

# Get Started with SEO

# Meet the **Expert**



**Sarah Palmer**  
SEO Analyst



SEO is **the art** of getting Google to like you a little better today than yesterday.”

– ZACH BROWN  
Simpleview SEO Manager



# SEO Meaning

## WHAT

A set of processes aimed at improving the website's rankings in search engines

## WHY

To get more organic search traffic to your website

## HOW

By fulfilling users' search needs (in terms of relevance, content quality, and user experience)

# Fundamentals of SEO

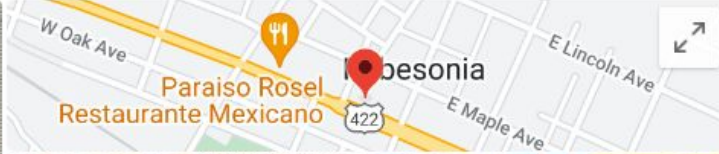
for small businesses

- Claim your business listing on Google
- Get a website (and keep it updated)
- Answer customer questions
- Measure Success

# Claim Your Business on Google

# Benefits of **claiming a business**

- Top placement for “brand” searches
- Control of information
  - Hours
  - Phone Number
  - Address
- Listing enhancements
  - Events
  - Photos
  - Specific Information



# Lori's Candy Station

4.9 ★★★★★ 96 Google reviews

Small business · Chocolate shop

Directions
 Save
 Call

Address: 21 W Penn Ave, Robesonia, PA 19551

Hours: Closed · Opens 11AM

Updated by this business 6 weeks ago

Phone: (610) 693-6441

Suggest an edit · Own this business?

Own this business?





## Your business on Google

510 customer interactions



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit menu



Food ordering



Edit products



Edit services



Pickup &  
delivery



Calls



Q & A



Add update



Ask for  
reviews



Lori's Candy Station

← Business information

About Contact Location Hours More

**About your business**

**Business name**  
Lori's Candy Station

---

**Business category**  
Chocolate shop **PRIMARY**  
Candy store  
Ice cream shop

---

**Description**  
For more than 25 years, Lori's Candy Station is the local source for homemade chocolates, delicious sweets and hand-dipped ice cream. Taking custom orders for homemade chocolates for all occasions.

---

**Opening date**  
February 1997



chocolate shop near me



Maps

Shopping

Perspectives

Open Now

Images

Delivery

Handmade

Wholesale

Best

All filters

Top

About 1,400,000,000 results (0.44 seconds)

Results for **Wyomissing, PA**

[Use precise location](#)



Places :

Rating

Hours

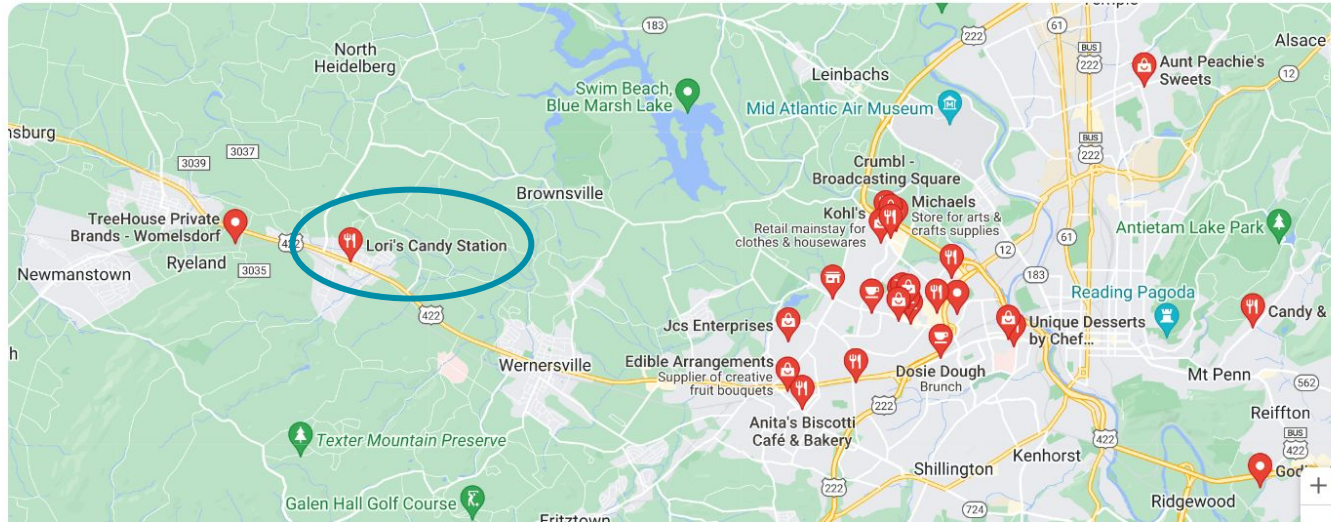
Business category

Chocolate shop

**PRIMARY**

Candy store

Ice cream shop



# Get (and Update) A Website

# What happens if **I don't have a website?**

- Lack of control over your brand
- Reliant on customer ratings
- Less opportunity to optimize results

Images

Maps

Menu

Perspectives

Shopping

Videos

News

Books

Flights

All filters ▾

Tools

Safe

About 59,100,000 results (0.45 seconds)



Facebook · Stone City Grill

450+ followers



## Stone City Grill

**Stone City Grill**, Evansville, Indiana. 414 likes · 4 talking about this · 47 were here.

Located in the DoubleTree Evansville For Reservations, Call...

★★★★☆ Rating: 3.5 · 4 votes



Downtown Evansville

<https://www.downtownevansville.com> > ...

## Stone City Grill

**Stone City Grill. Stone City Grill.** (812) 423-5002 601 Walnut St., Evansville, IN47708[doubletree3.hilton.com/en/hotels/indiana/doubletree-by-hilton](https://doubletree3.hilton.com/en/hotels/indiana/doubletree-by-hilton) ...

Yelp

<https://www.yelp.com> > ... > Stone City Grill

## STONE CITY GRILL - 601 Walnut St, Evansville, Indiana

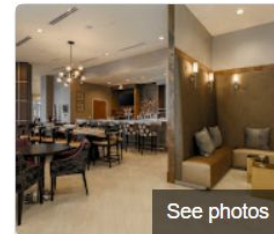
**Stone City Grill** · Map · 601 Walnut St. Evansville, IN 47708. Directions · (812) 618-

9220. Call Now · More Info. Hours · Known For. Other ...

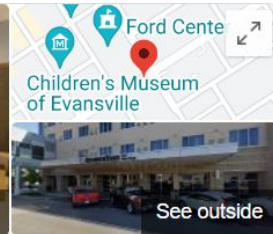
★★★★☆ Rating: 2.7 · 3 reviews



OpenTable



See photos



See outside

## Stone City Grill

Website

Directions

Save

Call

3.9 ★★★★★ 21 Google reviews

Restaurant

**Service options:** Serves great cocktails · High chairs available**Located in:** DoubleTree by Hilton Evansville**Address:** 601 Walnut St, Evansville, IN 47708**Hours:** Open · Closes 9:30 AM · Reopens 5 PM ▾**Phone:** (812) 423-5002[Suggest an edit](#) · [Own this business?](#)

# What does my website **need**?

- Simple design
- Introductory copy
  - Elevator pitch about your business
- Hours & information
- How to find/contact you
- Custom URL

# What does my website **not need?**

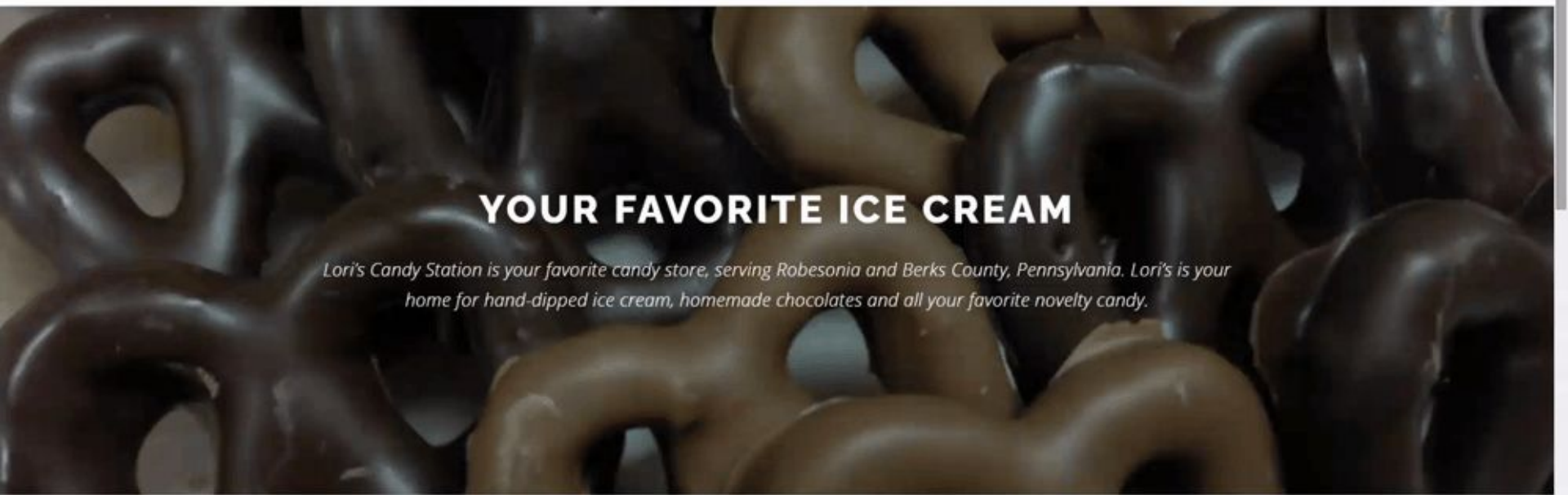
- Fancy design
- Tons of photos and videos
- Generic address
  - Mysite.wix.com
- Round-the-clock maintenance



# Lori's Candy Station

Your Favorite Candy Store

HOMEMADE CHOCOLATES ICE CREAM TRUFFLES



## YOUR FAVORITE ICE CREAM

*Lori's Candy Station is your favorite candy store, serving Robesonia and Berks County, Pennsylvania. Lori's is your home for hand-dipped ice cream, homemade chocolates and all your favorite novelty candy.*

YOUR FAVORITE

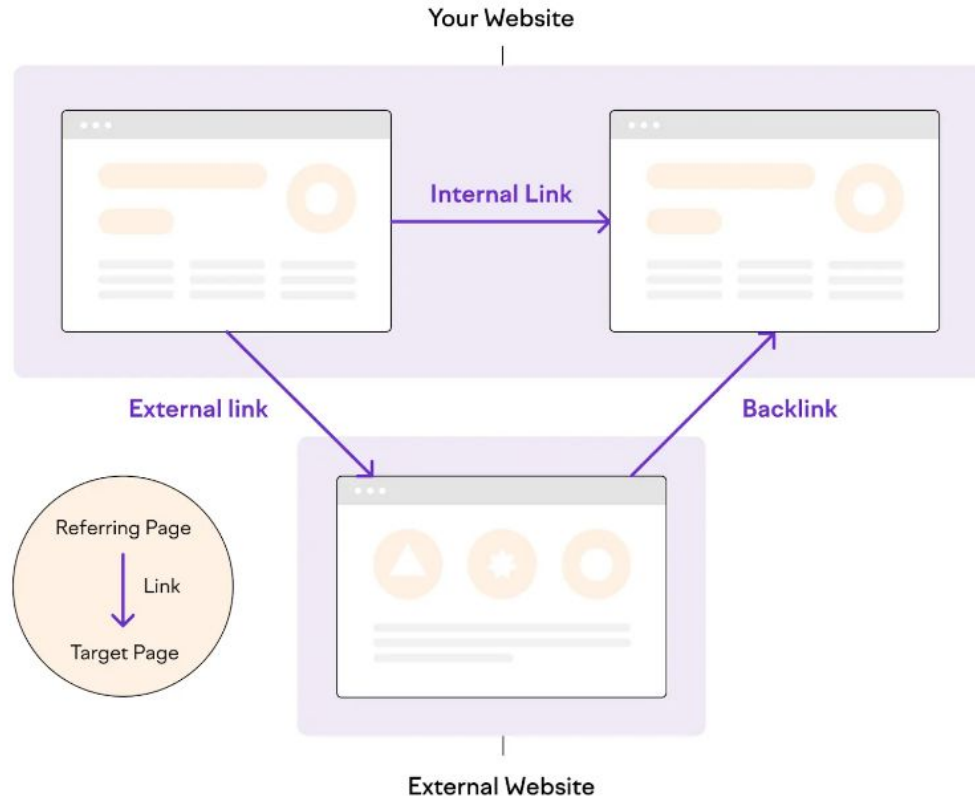
## CANDY, ICE CREAM & GIFTS

Lori's Candy Station is the go-to place for homemade chocolates, hand-dipped ice cream and unique gifts. Serving

# Let's talk **Backlinks**

- A backlink is a link that goes from one website to another.
- The referring site hosts an external link to another website, the target website.
- When the target website has an external link back to the referring site, that's a backlink.

# Types of Links



# Why are Backlinks important?

- Google treats backlinks as recommendations. The more backlinks, the more reliable the site appears.
- Not all recommendations are the same- backlinks from high-quality websites are of higher value.
- Be aware of Google's link spam policies.

# Answer Customer Questions

# How do I know

what my customers are asking?

- Listen
- Basic Research on Google
- Check Competitors


## What are users searching for?

- “Near Me” or “Near...”
- “Open Now” or “Open at”
- Brand Names
  - **But only after they hear of you**



homemade chocolates



- homemade chocolates **near me**
- homemade chocolates
- homemade chocolates **for a special someone manga**
- homemade chocolates **for sale**
- homemade chocolates **for christmas**
- homemade chocolates **with filling**
- homemade chocolates **ideas**
-  **Homemade Chocolates By Michelle**  
Chocolate shop · Flint, MI
- homemade chocolates **with caramel**
- homemade chocolates **in molds**

Google Search

I'm Feeling Lucky





Best soft serve near Wyomissing, PA



Best shakes near Wyomissing, PA



Coffee and desserts near Wyomissing, PA



[Feedback](#)



ice cream near **Wyomissing, PA**



Ice cream shop near me  
delivery



Ice cream shop near me open



ice cream **reading, pa**



Best ice cream shop near me



ice cream near **lancaster pa**



Frozen ice cream shop near me



**amish** ice cream near me

# Measure Success

# How do **you measure success?**

- Know your own goals
- Check the results
- Use free tools
  - Google Analytics
  - Google Search Console

https://www.fabric... ▾

Overview

URL inspection

Performance

Search results

Discover

Google News

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

Page Experience

Core Web Vitals

HTTPS

Shopping

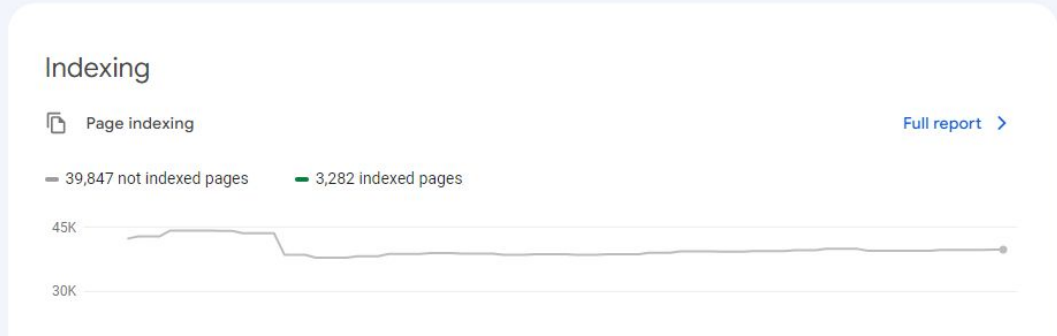
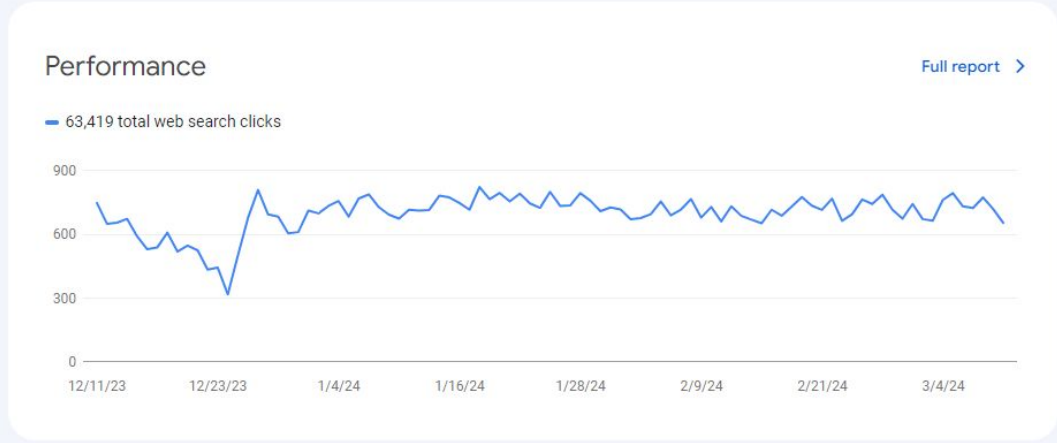
Product snippets

Merchant listings

Shopping tab listings

## Overview

Learn how people discover your content across the web [Search Console Insights](#)

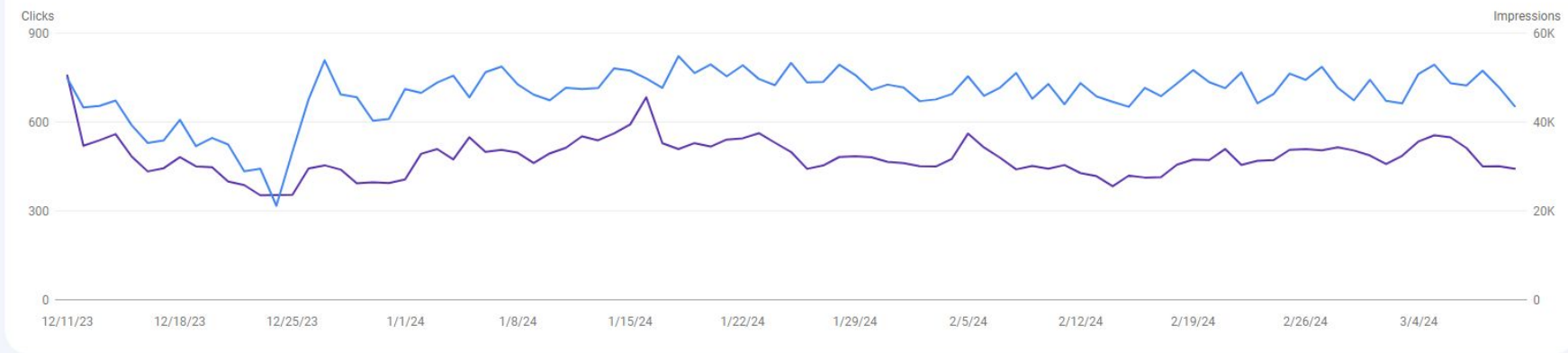


### Performance on Search results

Search type: Web | Date: Last 3 months | + New

Last updated: 7 hours ago

<input checked="" type="checkbox"/> Total clicks <b>63.4K</b>	<input checked="" type="checkbox"/> Total impressions <b>2.93M</b>	<input type="checkbox"/> Average CTR <b>2.2%</b>	<input type="checkbox"/> Average position <b>20.7</b>
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QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					↓ Clicks    Impressions
fabric mart					12,594    21,199

Top queries	↓ Clicks	Impressions	CTR	Position
fabric mart	12,594	21,199	59.4%	1.7
fabricmartfabrics	4,317	4,988	86.5%	1
fabric mart fabrics	2,329	2,850	81.7%	1
fabricmart	2,316	3,104	74.6%	1.2
cheap fabric	1,217	8,819	13.8%	4.7
discount fabric	1,193	10,300	11.6%	3.8
fabric by the yard	992	16,647	6%	4
cheap fabric by the yard	788	3,239	24.3%	1.6
fabric online	720	17,580	4.1%	8.2
online fabric store	691	17,314	4%	8.5

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A hand is shown reaching out of a dark body of water, with water splashing around the wrist. The hand is palm-up, and a ring is visible on the ring finger. The background is dark and out of focus.

**Get Help, If Needed**

# It's OK if you can't do it all

- Don't just get an intern to do it
- Agencies can be expensive - consider a freelancer
- Ask around
  - Partner with other businesses
- **Don't give up!**

# Additional Resources

- [simpleviewinc.com/resources/reports/state-of-seo/](https://simpleviewinc.com/resources/reports/state-of-seo/)
- [semrush.com](https://semrush.com)
- [moz.com](https://moz.com)
- [searchenginejournal.com](https://searchenginejournal.com)
- [support.google.com](https://support.google.com)

A woman with dark hair, wearing a dark top and large hoop earrings, is smiling broadly while sitting at a round table covered with a white tablecloth. On the table in front of her is a laptop and a white coffee cup. To her left, a man with glasses and a dark shirt is partially visible, looking towards her. The background is a blurred crowd of people at what appears to be a conference or networking event. The image has a dark overlay and decorative purple and yellow shapes.

# THANK YOU