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SEO WORKSHOP

Help your customers find you - Search Engine Optimization (SEO)

WHO WE ARE?

- We are a full service digital agency who is formed by experienced marketers in the market.
- We are committed to bring the best practice digital marketing to clients.

Company Introduction

We founded in 2004, have been provide online marketing service to the market with the latest technology and best practice. We are formed by emerging talent in online marketing field. Our offering includes Online marketing strategy and consultancy, online media planning and buying (specialized in overseas buying), search engine marketing, search engine optimization training and consulting, website analytics service.

OUR PEOPLE



River Ho, Team Leader

River is the founder of the company. He is the chief strategist and key contact of this project.

Full service agency background, working across traditional and digital channel, River has over 10 year experience in leading team for the large scale online marketing campaigns. He endeavor in developing integrative strategies for international brands, brings unique insight to client and team, delivering high performance year after year. Other than agency background, River worked in various loyalty marketing companies like Surf Gold and Helloasia, to manage several loyalty programs in Asia.

Also River endeavors to moderate and educate team, partners and clients on search engine optimization and email marketing. He was invited to ad-tech 2006-2007 as speaker to contribute on the topic. He is currently assisting Youth Business Hong Kong to mentor young entrepreneurs to succeed in the market. In addition, he co-founded LeeDeeLive.com with partners in 2007 and currently receives over 12 million pageview per month from the network.

River holds a Bachelor of Art in Sociology from Fu Jen Catholic University back in 1995. River Ho's specialties are Integrative Approach Digital Marketing, SEO, SEM, Analytics. and Social Marketing.



Elmer W Cagape, Search Engine Marketing Director

Elmer is in role of handling all contextual experience in Google network and other search platform, database programming and tracking implementation.

He is a search marketing consultant based in Hong Kong, he has more than seven years experience in organic search, paid search, email marketing and web analytics. He has worked with companies such as HSBC, Sony, Shangri-La Hotels, New York Life, Northwest Airlines and Hong Kong Disneyland in promoting their online marketing campaigns.

He holds a degree of Computer Engineering at University of the Immaculate Conception in the Philippines. He also has skills in desktop programming and web development.

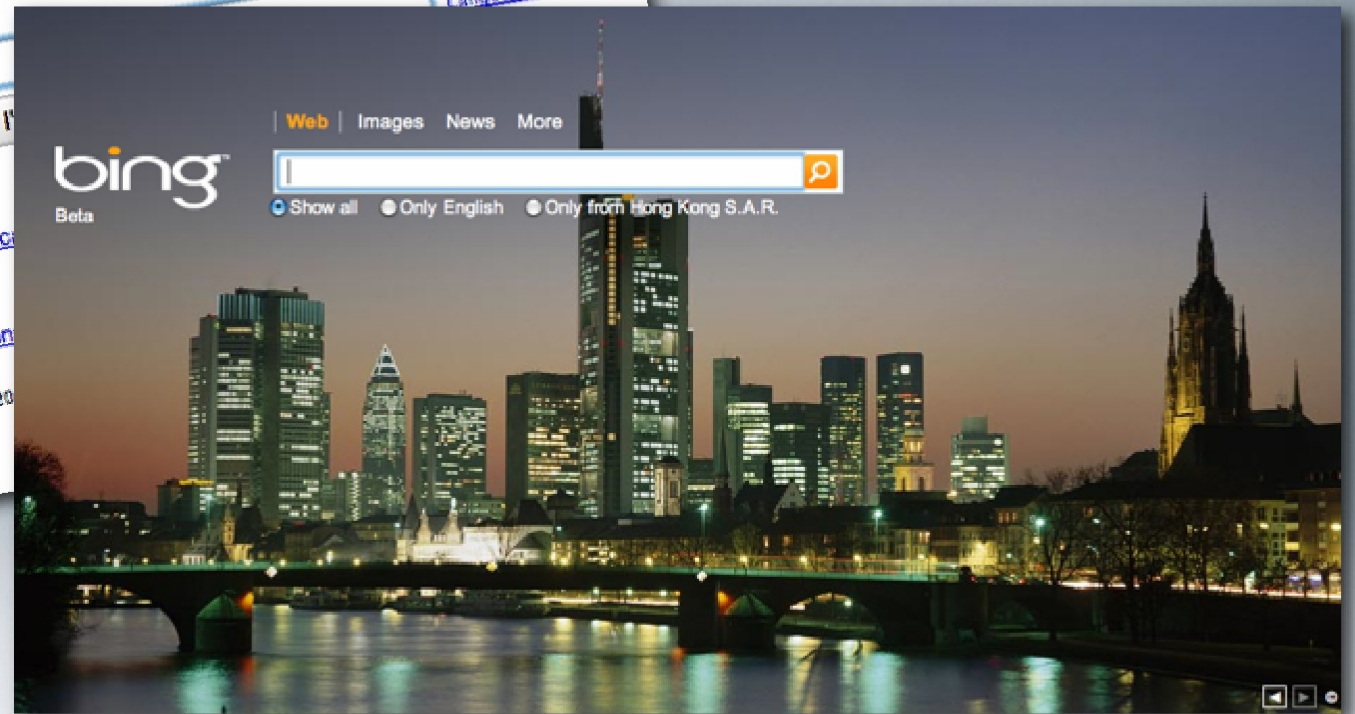


Jordy Li, Chief Designer

Jordy is in role of driving all design, animation and technical initiative in this project.

Jordy has eight years of digital marketing experience to produce website, animation, game production and many other new media tool.

He holds Bachelor of Science (Hons.) in Mathematics in Hong Kong Baptist University and a Diploma in Commercial Design of Hong Kong Chingying Institute of Visual Arts. He received Outstanding Design Award during that time.



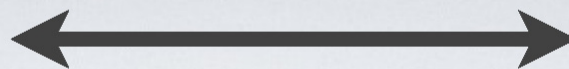
WHAT'S SEARCH ENGINE?

WHAT IS SEARCH ENGINE?



Keyword
關鍵字

Relevancy
相關度



WHAT'S SEO?

SEO = Search Engine Optimization

Keyword

Ranking

Traffic

Analytics

Relevancy

White-hat

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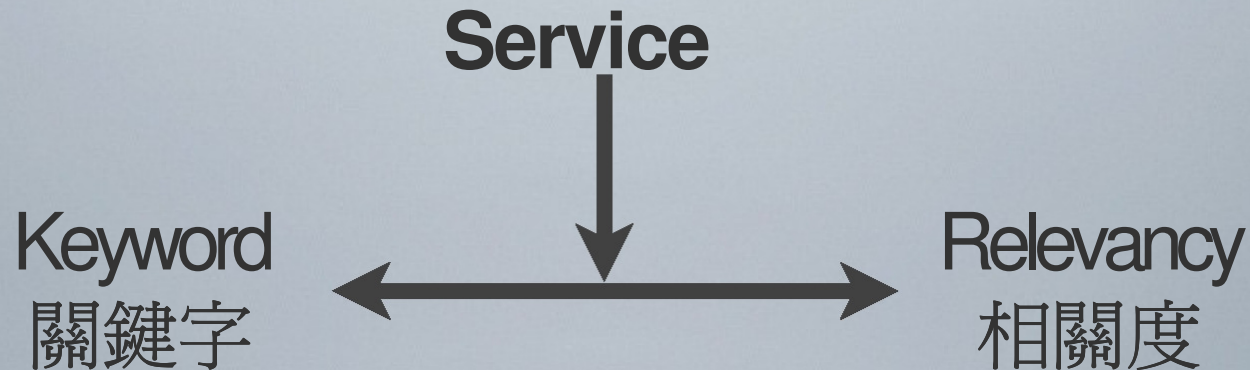
ROI

...

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol. It is positioned on a white background that is part of a tilted screenshot of a search engine interface.

[Advanced Search](#)
[Language Tools](#)

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Is the art and science of enhancing a web site's chances of getting ranked on top of search engine results pages once a relevant search is performed.

ART: You can optimize pages in many ways

SCIENCE: You need to apply best-practice SEO methods

WHAT'S SEM?

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Monday, 15 March 2010

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訂機票,折後再減20元!還送航空保險 易途航空24小時熱線:0755-83696177

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網上預訂特惠機票

提供到世界各地特惠機票 即時得知多間航空公司機票與座位狀態

www.hkcatch.com/flight-booking

IS SEO A FREE LUNCH?

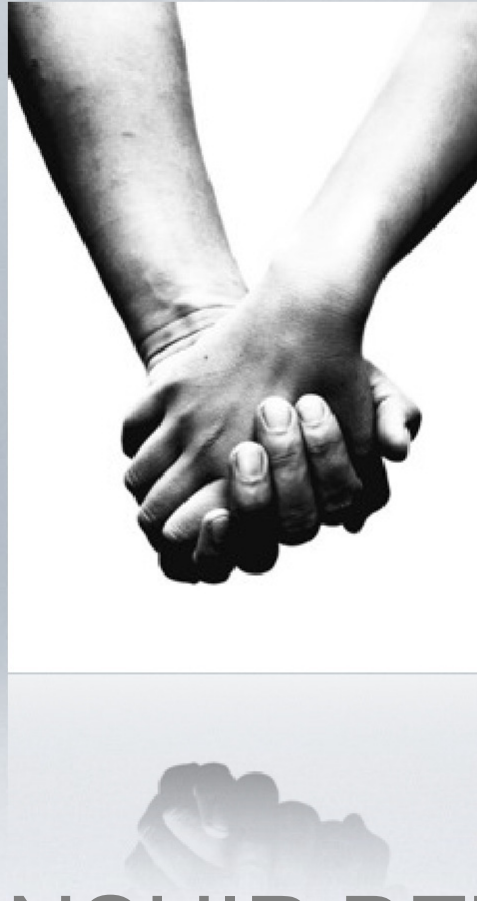
Yes

Click
Ranking

and

No

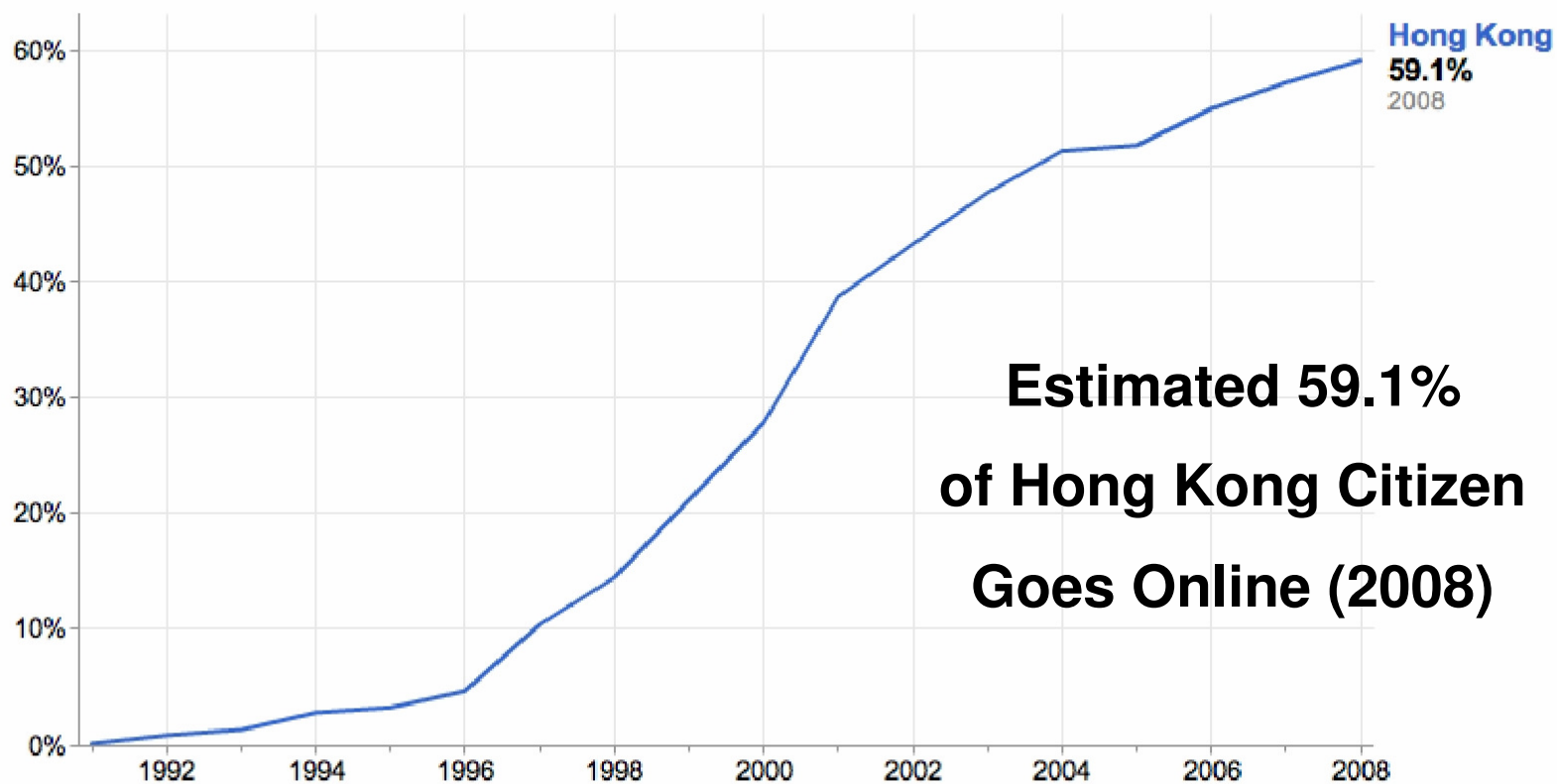
Pay for
Human Resources
(Expertise)



RELATIONSHIP BETWEEN YOU AND SEARCH ENGINES

Internet users as percentage of population

People with access to the Internet per 100 inhabitants. [More info »](#)



**Estimated 59.1%
of Hong Kong Citizen
Goes Online (2008)**

Data source: [World Bank, World Development Indicators](#) - Last updated March 2, 2010

Data source: [World Bank, World Development Indicators](#) - Last updated March 2, 2010

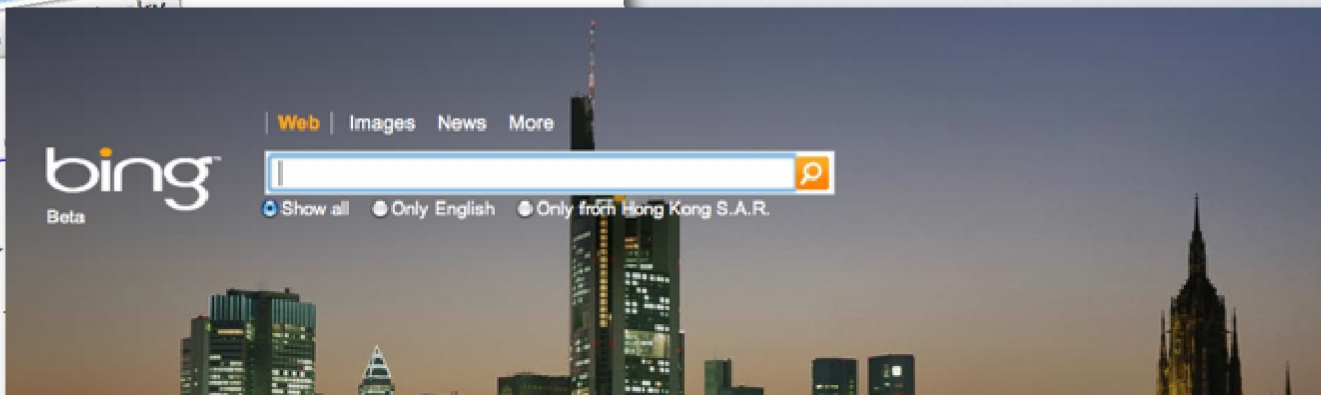
0% 1995 1997 1999 2001 2003 2005 2007 2008

**An average Hong Kong
Internet user spends
More than 25 hours
Online per month,
Making it one of the most
engaged Internet market
globally**



FACTS

**Over 80% of Internet Users
Utilize some Search Engine
to start surfing on Internet**

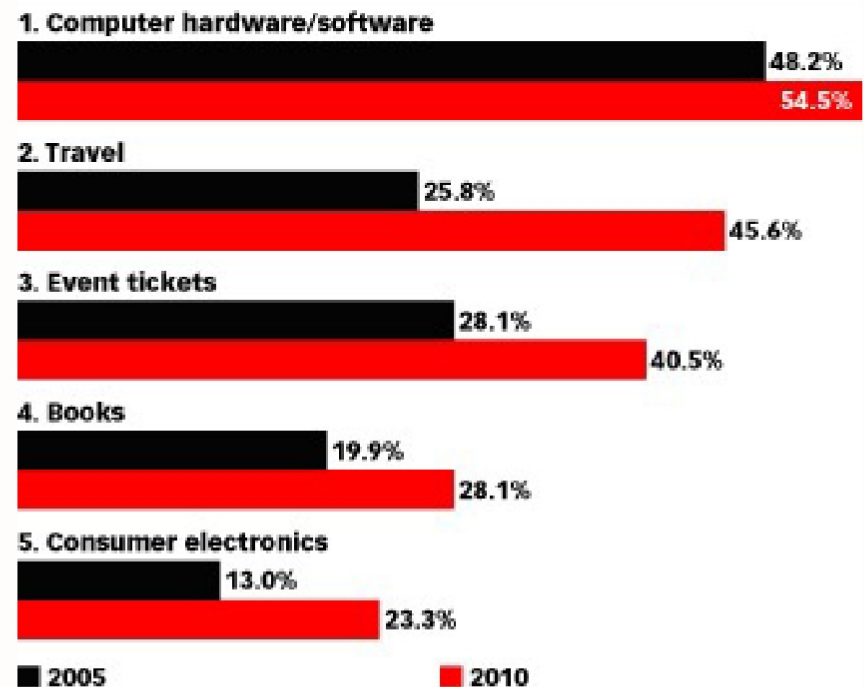


FACTS

**Estimated 45.6%
Of Total Travel
Sales Thru Online**

**eMarketer: \$146 Billion
in Online Travel Sales by 2010**

Top Five B2C E-Commerce Categories in the US, 2005 & 2010 (% of total category sales)



Source: Forrester Research, March 2006; eMarketer calculations, May 2006

073102

www.eMarketer.com

FACTS

**Chinese market to
\$15.4 billion in 2011**

Almost 40% of Apac Market

Key Metrics for Online Leisure/Unmanaged Business Travel Bookings in China, India and the Asia-Pacific* Region, 2006 & 2011

	Bookings (billions)	CAGR** 2006-2011	2006 share of Asia-Pacific total	2011 share of Asia-Pacific total
China	\$1.5	59.9%	10.7%	36.9%
India	\$0.6	45.6%	4.4%	9.4%
Asia-Pacific*	\$13.8	24.8%	100%	100%

Note: includes all online travel bookings, whether paid for online or offline;

**Australia, China, India, Japan, New Zealand, South Korea;*

***CAGR=compound annual growth rate;*

Source: eMarketer, September 2007

087337

www.eMarketer.com

FACTS

45% of Chinese Travelers planed to visit Hong Kong

Country	% Identifying As Planned Destination
Hong Kong	45%
Macau	31%
Taiwan	27%
Japan	19%
France	19%
Singapore	18%
Australia	16%
USA	16%
UK	15%
South Korea	13%
Germany	13%

Source: Nielsen China Outbound Travel Monitor

Source: Nielsen China Outbound Travel Monitor

Germany 13%

South Korea 13%

FACTS

**Yahoo! HK is top in
"Travel – Destination and
Accommodation"**

**22.43% Clickstream
from SE**

while just 3.88% from email

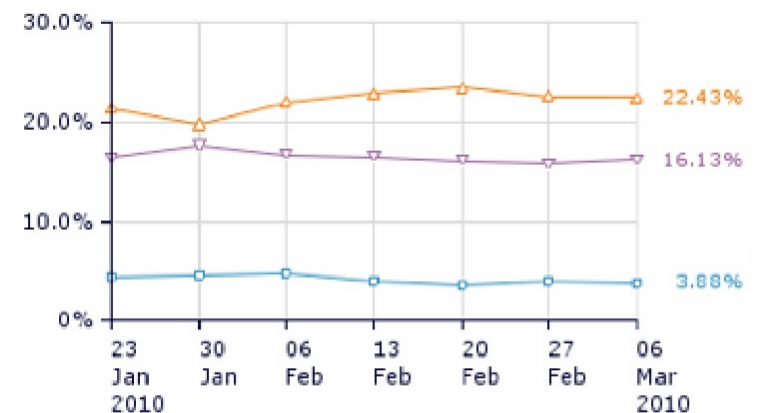
Monday, 15 March 2010

Top Websites

The following report shows **websites** for the industry 'Travel - Destinations and Accommodation', ranked by **Visits** for the week ending **06/03/2010**.

Rank	Website	Visits
1.	Yahoo! Travel Hong Kong	10.08%
2.	Hong Kong Disneyland	6.52%
3.	TripAdvisor	4.58%
4.	InterContinental Hotels Group	3.37%
5.	Thailandfans.com	3.16%
6.	Agoda Hong Kong	2.30%
7.	Discover Hong Kong (Hong Kong Tourism ...	1.98%
8.	Booking.com	1.84%
9.	HotelHK.com	1.83%
10.	TravelBuoy	1.75%

Upstream Clickstream Chart



—□— Computers and Internet - Email Services
—△— Computers and Internet - Search Engines
—▽— Computers and Internet - Social Networking and Forums

Weekly upstream % of 'Travel - Destinations and Accommodation', based on Hong Kong usage.

Created: 10/03/2010. © Copyright 1998-2010 Hitwise Pty. Ltd. Source:

air ticket

搜尋

YAHOO! 搜尋
雅虎香港

香港網頁優先 中文網頁 全球網頁

air ticket 搜尋結果約328,000,000個, 以下為1 - 10個 - 0.25 秒

Flight Centre

Cheap flights and travel
www.flightcentre.com.hk

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全線路機票2-7折, 報價真實有效, 3分鐘出票, 保您無憂出行!
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特價機票從香港直飛奧克蘭或倫敦, 請即網上訂票!
www.airnewzealand.hk

國泰航空 澳洲繽紛優惠

網上訂購機票前往六大城市, 即可獲享精選優惠, 請即預訂!
www.cathaypacific.com/hk

機票互聯網 Air Ticket Web www.ticket.com.hk

提供機票資料及網上預訂. ... 機票價錢數目: 29149 個, 瀏覽人次: 6359188. 更新日期及時間: 06-Mar-10 17:52 ... 機票 (Air Ticket): www.ticket.hk. 酒店 (Hotel): www.hotel.hk ...
www.ticket.com.hk - 391k - [網頁紀錄](#) - [更多此站結果](#)

Hotwire: Discount Flights

www.hotwire.com/air/index.jsp - [更多此站結果](#)

Lowestfare.com

www.lowestfare.com - [更多此站結果](#)

贊助網站

贊助網站

時尚歐亞遊

提供機票酒店預訂服務, 價格便宜, 歡迎網上訂購。
www.europe-travels.net

美國運通國泰航空信用卡

申請尊享旅遊意外保障, 保障額高達 HK\$3,500,000, 令您旅程倍感安心。
www.flyfaster.com.hk

Lufthansa

Avail good bargain to Europe & beyond.
www.lufthansa.com

Go Nagoya \$1550

Nagoya air ticket HK\$1550 till Apr.
www.priceline.com.hk/nagoya-air-ticket

保誠「關愛家人三重賞」

投保指定計劃可豁免1個月保費及海洋公園門票, 參加抽獎再贏豐田Wish 七人車。
www.prudential.com.hk

CASE:TICKET.HK

Keyword ideas

+ Add keywords Download

About this data ?

Sorted by Relevance Views

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/> air tickets		1,000,000	4,400	
<input type="checkbox"/> cheap air ticket		165,000	880	
<input type="checkbox"/> airline ticket		1,000,000	1,900	
<input type="checkbox"/> discount air ticket		22,200	110	
<input type="checkbox"/> cheapest air ticket		22,200	210	
<input type="checkbox"/> domestic air ticket		9,900	58	
<input type="checkbox"/> air ticket fare		33,100	46	
<input type="checkbox"/> air ticket booking		74,000	720	
<input type="checkbox"/> air flight ticket		27,100	36	
<input type="checkbox"/> air ticket reservation		5,400	22	
<input type="checkbox"/> europe air ticket		4,400	58	
<input type="checkbox"/> last minute air ticket		4,400	28	
<input type="checkbox"/> air ticket		5,400	9,900	

Each month, there're
9,900 search queries
 to "air tickets"

HOW SEO BRINGS BUSINESS TO YOU?

Google Search [Advanced Search](#)

Search the Web Search Chinese (Traditional) pages

Web Hide options Results 1 - 10 of about 91,500 Chinese (Traditional) pages for air ticket. (0.15 sec)

> All results
[Images](#)
[Videos](#)
[News](#)
[Blogs](#)
[Updates](#)
[Books](#)
[Discussions](#)

> Any time
[Latest](#)
[Past 24 hours](#)
[Past week](#)
[Past year](#)
[Specific date range](#)

> All results
[Social](#)
[Nearby](#)

> All results
[Visited pages](#)
[Not yet visited](#)

> Standard view
[Related searches](#)

Zuji Air Tickets Online Sponsored Link
Zuji.com.hk/airtickets Save on discount flights & airfare packages with Zuji, the travel guru

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機票互聯網提供由香港至世界各地的機票價錢及預訂服務，省錢省時間 Air Ticket Web provides rates of air ticket from Hong Kong
www.ticket.com.hk/ - [Cached](#)

機票互聯網 Air Ticket Web
... Air New Zealand 紐西蘭航空
www.ticket.hk. 機票互聯網.
www.ticket.com.hk/search2

Show more results from v

一心旅遊 Instant Travel Service
- [[Translate this page](#)]
提供各類旅遊產品與服務。 [旅行社代辦]
www.airticket.com.hk/ - [Cached](#) -

香港月曆 ☆ - [[Translate this page](#)]
Gregorian Solar Calendar and Chinese Lunar Calendar
www.airticket.com.hk/Calendar

Show more results from v

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Fax: 2391 6666
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牌照號碼: 351306 IATA MEMBER 國際認可出機票會員

公司主頁 網站首頁 機票常識 全港航空公司 航班查詢 簽證 加入會員 加入最愛 人才招聘 付款

香港酒店網 www.hotel.hk

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詳細機票搜尋 www.機票.hk www.ticket.com.hk

熱門城市機票價錢!! fare.hk airline.hk airlines.hk

曼谷·布吉島·蘇梅·台北·台中·高雄·東京·大阪·札幌·沖繩·新加坡·馬尼拉·宿霧·吉隆坡·沙巴·首爾·上海·北京·三亞·耶加達·泗水·峇里島·河內·胡志明市·吳哥窟·金邊·馬爾代夫·毛里求斯·關島·溫哥華·多倫多·三藩市·洛杉磯·紐約·倫敦·巴黎·悉尼·墨爾本·布里斯本·奧克蘭

出發城市 Departure City **HONG KONG 香港**

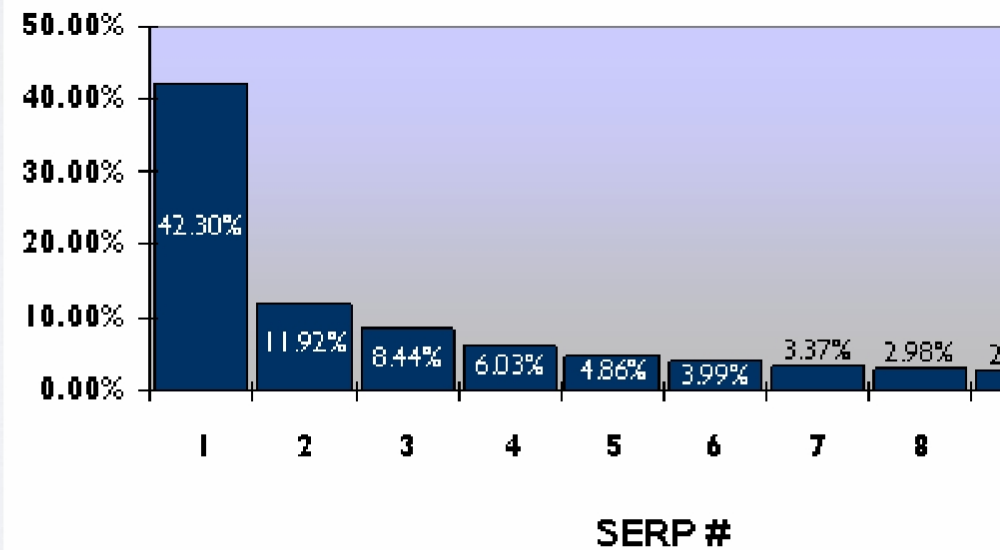
目的地國家 Destination Country -- Please Select a Country 請選擇國家 --

**42.3% of Click Through
to Top Position**

**Est. received 4,187 clicks
per month from Google only**

Monday, 15 March 2010

**% Share of Clickthroughs
(Top 10 SERPs)**





SEO BASIC

Monday, 15 March 2010

SEO SERVICE BASIC

On-site

Off-site

Technical

Content

Site Indexing

Link Building

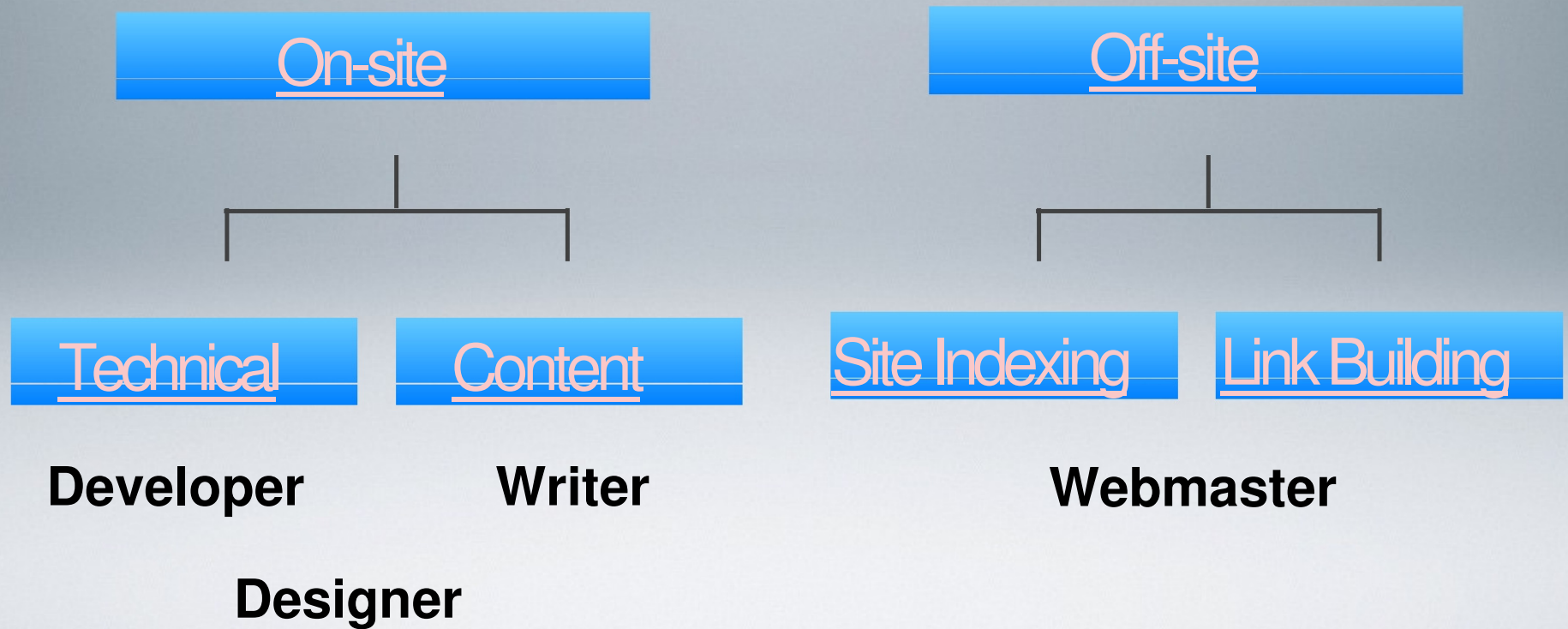
Domain
Meta Tag
HTML
Script
...

Keyword
Article
Link text
...

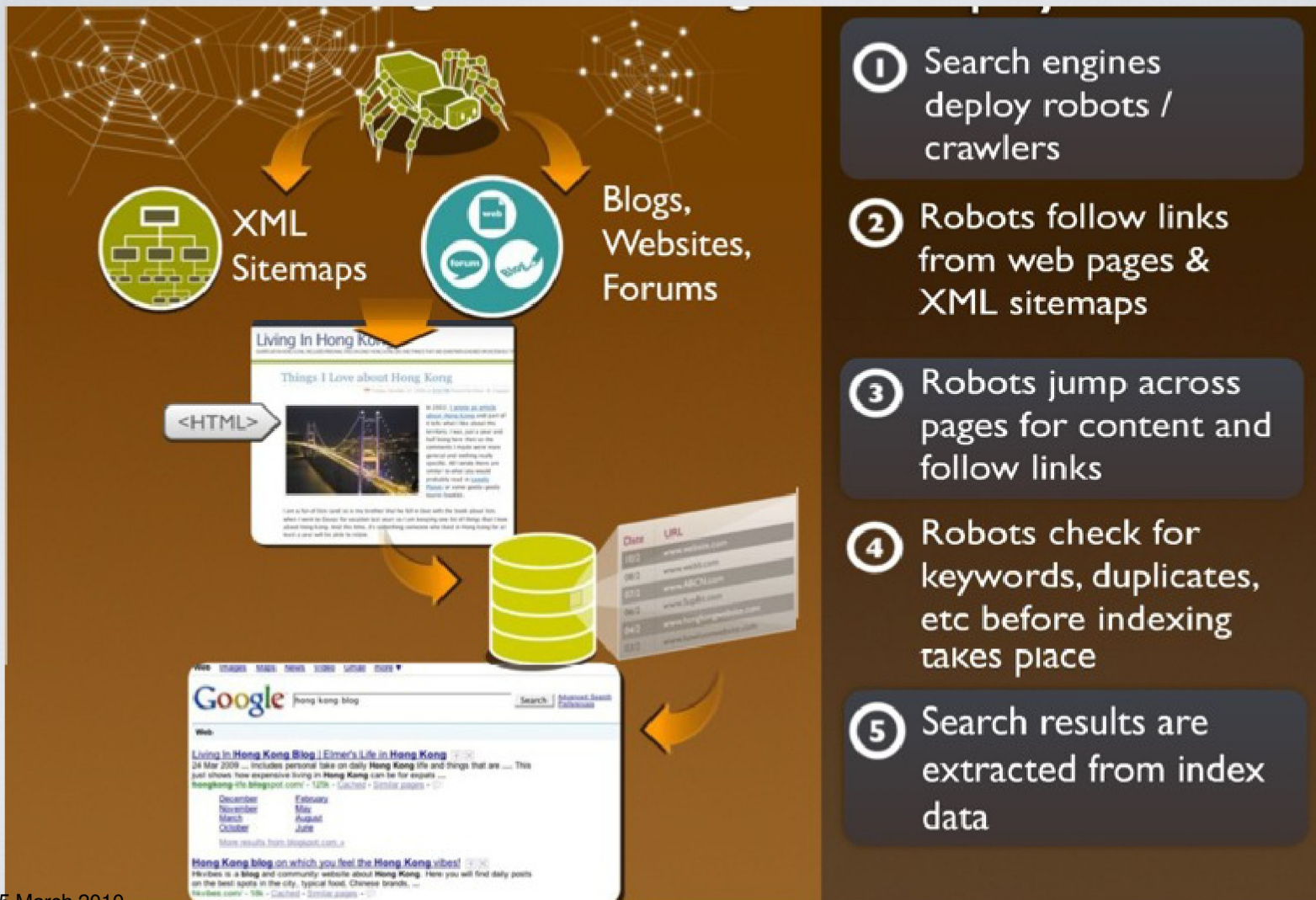
Site Submission
Webmaster Tools
...

Backlink ...

ROLES DEFINITION



HOW SEARCH ENGINES WORK



Search engines love

Unique Content
Inbound Links
Website Credibility

SEO PROCESS

1. Business Research
2. Design Review / Website Audit
3. Keyword Research
4. Benchmark Measurement
5. SEO Recommendations
6. SEO Implementation

SEO FOR DESIGNERS



SEO FOR DESIGNERS

The image shows a screenshot of the iKit website. At the top left is the iKit logo. At the top right is the text "Essential Kit". Below the logo is a navigation bar with links: "iPhone 3G", "iPod nano 4G", "iPod touch 2G", "Mac", "More", and "All Products". To the right of the navigation bar are links for "Register", "Login", and "Cart" with a shopping cart icon.

The main banner features two iPod Touch devices, one in a white case and one in a black case, set against a background of a diamond-patterned checkered board with some splatters. To the right of the devices, the text reads: "Checkmate! Black & White Leather Comfort Cases iPod Touch".

At the bottom of the page, there are three promotional banners:

- iStyle:** A banner for "iExec The iStyle Family" showing four different iPhone models.
- iSport:** A banner for "Watersport Kit, Coming Soon!" with a colorful, abstract graphic of water and a person.
- Gift:** A banner for "Baseball Cap Lucky Draw!" featuring a "Free" tag and two black baseball caps with the iKit logo.

TAKE-AWAYS FOR WEB DESIGNERS

- Use Flash only as part of web pages
- Use text navigation instead of graphic
- When using image, remind content developer to add alternate text later
- Use *AJAX* with caution
- Avoid using framesets
- Optimize code by using `<div>` instead of `<table>`

WHY SEO IS IMPORTANT FOR WEB DEVELOPERS?

Google™

Y!
YAHOO!

bing™



1. Sufficient internal links

2. Remove barriers

3. Allow access to pages



IF SEARCH ENGINES
CANNOT CRAWL AND INDEX YOUR
WEB PAGES, THESE PAGES WILL
NEVER
SHOW UP IN SEARCH
RESULTS

MARKETING TRACK

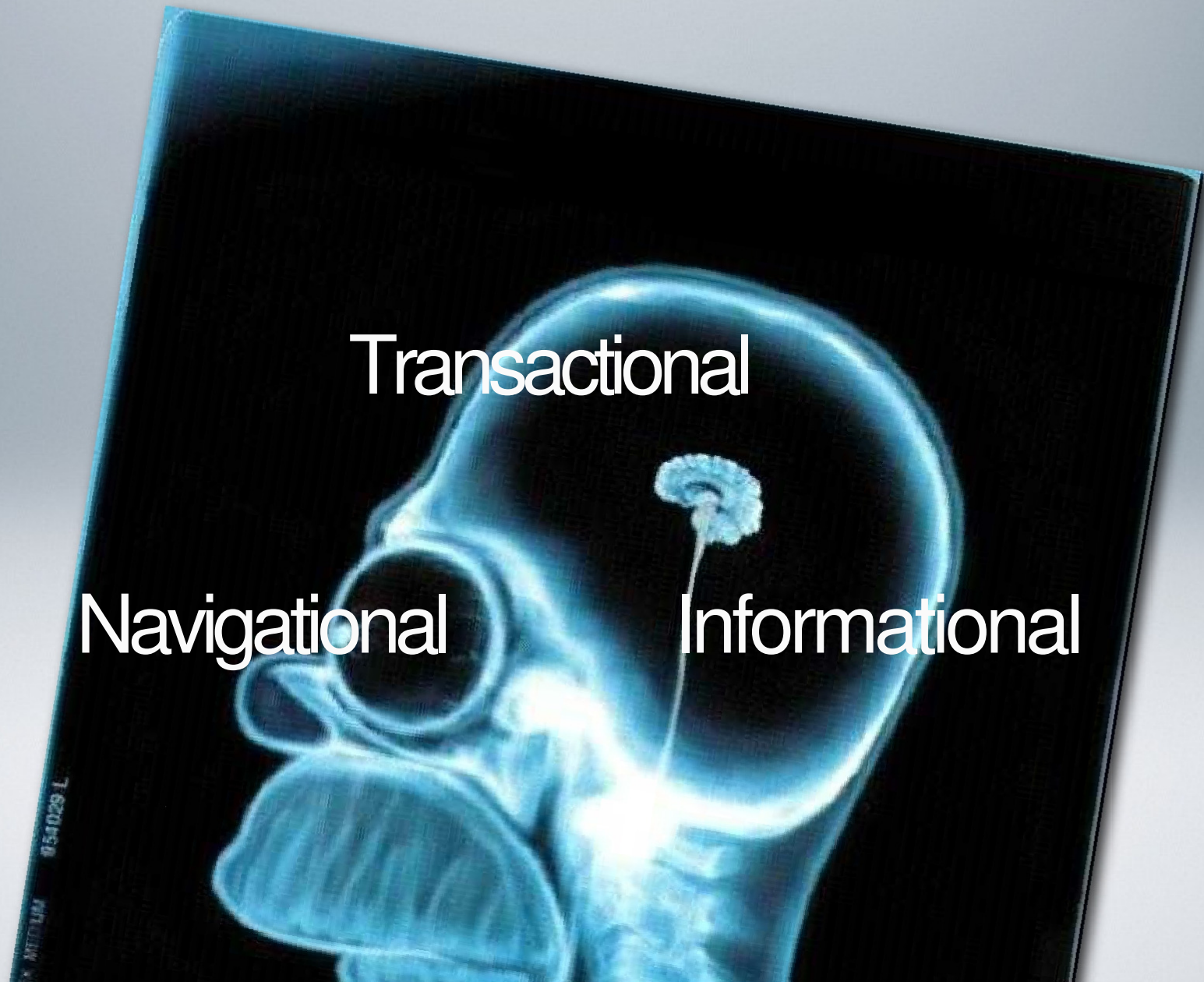


Monday, 15 March 2010

SESSION COVERAGE - DIGITAL MARKETING

- Marketing Means to SEO
- How to Manage Website in Modern Way
 - Tools Introduction
 - How to read reports

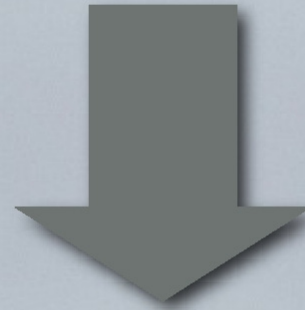
READ THEIR MIND ...



Monday, 15 March 2010

FEED THE RIGHT CONTENT (RELEVANCY)

People Search

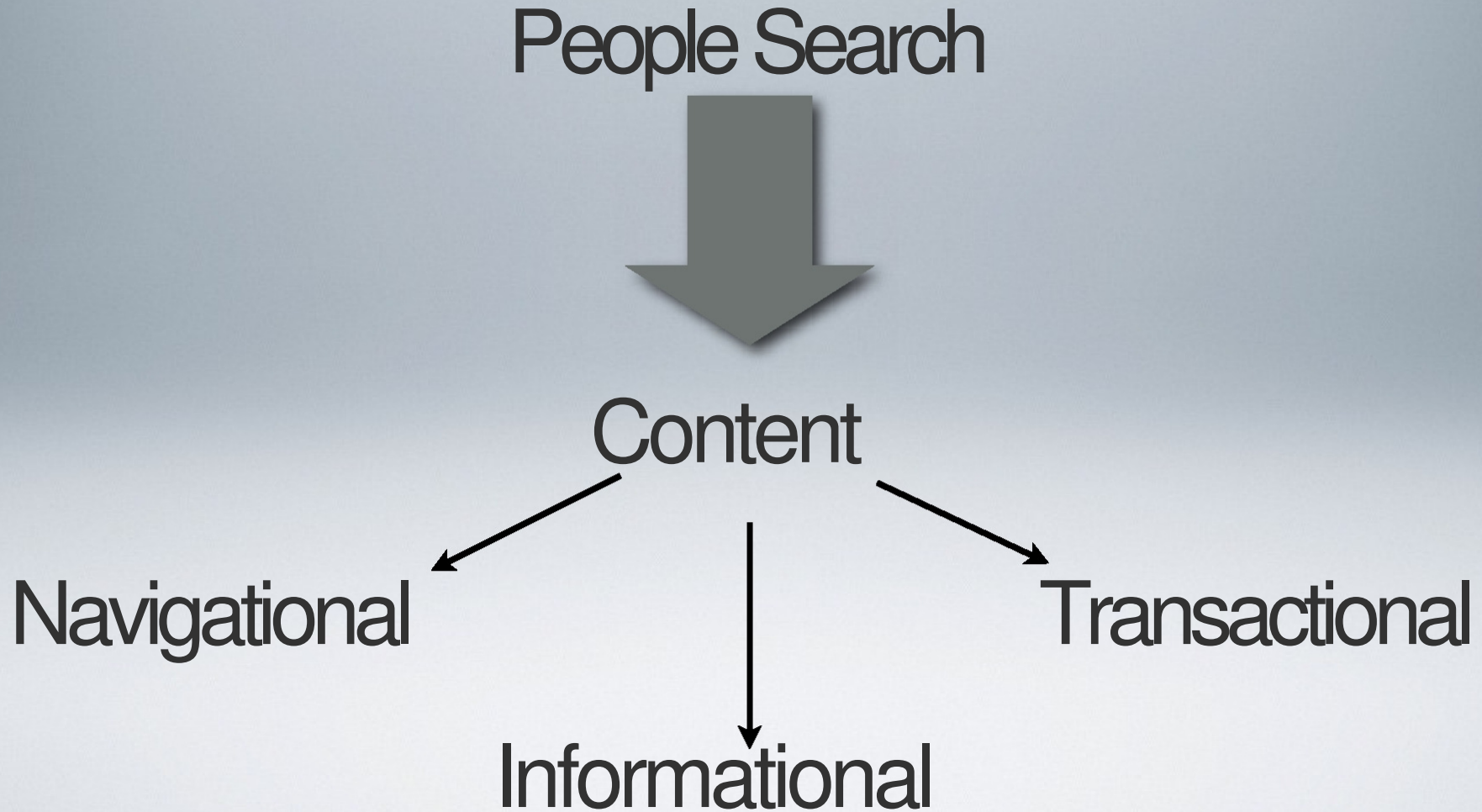


Content

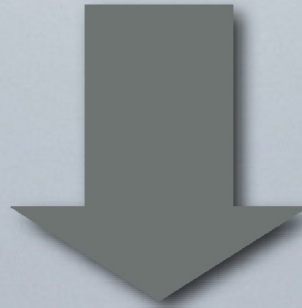
Navigational

Transactional

Informational



Why Do People Search? What Are they Search For?



Intent

Navigational

Your company
Your Open Hour
Your address

...

Informational

Online tickets
Online Booking Hong Kong
Online travel agents

Transactional

Book Hong Kong to Bangkok
Bangkok package
Singapore ticket promotion

...

HOW TO MANAGE WEBSITE

- Check the pulse of Analytics to measure the performance of your keyword
- Check against Webmaster Tool to dig more facts to support our judgment

FOR MORE, WRITE A TITLE THAT CAN CONVERT CUSTOMERS

Where are
you?

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google

hong kong travel agents

Search

Advanced

Web [+ Show options...](#)

Results 1 - 10 of 10 for hong kong travel agents. (0.39 s)

Cathay Pacific Holidays

www.cxholidays.com 3D2N in Taipei \$1,969up. Choice of top hotels and hot spring packages.

Sponsored Links

Flight Centre

www.flightcentre.com.hk Cheap flights and travel Backed by our low price promise

Sponsored Links

Hong Kong Flights - Save

Great Deals On Flights & Packages -
Book Now & Save. Be Quick!

www.zuji.com.hk/flights

Hong Kong Travel

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Airfare Rates Just Dropped!

www.LowFares.com/Cheap-Flights

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Cheap Airfare, Online Flight Booking
Dep from China, Hong Kong and Macau

www.air-hongkong.com

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www.visa-asia.com/hongkong

[See your ad here »](#)

Local business results for travel agents near New Territories, Hong Kong



A [世紀假日國旅](#)
www.cjnet.com.cn - 0755-82139559 - [More](#)

B [鵬運國際旅行社](#)
www.17sz.net - 0755-88850752 - [More](#)

C [深圳市中國旅行社有限公司](#)
www.sz-cts.com - 400-7796998 - [More](#)

D [深圳市鵬運國際旅行社](#)
www.sz7991.com - 0755-25192516 - [More](#)

E [深圳市海外國際旅行社](#)
www.0755166.com - 0755-82237553 - [More](#)

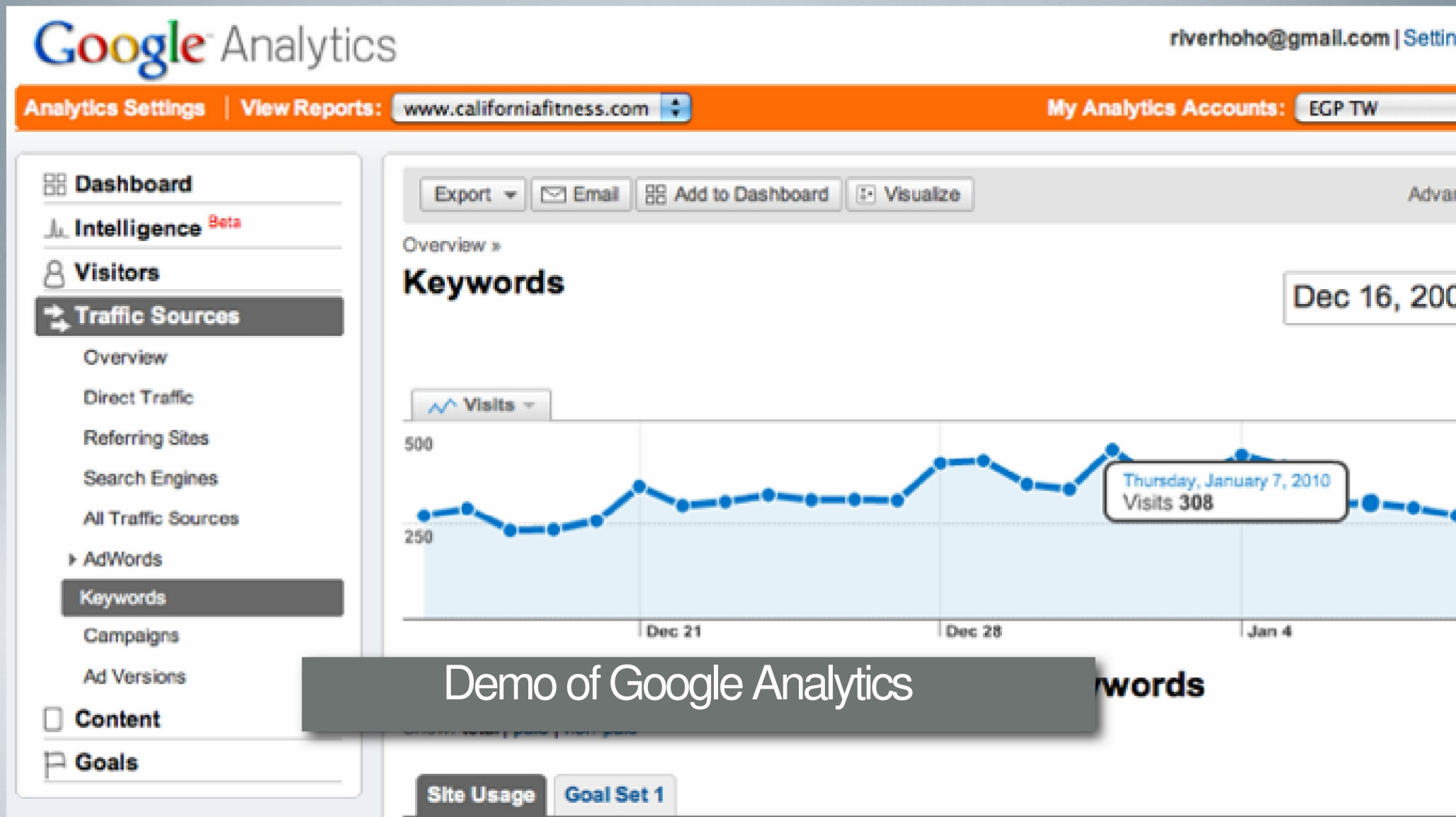
F [澳門一日遊, 澳門一天遊特價優惠!](#)
www.pengyun.net - 0755-88800886 - [More](#)

G [香港特價國際機票預定國際特價機票國際飛機票價格查詢](#)
www.huanqiujiptiao.com - 0755-82513887 - [More](#)

[More results near New Territories, Hong Kong »](#)

Any
special
offer?

IMPORTANCE OF ANALYTICS



YOU NEED TO KNOW ABOUT GOOGLE ANALYTICS

- How to Access the Report
- Get to know the traffic source
- How do you look into the search traffic
- Get more clues on performance of keyword
- Set your own conversion goal
- And more...

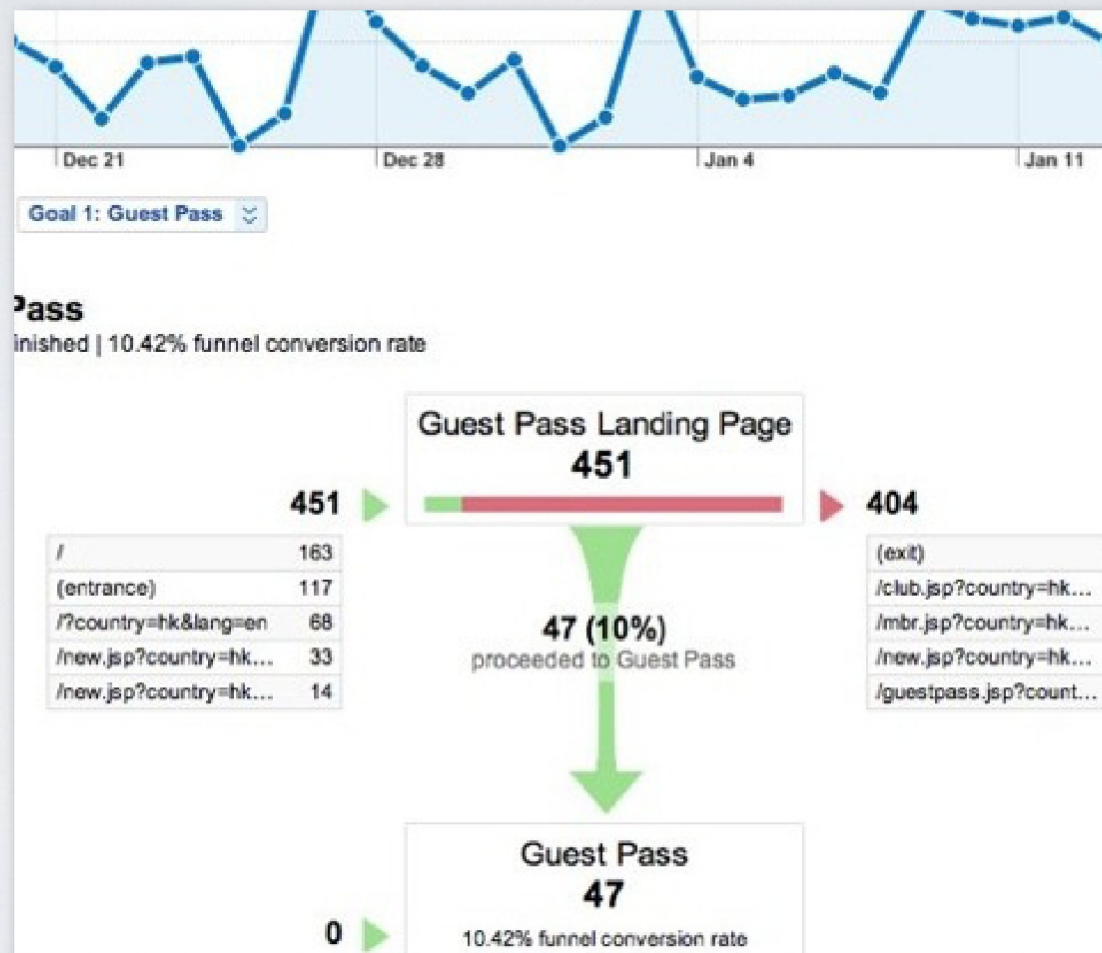
KNOW YOUR TRAFFIC SOURCE



HOW YOUR KEYWORD PERFORMED



PROPER GOAL FUNNEL SETTING



Monday, 15 March 2010

IMPORTANCE OF WEBMASTER TOOL

Google webmaster tools

www.leedeemodel.com

Dashboard

- [Site configuration](#)
- [Your site on the web](#)
- [Diagnostics](#)
- [Labs](#)

Help with:

- [Top search queries](#)
- [Crawl errors](#)
- [Site reconsideration](#)
- [Sitemaps](#)
- [Links to your site](#)

Dashboard

Pages from your site are included in Google's index.

Top search queries

#	Query	Position
1	顏卓靈	7
2	練菽伽	3
3	elly vietnam	14
4	程家蔚	3
5	cherry ngan	8
6	memi	16
7	louise wong	6
8	鑾膠花園	6

Crawl errors

- [HTTP](#)
- [In Sitemaps](#)
- [Not followed](#)
- [Not found](#)
- [Restricted by robots.txt](#)
- [Timed out](#)
- [Unreachable](#)

Demo of Webmaster Tool

Updated Jan 14, 2010

Keywords



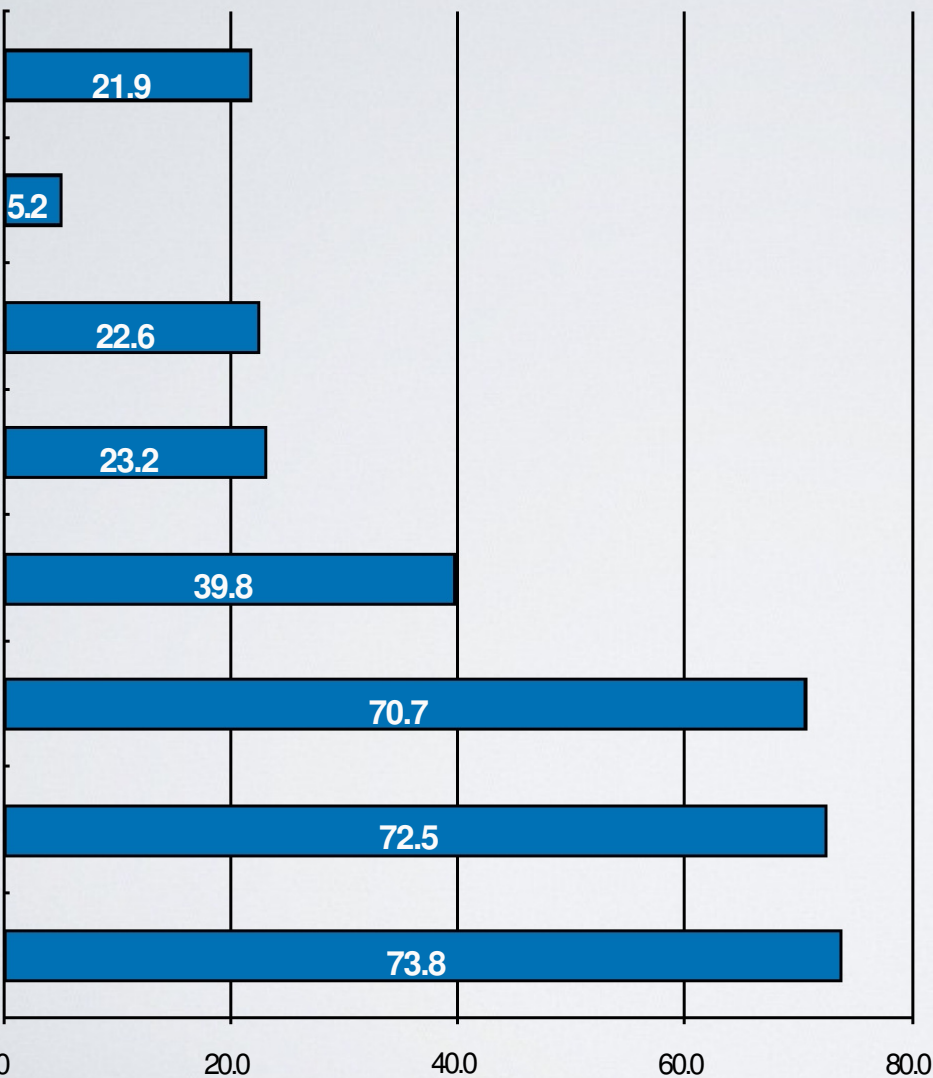
CHINESE SEO

Monday, 15 March 2010

SESSION COVERAGE - CHINESE SEO

- Search Engine Market Update
- Read Through the Result Page
 - Baidu Way of Natural Search Result
- How to Optimize Chinese Keywords

RELATIVELY LOW ONLINE PENETRATION WHEN %



- Online Penetration based on country population
- Penetration in China relatively low because population base is so large
- Compared with 2007, online penetration increased from 12.3% to 22.6%

Source : CNNIC Jan 2009



LEADING WEBSITES - MADE IN CHINA

Social Network



User Generated Content
BBS / Online Video



Online Shopping



E-Mailing / Instant Messenger



Online Game



Targeting AD



Search Engine



Display



MARKET SHARE

Baidu is dominating the search engine market in China

Google.cn rumored to cease the China operation. This may lead to enhance the leadership of market of Baidu in next couple years

	京沪穗深	东部沿海 城市 (11个)	中部省会 城市 (6个)	西部中心 城市 (3个)	总体
百度	64.5%	72.4%	72.5%	71.0%	69.9%
谷歌/Google	25.4%	18.4%	18.1%	17.0%	19.8%
搜狗	2.9%	2.9%	3.6%	5.8%	3.5%
搜搜	3.2%	3.3%	3.0%	2.8%	3.3%
其他	4.1%	3.0%	2.7%	3.4%	3.5%
合计	100.0%	100.0%	100.0%	100.0%	100.0%

MIX-UP WORLD IN SEO/SEM



新闻 网页 贴吧 知道 MP3 图片 视频

机票

百度一下

设置 | 高级搜索

把百度设为首页

百度一下，找到相关网页约94,000,000篇，用时0.001秒

[机票查询预订.ctrip携程旅行网](#)

携程旅行网**机票**预订已覆盖国内外各大航空公司的航线和航班,实现国内52个城市市内免费送票,实现异地**机票**,本地预订,异地取送.业务量连续两年保持3位数的增长率,成为中国领先的**机票**预订服务中心.

[www.ctrip.com](#) 1K 2010-01 - 推广

[机票,2折优惠](#)

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[Qunar.com](#) 1K 2010-01 - 推广

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机票首选深圳最好的航空服务公司——飞鹤航空,网上支付更优惠,电话预订市内免费送票上门刷卡**机票**抢购电话:89886666,四个八,四个六,特价**机票**天天有

[www.feihe168.com](#) 1K 2010-01 - 推广

[机票,机票查询,特价机票,打折机票,航班查询-去哪儿旅游搜索引擎Qu..](#)

去哪儿(Qunar.com)提供**机票**,特价**机票**,打折**机票**的购买全攻略,99元春秋航空特惠折扣**机票**,百元南航、海航惊喜特价**机票**任您挑选,国航、深航1折特价**机票**和折扣**机票**一网打...

[www.qunar.com/](#) 67K 2010-1-13 - 百度快照

[飞机票,机票,特价机票,打折机票,机票查询,机票预定,酷讯旅游搜索...](#)

机票(jipiao),特价**机票**,打折**机票**是人们选择**机票**出行首选方式,酷讯**机票**查询提供特价**机票**,**机票**,**机票**预订,飞机票预定,打折**机票**,特价**飞机票**,航班查询信息,**机票**查询,**机票**预订...

[jipiao.kuxun.cn/](#) 28K 2010-1-15 - 百度快照

[携程旅行网:酒店预订,机票预订,旅游度假,商旅管理](#)

携程旅行网是中国领先的在线旅行服务公司,向超过1400万会员提供集酒店预订、**机票**预订、度假预订、商旅管理、特惠商户及旅游资讯在内的全方位旅行服务。

[机票 预订节省80%](#)

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[www.fntravel.com](#)

[订机票出国旅游?快来新西兰](#)

您一生最精彩的旅行就在100%纯净新西兰

上新西兰旅游局官网,新西兰盛情以待.

[www.newzealand.com/](#)

[Benikia 韩国酒店预订网](#)

韩国旅游发展局开创的连锁酒店计划,
一站式预订全韩国特价酒店,请即查询!

[www.benikea.cn](#)

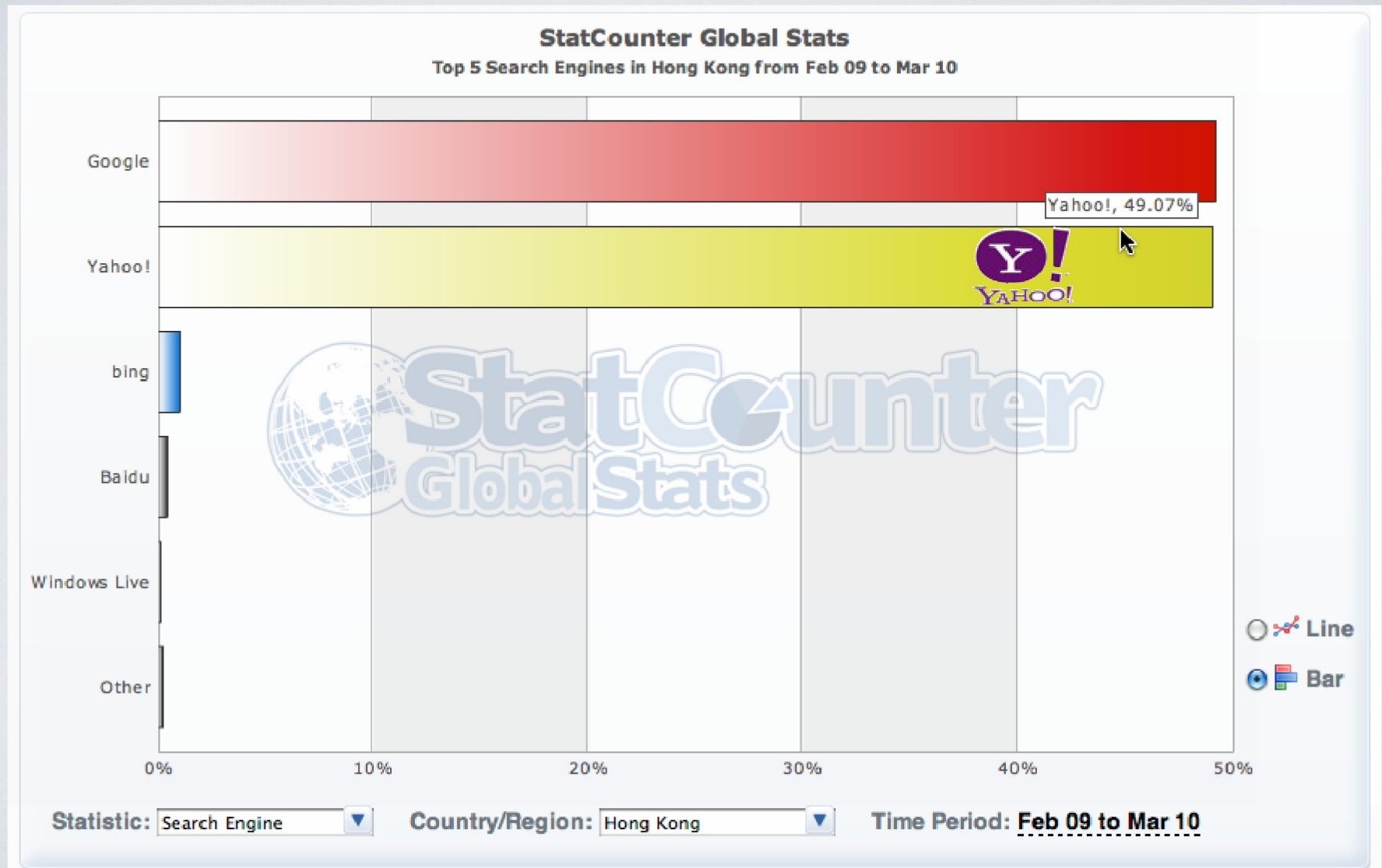
[福特蒙迪欧 购车冲击波](#)

现在只需首付5成,月供低至555元
立刻点击官网查看

[www.fordmondeo.com.cn/](#)

[来百度推广**机票**](#)

YAHOO! TAKES ABOUT 50% OF MARKET SHARE, BUT IT DOMINATE CHINESE SEARCH TRAFFIC



HOWEVER...



Ranking Algorithm
Methodology

Vision on Search and Search Ad.

IMPORTANCE OF LOCALIZED KEYWORD

Impact on overall copy-writing

- Select keyword carefully in different country
- When we select keyword, cultural factor should be your first priority
- Follow guideline of copy-writing in future

HOW TO IMPLEMENT KEYWORDS IN CONTENT CREATION

- Keyword repetition correctly
 - Do not repeat the keyword in the same area
 - Title
 - Meta description
 - Meta keyword
 - CSS Title



HOW TO SELECT SEO COMPANY

Monday, 15 March 2010

SEO SERVICE BASIC (RECAP)

On-site

Off-site

Technical

Domain
Meta Tag
HTML
Script
...

Content

Keyword
Article
Link text
...

Site Indexing

Site Submission
Webmaster Tools
...

Link Building

Backlink ...

SERVICE OFFERED BY SEO COMPANY

On-site Service

- Website Audit
- Keyword Research
- Technical Implementation
- SEO Copy-writing
- Keyword Ranking Report

Off-site Service

- Directory Submission
- Link partner recruitment
- Link building
- SEO Purpose
- Social Seeding Purpose

COMMON CHARGING SCHEME BY SEO COMPANY

Full Service

- Both on-site / off-site SEO
- Including monthly service of link building and report generation
- One-time setup + monthly
- Starting from \$30,000 or up

One-time Consulting

- On-site service only
- One-time charge
- Depends on the depth of involvement
- Basic inspection starting from
- \$3000 or above

COMMON CHARGING SCHEME BY SEO COMPANY

Website Design + SEO

- Usually only onsite service
- Usually included in their technical cost as a bonus.

Link building company

- Off-site service only
- Monthly charge
- Depends on the number of link and quality
- Starting from \$3,000 / month

COMMON PITFALLS

- Guarantee Position Guarantee Result?
- Monthly Service of Doing Nothing? ... Need to be aware of service level
- What's the KPI? If they don't know, how do you evaluate the ROI?
- Are you sure you need that much?
 - Monthly ranking report? Monthly...etc.
- Beware of Blackhat SEO Service Provider

WHEN YOU CHOOSE...

- Attitude: Are they too bold? Are they a problem solver or trouble maker...
- Explanation: Transparent enough?
- Expertise: Technical vs Marketing Guy?
- Strength and Industry Knowledge: Watch their client case, profile and more
- Measurement: Clear on the goal you set or they set
- Last word: Be patience... it's the hardest part



CASE STUDY

SWIRE PROPERTIES - INDEXABILITY ISSUE

Monday, 15 March 2010



Monday, 15 March 2010



citygate outlets

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of 1

Citygate Outlets 名牌折扣

Sponsored Link

www.citygateoutlets.com.hk

超過80多個世界名牌提供三至七折優惠 想日日購物心情好，即到東薈城名店倉



東薈城名店倉Citygate Outlets

www.citygateoutlets.com.hk

Hong Kong
大嶼山達東路20號
2109 2933

[Is this accurate?](#)

[Write a review](#)

[More information »](#)

People can find them through maps

Citygate Outlets - the only outlet shopping mall in Hong Kong ... ☆

Love shopping? Now there's an exciting shopping experience in Hong Kong! Start with international brand names all at year-round discount of 30% to ...

www.citygateoutlets.com.hk/ - [Cached](#)

[Directory](#)

[Floor Plan](#)

[New Promotions](#)

[Contact Us](#)

[Transportation](#)

[Introduction](#)

[Location](#)

[Recommended Itinerary](#)

[More results from citygateoutlets.com.hk »](#)

Now, all 200 pages have been indexed and organized

About Citygate Outlets - the only hong kong shopping hotspot in ... ☆

The first and only outlet mall in Hong Kong, **Citygate Outlets** is home to more than 80 international brands offering designer fashion, sports, beauty, ...

www.citygateoutlets.com.hk > [Home](#) > [About Citygate Outlets](#) - [Cached](#) - [Similar](#)

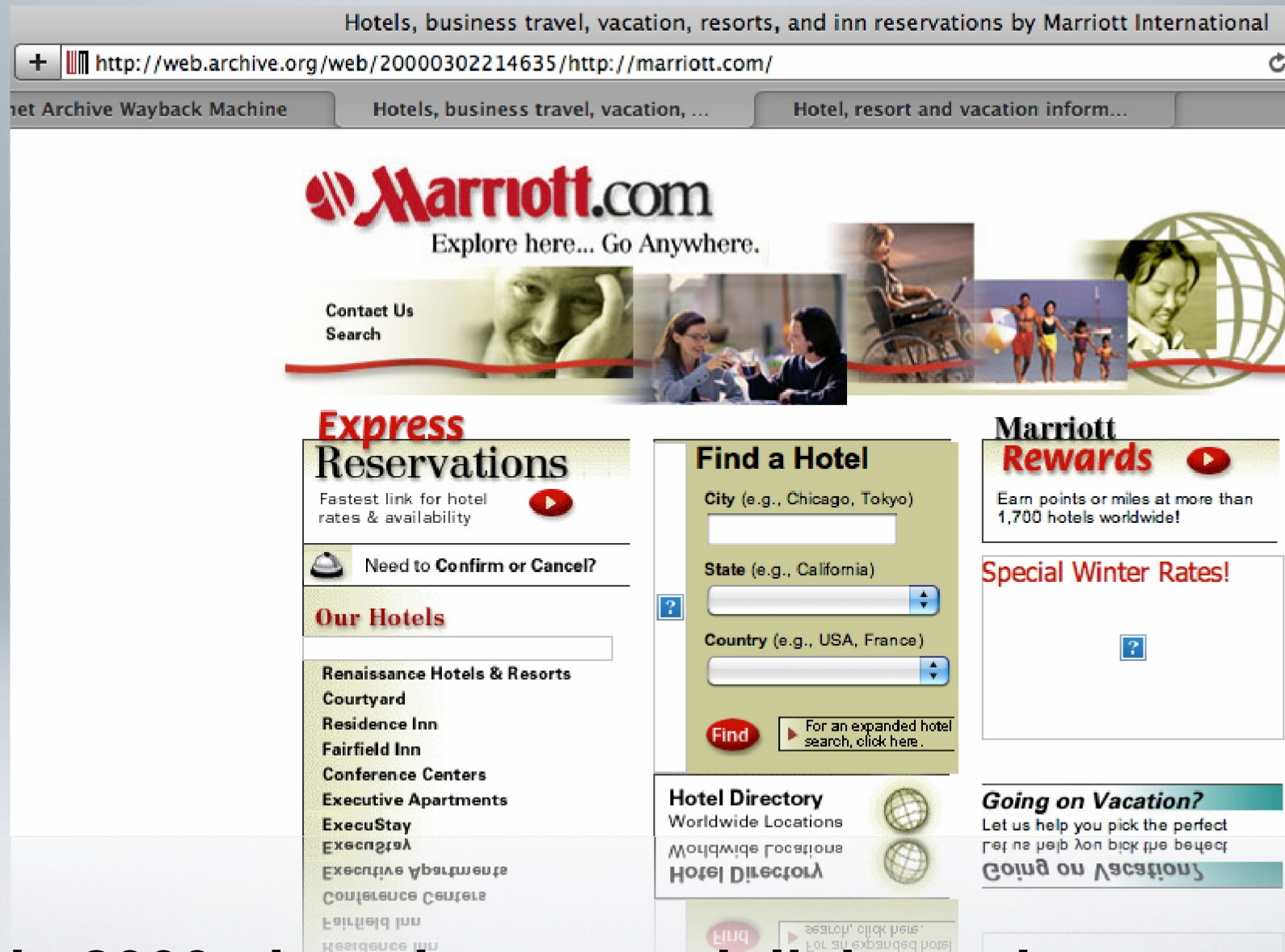
Citygate Outlets shopping center, Tung Chung, Hong Kong - 12hk.com ☆

If you are into name brands, you need to check out **Citygate Outlets** shopping center in Tung Chung (on the Tung Chung MTR train line). ...

www.12hk.com/area/.../CitygateOutletsShoppingCenter.shtml - [Cached](#) - [Similar](#)

MARRIOTT HOTEL - CUSTOMER CONVERSION

Monday, 15 March 2010



Back in 2000, there is not much links and content on page. Simply a booking engine

Hotel, resort and vacation information from Marriott.com

http://web.archive.org/web/20080102140356/www.marriott.com/default.mi

Internet Archive Wayback Machine Hotels, business travel, vacation, ... Hotel, resort and vacation inform...

Home | International Sites | Help | Site Map Change/Cancel Reservations | My Marriott Rewards Account | Sign In

Marriott

Find & Reserve | Deals | Destinations | Shop Marriott | Events & Meetings | Marriott Rewards

Find a Hotel
Search by Keyword
Upcoming Reservations

Our Best Rates, Guaranteed. [Learn more](#)

City or Airport Code
 State (USA only)
 Country
 Check-in date
 Check-out date
 No. of rooms
 Marriott Hotels & Resorts Conference Centers
 JW Marriott Hotels Renaissance Suites
 Renaissance Hotels Springhill Suites
 [Use Marriott Rewards points](#) Marriott Vacation Club
 Special Rates
 Residence Inn All brands
 Fairfield Inn

[More search options](#) [Select a brand](#) **Find**

Member Assistance
[Forgot password?](#)
[Set up online password](#)

Deals
Celebrate Your Way
Bring family & friends for holiday cheer or plan a getaway for 2.
Select your Pure Magic™ package

Live Your Passion™
Pick your favorite activity and place – we'll take care of the rest.
Choose your Escape@ package

Win A Million Points & A Million Miles
Plus, receive a \$25,000 Marriott Gift Card.
Enter the Marriott Millionaire Sweepstakes
Get last minute weekend deals by email

Marriott Rewards
Join Marriott Rewards and register for your MegaBonus >>

Renaissance Hotels & Resorts Platinum Pass
A benefit exclusive to Platinum Elite members who prefer Renaissance Hotels & Resorts

2 cards, 2 ways to earn 20,000 Bonus Points and more:
5 points per \$1 spent at Marriott, free night stay every year, 15 nights toward next Elite level with Marriott Rewards Premier Visa Signature® card. [Learn More](#)

3 points per \$1 spent at Marriott, free night stay,

Our Brands
Discover which brand is right for you

Air, Car & Packages
Find a flight
Rent a car
Book a vacation package

Marriott Business
Solutions for meetings

Our Best Rates, Guaranteed. [Learn more](#)

Enter a hotel name, keyword or phrase
s happy, healthy and safe
New Year.
Bill Marriott's Blog
You can find hotels using any combination of hotel name, brand, location, region, nearby attraction, amenity or activity.

Back in 2008, the content and internal links are all put in the front page

The screenshot shows the Marriott website homepage with a search overlay. At the top, navigation links include Home, Change/Cancel Reservations, Español, International Sites, Help, and Site Map. The main navigation bar contains EXPLORE & PLAN, MEETINGS & EVENTS, MARRIOTT REWARDS, MY ACCOUNT, and Sign In. The search overlay is a dark grey box with the following fields and options:

- find hotel deal meeting space
- City or Airport Code:
- State (USA only):
- Country:
- Check-in date (mm/dd/yy):
- Check-out date (mm/dd/yy):
- No. of rooms:
- Guests/room:
- Marriott Rewards number:
- Use Marriott Rewards points
- Special Rates & Awards
- Hotels by Brand
-
- Our Best Rates, Guaranteed plus more
- [Advanced search](#)

Background banners include: hotel deals, weekends on sale, packages, meetings & events, and meet the driven. The footer contains: Spirit to Preserve, Bill Marriott's Blog, Marriott News Center, and Up to 4 Free Nights.

**Now, their homepage is no longer a key traffic driver.
It spread all over the website**



guangzhou marriott hotels

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 193,000 for **guangzhou marriott hotels**. (0.24 seconds)

[Guangzhou, China hotels – 5-star Guangzhou hotel, Canton Fair hotel](#) ☆

Marriott hotel in Guangzhou, China locates in Guangzhou City Center. Your best choice for Canton Fair. Features fully renovated rooms, outdoor pool, ...

www.marriott.com/hotels/.../canmc-china-hotel-a-marriott-hotel-guangzhou/ -

[Cached](#) - [Similar](#)

- [Maps & Transportation](#)
- [Printable Hotel Fact Sheet](#)
- [Plan Events & Meetings](#)

[More results from](#)

[China Hotel, A Marriott](#)

★★★★☆ 70 reviews

China Hotel, A Marriott Hotel offers great deals for China Hotel. Visit www.tripadvisor.com/Hotel/China_Hotel_A_Marriott_Hotel-Guangzhou

[Guangzhou hotels](#) : |

Guangzhou hotels : China, Guangzhou. Guangzhou. Visit www.asiahotels.com/hotel-guangzhou

[Marriott China Hotel](#),

Marriott China Hotel review photos, compare rate. Visit www.virtualtourist.com > ...

[Booking.com: China Hotel](#)

Located in the city centre, from a metro station, offer. Visit www.booking.com/hotel/china-hotel

[China Hotel, A Marriott](#)

Sponsored Links

[Guangzhou 5 Star Hotels](#)

Official Westin Hotels Site. Best rates for Guangzhou 5 Star hotels. Visit www.StarwoodHotels.com

[Good International Hotel](#)

[Home](#) | [Change/Cancel Reservations](#) | [Español](#) | [International Sites](#) | [Help](#) | [Site Map](#)



[find a hotel](#)

[EXPLORE & PLAN](#)

[MEETINGS & EVENTS](#)

[MARRIOTT REWARDS](#)

[MY ACCOUNT](#)

[Sign In](#)

China Hotel, A Marriott Hotel, Guangzhou Home

[Photo Tour](#)

[Guest Rooms in Detail](#)

[Deals at This Hotel](#)

[About This Hotel](#) ▼

[Restaurants & Lounges](#)

[Visitor's Guide: Guangzhou](#)

[Maps & Transportation](#)

[Plan Events & Meetings](#) ▼

[Use Marriott Rewards Points](#)

[Printable Hotel Fact Sheet](#)

China Hotel, A Marriott Hotel, Guangzhou



No. 122 Liu Hua Lu
Guangzhou, Guangdong 510015 China
Phone: 86 20 86666888
Fax: 86 20 86677288
Sales: 86 20 86666888 ext. 3400
Sales fax: 86 20 86686698
Toll-free: 40 0 8885551

[photo tour](#)

Surrounded by two parks, China Hotel, A Marriott Hotel in Guangzhou, is in the city centre across from the Guangzhou Jinhan Exhibition Centre. With a metro station in front with easy access to the China Import and Export Fair Complex (Canton Fair) and the 16th Asian



[Check Rates & Availability](#)

Check-in date (mm/dd/yy)

3/11/10

Check-out date (mm/dd/yy)

3/12/10

No. of rooms Guests / room

1 1

Optional Information

Marriott Rewards number

Marriott Rewards number

[Use Marriott Rewards points](#)

[+ Special Rates & Awards](#)

[Advanced search options](#)

[Check Availability](#)

[Check Availability](#)

Prefer to view Hotel Directory?

[China hotels](#)



SEO IN FUTURE

Monday, 15 March 2010

SEO IN FUTURE

- AN INTEGRATIVE APPROACH

- Understand the search engine traffic
 - How much traffic?
 - Any chance to increase the traffic?
 - Where is your audience led to? (landing page)
- Understand the content
 - Do you write the "right" content?
 - Is that enough?
 - How to expand the reach of keyword.

SEO - an Integrative Approach

- Tools you have
 - SEO
 - SEM
 - Social Traffic

- Creative Idea
 - How to engage your customers in different place
 - Web
 - Mobile or other device
 - How to engage your customers through multimedia
 - Creative way to expand your keyword
 - Role of traditional media

Japan Travel Guide: Tokyo Japanese BB airsoft guns shop: Hot Tokyo Tour



★★★★☆ 488 ratings

115,432 views

Favorite Share Playlists Flag

Live Spaces MySpace Facebook

(more share options)

Statistics & Data

AMERICAN EXPRESS

唯美國運通
白金信用卡
享樂生活 全年無休

立即申請

Realise the potential

Advertisement

夏休み〜

チャンネル登録!

Street English TV

StreetEnglishTV

June 05, 2009

(more info)

Subscribe

☆☆Here is the link to the shop☆☆
<http://www.echigoya.co.jp> ☆☆Please use biodegradable BB's and remember to be responsible. Never point the barrel directly at any one or around your face. People ...

URL http://www.youtube.com/watch?v=Fb0kg_D

Embed `<object width="560" height="340"><param`

SYNC UP YOUR CONTENT



See this page in English

Close

Hotels.com wake up happy

[登入 / 建立帳戶](#) | [帳戶](#) | [訂房記錄](#) | [已儲存的飯店](#)

[首頁](#) | [客戶服務](#) | [網站建議](#)

全球其他網站: 貨幣: **HKD**

網路訂房或電話訂房: **442030248206**

為何向我們預訂?

- Hotels.com 不收取取消費用
- 一通電話輕鬆訂房:
442030248206

網上訂房或電話訂房:
442030248206
07.00 - 23.00 GMT
10p per minute

預約

檢查或取消您的預約
[按這裡](#)

取得最新優惠

註冊!

電子郵件優惠情報

前 50 大熱門城市

香港酒店

搜尋飯店

- 1 城市、地區、地標、飯店名稱或地址
- 2 入住 退房
11/03/2010 13/03/2010
- 3 房間 成人 兒童 (0-17)
1 2 0

[更多搜尋選項](#)

搜尋

本月優惠推介

上海

[更多飯店位於上海](#)



Rayfont Shanghai Hotel & Apartment

★★★★★

最低價

HK\$433

HK\$275

住宿 2 晚, 節省 40% 的費用
請於 2010年 04月15日 之前預訂



酒店優惠搜尋器

遊覽熱門景點, 又怎可以錯過超人氣酒店優惠?

選擇地區

選擇城市

搜尋優惠

2840 0896

香港免費服務專線

每天
上午10:00 到
晚上7:00



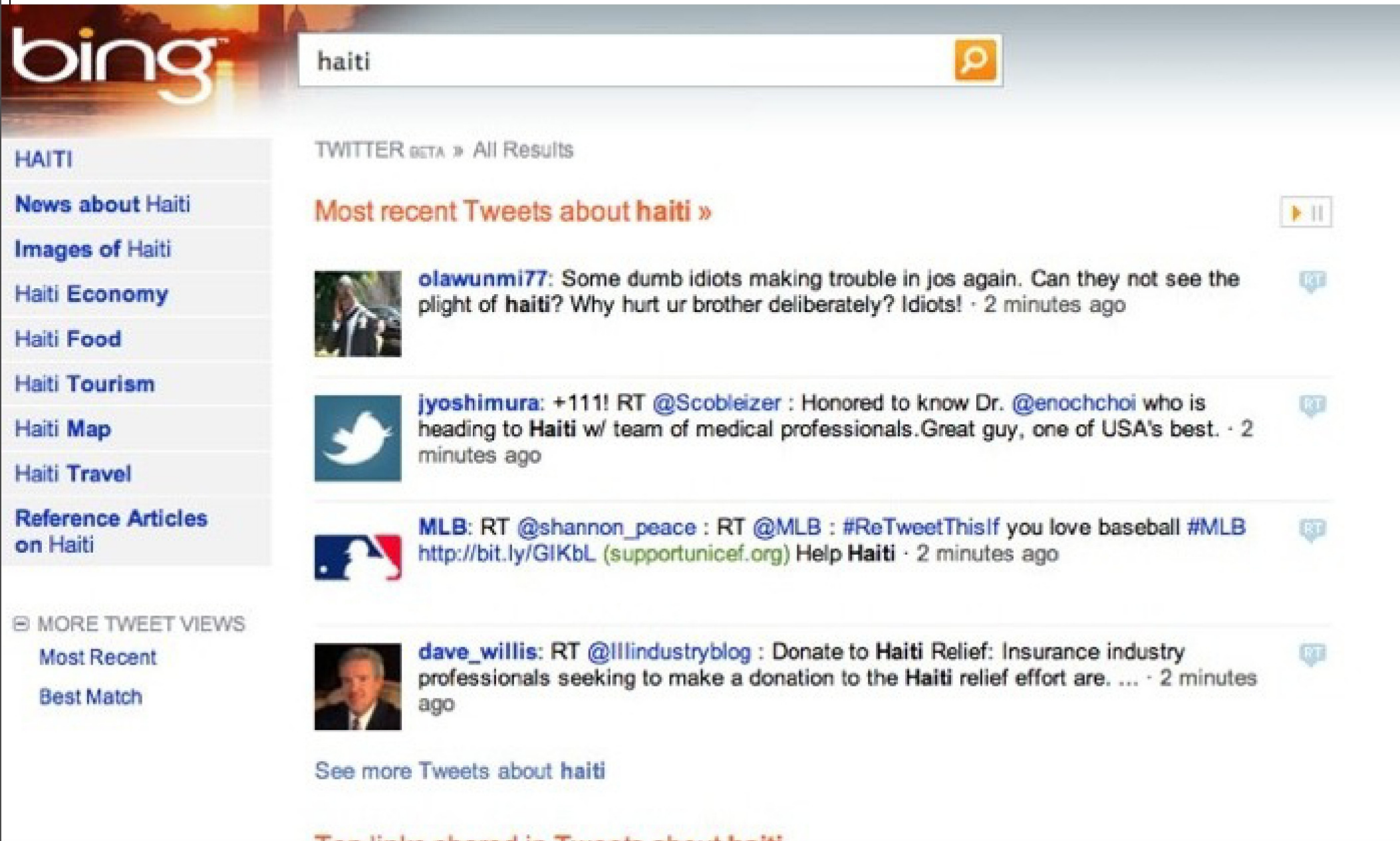
The Hotel Price Index

Overview of hotel prices in 2009



[詳情請閱](#)

Search goes social



The image shows a Bing search page for the term "haiti". The search bar at the top contains the word "haiti" and a magnifying glass icon. Below the search bar, the Bing logo is visible on the left. A sidebar on the left lists various categories related to Haiti: "HAITI", "News about Haiti", "Images of Haiti", "Haiti Economy", "Haiti Food", "Haiti Tourism", "Haiti Map", "Haiti Travel", and "Reference Articles on Haiti". The main content area displays "TWITTER BETA » All Results" and "Most recent Tweets about haiti »". There are four tweets listed, each with a profile picture, the user's name, the text of the tweet, and a retweet icon. The tweets are:

- olawunmi77:** Some dumb idiots making trouble in jos again. Can they not see the plight of haiti? Why hurt ur brother deliberately? Idiots! · 2 minutes ago
- jyoshimura:** +111! RT @Scobleizer : Honored to know Dr. @enochchoi who is heading to Haiti w/ team of medical professionals.Great guy, one of USA's best. · 2 minutes ago
- MLB:** RT @shannon_peace : RT @MLB : #ReTweetThisIf you love baseball #MLB http://bit.ly/GIKbL (supportunicef.org) Help Haiti · 2 minutes ago
- dave_willis:** RT @llindustryblog : Donate to Haiti Relief: Insurance industry professionals seeking to make a donation to the Haiti relief effort are. ... · 2 minutes ago

At the bottom of the tweet list, there is a link that says "See more Tweets about haiti".

Time axis should be added in your SEO campaign



haiti

Search

[Advanced Search](#)

[Web](#) > [Past 24 hours](#) [Hide options](#)

Results 1 - 10

> **All results**

[Images](#)

[Videos](#)

[News](#)

[Blogs](#)

[Updates](#)

[Books](#)

[Forums](#)

[Any time](#)

[Latest](#)

> **Past 24 hours**

[Past week](#)

[Past year](#)

[Specific date range](#)

> **Sorted by relevance**

[Sorted by date](#)

> **All results**

[Visited pages](#)

[Not visited](#)

[Haiti earthquake](#)

www.sos-childrensvillages.org

Please help the victims of the quake in Haiti now!

Sponsored Link

[Earthquake in Haiti](#)

www.friendsofwfp.org

Help the World Food Program provide food relief to disaster victims!

[Earthquake in Haiti](#)

www.ifrc.org/haiti/

Red Cross Red Crescent helps earthquake survivors.

[News results for haiti](#)



[Canada to hold Haiti summit amid historic relief effort](#) - 1 hour ago

18, 2010 4:12AM EST Canada will host an emergency meeting in Montreal next Monday of countries that are leading the rescue effort in Haiti, as world leaders ...

[Globe and Mail](#) - [19053 related articles](#) »

[Bush cautions that pace of Haiti aid may disappoint](#) -

[Dallas Morning News](#) - [5241 related articles](#) »

[Americans Giving Big to Haiti Relief Effort](#) -

[ABC News](#) - [5284 related articles](#) »

[BBC News - Country profile: Haiti](#)

3 hours ago - Provides overview, key facts and events, timelines and leader profiles along with current news.



[Isn't he CUTE?](#)

Raise one now!

SURVIVORS FOUND 126 HOURS AFTER HAITI EARTHQUAKE



Related Videos



Geraldo Encounters Haitian Looters Raiding Destroyed Bank



Michelle Obama: 'We Can All Do Something'



Dozen Die as Taliban Attack Rocks Kabul for Hours



Pope to Visit Rome Synagogue Amid Jewish Anger

by Taboola



New to Twitter?

[Sign up now](#)

Have an account?

[Sign in](#)

twitter

Share and discover what's happening
right now, anywhere in the world.

See what people are saying about...

Realtime results for haiti survivors 126 hours

1 more tweet since you started searching.



MontyDavisKC Survivors Found 126 Hours After Haiti Earthquake <http://bit.ly/4KINVN> #video

1 minute ago from bit.ly



FloridaNews Survivors Found 126 Hours After Haiti Earthquake – AP <http://bit.ly/4pQ64s> #Florida

4 minutes ago from twitterfeed



sschoonover11 @heidimontag -- Survivors Found 126 Hours After Haiti Earthquake: <http://www.1cast.com/l/239067> -- Help Haiti

31 minutes ago from web



lastlimeystand RT @CNSNews_Com RT @michellemalkin: RT @thebcast: Survivors Found 126 Hours After Haiti

Trending topics

#IHaveADream

MLK

Martin Luther King

#nowplaying

#musicmonday

Happy MLK Day

#donttalktome

#MM

Shorty Award

#thingsyouneversee

Search tip

Use **since**: immediately before a specific date to find tweets sent since that date. Example:

126 hours Search

Show: English (US) All Post Types



Dawn Gilcrest RT @michellemalkin: RT @thebcas: **Survivors Found 126 Hours After Haiti Earthquake** <http://tinyurl.com/ykcwtc4>
about an hour ago



Blaine Lee Bosserman **Survivors found 126 hours after Haiti earthquake: After surviving more than 5 days in the rubble, two victims...** <http://bit.ly/5StDSs> (WP)
about an hour ago - Comment - Like



Michelle Malkin RT @thebcas: **Survivors Found 126 Hours After Haiti Earthquake** <http://tinyurl.com/ykcwtc4>
2 hours ago

Go to Facebook Home

Sponsor

Help H
Haitian
families
www.W

Green
Discou
Gifts. P
Relief
www.G

[Hide options](#)

New results will appear below as they become available. [Pause](#)

Survivors Found 126 Hours After Haiti Earthquake [#video](#)
[Survivors Found 126 Hours After Haiti Earthquake](#) - kansascity.com



[MontyDavisKC](#) - [twitter.com](#) - 3 minutes ago

RT [@CNSNews_Com](#) RT [@michellemalkin](#): RT [@thebcast](#): **Survivors Found 126 Hours After Haiti Earthquake**
[Breitbart.tv » Survivors Found 126 Hours After Haiti Earthquake](#) - breitbart.tv



[lastlimeystand](#) - [twitter.com](#) - 39 minutes ago

Survivors Found 126 Hours After Haiti Earthquake: ... -- Help Haiti, 1CAST,
[Survivors Found 126 Hours After Haiti Earthquake](#) - 1Cast - 1cast.com



[1CAST](#) - [twitter.com](#) - 1 hour ago

RT [@mikezent](#): Breitbart.tv » **Survivors Found 126 Hours After Haiti Earthquake: ...** via [@addthis](#)
[Breitbart.tv » Survivors Found 126 Hours After Haiti Earthquake](#) - breitbart.tv



[NorthwestFire](#) - [twitter.com](#) - 1 hour ago

- News: **Survivors Found 126 Hours After Haiti Earthquake**
 - News: [Survivors Found 126 Hours After Haiti...](#) - [lgi's TV ...](#) - friendfeed.com



[lgi's TV](#) - [twitter.com](#) - 1 hour ago



**THERE'S NO MAGIC PILL IN
SEO MARKET. IT'S ALL ABOUT
KNOWLEDGE
AND HARD WORKS.**

If you have any question, please feel free to contact me :

- River Ho
- river@newmedia.hk
- +852 98215350
- linkedin / facebook: riverhoho@gmail.com
- twitter: riverho

THANK YOU VERY MUCH