



# SEO & SEM POSSIBILITIES

**Prepared February 16, 2020**

Website Optimization

Social Media Marketing

Earned & Unearned Media

Google My Business Page Management

Understanding Analytics

Keyword Research

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# SEO for websites

**Yoast SEO Plugin** (FKA “WordPress SEO”), allows website administrators to improve website rich search results and Search Engine Results Pages (SERP), register and monitor Webmaster Tools, and optimize pages and posts for web.

The logo for Yoast, featuring the word "yoast" in a lowercase, sans-serif font. The letter "y" is green, and the letters "oast" are purple.

## Website Security & Monitoring

Used to identify maintenance related needs, monitor user registrations and attempts, block brute force and other attacks from bad actors. **WordFence** is the Gold Standard for website security in the WordPress ecosystem.

## Website Optimization

Ensuring correct server configuration, removal of unused plugins and featureware bloat, caching and content delivery powered by **WP Super Cache**. Creating the best possible experience for users across mobile and desktop systems.

# Search Engine Marketing (SEM)

**Search Engine Marketing** is outside actions such as earned and unearned media, hash-tagging, guerilla marketing and product placement, and other modern or bleeding-edge ways to create search results through non traditional outlets.



Podcasts, plugs from local radio stations, or a business card exchange at a conference are examples of **SEM**. For top brands, product placement exists in marketing efforts that are distributed precisely across ad networks on search and social.

## Other flavors of SEM

Paid digital advertisements and other “traditional” advertising mechanisms are often included in Search Engine Marketing, but probably would better fit under a “Paid Advertising” category. However, paying to increase your search results is for sure, **SEM**.

## Off website SEM

If other media sources begin to pick up your news, then you have achieved Search Engine Marketing towards an outside outlet. This may not immediately yield a referral to your site, but can help with brand recognition.

# Local SEO, Analytics, Keyword Research

**Google My Business** helps local business put their location on the map, list their primary services, and to also provide direct marketing from the company GMB page.



**Google Analytics** allows website owners to see who has viewed their website, look for possible missed opportunities in web traffic, and to set goals for company objectives.



**Google Keyword Planner** allows website owners to see who has viewed their website, look for possible missed opportunities in web traffic, and to set goals for company objectives.



# Results from SEO

**Brite Dental Spa** was able to increase their clickthrough rate 60% on Desktop, and 38% across mobile and tablet.

Service provided was to optimize their SERP

*search engines results page*

... for their service providers, services offered, and on contact and other pages through the website.

