

SEO in 2012 –  
Evolving with  
Google

Google Search

I'm Feeling Lucky

**Today's Hashtag:**

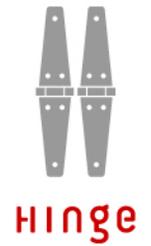


**Hinge**

**#hingerevolution**



## Today's Speakers:



**Sean McVey**

Director of Online Marketing, Hinge  
smcvey@hingemarketing.com

*Follow Me on Twitter: [@seantmcvey](#)*



**Michael Fleischner**

Author, SEO Made Simple  
mfleischner@gmail.com

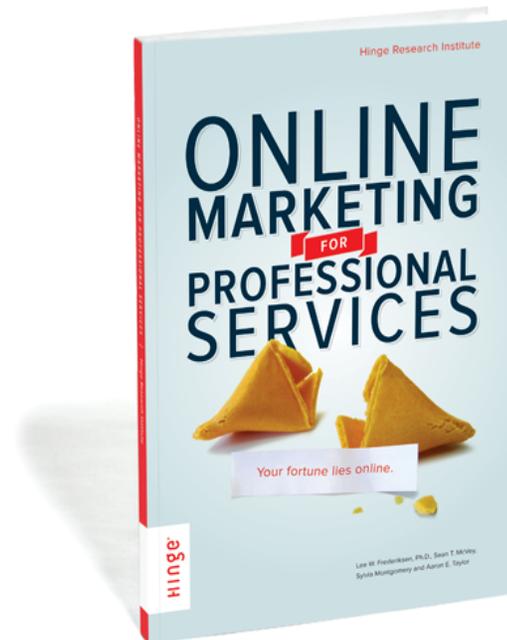
*Follow Me on Twitter: [@mfleischner](#)*

## About Hinge



Hinge

- > Branding and marketing for professional services
- > Original independent research on the marketplace
- > High growth specialists



[www.hingemarketing.com/newbook](http://www.hingemarketing.com/newbook)



Hinge

## What We'll Cover

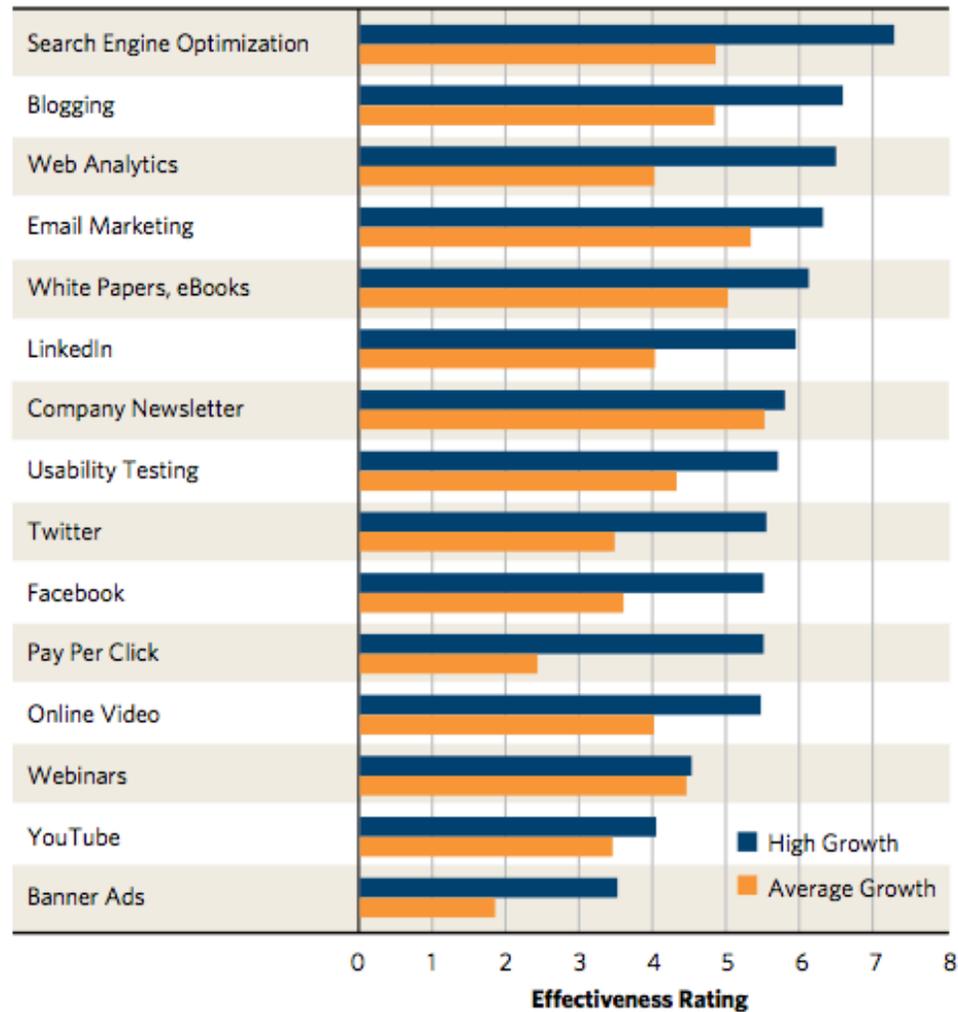
- › The Case for SEO
- › Tips for Keyword Research and Link Building
- › Social Media and SEO
- › Local/Blended SEO
- › Questions



# Is SEO Effective for Professional Services Firms?



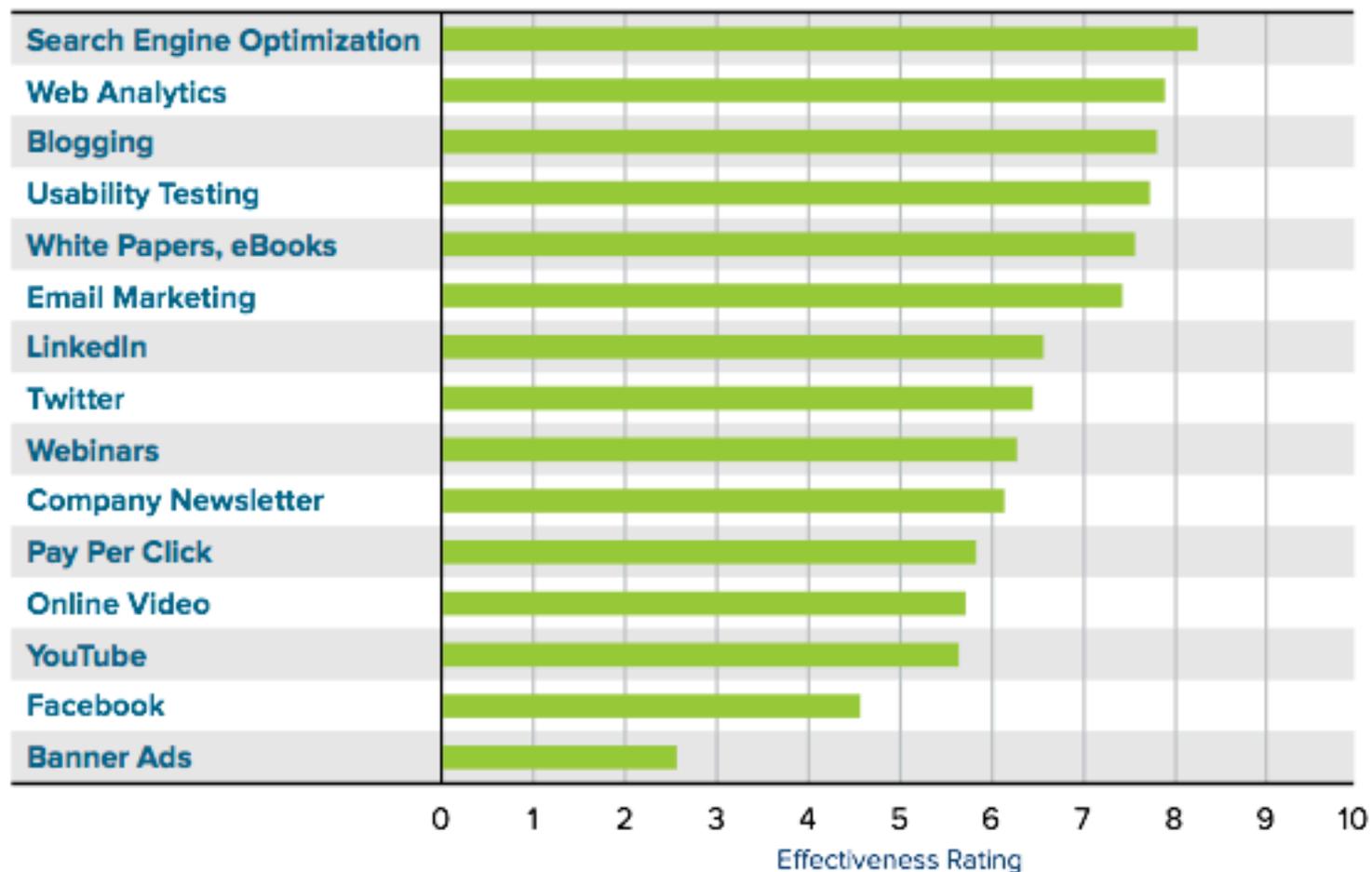
**Fig. 18.** Effectiveness Rating: High Growth vs. Average Firms





## What Do the Experts Think?

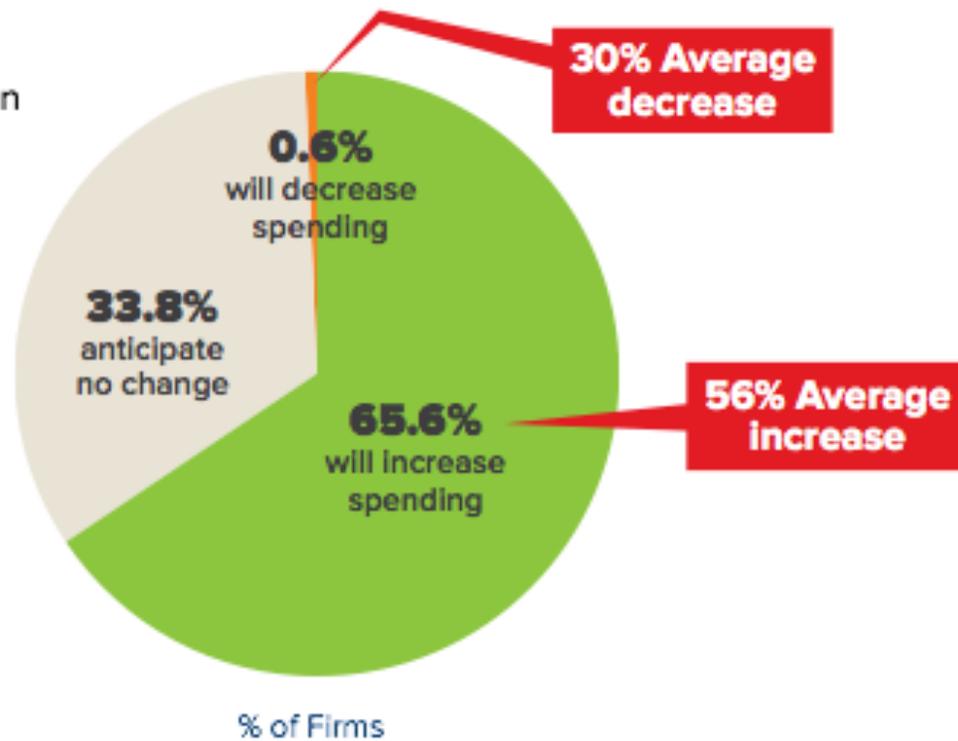
Fig 34. Experts, Effectiveness Ratings



# What Percentage of Firms Will Increase Spending in Online Marketing?



**Fig 19.** 12-Month Online Marketing Spending Plan



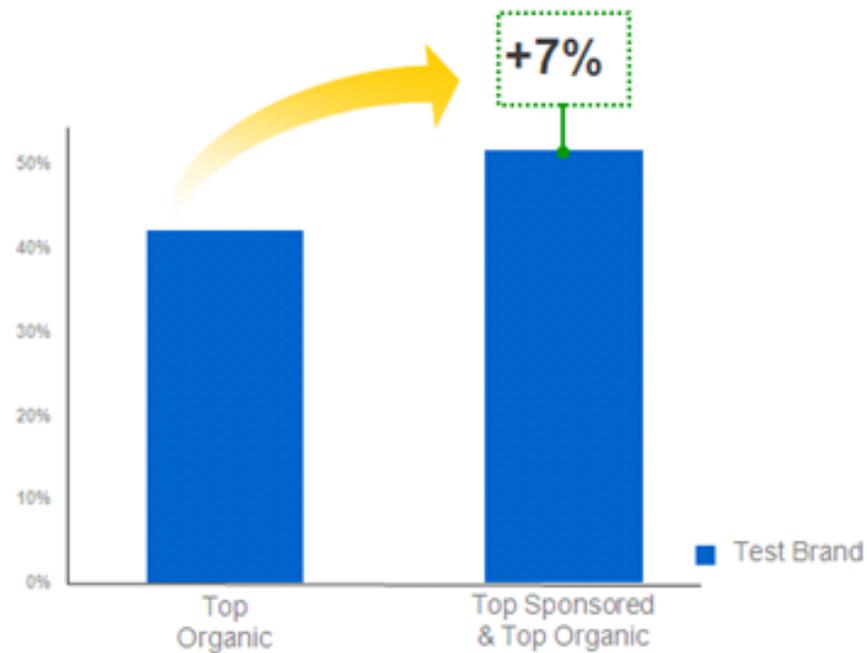
# Organic Listing Boost Purchase Intent



Hinge

- > Even for branded queries, presence in top sponsored and top organic listings boost purchase intent.

Which of the above brands would you *most likely* consider purchasing?  
Query: Branded (i.e., "[Brand X] fuel efficient cars")

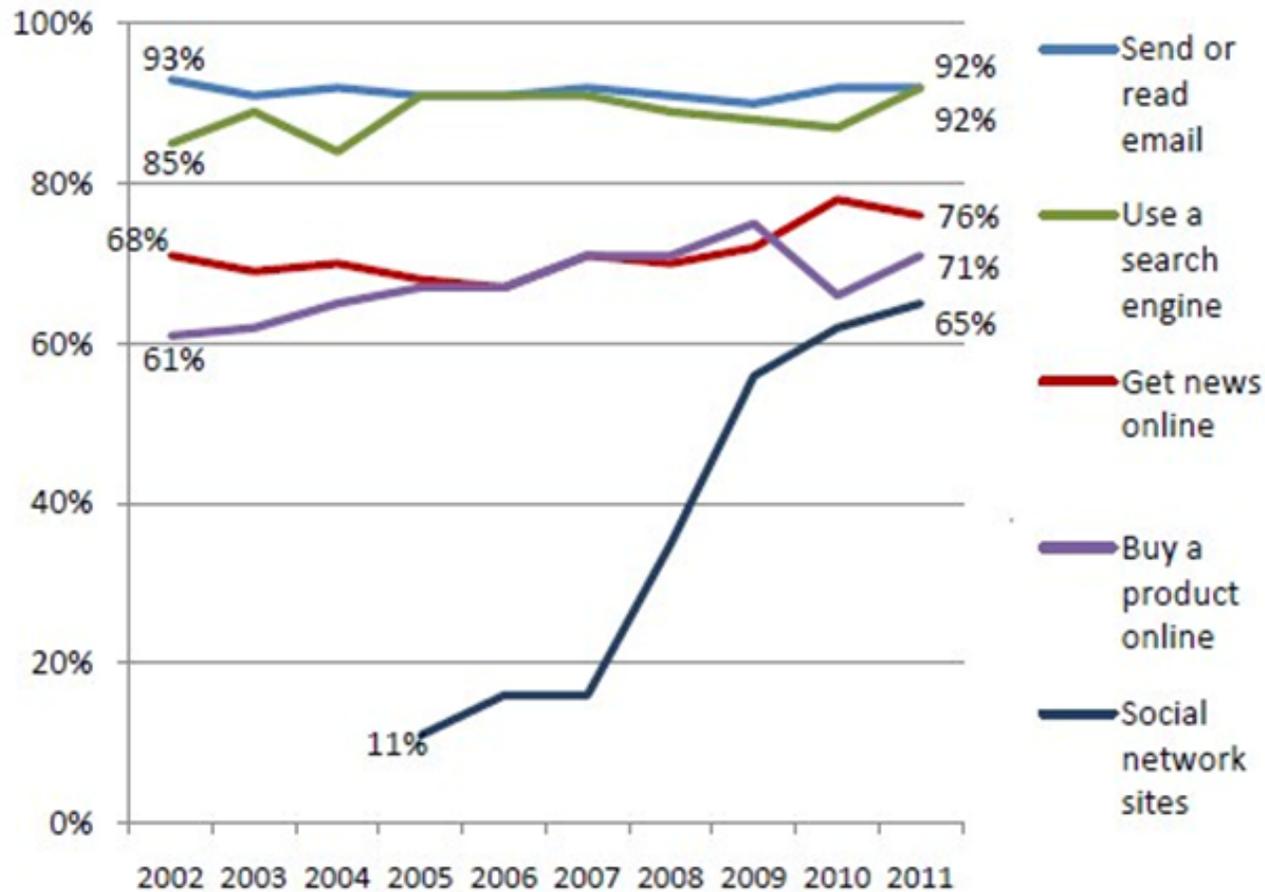


Source: Enquiro Solutions Inc.

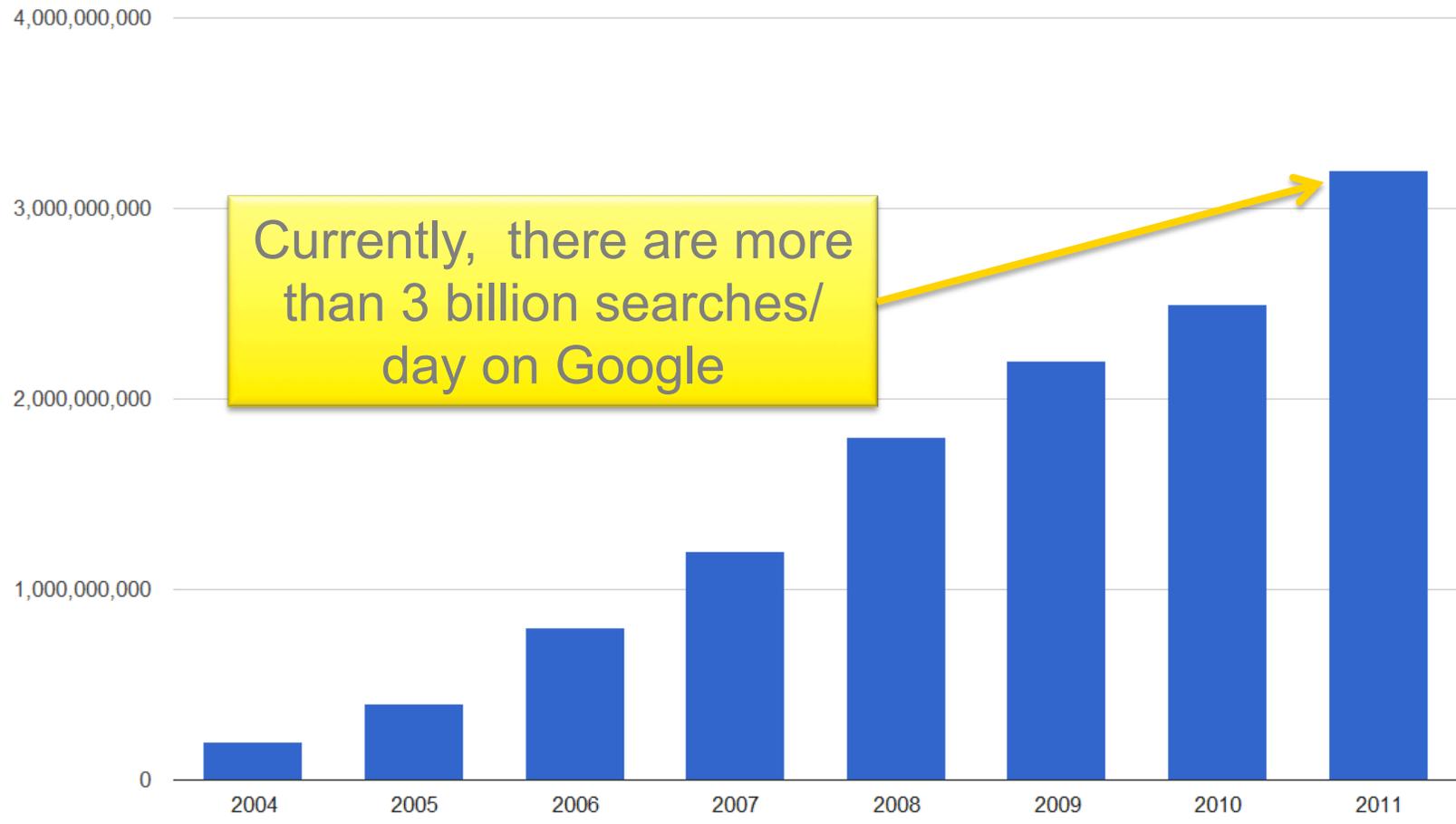
# The Use of Search Engines

Over time, search and email are most popular online activities

*% of internet users who do each activity*



# Growth of Google Queries



# Value of Search Engine Traffic

---

The Google logo is centered on the page, featuring its characteristic multi-colored letters: 'G' in blue, 'o' in red, 'o' in yellow, 'g' in blue, 'l' in green, and 'e' in red.

i want what you have right now, please!



Google Search

I'm Feeling Lucky

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# Yes, You Can Compete with the Big Guys

Search

About 412,000,000 results (0.28 seconds)

Web

Images

Maps

Videos

News

Shopping

Blogs

More

Salunga-Landisville, PA  
Change location

Show search tools

Ad related to marketing blog

Why this ad?

[Marketing Blog | PRWeb.com](#)  
[www.prweb.com/](http://www.prweb.com/)

14 Ideas for Promoting Your Business - Download Free Now!

[Online Marketing Blog](#)

[www.toprankblog.com/](http://www.toprankblog.com/)

2 days ago – Grow your business with TopRank Online **Marketing** tips, articles, interviews & how to's on social media, search engine optimization & content ...

[25 Tips for Marketing Your Blog](#)

[www.toprankblog.com/2006/06/25-tips-for-marketing-your-blog/](http://www.toprankblog.com/2006/06/25-tips-for-marketing-your-blog/)

Jun 15, 2006 – With so many **blogs** being created every day, it's a mystery to many bloggers how to make their **blog** stand out. There are many types of **blogs** or ...

[Power 150: Top Agency, Analytics and Social Media Blogs ...](#)

[adage.com/power150/](http://adage.com/power150/)

Find a list of today's top industry blogs and see their latest postings as well as a broad array of social media statistics for ... A Daily Ranking of **Marketing Blogs** ...

[The Marketing Blog](#)

[marketing-expert.blogspot.com/](http://marketing-expert.blogspot.com/)



by Michael Fleischer - in 1,664 Google+ circles -

More by Michael Fleischer

Jul 22, 2012 – The **marketing blog** is the most popular blog covering Internet marketing, SEO, and more. Learn from the marketing experts at The Marketing ...

[30 Day SEO - Guest Post - Contact - Marketing Mavens](#)

[Seth's Blog](#)

[sethgodin.typepad.com/](http://sethgodin.typepad.com/)



by Seth Godin - in 95,986 Google+ circles - More by Seth Godin

Seth Godin's riffs on **marketing**, respect, and the ways ideas spread. ...

Write a **blog** every day, not to sell, but to teach. Connect people in your

Ads - Why these ads?

[Kinetics MarCom](#)

[www.kineticsmarcom.com/](http://www.kineticsmarcom.com/)

Full-service **marketing** planning for businesses and non-profits

[Blogging Experts \\$3-5/hr.](#)

[www.odesk.com/Blog](http://www.odesk.com/Blog)

Browse 1,000's of Contractors Free!

[www.omniture.com/SocialAnalytics](http://www.omniture.com/SocialAnalytics)

Discover the most effective Social tactics for your business

[Brains on Fire](#)

[www.brainsonfire.com/](http://www.brainsonfire.com/)

Get the latest in **marketing**, word of mouth and identity development.

[Solutions Marketing](#)

[www.greensquirrelmarketing.co/](http://www.greensquirrelmarketing.co/)

Grow your Business with Fresh Solutions & Professional Consulting

[Free B2B Marketing Blog](#)

[www.marketteacher.com/](http://www.marketteacher.com/)

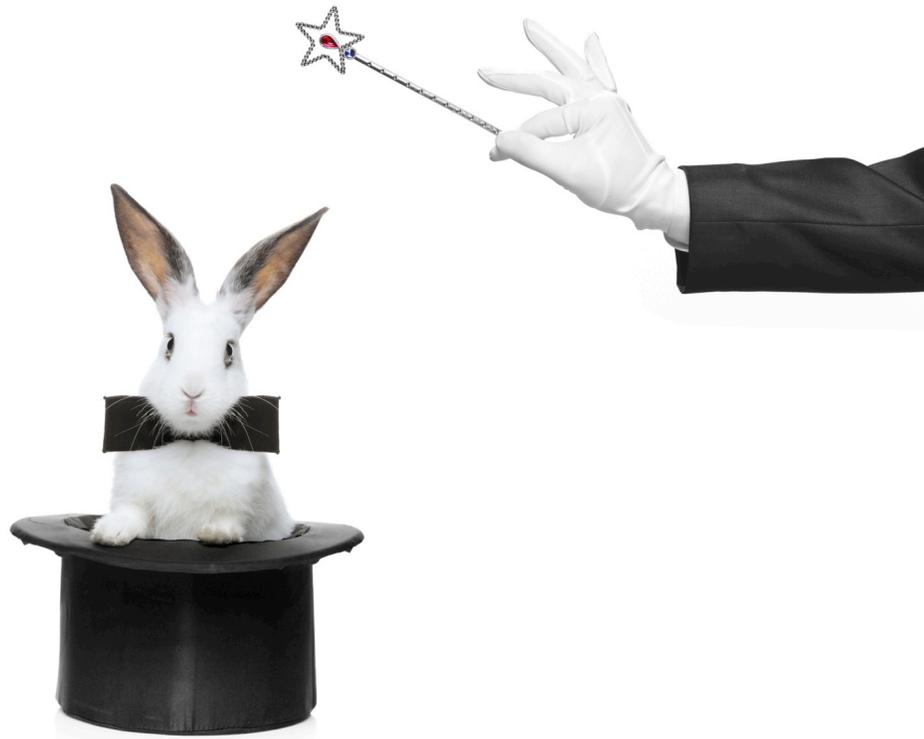
your source for information on B2B

Universal  
results

# Good SEO is Easier than it Looks



Hinge



# The SEO Pyramid

For optimal results, start with a strong base, and build your way up.



# The SEO Pyramid

For optimal results, start with a strong base, and build your way up.

You Have to Get These Right



Before You Get  
These Right

# The SEO Pyramid

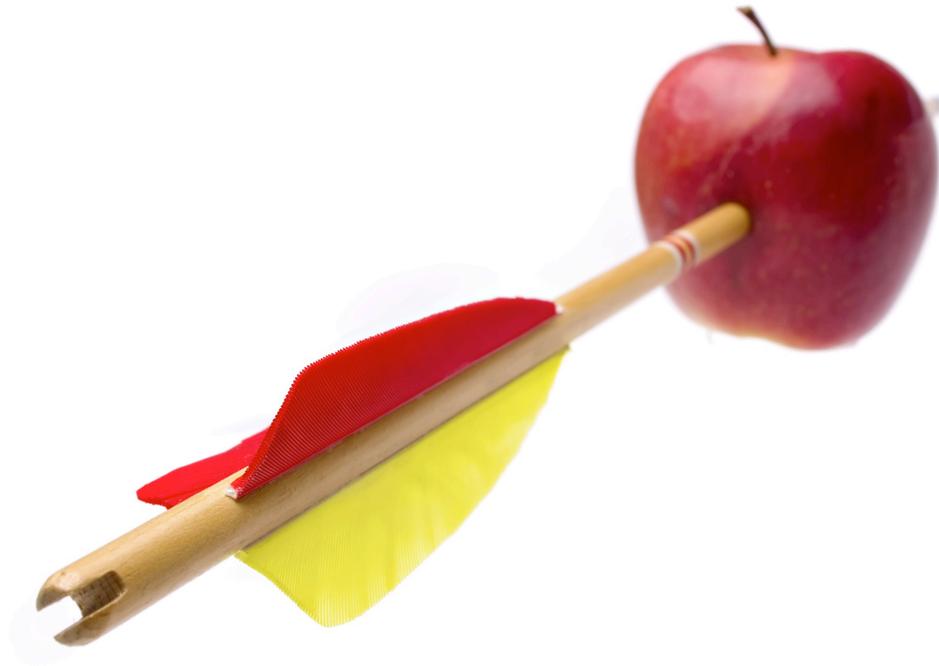
For optimal results, start with a strong base, and build your way up.



# Keyword Research

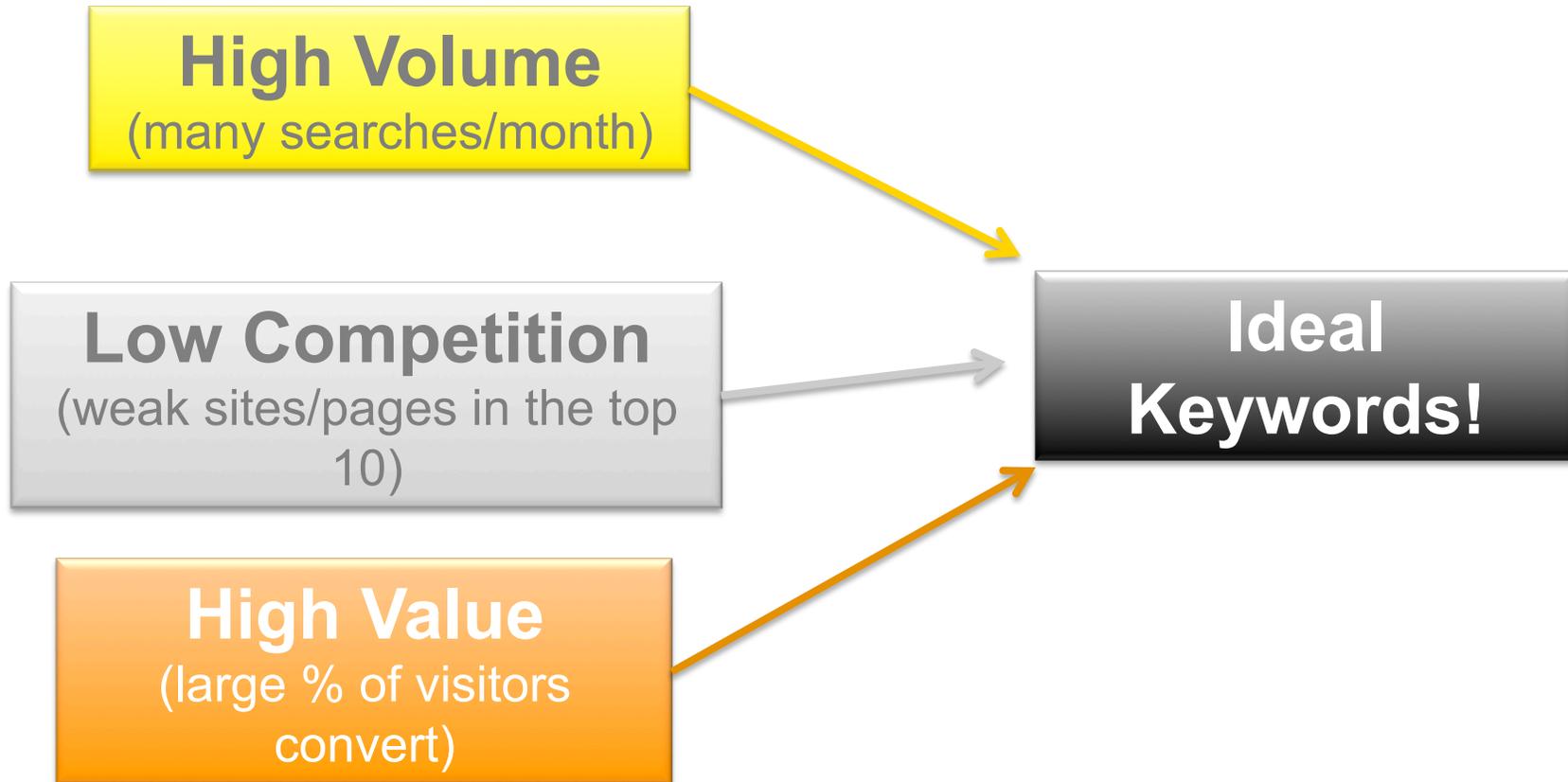


Hinge



# A Simple Process for Choosing Good Keywords

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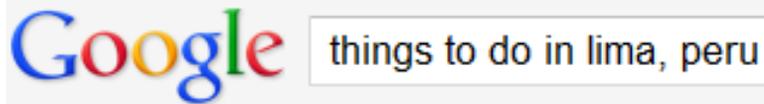
# AdWords: The Best Choice (Most of the Time)

The screenshot displays the Google AdWords Keyword Tool interface. On the left, there is a 'Match Types' sidebar with options for Broad, [Exact] (selected), and "Phrase". Below this is a 'Help' section with several links and a 'Search help center' button. The main area shows search filters: 'Only show ideas closely related to my search terms' (unchecked), 'Advanced Options and Filters' (checked), 'Locations: All', 'Languages: English', and 'Devices: Desktops and laptops'. A 'Search' button is present, followed by a yellow banner encouraging sign-in. Below the banner are buttons for 'Download', 'View as text', and 'More like these'. The results are divided into 'Search terms (1)' and 'Keyword ideas (88)'. A table lists the keyword ideas with columns for 'Keyword', 'Competition', and 'Global Monthly Searches'.

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches
<input type="checkbox"/>	☆ [best pizza venice]	Low	28
<input type="checkbox"/>	☆ [best restaurants venice]	Low	170
<input type="checkbox"/>	☆ [best venice]	Low	91
<input type="checkbox"/>	☆ [best pizza in venice]	Low	110
<input type="checkbox"/>	☆ [best pizza venice italy]	Low	16
<input type="checkbox"/>	☆ [best pizza]	Low	6,600
<input type="checkbox"/>	☆ [best restaurant in venice]	Low	210
<input type="checkbox"/>	☆ [best restaurants in venice]	Low	720

The AdWords Keyword Tool Can Be Found Here: <https://adwords.google.com/select/KeywordToolExternal>

# Analyzing the Top 10 to Determine Difficulty



Strong, popular sites w/ targeted titles + content

## [Things to Do in Lima - Lima Attractions - TripAdvisor](#)

[www.tripadvisor.com/Attractions-g294316-Activities-Lima.html](http://www.tripadvisor.com/Attractions-g294316-Activities-Lima.html) +1

Things to do in Lima, Peru: See TripAdvisor's 980 traveler reviews and photos ...  
[www.bestperutours.com/Get-A-Quote](http://www.bestperutours.com/Get-A-Quote) Insurance Included US Based & Lic BBB ...

## [Lima Things to Do - Travel - Yahoo](#)

[travel.yahoo.com](http://travel.yahoo.com) › Travel Guides › South America › Peru › Lima +1

Find the best attractions in Lima with Yahoo! ... Lima Things to Do ... It has a extensive collection of pottery from all the past cultures of Peru and they are just ...

## [Lima, Peru Vacations, Tourism, Guides, Hotels, Things to Do ...](#)

[travel.yahoo.com](http://travel.yahoo.com) › Travel Guides › South America › Peru +1

Lima, Peru vacations: Find the best Lima, Peru hotels, attractions, maps ...

## [Lima: 10 Things to Do — Introduction - TIME](#)

[www.time.com](http://www.time.com) › Time.com › Travel › City Guides +1

Peru's sprawling megacapital is actually a mosaic of many smaller cities. Comprising 43 districts with nearly 9 ... Lima: 10 Things to Do. By Lucien Chauvin ...

## [10 Fun Things To Do In Lima, Peru](#)

[bicycletouringpro.com/blog/10-fun-things-to-do-in-lima-peru/](http://bicycletouringpro.com/blog/10-fun-things-to-do-in-lima-peru/) +1

Dec 27, 2010 – When asked What to do in Lima Peru? you get a bunch of museums, shopping malls and restaurants. But there's a whole lot more to do in Lima ...

## [Things to Do and See in Lima, Peru](#)

[gosouthamerica.about.com/od/perlima/tp/whattodo.-tt.htm](http://gosouthamerica.about.com/od/perlima/tp/whattodo.-tt.htm) +1

It is a city rich in culture and things to do and see. Here you can ...

1. Plaza de Armas, also called Plaza Mayor Peter and Jackie Main
2. Catedral de Lima ArtToday.com

## [Top Things To Do in Lima, Peru | Travel Recommendations by On ...](#)

[www.ontheroadtravel.com/travel.../Peru/Lima/...Lima/top-things-to-d...](http://www.ontheroadtravel.com/travel.../Peru/Lima/...Lima/top-things-to-d...) +1

# Analyzing the Top 10 to Determine Difficulty

Google

pisac market food

Weaker, lesser known sites and non-targeted titles

## [Pisac Market, Cusco - Shopping - VirtualTourist](#)

[www.virtualtourist.com](#) › ... › [Departamento de Cusco](#) › [Cusco](#) › [Shopping](#)

The **Pisac** Sunday **market** is for both tourists and locals. There are hundreds of booths with local crafts, **food** and supplies. Expect to bargain for what you buy ...

## [Echoes From The Mesa: Peru Journal part 5: The Pisac Market](#)

[cedarmesa.blogspot.com/2009/12/peru-part-5-pisac-market.html](#)

Dec 7, 2009 – After we visited the prehispanic ruins of Inca-Pisac we went back down the ... **pisac market** 2.jpg ... A pathway in the non **food** part of the market. ...

## [Pisac market - YouTube](#)



[www.youtube.com/watch?v=obbNtoLQzwg](#)

Jul 6, 2008 - 55 sec - Uploaded by Wistraveler

KCOLLAS DE **PISAC** CANTANDO EN LA IGLESIA by jose5217167282

views; Thumbnail 1:20. Add to. **Pisac Food** ...

[More videos for pisac market food »](#)

## [Pisac, Sacred Valley of the Incas, Pisac, Cusco, Peru](#)

[www.andeantravelweb.com](#) › [Home](#) › [Destination Guide](#) › [Cusco](#)

**Pisac Market** and ruins (Sacred Valley), Peru ... Pisac. Most people visit Pisac to see the market on Sunday, but there are smaller markets on both Tuesday and ...

## [Sacred Valley Pisac Town](#)

[www.machupicchu-inca.com/sacred-valley-pisac.html](#)

Recent years Pisac has become more popular because of its Sunday market. This market is ... Cloth or **food** - everything is available at **Pisac Market**. Why Pisac ...

## [Pisac Market - Pisac - Reviews of Pisac Market - TripAdvisor](#)

[www.tripadvisor.com/Attraction\\_Review-g294320-d313937-Review...](#)

★★★★★ 21 reviews

Oct 12, 2011 – Is **Pisac Market** your business? ... Traveler Description: **Pisac market** is really open every day but the .... The produce/**food** section is amazing. ...

## [Pisac - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Pisac](#)

**Pisac** main **market**. ... The terraces enabled the production of surplus **food**, more than would normally be ... The marketplace at **Pisac** sells typical Andean crafts. ...

# Keyword Difficulty Tool

SEOMoz PRO

pisac market food, best pizza venice, things to do in lima peru, santa monica restaurants | Keyword Difficulty Report

Analyze  
pisac market food  
best pizza venice  
things to do in lima peru  
santa monica restaurants

on

Google

United States

Run Report

Recent Reports

FAQ

## Comparison Graph of Keyword Difficulty Scores

**pisac market food**

Full Analysis

**best pizza venice**

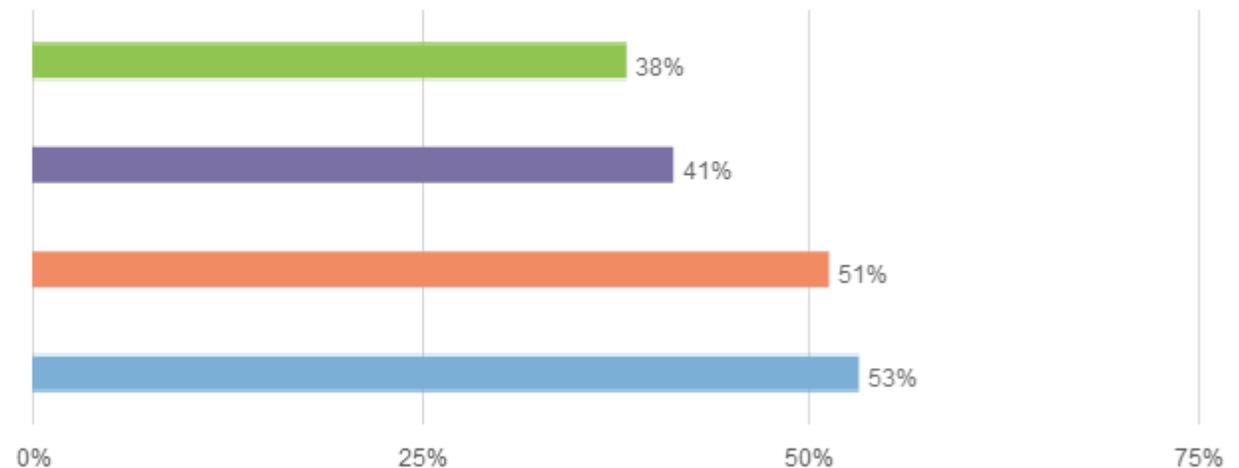
Full Analysis

**things to do in lima peru**

Full Analysis

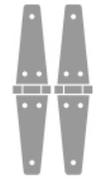
**santa monica restaurants**

Full Analysis



I use SEOMoz tool to drill down on difficulty: <http://pro.seomoz.org/tools/keyword-difficulty/>

# Link Building



Hinge



# Why Links Matter to Search Engines

---

What You Say  
About Yourself.



What Others Say  
About You.

---

# What Matters in a Link?

www.usa.gov/webcontent/technology/search/optimization.shtml

HowTo.gov Helping agencies deliver a great customer experience

HOME WEB CONTENT SOCIAL MEDIA CONTACT CENTERS TECH SOLUTIONS COMMUN

SITE TOPICS

- Requirements & Best Practices
- Managing Content
- Usability & Design
- Management & Governance
- Web Analytics
- Accessibility
- Multilingual Websites
- Resources & Tools

Home » [Using Technology](#) » [Search Engines](#) » Search Engine Optimization

## Search Engine Optimization

### What is Search Engine Optimization (SEO)?

Creating search-friendly web pages is called organic or free search engine optimization meaning that web pages contain the details search engines seek, putting them up for in search results without the web owner having to pay for this ranking.

- [What is search engine optimization? Organic SEO?](#) Wikipedia explains...
- [What is search engine marketing?](#) Wikipedia says...

### How Do I Achieve Good SEO?

The building blocks of organic (free) search engine optimization include:

Editorially given

From a trusted source

Uses descriptive anchor text

Points to the right page

## What Matters in a Link?

---

### URL

(the link target)

### Rel="Nofollow"

(a tag that indicates search engines shouldn't trust/count this link)

<p><a href="<http://www.marketingscoop.com>" rel="nofollow">  
**Marketing Resources Website** </a> is a great resource for  
those seeking to learn more about online marketing and  
search engine optimization.</p>

### Anchor text

(tells the engine what this link is about)

### Surrounding Text

(may provide context on the link's relevance)

---

# Manual Link Building

OPEN SITE EXPLORER

PRO Dashboard | Hello, randfish | Recent CSV Reports | Log Out

http://  Search

compare up to 5 sites

Link metrics for the page http://www.everywhereist.com

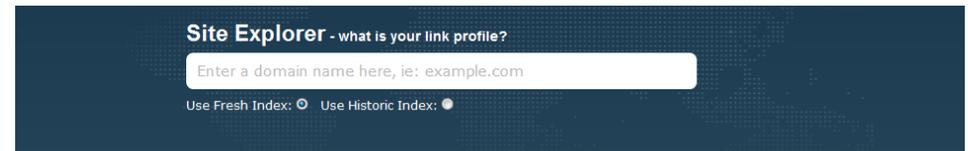
Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
57/100	49/100	241	4,965	179	39	38	69

Inbound Links | Top Pages | Linking Domains | Anchor Text | Compare Link Metrics | Advanced Reports

Show followed +301 links from only external pages to this page and group by domain Filter

1-76 external links First 1 2 3 4 5 6 Download CSV

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
<a href="#">Rand Fishkin   SEOMoz Team</a> <a href="http://www.seomoz.org/team/randfish">www.seomoz.org/team/randfish</a>	serendipitous travel blog	75	88
<a href="#">Interview: 12 Top Online Entrepreneurs Share Ho...</a> <a href="http://www.dailyslogips.com/interview-12-top-online-entrepreneurs-ah...">www.dailyslogips.com/interview-12-top-online-entrepreneurs-ah...</a>	www.everywhereist.com	72	90
<a href="#">The Everywhereist - The Best Blogs of 2011 - TIME</a> <a href="http://www.time.com/time/specials/packages/article/0,28804,2075431_20...">www.time.com/time/specials/packages/article/0,28804,2075431_20...</a>	The Everywhereist	61	96
<a href="#">angrybirdsforpcfreedownload.com</a> <a href="http://angrybirdsforpcfreedownload.com/?feed=rss2">angrybirdsforpcfreedownload.com/?feed=rss2</a>	Everywhereist	57	55
<a href="#">Top 100 Websites For Women 2011 - Forbes.com</a> <a href="http://www.forbes.com/2011/06/23/100-best-web-sites-for-women-blog">www.forbes.com/2011/06/23/100-best-web-sites-for-women-blog</a>	The Everywhereist	57	85



[Link Profile Fight](#) | [Backlink History](#) | [Bulk Backlinks](#) | [Clique Hunter](#) | [Majestic Million](#) | [Comparator](#) | [Neighbourhood Checker](#)

## About Majestic SEO

Find out how all the websites on the internet link to each other with the largest Link Intelligence database on the planet. No other site or search engine gives you as much detailed information about how the fabric of the web is knitted together.

Register for FREE

Subscribe Now

Majestic SEO has by far the largest index of its kind publicly available. It has by far the freshest data of its kind with an index that updates several times a day. Majestic's Site Explorer is incredibly fast and tens of thousands of users rely on Majestic SEO as their link data source of choice. See our [training videos](#) or our [Toolset](#) or simply type a web address into the search bar to get started.

- The Majestic SEO Team -

## Majestic SEO toolkit

**Link Profile Fight** : Compare the backlink profiles of two sites graphically with our enhanced link profile "fight" tool.



Tactics like discovering the links of competitors, getting listed in directories, resource lists, submitting content, building profiles, etc. are all in the "manual link building" category (above via <http://opensiteexplorer.org> and <http://www.majesticseo.com>)

# Link Building through Outreach, Networking



INTEGRATED MARKETING COMMUNICATIONS  
Online Graduate Programs at West Virginia University

Perley Isaac Reed **SCHOOL OF JOURNALISM**

[HOME](#) [ABOUT US](#) [CURRICULUM](#) [ADMISSIONS](#) [ADVISING](#) [COMMUNITY](#) [INTEGRATE](#)



[Student/Faculty Profiles](#)

[IMC Knowledge Base](#)

[Online Speakers Series](#)

[Student Ambassadors](#)

[Student Blog](#)

[Alumni](#)

[Job Board](#)

[WVU IMC News](#)

[Student Work](#)

[HOME](#) » [COMMUNITY](#) » [Online Speakers Series](#) » Michael Fleischner

## Michael Fleischner

### President, MarketingScoop.com; SVP of Marketing

**Thursday, September 22 at 8 p.m. EDT**

In an [online Wimba classroom](#) session, Michael discussed how search engine optimization (SEO) is an integral part of an effective integrated marketing communications program and explained the importance of SEO for driving traffic to websites, blogs, online promotions, and other forms of digital marketing. Michael talked about how effective search engine optimization programs can drive brand awareness and support

# “Natural” Link Building



A Daily Ranking of Marketing Blogs

OPML of all blog feeds

A Daily Ranking of Marketing Blogs

Created by: Todd Andriak

Managed by: Charlie Moran

Find the blog you want

POWER150	BLOG	ABOUT	FAQ	Submit your blog			
Viewing 1 to 50 of 1186 Blogs							
		T	P	Y			SCORE
1.	Copyblogger	13	50	30	30	24	147
2.	Ads of the World	12	50	30	30	23	145
3.	[chrisbrogan.com]	14	50	28	30	22	144
4.	PSFK	13	50	29	28	22	142
5.	Search Engine Watch	11	50	27	29	24	141
6.	Search Engine Land	11	48	28	30	24	141
7.	SEOMoz Blog	11	50	25	30	24	140
8.	Online Marketing Blog	13	49	25	30	22	139
9.	Brian Solis	13	49	26	30	20	138
10.	Marketing Pilgrim	12	50	25	30	21	138



Many of these blogs will use the badge and link to the list, because it makes them look good!

The AdAge 150 is a brilliant example of link building through the creation and sharing of a resource.

# Link Building & Social Sharing Resources

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## Link Sources

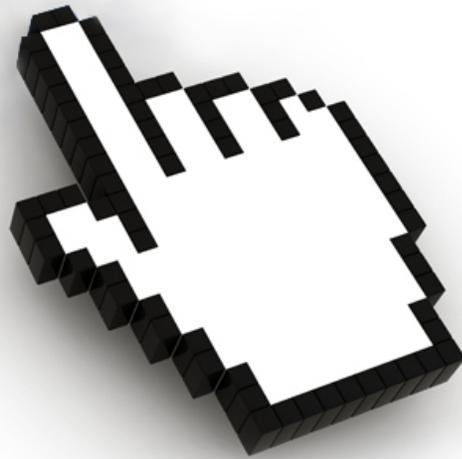


There are literally infinite numbers of ways to build links – creativity is your only limitation!

# Social Media & SEO



Hinge



# Indirect Impacts of Social on SEO

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## Shared Count

Track your shares, likes, tweets, and more.

<http://marketing-expert.blogspot.com>

### Facebook

Likes: 53  
Shares: 216  
Comments: 20  
Total: 289

### Twitter

Tweets: 542

### Google +1

+1s: 218

### Diggs

Diggs: 5

### LinkedIn

Shares: 67

### Google Buzz

Buzzes: 15065

### Delicious

Bookmarks: 1413

### StumbleUpon

Stumbles: 5355



All these shares lead to visits, which may lead to links, comments and positive user/usage signals

---

This handy tool can be found at <http://sharedcount.com>

# Get Social



**@randfish**  
Rand Fishkin

This [mz.cm/datadrivendes...](#) ranks #45 for "data driven web design" in Google.co.uk; let's see if we can bump it up purely w/ tweets

25 Oct via web ☆ Favorite ↩ Reply 🗑 Delete

Retweeted by [hiromuto](#) and 78 others



**@randfish**  
Rand Fishkin

#SearchLove Could use help running the Twitter test discussed yesterday. Please tweet this URL [mz.cm/datadrivendes...](#) (however you'd like)

25 Oct via web ☆ Favorite ↩ Reply 🗑 Delete

Retweeted by [shivunpilwal](#) and 88 others



***bit.ly/mbs13d***

Share

Copy

Hunting HiPPOs: Optimizely's Testing Tools Bring Data-Driven Web Design to the Masses | Xconomy

**670 Clicks**

All clicks on the aggregate bitly link [bit.ly/mbs13d](#)

Long Link: <http://www.xconomy.com/san-francisco/2011/05/17/hunting-hippos-optimizelys-testing-tools-bring-data-...>

Conversations: Tweets **43**; Shares **11**, Likes **21**, Comments **3**; [View All](#)



data driven web design

Search

Page 5 of about 21,100,000 results (0.17 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Search near...

Enter location

Ad - Why this

[Database Driven Website | eibs.co.uk](http://www.eibs.co.uk)

[www.eibs.co.uk/database-driven-website](http://www.eibs.co.uk/database-driven-website)

Over 700 Sites Powered By Easysite - A Leading .NET Web

Result #42

[What is Data driven Web Design](#)

[forums.hostsearch.com/showthread.php?...Data-driven-Web-Design](http://forums.hostsearch.com/showthread.php?...Data-driven-Web-Design)

1 post - 1 author - Last post: 30 Aug

What is **Data driven Web Design**?? What are the advantages of it?? Pls tell me in brief, if you know..

[Hunting HiPPOs: Optimizely's Testing Tools Bring Data-Driven Web ...](#)

[www.xconomy.com/.../hunting-hippos-optimizelys-testing-tools-brin...](http://www.xconomy.com/.../hunting-hippos-optimizelys-testing-tools-brin...)

17 May 2011 – Optimizely doesn't put its most effective sales pitch on its **website**; it doesn't have to. It boils down to this: If it was good enough for Barack ...



data driven web design

Search

Page 2 of about 21,200,000 results (0.15 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Search near...

Enter location

Set

All results

[Database Driven Web Sites | EnderTech.com](#)

[www.endertech.com](http://www.endertech.com)

**Website** database **design** specialists Expert quality service since 1998.

[When Should You Create a Database Driven \*\*webdesign\*\*.about.com/cs/databases1/a/aa120699.html](#)

Databases are a powerful tool for **Web** sites, but how do you know if you should use them on your site?

[Build Your Own Database Driven Web Site Using PHP & MySQL ...](#)

[www.sitepoint.com/php-mysql-tutorial/](http://www.sitepoint.com/php-mysql-tutorial/)

Jul 2, 2009 – News, opinion, and fresh thinking for **web** developers and **designers**. ...  
Build Your Own **Database Driven Web** Site Using PHP & MySQL, ...

[Hunting HiPPOs: Optimizely's Testing Tools Bring \*\*Data-Driven Web\*\* ...](#)

[www.xconomy.com/.../hunting-hippos-optimizelys-testing-tools-brin...](http://www.xconomy.com/.../hunting-hippos-optimizelys-testing-tools-brin...)

May 17, 2011 – Optimizely doesn't put its most effective sales pitch on its **website**; it doesn't have to. It boils down to this: If it was good enough for Barack ...

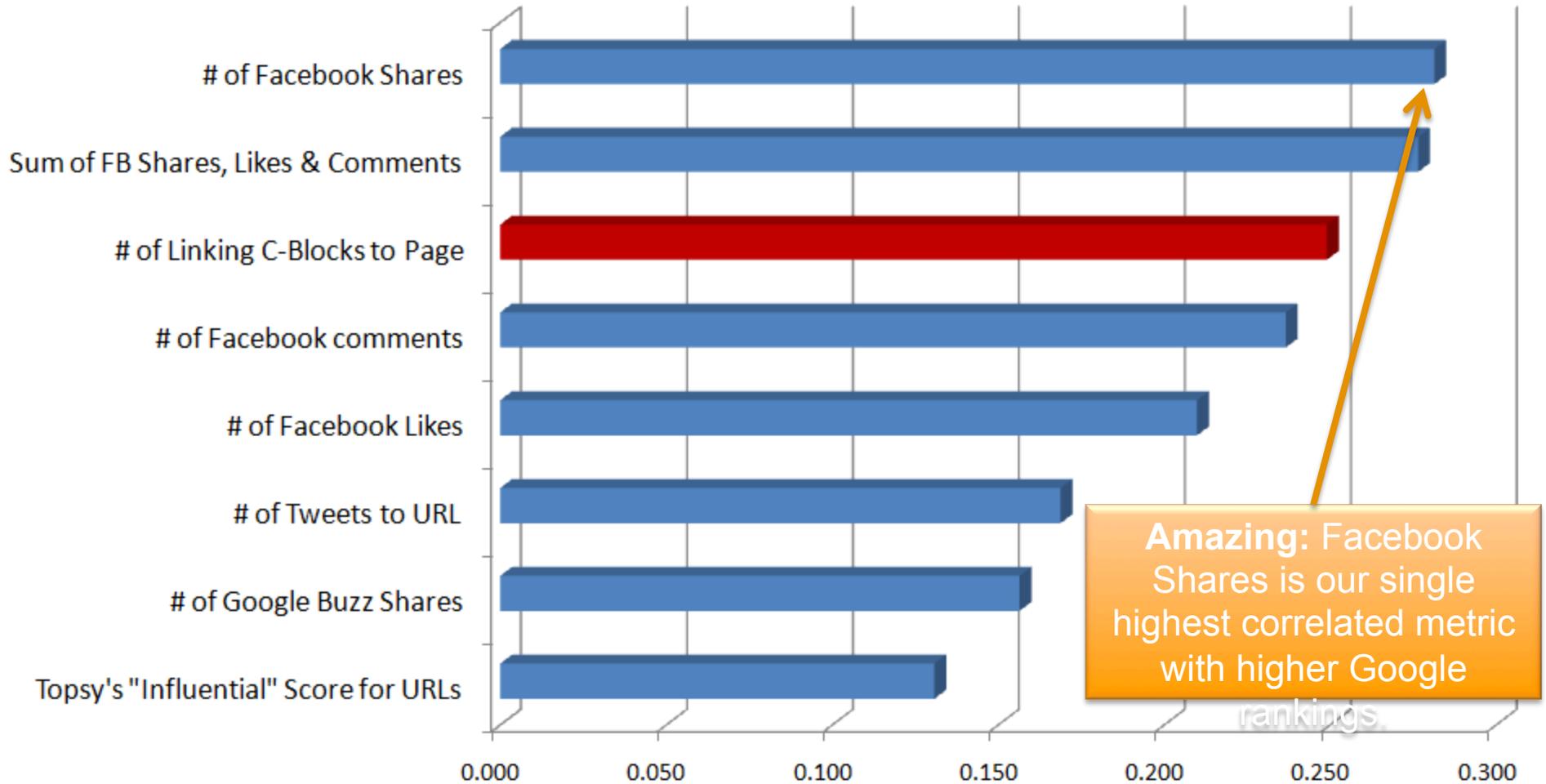
Result #13



# Facebook

## Correlation of Social Media-Based Factors

(data via Topsy API & Google Buzz API)



Amazing: Facebook Shares is our single highest correlated metric with higher Google rankings.

But correlation is not causation!

# Google+

+Michael Search Images Maps Play YouTube News Gmail Drive Calendar More

Google+  Michael Fleischner 3 + Share 

Home Profile Explore Events Photos Circles Local More

Michael Fleischner View as... Edit profile



Posts About Photos Videos +1's

 Share what's new...   

 **Michael Fleischner** Yesterday 1:28 PM - Limited ⌵  
The latest post on The Marketing Blog

 **Marketing and Stone Cold Steve Austin | The Marketing Blog »**  
The marketing blog is the most popular blog covering Internet marketing, SEO, and more. Learn from the marketing experts at The Marketing Blog.

  
**Works at** Achieve3000  
**Attended** Northwestern, Medill School  
**Lives in** Robbinsville, NJ

1,021 IN YOUR CIRCLES



Start a hangout

 **Michael Fleischner** ⌵  
Chat with...

 **Johnny Amey**  
 **Amanda Orr**  
 **Caitlin Connors**  
 **Corey Bornmann**  
 **Erik Geerling**  
 **James Savino**  
 **Jim Vidmar**  
 **Lara Fabans**  
 **Makiko Shida**

# Google+

Google  

Search

About 494,000,000 results (0.19 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

United States

Change location

Show search tools

[How to Make Friends: 23 steps \(with pictures\) - wikiHow](#)

[www.wikihow.com](#) > ... > Relationships > Friends > Forming Friendships

Spend **more** time around people. If you want to **make friends**, you find yourself out there somehow in order to meet people. Friends seldom

[How To Make Friends And Get A Social Life | www.succeedsocially.com](#)

[www.succeedsocially.com/sociallife](#)

In the past they were happy being alone a lot of the time, but now they are around people **more** often. They never really knew how to **make friends**

[The Seattle Freeze: Making Friendships Better | The Everywhereist](#)

[www.everywhereist.com/the-seattle-freeze-making-friendships-better/](#) 

2 days ago – I've tried writing this post three times already. I spent the whole morning working on it, then most of the afternoon. At one point, it may have even ...



[Geraldine DeRuiter](#) shared this on Google+ · 2 days ago

You are connected to Geraldine DeRuiter on Gmail

[The Happiness Project: Friendship: Seven Tips for Making New ...](#)

[www.happiness-project.com/.../friendship-seven-tips-for-making-ne...](#)

Anyone logged-in to any Google service will see results like these. Time to get on G+!

## Other Networks to Consider

---



14mm



Millions



14mm



6.5mm



2.5mm



500mm



1.5mm



10mm

---

There are many social networks potentially worthy of participation

# Local/Blended SEO



Hinge



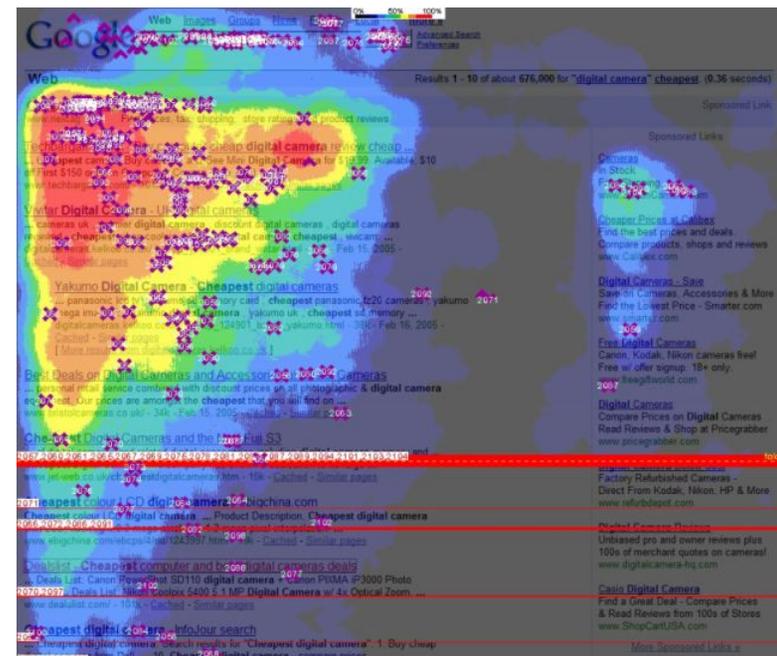
# Think Local

•97% of consumers now use online media to shop and find local businesses.

•82% of consumers who perform local searches take these actions:

- Contact the business
- Visit location
- Make purchases

•Social media having more of an impact



# Changes in Local

• Just over a year-and-a-half ago Google introduced **Blended Place Search**, merging its traditional organic algorithm with its index of Local businesses from Google Places.

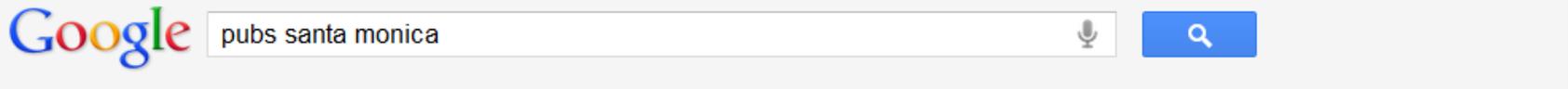
• We saw the number of "pure" Local results (those showing traditional "7-pack" formats) go from a consistent majority to a consistent minority.

• This evolution of blended results means you need to focus on local and general SEO

The screenshot shows a Google search for "Lawyer" in Lakewood Township, NJ. The left sidebar includes navigation options like Web, Images, Maps, Videos, News, Shopping, and More. The main content area is divided into several sections:

- Ads related to lawyers:** Includes an ad for "Lawyers | lawyers.com" with the text "Search Over 1 Million Lawyers & Law Firms at Lawyers.com Official Site." and another ad for "Find a Local Lawyer" with the phone number "1 (877) 865 2412".
- Why these ads?:** A small section explaining the relevance of the ads.
- Lawyer:** A knowledge panel featuring a photo of a lawyer and a definition: "A lawyer, according to Black's Law Dictionary, is 'a person who is licensed in the law; as an attorney, counsel or solicitor, a person who is practicing law.'" Wikipedia.
- Map for lawyers:** A map showing the location of Lakewood Township and surrounding areas like Jackson, Brick, and Point Pleasant Beach.
- Local results (7-pack):** A list of seven local law firms with their addresses and phone numbers:
  - 1072 Madison Avenue #1, Lakewood Township, (732) 994-3639
  - 500 W Kennedy Blvd #1A, Lakewood Township, (732) 370-3100
  - 150 Airport Road, Lakewood Township, (732) 363-0777
  - 1 Airport Road, Lakewood Township, (732) 994-6575
  - 535 Madison Avenue, Lakewood Township, (732) 905-0325
- Organic results:** Links to various law firm websites such as "www.lawyers.com/", "www.newjerseybankruptcylawyer.com/", "www.sharkeylaw.info/", "www.rmsmlaw.com/", "www.lakewoodnj.com", "www.injuriesandaccidents.com", and "www.michaelmichels.com".

# What About Local/Maps SEO?



Normal  
Algorithm

Maps  
Algorithm

About 1,410,000 results (0.28 seconds)

[Ye Olde King's Head English Pub and Rest...](#)

[www.yeoldekingshead.com/](http://www.yeoldekingshead.com/)

Ye Olde Kings Head is an English Pub and Restaurant with a gift shop in Santa Monica ...

★★★★★ 72 Google reviews

A 116 Santa Monica Boulevard  
Santa Monica  
(310) 451-1402

[Santa Monica » Nightlife » Bars » Pubs - Yelp](#)

[www.yelp.com](http://www.yelp.com) » Santa Monica » Nightlife » Bars

17 businesses reviewed for Pubs in Santa Monica on Yelp. Read about places like: Ye Olde Kings Head, Sonny McLean's, O'Briens Irish Pub, The Britannia, ...

[O'Brien's Irish Pub & Restaurant - 2941 Main St, Santa Monica ...](#)

[www.obrienonmain.com/](http://www.obrienonmain.com/)

O'Brien's Irish Pub & Restaurant - 2941 Main St, Santa Monica, California 90405, Southern California. Great Live Music, food, drink and comedy.

[Finn McCool's Irish Pub](#)

[www.finnmccoolsirishpub.com/](http://www.finnmccoolsirishpub.com/)

Santa Monica. Finn McCool's Irish Pub. Welcome to. Night. Music. Irish. Traditional. is. Sunday ...

★★★★★ 37 Google reviews

B 2702 Main Street  
Santa Monica  
(310) 452-1734

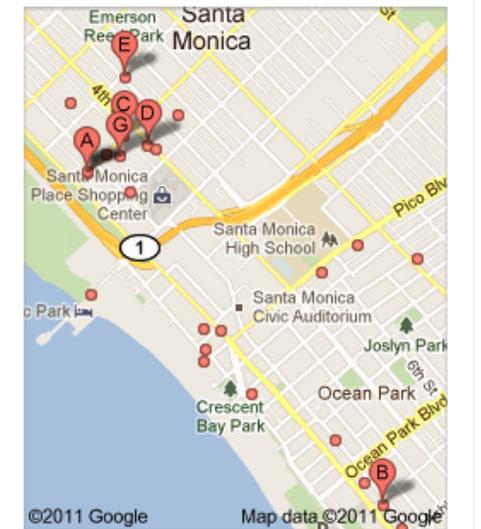
[Britannia](#)

[britanniapubsantamonica.com/](http://britanniapubsantamonica.com/)

★★★★★ 14 Google reviews

C 318 Santa Monica Boulevard  
Santa Monica  
(310) 458-5350

Map for pubs santa monica



# Local SOUP!?! “Dentist in robbinsville nj”

**Paid**

**Organic Local**

**Organic**

**Local**

Web

Images

Maps

Videos

News

Shopping

More

Lakewood Township, NJ

Change location

Show search tools

Ads related to dentist in robbinsville nj Why these ads?

**Premier Dental Arts - For a Brighter, Healthier Smile**  
[www.premierdentalarts.com/](http://www.premierdentalarts.com/)  
 Come See Us Today!  
 3800 Quakerbridge Rd., Hamilton, NJ  
 (609) 890-1888 - Directions

**Advanced dental center | rajupatedds.com**  
[www.rajupatedds.com/](http://www.rajupatedds.com/)  
 exam \$35, emergencies wellocome most insurances accepted, braces  
 freehold  
 (732) 431-2222 - Directions

**Dr. Pushpinder Kaur, DDS - General and Cosmetic Dentist**  
[www.drpkaur.com/](http://www.drpkaur.com/)  
 Serving Mercer, Middlesex, Monmouth  
 614 Route 33 East, East Windsor, NJ 08520  
 (609) 426-9500 - Directions

**Brighter Dental Care - New Jersey Den...**  
[www.brighterdental.com/](http://www.brighterdental.com/)  
 9 Google reviews

**dentists Robbinsville | Find dentists in Robbinsville, NJ**  
[local.centraljersey.com/robbinsville-nj/dentists.zq.html](http://local.centraljersey.com/robbinsville-nj/dentists.zq.html)  
 Results 1 - 15 of 37 - dentists for Robbinsville, NJ. Find phone numbers, addresses, maps, driving directions and reviews for **dentists in Robbinsville, NJ**.

**Brighter Dental Care - Robbinsville, NJ, 08691 - Citysearch**  
[national.citysearch.com/.../robbinsville\\_nj/brighter\\_dental\\_car...](http://national.citysearch.com/.../robbinsville_nj/brighter_dental_car...)  
 ★★★★★ Rating: 99% - 80 votes  
 Brighter **Dental** Care in **Robbinsville, NJ**. Come to Citysearch® to get information, directions, and reviews on Brighter **Dental** Care and other Endodontists in ...

1015 Washington Boulevard  
 Robbinsville, NJ 08691  
 609-371-9200

**Pearls Dental**  
[www.pearlsnj.com/](http://www.pearlsnj.com/)  
 6 Google reviews

**A J Smile Center**  
[www.ajsmilecenter.com/](http://www.ajsmilecenter.com/)  
 Google+ page

**Town Center Dental**  
[plus.google.com](http://plus.google.com)  
 Google+ page

1015 Washington Boulevard  
 Robbinsville  
 (609) 371-9200

1 Union street # 205  
 Robbinsville  
 (609) 509-4090

14 Main Street  
 Robbinsville  
 (609) 259-7061

Washington Boulevard  
 Robbinsville  
 (609) 490-1616

Map for dentist in robbinsville nj

Ads - Why these ads?

**Your Dentist in Princeton**  
[www.princetondentist.com/YourSmile](http://www.princetondentist.com/YourSmile)  
 Get a cleaning at Dr. Huckel's. See why patients love our **dental** care.

**New Jersey Family Dentist**  
[www.orlandofamilydentistry.com/](http://www.orlandofamilydentistry.com/)  
 Family **Dentistry** in Hopewell, NJ  
 Now Welcoming New Patients!

**Newtown Dentist**  
[www.newtowndentalcarepa.com/](http://www.newtowndentalcarepa.com/)  
 Call Our Award Winning **Dental** Office Today at 267-352-4075!

**Local Dentist in NJ**  
[www.local.com/](http://www.local.com/)  
 Find **Dentist** in NJ Near You.  
 See Actual Customer Reviews!

**Princeton Dental Group**  
[www.princetondentalgroup.com/](http://www.princetondentalgroup.com/)  
 Princeton **Dental** Group Puts A Smile On Your Face. Give Us A Call Now!

**Dentist Directory by ZIP**  
[www.zoodoc.com/](http://www.zoodoc.com/)  
 Make Your Appointment Online- Free!  
 Search by Insurance, Read Reviews  
 2,364 people +1'd or follow ZocDoc

**Find a Local Dentist**  
[www.yellowpages.com/](http://www.yellowpages.com/)  
 Get That Perfect Smile You Want!  
 Search Listings On YellowPages Now.

**Robbinsville Dentists**  
[robbinsville.skillpages.com/](http://robbinsville.skillpages.com/)  
 Looking for **Robbinsville Dentists**?  
 Find **Dentists in Robbinsville** Now!  
 15,251 people +1'd or follow SkillPages

# Google Places + Profile

The screenshot shows the Google+ 'Create a Google+ page' interface. At the top left is the Google+ logo, followed by a search bar and a blue search button. The user's name, 'Michael Fleis', is in the top right. A left sidebar contains navigation icons for Home, Profile, Explore, Events, Photos, Circles, Pages, and More. The main content area is titled 'Create a Google+ page' and is divided into two columns: 'Pick a category' and 'Add your info'.

**Pick a category**

- Local Business or Place
- Product or Brand
- Company, Institution or Organization
- Arts, Entertainment or Sports
- Other

**Add your info**

Creating a page brings you closer to your customers, fans, and followers on Google+.

- Start real face-to-face conversations with Hangouts
- Create circles to share the right message with the right people
- Help people recommend you on Google Search and ads with the +1 button

<http://www.google.com/places/>

# Google Places + Profile

The screenshot shows a Google+ profile for 'Upward SEO' located at 3 Anderson Lane, Robbinsville, NJ 08691. The profile includes a map, an 'About' section with contact information and a description, and a 'Photos' section. The 'About' section lists the business as a 'Website Designer, Internet Marketing Service' with hours from 9:00 am to 5:00 pm. A quote from the owner describes the services provided. The profile also shows a 'No score yet | 2 reviews' status and a 'Scoring guide' link. A 'Help your friends find your reviews on Google+ Local' prompt is visible at the bottom right.

Google+ Search for restaurants, hotels, and more Robbinsville, NJ Michael Fleisc

### Upward SEO

3 Anderson Lane Robbinsville, NJ 08691

**About** Photos

3 Anderson Lane Robbinsville, NJ 08691  
(888) 406-8920 · [upwardseo.com](http://upwardseo.com)

Website Designer, Internet Marketing Service · Today 9:00 am – 5:00 pm

From the owner: "Upward SEO provides search engine optimizatoin services, seo training and online reputation management. Improve your web site traffic and brand with the help of today's leading SEO firm, Upward SEO."

No score yet | 2 reviews ? Scoring guide

**At a glance:** optimization company · link building · affordable solution · search engine

Hutchinson Rd at Wellesley WY (...)

Directions

Edit business details

Help your friends find your reviews on Google+ Local

<http://www.google.com/places/>

# Google Places Dashboard

**Dashboard** | **Offers**

[Locations](#) | Tuesday, July 3, 2012 - Tuesday, July 31, 2012 | [Apply](#)

**Upward SEO Consulting** | [last 7 days](#) | [last 30 days](#)

Reach more users with Google AdWords Express. Call 877-546-9956 or [Set up AdWords Express ad »](#)  
Easily create automatically-managed AdWords ads to promote your business with Google. [Learn more](#)

**Activity**

Date	Impressions	Actions
Jul 3, 2012	4	0
Jul 4, 2012	2	0
Jul 5, 2012	4	0
Jul 6, 2012	2	0
Jul 7, 2012	2	0
Jul 8, 2012	1	0
Jul 9, 2012	4	0
Jul 10, 2012	2	0
Jul 11, 2012	4	0
Jul 12, 2012	4	0
Jul 13, 2012	1	0
Jul 14, 2012	1	0
Jul 15, 2012	2	0
Jul 16, 2012	2	0
Jul 17, 2012	5	1
Jul 18, 2012	2	0
Jul 19, 2012	2	0
Jul 20, 2012	4	0
Jul 21, 2012	1	0
Jul 22, 2012	2	0
Jul 23, 2012	1	0
Jul 24, 2012	4	0
Jul 25, 2012	1	0
Jul 26, 2012	2	0
Jul 27, 2012	2	0
Jul 28, 2012	5	0
Jul 29, 2012	4	0
Jul 30, 2012	2	0
Jul 31, 2012	1	0

**Totals**

**56 impressions**  
How many times users saw your business listing as a local search result ?

**1 actions**  
How many times users showed interest in your business listing

- 1 Clicks for more info on Maps
- 0 Clicks for driving directions
- 0 Clicks to your website

**Share an update on your place page** | [View](#)

Share an update about events, specials, and more.  
Example: "Live music tonight at 7pm!"

[Share](#) Expires in 30 days | 160

**Respond to reviews**  
Owners can post a public response to [reviews](#) by Google users.

**Your business info** | [Edit](#)

87 % complete

3 Anderson Lane  
Robbinsville, NJ 08691  
(609) 477-8677  
<http://www.upwardseoconsulting.com>

**Description:** Upward SEO provides search engine optimizatoin services, seo training and online reputation management. Improve your web site traffic and brand with the help of today's leading SEO firm, Upward SEO.  
**Payment:** American Express, MasterCard, Visa, Google Checkout, Paypal  
**Services Provided:** Consulting, Content Development, Website Review & Analysis

# Local Search Factors

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## Top 10 Local Search Ranking Factors for 2012:

- Physical Address in City of Search on Place Page
- Proper Category Associations on Place Page
- Proximity of Address to Centroid on Place Page
- Domain Authority of Website
- City, State in Places Landing Page Title
- Quantity of Native Google Places Reviews (5 or more)
- Quality/Authority of Structured Citations
- Local Area Code on Place Page
- Inclusion of photo
- Click through and engagement rates

---

<http://bizible.com/local-search-ranking-factors/google-places-optimization>

## Additional Local Search Factors

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- Search category or a synonym in **review content** = 0.97 improvement in rank.
- Search category or a synonym in the **business description** = 0.85 improvement in rank.
- Search category or a synonym in “**at a glance**” = 0.85 improvement in rank.
- Primary category matches the **search category** = 0.79 improvement in rank.
- Search category or a synonym in the **business name** = 0.75 improvement in rank.

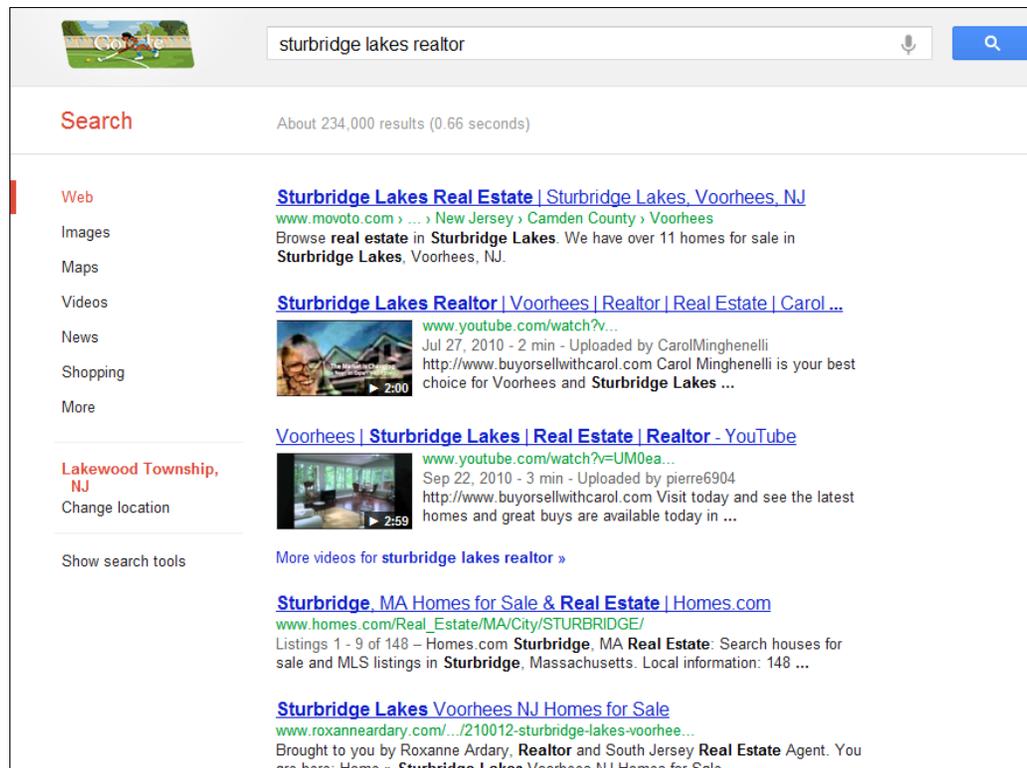
# Local + National SEO Tips

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- **Begin with keyword research**
  - **Start with a Google Places page.** Explore Google + Local for giving reviews
  - **Create Google Places profile** for each of your locations
    - Complete as much of profile as possible
    - Encourage reviews
  - **Develop content generation plan**
  - **Leverage social media**
    - Think online AND offline. Post physical signs for FB Page and FourSquare check in
    - Offer incentives for local engagement (checkins, reviews, etc.) and online engagement (reviews)
-

# Winning the local/national SEO war (part deux)

- Modeling strategies
- Link building
- Use alternative media (sturbridge lakes realtor)



The screenshot shows a Google search interface with the query "sturbridge lakes realtor". The search results are categorized into "Web" and "Videos".

**Search Results:**

- Web:**
  - [Sturbridge Lakes Real Estate | Sturbridge Lakes, Voorhees, NJ](#)  
www.movoto.com > ... > New Jersey > Camden County > Voorhees  
Browse **real estate** in **Sturbridge Lakes**. We have over 11 homes for sale in **Sturbridge Lakes, Voorhees, NJ**.
  - [Sturbridge Lakes Realtor | Voorhees | Realtor | Real Estate | Carol ...](#)  
www.youtube.com/watch?v=...  
Jul 27, 2010 - 2 min - Uploaded by CarolMinghenelli  
http://www.buyorsellwithcarol.com Carol Minghenelli is your best choice for Voorhees and **Sturbridge Lakes** ...
  - [Voorhees | Sturbridge Lakes | Real Estate | Realtor - YouTube](#)  
www.youtube.com/watch?v=UM0ea...  
Sep 22, 2010 - 3 min - Uploaded by pierre6904  
http://www.buyorsellwithcarol.com Visit today and see the latest homes and great buys are available today in ...
  - [Sturbridge, MA Homes for Sale & Real Estate | Homes.com](#)  
www.homes.com/Real\_Estate/MA/City/STURBRIDGE/  
Listings 1 - 9 of 148 - Homes.com **Sturbridge, MA Real Estate**: Search houses for sale and MLS listings in **Sturbridge**, Massachusetts. Local information: 148 ...
  - [Sturbridge Lakes Voorhees NJ Homes for Sale](#)  
www.roxanneardary.com/.../210012-sturbridge-lakes-voorhee...  
Brought to you by Roxanne Ardary, **Realtor** and South Jersey **Real Estate** Agent. You are here: Home > **Sturbridge Lakes Voorhees NJ Homes for Sale** ...
- Videos:**
  - [Sturbridge Lakes Realtor | Voorhees | Realtor | Real Estate | Carol ...](#)  
www.youtube.com/watch?v=...  
Jul 27, 2010 - 2 min - Uploaded by CarolMinghenelli  
http://www.buyorsellwithcarol.com Carol Minghenelli is your best choice for Voorhees and **Sturbridge Lakes** ...
  - [Voorhees | Sturbridge Lakes | Real Estate | Realtor - YouTube](#)  
www.youtube.com/watch?v=UM0ea...  
Sep 22, 2010 - 3 min - Uploaded by pierre6904  
http://www.buyorsellwithcarol.com Visit today and see the latest homes and great buys are available today in ...

Additional search tools visible on the left include "Lakewood Township, NJ", "Change location", and "Show search tools".

## Local + National SEO Tips

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- **Update content on a regular basis**, 100% unique
- **Monitor rankings** (web position, Webmaster tools, and Analytics)
- **Optimize your current site with SEO best practices and diagnostic tools** (W3C)



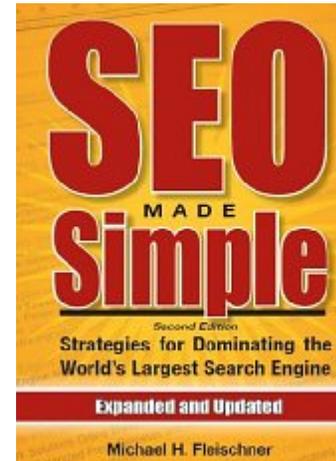
# Learn More about SEO

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## Special Offer:

- Purchase *SEO Made Simple* within the next 48 hours and receive **free** Intro to SEO training videos (likes, shares, and reviews are appreciated!)

- Purchase individual SEO training to take your business to the next level. Includes 3 one-hour sessions. Normal price \$1,495. Hinge price \$995



- Personalized coaching
- Google Places setup
- Access to SEO materials and tools

---

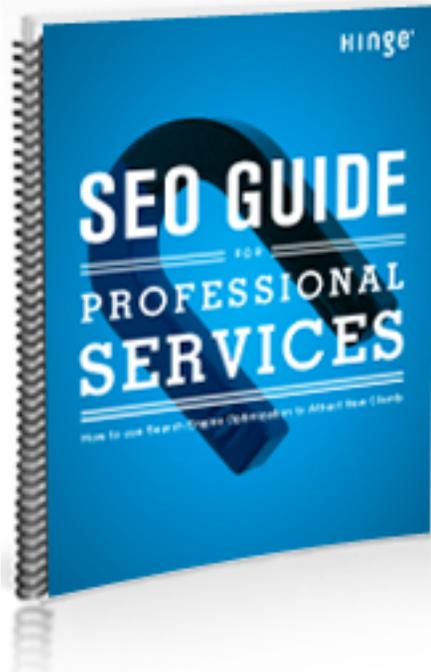
[mfleischner@marketingscoop.com](mailto:mfleischner@marketingscoop.com)

<http://michaelfleischner.com/seo-coaching/>

## SEO Guide for Professional Services



Hinge



**Look for the download link in our follow up email.**

**Then give us a call when it's time to start your next SEO campaign.**

# Thank you! Questions?

**Michael Fleischner**

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**Sean McVey**

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[www.hingemarketing.com](http://www.hingemarketing.com)

703-391-8870



**Hinge**

## Connect with Hinge

 [www.hingemarketing.com/blog](http://www.hingemarketing.com/blog)

 [www.twitter.com/HingeMarketing](https://www.twitter.com/HingeMarketing)

 [www.facebook.com/HingeMarketing](https://www.facebook.com/HingeMarketing)

 [www.linkedin.com/companies/Hinge](https://www.linkedin.com/companies/Hinge)



Online Marketing for  
Professional Services

[hingemarketing.com/newbook](http://hingemarketing.com/newbook)