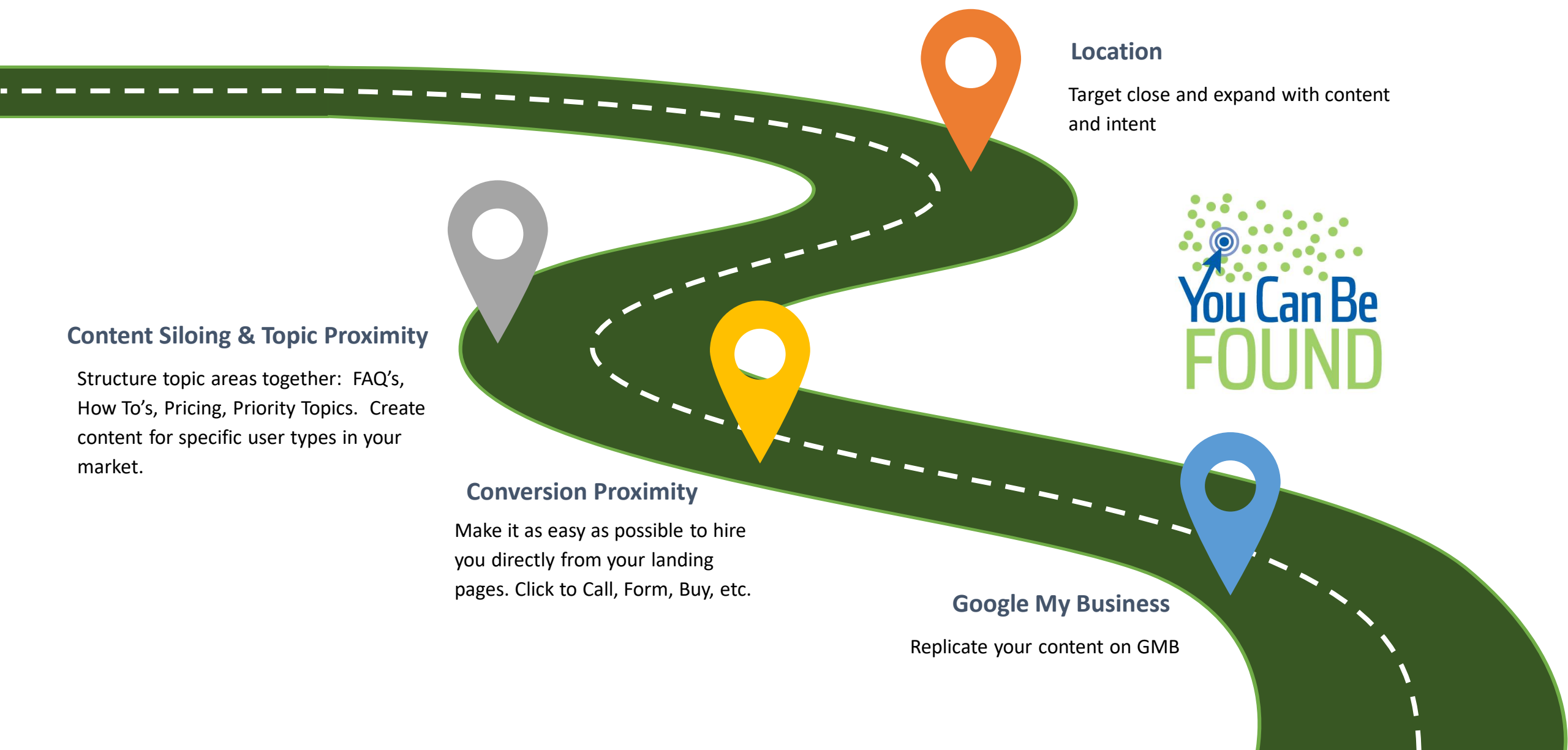




SEO & PPC for The New Normal DIY Tactics to Get Found

Basic Search Tips and Techniques that Work in Our Current Situation

Proximity for Your SEO & PPC



Content Siloing & Topic Proximity

Structure topic areas together: FAQ's, How To's, Pricing, Priority Topics. Create content for specific user types in your market.



Conversion Proximity

Make it as easy as possible to hire you directly from your landing pages. Click to Call, Form, Buy, etc.



Location

Target close and expand with content and intent



Google My Business

Replicate your content on GMB



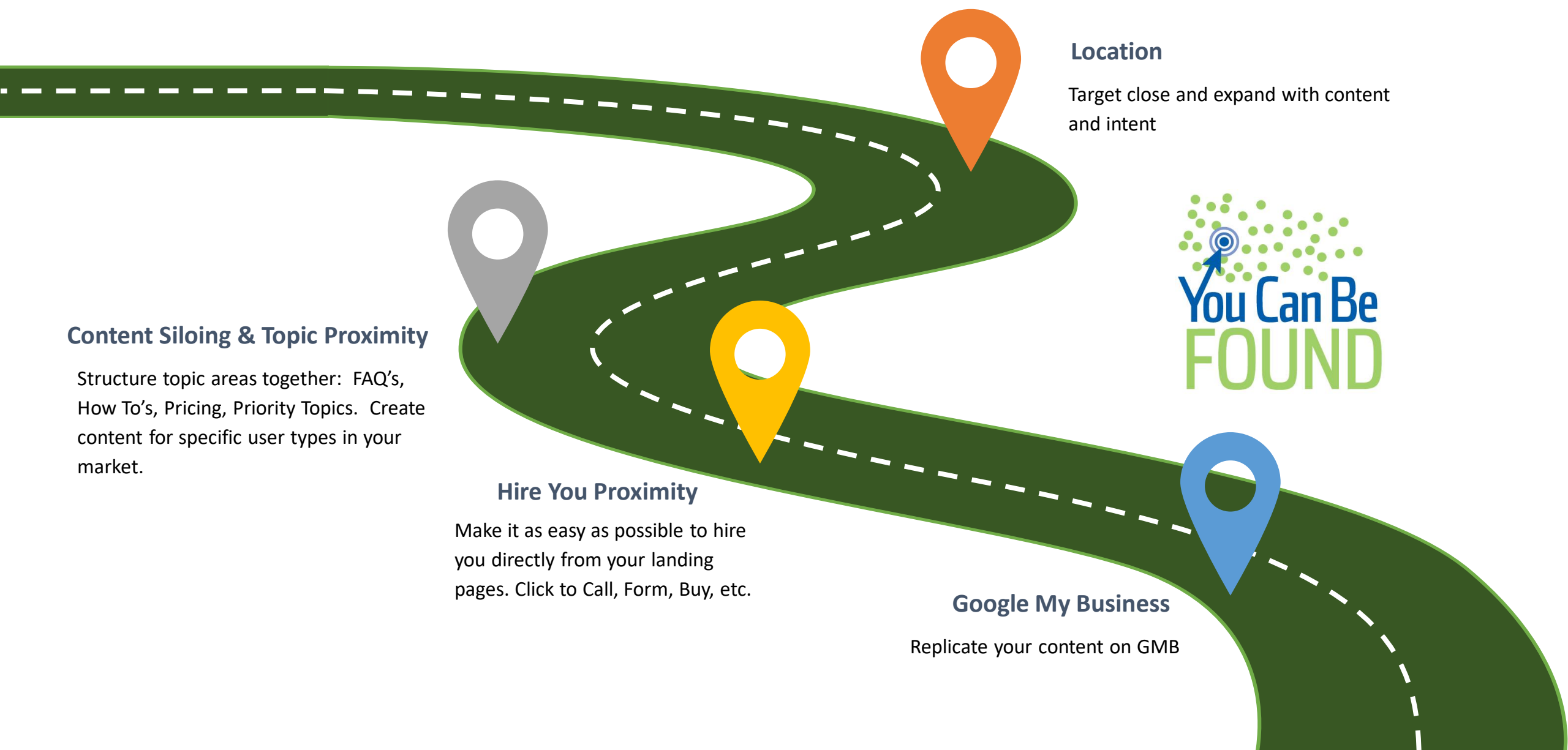
SILO FOR SUCCESS

- Link Building Done Right
- SEO for Site Redesigns
- Site Audit: Technical SEO
- \$50 DIY SEO Support
- Video Optimization
- SEO WordPress Basics
- Wix-Weebly-SquareSpace SEO
- Returning SEO Clients
- SEO News

- Don't Lead with "Home": Logo will go there
- Prioritize Topic Areas – Sunday Newspaper
- Consolidate Info at End
- Sub Topics Under Main Categories
- Connect with Links



Proximity for Your SEO & PPC



Content Siloing & Topic Proximity

Structure topic areas together: FAQ's, How To's, Pricing, Priority Topics. Create content for specific user types in your market.

Hire You Proximity

Make it as easy as possible to hire you directly from your landing pages. Click to Call, Form, Buy, etc.

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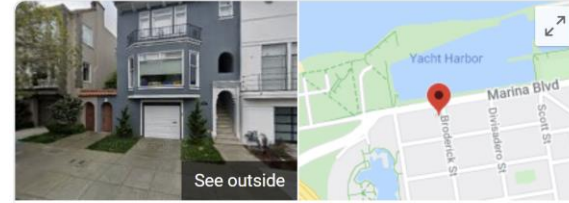
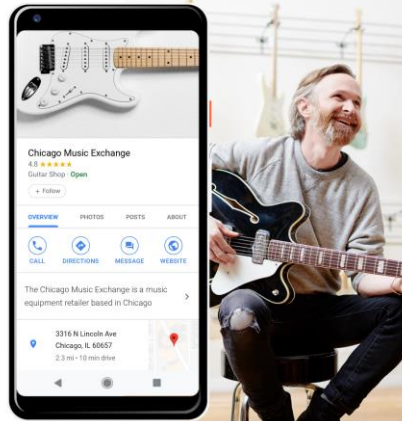
business.google.com



Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)



San Francisco Fitness Trainer

[Website](#) [Directions](#) [Save](#)

Personal trainer in San Francisco, California

Address: 3737 Broderick St, San Francisco, CA 94123

Hours: Open · Closes 5PM ▾

⚠ Hours or services may differ

Claim It!

Phone: (415) 517-1950

[Suggest an edit](#) · [Own this business?](#)

Know this place? [Share the latest info](#)

- Home
- Posts
- Info**
- Menu
- Insights
- Reviews
- Messaging
- Photos
- Bookings
- Website
- Users
- Add new location
- Manage locations

Feed Google Your Info!



🕒	Sunday	10:00 AM–6:00 PM	✎
	Monday	10:00 AM–6:00 PM	
	Tuesday	10:00 AM–6:00 PM	
	Wednesday	10:00 AM–6:00 PM	
	Thursday	10:00 AM–6:00 PM	
	Friday	10:00 AM–6:00 PM	
	Saturday	10:00 AM–6:00 PM	

[📅 Add special hours](#) ✎

[📞 \(570\) 485-5523](#) ✎

[@ Add short name](#) ✎

[🌐 Add website](#) ✎

[🍴 Menu](#)
Add or edit items

[🗎 Accessibility](#)
Add attributes ✎

Specific Content & Targets



Delivery Method



Do you offer “curbside”, “virtual”, or “no contact” options now?



Customer Type

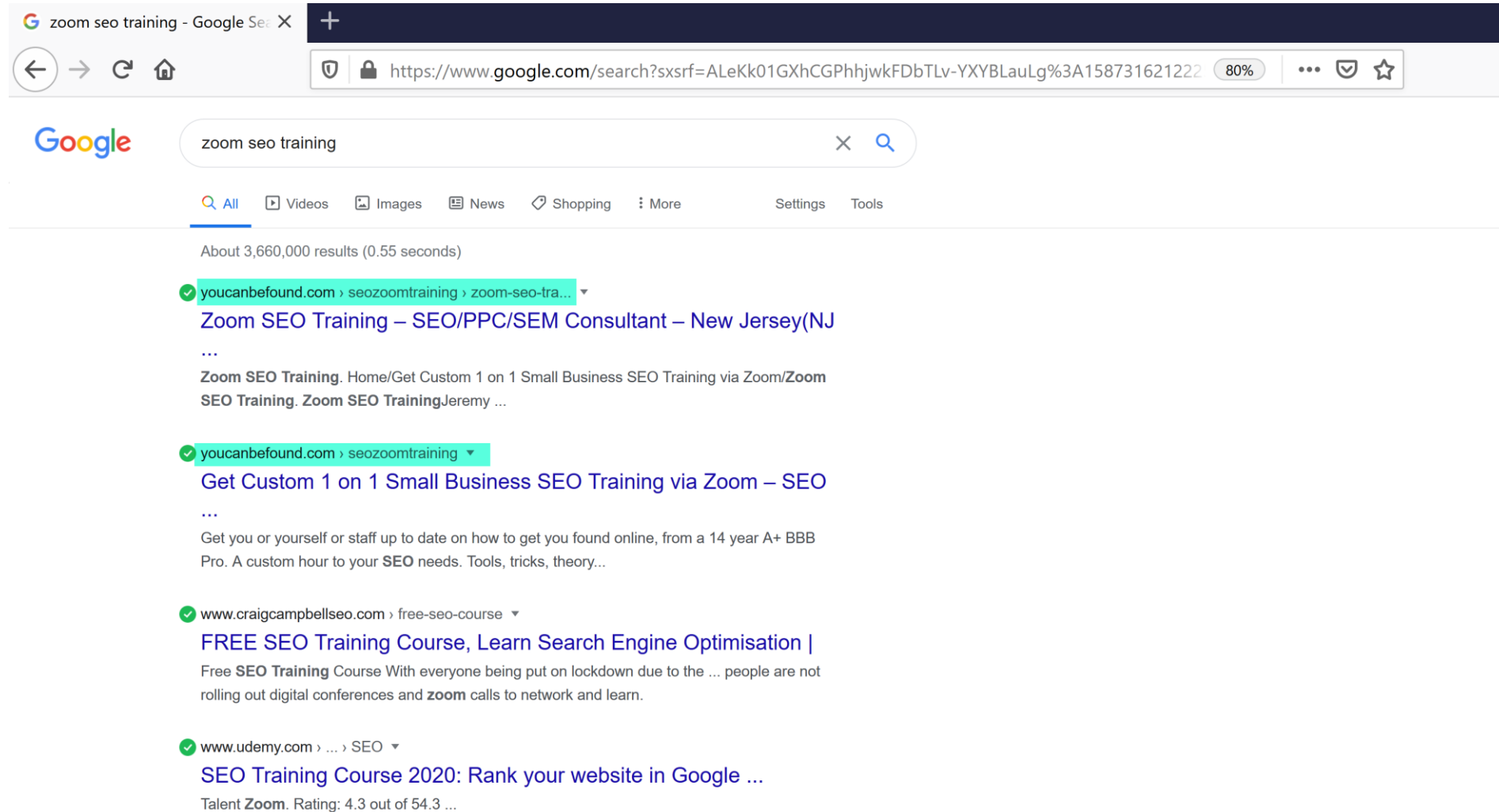
Think of your different types of customers. What are their specific needs by type?



Geography

How may your offerings differ based on your geographic target market? Is Freehold different from Red Bank? How?

Specific Content & Targets (SEO)



The screenshot shows a Google search interface. The search bar contains the text "zoom seo training". Below the search bar, there are navigation options: "All", "Videos", "Images", "News", "Shopping", "More", "Settings", and "Tools". The search results are displayed below, showing "About 3,660,000 results (0.55 seconds)".

The first result is from [youcanbefound.com](#) with the title "Zoom SEO Training – SEO/PPC/SEM Consultant – New Jersey(NJ)". The snippet reads: "Zoom SEO Training. Home/Get Custom 1 on 1 Small Business SEO Training via Zoom/Zoom SEO Training. Zoom SEO TrainingJeremy ...".

The second result is also from [youcanbefound.com](#) with the title "Get Custom 1 on 1 Small Business SEO Training via Zoom – SEO". The snippet reads: "Get you or yourself or staff up to date on how to get you found online, from a 14 year A+ BBB Pro. A custom hour to your SEO needs. Tools, tricks, theory...".

The third result is from [www.craigcampbellseo.com](#) with the title "FREE SEO Training Course, Learn Search Engine Optimisation |". The snippet reads: "Free SEO Training Course With everyone being put on lockdown due to the ... people are not rolling out digital conferences and zoom calls to network and learn."

The fourth result is from [www.udemy.com](#) with the title "SEO Training Course 2020: Rank your website in Google ...". The snippet reads: "Talent Zoom. Rating: 4.3 out of 54.3 ...".

Specific Content & Targets (PPC)

●	Keyword
●	+virus +fogging +company
●	+company +virus +cleaning
●	+company +virus +clean
●	+company +virus +treatment
●	+company +virus +disinfect
●	+company +virus +disinfecting

Virus Disinfection | Disinfecting and Fogging | CIRI Certified Service

Ad www.example.com/Virus/Treatment

Offering both fogging and disinfecting cleaning treatments as recommended from the CIRI. Our disinfectants are safe to use in commercial buildings

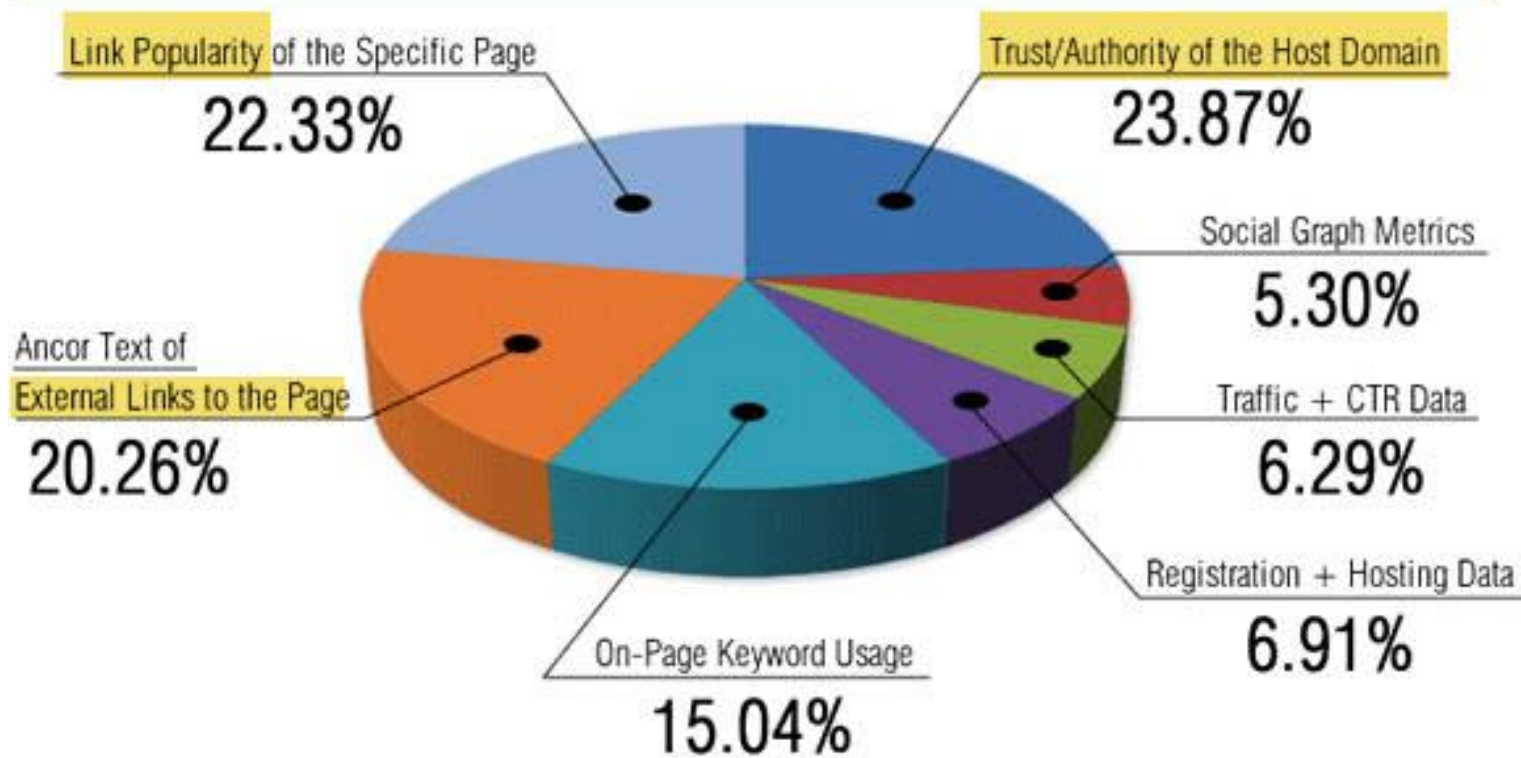
Links for Your SEO

Links Tell Google About Your Authority and Relevance



Components of Google's Ranking Algorithm

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors



Think Link!

Reviews for Your SEO



Score

Aim for over 4.3, but don't "Review-Gate"



Count

More is better. Keep Asking. All is relative to competitors



Frequency & Recency

How often, and how recent matters.



Review Content

Ask for Detailed Reviews: What did you like about our service?



☰ pasta gamaliel ar 🔍 | ✕

Price ▾ Rating ▾ Cuisine ▾ Hours ▾

⚙️ More filters

Italian Garden Dining

4.2 ★★★★★ (410)
\$\$ · Italian · 1007 Hwy 62 W
Opens at 11:00 AM



👤 "I love those Pasta and that's what i called it the Italian way."



Anthonee's Kitchen & Italian Restaurant

4.6 ★★★★★ (63)
\$\$ · Italian · 6180 AR-178
Opens at 12:00 PM



👤 "I had penne pasta with marinara, Italian sausage and a meatball."



House of Pizza

4.4 ★★★★★ (111)
\$\$ · Pizza · 40 Plaza Way Ste 26
Opens at 11:00 AM



👤 "Always delicious pizza, pasta and hot sandwiches. The best pizza in..."



Whatever You Do,
Ask For a
Detailed Review!



Remember, I am Your Resource!

Slide Deck at: YouCanBeFound.com/Presentations

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