
Understanding & Implementing Search Engine Optimization



Organic vs. Paid Results:

- For most searches, you will receive a combination of paid and organic search results
- Paid results are ordered based on what the website owner is willing to pay per click and how relevant the website is to the search terms
- Organic results are ordered based on how relevant the website is to the search terms
- Placement in organic results can be improved by optimizing your website for search engines – this practice is called SEO

Organic vs. Paid Results:

- Paid advertisements will appear at the top of the search results page
- They will have the word Ad displayed next to their URL
- These campaigns are run through Google AdWords

Aqua Plumbing & Air - A+ BBB Rated - aquaplumbingsarasota.com
Ad www.aquaplumbingsarasota.com/ ▾
Free Service With AC/Heating Repair. Serving Sarasota & Nearby Areas. Call Now!
📍 8283 Vico Ct, Sarasota, FL

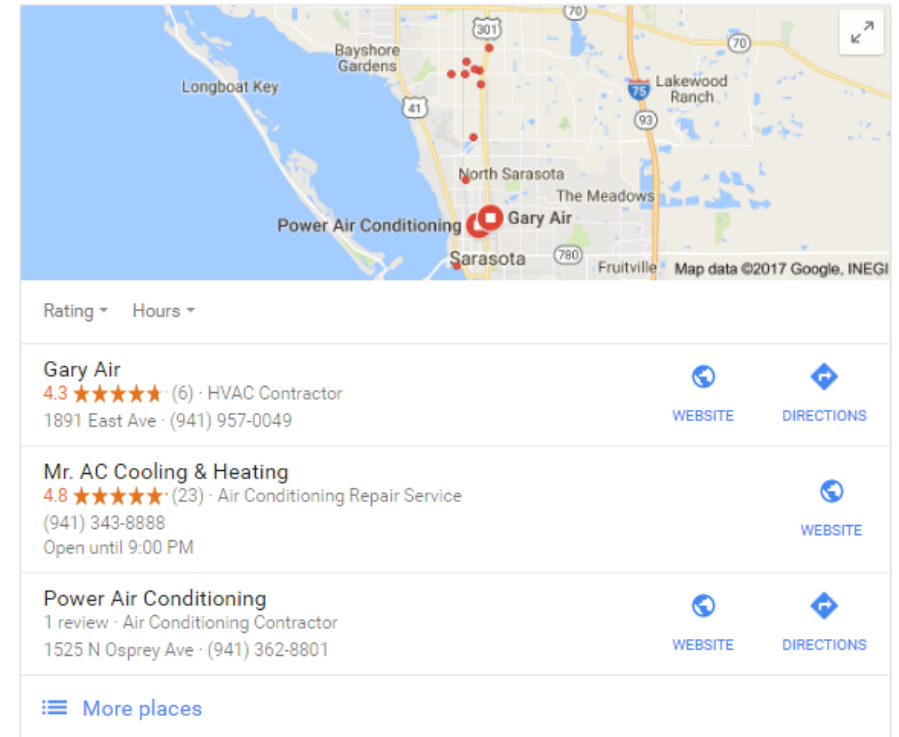
Air Conditioning Repair - 15 Years Experience. Open 24/7
Ad www.fairwayheating-cooling.com/AC/Repairs ▾
Affordable & Reliable AC Repair Services! Stay Cool & Save. Call For Specials.
Over 15 Years Experience · Call Us 24/7 · BBB A+ Rating · \$39.95 Maintenance Fee
Services: AC Replacement, AC Repairs, AC Installation, HVAC Repair, Commercial HVAC Repair, Furnac...

Longboat Key AC Repair - onehourair241.com
Ad www.onehourair241.com/AC_Repair ▾
Save On Air Conditioning Repairs. Call One Hour AC & Heating Today!
Categories: Air Conditioners, Furnaces, Heat Pumps, Air Handler, Boiler...
About Us · One Hour Air Guarantee · Our Code of Ethics · Our Satisfied Customers · Special Offers
📍 410 22nd Street, E Bradenton, FL

Air Conditioning Repair - \$49 Anytime Service Call
Ad www.mytampaairconditioning.com/ ▾
Before any repairs are made we'll quote you a firm, flat rate to fix the problem
Knowledgeable · Upfront Pricing · 100% Guarantee · Certified · A/C Insurance
Residential Services · Commercial Services · Testimonials · Schedule Your Service

Organic vs. Paid Results:

- The display order of websites in organic searches is determined based on proprietary algorithms
- Google does share some of the factors that go in to how they order organic search results
- Search Engine Optimization can improve a website's organic search results



25 Best Air Conditioning and HVAC Services - Sarasota FL

www.homeadvisor.com › Pro Ratings & Reviews › Florida › Sarasota ▾

Hire the Best HVAC and **Air Conditioning** Contractors in Sarasota, FL on ... to providing our clients with the very best in installation, service, and **repair** .

McCutcheon's Air Conditioning Repair And Installation Sarasota FL.

<https://www.keepingssarasotacool.com/> ▾

Sarasota's Premier **AC repair** and installation company - Sean McCutcheon's Air Conditioning - "Providing Comfort and Trusted Advice When You Need It Most."

Air Conditioning Repair in Sarasota & Bradenton, FL

www.aquaplumbingsarasota.com/services/air-conditioning-repair ▾

Aqua Plumbing & Air specializes in **air conditioning repair** & ac servicing in the Sarasota, Bradenton, & Manatee FL areas. Call 941-306-3715 now for service.

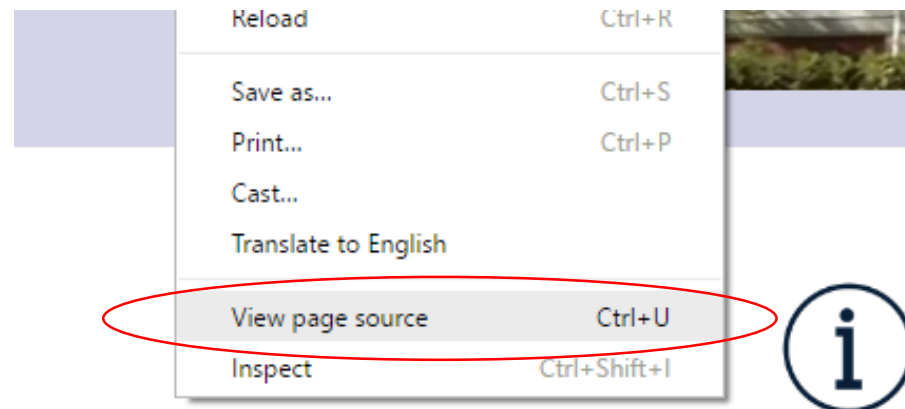
An Introduction to SEO:

- Your programmer has likely already incorporated certain elements of SEO into your website
- To check out how successfully your website uses SEO, run an organic Google search using keywords related to your business
- If you'd like to improve your search results, try making some of the changes listed in the rest of this presentation



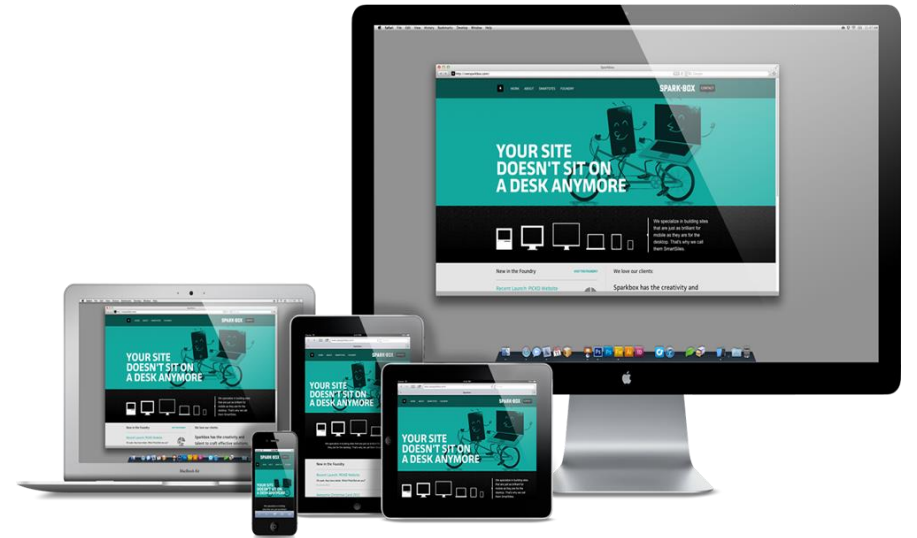
Follow Along (If You Want):

- It's likely your programmer will be able to make the majority of these SEO improvements pretty easily
 - With the notable exceptions of responsiveness, social media and content updates
- However, if you'd like to get a better look at your site's inner workings, try looking at the source code as your read the rest of this presentation
 - Right click on your site's home page and select "View page source"
 - Then use Ctrl+F (PC) or Command+F (Mac) to find the different SEO elements we discuss within your site's code
 - Some aspects of SEO are easier to view on your site than in the code (like anchor text)



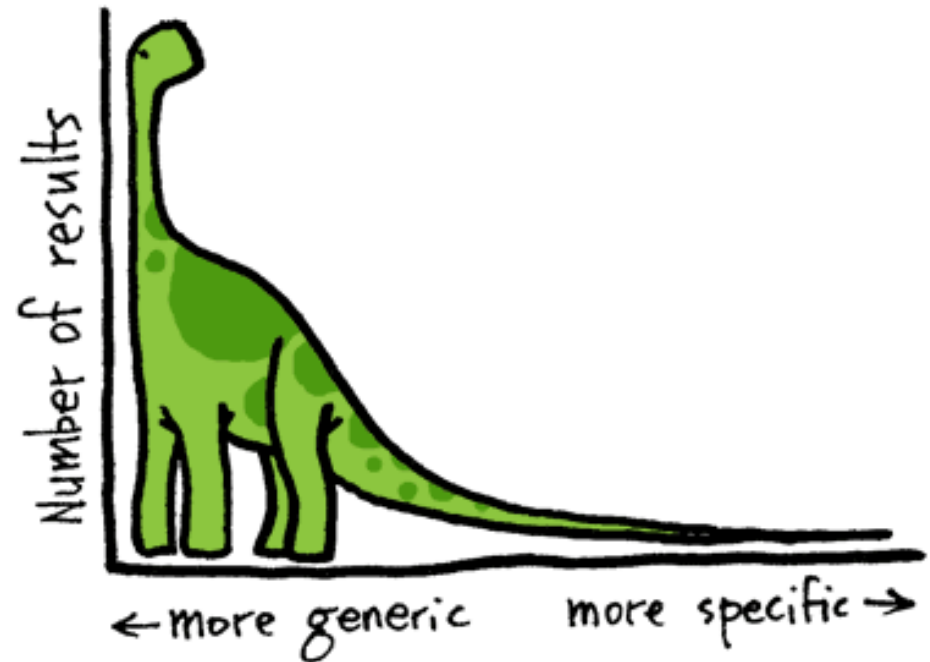
Responsiveness:

- Responsive sites can be accessed effectively across platforms (PCs, phones, iPads, etc.)
- Google gives preference to responsive sites – they're more likely to appear toward the top of search results
- Responsive sites are MUCH easier for customers
 - According to SimilarWeb's State of Mobile Web US 2015 Report, roughly 56 percent of consumer traffic to the leading US websites was from mobile devices
- If you take one thing away from this presentation, it should be the importance of a responsive site!



Keywords:

- Think carefully about your keywords
 - Put yourself in the mind of your customers – what would they search?
- Be creative with your keywords
 - Ex. “Window Treatments, blinds, energy savings credit”
- Don’t pack your copy with keywords
 - Google is smart and it knows if you’re doing this
 - Customers will also find the site annoying and unhelpful
- If you’re running a Google AdWords campaign, remember that more common keywords are more expensive
 - Be specific but not obscure



Title Tags:

- Title tags appear in the tabs at the top of your browser
- They should be descriptive and vary from page-to-page
- They should accurately reflect the content on each page
- They should be between 50 and 60 characters
- They don't require punctuation but should be neither all caps or all lowercase

Title tags in practice:



Title tags in code:

```
3 <head><meta http-equiv="X-UA-Compatible" content="IE=edge"><script src="//tags.tiqcdn.com/utag/3m/en-us/prod/utag.sync.js"></script></head>
4 <title>Window film & window tint for your car, home or business - 3M Window Films | 3M United States</title>
5 <meta charset="utf-8">
6 <meta name="viewport" content="width=device-width, initial-scale=1.0">
```

*If you're following along and you'd like to see your own title tags, search "title."

Meta Tags:

- Meta tags should vary from page-to page
- The meta tag on your homepage will likely be used as your Google snippet, so be sure to include a call-to-action and a phone number
- They should accurately reflect the content on each page
- They should be no more than 160 characters
- They should be grammatically correct

Meta tags in practice:

Window film & window tint for your car, home or business - 3M Window ...
www.3m.com/3M/en_US/company-us/all-3m...3M.../Films/Window-Films/?...
3M invented **window films** 50 years ago, and we've spent the past five decades innovating and improving them. As a world leader in adhesive and film ...
[Automotive Window Solutions](#) · [Building Window Solutions](#) · [Dealer](#) · [Contact Us](#)
You've visited this page 3 times. Last visit: 1/26/17

Meta tags in code:

```
14 <meta name="Description" content="3M's window films and window tint  
provide energy savings, sun control, privacy and protection,  
improving comfort and security in your home, office and car. Read  
customer reviews and product ratings.">  
15 <meta name="Keywords" content="511-111-1111">
```

*If you're following along and you'd like to see your own meta tags, search "meta" and look for the tag titled "Description."

Image Optimization:

- Use descriptive names for every image
 - Ex. 3M_Prestige_Commercial.jpeg
- Give each of your images an alt tag (except for decorative images)
 - Alt tags should accurately describe what a viewer sees in the image
 - Don't stuff Alt tags with keywords, but use them as appropriate
- Make sure your image files aren't too big
 - Large image files can slow down your website
 - Amazon found that it would lose \$1.6 billion/year if it's pages loaded just one second slower



*If you're following along and you'd like to see your own alt tags, search "alt." If you see alt="", that means the image in that bit of code does not have an alt tag attached to it.

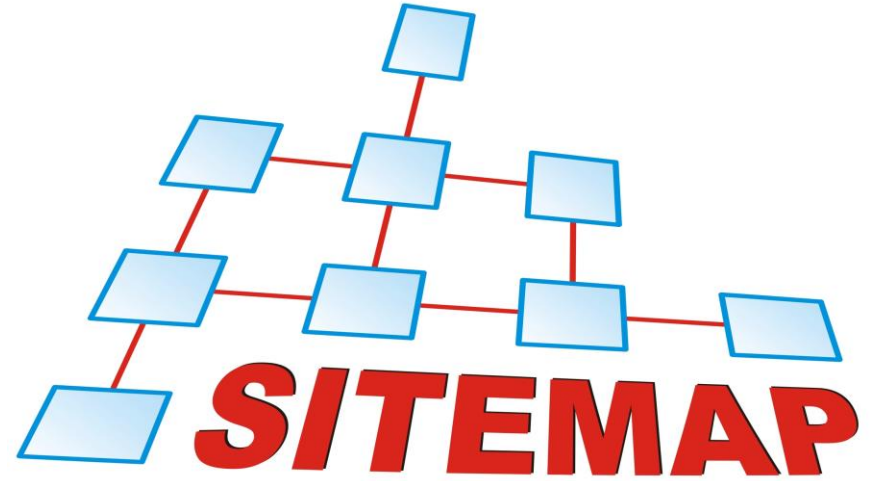
Anchor Text:

- Anchor text basically refers to the links on your site
- The way a webpage is described in anchor text helps Google determine its contents
 - Avoid using terms like “click here” or “learn more” as anchor text as they don’t provide any context about the contents of the page
- Anchor text not only refers to links in copy, but also navigation
 - Avoid using exclusively animated navigation (like dropdown menus) as it tends to limit the amount of anchor text linking between pages on your site



Sitemaps:

- Ask your programmer to add an XML sitemap to your website
- A Sitemap is basically a list of all the pages on your site
 - Keep in mind, Google gives preference to sites with more indexed pages
- Sitemaps help Google determine a page's content
- Crawl your website and make sure all URLs are pulling a healthy 200 status code ... also be sure to fix and broken links



*If you'd like to check if your site has a sitemap, visit this [sitemap test website](#) and simply enter your URL.

Headline Text:

- In HTML code, programmers can use headline tags to give text different weights
- Headline sizes range from h1 (the biggest) to h6 (which is still bigger than normal copy)
- Effectively using headline text can help you show Google which content is most important
- Try to incorporate keywords into your headlines and make sure the headlines reflect the page's overall topic



*If you're following along and you'd like to see your own headline tags, search "h1," "h2," "h3," etc. Headlines come in sizes 1 through 6. The information in h1 should be the most important.

Social Media continued:

- Photos improve any social media post ... ask your installation team to take pictures of their work
- Make it personal
 - Social media gives you a unique opportunity to personally connect with your customers without having to have them in front of you
- Encourage your customers to post reviews on Facebook, Yelp and other social media sites
 - Consider sending follow-up emails to each customer thanking them for their business and asking them to post on their favorite review site



Content is King:

- Improving your SEO will help get customers to your site, but engaging content will keep them there
- Pictures are worth 1,000 words – it's a cliché for a reason
- Pull content from 3M Dealer Advantage
- Incorporate Videos
 - Google gives preference to sites that tend to engage users longer – videos can help!
- Make sure each page's headline accurately describes its contents



A Few Tips on Paid Searches...

- Make sure the landing page to which you're directing customers is SEO optimized
- Be sure to use the "negative keyword" function to your advantage. For example, you can use the function to eliminate film searches related to movies, not window film
- Be sure to link your campaign to your Google Analytics account so that you can gather insights into how people are using your site
- Keep track of the keywords that are working for you and reinforce them on your website



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