



Growing Your Business
with SEO & Google



Search Engine Optimization

- Improving your ranking on the organic search results in search engines. (optimizing your search engine presence)
 - Content is Key
 - Social Media
 - Mobile Matters
 - Google Tools
 - Google Advertising





Search Anatomy (Google)

The image shows a Google search for "skol marketing". A large purple arrow labeled "Search Query" points to the search bar. On the left, four purple arrows point to specific search results: "Ai" points to the "AI Overview" section; "Paid Ads" points to the "Twin Cities Web Design Company" listing; "Local Listings" points to the map area showing "Minnesota Creative - Volono Website Design", "Irish Titan", and "Skol Marketing"; "Organic Search Results" points to the "Skol Marketing | LinkedIn" and "Ben Theis | LinkedIn" results. On the right, a large purple arrow labeled "Knowledge Graph" points to the "Skol Marketing" knowledge panel, which includes a photo of the office, a 5.0 star rating from 151 reviews, and contact information.

Google skol marketing **Search Query** Sign In

All News Shopping Images Videos More Search tools

AI Overview

Skol Marketing is a digital marketing agency based in Hopkins, Minnesota, that provides services like web design, search engine optimization (SEO), and social media management for small businesses and nonprofits. Founded by a former Google employee, the company focuses on creating a personalized, data-driven approach to help clients improve their online presence and achieve business goals.

Services offered

- Website design and development: Creates and refreshes websites to improve user experience and performance.
- Search Engine Optimization (SEO): Works to improve search engine rankings to

Show more

Twin Cities Web Design Company - Minneapolis Web Design
Local Minneapolis Web Design Company. Expert Professional Developers. Proven Track Record. We Build SEO and Mobile Friendly Websites so your website can rank well on...

Software Development
Customer software that maximizes efficiency & integration.

BYTE Blog
From ADA to CCPA to security & Cookies. We'll keep you up-to-date.

Local Listings

Minnesota Creative - Volono Website Design
No reviews · Website Designer
5.3 mi · 7810 Cedar Lake Rd #627 · (612) 405-6905
Open until 9:00 PM

Irish Titan
4.7 ★★★★★ (7) · Internet Marketing Service
6.5 mi · 5320 W 23rd St #300 · (612) 200-1015
Open until 5:00 PM

Skol Marketing
5.0 ★★★★★ (51) · Website Designer
6.6 mi · 5775 Wayzata Blvd #700 · (612) 787-7565

Skol Marketing | LinkedIn
<https://www.linkedin.com/company/skol-marketing> · LinkedIn
Learn about working at Skol Marketing. Join LinkedIn today for free. See who you know at Skol Marketing, leverage your professional network, and get hired.

Ben Theis | LinkedIn
<https://www.linkedin.com/in/bentheis> · LinkedIn
Greater Minneapolis-St. Paul Area · Web Developer | Search Engine Optimization (SEO) | Google Specialist | Social Media Expert | Internet Marketer | Speaker - Skol Marketing
Google Marketing Specialist | Web Developer | Search Engine Optimization ... Coordinate and present local Skol Marketing workshops and seminar events ...

Skol Marketing Knowledge Graph

Website Directions Saved Call

5.0 ★★★★★ 151 Google reviews
Website designer in Hopkins, Minnesota

You manage this Business Profile

REQUEST A QUOTE

Online appointments · Onsite services

Right by Agency Underground

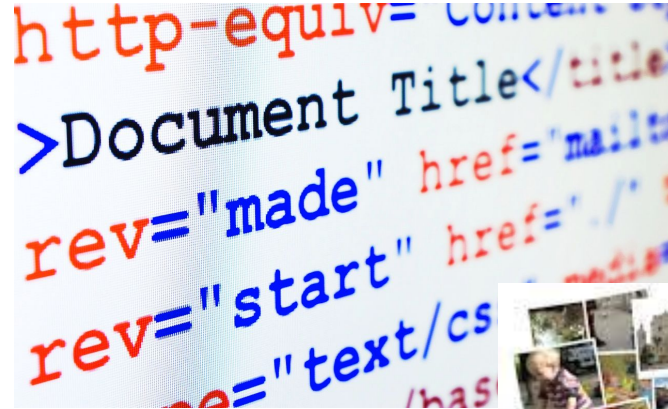
Address: 805 Mainstreet, Hopkins, MN 55343
You visited yesterday

Phone: (612) 787-7565
Appointments: skolmarketing.com
Edit your business information
Add missing information
Add business hours

Questions & answers
Be the first to ask a question

+ SEO

- Backend Optimization
 - HTML/Coding
 - Settings
 - Plugins
- Frontend Optimization
 - Content
 - Media
- Offsite Optimization
 - Social Media
 - Local Listings
 - Youtube



+ SEO

Foundational SEO

- Lay foundation to your relationship with Google
- **WHAT, WHERE** and **WHO**: Google understanding the What and Where of what your business does

Relational (Ongoing) SEO

- Building relationship with Google over time
- **WHY**: Why Google should rank you above other competitors when someone is searching

Make Google Look Like a Rockstar!





Content is key

- Build content around Keywords
 - Spider Technique
 - Keyword research
 - List out Demographics
 - List out Services
 - List out Products/Categories
 - List out Geographics
 - Use phrases and services you know people type to rank for
 - Moz and SEMRush
- Have significant amounts of content
 - Unique, Natural, and Relevant Content
 - Service Pages and Products (or Product Categories)
 - Blogs
 - More than just words

CREATE
PROMOTE
ENGAGE
OPTIMIZE
STRATEGY
ANALYZE
MARKETING





Content is key

- Video Content
 - Can use other platforms but recommend YouTube (SEO Value)
 - Different types of videos
- Keep up-to-date (once a month)
- UX Experience
 - Would you like the site experience?
 - User paths
 - Consider all demographics
- Hummingbird update
- SSL
- Longer but Stronger



+ Future...

- AI - Artificial Intelligence
 - Being integrated more into search engines
 - Still a lot of unknowns
 - Utilize current tools to assist with SEO
- More integration with social media
- Different types of content
 - More “authenticity”



+ YouTube

- Second largest search engine
- Stream live online for FREE
- Mobile and Computer platform
- Analytics and metrics for each video



+ Social Media

- Forgotten about benefit for social media
- Google now indexes posts and content on your business pages from:
 - Google+ (deprecated - Google Posts on GMB now)
 - Facebook
 - Twitter
 - Pinterest
- Important to be on multiple platforms
 - Reach larger audience and different demographics
- Be active on your platforms
 - Can be penalized if you are not

Reviews from the web

5/5 Facebook · 13 votes

Profiles



Facebook



Twitter



Pinterest



YouTube

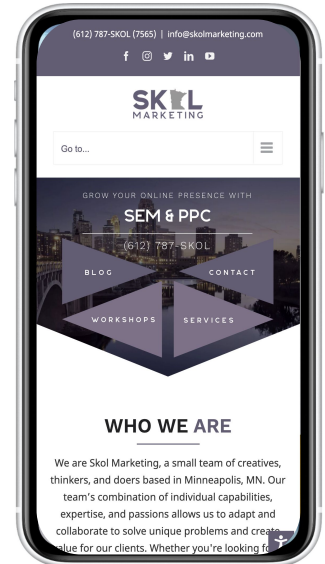


LinkedIn



+ Impact of Mobile

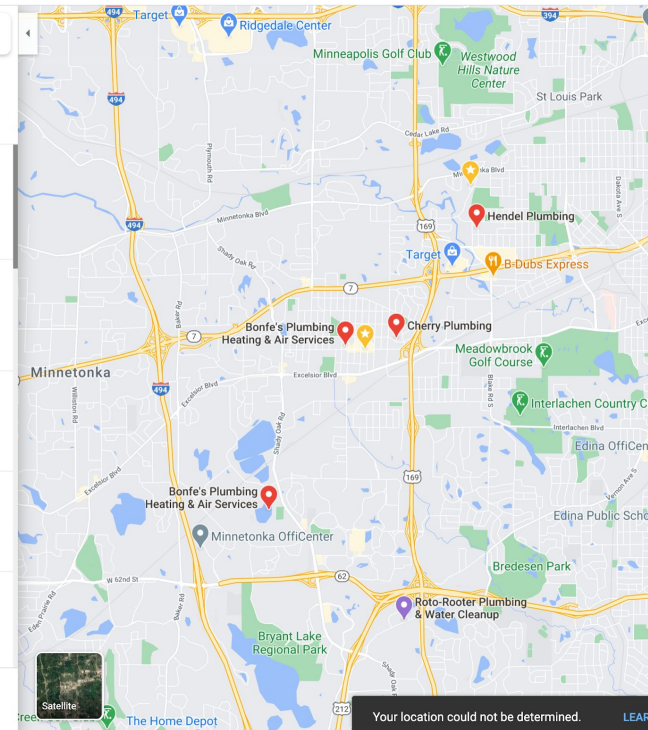
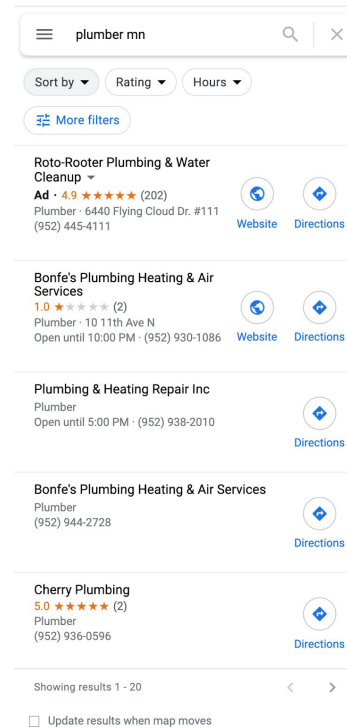
- Mobile First Indexing
- User experience on mobile
 - Accordions
 - Scrolling
 - Media
- Required





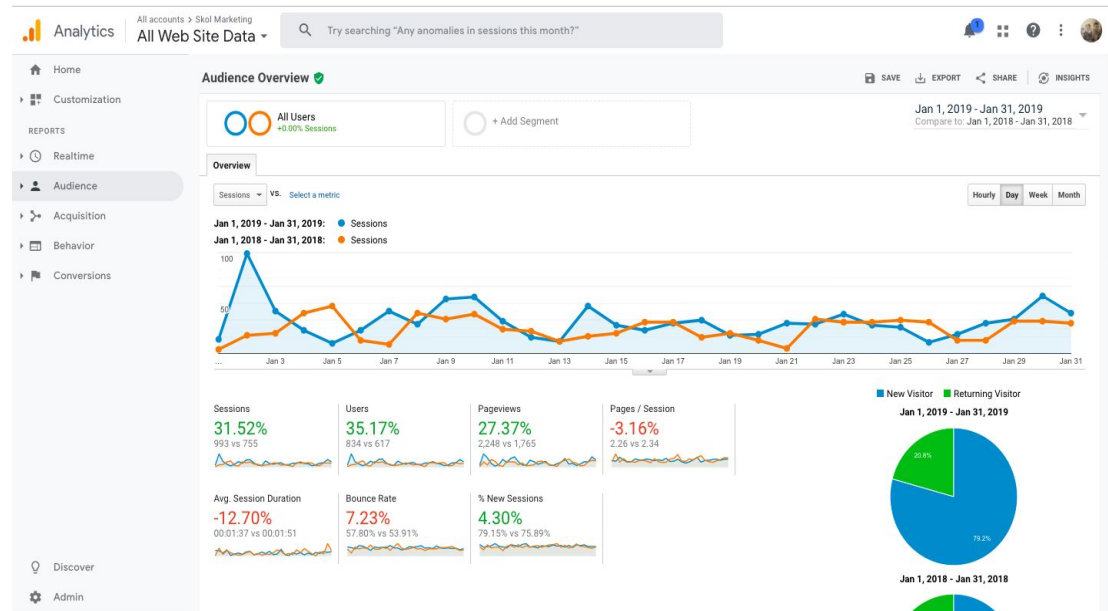
Local Listings: Google, Bing, Yelp

- Searchable local listings
- “Online Yellow Pages”
- Google Posts
- Reputation Management
- Great ROI and quick results
- NAP
- MOZ Local



+ Google Tools: Analytics

- Location of visitors
- Demographics of visitors
- Platforms used to access site
- Keywords (Not Available)
 - Search Console
- Deep analytics
 - Bounce Rate
 - L1, L2, L3
 - Conversions



+ Google Tools: Search Console

- See how Google sees your site
- Sitemap
- Basic analytics
- Alerts
- Some keyword data

Google
Search Console



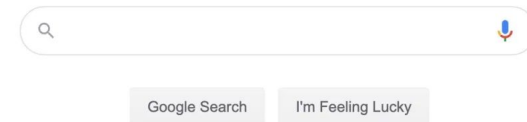
+ Google Ads

- SEO influences SEM
 - One way street
- Connected but separate
- Work great together



+ Recap

- SEO - Business Relationship
- Search Engine Optimization
 - Content is key
 - Social Media
 - Mobile Matters
 - Google Tools
- Google Ads



+ Thank You

Ben Theis
Skol Marketing

btheis@skolmarketing.com

612-787-SKOL (7565)

Full Workshop Schedule:

www.skolmarketing.com/workshops

