

How to make Google your pal

IMPROVE YOUR RANKINGS WITHOUT LOSING YOUR SANITY, IDENTITY, OR INTEGRITY

What is SEO?

1. Design & navigation
2. Content
3. Keywords
4. Proper implementation
5. Links

What is ^{good} SEO?

1. Awareness of user experience
2. Unique, valuable, interesting, diverse content
3. Well-researched, targeted keywords
4. Transparency & accountability through reporting
5. Relationships (i.e. quality links)

SEO & Link Building

- provide something of value
- build relationships
- establish your authority
- don't just self-promote

SEO & Social Media

- market good content
- engage
- live up to your reputation
- be authentic

Be a Real Person

- produce quality content
- use an authentic voice
- engage in the conversation
- get shared & re-tweeted by offering value
- reciprocate

Content Marketing

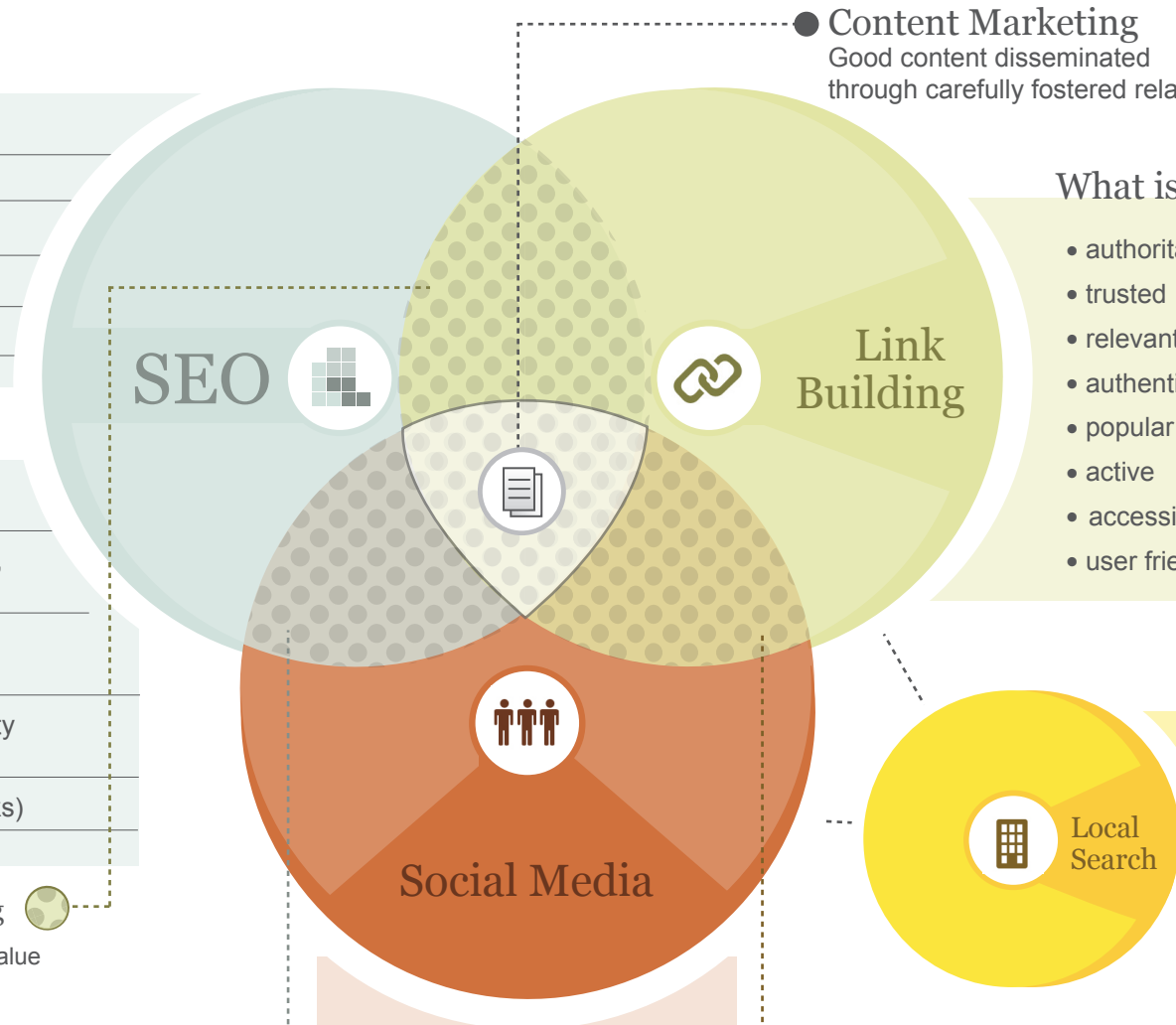
Good content disseminated through carefully fostered relationships.

What is a Quality Link?

- authoritative
- trusted
- relevant
- authentic
- popular
- active
- accessible
- user friendly

Local Search & SEO

If your business requires foot traffic, local search may be your best first step.



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