

Name: _____

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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.



ASA
American Staffing Association

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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

BIG WING Source: Digital Marketing Ramblings @ruthburr

Do You:

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Have a website?

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...that you want people to come to?



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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.



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You Need Digital Marketing.



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But Isn't That...



SPAM by AJ Coles on Flickr

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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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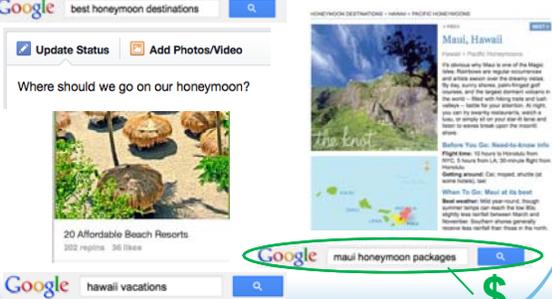
Metrics to Track

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

...What is important to you?

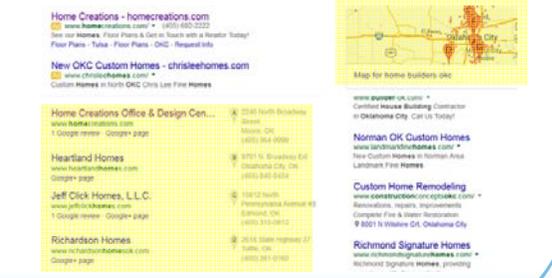

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How People Search




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Local SEO




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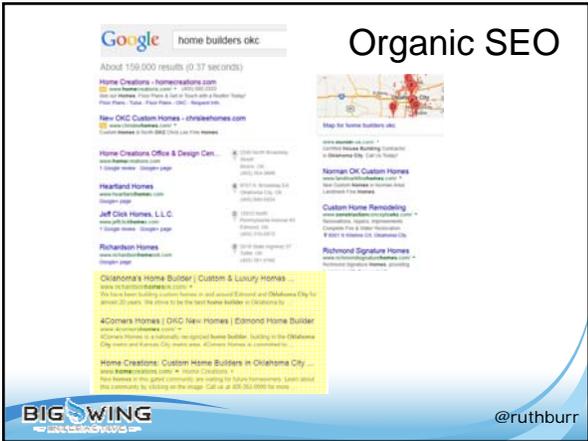
Google's Pigeon Update



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The Big Wing Construction Group

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Organic SEO



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Let's Have a Party!



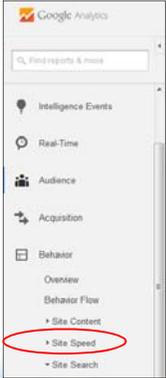
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Fast



Ideal page load time: 2 seconds

Realistic page load time: 5 seconds

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Public



BIG WING THE DIGITAL MARKETING PARTNERSHIP

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Mobile-Friendly

Use the meta viewport tag

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



Tap points are ~7 mm square

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

Tap points are ~5 mm apart

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Mobile-Friendly



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Easy to Navigate



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The Staffing Solution

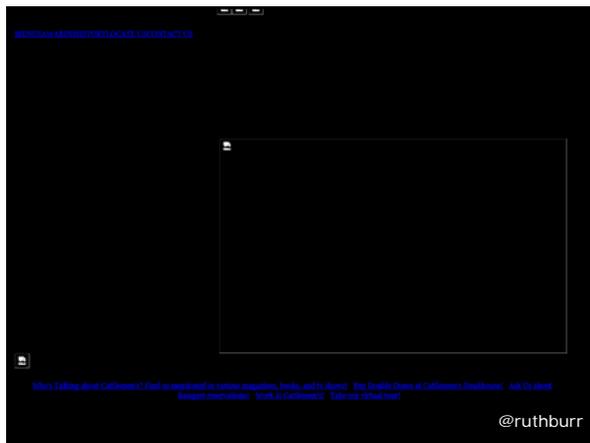
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Time to Decorate!



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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 • Indeed.com •
Jobs 1 - 10 of 32508 - 32508 Marketing Specialist Jobs available on Indeed.com. one search, all jobs.

Marketing Specialist Jobs | Glassdoor
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 • 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 •
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 • 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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SEARCH ENGINE OPTIMIZATION

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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"

BIG WING by Ruth Burr @ruthburr

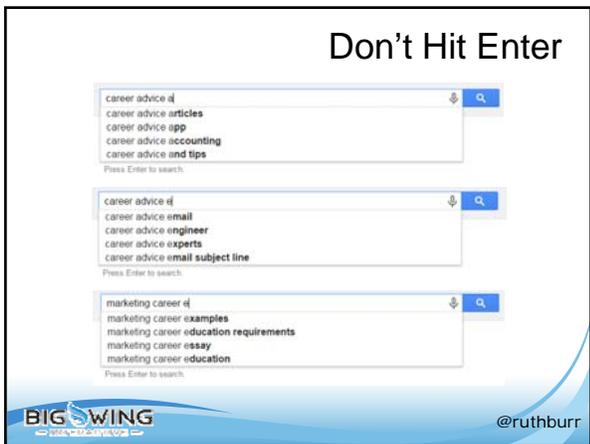
What Do People with These Problems Search For?

-  "Best jobs marketing grads"
-  "Marketing career planning"
-  "Top workplaces OKC"
-  "Highest paying marketing jobs"

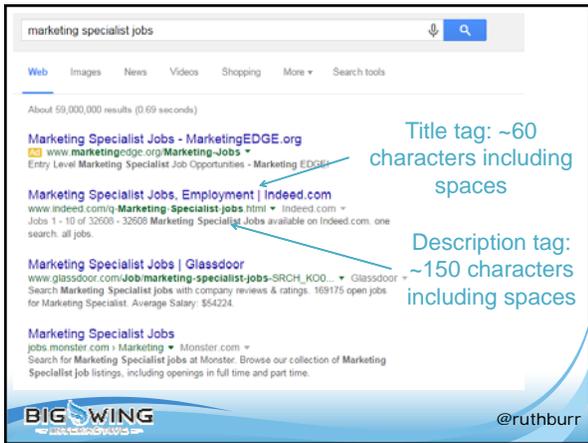
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Use Your Keywords

“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.

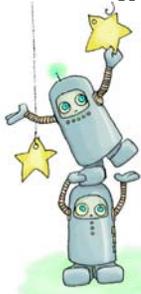
AND:

Let keyword research drive your content strategy.



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Invite People Over



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

Details:

When:

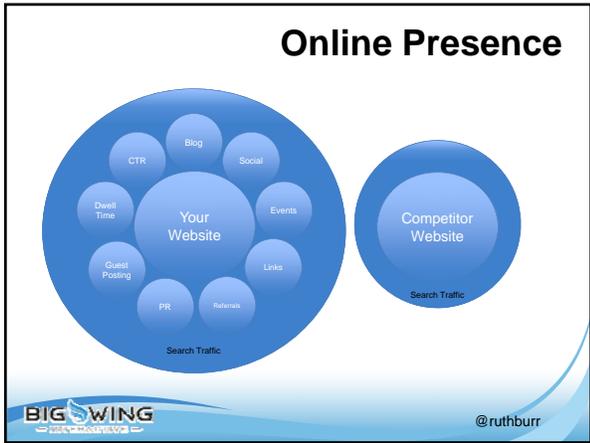
Where:

RSVP:

Robot Spaceman Party Invitation by Nancy Dorsner on Flickr



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Why Links Are Important

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Quantity

20 People Saying I'm Good > Me Saying it

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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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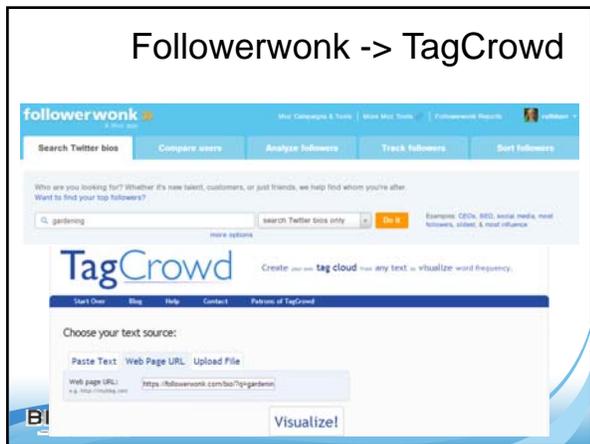
DON'T BE SHADY.

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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 focus garden garden k focus
followers food friends garden green haiku happen health
home house ideas influence inspire joe landscaper life living login london
los love marketing max media min music music national
natural news ny organic overlay pa passions portland producer raymond
relationship search social sort southern status track travel tweets
twitter uk united users work world writer york



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Facebook Graph Search



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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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Questions?

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INTERACTIVE

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Thank you for attending this
Staffing World 2015 workshop



Ruth Burr Reedy
Head of On-Site Search Engine Optimization
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