DESIGNBLAZE

GET FOUND.
GET CHOSEN.
GET CUSTOMERS.



How to Make Google and Your Website Work Together

Janeiro Blackmon
Founder, DesignBlaze

THE BOARD OF DIRECTORS

Every business has a story.
This is the part of mine that matters most.

- CEO: **Sharee**
- Chief Inspiration Officer: **Rio**
- Head of Security: **Da$h**



THIS ISN'T A 2-HOUR POWERPOINT.



WE'RE GOING TO:

SEARCH. DISCUSS. TEST. IMPROVE.

KEEP YOUR LAPTOP OR PHONE HANDY.

WHO'S IN THE ROOM?

DISCUSSION

QUICK SHOW OF HANDS...

WHO OWNS A BUSINESS?
WHO HAS A WEBSITE?
WHO HAS A GOOGLE BUSINESS PROFILE?
WHO GETS MOST OR ALL OF THEIR BUSINESS FROM REFERRALS?



Have you ever discovered a great business and thought...

"HOW HAVE I NEVER HEARD OF THIS PLACE?"



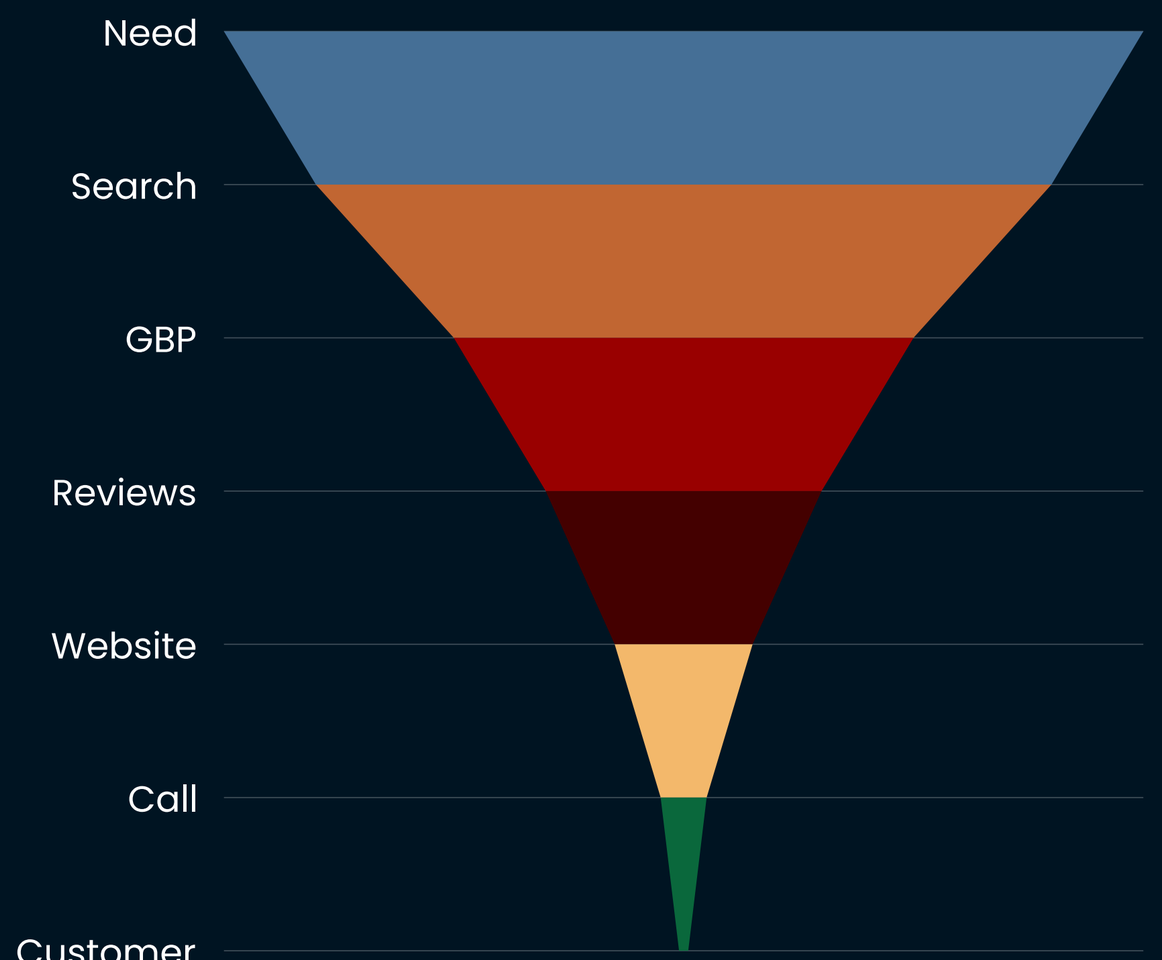


SOME GREAT BUSINESSES GET FOUND TOO LATE.

I THOUGHT A BETTER WEBSITE WOULD FIX EVERYTHING.



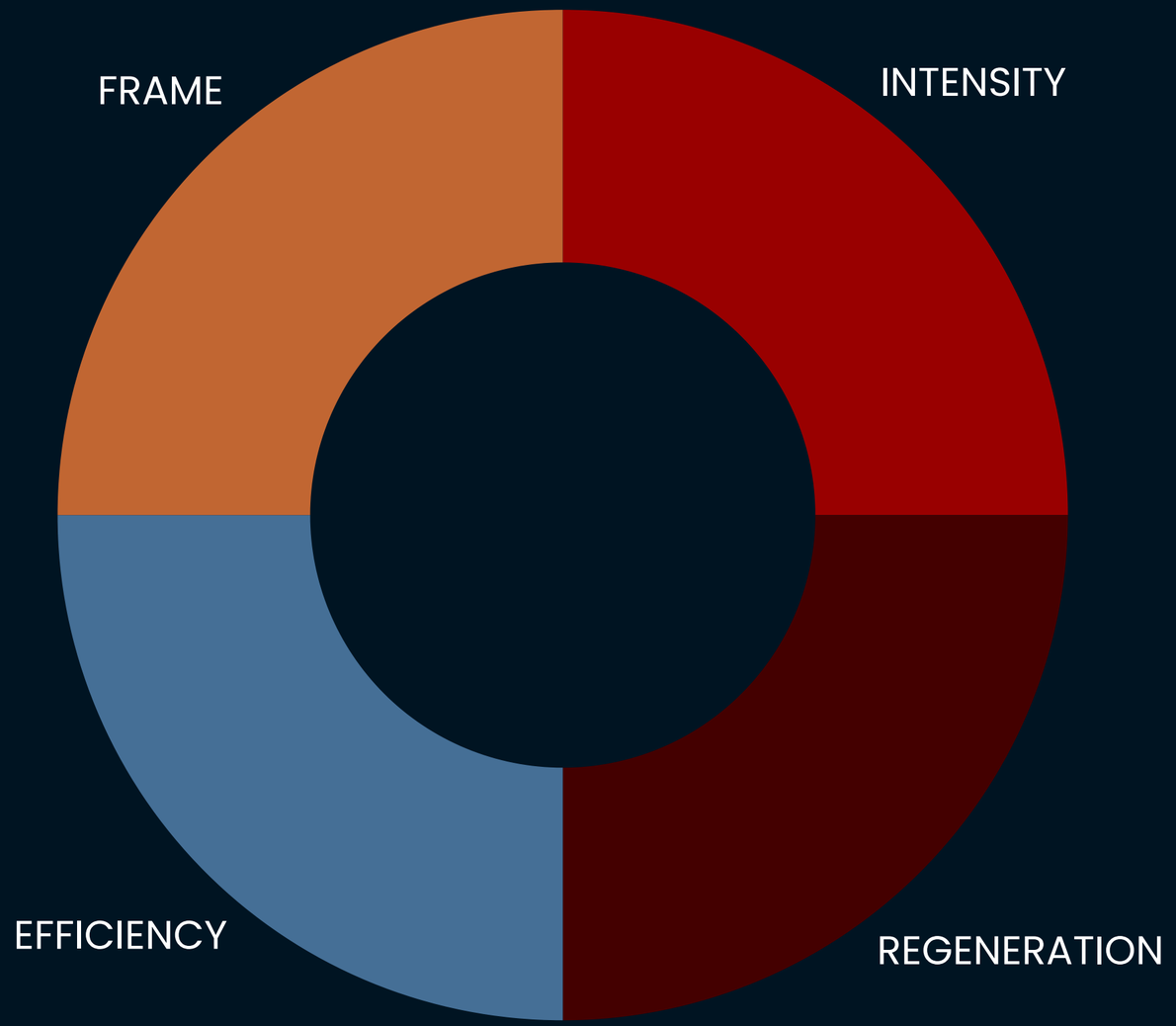
THE WEBSITE WAS NEVER THE WHOLE STORY.



FOUND → TRUSTED → CHOSEN → CUSTOMER

THE FIRE FRAMEWORK

A simple framework for helping great businesses get found, trusted, and chosen.



FRAME

“People don't understand what I do.”

CLARIFY YOUR MESSAGE.

INTENSITY

“People can't find me.”

INCREASE YOUR VISIBILITY.

REGENERATION

“We only get business from word of mouth.”

MAKE WORD OF MOUTH PREDICTABLE.

EFFICIENCY

“I don't have time to market my business.”

BUILD MARKETING SYSTEMS.

BLACKBOARD SESSION

SO HOW DOES F.I.R.E. REALLY APPLY?



UNDERSTANDABLE → VISIBLE → REPEATABLE → SUSTAINABLE

LET'S PUT THE FRAMEWORK TO WORK.

START THINKING ABOUT YOUR BUSINESS DIFFERENTLY.

Where is my biggest gap?

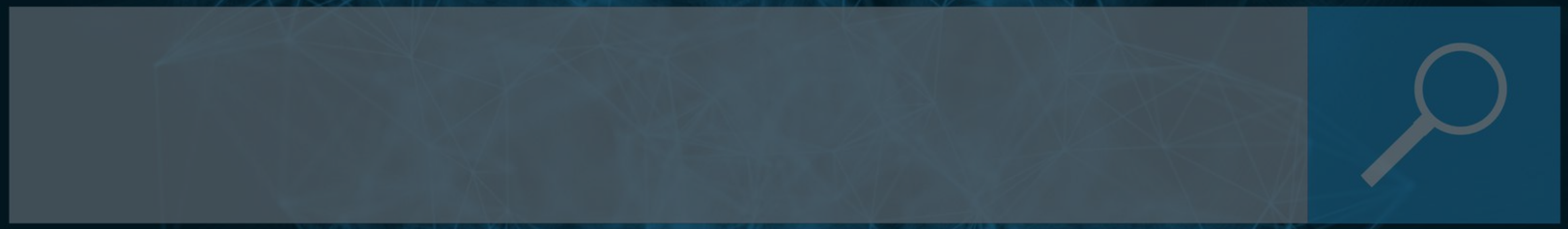
What should I focus on for the next 90 days?

FRAME → INTENSITY → REGENERATION → EFFICIENCY

DISCUSSION

QUICK QUESTION...

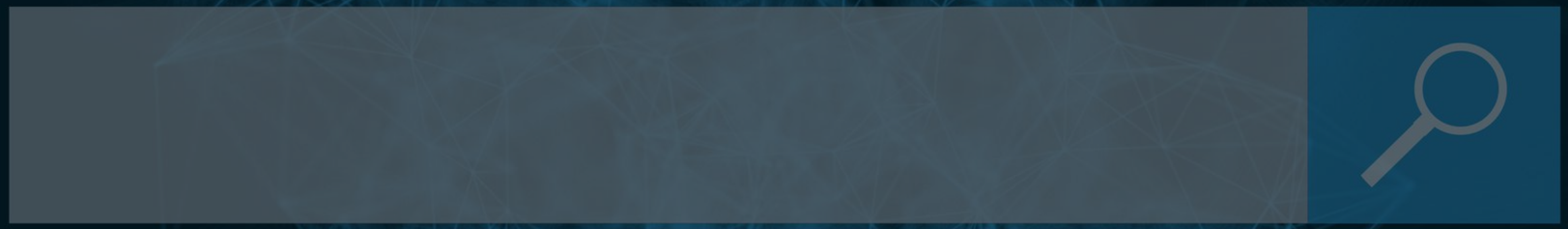
WHO KNOWS WHAT SEO IS?



DISCUSSION

“I’M #1 ON GOOGLE.”

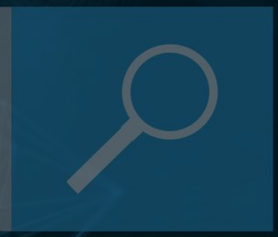
FOR WHAT???



WORK SESSION

DON'T GOOGLE YOUR BUSINESS NAME.

SEARCH LIKE A CUSTOMER.



1. Pick ONE service you want more customers for.
2. Search: SERVICE + CITY
3. Do NOT use your business name.

DID YOU SHOW UP? • WHAT DID SHOW UP? • WHAT DO YOU NOTICE?

LIVE DEMO

GOOGLE ISN'T JUST ONE LIST



LET'S BREAK DOWN WHAT YOUR CUSTOMERS ACTUALLY SEE.

ADS • MAP PACK • ORGANIC • DIRECTORIES • QUESTIONS • AI

AND GOOGLE ISN'T THE ONLY PLACE PEOPLE SEARCH ANYMORE.

LIVE DEMO

STOP GUESSING WHAT PEOPLE SEARCH.

KEYWORD RESEARCH = CUSTOMER RESEARCH.



YOUR CUSTOMERS ARE ALREADY TELLING YOU WHAT THEY WANT.

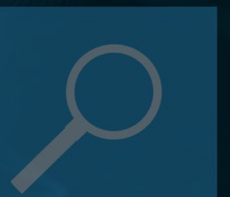
USE THE LANGUAGE *YOUR CUSTOMERS* USE TO DESCRIBE YOUR BUSINESS

*TOOL DEMO DISCLAIMER — FOCUS ON THE PROCESS, NOT THE SOFTWARE.

LIVE DEMO

WHAT QUESTIONS ARE THEY ASKING?

QUESTIONS = CONTENT OPPORTUNITIES.



WEBSITE • FAQS • ARTICLES • VIDEOS • SOCIAL • AI

ANSWER THE PUBLIC

*TOOL DEMO DISCLAIMER — FOCUS ON THE PROCESS, NOT THE SOFTWARE.

YOUR CUSTOMERS ARE TELLING YOU WHAT CONTENT TO CREATE.



EVERY USEFUL ANSWER CREATES ANOTHER DIGITAL FOOTPRINT.

BLACKBOARD SESSION

YOUR DIGITAL FOOTPRINT.



HOW MUCH EVIDENCE DOES THE INTERNET HAVE ABOUT YOUR BUSINESS?

THE INTERNET IS TRYING TO FIGURE OUT 3 THINGS.



1 WHAT

What do you do?

SERVICES • EXPERTISE • PROBLEMS YOU SOLVE

2 WHERE

Where do you do it?

LOCATION • SERVICE AREAS • LOCAL RELEVANCE

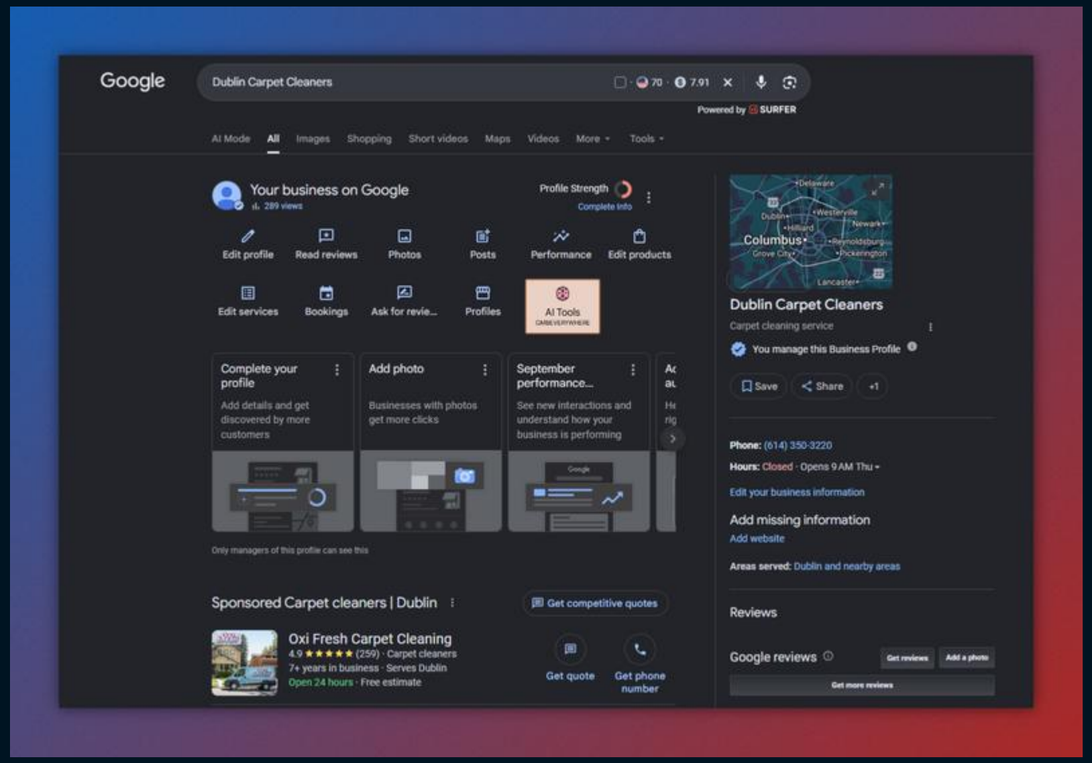
3 WHY

Why should I trust you?

REVIEWS • MENTIONS • LINKS • AUTHORITY

MAKE IT EASY FOR PEOPLE AND MACHINES TO UNDERSTAND YOUR BUSINESS.

YOUR GOOGLE BUSINESS PROFILE IS MORE THAN A LISTING.



IT HELPS GOOGLE UNDERSTAND WHAT YOU DO, WHERE YOU DO IT, AND WHY CUSTOMERS TRUST YOU.

WORK SESSION

FIND YOUR BUSINESS ON GOOGLE MAPS.

https://maps.google.com

SEARCH YOUR EXACT BUSINESS NAME

LOOK AT YOUR PROFILE LIKE A CUSTOMER.

If you knew nothing about this business, what would this profile tell you?

CATEGORY • HOURS • SERVICES • PHOTOS • REVIEWS • WEBSITE

LIVE DEMO

LET'S LOOK UNDER THE HOOD.

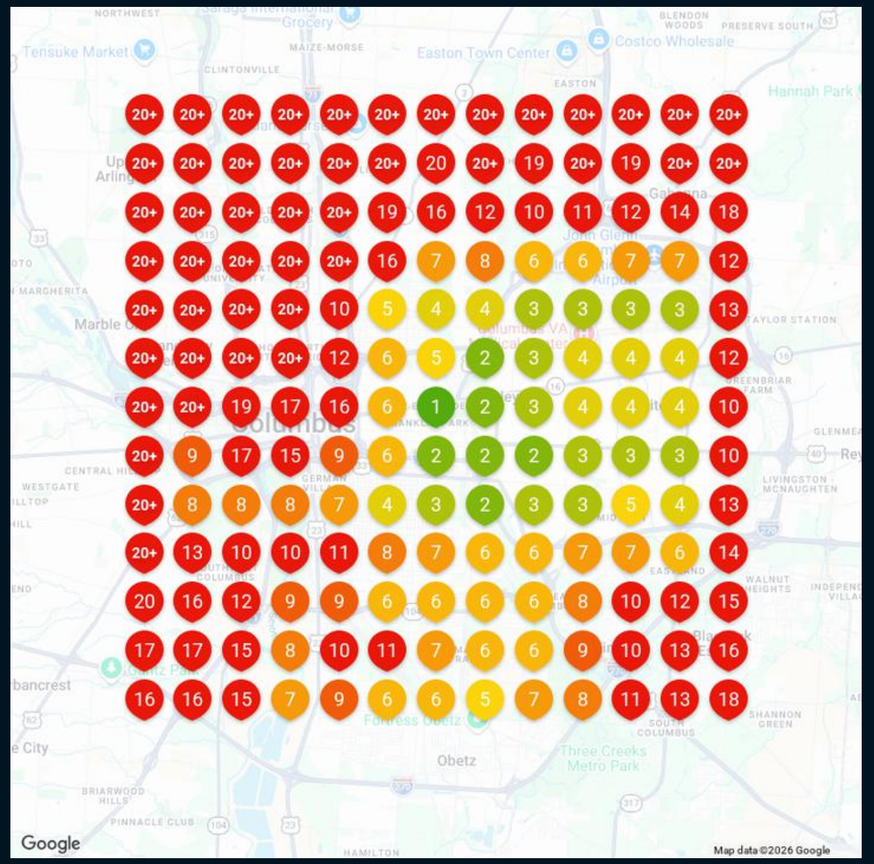
WHAT IS GOOGLE LEARNING ABOUT YOUR BUSINESS?



CATEGORY • SERVICES • REVIEWS • PHOTOS • COMPETITORS

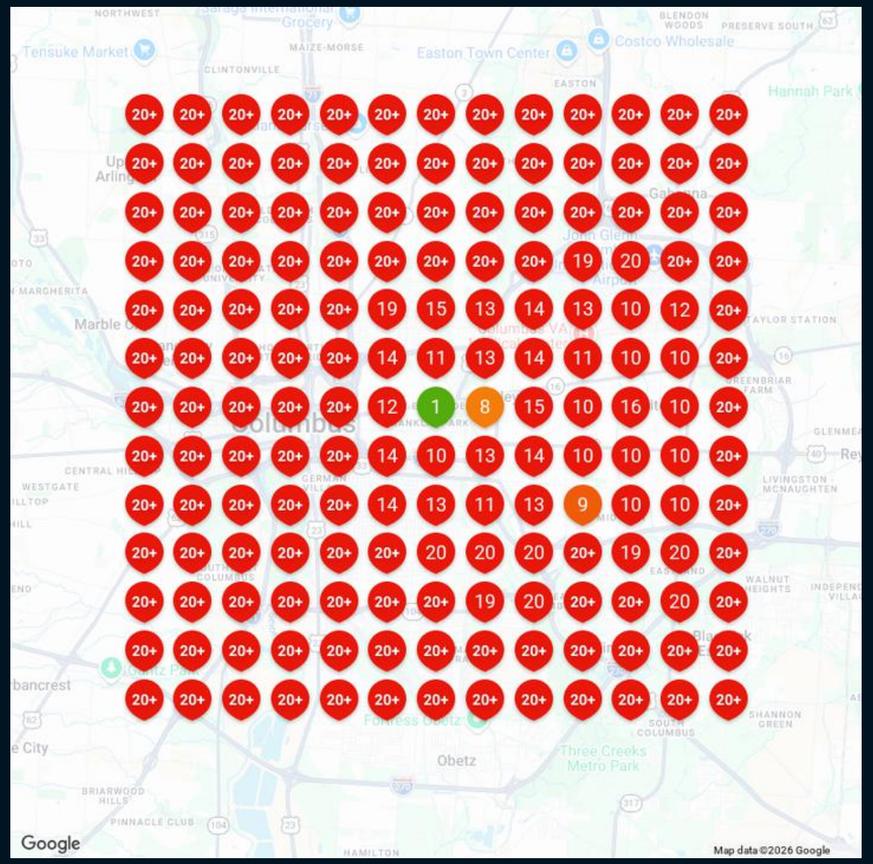
YOUR GOOGLE RANKING ISN'T JUST ONE NUMBER.

WHERE SOMEONE SEARCHES FROM CAN CHANGE WHAT THEY SEE.

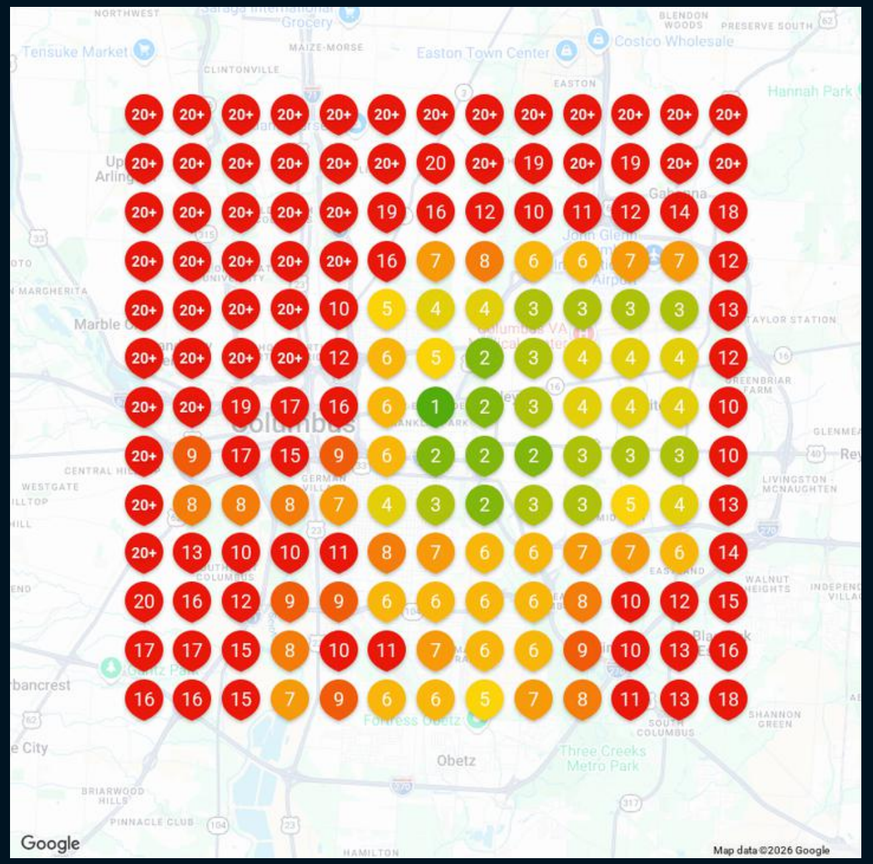


SAME BUSINESS. SAME KEYWORD. DIFFERENT LOCATION.

WHAT DOES IMPROVED VISIBILITY LOOK LIKE?

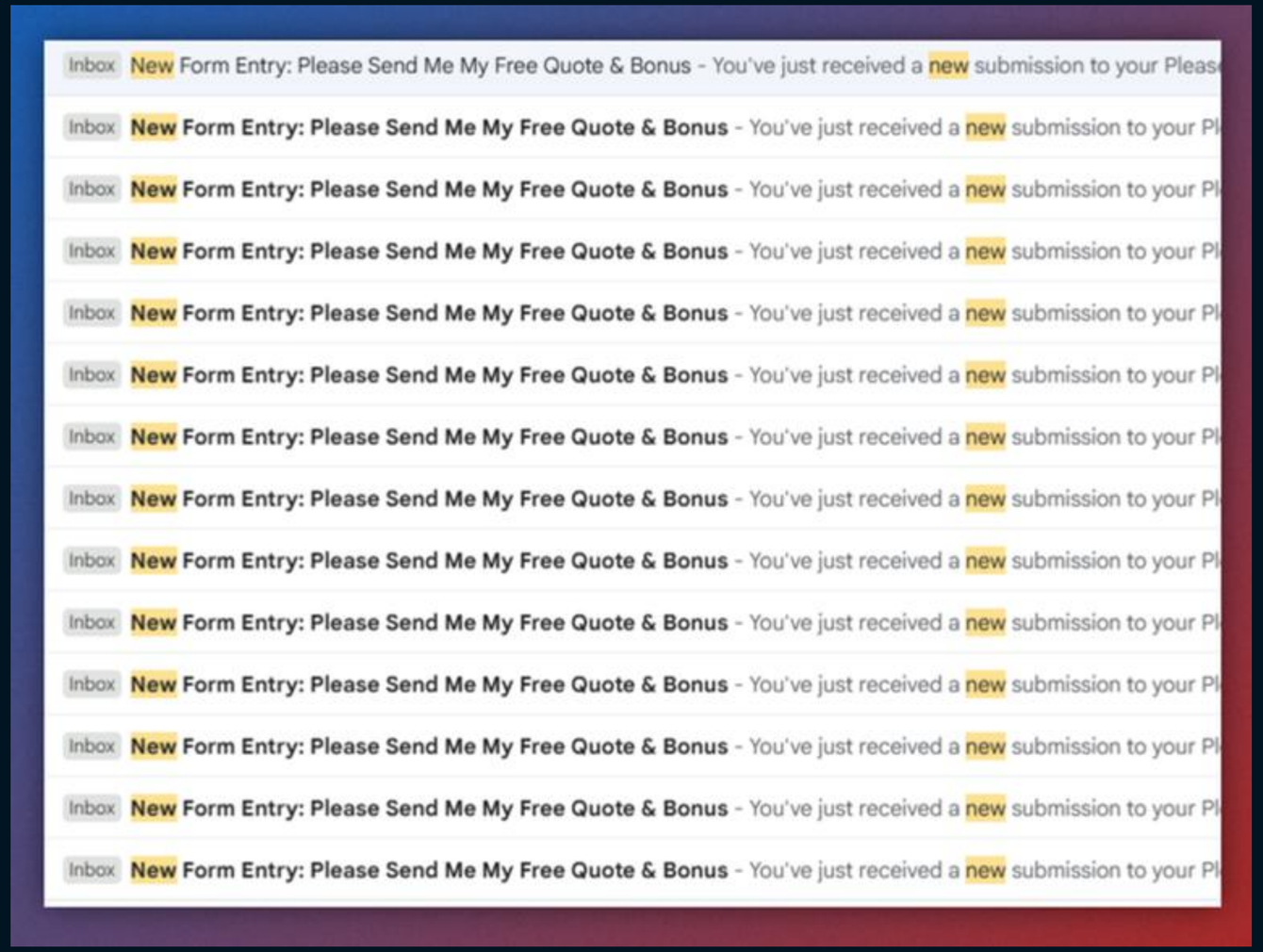


BEFORE SEO IMPROVEMENTS



APPROX. 2 MONTHS AFTER

VISIBILITY CREATES OPPORTUNITIES



GETTING FOUND IS THE START. GETTING CHOSEN IS THE GOAL.

GETTING FOUND DOESN'T MEAN

YOU'LL GET CHOSEN.

FOUND → CONSIDERED → TRUSTED → CHOSEN

NOW LET'S TALK ABOUT YOUR WEBSITE.



YOUR WEBSITE HAS ONE BIG JOB.



TURN INTEREST INTO CONFIDENCE. TURN CONFIDENCE INTO ACTION.

WORK SESSION

YOUR WEBSITE HAS 10 SECONDS TO MAKE AN IMPRESSION.

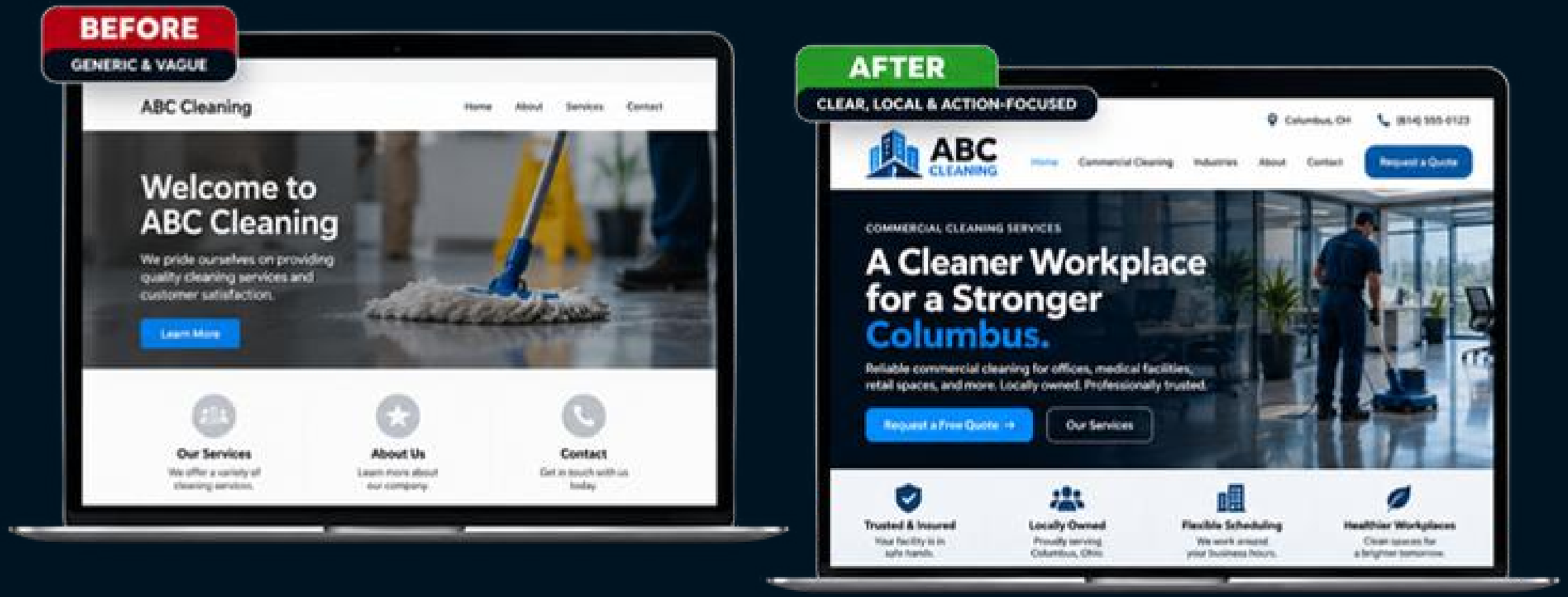
OPEN YOUR WEBSITE. LOOK AT IT LIKE A FIRST-TIME VISITOR.

CAN SOMEONE IMMEDIATELY TELL...

WHAT YOU DO
WHO YOU HELP AND WHERE
WHY THEY SHOULD TRUST YOU
WHAT THEY SHOULD DO NEXT

IF THEY HAVE TO FIGURE IT OUT, YOU'RE MAKING THEM WORK TOO HARD.

SAME BUSINESS. SAME SERVICE. DIFFERENT FIRST IMPRESSION.



CLEAR SERVICE. LOCAL RELEVANCE. REAL TRUST. STRONG CALL TO ACTION.

LIVE DEMO

YOUR WEBSITE NEEDS TO MAKE SENSE TO GOOGLE, TOO.

WHAT CUSTOMERS SEE IS ONLY PART OF THE STORY.

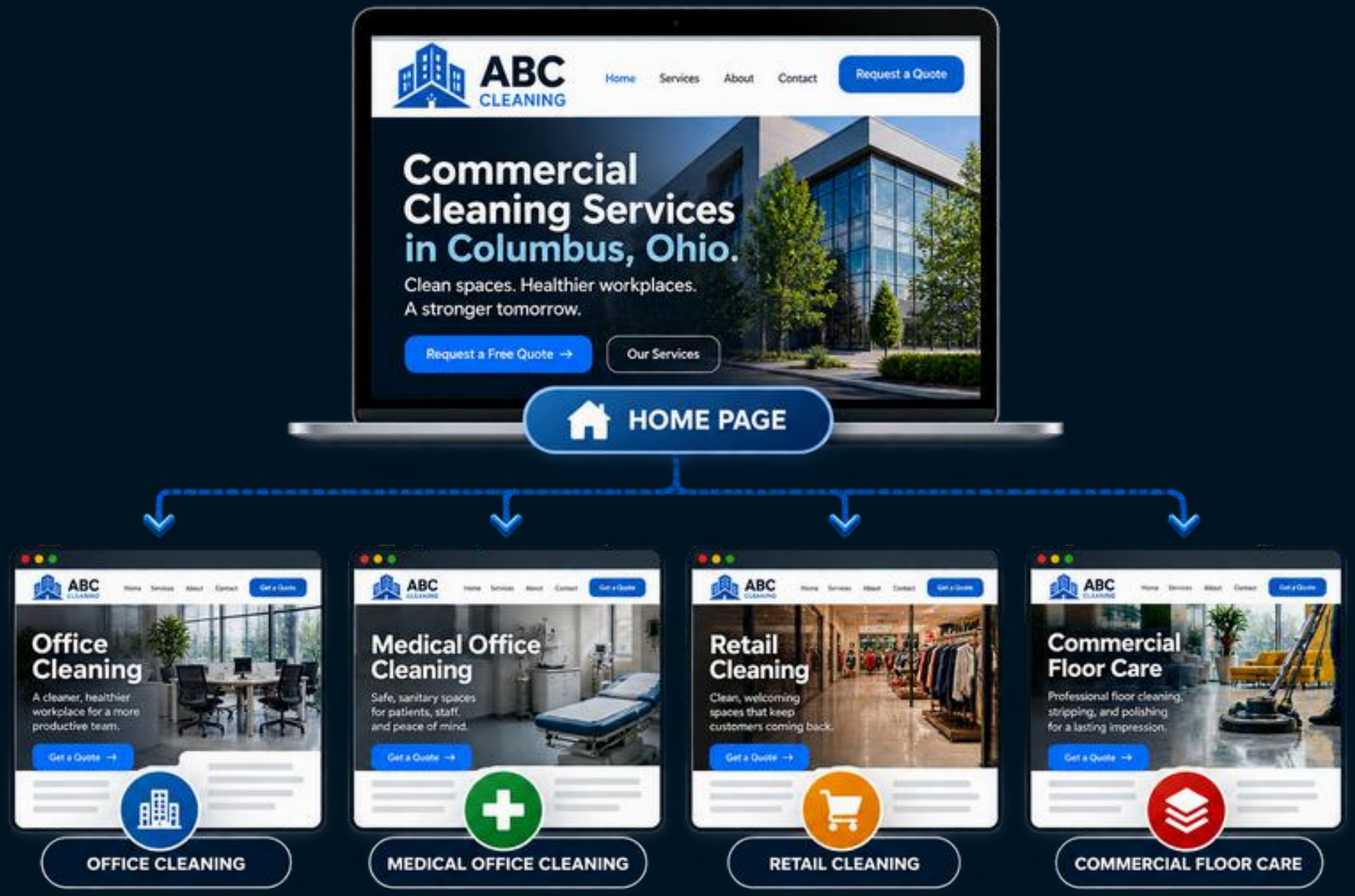
LET'S LOOK UNDER THE HOOD AGAIN

PAGE TITLES · META DESCRIPTIONS · HEADINGS · CONTENT · IMAGE ALT TEXT · INTERNAL LINKS



DON'T MAKE GOOGLE GUESS WHAT YOUR PAGE IS ABOUT.

ONE WEBSITE. MULTIPLE OPPORTUNITIES TO GET FOUND.



EVERY USEFUL SERVICE PAGE IS ANOTHER OPPORTUNITY TO BE DISCOVERED.

COLUMBUS RISE

COLUMBUS BUSINESS SPOTLIGHTS



YOUR REPUTATION GOES BEYOND YOUR WEBSITE.

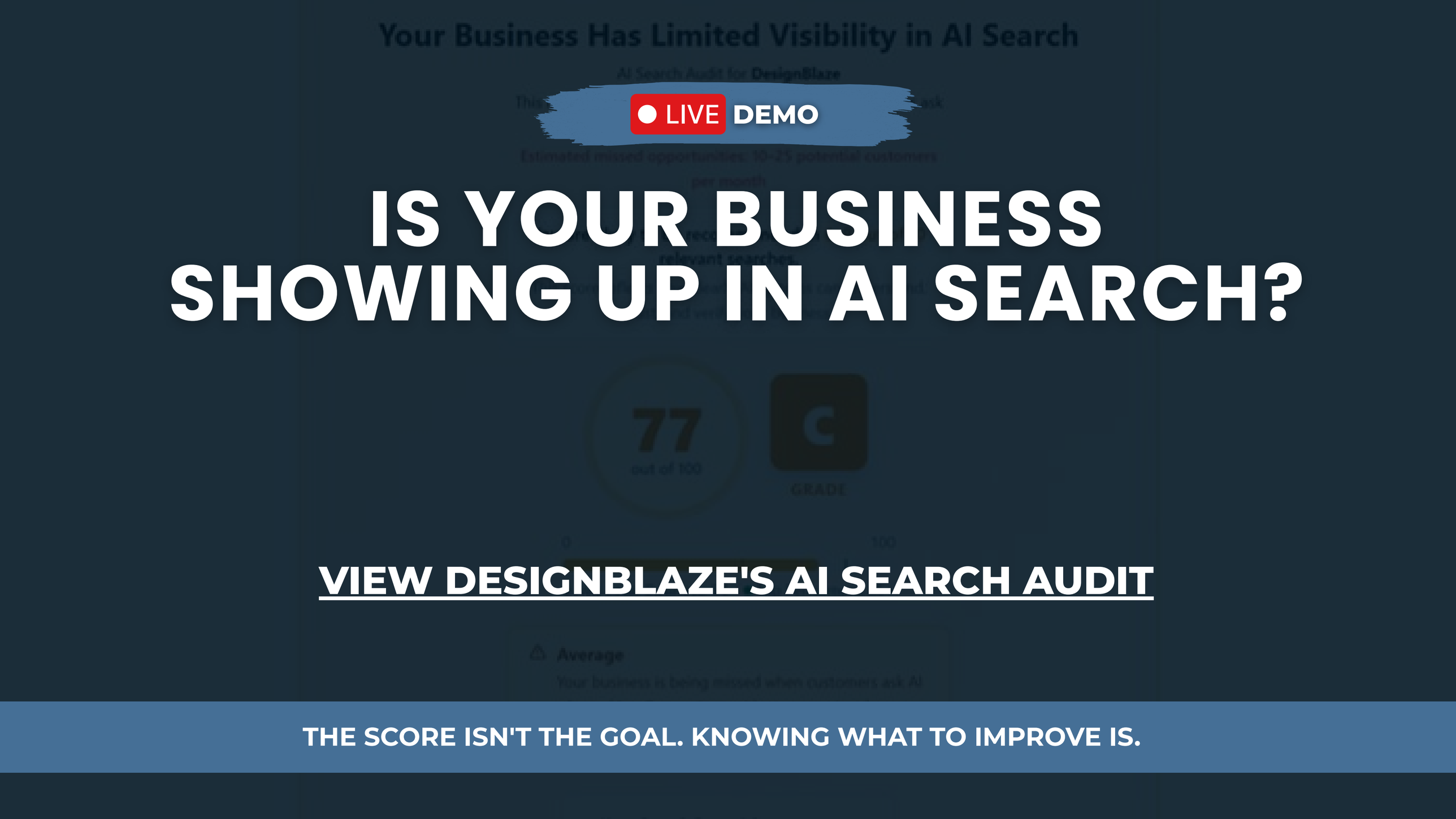
WHAT OTHER WEBSITES SAY ABOUT YOUR BUSINESS MATTERS, TOO.

LOCAL FEATURES · BUSINESS DIRECTORIES · COMMUNITY MENTIONS · BACKLINKS

SEARCH IS CHANGING. IS YOUR BUSINESS READY?



PEOPLE AREN'T JUST SEARCHING WITH KEYWORDS ANYMORE.
THEY'RE ASKING QUESTIONS AND HAVING CONVERSATIONS.


Your Business Has Limited Visibility in AI Search
LIVE DEMO
IS YOUR BUSINESS SHOWING UP IN AI SEARCH?
77
out of 100
GRADE
VIEW DESIGNBLAZE'S AI SEARCH AUDIT
THE SCORE ISN'T THE GOAL. KNOWING WHAT TO IMPROVE IS.

WORK SESSION

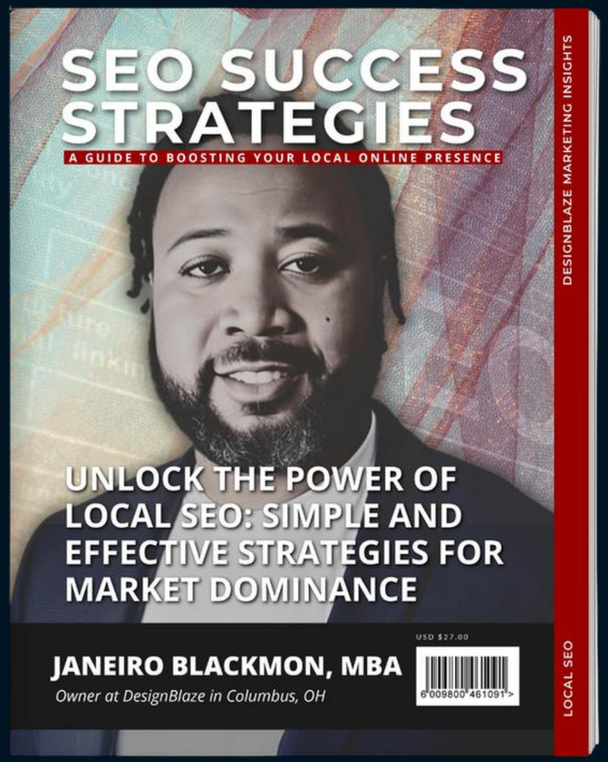
WHAT WILL YOU DO DIFFERENTLY IN THE NEXT 90 DAYS?

FRAME	INTENSITY	REGENERATION	EFFICIENCY
What needs to be clearer?	Where do you need more visibility?	How will you build more trust?	What can you simplify or automate?

ONE PRIORITY. ONE ACTION. STARTING TODAY.

KEEP THE MOMENTUM GOING.

YOUR FREE LOCAL SEO SUCCESS GUIDE



GET RESOURCE

10 PRACTICAL STEPS TO HELP MORE CUSTOMERS FIND YOUR BUSINESS



GET FOUND.
GET CHOSEN.
GET CUSTOMERS.