

SEO-ing the Seeds of Success: How to Make Search Engine Optimization Work For You

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Agenda

Goal: For you to leave here knowing exactly what SEO is, how SEO works and how to make SEO work for you.

1. What is SEO?
2. How does SEO work?
3. How to make SEO work for you?

80%

20

PART

What is SEO?

1

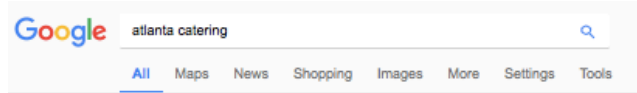
The Internet

4.5
billion
web pages

92%

of adults use
search engines
to find
information
online

Search Engine Results



About 7,850,000 results (0.72 seconds)

Atlanta Catering - Food Delivered On Time - ezcat.com
[eat.ezcat.com/Atlanta/Catering](#) -
4.8 ★★★★★ rating for ezcat.com
Order Catering Online. 150+ Caterers in Atlanta, GA.
Concierge Service · 35+ Types of Food · Free Online Ordering · 45,000+...
Catered Office Events Pita Pit
Shane's Rib Shack Caterers That Deliver

Corporate Catering - Corporate Caterers Atlanta
[www.atlantacorp.caterers.com](#) -
You Order, We Deliver. Offer Monthly Specials. Call In Metro Atlanta Tod...
Highlights: Variety Of Hot And Cold Breakfast And Lunch, Easy Ordering...
Corporate Catering · Contact Us · Corporate Caterers · Breakfast Catering

Buona Graduation Catering - buona.com
[www.buona.com/catering.php](#) -
Consult Buona for your Grad's party & good fresh graduation catering.
Types: At Home Catering, Corporate Catering...

Atlanta Catering Services - Voted Atlanta's Best Caterer
[www.proofpudding.com/Catering](#) - (404) 892-2359
Book Your Event with Top-Notch Food, Service & Design Expertise!



Rating - Hours -

Proof of the Pudding
3.9 ★★★★★ (24) - Caterer
2033 Monroe Dr NE · (404) 892-2359
Open until 5:30 PM WEBSITE DIRECTIONS

Figs & Honey Catering
4.7 ★★★★★ (10) - Caterer
1039 Marietta St NW · (404) 745-9561
Closing soon: 4:00 PM WEBSITE DIRECTIONS

Carlyle's Catering
4.7 ★★★★★ (23) - Caterer
(404) 998-5027
Open until 5:00 PM WEBSITE

More places

Talk of the Town: Atlanta Best Catering Company & Caterers | Atlanta ...
[www.talkofthetownatlanta.com](#) -
Atlanta caterer and special events catering company. Best special event
catering companies in the Atlanta, Ga area offering personally tailored
catering ...
Special Event Catering · Atlanta Wedding Catering · Venues · Menus

Ads

Higher/
Top

Lower/
Botton

Local

First

Glorious Events Catering: Catering Atlanta GA
[www.palateatl.com](#) -
Catering is an art form of interpreting your tastes and blending with each
and every unique space we work. Trust that our team of caterers can
tantalize your ...

Welcome to Catering that Rocks - With Moe's Southwest Grill®
[www.moes.com](#) -
Fresh Burritos, Tacos & Fajitas. Free Delivery & Set Up. Order Online To...
Menu Just For Kids · Authentic Mexican Flavors · Free Chips & Salsa · F...
Catering · Menu

Relish Catering Kitchen - Homemade Dishes For Any Event
[www.relishcateringkitchen.com](#) -
Home & Corporate Catering
All Dishes Made In House · Catering For Any Event · Graduation Caterin...

On The Border® Catering - Cinco de Mayo Specials
[catering.ontheborder.com](#) -
Get OTB Party Packs and Cinco Like You Mean It. Even at Home.
\$5 Cinco'Ritas · Celebrate Cinco de Mayo · Drink Specials 5/5
Catering · Store Locations · Free Queso

Searches related to atlanta catering

| | |
|-----------------------------|-----------------------------------|
| catering menu atlanta | restaurants that cater in atlanta |
| wedding caterers in atlanta | corporate catering atlanta |
| affordable catering atlanta | top caterers atlanta |
| black caterers in atlanta | restaurant catering atlanta |



First
Page

Second
Page

SEO Tells You

1. What keywords are important to my business?

2. Why does my site show up where it shows up?

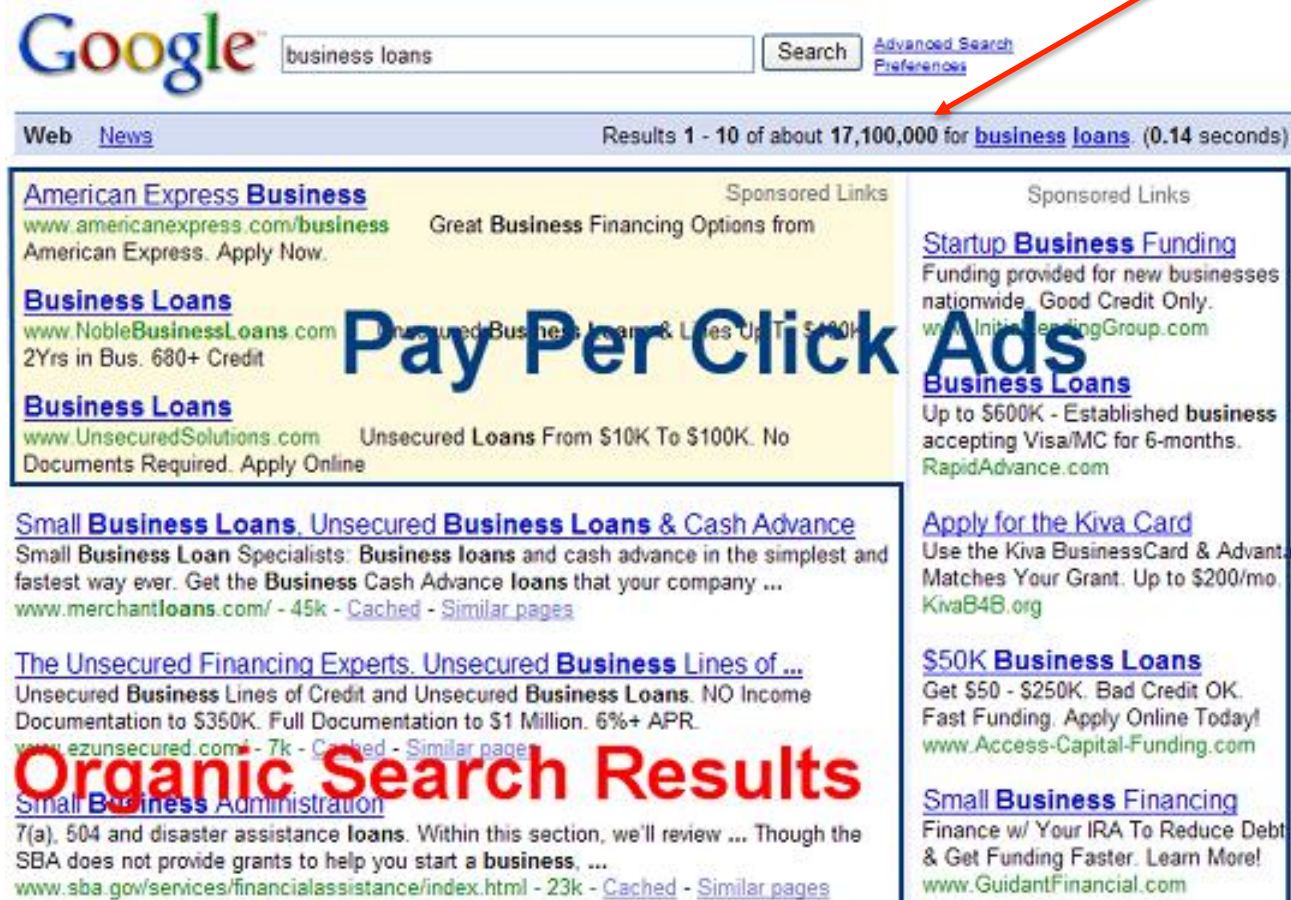
3. How can I make it show up higher?

PART

2

How does SEO work?

Old Google Results



The image shows a screenshot of an old Google search results page for the query "business loans". The search bar at the top contains the text "business loans" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". A red arrow points from the top right towards the search results area.

Below the search bar, the page indicates "Results 1 - 10 of about 17,100,000 for [business loans](#). (0.14 seconds)".

The results are divided into two main sections: "Sponsored Links" and "Organic Search Results".

Sponsored Links:

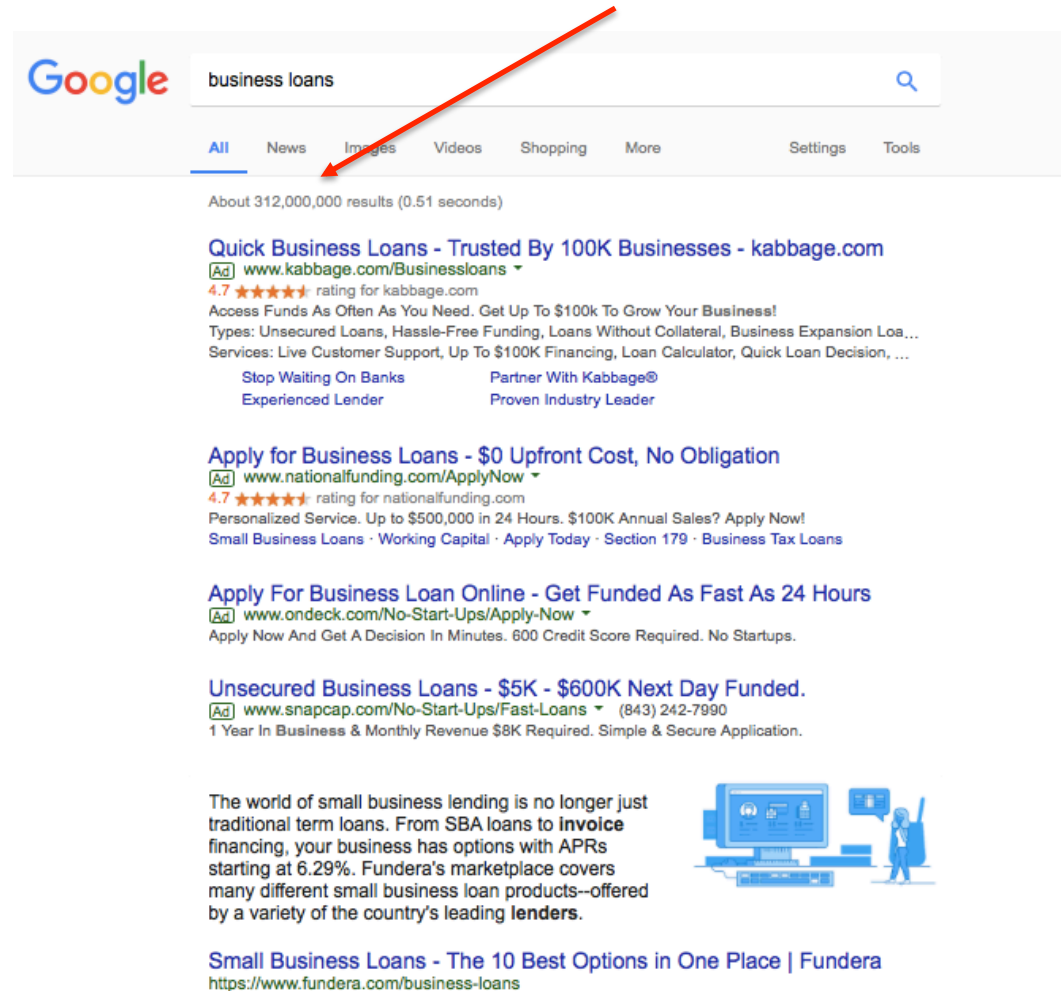
- American Express Business**
www.americanexpress.com/business Great Business Financing Options from American Express. Apply Now.
- Business Loans**
www.NobleBusinessLoans.com Unsecured Business Loans & Lines Up To \$100K 2Yrs in Bus. 680+ Credit
- Business Loans**
www.UnsecuredSolutions.com Unsecured Loans From \$10K To \$100K. No Documents Required. Apply Online
- Startup Business Funding**
Funding provided for new businesses nationwide. Good Credit Only.
www.InitialLendingGroup.com
- Business Loans**
Up to \$600K - Established business accepting Visa/MC for 6-months.
RapidAdvance.com
- Apply for the Kiva Card**
Use the Kiva BusinessCard & Advant. Matches Your Grant. Up to \$200/mo.
KivaB4B.org
- \$50K Business Loans**
Get \$50 - \$250K. Bad Credit OK. Fast Funding. Apply Online Today!
www.Access-Capital-Funding.com
- Small Business Financing**
Finance w/ Your IRA To Reduce Debt & Get Funding Faster. Learn More!
www.GuidantFinancial.com

Organic Search Results:

- Small Business Loans. Unsecured Business Loans & Cash Advance**
Small Business Loan Specialists: Business loans and cash advance in the simplest and fastest way ever. Get the Business Cash Advance loans that your company ...
www.merchantloans.com/ - 45k - [Cached](#) - [Similar pages](#)
- The Unsecured Financing Experts. Unsecured Business Lines of ...**
Unsecured Business Lines of Credit and Unsecured Business Loans. NO Income Documentation to \$350K. Full Documentation to \$1 Million. 6%+ APR.
www.ezunsecured.com/ - 7k - [Cached](#) - [Similar page](#)
- Small Business Administration**
7(a), 504 and disaster assistance loans. Within this section, we'll review ... Though the SBA does not provide grants to help you start a business, ...
www.sba.gov/services/financialassistance/index.html - 23k - [Cached](#) - [Similar pages](#)

A large, semi-transparent watermark "Pay Per Click Ads" is overlaid across the center of the page.

NEW Google Results



Google business loans

All News Images Videos Shopping More Settings Tools

About 312,000,000 results (0.51 seconds)


Quick Business Loans - Trusted By 100K Businesses - kabbage.com
www.kabbage.com/Businessloans
4.7 ★★★★★ rating for kabbage.com
Access Funds As Often As You Need. Get Up To \$100k To Grow Your Business!
Types: Unsecured Loans, Hassle-Free Funding, Loans Without Collateral, Business Expansion Loa...
Services: Live Customer Support, Up To \$100K Financing, Loan Calculator, Quick Loan Decision, ...
Stop Waiting On Banks Partner With Kabbage®
Experienced Lender Proven Industry Leader

Apply for Business Loans - \$0 Upfront Cost, No Obligation
www.nationalfunding.com/ApplyNow
4.7 ★★★★★ rating for nationalfunding.com
Personalized Service. Up to \$500,000 in 24 Hours. \$100K Annual Sales? Apply Now!
Small Business Loans · Working Capital · Apply Today · Section 179 · Business Tax Loans

Apply For Business Loan Online - Get Funded As Fast As 24 Hours
www.ondeck.com/No-Start-Ups/Apply-Now
Apply Now And Get A Decision In Minutes. 600 Credit Score Required. No Startups.

Unsecured Business Loans - \$5K - \$600K Next Day Funded.
www.snapcap.com/No-Start-Ups/Fast-Loans (843) 242-7990
1 Year In Business & Monthly Revenue \$8K Required. Simple & Secure Application.

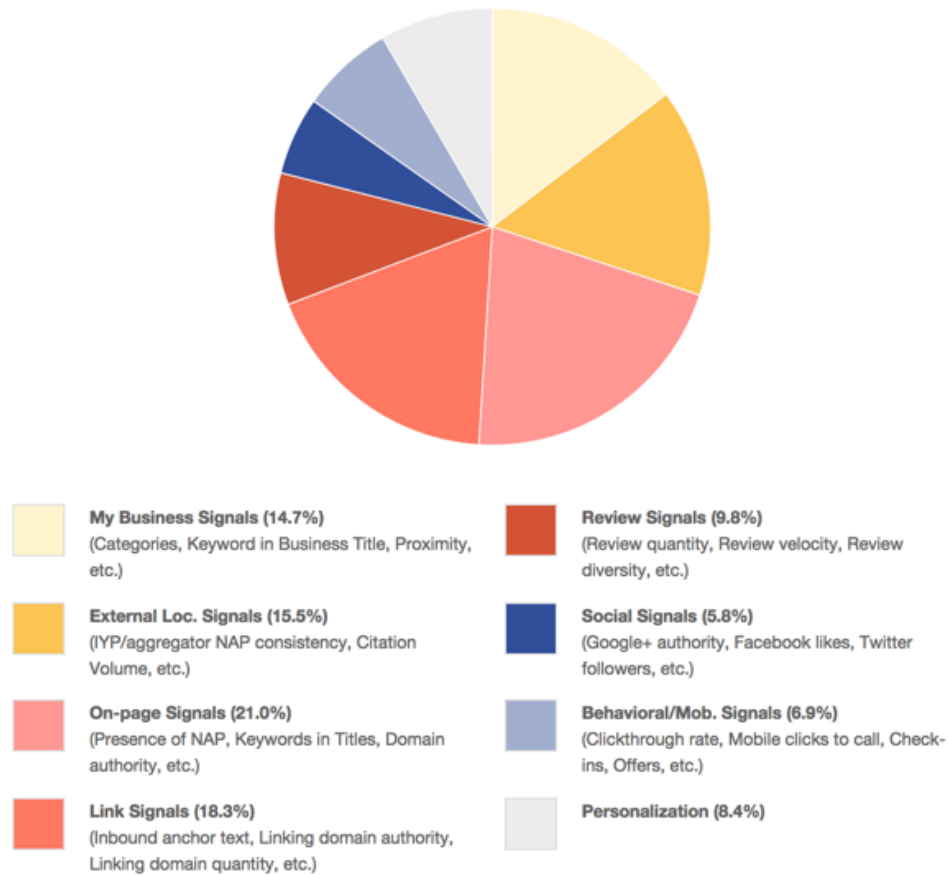
The world of small business lending is no longer just traditional term loans. From SBA loans to **invoice** financing, your business has options with APRs starting at 6.29%. Fundera's marketplace covers many different small business loan products--offered by a variety of the country's leading **lenders**.



Small Business Loans - The 10 Best Options in One Place | Fundera
<https://www.fundera.com/business-loans>

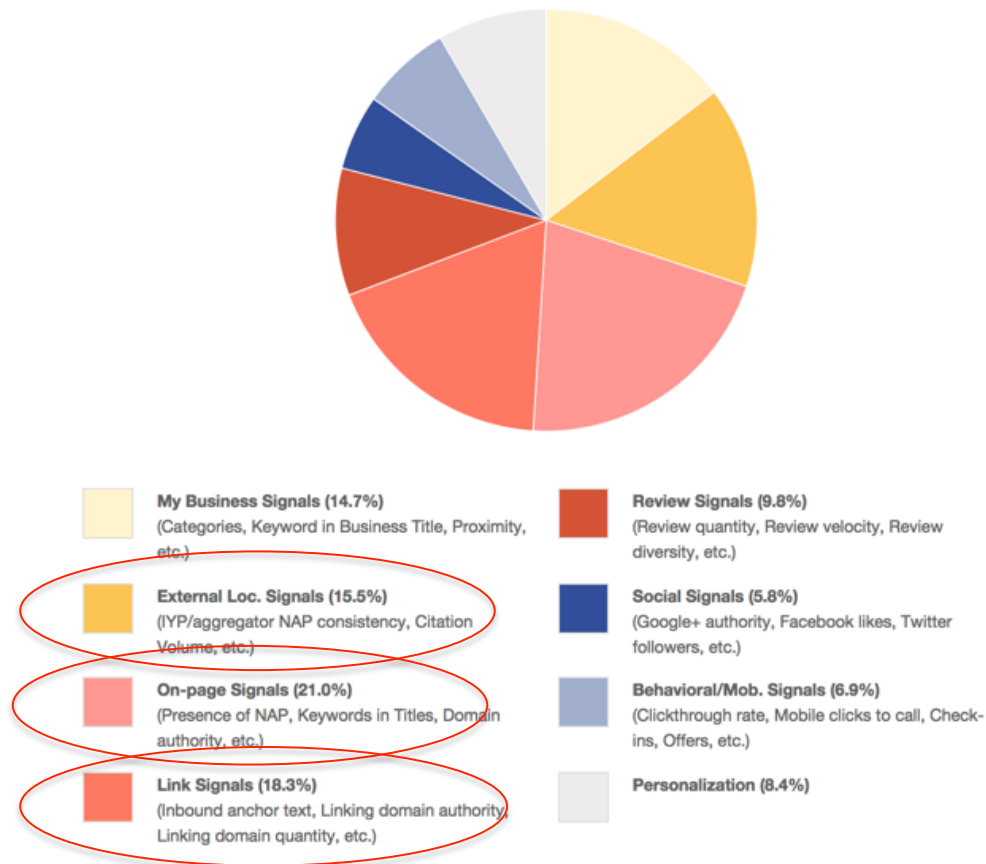
Factors that Impact SEO

Overall Ranking Factors



3 Factors To Focus On

Overall Ranking Factors



PART

How to make SEO
work for you?

3

(1) Defining Off-page SEO

- Things you can do *away* from your website that influence your search engine rankings.
 - Primary factor = LINKS
-

Tactic (Off-page SEO):

Get people you know to link to your website online.

1. Make a list of: people you know with websites, associations you're in, vendors you use.
 2. Break list into two parts: people I can make do it, people I need to give a reason.
 3. Email the first group, pick the top 3 easiest of the list and do it.
-

Bonus: Want to see who is linking to your site right now? Go to moz.com/ose

(2) Defining On-page SEO

- Things you can do on your website that influence your search engine rankings.
 - Primary factor = relevant content, formatted in the right way, that Google can read.
-

Tactic (On-page SEO):

Add good content to your website.

1. Determine the most important keyword for each page.
 2. Write 600 words of *interesting, informative, useful* information about your keyword.
 3. Put the words on your website.
-

Bonus: Want to see if you did it right? Check on browseo.net.

(3) Defining Local SEO

- Things you can do to increase search engine rankings related to location e.g. catering Chicago.
 - Primary Factor = Accurate, consistent, and widespread NAP.
-

Tactic (Local SEO):

Make your NAP accurate, consistent and widespread.

1. Accurate and consistent name, address and phone number.
 2. Widespread.
-

Bonus: Want this done for you? Go to moz.com/local

Good vs. Bad

Examples of Good & Bad NAP

CORRECT NAP!

Casey's NAP Cleaning Service
555 South Street
Parker, CO 80134
555-555-5555

WRONG COMPANY NAME

MOZ
555 South Street
Parker, CO 80134
555-222-3333

WRONG PHONE NUMBER

Casey's NAP Cleaning Service
555 South Street
Parker, CO 80134
555-222-3333

WRONG ADDRESS

Casey's NAP Cleaning Service
Mountain View Lane
Parker, CO 80134
555-222-3333

RECAP

SEO

The practice of increasing traffic to your website through organic search engine results.

1. Get friends to link to you.
2. Add content that Google can understand.
3. Make your NAP accurate, consistent and widespread.

Now What?

Email us for a complimentary SEO report.

Your report will include:

- How your website stacks up against your competition.
- A prediction of where your site will rank after you SEO it.
- Three specific tactics to improve your SEO.

How do you get your report?

Email jamie@nuphoriq.com with the following information: name, company name, closest main geographic area and website URL.

QUESTIONS?

nuphoriq

