

Website Planning and Online Marketing

Cherie Carroll
eMedia Master, LLC

Domain Names

- Ksrc.com (initials of Kentucky Society for Respiratory Care)
- MiracleFarmLLC.com (Name of business)
- KyRealEstate.com / KyBookStore.com (combination to generic keywords)

One Page Website

Danny Preston Hardwood Flooring
Phone: 606-365-9146 / Cell: 859-583-0437

Danny Preston has more than 40 years experience with hardwood floors. He does all the work himself and takes pride in every project he does. With Danny Preston satisfaction is guaranteed!

Services include hardwood floor installation, finishing, and refinishing. Danny Preston will work with any kind of floors, custom colors and projects accepted. He has restoration experience. Need someone to take care of insurance work, water damage or floor sanding for floors that have already been laid? Danny Preston will provide quality service at reasonable prices.

Service area is Central Kentucky including Stamford, Lexington, Richmond, Liberty, Berea, Danville, Nicholasville, and Somerset.

Call or email for your free estimate today!
Your Name: _____
Your Email: _____
Your Phone: _____
Message: _____
Send Email Clear Form

Website Speed is Important

Using site speed in web search ranking

You may have heard that here at Google we obsessed with speed. In [our patents](#) and [at the early](#) as part of that effort, today we're including a new signal in our search ranking algorithms: site speed. Site speed reflects how quickly a website responds to web requests.

Speeding up websites is important — not just to site owners, but to all internet users. Faster sites create happy users and more sales in our e-commerce stores. Plus, when a site responds faster, visitors spend less time there. Our search algorithms also improve your experience.

Recent data shows that improving site speed also [reduces carting costs](#). Like us, our users place a lot of value on speed — that's why we're devoted to take site speed into account in our search rankings. We use a variety of sources to determine the speed of a site relative to other sites.

If you are a site owner, webmaster or a web author, here are some free tools that you can use to estimate the speed of your site:

- [PageSpeed](#): an open source PageSpeed tool that analyzes the performance of web pages and gives suggestions for improvement.
- [GTmetrix](#): an free tool from Yahoo! that suggests ways to improve website speed.
- [Pingdom](#): offers a real-time view of your page's load performance plus an [HTML validation tool](#).

► [Webmaster Central](#): Site Speed performance across the speed of your website as measured by users around the world as in the chart below. We've also blogged about [Webmaster Central](#).

One Page Website

Complete UtiliCon Solutions

With over twenty years experience exceeding customers' expectations, UtiliCon provides complete solutions for tomorrow's communication projects. Our ability to adopt and utilize new technology and equipment allows us to provide our customers unsurpassed and efficient service.

Whether you need one crew for one day or a synchronized effort requiring many crews, you can rest assured that UtiliCon remains committed to providing the same unsurpassed service for projects both large and small.

UtiliCon
4585 US Hwy 27 N Phone: 859-792-1614
PO Box 587 Fax: 859-792-8194
Lancaster KY 40444 Toll Free: 866-640-2789

Horizontal Navigation

JMT Coffee & Espresso Repair
aka EspressoMedic - Serving KY, TN, IN
859-433-1567

Home Repair Consulting Astoria Franke La Marzocco La Pavoni Rancilio Testimonials Contact

Coffee & Espresso Repair in Kentucky
Our certified Technicians are available via phone 24 hours a day to service your grinder and espresso machines including Franke, La Marzocco, Rancilio, Astoria, Nuova Simonelli, La Paema, Sorrento, La San Marco, Brno, Astra, La Pavoni, and many more brands. We are also certified to repair Falco, Burn, and Curtis coffee brewers and grinders. If it brews either Espresso or Coffee we can fix, rebuild, sell and/or install it.

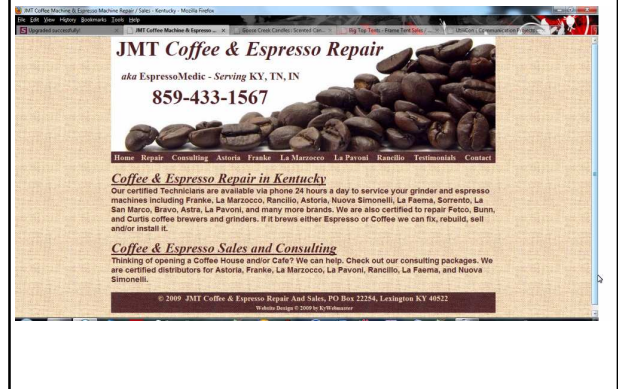
Coffee & Espresso Sales and Consulting
Thinking of opening a Coffee House and/or Café? We can help. Check out our consulting packages. We are certified distributors for Astoria, Franke, La Marzocco, La Pavoni, Rancilio, La Paema, and Nuova Simonelli.

© 2009 JMT Coffee & Espresso Repair And Sales, PO Box 22254, Lexington KY 40522
Website Design & Support by WebMaster

Vertical Navigation



Design / Header / Navigation



Navigation with Hover Changes



Design / Header / Navigation (2)



No Scrolling Preferred



Design / Header / Navigation (3)



Bad Metatags

chill
GELATO ICE CREAM FROZEN YOGURT & SOY

`<title>Chill</title>`
`<meta name="description" content="CHILL - TREAT YOURSELF!!! Quality Frozen Yogurt, Frozen Vanilla Soy, Gelato, Ice Cream, Coffee, Cappuccino, Latte's & Mocha's at low affordable prices. See us at 1250 Apache Blvd (at the Dorsey Ln. Light Rail stop), Tempe, AZ 85281. Phone us at 480-966-0043."/>`
`<meta name="keywords" content="ice cream, soy, vegan, gelato, ice, cream, baseball, coupons, quality, chill, chill berry, GELATI, parfait, Italian Ice, NEW JERSEY STYLE GELATI, COMFORT FOOD, LIGHT RAIL, NEWMAN CENTER, LITTLE LEAGUE, BASEBALL, PARTY, EVENTS, CHILL, CHILLBERRY, CHILL-BERI, FROZEN, FROZEN YOGURT, GELATO, ICE CREAM, TEMPE, ARIZONA, SOY, VEGAN, SOFT SERVE, RESTAURANT, ENTERTAINMENT, FUN, FAMILY, KIDS, ASU, PITA JUNGLE, APACHE BLVD, DORSEY LN, EDDIE'S PIZZA, TASTY KABOB, FILIBURTOS, CLASSIC EDGE, COFFEE, LATTE, MOCHA, CAPPUCCINO, REEFER, LITTLE LEAGUE, AFFORDABLE, QUALITY, RELAXING, TREAT YOURSELF, BERRY"`

Home Page Content

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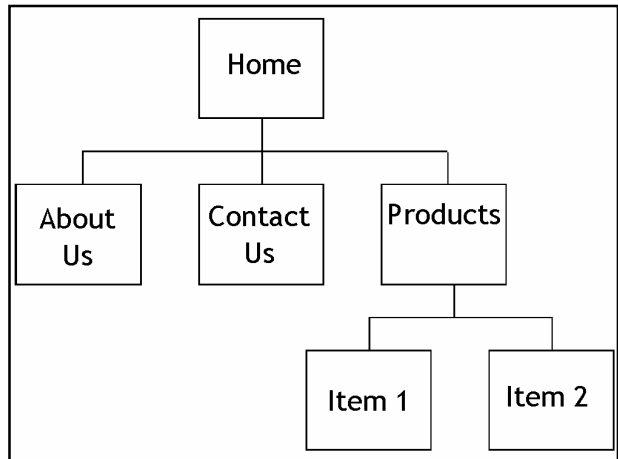
Call or email for your free estimate today!
 Your Name: _____
 Your Email: _____
 Your Phone: _____
 Message: _____
 Send Email Clear Form

Good Metatags

Goose Creek
Where Tradition Runs Deep

Whether you have a bar for the primitive or the contemporary, look no further than Goose Creek Candles for all your gifts. Choose from our scented candles, hand-poured candles, pillars, tapers, and much more.

`<title>Goose Creek Candles : Scented Candles and Gifts</title>`
`<meta name="keywords" content="Goose Creek Candles, scented candle, candles, candle, votive, folk art candle jars, pillar candles, wholesale candles, hand poured candles">`
`<meta name="description" content="Goose Creek Candles offers scented candles to retail and wholesale customers.">`
`<meta name="category" content="wholesale candles / retail candles">`



Home Page Content

JMT Coffee & Espresso Repair
aka EspressoMedic - Serving KY, TN, IN
859-433-1567

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Our certified Technicians are available via phone 24 hours a day to service your grinder and espresso machines including Franks, La Marzocco, Rancilio, Astoria, Nuova Simonelli, La Paema, Sorrento, La San Marco, Bravo, Asta, La Pavoni, and many more brands. We are also certified to repair Pelco, Bunn, and Curtis coffee brewers and grinders. If it brews either Espresso or Coffee we can fix, rebuild, sell and/or install it.

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Highlighted Keywords

Ben and Jeannette - Living the American Dream, Achieving Financial Freedom

We want to share with you the ultimate way to **retire at any age**, yes any age. My husband, Ben, is soon going to be 80 and I will be 75. We wish someone had shared this wisdom with us 50 years ago. We wish someone had told us that the world was ours to take a bite out of so we could have retired years ago. That, however, was not the case. Like so many others, we were taught to get a job, be a good employee, work towards getting a merit raise, take a week or two vacation, and plan our retirement. That was the plan. Everyone was doing it. It was the American way.

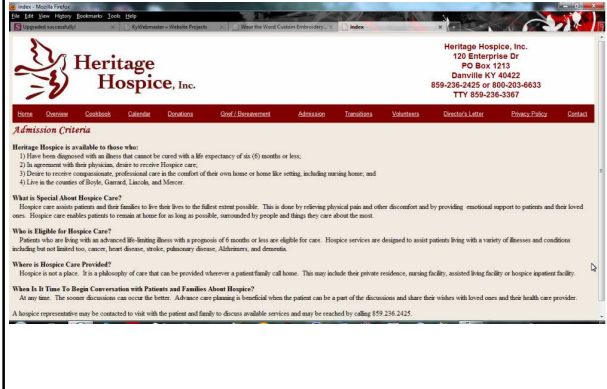
Ben followed that plan. He had a job in retail for 33 years and looked forward to retiring but that didn't happen. After all those years the company went belly up; Ben and 4000 others had no job and no pension. Ben's wife at the time had cancer and now they had no health insurance.

I know so many who have been in the same situation and that's why it is so important, as we go forward in life, that we take steps to prevent this from ever happening to you or your family. We must work towards having **multiple streams of income**. We will come to that later. Right now it's important for you to look at your situation; could Ben's story be yours? Well if you're working for someone, what ever age you are, there are no guarantees that your tommorows are safe no matter how small or large the company is.

What if you got notice that this was your last week on the job; what would you do? Well, like Ben, you would go out and look for another job. In his case he was 57 at the time, not marketable, and had to take any job that was available resulting in a 60% cut in pay. Yes, he had some savings, but with a sick wife and no insurance, I do not have to explain what a tragic time that was.

We all must stop for a minute and think, this could happen to me, just like it did with Ben. What kind of position would I be in? Would I be able to make my

One Idea Per Paragraph



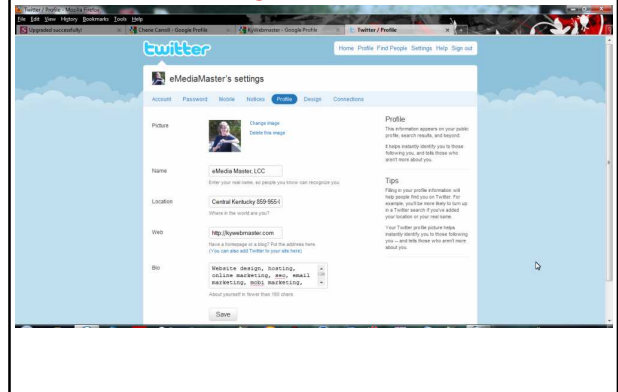
Blog with Posts



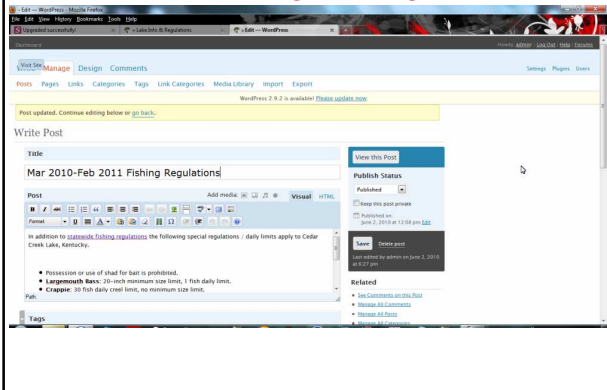
Image Original 22.5kb / New 5.6kb



Creating Twitter Profile



Posting to Blog



Twitter Posts (Tweets)



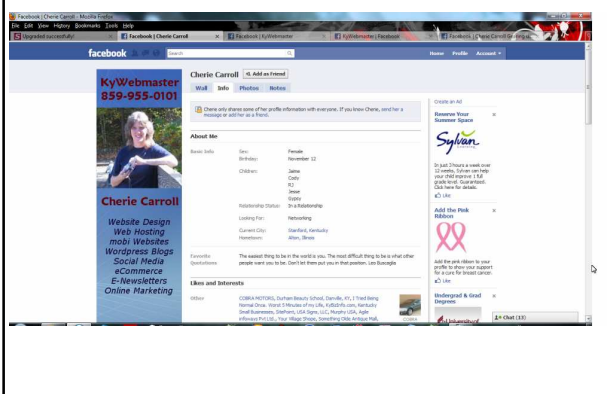
Facebook Personal Profile / Wall



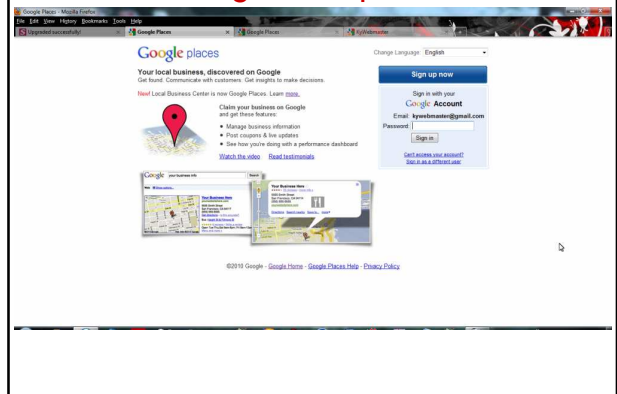
Facebook Page / Info



Facebook Personal Profile / Info



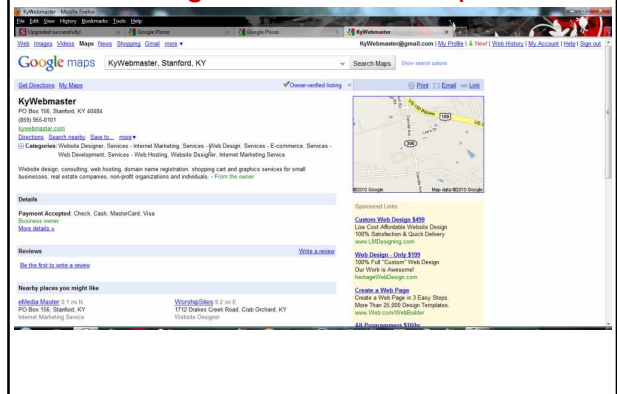
Google.com/places



Facebook Page for Business



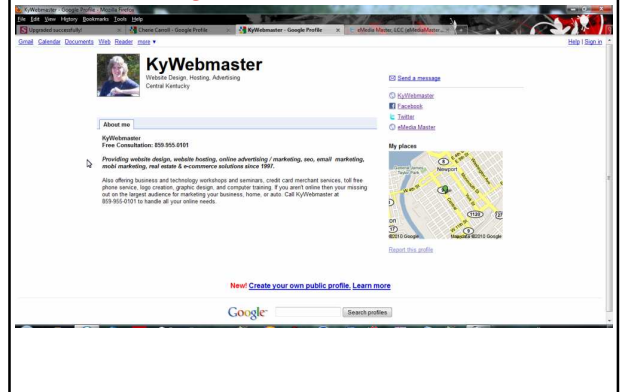
Google Places / Example



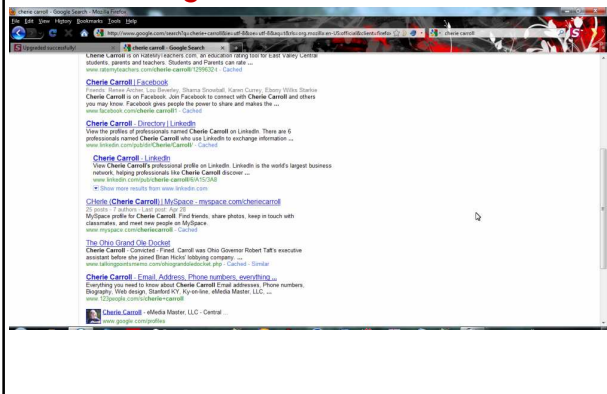
Google Places / Coupons



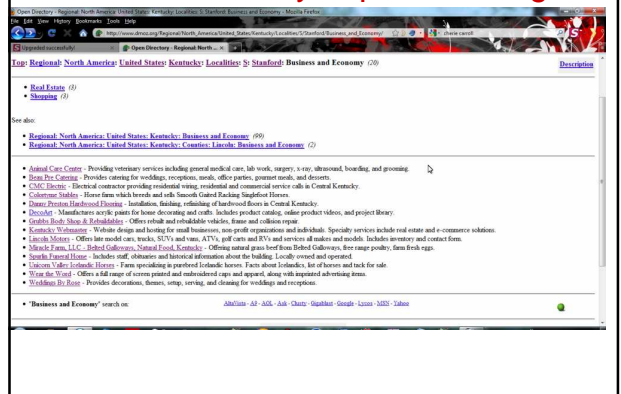
Google Profile / Business



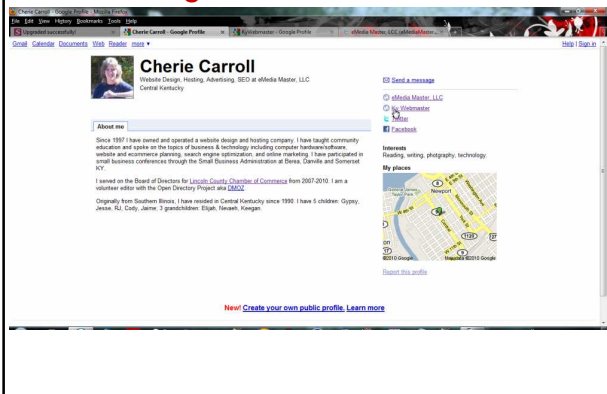
Google Profile on Search



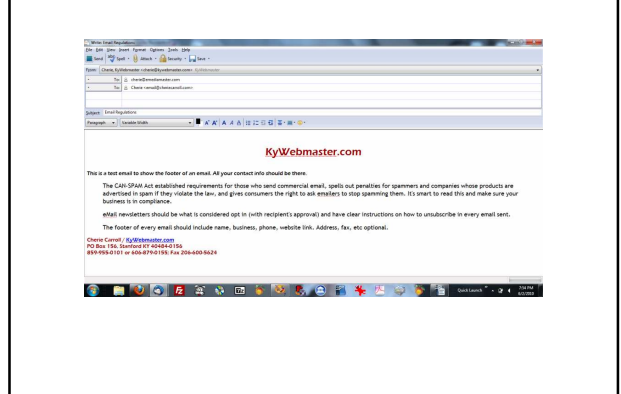
Dmoz Directory http://dmoz.org



Google Profile / Personal



Email Footer



January 2008

73% of consumers used search engines to find local products / services

Domain Name Exposure

- Business Cards
- Newspaper Ads
- Magnetic Signs for Vehicles
- Letterheads / Envelopes
- Message Board Signatures

March 2010

97% now use online media to research products/services in their local area

Inbound Links

- Number of Inbound Links is NOT as important as the Quality of Inbound Links!
- Local Chamber of Commerce
- Industry Organizations and Associations
- Local Newspaper Directory

Online Activities

- 90% use search engines
- 58% use online coupons
- 19% make appointments





Portable Applications

<http://portableapps.com>

Pdf Creator

<http://sourceforge.net/projects/pdfcreator>

Copernic Agent

<http://copernic.com>

Trillian Instant Messenger

<http://www.Cerulean Studios.com>

AVG Antivirus

<http://free.avg.com>

Alternative Browsers

<http://GetFirefox.com>
<http://addons.mozilla.org/extensions/?application=firefox>

<http://opera.com>

<http://google.com/chrome>

Peachtree Accounting

<http://peachtree.com/productServices/tryPeachtree>

Thunderbird

<http://GetThunderbird.com>

Open Office

<http://openoffice.org>
<http://templates.services.openoffice.org>