



**ZOLL®**

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# SEO: Introduction & Review

KoMarketing



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# SEO: INTRODUCTION & OVERVIEW

- What is SEO?
- ZOLL SEO Program
- Importance of SEO
- The Future of SEO
- Why SEO Matters to You



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# INTRODUCTION TO KOMARKETING

- Founded in 2004
- B2B Driven
- Global Presence
- Long-Term Relationships
- Industry Leader
- Forward Thinking



# WHAT IS SEO?



what is seo



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About 354,000,000 results (0.62 seconds)

## What is SEO? Search Engine Optimization Meaning - Moz

<https://moz.com/learn/seo/what-is-seo>

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

[What are SERP Features?](#) · [Weighting the Clusters of ...](#) · [Domain Names](#)

### People also ask

What is SEO and how it works?



What is SEO in marketing?



What is SEO example?



What is SEO and why is it important?



[Feedback](#)

## What Is SEO / Search Engine Optimization? - Search Engine ...

<https://searchengineland.com/guide/what-is-seo>

SEO stands for "search engine optimization." ... All major search engines such as Google, Bing



## Search Engine Optimization



Search engine optimization is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results and excludes direct traffic/visitors and the purchase of paid placement. [Wikipedia](#)

## Seo Software

[View 10+ more](#)



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# ZOLL: SEO PROGRAM OVERVIEW



TECHNICAL SEO

KEYWORD STRATEGY

ON-PAGE CONTENT



# ZOLL: TECHNICAL SEO



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# ZOLL: KEYWORD STRATEGY

AED		
Keyword	Search Volume	CPC
aed	301000	\$ 15.04
aed defibrillator	8100	\$ 23.50
aed machine	8100	\$ 17.10
automated external defibrillator	6600	\$ 30.01
cpr aed	5400	\$ 4.00
zoll aed plus	5400	\$ 14.63
zoll aed	4400	\$ 17.70
portable aed	720	\$ 23.25

Data		
Keyword	Search Volume	CPC
epcr	6600	\$ 5.00
rescuenet	480	\$ 5.00
zoll data	480	\$ 7.17
prehospital care report	110	-
ems run report	90	-
zoll data systems	140	\$ 11.00
zoll epcr	140	\$ 5.00
zoll rescuenet	110	-

Ventilator		
Keyword	Search Volume	CPC
portable ventilator	2400	\$ 4.00
transport ventilator	720	\$ 4.11
emergency airway management	390	\$ 1.57
ventilator ambulance	320	\$ 0.94
zoll ventilator	260	\$ 2.78

Aspirators		
Keyword	Search Volume	CPC
suction machine	14800	\$ 0.46
aspirator medical	3600	\$ 0.39
portable suction machine	2900	\$ 1.33
medical suction machine	720	\$ 1.99
portable suction	720	\$ 0.54
hospital suction machine	140	\$ 0.46

Defib & Monitors		
Keyword	Search Volume	CPC
defibrillator	201000	\$ 8.82
heart defibrillator	6600	\$ 11.68
zoll defibrillator	2900	\$ 14.29
defibrillator machine	2400	\$ 11.17
portable defibrillator	2400	\$ 11.97
zoll x series	1600	\$ 6.67
zoll monitor	880	\$ 2.79
monitor defibrillator	390	\$ 1.23

Accessories		
Keyword	Search Volume	CPC
defibrillator pads	1900	\$ 6.93
aed pads	1600	\$ 10.99
aed batteries	720	\$ 8.87
zoll aed pads	320	\$ 11.82
zoll cpr d padz	320	\$ 11.06

Automated CPR		
Keyword	Search Volume	CPC
autopulse	3600	\$ 2.50
cpr machine	3600	\$ 2.50
automatic cpr machine	880	\$ 2.50
chest compression machine	720	\$ 3.50
zoll autopulse	720	\$ 2.50
mechanical cpr device	260	\$ 2.50

Temperature Management		
Keyword	Search Volume	CPC
targeted temperature management	2900	\$ 3.85
therapeutic hypothermia	2900	\$ 6.20
hypothermia after cardiac arrest	170	
post cardiac arrest cooling	140	
cooling catheter	110	\$ 13.99
thermogard xp	110	
zoll thermogard	110	
zoll temperature management	40	

General / CPR		
Keyword	Search Volume	CPC
chest compression depth	3600	-
rapid defibrillation	2400	\$ 7.99
chest compression rate	1900	\$ 7.86
high quality cpr	1600	\$ 1.90
cpr feedback device	1000	\$ 7.79





# ZOLL: ON-PAGE OPTIMIZATION

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MARKETS

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EMS and Fire

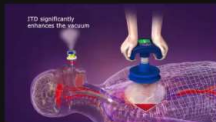


Why 71% Utstein is not acceptable

Watch later

Share

More videos



## On-Page SEO

- HTML Title
- Meta Tag
- Heading Tags
- Cross-Links
- Copy Edits

### Related Information

[EMS Grant Information](#)  
[JEMS \(Journal of Emergency Medical Services\)](#)

[EMS World](#)

[EMS1](#)

[EMT Scholarship](#)

[XChange Program](#)

[Rialto Fire Case Study](#)

[TEAAM](#)

[Outcomes Academy](#)



# ZOLL: NEW CONTENT CREATION



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PRODUCTS

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## World Restart a Heart Day 2019: How You Can Help

The team at ZOLL recognizes the importance of [heart health](#) in maintaining long-term wellness. This year, we are excited to spread the word about the 2nd Annual [World Restart a Heart Day](#) on October 16th, 2019. Communities, organizations, and programs throughout the world will be helping to raise CPR and SCA awareness -- and you should, too!

### What is World Restart a Heart Day?

Restart a Heart Day is an annual campaign to raise awareness about cardiac arrest and the importance of CPR training. The [Restart a Heart Campaign](#) (RSAH) was started by [The Resuscitation Council](#) as a regional day in the United Kingdom six years ago.

Since then, Restart a Heart Day has become World Restart a Heart Day. WRSAH is sponsored by the [International Liaison Committee on Resuscitation](#) (ILCOR), which comprises representation from America, South Africa, Europe, Australia, Asia and more.



### Top Stories

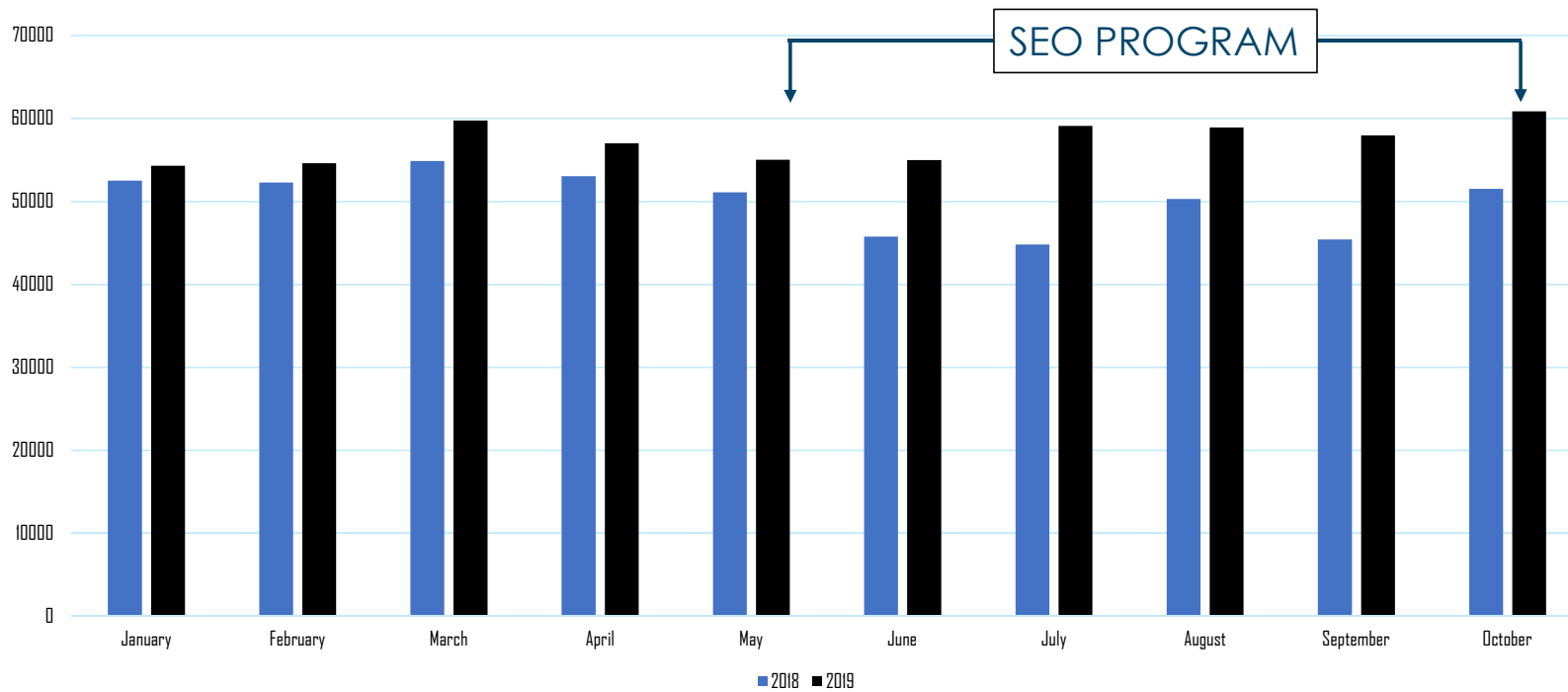
[Sudden Cardiac Arrest: Do you know the facts?](#)

[Do you know how to help a victim of sudden cardiac arrest?](#)

[Sudden Cardiac Arrest is a leading cause of death in the U.S. each year](#)



# ZOLL: RESULTS (SEARCH TRAFFIC)



# ZOLL: RESULTS (KEYWORDS)

Keyword	Sep-19	Nov-19	Change	Search Volume
external paddles	3	1	2	10
cpr system	3	2	1	90
early defibrillation	6	3	3	110
acd cpr	4	3	1	30
high quality cpr	6	4	2	880
aed public	7	5	2	10
aed program	6	5	1	110
what is aed	11	8	3	5400
cpr feedback	13	9	4	40
aed dental	16	15	1	10
aed in public places	31	17	14	20
aed police	24	21	3	20
child aed	29	26	3	210
aspirator medical	50	27	23	2900
how to use an aed	38	28	10	1600
crash cart defibrillator	33	30	3	50
hospital data management software	71	49	22	10
high performance cpr	76	55	21	210
pediatric resuscitation	61	60	1	140
in hospital cardiac arrest	100	77	23	110



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# SEO: The Future of Search

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# THE IMPORTANCE OF SEO

93%

of online experiences  
begin with a search  
engine

70%

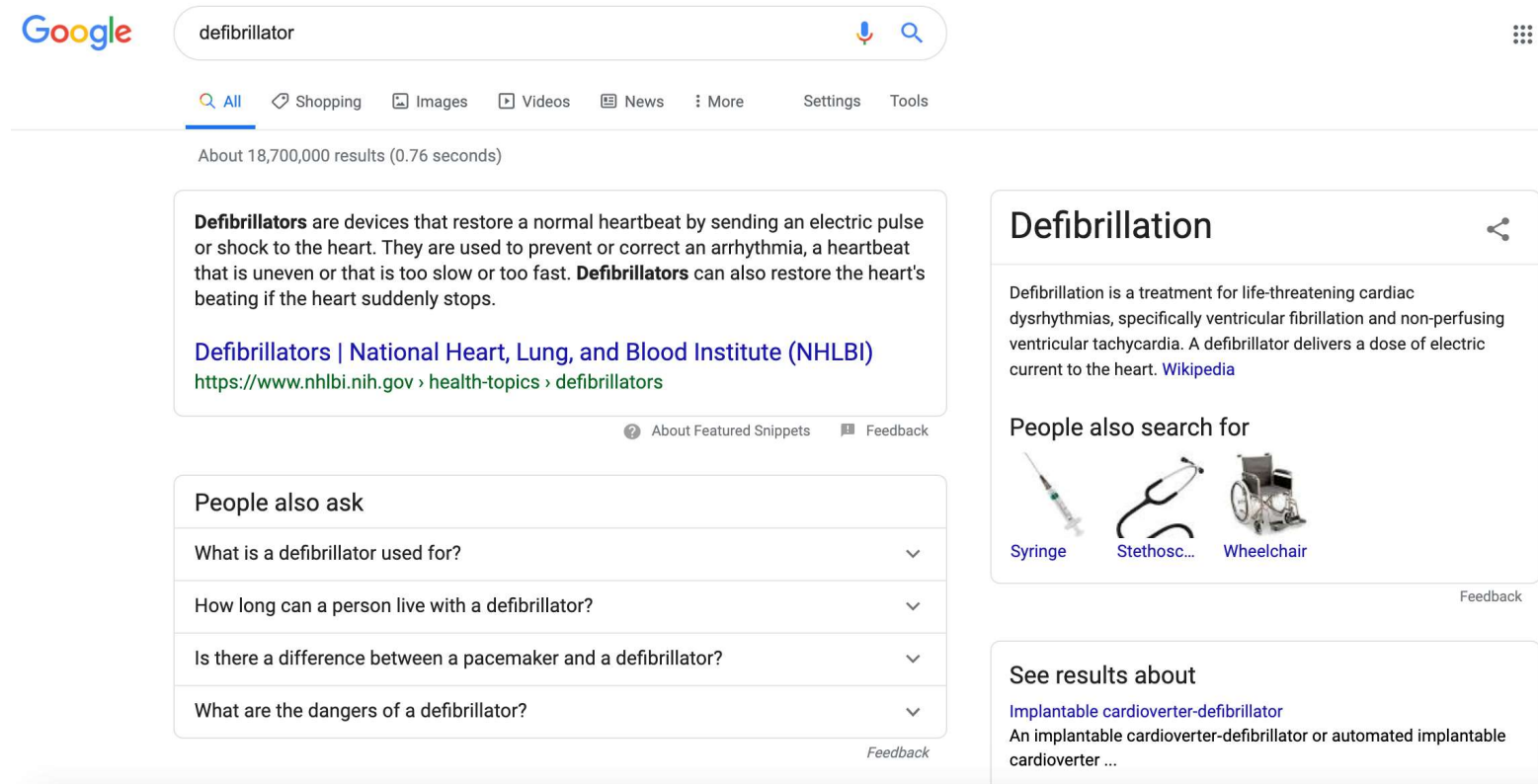
of users ignore  
sponsored search  
results

60%

of users of users click  
on one of the top  
three search results.



# IMPORTANCE OF SEO: SERP CHANGES



The screenshot shows a Google search for 'defibrillator'. The search bar at the top contains the word 'defibrillator' and a magnifying glass icon. Below the search bar, there are tabs for 'All', 'Shopping', 'Images', 'Videos', 'News', 'More', 'Settings', and 'Tools'. The 'All' tab is selected. Below the tabs, it says 'About 18,700,000 results (0.76 seconds)'. The main content area is divided into two columns. The left column features a featured snippet with a definition of defibrillators, a link to the National Heart, Lung, and Blood Institute (NHLBI) website, and a 'People also ask' section with four questions. The right column has a 'Defibrillation' section with a definition and a link to Wikipedia, followed by a 'People also search for' section with three items: Syringe, Stethosc..., and Wheelchair. At the bottom right, there is a 'See results about' section with a link to 'Implantable cardioverter-defibrillator' and a brief description. A lightbulb icon is visible in the bottom right corner of the page.

Google

defibrillator

All Shopping Images Videos News More Settings Tools

About 18,700,000 results (0.76 seconds)

**Defibrillators** are devices that restore a normal heartbeat by sending an electric pulse or shock to the heart. They are used to prevent or correct an arrhythmia, a heartbeat that is uneven or that is too slow or too fast. **Defibrillators** can also restore the heart's beating if the heart suddenly stops.

[Defibrillators | National Heart, Lung, and Blood Institute \(NHLBI\)](https://www.nhlbi.nih.gov/health-topics/defibrillators)  
<https://www.nhlbi.nih.gov/health-topics/defibrillators>

About Featured Snippets Feedback

**People also ask**

What is a defibrillator used for? ▾

How long can a person live with a defibrillator? ▾

Is there a difference between a pacemaker and a defibrillator? ▾




What are the dangers of a defibrillator? ▾

Feedback

**Defibrillation**

Defibrillation is a treatment for life-threatening cardiac dysrhythmias, specifically ventricular fibrillation and non-perfusing ventricular tachycardia. A defibrillator delivers a dose of electric current to the heart. [Wikipedia](#)

**People also search for**

 [Syringe](#)  [Stethosc...](#)  [Wheelchair](#)

Feedback

**See results about**

[Implantable cardioverter-defibrillator](#)  
An implantable cardioverter-defibrillator or automated implantable cardioverter ...



# IMPORTANCE OF SEO: SEARCH INTENT

Google search results for "aed". The search bar shows "aed" and the results indicate "About 248,000,000 results (0.85 seconds)".

**AED Defibrillators - AED.com**  
<https://www.aed.com>  
Your All-in-One AED Shop. Providing You with a Complete Cardiac Preparedness Solution. Best Pricing & Availability; Nationwide CPR and AED Training ...  
[AED Packages](#) · [Aeds](#) · [AED Accessories & Storage](#) · [Training](#)

**People also ask**

- What is a AED?
- What is CPR and AED?
- How much do AEDs cost?
- Why are AED so expensive?

[Feedback](#)

**What is AED? | Learn What an AED Is | Red Cross**  
<https://www.redcross.org> > [Take a Class](#) > [AED](#) > [Using an AED](#)

Take a Class AED Using an AED What is an AED? ... An AED, or automated external defibrillator, is used to help those experiencing sudden cardiac arrest. ... Currently, the only way to restore a

**Sponsored**

**See aed**

- Philips HeartStart...**  
\$834.00  
Refurbished  
AED.com
- AED Defibrillator For Business |...**  
\$1,275.00  
American AED S  
Free shipping
- Zoll AED Plus**  
\$1,699.00  
AED.com  
Free shipping
- Philips HeartStart...**  
\$695.00  
Refurbished  
Foremost Medical
- Physio-Control LifePak CR Plu...**  
\$1,695.00  
AED.com  
Free shipping
- Philips HeartStart...**  
\$595.00  
Refurbished  
Master Medical






# IMPORTANCE OF SEO: SEARCH INTENT

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**FAQ Page Draft – What is ALS? 10.25.19** 


From: Jenna Bessemer  
Date: Fri, 25 Oct 2019 at 12:53pm

Hi Alexis and Kristine,

I've attached a draft of the "What is Advanced Life Support" FAQ page. The page structure and content are based on what we're seeing in search results for this term, including questions related to ALS. As a note, any 3rd party resources used are identified within.

Please let me know of any feedback you have, we're happy to make any adjustments needed!

Thanks,  
Jenna

 [ZOLL Page Draft-What is Advanced Life Support 10.25.19.docx](#)  
196 KB



# IMPORTANCE OF SEO: KEYWORD LANDSCAPE

defibrillator

+ New keyword

defibrillator

US

Search

Broad Match

Phrase Match

Exact Match

Related

All

Questions

Advanced Filters

By number

By volume

All keywords: 15,616 | Total volume: 267,540 | Average KD: 74.05%

Add to KA

0 / 1,000

Export

All keywords	15,616		Keyword	Volume	Trend	KD%	CPC (USD)	Com.	SF	Results in SERP
> implant	1,184		defibrillator	60,500		85.16	9.63	1.00	5	17.2M
> pacemaker	810		defibrillation	18,100		82.69	18.23	0.31	4	20.5M
> use	761		defibrillator definition	4,400		92.89	0.80	0.05	2	7M
> heart	669		heart defibrillator	4,400		87.33	4.48	0.79	2	15.7M
> external	664		why is defibrillation important	4,400		66.85	4.76	0.00	1	1M
> a	646		defibrillation definition	3,600		91.69	0.49	0.03	1	4.2M
> cardioverter	571		defibrillator implant	3,600		89.22	3.02	0.23	3	13.4M
> cardiac	535									



# IMPORTANCE OF SEO: SERP COMPETITION

Google


aed plus

All Shopping Images Videos News More Settings Tools


About 73,300,000 results (0.72 seconds)

See aed plus


Sponsored




Zoll AED Plus  
\$1,699.00  
AED.com  
Free shipping




Cardiac Science Powerheart G3...  
\$834.00  
Refurbished  
AED.com



Physio-Control LifePak CR Plus...  
\$1,695.00  
AED.com  
Free shipping



Zoll AED Plus - School Packag...  
\$1,114.00  
AED.com  
28% price drop



ZOLL AED Plus Replacement...  
\$90.00  
AED Superstore  
Special offer






More images

## AED Plus


The **AED Plus** is the first and only Full-Rescue **AED** that helps with both defibrillation and CPR. ZOLL's Real CPR Help® technology provides real-time feedback on both depth and rate of chest compressions during CPR.

Amazon.com: Zoll 21000010102011010 AED Plus Package ...  
<https://www.amazon.com/Zoll-21000010102011010-Package-Defibrillator...>


People also search for




Videos



AED Plus Videos - E-learning - ZOLL - Cardiac Resuscitation ...



AED Plus Videos - E-learning - ZOLL - Cardiac Resuscitation ...



AED Plus Videos - ZOLL - Cardiac Resuscitation Devices ...



# IMPORTANCE OF SEO: CONTENT STRATEGY



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[LifeVest Wearable Defibrillator](#) | [EMS & Fire Software](#)

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## Keep Your Heart Healthy: Tips for Reducing Risk of Heart Disease

Heart disease is a condition in which plaque begins to build and cause poor blood circulation. This can ultimately lead to heart complications or stroke. Heart disease takes [over 600,000](#) lives each year in the U.S. alone, making it the leading cause of death. With [24%](#) of all American deaths being linked to heart disease, it poses a real threat.

These statistics often lead to questions about your risk, your family's risk, and the preventative measures you can take. While some people are at higher risk for heart disease than others, there are steps that everyone can take to help keep their heart healthy.

With [World Heart Day](#) right around the corner on September 29, we want to equip you with the knowledge you need to fight heart disease.



### Top Stories

Sudden Cardiac Arrest: Do you know the facts?

Do you know how to help a victim of sudden cardiac arrest?

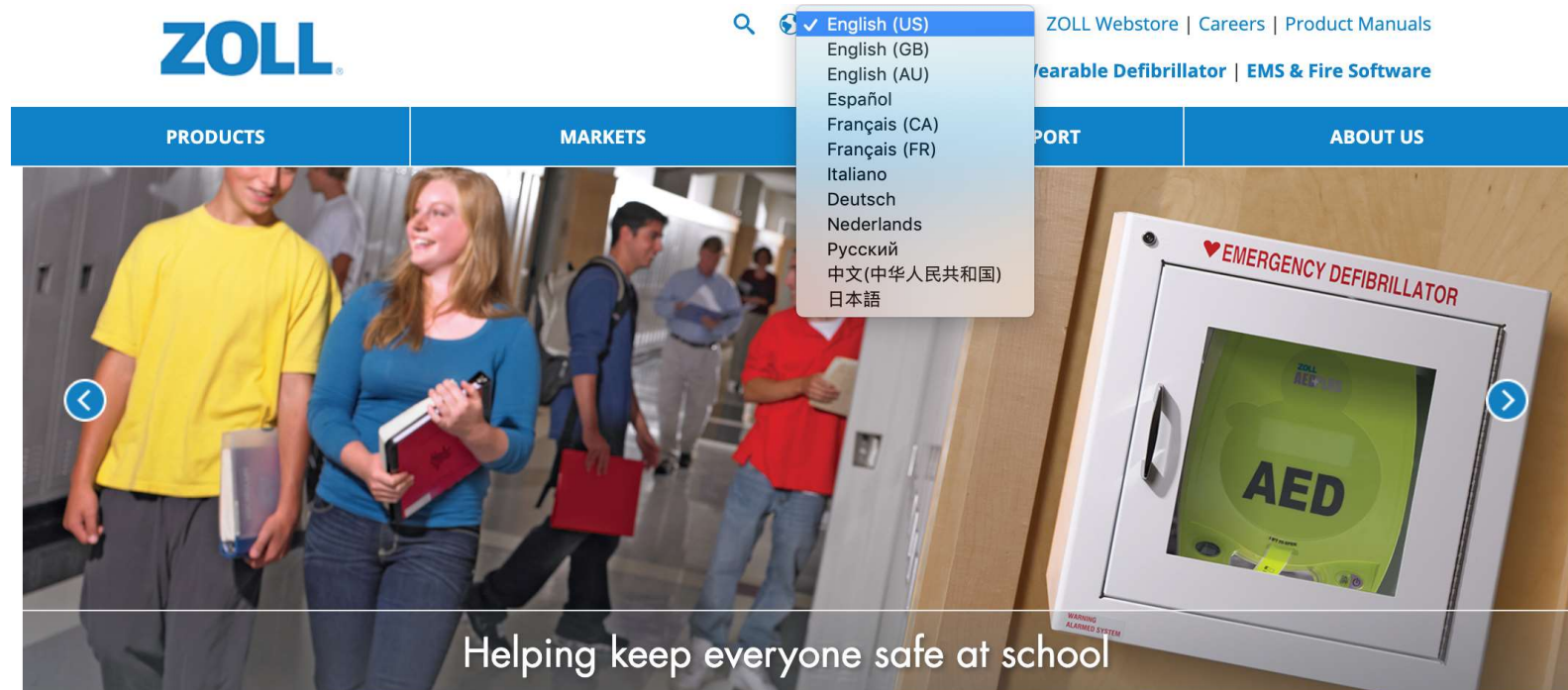
Sudden Cardiac Arrest is a leading cause of death in the U.S. each year

Are you heart smart?

ARE YOU HEART SMART?



# IMPORTANCE OF SEO: GLOBALIZATION



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# FUTURE OF SEO: SERP UPDATES

## Google Algorithm Update History

A History of Major Google Algorithm Updates from 2000–Present

Each year, Google makes hundreds of changes to search. In 2018, they reported an incredible 3,234 updates — an average of almost 9 per day, and more than 8 times the number of updates in 2009. While most of these changes are minor, Google occasionally rolls out a major algorithmic update (such as Panda and Penguin) that affects search results in significant ways.

For search marketers, knowing when major Google updates happened can help explain changes in rankings and organic website traffic and ultimately improve search engine optimization. Below, we've listed the major algorithmic changes that have had the biggest impact on search.

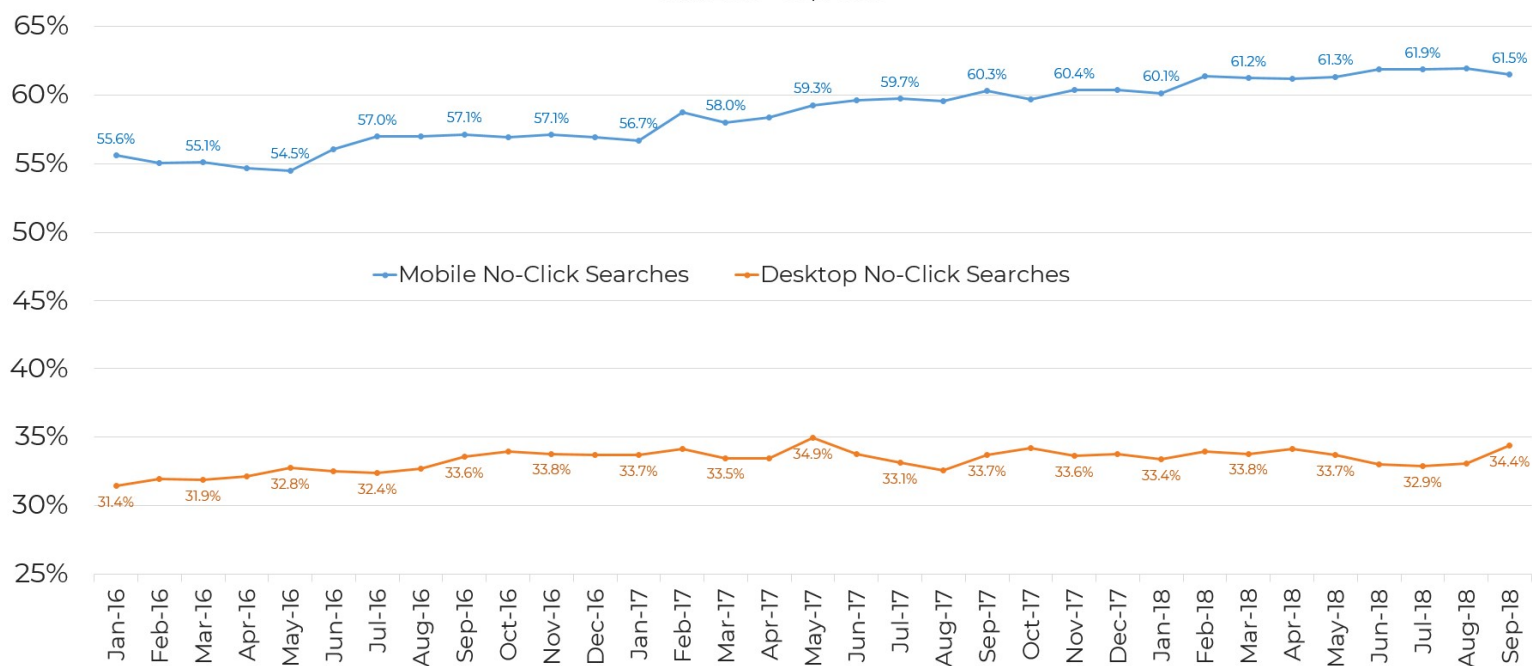




# FUTURE OF SEO: ZERO CLICKS

## Google Searches Resulting in ZERO Clicks

Jan. 2016 - Sep. 2018





Clickstream data via **jumpshot**

Assembled by Rand Fishkin from **SparkToro**



# FUTURE OF SEO: VOICE SEARCH




[All](#) [Images](#) [News](#) [Shopping](#) [Maps](#) [More](#) [Settings](#) [Tools](#)



About 732,000,000 results (0.84 seconds)

## 379.7 feet

The tallest trees in the world are redwoods (*Sequoia sempervirens*), which tower above the ground in California. These trees can easily reach heights of 300 feet (91 meters). Among the redwoods, a tree named Hyperion dwarfs them all. The tree was discovered in 2006, and is **379.7 feet (115.7 m)** tall. Apr 15, 2013

[What Is the World's Tallest Tree | Tallest Tree in World - Live Science](https://www.livescience.com/28729-tallest-tree-in-world.html)  
<https://www.livescience.com/28729-tallest-tree-in-world.html>



 About this result  Feedback






# FUTURE OF SEO: VOICE SEARCH

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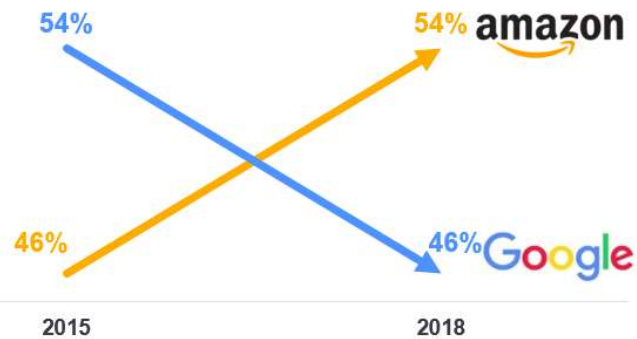
 [ZOLL Page Draft-What is Advanced Life Support 10.25.19.docx](#)  
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# FUTURE OF SEO: AMAZON

## 54%: Product Search – & Valuable Intel – Shifting to Amazon

Share of Product Searches



**Vox**

**Amazon made a skin care line based on what users search for**

When it comes to face products, shoppers often search for ingredients, not brands



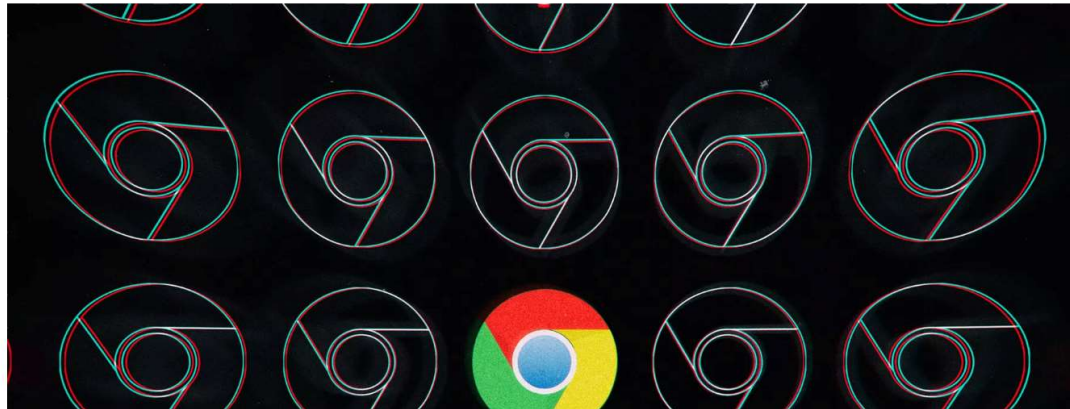
# FUTURE OF SEO: USER EXPERIENCE

## Google plans to give slow websites a new badge of shame in Chrome

*Google experimenting with lots of different badge options*

By Tom Warren | @tomwarren | Nov 11, 2019, 3:03pm EST

f t  SHARE



# FUTURE OF SEO: BRAND AUTHORITY

Website	Reputation Information About the Site	Description
<a href="https://annualcreditreport.com">annualcreditreport.com</a>	<a href="#">Search results for [annualcreditreport.com -site:annualcreditreport.com]</a> <a href="#">Wikipedia article about annualcreditreport.com</a> <a href="#">Wall Street Journal article about annualcreditreport.com</a>	<p><b>Positive reputation information:</b> Users in the U.S. can obtain free credit reports on this website by providing their Social Security Number. Note that the Wikipedia article tells us that “AnnualCreditReport.com is the only federally mandated and authorized source for obtaining a free credit report.”</p> <p>Note: Almost every website will have complaints about customer service, so it is important to look at various sources and reviews in your reputation research.</p>
<a href="https://clevelandclinic.org">clevelandclinic.org</a>	<a href="#">Search results for [clevelandclinic.org]</a> <a href="#">Wikipedia article about clevelandclinic.org</a> <a href="#">US News &amp; World Report article about the best hospitals in the U.S.</a>	<p><b>Positive reputation information:</b> According to Wikipedia, the Cleveland Clinic “is currently regarded as one of the top 4 hospitals in the United States as rated by U.S. News &amp; World Report,” which you will also find in the article on the best hospitals in the U.S. Users can trust medical information on this website.</p>



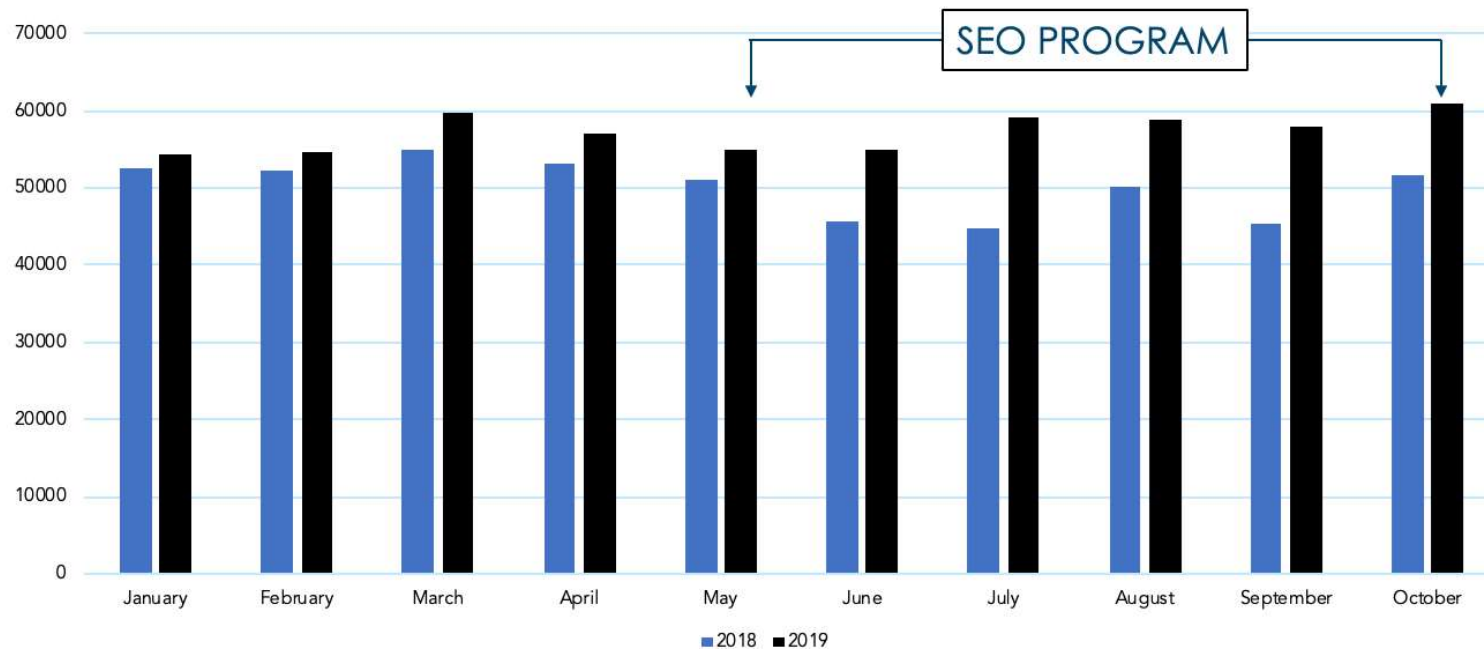
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# SEO: Why It Matters

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# SEO & ZOLL: OPPORTUNITY AT SCALE



# SEO & ZOLL: COST EFFICIENCY

defibrillator

+ New keyword

defibrillator

US

Search

Broad Match

Phrase Match

Exact Match

Related

All

Questions

Advanced Filters

By number

By volume

All keywords: 15,616 | Total volume: 267,540 | Average KD: 74.05%

Add to KA

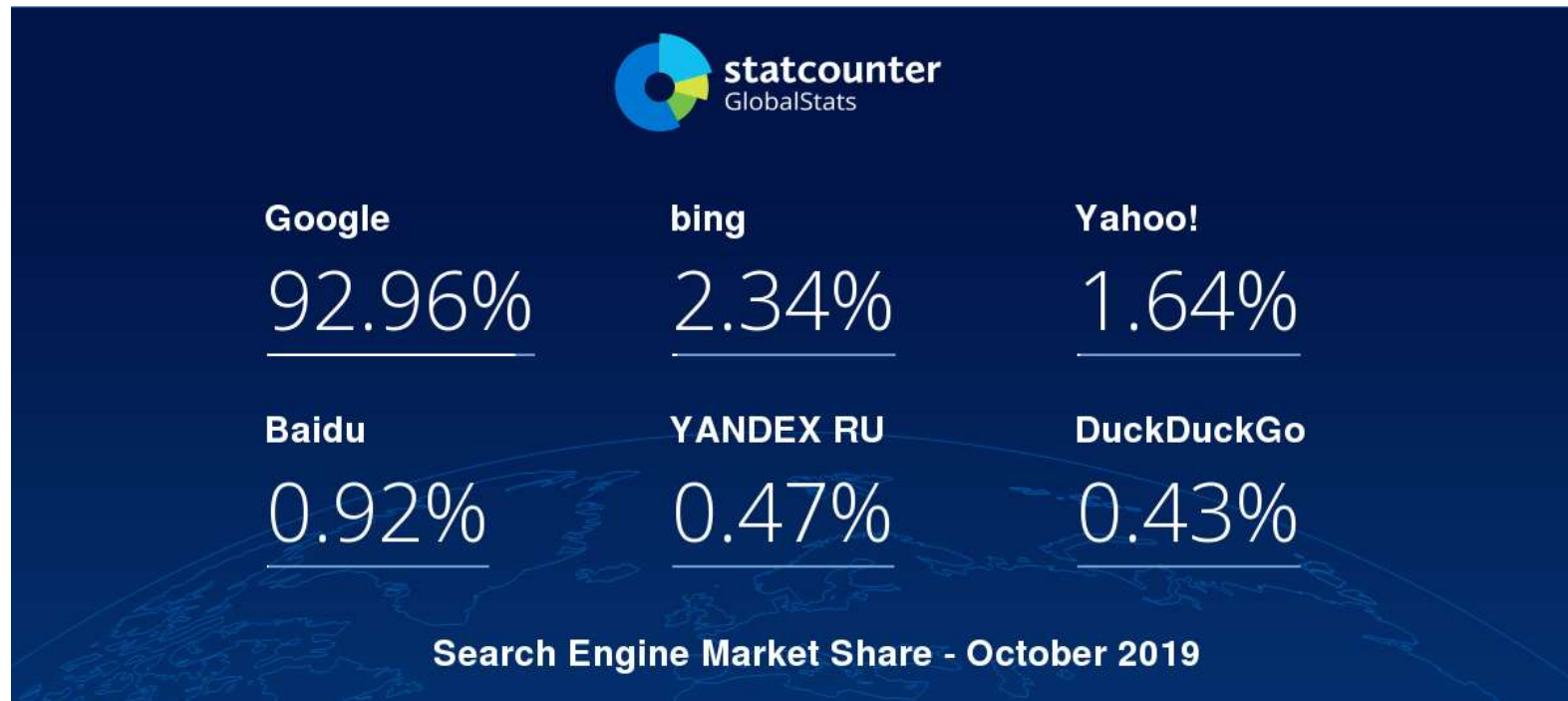
0 / 1,000

Export

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> cardioverter	571		defibrillator implant	3,600		89.22	3.02	0.23	3	13.4M
> cardiac	535									



# SEO & ZOLL: LOCALIZATION





# SEO & ZOLL: LEGISLATIVE TRENDS

## 6 Ways GDPR Was a Gift for SEO



Eli Schwartz / August 27, 2018

**819** **5.0K**  
SHARES READS



**Subs**

Get our  
Loren Bc  
industry



# SEO & ZOLL: COHESIVE MARKETING

