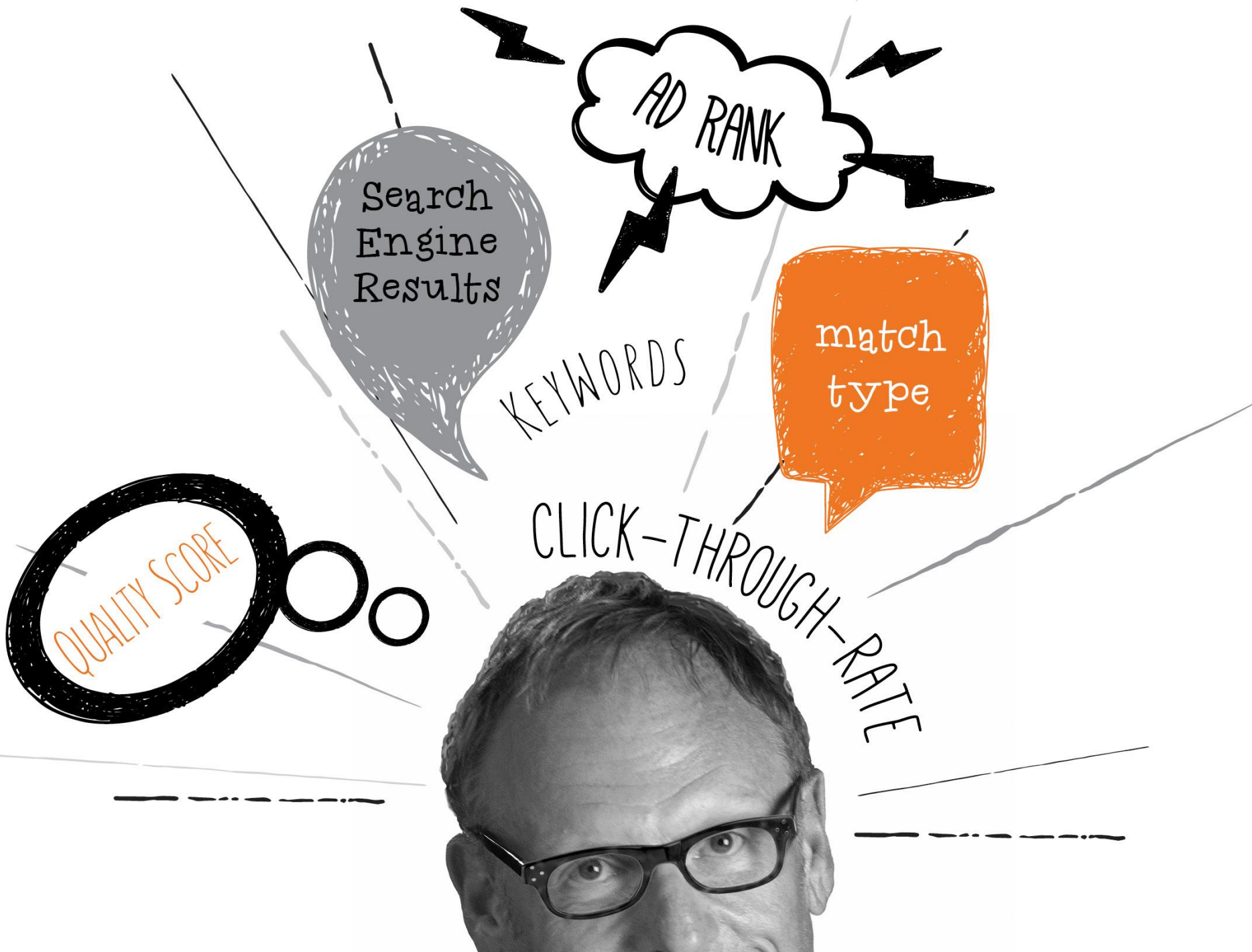


SEO &M

SEARCH ENGINE
OPTIMIZATION
AND MARKETING

2017 Kansas Tourism Conference



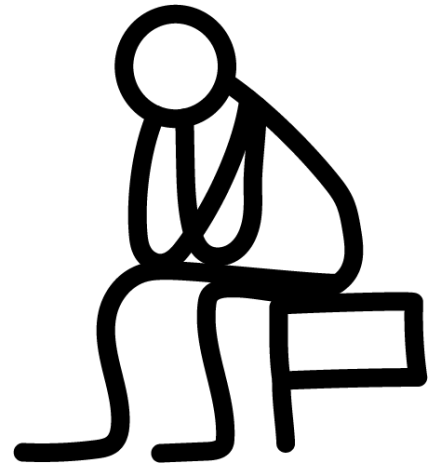
THE SEARCH FOR

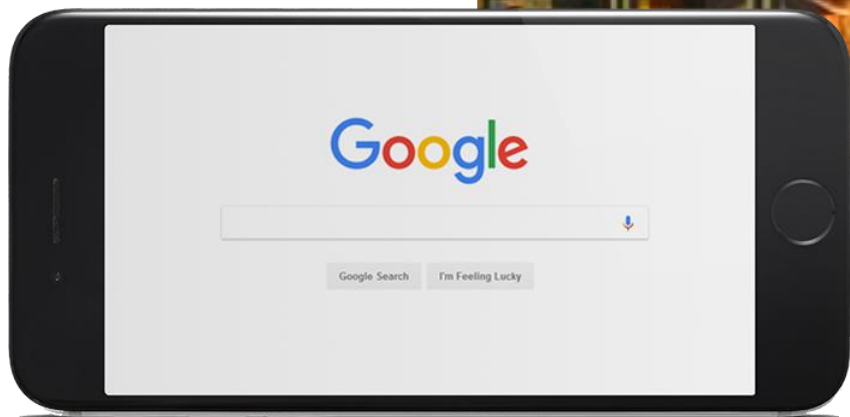


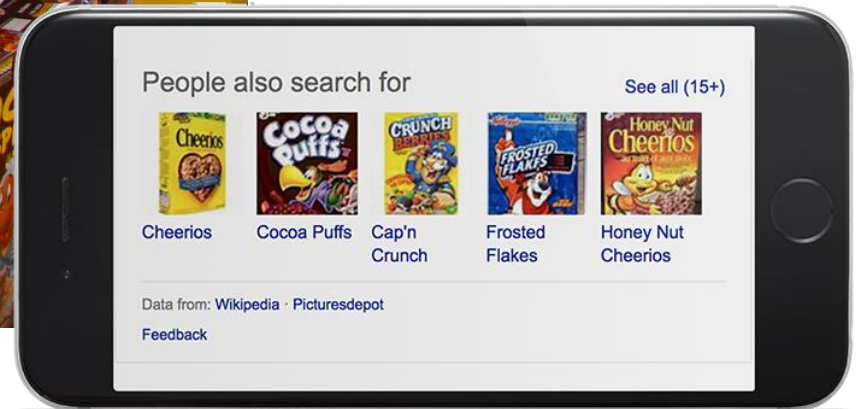
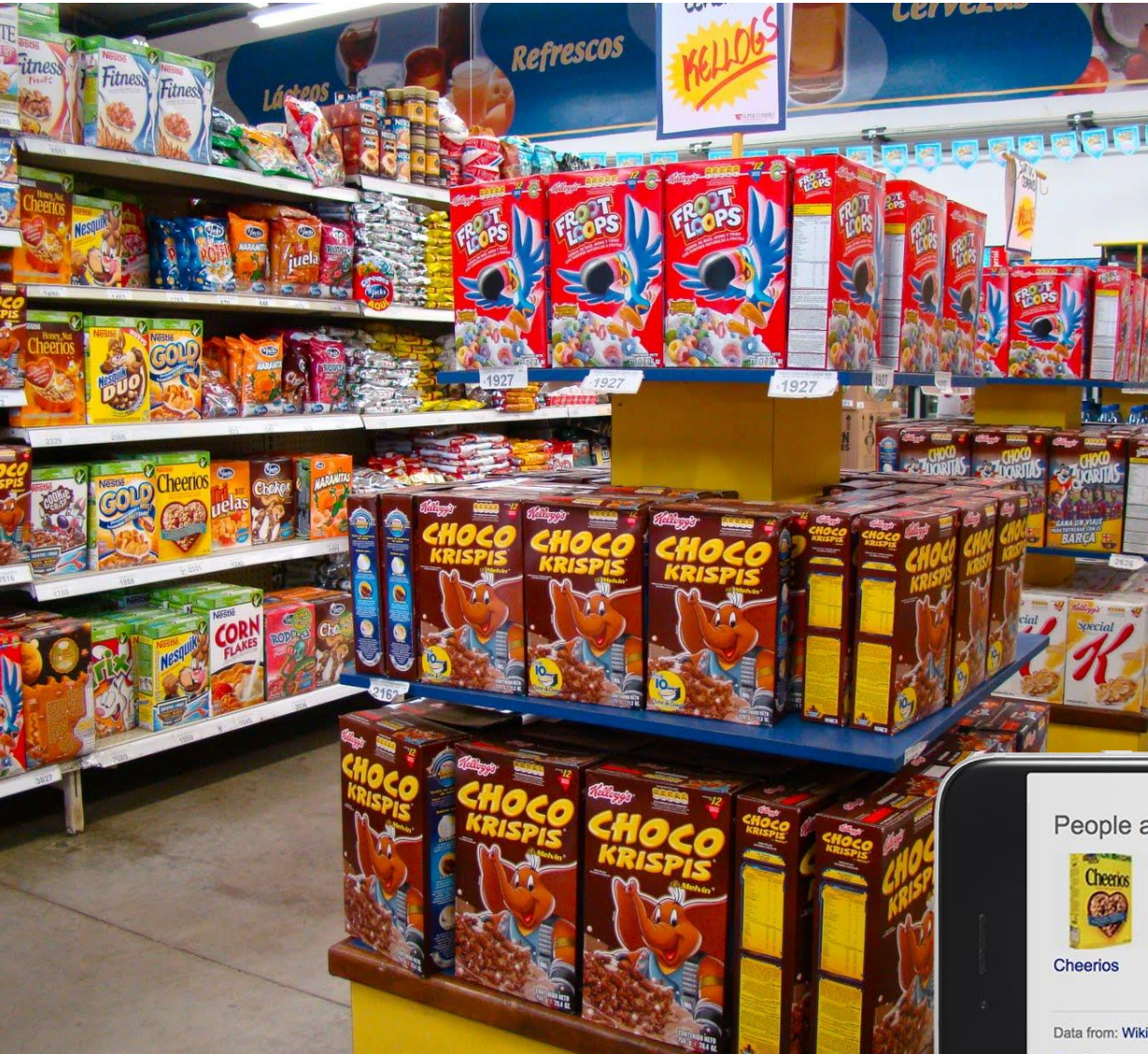








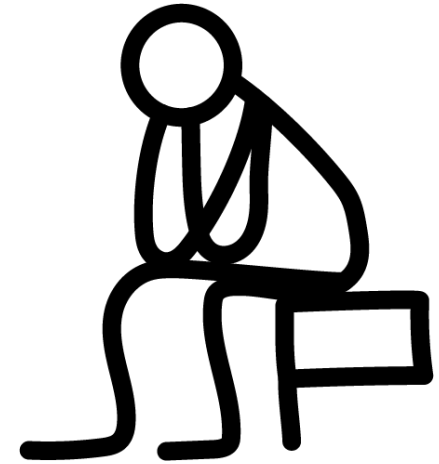
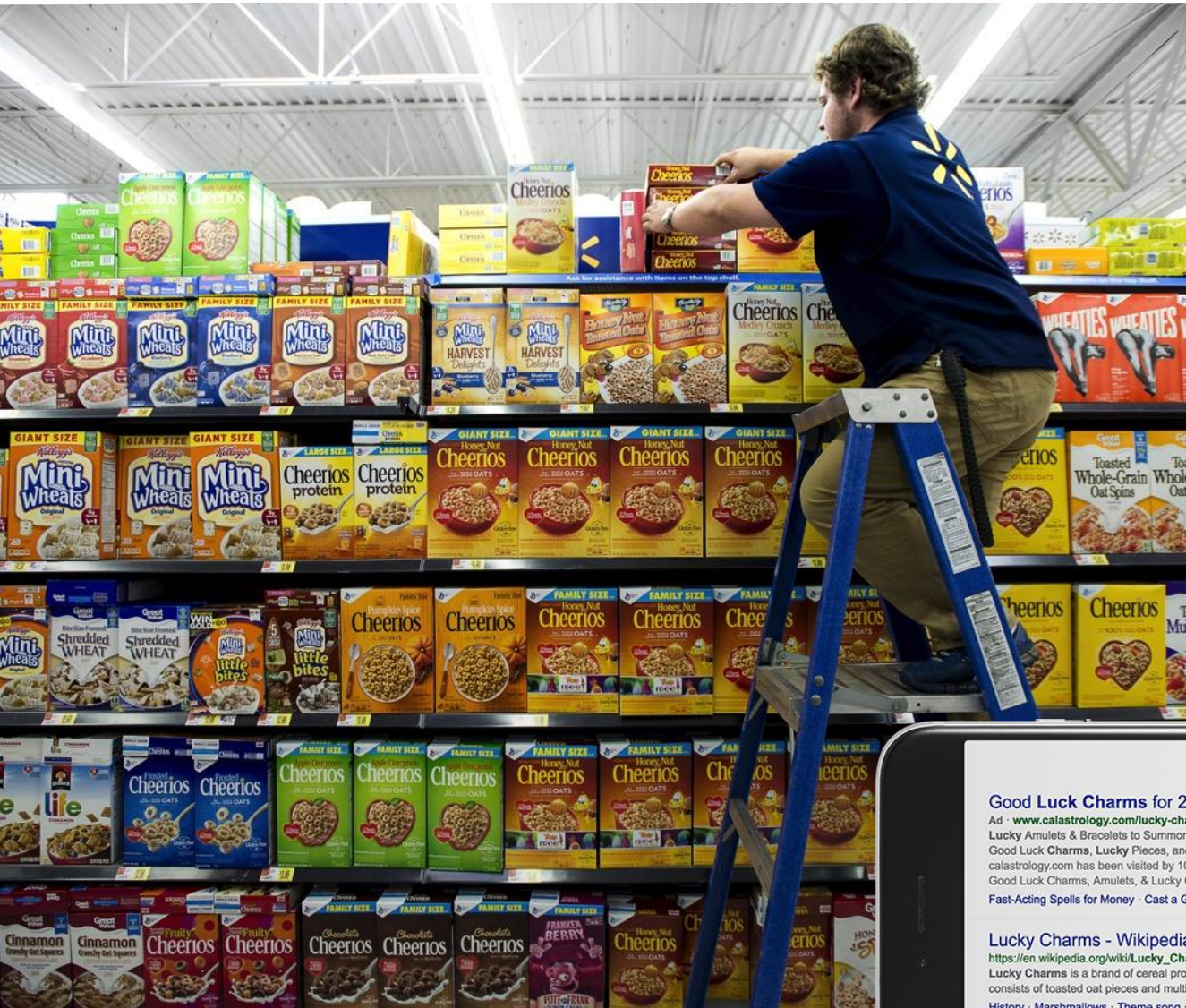






Searches related to lucky charms

- lucky charms **games**
- lucky charms **meaning**
- lucky charms **nutrition**
- lucky charms **price**
- lucky charms **logo**
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- list of** lucky charms



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Lucky Charms is a brand of cereal produced by the General Mills food company since 1964. The cereal consists of toasted oat pieces and multi-colored marshmallow ...

History · Marshmallows · Theme song · Taglines · Ingredients

About 5,490,000 results (1.42 seconds)


Lucky Charms

www.luckycharms.com/ ▾

DESCUBRE TU POTENCIAL. Conoce cómo otros ya lo han hecho.

Lucky Charms Marshmallow ... · Original · Chocolate · We're Gluten Free!

Lucky Charms (@LuckyCharms) · Twitter

<https://twitter.com/LuckyCharms> 

The best way to celebrate #NationalDessertDay! Recipe: bit.ly/2ynNYT1 pic.twitter.com/3Q8ZzH4...
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Lucky Charms - Wikipedia

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Lucky Charms is a brand of cereal produced by the General Mills food company since 1926. The cereal consists of toasted oat pieces and multi-colored ...
History · Marshmallows · Taglines · Ingredients

General Mills: Lucky Charms

<https://www.generalmills.com/en/Brands/Cereals/lucky-charms> ▾

For five decades and counting Lucky Charms cereal has featured frosted oats and colored marshmallows. Made with whole grain, Lucky Charms is fortified with 12 vitamins and minerals, and is a good source of calcium. ... It was the 1960s when the Lucky Charms Leprechaun began urging moms ...

Lucky Charms Marshmallow Only Sweepstakes

<https://www.marshmallowonly.com/> ▾

10000 lucky winners will receive a box of Lucky Charms marshmallows! I entered - you can too!

People also ask

What does Lucky Charms have in it? ▾

What are the shapes in Lucky Charms? ▾

What are lucky charms made out of? ▾

Do Lucky Charms contain gelatin? ▾

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Lucky Charms



Food

Lucky Charms is a brand of cereal produced by the General Mills food company since 1926. The cereal consists of toasted oat pieces and multi-colored marshmallow shapes. The label features a leprechaun mascot, Lucky, animated in commercials. Wikipedia

Introduced: March 3, 1964

Tagline: "They're magically delicious."

Owner: General Mills

Markets: United States, United Kingdom

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Cheerios



Cap'n
Crunch



Marshmall...

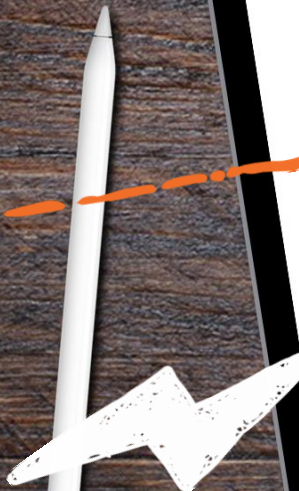
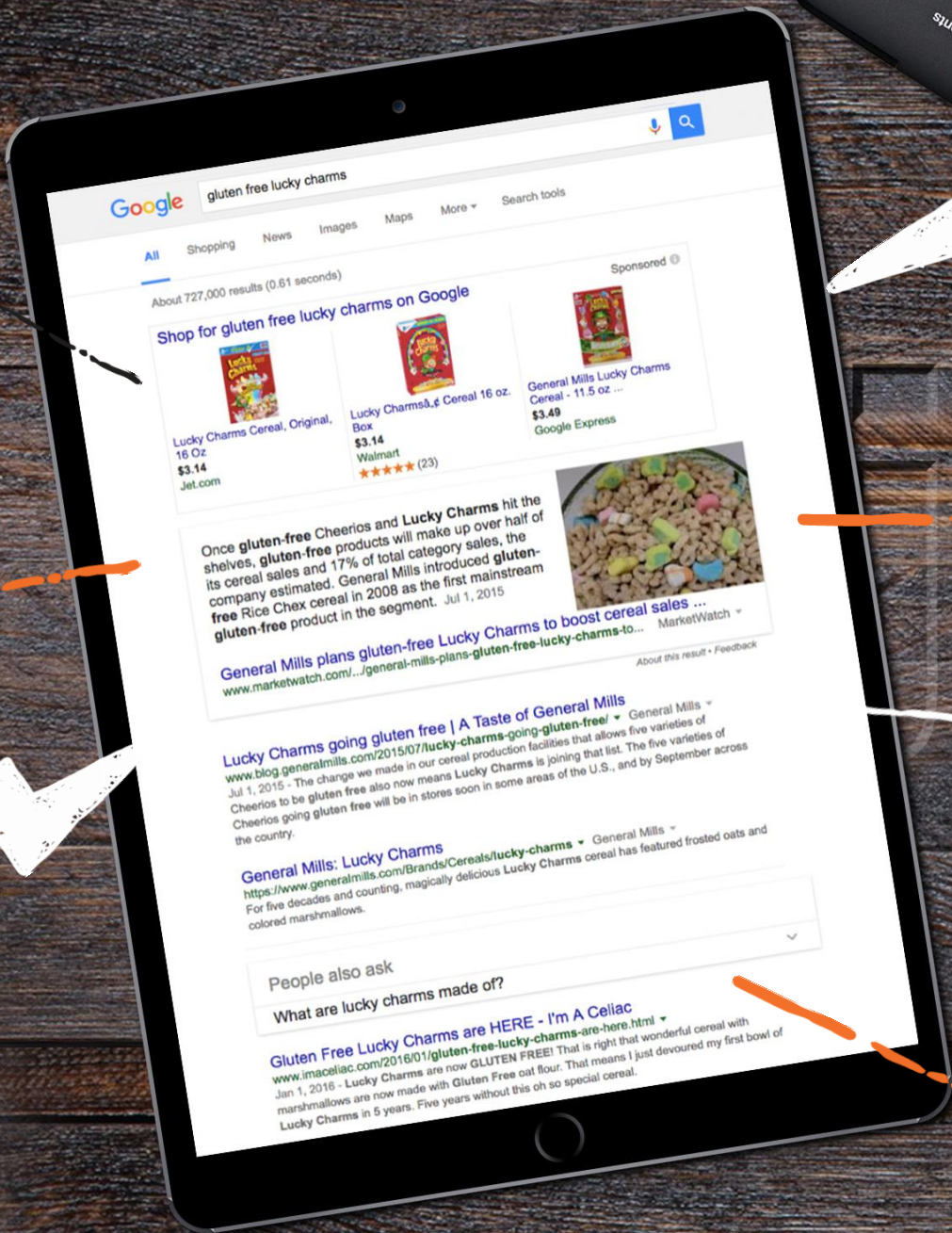


Cookie
Crisp

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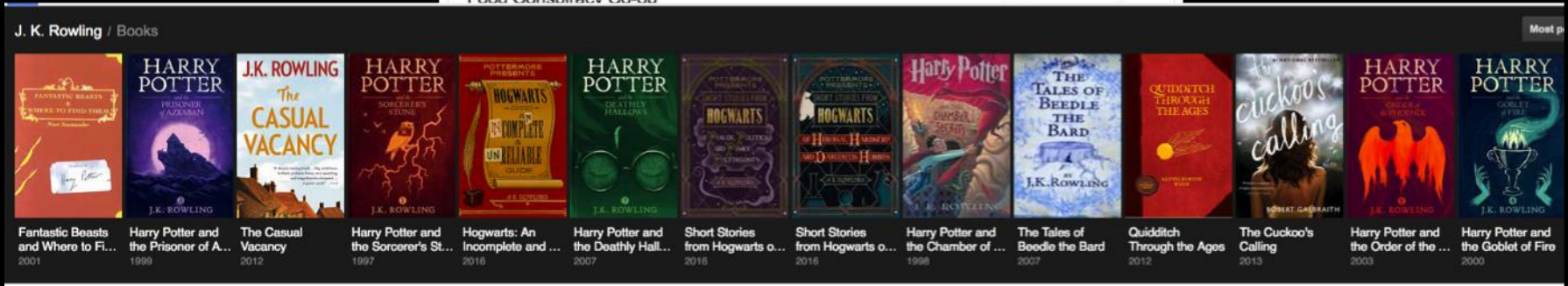
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HEAT
MAP



SEO:

**SEARCH
ENGINE
OPTIMIZ
ATION**



How can the search engines see what's on the site?

Meta Data:

- `<meta>` Description
- `<H1>` Header
- `` Alt Tags

Content:

```
1 <!doctype html>
2 <head>
3   <meta charset="utf-8">
4   <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
5   <title>Can a H1 Tag Improve My SEO? | How H1 Affects SEO</title>
6   <meta name="description" content="Confused about how H1s affect your site's
7     Here's why you need to optimize your header tags." />
8   <meta name="viewport" content="width=device-width">
9   <meta name="viewport" content="width=device-width, initial-scale=1"|
10 </head>
11 <body>
12 <h1 id="page-title">Can a H1 Tag Improve My Website's SEO?</h1>
13
14 <p>SEO trends may come and go, but for many years, it's been said that something
15 as a H1 tag can improve a website's SEO. Is this a myth, or is there some truth
16 claim that H1 tags help SEO?</p>
17 <aside class="right span 2"></aside>
19 <p>On this page, we'll discuss how you can use H1 and header tags on your site to
20 your search engine rankings, as well as better satisfy visitors to your website.
21 also talk about how you can check your site for existing H1 tags, how other head
22 may help with SEO, and offer a few other tips for SEO that may help those of you
23 the practice of <a href="/SEO-Pricing.html">search engine optimization</a>.</p>
24 <p>We'll start by introducing header tags, and explain how H1 tags work from a s
25 engine standpoint.</p>
26
27 <h2>What Are Header or Heading Tags?</h2>
28 <p>Before webpages existed, printed materials like books, newspapers, and magaz
29 utilized header text to either break up or introduce longer blocks of writing. T
30 was typically larger, in a different font, or otherwise emphasized to differenti
31 from the rest of the copy. For example, a headline in a newspaper would be consi
32 piece of header text </p>
```



More About Content



Quality



Readable



Engaging



Useful



Relevant



Themed



Natural

SEO:

What will the search engine display when the searcher finds you?

1. Content
2. Metadata: Description
3. Google My Business Listing
4. Schema.org:

Mark up your content in a standardized way to give the search engines more information.



SEM:

**SEARCH
ENGINE
Marketin
g**

KEYWORDS

Quality
Score

Match

BI

CLICK
THRO
RATE

Types: Exact Phrase Broad Negative

Title

Display URL

Lawrence KS Visitor Info - unmistakablylawrence.com

Ad www.unmistakablylawrence.com/VisitGuide

Plan a Kansas Vacation with Your Complimentary Lawrence Guide!

Discover Fun Events

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Find Great Restaurants

Visit Lawrence

Description

Sitelink
Extension

P

TEXT AD
STRUCTURE

R E L E V A N C E

KEYWORD AD LANDING
PAGE



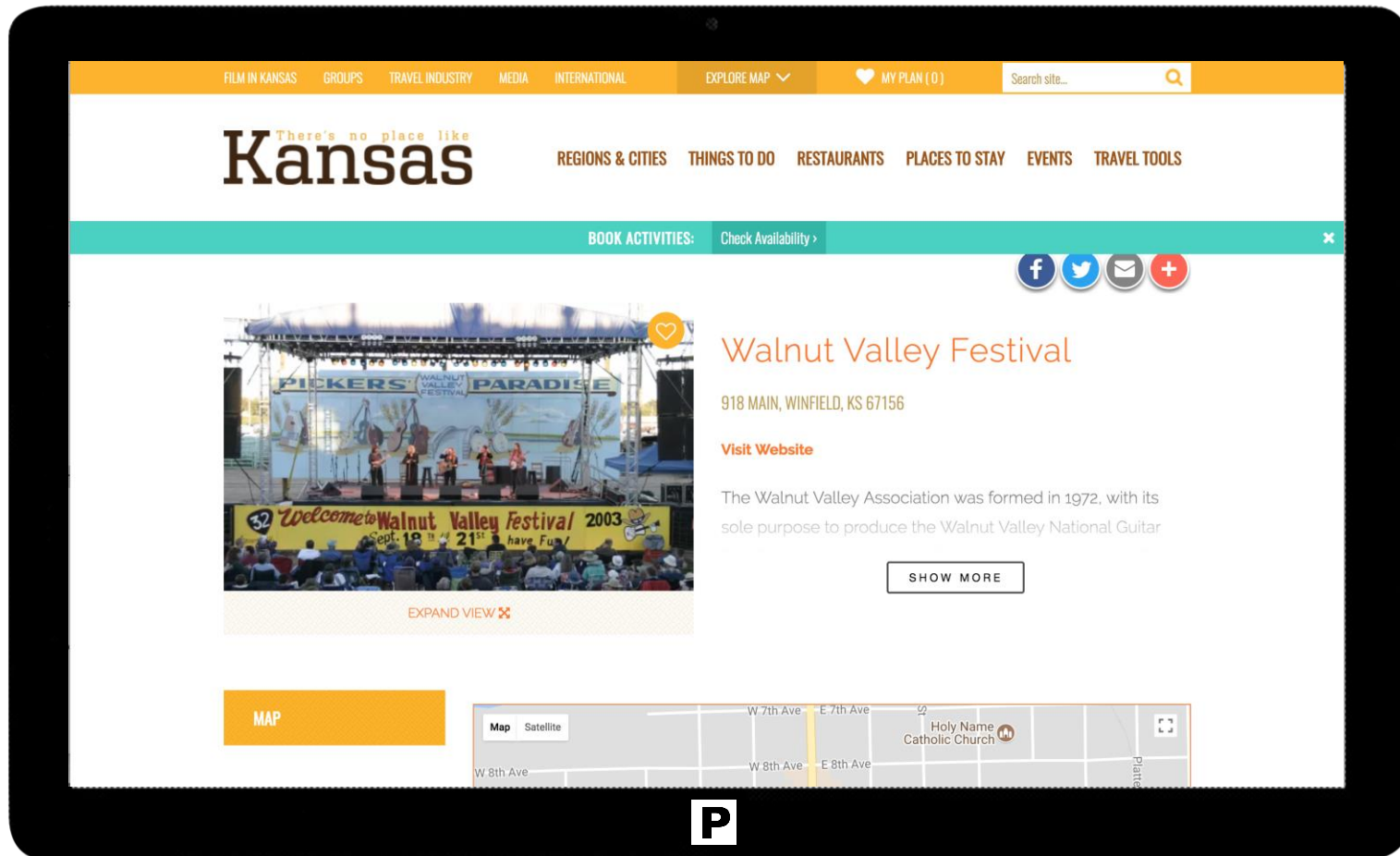
PAID SEARCH
IN THE
MARKETING
HOURGLASS



Recommended

Best
practice

TravelKs.com Listings



The logo for TravelKS.com Listings is displayed in white text on a black, textured rectangular background. The text is arranged in two lines: "TravelKS.com" on the top line and "Listings" on the bottom line. The letters are in a clean, sans-serif font.

TravelKS.com Listings

- Your text and photo are your chance to engage the visitor to TravelKS.com
- Text becomes the description in the search listing
- Think like ad copy: ask a question, call to action, first 200 characters are most important for SEO
- Title your listing and picture with keywords
- Use the keywords field for site search relevance
- Update your listing when things change

TravelKS.com
Listings

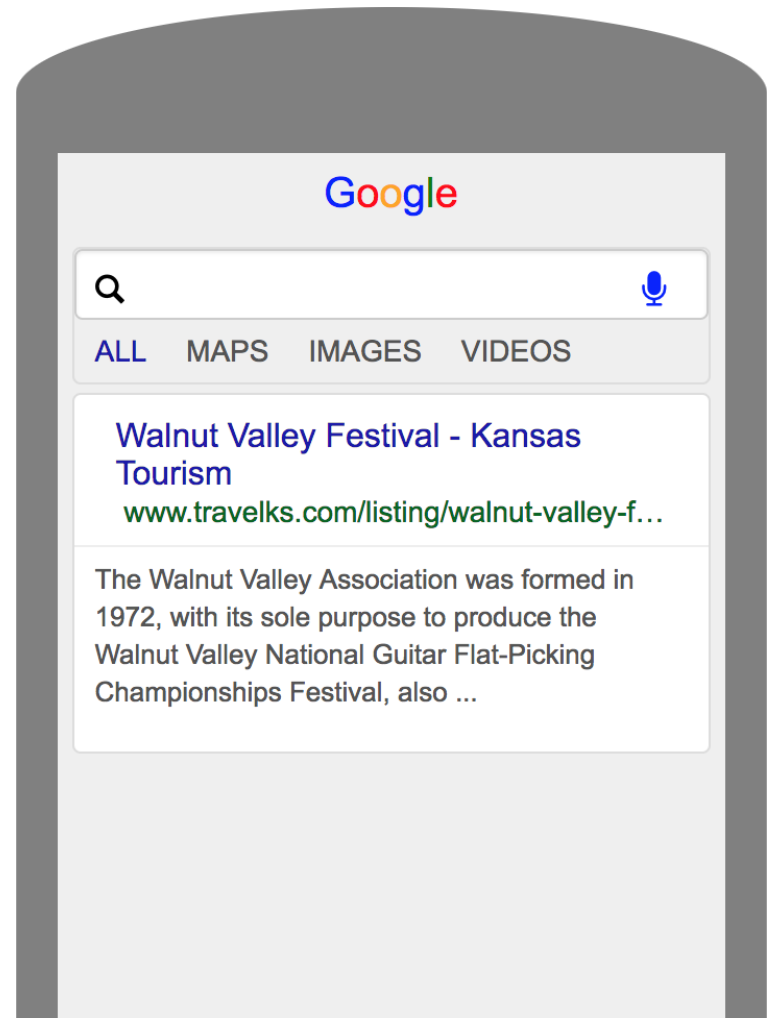
Original Listing:

First 200 Characters:

The Walnut Valley Association was formed in 1972, with its sole purpose to produce the Walnut Valley National Guitar Flat-Picking Championships Festival, also known as the Flat-Picking Championships...

Image File Name:

IMG_19760_b3763116-5056-a36a-0be5acf1adb31950.jpeg



TravelKS.com
Listings

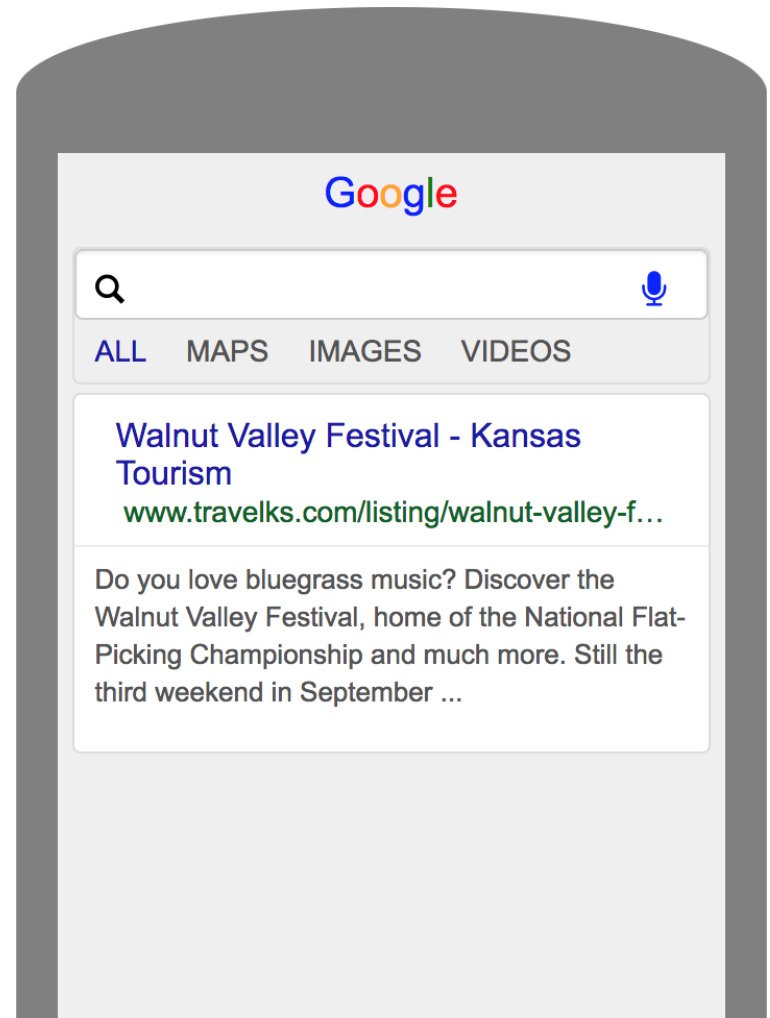
Optimized Listing:

First 200 Characters:

Do you love bluegrass music?
Discover the Walnut Valley
Festival, home of the National
Flat-Picking Championship and
much more. Still the third weekend
in September in Winfield, Kansas,
at the...

Image File Name:

Walnut_Valley_Festival_Flatpicking
_Championships_Kansas.jpeg



TravelKs.com Listings

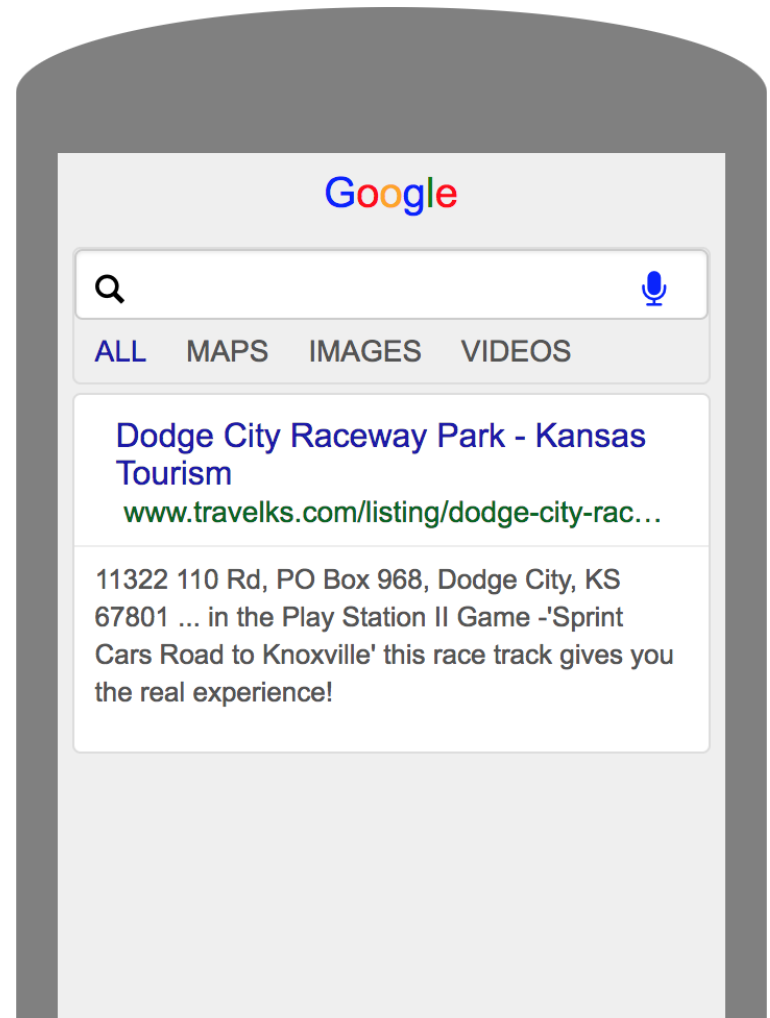
Original Listing:

First 200 Characters:

One of the premier dirt tracks in the region, this track hosts multiple national events. Featured in the Play Station II Game – 'Sprint Cars Road to Knoxville' this race track gives you the real ...

Image File Name:

DCRPDirt_30feef12-5056a36a-0b1d61cc9934b18.jpeg



TravelKS.com Listings

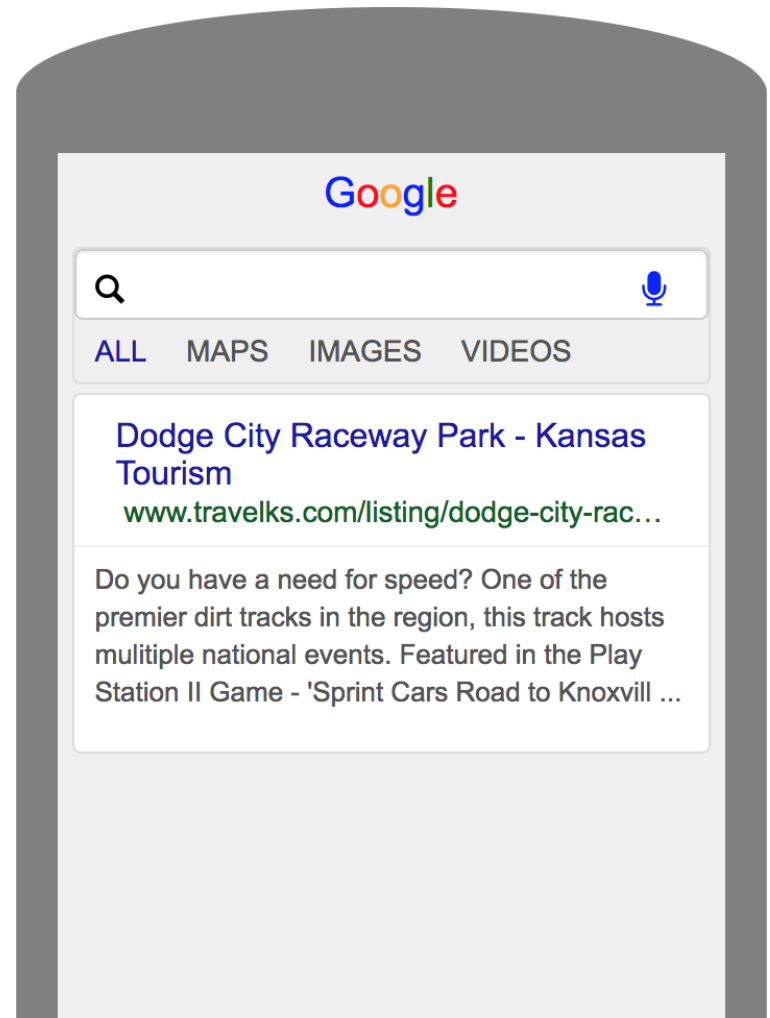
Optimized Listing:

First 200 Characters:

Do you have a need for speed?
One of the premier dirt tracks in
the region, this track hosts multiple
national events. Featured in the
Play Station II Game – 'Sprint Cars
Road to Knoxville' ...

Image File Name:

Dodge_City_Raceway_Park.jpeg





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Thank You