

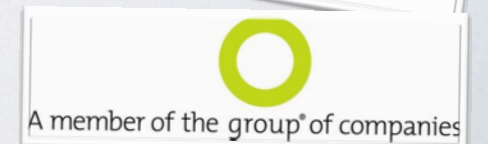
Michon, Int.

visible in a global market

BUSINESS **GROW** ONLINE

WORKSHOP 2

Enhancing Your Web Presence



OVERVIEW OF WORKSHOP

ONE

- ▶ Your customers & your competitors are online and so should you be!
- ▶ Whats the purpose of a website in your business: to sell, to provide information or to be a point of contact?
- ▶ Research your customers ONLINE..
- ▶ The anatomy of a Website.
- ▶ The importance of Keywords.
- ▶ Get your local business onto Google local Business TODAY!

THE FUTURE!

JUST A REMINDER :-)



Search

Create Account or Sign In

Subscriptions History

Upload

Close Ad

click to play

tic tac fresh entertainment

PLAY THE GAME-WIN PRIZES!

NEW CITRUS TWIST FLAVOUR

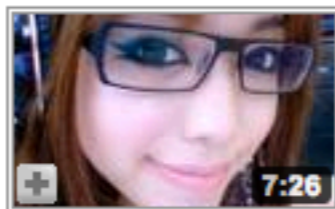
Videos Being Watched Now

Edit



國光幫幫忙 2010-03-19 pt.1/5 你幾歲了?! 還在玩玩具?!

29,297 views
sugoishow2010
★★★★★



Chic Makeup For Glasses

711,804 views
MichellePhan
★★★★★



Cyanide & Happiness - Barbershop Quartet Performs Surgery

443,112 views
ExplosmEntertai...
★★★★★



پیام نوروزی کرویسی به نقل از سحام نیوز

24g NET

tic tac citrus twist

DOWNLOAD THE FREE IPHONE APP!

Advertisement



ENHANCING YOUR **WEB** PRESENCE

To improve your hit rate...



Tonight's topics:-

- ▶ Keyword research
- ▶ Linking Strategies
- ▶ Social Media
- ▶ Video – add video to your site
- ▶ Give things away on your site
- ▶ Make your site easy to get around
- ▶ Test...

THINGS YOU CAN DO TO IMPROVE **YOUR** WEBSITE'S PERFORMANCE

- ▶ Get higher up the search engine rankings.
- ▶ Look after your online reputation.
- ▶ Give customers reasons to stay on your website & buy.
- ▶ Test every thing you do.



- ▶ Number **One** search engine (Youtube is number two)
- ▶ You need to get **Google** to like you!

GETTING GOOGLE TO LIKE YOU

or ranking higher in the search engines!

- ▶ Keyword research - applying the results to your website.
- ▶ Linking strategies - if other people like you so will Google..
don't forget your keywords.

KEYWORDS

RECAP

- ▶ Google uses these to determine the relevance of your website - **Algorithm**
- ▶ What are your **keywords**? local hint - include area your business services i.e Launceston..

GOOD NUMBERS

- ▶ Completely **individual** - you need to do the numbers.
- ▶ For us:- **100+** searches per day (& less than **30,000** competing pages)

WHAT YOU CAN DO WITH THESE KEYWORDS...

On your website

- ▶ In your domain name
- ▶ In your headings
- ▶ In your title tag
- ▶ In the emphasised text on your pages
- ▶ In the image names
- ▶ And in the general content of your site..



URL

HOME THE VILLAS GETTING THERE ABOUT VANUATU BOOKINGS CONTACT US



VANUATU VILLAS.
RELAX. UNWIND. ENJOY.

H1 H2 ... headings

Emphasised text

Looking for a family holiday in Vanuatu?

Welcome to Vanuatu Villas – We specialize in **family accommodation in Vanuatu!**... It is a place to truly relax and unwind as you enjoy the rich and diverse group of islands that is Vanuatu. Whether you are looking to explore this wonderful land or aiming for a truly peaceful, tranquil holiday, Vanuatu Villas is the place for you, your family and friends. With superb ocean views and nestled among native trees and coconut palms, Villa Belle and Villa Chelle offer the complete self contained **family** holiday package.

Check Availability

Located only 15 minutes away from Port Vila's shopping, markets and nightlife, you have the best of both worlds at your fingertips. Vanuatu Villas provide a unique experience for your Vanuatu holiday with your family. Vanuatu is the land of so much to see and do and well suited to families, couples and singles. The choice is yours... stroll along the beach, go abseiling, trekking, diving amongst the wrecks, or explore cultural villages... to name just a few of the adventures that await you.

In the text

Come and visit this unique part of the world and let Vanuatu Villas be your island holiday home away from home. Come and create memories your **family** will never forget 😊

LINKING STRATEGIES

LINKING = PEOPLE LIKE YOU

- ▶ What is a link?
- ▶ Links-in vs links-out...
- ▶ **Use** your keywords in your links - if you can (called anchor text) - Hyper link.
- ▶ Not all links are created equal! Page Rank (0 - 10).
- ▶ Relevance over PR..

Your Website



Links TO your website

Other Relevant Websites



GETTING LINKS TO YOUR WEBSITE

- ▶ Use a tool like market samurai to find relevant pages you can link from..
- ▶ Do a google search for - “keyword blogs” or “keyword forums” - look out for no follow sites..
- ▶ Social media sites are loved by Google and have a high PR - easy place to get links from..
- ▶ Video - put a video on youtube AND link back to your site..
- ▶ Create relevant articles & upload them to article directories..
- ▶ List in Good directories. Dmoz (free), Yahoo (paid)..

Google

craft blogs

Search

[Advanced Search](#)

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

Results 1 - 100 of about 17,300,000 for **craft blogs**

[Craftzine.com blog](#) ☆

22 Mar 2010 ... **CRAFT**: Dedicated to the renaissance that is occurring within the world of **crafts**. Celebrating the DIY spirit, **CRAFT's** goal is to unite, ...

[blog.craftzine.com/](#) - 3 hours ago - [Cached](#) - [Similar](#) #8 in [Craft Blogs](#) ★★★★★

[Craft Gossip's 10 Favorite Craft Blogs : Crafts & Hobbies : Life ...](#) ☆

Martha's **craft blog** is obviously written by a team of crafters, but the projects are fantastic, the images devine and the skills needed are minimum yet ...

[www.blogs.com > Life > Crafts & Hobbies](#) - [Cached](#) - [Similar](#)

[futuregirl craft blog](#) ☆

A friend and I made plans to go to **Craft Bar** last Thursday. In between making plans to go and the big night, I got an email from a wonderful woman with the ...

[www.futuregirl.com/](#) - [Cached](#) - [Similar](#)

[Craft Blog - Create More.](#) ☆

If you keep up with the new releases in **craft** books, I'm sure you would have **Blog Love**: In Color Order - <http://bit.ly/czoRK2> (beautiful **crafts** and ...

[craftblog.com.au/](#) - 4 hours ago - [Cached](#) - [Similar](#)

[Craft Blog » Wednesday Blog Love – I Sew Cute](#) ☆

17 Dec 2008 ... Every week we try to chase away those midweek blues by showcasing some of our favourite **craft** bloggers. If you would like your **blog** to be ...

[craftblog.com.au/2008/12/.../wednesday-blog-love-i-sew-cute/](#) - [Cached](#) - [Similar](#)

[+ Show more results from craftblog.com.au](#)

[Craft Blogs // BlogCatalog](#) ☆

To learn more about one of the following **Craft blogs**, click on the blog's thumbshot image or the name of the blog. BlogCatalog features 4647 **Craft blogs** for ...

[www.blogcatalog.com/directory/art/crafts/](#) - [Cached](#)

[I Love Crafts and Craft Blogs Blog - Information, Comments ...](#) ☆

I just love handmade arts & crafts and **craft blogs**. Don't you? And, I want to write about all the

more ▼

- Books
- Finance
- Translate
- Scholar
- Blogs**
- YouTube
- Calendar
- Photos
- Documents
- Reader
- Sites
- Groups
- even more »

Google™

craft

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


Google Search I'm Feeling Lucky

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google Australia](#)



And Finally The Chaos Comes To An End

Monday, May 17, 2010 12:58

Posted in category  [Site News](#)

 [9 Comments](#)

The last month has consisted of:

- A visit from my globetrotting mum... with three days notice.
- Custom quilts, custom slings, custom everything and me spending far too long bent over my sewing machine.
- Preparation for my first ever market.
- Disappointment on the lack of attendees to my first ever market.
- My youngest (FINALLY!) learning to walk.

Leave a Reply

Name (required)

Mail (will not be published) (required)

Website



Send Comment



COMMENT LUV

Google™



craft forums

Google Search

I'm Feeling Lucky

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Go to Google Australia](#)

CraftLovers where crafters come together

[Go back to](#)



Craft Magazines Online Forum

User Name Remember Me?
 Password

[Register](#) [FAQ](#) [Members List](#) [Calendar](#) [Today's Posts](#) [Search](#)

Welcome to the Craft Magazines Online Forum.

Please note: No CraftLovers or forum administrator will ever send you a private message through this forum. We will never ask you to give us your password, follow any links, or perform any other action on your computer. If you receive a message stating otherwise, please ignore it and delete as soon as possible. Thank you and enjoy your craft community.

Forum	Last Post	Threads	Posts
General 			
 Small Talk (8 Viewing) The place to chat about the weather, I guess.	 Giveaways by Samelia Today 08:22 PM 	632	78,355
 General Craft Anything and Everything. A General Craft forum for any of those after a not-so-specific discussion.	 New 2010 SUDOKLU CHALLENGE by mommaduck Today 11:50 AM 	212	4,926
 Help & problems (1 Viewing)	 Windows Explorer by kadie	799	8,614

13-07-2010, 08:28 PM

#7



chegre

Senior Member

Craft Magazines forum member

Join Date: Oct 2008

Location: Bundaberg, Qld

Posts: 2,584



Just got my copy an hour or so ago, and had flipped through it, but hadn't read it, lucky it was still sitting on my machine so have just found Heather's. Very pretty Heather, love the center. Congratulations. 🎉
Was absolutely gosmacked at the quilt on page 26, Fengshoe,, think I will be keeping the 3 mags together.

Chegre 😊

<http://chegreschaptersandconfabs.blogspot.com/>



Back-links from Web 2.0 - Blogs - Forums

The screenshot displays the Market Samurai software interface. At the top, the keyword 'craft business' is entered. The 'Promotion' tab is active, showing a list of backlink sources categorized into Web 2.0, Blogs, and Forums. The 'PROMOTION' button in the left sidebar is circled in red, and three red arrows point from the title 'Back-links from Web 2.0 - Blogs - Forums' to the respective categories in the interface.

Keyword: craft business

Promotion Find Backlinks

Web 2.0: Squidoo, Hubpages, Weebly, Scribd, Yahoo Answers (O), Yahoo Answers (C)

Blogs: Google Blog, Wordpress, Follow Blog, Backlink Magic, Google Blog (edu/gov), Wordpress (edu/gov)

Forums: Google Forum Search, phpBB, vBulletin, Snitz, Snitz (edu/gov)

Src	Backlink	F	PB	PR	BL
Gb	pingree announces new efforts to help small businesses she started a knitting and craft business that grew to employ up to ten year round workers. she sold that business when she ran for the legislature and now owns an inn and restaurant in north haven. http://pingree.house.gov/2009/03/pingree-announces-new-efforts-to-help-small-businesses.shtml				Analyze
Gb	nixon obtains order to stop gasconade county kennel that sold dogs missouri department of agriculture (mda) determined that craft had recently sold and shipped three dogs that were diagnosed with parvovirus, a highly contagious viral disease. craft's business is located at 1151 highway y in bland. http://ago.mo.gov/newsreleases/2008/Jodie_Craft_of_Safe_Haven_Puppy_Rescue_Rise-N-Shine_Kennels_stopped_from_shipping_selling_dogs/				Analyze
S	Craft Business Guide A business guide detailing how to start a craft business. Good for those who are looking for some venture they can do on their own craft business idea craft business http://www.scribd.com/doc/27305887/Craft-Business-Guide				Analyze
S	RRD Craft-Business Alley Registration 2009 RRD Craft-Business Alley Registration 2009. ... Please enter your email address below to reset your password. We will send you an email with instructions on how to continue. ... http://www.scribd.com/doc/14688409/RRD-CraftBusiness-Alley-Registration-2009				Analyze
S	Craft inc. Turn Your Creative Hobby Inot a Business Craft, Inc. is the hipster business primer for entrepreneurial crafters to turn what they ... in to the perseverance it takes to turn craft ideas into craft business reality. ... http://www.scribd.com/doc/24770905/Craft-inc-Turn-Your-Creative-Hobby-Inot-a-Business				Analyze
S	Craft Fair Goldmine: How to Sell Your Handcrafted Items at ... Craft business owners who follow those trends come and go too. ... When it comes to a small craft business, really the best place for you to sell your product is at craft shows ... http://www.scribd.com/doc/20176158/Craft-Fair-Goldmine-How-to-Sell-Your-Handcrafted-Items-at-Craft-Shows				Analyze
S	Vita Craft Leads Only suckers waste money on Vita Craft leads! Create an unlimited ... If you're serious about your Vita Craft business, you absolutely have to learn how to ... http://www.scribd.com/doc/13031316/Vita-Craft-Leads				Analyze
S	Marketing Crafts and Visual Arts: The Role of Intellectual ... With the continuing liberalization and deregulation of the world trading system freeing the flow of goods and services, the international business environment is ... http://www.scribd.com/doc/27761438/Marketing-Crafts-and-Visual-Arts-The-Role-of-Intellectual-Property				Analyze
S	Vita Craft Lead Generation Want 50+ Vita Craft leads a day? Discover the secrets to exploding your Vita Craft business! communication mlm network marketing mlm leads mlm lead generation network ... http://www.scribd.com/doc/12985965/Vita-Craft-Lead-Generation				Analyze
S	How to Get Start Doing a New Craft Basic tips to help you get started in crafts as a hobby. What to look for in craft ... Start & Run a Craft Business. 406 reads. thesis chapter 03_Authenticity and Craft. 403 reads ... http://www.scribd.com/doc/19739420/How-to-Get-Start-Doing-a-New-Craft				Analyze
S	KB-Craft - download free pdf Assess Craft business-linkage (in / through) Bali • Assess determinant business climate ... Value Chain diagram for Craft Business (in / through) Bali • Baseline ... http://www.scribd.com/doc/8678053/KBcraft				Analyze
S	New Lives in the Making				Analyze

Thank-you For Using Market Samurai! (version 0.85.30)
For video tutorials to help to get the most out of Market Samurai, or to search for support for any Market Samurai problems you might have, please visit <http://www.noblesamurai.com/support>

Social Media sites you can create a presence on to link back to your site..

Facebook Pages

Create a presence that looks and behaves like user profiles to connect and engage with your customers and amplify your voice to their friends.

Create a Page

or login to manage existing Pages

Overview

Prepare

Step By Step

Find New Fans



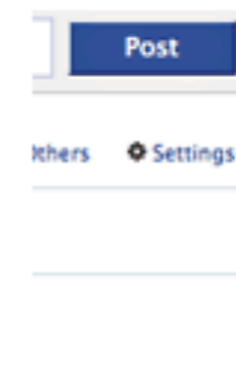
Create a Facebook Page

A Facebook Page is a public profile that enables you to share your business and products with Facebook users. Create one in a few minutes with our simple interface. For more details about Facebook Pages, [download our Product Guide](#).



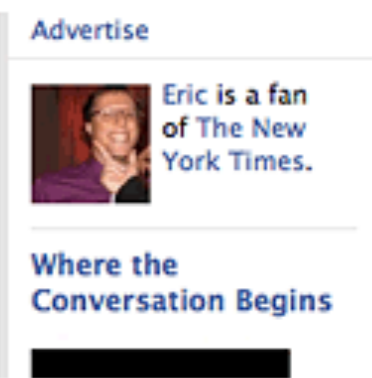
Start the Conversation

When your fans interact with your Facebook Page, stories linking to your Page can go to their friends via News Feed. As these friends interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.



Drive Customer Awareness

Spread the word even further with [Facebook Ads](#). You choose your graphic, text, and target audience. We'll even add available information about their friends' interacting with your Facebook Page, if you choose.



Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team](#) ▶

Publish easily, Attract readers, & Earn rewards

sign up now

learn more

Featured Hubs



Quick exercise for post natal moms : achieving "tummylicious" look

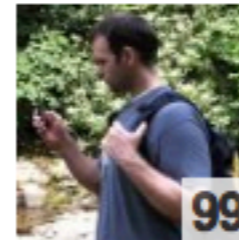
by alexandriaruthk

Being a mother is the sweetest thing in the world, the smile of your newborn baby makes your world a brighter place and you can feel that you can do anything now that you have a...

14 Comments

Featured Hubbers

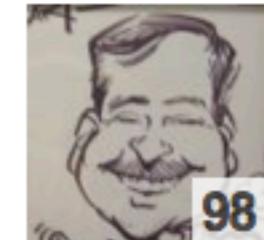
more great Hubbers ->



Bendo13



Purple Perl



Treasured Past

Featured hubbers have published a new hub in the last 24 hours.

Featured Topics

more topics ->

PERSONAL FINANCE

- mortgage & loans, finance, income, insurance, more ->



How Can I Make Money on Craigslist?

PETS & ANIMALS

- dogs, cats, animal care & safety, more ->



The Real Georgia Bigfoot!

by habee

News

from the blog

It is almost St. Patrick's Day again

The Helpful Health Hubs contest: the halfway point!

Week 2 of the Helpful Health Contest begins!

Create your own lens on Squidoo!

Even earn a royalty for charity - or you. Someone, somewhere, wants to know what you think.

[Start Building!](#)*or*[Go!](#)

New to Squidoo?

Squidoo makes it easy for you to find useful overview pages – called lenses – written by real people. It's also a fun, simple way to publish your own lenses for free. Share what you care about. Get found. Get followed. Get influential.

Green Living

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- How to Reuse Paper Rolls
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Articles

- ▶ You can create articles that will link back to your site
- ▶ AND can be used on other peoples site (while still linking back to you).
- ▶ You can pay people to write articles for you..

EzineArticles For Authors

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New Expert Authors

- Martin from Chilliwack, Canada joined us 3 minutes ago
- Jamelda from Missouri City, United States joined us 5 minutes ago

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Recently Approved Articles

From: Tuesday March 23, 2010

[New Moon Soundtrack CD](#) By: Amy-Lee Haynes - In this article I will tell you about how you should not judge something based on your friend's opinion because their view is not always the same as yours. I will tell you about what the CD is like and my personal views on it.

[New Astra - Head-Turning Design](#) By: Pete Ridgard - Auto buyers searching for a stylish car which handles well and includes luxurious touches should take a look at the Astra. The New Astra offers a choice of eight engines, several body trims, and head-turning design. It is engineered for superior handling and performance but doesn't sacrifice comfort or style. Astra's roomy interior provides plenty of space for passengers and storage.

[Bad Backs - 10 Tips to Better Back Health](#) By: Deborah Vogel - Does your back ache after a long day at work? The most common cause of a bad back is related to how the bones are aligned which in turn affects the health of the ligaments and muscle tone, promoting balanced strength and flexibility. The following tips will help improve your posture and decrease muscle fatigue!

[The Essential Elements to Affiliate Marketing Success](#) By: Ojo Oladayo - Nothing happens by accident and that is especially true of your success at affiliate marketing. In this piece we're going to look at five foundational components for success as an online entrepreneur devoted to achieving success at affiliate marketing.

[Get My Ex Back Now Without a Lot of Hassle](#) By: Harry M Brown - Has the feeling of having a break up finally sunk into you? Are you now wondering how to get my ex back now? Consider this choice once more!! Yes, you heard me correctly; you need to consider this thought again. Is it really worth it to get your ex back now?

[What Turns Men Off - Don't Talk About This!](#) By: Tina L. Jones - Are you well-versed in those topics that turn men off? Do you want to make sure that you never turn a guy off ever

Author Spotlight

Alan Law



Level: Basic
6 Live Articles
Alan is the creator of Give-a-song.com, a unique website offering the most romantic gift around: ... [more](#)

Ben Swank



Level: Platinum
6 Live Articles
Ben is a games freak, and spends his days building, testing, and playing the best ... [more](#)

Irma Givens



Level: Basic
1 Live Articles
Irma is an empowerment expert, who offers programs, products & events for women & girls ... [more](#)

Steve Richardson



Level: Basic
2 Live Articles
Steve Richardson is the MD of Lowi Ltd, which runs a number of online businesses ... [more](#)

Eyal Barta



Level: Basic
3 Live Articles
Israeli Soldier that loves his cats. I'm in

Article Categories

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- + Art
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- Awards
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Member Update (Nov. 23/09) - Acquiring Expert Author Status

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- Template Monster
- ISnare - Free Articles
- SubmitYOURArticle.com
- Article Pool
- Free forums
- Article City

Expert Authors

- Expert Author Pages

Author Showcase

- sudarsan chhetri

Directories

- ▶ Dmoz - free - looked over and approved by “real people” - can take a while..
- ▶ Yahoo directory - USD \$299pa

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WHAT IS SOCIAL MEDIA?

WEB 2.0

Social Media Landscape



FredCavazza.net

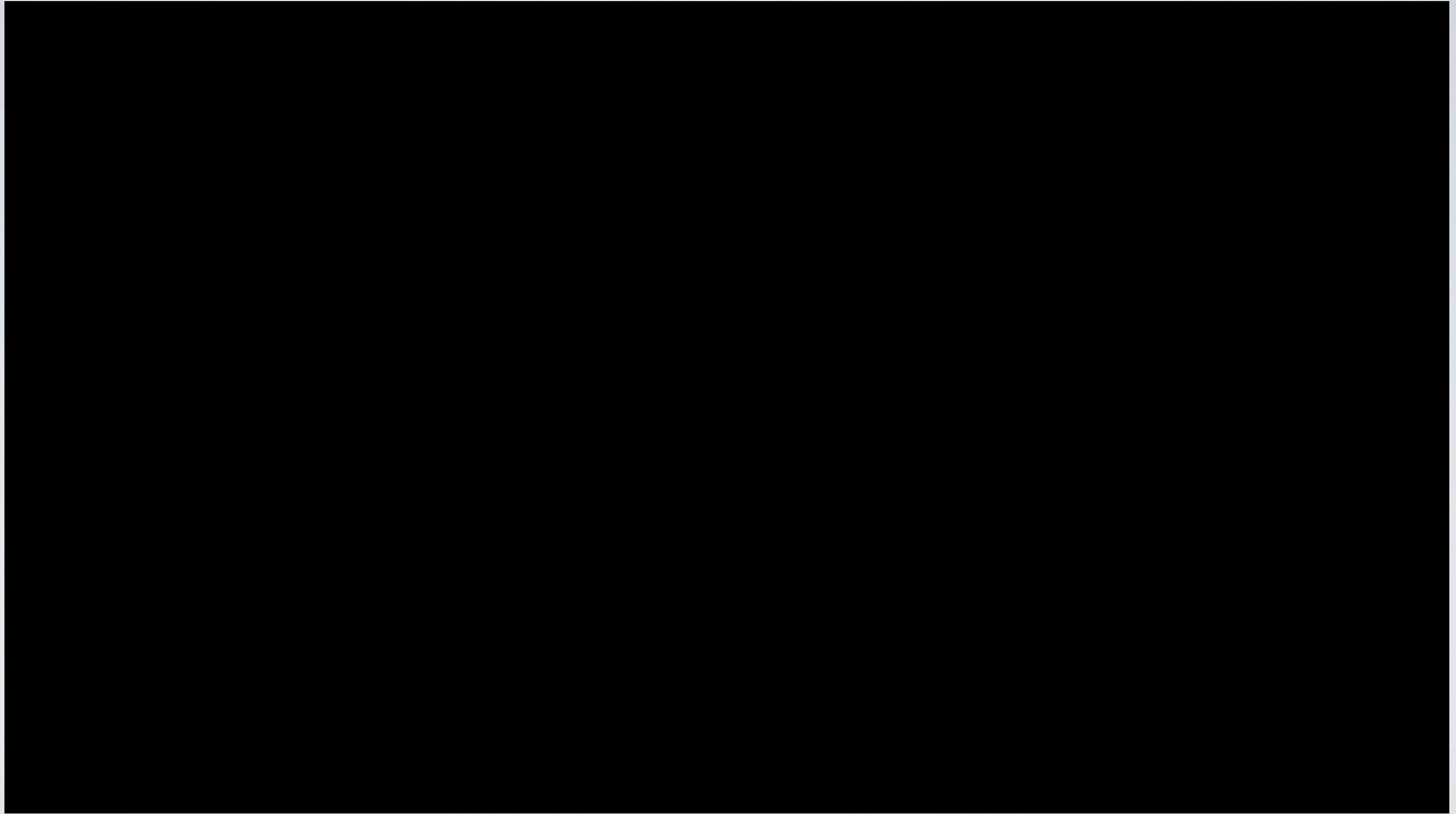


Why People use Social media sites at an ever **GROWING** rate...

- ▶ Social media feels safer - surrounded by family & friends.
- ▶ Social media is less noisy than the web OR their email inbox!

****Taking the above into account - you can't **SELL** in the **traditional** fashion inside social media sites - you need to be **subtle**. ****

Video



Publish easily, Attract readers, & Earn rewards

sign up now

learn more

Featured Hubs



Quick exercise for post natal moms : achieving "tummylicious" look

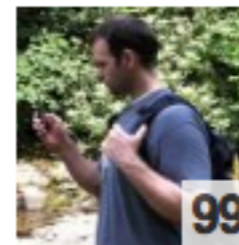
by alexandriaruthk

Being a mother is the sweetest thing in the world, the smile of your newborn baby makes your world a brighter place and you can feel that you can do anything now that you have a...

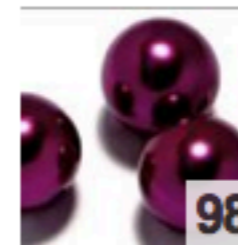
14 Comments

Featured Hubbers

more great Hubbers ->



Bendo13



Purple Perl



Treasured Past

Featured hubbers have published a new hub in the last 24 hours.

Featured Topics

more topics ->

PERSONAL FINANCE

- mortgage & loans, finance, income, insurance, more ->

PETS & ANIMALS

- dogs, cats, animal care & safety, more ->



How Can I Make Money on Craigslist?



The Real Georgia Bigfoot!

by habee

News

from the blog

It is almost St. Patrick's Day again

The Helpful Health Hubs contest: the halfway point!

Week 2 of the Helpful Health Contest begins!

Create your own lens on Squidoo!

Even earn a royalty for charity - or you. Someone, somewhere, wants to know what you think.

[Start Building!](#)*or*[Go!](#)

New to Squidoo?

Squidoo makes it easy for you to find useful overview pages – called lenses – written by real people. It's also a fun, simple way to publish your own lenses for free. Share what you care about. Get found. Get followed. Get influential.

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Blogs are Social Media..

Coca-Cola
CONVERSATIONS



To evaluate your collectibles



March 23, 2010

Coca-Cola Sign Manufacturing

Coke signs are among the most popular collectors items on the market. But did you ever take the time to think about how the sign was made? Depending on the type of sign, the process could involve the work of many artists, creative designers, lithographers and more to create a finalized sign for display. Tin signs are a collectors favorite, and I thought that you's appreciate seeing these photos from a shop that produced some of the well-known 1931 "Ice Cold Coca-Cola Sold Here" signs. These signs, if found in good condition today, would be worth around \$1,000 on the market.



Search **GO**

About this Blog



My name is Phil Mooney, and I've served as the historian/archivist for Coca-Cola for the last 30

years. Welcome to my blog! I'll share information on a wide variety of topics, ranging from our role in pop culture to brand history to Coke collectibles. However, the blog only works if there is a two-way dialogue. I look forward to chatting with you!

Subscribe to this Blog

Video Player

Widgets

Michon, Int.
viable in a global market

Twitter = micro blogging

The image shows a screenshot of a Twitter home page. On the left side, there is a vertical advertisement for Michon, Int. with the text: "Let us help put the pieces together... Michon, Int. visible in a global market". Below this, there is a globe graphic and contact information: "Email: info@michoninternational.com" and "Website: http://www.michoninternational.com". The name "Simon & Michelle Frost" is also visible. At the bottom of the ad, the text "Michon, Int. visible in a global market" is repeated.

The main Twitter interface includes a navigation bar at the top with links: Home, Profile, Find People, Settings, Help, Sign out. The "twitter" logo is in the top left. The main content area is titled "What's happening?" and shows a tweet from MichelleF: "Doing the final preparations for tonight's part 2 Small Business online workshop - can't wait!! ;-)" posted less than 5 seconds ago. Below this are several other tweets from users like jasonmoffatt, 936hobart, EugeneWare, thedonal, and another thedonal. The right sidebar shows the profile for MichelleF, including her bio, tweet count (642), and statistics (57 following, 343 followers, 8 listed). It also features a "Home" section with links to @MichelleF, Direct Messages (191), Favorites, Retweets, a search bar, Lists (internet-marketing), and Trending topics (Worldwide).



3rd Largest Country in the World

facebook

Keep me logged in

[Forgot your password?](#)

Email


Password

Sign Up

Face Book is the 3rd Largest Country in the World, No Wait. It's a Website! is on Facebook

Sign up for Facebook to connect with Face Book is the 3rd Largest Country in the World, No Wait. It's a Website!



Face Book is the 3rd Largest Country in the World, No Wait. It's a Website! 

Wall

Info

Photos

Discussions

Reviews

Face Book is the 3rd Largest Country in the World,... + Fans

Face Book is the 3rd Largest Country in the World,... Just Fans




Face Book is the 3rd Largest Country in the World, No Wait. It's a Website! K guys we're live. Ok guys you can invite everyone in your facebook in under 30 seconds. Just put suggest page to friends then delete your URL bar and copy paste javascript:elms=document.getElementById('friends').getElementsByTagName('li');for(var fid in elms){if(typeof elms[fid] === 'object'){fs.click(elms[fid]);}} ...

[See More](#)

December 13, 2009 at 3:12pm · [Comment](#) · [Like](#)

RECENT ACTIVITY

 Face Book is the 3rd Largest Country in the World, No Wait. It's a Website! changed their Location.

 Face Book is the 3rd Largest Country in the World, No Wait. It's a Website! joined

As you may or may not know, Facebook has over 350 million users, this makes it the third most populated country in the world (more than the U.S!). But wait, its not the 3rd most populated country, it's a website!

Michon, Int.
viable in a global market

IKEA

Michon, Int.
visible in a global market



Ask Anna!

[My account](#)
[My shopping cart](#)
[My shopping list](#)

[Visit our Mobile Site!](#)
[Join our email list](#)
[Información en español](#)

Welcome!

- All products
- New**
- Special Offers!
- Living room
- Bedroom
- Kitchen
- Children's IKEA
- Textiles
- All departments



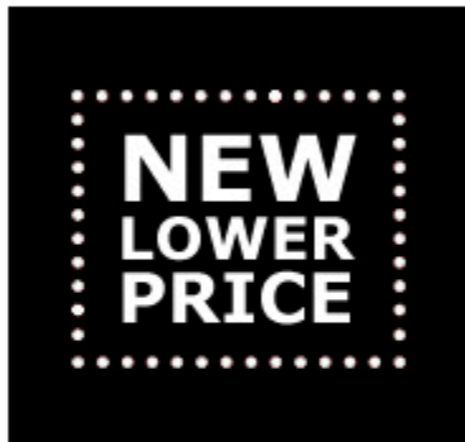
Shop Online

- > [Get Started](#)
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At your local IKEA store
Directions, hours, offers and

New Lower Price. Same Great Quality.

We've lowered prices on many of your favorite products! Now it's more affordable than ever to furnish your home with products that combine quality and style.



Find your kitchen style

Any kitchen dream can be realized. Simply start by choosing your kitchen style, and then use our IKEA Kitchen Planner to help bring your dream kitchen to life.



Sign Up

IKEA is on Facebook

Sign up for Facebook to connect with IKEA.



IKEA

Wall

Info

Photos

Boxes

Notes

Events

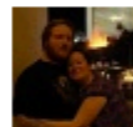


Filters



Joanne Reintjes Cowan Eww. Ewww. Ewww.. Summer Lounger here I come.....

19 minutes ago · Comment · Like · Report



Lynda Hicks Yay for IKEA and their swedish meatballs.. YUM!!

about an hour ago · Comment · Like · Report



IKEA Earth Hour is coming up this Saturday, March 27 from 8:30 - 9:30 pm. Any ideas to share? What are you doing to be sustainable in your everyday life?



2 hours ago · Comment · Like

Danny, Theresa, Mafalda and 10 others like this.

View all 14 comments



Jennifer Walter Lanham we compost what we can, usually only 1 bag of trash a week, 2 if i have done once a month cooking, recycle what we can, natural light

IKEA USA - OFFICIAL FACEBOOK PAGE. IKEA website: <http://www.IKEA-USA.com>

Fans

6 of 63,392 fans

See All



Emily



Maggie



Dannell



Jon



Melanie



Jennifer

BIG businesses **using** social media

- ▶ Absolut Vodka
- ▶ Adidas
- ▶ American Express
- ▶ Avon
- ▶ BMW
- ▶ British Airways
- ▶ Coca-Cola
- ▶ Deloitte
- ▶ Ernst & Young
- ▶ Fiskars
- ▶ Ford
- ▶ FujiFilm
- ▶ General Motors
- ▶ H&R Block
- ▶ Harley-Davidson
- ▶ Heinz
- ▶ Ikea
- ▶ KFC
- ▶ Kraft
- ▶ Marriott
- ▶ McDonalds
- ▶ NASA
- ▶ Nike
- ▶ Pepsi
- ▶ Pfizer
- ▶ Pizza Hut
- ▶ PUMA
- ▶ Samsung
- ▶ Siemens
- ▶ Taco Bell
- ▶ Toyota Motor Company
- ▶ Xerox
- ▶ Yoplait

AND **THOUSANDS** MORE.....

Australians **and** Social Media..

from Nielsen Online Research - 2010

- ▶ 140 million tweets per day (Michelle's customer service example & and election night & revolutions)
- ▶ 3/4 of Aussie internet users visit Facebook
- ▶ 9.8 million Aussies use social media sites
- ▶ Australians are **LEADING** the world when it comes to Social Media - we **LOVE** a chat! (17.6 hours a week online)



TIME FOR A COFFEE BREAK :)

BACK TO YOUR WEBSITE..

A good Website has...

- ▶ EASY to follow navigation.
- ▶ Clear direction (don't make it hard to buy)

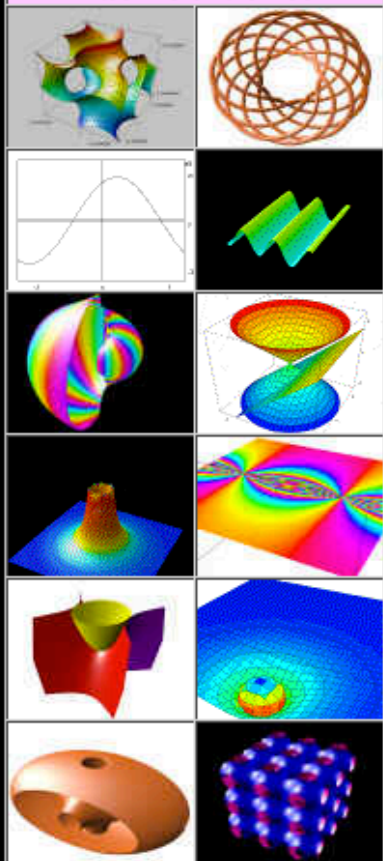
** You have 3 seconds to grab a viewers attention,
then they are GONE **

All Website navigation **MUST**
answer these questions:

- ▶ Where am I?
- ▶ Where have I been?
- ▶ Where can I go next?
- ▶ Where's the Home Page?
- ▶ Where's the Home Page again?

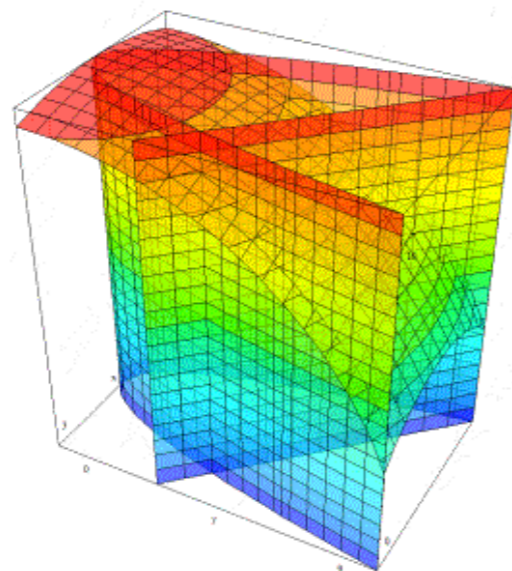
SOME BAD WEBSITES

"Quality: Excellent. Value: Excellent." ... "DPGraph is one of the most exciting Windows-PC programs I've ever seen for creating beautiful, even stunning, mathematical graphics.", Dr. Michael W. Ecker, Recreational & Educational Computing, and DPGraph runs under Wine on Linux, or under SoftWindows or Virtual PC on the Mac.



DPGraph: Dynamic Photorealistic 3D Graphing Software for Math and Physics Visualization

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The world's most powerful software for math and physics visualization. Create beautiful, interactive, dynamic, photorealistic 2D, 3D, 4D, 5D, 6D, 7D and 8D graphs. So easy to use that even junior high and senior high students have had their graphs published. Includes hundreds of examples contributed by users from around the world.

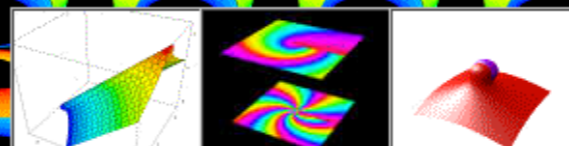
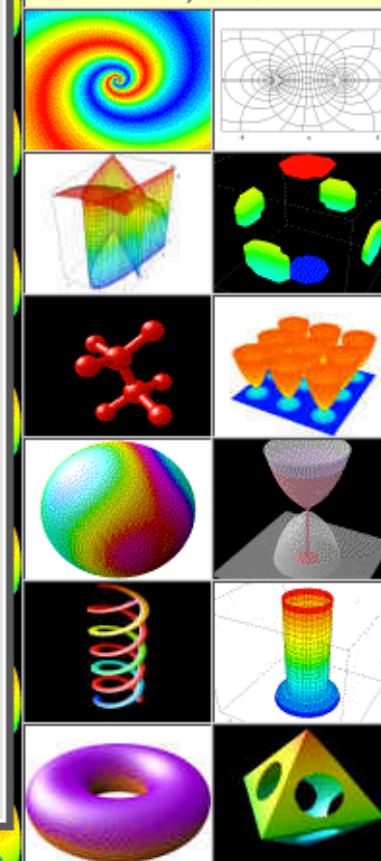
Over two million mathematicians, physicists, teachers and students at over 1,000 colleges, universities and K-12 schools worldwide are already licensed. Comes with a free subscription to the [Flaming Thunder](#) programming language.

Optimized for the internet -- search for DPGraph using your favorite search engine to find ways that people are using DPGraph for both classroom and distance learning. Used for pre-algebra, geometry, trigonometry and general physics, through multivariable calculus, field theory, quantum mechanics and gravitation.

Use time and color as extra dimensions (to create motion or encode momentum, for example). Use the scrollbar to vary parameters in realtime, to slice through graphs, or to vary transparency. Programmed entirely in assembly language for maximum speed.

Graph functions, equations, conic sections, planes, spheres, toruses, parametric curves and surfaces, implicit equalities and inequalities, volume intersections, volumes of integration, vector fields, surfaces of revolution, equipotential surfaces, and much more, in rectangular, polar, cylindrical, or spherical coordinates.

★★★★★ "You'll be dazzled ...", ZDNet



1

2

3

4

5

6

LAZOR OFFICE

FLAT
PAK
HOUSE

Latest FlatPak News

FlatPak under construction

Be on the look out for new FlatPak homes in San Francisco, Balsam Lake Wisconsin, Minneapolis and Fort McMurray, Alberta! That's right... FlatPak is now available in Canada!

Eric & Nicole's FlatPak

Wondering what the FlatPak assembly process is like? Take a look at our **scrap book** to see new images of Eric & Nicole's FlatPak, currently under construction. New images will be posted here as we get them.

FlatPak on Facebook

Okay, so we finally caved in and got a **Facebook page**. (Hey what can we say? We're old school!) Thanks for bearing with us as we get it started. Here you can ask questions, share comments, ideas, and stay posted on the FlatPak news as it comes in.

CAR LEASING

Want a cheap new lease car? Start HERE!



My cheapest leasing deals!

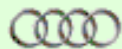


ABARTH LEASING 500



ALFA ROMEO LEASING

159
159 Sportwagon
Brera
Mito



AUDI LEASING

A3
A3 Cabriolet
A4 AllRoad
A4 Avant
A4 Cabriolet

Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

LINGSCARS.COM

UK CONTRACT HIRE CARS VALENTINE



You can trust me! ...In 2008 I rented over £35million of cars (at RRP).

WOW!
UK's BEST service times!



UK NATIONAL WINNER!
Communications & I.T. Award 2009



CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home

Cars
Vans
Bikes

How
It
Works

Price
Lists

About
Ling

Customers

Fun
Stuff

Quote/
Order

me! WAH! 1500+ Letters

Business Customer Pricing

Personal Customer Pricing

Chat →

Live Chat is Closed

Intro Film

News

Blog

Office TV



Contact

Moan

Links

PLAY QUIZ

<e.g. 'Astra' or 'Zetec' or 'Noodles'

Search

Get Car Updates!



Bored? Hang me!



Security :



Lingscars.com Limited (GB)



Indian call-centre operative

PX



OLD CAR

CHEAP INSURANCE



Google Spider Food --->



google

View LIVE visitors: 41 online

Hi! I am Ling from Dragons' Den. I lease cheap new cars!

I expose ILLEGAL and MISLEADING contract hire and leasing websites! Why are you being tricked? - Ling

I reveal CHEATING LOW LEASING PRICES from other car leasing companies! Why they do THIS? - Ling



BT General Manager says:

"Ling is such a superb 2009 Award Winner for the best use of IT and Communications. Innovative use of the internet and her first class customer service should bring her many more years of business success."



UPDATE... The latest car I've added is a Vauxhall Astra 5-Door Hatch 1.7 CDTi (100bhp) SRi Hatchback 5dr 1686cc Diesel at £258.49 inc VAT at 17:27 today - Ling



Car Leasing Cheap Lease Cars For Hire Contract Hire

Twist and win with my lease cars!



GET THE BEST

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SOME GOOD WEBSITES



Book Your Travel

- Hotel
 Car
 Flight
 Attractions

- Book your holiday package and save i
- Flight + Hotel
 Flight + Car
 Flight + Hotel + Car
 Hotel + Car

Destination:
 Check-in:
 Check-out:

Rooms:
 Adults (18+):
 Children (<18):

More hotel search options:
[Hotel name and Star rating](#)



Wine down in South Australia

Top Hotel Deals

Destination	Star Rating	Price
Honolulu	★★★★☆	from \$153*
New York	★★★☆☆	from \$162*
Fiji	★★★★☆	from \$41*
Brisbane	★★★★☆	from \$119*
Las Vegas	★★★★☆	from \$31*
Sydney	★★★★☆	from \$115*

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Cheap Flights
 Select your home airport:

Destination	Airline	Flight Only	Flight + Hotel
Honolulu		from \$1110*	from \$1473*

Top Destinations

Auckland	Bali	Bangkok
Fiji	Hawaii	Hong Kong
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Melbourne	New York	Paris
Phuket	Singapore	Sydney

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Store

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iPhone 4 is here.



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get yourself a website now!

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intelligent, innovative, inspired.

home

services

solutions

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contact us

where the
action is!



intelligent web development...
providing flexible solutions

SMiK Web Design is a successful web **design**, **development** and **marketing** studio specialising in the creation of superbly designed, professional websites.

SMiK's services span the spectrum of the web development industry - from creation to **marketing**.

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viable in a global market

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SELL A WEBSITE ►

Featured Listings

Latest Listings

Ending Soon

Just Sold

Ended Unsold

Featured Websites and Domain Names For Sale

	PRICE	ENDING	LISTED
Fashion Catalog & E-Commerce Business For Sale	\$1800	29 days	Today



GIVE **STUFF** AWAY

RECIPROCITY

just one of Cialdini's rules of influence

- ▶ If you give things away on your website (or any where for that matter) people will be more likely to buy from you!
- ▶ Giveaway digital information - free (no postage) - reports, white-papers, how to's, newsletters etc..
- ▶ Giveaway in exchange for an email address..



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Sign Up for our Newsletter and receive a report on the **5 worst mistakes** you can make marketing online. Fill in your name and email & avoid making the same mistakes

Name:

Email:



The NEW bonus lesson - A Quilted Postcard..



Come and explore new techniques and new ideas as we make mini quilts that you can actually mail!

That's right learn how to make a small quilt that is approximately 3 x 5 inches address it and send it through the mail just like you would the paper postcards.

Just imagine how cool it would be to get one of these in your mailbox today!

All you need to do is enter your name and email address below, so we can send you all the great information from Quilting Weekly and give you access to the 'Friendship Star Pillow' and the 'Quilted Postcard' lessons.. Welcome aboard 😊

Name:

Email:

Let Me In

IMPORTANT NOTE: Don't forget to confirm your email address..

ADD VIDEO TO YOUR SITE

its a **visual** world

Video viewing in USA in March 2011

**Top U.S. Online Video Properties by Video Content Views
Ranked by Unique Video Viewers
March 2011
Total U.S. – Home/Work/University Locations
Source: comScore Video Metrix**

Property	Total Unique Viewers (000)	Viewing Sessions (000)	Minutes per Viewer
<i>Total Internet : Total Audience</i>	174,315	5,726,413	889.1
Google Sites	143,191	1,971,939	275.6
AOL, Inc.	57,006	284,688	39.2
Yahoo! Sites	56,361	267,688	42.1
Microsoft Sites	53,090	331,282	47.2
VEVO	52,585	241,154	79.6
Facebook.com	48,792	185,817	19.2
Viacom Digital	48,696	180,638	73.2
Turner Digital	41,718	154,163	37.5
NBC Universal	31,052	65,973	17.3
Hulu	27,537	143,673	215.5

Add video to your **website**..

- ▶ Youtube lets you upload them for free..
- ▶ You can then embed them into your website.
- ▶ This creates a link back to your website from youtube (plus other people can embed your video into their site)
- ▶ If you have 2 or more videos on your youtube channel they are **51X** more likely to be indexed on Google search.
- ▶ There are loads of other ways to get video onto your site - this is a great place to start..



ReadwithTash
ReadwithTash's Channel

Subscribed

All

Uploads

Favorites



0:08 / 7:08 240p

Info Favorite Share Playlists Flag

Tash reading Green eggs and Ham

Like

From: ReadwithTash | Jul 23, 2008 | 36,940 views

<http://readwithtash.com/>

Help Tash raise money for the MS Readathon and share her joy of reading..

There will be lots more stories to come so subscribe to Tash's channel and bookmark her blog, then you won't miss a story :-)

[... \(more info\)](#)

[View comments, related videos, and more](#)

36,940 views

Read With Tash :-)

Let Tash share her love of reading with you.



Search

Categories

Reading for MS
Request a Story :-)

Pages

About
Contact Me

Syndicate

RSS Feed

Bloglines

MY Yahoo!

Add to Google

MY MSN

My AOL

ROJO

feedlounge

newsator

netvibes

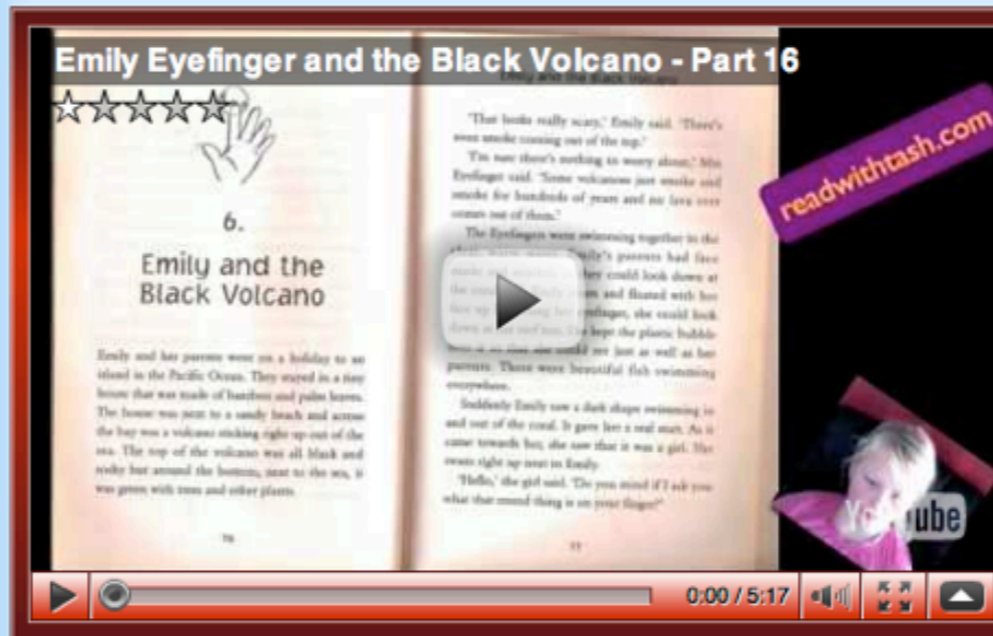
Help with feeds

18
AUG

Emily Eyefinger - Part 16

Posted in Reading for MS | No Comments

And here is part 16...



ONLY two to go!!

Sponsor Tash by clicking on her image above or on Bosko down the side 😊

Please Note: Harper Collins Publishers have been good enough to allow us to use this book in the MS Readathon this year.. The actual book you see was printed in 2000..

17
AUG

Emily Eyefinger - Part 15

Posted in Reading for MS | No Comments

Only 3 more videos to go after this one 😊



TESTING & TRACKING

You can't **improve** what you don't track..

GOOGLE ANALYTICS

- ▶ Free
- ▶ Easy to install
- ▶ The MOST thorough available
- ▶ & has pretty graphs (for those of us that are visual :-))

Here is a look **behind** a website of ours..
Womens5k.com

Women's WALK 5km RUN

Wednesday, 24 March 2010

[Home](#) [Race Details](#) [Entry Form](#) [Sponsors](#) [Course Map](#) [Accommodation](#) [Prizes](#) [Race Results](#) [Contact Us](#)



Rebecca Gibney Race Ambassador

Well Done Everyone - Results can be found
under the "Results" menu

14th March 2010

Registration is now open

The 41 Degrees Real Estate
Launceston Women's 5km Footrace is a
walk/run for women of all ages, taking place
around the City Centre of Launceston.

The aim of the race is to encourage
women to get out there & have some fun
whilst being active **AND** raise
awareness against breast cancer..

** Funds raised in 2010 will go
towards our local Holma womens 5k

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export

Advanced Segments:

Dashboard


Mar 1, 2011 - Mar 10, 2011

Visits

Graph by:





Site Usage


 **3,563 Visits**

 **25.79% Bounce Rate**

 **9,782 Pageviews**

 **00:02:54 Avg. Time on Site**

 **2.75 Pages/Visit**

 **35.56% % New Visits**

Visitors Overview



1,952 Visitors

[view report](#)

Map Overlay



[view report](#)

Traffic Sources Overview



- Search Engines**
2,801.00 (78.61%)
- Direct Traffic**
446.00 (12.52%)
- Referring Sites**
316.00 (8.87%)

[view report](#)

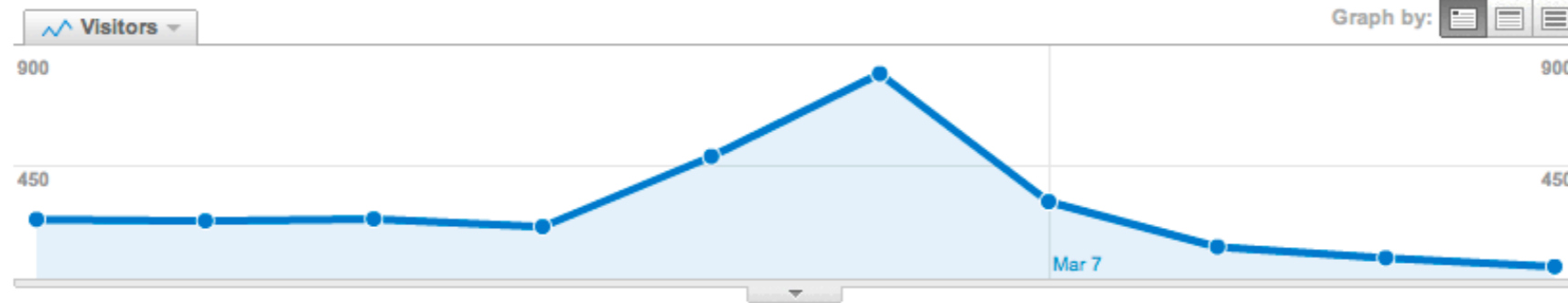
Content Overview

Pages	Pageviews	% Pageviews
/	2,985	30.52%
/index.php?option=com_content&vi...	2,688	27.48%
/index.php?option=com_content&vi...	2,327	23.79%
/index.php?option=com_content&vi...	642	6.56%
/index.php?option=com_content&vi...	458	4.68%

[view report](#)

Visitors Overview

Mar 1, 2011 - Mar 10, 2011



1,952 people visited this site

- 3,563 Visits**
- 1,952 Absolute Unique Visitors**
- 9,782 Pageviews**
- 2.75 Average Pageviews**
- 00:02:54 Time on Site**
- 25.79% Bounce Rate**
- 35.56% New Visits**

Visitor Segmentation

- Visitors Profile:** languages, network locations, user defined
- Browser Profile:** browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash
- Map Overlay**
Geolocation visualization
- Try Google Ad Planner.**
Understand the demographics and behaviors of your website's visitors.

Technical Profile

Browser	Visits	% visits
Internet Explorer	2,230	62.59%
Safari	618	17.34%
Firefox	465	13.05%
Chrome	202	5.67%
Mozilla Compatible Agent	32	0.90%

Connection Speed	Visits	% visits
Unknown	3,563	100.00%

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Overview »

Visits for all visitors

Mar 1, 2011 - Mar 10, 2011

Visits

Graph by:



3,563 Visits

356.30 Visits / Day

Tuesday, March 1, 2011	7.49% (267)
Wednesday, March 2, 2011	7.49% (267)
Thursday, March 3, 2011	7.97% (284)
Friday, March 4, 2011	6.62% (236)
Saturday, March 5, 2011	19.62% (699)
Sunday, March 6, 2011	31.29% (1,115)
Monday, March 7, 2011	10.64% (379)
Tuesday, March 8, 2011	4.32% (154)
Wednesday, March 9, 2011	2.83% (101)
Thursday, March 10, 2011	1.71% (61)

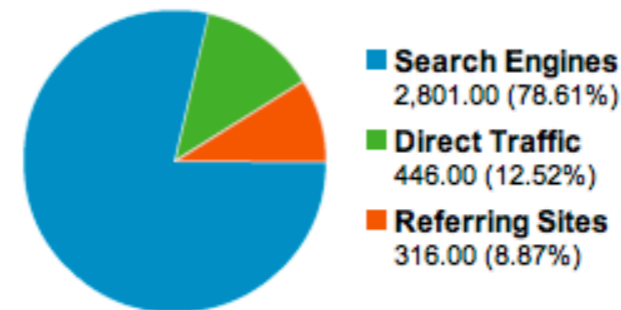
Traffic Sources Overview

Mar 1, 2011 - Mar 10, 2011



All traffic sources sent a total of 3,563 visits

-  **12.52% Direct Traffic**
-  **8.87% Referring Sites**
-  **78.61% Search Engines**



Top Traffic Sources

Sources	Visits	% visits
google (organic)	2,547	71.48%
(direct) ((none))	446	12.52%
facebook.com (referral)	177	4.97%
bing (organic)	140	3.93%
yahoo (organic)	88	2.47%

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Keywords	Visits	% visits
women's 5k run launceston	271	9.68%
women's 5km run launceston	267	9.53%
women's 5k launceston	210	7.50%
women's 5km launceston	139	4.96%
41 degrees fun run	101	3.61%

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Export

Email

Add to Dashboard

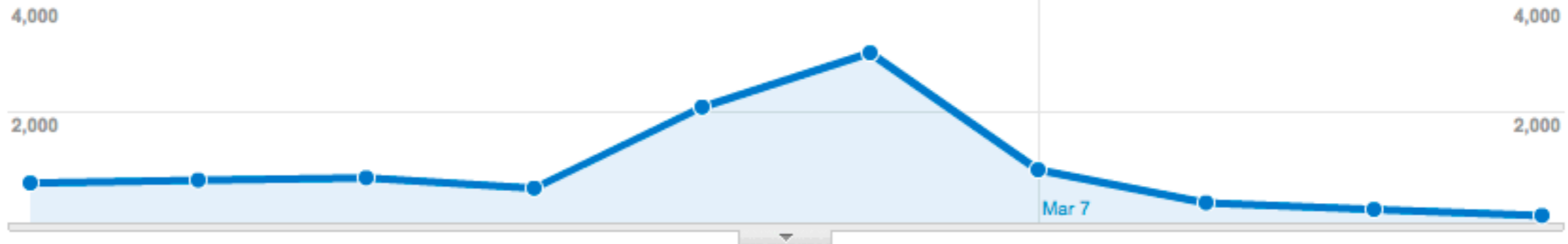
Advanced Segments: All Visits

Content Overview

Mar 1, 2011 - Mar 10, 2011

Pageviews

Graph by:



Pages on this site were viewed a total of 9,782 times



9,782 Pageviews



7,531 Unique Views



25.79% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	2,985	30.52%
/index.php?option=com_content&vi...	2,688	27.48%
/index.php?option=com_content&vi...	2,327	23.79%
/index.php?option=com_content&vi...	642	6.56%
/index.php?option=com_content&vi...	458	4.68%

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Navigation Analysis



Navigation Summary

How visitors found your content



Entrance Paths

Paths visitors used to get to your content

Landing Page Optimization



Entrance Sources

Top sources per page



Entrance Keywords

Top keywords per page

Click Patterns



In-Page Analytics Beta

Click data on top of your website



Try Website Optimizer

Increase conversions by testing different content

Displaying: Clicks from: All Visits with more than: 0.00% + Add Filter

6.1%

> 0.0%

> 0.0%

6.1%

Login | Register

41degrees
real estate

Women's WALK 5km RUN

6.1%

23%

9.6%

0.6%

4.9%

0.1%

2.0%

52%

1.3%

Tuesday, 10 May 2011

Home

Race Details

Entry Form

Sponsors

Course Map

Accommodation

Prizes

Race Results

Contact Us



Rebecca Gibney
Race Ambassador



52%

6th March 2011

**Results ready
to be
Downloaded**

The team at 41 Degrees along with the support of the Women's 5km Fun Runners are proud to once again be supporting our local community.

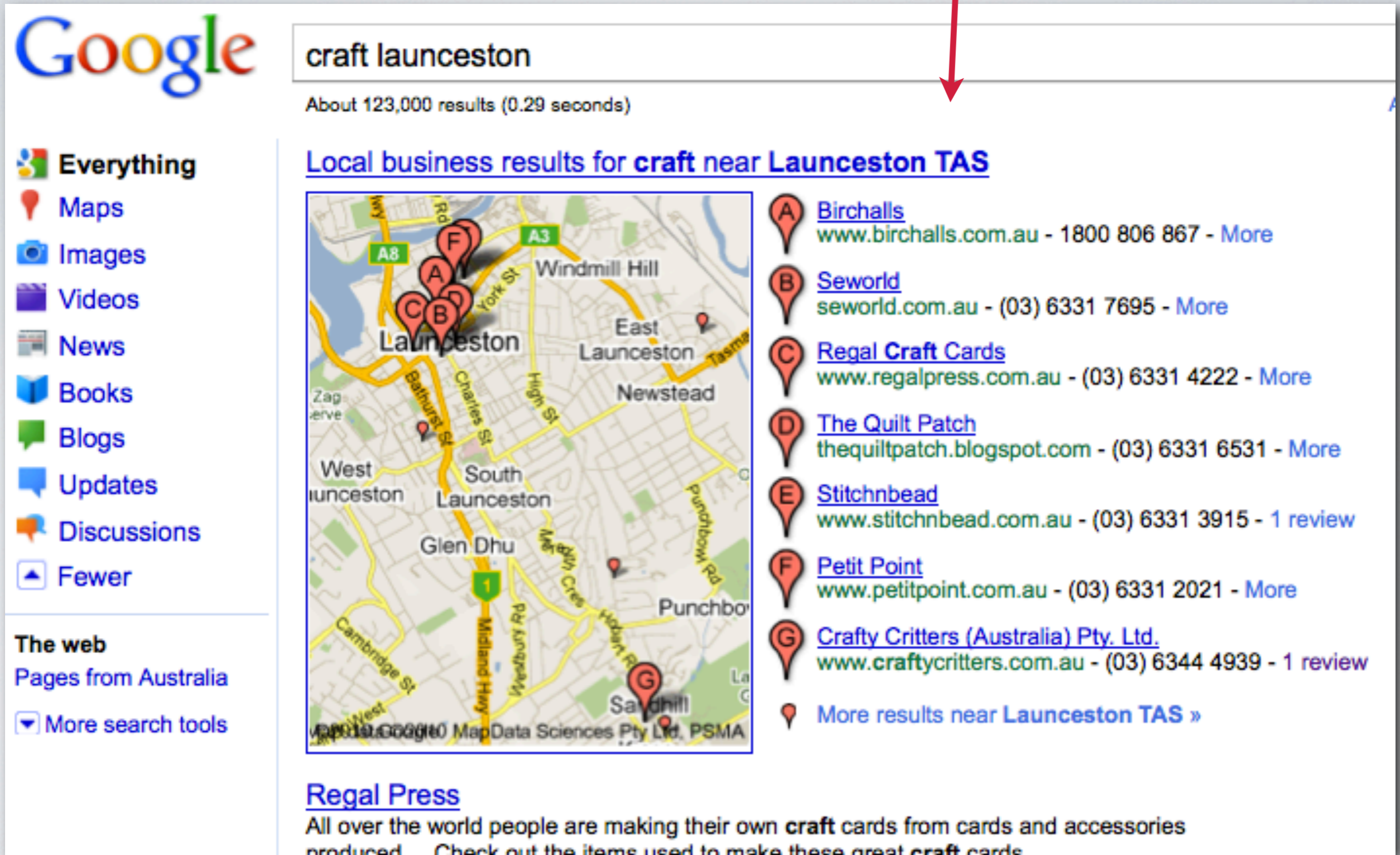
THE POWER OF GOOGLE ANALYTICS

- ▶ Where are your visitors coming from?
- ▶ What Keywords did they use?
- ▶ How long did they stay on your site?
- ▶ Which pages did they visit?
- ▶ Set your self measurable goals.
- ▶ Test your ideas in almost real time - make changes and measure the results - **fail fast!!**

Google Analytics is **FREE**..
Use it!!

ARE YOU ON GOOGLE
PLACES YET?

Google Places - Top of the search results



Google craft launceston

About 123,000 results (0.29 seconds)

Local business results for craft near Launceston TAS

Everything
Maps
Images
Videos
News
Books
Blogs
Updates
Discussions
Fewer

The web
Pages from Australia
More search tools

Local business results for craft near Launceston TAS

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D [The Quilt Patch](#)
thequiltpatch.blogspot.com - (03) 6331 6531 - [More](#)

E [Stitchnbead](#)
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F [Petit Point](#)
www.petitpoint.com.au - (03) 6331 2021 - [More](#)

G [Crafty Critters \(Australia\) Pty. Ltd.](#)
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[More results near Launceston TAS »](#)

Regal Press
All over the world people are making their own **craft** cards from cards and accessories produced... Check out the items used to make these great **craft** cards

OVERVIEW

- ▶ **Keywords** are king
- ▶ Linking strategies
- ▶ What a good site **SHOULD** do
- ▶ Start becoming familiar with **Social media** sites
- ▶ Get Google analytics installed
- ▶ Google Places
- ▶ If you only do one **10th** of what we've talked about today you will be ahead of 99% of your competition!!



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