



10 Ways to Improve Your Google Presence

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THE BASICS



What is SEO?

Search engine optimization

What is meta data?



Data about data

How does a search engine work?

Very carefully and very covertly

LET'S TALK ABOUT GOOGLE

Google's business plan:

-  Create a user base that includes everyone
-  Let advertisers pay for search terms

1

THINK OF YOUR WEBSITE AS AN **ECO-SYSTEM**

- Categorization
- Hierarchy
- Accessibility
- DON'T create backdoors / silos
- DON'T duplicate content
- DO repurpose existing pages with fresh content

2

OPTIMIZE YOUR META DATA

- Root domain (e.g. reverb.com)
- Page URL
- H1 tag
- Meta title
- Meta description
- Content
- Image alt tags

ROOT DOMAIN & PAGE URL

ROOT DOMAIN



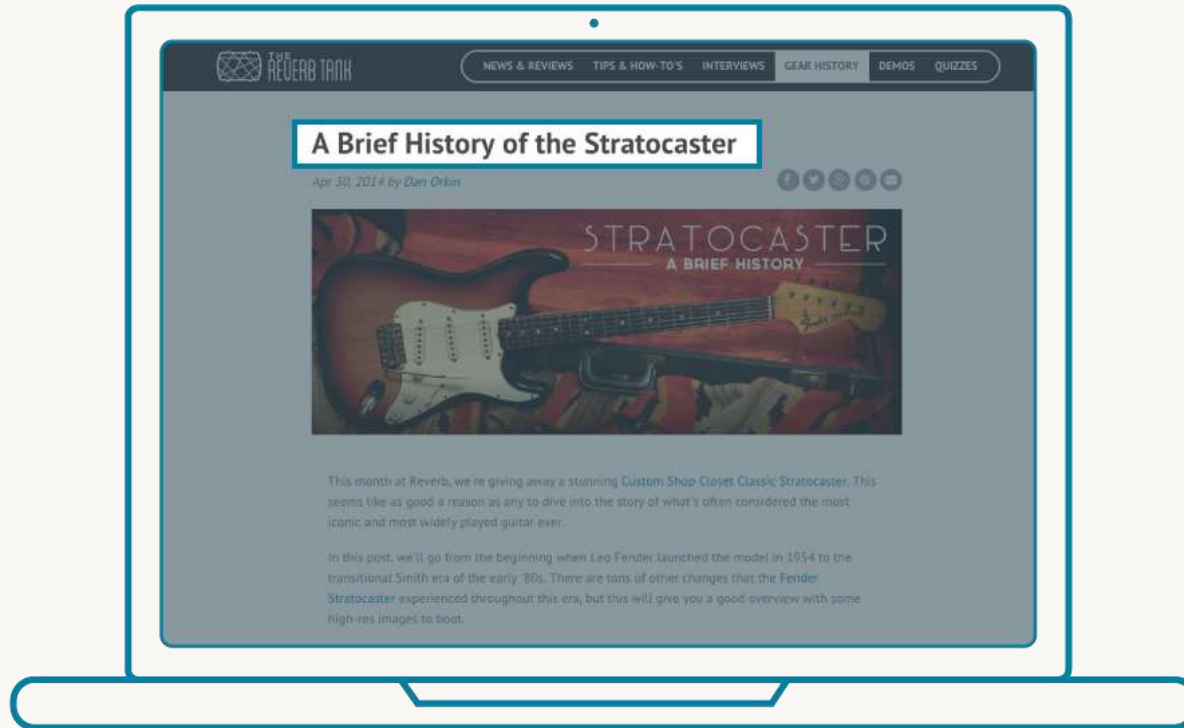
<https://reverb.com/blog/a-brief-history-of-the-stratocaster>



PAGE URL

H1 TAG / PAGE HEADLINE

H1 TAG / HEADLINE



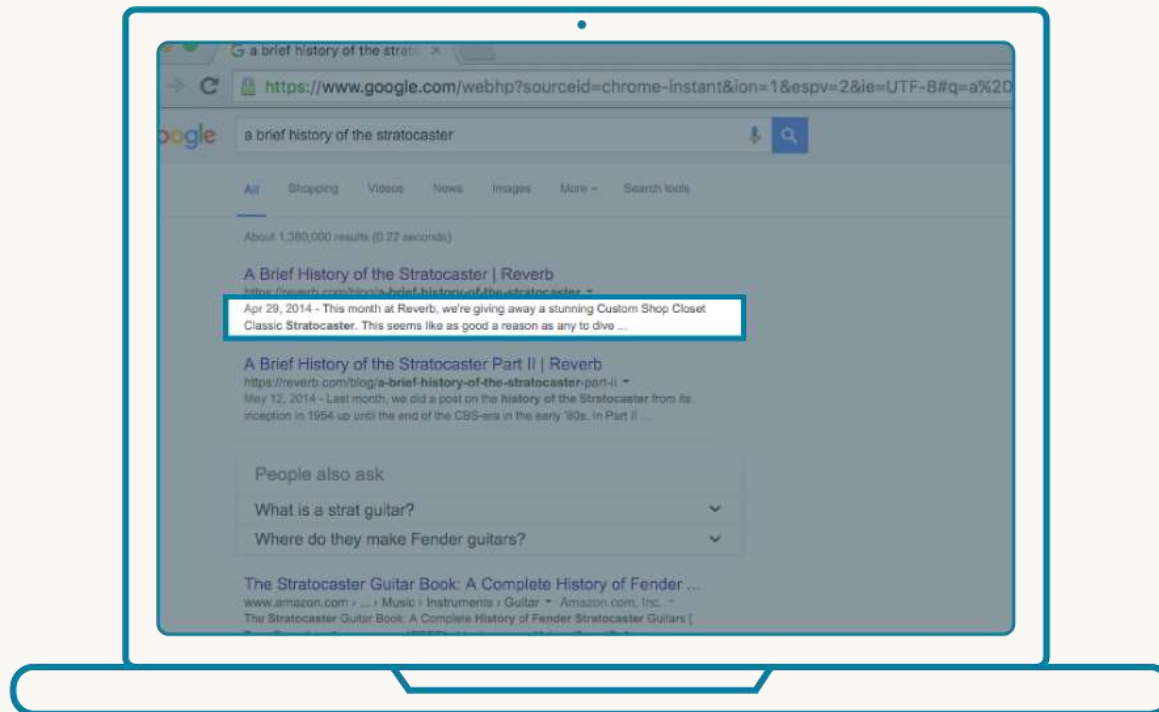
META TITLE

META TITLE



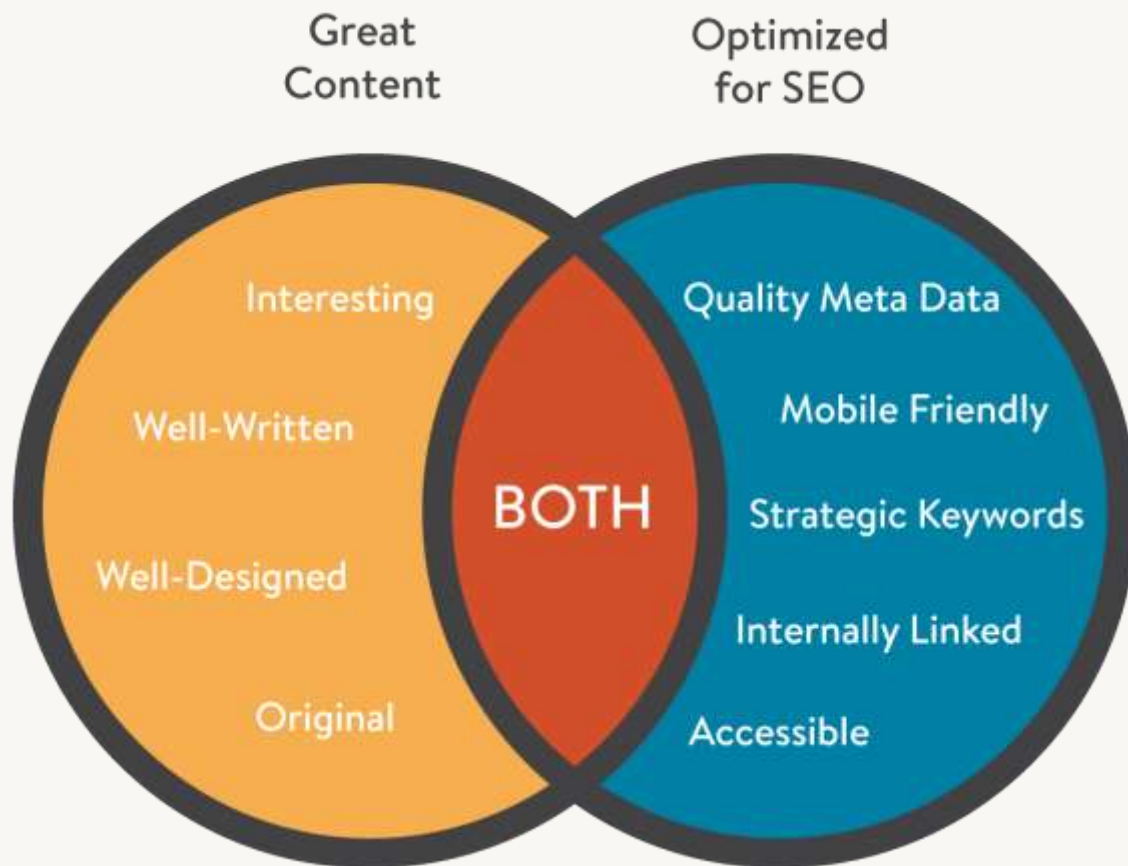
META DESCRIPTION

META DESCRIPTION








3

CREATE GREAT CONTENT



4

DO YOUR KEYWORD RESEARCH

Ad group ideas		Keyword ideas	
Keyword (by relevance)			Avg. monthly searches ?
jimmy page guitar			1,900
john bonham drum set			1,000
john bonham drum kit			390
led zeppelin instruments			20
led zeppelin rig			10
gear of led zeppelin			–

5

LINK CONTENT INTERNALLY

- Encourage users to explore
- Link products to brands, blogs articles to products, etc.
- Make pageviews a key metric

6

ACQUIRE BACKLINKS

- Look for domain authority
- Partner with bloggers and other content websites
- Great content will get shared / picked up

7

BE PATIENT



Hunting

vs



Gardening

- It may get worse before it gets better
- A lot of littles add up over time

8

MAKE FREQUENT UPDATES

- Host a blog
- Regularly revisit page copy and images
- Keep your homepage fresh

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USE SEO TOOLS

- Google analytics
- Google alerts
- Google keyword planner
- Google webmaster tools
- SEO software

10

MANAGE YOUR WEB PRESENCE

- Your website
- Social media
- YouTube
- Google places
- Yelp
- Review sites
- Forums

CREATE GREAT CONTENT

