Welcome!

Search Engine Optimization
Part 1 & Part 2

SCORE | St. Louis Bi-State Region
FOR THE LIFE OF YOUR BUSINESS

1

Welcome!

- Please introduce yourself in Chat
- Tell us about your business or idea
- Why are you attending this workshop?
- What do you want to get out of this workshop?

SCORE
FOR THE LIFE OF YOUR BUSINESS

2

Introducing SCORE

- Nationwide volunteer association
- Resource partner of Small Business Administration (SBA)
- Nationally, 240+ chapters
- Approximately 10K volunteers
- St. Louis Chapter – 65+ volunteers

  (And we're all here to help you succeed in business!)

3

Tips for Workshop Success

- We encourage you to participate and turn your camera on
- Feel free to ask questions via audio, video or chat
- We want your feedback (Look for our survey)
- We'll share all slides with you following the workshop
- To encourage participation and engagement, this program will NOT be recorded

SCORE ///
TM
FOR THE LIFE OF YOUR BUSINESS

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Dick Slackman

- SCORE Mentor & Subject Matter Expert
- Past: Small business owner: Tenby Technologies
- Past: Instructor web design at SIU Edwardsville
- Past: Worked for several Fortune 500 companies
- 4 patents
- I'm happy to be here with you

dick.slackman@scorevolunteer.org

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Dick Slackman is a Score Mentor & Subject Matter Expert focused on helping small and medium sized businesses with their web site design and Digital Marketing, including social media.

He is also a small business owner of a local web design and Digital Marketing company, has taught web design at SIU Edwardsville, and worked for several Fortune 500 companies.

He holds 4 patents in the areas of Search Engine algorithms and Records Management. He is excited to help you succeed.

Our Goals Today

| What Is SEO & Why Is It Important | How Search Engines Work | Ranking Factors | Basic Techniques & Tools | Intermediate & Advanced Techniques & Tools | Information Resources | Q & A |

Jump to the part 2

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This slide sets the stage for the audience, giving them an overview of what they can expect to learn.
Order of presentation: Start with easy topics, move to harder topics
Emphasis on free tools, even if they are less effective
We may run a bit long.

What Is SEO? & Why Is It Important?

- What is Search Engine Optimization?
    - SEO are techniques for making your website or content more visible in search engine result lists whenever people search for:
        - The products & services you sell.
        - Information you share.
- Why is Search Engine Optimization important?
    - The more visible you are in search results the more likely you are to be found and clicked on.

Pros
- Can yield excellent results
- Can be cost effective
- Lasts a long time

Cons
- Can take a lot of work
- Can be slow to take effect (3-12 months)
- Advanced techniques will require study
- Dependent on the ranking algorithm

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"What is SEO?", introduces the concept of Search Engine Optimization (SEO). This slide defines SEO as the process of optimizing a website to improve its visibility in search engine results pages (SERPs). It explains how SEO involves various techniques and strategies to make a website more attractive to search engines like Google, Bing, or Yahoo. The goal of SEO is to increase organic (non-paid) traffic to the website by ranking higher in search results for relevant keywords. This slide is crucial as it lays the foundational understanding of SEO for the rest of the presentation.

"Why is SEO Important?", discusses the significance of SEO in today's digital landscape. This slide explains how effective SEO strategies can lead to increased visibility on search engines, thereby attracting more traffic to a website. It may highlight that a higher ranking in search results can lead to greater brand awareness, credibility, and potentially increased sales or conversions. This slide is crucial in conveying the value of SEO to businesses and website owners, emphasizing why investing time and resources in SEO is beneficial.

Google Search Engine Results Page (SERPS)

- Example search
  - Paid ads
  - Google business profile
  - Organic search results
  - People also ask
- Local vs National / International search results
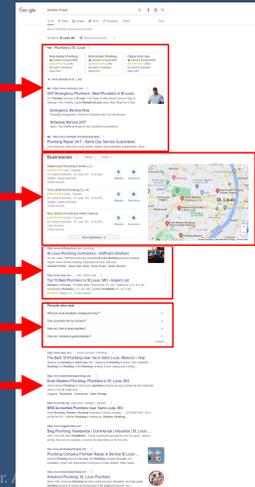
Examples:
Plumber Crestwood
Buy eyeshadow

Paid Ads

Google Business Profile Results

Organic Search Results

People Also Ask

Organic Search Results

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"Google SERPs Analysis." This slide explains the structure and elements of Google's Search Engine Results Pages (SERPs). It includes information on how different types of results are displayed, such as organic listings, paid advertisements, featured snippets, local business listings, and knowledge graphs. The slide also discusses the importance of understanding SERPs for SEO, as it helps in identifying what type of content ranks well and how to optimize a website to appear prominently in these results.

Google Search Engine Results Page (SERPS)
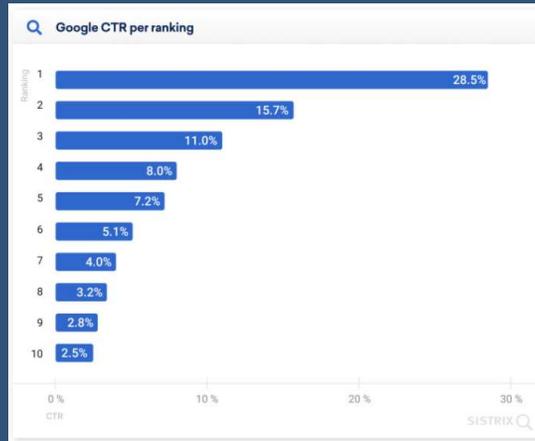
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https://www.searchenginejournal.com/google-first-page-clicks/374516/

How Search Engines Work

- Search engine bots or spiders gather information from the internet
- They "crawl" from web page to web page via links identifying
- They "index" huge amounts of information from the web
- They interpret your search requests and presents the information it thinks best meets your request.

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"How Search Engines Work." This slide explains the basic functioning of search engines, including crawling, indexing, and ranking. It covers how search engines use bots to crawl web pages, how these pages are indexed in a database, and how algorithms determine the ranking of pages in search results based on relevance and authority. This fundamental understanding is crucial for SEO strategies.

Search engines "read" billions of web pages using their own web crawlers. These web crawlers are commonly referred to as search engine bots or spiders.
Search engines move across the web by reading web pages and following links on these pages to discover new pages that have been made available.
Search engines interpret your search requests and presents the information it thinks meets your request.

6 Biggest Search Engines

1. Google	**2.** YouTube	**3.** Amazon
4. Yahoo	**5.** Bing	**6.** DuckDuckGo

Major Search Engines." This slide introduces the most popular search engines like Google, TouTube, Bing, and Yahoo. It also highlights the importance of optimizing for different search engines, as each has its own algorithms and ranking factors. Understanding the nuances of each major search engine is key for a comprehensive SEO strategy.

Google Website Ranking Factors
(In my opinion)

Positive
- User experience
- Core web vitals
- Good content
- Backlinks
- Https
- Keyword prominence
- Mobile friendly
- Page speed
- Title tags
- E-E-A-T (indirect)
- Rank brain

Negative
- Harmful content
- Ineffective content
- Slow website
- Mobile unfriendly
- Paid links
- Keyword stuffing
- Domain history
- Black Hat techniques
- Website newness

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"Factors Influencing Google Website Ranking." This slide discusses key factors that affect how a website ranks in Google's search results. These factors might include website content quality, keyword relevance, site speed, mobile-friendliness, user experience, backlinks, and social signals. Understanding these factors is crucial for SEO as they guide how to optimize a website to rank higher in search engine results.

https://searchengineland.com/google-ranking-signals-complete-breakdown-391784
https://neilpatel.com/blog/critical-google-ranking-factors/

Google Business Profile Ranking Factors (In my opinion)

- <u>Positive</u>
  - Relevant business category
  - Physical proximity & few strong competitor GBPs
  - Number of recent good reviews
  - Number of recent images
  - Number of recent questions & answers
- <u>Negative</u>
  - Physical distance & many strong competitor GBPs
  - Number of recent bad reviews

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"Google Business Profile Ranking Factors (In my opinion)," discusses factors that influence the ranking of a business in Google's local search results. The slide is divided into positive and negative factors. Positive factors include relevant business categories, proximity to the searcher, the number of recent good reviews, recent images, and engagement with questions and answers. Negative factors include physical distance from the searcher, competition from strong business profiles nearby, and recent bad reviews. This slide emphasizes the importance of maintaining an active, well-reviewed, and relevant Google Business Profile for local SEO.

https://searchengineland.com/google-ranking-signals-complete-breakdown-391784
https://neilpatel.com/blog/critical-google-ranking-factors/

Spotify Podcast Ranking Factors (In my opinion)

- Positive
    - Keywords in the podcast name
    - Number of listens / downloads, likes & reviews
    - Keywords in the podcast description
    - Podcast creator
    - Keywords in the episode name
    - Keywords in the episode show notes

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"Spotify Podcast Ranking Factors (In my opinion)," discusses the factors that may influence the ranking of podcasts on Spotify. The slide emphasizes the use of keywords in various elements of a podcast, such as its name, description, episode names, and show notes. Additionally, the slide highlights the importance of the number of listens, downloads, likes, and reviews in influencing podcast rankings. This information is valuable for podcast creators looking to optimize their content for better visibility on Spotify.

SEO Levels of Achievement

1. Rank once on page 1 for one keyword ⭐
2. Rank once on page 1 for more than one keyword ⭐⭐
3. Rank multiple times on page 1 for one keyword ⭐⭐⭐
4. Rank multiple times on page 1 for multiple keywords ⭐⭐⭐⭐
5. Push your competition off of page 1 ⭐⭐⭐⭐⭐

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"SEO Levels of Achievement." It outlines a progressive scale of SEO success, starting from ranking once on the first page for a single keyword and advancing through more complex achievements like ranking multiple times for multiple keywords and ultimately pushing competitors off the first page. This slide provides a roadmap for measuring and recognizing SEO progress and success.

Basic Google SEO Techniques

- Include interesting, authoritative, & fresh content
  - "Content requiring effort, originality, skill, accuracy"
  - Text, images, & videos

Gryphon's Moon	ChatGPT & Dall-e https://openai.com	Bard https://bard.google.com

"A comic book illustration of a golden retriever dog sitting in a red leather chair and wearing a bowler hat while talking on a cell phone"

"Basic Google SEO Techniques." This slide presents fundamental techniques for optimizing websites for Google's search engine. It may include methods such as creating interesting, authoritative, and fresh content, incorporating text, images, and videos.

Basic Google SEO Techniques

- Logical website structure
- Mobile friendly
  - Test on multiple devices & multiple browsers
- HTTPS / SSL certificate *
- Header Tags
- Alt tags
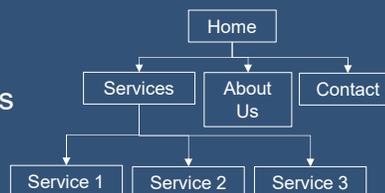
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"Basic Google SEO Techniques." This slide presents fundamental techniques for optimizing websites for Google's search engine. It includes methods such as creating interesting, authoritative, and fresh content, incorporating text, images, and videos. It could also discuss the importance of a logical website structure, mobile-friendliness, HTTPS/SSL certification, proper use of header tags, and Alt tags. These techniques are essential for improving a website's ranking in Google's search results.

Meta Tags

- Meta Tags are information you provide on each page of your website that describe what the page is about.
  - Search engines use this information to help them understand your website
  - People can use this information to decide if they want to look at your website
- Sephora
- Browser extension: SEOQuake
- Website: https://checkserp.com/meta-tag-analyzer/

How to Add a Chrome Browser Extension

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"Meta Tags," focuses on the importance and implementation of meta tags on a website. Meta tags are snippets of text that describe a page's content and are crucial for SEO as they help search engines understand what the page is about. This slide covers different types of meta tags, such as the title tag and meta description, and their roles in improving a website's SEO. It may also offer tips on how to effectively write these tags to maximize their impact on search engine rankings.

Meta Tags For XYZ Plumbing

- Title tag (max 30-70 characters)
  - Example format: <describe product or service or page> <location> | <company name>
  - plumber crestwood | plumber sunset hills | plumber Kirkwood | xyz plumbing
- Description tag (max ~300 characters)
  - Example format: <describe why someone would want to buy from you>
  - XYZ Plumbing offers reliable plumbing repair, installation, and maintenance plumbing services in Crestwood, Sunset Hills, and Kirkwood. Call now for a licensed plumber 314-111-1111.
- Competitor analysis
- You must have unique tags for every page

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"Meta Tags For XYZ Plumbing," provides an example of how to effectively use meta tags for a plumbing business. It includes specific examples for title tags and description tags, emphasizing the importance of clear, concise, and relevant information. This slide would be valuable for businesses in understanding how to craft meta tags that accurately represent their services and attract the right audience via search engines.

Updating Meta Tags on Wix

- Marketing & SEO > SEO > SEO Settings > Settings for Main Pages
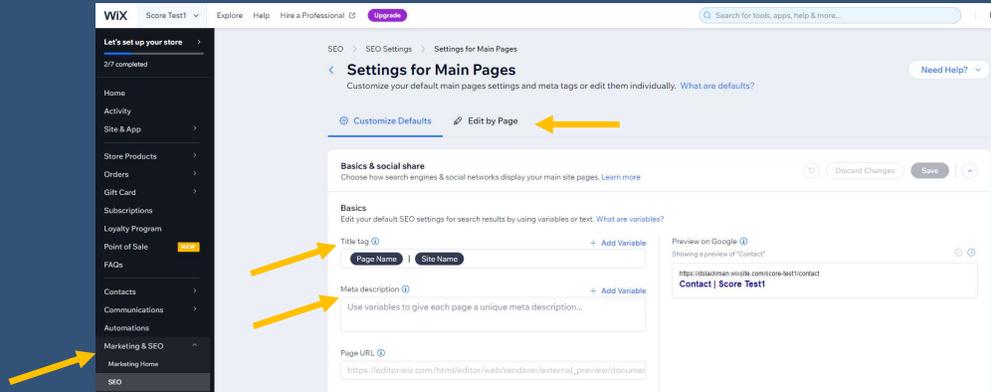
"Updating Meta Tags on Wix," provides guidance on how to update meta tags on a website built with Wix. It likely includes step-by-step instructions on navigating Wix's interface to access and modify SEO settings, specifically focusing on the customization of meta tags like title tags and meta descriptions for main pages. This slide is useful for Wix website owners looking to improve their site's SEO.

Updating Meta Tags on Wordpress

- Add the Yoast plugin to your website
- Click Pages > Edit a page > Scroll to the Yoast section
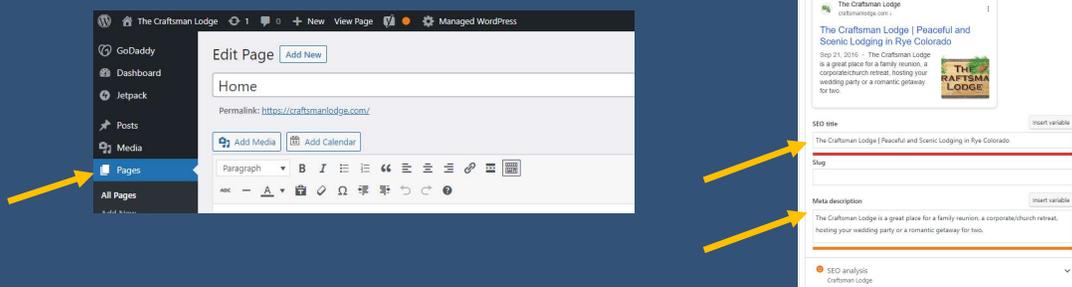
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Updating Meta Tags on Shopify Home Page

- Sales channels > Online Store > Preferences
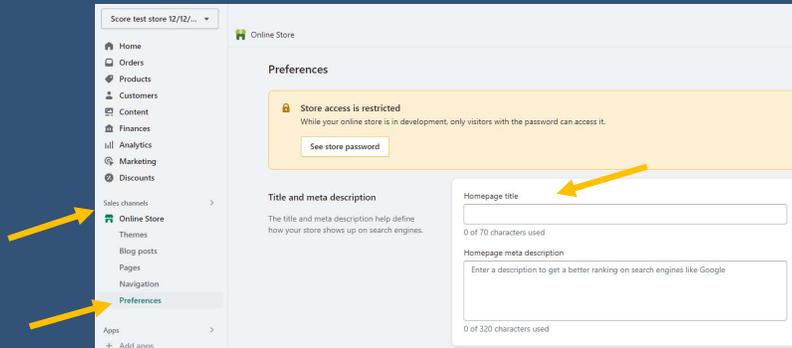
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Updating Meta Tags on Shopify Product Page

- Products > Click on a product > Scroll to "Search engine listing" > Click "Edit"

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Updating Meta Tags on SquareSpace

Simple Link Building

1. Links from another website pointing to your website help you
2. Links from your website pointing to another website help the other website
3. Links from a _strong_ website in a _related business area_ pointing to your website help you a lot

- Link placement & anchor text are important
  - In the body of web page text, not in footer or sidebar
  - With descriptive anchor text
  - Examples

- Ask for backlinks
- Free directories

Directories
Linkedin.com
Yellowpages.com
Superpages.com
Yellowbook.com
Nextdoor.com
Manta.com
Merchantcircle.com
List of 50 directories

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"Simple Link Building." This slide focuses on the basics of link building for SEO. It explains the importance of having other websites link to your site and the benefits of linking to other sites. Key topics include the value of links from strong, related websites, the importance of link placement and anchor text, and strategies like asking for backlinks and listing in free directories. This slide aims to provide foundational knowledge for effective link building in SEO.

Homework for Next Workshop

1. Find the meta tags from your website's home page
2. Select two of your most effective competitors and get their meta tags from their website's home pages
3. Rewrite your meta tags based on what you learned today & your competitor's tags
4. Send the tags from steps 1-3 to me if you want feedback: dick.slackman@scorevolunteer.org and I will talk about this next week.

Jump to the end

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SEO Research: Keyword Analysis

- Keyword analysis is the process of finding the keywords or phrases that can bring visitors to your website through organic and paid search.

- MOZ Keyword Explorer
  - https://analytics.moz.com/pro/keyword-explorer
- Google Keyword Planning Tool https://ads.google.com
- Google Trends: https:trends.google.com

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"SEO Research: Keyword Analysis." This slide emphasizes the importance of keyword analysis in SEO, which is the process of identifying keywords and phrases that can bring visitors to a website through organic and paid search. It includes references to tools like MOZ Keyword Explorer, Google Keyword Planning Tool, and Google Trends, which are useful for conducting effective keyword research. The slide underscores the significance of selecting the right keywords for optimizing a website's content and improving its visibility in search results.

MOZ Keyword Explorer

- https://moz.com/ > Create free account > Free SEO Tools > Keyword Explorer
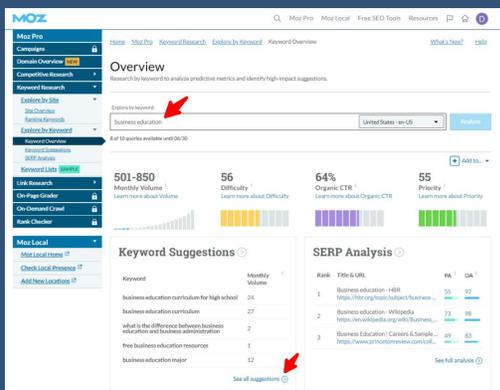
"MOZ Keyword Explorer," covers how to use MOZ's Keyword Explorer tool for SEO research. This slide provides a guide on accessing and utilizing the tool for finding and analyzing keywords relevant to a website's content. The focuses on how to leverage MOZ's platform to identify effective keywords, gauge their search volume, and understand the competition, which are crucial for optimizing a website's search engine ranking.

Google Trends
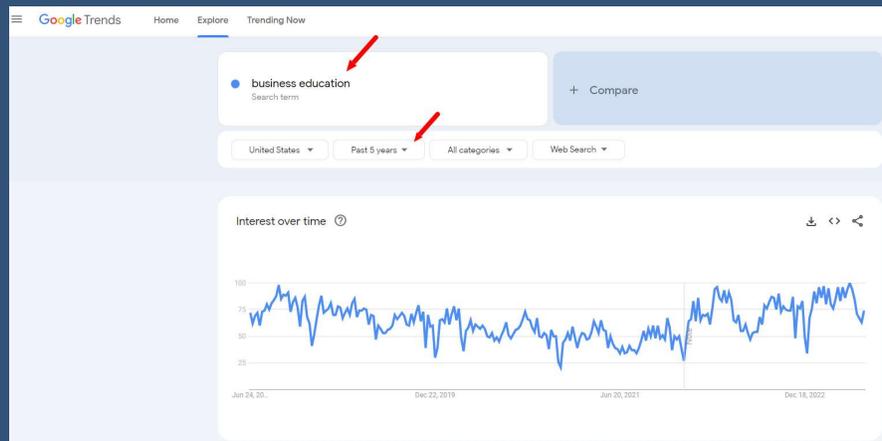
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"Google Trends," provides insights on using Google Trends for SEO research. This tool helps in understanding the popularity of search terms over time and across different regions. The slide guides on how to use Google Trends to identify trending topics, compare search terms, and gain insights into audience interests, which can be valuable for tailoring SEO strategies and content creation.

SEO Research: Competitor Analysis

- Competitor analysis is about:
  - Identifying your best-in-class competitors
  - Evaluating their strengths & weaknesses
  - Developing strategies to surpass them

- Google https://google.com
- Similar Web https://www.similarweb.com/
- MOZ Competitive Research https://analytics.moz.com/pro/competitive-research

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"SEO Research: Competitor Analysis," focuses on the importance of analyzing competitors in SEO. This slide discusses how to identify key competitors, evaluate their strengths and weaknesses, and develop strategies to outperform them. Tools like Google, Similar Web, and MOZ Competitive Research are mentioned for conducting effective competitor analysis. This process is vital for understanding the competitive landscape and finding opportunities to improve SEO strategies.

MOZ Competitive Research

- https://moz.com/ > Free SEO Tools > Competitive Research
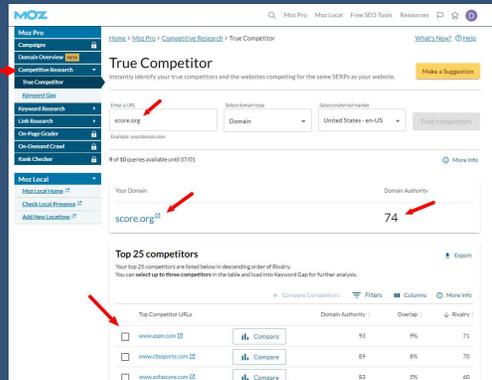
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"MOZ Competitive Research," guides on using MOZ's tools for competitive SEO research. This slide focuses on the features of MOZ's Competitive Research tool, demonstrating how to access and utilize it for analyzing competitors' SEO strategies, understanding their strengths and weaknesses, and identifying opportunities to improve one's own SEO efforts. It serves as a practical guide for effectively using MOZ in competitive SEO analysis.

Backlink Analysis

1. Keyword analysis
2. Competitor analysis
3. Find and analyze the backlinks of your top competitors
   - Which of their content is getting the most backlinks?
   - Which websites are linking to their content?
   - Which backlinks point to missing content?
   - Which backlinks point to redirected irrelevant content?

"Backlink Analysis" discusses analyzing competitors' backlinks. It covers identifying which content gets the most backlinks, the sources of these links, and opportunities to replace competitor backlinks with ones to your site.

Backlink Analysis: Tools

- SEMRush.com
- Ahrefs.com
- Backlinko.com
- Moz.com
- Majestic.com *
- NeilPatel.com *

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"Backlink Analysis: Tools" lists various tools for backlink analysis like SEMRush, Ahrefs, Backlinko, Moz, and Majestic, aiding in understanding and improving your website's backlink profile.

Rand Fishkin's First 50 Link Building Technique

1. References to your business
   1. Search Google for your company name, your domain name, your own name
   2. Check the first 50-100 results to see if they link to your content
   3. Fix any bad links, improve any weak links
2. Lists of your competitors
   1. Find your top 10 competitors
   2. Search for combinations of the competitors
   3. Look for search results that are directories or lists
   4. Add your website to the directories or lists
3. Lists of companies in your business area or segment
   1. Make a list of your areas of operation & geographic service areas
   2. List your unique attributes (women owned, eco-friendly, made in America, …)
   3. Search using combinations of the two prior lists
   4. Look for search results that are directories or lists
   5. Add your website to the directories or list

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"Rand Fishkin's First 50 Link Building Technique" provides a strategy for building backlinks, focusing on identifying and improving existing references to your business and adding your website to relevant directories and lists.

HARO: <u>H</u>elp <u>a</u> <u>R</u>eporter <u>O</u>ut

- Reporters post questions on HARO's website. As an expert you can respond with answers and ask for a backlink.

- Create an account on HARO https://www.helpareporter.com/
- Fill out your account profile noting your areas of expertise
- Wait for emails from HARO
- Pitch your answers to reporters' requests

"HARO: Help a Reporter Out" describes using HARO, a platform where experts provide insights to reporters, as a method for gaining backlinks and enhancing SEO by responding to media queries in your field of expertise.

Guest Posting

- Strategy: Post on other people's website/blog and include a link to your website.
- Search Google for: "guest post" <your business area>
- Read their submission guidelines
  - Do they permit backlinks?
- Read their prior guest posts to identify what subjects did best
- Write and pitch your post
  - ChatGPT

"Guest Posting" suggests posting content on other websites or blogs and including a link to your website. It involves searching for guest post opportunities in your business area, adhering to submission guidelines, and ensuring the allowance of backlinks.

Build Your Own Link Network

- Create or buy several websites on topics "adjacent" to your business category
- Use SEO to strengthen these websites
- Link from these websites to your "money" website <u>and other websites</u>
- Caution: If you do this incorrectly you could get banned by Google
- Use abandoned domain names
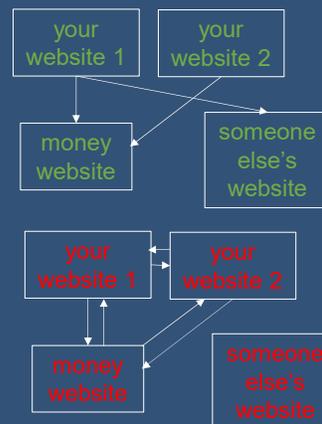
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"Build Your Own Link Network" recommends creating or buying websites related to your business category, using SEO to strengthen them, and linking them to your main website. It warns against incorrect implementation which might lead to Google penalties.

Sponsor Local Event

1. Make a list of charitable events in your local area hosted by organizations like universities, medical groups, hospitals, civic groups, and cities. ie. organizations who are held in high regard and have strong websites.

2. Check their event website/web page from the prior year. On their list of event sponsors do they include a link to the sponsoring companies?

3. If so, become a sponsor this year.

(This also increases your visibility in the community and can be tax deductible.)

"Sponsor Local Event" proposes sponsoring local events hosted by reputable organizations with strong websites, ensuring they link to sponsors' websites, thereby gaining backlinks and community visibility.

Brian Dean's Skyscraper Technique

Strategy: Improve on competitor's content and get their backlinks

1. Find content relevant to your business that has many backlinks
2. Make a <u>much</u> better version of the content
3. Contact the people who have linked to the original content, show them your much better content and ask them to link to it.

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"Brian Dean's Skyscraper Technique" outlines a strategy for improving upon competitors' content with many backlinks, creating superior content, and asking those linking to the original content to link to yours instead.

Broken Links & Irrelevant Redirects

1. Identify broken links and irrelevant redirects pointing to competitor content
2. Create better content
3. Contact linking site and suggest they link to your content instead

"Broken Links & Irrelevant Redirects" discusses identifying and utilizing competitors' broken links and irrelevant redirects. It suggests creating better content and asking sites linking to now-obsolete content to link to yours instead.

User Web Page Experience

- Google will promote webpages that offer a good user experience over webpages that offer a bad user experience.
- Page speed
- Mobile friendliness
- HTTPS
- No intrusive interstitials (pop ups)
- Tool: Google Search Console

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"User Web Page Experience" emphasizes that Google prioritizes web pages offering a good user experience. It covers aspects like page speed, mobile-friendliness, secure connections (HTTPS), and non-intrusive design.

Google Search Console

- https://search.google.com/search-console
- Login with your Google account credentials
- Connect your website to Google Search Console
- Which pages of your website area being indexed?
- Page experience
- Mobile usability
    - Is your webpage readable, clickable, and does it fit on a mobile device?
- Tool: Google Search Console: Core web vitals

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"Google Search Console" introduces this tool for monitoring website performance in Google search. It covers checking which pages are indexed, assessing page experience, and evaluating mobile usability.

Connect your website to Google Search Console: HTML method, GA method, DNS method

Core Web Vitals

- Core Web Vitals is a set of metrics identified by Google that attempt to help you measure some of the qualities of user experience on a website.
- Core Web Vitals
  - Largest Contentful Paint (LCP) < 2.5 seconds
  - Cumulative Layout Shift (CLS) < 0.1 second (more info)
  - First Input Delay (FID) <100ms (more info)
    - Slow image load & slow script execution, CDN
  - Interaction To Next Paint (INP) (coming in March 2024) < 200 milliseconds

- More Research

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"Core Web Vitals" further delves into Google's Core Web Vitals, essential metrics for measuring user experience on a website. It discusses key metrics like Largest Contentful Paint, Cumulative Layout Shift, and First Input Delay.

https://www.searchenginejournal.com/core-web-vitals/

Experience+Expertise+Authoritativeness= Trustworthiness: E-E-A-T

- Google will promote webpages that provide trustworthy information over those that do not, especially when it effects people's health or money.

- <u>Experience</u>: first-hand or life experience
  - Ex: Product review of someone who has used the product
- <u>Expertise</u>: knowledge or skill
  - Ex: Master electrician
- <u>Authoritativeness</u>: The go-to source for information on a subject
  - Official government page on Social Security rules

- How to rank better with EEAT?
  - Document your experience with the product / service

  - Explain how you created the content

  - Document your credentials, certifications, etc. on your About page

  - Include positive reviews & references

  - Link to content that supports your EEAT, like journals, newspaper articles, etc.

  - Address any conflicts of interest

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"E-E-A-T: Experience, Expertise, Authoritativeness, Trustworthiness" explains the importance of these qualities in SEO. It likely covers how Google prioritizes trustworthy content, especially for health and finance topics, and suggests ways to demonstrate E-E-A-T on websites.

https://searchengineland.com/google-search-quality-rater-guidelines-changes-december-2022-390350

Establishing Authorship

- Author about web page

- rel="author" HTML parameter
  - Read more articles by Dick Slackman
  - Read more articles by Dick Slackman

- Author structured data property

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"Establishing Authorship" focuses on the significance of authorship in SEO. It possibly discusses methods like using the 'rel="author"' HTML parameter and structured data to link content to its author, enhancing credibility and search rankings.

Structured Data

- Structured Data is a way for you tell Google about information on your web page, like products, services, and events, in a way that is easier for Google to understand.
- This may help your rankings and Google may display more detailed info about your business so people can click on it (aka Rich Results).

- JSON-LD: JavaScript Object Notation for Linked Data
- JSON-LD Structured Data Tools
  - Wordpress: Yoast plugin
  - Google Structured Data Markup Helper
  - Google Rich Result Tests tool
  - Steal Our JSON-LD
- Information Resources
  - Search Engine Journal
  - Google
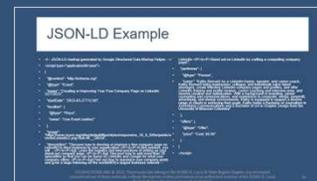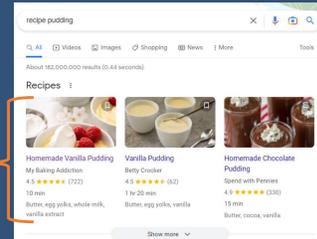
"Structured Data" explains the role of structured data in SEO. It likely discusses how structured data helps Google understand website content better, potentially improving rankings and enabling rich results in search.

Pudding Example

Inserting Structured Data on Wix

"Inserting Structured Data on Wix" provides instructions on adding structured data to a Wix website. This slide is likely a practical guide for Wix users on implementing structured data to enhance their website's SEO performance.

Inserting Structured Data on SquareSpace
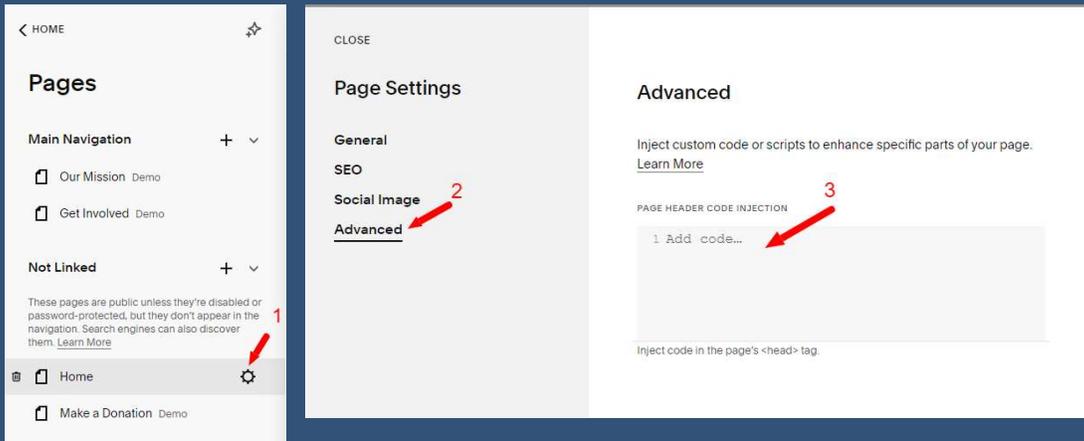
Inserting Structured Data on Wordpress

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The Future of SEO

SEO changes constantly

Future proof your SEO
- Multiple sources of traffic
- Focus on SEO principles not tactics

SEO Principles
- Better content
- More credibility
- Better usability
- More visual
- Better mobile

More embedded search

Artificial intelligence

Technology & economic pressures will force Search Engines to change.

Information Resources

- <u>MOZ Beginners Guide To SEO</u>
- <u>Search Engine Journal</u>
- <u>Search Engine Land Google Ranking Signals</u>
- <u>Google Quality Rater Guidelines</u>
- <u>AIRA: State of Link Building</u>

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Upcoming Workshops

Local – Online, Interactive

1/24   Understanding Financial Statements
1/29   AI Marketing Techniques Using ChatGPT
1/31   Utilizing the Library for Business Research
2/2   Social Media 101
2/3   How to Start and Manage Your Own Business
2/5   Legal Implications Of Artificial Intelligence
2/7   Developing A Business Plan
2/9   Marketing Maps
2/12 Digital Marketing Basics
2/15 Be Visible, Credible, and Unforgettable Through the Power of Storytelling

St. Louis Score – Workshop Calendar
https://stlouis.score.org/content/take-workshop-224

National - Recorded
https://www.score.org/take-workshop

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Sharing Feedback and Connecting

- **Contact me if you have questions:** dick.slackman@scorevolunteer.org
- **Complete the Evaluation Survey**
  - Your feedback is used to improve our workshops
  - It's only 10 questions
- **Contact SCORE to request a FREE mentor:**
  - Online: *www.stlouis.score.org* > Click "Find a Mentor"
  - By phone: Pat Mathias at 866-726-7340

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Thank You!

**This Workshop Was
Presented By**

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JSON-LD Example

- <!-- JSON-LD markup generated by Google Structured Data Markup Helper. -->
- <script type="application/ld+json">
- {
- "@context": "http://schema.org",
- "@type": "Event",
- "name": "Creating or Improving Your Free Company Page on LinkedIn: 3/27/2023",
- "startDate": "2023-03-27T12:00",
- "location": {
- "@type": "Place",
- "name": "Live Event (online)"
- },
- "image": "https://www.score.org/sites/default/files/styles/responsive_16_9_500w/public/events/LinkedIn2.png?itok=fK__QBOd",
- "description": "Discover how to develop or improve a free company page on LinkedIn to drive business to your organization.</P>\n<P>In this session, you will ...</P>\n<P>> Learn the logistics and best practices of setting up your stand-out company page.</P>\n<P>> Discover how to add more than 20 specialties so that you can be found on LinkedIn and Google for what your company offers.</P>\n<P>>Find out how to maximize your company posts and grow a large following on the world's largest business network --

- LinkedIn.</P>\n<P>Stand out on LinkedIn by crafting a compelling company page!",
- "performer": {
- "@type": "Person",
- "name": "Kathy Bernard As a LinkedIn trainer, speaker, and career coach, Kathy Bernard helps businesses, colleges, and individuals solve talent shortages, create effective LinkedIn company pages and profiles, and offer LinkedIn training and profile reviews, career coaching and interview prep, and resume creation and optimization. With a background in branding, career counseling and communications, and experience in corporate, media, nonprofit, advertising, and startup environments, Kathy is equipped to support a diverse range of clients in achieving their goals. Kathy holds a Bachelor of Journalism in Advertising Communications and a Bachelor of Art in Graphic Design from the University of Missouri-Columbia"
- },
- "offers": {
- "@type": "Offer",
- "price": "Cost: $0.00"
- }
- }
- </script>

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Google Research Tools

- Google analytics: https:analytics.google.com