

# **The**



# **Universe**

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

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

Google's Web Based Tools for improved  
Productivity and Communication

**G. William James**

**Handheld Computer Solutions**

# 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



GWJ2000



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!!!**

**Google SEO 2020**

# Some Basic Facts About 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.

## 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**

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 · 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

Interaction: User Profile

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

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 Galleria Dallas and surrounding area with various landmarks and price markers.

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

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

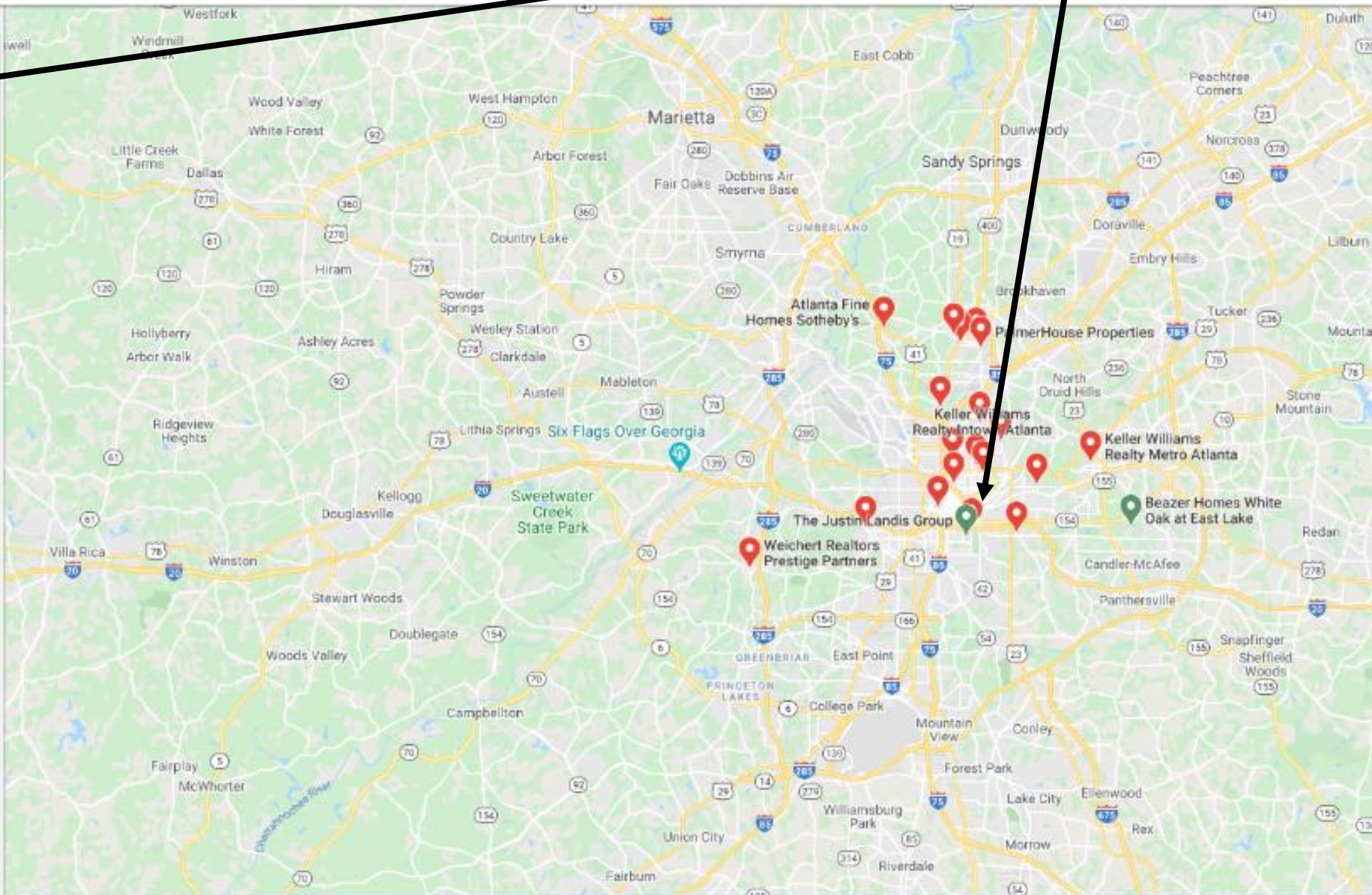
WEBSITE

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](#)

## 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

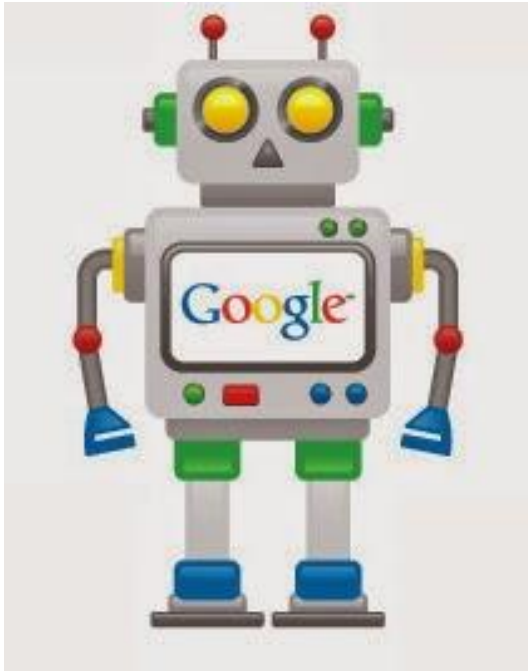


**1. Links**

**2. Content**

**3. RankBrain**

# Google's SEO Tools



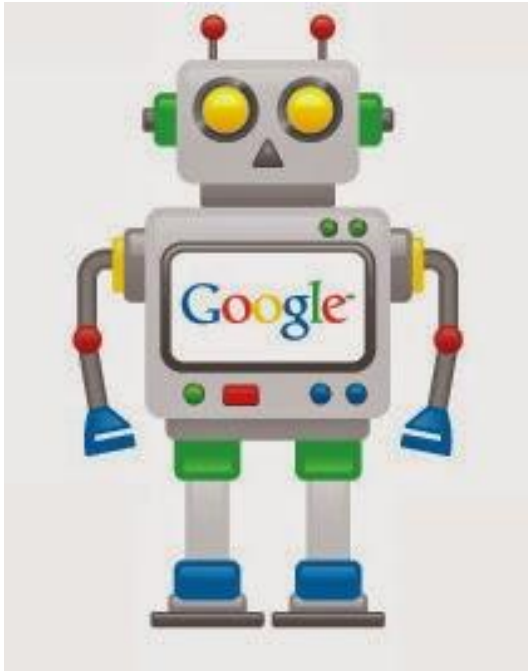
**GoogleBot**

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**



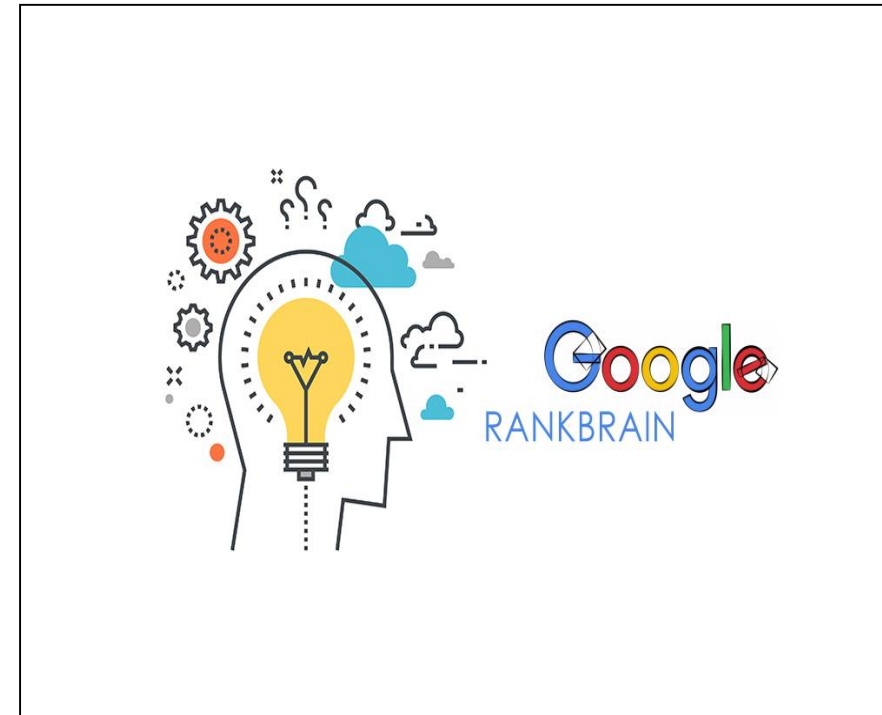
**RankBrain**

# Google's SEO Tools

**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 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 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: 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.

# The #1 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.

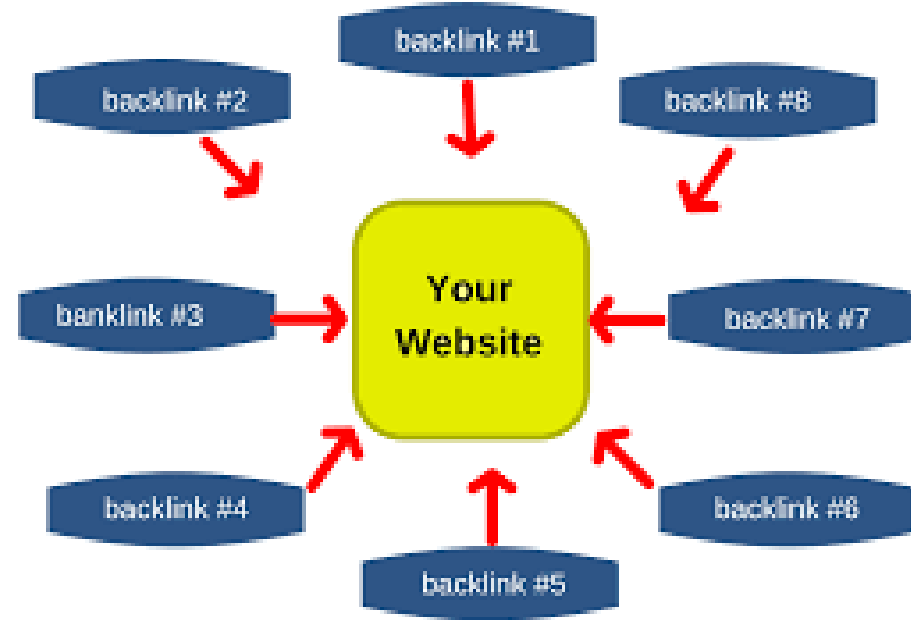
# Semantic Search



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.

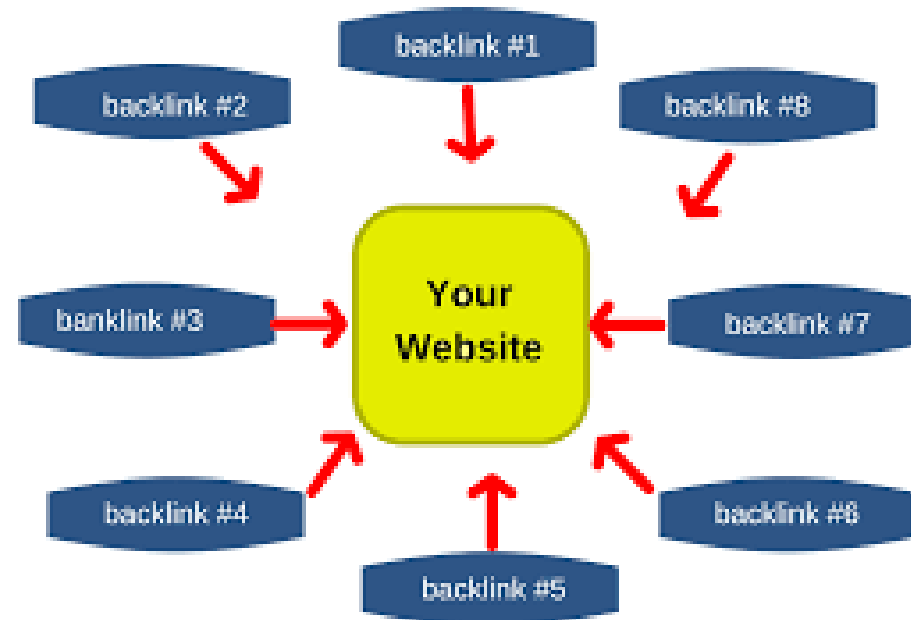
# Backlinks



**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

# The #2 Factor: Links



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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/>



# Google Photos & YouTube

- How To organize and label photos
- Share in real-time with colleagues
- Post galleries online and in social media
- Sync thousands of photos from phone
- How to record YouTube videos on phone
- Upload, organize and share worldwide
- Build an audience with YouTube
- Raise your SEO Rankings

**Monday, December 7**  
**1 pm Pacific**



# How To Keep In Touch

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@MyGWilliamJames



Handheld Computer  
Solutions



G. William James



GWJ2000



RealGWilliamJames



william@gwilliamjames.com

**Subject Line Only!!!**

**Google SEO 2020**

# THANK YOU!



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