

# Maximizing Your Web Presence



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 @geraldineconvento

Presented By:  
The Entrepreneur Guide,  
Web & SEO Expert: Geraldine Convento

# Key Takeaways

By the end of this workshop, you'll have a better understanding of:

- How algorithms work.
- Options for promoting your business online.
- Ways to identify what's right for your business.



# About Geraldine

I'm known as The Entrepreneur Guide, Web & SEO Expert.

- Started building hand coded websites at the young age of 13 (while using America Online)!
- Have two companies in the marketing field called, "Reverence" and "MeetGeraldine"
  - We do: online marketing, video, websites, social media, and SEO
- I am also a YouTube Personality

 @geraldineconvento





# 4 Factors for Gaining Proper Visibility Online

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Brand Clarity. Target Audience. User Experience. Rapport & Trust.

**BRAND CLARITY:**  
Making sure your  
message is clear  
and consistent.

Do consumers understand what  
you are talking about?



# BRAND CLARITY: Making sure your message is clear and consistent.

Do consumers understand what  
you are talking about?



The screenshot shows the Atlassian Confluence website. At the top, the Atlassian logo is on the left, followed by navigation links for 'Products', 'For teams', and 'Support'. On the right, there are links for 'Buy now', a search icon, and a user profile icon. Below this, the 'Confluence' logo is on the left, with navigation links for 'Features', 'Product guide', 'Templates', 'Pricing', and 'Enterprise'. A 'Get it free' button is on the right. The main content area features the headline 'Accomplish more together' and the subtext 'Confluence is your remote-friendly team workspace where knowledge and collaboration meet.' Below this are two buttons: 'Get it free' and 'See it in action'. The background of the main content area is a light yellow grid with a colorful illustration of people working together on various tasks, including one person on a ladder holding a sign with the letter 'A', another person pointing at a large pie chart, and others near a bar chart and a blue grid.

**BRAND CLARITY:**  
Making sure your  
message is clear  
and consistent.

Do consumers understand what  
you are talking about?



**SPACE**

Get the Flexible Loan that  
gives you freedom

LLOYDS BANK

Lending is subject to status

# BRAND CLARITY: Making sure your message is clear and consistent.

Do consumers understand what  
you are talking about?





# **BRAND CLARITY: Making sure your message is clear and consistent.**

**Do you explain it again and again in  
different ways?**

## **KINESTHETIC**

Strengthen  
Collaborate

## **VISUAL**

See Your Vision  
Draw Conclusions

## **AUDITORY**

Listen  
If that  
Resonates

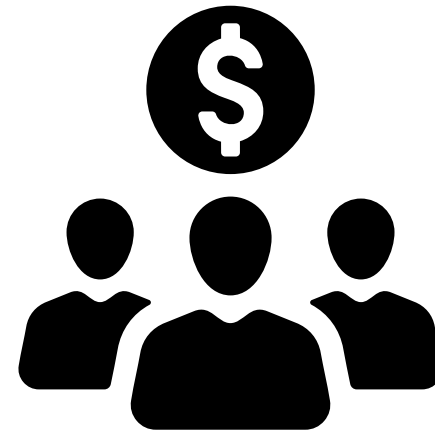
## **INTERNAL DIALOG**

We understand  
Time to reflect

**TARGET  
AUDIENCE:**  
Who are they,  
where are they,  
how do they  
engage?

Most companies have 3 or more  
target audiences.

**WHICH CAN  
INCLUDE:**



**Investors**



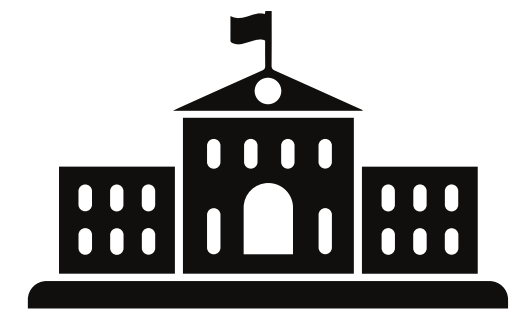
**Teammates**



**Consumers**



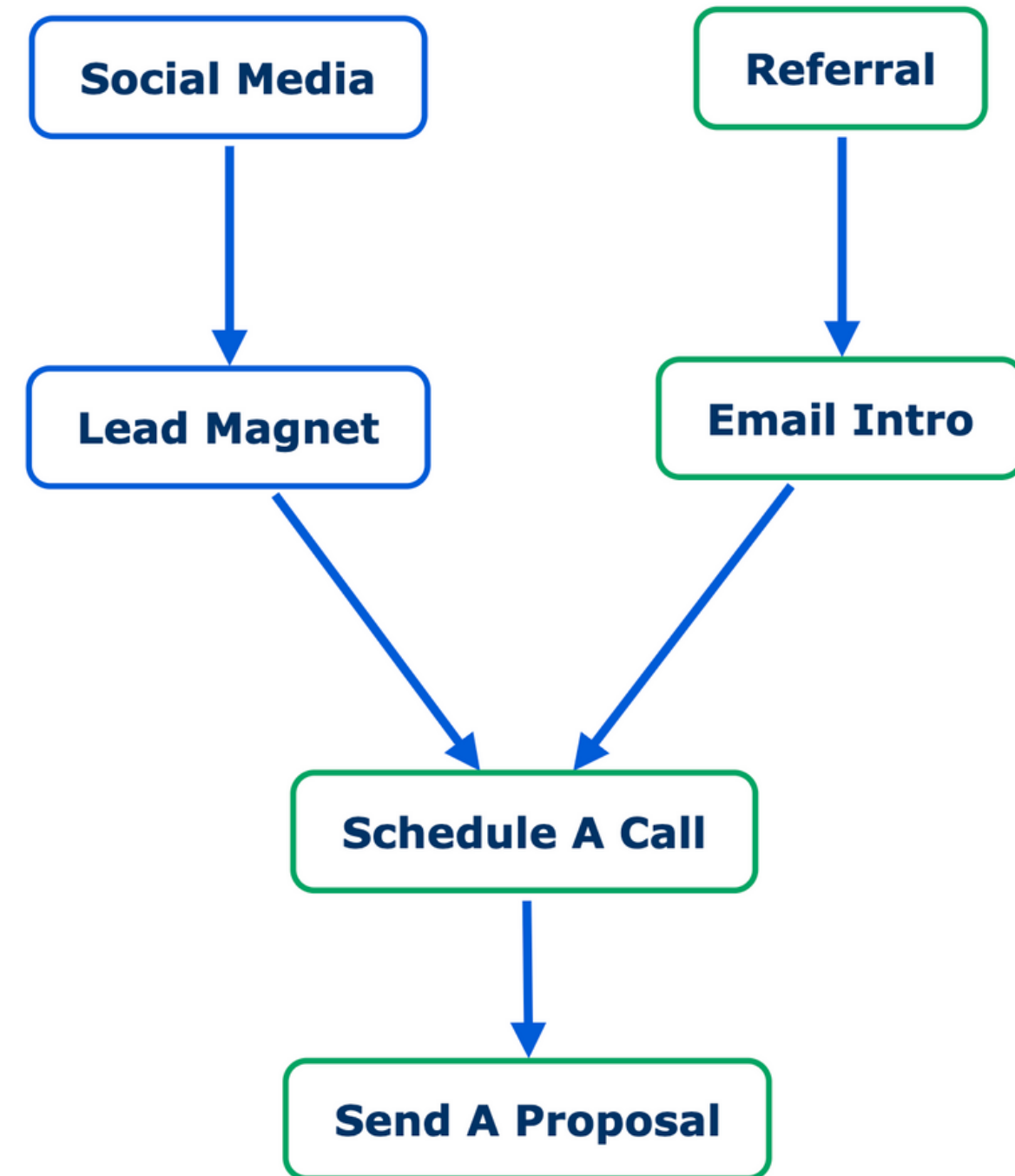
**Referral Parters**



**Organizations/Schools**

**USER EXPERIENCE:**  
Ensure it's easy to reach out and invest in your offer.

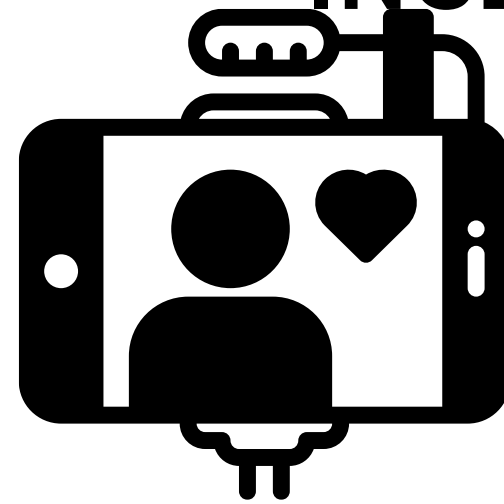
**Customer journey - The path that leads to making a sale.**



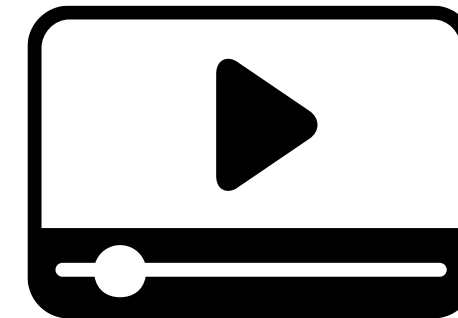
**RAPPORT & TRUST:**  
**Showcase**  
**your expertise &**  
**credibility.**

Share useful information for your audience.

**WHICH CAN  
INCLUDE:**



**Live Streams**



**Video**



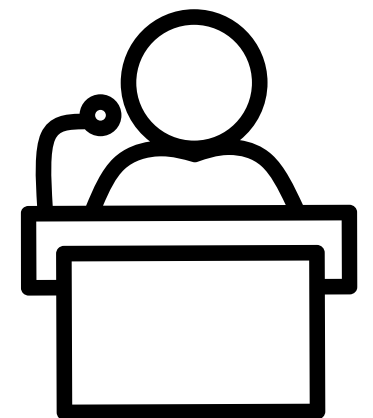
**Audiograms**



**Press / Articles**



**Podcasts**

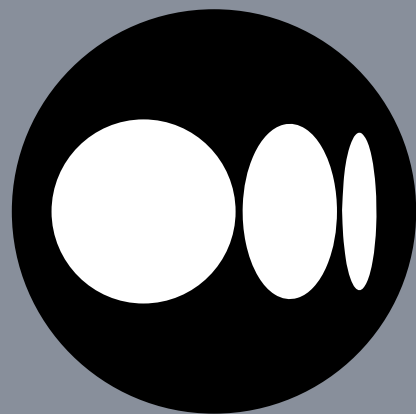


**Speaking**



# THE SECRET TO SUCCESS

Be in multiple places and be selective.





# A Holistic View of Algorithms and Ranking Factors

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Every platform has an algorithm.

**Algorithms are a set of steps set into place to accomplish a specific goal.**

## **EXAMPLE 1:**

### **Recipes**

- It's the instructions that we follow:
  - A teaspoon of salt
  - A tablespoon of baking soda
  - It's important remember which one is which

**Algorithms are a set of steps set into place to accomplish a specific goal.**

## **EXAMPLE 2:**

### **Consultations**

- It's the questions we ask that lead us to what someone needs:
  - How often they eat
  - What their diet is like
  - What symptoms they are experiencing



**Algorithms are a set of steps set into place to accomplish a specific goal.**

## **EXAMPLE 3:**

### **Technology**

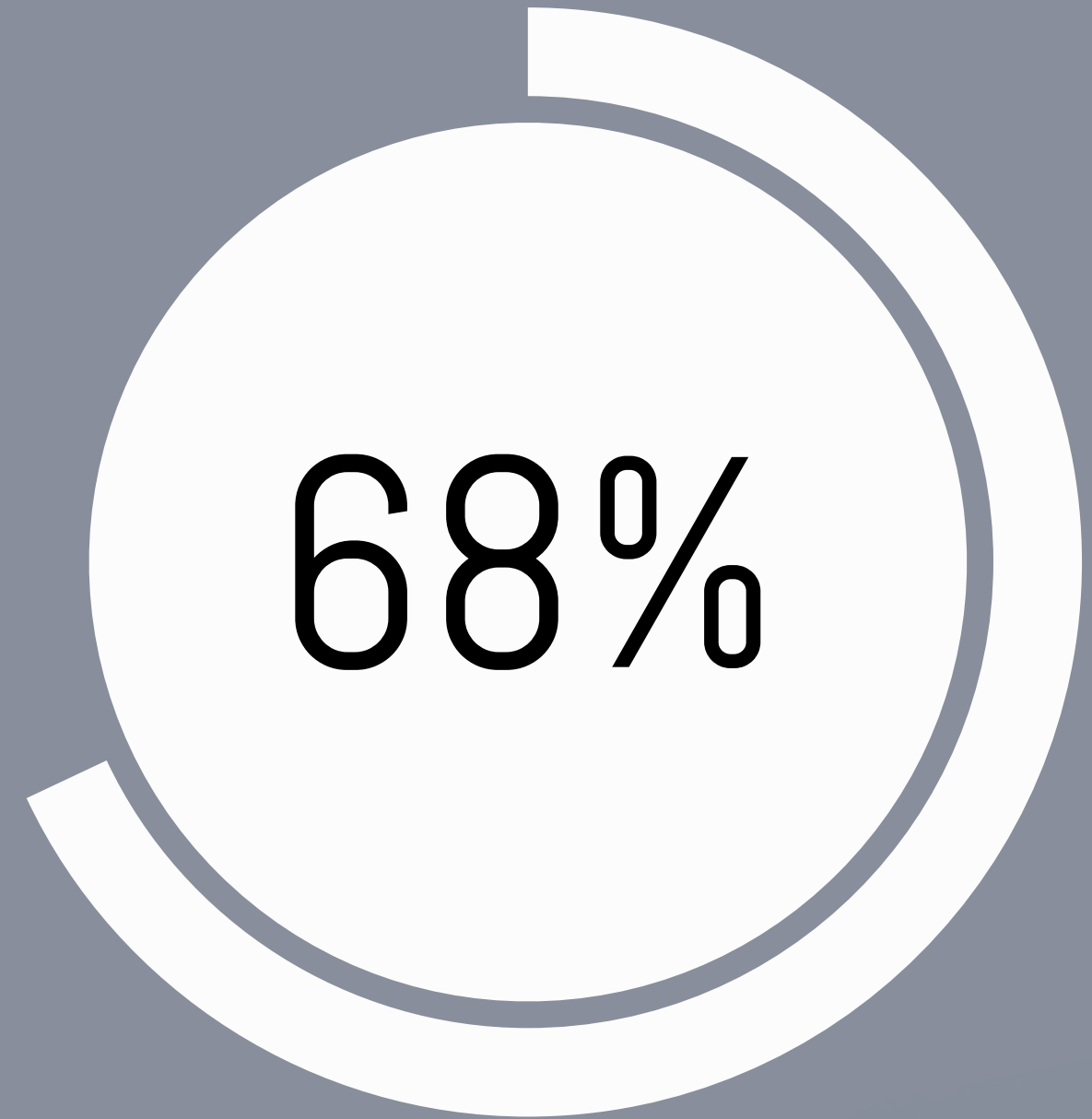
- It's a set of commands that delivers relevant information.
  - On a computer when you press "Command + V" or "Control + V"
  - It pastes information from the clipboard

# How search algorithms work.

SEO otherwise known as Search Engine Optimization influences algorithms so websites can be found on the internet.

68% of online experiences begin with a search engine.

*(Brightedge, 2019)*



\* Brightedge Research (2019). Report [Page 3]

[https://videos.brightedge.com/research-report/BrightEdge\\_ChannelReport2019\\_FINAL.pdf](https://videos.brightedge.com/research-report/BrightEdge_ChannelReport2019_FINAL.pdf)

There are currently  
over 1 billion  
websites on the  
internet.

*(Netcraft, 2023)*

1 BILLION

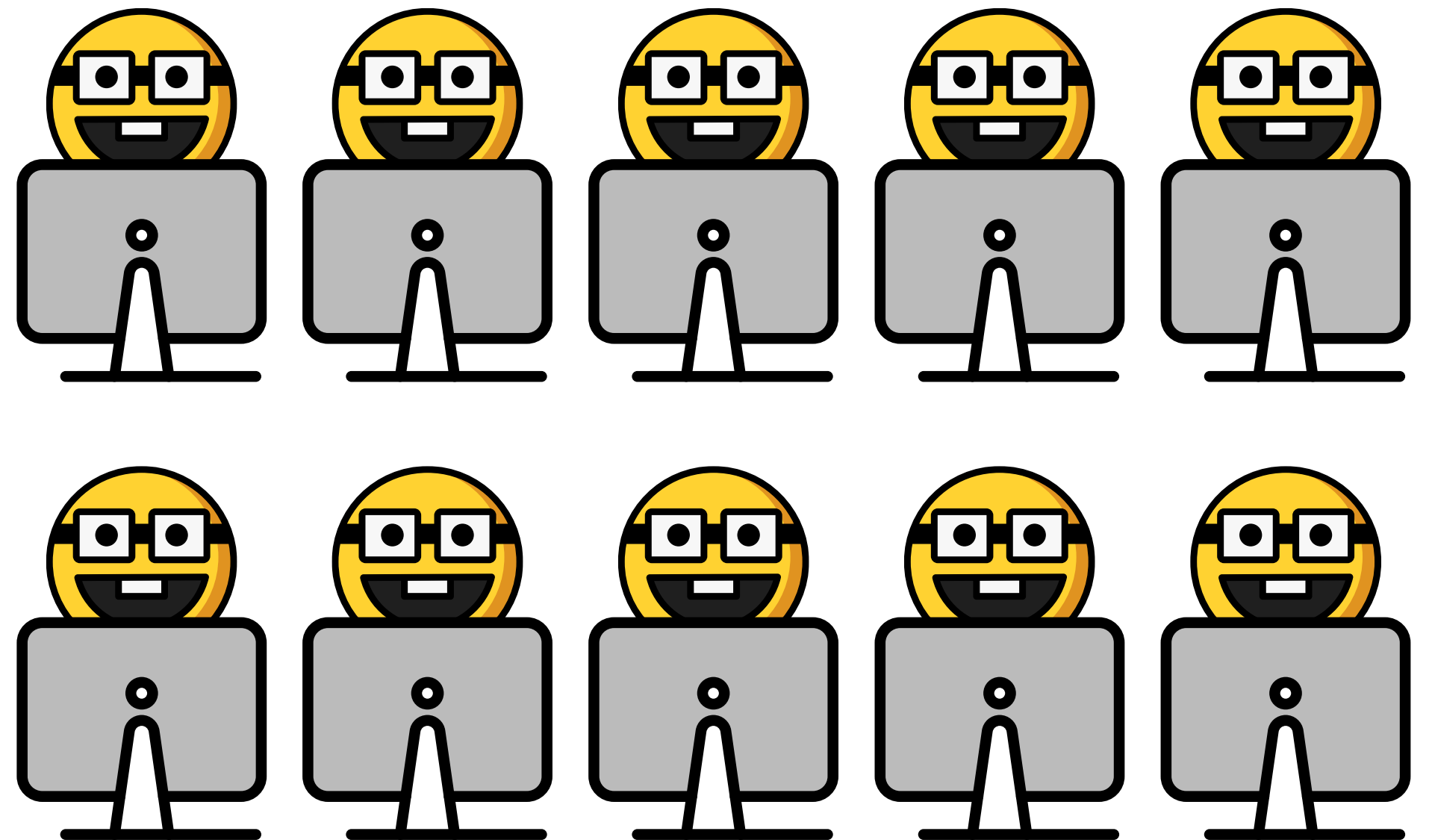


\* Netcraft. (March 2023). Web Survey.

<https://news.netcraft.com/archives/category/web-server-survey>

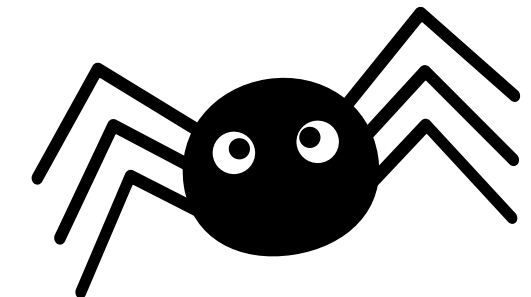
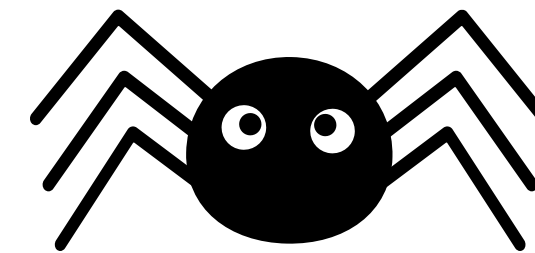
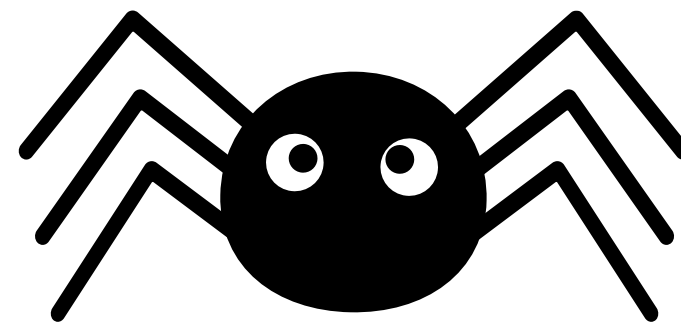
How search algorithms work.

Google is not a room full of nerds with computers reading through websites.



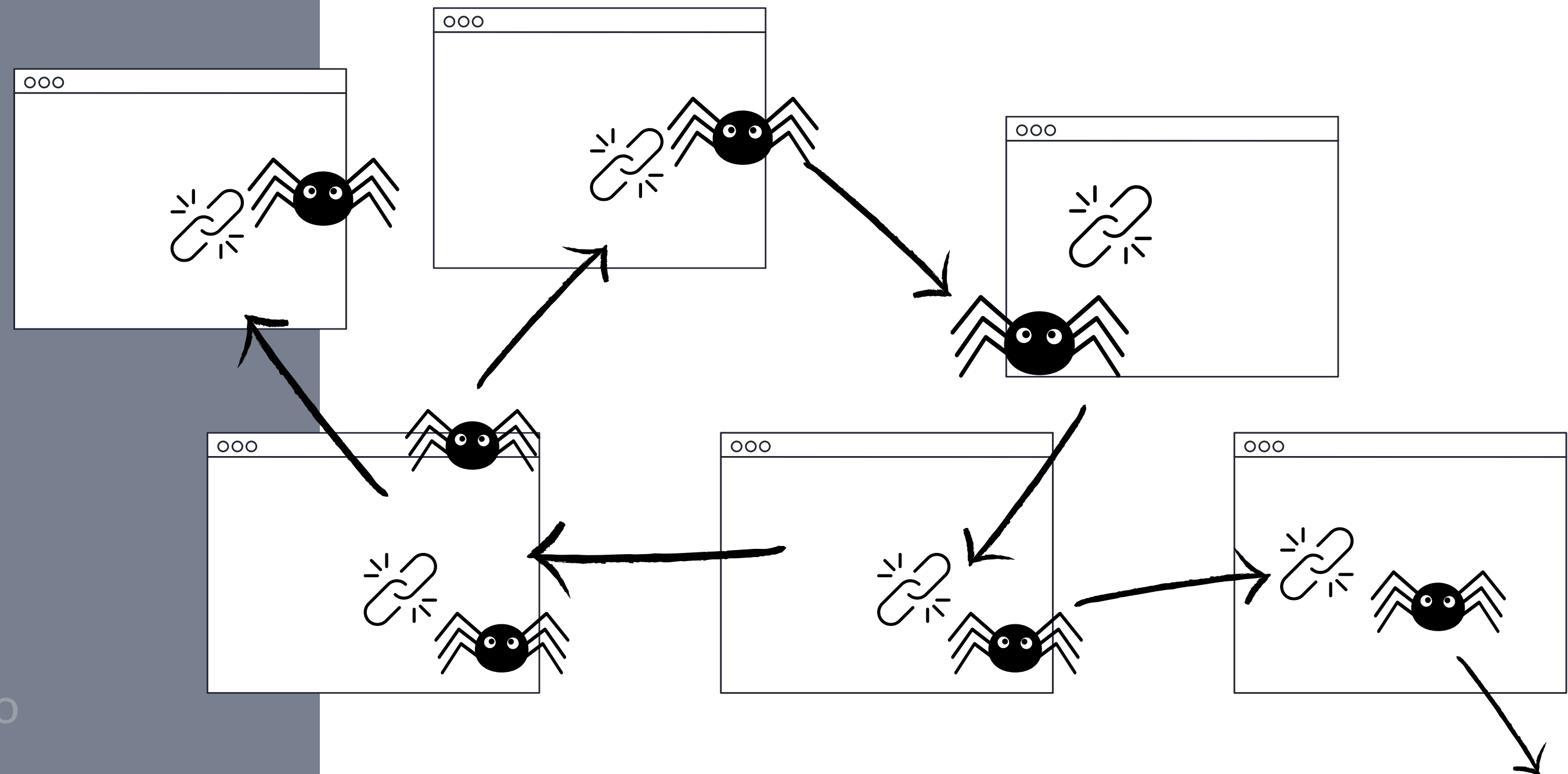
**How search algorithms work.**

Instead, they have bots called, "Spiders" that crawl through google's index of the web.



**How search algorithms work.**

**Their spiders find pages, follow links on those pages, and links on those pages and they keep going.**



# How search algorithms work.

## When someone does a search.



They go through their index of the web and use algorithms to find the most relevant information.

- back pain
- spinal alignment
- sciatica
- do chiropractic adjustments hurt?
- the business location





# Geraldine's "SEO7 System" for Optimizing Websites

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Proven effective since 2011.

**This is how I  
invented the  
SEO7 System.**

**In 2011, a California based  
company called me in a panic.**

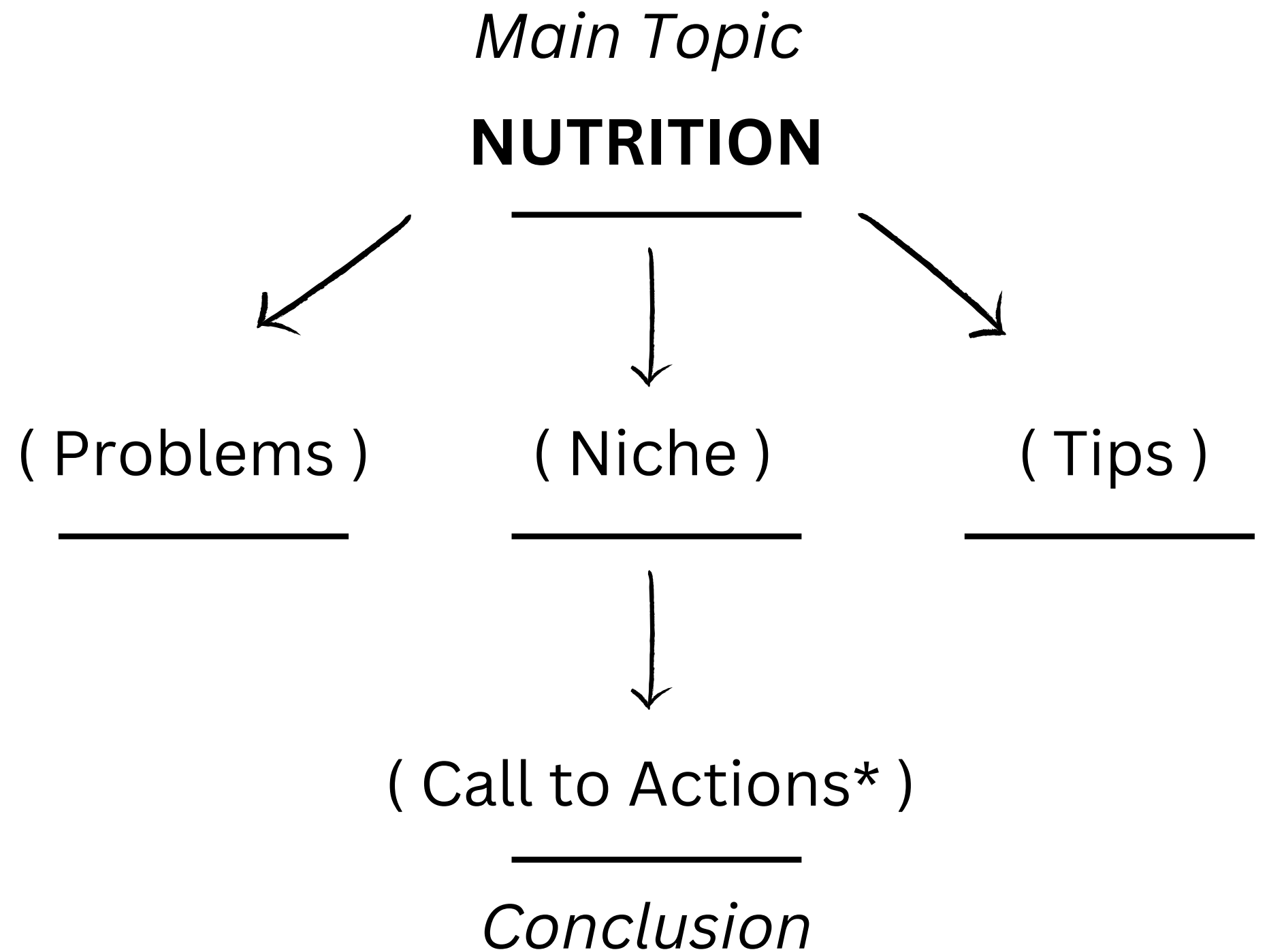


**Think of your website as an essay.**

**Define an overall topic, subtopics, supporting information and a conclusion.**

That's the same as a website when choosing keywords.

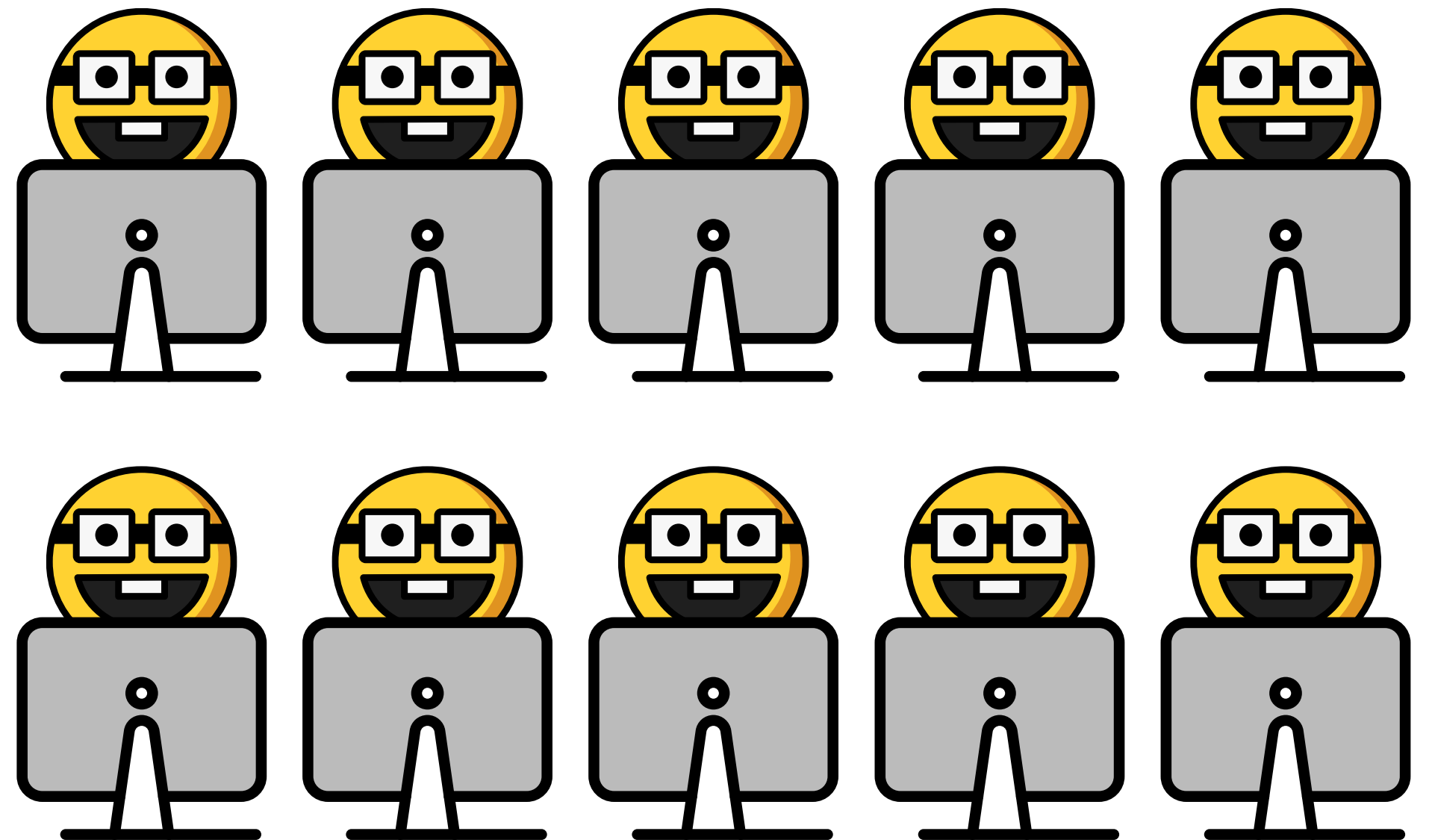
Think of your website as an essay.



\* buy the product, consultation, take a class, sign up for something free

**Remember.**

**Google is not a room full of nerds  
with computers reading through  
websites.**





# The most overlooked methods for website optimization

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Based on our observation of applying my signature SEO7 System.

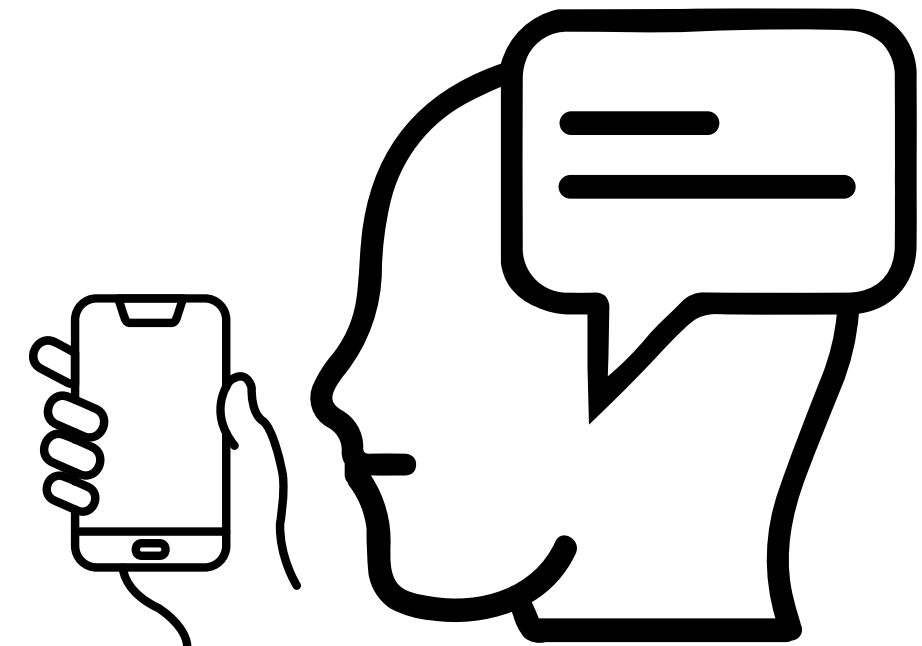
# Conversational Language.

**Write as if in a conversation.  
Omit technical language.**

People often use semantic search.

**Hey Google,** “What is the difference between naturopathic and traditional medicine?”

**Hey Siri,** “What organic foods are best for lung deficiency?”



# Measurement.

You have to know where you are to reach achieve your goals.

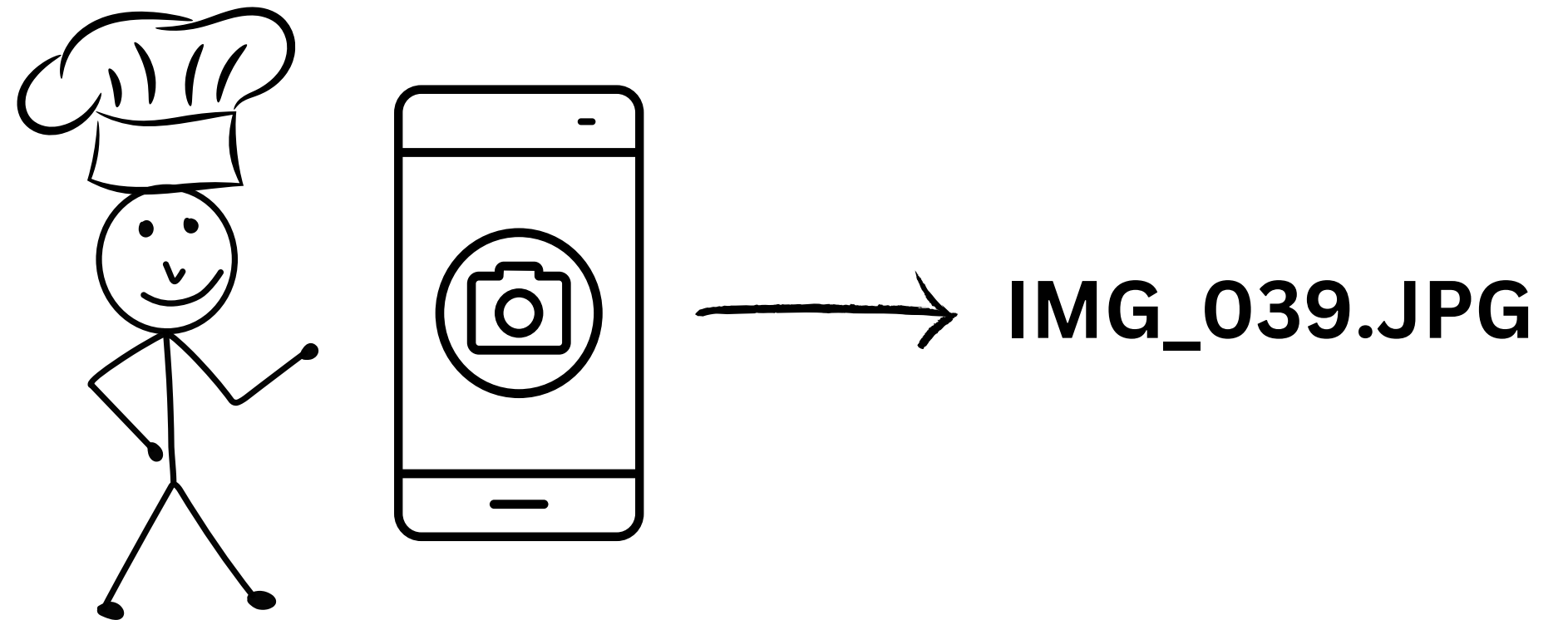




# Photo Naming.

Name image files meaningfully.

**CHEF EXAMPLE...**

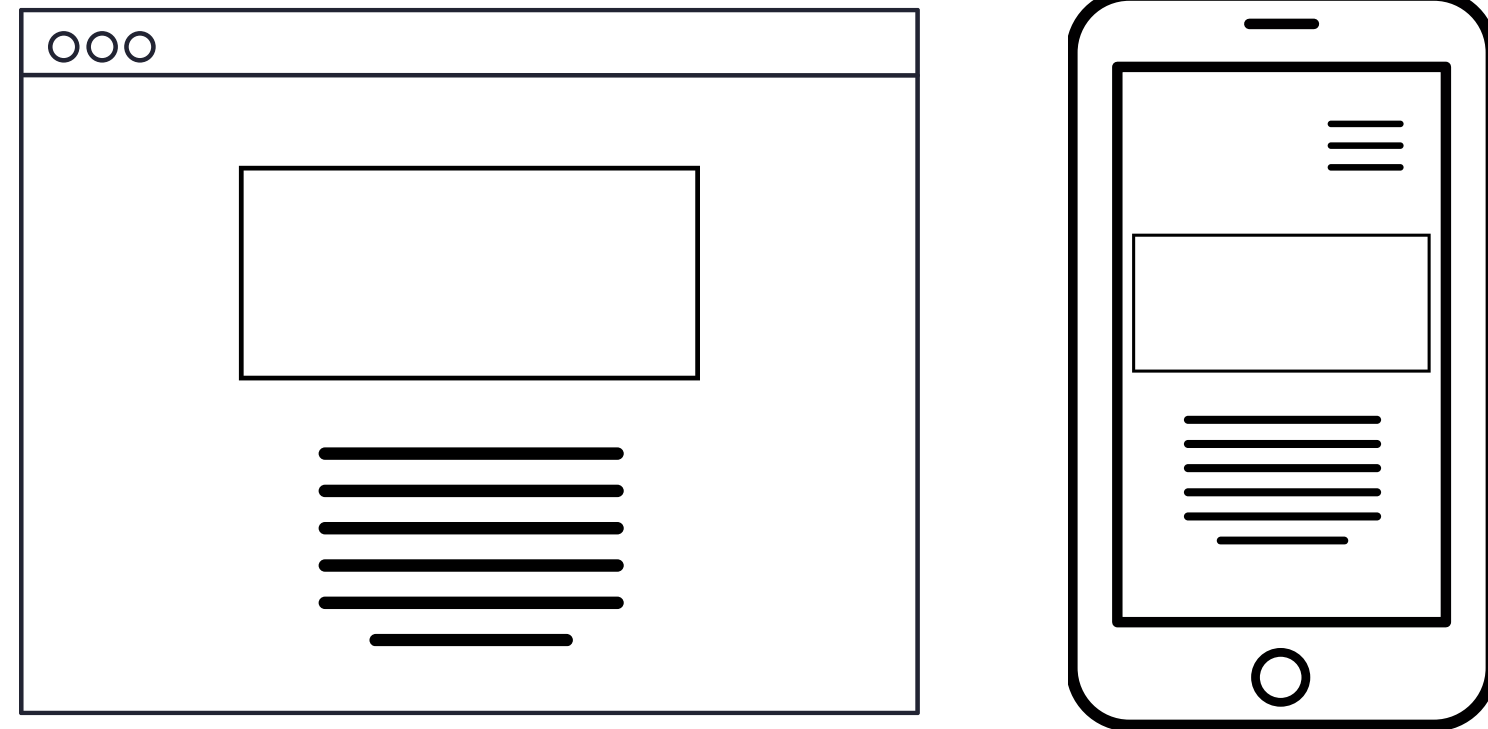


**RENAME THE IMAGE TO:**

keto-air-fried-veggies-recipe-awesome-kitchen-los-angeles.jpg

# Internal & External Linking.

Links give context and guides your website visitors.



Example for Doctor of TCM:  
We specialize in Tuina Massage,  
Acupuncture, and Cupping. (with links)

# Meta Descriptions.

## Which result would you choose?

What is soursop?



### [Soursop - an overview | ScienceDirect Topics](#)

Soursop fruit is derived from the fusion of many fruitlets. The fruit pulp consists of white fibrous juicy segments. Numerous black or dark brown seeds are...

### [Soursop Fruit: Its Benefits, and What It Tastes Like](#)

Soursop is a delicious tropical fruit that is high in fiber and vitamin C. It can be consumed in tea, smoothies, and more. What I like most about it is...

**Your website should be the  
hub of information for you  
and your business.**





# How to decide what marketing and promotion tools to invest in

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Based on your stage of business.

# Journal Prompts to help inform the next steps towards marketing.

- What are your short term and long term goals?
- What stage of business are you currently in (barely starting, 4 years or less, 5+ years)
- How much are you willing to invest?
- Where does your audience hangout online?
- When they hear about you, where will they go to find out more about you?
- Is there a clear path to connecting with you and buying your services?

# »» What we've covered today

- The 4 Factors to Gaining Proper Visibility
- Holistic View of Algorithms and Ranking Factors
- Overview of Geraldine's SEO7 System for Optimizing Websites
- Your Website Should Be The Hub of Information
- Journal Prompts to Inform Your Next Steps



**Download my  
complimentary  
guide!**

**“Marketing  
Methods: Which  
Are Best For Me?”**



[www.geraldineconvento.com/healcon](http://www.geraldineconvento.com/healcon)

Use the same link to schedule a  
consultation with me.

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Q & A

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