

The



Universe

Special Presentation

Google SEO, Business and Ads

Google's Web Based Tools for improved
Productivity and Communication

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Handheld Computer Solutions

How To Keep In Touch

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Handheld Computer
Solutions



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- 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

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Subject Line Only!!!

LIBOR SEO

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**

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

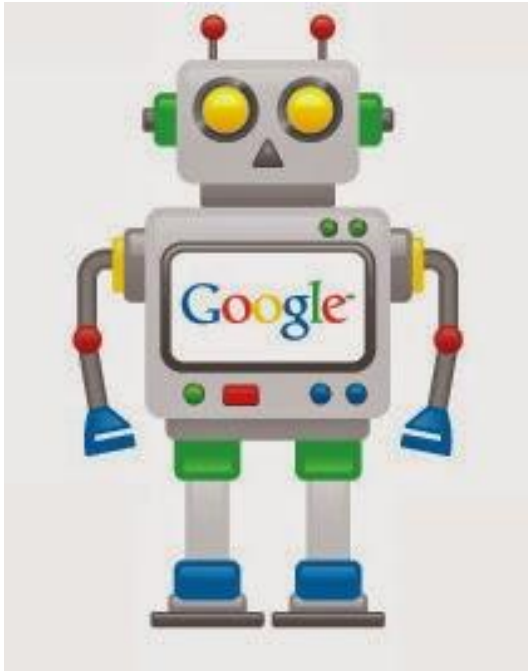


1. Links

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.

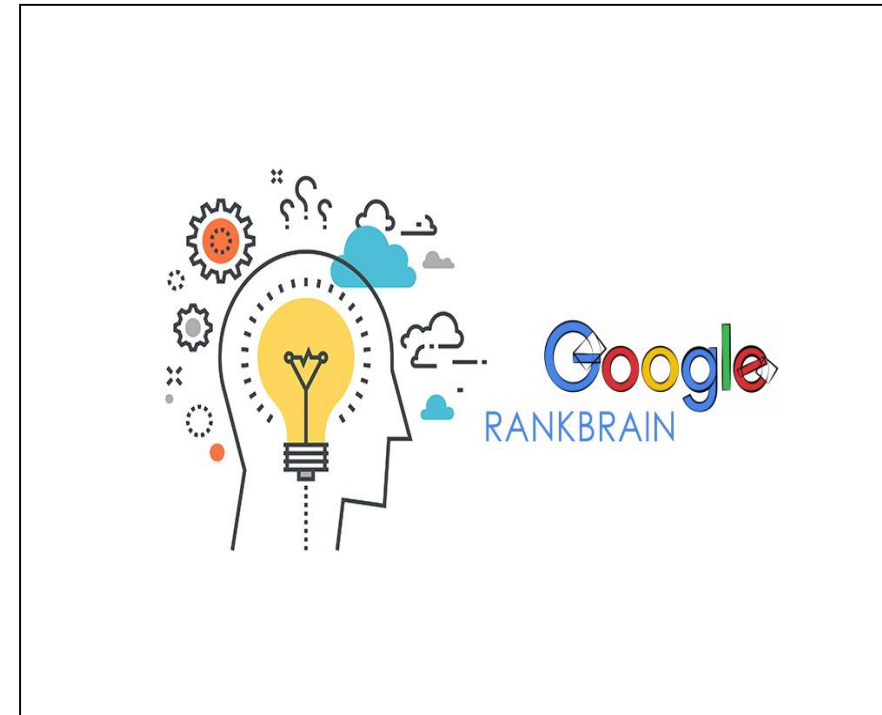
Google uses a huge set of computers to fetch (or "crawl") billions of pages on the web. Googlebot uses an algorithmic process: computer programs determine which sites to crawl, how often, and how many pages to fetch from each site.

Google's SEO Tools

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.



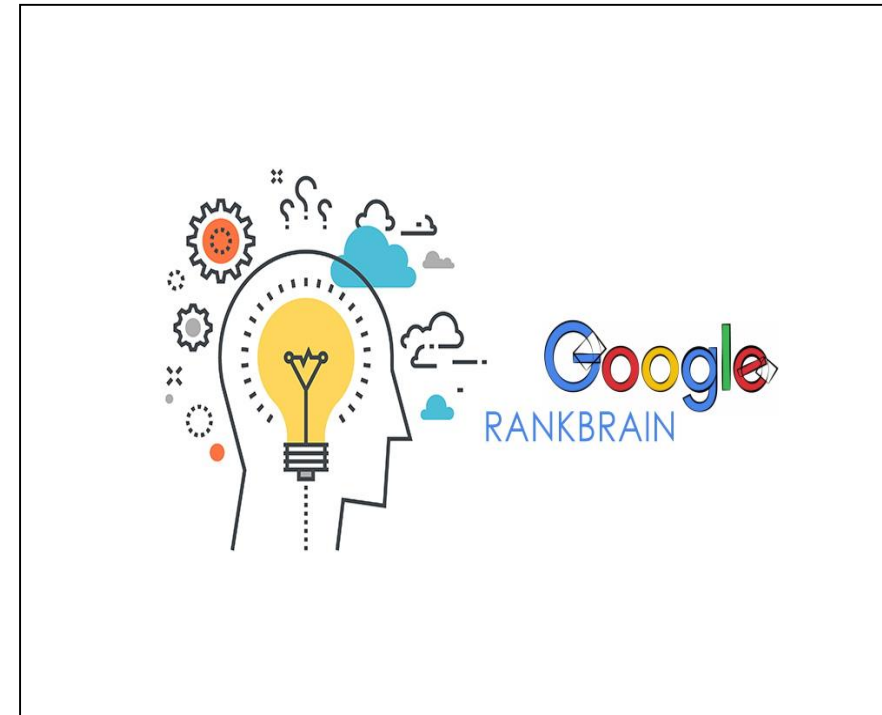
RankBrain

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.

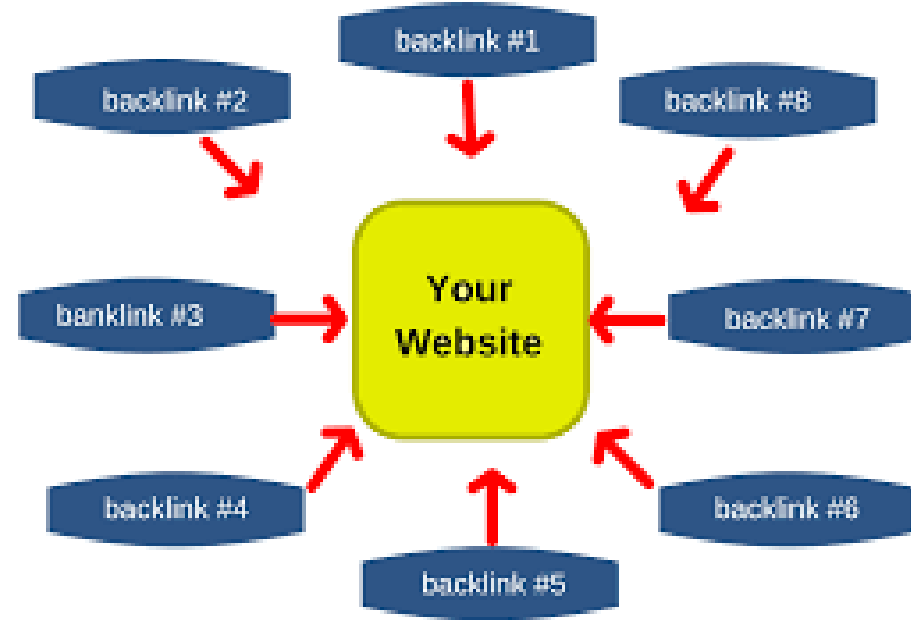
Semantic Search



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

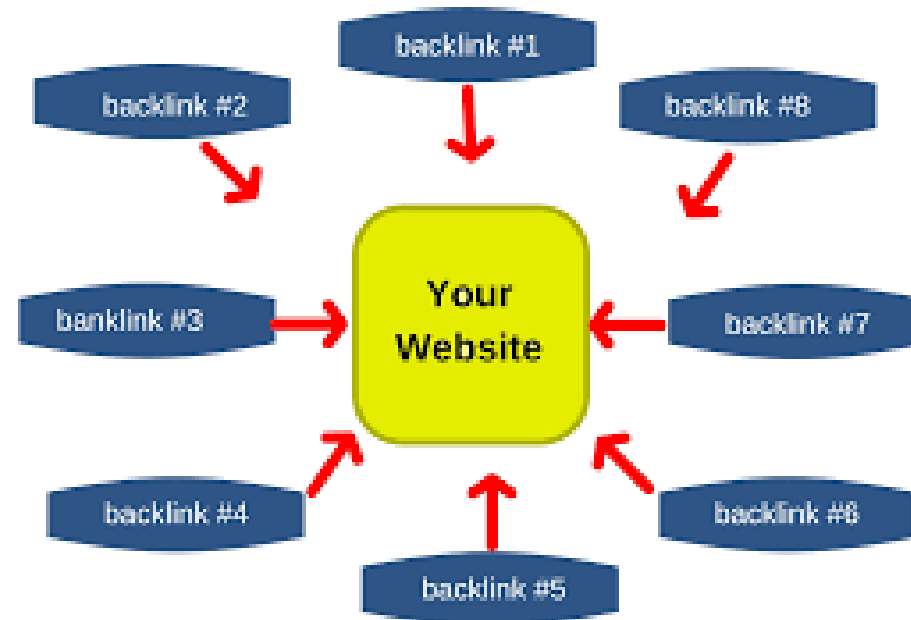
- Searcher intent.
- Query context.
- The relationships between words.

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

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Tips To Optimize Your Site

- 1. Research your keywords.**
- 2. Create great content for your website.**
- 3. Make your website mobile-friendly.**
- 4. Understand metadata and use it properly.**
- 5. Avoid duplicate content.**
- 6. Showcase reviews and testimonials.**

Tips To Optimize Your Site

7. Understand Backlinking.

8. Stay On Top Of Your Activity.

9. Submit your sitemap.

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/>



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According to a NAR survey, clearly 9 out of every 10 buyers and sellers use the Internet as a first-step in the home purchase or sales process with incremental annual growth.

Google, the leading search engine, **offers a full suite of tools for real estate professionals** that let you reach prospects at all stages of their process, while they're looking for properties, checking out locations, and selecting an agent or broker.

-agentimage.com

- **Google Contacts and CRM**

How to attract and close more sales from your contacts



- **The Hidden Secrets of Gmail**

Learn the basic and advanced features of the most powerful email app



- **Google Calendar Magic: Productivity and Profits**

Discover how Realtors attract more business and better manage their time



- **Master The Google Drive Parts I & II**

How to turn Google Drive into an online content powerhouse



- **Google MyBusiness, Ads and SEO**

Learn how to improve Google search rankings and attract business



- **YouTube For Realtors**

Discover how to create, edit, post and advertise your videos on YouTube



- **Google Chrome Browser Secrets**

More than just a web browser, Google Chrome is your mobile office companion



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How To Keep In Touch

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THANK YOU!



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