

# “Next Best” SEO

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Presentation For Networking University

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# What You Will Get Today

- Fresh perspective on lead generation
- Looking at your website and websites mentioning your business in a brand new way
- POSSIBLE → reduce SOME of your SEO and marketing expense
- POSSIBLE → quicker way to get you to get exposure in new cities or regions
- POSSIBLE → get more results from social media or local press coverage efforts

# “BIG PICTURE”

- Local/Regional business owners first and foremost want brand-new customers/clients
- They want the phone to ring with someone new rather than implement systems to “mine” new prospects from existing customers
- Why?
  - Businesses don't want to “offend” their current base
  - May not have a good database
  - They think it is easier to track brand new customers

# Online Methods To Get Your Phone To Ring

- Search engines: Google, Yahoo!, Bing, AOL, Ask, Etc.
- “Mainstream” social media: Facebook, Twitter, Google +
- “Niche” social media: LinkedIn, industry blogs, etc.
- Paid advertising: monthly banner ads + pay-per-click
- Classified ad sites and coupon/promotion sites
- Press releases: by themselves or publicity generated
- Apps (tough to do for local businesses)
- Multimedia sites: YouTube, Pinterest, BlogTalkRadio.com
- Industry/Niche sites: Trade association, industry publication
- Review sites: Yelp, AngiesList, etc.

# Your Goal



# Today's Focus

- Search engines
- Why:
  - Hyper targeted. People won't type in something related to your business “willy nilly” :-)
  - One of the few ways to reach everyone in a “fragmented” trust environment (e.g. Collin County)
  - You do not have to do pay per click advertising, although that is viable
  - Has the POSSIBILITY of a great ROI
  - # 1 rank still has SOME “built in” trust

# New Perspective On Lead Generation

- Having **your website** rank # 1 in the search engines is great, but is it the only way to get more leads through the search engines?
- Your goals in the search engines:
  - More top exposure for phrases entered by people looking for a solution to a problem (or similar)
  - Having as many “testimonials” (social proof) as possible which promote your business nicely
  - Easy ways for people to see what they need in order to convince themselves to contact you

# You Have More Than You Realize

- Some of the online “assets” most local businesses have:
  - Their main website (home page + other pages)
  - Facebook and Twitter pages
  - LinkedIn page (personal + company)
  - YouTube videos
  - Mentions in the local press
  - Local directories (e.g. Chamber of Commerce)
  - Self-published press releases
  - Yellow Pages and other directory listings
  - Niche-specific directory listings (associations, etc.)
  - Mentions on local forums (e.g. Frisco-Online.com)



# What The “SEO Companies” Who Call Won't Tell You...

- When you receive unsolicited phone calls for “SEO” what you won't be told is:
  - There is no way to “guarantee” # 1 rankings for your website
  - If they will use a combination of techniques which get rewarded in the short-term plus longer-term “white hat” SEO techniques
  - And... they want the most \$\$ from you → so why will they promote a lesser-expensive alternative??

# The Big Secret...



# Any Or All Of These Can Rank # 1



# Assumptions For YOUR Website To Rank # 1 In The Search Engines

- That you, or someone trustworthy, has done legitimate “keyword research”
  - No reason to rank # 1 for phrases which no one will enter into the engines with any sort of consistency
- Your website already meets the parameters for what is deemed “authoritative” in the engines
- Your phone number or e-mail is easy for the visitor to find, especially someone who is discovering you (or your business) for the first time

# Ranking # 1 For A Phrase No One Enters = “Best Bullfighter In Alaska”



# The Goals Of Search Engines

- Remember that each of the major search engines is PUBLICLY-TRADED!!!
  - Google = GOOG (NASDAQ)
  - Yahoo = YHOO (NASDAQ)
  - Bing = part of Microsoft → MSFT (NASDAQ)
  - America Online = AOL (NYSE)
  - Facebook = FB (NASDAQ)
  - LinkedIn = LNKD (NASDAQ)

# How Do The Search Engines Make Money Everyday?

- They want you to trust THEIR engine over any other search engine or social media property
- They want you to use any/all of their premium services
- They want to sell their data to advertisers who trust their network
- Most of all.... they want you to click the paid ads located throughout their networks! They receive \$\$ from EACH paid ad click!!

# Like A Taxi Cab “Meter Drop”

- Search engines get paid a certain \$ amount whether or not you actually end up giving money to the advertiser
- Just like a taxi cab, they make a **MINIMUM AMOUNT** regardless of how far you go





# How Do The Search Engines Increase THEIR Profits?

- By giving their users their best attempt to return the “best” results possible
- To prevent you – and others – from switching your loyalty to another search engine...
- ... and clicking THEIR ads!

# How Do They Accomplish This?

- They want to return the most “authoritative” results possible for ANY type of search you enter
- \*\* Weird “stat”: nearly 50% of the queries (searches) made through any particular search engine are entered that way the FIRST TIME
  - Spelling, capitalization, punctuation, word order, etc.
- This means that their algorithm has to be pretty robust!

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# So... What Does This Have To Do With MY Website?



# BIG PICTURE Of Your Website

- It is your “24/7” salesperson
- It is a major part of your “pull” (rather than “push”) marketing
- Goal is, ultimately, to help you get more prospective customers/clients to contact you
  - Sub-pages are designed to inform current and prospective clients so that they trust you to fulfill a product, service and/or piece of information

# Your Website May Not Be Authoritative Enough

- Sadly, your website may not be “authoritative” enough in the search engines to rank # 1 for phrases which are entered consistently
- Your website (home page + other pages) may not be ready to rank # 1 in the DIGITAL WORLD
  - Even though you may already be authoritative in the physical world!

# How Is This Possible? What Is My Website Violating?

- User-friendly elements: page load speed, confusing to find “call to action”, etc.
- No visible privacy policy, disclaimer, terms of service, etc.
- On-page SEO: no <title>, no <meta>, no mention of the proper keywords, etc.
- Not “mobile friendly”
- Not shared socially
- No “authoritative” links pointing to your site's pages
- Search engines can't read content in certain frames, images in Flash, etc.
- Many other website-structure “violations” which kill “authority”





# What Can I Do About It?

- A few strategies:
  - Spend the time & money to overhaul your site from a technical perspective
  - Spend the time & money to overhaul your site from a content perspective
  - Do the proper keyword research
  - Spend lots of money on generating “authority” links to give your website equal (or more) authority as compared to those already on the first page
  - Or....

# “Next Best” SEO

- What is “next best” SEO:
  - Ranking those web properties which ALREADY have authority AND mention your website/phone #
  - Getting multiple web properties which favorably (or are neutral) to rank on the search engines so that you have MORE than 1 spot on the first page
  - This is what is meant by “search engine domination”
  - Gives people helpful information and “pre-frames” them BEFORE coming to your website or calling

# Why Would I Choose This Strategy?

- Possibilities include:
  - Speed: takes advantages of favorable/neutral web properties which ALREADY have “authority”
  - Cost: doesn't take as much capital to achieve the same results
  - Conversion rate: ranking something not on your website, but “frames” you in a positive manner, can serve as a “virtual testimonial” on the search engines
  - Longevity: if your other web properties can rank well, and quickly, for phrases people enter consistently then you know that they have some likelihood of staying on the first page without being “leap frogged”

# Possible To Leap Frog Your Competition On The Engines



# To Reiterate:

- Goal is to have SOMETHING favorably mentioning your company & phone number rank for any of these type of searches:
  - High volume/consistent searches each month (e.g. “pizza McKinney TX”)
  - Problem/solution phrases (“broken water heater McKinney TX”)
  - Indicative of high-dollar searches, even if they are typically low-volume searches (“entity formation McKinney TX”)

# Questions At This Point

- Is Matt's "Next Best" SEO:
  - Working today? Yes → examples to come shortly
  - Worthwhile? Yes → can generate leads
- Example screen shots:
  - Taken May 11, 2013
  - On "clean browser" → never searched for that phrase on that browser previously
  - NOT logged into Google, so the most "pure" result
  - Some cross-over to Yahoo & Bing

# National Search – YouTube Video

Google

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About 214,000 results (0.23 seconds)

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[beRecruited.com](http://beRecruited.com)  
Connect with 1,000s of college baseball coaches. Join 100% FREE.

**Welcome To Probaseballtryouts.net**  
[www.probaseballtryouts.net/](http://www.probaseballtryouts.net/) ▾  
"Gut Check" So you think you have what it takes to become a professional baseball player? If so, you will find helpful updated information on this site that will ...

**Pro Baseball Tryouts**  
[probaseballtryouts.org/](http://probaseballtryouts.org/) ▾  
Do You Have What The Scouts Are Looking For At Pro Baseball Tryouts? ... Posted in Pro Baseball Tryouts | Tags: Independent League Baseball Tryouts, Major ...


**2013 Pro Baseball Tryouts and MLB Tryout Camps**  
[www.tryoutcamps.com/](http://www.tryoutcamps.com/) ▾  
TryoutCamps.com gives members access to pro baseball tryouts, providing tryout camp listings and information for MLB, independent and international ...


**\*\* Baseball - Professional Baseball Tryouts and Showcase Events ...**  
[www.performancebaseball.net/](http://www.performancebaseball.net/) ▾  
International Performance Baseball develops athletes for youth, high school, college and professional baseball. Our events combine professional coaching, ...

**Major League Scouting Bureau Tryouts | MLB.com: Official info**  
[mlb.mlb.com/mlb/official\\_info/about\\_mlb/tryout\\_us.jsp](http://mlb.mlb.com/mlb/official_info/about_mlb/tryout_us.jsp) ▾  
Reviving Baseball in Inner Cities (RBI). RBI Home ... Tryouts subject to change. ... Friday, June 14, 2013 - 9:00AM, Neosho, MO, Crowder College Baseball Field ...

**Tryouts - Frontier League Professional Baseball**  
[frontierleague.com/tryouts.php](http://frontierleague.com/tryouts.php) ▾  
2013 FRONTIER LEAGUE TRYOUT CAMP AND DRAFT. The Frontier League would like to thank the 402 players who participated in our annual Tryout Camp ...

**Pro Baseball Tryouts - The Complete Pitcher**  
[www.thecompletepitcher.com/pro\\_baseball\\_tryouts.htm](http://www.thecompletepitcher.com/pro_baseball_tryouts.htm) ▾  
So we went to dozens of pro baseball tryouts over the next few years. It really paid off, too. In 1997, I was offered a full baseball scholarship to pitch at Division 1 ...

**Resources To Get Notified Of Independent Professional Baseball ...**  
 [www.youtube.com/watch?v=hRxMbtIrP2A](http://www.youtube.com/watch?v=hRxMbtIrP2A)  
Oct 21, 2012 - Uploaded by IndependentBaseball  
You will be notified of upcoming pro baseball tryouts and also receive audio interviews which were recorded ...

  
Baden 3B-NFHS Perfection  
Pro Leather Baseballs  
Baden  
\$59.95

Ads ⓘ

**Under Armour Tryout**  
[www.baseballfactory.com/](http://www.baseballfactory.com/)  
Get a Pro Evaluation + Video for Development & Recruiting

**Spring Training Tryouts**  
[www.playprobaseball.com/](http://www.playprobaseball.com/)  
Play Pro Baseball Spring Training  
You Can Live The Dream: Buy Now!

**Pro Baseball Tryouts**  
[www.playprofessionalbaseball.com/](http://www.playprofessionalbaseball.com/)  
Find out about pro baseball tryouts all over the country

**Pro Baseball Tryouts**  
[www.smwvagency.com/](http://www.smwvagency.com/)  
Let trained agents market you to professional teams

**Pro Tryouts Baseball**  
[www.ask.com/Pro+Tryouts+Baseball](http://www.ask.com/Pro+Tryouts+Baseball)  
Search for Pro Tryouts Baseball.  
Look Up Fast Results now!

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national  
search

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insurance.comparisons.org  
If you drive in TX you better read this...

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**DFW Cold Laser Therapy - coldlasertherapy.com**  
www.coldlasertherapy.com/  
State of the Art Center For Cold Laser Treatment! Free Guide & DVD  
Map of Suite #101, 3401 W. Airport Fwy, Irving, TX

**Cold Laser Therapy in Plano | back pain treatment machine, back ...**  
www.bobchiro.com/cold-laser-therapy/ +  
Plano Chiropractor, Dr. Vahid Rahimian provides Cold Laser Therapy, back pain treatment machine, back therapy machine, cold laser pain relief to patients ...

**North Dallas and Plano Chiropractor Discusses Cold Laser Therapy ...**  
www.youtube.com/watch?v=gpdY13Xazgc  
Dec 18, 2011 - Uploaded by DrKhaya109  
http://www.premierhealthchiropractic.com/services/physiotherapy/cold-laser-therapy/ - (572) 713-9355 ...

More videos for cold laser therapy plano >

**Cold Laser Therapy, Plano Chiropractor Stops Arthritis Pain In the ...**  
premierhealthchiropractic.com/.../cold-laser-therapy-plano-chiropractor-... +  
Cold Laser Therapy is used by Plano Chiropractor to reduce and eliminate pain from arthritis, back and neck strain, bursitis, and tendonitis, speeding recovery ...

**Cold Laser - Mountain Health Chiropractic And Wellness**  
mountainhealthchiropractic.com/custom.../c\_109187\_cold\_laser.html +  
Basically, Cold Laser Therapy can do many things. It can speed up ... Cold Laser therapy or treatment can help soften scar tissue. ... Plano Dallas, TX 75075 ...

**Plano - Cold laser therapy for knee pain**  
www.helpmykneepain.com/knee-doctor-plano-cold-laser-therapy.htm +  
Dr. Alexandra K. Schnee, D.C., in Plano, TX. A leader in Cold Laser Therapy for knee pain Plano. Knee treatment to help avoid knee surgery. High tech Cold ...

**Pain Management with US Patented LLLT Cold Laser Therapy ...**  
dallas.backpage.com > dallas services > dallas health/beauty services +  
Mar 11, 2013 - Pain Management with US Patented LLLT Cold Laser Therapy. ... American Pain and Wellness across from Presbyterian Hospital In Plano, TX.

**LaserStim - Painless laser wound therapy accelerates healing ...**  
www.laserstim.net/ +  
... healing process with rejuvenating laser treatment from LaserStim—healing process ... Laser Therapy System - Kim Begal Patented D3LT Cold Laser Therapy ...

**Plantar Fasciitis - Description and Treatment - Low Level laser ...**

Ads (3)

**Chiropractic Clinic**  
premierhealth.localplacement.net/  
Suffering from Headaches, Chronic Back Pain or Fatigue? Call Today.

**Buy Cold Laser Therapy @**  
www.activeforever.com/Lasers  
LaserTouchOne Pain Relief now!  
Cold Laser Therapy device works!

**Laser Skin Resurfacing**  
www.schmedspa.com/Dallas-FortWor  
1 (855) 991 4480  
Up To 70% Off On All Laser Packages  
Look And Feel Your Best Today!  
1125 Legacy Drive, Suite 220, Frisco, TX  
(972) 370-7662 - Directions

**Cold laser therapy**  
www.thorlaser.com/Cold-Lasers  
Proven Therapeutic Laser Equipment  
For Professionals. Enquire Today!

**Cold Laser Therapy**  
www.coldlasertherapies.com/  
Free shipping site wide!  
Less pain, better health.

**The Original Cold Laser**  
www.m830wholesale.com/  
Since 1985. Select units under \$3K  
Take a 90 Day, No Risk, Test Drive

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for Plano  
search



# McKinney “Commercial” Search - Yelp

Google commercial carpet cleaning McKinney

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ads not by this site

**Top (3) Info - Find Top 3 in Your Area And Compare.**  
Find Cleaning Shocking Results. Click Now.

Ads related to commercial carpet cleaning McKinney

**McKinney Texas - Carpet Cleaning since 1987**  
www.kwijservices.com/  
Sale on! 40% off carpet cleanings.  
Map of 3230 Commander Dr, Carrollton, TX  
Carpet Cleaning Upholstery Cleaning  
Air Duct Cleaning Oriental Rug Cleaning

**Carpet Cleaning McKinney - carpetcleaningmckinneytx.net**  
www.carpetcleaningmckinneytx.net/  
\$99.00 4 Area Carpet Certified Firm Tile Grout Upholstery Mattress  
Map of 220 Settlers Bend, McKinney, TX  
(214) 724-7716 - Directions

**Commercial Carpet Cleaning** 1 (877) 474 9175  
www.blackmonmooring.com/  
The Higher Standard in Carpet Cleaning for 60 Years. Call Today!  
View offer - \$35 Off \$150

**Genesis Carpet Cleaning McKinney Tx - Allen Frisco Plano Dallas TX**  
www.genesiscc.org/  
Carpet Cleaning McKinney TX | Frisco TX | Allen TX | Plano TX | Richardson TX | Dallas TX | ... Professional Carpet Cleaning (Residential and Commercial) ...

**Commercial Carpet Cleaning McKinney, TX | Texas Cleaning ...**  
www.carpetcleaningmckinneytx.net/Commercial-Cleaning.htm -  
Texas Cleaning Solutions: commercial carpet cleaning McKinney, TX. No belt and switch. IICRC certified. 100% satisfaction guaranteed.

**Carpet Cleaning McKinney, Texas | Dalworth Clean**  
www.dalworth.com/carpet-cleaning-mckinney-texas.asp -  
For more than 37 years, Dalworth has been providing high-quality professional carpet cleaning in McKinney, Texas and the surrounding DFW area. Of all the ...

**Citra Carpet Care Carpet Cleaning Upholstery Cleaning McKinney TX**  
www.citraoacarpetcare.com/  
Citra Carpet Care offers the best in Carpet Cleaning in McKinney, Allen, Frisco, Prosper, Wylie, TX. Residential and Commercial Carpet, Upholstery, Tile, Grout, ...

**Carpet Cleaning McKinney, TX | KwiServices.com**  
www.kwiservices.com/mckinney-carpet-cleaner.htm -  
No need to turn your home's carpeting with the best, professional services of your McKinney Kwi Carpet Cleaning team! McKinney Carpet Cleaning ...

**Rug Cleaning McKinney, TX | KwiServices.com**  
www.kwiservices.com/rug-cleaning-mckinney.htm -  
Keep your rugs beautiful with Kwi Rug Cleaning in McKinney, TX. We have 25 ... specialists! We offer professional rug cleaning services in McKinney, Texas.

**Carpet Cleaning McKinney**  
www.petes-carpet.com/  
Does your carpet look overused and matted? ... Carpet Cleaning McKinney, Frisco, Allen, Plano, Prosper, Celina, Little Elm, Collin County, The Colony, ...

**Best McKinney, TX Carpet Cleaners | Angle's List**  
www.angleslist.com - Local Reviews - TX - McKinney -  
Read Ratings and Reviews on McKinney, TX Carpet Cleaners on Angle's List so ... occasionally hiring a professional to come in and perform a thorough clean.

**Citra Carpet Care - McKinney, TX - Yelp**  
www.yelp.com - Local Services - Carpet Cleaning -  
★★★★★ Rating: 5 - 1 review  
We offer the best Carpet cleaners in McKinney, Allen, Fairview, Prosper, Plano, Anna and surrounding areas, providing you with excellent results in Carpet ...

Ads (3)

**SERVPRO of Prestonwood/**  
servproprestonwoodlakehighlands.com/  
Lake Highlands (214) 341-3868 -  
Fire & Water Cleanup - 24hr. Service  
10647 Sanden Drive, Dallas, TX  
(214) 341-3868 - Directions

**McKinney Carpet Cleaning**  
www.homeadvisor.com/  
★★★★★ 125 seller reviews  
Find Five-Star Rated Cleaners  
Backed By Our Service Guarantee!

**Top DFW Carpet Cleaners**  
www.clublocal.com/  
Schedule Online in seconds & Get A  
Free Car Detail For Signing Up.

**Dalworth Carpet Cleaners**  
www.dalworth.com/  
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Commercial Carpet Cleaning Services  
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**Professional Cleaning**  
www.justcleaningco.com/  
House Cleaning Starting at \$49.95  
Call Today

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[Top \(3\) Info - Find Top 3 in Your Area And Compare.](#)  
Find Employment Shocking Results. Click Now.

Ads related to employment attorney Plano (1):

[Employment Attorney - Sanfordbethune.com](#)  
www.sanfordbethune.com/  
Employee Rights Wrongful termination - Harassment  
Map of 3610 Shire Blvd., Suite 206, Richardson, TX (972) 422-9777 - Directions

[Texas Employment Lawyer - Board Certified Representation](#)  
www.rjwlawfirm.com/employment  
Employment Rights Cases.

[Workplace Rights Attorney](#) 1 (877) 788 4110  
www.dhwislawlawyer.com/  
In CFWR - Free Consultation, 25 Yrs Fighting for Your Rights!  
Sexual Harassment - Discrimination - Wrongful Termination - Contact Us  
Map of 1025 Arches Park Dr., Allen, TX (214) 383-3606 - Directions

[Plano, TX - Dallas Employment Attorney](#)  
www.robwilley.com > Communities Served >  
Rob Willey, P.C. - Plano Employment Lawyer - Colling County, Texas Employment Discrimination Attorney.

[Plano Employment Lawyer - Local Attorneys & Law Firms In Plano ...](#)  
lawyers.findlaw.com > Employment > Texas > Plano >  
Results 1 - 20 of 40 - Plano, TX Employment lawyers with detailed profiles and ...  
Kaiser Secco, PLLC www.texasnetlaw.com  
Bemis, Roach & Reed brmlaw.com

[Dallas Labor & Employment Lawyer - Plano, TX - Overtime Claims ...](#)  
www.wfirm.com/ >  
The Weinberg Law Firm represents clients on employment and overtime issues in Dallas, Plano and all of Texas.

[Albin, Yates, Bailis & Roach](#)  
www.friscolaw.com/  
Google+ page

[Law Offices of Dan Chern](#)  
www.dchern.com/  
2 Google reviews

[Law Offices of Dale M Rodriguez](#)  
www.dmr1awoffice.com/  
Google+ page

[Ferguson Law Group, P.C.](#)  
www.dallasbusinesslaw.com/  
Google+ page

[Law Offices of Kevan I. Benkowitz, A Prof...](#)  
www.planobusinesslawyer.net/  
Google+ page

DFWSSDI - Social Security Disability Law...

5601 Granite Pkwy #400  
Plano  
(214) 423-5100


660 N Central Expy #200  
Plano  
(972) 516-9911

555 Republic Dr  
Plano  
(214) 210-3346

2500 Dallas Pkwy #250  
Plano  
(972) 378-9111

5600 Tennyson Pkwy #332  
Plano  
(972) 441-2009

7600 San Jacinto Pl



Map for employment attorney Plano

Ads (1):

[Employment Attorney](#)  
www.mooreandassociates.net/  
Texas Employment Law Firm, 11+ Yrs  
Exp. Call Us For Quality Service!

[Plano Texas](#)  
www.kwiservices.com/  
Carpet Cleaning since 1987  
Sale on! 40% off carpet cleanings  
3230 Commander Dr, Carrollton, TX (972) 934-1234 - Directions

[Allen, TX Family Law Firm](#)  
www.collincountydivorcefirm.com/  
12 yrs experience in Collin County  
Free Consultation - Weekends Avail.  
101 W. McDermott Dr., Allen, TX (972) 836-2068 - Directions

[Dallas Employment Lawyer](#)  
www.robwilley.com/  
Rob Willey, Board Certified in Labor & Employment Law, TELS  
1825 Market Center Blvd, Dallas (214) 528-6500 - Directions

[Employment Attorney](#)  
www.stersonlaw.com/  
Labor Lawyer Attorney for Employee  
Plano Allen Frisco McKinney Dallas

[McKinney Divorce Lawyer](#)  
www.boydfamilylaw.com/  
With over 30 years Experience,  
I will Fight for You! Let's Talk.

[TX Unemployment Attorney](#)  
www.edmanningatlaw.com/  
Flat Fee \$350. Free Consultation.  
Former TWC Hearing Officer.

[Find a Lawyer - Free](#)  
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Save Time - Describe Your Case Now!

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# National Search - Pinterest

Google search results for "Independent baseball managers". The search bar shows the query and a magnifying glass icon. Below the search bar are tabs for Web, Images, Maps, Shopping, Videos, and More. The results show approximately 16,500,000 results in 0.35 seconds.

Results include:

- Baseball Managers: Cheap** - PriceMachine.com. Looking for Baseball Managers? Price Machine Will Find You a Deal!
- Minors: Independent League Baseball Managers Top 10 - Part 1** - baseballideworld.com. Independent-minor-league-managers-top-10-s-6... Mar 12, 2012 - Minors: Independent League Baseball Managers Top 10 - Part 1. With the help of a few people in the know, we have compiled a list of the top ...
- Independent Baseball Managers | Professional Independent Minor** - www.independentbaseballtryouts.net. Independent-baseball-managers/ Mar 28, 2013 - Here is the first episode of a documentary called "Playing For Peanuts" which chronicled life of an Independent minor league baseball team ...
- Independent Minor League Baseball Managers** - www.independentbaseball.net/managers/ Resource guide to find all of the managers and coaches for the independent professional minor league baseball teams.
- What is the salary of Independent baseball league general managers** - WikiAnswers.com. Wild Answers > Categories > Sports > Baseball The salaries of Independent baseball general manager vary depending on several factors. Here are just some of those factors: Was the team profitable last year ...
- Independent Baseball Managers - Pinterest** - pinterest.com/independentbaseball-independent-baseball-managers/ Independent professional minor league baseball news, history & trivia. Visit http://www.independentbaseball.net for current news and teams. Visit http://www...
- Staff/Directory - American Association of Independent Baseball** - www.americanassociationbaseball.com/office-staff.php Wolff entered baseball in 1971. His first job was general manager of the Atlanta Braves Double-A team in Savannah, Ga., where he was named The Sporting ...
- Jose Canseco hired as manager in Independent baseball** - content.usatoday.com. ...post/...as-manager...Independent-baseball/ Apr 12, 2011 - Jose Canseco, who has insisted for the last decade that he has been blackballed from baseball, is back in Independent baseball.

A line points from the word "Pinterest" to the highlighted result box.

# Allen TX Search – McKinney Chamber Directory Page Ranking!

Google broken sprinkler head allen tx

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Click Here To Learn More About break sprinkler head allen tx. Click To Learn More!

[Sprinkler Repair | Plano Allen Frisco McKinney | Broken Sprinkler ...](#)  
www.moore-sprinklerrepair.com/ +  
Broken sprinkler head, stuck sprinkler valve, sprinkler leak or broken sprinkler pipe. Serving Plano, Frisco, Allen & McKinney, Texas. Lawn sprinkler installation.

[Allen Sprinkler Repair - Sprinkler Repair](#)  
www.allen-sprinkler-repair.com/sprinklerrepair.html +  
Whether you need help with a broken water pipe or a sprinkler head ... to most of your Allen, TX sprinkler repair needs quickly because we understand how ...

[Lawn and Garden Sprinkler System - Repair - Allen, TX - ServiceMa ...](#)  
www.homeadvisor.com/...Allen-TX/Lawn-and-Garden-Sprinkler-Syste... +  
Find Sprinkler Pros in Allen, TX to help you Service a Lawn and Garden Sprinkler System. All Allen ... Problem description: Sprinkler head is broken. What kind ...

[Sprinkler System Contractors For Your Business In Allen, TX \(Texas\)](#)  
www.homeadvisor.com/...Allen-TX/Lawn-and-Garden-Sprinkler-Syste... +  
Find Sprinkler System Contractors For Your Business In Allen, TX to help you ... 15 minutes (5 broken sprinkler heads, two wrong heads that needed replacing, ...

[Irrigation Sprinkler Repair Service - Allen, TX - Superscapes](#)  
www.superscapes.net/lawn-irrigation-repair-allen-tx.php +  
If you live in the Allen, TX area and have a malfunctioning sprinkler system, have broken sprinkler heads, damaged irrigation line, or simply need your sprinkler ...

[Sprinkler Repair | Frisco McKinney Allen Plano | Lawn Irrigation ...](#)  
www.moore-landscaping.com/irrigation-sprinkler-repair.php +  
Broken sprinkler head, stuck sprinkler valve, sprinkler leak, broken sprinkler pipe ... Our technicians are trained, experienced and licensed by the Texas ...

[Sprinkler Repair Allen TX - Chiturf Lawn Care](#)  
www.chiturf.com/sprinkler-repair-allen-tx/ +  
... with all brands and types when it comes to sprinkler systems in Allen TX. ... In the main line, sprinkler heads need to be replaced, faulty valves, broken pipes, ...

**HAYNES LANDSCAPE & MAINTENANCE**  
www.mckinneychamber.com/wcdirectory/results/listing.aspx?listingid... +  
HAYNES LANDSCAPE & MAINTENANCE | P.O. Box 2456, McKinney, TX, 75070 | Haynes Landscape ... McKinney Chamber of Commerce - McKinney, Texas ...

[Heads Up Sprinkler Co - Plano, TX - Yelp](#)  
www.yelp.com + Home Services + Landscaping +  
★★★★★ Rating: 5 - 13 reviews  
13 Reviews of Heads Up Sprinkler Co "A bit of background: ... Plano, TX 75025 ... They came and fixed our system even finding a pipe broken by the cable company ... Allen, TX. 5.0 star rating. 7/23/2012. I called Heads Up Sprinkler needing a ...

[Allen, TX - Go Green | Sprinkler Repair | Sprinkler Maintenance ...](#)  
gogreenirrigation.com/index.php?option=com\_content&view... +  
Oct 24, 2011 - Sprinkler Head Repair - Water conservation is very important in both the city of Allen and throughout the state of Texas. A broken sprinkler ...

McKinney chamber page ranking for "Allen TX" search

Goooooooooooooogle >

# Melissa TX Search – National Press Release Ranking

Google accountant melissa tx

Web Images Maps Shopping More Search tools

About 801,000 results (0.20 seconds)

ads not by this site (3)

**Melissa & Doug® - Official**  
[MelissaAndDoug.com](#)  
 \$60 Orders Ship Free! Code:SHIP60. The Official Melissa & Doug® Store.

**Peggy S. Breeding, CPA, PLLC - Melissa Area Chamber of Commerce**  
[www.melissabiz.org](#) > Commercial Services > Financial Services -  
 Sep 23, 2010 - We help you create business structures, organize and maintain  
 accounting records, and prepare financial statements and tax returns with ...

**Tax Accountant Jobs, Employment in Melissa, TX | Indeed.com**  
[www.indeed.com/q-Tax-Accountant-Melissa,-TX-jobs.html](#) -  
 Jobs 1 - 10 of 25 - 25 Tax Accountant Jobs available in Melissa, TX on indeed.com.  
 one search. all jobs.

**Corporate Accountant Jobs, Employment in Melissa, TX | Indeed.com**  
[www.indeed.com/q-Corporate-Accountant-Melissa,-TX-jobs.html](#) -  
 Jobs 1 - 10 of 12 - 12 Corporate Accountant Jobs available in Melissa, TX on  
 indeed.com. one search. all jobs.

**Director of Accounting Jobs, Employment in Melissa, TX | Indeed.com**  
[www.indeed.com/q-Director-of-Accounting-Melissa,-TX-jobs.html](#) -  
 Jobs 1 - 10 of 45 - 45 Director of Accounting Jobs available in Melissa, TX on  
 indeed.com. one search. all jobs.

**Andre + Associates CPAs: Call**  
[andreopa.com/](#)  
 1 Google review

**Patrick L. Murray, P.C., CPAs**  
[www.opamurray.com/](#)  
 Google+ page

**John Harman, CPA PLLC**  
[www.mckinneytax.com/](#)  
 Score: 22 / 30 · 11 Google reviews

**Cliff's Check Cashing**  
[www.cliffscheckcashing.com/](#)  
 Google+ page

**Jackson Hewitt Tax Service**  
[local.jacksonhewitt.com/10305](#)  
 Google+ page

**H&R Block**  
[www.hrblock.com/](#)  
 Google+ page

**Streamline Tax Solutions, L.P.**  
[plus.google.com](#)  
 Google+ page

**Melissa cox bobby cps | Find cox bobby cps in Melissa, TX**  
[local.reportermelissa.com/melissa-tx/cox-bobby-cps-23.html](#) -  
 cox bobby cps for Melissa, TX. Find phone numbers, addresses, maps, driving  
 directions and reviews for cox bobby cps in Melissa, TX.

**Mckinney TX Residents Award John Harman "Best Accountant ...**  
[www.prweb.com/releases/2013/1/prweb10302996.htm](#) -  
 Jan 10, 2013 - Offering Expert Tax Planning and Financial Advisory Services - Saving  
 Clients Money.

[John Harman CPA - McKinney TX - Yelp](#)

Map for accountant melissa tx

A W University Dr  
McKinney  
(972) 548-1040

B 2530 W Eldorado Pkwy  
#210  
McKinney  
(972) 562-2100

C 2570 W Eldorado Pkwy  
#100  
McKinney  
(469) 742-0283

D 215 E University Dr  
McKinney  
(972) 542-9505

E 1330 N McDonald St  
#209  
McKinney  
(972) 370-3278

F 1705 W University Dr  
#105  
McKinney  
(972) 542-4741

G 1600 N Redbud Blvd  
#301  
McKinney  
(972) 569-8222

**Press release  
ranking mentioning  
a McKinney  
business for a  
Melissa TX search**



# “Commercial” Fort Worth Search - LinkedIn

Google commercial concrete repair fort worth

Web Images Maps Shopping Videos More Search tools

About 237,000 results (0.47 seconds)

ads not by this site

**Top (3) Info - Find Top 3 in Your Area And Compare.**  
**FindConcrete**  
Shocking Results. Click Now.

Ads related to commercial concrete repair fort worth

**Concrete Repair Fort Worth - CowboyConcrete-Dfw.net**  
[www.cowboyconcrete-dfw.net/](http://www.cowboyconcrete-dfw.net/)  
For Quality Concrete Construction and Great Customer Service, Call Us

**Concrete Repair Est 1987** (972) 607-4966  
[www.all-americanpaving.com/](http://www.all-americanpaving.com/)  
Any Size Concrete Repair Projects Call For A Free Estimate Today

**Concrete & Asphalt Repair - Call Pave-It for a free estimate**  
[paveitdfw.com/](http://paveitdfw.com/)  
436-7111 or 817-885-6535  
1045 E. Hwy 121, Lewisville, TX

**A S Dierolf - Concrete & Decorative Concrete Solutions at Home ...**  
[www.linkedin.com/.../a-s-dierolf-concrete-s-decorative-concrete-soluti...](http://www.linkedin.com/.../a-s-dierolf-concrete-s-decorative-concrete-soluti...)  
Welcome to the company profile of A S Dierolf - Concrete & Decorative Concrete Solutions at Home & Businesses in Dallas and Ft Worth, on LinkedIn. Decorative Concrete and Concrete Contracting for Residential and Commercial in the DFW, ... Cleaning, Concrete Restoration, Veneers, Parking Lot Repair, Foundations ...

**Commercial Concrete Restoration - Commercial Concrete Repair ...**  
[www.alltexasdecks.com/com\\_experience.asp](http://www.alltexasdecks.com/com_experience.asp)  
Dallas / Fort Worth premier source for commercial concrete restoration, repair, and resurfacing. We can handle virtually any job.

**Fort Worth Concrete repair - Yellowpages.com**  
[www.yellowpages.com/fort-worth-broconcrete-repair](http://www.yellowpages.com/fort-worth-broconcrete-repair)  
Results 1 - 30 of 388 - 388 listings of Concrete Contractors in Fort Worth on YP.com. Find reviews, directions & phone numbers for the best concrete repair in Fort Worth.

**Map for commercial concrete repair fort worth**

Ads

**DFW Concrete Repair**  
[www.alltexasdecks.com/](http://www.alltexasdecks.com/)  
Concrete Resurfacing & Repair  
Throughout DFW. Free Estimates.

**Fort Worth Sprinkler Repair**  
[www.dfwlandscapingandirrigation.com/](http://www.dfwlandscapingandirrigation.com/)  
Irrigation Construction & Design  
Free Quote Today

**Concrete Repair Experts**  
[www.planconcreteflooring.com/](http://www.planconcreteflooring.com/)  
(214) 505-7927  
Specialists in concrete repair  
No job too small! Call today

**Metroplex Area Foundation**  
[www.geotechfoundation.com/](http://www.geotechfoundation.com/)  
1 (877) 468 0935  
Repair Service - Home or Commercial  
Cell Geo Tech Foundation Repair  
1224 N. Highway 377, STE 303-251  
(800) 985-7630 - Directions

**Commercial Concrete Dms**

# Small Town Search – Facebook + Industry Association

The screenshot shows a Google search for "Interior designer parker tx". The search results are divided into two main sections: Facebook and a Trade association directory.

**Facebook Results:**

- The Art Institutes**  
artinstitutes.edu  
Experience a School as Passionate about Art as You Are. Request Info!
- Greenlee Interiors - Dallas, TX - Interior Designer | Facebook**  
www.facebook.com/pages/Greenlee-Interiors/178584018831604  
Greenlee Interiors, Dallas, TX. 59 likes · 1 talking about this.
- Best Parker, TX Interior Designers | Angie's List**  
www.angieslist.com › Local Reviews › TX › Parker  
Find Interior Designers in Parker, TX. Read Ratings and Reviews on Parker, TX Interior Designers on Angie's List so you can pick the right Interior Designer the ...
- Ava Living | Dot Greenlee's Profile**  
www.avalive.com/profile.php?id=2246  
Dot Greenlee, IDS Associate - Dallas, TX ... About Me: With over 13 years experience in interior design, and clients across the United States, my reputation for ...
- Frost Decor and More**  
www.frostdecorandmore.com/  
gle review

**Trade association directory Results:**

- I Draperies & More**  
oogle.com  
gle review
- rating Divas**  
hedeccoratingdivas.com/  
t+ page
- spheres Furniture**  
www.hemispheres-us.com/  
Google+ page

**Map for Interior designer parker tx**

**Ads:**

- Inspired Interior Designs**  
www.wesley-wayne.com/  
1 (877) 797 9973  
Transform Your New Home Into A Luxurious Haven You Will Cherish
- Interior Design**  
www.artinstitutes.edu/  
The Art Institutes - Get Info on Interior Design.  
8080 Park Lane, Suite 100, Dallas, TX 75246  
(214) 692-8080 - Directions
- Interior Design for DFW**  
www.decrenew.com/  
(817) 706-8000  
Renew, Redo, Redesign & Refresh! Luxurious Relaxed Homes on a Bud
- Affordable Designers**  
www.thumbtack.com/InteriorDesign/TX/Interior-Design  
Compare Quotes & Save. Search N

# How Is This Done?

- Use of “value added” content
  - Usually helpful, unique articles of 500+ words
  - 1 or 2 helpful YouTube videos
  - 3 to 5 relevant images to which you own the rights to use → yes, “stock photos” can work here!
- Placement of the value-added content on web properties which the search engines **ALREADY** trust



# What Are These Properties?

- Properties where you can get a quality link in return for posting unique, helpful, value-added content
- You can get listed on “neutral” directories such as trade association, local Chamber, etc. which sometimes allow links OTHER than to your website (e.g. Facebook or Twitter page)

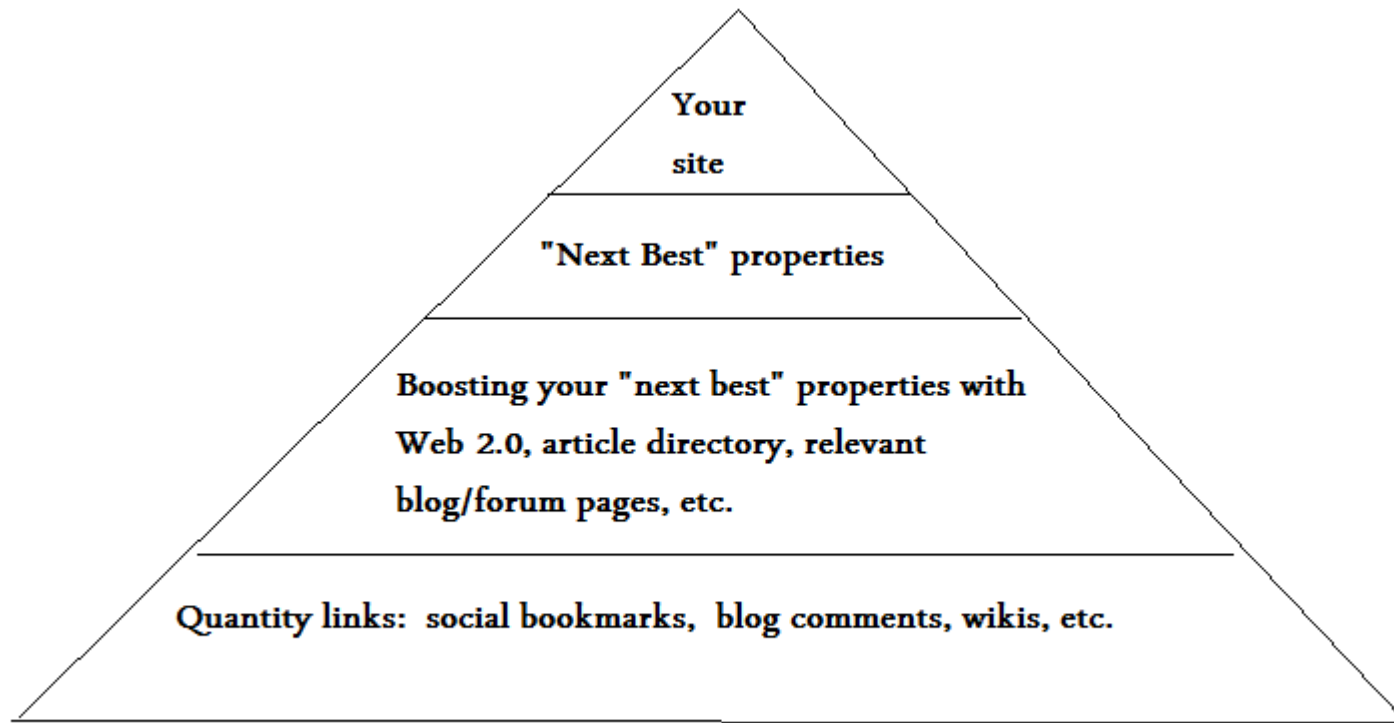
# Types Of Value-Added Properties

- Web 2.0: Squidoo, Blog.com, etc.
- Article Directories: GoArticles, Ezinearticles, etc.
- Private blog network: make sure that these REALLY are properly-structured
  - If so, the value is significant

# “Tiered Links”

- To boost the web properties, these properties sometimes need a “boost” to get exposure in the search engines
- Think of the links to your website in the form of a pyramid, with multiple “tiers”
- Ideally, the tiers are ALSO built on properties which the search engines trust
- Lowest “tier” can focus on quantity of links over quality – to a degree – but use only if needed... and never directly to your website

# Tiered Link Structure



# Ideal “White Hat” Scenario

What the search engines and mainstream SEO forums tell any local business must/should take place:

- You have optimized, quality, unique, helpful, value-added content
- You have an audience willing to share your content with THEIR friends and colleagues
- You CONSISTENTLY can get your content on high-authority websites which permit the inclusion of your keywords in the text + the text of the link to your site
- Your content is mobile-optimized, loads quickly and is deemed wonderful by all :-)

# “Reality”

- Your content is not as good as you may think :-(
- The intent of the communication is not received by the reader/viewer
- No one shares your content even if it is good
- Doesn't load properly on most people's computers or mobile devices
- You can't get your content on authority sites, even if you know where to go to post it
- Your audience doesn't trust the site on which your content appears

# Arrrgggghhh...!



# What To Do # 1

- Determine what is recently, or in the near future, “newsworthy” about your business
- Write a 3<sup>rd</sup> person press release
- Optimize the release for the keywords you want
- Distribute the press release via an online distribution (syndication) service
- If possible, include images/videos inside the release
- Add your LinkedIn, Facebook, Twitter, etc. if permitted
- \*Build links pointing to where the press release shows up\*



# What To Do # 2

- Determine which web properties you have which mention you, your company, your website and/or your phone number
  - Ideally these properties are “favorable”, but they can be neutral like a trade association directory
- Create a few helpful, value-added 500+ word articles where you can add images/videos
  - “3 tips to do X”, “5 Things To Avoid About Y”, etc.
  - The more unique and value-added the better

# Unique Versions

- Search engines reward unique content
- If you want your content on multiple pages, each of which has at least some authority in the estimation of the search engines, then get your article properly “spun”
  - Grammatically unique versions, saying the same thing
  - Each is at least 70% unique from every other version
  - Must be “spun” at the sentence-level, not word-level
  - Each version must be readable and understandable

# How To Distribute These “Unique” Articles

- SEO software: must use proxies, etc.
  - Contact a good SEO firm for more on this
- Manually: VERY time consuming. Must create multiple accounts, format everything right, etc.
- Pay a virtual assistant: be sure to train them properly

# Link Text

- Basic: you will be posting content on Web 2.0 properties and article directories
  - Each points to one of your “Next Best” properties
  - Mix up the keywords used in the text of the link (aka “anchor text”)
  - Keep your desired phrase as the text in no more than 15% of the links you create, maybe even less
  - Otherwise you risk an “over optimization” penalty
  - This is the “too good to be true” portion of the algorithm → most SEO firms will hurt you here!!

# What To Do # 3

- Get “High Authority” Links:
  - From great, relevant websites even if you pay for them
  - Ones which are giving your competition the majority of the reason why they are ranking above you
  - You buy sites which have “authority”
- Regarding the latter, you can buy expired domains which have the “authority” already built-in
- Use to build links to your “next best” properties
- Contact a good SEO firm about this
- Allows you to control your links and get a needed boost

# What To Do # 4

- Post content on sites people visit everyday
- Give them incentives to interact with you
- Discounts, coupons, specials, etc.
- Where:
  - Classified ad sites, coupon sites, your page on trade association sites
  - Your Facebook page, your Twitter page, your Google + page
  - Relevant industry/local online forums and blogs

# Other Questions To Ask ANY “SEO” Firm Calling You

- How are the links to my site structured?
- Are you promoting my other web properties with links?
- Do I have control over my links?
- Do I get on-page SEO and off-page SEO?
- Do you write the helpful articles? If so, are they spun in a unique manner at the sentence level and 70% (or more) unique?
- Do I get login and password info to my articles?
- Is there an incentive system (e.g. lead generation, etc.)?
- Is my desired keyword no more than 15% of the anchor text?

Thank You!

Please send your questions to Matt at:

[info@morethanseo.com](mailto:info@morethanseo.com)

<http://www.MoreThanSEO.com>

(214) 335-5348