



- ▶ Search Engine Optimization (SEO)
  - + **Analysis, Planning** - Know your audience!
  - + **On-Page Optimization** - People before spiders
  - + **Off-Page Link Building** - Relationship marketing
  - + **Analytics** - Design & decisions based off data



- ▶ Social Media Marketing
  - + **Listen** - Who's Talking? Where? About What?
  - + **Optimize** - Keyword-rich content worth talking about
  - + **Engage** - Community participation
  - + **Monitor** - Conversations, traffic, reputation, competition



- ▶ Education & Training
  - + **Best Practices** - Business processes
  - + **Train-the-Trainer** - Replicate
  - + **Curriculum Development** - Courses
  - + **Workshops** - Custom training

# Lookadoo dana

SEO Consultant | Search Marketing Trainer | Author | Cyclist

Listen.  
Engage.  
Optimize.

*Search Marketing builds relationships.*

“Seek First to Understand, Then to be Understood.” Stephen Covey’s 5th principle of “7 Habits of Highly Effective People” summarizes Dana’s core approach to search marketing. **Get to know your audience before launching campaigns and training initiatives.**

How? Research keywords typed into search engines and social spaces. Listen to how your audience thinks and speaks. Engage and provide value. Optimize your feedback. Focus on what’s in it for them rather than broadcasting your marketing messages. Create website landing pages that meet their needs and convert to sales!



## Vitae

- Dana’s expertise and passions include:
- ▶ Search Engine Optimization & Copywriting
  - ▶ Social Media Marketing & Engagement
  - ▶ Information Architecture & Planning
  - ▶ Website Usability & Conversion
  - ▶ Training & Curriculum Development

### Technologist . SEO . Search Marketer

Dana began a career in computing/PC training in 1984 and in website development and online marketing in 1996. She managed two Web firms and founded an SEO agency, Pixel Position, in 2003. Dana worked with R3 Media Group and Blast Advanced Media during this time and had the opportunity to work with multiple Fortune 500 companies. She returned to consulting and founded Yo! Yo! SEO to provide SEO, search marketing, and training services.

### Trainer . Author

Dana taught Web Design as Adjunct Faculty at Cal State University Monterey Bay (3 semesters).

She has conducted multiple corporate training classes and developed technology curriculum for:

- ▶ Sun Microsystems Open Gateways Program
- ▶ Monterey Institute of International Studies
- ▶ U.C. Santa Cruz Extension
- ▶ General Colin Powell’s Youth Peace Corp.
- ▶ PowerUp - America’s Promise
- ▶ Steve Young’s NFL YET Center
- ▶ Wal-Mart’s MEM Technology Conf. Series
- ▶ Webgrrls

Dana authored “Traveling the Internet” for Sun Microsystems, a 100-page guide for how to travel safely and securely on the Web.

# Presence Breeds Presence Communicating, Optimizing, Educating and Engaging!

*Dana's passions and approach . . .*

## Word-of-Mouth SEO

**Word-of-Mouth SEO** is where Search Engine Optimization meets Social Media and Link Marketing.

It's about presence, sharing and being involved. Focus is on creating optimized content that gets talked about & linked to.

**Word-of-Mouth SEO** is more than getting your site to the top of the Search Engine Results (SERPs). Your website is your foundation. It must be organized with a strong information architecture. Once your site is optimized, you'll gain trust, attract links and improve your online visibility.

Dana's approach involves creating **keyword-rich messages and engaging content** on and off-site based on research and analytics.

## Mission Statement

Dana Lookadoo strives to help companies **listen to, optimize and engage** people through their search marketing efforts.

Dana's focus is on marrying technology and quality viral content with strategic marketing:

- ▶ Search Engine Optimization
- ▶ Viral Copywriting
- ▶ Link Building
- ▶ Social Media
- ▶ Online Marketing (PPC, Email)
- ▶ Conversion & Optimization
- ▶ Analytics (Tracking, Testing, Measurement)
- ▶ Training & Coaching

Successful engagements require creative tactical planning, implementation, perseverance and **presence!**

## Needs Analysis

"Measure twice. Cut once." Dana helps teams properly plan, organize and create focused marketing and training campaigns. Each client is as unique as their customers. Discovery helps determine goals, methods, and team members required to achieve success.

## On-Top of Industry Trends

Search Engines are indexing at rapid speed. Conversations are monitored and indexed in social search. Technology, gadgets, widgets, social communities ... all are rapidly changing. What's hot one day is forgotten the next. Dana strives to keep her finger on the pulse of current technologies and search trends to help communicate, optimize, educate and engage.

Cerebral

+

Social

Dana Lookadoo

"Your success is dependent upon how well you interact with people."

—Bryan W. Flannigan, Jr.

## Formal Education

▶ B.S. Telecommunications, Multimedia and Applied Computing (magna cum laude), minor in Instructional Technology

▶ A.A. Business Administration

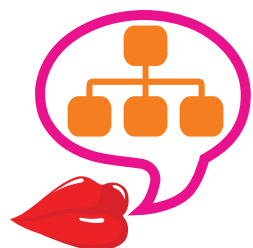
▶ Studied Virtual Reality Modeling Language, Naval Postgraduate School

## Certification

▶ MarketingExperiments® Certified Landing Page Optimization

## Fun

▶ On the Bike (Road & MTB)



Yo! Yo! SEO

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AGStockUSA, Inc. - Carmel, CA  
American Higher Education Corp - New York, NY  
BoyerBikes - Marina, CA  
BTS USA, Inc. - Stamford, CT  
Cal State University Monterey Bay - Seaside, CA  
Cambridge Diet USA - Monterey, CA  
Cliniskin Online Skin Care Store - Los Gatos, CA  
Crowne Plaza Cabana Hotel - Palo Alto, CA  
Dress - San Francisco, CA  
EQECAT, Inc. - Oakland, CA  
General Colin Powell's America's Promise - Santa Cruz, CA  
Jeffrey S. McClanahan, MD - Los Gatos, CA  
HairZing / Sennits LLC - Oakland, CA / Lynchburg, TN  
InsWeb Corp. - Gold River, CA  
KLOVE Radio - Rocklin, CA  
KTEE Smooth Jazz Radio - Monterey, CA  
Life Safety Systems - Santa Cruz, CA  
MickeyLive, Inc. - Rogers, AR  
Minden Grill Company, Inc. - Minden, NV  
Mry Bay Marine Sanctuary Citizens Watershed Monitoring - Monterey, CA  
Monterey County Health Dept Health Promotion Partnership - Salinas, CA  
Monterey Institute of International Studies - Monterey, CA  
Steve Young's NFL/YET Training Leadership Academy - Park City, UT  
Pawprints Jewelry - Salinas, CA  
Pearl Plastic Surgery Center - Mountain View, CA  
PolyPhaser Corporation - Minden, NV  
R3 Media Group, Inc. - Rogers, AR / Buffalo, NY  
Saylor Legal, Inc. - Marina, CA  
San Jose Medical Center & Regional Medical Center - San Jose, CA  
Smith Bowen Communications - Monterey, CA  
Solutions Enabler Technologies - Newport Beach, CA  
SOM Therapy - Lantana, FL  
Stephen Orear, Realtor - Genoa, NV  
Summit Furniture - Monterey, CA  
Sun Microsystems / Instructional Solutions - Palo Alto, CA  
Sun Microsystems / Open Gateways Training - Mountain View, CA  
Sunshine Products USA - Carmel Valley, CA  
Triage Consulting Group - San Francisco, CA  
Velo Bella Women's Cycling Team - Watsonville, CA  
WG Bender Co. Insurance & Bonds - Sacramento, CA  
Wal-Mart Stores, Inc. / Electronics Dept. - Bentonville, AR  
Woman's Resource Network - Portales, NM

## Clients

▶ Partial list of clientele in various sectors: education, consumer, government, business consulting, high-tech, non-profit, online & offline retail, retail management, marketing, insurance, re/insurance, physicians, photography, sports, radio stations, corporate hospitality, manufacturing and more.

Services provided:

Search Engine Optimization  
Search Marketing & PR  
Technology Training  
Web Development & Strategy