

Internet Marketing

The Good, The Bad and The Ugly



John J. Nosal
The CEO of SEO

NosalCentral.com

Search Engine Optimization • Website Design and Maintenance • Internet Marketing

Internet Marketing

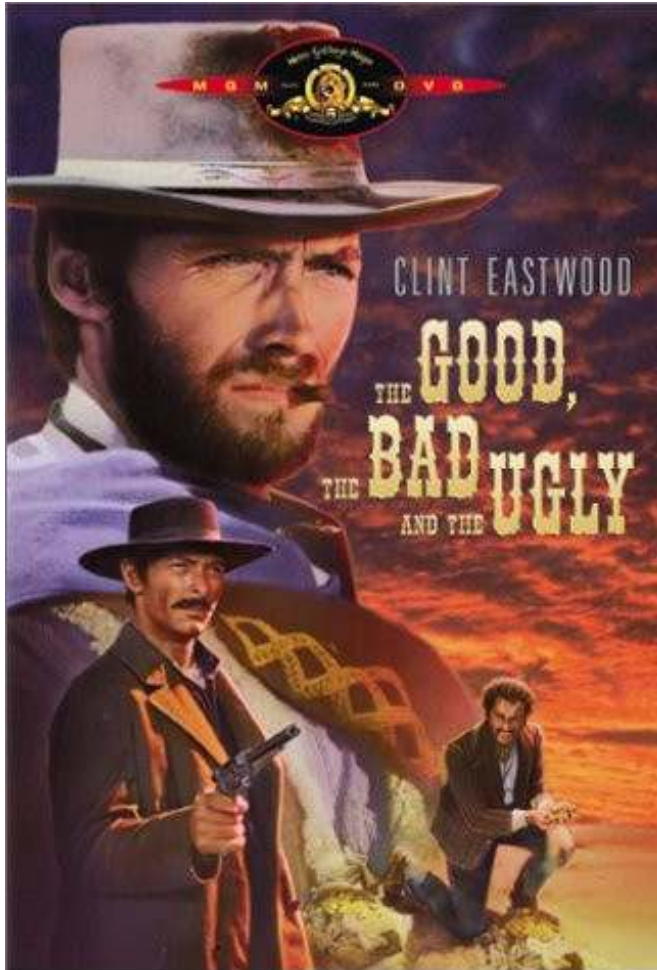
The Good, The Bad and The Ugly



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**The Good,
The Bad and
The Ugly...**

#DFWSM

The world of Marketing has changed...



Sears Roebuck Catalog Turn of the Century

Internet Marketing



Early Social Media
“Coke adds Life”



Internet Marketing



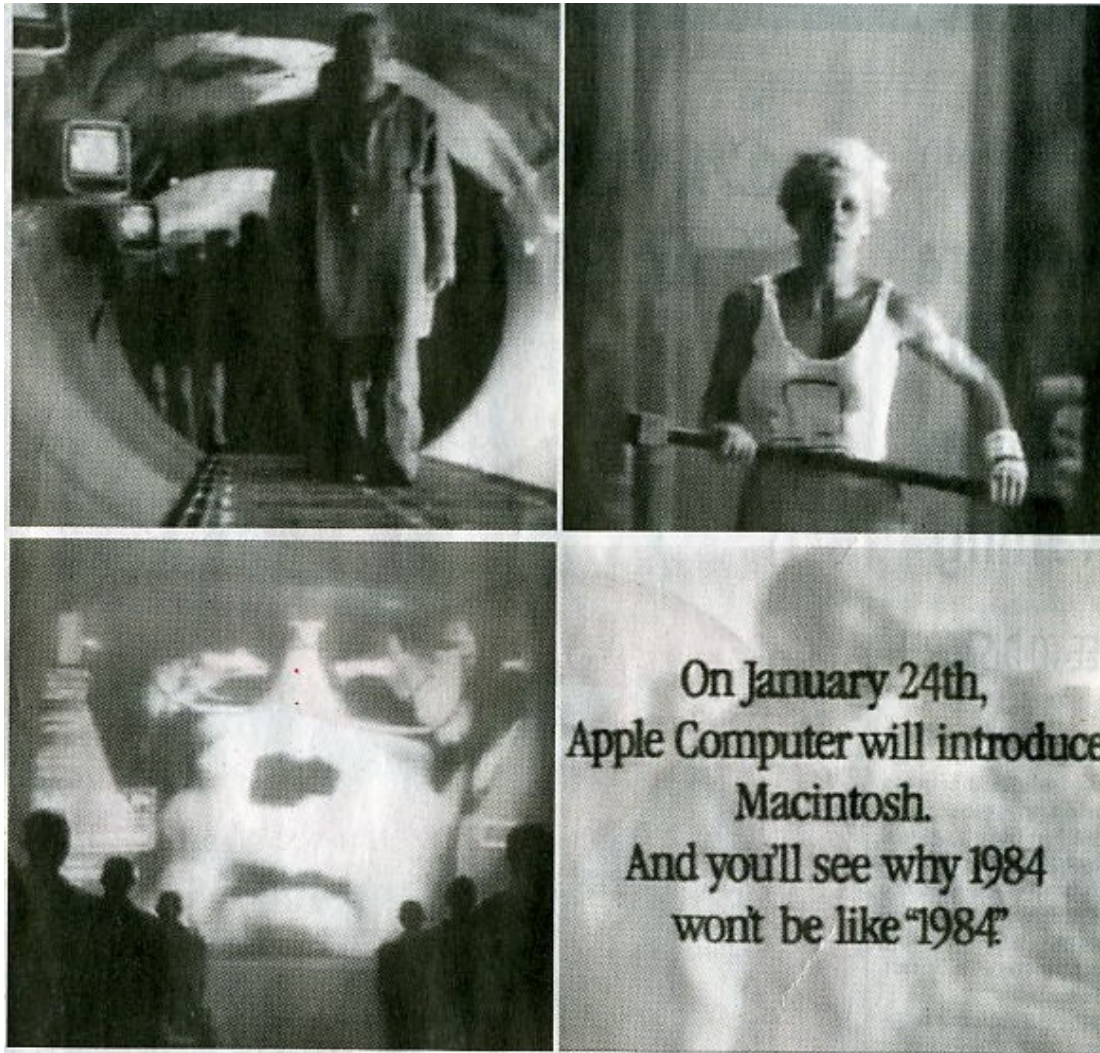
Thanks Steve :)

Internet Marketing

1960 and 1970's



Internet Marketing



**1984...
Apple
Computer
changed the
way we think...**

Internet Marketing



**We started
Thinking Differently**



Internet Marketing



**June 27, 2007
a new market opened.**



Internet Marketing



The Smart Phone changed we surf the internet.



Internet Marketing



April 3, 2010 the iPhone got a big brother...



Internet Marketing



The way we consume information changed...

Internet Marketing



Social Media goes mainstream...

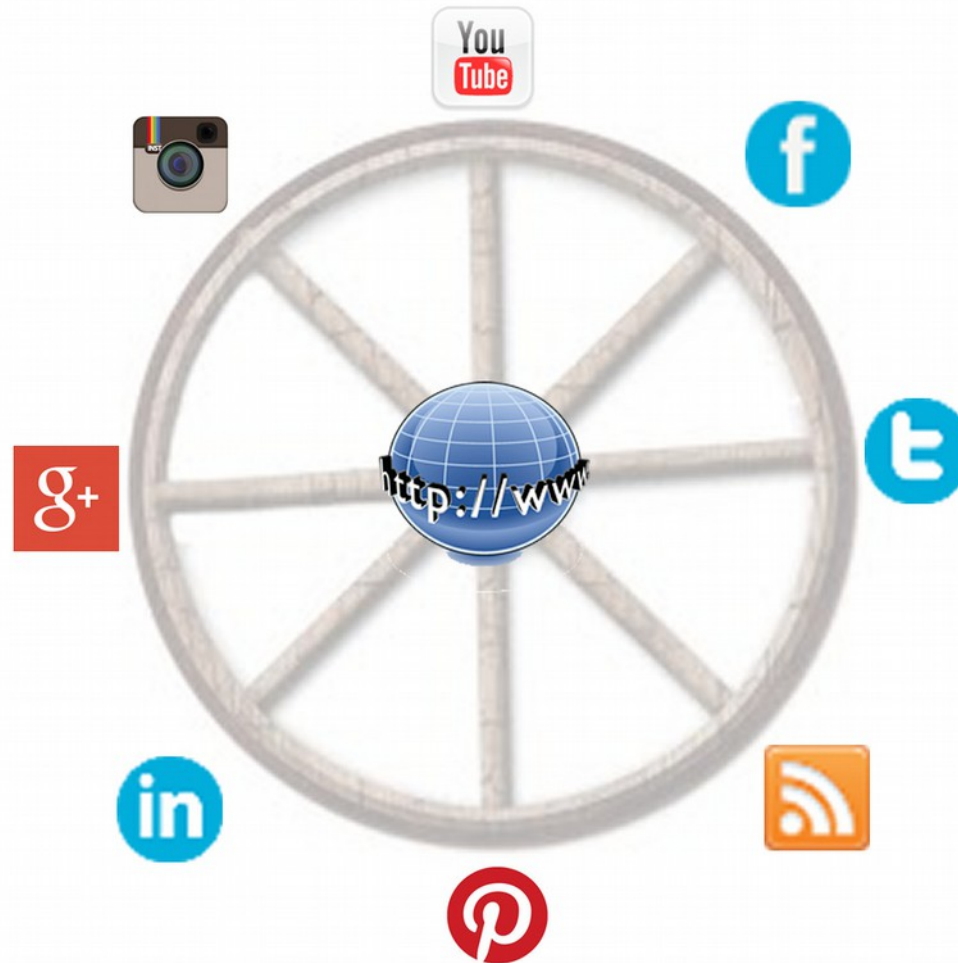
Internet Marketing



The internet grows in speed to support video.

Internet Marketing

Internet Traffic Flow



All media venues drive traffic to your website.

The Components of Internet Marketing

- Website
- Social Media
- SEO
- SEM/PPC
- E-mail Marketing

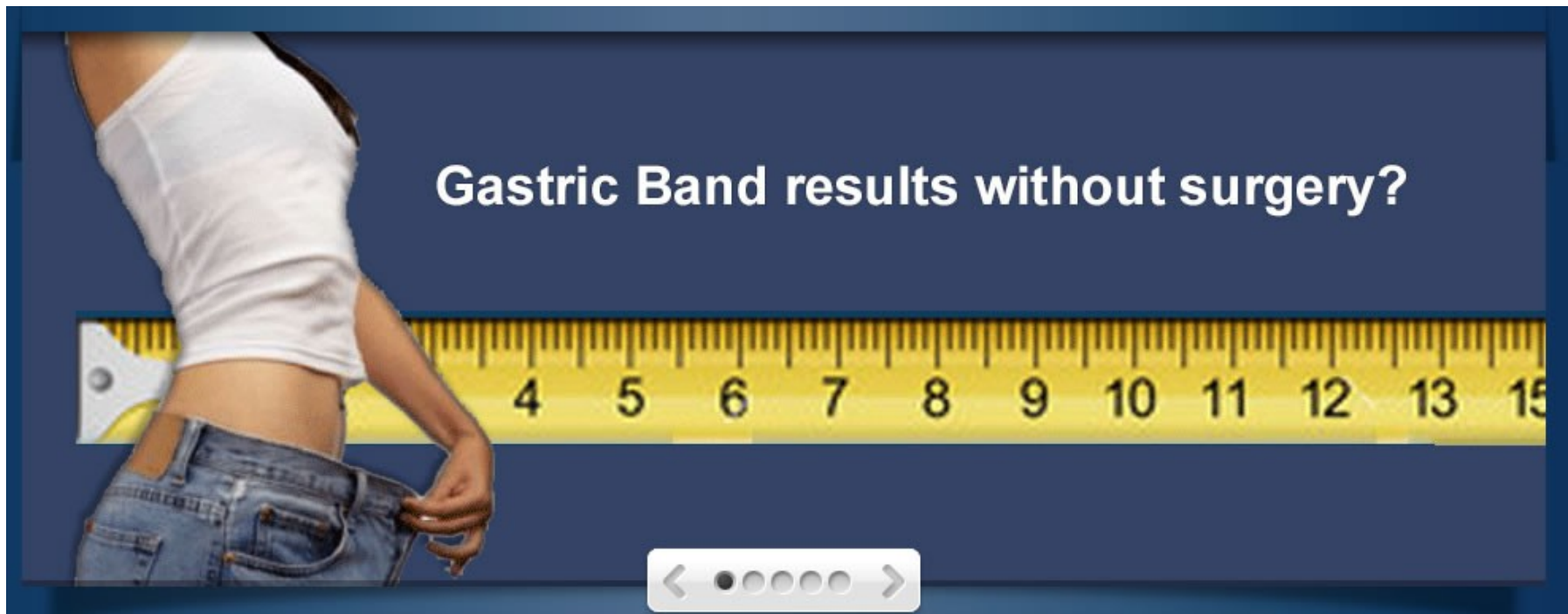
Website

- Branding
- Usability
- Content





Is it clear what your product or service is?





Internet Marketing

Is your
message
clear about
your product
or service?



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Where do we go from here?





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Are we saying to much?


Welcome to THE ROGERS CANCER INSTITUTE
Charles L. Rogers M.D.
"THE DOCTOR OF HOPE"

Patients Sleep in Brownsville, Texas and Play on
Legendary South Padre Island Beaches, Texas

GENTLE BUT EFFECTIVE, YET SURPRISINGLY AFFORDABLE ALTERNATIVE CANCER TREATMENT

If You Are Fighting Not to Become One of the 1,000,000 Americans Who Perish Yearly from Cancer, Or You're Becoming Discouraged or Concerned With Your Current Cancer Treatment Progress, We Have

Good News From Good Results with
Charles L. Rogers MD, Oncologist
and
The CancerEnd™ Treatment Program
Designed Exclusively For Each Patient's Cancer

 to be Gentle Effective Treatment And also importantly, Without Toxic Side Effects at The Rogers Cancer Institute by Charles L. Rogers M.D.

 What's going on? Am I losing time? In my current treatment, I really don't know how well I'm doing!

All for an Affordable Rate in order to help Cancer Victims affected by this economic recession or those who are becoming concerned about the draining cost of Cancer Treatments in their lengthy Battle Against Cancer.

The Courage to Start Your Victory Now!
ImmuTherapy, ImmuRescue™, Anti-Cancer Chelation Therapy, Alkalizing Therapy, and Immu Diet. Dr. Roger's CancerEnd™ protocol is comprehensive, safe and effective conventional and holistic cancer treatment program. Patients with advanced stages of cancer are surprised and relieved at the affordability of our advanced alternative or complementary cancer treatment programs.

The Doctor Of Hope Experience

Rogers Cancer Institute was Formerly Known as St. Joseph's Medical Center

WHY WE ARE AFFORDABLE
Other clinics with practically no favorable patient results whatsoever, using older out-of-date, ineffective therapies are charging desperate cancer

Other clinics with practically no favorable patient results whatsoever, using older out-of-date, ineffective therapies are charging desperate cancer victims and their families \$40,000 to \$100,000 a month, causing psychological harm and actual immune system damage to these cancer victims by adding abusively severe financial burdens to the cancer victim and their families or loved ones, and by not receiving the results they have been promised. Don't waste your finances, much less your precious limited time to act.

With the best spirit of brotherhood, we band together with the patient against cancer, the enemy of good people and their families everywhere. This is the reason for our very kind and affordable rate, because many families need help in these difficult times. Incredibly CancerEnd™ includes up to 7 different approaches to killing cancer. CancerEnd™ is inclusive to The Rogers Cancer Institute by Charles L. Rogers M.D. Patients take only 2 to 3 hours daily of outpatient treatment.

RESULTS MAY VARY

INFORMATION & COMPASSION RIGHT HERE!

 Come Let Us Fight Your Cancer With The Doctor of Hope - Charles L. Rogers M.D., and the remarkable CancerEnd™ Treatment Program!

To help you with your questions, Call the Director of Patient Support.

Contact us today!
FOR EFFECTIVE AND AFFORDABLE CANCER TREATMENT
1-956-433-0132
South Padre Island Texas Facility
1-786-924-4788
Miami/Dominica Caribbean Facility
SE HANLA ESPANOL!

START YOUR VICTORY NOW!

 Hear From Actual Patients and Learn How They Stopped Their Cancer's Progression, Study These

Wonderful Patient Stories

They are Ongoing Currently at The Rogers Cancer Institute by Charles L. Rogers M.D.

Start Your Victory By Clicking On "Victory Video" Buttons Listed Alphabetically by Cancer Type Below, and See For Yourself!

- Patient Victory Testimonials -

Testimonials are Listed Alphabetically by Cancer Type

These Patient Reports are Achieved During and Shortly After Treatment at The Rogers Cancer Institute by Charles L. Rogers M.D.



 Breast Cancer Stage 2
 Breast Cancer Stage 2
 Breast Cancer Stage 3
 Breast Cancer Stage 4

The Video The Video The Video The Video
Story of the Story of the Story of the Story of
Adrian from Ohio Debra from Colorado Terry from Colorado

No Bad Side Effects - The Very Best Treatment Available A Very Affordable Rate!
Treating Stage 1, 2, 3, and 4 Cancer Patients. Call 956-433-0132 for our South Padre Island, TX/Mx facility, and 786-924-4788 for our Miami/Island of Dominica Caribbean Facility
...Cancer Types Listed Alphabetically...

 Breast Cancer Stage 3
 Breast Cancer Stage 3
 Breast Cancer Stage 3
 The Doctor of Hope Experience

The Video The Video The Video The Video
Story of the Story of the Story of the Story of
Joan from CA Idiko New Jersey Experience from CA At Facility

No Bad Side Effects - The Very Best Treatment Available A Very Affordable Rate!
Treating Stage 1, 2, 3, and 4 Cancer Patients. Call 956-433-0132 for our South Padre Island, TX/Mx facility, and 786-924-4788 for our Miami/Island of Dominica Caribbean Facility
...Cancer Types Listed Alphabetically...


 Breast Cancer Stage 3B
 Breast Cancer Stage 3B
 Breast Cancer Stage 3
 Breast Cancer Stage 3

The Video The Video The Video The Video
Story of the Story of the Story of the Story of
from Ohio Diana from Ohio Laura from N. Carolina

No Bad Side Effects - The Very Best Treatment Available A Very Affordable Rate!
Treating Stage 1, 2, 3, and 4 Cancer Patients. Call 956-433-0132 for our South Padre Island, TX/Mx facility, and 786-924-4788 for our Miami/Island of Dominica Caribbean Facility
...Cancer Types Listed Alphabetically...

 Cancer Cervical Esophageal
 Cancer Cervical Esophageal
 Cancer Cervical Esophageal
 The Doctor of Hope Experience

The Video The Video The Video The Video
Story of the Story of the Story of the Story of
from Ohio Diana from Ohio Laura from N. Carolina

to Brain Stage 2 of Hope
 The Video The Video The Video The Video
Story of the Story of the Story of the Story of
Nebaska North Carolina At Facility

No Bad Side Effects - The Very Best Treatment Available A Very Affordable Rate!
Treating Stage 1, 2, 3, and 4 Cancer Patients. Call 956-433-0132 for our South Padre Island, TX/Mx facility, and 786-924-4788 for our Miami/Island of Dominica Caribbean Facility
...Cancer Types Listed Alphabetically...

 Leg Tumor
 Liver Cancer Stage 4
 Lymphoma Cancer Stage 4
 The Doctor of Hope Experience

The Video The Video The Video The Video
Story of the Story of the Story of the Story of
Dinah from Texas Gary from Texas Patients Experience At Facility

No Bad Side Effects - The Very Best Treatment Available A Very Affordable Rate!
Treating Stage 1, 2, 3, and 4 Cancer Patients. Call 956-433-0132 for our South Padre Island, TX/Mx facility, and 786-924-4788 for our Miami/Island of Dominica Caribbean Facility
...Cancer Types Listed Alphabetically...

 Leukemia Stage 4
 Lung Cancer Stage 4
 Lymphoma Stage 3
 Non-Hodgkin's Lymphoma Stage 4

The Video The Video The Video The Video
Story of the Story of the Story of the Story of
from N. Carolina B.L. from Virginia New Patient in Oct. 2007 from Texas

No Bad Side Effects - The Very Best Treatment Available A Very Affordable Rate!
Treating Stage 1, 2, 3, and 4 Cancer Patients. Call 956-433-0132 for our South Padre Island, TX/Mx facility, and 786-924-4788 for our Miami/Island of Dominica Caribbean Facility
...Cancer Types Listed Alphabetically...

 Prostate Cancer Stage 3
 Prostate Cancer Stage 3
 Prostate Cancer Stage 3
 Prostate Cancer Stage 4

The Video The Video The Video The Video
Story of the Story of the Story of the Story of
Helen from Tennessee Ted from Florida Update of Bob from Texas

Social Media

- **Build Relationships**
- **Provide Information**
- **Keep it Branded**





Internet Marketing

Build Relationships



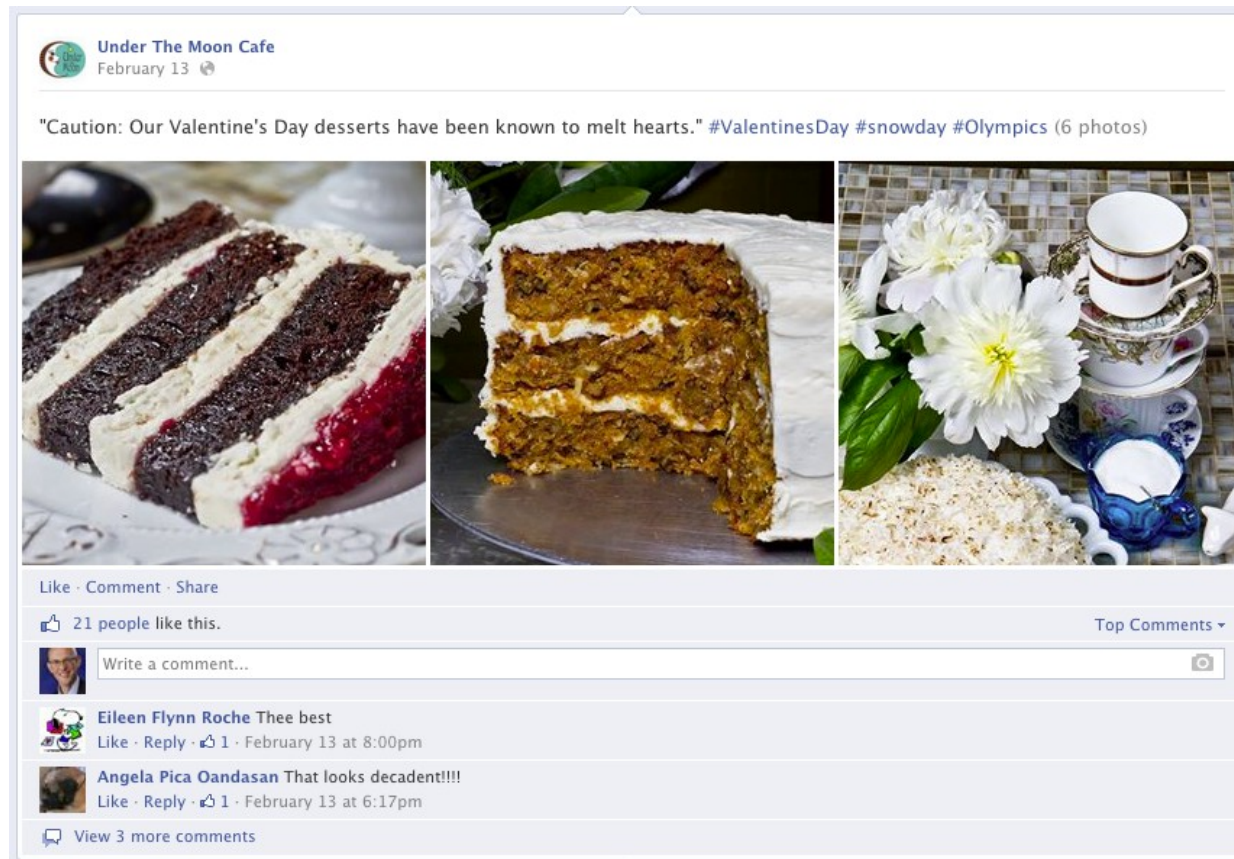


Provide Information





Keep it Branded



SEO – Search Engine Optimization

- Page Titles
- Descriptions
- Headlines
- Images





Page Titles

- 10 - 70 Characters
- Starts with Keywords
- Each page unique





Descriptions (Meta Tag)

[Dallas Hypnosis for Success](#)

www.dallashypnosisforsuccess.com/ ▾

Get satisfied clinical **hypnosis** for quit smoking, tobacco cessation, anxiety or stress, weight loss, public speaking, alcohol abuse in **dallas, tx** area. Dr. Phil has ...

[Hypnotherapy Therapist Dallas, Texas \(TX\) - Psychology Today](#)

therapists.psychologytoday.com ▸ [Texas - TX](#) ▸ [Dallas](#) ▾ Psychology Today ▾

Dallas Texas - Counselor

Psychology Today: Find **Hypnotherapy** Therapists, Psychologists and **Hypnotherapy** Counseling in **Dallas, Texas (TX)**, get help for **Hypnotherapy** in **Dallas**.

[Dallas Hypnosis Uptown - Home](#)

www.dallashypnosisuptown.com/ ▾

Can't Stop A Behavior Or Habit? Serving **Dallas**, Frisco, Allen, Denton, McKinney, Richardson, Plano, Carrollton, Fort Worth and surrounding areas.



Headlines

- Keywords
- Summary
- Focus

Your Online Solutionist ... Go To Social Media Coach

Wow! Thank you for visiting LissaDuty.com. I look forward to getting to know about you and your business. Who is Lissa Duty?

I am a passionate, social media coach who specializes in educating small business owners, coaches and authors about social media, branding and online solutions. Here is how I do it:

Social Media Coaching

These two-hour private social media coaching sessions are completed online via remote connection software and the phone (or Skype). I connect to your computer remotely and we both have control of the mouse and keyboard. These coaching sessions are designed to teach you the ins and outs of the social media platform, give you hands-on practice, strategies to market your business on the social media site, and daily homework to keep you learning and continuing to increase your skills. [\[Read More\]](#)

Social Media Maintenance

This service is for the busy business owner who doesn't want to manage their own social media accounts, but wants the assurance that they have an experienced, professional social media marketing strategist on the job. [\[Read More\]](#)

Online Solutionist

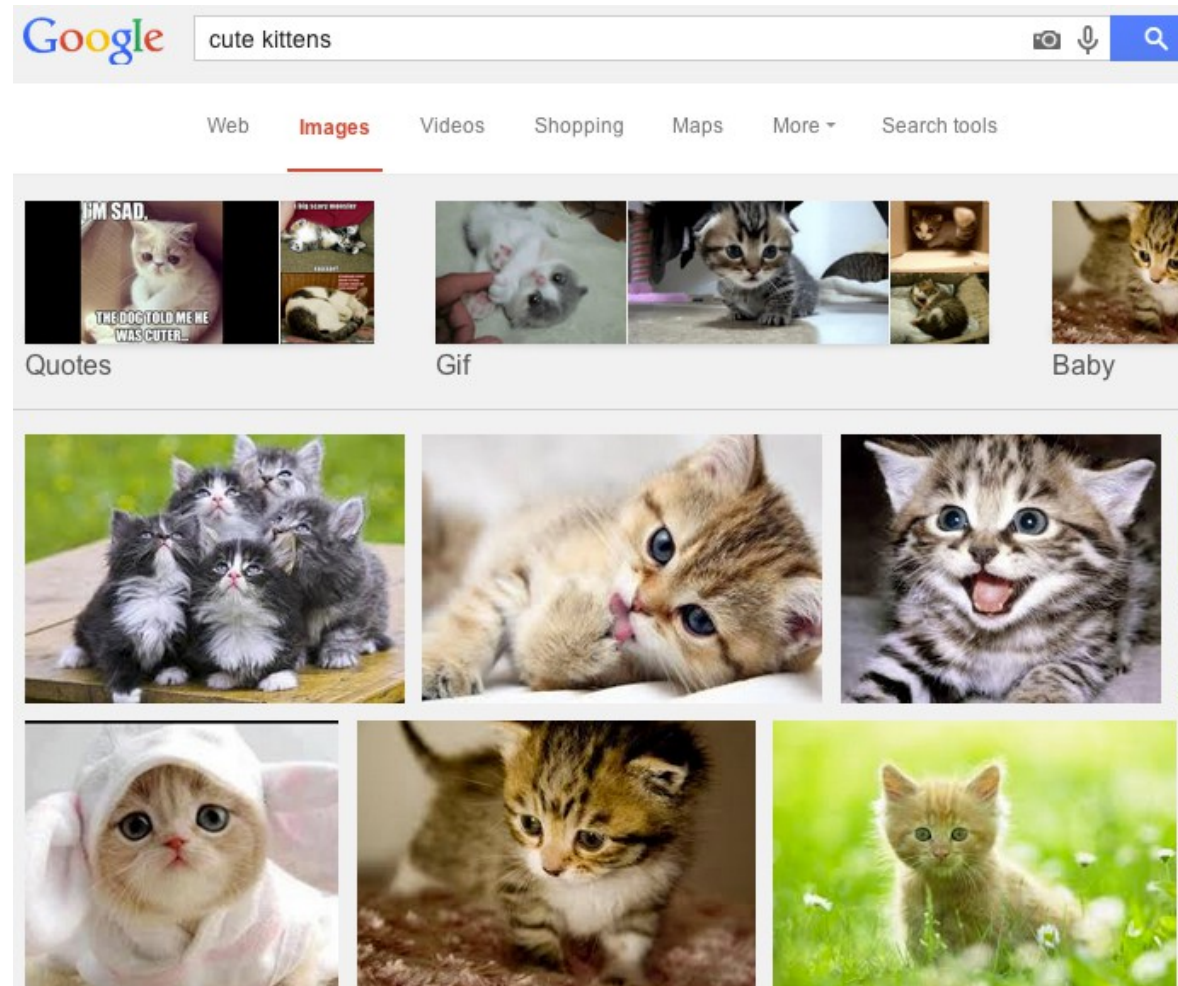
This consulting service focuses on first understanding and evaluating your current branding and online presence, which includes your website, social media profiles, email marketing, and any other online profiles created. This service is a process in which private consulting sessions, conversations, recommendations, and referrals are employed. Often, I devise strategies, while serving as the implementer and project manager for any 3rd party contractors who are brought into the project. [\[Read More\]](#)



Images

- Real Names
- _ and -
- Alt Tags
- Small files

Internet Marketing



SEM – Search Engine Marketing

- **PPC – Pay-Per-Click**
- **Pay Per Impression**
- **Google+ Location**





PPC – Pay-Per-Click

Targeting ?

Plano, United States

English

Google

Negative keywords

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Ad group ideas

Keyword ideas

Download

Add all (805)

Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
chiropractor		165,000	High	\$4.93	0%	>>
neck pain		49,500	High	\$3.25	0%	>>
headaches		40,500	Medium	\$2.28	0%	>>
holistic		49,500	Low	\$3.77	0%	>>
subluxation		22,200	Low	\$3.49	0%	>>



Pay Per Impression

BIDDING AND PRICING

Bidding ⓘ **Bid for clicks ▼**

Pricing ⓘ

- ✓ Bid for clicks
- Bid for impressions

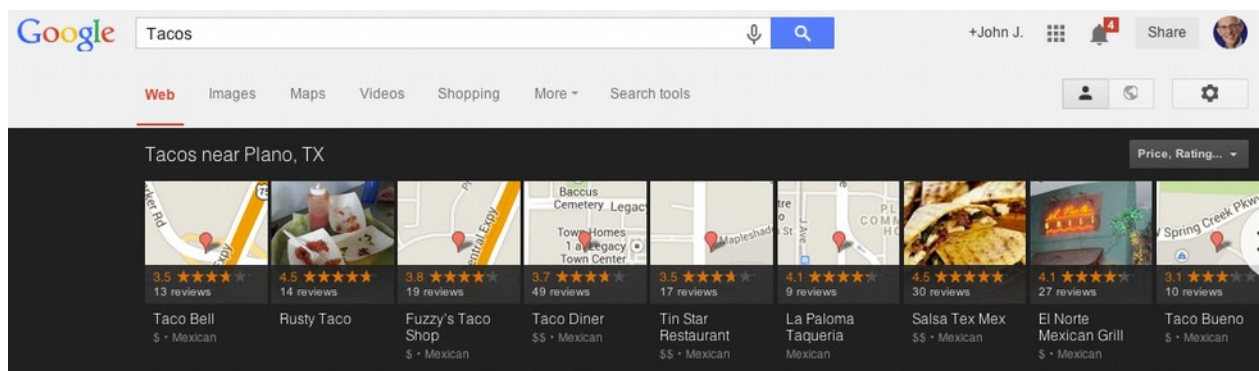
to get more clicks on your ad. You will be charged
own your ad.

☒ Automatically optimize your bid to get more clicks

☐ Manually set your maximum bid for clicks (CPC)



Google+ Location



[Taco - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Taco](#) - Wikipedia -

A **taco** is a traditional Mexican dish composed of a corn or wheat tortilla folded or rolled around a filling. A **taco** can be made with a variety of fillings, including ...

[Taco \(disambiguation\)](#) - [Tortilla](#) - [Nachos](#) - [Fajita](#)

[10 Best Tacos in Dallas - About.com](#)

[dallas.about.com](#) > Local > Dallas > Restaurants -



by Angela Patterson

There are **tacos** for every palate in Dallas from Tex-Mex to authentic. Here are the 10 best **tacos** in Dallas.

[Taco Bell | Your Destination for Tacos and Burritos All Day and Late ...](#)

[www.tacobell.com/](#) - Taco Bell -

Taco Bell's official site where you can find more about Happier Hour, Cantina Bell, and Doritos Locos **Tacos** as well as our nutrition guide, locations, franchise ...

[Food Types](#) - [Store Locator](#) - [Search Jobs at Taco Bell](#) - [Nutrition Info](#)

[Torchy's Tacos - Damn Good Tacos](#)

[torchystacos.com/](#) -

Taco of The Month - Scallywag. Hide the Rum, the Scallywag's Back. [LEARN MORE](#). Torchy's **Tacos** Guns for Lubbock. [LEARN MORE](#). Get all the hottest ...

[Rusty Taco - Plano, TX | Yelp](#)

[www.yelp.com](#) > Restaurants > Mexican - Yelp, Inc. -

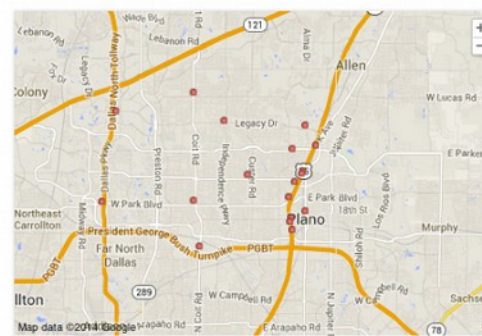
★★★★★ Rating: 4 - 90 reviews - Price range: \$

90 Reviews of **Rusty Taco** "A staple for north Plano. It's a very unassuming place run by a great guy. The staff is always friendly, the food is always good and they ...

[Tacos Plano, TX - Yelp](#)

[www.yelp.com/search?find_desc=Tacos&find_loc=TX](#) - Yelp, Inc. -

You really can't beat the sides of these delicious tacos! Loved the Baked ...



Map for Tacos



Taco



Google+ Location

[Spring Creek Coit Chiropractic](#)
www.springcreek-coitchiropractic.com
 1 Google review

[Willow Bend Chiropractic](#)
willowbendchiropractic.com
 1 Google review · Google+ page

[Mountain Health Chiropractic and Wellness](#)
www.planochiropractornow.com
 4.9 ★★★★★ 16 Google reviews · Google+ page

[Adams Chiropractic Health Center](#)
www.adamsclinic.com
 3 Google reviews · Google+ page

[Wellness Solutions Chiropractic](#)
www.wellnesssolutionschiro.com
 4.1 ★★★★★ 8 Google reviews · Google+ page

[Villines Chiropractic](#)
planotexaschiropractor.com
 Google+ page

[Shippy Chiropractic](#)
www.shippychiropractic.com
 4 Google reviews · Google+ page

See results for **chiropractor** on a map »

[Welcome to Willow Bend Chiropractic - Your Chiropractor in Plano, TX!](#)
willowbendchiropractic.com/
 Come to Willow Bend Chiropractic! Where we will take care of all your chiropractic needs!

A 4105 W Spring Creek Pkwy
 Plano, TX
 (972) 599-9200

B 5904 Chapel Hill Blvd #210
 Plano, TX
 (972) 267-5998

C 1108 W Parker Rd
 Plano, TX
 (972) 212-5725

D 3151 W 15th St
 Plano, TX
 (972) 596-1611

E 2301 W Parker Rd #3
 Plano, TX
 (214) 862-5581

F 2200 Los Rios Blvd #127
 Plano, TX
 (972) 424-4266

G 4000 W Park Blvd
 Plano, TX
 (972) 769-9500



Wellness Solutions Chiropractic

Directions

Edit your review

Address: 2301 W Parker Rd #3, Plano, TX 75023

Phone: (214) 862-5581

Hours: 9:00 am – 1:00 pm, 3:00 – 6:00 pm

Reviews

4.1 ★★★★★ 8 Google reviews



John J. Nosal ★★★★★ 3 years ago

Edit I really like the whole body treatment that they provide. It i...

More reviews: [switchboard.com](#), [yellowbot.com](#), [merchantcircle.com](#), [kudzu.com](#)

E-mail Marketing

- Tools
- What to say
- Spammers





Internet Marketing

Tools

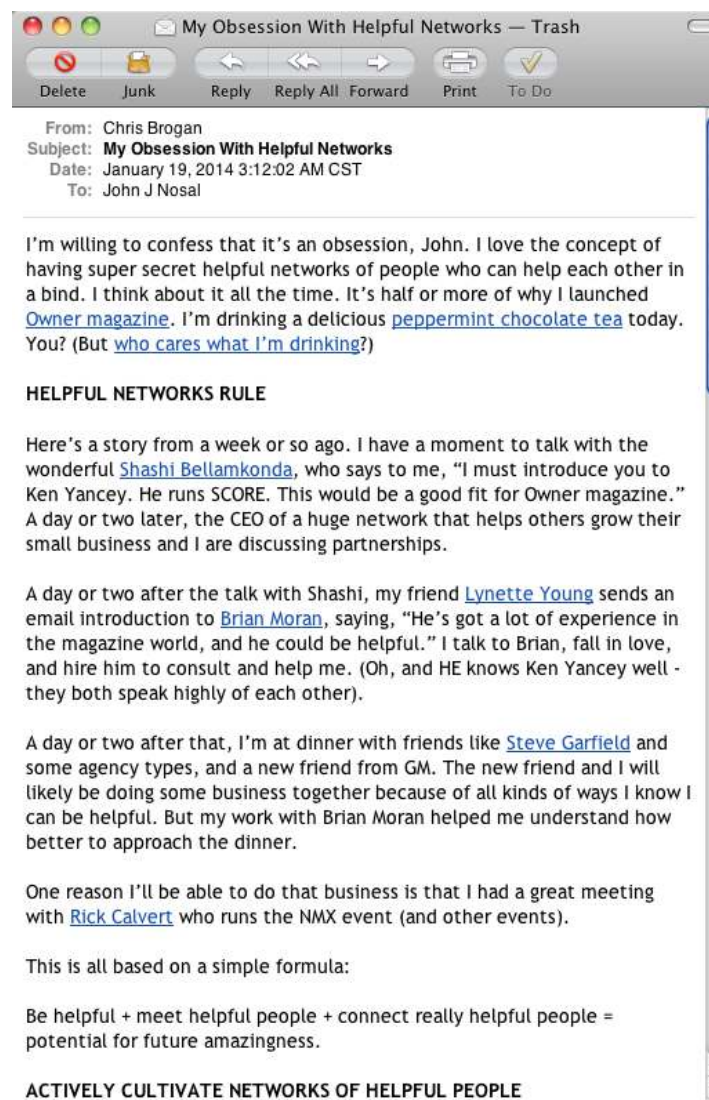




Internet Marketing

What to say

- Use the 80/20 rule
- Engage
- Drive Traffic
- Provide Info





Spammers

- Don't be one
- All Sales,
all the time



The Components of Internet Marketing

- Website
- Social Media
- SEO
- SEM/PPC
- E-mail Marketing

Internet Marketing

The Good, The Bad and The Ugly



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The CEO of SEO

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**How is your Internet Marketing working?
Ask me about a Website Assessment.**