Online Marketing Basics – Part 3

Over-The-Shoulder Training

Business Training Team

SCORE

Online Marketing
website | blog | social media | emails

Step 5 – Website Design

- On- page SEO
  - Everything that is on your website
  - Website Structure
- Off-Page SEO – next week
  - Everything off your website
  - Social Media, Hyperlinks, Press Releases

On-Page SEO

- Website Structure
  - Pages and Posts
- Website Content
- Website Usability
  - Mobile
  - Load Speed

Use a Hosting Service

Hatchling Plan

- Single Domain
- Unmetered Disk Space
- Unmetered Bandwidth
- Shared SSL Certificate

Starting At

$5.56/mo*

Sign Up Now!

Baby Plan

- Unlimited Domains
- Unmetered Disk Space
- Unmetered Bandwidth
- Shared SSL Certificate

Starting At

$7.96/mo*

Sign Up Now!

Business Plan

- Unlimited Domains
- Unmetered Disk Space
- Unmetered Bandwidth
- FREE Private SSL & IP
- FREE Toll Free Number

Starting At

$11.96/mo*

Sign Up Now!

Hosting Service will help you install WordPress

Website Structure

- A page for each top level keyword
  - Avoid creating different pages for keywords that mean the same thing
- About Us
- Services
  - With an individual page for each service
- Contact
- Blog/Tips page – can use a free blog service if you do not have control of your website

Site Structure

- Phone number in banner – make it easy for prospects to reach you

- Title Tag – Keywords (All-In-One SEO Plugin)

```
<title>Electrican Myrtle Beach - GRAND STRAND ELECTRIC llc</title>
```
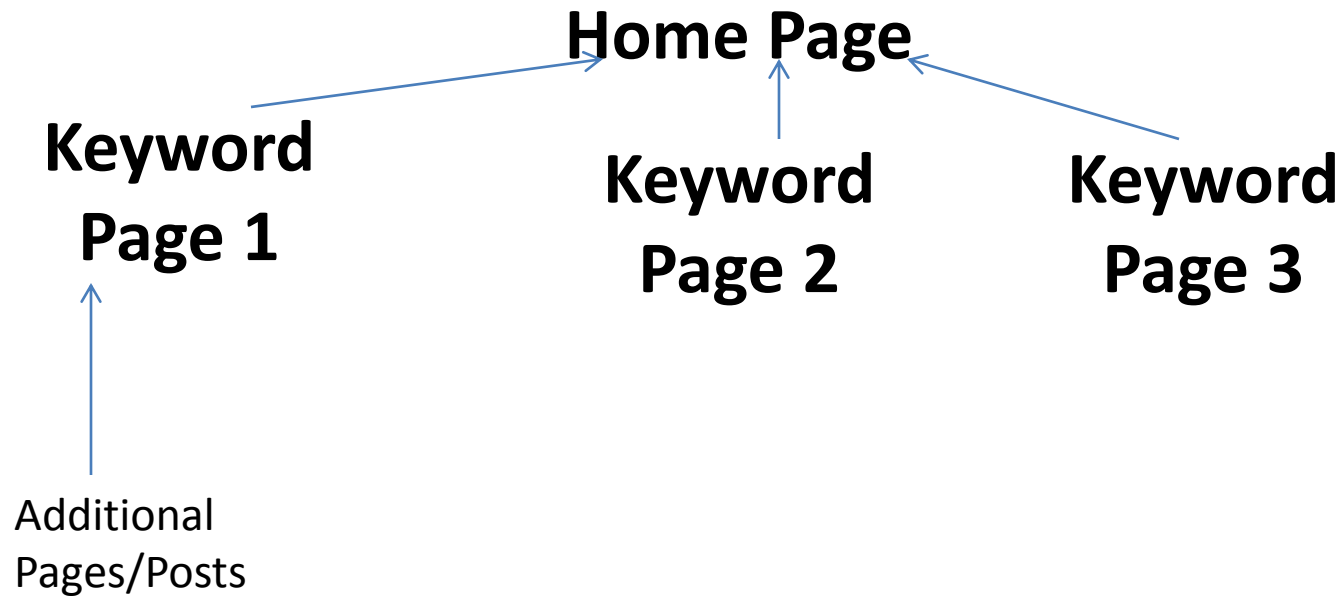
- Meta Description – call to action

```
<meta name="description" content="Electrician in Myrtle Beach Commercial and Residential electric services also servicing all surrounding areas.">
```

- Keywords

```
<meta name="keywords" content="myrtle beach electric, grand strand electric, electrician, electrical, construction, residential, commercial, reduce the use, santee cooper, electrician myrtle beach, electrical contractor">
```

Silo Structure

Home Page

Keyword Page 1

Keyword Page 2

Keyword Page 3

Additional Pages/Posts

Title Tags for Website and Pages

- Less than 65 Characters

- Keywords in beginning

- Do not stuff keywords

- This is your Google Headline

- Unique title tag for each page

Examples:
Keyword Phrase | Company Name
Keyword Phrase | City, State

Meta Descriptions

- This is your advertisement
- Use keywords without stuffing
- Less than 155 Characters
- Include a phone number
- Unique for each page

Header Tags

- Use an <h1> tag one time per page
  - Different keyword variation than the title
- Improves Search Engine Readability
- Use <h2> or <h3> tag 2 times per page
- Use varying keywords

Tool to check site http://www.screamingfrog.co.uk/seo-spider/

Content

- A minimum of 200 words/page
  - Blog posts 700 – 1000 words
- Incorporate keywords – but don't over use
  - 1 time / 150 words
- Add at least 1 image that is optimized
- Add NAP to the bottom of every page
- Links
  - 1 Internal Link
  - 1 external link to authority site

Other Factors

- Include a sitemap
- Fix broken links
- Mobile Friendly
- Check Site Speed
- https://developers.google.com/speed/pagespeed/insights

Reasons You Need To Blog

- Fresh Content
- More opportunities to Rank
- More opportunities for links to your site
  - More on this in next webinar
- Blog topics
  - http://buzzsumo.com/
  - Search Google News for what is trending
  - Tell personal stories & Share Experience
  - FAQ

Track ROI

- Use tools to track where your traffic is coming from
  - Google analytics
  - WordPress JetPack
- Track your ranking
  - Don't get discouraged

Questions????

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