

* HOW TO RANK ON GOOGLE



Prepared by:

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SINCE 1981



ABOUT

Jessica LaShawn is the Founder of Mogul Academy, an organization that assists underserved youth around the globe with specific interests in philanthropy and business. The youth within her organization are taught vital skills within the entrepreneurship space and put them to action weekly.

Jessica has over fifteen years of experience in television and media and serves as a digital content technologist that helps urban minority women brand their businesses.



THE BASICS

Website
Name
Branding
Social Media
Links
Bio

STRENGTHS AND WEAKNESSES

STRENGTHS

- SEO
- Keywords
- Backlinks

WEAKNESSES

- Site Speed
- Https



VOCABULARY

SEO short for search engine optimization.

BACKLINKS an incoming hyperlink from one web page to another website.

SERPS search engine result pages

**RANKING
FACTOR** an element of how a search engine determines where to rank a certain page, such as the number of inbound links to a page or the contents of the title tag on that page.

COMPETITIVE ANALYSIS

HOW TO FIND YOUR
COMPETITOR

HOW TO BUILD AN ONLINE
STRATEGY



YOUR MAJOR TOOLS

Social Media Engagement
Social Sharing
Utilizing Powerful Websites

- **Social Media Explorer**

SME is both a strategic services agency and a blog with a bevy of social media and marketing experts. The SME blog is consistently considered one of the most insightful in the industry, and several of its authors have written popular books on several aspects of digital and social marketing.

2) Scott Monty

Monty is a marketing guru who covers a ton of subjects. However, his social media articles are always eye-opening. If you haven't heard of him yet, check out his "this week in digital" posts -- these will keep you up-to-date with all the news on social, and every other aspect of digital marketing as well.

3) Social Media Examiner

Not to be confused with Social Media Explorer, the Examiner is one of the top blogs in the world for social media. Its social media reports are filled with all the important data social marketers want, and the blog posts are filled with valuable tips, as well. If I had to pick just one social media blog to follow, this is the one I would choose.

4) HubSpot Marketing Blog

On the HubSpot Marketing Blog, you can find breaking news and actionable how-to guides on every social network there is.

STRENGTHS AND WEAKNESSES

STRENGTHS

- Media Coverage
- Networking with Industry Peers
-

WEAKNESSES

- One Page Sites
- Sites without Social Media Updates
- Sites with out Media



LIST YOUR BUSINESS

CRUNCHBASE

BUSINESS.COM

YELP

CHICAGONOW OR MEDIUM



YOUR BEST BETS

-EVENTS

-CUSTOMER REVIEWS

**-REVIEWS OF PRODUCTS YOUR
COMPANY USES**

THANK YOU FOR WATCHING

Q AND A



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