

[LUMiNATE LOCAL]

Using Search Engine Optimization to Grow Your Business

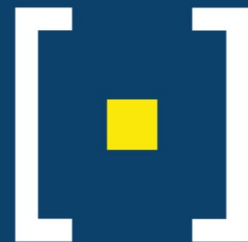


JESSE DOLAN



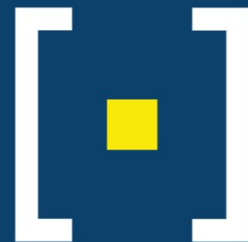
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WHY ARE YOU HERE?

You're here because you want to improve your ranking and visibility in Google.



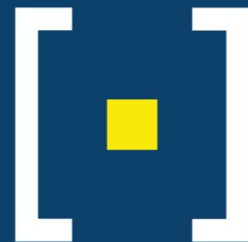
WHY ARE YOU HERE?

You're here because you want to ~~improve your ranking and visibility in Google~~ **GROW YOUR BUSINESS**.

Q: How can I increase my rankings and visibility in Google?

A: We're going to show you!

Result = When your ideal prospects search Google, they will find your business, giving you the opportunity to win their business!



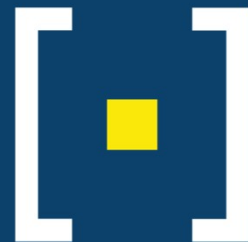
WHAT STAGE ARE YOU IN?

Do you currently have a website for your business?

Are you active in your SEO and trying to rank your website?

Are you investing with an SEO or web design company?

You'll need both a high-ranking website and a Google Business Profile to crush your competition!



WHAT IS SEO?

SEO ☆

abbreviation Digital Technology.

- 1 **search-engine optimization:** the methods used to boost the ranking or frequency of a website in results returned by a search engine, in an effort to maximize user traffic to the site:

The first step in SEO is to generate keywords that are relevant to your site's content.

Source: <https://www.dictionary.com>

What Does This Mean For You? Get in front of the people searching for your products and services.

WHAT IS *LOCAL* SEO?

Local SEO = SEO with a specific focus on improving your website ranking and visibility for searches that originate from, or contain, your target geographic areas.

To put it another way, its keywords + geography.

Examples;

flower delivery Minneapolis
flower delivery near me
flower delivery 55404
Minneapolis flower delivery
flowers in Minneapolis

CONTEXT!



What Does This Mean For You? Get in front of the people searching in your local market.

WHAT THE SERP?

Local SEO starts with understanding the SERP

SERP = Search Engine Results Page 

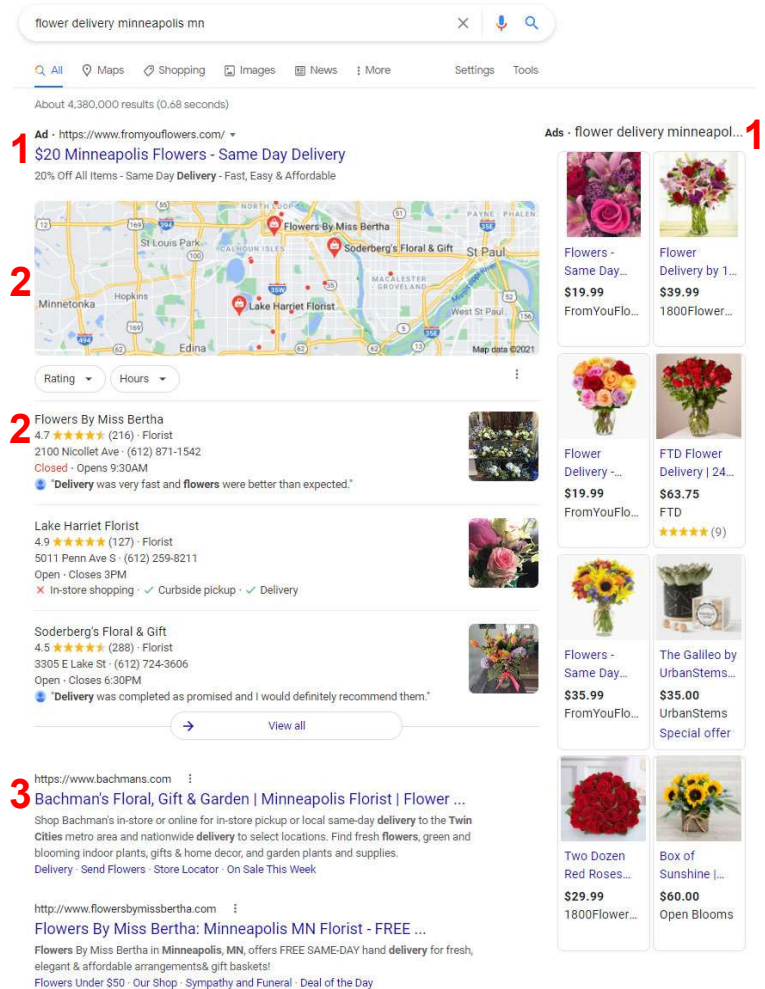
A Local SERP will display 3 primary features

1 – Ads

2 – Map Pack

3 – Web Results

...lets talk about the Map Pack



The screenshot shows a Google search for "flower delivery minneapolis mn". The search bar is at the top with a search icon. Below the search bar, there are navigation tabs for "All", "Maps", "Shopping", "Images", "News", "More", "Settings", and "Tools". The search results are categorized into three main sections:

- 1 Ad - https://www.fromyouflowers.com/**: A sponsored result for "\$20 Minneapolis Flowers - Same Day Delivery" with a 20% off coupon and a "Fast, Easy & Affordable" tagline.
- 2 Map Pack**: A map showing the local area with several florists marked. Below the map are filters for "Rating" and "Hours".
- 2 Flowers By Miss Bertha**: A local business listing with a 4.7-star rating (216 reviews), address "2100 Nicollet Ave S", phone "(612) 871-1542", and status "Closed - Opens 9:30AM". A review snippet says "Delivery was very fast and flowers were better than expected."
- Lake Harriet Florist**: A local business listing with a 4.9-star rating (127 reviews), address "5011 Penn Ave S", phone "(612) 259-8211", and status "Open - Closes 3PM". It lists services like "In-store shopping", "Curbside pickup", and "Delivery".
- Soderberg's Floral & Gift**: A local business listing with a 4.5-star rating (288 reviews), address "3305 E Lake St", phone "(612) 724-3606", and status "Open - Closes 6:30PM". A review snippet says "Delivery was completed as promised and I would definitely recommend them."
- 3 https://www.bachmans.com**: A web result for "Bachman's Floral, Gift & Garden | Minneapolis Florist | Flower ...". The snippet describes in-store and online options, delivery to the Twin Cities metro area, and a variety of products like fresh flowers, indoor plants, and gifts.
- http://www.flowersbymissbertha.com**: A web result for "Flowers By Miss Bertha: Minneapolis MN Florist - FREE ...". The snippet highlights "FREE SAME-DAY hand delivery" for fresh flowers and gift baskets, with prices under \$50.

On the right side of the search results, there are several "Ads - flower delivery minneapolis" featuring various flower arrangements with prices like \$19.99, \$39.99, \$35.99, and \$63.75.

What Does This Mean For You? Understand the elements on the Google search page.

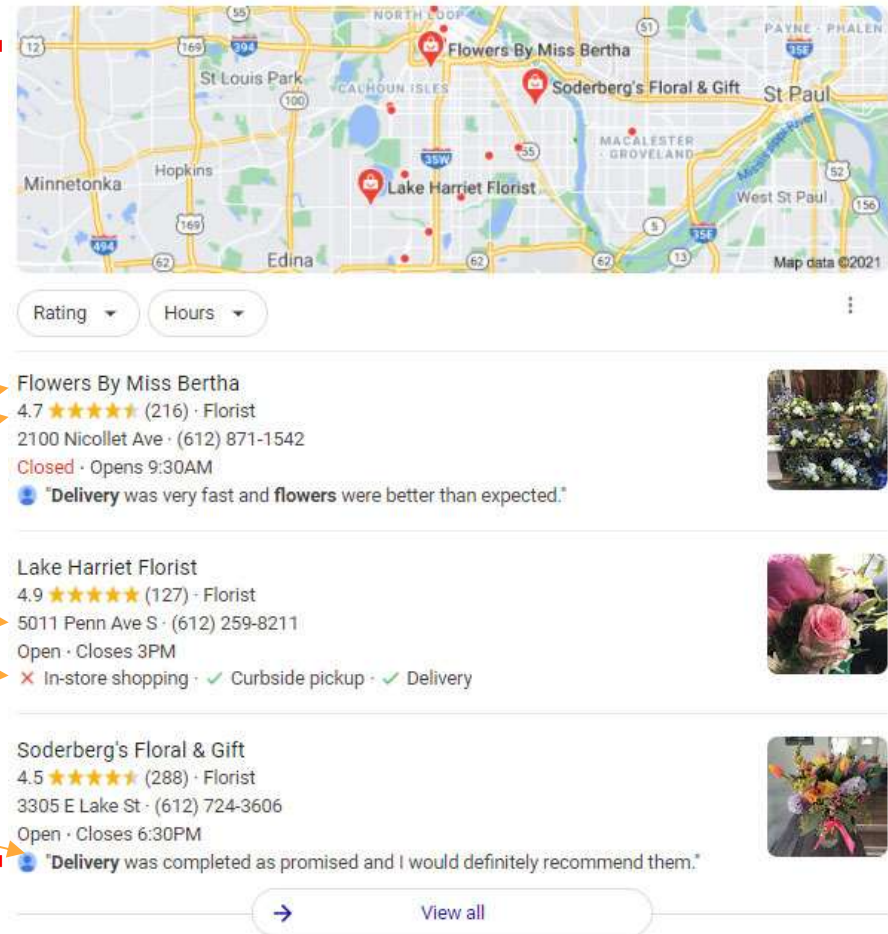
WHAT'S THE MAP PACK?

The “map pack” or “3 pack” shows the most relevant Google Business Profile (GBP) listings

The map pack will typically display;

- Business Name
- Google Reviews
- Address & Phone Number
- Special Attributes
- Review Snippet

...so, what's a GBP?



What Does This Mean For You? The “map pack” is very important for local visibility.

WHAT'S A GBP?

Google Business Profile is a free tool that allows you to promote your business and website on Google Search and Maps.

If you are a local business that desires to be found on Google, you NEED to setup a GBP!

- 100% free
- Any business can setup a GBP listing
- You must verify your business with Google before it will be shown on the SERP
- Allows you to start getting Google Reviews

What Does This Mean For You? Google Business Profile listings are completely free.

WHY DO I NEED A GBP?

Over 1/3 of all local search “clicks” on the SERP go to GBP listings

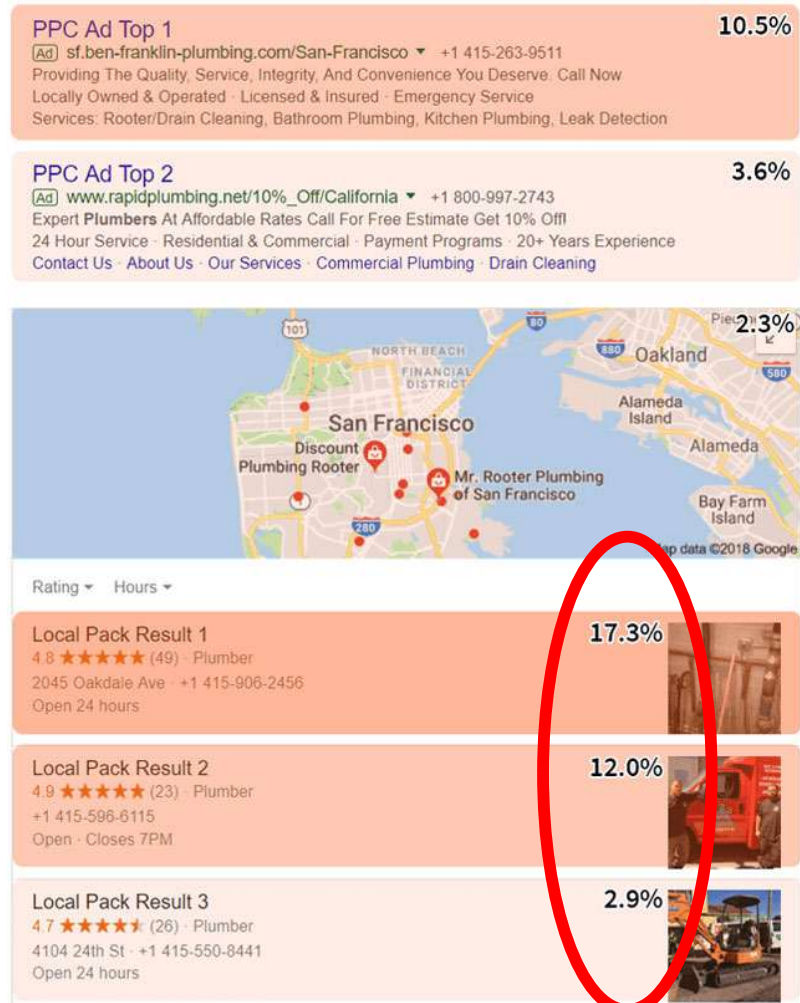
The map pack and GBP listings are prominent, shown at the top of the SERP

78% of local searches via mobile devices translate to direct purchases within 24 hours after the online search. Source: <https://www.searchengineindex.com>

Over 80% of time online is via mobile devices
Source: <https://www.ofcom.org.uk>

In order to show up in the map pack you must have a GBP set up

Source: <https://www.brightlocal.com>



What Does This Mean For You? You can't show up in the map pack if you do not have a GBP!

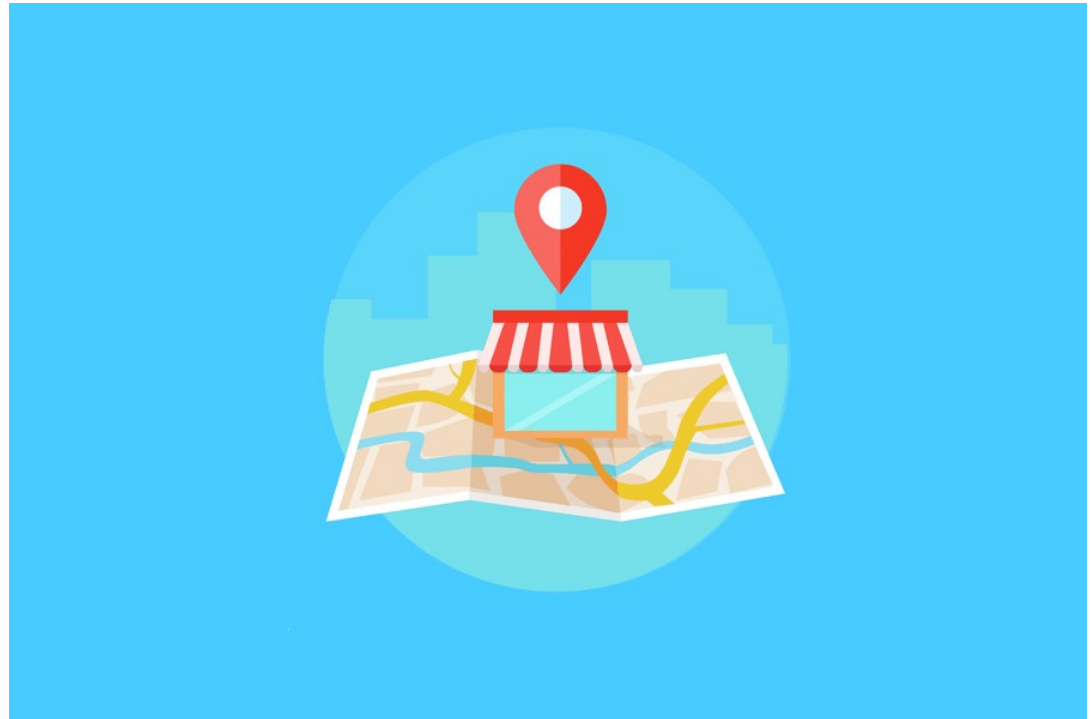
GOT GBP?

Do you have a GBP setup for your business yet?

Does your business have multiple locations?

- You can setup GBP's for each location that you have
- Each location needs to be individually optimized

We will share additional resources at the end on how to setup your GBP for the first time



What Does This Mean For You? To make an impact on local visibility, start with your GBP.

PAUSE FOR KEYWORD BREAK

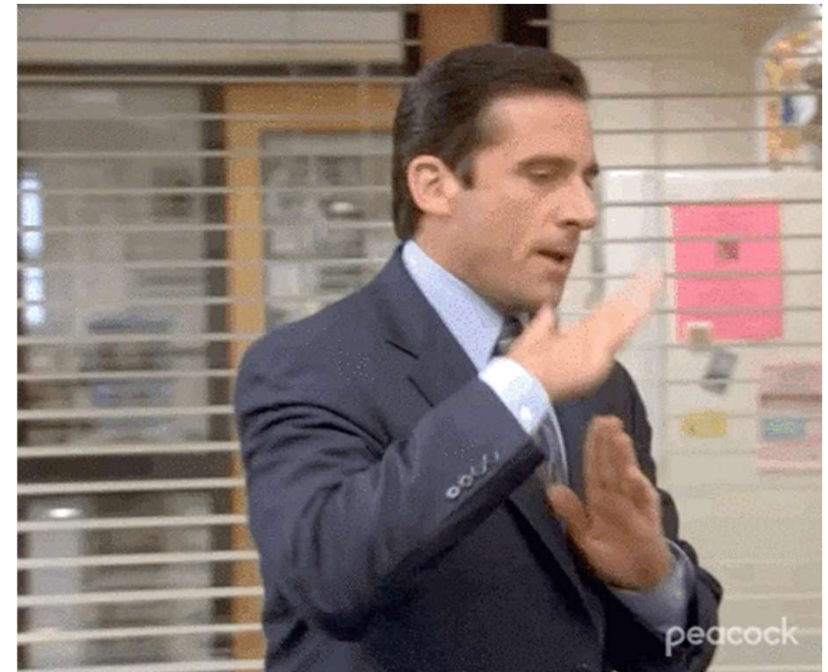
From this point on, you need have your primary keywords identified

Keyword research is necessary to understand what your prospects and customers are typing in when they search for your products and services

The “industry” phrases you use may not be the same as what your prospects and customer use

Identifying keywords requires thinking of what your prospects are looking for in THEIR words


TIP for easy keyword research is next, additional resources at the end



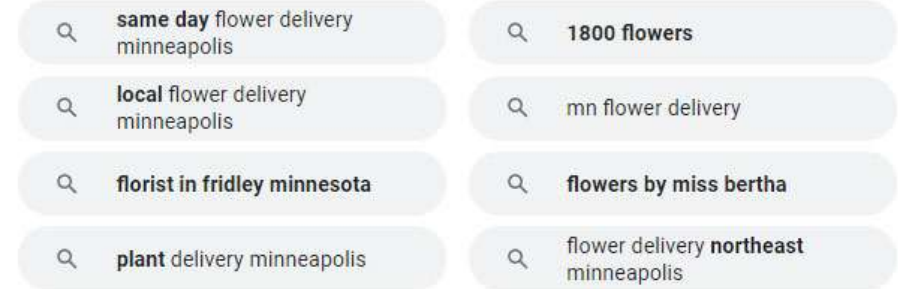
What Does This Mean For You? Before you can “optimize” you need to know your target.

EASY TIP – KEYWORD RESEARCH

Take advantage of the “Related searches” section on the SERP to find new keywords

- Do some searches for keywords that you already have in mind
- Scroll to the bottom of the SERP and look for related searches 
- Record any new relevant keywords you find
- Go back to step 1 and repeat the process with your new keywords
- Repeat until you are satisfied with your list

Related searches :



What Does This Mean For You? Discover what your customers are actually searching for.

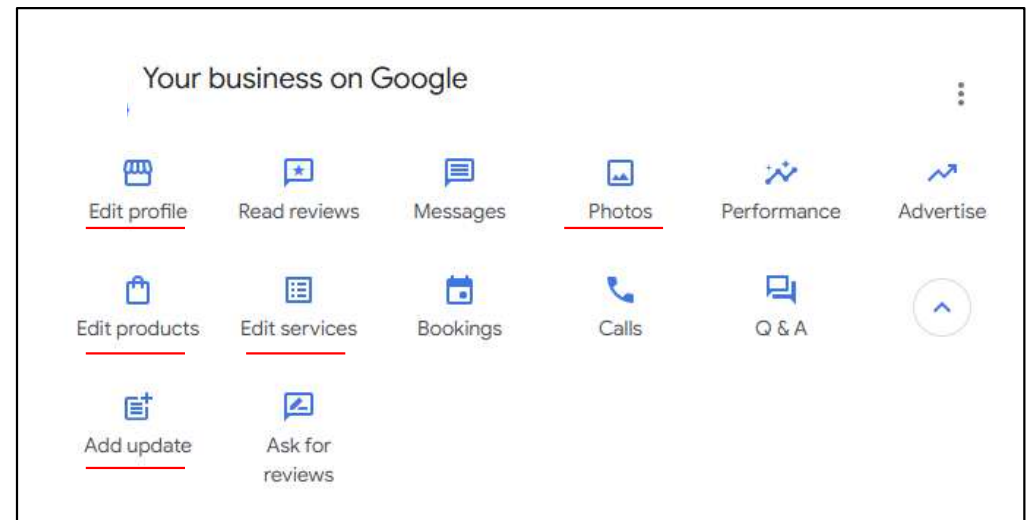
BACK TO WORK – GBP TIPS

Go into each of the GBP features and complete them to highlight your business

IMPORTANT – be sure to connect your website to your GBP, in the “Info” area

Start posting and adding new photos on a weekly basis

- Use your **keywords** from the research you did previously
- When you upload photos, make sure the file names have your keywords in them



What Does This Mean For You? Fill out your GBP with your keywords and location in mind.

CONGRATULATIONS!

You have a completed GBP!

With continued posting, photo sharing, and other activity your GBP should start showing up.

Start asking all satisfied customers for Google Reviews to improve your ratings! ★★★★★

TIP - If you want to increase reviews steadily, consider a solution to automate the process of getting reviews from your customers! Resources on this will be provided at the end.



What Does This Mean For You? Dance! Your business will now be exposed to local customers!

NEXT UP, YOUR WEBSITE

You linked your GBP to your website – now it's time to **optimize your website for Local SEO!**

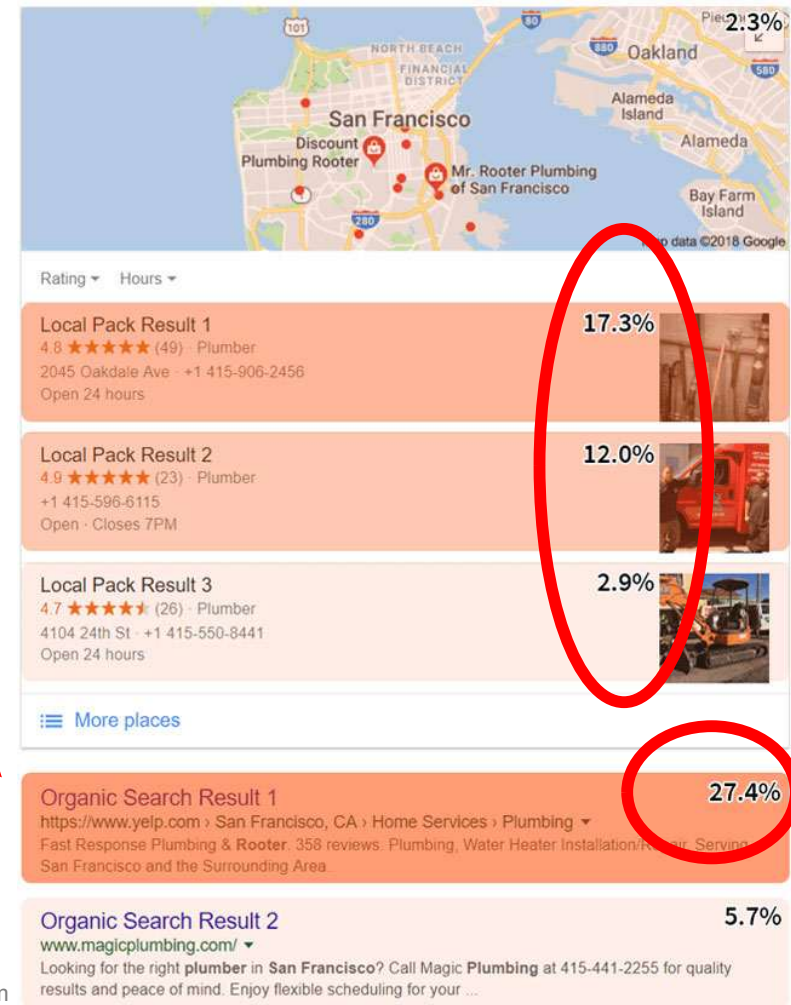
The goal is to appear in the map pack AND at the top of the web results

The top organic web result gets over **27% of the SERP clicks**

Appearing in the map pack and the web results at the same time gives you a chance for about 45% of the SERP clicks!

Ranking in both gives you great authority and trust with potential customers

Source: <https://www.brightlocal.com>



What Does This Mean For You? You want to show up in the map pack, and in the top web listings.

BE VISIBLE TO GOOGLE

Crawl Accessibility

Is your site content findable and indexable by Google?

Test indexation by doing a site: search in Google

Submit your site to Google using Google Search Console

Make sure your website has an XML sitemap file

Add your sitemap file to Google Search Console

Link to your sitemap file in the footer of your website

The image shows a Google search interface. The search bar contains 'site:amazon.com'. Below the search bar, there are navigation links for 'All', 'Images', 'Books', 'Shopping', 'Videos', and 'More'. The search results show 'About 232,000,000 results (0.28 seconds)'. The first result is 'https://www.amazon.com' with the title 'Amazon.com: Online Shopping for Electronics, Apparel ...' and a description: 'Free delivery on millions of items with Prime. Low prices across earth's biggest selection of books, music, DVDs, electronics, computers, software, apparel ...'. The second result is 'https://relay.amazon.com' with the title 'Amazon Relay' and a description: 'Amazon Relay provides carriers access to our freight network, giving fleet owners and owner operators the opportunity to grow their truck driving businesses.' Below the search results, there is a 'Google Search Console' banner. The banner has the heading 'Improve your performance on Google Search' and a sub-heading 'Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results'. There is a 'Start now' button. To the right of the text is a circular gauge with a needle pointing to the right. Below the banner, there is a small icon of a document with a magnifying glass and the text 'Optimize your content with Search Analytics'.

What Does This Mean For You? You can't be in Google if Google doesn't know about you!

CRITICAL WEBSITE RANKING FACTORS

Google does not disclose how its algorithm works, but here are **3 key ranking factors that Google has confirmed**;

1 – Websites need to be secure

2 – Websites need to be fast

3 – Websites need to be mobile friendly

BONUS – Google recently confirmed “Page Experience” will impact ranking

Source: <https://developers.google.com/search/blog/2020/05/evaluating-page-experience>



What Does This Mean For You? If you're not doing these, the rest won't matter much.

WEBSITE SECURITY

Be sure your site is using HTTPS:// and not HTTP://

TIP – look for the little “lock” icon in web browser

Make sure you are not linking to any insecure content on your pages

Do not use default login/passwords for website or hosting access

Use a security plugin or tool to add protection to your website

What Does This Mean For You? Optimize for both mobile and desktop experiences.

MAKE IT FAST

Google has stated that website speed is a factor in website rankings!

Use one of many tools available to see how fast your website and web pages are

Identify and fix slow areas of your website

- Large images
- Videos that auto-play
- CSS and JavaScript files
- Website hosting service
- Content Delivery Network (CDN)
- Web page caching



What Does This Mean For You? A fast website is a necessity if you desire to show up on Google!

MOBILE OPTIMIZATION

Be sure to view your website on your mobile phone too, not just on your computer or laptop

Ensure the site works well on both desktop and mobile, but understand your audience

Is your customer base more apt to view your site on mobile, or desktop?

- Retail and consumer – mobile?
- B2B and industrial – desktop?

Review your homepage, as well as other primary product, service, or CTA pages

Most website platforms like WordPress, Wix, and Squarespace will let you modify a page to look or function specifically for mobile device experience

What Does This Mean For You? Optimize for both mobile and desktop experiences.

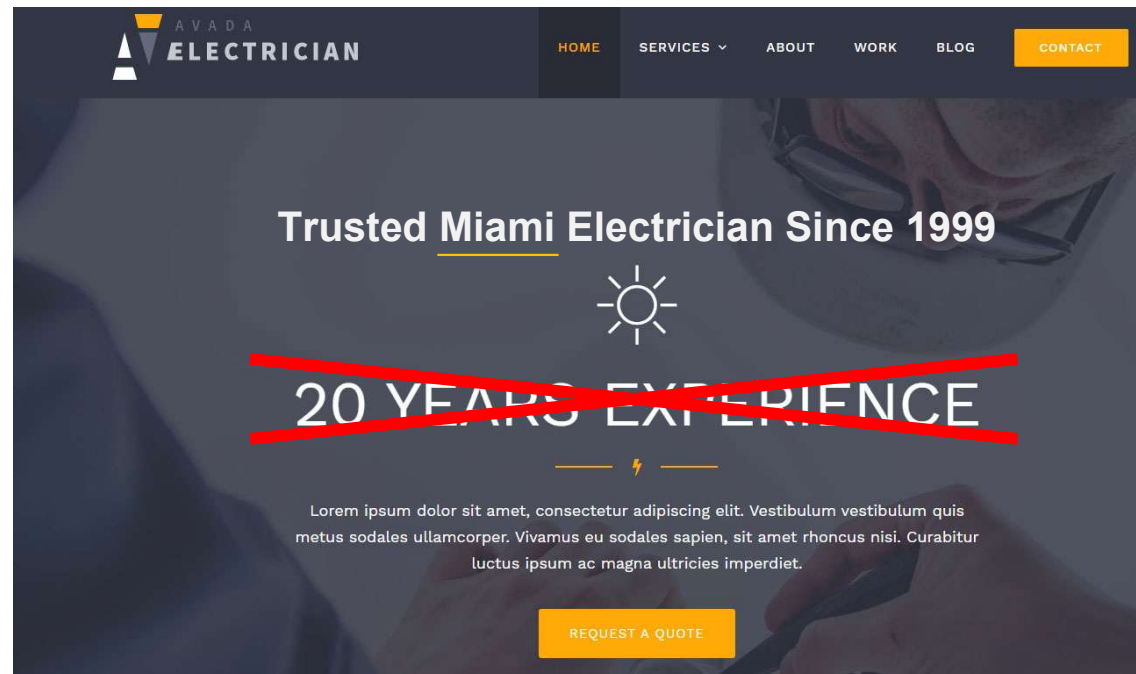
OVERVIEW - LOCAL SEO FOR YOUR WEBSITE

Just like your GBP – utilize keywords

Use keywords in titles, page text, bullet point lists, buttons, image file names...any place you choose text

Write text and content with the reader in mind by mixing in keywords in a natural manner

Don't forget to add the references to the local cities, towns, or areas that you are targeting!



What Does This Mean For You? Optimize your website with the same keyword as your GBP.

TELL GOOGLE WHAT YOU DO

Be sure to define the intent of what your website, products, and services are

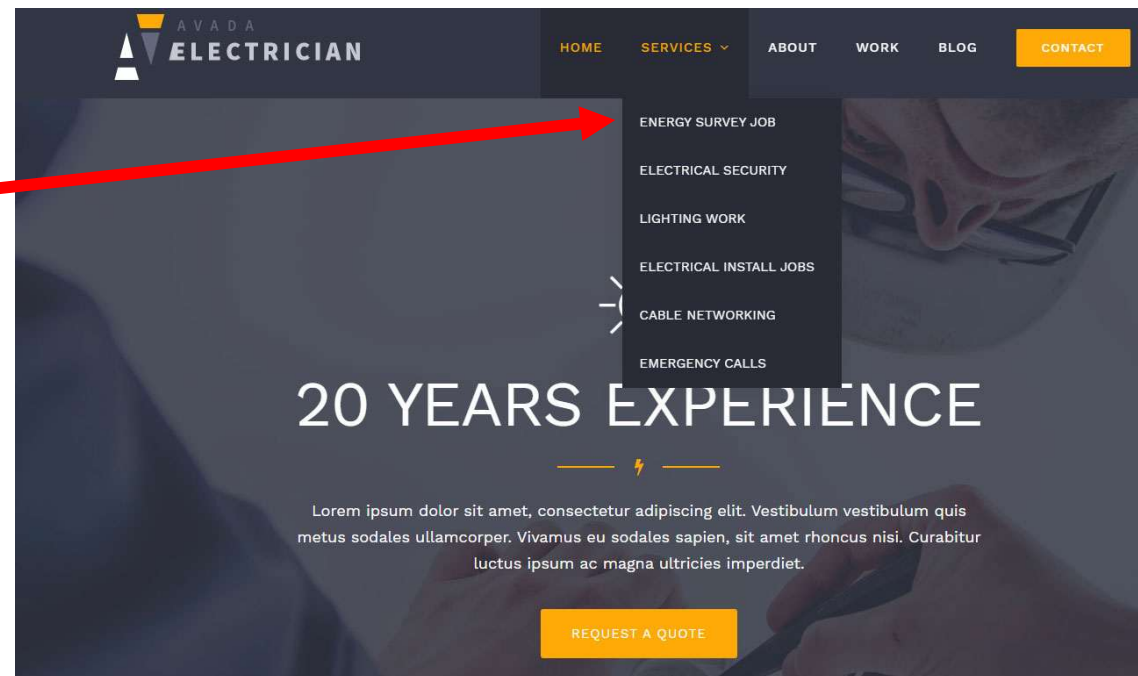
Make sure you have an individual web page about each product or service that you sell

Create niche pages for each primary product and service you offer

- /commercial-lighting-installation
- /residential-lighting-installation

Create location pages that focus on the city + product or service

- /miami-lighting-installation



What Does This Mean For You? Be specific and informative on your pages.

WHO DOES GOOGLE LIKE BEST?

What is Google showing, when you type in your target keywords and geographic areas for search?

Who are the top “digital competitors” that keeps showing up?

How does your content and page experience compare to the top ranked competitors?

Analyze what traits the top competitors have, and what your page may be lacking by contrast

Modify your pages, giving your website more of the stuff that Google likes best!

The screenshot shows a Google search for "flower delivery minneapolis mn". The search results include a map of Minneapolis, MN, with several florist locations marked. Below the map, there are three main listings for florists:

- Flowers By Miss Bertha**: 4.7 stars (216 reviews), Florist, 2100 Nicollet Ave - (612) 871-1542. Closed - Opens 9:30AM. "Delivery was very fast and flowers were better than expected."
- Lake Harriet Florist**: 4.9 stars (127 reviews), Florist, 5011 Penn Ave S - (612) 259-8211. Open - Closes 3PM. In-store shopping, Curbside pickup, Delivery.
- Soderberg's Floral & Gift**: 4.5 stars (288 reviews), Florist, 3305 E Lake St - (612) 724-3606. Open - Closes 6:30PM. "Delivery was completed as promised and I would definitely recommend them."

Below these listings, there are several search results for "Bachman's Floral, Gift & Garden" and "Flowers By Miss Bertha". On the right side of the search results, there are several "Ads" for flower delivery services, including:

- Flowers - Same Day...**: \$19.99, FromYouFlo...
- Flower Delivery by 1...**: \$39.99, 1800Flower...
- FTD Flower Delivery | 24...**: \$63.75, FTD, 5 stars (9 reviews)
- Flowers - Same Day...**: \$35.99, FromYouFlo...
- The Galileo by UrbanStems...**: \$35.00, UrbanStems, Special offer
- Two Dozen Red Roses...**: \$29.99, 1800Flower...
- Box of Sunshine [...]**: \$60.00, Open Blooms

What Does This Mean For You? See what currently ranks high in Google to determine what works.

ADVANCED & ONGOING SEO

Why do you need to continually focus on SEO?

SEO never ends, since things are always changing

- Google algorithm updates
- Your competition will make their own SEO improvements
- The market continually changes
 - New products or services
 - Covid

Measure your results and review your analytics

Continually optimize your site and content for User Experience (speed, ease of use, access)

Leverage multi-media content (YouTube, videos, audio, podcasting)

Develop and follow a marketing or content calendar to be synchronized and efficient

What Does This Mean For You? SEO does not stop – it is a continual effort to stay ranked.

CONGRATULATIONS!

You now have the right foundation to build on with ongoing optimization and content!

What's next? Start producing more content!

Make new pages for all of your keywords

- Product or service niche pages
- Location focused pages

SEO is an ongoing process

Continually create content, review rankings, review competitors, and update as necessary!



What Does This Mean For You? Do another dance! Your website AND your GBP are ready to rock.

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