

The



Universe

Special Presentation

Google SEO, Business and Ads

Google's Web Based Tools for improved
Productivity and Communication

G. William James

Handheld Computer Solutions

How To Keep In Touch

www.gwilliamjames.com

william@gwilliamjames.com

@MyGWilliamJames



Handheld Computer
Solutions



G. William James



GWJ2000



G. William James



- Black Enterprise Magazine's "Master Of The PDA"
- Google Apps For Business Affiliate
- Member, National Speakers' Association

Career Highlights

- ❑ 1980s Executive Forums, Inc. Presented time management workshops
- ❑ 1999 Corporate speaker for Palm, Inc. on the power of the PDA
- ❑ 2004 National Presenter for the launch of the original Supra eKey & iBox
- ❑ 2008 Introduced 1st Gen iPhone as a Realtor tool
- ❑ 3-Time Presenter to The National Association of REALTORS® Conference
- ❑ 2005-Today Distinguished presenter of Google Apps for mobile business

william@gwilliamjames.com

Subject Line Only!!!

RE/Max Defined

Exactly What Is Google Business?

Google Business allows any company to connect with a worldwide community by establishing themselves as a legitimate business on the Internet.

Increased traffic and direct engagement with customers can be attributed to having a Google My Business Account.

- Higher ranking possible during Google searches
- Google's result structure keeps results more local and focused
- Mobile search results include instant engagement with customers
- Associates with other Google Apps (Maps, Ads, etc.)

Your Google My Business Profile

Google's search engine is designed to provide each search query with the most up-to-date, relevant and useable results available.

It is also designed to keep you in the search engine if possible, to focus on content and to see paid advertising.

The result is a move away from organic search results and an emphasis on what's called "No Click Searches".

- **Search results often come with highlighted info for quick access.**
- **No need to click on to any websites very often.**
- **More time on a search result screen means more time to see paid ad sites.**

How Does It Work?

Google Business allows any company to connect with a worldwide community by establishing themselves as a legitimate business on the Internet.

- **Get discovered through traditional organic searches**
- **Build customer relationships with direct responses to reviews**
- **Customize your outreach to the public anytime**
- **Update photos, special offers, etc. without your website**
- **Instant engagement on mobile devices**
- **Google prioritizes you if possible in search results**

No Click Searches

Organic Search Results


Google

find realtor in atlanta Ga

× | 🔊 | 🔍







🔍 All | 📍 Maps | 🛒 Shopping | 🖼 Images | 📰 News | ⋮ More | Settings | Tools

About 13,000,000 results (0.58 seconds)



Rating ▾ Hours ▾

⚠ Hours or services may differ

Keller Williams Realty Intown Atlanta 4.3 ★★★★★ (25) · Real estate agency 26.2 mi · 621 North Ave NE #C-30 Open · Closes 5PM · (404) 541-3500	 WEBSITE  DIRECTIONS
PalmerHouse Properties 4.0 ★★★★★ (90) · Real estate agency 30.4 mi · 2911 Piedmont Rd NE Closed · Opens 9AM Tue · (404) 876-4901	 WEBSITE  DIRECTIONS
Keller Williams Realty Metro Atlanta 4.2 ★★★★★ (27) · Real estate agency 25.5 mi · 315 W Ponce de Leon Ave #100 Open · Closes 5PM · (404) 564-5560	 WEBSITE  DIRECTIONS

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Similar results in person

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February 17, 2017
Alberta Bell Realtor Keller Williams Realty Atlanta
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albertabelld07@bellsouth.
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fax (404) 564-9501
mobile (770) 331-6944
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The Justin Landis Group

4.9 ★★★★★ (183)

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Save money by contacting us directly. Ask our agents any question. No strings attached. We are the #1 KW Team in Georgia. Skip the referral networks and Call Us directly.

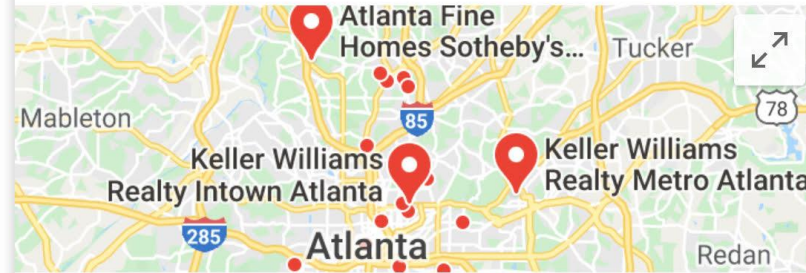
Ad · www.bwarealty.com/ ⓘ

\$500 Flat Fee Listing | Better Way Atlanta Realty | bwarealty.com

We are a licensed real estate team that will list, market and sell your home. Take the stress out...

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Top rated



Hours or services may differ

Keller Williams Realty Metro Atlanta

4.2 ★★★★★ (27)

Real estate agency · Decatur, GA

Open · Closes 5PM



CALL

Keller Williams Realty Intown Atlanta

4.3 ★★★★★ (25)

Real estate agency · Atlanta, GA



CALL

No Click Searches

Organic Search Results

Google

find a hotel in galleria dallas texas

Hotels | Galleria Dallas, 13350 Dallas Pkwy

Thu, May 28 Fri, May 29 2

Top-rated Budget options Luxury stays Deals

The Westin Galleria Dallas
4.5 ★★★★★ (1,935)
Outdoor pool
Free parking
\$212

Le Méridien Dallas by the Galleria
4.2 ★★★★★ (1,040)
Indoor pool
\$99

AC Hotel by Marriott Dallas by the Galleria
4.5 ★★★★★ (231)
Outdoor pool
\$99

Embassy Suites by Hilton Dallas Near the Galleria
4.2 ★★★★★ (753)
COVID-19 responder rooms
\$96

Map view showing location of hotels near Galleria Dallas, including Nordstrom Rack, Planet Fitness, and Target.

View 125 hotels

www.tripadvisor.com › Dallas › Dallas Hotels

THE 10 CLOSEST Hotels to Galleria Dallas - Tripadvisor ...

Hotels near Galleria Dallas, Dallas on Tripadvisor: Find 12962 traveler reviews, 35222 candid photos, and prices for 30 hotels near Galleria Dallas in Dallas, TX.

Sending request...

At-A-Glance

Paid Ads Section



Paid Ads Results





Overview Prices Reviews Location About Photos

The Westin Galleria Dallas


4-star hotel
13340 Dallas Pkwy, Dallas, TX 75240 • (972) 934-9494

[Website](#) [Directions](#) [Book a room](#)


 4.5  Excellent | 1,935 reviews





 Top-rated  Great pool  Free parking  Great dining

Modern hotel set in a shopping mall offering chic rooms, plus a pool & 2 restaurants.

 Stay 1 extra night for an avg nightly rate of \$183

Ads · Check availability ⓘ Nightly price ▾

Check in Thu, May 28 < > Check out Fri, May 29 < >  2 ▾

 Expedia.com	\$249	Visit site
Free cancellation		
☆ Read Real Guest Reviews · Get Instant Confirmation		
📞 Customer support: 24/7 Phone · Email · Facebook · Twitter		
🎁 Expedia Rewards Earn Points Toward Free Travel		
 Hotels.com	\$249	Visit site
Free cancellation		
 Hotwire.com	\$249	Visit site
Free cancellation		
 KAYAK.com	\$249	Visit site

Google

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Rating ▾

Hours ▾



Hours or services may differ

The Justin Landis
Group

Ad 4.9 ★★★★★ (172) · Real estate
24.3 mi · Atlanta, GA
Open 24 hours · (404) 796-7260

WEBSITE

DIRECTIONS

Beazer Homes White
Oak at East Lake

Ad 4.3 ★★★★★ (3) · Home
23.0 mi · Decatur, GA
(470) 344-6695

WEBSITE

DIRECTIONS

Keller Williams Realty
Intown Atlanta

4.3 ★★★★★ (25) · Real estate
26.2 mi · Atlanta, GA
Open · Closes 5PM
(404) 541-3500

WEBSITE

DIRECTIONS

Keller Williams Realty
Metro Atlanta

4.2 ★★★★★ (27) · Real estate
25.5 mi · Decatur, GA
Open · Closes 5PM
(404) 564-5560

WEBSITE

DIRECTIONS

PalmerHouse Properties

4.0 ★★★★★ (90) · Real estate
30.4 mi · Atlanta, GA
Closed · Opens 9AM Tue
(404) 876-4901

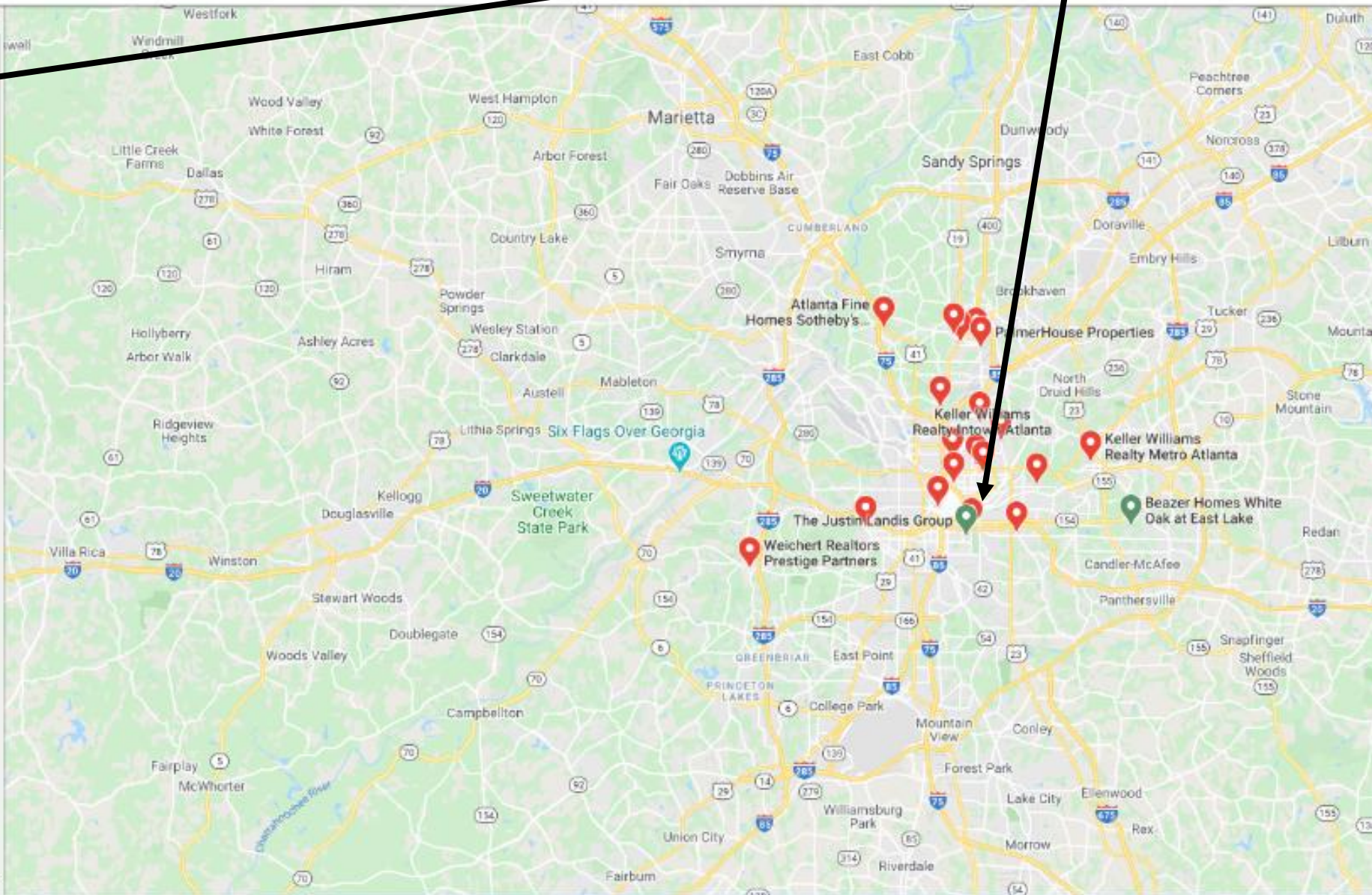
WEBSITE

DIRECTIONS

Atlanta Fine Homes

Paid ads appear
first on the list

Pins on map are
a different color



G. William James Consulting Group

3267 Hideaway Lane
Loganville, Georgia 30052



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Products



Services



Website



Users



Create an ad



Get custom Gmail



Add new location



Manage locations



Verify location

Pending verification

You requested a verification postcard on May 21, 2020. Most postcards arrive within 5 days.

[I don't have a code](#)

[Enter verification code](#)

Complete your listing

Improve your local search ranking and help your customers with a complete profile

50%



Add hours



Add description



Add logo



Let customers message you

Get leads, appointment requests and queries about your products via messaging from customers who view your business on Google Search.



[Turn on messaging](#)

Thinking of preparing for the ACT or SAT? Check out our upcoming LiveOnline free...
[Sign up](#)

May 15, 2020



Wor
Slid

May 15, 2020

May

[Create post](#)

CallJoy: Answer with intelligence

Easy-to-use phone technology for you that works with Google My Business.



[14 days free](#)

Get full access to your Business Profile

Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app.



[Get the Android app](#)

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Claim your \$100 free advertising credit

Educational consultant in Loganville



Ad - <http://www.gwilliamjames.com/>

[G. William James Consulting Group - Prof](#)

G. William James Consulting Group
3267 Hideaway Lane
Loganville, Georgia 30052

Home

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Insights

Reviews

Messaging

Photos

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Website

Users

Create an ad

Get custom Gmail

Add new location

Manage locations

Verify location

The G. William James Consulting Group

Educational consultant

Atlanta, GA
30331

Under review

Service areas
Atlanta, GA, USA

Verify to make this public

Add hours



http://www.gwilliamjames.com/

Appointment links
Add URL

Products
Add or edit products

Services
Add a service

Ad - <http://www.gwilliamjames.com/>

The G. William James Consulting Group - Prof
John Doe YourTown

Start with \$100 in free ad credit

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Start now

Close this business on Google

You can mark this listing as permanently closed or remove it from your account

Mark as permanently closed

Remove listing

Advanced information

Store code Enter store code

Labels Enter labels

Google Ads Enter Google Ads phone

The G. William James Consulting Group

5.0 ★★★★★ (1)

Educational consultant in the Gwinnett County, Georgia



OVERVIEW

REVIEWS

ABOUT



CALL



DIRECTIONS



SAVE



WEBSITE



Loganville, GA 30052



Add business hours



More about The G. William James Consultin...

Top results

<https://www.gwilliamjames.com>

G. William James Consulting Group

Since 1999, G. William James has been providing

Search Engine Optimization

Learn these secrets and increase your rankings



Search Engine Optimization

Learn these secrets and increase your rankings



Search engine optimization (**SEO**) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.

The 3 Top Factors

Of how your sites are ranked during search

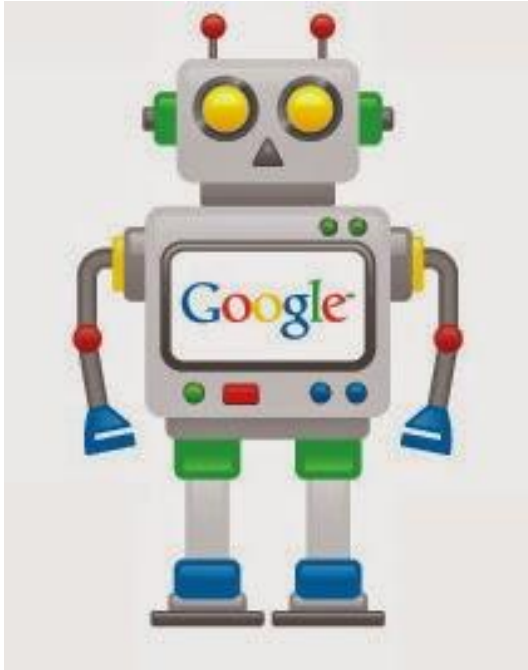


1. Links

2. Content

3. RankBrain

Google's SEO Tools

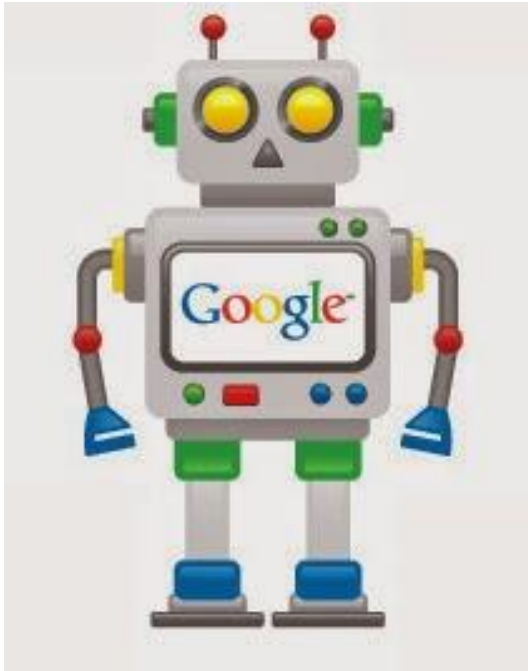


GoogleBot



RankBrain

Google's SEO Tools



GoogleBot

Googlebot is Google's web crawling bot (sometimes also called a "spider").

Crawling is the process by which Googlebot discovers new and updated pages to be added to the Google index.

Google uses a huge set of computers to fetch (or "crawl") billions of pages on the web. Googlebot uses an algorithmic process: computer programs determine which sites to crawl, how often, and how many pages to fetch from each site.

Google's SEO Tools

RankBrain is an artificial intelligence (AI) component of Google's Hummingbird search algorithm.

RankBrain uses machine learning to filter results and improve the way Web pages are positioned in search engine results pages (SERP).

Machine learning software gathers information that is not specifically provided to it.



RankBrain

Google's SEO Tools

How does RankBrain work? as an artificial intelligence (AI) system, it actually learns information from the information that Googlebot has indexed.

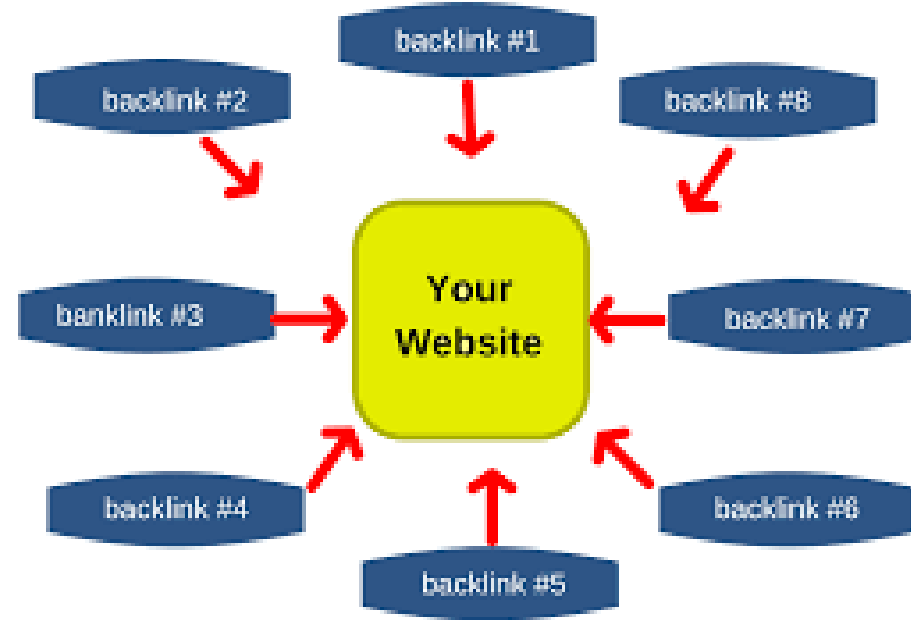
It ranks sites by a number of criteria including:

1. Unique visits to a site
2. Useful, quality content of the site
3. Quality of backlinks to the site
4. Time spent on the site



RankBrain

The #1 Factor: Links



Backlinks are incoming links to a webpage.

When a webpage links to any other page, it's called a **backlink**.

The #1 Factor: Links



Tips to get backlinks

1. Get a link from a trusted authoritative site leading to your site
2. Their text contains a keyword that links to your information
3. The Anchor site is related topically to your site
4. Make sure the link is a “DoFollow” Link on the anchor site
5. Links from multiple sites are better than the same site repeating

The #1 Factor: Links



Possible ways for Realtors to get backlinks

1. Get your content recognized by a real estate blog or magazine
2. Get links to your site on the company's website
3. Writing a blog or a post on social media that gets shared
4. Create sponsored content on social media with backlinks
5. Make sure all of your online content contains links to your site

The #1 Factor: Links



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5. Make sure all of your online content contains links to your site

The #2 Factor: Content



Content Length

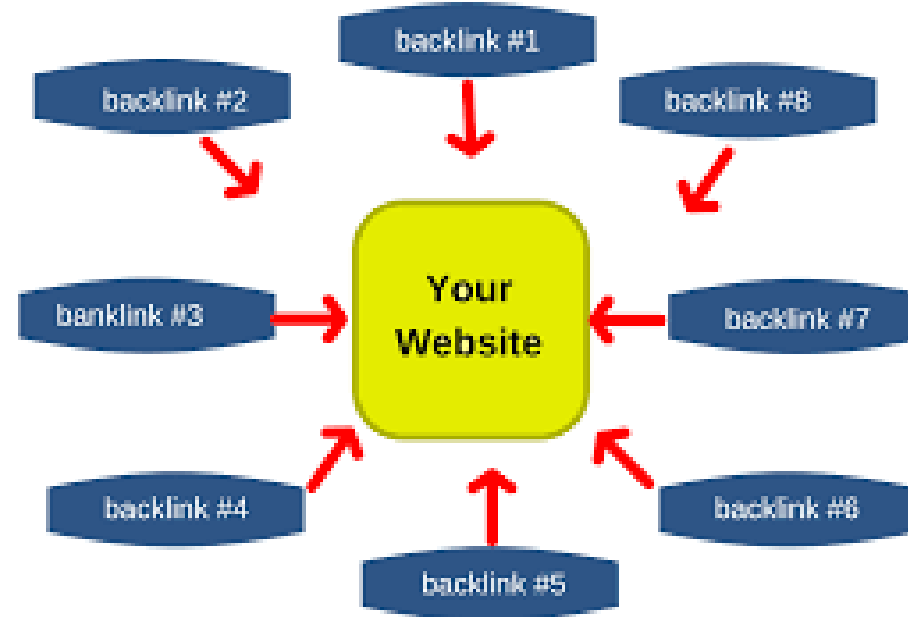
There is no clear rule of thumb regarding the optimal word count for an article, as it varies per subject. However, we do notice that **relatively longer, more comprehensive content** typically achieves higher rankings.

The #2 Factor: Content



Use Google's **semantic search** to optimize keyword targeting in your articles. Semantic queries can be found by browsing the "related search" results at the bottom of the Google search results page. You can use these semantic queries to get a better understanding of related keywords.

The #2 Factor: Content



Content Length

There is no clear rule of thumb regarding the optimal word count for an article, as it varies per subject. However, we do notice that relatively longer, more comprehensive content typically achieves higher rankings. A [study by Niel Patel](#) reveals a correlation between content length and top Google search positions.

Pro Tip

Use [Google's semantic search](#) to optimize keyword targeting in your articles. Semantic queries can be found by browsing the "related search" results at the bottom of the Google search results page.

For example, a search for "content marketing" reveals the following related searches. If you are writing an informational article on content marketing, you can use these semantic queries to get a better understanding of related keywords.

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THANK YOU!



william@gwilliamjames.com