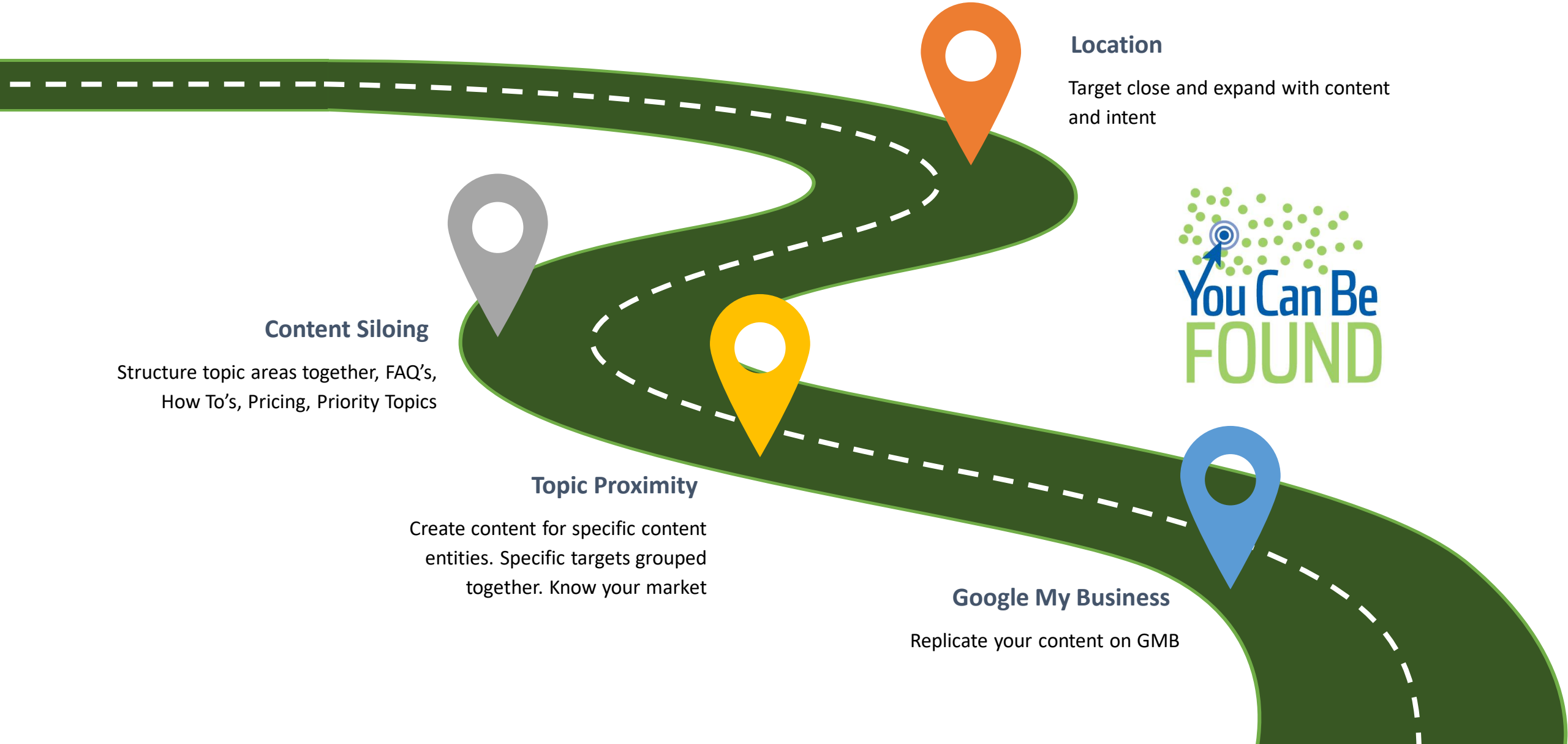




Do You Truly Understand? 3 Tactics to Get Found in 2020

Do It Yourself Basics to Move Forward and Get Found in 2020

Proximity for Your SEO in 2020



Content Siloing

Structure topic areas together, FAQ's, How To's, Pricing, Priority Topics



Topic Proximity

Create content for specific content entities. Specific targets grouped together. Know your market



Location

Target close and expand with content and intent



Google My Business

Replicate your content on GMB





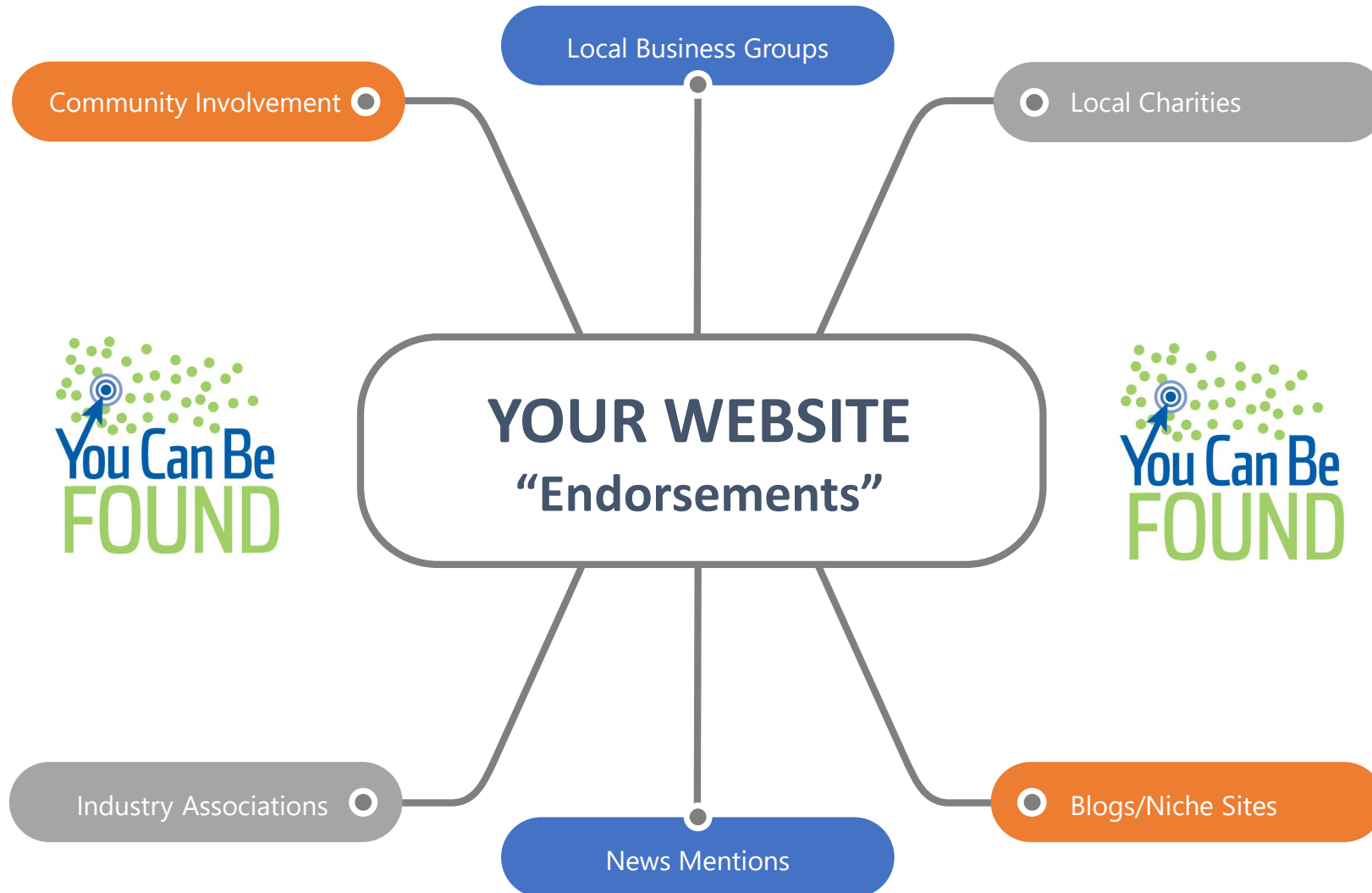
- Link Building Done Right
- SEO for Site Redesigns
- Site Audit: Technical SEO
- \$50 DIY SEO Support
- Video Optimization
- SEO WordPress Basics
- Wix-Weebly-SquareSpace SEO
- Returning SEO Clients
- SEO News

- Don't Lead with "Home": Logo will go there
- Prioritize Topic Areas – Sunday Newspaper
- Consolidate Info at End
- Sub Topics Under Main Categories
- Connect with Links



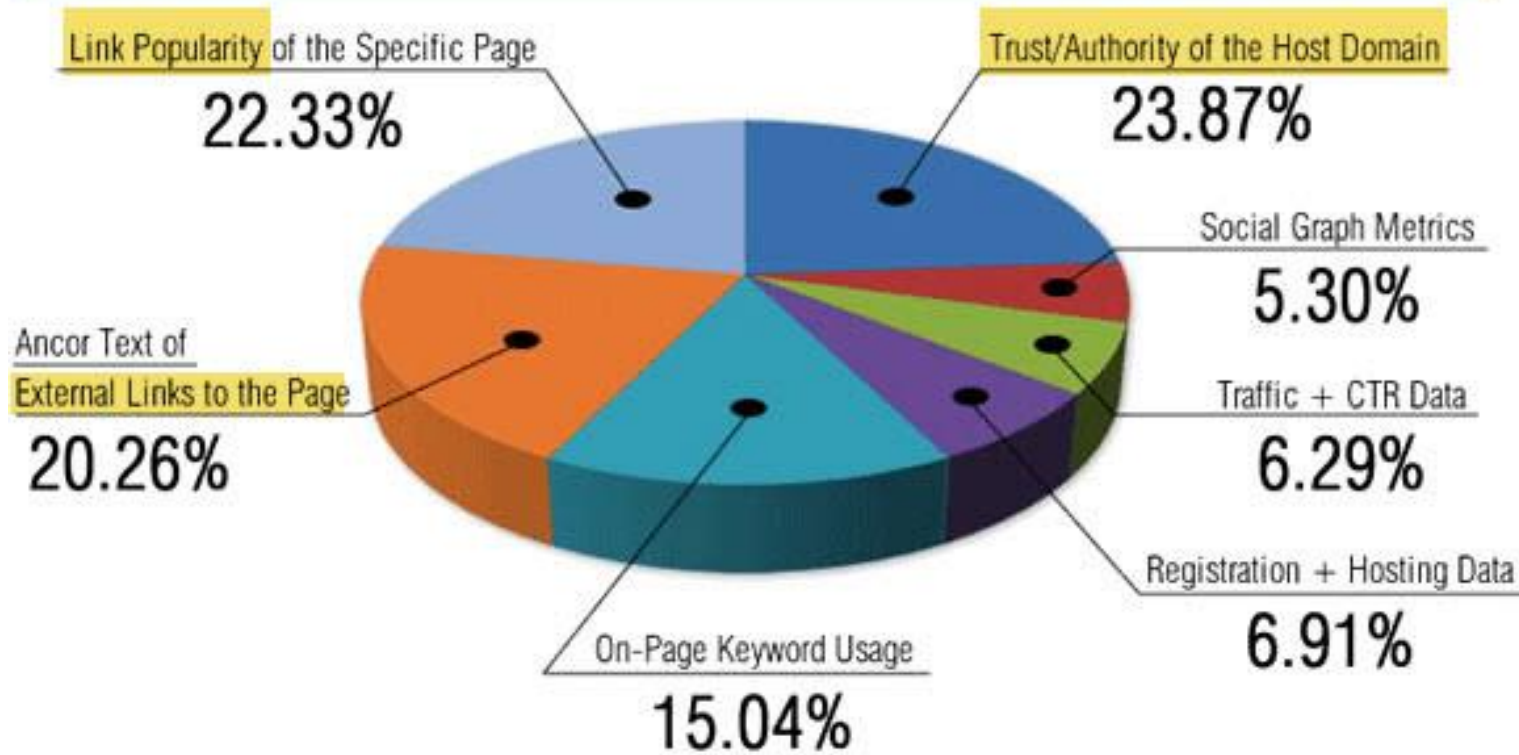
Links for Your SEO in 2020

Links Tell Google About Your Authority and Relevance



Components of Google's Ranking Algorithm

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors



Think Link!

Reviews for Your SEO in 2020



Score

Aim for over 4.3, but don't "Review-Gate"

1

Count

More is better. Keep Asking. All is relative to competitors

2

Frequency & Recency

How often, and how recent matters.

3

Review Content

As for Detailed Reviews: What did you like about our service?

4

☰ pasta gamaliel ar 🔍 | ✕

Price ▾ Rating ▾ Cuisine ▾ Hours ▾

⚙️ More filters

Italian Garden Dining

4.2 ★★★★★ (410)
\$\$ · Italian · 1007 Hwy 62 W
Opens at 11:00 AM



👤 "I love those Pasta and that's what i called it the Italian way."



Anthonee's Kitchen & Italian Restaurant

4.6 ★★★★★ (63)
\$\$ · Italian · 6180 AR-178
Opens at 12:00 PM



👤 "I had penne pasta with marinara, Italian sausage and a meatball."



House of Pizza

4.4 ★★★★★ (111)
\$\$ · Pizza · 40 Plaza Way Ste 26
Opens at 11:00 AM



👤 "Always delicious pizza, pasta and hot sandwiches. The best pizza in..."



Whatever You Do,
Ask For a
Detailed Review!



Remember, I am Your Resource!

Slide Deck at: YouCanBeFound.com/Presentations

Digital Business Card: Text **YCBF** to 732-444-8885