

Search Engine Optimization

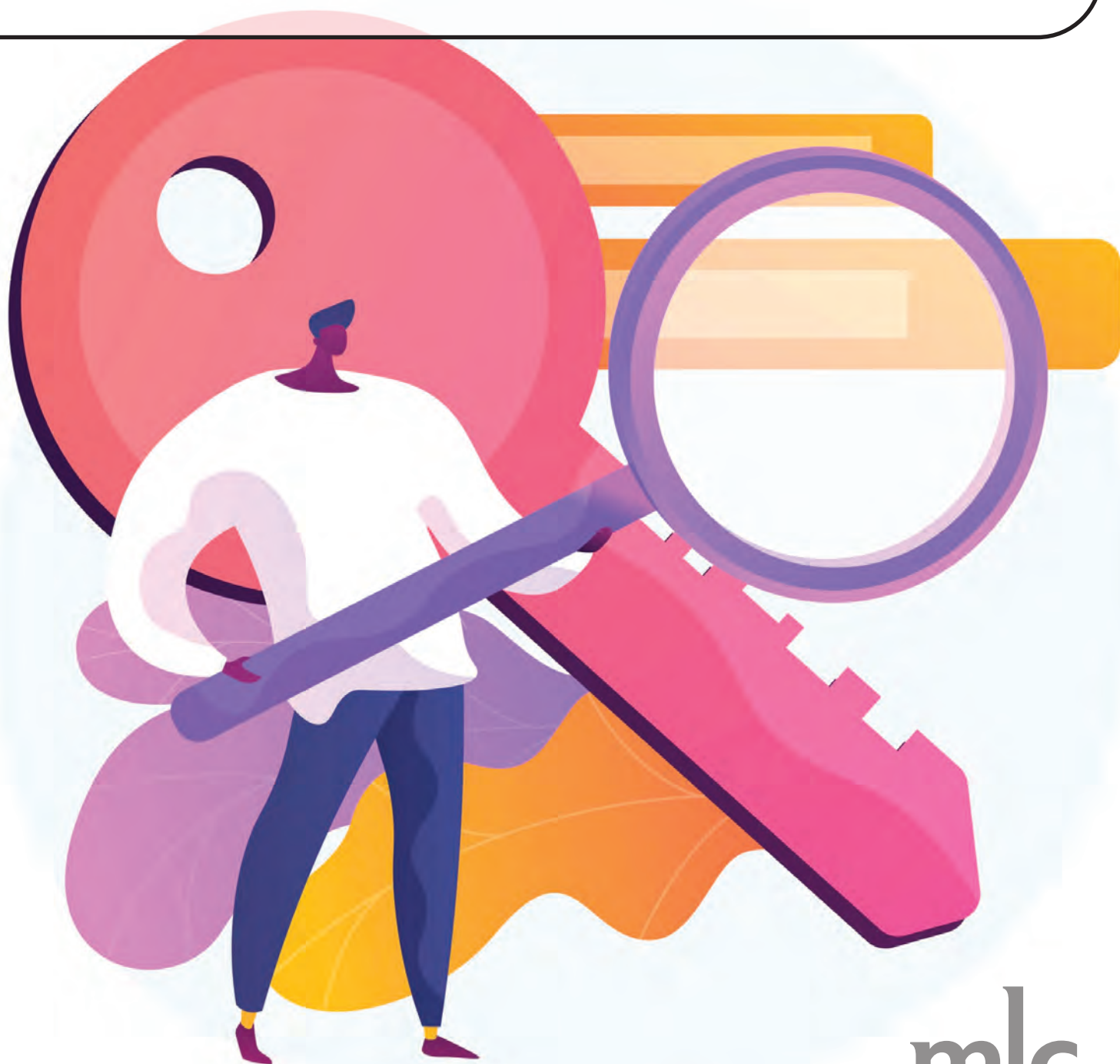


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Reputation Management Guide

Reputation management is the process of controlling and improving how your business is perceived by others. It involves monitoring the reputation of an individual or business on the internet, including on various social media platforms (for example Google, FaceBook and Instagram). Here are some of the important steps to help improve your reputation online:

TASK	COMPLETE?
Make sure your NAP (name, address, phone number) listings are consistent across all social media platforms (for example, Twitter, LinkedIn, and Pinterest) and in all citations and directories.	
Create listings/claim profiles on Google Maps, Google Reviews, Google+, Google My Business and other directories.	
Make sure you choose the correct category for your business listing on various directories.	
Complete all fields when filling out your directory profiles.	
Conduct a competitor analysis to see how your business compares to others.	
Claim your page on review sites (for example, Yelp My Business and Google My Business).	
Utilize various resources for honest customer reviews/feedback (for example, ask for reviews on social media platforms such as Facebook and Google Reviews).	
Respond to all reviews (positive and negative).	
Utilize Google analytics to see if your SEO efforts are working.	

Reputation Management Guide

(cont.)

Tips to remember:

- 1 Create a reputation management system that you can implement.

- 2 Be patient as you wait on verification emails and phone calls from the various directory sites.

- 3 Make sure you have all the information the various sites will need when completing the profiles.

- 4 Keep track of all the various login information for each site.

- 5 Consider SEO best practices during reputation management.

- 6 If you need assistance in completing any of the Reputation Management tasks above, contact MLC Expert Consulting to help you.

- 1 Short Tail**
One or two word phrases
- High search volume
 - Very competitive
 - Broad search intent
 - Low conversion rate

- 2 Long Tail**
Three or more word phrases
- Low search volume
 - Low competition
 - Specific intent
 - High conversion rate

- 3 Intent Targeting**
Searcher has an intent to buy or purchase a product or service
- Three Types of Search Intent:**
- Informational
General information on a specific item or topic
 - Navigational
Trying to reach a specific website
 - Transactional
Intent to purchase a product or service

- 4 Product Defining**
Phrases that explain and describe products
- Low search volume
 - Low competition
 - Specific intent
 - High conversion rate

- 5 Customer Defining**
Search phrases that identify a specific subset of customers or audience
- Low search volume
 - Low competition
 - Specific search intent
 - High conversion rate

- 6 GEO Targeting**
Search phrases that target a specific neighborhood, city, state or country
- Low search volume
 - Low competition
 - Specific search intent
 - High conversion rate

- 7 LSI Related Keywords**
Search terms related to main keyword you are targeting
- Low search volume
 - Low competition
 - Specific intent
 - High conversion rate

Keyword Research and Optimization

7 KEY WORD TYPES

How To Find Keyword Ideas

- Have good knowledge of your industry
- Understand how keyword research tools work
- Determine what you want to project to the public
- Make a list of services you offer
- Create keywords relevant to your business
- Start with seed keywords (these are the broad words that will get the search process started)
- Use your seed words to search and see what the competition ranks on their first page

For every keyword you use, create the right kind of page and content to address that word.

Here are some places to use keywords:

- Title page
- Meta description
- Subheadings
- Content
- Images
- Links
- Social media updates
- Directories and external links

Keyword Research and Optimization

7 KEY WORD TYPES

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Website Optimization

Build and Maintain a Strong Website Foundation

Why is it important
to have a website
that is optimized?

- Engages more visitors who will spend more time on your site
- Builds trust with potential clients and entices them to utilize your services
- Generates more traffic to your site
- Helps you stay ahead of your competitors
- Improves user experience
- Increases revenue from visitors and referrals
- Improves brand visibility and brand awareness
- Improves brand reputation and brand experience
- Facilitates web accessibility compliance
- Enables detection of web security issues
- Improves site rankings

Website optimization requires on-page and off-page optimization.

Here are a few details that need to be optimized on your website:

- Web Security
- Website Performance
- Website Hosting
- Mobile Optimization
- Design and User Experience
- Conversion Rate
- Website Personalization
- Website Accessibility
- Content Optimization

Tips for Website Optimization

- Make contact information visible on home page
- Home page should require minimal scrolling
- Optimize site load speed
- Have a sitemap on your site
- Offer original and engaging content
- Utilize the correct keywords in your content
- Text should be easy to read
- Include relevant graphics/visuals with alt text
- Optimize your site for mobile use
- Use separate web pages for each service you provide
- Make website accessible to people with disabilities
- On-page content should be authoritative and trustworthy
- Utilize on-page link building
- Use trusted off-page linking
- Links should take the user to relevant pages
- Acquire SSL Certificate
- Include a title tag

Contact MLC Expert Consulting

if your business needs help optimizing your website.

[Visit our website](#) to read more information about search engine optimization.

Build and Maintain a Strong Website Foundation

(continued)

Content Marketing

What is content marketing, and why is it important?

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. The content can include articles, blog posts, videos, and other media that position you as an expert. Some of the benefits of content marketing are that it keeps your website relevant, improves search engine rankings, attracts future clients to your site, allows you to address peoples' needs and answer their questions, and enables you to write content that sets you apart from the competition.

What can you do to create and improve your content?

- Create a webpage that details everything a person needs to know about your product or service
- Consistently update old content and add fresh content to your website
- Regularly add to your website's blog and update social media accounts
- Write custom educational and informative content
- Make your content easy to read
- Include actual photos of your team, clients, and business
- Keep up with current content marketing trends in your field
- Encourage interaction on your website by including a Call to Action (a prompt on a website that tells the user to take a specific action) on each page



What can you do to create and improve your content? (continued)

- Include your credentials on your website
- Publish long-form content
- Build SEO-friendly content
- Promote content on social media
- Include keywords in your content on your website, blogs, and across social media sites
- Invest in customer reviews
- Include pricing on your website
- Post consistent content across all social media channels
- Write for your audience, not yourself
- Write about the things you have learned and experienced



Bloggging is one of the best ways to make your content available to your clients.

Tips to consider for your business

- Guest blog on local and relevant websites to build connections
- Revamp old blog posts with quality changes and updates
- Create location-based authoritative blog posts
- Blog for featured snippets
- Create content with images and videos
- Outsource to blogging professionals when necessary

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Blog Ideas & Topics

An “About Us” post

Give your visitors a glimpse into what working with you and your business may be like. Include personal interests, stories, and photos that tell your unique story.

Behind the scenes/Office tour

Your loyal following will want to see what goes on behind the scenes of your business.

Holiday topics

A great way to connect with your followers. The type of holiday blogs you post will vary depending on your business.

What to expect

This will give your clients an idea of what they can expect if they utilize your services.

Tip blogs

These blogs offer valuable tips on a specific topic. They are concise and easy to read.

FAQ blogs

Create content that answers repeat questions your customers ask.

Case studies

These blogs aim to persuade that a process, product, or service can solve your potential client’s problem.

Challenge, Contest, and Raffle Post

These blogs can build community, incentivize potential clients, and increase engagement and sales.

Checklist

The format is easy to digest, and the content is applicable.

MLC Expert Consulting
can help you with your
content marketing needs.

The Importance of Social Media Marketing

- Allows interaction with clients daily through posts
- Gives clients a way to reach out directly and ask questions
- Improves relationships with your clients
- Helps clients feel more comfortable even before they visit your office
- Generates reviews and referrals
- Expands the reach of advertising to find new clients in your region
- Promotes products and services through social media posts

Social
Media Marketing
**Maintain
a Social
Media
Presence**

Important Things To Remember

- Promotes products and services through social media posts
- Create professional profiles. Keep them up-to-date and consistent across all sites and platforms
- Create engaging content that focuses on the needs of your audience
- Utilize live videos (Facebook Live and Instagram Stories)
- Learn from your competition

Social Media Marketing Must

- Create a social media marketing strategy
- Select a social media team
- Know your target audience
- Address social media comments and feedback effectively
- Comment on negative comments/feedback as early as possible
- Respond to comments with a human touch

Top Social Media Platforms Insights & Tips

Facebook

- Attracts 1.84 billion users every day
- Targets users based on interests, activity, gender, age, and location
- Connect and share with family and friends online
- Market new products
- Share updates and ask customers for input
- Answer visitor questions
- Link to relevant blog posts and articles

YouTube

- Second most visited site globally, processing over 3 million searches a month
- Largest video sharing platform
- Expands the trust-building content you share on social media
- Create behind-the-scenes videos to introduce customers to your business & staff
- Show client testimonials

Instagram

- Second most prominent social media platform with 84% engagement
- Assign filters to photos and share them with followers
- Demonstrate the confidence-boosting visual side of your practice
- Publish before-and-after pictures
- Introduce your staff, including pictures

Twitter

- A microblogging site that allows you to send and receive short posts called tweets
- Appeals to a broad collection of customers
- Engage with clients quickly
- Utilize brand hashtags to draw attention
- Respond to customer questions & concerns

LinkedIn

- A social network focusing on professional networking and career development
- Establish a consistent, businesslike presence
- Show your industry knowledge by sharing industry-specific insights
- Demonstrates your professionalism, strengthens your reputation, and reinforces your brand
- Builds Google rankings
- Helps to drive potential clients to your website
- Share how your education and background have shaped your business, culture, and philosophy
- Offers traditional and sponsored advertising options





Pinterest

- A social network that allows you to connect with clients through their interests and hobbies
- 200 million monthly users
- Drives 3.8 times more sales than other platforms
- Allows you to show brand personality through pictures
- Advertise upcoming events, including any sales or promotions you're offering
- Pin services or products you offer



TikTok

- Short-form, video-sharing app
- More than 500 million active monthly users
- Target the younger generation
- Show your personality through video
- Build a niche community

What Is Social Media Messaging?

- Apps and platforms that enable instant messaging
- Most effective ways to communicate with your clients
- Allows you to send personalized messages to your patients/clients
- Builds relationships with your clients and provides a personalized experience

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Which Application Is Suitable For Your Business?

Before choosing a social messaging app, you need to determine what your clients use. Here are a few of the most popular:

Messenger

- Connected to Facebook and Instagram
- Popular messaging app, with 1.3 billion users
- Downloaded to any smartphone
- Simple and easy to use

Snapchat

- Users exchange pictures and videos (called snaps, which disappear after being viewed)
- Grown to be one of the most popular apps for communicating with others
- Users communicate by sending photos and videos to one another
- Encourages audience interaction

WhatsApp

- Utilize your phone's cellular or Wi-Fi connection to facilitate messaging and voice calling to nearly anyone
- Owned by Facebook, with 1.5 billion users
- Downloadable on any device
- Allows you to send text messages and make calls from smartphones and tablets
- User-friendly and free to use

Viber

- Full-featured cross-platform group messaging app that works on both iOS and Android
- Over 260 million users
- Make voice calls and send messages
- Works with phones, tablets, and computers

Teams

- Microsoft product
- Your team stays organized and has conversations all in one place
- Accessed anywhere, anytime, on any device
- Online video calling and screen sharing
- Audio conferencing

Telegram

- Focuses on speed and security
- Accessible on laptops, tablets, and mobile devices
- Runs on a cloud-based messaging service

Line

- Allows instant communication (calls and texts) on electronic devices
- 203 million users
- Users exchange texts, images, video, and audio
- They can also conduct VoIP conversations and video conferencing
- Create and join groups of up to 500 people

If you need help
with search engine
optimization or marketing needs,
contact MLC Expert Consulting