



Marketing with search engine optimization

Darian Kovacs

#QBConnect | WiFi: QBConnect

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THE
FUTURE

CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



Darian Kovacs
Founding Partner
[@dariankovacs](#)
[@jellymarketing](#)

Agenda

- Identify the benefit of having strong SEO working place
- Differentiate between the various SEO avenues, the benefits of each one, and their role in the broader marketing calendar
- Completion of running through the various SEO tools where you'll see how each work and the pros and cons of each



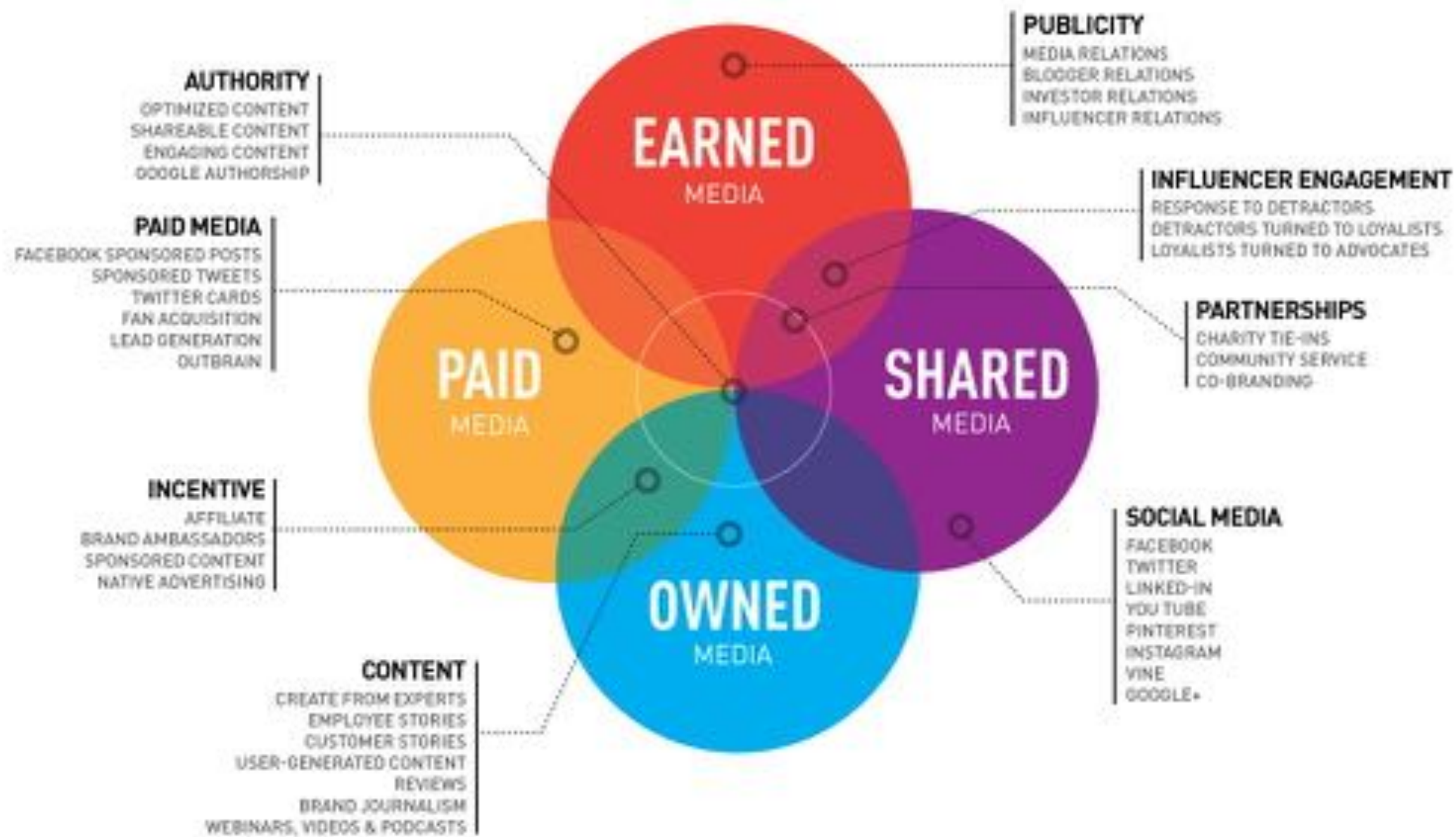
Photo Credit: <https://www.podbean.com/>



Forms of **PR**

1. Advertorials
2. Experiential & Events
3. Publicity
4. Traditional Media

It's more important what **others think about you**
than what you think about yourself.



Why PR & SEO are BFFs?

Fun Fact

The top 5 Google results receive approximately 75% of the clicks

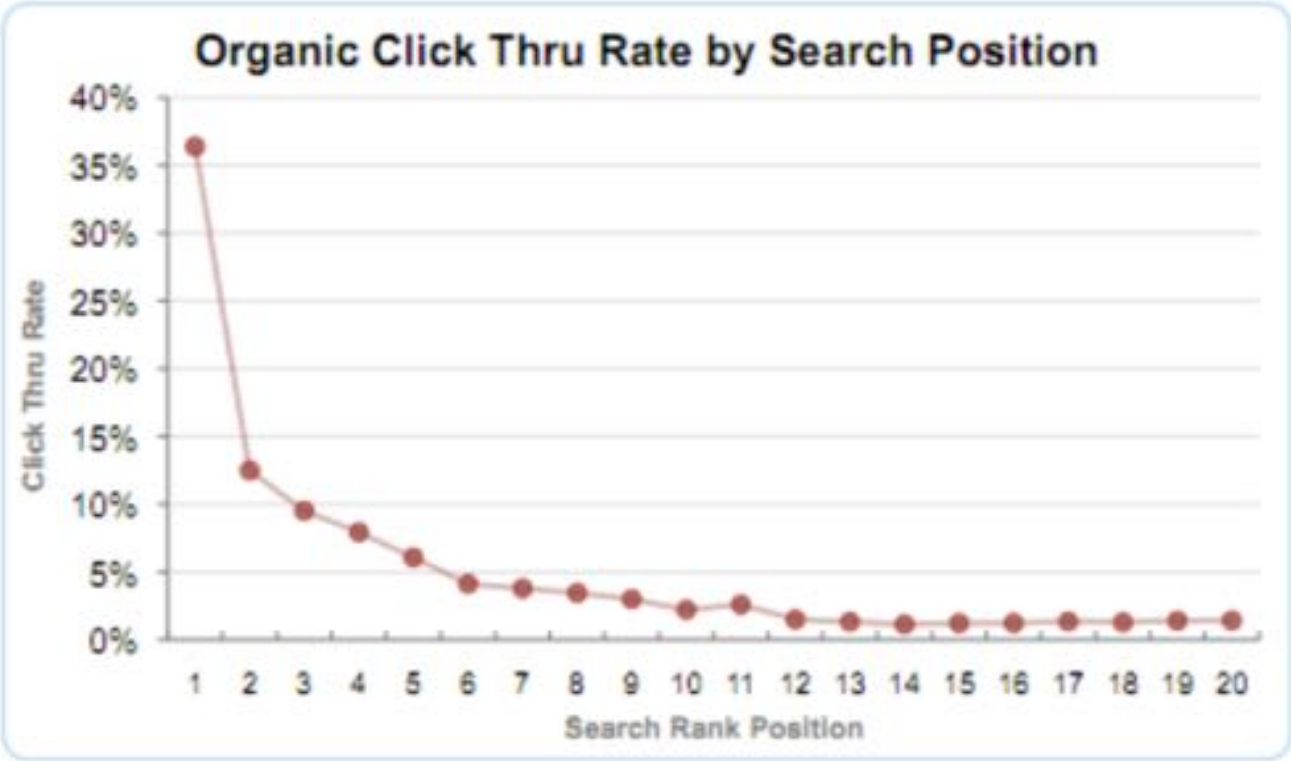


Photo Credit: <https://www.smartinsights.com/>



Google

Ahrefs Keyword Tracker

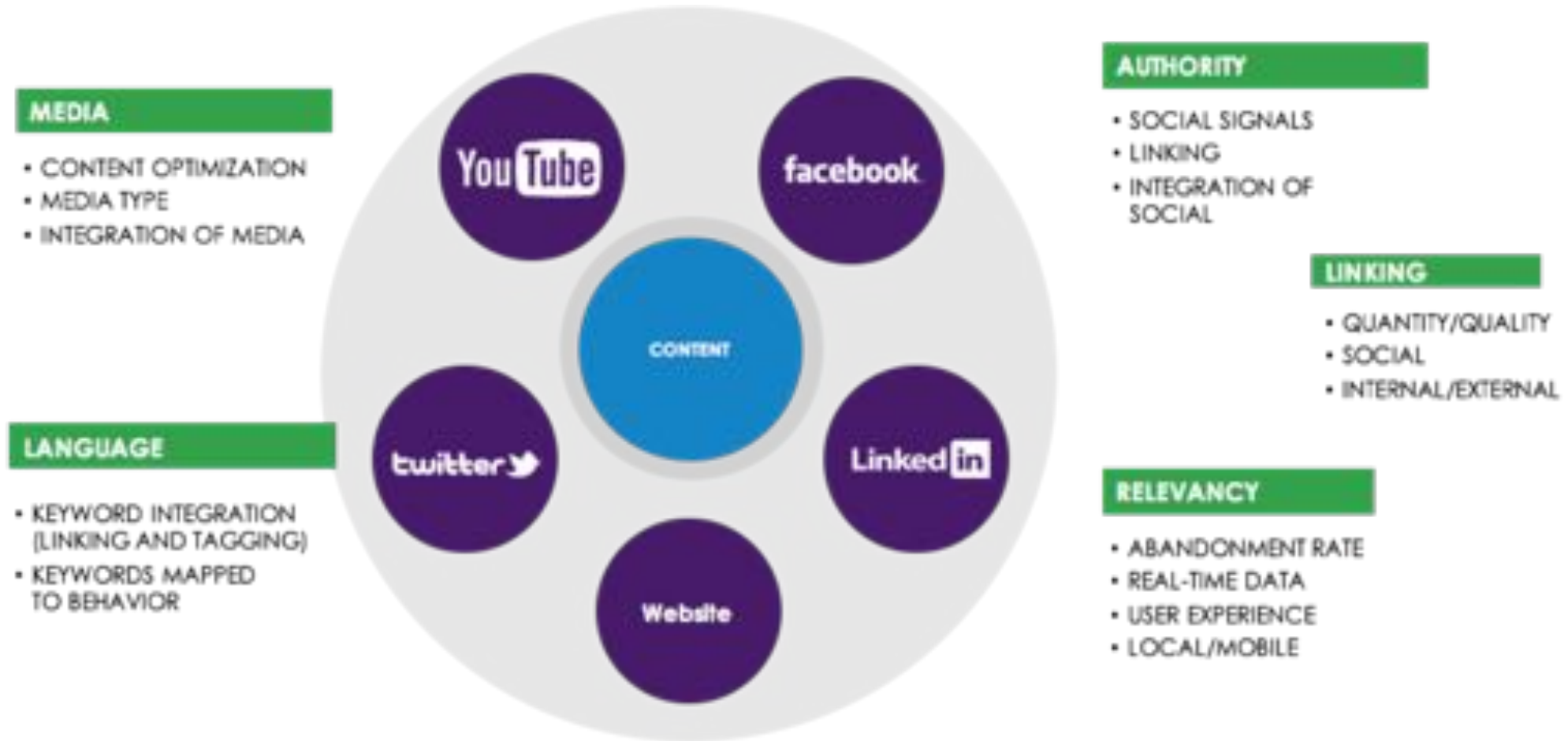


SEO Audit & Monitoring Tools

- SEO Site Checkup
Score of 80+ = Good
- Pingdom Speed Test
- Google PageSpeed Insights
- Ahrefs
- Screaming Frog
- SEMRush
- Moz



What Matters in Search?




Google's Algorithm



2003			2004			
FEBRUARY BOSTON More emphasis on quality backlinks.	APRIL CASSANDRA Crackdown on linking from co-owned domains, hidden text & links.	MAY DOMINIC Improvements to the counting & reporting of backlinks.	JUNE/JULY ESMERELDA & FRITZ Improvements to the index infrastructure.	NOVEMBER FLORIDA Crackdown on keyword-stuffing & other black hat SEO tactics.	JANUARY AUSTIN Crackdown on "invisible" text, meta tag-stuffing.	FEBRUARY BRANDY Index expansion, rollout of Latent Semantic Indexing (LSI).
2005			2006			
FEBRUARY ALLEGRA Crackdown on suspicious-looking links.	MAY BOURBON Improvements to how duplicate content & non-canonical URLs are treated.	JUNE PERSONALIZED SEARCH Results take user's search history into account.	OCTOBER JAGGER Crackdown on reciprocal links, link farms, paid links.	OCTOBER GOOGLE LOCAL Map data is integrated with Local Business Center (LBC) data.	DECEMBER BIG DADDY Updates to URL canonicalization, redirects, & other technical issues.	NOVEMBER SUPPLEMENTAL UPDATE Changes to the supplemental index & filtered pages.
2007		2008	2009	2010		
MAY UNIVERSAL SEARCH Integration of traditional results with News, Video, Images, Local, etc.	JUNE BUFFY Update to single-word search results & other small changes.	APRIL DEWEY Unspecified update to the search index.	FEBRUARY VINCE Big brands get a boost in search results.	DECEMBER REAL-TIME SEARCH Twitter feeds, Google News, & new content are integrated into real-time feed.	APRIL GOOGLE PLACES LBC rebranded "Places," is integrated more closely with local search results.	MAY MAY DAY Crackdown on low-quality pages ranking for long-tail keyword searches.
2011		2012				
JUNE CAFFEINE Launch of new web indexing system, resulting in 50% fresher index.	FEBRUARY PANDA Crackdown on thin content, content farms, sites with high ad-to-content ratios.	NOVEMBER FRESHNESS UPDATE Greater emphasis put on recent content in search results.	JANUARY SEARCH+ YOUR WORLD Google+ data & user profiles included in search results.	FEBRUARY VENICE More localized results appear for broad queries.	APRIL PENGUIN Crackdown on link schemes, keyword-stuffing, other black hat tactics.	MAY KNOWLEDGE GRAPH Relevant facts & images included alongside traditional results.
2013		2014	2015			
SEPTEMBER EXACT MATCH DOMAIN Crackdown on low-quality sites that have search terms in their domain names.	AUGUST IN-DEPTH ARTICLES New type of result, dedicated to more evergreen, long-form content.	AUGUST HUMMINGBIRD Google recognizes full-question searches, emphasizes high-quality content.	JULY PIGEON Change to how Google manages local search; closer ties established between Google's local & core algorithms.	AUGUST HTTPS/SSL UPDATE Google starts giving preference to secure websites. Adding encryption to your site = a boost in rankings.	AUGUST AUTHORSHIP REMOVED Authorship bylines disappear from Google's results pages.	APRIL MOBILE-FRIENDLY Mobile-friendliness becomes a stronger ranking factor for mobile searches. (Haven't optimized your site for mobile yet? Do it now!)

Industry Language	Global Search Volume per month	Consumer Language	Global Search Volume per month
Plush Animals	1,300	Stuffed Animals	22,200
Boys Footwear	210	Boys Shoes	9,900
Boys Outerwear	590	Boys Coats	5,400
Girls Sleepwear	880	Girls Pajamas	2,400
Baby Activity Gear	16	Baby Activity Center	1,600
Kids Drinkware	22	Kids Cups	480
	3,018		41,980

Blogging Topics




People also ask

- What do you wear on a plane Hot Country? ▾
- What should I wear on an international flight? ▾
- What men should wear on a plane? ▾
- What should you not wear to the airport? ▾

[Feedback](#)


What To Wear On A Plane: Our Foolproof Formula - Travel Fashion Girl
<https://www.travelfashiongirl.com> > FASHION > Travel Outfits ▾
I know the clothes I prefer to wear, I have my electronics and airplane ... When you're planning what to wear on a plane, keep in mind that it's best to avoid ...

Videos




10:29

10 Things You Should Never Wear on a Plane



10:54

What NOT to Wear (On an Airplane) in 2018



5:29

Things You Should Never Wear On An Airplane

>


Google

best clothes to wear on a plane


All Images Shopping News Videos More Settings Tools

About 51,100,000 results (0.59 seconds)


According to airhelp.com [View 4+ more](#)




Scarf




T-shirt




Sneakers




Shoes



Jacket



Blazer



Shirts & Tops

What to Wear When Flying Long Distance

- Scarf or pashmina. ...
- T-shirt or top. ...
- Sneakers or comfortable shoes. ...
- Jacket or blazer. ...
- **Shirt.** ...
- Scarf. ...
- Socks. **For** hygiene reasons, this is a must. ...
- Slip-on footwear. If you're a sneakerhead, you won't feel so cool when you are bent down at airport security, tugging frantically at your laces.

More items... • Dec 20, 2018



COVERAGE
BOOK

BUILT BY THE TEAM BEHIND
COVERAGEBOOK.COM

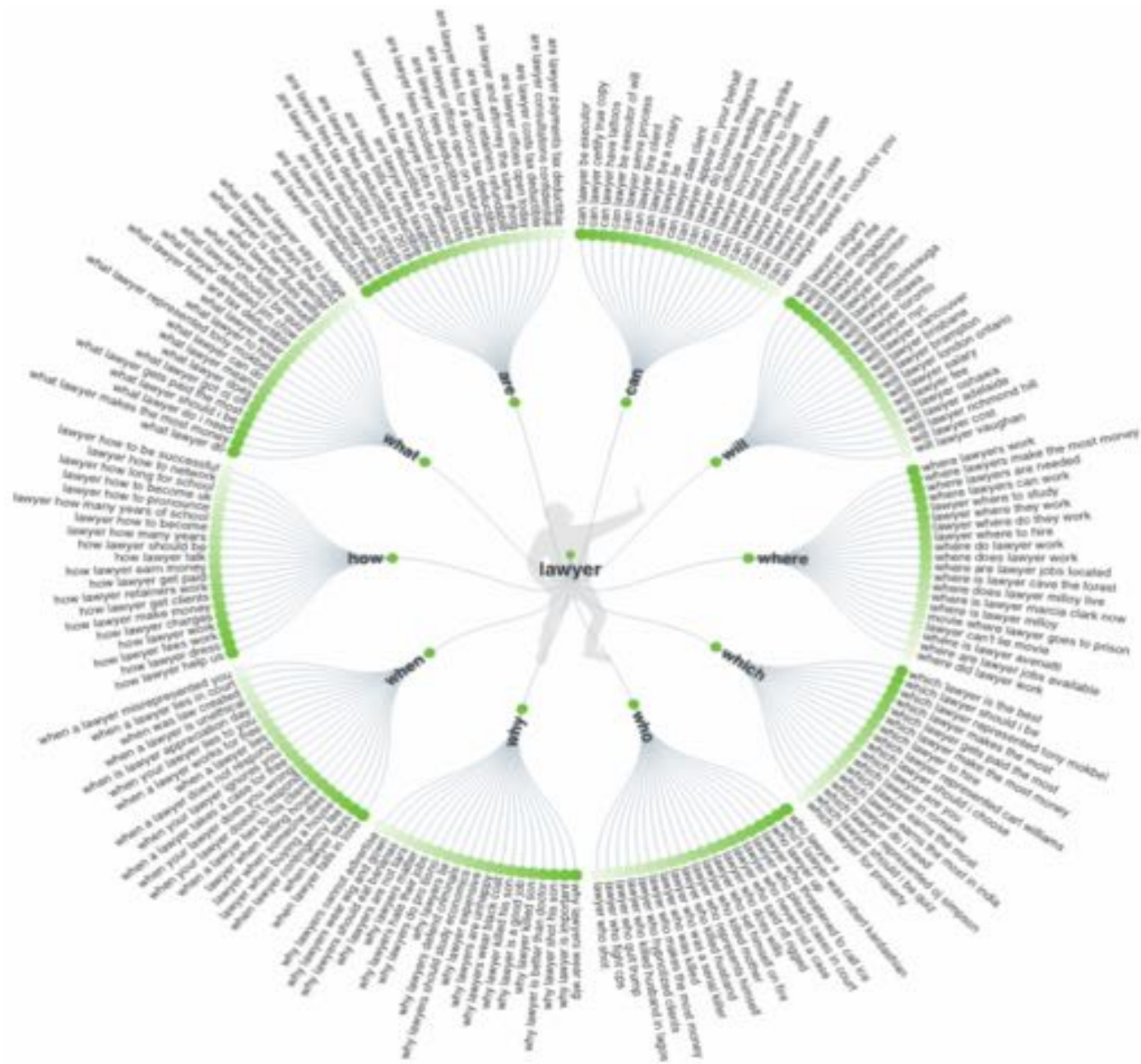
language

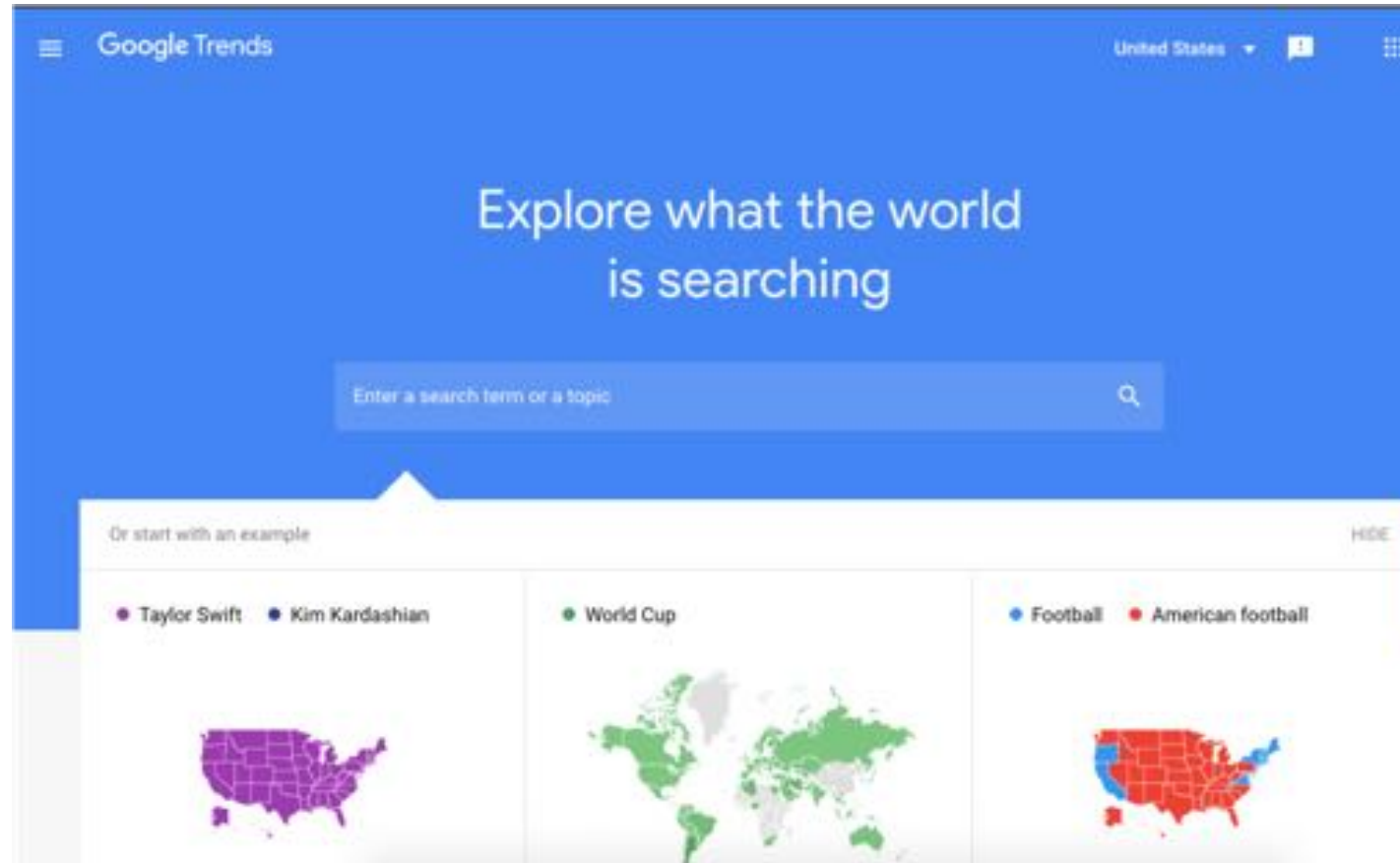
EN

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

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

Get Questions





GOOGLE MY BUSINESS

Get your business listed on Google Search and Maps

Helps customers find you

- Location, hours, contact information

Read and respond to reviews

View insights of who is looking for you



Feature	SEMRush	Ahrefs	SEOSiteCheck Up	Moz	Screaming Frogs	Raven Tools
Price per year CAD	\$2,399.40	\$4,788.00	\$479.40	\$2,148.00	\$217.50	\$1,668.00
Competitor Ranking Charts	Yes	Yes	No	Yes	No	Yes
Domain Analytics						
Backlinks Data	Yes	Yes	Yes	Yes	No	Yes
Traffic Analytics	No	No	No	No	No	No
Organic Ranking	Yes	Yes	No	Yes	No	Yes



Search Engine Watch

SEO is ever-evolving... Stay informed!



LunaMetrics®

Search Engine Land



HOW MUCH SHOULD I SPEND?

This is the million dollar question – though hopefully it doesn't actually cost a million dollars! Here's a rough outline on what you should be spending on your SEO per month if you are outsourcing.

INITIAL SEO AUDIT

Basic SEO Audit - \$750

SEO Audit with Google Analytics audit - \$1000

SEO, Google Analytics, and Google Ads Audit - \$1,500

Initial Audit including Analytics, Adwords and PR - \$2,500

3-MONTH SERVICE PACKAGES

Ongoing Onsite SEO

- First Three Month - \$2,000
- After Three Months - \$1,000

Ongoing Offsite SEO

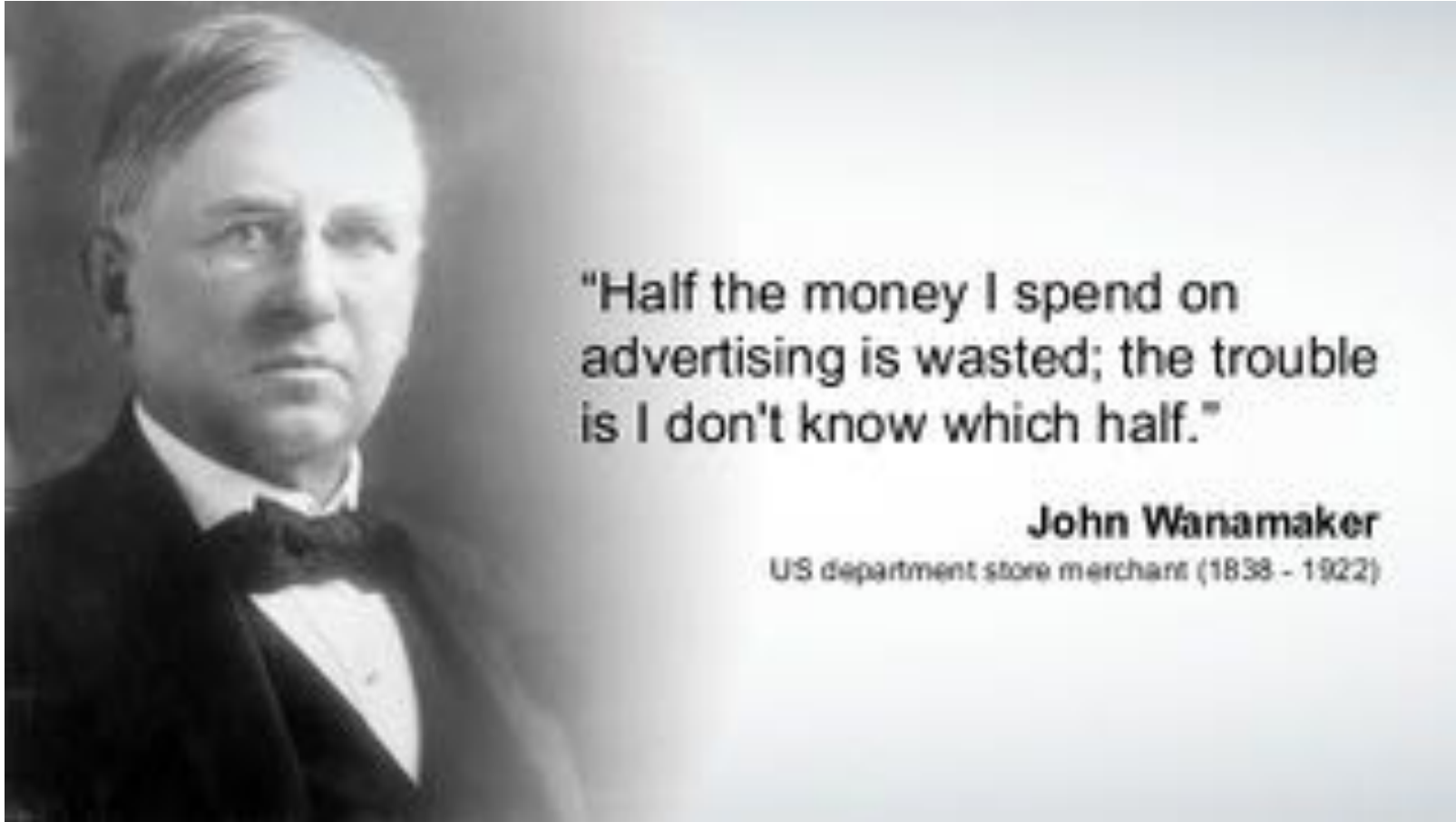
- First Three Months - \$5,000 (including Advertorial)
- After Three Months - \$2,500





Download Free **SEO Starter Kit**

Introduction	3
Why is SEO Important for Law Firms?	4
What is SEO?	5
How Can Law Firms Leverage SEO?	7
Differences Between SEO and Pay-Per-Click (PPC)	8
How Do I Rank on Page One?	9
Elements of Onsite SEO	10
Elements of Offsite SEO	13
How Much Should I Spend?	15
How to Get Buy-in from Your Firm for SEO?	16
Search Engine Marketing Glossary	18
About the Author	20



Goal Reports

Conversions			
▼ Goals			
▼ Ecommerce			
▲ Multi-Channel Funnels			
Overview			
Assisted Conversions			
Top Conversion Paths			
Time Lag			
Path Length			
▼ Attribution			

Source/Medium Path		Conversions	
1.	(direct) / (none) * 2	26	(31.24%)
2.	google / organic (direct) / (none)	24	(29.26%)
3.	google / organic (direct) / (none) * 2	10	(12.23%)
4.	(direct) / (none) * 3	7	(8.63%)
5.	(direct) / (none) * 4	6	(7.44%)
6.	(direct) / (none) google / organic	5	(6.15%)
7.	google / cpc (direct) / (none)	4	(4.93%)
8.	(direct) / (none) * 5	4	(4.93%)
9.	(direct) / (none) * 6	4	(4.93%)
10.	clutch.co / referral (direct) / (none)	3	(3.70%)

3rd-Party Reports: DashThis



Goals

Different Types:

Contact Page Visit

Newsletter Subscription

Contact Form Submission

Purchase

2 Minute Session

5 Minute Session



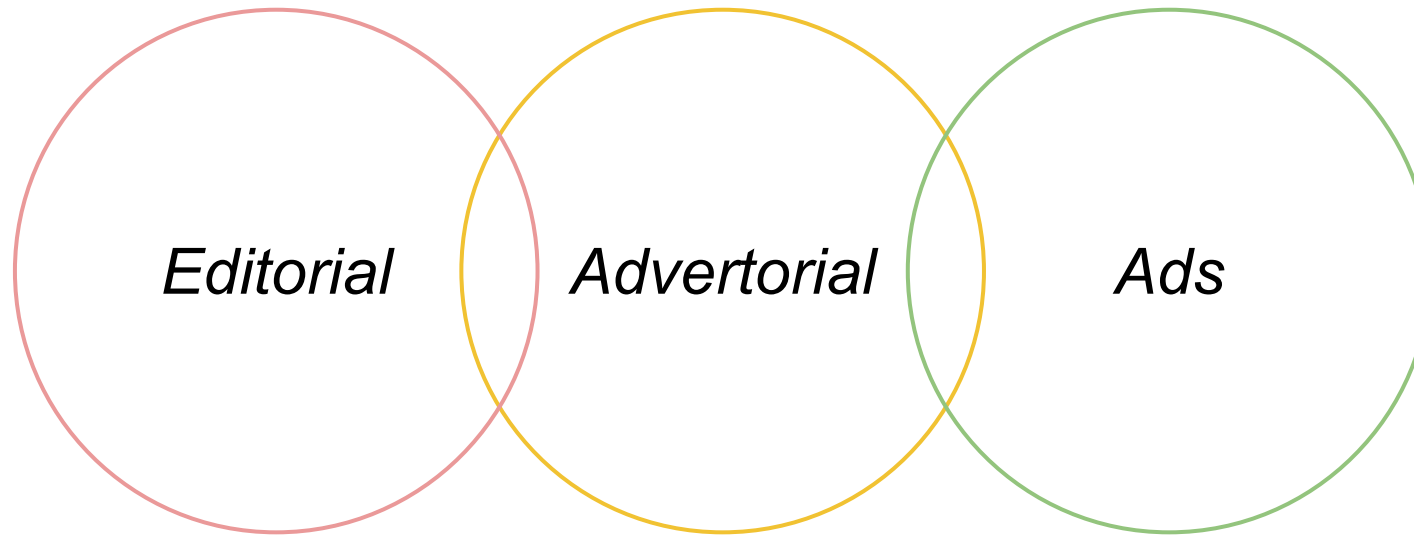
Fun Fact: Live Admin Chat
has increased from 14% to
39% of leads from Law Firm
Websites* in the last 3 years

*8 websites

1.

Advertorial

Ads + Editorial = Advertorial



AKA – Sponsored Content Partnership Content Feature Article





Kendall Ansell Interiors has been featured in the following publications:



2.

Experiential & Events

Sight, sound, taste, feel, smell & heart

- PR SENSORY DIAGRAM -

EYES
NOSE
MOUTH
EARS
HEART
HANDS
GUT
FEET







Photo Credit: <https://pbs.twimg.com/>

GEORGETOWN BASKETBALL PRESENTS:
**ACTUAL REALITY (AR)
SEATING SECTION!**

G **WELCOME TO
REALITY** 

**GEORGETOWN VS. ST. JOHN'S
JANUARY 20 AT 12 PM - CAPITAL ONE ARENA**

\$20 TICKETS AVAILABLE AT WEAREGEORGETOWN.COM/ACTUALREALITY

- NO CELLPHONES ALLOWED - CELLPHONE CHECK PROVIDED NEXT TO SECTION 118
- PAPER TICKETS (NO E-TICKETS) - MUST PICK UP AT WILL-CALL WINDOW FROM A LIVE PERSON
- "HELLO, MY NAME IS" NAMETAGS TO ENCOURAGE FACE-TO-FACE COMMUNICATION
- RECEIVE HALFTIME STATS (PRINTED ON PAPER) DELIVERED BY A HUMAN
- PHOTO STATION (WITH POLAROID CAMERA SO ACTUAL PHOTOS WILL BE IMMEDIATELY PROVIDED)
- LETTER/POSTCARD WRITING STATION

<https://www.washingtonpost.com/news//>



<https://www.artsy.net/article/artsy-editorial-fearless-girl-face-off-poses-new-question-law-protect-artists-message>

3. **Publicity**

Your expertise, your passion & your dream



Big idea

What's your big idea?

Simon Sinek

- 2009 TEDxPugetSound
- Start With Why:
How Great Leaders Inspire Action
- 3rd Most Watched Ted Video
with over 40 Million Views

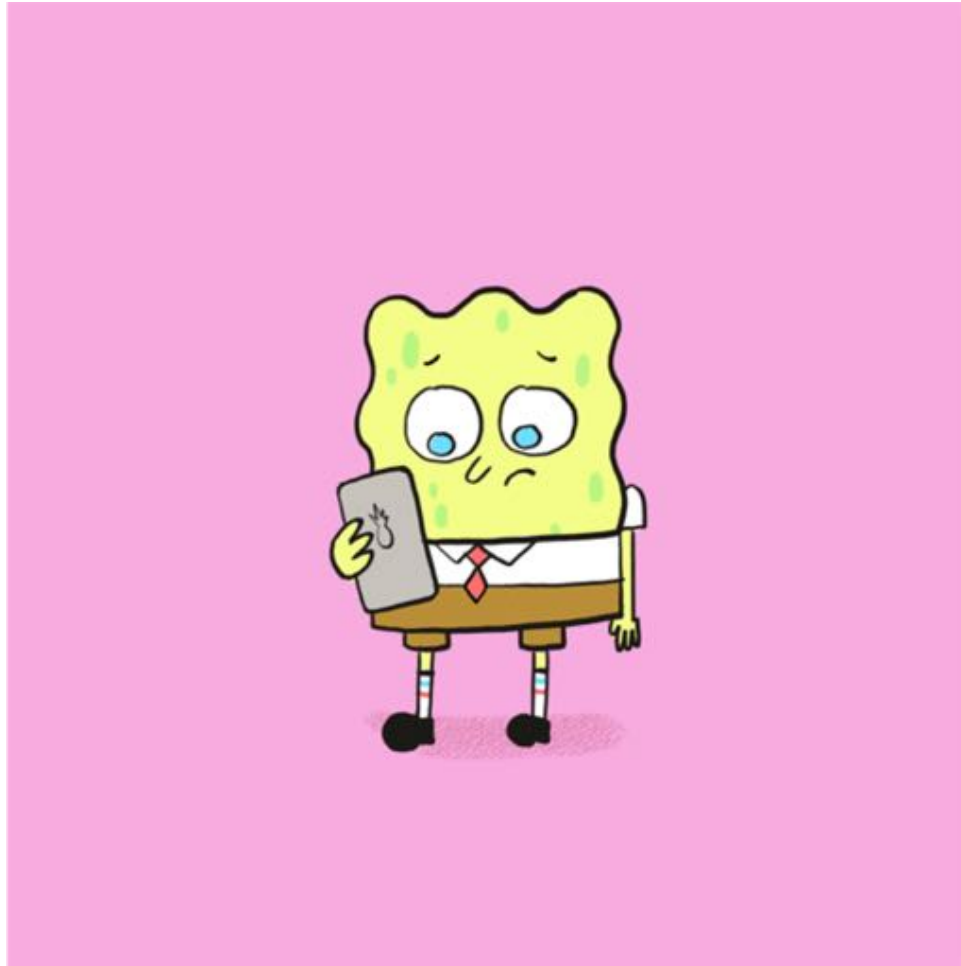


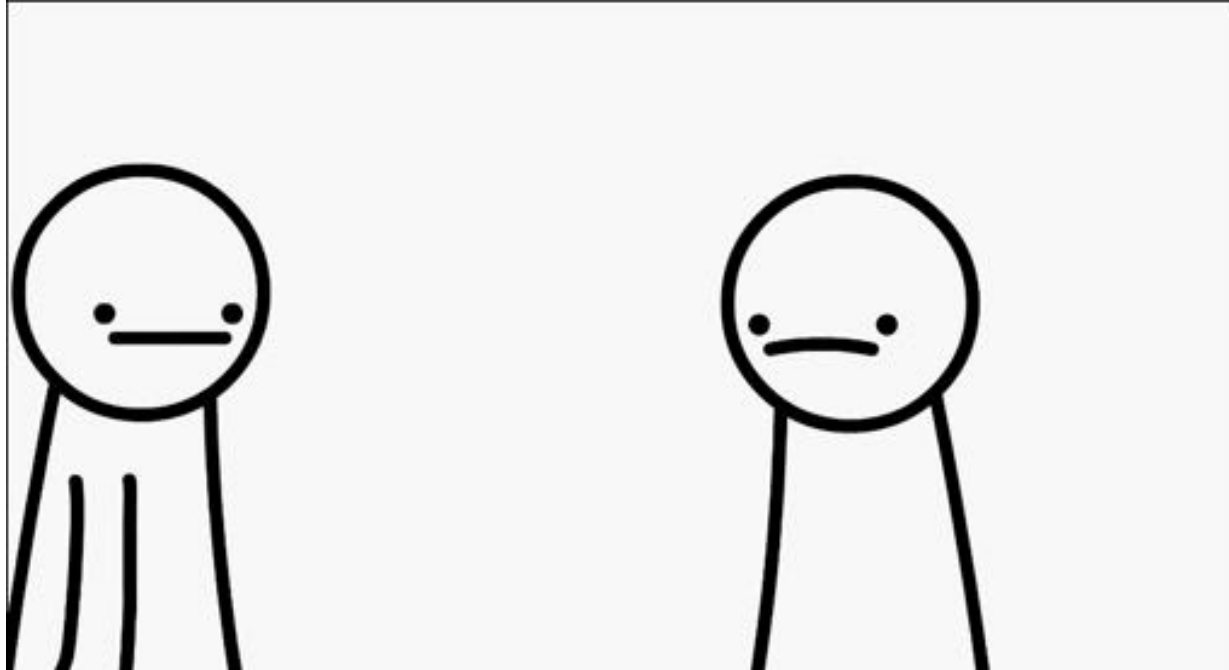
Virality Does Not Discriminate

Pitch

What's your big idea?













Pitch process



Publicity channels



Free Content Apps

Canva – Social Media Content, Infographics

iMovie – edited movies

Movie > Otter.ai > Blog Post

4.

Traditional Media

Newspapers, Radio, TV & Magazines

Who
What
Where
When
Why

Newsjack

1. Newsjack: Capitalizing on a Significant News Story and Spinning it to Be Relevant



Recipe: What to do with Thanksgiving leftovers

By Staff Global News

Comments Facebook 5 Twitter Email Print ...



Chef David Jorge shares some ideas for what to do with all those Thanksgiving leftovers.

BLOG POST

5 STEPS YOU SHOULD BE TAKING TO PROTECT YOUR BUSINESS

3 WAYS VANCOUVER MILLENNIALS CAN MAKE AN IMPACT WITH THEIR SAVINGS

604 Now | @604now | April 24, 2019



REAL ESTATE

Matrix: 6 B.C. companies at the forefront of property tech

Mar 22, 2019



WHAT IS TODAY



04 NATIONAL GOLF LOVER'S DAY
OCT



04 NATIONAL TACO DAY
OCT



04 NATIONAL VODKA DAY
OCT



04 NATIONAL MANUFACTURING DAY
OCT



04 NATIONAL BODY LANGUAGE DAY
OCT



04 WORLD SMILE DAY
OCT



04 NATIONAL CINNAMON BUN DAY
OCT

Opinion: What does the world record-breaking egg mean for businesses in B.C.?

Darian Kovacs Jan 24, 2019



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MarwickMarketing.com



world_record_egg • Follow

world_record_egg Let's set a world record together and get the most liked post on Instagram. Beating the current world record held by Kylie Jenner (18 million)! We got this 🥚

Original Research

New Survey Reveals Valuable Insights About Canadian Small Business Practices

by Sharmila Singh on January 23, 2019 in Business Development, Business Networking, Career Advice, Communication Skills, Entrepreneurs

The results are in, and after tallying the responses from Canada's largest survey of small businesses, you'd be surprised by the shocking insights. The survey, commissioned by [Vistaprint](#) in conjunction with [Cyberimpact](#), captured data from small businesses across the country.

Small businesses are the core of the Canadian economy, with approximately 1.3 million small businesses existing throughout the country, according to the Canadian Chamber of Commerce. As true drivers of the country's economic infrastructure, the feedback on a variety of topics unveiled some truly surprising discoveries.

Debt, key lime pie and willpower



MARGARET WENTE >

PUBLISHED OCTOBER 8, 2011

UPDATED MAY 8, 2018

0 COMMENTS

Despite a strong economy, debt-related stress is on the rise in Canada



ROB CARRICK > PERSONAL FINANCE COLUMNIST

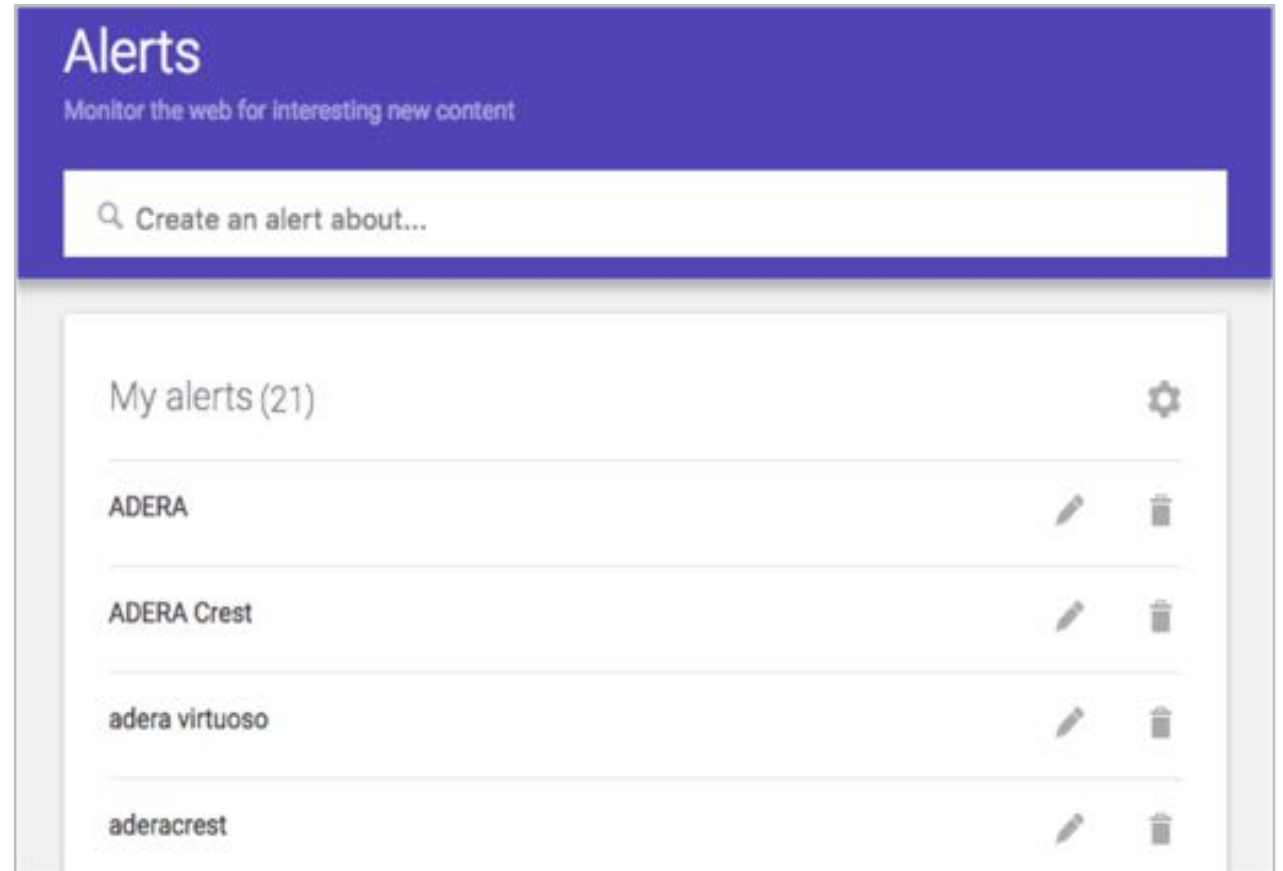
PUBLISHED SEPTEMBER 5, 2018

27 COMMENTS

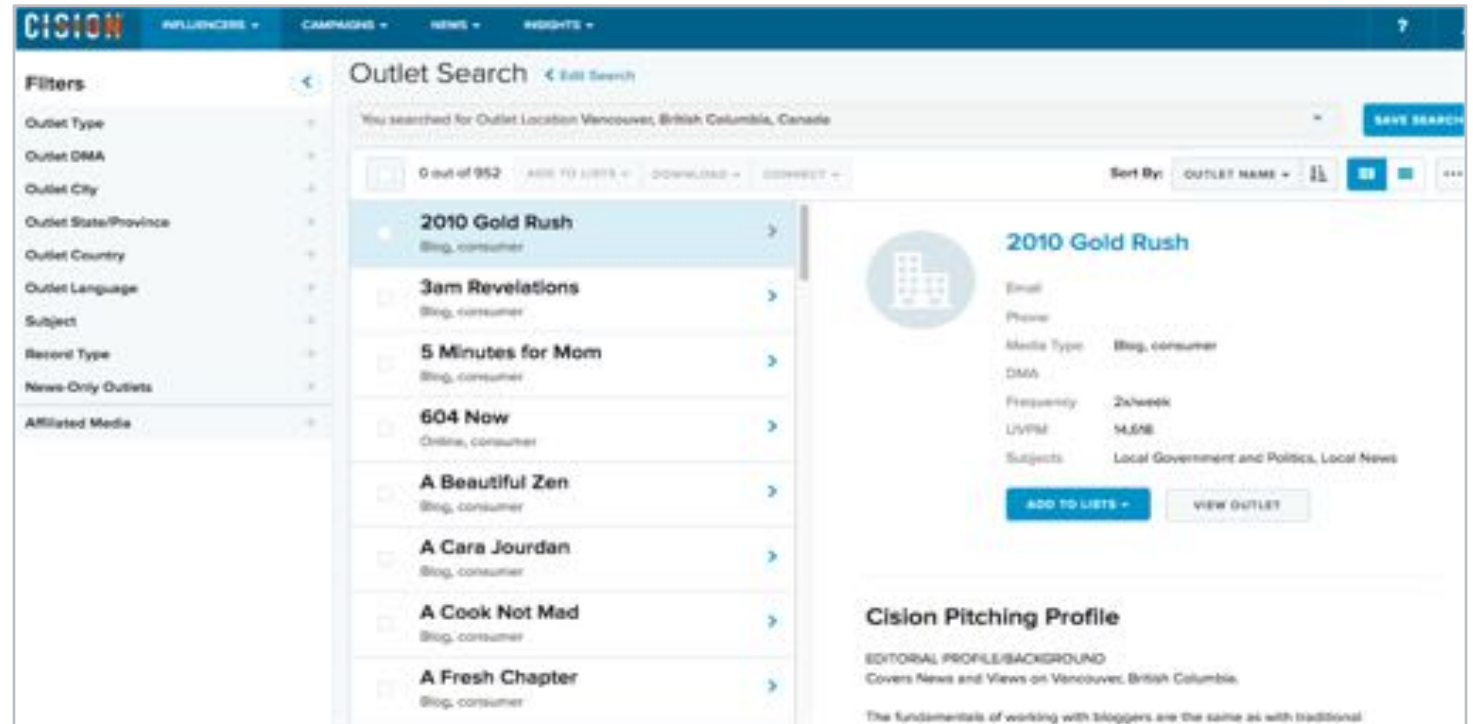
TRENDING

1 Andrew Scheer urges Justin Trudeau to follow through on liberal threat


Google Alerts



CISION Media Database



CISION Pitching Profile



Sandra Thomas

Special Features Editor at The Vancouver Courier

Email stthomas@vancourier.com

Phone (604) 738-1411

Subjects Domestic Lifestyle, Features/Lifestyle, Travel

[EDIT LISTS 2](#) [VIEW CONTACT](#)

Cision Pitching Profile

Ms. Sandra Thomas Special Features Editor at The Vancouver Courier. She covers various news topics, including city and parks board events and meetings. She is interested in receiving "anything unusual" and stories about interesting people. She prefers to be contacted and pitched by e-mail.


Career:
2001 - Present - Vancouver Courier, Journalist
2000 - 2001 - Richmond News, Journalist

Education:
Journalism, Langara College of Journalism

MUCK RACK

MUCK RACK Names, titles, keywords, topics, companies, Twitter handles, hashtags

SEARCH ▾ MEDIA LISTS ALERTS REPORTS ▾ ACTIVITY EXTRAS ▾



Sandra Thomas ✓ VERIFIED

📍 Vancouver, B.C.

📄 Travel and Lifestyle Editor — [Vancouver Courier](#)

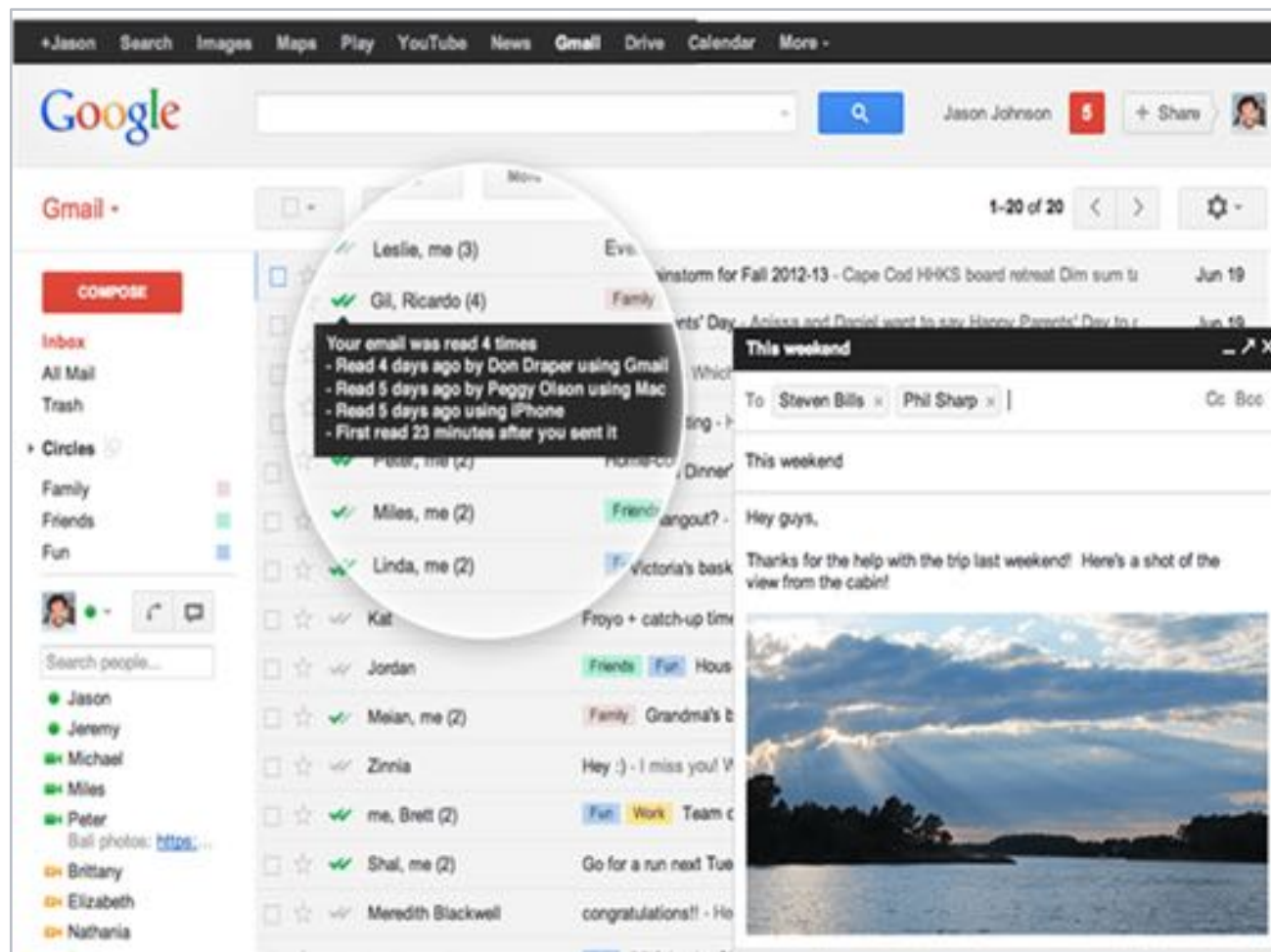
🌐 [Canada](#), [Travel](#)

As seen in: [Vancouver Courier](#), [HuffPost](#), [Vancouver Sun](#), [The Province](#), [Times Colonist](#), [Cannabis Culture](#), [Burnaby Now](#), [North Shore News](#), [Coquitlam](#), [Tri-City News](#), [Richmond News](#), [Squamish Chief](#) and more

Travel/Lifestyle editor [@VanCourierNews](#). Member [@TravelMediaCA](#) [@tweetNATJA](#)
Instagram: [@SandraThomas100](#)



MailTrack





MailTrack

Brent Jang read your email 7 times

- Read 8 days ago using iPhone
 - Clicked <https://docs.google.com/document/d/1zZoT...> 8 days ago using PC (Win10)
 - Clicked <https://docs.google.com/document/d/1zZoT...> 8 days ago using PC (Win10)
 - Read 9 days ago using iPad
 - Read 9 days ago using iPad
 - Read 9 days ago using iPad
 - Read 9 days ago using PC (Win7)
 - Read 9 days ago using PC (Win7)
 - Clicked <https://docs.google.com/document/d/1zZoT...> 9 days ago using PC (Win10)
 - Clicked <https://docs.google.com/document/d/1zZoT...> 9 days ago using PC (Win7)
 - Clicked <https://www.newswire.ca/news-releases/me...> 9 days ago using PC (Win10)
 - Clicked <https://www.newswire.ca/news-releases/me...> 9 days ago using PC (Win7)
- First read 27 minutes after you sent it using PC (Win7)

5. Micro Influencers

Google reviews

Yelp

FB reviews

Quora Reddit YouTube

Website Keys

Blog
Google Analytics w/ Goal
E-Mail Grabber
Chat
Retargeting Ads
Video
Clear Call to Action



- 1. What can you do this week?**
- 2. What can you do this quarter?**
- 3. What can you do this year?**

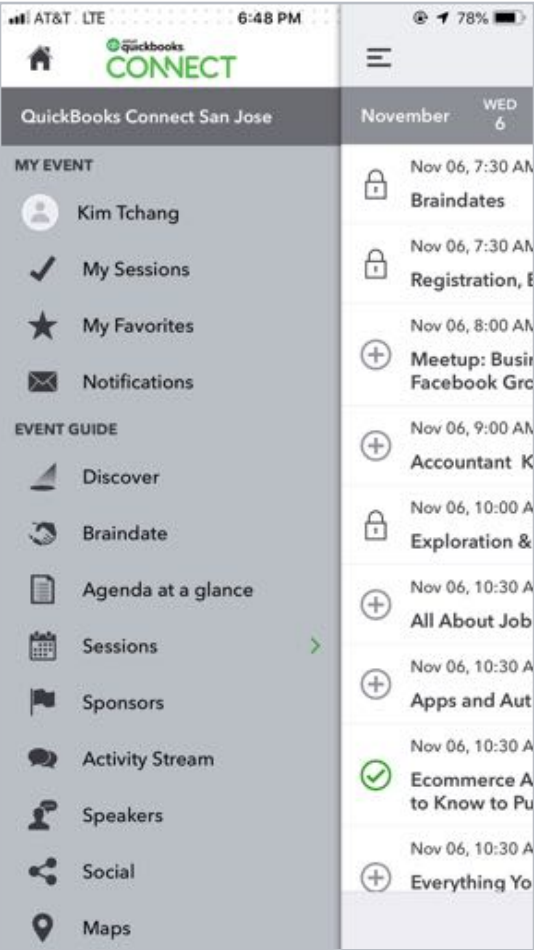


Questions?

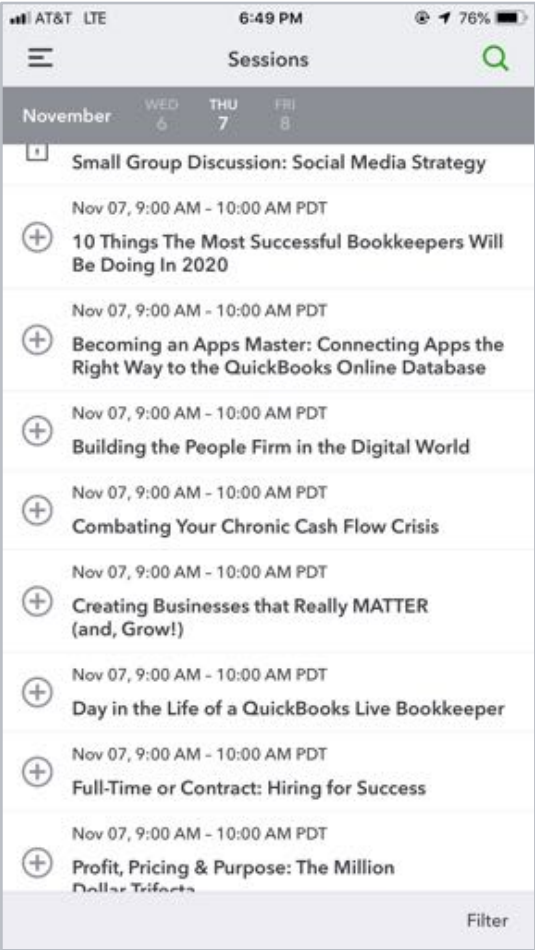
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

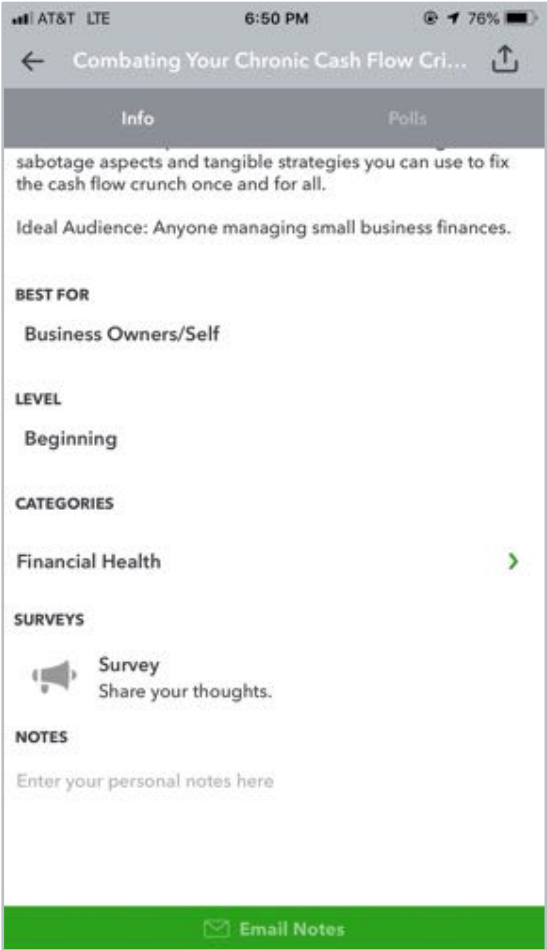
1. Select Sessions



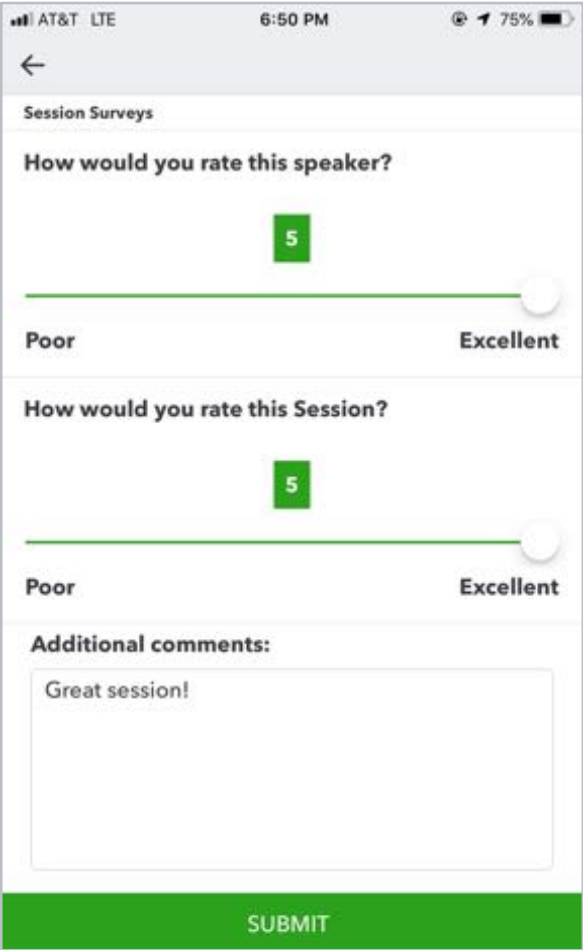
2. Select Session Title



3. Select Survey



3. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://can.quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for December 10. The page has a green header with the QuickBooks logo and navigation links: Why Attend, Agenda (selected), Speakers, Pricing, Sponsors, Travel, and FAQ. Below the header, there are tabs for December 9 (Accountant Day), December 10 (selected), and December 11. A 'Print Agenda' link is in the top right. A paragraph describes breakout sessions. A search bar labeled 'Search for sessions' is present. Below it are filter buttons: Organizational Culture, Life & Business Skills, Technology Training, Business Growth, Advisory, and Financial Health, with an 'Expand all +' link. The agenda list shows sessions from 7:30-9:00 am to 11:00 am-12:00 pm. The 'Breakout Sessions' section is expanded, showing details for 'Creating Your Small Business Culture', including a description, ideal audience, best for, speakers, location, track, CPD hours, and level. Other sessions like 'Understanding Personalities for Better Communication' and 'How to Use QuickBooks for Your Small Business: Introduction' are also listed.

QuickBooks
CONNECT

Why Attend Agenda Speakers Pricing Sponsors Travel FAQ

December 9
Accountant Day

December 10

December 11

Print Agenda

Attend breakout sessions to learn strategies to grow your business, how to hire and build an ideal culture, tips to improve your financial health and more. Connect with peers and experts for one-on-one learning. More information coming soon.

Search for sessions

Filters: Organizational Culture Life & Business Skills Technology Training Business Growth Advisory Financial Health Expand all +

7:30-9:00 am Registration, Breakfast & Exploration +

8:00-8:45 am Meetup: New to Networking +

9:00-10:00 am Morning Keynote +

10:00-11:00 am Exploration & Connection +

10:15-11:00 am Meetup: Women in the Workforce +

11:00 am-12:00 pm

Breakout Sessions

Creating Your Small Business Culture

Many solopreneurs and small business owners feel like they don't have time to work on their company culture (or that they even should). Instead, they spend most of their days working in their business rather than "on" their business. In this session, you will receive tips on how to reduce stress, improve productivity, and improve your personal fulfillment all through the nurturing of your crew, your clients, your fans, AND yourself!

Ideal Audience: Business owners looking to enhance their culture.

Best For: Business Owners/Self-Employed

Speakers: Tamia Madenitz

Location: Room 201 CDEF

Track: Organizational Culture

CPD Hours: 1

Level: Introduction

Understanding Personalities for Better Communication +

How to Use QuickBooks for Your Small Business: Introduction +



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