

**Get  MORE  
 from Your  
Website,  online  
Directories &  
Review Sites**

# Agenda

- 3 questions small businesses should ask themselves
- 3 ways to get more value from your website
- Online directories & review sites
- Q&A

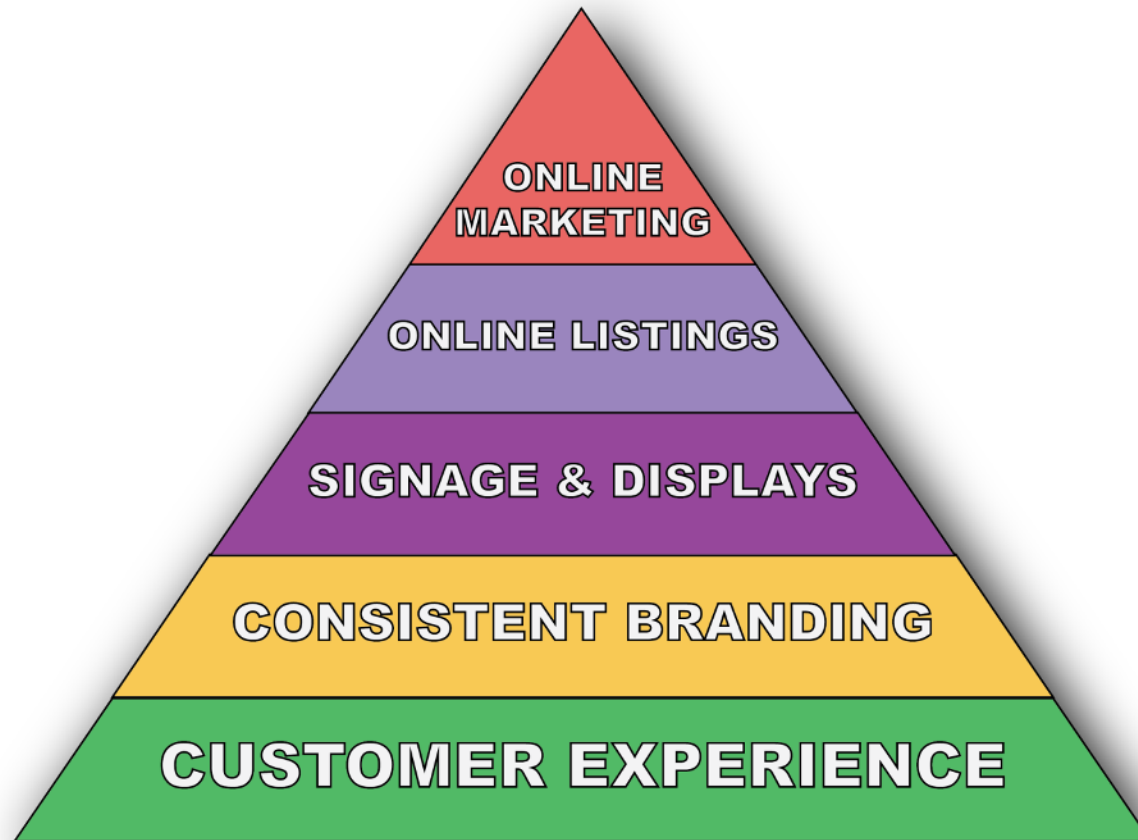
# Q1: Who Are You?

- What do you offer?
- How can you make my life better?
- What's special or unique about you?
  - What are your values?
  - How do you conduct your business?
  - Why are you in business?

# Q2: Who Are Your Customers?

- Location: Often #1 factor
- Wants/needs: what motivates them?
- Values: what's important to them?
- Demographics: Lifestage, age, sex, profession, income
- Relationship: prospect, new customer, loyal customer, superfan

# Q3: Which Marketing Tools Will Reach Your Customers?



# 3 Ways to Get **MORE** From Your **Website**



1. Use basic SEO
2. Sign up for online directories
3. Work with review sites

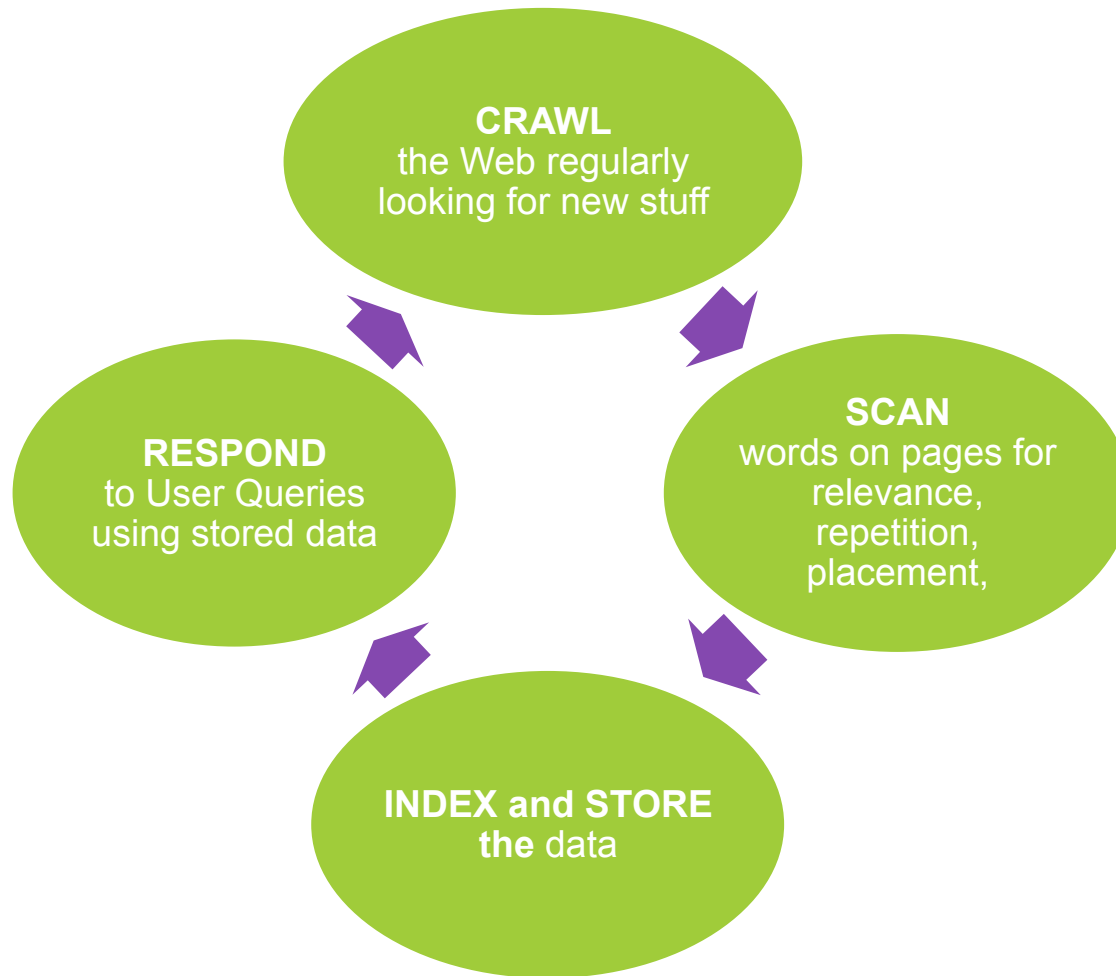
# What is SEO?

- Search Engine Optimization (**SEO**) is a **set of tactics** to help your business **get found** on the Internet.
- Tactics range from basic (fairly easy) to technical (mostly for Pros)
- There are lots of tools to help you.
- Just a little SEO can make a difference!



Yoast is a popular tool for WordPress SEO

# How do Search Engines Work?



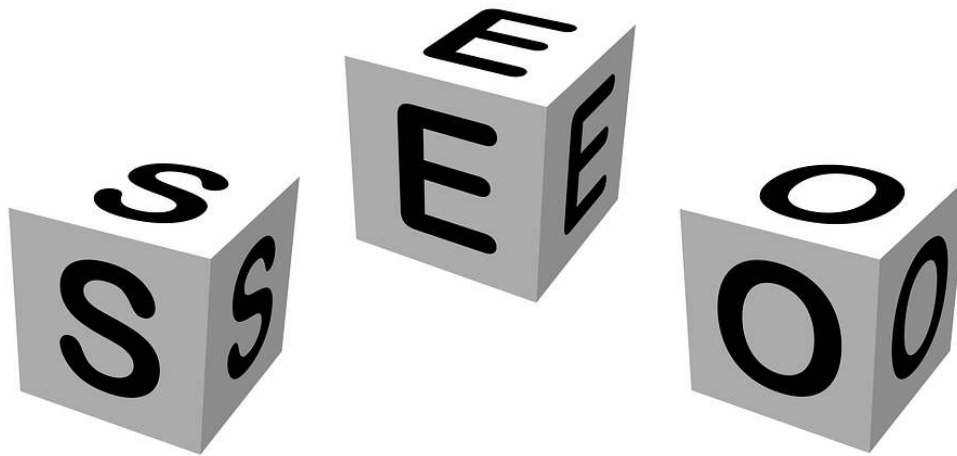


# SEO: Visible & Invisible

- SEO includes visible stuff (words that people can see) *and* invisible stuff (things behind the curtain).
  - Visible: Page titles, page descriptions, alt text, site organization, etc.
  - Invisible: Image tags, inbound links, page speed, structured text, social mentions, etc.

# 4 Basic SEO Building Blocks

1. Keywords
2. Page Titles
3. Page Descriptions
4. Image Titles & Descriptions

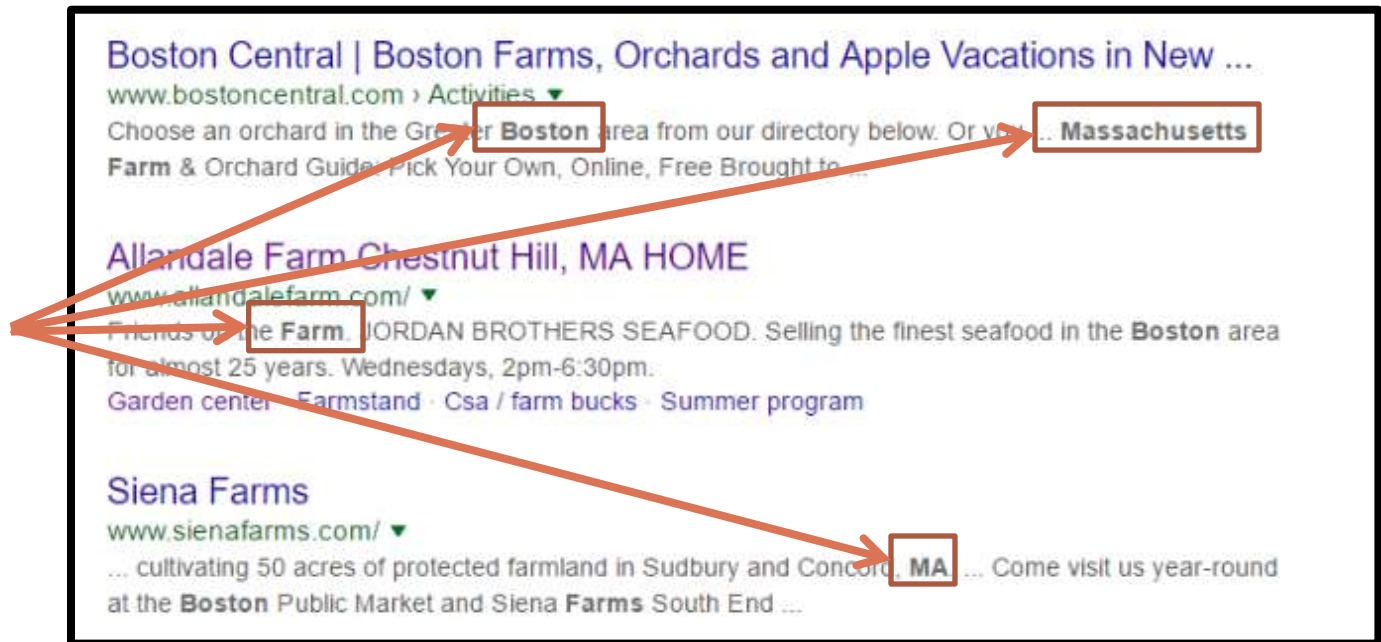


# 1. Keywords

Search terms:



These are the top 3 results for this search phrase. Note that the keywords are **bolded**.



## 2. Page Titles

Title	→	Kitchen & Bath — Boston Building Resources
URL	→	<a href="http://www.bostonbuildingresources.com/kitchen-bath/">www.bostonbuildingresources.com/kitchen-bath/</a> ▼
Description	→	Environmentally conscious, practical <b>kitchen</b> designs and cabinetry from a consumer co-op. Semi-custom <b>bathroom</b> vanities.

Every Google search result has at least 3 parts:

**Title:** The first line is the title of the webpage. It usually appears in blue; it turns purple after you've clicked it. When you click the title, it takes you to the home page of the site.

**URL:** The web address for page - automatically appears in green on the second line.

**Description:** A/K/A the “metadescription” - see next slide

# 3. Page Descriptions

Catering - Beets & Barley

[www.beetsandbarley.com/catering.html](http://www.beetsandbarley.com/catering.html) ▼

Description

Free delivery to Amherst, Easthampton, Hadley, Hatfield, Holyoke, Northampton, South Hadley, South Deerfield, Sunderland, Whately and Williamsburg.

- Create a concise, readable summary of the page's content to entice us to visit your page.
- You don't have to use complete sentences.
- Include primary and secondary keywords if possible, but only if they add to the description.

# 4. Image Titles & Descriptions



**Image title:**

Dragon-Systems-Plush-Toy

**Image description (Alt Text)**

Photo of a Dragon Systems plush toy, a giveaway item that demonstrates the power of symbols.

**Image for Blog Post Titled:**  
**How to Use the Power of Symbols**  
**Keyword: “Power of Symbols”**

File name: Dragon-Systems-plush-toy.jpg	
File type: image/jpeg	
Uploaded on: February 7, 2017	
File size: 12 KB	
Dimensions: 300 x 216	
URL	<input type="text" value="http://goodeggmarketing.com/wp-content/upload:"/>
Title	<input type="text" value="Dragon-Systems-plush-toy"/>
Caption	<input type="text"/>
Alt Text	<input type="text" value="Photo of a Dragon Systems plush toy, a giveaway it"/>
Description	<input type="text"/>
Uploaded By	Myrna Greenfield
Uploaded To	<a href="#">How to Use the Power of Symbols</a>

# Links Are Also Essential

- Links from other sites to yours—especially from “quality sites” are essential for SEO
- A quality site:
  - Is seen as authoritative on a topic or industry
  - Get lots of visitors spending time on it
  - Has high SEO ranking
- Internal links within your site also help.

# Think “Mobile First”



[Flexbox](#), Creative Commons

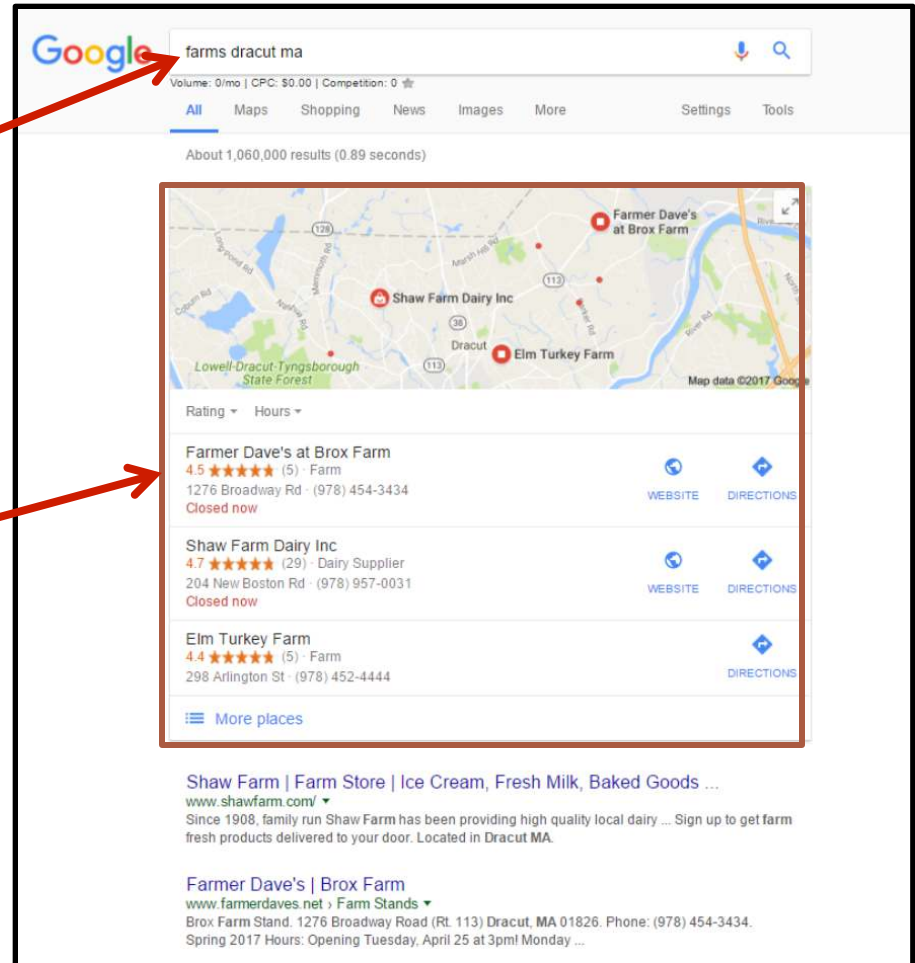


# Google's Local 3-Pack

User searches for  
“farms dracut ma”

Google's “Local 3-Pack”  
showcases the 3 farms  
in Dracut that it has  
assessed as the most  
relevant.

This is wonderful free  
promotion!



# More SEO Tips

- Focus on quality, not quantity.
- A simple, up-to-date, fast-loading site with a clear purpose is better than a large, out-of-date, slow-loading site
- Getting people to spend time on your site helps your SEO.

# Keep Your Site Updated

- Google rewards fresh content
- Blogging's great—if you can keep it up
- Create a place on your site to post updates



[Alexander Baxevanis](#), Creative Commons

# Analyze Your Web Traffic



Google Analytics

Google

Search Console



# Get **MORE** from **Online** **Directories &** **Review Sites**

# Google My Business



## Claim your free listing

# Search: farmer dave's dracut ma

**"Knowledge Panel":**  
A box with extra information about your business that Google may choose to display when users search for you.

Google Reviews help you get a better listing

The screenshot shows a Google search for "farmer dave's dracut ma". The search results include a Knowledge Panel on the right, which is highlighted with a red box. The Knowledge Panel displays a photo of the farm, a map, and the name "Farmer Dave's at Brox Farm" with a 4.5-star rating and 5 Google reviews. Below the Knowledge Panel, there are several search results for "Farmer Dave's", including a CSA, a home page, and a local food guide. The Knowledge Panel also includes a "See photos" button, a "See outside" button, and a "Send to your phone" button. The search results on the left include a link to the farm's website, a link to the farm's CSA, and a link to the farm's Facebook page. The Knowledge Panel is a box with extra information about the business that Google may choose to display when users search for you. Google Reviews help you get a better listing.

# GMB Insights

Good Egg Marketing

HOME

INFO

PHOTOS

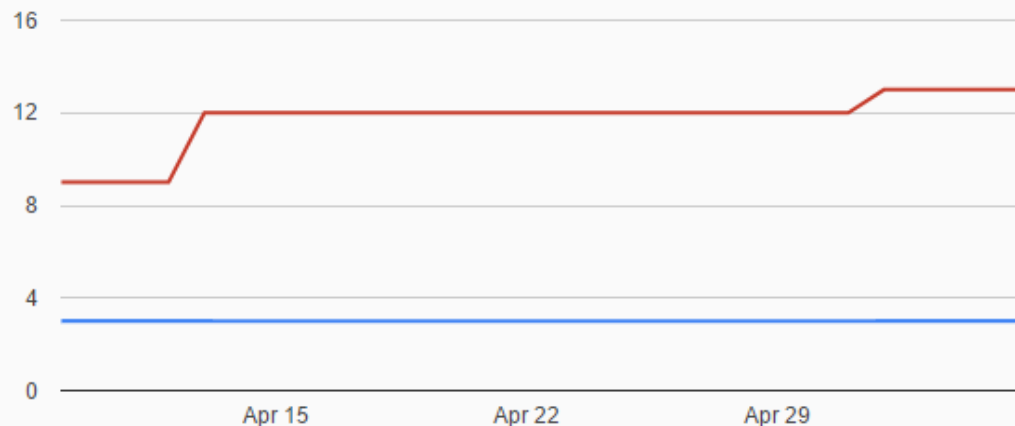
REVIEWS

INSIGHTS

## Photo quantity

The number of photos that appear on your business, compared to photos from other businesses

1 month ▾



Google My Business Insights

☒ You  
3

☒ Businesses like you  
13

Google points out that we have fewer photos posted than similar businesses



# Other Directories

- Look for other directories
  - Product and service directories
  - Industry or topic directories
  - Local directories
- Google your competitors to see where they're listed.



# Creating Effective Listings

- Use consistent spelling and punctuation
  - Search engines can't reconcile the differences
  - St. does not equal Street
- Make info easy to find on your site
- Use high quality photos and images to tell your story
- Keep a file with all the info for listings

# Review Sites




# Don't Give Up on Yelp



# Don't Forget About Bing



 **Bing** places for business

 **Bing** webmaster tools



**Questions**

**&**



**Answers**