



# *Celebrating 25 Years*

**Get Your Facility Noticed  
on the Internet**

**Featuring Michael David**

**TastyPlacement**

**Austin, TX**

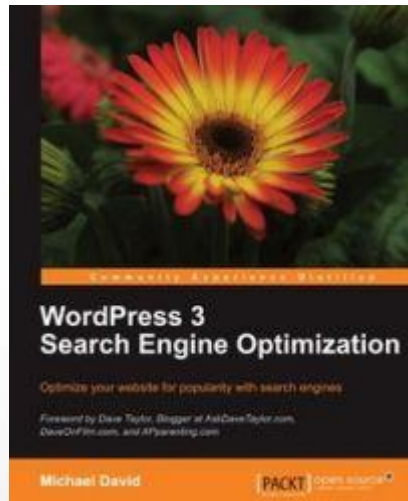


# About Michael David

Owner/Founder:



Author:



# Some Definitions

---

IYP/Internet Yellow Pages

Google Places

SEO/Search Engine Optimization

PPC/Pay Per Click

Search Query

Channel

Conversion

Link Building

# Definitions in Action



seo in austin tx

Search

About 4,680,000 results (0.16 seconds) #

Advanced search

- Everything
- Images
- Videos
- News
- Shopping
- Places
- More

Austin, TX  
Change location

Show search tools

[Austin SEO Services - Be On 1st Page of Search Engines.](#)

Ads

Increase Traffic & ROI. Contact us!  
[www.findmycompany.com/Free\\_Report](http://www.findmycompany.com/Free_Report)

[Web Site SEO in Austin, TX | bcs-seo.com](#)

Let us help you be more competitive Website Search Engine Optimization  
[www.bcs-seo.com](http://www.bcs-seo.com)

[SEO Software - Professional SEO software for more web traffic.](#)

Get your offer today!  
[www.searchmetrics.com/seo-software](http://www.searchmetrics.com/seo-software)

[SEO Austin Texas | Search Engine Optimization | TastyPlacement](#)

SEO (Search Engine Optimization) in Austin TX: TastyPlacement. We are leaders in design, pricing, success. Authors of "SEO for WordPress.

WordPress Development - Team - Ecommerce Web Dev - SEO San Antonio  
[www.tastyplacement.com/](http://www.tastyplacement.com/) - Cached - - Block tastyplacement.comSimilar

4407 Monterey Oaks, #140, Austin  
(512) 535-2492  
[judysbook.com](http://judysbook.com) (1)

★★★★★  
16 reviews  
[Place page](#)

[Austin SEO and Website Design Services](#)

We are a comprehensive eBusiness, Website Design and SEO Services company based in Austin, TX. We specialize in getting businesses on the Internet quickly ...

Website Design - SEO Tools. - Top 10 search engine rankings  
[www.austinecom.com/](http://www.austinecom.com/) - Cached - - Block austinecom.comSimilar

500 East Riverside Drive, Austin  
(512) 656-8999

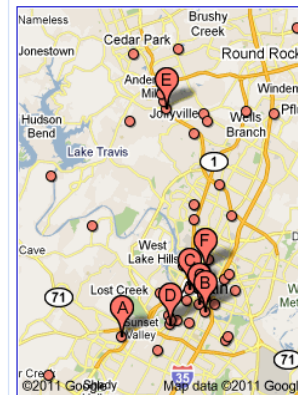
[Place page](#)

[FindMyCompany.com - SEO Company Austin, Texas \(TX\)](#)

FindMyCompany.com is a professional Austin SEO Firm. Our services include Full Search Engine Optimization, Custom Web Design and Pay-Per-Click Management.

[www.findmycompany.com/](http://www.findmycompany.com/) - Cached - - Block findmycompany.comSimilar  
 1404 W. 6th Street, Austin  
(800) 781-7517

★★★★★  
20 reviews  
[Place page](#)



Ads

[Search Engine Marketing](#)

1 (877) 545 6393  
Increase Your Visibility On Search  
With Google AdWords Today  
[www.google.com/AdWords](http://www.google.com/AdWords)

[#1 On Any Search Engine?](#)

Sign Up for Our SEO Services!  
Want Top Rankings? Get Your Quote.  
[www.wisdek-seo.com/WebOptimization](http://www.wisdek-seo.com/WebOptimization)

[SEO Experts from \\$10/hr.](#)

Browse 1,000's of SEO Experts.  
Find the Best Global Talent Today!  
[www.odesk.com](http://www.odesk.com)



# Channels/Trends in Internet Search

Paper Yellow Pages/Direct Mail 

Natural Search: Google-Bing-Yahoo 

Pay Per Click: Google-Bing-Yahoo-Chitika 

Internet Yellow Pages  

Yelp, FourSquare (Geo/Phone apps), Google Local, Bing/Yahoo Local

# Channels/Trends in Internet Search



# Angels & Devils in Internet Advertising

## Programs to Avoid:

ANY SEO/local maps service delivered by spam email or auto dialed phone calls

A guaranteed ranking is usually nonsense

Individual IYPs' paid programs like YP.com and Yelp.com—just take free option

Anything that's \$200 a month is 99% likely to be a scam, 100% likely to be weak

Programs with annual contracts require commitments for a reason

“Race to the Bottom” on price is a trap for new businesses

**Remember: Google Maps is FREE (and lots of other IYPs, too)**

# Doing Internet Marketing Yourself



Self-managed PPC - Google's Adwords classes are free

Google this phrase: “adwords learning center”



Local Maps/IYPs are generally free. Hit them all, Hit them hard.

Huge list of 40 Sites: Google this phrase: “tastyplacement free local listings”

Local SCORE Chapter

Some have web marketing classes

Books & Internet Search

# Making a Great Local/IYP Listing

Complete Listings Rank Higher, so Fill Out Everything

Descriptions, Reviews, Categories, Photos, Videos, Offers, Hours

Claim Your Listing


The More IYPs You Get, the Higher You Rank in Yelp & Google

Fix Bad Reviews by Getting Your Customers to Give High Marks

Use Local Number, Not 800 Number

# Sample Local/IYP Listing


Google

**Pool Cleaning Austin** 

7912 Crandall Road, Austin, TX 78739  
(512) 318-2577  
pool-cleaning-austin.com  
[Directions](#) [Search nearby](#) [Save to map](#) [more](#) ▼


**Categories:** Pool Cleaning Service, Pool Service, Pool Cleaning, ...


★★★★★ 5 reviews **Your rating:** ★★★★★


 **Sep 13** - Visit <http://www.pool-cleaning-austin.com/> for our monthly specials! - *From the owner*

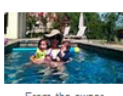
We offer general maintenance service, pool cleaning and repairs. We serve the entire Austin metro area. - *From the owner*


**Photos**


 From the owner

 From the owner

 From the owner


 From the owner


 From the owner

 From the owner


[More photos](#) [Report inappropriate photo](#)

**Reviews**

 **Aubre** - Jul 29, 2011  
★★★★★ **Good price, quick service.** The pool in the house we bought had been neglected for quite some time. Our pool was cleaned, a filter was replaced and we received instruction on how to keep our pool fresh in between their visits. If you need your pool cleaned or repaired, definitely give **Pool Cleaning Austin** a call.  
Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

 **Roy** - Jul 21, 2011  
★★★★★ **Well there's nothing better than having** a clean pool. We've been with this service for a year now and never had a problem. It's not really that hard to keep a pool clean and working, but having your pool guy actually show up every week and get the job done makes me want to write this review. Better prices than our last cleaners and a good reliable service.  
Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

[Edit this place](#) - ✓ [Owner-verified listing](#)



**Pool Cleaning** Ads  
Weekly or Bi-weekly  
Excellent Friendly Service  
[www.peppermintpattypools.com](http://www.peppermintpattypools.com)

**Expert Video Inspection**  
Video Inspection Since 1995  
(432) 580-7893  
[www.notrench.biz](http://www.notrench.biz)

**InGround Pool Specialists**  
Request a Free Online Consult or Brochure 1.877.SAY.SWIM Call Today!  
[www.AnthonySylvan.com/Pool](http://www.AnthonySylvan.com/Pool)

**Pool Parts**  
Find quality replacement parts for your pool at Great Prices. Order Now  
[www.paspdirect.com/splashpoolsupply](http://www.paspdirect.com/splashpoolsupply)

# 5 Minute Primer on SEO

Organic Rankings in Google & Bing:

Website Quality, “Coding & Loading”

Keywords on the Page, and in Page Titles

Links from Other Websites (link building)

“Social Signals”

The screenshot shows a Google search for "seo in austin tx". The search bar at the top contains the text "seo in austin tx" and a search button. Below the search bar, it indicates "About 4,680,000 results (0.16 seconds) #".

On the left side, there is a navigation menu with categories: Everything, Images, Videos, News, Shopping, Places, and More. Below this, it shows the current location as "Austin, TX" and a "Change location" link. At the bottom of the menu, there is a "Show search tools" link.

The main search results are divided into three sections:

- Ads:** Three sponsored results are shown. The first is "Austin SEO Services - Be On 1st Page of Search Engines" from findmycompany.com. The second is "Web Site SEO in Austin, TX | bcs-seo.com" from bcs-seo.com. The third is "SEO Software - Professional SEO software for more web traffic" from searchmetrics.com.
- Organic Results:** The first organic result is "SEO Austin Texas | Search Engine Optimization | TastyPlacement" from tastyplacement.com. It includes a brief description of their services and a link to their website. Below this, there are three local listings marked with letters A, B, and C, each with an address and phone number.
- Map:** A map of Austin, Texas, is shown on the right side of the search results. It displays various neighborhoods and landmarks, with several red location pins placed on the map, corresponding to the local listings in the organic results section.

At the bottom right of the search results, there are two more ads: "Search Engine Marketing" from a company with a phone number, and "#1 On Any Search Engine?" from wisdek-seo.com. Below these ads, there are two more local listings with star ratings and review counts.



# Questions?

