

Google

web designer Flower Mound Texas



Get in the Door Method: **Organic Search**

Success Agenda

- The best lead generation for **EVERYONE**
- **What** you want to rank for
- How to **build a site that ranks quickly**
- Getting found on Google (organic)
- Setting up tools to capture leads
- Next steps



Where is the best place to get found
Ummm... Google

So why are YOU not ranking online?
If you sell SEO, you have to be found

How we get 10-20 new leads **per WEEK**

- We rank in 200+ cities in the state of Texas
- We rank for many different keywords
- We show up on my local GMB maps
- Our portfolio is vast and shows experience
- Our reviews are 5-star on multiple platforms
- We are available by phone, chat or live conference
- We have a “schedule an appointment” feature

If you build it,
people will come



What should you rank for?
What people are searching!

What gets searched in our niche

- Logo design
- Web design
- Print marketing
 - Business cards
 - Postcards
- SEO
 - Online marketing
 - Digital marketing

<input type="checkbox"/> Keyword	↓ Clicks	Impressions
<input type="checkbox"/> business cards	345.35	10,596.39
<input type="checkbox"/> logo design	143.64	4,126.51
<input type="checkbox"/> web design	31.95	1,368.33
<input type="checkbox"/> postcards	22.61	1,061.02
<input type="checkbox"/> seo	13.06	967.24
<input type="checkbox"/> digital marketing	11.85	771.32
<input type="checkbox"/> online marketing	2.47	163.84
<input type="checkbox"/> print marketing	0.30	20.42

Creating a Site That Ranks!

Cloning a Website

- Use an existing website to get up and running (one will be provided in this lesson)
- Optimize pages - titles / meta data / etc
- Create city pages
- Add maps / driving directions to city pages
- Link all city pages to parent page
- Create a site map

Tools for Lead Gen

Don't miss an opportunity!

Phone Number to Live Person

- Google voice
- Cell phone
- Answering service
- Tracking numbers

Chat Feature on Website

- Add a chat feature to the website
- Use a chat program that has a mobile app
- Bot features are a plus
- We use Formilla (paid version)
- Have a live person monitor the chat
- Do not try to sell on chat – setup a consultation

Future Customers Generation Form

- Get an email so you can continue to market
- Offer a PDF or something of value
 - What not to do when setting up your business
 - 10 tips to not get your GMB suspended
- Create a “market news” piece each month that goes out to customers and potential customers
- Follow up with everyone
- Follow up again (up to 15 times if needed)

Free DIY Tools

- Free DIY market analysis (setup on site/self-serve)
- Free keyword search
- Industry specific keyword list (PDF for email)
- How to tutorials
 - How to setup a Facebook business page
 - How to ensure your domain name is yours
 - How do I add an image to my Twitter profile

Organic SEO

Still works and sells!

Register Website in Webmaster Tools

- Register the website with Google Webmaster tools
- Upload the site maps
- Make https the default
- If US, mark it as such as US only

Create Social Business Accounts

- Facebook business page
- Twitter business profile
- LinkedIn business page
- Instagram business page
- Pinterest business profile

Create Citations

- Yext
- Moz
- Bright Local
- Whitespark
- Private

Create Google Properties

- Wait at least 2 weeks if you have not opened your Google accounts yet
- Create Google My Business page
- Create Google Analytics & add to website
- Create YouTube account
- Create Google Drive account
- Create Google Docs account
- Create a Google Website

Create a Map Strategy

- Google My Business posts
- Driving directions
- Service areas

Create a Content Strategy

- Create a Website content strategy
 - 2 to 4 blog articles per month
- Create a Social Media strategy
 - 20+ posts throughout accounts each week
 - Interlink and pass through to website/other accounts
- Create a GMB Post strategy
 - 1 post per day minimum
 - Interlink and pass through to website/other accounts

Optimize All Accounts

- Send links to every profile
- Send traffic through profiles
- Optimize everything – images, videos, etc
- Create links on reputable sources
- Optimize every social account (see Dr Leon's course)
- Use geo-locators, maps, NAP, etc where able

Dedicate X hours every month
to work ON your business!

Treat your business like you were
getting paid 5k month

When you rank at the top of Google,
your traffic will be worth
well over 5k month!

Continuing this series...

More on the GITD Google

- How to sell & fulfill logo design
- How to sell & fulfill website design
- How to upsell into SEO
 - Initial offer
 - Monthly offer
- How to sell & fulfill printing services
- More videos on building websites
- More videos on content strategy

Next Steps

Timelines & To-Do's

Next Steps

- Create a website
- Outline the services you will offer
- Make service pages
- Make city pages
- Implement your SEO strategy
- Get your site ranking
- Get ready to sell the services you offer

Lisa's Complete **DFY Services**

- Website Design
- Logo Design
- Printing
- SEO
- Press Releases
- Videos
- Tier 2+ Sites
- Direct Mail

Depending on your membership, you **receive a %** of the profits. **We do all the work.** We'll even close the sale for you!!

OPEN MIC

- Your questions
- Business scenarios
- Service review
- Look at a website
- Ask anything!!



Thank you!

For attending the

Sales & Strategy Mastermind Webinar

For any questions or issues, please reach out to

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