



Combine your website and social media

#2 How web searches work

But one thing that has not changed in 15 years, is the Google mission: to organize the world's information and make it universally accessible and useful. (Amit Singhal head Google Search May 2016)

A web presence is essential for any business today.

FIRST: You create an identity you can edit free to SEND clients to:

- A single page free on Social Media, a blog or Local Search platforms is better than nothing.
- A multi-page full color website brochure is much better for as little as \$20 /month and search engines will send you leads if you qualify.
- A free map entry gives your address, phone number and days and times you are open.

SECOND: You can generate leads FROM your web presence (or footprint) 24/7 if your data is structured correctly for the search engines to find you.

Your marketing options are:-

1. Hard work every weekday finding prospects. Knocking on doors. Handing out flyers and business cards. Spending hours on Social Media. Being seen as a nuisance! Pitching face-to-face to just a very few. Being turned down, and closing only a very small part of leads. Worse - you START ALL OVER AGAIN next Monday, chasing prospects!

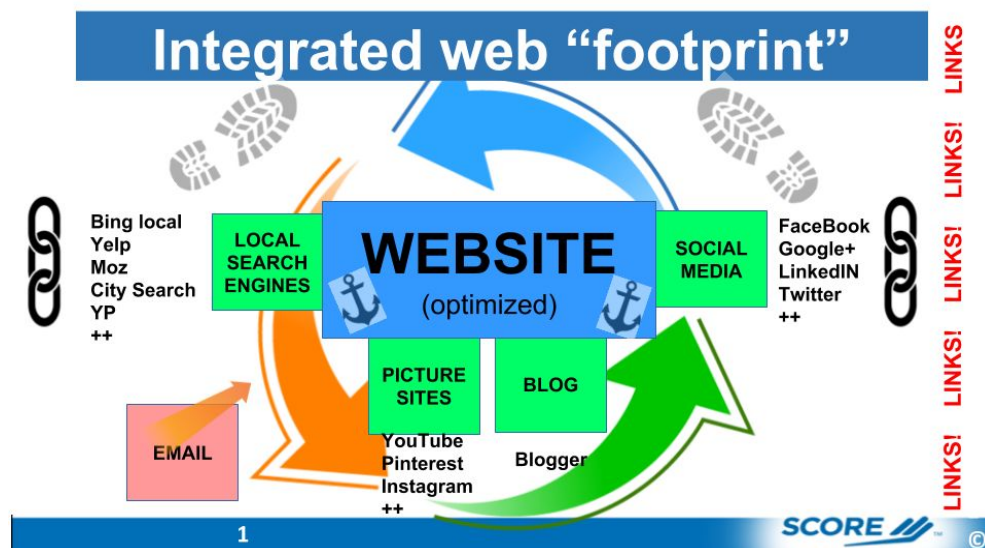
OR

2. Your prospect contacts you from the web ready to buy. You are now a solution to a problem, and are likely to close the deal on the majority of the leads generated from the web if competitive!
Your initial hard work to create your web presence (footprint) brings you prospects 24/7 IF you are CREDIBLE to the major search engines (Google & Bing) and offer the BEST SOLUTION to question in a search.

Option #2 offers the much easier strategy! This requires an optimized and integrated “footprint” of entries and being better than your competitors!

The web has changed almost everything in marketing in less than 20 years! These changes are fundamental to the way we market, reach, and interact with our clients.

That is why search is powerful. You do not hunt for your customers, they hunt for you. You pick the keywords, and the customer picks you. You not only sell what your customers want, but you also sell it while they are actively looking for it. (with thanks to www.SEObook.com)



IMPORTANT

Keywords (tags) ARE the single most important factor on how your website will be found and ranked. They apply to Social Media as well.

It is NOT the only factor. The Google search algorithm which evaluates sites by "credibility" is estimated to use about 200 factors. This includes elements like, how long the site has been up, how active you are on the web including on social media, links back to your site and customer reviews and experience from previous searches (this includes revues, bounce rate and duration). The actual formula is never disclosed.

First a few words on how web searches work.

THE SEARCH ENGINE COMPANIES OBJECTIVE

Put yourself in Google, or Bing's shoes. They compete to give their customer making the search (who is your potential customer)

the best possible answer to the query.

The same applies on Social Media.

Read this excellent presentation from [Google](#) which covers what they are looking for when you have time.

THE SEARCH ENGINE: HOW THEY DO IT COLLECTING INFORMATION

A search engine (Google and Bing) send a robot program or “bot” to “crawl” your site when requested. They also crawl ALL of Social Media, all local search engines, Twitter, Pinterest and even one layer deep in FaceBook. They go **EVERYWHERE!** The larger your “footprint” the better your credibility.

Information collected is cross linked and combined with information from MANY, many other sources (social media /blogs /inbound links etc.).

All text information, links etc on each site is stored in a vast database in their servers.

The bot reads **BOTH** what you can see on the web page, and the hidden information (meta code and ALT text) containing important keyword details. The bot is “blind” so cannot “see” pictures. That is why it is essential to insert YOUR description of all pictures (ALT text) on your page or blog for the bot. This hidden text then reinforces the keywords for that page.

All information is indexed by KEYWORDS. Long tail (multi word) are stronger and more easily found. Google now uses AI (artificial intelligence) to interpolate what you meant particularly for voice searches (so include synonyms for all words like shoes /footwear for boots/shoes).

Search term means “Keywords”, which are the

META CODE is critical

- To being found on the web
- To be chosen over a competitor

META CODE from a SERP (Search engine report)

The screenshot shows a search result for 'Personalized Gifts from Things Remembered'. The URL is <https://www.thingsremembered.com/>. The description reads: 'Create personalized gifts for family, friends and other loved ones at Things Remembered. We offer custom engraved or monogrammed gifts for any occasion! Store Locator · Wedding · Personalized Gifts for Her at ... · Him'. Two arrows point to the title and description, with labels 'TITLE (70)' and 'DESCRIPTION (160)' respectively.

words and phrases used in the search by a prospective clients looking for vendors for that product or service on a search engine.

The MOST critical information behind each web page is your META code which is an important source of information for the search engine to index what is on the page. This is NOT shown ON your webpage but shows as TITLE and DESCRIPTION on any search engine report (see the example below). Note the maximum number of characters is limited. Meta code is critical as it is **ALL** your potential client has to choose from out of ± 18 entries on a report when they make a search.

THE SEARCH ENGINE: HOW THEY DO IT A SEARCH ENGINE REPORT

When you or your customer enter a search term into your browser the search engine finds the **BEST POSSIBLE MATCH** in it's database. The ten best ranking appear on page #1 of the Search Engine Report page (or SERP). Page #2 again has ten and so on. PAGE #1 gets almost ALL the traffic. Less than 3% of people even look at page #2.

These curated or “organic” entries are FREE and the public trust them more than advertising.

Do a Google search for anything you like. Note the following on any report:

- The Google SERP (report) is limited to seven advertisements (marked AD) on page one. (they get less than 10% of all clicks (..... Moz.com))
- There are only 10 spaces on each page for highly

The screenshot shows a Google search for 'Office Furniture Dallas'. The top result is an advertisement for 'Office Furniture Dallas - FurnitureByChartex.com' with a price of \$589.00. Below it is a map result for 'Front Desk Inc.' with a price of \$729.00. Further down is an advertisement for 'Dallas DESK, Inc.' with a price of \$119.99. At the bottom is another advertisement for 'Used Office Furniture | Office Furniture Dallas' with a price of \$119.99. A vertical red target icon on the right side of the page is labeled 'TYPICAL SERP'. A horizontal red target icon at the bottom is labeled 'BEST PLACE - Free - Credible'. A red box at the bottom left is labeled 'x3 Ads' and a red box at the bottom right is labeled 'ADS \$'.

credible natural sort (or organic)

- These “natural sort” or “organic” results recommended by Google as the BEST answer to the query get most of the traffic.
- Organic entries are displayed FREE.
- There is a map on almost every report (very important for local marketing).
- Small thumbnail photo advertising (paid shopping ads) top right. These get less than 15% of clicks (..... Moz.com)
- The pattern is repeated on subsequent page. Reports for some queries are hundreds of pages.
- Less than 4% of visitors ever go to page 2 (..... Moz.com).

Mobile and voice searches have grown to over 60% of all searches!

IN SUMMARY - TO REPEAT - ON ANY SERP (search engine report)

NATURAL SORT, OR ORGANIC (most credible) - LEFT SIDE BELOW THE MAP + ADS offers FREE ADVERTISING if you can convince Google YOU give the best answer to the question!

A page one FREE listing is difficult to achieve, and will be difficult to maintain.

You can be on the map FREE if you register on Google+ and Google MAPS.

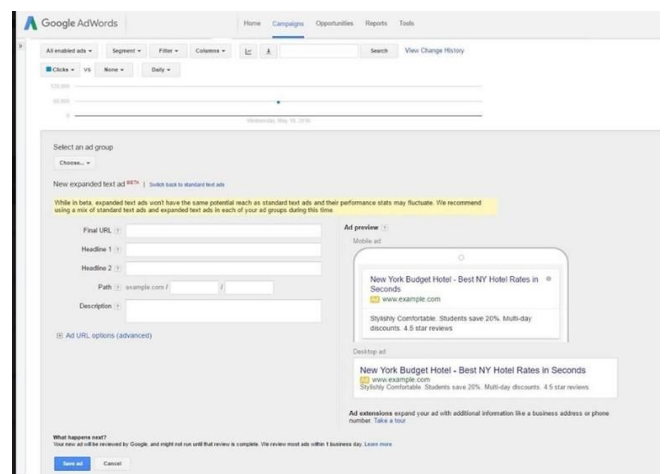
PAID ADVERTISING (less credible)

You bid daily for position through Google Adwords. Seven slots are available on page #1, and each subsequent page.

Your exposure stops as soon as you stop paying

- TOP above the map four paid ads and
- BELOW Just three ads after the free recommended (organic) part of the report.
- Pictures shopping ads (thumbnails) TOP RIGHT

Few people (less than 10% EVER go to page two of the search results!



All of us are now faced with advertising to get noticed. Here is a [Google Adwords](#) log-in sheet

Note the number of ads appearing on each page when you do your competitive analysis for each search of your search terms

- If you are lucky, and there are just a few, or none, you can bid very little for ads and get page one position for pennies per click.
- If there are lots of ads and the search term is very competitive look for other less popular terms and “niches” where ads will be cheaper. This is covered later.

THE SEARCH ENGINE: YOUR MARKETING IMPLICATIONS

- You have to be on page #1 to get leads from the web. Over 90% of sites never get any traffic sent to them by Google /Bing.
- You can advertise PPC to be on page one but your exposure stops when you have spent your budget
- You need higher credibility than your competitors to rank free on page #1
- The search engine must understand EXACTLY what your product is on JUST THAT PAGE. Only the landing page can have a summary (usually a mixed message).
- Each additional “breakout” page should be optimized for ONLY ONE TERM.
- Design your website and web “footprint” to convince
 - Your clients you are an expert in your field.
 - The search engine you are qualified to be on page #1 (highest credibility).
- This process is called SEO or search engine optimization.
- Forget ever ranking for some high traffic terms where there is strong competition. Look for low traffic terms you can rank for.
- Queries several words long (long tail) are easier to rank for. Adding a town or city will give you an edge.
- Voice search is now important. Optimize for very long tail searches and include questions.
- Design breakout pages to catch multiword (long tail multi word queries).

The value of a website is highlighted in this five minute video from Google [Webmasters](#). Ask your mentor for our paper #6 on the subject which has step-by-step instructions.

Check out the Google visual of how [the algorithm works](#).

WHAT ARE MY KEYWORDS THEN?

Ask your mentor for SCORE Dallas paper #3 Keyword Research. In summary only:

Google provide an incredible free resource for any entrepreneur to measure competition and pricing in any market. Simply extract the strongest most popular terms already in the Google Database for YOUR market. That is easy to analyze free

- Make lots of searches for the product or service you offer using terms JUST LIKE YOUR BEST CUSTOMER WOULD
- Watch the “**auto-complete**” function while you type and also “**other related searches**” at the bottom of the SERP page. Ask your mentor how to use them if you need help.
- Note which competitor comes up first in the organic (or curated) recommended section (1-10) on page #1. What summary and title show on the SERP? Remember your wording needs to be better even if you advertise. Visit their site and see what wording they are using.

WHAT IS THE COST OF BUILDING A WEB “FOOTPRINT”?

Almost all the platforms offer a free presence and then will try and sell advertising PPC (pay per click) advertising, their main source of funding. Google earned over \$60 Billion in advertising revenue in the last year. You can decline and keep the free presence. **NOTHING IS STATIC!**

Remember

- All your competitors are trying to reach page one in the search engine report.
- Google and Bing update their algorithms regularly. The most important SEO ranking factors and great hints are in [two articles from SE Land](#) and [SEO Powersuite](#). Also from [Google](#)

SCORE offers several courses which cover other steps to generate more traffic .

- how to register in different Social Media segments (local search, website, social media, blogs). Almost all entries can be created at NO cost.

- how to create links back to your website (or backlinks) which are an important factor to raise your web credibility. design your website where your pages are optimized for these specific words and phrases. This is referred to as search engine optimization (SEO).
- how to design a website which is optimized to be found by the search engines.
- how to have the site built to your specification. Help is at [Godaddy](#), [Wix](#) [Web.com](#) and from many contractors.

Register to receive details of future workshops at www.dallas.score.org.

SO WHAT CAN I DO ABOUT IT TO SELL MY GOODS /SERVICES?

At SCORE we believe in an INTEGRATED approach to marketing on the web. It is of limited use to concentrate on just one aspect, like website SEO (search engine optimization), or local search, or social, or just email. **ALL** of them need to be combined to achieve maximum exposure and CREDIBILITY..

Your objective is for your prospective client to find you via FREE advertising on the major search engines like Google and Bing (page one below the map). This is done by KEYWORDS.

Ask your mentor for the paper #3 on keyword analysis. It is the foundation of

- your competitive analysis
- web page design to be found
- your social media presence
- your local search presence
- your advertising strategy on any platform

Visit www.moz.com - which offers excellent introductory information on SEO and Social media at the learning tab. These courses are well presented.

While at MOZ do the free analysis of where your website is listed, and see if there is any discrepancy in the way your site is listed.

Keywords remain important in 2018 although Google is moving to "semantic search" where artificial intelligence (AI) may list sites using related words which were not in the original search. Voice search is increasing and SEO is moving in the direction of long, long tail searches

Other sections of the full workshop
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How to implement a web footprint strategy (summary)	#1
How web searches work - this paper	#2
Keywords analysis	#3
The bare minimum web presence	#4
Secure your own website www.xyz.com	#5
Design your website optimized for search & advice on building one	#6
Local directories and Social Media	#7
Blogs (why and how)	#8
Website Audit, Analytics & Ads	#9