**Boost Your Local Search Results with a Better Online Presence**

So starting off I would like to give a brief overview of who I am and how I came to deluxe and what some of my passions are. I am Noah Turner I am the manager of search engine optimization here. I directly manage about 15 to 20 websites here at the company. My primary responsibility on the reason my company has me on the team is to make sure we are getting more traffic from Google to the website. That is my primary job. I have been doing that for about 10 years. Previously had bounced around some agencies around the Minneapolis area. I have worked on everything in web development both B2B and B2C . Some I worked on include target, General Mills, 3M, Wagner. All of these companies have different problems and things that they must to solve for their search engine optimization. I started my career helping out small businesses

and that is why I am actually at deluxe today. One of my passions in life is to help out small businesses just like you guys. That is why I am here today to pass that information on to you. Just a brief agenda. I just went through the brief introduction of myself. That kind of gives you an idea that I kind of know what I am talking about. Next to be able to optimize most people that use Google every day but nobody really understands how it works. To be able to show up on the first page of Google you will want to have a brief overview of just how it acts and ranks and we will talk a little bit about how it works and all of that. Then I will give you tips and tricks that you can actually do today that are free and will not cost you any money.

They are things that you can literally get off the webinar today and start implementing and start contacting your teams and they will help you rank better. They will talk about local listing that will make more sense as we get through the presentation. As you are listening to this presentation if something confuses you or you have an individual question or problem we will have the Q and a at the end.

So this is kind of the nerdy presentation of the whole entire webinar. I will not go too deep but I think it is important to understand exactly what is SEO and how does it work. We all know this. Usually when I am getting this presentation I ask everybody in the room who uses Google.

Starts with a web browser. I'm thinking that most of you guys are sitting there raising their hands. 91% of Internet users start with a search engine. That -- let that sink in and a little bit. Almost every single person that is using the Internet is searching. That is a huge opportunity for people who are owning businesses and websites to make sure that your website is there . Organic search is the most popular way that people get traffic to their website. You can do social media and paid advertising. You can have a link from another website pointing to your website. That is called referral traffic. Somebody can know your domain name they can type in deluxe.com and get your traffic. You can see that it is the number one way with almost half the traffic according to conductor which is a company that conducts wide range of surveys across the Internet. That is why organic search is so important. 10 years ago when I started in SEO I had to worry about one device. I had to worry about how to optimize the website and get search traffic in for people sitting on my website. That has drastically changed. Anybody at their desk right now probably has a smart phone that they are searching on or tweeting on or using the Internet on. That is a huge change. There are smart phones out there that can do search. Theirs desktop, laptop, tablet. They are putting search in cars. I can talk my phone to my 2017 Traverse and I can do searches straight from there. Even the smart ones that I wear on a daily basis I can click into it and find questions and answers. Our website is not only having to look at our desktop but it has to look good on mobile as well. Today we will talk about Google but just to give you an overview there are plenty of search engines out there. Google is not the only search engine that some of your customers use on a daily basis. EBay is one of the biggest search engines in the world for people selling stuff to which other. Amazon. We all use Amazon. It is one of the biggest search engines for projects -- for products. ITunes is the biggest search engine for music. Facebook is the biggest search engine for friends and events. Twitter is another social media network for finding connections and news and information. We have to think does my product belong in this. MI there when somebody is looking for me. Is somebody looking for me on Facebook or twitter. MI there. We mostly will concentrate on Google today. A lot of questions I get --

when I do a search what am I trying to rank for. MI trying to get at the top or the bottom. This is exactly what a search engine result page looks like. As you can see at the top on the right-hand side I did a search for chiropractor. I enter the query and Google returns a page of results that they think that I will like. At the top 99.9% of search engine result pages you will get three advertisements at the top. They are clearly labeled with a yellow button that says add. Those are marketers and website owners who are paying Google to be at the top of the search engine result page. We have a paid search team and this is mostly called paid search. We have a paid team and one of our biggest products is check. Anytime somebody searches for the word order checks or business checks or personal checks we pay Google to appear at the top of the search engine. When somebody clicks on our ads we pay Google anywhere from $.50 to one dollar. That can range depending on the competition of the click and all of that. I will save that for another webinar but that is the top half of the page is usually always people that are pain to be there. Now as we move down the search engine result page you will see that everything in blue are the websites and results that people have earned the right to be there. That means that their website Google has deemed to them to be the most practical result to show me at this time. As you can see on the right-hand side since I am doing a chiropractor search Google is recognizing that he must likely wants chiropractor sit within his area. He doesn't want to drive to St. Paul or Wisconsin or Iowa to have a contractor. So let's show him results in his local area so you can see a local map show up there. Usually below that map is what you will see our 10 listings. There's only 10 listings on the first page. The competition is very high. If you do the right things in your -- and you are optimizing the website and doing the things that Google likes he will show up on the first page. Usually showing up on the first page means lots of traffic. There's not too many people out there that go to the second and third page. Google has been so efficient at delivering the right results to the right people that people barely ever have to go to the first page and they rarely ever pick lower than position three or four. Even being in the top one or two position is where you want to be so hopefully with this information today can be well on your way to do that. Here is a quick overview of how people usually click on the paid listings versus organic listings. Across the industry here from Nielsen which is another Internet survey company. They found out that 94% of users typically click on organic results. Most likely on informational searches. So people looking for informational searches and types of queries typically to click on organic listings because they do not want to receive that type of information from an advertiser. That means that when you see an ad next to a listing you tents not to trust it because you know they are trying to sell you something. Organic has the opportunity where Google usually shows me something that they trust and that is highly informative so people tend to click on organic results more. So one of the other things that we clearly need to pay attention to our small business owners and marketers is that Google definitely matters. No matter what industry you are in Google is a huge differentiator for organic traffic these days. Two years ago desk of this data is already two years old. Google came out and said that there are more people using Google on their smartphones now than there are desktops. That is a huge difference so what does that mean. That means that the website has to be mobile friendly. That is tip number one for the day. If you pull up the website and it is difficult to use and you can't click on it and people can't find the information that is something that it is absolutely necessary to be able to rank in Google. Google is trying to favor their experience to more of what devices people are using. As mobile becomes more and more popular Google is going to give boost to mobile sites. Make sure your website is mobile friendly. As you can see food and beverages are the most popular categories on the Internet but also banking. I do my banking straight for my phone always. I never use a desktop anymore. You can come across the different industries. If you are one of these industries Google definitely matters to you. Now we know how important organic search is. Google has millions of websites to sift through. How do they decide on which websites they should ranked first. Let's talk a little bit about how SCO works. To start out Google is based out of Cupertino, California.

They have a huge campus out there which I recently visited in the last year. But how does Google actually know what information is on your website. How do they actually know that you are a hairstylist or a tax auditor or a contractor? What they do is from a location they send out what they call spiders or robots all across the Internet. These robots or spiders they start out on a website and then they go from website to website following links. If you can think of one instance where they call it the World Wide Web is because that's exactly what the Internet looks like. All websites are linked to each other and the way that they are linked to each other is through links. One link from a website. You click on a link on the New York Times and it might bring you to a Google article or it might bring you to Coca-Cola.com. Google follows those links and they say here is a new website that I have not seen before and I will crawl it.

These spiders or robots they enter your website through a link. Typically it is the homepage. Literally if you can think of Pac-Man as being a robot or spider and all the dots that Pac-Man goes up and eats that is information on your website. Think of those dots as an image or a page on your website. These robots crawl through your website and they see a paragraph at the top. They read it and they see keywords and it says oh it says construction and it might say your location. A construction company in Minneapolis. It might sear brand name. Then it will follow a link in your navigation. If you have a page about your services it will crawl through that link and go to your services page and you will have a list of all the services that you offer. It will crawl all that information . They go back and I found this type of contents. They basically have an outline or picture of the website and they know the information on the pages are. They have the giant cabinet or final box. The word for this is the index. Google has an index and once the site is in the index you can now

rank. How big is this index

you can see that I did a search for a cat to shop. You can see that there are 13 million results for that query -- a tattoo shop. You can see that there are 13 million results. That's a lot of results that Google has to shift desk to sift through another all of the websites that you are competing against. Out of those 13 million results they will only show 10 on the first page. Google has to have way to decide which are the best results for you. The whole purpose is to provide searchers with the best result. If they are not serving the best results they are not going to go back to review the service. They have to sift through these 13 million results. How do they do this? Some of the nerds in Google built a giant algorithm that the spiders information goes into that they use certain factors to rank websites. Within this algorithm there's about 200.

They are constantly tweaking it to find the best quality websites out there. It is updated about two or three times a day. What that essentially means is that now this algorithm learns on its own so it can understand user behavior. If you search a query they can see that this might not be a good result for this query I will bump that down and maybe I will try this result next time. The search engine is constantly evolving. So how as marketers and website owners do we match all of these factors. Even though it updates two or three times a day and it has artificial intelligence. It really comes down to three things. If you boil it down and look at it it really comes down for these two things.

Is the content on your website better than your competitors. It doesn't have to be the best content in the world you just have to be outperforming the people that you are competing against. I will show you what you can do so that when crawlers come to your page they can better understand the information on your website. They cannot see the information on your website they will not be able to provide the information into the algorithm. The last part is Google wants to trust your website. This is a huge ranking factor. We will talk more in depth about this later in the presentation. Let's make sure you are optimized for local search. These are in the radius of your business. So what can you do to optimize customers doing searches in your area. So it all comes down to the philosophy that they use if you build it they will come. They stop me if they find out that they know what I. Friends that on small businesses they say I have a contractor business and I am a plumber. Every time I type in Minneapolis plumber I will see a. Do you have a page on your website that talks about plumbing that talks about all of the services that you do. That talks about all of your pricing and that stuff. If not why do you expect to rank for a keyword that is not located on your website. That is very important.

I will show you how to optimize my website . If anyone in my area searches for chocolate donuts I want to show up first. The first thing you can do is make sure that your URL contains the word chocolate donuts. You can see this. I'm given a signal to Google and users that the pages about chocolate donuts. The title of the pages chocolate donuts by Mary's bakery. They have my brand name in the know with the pages about. Moving down what you can actually do on the page the first thing people see at the top of the pages chocolate donuts by Mary's bakery. Then I move into the body content where I talk about how awesome the chocolate donuts are and how they are made and why they are so much better than the competition. You can see throughout the body text that I am sprinkling in variations of the word chocolate donuts. The one thing you do not want to do is write chocolate donuts 10 or 20 or 50 times. Google does not like that and users do not like that. You want to use natural language and processing. If you spam it can hurt your rankings. As he go through this page this is a page where you can download after and make sure that each page is optimized for the keywords you are trying to rank for. So moving on

most of you might be familiar with the Lexus small business revolution . I highly recommend that you check it out. It's an online TV series where we help businesses and makeover and make the town money and pick six businesses to help them out with their website and their marketing. This is actually a business from season two that we helped out. We were helping these people rank for a tattoo shop. This particular business was called filament tattoo. They wanted to rank for a tattoo shop. They also did piercings. We named the title of their website is filament tattoo. The page title has tattoo and piercing shop and parlor. You can see how that appears. It is almost an advertisement right on the page. One of the if you build it they will come philosophy rebuilt out pages for their services. This is one of the things that each one of you will want to do starting today. You will want to go and make sure that each of your services or products that you offer have their own page. As you can see at the top of the navigation on the websites we created a link for tattoos and one about piercing. People search for Wert desk the first time tattoos or large tattoos or coverups that is a huge service that is becoming really popular. On the right-hand side we wrote about piercing. All the places where you can get piercings and the premium content that I will talk about -- that I talked about on a previous likely included information about aftercare instructions for piercing. This is really something that we figured out that no other website has. What do you actually do after you get a piercing and how do you take care of it. We want to make sure that we are including keywords. A busy way to do this is to sit down with employees and customers and write them down on a piece of paper and say how do you think people would search for our services. Go out and rank within the area doing that. We can create a frequently asked questions page. Most people when they are looking

for. Usually when they are looking for product services is does a tattoo hurt when you get that. That might be something that a person looks for or can a tattoo be removed after a put it on. What is different designs that people do. You want to make sure your website ranks for that so once again sit down with your coworkers or your company or spend an hour and think what are the most common questions people might have about my questions or service. When people are searching that they will land on our website. Google knows where you are and when you are doing a search whether you are on Gmail or you are on your mobile device and they can see your location because you have a GPS or they can see your Internet service providers Google has gotten really good at finding out where people are located. More and more often they are using searches that search near me or maybe the closest happy hour toward me or the closest bar within 20 miles. Google has found out that certain queries actually mean that they have local intense. How do you make sure that Google knows that your website is located next to the user. It is a very easy concept. So the way that Google can understand where your business is located is on your website you want to be sure that you have the name of your company this is what localizes your business. As soon as you get off the phone today you will make sure that your name, address and company is on every page on your website. They will see your address and area code and Street name and when they call your phone number they will see the area code and they will have an idea of where you are located.

So they have the footer that says this is the name of the company . We even use Google maps and they will create it for you and we include directions on how to get there. It gives you a good idea of where your business is located. We simply created a contact page. As the email and phone number the name of the business which will help localize your business. This will really help you rank within your local area. So jumping in we talked about really having premium content we talked about the tips and trip -- tricks. One of the last things that I pointed out his earning trust for Google. So what exactly that means is the Minneapolis-St. Paul website if they are to get a link from the Star Tribune to the Lux.com that is a huge signal in the terms of Google. You can look at every link to your website but in Google's eyes it is more of a trust factor. This is probably the most important that the hardest thing to do in search engine optimizations. It is the quickest way and the longest way to rank. It will drive traffic to your website. To be able to rank you have to have more links to your website than your competitors. The competitor at the top has less links than you he may not rank as well.

So how can you get free links to your website starting today.

There's a couple ways you can do this. You can go out and ask his nose owners and you just donated desk so if you just donated money to a local soccer team

that can get you links to the website. Another way you can do this is that there are hundreds of thousands of directories out there that you can go in like yelp.com you can create a profile for free and you can list your business in that directory. They will put in your NAP information . Than what they will do is allow you to enter a link to your website. 90 have a link directly to your website from yelp or Facebook and Yahoo and being. These are all services where you can list your business is. These include search engines and directories and social media and GPS devices. These are all things for your business should be listed. When you go out to these websites and you enter in your information accuracy is the key.

You want to make sure that your name and address and location is consistent across all of these search directories that you can be a part of. Here is an example of what this can mean for your business and your search engine results. At the top I did a search for a tattoo shop in Wabash, Indiana where filament tattoo is located. You can see every single result with an arrow there is a local listing meaning it is not there website. At the top Facebook is actually ranking above their own website. At the bottom you can see yelp is Lincoln. Only there website is taken up two results on the first page. Imagine if your business completely owned the first page in your town. If you dominated the first page just with local listings. This is all free and easy to do. Out of all of these listings that you can be in which one should you do this afternoon or tomorrow when you have time to go out and make sure that these local listings will have your results. Google is the most important search engine small business directory that you can be listed in. When you get this presentation you can follow the link on the slide or Google my business and click on the first result. You will be allowed to enter in your business information and it will look like this. You can go in and enter your business information. You can verify that you are the business owner and you will be able to manage reviews and edit information. He will show up in Google maps and in the local. Is will be huge for you. As you are filling out your profile you want to make sure that you select your pictures. Photos are vital. They will get you more clicks than this. You do not have to provide a professional provider. You can use your smart phones. They take excellent pictures these days. You will make sure to do that and upload them to your profile so people can see what your business looks like. You will upload your logo and profile picture just like you what I knew it page. This will invite people to click on your webpage more. The next one that you should actually -- absolutely be in his yelp.com. You will want to enter in your NAP information. Most people will say I do not need to be in their . My service is not good for yelp. Take a look at the list here. Shopping restaurants nightlife and active life and beauty and spas and automotive and home services. You should all be in yelp. If you are not there make sure you get there today. You will want to follow the same thing as you did as your website maybe if you find services . Make sure you are in Google and yelp. The last thing that you will want to be in is you will want to set up a Facebook business page. This will allow you to gain trust with customers and will improve your search results. You can think back to a couple of slides.

The Facebook pages ranking up of the websites. Those are three local listings and those are a way to get free links.

I have given this presentation a couple of times and I realize that a lot of people ask me a couple questions. What I have done is addressed a couple of questions at the end and then we will go into the Q&A session. Most people ask me I share an office building and what can I. When you go create your local listings it will allow you to select a service area. If you do not have it you can enter into the area code and draw a circle on the map of where you offer products and services. It is a quick tool so if you are a lawnmower service -- if you have local mode -- locations you can create a NAP for each location. This is easy to do. Make sure that you include your suite number within your local listing presentation.

You enter into your location make sure you have a suite number. If you do not have when he can make one up and that will differentiate you from other businesses that are located at the same address. That is my presentation. I hope that you -- that it was insightful. Hopefully you're walking away with free tips that can help you out today.

If you want more information or to understand how you are performing there is a local -- deluxe has a tool which will show you which directories you are listed in and which directories you need to be in that you have not been in. We have a free tool that will scan all of your local listings and it will tell you where the businesses listed and maybe where you have inconsistencies because remember we talked about that is so important and a bunch of really excellent information on how to help out your small business. You can follow that link simply by googling small business revolution or resource center you should see the listing pop up there. That is the end of my presentation. Thank you for joining and from here I think we will jump into the to and day.

Yes. Thank you so much. We will go ahead and start the Q and A portion of the webinar . We typically have more questions asked than time allows us to answer. If we do not get a chance to address your question I would like to encourage you to connect with a SCORE mentor after the webinar that can assist you further with your business needs. With that, let's go ahead and jump into the questions. Our first question comes to us from Gail. I would like to know if you have to have a Google plus account to get more traffic.

Great question. The Google plus account -- what it will all be tied into is that Google business listing. If you go to -- Google Google my business and set up an account and that is what transitions into the Google plus account. If you have a Google plus account it will help you rank better but they are kind of all rolling under the my business account. As you set up your local business listing with my Google you automatically get a Google plus account that you can use. The most important thing is that you set up the local listings in Google not necessarily that you have a Google plus account. The most important thing you can do is sit at the local account and that will help you rank better.

The next question comes from Coco who asks how many keywords is considered to be spam?

Sure. One of the things Google really values as its users. It does not want to display search engine results and it does not want to display websites to users that they think are spamming. If you read your content and it reads that somebody would naturally read it that it doesn't seem spamming when you read it like you forced the key word into a sentence or something like that. You do not want to write for the search engine. What you want to do is really focus on premium content. You want to write content for your users that is informative and helps them on their purchase journey and provides detailed information about you. A really good way to understand how much is too much or how much you are going to have to write or produce is to go ahead and go to Google and type in the keywords that you think people were search for your business. See what results pop up on the first page and click on the first result. Most likely the first page result is not there on accident. They are there because they have the best content because they explain their services more than you. They have a blog that has a bunch of information that helps their users in their daily lives or in their business. They have a bunch of content on there that is not spam he. That is the way to think about content. Keywords are important but you do not want to be repetitive or viewed as spam. There really is no number limit for the amount of words that you should use but you should make sure that your content is informative.

The next question comes from Wallace who asks if you could explain the difference between organic search versus direct search.

Sure. Directs traffic is when somebody types into the address bar on the Internet browser and they type in your domain name. When you do that you go directly to the website. Meaning you do not do a search before you land on the website. Organic traffic is somebody enters into a search engine whether it is Google or a result page comes up and you click on it and that is organic traffic. Direct you go directly to the website. Also people might bookmark your website and when they click on that that will also be direct traffic.

The next question comes from Katie . She said she has two business locations that share the same website. So if she sets up two different Google my business listing that use the lit desk of the same website will this confuse -- of the same website that uses desk a will that -- will that confuse Google.

To make sure that Google and users and you have a proper place to link to when you create your local listings what you will want to do is you want to create two separate pages for each location. Within the Minneapolis area may create a page that says here is the Minneapolis location. Here is the address, the name, the street , here is information on the area and then I will create a page from a other business which is located in St. Paul. Now I will go in and create my local listing for my Minneapolis location I could put a link to that page and when I go create my business listing for the St. Paul location I can link that address to the St. Paul page. That is an easy way to do it so if you have multiple locations be sure you are creating a page for each location.

The next question comes to us from Chandra who would like to know if you can advise how to keep your webpage on the top without paid advertisements. Is ad words the only option besides optimizing SEO?

Excuse me. This is usually the best case scenario. If you need traffic starting tomorrow the best way to do that is to create a Google ad words account. This is how Google has become a multibillion dollar company is by people dumping advertisers and to show up at the top of search engine results. You can pay money and every time somebody clicks on your ad you will get there but you can turn this on and upload your credit card tomorrow and start getting traffic to your website for keywords that you rank for but you will pay for it. For most small businesses that is not a long-term strategy as marketing budgets are tight. So that is why organic can be such a viable option for small businesses because you can put the time and effort into it and stay on top of it. You can rank on the first page of Google without having to pay them. What that means is you will get long sustainable traffic over longer periods of time for years to come without having to pay those advertising dollars into that. You may have to pay a company to help you out with the SEO but once you are at the top of the search engine result page it is very difficult for other websites to knock you down. As he put in the time and effort think of it as a long-term strategy rather than a short and quick easy way. With SEO you have to do it over time. You have to build the trust and invest in the content and as you do that you will start to see the rankings and traffic increase over time but it is definitely not an overnight solution .

The next question is from Paul who asks if we are starting from the ground up should we start the Google process or weight until the company launches.

You should absolutely start building out your local listings and all of that type of stuff now. It is never too early to start building a presence on the web. You can always put up a dummy site that says the business is coming soon but the sooner you get up and started the faster you will start building trust and equity within your domain to help you out. So definitely don't way and start today.

The next question comes from Brenda who would like to know if you have any suggestions on how often you must update the content.

Sure. It is all about the competition. So Google the terms within your industry. Go to those top 10 results. We are blogging on the industry

maybe once a month all you have to make sure you are doing is if you want to rank above them you are maybe posting twice a month. You want to keep your website fresh and content is being updated daily sending that information back to Google. The best way to do this is to start a blog on your website. You can start out by posting once a month and come up with a content calendar and maybe the posts over time will show Google that this website is relevant. They are constantly updating their information on this is good for our users so we will display them higher. Make sure you are doing it as much or more than your competition is.

I would like to know if there is any possible way.

There is no way . Google crawlers have access to all of those. What Google does is they might sear Facebook and they go to your business listing and what they do is they start to see all of these trusted websites with your information on it. I go to Facebook

and I will go over and see that they are listed there. They are going to start to make all of these connections and once they make the connections they will have a really good idea of what your website is about and where you are located. You start to make the connections.

The next question is from Savannah who asks if tagging photos on websites helps and how many tags should you have.

Great question. Unfortunately Google has not figured out how crawlers can see and interpret images. The way to get around this is to tell Google exactly what your image is about with text. One of the things to do is to explain what that image is about. The easiest way to do this is that every image you put up on your website has what they call and all's -- Alt text . Each of these common platforms will all have spots for what they call the Alt text. What that is used as for people with vision impairment problems that are still visiting the website. Alt text actually reads the image to the person out loud that has vision problems. Of what that image is about. Google says why don't we just use this text to crawl to understand that that image is about. Each image you can update and you might want to use a keyword. If I have a picture of chocolate donuts on my website the Alt text for the image would be chocolate dominants. That is a great way to optimize your images on the website.

The next question comes from Tina. She said on the flight deck it talks about setting up the business page. Could you explain what that means?

Most people if you have a search within your local area for instance if I do a search right now for men's haircut or grooming services or maybe I am searching for a long care provider or something like that Google overtime has learned that with those types of searches people are looking for a local service so what they do is display what they call a local pack. You may see a search engine result page with listings at the -- with paid listings at the top the map will show you where they are located on the map you are increasing the chances of the local . By filling out that business you have a really good chance of showing up in the local pack. That is great for local businesses.

We have several folks chatting about trying to find this. Can you share how to find that again?

If I am doing my job correctly our free scan tool shall be found. There is deluxe free scan. We should be the first result that shows up. Once you click on the link within the search result we will enter in your name and address and location . You will see the top ones that I mentioned that you should be in. You can say that you are not an Yellow Pages online and it will allow you to click on a link.

Can you share that information my time.

Deluxe, once again we are about to be in the third season. You can go to deluxe.com and on the homepage we have a link to the show. You can go back and see and watch the first two seasons of our show. For the last two seasons Robert was one of the sharks on shark tank was the cohost along with and we can go through and highly recommend it. There's a lot of good stories and information there.

Another good resource that deluxe has is a small business resource Center where we have 10 to 15 people with content that helps out small businesses . Anything

-- it is also a great resource for small businesses out there.

Those are all the questions that we have time for today. If we did not have a chance to address your question during the webinar we encourage you to connect . Mentors can be found online and help you apply the strategies . As a reminder a link to the recording of the session and the presentation slide deck is going to be sent in a post event email. BMO lookout for that.

I would like to thank you all for taking time out of your day to attend this session and I would like to give a very but thank you to know what Turner for the presentation today. Thank you so much.

Thank you. My pleasure.

We hope you all can join us next week on Thursday August 23 for the next SCORE webinar. It is 10 small business loan types. Thank you again everyone. We hope that you all have a great rest of your day. Take care. >> [event concluded]