

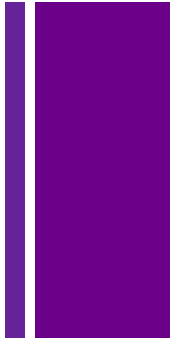


Enhance Your Online
Presence: Search Engine
Optimization





Search Engine Optimization



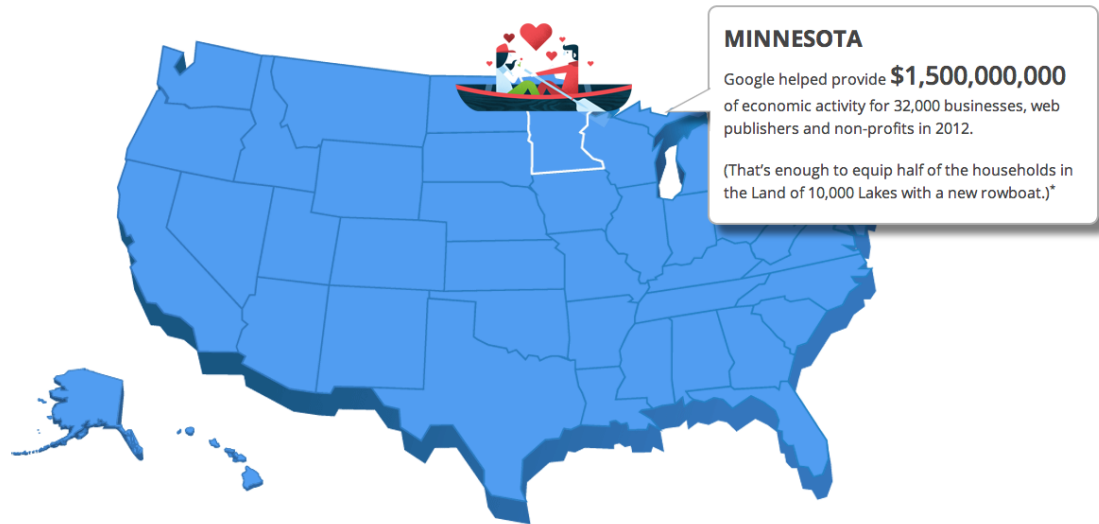
- Improving your ranking on the organic search results in search engines. (optimizing your search engine presence)
 - Content is Key
 - Social Media
 - Mobile Matters
 - Google Tools
 - Google Advertising





Economic Impact

- Google's search and advertising tools generated **\$222 billion** of economic activity in 2016
 - \$80 billion in 2011, \$94 billion in 2012, \$111 billion in 2013, \$131 billion in 2014, \$165 billion in 2015
 - \$4.6 billion in Minnesota
 - Benefiting 22,000 local entities



+ Search Anatomy (Google)

Search Query

Paid Ads

Local Listings

Organic Search Results

Knowledge Graph /ID Card

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
go.nerdery.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

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 · 6320 W 23rd St #300 · (612) 200-1016
Open until 5:00 PM

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

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.

Bentheis | 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 ...

Skol Marketing
163 followers on Google+
Address: 1200 S Washington Ave #270, Minneapolis, MN 55415
Phone: (612) 787-7565

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





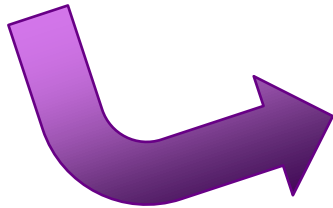
Content is key



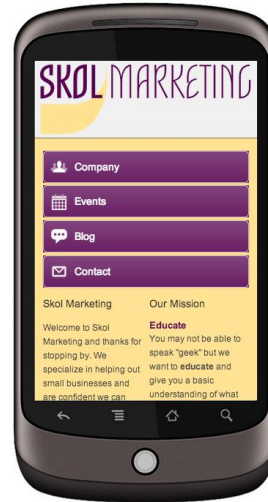
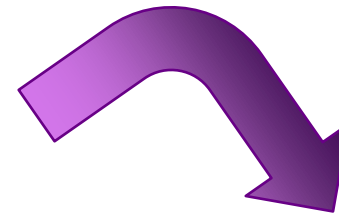
- Use important keywords (spider technique)
- URL and web pages
- Keep up-to-date (once a month)
- Unique, Natural, and Relevant Content (BLOGS!)
- Phase 1 and Phase 2
- Hummingbird update
- Longer but Stronger



+ Transformation



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





Mobilegeddon



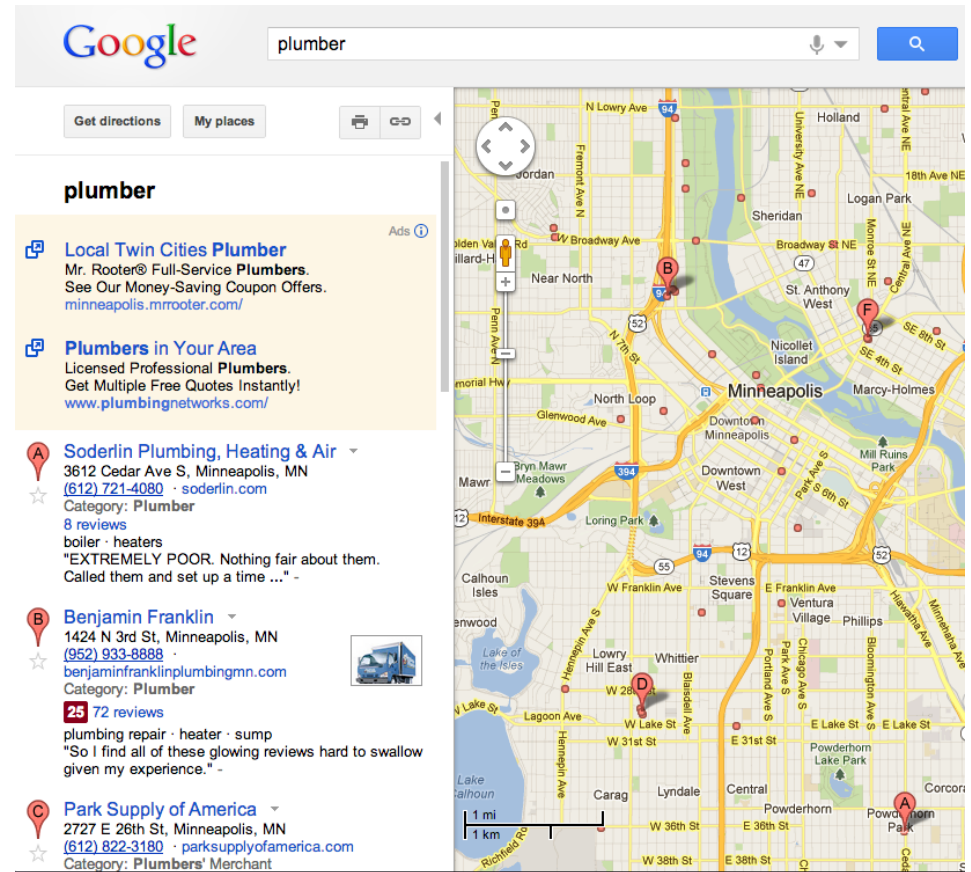
- Update hit April 21, 2015
- Affected every site on the internet
 - Integrated into algorithm
- Before update, website not hurt for not being mobile Optimized
 - Ecommerce and Plugins



+

Local Listings: Google, Bing, Yahoo, etc...

- Searchable local listings
- “Online Yellow Pages”
- Can be found on multiple platforms
 - Search
 - Mobile/App
 - Maps
 - Social Media



+ Google Tools: Analytics



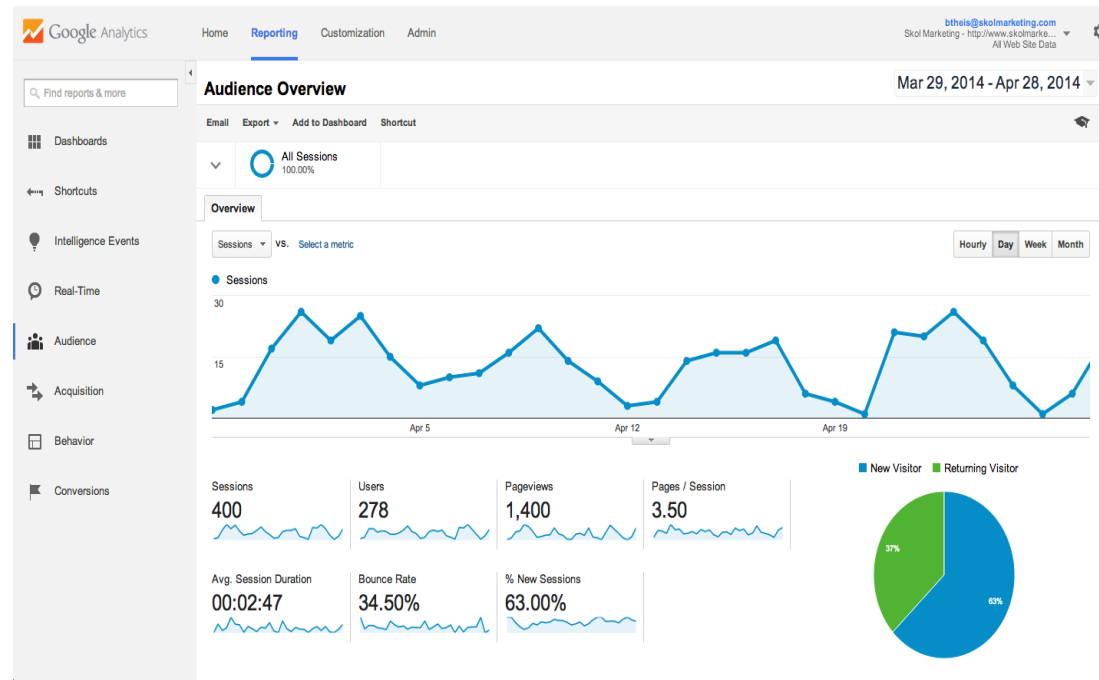
- A free, easy-to-use web analytics tool
- Provides reports showing how visitors found your website, and what they did when they got there
- Measures the effectiveness of your online and offline marketing campaigns



+ Google Tools: Analytics



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



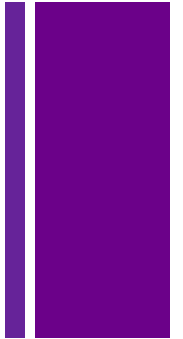
+ Google Tools: Search Console

- 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

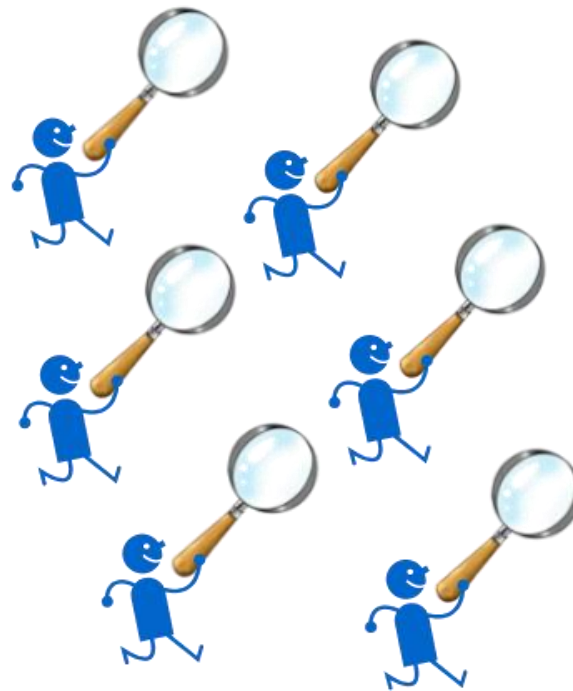


+ Google AdWords

Traditional Advertising



Advertising Through Google



+ Recap

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





Thank You

Ben Theis
Skol Marketing

btheis@skolmarketing.com

612-787-SKOL (7565)

Full Workshop Schedule:

www.skolmarketing.com/workshops

