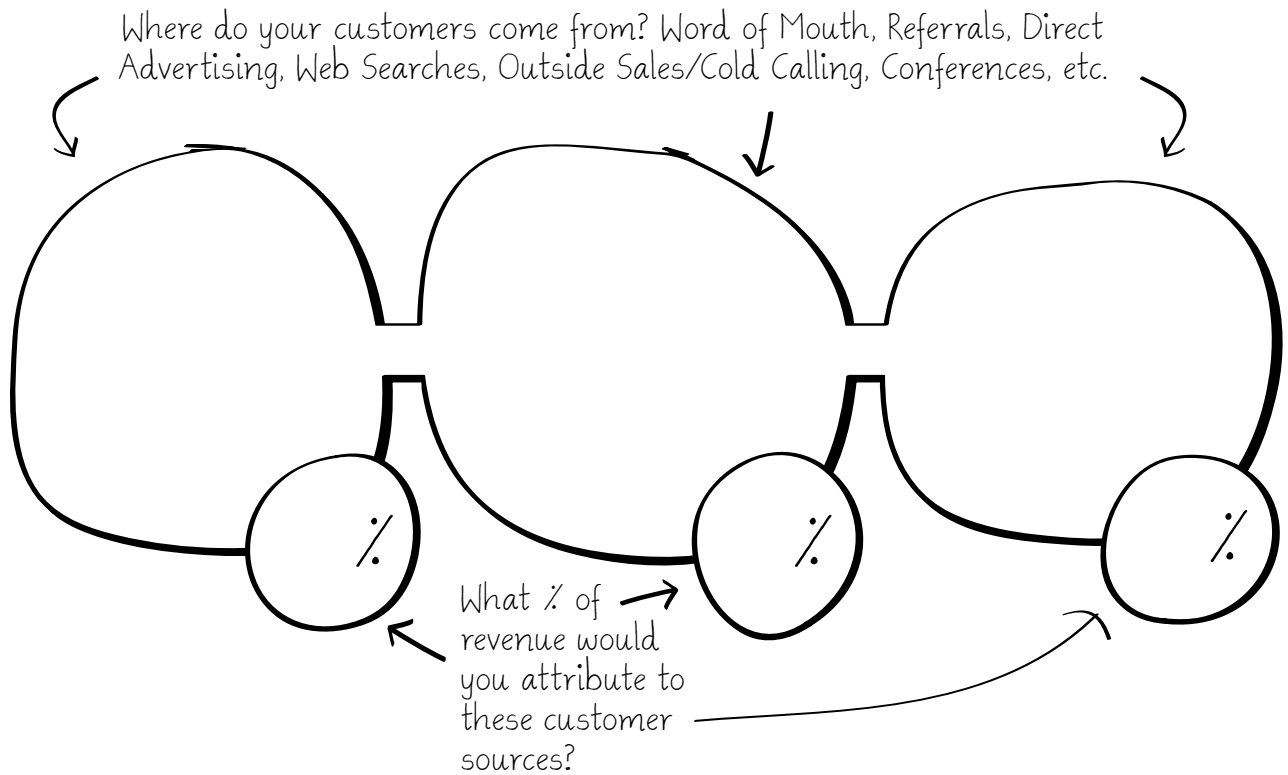


EXPLORE

Chapter 9: SEO

SEO AND YOUR CUSTOMERS



SO...

What total percent of your revenue do you expect to generate from Internet searches?

>30%? >50%?

AND LASTLY...

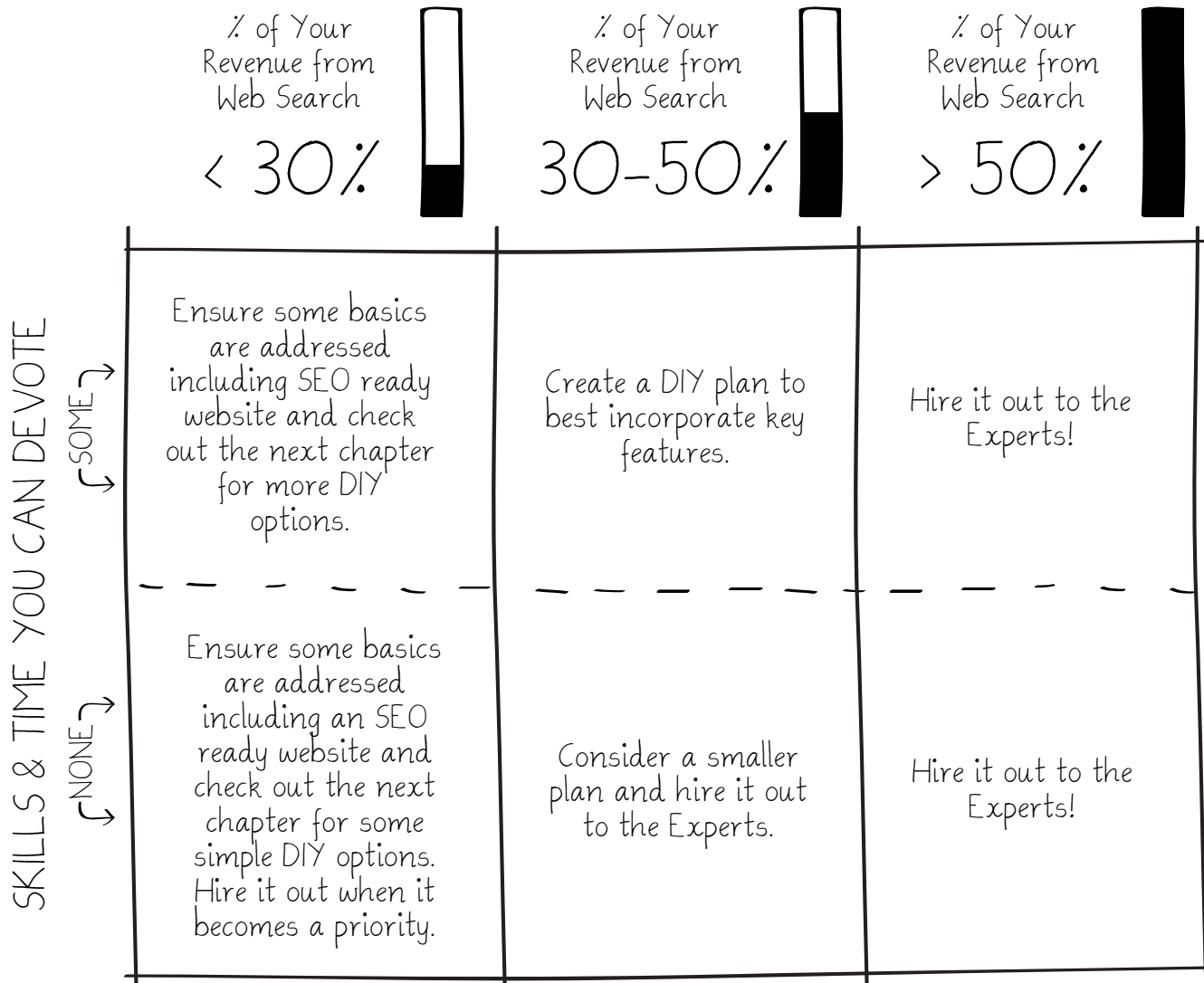
Do you have great PR and web analytic skills inside your company?

EXPLORE

Chapter 9: SEO

WHO SHOULD HANDLE YOUR SEO?

As you move forward with your SEO implementation, use this chart to help you decide how to make it happen.



FOCUS

Chapter 9: SEO

TOP PRIORITIES

List the aspects of SEO you need for your business here.



- _____
- _____
- _____

My next steps...

Check out Online Resources
for ways to assess potential SEO Vendors

