

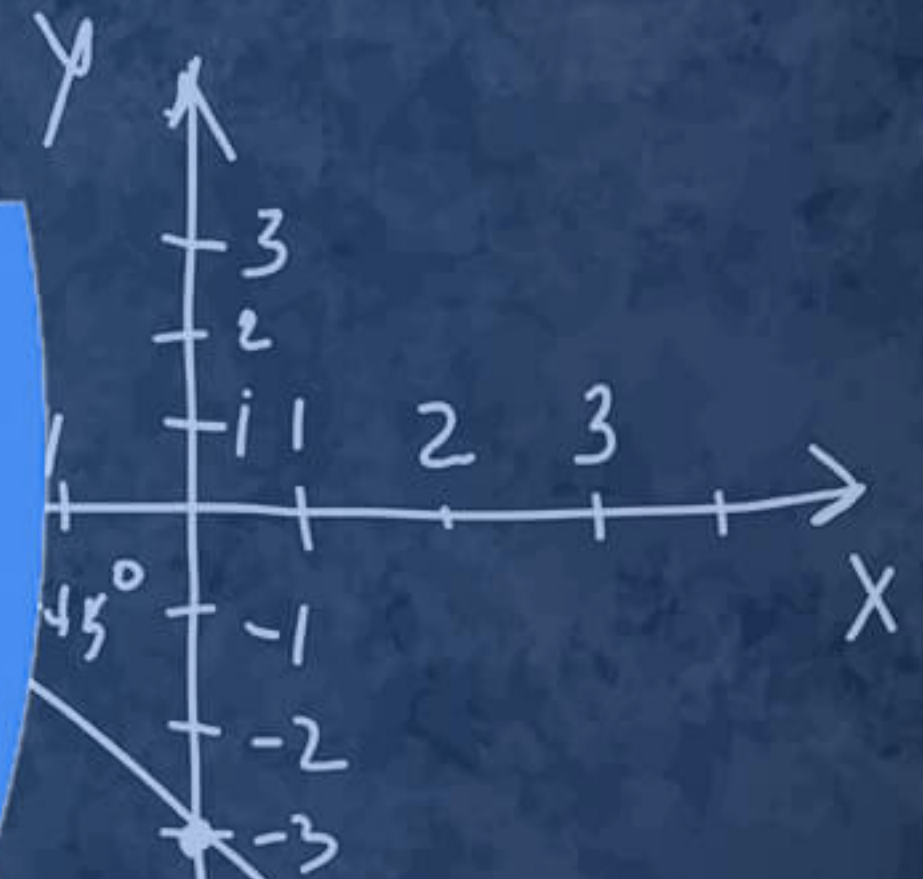
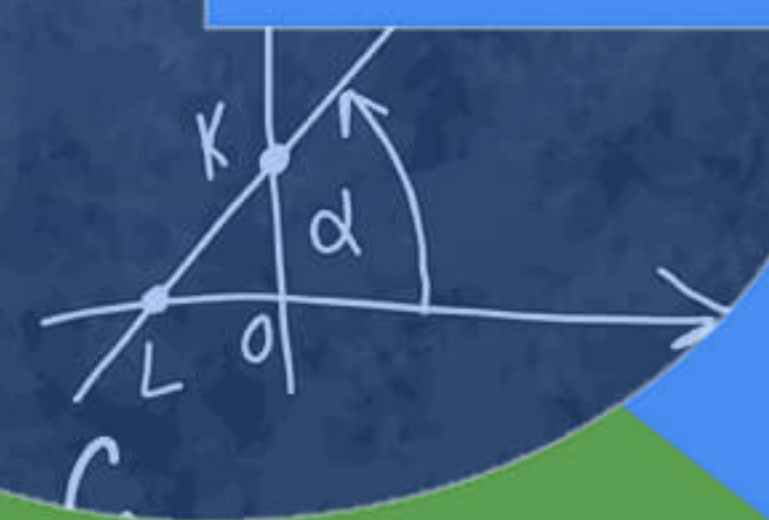
TEACH TO FISH DIGITAL



LET'S MAKE FRIENDS  
WITH THE GOOGLE



$y = ax + b$   
 $a = \text{tg } \alpha = \text{tg } \angle xLS$   
 $a = \text{tg}(-$



$Ax + By + C = 0$

$b = \frac{1}{2}(a + c)$



To make friends  
you must be a friend.





- 1. GET COMFY WITH GOOGLE MY BUSINESS (GMB)**
- 2. MITIGATE PAGE SPEED ISSUES**
- 3. RELY ON GOOGLE SEARCH CONSOLE**
- 4. PROVIDE A BETTER MOBILE EXPERIENCE**
- 5. UNDERSTAND SEARCH INTENT**

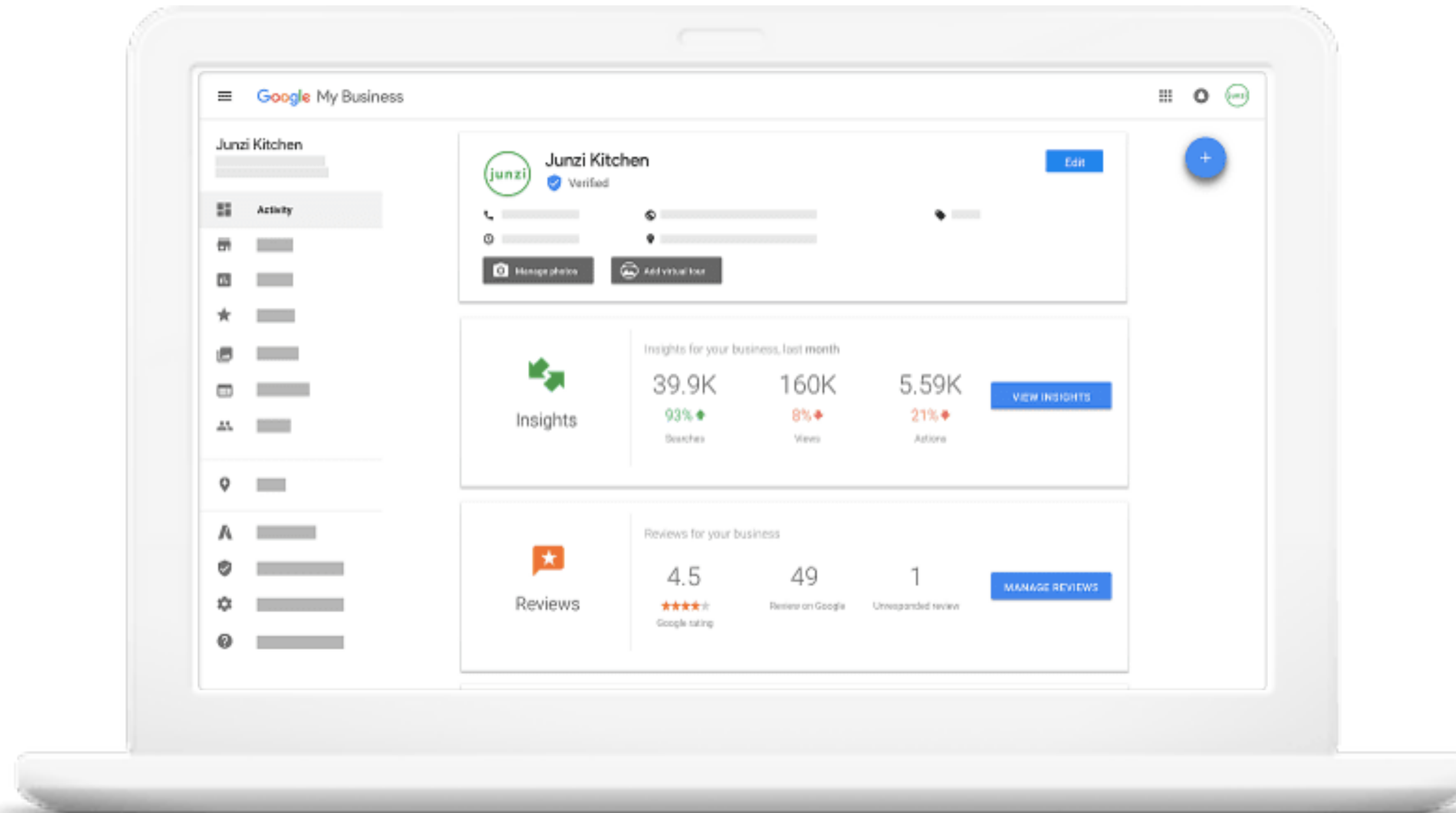




# GOOGLE MY BUSINESS



# GOOGLE MY BUSINESS



# THE LOCAL PACK



jerome ghost tours



All

Maps

News

Images

Shopping

More

Settings

Tools

About 1,060,000 results (0.48 seconds)





About 1,060,000 results (0.48 seconds)



Rating Hours

Ghost Town Tours
4.7 (114) · Tour operator
45.1 mi · 403 Clark St A-2



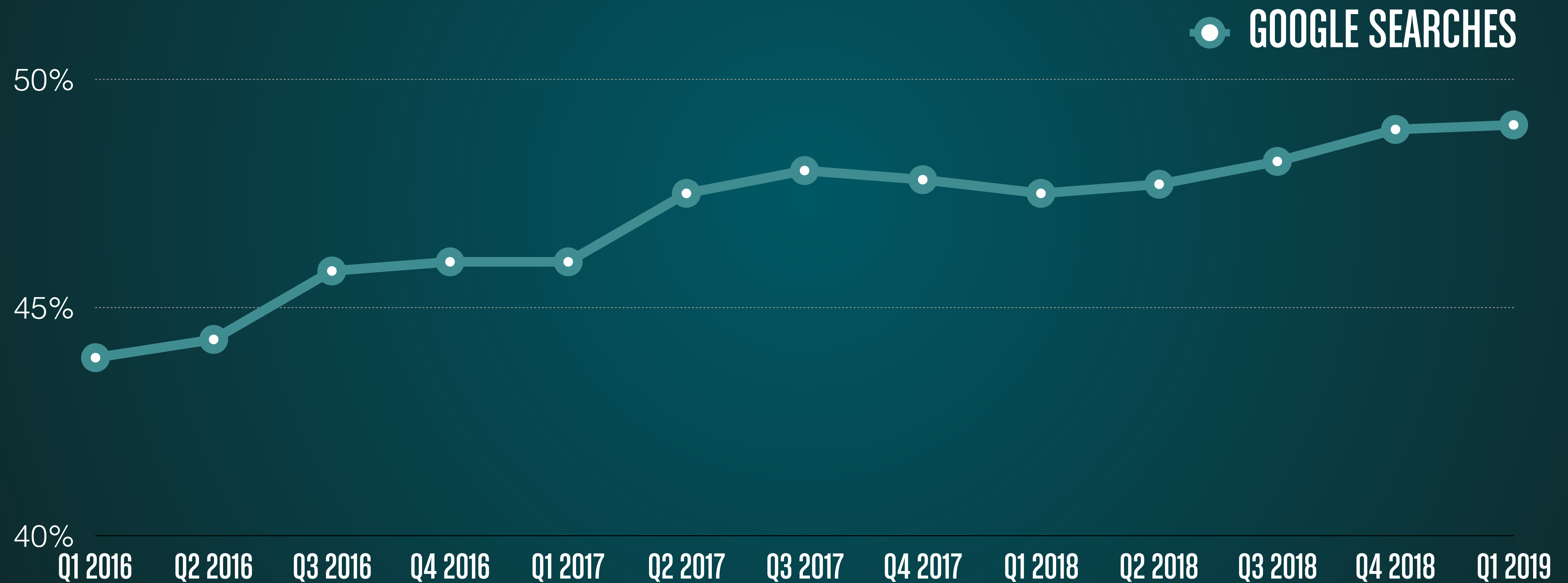
Tours of Jerome
4.9 (13) · Tour agency
45.2 mi · 110 Main St #1
"We did the night ghost tour so we got to play with some neat ..."



Jerome Historical Society Inc
4.4 (19) · Non-profit organization
45.1 mi · 407 Clark St



# NO-CLICK SEARCHES



SOURCE: JumpShot search engine behavior study (2019)





About 1,060,000 results (0.48 seconds)



Rating Hours

Ghost Town Tours

4.7 (114) · Tour operator
45.1 mi · 403 Clark St A-2



Tours of Jerome

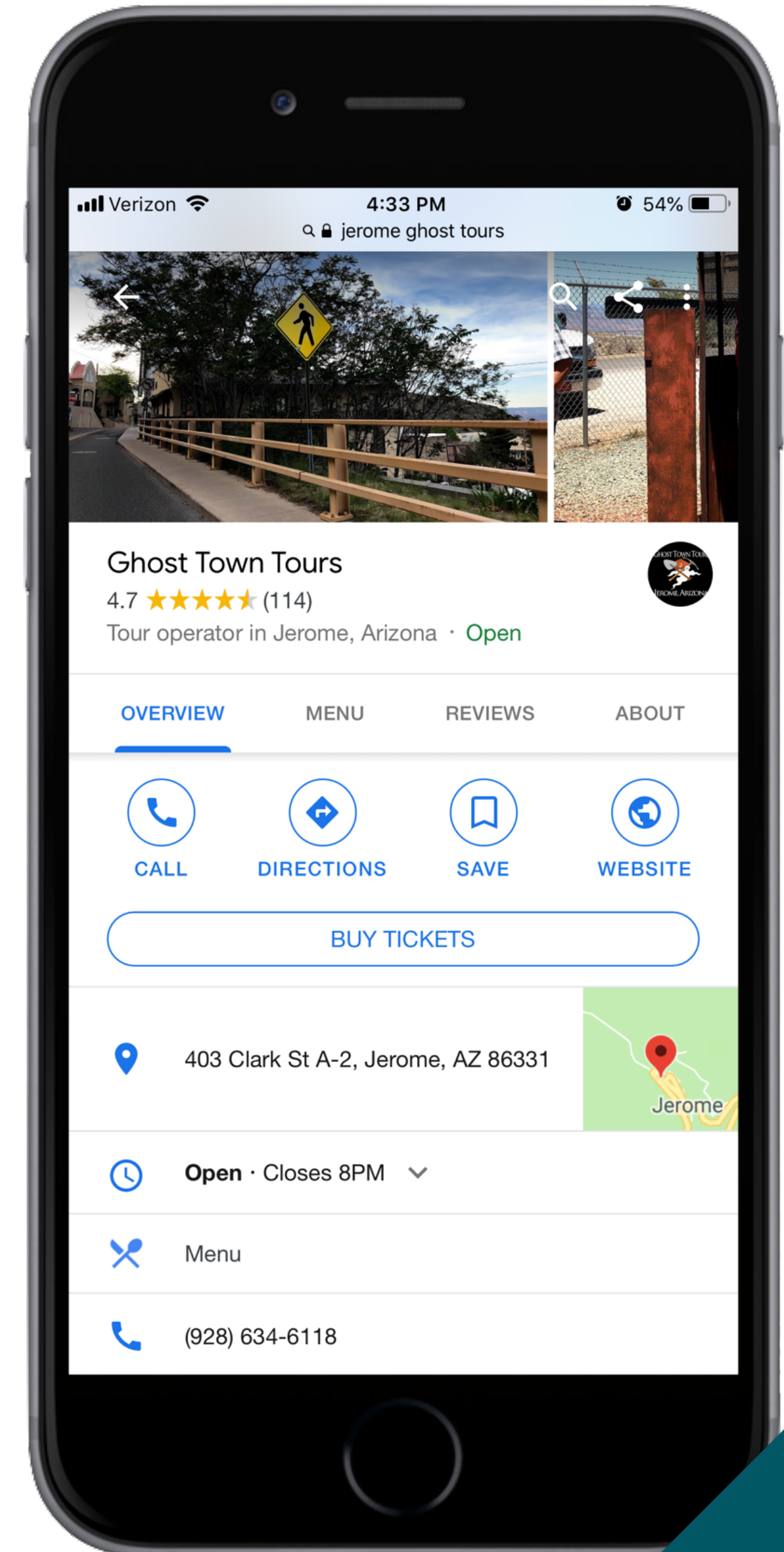
4.9 (13) · Tour agency
45.2 mi · 110 Main St #1

"We did the night ghost tour so we got to play with some neat ..."

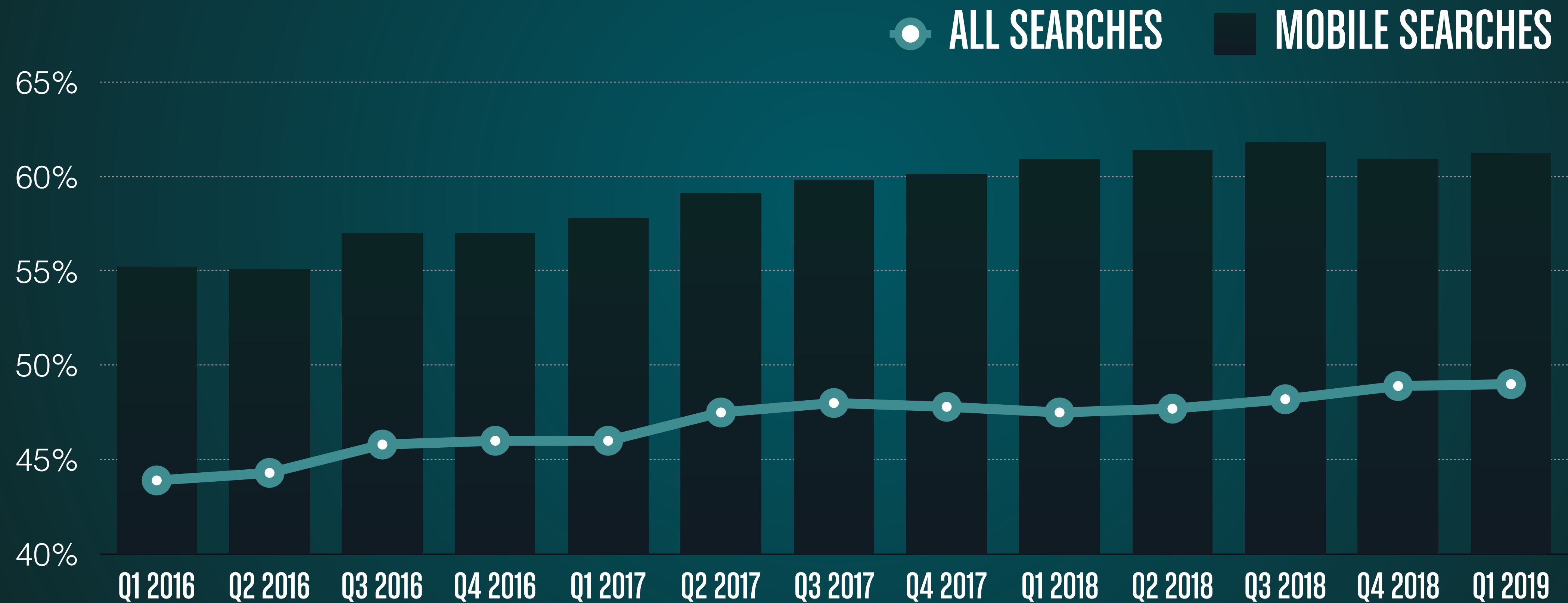


Jerome Historical Society Inc

4.4 (19) · Non-profit organization
45.1 mi · 407 Clark St



# NO-CLICK SEARCHES



SOURCE: JumpShot search engine behavior study (2019)



# CLAIMING A BUSINESS

The image shows a Google search for "bisbee bike tours". The search results list several businesses, with "Discover Bisbee" highlighted at the bottom. A popup window for "Discover Bisbee" is open, displaying its address, phone number, and a link to "Own this business?". A red arrow points to this link. The popup also includes options for "Website", "Directions", "Save", "Add missing information", and "Questions & answers".

**Google** bisbee bike tours

Rating Hours

**Bisbee Bicycle Brothel**  
5.0 ★★★★★ (4) · Bicycle Shop  
78 Main St  
(520) 236-4855  
Open · Closes 5PM

**The Bisbee Tour Company**  
4.7 ★★★★★ (28) · Tourist attraction  
8 Naco Rd  
(520) 477-7329  
Open · Closes 7PM

**Queen Mine Tour**  
4.7 ★★★★★ (925) · Tourist attract...  
478 N Dart Rd  
(520) 432-2071  
Open · Closes 3:30PM

**Lavender Jeep Tours**  
4.7 ★★★★★ (7) · Tour operator  
11 Howell Ave  
(520) 432-5369  
Open · Closes 4PM

**Discover Bisbee**  
No reviews · Tour agency  
478 N Dart Rd  
(520) 432-3554

**Discover Bisbee**  
Website Directions Save  
Tour agency in the Cochise County, Arizona  
**Address:** 478 N Dart Rd, Bisbee, AZ 85603  
**Phone:** (520) 432-3554  
Suggest an edit · Own this business?  
Add missing information  
Add business hours  
Know this place? Answer quick questions  
Questions & answers  
Be the first to ask a question  
Ask a question

More photos



# INSTRUCTIONS

STEP	DETAIL
STEP 1	Login and claim the business -OR - Create an account at <a href="https://www.google.com/business/">https://www.google.com/business/</a>
STEP 2	Add a location name, address, business category, phone and website address
STEP 3	Begin the verification process by requesting a postcard (5-business day wait time)
STEP 4	Complete the profile with logo, service areas, hours, description, photos, videos, EVERYTHING
STEP 5	Verify business with the code provided on your postcard



# VERIFICATION POSTCARD

Google My Business



## A postcard is coming!

You'll get a postcard with your verification code and next steps in about **5** days.



Attn: Chris Sietsema  
Teach to Fish Digital  
546 N Miller Street, Mesa, AZ 85203

Continue



# CHECK YOUR STATUS

[MOZ.COM/CHECKOUT/LOCAL/CHECK](https://moz.com/checkout/local/check)

## Your Online Presence Score for:

 86046 [CHANGE LOCATION](#)

[Share result](#) [Export as PDF](#)

Quality of your location data online, out of 9 directories we searched successfully:

**67%**  
MISSING

**11%**  
INCORRECT

**22%**  
CORRECT



Optimize your company's  
online presence

[Improve with Moz Local](#)

## Results

Your online business listing visibility

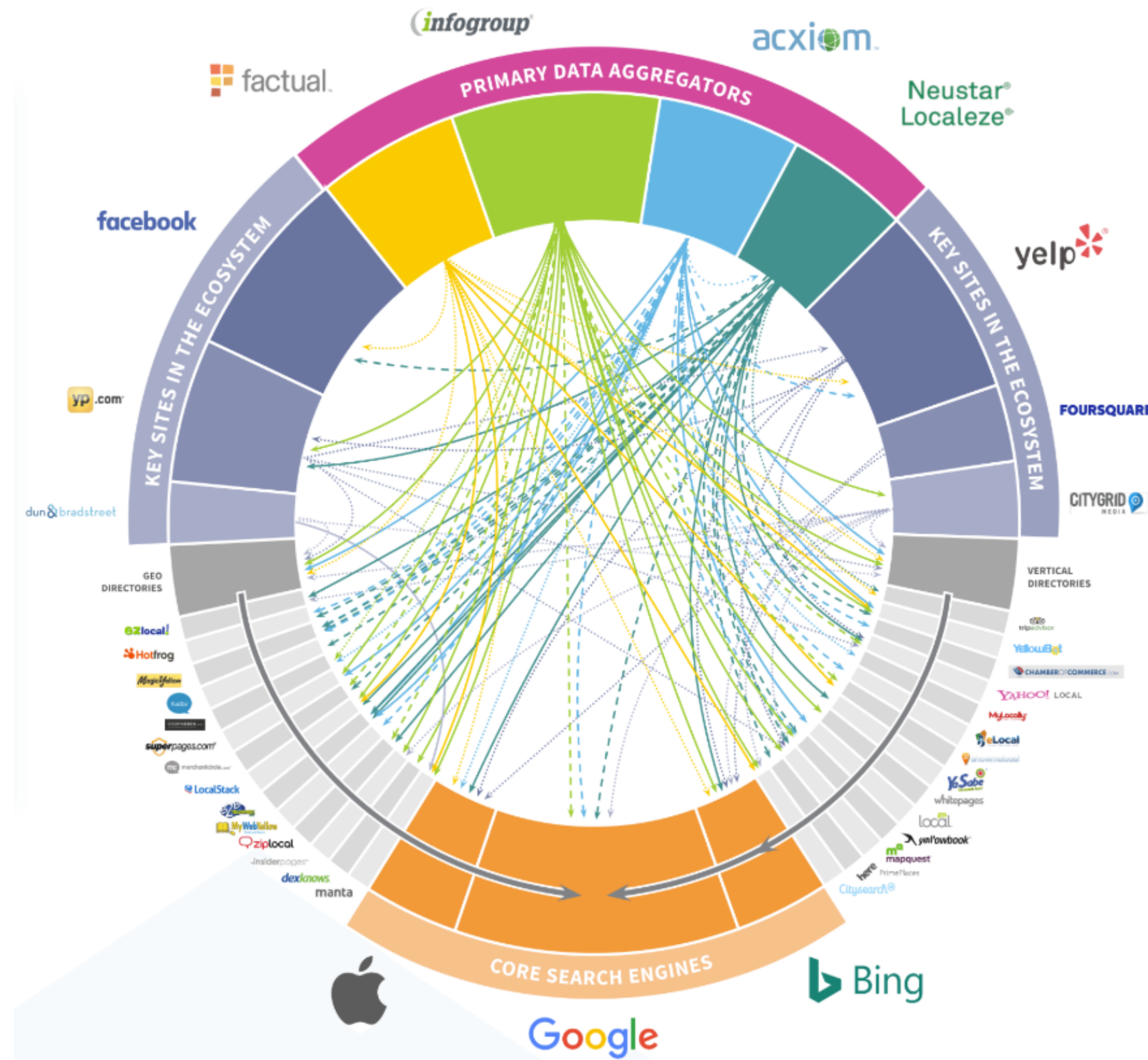




# LOCAL SEARCH ECOSYSTEM



# LOCAL SEARCH ECOSYSTEM



# LOCAL CITATIONS MANAGEMENT

**MOZ LOCAL**











**BRIGHT LOCAL**



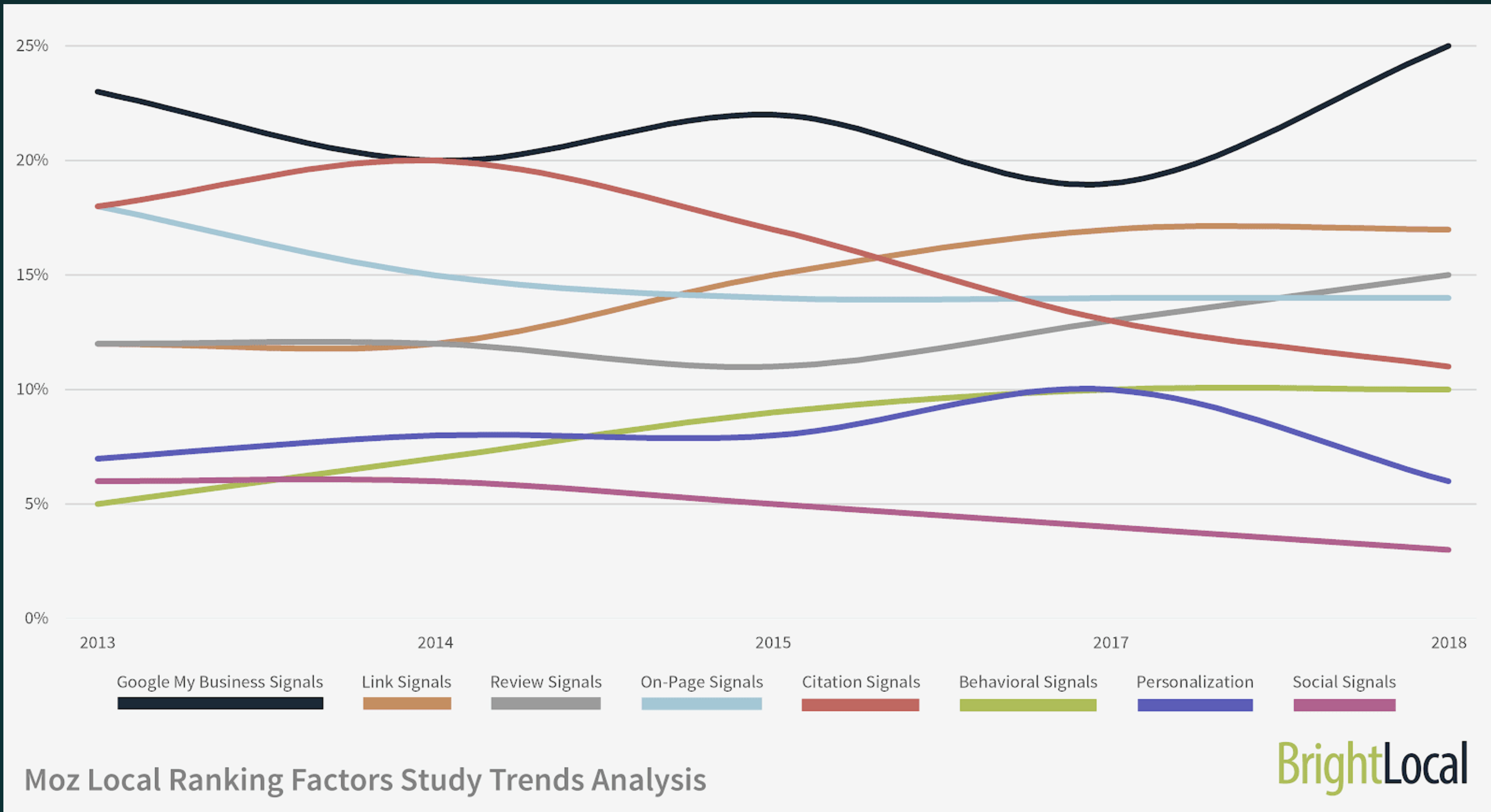
**CLAIM AND MANAGE ALL LISTINGS WITHIN THE ECOSYSTEM  
FROM A SINGLE PLATFORM**



# CITATION CONSISTENCY

Store code	Name ↑	Status
1	 15816 N Pima Rd, Scottsdale, AZ 85260	✓ Published
10	 7700 South Autoplex Loop, Tempe, AZ 85284	✓ Published
11	 616 West Baseline Road, Tempe, AZ 85283	✓ Published
12	 1536 North Val Vista Drive, Gilbert, AZ 85234	✓ Published
14	 29650 N Tatum Blvd, Cave Creek, AZ 85331	✓ Published
15	 5050 W Bell Rd, Glendale, AZ 85308	✓ Published
16	 3235 E Queen Creek Rd., Gilbert, AZ 85297	✓ Published
2	 3739 East Bell Road, Phoenix, AZ 85032	✓ Published





# LOCAL SEARCH RANKING FACTORS



## GMB SIGNALS



**PROXIMITY  
KEYWORD USAGE  
GMB FEATURES USAGE**

## LINK SIGNALS



**LINKS POINTING  
TO SITE  
(SEO FACTOR)**

## REVIEW SIGNALS



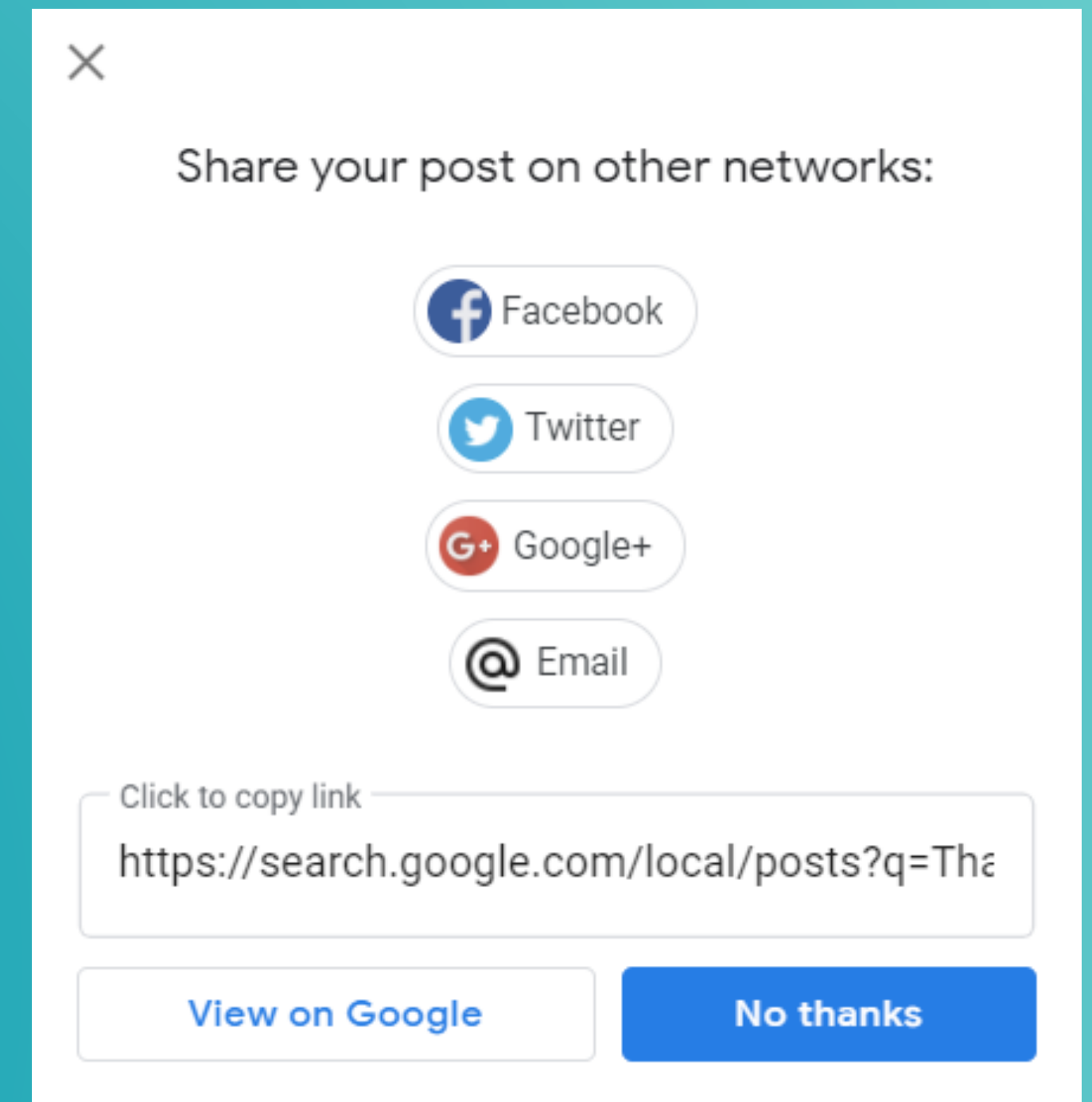
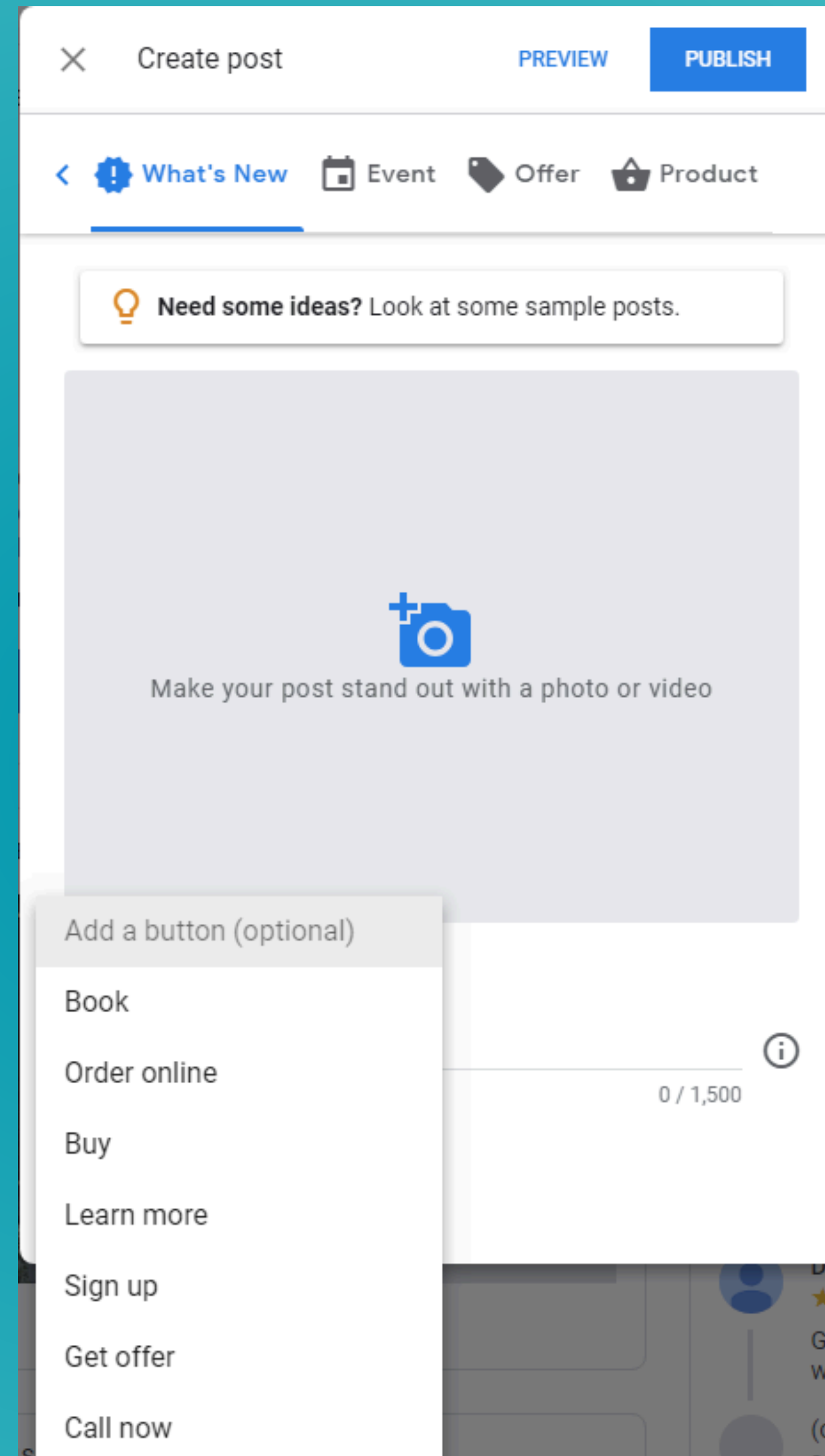
**QUANTITY AND  
QUALITY OF BRAND  
REVIEWS**

**OTHERS: CLICK RATE, PERSONAL SEARCH HISTORY, SOCIAL SIGNALS**



# GMB POSTS

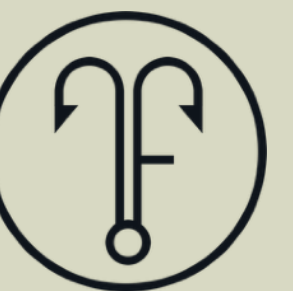
- IMAGES, TEXT, CALL TO ACTION BUTTON
- APPEAR WITH LISTING IN SEARCH RESULTS
- POSTS "GO DARK" AFTER SEVEN BUSINESS DAYS



# WHEN TO REQUEST A REVIEW

68%

of consumers have left a review for a local business after being asked to do so.





# WHEN TO REQUEST A REVIEW

80%

of reviews originate from follow-up communication asking customers to review their purchases.



# REVIEWS MANAGEMENT

## MANUAL



## AUTOMATED TOOLS



PODIUM

**Grade**  **us**

 **GatherUp**<sup>®</sup>

 **LocalClarity**





COMMEMORATIVE AIR FORCE  
AIRBASE ARIZONA





**HOW LIKELY IS IT THAT YOU WOULD RECOMMEND US TO A FRIEND OR COLLEAGUE?**





**HOW LIKELY IS IT THAT YOU WOULD RECOMMEND  
US TO A FRIEND OR COLLEAGUE?**



**CUSTOMERSERVICE@**



# FLIGHT TICKET PURCHASE



ONLINE  
TICKET  
PURCHASE



“WHAT TO EXPECT”  
DIRECTIONS  
PHOTOS



“READY FOR TAKEOFF?”  
VIDEO(S)  
SHARE LINKS



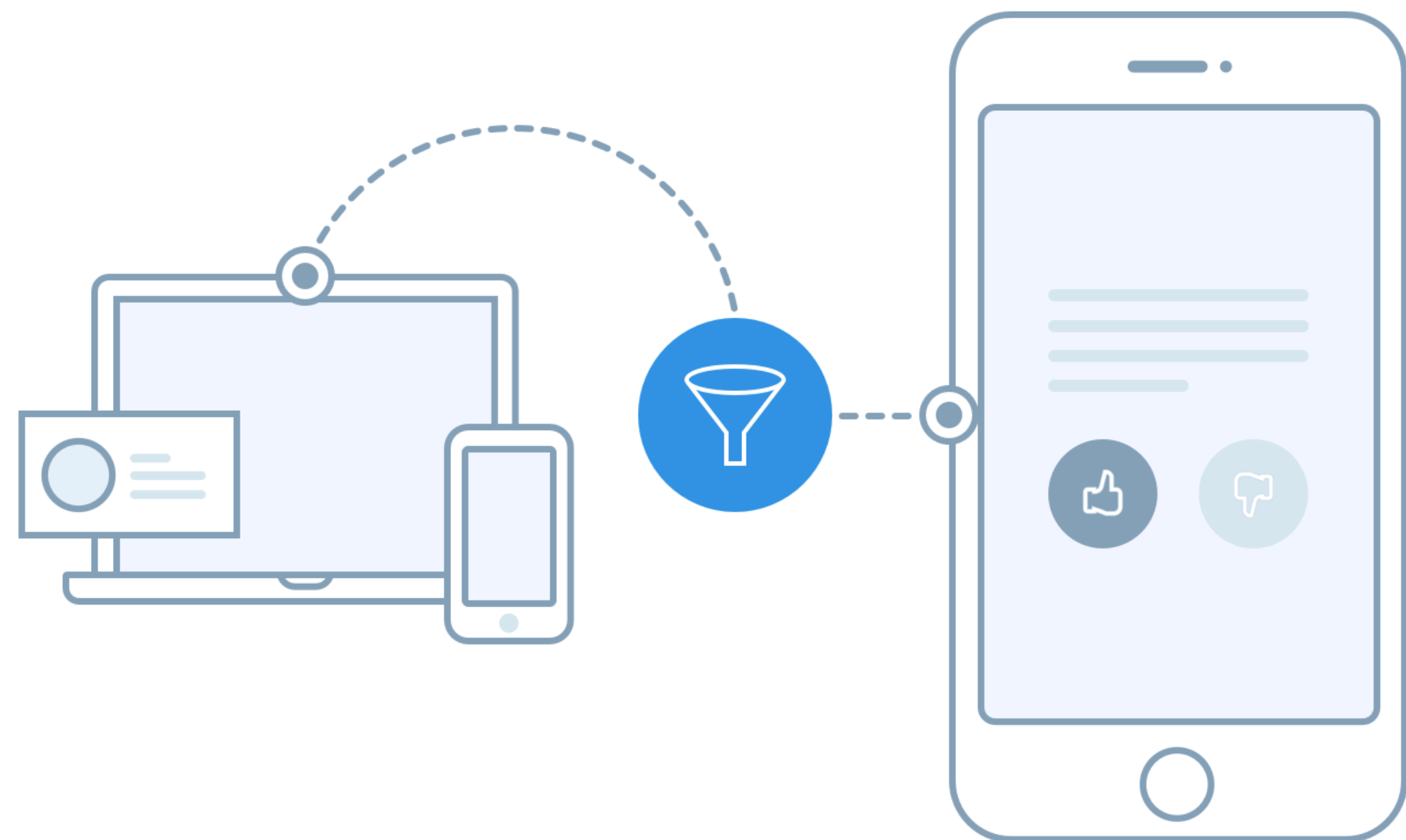
“TRUE OR FALSE:  
THAT WAS AMAZING”  
NPS / REVIEW LINK

X = ONE DAY AFTER FLIGHT DATE



# REVIEW TOOLS FEATURES

- **REPORTING**
  - REVIEW SEGMENTATION
  - REVIEW ALERTS
  - RESPONSE MANAGEMENT
- **REVIEW COLLECTION**
  - EASE OF USE
  - MOBILE EXPERIENCE
  - REVIEWS VIA EMAIL
  - REVIEW ON MULTIPLE CHANNELS
  - SHARE/DISPLAY POSITIVE REVIEWS



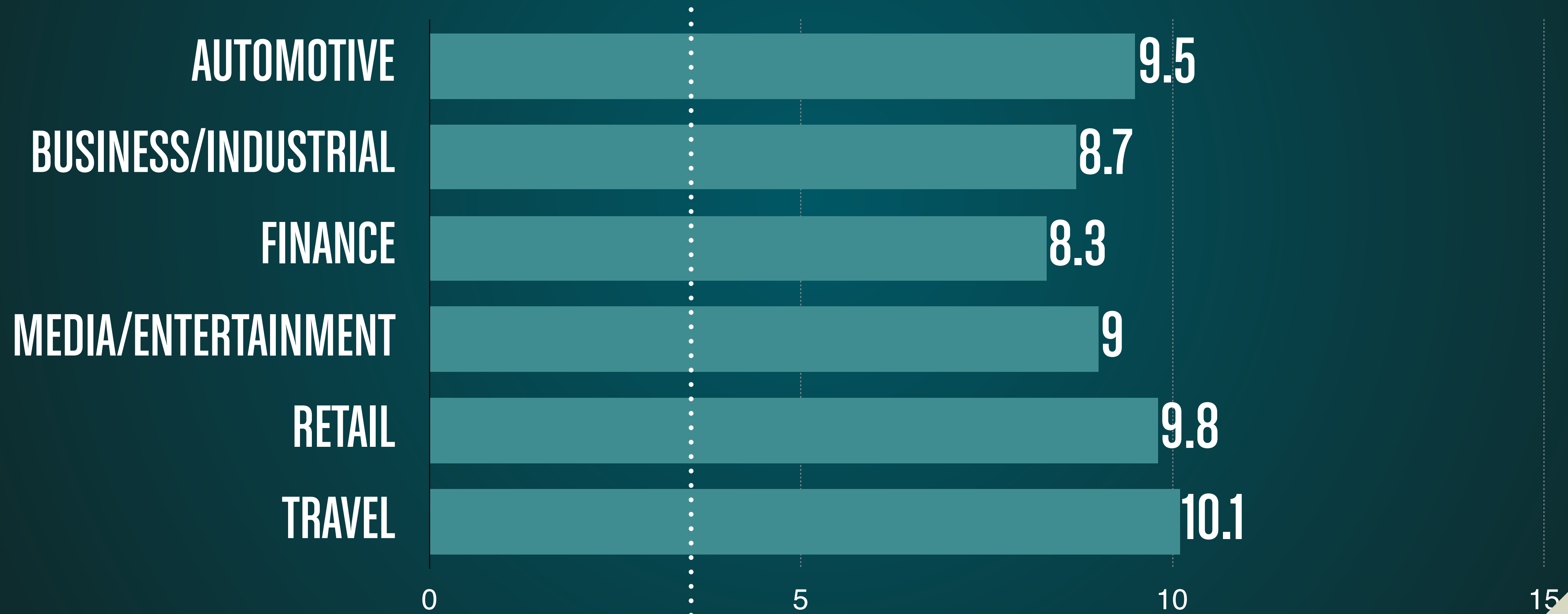


# SITE SPEED





# AVERAGE SPEED INDEX

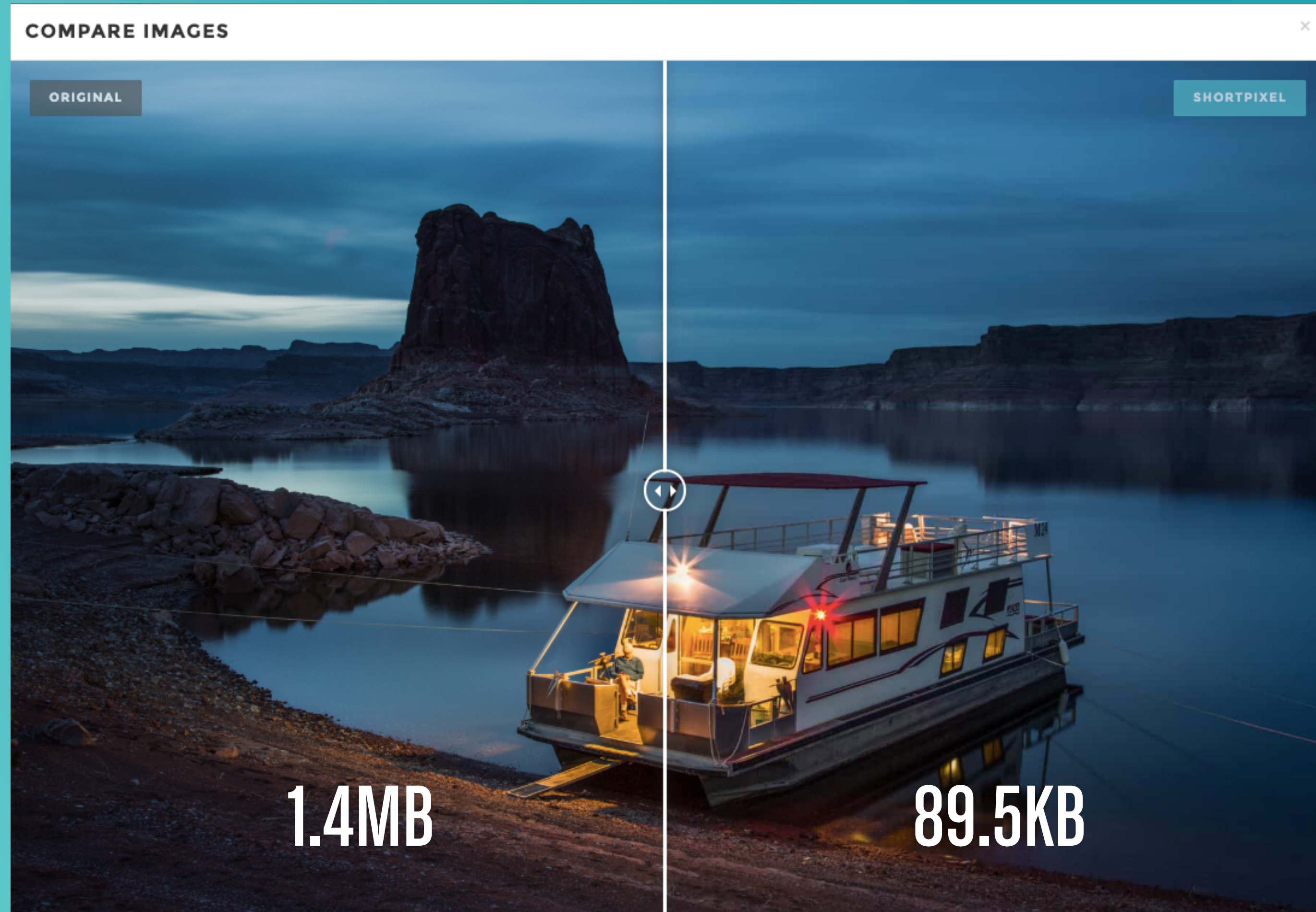


SOURCE: Google - Travel planning and purchasing has evolved on mobile (2017)





# IMAGE COMPRESSION



# LOCATING TROUBLE MAKERS



**SCREAMING FROG**

Screaming Frog SEO Spider 7.1 - Spider Mode

https://teachtofishdigital.com/ Stop Clear

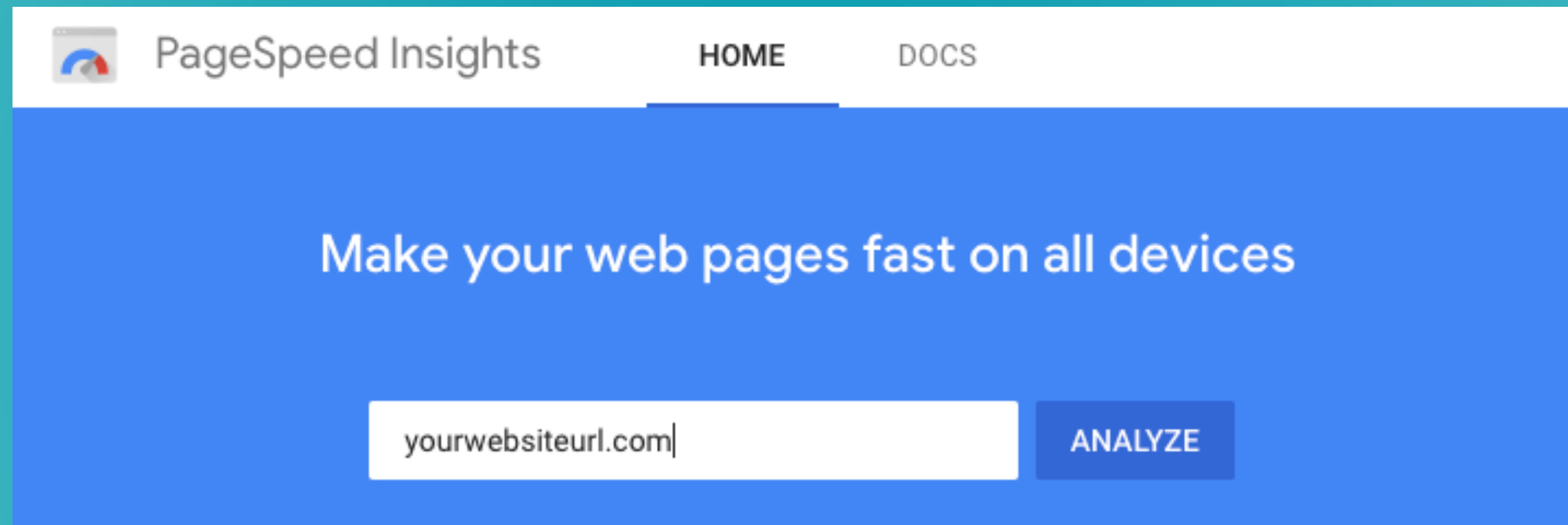
Internal External Protocol Response Codes URI Page Titles Meta Description Meta Keywords H1 Images

Filter: All Export View: List Search

	Address	Content	Size	IMG Inlinks
1	https://teachtofishdigital.com/wp-content/uploads/2016/03/AnalyticsConsultant...	image/png	1245542	1
2	https://teachtofishdigital.com/wp-content/uploads/2016/03/AnalyticsConsultant_...	image/png	827733	1
3	https://teachtofishdigital.com/wp-content/uploads/2016/05/CRATEBARREL_INAC...	image/png	705626	1
4	https://teachtofishdigital.com/wp-content/uploads/2014/04/setup_createcard2.jpg	image/jpeg	424522	1
5	https://teachtofishdigital.com/wp-content/uploads/2013/10/linkbuilding.png	image/png	392830	1
6	https://teachtofishdigital.com/wp-content/uploads/2015/02/GoogleAdwordsExen...	image/jpeg	385972	1
7	https://teachtofishdigital.com/wp-content/uploads/2013/11/mobile-email.png	image/png	371703	1
8	https://teachtofishdigital.com/wp-content/uploads/2014/05/RecoveryEmailExam...	image/jpeg	348512	1
9	https://teachtofishdigital.com/wp-content/uploads/2016/06/BattleshipFleet-540...	image/png	318892	3
10	https://teachtofishdigital.com/wp-content/uploads/2014/04/data_mailchimp3.jpg	image/jpeg	296749	1
11	https://teachtofishdigital.com/wp-content/uploads/2015/01/EmailPyramid.jpg	image/jpeg	296210	0
12	https://teachtofishdigital.com/wp-content/uploads/2016/05/LOWES_INACTIVES.png	image/png	263826	1
13	https://teachtofishdigital.com/wp-content/uploads/2013/10/paid_search_questio...	image/png	263297	1
14	https://teachtofishdigital.com/wp-content/uploads/2013/10/paid_search_aces.png	image/png	253825	2
15	https://teachtofishdigital.com/wp-content/uploads/2013/12/GoogleAdwords_slid...	image/png	240879	2
16	https://teachtofishdigital.com/wp-content/uploads/2015/04/RetargetingRegurgit...	image/jpeg	235434	2
17	https://teachtofishdigital.com/wp-content/uploads/2013/11/marketing-hibernati...	image/png	228715	1
18	https://teachtofishdigital.com/wp-content/uploads/2014/12/SiriusXMWinBack.png	image/png	222527	1
19	https://teachtofishdigital.com/wp-content/uploads/2014/12/Nordstrom_ReEngag...	image/png	214392	1
20	https://teachtofishdigital.com/wp-content/uploads/2014/12/WinBackEmail.png	image/png	210344	1
21	https://teachtofishdigital.com/wp-content/uploads/2014/03/google.png	image/png	200505	1
22	https://teachtofishdigital.com/wp-content/uploads/2014/05/EmailRecoveryProce...	image/jpeg	197307	1
23	https://teachtofishdigital.com/wp-content/uploads/2015/11/JetBluePreferences.jpg	image/jpeg	195546	1
24	https://teachtofishdigital.com/wp-content/uploads/2014/05/RecoveryEmailCover...	image/jpeg	185258	1
25	https://teachtofishdigital.com/wp-content/uploads/2014/04/data_mailchimp2.jpg	image/jpeg	182511	1
26	https://teachtofishdigital.com/wp-content/uploads/2014/04/TwitterLeadGen_sa...	image/jpeg	181270	1
27	https://teachtofishdigital.com/wp-content/uploads/2015/05/WallwithFrames.jpg	image/jpeg	151929	1
28	https://teachtofishdigital.com/wp-content/uploads/2016/05/HOME_DEPOT_PREF...	image/jpeg	141228	1



# MEASURING SITE SPEED



pingdom



# MEASURING SITE SPEED

**Latest Performance Report for:**  
<https://www.████████████████████.com/>

Report generated: Sun, Jul 21, 2019 11:43 AM -0700  
Test Server Region: 🇨🇦 Vancouver, Canada  
Using: 🌐 Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you might not be using a CDN  
[Why should I use a CDN? »](#)

### Performance Scores

PageSpeed Score <b>E (55%)</b> ▾	YSlow Score <b>F (46%)</b> ▾
-------------------------------------	---------------------------------

### Page Details

Fully Loaded Time <b>3.8s</b> ▲	Total Page Size <b>2.15MB</b> ▲	Requests <b>151</b> ▾
------------------------------------	------------------------------------	--------------------------

PageSpeed | YSlow | Waterfall | Timings | Video | History

RECOMMENDATION	GRADE	TYPE	PRIORITY
Minimize redirects	F (0) ▾	CONTENT	HIGH
Defer parsing of JavaScript	F (12) ▾	JS	HIGH
Enable gzip compression	F (24) ▾	SERVER	HIGH
Leverage browser caching	F (38) ▾	SERVER	HIGH
Serve resources from a consistent URL	D (61) ▾	CONTENT	HIGH
Optimize the order of styles and scripts	B (83) ▾	CSS/JS	HIGH

#### What do my scores mean?

Rules are sorted in order of impact upon score  
Optimizing rules at the top of the list can greatly improve your overall score.

**Not every recommendation will apply to your page**  
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

[Learn more about PageSpeed/YSlow](#)



**GTMETRIX.com**



**DEFER PARSING OF JAVASCRIPT**

**LEVERAGE BROWSER CACHING**

**MINIFY CSS**

**SERVE RESOURCES FROM A  
CONSISTENT URL**

**AVOID BAD REQUESTS**









# PLUGINS FOR SPEED



Boost Your Website Speed!

### General options

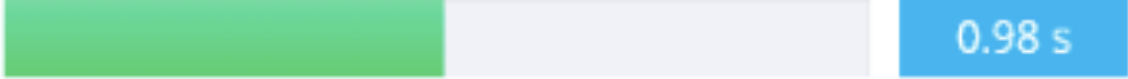
**Main plugin options**


- Move scripts to the footer
- Load JS from Google Libraries
- Defer parsing of javascript files
- Remove query strings
- Lazy load images to improve speed
- Removes extra Font Awesome styles

**Remove junk header tags**

- Remove RSD Link
- Remove Wordpress Shortlink
- Remove Adjacent Posts Links
- Remove Windows Manifest
- Remove the WordPress Version
- Remove all rss feed links

**Home Page Load Stats**

Page loading time in seconds:  
 0.98 s

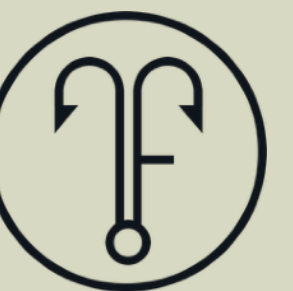
Number of executed queries:  
 74 q

Peak Memory Used: 62,08 / 256M  
Active Plugins: 16

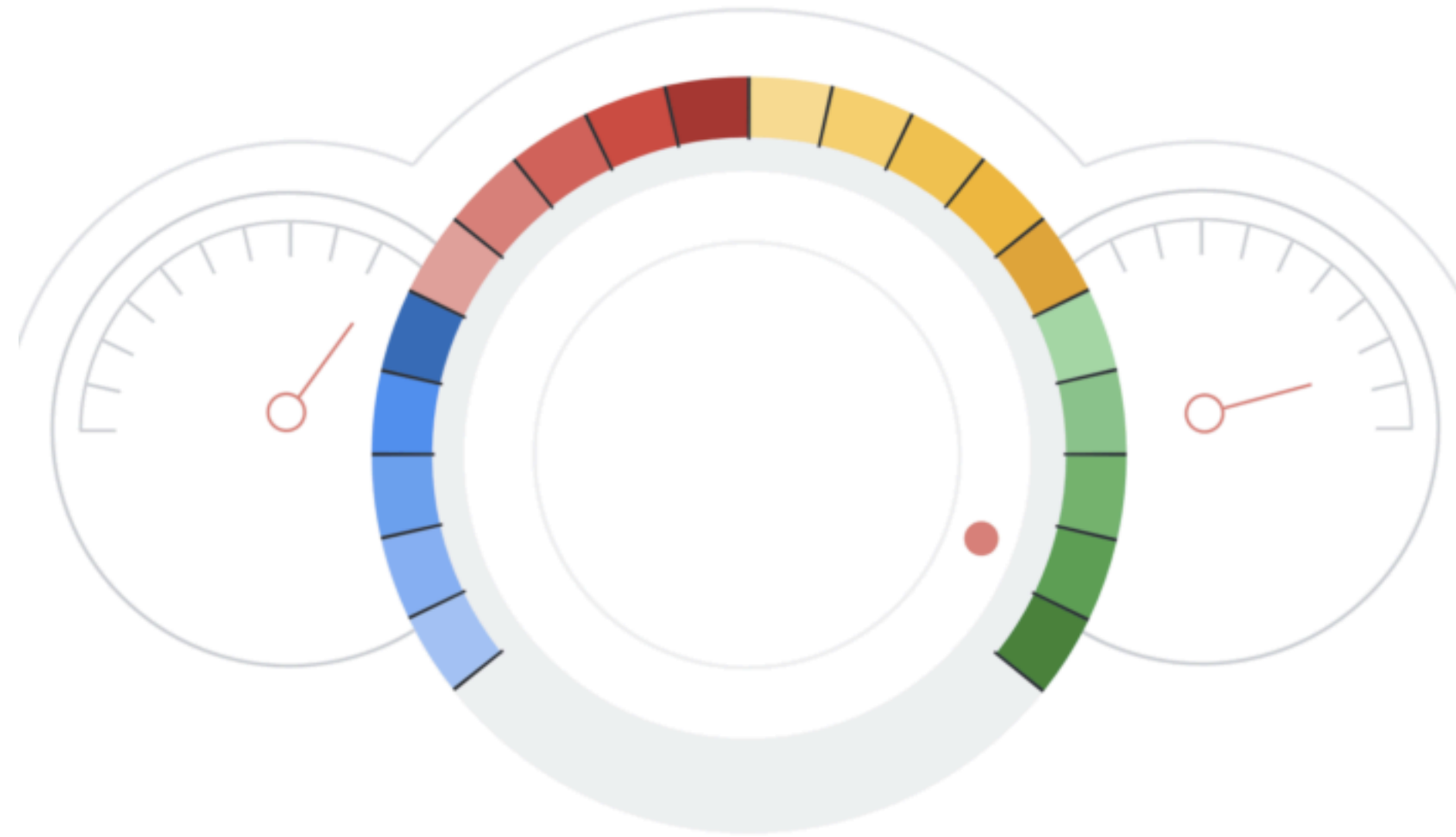




# SEARCH CONSOLE



# SEARCH CONSOLE



**YOURSITE.COM/SITEMAP.XML**

**"Hey Google, here's all my stuff."**

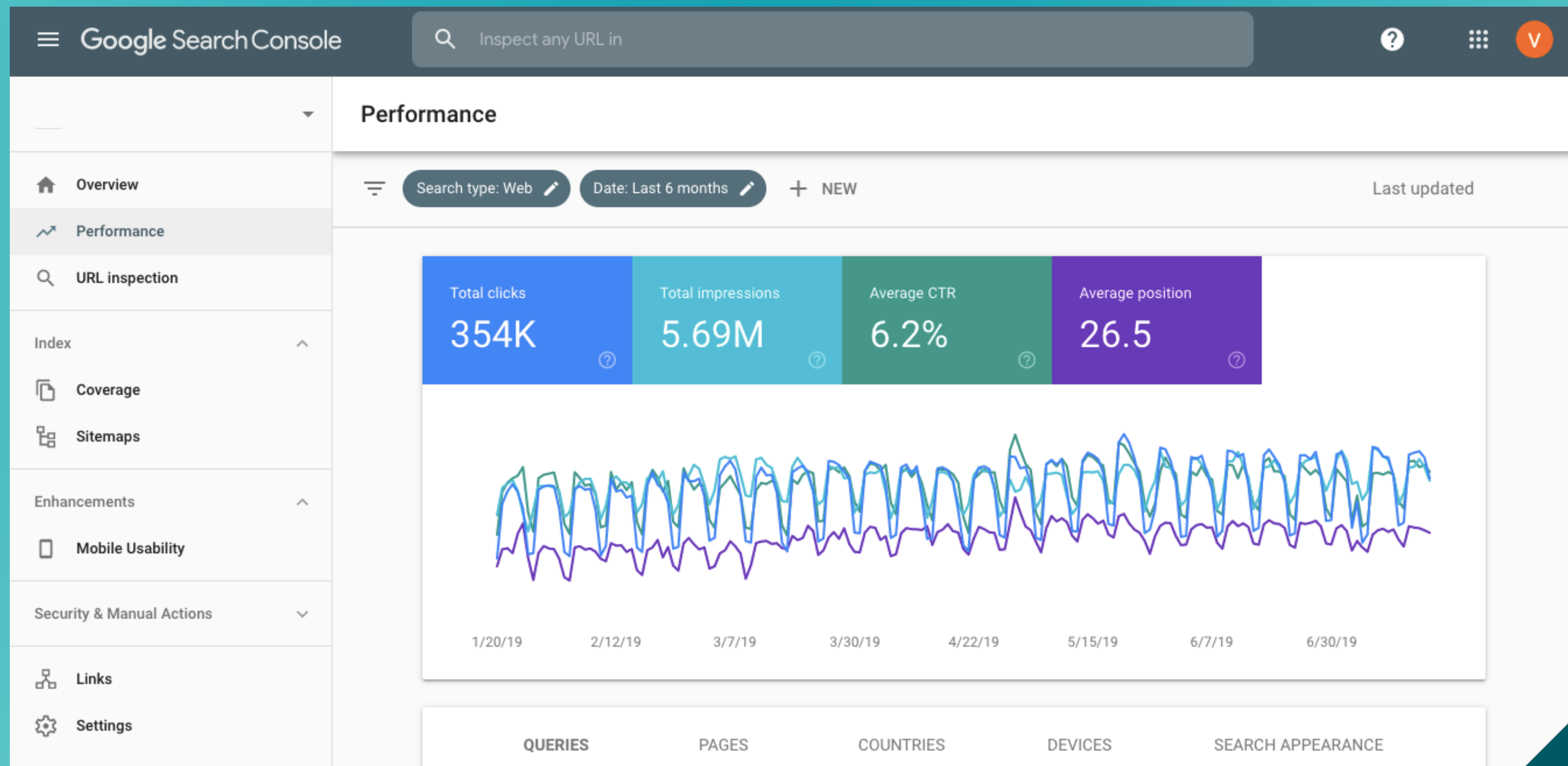


**YOURSITE.COM/ROBOTS.TXT**

**"Hey Google, you're allowed here  
but not over there."**



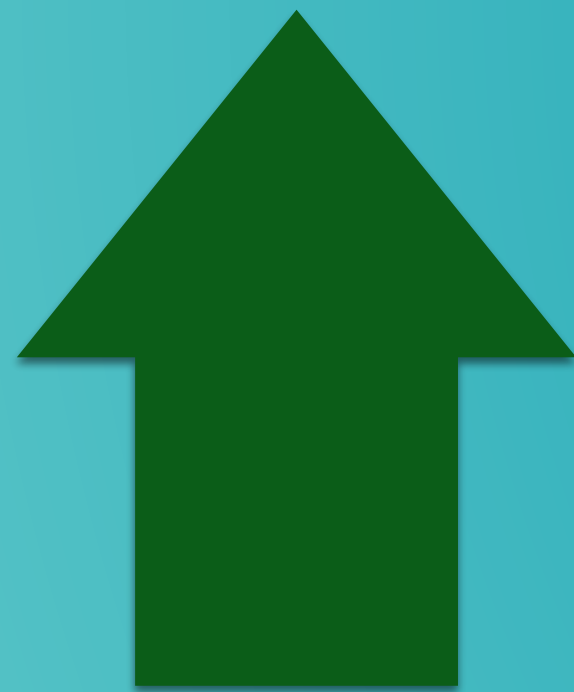
# SEARCH CONSOLE REPORTING



# SEARCH CONSOLE TIP #1

**IMPRESSIONS**

**POSITION/RANK**



**FIND KEYWORDS THAT RANK AT THE BOTTOM OF PAGE 1 OR THE TOP OF PAGE 2 (POS. 8-13).**

**SEEK OUT WAYS TO OPTIMIZE THE PAGES RANKING FOR THESE PHRASES TO INCREASE RANK.**

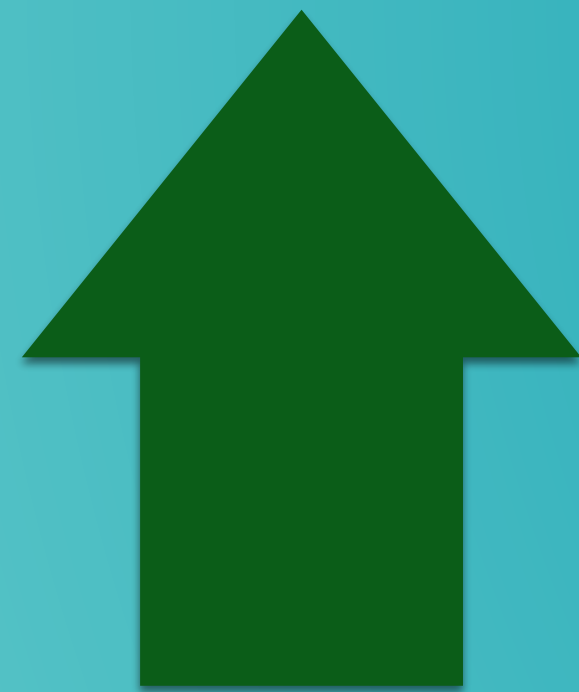




# SEARCH CONSOLE TIP #2

**POSITION/RANK**

**CLICK RATE**



**FIND KEYWORDS THAT RANK VERY WELL BUT SUFFER FROM A RELATIVELY LOW CLICK RATE.**

**UPDATE PAGE TITLE OR META DESCRIPTION TO ALIGN WITH THE KEYWORD PHRASE.**



# SEARCH CONSOLE TIP #3

**BRAND IMPRESSIONS**

**BRAND CLICKS**



**APPLY A FILTER TO VIEW METRICS FOR ONLY BRAND TERMS AND DERIVATIVES. MEASURE PERFORMANCE OVER TIME.**

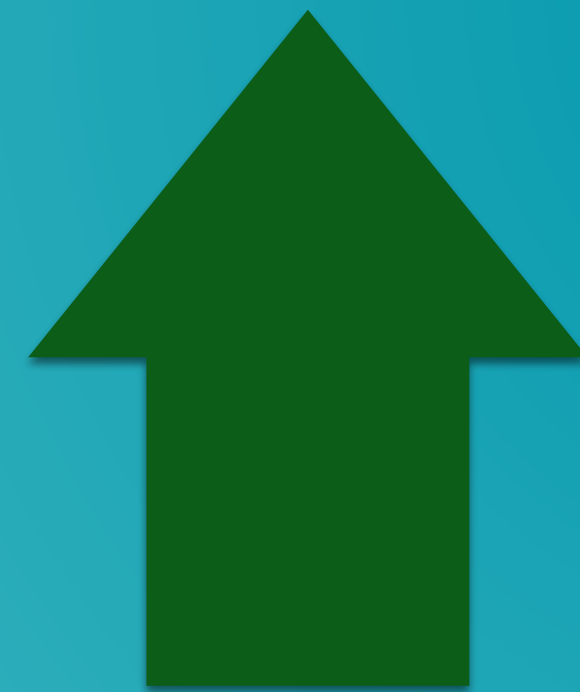
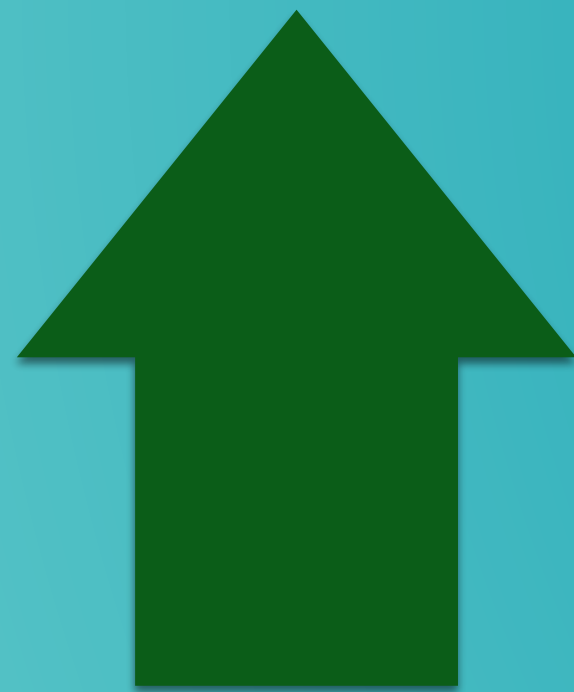
**CONDUCT AWARENESS BUILDING IF BRAND-RELATED METRICS HAVE DECREASED.**



# SEARCH CONSOLE TIP #4

**INTERNAL PAGE  
IMPRESSIONS**

**INTERNAL PAGE  
POSITION/RANK**



**VIEW IMPRESSIONS AND POSITION FOR INTERNAL PAGES (NON-HOME PAGE). MEASURE OVER TIME.**

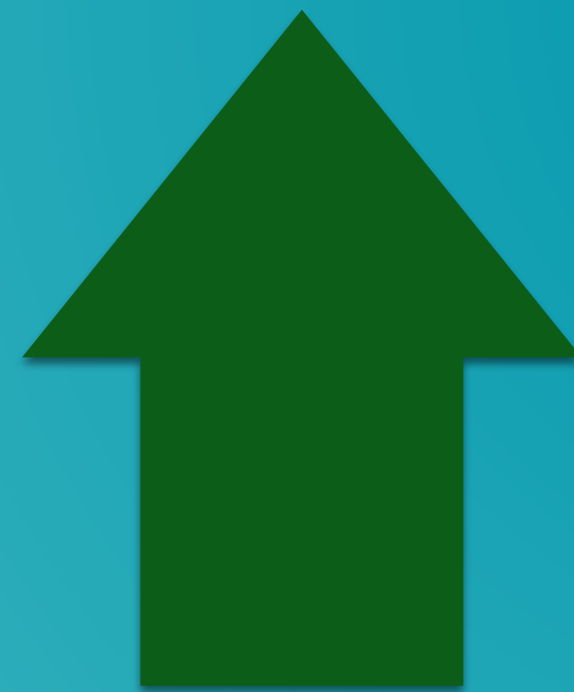
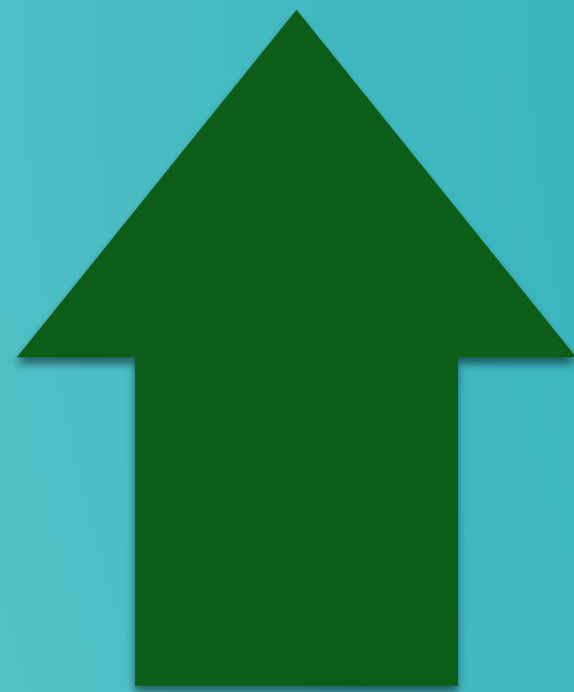
**IF METRICS ARE UP FOR CERTAIN PAGES, DETERMINE IF EFFORTS AND RESULTS CAN BE REPLICATED FOR OTHER CONTENT.**



# SEARCH CONSOLE TIP #5

**IMPRESSIONS  
BY COUNTRY**

**CLICKS  
BY COUNTRY**



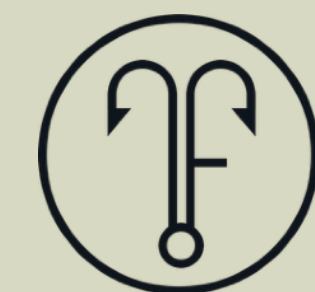
**VIEW IMPRESSIONS AND CLICK  
VOLUME BY COUNTRY OVER TIME.**

**CONSIDER INTERNATIONALLY  
TARGETED CAMPAIGNS FOR  
SPECIFIC COUNTRIES WITH  
RELATIVELY HIGH IMPRESSION  
AND CLICK METRICS.**





# MOBILE EXPERIENCE



**GUESS WHAT? MOBILE IS POPULAR**

**3 hours 35 minutes**

**the average amount of time U.S adults  
spent on their phones daily in 2018.**

SOURCE: Emarketer. Mobile time spent in 2018 (2019)



# GUESS WHAT? MOBILE IS POPULAR

87%

of smartphone users  
use search at least  
once per day.





#SNSFoodTruck

FRIES

MILKSHAKES

FAMOUS

Steak 'n Shake

STEAKBURGERS

BY Big Boy





## Steakburgers™

Hand-crafted from 100% beef, including steak, and seared on our fiery-hot grill to seal in the unique Steakburger flavor.

### THE Original DOUBLE CHEESE® 'N FRIES 399



Topped with melted American cheese, fresh lettuce, pickles, vine-ripened tomato, onion and ketchup.

### THE ORGANIC Signature STEAKBURGER™ 'N FRIES 699



6 oz. 100% organic beef topped with melted American cheese, fresh lettuce, pickles, vine-ripened tomato, red onion and ketchup.

### SPECIALTY STEAKBURGERS™ 'N FRIES

**Western BBQ 'n Bacon 499**  
American Cheese, Applewood Smoked Bacon, Diced and Crispy Fried Onions, Sweet 'n Smoky BBQ Sauce

**Grilled Portobello 'n Swiss 549**  
Fresh Grilled Portobello Mushrooms, Melted Swiss, Caramelized Onions and Garlic Mayo

**Fresh Guacamole 549**  
Fresh Guacamole, Lettuce, Tomato, Red Onion, Pepperjack Cheese and Chipotle Mayo

**Frisco Melt 549**  
American and Swiss Cheese on Buttery Grilled Sourdough with our Sweet 'n Tangy Frisco Sauce

**Jalapeño Crunch 499**  
Pepperjack Cheese, Chipotle Mayo, Fresh Salsa and Jalapeños, all topped with Crispy Fried Onions

**Royale 499**  
American Cheese, Applewood Smoked Bacon, Mayo, Lettuce, Tomato and crowned with a Fried Egg

All Steakburgers™ and Hot Dogs Served with Fresh

Hand-Cut FRIES

Upgrade to Seasoned Fries! Add .29

• Sea Salt 'n Cracked Pepper • Parmesan Cheese 'n Herbs • Salt 'n Vinegar

## Milk Shakes

Hand-Dipped

We've made our shakes the same way since 1934. They're hand-dipped into stainless steel containers, mixed with fresh milk and topped with whipped cream and a cherry.

### CLASSIC SHAKES 299

Chocolate, Vanilla, Strawberry, Banana

### SPECIALTY SHAKES 349

Choose from your favorite flavors

Butterfinger®  
Chocolate Banana  
M&M's®  
Cookie Dough  
Cookies 'n Cream  
Mint Cookies 'n Cream  
Peanut Butter Cup  
Ultimate Banana  
Side by Side® Two Classic Flavors served Side by Side in a Single Glass

### OTHER SPECIALTIES 'N FRIES

Classic Footlong Hot Dog ..... 3.99  
Chili Cheese Footlong Hot Dog ..... 3.99  
Veggie Melt ..... 5.99

### KIDS

Steakburger™ 'n Fries (Add Cheese .39) ..... 2.49  
Grilled Cheese 'n Fries ..... 2.29  
Kids Soft Drinks ..... 1.19  
Kids Milk Shakes (Classic/Specialty) ..... 2.29/2.79

### SIDES

	SMALL	LARGE
Fresh Hand-Cut Fries	1.79	2.59
Seasoned Fries	2.08	3.08
• Sea Salt 'n Cracked Pepper • Parmesan Cheese 'n Herbs • Salt 'n Vinegar		
Cheese Fries	2.29	3.59
Genuine Chili	2.29	2.99

### DRINKS

	SMALL	LARGE
Soft Drinks	1.79	Bottled Water 1.79
Iced Tea	1.00	Sweet Tea 1.00
Red Bull® Energy Drink		1.99
Freshly Squeezed Lemonade (Regular/Light)		1.99

### BEER AND WINE

Budweiser® ..... 3.99  
Bud Light® ..... 3.99  
Dos Equis XX Lager Draft ..... 3.99  
Kilt Lifter Draft ..... 3.99  
Kendall Jackson Chardonnay ..... 6.00  
Meiomi Pinot Noir ..... 7.00  
Kendall Jackson Cabernet ..... 7.00  
Blackstone Merlot ..... 5.00



## Steakburgers™

Hand-crafted from 100% beef, including steak, and seared on our fiery-hot grill to seal in the unique Steakburger™ flavor.



### THE Original DOUBLE CHEESE® 'N FRIES

Topped with melted American cheese, fresh lettuce, pickles, vine-ripened tomato, onion, and ketchup. Served with Fries.

4.99 790 cal

**SINGLE STEAKBURGER™ 4.29 550 cal**  
Served with Thin 'n Crispy Fries.

Thin 'n Crispy Fries (Reg) ..... 1.79 240 cal

Bottled Soft Drinks ..... 1.89 0-240 cal

Bottled Water ..... 1.89 0 cal

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

## Milkshakes

We've made our shakes the same way since 1934. They're hand-dipped into stainless steel containers, mixed with fresh milk, and topped with whipped cream and a cherry.



Chocolate 580 cal

Strawberry 600 cal

Vanilla 600 cal



**ANTICIPATE MOBILE VISITOR NEEDS.  
DON'T NECESSARILY EXPECT LESS,  
JUST PROVIDE MOST APPROPRIATE.**



**NEEDS**

**DIRECTIONS**

**CONTACT DETAILS**

**EASY INTERACTION**

**CREDIBILITY**

**CONSTRAINTS**

**TIME**

**SCREEN SPACE**

**ATTENTION**



# RESPONSIVE VS. ADAPTIVE



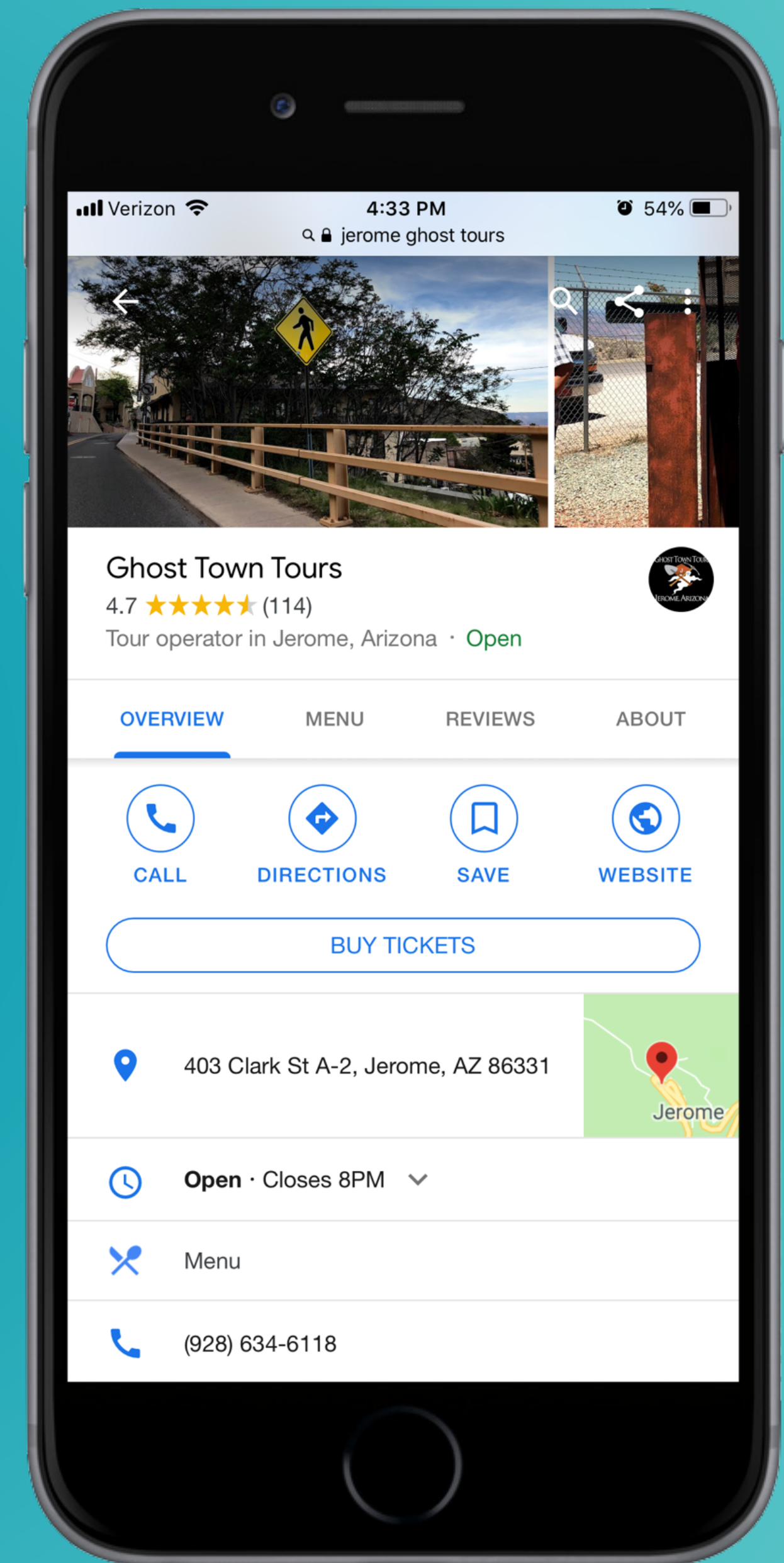
**CHANGES BASED ON  
DIFFERENT SHAPE OF DEVICE**



**CHANGES BASED ON  
DIFFERENT NEEDS OF AUDIENCE**



YOU KNOW WHO  
IS REALLY GOOD  
AT THIS?  
GOOGLE IS.



# HOW TO MEASURE



**MOBILE FILTER/SEGMENT APPLIED**

## **QUALITATIVE METRICS**

**TIME ON SITE**

**BOUNCE RATE**

**PAGES/VISIT**

**CONVERSION RATE**



# MOBILE SITE SPEED

THINKWITHGOOGLE.COM/FEATURE/TESTMYSITE

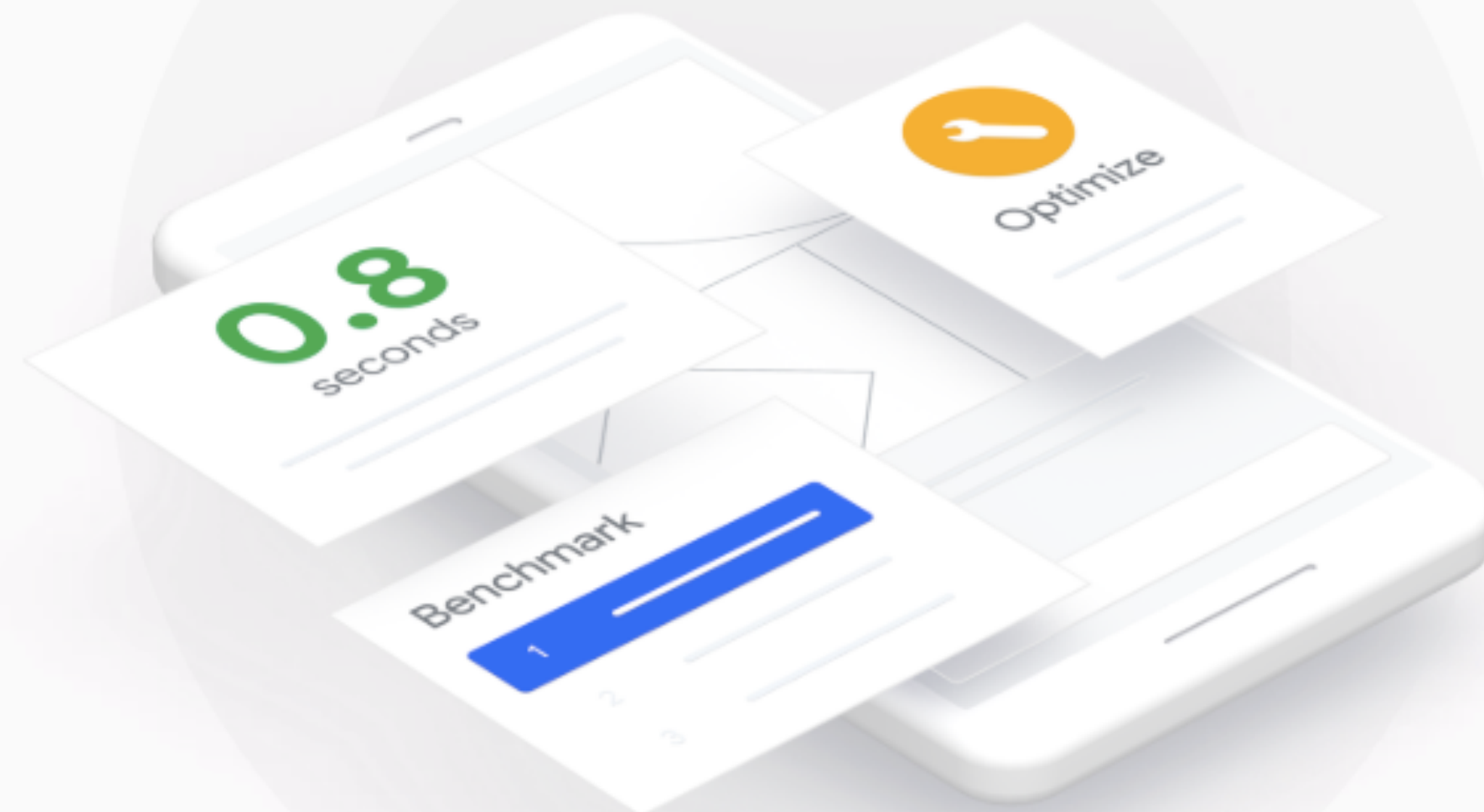
Think with 



## Test My Site

A slow mobile site limits your business.

Enter your domain to test your mobile speed →



# MOBILE SITE SPEED

THINKWITHGOOGLE.COM/FEATURE/TESTMYSITE

Your results for bearizona.com ⓘ

Your mobile site speed is 2 seconds in United States ▾ on 4G ▾ networks.

RATING

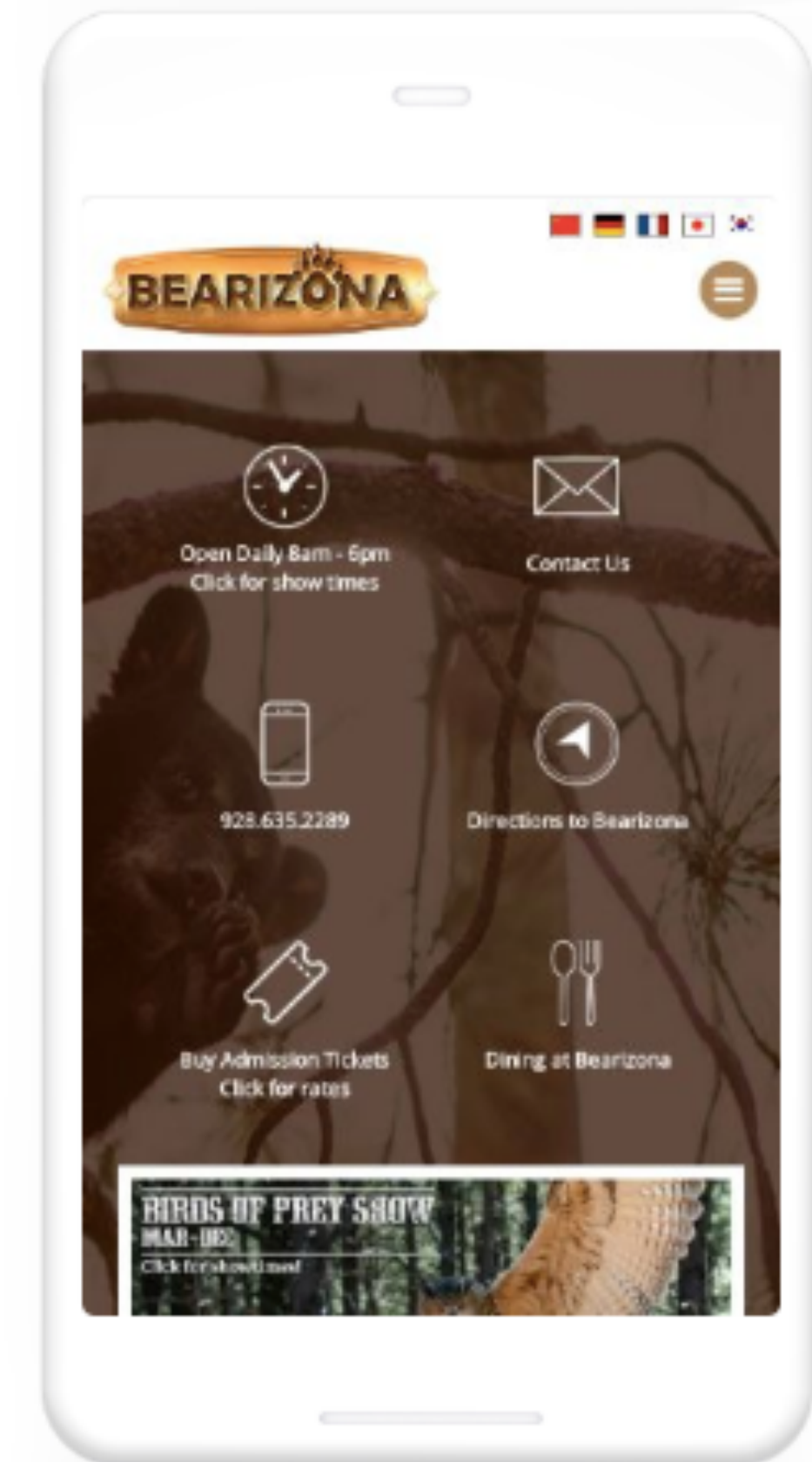
**Average**

Average sites start to load in 1 to 2.5 seconds.

MONTHLY TREND

**No Change**

Your site speed has not changed since last month.







# USER INTENT



# USER INTENT SPECTRUM

INSPIRATIONAL



TRANSACTIONAL



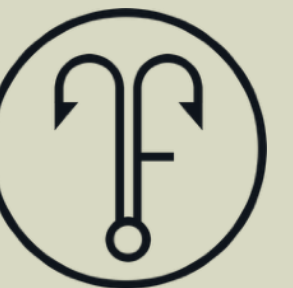
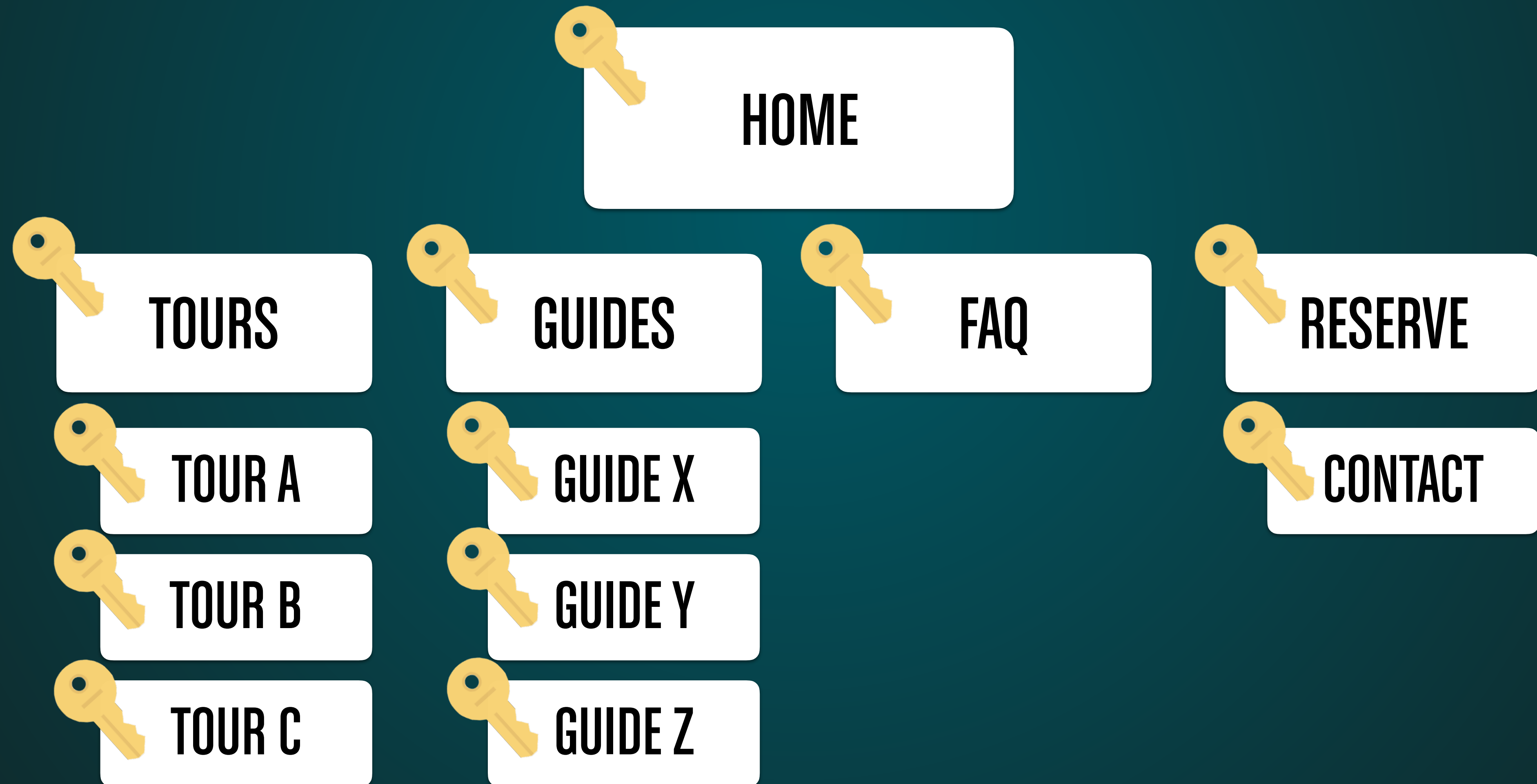
**BEST TIME TO GO**

**“HAVASUPAI”**

**HOW TO RESERVE**



# CONTENT SEO: ONE DECADE AGO



# CONTENT SEO: TODAY



‘grand canyon  
photography’



**ONLINE PHOTO GALLERY**

**FINE ART GALLERY / COLLECTION**

**SUNRISE / SUNSET LOCATIONS**

**LANDSCAPE PHOTOGRAPHY TIPS**

**NORTH RIM PHOTO WORKSHOPS**



# CONTENT GAP ANALYSIS

STEP	DETAIL
STEP 1	Identify keywords that fit your niche.
STEP 2	Prioritize the keyword list based on phrases that have great relevance. (keyword popularity is secondary)
STEP 3	Write down four to six (4-6) types of intent for each phrase. (intent = reasoning and motivation behind the search query)
STEP 4	Conduct a search for each phrase in Google in incognito mode. Review the top 10 results, and mark down which intents are unfulfilled.
STEP 5	Prioritize your content development process to fill gaps found in the search results for each phrase.



# DEPTH OF CONTENT

It is very difficult to rank for any topic by creating a single resource to cover it.

"One and done" does not work for SEO.



# SUGGESTED SEARCH & PAA BOXES



dog friendly hotels in



- dog friendly hotels in **san diego**
- dog friendly hotels in **flagstaff**
- dog friendly hotels in **sedona**
- dog friendly hotels in **grand junction co**
- dog friendly hotels in **prescott az**
- dog friendly hotels in **las vegas**
- dog friendly hotels in **phoenix**
- dog friendly hotels in **california**
- dog friendly hotels in **arizona**
- dog friendly hotels in **scottsdale**

Google Search

I'm Feeling Lucky

[Report inappropriate predictions](#)

People also ask

Can I bring my dog to Sedona?

Is Junipine Resort pet friendly?

Is Slide Rock dog friendly?

Is Sedona Summit pet friendly?







Language

EN

Region

Pro only

Enter your keyword & he'll suggest content ideas in seconds...

e.g. dresses, xbox, flights, etc.

Get Questions







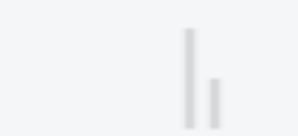


# UBERSUGGEST

## KEYWORD IDEAS

SUGGESTIONS

RELATED

KEYWORD ?	TREND ?	VOLUME ?	CPC ?	PD ?	SD ?
cactus league spring training 		720	\$0.33	14	10
cactus league spring training schedule 		720	\$0.00	1	5
cactus league spring training tickets 		110	\$0.00	10	8
tickets for cactus league spring training 		110	\$0.00	10	8
cactus league spring training map 		70	\$0.00	14	10
cactus league spring training t shirts 		20	\$0.00	1	5
where to stay for cactus league spring training 		20	\$0.00	1	5

[VIEW ALL KEYWORD IDEAS](#)



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TEACH TO FISH DIGITAL