



CompanyX SEO Keyword Recommendations

April 2013

Marketing. Communications. Results.



Contents

Reminder of the process we follow in search optimization

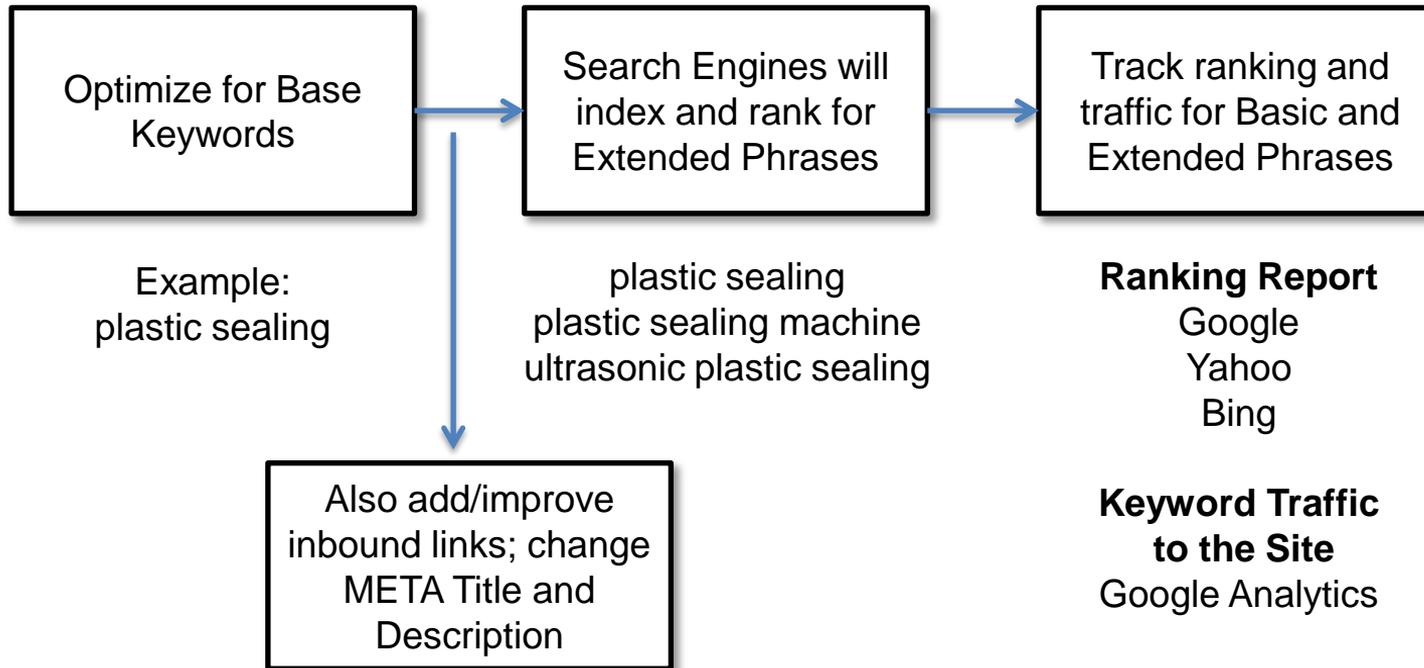
Presentation of base keywords for each of four product sections (these are the keywords we need you to approve)

Discussion of “extended” key phrases for each product section (no specific approval needed)

SEO techniques to implement phrases on the site after approval



Process



Base Key Phrases: Plastic Joining



hot plate welding

swaging

laser welding technology

plastic joining techniques

plastic sealing

plastic welding

polyethylene welding

polypropylene welding equipment

ultrasonic bonding

ultrasonic welding

vibration welding

META TITLE and DESCRIPTION

CompanyX Plastic Joining Products for Plastic Welders

Ultrasonic welding machines for plastic sealing, thermal process systems designed for swaging, laser welding technology for polyethylene bonding & more.

Please
approve
these
keywords
and META
tags

Extended Phrases for Tracking: Plastics Joining

hot plate welding
non-contact hot plate welding
hot plate welding machine
plastic hot plate welding
swaging
heat insertion
heat staking
degating
heat insertion
laser welding
laser welder
laser welding machine
plastic laser welding
laser welding technology
plastic laser welder
plastic joining
joining of plastics
joining plastic to metal
joining methods for plastics
methods of joining plastics
plastic joining techniques
ultrasonic joining
joining plastic sheets
methods of joining materials

plastic sealing
sealing plastic pressure vessel
plastic sealing machine
ultrasonic sealing
ultrasonic sealing machine
plastic welding
welding plastic to plastic
plastic welder
plastic welding machine
plastic welding technology
welding plastic sheet
welding plastic together
polyethylene welding
how to weld polyethylene
weld polyethylene
polyethylene welder
polycarbonate welding
polypropylene welding
welding polypropylene
how to weld polypropylene
weld polypropylene
polypropylene welder
polypropylene welding equipment
ultrasonic bonding

plastic bonding
ultrasonic bonding machine
ultrasonic welding
ultrasonic welder
sonotrode
ultrasonic plastic welding
ultrasonic welding machine
ultrasonic plastic welder
CompanyX ultrasonic welding
ultrasonic horns
ultrasonic welding of plastics
ultrasonic plastic welding machine
ultrasonic welding horn
ultrasonic sonotrode
ultrasonic welding horns
ultrasonic welding technology
ultrasonic welding polypropylene
vibration welding
plastic vibration welding
vibration welding machine
spin welding
spin welder
plastic spin welding



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**No specific
approval
needed—we
will track these
extended terms
and see how we
rank**

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Base Key Phrases: Metal Welding

brazing
metal sealing
metal welding
soldering
ultrasonic sealing
ultrasonic seam welding
ultrasonic spot welding
ultrasonic welding
ultrasonic welding machine
welding machine manufacturer
wire splicing

META TITLE AND DESCRIPTION

CompanyX Metal Welding Technologies for the Ultrasonic Welder

Metal welding machine manufacturer for a metal sealer's ultrasonic spot & seam welding, wire splicing, soldering, brazing & resistance welding needs.



Marketing. Communications. Results.



Please
approve these
keywords and
META tags

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Extended Phrases for Tracking: Metal Welding

metal welding
metal welder
ultrasonic metal welder
ultrasonic welding
ultrasonic welder
ultrasonic welding horn
ultrasonic welding technology
wire splicing
ultrasonic splicing
soldering
resistance welding
crimping
metal sealing
metal sealer

copper sealing
ultrasonic sealing
ultrasonic sealer
ultrasonic sealing machine
welding machine manufacturer
ultrasonic welding machine
metal welding machine
ultrasonic metal welding
ultrasonic spot welding
ultrasonic spot welder
ultrasonic seam welding
brazing
heat sealing



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No specific approval needed—we will track these extended terms and see how we rank

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Base Key Phrases: Industrial Cleaning

industrial degreaser
industrial parts cleaner
industrial parts cleaning machine
industrial parts washer
industrial parts washing machine
ultrasonic benchtop cleaner
ultrasonic cleaner
ultrasonic cleaning machine
ultrasonic solvent cleaner
ultrasonic washing
ultrasonic washing machine

META TITLE AND DESCRIPTION

CompanyX Metal Welding Technologies
for the Ultrasonic Welder

Metal welding machine manufacturer for
a metal sealer's ultrasonic spot & seam
welding, wire splicing, soldering, brazing
& resistance welding needs.



Marketing. Communications. Results.



Please
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META tags

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Extended Phrases for Tracking: Industrial Cleaning

ultrasonic cleaner
ultrasonic cleaning

ultrasonic cleaning machine
ultrasonic cleaning system

industrial parts cleaner
industrial parts cleaning

ultrasonic solvent cleaner

ultrasonic benchtop cleaner

industrial parts cleaning machine

ultrasonic washing
ultrasonic washer

ultrasonic washing machine

industrial parts washer
industrial parts washing

industrial parts washing machine

industrial degreaser
industrial degreasing



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No specific approval needed—we will track these extended terms and see how we rank

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Base Key Phrases: Liquid Processing

cell disruption

cell homogenization

cell lysis

chromatin immunoprecipitation

degassing

leaching and extraction

processing dna

separation of miscible liquids

sonication

sparging

ultrasonic use

META TITLE AND DESCRIPTION

CompanyX Metal Welding Technologies for the Ultrasonic Welder

Metal welding machine manufacturer for a metal sealer's ultrasonic spot & seam welding, wire splicing, soldering, brazing & resistance welding needs.



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Please
approve these
keywords and
META tags

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Extended Phrases for Tracking: Liquid Processing

cell disruption
cell disruptor
cell disrupter
cell disruptors
methods of cell disruption
cell disruption methods
cell disruption techniques
cell disruption method
ultrasonic cell disruption
ultrasonic cell disruptor
cell disruption sonication
sonication cell disruption
cell disruption by sonication
cell disruption by homogenizer
dispersing nanoparticles
tissue homogenization
homogenization of tissue
tissue homogenizer
cell homogenization
cell homogenizer
homogenization of cells
ultrasonic homogenizer
ultrasonic homogenization
homogenization machine
cell lysis
lysis cell
cell lysing
lysis of cells
lyse cell

cell lyse
sonication cell lysis
processing dna
dna processing
sonication of dna
dna sonication
sonication dna
dna shearing sonication
processing proteins
sonication of proteins
processing of recombinant proteins
leaching and extraction
leaching extraction
ultrasound extraction
ultrasonic extraction
leaching equipment
autoclave leaching
ultrasonic leaching
ultrasonic assisted extraction
ultrasonic extraction method
ultrasonication extraction
ultrasonic extraction equipment
degassing
de-gassing
degasser
degasing
degassers
degassing system

ultrasonic degassing
liquid degassing
degassing liquid
degassing machine
degassing equipment
degassing solutions
degasser unit
ultrasonic degassing of liquids
ultrasonic degasser
sonication
sonicator
sonicators
sonicating
sonicator probe
probe sonicator
sonic horns
sonoporation
probe sonication
sonication probe
lab sonicator
sonication machine
separation of miscible liquids
separating immiscible liquids
liquid processing equipment
separation of two miscible liquids
ultrasonic use
ultrasonication
ultrasonicator

ultrasonic sonicator
ultrasonic liquid processor
chromatin immunoprecipitation
chromatin precipitation
chromatin immuno precipitation
chromatin sonication
chip immunoprecipitation
chip assay
chromatin assay
chromatin immunoprecipitation chip assay
sparging
batch sparge
batch sparging
sparging system
ultrasound emulsification
ultrasonic emulsification
separating emulsions

symmetri

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Optimization Techniques We Will Deploy



Within page HTML code: rewrite META Title and Description to feature keywords

Rewrite copy to feature base keywords

Rewrite copy to feature specific keywords, possibly use alt txt tag with keywords

We will also identify and pursue high value linking opportunities to build our ratings with the search engines.