



Jesse Slome, E: jslome@aaltci.org



**Create A No-Cost
Presence On**



Create A No-Cost Presence on **Google**

What Are We Going To Cover Today ?

We Are Going To Make You Some Money

How Can Google Earn You Money ?

Can You Really Do This For Free
(do you really want to spend the next 60 minutes here?)

What Will I Leave With ?

Create A No-Cost Presence on **Google**[™]

Why Do We All The Focus On Google

The Top Search Engines

September 2009

Google	70.33%
Yahoo	16.83%
Bing	9.36%
Ask	2.45%
Total	98.97%

Create A No-Cost Presence on **Google™**

60 Seconds On Google



Founded in 1998

Googol ... # 1 followed by 100 zeroes

294 millions searches a day

Free (“organic”) &

Google AdWords (\$21 billion business)

Create A No-Cost Presence on **Google™**

The \$21 Billion Comes From



**Google AdWords
“Pay per click”**

**Search for long term care insurance
generates 28,300,000 results
in 0.25 seconds**

Create A Low-Cost Presence on Google™

The \$21 Billion Comes From



long term care insurance - Google Search - Windows Internet Explorer

http://www.google.com/search?sourceid=navclient&aq=0h&oq=long&ie=UTF-8&rlz=1T4HP1A_enUS310US310&q=long+terr

Google long term care insurance Search Advanced Search

Web Images Videos Maps News Shopping Gmail more jesseslome@gmail.com | Web History | Settings | Sign out

Google long term care insurance Search

Web Show options... Results 1 - 10 of about 28,300,000 for **long term care insurance**. (0.25 seconds)

6 long term care quotes Sponsored Links
www.ltcfp.com/long-term-care-quotes From America's 6 "best" insurance carriers; free eGuide, consultation

Small Business Health Ins
SmallBusiness.Anthem.com/CA Anthem Blue Cross - Official Site. Get Coverage at a Great Price Now!

Long-Term Care Insurance
FreeLTCQuotes.com Long term care insurance quotes from all of the major carriers.

Long Term Care Insurance Company Ratings - Top Long Term Care ... ★ ★
Jan 27, 2009 ... The companies identified below are leading long-term care insurance companies in 2009 committed to the marketplace and providing long-term ...
www.aaltci.org/long-term-care-insurance/.../company-ratings.php - Cached - Similar - ☰ ☱ ☲ ☳

Long Term Care Insurance National Advisory Center ★ ★
Long Term Care Insurance - Simple answers, Fast assistance, Free competitive Quotes, Long Term Care Cost Calculator.
www.longtermcareinsurance.org/ - Cached - Similar - ☰ ☱ ☲ ☳

Long Term Care Insurance - LTC Companies, Quotes, Rates, Group
Long Term Care Insurance consumer information and instant quotes, comparisons, rates, and reviews of policies. Free Buyers Guide and informative discussion ...
www.ltcinsurance.com/ - Cached - Similar - ☰ ☱ ☲ ☳

Long term care insurance Sponsored Links
Long term care insurance
Long Term Care insurance quote and Buyer's Guide with no obligation!
www.insurance-e-quote.com

Long Term Care Insurance
Learn About Long-Term Care Insurance with John Hancock.
JohnHancockLTC.com

Nationwide® Car Insurance
Switch to Nationwide And Save Up To \$43/Month. Get a Quote Today!
www.Nationwide.com
California

State Farm Insurance®
State Farm Is The #1 Car Insurer. Switch & Save Up To 40% Today.
www.StateFarm.com
California

start | Inbox - Outlook Expr... | Critical Illness Insur... | long term care insura... | Microsoft PowerPoint ... | 8:51 AM



Create A **Low-Cost** Presence on **Google**[™]

Should You Pay For Ads ?



Go to: www.adwords.google.com

Definitely works.
Can be highly targeted.
State-specific.
Can set daily budget.
Be prepared to test.
Monitor ... change ...



Create A Low-Cost Presence on Google™

Keywords Are ... Key !



<https://adwords.google.com/select/KeywordToolExternal>

Long term care insurance

Long term care insurance cost	2,900
Long term health care insurance	18,100
Long term care life insurance	3,600
Long term care insurance quote	5,400
Long term care insurance broker	390

Keywords	Advertiser Competition	Local Search Volume August	Global Monthly Search Volume	Search Type
long term care insurance cost	100%	2,900	2,400	55%
long term care insurance premiums	100%	1,000	1,000	55%
long term health care insurance	100%	18,100	14,000	55%
long term care insurance costs	100%	1,000	800	55%
long term care insurance rates	100%	1,900	1,000	55%
long term care insurance policies	100%	800	720	55%
long term care insurance rate	100%	1,600	1,000	55%
long term care insurance policy	100%	1,600	1,000	55%
long term care insurance companies	100%	3,400	2,400	55%
long term care insurance providers	100%	800	800	55%
long term care insurance premium	100%	1,300	800	55%
long term care insurance comparison	100%	500	720	55%
long term care insurance companies	100%	260	260	55%
compare long term care insurance	100%	800	720	55%
cost of long term care insurance	100%	1,000	800	55%

Create A **Low-Cost** Presence on **Google**

Keywords Are ... Money !



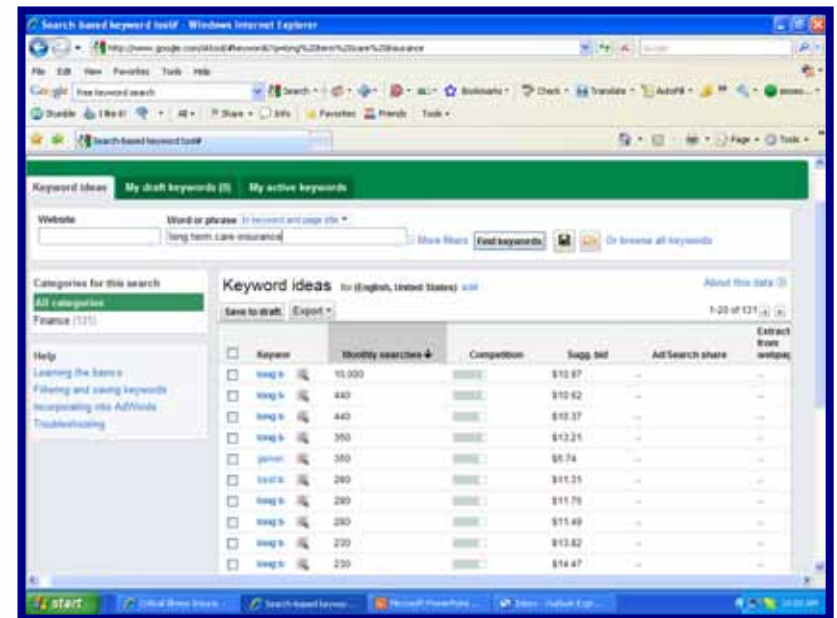
Go to: www.google.com/sktool

Need a g-mail account.

**Long term care
insurance**

10,000 hits

\$10.97 suggested bid



Keyword	Monthly searches	Competition	Sugg bid	Ad Search share	Extract from webpage
long term care insurance	11,000	High	\$10.97
long term care	440	Low	\$10.92
long term care insurance	440	Low	\$10.37
long term care insurance	350	Low	\$12.21
long term care insurance	350	Low	\$5.74
long term care insurance	280	Low	\$11.35
long term care insurance	280	Low	\$11.78
long term care insurance	280	Low	\$11.49
long term care insurance	220	Low	\$12.82
long term care insurance	220	Low	\$14.47

Create A **Low-Cost** Presence on **Google**[™]

Should You Have A Website ?



Viewed as necessary for business and increasingly for sole practitioners.

Instills confidence.

24 / 7 presence.

Leads and even sales.

Google and other search engines rank websites primarily.



Create A **Low-Cost** Presence on **Google**

Your Website Options



Pay for a
“template”

Hire a Web
company

Try your own
godaddy.com



Create A **Low-Cost** Presence on **Google**

Critical Factors For The Web



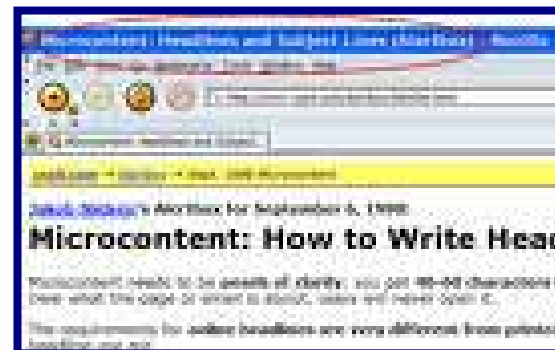
**Website
Address**



Keywords



**Page Titles
& Descriptions**



TIP:
ehow.com

Create A **No-Cost** Presence on **Google**

Now For The **FREE** Stuff



Create A No-Cost Presence on Google™

What Is Organic Rankings ?



long term care insurance association - Google Search - Windows Internet Explorer

http://www.google.com/search?sourceid=navclient&ie=UTF-8&rlz=1T4HPiA_enU5310U5310&q=long+term+care+insurance

Google long term care insurance association Search Advanced Search

Web [Show options...](#) Results 1 - 10 of about 2,370,000 for **long term care insurance association**. (0.26 seconds)

USA - American Association for Long-Term Care Insurance (AALTCI) ★
Long Term Care Insurance Information from the industry trade **association**. Facts, costs, free quotes for consumers. Sales and marketing tools for **insurance** ...
www.aaltci.org/ - [Cached](#) - [Similar](#)
[For Producers](#) [Higher 2009 Tax Deductible ...](#)
[For Consumers](#) [About](#)
[Contact Us](#) [Group Long-Term Care Buyers ...](#)
[More results from aaltci.org »](#)

Long Term Care Insurance - Long Term Care Companies Quotes ...
In fact, the American **Association** for **Long-Term Care Insurance** does not sell **insurance**. If you would like specifics about policies available in your state, ...
www.aaltci.org/long-term-care-insurance/ - [Cached](#) - [Similar](#)

National Association of Insurance Commissioners (NAIC) ★
State Regulators Seek Consumer Protections for **Long-Term Care Insurance** ... Confirm are registered service marks of the National **Association of Insurance** ...
www.naic.org/ - [Cached](#) - [Similar](#)

start Critical Illness I... Add your URL t... long term care i... 2009Summit-Cr... Inbox - Outlook... Package - Mozill... 12:57 PM



Create A No-Cost Presence on Google™

100% Free Listing - Maps



The screenshot shows a Google search for "long term care insurance detroit". The browser window title is "long term care insurance detroit - Google Search - Windows Internet Explorer". The search results page displays:

- Search Results:** "long term care insurance detroit" with a search button and "Advanced Search" link.
- Results Summary:** "Results 1 - 10 of about 207,000 for long term care insurance detroit. (0.32 seconds)".
- Sponsored Links:**
 - 6 long term care quotes** - www.ltcfp.com/long-term-care-quotes - From America's 6 "best" insurance carriers; free eGuide, consultation
 - Long Term Care Insurance** - JohnHancockLTC.com - Learn About Long-Term Care Insurance with John Hancock.
 - Long Term Care Insurance** - Mich. Long Term Care Insurance Get Information & A Quote Today www.FreeLTCQuotes.com Michigan
 - Term Life Insurance Plans** - No-Cost, No-Obligation Consultation New York Life: The Company You Keep www.NewYorkLife.com/TermLife
 - Nationwide® Car Insurance** - Switch to Nationwide And Save Up To \$43/Month. Get a Quote Today! www.Nationwide.com Michigan
 - Long Term Care Insurance** - When it Comes to Big Decisions, Make a Good Decision. www.MassMutual.com
- Local business results for long term care insurance near Detroit, MI:**
 - A Olson Financial** - www.olsonfinancial.org
26826 Southwestern Hwy, Redford - (313) 670-7752
[Directions and more >](#)
 - B MDB Insurance Advisor** - www.nationallifeandhealthinsurance.com
19972 Lochmoor, Harper Woods - (248) 566-1506
[Directions and more >](#)
 - C Long Term Care Resources** - maps.google.com
15200 E Jefferson Ave, Grosse Pte Park - (313) 822-6823
[Directions and more >](#)
 - [More results near Detroit, MI >](#)
- DAAA - Detroit Area Agency on Aging**
The Detroit Long Term Care System Change Task Force released its first set of is a free service that can help you make health insurance decisions ...

The taskbar at the bottom shows the Start button, several open applications (including Microsoft PowerPoint), and the system clock showing 11:14 AM.



Create A No-Cost Presence on Google™

Google Local Business Center



Local Business Center - Windows Internet Explorer

https://www.google.com/accounts/ServiceLogin?continue=http%3A%2F%2Fwww.google.com%2Flocal%2Fadd%2Fbusine...

File Edit View Favorites Tools Help

Google long term care insurance detroit Search + - - - - - Bookmarks - Check - Translate - AutoFill - Sign In -

Stumble I like it! Send to Channels: All - Favorites Friends Tools -

Local Business Center

Google Local Business Center

New! Now offering a reporting dashboard. Learn how people find your business.

Change Language: English

[Sign up now »](#)

Sign in to Local Business Center with your **Google Account**

Email:

Password:

Stay signed in

[Can't access your account?](#)

Help customers find you on Google, it's free.

- Free listing**
Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.
- Free updates**
Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.
- New! Free insights**
Use the power of Google's data to learn where your customers come from and what they search for to find you.

start Local Business Center... Microsoft PowerPoint... Document1 - Microsof... Document2 - Microsof... Inbox - Outlook Expr... 11:20 AM



Create A No-Cost Presence on Google™

Google Local Business Center



Go to: www.google.com/local/add

1. Create G-mail Account
2. Name of Business
3. List all 5 categories
4. Take Advantage of all opportunities (Web, YouTube, Coupons “free no-cost quote”)



Create A No-Cost Presence on Google™

Yahoo's Local Business Center



Go to: *listings.local.yahoo.com/csubmit/index.php*

The screenshot shows a web browser window titled "Add a New Business - Windows Internet Explorer". The address bar shows the URL "http://listings.local.yahoo.com/csubmit/index.php". The page content includes the "YAHOO! LOCAL" logo, a "Sign In" link, and a "Web Search" box. Below this is a "Business Details" section with the heading "Add a New Business" and a sub-heading "Thanks for helping us stay up-to-date! All data is subject to review and may take some time to appear on the site." The form contains several input fields: "Business Name", "Address", "Phone Number" (with a note "e.g. 402-555-1234"), "City", "Web Site URL", "State" (a dropdown menu currently showing "Alabama"), and "Zip". There is also a "Categories" section with a text input field and a "add new category" link. Below the form is a "Verify Your Submission" section with a "Enter the code shown:" field and a "More Info" link. At the bottom of the form are "Submit" and "Reset" buttons. The browser's taskbar at the bottom shows the Start button and several open applications: "Add a New Business...", "Microsoft PowerPoint", "Document1 - Microsoft", "Document2 - Microsoft", "Yahoo - Outlook Express", and the system clock showing "11:08 AM".



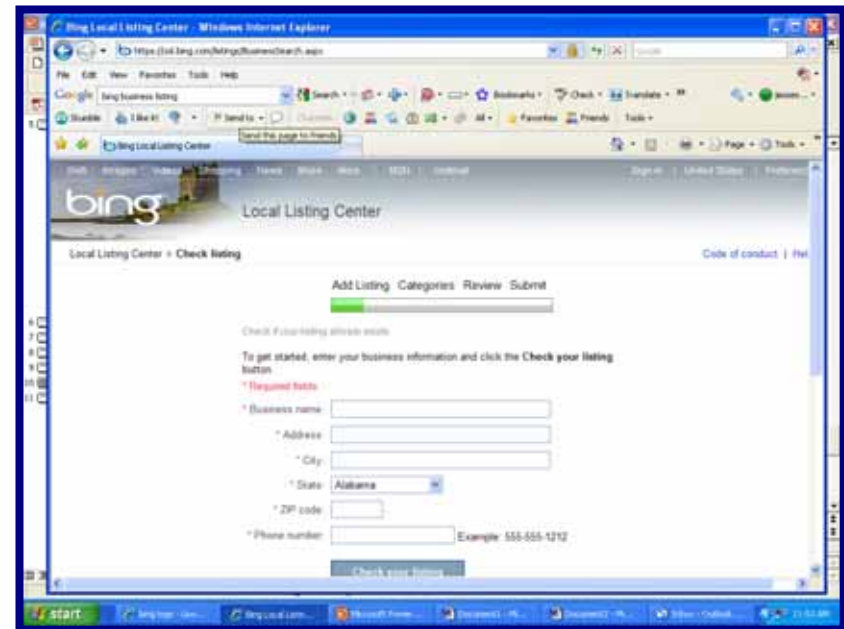
Create A No-Cost Presence on **Google**

MSN's Local Business Center



<https://ssl.bing.com/listings/ListingCenter.aspx>

- 1. Follow Instructions**
- 2. Mail Confirmation**



Create A No-Cost Presence on **Google™**

LinkedIn Company Listing



Go to: www.linkedin.com

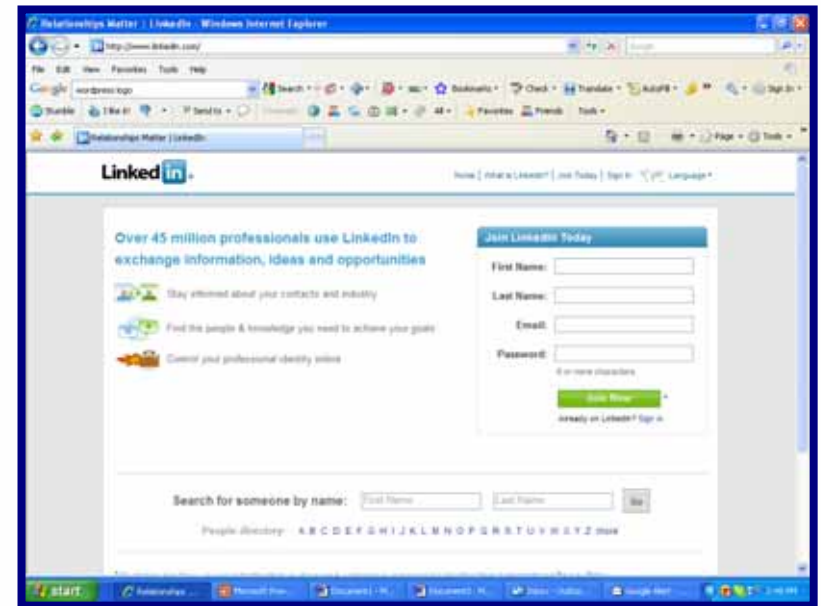
45 Million Users

Individual Profile

Be Found

**Prospects Will Check
You Out**

Company Profile



Create A No-Cost Presence on Google™

LinkedIn Personal Profile



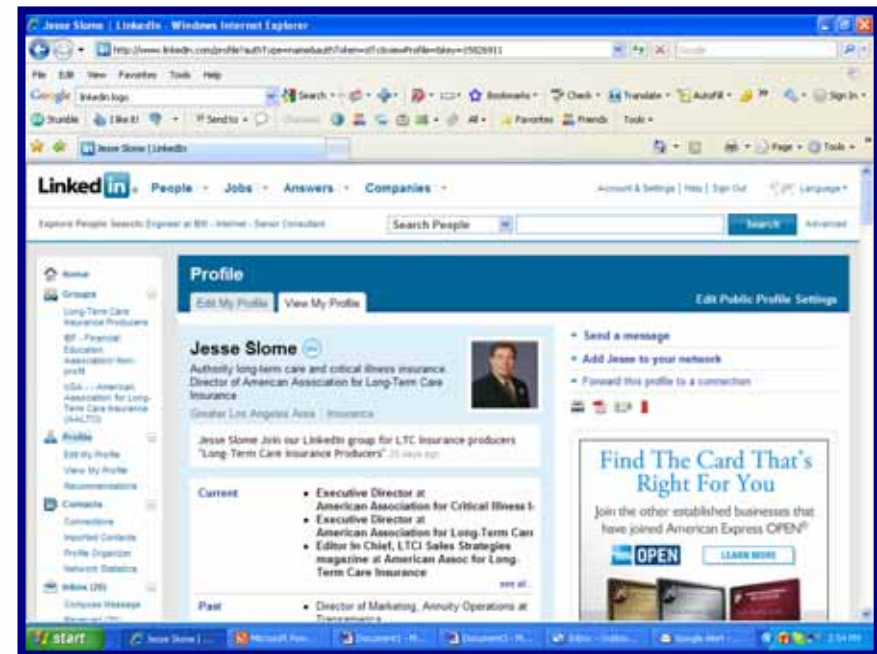
Components Of Your Profile

**Your description is key
(your elevator speech)**

**References (your prospects
will read)**

Links (your free websites)

A shorter address



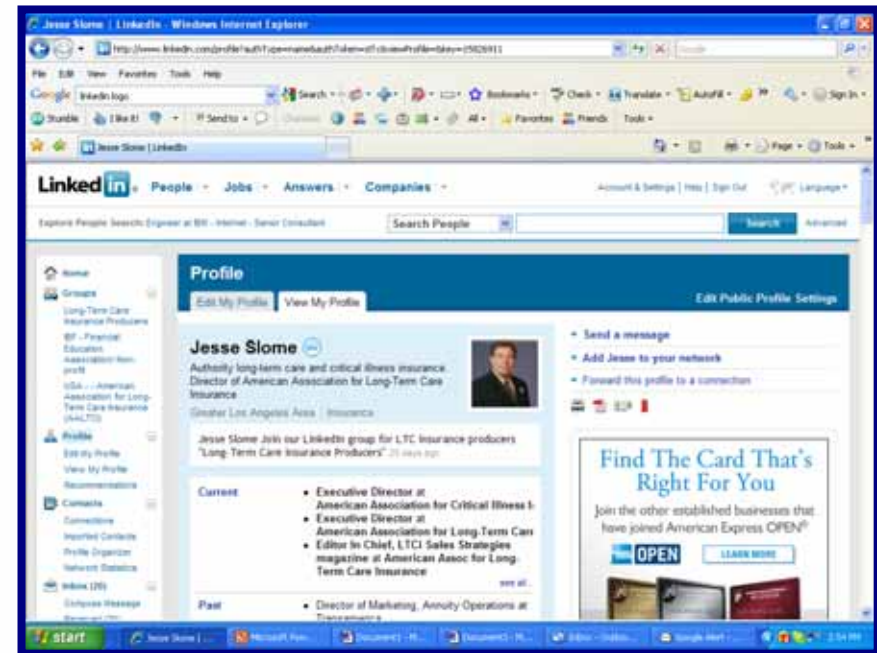
Create A No-Cost Presence on **Google**

LinkedIn Company Profile



Components Of Your
Company Profile

A great description



Create A No-Cost Presence on Google™

LinkedIn Free Networking



The screenshot shows a Windows Internet Explorer browser window displaying LinkedIn search results. The search query is 'accountants los angeles'. The results page shows 859 results, sorted by Relevance. The top results include Leonard Wright (Wealth Management Advisor at Northwestern Mutual), David Evans (Senior Writer at Bloomberg Markets Magazine), Loni A. (Global V...), and William Wheeler (group). A yellow callout box with a red border is overlaid on the results, containing the text '859 Accountants Los Angeles'. The browser's address bar shows the URL: http://www.linkedin.com/search?pplSearchOrigin=GLHD&keywords=accountants+los+angeles&search=.

859 Accountants Los Angeles



Create A No-Cost Presence on **Google**

Network ! Network !



**Join
“Long-Term Care
Insurance Producers”**

(Not the AALTCI)



Create A No-Cost Presence on **Google**

Get “**Linked**”



Invite Connections As A
Signature On Every E-mail

Connect With Me On
LinkedIn

[http://www.linkedin.com
/in/jesseslome](http://www.linkedin.com/in/jesseslome)



Create A No-Cost Presence on **Google**

The 100% Free Website Option



What Is A Blog ?

Why You Need To Start A Blog ?



Create A No-Cost Presence on **Google™**

Your 2 Free Options



Go to: www.blogger.com

**Google's blog
Simpler to use
Intuitive
Less features**

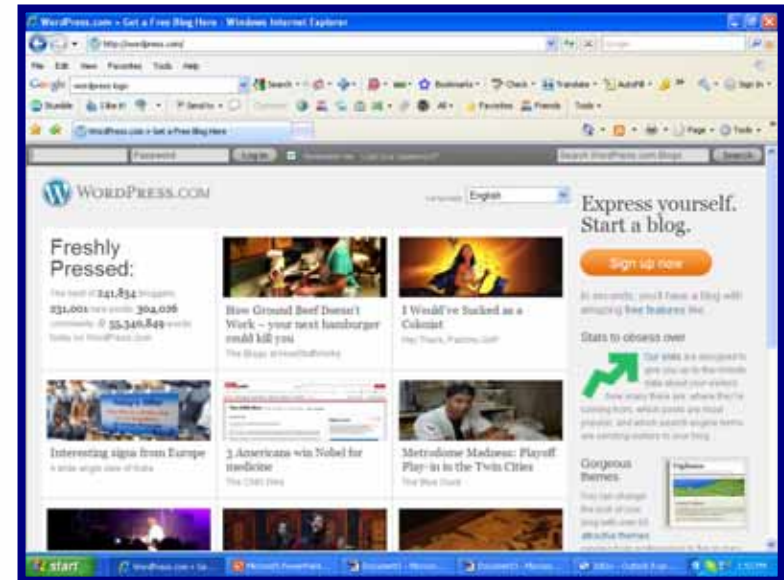


Create A No-Cost Presence on **Google**[™]

The Other (Preferred) Option



Jesse's preference
More features
Easy to use
Google monitors



Create A No-Cost Presence on **Google**

The Key To A Successful Blog



- 1) Your Blog's Goal – LTC Leads**
- 2) Your Blog's Web Address**
- 3) Important Description**
- 4) A Professional Look**
- 5) Your Contact Information / Links**

Create A No-Cost Presence on Google™

Submit Your Blog to Google



www.google.com/addurl/

Add your URL to Google

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your full URL, including the `http://` prefix. For example:
`http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

URL:

Comments:

Optional: To help us distinguish between sites submitted by individuals and those automatically entered by software robots, please type the squiggly letters shown here into the box below.

Other Options

Instant Ads on Google
Create your own targeted ads using [AdWords](#). With credit card payment, you can see your ad on Google today.

Google AdSense for Web Publishers
Publish ads that match your content, help visitors find related products and services – and maximize your ad revenue. [Learn more](#).

Google-Quality Site Search
Reduce support costs, keep users on your site longer, and turn browsers into buyers with the [Google Search Appliance](#) or [Google Mini](#).



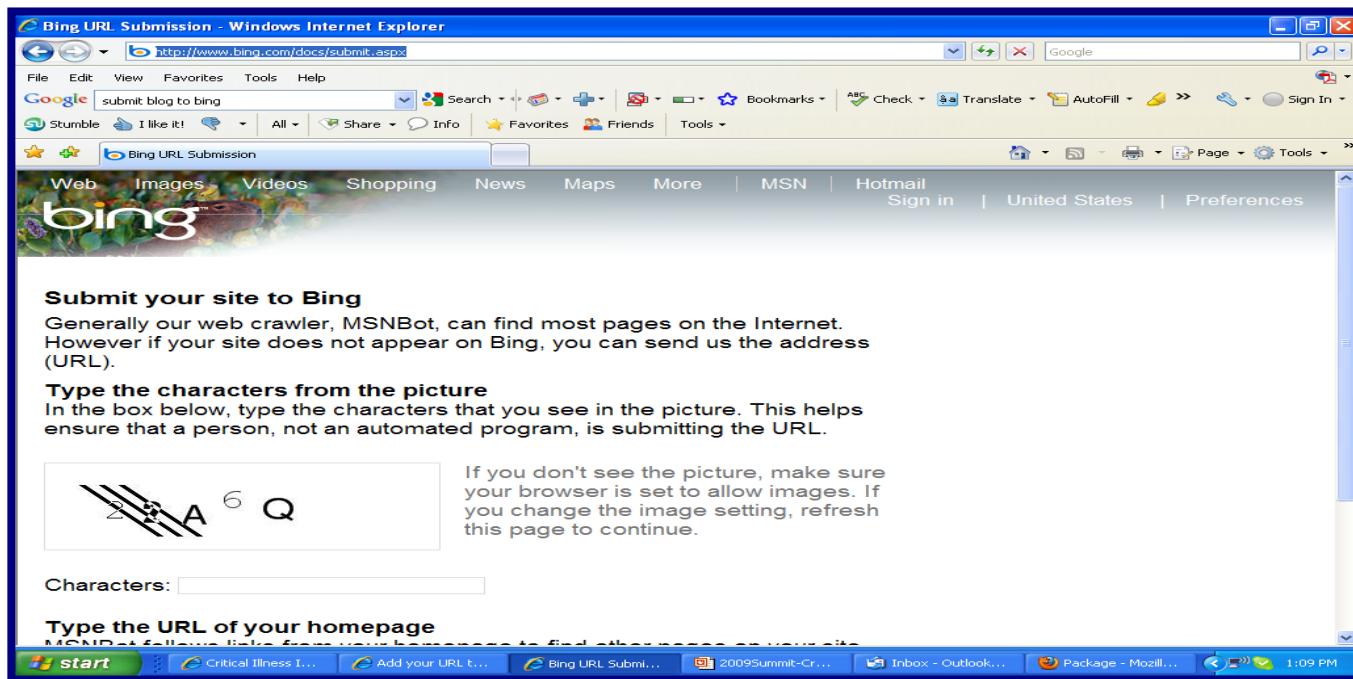
Create A No-Cost Presence on Google™

Submit Your Blog to Yahoo!



Create A No-Cost Presence on Google™

Submit Your Blog to Bing



Create A No-Cost Presence on **Google™**

Your Key To Blogging



**Google Looks At Relevant
Titles - Keywords
Excerpts**

“Back-links” for SEO

Followers

Keep At It ... Content Is King



Create A No-Cost Presence on **Google**

Follow My Blog



www.longtermcareinsuranceinfo.blogspot.com

**Be sure to create
back-links from
everything you
create online**

**Add to E-mail
signatures**



Create A No-Cost Presence on **Google**

The Ultimate Blogs on Blogging

<http://googleblog.blogspot.com/>



<http://lorelle.wordpress.com/>

Create A No-Cost Presence on Google™

A MUST DO! Create A Google Alert

www.google.com/alerts

Google alerts beta

[FAQ](#) | [Sign in](#)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [sign in to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.

“ X ”

Create A No-Cost Presence on Google™

Facebook To Build Business

facebook



www.facebook.com



Create A No-Cost Presence on **Google**

Facebook To Build Business

facebook

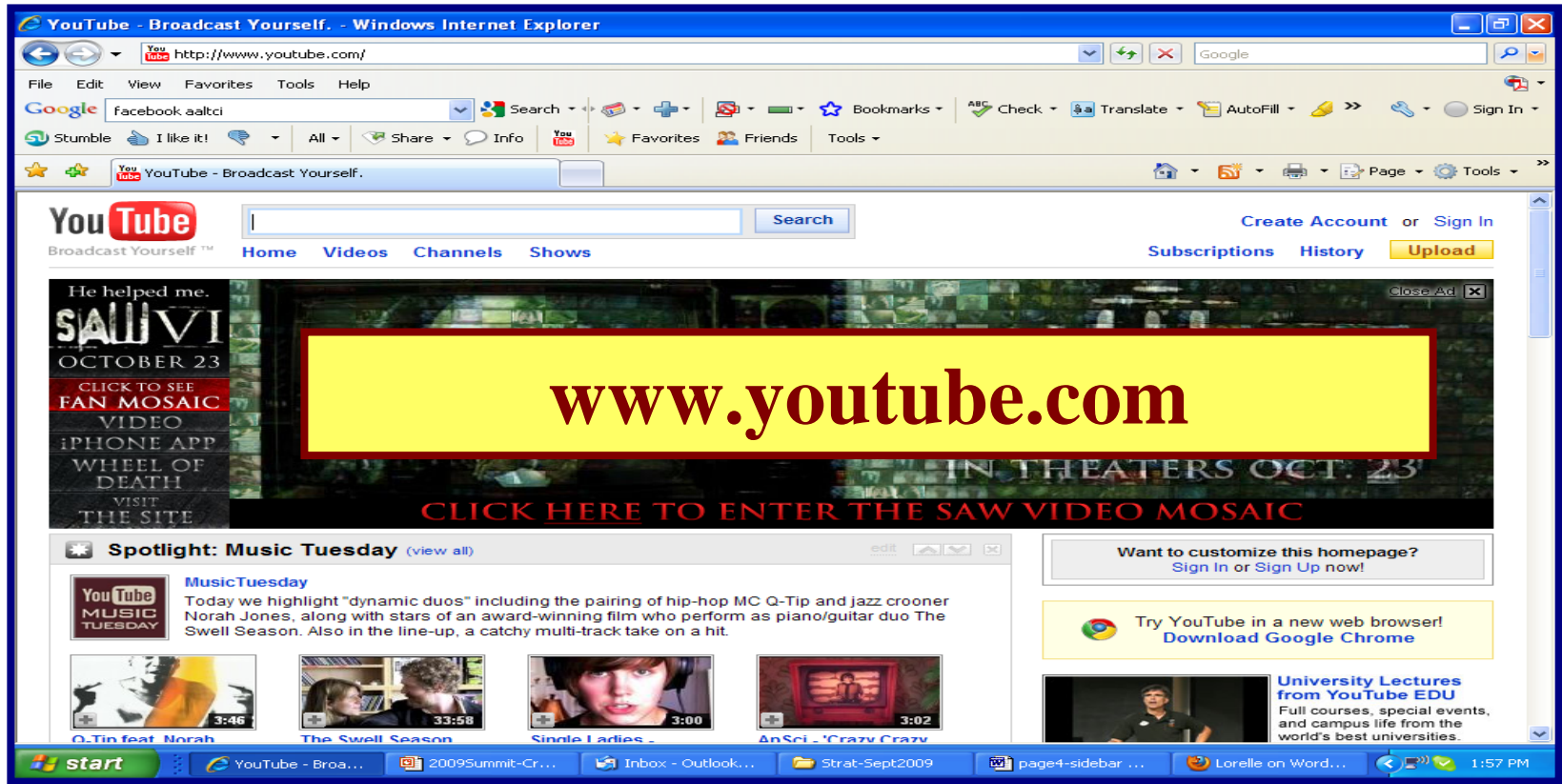
**SEO is high for
Facebook**

**Profile Page
Include your Links
Groups**



Create A No-Cost Presence on Google™

YouTube To Build Business



Create A No-Cost Presence on **Google**[™]

YouTube To Build Business



Brand Visibility

Videos

PowerPoints

Tips

1. Title

2. 2 Minutes

3. Links ☺

**[www.youtube.com/
longtermcareinfo](http://www.youtube.com/longtermcareinfo)**

Long Term Care Insurance **Subscribe**

LongTermCareInfo
Joined: December 05, 2008
Last Sign In: 1 month ago
Videos Watched: 154
Subscribers: 2
Channel Views: 1,518

Age: 56
Executive Director of the American Association for Long-Term Care Insurance
Country: United States
Website: <http://www.aalclongtermcare.com>

Connect with LongTermCareInfo

- Send Message
- Add Comment
- Share Channel
- Add to Google

<http://www.youtube.com/LongTermCareInfo>

Embed This Channel

Long term care insurance information basics on buying
From: LongTermCareInfo
Views: 228



Create A No-Cost Presence on Google™

Don't Forget Twitter



**Reserve
Your Name**

**Even if you
never use it**



<http://twitter.com>

Create A No-Cost Presence on Google™

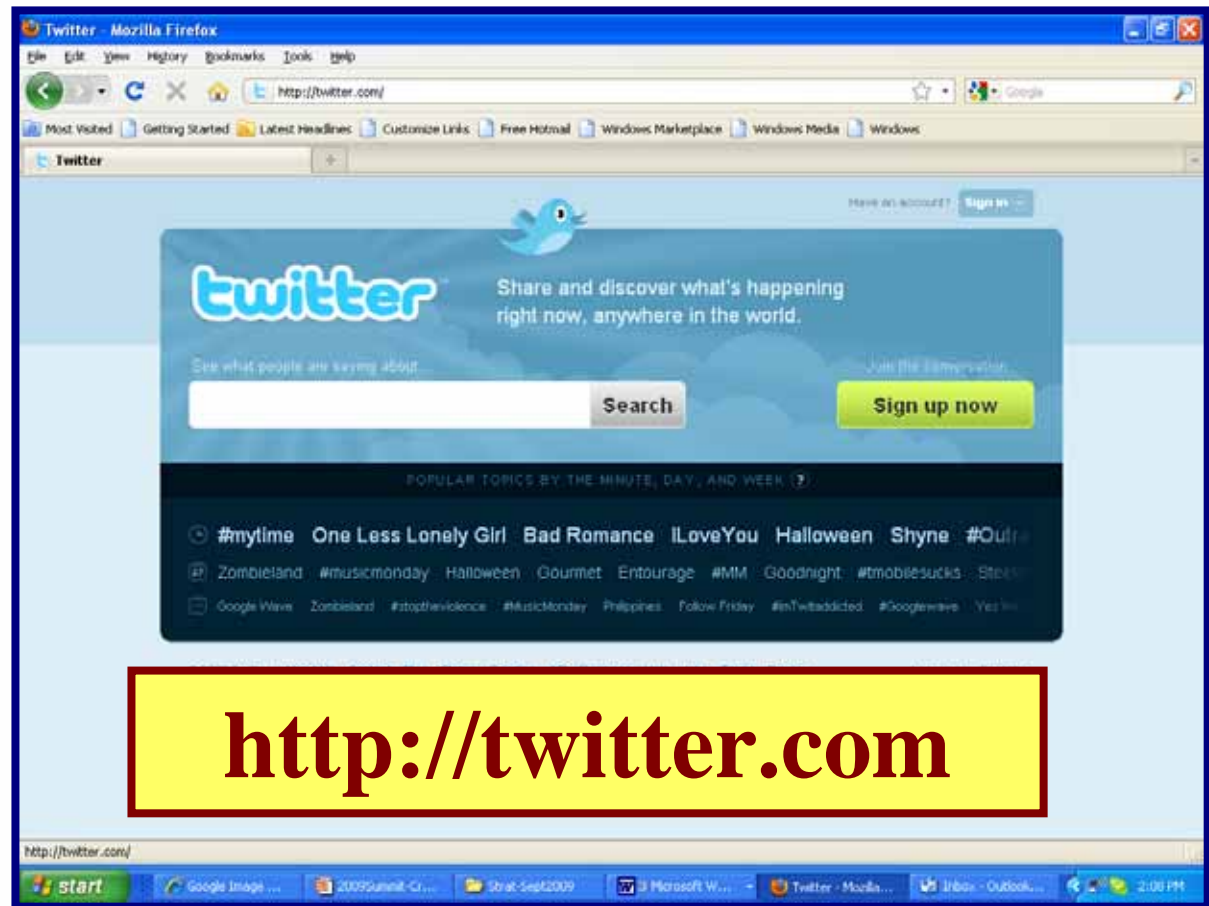
Don't Forget Twitter



**BEST PLACE
TO LEARN**

Twitter's Blog

**[http://blog.
twitter.com/](http://blog.twitter.com/)**



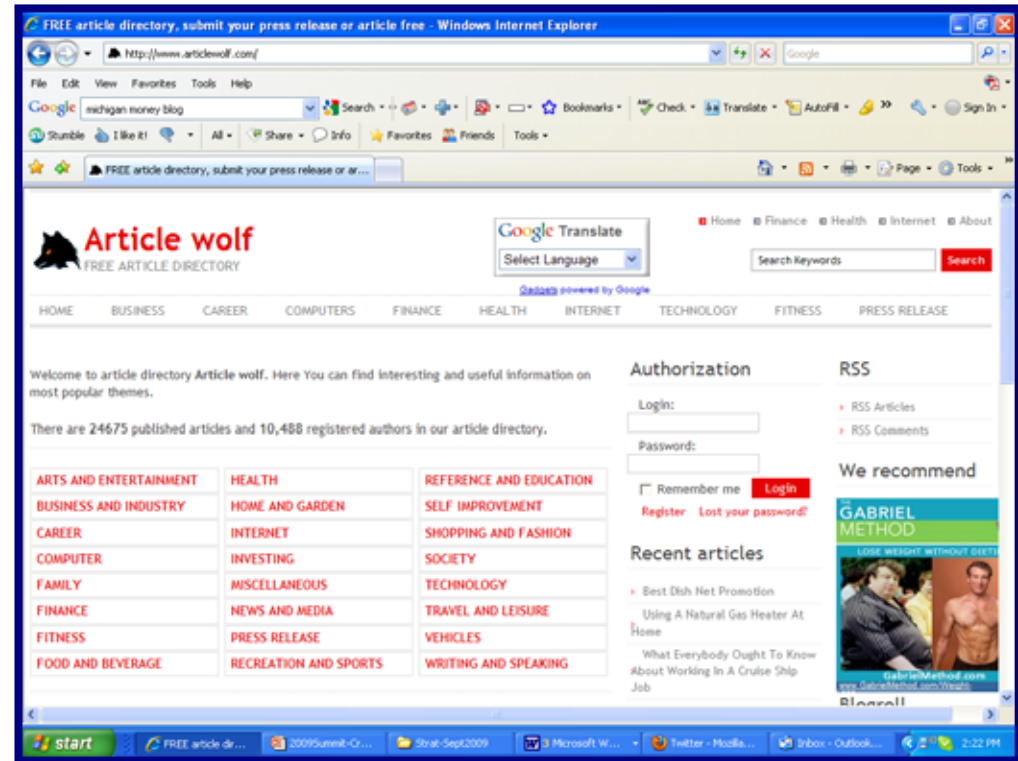
Create A No-Cost Presence on **Google**

Finally ... Free Article Posting



Articles you can
write and post
yourself

Title – Keywords
Content ✓
Links ✓



Create A No-Cost Presence on **Google**[™]

Finally ... Free Article Posting

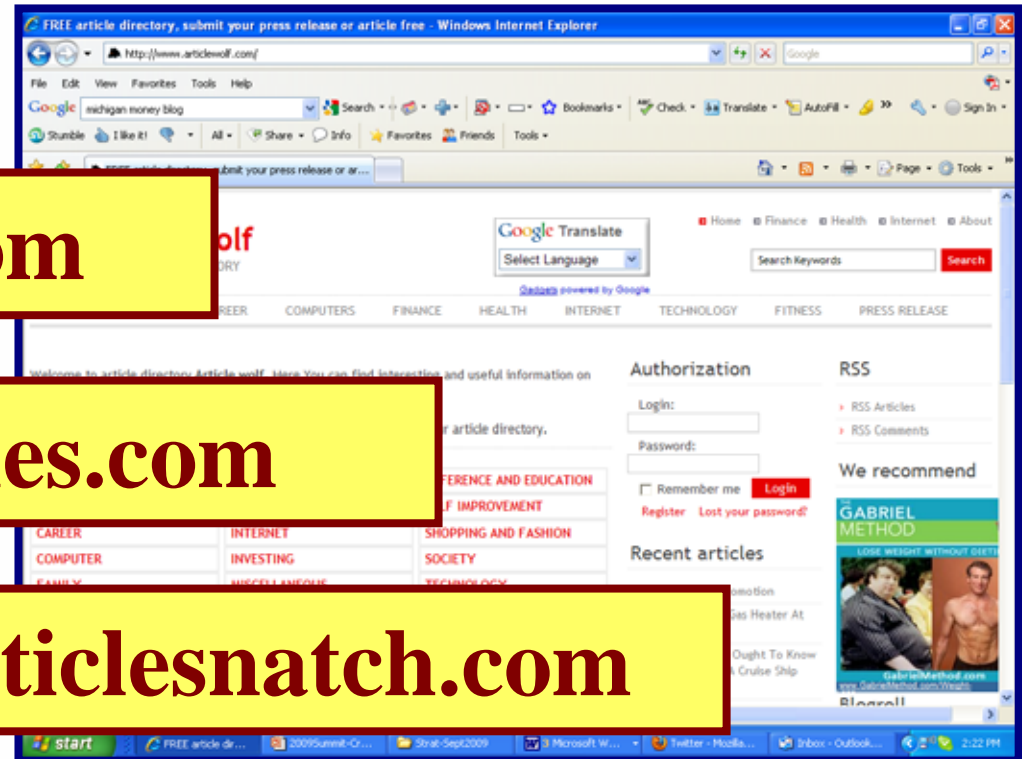


3 Easy To Use

Articlewolf.com

goarticles.com

articlesnatch.com



Create A No-Cost Presence on **Google**

Finally ... Free Article Posting

DAILY NEWS

**Your Local Newspaper May Accept
Blog Submissions (Publicity Tools
for AALTCI Members)**

Comment On Other Blogs

Link your Website to aaltci.org

Create A No-Cost Presence on Google™

SEO Is A Commitment



Create A No-Cost Presence on Google™

#1 Source For LTC Marketing Tools

Screenshot of the American Association for Long-Term Care Insurance website in a Mozilla Firefox browser window. The browser title is "Sell Long Term Care Insurance Information Resource Center Free Marketing Tools - Mozilla Firefox". The address bar shows "http://www.aaltci.org/lc-". A yellow rectangular box is overlaid on the top right of the page content. The website header includes the logo "American Association for Long-Term Care Insurance" and the text "Advocacy ♦ Information ♦ Education ♦ Standards". Below the header is a navigation menu with tabs: "Home", "About", "For Producers", "For Consumers", "For Media", and "Contact". A secondary menu includes "Membership", "Marketing & Sales Tools", "LTC Sales Center", "Resource Center", and "Events/Conferences". The main content area features a dark red banner with the text "The Long-Term Care Insurance LEARNING, MARKETING & SALES CENTER CLICK ON THE LINKS BELOW". Below this banner are five buttons: "LTC AUDIOS", "MARKETING TOOLS", "E-CARDS", "PUBLICITY TOOLS", and "EXPERTS FORUM". On the right side, there is a "WELCOME!" section with the text "You are logged in as: Jesse Slome(JSlome)" and a "Membership Expires 11/30/-0001" notice with a "Renew Now" link. The browser's taskbar at the bottom shows the start button and several open applications: "2009Summit-CreateN...", "Strat-Sept2009", "Microsoft Word fo...", "Sell Long Term Care I...", and "Inbox - Outlook Expr...". The system clock shows "2:35 PM".



Create A No-Cost Presence on Google™

#1 Source For LTC Marketing Tools

The image is a screenshot of a web browser displaying the website for the American Association for Long-Term Care Insurance. The browser's address bar shows the URL "Sell Long Term Care Insurance". The website header features the organization's name, "American Association for Long-Term Care Insurance", with the tagline "Advocacy ♦ Information ♦ Education ♦ Standards". A navigation menu includes "Home", "About", "For Producers", "For Consumers", "For Media", and "Contact". Below this, a secondary menu lists "Membership", "Marketing & Sales Tools", "LTC Sales Center", "Resource Center", and "Events/Conferences". A prominent dark red banner reads "The Long-Term Care Insurance LEARNING, MARKETING & SALES CENTER CLICK ON THE LINKS BELOW". Two buttons are visible: "LTC AUDIOS" and "MARKETING TOOLS". On the right side, a "WELCOME!" message indicates the user is logged in as "Jesse Slome(JSlome)". The browser's search bar contains the word "Google". A large yellow rectangular box is overlaid on the top portion of the website content, partially obscuring the navigation and header area.