



# Build Car Count with Organic SEO and Content Internet Marketing

Presented by  
Denise Shiozawa  
websites@umeworks.com

for



Chapter 1940 – South Bay

[www.umeworks.com](http://www.umeworks.com)

# Topics: Tactics to Improve your Business' Online Presence and SERP



- Your Website
- Incoming Links
- Content Marketing
  - Blog
  - Social Media
  - Email Marketing
- Reviews
- Data

# More Traffic > More Customers > More Sales



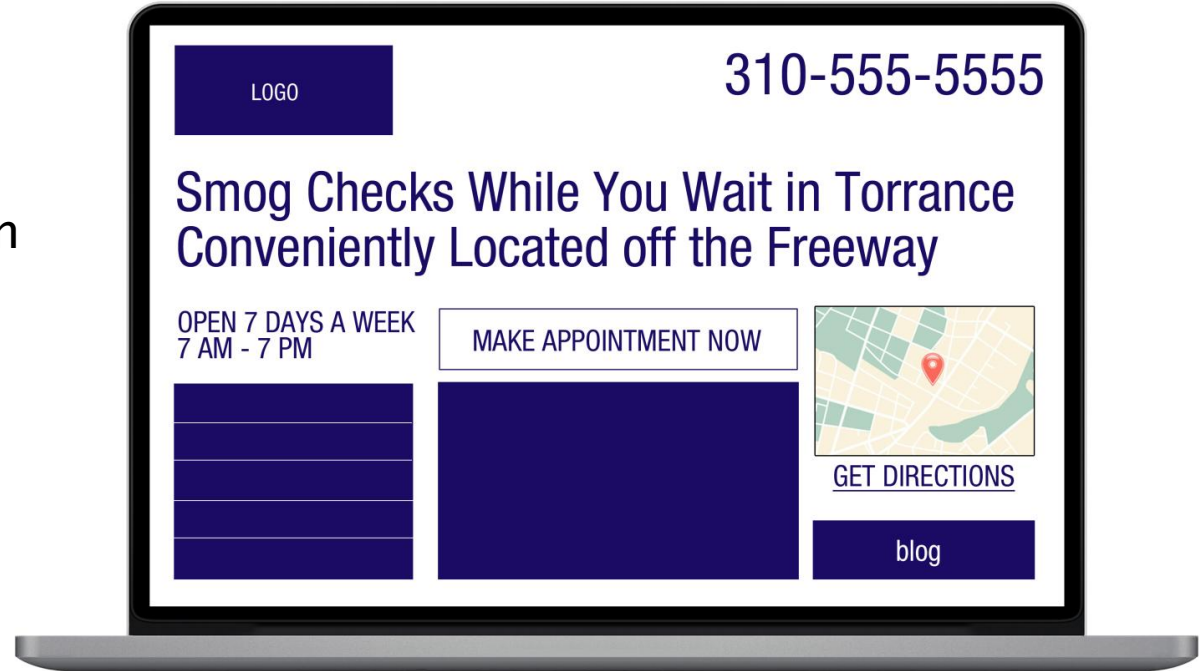
# First Things First



Is Your Business Ready?

Is Your Website Ready?

- Immediately clear what you offer
- Easy to reach you
- Business hours
- Easy to navigate
- Answers the question potential customers want to know
- Positive presence



# Your Website: On-Page SEO Factors

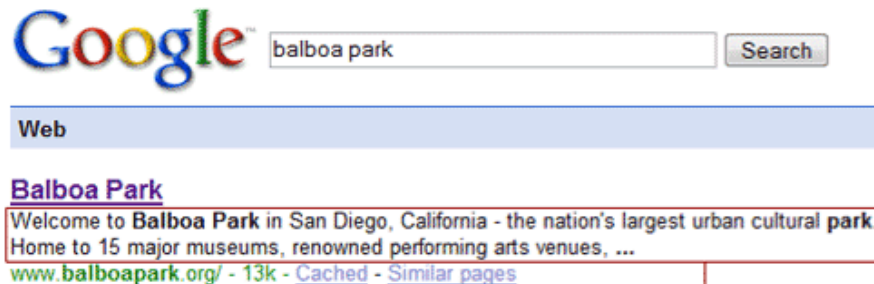
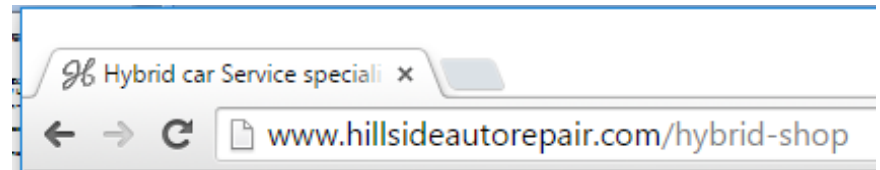
## Keyword Placement

- Meta <title>
- Meta description
- Page filename

NOTE: Avoid 1-page layouts

- <h> tags
- First paragraph
- Image filenames
- Image alt tags

```
<html>
<head>
<title>Describes what's on page 60 chars - in browser tab</title>
<meta name="description" content="Elaborates what's on page and
compelling since often displayed in Google search results. Use 160
characters or less." />
</head>
<body>
<h1>This is the Heading what shows up on the page</h1>
<h2>Smaller heading</h2>
<p>You should front load your keywords at the beginning of your
page text.</p>
</body>
</html>
```



Meta Description Tag

# Your Website: On-Page SEO Factors



## Content

- Panda – avoid “thin” content; copying others content; unique, original content rewarded
- Avoid stale site; add fresh content;

## Mobile-Friendly

- Responsive design
- Mobile site
- CTA



# Incoming Links, aka Back Links



Have Links to Your Website from Quality Websites

Penguin: penalizes sites deemed to be spamming search results:

- buying links
- obtaining links through link networks designed primarily to boost Google rankings
- Best: inline context links

Claim/Add Business Listings

Local Business Directories

Industry Online directories:  
Search Google for business keywords to find directories

Important:

- Optimize listings: logo, URL, keywords, images
- NAP – consistency
- Keep list of account login for each backlink account

- Google Places
- Yahoo Local
- Bing
- Yelp
- Manta
- Hotfrog
- Foursquare
- Kudzu
- Yellowpages.com
- Merchant Circle

# What is Content Marketing?



Consumers have shut off the traditional world of marketing; traditional advertising is less and less effective by the minute;

Example: skipping commercials; ignoring banner ads

*“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”*

Art of communicating with your customers and prospects without selling

Instead of pitching your services, deliver information that makes your buyer more intelligent. The essence is the belief that if we deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty. And they do.\*

Ongoing process that is best integrated into your overall marketing strategy



# Valuable and Relevant Content



Valuable, Educational, Interesting, Touching or Entertaining

- News
- Videos
- White Papers
- e-books
- Infographics
- Case Studies
- How-to Guides
- Question & Answer articles – FAQs, SAQs
- Photos – FB Posts w/images: 53% more Likes & 104% more Comments
- Support Causes – if sincere
- Pose Question – 100% more comments (FB) – Should? Would?
- Contests – 35% Like FB Page to enter
- Coupon or Discount – 42% Like FB Page to get
- Call-to-Action: Use with Caution  
Download Info, Subscribe to newsletter or automatic blog post notifications;  
Call, Email, Make Appointment

# Where: Vehicles for Content Marketing



## Social Media

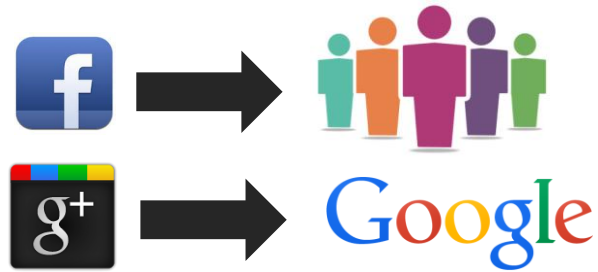
- Facebook
  - Usage: 72% online adults => 1x/month; 65% use daily; US Female – average 250 FB friends; 31% of U.S. Seniors;
  - Behavior: 35% Purchasing by FB Fan vs. Non-Fan;
  - Highest Engagement: Thursday and Friday – Most Comments, Likes and Shares; 40 characters maximum
  - Unlike Page – #1 uninteresting posts; too many posts (average 36/month for FB Page)
  - Invite Friends to Like Your Page
  - Bi-directional, reciprocal action (cocktail party)
- Twitter – auto post from Facebook



# Where: Vehicles for Content Marketing



- Google+ ≠ Facebook



## Tactics:

- Post to Google+ Page;
- Add to Circle from your Individual Profile
- Find and use frequently used Search Strings
- Use eye-catching graphics
- Use suggested hashtags, e.g., #smogcheck
- @ Cocktail Party again: Circles and Shares



# Where: Vehicles for Content Marketing



SM Tool: Dashboard: Yext, Hub Spot, Hootsuite, Cyfe, Sendible, Social Sprout, Buffer

Blog – More in-depth content; link to from social media teasers

Follow-up and Retention Emails – reviews, offers, subscribe to something of value

eNewsletter – Push vs. Pull; content of interest vs. SPAM?; opt-in a must

The Challenges:

- Commitment of time and/or resources
- Coming up with good content



# Reviews

## Encourage Post Reviews

- Yelp
- Google+
- Your Site
- Facebook
- Others

## No Black Holes: Review and Respond to Reviews

Check Listing to see if account information current

Have Customers that are also Business Owners that you patronize?

- Add positive review



# Review Your Data

## Website Statistics

- Most visited
- Pages with highest Bounce rates
- Demographics

## Facebook Insights

- Most engagement

## Google Business

What's Working? What's Not?

Rinse and Repeat



# Recap

1. Is your business ready?
2. Is your website ready?
  - A. Basics: view site as a Customer
  - B. On-page SEO
3. Incoming Links
4. Content Marketing
  - Content sourcing
  - Schedule
  - Process
5. Reviews
6. Data
7. Fine Tune