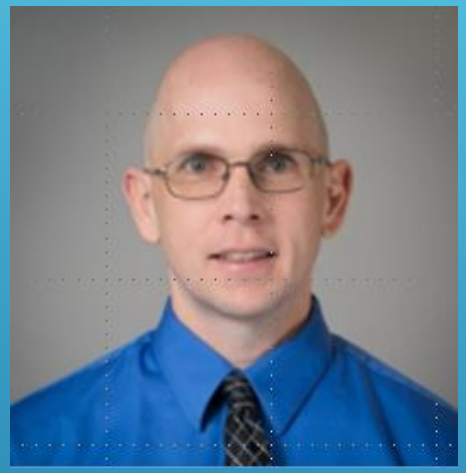
You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Be Home & Be Found Online



I can help you "Be Found"

97% of people

learn more about a local company online than anywhere else

(SEO Tribunal)

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

3 Promises Today

1

TACTICS

You will learn tactics you can use today to improve your online presence.

2

RESOURCE

You will now have a trusted resource to go to for help.

3

UNDERSTANDING

How to put Google to work for you and stand out.

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

The Elements of a Search Result

- ✓ Gets you Found
- ✓ Gets you connected
- ✓ Keeps you relevant

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Why?

- 93% of online experiences begin with a search engine
- 57% of B2B marketers stated that SEO generates more leads than any other marketing initiative
- 81% of people perform some type of online research before making a large purchase
- 46% of all Google searches are looking for local information.
- SEO leads are 8X more likely to convert to paid customers than traditional advertising

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Your Business on the Internet

Your Business Online

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

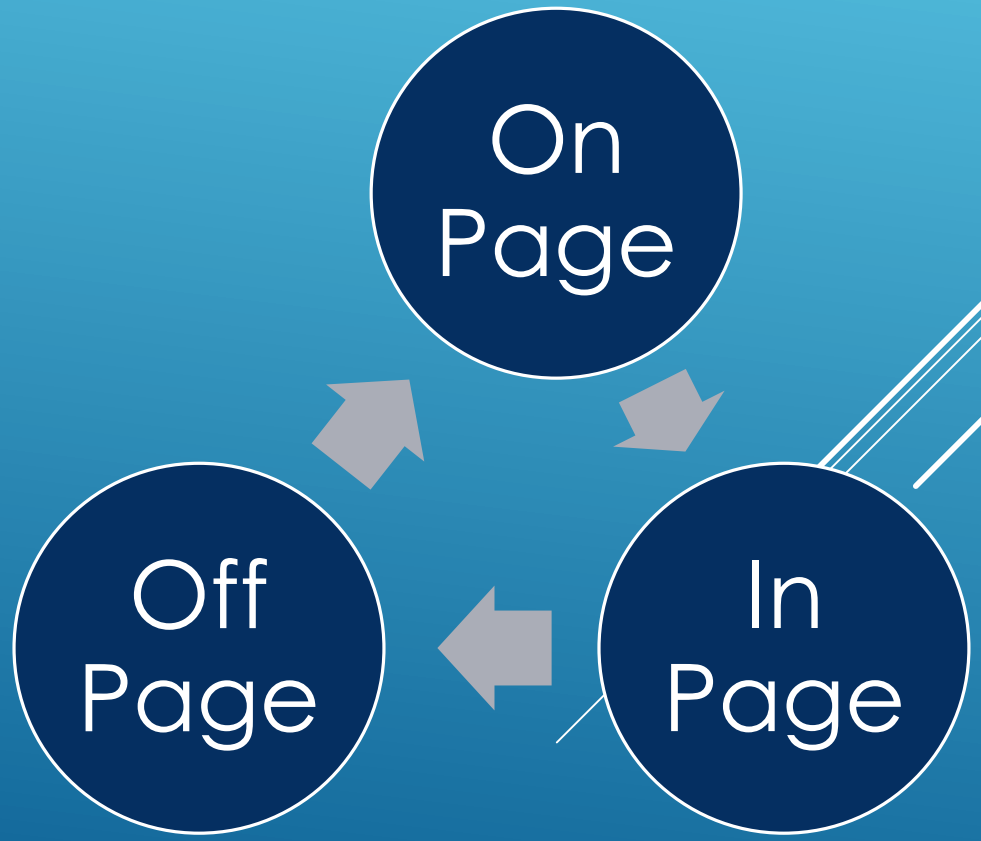
The Google Algorithm

SearchEngineLand.com

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Deconstructing Google

- ✓ On Page – Content on Site/GMB
- ✓ In Page - Tech
- ✓ Off Page – Links/Citations/Reviews/GMB



You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Off Page

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Off Page - Links

Links are the basis of your strength

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

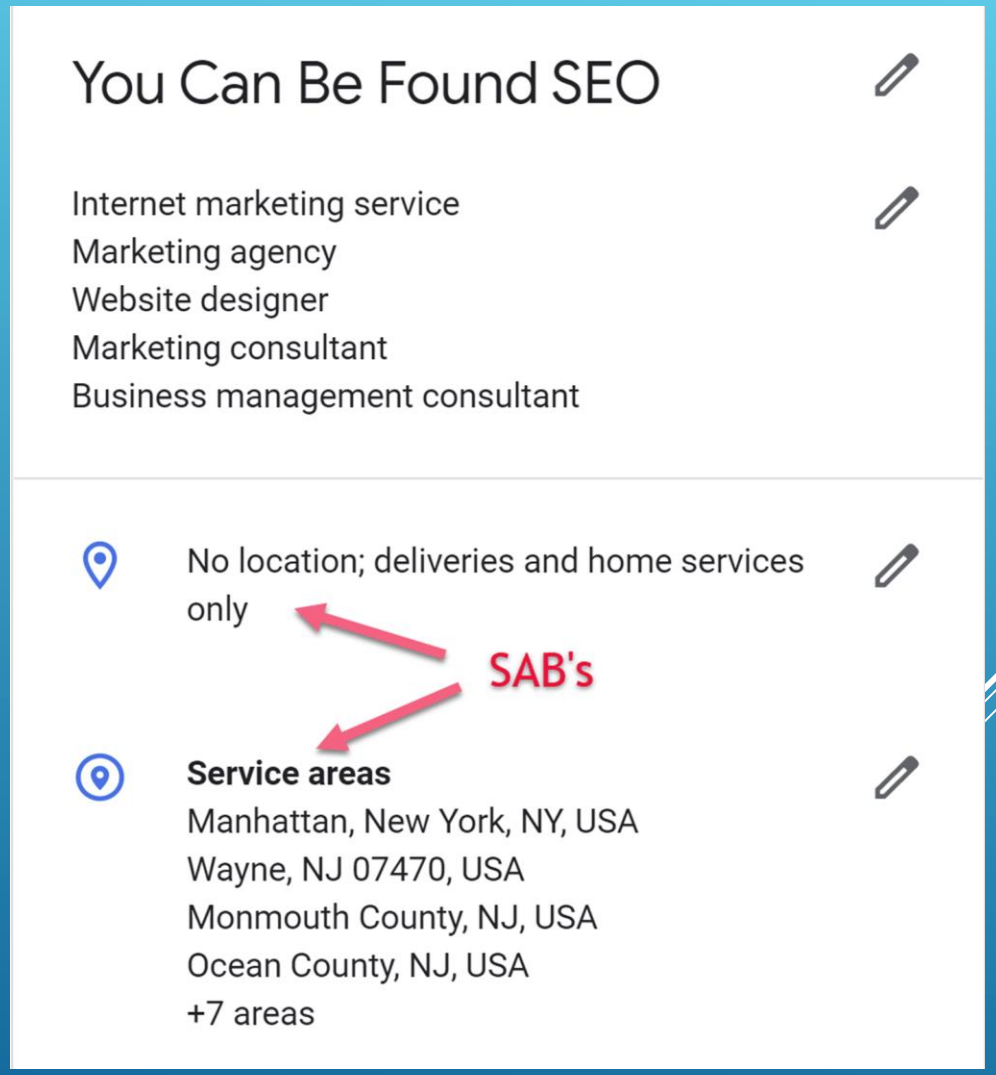
Off Page - Reviews

Bake Reviews into Your Business Process
Always Ask

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Google My Business

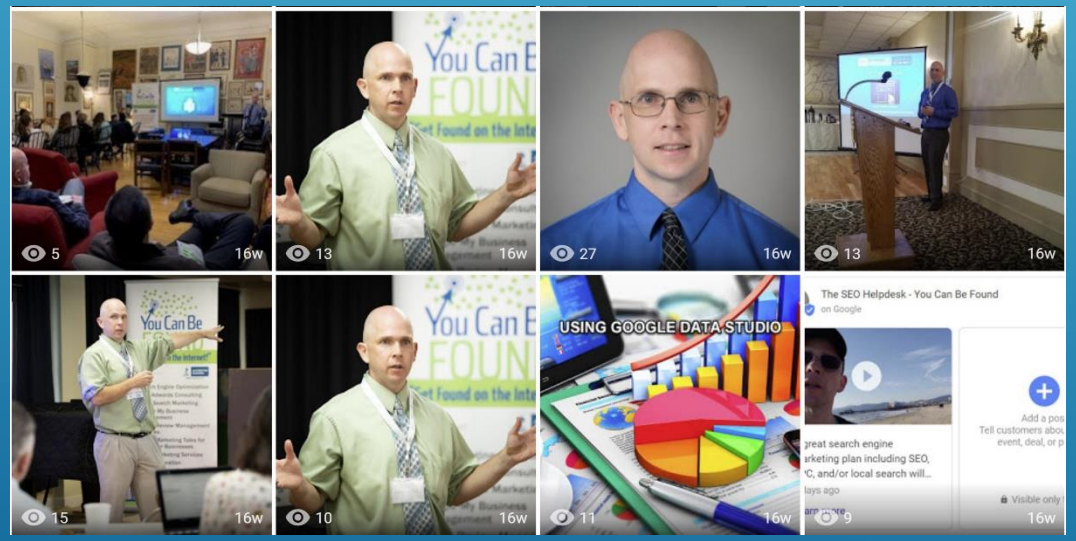
Service Area Business Settings



You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

More GMB

Fill the information as much as you can



Search Engine Optimization (SEO)

Ongoing SEO Plans
Monthly services to improve your search engine organic performance by optimizing your site and business entity content as well as building strength through other important search factors like links, r...

SEO Project Work
One time work on specific SEO projects such as on site targeting, link building, technical assistance such as 301 redirects, or more.

Emergency SEO Services
Site audits and research to determine why your rankings and organic traffic have recently dropped or disappeared. We analyze all factors and their history to determine the issue and move you in the ri...

Add item

Google Ads - PPC Management

Google Ads Management
Management of or building Google Adwords campaigns. Most plans involve monthly upkeep. We are able to add display or search campaigns each month as well as research and analyze to keep campaigns runni...

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

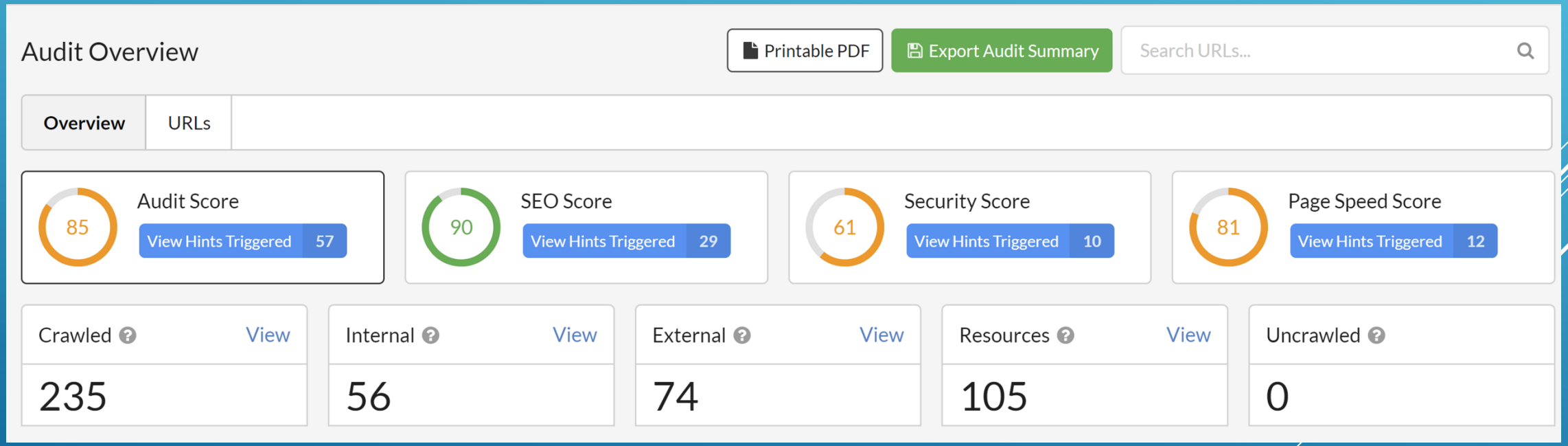
Off Page - Citations

NAP Consistency is important – Name, Address, and Phone

Google Apple Maps bing factual acxiom FOURSQUARE infogroup
neustar Hotfrog insiderpages superpages.com Best of the Web

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

In Page



You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

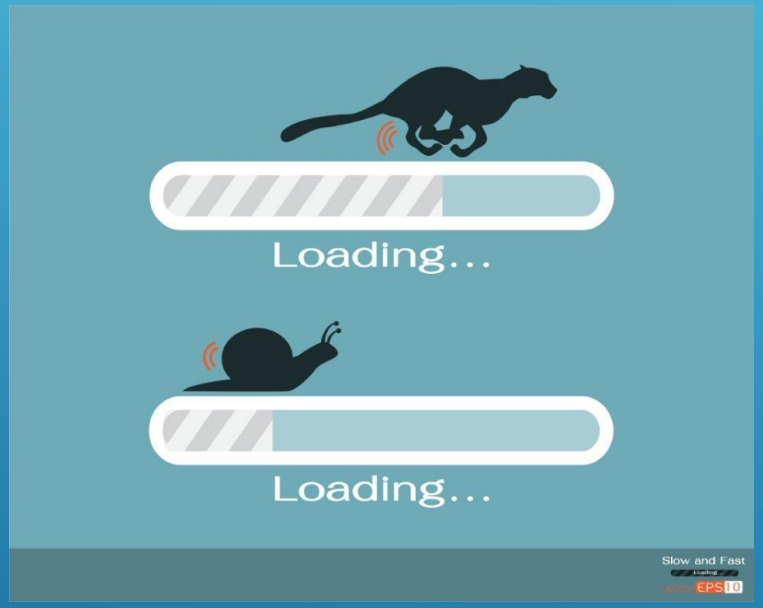
Mobile First

Mobile First Index- Mobile Friendly UX!

https://testmysite.thinkwithgoogle.com/

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

In Page – Get Faster!

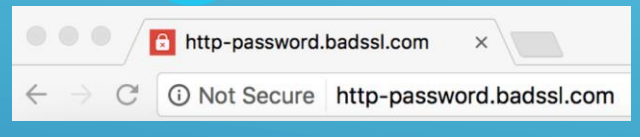


Speed continues to increase in importance (AMP, PWA's, etc.)

https://testmysite.thinkwithgoogle.com/ and https://gtmetrix.com

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

In Page - HTTPS

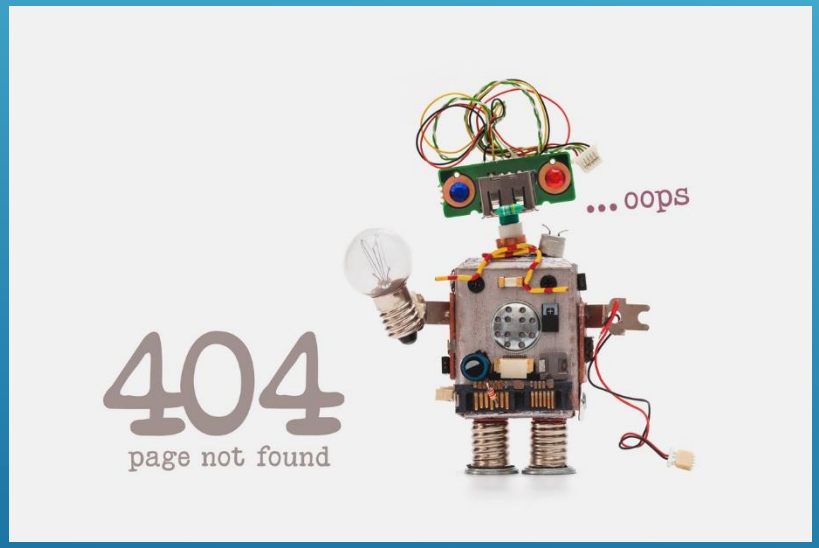


Google wants you to secure your site with an SSL certificate
Contact your host or developer – SEO Issues

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

In Page – Clean Sites

Broken Links, Orphaned Pages, Redirects, Oh My!



You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

On Page

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

On Page - Thorough

Google is in the business of providing the best answer to a search.

Factor status: Correct

Good job! The length of your page's body text is within the recommended limits (629 - 3292 words).

Also see *Keywords in <body>* to make sure that your <body> text is correctly optimized for your target keywords.
For more detail on page <body> length of your competition, please visit the *Competitors* tab.

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

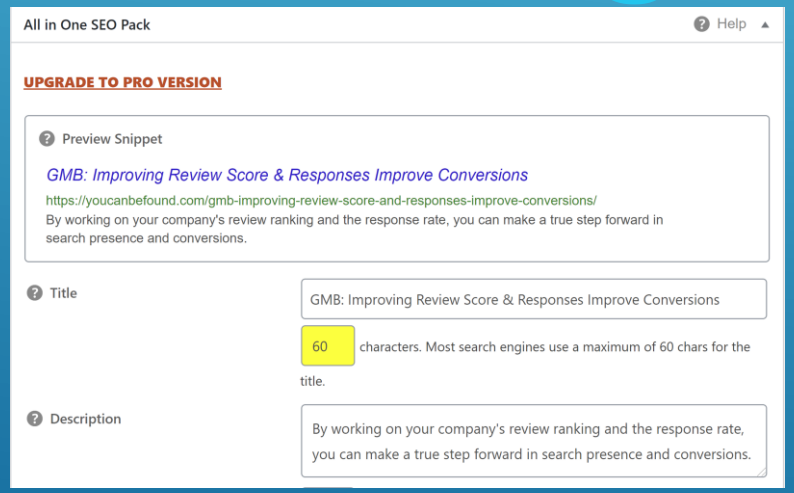
On Page - Fresh

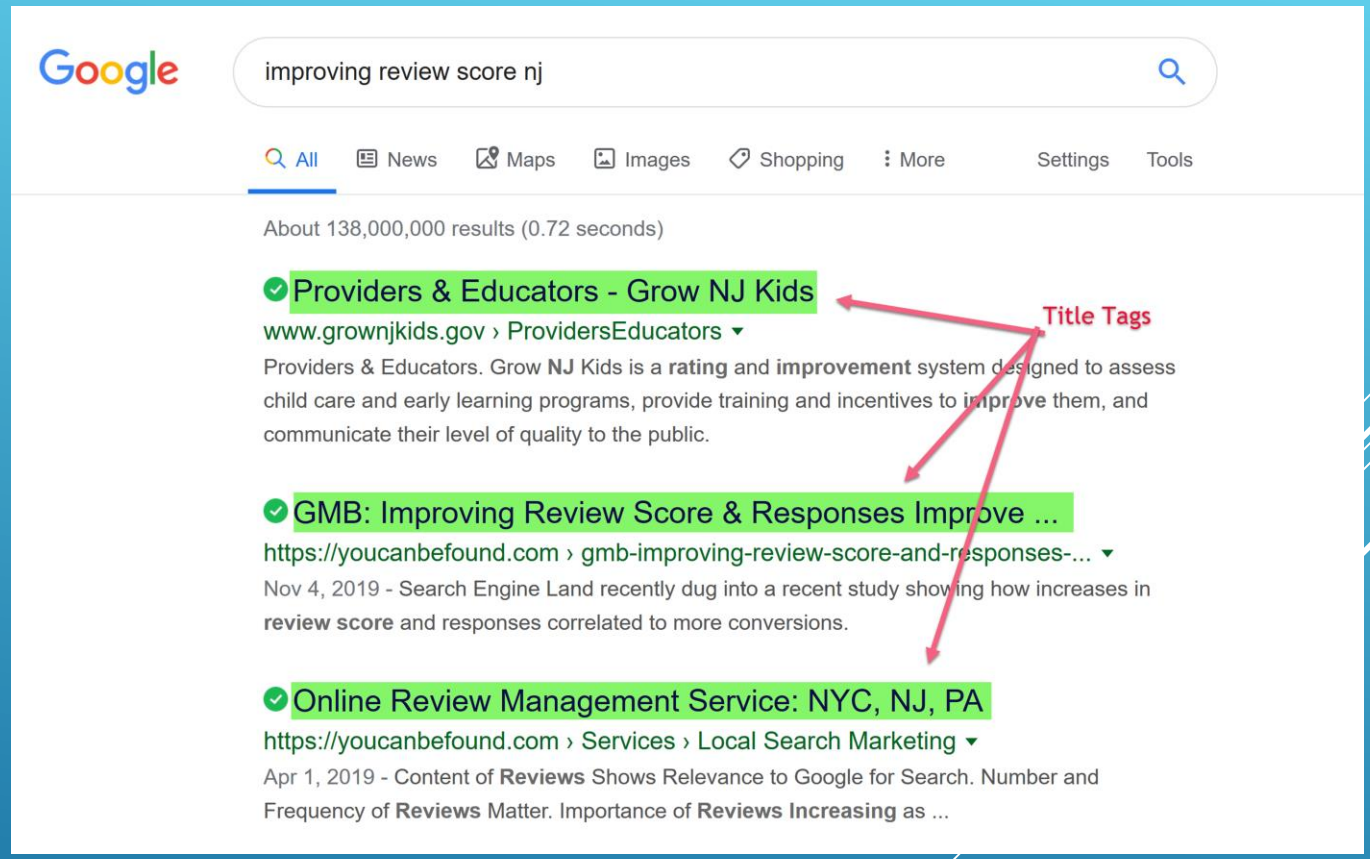
Google Wants New Content!

Make sure you are showing the latest and greatest you have to offer

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

On Page Meta-Tags



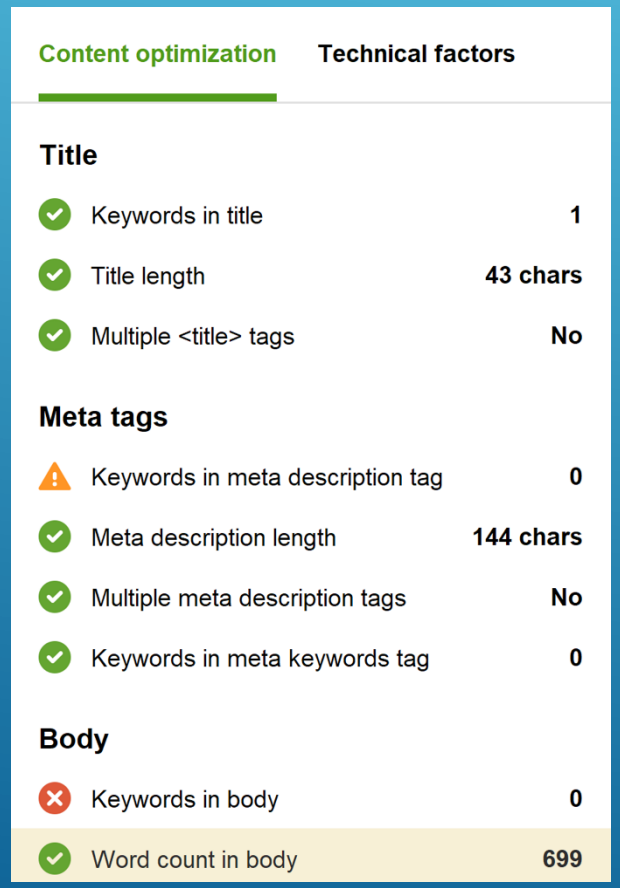


Label Your Content – Title Still Important

Post ranked on the first page for “improving review score nj” within a week

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Deconstructing Google - Basics



You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Deconstructing Google - Wording

Multi-word Keywords **Single-word Keywords** **Analysis for:** SEO Consultant

#	Keyword	# of Competitors	Keyword Count (Avg)	Keyword Count (Your Page)	Recommendation
1	search engine	9 (90%)	14	8	Ok
2	seo consultant	9 (90%)	8	1	Use more
3	social media	9 (90%)	5	3	Ok
4	digital marketing	8 (80%)	4	2	Ok
5	engine optimization	7 (70%)	11	3	Ok
6	search engine optimiz...	7 (70%)	11	3	Ok
7	local seo	7 (70%)	2	0	Add
8	content marketing	7 (70%)	2	1	Ok
9	new york	6 (60%)	11	0	Add
10	search engines	6 (60%)	5	2	Ok

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

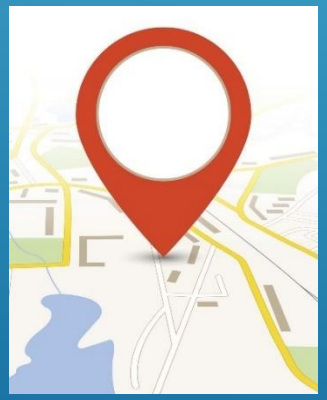
Deconstructing Google – Links

Metrics	[redacted]	[redacted]	[redacted]	[redacted]
Domain Authority	29	10 ↓1	46	49 ↓1 ✓
Spam Score	1% ✓	--	--	1% ✓
Total links	26,076 ↑16 ✓	81	23,006 ↑30	1,935 ↑22
% of total links, external + follow	1%	22%	3%	61% ↑1 ✓
External, followed links	210 ↑14	18	752 ↑30	1,172 ↑25 ✓
Internal, followed links	25,834 ✓	0	22,164	566
External, nofollowed links	32 ↑2	63	70	197 ↓3 ✓
Internal, nofollowed links	0	0	20 ✓	0
Total linking domains	98 ↑3	24	166 ↑1	297 ↑1 ✓
Followed linking domains	79 ↑2	8	120 ↑2	242 ↑1 ✓

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Combine with Paid Search/Ads

Search Phrase



Location

Interests

The Sales Process

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Paid Search Keywords

Use a broad-to-narrow strategy

WRONG WAY

When choosing the appropriate match type for a keyword, we typically recommend using a *broad-to-narrow* strategy.

WRONG WAY

First, start off with *broad match* keywords to maximize the potential to show your ads on relevant searches. Broad match is the default type of keyword, so if you've already added keywords, chances are you don't have to do anything special to make them broad match. Learn more about adding keywords.

WRONG WAY

Next, monitor your keywords' performance over time. If you find that your ad shows up for too many irrelevant variations of your keywords, try adding negative keywords to specifically stop some of those irrelevant matches. You make your keyword match types more specific to narrow down your audience even more. Learn mo monitoring your ads and keywords.

WRONG WAY

Keyword match type summaries

Match type	Special symbol	Example keyword	Ads may show on searches that contain:	Example searches
Broad match WRONG WAY	none	women's hats	Close variations of the keyword, related searches, and other relevant variations. The words in the keyword don't have to be present in a user's search.	• buy ladies hats • women's clothing • women's scarves • winter headwear for women
Broad match modifier	+keyword	+women's +hats	All the terms designated with a + sign (or close variations of those terms) in any order. Close variations include terms with the same meaning. Additional words may appear before, after, or between the terms.	• women's scarves and hats • winter hats for women • hats for stylish ladies
Phrase match	"keyword"	"women's hats"	Matches of the phrase (or close variations of the phrase) with additional words before or after. Close variations include terms with the same meaning.	• blue women's hats • buy hats for women • ladies hats on sale
Exact match	[keyword]	[women's hats]	Exact matches of the term or close variations of that exact term with the same meaning.	• women's hats • ladies hats • hats for women • hats women

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

3 Tactics Today

LOCAL

Claim your GMB Page and Load it with Information

PAID

Avoid Broad Keyword Matches & Search for Negatives

ORGANIC

Content should thoroughly answering search concepts

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

3 Tactics Over Time

LOCAL

Continue to ask for reviews, post, and answer questions

PAID

Analyze which terms convert and exclude those that don't

ORGANIC

Turn relationships into links and add specific content to your site

You Can Be FOUND
GET FOUND in the SEARCH ENGINES
No Scams - Proven Results
Affordable SEO & PPC Programs
877-88-FIND-U

Jeremy Skilllings: 732-462-6019
jeremy@youcanbefound.com
for questions or a consultation.

Slide Deck at: youcanbefound.com/**Fall2019**

Digital Business Card: Text YCBF to 732-444-8885