



Get Found on Google: What Your Business Needs To Do In 2020

October 21st, 2020



STRATEGIC

MARKETING

Strategic 7 Marketing is an award-winning, full-service marketing and digital agency. Our dedicated team of marketing professionals will work collaboratively with you to **build awareness** and **brand preference**, secure **qualified leads** that boost revenues and **drive business results** through smarter marketing investments.



Our Team

- Art Directors
- Brand Advisors
- Copywriters/Proofreaders
- Digital Marketers
- Front and Back-end Coders
- Website Designers
- PR Specialists
- Production Specialists



Agenda

Google Algorithm Overview for 2020.....	6
Changes Coming in 2021: Core Web Vitals.....	11
Google Tools for Your Business	16
Free Google Tools Cheat Sheet.....	29
Q&A.....	31



Google Algorithm Overview for 2020

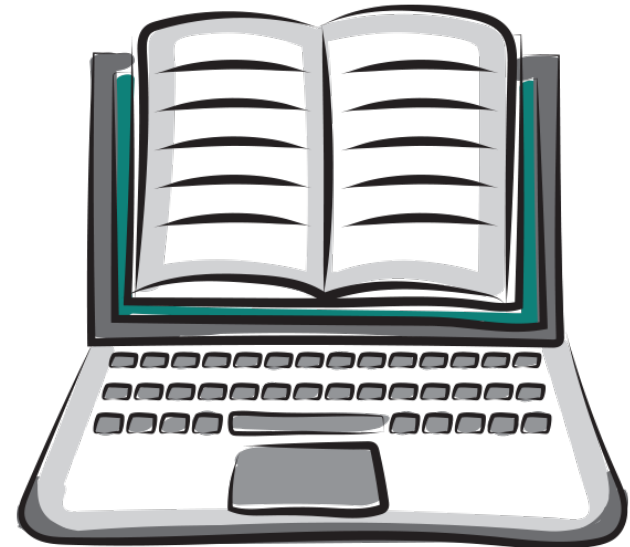




Google Algorithm Overview for 2020

Quality Content Written for the Reader

- *Using researched keywords*
- *Timely/fresh*
- *Answers questions*
- *Depth/substance (300 words+)*



Google Algorithm Overview for 2020

Structure

- *Easily crawlable for Google*
- *Mobile friendly*
- *Avoid duplicate content*
- *Secure (HTTPS)*
- *Proper use of Meta Data (Title, Description, Headings, Alt Text etc.)*



Google Algorithm Overview for 2020

Authority

- Quality links
 - From reputable third-party websites
- Engagement with page
 - Low bounce rate
 - High time on page




Google Algorithm Overview for 2020

Penalties

- Schemes
 - Unnatural link building
- Stuffing
 - High density/repetitive use of keywords used in low-quality content
- Hiding
 - Keywords that are invisible to the user but visible to the search crawler



A minimalist room with a white wall, wooden floor, three black pendant lights, and an orange armchair with a cat.

Changes Coming in 2021: Core Web Vitals

Changes Coming in 2021: Core Web Vitals

Core Web Vitals Overview

Web Vitals is an initiative by Google to provide unified guidance for quality signals that are essential to delivering a great user experience on the web.

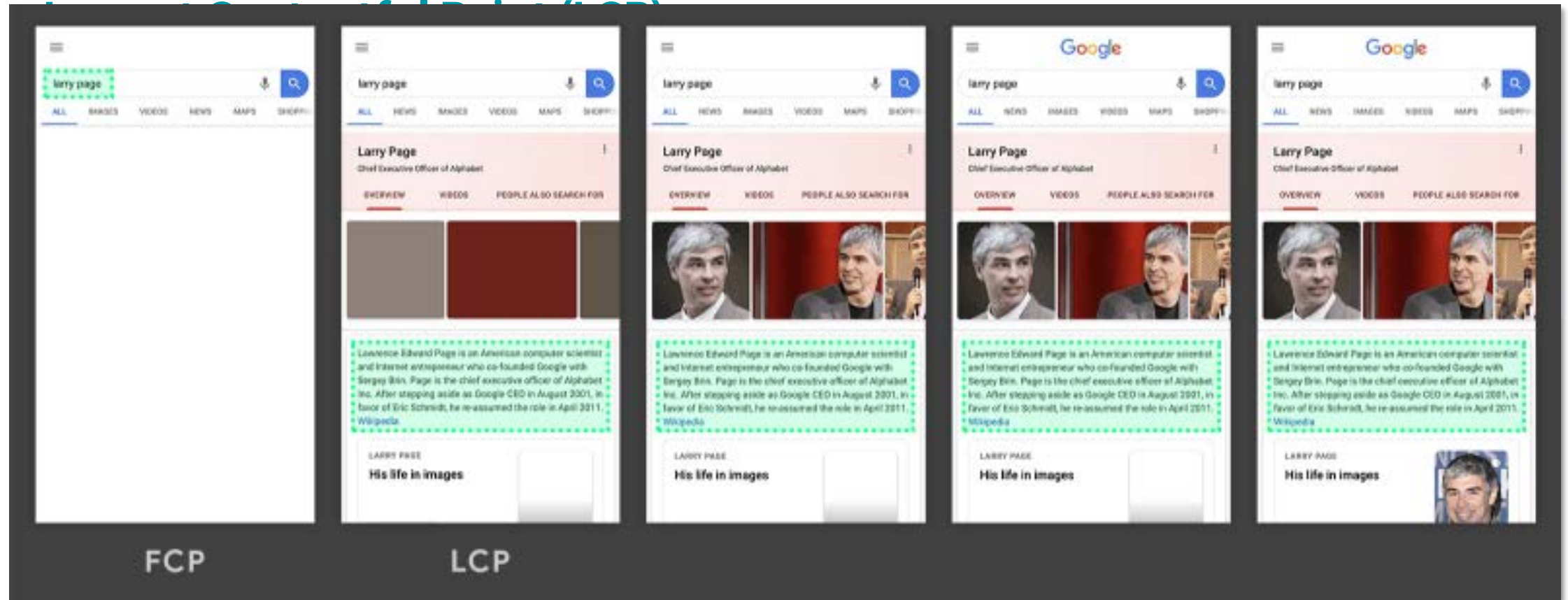
<https://web.dev/vitals/>

- *What are CWV?*
- *Why are they important to Google?*
- *Why are they important to your visitors?*





Changes Coming in 2021: Core Web Vitals



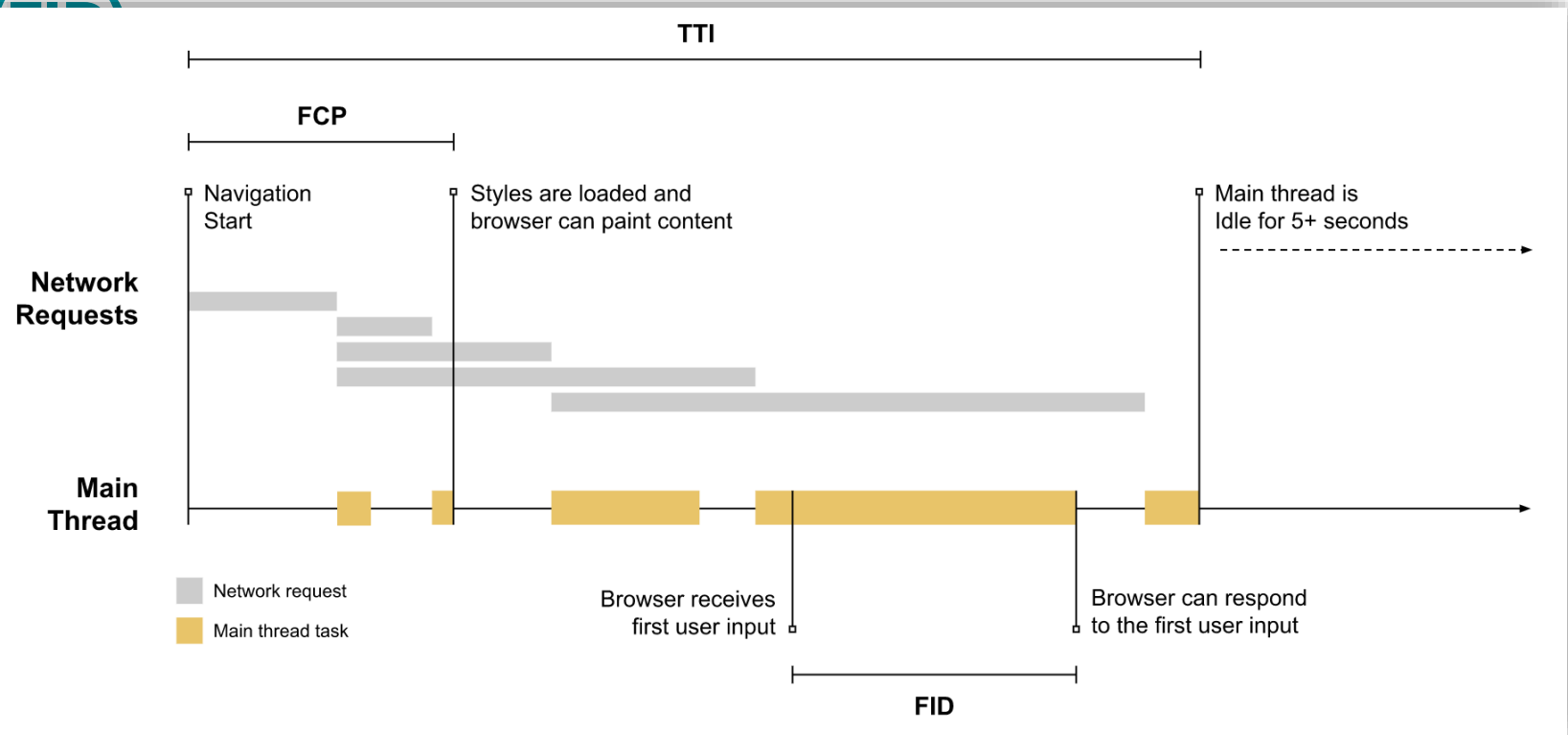
👉 Changes Coming in 2021: Core Web Vitals

First Input Delay (FID)

The time from when a user interacts with a page (when they clicked a link, tapped a button, etc.) to the time when the browser has responded to that interaction. This measurement is taken on the page's main thread. Pages where the user needs to interact with the page have a higher FID, which is when the page has finished loading.

How to improve FID:

- Reduce the impact of third-party scripts
- Reduce JavaScript execution time
- Minimize main thread work
- Keep request counts low and transfer sizes small



Changes Coming in 2021: Core Web Vitals

Cumulative Layout Shift (CLS)

The amount that the page layout shifts during the loading phase. This is important because having page elements shift while a user is trying to interact with it is a bad user experience.

How to improve CLS:

- Always include size attributes on your images and video elements, or otherwise reserve the required space with something like CSS aspect ratio boxes.*
- Never insert content above existing content, except in response to a user interaction.*
- Prefer transform animations to animations of properties that trigger layout changes.*

CLS

Cumulative Layout Shift



A modern interior scene featuring a dark wood floor, a black leather chair with a light wood frame, a small black table with books, and a red pendant light hanging from the ceiling. The background is a plain white wall.

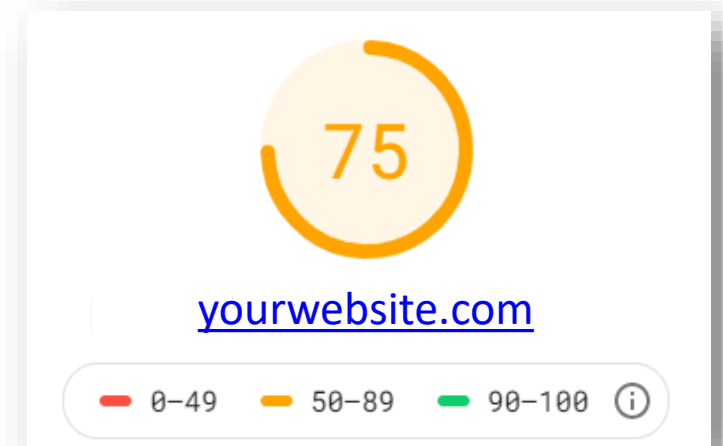
Google Tools for Your Business



Google Tools for Your Business

Google PageSpeed Insights

- What is it?
 - PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.
- Where to find it?
 - google.com/speed/pagespeed/insights/
- How can it help your business?
 1. Receive a page speed performance score for any page on your website for both desktop and mobile.
 2. Diagnose specific elements of a web page causing slower load times.
 3. Identify areas for page speed improvements.

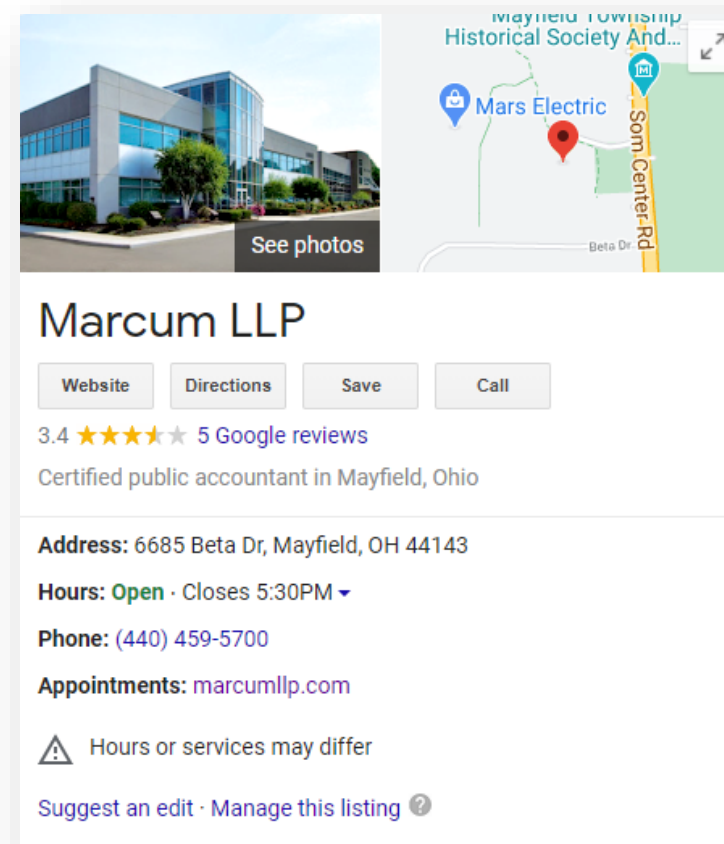




Google Tools for Your Business

Google My Business

- What is it?
 - With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.
- Where to find it?
 - Google.com/business/
- How can it help your business?
 1. Customers can reach out to your business directly from Google results.
 2. Manage and respond to all Google reviews for your business.
 3. Add photos, promotions, messages and more that stand out front and center in Google search results for your business name.

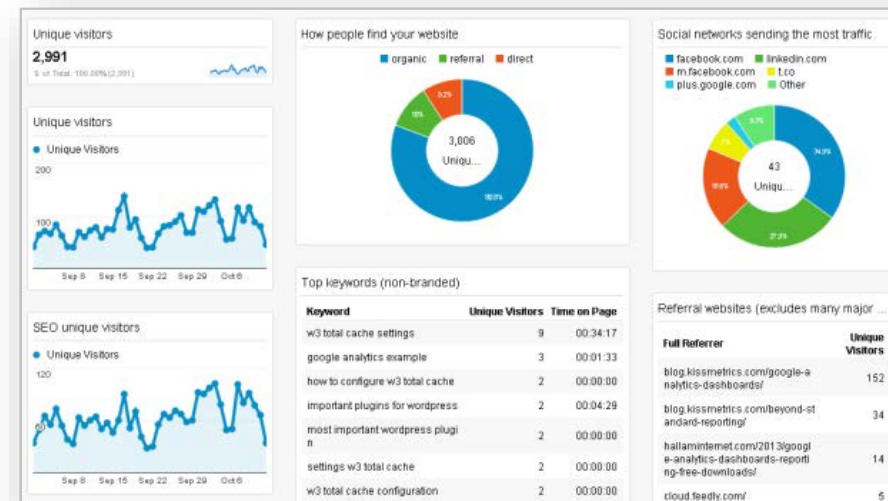




Google Tools for Your Business

Google Analytics

- What is it?
 - Analyze and measure the visitors on your website in in-depth detail.
- Where to find it?
 - google.com/analytics/web
- How can it help your business?
 1. Track ROI of all of your digital marketing efforts.
 2. Understand the behaviors of your customers/prospects on your web properties.
 3. Test, evaluate and continuously improve your website based on data.

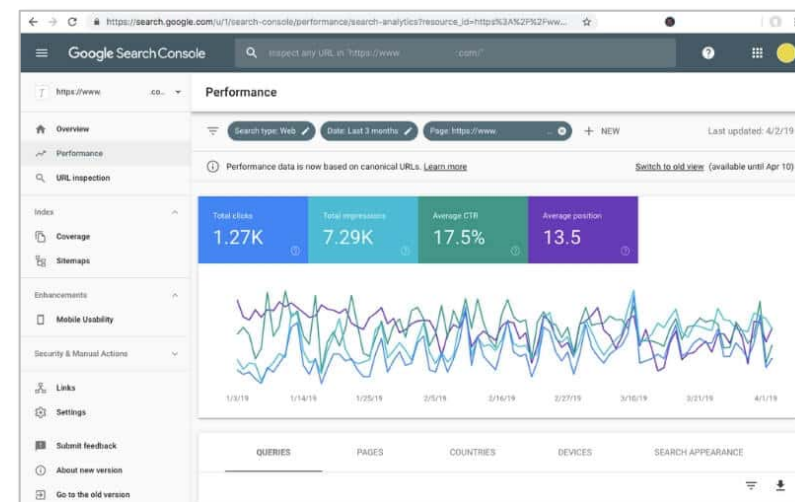




Google Tools for Your Business

Google Search Console

- What is it?
 - Search Console tools and reports help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results.
- Where to find it?
 - <https://search.google.com/search-console/about>
- How can it help your business?
 1. Optimize your site content to match searcher's queries.
 2. Ensure your content is fully indexed in Google.
 3. Get alerts directly from Google when there are any SEO issues on your site.





Google Tools for Your Business

Google Alerts

- What is it?
 - Monitor the web for interesting new content about your industry, your competitors and your own business.
- Where to find it?
 - google.com/alerts
- How can it help your business?
 1. Receive alerts as they happen or daily/weekly digests.
 2. Stay on top of industry trends and ahead of the competition.
 3. React quickly to positive and negative mentions of your business.

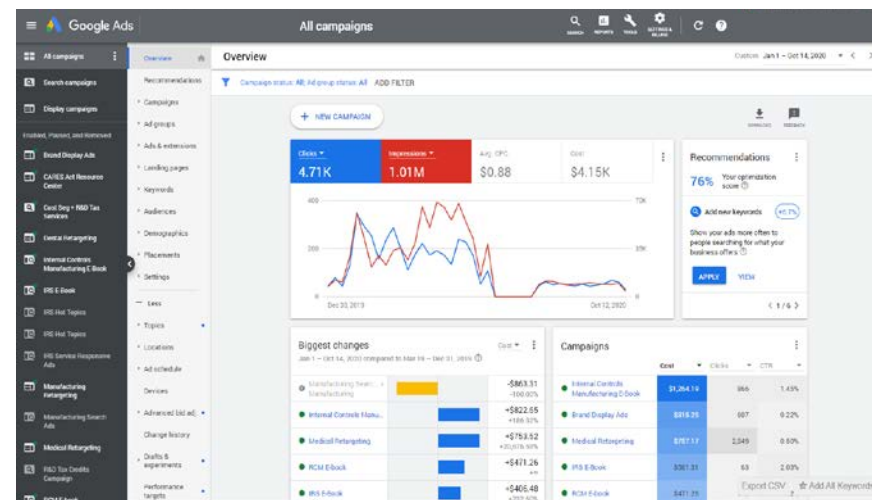
The screenshot shows the Google Alerts configuration page. At the top is the 'Google Alerts' logo. Below it is a 'Search query:' text box. Underneath are four dropdown menus: 'Result type:' set to 'Everything', 'How often:' set to 'Once a day', 'How many:' set to 'Only the best results', and 'Deliver to:' showing a partially obscured email address ending in '@gmail.com'. At the bottom are two buttons: a red 'CREATE ALERT' button and a grey 'Manage your alerts' button.



Google Tools for Your Business

Google Ads

- What is it?
 - A collection of Google's advertising products that can get your message in front of customers while they are searching the web, browsing third-party website or watching videos on YouTube.
- Where to find it?
 - [Ads.google.com](https://ads.google.com)
- How can it help your business?
 1. Get in front of customers when they have a need for your product/service.
 2. Only pay for results like clicks or calls to your business.
 3. Track the ROI of your campaign with conversion tracking capabilities.



Free Google Tools Cheat Sheet



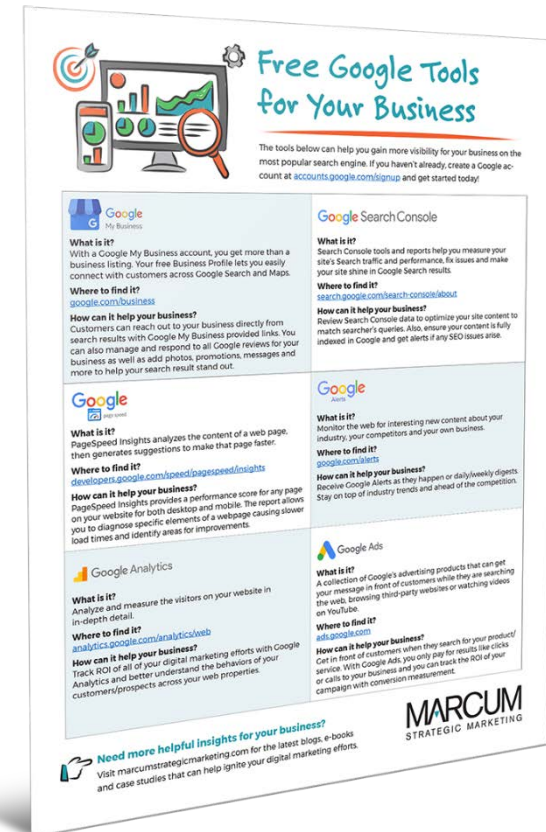
Free Google Tools Cheat Sheet

FREE DOWNLOAD

This handy one-page cheat sheet highlights six of these tools that we find most useful for ourselves and our clients:

- Google My Business
- Google Search Console
- Google PageSpeed Insights
- Google Alerts
- Google Analytics
- Google Ads

Access it here: info.marcumllp.com/cheat-sheet





Questions?



Bob Goricki

Director of Digital Marketing

6685 Beta Drive

Cleveland, OH 44143

Direct Dial - 440-772-0182

Email: bgoricki@strategicseven.com



