

boom
online marketing

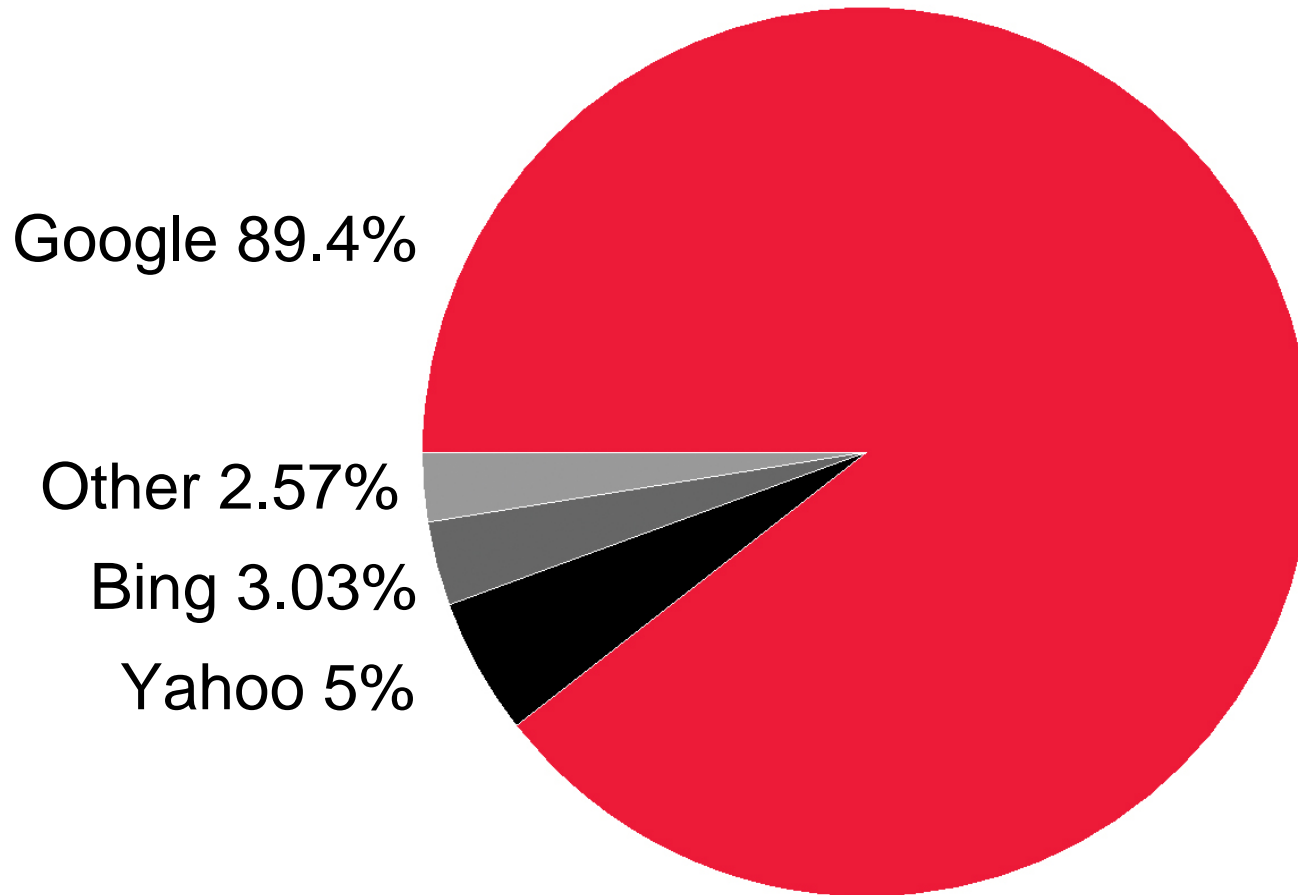
Search Engine Optimisation

Maximise Your Business Potential Online
July 2010

Agenda

- Indexing
- Web Page Optimisation
- Keyword Research
- Link Building
- Blogging
- Video
- Local Search

Search Engine Market Share



Are You Getting Indexed?

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more](#) ▼

[ian@ianlockwood.net](#) | [Web History](#) | [Settings](#) ▼ | [Sign out](#)



site:www.blabyelectrical.co.uk

Search

SafeSearch off ▼

[Advanced search](#)

 **Everything**

▼ More

The web

[Pages from the UK](#)

▼ [More search tools](#)

Your search - **site:www.blabyelectrical.co.uk** - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.

[Google Home](#)

[Advertising Programmes](#)

[Business Solutions](#)

[Privacy](#)

[About Google](#)

Roadblock: Frames

Marbella Rentals. Privately owned h...

marbella-rentals.co.uk

HOLIDAY RENTALS IN MARBELLA

Welcome to Marbella Rentals!

MARBELLA 

The motto of Marbella is 'A Way of Life' and, certainly, this luxurious resort seems to have it all. It has once again risen to the fore as a favourite location & playground of the rich and famous, "The JetSet", as well as the more ordinary folk like you and I who are willing to pay just a little bit extra for southern Spain's answer to St Tropez.

Marbella is a magnificent town, which concentrates on offering a multitude of attractions such as beautiful beaches, golf courses, pleasure harbours like the famous Puerto Banús, luxury hotels, restaurants, commercial centres, designer shops and intense nightlife. Its unbeatable natural surroundings and perfect weather almost all year round makes it the ideal place for nearly every kind of sport and outdoor activity.

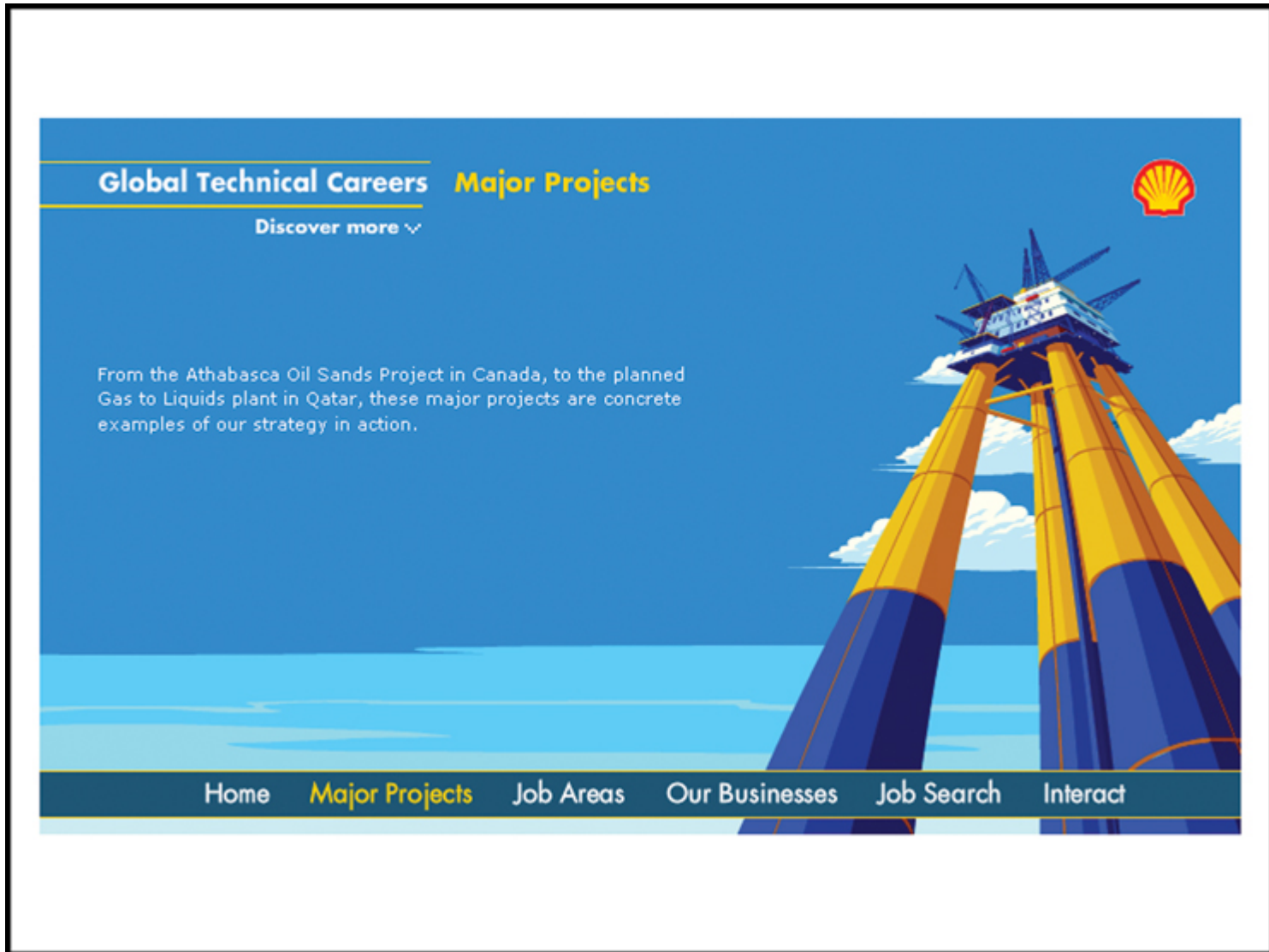


Here at "Marbella Rentals" you will find full details of fabulous properties to rent in Marbella throughout the year. Just click on the links below or to your left. We can also arrange car hire for you and help you with your flights.



Done

Roadblock: Flash



The screenshot shows a webpage with a blue background. At the top left, there are two navigation links: 'Global Technical Careers' and 'Major Projects', with 'Major Projects' highlighted in yellow. Below 'Global Technical Careers' is a link 'Discover more' with a downward arrow. In the top right corner is the Shell logo. The main content area features a large illustration of an offshore oil rig with yellow and blue legs against a blue sky with clouds. Below the illustration, there is a paragraph of text: 'From the Athabasca Oil Sands Project in Canada, to the planned Gas to Liquids plant in Qatar, these major projects are concrete examples of our strategy in action.' At the bottom of the page is a dark blue navigation bar with the following links: 'Home', 'Major Projects' (highlighted in yellow), 'Job Areas', 'Our Businesses', 'Job Search', and 'Interact'.

[Global Technical Careers](#) **Major Projects**

[Discover more](#) ▾

From the Athabasca Oil Sands Project in Canada, to the planned Gas to Liquids plant in Qatar, these major projects are concrete examples of our strategy in action.

[Home](#) **Major Projects** [Job Areas](#) [Our Businesses](#) [Job Search](#) [Interact](#)

Roadblock: JavaScript

MOTIFS .CO.UK 2010 - our 12th year on the internet!
[blog](#)

0845 0049733 [EMAIL MOTIFS](#) [REVIEW BASKET](#) [CONTACT US](#)

MasterCard VISA American Express YAMAHA Excite! PayPal

Back	Home	Embroidery	Hen Night T's	Stag Night T's	Holiday T's	Printing	Contact Us
Leisurewear	Ladieswear	Workwear	Ladies Work	Sportswear	Ladies Sports	0 - 15 Years	Organic

- Polo Shirts
- T Shirts
- Rugby Shirts
- Drill Shirts
- Shirts
- Sweatshirts
- Hooded Sweatshirts
- Fleece
- Jackets
- Bodywarmers
- Knitwear
- Jogging Bottoms
- Shorts
- Trousers
- Caps
- Bags

APPLY, PRINT AND EMBROIDER ALL TYPES OF CLOTHING

EMBROIDERY	CLOTHING	PRINTING
INSTANT ONLINE QUOTATION	LEISURE WEAR	INSTANT ONLINE QUOTATION
D POLO SHIRTS	SCHOOLWEAR	T SHIRT PRINTING
D FLEECE JACKETS	WORKWEAR	HEN NIGHT T SHIRTS
D SWEATSHIRTS	FOOD WEAR	STAG NIGHT T SHIRTS
EMBROIDERED COATS	FREEZER WEAR	HOLIDAY T SHIRTS
	PAINTERS WEAR	PROMOTIONAL T SHIRTS

Roadblock: JavaScript

Source of: http://www.motifs.co.uk/ - Mozilla Firefox

```
File Edit View Help
<td colspan="3" align="left" valign="bottom"></td><td colspan="2" valign="middle"><b>2010 - our 12th year on the internet!
</b><br><a href="http://motifs.co.uk/blog/">blog</a></td>

</tr>
<tr>
<td align="left" valign="bottom"><h5>&nbsp;&nbsp;&nbsp;0845 0049733</h5></td>
<td align="left" valign="bottom"><h5>&nbsp;&nbsp;&nbsp;<a href="mailto:sales@motifs.co.uk">EMAIL MOTIFS</a></h5></td>
<td align="left" valign="bottom"><h5>&nbsp;&nbsp;&nbsp;<a href="../products/basket.php">REVIEW BASKET</a></h5></td>
<td align="left" valign="bottom"><h5>&nbsp;&nbsp;&nbsp;<a href="../products/contact.php">CONTACT US</a></h5></td>
<td align="center" valign="bottom">&nbsp;&nbsp;&nbsp;</td>

</tr>
<tr>
<td colspan="5"><hr width="800" noshade color="#0000FF"></td>
</tr>
<tr>
<td colspan="5"><script type="text/javascript" src="menu/data.js"></script></td>

</tr>

</table>
</div>
Line 25, Col 6
```

`<script type="text/javascript" src="menu/data.js"></script></td>`

Other Roadblocks

- Pop-up windows
- Text as graphics
- Robots.txt
- Re-directs
- Password protected content

Title Tag Importance

The screenshot shows a Mozilla Firefox browser window with the title bar text: "Hydronic Plinth Heaters, Smiths Plinth Heaters, Kitchen Plinth Heaters". An orange arrow points to this title bar. The browser's address bar shows the URL: "http://www.kitchenappliancecentre.co.uk/plinth-heaters.html". The website content includes a navigation menu with links like HOME, DELIVERY, FAQs, and a search bar. The main content area is titled "Plinth Heaters" and lists several product categories: Hydronic Plinth Heaters (Wet), Dual Plinth Heater, Electric Plinth Heaters, and Plinth Heater Accessories. Two product listings are visible: "Electric Plinth Heater 2kW in Stainless Steel" for £49.00 and "Electric Plinth Heater 2kW with White & Stainless Steel Front Grille" for £69.00. The right sidebar features an eBay.co.uk logo and two product images: "maia Worktops" and "in sinkerator". The browser's status bar at the bottom shows the full URL: "http://www.kitchenappliancecentre.co.uk/index.php?target=products&mode=search&type=extended&match=any&q=evolution&pname=Y&short=Y&full=Y&pk..."

Title Tag Importance

Web Images Videos Maps News Shopping Mail more ▾

ian@ianlockwood.net | Web History | Settings ▾ | Sign out



plinth heaters

Search

SafeSearch off ▾

About 58,600 results (0.17 seconds)

Advanced search

Everything

More

The web

Pages from the UK

All results

Fewer shopping sites

More shopping sites

More search tools

[Buy Plinth Heaters Range](#)

Sponsored links

www.e-tradecounter.co.uk

Dimplex at Trade Prices Free delivery on the PLX Range



[Plinth Heaters at Amazon](#)

Amazon.co.uk/kitchen

Low Prices on **Plinth heaters** Free UK Delivery on Amazon Orders

[Kitchen Plinth Heaters](#)

Kitchenappliancecentre.co.uk

Buy **Plinth Heaters** from £49 inc VAT Large Stocks - Next Day Delivery!

Shopping results for [plinth heaters](#)



[2.4kW Plinth Heater C/w 3 Fascias](#)

£80.78 new - QVS Electrical Wholesale ...

[Black Hydronic Central Heating Plinth Heater SS3W - Max. 0.9kW \(...](#)

£145.63 new - Astra247.com

[Plinth Heater and cooling fan 2kw stainless steel kickspace heating](#)

£58.00 new - screwmaster.co.uk

[Hydronic Plinth Heaters, Smiths Plinth Heaters, Kitchen Plinth Heaters](#) ☆ -

Smiths Hydronic **Plinth Heaters** and Electric **Plinth Heaters**. Large Stocks - Fast UK Delivery inc. Ireland & Channel Islands - Never Been Beaten on Price!

www.kitchenappliancecentre.co.uk/plinth-heaters.html - Cached - Similar

[PDF] [Plinth Heater by Wickes](#) ☆

File Format: PDF/Adobe Acrobat - Quick View

Efficient and discreet, the Wickes **Plinth Heater** is designed to replace a ... Both the Wickes Central Heating and Electric **Plinth Heaters** have a heat output ...

www.wickes.co.uk/content/ebiz/wickes/resources/images/.../81.pdf - Similar

Sponsored links

[Kitchen Plinth Heaters](#)

Dimplex, Consort & Creda **Plinth Heaters**. View And Buy Online.

www.Dealec.co.uk/PlinthHeaters

[Buy plinth heaters](#)

Huge choice of **heaters** at trade prices with Fast UK delivery

www.astra247.com

[Plinth Heaters](#)

Quality Energy Efficient Space Saving **Plinth Heaters**.

www.GreenedHouse.net/PlinthHeaters

[Discount Heating UK](#)

Plinth Heaters

Great Prices And Fast UK Delivery!

www.DiscountedHeating.co.uk

England

[Plinth Heater](#)

Find **Plinth Heater**

at hundreds of UK retailers!

BizRate.co.uk

[Plinth Heaters](#)

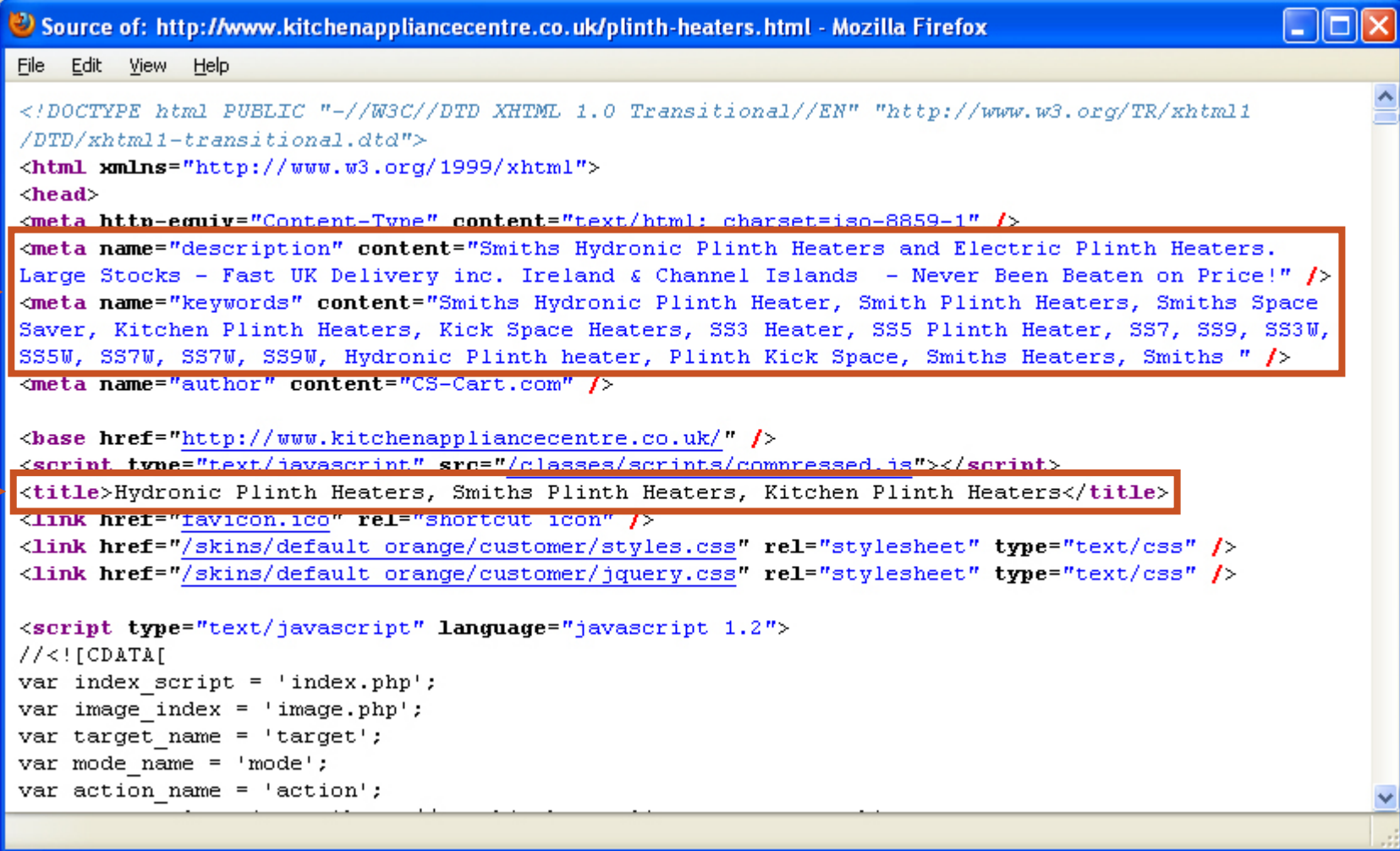
Search for **Plinth Heaters**

Find **Plinth Heaters**

Ask.com



Title & Meta Tags



```
Source of: http://www.kitchenappliancecentre.co.uk/plinth-heaters.html - Mozilla Firefox
File Edit View Help
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1
/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<meta name="description" content="Smiths Hydronic Plinth Heaters and Electric Plinth Heaters.
Large Stocks - Fast UK Delivery inc. Ireland & Channel Islands - Never Been Beaten on Price!" />
<meta name="keywords" content="Smiths Hydronic Plinth Heater, Smith Plinth Heaters, Smiths Space
Saver, Kitchen Plinth Heaters, Kick Space Heaters, SS3 Heater, SS5 Plinth Heater, SS7, SS9, SS3W,
SS5W, SS7W, SS7W, SS9W, Hydronic Plinth heater, Plinth Kick Space, Smiths Heaters, Smiths " />
<meta name="author" content="CS-Cart.com" />

<base href="http://www.kitchenappliancecentre.co.uk/" />
<script type="text/javascript" src="/classes/scripts/compressed.js"></script>
<title>Hydronic Plinth Heaters, Smiths Plinth Heaters, Kitchen Plinth Heaters</title>
<link href="/favicon.ico" rel="shortcut icon" />
<link href="/skins/default_orange/customer/styles.css" rel="stylesheet" type="text/css" />
<link href="/skins/default_orange/customer/jquery.css" rel="stylesheet" type="text/css" />

<script type="text/javascript" language="javascript 1.2">
//
var index_script = 'index.php';
var image_index = 'image.php';
var target_name = 'target';
var mode_name = 'mode';
var action_name = 'action';</pre></div><div data-bbox="0 911 182 996" data-label="Page-Footer"><p><img alt="boom logo" data-bbox="10 918 65 990"/> boom<br/>online marketing</p></div><div data-bbox="551 947 982 972" data-label="Page-Footer"><p>www.boom-online.co.uk | 0845 474 0974 | @boomweb</p></div>
```

Keyword Density

- The percentage of all the text on a page represented by a word or phrase
- How a search engine understands what a page is “about”
- 2% to 10% target

Checking Keyword Density

www.seoquake.com



Don't replace, repair!
peace of mind is just a phone call away....

Our Services

Bath Repairs

[Click Here For A No Obligation Quote](#)

There are a multitude of reasons to undertake bath repairs - be it enamel bath repair or plastic bath repair - and a variety of benefits from undertaking bath repairs. If your bath is chipped or damaged in any way, then you need to talk to the specialists at Hometech UK.

What are the benefits of bath repairs?

The initial benefit is cost; whilst you can pick up a cheap bath from many good DIY stores, the actual cost of replacing a bath unexpectedly can be a drain on your resources. Damage to a bath is often from dropping a tile or other heavy object onto the bath causing a chip, scratch or hole on the surface. Ideally you do not want to be replacing the whole bath for what is essentially a fixable problem - this is where our in-house trained technicians can help with a cosmetic makeover. As this process takes considerably less time you will be saving money on unnecessary tradesman and the cost occurred therein - be it through having to re-tile or re-plumb, or any other of the little jobs that have to be done when replacing a bath tub.

The second major benefit of having bath repairs rather than replacement is the removal of the hassle factor. Removing and replacing a bath is a time consuming and messy upheaval and can sometimes mean having to replace tiles and flooring also. By opting for bath repairs you eliminate the need for days of disruption to your home life - our expertly trained technicians can fix most problems in a few

Keyword Density

Total 2 word phrases: 26

				Load Google keywords data		
Keyword	Found in	Repeats	Density	Search volume ?	Approx Avg Search Volume ?	Estimated Avg. CP
bath repairs	T, K, D	13	4.74	n/a	n/a	n/a
hometech uk		5	1.82	n/a	n/a	n/a
a bath		5	1.82	n/a	n/a	n/a
bath is		4	1.46	n/a	n/a	n/a
at hometech		4	1.46	n/a	n/a	n/a
bath repair	T, K, D	3	1.09	n/a	n/a	n/a
replacing a		3	1.09	n/a	n/a	n/a
the bath		3	1.09	n/a	n/a	n/a
bath tub		3	1.09	n/a	n/a	n/a
company profile		2	0.73	n/a	n/a	n/a
customer care		2	0.73	n/a	n/a	n/a
other information		2	0.73	n/a	n/a	n/a
your bath	D	2	0.73	n/a	n/a	n/a
damage to		2	0.73	n/a	n/a	n/a
tile or		2	0.73	n/a	n/a	n/a
a chip		2	0.73	n/a	n/a	n/a
chip scratch		2	0.73	n/a	n/a	n/a
scratch or		2	0.73	n/a	n/a	n/a
trained technicians		2	0.73	n/a	n/a	n/a
technicians can		2	0.73	n/a	n/a	n/a
having to		2	0.73	n/a	n/a	n/a
the hassle		2	0.73	n/a	n/a	n/a
hassle factor		2	0.73	n/a	n/a	n/a
can fix		2	0.73	n/a	n/a	n/a
the technicians		2	0.73	n/a	n/a	n/a
carry out		2	0.73	n/a	n/a	n/a

Structuring Content

- Heading tags emphasise keywords
- Also use bold and italics for emphasis

Kitchen Worktop Repairs	←	<h1>
We provide kitchen worktop repairs in Nottingham, Derby, Leicester, Lincoln and Northampton.	←	<p>
Worktop Repairs Nottingham	←	<h2>
Based in Nottingham, Best Worktop Repairs can repair granite and composite kitchen worktops.	←	<p>
Granite Worktop Repairs	←	<h3>
Our <i>granite worktop repairs</i> are the best in the business, using a special formula to fill granite chips without leaving a trace.	←	

Anchor Text

- Anchor text is the visible hyperlinked text on the page
- Can be used to strengthen keyword density
- Anchor text phrases should include your key search terms. Example:
 - Bad: For kitchen worktop repairs, [click here](#)
 - Good: [Kitchen worktop repair information](#)

Finding Relevant Words & Phrases

- No point being no.1 for a phrase nobody searches for
- Aiming for highly-popular phrases may be difficult or deliver poor ROI
- Do the chosen phrases convert?
 - Traffic is pointless without sales!

Aim For The Top

Position	Click Through Rate
1	42.30%
2	11.92%
3	8.44%
4	6.03%
5	4.86%
6	3.99%
7	3.37%
8	2.98%
9	2.83%
10	2.97%
11	0.66%
21	0.29%

Keyword Research

Google AdWords

[Help](#) | [Sign in](#)

[Previous Interface](#)

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

worktop repair

Website

[Advanced options](#)

Locations and languages

All Countries
United States
United Kingdom
Japan
Germany
Brazil

All Languages
English
Japanese
German
Portuguese

Show stats for

Mobile search

Show results for

All keyword ideas

Ideas containing my search terms

Filter keywords

Local Monthly Searches

>=

[Remove](#)

[+ Add another](#)

<https://adwords.google.com/select/KeywordToolExternal>

Keyword Research

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

worktop repair

Website

[Advanced options](#)

Locations: United Kingdom Languages: English Only showing keywords containing my search terms

Search

All categories

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events

Match types

- Broad
- [Exact]
- "Phrase"

Keyword ideas

Sign in with your AdWords login information to see the full set of ideas for this search. [About this data](#)

Download

Sorted by Local Monthly Searches Views

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	worktop repair		2,400	1,900	
<input type="checkbox"/>	"worktop repair"		1,600	1,300	
<input type="checkbox"/>	kitchen worktop repair		590	480	
<input type="checkbox"/>	[worktop repair]		390	260	
<input type="checkbox"/>	"granite worktop repair"		140	140	
<input type="checkbox"/>	[granite worktop repair]		58	46	
<input type="checkbox"/>	[kitchen worktop repair]		210	-	-
<input type="checkbox"/>	"kitchen worktop repair"		390	-	-
<input type="checkbox"/>	granite worktop repair		260	-	-
<input type="checkbox"/>	laminated worktop repair		390	-	-
<input type="checkbox"/>	"laminated worktop repair"		210	-	-



Keyword Research




intitle:"worktop repair"

SafeSearch off ▼

About 215 results (0.17 seconds)

[Advanced search](#)

 Everything

More

The web

Pages from the UK

More search tools

[Worktop Repair UK](#) Sponsored links

www.plastic-surgeon.co.uk/worktops Chipped? Cracked? Damaged? Burnt? Full Nationwide Repair Service

[Laminate Wood Repair kit](#)

www.repairproducts.co.uk Scratches, Chips, Glue, Rot Wood Laminate, Wood, Worktops Touch up

[Worktop Repair - Chips, scratches, cuts, dents and cracks ...](#) ☆

Plastic Surgeon worktop repairs completed quickly and professionally to any material. Complete restoration service for laminate, stone or wood.

www.plastic-surgeon.co.uk/Services/.../WorktopRepair.aspx - [Cached](#) - [Similar](#)

[Worktop Repair](#) ☆

When a work surface needs attention, call on Plastic Surgeon to assess the damage and restore it to new in hours. Whether it's a chip, crack or a stain, ...

www.plastic-surgeon.co.uk/Landing/WorktopRepair.aspx - [Cached](#)

[Laminate Worktop Repair - DIYnot.com - DIY and Home Improvement](#) ☆

9 posts - 4 authors - Last post: 2 Jul 2007

Hi Is there any way to repair a chip in a laminate worktop? I have a black laminate worktop and on the join a chip has suddenly appeared ...

www.diynot.com > [Forums](#) - [Cached](#) - [Similar](#)

[Kitchen worktop repair](#) - 30 Jan 2010

[Worktop repair](#) - 5 Sep 2007

[More results from diynot.com](#) >

Sponsored links

[Worktop Repair](#)

We Repair Chips, Scratches & Cracks to your Worktop. Enquire Now
Hometech-uk-ltd.co.uk

[Damage Repair Specialists](#)

Interior and exterior building damage repair. Worktops, tiles.
www.profixrepairs.co.uk

[Bath Re-Enamelling](#)

Chip Repairs to almost any surface
Serving SE of England 0800 849 8069
WWW.BATHGLAZE.COM
England

[Granite Top Repairs](#)

Chips, Scratches, Cracks Repaired
Quick and Effectively 01707 661190
www.MarbleMasterUk.com

[Worktop Repair](#)

Get deals on diy materials & tools
Feed your passion on eBay.co.uk!
www.ebay.co.uk/diy

Case Study: Injury Compensation

- Keyword research tools return hundreds of terms for any given topic, e.g. *“no win no fee”*, *“accident claim”*, *“personal injury”* etc.
- Millions of sites compete for these visitors:
 - “no win no fee”: 4.5m sites
 - “accident claim”: 6m sites
 - “personal injury”: 36m sites
- Best terms: Enough people searching but few enough competing websites.

Case Study: Injury Compensation

Keywords	Search Count per month	Total Search Results	Competitors with term in Title tag	Pages with exact phrase in text
Accident claim	756,000	6,000,000	18,800	667,000
Accident claim expert	11,300	1,370,000	605	3,750
Road traffic accident compensation	240	1,500,000	352	831
Whiplash injury compensation	170	365,000	316	5,000
Work accident compensation claim	490	1,260,000	37	738
Industrial injury compensation	140	1,330,000	79	9,830
Whiplash injury claim UK	8	327,000	0	1
Whiplash compensation award	8	102,000	1	3

Case Study: Injury Compensation

Keywords	Search Count per month	Total Search Results	Competitors with term in Title tag	Pages with exact phrase in text
Accident claim	756,000	6,000,000	18,800	667,000
Accident claim expert	11,300	1,370,000	605	3,750
Road traffic accident compensation	240	1,500,000	352	831
Whiplash injury compensation	170	365,000	316	5,000
Work accident compensation claim	490	1,260,000	37	738
Industrial injury compensation	140	1,330,000	79	9,830
Whiplash injury claim UK	8	327,000	0	1
Whiplash compensation award	8	102,000	1	3

Keyword Examiner

Keyword Examiner

Registered to Demonstration[support@keywordexaminer.com]

Count: 14

Wordtracker

Import... Go to Wordtracker

<input checked="" type="checkbox"/>	Keyword	AdWords Volume	Exact Match competition	AdWords KEI	Allinanchor: search count	AdWords All in Anchor score	Intitle:"" search count	AdWords In Title score
<input type="checkbox"/>	roller skates	165,000	1,230,000	22,134.15	1,040,000	26,177.88	62,400	436,298.08
<input type="checkbox"/>	roller skate wheels	1,600	30,600	83.66	25,100	101.99	1,920	1,333.33
<input type="checkbox"/>	kids roller skates	1,600	16,100	159.01	278,000	9.21	455	5,626.37
<input type="checkbox"/>	recreation skates	1,600	3,350	764.18	741,000	3.45	145	17,655.17
<input type="checkbox"/>	retro roller skates	1,300	2,300	734.78	43,800	38.58	139	12,158.27
<input type="checkbox"/>	adjustable roller skates	1,300	6,050	279.34	83,100	20.34	356	4,747.19
<input type="checkbox"/>	junior quad skates	1,000	694	1,440.92	8,850	112.99	424	2,358.49
<input type="checkbox"/>	stateside skates	880	8,180	94.67	6,420	120.62	800	968.00
<input type="checkbox"/>	buy roller skates	590	5,100	68.25	314,000	1.11	168	2,072.02
<input type="checkbox"/>	children roller skates	480	2,300	100.17	255,000	0.90	126	1,828.57
<input type="checkbox"/>	disco skates	480	2,240	102.86	440,000	0.52	166	1,387.95
<input type="checkbox"/>	inline rollerskates	390	809	188.01	35,000	4.35	233	652.79
<input type="checkbox"/>	buy rollerblades	320	2,180	46.97	105,000	0.98	230	445.22
<input checked="" type="checkbox"/>	roller skate shop	260	3,610	18.73	233,000	0.29	296	228.38

Remove Export to Excel...

Start Again Online Help Finish

www.keywordexaminer.com

Why Are Links Important?

- Key to Google's algorithm:
 - Indicator of value: PageRank



- Indicator of relevance: Anchor text
- Best links from:
 - Highly trusted sites
 - Pages with relevant content
 - Your keywords as anchor text

Who Links to You?

YAHOO!

SITE EXPLORER

Yahoo! My Yahoo! Mail Welcome, lockwood77 [Sign Out] Help

www.moneysavingexpert.com

Explore URL

Site Explorer

Add to MySites

My Sites

Preferences

Blog

Badge

Web Service API

Feedback

Results

Pages (10,196)

Inlinks (78,752)

Show Inlinks: Except from this domain

to: Entire Site

Result details: [icon] [icon]

Submit webpage or Site Feed | Export first 1000 results to TSV

1. SAYNOTO0870.COM - Non-Geographical Alternative Telephone Numbers
text/html <http://www.saynoto0870.com/> - 13k - cache Explore
2. Market Research, Market Research Companies, Online Market ...
text/html <http://www.onepoll.com/> - 12k - cache Explore
3. The 100 essential websites | Technology | The Guardian
text/html <http://www.guardian.co.uk/technology/2009/dec/09/best-websites-internet> - 212k - cache Explore
4. TuneChecker - Compare cheap CDs, MP3 singles & album downloads
text/html <http://www.tunechecker.com/> - 66k - cache Explore
5. 100 top sites for the year ahead: our latest selection finds ...
text/html <http://www.guardian.co.uk/technology/2008/dec/18/internet-websites> - 108k - cache Explore
6. Credit rating - Wikipedia, the free encyclopedia
text/html http://en.wikipedia.org/wiki/Credit_rating - 44k - cache Explore
7. New car prices - compare the cheapest, best discounts & deals ...
text/html <http://www.mycarquotes.co.uk/> - 31k - cache Explore
8. Life Assure Online
text/html <http://www.lifeassureonline.co.uk/> - 15k - cache Explore

linkdomain:mysite.com

Major Directories

The screenshot shows a Mozilla Firefox browser window titled "ODP - Open Directory Project - Mozilla Firefox". The address bar displays "http://www.dmoz.org/". The page features a green header with the "dmoz" logo and the text "open directory project". To the right of the logo, it says "In partnership with AOL search". Below the header, there are navigation links: "about dmoz", "dmoz blog", "suggest URL", "help", "link", and "editor login". A search bar is present with a "Search" button and a link to "advanced". The main content area is organized into a grid of categories, each with a sub-link: "Arts" (Movies, Television, Music...), "Business" (Jobs, Real Estate, Investing...), "Computers" (Internet, Software, Hardware...), "Games" (Video Games, RPGs, Gambling...), "Health" (Fitness, Medicine, Alternative...), "Home" (Family, Consumers, Cooking...), "Kids and Teens" (Arts, School Time, Teen Life...), "News" (Media, Newspapers, Weather...), "Recreation" (Travel, Food, Outdoors, Humor...), "Reference" (Maps, Education, Libraries...), "Regional" (US, Canada, UK, Europe...), "Science" (Biology, Psychology, Physics...), "Shopping" (Clothing, Food, Gifts...), "Society" (People, Religion, Issues...), "Sports" (Baseball, Soccer, Basketball...), and "World" (Català, Dansk, Deutsch, Español, Français, Italiano, 日本語, Nederlands, Polski, Русский, Svenska...). At the bottom, there is a "Become an Editor" button and a link to "Help build the largest human-edited directory of the web". The footer of the browser window shows "Copyright © 1998-2008 Netscape".

Major Directories

The screenshot shows a Mozilla Firefox browser window displaying the Yahoo! UK & Ireland Directory. The address bar shows the URL <http://uk.dir.yahoo.com/>. The page features the Yahoo! logo and a search bar with a dropdown menu set to 'Google'. Below the search bar is a 'Directory Home' section with a search input field and radio buttons for 'the Web' and 'the Directory'. The main content area is organized into a grid of category links, including Arts & Humanities, Business & Economy, Computers & Internet, Education, Entertainment, Government, Health, News & Media, Recreation & Sport, Reference, Regional, Science, and Social Science. A disclaimer at the bottom states: '(Sites included are property of their respective owners and may be protected by copyrights, trademarks or other proprietary rights and laws.) Copyright © 2007 Yahoo! UK Limited. All rights reserved.' The browser's status bar at the bottom shows 'Done' and various system icons.

Major Directories

The screenshot shows a Mozilla Firefox browser window displaying the Best of the Web Directory website. The browser's address bar shows the URL <http://botw.org/>. The website features a blue header with the logo "Best of the Web" and the tagline "— Since 1994". A search bar is located in the top right corner of the header. Below the header, the website is organized into a grid of category links. The categories include: Arts (Movies, Television, Music ...), Business (Jobs, B2B, Industrial, Finance ...), Computers (Internet, Software, Hardware ...), Games (Video RPGs, Gambling ...), Health (Conditions, Fitness, Medicine ...), Home (Homeowners, Family, Consumers ...), Kids & Teens (Entertainment, Arts, School ...), News (Current Events, Media, Newspapers ...), Recreation (Travel, Outdoors, Humor, Pets ...), Reference (Dictionaries, Maps, Education ...), Regional (US, Asia, Europe, UK, Canada ...), Science (Biology, Physics, Technology ...), Shopping (Gifts, Electronics, Vehicles ...), and Society (Law, People, Religion, Issues ...). At the bottom of the page, there are links for "What's New", "Submit Site", "Join our Affiliate Program", and "Sponsor a Category - FREE 60-Day Trial". A yellow banner highlights "NEW Enterprise Software Directory" and "Blog Directory". The footer contains links for "About", "Help", "Archive", "Terms", "Privacy", and "Affiliate Program", along with the copyright notice "© 1994-2008 Best of the Web Directory All Rights Reserved". A small cartoon fox mascot is visible on the right side of the footer. The browser's status bar at the bottom shows "Done" and various system icons.

Bloggng

- Quality content
- Regular
- Part of the community
- Syndication

Bloggging



A STUDIO WITH A VIEW

JULY 25, 2008

heather moore : artists who blog

This week's interview is with South African designer and illustrator Heather Moore, otherwise known as [Skinny laMinx](#). Heather makes beautiful designs for textiles, ceramics, and home decor and is also a contributor for the [Elle Decor SA blog](#). You can see a wide variety of her multi-faceted work in her [portfolio](#) as well as in her [Etsy shop](#). Heather just recently sold her 1000th item on Etsy, so congratulations and much continued success!

WELCO



like to in
see new
fresh tal
series "a
reading y

VIEW MY



POSTED BY STEPHANIE LEVY AT 12:05 PM

LABELS: ARTISTS WHO BLOG, HEATHER MOORE, INTERVIEW

10 COMMENTS:

aimee said...

WOW! her work is amazing. i just posted some of my favorite blogs - i'm going to edit right now and add heather's to the list.

happy weekend to you stephanie.

JULY 25, 2008 3:06 PM

Anonymous said...

I LOVE Heather's artwork and always enjoy reading her blog. (And I am in AWE of her paper cuttings! Give a workshop, Heather!)

JULY 25, 2008 4:35 PM

decor8 said...

Fabulous post and Heather you are so pretty!

Blogger

BLOGCATALOG

BLOG CATALOG

SAVE THIS BLOG TECHNORATI

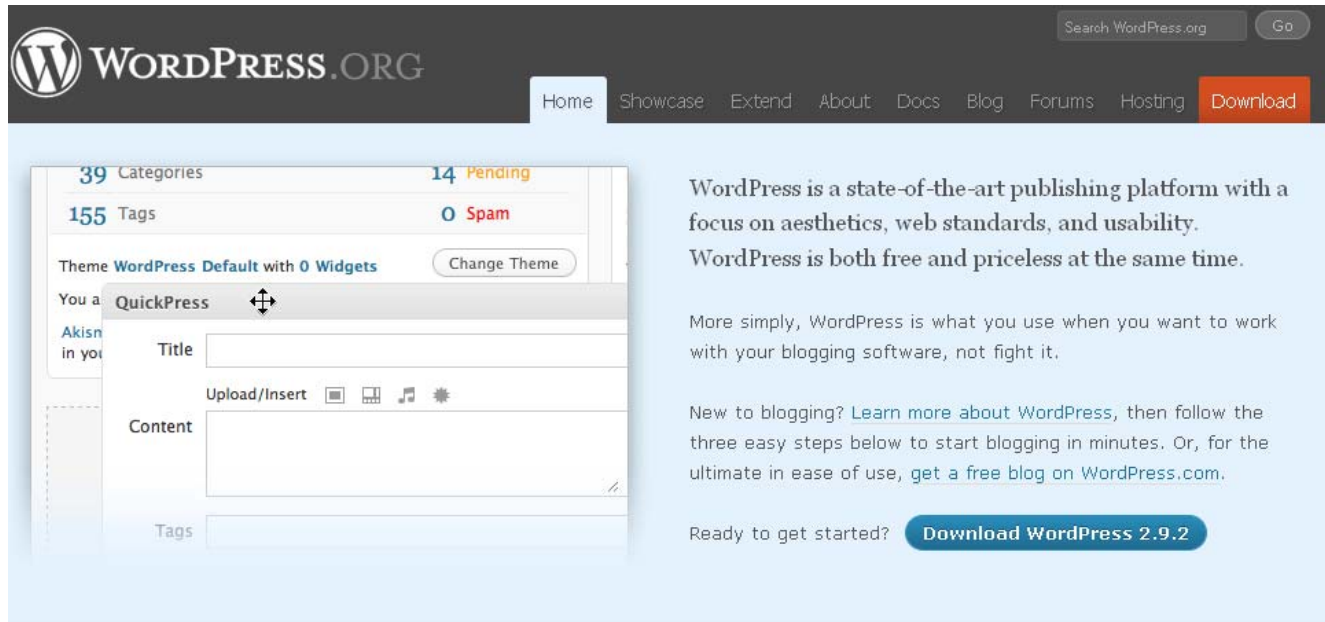


SUBSCRIBE TO

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Bloggging: WordPress



The screenshot shows the WordPress.org homepage. At the top, there is a search bar and a navigation menu with links for Home, Showcase, Extend, About, Docs, Blog, Forums, Hosting, and a prominent Download button. Below the navigation, there is a dashboard overview with statistics: 39 Categories, 14 Pending, 155 Tags, and 0 Spam. The current theme is 'WordPress Default with 0 Widgets'. A 'QuickPress' modal is open, showing fields for Title, Content, and Tags. To the right of the dashboard, there is a text block that reads: 'WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. WordPress is both free and priceless at the same time. More simply, WordPress is what you use when you want to work with your blogging software, not fight it. New to blogging? Learn more about WordPress, then follow the three easy steps below to start blogging in minutes. Or, for the ultimate in ease of use, get a free blog on WordPress.com. Ready to get started? Download WordPress 2.9.2'.

WordPress Books



From the Blog

WordPress 3.0, Beta 2

Following the successful post-WordCamp San Francisco code sprint, we are now ready to release the second beta of WordPress 3.0. Things to test: Revised menu user interface. Changes to the WordPress exporter and importer to make it more flexible. Already have a test install that you want to switch over to the beta? Try the beta tester plugin. Testers, don't...

It's Easy As...

- 1 Find a [Web Host](#) and get great hosting while supporting WordPress at the same time.
- 2 Download & Install [WordPress](#) with our famous 5-minute installation.
- 3 Consult the [Documentation](#) and become a WordPress expert yourself.

WordPress Users



WordPress

ianlockwood
digital consultancy

Phone: 0845 224 8154
Email: ian@ianlockwood.net

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Leaders First Training Funding: New Criteria

Posted by Ian Lockwood in [IanLockwood.net News](#), May 5th, 2010



I received an email from the nice people at Train to Gain/Business Link last Friday, informing me that they have lowered the staff requirement for businesses to be eligible for the Leaders First funding. To quote from the website:

“Leaders First gives strategic decision makers within an organisation, the opportunity to develop valuable strategic skills to drive their organisation forward.”

So, if you are an owner or manager in a business with at least three full-time employees (or two if you are a limited company), you can apply for funding for training and skills development in any area of your business, including online marketing.

The funding is up to £1000, split so that the first £500 is “free”, in that you don’t have to match the amount. The remaining funding must be matched 50/50, so you could receive as much as £1500 of training at a cost to you of £500. Full details of the programme, including a brochure, are available [here](#) on the Business Link website.

If you are interested in receiving one-to-one online marketing training (SEO, pay per click, Analytics, conversion optimisation etc.), please get in touch to discuss your requirements. If appropriate, I have a referral form I can send to Business Link for consideration.

Usually, the eligibility criteria is at least five employees and I have been told that the funding for smaller companies is very limited, so this opportunity may not be around for long.



Subscribe via RSS

Subscribe by email:

Subscribe

Categories

Analytics

Conversion

[IanLockwood.net News](#)

Local Search

Pay Per Click

Search Engine Optimisation

Social Media

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Links

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Leisurewear Ladies Wear Workwear Ladies Work Sportswear Ladies Sports 0-15 Years Organics



May 10 Do you know the history of the tennis shirt and a polo shirt?

posted the admin

A tennis shirt, polo shirt or golf shirt all refers to a type of t-shirt. They are shirts made from knitted cloth, usually pique cotton. Its style usually has some buttons down a slit below the collar, two small cuts on the bottom of each side of the t-shirt and maybe with or without a pocket. Sometimes tennis shirts made of silk, merino wool or synthetic fibres.



Continue Reading

This is posted on 04:20 pm under [Hen Nights](#)

Comment 0

Search

Search

Recent Posts

Do you know the history of the tennis shirt and a polo shirt?

Keep your cool this Summer with embroidered polos

Polo Shirts to Promote the Image of Your Business

Home | About Patra | Contact | Information | Catalogues | Guarantee | Sign In

PATRA Blog Exclusive designs in exquisite fabrics

Patra Selections Announces Their Summer 2010 Catalogue, With A Range Of New Silk Dresses.

Thursday, April 22nd, 2010



With summer coming up, Patra has designed a range of new dresses, which build on customer favourites to ensure your summer is spent in clothing which is both stylish and comfortable. One such summer dress featured in the new catalogue is the **Noil Silk Short Sleeve Knitted Dress** (see image to the left), based on the popular **Noil Silk Roll Collar Blouse** and which is available in raspberry and champagne.

Rita Patra, Managing Director of the online and mail order silk clothing retailer, says of the new dress, “Our Noil Silk Roll Collar Blouse is really comfortable and good for the beach, as well as being smart. So we decided to turn it into a simple knitted dress, shaped so our customers could wear something easy-fitting and



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Links

Future Events

Past Events

News

Ironbridge Framing Future Events

New Ironbridgeframing Website Launched

Friday, April 16th, 2010

Welcome to the new ironbridgeframing website.

Posted in Future Events | Comments Off

People of Kolkata – Arnold Scivens

Thursday, March 25th, 2010

Ironbridge Fine Arts & Framing
Exhibition by
Arnold Scivens



Important Blog Features for SEO

- Regularly updated
- Quicker indexing
- Attraction of links
- Easy on-page optimisation
- Comments

Link Request Example

From: Wayne Barker <stayfocused.wb@googlemail.com>

To: philbrotherwood@brannelastronomy.com

Sent: Thursday, 29 April, 2010 13:12:13

Subject: Possible link suggestion

Hi Phil,

I have been searching the Internet recently looking for ways to promote our new site:

<http://www.stayfocused.eu/>

We are focused on selling top quality telescopes, ccd cameras and essential accessories like filters, mounts and eyepieces.

I came across your site - which is obviously relevant to what we sell - and I wondered if it would be possible for you to link from your site to ours. We are trying to gain as much exposure as possible - and in addition your readership will be interested in the kind of products we are selling.

<http://www.stayfocused.eu/telescopes.html>

<http://www.stayfocused.eu/ccd-cameras.html>

I hope you are able to assist us in this matter. I thank you in advance for time and consideration.

Remember, Stay Focused

Wayne Barker

Link Request Example

From: **PHIL BROTHERWOOD** <philbro@btinternet.com>

Date: 2 May 2010 11:10

Subject: Re: Possible link suggestion

To: Wayne Barker <stayfocused.wb@gmail.com>

Hi Wayne

I've had a look at your site and I'm sure it will be of interest to some of our members (in fact I was actually thinking of buying a Bahtinov mask so maybe I'll give you a try.)

We'll be happy to put a link on our Links page so I'll do that in the next few days.

Good luck with your new site.

Regards

Phil

Viral Content: Resources

Mashable.com Mashable (FR) Advertise Consulting App Development Submit News You [signup](#) [login](#)

Mashable
SOCIAL NETWORKING NEWS

NEWS MARKETPLACE INVITES COMMUNITY THE GRID PHOTOS VIDEOS TAGS | SEARCH

Mashcodes
FREE STUFF FOR MYSPACE, PICZO, XANGA, HIS & BLOGS

All MySpace YouTube Bebo Facebook Xanga Labs!

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Worldclass Content Delivery Network (CDN)
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- 70 Fresh And Modern Blogger Templates (27)
- The Importance Of Being An Early Adopter (13)
- The Web Sheriff Puts The Pirate Bay On Notice (8)
- Tengaged: Meet New Friends. Then Eliminate Them. (6)
- Facebook VP Says Network is

ONLINE MEDIA GOD: 400+ Tools for Photographers, Videobloggers, Podcasters & Musicians

July 23, 2007 — 10:29 AM PDT — by Pete Cashmore —



ONLINE MEDIA GOD
400+ TOOLS FOR PHOTOGRAPHERS, VIDEOBLOGGERS, PODCASTERS AND MUSICIANS

Online media is exploding...and with it, a new class of creative people producing their own music, podcasts, professional-level photography and video shows. We've compiled the largest list so far of useful tools for self-made photographers, videobloggers, podcasters and musicians.

These entries are compiled from previous Mashable articles - see the links at the bottom of this article for further reading.

PHOTOGRAPHY GOD
90+ ONLINE TOOLS FOR PHOTOGRAPHERS

You Already a member? [Log in](#)
Not a Member? [JOIN NOW](#)


Most Popular Posts

- Fryebug: User-Generated Games. Developers Not Needed (Yet)
- Google Deals A Blow To Anti-Scientology: Anonymous' AdSense Acc Canceled
- Twitter, Tina Fey, and the Future of Micro-Blogging
- 70 Fresh And Modern Blogger Templates
- Quibble Launches Collaborative Polling

Google™ Custom Search

Mashable Ads

it's time to make the **knews**

And get **25%** off when 

Viral Content: YouTube

The screenshot shows a Mozilla Firefox browser window displaying the YouTube channel page for 'Will It Blend?'. The browser's address bar shows the URL <http://www.youtube.com/user/blendtec?blend=1&ob=4>. The page features the channel's logo, a navigation menu with links for Videos, Favourites, Playlists, Groups, Friends, and Subscribers, and a video player. The video player shows a video titled 'Will It Blend?' with a progress bar at 0:12 / 1:39. The channel's profile information includes the name 'Blendtec', style 'VLogging', and statistics: 206,643 subscribers and 4,051,096 channel views. A list of achievements is also visible, such as '#57 - Most Subscribed (All Time) - Global'.

YouTube - Blendtec's Channel - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.youtube.com/user/blendtec?blend=1&ob=4

Google Search

Will It Blend?

English

HeroesOfSwitzerland Account QuickList Help Sign Out

Search

Will It Blend?

Subscribe

Blendtec

Style: VLogging

Joined: 30 October 2006

Last Sign In: 6 days ago

Subscribers: 206,643

Channel Views: 4,051,096

DIRECTOR

See what the Total Blender can do in the Blendtec test lab, as we ask the question, Will It Blend?

Companies: Blendtec

Website: <http://www.blendtec.com>

#57 - Most Subscribed (All Time) - Global

#16 - Most Subscribed (All Time) - Directors - Global

#52 - Most Subscribed (All Time) - Partners - Global

(more)

Report profile image violation

Will It Blend?

0:12 / 1:39

Done

Tor Disabled

Viral Content: Video





Will It BLEND?

PRESENTED BY BLENDTEC

order Your
totalblender

Click here to order the Total Blender, the same blender used in the "Will It Blend?" videos!



-  Will it Blend? Home
-  Don't Try This @ Home
-  Try This @ Home
-  Friends of Will it Blend
-  Will It Blend Store
-  Suggest Stuff To Blend
-  Tell A Friend
-  Subscribe
-  Blendtec Home Blenders
-  Blendtec Commercial Blenders
-  Will It Blog?

Don't Try This At Home

Below you will find a collection of videos that are **NOT** safe to try at home. Click any of the videos to see what the Total Blender can do in our test lab, as we ask the question, Will It Blend?



iPhone3G

★★★★★

Rate It!

Tom uses his new iPhone 3G to stay organized. Watch what happens when he tries to blend his old iPhone.

384 Ratings

Share This Video

Video Search:

More Videos

Optimising For YouTube



window repair

Search

About 13,400,000 results (0.24 seconds)

Advanced search

Everything

Maps

Videos

More

The web

Pages from the UK

More search tools

Window Glass Repairs

Easy24HrGlazing.co.uk/WindowGlass

Expert **Repairs** & Replacements Call Now For An Instant Quote!

Sponsored link

Sash **Window Repair**, Sash **Window** Renovation Specialists & UK **Window** ... ☆

The UK's leading sash **window** renovation specialists, Ventrolla offers **repair**, renovation, restoration and replacement of sash **window** and casement windows.

www.ventrolla.co.uk/ - Cached - Similar

How to Perform a Windows XP **Repair** Install ☆

Step by step Microsoft Windows XP **Repair** Install instructions.

Warning #1 - Warning #2 - Warning #3 - Skip to Repair Install
michaelstevensstech.com/XPrepairinstall.htm - Cached - Similar

Window **Repair** ☆

Advice on determining whether to **repair** or replace older windows. Description of common problems and **repair** options.

www.windowrepair.com/ - Cached - Similar

Local business results for **window repair** near Nottingham NG9 5FU - Change location



A [Exec Spec Tints Ltd](http://www.execspec.co.uk) - www.execspec.co.uk
ATTENBOROUGH, 1 Nottingham Road, NOTTINGHAM - 0115 922 9252
1 review, directions, hours, and more »

B [Beeston Glazier - 24 Hour Emergency Glazing](http://www.glaziersbeeston.co.uk) - www.glaziersbeeston.co.uk
Middle Street, Beeston, Nottingham - 0115 936 1597
Directions and more »

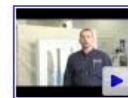
C [JCL Building Limited](http://www.jclbuilding.com) - www.jclbuilding.com
Broadoak Drive, Stapleford, Nottingham - 07757 385 128
Directions and more »

More results near Nottingham NG9 5FU »

Videos for **window repair**



[How to **Repair** Window Glazing](http://www.youtube.com)
9 min - 20 Apr 2008
www.youtube.com



[Learn Basic **Window Repair**](http://www.5min.com)
58 sec - 23 Jul 2009
www.5min.com

Optimising For YouTube

YouTube window repair Search Browse TV Shows

How to Repair Window Glazing

erochow 169 videos Subscribe

gardenfork



Window Glazing

www.gardenfork.tv

0:03 / 8:51 360p

38,263 views

erochow — 20 April 2008 — How do you fix the glazing on your windows? Its easy with the right tools. Watch as we learn from an expert how to use glazing compound to repair your windows. Visit our community site for more info <http://gardenfork.tv>

Category: [Howto & Style](#)

Tags: [window glazing](#) [caulking](#) [repair](#) [home](#) [tools](#) [toolkit](#) [fix](#)

Like Save to Share <Embed>

Post a comment

manson4prezz2012 5 days ago Great video, how long do you have to wait to put the window back up? I'm using the same glaze you guys

Optimising For YouTube

http://www.youtube.com/watch?v=qssB_kLJmq0

Explore URL

Site Explorer

Add to MySites

My Sites

Preferences

Blog

Badge

Web Service API

Feedback

Results

Pages (2)

Inlinks (12)

Show Inlinks: Except from this domain

Result details:

Submit webpage or Site Feed | Export first 1000 results to TSV

- | | | |
|-----|---|---------|
| 1. | Wood Windows
text/html http://www.hp-nw.com/windows.htm - 7k - cache | Explore |
| 2. | Simpson's Folly: November 2008
text/html http://simpsonsfolly.blogspot.com/2008_11_01_archive.html - 260k - cache | Explore |
| 3. | Window Glazing Results Product Details from the Media ...
text/html http://www.zibb.co.uk/media/theme/p/Window+Glazing - 16k - cache | Explore |
| 4. | [Homeroast] Secret of the Gold Knob
text/html http://themeyers.org/HomeRoast/Topic30341.htm - 9k | Explore |
| 5. | Simpson's Folly: What a Day, What a Day
text/html http://simpsonsfolly.blogspot.com/2008/11/what-day-what-day.html - 212k | Explore |
| 6. | yoursouthpark: Message: Old wooden window Renovations ...
text/html http://groups.yahoo.com/group/yoursouthpark/message/10400 - 24k | Explore |
| 7. | yoursouthpark: Message: Old wooden window Renovations ...
text/html http://groups.yahoo.com/group/yoursouthpark/message/10400?l=1 - 23k | Explore |
| 8. | Tool video compilations - Page 40 - By Dogs Videos
text/html http://www.dogshelpline.com/funny-dogs/video-theme/40/tool.html - 45k | Explore |
| 9. | Tool video compilations - Page 46 - By Dogs Videos
text/html http://www.dogshelpline.com/funny-dogs/video-theme/46/tool.html - 46k | Explore |
| 10. | MyTracking - The new way of track, search and social
text/html http://www.mytracking.com/site/Window+glazing - 72k | Explore |
| 11. | TeakDoor.com - The Thailand Forum - View Single Post - Window ...
text/html http://teakdoor.com/1005108-post41.html - 8k | Explore |
| 12. | Window glazing in LOS? - Page 3 - TeakDoor.com - The Thailand ...
text/html http://teakdoor.com/construction-in-thailand/27678-window-glazing-in-los-3.html - 126k | Explore |

Optimising For YouTube

- Title
- Description
- Tags
- Links
- Sharing
 - Comments
 - Subscribers
 - Ratings
 - Embeds
 - Views

The screenshot shows the YouTube 'Video File Upload' page. At the top, the YouTube logo is on the left, and a search bar, 'Browse', 'TV Shows', 'Upload', and user profile 'HeroesOfSwitzerland' are on the right. The main heading is 'Video File Upload'. Below this, a file named 'Donington.wmv' (73.6MB) is being uploaded. The progress bar shows 1% completion, with a 'cancel' button and a message 'About 19 min. remaining...'. A preview area contains five placeholder boxes. Below the preview is the 'Video information and privacy settings' section, which includes fields for 'Title' (filled with 'Donington.wmv'), 'Description', 'Tags', and 'Category' (set to 'Select a category'). The 'Privacy' section has three radio buttons: 'Public (recommended)', 'Unlisted', and 'Private'. At the bottom of this section are 'Save changes' and 'Skip for now' buttons. The 'Sharing options' section at the very bottom has empty fields for 'URL' and 'Embed'. On the right side of the upload area, there are two informational boxes: 'YouTube direct mobile uploads' with a green arrow icon and 'Advanced Video Upload' with a red scissors icon. An 'Important' notice is also present, warning against uploading copyrighted content.

Google Places

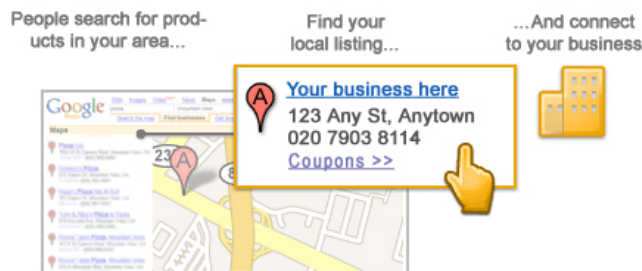
Google places

Change Language: English (UK)

Help customers find you on Google Maps

Millions of people search Google Maps every day. A free listing on Google Maps makes it easy for them to find you.

Use Google Places to create your free listing. When potential customers search Google Maps for local information, they will find your business: your address, hours of operation, even photos of your shop front or products. It's easy, free and you don't need a website of your own.



[Sign up now »](#)

Sign in with your
Google Account

Email:

Password:

Stay signed in

[Can't access your account?](#)

Learn more about Google Places

Reach new customers on Google Maps and Google.co.uk

Local customers are already searching for the products and services that you offer. Why not make it easy for them to find you on Google search and on Google Maps? Google Places is the place to start.

Works great for businesses of any size

Whether you run a single dentist's office or dozens of coffee shops, manage all your listings from a single account.

Update your listing at any time

Use Google Places to edit your listing whenever and however you like. Your Google Maps results will be updated in a few weeks, not next year.

I am ready to help customers find me. [Sign up now »](#)



People search Google Maps for a business such as yours.

Google Places



ian@ianlockwood.net | [Google Account](#) | [Help](#) | [Sign out](#) | English (United Kingdom)

This is just a first step. Enter your business information here and watch your listing take shape on the right. In later steps, you will specify categories, payment options, business hours, service areas and much more.

** indicates a required field*

Country:

Company/Organisation:

Street Address:

City/Town:

County:

Postcode:

Note: You can hide your street address later if you don't want people to see it.

Main phone:
Example: 0121 234 5678 [Add more phone numbers](#)

Email address:
Example: myname@example.co.uk

Website:
Example: http://www.example.co.uk
 I don't have a website.

Description:
200 characters max, 61 characters left.

Category:

Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

Category: [Add another category](#)

20 Upper Parliament Street

Ian Lockwood Digital Consultancy
ian@ianlockwood.net

Nottingham
Nottinghamshire
NG1 2AG
United Kingdom
0845 224 8154
<http://ianlockwood.net>

"Ian Lockwood provides SEO and pay per click services, conversion optimisation, w..."

[Fix incorrect marker location](#)

Google Places



Please enter some additional details about your business. If people know when you're open or can see some pictures of your business, they're more likely to visit you. All of this information is optional and can be entered at a later time if you're in a hurry to see your business appear on Google Maps.

If you'd like to skip this step, please scroll to the bottom of the page and click the 'Submit' button.

Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

- No, all customers come to the business location
- Yes, this business serves customers at their locations

Do not show my business address on my Maps listing

Select how your service area will be specified, either by a distance from a location point, or by a list of locations (towns, postcodes, etc.)

Distance from one location

Nottingham NG1 2AG, and locations within

Service area within miles km [Update Preview](#)

List of areas served

[Add](#)

Examples: FY1 1LY or Blackpool

England, United Kingdom

Areas are approximate and may not correspond to official boundaries. Your service area will include areas that you enter and points in between.

Hours of operations

Make sure your customers know when you are open!

Ian Lockwood Digital Consultancy

20 Upper Parliament Street
Nottingham
Nottinghamshire
NG1 2AG
United Kingdom

0845 224 8154
<http://ianlockwood.net>



[Fix incorrect marker location](#)

Email address: ian@ianlockwood.net

Description: Ian Lockwood provides SEO and pay per click services, conversion optimisation, web analytics, email marketing and social media consultancy.

Areas served: England, United Kingdom;

Google Places

▼ Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please make sure that they comply with our [photo submission guidelines](#).

Add a photo from your computer

Browse...

Add Photo

Click "Browse..." to choose a file from your computer.

Add a photo from the web

You have uploaded **0** of up to **10** images for this listing.

▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Add Video

Example: <http://youtube.com/watch?v=dFtxv1JdXI>

You have uploaded **0** of up to **5** images for this listing.

▼ Additional Details

Please enter any other details that you want customers to know about your business, for example:

Parking available : Yes.

Brands carried : Sony, Panasonic and Toshiba.

 :

[Add another](#)

Submit

Ian Lockwood Digital Consultancy

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Nottinghamshire
NG1 2AG
United Kingdom

0845 224 8154

<http://ianlockwood.net>



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[Fix incorrect marker location](#)

Email address: ian@ianlockwood.net

Description: Ian Lockwood provides SEO and pay per click services, conversion optimisation, web analytics, email marketing and social media consultancy.

Areas served: England, United Kingdom;

Payment types: Cheque, Invoice, Cash, Paypal

Hours:
Monday: 9:00 am - 5:00 pm
Tuesday: 9:00 am - 5:00 pm
Wednesday: 9:00 am - 5:00 pm
Thursday: 9:00 am - 5:00 pm
Friday: 9:00 am - 5:00 pm
Saturday: Closed
Sunday: Closed

Categories: Internet Marketing Service Marketing Agency

Other:




Google Places



ian@ianlockwood.net | [Google Account](#) | [Help](#) | [Sign out](#) | English (United Kingdom) ▾

How would you like to validate your listing?

For your protection, we need to verify the information you have just given us. This can be done in one of 3 ways:

-  **By phone**
We will call you at this phone number 0845 224 8154
-  **By SMS**
We will send you an SMS at the following:
Mobile number: ▾
Operator: ▾
-  **By postcard (2-3 weeks)**
We will send you a postcard in the post to this address

Ian Lockwood Digital Consultancy
20 Upper Parliament Street
Nottingham
Nottinghamshire
NG1 2AG
United Kingdom

If necessary, you may specify another recipient or enter a mailstop/postbox number below. *This information will not appear on Google Maps.*

Contact name:

By clicking 'Finish', you are authorising Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via normal post or telephone before the listing is activated. See next page for instructions.

Finish

Ian Lockwood Digital Consultancy

20 Upper Parliament Street
Nottingham
Nottinghamshire
NG1 2AG
United Kingdom

0845 224 8154
<http://ianlockwood.net>



Email address: ian@ianlockwood.net

Description: Ian Lockwood provides SEO and pay per click services, conversion optimisation, web analytics, email marketing and social media consultancy.

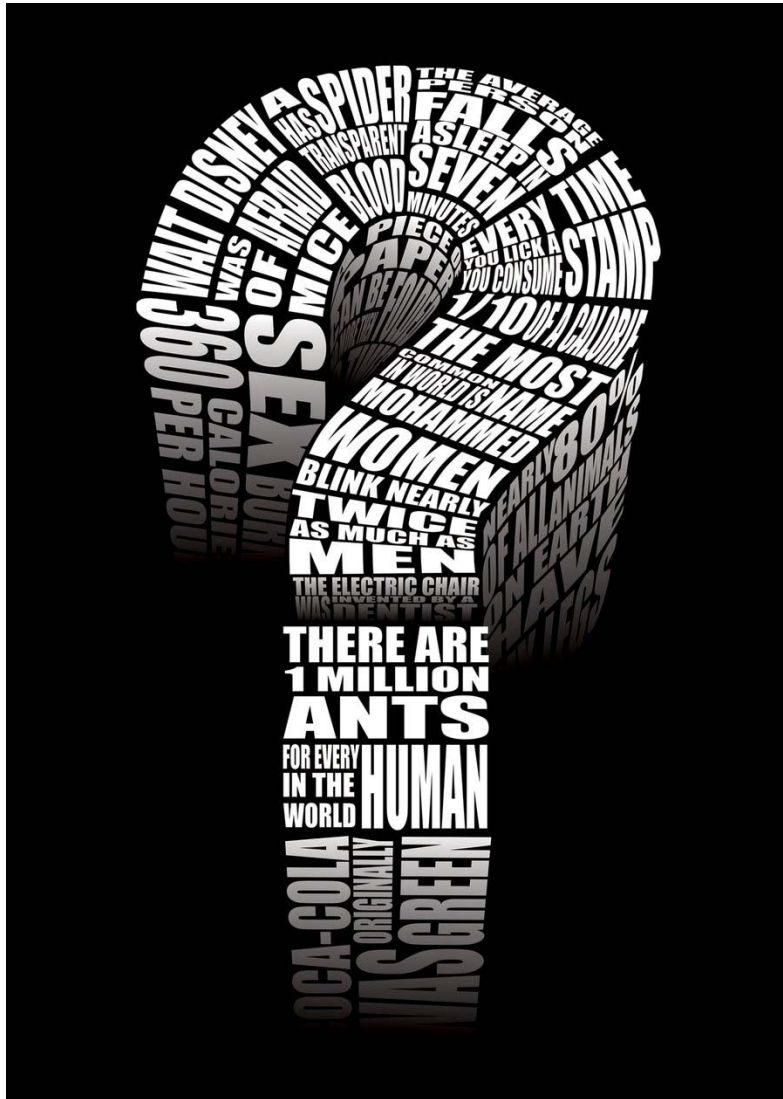
Payment types: Cheque, Invoice, Cash, Paypal

Hours:
Monday: 9:00 am - 5:00 pm
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Thursday: 9:00 am - 5:00 pm
Friday: 9:00 am - 5:00 pm
Saturday: Closed
Sunday: Closed

Tips For Local Optimisation

- No spam!
- As much info as possible, including images & videos
- SEO'd website
- Specific categories
- Entries in other local directories
- Reviews

Questions?



- www.boom-online.co.uk
- 0845 474 0974
- Twitter: @boomweb

search engine optimisation
conversion rate optimisation
social media marketing
pay per click management
email marketing
web analytics