



Claiming Your Bubble

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Search Engine Optimization Strategy++

Search Engine Optimization plays an essential role in marketing success. But SEO success factors are constantly changing. So look like what will an effective SEO strategy look like in the year ahead.

<https://searchengineland.com/four-pillars-effective-seo-strategy-285584>

Intelligent Search is Changing What It Means to Rank++

Organic search rank used to be the main concern of businesses seeking to be found online, but with maps, shopping options, reviews, and mobile-first commerce the search services that drive business to businesses have changed in the last few years. In short, search has become intelligent.

http://offers.yext.com/ist-wp-1?utm_source=emarketer&utm_medium=display&utm_term=FYI

19 Technical SEO Facts for Beginners**

What to dip your toe into technical SEO? Here are some fun tidbits for those just starting out. There are many little nuances to it that make it exciting, and its practioners are required to have excellent problem solving and critical thinking skills.

https://searchengineland.com/19-technical-seo-facts-beginners-282949?utm_source=marketo&utm_medium=email&utm_campaign=

14 Ways to Get Smarter with Your Content and SEO**

A formula for SEO and content marketing success. Despite the many ways Google has changed the search game over the past five years. One truth remains "content" is the vehicle that drives your consumer interactions.

<https://searchengineland.com/14-ways-get-smarter-content-seo-283309>





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Where Consumers Conduct Product Research Online**

Chart and article on where consumer search for products-comparing Amazon to Search Engines and Social Media Sites.

<http://www.marketingcharts.com/digital/seo-80365>

Improve Your Local Ranking on Google**

Local results appear for people who search for businesses and places near their location. They're shown in a number of places across Maps and Search. This site shows you how to use Google for people to find your business.

<https://support.google.com/business/answer/7091?hl=en>

The Periodic Table of SEO Success Factors**

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. This infographic shows some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

<https://searchengineland.com/seotable>

Three Ways to Use a Domain Name for Business Today**

Registering a domain name is one of the first steps to starting a new business. But once you have that domain name, what do you do? Don't stress over building an online space. Start using a domain name right away. Here are three ways to do it.

<https://searchengineland.com/three-ways-use-domain-name-business-today-286465>





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Where to Go Next with Your Google My Business Listing**

Here is the next step if you have setup your Google My Business listing, but still aren't seeing results. Here are some suggestions to further optimize your listing for better local search visibility.

<https://searchengineland.com/go-next-google-business-listing-286525>

SEO 101: Which URL Versions to Add to Google Search Console**

What to dip your toe into technical SEO? Here are some fun tidbits for those just starting out. There are many little nuances to it that make it exciting, and its practitioners are required to have excellent problem solving and critical thinking skills.

https://searchengineland.com/19-technical-seo-facts-beginners-282949?utm_source=marketo&utm_medium=email&utm_campaign=

Local Ranking Factors Study Finds Reviews and Organic SEO Best Practices Boost Local Visibility**

This report looked at 200+ factors over 100,000 local businesses in 150 cities to determine variables related to ranking in Google's local results. The conclusion that organic rankings (e.g. links, key words, anchor text)

<https://searchengineland.com/local-ranking-factors-study-finds-reviews-organic-seo-best-practices-boost-local-visibility-286497>

