

THANK YOU FOR JOINING US!

IGNITE WEBINAR SERIES

**Evaluate your
Website's SEO
and Effectiveness**

COVID-19 Recovery & Rebuilding

The presentation will begin right at 1:00 p.m.

IGNITE WEBINAR SERIES

Evaluate your Website's SEO and Effectiveness

COVID-19 Recovery & Rebuilding

WEDNESDAY, MAY 27, 2020



Women's
Business Alliance
CENTRAL & NORTH
hosted by the Entrepreneur Fund



Webinar Logistics

WE ARE RECORDING

Recordings, slides, and any resources mentioned will be shared with participants after the event and available at <http://info.entrepreneurfund.org/igniteseries>

Q&A

All participants have been muted. If you have questions please put them in the Q&A field and we will be sure to answer those. A Q&A summary will be provided after the meeting, if we can't get to all questions during the event.

CHAT

The chat function is enabled for you to chat with the speakers. These messages don't go to the full group.

FEEDBACK

We want your feedback. After the event, you will receive a survey request. Please complete this so we can continue to improve this series.



Today's Agenda & Presenters



1:00 PM – WELCOME & OVERVIEW

SANDI LARSON, WOMEN'S BUSINESS ALLIANCE NORTH DIRECTOR

1:05 PM – EVALUATING YOUR WEBSITE'S SEO & EFFECTIVENESS



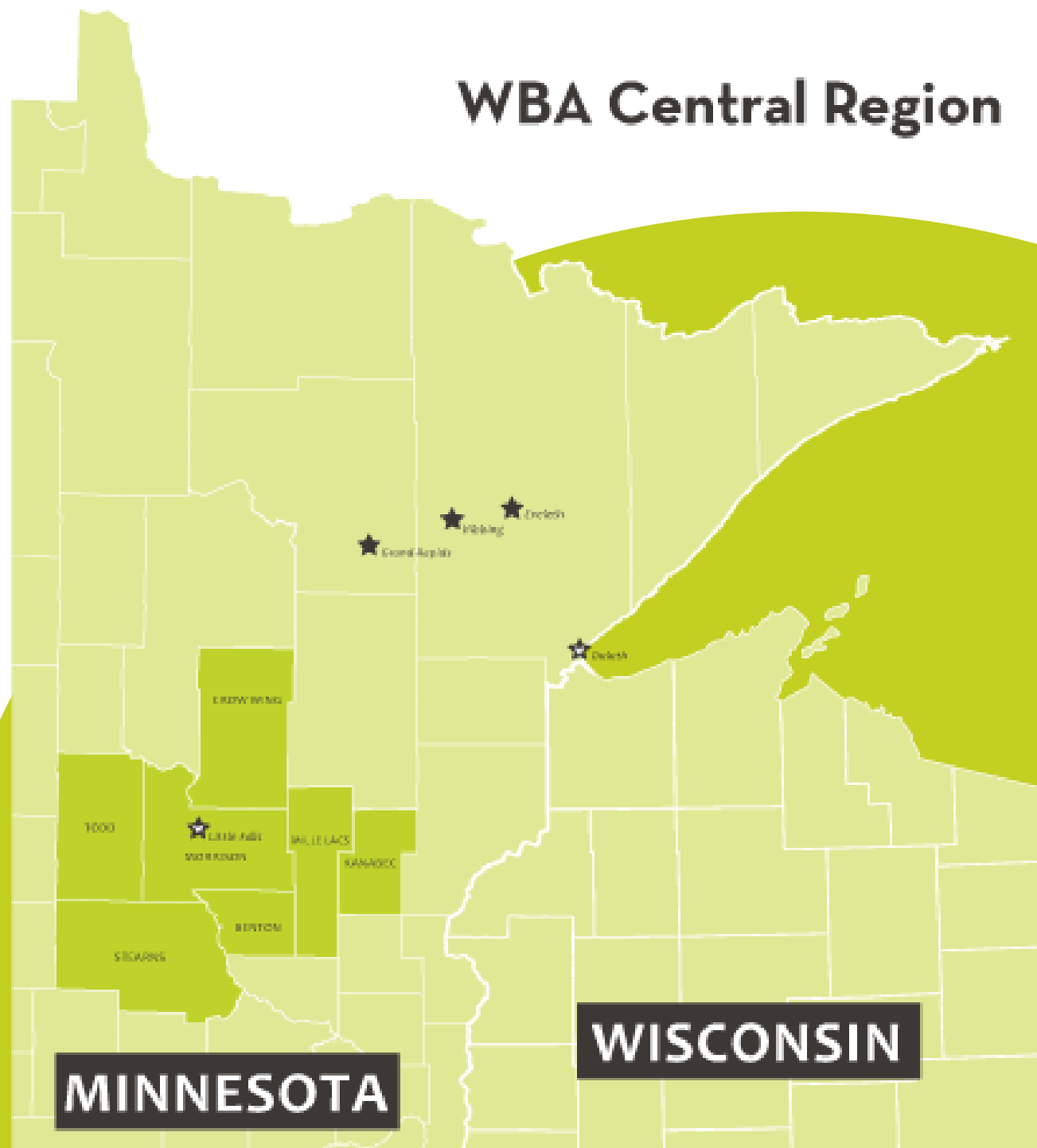
1:45 PM – Q&A Session

1:55 PM – WRAP-UP & UPCOMING WEBINARS

SANDY VOIGT, WOMEN'S BUSINESS ALLIANCE CENTRAL DIRECTOR



WBA Central Region



- Counties:
- Benton
 - Crow Wing
 - Kanabec
 - Mille Lacs
 - Morrison
 - Stearns
 - Todd

WBA North Region



- Counties:
- Aitkin
 - Carlton
 - Cass
 - Cook
 - Douglas, WI
 - Itasca
 - Koochiching
 - Lake
 - Pine
 - St. Louis



CENTRAL CONTACT

Sandy Voigt

Women's Business Alliance Central Director

218-735-6033

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NORTH CONTACT

Sandi Larson

Women's Business Alliance North Director

218-623-5741

sandil@entrepreneurfund.org



Women's Business Alliance **CENTRAL & NORTH**

hosted by the Entrepreneur Fund

About WBA's

The Women's Business Alliance is a certified Women's Business Center through the SBA, which provides women business owners services to grow, finance or start a business. We have two offices: one in Northeast Minnesota and one in Central Minnesota.

POWERED BY



U.S. Small Business
Administration



IGNITE WEBINAR SERIES

COVID-19 Recovery & Rebuilding

UPCOMING WEBINARS

- June 3 - Cyber Security Hygiene for your Business
- June 10 - Strength Finders: Returning to Work Post Trauma
- June 17 - Recession Proof Your Business
- June 24 - COVID 19 Accounting Practices: PPP Forgiveness
- July 1 - Using **Initiate** to Support Your Small Businesses During Covid-19 & Beyond
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- July 15 - Strategizing and Rebuilding Using EOS Tools

PAST WEBINARS (RECORDINGS AVAILABLE)

- MAY 20 - Marketing Your Business During a Pandemic
- May 13 - HR Laws & Procedures Relating to COVID-19
- May 1 - Q&A with the SBA
- April 29 - Preparing Your Business to Re-open

<http://Info.EntrepreneurFund.org/igniteSeries>

NEXT WEEK

Cyber Security Hygiene for Your Business

Wednesday, June 3, 1:00-2:00 p.m.

Cyber-criminals target small- and medium-size businesses and their employees at a higher rate than any other. ID theft is rampant and the Covid-19 crisis has emboldened both organized and independent hackers. Understanding the weak spots in your on-line business world and how to protect your remote workforce from these threats is crucial – now, more than ever.

Join Jim Mayne - Chief Security Officer and Cyber Threat expert from Deerwood Technologies - to learn how to reduce cyber-risk and get tips for successfully navigating and “sanitizing” during the coronavirus pandemic.



Women's
Business Alliance
CENTRAL & NORTH



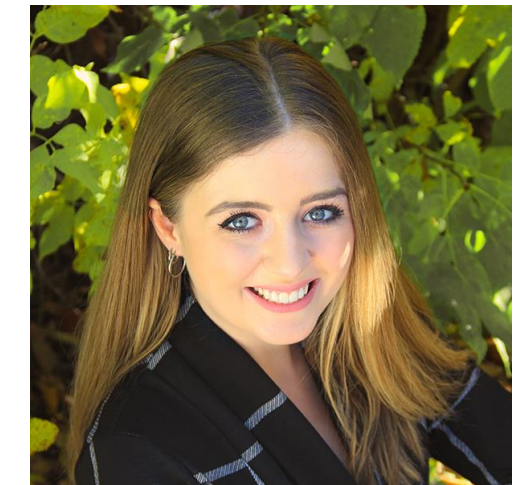
The Basics of Website Management, SEO, and Ecommerce During COVID-19



Briana Manning
Account Executive



Melissa Saice
Designer



Katelin Shaft
Social Media Manager

PVA **pearson & von elbe**
advertising • marketing • design

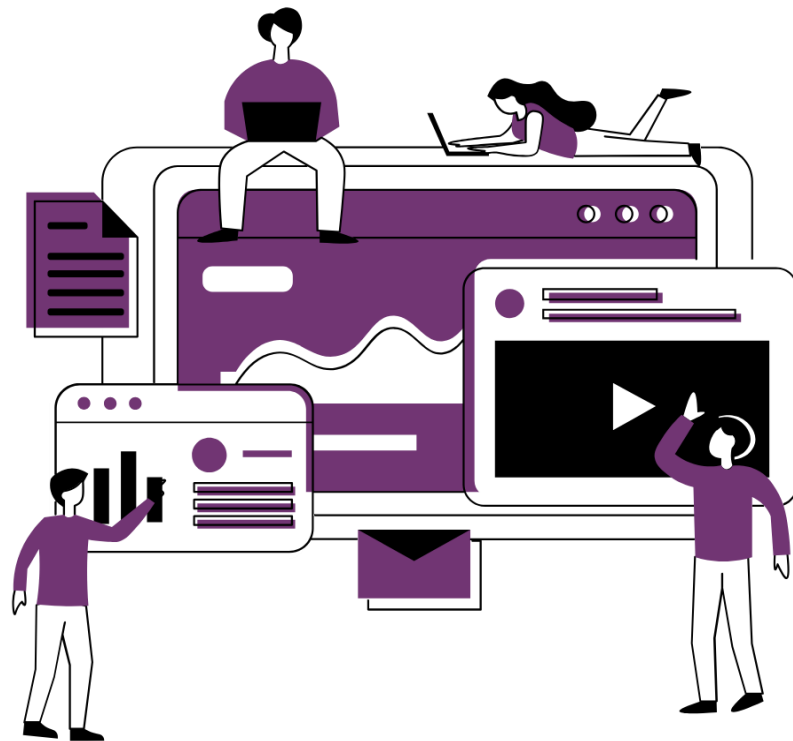


Content

PAY ATTENTION TO THESE KEY FEATURES ON YOUR SITE

CONTENT IS KING

Create valuable, reliable, and unique content for your audience.



CONTACT INFO

Add hours, address, phone, email, and Google Maps to your site.

We'd love to hear about your project!

Whether you need [advertising](#), [marketing](#), [website design](#), or [graphic design](#) help, we've got you covered!

Contact Info:

1427 London Road Duluth, MN 55805

[218-733-0265](tel:218-733-0265)

hello@pvadvertising.com

BE CONSISTENT

The first thing users see when they search for a keyword is the snippet in the Google Search results consisting of a URL, page title, and meta descriptions.

pvadvertising.com > [marketing-strategy](#)

Marketing Strategy - Duluth, MN - PVA

Let PVA do the heavy lifting when it comes to developing your **Marketing Strategy**. We help develop strategies for businesses large and small!



Content

PAY ATTENTION TO THESE KEY FEATURES ON YOUR SITE

KEYWORD RESEARCH

When writing your content, make sure to include the keywords and phrases (longtail keywords) your audience is using.



DO *NOT* KEYWORD STUFF

Google will penalize you for adding keywords to poorly written content.

We sell *custom cigar humidors*. Our *custom cigar humidors* are handmade. If you're thinking of buying a *custom cigar humidor*, please contact our *custom cigar humidor* specialists at *custom.cigar.humidor@example.com*.

OUTGOING/INCOMING LINKS

Track what websites have links that lead to your website (incoming), and what links you have on your website that link to external sources (outgoing).



Website Features

CONNECTING YOUR WEBSITE TO THE WORLD

SEO TITLE

The SEO title allows you to name the post with SEO in mind while also naming it creatively so people click through and read.

pvadvertising.com > marketing-strategy ▾

Marketing Strategy - Duluth, MN - PVA

Let PVA do the heavy lifting when it comes to developing your **Marketing Strategy**.
We help develop strategies for businesses large and small!

SLUG

A slug is the part of a URL which identifies a particular page on a website in an easy to read form. This is what the actual link will look like: pvadvertising.com/seo

META DESCRIPTION

This description is what shows as the first few lines of text under the title when your content shows up in search results. Meta descriptions can be less than or equal to 165 characters.

ALT-TEXT

This is the text that is tied to an image. This is text that explains what the image is and it's important because it can be used by search engines in addition to the text in your post or site content to figure out what you're writing about.



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SLUG

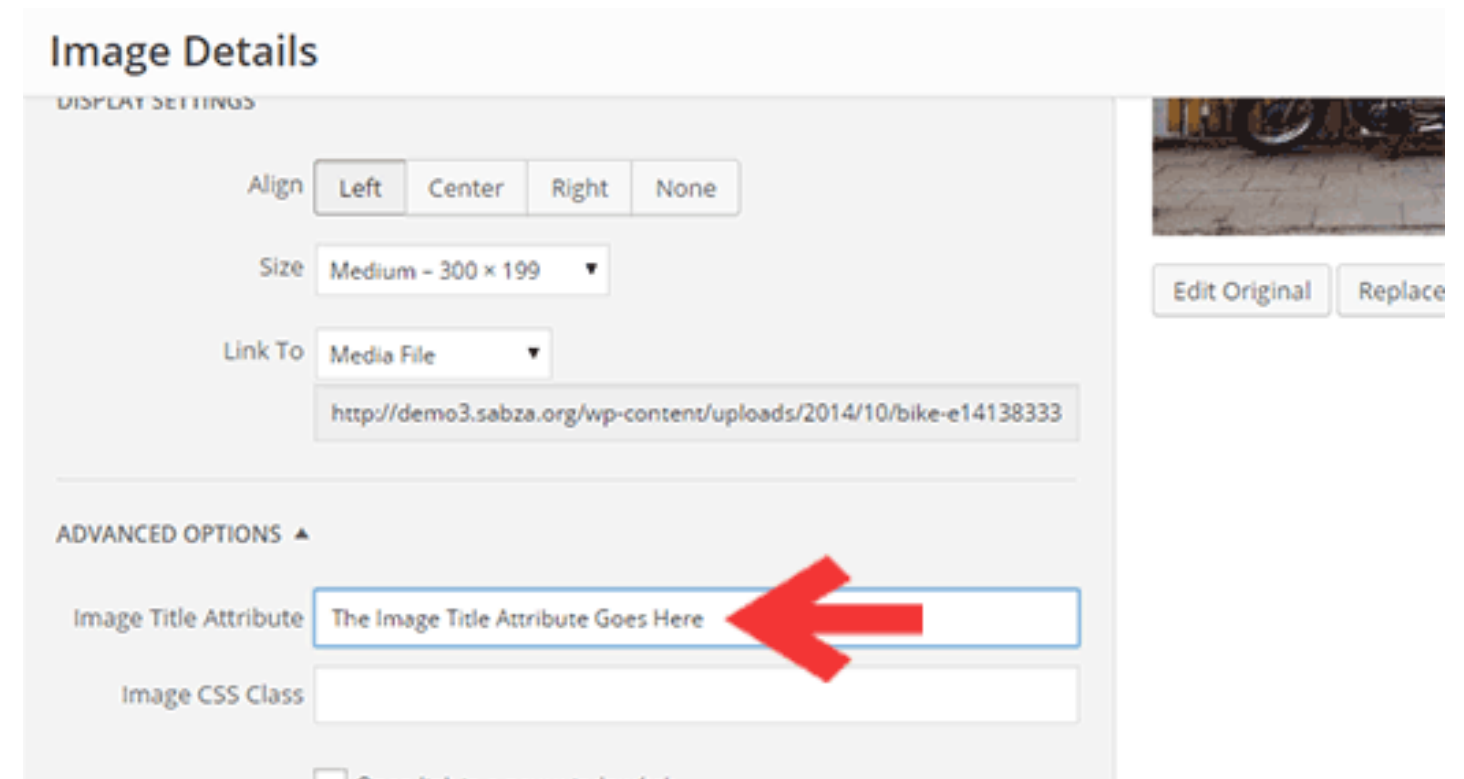
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The screenshot shows the 'Image Details' metabox in WordPress. It is divided into two sections: 'DISPLAY SETTINGS' and 'ADVANCED OPTIONS'. In the 'DISPLAY SETTINGS' section, there are controls for 'Align' (Left, Center, Right, None), 'Size' (Medium - 300 x 199), and 'Link To' (Media File). Below these, a text box shows the URL: <http://demo3.sabza.org/wp-content/uploads/2014/10/bike-e14138333>. In the 'ADVANCED OPTIONS' section, the 'Image Title Attribute' field is highlighted with a red arrow and contains the placeholder text 'The Image Title Attribute Goes Here'. Below it is the 'Image CSS Class' field. To the right of the metabox, a small thumbnail of a motorcycle is visible, along with 'Edit Original' and 'Replace' buttons.



Links

CONNECTING YOUR WEBSITE TO THE WORLD

INCOMING LINKS

From search engines or other websites to your website

OUTGOING LINKS

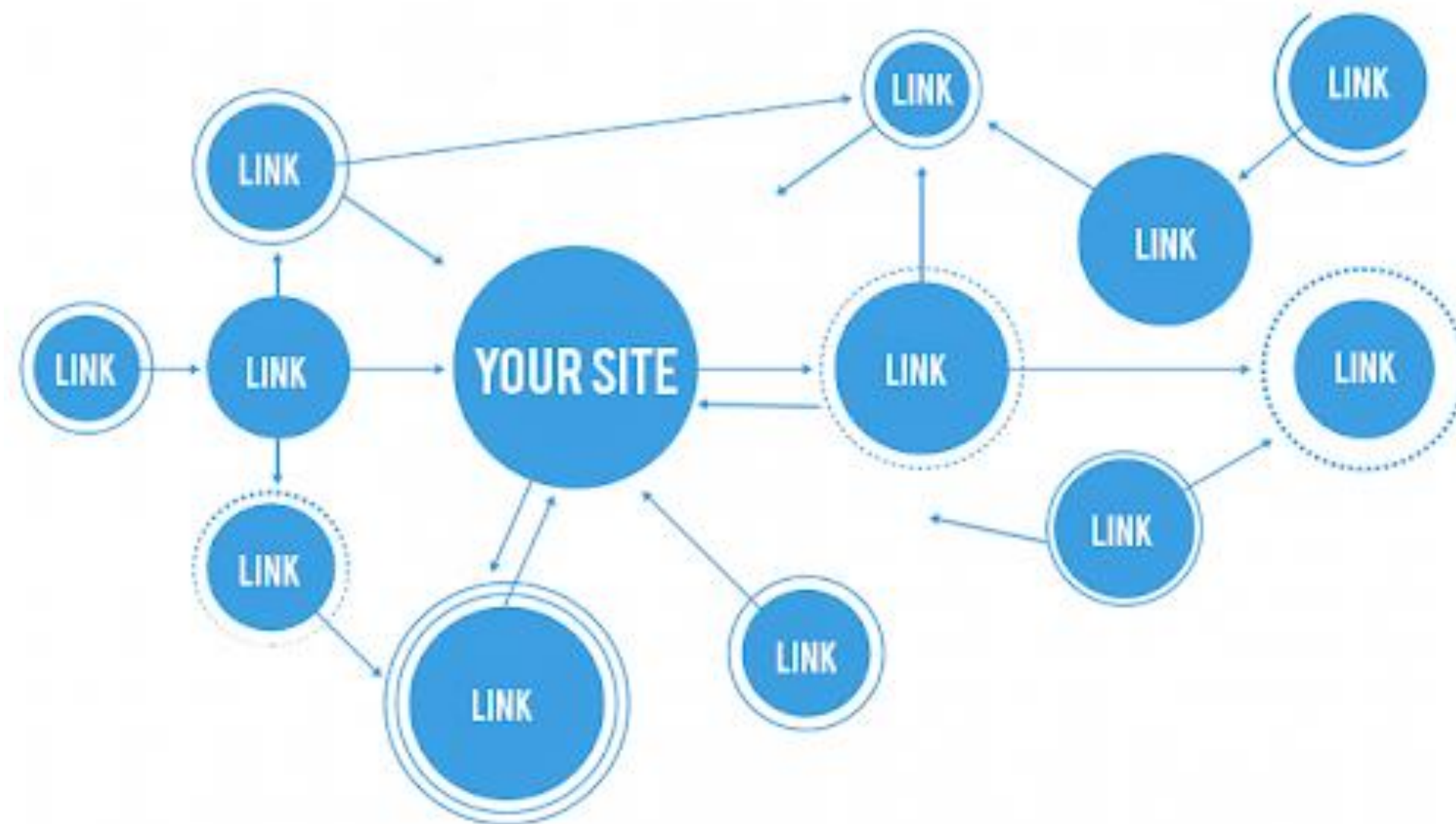
From your website to Social Networks or other websites

INTERNAL LINKS

From page to page within your website

BROKEN LINKS

Redirect pages or images to correct location so to not receive 404 Errors
Try RankMath or Redirect plugins



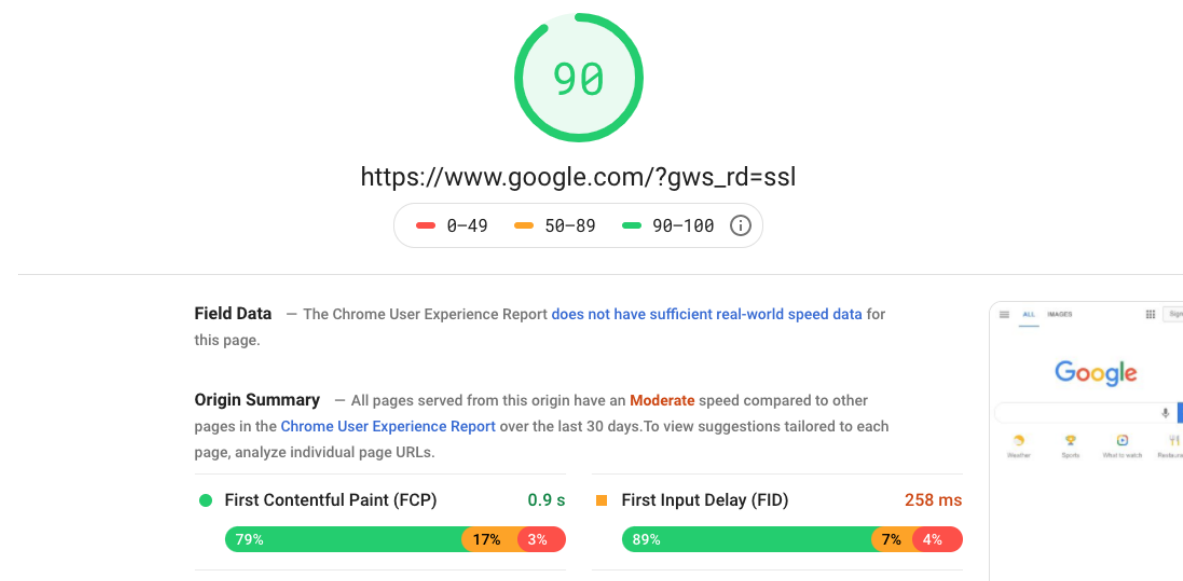
Helpful Resources

UTILIZE THESE RESOURCES TO IMPROVE YOUR SEO

GOOGLE PAGESPEED

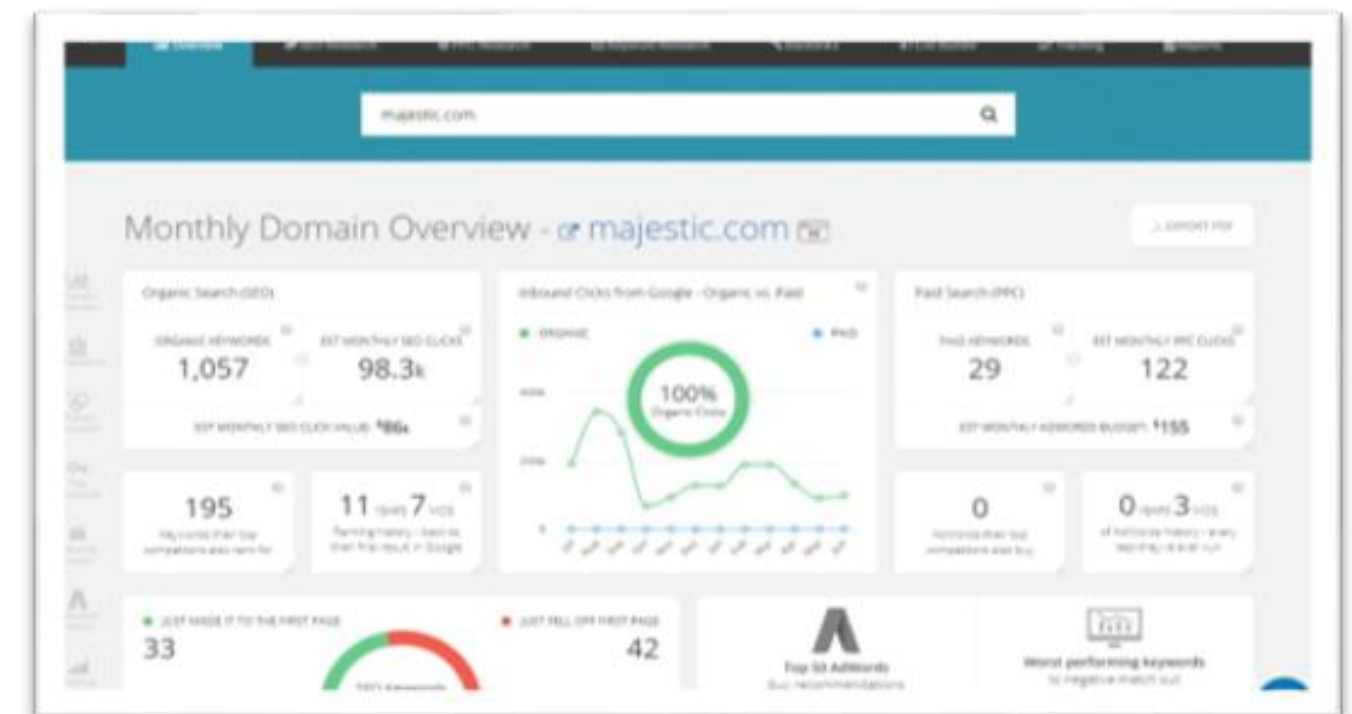
Page speed can be described in either "page load time" (the time it takes to fully display the content on a specific page) or "time to first byte" (how long it takes for your browser to receive the first byte of information from the web server).

You can evaluate your page speed with [Google's PageSpeed Insights](https://www.google.com/?gws_rd=ssl).



SPYFU

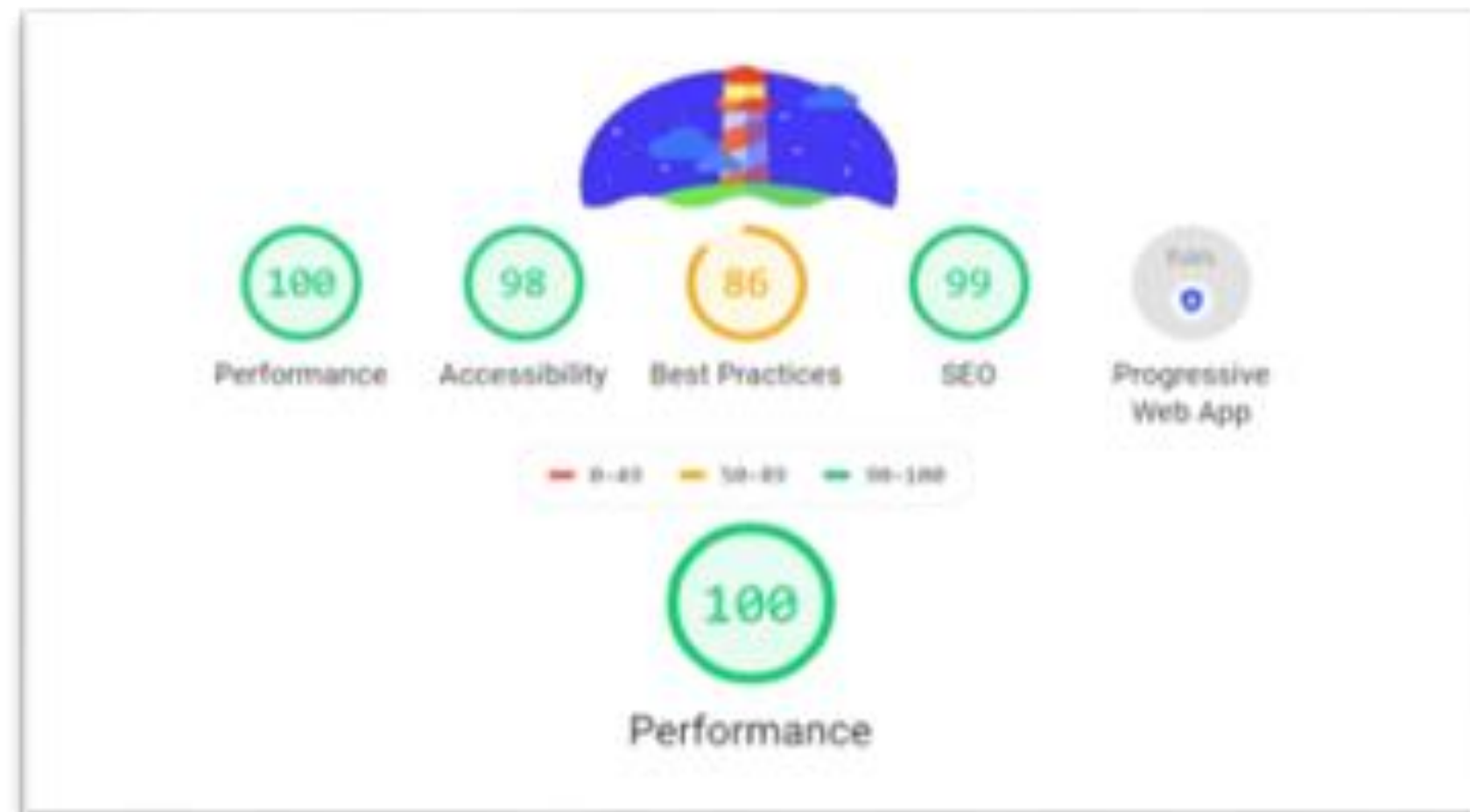
A competitive keyword research tool that helps determine which keywords are working within your niche.



Google Lighthouse

IMPROVE THE QUALITY OF YOUR WEB PAGES

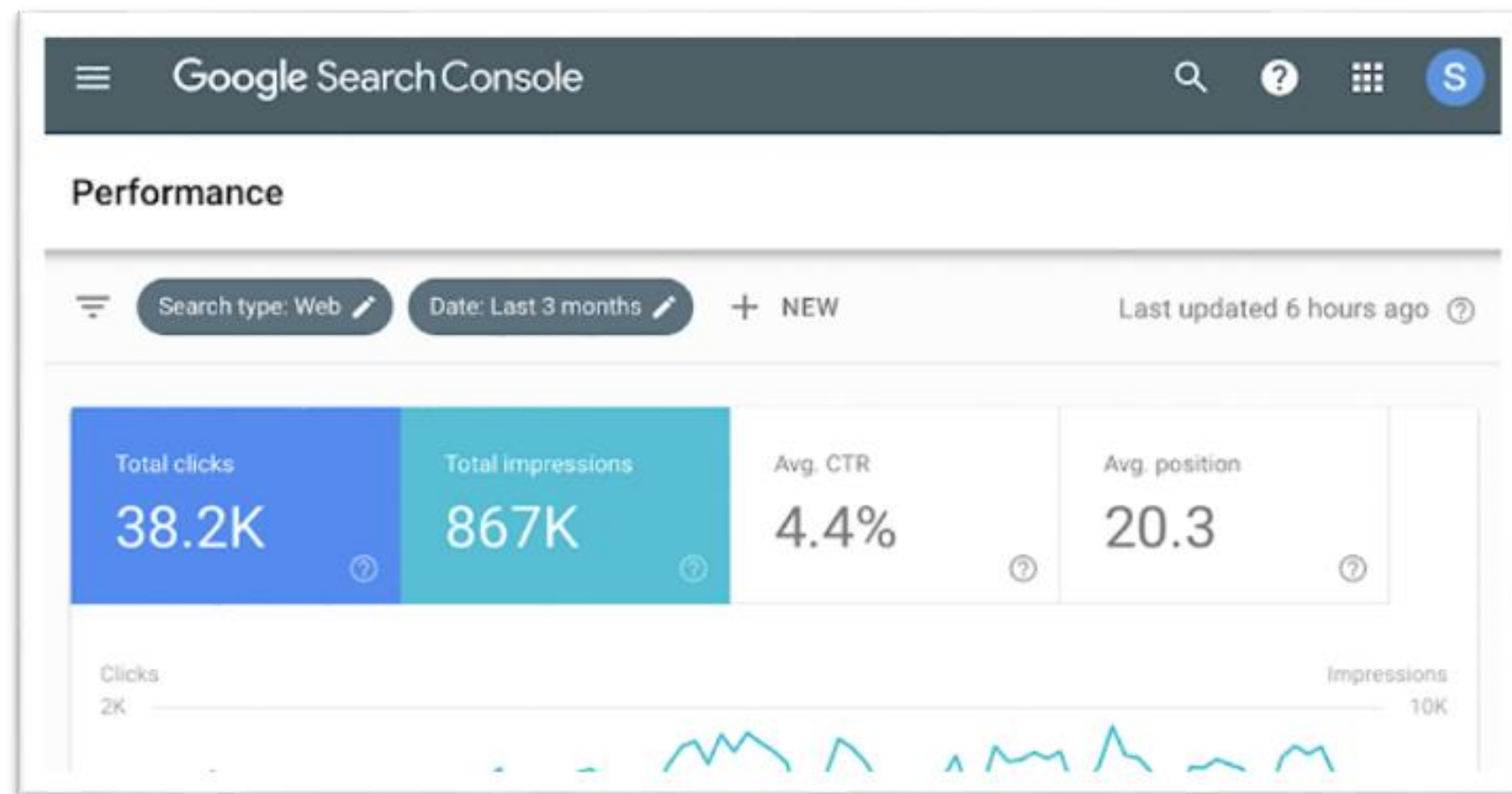
This automated tool can be run against any web page for any site. It has audits for performance, accessibility, and more!



Google Search Console

HELP GOOGLE CATEGORIZE AND CRAWL YOUR WEBSITE

A free application that provides tools and reports to help you measure your site's search traffic and performance, fix issues, and make your site rank higher in search results.



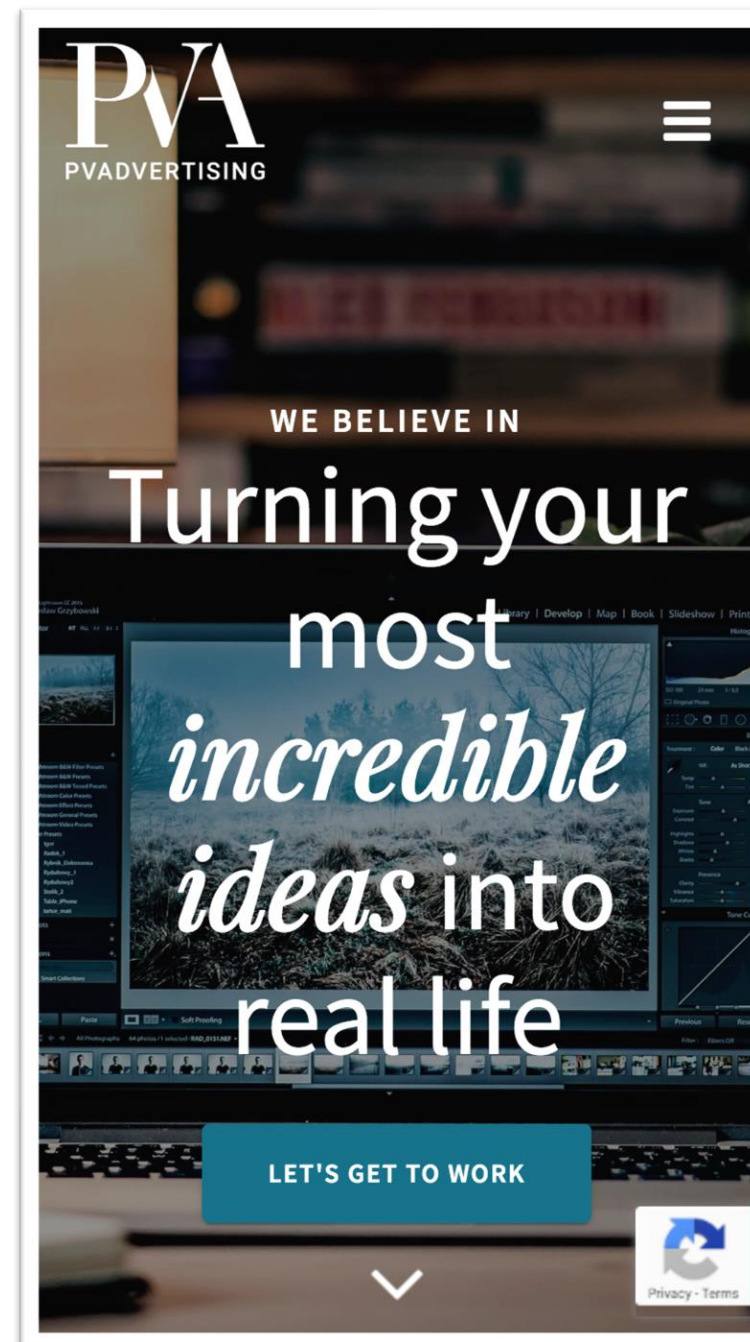
- Performance
- Search Queries & Page Visits
- Upload Sitemaps
- Mobility Usability & Live Page Testing
- Search Queries & Page Visits
- Internal & External Links & Backlinks



Google Mobile-Friendly Test

MORE SEARCHES ARE NOW DONE ON MOBILE DEVICES

A new free tool to crawl your website and list any usability problems for tablets and smartphones.



Page is mobile friendly

This page is easy to use on a mobile device. [Learn more](#)

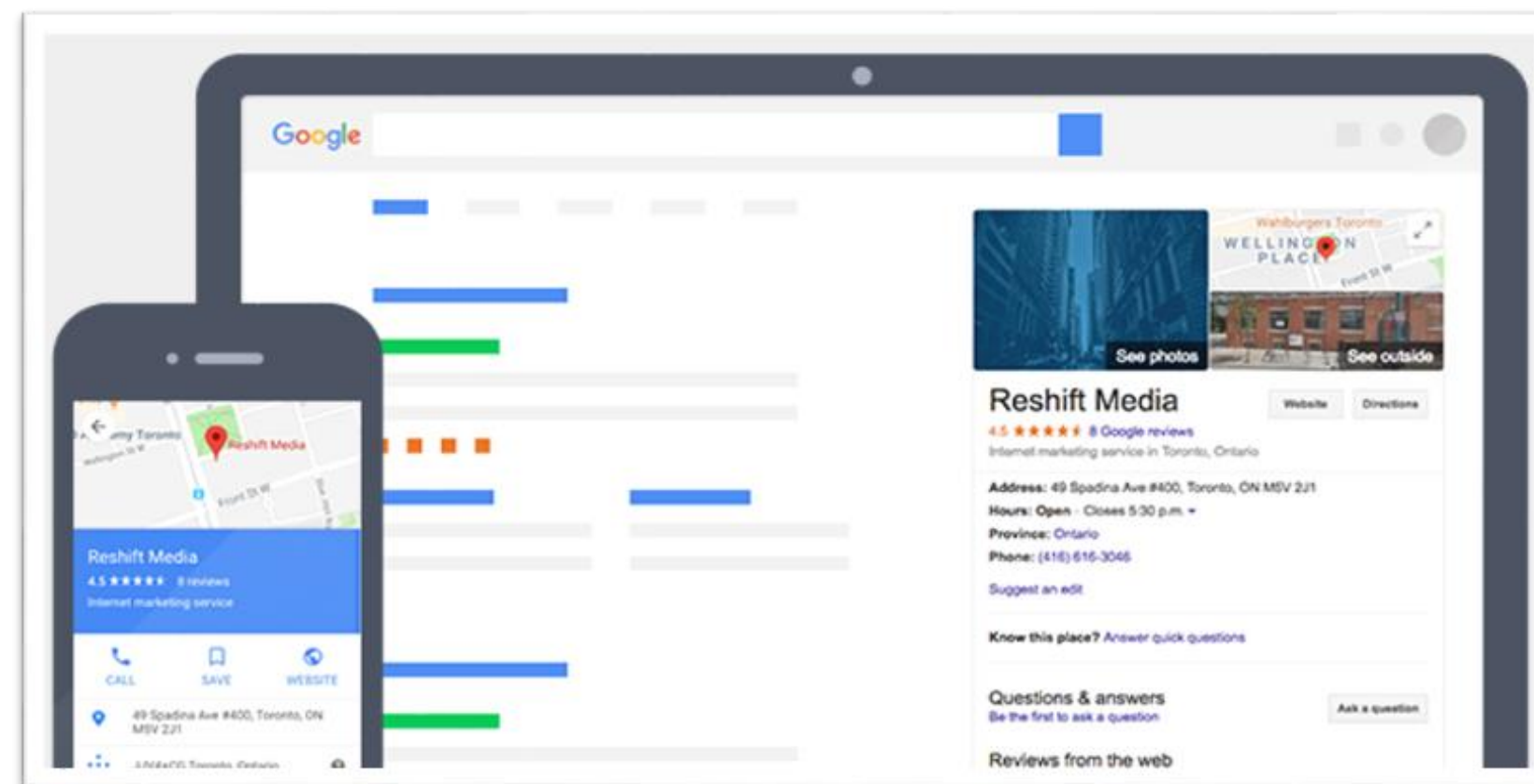
[VIEW CRAWLED PAGE](#)



Google My Business

SIGN UP FOR GOOGLE MY BUSINESS

A free tool for businesses to manage their online presence. If you verify and edit your business information, you can both help local customers find your business and increase your Google ranking.



Get Social Online

PAY ATTENTION TO THESE KEY FEATURES ON YOUR SITE

BUILD STRONG SOCIAL NETWORKING

Encourage users to interact with you and other members of your community. Create content that your users would want to share!

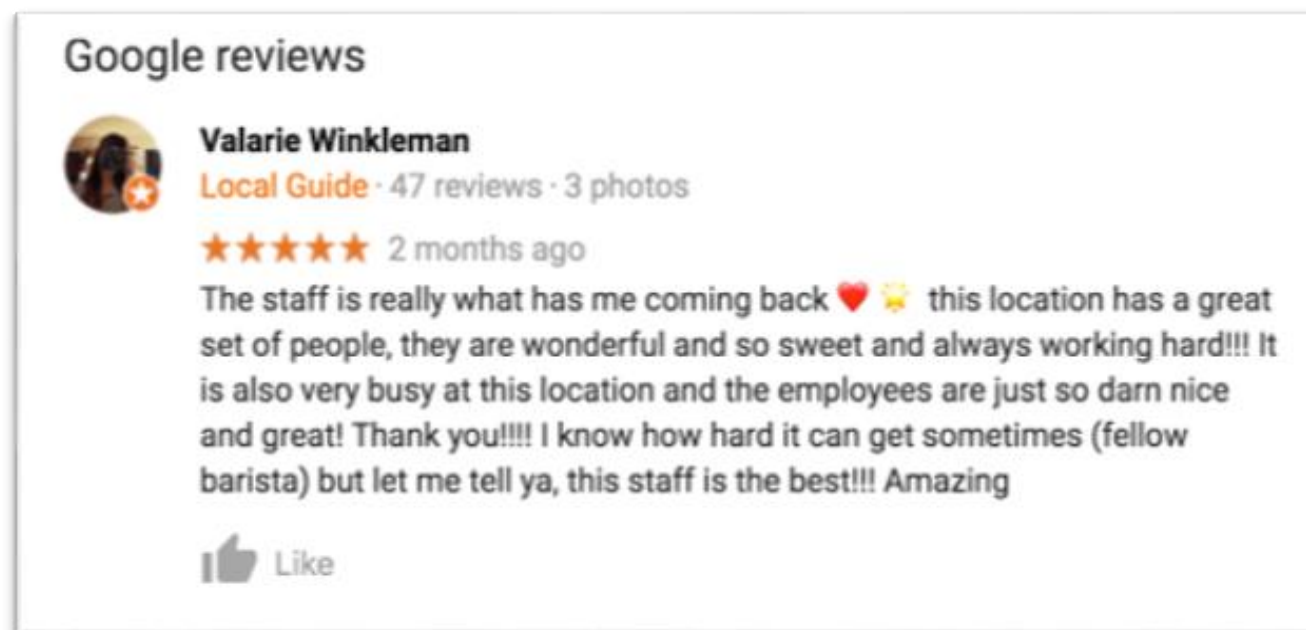
Create compelling content on both your website and social sites like Instagram, Facebook, Twitter, and other popular sites that your brand utilizes.



Google Testimonials/Reviews

CHECK & MONITOR YOUR GOOGLE REVIEWS

Reviews are managed through Google My Business. Online customer reviews can be a strong signal to search engines that communicates trustworthiness and authority.



Website Ecommerce

ADD A SHOPPING CART TO YOUR WEBSITE

WOOCOMMERCE

Build your store on your website with a fully customizable shopping platform



ECWID

Integrate shopping cart and online store onto website



ETSY

Integrate your Etsy store onto your website



Social Commerce

SHOPPING CART TO YOUR SOCIAL MEDIA

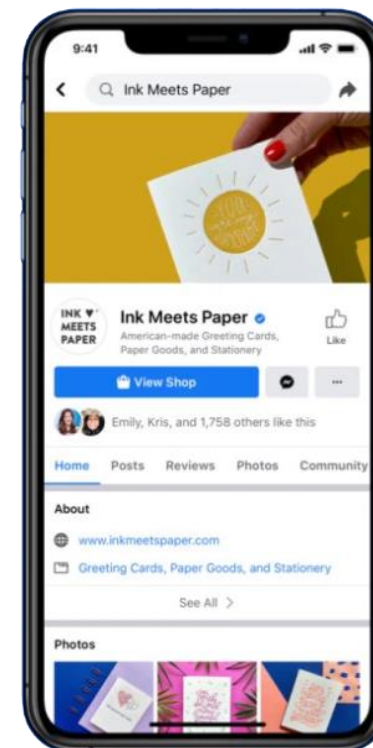
FACEBOOK MARKETPLACE

Listing, finding, and advertising products



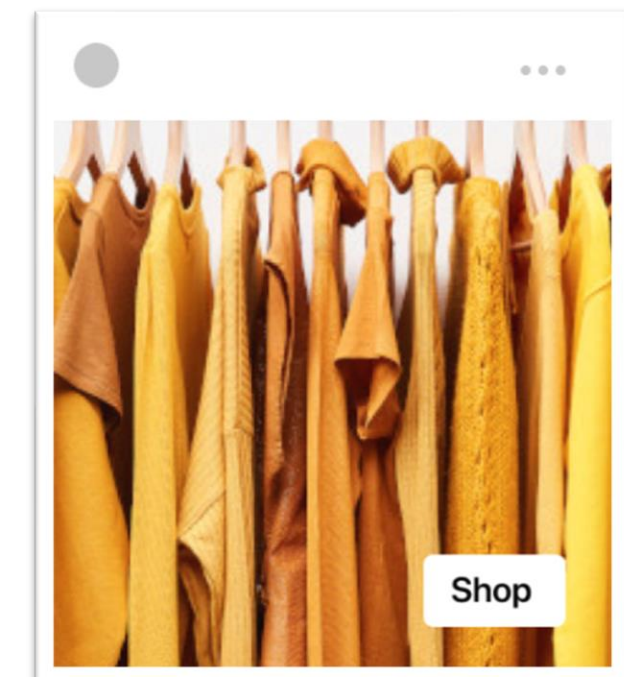
FACEBOOK SHOP

Catalog products, sell, and advertise right on Facebook



INSTAGRAM SHOP

Integrate your Facebook Catalog and sell products right on Instagram



Website Plugins

SOME OF OUR FAVORITE WORDPRESS PLUGINS

REALLY SIMPLE SSL

Secures your site



Really Simple SSL

No setup required! You only need an SSL certificate, and this plugin will do the rest.

By Rogier Lankhorst, Mark Wolters

★★★★★ (4,633)

4+ Million Active Installations

Last Updated: 1 week ago

✓ Compatible with your version of WordPress

Install Now

More Details

GOOGLE ANALYTICS

Monitors traffic



Google Analytics Dashboard for WP by ExactMetrics (formerly GADWP)

Connects Google Analytics with your WordPress site. Displays stats to help you understand your users and site content on a whole new level!

By ExactMetrics

★★★★☆ (1,340)

1+ Million Active Installations

Last Updated: 2 months ago

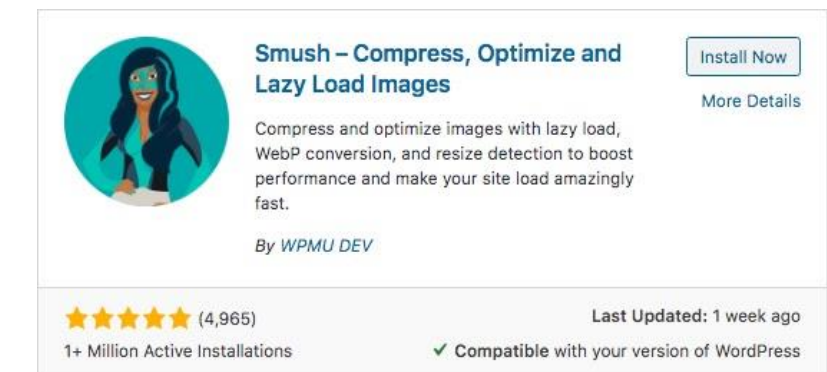
✓ Compatible with your version of WordPress

Install Now

More Details

SMUSH

Optimize Image Size



Smush - Compress, Optimize and Lazy Load Images

Compress and optimize images with lazy load, WebP conversion, and resize detection to boost performance and make your site load amazingly fast.

By WPMU DEV

★★★★★ (4,965)

1+ Million Active Installations

Last Updated: 1 week ago

✓ Compatible with your version of WordPress

Install Now

More Details

YOAST SEO

SEO Analysis and meta descriptions



Yoast SEO

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin.

By Team Yoast

★★★★★ (27,169)

5+ Million Active Installations

Last Updated: 7 hours ago

✓ Compatible with your version of WordPress

Install Now

More Details

FACEBOOK PIXEL

Monitors incoming traffic from Facebook



Official Facebook Pixel

Grow your business with Official Facebook Pixel!

By Facebook

★★★★☆ (13)

300,000+ Active Installations

Last Updated: 1 month ago

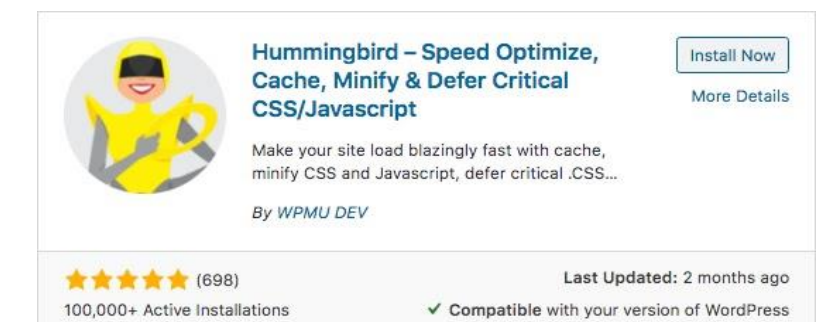
✓ Compatible with your version of WordPress

Install Now

More Details

HUMMINGBIRD

Boosts loading speed & a browse cache



Hummingbird - Speed Optimize, Cache, Minify & Defer Critical CSS/Javascript

Make your site load blazingly fast with cache, minify CSS and Javascript, defer critical .CSS...

By WPMU DEV

★★★★★ (698)

100,000+ Active Installations

Last Updated: 2 months ago

✓ Compatible with your version of WordPress

Install Now

More Details



Glossary

ALT TEXT/TAG/ATTRIBUTE

All essentially refer to the same thing. Text that provides alternative, descriptive information for an image if a user for some reason cannot view it.

INBOUND/OUTBOUND LINKS

Any link to a site from another website, social media platform etc.

BROKEN LINK/DEAD LINK

A web link that now points to a non-existent page or resource . Covers outgoing links to other sites, backlinks from other sites or internal website links. Are detrimental to your site's search engine ranking so fix or remove wherever possible.

DUPLICATE LINK

Similar or exactly the same content on another page or website. To be avoided unless you have the canonical URL set. Excessive duplicate content on your website is likely to have it considered as spam by the search engines.

GOOGLE MOBILE FIRST INDEXING

2017 will see Google experiment with [preferring mobile versions of websites](#) when it comes to indexing and ranking. Thus a poorly configured mobile site might negatively impact your search engine standing.

HTTPS

A protocol for secure communication over a computer network.



Glossary

KEYWORD STUFFING

If your content is written with an unnaturally high keyword density then it is likely that not only will it appear to readers as awkward and unpleasant to read, but will likely attract the ire of search engines.

LANDING PAGE

The page a visitor arrives on. Although the front / home page is most popular, well ranked inner pages may also have decent numbers.

LONGTAIL KEYWORDS

A search query phrase which is longer, more precise and specific. As they're more specific there is often less competition in search indexes than for shorter, generic keyword terms.

META TAGS

The general term for several code snippets that are often incorporated in the head section of a web page. These include the Meta Title, Meta Description, Meta Keywords & Meta Robots.

SEARCH ENGINE OPTIMIZATION

Stands for search engine optimization, the processes used to increase website visitor numbers by achieving high rank in the search results indexes.

SITEMAP

A page on your site with active links to all other pages. Used as an alternative navigation system.





How to Reach Us

Pearson & von Elbe Advertising

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(218) 733-0265





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