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talentevolution  
Evolve Your Business Series



"Are you *READY* to evolve?"

Jared Smith  
Chief Executive Officer  
Talent Evolution



 Tweet This! #EvolveYourBiz

# Talent Evolution, LLC

*A Digital Marketing Agency*

*Constant Contact Authorized Local Expert*



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[/company/talent-evolution-llc](https://www.linkedin.com/company/talent-evolution-llc)

[talentevolution.com](http://talentevolution.com)

# “What’s Very Dangerous Is Not To Evolve...”

--Jeff Bezos – Amazon Founder & CEO



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# Agenda

## SEO

- What is it? How do I leverage it?
- Why optimize my website?
- How do I optimize my Website?

## Essential Google Tools

- Google + / Local
- Google Webmaster
- Google Analytics & More....



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# If You Build It...Will They Come?



# Build It...



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# Yes, The People Will Come...



# Build It...





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**Yes, The People Will Come...**



# How About Today?



they tell  
two friends



and they tell  
two friends



and  
so on...



and so on.....



---

# How Do We Increase Traffic To Our Website?



 Tweet This! #EvolveYourBiz

ADVANCED GUIDE VISITOR INTERNET FACTOR  
ADVICE INFORMATION GUARANTEED  
OPTIMIZATION RANK TOP NATURAL SERVICE  
SCORE VISITOR RANK TOP AUDIT VALIDATOR  
SEARCH SCORE IMPROVE VISIBILITY LONG TAIL  
WEBSITE RANKING KEYWORD TOOLS POSITIONING  
ANALYSIS ONLINE TECHNIQUE RANKING KEYWORD EFFECTIVE BEST  
WEBPAGE YEAR RANKING KEYWORD BLACKHAT OPTIMIZER & POSITIONING  
PPC POPULARITY PLACEMENT  
PROMOTION BROWSER ORGANIC RESULT  
SEM STRATEGY ENGINE  
HTML KEYWORD FIRST IMPROVEMENT PAGE  
ANALYZATOR CONSULTANT MARKETING EXPERT  
OPTIMIZING



# How Do You Define SEO?



*“I no longer teach the meaning of life. I now focus on search engine optimization, which, in my opinion, is the meaning of life.”*


# Search Engine Optimization

(SEO) is the process of improving the visibility of a website or a web page in search engines via the “natural” or un-paid (“organic” “algorithmic”) search results.

*[en.wikipedia.org/wiki/SEO](http://en.wikipedia.org/wiki/SEO)*




# Will your prospective customers be able to find YOU?



Google optometrist san jose

Web [Show options...](#)

Local business results for optometrist near San Jose, CA



- A** [Shirmon Optometry](#)  
www.shirmonoptometry.com - (408) 294-1111
- B** [Feldman Scott P OD](#)  
www.scottfeldmanod.com - (408) 294-1111
- C** [Optometrist San Jose - Berryessa CA](#)  
www.berryessaoptometry.com - (408) 294-1111
- D** [20-20 Optometry of Silicon Valley](#)  
2020eyesonline.com - (408) 433-0800
- E** [North Valley Optometry](#)  
www.northvalleyoptometry.com - (408) 294-1111
- F** [Kao Jennifer OD](#)  
maps.google.com - (408) 453-1178 - Sponsored
- G** [Image Eyecare Optometry](#)  
imageeyecare.net - (408) 281-3926 - Sponsored


[More results near San Jose, CA »](#)

**Magic Plumbing & Drain Services** ☆  
★★★★☆ 14 reviews - [more info »](#)

2261 Market Street  
San Francisco, CA 94114-1600  
(415) 334-3371  
[magicplumbing.com](#)

**Area served:** Albany - Livermore - San Lorenzo - Fremont - Rodeo - Antioch... - [angleslist.com.servicemagic.com](#)

[Directions](#) [Hide service area](#) [Save to...](#) [more ▼](#)

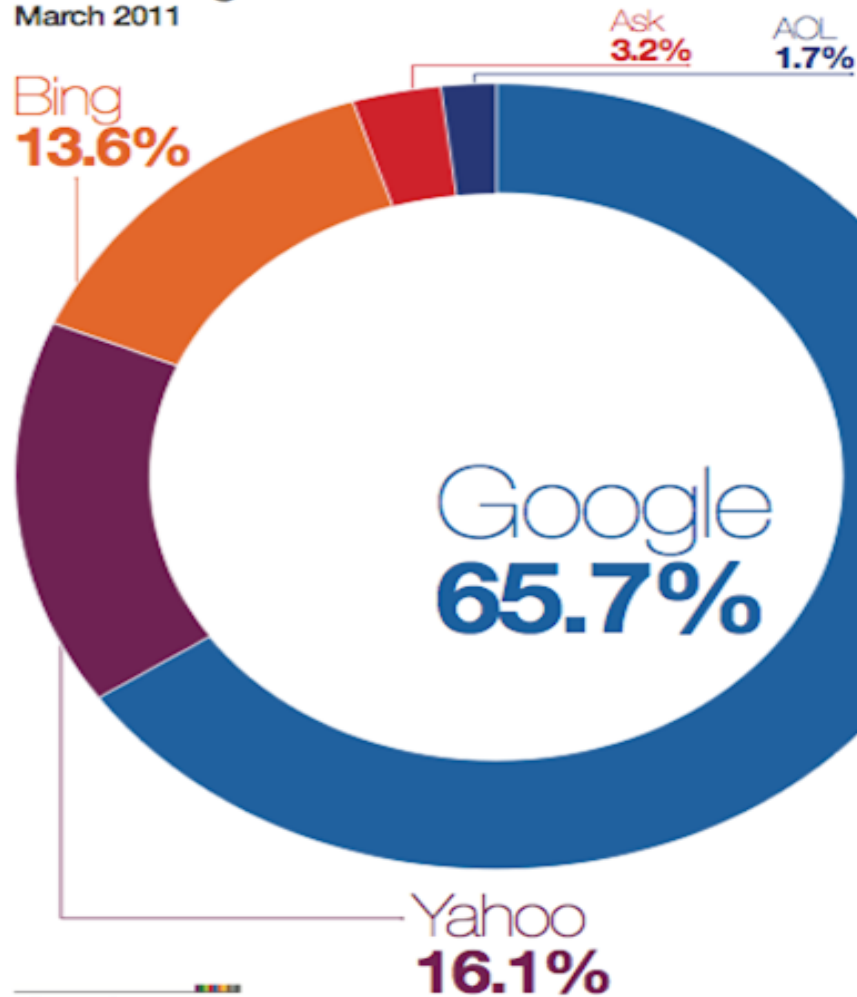


Evolve



# SEO: Who is the Major Player?

Search Engine Market Share  
March 2011



Search Engine Watch

This report is based on results from the comScore Explicit Core Search Share Report.

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computer repair tempe az



+Jared



St

Web Maps Shopping Images News More Search tools

About 162,000 results (0.56 seconds)

### Tempe Computer Repair - DesertComputerSolutions.net

Ad www.desertcomputersolutions.net/

Your Computer Is Broken, We Can Fix Free Diagnostic. Located In Tempe!  
Laptops & Computers - Virus Removal - Available By Phone 24/7

### Computer & Laptop Repairs - quickfixus.com

Ad www.quickfixus.com/Mission-Viejo (949) 215-2225

Free Diagnostics - No Fix/No Charge Friendly, Professional & Affordable

### Arizona Computer Repair - budgettechsupport.com

Ad www.budgettechsupport.com/

You Pick The Service You Need. At A Price That Fits Your Budget!

### Hyperion Works - Tempe, AZ | Yelp

www.yelp.com > ... > IT Services & Computer Repair > Yelp, Inc.

★★★★★ Rating: 4 - 21 reviews - Price range: \$

Tempe, AZ 85282 ..... After struggling to find a decent computer repair place in my neck of the woods, I settled on Red7 in Tempe because they had the best ...

### Laptop repair Tempe, AZ - Yelp

www.yelp.com/search?find\_desc=Repair+Tempe+AZ > Yelp, Inc.

10+ items - Reviews on Laptop repair in Tempe, AZ Hyperion Works, ...

Barefoot Organic Carpet Care. 19 reviews. 6145 W Ivanhoe St Chandler, AZ ...

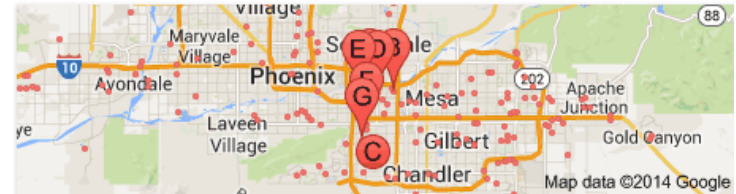
1. Hyperion Works. 21 reviews. 4450 S Rural Rd Tempe, AZ 85282.

### Where Can I Take My Computer for Repair in Tempe, AZ?



pcsupport.about.com/.../computerservice/.../compute... > About.com > by Tim Fisher - in 7,638 Google+ circles

Need to take your computer in for repair in the Tempe, AZ, area and not sure where to go? Many people believe that the only place to get computer repair ...



Map for computer repair tempe az

Ads

### Computer Services OC

www.technologyfixins.com/

Knowledgeable, Fast & Friendly  
Residential Tech Support

### \$75 Computer Repair

www.75anyccomputerrepair.com/

(949) 586-0888

Sliding Scale Computer Repairs!  
Computer Repair

### Data Recovery Flat Fee

www.harddriverecoveryca.com/

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Affordable Prices. Fast Turnaround.  
No Data-No Fee. Get a Quote Today!

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We Fix Hardware & Software  
Problems. Get an Appointment Now!

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# Reaching Your Customers...

The image shows a Google search interface for the query "web agency dorset". The search results are divided into two main sections: "Natural ('organic') listings" and "Pay Per Click adverts".

**Natural ('organic') listings:** These are the search results that appear naturally based on relevance. They include:

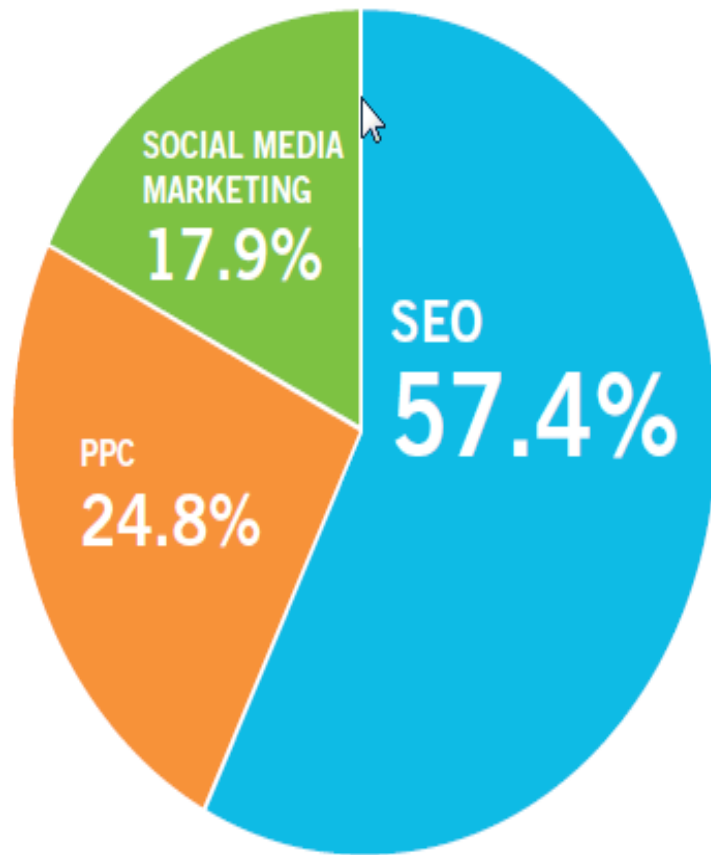
- Website Agency:** [www.springdigital.co.uk](http://www.springdigital.co.uk) - Award winning web design agency. Over 100+ satisfied clients
- Web Design Agency:** [www.coastdigital.co.uk](http://www.coastdigital.co.uk) - Award Winning Web Design Agency Clean, Crisp and Striking Designs
- Google rates Adido as Dorset's web design experts:** [www.adido-solutions.com/cms/site/news/google\\_rates\\_addo\\_as\\_dorsets\\_web\\_design\\_experts.aspx](http://www.adido-solutions.com/cms/site/news/google_rates_addo_as_dorsets_web_design_experts.aspx) - 30k - Cached - Similar pages
- Dorset web design, web development & SEO agency:** [www.adido-solutions.com/](http://www.adido-solutions.com/) - 21k - 14 Feb 2006 - Cached - Similar pages
- Dorset Web Design, Web Development, Search Engine Optimisation ...:** [www.refreshedmedia.com/](http://www.refreshedmedia.com/) - 33k - 14 Feb 2006 - Cached - Similar pages
- Web Site Development from Bournemouth, Dorset based Refreshed Media:** [www.refreshedmedia.com/web-site-development.shtml](http://www.refreshedmedia.com/web-site-development.shtml) - 36k - Cached - Similar pages
- Redweb - London Web design London, Dorset, Hampshire web design ...:** [www.redweb.co.uk/](http://www.redweb.co.uk/) - 52k - Cached - Similar pages
- design - marketing - web - advertising - we've arrived - 3t Creative:** [www.3tcreative.com/](http://www.3tcreative.com/) - 10k - Cached - Similar pages
- orbital design - graphic design agency Bournemouth Poole Dorset ...:** [www.3tcreative.com/](http://www.3tcreative.com/) - 10k - Cached - Similar pages

**Pay Per Click adverts:** These are the sponsored search results that appear at the top of the page. They include:

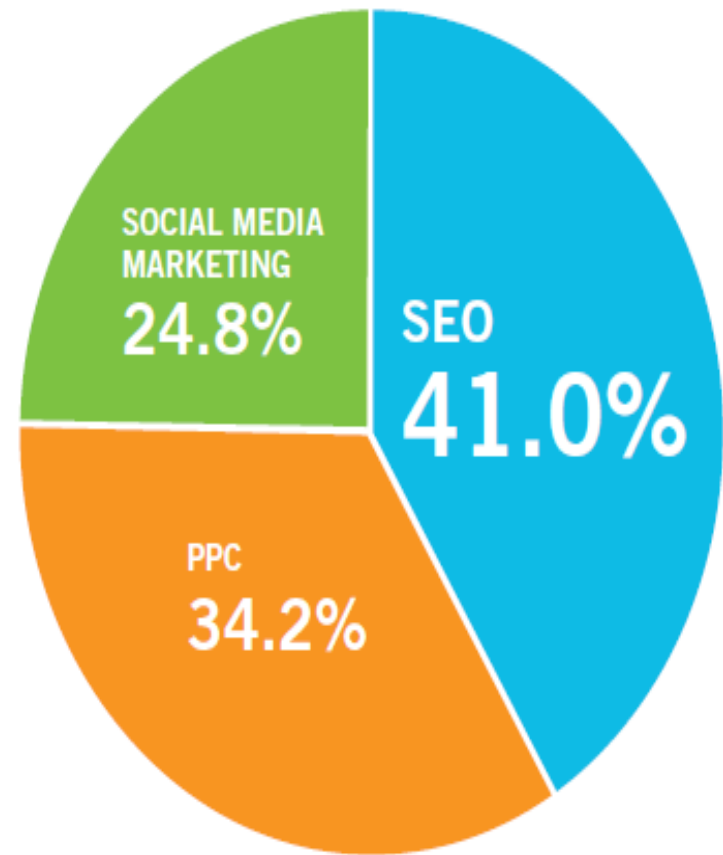
- Leading Web Agencies:** [www.ApprovedWebDevelopers.co.uk](http://www.ApprovedWebDevelopers.co.uk)
- Digital Foundry Inc.:** [www.digitalfoundry.com](http://www.digitalfoundry.com)
- Leading New Media Agency:** [www.Skive.co.uk](http://www.Skive.co.uk)
- Web Agencies:** [www.AdvancedWebSearch.info](http://www.AdvancedWebSearch.info)

Blue arrows point from the text "Natural ('organic') listings" to the organic search results. A red arrow points from the text "Pay Per Click adverts" to the sponsored search results.

# Survey: Impact on Lead Generation...

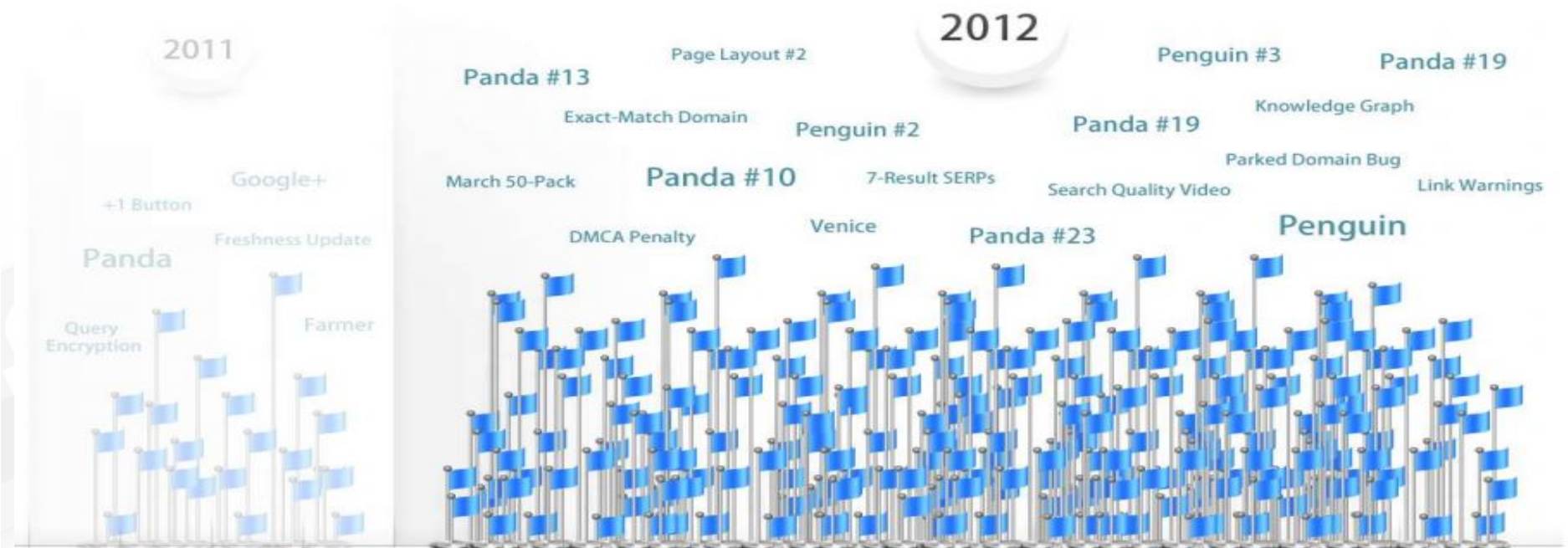


B2B



B2C

# How Does Google Rank Results ?



There are over 200 Ranking Factors

# What is Google Looking For Now?



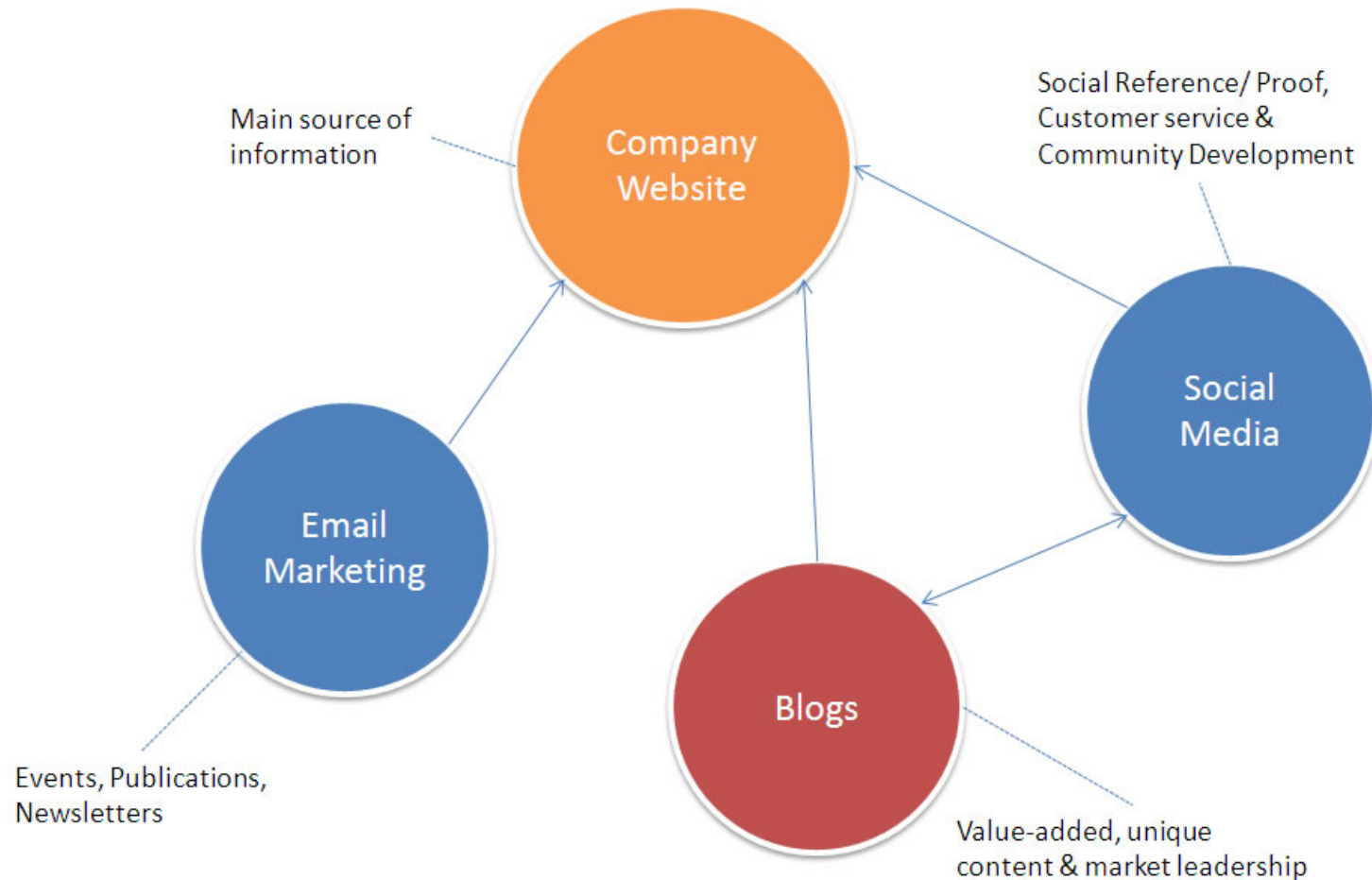
---

***“What Google wants to see now is original, real content created by original, real people; content that attracts the user's attention because it's well-written, relevant and enjoyable.”***

**- Website Magazine**

# SEO Content & Social Media Integration

INTERNET MARKETING STRATEGY





# 10 Essential SEO Tips...



# #1 – Responsive Web Design



## #2 – *Keyword in Domain Name*

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If you are interested in some specific field like SEO make sure you include keyword in your domain for example **seotips.com**




# #3 – Keywords in Titles, headings, meta description and in Body Text

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[Meta Keywords: How a Meta Keyword Plays a Small but Important Role ...](#)  

Meta keywords, or tags, are additional copy included in the HTML of your website . They help improve search engine marketing campaigns, especially with Yahoo ...

[www.wordstream.com/meta-keyword](http://www.wordstream.com/meta-keyword) - 25k - [Cached](#) - [Similar pages](#) - 

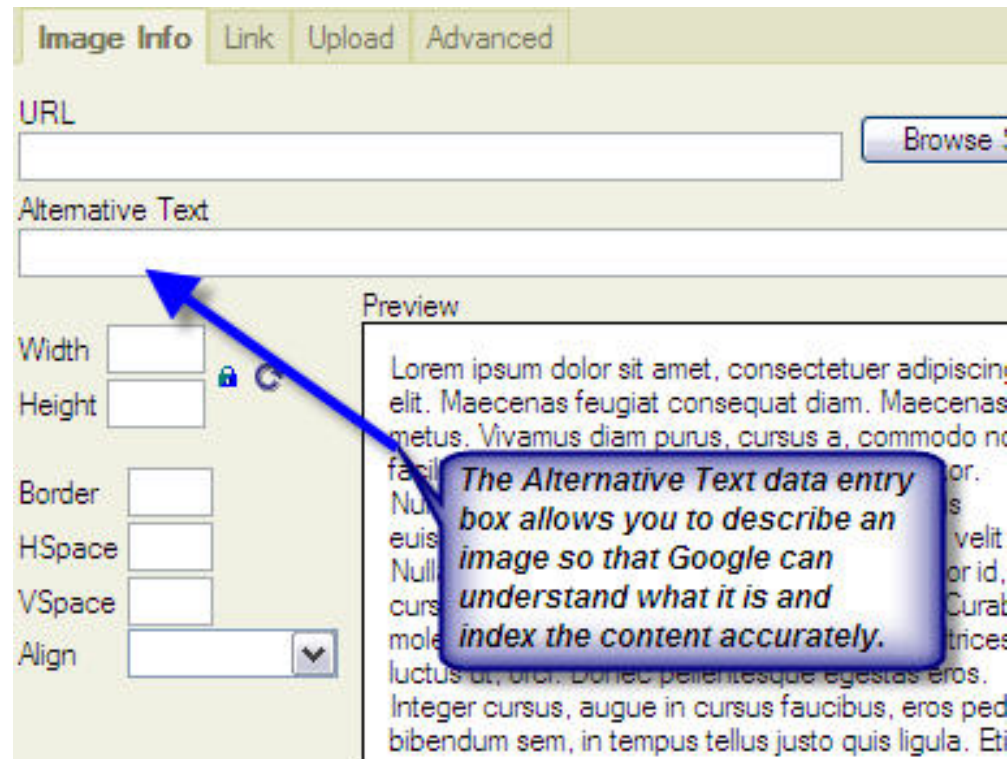
[Use WordStream to assist your SEO efforts as well as SEM](#)  

Don't forget to use these **keywords** and their relevance to se...ds for  
your website. Use **WordStream's keyword** ranking to optim...  
[www.wordstream.com/improve-seo](http://www.wordstream.com/improve-seo) - 22k - [Cached](#) - [Similar](#)  
[More results from www.wordstream.com »](#)

This is the page's meta description.

# #4 – Optimize Images

Add alt tags and title in all images and make sure to optimize the size to cut the server load.



The screenshot shows a web interface for configuring an image. It has tabs for 'Image Info', 'Link', 'Upload', and 'Advanced'. The 'Image Info' tab is active. It contains a 'URL' field with a 'Browse...' button, an 'Alternative Text' field, and a 'Preview' window. The 'Alternative Text' field is highlighted with a blue arrow and a callout box. The callout box contains the text: *The Alternative Text data entry box allows you to describe an image so that Google can understand what it is and index the content accurately.*

Image Info | Link | Upload | Advanced

URL

Alternative Text

Width

Height

Border

HSpace

VSpace

Align

Preview



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas feugiat consequat diam. Maecenas metus. Vivamus diam purus, cursus a, commodo ne facil. Nullam euismod. Nullam euismod. Nullam euismod. Nullam euismod. Nullam euismod. Nullam euismod. Nullam euismod. Nullam euismod. Nullam euismod. Nullam euismod. Integer cursus, augue in cursus faucibus, eros ped bibendum sem, in tempus tellus justo quis ligula. Eti

# #5 – Interlinking & Backlinks

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Related posts:

1. [Rancho Mirage Movies Nights at Whitewater Park \(16.7\)](#)
2. [Rancho Mirage 40th Anniversary – Movie Night \(15.5\)](#)
3. [Rancho Mirage Library Presents: Palm Springs Writers Guild's Fifth Annual "Days of New Works" \(9.7\)](#)

 FILED UNDER: 40TH ANNIVERSARY CELEBRATION, EVENTS, FEATURED POST  TAGGED WITH: [MOVIE NIGHTS](#)

Interlink all your related post, make sure your link contains keyword. If you are linking to other website (outbound links) always make sure that site you are linking to is a “Good Site”.

# #6 – Use Google Webmaster Tools

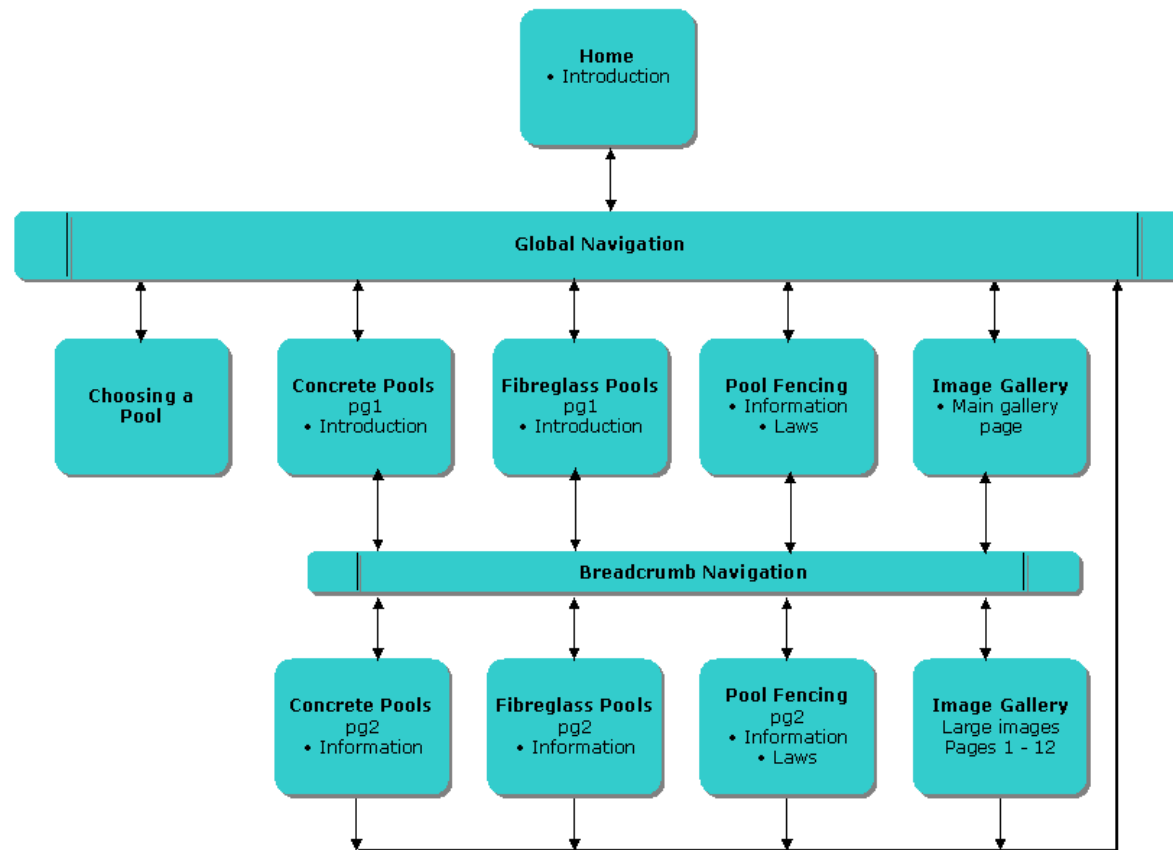
---

**Submit your website/blog to Search Engine/Directories- Create Google Webmaster and Analytics account submit your website including **sitemap**, track your rankings and other details.**

1. Google
2. Bing
3. Yahoo



# #7 – Easy Navigation





# #7 – Easy Navigation

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## [Small Business Marketing from Constant Contact](#)

[www.constantcontact.com/](http://www.constantcontact.com/) ▼

Email, Event, and Social Media marketing tools and solutions from **Constant Contact** make it easy to reach, engage, acquire, and retain customers or members.

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Log in to Constant Contact small business engagement ...

### [Try FREE](#)

Email Marketing, Social Campaigns, EventSpot, Online ...

### [Email Marketing Pricing Plans](#)

Email marketing solution pricing plans from Constant Contact.

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Email Marketing from Constant Contact makes it easy for you to ...

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### [Customer Support](#)

Call Us (866) 876-8464 Take us for a spin — Try FREE » ...

[More results from constantcontact.com »](#)

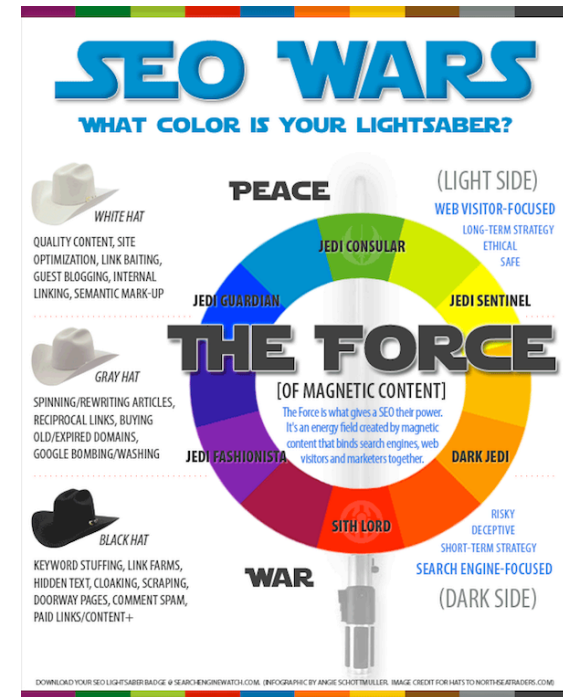
# # 8 – Quality Content

---



Blog  
Blog  
Blog

# Content Matters



## # 9 – Optimize Your Social Networks





Add your website address in your social media profiles

# Google +



The image shows a screenshot of the Google+ profile page for the official Google account. The profile picture is the Google 'G' logo. The cover photo is a colorful illustration of a town scene with a hand holding a tablet displaying various Google services. The navigation menu on the left includes Home, Profile, Explore, Photos, Communities, Events, Find people, Local, Games, Hangouts, and More. The main content area shows a post from Google at 9:48 AM, wishing a happy birthday to Ella Fitzgerald. Below the post is a list of 119 people in their circles, including Google Brasil, Google Automob..., and AdMob.

Home  
Profile  
Explore  
Photos  
Communities  
Events  
Find people  
Local  
Games  
Hangouts  
More




Google   
www.google.com 

Follow +1  
+2,279,951

About Posts Photos YouTube

 **Google** 9:48 AM - Public   
Wishing a happy birthday to the "First Lady of Song," Ella Fitzgerald, on homepages worldwide today.

119 IN THEIR CIRCLES

-  Google Brasil
-  Google Automob...
-  AdMob

 Tweet This! #EvolveYourBiz

  
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# # 10 – Get Google Authorship

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Link your Google+ profile to the content you create

Learn more about how authors appear in search - [Google Authorship](#)

[Jared Smith | Talent Evolution - Digital Marketing and Social Media ...](#)  
[talentevolution.com/about-us/leadership-team/jared-smith/](http://talentevolution.com/about-us/leadership-team/jared-smith/) ▾

by Jared Smith

**Jared Smith**, Co-Founder and Chief Executive Officer. **Jared Smith** CEO **Talent Evolution** **Jared Smith** is an executive level insider with an entrepreneurial eye.

[Jared Smith – Talent Evolution | Talent Evolution - Digital Marketing ...](#)  
[talentevolution.com/?tribe\\_organizer=jared-smith-talent-evolution](http://talentevolution.com/?tribe_organizer=jared-smith-talent-evolution) ▾

by Jared Smith

**Jared Smith – Talent Evolution**. On September 26, 2012, in , by John Walker. If you enjoyed this article, please consider sharing it! Facebook · Twitter. Comments ...

[5 Reasons Your Website Should Be Mobile Ready | Talent Evolution ...](#)  
[talentevolution.com/5-reasons-your-website-should-be-mobile-ready/](http://talentevolution.com/5-reasons-your-website-should-be-mobile-ready/) ▾


Mar 7, 2013 – **Talent Evolution** - Digital Marketing and Social Media Consulting. icon ... Marketing, Personal Branding, Small Business Blog, by **Jared S. Smith** ...

Matt R. James +1'd this



Jared Smith

Southern California  
CEO at Talent Evolution, LLC

 Talent Evolution

 [Tweet This! #EvolveYourBiz](#)

  
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# # 10 – Get Google Authorship

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Link your Google+ profile to the content you create

[How do I create a video gallery on Pinterest? | Talent Evolution](#)



[talentevolution.com/how-do-i-create-a-video-gallery-on-pinterest/](http://talentevolution.com/how-do-i-create-a-video-gallery-on-pinterest/)

by Jared Smith - in 41 Google+ circles

Motivated by his intimate perspective of talent management technology and its effects on the recruitment strategies of top employers, Smith co-founded

Talent ...

You +1'd this

# # 10 – Get Google Authorship



Search for people, pages, or posts



+John



Share



Hangouts

## Link your Google+ profile to the content you create

Make your content feel personal

[Inside Google+ — How the Search Giant Plans to Go...](http://www.wired.com/epicenter/2011/06/inside-google-plus.../1)  
[www.wired.com/epicenter/2011/06/inside-google-plus.../1](http://www.wired.com/epicenter/2011/06/inside-google-plus.../1)  
by Steven Levy · in 838,229 Google+ circles · More by S  
Jun 28, 2011 – Follow @stevenlevy. Google, the world's  
company, is formally making its pitch to become a major  
networking.

Understand how your content appears in search



You can link content you publish on a specific domain (such as [www.wired.com](http://www.wired.com)) to [your Google+ profile](#).

1. Make sure you have a profile photo with a recognizable headshot.
2. Make sure a byline containing your name appears on each page of your content (for example, "By Steven Levy").
3. Make sure your byline name matches the name on your Google+ profile.
4. Verify you have an email address (such as [stevenlevy@wired.com](mailto:stevenlevy@wired.com)) on the same domain as your content. (Don't have an email address on the same domain? [Use this method to link your content to your Google+ profile](#))

For example:

Submitting this form will add your email address to the [Work](#) section of your profile, which by default is viewable only by your

# <http://plus.google.com/authorship>

Tweet This! #EvolveYourBiz





*“Selling to people who actually want to hear from you is more effective than interrupting strangers who don’t.”*

- Seth Godin



# Questions?



 Tweet This! #EvolveYourBiz

  
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# Talent Evolution, LLC

*A Digital Marketing Agency*

*Constant Contact Authorized Local Expert*



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[/talentevolution](https://www.facebook.com/talentevolution)



[/talentevolution](https://www.pinterest.com/talentevolution)



[/talentevolution](https://twitter.com/talentevolution)



[/company/talent-evolution-llc](https://www.linkedin.com/company/talent-evolution-llc)

[talentevolution.com](http://talentevolution.com)