



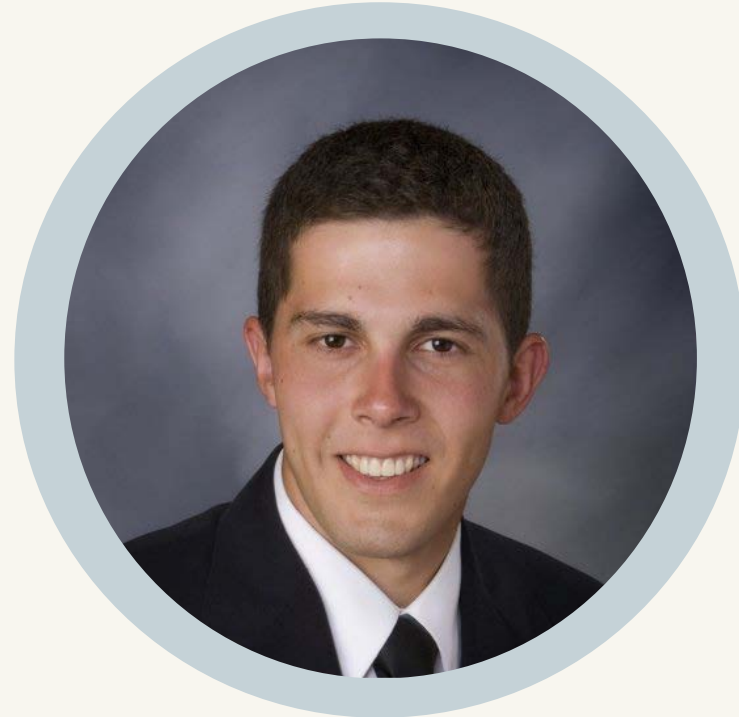
LEARN THE BASICS OF SEARCH ENGINE OPTIMIZATION

OCTOBER 11, 2022

INTRODUCTIONS



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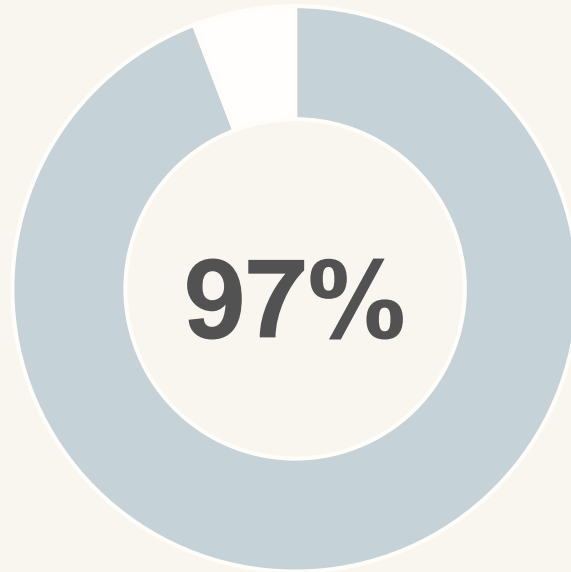


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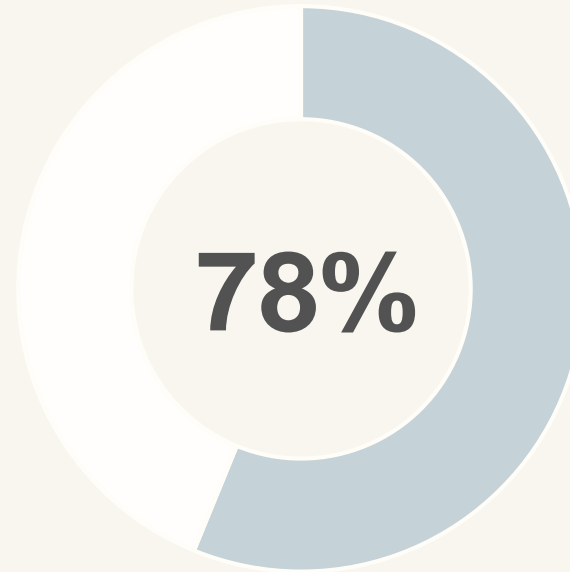
- ONLINE PRESENCE & WHY IT MATTERS
- WHAT IS SEO?
- HOW TO IMPROVE QUALITY TRAFFIC?

Agenda

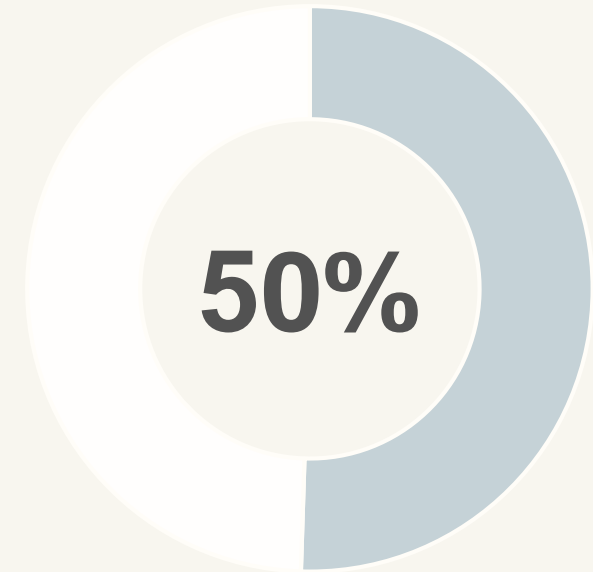
THE IMPORTANCE OF AN ONLINE PRESENCE



97% of people **learn more** about a local company **online** than anywhere else.¹



78% of local-mobile searches **result in offline purchases**.²



50% of mobile searchers looking for a local business **will visit the store within one day**.³

WHAT IS SEO?

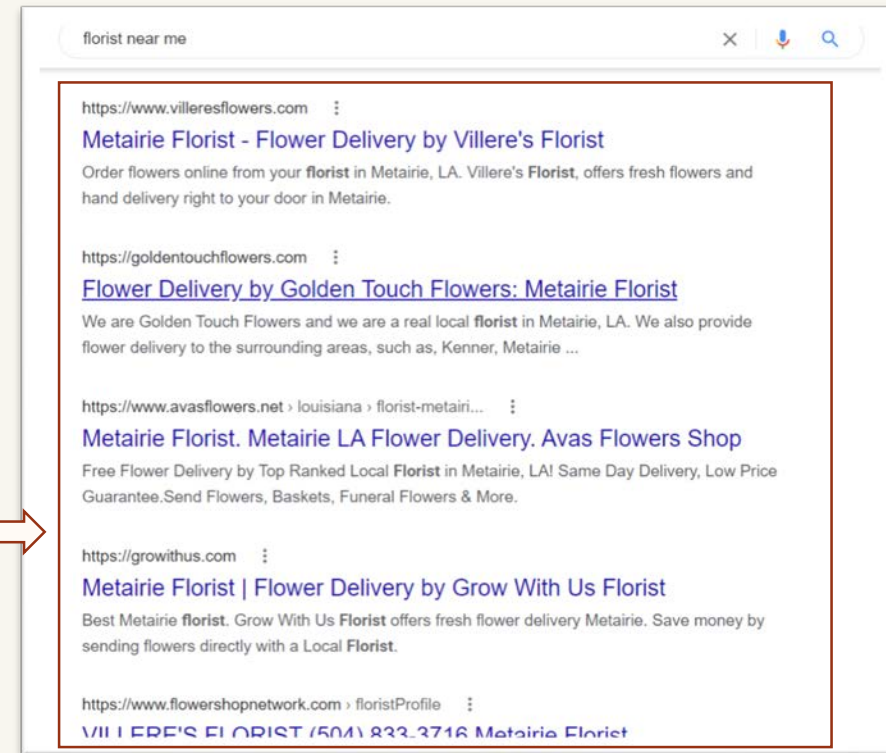
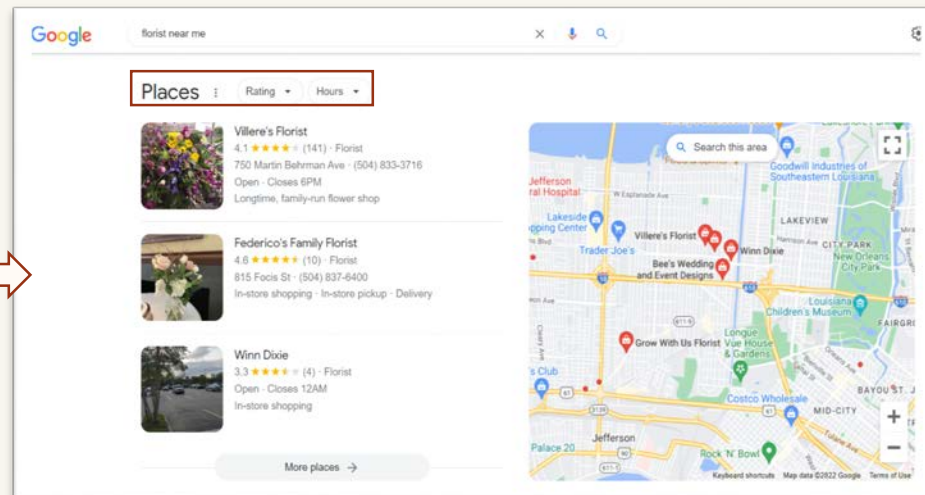
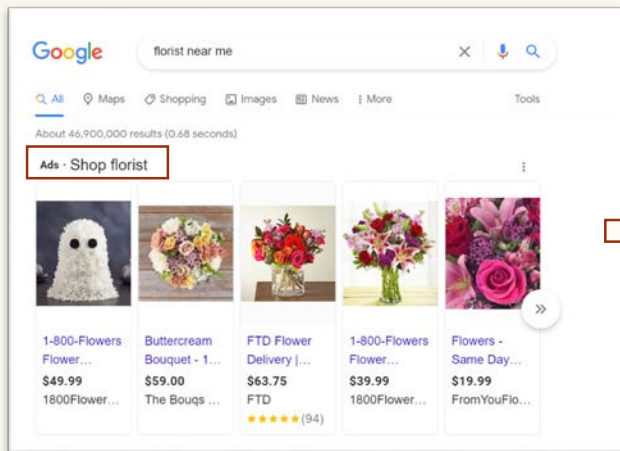
THE ANATOMY OF A SEARCH ENGINE RESULTS PAGE (SERP)

What is Search Engine Optimization (SEO)?

The process of improving your website to increase visibility and organic ranking on search engine results pages (SERP)

Search Engine Results Page Layout

- Paid Advertising Placement
- Local Maps "Places"
- Organic Listings





SEO vs. Search Advertising

Search Engine Optimization (SEO)

- Shows website links in organic and local (Map) search results
- Ideal for research and proximity - based search queries
- Builds web presence & drives local traffic to your business
- Creates long-term website authority
- Continues to positively impact your business over time

Search Advertising

- Shows ads in paid search results
- Ideal for ready-to-buy search queries
- Drives calls and leads from locally-targeted prospects
- Generates immediate response
- No additional impact to business after you stop paying for ads

SEARCH ADVERTISING & SEO:
Better together.



Incremental lift in clicks
when both paid and
organic links appear on
the first page
of search results.¹

LOCAL SEARCH SUCCESS

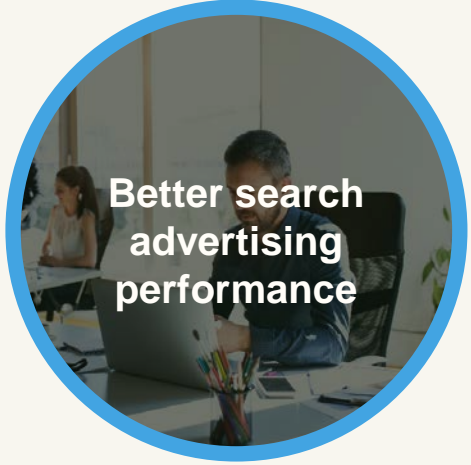
What *does* SEO influence?



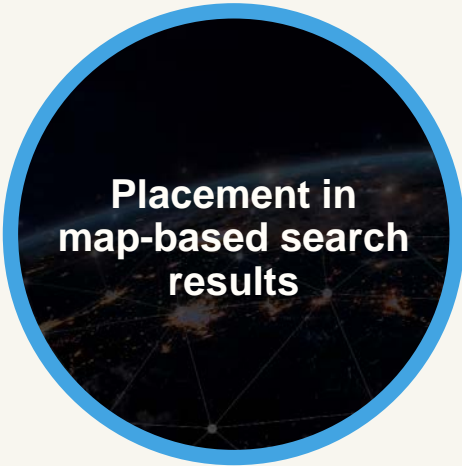
**More website
traffic**



**Better visibility
for your top
business
keywords**



**Better search
advertising
performance**



**Placement in
map-based search
results**



**Brand trust and
competitive
differentiation**



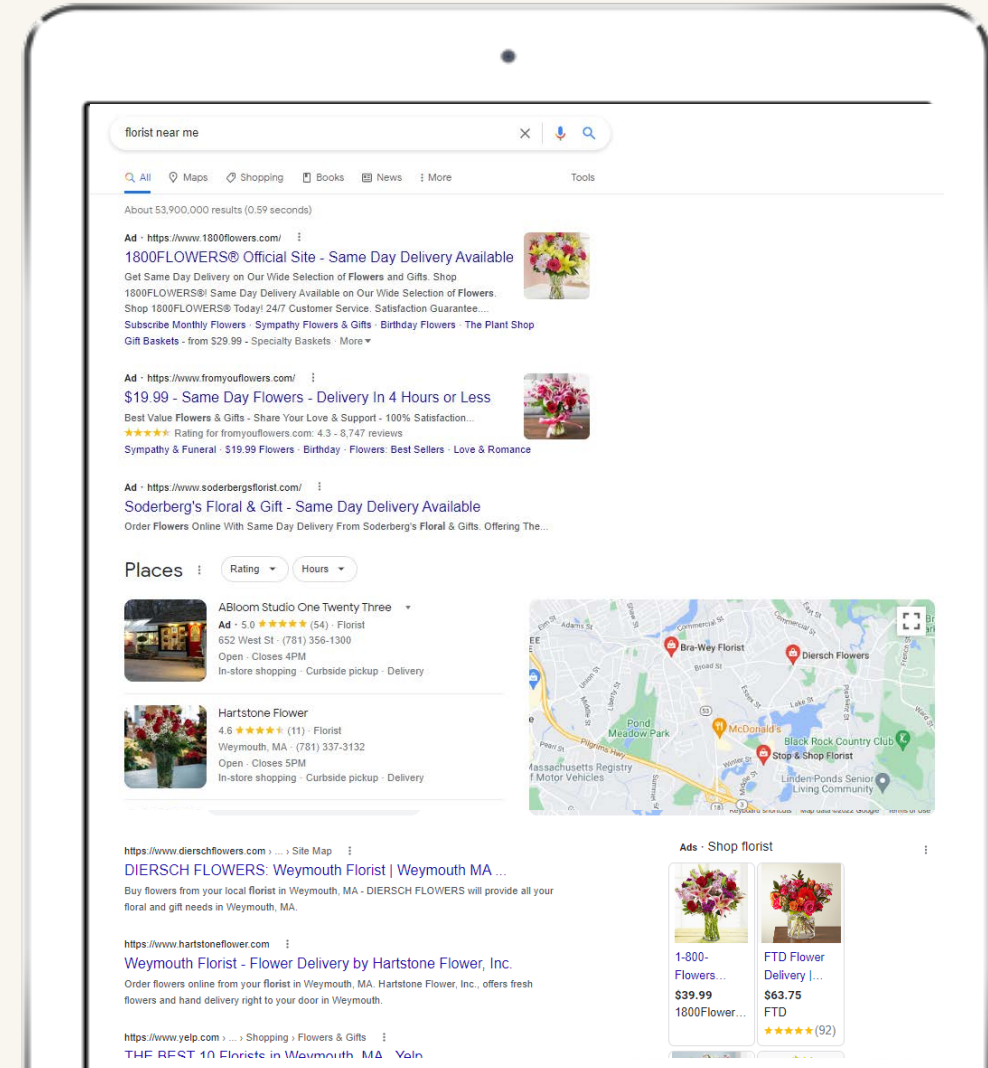
**Visits and calls
to your
business from
local
consumers**

THE MANY ASPECTS OF SEO

A myriad of tactics determine how you appear online and in search results, impacting your approach to SEO.

Here are just a few of the many factors search engines consider when determining search results for a query:

- Relevant titles and descriptions on website pages
- Mobile friendly website
- Page load speed
- Business info consistent across directories
- Updated Google My Business listing
- Product, service, and geographic keywords
- NAP (name, address, phone) on website
- Quality links to your website from external sources



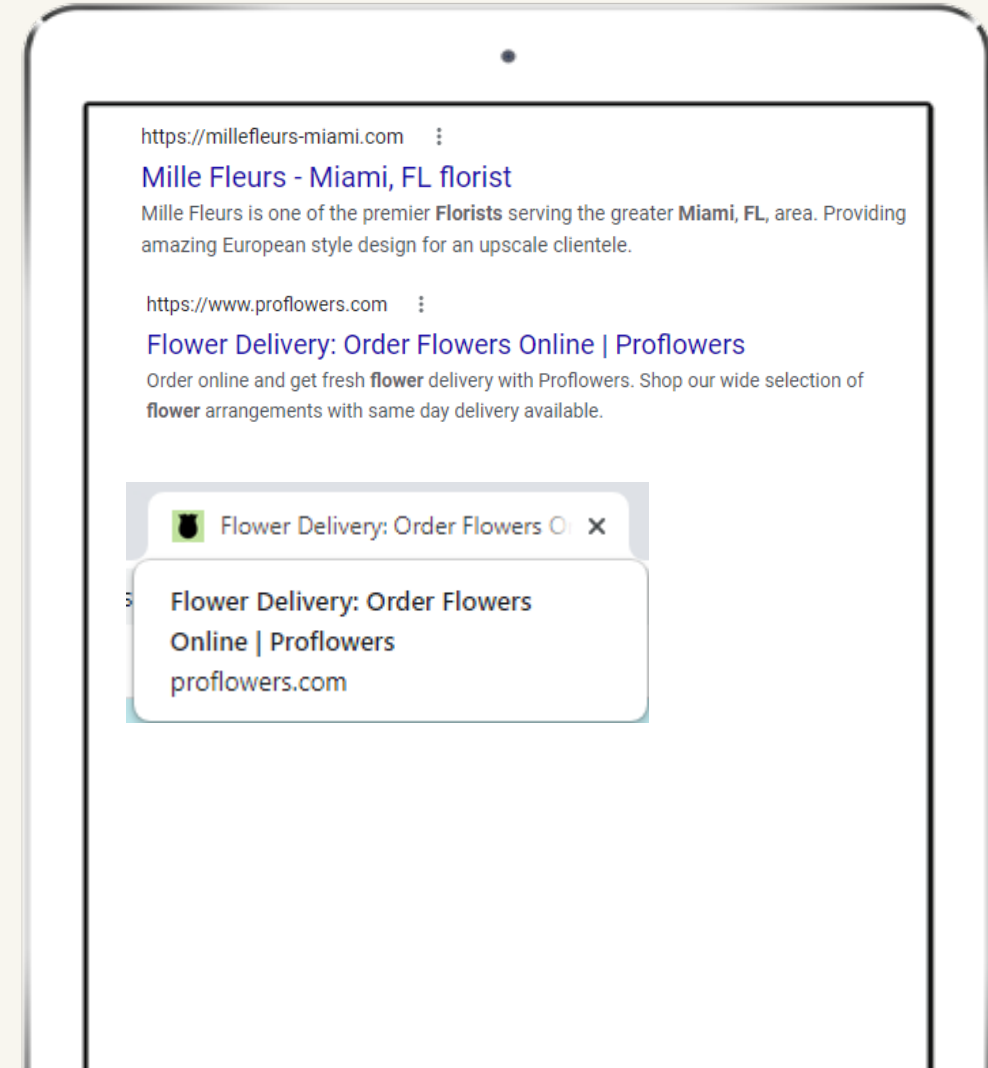
Examples of Title Tags and Meta Descriptions Implemented on the Website

Here are just a few examples of good title tags and meta descriptions. Best practices include:

- Include the business name
- Include keywords such as "florist", "order flowers", "flower delivery"
- Include city or geography where relevant.

Good examples of meta descriptions include similar factors as above:

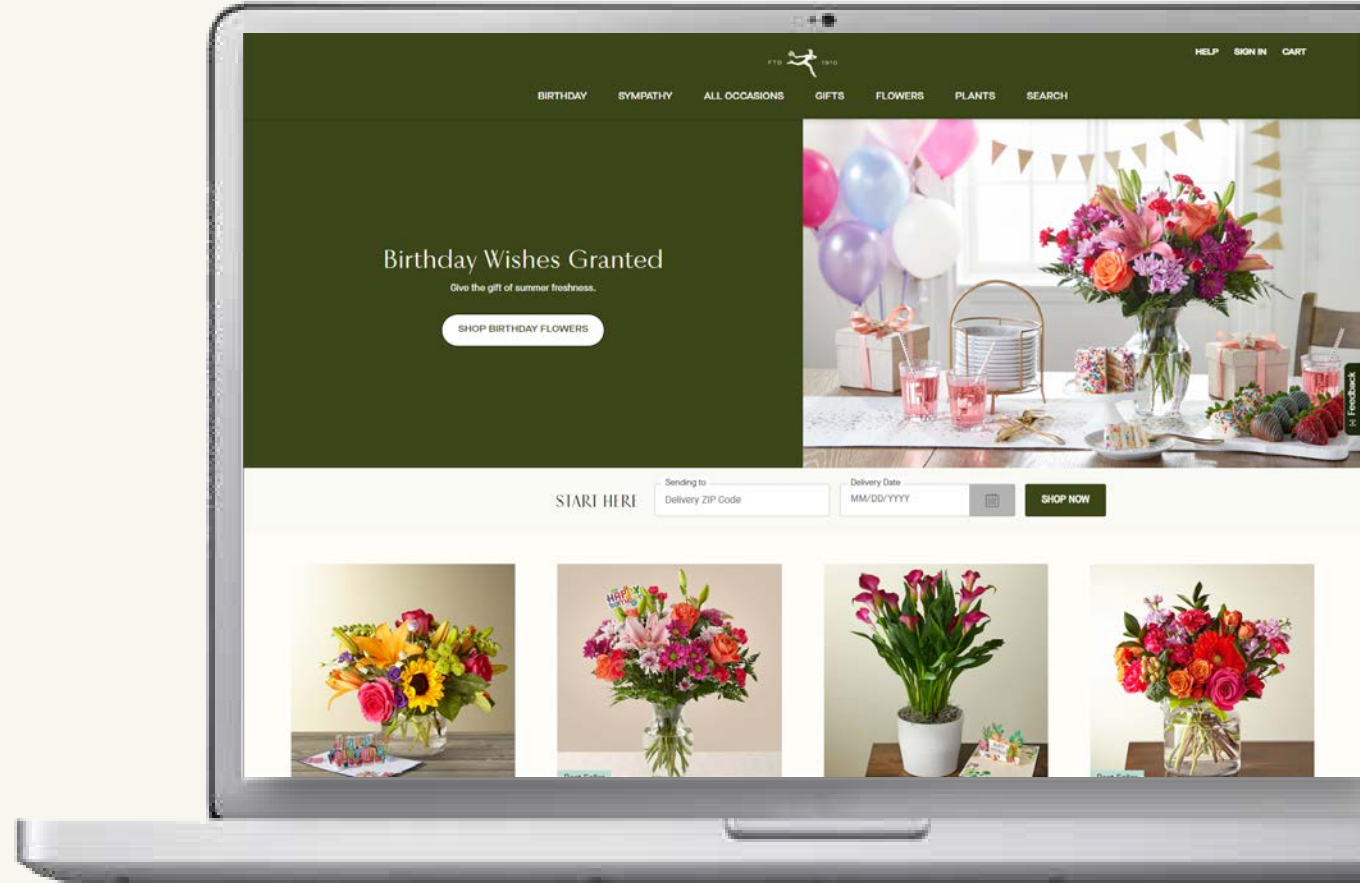
- Business name
- Relevant keywords such as "florist"
- Areas served
- Call to action such as "shop", "visit" "call".
- Benefits



INDIVIDUALIZED STRATEGY FOR LONG-TERM GROWTH

Steps:

- Understand your business needs and site structure to build your individual plan
- Conduct keyword research and competitive analysis to identify core topics
- Suggest additional customizations to boost your site's performance
- Adapt based on your individual needs and existing digital tactics



WEBSITE CONTENT OPTIMIZATION*

- Rewrite, redirect or combine content to remove anything duplicated on your website
- Create site content that emphasizes business topics and keywords
- Add meta titles, meta descriptions, title tags and more so search engines can easily find and understand your site
- Monitor content effectiveness over time and make improvements



76%

of SMB marketers said content creation is the most effective SEO task.

FTD



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