Organic SEO (not pay per click)

SEO is a process which helps our business & our website be "found" in Google.

118GR⌾UP

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Presented & Special Thanks to:

CAPE COD
TECHNOLOGY COUNCIL

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Intro

- Thank you for having me!

- My Qualifications

- Information gathered from:

Google's Goal:

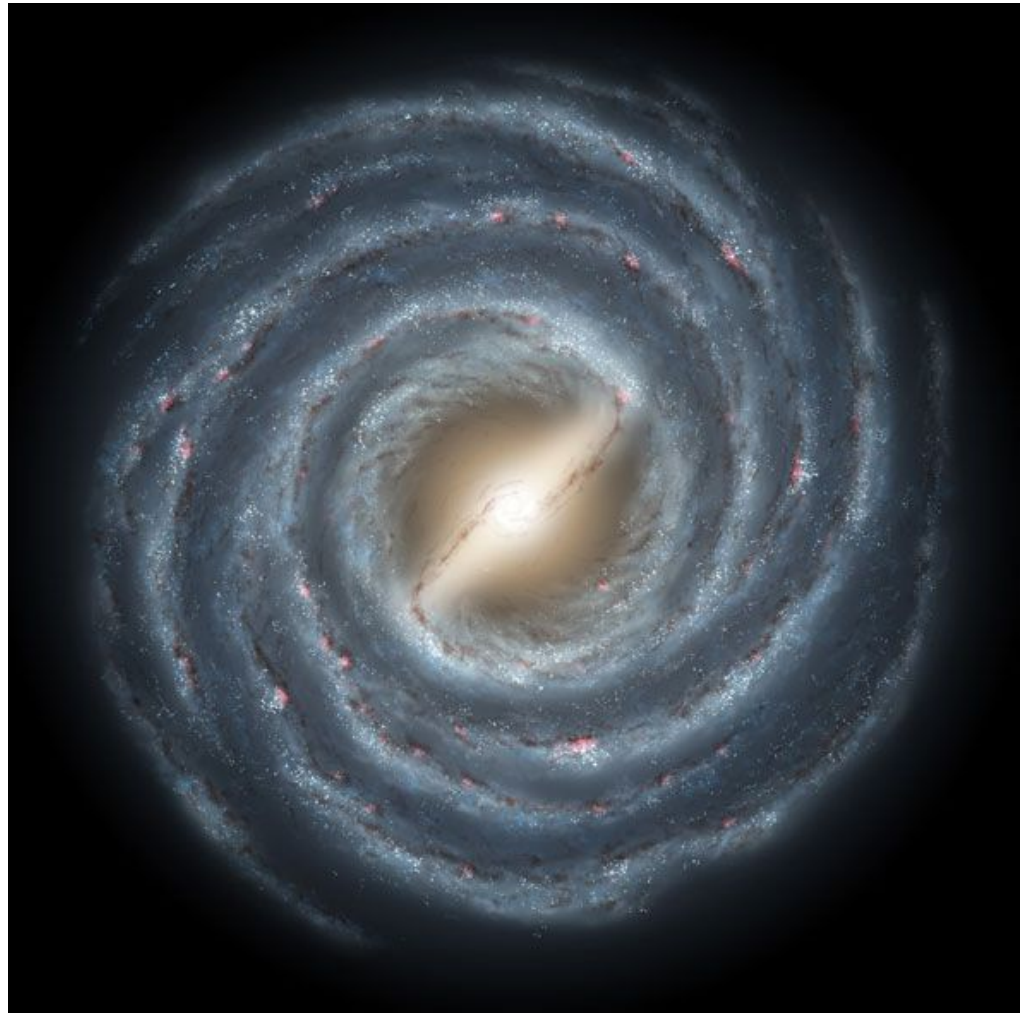## Provide <u>fast</u>, <u>accurate</u>, and <u>secure</u>* answers to a question.

Google can scan your website for apparent "hacks" or your website being under the control of cyber criminals. Your website will be red labeled as "Possibly hacked" in the search results.

Let's Look at an Example: "SERP" (open screenshot)

TRIVIA

How many planets are in the MILKY WAY Galaxy?

Guestimate

Conversation with Google

"I should show up on the first page of Google"

"Why You?"

SEO Solves This! (in theory)

How? Tell Google & the World:

1. Who you are.

2. What you do (product or subject matter).

3. Your location and service area.

4. Establish legitimacy and popularity... aka PROMINENCE.

Typical and Acceptable Approach

1. Keyword Research *(Finding Valuable Actual Searches)*

2. On Page Optimization *(Matching Your Website to Key Words)*

3. Off Page Optimization *(Building Credibility outside of your Site)*

4. Monitor, Track, Tweak/Return back to Step 1.

Step 1 of 4:
Keyword Research

"Google Keyword Planner" can tell us what real people are searching for and how often.

We need to think of keyphrases and type them in for suggestion.

Focus on Location.

Be specific.

Look for "intent".

Step 1 of 4: Keyword Research

Page	Phrases	H1	H2 etc...	Images / Alt tags
/ *Homepage is MOST important for local businesses.*	Widget Designs Cape Cod	Your Cape Cod Widget Designer	We Design Widgets in all Shapes and Sizes	Widget Designers in Action Our Widget Designers are Based on Cape Cod
/cape-cod-widget-company	Cape cod widget company Widget Company Cape Cod	Your Cape Cod Widget Company	Better Widgets for Cape Cod	Cape Cod Widget with a Doo Hickey Widgets shipped from Cape Cod

1. Create a spreadsheet.
2. Group key phrases logically.
3. Plan headings IN ORDER. H1 at the very top. Use H2 on rest of page with consistency.
4. In your right most column, create a column called backlinks (explained later).

Step 2 of 4: Web Page Optimization

Create or identify individual pages according to your spreadsheet.

1. Easy to read text and contact info.

2. Headings in correct descending order (H1,H2, H3) matching keyphrases.

3. Correctly formatted HTML (bonus not necessary)

4. Keyphrases sprinkled through text.

5. Image file names and "meta data" matching key phrases.

6. Natural meets intentional.

7. Fast Loading, Secure, and Mobile Friendly.

8. Link to a **Trusted** Non-Competitive External Source (Municipality, Wikipedia, YouTube, Information Source, Blog article, etc)

9. *(Show example Landing Page).*

10. *Use of using Youtube and/or linking to YouTube could be favored.*

Step 3 of 4: Off Page Optimization

Earning Credibility and Legitimacy of Your Business

1. Establish a verified "Google My Business" Listing and a "Brand Account" on Google+. Optimize your profile.

2. "NAP Listings"

   ○ Create directory listings or "Citations" in at least 12 prominent directories.
   (Google "brightlocal top local citations" and look at their list.

   ○ Only keep social channels you will keep updated with fresh posts. Fill out EVERY field in all your Social Channels. Only link occasionally from posts *(ask me why)*.

   ○ Create a YouTube channel, make a few slideshows, mention business name, address, phone # (NAP) in every video description. (Google: local seo youtube nap)

   ○ Establish one or more Social Media Channels and commit to them. Create a marketing calendar. Learn the mechanics and get the most out of a select few channels. You cannot just "post" - this won't help.

3. Get links to your homepage or your "landing pages" from your affiliations, sponsorships, etc.

4. Get real reviews on: Google, Facebook, TripAdvisor, Yelp (*avoid if possible ask me why*), etc.

5. Get High "Domain Authority" Links to your website (Newspapers, Schools, Non-Profits, Affiliations, etc), Web 2.0 Links, Guest Blogging, etc.

Step 4: Track and Measure

Tweak and build your off site and links from Social Media slowly over time and see how your rankings may change. Find a tool which:

1. Tracks ranks over time.
2. Can perform "technical audits".
3. Tracks backlinks (especially "toxic backlinks").
4. Tracks competitors.
5. Can perform location searches.

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(open source)
runs local
computer

web ceo

BrightLocal

Hiring Someone. Expectations and Costs

- A true SEO expert becomes an extension of your team and understands your desired goals and results in your best profit areas ie: Viewed as a Market leader, Product Purchase, Download a White Paper, Visit Location, etc.
- Command of your target language and knowledge of your Industry culture.
- Comprehensive Keyword Research Strategy and On Page analysis/cleanup.
- Ask about their Link building strategy.
- They can work closely with someone in-house, coordinate some Social Media activities.
- Tools to track, measure, and analyze competitors.
- Blogging on site minimum once per month. Offsite, every 1-2 months.
- Ask: What kind of results can I expect and how long will it take?
- Ideally you want to rank in the top 5 results. Local businesses also want to be in the "Map Pack".

WHAT DOES IT COST? *"Speed is just a question of money. How fast you wanna go?"* - Mechanic, MadMax Movie

1. $500 / month for a local business is an absolute minimum for a few low competition keyphrases.
2. $600-$800 / month will start to yield some results for 12ish low-medium competition keyphrases.
3. Regional or National focused businesses will need to spend more money.

NOTE: Remember to share my outsource hiring horror story!

SEO: Pros/Cons

Pros

1. Increase Inbound Sales Opportunities (*people searching for your expertise).*
2. Save deals you may normally lose with customers "on the fence" *(postures you as knowledgeable & trustworthy).*
3. Forces you to give life to a lackluster online presence.
4. Building referral based relationships with other local businesses & organizations - without even asking *(Applies to Community Building on Social Media more).*
5. Help retain and attract the best staff and service providers.
6. Measurable Success - Trackable.
7. "Evergreen" if done properly. *(Sort of)*

Cons

1. Can be expensive.
2. Takes 2-3 months to see ANY results
3. Requires an expert.
4. Hiring the wrong agency can be detrimental to your overall presence.

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Consumers Visit Your Website

35% of visitors waited 3-5 seconds for the page to load before visiting the next business!

38% of people will stop engaging with a website if the content/layout is unattractive

66% of people would rather read something beautifully designed than something plain.

In 2015, mobile devices had surpassed searches performed on desktops.

Pay Per Click Marketing

(Google, Yahoo, Bing)

Pros

1. Some see decent results.

2. High degree of "intent" targeting.

3. Expands your client circle.

4. Trackable.

5. Immediate results.

Cons

1. Website traffic and calls stop immediately upon stopping advertising.

2. Doesn't address overall online "presence"

Create new, unique, cutting edge ideas and lists. Keep it consistent (monthly, or seasonally). Insert your full contact information and link to your website and social channels.

Important Tips for Your Website

Tell Consumers you are READY and OPEN for their Business.

1. **Start with your Website:**
   a. Begins loading in under 5 seconds. (Under 4 seconds is deal)
      Attractive and displays nicely on all current mobile devices.
   b. Comfortable white space and font sizes.
   c. Has owner's name, phone number, and easy ways to contact the business.
   d. Top level pages should have a 2-3 sentence opener, bullet points, imagery, THEN get into detail.
   e. If you have a blog, update it regularly. AVOID have anything "dated" unless you keep it current.
   f. Have professional photos taken or buy stock photos.
   g. Make sure website is monitored to keep out hackers, and works with all mobile devices.
   h. Possibly hire an SEO professional to review your website to attract Search traffic.
   i. Discover how people are using your website (Heatmaps). Track and tweak.