

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

# Search Engine Optimization and Your Online Brand

Ruth Burr Reedy  
Head of On-Site Search Engine Optimization  
BigWing Interactive  
*bigwing.com*

Sponsored by:



Thursday, Oct. 29  
2:30–3:30 p.m.





American Staffing Association

# Search Engine Optimization and Your Online Brand

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Head of On-Site Search Engine Optimization  
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Thursday, Oct. 29, 2:30–3:30 p.m.

Session sponsored by




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American Staffing Association

# Search Engine Optimization and Your Online Brand is Sponsored by



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**11,944,000,000** Google searches per month

**93%** of online experiences begin with a search engine

**64%** of web traffic comes from organic search



Source: [Digital Marketing Ramblings](#)

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**Do You:**



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**Have a website?**



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**...that you want people to  
come to?**

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THE WING COMPANY

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**..and complete an action?**  
(Like: buy/sell something, sign up for something, read/learn something, share something, or go somewhere?)

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**This is Not What We're  
Doing Here.**

Photo of a baseball field by Curtis Crome on Flickr

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You Need Digital Marketing.



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But Isn't That...



SPAM is a Trademark of Hormel

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It's Called Marketing.

Look it Up.

"**Marketing** is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service."

That's from Wikipedia, y'all.



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## It's Called Marketing.

**SEO** is about figuring out how people are searching for what you have, so you can show them – and Google – that you have what they want and you're the best place to get it.

That's from me.

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## Let's Get Started.

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## If You Do Nothing Else...



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## Metrics to Track

- Form completions
- Signups
- Phone calls
- Time on page/site
- Visits to specific pages
- Bounce rate

...What is important to you?



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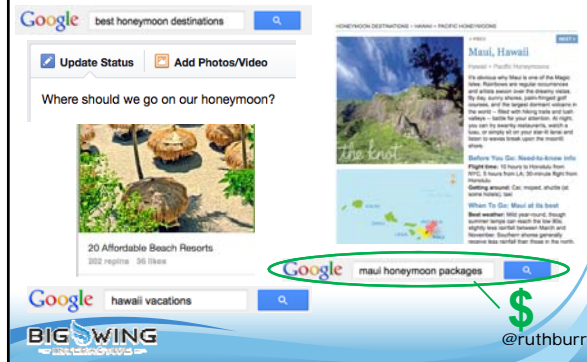
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## How People Search




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## Local SEO




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## Phone number



**BrightLocal**







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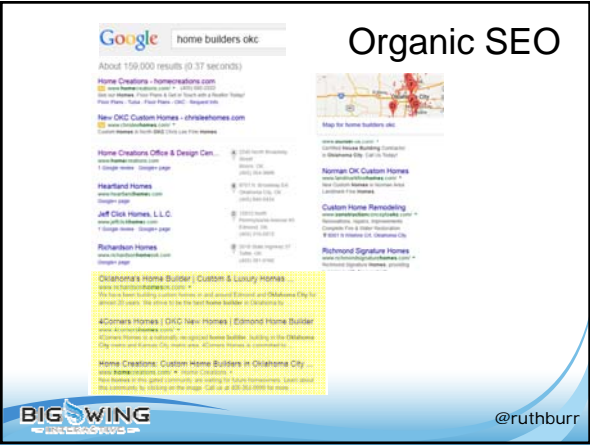
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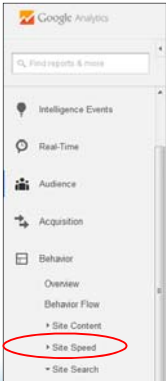
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## Fast

Ideal page load time: 2 seconds

Realistic page load time: 5 seconds


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## Public




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## Mobile-Friendly


Use the meta viewport tag


Tap points are ~7 mm square

Tap points are ~5 mm apart

Use relative widths (100%) instead of fixed widths (360 px)

Font is readable (~12 CSS pixels) and wraps properly




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## Mobile-Friendly



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## Easy to Navigate



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## Time to Decorate!



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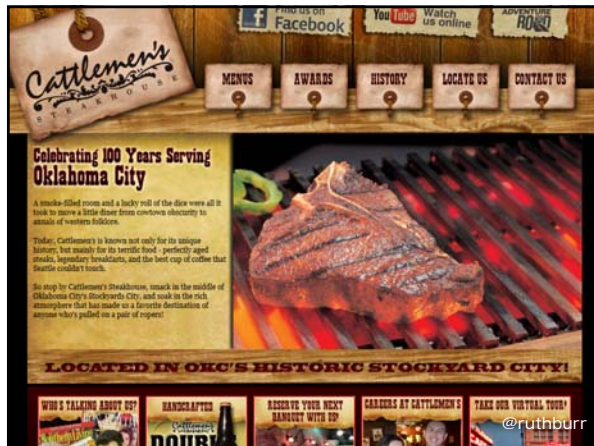
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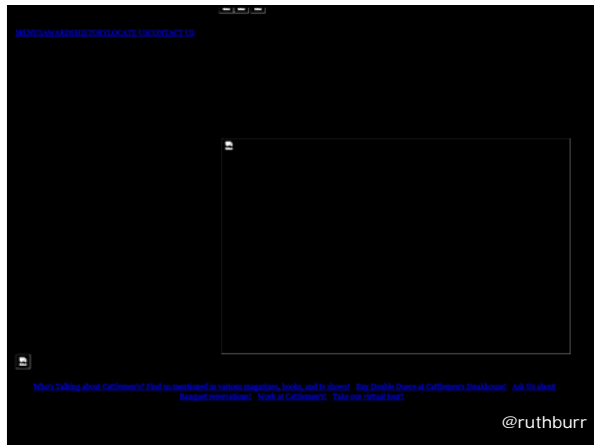
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## Keywords Are Important.

It doesn't matter how **you** talk about what you do. It matters how **your users** look for what you have, so you can show them that you have it.



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“Marketing specialist”  
1600 monthly searches



“Marketing guru”  
260 monthly searches


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# Can I Rank for That?


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**Marketing Specialist Jobs, Employment | Indeed.com**  
[www.indeed.com/q-Marketing-Specialist-jobs.html](http://www.indeed.com/q-Marketing-Specialist-jobs.html) • Indeed.com •  
 Jobs 1 - 10 of 32608 - 32608 Marketing Specialist Jobs available on Indeed.com. one search, all jobs.

**Marketing Specialist Jobs | Glassdoor**  
[www.glassdoor.com/Job-marketing-specialist-jobs-SRCH\\_KD0...](http://www.glassdoor.com/Job-marketing-specialist-jobs-SRCH_KD0...) • Glassdoor •  
 Search Marketing Specialist jobs with company reviews & ratings. 169175 open jobs for Marketing Specialist. Average Salary: \$54224.

**Marketing Specialist Jobs**  
[jobs.monster.com/Marketing](http://jobs.monster.com/Marketing) • Monster.com •  
 Search for Marketing Specialist jobs at Monster. Browse our collection of Marketing Specialist job listings, including openings in full time and part time.

**Marketing Specialist Job Description | Salary.com**  
[swz.salary.com/SalaryWizard/Marketing-Specialist-Job-Description.aspx](http://swz.salary.com/SalaryWizard/Marketing-Specialist-Job-Description.aspx) •  
 Job description for Marketing Specialist. Including requirements, responsibilities, statistics, industries, similar jobs and job openings for Marketing Specialist.

**Marketing Specialist Jobs on CareerBuilder.com**  
[www.careerbuilder.com/jobs/keyword/marketing-specialist](http://www.careerbuilder.com/jobs/keyword/marketing-specialist) • CareerBuilder •  
 Jobs 1 - 25 of 10076 - 10076 available marketing specialist jobs found on CareerBuilder.com. View and apply to these listings, or browse for similar jobs in your ...

**Marketing Specialist Jobs | LinkedIn**  
<https://www.linkedin.com/job/marketing-specialist-jobs/> • LinkedIn •  
 Apply to 37755 Marketing Specialist jobs on LinkedIn. Sign up today, leverage your professional network, and get hired. New Marketing Specialist jobs added ...


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## What Problems Can I Solve?

"I don't know what I should do after college"

"I'm ready for the next step toward my dream job"

"I hate the place I work now"

"I want a higher salary to support my family"

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## What Do People with These Problems Search For?

"Best jobs marketing grads"

"Marketing career planning"

"Top workplaces OKC"

"Highest paying marketing jobs"

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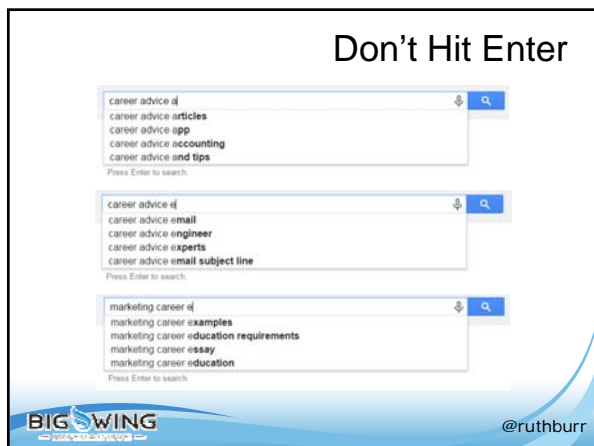
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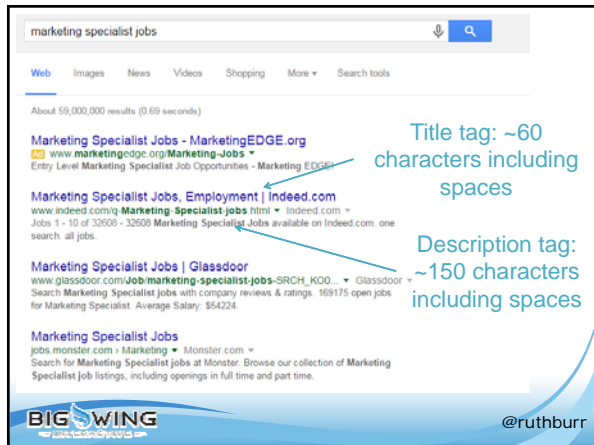
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## Use Your Keywords

“Marketing specialist jobs. Your marketing specialist jobs source for marketing specialist jobs, marketing specialist job description, marketing specialist careers.”

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## Use Your Keywords

Just say what you were going to say, using your keywords.

**AND:**

Let keyword research drive your content strategy.

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## Invite People Over



**\*\*It's a Party!\*\***

Details:

When:

Where:

RSVP:

Robot Spaceman Party Invitation by Nancy Dorsner on Flickr

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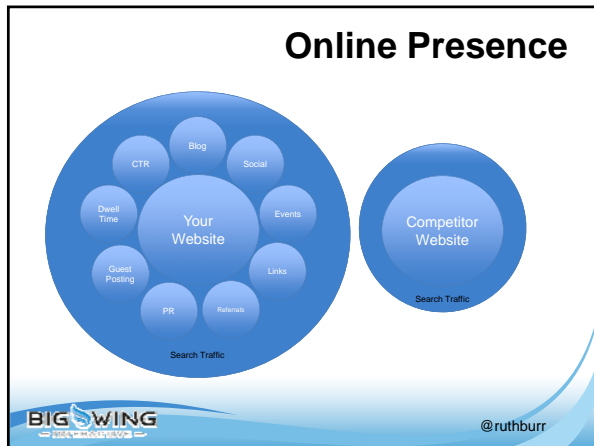
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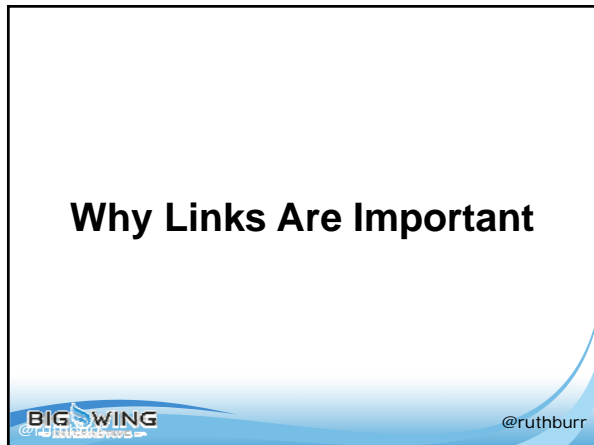
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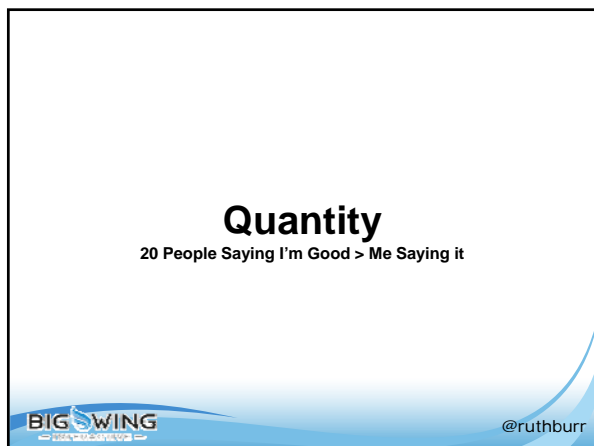
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**Diversity**  
Unrelated People Saying I'm Good > My Friends and Family

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**Authority**  
Barack Obama Saying I'm Good > Crazy Man Yelling Into a Bag

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**DON'T BE SHADY.**

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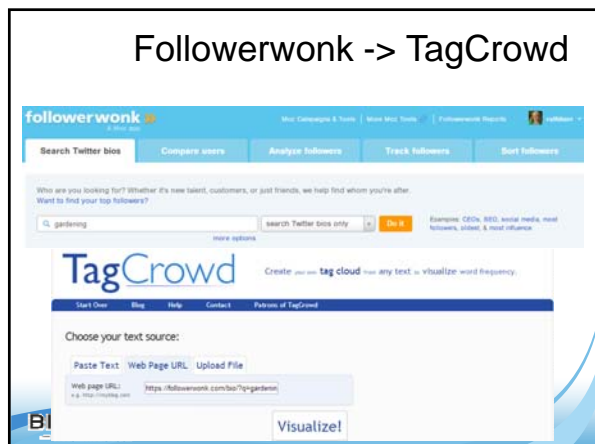
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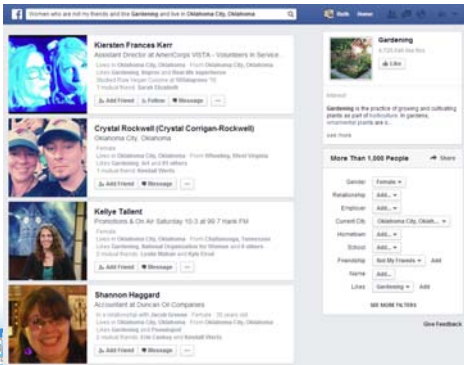
## Followerwonk -> TagCrowd

aa aaaa ac account ae analyze angeles **art** author best bios blanc blogger  
**bonsai** brand ca changes city CO compare competitor conservative **cook** country  
 days **design** dormant enjoy example explore family **garden** **garden** & focus  
**followers** food friends **garden** green haiku happen health  
**home** house etsy ideas influence inspire joe landscaper life living login london  
 los **love** magazine max marketing max media min on **organic** organic **organic** national  
 natural news ny **organic** overlay pa passions portland producer raymond  
 relationship search **social** sort southern status track **travel** travel  
 tweets **twitter** uk united users word word work world writer york



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## Facebook Graph Search



## Additional Resources

- Nielsen PRIZM
- Focus groups
- Surveys
- Interviews
- Example personas:  
<http://academy.hubspot.com/examples/customer-examples/?Tag=Buyer+Persona>



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## The 15-Minute Social Strategy



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## Track Everything

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## Some More Useful Tools

- <http://www.google.com/analytics>
- <http://moz.com/products/pro>
- <http://raventools.com>
- <http://majesticseo.com>
- <http://semrush.com>
- <http://simplymeasured.com>

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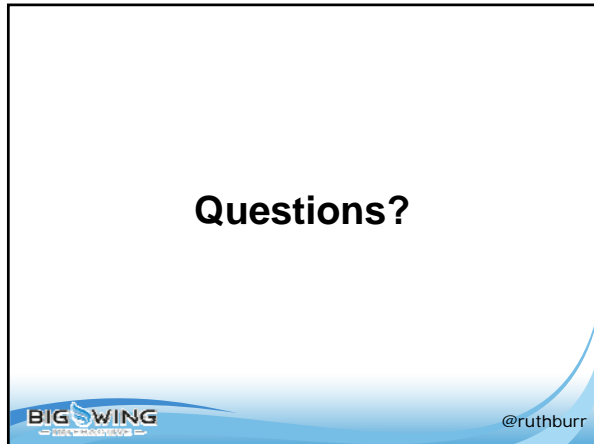
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Questions?



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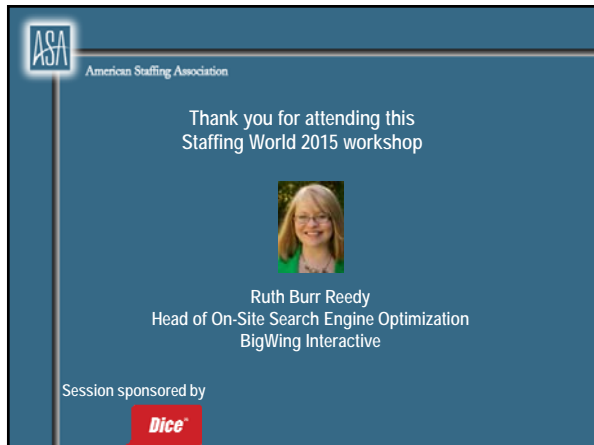
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Thank you for attending this  
Staffing World 2015 workshop



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Head of On-Site Search Engine Optimization  
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