

10 Secrets To Website Success For the Busy Manager

Trent Blizzard | trent@blizzardpress.com
www.blizzardpress.com
970-930-1882

Assumptions

You are:

1. Established
2. Competitive
3. Using WordPress
4. Trying to go to next level

#1 - Silver Bullet

There is a Silver Bullet

The User First Web

Terms: CTR, Dwelltime

#2 - What is a “Citation”

Why does Google Care?

Two Awesome tools:

- MozLocal
- BrightLocal

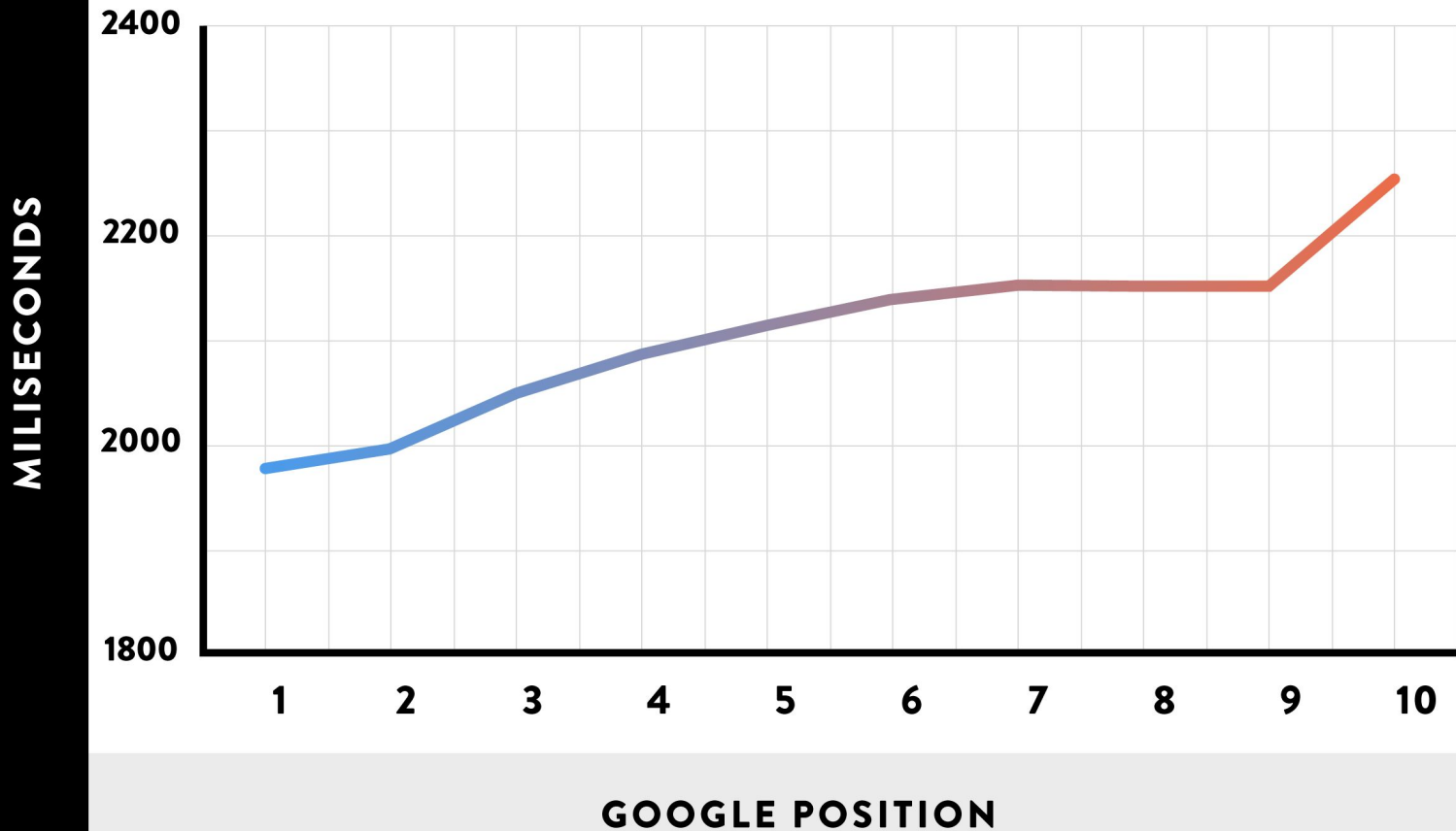
Avoid:

- Yext

Tip: GMB Rules. Do Updates every 2 weeks

#3 - Speed Matters

AVERAGE PAGE LOAD SPEED (FOR URL'S DOMAIN)



#4 - Reviews

Obvious Review Tips

- Reviews are Free and Important
- Reviews need to be managed in 4 different important locations:
 - Google My Business
 - TripAdvisor
 - Yelp
 - Facebook
- What is your strategy to ask (and encourage) reviews as well as respond to all reviews?

#4 - Reviews

5 Examples of How websites feature reviews

- [Testimonials](#)
- [Less Lamé Testimonials](#) (with faces)
- [Credible 3rd Party Testimonials](#) (widgets)
- [Favorite way for Small Businesses](#) (hand designed)
- [Larger Businesses can collect their own](#) (trustpilot)

#5 - Mobile

Mobile Responsiveness is still
under-appreciated...

Try This: Google Chrome

>View >Developer >Developer tools

#6 - Track Rankings

“What Gets Measured Gets Managed”

The *primary* tool to track keyword rankings is **Google Search Console**:

- Keyword Phrases, rankings, impressions, clicks
- Pages on your site and what they rank for
- Click-thru-rates
- Mobile + Video Data here too

7-10

These are a few ideas we quickly discussed

- Google Analytics
- Instagrammable Spots
- Google Adwords
- Links. Get 'em

Toolset

- BrightLocal.com - manage citations and reviews
- GTMetrix.com to measure page speed
- Grade.us - request, monitor and respond to reviews
- Google Chrome - Mobile Responsiveness