

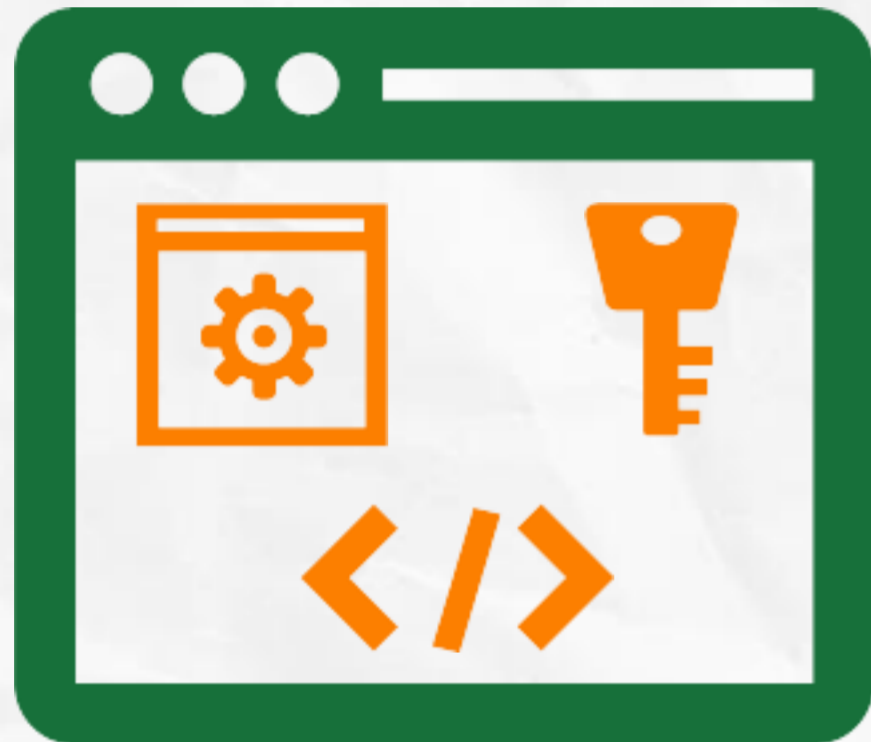
Old SEO vs. New SEO

By Eyeflow Internet Marketing
Growing the equity of websites since 2001.



What was Old SEO?

Website Optimization



01

+

Content



02

+

Link Building



03

=

Search Rankings



-
- 01 Website Optimization
 - 02 Create content.
 - 03 Get Links with keyword anchor text.

What is New SEO



- Website Speed/Usability
- GREAT Content
- Linkable Assets/Link Earning
- Online Branding
- Online PR
- Social Signals
- Credibility Signals
- Authorship
- Mobile
- Avoid Negative SEO

Make a Great Website



- Go beyond a brochure.
- Include visual trust signals (seals, logos, accreditations)
- Include Call-to-Action(s).
- Make it easy to share.
- Monitor user generated content.
- Avoid thin/duplicate content.
- Make sure it loads fast.
- Make it mobile friendly. [tool: gtmetrix.com](https://gtmetrix.com)

Create Great Content



- Unique content only!
- Put people first.
- Write for your customer not for industry insiders.
- Be transparent. (if your not your competition is)
- Use the right keywords.
- Use keywords naturally.
- Optimize Title/Meta data.
- Simple, Concise and Creative.

Create Linkable Assets

Infographics



Whitepapers



Videos



Slide Shows



Authorship / Blogging / Branding



Google

[10 Things Every Twitter User Should Know | Eyeflow Intern](#)



www.eyeflow.com/10-things-every-twitter-user-should-know

by Phil Laboon - in 190 Google+ circles

Apr 8, 2013 – So you've decided to create a **twitter** account? The **Twitter** can be used for many reasons, and whatever your reasons: creating.

Forbes

New Posts

4 posts this hour

Most

First 30

What Every Leader Needs to Know about SEO

+ Comment Now + Follow Comments

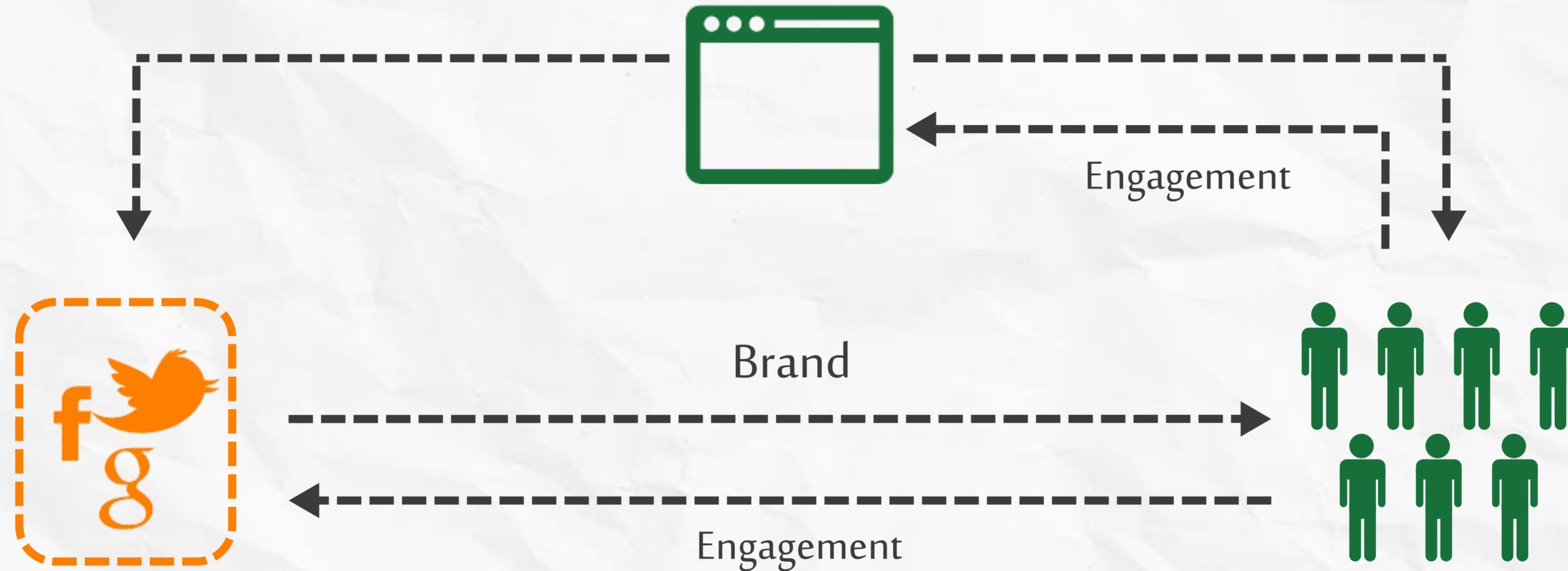
For many companies, it's a constant battle to stay at the top of search results. Search engine optimization is always changing, whether Google calls the latest edition a penguin, a panda, or a pterodactyl. Even if you don't think search results are the main business driver for your company, good SEO is important for building credibility and authority.

Google

Phil Laboon of Eyeflow: Don't fall for easy "tricks" to improve SEO

Many people are saying that Google's new Panda

The Role of Social Media



SEO Benefit

- Google using social signals more.
- Adds personality to your brand.
- Increases chances of natural links.
- Helps protect brand name searches.

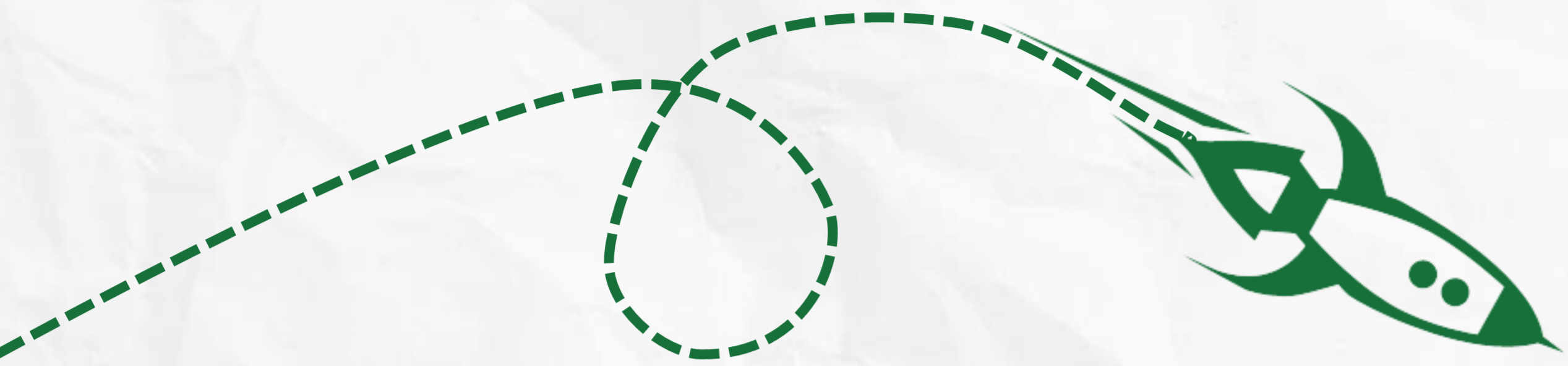
Analyze Your Website

With [SEOzio.com](https://www.seozio.com)

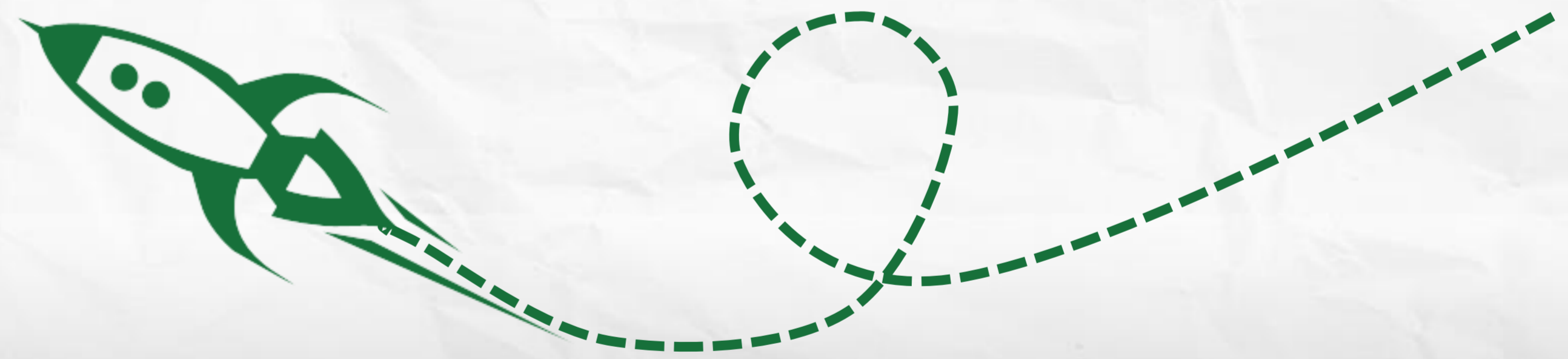
Grades your websites...

- Code
- Crawlability
- Branding
- Links





Thank you for your attention !



Eyeflow.com



phil@eyeflow.com



412.253.0841



1013 E. Carson St. Pittsburgh, PA 15203



[Facebook.com/eyeflow](https://www.facebook.com/eyeflow)



[Twitter.com/eyeflow](https://www.twitter.com/eyeflow)