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## Marketing Training Series: Session 1:

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# Harnessing the Power of Search for your Growing (local) Business

## Featured Guest Speaker:

**Ali MacDonald**

**Digital Marketing Manager**

**Global SEO Manager**

\*15 years SEO

## Host:

Joshua Walti

Global Partner Marketing Manager

Questions: #STXSEO



# Defined

## Search Engine Optimization

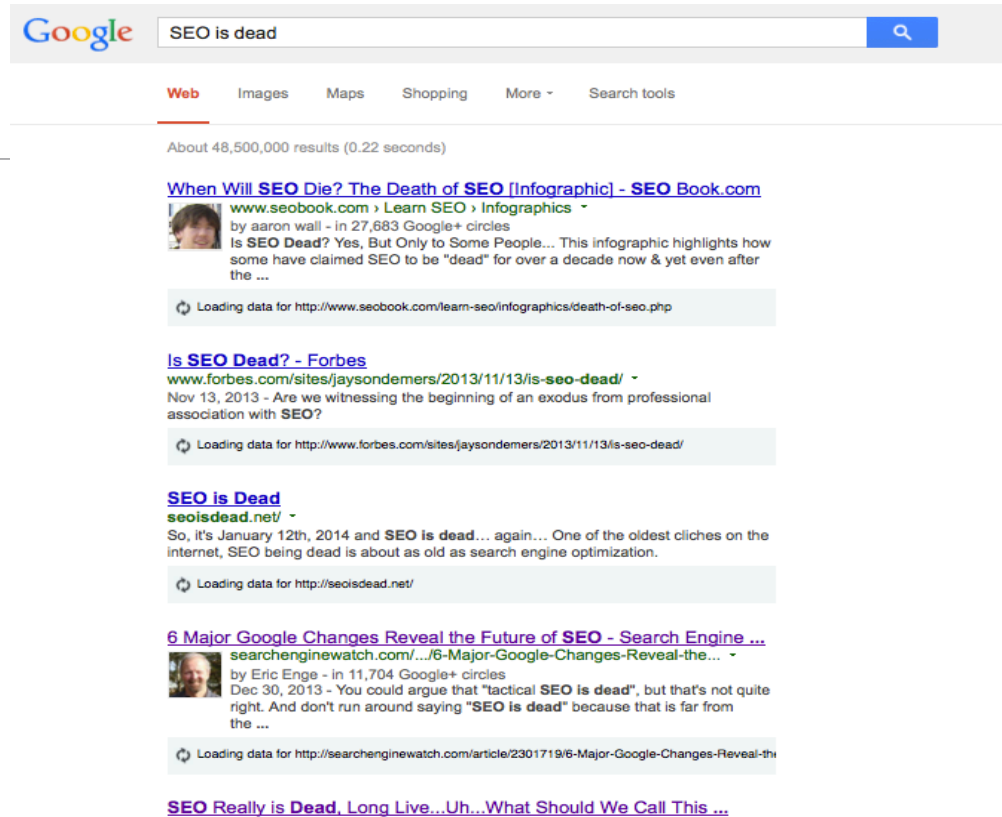
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### SEO is:

- Free
- Organic
- Natural
- Editorial
- Search Engine Traffic

(<http://searchengineland.com/guide/what-is-seo>)

# ...But isn't SEO dead?




Google

SEO is dead


Web Images Maps Shopping More Search tools

About 48,500,000 results (0.22 seconds)

[When Will SEO Die? The Death of SEO \[Infographic\] - SEO Book.com](#)  
www.seobook.com › Learn SEO › Infographics  
by aaron wall - in 27,683 Google+ circles  
 Is SEO Dead? Yes, But Only to Some People... This infographic highlights how some have claimed SEO to be "dead" for over a decade now & yet even after the ...  
Loading data for http://www.seobook.com/learn-seo/infographics/death-of-seo.php

[Is SEO Dead? - Forbes](#)  
www.forbes.com/sites/jaysondemers/2013/11/13/is-seo-dead/ -  
Nov 13, 2013 - Are we witnessing the beginning of an exodus from professional association with SEO?  
Loading data for http://www.forbes.com/sites/jaysondemers/2013/11/13/is-seo-dead/

[SEO is Dead](#)  
seoisdead.net/ -  
So, it's January 12th, 2014 and **SEO is dead**... again... One of the oldest cliches on the internet, SEO being dead is about as old as search engine optimization.  
Loading data for http://seoisdead.net/

[6 Major Google Changes Reveal the Future of SEO - Search Engine ...](#)  
searchenginewatch.com/.../6-Major-Google-Changes-Reveal-the-... -  
 by Eric Enge - in 11,704 Google+ circles  
Dec 30, 2013 - You could argue that "tactical **SEO is dead**", but that's not quite right. And don't run around saying "**SEO is dead**" because that is far from the ...  
Loading data for http://searchenginewatch.com/article/2301719/6-Major-Google-Changes-Reveal-th

[SEO Really is Dead, Long Live...Uh...What Should We Call This ...](#)

**Yes...SEO as we knew it is dead, just like the horseless carriage is dead**

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**However, the concept lives on**

# Why is SEO important?

*Because it's about gaining and maintaining a natural presence on Search Engines (Google, Yahoo, Bing, Yandex, etc)*

The image shows a Google search interface for the term "seagate". The search bar at the top contains "seagate" and a search button. To the right of the search bar are user account options: "+Madhav", a grid icon, a bell icon, "Share", and a profile picture. Below the search bar are navigation tabs: "Web" (highlighted), "Images", "Maps", "Shopping", "News", "More", and "Search tools". A "SERP Control Panel" is visible on the right side of the navigation area.


Below the navigation, it states "About 19,800,000 results (0.31 seconds)". The first search result is for "Seagate - Storing the world's digital content | Seagate" with the URL "www.seagate.com/". The snippet reads: "Seagate is the company the world trusts to store our lives - our files and photos, our libraries and histories, our science and progress." Below this snippet are several links: "Support", "Warranty & Replacements", "Downloads", "Jobs", "External Hard Drives", and "Contact Us". A "More results from seagate.com" link is also present.

A loading bar indicates "Loading data for http://www.seagate.com/". Below this, there are news snippets for "CES 2014: Seagate's FAST backup" and "Seagate introduced a FAST RAID0 drive at CES. Is it for you?".

The knowledge panel on the right side of the page is titled "Seagate Technology" and includes the Seagate logo. It identifies Seagate as a "Technology company" and provides a detailed description: "Seagate Technology PLC is an American data storage company that was incorporated in 1978 as Shugart Technology. It is currently incorporated in Dublin, Ireland and has its principal executive office in Cupertino, California." The panel also lists the stock price as "STX (NASDAQ) \$60.33 +1.79 (+3.06%)", the CEO as "Stephen J. Luczo", the founder as "1979", and customer service numbers. Founders "Alan Shugart" and "Syed Iftikar" are also mentioned.

At the bottom of the knowledge panel, it says "People also search for" and displays logos for Western Digital, Corsair Memory, ASUS, LaCie, and Intel Corporation. A "Feedback / More info" link is located at the bottom right of the panel.

# It's HOW a website is found by those who aren't familiar with the brand or product names

Google  

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

About 182,000,000 results (0.33 seconds)

Ad related to **expansion drive**

**Expansion Drive at Amazon - Amazon.com**  
www.amazon.com/computers  
★★★★★ 336 reviews for amazon.com  
Save on **Expansion drive** Free 2-Day Shipping w/Amazon Prime!

**Shop for expansion drive on Google** Sponsored

 <b>Seagate 2TB Expansion D...</b> \$79.99 Dell	 <b>Anki DRIVE Expansion C...</b> \$69.95 Apple Store	 <b>Seagate 1TB Expansion D...</b> \$84.99 Dell	 <b>Seagate 1TB Expansion P...</b> \$79.00 B&H Photo-Vi... <small>Special offer</small>	 <b>Seagate 500GB Expansion...</b> \$59.00 B&H Photo-Vi...
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**Expansion Desktop Hard Drive | Seagate**  
www.seagate.com > External Drives > Desktop External Hard Drives -  
Seagate **Expansion** External Hard Drive delivers unsurpassed capacity, speed and reliability &ndash ;Check out **Expansion** External Hard Drive specs, features, ...

Loading data for http://www.seagate.com/external-hard-drives/desktop-hard-drives/expansion-hard-c

**Expansion Portable Hard Drive, Instant Storage | Seagate**  
www.seagate.com > External Drives > Portable External Hard Drives -  
Simple add-on storage that goes with you. The Seagate **Expansion** Portable hard drive offers an easy-to-use solution when you need to instantly add storage to ...

Ads

**\$77.49 Expansion Drive**  
www.bhphotovideo.com/Free\_Shipping -  
★★★★★ 77,072 seller reviews  
Seagate 2Tb **Expansion** External B&H  
Save on Seagate External Drives

**\$61 - Seagate Hard Drive**  
seagate-stbx1000101.finder.us.com/ -  
Seagate **Expansion** 1 TB USB 3.0 Hard  
Buy New & Used From \$61!

**New: Expansion Hard Drive**  
expansion-hard-drive.buycheap.com/ -  
Save Big On **Expansion** Hard Drive:  
Massive Selection & Ultra-Cheap !

**Expansion Drive: Cheap**  
www.pricemachine.com/ -  
Find Deals for **Expansion** Drive!  
Save. Save Time. Save Big Time.

[See your ad here >](#)

# What every website should have (especially for localization)

...No exceptions

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## Homepage

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- Main Goals**
- Business offerings**
- Location (Address)**
- Contact Info/ Link to About page**

## Category Pages

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- Separate Pages for each offerings**
- Be Specific: what is the page about**

## Product Pages

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- Crawlable content on your products**
- One product per page**
- Have specific CTA**

## Schema Markup

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- Have Schema markup on all public pages**
- Schema.org**



If you're thinking that you already have this and you're set



Did you know...

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# There's a secret to Local SEO?



# The Secret is...

...Content



## Localization

- Are you on Google Places
- Do you have a Yelp page
- Is your address navigable
- Do you have local reviews
- Do you talk about your community in your blog



## Answering Questions

- What are your customers asking
- What is your industry asking
- What do you wonder about
- What is Seagate doing



## Be the Expert

- Share your knowledge
- Share what you find
- Share your struggles
- Share your triumphs

# But I don't have time!

...I'm busy!



## Where to find content:

- Seagate.com (including our Social pages)
- Seagate Partner Program portal
- Your Competitors
- Your Customers
- Industry periodicals
- Your own opinions (blogs don't have to be long)
- Influencer posts

## Schedule 30 minutes per day

Pick one...and do it...everyday

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### First Three Months:

- Set up Google Places
- Set up Social Media Pages (pick one!)
- Keyword Research (check out google instant for inspiration)
- Inbound search through analytics
- Forums and Community sites
- Talk to your customers (write down phrases)

### Second Three Months

- Write...about anything
- Post one blog a month
- Google yourself...see what happens
- Set a calendar reminder for the next three months for blog posts...add ideas
- Interact with the community you have
- Interact with the community you want



## How to hit the Goal

- If it's not helpful users wont interact with it
- Don't use keyword stuffing
- Quality vs Quantity
- Focus on your readers
- Have a goal in mind

**SUCCESS**



**LOADING...**

# Resources

## Inspiration and Information

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### Inspiration:

- [Seagate.com/SPP portal](#)
- [Mashable](#)
- [Huffington Post](#)
- [StorageNewsletter.com](#)
- [Kernelmag.dailydot.com](#)

### Information:

- [ClickZ.com](#)
- [Searchenginewatch.com](#)
- [Moz.com](#)
- [SEMPO.com](#)
- [Digital.Relevance.com](#)


### Tools

#### Free:

- [Wordstream](#)
- [SEMRush](#)
- [Buzz Sumo](#)

#### Paid

- [BrightEdge](#)
- [Moz.com](#)

A close-up photograph of a typewriter keyboard. The focus is on a single key that has been pressed, showing the word "Questions?" in a classic typewriter font. The key is slightly raised and has a textured surface. The background is a solid, light blue color.

Questions?



Thank you for Joining!

## NEXT STEPS:

1) Use your SEO power for good!

2) Look for a follow-up communication:

- Survey to help us plan future sessions
- Link to today's recording & deck

3) Visit us on  and share this

video with your network for more chances to **win**

