



Introduction to **SEO** and **Keywords**

HubSpot Academy

1

WHAT IS SEARCH ENGINE OPTIMIZATION?

WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

SEO is the process of improving your website so that it attracts more visitors from search engines.

Inbound Methodology





How would someone figure out how to **install a 3-prong electrical outlet?**

Search engines need
to find the most
**relevant, useful,
trustworthy answers.**

They send “spiders” to crawl through
the web searching for that content.




Google kitchen light paint colors

Web Images Shopping Videos News More Search tools

About 64,600,000 results (0.56 seconds)

BEHR Premium Paint Colors - BEHR.com
www.behr.com/InteriorColorGallery
4.5 ★★★★★ rating for behr.com
BEHR Ultra Paint & Primer in One. Browse the Unique Colors Today!
2015 Color Trend Guide Exterior Paint & Primers
Interior Paint & Primers ColorSmart by Behr®

Images for kitchen light paint colors Report images



More images for kitchen light paint colors

Popular Kitchen Paint and Cabinet Colors - Colorful Kitch...
www.housebeautiful.com/.../kitchens/.../colorful-kitchens House Beautiful
At House Beautiful, we love color and we love kitchens, so here are some of our ... Try adding a dose of light — or bright — color to liven up your favorite room.

Light Oak Cabinets And Paint Color Kitchen Design Ideas ...
www.houzz.com All Rooms Kitchen Photos Houzz
"Love the paint color on walls in kitchen and surrounding rooms. Anyone ... Both Maxim Lighting and ET2 lighting have a HUGE selection of xenon". "what is the ...

Light Paint Colors Kitchen Design Ideas, Pictures, Remode...
www.houzz.com All Rooms Kitchen Photos Houzz
"Paint colors. Cabinets are from Home Depot." "Light paint colors, new furniture and light fixtures combine in her kitchen's new look. A vintage-style pendant and ...

Choosing Kitchen Paint Colors - Better Homes and Garden...
www.bhg.com Color Inspiration Better Homes and Gardens
Adding color to your kitchen can give it new life. Put together a fresh kitchen color scheme using these tips for selecting kitchen paint colors, cabinet colors, ... Northern light is cool, for instance, and it's often best to counter it with a warm color.

Top 10 paint colors for kitchens - SheKnows
www.sheknows.com/home-and-.../top-10-paint-colors-for-kitchens
Oct 31, 2013 - With just a can of paint, you can give your kitchen a whole new look. ... You can always play with color in your kitchen countertops, light fixtures, ...

Kitchen Design Ideas Color Schemes - Pinterest
<https://www.pinterest.com/kitchenideas/color-schemes/>
Kitchen Color Schemes | See more about white kitchens, kitchens and ... Color Scheme, Design Board, Kitchens Color, Interior Paint Color Scheme ... White Kitchen Cabinets + brown wall color cabinet color and under counter lighting floor tile

Ads

Kitchen Paint Color
www.sherwin-williams.com/
4.9 ★★★★★ advertiser rating
Find the Perfect Kitchen Colors!
View Our Color Collections Online.
973 First St. Cambridge, MA
(617) 661-0379

Kitchen Paint Colors
www.gildden.com/Kitchen-Paint
Find the kitchen colors that will inspire the heart of your home.

Paint Colors
www.homedepot.com/Paint-Colors
4.2 ★★★★★ rating for homedepot.com
Huge Choice of Paint Colors for Indoor & Outdoor. Save More Today!
975 Mystic Ave. Somerville, MA
(617) 623-0001

Top Kitchen Colors 2015
www.diyhomedesignideas.com/
Pictures of kitchen design trends.
Paint colour schemes & decor ideas.
See your ad here >

From that data, they create a list of **results**. They rank the results in order of the popularity and authority of the websites.

**YOUR GOAL IS TO BE IN THE
TOP ORGANIC RESULTS.**

2 SEO STRATEGY AND BEST PRACTICES.

SEO STRATEGY

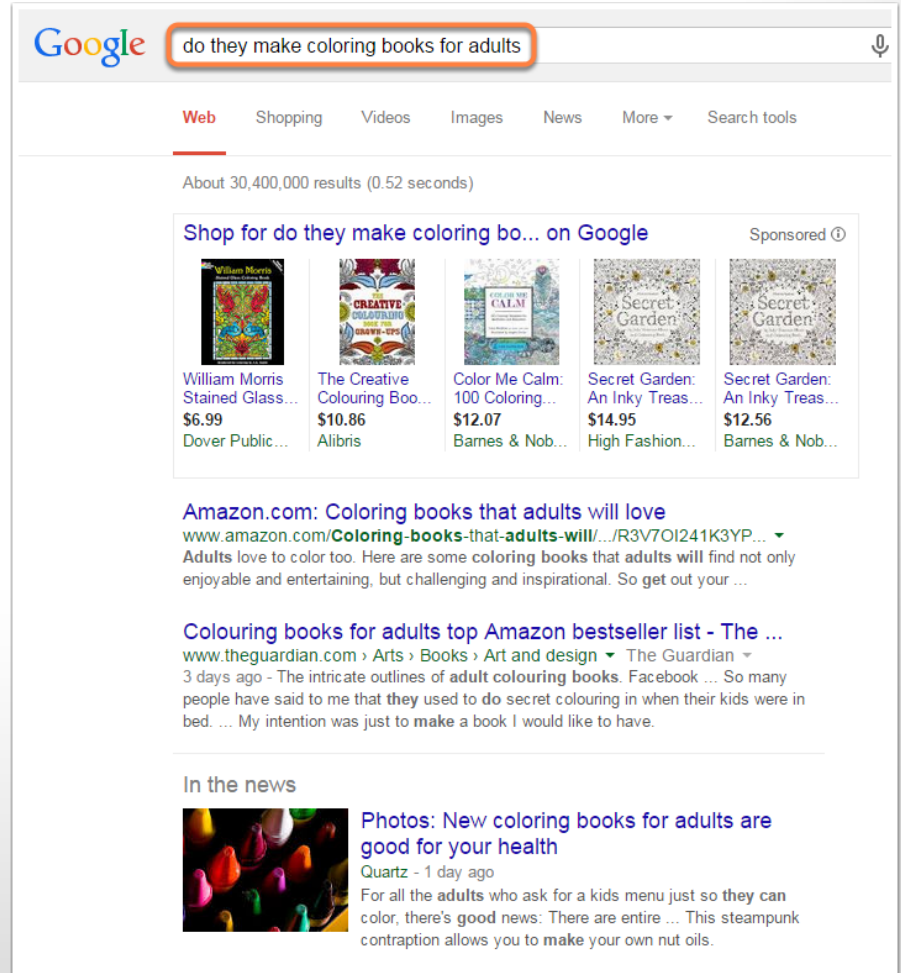
- Do keyword research.
- Create content around your keywords.
- Optimize content around a primary keyword.
- Promote your content.
- Earn links to your content.

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Keywords are the
**words typed into
search engines.**

They're the topics that searchers are
trying to learn more about.








Google

Web Shopping Videos Images News More Search tools

About 30,400,000 results (0.52 seconds)


Shop for do they make coloring bo... on Google Sponsored

				
William Morris Stained Glass... \$6.99 Dover Public...	The Creative Colouring Boo... \$10.86 Alibris	Color Me Calm: 100 Coloring... \$12.07 Barnes & Nob...	Secret Garden: An Inky Treas... \$14.95 High Fashion...	Secret Garden: An Inky Treas... \$12.56 Barnes & Nob...

Amazon.com: Coloring books that adults will love
www.amazon.com/Coloring-books-that-adults-will/.../R3V7OI241K3YP...
Adults love to color too. Here are some coloring books that adults will find not only enjoyable and entertaining, but challenging and inspirational. So get out your ...

Colouring books for adults top Amazon bestseller list - The ...
www.theguardian.com/Arts/Books/Artanddesign
3 days ago - The intricate outlines of adult colouring books. Facebook ... So many people have said to me that they used to do secret colouring in when their kids were in bed. ... My intention was just to make a book I would like to have.

In the news

 **Photos: New coloring books for adults are good for your health**
Quartz - 1 day ago
For all the adults who ask for a kids menu just so they can color, there's good news: There are entire ... This steampunk contraption allows you to make your own nut oils.

HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.

Let's say your
business makes **smart
phone accessories.**

One of your buyer personas is a
teenager, Lanky Luke.





What are the
**common industry
questions** Luke
might have?

“Drying out a smart phone”



What questions might Luke have **that your company provides solutions to?**

“Waterproof smart phone cases”



What questions might Luke have **when deciding to buy your waterproof case?**

“Smart Phone Preserver case reviews”

THE BUYER'S JOURNEY

Categorize keywords by the stages of the buyer's journey.



Problem-based
keywords



Solution
keywords



Branded
keywords

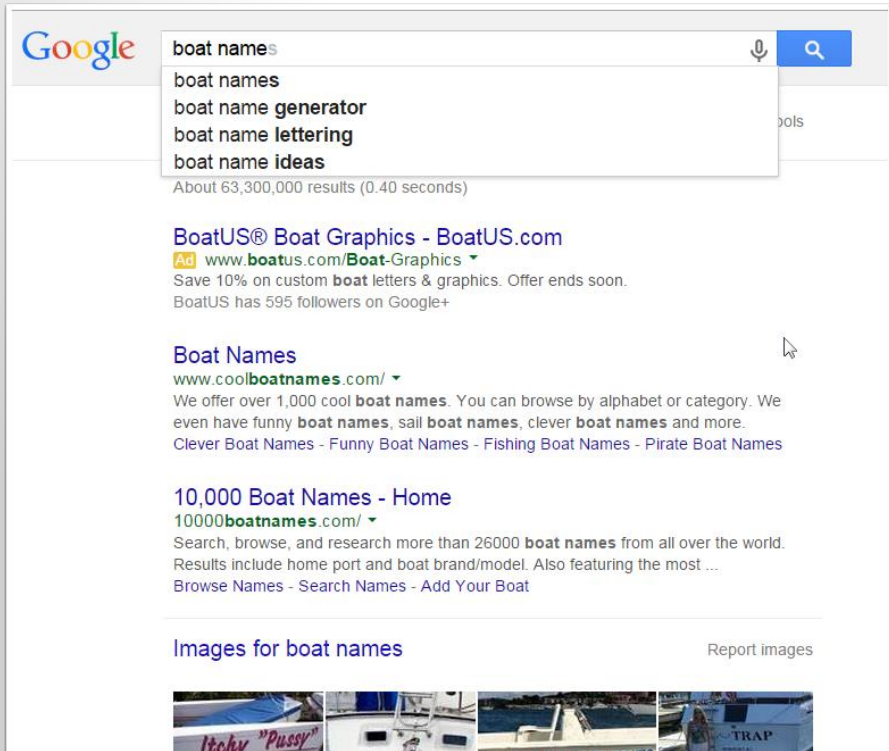
MIMIC THE LANGUAGE
THAT YOUR BUYER
PERSONAS USE.

HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.

Expand your keyword list by searching the web for alternatives.

Type one of your keywords into a search engine and see what the results are.



Google

boat name

- boat names
- boat name generator
- boat name lettering
- boat name ideas

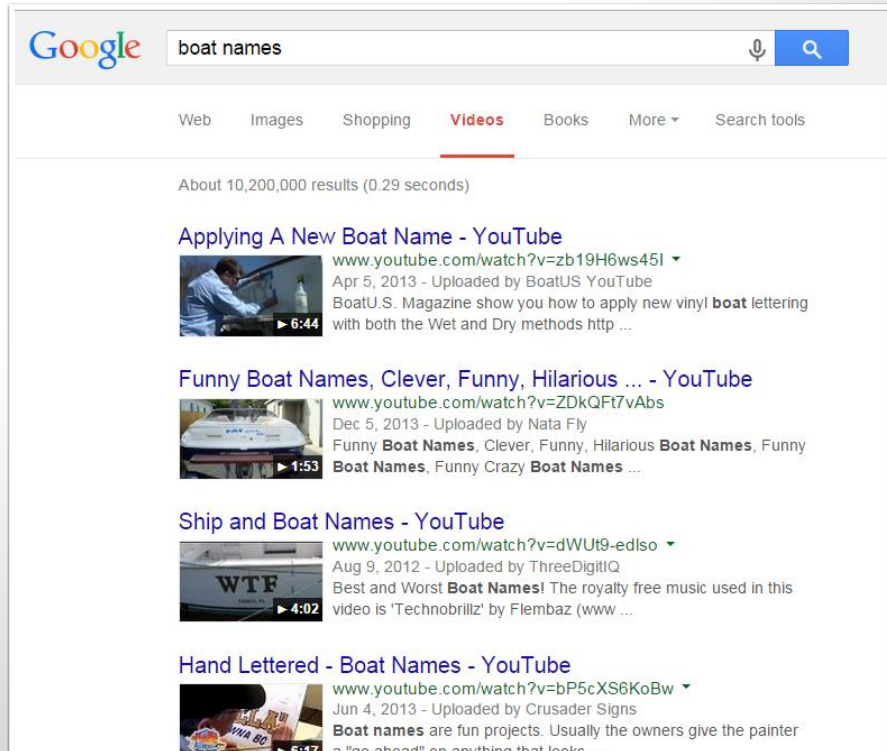

About 63,300,000 results (0.40 seconds)

BoatUS® Boat Graphics - BoatUS.com
Ad www.boatus.com/Boat-Graphics
Save 10% on custom **boat** letters & graphics. Offer ends soon.
BoatUS has 595 followers on Google+

Boat Names
www.coolboatnames.com/
We offer over 1,000 cool **boat names**. You can browse by alphabet or category. We even have funny **boat names**, sail **boat names**, clever **boat names** and more.
Clever Boat Names - Funny Boat Names - Fishing Boat Names - Pirate Boat Names

10,000 Boat Names - Home
10000boatnames.com/
Search, browse, and research more than 26000 **boat names** from all over the world. Results include home port and boat brand/model. Also featuring the most ...
Browse Names - Search Names - Add Your Boat

Images for boat names Report images



Google

boat names

Web Images Shopping **Videos** Books More Search tools

About 10,200,000 results (0.29 seconds)

Applying A New Boat Name - YouTube
www.youtube.com/watch?v=zb19H6ws45I
Apr 5, 2013 - Uploaded by BoatUS YouTube
BoatU.S. Magazine show you how to apply new vinyl **boat** lettering with both the Wet and Dry methods http ...

Funny Boat Names, Clever, Funny, Hilarious ... - YouTube
www.youtube.com/watch?v=ZDkQFt7vAbs
Dec 5, 2013 - Uploaded by Nata Fly
Funny **Boat Names**, Clever, Funny, Hilarious **Boat Names**, Funny **Boat Names**, Funny Crazy **Boat Names** ...

Ship and Boat Names - YouTube
www.youtube.com/watch?v=dWUt9-edlso
Aug 9, 2012 - Uploaded by ThreeDigitIQ
Best and Worst **Boat Names!** The royalty free music used in this video is 'Technobrilz' by Fiembaz (www ...

Hand Lettered - Boat Names - YouTube
www.youtube.com/watch?v=bP5cXS6KoBw
Jun 4, 2013 - Uploaded by Crusader Signs
Boat names are fun projects. Usually the owners give the painter a "go ahead" on anything that looks

HOW TO DO KEYWORD RESEARCH

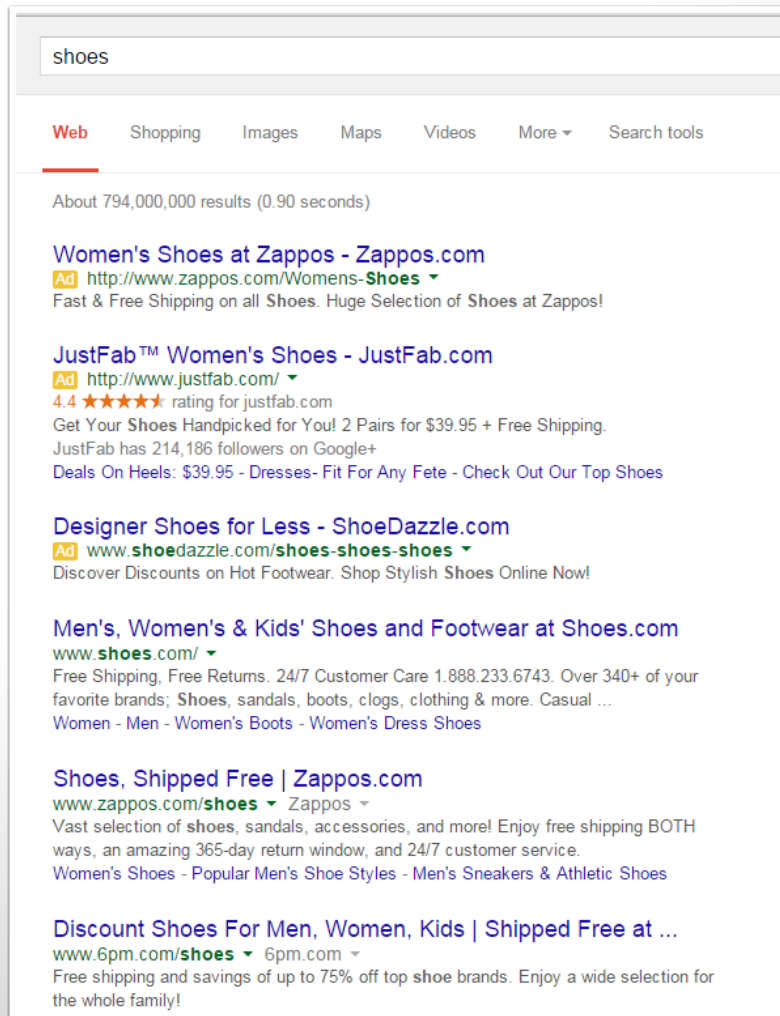
1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.
3. Determine which keywords people are using to find your site.

HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.
3. Determine which keywords people are using to find your site.
4. Decide which keywords you have the best opportunity to rank for.

“Shoes” is a short or broad keyword.

It’s harder to rank for because there’s a lot of competition around it – and it’s very general.



The image shows a screenshot of a Google search results page for the keyword "shoes". The search bar at the top contains the word "shoes". Below the search bar, there are navigation tabs for "Web", "Shopping", "Images", "Maps", "Videos", "More", and "Search tools". The "Web" tab is selected and highlighted with a red underline. Below the tabs, it says "About 794,000,000 results (0.90 seconds)". The search results are listed below, each starting with a blue link title, a yellow "Ad" icon, a URL, and a brief description. The results include:






- Women's Shoes at Zappos - Zappos.com**
Ad <http://www.zappos.com/Womens-Shoes>
Fast & Free Shipping on all Shoes. Huge Selection of Shoes at Zappos!
- JustFab™ Women's Shoes - JustFab.com**
Ad <http://www.justfab.com/>
4.4 ★★★★★ rating for justfab.com
Get Your Shoes Handpicked for You! 2 Pairs for \$39.95 + Free Shipping.
JustFab has 214,186 followers on Google+
Deals On Heels: \$39.95 - Dresses- Fit For Any Fete - Check Out Our Top Shoes
- Designer Shoes for Less - ShoeDazzle.com**
Ad www.shoedazzle.com/shoes-shoes-shoes
Discover Discounts on Hot Footwear. Shop Stylish Shoes Online Now!
- Men's, Women's & Kids' Shoes and Footwear at Shoes.com**
www.shoes.com/
Free Shipping. Free Returns. 24/7 Customer Care 1.888.233.6743. Over 340+ of your favorite brands; Shoes, sandals, boots, clogs, clothing & more. Casual ...
Women - Men - Women's Boots - Women's Dress Shoes
- Shoes, Shipped Free | Zappos.com**
www.zappos.com/shoes
Vast selection of shoes, sandals, accessories, and more! Enjoy free shipping BOTH ways, an amazing 365-day return window, and 24/7 customer service.
Women's Shoes - Popular Men's Shoe Styles - Men's Sneakers & Athletic Shoes
- Discount Shoes For Men, Women, Kids | Shipped Free at ...**
www.6pm.com/shoes
Free shipping and savings of up to 75% off top shoe brands. Enjoy a wide selection for the whole family!

best women's running shoes for flat feet

Web Shopping Images News Videos More Search tools

About 789,000 results (0.94 seconds)

Shop for best women's running sh... on Google Sponsored

				
gel-noosa tri™ 9 \$140.00 asicsamerica...	Asics Women's Gel-Exalt 2 Lit... \$59.98 Macy's ★★★★★ (3)	ASICS GEL-Craze Cr... \$59.95 Sierra Tradin...	ASICS GEL-Fit Nova Women... \$72.00 Zappos.com	ASICS GEL-Nimbus... \$54.99 6pm.com

Best Running Shoes For Flat Feet Guide 2014 (Models And ...
www.joyfulfeet.org/best-running-shoes/for-flat-feet-guide-2014-15/ ▾
Nov 27, 2014 - Here We Review Top Flat Feet Shoes And Sneakers For Women And Men For Walking And Running To Find Out Which Shoe Perform Best in ...

The Best Running Shoes for Flat Feet | Running Shoes Guru
www.runningshoesguru.com/.../the-best-running-shoes-for-flat-feet-sum... ▾
Jan 4, 2015 - The term flat feet applies to the arch which is sitting on the ground shoes and wear the insoles or am i best getting trainers for flat feet? dont ...
Nike Free Run+ 3 Review - Asics GT-2000 2 Review - New Balance 1260 v4 Review

10 Best Sneakers for Runners with Flat Feet | Complex
www.complex.com/sneakers/.../10-best-sneakers-for-runners-wi... ▾ Complex ▾
Jul 17, 2014 - The legendary running shoe continues to impress, now in its 20th year, thanks in large part to Asics' Dynamic DuoMax Support System, which ...

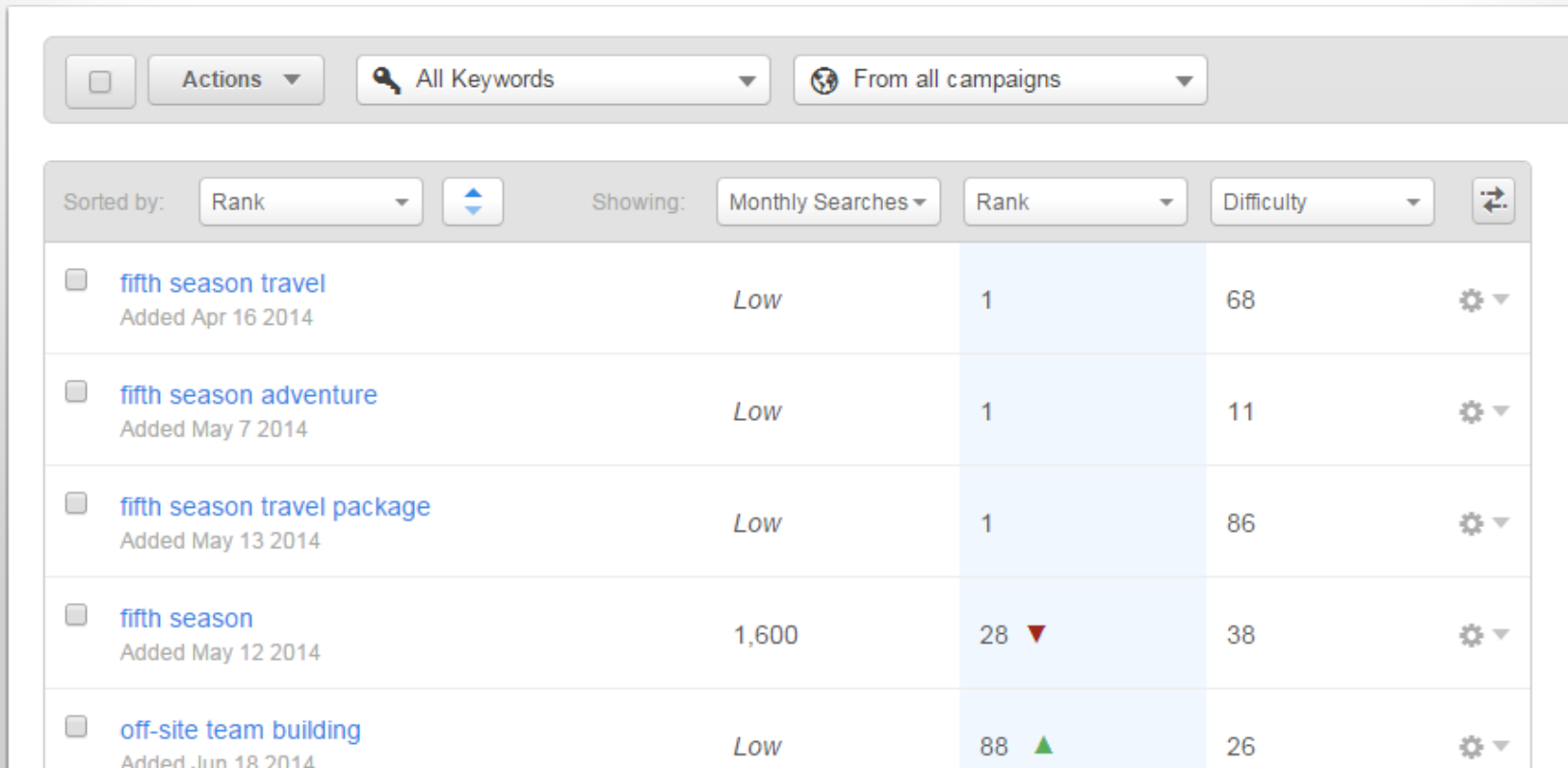
The Top 3 Best Running Shoes for Flat Feet
womensrunningshoereview.com/best-running-shoes-for-flat-feet/ ▾
As usual, I will reveal my top 3 best running shoes for flat feet, as well as point out my The Saucony Stabil CS3 is the successor to the very popular Stabil CS2.

“Best women’s running shoes for flat feet” is a **long-tail keyword.**

It’s easier to rank for because it’s more specific and targeted.

Drill down into your **keyword analytics**.

Look at your current rank for the keyword, how many monthly searches it gets, and what the competition or difficulty level is.



The screenshot shows a user interface for keyword analytics. At the top, there are filters for 'All Keywords' and 'From all campaigns'. Below that, sorting and display options are set to 'Rank', 'Monthly Searches', 'Rank', and 'Difficulty'. The main table lists five keywords with their respective difficulty levels, monthly searches, and current ranks. The 'fifth season' keyword is highlighted in blue, indicating it is the selected item.

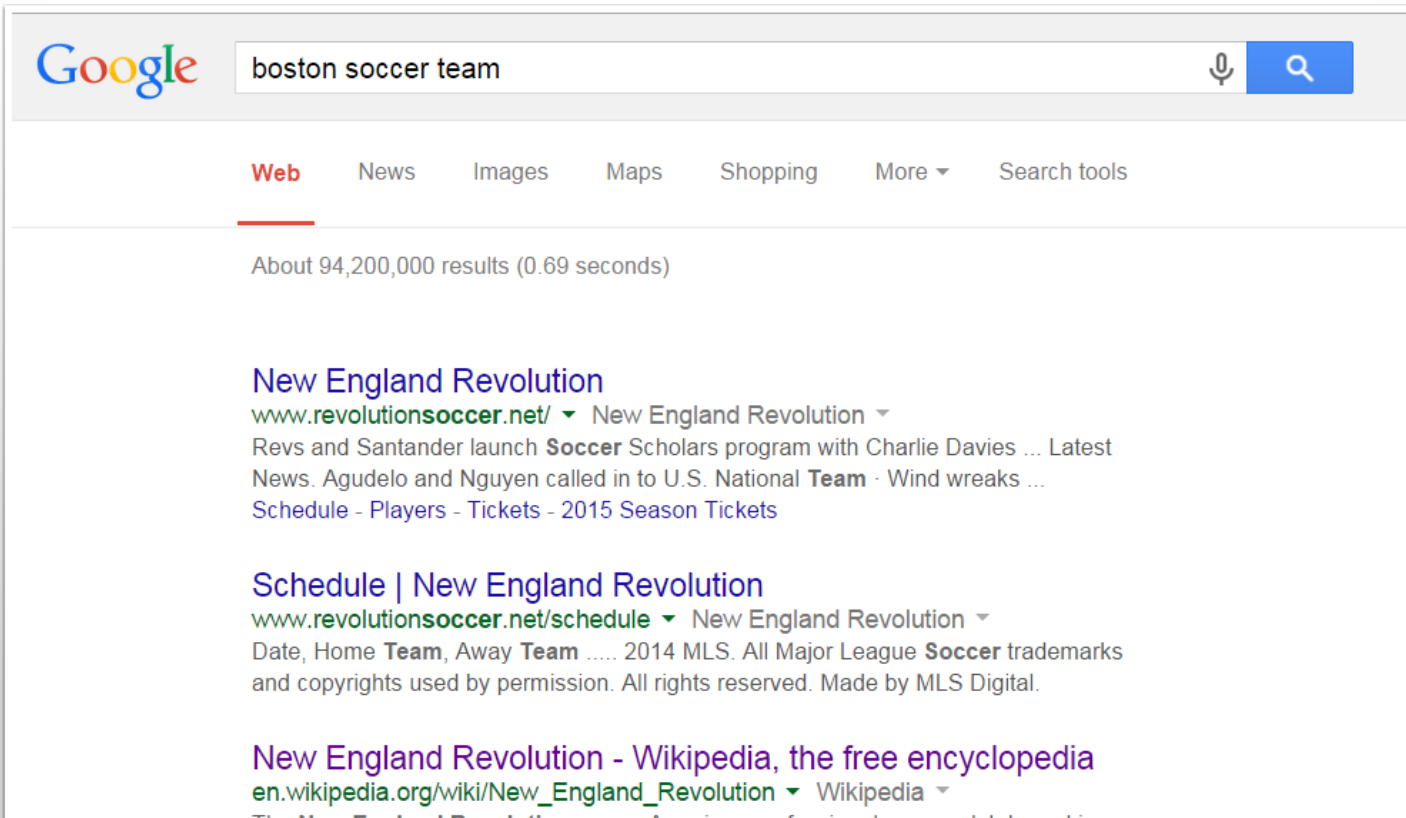
Keyword	Difficulty	Monthly Searches	Rank	Difficulty
<input type="checkbox"/> fifth season travel Added Apr 16 2014	Low		1	68
<input type="checkbox"/> fifth season adventure Added May 7 2014	Low		1	11
<input type="checkbox"/> fifth season travel package Added May 13 2014	Low		1	86
<input type="checkbox"/> fifth season Added May 12 2014		1,600	28 ▼	38
<input type="checkbox"/> off-site team building Added Jun 18 2014	Low		88 ▲	26

SEO STRATEGY

- Do keyword research.
- Create content around your keywords.
- Optimize content around a primary keyword.
- Promote your content.
- Earn links to your content.

Search engines are getting **smarter and smarter**.

They don't just understand keywords – they try to understand a searcher's intent.



The image shows a screenshot of a Google search interface. The search bar contains the text "boston soccer team". Below the search bar, the "Web" tab is selected and underlined. The search results show "About 94,200,000 results (0.69 seconds)". The first result is titled "New England Revolution" and includes the URL "www.revolutionsoccer.net/". The second result is titled "Schedule | New England Revolution" and includes the URL "www.revolutionsoccer.net/schedule". The third result is titled "New England Revolution - Wikipedia, the free encyclopedia" and includes the URL "en.wikipedia.org/wiki/New_England_Revolution".

Google

boston soccer team

Web News Images Maps Shopping More Search tools

About 94,200,000 results (0.69 seconds)

New England Revolution
www.revolutionsoccer.net/ ▾ New England Revolution ▾
Revs and Santander launch **Soccer** Scholars program with Charlie Davies ... Latest News. Agudelo and Nguyen called in to U.S. National **Team** · Wind wreaks ...
Schedule - Players - Tickets - 2015 Season Tickets

Schedule | New England Revolution
www.revolutionsoccer.net/schedule ▾ New England Revolution ▾
Date, Home **Team**, Away **Team** 2014 MLS. All Major League **Soccer** trademarks and copyrights used by permission. All rights reserved. Made by MLS Digital.

New England Revolution - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/New_England_Revolution ▾ Wikipedia ▾
The New England Revolution is a professional soccer team based in Boston, Massachusetts.

SEO STRATEGY

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HOW TO OPTIMIZE A PAGE

- Optimize the page around a primary keyword.
- Include relevant links with the content.
- Promote a good user experience.
- Optimize your website for mobile.

Add the keyword to the **page title and URL.**

If editing a live page, set up a 301 Redirect that will direct the old URL to the new one, sending people seamlessly to the right page.

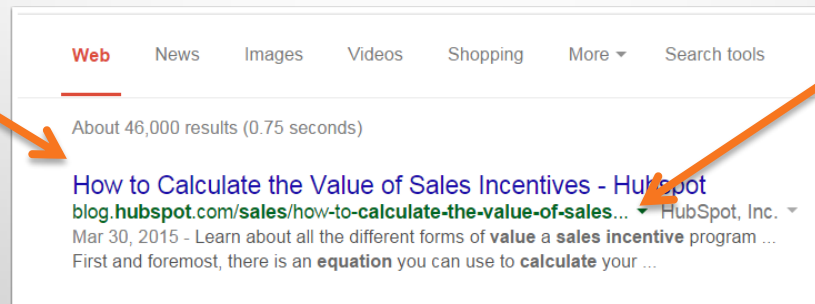


Is it in the page title?

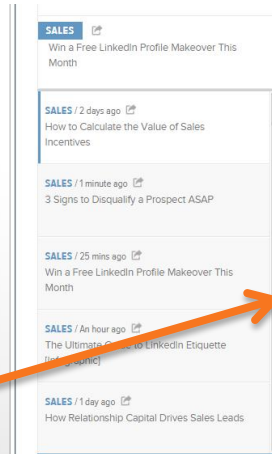
Is it in the URL?

(mybusiness.com/long-tail-keyword)

If a website page, use a pipe:
Primary Keyword | Company Name



Add the keyword to the body, headers and image alt-text.



Is it used naturally
in the body?



Is it in the image
alt-text?

There is a definite connection between sales incentives and a profitable return of investment (ROI), but it's often more than just hard results. Many times, there are intangible benefits that are difficult to measure, but just as valuable.

The Magic Equation

First and foremost, there is an equation you can use to calculate your ROI, and it's not a difficult one. Essentially it's this:

Profit less Cost of Investment equals ROI.

For example, if the profit of a sales incentive program is \$5 million, and the cost of the incentive investment is \$1.5 million (in cash, merchandise or travel vouchers), then the ROI is \$3.5 million. That's the simple equation, and simple is often best.

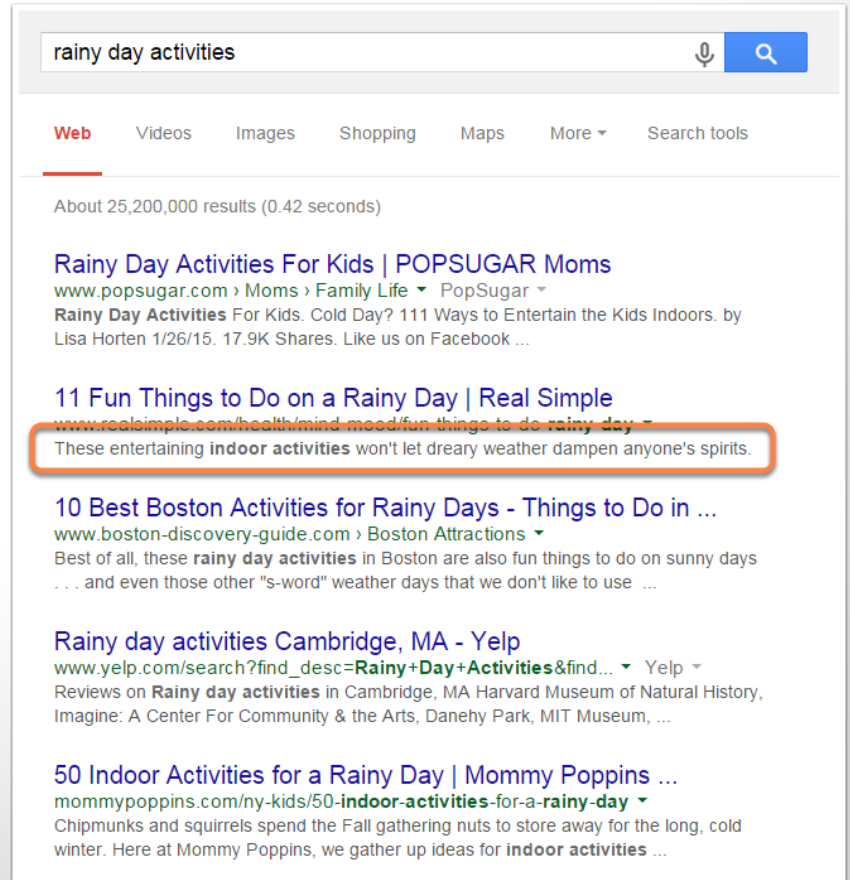
Sort Out Your Incentives

Once you have decided that sales incentives will bring a profit, you'll need to decide what form those incentives will take. Many employees prefer cash rewards, often in the form of a bonus, but merchandise rewards such as gift cards are also a good idea. It's easy to calculate the ROI

Is it in the headers?

Place the primary keyword in the meta description.

Each page should have a unique meta description, no more than 140 characters.



The image shows a Google search interface for the query "rainy day activities". The search bar at the top contains the text "rainy day activities" and a search icon. Below the search bar, there are navigation tabs for "Web", "Videos", "Images", "Shopping", "Maps", "More", and "Search tools". The search results are displayed below, showing approximately 25,200,000 results in 0.42 seconds. The first result is from POPSUGAR Moms, titled "Rainy Day Activities For Kids | POPSUGAR Moms". The second result is from Real Simple, titled "11 Fun Things to Do on a Rainy Day | Real Simple". The meta description for this result is highlighted with an orange box: "These entertaining indoor activities won't let dreary weather dampen anyone's spirits." The third result is from Boston Discovery Guide, titled "10 Best Boston Activities for Rainy Days - Things to Do in ...". The fourth result is from Yelp, titled "Rainy day activities Cambridge, MA - Yelp". The fifth result is from Mommy Poppins, titled "50 Indoor Activities for a Rainy Day | Mommy Poppins ...".

rainy day activities

Web Videos Images Shopping Maps More Search tools

About 25,200,000 results (0.42 seconds)

[Rainy Day Activities For Kids | POPSUGAR Moms](#)
www.popsugar.com › Moms › Family Life › PopSugar
Rainy Day Activities For Kids. Cold Day? 111 Ways to Entertain the Kids Indoors. by Lisa Horten 1/26/15. 17.9K Shares. Like us on Facebook ...

[11 Fun Things to Do on a Rainy Day | Real Simple](#)
www.realsimple.com/health/mind-mood/fun-things-to-do-rainy-day -
These entertaining indoor activities won't let dreary weather dampen anyone's spirits.

[10 Best Boston Activities for Rainy Days - Things to Do in ...](#)
www.boston-discovery-guide.com › Boston Attractions
Best of all, these rainy day activities in Boston are also fun things to do on sunny days ... and even those other "s-word" weather days that we don't like to use ...

[Rainy day activities Cambridge, MA - Yelp](#)
www.yelp.com/search?find_desc=Rainy+Day+Activities&find... Yelp
Reviews on Rainy day activities in Cambridge, MA Harvard Museum of Natural History, Imagine: A Center For Community & the Arts, Danehy Park, MIT Museum, ...

[50 Indoor Activities for a Rainy Day | Mommy Poppins ...](#)
mommypoppins.com/ny-kids/50-indoor-activities-for-a-rainy-day
Chipmunks and squirrels spend the Fall gathering nuts to store away for the long, cold winter. Here at Mommy Poppins, we gather up ideas for indoor activities ...

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Marketing

MARKETING

15 Examples of Great Mobile Website Design

SALES

3 Signs to Disqualify a Prospect ASAP

AGENCY

Should Your Agency Get Into the Sales Enablement Game?

MARKETING / 5 days ago

15 Examples of Great Mobile Website Design

MARKETING / 2 hrs ago

HubSpot Goes #DeskFree, Pioneering the Next Frontier of Workspace Collaboration

MARKETING / 4 hrs ago

9 Google Drive Tips You'll Wish You Knew All Along

MARKETING / 18 hrs ago

This Guy Got Drunk and Critiqued Our Website. Here's What He Had to Say.

MARKETING / 1 day ago

A Helpful Guide of Public Speaking Tips [Infographic]

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by Rachel Sprung | @rsprung



Now more than ever, businesses are focusing on creating delightful mobile website experiences. After all, **80% of Internet users are using smartphones to search online.**

What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. **Google wrote in their official blog** that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

When Google makes this change, **it will have a bigger impact than Panda or Penguin.** To put that in context, their Panda update impacted only about 12% of queries, and Penguin affected about 4% of mobile and desktop queries.

In other words, if you haven't been focusing on **improving your mobile experience**, you'd better prioritize it now, or your search ranking might suffer. According to a *Search Engine Land* article about the update, there will be "no degrees of mobile friendliness" -- your site will either be judged as mobile-friendly ... or not.

Include relevant internal and external links within the content.

Hyperlink text with keywords that you'd like to rank for.

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Grow your business

More than 13,500 companies in over 90 countries use HubSpot's marketing and sales software to grow.

[Start a Free Trial of the Marketing Platform](#)

[Learn More About the Sales Platform](#)

Promote a **good user experience.**

Make sure your website is intuitive and easy to browse.

HOW TO OPTIMIZE A PAGE

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- Include relevant links with the content.
- Promote a good user experience.
- Optimize your website for mobile.

80%

of internet users own
a smartphone.



Optimize your website for **mobile**.

Make sure your website pages can be easily viewed on any screen size.

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April 1, 2015 // 9:00 AM

Sell Like a Celebrity: An Insider's Look at the Gifting Industry

Written by [Jami Oetting](#) | [@jamioetting](#)



There are two women who can cause websites to crash, phones to ring incessantly, and bidding wars to begin.

Kate Middleton and Michele Obama reign when it comes to driving fashion commerce. The Duchess's choice in apparel spurred one brand's [reintroduction of an item](#) long gone from the shelves. It's reported that her style choices have brought [\\$1.5 billion into the British economy](#). Crew devised an entire strategy, including publishing custom web pages and investing in PPC ads, around the [First Lady's appearance](#) on the *Tonight Show*.

This type of spark is what many brands are looking for when they invest in celebrity marketing and product placement.

Paying for a celebrity endorsement is one route -- a path that could cost anywhere between

Search engines follow links between pages to **see how they're related to each other.**

Links coming into your website are called "inbound links". They help search engines analyze how authoritative your website is.



**NOT ALL LINKS ARE
CREATED EQUAL.**



Build **relationships.**

Make connections with authoritative sites and industry thought leaders.

Create content with
**input from industry
thought leaders.**

They'll share the content, giving you
new visitors and a new link.

December 30, 2014 // 7:00 AM

9 Experts Predict What Will Transform Sales in 2015

Written by [Emma Snider](#) | @emmajs24



SHARE

155

Tweet

33

Like

110

Share

✉

As the saying goes, the best way to predict the future is to create it. Yes, but before we create it, can we get a little head's up as to what we should be doing?

With 2014 almost behind us, it's time to start ramping up for the new year. 2015 represents a clean slate to sales organizations -- a time to start new initiatives. But what those initiatives should be can sometimes be a bit tricky to determine.

To provide you with some direction, we asked nine sales experts to give us their thoughts on what's coming down the pike in 2015. There are a few clear trends in the responses which savvy sales leaders will hop on to start crafting a bright future. Make them your [new year's resolutions](#).

So without further ado, what will be big in 2015?

1) [Craig Rosenberg](#), co-founder and chief analyst, TOPO Inc.

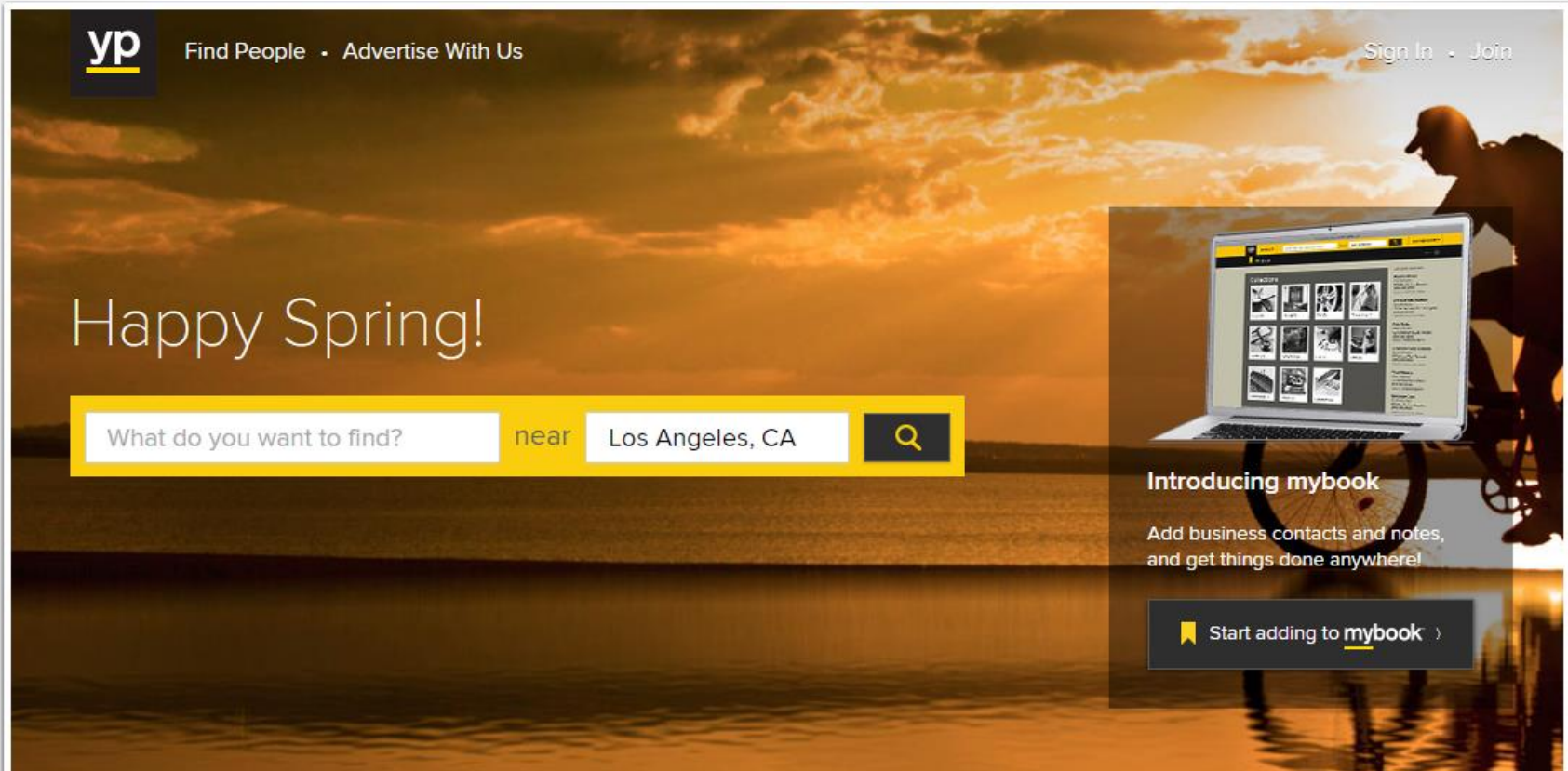
"Technology. We have reached phase two of the Sales 2.0 movement. Early on in the movement, early adopters got a bunch of applications. Some added value, and some didn't. Bottom line -- adoption was sub-optimal, and as a result, so was ROI. Now sales knows how to buy and implement technology. A true rise of the machines has happened and 2015 will be a manifestation of this."

CREATE CONTENT WITH INPUT FROM INDUSTRY THOUGHT LEADERS

- Create a “best-of” or resources list.
- Interview an industry thought leader.
- Write crowdsourced content.
- Ask an industry thought leader to write the forward or give a quote for an eBook.

Set up a page on the **top online directories.**

Directories are websites like Yelp, YP (Yellow Pages), and local chambers of commerce.



The image shows a screenshot of the Yelp website homepage. The background is a sunset over a body of water. In the top left corner, the Yelp logo (yp) is displayed, followed by the text "Find People · Advertise With Us". In the top right corner, there are links for "Sign In" and "Join". The main heading reads "Happy Spring!". Below this is a search bar with the text "What do you want to find?" and "near Los Angeles, CA", and a magnifying glass icon. On the right side, there is a silhouette of a person on a bicycle. In the foreground, a laptop displays a grid of business listings. Below the laptop, the text reads "Introducing mybook" and "Add business contacts and notes, and get things done anywhere!". At the bottom right, there is a button that says "Start adding to mybook" with a right-pointing arrow.

yp Find People · Advertise With Us Sign In · Join



Happy Spring!

What do you want to find? near Los Angeles, CA

Introducing mybook

Add business contacts and notes, and get things done anywhere!

Start adding to mybook


Google  


Web Maps Shopping News Images More Search tools


About 17,900,000 results (0.89 seconds)

Italian restaurant near boston

Rating Price Hours More

Mamma Maria
4.3 ★★★★★ 71 reviews · \$\$\$ · Italian
N Square · Italian fine dining in a romantic space
Opens at 5:00 pm 

Giacomo's Restaurant
4.3 ★★★★★ 164 reviews · \$\$ · Italian
Hanover St · Lively, no-frills Italian-American place
Opens at 4:30 pm 

Rino's Place
4.5 ★★★★★ 62 reviews · \$\$ · Italian
Saratoga St · Homemade pasta & Italian comfort food
Opens at 4:00 pm 

If location-specific, create a **Google+ Local Listing Page**.

This will tie your business to a specific location, which Google will use in its search results.

THANK YOU.

