



# ***The Secret to Google's First Page - Stairway to Heaven -***

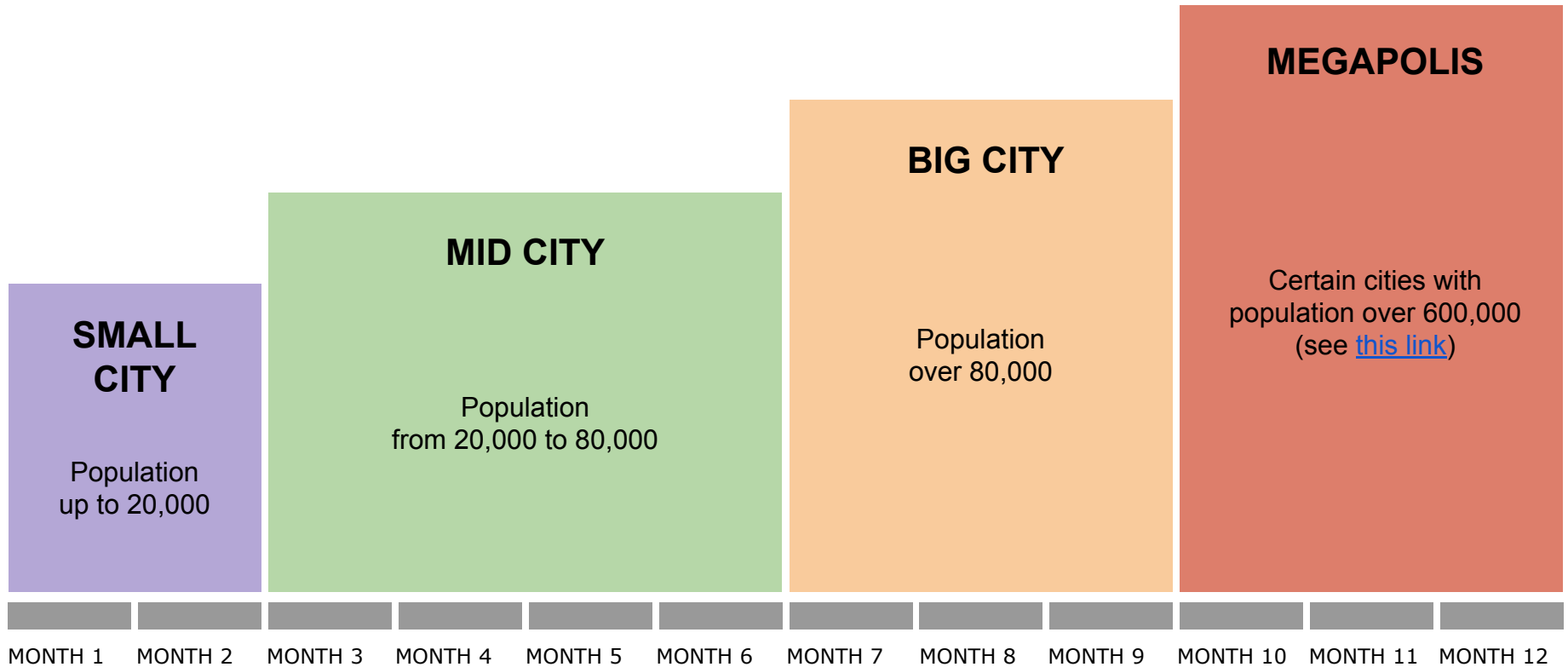
By the end of this module, participants will be able to:

- Identify the different steps of the Optimization Process based on time frame and geography.
- Enumerate the different types of key words.
- Provide examples of ways for customers to improve their respective businesses.

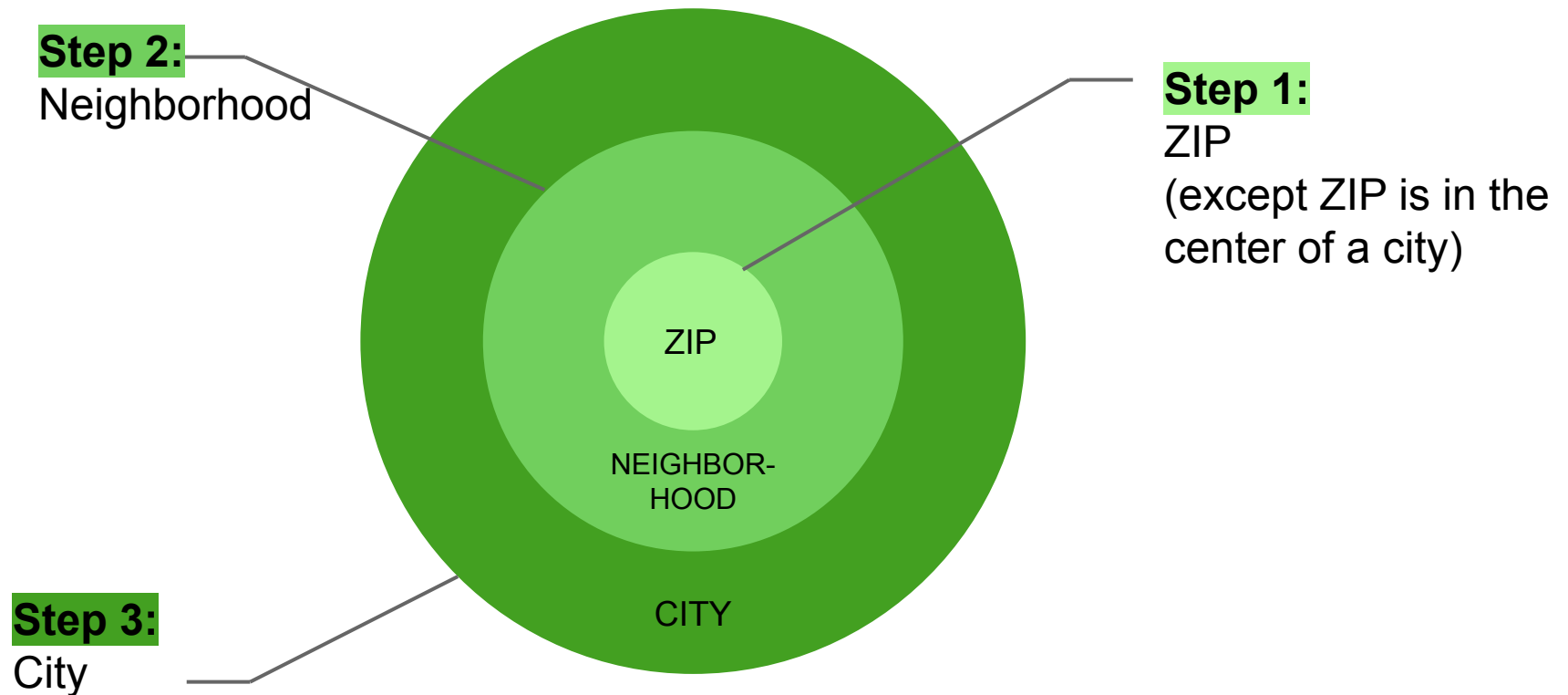
In this module, we will discuss:

- Optimization Time Frame
- Optimization Spillover
- Keyword Stages by Optimization
- Customer suggestions on how to get more Business

# Time Frame



# Optimization Spillover



important note: we can only optimize up to 7.5mil radius for local listing

# Keywords Stages for Optimization

## Stage 1

exterior landscape lighting  
interior landscaping design  
home garden landscape  
outdoor landscape lighting  
landscape lighting designer

These are all **long-tail** keywords.

They are:

- Longer and more specific keyword phrases
- Usually 3+ words
- Target more specific audience

## Stage 2

landscape lighting  
interior landscaping  
exterior landscape lighting  
home garden landscape  
outdoor landscape lighting

Combination of **long-tail** and **mid-tail** keywords.

Short-tail & Mid-tail keywords are:

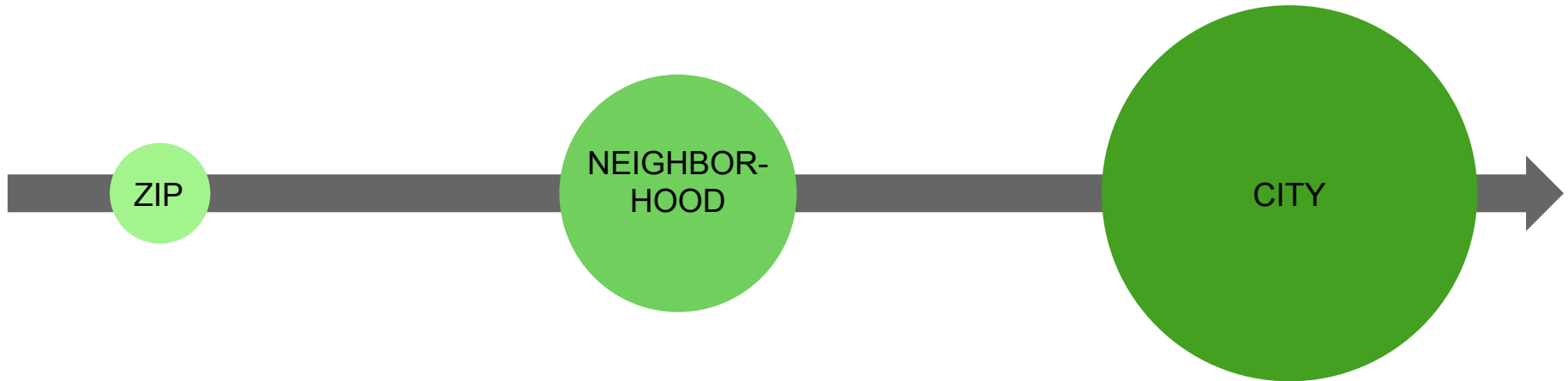
- Shorter and more generic
- Typically 1-2 words
- Target a broad audience

## Stage 3

landscape  
landscaping  
landscape lighting  
home landscape  
outdoor landscape

Combination of **mid-tail** and **short-tail** keywords.

# How does it work?



Step 1. **Long-tail**  
keywords only

Step 2. **Long-tail** & **Mid-tail**  
keywords

Step 3. **Mid-tail** & **Short-tail**  
keywords

Step 4. **Long-tail**  
keywords only

Step 5. **Long-tail** & **Mid-tail**  
keywords

Step 6. **Mid-tail** & **Short-tail**  
keywords

Step 7. **Long-tail**  
keywords only

Step 8. **Long-tail** & **Mid-tail**  
keywords

Step 9. **Mid-tail** & **Short-tail**  
keywords



# It's Like Building A House

Just like building a house, we start building the foundation. As we build the foundation, we build their trust by following the steps below

1

**Who: AM to Tech**

**What:** Ask the tech and discuss what keywords we can optimize and when

**Why:** To identify what KWs are beneficial, what can we optimize and when. Deliver what we have committed



2

**Who: AM and Customer**

**What:** Present to the customer suitable long-tail [keywords](#) we can optimize in his zipcode

**Why:** Build trust by showing to the success of his business

3

**Who: Tech to AM**

**What:** Tech informs you what keywords are already on the first page of the zip code.

**Why:** Have enough bullets for the Glass half full

**EXAMPLE: 30 out of the 50 keywords are optimized**

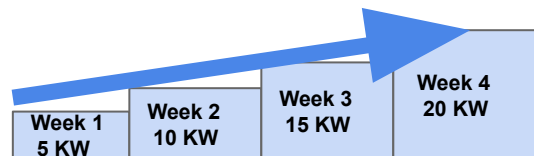
4

**Who: AM to Customer**

**What:** Call the customer weekly or monthly and give him updates of what we have done so far.

**Why:** Keep the customer excited about what we are doing for his business

**EXAMPLE: Do not provide all the 30 keywords right away. Provide weekly or monthly piecemeal updates to keep the customer excited**





# Keywords in Zip Area

Cash for Car Dealer 89109 NV

https://www.google.com/search?q=Cash+for+Car+Dealer+89109+NV&ie=utf-8&oe=utf-8

Google

Cash for Car Dealer 89109 NV

Web Maps Shopping News Images More Search tools

About 10,100,000 results (0.69 seconds)

**Car Buyers For Your Inbox - cargurus.com**  
www.cargurus.com/dealer-signup  
3.5 ★★★★★ rating for cargurus.com  
Join CarGurus to drive qualified, local car shoppers to your stores.  
61% Y/Y inc visitors - 5000+ Dealership network - +15 Million Unq Mnt Users  
CarGurus has 137,352 followers on Google+

**We Buy Cars For Cash Now - Cash for Cars. Top Dollar Paid**  
www.cashforcars.com/Cash-Now (888) 998-9360  
Call Now for an Instant Offer.  
All Cars - Running or Not - Sell Your Used Car Today

**Cash For Cars Las Vegas - hendersonnissan.net**  
www.hendersonnissan.net/clunkers  
We'll Pay \$4,500 for Your Clunker! Call Now for a Free Appraisal.  
Hours & Directions - Shop Pre Owned Inventory - Shop New Inventory  
295 Auto Mall Dr, Henderson, NV

**Cash For Cars**  
plus.google.com  
Google+ page

**Cash Or Payments Auto Sales**  
cashorpayments.com  
Google+ page

**New Way Auto Cash For Cars**  
cash4carslv.com  
3 Google reviews · Google+ page

**Global Autos Cash Car Rentals**  
www.lasvegascashcarrentals.com  
3.1 ★★★★★ 17 Google reviews · Google+ page

**Cash for Junk Cars Las Vegas**  
www.cashforjunkcarslasvegas.org  
1 Google review

**Sin City Auto**  
www.sincityauto.com

1530 E Charleston Blvd #7  
Las Vegas, NV  
(702) 497-1600

4555 E Charleston Blvd  
Las Vegas, NV  
(702) 400-1867

Las Vegas, NV  
(702) 433-1000

1525 E Sunset Rd #1  
Las Vegas, NV  
(702) 799-9664

2306 E Pama Ln  
Las Vegas, NV  
(702) 830-7202

3660 N 5th St #140  
North Las Vegas, NV

**New Way Auto Cash For Cars**  
Auto Wrecker  
Address: Las Vegas, NV  
Phone: (702) 433-1000  
Hours: Open today - 7:00 am - 7:00 pm

**Reviews**  
Write a review

"They have lots of different junk cars and the prices are really good."

"Perfect junk car services."

View all Google reviews

**People also search for**  
View 15+ more

Smog Busters  
Don't Pass Don't Pay  
Smog Stop  
Smog Depot  
Let's smog it

Feedback

# Neighborhood

Car Cash Service Sunrise Manor NV


https://www.google.com/search?q=Used+Car+Buyer+Sunrise+Manor+NV&ie=utf-8&oe=utf-8#q=Car+Cash+Service+Sunrise+Manor+NV

Google Car Cash Service Sunrise Manor NV

Web Maps News Images Shopping More Search tools

About 1,720,000 results (0.98 seconds)

**Sunrise Manor, NV Cash for Junk Cars - Free Removal | The ...**  
theclunkerjunker.com/junk-car-removal/state/nevada/sunrise-manor  
We pay cash for your junk car in Sunrise Manor, Nevada ... you cash for your car in the full amount accepted as part of our junk car removal service guarantee.

**Cash for Car Dealer, Sunrise Manor, NV 89115 - YouTube**  
 [www.youtube.com/watch?v=LLK74C393X4](https://www.youtube.com/watch?v=LLK74C393X4)  
Jun 8, 2015 - Uploaded by Joseph Bryan  
New Way Auto 4275 E Sahara Ave Suite 26, Sunrise Manor, NV,  
... for Car Dealer, Car Buyer, Cash Car ...

**Cash For Cars in Sunrise Manor, NV - eLocal Profiles**  
www.elocalprofiles.com/m/sunrise-manor-nv-cash-for-cars/  
Sunrise Manor Cash For Cars WillBuyYourCar Henderson Call us Now at (702) ...  
Other Service Areas ... Sell My Car Sunrise Manor NV (702) 529-2082 No one ...

**Title Loans Sunrise Manor, NV | Car Title Cash Loans | Auto ...**  
nevada.maxcashtitleloans.com > ... > Title Loans Nevada - S  
Title Loans Sunrise Manor, NV, for all your title loan, car title loan, auto pawn and auto title loan needs. You keep and drive the car. All you need is a clear title on ...

**Find Lenders For Car Title Loans in Sunrise Manor NV ...**  
titleloansshop.com/auto-title-loans-sunrise-manor-nv-cash-advance-title-loa...  
Are you looking for Car Title Lenders in Sunrise Manor NV? Find the right lender for your title loan or cash advance in Sunrise Manor NV. ... You should always seek the services of other professionals for legal, account and tax advice before ...

**Cash Loans Sunrise Manor Nv - 2a5662 - Google Sites**  
https://sites.google.com/a/4z20c.majew.com/2a5662/17252767647280  
Bad Credit New Car ... Sacramento Car Dealerships Bad Credit ... Cash Loans Sunrise Manor Nv is fast cash lenders Online Services is an Bester source of ...

**Cash For Cars No Title in Las Vegas, Nevada with Reviews ...**  
www.yellowpages.com > Las Vegas, NV > Yellowpages.com  
Results 1 - 30 of 45 - Find 45 listings related to Cash For Cars No Title in Las Vegas on YP.com. See reviews, photos, directions, phone numbers and more for ...

**America Cash Advance Sunrise Manor NV | Suncrest Funding**  
sunrise-manor.suncrestfunding.net/.../america-cash-advance-sunrise-man...  
America Cash Advance Sunrise Manor NV 702-329-8159 | America Cash ... These

# Important Notice

- ➡ Since SEO depends on many third parties to do their job right, all the time frames are an average estimation based on previous performances.
- ➡ Results may vary due to location, type of business, level of competition, and of course, Google algorithm updates.

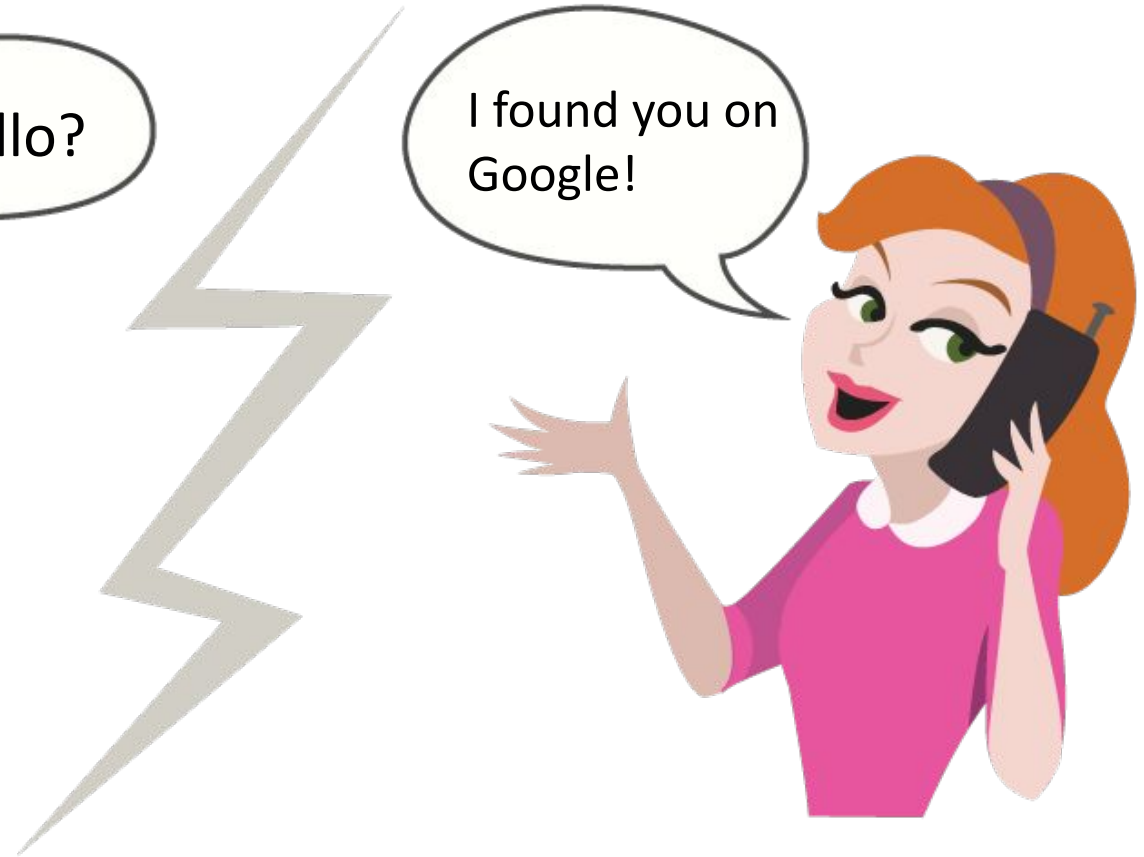
**IMPORTANT**

# Not Enough Business? Try These...

**1** Do you answer your phone?



**2** Do you ask your customers how did they find you?



# Not Enough Business? Try These...

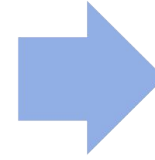
## 3 A / B Testing



Your customers see  
Offer A for 1 month



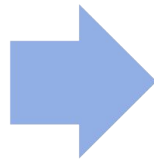
**Offer A**



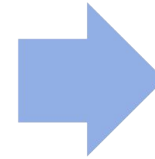
**23%**  
conversion



Your customers see  
Offer B for 1 month



**Offer B**

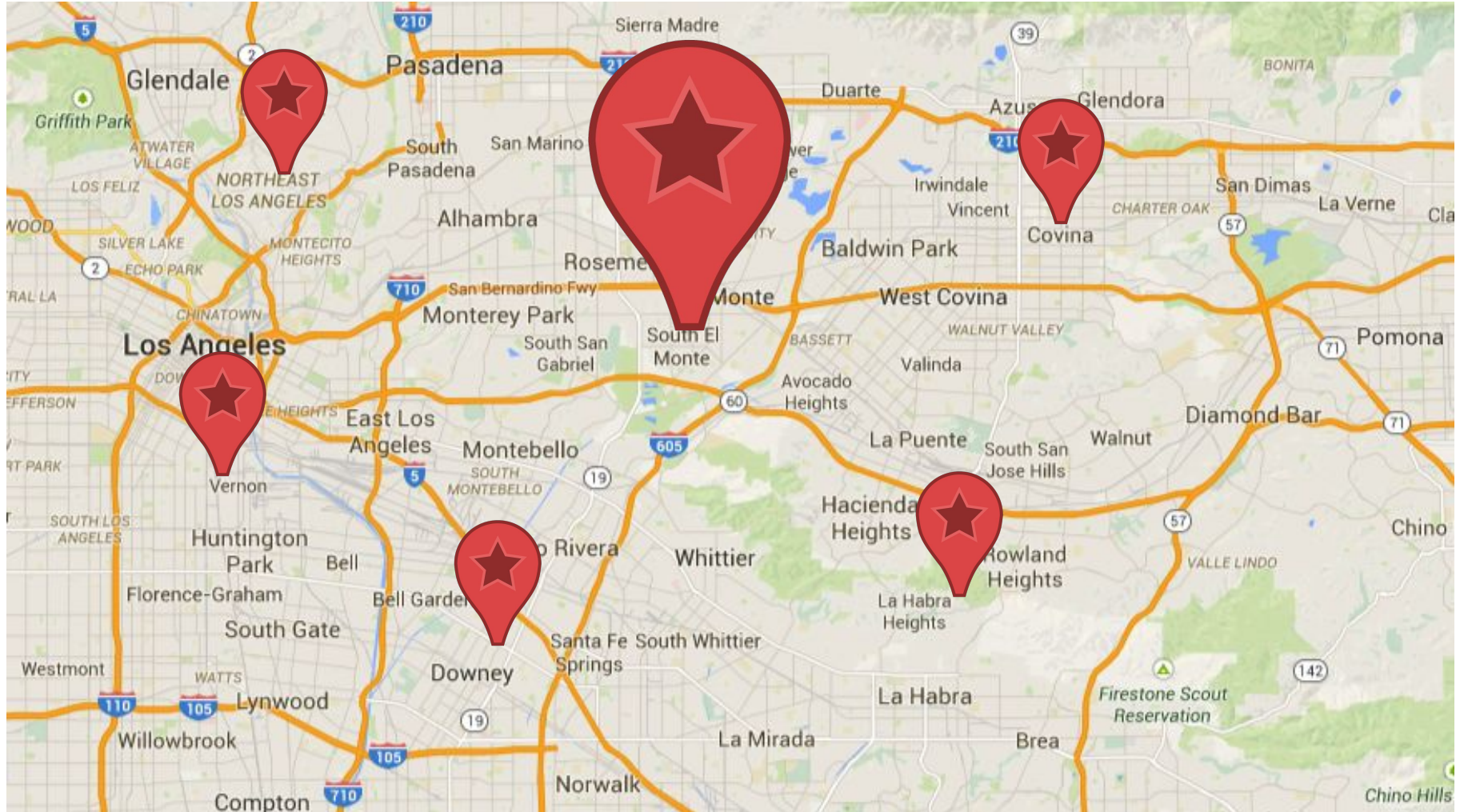


**11%**  
conversion



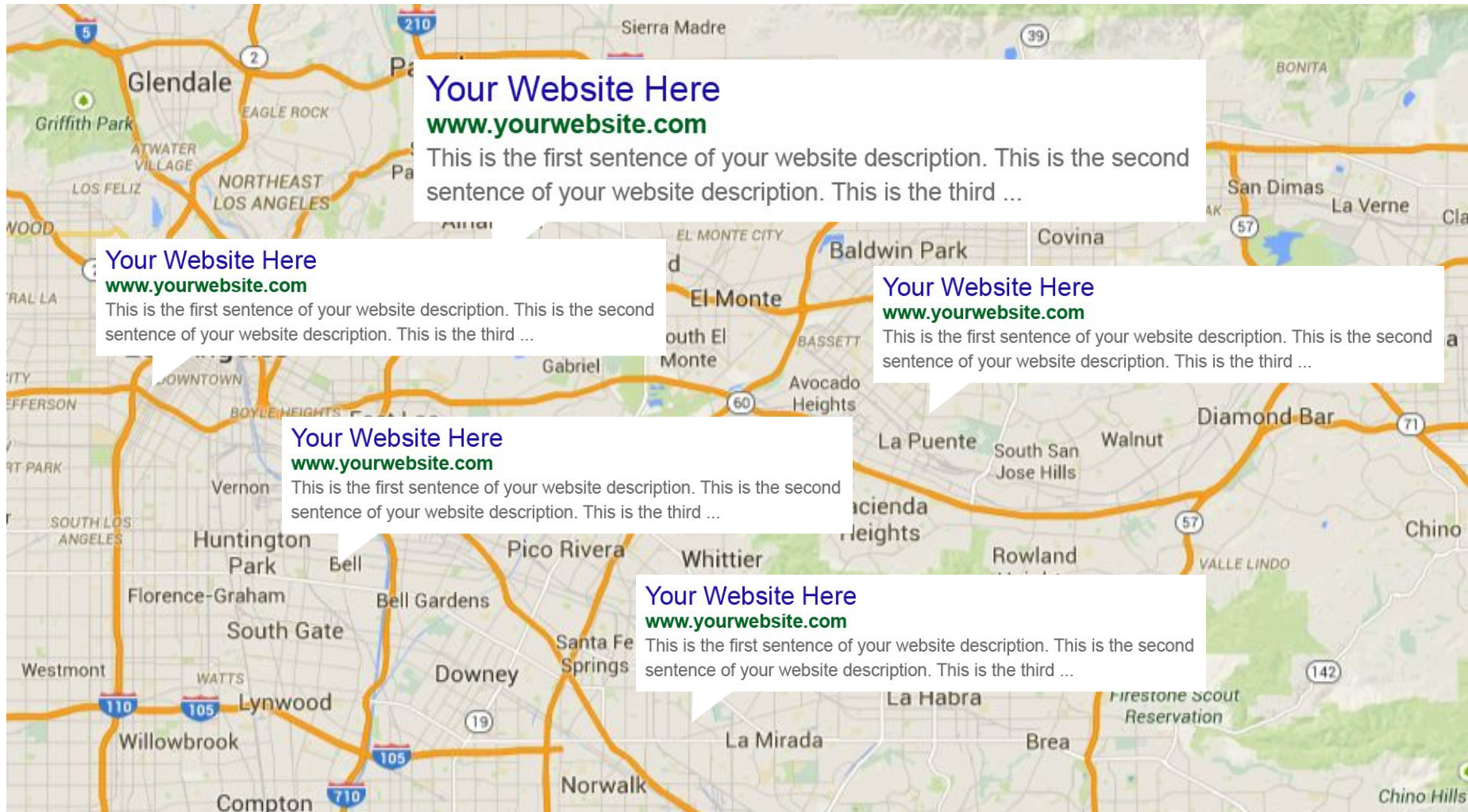
# Not Enough Business? Try These...

## 4 Local Domination



# Not Enough Business? Try These...

## 5 Organic Domination





# Not Enough Business? Try These...

## 6 AdWords

The screenshot shows a Google search for "wedding planner california". The results are categorized under "Web" and "Ads".

**Web Results:**

- Your Ad Here**  
Ad [www.yourwebsite.com](http://www.yourwebsite.com)  
This is the first line of your ad. This is the second line of your ad.
- Your Ad Here**  
Ad [www.yourwebsite.com](http://www.yourwebsite.com)  
This is the first line of your ad. This is the second line of your ad.  
Callout Sentence 1. Callout Sentence 2. Callout Sentence 3. Callout Sentence 4.  
Site Link 1 - Site Link 2 - Site Link 3
- Award Winning Sacramento, Napa, Tahoe, San Francisco ...**  
[katewhelanevents.com/](http://katewhelanevents.com/) ▼  
Award Winning Sacramento, Napa, Tahoe, San Francisco, Northern California  
Wedding Planners, Event Designers and Wedding Coordinators.  
[Services](#) - [About](#) - [Blog](#) - [Press](#)

**Ads Results:**

- Your Ad Here**  
[www.yourwebsite.com](http://www.yourwebsite.com)  
+1 760-555-5555  
This is the first line of your ad.  
This is the second line of your ad.
- Your Ad Here**  
[www.yourwebsite.com](http://www.yourwebsite.com)  
+1 760-555-5555  
This is the first line of your ad.  
This is the second line of your ad.
- Your Ad Here**  
[www.yourwebsite.com](http://www.yourwebsite.com)  
+1 760-555-5555  
This is the first line of your ad.  
This is the second line of your ad.



# In Summary....

## If you need more business, you should probably:

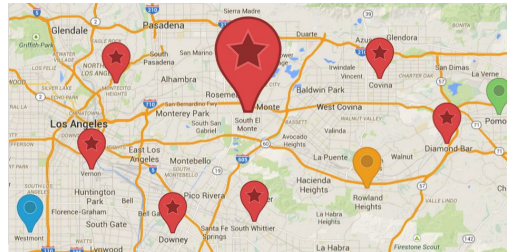
- 1 Check if you answer the phone every time someone calls



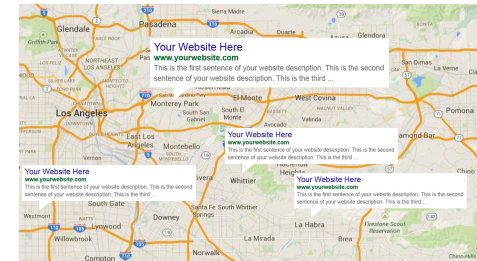
- 3 Consider A / B testing



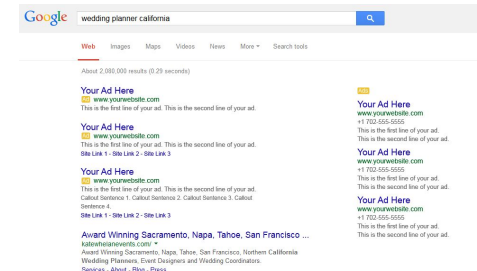
- 4 Aim for local domination



- 5 Aim for organic domination



- 6 Try AdWords



- 2 Ask them how they found you

***Let's Practice!***

***Let's Practice!***



*Questions?*