

Website Visibility

PDA 20th Anniversary Conference
 Virtually via Zoom
 October 28 – 30, 2020



1



SEO

Search Engine Optimization
 -the practice of increasing the quantity and quality of traffic to your website via **organic traffic**.

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2

5 Ways to Improve Website Visibility

Create a Google Business Account & Use It!
<https://www.google.com/business/>

Be sure to

- 1) Fill out the profile completely
- 2) Post pictures of your product/services/team/business
- 3) Showcase why you are different than your competitors (show it-don't say it)

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3

5 Ways to Improve Website Visibility

Mobile First Mentality



- Google indexes mobile first it is that simple. Yes the majority of your clients may say they look at your website from their trusty desktop and maybe they do but it doesn't matter. Google indexes Mobile First.
- Page Speed is a big deal (<https://search.google.com/test/mobile-friendly>)
- Google does not like clutter- no flying messages; no interstitial ad copy or email sign-ups; keep it simple and user friendly
- User Experience is a BIG DEAL. (29% of consumers say they will leave the site immediately & go to another website to find what they are looking quickly and efficiently-sourced from Google.)
- User Experience is: creating a meaningful and relevant experience for the consumer on your website, includes design, useability & function (<https://neilpatel.com/blog/measure-website-ux/>)

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4

5 Ways to Improve Website Visibility



Content is King

- Keywords. Do your research. (what words are being searched? what are the volume levels & what words will work for you and still be relevant?)
 - No stuffing, be genuine, give value in all content created
 - Keywords need to be in 1) page titles 2) meta descriptions 3) headings 4) page content 5) url
- *all of these are used by Google to index your site pages for ranking and when to show based on consumer searches (except meta descriptions but they are used just not in the algorithm)

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5

5 Ways to Improve Website Visibility

Backlinks



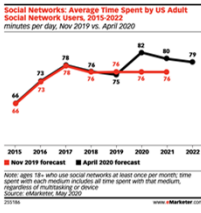
- Links from other sites to your site. Google sees them as a "vote" for your site and its validity around a certain value point(s).
- How do you obtain Backlinks?
 - Outreach. Asking industry leaders to link back to your site.
 - Create amazing content such as a niche blog or video asset that sets the standard in your industry. Others will link to your site showing its validity.
- Do not spend a small fortune with a company that promises fabulous backlinks for your site with guaranteed page 1 ranking from Google. They are lying. Google does what it wants to do when showing search results, chances are if you hire a company of this nature your site will be flagged and never show in search results again. True Story.
- Backlinks are essential. You can have the best copy on your website, and get nowhere fast without the "votes".

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6

5 Ways to Improve Website Visibility Social Media Platforms



- Consumers are on social media more now than ever before, their journey begins on a social platform, brand discovery is second then brand research. Research is part of the journey from social platform to website.
- Be consistent with branding & messaging
- Keep it value based as much as possible with little promotion content
- Tell your story from a genuine perspective

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7



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8



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9