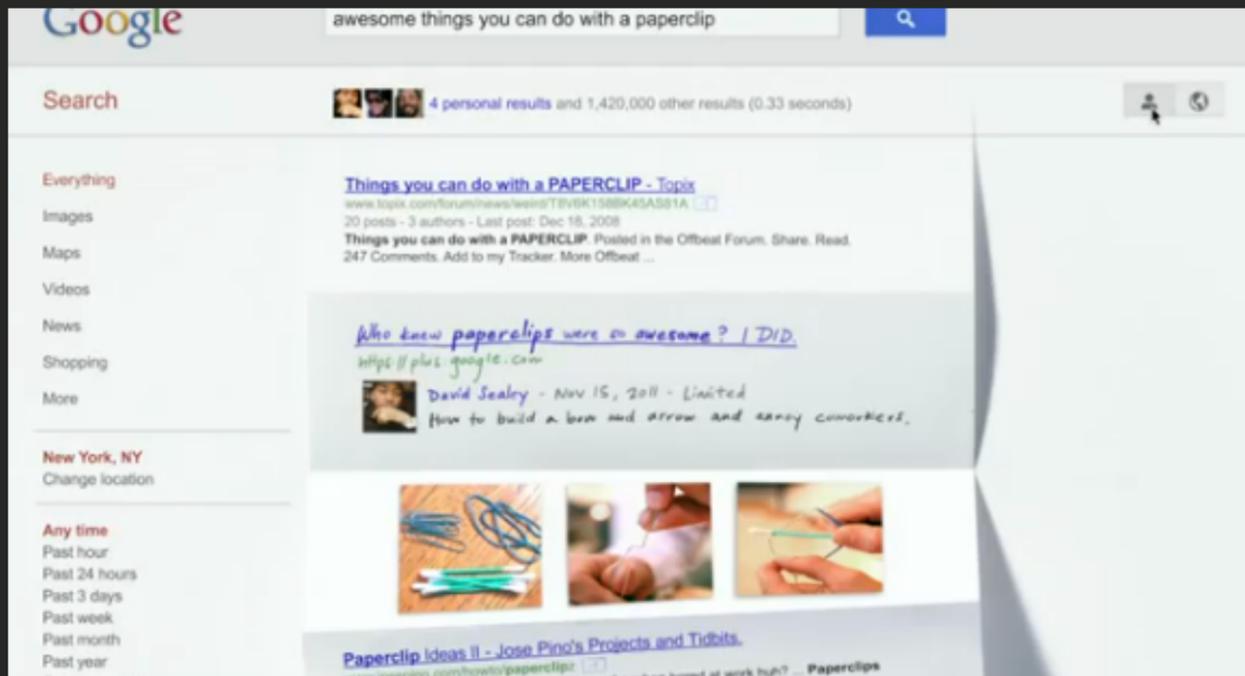
Social Considerations

The newer search consideration



Social Search

{ Combining keyword search with your social network }



Social Search

{ Combining keyword search with your social network }

- 1. Make sure your social media strategy is in sync with your SEO strategy**
- 2. Find and encourage/reward your social media influencers**
- 3. Keep your Facebook page and Google+ page up to date**

92% of consumers worldwide trust recommendations from friends and family more than any form of advertising. This is up from 74% in 2007.

(Source: Nielsen Research)





Audience Volunteer Audit



4JH Lodging Tax
Supported

4jacksonhole.org

