Search Engine Optimization
of Augustine.com

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A Peek at Our Visitors

The first stage of our SEO project was to find out how many people visit **augustine.com**, and how they find us. Taken altogether, our visitors are known as "traffic."
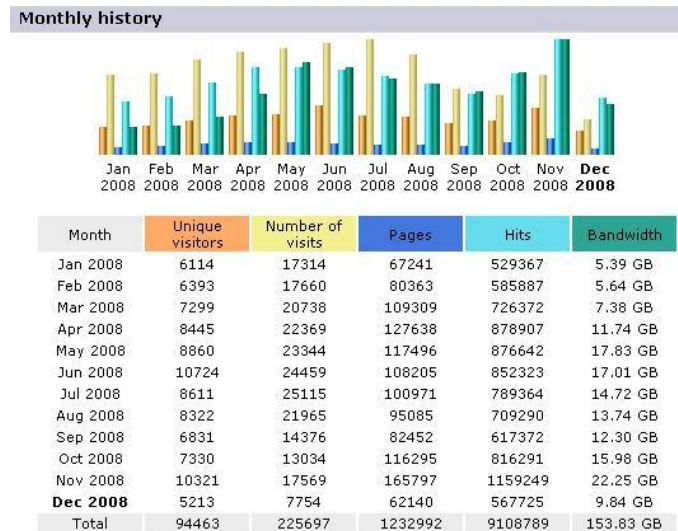
Traffic Statistics

We know quite a bit about our visitors because our web server (the computer that holds our website files) records certain details about every single visit. Those details are compiled in a long list of visits, called a traffic log. Traffic logs can be easily counted and summarized by small programs which are often freely available on the internet. Mark uses two programs to analyze our traffic, *AWStats* and *The Webalizer*. The summaries created by these programs are stored on our server in the **augustine.com** folder.

AWStats summaries are located at this address:
http://augustine.com/awstats/awstats.pl?config=www.augustine.com&configdir=/etc/awstats
Here is AWStats' summary of our 2008 year-to-date traffic:

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	6114	17314	67241	529367	5.39 GB
Feb 2008	6393	17660	80363	585887	5.64 GB
Mar 2008	7299	20738	109309	726372	7.38 GB
Apr 2008	8445	22369	127638	878907	11.74 GB
May 2008	8860	23344	117496	876642	17.83 GB
Jun 2008	10724	24459	108205	852323	17.01 GB
Jul 2008	8611	25115	100971	789364	14.72 GB
Aug 2008	8322	21965	95085	709290	13.74 GB
Sep 2008	6831	14376	82452	617372	12.30 GB
Oct 2008	7330	13034	116295	816291	15.98 GB
Nov 2008	10321	17569	165797	1159249	22.25 GB
Dec 2008	5213	7754	62140	567725	9.84 GB
Total	94463	225697	1232992	9108789	153.83 GB

Webalizer summaries are located at this address:
www.augustine.com/web-stats
Here is Webalizer's summary of our traffic narrowed down to September, 2008:

Monthly Statistics for September 2008		
Total Hits		714059
Total Files		611433
Total Pages		157526
Total Visits		23426
Total KBytes		13964037
Total Unique Sites		8023
Total Unique URLs		11347
Total Unique Referrers		1052
Total Unique User Agents		736
	Avg	Max

If you look closely, you'll see these two programs don't come up with the same counts. That is because our web server can't actually see our visitors—it can only collect bits of data from their computer. There are different ways to interpret that data. As a result, terms like "hit" and "visit" are defined slightly different by the two programs.

Unique Visitors

Depending on which program you agree with, **augustine.com** was "hit" either 617,372 or 714,059 times in September. Some people think website hit counters count visits. In fact, hits count every computerized request for any portion of our website. When various components of a web page have to be pulled from different places on our server, each portion is a "hit." One person viewing one page can create many "hits" on our server. Salespeople often brag about their exposure in terms of hits.

Truth be known, there is no way to count how many actual people visit **augustine.com**.

Webalizer pros say the closest we can get is to count the different internet connections that contacted us, which Webalizer calls "sites." These connections are uniquely identified by their IP address. Counting them doesn't add when multiple people visit us from the same internet connection. Nor does it subtract when dial-up users repeatedly visit us (a computer on dial-up internet gets a new IP address every time it connects, so it looks like a new computer each time). Nevertheless, Webalizer says 8,023 different internet connections contacted our website in September.

Where Visitors Come From

Traffic logs can tell us is how each visitor's computer found **augustine.com**. There are four ways people can connect to our site:

- Type "augustine.com" (or "st.augustine.com") into their browser address bar
- Have **augustine.com** saved in their browser's "Favorites" or "Bookmarks" list, and click on it
- Click on a link from a search results list
- Click on a link from a website that has an **augustine.com** link on it
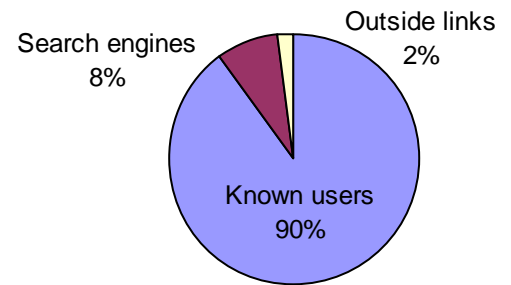
Jodi attributed the first two methods to "known users" because they already had our address somehow. The above pie chart shows how much of our first-year visitor history consists of people who already knew about us (90%). If we'd like to provide information to the masses of internet users who aren't sure where to look, we're only 10% of the way there.

The internet address a visitor comes from is called a "referrer." Here are our most frequent referrers Webalizer recorded in September.

Search Engines 8%

A glance through this list of referrers will show you that most of our *unknown* visitors found us through search engines: Google, Yahoo, MSN, AOL, SearchJacksonville, etc. Search engines have become the doorway to the internet. You don't have to know where to look to find things, as long as you can find a search engine to look for you. Most people know and rely on this, so most web traffic comes through search engines. That's why Google ranking is so important to

our advertisers.

Even though all those search engines obviously know we're here, the number of people finding us with them is still too small for a salesperson to brag about. The highest traffic lane on the internet brought us only 8% of our visitors.

Outside Links 2%

2% of our September visitors came from links they clicked on other websites. Here are the outside links that sent the highest amount of visitors to **augustine.com**. When this list was current, you could click on them to see which organizations like to send people our way. But people add and remove links on their website whenever they see fit, so some of these are already gone.

http://www.miracosta.edu/home/arevalos/hist110/pw/lecture2.htm A course web page at a community college in California	115
http://en.wikipedia.org/wiki/Castillo_de_San_Marcos Mark put a link to us on Wikipedia's article of the fort	27
http://en.wikipedia.org/wiki/St._Augustine_Alligator_Farm_Zoolog... Mark put a link to us on Wikipedia's article of the Alligator Farm	26
http://myflagler.com Community website for Flagler County	23
http://www.wondpress.org (Website not found as of November 2008)	18
http://www.facilities.ufl.edu/staugustine/links.htm University of Florida's Facilities Planning & Construction department	15
http://www.stgeorge-inn.com/florida_history.html History page on St. George Inn's website	13

What Visitors Experience

Once visitors get to our site, we'd like to think they're thrilled and don't need any other website for St. Augustine information. A website's ability to keep visitors for a while is called "site stickiness." According to Jodi, a good gauge of visitor satisfaction is if they click around to see several of our pages, and spend at least five minutes with us.

However, more than 71%) of our visitors seem to not find what they're looking for with us. That is, they leave our site in less than 30 seconds, and they exit from our home page rather than clicking through to our other pages. Imagine clicking through a list of Google search results, glancing at a web page, then clicking the Back button to try another site in the Google list. That tells Google the site wasn't very helpful, and Google considers that when arranging the order of its next list.

Error Message	Occurrences
302 - Moved temporarily (redirect)	3300

Not only were our visitors leaving quickly, many were receiving error messages during their visit to our website. The breakdown to the right shows the number of times visitors received various error messages in September.

404 - Document Not Found	1547
301 - Moved permanently (redirect)	729
206 - Partial Content	705
405 - Method not allowed	148
403 - Forbidden	16
500 - Internal server Error	1

Our SEO goal for visitors:
10,000 unique visitors will find us each month.
The pie chart will reverse, with new visitors far outnumbering old faithfuls.
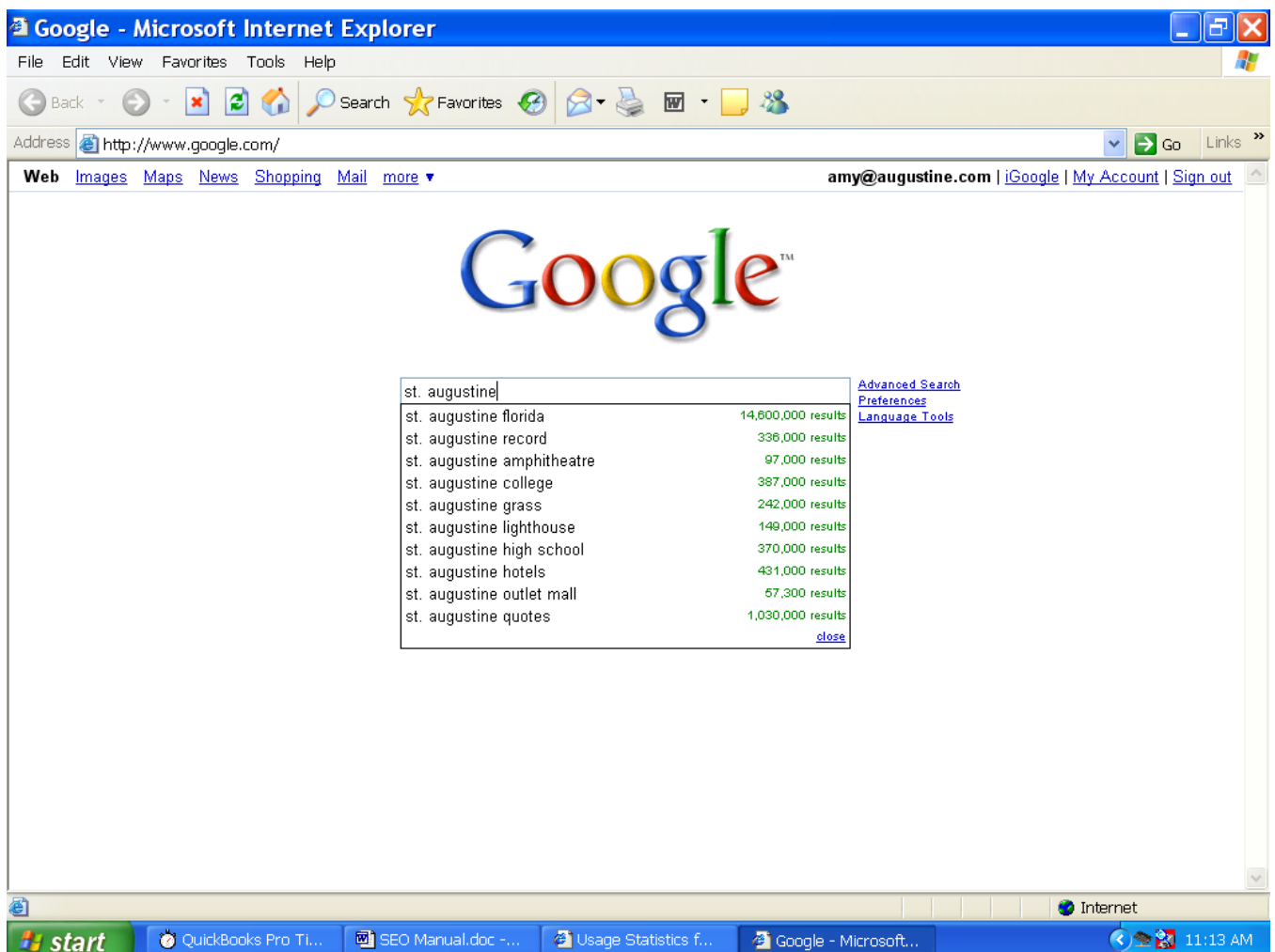Visitors will spend at least five minutes with us and see a few of our pages.
By the time they leave our site, they no longer need to return to Google.

A Peek at Our Competition

Our main arena for competition is Google because the majority of tourists use it to find local information. We are supported by advertisers who want to reach those tourists, and they know Google reaches more of them than any other advertising medium. On the flip side, people use Google because it reaches far more information sources than any other type of research. On Google, it's easier to find than to be found.

Millions of Competitors

A search engine is a program that scans every web page on the internet and creates a database of words that it finds. The scan process is called a "crawl;" Google crawls the internet continuously. When internet users enter a term (word or group of words) into the search engine, it produces a list of web pages that included that term on its last crawl. Of course, that list can include millions of pages, depending on the term. Notice when you perform a Google search, it shows how many sites it can list for you.

When you search "st. augustine florida," you will have 14,600,000 web pages to choose from. That means we technically have over fourteen million competitors. We need **augustine.com** to appear where seekers can see us before they give up on the list—certainly the first page (there are 10 listings per page).

Top 5 Competitors

When Jodi first searched common tourism terms for St. Augustine, our website did not appear on Google's first three pages (in the top 30). Not many searchers keep looking further than that. This explains why only 8% of our September visitors came from search engines. In each case, Google considered at least 30 other websites more relevant than ours for those search terms.

More specifically, we are competing with other websites local businesses may spend their advertising dollars on. By searching common tourism terms, Jodi compiled this list of our top competitors for local online advertising dollars:

1. oldcity.com
2. staugustine.com
3. getaway4florida.com
4. staugustinelinks.com
5. staugustineinns.com

Following are snapshots of what these competitors look like. Notice the advertisers who are spending money with them, when they could be spending it with the *superior* **augustine.com**.

Parade of Competing Websites

OldCity.com is where Jodi sold advertising based on their excellent Google ranking. They've been selling local online advertising much longer than we have. As of September, they had over 600 websites linking to them, including websites they built themselves.

StAugustine.com is the online version of the local newspaper, *The St. Augustine Record*. If internet users type "St Augustine.com" into their browser address bar without the period, this is the site the land on. If they type "St. Augustine.com" with the period, they land on our site. But if they *Google* "St. Augustine," this site is always near the top of the search results, because Google ignores punctuation.

Getaway4Florida.com is the official website of the *St. Augustine, Ponte Vedra, & The Beaches Visitors and Convention Bureau*. Their Communications Director, Jay Humphreys, does contract writing for Henry, including the main History narrative on our website. Jodi says this site is "coming on strong" because of their aggressive SEO methods.

staugustinelinks.com
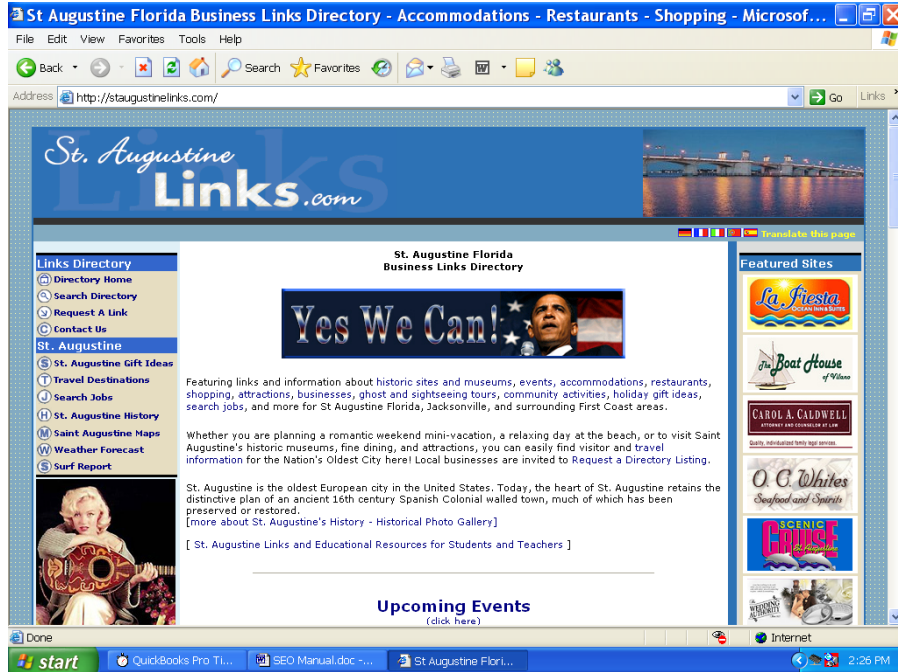
staugustineinns.com
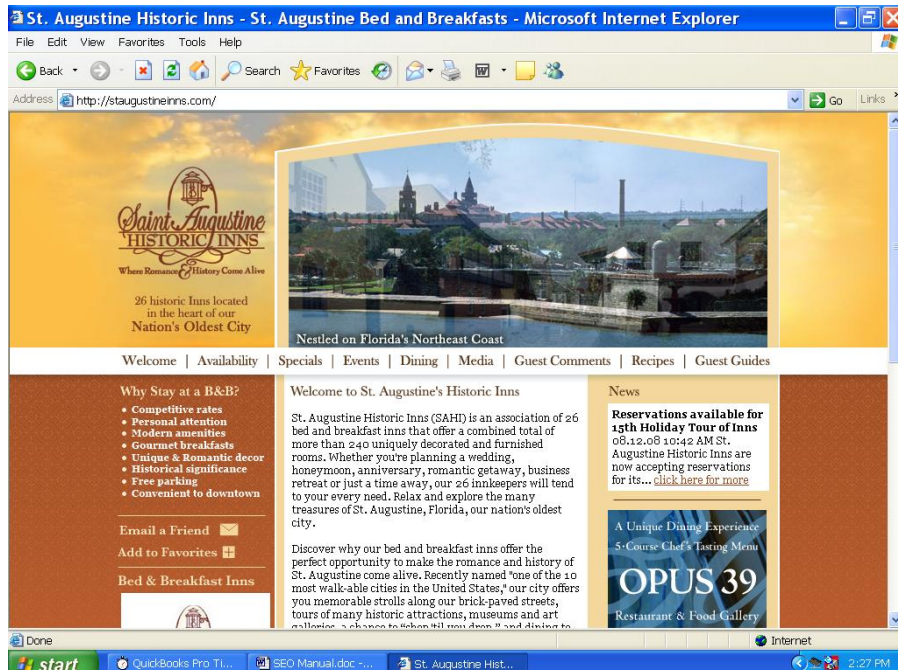
Google Position

augustine.com has more to offer a tourist than any of those competing websites. A few advertisers already chose us based our quality alone (i.e. Carriage Way and St. Francis Inn). Others, however, want to put their advertising dollars where they see impressive visitor statistics.

Jodi produced the following report to show us how we compare when people search for information on St. Augustine. For eleven different tourism terms, she listed ours and our competitors' placement in Google's search results. Two consecutive weeks are shown, so you can see how positions can fluctuate. This information comes from Jodi's file googlecompetitive100608.doc.

Google Competitive Position Report

Search Term & Resulting Listings	10-6-08	9-30-08
St Augustine		
oldcity.com	5	6
staugustine.com	2	2
augustine.com	>30	NA
getaway4florida.com	9	NA
staugustinelinks.com	>30	NA
staugustineinns.com	>30	NA
St Augustine dining		
oldcity.com	4	4
staugustine.com	16	14
augustine.com	30	29
getaway4florida.com	>30	NA
staugustinelinks.com	9	NA
staugustineinns.com	>30	NA
St Augustine accomodations		
oldcity.com	5	6
staugustine.com	>30	NA
augustine.com	>30	NA
getaway4florida.com	>30	NA
staugustinelinks.com	21	NA
staugustineinns.com	>30	NA
St Augustine hotels		
oldcity.com	18	17
staugustine.com	>30	NA
augustine.com	>30	NA
getaway4florida.com	>30	NA
staugustinelinks.com	>30	NA
staugustineinns.com	>30	NA
St Augustine motels		
oldcity.com	4	4
staugustine.com	18	19
augustine.com	>30	NA
getaway4florida.com	>30	NA
staugustinelinks.com	>30	NA
staugustineinns.com	>30	NA

St Augustine beachfront hotels		
oldcity.com	16	14
staugustine.com	28	26
augustine.com	>30	NA
getaway4florida.com	>30	NA
staugustinelinks.com	>30	NA
staugustineinns.com	>30	NA

Search Term & Resulting Listings	10-6-08	9-30-08
St Augustine events		
oldcity.com	4	6
staugustine.com	1	1
augustine.com	21	17
getaway4florida.com	6	NA
staugustinelinks.com	8	NA
staugustineinns.com	>30	NA
St Augustine restaurants		
oldcity.com	7	15
staugustine.com	15	16
augustine.com	30	31
getaway4florida.com	>30	NA
staugustinelinks.com	6	NA
staugustineinns.com	>30	NA
St Augustine bed breakfast		
oldcity.com	14	13
staugustine.com	>30	NA
augustine.com	>30	NA
getaway4florida.com	>30	NA
staugustinelinks.com	>30	NA
staugustineinns.com	1	NA
St Augustine attractions		
oldcity.com	4	4
staugustine.com	26	27
augustine.com	>30	NA
getaway4florida.com	>30	NA
staugustinelinks.com	>30	NA

Staugustineinns.com	>30	NA
St Augustine weddings		
oldcity.com	5	6
staugustine.com	2	2
augustine.com	>30	NA
getaway4florida.com	8	NA
staugustinelinks.com	>30	NA
Staugustineinns.com	>30	NA

Attracting Visitors by Keywords

When internet users search for something with a search engine, they enter a word or phrase they think best describes what they're looking for. In SEO, that word or phrase is called a "key word," "key term," or "search term." If the search engine found that term on our web page on its last crawl, **augustine.com** will be in the search results. In September, Amy searched "ponce de leon," and Google placed **augustine.com** first in the results list.

Identify Key Search Terms

However, tourists do not tend to search "ponce de leon." They tend to search travel-related words. To reach the highest number of tourists, we must find out what tourism terms are searched the most, and include them on our web pages. We can see what terms are searched most with Google's Keyword Tool at https://adwords.google.com/select/KeywordToolExternal. Here is Google's count of searches that included "St Augustine" over the previous twelve months.

Keywords	Approx Avg Search Volume ⓘ
Keywords related to term(s) entered - sorted by relevance	
saint augustine	550,000
st augustine	1,220,000
st augustine fl	201,000
st augustine florida	201,000
st augustine fla	6,600
st augustine beach	49,500
st augustine fort	3,600

Jodi used a program called *Wordtracker* to take a closer look at these search terms. Wordtracker gave her an elaborate Competitive Analysis of Keywords, which is reproduced on the following two pages. The list is so huge it's hard to use all the terms. Therefore, it gives us other important numbers to help us choose our keywords wisely:

Explanations of Competitive Analysis of Keywords
o *# of Times Searched* is a count of how many times in one day someone in the world searched that keyword using any of the three major search engines. It is our daily opportunity to be found for each term.
o *Predict* is Wordtracker's estimate of how many searches you will get each day if you are listed in the top for these particular terms.
o *# of Sites Found* shows how many web pages Google, MSN, and Yahoo had in their respective databases that contain that keyword. Those are the pages each search engine will list for the searcher along with us— our competition. Note that Google has a much larger database than the other two.

- o *KEI* compares the number of times a term is searched per day across those engines to the number of web pages that include that term. In effect, the KEI shows the odds we have of being at or near the top of the list for a particular search term. For example, our highest chance of being a top search result on Google is for the term "st augustine florida burial at sea," because 36 searches were performed, at a time when only five web pages included that phrase.

Competitive Analysis of Keywords

Keyword Searched	# of Times Searched	Predict	# of Sites Found By Google	Google KEI	# of Sites Found By MSN	MSN KEI	# of Sites Found By Yahoo	Yahoo KEI
st augustine florida	255	311	776000	0.0838	531000	0.122	2270000	0.0286
st augustine	243	296	9350000	0.00632	7350000	0.00803	29800000	0.00198
yellow pages st augustine florida	101	123	279	36.56	42	242.9	77	132.5
st augustine fl	80	97	1190000	0.00538	870000	0.00736	4370000	0.00146
st augustine record	40	48	105000	0.0152	260000	0.00615	1830000	0.000874
st augustine hotels	36	43	84600	0.0153	82300	0.0157	401000	0.00323
st augustine florida burial at sea	36	43	5	259.2	0		1	1296
st augustine newspaper	31	37	784	1.226	738	1.302	11200	0.0858
augustine chamber commerce florida st	28	34	144	5.444			31	25.29
st augustine outlet mall	26	31	2550	0.265	1200	0.563	8990	0.0752
st augustine beach	26	31	303000	0.00223	230000	0.00294	1720000	0.000393
st augustine lighthouse	22	26	60800	0.00796	51000	0.00949	393000	0.00123
st augustine beach & tennis resort	21	25	680	0.649	215	2.051	1120	0.394
st augustine ghost tour	20	24	248	1.613	476	0.84	664	0.602
ghost tour of st augustine fl	20	24	3	133.3	11	36.36	40	10
st augustine school of nursing	19	23	1880	0.192	1490	0.242	11200	0.0322
st augustine history	18	21	1150	0.282	10700	0.0303	26300	0.0123
st augustine bed and breakfast	18	21	5370	0.0603	8680	0.0373	21700	0.0149
st augustine beach & tennis club	17	20	249	1.161	153	1.889	207	1.396
st augustine amphitheatre	16	19	20500	0.0125	37400	0.00684	148000	0.00173
st augustine beach florida	16	19	19600	0.0131	14400	0.0178	68200	0.00375
st augustine alligator farm	16	19	48000	0.00533	22600	0.0113	255000	0.001
ghost tour in st augustine	15	18	177	1.271	153	1.471	446	0.504
st augustine florida chamber of commerce	14	17	6	32.67	73	2.685	130	1.508
st augustine b&b	14	17	680	0.288	516	0.38	3160	0.062
st augustine amphitheater	14	17	2430	0.0807	4140	0.0473	15900	0.0123
st augustine real estate	12	14	35800	0.00402	29300	0.00491	171000	0.000842

Keyword Searched	# of Times Searched	Predict	# of Sites Found By Google	Google KEI	# of Sites Found By MSN	MSN KEI	# of Sites Found By Yahoo	Yahoo KEI
st augustine vacation rentals	10	12	4890	0.0204	4060	0.0246	20900	0.00478
st augustine restaurants	10	12	17500	0.00571	8410	0.0119	35000	0.00286
st augustine college	10	12	47100	0.00212	462000	0.000216	437000	0.000229
st augustine home rentals	10	12	1190	0.084	62	1.613	5290	0.0189
st augustine florida businesses	10	12	6	16.67	12	8.333	51	1.961
st augustine fl hotels	9	10	7620	0.0106	12900	0.00628	35700	0.00227
st augustine beach rentals	9	10	4170	0.0194	442	0.183	1390	0.0583
haunted houses in st augustine	9	10	9	9	11	7.364	48	1.688
st augustine fl vacation rental agency	8	9	183	0.35			44	1.455
st augustine fl news	8	9	1010	0.0634	46	1.391	338	0.189
st augustine & fountain of youth	8	9	5	12.8	215	0.298	502	0.127
golf st augustine	8	9	2770	0.0231	965	0.0663	1540	0.0416
hotels in st augustine fl	8	9	2070	0.0309	647	0.0989	14100	0.00454
st augustine fl general contractor	7	8	0				0	
st augustine fishing	7	8	2900	0.0169	1400	0.035	10200	0.0048
st augustine hotel	7	8	20200	0.00243	12200	0.00402	140000	0.00035
st augustine track bahamas	7	8	1	49	0		0	
st augustine events	7	8	3210	0.0153	738	0.0664	17300	0.00283
bed and breakfast st augustine fl	7	8	1080	0.0454	522	0.0939	760	0.0645
st augustine beach vacation rentals	7	8	5650	0.00867	726	0.0675	10100	0.00485
bed and breakfast in st augustine	7	8	1620	0.0302	885	0.0554	8210	0.00597
bed and breakfast and st augustine	7	8	2	24.5			9	5.444
st augustine ampitheatre	7	8	212	0.231	2690000	0.0000182	664	0.0738
st augustine attractions	7	8	3440	0.0142	4350	0.0113	16900	0.0029
st augustine campgrounds	6	7	347	0.104	107	0.336	168	0.214
st augustine art association	6	7	1630	0.0221	3580	0.0101	15900	0.00226
flagler college st augustine	6	7	9520	0.00378	26700	0.00135	22900	0.00157
st augustine ampitheater	6	7	393	0.0916	3060000	0.0000118	339	0.106

Keyword Variations

Not only do people search many different aspects of St. Augustine, they do so in many different ways. A single search term can vary in word choice, spelling, capitalization, punctuation, and abbreviation.

For example, Jodi identified the following ways people searched "St. Augustine."

Variations of Keyword: "St Augustine"

Keyword Variations	Searches
st Augustine	164
ST Augustine Florida	125
st augustine florida	113
st augustine fl	53
St Augustine	44
St Augustine FL	15
st augustine beach	10
ST AUGUSTINE FLORIDA	7
st augistine fl	6
St Augustine	6

According to this chart, on a day in September, 658 people are expected to search "St. Augustine" in some way. Luckily, we don't have to match every variation. Google disregards little distractions like…

cApitalizatiOn

Punc.tuation

"and" and "&"

…which leaves us with only spellllling vareeations to worry about. The Architecture section of this manual shows a way we can plant misspelled words (like "augistine") on our pages in order to catch grammatically challenged searchers.

Keywords for St. Augustine Tourism

The Google snapshot below shows the most common terms people searched that include "St. Augustine." However, not all of those terms concern our advertisers. Jodi consolidated her Competitive Analysis of Keywords into the 13 main categories to the right. These are the most frequently searched terms of interest to our advertisers and visitors.

st augustine	
st augustine florida	14,800,000 results
st augustine record	329,000 results
st augustine amphitheater	101,000 results
st augustine hotels	420,000 results
st augustine college	386,000 results
st augustine grass	250,000 results
st augustine outlet mall	57,300 results
st augustine lighthouse	142,000 results
st augustine high school	376,000 results
st augustine bed and breakfast	306,000 results
	close

1. st augustine florida
2. st augustine hotels
3. st augustine history
4. st augustine attractions
5. st augustine restaurants
6. st augustine real estate
7. st augustine vacation
8. st augustine beach
9. st augustine businesses
10. st augustine events
11. st augustine fishing
12. st augustine golf
13. st augustine weather

Keywords for the Home Page

Jodi went though her keyword lists and found terms that can logically be included on **augustine.com**'s home page. Here is her recommended text, with keywords highlighted in red. The repetition of the term "St Augustine Florida" shows how wording that looks attractive to Google doesn't necessarily look attractive to intelligent visitors.

St. Augustine Florida history books, text, images, tours and an interactive timeline. Discover over 400 years of Florida history resources.

- History of St. Augustine
- Timeline of Events
- Historical Books
- Virtual Tours
- Black History

Vacation in the Nation's Oldest City! St Augustine Florida is today's best family value vacation with history and fun for the whole family! Find hotels, bed and breakfasts, restaurants, attractions, golf, tours and beaches!

- Attractions
- Accommodations
- Restaurants
- Tour Services
- Recreation

St. Augustine Florida hosts a diverse cultural environment with near perfect weather year round. Find local spots of interest through an Interactive Map and browse all of the great restaurants in the St Augustine dining guide and things to do in our Calendar of Events.

- Calendar of Events
- Restaurants
- Interactive Map
- Local Weather

St. Augustine 3-D Tour of the Castillo de San Marcos

View our 3D video tour of the historic St. Augustine FL fort, the Castillo de San Marcos.

The Unity3D engine allows you to explore the Fort at your own pace, move through the Castillo like the ancient Spanish soldiers and explore any or all of the rooms. Learn more about the history of this fort during wars in St. Augustine by browsing our history section.
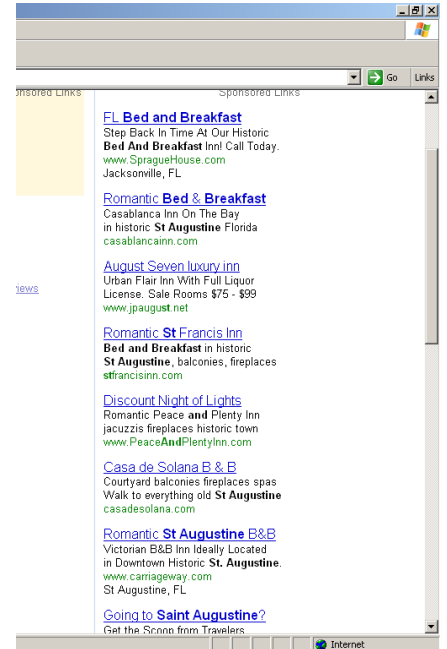
Fasten your seatbelts and enjoy the virtual 3D tour of the fort to explore the most realistic video tour of the historic Castillo de San Marcos at St. Augustine Florida.

The Value of Keywords

Our 2nd tier pages are narrowed down to more specific things a visitor is looking for. These are the pages local merchants are most likely to buy ads on.

Many advertisers already understand search engines and key words. In fact, some of our potential customers were buying keyword ads from Google when this book was written. To the right are the ads next to Google's search results for the term "St. Augustine Bed and Breakfast." Two of them, Casablanca and St. Francis Inn, are spending money to appear on Google *and* **augustine.com**.

How much is it worth to them? Google Ads are like a guaranteed auction—the higher your bid, the higher your exposure. You can pay per click on your ad (CPC), or you can pay per view of your ad (like print advertising). Below are the average prices people were paying as they jockeyed for Google ad positions in September.

Keywords	Estimated Ad Position ⑦	Estimated Avg. CPC ⑦	Approx Search Volume ⑦
Keywords related to term(s) entered - sorted by relevance ⑦			
st augustine bed and breakfasts	1 - 3	$1.57	1,600
		Download all keywords: text, .csv (	
Additional keywords to consider - sorted by relevance ⑦			
bed and breakfast saint augustine	1 - 3	$1.29	4,400
st augustine bed and breakfast	1 - 3	$1.75	9,900
bed & breakfast	1 - 3	$0.90	450,000
inns	1 - 3	$2.12	823,000
bed & breakfasts	1 - 3	$1.50	165,000
fl b&b	1 - 3	$1.26	1,900

This is exactly what we sell. *How many times will my ad be seen by people looking for what I sell?* If advertisers knew they could get the same visibility from **augustine.com**, they'd spend their marketing budget on us.

Parade of Keywords

While our Home page uses general tourism terms, our more targeted pages require more targeted keywords. Following are Jodi's recommended keywords for each major section of our website.

1. st augustine hotels
2. st augustine fl hotels
3. hotels in st augustine fl
4. hotels in st augustine
5. hotels in st augustine florida
6. st augustine beach hotels
7. hotels motels in st augustine fl
8. st augustine hotels best western
9. hotels st augustine
10. st augustine hotels historic district
11. st augustine ocean front hotels
12. st augustine flordia hotels
13. oceanfront hotels in st augustine beach fl
14. hotels on st augustine beach
15. hotels or motels in st augustine
16. discounts on st augustine hotels

Accommodations-Related Keywords

1. accomodations
2. lodging
3. villas
4. oceanfront
5. bayfront
6. waterfront
7. bed breakfast
8. b& b
9. suites
10. honeymoon
11. historical
12. haunted
13. luxury
14. inn
15. romantic
16. family
17. hostel
18. small
19. boutique
20. rooms
21. visit
22. stay
23. guests

St. Augustine Vacation
■ Have a fun family vacation in historic St. Augustine.

Major Vacation Keywords

st augustine vacation rentals
st augustine fl vacation rental agency
vacation rental by the day in st augustine fl
st augustine beach vacation rentals
vacation rental homes in st augustine fl
st augustine vacation packages
st augustine florida vacation
st augustine florida vacation rental
vacation rentals st augustine florida
st augustine florida vacation house rental

vacation package st augustine florida
st augustine vacation rental
vacation villas in st augustine florida by the beach
vacation villas st augustine
vacation rentals in st augustine beach fl
st augustine beach fl vacation rentals
rental vacation home st augustine
st augustine florida vacation for kids
vacation condos for rent in st augustine fla

Vacation-Related Keywords
(to use sporadically throughout content)

st augustine vacation
lodging
hotels
accommodations
Florida
St. Augustine
villas
vacation
condos
beachfront
lodgings
pool
vacation rentals
condo
condominiums
florida
houses
travel
resorts
apartments
attractions
cabins
map
St. Augustine tourism
rent
beach
St Augustine Vacation Condo
reviews
house
tennis
condo rental
St. Augustine vacation rentals
Florida vacation rentals
advice
condominium
cheap
house rental
Florida Vacation Condominium

vacation home
fun
St Augustine vacation homes
homes
restaurants
FL
rooms
popular
chalets
St Augustine vacation rentals
inns

Augustine
st augustine beach rentals
cottages
World
oceanfront
vacations
vacation rentals in St Augustine
vacation homes
holiday
beach rental
St Augustine hotels
ocean
surf
augustine
st. augustine lodging
enjoyable
secluded
St Augustine Florida vacation rentals
St Augustine vacation rental
townhome
townhouse
St Augustine Florida FL
home
monthly
private

St Augustine apartments
St Augustine holiday rentals
St Augustine homes
St Augustine houses
St Augustine fl vacation condos
weekly
saint Augustine vacation rentals
St Augustine bed and breakfast
St Augustine condos
accommodations in St Augustine
St Augustine villas
St Augustine cabins
St Augustine lodging
St Augustine rentals
St Augustine resorts
St Augustine discount hotels
Orlando
vacation cabins
vacation chalets and vacation
holiday homes
palm
coast
St Augustine
St Augustine florida vacation rentals
vacation cottages
vacation condos

st augustine florida
flagler
rentals
st.
St Augustine family vacation
vacation villas
St Augustine vacation home rentals

more...

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vacation rentals St Augustine
by+owner
nice
saint
St Augustine vacation
tourism
St Augustine inns
catering
vilano
vacation rentals St Augustine florida
St Augustine vacation condos
waterfront
owner
self
hot-tub
St. Augustine Florida vacation rentals
Florida Oceanfront Condominium
St Augustine Oceanfront Condo
Florida Beach Condominium
Oceanfront Vacation Home
St. Augustine Beach Oceanfront Vacation Rental
St Augustine Beach Condo
Beach Vacation Rental
st Augustine ocean front rentals
St Augustine house rental
St Augustine oceanfront rentals
Colony Reef Club Ocean View Condominiums
Beach Vacation Home
Sunstate Vacation Travel Agency
Vacation Rentals
Rentals
boardwalk
properties
tennis courts
racquetball
st augustine florida rental
fitness room
oceanview
balcony
Disney
Vacation
family

Studios
St.
Universal
business for sale
United
parks
USA
biking
bed
st augustine vacation rental
golfing
theme
and
st augustine fl
rental
saint augustine fl
st augustine vacation rentals
breakfasts

lodging st augustine beach florida
st augustine florida vacation rental
st augustine beach vacation rentals
St. Augustine rental properties
st augustine rentals
St. Augustine vacation homes
St. Augustine Florida FL
States
Jacksonville
vacation rental st augustine fl
St. Augustine Area
st augustine florida travel
rentals on st augustine beach
condominiums st augustine beach florida
st augustine beach condo
St. Augustine Area Vacation Rentals
rentals in st augustine florida
st
Siesta Key beachfront vacation rentals
Englewood FL
Englewood FLA
Englewood Beach Florida
dog friendly
cat friendly
Englewood Florida Pet Friendly
Florida homes
St. Augustine Florida timeshare rentals
beach house st augustine beach fl
condo rental st augustine beach florida
vacation in st augustine beach florida
St. Augustine vacations
deals

visitors guide
homes to rent
lets
apartment search
Attraction Tickets
Complete Vacation Packages
Lodging
Hotels
planning
pet friendly
holidays
Palm Coast Florida
Flagler Florida
pictures
information
sarasota timeshare resales
rental let
florida timeshare rentals
time-shares
St Augustine timeshare resales
Ocean Hammock Resort rentals
villa
florida timeshare resales
ratings
airport

weather
things to do
tours
St Augustine Beach Vacation Homes
Palm Coast vacation rentals
Englewood Florida rentals holiday
villas
rental cottages
rental vacations
holiday cottages
Englewood Florida rental villas
apartment guide

apartments for rent
travel packages
travel package
maps
discount
golf
airfare
St Augustine beachfront vacation rentals
Cunnigham property management
vacation packages
St Augustine getaways
ski
st. augustine
florida timeshare sales
inn
reservations
fl
beaches
northeast
guidebook
bed and breakfast
plan
articles
review
hotel
motel
st augustine florida vacation
vacation package
city of St. Augustine
getaway
St. Augustine rental
beach property
St. Augustine Holiday Rentals
St. Augustine Cabins
Rental
St Augustine Florida vacations
Getaway
rental homes
townhouses for rent
condos for rent
duplexes
townhomes for rent
apartment rentals
St. Augustine Lodging
retreats
houses for rent
home rentals

Restaurants
■ Find your favorite seafood, steak or any other genre.

Home > Vacation > Restaurants

Keywords for St Augustine Restaurants

1. st augustine restaurants
2. restuarants st augustine florida
3. st augustine fl restaurants
4. restaurants st augustine beach
5. restaurants in st augustine florida
6. st augustine restaurant guide
7. restaurants in st augustine fl
8. st augustine fl restaurants
9. oasis restaurant st augustine
10. best restaurants in st augustine fl
11. conch house restaurant st augustine
12. genre restaurant st augustine
13. restaurant in st augustine beach fl
14. seafood
15. pasta
16. steak
17. italian
18. greek
19. pizza
20. chinese
21. french
22. german
23. irish
24. mexican
25. hamburger
26. brewery
27. BBQ
28. menus
29. dining/dine
30. cuisine
31. dinner
32. ratings
33. reservations
34. bars
35. banquet
36. party
37. dining guide
38. discounts
39. reviews
40. groups
41. rooms
42. downtown
43. business lunches
44. live music
45. where to eat
46. vegetarian
47. cocktails
48. deliver
49. carryout
50. fine dining
51. gourmet
52. happy hour
53. catering
54. buffet
55. bar grill
56. beach bars
57. cafes
58. wineries

St. Augustine History
■ Discover America's oldest city and its history

Keywords for St Augustine History

1. st augustine history
2. st augustine historical
3. st augustine historical area
4. st augustine historical district
5. florida history
6. spanish history
7. american history
8. st augustine historical society
9. books
10. maps
11. ghost history
12. history of pirates
13. scary history of st augustine
14. flagler
15. sailing history
16. boats
17. news
18. religion
19. archaeology
20. geneology
21. timeline
22. ancient
23. historical books
24. haunted
25. church
26. black history
27. maritime
28. matanzas
29. lighthouse
30. light station
31. reference
32. museum
33. discovery
34. ponce de leon
35. Don Pedro Menendez de Aviles
36. Henry Flagler
37. oldest
38. first

Keywords for St Augustine Recreation

golf	golf apparel	mini golf	Players
golf vacations	fishing lakes	golf equipment	Championship
fishing	golf package	golf club reviews	PGA tournament
golf accessories	boating	golf courses	outdoor recreatioin
recreation	camping gear	fishing tips	outdoor recreation
camping	golf swing	boating accessory	fishing resort
Anastasia State Park	camping equipment	fishing boats	RV camping
campground	camping tents	history of golf	beachfront camping
camping	golf tournaments	beach	RV park
golf bags	fly fishing	boat rentals	recreation facility
golf clubs	camping supplies	golf holidays	Sawgrass
golf balls	golf gift	fishing charters	tee times
golf cages	golf shoes	marina	championship golf
camping world	boating accesories	coastal fishing	
golf review	golf instruction	Wold Golf Village	
us open golf	fishing tackle	Ponte Vedra	

Keywords for St Augustine Real Estate

real estate	property
real estate property listings	home
realestate	cheap homes
real estate agent	house for lease
real estate investing	house
real estate companies	home warranty
real estate listings	home construction
real estate investment	estate agents & property buyers
florida real estate	real estate property listings
commercial real estate	homes for sale by owner
real estate agents	homes for sale in florida
century 21 real estate	homes for sale
real estate florida	home financing
coldwell banker real estate	houses
remax real estate	value of homes
	houses for rent
	mobile homes

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Attracting Google by Site Architecture - Activity

10-6-08	Jodi completed To-Do – RE: KEYWORD ANALYSIS. Give feedback and meta tag information including keywords, and description.
10-8-08	Jodi completed To-Do - RE: FILE NAMING ANALYSIS. Review file names on website
10-8-08	Jodi uploaded file: index2.doc. Meta tag recommendations for Home page
10-9-08	Jodi uploaded file: vacationcontentonly.doc. Verbiage for Vacation page, modified for keyword density
10-10-08	Mark posted message - RE: HOME PAGE. The index page has been optimized, please have a look. I trimmed some of the text but tried to keep relavent keywords.
10-12-08	Jodi uploaded file: homeupdated.doc. Text for home page, including title meta tag and variations of major keywords.
10-12-08	Jodi uploaded vacation.doc. Changes to Vacation page - metas and code changes
10-13-08	Amy commented – RE: HOME PAGE. :)
10-13-08	Jodi commented – RE: HOMEPAGE. Made just a few minor changes, posted in docs (homeupdated)
10-13-08	Jodi completed To-Do: FILE NAMING ANALYSIS. Starting with home page "tree out" starting with vacation section, evaluate page names, and assess as necessary.
10-21-08	Mark commented - RE: OPTIMIZATION INTEGRATION. I have partially optimized the vacation page, I haven't done restaurants or Tour Services yet. I didn't notice any meta tags (keywords,description, etc) in the document.. could you give me some direction? Thanks!
10-21-08	Jodi commented - RE: OPTIMIZATION INTEGRATION. There is a document titled "vacation.doc" posted on Sunday, 12 October 2008 that has the meta tags.
10-29-08	Mark commented - RE: OPTIMIZATION INTEGRATION - Weather page: I have modified the basic text on the page, but I'm researching what projects you mentioned like crownweather.com use. I have found the resource but am trying to find a more intuitive way to utliize it. NOAA (the service used) doesn't however have any moon phase information, tidal information, or etc. They do track serious weather advisories though.
10-30-08	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. A couple of things to change real quick! 1.) Change title on index page to read: St. Augustine Florida Official Guide by Augustine.com 2.) Change link in bottom nav (augustine.com) to read St. Augustine Florida (linking to augustine.com)
10-30-08	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. Accommodations page

Attracting Google by Site Architecture

According to Jodi's Competitive Analysis of Keywords, over nine million web pages contain the term "St. Augustine." If we simply include that term on our homepage, we will be one of millions in a list for the searcher to choose from. If we repeat it over and over on our page, we're likely to appear sooner in that list. However, we also risk looking shady to visitors as well as Google, like business names that begin with two or three "A's" to place first in the phone book. Behind a web page, however, there are plenty of hidden nooks and crannies that can hold keywords.

Source Code

Take for example this sliver of our home page. You might think it contains six places to put keywords:

BUT, the visible text on a web page is only a fraction of what it really contains. Search engines read the entire underlying HTML code, also known as the "source code." You can see the source code for a web page by right-clicking on it and selecting View Source. Here is that same sliver of our home page through Google's eyes:

In the above source code alone, there is room for 100 to 200 keywords. Anywhere a staff member can choose their own terminology is an opportunity for search engine magnets. How many places can you count? Even an SEO novice can see which words are code jargon, and which ones are company choices.

Keyword Density & Prominence

In that browser-visible sliver of our home page, you can see the first opportunity we have to over-SEO. We could put the prime keyword of "St. Augustine" on each of the five tabs, so they look like this:

[Home Page Dummy graphic]

Luckily, this company has more class than to sacrifice beauty for business. We only added "St. Augustine" to the Map tab, because the whole Googling world should be offered the chance to play on our Interactive Map.

<mark>Get explanations of Keyword Density Analyzer. Also get a copy of it so we can use it on our pages from here on out.
"Content" is browser-visible. Keyword prominence is based on headers, location in doc, etc.
Closer to the Top?</mark>

According to Jodi, Google detects pointless repetition by calculating the keyword density—the proportion of keyword repetitions to the total words on a web page. She suggested the following guidelines for our keyword density:

A keyword prominence of at least 57% is suggested for the Body Text area.
A total frequency from 6 to 46 is suggested for the page as a whole.
A total word count from 515 to 949 is suggested for the page as a whole.

Using the above guidelines, Jodi counted the occurrences of keyword "St Augustine" on **augustine.com**'s home page. She found the term 25 times in a page of 272 words, netting a keyword density of 20%.

Jodi analyzed this code and found the following density of keyword "St. Augustine." These numbers are on a grading curve based on our competitors. Study Google's algorithm

> Current content=
> **292 total words** in the file.
>
> ***st augustine*** *found 2 time(s) in 15 Title words (Density: 26.67%) [don't repeat more than once]*
> ***st augustine*** *found 1 time(s) in 8 Meta Description words (Density: 25.00%)[don't repeat more than once]*
> ***st augustine*** *found 2 time(s) in 10 Meta Keywords words (Density: 40.00%)[don't repeat more than once]*
> ***st augustine*** *found 1 time(s) in 12 Heading(s) words (Density: 16.67%)[the higher level of header, the more weight/prominence Google gives it]*
> ***st augustine*** *found 1 time(s) in 26 Alt tag(s) words (Density: 7.69%[repeat as much as possible])*
> ***st augustine*** *found 2 time(s) in 96 Linktext words (Density: 4.17%)[repeat as much as possible]*
> ***st augustine*** *NOT found in Bold text (0 words)*
>
> There are 272 word(s) in the entire page
> Frequency for the page = 25
> Weighted Keyword Density for the page= 20.24%

In order to reach the optimum keyword density, Mark and Jodi added visible text to **augustine.com**'s main pages, and included a higher proportion of keywords in both the visible text and the underlying source code. Following are the portions of source code that can include valuable keywords:

Page Title

One of the first codes on a web page is its title. This shows up in the blue bar at the top of the window . Ours reads "St. Augustine Florida Official Guide by augustine.com – Microsoft Internet Explorer" The browser (in this case, Microsoft Internet Explorer) is getting that information from Mark's title code, which you can see in the 4th line of source code on page __.

Google uses a web page's title in two ways. It scans it along with the rest of the text to build its database of search terms. Then it displays the title in its search results as the clickable headline. Therefore, we want human searchers to be attracted to our page title. Here is a Google search results list when I searched our page title words. The title of our home page is in purple because I clicked on it before taking the picture.

 Jodi recommended including more key search terms in our page titles, to attract Google as well as searchers. Here is her suggestion for our home page title…

        <title>St. Augustine guide to Florida history, hotels, events, news, attractions, restaurants and business record - augustine.com FL</title>

…but Mark used "St. Augustine Florida Official Guide."
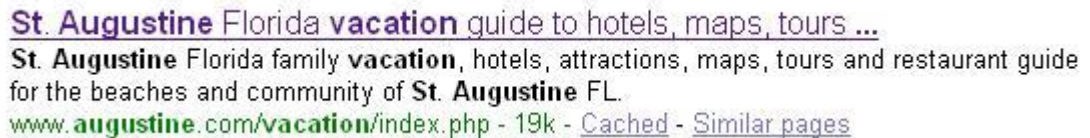
Meta Tags - Description

In that Google snapshot, the black text under our page title comes from a meta tag Mark applied to the page. Meta tags are HTML codes that describe a web page's content, but don't show up on the rendered page. Most search engines incorporate meta tags as part of their indexing formulas. Two types of meta tags on our web pages are critical for search engines:

- Description
- Keywords

Jodi recommended this text for our home page's Description meta tag:

> <meta name="**description**" content=" St. Augustine Florida history, hotels, events and restaurant guide for the beaches and lighthouse of St. Augustine FL." />

You can see from the clip above that Mark used Jodi's suggestion. As another example, this next screen shot shows how Google uses our page title and description to rank and display our page for the search term "St. Augustine Vacation." At this point, we were 34th in the list:

Not all search engines use the description meta tag in their search results. Some engines use whatever we put in our abstract meta tag. Some engines even make up their own description for our page.

Meta Tags - Keywords

A web page's Keyword meta tag is the mother lode for SEO. This meta tag is not displayed for a viewer. Therefore, it is a chance to catch search engine attention without having to arrange keywords logically. It can also include the common misspellings that people search. Here is Jodi's recommended Keyword meta tag for our home page:

> <meta name="**keywords**" content="st. augustine, florida history saint augustine, st. augistine, FL history fla travel hotels vacations accommodations resorts bed breakfast restaurants yellow pages business record oceanfront real estate burial at sea lighthouse beach attractions alligator farm fort Castillo de san marcos chamber of commerce ghost tours haunted ampitheatre amphitheater outlet mall businesses events guide dining tennis fishing golf weather newspaper school college" />

You can see the beginning of this tag in the source code view on page __.

Here are three more meta tags Jodi recommended we add because they're extra placeholders for keywords:

> <META NAME="abstract" CONTENT="St Augustine Florida official resource for Florida history, travel and events in St Augustine"> An added description for Google to figure in algorithm

> <META NAME="author" CONTENT="st augustine web design by Augustine Web Services - augustine.com">

> <META NAME="robots" CONTENT="FOLLOW,INDEX">

File and Directory Names

Much of the source code on a web page is the names of files and the directories they are stored in. These are another place to plant keywords where search engines will run across them. Jodi suggested we include the term "St. Augustine" as much as possible in directory names, file names and image names. For example, if you right-click on our logo and view its properties, you can see we changed the file name from "augustine.gif" to "staugustineflorida.gif."
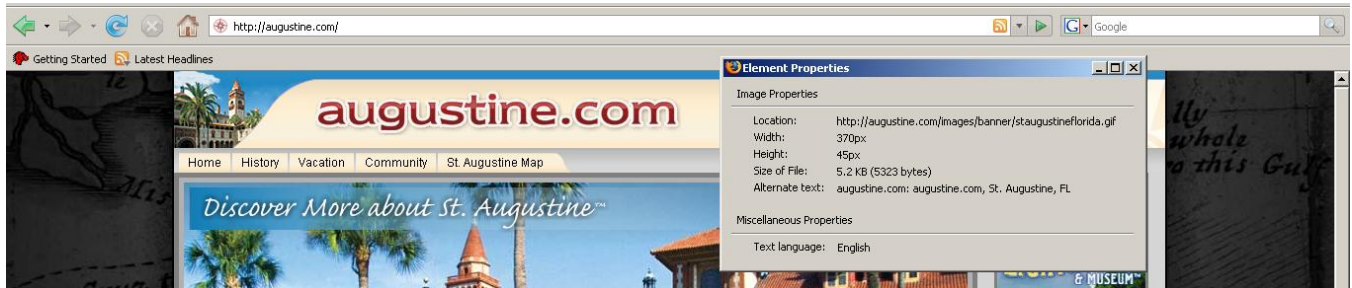
As of December 2008, there were _____ files and ____ directories on augustine.com, all of which are mentioned in the source code. That makes ____ potential keywords.

Image Alt Tags

Like the Keyword meta tag, Alt Tags can serve as mother lode keyword holders. Images on web pages often display some kind of text when you hold your mouse over them. That text is called Alt Text, and it is attached to the image with the HTML code "Alt Tag." You can put whatever text you want on an Alt Tag, but it will be visible to any viewer who moves their mouse over the image. The text can give a message to the viewer, or it can contain keywords to catch search engines.

For example, the B&B Alexander Homestead uses Alt tags to attract Google:

In comparison, the Alt Tags on our advertisers' graphics merely say "Advertisement."

We could plant targeted keywords on every advertisement, timeline graphic, etc. With the hundreds (and eventually thousands) of pictures on our web site, we have more keyword placeholders than we'll ever need.

Header Tags

Header tags are HTML codes that cause text to display in a larger font size. "<H1>" is the largest, "<H2>" is a size smaller, and so on. Search engines consider header tags useful clues to the relevance of keywords, especially when they're near the top of a document. Jodi recommended we place the following tags as near to the top of our Home page as possible:

        \<h1\>St Augustine Florida\</h1\>
        \<h2\>St. Augustine Florida history and travel information portal\</h2\>

Footer Text and Links

The text at the bottom of a web page often includes a set of links to other pages on the site. It makes it easy to move to another site page without having to scroll back to the navigation bar at the top of the page you're on. These links are detected in search engine crawls and add to a page's link popularity. Therefore, they can include the double SEO value of keyword text and external links. Here is the footer of our home page, with Jodi's suggested changes in red:

Vacation   History   Community   Interactive Map   Contact Us   RSS

St Augustine FL Weather | St Augustine Florida Vacation | St Augustine Historical Maps | St Augustine Calendar of Events

Stumble It!   Del.icio.us   Learn more about StumbleUpon and del.icio.us

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Attracting Google by Links

10-6-08	Jodi uploaded file: linkoverview.doc. Stout's recommendations to increase incoming links
10-13-08	Jodi created To-Do category: INCOMING LINKS DIRECTIVE. She added this message to it: Googlebot visited 48 pages of the site today. Googlebot 15783+48 97.60 MB 13 Oct 2008 - 00:01 It is very important we begin getting new incoming links so that they will place a value on those which are AS important as the content and code changes we are making. I am also attaching a sample Press Release for Amy to emulate for some upcoming events that we can get posted right awsay as listed on the Incoming Link Overview document.
10-13-08	Someone assigned To-Do for Amy: INCOMING LINKS DIRECTIVE. (3 hours) (Completed by 10-24-08)- Create Press Releases for Events, Submit to outside event calendars.
10-13-08	Jodi uploaded file: PR-eventexample.doc. It is a copy of a press release from www.NewsBlaze.com.
10-14-08	Jodi uploaded file: pontevedraPR.doc. It is a collection of announcements about St. Augustine, with links to the various businesses mentioned.
10-22-08	Mark posted message – RE: CLIENT LINK TEXT. Hey Jodi, I think we had discussed what should appear on clients' website(s) to link to augustine.com and augustinewebdesign.com in a simple sentance, but can't remember what document it is. Could you let me know the document or the appropriate phrase that would be the most SEO friendly? Thanks!
10-24-08	Jodi replied – RE: CLIENT LINK TEXT. Web Site Design by Augustine Web Services of St. Augustine FL (everything before "of" linking to augustinewebdesign) (st. augustine FL linking to augustine.com)
11-6-08	Amy completed To-Do – RE:INCOMING LINKS DIRECTIVE. (3 hours) (Completed by 10-31-08)- Sign up for Wikipedia editor to begin process of being able to add/edit content

Attracting Google by Links

When other websites include a link to **augustine.com**, it attracts humans as well as search engines. These links are alternately referred to as "outside links," "external links," and "incoming links." There are two ways links bring visitors to our site—referrals and search engine ranking.

Links Bring Us Referrals

When a visitor comes to our page by clicking on a link they found on someone else's page, that other website has referred someone to us. Webalizer keeps track of our referrals, like this:


We are able to characterize these visitors by where they clicked from. As you can see, most of our referrers are search engines. But if you click on the ones that are actual websites, you will see the pages people were browsing before they chose to visit us. This is helpful for our advertising customers to decide whether to target those people, and which of our pages to advertise on. Following are snapshots of some of our referrers:

# Parade of **augustine.com** Fans

University of Florida

University of Florida's Facilities Planning and Construction department has a web page dedicated to St. Augustine, which offers a link to our Interactive Map. AWStats recorded fifteen visits from this link in _____.
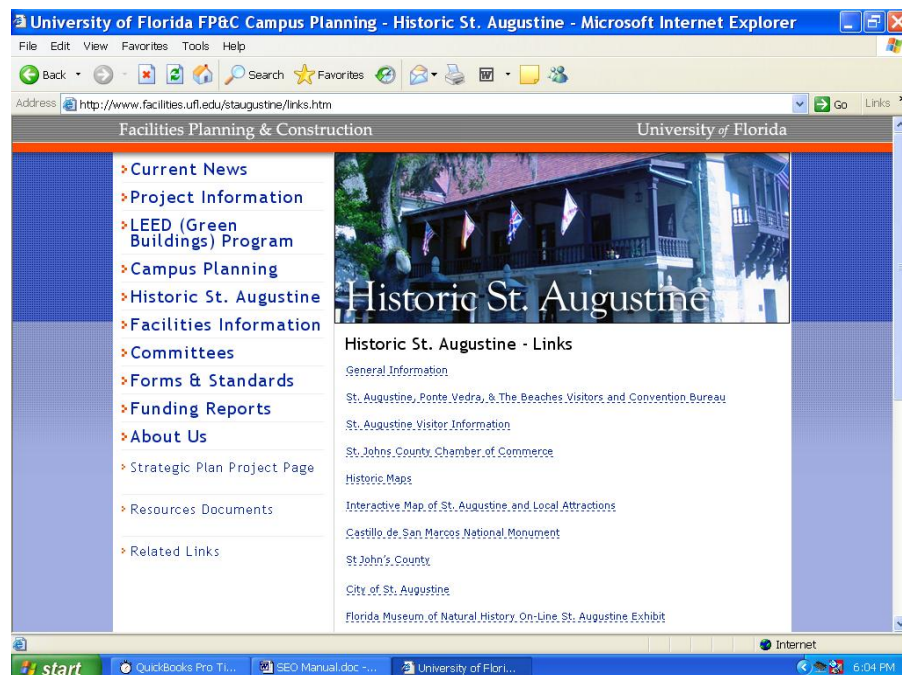
Wikipedia

Wikipedia is an online encyclopedia written for the people, by the people. Anyone can add text to Wikipedia articles, and anyone can remove the text you add. Mark added an **augustine.com** link to Wiki's article on the Castillo de San Marcos. It links to our Home page so people can enjoy our virtual tour of the fort. From May to December 8, 2008, this link brought 357 visitors to our site.
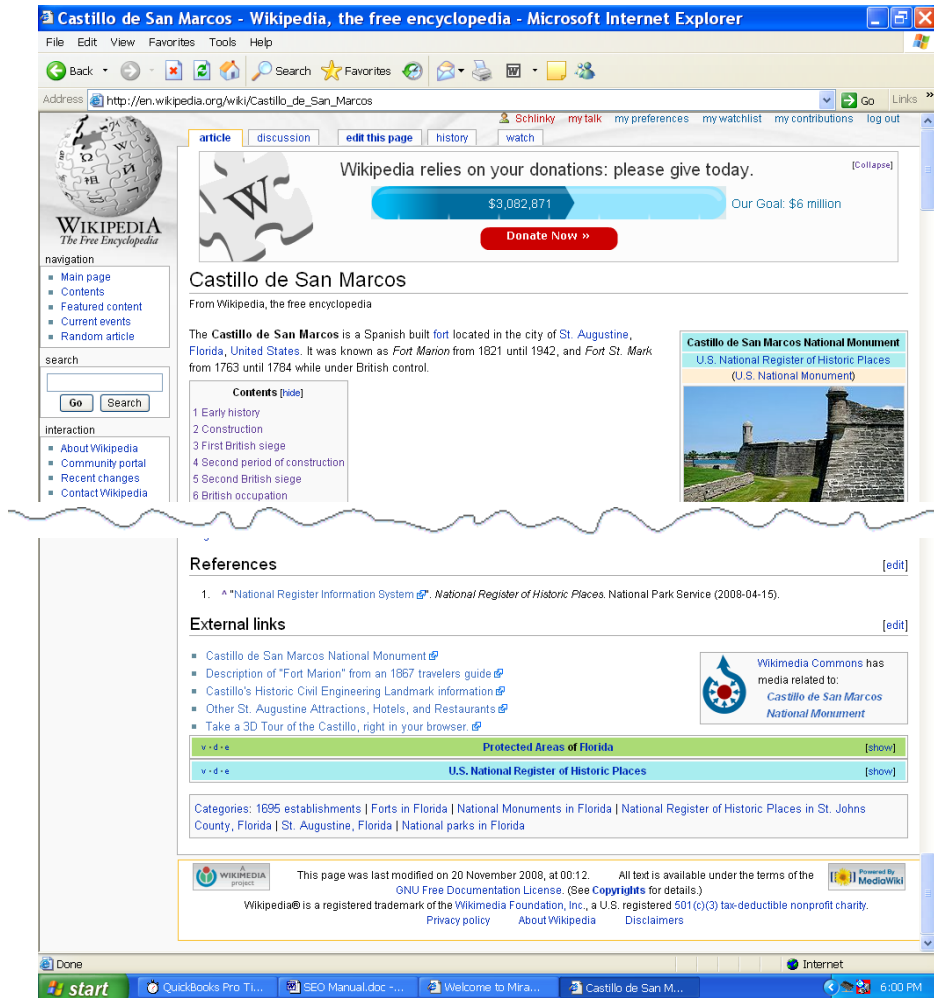
Mark also installed a link to us on Wiki's article of the Alligator Farm. In this view, the second link is to our story of the Alligator Farm. It brought us 68 visitors as of 12-8-08. (The first link is to the Alligator Farm's website, and the third is to a personal website.)
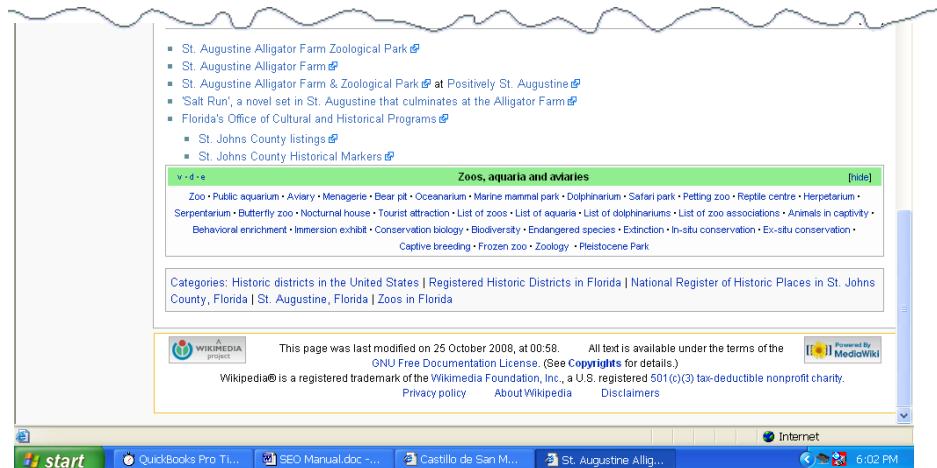
Elementary School

Ms. Bonamo at Indian River Elementary School in Volusia County included a link to us for her class assignment. This link brought 196 visits to us in October and 126 in November.

Websites to use for reference:

St. Augustine, Florida

St. Augustine History

Augustine.com: History

Castillo de San Marcos

Oldest House

Fort Mose

St. Augustine: Florida Museum of National History

Exploring Florida:Social Studies Resources for Students and Teachers

Florida: Then and Now

St. Augustine Images

St. Augustine WebQuest

Introduction

You are a member of the IRES Detectives. It is your task to research and uncover clues about the mysterious city of St. Augustine. You are to uncover these clues by using all types of media resources. You may use books, encyclopedias, the internet, and other references that you may have in your classroom, at home, or in the Media Center. Please read your task carefully.

The Task

NOTE: READ THROUGH THE ENTIRE WEBSITE PRIOR TO STARTING YOUR WEBQUEST WORKSHEET!

You are going to use reference material and internet sites to discover the answers to many of the following questions. Please complete the answers to the following questions and we are going to glue these pages in your Social Studies spiral notebook. The heading on your Social Studies pages should include your name, Social Studies: St. Augustine, and the date.

Questions for your notebook:

1. Where is the city of St. Augustine located on a map of Florida? Write a few sentences about where you would locate St. Augustine on a map of Florida.

_____

_____

_____

On the map below, mark the spot where St. Augustine is located on a Florida map.

2. What is the name of the fort in St. Augustine that is shown in the image below? (This has been included on the videos we watched and web sites we visited in class.) When you have figured it out, fill in the blanks below:

"Spain founded the city St. Augustine in _____. This fort helped defend against hostile powers that preyed on Spanish treasure fleets returning from Peru and Mexico. In defense, Spain built the fort: _____. Its distinctive omni-directional bastions successfully helped repel attacks from land and sea."

St. George Inn

This B&B apparently took it upon themselves to install a link to us on their History page. Throughout 2008, St. George Inn sent us 475 link referrals. These visitors represent the target market for our current sales effort—tourists.

While referrals show our popularity, search engines don't always know about it because they can't tell when a person clicks on a link.

> *…UNLESS, one of the linked computers has the Google Analytics program installed on it. Google Analytics is like AWStats and Webalizer. It summarizes your visitor traffic and shows you ways to make the most of the internet. Meanwhile, it reports your internet activity back to Google so it can be used in the search ranking formulas. And it's free.Without allowing Google to live on our server and report on us, it has no way of recognizing our popularity through referrals.*

Links Affect Search Engine Ranking

In lieu of counting our actual referrals, search engines measure our popularity by the number and relevance of links to us. The websites with the most links and the most relevance of those links will come out on top of the search results. We can see the links Google recognizes for us by searching "link:www.augustine.com."

LinkPopularity.com offers a free monthly e-mail of our link lists from the top three search engines.

On December 8, 2008, Google found 38 links to our site, 16 of which were from our own pages:

Google Listed 38 Links to augustine.com

(16) from within our site: www.augustine.com/

…/ community/events.php	.../vacation/accommodation_index.php
.../community/index.php	.../vacation/business.php
.../history/black_history/fort_mose/index.php	.../vacation/business.php
.../history/histimeline.php	.../vacation/business.php
.../history/motor-age/leon-menendez.php	.../vacation/business.php
.../history/z-map.php	.../vacation/business.php
.../history/zoomify.php	.../vacation/business.php
.../history/zoomify.php.	.../vacation/recreation_index.php

(3) from our subsidiaries:
www.rpwebworks.com/sitemap.html
www.st.augustine.com/history/timeline.php
www.staugustinebeach.net/beachcredits.htm

(13) from (3) of our web design clients:
www.jacobsjacobsandassociates.com/
…/services.php
www.sunrealty.com/listings.php
www.staugustinelighthouse.com/

…/ abt_history.php	.../lamp.php
.../events/day.php	.../lamp.php
.../events/day.php	.../lamp_florida_dredge_pix.php
.../events/details.php	.../news/article.php
.../homeschool.php	.../scout_patch.php

(1) from educational sites:
www.answers.com/topic/castillo-de-san-marcos

Internet recruiting?
www.interbiznet.com/ern/archives/080306.html

(1) from free directories:
www.clickpyramid.com/directory.php

(2) from interested merchants
www.radisson.com/hotels/fljacvil/locations
www.anastasiacondos.com/amenities.php

(1) from personal web pages:
www.cruisecat.com/weddingsabiobohan.htm

Not all search engines are created equal. On the same day Google listed those 38 links, Yahoo found 1,583 links to us. At this time, Yahoo was less critical of link quality—perhaps because they haven't had to deal with as many link-spamming problems as Google. That may be changing, as Yahoo is advertising their search engine's superiority over Google's endless lists:

Yahoo had the helpful option of filtering out all the links from within this website.

(3) from our subsidiaries:
www.rpwebworks.com/clients.php
www.ushistoricalarchive.com
www.worldwebads.com

(90) from (13) of our web design clients:

www.atjourneysend.com	www.ecm-virtualtours.com
…/atjourneysend.net	www.floridaonsitesolutions.com
www.southernwindinn.com/staugustine.html	www.johnvaldesandassociates.com
www.jphenleys.com	www.oldcity450.com
…/beer_wine.php	www.recoveryspiritcards.com
…/legal/privacy.php	www.safesmartinc.com
www.addfitz.com	…/section_1.htm
…/models.com	…/research.htm
…/weddings.com	www.sunrealty.com
www.eastriverconstruction.com	

St. Augustine Lighthouse (71)
www.staugustinelighthouse.org
www.lampmaritime.org
www.staugustinelighthouse.com

…/abt_faq.php	.../events/details.php	.../lamp_symposium.php
…/exh_collect.php	.../events/details.php	.../legal
.../about.php	.../exh_archives.php	.../legal/privacy.php
.../abt_history.php	.../exh_collect.php	.../links.php
.../abt_rentals.php	.../exh_collect.php	.../nature_workshops.php
.../catalog/index.php	.../exh_collect.php	.../news.php
.../coastline.php	.../exh_florida_isis.php	.../news/article.php
.../coupons.php	.../exh_vtour.php	.../news/article.php
.../donate.php	.../exhibits.php	.../news/article.php
.../edu_family.php	.../familyfun.php	.../news/article.php
.../edu_kidzone.php	.../foundinglights.php	.../news/article.php
.../edu_kidzone.php	.../girlscouts.php	.../news/article.php
.../edu_staff.php	.../group_tours.php	.../outreach.php
.../education.php	.../homeschool.php	.../press.php
.../elderhostel.php	.../lamp_conserv_reports.php	.../scout_patch.php
.../events.php	.../lamp_historical_research.php	.../sitemap.php
.../events.php	.../lamp_hotel_directions.php	.../summercamp.php
.../events.php	.../lamp_hq.php	.../teacher_resources.php
.../events.php	.../lamp_industry.php	.../teachers.php
.../events.php	.../lamp_lost_ships.php	.../visit.php
.../events.php	.../lamp_mission.php	.../volunteer.php
.../events.php	.../lamp_public_college.php	

(1) from educational sites:
http://en.wikipedia.org/wiki/St._Augustine_Beach,_Florida
www.answers.com/topic/castillo-de-san-marcos
www.cwanswers.com/8921/augustine

(1) from free directories:
Best of the Web: http://botw.org/new/all/12272007.cfm
ClickPyramid.com: http://clickpyramid.com/?id=453
www.paidsurveyz.com/links-all.htm

(2) from interested merchants
www.44spanishstreet.com
www.rvingfamily.com/popular_destinations.html
www.webtechcorp.com

At Journey's End

This B&B is one of Cass's web design clients, so most likely, she put the link on their page. It hasn't brought us any visitors this year as of 12-8-08. However, it probably helped our search engine ranking, which is explained after this parade.

44 Spanish Street

This B&B apparently took it upon themselves to install a link to us on their home page. This link also has not brought us any visitors as of 12-8-08, but did

Link Quality

Several factors can affect how much importance Google places on the links it finds.

"Considering the sophisticated ranking algorithms used by especially Google, it's very easy for inexperienced web masters to do irreparable damage to their sites by using spammy on-page optimization and link popularity building techniques that Google frowns upon.
The real problem is, most of these search engine fooling tricks or sometimes referred to as "black hat SEO" techniques are not even known to new website owners….Google, Yahoo and MSN have different levels of link spam tolerance. Google clearly leads the way in weeding out link spam and is much more vigilant in defending its search results against sites using link popularity building methods listed below."
("SEO News Bytes July 12, 2006 - The Weakest Links in Link Popularity Building."
http://www.trendmx.com/newsletter/industry/Weekly-SEO-News-12-July-2006.shtm)

Educational
augustine.com is a great educational resource. Jodi said educational links are heavily weighted by search engines. She specifically mentioned Wikipedia for this. But none of the three educational referrers above were mentioned by Google or Yahoo in their link lists.

Create Incoming Links
We can plant links all over the internet. However, not all links are created equal. Search engines place more ranking value on some links than others. A search engine's idea of link quality includes the linking site's reputation (like Wikipedia), purpose (like educational sites), and it's own link popularity (like directories).

The editors of LinkPopularity.com say one of the easiest ways to quickly improve link popularity is to list our site with certain well-established directories. Search engines heavily weigh links from these directories and in many cases these links can count more than tenfold towards your link popularity. Here are the two directories they recommend:

1. Best of the Web - This directory has been online since 1994 and is heavily weighted by the major search engines. Due to an extensive network of volunteer editors, quality of listings is very good. Site uses direct links so visitors are brought directly to your site (and link popularity is properly passed). Adds listings with 3 days using its expedited listing service. Also offers a lifetime listing option.

2. Yahoo Directory (not to be confused with Yahoo's main search engine). Expensive ($299/year) but very heavily weighted. Added benefit is that listings are often syndicated to other country specific Yahoo directories and can provide additional incoming links. Important: BE careful to optimize and choose your site description carefully, since Yahoo commonly uses this description for all Yahoo searches (search and directory). Also note that listing fee is non-refundable and will be charged even if your listing is declined.

Jodi said many other heavyweight link opportunities are available for **augustine.com**, including
- Our web design clients
- Schools
- Travel blogs
- Local sites with higher link popularity
- Pay per click, Google adwords

Jodi provided the following instructions to get started on planting links:

City of St. Augustine
- Add event calendar to: http://www.staugustinegovernment.com/visitors/events.cfm
- Add link to History section to: http://www.staugustinegovernment.com/visitors/nations-oldest-city.cfm

Wikipedia
- Review requirements and sign up to become an editor.
  http://en.wikipedia.org/wiki/Wikipedia:Policies_and_guidelines

  EXAMPLE:
  http://en.wikipedia.org/wiki/Castillo_de_San_Marcos (scroll to bottom)

  External links

  - Castillo de San Marcos National Monument
  - Description of "Fort Marion" from an 1867 travelers guide
  - Castillo's Historic Civil Engineering Landmark information
  - Other St. Augustine Attractions, Hotels, and Restaurants
  - Take a 3D Tour of the Castillo, right in your browser.

  http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLJ,GGLJ:2006-38,GGLJ:en&q=st+augustine

Links from Current Clients:

Request for **augustine.com** link to be added to as many current clients' websites as possible. Stout recommends supplying the following text to clients. Use of sub-domains.

EXAMPLE of existing link:
http://www.stgeorge-inn.com/florida_history.html

Sample link text to be supplied to clients:

- Website design by St Augustine Web Services:
- More about St. Augustine Florida history:
- Visit St. Augustine Florida:
- Customize link text for the various attractions

Blogs

A blog is an online journal updated regularly by one or more people. The term is short for "web log." Stout offered a nickname to remember the SEO value of blogs: "Better Listings on Google." This is because search engines detect links within blog entries, and use it to gauge a website's popularity.

Following is a Google listing of blogs that relate to St. Augustine. Stout recommends we place our **augustine.com** link on as many of these blogs as we can, so that search engines consider our site more and more popular.

http://blogsearch.google.com/blogsearch?sourceid=navclient&ie=UTF-8&rls=GGLJ,GGLJ:2006-38,GGLJ:en&q=st+augustine&um=1&sa=X&oi=blogsearch_group&resnum=12&ct=title

<u>Copy Our Competitors</u>

LinkPopularity.com suggests running a link scan for our competitors' web addresses to see which organizations hold links for them. We might be able to persuade those organizations to link to us as well. For example, here is a list of companies linking to OldCity.com:

Keeping Visitors

The duration of a visitor's stay does not affect search engine ranking. However, it is a good selling point to advertisers, who will want to know how long a viewer is exposed to their ad. It is also a good gauge of visitor impressions of the site, which in turn may predict advertisers' impressions of the site.

The truest way to lengthen a visitor's stay is to provide them with content they want to spend time looking at.

Another way to grow that duration is to make our outgoing links to advertisers open in new window. When a visitor clicks on them, our site is still open on their computer, and the recorded length of their stay is still growing. This also gives visitors the power to decide when they are finished with our site, rather than that decision being made for them due to something they clicked.

While a visitor's duration does not affect our search engine ranking, their next click does. If a visitor clicks their browser's Back button to get back to other options in the list of search results, Google assumes the site was not very helpful and decreases its rank for the term that was searched.

Site stickiness is an important feature to optimize. If we attract and keep viewers, we are a valuable place to advertise.

See Our Improvement (Follow-up Peek at Our Visitors)

Search Engine Ranking

We needed to see how the SEO changes we made to our web pages improved our Google ranking. Google scans, or "crawls," the internet <mark>constantly</mark> in order to update it's database for searchers. We can see our improvement by regenerating the above Competitive Position Report on a weekly basis, noting that Google placed us higher in the list for the search terms we are targeting.

Stout generates the Competitive Position Report using a program she built herself. We can also produce it manually by performing individual Google searches, like visitors do, and noting the placement of **augustine.com** and our competitors in the resulting list. We can include different keywords and/or competitors as needed. We can also produce these reports for Yahoo, MSN and ASK.

Jodi produced weekly Competitive Position Reports for **augustine.com**. Amy plotted those ranking numbers on a line chart in Microsoft Excel.

Incoming Links

Google Position

[Place graph here]

September 18, 2008

From: jodi stout <jodistout@yahoo.com>
To: Henry Hird - Atlantique Press <henry@augustine.com>
Sent: Thursday, September 18, 2008 10:36:44 AM
Subject: augustine.com

St Augustine	Sep-18-08
oldcity.com	6
staugustine.com	2
augustine.com	Not in first 30
St Augustine dining	
oldcity.com	4
staugustine.com	14
augustine.com	31
St Augustine accomodations	
oldcity.com	5
staugustine.com	Not in first 30
augustine.com	Not in first 30
St Augustine hotels	
oldcity.com	16
staugustine.com	Not in first 30
augustine.com	Not in first 30
St Augustine motels	
oldcity.com	4
staugustine.com	Not in first 30
augustine.com	Not in first 30
St Augustine beachfront hotels	
oldcity.com	14
staugustine.com	Not in first 30
augustine.com	Not in first 30
St Augustine events	
oldcity.com	4
staugustine.com	1
augustine.com	15
St Augustine restaurants	
oldcity.com	6
staugustine.com	16
augustine.com	30
St Augustine bed breakfast	
oldcity.com	13
staugustine.com	Not in first 30
augustine.com	Not in first 30
St Augustine attractions	
oldcity.com	4
staugustine.com	28
augustine.com	Not in first 30

St Augustine weddings	
oldcity.com	5
staugustine.com	2
augustine.com	Not in first 30

October 6, 2008

googlecompetitive100608.doc

Search Term & Resulting Listings	10-6-08	9-30-08
St Augustine		
oldcity.com	5	6
staugustine.com *	2	2
augustine.com *	Not in first 30.	NA
getaway4florida.com *	9	NA
staugustinelinks.com *	Not in first 30.	NA
staugustineinns.com *	Not in first 30.	NA
St Augustine dining		
oldcity.com	4	4
staugustine.com *	16	14
augustine.com *	30	29
getaway4florida.com *	Not in first 30.	NA
staugustinelinks.com *	9	NA
staugustineinns.com *	Not in first 30.	NA
St Augustine accomodations		
oldcity.com	5	6
staugustine.com *	Not in first 30.	NA
augustine.com *	Not in first 30.	NA
getaway4florida.com *	Not in first 30.	NA
staugustinelinks.com *	21	NA
staugustineinns.com *	Not in first 30.	NA
St Augustine hotels		
oldcity.com	18	17
staugustine.com *	Not in first 30.	NA
augustine.com *	Not in first 30.	NA
getaway4florida.com *	Not in first 30.	NA
staugustinelinks.com *	Not in first 30.	NA
staugustineinns.com *	Not in first 30.	NA
St Augustine motels		
oldcity.com	4	4
staugustine.com *	18	19
augustine.com *	Not in first 30.	NA
getaway4florida.com *	Not in first 30.	NA
staugustinelinks.com *	Not in first 30.	NA
staugustineinns.com *	Not in first 30.	NA
St Augustine beachfront hotels		
oldcity.com	16	14
staugustine.com *	28	26
augustine.com *	Not in first 30.	NA
getaway4florida.com *	Not in first 30.	NA
staugustinelinks.com *	Not in first 30.	NA
staugustineinns.com *	Not in first 30.	NA
St Augustine events		

oldcity.com	4	6
staugustine.com *	1	1
augustine.com *	21	17
getaway4florida.com *	6	NA
staugustinelinks.com *	8	NA
staugustineinns.com *	Not in first 30.	NA
St Augustine restaurants		
oldcity.com	7	15
staugustine.com *	15	16
augustine.com *	30	31
getaway4florida.com *	Not in first 30.	NA
staugustinelinks.com *	6	NA
staugustineinns.com *	Not in first 30.	NA
St Augustine bed breakfast		
oldcity.com	14	13
staugustine.com *	Not in first 30.	NA
augustine.com *	Not in first 30.	NA
getaway4florida.com *	Not in first 30.	NA
staugustinelinks.com *	Not in first 30.	NA
staugustineinns.com *	1	NA
St Augustine attractions		
oldcity.com	4	4
staugustine.com *	26	27
augustine.com *	Not in first 30.	NA
getaway4florida.com *	Not in first 30.	NA
staugustinelinks.com *	Not in first 30.	NA
Staugustineinns.com *	Not in first 30.	NA
St Augustine weddings		
oldcity.com	5	6
staugustine.com *	2	2
augustine.com *	Not in first 30.	NA
getaway4florida.com *	8	NA
staugustinelinks.com *	Not in first 30.	NA
Staugustineinns.com *	Not in first 30.	NA

October 13, 2008

oldcitydrops.doc
FYI - OldCity.com positions are dropping!

October 20, 2008

102008.doc
Competitive Position Report – GREAT new positions and upward motion!!
oldcitydrops2.doc
Competitive Position Report - More Old City Drops!

October 27, 2008

102708.doc
Competitive Position Report - New positions today for Events & Motels!
oldcitydrops102708.doc
Competitive Position Report - Amazing # of drop outs for old city... look at bottom of report

November 1, 2008

110108.doc
Competitive Position Report - New Positions for St. Augustine & St. Augustine dining!
oldcitydrops110108.doc
Competitive Position Report - Old City Falling Like a Rock

November 17, 2008

111708.doc
Competitive Position Report - New Positions for St. Augustine & St. Augustine dining!

Tracking This Project

File List

Who	When	Filename	Description
JS	11-4-08	augustinerecreationkeys.xls	Keywords for Recreation page
JS	11-4-08	augustinerealestate2.xls	Keywords for Real Estate page, w/ property, homes, etc
JS	11-4-08	augustinerealestatekeys.xls	Keywords for Real Estate page
JS	11-3-08	oldcitydrops110108.doc	Competitive Position Report - Old City Falling Like a Rock
JS	11-3-08	110108.doc	Competitive Position Report - New Positions for St. Augustine & St. Augustine dining!
JS	10-27-08	accomodations.doc	Stout's re-write of Accommodations page
JS	10-27-08	oldcitydrops102708.doc	Competitive Position Report - Amazing # of drop outs for old city... look at bottom of report
JS	10-27-08	102708.doc	Competitive Position Report - New positions today for Events & Motels!
JS	10-26-08	history.doc	Stout's re-write of History page
JS	10-26-08	Site Map.doc	Stout's re-write of Site Map
JS	10-26-08	tours.doc	Stout's re-write of Tours page
JS	10-24-08	vacationupdate2.doc	Stout's re-write of Vacation page
JS	10-24-08	weather.doc	Stout's re-write and recommendations for Weather page
JS	10-20-08	oldcitydrops2.doc	Competitive Position Report - More Old City Drops!
JS	10-20-08	102008.doc	Competitive Position Report – 10-20-08 GREAT new positions and upward motion!!
JS	10-14-08	pontevedraPR.doc	Great Press Release Sample by Ponte Vedra
JS	10-13-08	PR-eventexample.doc	Press Release Sample for Event Calendars
JS	10-13-08	oldcitydrops.doc	Competitive Position Report – 10-13-08 FYI - OldCity.com positions are dropping!
JS	10-12-08	homeupdated.doc	Stout's recommended changes to Home page - Updates 2 - minor changes
JS	10-12-08	vacation.doc	Stout's recommended changes to Vacation page - metas and code changes
JS	10-9-08	proposal.doc	Stout's original Proposal
JS	10-9-08	vacationcontentonly.doc	Stout's recommendations for Vacation page
AH	10-9-08	SEO Manual.doc	This document - work in progress
AH	10-9-08	Stout SEO Contract.doc	1st draft – now included in this document
JS	10-8-08	index2.doc	Stout's recommendations for Home page
JS	10-8-08	augustinekeywords1.xls	Keywords and rankings for search terms that include "St. Augustine"
JS	10-8-08	SEOphaseI-1-3_1-6.doc	Stout's explanations of findings per SEO Phase I - schedule 1.3-1.6
JS	10-8-08	SEOPhaseI-1-8.doc	Stout's explanations of findings per SEO Phase I – 1.7-1.8
JS	10-8-08	SEOphaseI-1-1_1-2.xls	SEO Phase I - schedule doc 1.1-1.2
JS	10-6-08	augustineseotimeline.doc	Stout's Project Outline / Timeline
JS	10-6-08	linkoverview.doc	Stout's recommendations to increase incoming links
JS	10-6-08	VisitorAnalysis.doc	Visitor Behavior Snapshot - for discussion
JS	10-6-08	googlecompetitive100608.doc	Competitive Position Report - 10-06-08
JS	10-3-08	augustinehistorykeys.xls	Keywords for History page
JS	10-3-08	augustinerestkeys.xls	Keywords for Restaurants page
JS	9-30-08	augustinehotelkeys.xls	Keywords for "St. Augustine Hotels" prioritized
JS	9-30-08	augustinevacationkeys.xls	Keywords for "St. Augustine Vacations" prioritized
JS	9-30-08	staugustine1.xls	Variations of and recommendations for keyword: "St. Augustine"
JS	9-30-08	augustinekeywords1.xls	Common searches that include keyword: "St. Augustine"

Task List

After **augustine.com** accepted Jodi's consulting offer, Mark (and Jodi?) created the following To-Do lists in Base Camp:

File Naming Analysis
- o Jodi Stout: Starting with home page "tree out" starting with vacation section, evaluate page names, and assess as necessary.
- o Jodi Stout: Review file names on website

Keyword Analysis
- o Jodi Stout: Assess content in general and give feedback about how to optomize
- o Jodi Stout: Give feedback and meta tag information including keywords, and description.
- o Jodi Stout: Assess competitors threats and opportunities
- o Jodi Stout: Identify prime keywords to be targeted

Optimization Integration
Use corresponding documents to make changes to code and content of each page.
- o Mark Mahon: Home page changes, version
- o Mark Mahon: Weather page
- o Mark Mahon: remove "augustine.com" from meta title
- o Jodi Stout: Recreation key words (golf, camping)
- o Jodi Stout: Real estate key words
- o Mark Mahon: Accommodations page
- o Mark Mahon: A couple of things to change real quick! 1.) Change title on index page to read: St. Augustine Florida Official Guide by Augustine.com 2.) Change link in bottom nav (augustine.com) to read St. Augustine Florida (linking to augustine.com)
- o Mark Mahon: Tour services
- o Mark Mahon: Vacation home page changes
- o Mark Mahon: History home page
- o Mark Mahon: Vacation Page - vacation.doc

Incoming Links Directive
Googlebot visited 48 pages of the site today. Googlebot 15783+48 97.60 MB 13 Oct 2008 - 00:01 It is very important we begin getting new incoming links so that they will place a value on those which are AS important as the content and code changes we are making. I am also attaching a sample Press Release for Amy to emulate for some upcoming events that we can get posted right awsay as listed on the Incoming Link Overview document.
- o Amy Howard: (3 hours) (Completed by 10-24-08)- Create Press Releases for Events, Submit to outside event calendars
- o Amy Howard: (3 hours) (Completed by 10-31-08)- Sign up for Wikipedia editor to begin process of being able to add/edit content

Content Review & Editing
Content to be reviewed
- o Amy Howard: Comb all stories for key words
- o Amy Howard: Review and edit "vacation" page content

General
- o Amy Howard: Finish article: Saint Augustine of Hippo
- o Amy Howard: Write SEO manual
- o Jodi Stout: Review current statistics

Complete Process Log

The progress of **augustine.com**'s SEO project was documented in Base Camp as follows.

9-25-08	Beginning date of To-Do lists being created in Base Camp.
9-25-08	Mark posted message - RE: TEST MESSAGE This is just an example of a message, you can post messages freely. For instance, if you have feedback on how you would like to-do lists structured let me know and I would be happy to edit/add whatever for you.
9-27-08	Jodi commented - RE: TEST MESSAGE This is great Mark, thank you! The to-do list is structured perfectly. Goes right along with our outline, just what I had in mind. We can evolve it as we see necessary. Thanks again and look forward to working together with you!
9-30-08	Jodi completed To-Do – RE: KEYWORD ANALYSIS Identify prime keywords to be targeted.
9-30-08	Jodi uploaded file: augustinehotelkeys.xls Message: Keywords for "St. Augustine Hotels" prioritized
9-30-08	Jodi uploaded file: augustinevacationkeys.xls Message: Keywords for "St. Augustine Vacations" prioritized
9-30-08	Jodi uploaded file: staugustine1.xls Message: Variations of and recommendations for keyword: "St. Augustine"
9-30-08	Jodi uploaded file: augustinekeywords1.xls Message: Common searches that include keyword: "St. Augustine"
10-3-08	Jodi uploaded file: augustinehistorykeys.xls Message: Keywords for History page
10-3-08	Jodi uploaded file: augustinerestkeys.xls Message: Keywords for Restaurants page
10-6-08	Jodi completed To-Do – RE: KEYWORD ANALYSIS. Assess content in general and give feedback about how to optimize.
10-6-08	Jodi uploaded file: linkoverview.doc. Stout's recommendations to increase incoming links
10-6-08	Jodi completed To-Do – RE: GENERAL. Review current statistics.
10-6-08	Jodi uploaded file: VisitorAnalysis.doc. Visitor Behavior Snapshot - for discussion
10-6-08	Jodi completed To-Do – RE: KEYWORD ANALYSIS. Assess competitors threats and opportunities.
10-6-08	Jodi uploaded file: googlecompetitive100608.doc. Competitive Position Report - 10-06-08
10-6-08	Jodi uploaded file: augustineseotimeline.doc. Stout's Project Outline / Timeline
10-6-08	Jodi completed To-Do – RE: KEYWORD ANALYSIS. Give feedback and meta tag information including keywords, and description.
10-8-08	Jodi completed To-Do - RE: FILE NAMING ANALYSIS. Review file names on website
10-8-08	Jodi uploaded file: index2.doc. Meta tag recommendations for Home page
10-8-08	Jodi uploaded file: augustinekeywords1.xls. Keywords and rankings for search terms that include "St. Augustine"
10-8-08	Jodi uploaded file: SEOphaseI-1-3_1-6.doc. Jodi's previously uploaded VisitorAnalysis.doc with explanations added
10-8-08	Jodi uploaded file: SEOPhaseI-1-8.doc. Jodi's previously uploaded googlecompetitive100608.doc with explanations added
10-8-08	Jodi uploaded file: SEOphaseI-1-1_1-2.xls. Jodi's previously uploaded augustinekeywords1.xls with explanations added
10-9-08	Jodi uploaded file: proposal.doc. Jodi's original Proposal per Amy's request
10-9-08 A	Jodi uploaded file: vacationcontentonly.doc. Verbiage for Vacation page, modified to include a higher overall word count and more keywords
10-9-08	Amy uploaded file: SEO Manual.doc This document - work in progress
10-9-08	Amy uploaded file: Stout SEO Contract.doc 1st draft – now included in this document

10-10-08 A	Mark posted message - RE: HOME PAGE. The index page has been optimized, please have a look. I trimmed some of the text but tried to keep relavent keywords.
10-12-08 A	Jodi uploaded file: homeupdated.doc. Text for home page, including title meta tag and variations of major keywords.
10-12-08 A	Jodi uploaded vacation.doc. Changes to Vacation page - metas and code changes
10-13-08 A	Amy commented – RE: HOME PAGE. :)
10-13-08 A	Jodi commented – RE: HOMEPAGE. Made just a few minor changes, posted in docs (homeupdated2)
10-13-08 C	Jodi uploaded file: oldcitydrops.doc. It is a chart showing OldCity.com's decreased rank for major keywords from 10-6-08 to 10-13-08.
10-13-08 L	Jodi created To-Do category: INCOMING LINKS DIRECTIVE. She added this message to it: Googlebot visited 48 pages of the site today. Googlebot 15783+48 97.60 MB 13 Oct 2008 - 00:01 It is very important we begin getting new incoming links so that they will place a value on those which are AS important as the content and code changes we are making. I am also attaching a sample Press Release for Amy to emulate for some upcoming events that we can get posted right awsay as listed on the Incoming Link Overview document.
10-13-08 L	Someone assigned To-Do for Amy: INCOMING LINKS DIRECTIVE. (3 hours) (Completed by 10-24-08)- Create Press Releases for Events, Submit to outside event calendars.
10-13-08 L	Jodi uploaded file: PR-eventexample.doc. It is a copy of a press release from www.NewsBlaze.com.
10-13-08 A	Jodi completed To-Do: FILE NAMING ANALYSIS. Starting with home page "tree out" starting with vacation section, evaluate page names, and assess as necessary.
10-14-08 L	Jodi uploaded file: pontevedraPR.doc. It is a collection of announcements about St. Augustine, with links to the various businesses mentioned.
10-20-08 C	Jodi uploaded file: oldcitydrops2.doc. Competitive Position Report - More Old City Drops!
10-20-08 C	Jodi uploaded file: 102008.doc. Competitive Position Report – 10-20-08 GREAT new positions and upward motion!!
10-21-08 A	Mark commented - RE: OPTIMIZATION INTEGRATION. I have partially optimized the vacation page, I haven't done restaurants or Tour Services yet. I didn't notice any meta tags (keywords,description, etc) in the document.. could you give me some direction? Thanks!
10-21-08 A	Jodi commented - RE: OPTIMIZATION INTEGRATION. There is a document titled "vacation.doc" posted on Sunday, 12 October 2008 that has the meta tags.
10-22-08 L	Mark posted message – RE: CLIENT LINK TEXT. Hey Jodi, I think we had discussed what should appear on clients' website(s) to link to augustine.com and augustinewebdesign.com in a simple sentence, but can't remember what document it is. Could you let me know the document or the appropriate phrase that would be the most SEO friendly? Thanks!
10-22-08 A	Mark completed To-Do - RE: OPTIMIZATION INTEGRATION. Vacation Page - vacation.doc
10-24-08 L	Jodi replied – RE: CLIENT LINK TEXT. Web Site Design by Augustine Web Services of St. Augustine FL (everything before "of" linking to augustinewebdesign) (st. augustine FL linking to augustine.com)
10-24-08 A	Jodi uploaded file: vacationupdate2.doc. Re-write of Vacation page
10-24-08	Jodi uploaded file: weather.doc. Re-write and recommendations for Weather page

A	
10-26-08 A	Jodi uploaded file: history.doc. Re-write of History page
10-26-08 A	Jodi uploaded file: Site Map.doc. Stout's re-write of Site Map
10-26-08 A	Jodi uploaded file: tours.doc. Stout's re-write of Tours page
10-27-08 A	Jodi uploaded file: accomodations.doc. Stout's re-write of Accommodations page
10-27-08 C	Jodi uploaded file: oldcitydrops102708.doc. Competitive Position Report - Amazing # of drop outs for old city... look at bottom of report
10-27-08 C	Jodi uploaded file: 102708.doc. Competitive Position Report - New positions today for Events & Motels!
10-28-08	Mark posted message – RE: HELLO JODI. I was out sick yesterday but plan on giving the website some TLC today. Thanks for your patience
10-28-08	Jodi commented – RE: HELLO JODI. I'm going to be leaving Orlando around 10 this morning to come up there and help as much as needed. Jodi
10-29-08 A	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. History home page
10-29-08 A	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. Vacation home page changes
10-29-08 A	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. Tour services
10-29-08 A	Mark commented - RE: OPTIMIZATION INTEGRATION - Weather page: I have modified the basic text on the page, but I'm researching what projects you mentioned like crownweather.com use. I have found the resource but am trying to find a more intuitive way to utliize it. NOAA (the service used) doesn't however have any moon phase information, tidal information, or etc. They do track serious weather advisories though.
10-30-08 A	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. A couple of things to change real quick! 1.) Change title on index page to read: St. Augustine Florida Official Guide by Augustine.com 2.) Change link in bottom nav (augustine.com) to read St. Augustine Florida (linking to augustine.com)
10-30-08 A	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. Accommodations page
11-3-08 C	Jodi uploaded file: oldcitydrops110108.doc. Competitive Position Report - Old City Falling Like a Rock
11-3-08 C	Jodi uploaded file: 110108.doc. Competitive Position Report - New Positions for St. Augustine & St. Augustine dining!
11-4-08 K	Jodi completed To-Do – RE: OPTIMIZATION INTEGRATION. Real estate key words
11-4-08 K	Jodi completed To-Do – RE: OPTIMIZATION INTEGRATION. Recreation key words (golf, camping)
11-4-08 K	Jodi uploaded file: augustinerecreationkeys.xls. Keywords for Recreation page
11-4-08 K	Jodi uploaded file: augustinerealestate2.xls. Keywords for Real Estate page, w/ property, homes, etc
11-4-08 K	Jodi uploaded file: augustinerealestatekeys.xls. Keywords for Real Estate page
11-6-08 L	Amy completed To-Do – RE:INCOMING LINKS DIRECTIVE. (3 hours) (Completed by 10-31-08)- Sign up for Wikipedia editor to begin process of being able to add/edit content
11-13-08 K	Amy completed To-Do – RE: CONTENT REVIEW & EDITING. Review and edit "vacation" page content.
11-13-18 K	Amy commented re: To-Do - Review and edit "vacation" page content – Changes to Vacation page header… I don't know if I sacrificed SEO for writing quality.

	Please advise: Should Nation to be capitalized? If so, why? I lowered it. Should we be repetitive about B&B and ghost tours for some reason? I deleted one of each. Should the remainder be "bed and breakfast" or "bed & breakfast"? Should "St. Augustine Florida" have no comma? I added one. If these changes are okay, I'm done with the file.
11-24-08 K	Jodi commented re: To-Do - Review and edit "vacation" page content – Hi Amy! - I dont see the updated version of the vacation content. Is it posted somewhere here? I checked the vacation document in the "files" section but that is the original text I had provided for the content on the vacation page. It appears to be the same as what is currently posted online which Mark had updated. - The correction is fine. No particular reason it was capitalized, my error. - I did repeat those terms because they are both very will searched niches and I wanted to weigh them a bit heavier, but again it's not a precise scienctific fact that this is necessary at this point. If it sounds better the way you have re-written it (but I havent seen) then by all means please feel free to adjust as you see fit. I have highlighted the important words in the vacation.doc and that should be a general guide for the prominence and density of the keywords highlighted in red. We will have to wait and see how this page performs for specific searches once it gets established. We can and will need to continue to tweak the page content in the future as positioning factors can change frequently. bed and breakfast and/or bed & breakfast is inconsequential. Google ignores "and" and ampersands in searches. It will only see bed breakfast. Same with the comma. please let me know where the file is and i will do a scan to make sure i have nothing else to add.
11-25-08 K	Amy commented re: To-Do - Review and edit "vacation" page content – Sorry. I worked on the LAN version, and Marc hasn't uploaded it. Should I put the LAN file on Base Camp?
11-17-08 C	Jodi uploaded file: 111708.doc
11-24-08 C	Jodi uploaded file: 112408.doc
11-24-08 C	Jodi uploaded file: Yahoo112408.doc
11-24-08 C	Jodi uploaded file: OldCityDrops112408.doc
11-25-08 K	Amy commented re: To-Do - Comb all stories for key words Jodi: We will be always have to choose whether to sacrifice SEO or content quality. Can you tell me how to measure a page's performance? That would help me find ways to reach that performance with the least amount of aesthetic sacrifices. Or at least feel better about them.

Modified Web Pages

10-24-08	Jodi uploaded file: vacationupdate2.doc. Re-write of Vacation page
10-24-08	Jodi uploaded file: weather.doc. Re-write and recommendations for Weather page
10-26-08	Jodi uploaded file: history.doc. Re-write of History page
10-26-08	Jodi uploaded file: Site Map.doc. Stout's re-write of Site Map
10-26-08	Jodi uploaded file: tours.doc. Stout's re-write of Tours page
10-27-08	Jodi uploaded file: accomodations.doc. Stout's re-write of Accommodations page
10-29-08	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. History home page
10-29-08	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. Vacation home page changes
10-29-08	Mark completed To-Do – RE: OPTIMIZATION INTEGRATION. Tour services

Following are the modified versions of our web pages.

Vacation Page

This document contains edited text from the page listed above. It has been formatted to include more keywords and a higher word count. However, I think this can be edited for further readability. It is not imperative that all of the words in red stay in this order or even remain at all. There are other words that can and should either replace or be added into this document which can be found in the detailed spreadsheet for vacations.

(H1 tag)St. Augustine Florida Vacation

Enjoy a fun family vacation or romantic getaway in historic St. Augustine Florida.

St Augustine has long been known for it's rich history as the Nation's oldest city and boasts a diverse entertainment and attractions that provide endless fun for the entire family or a romantic getaway. Find hotels, bed and breakfasts and unique places to stay as well as a variety of fine dining and waterfront restaurants, shopping and outlet malls, ghost tours, family attractions and much more! Enjoy a romantic bed & breakfast stay in the historic district or explore the Castillo de San Marcos, the old Spanish fort. Shop along St. George Street, taste delicious and unique foods in local restaurants and take a ghost tour or enjoy any of the other exciting attractions in St. Augustine Florida.

Attractions

St. Augustine attractions have something for everyone! Discover historical battle sites and forts, museums, children's attractions, natural parks, beaches, golf courses and many guided tours. Find both modern and historical things to do in St. Augustine with our complete list of attractions.

Accommodations

Hotels, lodging, and accommodations in St.Augustine are plentiful and come in every budget and room type. From gorgeous natural oceanfront camping sites at Anastasia Island to romantic bed and breakfasts, historical and haunted hotels, beach resorts and 5 star hotels like the Casa Monica. You can find the perfect hotel in St Augustine for your family by browsing this guide to accomodations in St. Augustine Florida.

Restaurants

A complete guide to the best restaurants in St. Augustine. A delicious variety of dining options await you in every budget and food type. Experience waterfront seafood restaurants, colonial baked goods, organic cuisine, fine dining, steakhouses, pizza and BBQ and a plethora of international restaurants from Greek and Italian to Spanish and Old World. You will be delighted with the restaurants in St. Augustine.

Tours in St. Augustine

Learn about the dramatic history of St. Augustine through guided tours of the fort, stroll through the historic district, tour the town on a trolley, be spooked on a ghost tour, sail through the Matanzas Inlet or take a romantic carriage ride along cobblestone streets to tour St. Augustine, Florida the old-fashioned way.

Consultant's Documents

Here is a list of the documents Jodi provided **augustine.com**. Amy modified the formatting of some of these documents for printing in this manual.

Uploaded to Base Camp	Filename	Description
9-30-08	augustinekeywords1.xls	Common searches that include keyword: "St. Augustine"
9-30-08	staugustine1.xls	Variations of and recommendations for keyword: "St. Augustine"
9-30-08	augustinehotelkeys.xls	Keywords for "St. Augustine Hotels" prioritized
9-30-08	augustinevacationkeys.xls	Keywords for "St. Augustine Vacations" prioritized
10-3-08	augustinehistorykeys.xls	Keywords for History page
10-3-08	augustinerestkeys.xls	Keywords for Restaurants page
10-6-08	augustineseotimeline.doc	Project Outline / Timeline
10-6-08	linkoverview.doc	Recommendations to increase incoming links
10-6-08	VisitorAnalysis.doc	Visitor Behavior Snapshot - for discussion
10-6-08	googlecompetitive100608.doc	Competitive Position Report - 10-06-08
10-8-08	index2.doc	Recommendations for Home page
10-8-08	augustinekeywords1.xls	Keywords and rankings for search terms that include "St. Augustine"
10-8-08	SEOphaseI-1-3_1-6.doc	Explanations of findings per SEO Phase I - schedule 1.3-1.6
10-8-08	SEOPhaseI-1-8.doc	Explanations of findings per SEO Phase I – 1.7-1.8
10-8-08	SEOphaseI-1-1_1-2.xls	SEO Phase I - schedule doc 1.1-1.2
10-9-08	proposal.doc	Original Proposal
10-9-08	vacationcontentonly.doc	Recommendations for Vacation page
10-12-08	homeupdated.doc	Recommended changes to Home page - Updates 2 - minor changes
10-12-08	vacation.doc	Recommended changes to Vacation page - metas and code changes
10-13-08	PR-eventexample.doc	Press Release Sample for Event Calendars
10-13-08	oldcitydrops.doc	Competitive Position Report – 10-13-08 FYI - OldCity.com positions are dropping!
10-14-08	pontevedraPR.doc	Great Press Release Sample by Ponte Vedra
10-20-08	oldcitydrops2.doc	Competitive Position Report - More Old City Drops!
10-20-08	102008.doc	Competitive Position Report – 10-20-08 GREAT new positions and upward motion!!
10-24-08	vacationupdate2.doc	Re-write of Vacation page
10-24-08	weather.doc	Re-write and recommendations for Weather page
10-26-08	history.doc	Re-write of History page
10-26-08	Site Map.doc	Re-write of Site Map
10-26-08	tours.doc	Re-write of Tours page
10-27-08	accomodations.doc	Re-write of Accommodations page
10-27-08	oldcitydrops102708.doc	Competitive Position Report - Amazing # of drop outs for old city... look at bottom of report
10-27-08	102708.doc	Competitive Position Report - New positions today for Events & Motels!
11-3-08	oldcitydrops110108.doc	Competitive Position Report - Old City Falling Like a Rock
11-3-08	110108.doc	Competitive Position Report - New Positions for St. Augustine & St. Augustine dining!
11-4-08	augustinerecreationkeys.xls	Keywords for Recreation page
11-4-08	augustinerealestate2.xls	Keywords for Real Estate page, w/ property, homes, etc
11-4-08	augustinerealestatekeys.xls	Keywords for Real Estate page

Glossary

content

direct input

external links

incoming links

keyword

known users

optimize

ranking

referral

referrer

SEO

site stickiness

traffic

unique visitor

visitor