

# Successful Search Engine Optimization for Manufacturer's

## Build Traffic to Your Web site!

Search Engine Optimization (SEO) is the process of aligning a Web site to meet a search engine's indexing and ranking criterion. When used correctly, SEO can effectively drive traffic to a Web site and in turn, generate leads for your business.

According to the A.C. Nielsen Rating Service

# 95%

*of search engine users fail to look beyond the first page of results from a search engine inquiry*

In today's digital economy, there is perhaps no better way to generate leads than having your company's Web site optimized to have a high search engine ranking. Search engines are the preferred channel for sourcing and pre-evaluating products and services.

### You Will Learn:

- Keyword density, analysis and research
- The search engine process & how it works
- The basic structure of a successfully optimized Web site
- The role of good copywriting for visitors, users and search engines
- How to create an SEO strategy to meet your needs as a manufacturer
- Link-building
- What prevents search engines from indexing and ranking a Web site
- Finding an SEO provider
- The future of SEO, including social networking

  
eMarketing  
Learning Center  
@ eBizITPA  
Learn to compete in the digit@l economy



**CATALYST CONNECTION™**

*"At McInnes we used to use one dimensional marketing and depended solely on reps to generate leads and inquiries. Today, we attract 90% of our new customers via the internet. We believe in trying new approaches such as search engine optimization to generate new opportunities to quote new items."*

*- Kevin O'Connell,  
VP of Sales and Marketing at McInnes Rolled Rings*

### Date

April 29, 2010

### Time

8:30 am to 12:00 noon

### Location

Catalyst Connection,  
2000 Technology Dr.  
Pittsburgh, PA

**\$199** Sign up today ▼  
Per Person

For more information or to register, visit  
[www.emarketinglearningcenter.org](http://www.emarketinglearningcenter.org)  
or call 814-898-6500

