

v20250306

Build Google Authority with Strategic SEO

PRESENTED BY: STACEY McCORMACK

www.score.org



About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free business advice and mentoring



Offering low or no-cost business training



Sharing free business templates and resources

Request a SCORE mentor at www.score.org/find-mentor

www.score.org



Your Presenter: Stacey McCormack



Stacey McCormack is the Founder & CEO of Musimack Marketing, a digital marketing agency in Portland, OR. She is passionate about helping local businesses shine online with web design & development, SEO, social media marketing and digital advertising.

A 25-year industry veteran, Stacey's background includes marketing & advertising roles at Entercom Radio, Tribune Broadcasting (KWBP-TV), Comcast Spotlight, and The Oregonian/OregonLive regional newspaper.

She has been a volunteer SCORE workshop presenter for 10 years.



Today's Goals

1. Outline critical components of your online presence.
2. Review actionable strategies to increase your online visibility and improve your Google authority.
3. Provide tools to establish a more credible, more engaging online presence and create a competitive advantage in your business category.



Agenda

- 1. What is SEO?
- 2. On-page SEO
- 3. Off-page SEO
- 4. Local Business Listings
- 5. Social Proof
- 6. Website Analytics



Drive Traffic to the Website



Two Types of Traffic

ORGANIC Vs **PAID**

SEO **Advertising**

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SCORE POWERED BY

Search Engine Optimization

200+ Ranking Factors


SEO

Website Analysis Content Backlinks Keywords Social media Ranking Optimization


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Search Engine Optimization



Website





**Local
Business
Listings**



Social Media

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On-Page SEO



Content | Technical

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On-Page SEO

-Content-

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Elements of Great Website

1. Define Target Audience
2. Keyword Strategy
3. Clear Message, Strong Headlines
4. Compelling Content
5. Impactful Images, Video
6. Blog
7. Clear Call to Action
8. Contact Info



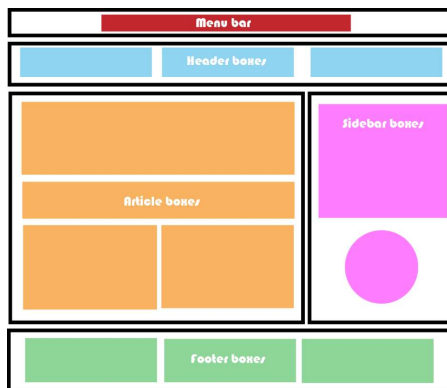
www.score.org

SCORE

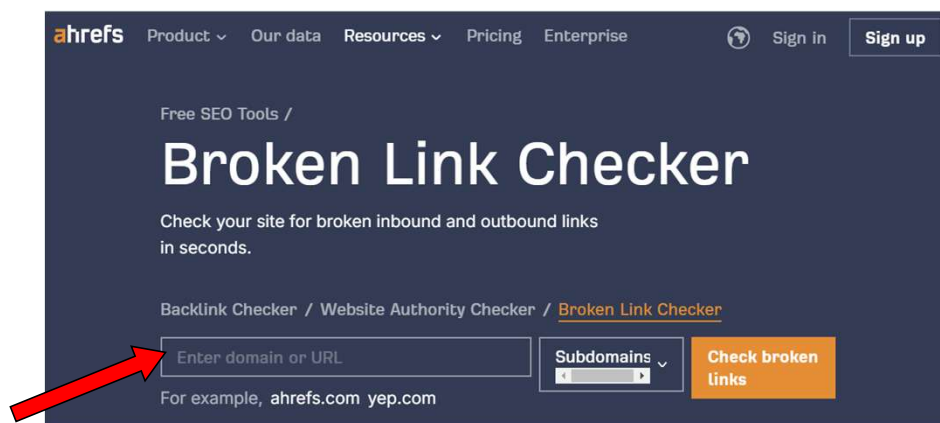
POWERED BY
SBA

Page Content

1. Useful, relevant content
2. Recent content
3. Update Frequency
4. Strong Images
5. Multimedia Content
6. Spelling & Grammar
7. Inbound Links
8. Outbound Links
9. Avoid Broken Links



Broken Link Checker



<https://ahrefs.com/broken-link-checker>

Google Keyword Planner

Q family law

Keyword ideas

<input type="checkbox"/>	divorce lawyer	10 - 100	Medium
<input type="checkbox"/>	divorce lawyers	10 - 100	High
<input type="checkbox"/>	divorce attorney	10 - 100	Medium
<input type="checkbox"/>	divorce lawyers near me	10 - 100	High
<input type="checkbox"/>	family law attorney	10 - 100	High
<input type="checkbox"/>	divorce attorney near me	10 - 100	High
<input type="checkbox"/>	family lawyer near me	10 - 100	High
<input type="checkbox"/>	child custody lawyer	10 - 100	High
<input type="checkbox"/>	child support lawyer	10 - 100	High

Find Related Keywords

www.score.org

Google Keyword Planner

Keyword ideas Forecast Saved keywords Negative keywords Organize keywords

Q spousal support attorney United States English Google

Use different keywords for more results [Edit](#)

Broaden your search: + family law attorney + divorce attorney + support attorney + spousal support attorney + child support attorney

Exclude adult ideas × Add filter 23 keyword ideas available

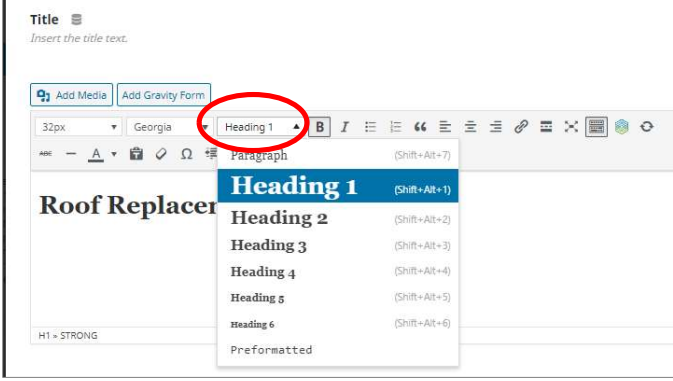
<input type="checkbox"/> Keyword	Avg. monthly searches	Three month change
<input type="checkbox"/> spousal support modification lawyer	10	+600%
<input type="checkbox"/> best alimony lawyer	70	+420%
<input type="checkbox"/> spousal maintenance lawyer	30	+100%
<input type="checkbox"/> spousal support attorneys near me	390	+84%
<input type="checkbox"/> alimony attorney near me	720	+83%

Find New Trending Keywords

www.score.org

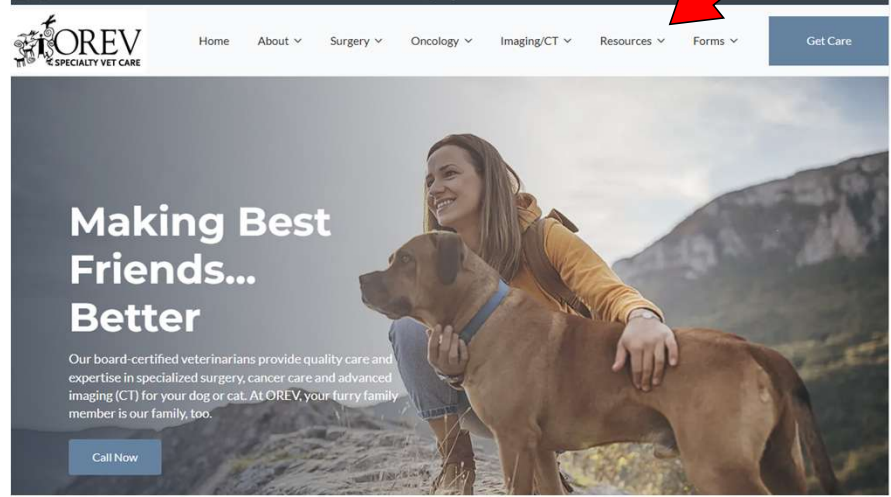
Header Tags

Roof Replacement ←

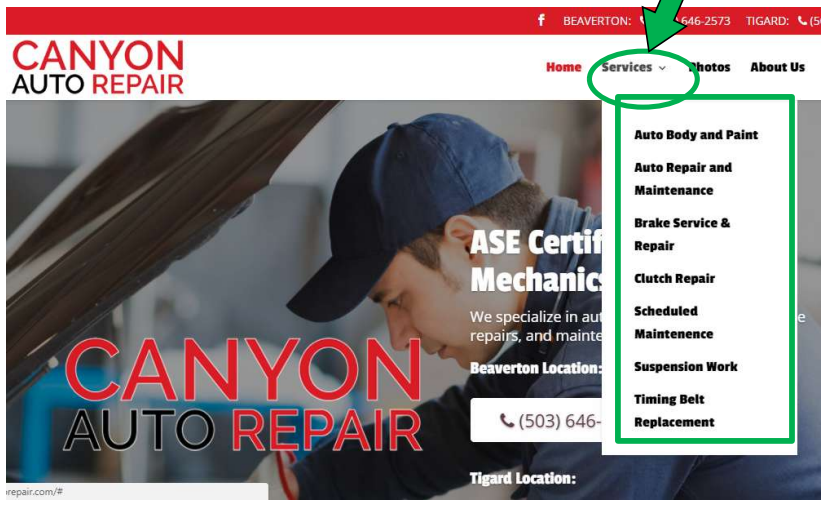


We offer affordable pricing and the best products on the market, combined with a non-prorated manufacturer's warranty from CertainTeed. With our wide array of color options and shingle designs to complement the architectural style and siding on the house, we

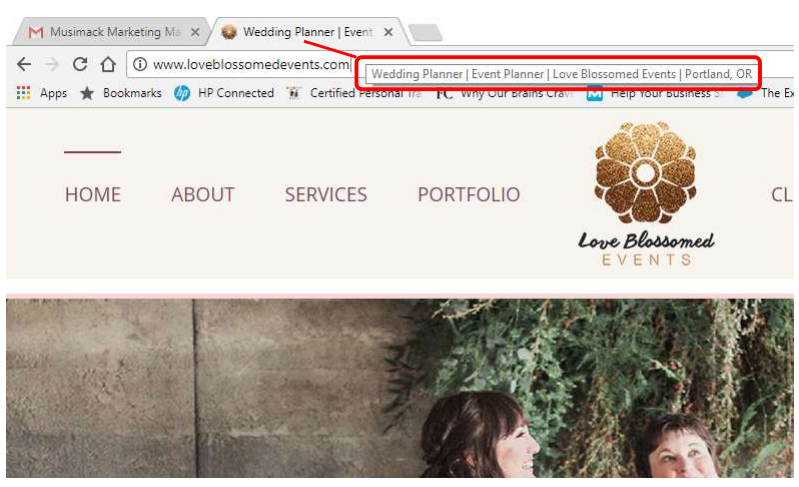
Menu Navigation



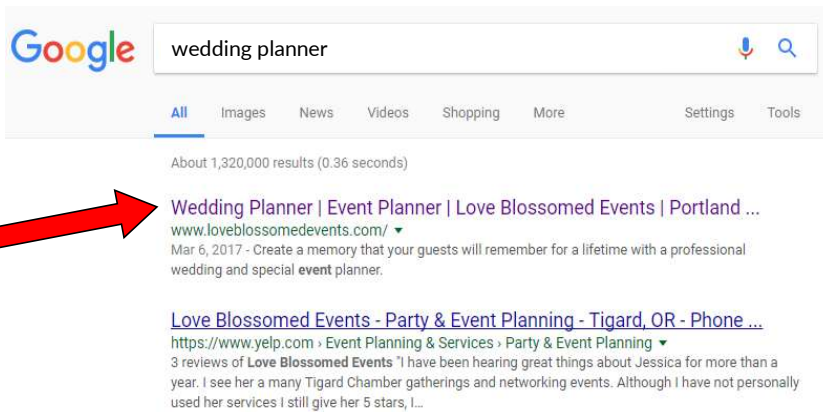
Menu Content



Page Title



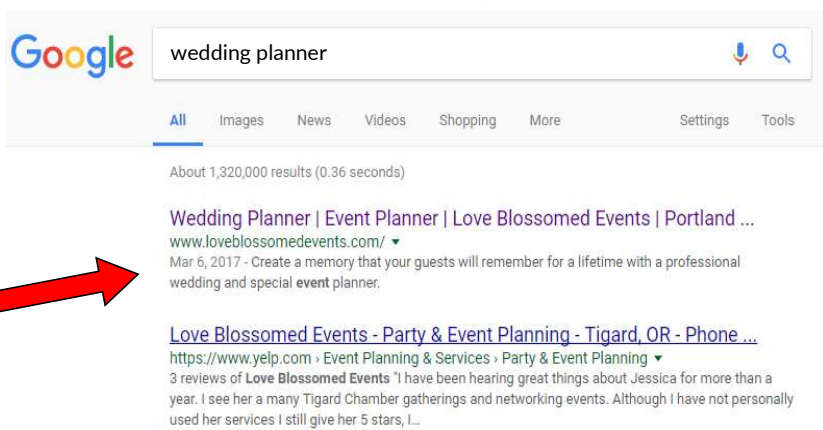
Page Title



The screenshot shows a Google search for "wedding planner". The search bar contains the text "wedding planner". Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Shopping", "More", "Settings", and "Tools". The search results show "About 1,320,000 results (0.36 seconds)". The first result is "Wedding Planner | Event Planner | Love Blossomed Events | Portland ..." with the URL "www.loveblossomedevents.com/". A red arrow points to this result. The second result is "Love Blossomed Events - Party & Event Planning - Tigard, OR - Phone ..." with the URL "https://www.yelp.com · Event Planning & Services · Party & Event Planning".

Best between 50-60 characters


Meta Description



The screenshot shows a Google search for "wedding planner". The search bar contains the text "wedding planner". Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Shopping", "More", "Settings", and "Tools". The search results show "About 1,320,000 results (0.36 seconds)". The first result is "Wedding Planner | Event Planner | Love Blossomed Events | Portland ..." with the URL "www.loveblossomedevents.com/". A red arrow points to this result. The second result is "Love Blossomed Events - Party & Event Planning - Tigard, OR - Phone ..." with the URL "https://www.yelp.com · Event Planning & Services · Party & Event Planning".

Best between 150-160 characters

Yoast SEO



Yoast SEO

SEO Readability Social

Focus keyphrase
roofing

Google preview

Preview as:
 Mobile result
 Desktop result

Jobin Roofing | Roofing Contractor | Roof Replacement, Roof Re...
<https://www.jobinroofing.com/>


Jobin Roofing is a roofing contractor providing roof replacement & repair, roof overlays and gutter services throughout Portland, OR and SW Washington.

Edit snippet



SEO title Insert snippet variable
 Jobin Roofing | Roofing Contractor | Roof Replacement, Roof Repair & Gutters | Portland, OR

Slug


Meta description Insert snippet variable
 Jobin Roofing is a roofing contractor providing roof replacement & repair, roof overlays and gutter services throughout Portland, OR and SW Washington.



www.score.org

Yoast SEO



Yoast SEO

SEO Readability Social

Focus keyphrase
roofing

Google preview

Preview as:
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Jobin Roofing | Roofing Contractor | Roof Replacement, Roof Re...
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Slug

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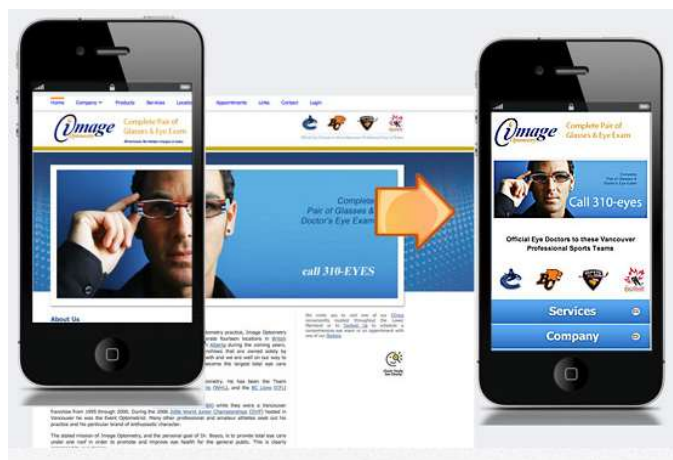
Image Tags

Image Tag	Result
File Name	Brown-sugar-crystals.jpg
Alt Text	Brown sugar crystals spilling out of a wooden bowl
Caption	Brown sugar crystals are made from granulated sugar with added molasses.
Image Title (mouse over)	Brown sugar crystals



Brown sugar crystals are made from granulated sugar with added molasses.

Mobile Friendly & Responsive



Mobile-Responsiveness Test

RESPONSIVE WEB DESIGN CHECKER

HOW *RESPONSIVE* IS YOUR WEBSITE?

Enter your URL here GO

responsivedesignchecker.com

www.score.org

URL Structure

bakerpedia.com/baking-recipes/red-velvet-cake/

Red Velvet Cake

Red Velvet Cake

Smooth, sweet and velvety. This awesome tasting red velvet cake seem to just melt in your mouth. This recipe can be used for one 9" cake or 12 cupcakes.

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Anchor Text

640-Hour Core Curriculum

Core classes and those required for the 640-Hour Massage Certificate Program. For course descriptions of required classes, [click here](#).

1. **Contact Bobbi** to schedule your first session.
2. Submit pre-payment for \$250.

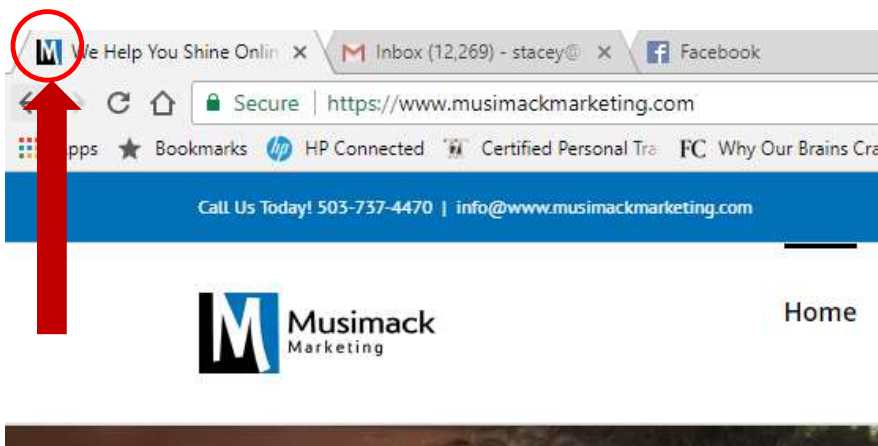
VISIT US

Mon 10am-6:30pm
Tue 2pm-8pm
Wed-Fri 10am-6:30pm
Sat-Sun 10am-5pm
[Driving Directions](#)

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Favicon



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Footer



OREV
SPECIALTY VET CARE

OREV Specialty Vet Care
Mon-Fri 8:00am-5:30pm
7637 SW 33rd Ave.
Portland, OR 97219
[Get Directions >](#)

Contact
503.477.7122
connect@orev.vet

Services
Oncology Care
Advanced Surgery
Imaging/CT Services


Stay Connected
[Instagram](#) [Facebook](#) [LinkedIn](#)

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Update Copyright



OREV
SPECIALTY VET CARE

OREV Specialty Vet Care
Mon-Fri 8:00am-5:30pm
7637 SW 33rd Ave.
Portland, OR 97219
[Get Directions >](#)

Contact
503.477.7122
connect@orev.vet

Services
Oncology Care
Advanced Surgery
Imaging/CT Services

Stay Connected
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Privacy Policy



OREV Specialty Vet Care
 Mon-Fri 8:00am-5:30pm
 7637 SW 33rd Ave.
 Portland, OR 97219
[Get Directions >](#)



Contact
 503.477.7122
connect@orev.vet

Services
 Oncology Care
 Advanced Surgery
 Imaging/CT Services

Stay Connected
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On-Page SEO

-Technical-


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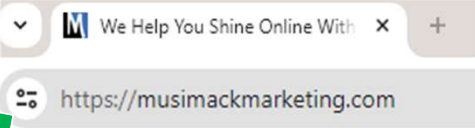

Secure Domain

Example: Chrome Browser

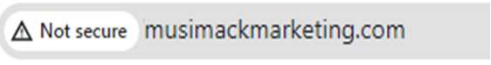
Secure:





Tune icon




Not Secure:




www.score.org





Website Speed



PageSpeed Insights







MIN Website SPEED MAX

Performance Scores

PageSpeed Score A (90%) ^	YSlow Score B (81%) ^
--	--

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Website Accessibility

ADA Compliance

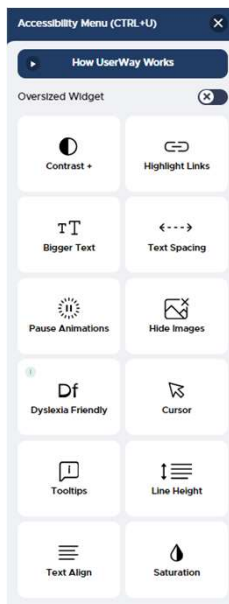


Implement accessibility functionality to provide instant accommodations for common disability profiles including:


- Blind
- Color blind
- Visually impaired
- Motor impaired
- Dyslexia
- Seizure & epileptic
- ADHD

Website Accessibility

There are over 50 factors that should be considered for web accessibility.



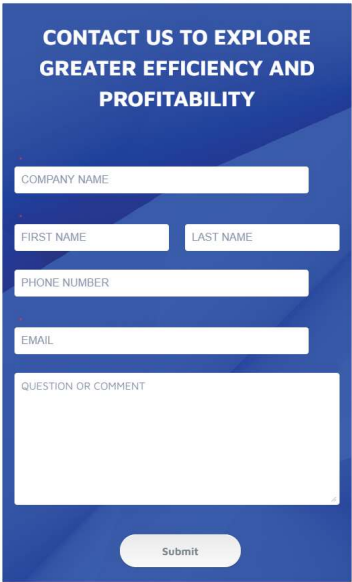
Website Accessibility



The screenshot shows the website for Island Sound Counseling. The header includes the site name and a navigation menu with items like Home, About, Counseling, Workshops, Services & Fees, Client Portal, and Contact. The main content area features a large image of a smiling couple with the text "Turning Towards Solutions For Individuals, Couples & Families". A small blue accessibility icon is located in the bottom right corner of the main content area, with a red arrow pointing to it. The footer contains the URL www.score.org and logos for SCORE and SBA.

Contact Form

1. Test the form; verify email notification
2. Who is receiving the form?



The contact form is titled "CONTACT US TO EXPLORE GREATER EFFICIENCY AND PROFITABILITY". It contains the following fields: COMPANY NAME, FIRST NAME, LAST NAME, PHONE NUMBER, EMAIL, and QUESTION OR COMMENT. A Submit button is located at the bottom of the form.

Off-Page SEO

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Off-Page SEO



The digital version of word-of-mouth marketing.

Examples

1. Backlinks
2. Shopping Feeds
3. Social Media
4. Local Business Listings

Why It Matters

1. Popularity
2. Relevance
3. Trustworthiness
4. Authority

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Backlinks

The screenshot shows the TIGARD Chamber of Commerce website. At the top is a navigation bar with links: HOME, ABOUT, BUSINESS RESOURCES, DIRECTORY, MEMBERSHIP, CALENDAR, and EXPLORE TIGARD. Below this is the header "TIGARD CHAMBER OF COMMERCE". The main content area features a profile for "Musimack Marketing". The profile includes a "VISIT WEBSITE" button, contact information (6950 SW Hampton St, Tigard, OR 97223, (503) 737-4470, MusimackMarketing.com), and social media links for LinkedIn, Facebook, and Twitter. A red arrow points from the "VISIT WEBSITE" button to the "About" tab in the profile's navigation menu. The "About" tab is active, showing a brief description of the company's services. At the bottom of the page, there is a footer with "www.score.org" and logos for SCORE and SBA.

Backlinks

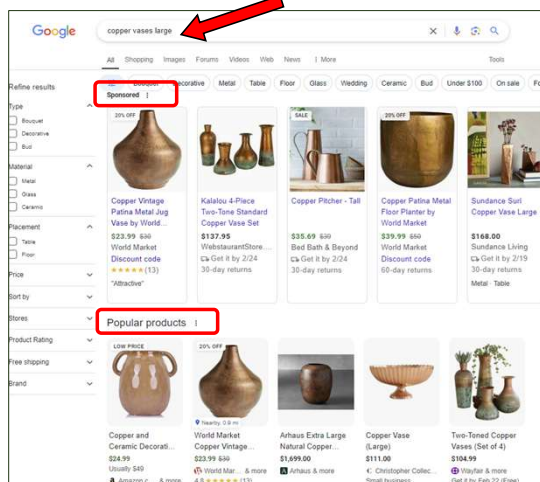
The screenshot shows the Oregon State Bar website, specifically the "Solo and Small Firm Section". The navigation bar includes "WELCOME", "EXECUTIVE COMMITTEE", "EVENTS", "BLOG", and "JOIN US". The main content area is titled "Executive Committee" and features a group photo of the committee members. Below the photo, the name "Stacey McCormack (2020 Associate Member)" is listed. A red arrow points from this name to the text below, which describes her role as CEO of Musimack Marketing and her experience in marketing and advertising. The footer of the page includes "www.score.org" and logos for SCORE and SBA.

Shopping Feeds

Google Merchant Center
Allows e-commerce businesses to list products in Google Shopping, Search, and other Google surfaces.

Other Shopping Feeds

- Bing
- Facebook
- Instagram
- Pinterest



Local Business Listings

Local Business Listings











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Local Business Listings





















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Local Business Listings - Niche



www.score.org



Local Business Listings - Niche

Select Your Business Category:

<p>Art, Design & Media</p> <ul style="list-style-type: none"> Art & Antiques Photography Web / Graphic Design <p>Automotive</p> <ul style="list-style-type: none"> Car Dealerships Driving Schools Mechanics / Auto Parts Taxis & Car Hire <p>Building & Construction</p> <ul style="list-style-type: none"> Architects Building & Construction Electricians HVAC Locksmiths 	<p>Health & Medical</p> <ul style="list-style-type: none"> Alternative Therapies Beauty & Cosmetics Counseling / Therapy Chiropractors Dentists Doctors Nursing & Childcare <p>Outdoors & Environment</p> <ul style="list-style-type: none"> Florists Gardening/Landscaping Pet Services <p>Real Estate & Removals</p> <ul style="list-style-type: none"> Real Estate Removals & Storage 	<p>Tradesmen</p> <p>Business Services</p> <ul style="list-style-type: none"> Finance / Accounting Insurance IT Services Legal Marketing Security <p>Cleaning / Sanitation</p> <ul style="list-style-type: none"> Cleaning Pest Control <p>Events & Entertainment</p> <ul style="list-style-type: none"> Catering Clubs & Venues 	<p>Sports & Leisure</p> <ul style="list-style-type: none"> Gyms & Sports Clubs Yoga <p>Travel & Leisure</p> <ul style="list-style-type: none"> Camping & Caravan Hotels & B&Bs Pubs & Bars Restaurants
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BrightLocal

<https://www.brightlocal.com/resources/top-local-citations-by-business-category/>

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Google Search Results

Ads

- Pacific Exteriors LLC**
Pacific Exteriors LLC - Siding Repair
From small breaches to major damage, our experienced professionals make quality repairs! Since 2008, Pacific Exteriors has provided quality, affordable...
Commercial Siding · Cedar Siding · Metal Siding · James Harde · Replacement Siding
- Cutting Edge Contracting**
Siding Contractor - Licensed | Bonded | Insured
We Specialize in High-quality Residential & Commercial Siding Installation, Resid...

Local Business Listings (3-pack)

- Sister Siding Company, LLC**
5.0 ★★★★★ (10) · Siding contractor
Newberg, OR · (503) 979-9819
Closed · Opens 8AM Thu
Onsite services · Online estimates
- dK Exteriors**
4.5 ★★★★★ (8) · Siding contractor
3+ years in business · Newberg, OR · (503) 487-6555
Closed · Opens 8AM Thu
"I would highly recommend DK Exteriors for roofing and siding work!"
- View Top Construction, LLC**
4.7 ★★★★★ (14) · Roofing contractor
3+ years in business · Newberg, OR · (971) 281-0745
Closed · Opens 8AM Thu

Organic Search Results

Top 10 Best Siding Contractors in Newberg OR | Angi
Siding Contractors in Newberg, 4.2 (37) · Michael Angelo Exteriors, 5.0 (6) · Dylans Quality Roofing & Construction, 5.0 (17) · H&L Roofing and Construction.
★★★★★ Rating: 4.6 · 14,709 reviews

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SCORE SBA

Google Business Profile

Sister Siding Company, LLC

Website · Directions · Save · Call

5.0 ★★★★★ 10 Google reviews

Siding contractor in Newberg, Oregon

Service options: Online estimates · Onsite services

Address: 2401 E Hancock St b1, Newberg, OR 97132

Areas served: Tigard and nearby areas

Hours: Closed · Opens 8AM Thu -

Phone: (503) 979-9819

Reviews

- "Nice quality work and finished early." ★★★★★
- "Sister Siding did a wonderful job of residing my daughter's 1950's home." ★★★★★
- "I can live with the house color, but it is a bit brighter that I thought." ★★★★★

From Sister Siding Company, LLC

"Sister Siding Co. specializes in siding replacement & repair and dry rot repair throughout the Portland-Metro area. We are a family run residential siding replacement contractor, also excelling in door and window installation, roofing, decking and painting services. Our home exterior experts can help you update the look of your home. Our team proudly makes our customer's needs our first priority, which means we won't sell you products or services you don't need. We find solutions to protect your home from the toughest northwest elements while also protecting your budget. Locally owned & independently operated in Newberg. Licensed, bonded & insured general contractor in OR. Financing options available."

Sister Siding Company, LLC on Google

- Looks like a brand new home after the Sister Siding Team was done with it!
Apr 1, 2022
Learn more
- Is your home in need of siding repairs? Sister Siding Co. can help you find a long lasting a.
Mar 10, 2022
Call now

www.score.org

SCORE SBA

Google Map

Sister Siding Company, LLC
 5.0 ★★★★★ 10 reviews
 Siding contractor

2401 E Hancock St b1, Newberg, OR 97132
 Closed - Opens 8AM Thu
 sistersiding.com
 (503) 979-9819
 822V+PQ Newberg, Oregon

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Google Map

Handyman Matters
 4.4 ★★★★★ · 27 reviews
 Handyman

Tigard, OR
 handymanmatters.com
 (503) 468-6805
 Closed today

Service Area Map

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www.score.org

Google Local 3-Pack

The screenshot shows a Google Local 3-Pack for 'Siding Contractors in Newberg, OR'. The top three results are:

- Sister Siding Company, LLC**: 5.0 stars (10 reviews), Siding contractor, Newberg, OR. (503) 979-9819. Closed - Opens 8AM Thu. Website, Directions.
- dK Exteriors**: 4.5 stars (8 reviews), Siding contractor, Newberg, OR. (503) 487-6055. Closed - Opens 8AM Thu. Website, Directions.
- View Top Construction, LLC**: 4.7 stars (14 reviews), Roofing contractor, Newberg, OR. (971) 281-0745. Closed - Opens 8AM Thu. Website, Directions.

Below the 3-pack, there is a 'More businesses' button and a link to 'Top 10 Best Siding Contractors in Newberg OR | Angi'.

Three factors that drive Google's local algorithm and local rankings

1. Relevance
2. Proximity
3. Prominence

Local 3-pack

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Relevance

The screenshot shows a Google Map Listings (3-Pack) for 'Home Siding'. The top three results are:

- Sister Siding Company, LLC**: 5.0 stars (10 reviews), Siding contractor, Newberg, OR. (503) 979-9819. Open - Closes 5PM. Provides Home Siding Repair. Website, Directions.
- dK Exteriors**: 4.5 stars (8 reviews), Siding contractor, Newberg, OR. (503) 487-6055. Open - Closes 5PM. Website, Directions.
- View Top Construction, LLC**: 4.7 stars (14 reviews), Roofing contractor, Newberg, OR. (971) 281-0745. Open - Closes 5PM. Website, Directions.

A red arrow points to the 'Sister Siding Company, LLC' listing.

1. Relevance

How well a local business's profile matches the search query.

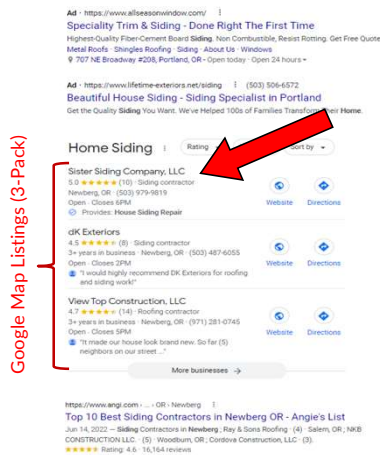
Does this business do or sell or have the attributes that the searcher is looking for?

1. Business Category
2. Key phrases relating to your service
3. Profile Content: Clear, concise
4. Website Content: Comprehensive and authoritative

Google Map Listings (3-Pack)

www.score.org

Proximity



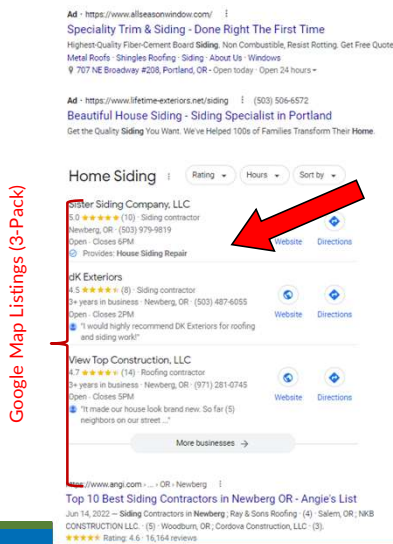
2. Proximity

The distance of the user to the location of the business.

Is the business close enough to the searcher to be considered to be a good answer for this query?

1. Physical address preferred over service area map.
2. Your location is clearly stated on website.

Prominence



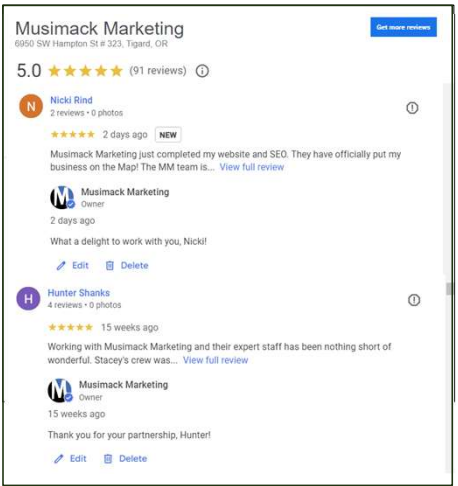
3. Prominence

Which businesses are the most popular and the most well regarded in their local market area?

How well-known and well-liked a business is.

1. Customer Reviews
2. Social Signals; Social Media Engagement
3. Citations/Authoritative Backlinks/Niche directories

Google Reviews



Why Reviews Matter

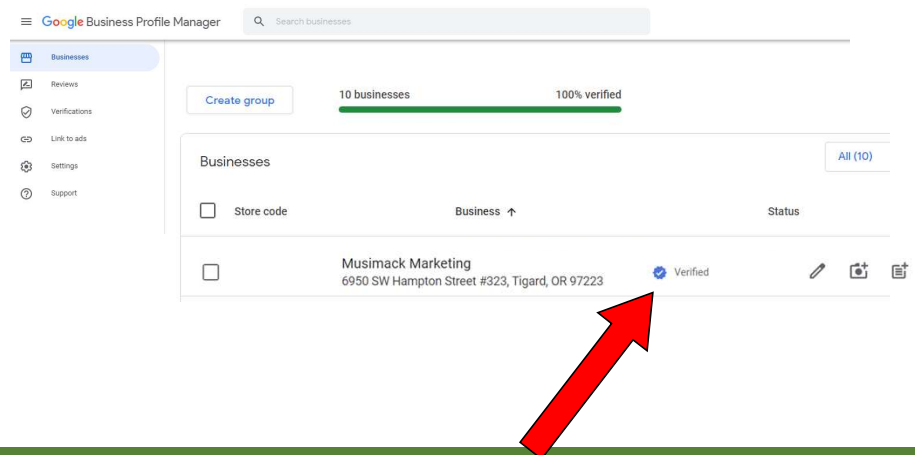
- Google favors businesses with more and better reviews.
- Customer reviews establish trust and credibility.
- Many consumers read reviews before making a purchase decision.

Key Factors


- Quantity
- Recency
- Diversity
- Star rating, content




Verified Business Profile



Bing Listing






Musimack Marketing
www.musimackmarketing.com
9950 SW Hampton St Ste 323, Tigard, OR 97223 · 1.6 mi
(503) 737-4470
Open · Closes 5 PM

[Website](#)
[Directions](#)
[Contact us](#)






+ Sync with Google Business Profile





Musimack Marketing
Marketing agency in Tigard, OR
You manage this business

We help you shine online with custom website design & development, social media marketing, SEO and digital advertising, including Google Ads and Facebook Ads. Build your Google authority and improve your online visibility over the competition with a clear and compelling marketing strategy. For over 10 years, we've built our business on our core values of creativity, innovation, collaboration, communication and integrity. We are a local team of graphic artists, copywriters, developers, and digital marketing strategists based in Tigard, OR. Contact us to optimize your entire online presence with a professional and engaging approach to grow your business. Even small businesses can make a big impression!


Social profiles

www.score.org


Yelp



Musimack Marketing
★★★★★ 5.0 (2 reviews)
 Claimed • Marketing, Advertising, Web Design
 Open 8:30 AM - 5:00 PM (See hours)

[Write a review](#)
[Add photo](#)
[Share](#)
[Save](#)

Photos & videos See all 3 photos →



Services Offered Verified by Business

Advertising	Brand Management
Web design	Website development
Web hosting	Website maintenance

About the Business

Stacey M.
Business Owner

We help you shine online with custom website design & development, social media marketing, SEO and digital advertising including Google Ads and Facebook Ads. Build your Google authority and improve your online visibility over the competition. For over 10 years, we've built our business on...

What type of service do you need?
You can now request a consultation from this business directly from Yelp.

Marketing
 Advertising
 Web Design



Request a consultation

[musimackmarketing.com](#)
 (503) 737-4470

Get Directions
 9950 SW Hampton St Ste 323 Tigard, OR 97223

Suggest an edit

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Benefits of Business Listings

1. Get listed in search engines
2. Get found by users
3. Elevator Pitch
4. Reviews
5. Photos
6. Map
7. Menu



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Social Proof

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Social Proof

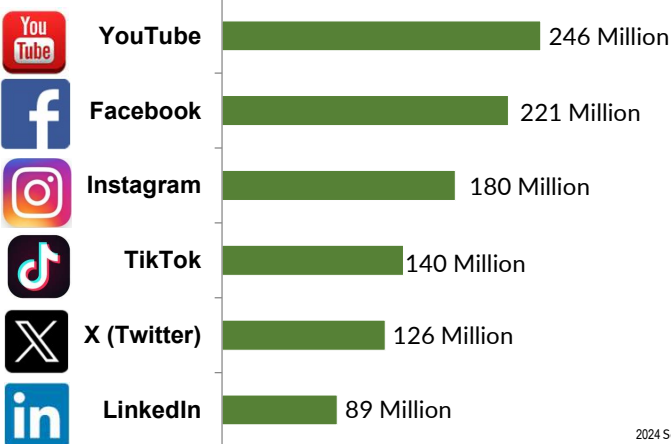


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Most Popular Social Networks



Monthly Active Users, United States



Platform	Monthly Active Users (Millions)
YouTube	246
Facebook	221
Instagram	180
TikTok	140
X (Twitter)	126
LinkedIn	89

2024 Search Engine Journal, The Global Statistics

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Facebook

JK Paint & Contracting
627 likes • 683 followers

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Posts About Mentions Reviews Services Followers More

Intro
JK Paint is a professional painting contractor, specializing in interior & exterior painting.

- Page - House Painting
- 2401 E Hancock Suite B1, Newberg, OR, United States, Oregon
- +1 503-840-8690
- Joe@jkpaint.com
- jkpaint.com
- Closed now
- Price Range - \$\$
- Rating - 5.0 (77 Reviews)

Posts

JK Paint & Contracting is in Portland.
July 21 at 10:00 AM

Attention Homeowners!
Has your house stood the test of time? You might be living with a silent threat - LEAD-BASED PAINT. Lead poisoning from lead exposure can cause the following:
✗ Brain damage and lower intelligence... See more

6 WAYS
To protect yourself from LEAD-BASED paint.

1. Request a Lead Paint Inspection From the EPA.

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Details About



JK Paint & Contracting
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About
Contact and basic info

Page transparency

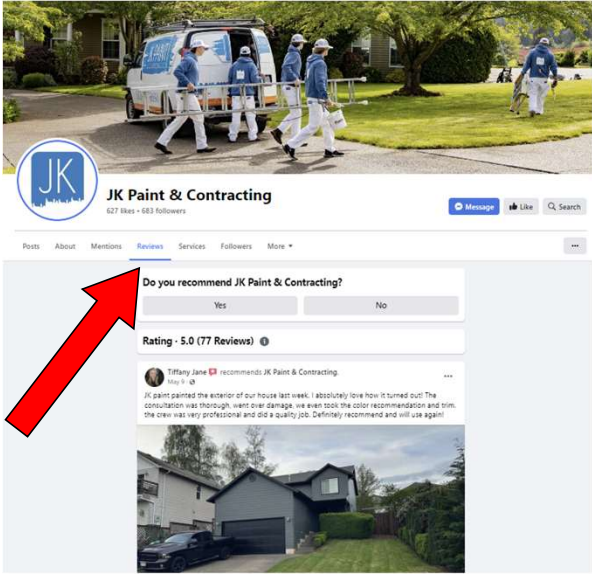
Details About JK Paint & Contracting

About JK Paint & Contracting
JK Paint is a local company committed to exceptional service in interior and exterior painting, siding & repairs, and lead paint removal. We take great pride in doing excellent work for friends, family and members of our community - all for an affordable price. Each member of the JK Paint team knows that there is nothing more valuable to the future of our business than having satisfied clients who feel confident referring us to their friends and family for years to come.

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Reviews



JK Paint & Contracting
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Posts About Mentions **Reviews** Services Followers More

Do you recommend JK Paint & Contracting?

Yes No

Rating: 5.0 (77 Reviews)

Tiffany Jane recommends JK Paint & Contracting

JK paint painted the exterior of our house last week. I absolutely love how it turned out! The consultation was thorough, went over damage, we even took the color recommendation and trim, the crew was very professional and did a quality job. Definitely recommend and will use again!

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Client Reviews



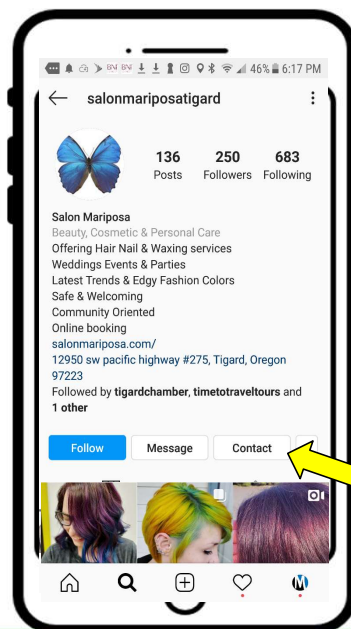
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Instagram

Business Account

1. Business Category
2. Business Description
3. Website
4. Address
5. Contact Info
6. Action Button (Book Now, Learn More)
7. Forms (Apply Now, Learn More, Get Quote)



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Instagram

Stories

- Short, temporary still photos & videos in a slideshow format; up to 15 seconds per slide.
- Disappear after 24 hours.
- Interactive elements: voting, tags, stickers and filters.
- Displayed at the top of the newsfeed
- Designed for more casual, real-time sharing and engagement.

Instagram's answer to Snapchat
 Goal: Engage your current followers

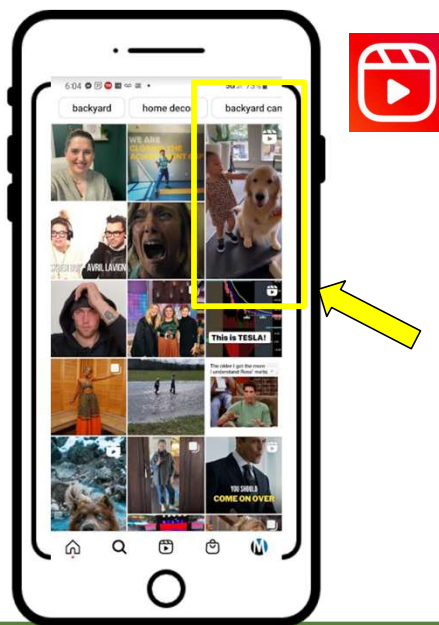


Instagram

Reels

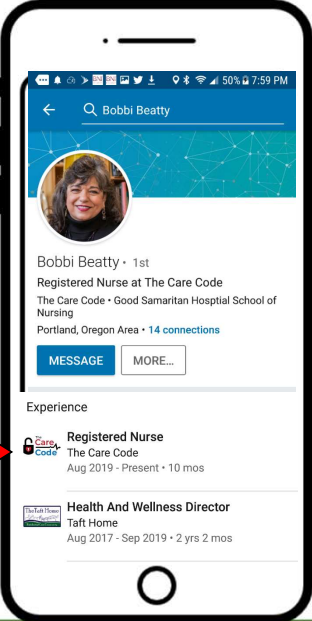
- Short, entertaining videos on Instagram.
- Record and edit 90-second multi-clip videos with music, AR effects, and text overlays.
- Videos may appear twice the size of standard posts on explorer page

Instagram's answer to TikTok
 Goal: Increase followers



LinkedIn

1. Professional Headshot
2. Update summary, experience, education
3. Company page



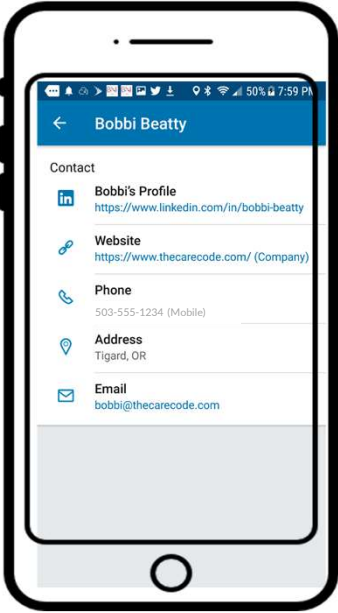
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LinkedIn

Contact Info



in

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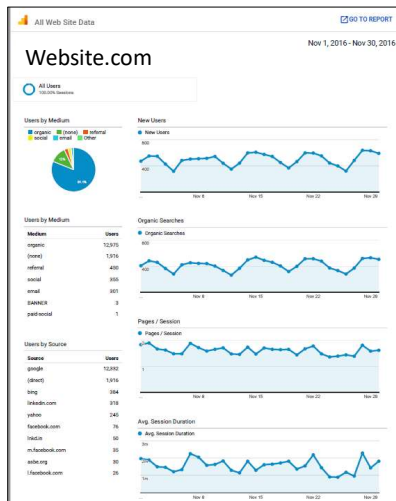
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Website Analytics

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Google Analytics



What's working and what's not on your website?

Measure, track and analyze:

- Web traffic trends
- Traffic referral sources
- Social media
- Most viewed pages
- User location
- Blog engagement
- Video views
- PDF downloads

Create SEO strategy from metrics.



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Appendix

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Blog Strategy

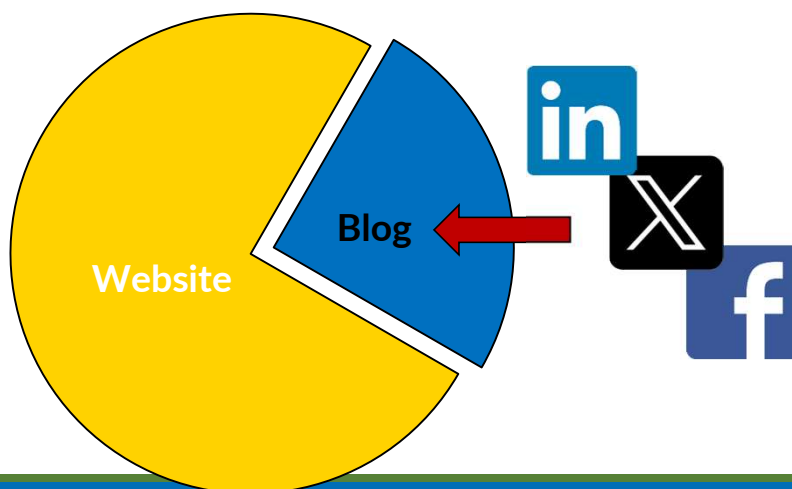
- Establish you as an authority
- Adds updated content to website; reason to return
- Improve SEO/Online visibility



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Life Cycle of a Blog



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Blog Content Ideas

1. Day in the Life
2. Create a "How To" post
3. Case study
4. Feature an employee
5. Review a new product
6. Interview
7. Behind the scenes
8. Share mistakes / failures
9. Answer common questions
10. Compile a Top 10 list



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Blogging Best Practices

1. Craft a compelling title
2. Include an image
3. Include inbound and outbound links
4. Strive for 1,500-2500 words
5. Provide author info/bio
6. Proof-read before posting
7. Implement sharing buttons
8. Optimize for SEO



SEO Influencers



Crazy Egg, Hello Bar, Kissmetrics

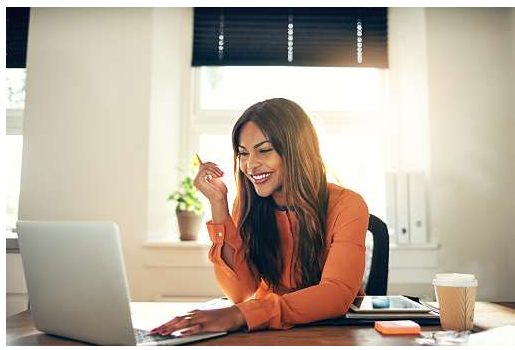


Moz, SparkToro



Search Engine Roundtable and Search Engine Land

SCORE Workshops



Building Your Brand

Make a Big Impression!

With a bit of online marketing savvy, even small businesses can make a big impression!





Musimack
Marketing

We Help You SHINE Online!


Presented by:
Stacey McCormack
503-737-4470
stacey@musimackmarketing.com



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Helpful Links

- Find SCORE resources for small businesses at www.score.org/templates-resources
- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Contact Speaker: Stacey McCormack
stacey@musimackmarketing.com
www.musimackmarketing.com
- Book an appointment with a SCORE mentor at www.score.org/find-mentor



THANK YOU FOR YOUR PARTICIPATION



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