

5 Effective Ways to Boost Your Brand With

SEO



Google Search

I'm Feeling Lucky

bluecompass.com/feedback



What is SEO?

The process of improving your website to increase the amount of visitors from search engines.



Search is Where Your Audience Is

- Google receives over 100 billion searches a month.
- Search is the #1 driver of traffic to sites, beating social media by over 300%.
- 70% of the links search users click on are organic.
- 75% of users never scroll past the first page of results.
- SEO leads have a 14.6% close rate, while outbound leads (direct mail, print ads, etc.) have a 1.7% close rate.
- On Google, 18% of organic clicks go to the #1 position, 10% of organic clicks go to the #2 position and 7% of organic clicks go to the #3 position.

5

**Action Items
to Boost Your SEO**

#1

Define Your Audience
& Learn How it Searches

Let's Start with Keywords!

Keywords are the fundamental building blocks of SEO.

By including keyword terms, you're directly indicating to a search engine that you have the information people are looking for.

Develop a list of your most desired keywords!

Keyword Tools

google.com

google.com/trends

adwords.google.com/keywordplanner

Searches related to home builder

build your own home online	online home builder
build your own home	virtual home builder
home plans	home builder game
home designer	3d home builder



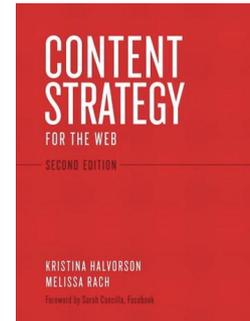
#2

Begin Content Marketing

Content Marketing

"High-quality web content that's useful, usable and enjoyable is one of the greatest competitive advantages you can create for yourself online."

*– Kristina Halvorson, Founder of
Brain Traffic and author of Content
Strategy for the Web*



In General...

Advertising makes people watch or listen to something they don't want to watch or listen. Content marketing gives people something valuable.

Content Marketing



Sunnyside Peachtree

July 8, 2014 · 🌐

👍 Like Page

When it comes to real estate, there's no substitute for experience. If you're thinking about [Sun City Peachtree®](#), [Realtor Linda Hilley](#) is the one to show you around!

Sunny Side Peachtree - REALTOR® Linda Hilley sells Sun City Peachtree ® & other Griffin GA Homes

Realtor Linda Hilley, your hometown REALTOR in Georgia's dynamic Southern Crescent region specializing in home sales for Peachtree and Griffin. A state of...

SUNNYSIDEPEACHTREE.COM



Tyler Balak, Realtor

13 hrs · 🌐

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Looking to sell? Here's a few [tips to](#) get the most for your home:



Brokers Reveal 7 'Works Every Time' Ways to Boost Home Resale Value

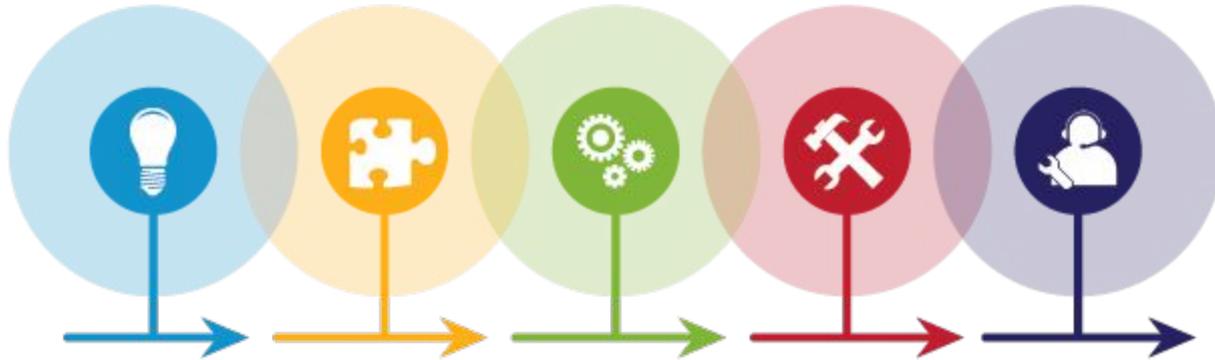
Whether you're looking to relocate, retire, downsize, or upsize, the process of selling your home can create a long and wild to-do list. But putting your place on...

BOBVILA.COM

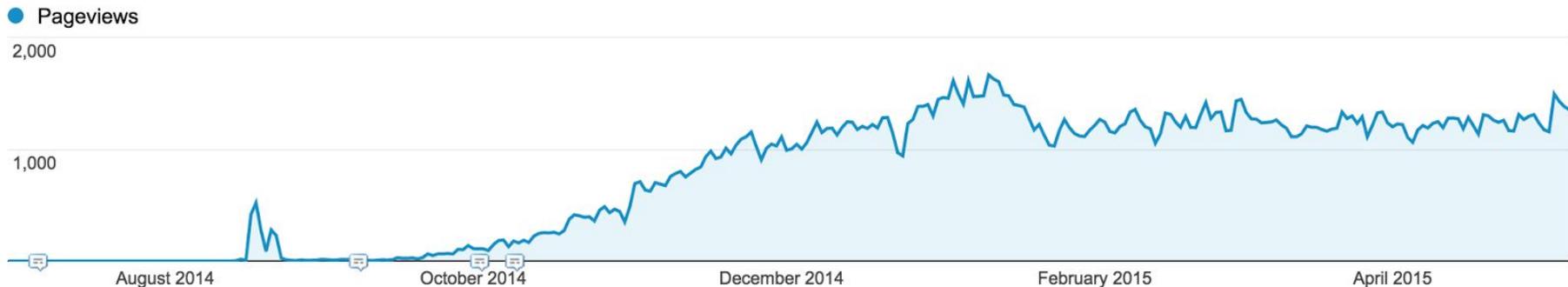
What Type of Content Should I Make?

- Blog articles
- Videos
- Infographics
- Quizzes
- Surveys
- Memes
- Guides, how-tos
- Reviews
- eBooks
- Case studies, research
- Podcasts
- Interviews

Our Process



Content Marketing Success



Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
233,574 % of Total: 1.35% (17,259,541)	224,399 % of Total: 1.56% (14,350,052)	00:06:46 Avg for View: 00:01:20 (407.94%)

Content Marketing Tips

Establish a Content Calendar

Keeps your content on a schedule and helps make your team accountable.



Assign a Goal for Each Article

Example goals:

- Get conversions
- Brand awareness
- Social engagement



Create Interesting, Original Content Ideas



Bored Baby

IS Not Amused

How Do I Come Up With Good Content?

- Brainstorm
- “Steal” from others
- Ask
- Piggyback off what is trending:
 - [google.com/trends](https://www.google.com/trends)
 - twitter.com/search
 - [hubspot.com/blog-topic-generator](https://www.hubspot.com/blog-topic-generator)



Write a Compelling Headline

Ensure it includes:

- One or two keywords
- Compelling words
- Ten words or less
- Uniqueness and curiosity



Write a Compelling Headline

“Mustache Hygiene”

“10 Surprising Ways to Groom Your Mustache”

“Cardiovascular Health Is Important”

“Are You Positive You Have a Healthy Heart?”

- coschedule.com/headline-analyzer

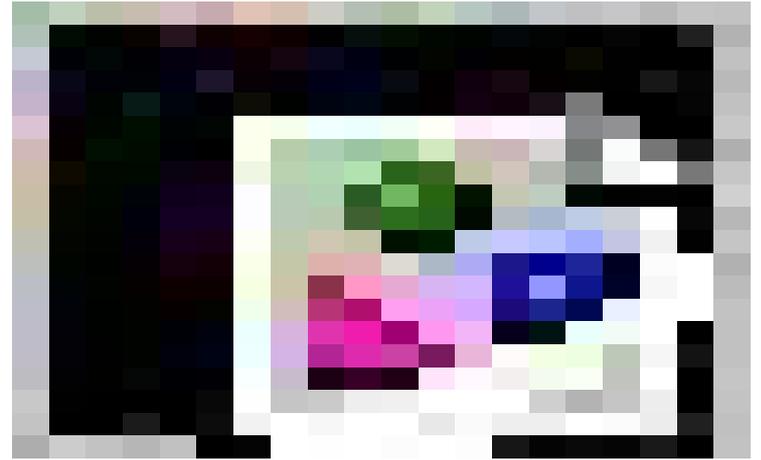


Content Ideas for the Real Estate Industry:

- How to Know if That Fixer-upper House is Worth It
- 10 Surprising Before-and-After-Homes in Urbandale
- Why Fall is the Best time to Move Into a New House
- 5 Trends New Home Owners Want in Their Kitchen
- 20 Ways to Ensure a Quicker Sale of Your House
- The 6 Best Parks in Clive, Iowa
- 3 Inexpensive Ways to Boost the Resale of Your Home

Review, Review, Review!

Search engines can penalize content that contains typos or grammatical errors.



Promote

- Social media posts
- Online PR
- Newsletters
- Internal linking



#3

Update Your
Meta Titles & Descriptions

Meta Titles & Descriptions

12 Great Aquatic Centers and Pools in the Des Moines Area

dsm4kids.com/12-great-aquatic-centers-and-pools-in-the-des-moines-area/ ▼

May 27, 2015 - Located in Birdland Sports Complex this Des Moines area **swimming pool** features two water slides and a kiddie pool for youngsters

Swimmingpool.com | Home

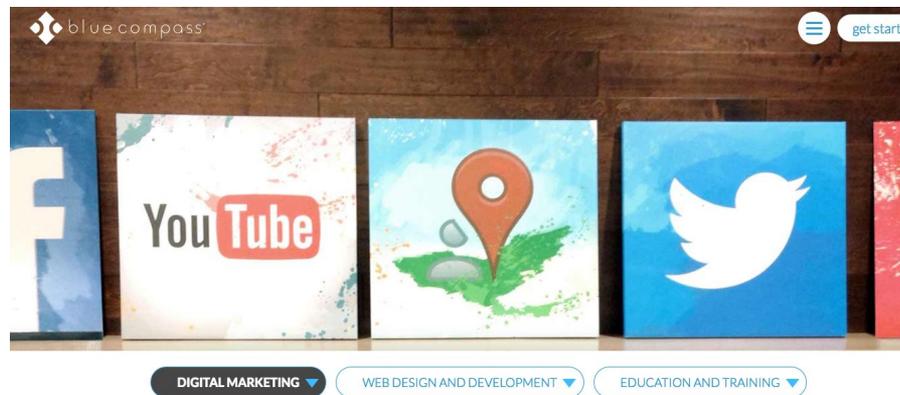
www.swimmingpool.com/ ▼

Discusses types and constructions of backyard **pools**, with an online design feature, dealer lookup, financing information, and photo gallery.

On-Page SEO Elements & Best Practices:

Heading Tags

1. **H1 Tag:** One per page!
2. **H2 Tag:** No limit.
3. **H3 and H4 Tags:** No limit.



1

Digital Marketing in the Midwest

Our award-winning team simplifies digital marketing, so you don't have to.

2

Digital Marketing Strategy

You don't have to blindly pick and choose options you think might work, ala carte. After hearing about your business, audience, and marketing goals, we will craft a perfect strategy that uses the most effective online marketing tactics for your brand. Our digital marketing packages include:

3

Search Engine Optimization (SEO)

If your customers can't find your site, it's not doing you or them any good. We're on top of the ever-changing search engine ranking standards, making sure your site is moving higher on the results page, not down. From keyword research to schema and technical SEO, we have the answers for your brand. [Check out how our SEO will boost your rankings and bring more qualified visitors to your website.](#)

On-Page SEO Elements & Best Practices:

Alt Tags

PROPERTIES... x

Choose Image 

Width px Height px

Image Alignment

Border Color Border Width px

Top px Bottom px

Right px Left px

Alt Text

Title Text

Long Description

CSS Class

OK

Cancel

Open Graph: Ensure It's on Your Site!

**Blue Compass**
Published by Blue Compass Interactive [?] · April 20 at 4:45pm · 🌐

Before the rise of social media, only the people attending New York's Fashion Week or reading Vogue got a first-hand look at fashion. Today, everyone has a front row seat at the trendiest fashion shows. See how!



*FASHION
IN THE
DIGITAL
AGE*

Social Media: Evolving Fashion One Post at a Time

Social media has given fashion brands the ability to interact with their customers on a daily basis. How else has social media evolved fashion?

[BLUECOMPASS.COM](#) | BY BLUE COMPASS INTERACTIVE, DES MOINES, IOWA, W...

#4

Get Rid of
Duplicate Content

Duplicate Content

seoreviewtools.com/duplicate-content-checker

#5

Monitor & Optimize

Monitor & Optimize Your Website

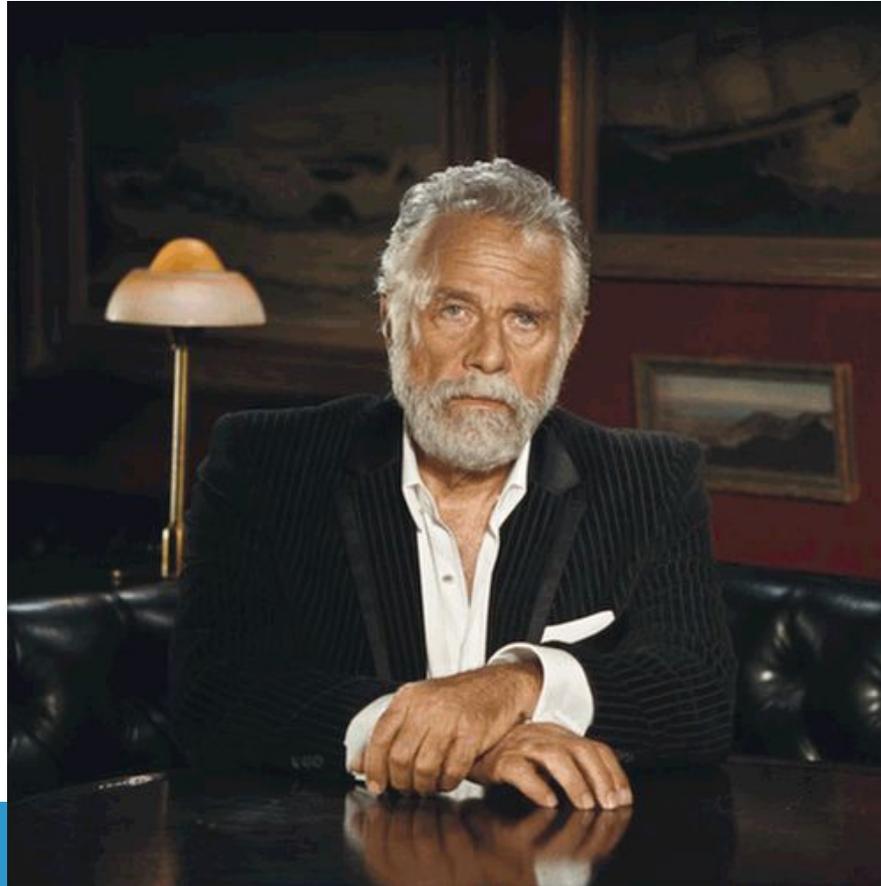
Google Analytics

Google Search Console

Moz

Buzzsumo

DO NOT ...



DO NOT ...

- Expect great results on website with a poor design.
- Use a website that's not mobile-friendly.
- Use all copy and no photos on pages.
- Have paragraph content less than 16 font.
- Post content and consider yourself done.
- Blog at a URL that is separate from your website, or a subdomain of your website.

YouTube Tips

- Keep videos short
- Add a lengthy description
- Include links in the description
- Add tags
- Add closed captioning
- Use an intriguing screenshot



Thank You!

bluecompass.com/feedback

@drewharden