SEO Oversight:
Improving Online Presence

Jon Hoffenberg – President
JJ Follano, Jr. – Web Guru
www.SEOversite.com

Web Presence for Dummies and Gurus -
Getting Found

- 2 Goals: Get Found, Convert
- Google’s Dewey Decimal System
  - Age (content volume)
  - Writing Quality
  - It’s a picture book? (Dynamic Content)
  - Key Words
  - Is it a trilogy?
  - What do critics say?
  - Stuff nobody but the experts know (linkbuilding, coding, etc.)

Web Presence for Dummies and Gurus -
Converting Leads (1)

- They found you – now what?
- What matters:
  - Page Speed (Load Time)
  - User friendly navigation (CSS, JavaScript)
  - Include browser caching
  - Load time can significantly increase or decrease conversions
- Color Scheme
  - White (easy on the eyes)
  - Black (color of sophistication)
  - Blue (trust and dependability)
  - Colors show the message you are trying to convey
- Simplicity
  - Make your proposition clear
  - Issue navigation
  - No clutter
  - Simplicity keeps your user focused
Web Presence for Dummies and Gurus - Converting Leads (2)

- Calls to Action
  - Engage your audience (get your complimentary consultation)
  - What stands out (make your brand stand out)
  - Choose an action color and a passive color
  - Calls to action are the next step in a user’s journey to conversion
- Headings Tags (H1 – H6)
  - Weighted value
  - Locate and targeted keyword
  - Web users are scanners (they only read what is valuable to them)
  - Headings keep content clear and organized
- Content:
  - Blog posts
  - Before and after photos
  - Videos
  - Valuable content is KING, so the more the better!
  - Testing & Tracking (bounces, time on site, click-through rate)

Common Pitfalls to Avoid as a Layperson

1. Hiring the Owner (they don’t do the work)
2. Hiring a “Plastic Surgery Web Firm”
3. Trusting Their Reports
4. Not Double Checking Daily Lead Reports
5. Signing Long-Term Web Deals
6. Branding Your Procedures and Losing Key Word Ranking
7. Not Adding Content (Photos, Videos, Testimonials, Blog)
8. Letting Your Plate Spin
9. Avoiding Social Media (Facebook, Google+)
10. Paying Too Much or Too Little

A Final Key Tip

- Get Responsive
- What that means
- What that costs
- Deadline – April 21st
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