

SEO BASICS FOR BUSINESS OWNERS

ORGANIC BACKLINKS
LINK BUILDING
PANDA OFFPAGE SPIDERS
ONPAGE WHITEHAT SEO
PAGERANK
SOCIAL MEDIA
SEARCH ENGINE OPTIMIZATION
BINGINBOUND LINKS WEBMASTERS TOOL
DOFOLLOW
CONTENT
GOOGLE HUMMINGBIRD BLACKHAT SEO DIRECTORIES
SITEMAP
MOBILE SEARCH
YAHOO KEYWORDS
PENALIZED MOBILE FRIENDLY
TOP LEVEL DOMAIN
POST TITLE

STRATEGY
Think outside the box
traffic
WEB MARKETING
POPULARITY ANALYSIS ADVANCED
RANK NETWORK CONTENT
BLOG
BRANDING
RESULT
IDEAS
LINK
PPC Pay-Per-Click
PROMOTION
BUSINESS PROFIT
SEM SEARCH ENGINE MARKETING
KEYWORDS
FEEDBACK
POSITIONING
SOCIAL MEDIA
PLACEMENT
SCORE
DOMAIN
WEB TRAFFIC
THUMB UP



TODAY'S PRESENTER

ERIC PRYOR

DIGITAL MARKETING MANAGER

SEARCH ENGINE OPTIMIZATION

PAID SEARCH

DIGITAL ANALYTICS

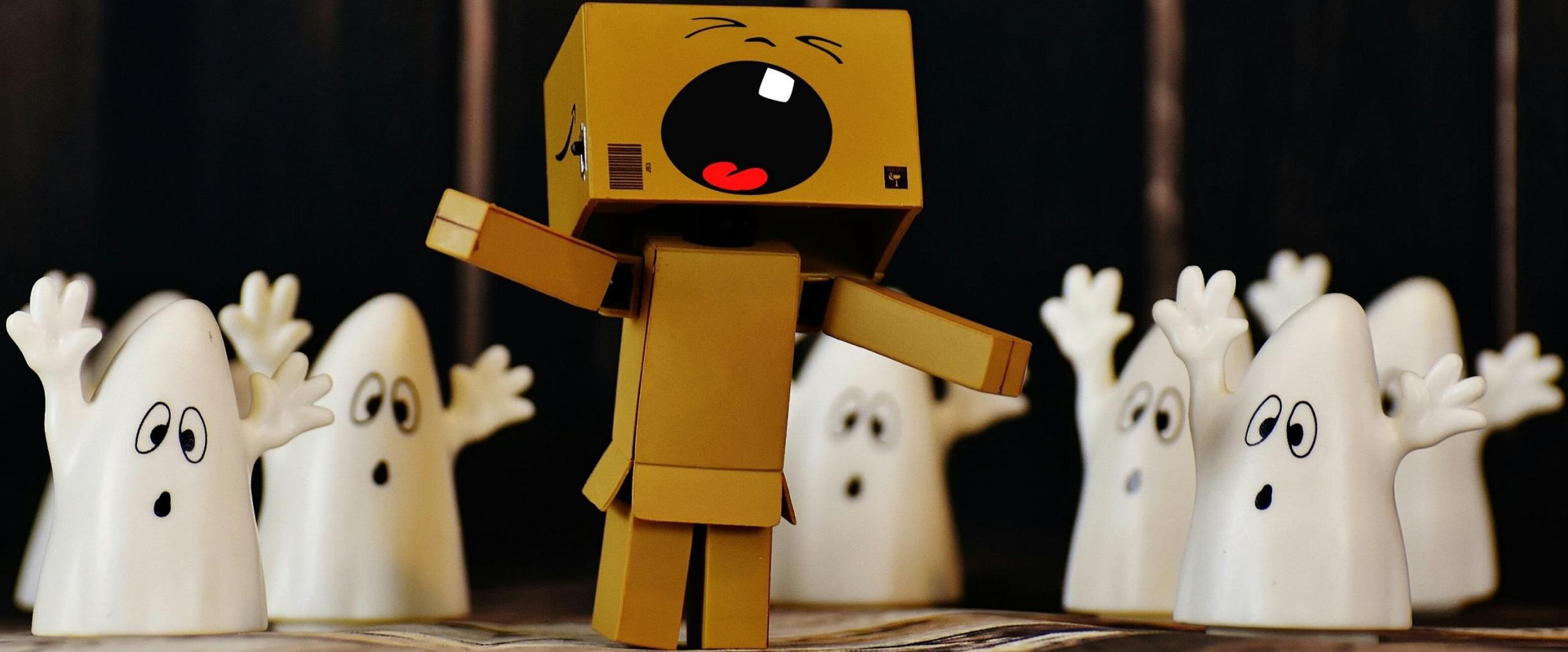
EMAIL MARKETING



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NO DEATH BY POWERPOINT TODAY!

Learn With a bit OF FUN!

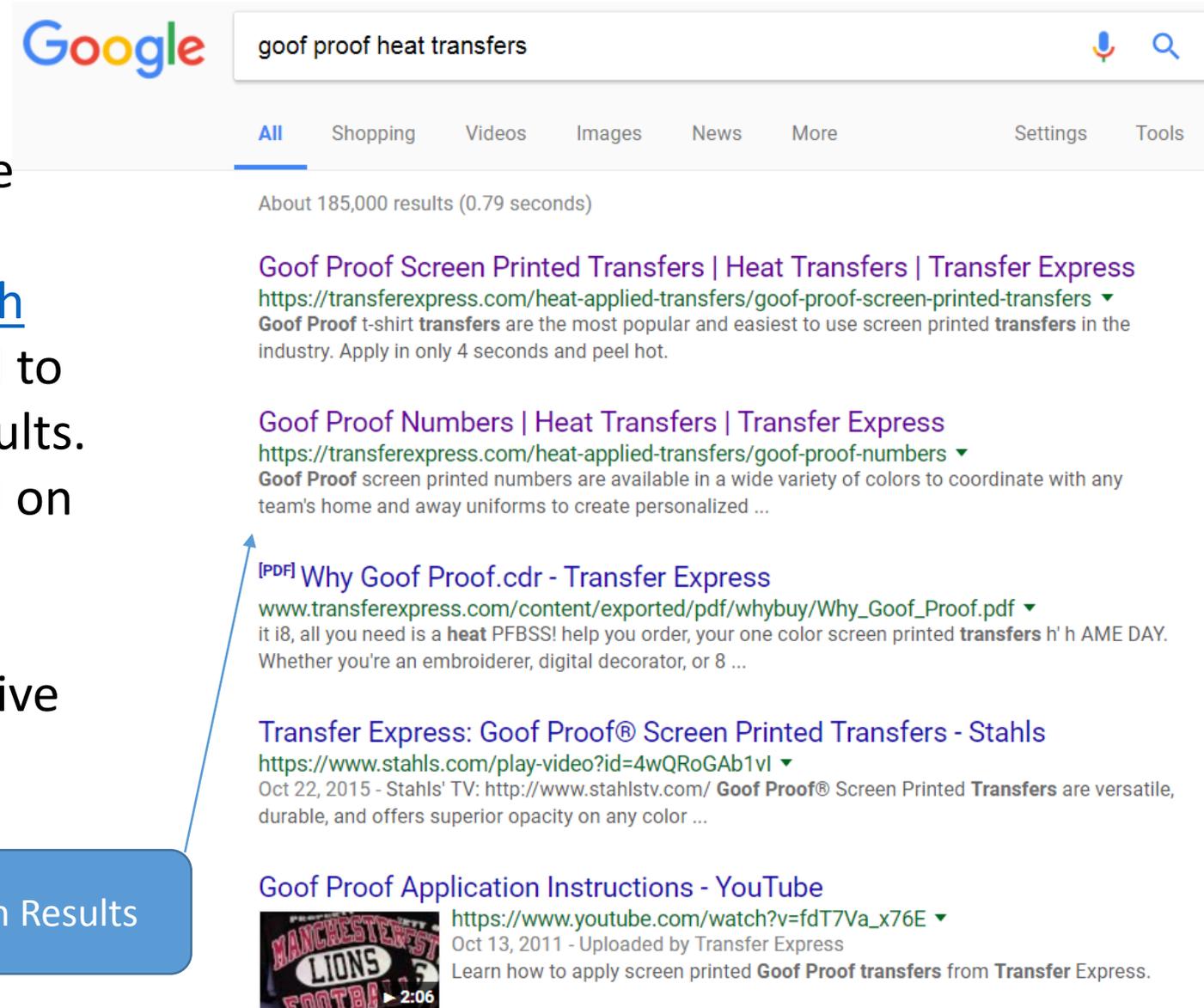


search engine optimization

Search engine optimization (SEO) is the process of affecting the visibility of a [website](#) or a [web page](#) in a [web search engine](#)'s unpaid results—often referred to as "natural", "[organic](#)", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.

Organic Search Results

Source: https://en.wikipedia.org/wiki/Search_engine_optimization



The image shows a Google search interface with the query "goof proof heat transfers". The search results are categorized as "All" and show approximately 185,000 results in 0.79 seconds. The top three results are:

- Goof Proof Screen Printed Transfers | Heat Transfers | Transfer Express**
<https://transferexpress.com/heat-applied-transfers/goof-proof-screen-printed-transfers>
Goof Proof t-shirt transfers are the most popular and easiest to use screen printed transfers in the industry. Apply in only 4 seconds and peel hot.
- Goof Proof Numbers | Heat Transfers | Transfer Express**
<https://transferexpress.com/heat-applied-transfers/goof-proof-numbers>
Goof Proof screen printed numbers are available in a wide variety of colors to coordinate with any team's home and away uniforms to create personalized ...
- [PDF] Why Goof Proof.cdr - Transfer Express**
www.transferexpress.com/content/exported/pdf/whybuy/Why_Goof_Proof.pdf
it is, all you need is a heat PFBSS! help you order, your one color screen printed transfers h'h AME DAY. Whether you're an embroiderer, digital decorator, or 8 ...

Below these are two video results:

- Transfer Express: Goof Proof® Screen Printed Transfers - Stahls**
<https://www.stahls.com/play-video?id=4wQRoGAb1vl>
Oct 22, 2015 - Stahls' TV: <http://www.stahlstv.com/> Goof Proof® Screen Printed Transfers are versatile, durable, and offers superior opacity on any color ...
- Goof Proof Application Instructions - YouTube**
https://www.youtube.com/watch?v=fdT7Va_x76E
Oct 13, 2011 - Uploaded by Transfer Express
Learn how to apply screen printed Goof Proof transfers from Transfer Express.

The video thumbnail for the YouTube result shows a Manchester United football jersey with the text "MANCHESTER LIONS FOOTBALL" and a duration of 2:06.

LEARNING SEO WITH GAME OF THRONES

The Game of Thrones is a fantasy series written by George R.R. Martin with an overarching theme of good versus evil.

It is possible to compare life in the Game of Thrones to Search Engine Optimization



CONTENT IS KING

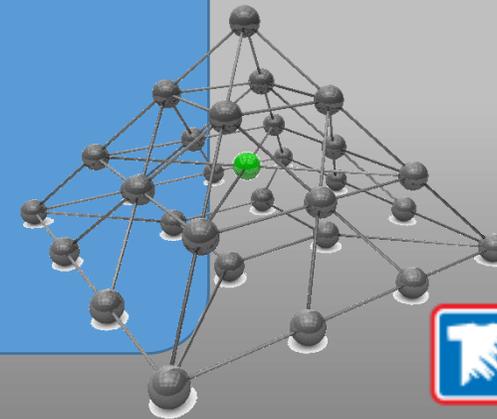
- WHAT DOES YOUR TARGET AUDIENCE WANT?
- KNOW WHAT TO SAY
- KNOW HOW TO SAY IT
- KNOW WHEN TO SAY IT



“A MIND NEEDS BOOKS, LIKE A SWORD NEEDS A WHETSTONE TO KEEP ITS EDGE. THAT’S WHY I READ SO MUCH. THE GREAT THING ABOUT READING IS IT BROADENS YOUR LIFE.”

CONNECTIONS MATTER

- TRUSTED SOURCES BRING INFLUENCE
- YOUR AUTHORITY INCREASES
- YOUR REACH INCREASES
- MAKING CONNECTIONS IS HARD WORK



TITLES MATTER

- TRUSTED SOURCES BRING INFLUENCE
- YOUR AUTHORITY INCREASES
- YOUR REACH INCREASES
- MAKING CONNECTIONS IS HARD WORK

Which title carries more weight?

Daenerys Stormborn of the House Targaryen, first of Her Name, the Unburnt, Queen of the Andals and the First Men, Khaleesi of the Great Grass Sea, Breaker of Chains, and Mother of Dragons

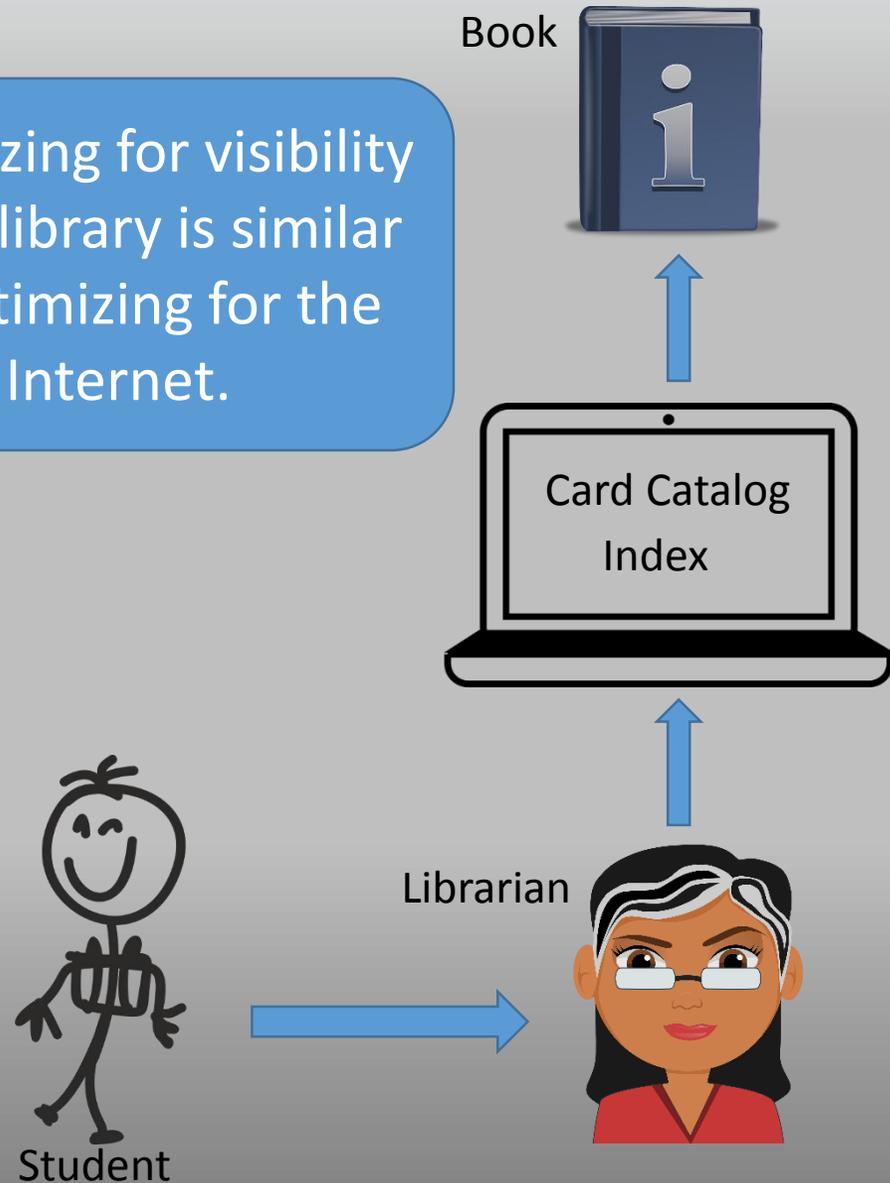
Jon Snow

Explore the process of locating a resource in a library and how there is similarity to searching for information online.

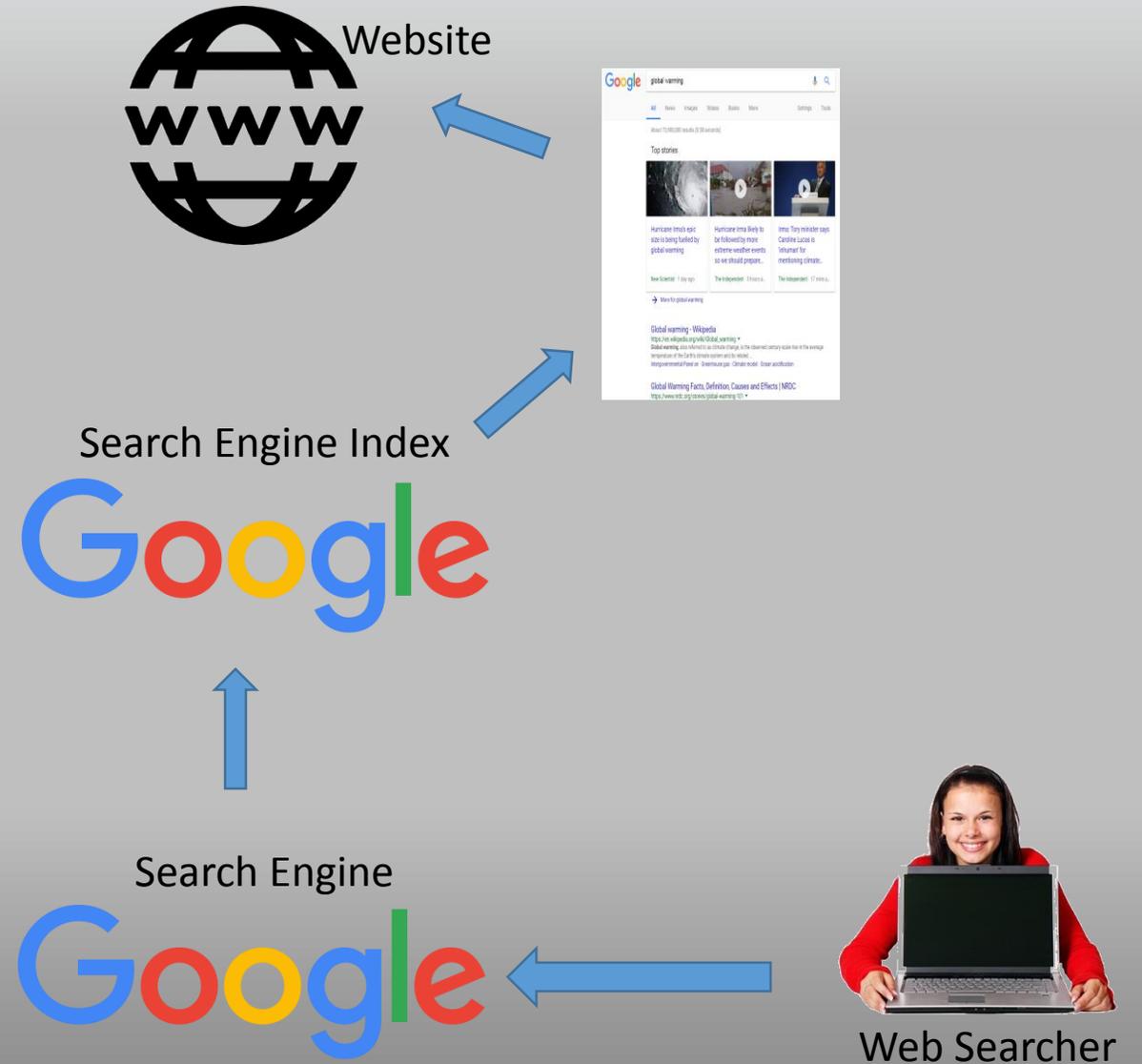


In the Library

Optimizing for visibility in the library is similar to optimizing for the Internet.

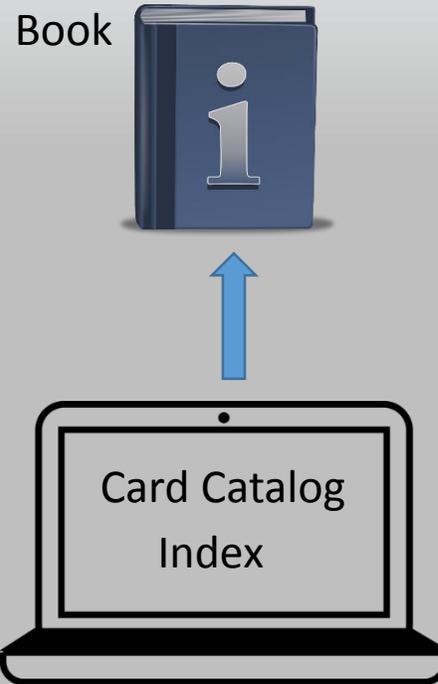


On the Internet



What is Required for a Successful Library Resource?

- Book must be held by the library
- Book must be IN the library
- Book must be in its proper place
- Book must be catalogued properly



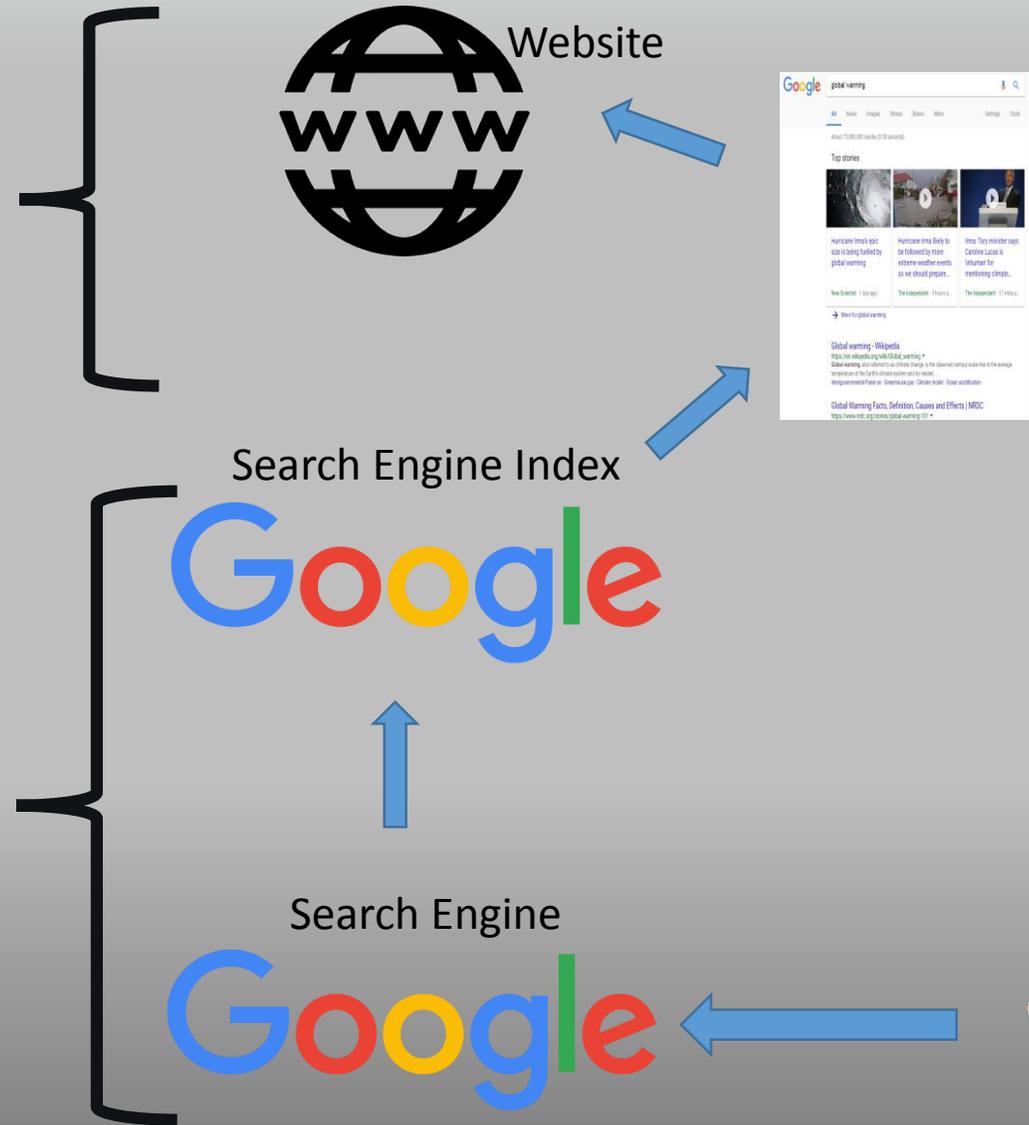
- Excellent content
- A well known author
- Book in good condition
- Has the book been recommended by a reputable and trustworthy source?



Librarian



What is Required for a Successful SEO?



Web Searcher

YOUR TOP 5 THINGS TO KNOW

01



Always write for people and not machines. Produce excellent content.

02



Embrace the Long Tail. Look for content keywords that serve your audience.

03



Have a clean, well designed site.
Complete important tags for ALL pages

04



Get some backlinks back to your site.
Look for low hanging fruit at first.

05



Get Social! Diversify your efforts by using social media and email marketing.

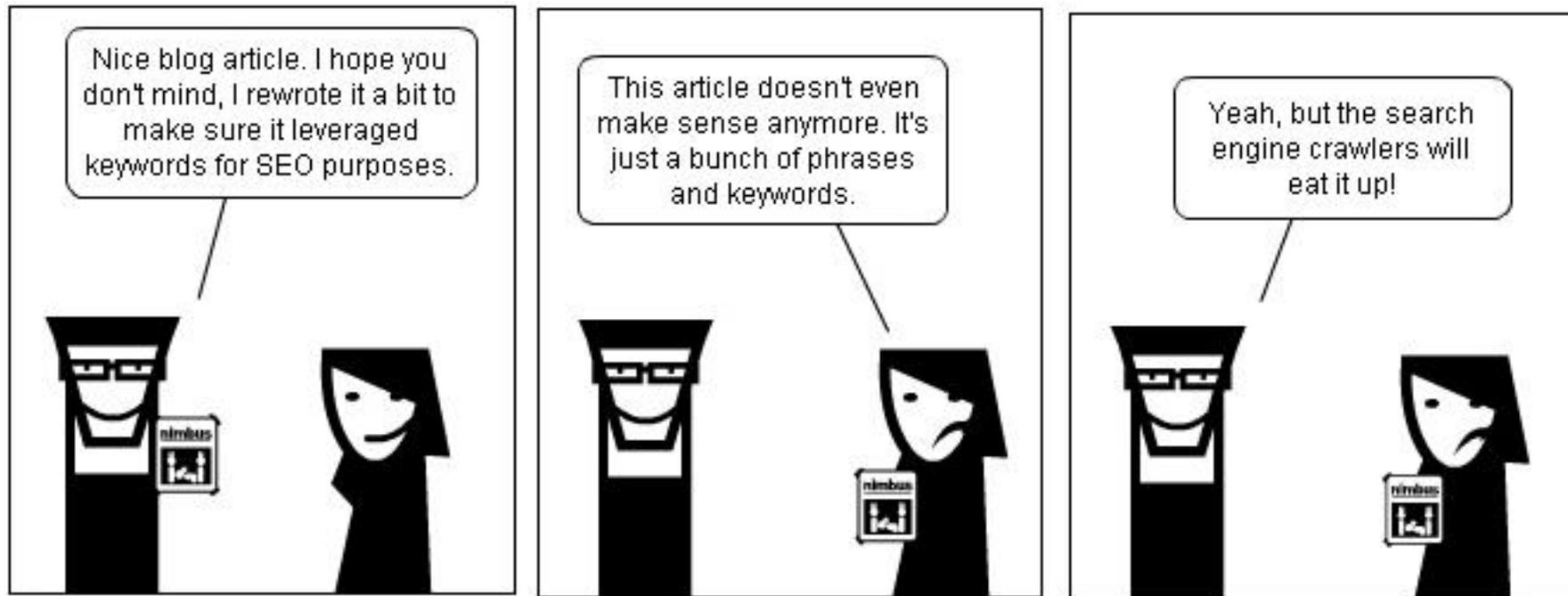
1 ALWAYS WRITE FOR PEOPLE

Write the best possible content available. Your content should stand above all others to gain authority and be shared.

Writing Blog Content For SEO

searnicholson

View more social media cartoons at
www.socmedsean.com

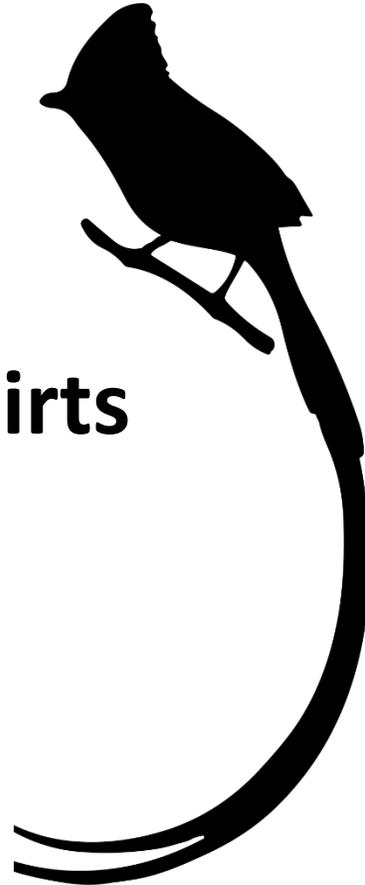


2 LOOK FOR THE LONG TAIL

It is going to be tough to rank for very competitive terms. Look to answer the questions your audience is asking.



- 1 t-shirts
- 2 t-shirt designs
- 3 family reunion t-shirts
- 4 t-shirt printing company in columbus ohio



3 BUILD A WELL DESIGNED SITE

Insure your pages are cleanly designed. Make sure important web elements are present for search engines.

<https://www.threadless.com/>

Google search for "best tee shirt website". Results include:

- adidas California White & Black ... \$34.95 PacSun (1k+)
- Gildan G640 Adult Softstyle®... \$2.95 JiffyShirts.com (196)
- Gildan G200 Adult Ultra ... \$2.69 JiffyShirts.com (433)
- adidas Trefoil White T-Shirt \$29.95 PacSun (484)
- Lacoste S/S Pima Jersey V-Neck ... \$49.50 Zappos.com (238)

Sponsored ads include:

- Create Custom T-Shirts - UberPrints.com
- Shop T-shirts - dapper-wear.com
- Funny Shirts Awesome T-Shirts Cool T-Shirts | BustedTees

Threadless website header: "Shop Threadless t-shirts and more featuring designs created by independent artists!"

Navigation: SHOP DISCOVER PARTICIPATE

Quote: "Make friends. Then, make things with your friends." — Jake Nickell

Offer: JOIN FOR 30% OFF or, open an Artist Shop for free!

Featured Product: BANANA JUNGLE DESIGN BY ARRY NANDO. 20% OFF THIS WEEK ONLY! SHOP NOW





Blog

Everything you want to know about Custom Screen Printed & Digital Transfers

- Blog Home
- TransferExpress.com
- Meet Your New Screen Printer
- Videos
- Educational Webinars

Starting a T-Shirt Business: How to Become an Expert

on August 28, 2017 • 0 Comments

When you started your t-shirt business, you had to do a lot of research and went through all the details it takes to start out right. You made a list and got everything situated:

- › Chose a market/niche for your t-shirt business
- › Validated your t-shirt ideas – is there a market for them?
- › Researched your t-shirt business to make sure it's available legally
- › Researched your t-shirt business to make sure it's available for as a web domain and social media accounts
- › Picked your business name
- › Filed proper paperwork

Great Content
Give your audience what it wants to read.

Title Tag
This is a label for the page that gives a valuable clue

Grow Your T-Shirt Business

Receive emails with helpful advice such as:

- How to best market your business
- Inspiration for new images
- Ideas on how to maximize your equipment and materials
- And so much more!

Email Address

Sign me up!

H1 Tag
A summary for the content that appears below

Search

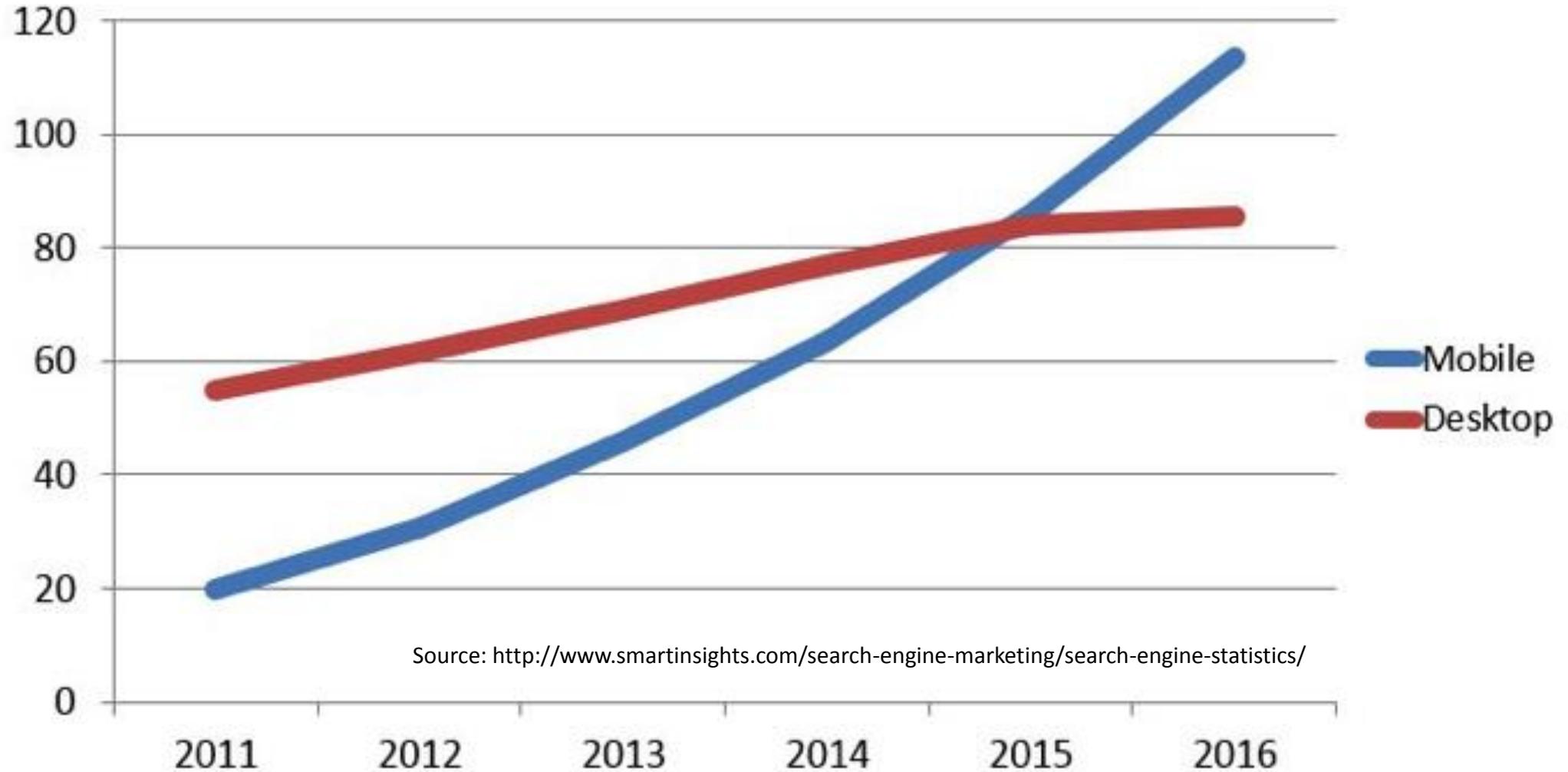
enter search terms

search

Mobile Searches Now Dominate the Internet

U.S. Local Mobile Search vs. Desktop Search

BILLIONS



Source: <http://www.smartinsights.com/search-engine-marketing/search-engine-statistics/>

Google Demands Mobile Friendly Sites

Custom Screen Print Transfers & More... Same Day Turnaround, and 2-Day shipping | Ships by Friday | Order Multi-Color Easy Prints® within 5h 6m 19s | Live Chat Online | Login/Register



How can we help you? Go!

My Cart 0

TRANSFERS | DESIGN CENTER | UPLOAD ARTWORK | BLANK APPAREL | HEAT PRESSES | HELP

Marketing Kits

Designed to sell.
Get professional marketing kits that empower you to sell regardless of your business size.
Buy one kit or get them all. Choose from:
› Easy Prints® Marketing Kit: Your complete T-shirt business in a box
› Easy Prints T-Shirt Business Display Kit: To decorate your showroom
› Easy Prints Success Kit: Marketing Kit and T-Shirt Business Display Kit in one
Order any kit and get access to customize our 5,000+ layout designs using Easy View®, our online designer.



EASY PRINTS DISPLAY KIT



EASY PRINTS SUCCESS KIT



EASY PRINTS MARKETING KIT

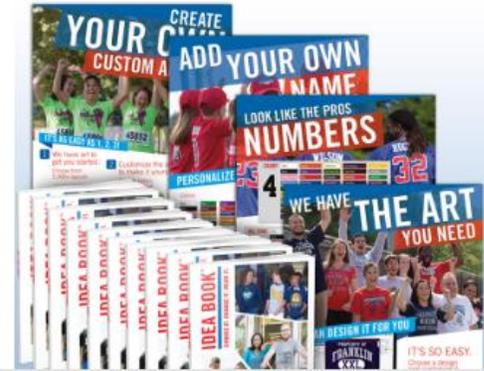


Desktop Version

Marketing Kits

Designed to sell.
Get professional marketing kits that empower you to sell regardless of your business size.
Buy one kit or get them all. Choose from:
› Easy Prints® Marketing Kit: Your complete T-shirt business in a box
› Easy Prints T-Shirt Business Display Kit: To decorate your showroom
› Easy Prints Success Kit: Marketing Kit and T-Shirt Business Display Kit in one
Order any kit and get access to customize our 5,000+ layout designs using Easy View®, our online designer.

EASY PRINTS DISPLAY KIT



Mobile Version

Rich Media is Important for Visitor Engagement

The screenshot shows the Transfer Express website interface. At the top, there is a navigation bar with the company logo, a search bar, and links for 'Live Chat Online' and 'Login/Register'. Below the navigation bar, there are several menu items: TRANSFERS, DESIGN CENTER, UPLOAD ARTWORK, BLANK APPAREL, HEAT PRESSES, and HELP. A secondary navigation bar includes links for 'Transfer Express Media Library', 'Application Instructions', 'Printing Ideas & Techniques', and 'Additional Info'. The main content area features a large heading 'Resources & Videos' and a text box that reads: 'Our comprehensive resource library contains everything you need to know for apparel printing with custom screen printed transfers. Watch how-to videos, read tips and tricks on our blog and attend our educational webinars for everything in between. Inspiration from our social media pages will help get your sales ideas flowing!'.



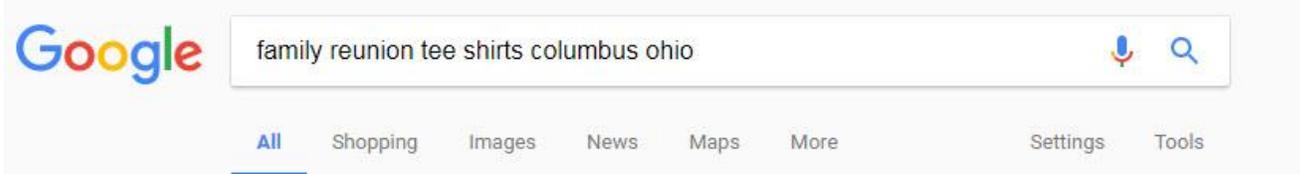
Related videos

- Set-Up of Transfer Express Booth...
Jun 05, 2017
89 Views
- Top 10 Summer T-shirt Sale Ideas
May 12, 2017
20 Views
- Heat Printing League Designs and...
May 09, 2017
6 Views
- Seniors Class Of T-Shirt Design
...

4

BUILD QUALITY BACKLINKS

Find some websites to link to your content. Think about quality over quantity. Find those golden gems.



About 238,000 results (1.09 seconds)

Family Reunion Tee Shirts - Design Online with Custom Ink®

www.customink.com/

High Quality Threads, Live Expert Help, Free Shipping & Money Back Guarantee!

Custom T-Shirts - from \$5.54 - Variety of Colors - More ▾

Custom T-Shirts

Retrieve A Saved Design.

Design Yours Today

Over 60 Million Printed

The Goodtime III in Cleveland - Best Family Reunion Venues

www.goodtimeiii.com/Private_Charter/Family_Reunion

Host your **family** event with ease on Cleveland's luxury ship, the Goodtime III.

Highlights: Comfortable & Relaxing Setting, Offers A Variety Of Custom Packages...

Family Reunion T-shirts - Create Custom Family Shirts Online

<https://www.customink.com/t-shirts/family-reunion-tshirts>

Design **family reunion t-shirts** & personalized gifts for your family, group, or reunion. CustomInk features free shipping, live help, and thousands of design ideas!

Family Reunion T-Shirts - Free Shipping - Cheapestees.com

www.cheapestees.com/family-reunion-tshirts.html

FREE SHIPPING On All **Family Reunion** Orders! Click on a design below to order and for more information. Minimum Order: 24 Garments; Don't See A **T-Shirt** ...

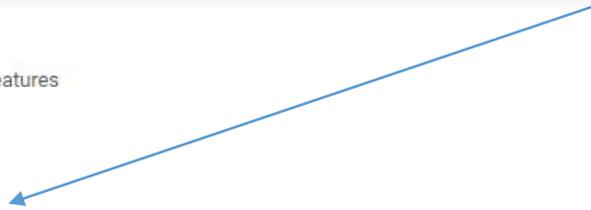
Family Reunion T-Shirts - Design Tee Shirts For Family Reunion Online

www.tshirtcafe.com/

Easily design your **family reunion t-shirts** online. Over 300 unique **family reunion t-shirt** designs to customize. 100 Family Slogans and Funny **family reunion** ...

A screenshot of a backlink checker tool. The URL input field contains "http://www.cheapestees.com/family-reunion-tshirts.html". Below the input field is a "Search" button. A "Hide Metrics" button is also visible. The tool displays several metrics:

Authority		Page Link Metrics	
DOMAIN AUTHORITY	PAGE AUTHORITY	JUST-DISCOVERED	ESTABLISHED LINKS
35 /100	27 /100	0 60 Days	2 Root Domains
SPAM SCORE: 1 /17			1,122 Total Links



4

BUILD QUALITY BACKLINKS

Find some websites to link to your content. Think about quality over quantity. Find those golden gems.

Google search results for "family reunion tee shirts columbus ohio". The search bar shows the query and the Google logo. Below the search bar are tabs for "All", "Shopping", "Images", "News", "Maps", "More", "Settings", and "Tools". The results show "About 238,000 results (1.09 seconds)". The first result is an advertisement for "Family Reunion Tee Shirts - Design Online with Custom Ink®" with a link to www.customink.com/. The second result is an advertisement for "The Goodtime III in Cleveland - Best Family Reunion Venues" with a link to www.goodtimeiii.com/Private_Charter/Family_Reunion. The third result is an advertisement for "Family Reunion T-shirts - Create Custom Family Shirts Online" with a link to <https://www.customink.com/t-shirts/family-reunion-tshirts>. The fourth result is "Family Reunion T-Shirts - Free Shipping - Cheapestees.com" with a link to www.cheapestees.com/family-reunion-tshirts.html. The fifth result is "Family Reunion T-Shirts - Design Tee Shirts For Family Reunion Online" with a link to www.tshirtcafe.com/. A blue arrow points from the fourth result to a separate box on the right.

URL: <http://www.cheapestees.com/family-reunion-tshirts.html> Search

Hide Metrics

Authority		Page Link Metrics	
DOMAIN AUTHORITY \updownarrow	PAGE AUTHORITY \updownarrow	JUST-DISCOVERED \updownarrow	ESTABLISHED LINKS \updownarrow
35 /100	27 /100	0 60 Days	2 Root Domains
SPAM SCORE: 1 /17			1,122 Total Links

ESTABLISHED LINKS \updownarrow

2 Root Domains

1,122 Total Links

CheapestTees.com Blog

The CheapestTees.com Blog is where to find the latest information on t-shirts, sweatshirts and polo shirts by brands such as Hanes, Alternative Apparel, American Apparel, Jerzees, Champion and more. You will also find coupon codes and sale information as well as other tidbits related to buying clothing online.

Google Search

WEDNESDAY, JUNE 30, 2010

Family Reunion T-Shirts As Low As \$4.00?

Yes - that's right and even lower if your family is big enough! Take a look at our new [Family Reunion T-Shirt](http://www.cheapestees.com/family-reunion-tshirts.html) page and order for your upcoming reunion.



Subscribe in a reader

LifeStation® Senior Alarm

24/7 Medical Alert
System Less than \$1/
day & No Hidden Fees!

Links

- [Follow Us On Twitter](#)
- [Find Us On Facebook](#)
- [Fresh Roses](#)
- [Cheap T-Shirts](#)
- [Valentine's Day Roses](#)

Backlink

This webpage has a link to our webpage that we want to promote!

<http://www.cheapestees.com/family-reunion-tshirts.html>

5 GROW WITH SOCIAL MEDIA

Social Media will help drive traffic and brand awareness to your site and encourage people to link to it

The image shows a screenshot of a Facebook page for 'Mr. Tee Shirts'. The page layout includes a left-hand navigation menu, a central post, and a right-hand sidebar with 'Places' and 'Pages' sections.

Left Hand Navigation:

- Home
- Posts
- Reviews
- Photos
- Shop
- Offers
- Community
- About
- Create a Page

Profile Information:

- Mr. Tee Shirts
- @Mr. Tee Shirts 1

Post:

- Mr. Tee Shirts
- September 7 at 9:50am · 🌐
- Get it while it's hot! New to the store, Trip Sauce Leggings.
-
- Trip Sauce Leggings**
- Trip Sauce Leggings are creatively trippy psychedelic custom design. These colorful leggings are going to be perfect for the next rave, festival, or Jam Band Co
- MRTEESHIRTS.NET
- 12 likes

Places:

- WholeSale Tee Shirt's (Clothing Store, 51 miles - NE Ohio, Canton)
- Tee Shirts SunFrog (Clothing (Brand))
- Tee Jaye's Country Place (Family Style Restaurant, Columbus, Ohio)

Pages:

- Mr. Tee Shirts (Clothing (Brand) - 17K like this)
- Lucky Dog Tee Shirts (5.0 stars, 4 reviews)

Bottom Right:

- STAHL'S TRANSFER EXPRESS. The Custom Transfer People

ONLINE FIELD TRIP



how to order family reunion t-shirts columbus ohio



All Shopping Images News Maps More Settings Tools

About 262,000 results (1.10 seconds)

Custom T-shirts Columbus

customtshirtscolumbus.com/

Most orders completed in 5 business days without a RUSH FEE. IF you have ... Custom T-shirts Columbus is proud to share some recent work. Check out our ...

Columbus Custom Tees

<https://columbuscustomtees.com/>

Columbus Custom Tees - Create your own designs or use our design templates and print them on a clothing product of your choice. ... Order Status; Get a Quote ... Sport-Tek Ladies Active Textured Polo · Ash Gildan Ultra Cotton Tee ...

Custom T-Shirts Columbus - 22 Photos - Graphic Design - 6473 ... - Yelp

<https://www.yelp.com> > Professional Services > Graphic Design

★★★★★ Rating: 5 - 2 reviews

review of Custom T-Shirts Columbus "These guys are great! ... I found these guys when I was looking for t-shirts printed for a family event. ... Think of us for corporate events, family reunions, holiday gifts and gift items. ... He then started Ohio's first digital T-shirt decorating business DTI, LLC which has many ...

Think about the questions your customers are asking in their heads. Think about the type of content/keywords that is related to your target audience, your industry and your business. Enter these terms in to Google and other search engines. Study the sites that rank highly. What type of content do they have? What keywords to they emphasize?

TOOLS



1 The Google Search Engine

- Your Basic Tool
- Competitor Analysis
- Use Google Commands to refine your search
 - site:
 - inurl:
 - intitle:
 - filetype:
 - Exclusions
 - social media
 - more...

Refine Web Searches

<https://support.google.com/websearch/answer/2466433?hl=en>

Advanced Google Shortcuts

<https://www.lifewire.com/advanced-google-search-3482174>

Use Google Search Commands To Get Useful Results On The First Page

<https://www.veodin.com/2012/11/22/google-search-commands/>





Keyword Research Tools

- Dozens of keyword tools
- Start with... Google
Search: t-shirt business
- Keywordtool.io
 - Free
 - Paid
 - Good for questions

People also ask

- How do I start my t shirt business? ▾
- How do I market my T shirt business? ▾
- How do you print your own T shirt? ▾
- How can I make my own t shirts at home? ▾

Searches related to t-shirt business

- t shirt **printing** business **start up**
- how to start a tshirt** business **with no money**
- t shirt business **profit**
- t shirt business **opportunities**
- t shirt business **success stories**
- t shirt business **plan**
- t shirt **printing** business **equipment**
- finch** t shirt



Get 750+ Google Keyword Suggestions For Free

Google YouTube Bing Amazon eBay App Store

type a keyword and press enter google.com English



Keyword Research Tools

- Dozens of keyword tools
- Start with... Google
Search: t-shirt business
- Keywordtool.io
 - Free
 - Paid
 - Good for questions

People also ask

- How do I start my t shirt business? ▾
- How do I market my T shirt business? ▾
- How do you print your own T shirt? ▾
- How can I make my own t shirts at home? ▾

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- t shirt **printing** business **equipment**
- finch** t shirt



Get 750+ Google Keyword Suggestions For Free

Google YouTube Bing Amazon eBay App Store



Research with Moz

Free Moz Tools

Try the best free tools for link building and analysis, keyword research, webpage performance, local listing audits, and more!

- Moz is h
- Started c
- Morphe
- service c
- Great fo
- Great fo
- Free acc
- More va
- Lot's of f
 - SEO E
- Great us
- Excellen

For SEO

Target with [Keyword Explorer](#) ↗

Leverage the largest, most accurate search keyword database to discover and prioritize the best keywords for your site.

Research with [Open Site Explorer](#) ↗

SEO starts with OSE. Uncover content and link building opportunities, track your site's link profile over time and compare to competitors for intelligent, targeted link building.

On-page Metrics with [MozBar](#) ↗

Examine and analyze important search, social and page metrics of any site you visit right in your Chrome browser.

Test drive the full toolset with higher limits and more features with [Moz Pro](#).

[Start my free 30-day trial](#)

For Local Marketing

Check [My Business Listing](#) ↗

See how your listing appears on local search engines and directories, and how it can improve with Moz Local.

Manage Permissions with [My Business Console](#) ↗

Google My Business admin management just got simpler. My Business Console is the easiest way for brands and franchisees to audit, add, and remove managers in bulk.

Research [Categories](#) ↗

Start optimizing local business listings by first assigning the right categories.

Make your business listing more visible with [Moz Local](#).

[Get my free Listing Score](#)



NEXT STEP

YOUR TOP 5 THINGS TO KNOW

01



Always write for people and not machines. Produce excellent content.

02



Embrace the Long Tail. Look for content keywords that serve your audience.

03



Have a clean, well designed site.
Complete important tags for ALL pages

04



Get some backlinks back to your site.
Look for low hanging fruit at first.

05



Get Social! Diversify your efforts by using social media and email marketing.

Next Steps

1. Research your target audience and competitors
2. Perform some base research on keywords and questions to answer
3. Get Local
 - Claim and complete local business listings
 - Use a service like <https://moz.com/local>
4. Get Social
 - Create a some social media presence for your company
 - Twitter | Facebook | YouTube are good places to start

Next Steps

5. Beware Fake News
 - There is a lot of bad and/or outdated SEO information
 - Tread lightly

6. Find someone you can trust
 - Digital marketing is a team sport
 - Find a consultant or professional you can trust

7. Give value and you will be rewarded

8. Have fun!

danke
gracias grazie
thank you
arigato efharisto
hvala cheers
spasiba merci
paldies vinaka
grassie stuutiya supas
gratzias murakoze chokrane manana tanan
tashakor bedankt nandri wado akiba
marahaba dekoju trugéré misaotra spas
meharbani köszönöm buznyg dankie
dзиакужу blagodaria multumesc
shukriyaa
tanmirt waybale sulpáy welalin
ngiyabonga
tenki blagodaram obrigada
obrigado
tanemirt
merkzi shakkran miigwech
matondi matondo
takk skee menlau
taiku waita
dakujem soolong
mèsi
dankewol barkal
salamat
zikomo modupe
rahmat kinisou
talofa saha
omol shukran mahalo shukria nuhun
danki sobodi kiitos saadi
aitah



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