



Enhance Your Online
Presence: Search Engine
Optimization



Search Engine Optimization

- Improving your ranking on the organic search results in search engines. (optimizing your search engine presence)
 - Content is Key
 - Social Media
 - Mobile Matters
 - Google Tools
 - Google Advertising





Economic Impact

- Google's search and advertising tools generated **\$283 billion** of economic activity in 2017
- \$80 billion in 2011, \$94 billion in 2012, \$111 billion in 2013, \$131 billion in 2014, \$165 billion in 2015, \$222 billion in 2016
- \$5.3 billion in Minnesota
- Benefiting 23,000 local entities



+ Search Anatomy (Google)

The image shows a Google search results page for the query "skol marketing". A large purple arrow labeled "Search Query" points to the search bar. On the left, three purple arrows point to specific result types: "Paid Ads" points to the first two results, "Local Listings" points to the map section, and "Organic Search Results" points to the bottom text-based results. On the right, a large purple arrow labeled "Knowledge Graph /ID Card" points to the detailed business card for Skol Marketing.

Search Query

Google skol marketing

Paid Ads

Minnesota Web Designer - Windmill Design - windmilldesign.com
Ad www.windmilldesign.com/ (612) 521-4286
Websites that Build Brands. Strategy, Design, Copy, SEO, Development, Hosting.
Flexible CMS - Affordable Websites - Web & Interactive - Functional Design
1227 Tyler St NE #180, Minneapolis, MN

Minnesota Web Development - Get Your Free Project Quote
Ad go.nerdy.com/Website/Development (877) 664-6373
Maximize business results with award-winning website design and development.
10K+ finished projects · Methodical & transparent · E-comm, B2B, B2C · Full lifecycle support
Evaluate Your Website · See Our Work · Systems Integration · Mobile Applications

Local Listings

Minnesota Creative - Volono Website Design
No reviews · Website Designer
5.3 mi · 7810 Cedar Lake Rd #627 · (612) 405-6905
Open until 9:00 PM

Irish Titan
4.7 ★★★★★ (7) · Internet Marketing Service
6.5 mi · 5320 W 23rd St #300 · (612) 200-1015
Open until 5:00 PM

Skol Marketing
5.0 ★★★★★ (51) · Website Designer
6.6 mi · 5775 Wayzata Blvd #700 · (612) 787-7565

Organic Search Results

Skol Marketing | Facebook
www.facebook.com > Places > Saint Louis Park, Minnesota > Business Service >
★★★★★ Rating: 5 - 13 votes
5775 Wayzata Blvd, Suite 700. Saint Louis Park, MN 55416 ... Skol Marketing, Saint Louis Park, Minnesota. 1146 likes · 12 talking about this · 4 were here. Skol Marketing is an online marketing organization,...

Skol Marketing | LinkedIn
<https://www.linkedin.com/company/skol-marketing> > LinkedIn >
Learn about working at Skol Marketing. Join LinkedIn today for free. See who you know at Skol Marketing, leverage your professional network, and get hired.

Bentley Theis | LinkedIn
<https://www.linkedin.com/in/bentheis> >
Greater Minneapolis-St. Paul Area · Web Developer | Search Engine Optimization (SEO) | Google Specialist | Social Media Expert | Internet Marketer | Speaker - Skol Marketing
Google Marketing Specialist | Web Developer | Search Engine Optimization ... Coordinate and present local Skol Marketing workshops and seminar events ...

Knowledge Graph /ID Card

Skol Marketing
183 followers on Google+
Directions · Write a review · 4 photos
Address: 1200 S Washington Ave #270, Minneapolis, MN 55415
Phone: (612) 787-7565

Skol Marketin
5.0 ★★★★★ 51 Google reviews
Website designer in St. Louis P...

Address: 5775 Wayzata Blvd #700, St Louis Park, MN 55416
Phone: (612) 787-7565
Suggest an edit
Add missing information
Add business hours

Reviews from the web
5/5 Facebook · 13 votes

Reviews
Write a review · Add a photo

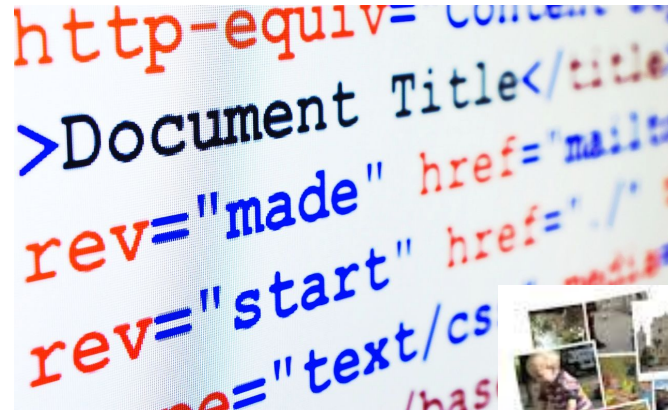
"He is a knowledgeable presenter and trainer, and I have been a repeat customer."
"I highly recommend him for any small business owners for websites to SEO."
"Very informative and opened my eyes to social media a bit more."

View all Google reviews



SEO

- Backend Optimization
 - HTML, Coding, Settings
- Frontend Optimization
 - Content
 - Media
- Offsite Optimization
 - Social Media
 - Local Listings
 - Youtube





Content is key

- Use important keywords (spider technique)
 - Keyword research
 - Use phrases and services you know people type to rank for
- Have significant amounts of content
 - Unique, Natural, and Relevant Content
 - Service Pages
 - Blogs
- Keep up-to-date (once a month)
- Phase 1 and Phase 2
- Hummingbird update
- Longer but Stronger



[illegible]

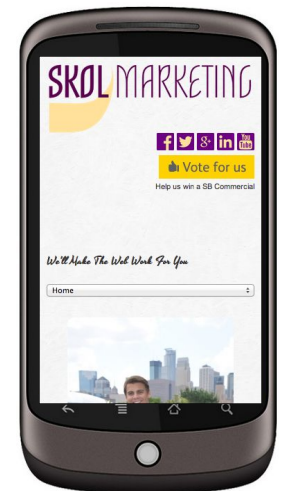
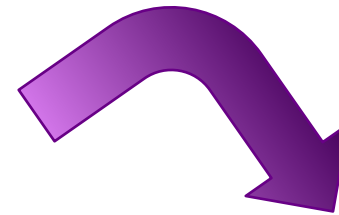
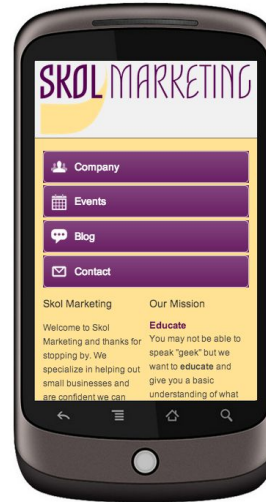
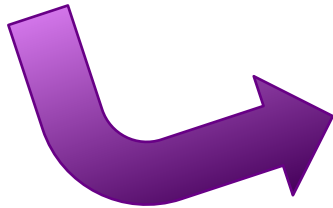
- ### Reviews from the web

Profiles

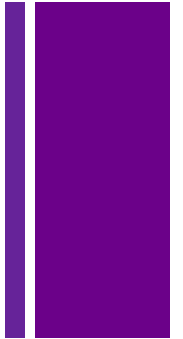


+

Transformation



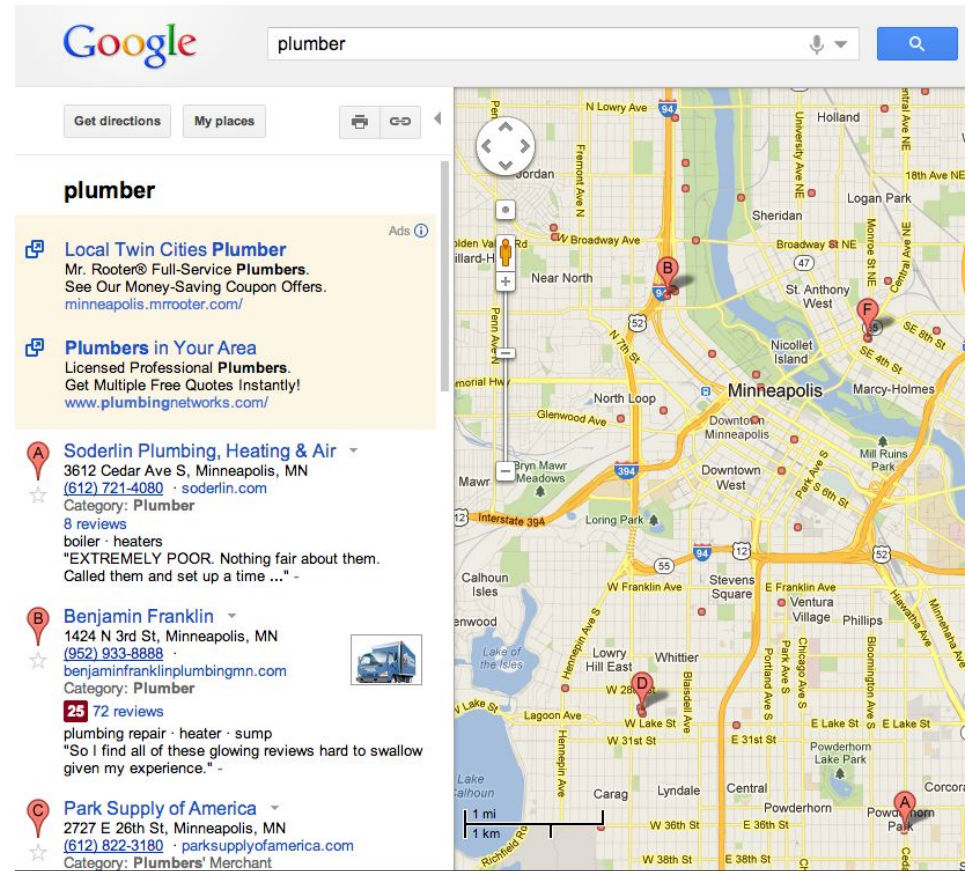
1. Mobile Capable
2. Mobile Optimized or Friendly
3. Mobile Responsive





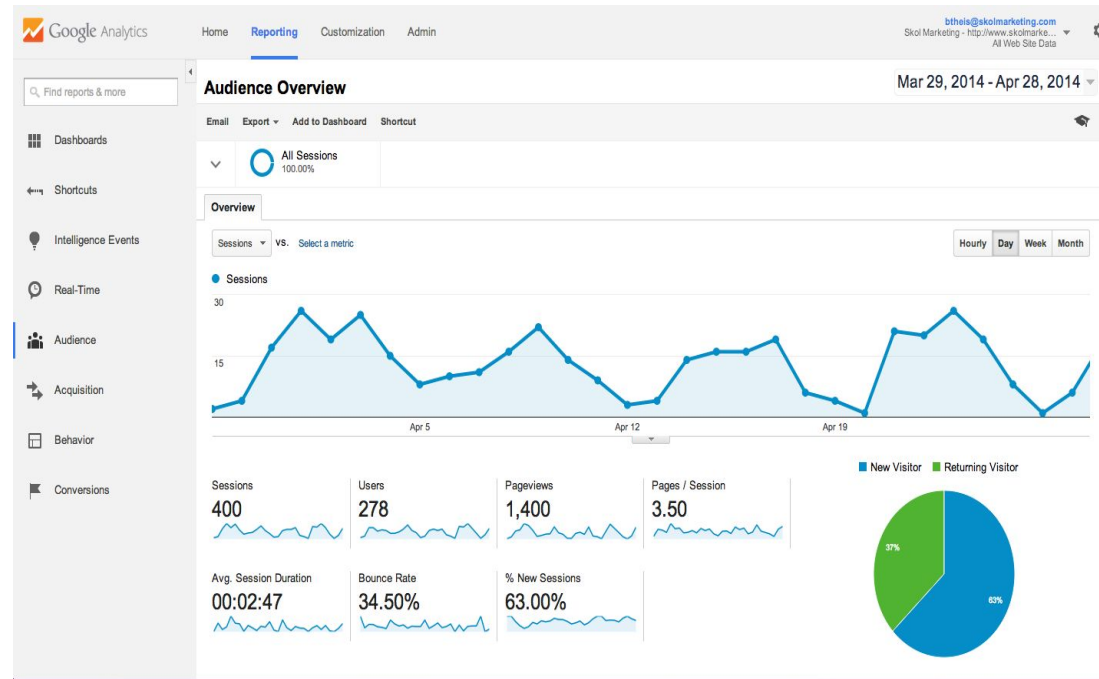
Local Listings: Google, Bing, Yahoo,

- Searchable local listings
- “Online Yellow Pages”
- Google Posts
- Reputation Management
- Great ROI and quick results
- MOZ Local



+ Google Tools: Analytics

- Location of visitors
- Demographics of visitors
- Platforms used to access site
- Keywords
- Deep analytics
 - Bounce Rate
 - L1, L2, L3
 - Conversions





Google Tools: Search Console

- See how Google sees your site
- Sitemap
- Basic analytics
- Alerts



+ YouTube

- Second largest search engine
- Stream live online for FREE (Google+)
- Mobile and Computer platform
- Analytics and metrics for each video





Google AdWords

Traditional Advertising



Advertising Through Google



+ Recap

- Economic Impact
- Search Engine Optimization
 - Content is key
 - Social Media
 - Mobile Matters
 - Google Tools
- Google AdWords





Thank You

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Skol Marketing

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Full Workshop Schedule:

www.skolmarketing.com/workshops

