

What is SEO (search engine optimization)

SEO - Defined

Search Engine Optimization (SEO)

The marketing discipline focused on growing visibility in organic (non-paid/free) search engine results. SEO is not only about building search engine friendly websites. It is about making your site better for humans too.

NOT

Pay Per Click (PPC) or Search Engine Marketing (SEM)

A pay-per-click or Search Engine Marketing involves having individuals (advertisers) pay for positioning in search results. Each time someone clicks through to the listed web site, the search engine charges the advertiser.



painting contractors omaha

No search volume

All Maps Shopping News Images More Settings Tools

About 1,990,000 results (0.93 seconds)

Painting Contractor - M S Services - mydex.com

(Ad) msservices-inc.mydex.com/

Hire Our Professional Painter For Service You Can Count On. Call For Free Quote!

Services: Interior Painting, Exterior Painting, Special Finishes, Commercial Painting, Residential Painting

Painting Contractors Omaha - Customer Satisfaction Is #1

(Ad) aboveaveragepnd.mydex.com/

Competitively Priced Home **Painting Contractors**. 15+ Years Experience. Call Now!

Since 2006 · Free Estimates · Competitive Rates · BBB Accredited · Affordable Services

Contact Us · Water Restoration · Mold Mitigation · Gallery · Drywall Services · Painting Services



Rating Hours

Extreme Painting LLC

4.0 ★★★★★ (12) · Painter

Omaha, NE · (402) 213-5085

Open until 5:00 PM



WEBSITE

Wyman Painting

3.9 ★★★★★ (16) · Painter

Omaha, NE · (402) 319-3956

Open until 5:00 PM



WEBSITE

CertaPro Painters of Omaha, NE

5.0 ★★★★★ (2) · Painter

Omaha, NE · (402) 289-0311

Open until 6:00 PM



WEBSITE

More places

Wyman Painting

3.9 ★★★★★ (16) · Painter

Omaha, NE · (402) 319-3956

Open until 5:00 PM



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5.0 ★★★★★ (2) · Painter

Omaha, NE · (402) 289-0311

Open until 6:00 PM



WEBSITE

More places

25 Best Painters - Omaha NE | HomeAdvisor Painting Contractors

www.homeadvisor.com > Pro Ratings & Reviews > Nebraska > Omaha

Painting Contractors Directory for **Omaha**, Nebraska. Find Customer-Rated, Prescreened Home Improvement Professionals for **Omaha**, NE. All Painting ...

Painting Contractors - Better Business Bureau: Start With Trust

<https://www.bbb.org> > ... > Home Improvement Services and Products

Find BBB Accredited **Painters** near **Omaha**, NE. Your guide to trusted **Omaha**, NE **Painting Contractors** recommended and BBB Accredited businesses.

Best Painting Contractors in Omaha, Nebraska with Reviews - YP.com

<https://www.yellowpages.com/omaha-ne/painting-contractors>

Results 1 - 30 of 463 - Devin's **Painting**. BBB Rating: A+ 7610 Western Ave Omaha, NE 68114. James Werner II **Painting**. BBB Rating: A+ Omaha, NE 68164. A Midsummer's Mural. (2) Reliable **Painters**. Tri State Professional Services. Serving the Omaha Area. Ace Budget **Painting**. Serving the Omaha Area. Local Painter Quotes. (1) Bernstein **Painting**. ...

The Best 10 Painters for 2017 in Omaha, NE - Yelp

<https://www.yelp.com> > Omaha > Home Services > Painters

Best **Painters** in **Omaha**, NE - Marquez Painting, Monetos Painting, Kenny's Painting Service, Noe's Painting, Gerst Painting, Above Average Painting & Drywall, ...

Affordable Omaha Painting Contractor Omaha Ne - # 1 Omaha Painter

<https://wymanpainting.net/>

Wyman Painting | **Omaha Painting Contractor** since '89. A Best **Omaha Painter**. Commercial Painting **Omaha**, **Omaha House Painter**. A+ BBB. Father/son.

Extreme Painting Omaha - Commercial and Residential painters

www.extremepaintingomaha.com/

Extreme Painting in **Omaha** Nebraska is the premier commercial and residential **painters** not only in **Omaha** but the midwest. Extreme Painting can paint ...

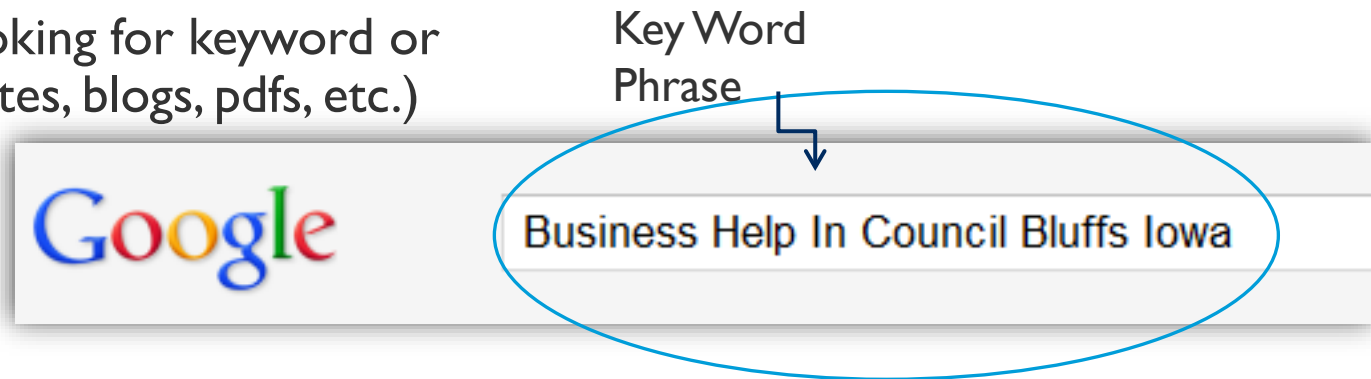
What is SEO (search engine optimization)

How Search Engines Work

A search is conducted by entering a keyword/phrase into search engine

Search Engines Crawl and Index content on the web looking for keyword or phrases (websites, blogs, pdfs, etc.)

- Content
- Structure
- Links



What is SEO (search engine optimization)

How Search Engines Work

Search engines provide answers based on an algorithm that involves

- Keywords
- Relevance
- Importance (Links & Shares) and more...

What is SEO (search engine optimization)

The Importance of SEO

- Helps customers find what they are looking for when they want it
- Positions your business through the entire buying journey
- 92% of internet searches happen on a google property
- SEO supports new buying behavior – going through the majority of buying process on their own



Image and information from <https://blog.hubspot.com/marketing/seo>

What is SEO (search engine optimization)

The Buying Process

- Use google when we have a problems and looking for solutions
- Use Google to evaluate and exhaust all potential solutions
- Inquire with company last
- The only chance for customers to notice and even consider your bushiness is to show up in Organic or Local search results.

Three Core Components

- Technical Setup
- Content
- Links

I. Technical Setup

Google only sees text. Technical setup will ensure that your website will allow google to scan and index it.

Important Factors

- Website navigation and links – text only
- Simple URL structure – keep short with main keyword
- Page Speed – Google's Page Speed Insights Tool
- Dead links or broken redirects
- Sitemap and Robots.txt files
- Duplicate content
- Text – not pictures for keywords



2. Content

When we use a search engine we are searching for content. Web pages, blogs, videos, reviews, listings. It is all content

- It is what customers want. The more you publish the better you will be found
- SERPS use content to determine page rank. How close are searches to content on a page.

Who is Visiting Your Website

Beyond Demographics

- Describe Life/Business Situation
- What is the pain

Where Are They?

- What do they read
- What sites do they visit?
- How do they search in Google?

What Do They Want?

- Overall Value Statement – Elevator Pitch
- Basics – Price, Contact Info, About ,Testimonials/reviews, etc.
- What do they NOT care about (eliminate from site)
- How does your site/product/service BENEFIT them



Elevator Pitch

The home page should answer quickly:


- Who are we
- What do we do
- What can you (visitor) do here?
- What is the Value Proposition
- What is your Unfair Advantage
- Is there a Niche market you can explore

Discover Keywords

What are Keywords?

Words that your customers use when trying to solve the problem they are having.

As a website owner and content creator, you want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your content among the results.



Small
Business Help
in Iowa

Discover Keywords

How Are **They** Searching

Use Search Tools

Survey Customers

Study Competition

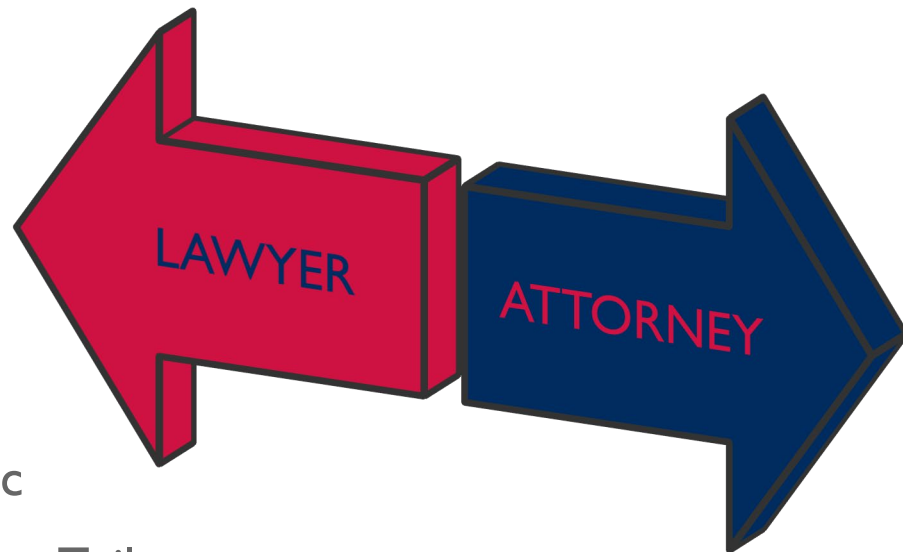
Pay attention to vocabulary

Start General to Product Specific

List Words, Short Phrases and Long Tail

The Riches are in the Niches

How to Do Keyword Research by HubSpot





Discover Keywords

Keyword Tools

Google Keyword Planner –

- Search for new keyword ideas
- Search Volume
- Traffic forecasts for lists of keywords

KW Finder (Free for 3 searches daily)

Trends

Volume

Level of Difficulty

Long Tail

Moz's Keyword Explorer (3 searches daily)

- Keyword suggestions
- SERP Results and opportunity
- Importance to your campaign
- Potential

Keyword Tool – (Free but limited)

Google Auto Complete Data

On Page SEO

Main Keywords

What Keywords are featured on each page

- Headlines
- Anchor Links
- Body

What Keywords SHOULD be featured on each page

- Home Page - General Business/Value Proposition
- Every Other Page – A unique keyword focus

Every Page Should Have a Keyword Focus (use dropdown menus)

- Each Major Product Category
- Each Location- but no duplicate content

New Content should be keyword focused

- Blogs
- Email
- Downloadable Content

On Page SEO

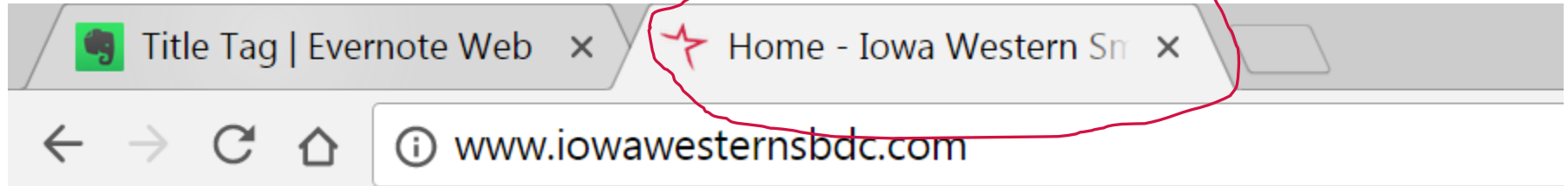
Title Tags

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.

The title tag of a web page is meant to be an accurate and concise description of a page's content.

On Page SEO

Title Tags



Showing results for **iowa western sbdc**
Search instead for **iowawestern sbdc**

Iowa Western Small Business Development Center: Home

www.iowawesternsbdc.com/

Helping small businesses and entrepreneurs start, grow and build their small businesses in Southwest

Iowa. The **Iowa SBDC** is a free service and helps with ...

You've visited this page 4 times. Last visit: 6/23/17

Contact Us

Need small business help? Contact us using the form ...

Counselors

Counselors ... College Small Business Development Center ...

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

Calendar

Helping small businesses and entrepreneurs start, grow and ...

Small Business Development

22 Mar Small Business Development. Posted at 16:30h ...

On Page SEO

Title Tags – Why Do They Matter?

- Search Engine Spiders 1st Impression
- Search Engine Results Page
- Web Browsers – Placeholder
- Social Networks – Link Title

On Page SEO

Title Tags – How to Write

- Optimal Format – Primary Keyword – Secondary Keyword | Brand name
 - *Small Business Help Southwest Iowa – IWCC SBDC*
- Optimal Length – 50 to 60 Characters
- Unique for EVERY page
- Don't overdo Keywords
- Write for customers
- Important Keywords First

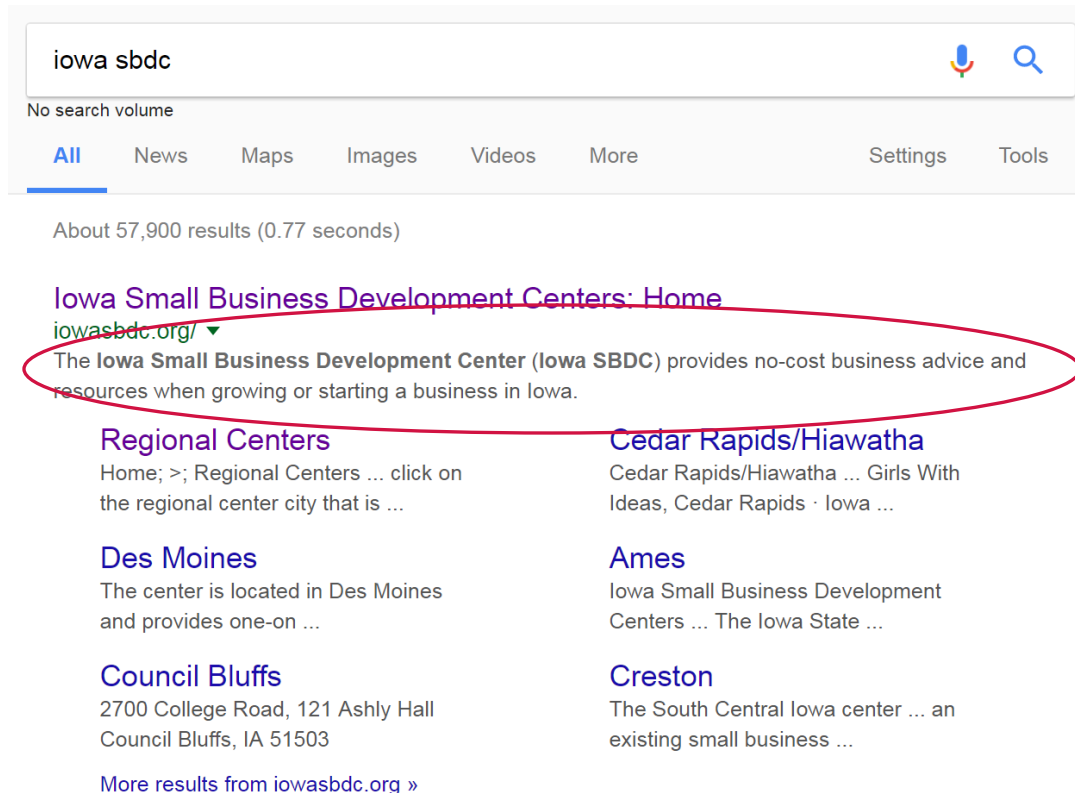
On Page SEO

Description Tag

The Description Tag is an HTML attribute that summarizes the meaning and purpose of a webpage

On Page SEO

Description Tag



A screenshot of a Google search interface. The search bar contains the text "iowa sbdc". Below the search bar, it says "No search volume". There are tabs for "All", "News", "Maps", "Images", "Videos", and "More". The "All" tab is selected. To the right of the tabs are "Settings" and "Tools". Below the tabs, it says "About 57,900 results (0.77 seconds)". The first search result is titled "Iowa Small Business Development Centers: Home" and has the URL "iowasbdc.org/". The description of the result is "The Iowa Small Business Development Center (Iowa SBDC) provides no-cost business advice and resources when growing or starting a business in Iowa." This entire result is circled in red. Below the first result, there are four more results: "Regional Centers", "Des Moines", "Council Bluffs", and "Cedar Rapids/Hiawatha". Each of these results has a title and a short description. At the bottom, there is a link that says "More results from iowasbdc.org »".

iowa sbdc

No search volume

All News Maps Images Videos More Settings Tools

About 57,900 results (0.77 seconds)

Iowa Small Business Development Centers: Home
iowasbdc.org/ ▼
The Iowa Small Business Development Center (Iowa SBDC) provides no-cost business advice and resources when growing or starting a business in Iowa.

Regional Centers
Home; >; Regional Centers ... click on the regional center city that is ...

Des Moines
The center is located in Des Moines and provides one-on ...

Council Bluffs
2700 College Road, 121 Ashly Hall
Council Bluffs, IA 51503
More results from iowasbdc.org »

Cedar Rapids/Hiawatha
Cedar Rapids/Hiawatha ... Girls With Ideas, Cedar Rapids · Iowa ...

Ames
Iowa Small Business Development Centers ... The Iowa State ...

Creston
The South Central Iowa center ... an existing small business ...

On Page SEO

Description Tag

- Optimal Format – Clear Concise Message that will entice searcher to click through
- Naturally use keywords that the page is focused on in a non spammy way
- Optimal Length – 160 characters or less
- Unique for EVERY page
- Don't overdo Keywords
- Write for customers

On Page SEO

Description Tag

- Shows up in SERP under title of Listing
- Write compelling Ad Copy
- Avoid duplicates
- Do not use quotations marks

On Page SEO

Header Tags – H1, H2, ...

The Header Tags defines the heading on a website as most important. Most important = H1, next important, H2 and so on

On Page SEO

Header Tags – H1, H2, ...

- Unique descriptive H1 tag
- H1 should communicate the pages main purpose
- Include 1 or 2 high level keywords
- Sub headers (h2,h3...) target secondary keywords
- Break up content/organize
- Avoid generic phrases “more info”

On Page SEO

Navigation

Internal Links/Anchor Text

- Links that point to more content on the same domain
- Helps with site organization
- Helps users find information
- Use Exact Match – Services(anchor) links to Services(page)

External Links

- Linking out to other relevant pages.
- Provides good user experience
- Positions your content as a valuable resource

On Page SEO - More

Photos/Alt Tags

- Describes the appearance and function of an image
- Web accessibility (vision impaired)
- Loading Issue
- Provide image/context information to Search Engines
- Precise/descriptive
- Not spammy
- Eyes closed test



Alt Text: Iowa offensive coordinator Brian Ferentz walks off

Content/User Experience

Good Page Content

Google has stated that content is one of its top three ranking factors

- Communicates what each page is about
- Useful, informative, unique, original
- Targeted to ideal customer
- Shareable
- Better than competitors
- Engage – You, Yours Ours
- Natural use of keywords
- Focused on main keyword

Content/User Experience

Content Best Practices

Keep the page easy to navigate and offer the information that the customer is really looking for. Eliminate (or bury) the information they don't care about.

- Contact Page
- Contact Information on Every Page
- About Page
- Call To Action
- Navigation
- Anchor Link Navigation
- Imperative Information– Price, Phone, Address, etc.

Off Page SEO

Inbound Links

A link coming from another website to your own website. Links tell Google that your website is an authority on a certain subject

- From a authoritative source
- Relevant to the topic
- Avoid the Five B's (borrowing, begging, bartering, bribing, or buying)
- Gain links by creating content, having a good business, networking and becoming an influencer

Off Page SEO

Social Media

Social Media indirectly increase a sites rankings by driving people to your site, sharing posts, creating new inbound links and generally making you an authority.

- Connect social media to website
- Maintain website as the HUB
- Create engaging/shareable content

Off Page SEO

Mobile Optimization

The process of ensuring that visitors assessing your website from a mobile device have an engaging and user friendly experience.

Start with [Google Mobile Friendly](#)

- Responsive design
- Page loading speed
- Mobile design and usability

Local SEO

Local Search Optimization

A search performed online in which a person is looking for a business, product or service near where they live or in an area they will be.

Check presence with [Moz Local Listing](#) and [Moz Learn Local](#)

- Claim and manage Google Business Profile
- Reputation management.
- Website optimization
- Citations

42% of all Google searches are local searches

Local SEO

Google Business Profile

- Claim and manage Google Business Profile
www.google.com/business
- Verify via postcard
- Create and manage listing through your google account (Gmail)
- Utilize photos, menus, hours, q & A, Google posts
- Office address or Area
- Google reviews.



Local SEO

Google Business Profile

Florists

Rating

Hours



Corum's Flowers & Gifts

Ad · 5.0 ★★★★★ (181) · Florist
639 5th Ave · (712) 322-7355

Closed · Opens 8AM Mon
In-store shopping · Curbside pickup · Delivery



Corum's Flowers & Gifts

5.0 ★★★★★ (181) · Florist
639 5th Ave · (712) 322-7355

Closed · Opens 8AM Mon
"Corum's Flower Shop has amazing floral designers."



Bloom Works Floral

4.8 ★★★★★ (38) · Florist
142 W Broadway #138 · (712) 256-3156

Closed · Opens 9AM Mon
Their website mentions flower delivery

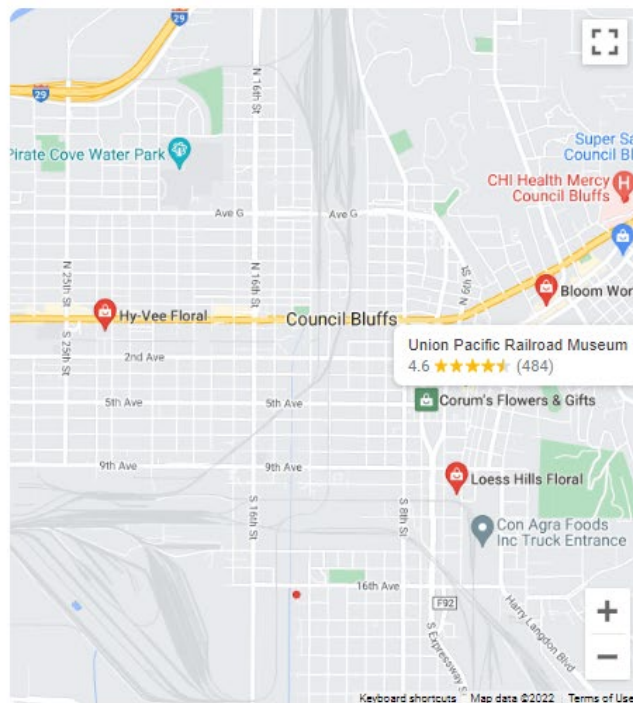


Hy-Vee Floral

5.0 ★★★★★ (1) · \$\$ · Florist
2323 W Broadway · (712) 329-0905

Open · Closes 6PM
In-store shopping · Curbside pickup · Delivery

More places →



Local SEO

What x Netflix x Purcha x Barley x barley: x How to x Iowa e x QR Co x print s x flower x screen x + -

https://www.google.com/maps/search/flower+shops+Council+Bluffs/@41.2289292,-95.964025,12z

Visa Visa IntelliLink Spen... Tips for the 2021 h... ASBDC Conference... perceptive COWORKING | Inno... Perceptive TransFor... The Home Depot -... Send to Trello Create a palette - C...

flower shops Council Bluffs

★ Rating ⌵ Hours ⌵ All filters

Search this area

Corum's Flowers & Gifts
5.0 ★★★★★ (181)
Florist · 639 5th Ave
Closed · Opens 8AM Mon · (712) 322-7355
Corum's Flower Shop has amazing floral designers.

Bloom Works Floral
4.8 ★★★★★ (38)
Florist · 142 W Broadway #138
Closed · Opens 9AM Mon · (712) 256-3156
Their website mentions flower delivery

Hy-Vee Floral
5.0 ★★★★★ (1) · \$\$
Florist · 2323 W Broadway
Open · Closes 6PM · (712) 329-0905
In-store shopping · Curbside pickup · Delivery

Loess Hills Floral
4.9 ★★★★★ (26)
Flower designer · 1010 S Main St #700
(712) 256-9959
Curbside pickup · Delivery · No in-store shopping

Hy-Vee Floral

Update results when map moves

For the best experience, please reset your browser to the default zoom level. [LEARN MORE](#)

72°F Cloudy

2:38 PM 8/7/2022

Local SEO

Reputation Management

- Google reviews priority one
- Industry based reviews (Yelp)
- Social media reviews
- Manage reviews regularly
 - Respond
 - Request



Local SEO

Optimize Website

- Add local keywords and content
- Optimize your mobile site
- Multiple locations – create pages for each
 - Avoid duplicate content

Local SEO

Citations

Mentions of your business name, address, phone number and website

- Check your listing through moz
- Make sure you are consistent with NAPW
- Social
- Directories
- Local Directories (chambers, etc)
- Industry Directories



Contact

www.iowawesternsbdc.com

Sue Pitts – Center Director

spitts@iwcc.edu

712-325-3350

Joshua Baker

712-256-7728

jbaker@iwcc.edu

www.facebook.com/iwccecenter