

# **The**



# **Universe**

## **Google My Business, Ads & SEO**

### **How to get discovered in Google Search**

**Google's Web Based Tools for improved  
Productivity and Communication**

**Handheld Computer Solutions  
G. William James**

# How To Keep In Touch

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@MyGWilliamJames



Handheld Computer  
Solutions



G. William James



GWilliamJames



RealGWilliamJames



# 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 1<sup>st</sup> 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!!!**

**2021 SEO Webinar**

# Some Basic Facts About Google SEO

- With 93% of online experiences starting with a search engine, embarking on an SEO
- strategy is certainly the way to go if you want to grow your business.
- The idea is to keep your business ahead of your competition by getting your website ranked higher and quickly on search engines.
- Google search is one of the most popular websites in the U.S.
- Google receives over 3.5 billion searches per day worldwide. ([LiveStats](#))
- In the most recently reported fiscal year, Google's revenue was 181.69 billion US dollars.
- The revenue Google generates is primarily of [advertising revenue](#); in 2020, it amounted to 146.9 billion US dollars.
- The majority of [advertising](#) revenue on Google comes from search advertising. In the U.S, the market leader processed 12.38 billion Google search queries.

(stats compiled by [Statista](#))

# Some Basic Facts About Google SEO

- In the U.S, the market leader processed 12.38 billion Google search queries.
- In the fall of 2020, Google was ranked top amongst the [most visited multi-platform web properties in the U.S.](#) with a little more than 267 million U.S. visitors.
- Since the introduction of Google Search in 1997, all search engines' worldwide market share has been lopsided, with Google taking over.
- Google has overtaken the search engine market, with a 92% market share as of February 2021. This number is continuing to rise.
- One of the largest internet companies worldwide is currently Alphabet, the parent company of Google.
- Google parent company Alphabet's market capitalization as of June 2020 was 977.76 billion U.S dollars.
- Google Search remains Alphabet's core web-based product along with advertising services, communication and publishing tools, development, statistical tools, and map-related products.

(stats compiled by [Statista](#))

# Why Is SEO So Vital To My Business?

- **It helps with better user experience**

The search engines try work in favor of ranking your site as trustworthy.

- **It improves your brand visibility**

You need to make it useful, relevant, and easy for users to find. When users search for a specific product or service, they would expect to see the most relevant online sites that meet their needs.

- **It helps you reach a broad audience**

More people make purchase decisions after doing their research online and on search engines. SEO can help you reach a wide audience without even paying for advertisements.

# Why Is SEO So Vital To My Business?

- **It increases the chances of conversion.**  
Work on your content marketing and increase your organic reach by including a call-to-action function. It can be to fill out a membership form, downloading a white paper, and subscribing to a newsletter.
- **It gives insights into your customers' buying patterns.**  
By utilizing Google Analytics, you can find out information such as demographics, location, age group, and the channels they used to reach your website, time spent, and the types of product pages or contents they read and so on. You can then use this information to help develop or adapt your marketing strategies.
- **It gives you an edge against your competitors**  
With SEO, the chances of you being found over your competitor will get you a bigger pie of your customers, so why wait?  
  
The bottom line is **SEO is essential if you want your business to thrive**. Remember, with a good SEO strategy in place; you will get more online visibility and higher chances of getting more leads.



# Exactly What Is Google My 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?

**With a Google Business presence, your company will get some advantage in search queries, and provides access to detailed information from that screen.**

- **A better customer experience than from 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**

# How Does It Work?

## Multiple practitioners at one location

If the practitioner is one of several public-facing practitioners at this location:

The organization should create a listing for this location, separate from that of the practitioner.

The title of the listing for the practitioner **should include only the name of the practitioner** and shouldn't include the name of the organization.

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

[More places](#)

[www.realtor.com](http://www.realtor.com) · find REALTORS® ▾

**Atlanta, GA REALTORS® & Real Estate Agents - realtor.com®**

Find Atlanta, GA REALTORS(R) here. Select the right Atlanta real estate agent for Atlanta real

Evernote

Similar results in person

**Alberta Bell - Business Card**

February 17, 2017

Alberta Bell Realtor/Keller

Williams Realty Atlanta

Classic email

albertabelld07@bellsouth.

phone (404) 564-9500

fax (404) 564-9501

mobile (770) 331-6944

1 interaction 1 item 0 files

No Click Searches

Organic Search Results

No Click Searches

Organic Search Results

Google

find a hotel in galleria dallas texas

Hotels | Galleria Dallas, 13350 Dallas Pkwy

About these results

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 showing location of hotels near Galleria Dallas, including Nordstrom Rack, Planet Fitness, American Girl, Target, and Hilton Dallas Lincoln Centre.

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

Google

find realtor in atlanta



← 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

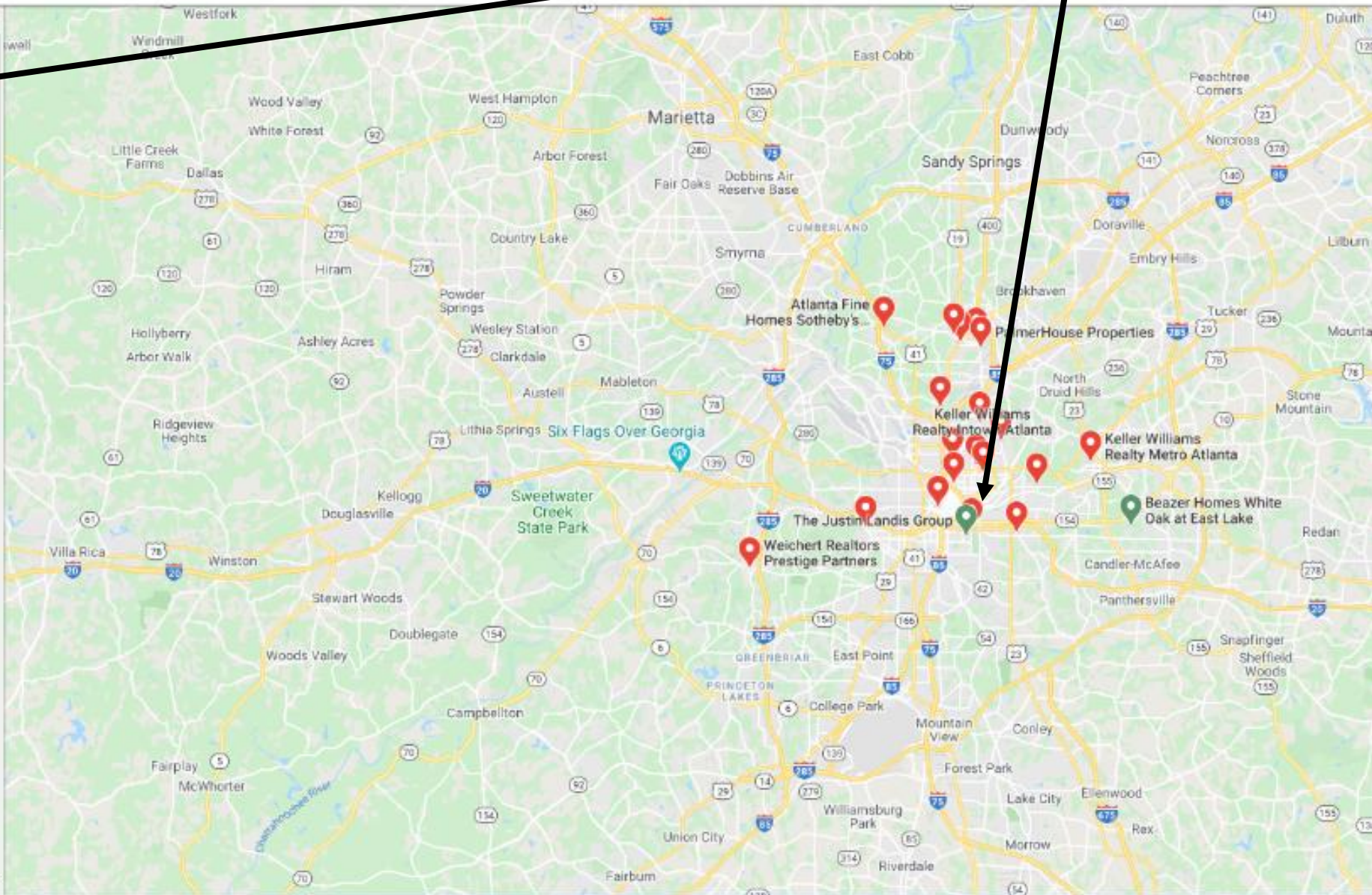
WEBSITE

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](#)

[Get the iOS app](#)

### 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

Posts

Info

Insights

Reviews

Messaging

Photos

Products

Services

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

Show up whenever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

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

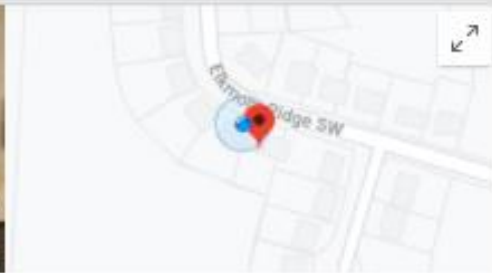
<https://www.gwilliamjames.com>

G. William James Consulting Group

Since 1999, G. William James has been providing



See photos



## G. William James Consulting



Website

Directions

Save

Call

Educational consultant in South Fulton, Georgia · 67 ft

✕ Online classes

**Address:** 2821 Elkmont Ridge SW, Atlanta, GA 30331

**Hours:** Open 24 hours ▾


**Phone:** (770) 866-1229

[Edit your business information](#)

Add missing information

[Add appointment link](#)

Know this place? [Share the latest info](#)

 Send to your phone

Send

Reviews 

Write a review

Add a photo

[Be the first to review](#)

# What Is It To Be Google Screened?

- Google Screened is currently only available in select verticals in the US.
- Google Screened provides you added protection since businesses with this badge go through extensive background and license checks.

On Local Services listings, you will see the Google Screened icon next to these businesses.



## How it works

All firms that have the Google Screened badge must pass a business-level background and a business-owner background check. Additionally, each professional in the business must pass a license check, and in some categories, a background check.

These checks ensure that the professionals you work with have been vetted and provides you added peace of mind as you work with them.

## Who it covers

Only firms that provide professional services including Law, Financial Planning, and Real Estate are eligible for the Google Screened badge.

# How do I get a Google guaranteed badge?

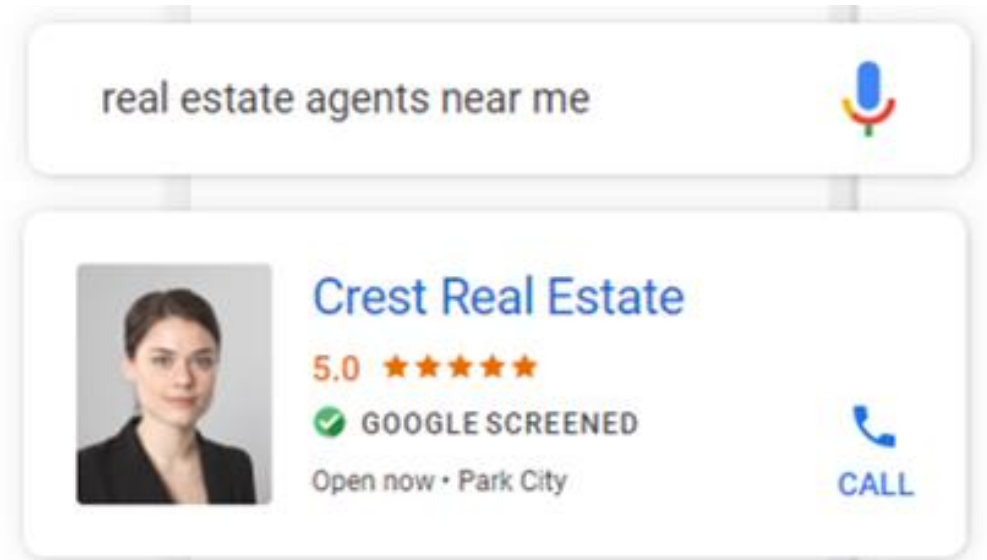
How Does **Google Guaranteed** Work? If your business uses Local Services Ads, you can apply to the program by signing up for [Local Services Ads](#) and applying. If the service is available in your area and you **receive** certification, a **badge** or logo will be displayed next to your ad.

## Earn your badge of trust

- Connect with local customers
- Stand out on Google
- Only available through Local Services

✓ **GOOGLE GUARANTEED** You automatically apply for the badge of trust when you sign up for Local Services Ads. To earn it and get your ad in the Local Services Ads unit, you must pass the Local Services Ads verification process. Licenses may not be required for all verticals. [Learn more](#)

✓ **GOOGLE GUARANTEED**



## Eligibility Check

Real estate agents help buy, sell, or rent property.

Background check requirements:

- Business check

- Owner check

- Professional check

Insurance requirements:

- General liability insurance

License requirements:

- License checks for each real estate agent in the firm

Eligibility

<https://ads.google.com/localservices/signup/eligibility?hl=en&gl=US>



## How to get Google Guaranteed

- Create Your Listing on **Google** My Business.
- Navigate to “Local Service Ads” of **Google**.
- Enter in your NAP (Name, Address, Phone)
- Select and Set your Hours.
- Select and Set your Cities.
- Select and Set your Services.
- Enter License Number.
- Request reviews from clients.





## Reach new customers on Google

Easily advertise on Google Search and Maps with Google Ads

**Start with \$100 in free ad credit** 



### Stand out on Google

 [SEE THE BENEFITS](#)

### Let us do the work

Just write three short lines about your business. We'll create your ad and show it to people searching for what you offer.

 [SEE HOW IT WORKS](#)

### Only pay for what works

Choose your own budget. You'll pay only when potential customers visit your website or call your business.

 [SEE HOW MUCH IT COSTS](#)

# Search Engine Optimization

Learn these secrets and increase your ranking



# 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

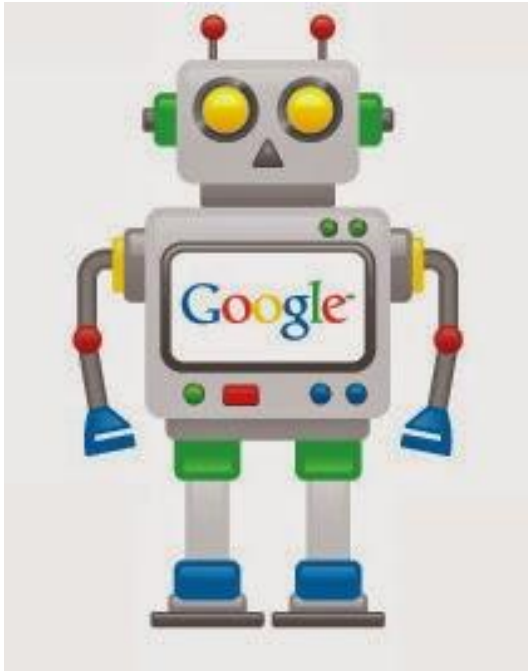


**1. Links**

**2. Content**

**3. RankBrain**

# Google's SEO Tools



**GoogleBot**

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



**GoogleBot**



**RankBrain**

# Google's SEO Tools

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

It ranks sites by a number of criteria:

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

# Google's SEO Tools

## Then There's **BERT**

Natural Language Processing tool that's designed to process words in relation to all the other words in a sentence, rather than one-by-one in order. BERT models can therefore consider the full context of a word by looking at the words that come before and after it—particularly useful for understanding the intent behind search queries.



## Google BERT



# The #1 Factor: Content Is King



## 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.

# Semantic Search

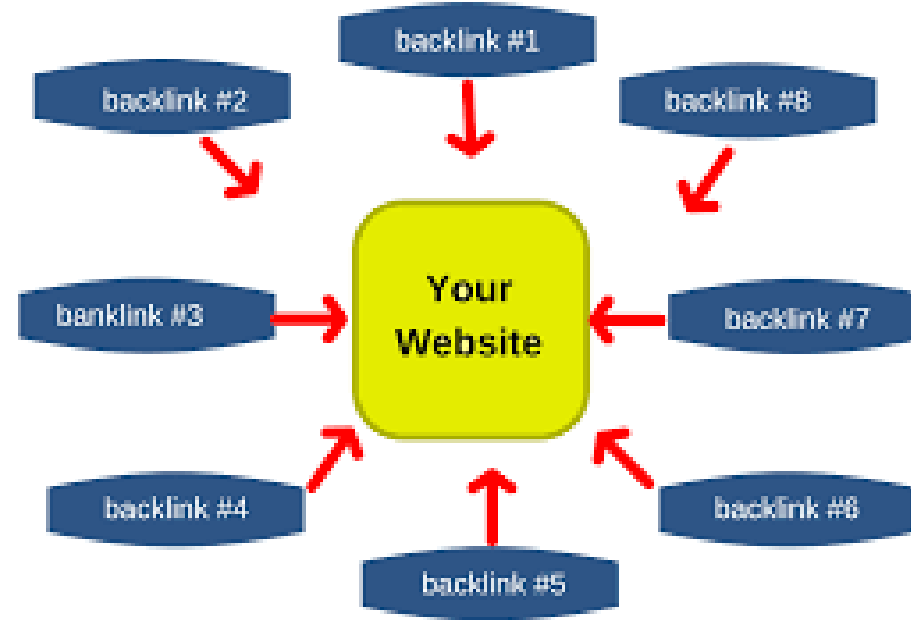


Use Google's **semantic search** to optimize keyword targeting in your articles. Semantic queries can be found by browsing the “related search” results at the bottom of the Google search results page. You can use these semantic queries to get a better understanding of related keywords.

Semantic search describes a search engine's attempt to generate the most accurate results possible by understanding

- Searcher intent.
- Query context.
- The relationships between words.

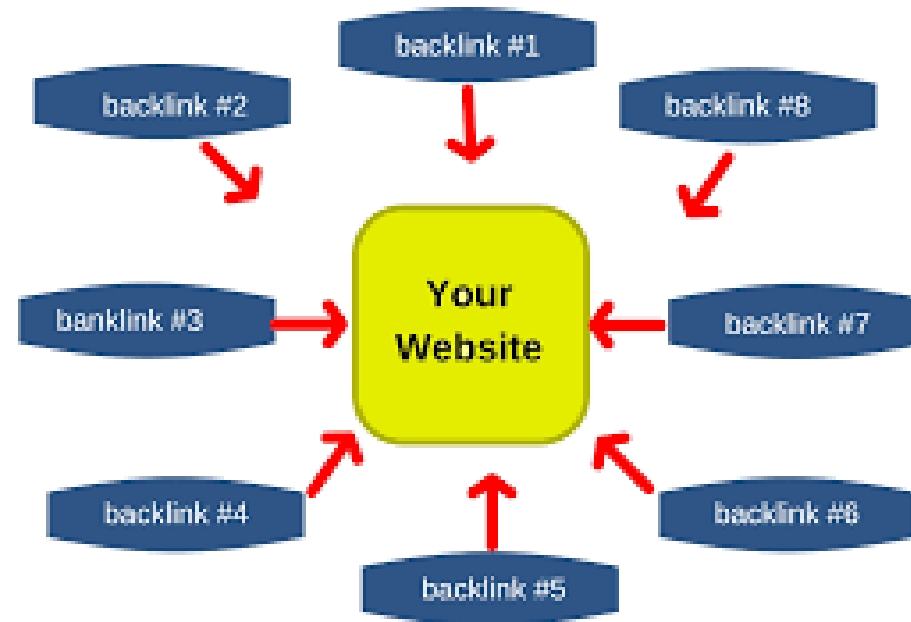
# Backlinks



**Backlinks** are incoming links to a webpage.

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

# Backlinks



**A Backlink** is content that leads back to your primary home, your website. They can be a number of sources, like social media posts, Public Calendar events, YouTube video, etc.

# The #2 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. Your own blog is a great place to add backlinks

# The #2 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

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# Tips To Optimize Your Site

## 1. Research your keywords.

Know what your customers are looking for and use the right words to attract them  
Write a blog post, using those same keywords, and backlinks  
Use 3 to 5-word phrases called long tailed keywords to increase your visibility

## 2. Create great content for your website.

Put the customer's needs first and create interesting and relevant content from there  
Create attractive sentences, using the keywords and tags you are using

## 3. Make your website mobile-friendly.

Most people will see your site on a mobile phone- make certain it is attractive on all devices.  
Avoid having users to "pinch" or "squeeze" just to see your content



# Tips To Optimize Your Site

## **4. Understand metadata and use it properly.**

Metadata is the title of the page and the description. 2-3 sentences including keywords  
Keep meta titles around 50 characters and meta descriptions about 150-160 characters

## **5. Avoid duplicate content.**

Try to avoid having duplicate content on multiple pages on your site  
Never copy content from another site. Be as original as you can.

## **6. Showcase reviews and testimonials.**

Your social media and online reviews are important factors to your brand reputation  
Make sure your social media pages are linked, along with Yelp and Google My Business

# Tips To Optimize Your Site

## 7. Understand Backlinking.

Backlinks are references to you on others' blogs and websites. They are extremely valuable. Try to get blogs or newspapers to interview you, or write about your services with links to you.

## 8. Stay On Top Of Your Activity.

Measuring the traffic on your site will help you make improvements and lift your rankings. Subscribe to Google Analytics and get valuable metrics regarding your site.

## 9. Submit your sitemap.

You may want to get some assistance from one who knows their way around a website.

These links can help you get through the process:

<https://www.xml-sitemaps.com/>

<https://search.google.com/search-console/about>

# Tips To Optimize Your Site

## Is Your Website Mobile Friendly?

<https://search.google.com/test/mobile-friendly>

## Create a Sitemap (Code) For Your Website

<https://www.xml-sitemaps.com/>

## Get Some Help With Keywords

<https://keywordseverywhere.com/>



william@gwilliamjames.com

**Subject Line Only!!!**

**2021 SEO Webinar**

# How To Keep In Touch

[www.gwilliamjames.com](http://www.gwilliamjames.com)

[william@gwilliamjames.com](mailto:william@gwilliamjames.com)

@MyGWilliamJames



Handheld Computer  
Solutions



G. William James



GWilliamJames



RealGWilliamJames



# THANK YOU!



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