Optometry SEO:

Get Your Website to the Top of Google

Richard Zimbalist, OD, FAAO

Disclosures

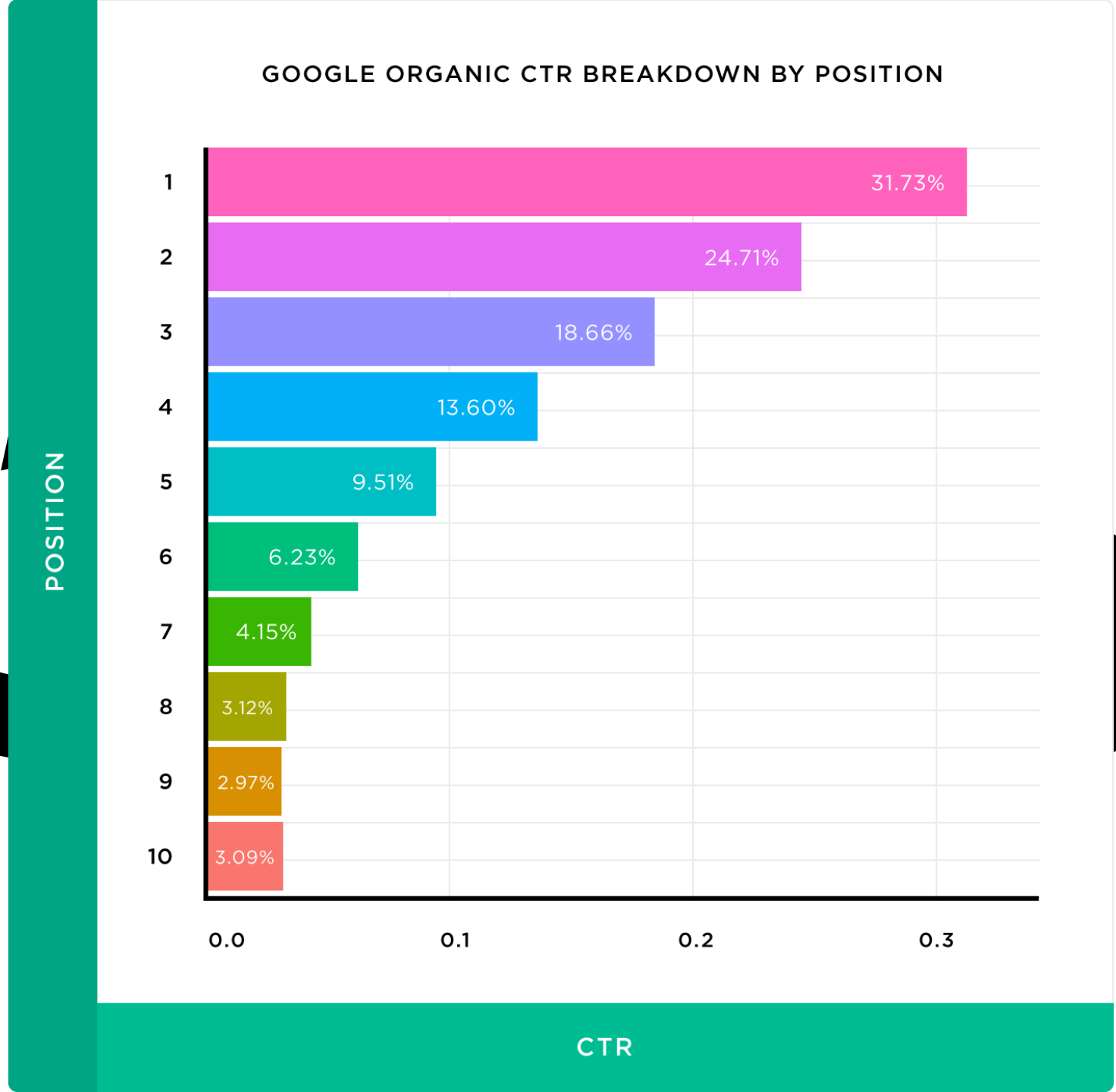
- Owner of Ignite Medical and COMO Web Designs

- I do not have a financial interest in any of the products listed or mentioned in the presentation

Course Objectives

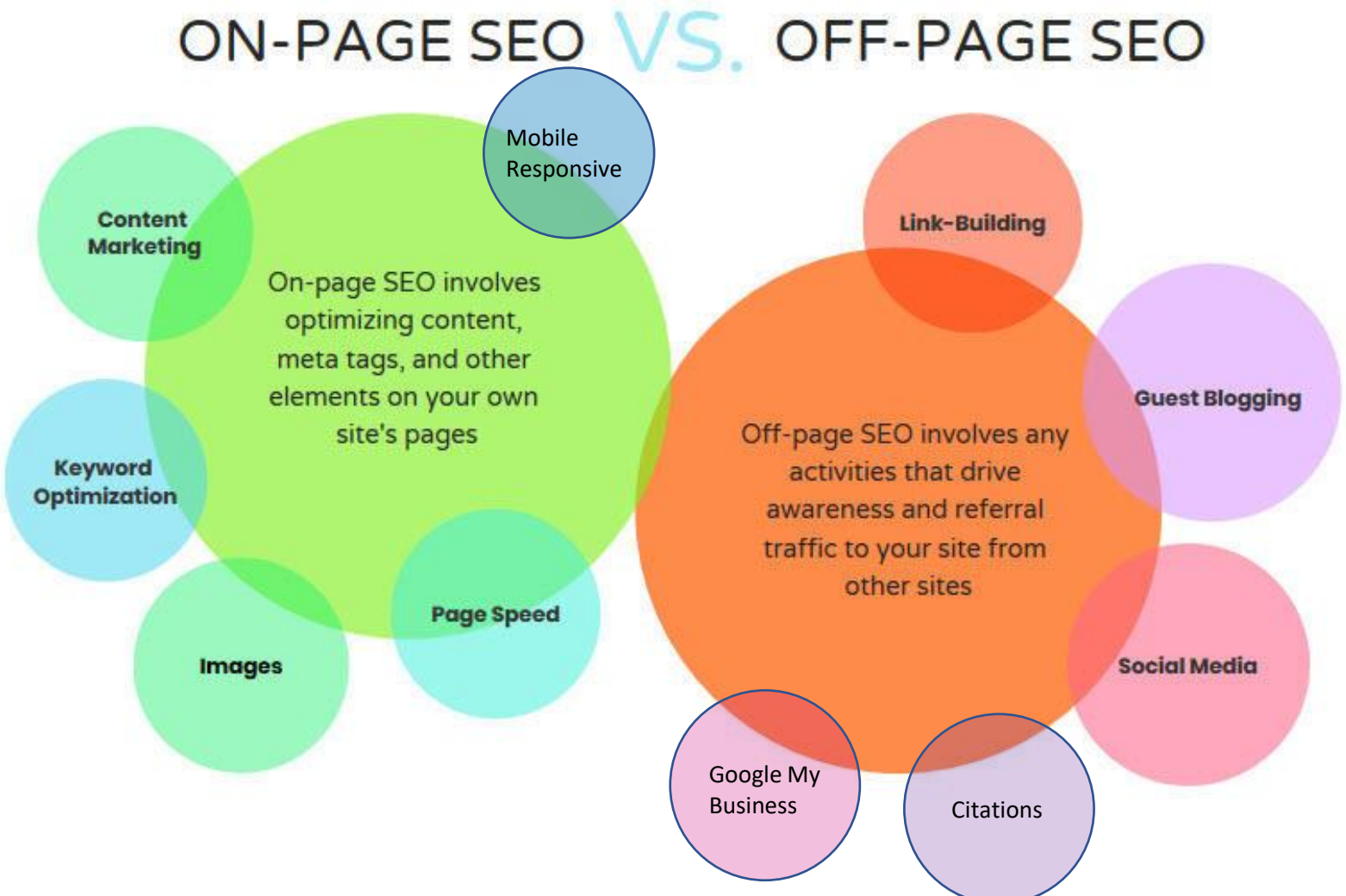
- Understand the anatomy of the search engine results page
- Learn the key signal factors for local map search engine optimization (SEO)
- Learn the key signal factors for local organic SEO
- Learn how utilize ON-SITE keywords to improve search engine rankings

IF YOU
AIN'T FIRST
YOU'RE LAST
wonder
DENNIT
POWERADE
GOODYEAR



https://backlinko.com/google-ctr-stats

Search Engine Optimization



Courtesy of: https://www.wordstream.com/blog/ws/2018/06/13/off-page-seoc

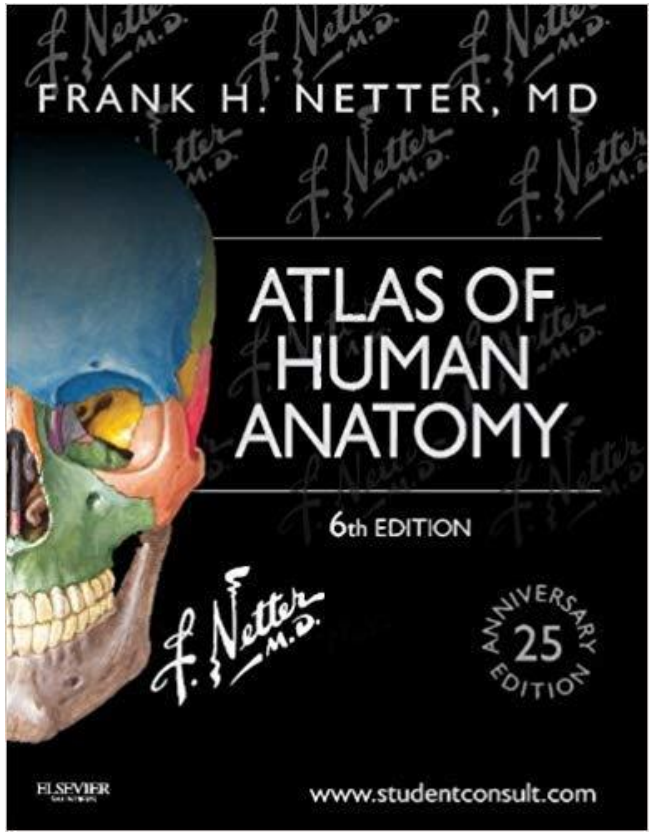
Behind the Numbers

- 96% of computer owners conduct local searches
- 46% of all Google searches are local
- 64% of local customers use search engines and directories as their main way to find local businesses
- 50% of local mobile searchers look for business information (like a company's address or phone number)
- A whopping 78% of local mobile searches result in an offline purchase

Sources: Searchengineland.com and Business2community.com)

Search Engine Results Page (SERP)

- Google Ads
- Local Results (Snack Pack)
- Meta Title
- Meta Description
- Google My Business (GMB) Listing



eye doctor columbia missouri

All Maps Images News Shopping More Settings Tools

About 2,160,000 results (0.34 seconds)

Top Columbia Mo Eye Doctors | Same Day Appts Available

Ad www.eyesonmissouri.com/

Serving **Columbia** Since 2000. Most Insurance accepted Book online or call now
Locations: Columbia, Jefferson City, Osage Beach

Ads

Rating Hours

In Vision Eye Care Center
4.4 ★★★★½ (7) · Eye Care Center
30 E Southampton Dr #109 · (573) 874-3937
Open · Closes 6PM

Mason Eye Institute
4.7 ★★★★½ (3) · Eye Care Center
University Hospital
1 Hospital Dr · (573) 882-1506
Open · Closes 5PM

Eyes On Missouri
3.9 ★★★★☆ (49) · Eye Care Center
1400 Forum Blvd · (573) 446-0331
Open · Closes 6PM

Snack Pack / Local Results

Advanced Vision: Eye Doctor (Optometrist) - Columbia, MO

www.advancedvisioncolumbia.com/

Columbia's Eye Doctor. Few things are as important as your eyesight, or where you go for your family's medical care. If you're in search of an experienced **eye doctor** in the Mid-**Missouri** area, look no further than Advanced Vision. From the moment you walk through the door, you'll sense something different. It's in everything ...

Meta Title

Family Focus Eyecare - Optometrist & Eye Doctor Columbia MO

www.columbiafamilyfocuseyecare.com/

The **eye doctors** at Family Focus Eyecare, Dr. Joseph D. Rich and Dr. Lee Ann Barrett, specialize in treating the entire family—from 6 months old thru senior vision care. Our **Columbia**, MO optometrists offer diverse frame lines and family friendly atmosphere. We provide total eyecare from eye exams to lens fittings all in one ...

Meta Description

The Best 10 Optometrists in Columbia, MO - Last Updated March 2018 ...

https://www.yelp.com › Columbia › Health & Medical › Optometrists

Best Optometrists in **Columbia**, MO - Clarkson Eyecare, Pearle Vision, Eyedentity Eyewear, **Eyes** On **Missouri**, **Columbia Eye** Consultants, Advanced Vision, America's Best Contacts & Eyeglasses, Family Focus Eyecare, Andrew ... They got me into some new lenses that no other optometry **clinic** had offered... read more.

LensCrafters in Columbia, MO | 2300 Bernadette Dr | Eyewear & Eye ...

https://local.lenscrafters.com › MO › Columbia

Find the right eyewear for you at LensCrafters in **Columbia**, MO. Browse prescription glasses, sunglasses and designer frames. Schedule your **eye exam** today.

Eye exam in Columbia Missouri: Where You Can See The Difference

https://www.invisioneyecarecenter.net/

We hope you will decide to stop in, meet us, and give us the opportunity to fulfill your **eye care** needs. In Vision is the place "Where you can see the difference." For those of you who have been my patients for several years we are unbelievably grateful for your support of our locally-owned, small business. We continue to use ...

Best 30 Eye Doctor in Columbia, MO with Reviews - YP.com

https://www.yellowpages.com/columbia-mo/eye-doctor

116 results - 1400 Forum Blvd**Columbia**, MO 65203. (573) 446-0331. OptometristsEyeglassesOptical Goods · WebsiteDirectionsMore Info. From Business: Welcome to Eyes On **Missouri**, formerly Hedgpath Eyecare and **Columbia** Vision Center, where you can expect excellent personal **eye care** and designer fashion eyewear ...

truman va hospital

All Maps News Images Shopping More Settings Tools

About 3,340,000 results (0.74 seconds)

Harry S. Truman Memorial Veterans' Hospital

https://www.columbiamo.va.gov

Harry S. **Truman** Memorial **Veterans**' **Hospital** provides health care services to **veterans** for Mid-Missouri.

Phone Directory
strives to improve the health of the men and women who have ...

Health Care Services
Home Based Primary Care is health care services provided to ...

Jobs & Careers
This page includes links to a number of VA and federal jobs ...

Harry S. Truman Memorial ...
Directions to the hospital: (1) From highway 63, exit at ...

Contact Us
Contact your local VA facility.

About Us
About this VA facility, including leadership and a brief history.

More results from va.gov »

Harry S. Truman Memorial - Veterans Affairs

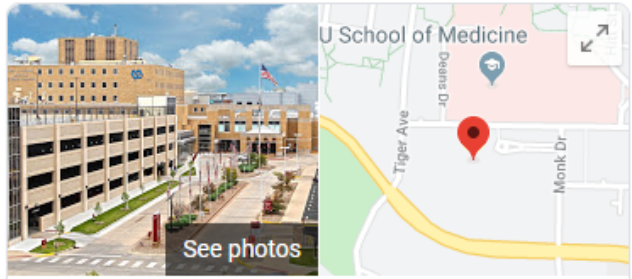
https://www.va.gov › directory › guide › facility

VA » Locations » **Veterans** Health Administration » VISN 15: **VA** Heartland Network » Harry S. **Truman** Memorial. Harry S. **Truman** Memorial. ... The Harry S. **Truman** Memorial **Veterans**' **Hospital**, located in the center of Missouri on the edge of the University of Missouri-Columbia campus ...

Harry S. Truman Memorial Veterans' Hospital | Veterans Affairs

https://www.va.gov › find-locations › facility

Find a **VA** medical center, clinic, **hospital**, national cemetery, or **VA** benefit office near you. You can search by city, state, zip code, or service. You'll get wait times ...



Harry S. Truman Memorial Veterans' Hospital (VA)

Website Directions Save

4.2 ★★★★☆ 145 Google reviews

Hospital in Columbia, Missouri

The Harry S. Truman Memorial Veterans' Hospital is a Veterans Administration hospital located in Columbia, Missouri. Wikipedia

Departments: Truman VA Medical Research Foundation

Located in: University of Missouri

Address: 800 Hospital Dr, Columbia, MO 65201

Hours: Open 24 hours · See more hours

Phone: (573) 814-6000

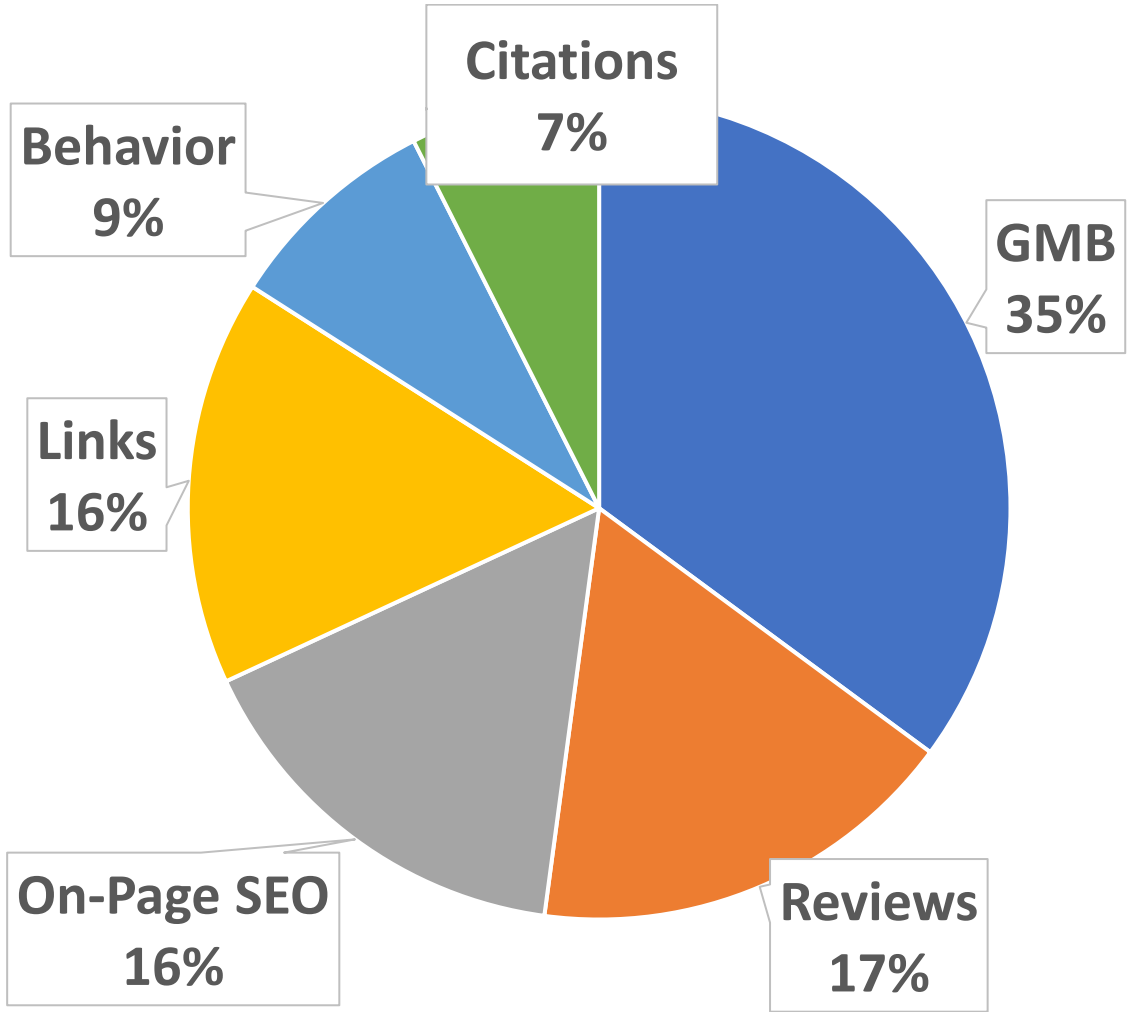
Number of beds: 123

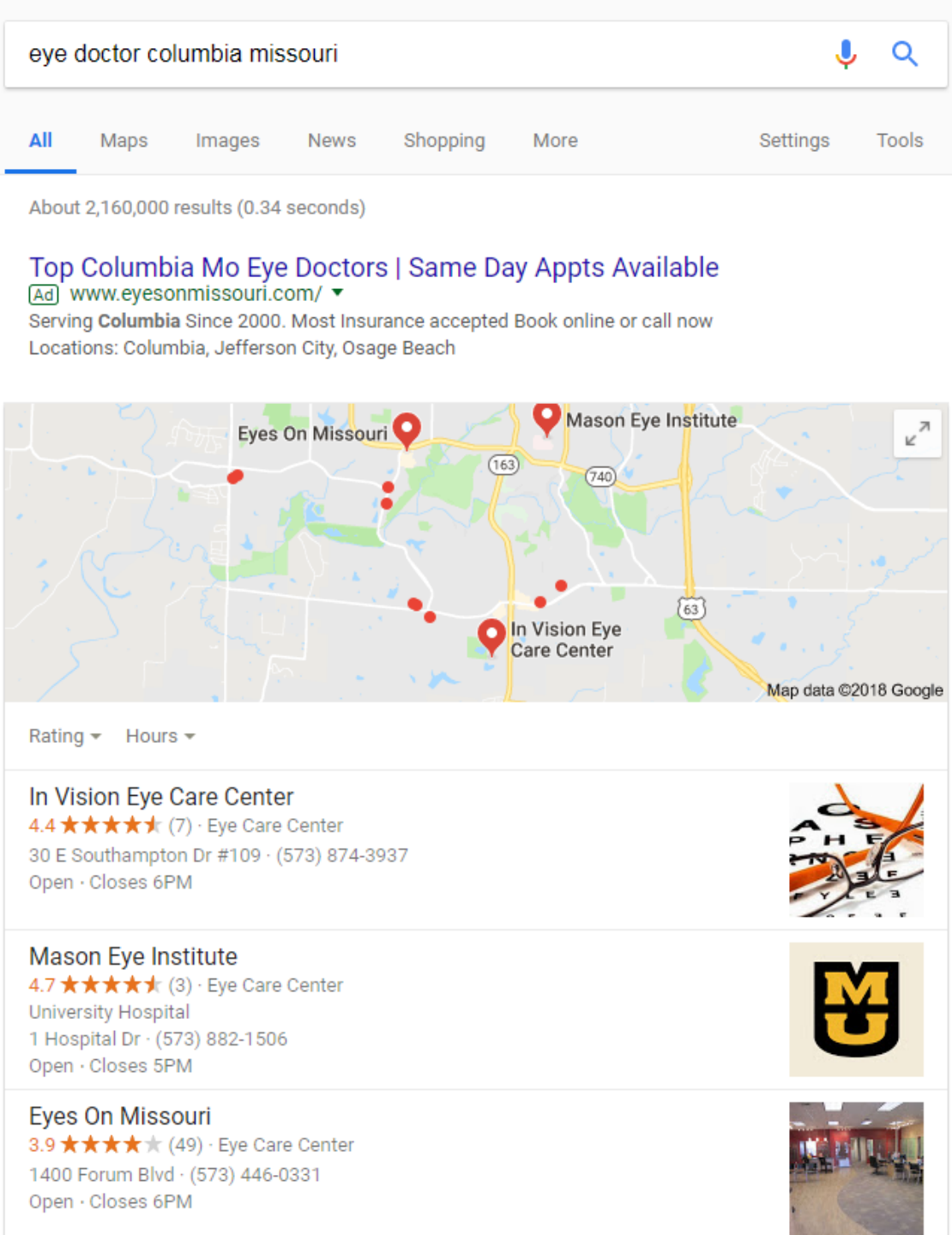
Founded: 1972

Suggest an edit · Own this business?

Google My Business Listing

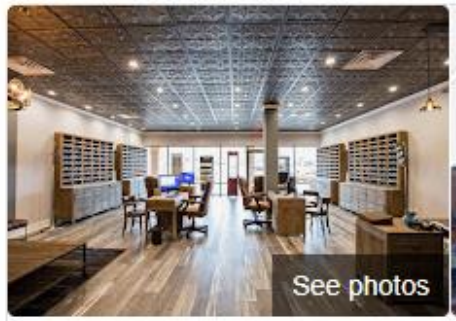
Local Map Signals

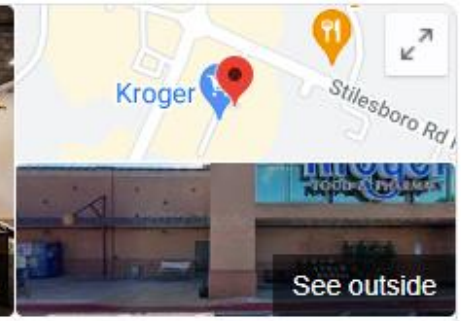




OFF-SITE: Google My Business (GMB)

- **#1 Ranking Signal for Local Map Results**
- Ensure NAP is correct
- Business category and description
- Manage your Google reviews
- Upload Photos
- Build a FAQ section
- Create Posts
- Google.com/business/– FREE RESOURCE





Eye Contact

Website | Directions | Save | Call

4.7 ★★★★½ 191 Google reviews

Optometrist in Cobb County, Georgia

Address: 1720 Mars Hill Rd Suite 160, Acworth, GA 30101

Hours: Open · Closes 5PM

Health & safety: Appointment required · Staff required to disinfect surfaces between visits · More details

Phone: (770) 529-1925

Appointments: eyecontactacworth.com

Check insurance info

Suggest an edit · Own this business?

Know this place? Share the latest info

Questions & answers

See all questions (1)

Ask a question

Reviews from the web

5/5 Facebook · 1 vote

Reviews

Edit your review | Add a photo

a "The **staff** in the optical **area** really new there **stuff**."
★★★★★

"Super service and great **selection**."
★★★★★

SB "**Place** is **family** and kid friendly."
★★★★★

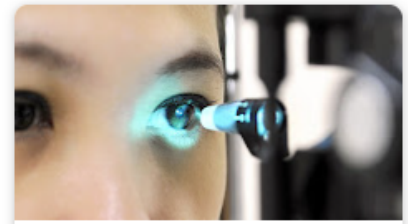
Richard Zimbalist - Edit
★★★★★ 8 months ago

View all Google reviews

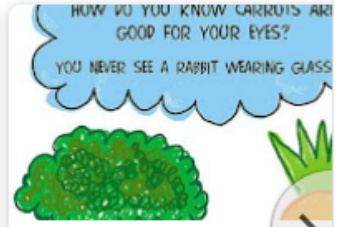
From Eye Contact

"At Eye Contact, we are fully dedicated to improving and preserving sight. We offer many eye care services, from routine exams to treatment of eye diseases. Dr. Mobley and our highly skilled team welcome you to our practice where we strive to make... More

Eye Contact
on Google



Eye pressure being elevated can be an important measurement when...
1 day ago



It's time for your Friday Funn
#Friday #Funny #TGIF
4 days ago

GMB: What's Most Important?

1. Primary GMB category
2. Keywords in GMB business title
3. Proximity of address to the point of search
4. Physical address in city of search
5. Additional GMB categories
6. Quality / authority of inbound links to domain
7. Keywords in native Google reviews
8. High Google ratings (e.g. 4-5)
9. Removal of spam listings through spam fighting
10. Completeness of GMB listing

Google My Business

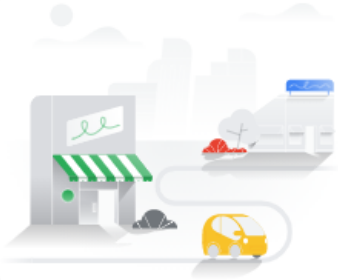
Search businesses

Eye Contact
1720 Mars Hill Road Suite 160
Acworth, GA 30101

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos
- Products
- Services
- Website
- Users

- Create an ad
- Get custom Gmail
- Add new business

- Businesses
- Link to ads



Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.

Get Started

Create post | Add photo | Create ad

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19

Update business hours

Post your COVID-19 update

Learn more

Preview call history BETA

See recent customer calls from Google and return missed calls easily. Learn more

Try it out

Advertise easily in minutes

Optometrist in Acworth

Ad · https://www.eyecontactacworth.com/

Eye Contact - John Doe Optometrist

Getting started is simple - we walk you through every step. Set you own budget and only pay when people click your ad. Learn more

Start now

PERFORMANCE

Views	Searches	Activity
3.6K	2.79K	17.8K

Search views 1.69K (-

Eye Contact
1720 Mars Hill Road Suite 160
Acworth, GA 30101

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos
- Products
- Services
- Website
- Users

- Create an ad
- Get custom Gmail
- Add new business

- Businesses

Astigmatism

+ Add another service

Optician Delete

+ Add another service

Eye care center Delete

+ Add another service

Sunglasses store Delete

+ Add another service

Contact lenses supplier Delete

+ Add another service

Add another business category

OFF-SITE: Reviews & Reputation Management

Amazon Fashion | Women | Men | Kids | Luggage | Sales & Deals | New Arrivals | Our Brands | prime try before you buy

amazon pharmacy | The pharmacy that really delivers | Learn more ›

‹ Back to results

Visit the Buffway Store

Buffway Slim Minimalist Front Pocket RFID Blocking Leather Wallets for Men Women

4.5 out of 5 stars | 66,575 ratings | 190 answered questions

Amazon's Choice for "best slim wallet"

List Price: $19.99 Details
Price: $12.99 prime & FREE Returns
You Save: $7.00 (35%)

Color: Cross Black

Fabric Type	100% Leather
Form Factor	Slim
Wallet	Credit Card

$12.99
prime & FREE R…
FREE delivery Satu… November 6. Order within 16 hrs 51 mins

Deliver to Richard - Columbia 65203

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon
Sold by Buffway

Return policy: Returnable until Jan 31, 2022

1-Click ordering is not available for this item.

Add a gift receipt for easy returns

OFF-SITE: Reviews & Reputation Management

- High ranking signal for **local map SEO**
- Genuine, honest reviews are critical both for demonstrating the quality of your practice and for sending signals to search engines
- Businesses with more 5 star reviews have higher click through rate (CTR)
- NUMBER and QUALITY Matter!
- Weave, Solution Reach, Patient Pop, 4 Patient Care, Doctible,
- Text Messaging Works BEST

OFF-SITE: Reviews & Reputation Management

PREMIER EYE
ASSOCIATES

Thank you for choosing Premier Eye Associates!

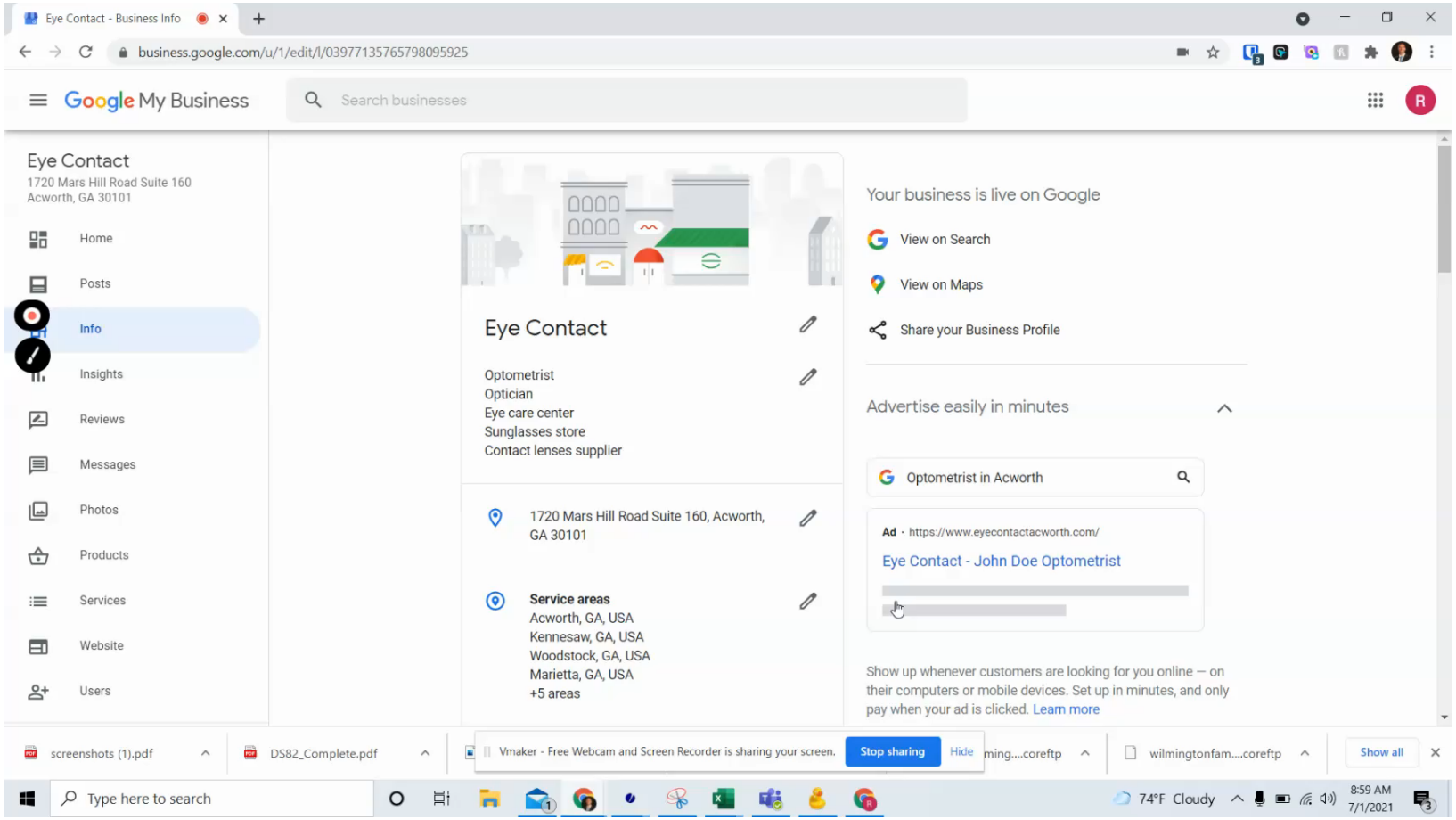
Please take a moment and provide feedback on your experience:

Great

Average

Poor

OFF SITE: Completeness of GMB Profile



OFF-SITE: Local Citations

- Any place online that shows the NAPW about your business
- QUALITY and QUANTITY
- Audit Your Listings
  - Moz Online Directory
  - Bright Local, Hoth, Marketer's Center

https://blog.streamcompanies.com/seo/structured-vs-unstructured-link-building-strategies

Yahoo! Local	Baruffi, Daniel Dr - Wilmington Family…	801 E Newport Pike, Wilmington, DE	19804	(302) 999-1286
YellowPages	Wilmington Family Eye Care	801 E Newport Pike, Wilmington, DE	19804	(302) 999-1286
CitySearch	Wilmington Family Eye Care LLC	801 E Newport Pike, Wilmington, DE	19804	(302) 999-1286
WhitePages	Wilmington Family Eye Care LLC	801 E Newport Pike, Wilmington, DE	19804-1920	(302) 999-1286
MerchantCircle	DR Goldbergs Office	801 E Newport Pike, Wilmington, DE	19804	302-999-1286
SuperPages	Wilmington Family Eye Care LLC - Kar…	801 E Newport Pike, Wilmington, DE	19804	302-999-1286
JustDial				
YellowBook	Wilmington Family Eye Care	801 E Newport Pike, Wilmington, DE	19804-1920	(302) 999-1286

OFF-SITE: Local Citations

- Structured

Rich's Pet Store

555 Fake St.

Columbia, MO 65201

555-123-4567

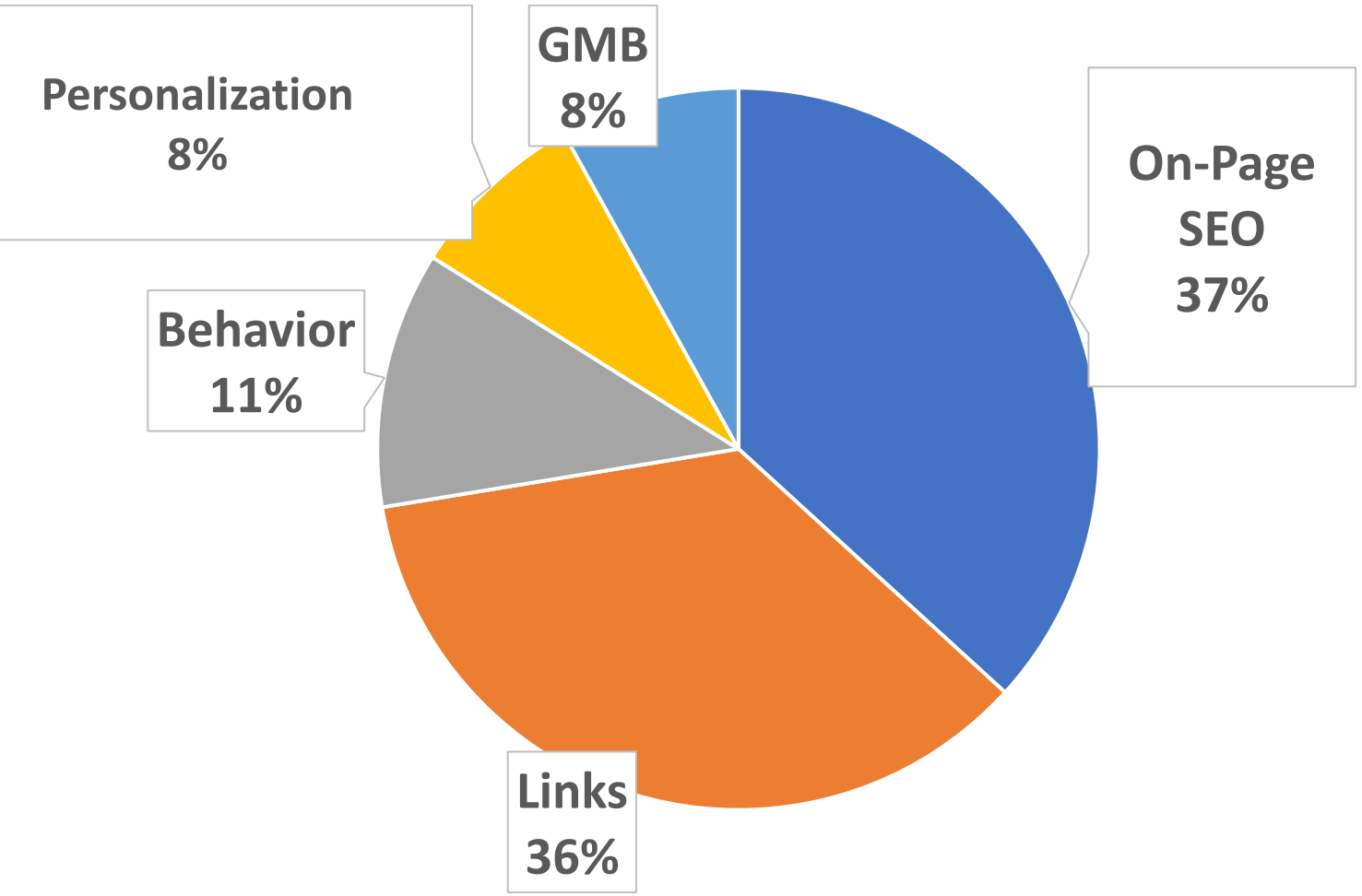
richspetstore.com

- Unstructured

'You can find Rich's Pet Store in Columbia, MO"

"The best place to buy a pet in Columbia, MO is Rich's Pet Store. They have a wide variety of animals, except for snakes. He hates snakes. "

Local Organic Signals



Advanced Vision: Eye Doctor (Optometrist) - Columbia, MO
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Columbia's Eye Doctor. Few things are as important as your eyesight, or where you go for your family' medical care. If you're in search of an experienced **eye doctor** in the Mid-**Missouri** area, look no furthe than Advanced Vision. From the moment you walk through the door, you'll sense something different. in everything ...

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The **eye doctors** at Family Focus Eyecare, Dr. Joseph D. Rich and Dr. Lee Ann Barrett, specialize in treating the entire family – from 6 months old thru senior vision care. Our **Columbia**, MO optometrists offer diverse frame lines and family-friendly atmosphere. We provide total eyecare from eye exams to lens fittings all in one ...

The Best 10 Optometrists in Columbia, MO - Last Updated March 2018 ...
https://www.yelp.com › Columbia › Health & Medical › Optometrists
Best Optometrists in **Columbia**, MO - Clarkson Eyecare, Pearle Vision, Eyedentity Eyewear, **Eyes** On **Missouri**, **Columbia Eye** Consultants, Advanced Vision, America's Best Contacts & Eyeglasses, Family Focus Eyecare, Andrew ... They got me into some new lenses that no other optometry **clinic** had offered... read more.

LensCrafters in Columbia, MO | 2300 Bernadette Dr | Eyewear & Eye ...
https://local.lenscrafters.com › MO › Columbia
Find the right eyewear for you at LensCrafters in **Columbia**, MO. Browse prescription glasses, sunglasses and designer frames. Schedule your **eye exam** today.

Eye exam in Columbia Missouri: Where You Can See The Difference
https://www.invisioneyecarecenter.net/
We hope you will decide to stop in, meet us, and give us the opportunity to fulfill your **eye care** needs. Vision is the place "Where you can see the difference." For those of you who have been my patients fo several years we are unbelievably grateful for your support of our locally-owned, small business. We continue to use ...

Best 30 Eye Doctor in Columbia, MO with Reviews - YP.com
https://www.yellowpages.com/columbia-mo/eye-doctor
116 results - 1400 Forum Blvd**Columbia**, MO 65203. (573) 446-0331. OptometristsEyeglassesOptical Goods · WebsiteDirectionsMore Info. From Business: Welcome to Eyes On **Missouri**, formerly Hedgpa Eyecare and **Columbia** Vision Center, where you can expect excellent personal **eye care** and designer fashion eyewear ...

Organic Signals: What's Important?

1. Quality / authority of inbound links to domain
2. Volume of quality content on entire website
3. Keywords in anchor text of inbound links to domain
4. Topical keyword relevance across entire website
5. Geographic keyword relevance of domain content
6. Mobile-friendly / responsive website
7. Domain authority of website
8. Keywords in GMB landing page title
9. Diversity of inbound links to domain
10. Quantity of inbound links to domain

OFF-SITE: Quality/authority of inbound links

- Huge SEO benefit from links that have high domain authority
- Low domain authority links help minimally

FREE RESOURCE - https://moz.com/domain-analysis/

ON-SITE: Volume of Quality Content

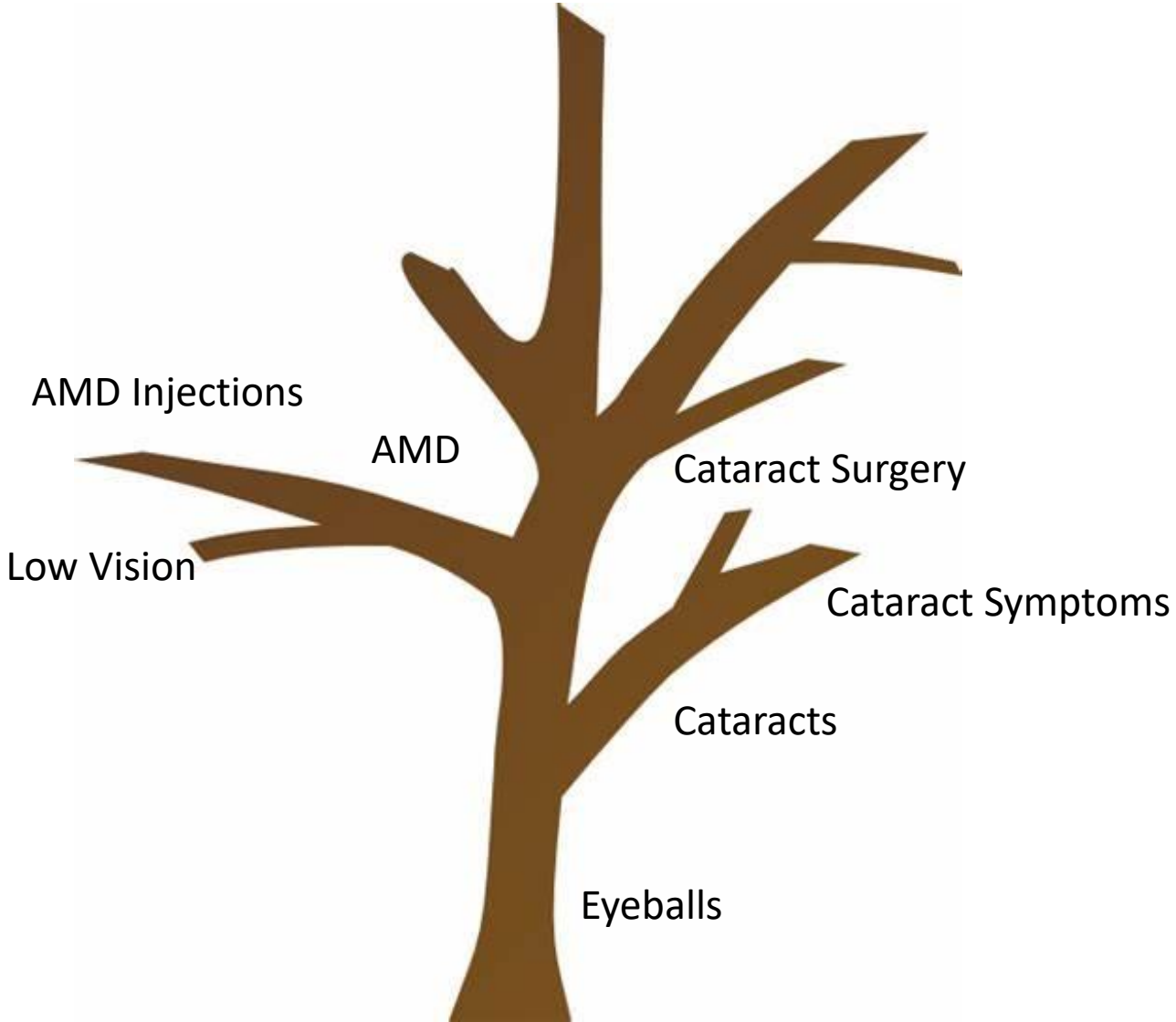
- Google LOOOOOOOVES fresh content
- Develop relationships and rapport with customers
- Establish yourself as an industry expert
- Social media sharing

https://searchengineland.com/need-a-secret-weapon-for-local-seo-try-blogging-138067

ON-SITE: Volume of Quality Content

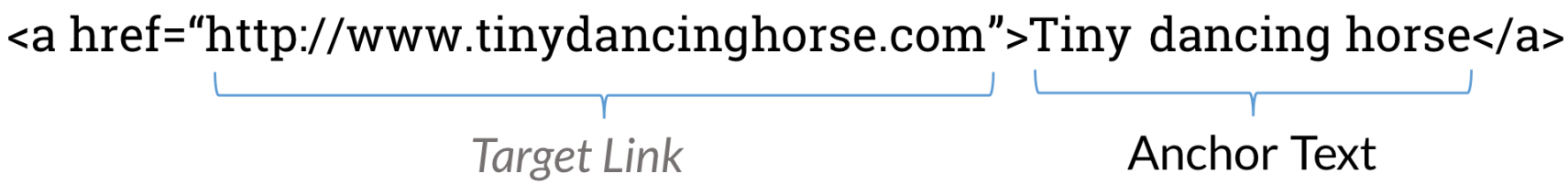
- Post REGULARLY and CONSISTENTLY
- Use a SEO plugin
- Pertinent content only
- Pertinent keywords

ON-SITE: Volume of Quality Content



OFF-SITE SEO: Keywords in anchor text of inbound links to domain

- Anchor text is the visible characters and words that hyperlinks display when linking to another document or location on the web.



  - tiny dancing horses
  - small horses that dance
  - the best tiny dancing horses
  - Why I like tiny dancing horses

ON-SITE: Topical keyword relevance

- Short tail vs long tail
- Every letter matters!
- Use Google to your advantage
- Steal from thy neighbor

glasses

All | Shopping | Images

About 4,720,000,000 results (0.81 sec

Ad · https://www.warbyparker.com/

Warby Parker Glasses - Ma

Don't Forget to Use Your FSA and HSA

★★★★½ Rating for warbyparker.com

Virtual Try-On

Instantly See How You Look In Glasses Using Virtual Try-On

Ad · https://www.zennioptical.com/

Zenni® Glasses - Trendy Nc

No Middleman or Retail-Space Overhea

★★★★½ Rating for zennioptical.com

Ad · https://www.goggles4u.com/

$4.95 Goggles4u Eyeglasse

Unbeatable Selection & Prices - Upload

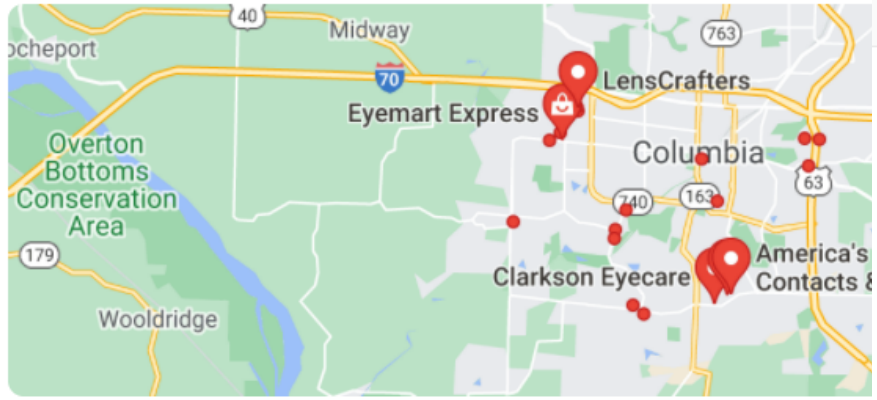
Deal: Up to 50% off with BOGO Frames

Ad · https://www.glassesusa.com/

Shop Glasses From the Exp

1000s of Styles & Frames, 70% Less Th

glasses columbia mo



Rating | Hours | Your past visits

America's Best Contacts & Eyeglasses

3.1 ★★★☆☆ (55) · Optician

1205 Grindstone Pkwy Suite 113 · (573) 442-5725

Open · Closes 7PM

"Fast service on glasses return."

LensCrafters

3.3 ★★★½☆ (50) · Optician

2300 Bernadette Dr Spc 700 · In the Columbia Mall · (573) 445-5448

Open · Closes 6PM

"One pair if regular **glasses** costing $500.plus."

Eyemart Express

4.8 ★★★★★ (286) · Optician

2901 W Broadway Ste 101 · Near Fairview Market Place · (573) 474-418

Open · Closes 7PM

"very good quality **glasses** for a value price"

glasses columbia missouri optometrist

All | Maps | Shopping | News | Images | More | Settings | Tools

About 43,200 results (0.37 seconds)

Rating | Hours

Williams & Associates Eyecare - Eyedentity Eyewear

4.1 ★★★★☆ (19) · Optometrist

2200 Forum Blvd Suite 102 · (573) 445-8780

Closes soon · 5PM

Andrew Stone Optometry

5.0 ★★★★★ (54) · Eye Care Center

2012 Cherry Hill Dr #201 · (573) 445-7750

"quarrel is the cost of the **eyeglasses** themselves from his store, ... I..."

America's Best Contacts & Eyeglasses

3.2 ★★★☆☆ (34) · Eye Care Center

1205 Grindstone Pkwy Suite 113 · (573) 442-5725

"dont think Ive ever been to an **optometrist** that has been so thorough."

More places

The Best 10 Eyewear & Opticians in Columbia, MO - Last Updated ...

https://www.yelp.com › Columbia › Shopping › Eyewear & Opticians

Best **Eyewear** & **Opticians** in **Columbia, MO** - Clarkson Eyecare, Eyedentity **Eyewear**, Eyemart Express, Eyes On Missouri, Sears Optical Dept, America's Best Contacts & **Eyeglasses**, Columbia **Eyewear**, Advanced Vision, LensCrafters, Walmart Vision & **Glasses**.

eye doctor columbia mo

All Maps Images News S

About 41,600,000 results (0.81 seconds)

Optometrists

Rating Hours Your past visits

Columbia Eye Consultants Optometry
4.0 ★★★★☆ (13) · Optometrist
500 N Keene St · (573) 874-2030
Open · Closes 5PM

Family Focus Eyecare
4.8 ★★★★★ (122) · Optometrist
3301 W Broadway Business Park Ct suite e · (573) 446
Open · Closes 5PM

Clarkson Eyecare
4.6 ★★★★½ (109) · Eye care center

eye doctor columbia missouri

All Maps Images News

About 46,700,000 results (0.83 seconds)

Optometrists

Rating Hours Your past visits

Columbia Eye Consultants Optometry
4.0 ★★★★☆ (13) · Optometrist
500 N Keene St · (573) 874-2030
Open · Closes 5PM

Mason Eye Clinic-East
3.4 ★★★½☆ (18) · Eye care center
3215 Wingate Ct Ste 102 · (573) 882-8920
Open · Closes 5PM
Online care

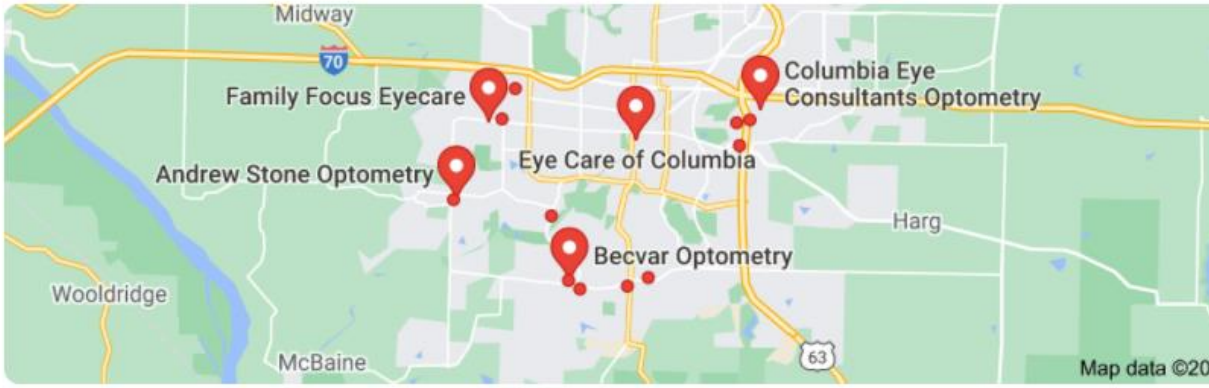
Becvar Optometry
4.6 ★★★★½ (17) · Optometrist

optometrist columbia missouri

All Maps Images News Shopping More To

About 6,520,000 results (0.81 seconds)

Optometrists



Rating Hours Your past visits

Becvar Optometry
4.6 ★★★★½ (17) · Optometrist
1109 Club Village Dr #106 · (573) 441-2020
Open · Closes 6:30PM
Website Direction

Columbia Eye Consultants Optometry
4.0 ★★★★☆ (13) · Optometrist
500 N Keene St · (573) 874-2030
Open · Closes 5PM
Website Direction

Family Focus Eyecare
4.8 ★★★★★ (122) · Optometrist

glasses columbia mo

- glasses columbia mo
- **eyeglasses** columbia mo
- **cheap** glasses columbia mo
- glasses **repair** columbia mo
- **prescription** glasses columbia mo
- **eyeglasses frames** columbia mo
- glasses **stores** columbia mo
- glasses **shop** columbia mo
- **reading** glasses columbia mo
- **safety** glasses columbia mo

Google Search I'm Feeling Lucky

ON-SITE: Topical keyword relevance

Long Tail Keywords

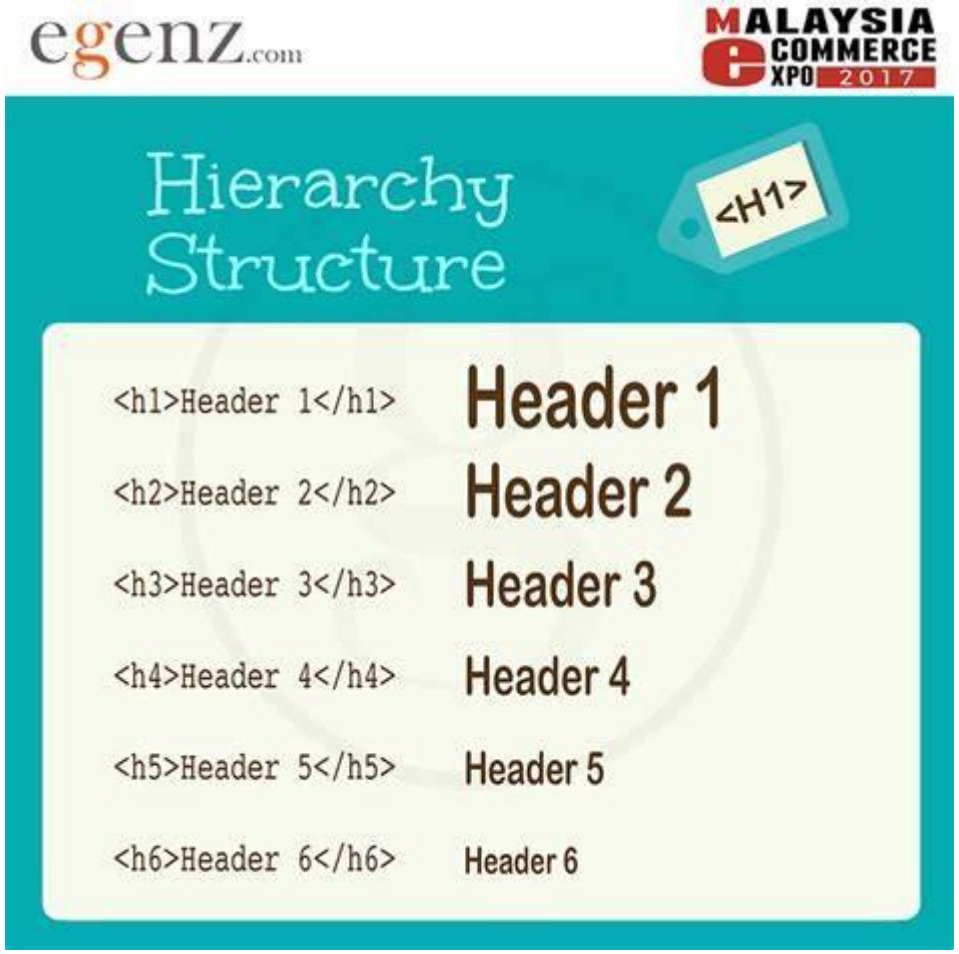
- Eye exam “City, State”
- Eye doctor “City, State”
- Optometrist “City, State”
- Glasses “City, State”
- Contact lenses “City, State”
- Eye care
- Eye care center

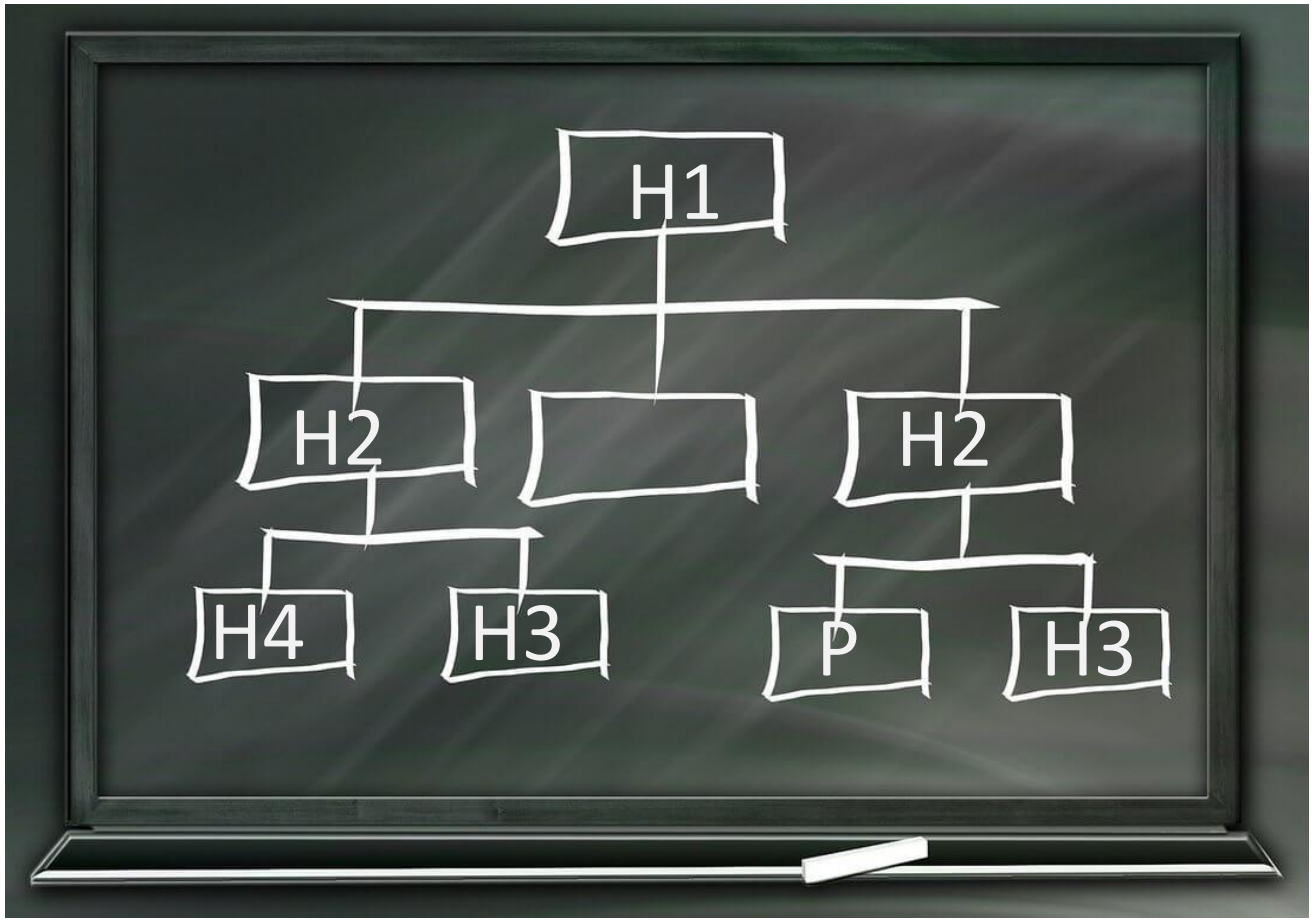
Google Search Console – FREE RESOURCE

Search type: Web | Date: Last 6 months | + NEW | Last updated: 12 hou

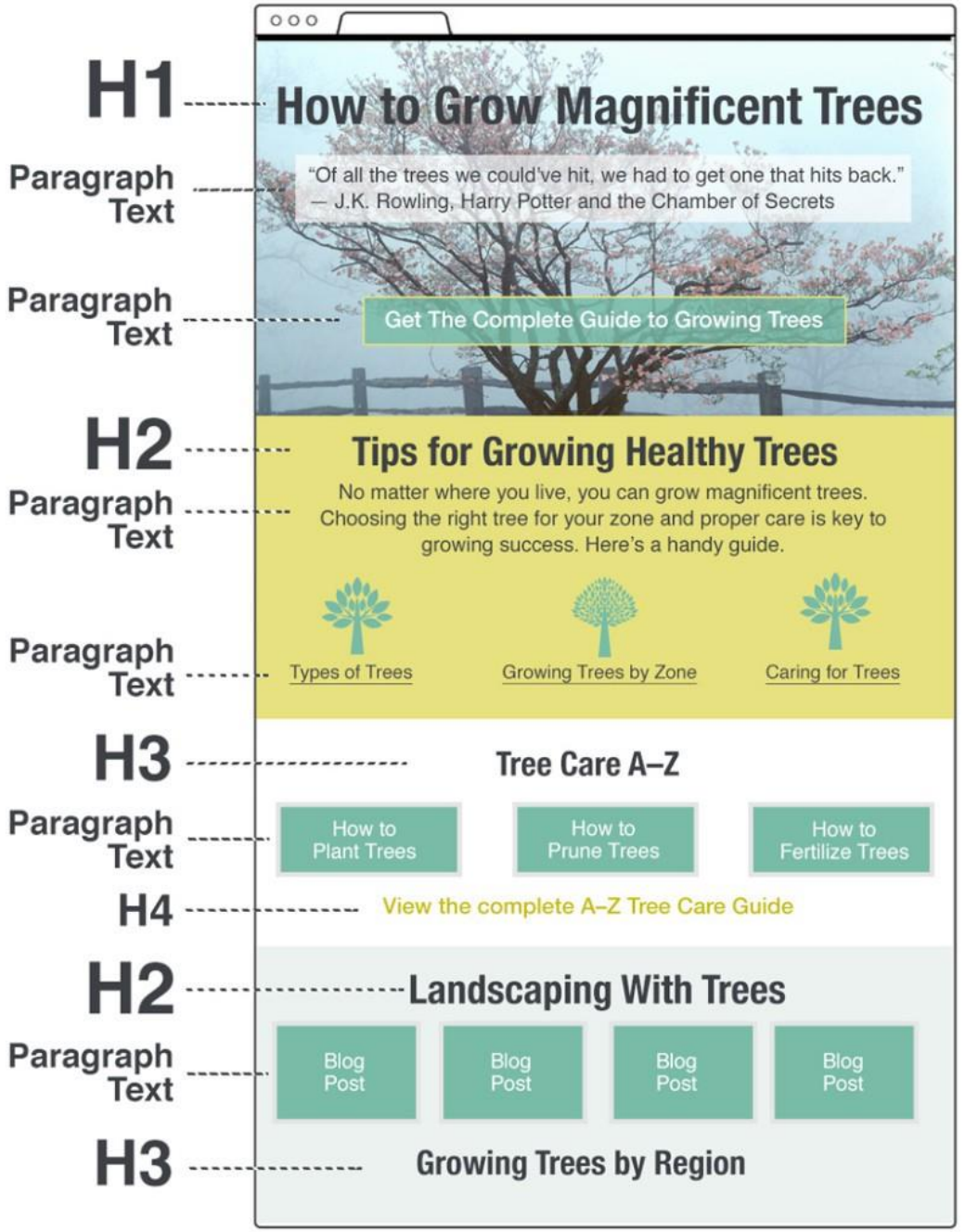
Query	Clicks	Impressions
wilmington family eye care	170	1,194
eye doctor near me	24	2,165
dr goldberg	21	624
eye doctor	17	2,158
family eye care	16	912
eye doctor wilmington de	11	922
joseph goldberg	10	181
wilmington eye care	9	576

ON-SITE: Topical keyword relevance (Heading Tags)





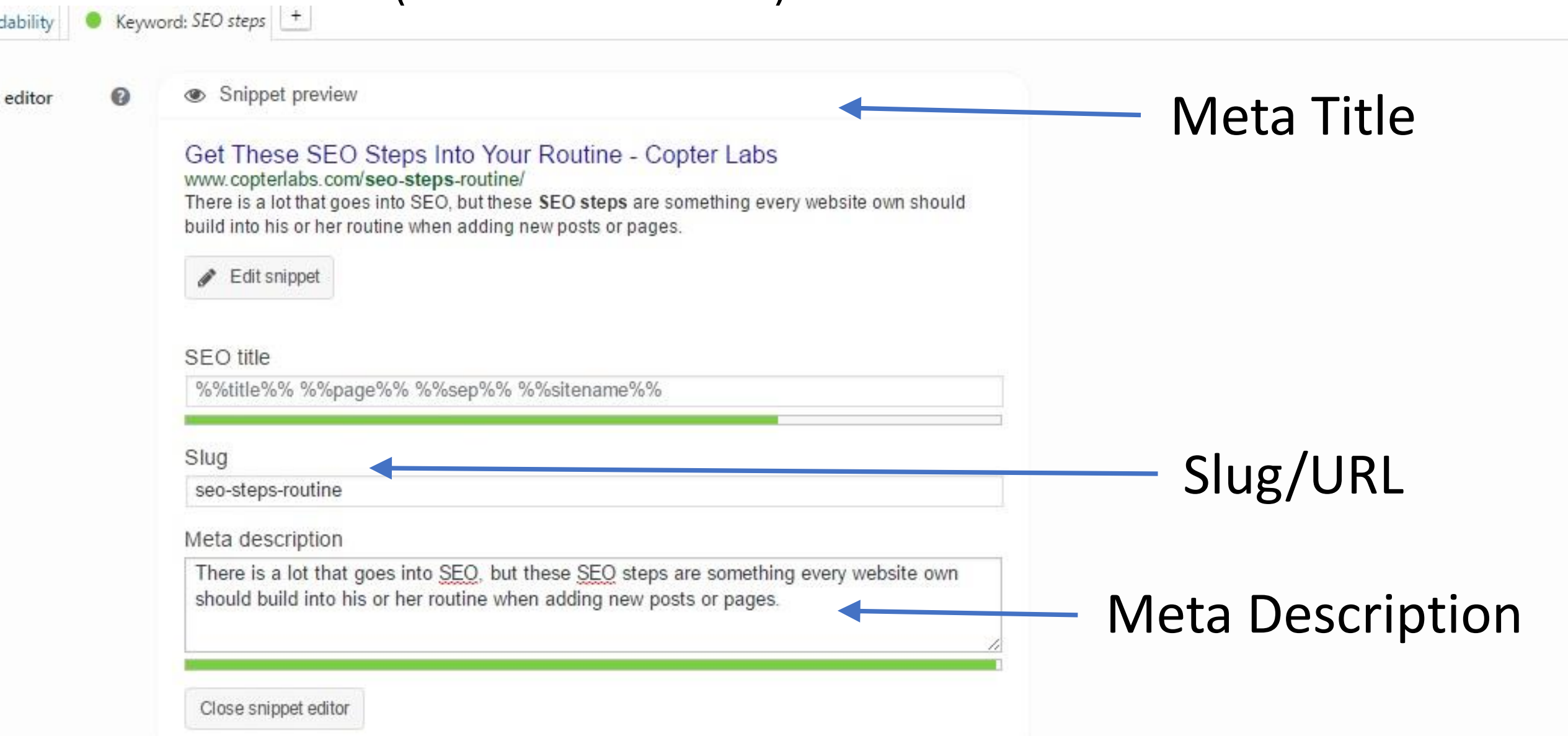
ON-SITE: Topical keyword relevance (Heading Tags)



ON-SITE: Topical keyword relevance (Technical SEO)

- Yoast (FREE)
- RankMath (FREE)
- All-in-One SEO Pack (FREE)
- SEO Framework (FREE)
- SEOPress (FREE)

ON-SITE: Topical keyword relevance (Technical SEO)

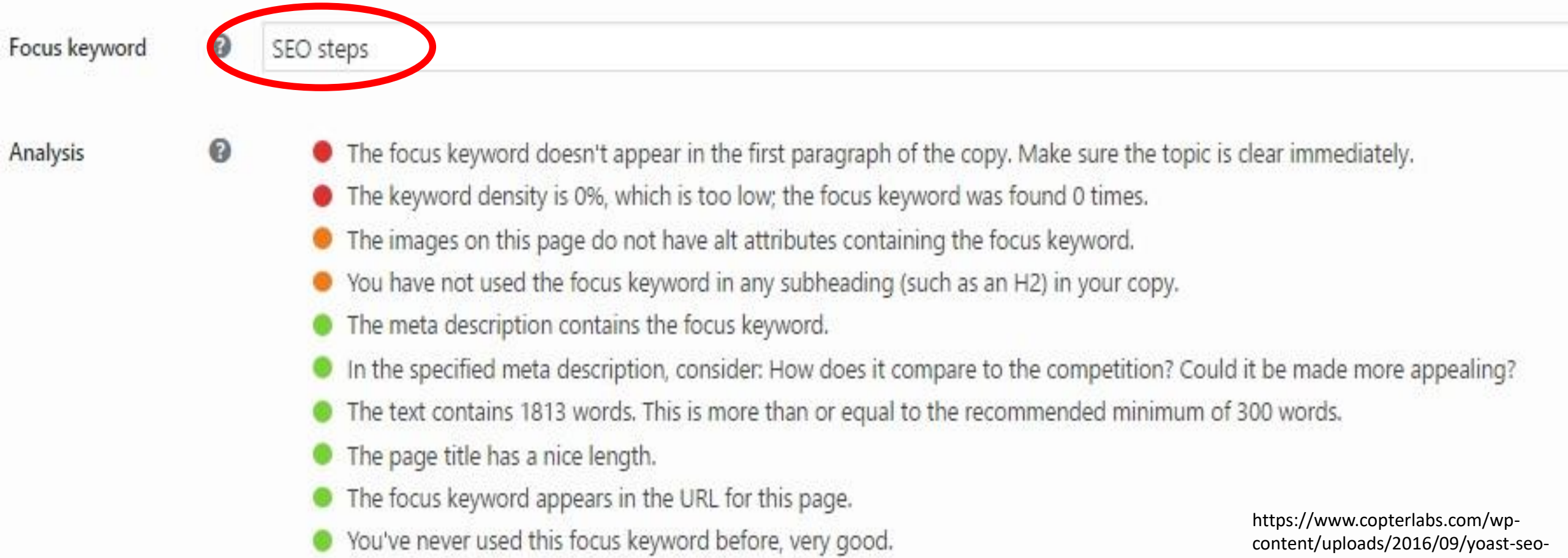


Meta Title

Slug/URL

Meta Description

ON-SITE: Topical keyword relevance (Technical SEO)



https://www.copterlabs.com/wp-content/uploads/2016/09/yoast-seo-screenshot.jpg

THIS IS ONLY THE
BEGINNING
THERE IS MORE TO COME

ON-SITE: Geographic keyword relevance

- Create specific pages for the cities/neighborhoods/areas you want to target
- Highlight your biggest, best, most common services
- Use the city name throughout the page
- Hide the page from your primary menu

COMO WEB DESIGNS

WEB DESIGN MARKETING SERVICES FAQ'S CONTACT

GET A QUOTE

Web Design and Digital Marketing in Jefferson City MO

OUR TEAM IS READY TO HELP SKYROCKET YOUR JEFFERSON CITY, MISSOURI BUSINESS WITH A NEW WEBSITE DESIGN, SEARCH ENGINE OPTIMIZATION AND DIGITAL MARKETING SERVICES.

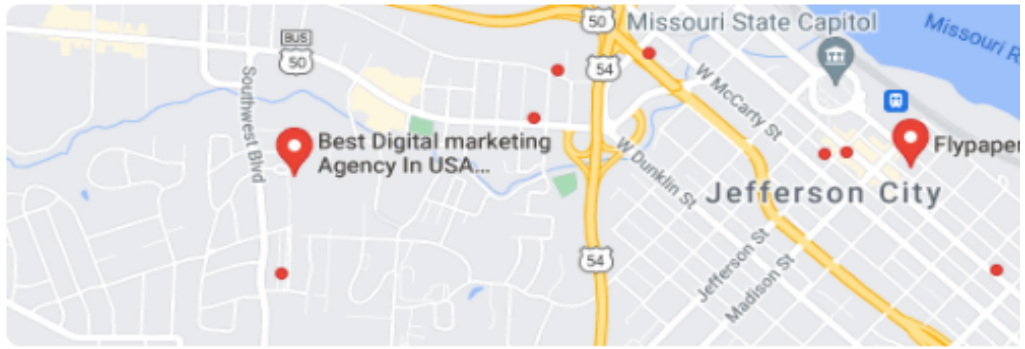
GET A FREE QUOTE »

OUR PORTFOLIO »

SEO jefferson city

All | News | Images | Maps | Shopping | More

About 4,600,000 results (0.78 seconds)



Rating | Hours

Best Digital marketing Agency In USA - Uniqwebtech
5.0 ★★★★★ (21) · Internet marketing service
10+ years in business · 919 Southwest Blvd apt # r · In De Ville Southwest Pr...
Open · Closes 6PM
Provides: **Search Engine Optimization Seo**
Website

Spacklab
No reviews · Website designer
(573) 418-8484
Open · Closes 5PM
Provides: **Search Engine Optimization**

Flypaper
5.0 ★★★★★ (11) · Internet marketing service
7+ years in business · 210 Monroe St · (573) 415-8285
Open · Closes 5PM
Provides: **Search Engine Optimization**
Website

View all

https://foremostmarketingandmedia.com › Missouri

SEO Jefferson City MO | Search Optimization | Foremost ...

SEO Jefferson City MO is an on-going process of determining who and where your "target" audience is and then optimizing your website to rank well (be found) ...

https://comowebdesigns.com › web-design-and-seo-in-j...

Web Design and SEO in Jefferson City MO | COMO Web ...

OUR TEAM IS READY TO HELP SKYROCKET YOUR **Jefferson City**, MISSOURI BUSINESS WITH A NEW WEBSITE DESIGN, **search engine optimization** and ...

https://www.brightlocal.com › usa › missouri › seo-age...

Top Jefferson City, MO Local SEO Agencies | BrightLocal ...

Looking for the top **SEO** agencies in **Jefferson City**, MO? Use our Agency Directory to figure out who is the best **SEO** agency for your business's needs.

https://www.eventbrite.com › ... › #seo_class

16 Hours SEO (Search Engine Optimization)Training course ...

Eventbrite - Tech Training Solutions presents 16 Hours **SEO** (**Search Engine Optimization**)Training course **Jefferson City** - Tuesday, June 1, 2021 at IT Training ...

https://www.eventbrite.com › ... › #seo_class

4 Weeks SEO (Search Engine Optimization)Training course ...

Eventbrite - Tech Training Solutions presents 4 Weeks **SEO** (**Search Engine Optimization**)Training course **Jefferson City** - Monday, July 26, 2021 at IT Training ...

Mon, Jul 26 4 Weeks SEO (Search Engine ...

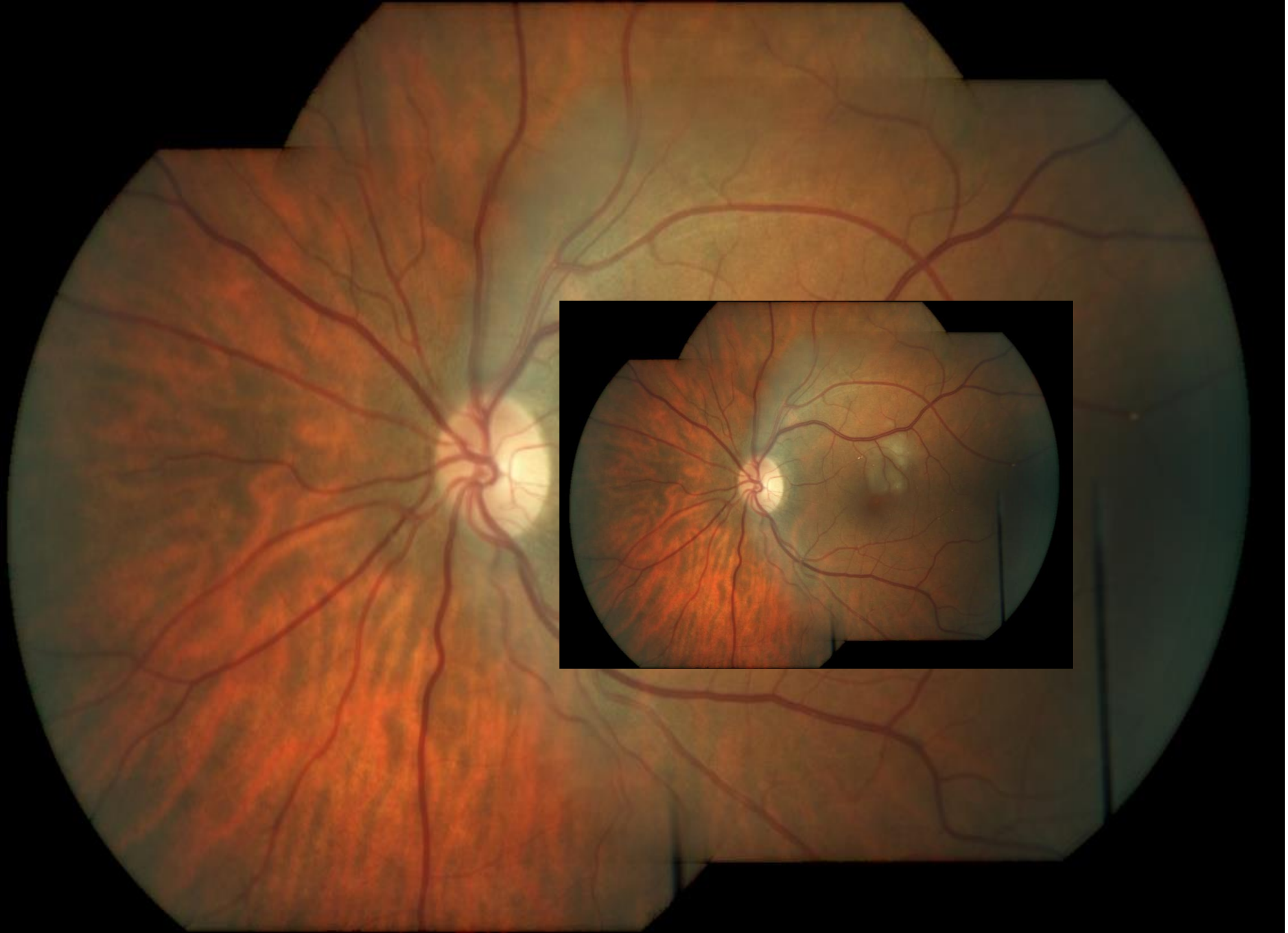
ON-SITE: Mobile Friendly Website

- Google rolled out “Mobile-First Indexing” in 2018
  - The mobile version of your website becomes the starting point for what Google includes in their index, and the baseline for how they determine rankings.
  - Approximately 54% of worldwide search results are now from a cell phone
  - https://search.google.com/test/mobile-friendly – FREE RESOURCE

ON-SITE: Mobile Friendly - Page Speed

- Optimized, scaled images
- RELIABLE, ***FAST HOSTING***
- AMP

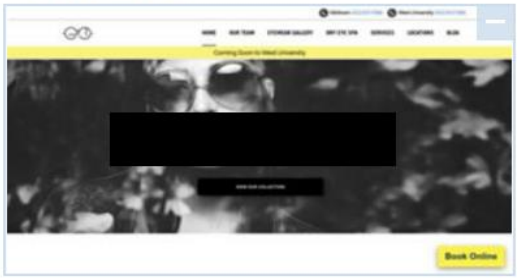
- GTMetrix.com – FREE RESOURCE
- PageSpeed Insights – FREE RESOURCE



OFF-SITE: Mobile Friendly - Hosting

Compare Reports

+ Add Another URL

	Current on GoDaddy	Copy of site on my servers	Site Copy on Servers with Litespeed Cache Plugin
			
	Fri, Jun 4, 2021 6:09 PM -0700 Vancouver, Canada Chrome (Desktop) 90.0.4430.212	Fri, Jun 4, 2021 6:10 PM -0700 Vancouver, Canada Chrome (Desktop) 90.0.4430.212	Fri, Jun 4, 2021 6:14 PM -0700 Vancouver, Canada Chrome (Desktop) 90.0.4430.212
GTmetrix Grade	E	D +9%	B +23%
Performance Score	52%	65% +13%	84% +32%
Structure Score	72%	71% -1%	75% +3%
Largest Contentful Paint	4.5s	2.9s -1.6s	1.8s -2.7s
Total Blocking time	3ms	35ms +32ms	71ms +67ms
Cumulative Layout Shift	0	0	0

Filmstrip | Performance | Structure | Waterfall | Graphs

7. Domain authority of website
8. Keywords in GMB landing page title
9. Diversity of inbound links to domain
10. Quantity of inbound links to domain

ON-SITE: Core Web Vitals

- Google has found that users prefer (and are more likely to convert on) websites that offer a great page experience.
- Core Web Vitals will focus on the user experience once a user clicks on a web page from Google SERPs – this includes whether a page loads quickly or is stable
- Relevant and high-quality content

ON-SITE: Core Web Vitals

- First Contentful Paint (FCP)
- Largest Contentful Paint (LCP)
- First Input Delay (FID)
- Cumulative Layout Shift (CLS)

OFF-SITE: Link Building

- **#1 Factor for Organic Traffic**
- **#2-4 Factor for Local SEO**
- QUALITY and QUANTITY
- Local Involvement is KEY

Organic Signals: Link Building

- Write a post on your website about something locally relevant and link out to their websites.
    - Ask for the post to be shared on their website (with a link to your post) and/or social network.

- Help a Reporter Out (HARO)

https://ahrefs.com/blog/white-hat-link-building-techniques/

Organic Signals: Link Building

- Keyword stuffing/synonyms
- Keyword cloaking
- Private Blog Networks
- Sneaky redirects
- Paid links
- Link exchanging

- Google **WILL** penalize your site for black hat techniques

https://blog.hubspot.com/marketing/black-hat-seo

Organic Signals: Link Building

- Add length to old content
- CORRECT Keyword Density
- Keyword Synonyms
- Web 2.0

https://www.webconfs.com/2102/10-tips-for-using-grey-hat-seo-without-getting-penalized/

Put your money where your mouth is!

How do we actually do this stuff?

https://app.vmaker.com/record/ffO1eSlO02qbljqM

My Tips and Tricks

- Optimize your Google My Business Page
- ***FAST HOSTING***
- City and Service Based Landing Pages
- Blog regularly
- Get involved in the community

100% COMPLETELY FREE STUFF!!!

- Page Load Speed: https://developers.google.com/speed/pagespeed/insights/
- Mobile Responsive: https://search.google.com/test/mobile-friendly
- Google My Business: https://www.google.com/business/
- Google Search Console: https://search.google.com/search-console/about
- Google Analytics: https://analytics.google.com
- TinyPNG: https://tinypng.com/ (image compression)

FREE WORDPRESS PLUGINS

- Yoast SEO: https://yoast.com/wordpress/plugins/seo/
- RankMath SEO: https://rankmath.com/
- SEOPress: https://wordpress.org/plugins/wp-seopress/
- Optimole (compression and scaled images): https://wordpress.org/plugins/optimole-wp/
- Wordfence: (security): https://wordpress.org/plugins/wordfence/
- MalCare (security): https://wordpress.org/plugins/malcare-security/

FREE(ISH)

- Ubersuggest: https://neilpatel.com/ubersuggest/
- 3 Months to No.1: The 2019 "No-Nonsense" SEO Playbook for Getting Your Website Found on Google

My WordPress Stack

- SEOPress PRO (SEO)
- Shortpixel (image optimization)
- iThemes Security Pro (site security)
- ManageWP: cloud backups, keyword tracking
- LiteSpeed Cache (cache)

Questions?

rich@ignitemedicalco.com

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- https://www.copterlabs.com/wp-content/uploads/2016/09/yoast-seo-screenshot.jpg
- https://searchengineland.com/need-a-secret-weapon-for-local-seo-try-blogging-138067
- https://ahrefs.com/blog/white-hat-link-building-techniques/
- https://blog.hubspot.com/marketing/black-hat-seo
- https://www.webconfs.com/2102/10-tips-for-using-grey-hat-seo-without-getting-penalized/
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- https://blog.streamcompanies.com/seo/structured-vs-unstructured-link-building-strategies

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- https://www.google.com/business/
- https://search.google.com/search-console/about
- https://analytics.google.com
- https://hootsuite.com/plans/free-offerings
- https://neilpatel.com/ubersuggest/
- 3 Months to No.1: The 2019 "No-Nonsense" SEO Playbook for Getting Your Website Found on Google