

SMALL  
BUSINESS  
**SEARCH ENGINE  
OPTIMIZATION**



# OUR AGENDA

WHAT IS SEARCH ENGINE OPTIMIZATION

EXAMPLES

STRATEGY

REPORTING

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*What is SEO?*



# SEARCH **ENGINE OPTIMIZATION**

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## Search engine index

- Getting your website content in index

## Relevant content in search engine

- Your website content matching search

## Ranking

- Showing up higher in rankings
- 



# SEARCH **ENGINE OPTIMIZATION**

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## Searcher intent

- What the searcher is looking for

## Ranking above competition

- Have content that is more relevant

## No costs

- Don't have to pay to be in search index
- 



# SEARCH **ENGINE OPTIMIZATION**

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## “Black Hat”

- Trying to manipulate the search engine results
- Paying for links

## “White Hat”

- Following Google’s guidelines
- Build for users
- Make user experience better







*Examples*





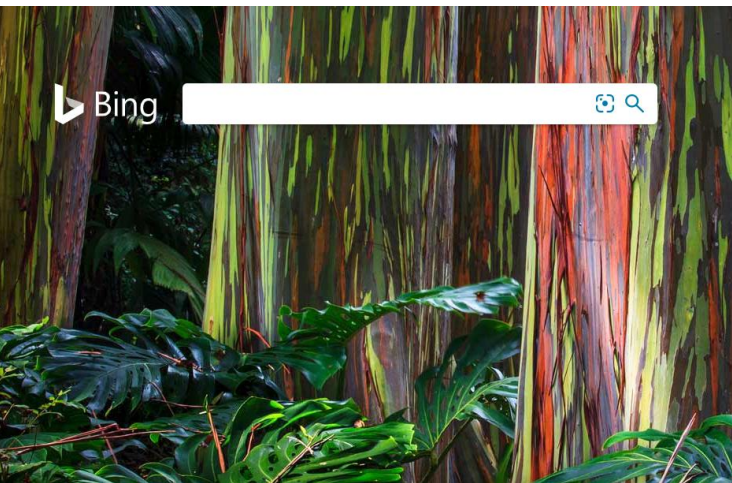
Google Search

I'm Feeling Lucky

# GOOGLE

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- Most popular search engine
  - Most people optimize for Google
  - Gives the “best” search results
  - Constantly improve search technology
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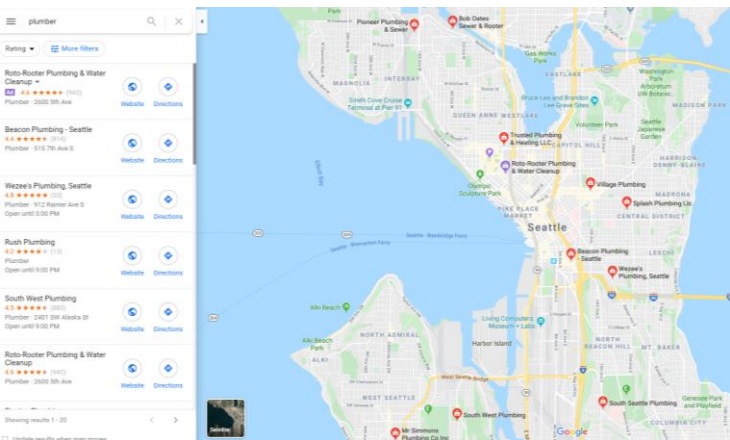


# BING

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- Second largest search engine
- Default search engine in Microsoft Windows

# LOCAL SEO



- Optimizing for mapping websites
- Google displays special “local pack”
- NAP (name, address, phone)
- Results near me on smartphones



plumber

Google

Search All Maps Images News Videos More Settings Tools

About 1,280,000,000 results (0.58 seconds)

GOOGLE GUARANTEED | Plumbers nearby Sponsored

**Washington Home Ser...**  
5.0 ★★★★★ - See reviews  
Serves Tacoma  
Open now  
(253) 336-0664

**Harts Services**  
4.9 ★★★★★ - See reviews  
Serves Tacoma  
Open 24/7  
(253) 242-1334

**Roto-Rooter Plumbing ...**  
4.6 ★★★★★ - See reviews  
Serves Tacoma  
Open 24/7  
(253) 289-7585

More plumbers

**Plumber In My Area | Harts Services Plumbing | hart-services.net**  
Ad www.hart-services.net/plumber/near-me (253) 214-7371  
Proven Value. 100% Satisfaction. Unparalleled Expertise. Professional. Prompt & On-Time.

**About Hart's Services**  
We have been in the plumbing business since 2013. We can help

**Customer Testimonials**  
See what our amazing customers are saying about their service

**Plumbing Service Services | Same Day Repair & Service**  
Ad www.beaconplumbing.net/ (866) 680-6503  
Plumbing Service Repair With 24/7 Emergency Services. Schedule An Appointment!

**24/7 Plumbing Service | Expert Plumbing Olympia Area**  
Ad www.flohawks.com/Services/Plumbing (253) 561-8899  
Trust Our Team Of Certified Professional Plumbers To Solve Any Issues In Your Home. Your...

# PAY-PER-CLICK

- Way to be shown before organic search engine results
- Indirectly provides data on search volume



*Strategy*



# SEO **AUDIT**

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Perform audit of your search engine results

- Configuration issues
  - On-site issues
  - Analyze website traffic
  - Backlink analysis
  - Content
- 





# KEYWORD **RESEARCH**

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## Search intent

- What are potential audience searching for
- Brainstorm keywords

## Seed keywords

- Initial keywords to start research

## Tools

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# ON-PAGE **EDITS**

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- Title
- Headings
- Meta description
- Image alt tags



# CONTENT

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- Actual text on your website
  - Topics
  - Length
  - Images
  - Readability
  - Scanability
  - Internal linking between content
- 



# LINK BUILDING

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A link from another website to your website

Google uses links as a fundamental ranking factor since having a link displays “vote of confidence”

## Techniques

- Ask
  - Directories
  - Natural process over time
- 



# LOCAL SEO

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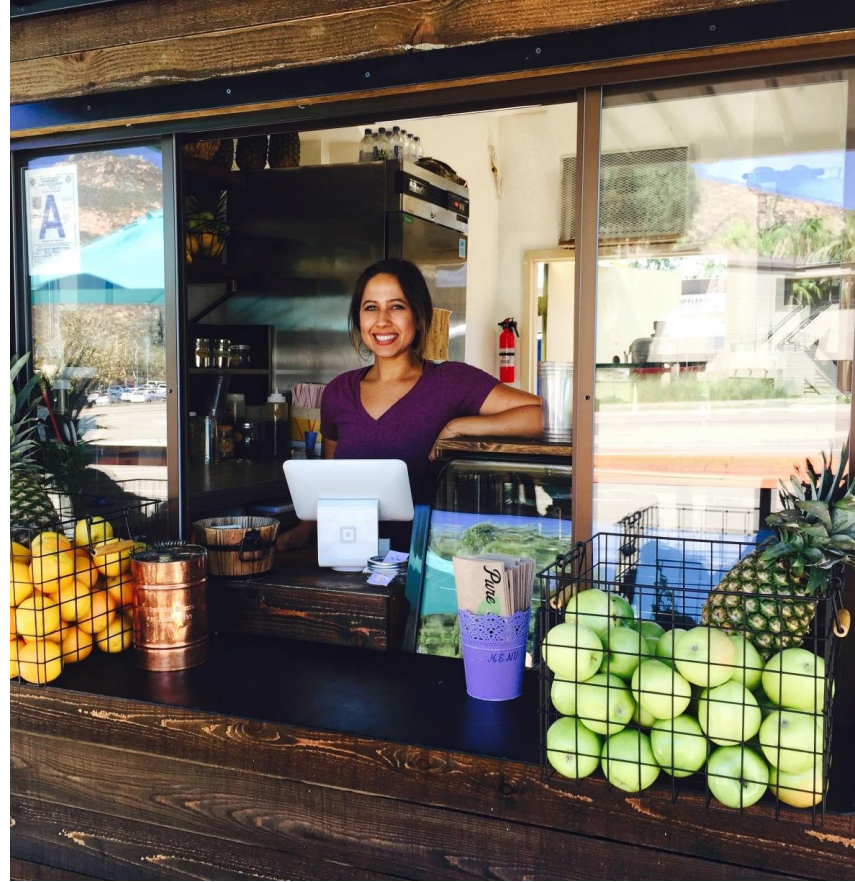
NAP (name, address, phone)

Number of citations from other website

Very important that data is consistent

Reviews

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# *Reporting*





# RANK TRACKING

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Position of your website in the search engine results for a given keyword

Personalization will effect for different people

Not best indicator

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# INBOUND LINKS

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Use tools to find who is linking to your website

Paid tools but also can use free Google Search Console

Track over time to see if number of links are growing

Disavow Links Tool

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## ON-PAGE CONFIGURATION

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Tools to crawl website looking for issues  
and showing which tags are being used  
and with what data

Shows areas that need improvement



# *Conclusions*





## BENEFITS of TOPIC

- 1 List website higher
  - 2 List better than competitors
  - 3 Make more relevant
  - 4 No cost like PPC
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