



# **GROW YOUR BUSINESS WITH HELP FROM GOOGLE – Ranking Factors**

**JUSTIN EMIG**

**VP, MARKETING AND INNOVATION  
WEB TALENT MARKETING**

# HELLO

## I am Justin Emig

- Holds 10 digital marketing certifications
- Has 9 years of digital marketing experience
- “Googles” for a Living
- Reads A LOT, tinkers, and thinks about the Future
- Obsessed with the consumer in the intersection of retail and digital



Web Talent  
MARKETING

GET TO KNOW ME A BIT MORE.



# AGENDA

- How Google ranks websites and what it takes to win.
- **Ranking Factors:**
  - **Google My Business:** Ensuring you are present and able to be found on the maps for your most relevant keywords.
  - **On-Site Factors:** How you can improve your rankings with relevant keyword and page copy.
- **Bonus...** If time permits.



# HOW DOES GOOGLE RANK WEBSITES?

# HOW DOES GOOGLE RANK WEBSITES?

**Localized Searches**

**Non-Localized Searches**

**But first... What do these searches look like?**

# WHAT IS A LOCALIZED SEARCH

- Showcases localized intent
- Google assumes you are looking for information about a business within a near proximity.

Map Listings >>

Traditional Organic Listings >>

pho restaurant near me

All Maps Shopping News Images More Settings Tools

About 4,050,000 results (0.57 seconds)

Map data ©2018 Google

Rating Hours Sort by

<b>Pho Noodle House</b> 4.0 ★★★★★ (68) · Vietnamese 0.1 mi · 252 N Prince St Comfort food · Quick bite · Healthy options	
<b>Sprout Of Rice And Noodles Restaurant</b> 4.6 ★★★★★ (113) · Vietnamese 0.3 mi · 58 N Prince St Comfort food · Small plates · Quick bite	
<b>Rice &amp; Noodles Restaurant</b> 4.6 ★★★★★ (298) · \$\$ · Vietnamese Vietnamese fare & homemade desserts 1.0 mi · 1238 Lititz Pike Comfort food · Small plates · Quick bite	

More places

## Best Pho in Lancaster, PA - Yelp

[https://www.yelp.com/search?find\\_desc=pho&find\\_loc=Lancaster%2C+PA](https://www.yelp.com/search?find_desc=pho&find_loc=Lancaster%2C+PA)  
Reviews on Pho in Lancaster, PA - Rice & Noodles, Pho Pasteur 3, Pho Noodle House, Cafe & Pho Hoang, Saigon Cafe, Sprout of Rice & Noodles, Noodle King, Issei Noodle Lancaster, The Belvedere Inn. ...  
Decent food and available later than other Vietnamese restaurants in the area. Pho was good but the meat was a ...

# WHAT IS A LOCALIZED SEARCH

pho restaurant near me

All Maps Shopping News Images More Settings Tools

About 4,050,000 results (0.57 seconds)

Map showing results in Lancaster, PA. Restaurants include Rice & Noodles Restaurant, Pho Noodle House, and Sprout Of Rice And Noodles Restaurant.

Rating Hours Sort by

- Pho Noodle House**  
4.0 ★★★★★ (68) · Vietnamese  
0.1 mi · 252 N Prince St  
Comfort food · Quick bite · Healthy options
- Sprout Of Rice And Noodles Restaurant**  
4.6 ★★★★★ (113) · Vietnamese  
0.3 mi · 58 N Prince St  
Comfort food · Small plates · Quick bite
- Rice & Noodles Restaurant**  
4.6 ★★★★★ (298) · \$\$ · Vietnamese  
Vietnamese fare & homemade desserts  
1.0 mi · 1238 Lititz Pike  
Comfort food · Small plates · Quick bite

More places

## Best Pho in Lancaster, PA - Yelp

[https://www.yelp.com/search?find\\_desc=pho&find\\_loc=Lancaster%2C+PA](https://www.yelp.com/search?find_desc=pho&find_loc=Lancaster%2C+PA)

Reviews on Pho in Lancaster, PA - Rice & Noodles, Pho Pasteur 3, Pho Noodle House, Cafe & Pho Hoang, Saigon Cafe, Sprout of Rice & Noodles, Noodle King, Issei Noodle Lancaster, The Belvedere Inn. ... Decent food and available later than other **Vietnamese restaurants** in the area. **Pho** was good but the meat was a ...

Mobile Search >>  
Above 'Fold'

Further Refinement >>

<< Desktop Search  
Above 'Fold'

pho restaurant near me

ALL MAPS SHOPPING NEWS IMAGES

Pho Restaurants  
near you Refresh location

Map showing results in Lancaster, PA. Restaurants include Pho Noodle House, Sprout Of Rice And Noodles Restaurant, and The Greenfie Restaurant & B.

Within 0.50 mi Sort by distance Open now Top re

- Pho Noodle House**  
4.0 ★★★★★ (68) · 0.1 mi  
Vietnamese · 252 N Prince St  
Comfort food · Quick bite
- Sprout Of Rice And Noodles R...**  
4.6 ★★★★★ (113) · 0.3 mi  
Vietnamese · 58 N Prince St  
Comfort food · Small plates
- Rice & Noodles Restaurant**  
4.6 ★★★★★ (298) · \$\$ · 1.0 mi  
Vietnamese · 1238 Lititz Pike

# WHY IS MOBILE LOCALIZED SEARCH IMPORTANT?

- 3.5 billion searches happen every day
- 60% of searches are from mobile devices



Nearly 1/3 of all mobile searches are related to location.

**699 million searches a day are related to location.**

# WHAT IS A NON-LOCALIZED SEARCH

signing agent

All Shopping News Videos Maps More Settings Tools

About 1,880,000 results (0.50 seconds)

**PA Signing Agent Certification | Become a PA Signing Agent**  
[www.nationalnotary.org/Pennsylvania/Signing-Agent](http://www.nationalnotary.org/Pennsylvania/Signing-Agent) (800) 876-6827  
Let the NNA help you grow your career as a **signing agent**. Everything you need!  
Highlights: BBB Accredited Business, Phone Support Available

**Signing Agent | NNA**  
<https://www.nationalnotary.org/signing-agent/nsa>  
A Notary **signing agent** is hired as an independent contractor to ensure that real estate loan documents are executed by the borrower, notarized, and returned for processing on time. Completing this critical

Mobile Search >>  
Above 'Fold'

signing agent

ALL SHOPPING NEWS VIDEOS IMAGES

**Signing Agent | NNA**  
National Notary Association > nsa

A Notary signing agent is hired as an independent contractor to ensure that real estate loan documents are executed by the borrower, notarized, and returned for processing on time. Completing

## What is the Difference? No Map Pack

A Notary **Signing Agent** or NSA is a Notary who has special training to handle loan document signings. Title companies and **signing** services hire NSAs to deliver loan documents to borrowers, oversee the **signing** and return the documents.

**The Cost Of Becoming A Notary Signing Agent | NNA**  
<https://www.nationalnotary.org/notary-bulletin/.../cost-becoming-notary-signing-agent>  
May 4, 2017 - Of all the things people can do to go into business for themselves, becoming a Notary **Signing Agent** is one of the least expensive in terms of start-up costs. But it does take a financial investment that goes beyond the cost of a Notary commission and certification. If you want to supplement your income or ...

**Signing Agent**  
<https://www.signingagent.com/>  
**SigningAgent.com** is a service designed to help title companies and signing agencies find thousands of background screened Notary **Signing Agents** qualified to facilitate loan signings.  
Search · Login · FAQ · Terms of Use

**9 Reasons Why Becoming a Loan Signing Agent is the Perfect Extra ...**  
<https://www.loansigningsystem.com/perfect-side-hustle-become-a-notary-loan-signing...>  
Dec 3, 2016 - A loan **signing agent** is a notary public who knows loan documents.

<< Desktop Search  
Above 'Fold'

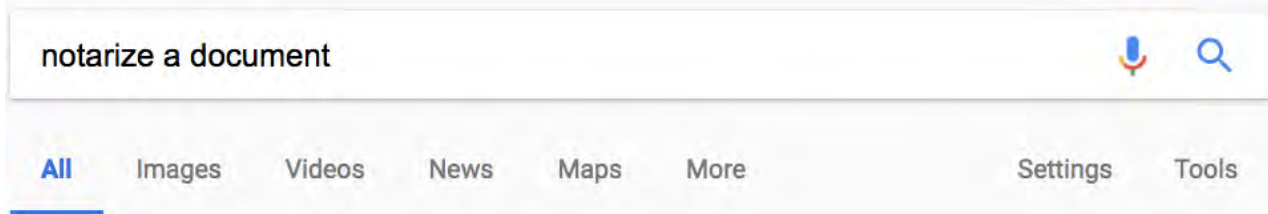
How much can I charge for ... How do I get started

**Signing Agent Certification | NNA**  
National Notary Association > signing-ag...

A Notary Signing Agent or NSA is a Notary who has special training to handle loan document signings. Title companies and signing services hire NSAs to deliver loan documents to borrowers, oversee the signing and return the documents.

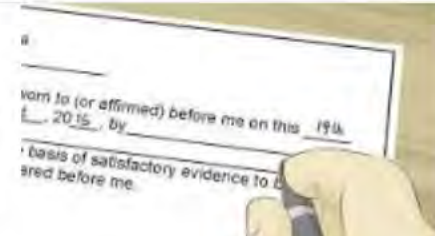
**The Cost Of Becoming A Notary Signing Agent | NNA**

# WHAT IS AN INFORMATIONAL SEARCH

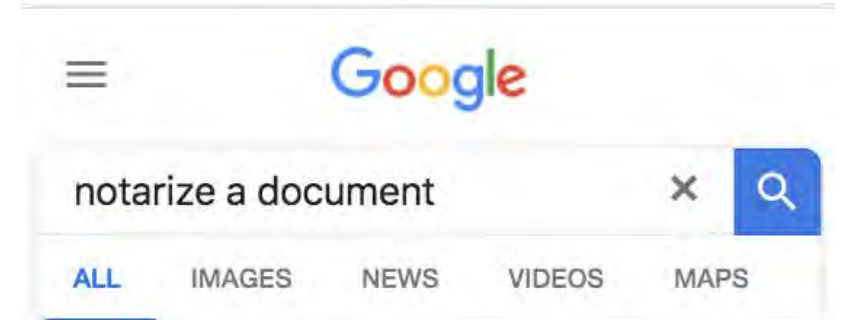


About 268,000 results (0.42 seconds)

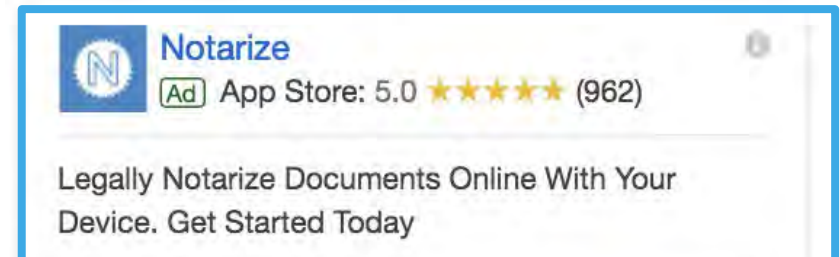
Banks can **notarize** your **documents** for free. If you need to get a **document notarized**, a simple, free solution can usually be found at the nearest branch of your bank. The process is typically very simple. Present the **document** to a notary public and sign it in his or her presence. Nov 2, 2017



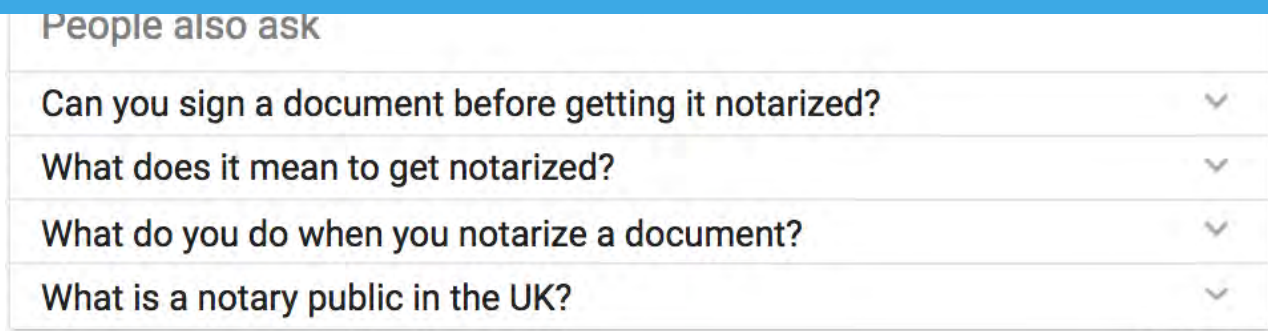
Mobile Search >>



Install Application, if applicable.



Google assumes they are looking for info, not a Notary



Feedback

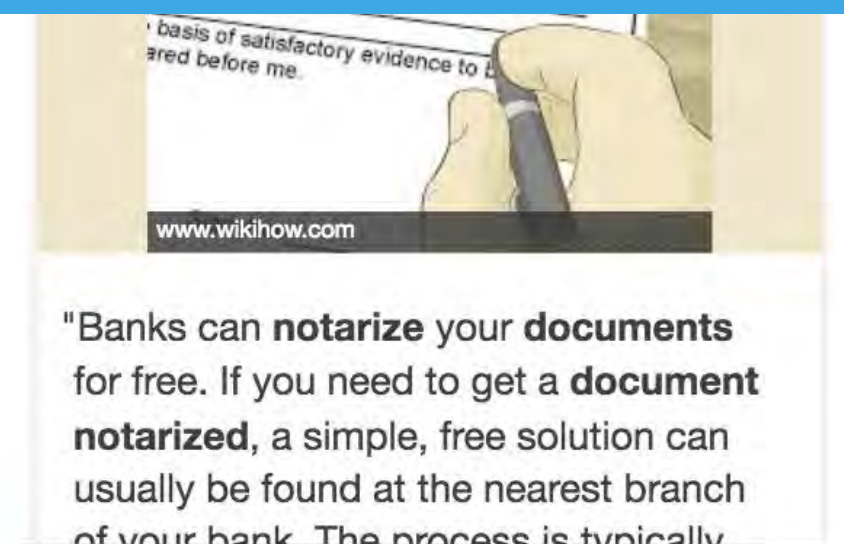
## 5 Steps To A Proper Notarization | NNA

<https://www.nationalnotary.org/notary-bulletin/blog/.../5-steps-proper-notarization>

Apr 9, 2015 - If the **document** does not contain certificate wording, ask your signer what type of **notarization** is required and then attach a separate, or loose, certificate. Many signers do not know what type of **notarization** they need so you may describe the different types, but you may not make the decision for the signer ...

A Notary Certificate In 4 ... · The Most Common Types Of ...

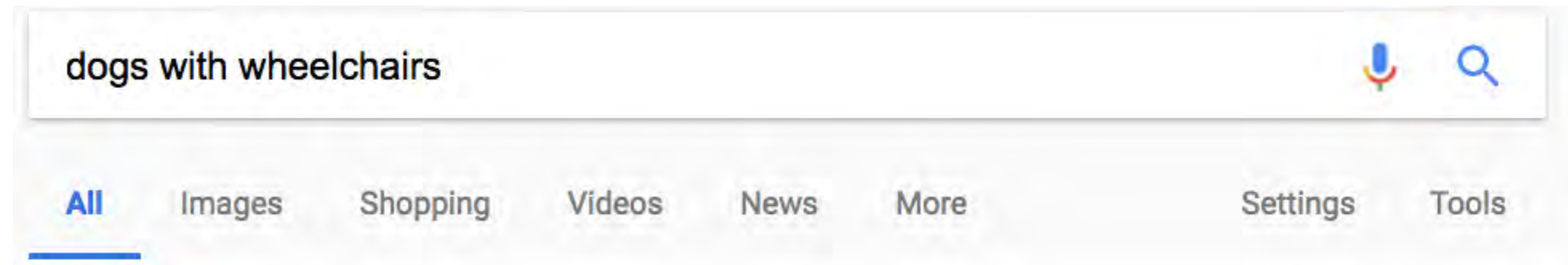
<< Desktop Search Above 'Fold'





# **TOO MUCH JARGON? LET ME EXPLAIN**

# HOW DOES GOOGLE RANK WEBSITES?



## Relevancy

- What websites have content related to dogs?
- Of those websites, does the content mention dogs with disabilities?
- Of those websites, which ones have images of dogs with wheelchairs? The searcher appears to be looking for images.

## Authority

- Of the sites that have content related to dogs with disabilities or wheelchairs, which ones have other people trusted?
- How many other sites have considered this site to be a relevant and authoritative source on the topic of dogs with wheelchairs?
- How long has the website been around in which they have had content speaking on dogs?

# WANT TO KNOW HOW GOOGLE TELLS US THEIR PERCEPTION ON INTENT?

The image displays four sequential screenshots of a Google search interface, each showing a different search query and a different category highlighted in the navigation bar. The highlighted categories are: 'Images' for 'dogs with wheelchairs', 'Shopping' for 'dog wheelchairs', 'Maps' for 'pho rest', and 'Maps' for 'notary near me'. Each screenshot includes a search bar with the query, a microphone icon, a search icon, and a navigation bar with 'All' and other category options.

dogs with wheelchairs

All Images Shopping Videos News More Settings Tools

dog wheelchairs

All Shopping Images Videos News More Settings Tools

pho rest

All Maps Shopping Images Videos More Settings Tools

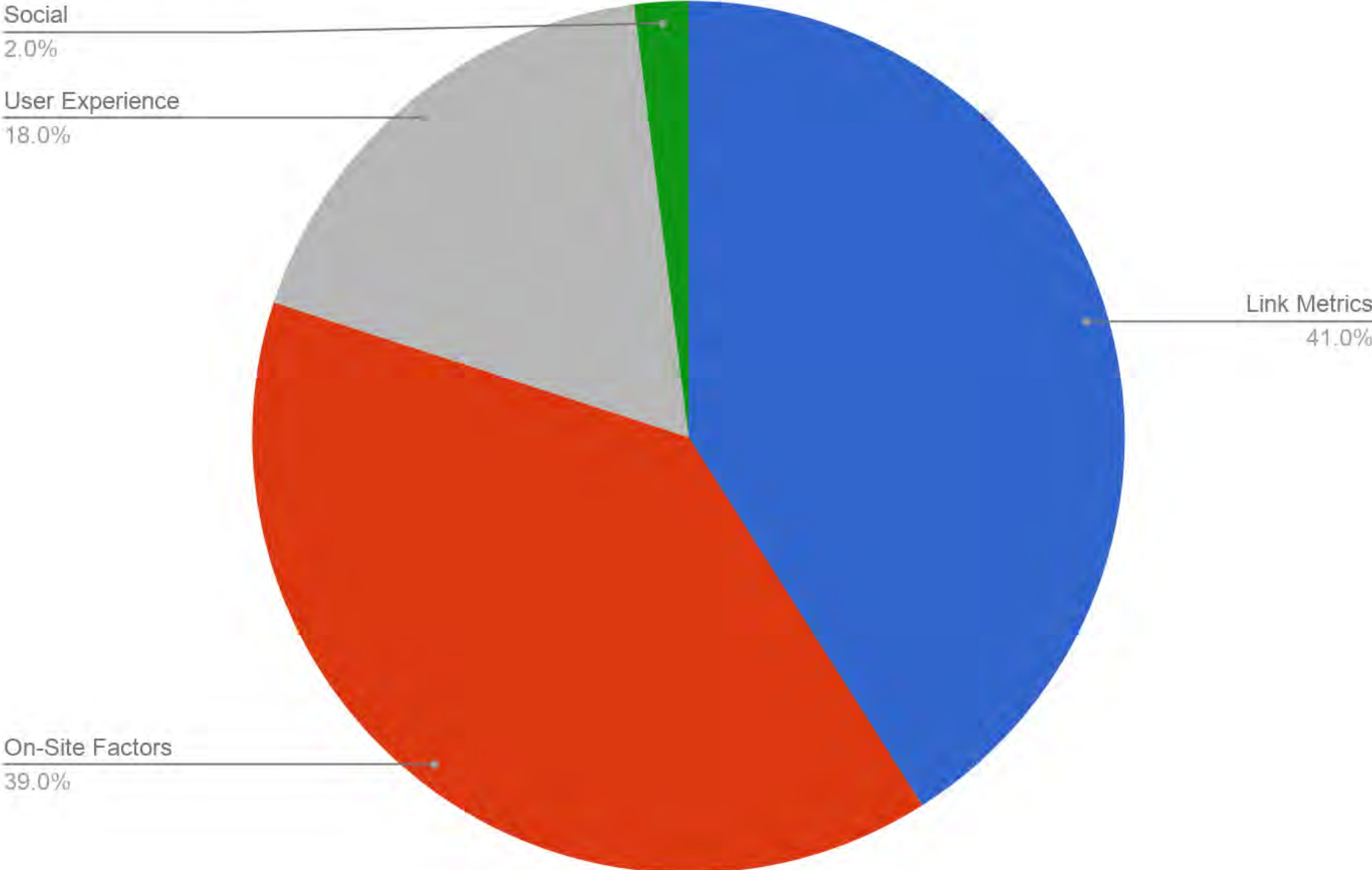
notary near me

All Maps Shopping News Books More Settings Tools

# HOW DOES GOOGLE RANK WEBSITES?

## NON-LOCALIZED SEARCHES

Ranking Factors 2018



# HOW DOES GOOGLE RANK WEBSITES?

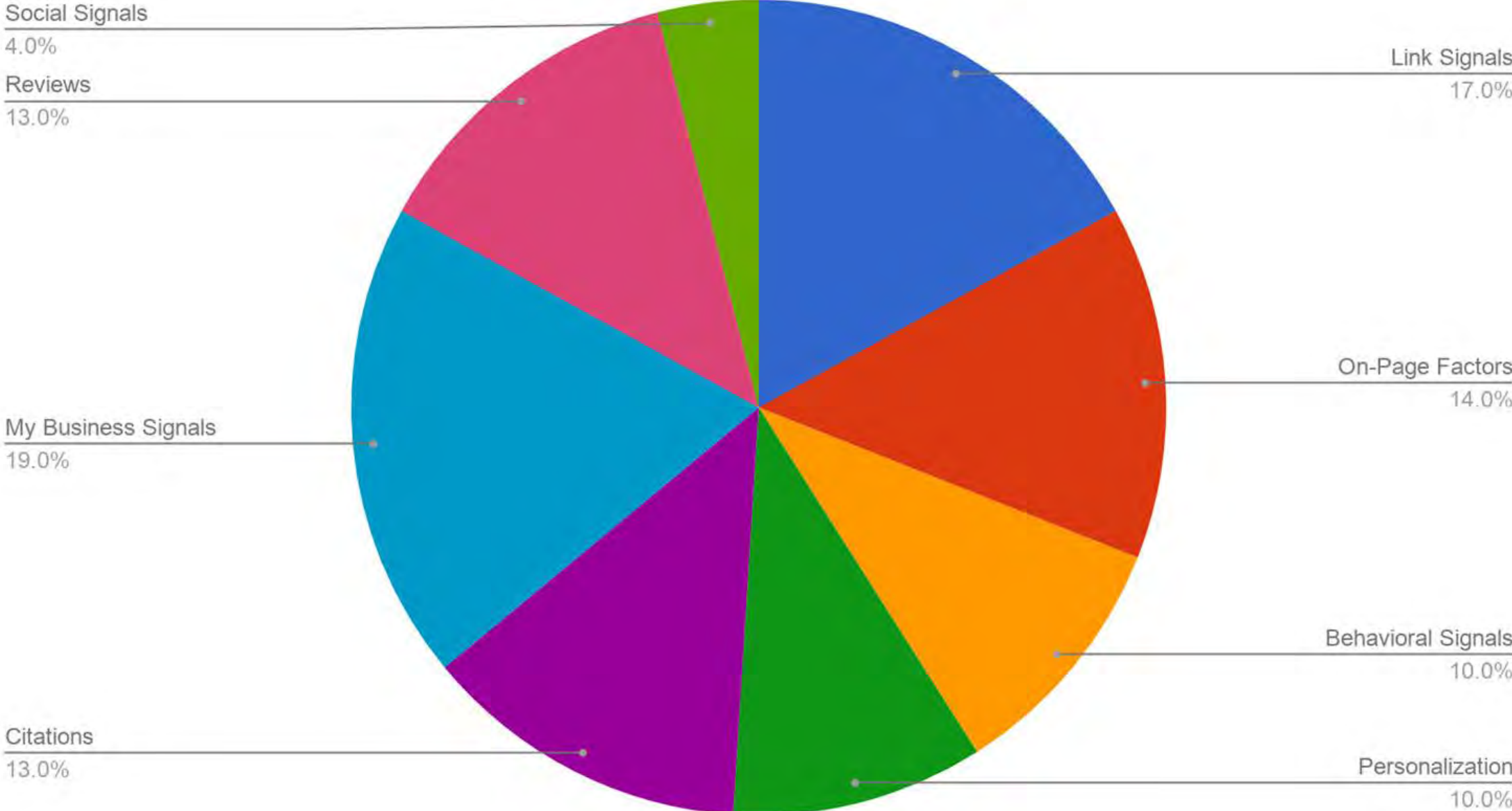
- **Link Metrics Explained:**

- These are links pointing to your website. Also known as backlinks.
- Google doesn't look at just the number, but the quality of those links.
  - Link from Authoritative source > link from brand new website/blog, etc.
- Relevancy of those links is the most important factor.
  - Links from ESPN mean little if you are not covering sports related material.

# HOW DOES GOOGLE RANK WEBSITES?

## LOCALIZED SEARCHES

Local SEO Ranking Factors 2018



# HOW DOES GOOGLE RANK WEBSITES?

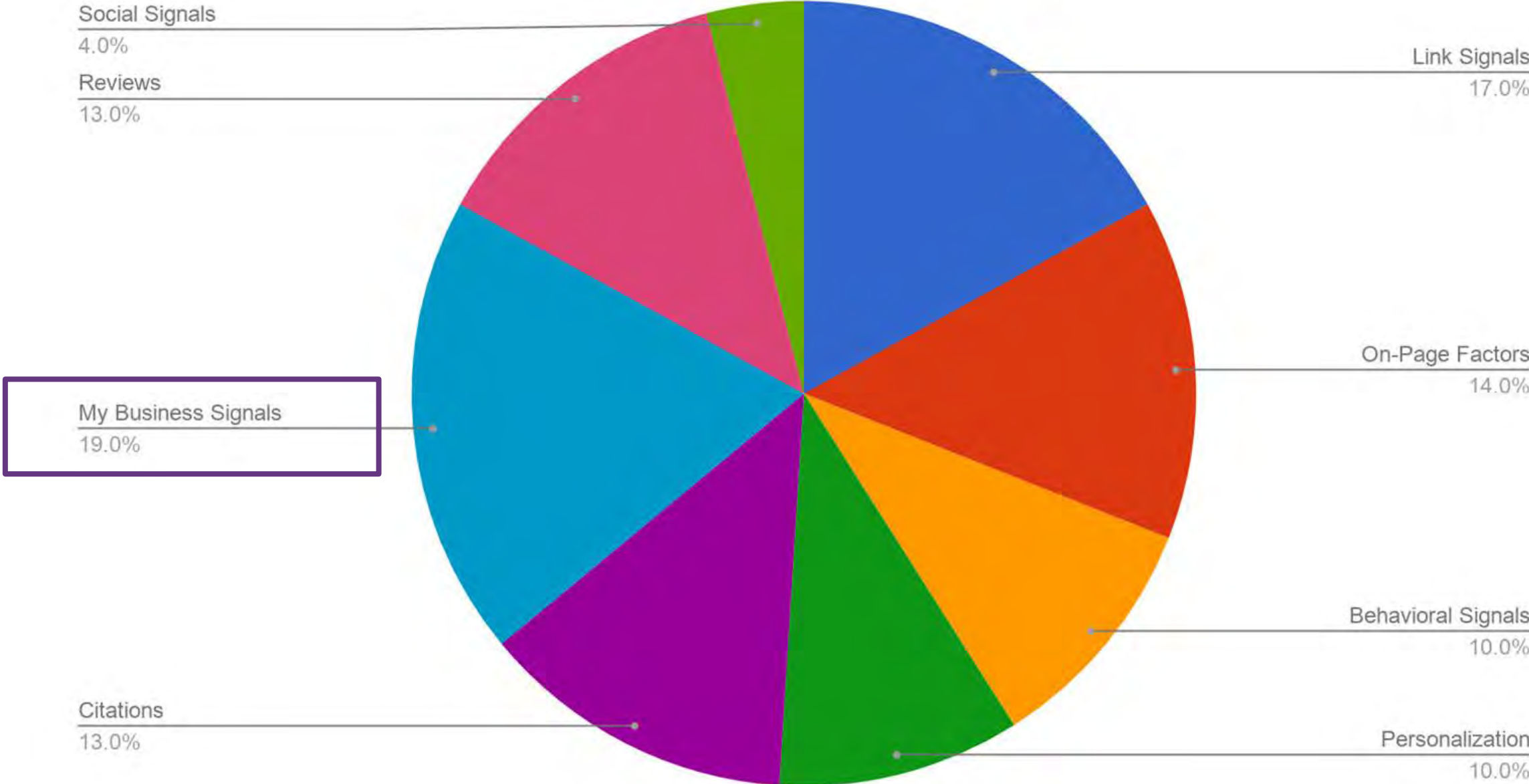
- **My Business Signals Explained:**
  - This has to do with Google My Business listings. Factors reviewed here are:
    - Accuracy, completion, details (business category, etc.), hours, phone number.
- **On-Site Factors Explained:**
  - Same as Non-Localized. Content = Everything.
- **Link Metrics Explained:**
  - These are links pointing to your website, primarily from Localized sites.
    - Local news outlets, aggregator sites (Yelp, Manta, etc.)
- **Citations Explained:**
  - See Links. These are consistent instances of Name Address Phone number (NAP).
- **Reviews Explained:**
  - These are important. More reviews are generally a positive indicator. Positive vs. negative is NOT a direct factor.
- **Personalization / Behavioral Signals Explained:**
  - Much of this is proximity to user's search, as well as their history. Do they show intent to want localized result?
    - Good example, East India...
- **Social Explained:**
  - Same as Non-Localized.



# GOOGLE MY BUSINESS

# GOOGLE MY BUSINESS

## Local SEO Ranking Factors 2018



# GOOGLE MY BUSINESS

- Free platform that provides a free listing for businesses with brick and mortar location(s).
- Provides helpful information for consumers searching for local businesses.
- Powers Google Local/Maps listings.
- Allows you to control several business elements, such as:
  - Address
  - Phone Number
  - Images / Videos / Tours
  - Hours (Regular & Holiday)
  - Services
  - Promotions

The screenshot shows the Google My Business website interface. At the top, there is a navigation bar with "Home", "How it Works", and "Resources". On the right, there are "SIGN IN" and "START NOW" buttons. The main heading reads "Make the most of your free Google listing." Below this, a paragraph explains the benefits: "Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what's new, respond to reviews to build loyalty and add photos to highlight what makes your business special." A green "START NOW" button is prominently displayed. Below the button, a phone number is provided: "Have questions? Give us a call: 1-844-491-9665\*". To the right of the text, a large image shows a smartphone displaying the Google My Business app interface for "Junzi Kitchen". The app screen shows a 4.6-star rating, "(18) \$\$", and "Fast Food Restaurant". It includes tabs for "OVERVIEW", "POSTS", and "REVIEWS", and action buttons for "CALL", "DIRECTIONS", "SHARE", and "WEBSITE". The background of the app interface shows a person eating at a restaurant.

# GOOGLE MY BUSINESS

- The first priority is to claim your listing, if you haven't already.
- This allows you to complete the necessary fields.
- Consumers are able to add information if they want, however, it is best for you to control your information.
- Think of the importance of directions in this search. They must be accurate.
- Items to ensure are correct:
  - Category (Notary Public if applicable)
    - Google has a large list to choose from.
  - Address
  - Hours
  - Website

## Sue's Mobile Notary ★

Notary public in East York, Pennsylvania · 5.9 mi

Directions

**Address:** 1849 2nd Ave, York, PA 17402

**Phone:** (717) 840-7870

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add business hours](#)

[Add website](#)

**Know this place?** [Answer quick questions](#)

**Questions & answers**

[Be the first to ask a question](#)

Ask a question

# GOOGLE MY BUSINESS

- Here is an example of a best in class Google My Business listing.
- Hours defined, Q&A present, website link, phone number.
- Google then populates this with additional relevant information, such as popular times and how long people spend there.

How much more helpful is this to a consumer, than the one on the previous slide? >>

**Runkle's Notary • Tag • Title** ★

4.1 ★★★★★ 27 Google reviews  
Notary public in Red Lion, Pennsylvania · 0.9 mi [Website](#) [Directions](#)

**Address:** 22 East Ave, Red Lion, PA 17356  
**Hours:** Open · Closes 7PM ▾  
**Phone:** (717) 812-9292  
[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

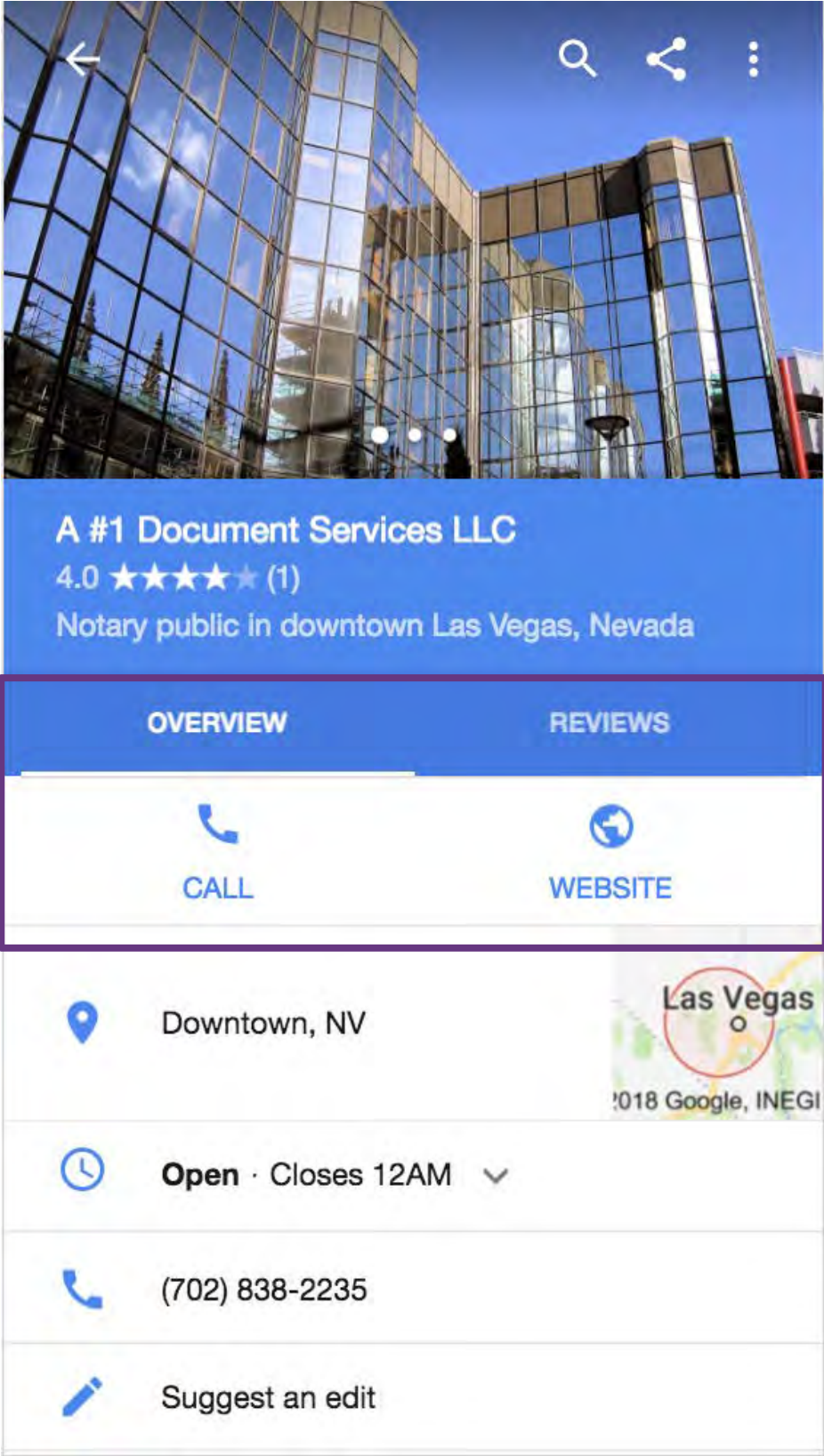
**Questions & answers** [Ask a question](#)  
[See all questions \(1\)](#)

**Popular times** ⓘ [Wednesdays](#) ↕

👤 10 AM: Usually not busy

**Plan your visit**  
People typically spend **25 min** here

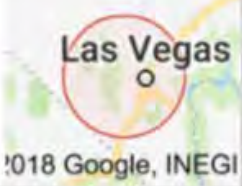
# GOOGLE MY BUSINESS



A #1 Document Services LLC  
4.0 ★★★★★ (1)  
Notary public in downtown Las Vegas, Nevada

OVERVIEW      REVIEWS

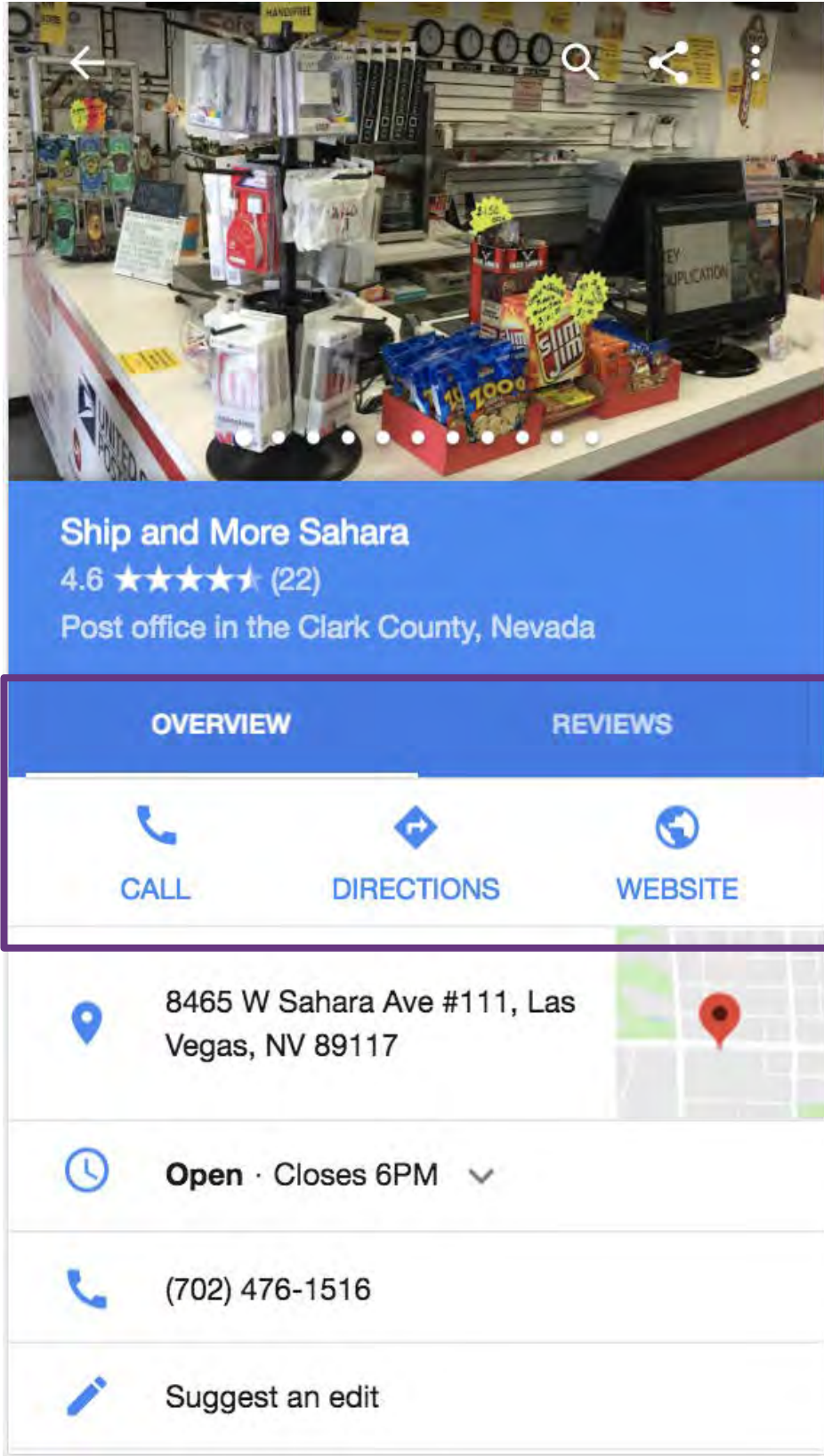
CALL      WEBSITE

Downtown, NV 

Open · Closes 12AM

(702) 838-2235

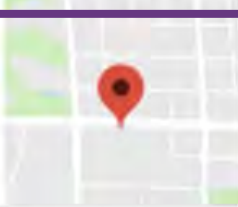
Suggest an edit



Ship and More Sahara  
4.6 ★★★★★ (22)  
Post office in the Clark County, Nevada

OVERVIEW      REVIEWS

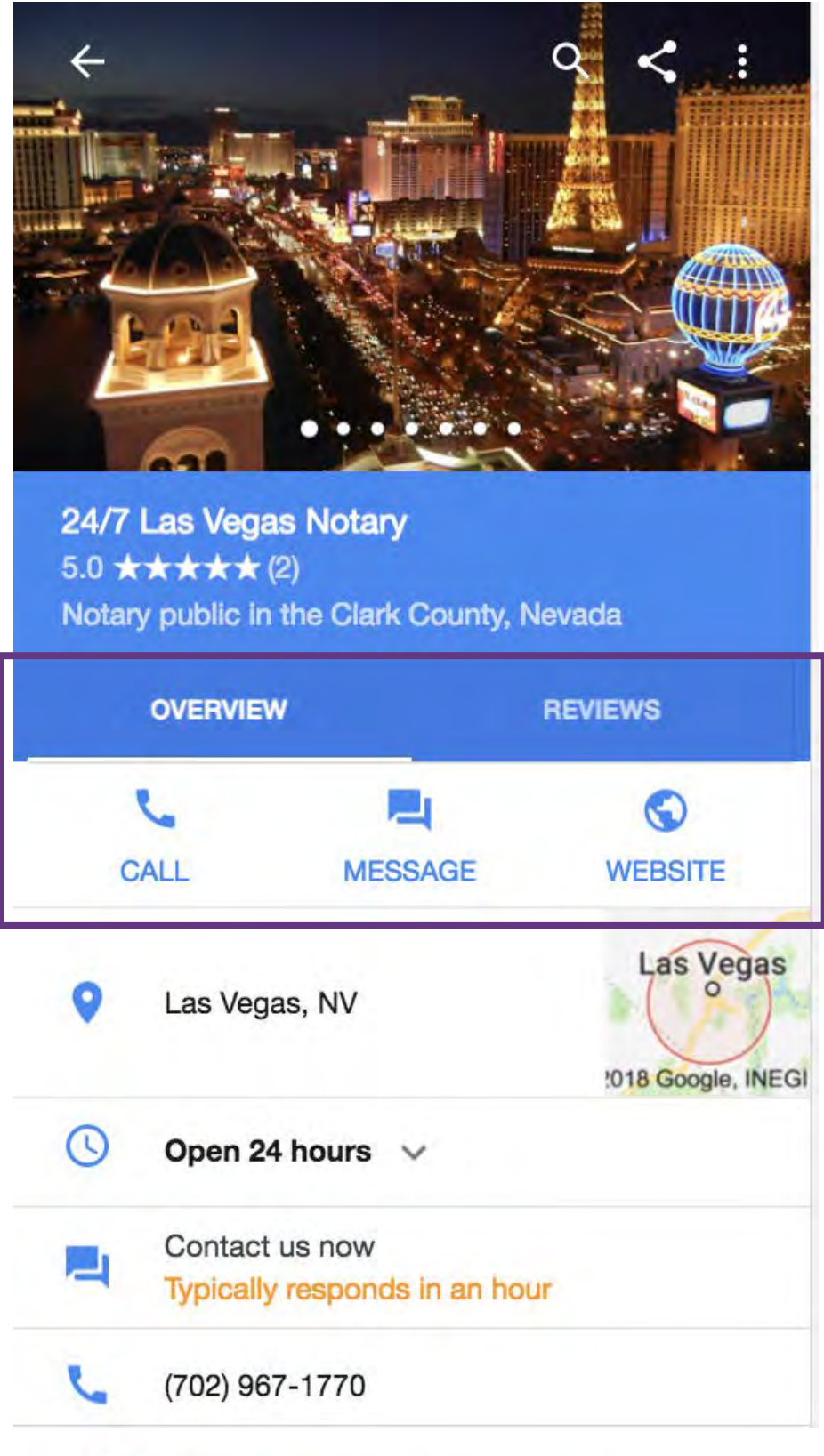
CALL      DIRECTIONS      WEBSITE

8465 W Sahara Ave #111, Las Vegas, NV 89117 

Open · Closes 6PM

(702) 476-1516

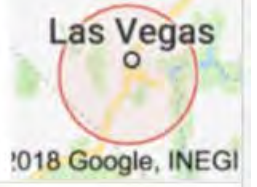
Suggest an edit



24/7 Las Vegas Notary  
5.0 ★★★★★ (2)  
Notary public in the Clark County, Nevada

OVERVIEW      REVIEWS

CALL      MESSAGE      WEBSITE

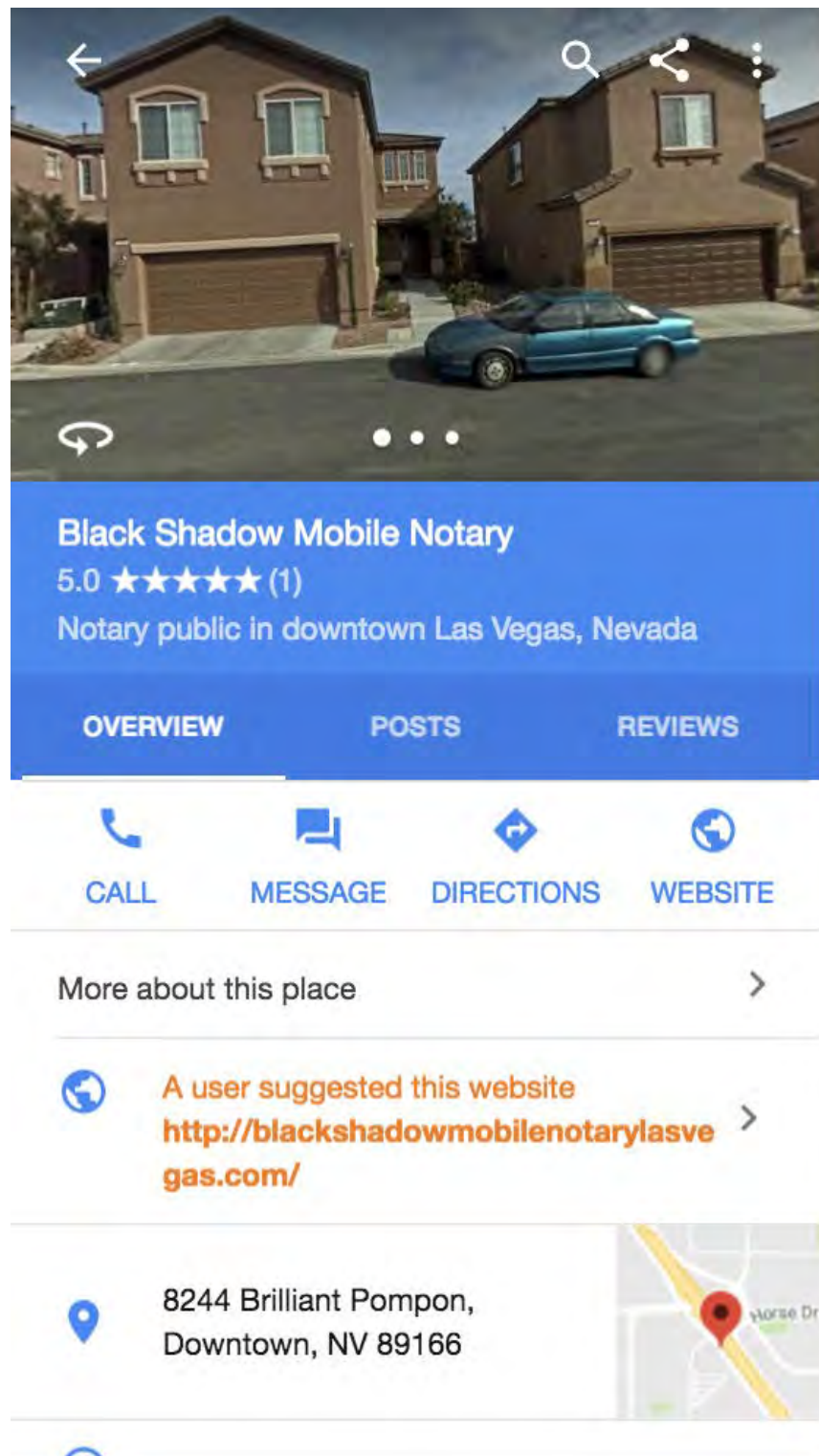
Las Vegas, NV 

Open 24 hours

Contact us now  
Typically responds in an hour

(702) 967-1770

# GOOGLE MY BUSINESS



- Here is an example of a Google My Business profile that utilizes all of the features available.
- Here is all they are leveraging:
  - Phone
  - Correct, verified address
  - Website link
  - Messaging (they will text your phone)
  - Posts
    - Think blog posts hosted on Google.
- Here is also an example of how a user may suggest another website. Google will not use that until it is approved by verified owner.

# HOW TO BE FOUND FOR RELEVANT LOCAL SEARCHES


- Understand local intent. What searches present a local result (map), vs. no map.
  - Pro Tip: Do the search yourself. See what you get.
- How are customers talking to you on the phone? What words are they using?
  - Search is conversational.
- Think of the customer's problem. Is it need based vs. want based?
  - Which document do they need?
  - Are they buying a car / house?
  - Where do you fit into their overall purchase?
- WHY would they need a Notary? In here, is where you need to live.
- Remember the role of geography and proximity to the searcher.

who can notarize a document

All Images Videos News Shopping More Settings Tools

About 260,000 results (0.45 seconds)

**Banks** can notarize your documents for free. If you need to get a document notarized, a simple, free solution can usually be found at the nearest branch of your bank. The process is typically very simple. Present the document to a notary public and sign it in his or her presence. Nov 3, 2017



[Banks can notarize your documents for free | Investopedia](https://www.investopedia.com/articles/.../banks-can-notarize-your-documents-free.asp)  
<https://www.investopedia.com/articles/.../banks-can-notarize-your-documents-free.asp>

About this result Feedback

People also ask

- Can you sign a document before getting it notarized?
- Can you notarize a document without the person being present?
- Can you get any document notarized?
- Do post offices have a notary?

Feedback

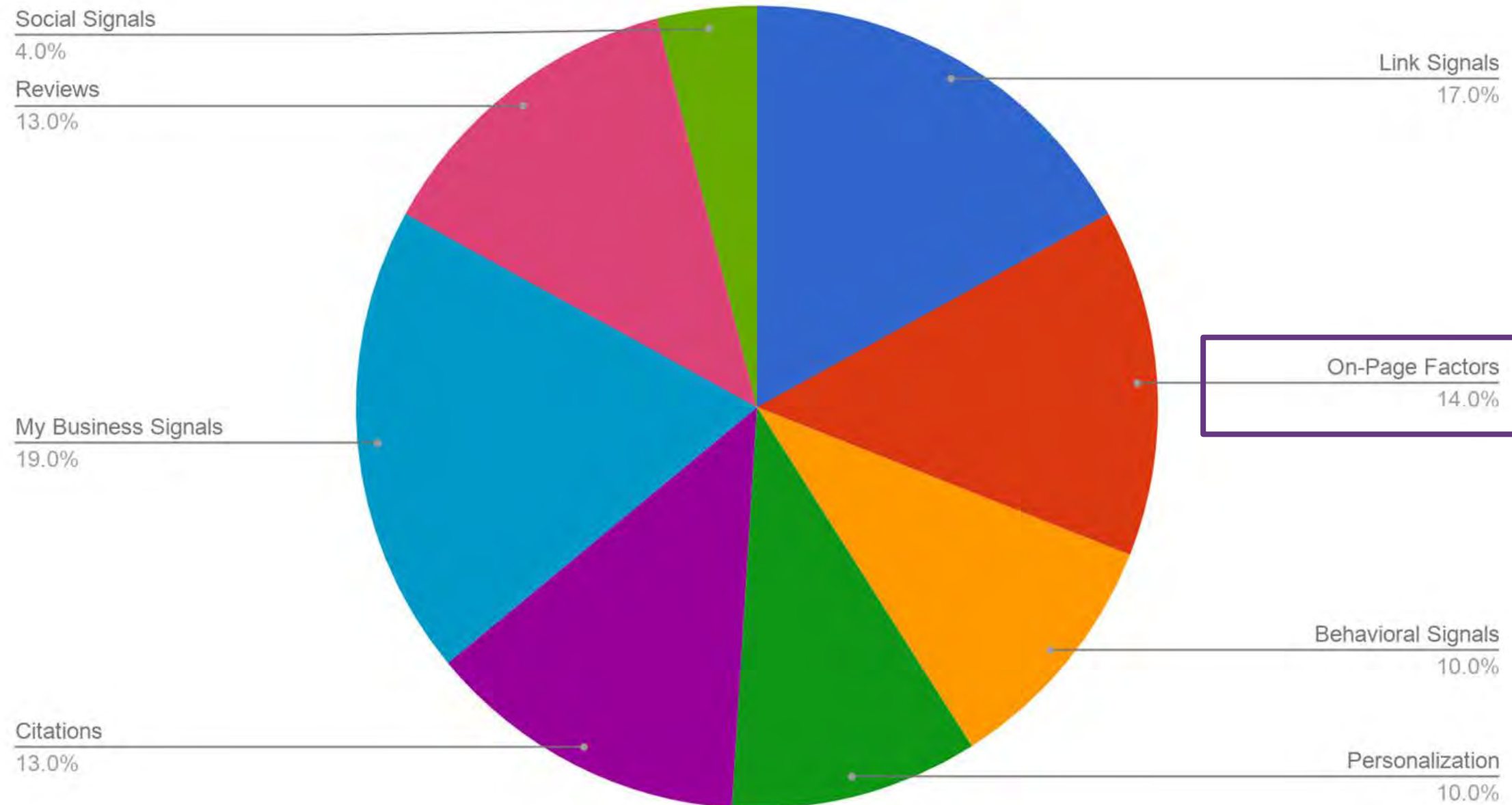
[Notarized Documents: What They Are and How to Get One](https://www.thebalance.com)  
<https://www.thebalance.com> > Personal Finance > Banking and Loans > Basics  
Dec 15, 2017 - Notarized Documents. A notarized document is a document that has been certified by a notary public. The notary public is an official who verifies the identities of **everybody** signing the document, witnesses the signatures, and marks the document with a stamp (or "seal").



# ON-PAGE FACTORS

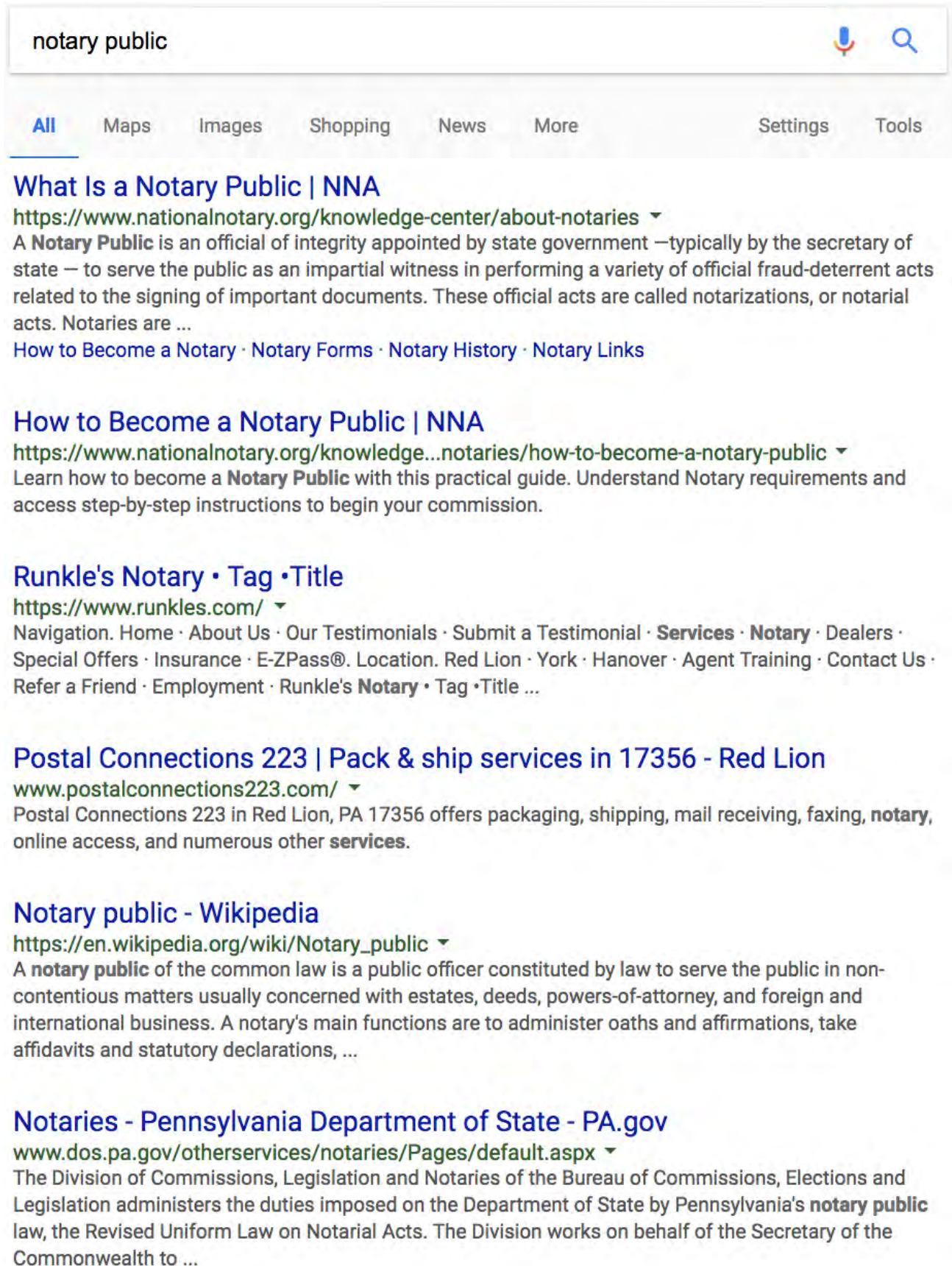
# ON-PAGE FACTORS

## Local SEO Ranking Factors 2018



# THE ROLE OF CONTENT IN RANKINGS

- Fundamentally, a search is a QUERY (aka question).
- The point of content is to:
  - Answer their question!
  - Leave them with a positive interaction with your site.
  - Potentially nurture them to a point of conversation.
    - Conversation = Conversion
- Context is everything. Google connects queries to websites relevant and authoritative for that query.
- If you do not say it and it is a query used by your consumer, you will not rank for it.
- Ensure that the text on your website uses the correct keywords, but do not overdo it.
  - Think subject matter. Notaries are called many different things to differing consumers. Google understands that.



notary public

All Maps Images Shopping News More Settings Tools

**What Is a Notary Public | NNA**  
<https://www.nationalnotary.org/knowledge-center/about-notaries> ▾  
A **Notary Public** is an official of integrity appointed by state government —typically by the secretary of state — to serve the public as an impartial witness in performing a variety of official fraud-deterrent acts related to the signing of important documents. These official acts are called notarizations, or notarial acts. Notaries are ...  
[How to Become a Notary](#) · [Notary Forms](#) · [Notary History](#) · [Notary Links](#)

**How to Become a Notary Public | NNA**  
<https://www.nationalnotary.org/knowledge...notaries/how-to-become-a-notary-public> ▾  
Learn how to become a **Notary Public** with this practical guide. Understand Notary requirements and access step-by-step instructions to begin your commission.

**Runkle's Notary • Tag • Title**  
<https://www.runkles.com/> ▾  
Navigation. Home · About Us · Our Testimonials · Submit a Testimonial · **Services** · **Notary** · Dealers · Special Offers · Insurance · E-ZPass®. Location. Red Lion · York · Hanover · Agent Training · Contact Us · Refer a Friend · Employment · Runkle's **Notary** · Tag · Title ...

**Postal Connections 223 | Pack & ship services in 17356 - Red Lion**  
[www.postalconnections223.com/](http://www.postalconnections223.com/) ▾  
Postal Connections 223 in Red Lion, PA 17356 offers packaging, shipping, mail receiving, faxing, **notary**, online access, and numerous other **services**.

**Notary public - Wikipedia**  
[https://en.wikipedia.org/wiki/Notary\\_public](https://en.wikipedia.org/wiki/Notary_public) ▾  
A **notary public** of the common law is a public officer constituted by law to serve the public in non-contentious matters usually concerned with estates, deeds, powers-of-attorney, and foreign and international business. A notary's main functions are to administer oaths and affirmations, take affidavits and statutory declarations, ...

**Notaries - Pennsylvania Department of State - PA.gov**  
[www.dos.pa.gov/otherservices/notaries/Pages/default.aspx](http://www.dos.pa.gov/otherservices/notaries/Pages/default.aspx) ▾  
The Division of Commissions, Legislation and Notaries of the Bureau of Commissions, Elections and Legislation administers the duties imposed on the Department of State by Pennsylvania's **notary public** law, the Revised Uniform Law on Notarial Acts. The Division works on behalf of the Secretary of the Commonwealth to ...

# IMPORTANT ON-PAGE FACTORS TO CONSIDER

notary public

All Maps Images Shopping News More Settings Tools

**What Is a Notary Public | NNA**  
<https://www.nationalnotary.org/knowledge-center/about-notaries>  
A **Notary Public** is an official of integrity appointed by state government —typically by the secretary of state — to serve the public as an impartial witness in performing a variety of official fraud-deterrent acts related to the signing of important documents. These official acts are called notarizations, or notarial acts. Notaries are ...  
[How to Become a Notary](#) · [Notary Forms](#) · [Notary History](#) · [Notary Links](#)

**How to Become a Notary Public | NNA**  
[https://www.nationalnotary.org/knowledge\\_notaries/how-to-become-a-notary-public](https://www.nationalnotary.org/knowledge_notaries/how-to-become-a-notary-public)  
Learn how to become a **Notary Public** with this practical guide. Understand Notary requirements and access step-by-step instructions to begin your commission.

**Runkle's Notary • Tag • Title**  
<https://www.runkles.com/>  
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**Postal Connections 223 | Pack & ship services in 17356 - Red Lion**  
[www.postalconnections223.com/](http://www.postalconnections223.com/)  
Postal Connections 223 in Red Lion, PA 17356 offers packaging, shipping, mail receiving, faxing, **notary**, online access, and numerous other **services**.

**Notary public - Wikipedia**  
[https://en.wikipedia.org/wiki/Notary\\_public](https://en.wikipedia.org/wiki/Notary_public)  
A **notary public** of the common law is a public officer constituted by law to serve the public in non-contentious matters usually concerned with estates, deeds, powers-of-attorney, and foreign and international business. A notary's main functions are to administer oaths and affirmations, take affidavits and statutory declarations, ...

- **Page Title:** This is ONLY visible to the consumer on the search result page, yet is customizable.
  - Finite characteristics = 60-65 characters MAX
  - Needs to entice a click and answer a question
  - Success = click
- **META Description:** This is ONLY visible to the consumer on the search result page, yet is customizable.
  - Finite characteristics = 150-155 characters MAX
  - Similarly, needs to entice a click and answer a question
  - Success = click

# THINGS TO INSTALL ON YOUR SITE



Home » Yoast Plugins » Yoast SEO for WordPress

## Yoast SEO: the #1 WordPress SEO plugin

- **Yoast SEO:** If you are using Wordpress, install this plugin. You are able to adjust META information and make significant changes.
  - Note: You do NOT need the premium version.

This is a screenshot of a plugin listing for Yoast SEO. At the top, there are tabs for "Search Results", "Featured", "Popular", "Recommended", and "Favorites". The main content area features the Yoast logo, the title "Yoast SEO", and a description: "Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin." It also says "By Team Yoast". To the right of the description is an "Active" status button and a "More Details" link. At the bottom, there is a star rating of 5 stars (19,510 reviews) and "1+ Million Active Installations". On the right side of the bottom section, it says "Last Updated: 1 day ago" and "Compatible with your version of WordPress".

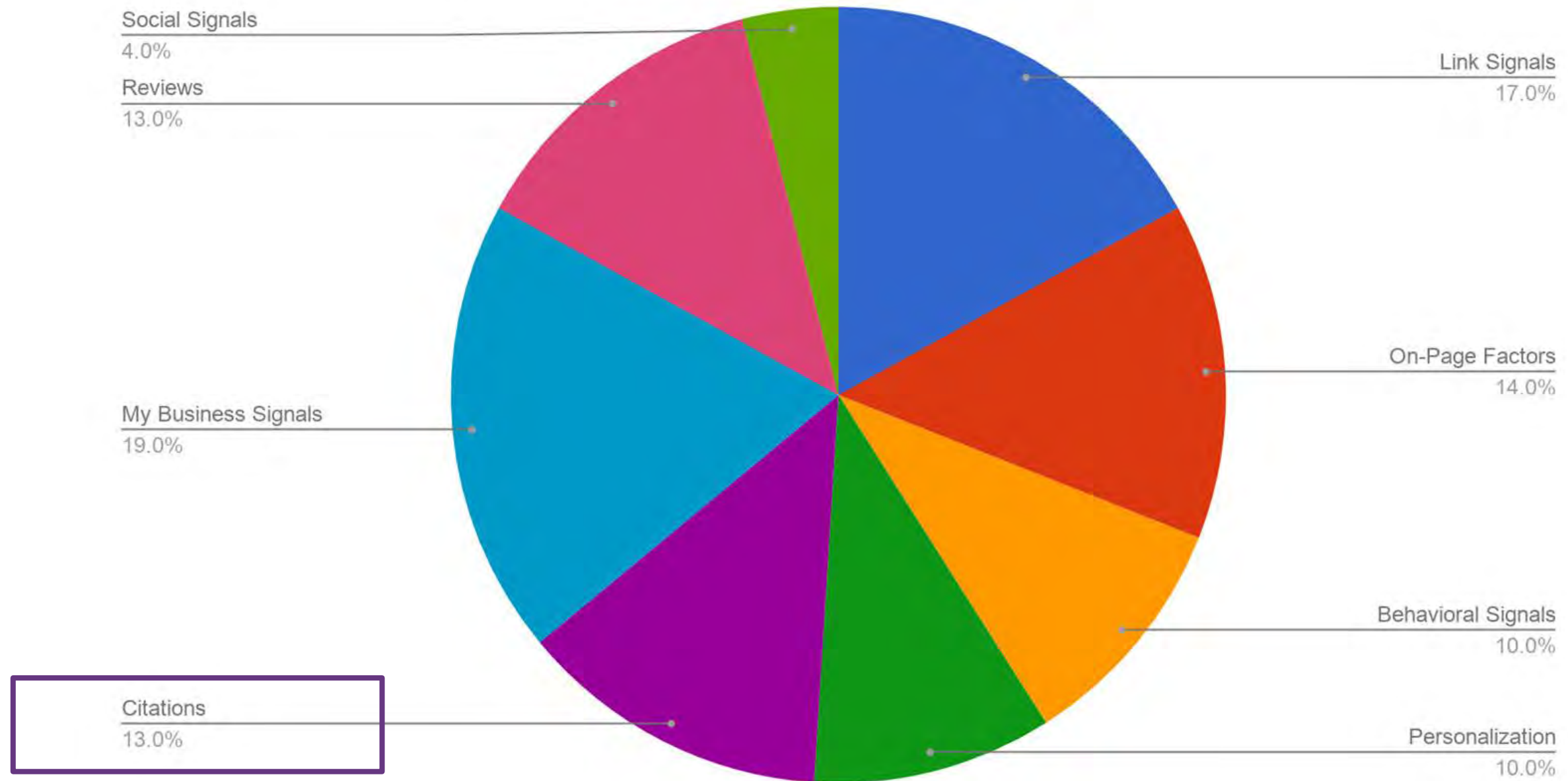
This is a screenshot of the Yoast SEO snippet preview tool. At the top, there are three tabs: "Readability" (selected), "Enter your focus k...", and "+ Add keyword". Below the tabs is a "Snippet preview" section with an eye icon and a question mark. The preview shows a title "NEW Triax Bow Case | October Mountain Products", a URL "https://www.octobermountainproducts.com/new-triax-bow-case/", and a description: "The new Triax Bow Case is one of the most anticipated releases from October Mountain Products. This compound bow case will provide you the quality archery equipment you expect from OMP." At the bottom of the preview, there are icons for mobile and desktop views, and an "Edit snippet" button.



# CITATIONS

# CITATIONS

## Local SEO Ranking Factors 2018



# CITATIONS

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Notary

**manta** Products News & Advice Academy Find a Business

**StripNotary** Website

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• las vegas mobile notary

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There are many benefits to a mobile notary,

**1 Am Mobile Notary**

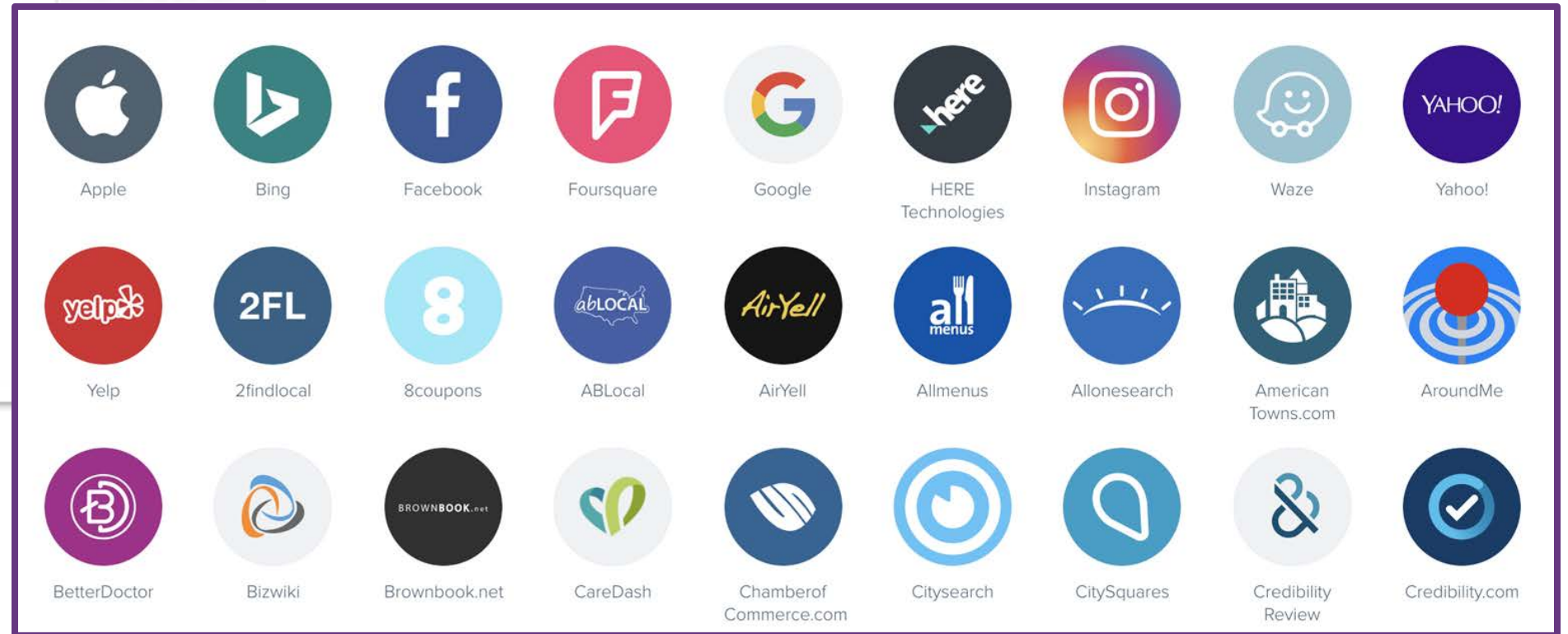
**CLAIM YOUR LISTINGS... IT IS FREE!!!**

**2 Notary Public**  
9335 Indian Corn Ct Unit 103  
Las Vegas NV 89178-6775  
Neighborhood: Enterprise

**3 Notary About Town**  
2301 Sunrise Ave  
Las Vegas NV 89101-8138  
Neighborhood: Downtown Las Vegas

**FATHOM REALTY** notary public services • real estates services  
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We are a full-service real estate brokerage with more than 4,000 associates and 15 home offices serving the tri state area of California, Nevada, AZ





# TAKEAWAYS / RECAP



# RECAP

- Google's job is to connect consumer's queries with websites that are authoritative and relevant resources to answer that question.
- Control the controllables.
- Claim your listing on Google My Business
  - If already claimed, make sure information is present and accurate.
- Ensure your website answers questions, instills an impression, and nurtures them to conversion.



# QUESTIONS?

**NNA 2018**  
**LAS VEGAS**  
THE SKY'S THE LIMIT



**NATIONAL NOTARY ASSOCIATION**