Power Up
2025

Search Engine Optimization

Your #1 Strategy for Business Development

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If you're not on page 1 of Google

You don't exist to your ideal customer

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How Search Engines Work

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Our Connection with the Internet



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Google's Market Share

- ~13.7 billion searches per day
- ~5 trillion searches per year
- ~85% of total market share
- ~95% of mobile share

What People Are Searching For

♦

B2C



Healthcare Providers



Legal Services



Automotive Services



Home Improvement & Repair



Financial Services

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What People Are Searching For

♦

B2B



Digital Marketing Agencies



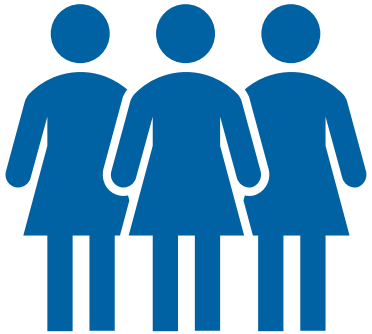
It Support & Managed Services



Accounting & Bookkeeping



Legal Services



Human Resources & Staffing Agencies

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Search Result Types

♦

What's the Difference?

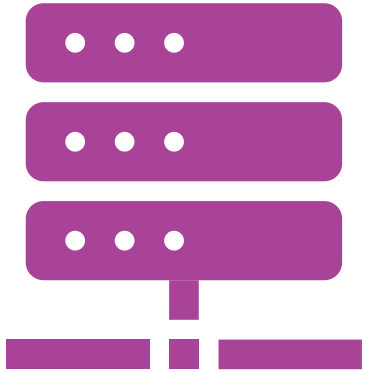
- Local SEO (Map pack, Google Business Profile)
- Organic (Web)
- Pay Per Click (Ads)

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The Money Pages That Matter



Home



Services



Contact

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Why Google Lists You on Page 1

- Prominence
- Relevance
- Proximity

Search Term: Accident Lawyer, Salt Lake





Local SEO Essentials

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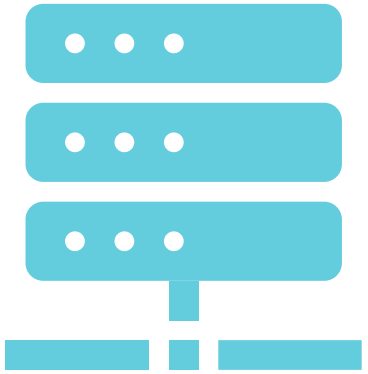
Google Business Profile, Optimized



Categories



Reviews



Service Areas

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Common GBP Mistakes

- Multiple listings
- Incorrect categories, business name, or other information
- Location overlaps
- Keyword stuffing

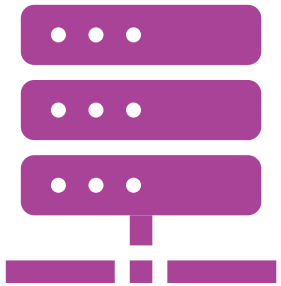
Website, Optimized



Page Titles & Meta Descriptions



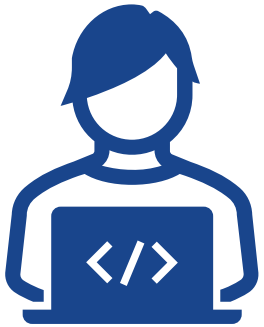
Speed & Responsiveness



Structured Data



Quality, Keyword-Driven Content



Working Links & Crawl Integrity

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Local Citations

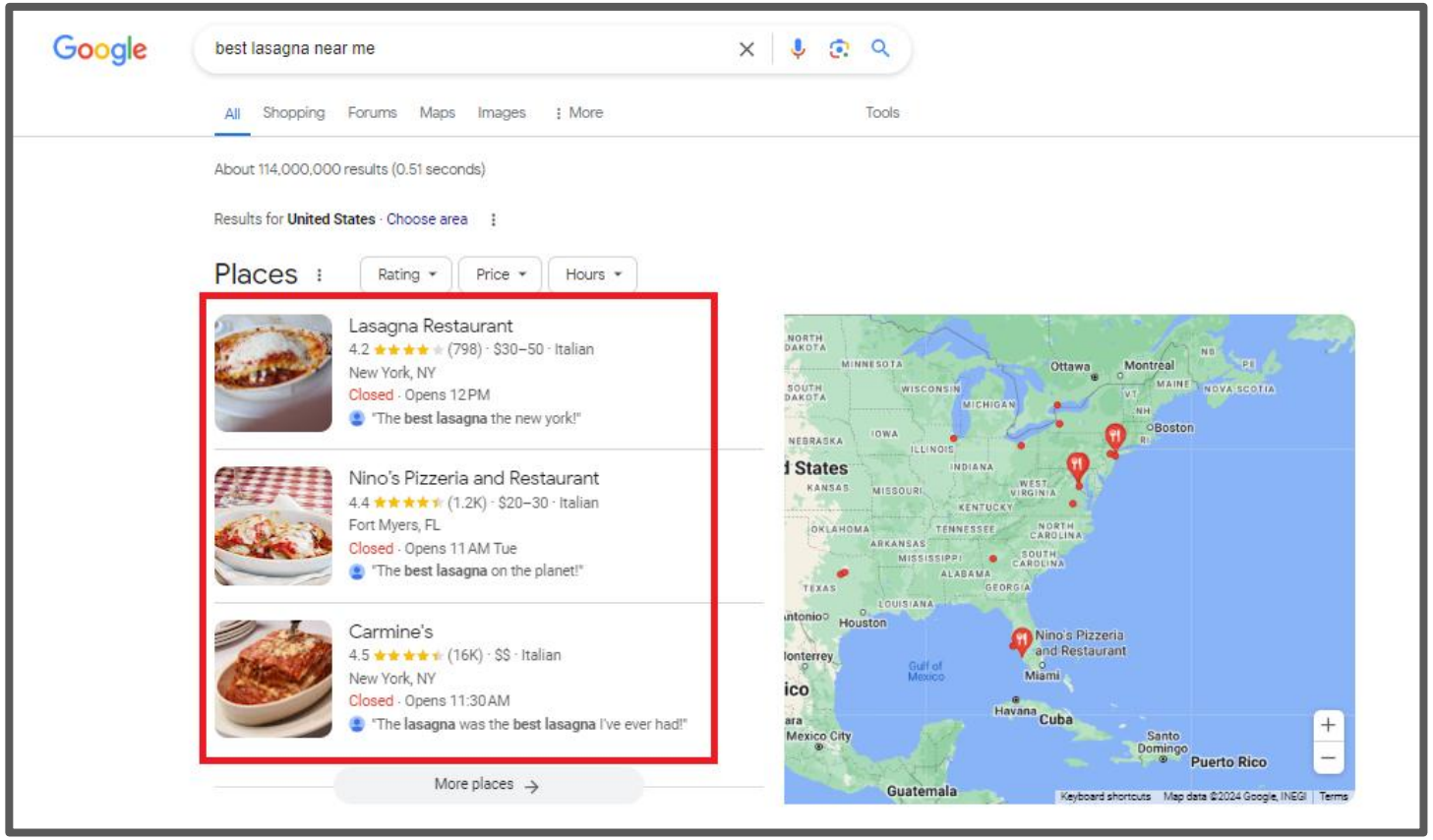
- Name, address, phone (NAP)
- Accuracy
- Consistency

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Reviews

- Impact on trust
- Impact on ranking
- Request reviews, ethically

Successful MAP Pack Ranking



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Using Google Ads to Target High-Intent Leads

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Pay Per Click

- It works when done right
- But it can go wrong, fast

What's Right, What's Not



Geotargeting



Keyword Strategy



Broad Match Traps

Ad Extensions That Work

- Callouts
- Location
- Site links

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PPC + SEO



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Take Action Now

“Quick Win” Checklist

- ✓ Claim & optimize GBP
- ✓Optimize your website
- ✓Run a branded keyword Google Ad
- ✓ Request 3 Google reviews

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2025

Complimentary Visibility Audit

With 30-Minute Strategy Call

SCAN ME

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