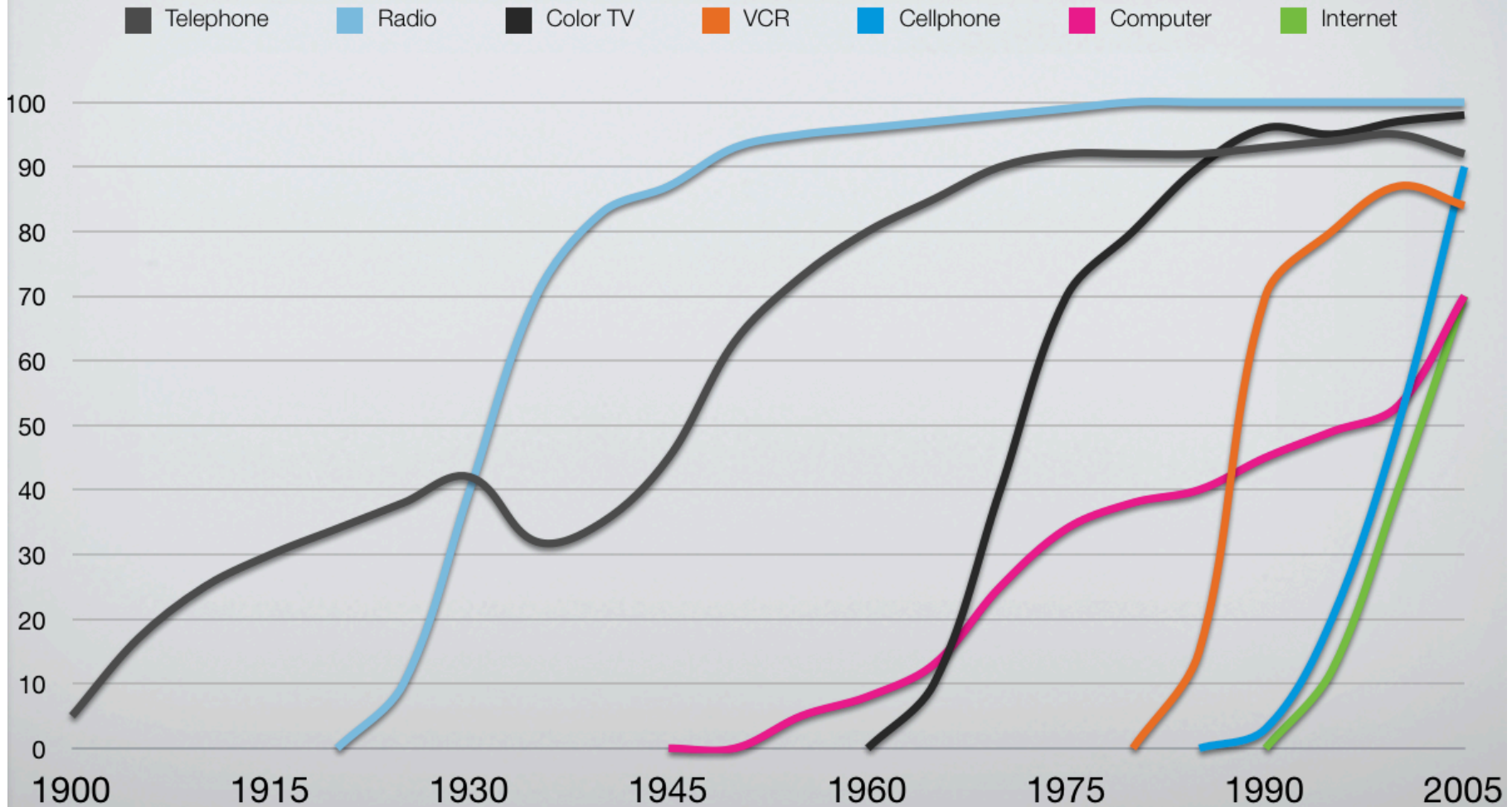




Charlie Ray, President
June 15, 2012
Fridays @ the Corridor

Tech Adoption

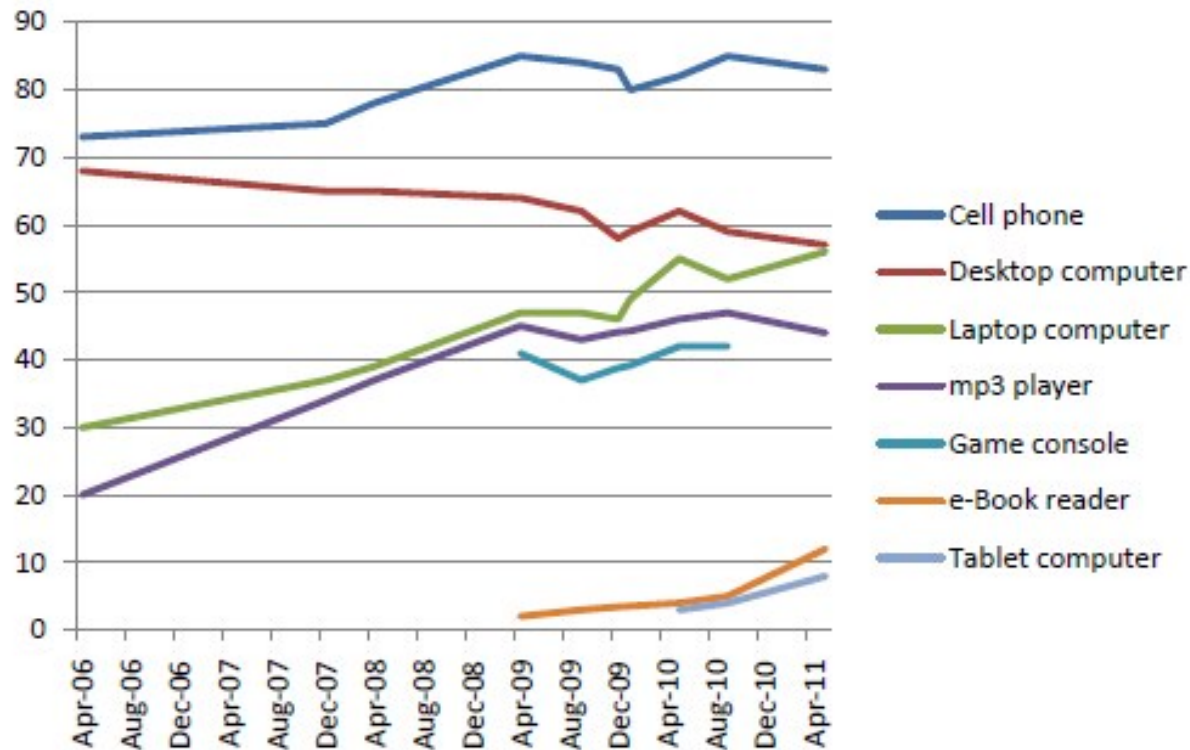
Historical adoption rates of communication technologies



People and their gadgets

Gadget Ownership Over Time

% of American adults who own each device



Source: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 tracking survey. N=2,277 adults ages 18 and older, including 755 reached via cell phone. Interviews conducted in English and Spanish.

The Rise of the Digital Omnivores

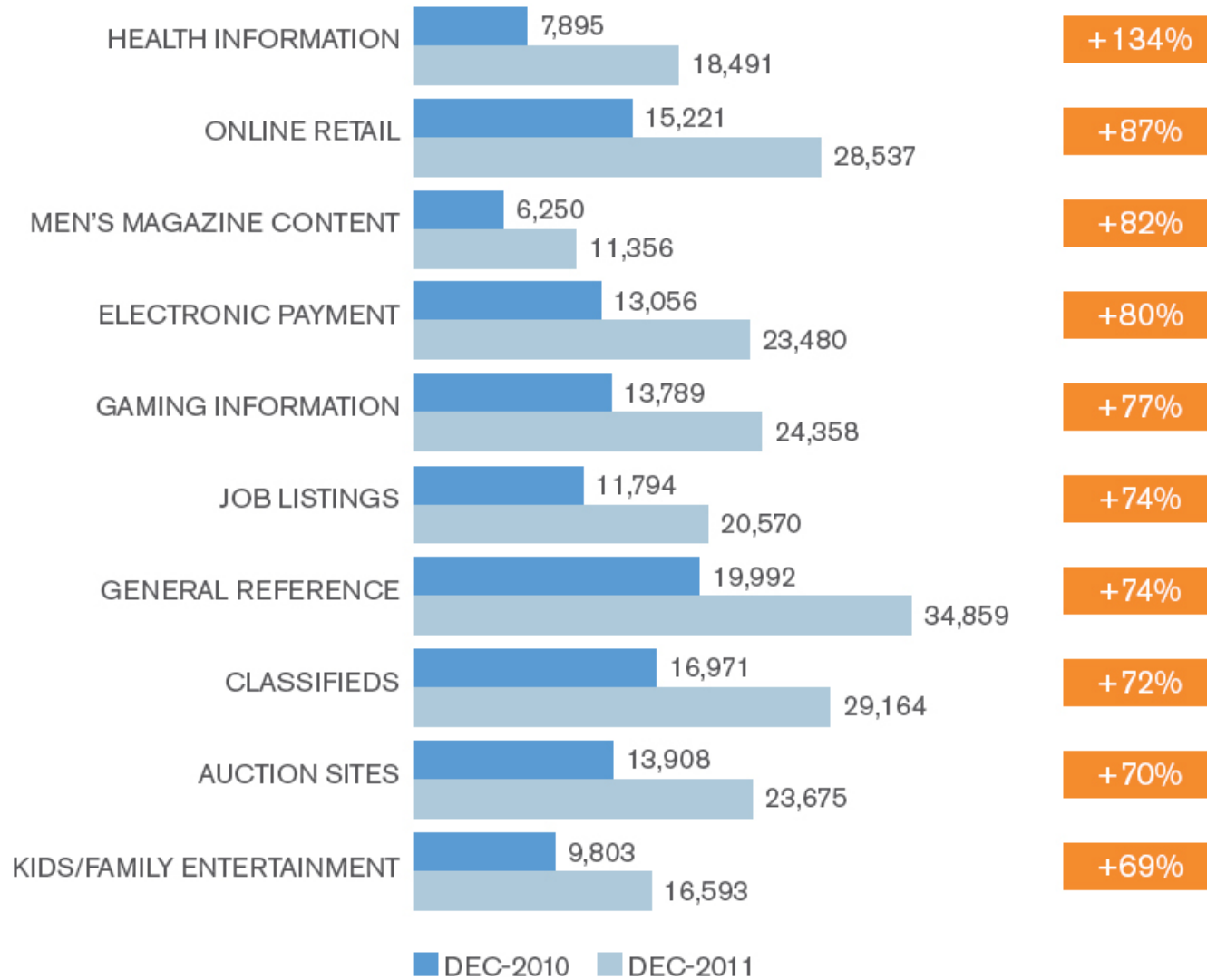
- Facebook-led social media is redefining communication in the digital and physical worlds. Social media accounted for 16.6% of all online minutes at the end of 2011.
- More than 100 million Americans watched online video content on an average day to close out 2011, representing a 43-percent increase versus year ago. In addition to more daily viewers, the number of video streams jumped 44 percent to 43.5 billion in December 2011.

The Rise of the Digital Omnivores

- At the end of 2011, more than 8 percent of all digital traffic was consumed beyond the ‘classic web’ across devices such as smartphones and tablets.
- In December 2011, 28.5 million mobile users accessed online retail content on their mobile devices, up 87 percent from the previous year
- About 234 million Americans over the age of 13 used cellphones in January, meaning that the penetration for smartphones in the U.S. is around 43.3%

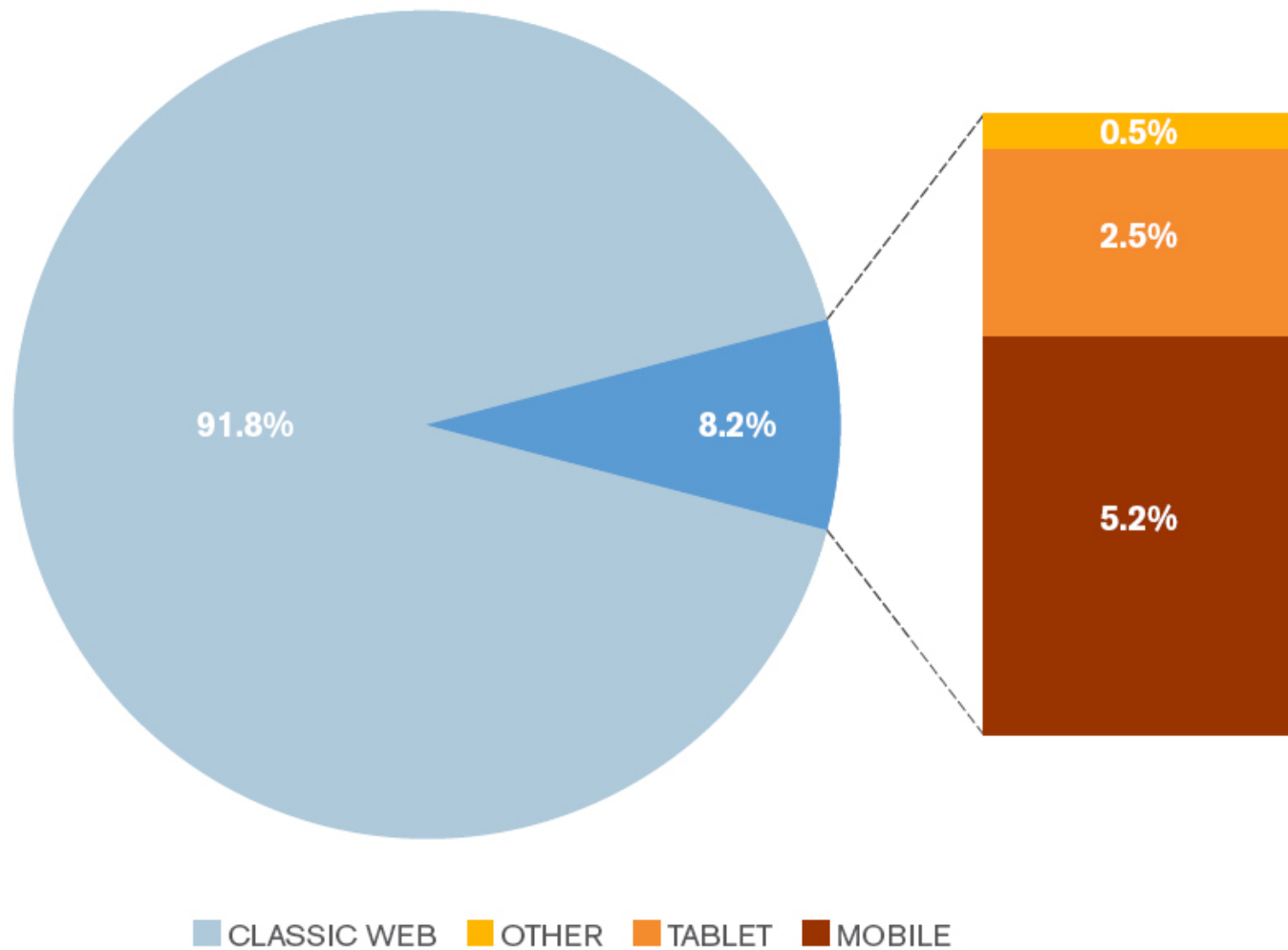
Top Mobile Categories by Growth in Audience (000)

Source: comScore MobiLens, 3 mon. avg. ending Dec-2011 vs. Dec-2010, U.S.



Share of Connected Device Traffic in the U.S.

Source: comScore Device Essentials, Dec-2011, U.S.



Looking at 2012

- **E-Commerce Explosion:** After two years of sluggish online spending, retail e-commerce bounced back to double-digit growth rates in 2010 and 2011. The penetration of mobile will have brick and mortar retailers scrambling to get customers in the store and not lose them to real-time comparison shopping.
- **Daily Deals Sites Take Off, Then Stabilize:** Is daily deal fatigue becoming a factor? It is possible that some consumers have increasingly begun to tune out the onslaught of daily emails. Improved targeting mechanisms for consumers and better deal optimization tools for merchants will help ensure a strong value proposition for all constituents, as 2012 will mark a year of maturation for the daily deal sector.
- **Mobile and Tablets will change the way advertisers plan campaigns:** With the market penetration of mobile and tablets, advertisers can no longer afford to ignore these platforms when creating new campaigns.
- **Local Advertisers will permeate the web:** More local opportunities will drive more advertisers online.

Looking at 2012

- **Social:** Social media will continue to see growth in engagement and brands will be forced to listen to consumers.
- **Reputation Management:** Even brands that aren't active on social media will listen. Listening to consumers is a requirement in the digital age.

Looking at 2012

- **Search:** Search continues to show significant growth. Users will conduct more searches requiring search engines to refine results. The days of affordable pay per click campaigns are over.
- **Display:** New ad units will continue to contribute to display's dominance. However, the pressure is on for ROI and measurement.
- **Video:** The availability of inventory will force prices for video up as more advertisers embrace the long form video and better content that shows strong growth through premium sites, subscription services and YouTube.

Thank you!

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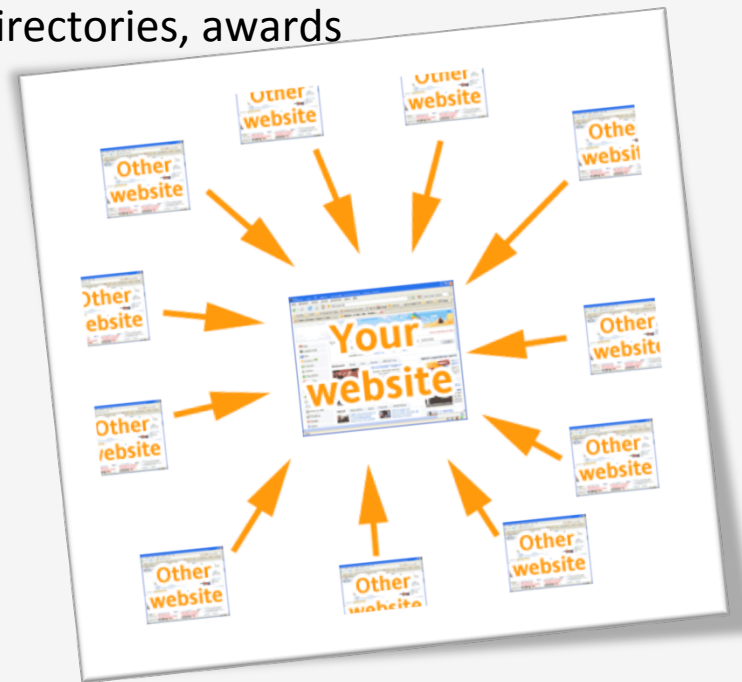
SEO – Online marketing
through best practices

..Offsite

INBOUND LINKS GIVE YOUR SITE AUTHORITY. QUALITY AND QUANTITY ARE IMPORTANT, BUT QUALITY SHOULD BE YOUR MAIN FOCUS.

Where can I get inbound links?

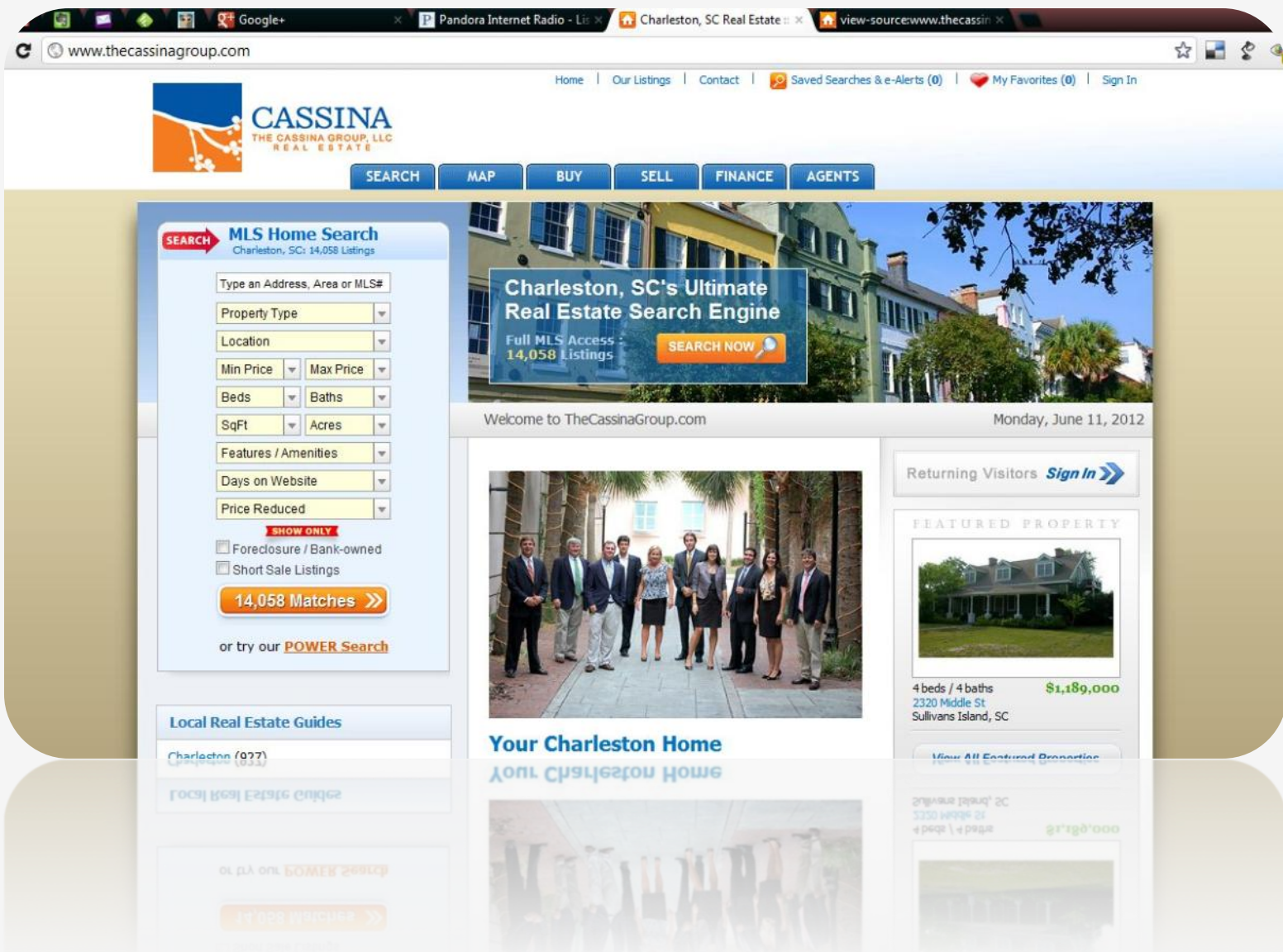
- ✓ Local business listings
- ✓ Social media – profiles and content sharing
- ✓ Industry sites – blogs, organizations, directories, awards
- ✓ Guest posting
- ✓ PR
- ✓ Compelling content
- ✓ Do great things!



Tip – Relevant and quality sites, use keywords and compelling text when possible and vary anchor text.

..Onsite

BASIC **ON-PAGE** OPTIMIZATION



Make sure your pages are optimized. Cover the core tags to help consumers and search engines **find you easier!**

Checklist for on page optimization:

- ✓ Unique title tag
- ✓ Unique meta description
- ✓ 15 or less meta keywords
- ✓ Alt image tags
- ✓ H1 tags
- ✓ Unique page content
- ✓ Optimized url structure
- ✓ Interlinking opportunities
- ✓ Are all tags and content tightly themed and relevant?

..Content generation

CONTENT IS AN EFFECTIVE WAY TO SEND QUALITY
ORGANIC TRAFFIC TO YOUR SITE.

Why content?

- Keep Google happy!
 - Latest algorithm changes
 - Feed the bots
- Give visitors what they want and keep them coming back
- More indexable pages, more interlinking opportunities
- Show your website is the authority in your space
- Earn natural links
- Let the content build over time, adding to your funnel

A solid **content strategy** can greatly improve your online visibility and traffic, even if you're not SEO savvy.

How do I develop a content strategy?

- Determine your topic
- Who will write? In-house, outsource
- Plan a content schedule – an attainable one
- Where will the content live?
- Will you guest post?

A solid **content strategy** can greatly improve your online visibility and traffic, even if you're not SEO savvy.



Thank You!

Zack Hanebrink