



IN COMBINATION WITH

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SEO: A PRACTICAL APPROACH

OCTOBER 7, 2009

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*Sit back, relax, and
leave the website to us.*

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About August Ash

August Ash, Inc. (AAI) is a full service web development and Internet marketing firm based in the Twin Cities.

- Founded in 1999, and have grown to 22 employees
- Our Internet marketing strategists value the uniqueness of every project; every client is proposed a strategy designed with their specific goals in mind
- We have roughly 300 active clients, and maintain a focus on established small- and medium-sized businesses
- August Ash also works with a number of notably larger clients, such as 3M, Target, Kodak, The MSP International Airport, Nordic Ware, and MN Teen Challenge

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About August Ash

August Ash offers a complete array of solutions diverse enough to meet most clients' needs, but focused enough for us to deliver outstanding results in each area. Our services include:

- Web design
- Search engine optimization
- Internet marketing
- Paid search (pay per click) maintenance
- E-commerce solutions
- Multimedia web design
- Database integration

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Improving the Volume & Quality of Your Web Traffic: An Overview

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Improving the Volume & Quality of Your Web Traffic: An Overview

- What is search engine optimization (SEO)?

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 - Quality vs. quantity
- The merit of site updates

Selecting the Best Keywords

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- What are long tail keywords?

Basic Tips for On-Page Optimization

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 - They're just plain useful (which Google likes to see)

Using Press Releases to Feed Your SEO

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Using Press Releases to Feed Your SEO

- Getting quality inbound links to your site can be hard work

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- **Submit your press release to the relevant sites you've found in your research**

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How a Blog Can Enhance SEO

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How a Blog Can Enhance SEO

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How a Blog Can Enhance SEO

- Blogs make it easier to add content to your site
- Blogging makes it easier to incorporate a greater diversity of keywords into your site

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- **WordPress blogs, specifically, are some of the most SEO-friendly pages on the Internet**
 - **Right out of the box, WordPress blogs are designed to make your content more searchable and user-friendly**

Making Sense: When to Partner with an SEO Firm?

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Making Sense: When to Partner with an SEO Firm?

- What are your goals for your site?



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 - **No SEO solution is a cookie-cutter answer**
 - **Some work can be done in-house by your team...just ask**



Question & Answer Opportunity

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