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Grow Your Business

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Teachers of Popular Music

**AMRO STUDIO**

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Google Search

I'm Feeling Lucky

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**500+**



## **Three Principles to ranking high on Google**

1. Trust
2. Authority
3. Relevance

$$\frac{\partial}{\partial a} \ln f_{a, \sigma^2}(\xi_1) = \frac{(\xi_1 - a)}{\sigma^2} f_{a, \sigma^2}(\xi_1) = \frac{1}{\sqrt{2\pi\sigma}} \exp\left\{-\frac{(\xi_1 - a)^2}{2\sigma^2}\right\}$$

$$\int_{\mathbb{R}_n} T(x) \cdot \frac{\partial}{\partial \theta} f(x, \theta) dx = M\left(T(\xi) \cdot \frac{\partial}{\partial \theta} \ln L(\xi, \theta)\right)$$

$$\int_{\mathbb{R}_n} T(x) \cdot \left(\frac{\partial}{\partial \theta} \ln L(x, \theta)\right) \cdot f(x, \theta) dx = \int_{\mathbb{R}_n} T(x) \cdot \left(\frac{\frac{\partial}{\partial \theta} f(x, \theta)}{f(x, \theta)}\right) \cdot f(x, \theta) dx$$

$$\frac{\partial}{\partial \theta} M T(\xi) = \frac{\partial}{\partial \theta} \int_{\mathbb{R}_n} T(x) f(x, \theta) dx = \int_{\mathbb{R}_n} \frac{\partial}{\partial \theta} T(x) f(x, \theta) dx$$



## Strongest factors contributing to high rankings...

- Keyword Relevance
- Performance (*Bounce Rate, Click Through Rate, Time, etc*)
- Local
- Domain Visibility (*Links, Authority*)
- Site Speed
- Organization
- Mobile Friendly & Secure



## Keyword Strategy

Who is your target customer? What will they be searching for?

Keywords should be laser-focused, not generic.

Long-tail keywords – three or more words



## Keyword Research

Google Analytics – find keywords currently ranking.

Keyword tools – Google's Keyword Planner, Ubersuggest, SEMrush

Look for related words & phrases



## URLs – Web Address

Use English, not gibberish.

✗ <http://mysite.com/~blog1/page21/post321.aspx?31>

✗ <http://mysite.com/beginnertrumpets>

✓ <http://mysite.com/beginner-trumpets>



## Use your Keywords

Incorporate keywords, naturally but don't over do it.

Incorporate Keywords in Headings (h1, h2, h3)

Meta Data, Navigation Text, Internal Links

Avoid misspellings, duplicate content and poorly researched items.



Trumpets, Trumpets, Trumpets.

Jim's House of Trumpets is full of trumpets. Big trumpets, small trumpets, purple trumpets, left-handed trumpets, right-handed trumpets, kazoo trumpets, old trumpets, new trumpets, free trumpets, expensive trumpets, glow in the dark trumpets, magic trumpets, quiet trumpets, in-tune trumpets.

Trumpets Trumpets Trumpets



How WE see it...



How Google sees it...

```

```



## Incorporate Keywords into Attributes

Use descriptive file names...not camera default.

Use **Alt Tags** and **Image Titles**, Descriptions

Reinforce pictures with text.

Optimize for web...reduce file size.

```

```



# Update Content Regularly

2 -3 times per week

Create an Editorial schedule and stick with it.

Mon	Tue	Wed	Thu	Fri
2 New Issue Flyer - P...	3	4 Teacher Contest	5	6
9 About Us Video	10	11	12 Print Music Feature	13
16 Employee Feature :...	17	18 Sale Flyer	19	20 How To: Clarinets
23 Welcome New Stu...	24	25 Roland Video: LX-17	26	27
30 Director Year End...	31	Jun 1 Summer Repair Cli...	2	3

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## Local SEO

Join Google+

Locations have an advantage

Yelp, Yahoo, Bing...

used pianos memphis

About 352,000 results (0.66 seconds)

Shop for used pianos memphis on Google

Williams Overture 2 \$599.99 Guitar Ce... In store	Kawai Piano, Model \$800.00 Faust Harris...	Musician's Gear Padded \$29.99 Guitar Ce... (6)	Yamaha Piano, Model \$2,890.00 Faust Harris...	Yamaha U1 48\"/> \$3,990.00 Caruso Piano...	Yamaha Piano, Model \$4,950.00 Faust Harris...

Rent a Piano Today - Teacher approved Start at \$19.99  
www.lanemusic.com/ New and Used Pianos  
3775 Central Ave, Memphis, TN

Rating -

<b>Amro Music Stores Inc</b> 4.7 ★★★★★ (49) · Musical Instrument Store 2918 Poplar Ave	
<b>Piano World</b> No reviews · Piano Store 4447 Summer Ave	
<b>Circle Music Center</b> 4.8 ★★★★★ (22) · Musical Instrument Store 5124 Poplar Ave #106	

More places

**Pianos | New & Used Pianos | Amro Music**  
www.amromusic.com/pianos  
Looking for Pianos in Memphis? Amro Music is the Mid-South's largest piano store. Hundreds of new & used pianos, pianos for rent, player pianos, and piano ...

**Amro Music: #1 Music Store in Memphis, TN**  
www.amromusic.com/





## Technical Issues

### HTTPS & Secure Sites (SSL)

- Almost 50% of Top 10 listings use SSL

### Organization – is my site easy to navigate/use?

- Use bullet lists to break up big chunks

### Mobile Friendly



## **Focus on User Experience**

Speed – how fast does my site load?

Bounce Rate – can people find what they are looking for?

Time on Site – how long are people staying?

Click through Rate



# Trends



## Build for Intent – Search Disruption

Less about keywords; more about natural phrases

“Voice” Search - Siri

“Trumpet Repair”

“How to fix a trumpet”

“Trumpet will not make a sound.”



## Other Trends

Secure websites (SSL/HTTPS)

More Mobile searches – responsive design

More focus on Local & Social content

Cross-channel marketing – “retargeting”



# Working With an SEO Specialist



## **When do I need an SEO specialist?**

Get your house in order first

Reached your level of comfort or spending too much time

Redesigns are a great time to bring in an expert

Old methods of advertising are not working



## **Questions to ask potential SEO companies**

How often will we meet to discuss results?

How will you update me with changes and results?

How will you improve our search engine ranking?

Can I still control my website and Google Analytics?

Will you share some of your previous successes with clients?



## **How to get the most out of your “partnership”**

Regular progress reports with statistics & initiatives

Regular meetings to discuss strategy & focus

Use Google Analytics to monitor your progress

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**Thanks!**

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# Tools



## Tools & Resources

[searchengineland.com](http://searchengineland.com)

[Moz.com](http://Moz.com)

[Google PageSpeed Insights](#)

[Google's SEO Guidelines](#)

[Website Grader](#)

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