

“Get More Qualified Leads”

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Aristotle**

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www.aristotledesign.com**

Answer these questions?

- Why doesn't Google Leave me any Easter Eggs? (leads)



Answer these questions?

- Can you hook me up before Cinco de Mayo?



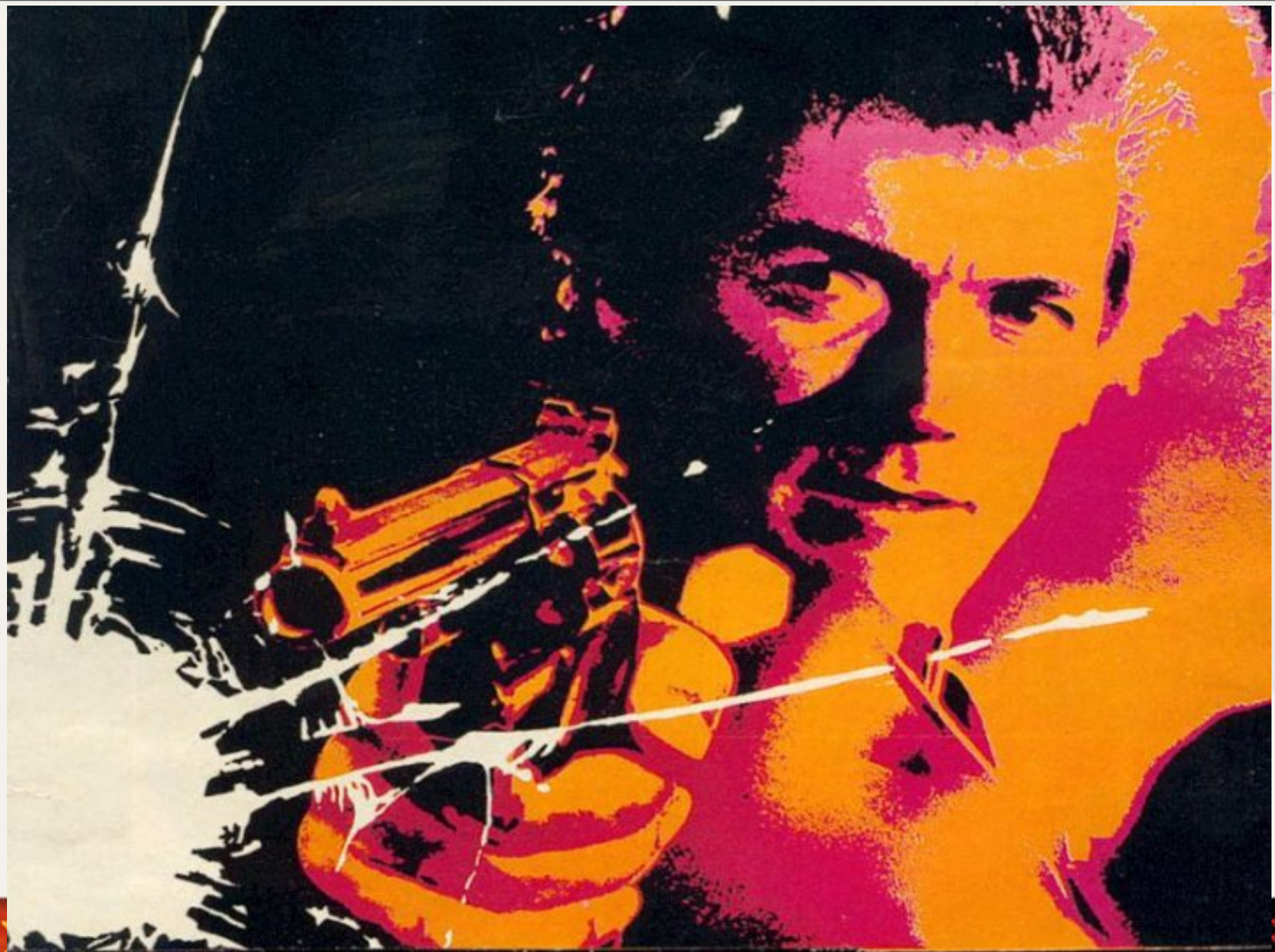
Optimize Your Site

L

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K Be a...

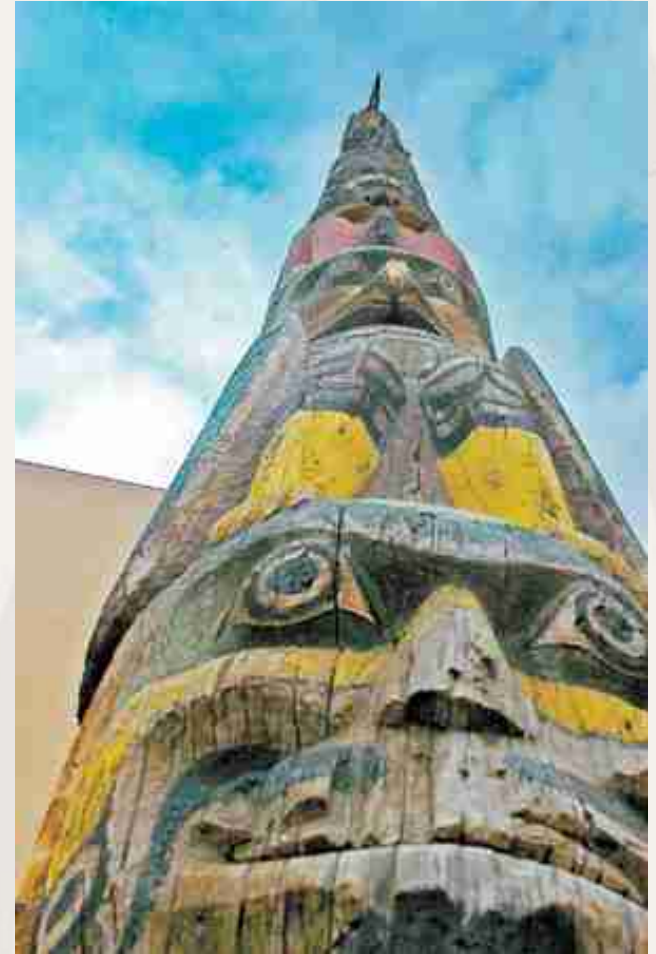


Be a Medicine Woman/Man!



Optimize Your Site

L
I
N
K



Optimize Your Site

- L
- I
- N
- **K = Keywords**

Optimize Your Site

• **K = Keywords**

- Content
- Title Tags – Meta Tags
- Alt Tags
- Graphics vs Text
- Domain

Optimize Your Site

www.digitalpoint.com

How many times is this phrase searched for?

Wordtracker

Check out what else Wordtracker can [do for you.](#)

albuquerque	114.0 /day
weird al albuquerque	14.0 /day
albuquerque new mexico	12.0 /day
albuquerque weird al	12.0 /day
hotels in albuquerque new mexico	8.0 /day
past weather albuquerque	8.0 /day
albuquerque balloon festival	7.0 /day
albuquerque nm	6.0 /day
albuquerque real estate	5.0 /day
weird al albuquerque	5.0 /day
albuquerque auto accident records	4.0 /day
albuquerque dmv	4.0 /day
albuquerque escorts	4.0 /day
albuquerque police report records	4.0 /day
telephone company in albuquerque nm	4.0 /day

Overture

albuquerque	1,462.8 /day
albuquerque real estate	501.0 /day
albuquerque nm real estate	465.1 /day
ford albuquerque	455.1 /day
chevrolet albuquerque	376.9 /day
albuquerque journal	313.9 /day
toyota albuquerque	284.6 /day
albuquerque new mexico	272.7 /day
nissan albuquerque	213.2 /day
albuquerque jeep	160.1 /day
albuquerque gmc	110.4 /day
mitsubishi albuquerque	106.9 /day
restaurant albuquerque	102.6 /day
bmw albuquerque	102.4 /day
dodge albuquerque	93.6 /day
albuquerque vacation	87.6 /day
pontiac albuquerque	80.6 /day
used car albuquerque	74.1 /day
lexus of albuquerque	72.6 /day
albuquerque tribune	71.2 /day
volkswagen albuquerque	64.2 /day
attorney albuquerque	60.7 /day
albuquerque travel	58.9 /day
cadillac albuquerque	58.8 /day
honda albuquerque	58.4 /day
hotel albuquerque nm	58.4 /day
hyundai albuquerque	55.2 /day
bank of albuquerque	53.7 /day
albuquerque infiniti	52.7 /day

Support:
[DPS Forums](#)

[Donate](#)

Search:

[Add this to your site](#)

Optimize Your Site

- L
- I
- **N**
- K

Optimize Your Site

- L
- I
- **N = Navigation**
- k

SITE MAP IS IMPORTANT!

Optimize Your Site

- L
- **I = Index of pages**
- N
- K

Database Issues

- Why don't sites with databases always rank as well as sites with HTML?

VISITORS

EVENTS

GROUPS

AAA/CAA MEMBERS

MEMBERS

PRESS ROOM

Search

Home

Maps

Special Offers

CLICK HERE TO VIEW OUR VIDEO

CLICK HERE TO SEND AN ONLINE POSTCARD

Please click listing for more information

LEGEND: Website Send Message Description Picture Special Offer Map

ALL LISTINGS:

HOTELS/MOTELS	
Acuff Country Inn	Website Map
Airport Inn	Website Map
Alpine Lodge Motel	Website Send Message Description Picture Special Offer Map
America's Best Inn	Website Send Message Description Picture Special Offer Map
America's Best Inn & Suites/W. 21st St.	Website Send Message Description Picture Special Offer Map
America's Best Value Inn/Kimball	Website Send Message Map
America's Best Value Inn/LM	Website Map
Americas Best Value Inn & Suites/Downtown	Website Map
Americas Best Value Inn/East Ridge	Website Send Message Map
Baymont Inn & Suites/Chattanooga	Website Map
Best Value Inn/Sweetwater Hotel and Conference Center	Website Description Picture Special Offer Map
Best Western Inn/Sweetwater	Website Send Message Map
Best Western Royal Inn	Website Send Message Map
Best Western Smoke House	Website Send Message Description Picture Special Offer Map
Best Western/Battlefield Inn	Website Send Message Map
Best Western/Heritage Inn	Website Send Message Description Picture Special Offer Map
Chattanooga Choo Choo/Holiday Inn	Website Send Message Description Picture Special Offer Map
Chattanooga Clarion Hotel	Website Send Message Description Picture Special Offer Map

Optimize Your Site

- L
- **I = Index of Pages**
 - **How deep does Google dig?**
 - **Why or why not?**
- N
- K

Optimize Your Site

- **L = Links**
- I
- N
- K

Optimize Your Site

- **L = Links**

- » External

- » Internal

- » Competitors

- » Frequency of content changes

- I

- N

- K

Optimize Your Site

- **L = Links**

- » External

- » Internal

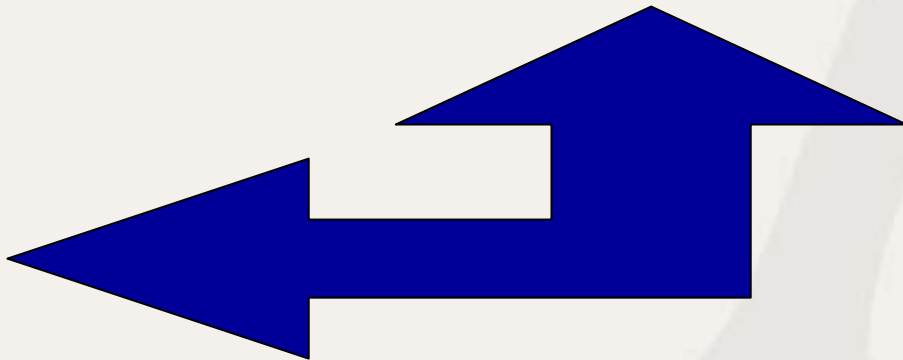
- » Competitors

- » Frequency of content changes

- I

- N

- K



Calls to Action

- What do you really want people to DO on your site?
- Consistency of calls to action on every page

From: Hallmark Flowers [hallmark@update.hallmark.com]
To: jpeper@aristotle.net
Subject: This Week Only Save 20% on Any Bouquet

Sent: Wed 8/2/2006 12:28 AM

Having trouble viewing this special message from Hallmark Flowers? Click [here](#) to view it as a Web page.



Hallmark
FLOWERS & GIFTS

Shop by: [Occasion](#) ▶ [Recipient](#) ▶ [Price](#) ▶ [Product](#) ▶

*Summer. The blooms are bigger.
The savings are too.*

**Take 20% off
any bouquet.**

Use promotion code **SUNNY20** at checkout.*

Sale prices starting at \$19.96.

SHOP NOW ▶

[Satisfaction guaranteed.](#)

Take me to:

[Birthday](#) ▶ [Anniversary](#) ▶

[Get Well](#) ▶ [Same Day Delivery](#) ▶

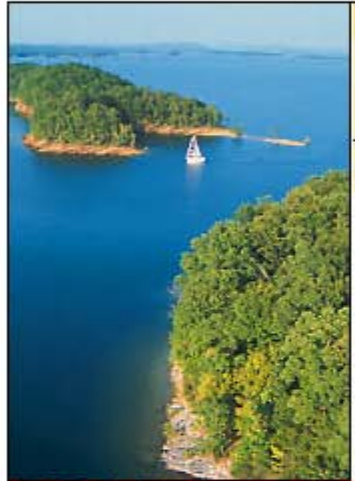
HallmarkFlowers.com • **1-800-HALLMARK**

Pass on the savings! [Forward this e-mail to family and friends.](#)

*Applies to Hallmark Flowers bouquets, plants, and wreaths purchased using promotion code **SUNNY20** on our Web site (<http://www.HallmarkFlowers.com>). Offer valid on flower bouquet orders placed for delivery by 8/6/06. Offer is subject to product availability. Does not apply to products sold at any other Web site operated by Hallmark, its subsidiaries, affiliates, or third-party merchants accessible from Hallmark.com.

From: Hot Springs Newsletter [vacation@hotsprings.org]
To: jpeper@aristotle.net
Cc:
Subject: Harry James Orchestra to Play Dance in Spa City

Sent: Thu 8/3/2006 8:32 AM



CALENDAR

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Thursday - August 3, 2006

HOT SPRINGS, ARKANSAS
SPA CITY NEWS
www.hotsprings.org



Dance With Harry James Orchestra

Transport yourself and your sweetie back to the days of Big Band dominance on Saturday, September 30, when the Harry James Orchestra plays for a big dance from 7 p.m. to 10 p.m. in Horner Hall of the Hot Springs Convention Center.

"Everyone, young and not-so-young, who loves the great music of the 1930s and '40s will have a great time dancing to the tunes made famous by Harry James and his Orchestra," said Tom Daniel, chairman of the Hot Springs Advertising and Promotion Commission.

Tickets will be \$17 each or \$200 for a reserved table of 10, according to Steve Arrison, executive director of the Hot Springs Convention and Visitors Bureau.

The tickets will go on sale August 14 only at the Ticketmaster.com website and also will be available at the Convention Center box office on Laurel Street from 9 a.m. to 5 p.m., beginning September 5. To reserve a table for 10 call Arrison at 501-321-2027.

"We'll have night club seating at tables surrounding the dance floor," Arrison said. "Also, we'll have drinks and food platters available."

Redesign

Perform a Check before you Redesign

www.yourseoplan.com/website-redesign-seo.html

Optimize Your Site

- Site Samples

I LIED ☺

.....New Media & “LINK”.....

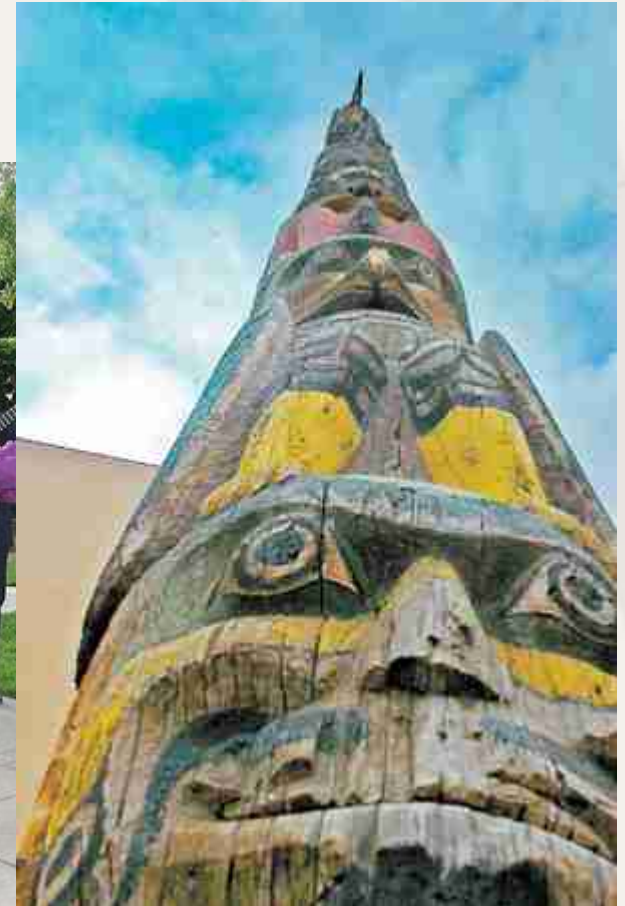
New Media & “LINK”

- RSS
- Blogs
- Video Sharing
- Online Social Networks
- Audio and Video Podcasts

Be a Medicine Woman/Man!



Fight Hard!





Go Ahead ...
Make
One More
Change

Generate More Leads

Questions?

“Get More Qualified Leads”

**Jennifer Peper
Aristotle**

www.aristotledesign.com

ENTER TO WIN!

ABOUT THE PRESENTER

With over fifteen years experience in marketing and project coordination and ten years experience in Internet business consulting, Jennifer provides Aristotle's clients with expert, professional guidance and training. Under her leadership, Aristotle's business consulting division has developed a reputation for providing creative, astute and workable online solutions for business development and public interest needs. Her consulting experience ranges from major corporations and large tourism associations to small businesses and local destinations. Her Internet consulting expertise includes the tourism, museums and attractions, real estate, golf, financial, medical, community, non-profit, manufacturing and ecommerce industries. Jennifer also designs and coordinates online customer surveys and in-house strategic planning sessions for Aristotle clients. Jennifer is a member of the International Association of Business Communicators, Executive Women International, and the Public Relations Society of America.



CONTACT INFORMATION

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501.374.4638 • 1.800.814.2747 • fax: 501.376.1377



ABOUT ARISTOTLE

- A full service interactive agency.
- One of the few interactive firms capable of providing fully synchronized cross-channel marketing solutions.
- Combines best-of-class website and interactive media consulting and design with a full slate of traditional advertising agency services to create fully integrated online/offline campaigns.

ARISTOTLE'S DESIGN & TECHNOLOGICAL EXPERTISE

- Background in systems, software and game development
- True full-service technology firm
- Founded in 1995
- 65+ employees
- Experienced teams who specialize in...
 - Award-winning website design
 - Interactive media development
 - In-house programming
 - Multi-media production
 - Internet marketing expertise
 - A full slate of traditional marketing, advertising and public relations capabilities
 - Premier email, applications and hosting services
- Advertising Industry Experience



Aristotle helps our clients develop fully integrated, Webcentric marketing strategies that get Results - with Style. We create campaigns that utilize our clients' websites as the hub around which all online and offline marketing channels are centered and directed. From creative design and campaign planning to ROI tracking, Aristotle's Webcentric approach creates integrated online/offline campaigns that ensure every marketing dollar is fully leveraged.

OTHER ARISTOTLE SPEAKERS

Aristotle is a leading developer of high performance travel & tourism sites, online-offline marketing campaigns, and interactive media projects. One of the **most experienced interactive tourism agencies** in the industry, Aristotle offers a complete suite of proven integrated marketing services designed to **boost search engine rankings** and **increase website traffic and sales**. Aristotle has more than **ten award winning** years in website design and promotion.

If you are interested in professional, experienced, & entertaining speakers for your next event, please contact Aristotle for more information:

Angela Frazer

afrazer@AristotleDesign.com

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