



Welcome to the new SEO formula for preschools and child-care centers. I am recording this webinar so if somebody misses then they'll be able to get access to it at a later time. This webinar is all part of the 2017 internet marketing plan so each month we're dissecting a piece of that marketing plan and bringing it back to you-- if you miss that initial call please go to this link [localchildcaremarketing.com/2017-webinar-replay](http://localchildcaremarketing.com/2017-webinar-replay) and you'll find that. What we're striving for throughout the year is to learn how to maximize your web presence using the latest internet marketing strategies.

We work off of a model that we've developed here which we call the web presence domination method and in that we talk about foundation so we're continuing to talk about this month just in the foundation have not moved on to any others yet, we're talking about the benefits of strong copy, conversion on your website, on page SEO, link building, directories blogging and reputation-- so we'll cover that either last month, this month or next month. Each of these components then we look at social engagement on the advertising social media pay-per-click advertising retargeting, reputation marketing and then we'll jump off and talk about some more traditional things that are still part of your web presence such as email marketing, directory ads, postcard marketing, referral marketing and how you can drive people back to your website or to particular page on your website so that they're able to find the special offer that you've got going on or whatever you're trying to promote using traditional media but yet sending them to your website. I really need your attention so please turn off your cell phones, turn off your Facebook-- if you're a child care center owner or director and you spend the next sixty to seventy minutes-- 70 minutes I will help you get focused on doing what works for online marketing for you today. I'm going to apologize right up front am having little problems with my voice this morning so I'm stumbling a little bit and I apologize in advance again if you've got questions please go ahead and type them into the chat box and I will answer them as we go along or at the end of the session if I don't get to them as we go along. what we'll cover today is the latest updates with Google algorithm-- the things that you may have put in place in the past could be hurting you now; one of those things specifically is link building practices that you performed or somebody else that you had do it for you and how to optimize your website using SEO formula, so we'll cover all those things today.

I enjoy helping others achieve their dreams and goals, I really relate to entrepreneurs because I am one I bought and sold and operated over ten different businesses in my life. I also do speaking-- I've spoken on Kris Murray's stage in the Julie Bartkus' stage so if you're in childcare, you're familiar with those two

traditional consultants and I'm the online consultant and then I'm a certified online marketing specialist so I educate myself and what's going on what keeps going on in the internet and how it keeps changing and evolving and that allows me to bring you these types of webinars to understand exactly what's going on--what people are saying Jeff always thinks outside the box to facilitate others dreams and reach their potential

[00.04.00] there are a few people in the world with a scope of vision knowledge and business to intuition and my ability to think big so that's other people said about me. I share that because if you're trying to figure out if you're in the right place as far as finding an internet marketing consultant --I do business advice as well as internet marketing consulting so I can do everything from you know what type of [inaudible 00.04.28] to setup when you first get started actually how to position yourself to sell your business and beyond--most recently we had a customer for four years in Georgia and he just sold his business and I was proud to participate in about four hours of consulting to help him get his business ready to sell-- so that's something else that I could help with. We've helped [inaudible 00.04.56] market helps hundreds of customers, multi center customers, single owners customers, even Montessori Schools-- so we have a good background in helping different types of customers and what they need. This is what we do so this team, this is only part of our team we specialize in online marketing; we get up every day and think about it and we train on it and we implement what we know as best practices-- a lot of times unfortunately, what Google is doing and when they do it and I'll cover this a little later in the webinar, isn't always really clear and sometimes it's three to six months before we understand exactly what they're trying to do because, good or bad, Google does not go out and announce exactly what they're doing, why they're doing it? other than they use vague terms like user experience or making sure your content is relevant and so as an SEO professional we have to figure out what exactly that means-- a lot of times the way we discover that is how we see traffic changing to our websites-- so unfortunately a lot of times what we do is very reactionary, when we stay proactive by training in this case by sharing webinars to learn more about what we're doing. Workbook—I did not get a workbook done, I haven't been feeling well for this last week so I apologize for that, you will get email of the work book tomorrow to help you out-- format for today this is a live workshop we help people on here from all over the country-- hi Brandi, hi Jordan, Leonard, sherry, Shirley, Goering, thanks for being on the call. Please ask your questions in the chat box, I will answer them if the question is more complicated than I feel like I can answer here online, I will reach out to you and talk to you specifically about it and I'll do everything possible to answer the questions as we go but again if not I'll answer them at the end. So here's the recent changes to the Google search engine; only ads along the top and the bottom so no side ads so if you remember about a year ago one day side ads disappeared on the Google search engine I'll show you images here in just a second and the reason being is they were realigning their layout to work better on mobile phones, mobile devices, Google map listings if you've been around long enough you will remember it was ten listings that it went down to seven listings and now it's down to three and we're also seeing the possibility that it is down to two-- so that's going to change and I'll talk about that. Google is serving paid ads on map results so if you're doing pay-per-click advertising,

[00.08.00] depending on your budget if you have enough budget you want to do advertising inside the map results as well. Testing Google Home Services in San Diego and other markets near California so although this is not childcare because this is a something provided to a parent I want to show you what's happening-- it's actually in the plumbing space that Google's testing and how they're changing the maps around completely and how the whole entire Google map structure may go away in the next 12-18 months and then Google has just recently rolled out mobile first index and we'll talk about that. So only ads along the top and the bottom, so here you can see we've got pay-per-click advertising going on here, we've got the maps here and it searches for daycare North Las Vegas and I put a little red box because

I'm proud to be half brandy and watch me grow as a customer and they're here now in the organic so this would be, you know this is the top, this is always at the bottom and then here's the recommended you'll see now something that's new is there's ads on the bottom so all of the ads that used to be out here on the side, they still have-- they actually have just as many they're just doing it in different ways and now they put it at the bottom now they never used to be able to put them at the bottom because three years ago I would have told you that he did not want to scroll down or have to scroll down on your website, today since everything is about mobile, they actually give you better scoring and better relevancy if they can sense that people are scrolling on the website now so a very different change and that's why they have to put ads down at the bottom here because people will actually see them as they scroll down. I talked about Google serving paid ads and the map results so this is a map result over here again here we're talking preschool Jackson Michigan, so you can see there one paid ad and here's ABC Academy; three of their locations which we proudly we serve your local child care marketing are in here and so again this is a judgment call; do I pay for this ad or are these three indicators enough for this particular customer. So these are the types of things that we analyze as we go along and if you're on a top three positions typically we won't pay for an ad because we are always on limited budgets at least I don't have a single customer that has an unlimited budget so one of the things that we're very proud of is taking the time to work with people and they're trying to work within their budgets to get as much as we can online web presence. So what's coming next ? well this is what I was talking about Home Services like I said I know this is plumbers but you got to wonder what is going to happen next so you'll notice now the Google app down here here's the map is only two but what they put in is plumber serving San Diego and these are all paid and you'll see Google guaranteed, so Google is actually guaranteeing that these people hold to a certain standard that Google is set out-- so again very big change coming not sure if it will apply to child care but for some of you may remember about two years ago they had what they called a carousel up at the top and so they took Google maps from this format and they put it all across the top. That didn't seem to work so well so I'm not sure if this will come in to child care but,

[00.12.00] I want to give you one example of how Google is always testing and remember at the end of the day you know Google does a great job, they got us hooked on their platform we love their platform we use their platform all the time and then all of a sudden they keep expanding on the ways that they can make money off of their platform, so I wouldn't be surprised that we see this type of format coming through-- we've also seen they've been testing actually putting ads right inside of the map so that maybe coming through as well in the near future so just be aware that when you're working with an SEO professional, they've got to be looking at what's happening, how it's changing and then reacting as quickly as possible once the information's is out there. One of the things I'm proud of here local child care marketing is; we have on staff --a marketing manager, myself who diligently to stay on top of all the blog posts and stuff about how things are changing and again try to implement them in the packages that we offer--there are really three biggest changes though that you need to be aware of is you can no longer get away with duplicate content so if you have duplicate content on your website, it needs to go so if you had a phrase that you really liked on your homepage and you decided to put it on three other pages-- that's duplicate content. In the past also we had irrelevant and low-quality links pointed back to your website so your child care so links should be about child care, they should be from child care associations-- because you're a local business, they should also be from local entity [inaudible 00.13.46] promote the Little League for example you need to reach out to the Little League and say that I have hundred and fifty dollars I'm going to give you this year, I expect an acknowledgement on your website

and I expect that to link back to my website and then you provide them what exactly you want them to say-- so local is also about relevant, the things you want to avoid is what they call article farms where people just write articles about anything way back to your website. You want to avoid in the past it was very common to pay for a link from a particular website-- It really didn't matter what the website was as long as you had a link-- today Google is looking at every single one of your backlinks and determining what their quality score is and making sure they're high level so that's a really big change that's come on and last year and then the biggest change probably for everybody is you need a real physical office to write well on Google Maps. For childcare centers that's not such a big deal but for every other business out there especially if you've been you're a plumber or construction contractor or anything that's home you know 00:00:15 you know providing service to the service area, you're going to struggle to get into maps and the days of you know, having a UPS Store box or something are gone so those are things that take in so I'm going to talk about a detail so, you can't get away with duplicate content. Most preschools and childcare centers serve just a four to seven mile radius, lots of little cities and towns overlap. Now in the West Coast that's not so true, but on the East Coast that's very true I was talking to a lady yesterday who's in in New York and within five miles over there are sixteen different unique entities that are either called a hamlet, a town or a city. So how did she deal with those 16 different places as she wants to rank? So what you do is you set up city pages so you're discussing into those pages but in the past what was very common is you'd set up 16 city pages and then you just copy everything except for the city name onto each of those pages, can get away with that. So each of those 16 pages that she becomes a customer will be writing copy for that, for each of the 16 pages unique copy and that's a that's the most difficult part about upgrading keeping traffic to your website is do you have each of those cities identified so you're ranking for them. In the past people have set up microsites, so instead of putting pages on their website they actually would create 16 little websites or about different cities strip the same content across them all and again totally change the city name that's not acceptable anymore you'll get penalized and as I just said every page on your website must be unique from one page to the next from one site to the next, so it's not just we are comparing what's on your site but we're also comparing that out and across the web to see that we don't have duplicate content. Now obviously certain terms and certain phrases are going to be duplicate content what they're looking more for is what's the ratio of unique content to the ratio of what's duplicate or now they're calling actually common content and what I mean by common content is, you know if you say at the bottom of every single one of your pages on your website God Bless America well obviously you could say that super good content but Google's algorithms are smart enough that you will not get penalized for that type of thing because there's a hundred thousand other websites out there that also God Bless America on them for example and it would be impossible to police that. So they have to build those exceptions or what we call negative keywords and so we'll ignore those but again we looking at unique content on your website make sure each page is you has a great call to action. You have too many irrelevant or low-quality links he used to be all about link so main links as you can just get links get links and with a pure count system now each link is graded into four simple explanation each of those links are worth anywhere from zero to--I'm sorry negative one to the positive point so if you have a bad link it actually counts against you can have a link that's on a pretty remote slightly relevant site and you might get decimal one value for that link and the next one which is a link from a local pizza parlor for example

maybe three-quarters of a point and the link that comes back to your site from the childcare Marketing Association or

00:00:19 childcare Education Association or the zero to three website for example those links will all get a point cause they are highly relevant and good quality links and then you want to diversify your anchor text and build more high quality relevant links so, used to be just put out there, you know child care Colorado Springs and you get every length as a child care Colorado Springs. Today you actually only want 40 percent of your links to use that one anchor text you're also going to want to use things like click here and other phrases like that to show those links coming back from websites and that's why as you ask somebody for a link from their site you actually have to look at the various profiles that you out there to determine what you want to do. Sometimes you want to use what's just called in a naked URL which is just HTTP colon forward slash forward slash your domain name.com so all this has to be tracked and if you get the weighting wrong you'll get penalized for that and then you need to review your current link profile find the bad links you need to have them removed or disallowed and if your current customer Brandie and Jordan we do this as a part of your package so it has happened to your site and we check about every six months. So that's one of the things that we do for customers. And then finally the third big change you need a real physical office right well we will like so it doesn't really apply so much to childcare when I share this with you just to show you some of the complexity of what goes on but also I'm sure some of you have a friend that's a plumber or a roofer whatever this trying to work from their home and wondering why they're not getting listed in Google Maps and this is a major change that they made. So you have your primary lists now in the local map listings they're looking for fake addresses, there's actually a time in the history of SEO where they would teach you to just get a just pick an address anywhere near the central point of where your service areas is and then you call that your address because nobody ever checked well [inaudible]. If I'm going to promote a local business I want somebody to be sitting at that local business so if somebody drives over knocks on the door and walks in there's actually a going entity there. So this is what this particular clean up type Sarah used to UPS doors mailbox etc. and other virtual offices. So sometimes that makes sense and sometimes a doesn't, so from my business local child care marketing we use a UPS store for our address and we're fine because local child care marketing is a national business it's not a local business so all those things have to be taken into account. If they're working from home, they have a home address then the Google my business, if you're hiding the address it will stand less of a chance to show up. And then really the biggest change of all this stuff that I'm talking about is just about I think within the last 60 days Google came right out and said we're going to give you nearest proximity to where you're located at so you're sitting in your car for example and you are in the parking lot of where you work and you decide to search for childcare on your phone

00:00:23 the phone depending on how it's set up at the phone set up to track your physical location at the moment we'll give you one result. If you have your phone set up to always track back to your home office or your office or your home and one of those, then it will look at from that destination so you have your phone setup for your home then it will give you in closest proximity to your home so when we do Google searches and we hear this all time while not showing up what device are you using well I'm using my phone okay you typed in child care you know North Las Vegas where brandy and watch me

grow our and she's sitting on the south side of Las Vegas and has her own program to show where she's physically sitting in her car at that moment. She's not going to see her Center because her Center is whatever Center ten miles north of where she's setting so she's going to see the top three results for childcare centers right around her she drives a seven miles north puts in the exact same search and now it's going to show her Center and again if it's programmed for--her phone is programmed for her home wherever she lives, it's going to do the same thing. So those are really big changes in Google Maps and we do our best to take that into account and there are some new guidelines that we're following to provide the best opportunity and the best opportunity comes from one of the things as it's looking at Google Maps that is also looking at most relevant. So we've done our job and don't decide or you've done the job and built the site that has highly relevant content it will ignore some of the childcare centers near your proximity and actually show others that are more relevant because that's the thing Google does it's always showing the most relevant stuff and I talked about earlier it's also allowed the mobile indexing, the mobile first as well as column. So it's always going to try and show your website through a mobile perspective first and then look at it from a desktop styling and the way it's laid out, so we take all that into account as well as we develop websites today which is different than the way we've developed websites even two years ago. So if you've got an older site, you need to go through your site and make sure that it can show up on a mobile first search or if the technologies that built into your website because at the time it didn't even exist then we'll have to figure out how to make changes or you'll have to hire somebody to do that for you. What else has changed basically old-fashioned SEO is no longer effective and in the past we have panda, penguin, pigeon and all of those things we're moving us in the direction of user experience optimization, so when we show up on a website it's all about how we flow through the website how visitor comes on or like finding the information and being able to get the things that they want. Most child care centers if they're an existing parent they're looking for a phone number to call in but say little Johnny sick today and they don't have a program on their phone or they lost the scrap of paper that they had to run down on whatever so that's one thing for the existing there for somebody that's had a referral and said, hey maybe you should check out ABC Academy Jackson and they're like now found that website and what are they looking for? Well they're looking for

00:00:27 the FACT ABC Academy Jackson has five locations. Which location is nearest so the Maps page on site it's going to be a big component and then also the phone numbers are the phone numbers clearly displayed so that they can call and set up a tour or is there, you know set up a tour button if that's what the customer meaning the child care center wants. So all of that comes into play in the user experience optimization and so everything we do in the new SEO is all about that because of a bad user experience. New ranking factors so things that allow your website to rank click-through rate is key so with their finding even of organic search refining and pay-per-click advertising if they're finding you and Facebook advertising, wherever the case may be every time you get a click that's going to tell Google that your website's very relevant and it's the 2nd 3rd and 4th click while they're on there that really [inaudible] in that your important child care provider in that area. So that click-through rate is essential as I said a little earlier scroll right now is essential, are they scrolling down once they get to your homepage or website and again this really came into play when you bring mobile end into the equation because again three years ago I would always tell, people don't depend on scrolling because at that point it was less than twenty percent of people would scroll. Today the numbers have completely

flipped and more than 80 percent scroll, so you want to have that time on page is a big deal. We'll talk about that here a little bit later. Voluntary is something to watch very closely so you want to see why they're bouncing off your site look at the content on your site to

00:00:29 make sure it's well optimized, well written, because again if you have an older site the page may have been written in a style that's less topical and not answering as many questions so the whole theory is kind of use this kind of principle, it's three used for every week. What I mean by that is benefits so you get this, you get benefit A you get that benefit B, you get benefit C. We've been in business for twenty years, you get free lunches, you get diapers included, you get a bus to transport your child to the, you know after-school care or whatever and we do this next thing. So you want to make sure that your pages are dealing with the human we because a lot of the old writing first we do this we do that and it's a balance, so don't run to your website and start counting and trying to figure it out, because again if your websites working getting the leads you expected them most time we don't change it because it's a proven it's proving copy that alerts we have copy that's not converting then we have to look at that copy. The other thing in ranking factors, there's the number of citations so going out there and getting listed on Yelp the Omro pages Foursquare hot frog best of the web and a variety of other things and then relevant links we talked about, finally all caps here reviews biggest mistake being made today the childcare centers across the board is the belief that because I choose not to do reviews it's okay I don't have to conform to Google I can just not do reviews. And you know if you've got all the customers that you want you're always full that's an absolutely true statement. If you don't have all the customers that you want and you're not completely full, Google highly take in to account reviews. So if you're not getting, I like to say you want to get one to two reviews every month, you don't need twenty, you don't need fifty, again you don't need to run a huge contest. If you if you were a different industry that might be the case but in childcare it's as simple as taking one of your you know make a list of your top twenty or thirty parents and just ask one or two of them every week to go and do a review for you, do it on Facebook do it on Google we'll do it on Yelp, wherever they like to do reviews and make it as simple as possible give them instructions on how to do it if you don't think they know how to do it and get those reviews. The belief that I can just ignore this component of it is it doesn't work one of the things that we found personally is that, there's always a struggle with reviews as customers always asking us how can you help us with reviews and the bottom line is if you're not asking for them they're not going to happen. There's no way that a service provider can do that ask for you, you have to do that ask now. There are some that services that provide CRM try to email out to get reviews and some of those services do work but they're very expensive so if you want to get a review service and pay three four hundred dollars a month to help you get one or two reviews every month that's fine or and you setup a fairly easy manual system of making a list of your 20 or 30 or 40 best parents can just make a point of asking, I would ask five every month and you'll get one or two reviews so that's the way I suggest. I also suggest you put time on your calendar twice a month but you just sit down for an hour and send out those emails I even send it to all 40 on the list but be very cautious because again it doesn't look good if you get 20 reviews this week and then no reviews for the next two months so be careful, but that is a huge ranking factor today so be aware that--so also we need to figure out most important keywords and they're based on your service your service area and search volume, there's different tools that you can use to get those that I recommend. Most of these are paid tools, so again

we're doing the work for you then we're taking advantage of that. If you are doing the work yourself start out with Google Keyword tool and then I'm actually going to give you this list of keywords that we start with on

00:34:00 every single child care center so you'll have a lot of the research done before you make sure you've got a great website with the pages target targeting to those keywords. The biggest mistake I'm seeing today is a parallax website so we're going to put infant care, toddler care, preschool, pre-kindergarten and we're going to do that all in one page and hope that that one page will rank, the page looks really cool and it just looks really cool but doesn't work Google wants a page for each. So as you see websites that do well you have a page for infant care, you have a page for toddler care, you have possibly you know one to twos to the three threes the fours and then all the keywords that you use and I always want to be cautioning you to remember its location-specific - because on the west coast you never hear of a nursery school and in the southeast we use the word nursery school on websites there. So you have to look at each of those keywords and see if they apply. Make sure that that we have the pages for each city that you serve and for most of you that's going to be just your one website but if you do serve or cross borders into two or three other cities make sure you're getting a City Page is added. Make sure that you've got a great user experience going on optimize your website for SEO on site and then build your authority to the off-site optimization again building just a variety of links back to your side. But it's also your social profiles so do you have a Facebook account, do you have a Twitter account, do you have a Pinterest account an Instagram account, a snap chat account and - - Jordan what am I forgetting? I'm forgetting something please type it in the chat, but you want all of those and you want the brand aligned so your logo on each of those, because those are all going to give you a link back to your website so your logo has to match your wording has to match--again remember you have to kind of write on Twitter if I forgot Twitter so you got to have all those so where you have the little typically less than 100 word description you know you got drill down real quick and my childcare center is the best because of my child's Center will provide you the following experience and then explain it, but make sure that they're all matching up across the web and the reason being is we're not those little descriptions get scraped off to other Authority sites and other directory sites so you want to make sure that that's doing a great job for you and then tracking your results, yeah, you know how much traffic you're getting to the website, are they clicking around and looking at your website are they call tracking on your website and if you have call tracking are you listening to every single call it comes in not from what was their name and eat you know phone number but also how did your front desk handle that call? was a very professional, was it descript that you wanted them to read so that you get exactly the user experience that you're trying to do they're from the front desk as well I mean. We hear it all the time, just recently reviewed call tracking on a customer at 25 calls, 14 of the 25, they did not ask for contact information they answered the questions and essentially hung up the phone. So they had no way to

00:38:00 reach back out to those people and their big complaint was we're not getting enough leads well you're not getting enough leads because remember the number of people to make the decision on the first call are very small. The bigger number is the ones when you send them out email and say hey we-- thanks for coming in yesterday or thanks for calling yesterday, did you know that we provide these

four or five benefits next email day later can be as simple as there's five testimonials of parents that are satisfied with our child care center, can be all of those things but all of that needs to be optimized. So when I say off-site optimization I'm not only talking about the web but are you optimizing the phone calls that come in, making sure great user experience, you Script and I hear again things I hear as well it's too hard to teach a script, it's too hard to manage my people, it's just too hard and you know okay I can buy into that but that is what gets you the experience that you want, So they keep that in mind. So you're tracking all results out all that stuff and a variety of other things and seeing every month you know where you can tweak your website where you can click your links to get you higher in the search engines and also what can you tweak on your website to you know have better conversions as a director or owner of the childcare center are you reviewing at least two pages of your website every single month and getting them updated if the vocabularies change, the name of the program has changed, if the way you're doing it has changed or just an image that you know when you first built your website you put in a stock photo and now you've got a really cool image of one of your children and you've got permission to use it and you substitute that end because authenticity, which is a part of Authority is really important if your director, owner; is your picture on your website someone is it hidden away that they have to go 14 clicks in to finally see you because you don't like the picture? Well you're going to suffer on authority because you want to stand right up, you want to be big and make a difference, so no more than one click to see your face. So think of it from that perspective whether it's your staff listing or about us or our leaders or however you decide to do that. Preschool childcare keywords here's a big list of ones that we use and we actually use more than this but these are kind of the core ones so pretty much you're going to insert your city, the preschool childcare widows, FAA's childcare without a space, take their widows phase they care without a space pre-k ; how is pre-k spelled again in your neighborhood is the pre space K is a pre - K and it's pretty easy just go Google search see what your competition is doing and make sure you see on your competition all using a dash in here that's probably how your part of the country spells it, infant care and then what's the other-- offsetting baby care all these thing to take into account and at the end here I'll do some searching just a demonstration on how people make really big mistakes with their keywords' on site optimization for on website, good content, great user experience leverage multimedia to improve your on page time, so get a video on your home page that's always great, put videos on each one of your pages for toddlers, infant care, each of the different levels care as many videos as you can make, you can make them yourself,

00:42:00 you can reach out a fiver. I highly recommend fiber and the reason being is, guys, I can make you a video and I have to charge about a hundred and fifty dollars to make it worth my time and typically on Fiver for twenty dollars or less you can do a great video you can even do your voice over so you can have whoever's creating your video for you can also put your voice in there and of course we're always willing to help but again because budgets are tight rather than spending that money on me creating a video for you, I would rather spend that time building some links back because they both have value what links overall will have a greater value over a longer period of time because the video will become obsolete but that great link that we got from the Chamber of Commerce in your city is good for as long as you keep it up today. Make sure you have pages for each of your programs, pages from the cities that you serve and that you have unique content every page that's important key word in the title and the h1 tag name a, dress, phone number and the footer or sidebar, Meta Description that sells the

click so when we get to the end here I'm going to do some searching and I'll look through these different components and show them to you and then blogs and ongoing updates. So as a minimum, you should have on your on your blog you should have one industry-specific I'm going to 40 because kind of blog. So you know the 5 things to consider when selecting a preschool, 5 things every child needs to know before they enter the first grade, whatever that is and then make it very industry specific about I am the authority and then we call them seasonal blogs, then you want to have something seasonal for the social component of it so it can be you know celebrate Veteran's Day celebrate the holidays. We recently did childcare or child abuse awareness month, so making people aware of what's going on in our world, so we do those types of things. (blah) that's blogs, real example so you know what is engaging here so, I'm sorry it's a little squish it looks very different on and you open up the website, but you know the whole about us resources, a statement here why choose us the ability to sign up for their factors reviews, the easy way to call them, an easy way to click the link and scheduler tour, breakdown up this talking about the family-run business and then what they offer and then there's that multimedia component in here, so even in a mobile phone you know look at this this is you know a great lab, now this is a website rebuild that we just recently did young scholars has been a customer about four years so the website that we built four years ago it needs to be rebuilt because again you had to take into account all the new things that Google is doing and this one now definitely is set up for mobile first, so the Google's looking to see who to give a recommendation on they will see that. Totally different style so the one you just saw second ago was a folded style this is an it's called a fixed-width style which is perfectly fine as well just really what your preferences are so instead of a video here we're using a slider you only want three to four slides here you on tenor quo you know put caption a strong caption here

00:46:00 good copy written and then over here we love to show the image of the location we do that because if you're a new person in town and you're little, you know apprehensive of even where the roads work and how they were if I've seen you that your sign and your building entry here it really calms them down as they're trying to find your location-- we want street address, we want phone numbers, hours of operation, base of operations rather, we always put in our driving directions and they click over and actually get onto the Google map and see exactly how to do it so that's all interactive and then you know why choose us when our programs, blog posts we don't call it blogs we call it events and updates-- does the same thing and trust me Google knows it's a blog and again what's going on general updates you know everybody needs a raincoat on Friday because we're going out to the park or something like that can be a simple general update. You're going to put that also over your Facebook page and you can either post in your Facebook page and link it back to your page here and then I get holidays, parenting tips and helpful safety and all of those can be your authority building so parent tips especially are a great place to put in you know authority building things and you know three activities to do with your child on a rainy day that will help them learn their ABCs. So, not just three things to do with your child on a rainy day but that will help them do their ABCs-- that makes you the expert and remember it's your opinion a lot of times and that's fine and if you can back it up with some education for certain parents that's important-- so I'm going to ask for volunteers here at the end and we'll look at some things. All pages SEL, what do you need to get done? so you need to make sure that you're claiming and optimizing your Google-my business listing, getting lots of citations across the web, building of your online reviews you can look at tools like review bugs, customer Lobby or we have a review tool for local chakra marking as

well and then building the authoritative links back to your website from other website so that's your off page, the secret to getting ranked on a Google map--your Google my business has to be correctly set up you want to make sure that you're looking at what the categories are that your competitors are doing and make sure that you're in a line with them unless you absolutely know they're wrong but oftentimes we see subtle differences and Google maps are set up with the primary keyword of day care and you really don't want to be known as day care you want to be known preschools --you have to go to like Google my business and make those adjustments. What happens then it's getting like I said on all these different things, so you got [inaudible 00.49.09] the list goes on an axiom and so you want to be on all of these different lists and this is a service we provide because it's very time-consuming work that we undertake then reviews--reviews are going to drive you on the maps faster than anything else that you do. Building good relevant links so you want to link from a child care related site for example you want to go out and find a website that talks about family, Family Values something like that to build a website back. Something about lifestyle and simply if you could already provide like an evening program or Saturday morning program in going to a lifestyle site especially a local ones I say you know please put our link back on Thursday nights if you want to go out and have dinner and movie with yours other--are a great place to drop off your child for that two hours three hours so those types of lifestyle things Facebook and Pinterest and just goes on and associations related to child care. All of those need to be links back

[inaudible 00.50.33] and then you look at how good and relevant links are and since I didn't want to share customer links looking here at local child care marketing so you can see here for the-- may have a section on marketing obviously where marketing company--here's the strength of web link which is good and here's the domain strength and we want-- ideally you want at least a minimum domain strength of 10 so we can see here ABC Academy Jackson has a link down the very bottom of their website everybody asks why we do that so we get along back from them and their domain strength is 23. Day care preschools, with a strength of 15 and remember this is only ten that show up-- there's many more these are all sorted I guess in their order whatever but that's what you want to be looking at again if you're working with us, we are looking at this kind of stuff for you--what do these results have in common? well title tags are really essential in what we do and so here you go you can notice that I searched for preschool this is San Diego and Chula Vista so our customer in Chula Vista and the key word here that I was going after is preschool and they have preschool in their name but you can see they also have it in their title tag and they have location Yelp--you know this has preschool and Chula Vista in their title tag and that's why they do all these ten best list that's why if you ever wonder why it has thousands and thousands of these ten best, that's how they insert those keywords in there and get it done. Here's the YMCA, here's the - Montessori school that's smart enough to know they got to get preschool in there and they got to get to La Vista in there so even though there are Montessori School, there's a church school, preschools in there. So those the things that you have to make sure that are in your title tag and correctly done and oftentimes we see that it's not and also again remember what the rules were three years ago have changed to some degree. So claim them verified by Google, no spam in the company name but in the past there used to be you know 300 words of like every keyword I could get in the title tag so make sure you're not doing that always the title tag preschool Chula Vista or some variation so you'll notice here preschools at the front, Chula Vista is at the back that's fine. Google is

smart enough to read that whole sentence, lots of citations with consistent reference to the name address and phone number so name address and phone number everywhere has to be exactly the same. Too often we get lazy and we abbreviate and remember a lot of this information comes out from simple things like you filled out a new credit card application or the center because you want a new credit card app and today you're abbreviating the street name and you were too tired direct your full physical name out so you just abbreviated that as well-- guess what that credit card company has been selling your name and address out to the aggregators and the aggregators are selling them to these different sites like gilt so be consistent it's very important. So always link profile across the web and what I mean by that is and getting rid of the spammy links because they'll happen-- people put links back to your site that you're not aware of so that's why once every six months you will want to go and look at that and as I've said lots and lots of online reviews. So the new formula set up a great website with pages, get your keyword and geographic modifier and the type of each phase, use unique content on every page leverage multimedia so they're on time, on page there is higher, get online reviews, build your citations and consistency, post updated content on ongoing basis, the links and authority and leverage page search to identify high converting key keywords

[00.55.00]so anybody that's doing pay-per-click advertising is in a good position because that's how you'll find those unique little keywords that, because Google's making recommendations on keywords you should be using that are high actually getting higher search volume than the ones you may have signed up for. So that's all part of the track your progress, keyword ranking report other tools if you're doing this on your own bright locals we recommend. We have other tools that we use that cost the thousands of dollars so this ones are fairly inexpensive ones, if you're looking at traffic cans organics, look at your Google Analytics, have call tracking on your website called real call tracking metrics we happen to use call tracking metrics. It's what we like to do, so what I want to offer and then I'm going to put my offer out there and then I want to jump over and show you a little case study just from yesterday that I won't do but if you are ready for an online marketing plan review, we will do an analysis of your online visibility again I'm sorry I'm having a problem speaking today, custom keyword list for most important search key terms we'll look at your ranking report to show where you right now, where you can go in the future, analyze your online directory listings and consistency, analyze online reviews and reputation, penalize your social presence and finally penalize website conversion effectiveness so we look at your website tell you what's working what's not-- you can give us call 888-354-6196 you can do that--again we're working through this web presence domination method here and we're still focused here on the SEO that's what we talked about today again if you want to give us a call 888-354-6196 or [localchildcaremarketing.com/schedule](http://localchildcaremarketing.com/schedule) if you are ready to schedule an appointment. If you're an existing customer please just reach out to Charles or Nicole and ask to be given an appointment schedule with me and get together and look at what's going on with your stuff-- all right Jordan since we can so, let me just take aside I hope that Marjorie is okay with me sharing this site with you so purchase land-- really learning that stuff, the title tag that she has on her home page, you'll notice that it does not have the words child care, preschool daycare it has early learning and believe me early learning is the least searched of the phrases, daycare is the most searched, childcare second most, child care is second one, preschools third--early learning has not one of those things and so we look at the website got the phone number in the upper right hand corner await to schedule a tour that's all great, meet the staff so

it takes them pretty quickly and we did not build this site that's why I'm using this site as an example so there's lots of pretty good things here, a video on here, it's got her face here so this is called Marjorie

[00:58.38] got an event that's coming up so that helps keep on time, home side time, have the address and phone number down here again, some mistakes made are scattered-- email address, you want to take that off because you want them to fill out a form so to just send them an email because then you can capture the emails that come in and have a better chance of keeping track of them. What I want to show you really is this little example so I'm going to go to toddlers so got to toddler page here and so first thing I look at on the cover page is I take my mouse up here and I see toddler and precious Lambs so, in the chat box is toddler the right to be trying to search for our rank for? Just the word toddler? come on somebody help me on here-- when you search for toddler you'll notice what you get is Wikipedia information, you get parents magazine and you get some other directory listings and you don't really see any child care centers here at all so that's the wrong phrase to be ranking for so what should it say here? Toddler what? Toddler—here let's see what happens when we put that in all right now we're ranking for childcare center stuff so now we know we've got the right keyword phrase now remember if you're a huge organization with an unlimited budget you can probably rank for the word toddler but I live in a real world where everybody has a budget that's limitations so that's what you want to do, you want to get that keyword narrow down—the other thing you want to do is go to the very bottom of the page and you want to look at these other related terms that but you know Google's recommending so are all of these terms used on your page-- that your page is saved-- daycare for toddlers near me, schools for toddlers and that's not all interwoven into the copy on your website and then to take it a step further now you're still not ranking so putting toddler care up in this title tag up here would be an improvement but as soon as you put in Holbrook New York and I have to put in New York because of where I'm at, now we can see she's in the number one position again you're not using the intertidal tags so correctly done this should be toddler you know toddler care, city name and you can throw another keyword if you'll you know child care would be what I would put in so toddler care pipe, childcare pipe, purchase lambs. Next page it is going to be something different but you will work through that and you look at each one of those pages and then you go through and see again are those key words that I pointed out and being used because when you take this-- is this the right one? I know it trust me we do this stuff every day so this can be pretty time-consuming but you see its guidelines and other things so my guess is you have the word care in here and you're going to get much different now there's an authority stuff and you can rank for authority stuff-- if you do it right so you got to take all those things on the [inaudible 01.02.44] page make sure a big thing with optimization on site is you cannot use grammar and paragraphs the same way that you're taught because online is all about readability, the rule of thumb is you use something at the top that tells what your paragraph or your section is going to be about and when you use a paragraph sign after about every three word or three sentences so it's really easy to read and if you don't know if you've got easy to read or not take just any one of these senses you so I know and there's ways to do it let's see if I can find my work stop sharing here for a second --we just come over to a word document and we can throw that in there, we go to review spelling and grammar--I'm just going to ignore everything right now because what I want to see is people online read at the 8th to 9th grade level [inaudible 01.04.19] grade level score or for the Flesh reading ease score it should be 50 to 55 is preferred that's about the level of a reader's digest people

don't read at the 14th grade level I mean and I'm not talking well you've got smarter parents than everybody else, all the research says they read at the 8<sup>th</sup>, 9<sup>th</sup> level they're all that skimming it's all about captions, it's all about headlines, its al about hitters so you got to work on getting that down and that usually the biggest thing we find is complex sentences, do you take this sentence and rewrite it as well as it will change, take this sentence right here and instead of a long with lots of commas, turn it into bullet points and all of a sudden this will read a lot better and you notice if I had a hit or up here yes these are called paragraphs but it's much more readable so those are the things that you're looking at as you go to this stuff –so am going to stop sharing one more time so again if you're interested in talking to us give us, give us a call at 888-354-6196 or go to [localchildcaremarketing.com](http://localchildcaremarketing.com) and schedule. Are there any more questions that I can answer today? if not I'm going to wrap this call up and I appreciate your time and again I apologize because I'm going to talk a little bit today but really wanted to get this information out to you because I believe it's essential for you to do and get as you're trying to grow your Center. All right I'm not seeing any additional questions have a great day and we'll talk to you soon thanks you.