

Elevate Your Local Business Online

Path to Success with Proven SEO Techniques



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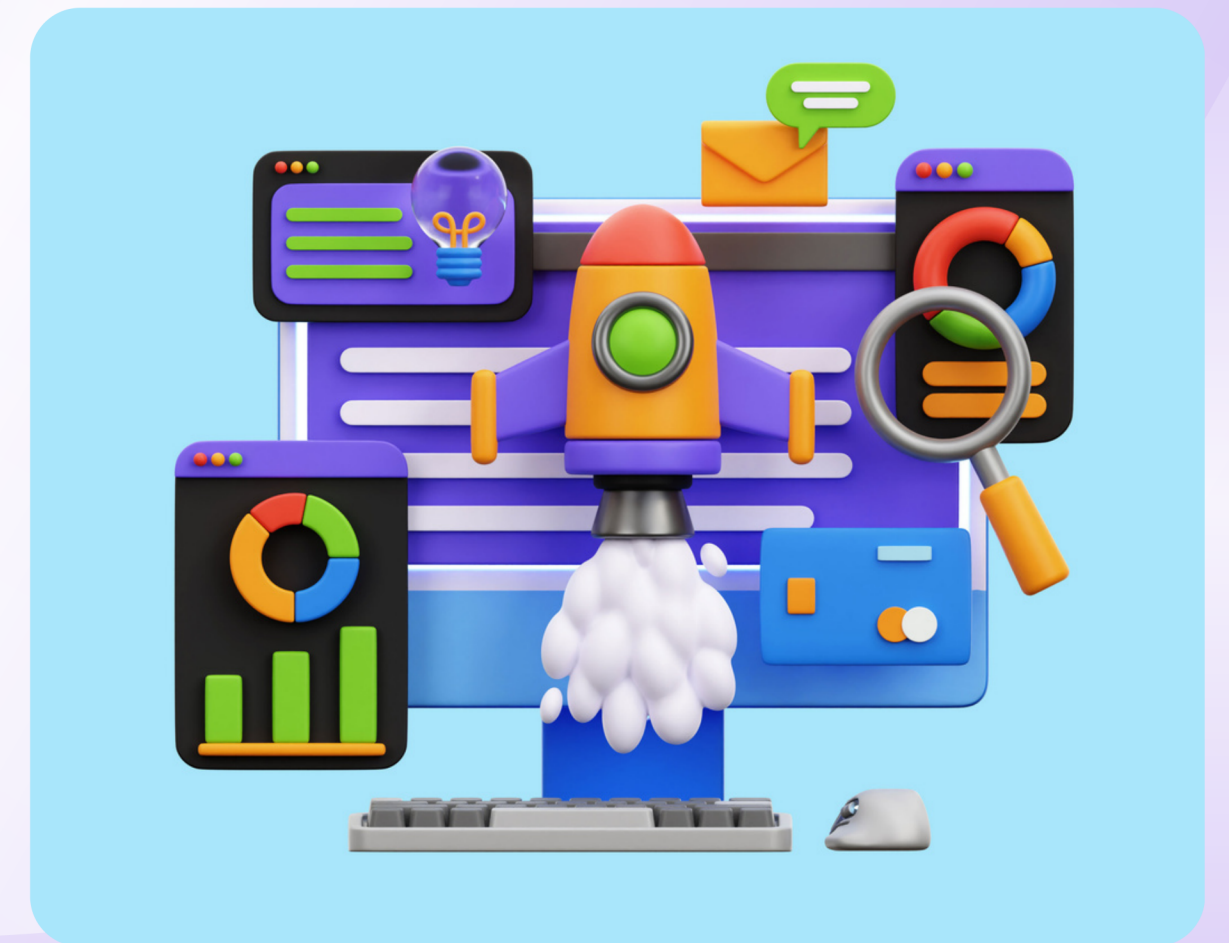
Today's Expert:
Hoot Host

Elevate Your Local Business!

Are you ready to optimize your website into a powerful online presence that helps you grow your local business?!

Today's topics:

- Best Website Platforms for SEO
- Google SEO Essentials
- Content Optimization and Blogging
- Google Business Profile
- The Digital Consumer Journey
- Marketing Integrations and CRM



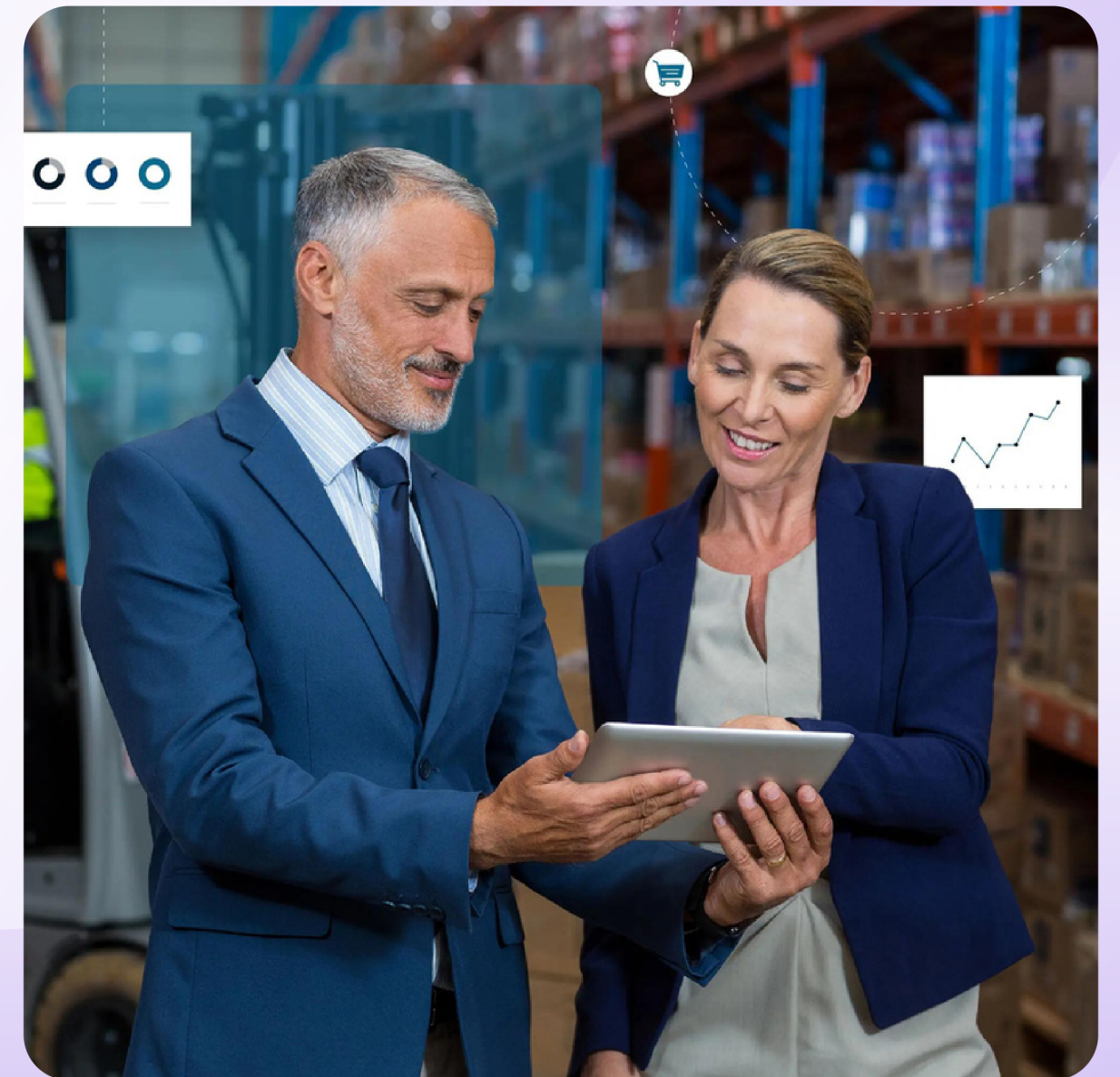
Let's explore how to optimize your website into a powerful online presence for your small or local business.

Popular Website Platforms

Best Platforms For SEO Results!

There are many popular website platforms to build a website for your business. Today, we are going to focus on the best platforms to empower your business with SEO!

- Pick the website platform that meets your goals
- Ensure your marketing tools integrate with your website
- Ease of use, updating, blogging, and SEO top priorities!
- Keep it simple, no unnecessary bells and whistles

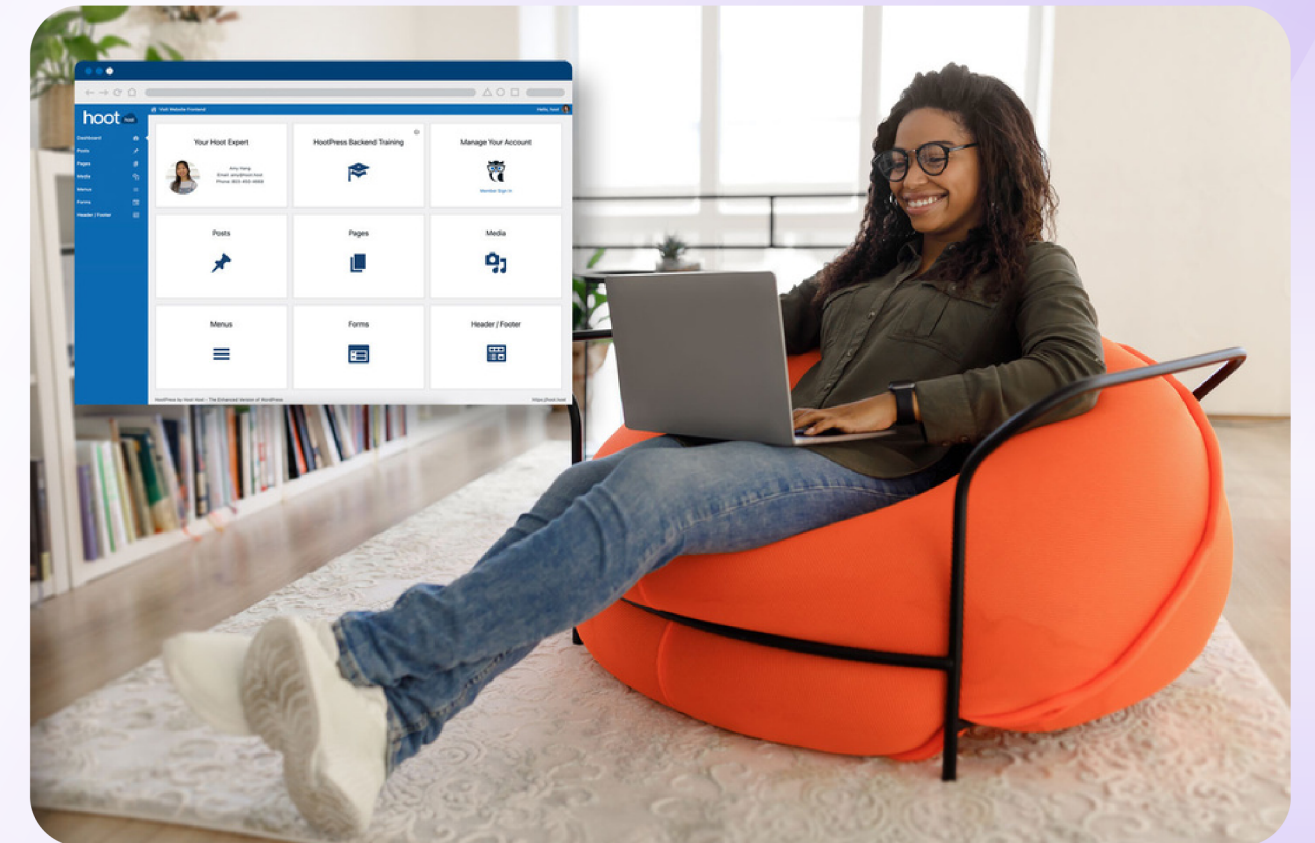


WordPress and SEO

WordPress is one of the most powerful and popular platforms for building business websites.

- Ideal for search engine optimization with RankMath
- Easy to integrate with Google tools using Site Kit
- Amazing for blogging to grow search engine traffic
- Easy to update using Gutenberg native builder
- Built-in AI SEO tools for content optimization

WordPress requires maintenance, has a learning curve, and not all WP websites are created equal. Overuse of plugins, clunky page builders, and poor standards can turn your WordPress website into a nightmare. Keep it simple for ideal results!



Wix and SEO

Wix is arguably the most popular platform amongst small businesses and can create amazing SEO results too!

- Makes SEO and Google integrations easy!
- Manage Search Console, Analytics, GBP from Wix dash
- Powerful blogging with Wix SEO Assistant
- Super easy to manage yourself or find expert help
- Constantly improving technical SEO capabilities

While Wix can be easier to deal with than WordPress, it is a proprietary platform. Which means your website is part of their platform and can't be moved if you want to stop using Wix.



Other Website Platforms?

While WordPress and Wix are my top recommended platforms for SEO results, you can still achieve results with other platforms if done right.

Ask me in the Q&A about other platforms and how to optimize for your business goals!



The Google SEO Essentials

Google SEO Essentials

The Google SEO Essentials are important configurations of every page and post of your website. Using the Wix SEO Assistant or RankMath in WordPress, every page and post of your website can be effectively configured for these settings.

- Title / Description / Image Attributes per page or post
- Focus keyword
- XML Sitemap, Robots.txt, Structured Data Markup
- Robots and Meta tag settings
- Inspect / audit page index status and potential issues



Performance and Accessibility

Performance and accessibility compliance are top priorities for a business website! Use Google Lighthouse to make sure your website is meeting ideal standards:

- Performance over 90% especially on mobile!
- ADA / WCAG compliance using UserWay integration
- Accessibility statement added to sitemap and site footer
- GDPR / CCPA compliance using CookieYes integration
- Privacy policy added to sitemap and site footer



Content Optimization and Effective Blogging

Content Optimization

Content is king and your website's written content needs to be properly optimized to take your SEO to the highest level.

- Follow E-E-A-T content strategy
- Use Google's Helpful Content algorithm for blogs
- Utilize targeted keywords & location in content + titles
- Focus on quality content, not mass producing AI junk
- Structure your content / pillar pages for SEO standards



Effective Blogging

Your blog is your SEO secret weapon! Blogging consistently on topics that relate to your location and services increases your relevance and authority with Google, driving more organic traffic to your website.

- Follow Google's Helpful Content Algorithm
- Use E-E-A-T as your guiding principle to writing content
- Use SEO tools to optimize blog posts

Blog consistently, target topics, tell your personal stories, and make sure your blogs always have technical SEO configured!



Google Business Profile

Google Business Profile

One of the most impactful tools for local service providers is a Google Business Profile! All SEO needs to start local and nothing is more important toward local relevance than a GBP!

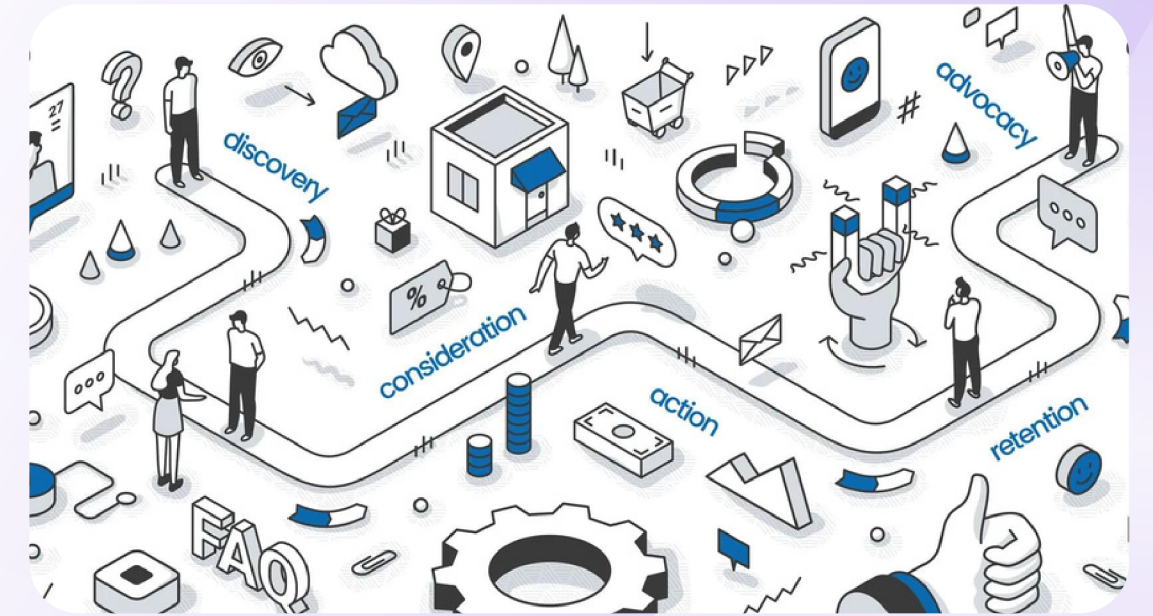
- Make sure your service areas are accurate
- Get reviews! GBP reviews will lead to more business
- Use the Updates feature regularly! Think of this like another social network or mini-blog on Google.
- Get Google Verified with Local Service Ads!



The Digital Consumer Journey

The Digital Consumer Journey

The digital consumer journey (also known as the buyers journey or customer journey) is a means of understanding how search engine visitors find and interact with your website based on their intent. The journey is made up of 5 stages. Understanding this strategy and structuring your website around it will increase conversions!



- Discovery Stage (Helpful Content Blogs and Landing Pages)
- Consideration Stage (Pillar Pages or Service Pages)
- Action Stage (Purchase / Sign-up / Booking / Contact Page)
- Retention Stage (Support / Communication)
- Advocacy Stage (Testimonial Reviews / GBP / Review Sites)

Marketing Integrations and CRM

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With a CRM and marketing tools integrated into your website, you can supercharge your conversion efforts!

- Lead Generation forms on Pillar Pages / Service Pages
- Integrated Contact and Sign-up Forms
- Email Newsletter / Lead Magnet / Landing Page Sign-ups
- Payment Collection Forms
- Chatbot Integration
- Calendar Booking Integration

All of these various information collection tools help you build effective marketing campaigns, manage your contacts and leads, and get more business from your website!



Reminders & Recap

Reminders & Recap

When you have a website that meets SEO standards, has optimized content, AND follows these optimization strategies, you will build a more powerful online presence for your small or local business!

- WordPress and Wix - top results driving web platforms
- Follow SEO Essentials to get indexed & found on Google
- Optimize your content for your services and location
- Google Business Profile is a gamechanger
- Blogging + digital consumer journey = success!
- Integrate with CRM and marketing tools to manage leads and contacts, pipelines, email marketing, and beyond!



Special Offer

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- Email Marketing
- Social Media Scheduling & Posting
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- Landing Pages, Funnels, Forms
- Website Chat Widget by Waggle AI (add-on)
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- Automation and Integrations



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Time For Questions

Post Your Questions in the Q&A

