

Search Engine Optimization Workshop

August 17, 2015



About WSI

- Founded in **1995**
 - birth of the Internet
- **1,200** Digital Marketing Offices
- **81** Countries Worldwide
- **12** Major Productions Centers Around the Globe
- Est. system-wide revenues in excess of **\$300 million**



About Greg Gutkowski

- B2B Digital Marketing Expert
- 20 Years of Marketing Consulting Experience
- MBA, MS in Economics
- Teaches digital marketing at School of Business and Economic at Mercer University in Atlanta, GA.



www.linkedin.com/in/greggutkowski

About 41,200 results (0.68 seconds)

Greg Gutkowski | LinkedIn<https://www.linkedin.com/in/greggutkowski>

Jacksonville, Florida - Internet Strategist

View **Greg Gutkowski's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Greg Gutkowski** discover ...**Our Blog - <http://www.wsiguru.com>**www.wsiguru.com/blog/**Greg Gutkowski** - Wednesday, March 4, 2015. Screen shot 2015-03-03 at 8.02.37 PM. Executives from successful B2B organizations frequently tell me:.**Tweets with replies by Greg Gutkowski (@GutkowskiG ...**<https://twitter.com/gutkowski>The latest Tweets and replies from **Greg Gutkowski** (@GutkowskiG). Internet Strategist. Jacksonville, FL U.S.A.**Greg Gutkowski on Pinterest**<https://www.pinterest.com/wsiguru/>**Greg Gutkowski** | Internet Strategist. ... 1 Following · The Latest Internet Trends. **Greg Gutkowski**. The Latest Internet Trends / by **Greg Gutkowski**. 2. Follow ...**Greg Gutkowski, WSI - Research and Management - Sempo**www.sempo.org/members/?id=26054972 Translate this page SempoLast updated: 5/12/2014. **Greg Gutkowski**, Internet Strategist, WSI - Research and Management Platinum Individual greg.gutkowski@wsiguru.com ...**Greg Gutkowski Profiles | Facebook**<https://www.facebook.com/public/Greg-Gutkowski> FacebookView the profiles of people named **Greg Gutkowski** on Facebook. Join Facebook to connect with **Greg Gutkowski** and others you may know. Facebook gives ...**Greg Gutkowski | Facebook**<https://www.facebook.com/greg.gutkowski>**Greg Gutkowski** is on Facebook. Join Facebook to connect with **Greg Gutkowski** and others you may know. Facebook gives people the power to share and ...**Greg Gutkowski - Login**k2.wsiworld.com/context/WC13990412318271954.html

Don't miss this "Prospect Review Webinar" it's about a Medical Supplies Company focusing on B2B segment & wants to leverage B2C segment in future .

Greg Gutkowski - YouTube<https://www.youtube.com/channel/UCvD30xsTCwufzRF2mYCanCQ>TV Queue. Watch QueueTV Queue. Remove all; Disconnect. Watch Queue. TV Queue. __count__/_total___. **Greg Gutkowski**. SubscribeSubscribedUnsubscribe**Greg Gutkowski, Partner, WSI: Bio - iMediaConnection.com**www.imediaconnection.com/profiles/iMedia_PC_Bio.aspx?ID=62222**Greg Gutkowski**. Partner, WSI. Websites. Greg has no web sites listed yet. Member Search · Bio; Articles; Comments; Photos. Greg's Bio ...

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Managing Partner, just5clicks, Inc, a BI software company, 2001 to 2010. Directed the development and launch of analytical educational software products.

Watertown Unified School District - Greg Gutkowskiwww.watertown.k12.wi.us/.../gutkows... Watertown Unified School District**Greg Gutkowski**. Email Supervisor of Computer Support Services @ ESC Phone: 920-262-1460. ESC. Adjust Font Size: A A A A A A ...**Information Technology, Network, and Server Support ...**www.watertown.k12.wi.us/.../InfoTec... Watertown Unified School DistrictVendors looking for assistance in this area should contact **Greg Gutkowski**. All staff and faculty seeking help in these areas should fill out a work request online ...**www.greggutkowski.com/****Greg Gutkowski - Google+**<https://plus.google.com/101315983339991682272>**Greg Gutkowski** hasn't shared anything on this page with you.**Flickr: greg.gutkowski**<https://www.flickr.com/people/greggutkowski/>**greg.gutkowski** doesn't have any testimonials yet. Joined: October 2007. About · Jobs · Blog · Mobile · Developers · Guidelines · Feedback · Report abuse · Help ...**Greg Gutkowski - President - just5clicks, Inc. | XING**https://www.xing.com/profile/Greg_Gutkowski Translate this page

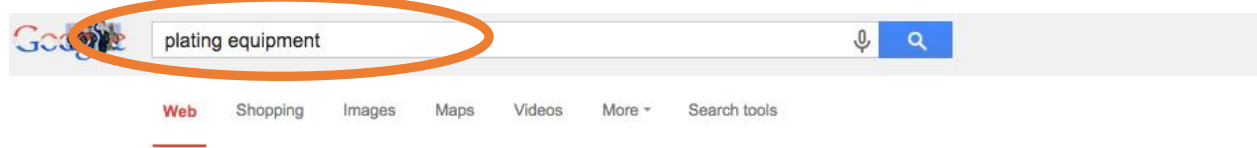
President - Computer Software

Greg Gutkowski als Kontakt hinzufügen; Nachricht an **Greg Gutkowski** schreiben; Kontaktdaten von **Greg Gutkowski**. Möchten Sie mehr über **Greg Gutkowski** ...**Greg Gutkowski, (920) 261-8795, WI 53093 - UsBizPlace**www.usbizplace.com/wi-g/greg-gutkowski.html**Greg Gutkowski** is located in N9642 Shady Lane, Waldo WI 53093, United States. The phone number (920) 261-8795 belongs to **Greg Gutkowski** and can be ...

Internet Revenue Generation Framework



Two ways to find you online






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Electroplating Tools · Spray Solvent Tools · Spin-Rinse Dryers

Used Plating Lines -Save - Lanco-Corp.com
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Shop for plating equipment on Google

 Hydrographics Equipment \$2,200.00 el paso powd...	 Spray on Chrome Mac... \$4,800.00 el paso powd...	 Chrome Plating Kit Ma... \$2,250.00 eBay
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Ads

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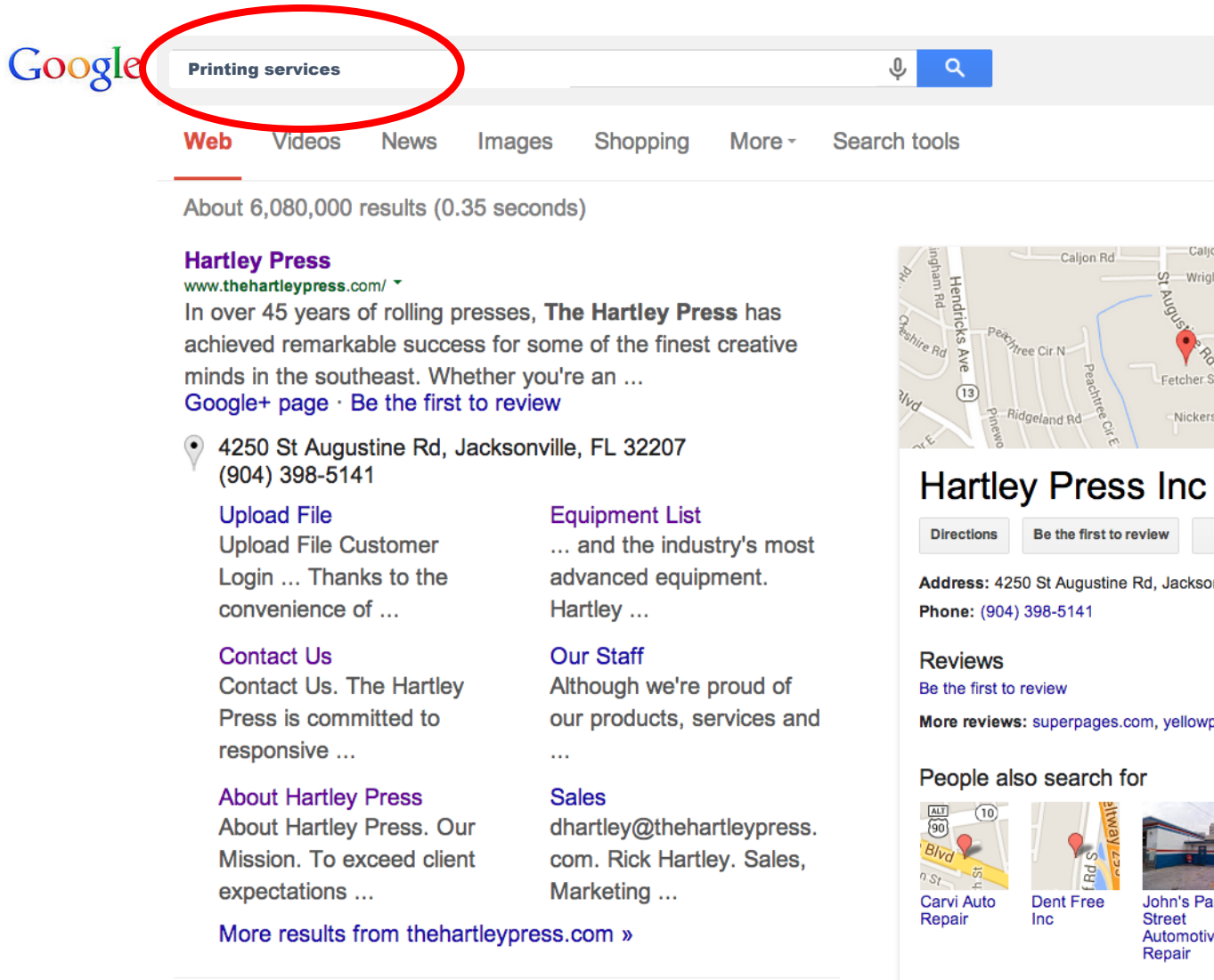
Used Plating Equipment - Used Plating Systems
www.usedplatingequipment.com/systems.htm
Used Plating Equipment - plating systems, equipment & rectifiers.

Plating Lines - Lanco Corporation
www.lanco-corp.com/products/Plating-Lines-PL/
15+ items - Plating Lines: For additional information click on the inventory ...



Inventory	Description	
PL1109	Used Plating Line - Udylite CM 40 Station Rack Plating Line	40
PL1014	Used Plating Line - Udylite Sr 183 Station Auto Rack Plating Line	183

Organic Search

The Primary Goal of SEO




The screenshot shows a Google search for "Printing services". The search bar is circled in red. The search results for "Hartley Press" are displayed, including a map, a list of links, and a detailed business card for Hartley Press Inc. The business card includes the address, phone number, and a "Be the first to review" button.

Google  

[Web](#) [Videos](#) [News](#) [Images](#) [Shopping](#) [More ▾](#) [Search tools](#)


About 6,080,000 results (0.35 seconds)

Hartley Press
www.thehartleypress.com/ ▾
In over 45 years of rolling presses, **The Hartley Press** has achieved remarkable success for some of the finest creative minds in the southeast. Whether you're an ...
[Google+ page](#) · [Be the first to review](#)

 4250 St Augustine Rd, Jacksonville, FL 32207
(904) 398-5141

Upload File Upload File Customer Login ... Thanks to the convenience of ...	Equipment List ... and the industry's most advanced equipment. Hartley ...
Contact Us Contact Us. The Hartley Press is committed to responsive ...	Our Staff Although we're proud of our products, services and ...
About Hartley Press About Hartley Press. Our Mission. To exceed client expectations ...	Sales dhartley@thehartleypress.com. Rick Hartley. Sales, Marketing ...

[More results from thehartleypress.com »](#)




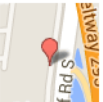

Hartley Press Inc

[Directions](#) [Be the first to review](#)

Address: 4250 St Augustine Rd, Jackson
Phone: (904) 398-5141

Reviews
[Be the first to review](#)
More reviews: [superpages.com](#), [yellowp...](#)

People also search for

 Carvi Auto Repair	 Dent Free Inc	 John's Par Street Automotive Repair
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The Hartley Press Jacksonville FL, 322076694 – Manta.com
www.manta.com > ... > [Lithographing On Metal](#) ▾
Get information, directions, products, services, phone

Rankings: Higher Ranks = More Clicks

Organic Position	% of Clicks
1	27.1
2	11.7
3	8.7
4	5.1
5	4.0
6	4.1
7	4.1
8	3.2
9	2.8
10	3.6

Cannot always be # 1

But top 10

Positions bring visitors!



‘The best place to hide a dead body is on the second page of Google’

The Key to Ranking : Give Google What Google Wants

What Does Google Want?

- **Relevance** – Google makes billions because they give you results that are *relevant* to your search
- **Popularity** – There are thousands of sites that are relevant. Google rank orders them by *popularity*.



Relevance

- Relevant Content
- Organized Around Keywords
- Findable by the engines



On-Page
Optimization

Popularity

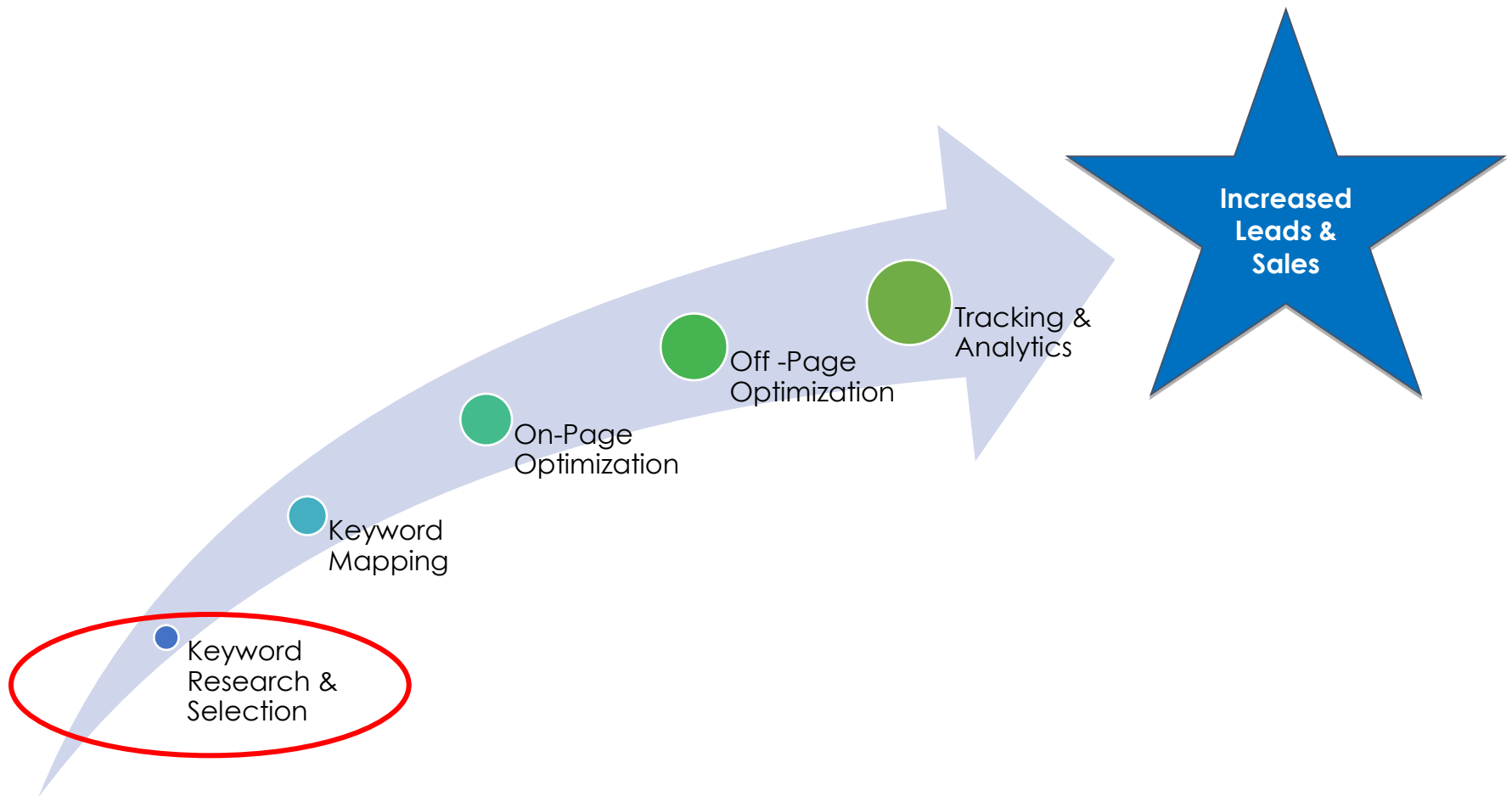
- Quantity of In-links
- Quality of In-links
- “Social Signals”



Off-Page
Optimization



5 Step SEO Process



Evaluate for Importance

Keywords	Monthly Searches
printers	6,600
brochure	4,400
screen printing	4,400
printing services	3,600
flyer	3,600
print	2,900
printing	2,400
poster printing	1,600
brochures	1,300
sticker printing	1,000
label printer	880
online printing	880
bookbinders	880

**Bigger keywords
will generate
more visitors....**

Do you see any matches?

Keywords	Monthly Searches
printers	6,600
brochure	4,400
screen printing	4,400
printing services	3,600
flyer	3,600
print	2,900
printing	2,400
poster printing	1,600
brochures	1,300
sticker printing	1,000
label printer	880
online printing	880
bookbinders	880

Corporate Communications • Magazines • Catalogs • Presentation Folders • Direct Mail • Fulfillment Services • Packaging & Labeling • Sales & Marketing Materials • Brand Identity Items • Training Materials • Graphic Design • Sheet-fed Offset Printing • Heat-set Web Printing • UV & Aqueous Coatings • Foil Stamping • Embossing • Die Cutting • Custom printed tuck end auto bottom boxes • Saddle Stitching • Perfect Binding • Inkjet Addressing • Poly Bagging • Mailing

SEO

Corporate Communications • Magazines • Catalogs • Presentation Folders • Direct Mail • Fulfillment Services • Packaging & Labeling • Sales & Marketing Materials • Brand Identity Items • Training Materials • Graphic Design • Sheet-fed Offset Printing • Heat-set Web Printing • UV & Aqueous Coatings • Foil Stamping • Embossing • Die Cutting • Custom printed tuck end auto bottom boxes • Saddle Stitching • Perfect Binding • Inkjet Addressing • Poly Bagging • Mailing

Keywords	Monthly Searches
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screen printing	4,400
printing services	3,600
flyer	3,600
print	2,900
printing	2,400
poster printing	1,600
brochures	1,300
sticker printing	1,000
label printer	880
online printing	880
bookbinders	880

Do you see any matches?.....

Evaluate for Relevance



Vs.



More relevant keywords will generate more conversions

Evaluate for Competition

Keyword: brochure

SEO Competition

Off Page
 On Page

Domain Age (DA)
 Index Count (IC)
 Domain Backlinks (BLD)
 Keyword in Title? (Title)

PageRank (PR)
 Referring Domains - Domains (RDD)
 Page .edu/.gov Backlinks (BLEG)
 Keyword in URL? (URL)

Citation Flow (CF)
 Referring Domains - Page (RDP)
 DMOZ Directory (DMZ)
 Keyword in Description? (Desc)

Trust Flow (TF)
 Page Backlinks (BLP)
 Yahoo Directory (YAH)
 Keyword in Header Tag? (Head)

Majestic Index:

 Max Backlinks:
 Hide map results
 Localize results

#	URL	DA	PR	CF	TF	IC	RDD	RDP	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head
1	http://en.	12	5	31	30		2,476,059	187	1,176	904,811,747	2	Y	Y	Y	Y	N	Y
2	http://ww	14	5	46	53		183,835	25	38	3,515,736	0	Y	Y	-	-	-	-
3	http://ww	18	0	12	0		8,021	3	5	3,290,259	0	Y	Y	Y	Y	Y	Y
4	http://ww	18	4	16	0		8,021	36	120	3,290,259	0	Y	Y	Y	N	Y	N
5	http://gra	6	4	51	25		15,004	11	924	13,928,596	0	N	N	Y	Y	Y	Y
6	http://en.	11	3	19	16		67,354	17	32	8,937,582	0	Y	N	Y	Y	N	Y
7	http://dict	12	2	7	5		91,723	16	54	57,419,509	0	Y	Y	Y	Y	Y	Y
8	http://ctb.	13	0	27	25		2,540	3	6	206,251	0	Y	N	Y	Y	Y	Y
9	http://got	11	3	24	21		1,000	4	4	69,798	0	Y	Y	Y	Y	Y	N
10	http://ww	16	3	26	20		71,952	15	19	5,833,901	0	Y	Y	Y	Y	Y	Y

Level of competition determines
how quickly we can rank for the term

Prioritize The Desired Keywords

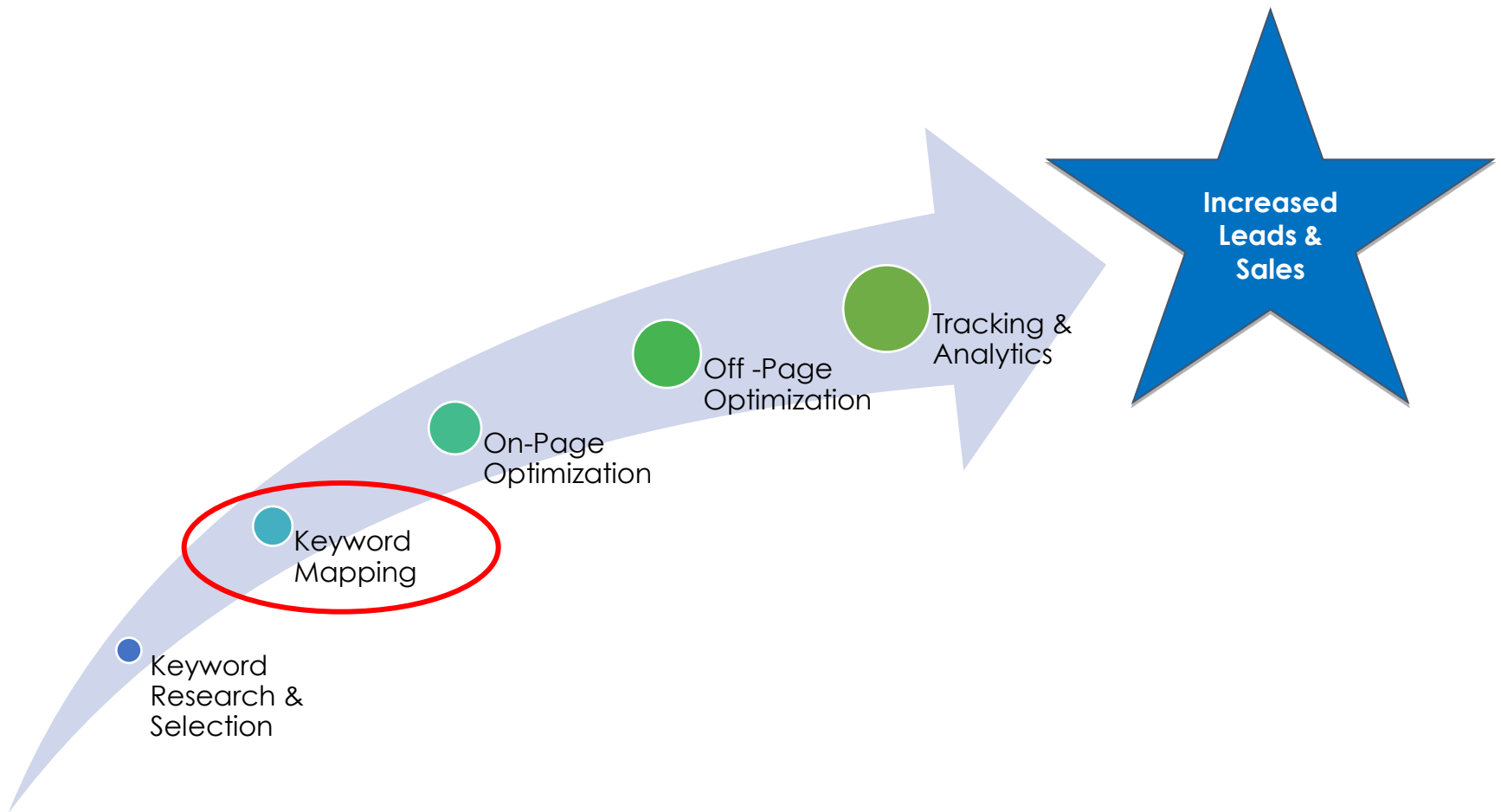
High Relevance



Low Competition



5 Step SEO Process



SEO Best Practice – “Stemming”

- Map one “stemmed” keyword group to one page
 - Maximize the chance that this page will rank for that keyword cluster

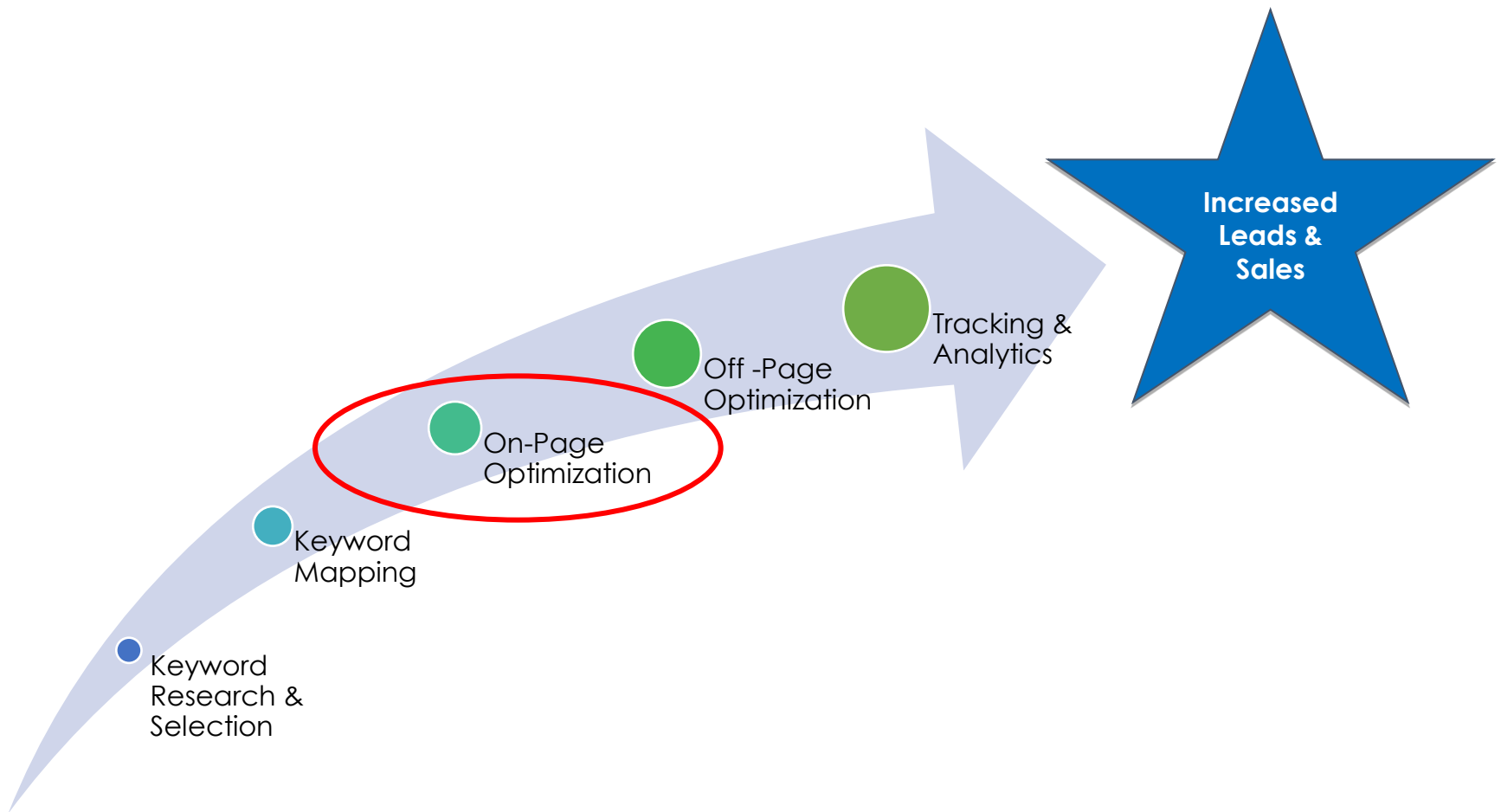
ONE
TO
ONE

Sample Keyword Mapping



<u>Keyword</u>	<u>Monthly Searches</u>	
brochure design	480	➔ http://www.xyz.com/brochure-design/
brochure	4400	

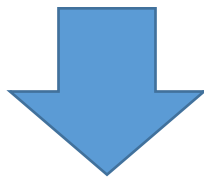
5 Step SEO Process



On Page Optimization

Google Wants Relevance

- Relevant Content
- Organized Around Keywords
- Findable by the engines



On-Page Optimization

Some **on**-page SEO Issues identified on the current site

Keywords not present in Title Tags

For example: **Brochure**

<http://www.xyz.com/index.html>

```
<title>Printing, magazines, catalogs, presentation folders, offset, web  
printer in Jacksonville, Florida</title>
```

Keywords Not Present in URLs

- <http://www.xyz.com/sales.html>
- <http://www.xyz.com/gallery-work.htm>
- <http://www.xyz.com/equipmentlist.html>

Keywords Not Present in Navigation



Home

About Hartley Press

Gallery of Work

Customer Support

Sales

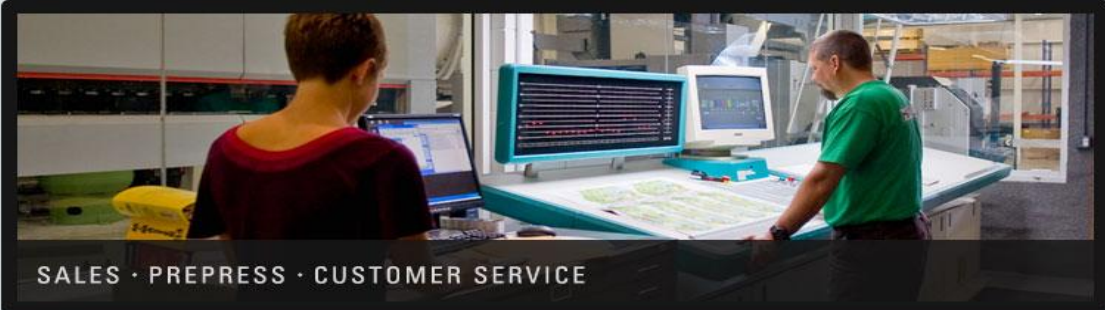
Equipment List

Contact Us

4250 St. Augustine Road
Jacksonville, Florida 32207
Phone: **904-398-5141**
Fax: 904-398-3805
Toll-Free: **888-398-5141**
info@thehartleypress.com

We want to be Your Printing Partner!
888-398-5141

UPLOAD FILE **CUSTOMER LOGIN**



SALES · PREPRESS · CUSTOMER SERVICE

About Hartley Press
From our humble roots as a small local printer focusing on one-color stationery and business forms, The Hartley Press has grown into a full-service printing provider employing 90 professionals and serving customers throughout the southeast.

Our client list includes a number of top regional and national customers. Yet whether your business is large or small, you'll still get the same commitment to quality and customer service.

Whether your needs include corporate identity materials to a full-color brochure, direct mail, catalog, annual report or magazines and packaging, The Hartley Press can deliver your vision in print. We're consistently training our professionals and upgrading our equipment to give you the best finished product available.

And unlike other printers, we produce our products in-house. All pre-press work, printing, embossing, foil-stamping, die-cutting, specialty coatings, specialty bindings and packaging are performed in our Jacksonville plant. Fulfillment is also available. So instead of the printer "piecing out" processes that they don't provide, we can do it all under one roof. And that saves you time, money and frustration, and we have complete control of quality and deadlines.

[Meet the people](#) who achieve your vision.

[See the technology](#) that helps achieve your vision.

Our Mission
To exceed client expectations by providing the highest-quality product possible in a timely manner. We create long-lasting, prosperous relationships with our clients in order to help them reach their goals and objectives.

Just Scratching the Surface...

- These are just 3 out of 12 possible ways the keywords can be incorporated into the pages

SEO
ON-PAGE
OPTIMIZATION

Our approach to **on**-page optimization

Optimize all possible elements on the page

- 12 **specific places** where the keywords must be used
 - In visible text
 - In code of the page
 - In internal links and navigation
 - Etc.
- Keywords must be used in a **specific manner**
 - In each of the 12 places



Ensure Accurate Implementation

- Write SEO optimized copy for existing and new pages to be added to the site
- Write all the “Meta Data” in the code – visible to Google not visible to your website visitors
- Page-by-page guidance for implementation on the site
- **Tech audit** the site after the implementation
 - To make sure it is correct



Technical Audit

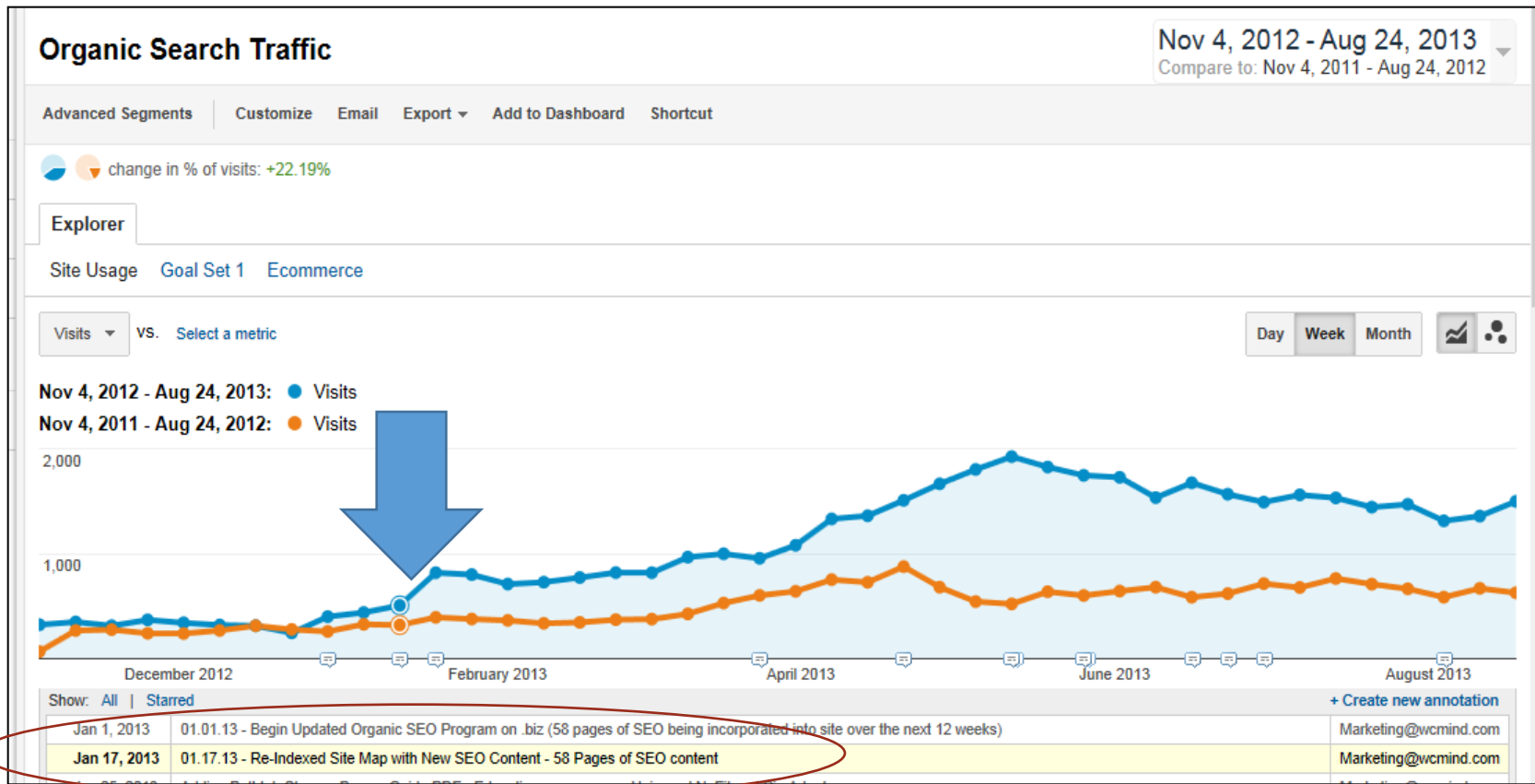
- All old pages need to be properly re-directed
 - Using 301 re-directs to preserve link popularity
- All duplicate content must be eliminated
- All 404 errors must be identified and cleaned up
 - to ensure Google crawls the whole site
- All new pages must be checked to ensure they are appearing in the Google index
 - So they can rank for the target keywords



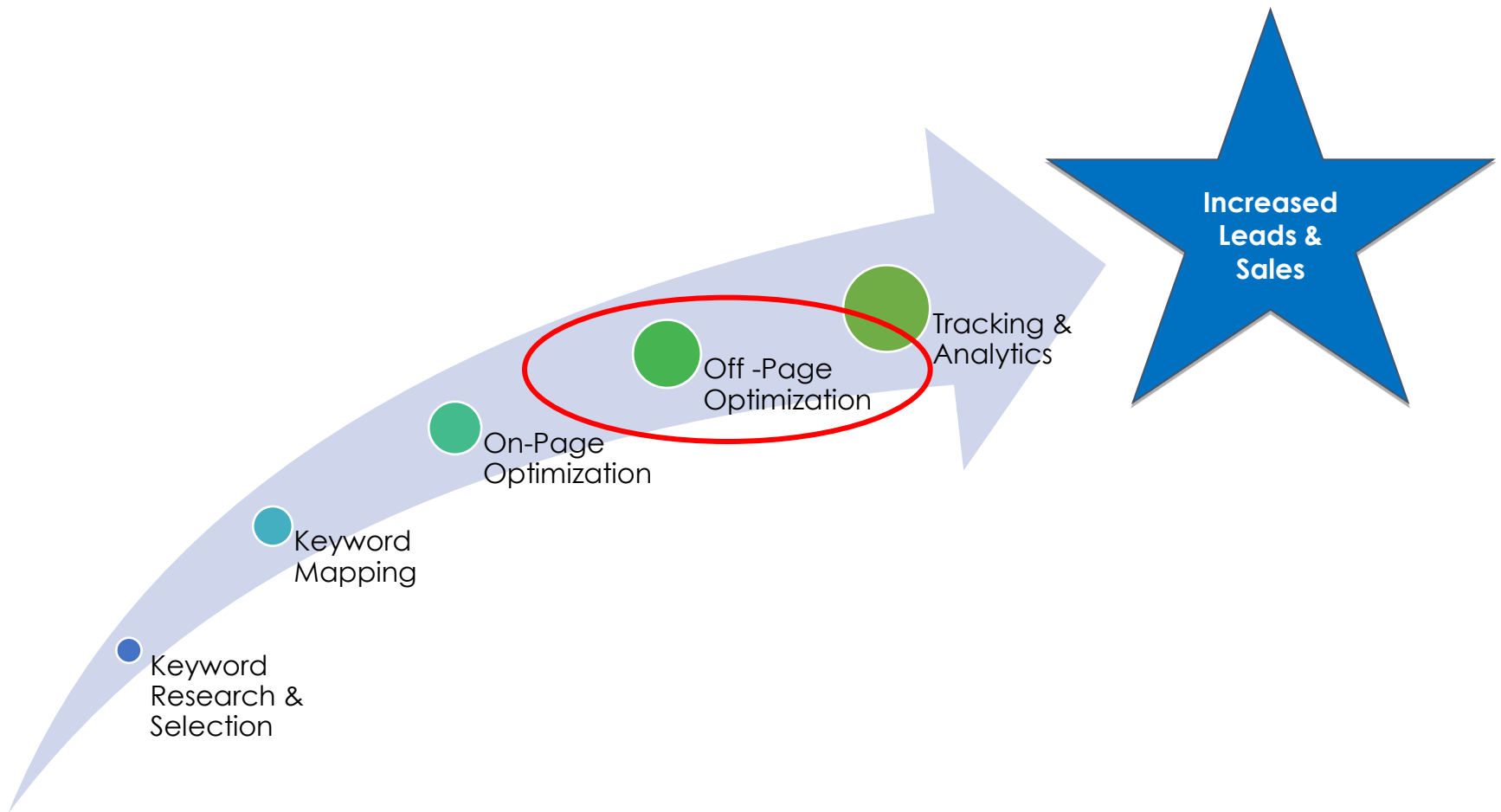
On - Page optimization can get *immediate results*



Woodford Manufacturing Company



5 Step SEO Process



Relevance

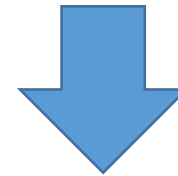
- Relevant Content
- Organized Around Keywords
- Findable by the engines



On-Page
Optimization

Popularity

- Quantity of In-links
- Quality of In-links
- “Social Signals”



Off-Page
Optimization



Evaluate Links

	http://www.thehartleypress.com	www.printcfp.com	www.seprint.com
Page Authority:	37	34	 48
Page MozRank:	 5.7	5.19	4.93
Page MozTrust:	5.54	5.5	 6.49
Internal Equity-Passing Links:	 27	20	5
External Equity-Passing Links:	141	75	 226
Total Internal Links:	 27	20	5
Total External Links:	143	79	 243
Total Links:	170	99	 248

Three step approach to ensure all pages rank for their targeted KWs

1. Develop Optimized Content

- WSI creates several types of content optimized around the targeted keywords



Customer
Reviews



3. Ongoing Efforts to Maintain

- Keep the content fresh so it continues to rank highly over time



Projected ROI

100 Selected Keywords: 17,150 Searches per Month

Keyword	Monthly Searches	Keyword	Monthly Searches	Keyword	Monthly Searches	Keyword	Monthly Searches
printing companies	880	label printers	210	print cards	140	art printing services	50
book printing	480	poster printer	210	print design	140	commercial printing companies	50
brochure design	480	print flyers	210	printing service	140	fine art printing services	50
brochure printing	480	vinyl printing	200	printing services richmond va	140	offset printer	50
custom printing	480	book printing services	170	screen printers	140	print service	50
digital printing	480	business stationery	170	screen printing companies	140	printing and binding services	50
flyer design	480	catalog printing	170	sign printing	140	printing companies charlotte nc	50
large format printers	480	pad printing	170	print companies	110	printing services atlanta	50
offset printing	480	print postcards	170	book printing companies	90	printing services new orleans	50
printing company	480	print shops	170	atlanta printing companies	70	service printing	50
banner printing	390	printing on fabric	170	book printer	70	best printing services	40
booklet printing	390	printing service	170	booklet printing services	70	business printing services	40
flyer printing	390	professional photo printer	170	brochure printing services	70	card printing services	40
miami printing	390	professional printers	170	custom printing services	70	digital printing services	40
business flyers	320	professional printing	170	flyer printing services	70	document printing services	40
print services	320	quality printing	170	invitation printing services	70	local printing services	40
printing services miami	320	business postcards	140	label printing companies	70	magazine printer	40
embossed business cards	260	calendar printing	140	local printing companies	70	banner printing services	30
label printing	260	card printing	140	magazine printing services	70	catalog printing services	30
large format printing	260	commercial printer	140	miami printing services	70	commercial printing company	30
magazine printing	260	commercial printing	140	newspaper printing company	70	commercial printing services	30
print magazine	260	custom calendar printing	140	print company	70	label printing services	30
printing company	260	fabric printing	140	printer services	70	large format printing services	30
commercial printers	210	letterpress printing	140	printing services online	70	local printing company	30
fabric printer	210	postcard marketing	140	professional printing services	70	magazine printing companies	30

9,700

4,130

2,300

1,020

100 Selected Keywords: 17,150 Searches per Month

Keyword	Monthly Searches	Keyword	Monthly Searches	Keyword	Monthly Searches	Keyword	Monthly Searches
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brochure printing	480	vinyl printing	200	printing services richmond va	140	offset printer	50
custom printing	480	book printing services	170	screen printers	140	print service	50
digital printing	480	business stationery	170	screen printing companies	140	printing and binding services	50
flyer design	480	catalog printing	170	sign printing	140	printing companies charlotte nc	50
large format printers	480	pad printing	170	print companies	140	printing services atlanta	50

About 5% of Searches will result in visits to your SEO optimized website

business flyers	320	professional printing	170	flyer printing services	70	document printing services	40
print services	320	quality printing	170	invitation printing services	70	local printing services	40
printing services miami	320	business postcards	140	label printing companies	70	magazine printer	40
embossed business cards	260	calendar printing	140	local printing companies	70	banner printing services	30
label printing	260	card printing	140	magazine printing services	70	catalog printing services	30
large format printing	260	commercial printer	140	miami printing services	70	commercial printing company	30
magazine printing	260	commercial printing	140	newspaper printing company	70	commercial printing services	30
print magazine	260	custom calendar printing	140	print company	70	label printing services	30
printing company	260	fabric printing	140	printer services	70	large format printing services	30
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9,700

4,130

2,300

1,020

SEO Forecast

- Visitor Forecast:

725 Monthly Google visits (76% of Total Searches)

+ 229 Monthly visits from other engines (24% of Total)

= 953 monthly visits from these keywords

= 11,441 (953×12) incremental annual visits to your website from SEO investment

SEO Forecast

Leads and Sales Forecast

- About 5.0% of 11,441 visitors will call or fill out a form
 - 572 Leads annually (about 48 per month)
- 572 Leads x 20% conversion =
 - 114 New Orders from Brand New Customers
- Average value of new customer - \$4,000

\$456,000 in incremental profits

SEO Forecast

Leads and Sales Forecast

- The value of one customer is about \$4,000 in year 1
- Let's assume that an average customer stays for 3 years
- Lifetime value of 1 customer is \$12,000



Micromanipulator

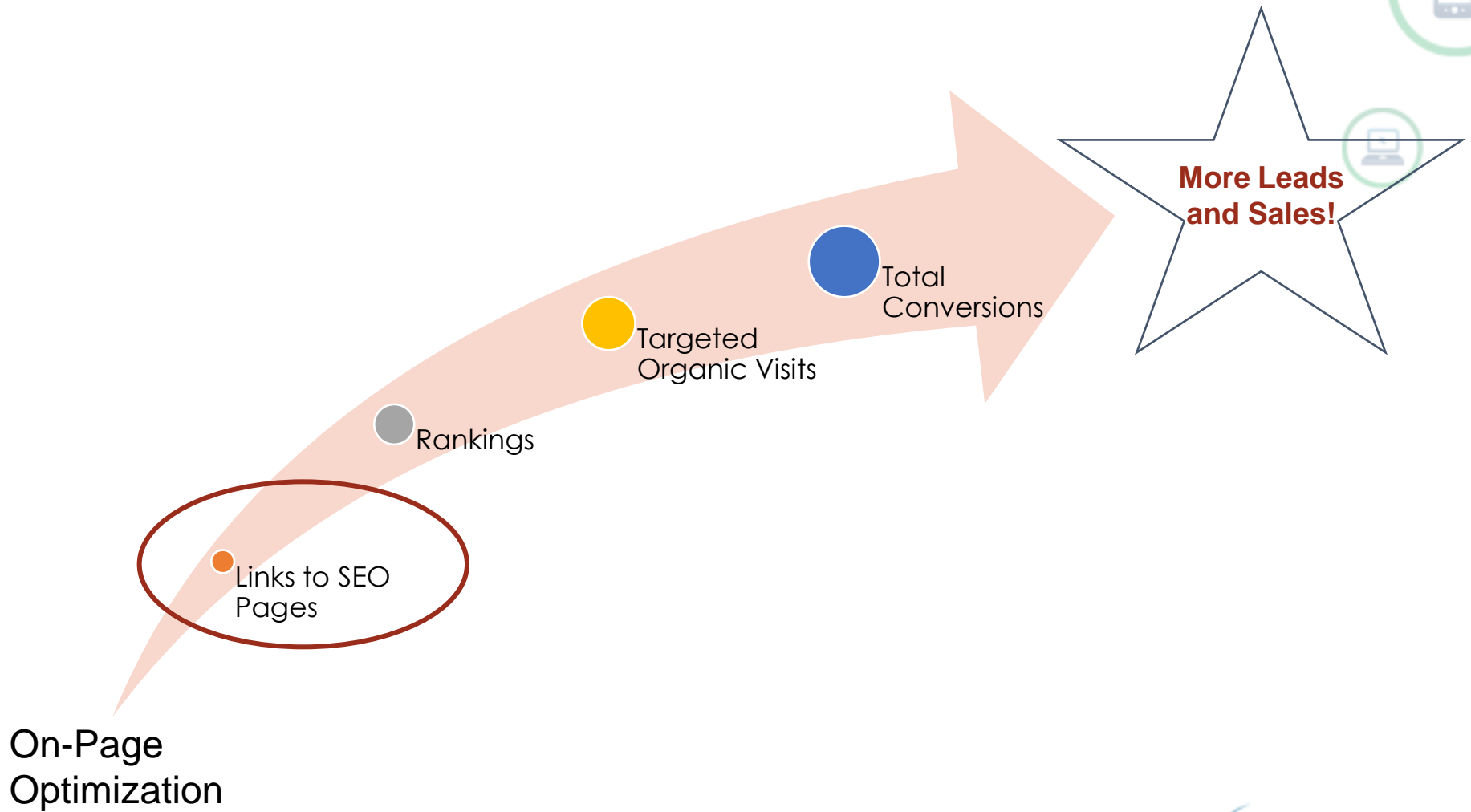
Case Study

Background

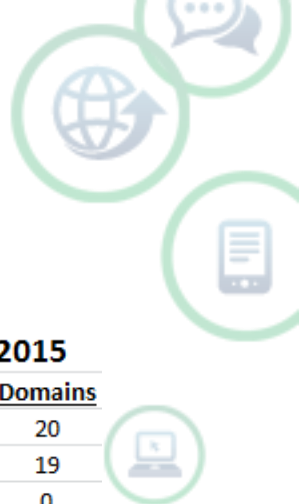
- Micromanipulator makes custom probing equipment for the Semiconductor industry
- The principal products are probe stations, probe tips, and accessories
- These products are sold to semiconductor manufacturers, semiconductor end users and researchers at universities around the world.
- WSI was hired to do SEO in late 2014 and the project was completed in January 2015



SEO Causality Chain

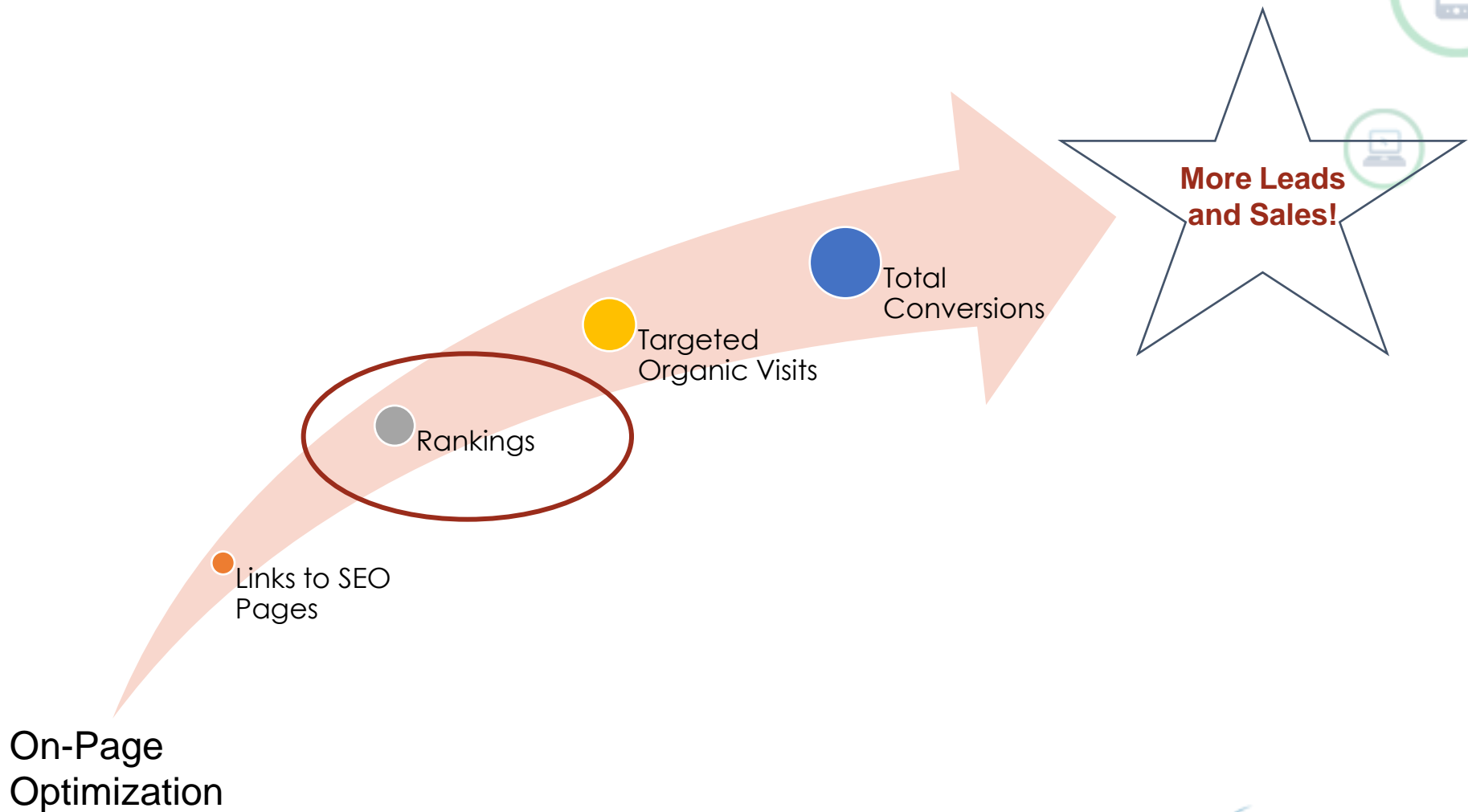


Increase in Links



New URL	11/24/2014		1/29/2015		5/19/2015	
	Links	Domains	Links	Domains	Links	Domains
http://www.micromanipulator.com/wafer-prober-manufacturers	0	0	21	9	44	20
http://www.micromanipulator.com/probe-pin-manufacturer	0	0	21	9	41	19
http://www.micromanipulator.com/test-probe-manufacturers	0	0	0	0	0	0
http://www.micromanipulator.com/probe-stations	0	0	4	3	45	19
http://www.micromanipulator.com/wafer-probers	0	0	15	6	44	19
http://www.micromanipulator.com/wafer-probe-station	0	0	1	2	3	2
http://www.micromanipulator.com/manual-probe-station	0	0	1	2	3	2
http://www.micromanipulator.com/rf-probe-station	0	0	0	0	0	0
http://www.micromanipulator.com/used-probe-station	0	0	0	0	0	0
http://www.micromanipulator.com/probes	0	0	0	0	0	0
http://www.micromanipulator.com/probe-tips	12	4	37	11	57	21
http://www.micromanipulator.com/needle-probes	0	0	0	0	0	0
http://www.micromanipulator.com/probe-holders	3	3	2	2	2	2
http://www.micromanipulator.com/wafer-probes	0	0	0	0	0	0
http://www.micromanipulator.com/probe-positioners	3	3	0	0	0	0
http://www.micromanipulator.com/wafer-chuck	0	0	22	9	41	19
http://www.micromanipulator.com/hot-chuck	0	0	0	0	0	0
	18	10	124	53	280	123

SEO Causality Chain



Ranking in Position 1-10 for every single Keyword

Keyword	Avg. Monthly Searches	Baseline	Google Rank	Google Rank	Google Rank	Google Rank
		Google Rank	2-17-15	3-23-15	4-23-15	5-21-15
		11-8-14				
wafer prober manufacturers	30	-	4	5	1	1
probe holders	20	13	5	9	6	1
used probe station	20	-	9	9	2	1
probe tip	140	-	2	2	2	2
probe tips	90	2	2	3	3	2
manual probe station	30	3	4	4	3	2
probe pin manufacturer	20	-	3	8	6	2
tip probe	10	3	2	2	2	2
rf probe station	30	-	11	7	7	4
probe manufacturers	10	-	10	9 & 10	7 & 8	4
probe positioners	10	-	7	10	4	4
wafer chuck	140	-	5	6	5	5
hot chucks	70	5	8	8	-	5
test probe manufacturers	10	-	11	4	4	5
probe holder	170	13	7	6	7	6
hot chuck	110	-	-	17	9	6
chuck hot	70	-	-	-	20	6
probe positioner	50	-	-	-	7	6
probe needles	40	-	-	-	-	6
probe stations	40	13	12	10	11	6
wafer probe station	40	-	15	11 & 12	-	6
probe needle	40	-	-	-	-	7
probestation	50	15	12	12	11	8
needle probes	20	-	19	18	13	8
wafer prober	210	-	14	16	16	9
wafer probe	140	-	-	-	-	9
wafer probers	30	-	16	16 & 17	15	9
wafer probes	20	-	-	18	8	9
probe station	720	13	13	12	13	10
needle probe	110	-	21	23	14	10

International Rankings

Brazil- 24 Keywords on the First Page

<u>Keyword</u>	<u>Brazil</u>
probe manufacturers	1
wafer prober manufacturers	1
probe pin manufacturer	2
tip probe	2
probe tip	3
probe tips	3
probe holder	4
probe positioners	4
test probe manufacturers	4
used probe station	4
wafer chuck	4
manual probe station	5
probe holders	5
hot chuck	6
hot chucks	6
probe needle	7
probe needles	7
probe stations	7
rf probe station	7
needle probes	8
probe positioner	8
wafer probes	8
probestation	9

Canada- 23 Keywords on the First Page

<u>Keyword</u>	<u>Canada</u>
wafer prober manufacturers	1
probe pin manufacturer	2
tip probe	2
probe tip	2
probe holder	2
probe manufacturers	3
probe tips	3
used probe station	3
probe holders	3
test probe manufacturers	4
wafer chuck	4
manual probe station	4
probe positioners	5
hot chuck	6
hot chucks	6
chuk hot	7
probe needles	8
rf probe station	8
wafer probes	8
probe needle	9
probe stations	9
probestation	9
wafer probe station	9

Chile - 23 Keywords on the First Page

<u>Keyword</u>	<u>Chile</u>
wafer prober manufacturers	1
probe pin manufacturer	1
probe manufacturers	1
probe holder	2
probe tip	3
probe tips	3
used probe station	3
manual probe station	4
probe positioners	4
rf probe station	4
tip probe	5
probe holders	5
test probe manufacturers	5
wafer chuck	5
hot chuck	5
probe stations	5
probe needles	7
wafer probes	7
probe needle	7
probestation	7
probe positioner	8
probe station	8
wafer probe station	9

Costa Rica- 24 Keywords on the First Page

<u>Keyword</u>	<u>Costa Rica</u>
wafer prober manufacturers	1
probe manufacturers	1
probe pin manufacturer	2
probe holder	2
tip probe	2
probe tip	3
probe tips	3
used probe station	3
probe holders	3
manual probe station	4
probe positioners	4
test probe manufacturers	4
wafer chuck	4
rf probe station	6
hot chuck	6
probe needles	6
wafer probes	7
probe needle	8
probestation	8
probe stations	9
probe positioner	10
probe station	10
wafer probe station	10
needle probe	10
needle probes	10

France- 20 Keywords on the First Page

<u>Keyword</u>	<u>France</u>
wafer prober manufacturers	1
probe pin manufacturer	2
probe tips	2
probe holder	3
tip probe	3
probe tip	3
used probe station	3
manual probe station	3
probe manufacturers	4
probe positioners	4
wafer chuck	4
test probe manufacturers	5
hot chuck	6
probe needles	6
hot chucks	6
probe holders	8
rf probe station	8
probestation	8
wafer probes	9
probe stations	9

Guatemala - 23 Keywords on the First Page

<u>Keyword</u>	<u>Guatemala</u>
wafer prober manufacturers	1
probe pin manufacturer	1
used probe station	2
probe manufacturers	2
probe tips	3
probe tip	3
probe holder	4
manual probe station	4
wafer chuck	4
tip probe	5
probe positioners	5
test probe manufacturers	5
probe holders	5
rf probe station	5
probe stations	5
hot chuck	7
probe needles	7
hot chucks	7
probe positioner	8
probe station	8
chuk hot	8
wafer probes	9
wafer probers	10

Ireland 23 Keywords on the First Page

Keyword	Ireland
wafer prober manufacturers	1
probe pin manufacturer	1
probe manufacturers	2
probe holder	2
used probe station	3
probe tips	3
probe tip	3
manual probe station	4
wafer chuck	4
probe positioners	4
tip probe	5
test probe manufacturers	5
probe holders	5
rf probe station	5
probe stations	5
hot chuck	6
probe needles	7
wafer probes	7
probe needle	7
probe positioner	8
probe station	8
probestation	8
wafer probers	10

Italy - 26 Keywords on the First Page

<u>Keyword</u>	<u>Italy</u>
wafer prober manufacturers	1
probe pin manufacturer	1
used probe station	1
probe holders	1
probe manufacturers	2
probe tips	2
probe tip	2
manual probe station	2
tip probe	2
wafer chuck	3
probe positioners	3
rf probe station	4
hot chucks	4
probe holder	5
test probe manufacturers	5
probe needles	5
probe stations	6
hot chuck	6
probe needle	6
wafer probe station	6
probe station	7
needle probes	8
wafer probes	9
probe positioner	9
needle probe	10
chuk hot	10

Mexico - 20 Keywords on the First Page

Keyword	Mexico
wafer prober manufacturers	1
probe pin manufacturer	1
probe manufacturers	1
probe tips	2
probe tip	2
used probe station	3
tip probe	3
probe positioners	3
probe holder	3
test probe manufacturers	3
probe holders	4
manual probe station	4
wafer chuck	4
rf probe station	4
hot chucks	6
probe needles	7
probe stations	7
probe needle	8
wafer probes	8
probe station	9

Portugal - 26 Keywords on the First Page

<u>Keyword</u>	<u>Portugal</u>
wafer prober manufacturers	1
probe pin manufacturer	1
probe manufacturers	1
probe tip	2
tip probe	2
probe holder	2
probe tips	3
used probe station	3
probe holders	3
probe positioners	4
test probe manufacturers	4
manual probe station	4
wafer chuck	5
hot chucks	5
rf probe station	6
probe needles	6
probe needle	7
wafer probes	7
probe stations	8
hot chuck	8
probe station	9
needle probe	9
chuk hot	9
needle probes	9
probe positioner	9
probestation	9

South Africa - 24 Keywords on the First Page

<u>Keyword</u>	<u>South Africa</u>
wafer prober manufacturers	1
probe pin manufacturer	1
probe manufacturers	1
probe tip	2
probe holder	2
probe tips	3
used probe station	3
probe positioners	4
manual probe station	4
wafer chuck	4
tip probe	5
probe holders	5
test probe manufacturers	5
rf probe station	5
probe stations	5
hot chuck	6
probe needles	7
probe needle	7
needle probes	7
probe station	8
probe positioner	8
probestation	8
wafer probes	9
wafer probers	10

Spain- 22 Keywords on the First Page

<u>Keyword</u>	<u>Spain</u>
wafer prober manufacturers	1
probe pin manufacturer	1
probe manufacturers	1
used probe station	2
probe tip	3
probe tips	3
tip probe	3
probe holder	4
manual probe station	4
probe positioners	5
wafer chuck	5
probe holders	5
test probe manufacturers	5
rf probe station	5
probe stations	6
hot chuck	6
probe needles	6
probe needle	6
probe positioner	8
probe station	9
wafer probes	9
wafer probers	10

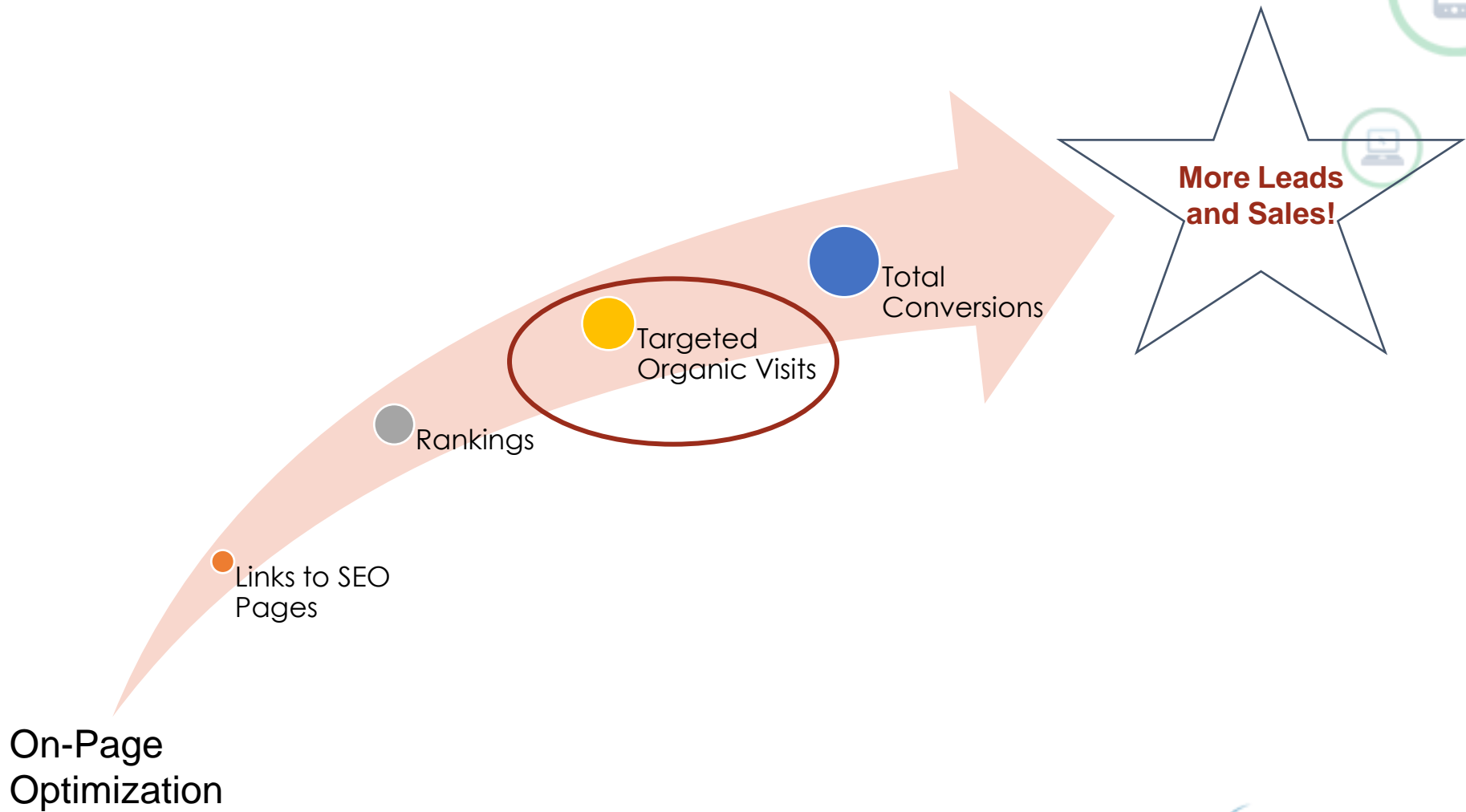
Sweden- 22 Keywords on the First Page

<u>Keyword</u>	<u>Sweden</u>
wafer prober manufacturers	1
probe pin manufacturer	1
probe manufacturers	2
used probe station	2
tip probe	2
probe tip	3
probe tips	3
probe holder	3
test probe manufacturers	3
probe positioners	4
probe holders	4
manual probe station	5
wafer chuck	5
probe needles	6
rf probe station	7
probe stations	7
hot chuck	7
wafer probes	7
probestation	8
probe needle	9
probe station	9
probe positioner	10

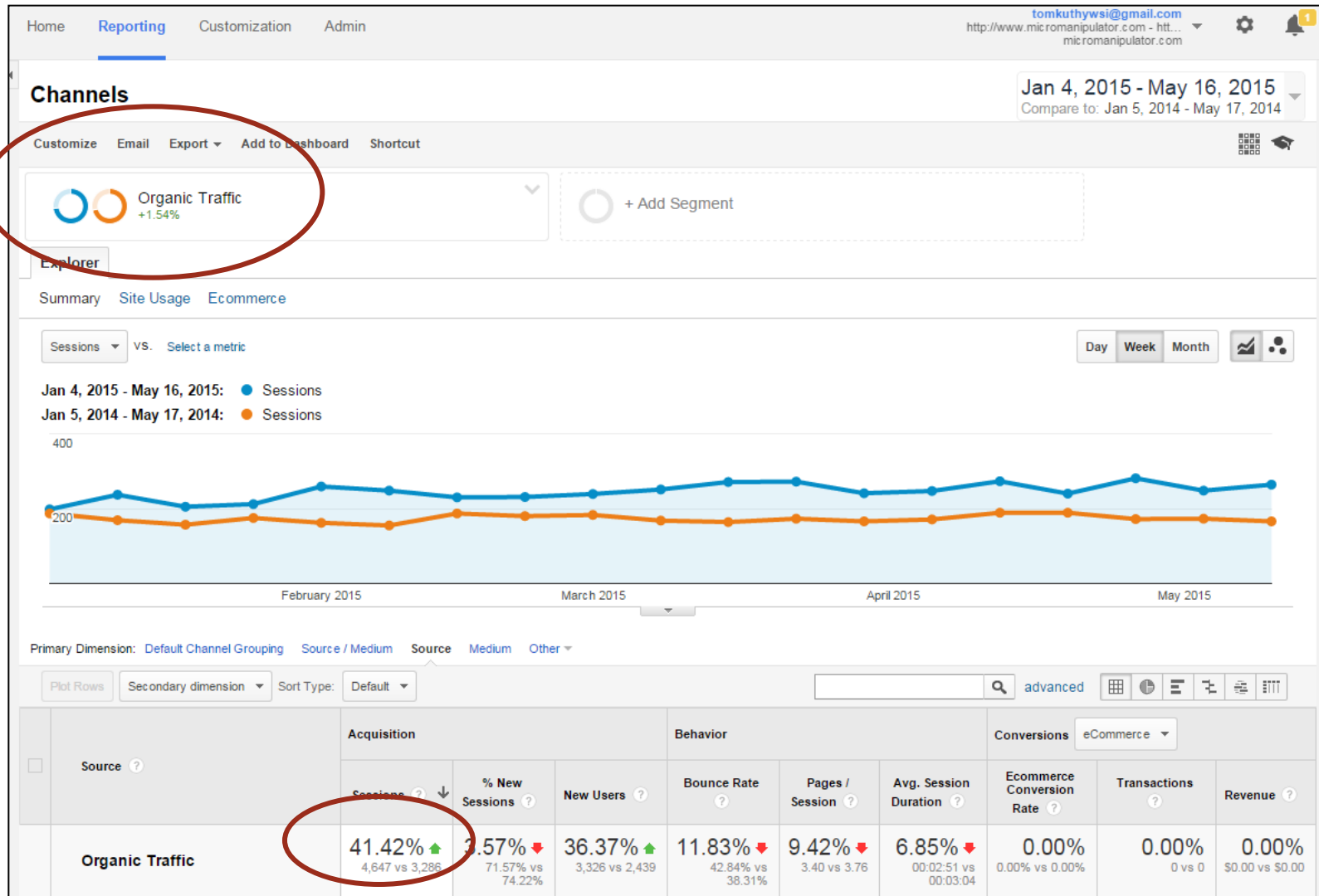
UK - 24 Keywords on the First Page

<u>Keyword</u>	<u>United Kingdom</u>
wafer prober manufacturers	1
probe manufacturers	1
probe pin manufacturer	2
tip probe	2
probe tip	2
probe holder	2
used probe station	3
probe tips	3
test probe manufacturers	4
probe positioners	4
probe holders	4
manual probe station	4
wafer chuck	4
hot chucks	5
probe needles	6
rf probe station	6
probe stations	6
hot chuck	6
wafer probes	7
probe needle	7
probestation	8
needle probes	9
probe positioner	10
wafer probers	10

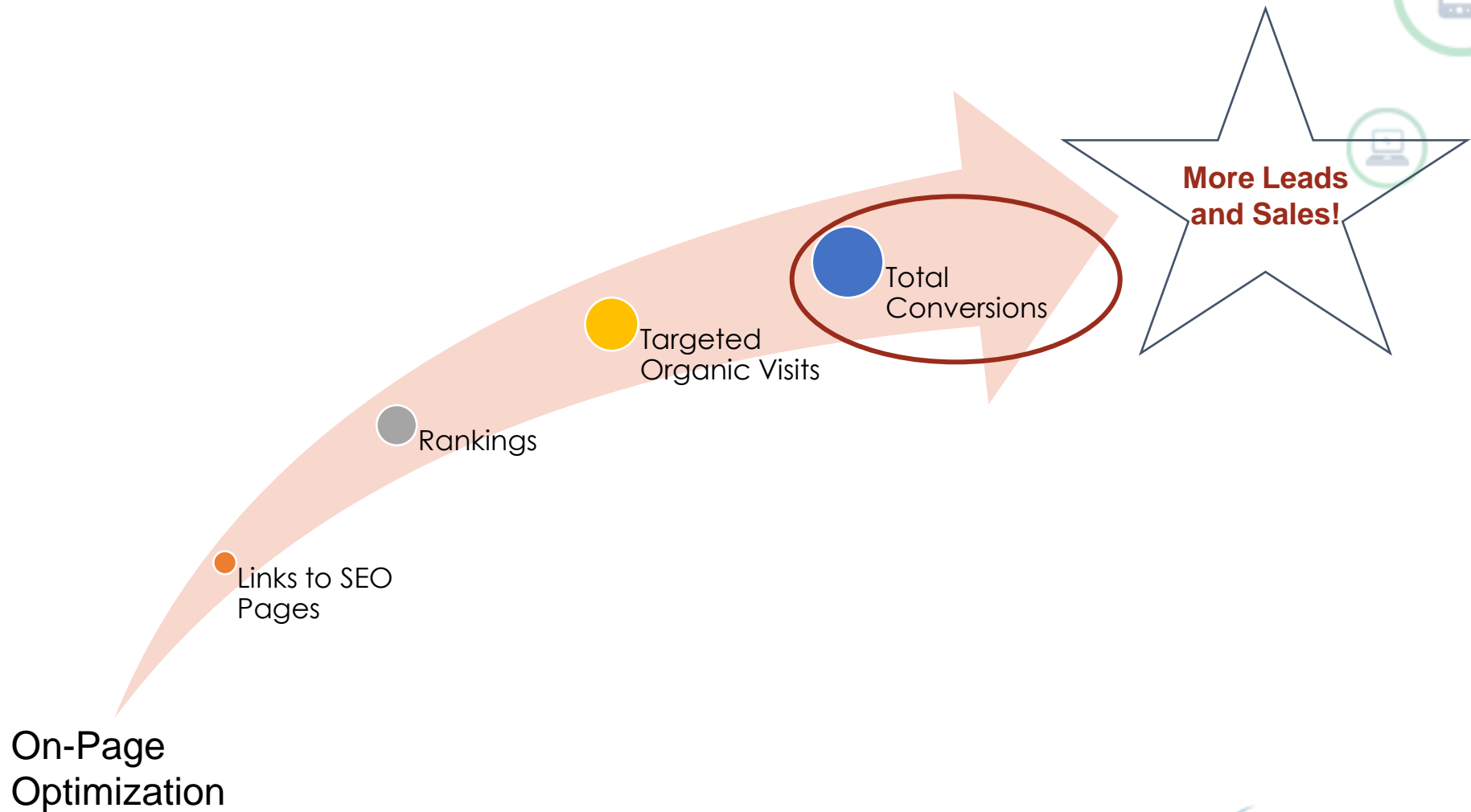
SEO Causality Chain



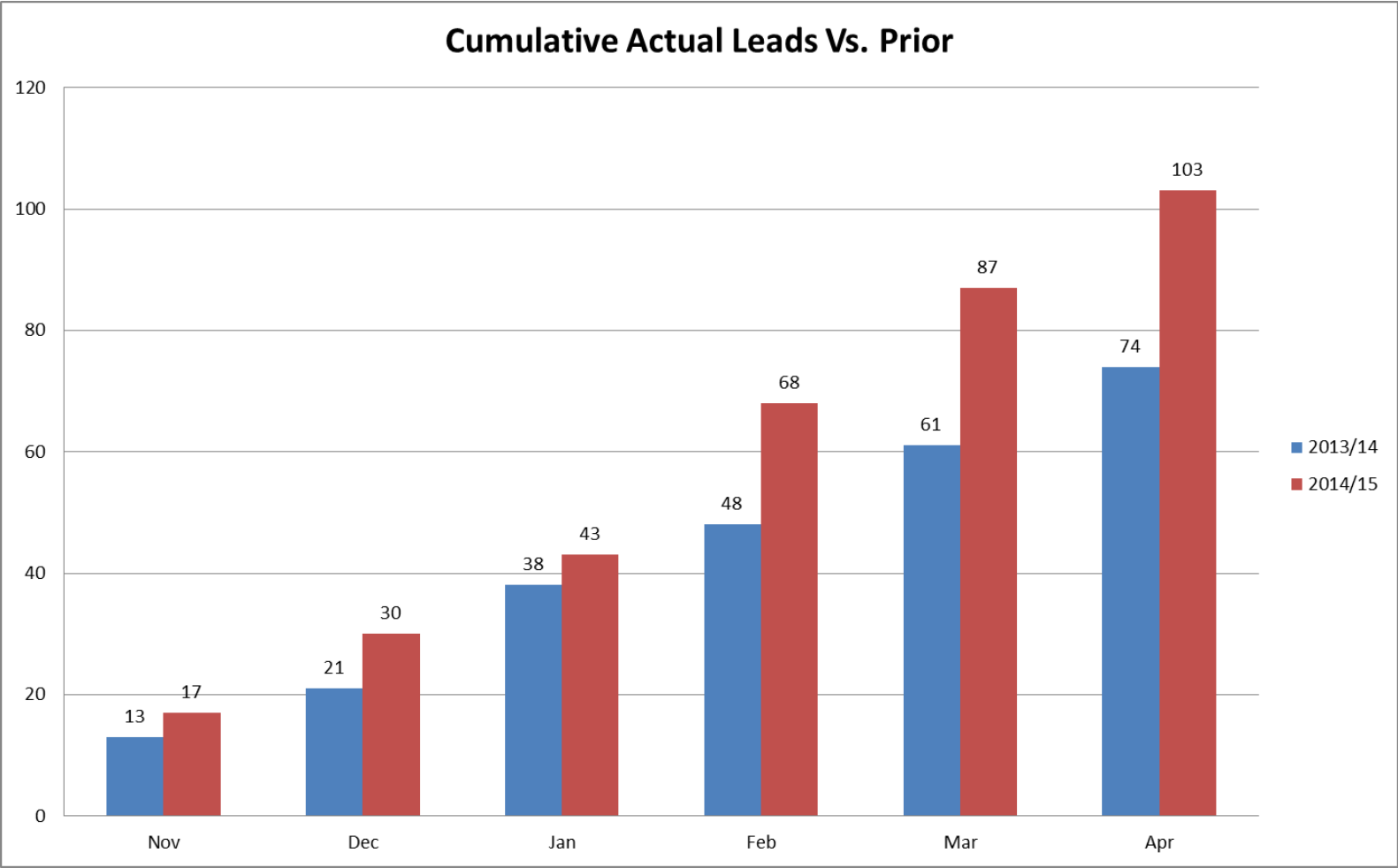
Organic Traffic Up 41% in 2105 YTD



SEO Causality Chain



Cumulative Leads up by +39%



Example Leads

Need quotation for 3 manipulators 110, 3 manipulator 210
6 probe holders, model 72
1 box of probe tip 7A and 1 box of 7B

Same price if we buy 8 manipulators or only 4?
Educational discount?

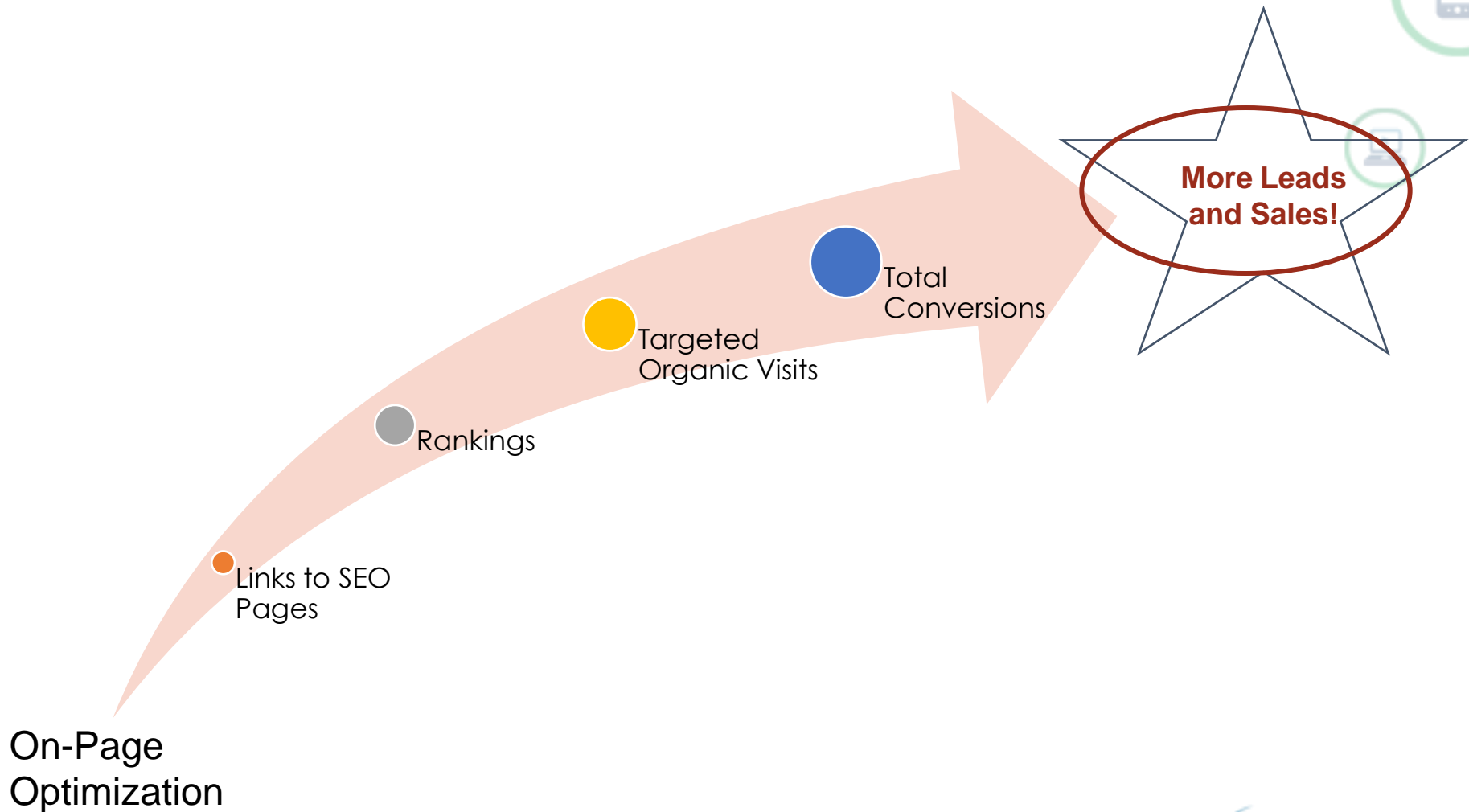
Currently we use a 6" manual 6000 series probe station with heated chuck capabilities. We are looking to upgrade to 200mm capabilities with motorized manual control upgradable to semi-automatic control or already equipped semi-automatic with thermal chuck (RT - 400C). RF capabilities are not necessary but low frequency is a must. we are looking at integrating the system with a Keithely 4200 based system with fA sensitivity, C-V, Pulsed I-V, DC I-V, etc. Please provide me with available options and quotes. We are currently looking at several sources and hoping to acquire the equipment by the end of May. Also, if available, I would be very interested in refurbished or demo equipment.

I would like to have a quote for a refurbished probestation, a simple model such as the economy 450PM, and the only accessories needed are 5 manipulators with tungsten tips of 12um radius. Could you please send me this quote quickly as we are interested in purchasing this very soon,

Thank you,

Elison

SEO Causality Chain



ROI Calculation

- If they convert just 1 of the extra 29 leads that have come in
 - **They will more than pay for the SEO program**
- If they convert 20% of the extra leads
 - **They will pay form the program 6 times over in the first 6 months**



Questions?

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