



**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.



WORK SESSION

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 GET 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.**

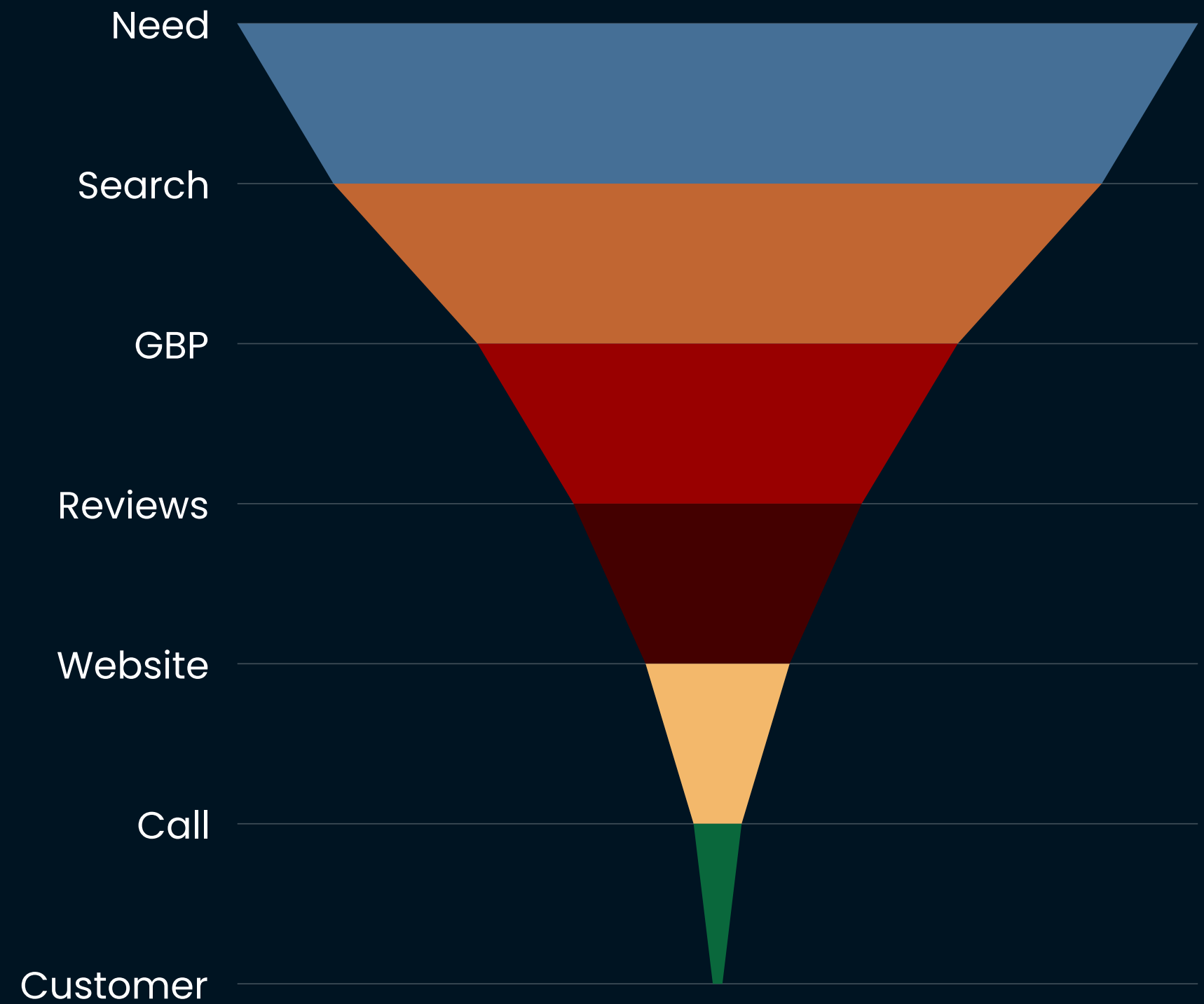
A blue rectangular sign with white text. The word "Sorry" is in a cursive script at the top. Below it, "WE'RE" is in a simple sans-serif font. At the bottom, "CLOSED" is in a large, bold, blocky sans-serif font. The sign is slightly tilted and has a weathered appearance.

Sorry
WE'RE
CLOSED

**I THOUGHT
A BETTER
WEBSITE
WOULD FIX
EVERYTHING.**



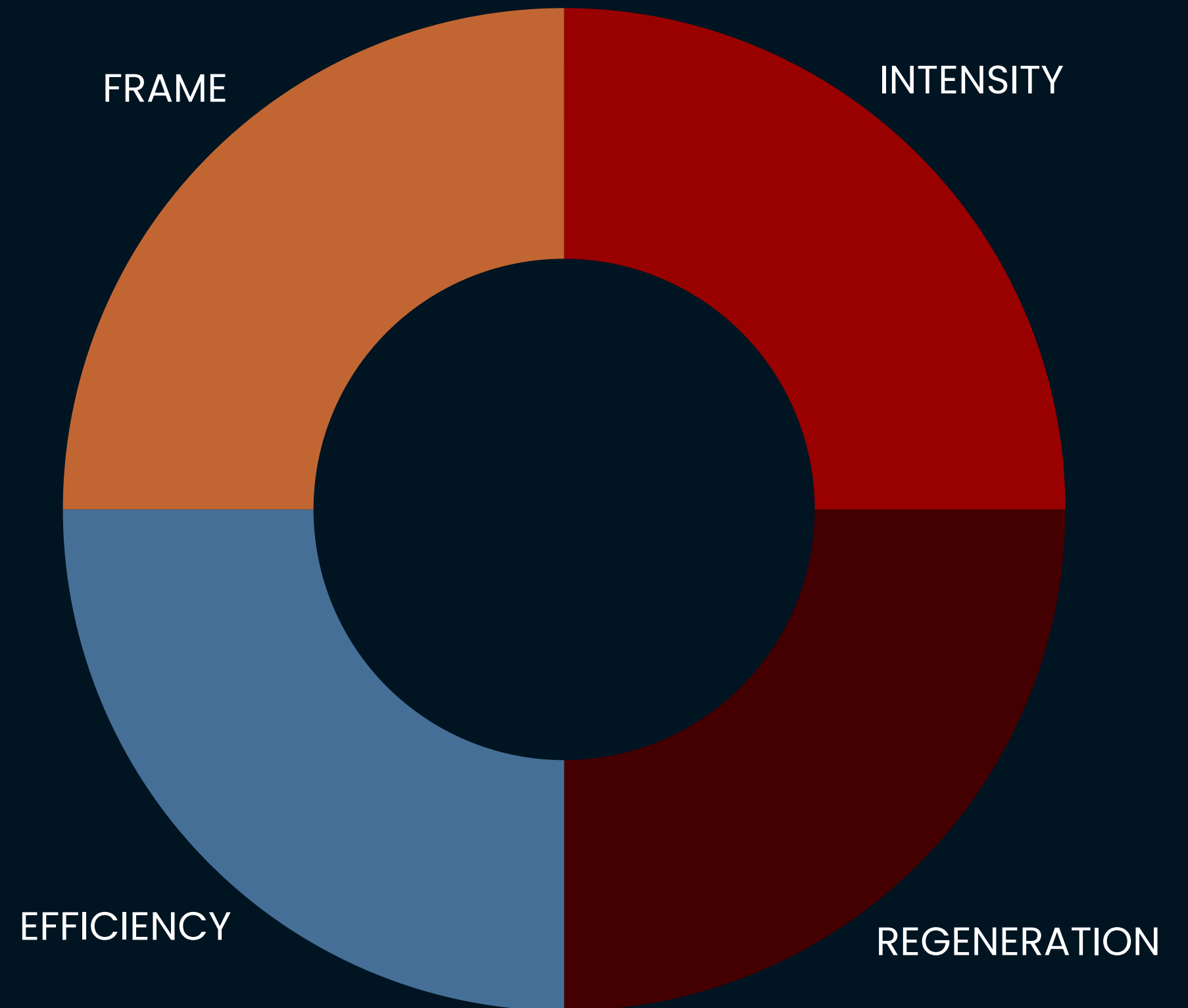
**THE
WEBSITE
WAS
NEVER THE
WHOLE
STORY.**



FOUND → TRUSTED → CHOSEN → CUSTOMER

THE FIRE FRAMEWORK

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



FRAME



INTENSITY



REGENERATION



EFFICIENCY



“People don't understand what I do.”

CLARIFY YOUR MESSAGE.

“People can't find me.”

INCREASE YOUR VISIBILITY.

“We only get business from word of mouth.”

MAKE WORD OF MOUTH PREDICTABLE.

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

BUILD MARKETING SYSTEMS.



BLACKBOARD
SESSION

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

FRAME

INTENSITY

REGENERATION

EFFICIENCY

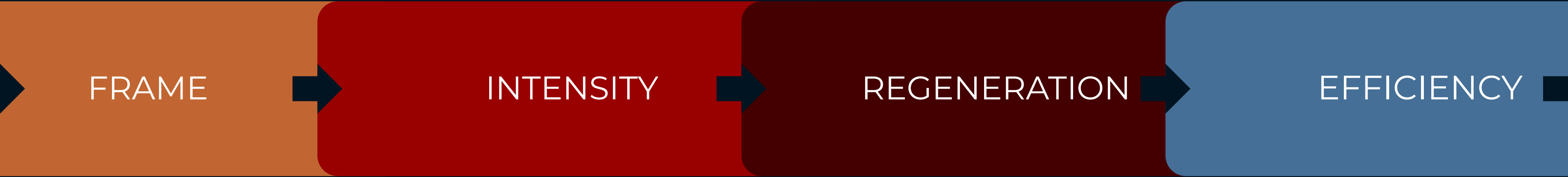
UNDERSTANDABLE → VISIBLE → REPEATABLE → SUSTAINABLE

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?

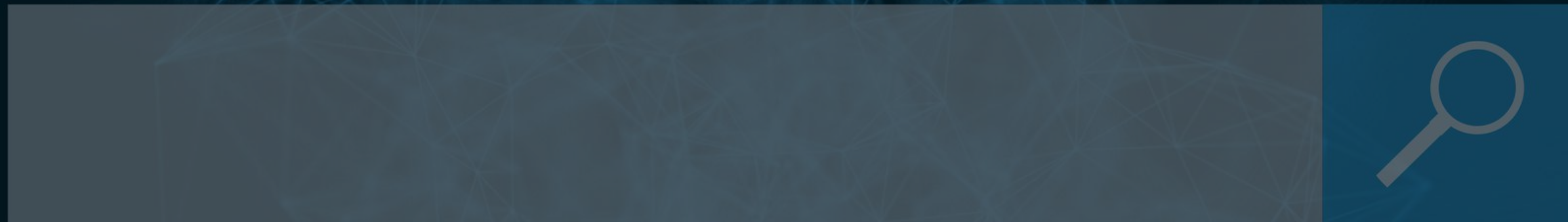




DISCUSSION

"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

commercial cleaning company Columbus Ohio



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 “*THEY*” 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.**



WHAT

What do you do?

SERVICES • EXPERTISE • PROBLEMS YOU SOLVE

WHERE

Where do you do it?

LOCATION • SERVICE AREAS • LOCAL RELEVANCE

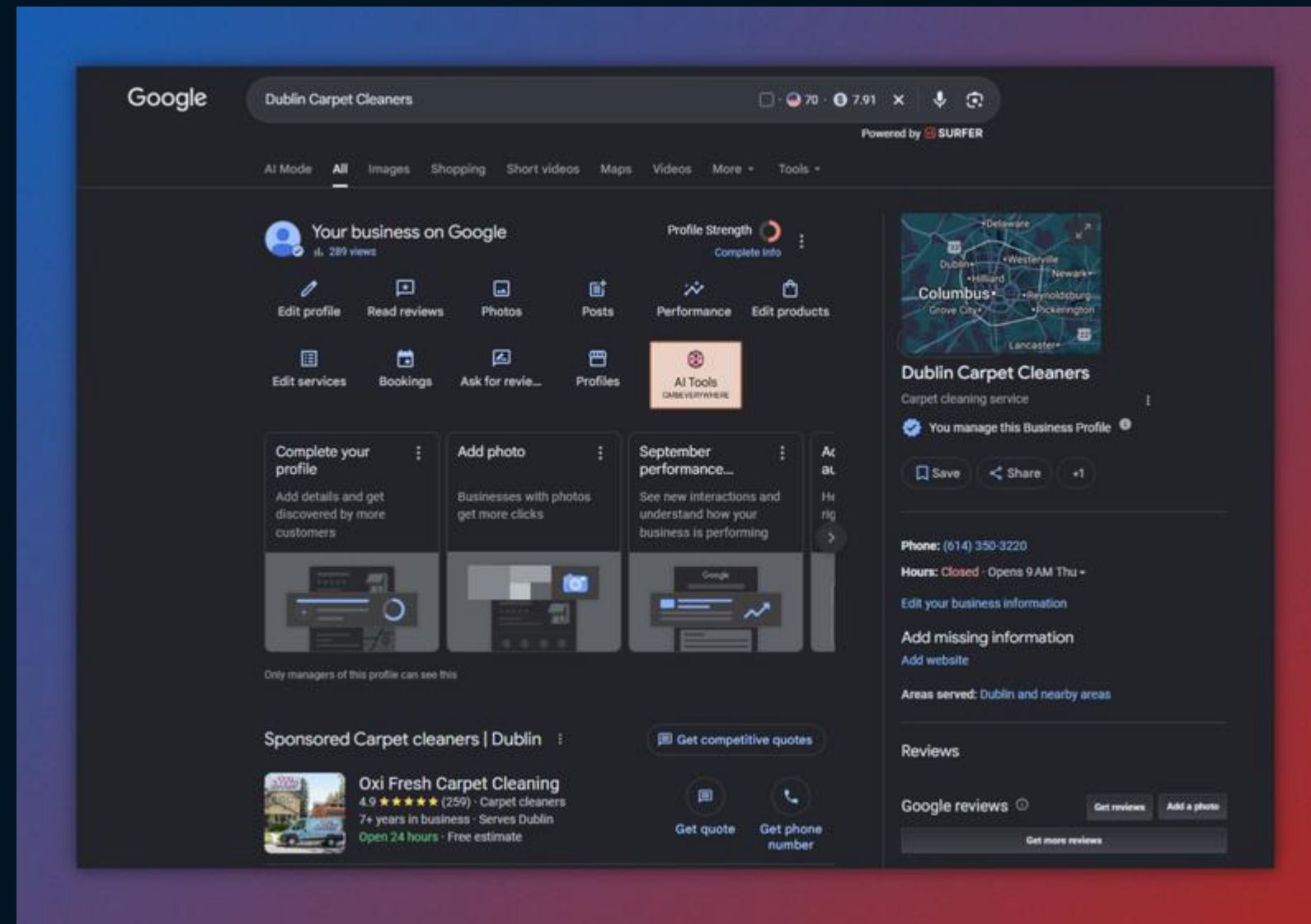
WHY

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.

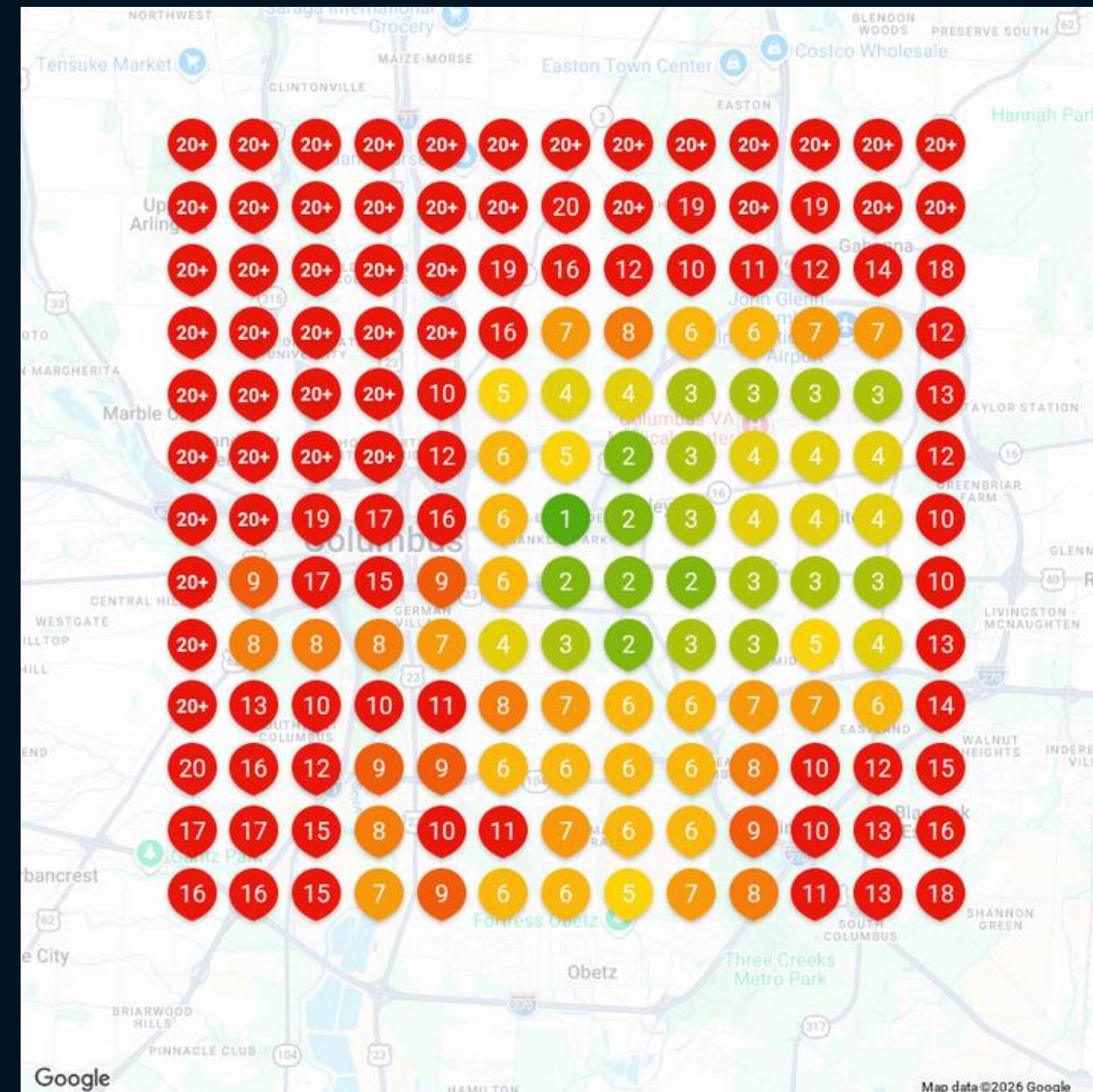
WHAT IS GOOGLE LEARNING ABOUT YOUR BUSINESS?

CATEGORY · SERVICES · REVIEWS · PHOTOS · COMPETITORS



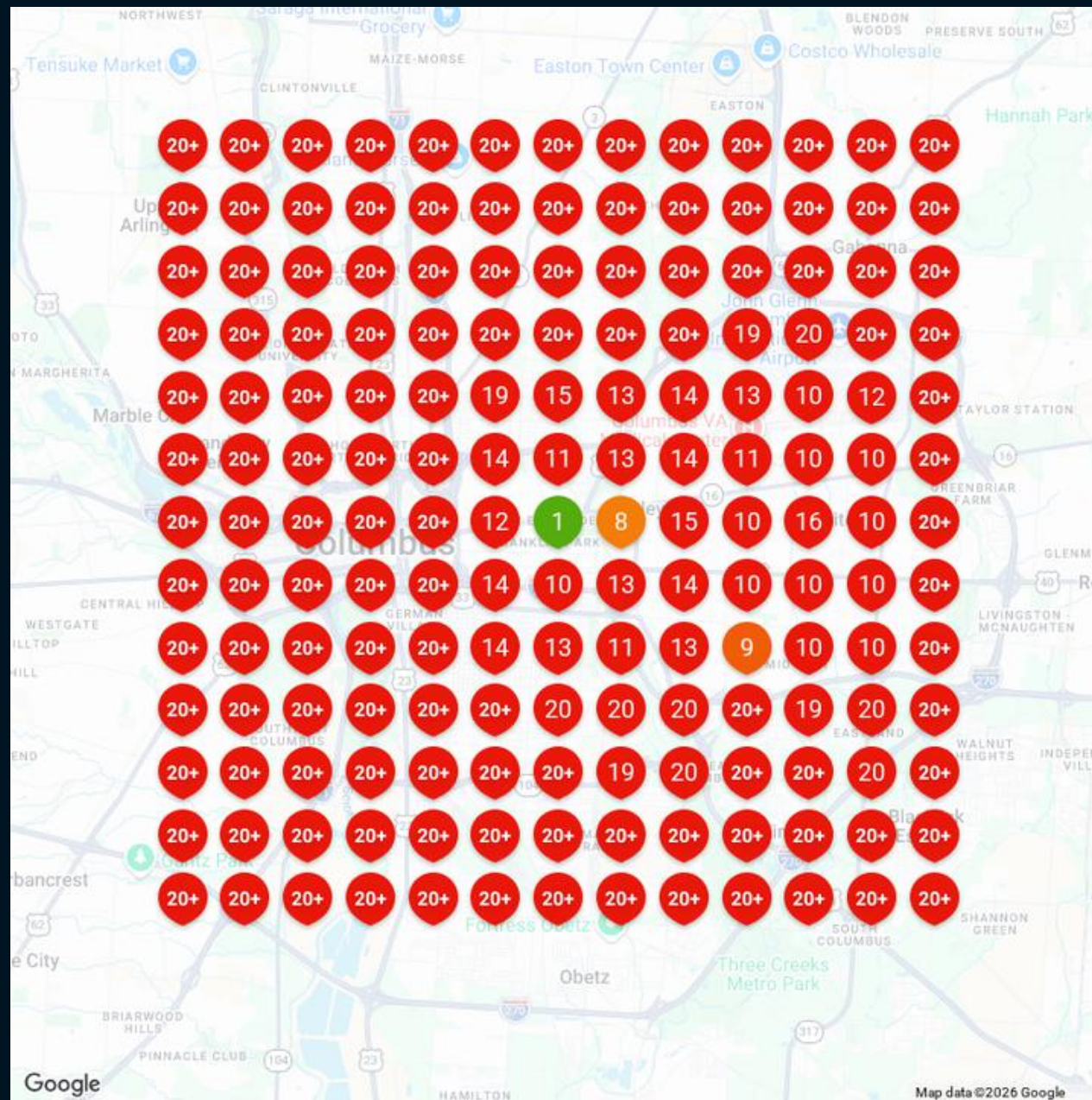
YOUR GOOGLE RANKING ISN'T JUST ONE NUMBER.

WHERE
SOMEONE
SEARCHES
FROM CAN
CHANGE
WHAT
THEY SEE.

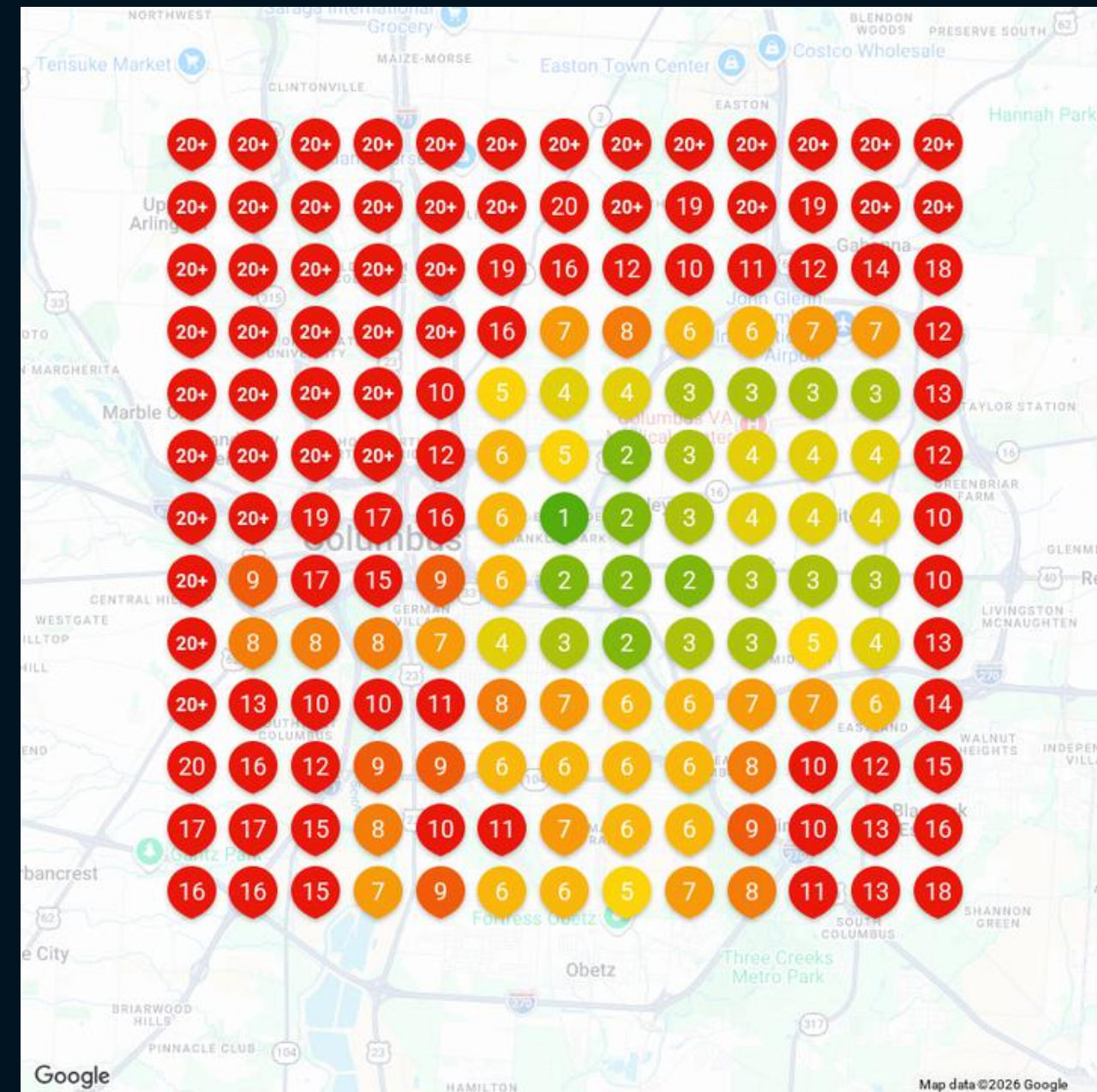


SAME BUSINESS. SAME **KEYWORD**. DIFFERENT **LOCATION**.

WHAT DOES IMPROVED VISIBILITY LOOK LIKE?

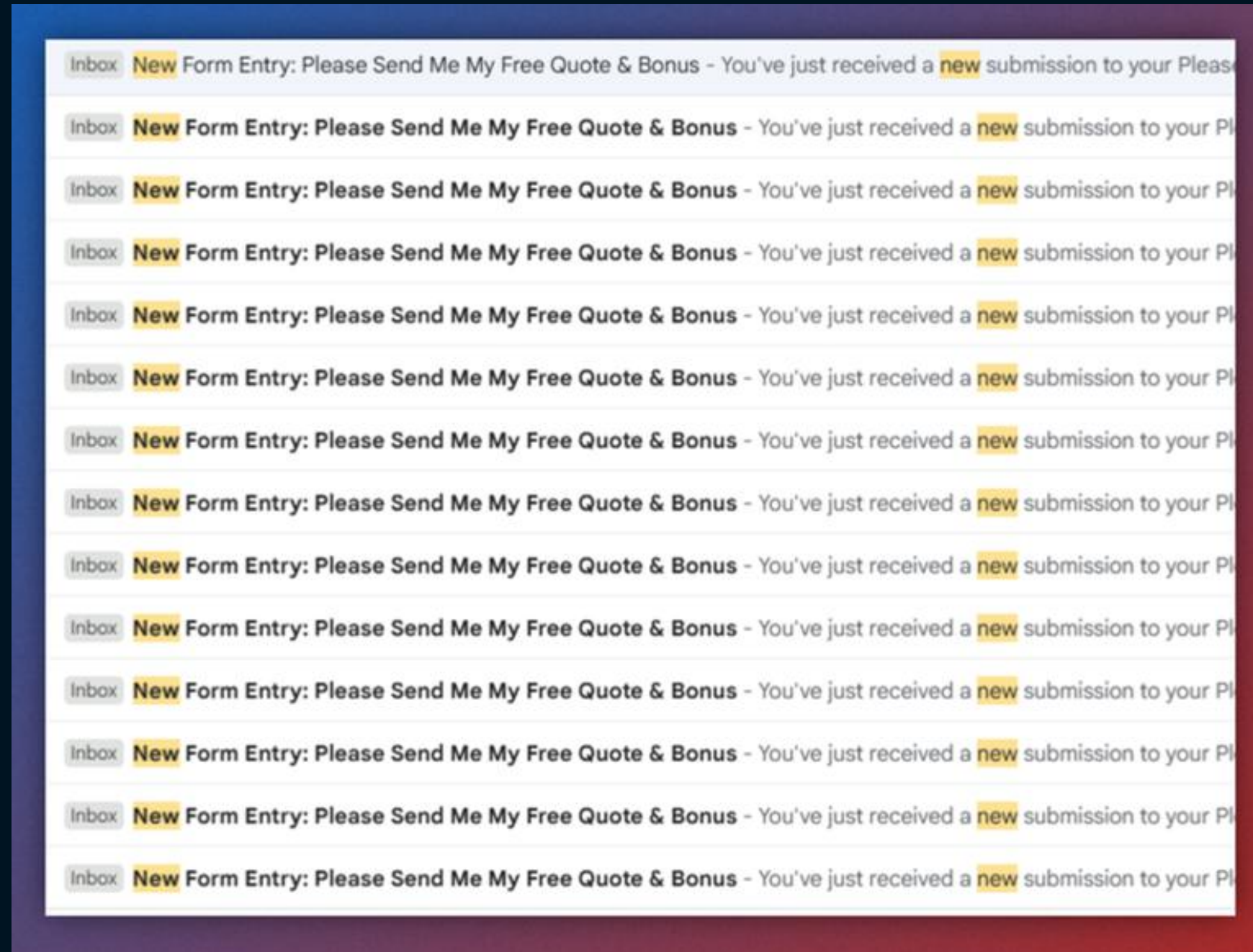


BEFORE SEO IMPROVEMENTS



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**. → **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.

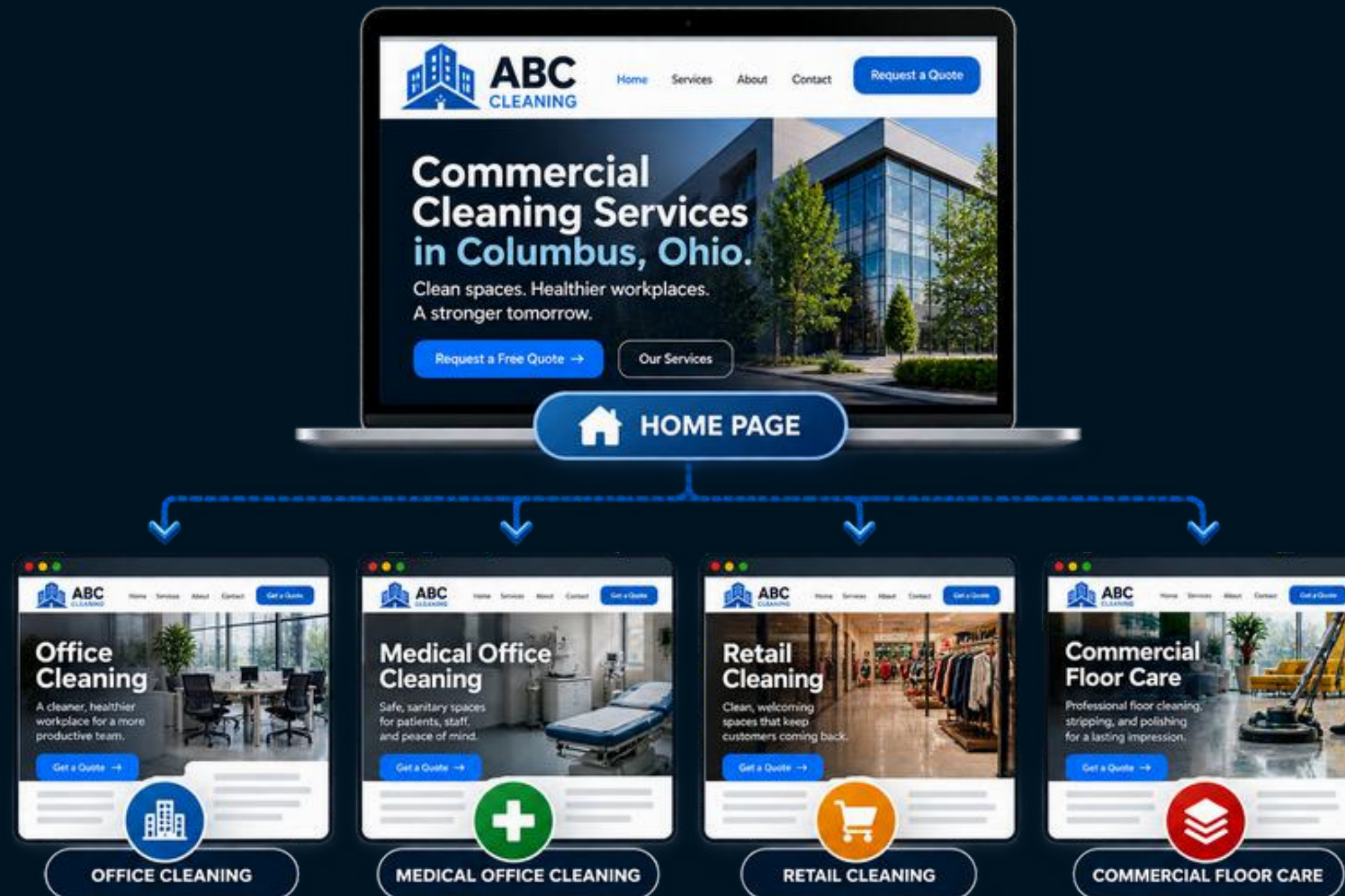
LET'S LOOK UNDER THE HOOD AGAIN

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.



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

AI Search Audit for DesignBlaze

This

● LIVE DEMO

ask

Estimated missed opportunities: 10-25 potential customers

per month

IS YOUR BUSINESS SHOWING UP IN AI SEARCH?

77

out of 100



GRADE

0

100

[VIEW DESIGNBLAZE'S AI SEARCH AUDIT](#)

△ Average

Your business is being missed when customers ask AI

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 systemize?

ONE PRIORITY. ONE ACTION. STARTING TODAY.

KEEP THE MOMENTUM GOING.

YOUR FREE LOCAL SEO SUCCESS GUIDE



10 PRACTICAL STEPS TO HELP MORE CUSTOMERS FIND YOUR BUSINESS



GET FOUND.
GET CHOSEN.
GET CUSTOMERS.