



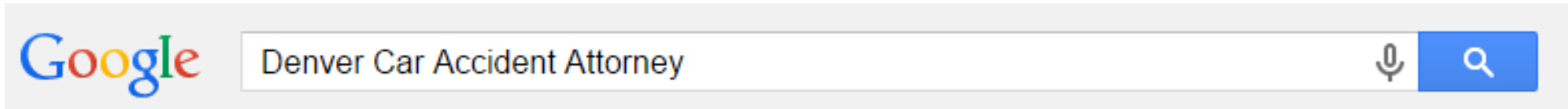
SEO Crash Course

How to Rank For Your #1 Keyword

Let's Talk About SEO for a Second...



What Happens When I Need a Lawyer?



According to Lexis Nexis,

76%

of consumers seeking an
attorney go online

Let's look At the Page...

Ads: Suggested Bid \$266.13 per Click

The screenshot shows a Google search for "Denver Car Accident Attorney". The search bar is at the top with the Google logo. Below the search bar are tabs for Web, Videos, Maps, News, Images, More, and Search tools. The search results show "About 578,000 results (0.38 seconds)".

Organic Results:

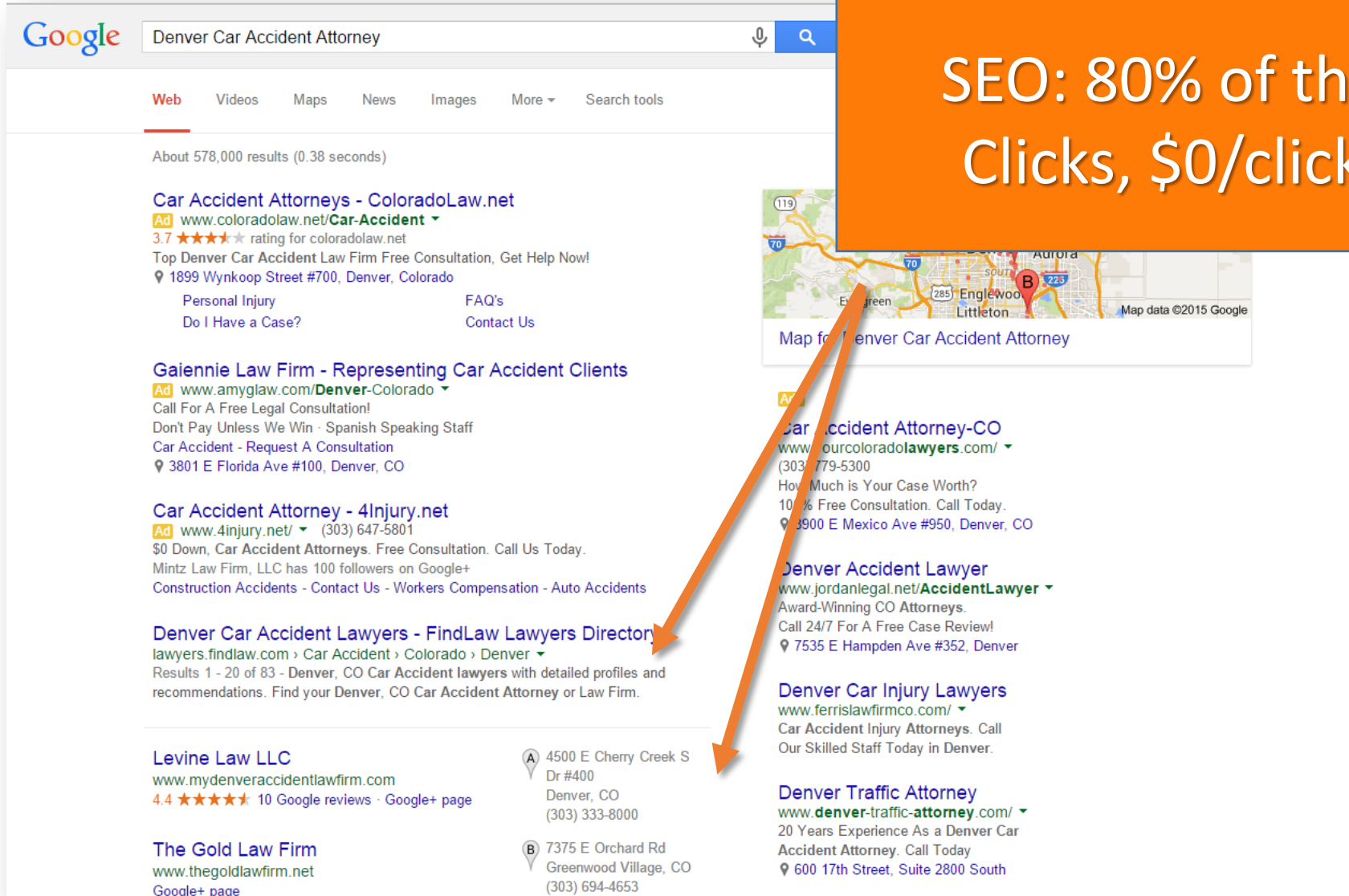
- Car Accident Attorneys - ColoradoLaw.net**
www.coloradolaw.net/**Car-Accident**
3.7 ★★★★★ rating for coloradolaw.net
Top Denver Car Accident Law Firm Free Consultation, Get Help Now!
1899 Wynkoop Street #700, Denver, Colorado
Personal Injury FAQ's
Do I Have a Case? Contact Us
- Gaiennie Law Firm - Representing Car Accident Clients**
Ad www.amyglaw.com/**Denver-Colorado**
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Car Accident - Request A Consultation
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- Car Accident Attorney - 4Injury.net**
Ad www.4injury.net/ (303) 647-5801
No Down, Car Accident Attorneys. Free Consultation. Call Us Today!
My Firm, LLC has 100 followers on Google+
Construction Accidents - Contact Us - Workers Compensation - Auto Accidents
- Denver Car Accident Lawyers - FindLaw Lawyers Directory**
lawyers.findlaw.com › Car Accident › Colorado › Denver
Results 1 - 20 of 83 - Denver, CO Car Accident lawyers with detailed profiles and recommendations. Find your Denver, CO Car Accident Attorney or Law Firm.
- Levine Law LLC**
www.mydenveraccidentlawfirm.com
4.4 ★★★★★ 10 Google reviews · Google+ page
- The Gold Law Firm**
www.thegoldlawfirm.net
Google+ page

Map: A map of Denver, Colorado, showing the location of several law firms marked with red pins. The map includes labels for Golden, Denver, Aurora, Evergreen, Englewood, Littleton, and Bennett. A link "Map for Denver Car Accident Attorney" is provided below the map.

Ads:

- Car Accident Attorney-EO**
www.fourcoloradolawyers.com
(303) 779-5300
How Much is Your Case Worth?
100% Free Consultation. Call Today.
3900 E Mexico Ave #950, Denver, CO
- Denver Accident Lawyer**
www.jordanlegal.net/**AccidentLawyer**
Award-Winning CO Attorneys.
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7535 E Hampden Ave #352, Denver
- Denver Car Injury Lawyers**
www.ferrislawfirmco.com/
Car Accident Injury Attorneys. Call
Our Skilled Staff Today in Denver.
- Denver Traffic Attorney**
www.denver-traffic-attorney.com
20 Years Experience As a Denver Car
Accident Attorney. Call Today
600 17th Street, Suite 2800 South

Let's look At the Page...



Google Denver Car Accident Attorney

Web Videos Maps News Images More Search tools

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Construction Accidents - Contact Us - Workers Compensation - Auto Accidents

Denver Car Accident Lawyers - FindLaw Lawyers Directory
lawyers.findlaw.com > Car Accident > Colorado > Denver ▾
Results 1 - 20 of 83 - Denver, CO Car Accident lawyers with detailed profiles and recommendations. Find your Denver, CO Car Accident Attorney or Law Firm.

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Denver Traffic Attorney
www.denver-traffic-attorney.com/ ▾
20 Years Experience As a Denver Car
Accident Attorney. Call Today
600 17th Street, Suite 2800 South

Map for Denver Car Accident Attorney

Map data ©2015 Google

Orange arrows point from the orange box to the 'Denver Car Accident Attorney-CO' and 'Denver Car Injury Lawyers' results.

SEO: 80% of the
Clicks, \$0/click

**But \$0 per Click Is Not the Same
Thing as Free**

Typical SEO Campaign

- Research & Find 20 – 50 Keywords
- Map Keywords & Secondary Keyword to Relevant Pages
- Technical Analysis & Troubleshooting
- Content Optimization
- Content Writing
- Weekly Blogging, including unique imagery
- Daily Social Media Marketing
 - Facebook, LinkedIn, Twitter, Google Plus
- Regular influencer outreach
- Outreach to gain links
- Measurement & Monitoring
- Conversion Rate Optimization
- Local Listing Optimization

Can take 20 – 40 hours of Time
Per month



I dunno about you...

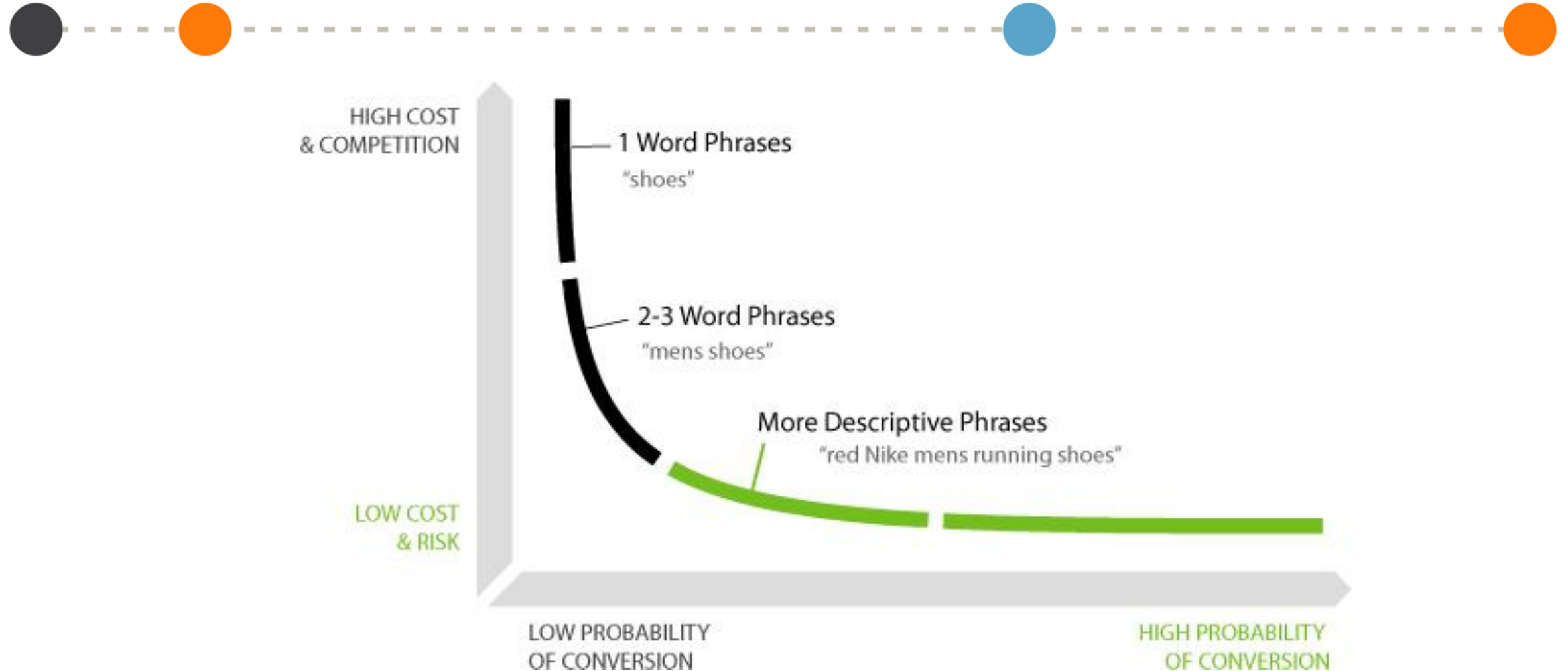
But I don't have that
kind of time

SMB Short Cut

Only Focus on 1 Keyword at a Time



Primer: Search Demand Curve



In Other Words...



Too Short

- Lawyer
- Legal
- Attorney
- DUI Attorney

Too Long

- Best Lawyer in Denver for a Nissan Altima Car Accident
- Best Denver Attorney in Arvada who is cost effective

Just Right

- ✓ Denver DUI Attorney
- ✓ Denver Car Accident Lawyer
- ✓ Denver Motorcycle Accident Attorney

How do I find a good Keyword?



Option 1:

Free Tool – Google Keyword Planner

Option 2:

I've made a list of **100** great keywords for the legal profession in Denver (including search volume)...download at V9SEO.com/CObar and pick one!

Wait...why do they all have a city modifier???

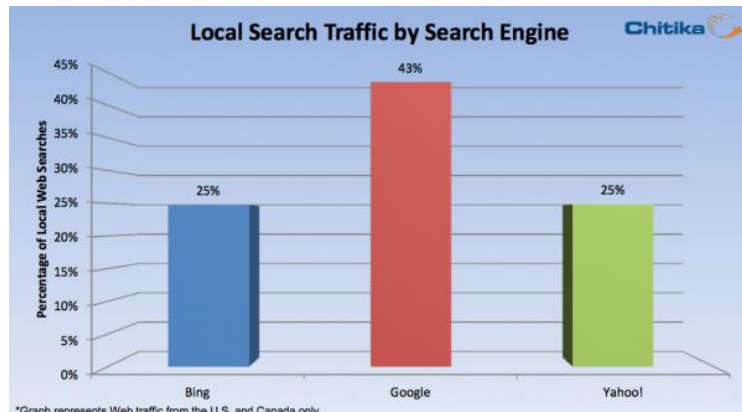
Search Engine Land

SECTIONS

Mobile

Study: 43 Percent Of Total Google Search Queries Are Local

Greg Sterling on October 5, 2012 at 11:44 am



Screenwerk

Online and Offline Media and Everything In-Between

HOME ABOUT LSA TWITTER

Google: 50% of Mobile Search Is Local

I'm speaking at LocalU Advanced at New York. When I mentioned local search percentages during my presentation, GetListed's David Mihm said that at a LocalU just held in Minneapolis **Google announced that 50% of mobile search is local.**



Ok, I've got My Amazing Keyword...Now What?



Step 1: Google My Business

Google Denver Car Accident Attorney

Web Videos Maps News Images More Search tools

About 578,000 results (0.38 seconds)

Car Accident Attorneys - ColoradoLaw.net
Ad www.coloradolaw.net/Car-Accident
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Personal Injury Do I Have a Case? FAQ's Contact Us

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\$0 Down, Car Accident Attorneys. Free Consultation. Call Us Today.
Mintz Law Firm, LLC has 100 followers on Google+
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Denver Car Accident Lawyers - FindLaw Lawyers Directory
lawyers.findlaw.com > Car Accident > Colorado > Denver
Results 1 - 20 of 83 - Denver, CO Car Accident lawyers with detailed profiles and recommendations. Find your Denver, CO Car Accident Attorney or Law Firm.

Levine Law LLC
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4.4 ★★★★★ 10 Google reviews - Google+ page

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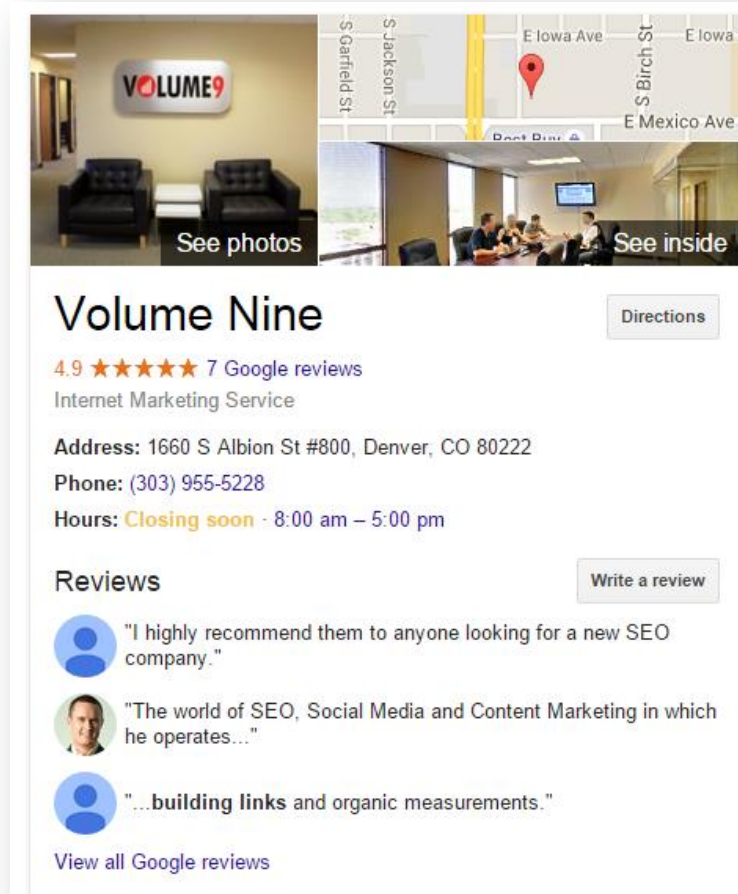
Denver Traffic Attorney
www.denver-traffic-attorney.com/
20 Years Experience As a Denver Car Accident Attorney. Call Today
600 17th Street, Suite 2800 South

Map Data: Map data ©2015 Google

Map Details: A 4500 E Cherry Creek S Dr #400 Denver, CO (303) 333-8000 B 7375 E Orchard Rd Greenwood Village, CO (303) 694-4653

Google My Business – Optimization 101

- Fill in Company Information
- Use Business Categories
- Include Business Hours
- Lots of Photos & Videos
- Long Descriptions (with your Keyword)
- Get Customer Reviews



Step 2: Optimize a Page of Content on Your Website

Google Denver Car Accident Attorney

Web Videos Maps News Images More Search tools

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Website Page – Optimization 101

1. Make sure the page is about the keyword
2. Put the keyword in the title tag & the title
3. Include relevant words in the text (see point #1)
4. Make it easy to read
 - > Images
 - > Bullet Points
 - > Embedded Video
5. Don't write Garbage Content

SEO Audit Service



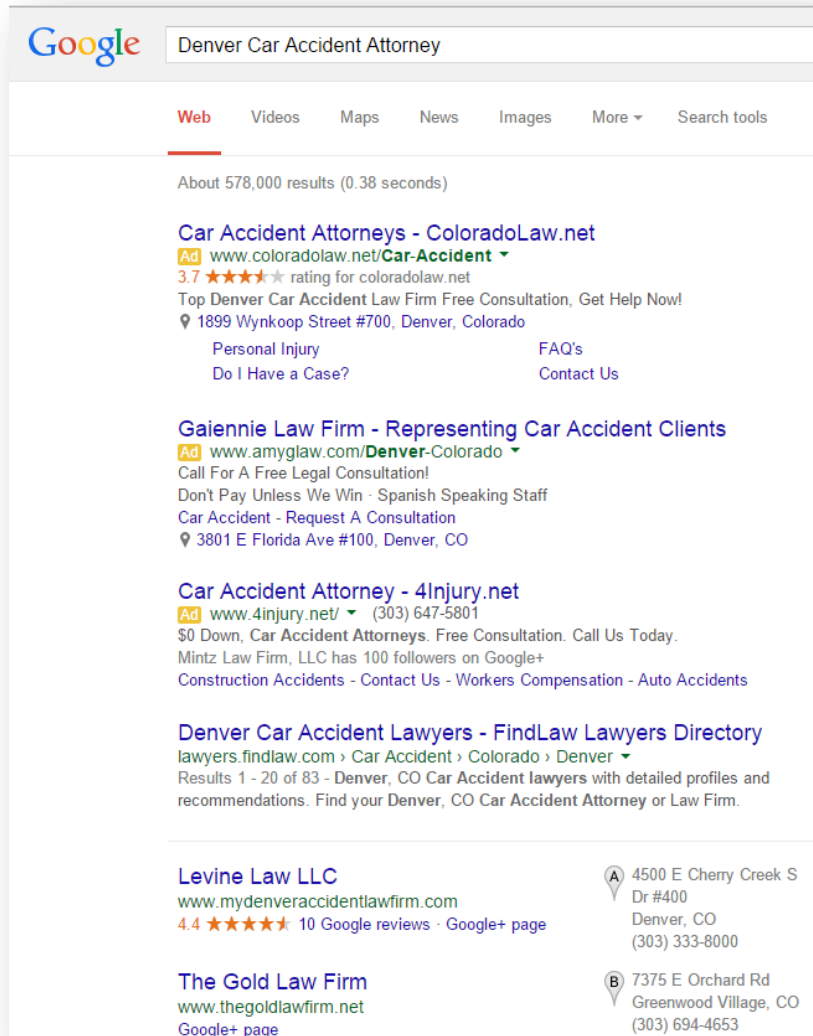
Improve your website in
60 DAYS

SEO Audits Done Right

Investing in a professional SEO website audit is a great way to learn about the state of SEO on your website and take the first steps to improving your organic rankings.

As each website is different, our SEO Audit Service is not a tool or a piece of software, but rather uses our team of SEO audit experts who will review your site and provide specific insights and tailored recommendations based on SEO best practices.

Step 3: Write More



Google Denver Car Accident Attorney

Web Videos Maps News Images More Search tools

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Ad www.coloradolaw.net **Car Accident** ▾
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Map Data:
A 4500 E Cherry Creek S Dr #400 Denver, CO (303) 333-8000
B 7375 E Orchard Rd Greenwood Village, CO (303) 694-4653

Every Organic Result on this Page has a Blog or Resource Section

Step 3: Blogging 101

Tip: Blog posts are the best way to do this...

1. Pick informational topics
 - > E.g. Tips for communication with your Insurance Company after Being in and Auto Accident
2. Write Quality
 - > 400 words = min. | 2,000 words = ideal
3. Link back to your main page
4. Share the post a ton (social, email, etc.)



More Advanced Marketers



On V9SEO.com/CoBar, there is also resources for:

- (1) Complete Checklist for Optimizing a Page
- (2) How to Optimize a Blog Post
- (3) How to Improve NAP Consistency in Local Listings

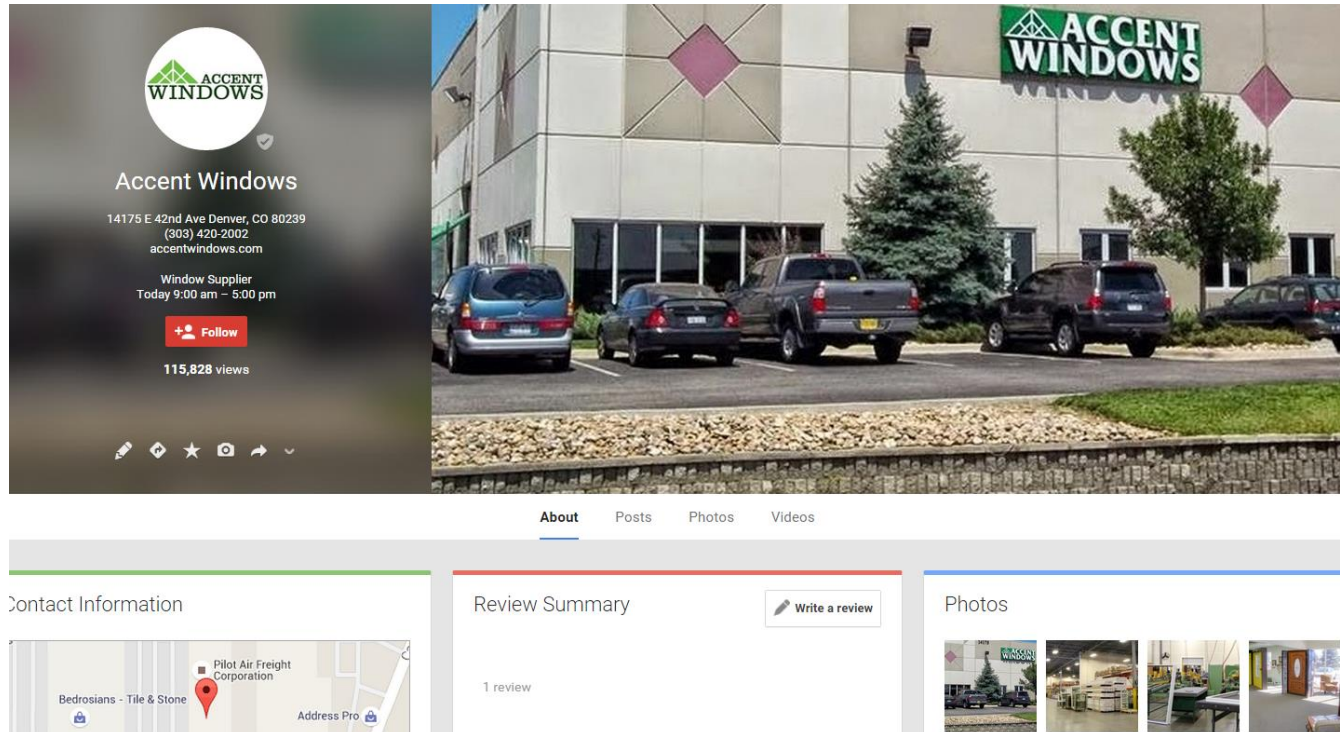
Special Bonus: How to Get more Social Media Followers

Does This Actually Work?



Case Study Accent Windows

Keyword Phrase: **Denver Windows**



Google My Business
—
Setup and Optimized

Case Study: Accent Windows

Geo-Modified Keyword

- “denver windows”

Keyword Variations

- “denver replacement window”
- “denver window installers”
- “denver window companies”

Home Page

Company Blog

Other
Website Pages

Company Info

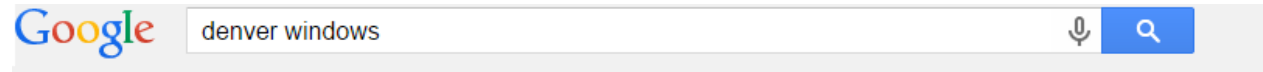
Informational Content

“New 2015 Energy Rebates”
“Benefits of Garden Windows”
“What is a NFRC Rating?”
“R-Value versus U-Value”
“How to Lower Heat Gains”

Sales Content

- About Company
- Location(s)
- Contact Sales
- Testimonials
- Customer Reviews

SMB – Accent Windows



Web News Shopping Maps Images

#1 Organic Result

About 60,400,000 results (0.77 seconds)

Amerimax Windows - 303windows.com

Ad www.303windows.com/ (303) 777-1133

Built for the Colorado climate. 20% off windows and patio doors.

Vinyl Windows Renovation & Replacement Denver | Accent ...

www.accentwindows.com/window-replacement-in-denver/

Accent Windows of Denver builds energy efficient vinyl replacement windows that will modernize your home and improve your overall comfort level.

Champion Windows

www.championwindow.com

4.3 ★★★★★ 6 Google reviews · Google+ page

100 years of experience · 0% interest for 1 year

Replacement Windows - Special Offers - Save \$500 On 2 Windows

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www.accentwindows.com/window-replacement-in-denver/

Accent Windows of Denver builds energy efficient vinyl replacement windows that will modernize your home and improve your overall comfort level.

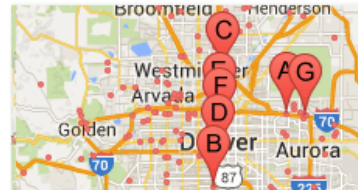
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denver windows

Denver CO New Windows

www.yellowpagecity.com/Windows

Get New Windows in Denver CO Now
w/Maps, Web Links & Full Color Ads!

Home Window Replacement

www.teamdavelogan.com/

Dave Logan's Window Companies.
Find the right contractor for free!



LIVE UPDATE

Keyword summary

Keyword	denver windows
CPC	\$18.98
Com.	0.92
Volume	140
Number of results	64,800,000

See You at the Top!



Website: **V9SEO.com/COBar**

Twitter: @Marketing_Nat

Email: Info@V9SEO.com

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Natalie Henley
President
Volume Nine