

MONO & LOCAL SEO GUIDE

# WEBINAR: LOCAL SEO

With guest speaker - Andrew Shotland



TODAY'S HOSTS

# MEET THE PRESENTERS

We're excited to welcome a guest speaker to this Mono webinar.



**Jillian Als**

Head of Marketing &  
Communication



**Andrew Shotland**

CEO at  
LocalSEOGuide

**"WHAT IS GOOGLE DOING NEXT?"**



what is Google doing?



- what is Google doing **to my business**
- what is Google doing **with my customers**
- what is Google doing **with my data**
- what is Google doing **with voice search**
- what is Google doing **with home service ads**
- what is Google doing **with artificial intelligence**
- what is Google doing **to our brains**
- what is Google doing **next**

**Andrew Shotland**  
CEO, [localseoguide.com](http://localseoguide.com)  
[@localseoguide](https://twitter.com/localseoguide)

Used to be ten blue links



### Home Moving Services | TWO MEN AND A TRUCK

<https://twomenandatruck.com/local-moving/home-services>

A moving company equipped to handle local moves of any size. We began with two men and a truck – literally. We started by moving homes locally, and while much has changed over the past 30 years, our mission to exceed customers' expectations by customizing our moving services to fit each unique need has remained ...

[Moving Tips](#) - [Free Quote](#) - [Two men and a truck](#) - [Professional Packing Services](#)

### Moving Company | Home Movers | Atlas Van Lines

<https://www.atlasvanlines.com/moving-companies>

Now, you've already found one of the top rated moving companies nationwide and internationally, and the world's best place to make your move simpler. Regardless of size or distance, Atlas home movers are at work every day, moving people and belongings.

### Affordable Household Moving Company - Allied Van Lines

<https://www.allied.com/household-moving-company/household-moving>

Allied Moving Companies has been providing affordable household moving services since 1928. Our Certified movers provide the very best delivery and care.

### United Van Lines: Moving Companies - America's #1 Movers

<https://www.unitedvanlines.com/>

If you are searching for moving companies, trust America's #1 movers, United Van Lines. We offer nationwide, full-service moving services. Request your quote!

### Student Movers: Best Moving Company in California

<https://www.thestudentmovers.com/>

Hire the top movers in California to handle moving needs. The Student Movers Inc offers professional, reliable moving services throughout all of California.

### San Francisco Movers | Gentle Giant Moving Company

<https://www.gentlegiant.com/locations/california/>

San Francisco Movers - Gentle Giant Moving Company - Gentle Giant is an award-winning San

Used to be easy to game



### ○ Choose a Removal Company

Choosing an **international moving company in Toronto** which suits all your needs might not be an easy task, especially since it is so expensive to hire a company which will move your furniture to the other end of the world. Bite the bullet and pay the extra cash to get your items delivered to you securely, since the last thing you need is your items turning up in a damaged condition.

### ○ You can't Take Everything

Well, you could take everything if you really wanted to, but it's certainly not advisable. Remember that you can always buy things when you arrive at your new destination, so there's no need to take along cheap dishes, knives, forks, kitchenware, bedding and furniture. Only take the things which are irreplaceable or valuable to you.

### ○ Make Some Money before you Leave

Don't just toss your things away before you leave - you could make enough money to cover the cost of the **moving company** if you're very smart. You can post furniture items, cars, clothing, toys, garden items and many more things on eBay or Craigslist and people will get in touch if they're interested. If you have a lot of things that you need to get rid of, you could find yourself earning an extra few hundred dollars.

<http://medvatonva.com/2015/01/tips-for-moving-to-another-country/>

Local used to be easy



Local business results for **van rental** near Dublin, Co. Fingal - [Change location](#)



The old 7 Pack

- A** [Vanrentals.ie - Truck Hire and Van Rental in Dublin](#)  
★  
[www.vanrentals.ie](http://www.vanrentals.ie) - 🇮🇪 - 01 459 2069 📞 - [3 reviews](#)
  - B** [Argus Car Hire](#) ★  
[www.arguscarhire.com](http://www.arguscarhire.com) - 🇮🇪 - 023 83002 📞 - [11 reviews](#)
  - C** [National Truck Rental - Van Hire & Truck Rental Dublin](#) ★  
[www.nationaltruckrental.com](http://www.nationaltruckrental.com) - 🇮🇪 - 01 254 2185 📞 - [1 review](#)
  - D** [Dan Ryan Truck Rental](#) ★  
[www.danryantruckrental.ie](http://www.danryantruckrental.ie) - 🇮🇪 - 01 454 1044 📞 - [More](#)
  - E** [Celtic Campervans](#) ★  
[www.celticcampervans.com](http://www.celticcampervans.com) - 🇮🇪 - 087 279 4927 📞 - [1 review](#)
  - F** [Enterprise Rent-A-Car](#) ★  
[www.enterprise.ie](http://www.enterprise.ie) - 🇮🇪 - 01 284 7204 📞 - [More](#)
  - G** [Networkvan Rental](#) ★  
[www.networkvanrental.com](http://www.networkvanrental.com) - 🇮🇪 - 087 691 9664 📞 - [More](#)
- [More results near Dublin, Co. Fingal >](#)

How we used to do SEO



- #1 Uncomplicated website
- #2 Pages that target search queries
- #3 Links from other sites with keywords in link text
- #4 Local “citations” (listings on Yelp, YP.com, etc.)
- #5 More links
- #6 Rinse
- #7 Repeat



Saw lots of searches for this



● **iphone**  
Search term

+ Compare

Worldwide ▾

1/1/04 - 12/31/12 ▾

All categories ▾

Web Search ▾

Interest over time ⓘ

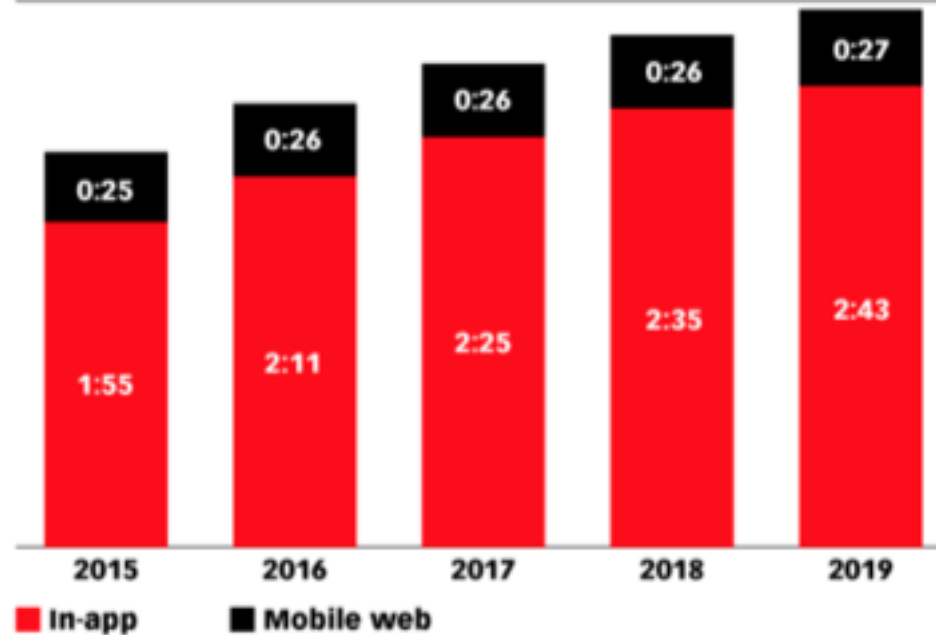


## Was losing out to apps



### Average Time Spent per Day with Mobile Internet Among US Adults, In-App vs. Mobile Web, 2015-2019

hrs:mins



Note: ages 18+; time spent with each device includes all time spent with that device, regardless of multitasking; for example, 1 hour of multitasking on an app while on the mobile web is counted as 1 hour for apps and 1 hour for mobile web

Source: eMarketer, April 2017

# Facebook stock price



All Finance News Books Shopping More Settings Tools

About 13,400,000 results (0.89 seconds)

## Market summary > Facebook, Inc. Common Stock

NASDAQ: FB - Mar 20, 12:58 PM EDT



164.04 USD +8.52 (4.94%)

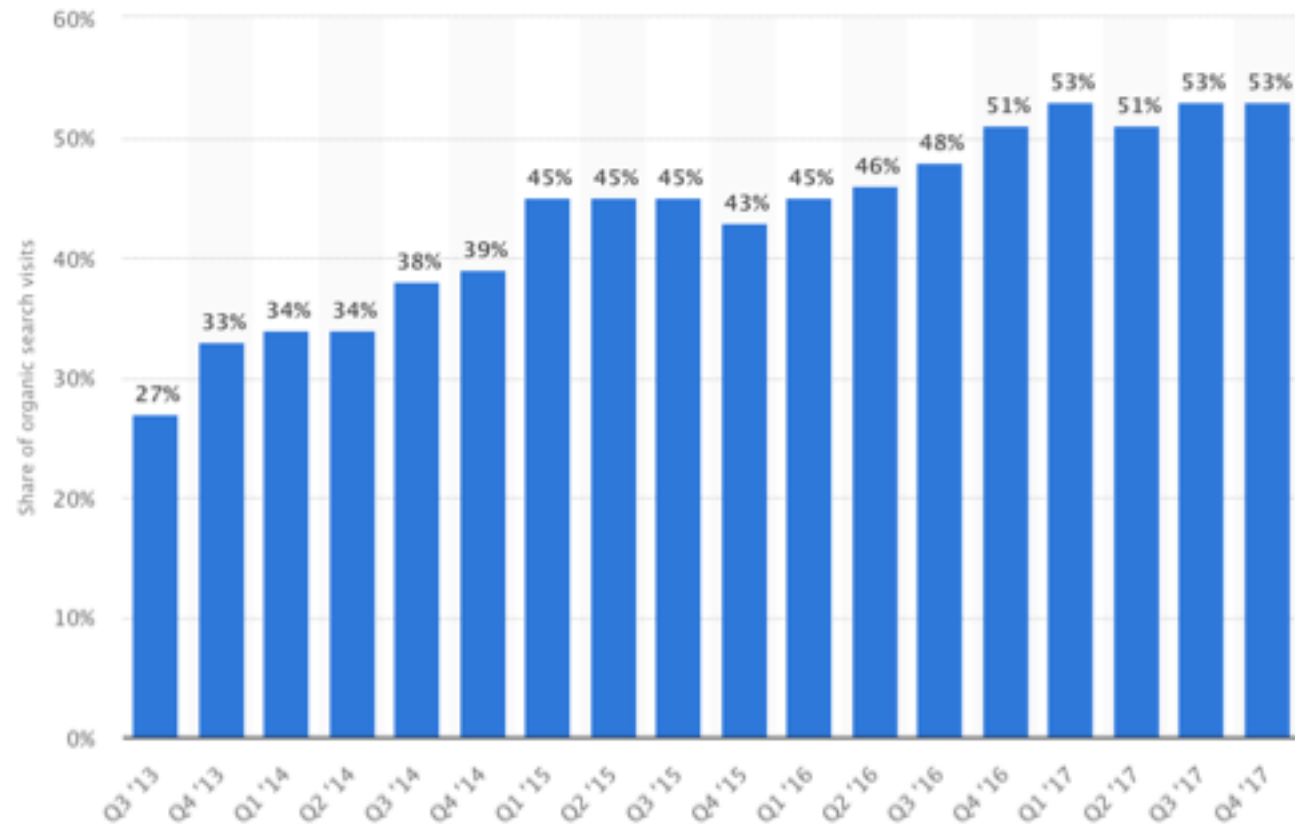
1 day 5 day 1 month 3 month 1 year 5 year max



Open 167.47  
 High 170.20  
 Low 161.95

Mkt cap 476.94B  
 P/E ratio 26.65  
 Div yield -

# Mobile share of organic search engine visits



Hires new CFO



Market summary > Alphabet Inc Class A

NASDAQ: GOOGL - Mar 20, 1:04 PM EDT



1,094.63 USD ↓ 5.44 (0.49%)

1 day

5 day

1 month

3 month

1 year

5 year

max



Thinks ads are content



2010

2011 (jan)

2011 (sep)

2012-2013

2014

bron: edwards.nl

<https://www.edwards.nl/2014/04/27/steeds-meer-ruimte-adwords-ten-koste-van-seo/>

# Moving boxes



All Shopping Maps Images News More Settings Tools

About 30,200,000 results (1.10 seconds)

## Moving Boxes | In Stock. Ships Today | ULINE.com

[www.uline.com/Moving-Boxes](http://www.uline.com/Moving-Boxes)

★★★★★ Rating for uline.com: 5.0

Huge Catalog! Over 1,700 Box Sizes. Same Day Shipping From 11 Locations  
Fast Delivery - 34,000+ Products

## 70% Off Moving Boxes - Free 1-2 Day Delivery

[www.cheapcheapmovingboxes.com/](http://www.cheapcheapmovingboxes.com/)

★★★★★ Rating for cheapcheapmovingboxes.com: 4.8 - 753 reviews

We R Cheapest Or It's Free

Highlights: Free Shipping, No Sales Tax

Free Next Day Delivery · We R Cheapest Or Its Free · 100% Buy Backs of Boxes

## Low Cost Moving Boxes - Uboxes.com

[www.uboxes.com/](http://www.uboxes.com/)

Moving Boxes Direct from Factory Fast Free Shipping - Save Money!

Types: Bubble Wrap, Packing Tape, Moving Blankets, Mattress Bags, Stretch Wrap, Packing Paper

Moving Boxes for \$29.95 - Kits Loaded with Supplies - H U G E Moving Selection - Best Price Match

Moving Boxes - from \$26.50 - Small, Medium, Large, XL - More

## Moving Boxes at Amazon® | Amazon Official Site

[www.amazon.com/Moving+Boxes](http://www.amazon.com/Moving+Boxes)

Shop Devices, Apparel, Books, Music & More. Free Shipping on Qualified Orders.

### Shop for moving bo... on Google Sponsored



Storage Boxes -  
Economy Stora...  
\$38.75  
ULINE



Boxes -  
Corrugated...  
\$27.25  
ULINE



Cardboard Boxes  
24 x 18 x 18" -...  
\$39.15  
ULINE



Moving Boxes -  
Cardboard Boxe...  
\$36.80  
ULINE



Corrugated  
Boxes 20 x 20 x...  
\$29.70  
ULINE



Moving Boxes 1  
Room Bigger...  
\$49.95  
Uboxes Moving...  
Free shipping

## Product listings ad impressions growth



### Google PLA Impressions Rise 42% YoY 12/04/2017 - MediaPost

<https://www.mediapost.com/publications/.../google-pla-impressions-rise-42-yoy.html> ▼

Dec 4, 2017 - Product Listing Ads rose 42% year-over-year from Thanksgiving Day through to Cyber Monday. PLA-sourced sales rose 27% YoY, while revenue rose 35% and return on ad spend (ROAS) increased nearly 8%. Those recent numbers from Adlucent demonstrate the growth of Google Shopping campaigns in ...

### Google PLA Impressions Rise 42% YoY 12/04/2017 - MediaPost

<https://www.mediapost.com/publications/.../google-pla-impressions-rise-42-yoy.html?...>

Dec 4, 2017 - Google PLA Impressions Rise 42% YoY. by Laurie Sullivan , Staff Writer @lauriesullivan, 6 hours ago. Product Listing Ads rose 42% year-over-year from Thanksgiving Day through to Cyber Monday. PLA-sourced sales rose 27% YoY, while revenue rose 35% and return on ad spend (ROAS) increased ...

### Google Shopping ads so hot right now: the meteoric rise of PLAs

<https://searchengineland.com/google-shopping-ads-so-hot-right-now-the-meteoric-rise...> ▼

Apr 28, 2016 - But Google didn't just stop at upgrading the size of these ad units – it also appears they increased the frequency with which they appear on phone SERPs. Beginning in July 2015, PLA impressions on Google.com began to grow significantly for phones. google\_pla\_device\_impression\_growth. During the ...



Positive reinforcement

[All](#)[News](#)[Images](#)[Videos](#)[Shopping](#)[More](#)[Settings](#)[Tools](#)

About 8,680,000 results (0.40 seconds)

### Google's ad revenue jumps nearly 25% in 2017 - Digital Commerce 360

<https://www.digitalcommerce360.com/2018/.../googles-ad-revenue-jumps-nearly-25-i...>

Zak Stambor | Feb 1, 2018 ... Google's advertising revenue grew nearly 25% in 2017, a 7.2 percentage point acceleration from 17.8% growth in 2016, the company's parent company, Alphabet Inc., reported Thursday. ... PLA spending grew 32% during the quarter, and Google text ad spending jumped 15%, the report found.

### Google's ad revenue soars in Q4 - Digital Commerce 360

<https://www.digitalcommerce360.com/2018/.../googles-ad-revenue-jumps-nearly.../sh...>

Feb 1, 2018 - All the latest news, analysis, research reports, charts, data and webinars on Google's ad revenue soars in Q4 across DigitalCommerce360.

### Google parent's profit climbs as mobile ad revenue growth | ABS-CBN ...

[news.abs-cbn.com](https://news.abs-cbn.com) > Business

Oct 27, 2017 - Google's parent company Alphabet on Thursday reported profit in the recently-ended quarter leapt as money poured in from ads delivered to mobile devices ... on the Nasdaq exchange before concerns about growing expenses apparently caused them to settle back a bit to be up nearly 3 percent to \$1,021.

# Moving companies Chicago



ALL MAPS SHOPPING NEWS IMAGES VIDEOS

**Chicagoland Movers | Family & Business Movers**  
| hollandermoving.com  
[www.hollandermoving.com/Chicago/Movers](http://www.hollandermoving.com/Chicago/Movers)

Locally Trusted for 100+ years Call for a Free Move Estimate. Request A Free Quote. In Business Since 1888...

Local Moving  
Portable Storage Units  
International Moving  
Storage Solutions

**All My Sons Moving® | Want Things Done Right?**  
| allmysons.com  
[moving.allmysons.com/Moving/Moving\\_Company](http://moving.allmysons.com/Moving/Moving_Company)

BBB "A" Rated. Book Your Moving Company Today. Quality & Fair Price! Call Now. Experts In Local Moves. Fast & Professional. Fully Licensed & Insured. Local Denver...

**Affordable Movers in Chicago | Quality moving services** | vitessemoving.com  
[www.vitessemoving.com/](http://www.vitessemoving.com/)

Low cost moving service near you, moving fast and efficiently. +7000 customers. High quality service. +8...

Chicago - N Central Ave

**Moving Companies**  
near Chicago, IL

Open now MORE FILTERS

**A Vitesse Moving and Transfer Inc.**  
Mover  
Chicago, IL  
CALL DIRECTIONS

**B EZ Movers, Inc.**  
Mover  
Chicago, IL  
Open - Closes 6PM  
CALL DIRECTIONS

**C Pickens Kane Moving & Storage**  
Moving and Storage Service  
Chicago, IL  
Open - Closes 5PM  
CALL DIRECTIONS

**D Affordable Moving Company**  
Mover  
Chicago, IL  
Open - Closes 6PM  
CALL DIRECTIONS

More places

**The Best 10 Movers in Chicago, IL - Last Updated March 2018 - Yelp**  
[https://m.yelp.com/search?find\\_loc=C...](https://m.yelp.com/search?find_loc=C...)

Best Movers in Chicago, IL - The Professionals Moving Specialists, Move-Tastic!, New City Moving, Moovers ... that even after having moved around the world on my own and with other moving companies,... read more.

New City Moving Moovers Chicago The Professional

**Movers in Chicago Downtown , IL | TWO MEN AND A TRUCK**  
<https://twomenandatruck.com/movers>

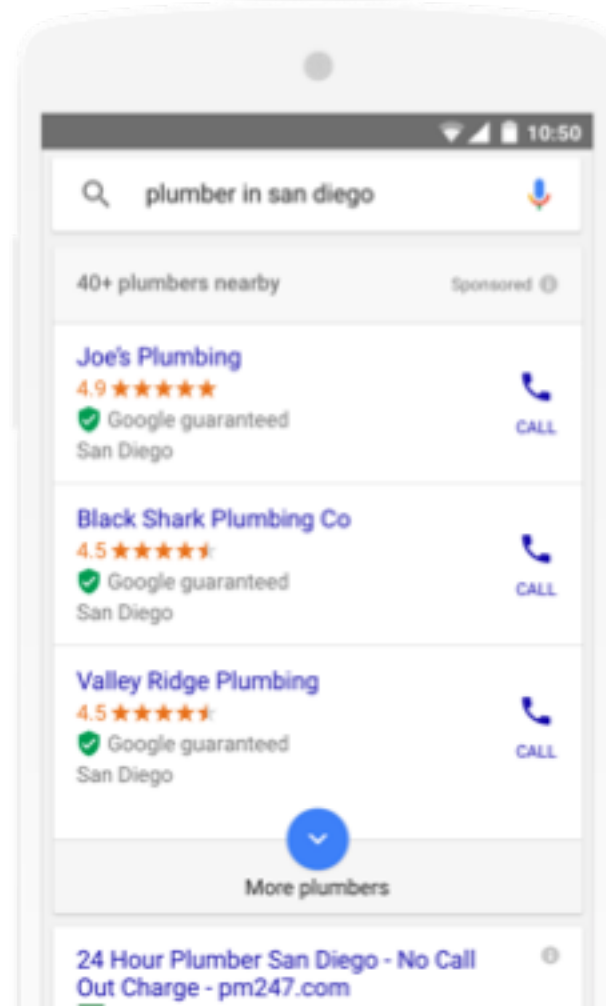
TWO MEN AND A TRUCK® is proud to serve the Chicagoland area with our professionally trained teams who do more than merely relocate your furniture from one location to the next, they help move you forward to your ...

Rating  
4.6 ★★★★★ (771)

**New City Moving: #1 Full Service Moving Company In Chicago**  
<https://www.newcitymovers.com>

New City Moving is Chicago's #1 Rated Movers! We offer Residential, Business and Long Distance Moving services, as well as Packing & Local Storage options!

## Local service ads



# How much do Uber drivers make



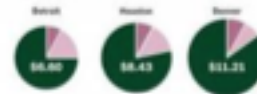
All News Videos Shopping Images More Settings Tools

About 6,620,000 results (0.74 seconds)

Nearly two-thirds of Uber drivers use the ride-hailing service to collect additional income to supplement full- and part-time jobs. But in three large metropolitan cities, drivers make far less than the national average, about \$20 per hour, after expenses. In Detroit, drivers make on average **\$8.77 per hour**. Jun 27, 2016

Taxes and fees take slice out of Uber earnings

How much Uber drivers make in Detroit, New York, and DC



[How much Uber drivers actually make per hour - The Washington Post](https://www.washingtonpost.com/.../how-much-uber-drivers-actually-make-per-hour/)  
<https://www.washingtonpost.com/.../how-much-uber-drivers-actually-make-per-hour/>

About this result Feedback

People also ask

How much money can you make in New York with Uber?

How much can make with Uber?

How much money can you make with uber in DC?

How does Uber pay their drivers?

Feedback

[How much do drivers with Uber make? | Drive Uber](https://www.uber.com/info/how-much-do-drivers-with-uber-make/)

<https://www.uber.com/info/how-much-do-drivers-with-uber-make/>

So you're thinking about driving with Uber. You like the idea of choosing your own hours, being your own boss, and making great money with your car. But before you get started, you want to know how much you can make as a driver.

Are local businesses ready for GÖÖber?



## How to find a mover



Here are 11 ways to hire the right team for your move:

1. Moving inventory. ...
2. Get a thorough walk-through. ...
3. Don't pay a large deposit. ...
4. Avoid moving companies with a name switch. ...
5. Get references on movers. ...
6. Avoid packing costs. ...
7. Beware of extra fees. ...
8. Avoid a blank moving contract.

More items...

[11 Tips for Hiring Quality Movers | Moving.com](https://www.moving.com/tips/hiring-quality-movers/)

<https://www.moving.com/tips/hiring-quality-movers/>



[12 Steps to Hiring a Mover - Real Simple](https://www.realsimple.com/home-organizing/organizing/.../12-steps-hiring-mover)

<https://www.realsimple.com/home-organizing/organizing/.../12-steps-hiring-mover>

Find the mover yourself and avoid the numerous scams associated with some of these sites. And don't use household-goods brokerage services that find a moving company for you—they are not regulated by the laws that movers must follow. 2. Do an initial screening.

[11 Tips for Hiring Quality Movers | Moving.com](https://www.moving.com/tips/hiring-quality-movers/)

<https://www.moving.com/tips/hiring-quality-movers/>

Feb 28, 2014 - Here are 11 ways to hire the right team for your move: Moving inventory. Get a thorough walk-through. Don't pay a large deposit. Avoid moving companies with a name switch. Get references on movers. Avoid packing costs. Beware of extra fees. Avoid a blank moving contract.

How much do movers cost



Local moving companies charge around **\$25** per hour per mover. It should take 3 movers roughly 6 hours to move a 2 bedroom apartment locally, so about \$450 for labor alone. When moving long distance, the price can reach around \$3500 for an average weight of 5000 lbs. Aug 16, 2016

#### How Much Does It Cost To Hire Movers - Complete Guide

<https://www.mymovingreviews.com/move/how-much-does-it-cost-to-hire-movers>

About this result Feedback

#### People also ask

How much does it cost to have movers pack your stuff? ▾

How much does it cost to have movers move you across country? ▾

How much does it cost for local movers? ▾

How much do you need to move into an apartment? ▾

#### How Much Does a Moving Company Cost? | Moving.com

<https://www.moving.com/tips/how-much-does-a-moving-company-cost/> ▾

4 days ago - According to the American Moving and Storage Association, the average cost of an intrastate household move is \$2,300 for four movers at \$200 per hour – based on an average weight of 7,400 pounds.

#### Moving Cost Calculator for Moving Estimates | Moving.com

<https://www.moving.com/movers/moving-cost-calculator.asp> ▾

In our suite of tools, we also offer a packing calculator to estimate the cost of packing your home based on its size; a move planner with customizable to do lists, weekly email alerts and coupons and other special offers to save during your move; and a utility finder to help you decide on the best TV, internet, and phone deals ...

10 Moving Mistakes to Avoid · Packing Calculator · Moving Planner

How much does it cost to have movers pack your stuff



People also ask

- How much does it cost to have movers pack your stuff? ▾
- How much does it cost to have movers move you across country? ▾
- How much does it cost for local movers? ▾
- How much do you need to move into an apartment? ▾

Feedback



People also ask

How much does it cost to have movers pack your stuff? ▲

The cost per hour per mover is about \$25 – \$30. How many hours of work will the movers do depends on the size of your home, how much stuff you've got in there, and if the movers are hired to pack or load/ unload. Hiring only moving labor could cost you about \$50 to \$70 per hour. Jan 11, 2015

[How Much Do Movers Charge? - The Moving Blog](http://www.themovingblog.com/movers-charge/)  
www.themovingblog.com/movers-charge/

Search for: How much does it cost to have movers pack your stuff?

- How much does it cost to have movers move you across country? ▾
- How much does it cost for local movers? ▾
- How much do you need to move into an apartment? ▾
- How much does it cost to pack your house? ▾
- How much does it cost to hire movers to pack for you? ▾

Feedback

## Local knowledge panel



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About 538,000 results (1.02 seconds)

### Grant Park Archives - The World-Famous Billy Goat Tavern

[www.billygoattavern.com/tag/grant-park/](http://www.billygoattavern.com/tag/grant-park/)

EventsBy admin August 28, 2012 Leave a comment. Don't miss the Billy Goat Tavern at the 34th Annual Chicago Jazz Festival! Billy Goat will be available September 1-2 in Grant Park! Enjoy some real Chicago music with a real Chicago Cheezborger! Click here for a link to some helpful information to plan your visit.

### Home - The World-Famous Billy Goat Tavern

[www.billygoattavern.com/](http://www.billygoattavern.com/)

... O'Hare Airport · Washington, D.C. · Yorktown · Retail · Billy Goat Beer · Billy Goat Burgers · Souvenirs · Blog · NEWS EVENTS REWARDS · CAREERS · ORDER TAKEOUT. slider-bg. logo. October 6, 1945 to November 2, 2016. The Billy Goat Curse is broken! Congratulations, Cubs! G. O. A. T. (Greatest of All Time) ...

[Locations](#) · [Our History](#) · [The Cheezborger](#) · [Where to Buy](#)

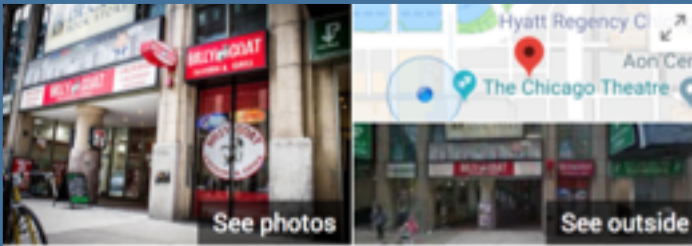
### Locations - The World-Famous Billy Goat Tavern

[www.billygoattavern.com/locations/](http://www.billygoattavern.com/locations/)

View location information. logo. 700 E. Grand Ave Chicago, IL 60611. Phone: (312) 670-8789. View Map · View location information · logo. 1535 W. Madison St. Chicago, IL 60607. Phone: (312) 733-9132. View Map · View location information. logo. 222 Merchandise Mart # Fc-2. Chicago, IL 60654-1285 (312) 464-1045

### Billy Goat Tavern, Chicago - 430 N Michigan Ave, Magnificent Mile ...

<https://www.tripadvisor.com> > ... > Illinois (IL) > Chicago > Chicago Restaurants



See photos See outside

### Billy Goat Tavern (Millennium Park) ★

3.8 ★★★★★ 142 Google reviews

Bar & Grill [Website](#) [Directions](#)

Outpost of the famed "Cheezborger!" tavern, with a bar & basic comfort food amid brick walls.

**Address:** 60 E Lake St, Chicago, IL 60601

**Hours:** Open · Closes 12AM

**Menu:** [places.singleplatform.com](http://places.singleplatform.com)

**Order:** [grubhub.com](http://grubhub.com), [seamless.com](http://seamless.com)

**Phone:** (312) 346-5620

[Suggest an edit](#)



Is tracking how people use your biz



Send to your phone

Send

Reviews

Write a review

Add a photo

- "Lots of room and smelled amazing, family friendly with great and fast service."
- "The bun was twice the size of the burger I ordered."
- "Great people, great selection, great food."

View all Google reviews

People also search for

View 15+ more

Rudy's Bar & Grille Grill	Jake Melnick's Corner Tap Chicken Wings	Epic Burger Hamburger	M Burger Hamburger	Bar Louie Restaurant

## Mobile-first indexing



## Google begins mobile-first indexing, using mobile content for all search rankings

While called an 'experiment,' it's actually the first move in Google's planned shift to looking primarily at mobile content, rather than desktop, when deciding how to rank results.

<https://twitter.com/bestofnextdoor>

Barry Schwartz on November 4, 2016 at 12:00 pm



## What is Mobile First Indexing?



- Google now looks at sites' mobile versions first to index content
- Google claims this is change to how it indexes, not how it ranks content
- Sites will be notified via Google Search Console when they are migrated to MFI

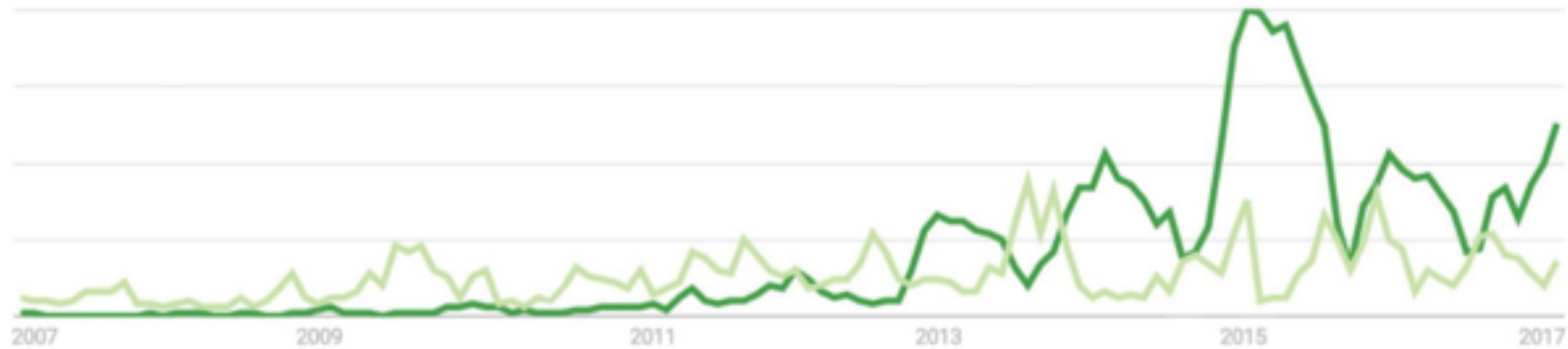
Is training us



### Restaurant searches with and without zip codes



# The weather



● "Is it going to rain today"

● "Houston weather forecast"

## Home



All News Shopping Videos Images More Settings Tools

About 83,200,000 results (0.54 seconds)

### Google Home Mini | Buy now | google.com

(Ad) [store.google.com/home](https://store.google.com/home)

Get answers, play music and control your smart home. Starting at \$49.  
Auto-updates · Get answers from Google · Control devices at home · Variety of base colors

#### Connects to your devices

Get answers, stream music, and manage everyday tasks.

#### Learn how to use it

Google Home Mini is easy and convenient to use. Learn more.

### Google Home - Smart Speaker & Home Assistant - Google Store

[https://store.google.com/product/google\\_home](https://store.google.com/product/google_home)

\$129.00 - In stock

Google Home is a powerful speaker and voice Assistant. Play your music. Call your friends. Ask it questions. Control your home. It's your own Google, always ready to help.

[Apps & Partners](#) · [Learn](#) · [Base for Google Home](#) · [Google Home Mini](#)

### Google Home - Android Apps on Google Play

<https://play.google.com/store/apps/details?id=com.google.android.apps...app...>

★★★★★ Rating: 4.1 - 459,266 votes - Free

With the Google Home app, you can set up and control your Chromecast, Google Home and other Assistant speakers.\* Discover Get the most out of your devices with the latest features, tips and offers. Browse One place to browse and play your available music, TV shows, and movies from the services you love. Control

### Google Home White Google Home - Best Buy

<https://www.bestbuy.com> · [Smart Home](#) · [Voice Assistants](#)

★★★★★ Rating: 4.5 - 9,991 reviews - \$129.00 - In stock

Simplify your everyday life with the Google Home, a voice-activated speaker powered by the Google Assistant. Use voice commands to enjoy music, get answers from Google and manage everyday tasks. Google Home is compatible with Android and iOS operating systems, and can control compatible smart devices such as ...



## Google Home

4.5 ★★★★★ 12,273 user reviews

4/5  
CNET

3.5/5  
TechRadar

8/10  
Trusted Reviews

### Shop now

Sponsored ⓘ

\$129.00 · [Google Store](#)

Free shipping

Google Home

\$89.99 · [Newegg.com](#)

Free shipping, no tax

Google Home

\$99.99 · [Monoprice.com](#)

Free shipping, no tax

Google Home Wireless Speaker & Home Assistant

\$89.99 · [eBay](#)

Free shipping, no tax

Google Home Hands-free Personal Assistant White/slate Fabric

\$129.00 · [Best Buy](#)

📍 Store pickup

Google - Home - White/Slate fabric

View all sellers and prices

What are you doing next



what are you doing next **weekend**  
what are you doing next **weekend in spanish**  
what are you doing next **weekend in french**  
what are you doing next **week**  
what are you doing next **year**  
what are you doing next **summer**  
what are you doing next **sunday**  
what are you doing next **saturday**  
what are you doing next **friday**  
what are you doing next **weekend in german**

Zero results



what time is it



All Images Maps Shopping More

Settings Tools

Answered in 0.26 seconds

11:20 AM

Tuesday, March 20, 2018 (MDT)

Time in Denver International Airport, 8500 Peña Blvd, Denver, CO

**True Time Clock | True Time Clock**

[www.metacrawler.com/True+Time+Clock/results](http://www.metacrawler.com/True+Time+Clock/results)

Search True Time Clock. Look Up Results on Metacrawler.com

Discover and Explore Now · Browse Multiple Engines · Trusted By Millions · Search Multiple Engines

**What Time Is It Clock | Search & Find Quick Results.**

[www.informationvine.com/Results](http://www.informationvine.com/Results)

Informationvine.com delivers quality results from across the web.

Quick & Easy Answers · Search & Find Now · Learn More · Find Relevant Information

Types: Business, Health, Travel

Show all results >



@dannysullivan



**Danny Sullivan** ✓

@dannysullivan

Following



Replying to @dannysullivan @rustybrick

Update! We have enough data and feedback -- which is appreciated -- to conclude that the condensed view experiment should stop for now. The team will look at improving when and how it appears.

11:39 PM - 20 Mar 2018

# Entities



Google

Dr. Harold N. Bornstein

ALL IMAGES MAPS NEWS VIDEOS SHOPPING

**Sick of Being Sick? | Free Gut-Brain Workshop | eventbrite.com**  
(Ad) www.eventbrite.com/

Learn More Bloating, Constipation, Weight Control, and More.

3.0 mi - Pleasanton  
Santa Rita Rd

**Harold Bornstein**  
American physician

Harold Nelson Bornstein is an American gastroenterologist. He is best known as Donald Trump's personal physician. Bornstein was Donald Trump's personal physician since 1980 until early 2018; before then Bornstein's father was his personal physician.

Google

nixon tapes

ALL VIDEOS IMAGES NEWS MAPS SHOPPING

See results about **The Nixon Tapes: 1971-19...**  
 Book by Douglas Brinkley ...

**Nixon White House tapes**

The Nixon White House tapes are audio recordings of conversations between U.S. President Richard Nixon and Nixon administration officials, Nixon family members, and White House staff, produced between 1971 and 1973.  
[Wikipedia](#)

VIDEOS FROM THE WEB

YouTube - CBS

YouTube - a

# mattresses (above the fold)



All Shopping Maps News Images More Settings Tools

About 295,000,000 results (0.82 seconds)

**Sears® Official Site | Memorial Day Mattress Deals.**  
[www.sears.com/Mattresses/MemorialDay](http://www.sears.com/Mattresses/MemorialDay)  
 Up to 50% Off Top Brands & 24 Mos. Special Financing! Free Delivery & Assembly. Sealy  
 1700 Stoneridge Mall Rd, Pleasanton, CA - Open today - 11:00 AM - 8:00 PM

**Sears® Memorial Day**  
 Up to 50% Off Top Brand Mattresses  
 24 Mos. Special Financing

**Mattress Sets at Sears**  
 Save Big on a Wide Range of  
 Mattress Sets at Sears. Shop Now!

**Best Reviewed Mattress | Over 25,800 5-Star Reviews**  
[www.sleepnumber.com/best-mattress](http://www.sleepnumber.com/best-mattress)  
 Free Delivery, Setup & Mattress Removal. Try & For 120 Night's Ultra Premium Quality.  
 Our Adjustable Base - Our Mattress - 0% Financing Available - Green Initiative - Our Advantage

**Sleep Number® Semi-Annual Sale | Lowest Price Ever**  
[www.sleepnumber.com/OfficialStore](http://www.sleepnumber.com/OfficialStore)  
 Queen of Mattress With Adjustable Comfort On Both Sides Now Only \$1099. Shop Now  
 Top Brand Mattresses - 100-Night Risk Free Trial - Sleep Number 360™ Bed - Special Financing  
 1044 Stoneridge Mall Rd, Pleasanton, CA - Open today - 10:00 AM - 9:00 PM

**Casper: The Best Mattress | Memorial Day Sale | casper.com**  
[www.casper.com](http://www.casper.com)  
 #1 Rated Mattress Brand According To A Leading Independent Consumer Publication



- Rating Hours Sort by
- Mattress Firm Fallon Gateway**  
 4.0 (35) • Mattress Store  
 Source selling branded mattresses - Fallon Gateway  
 3.4 mi - 3850 Fallon Rd - (502) 905-8963  
 Open - Classes 9PM
  - Mattress Firm Pleasanton**  
 4.0 (14) • Mattress Store  
 Source selling branded mattresses  
 4.1 mi - 6050 Johnson Dr Ste C - (502) 469-1284  
 Open - Classes 9PM
  - Macy's Furniture Gallery**  
 3.9 (26) • Mattress Store  
 Home furnishings & mattress specialist - Rose Pavilion  
 3.1 mi - 4255 Rosewood Dr - (502) 227-0333  
 Open - Classes 9PM
- More places

## Shop for mattresses on Google

<b>Serta Perfect Sleeper...</b> \$429.99 Sears Free shipping	<b>Cocoon by Sealy Twin Mattress...</b> \$299.00 Cocoon by Sealy Free shipping	<b>Nectar's Best Rated King...</b> \$775.00 Nectar Sleep Free shipping
<b>Sleep Number c2 Queen Mattress...</b> \$899.99 Sleep Number ★★★★ (1k)	<b>Tuft &amp; Needle Queen Mattress</b> \$575.00 Tuft & Needle Free shipping	<b>Adjustable Mattress - Loom &amp; Leaf</b> \$749.00 Loom & Leaf Free shipping
<b>Sleepy's Queen Basic 8.5 Inch...</b> \$149.00 Mattress Firm	<b>Best Mattress - Award Winning...</b> \$500.00 Casper Free shipping	<b>12 Inch Hybrid Queen Bed in a...</b> \$249.00 Aurora Free

More on Google

# mattresses (below the fold)



**Our Online Mattress Store - Mattress Firm**  
[www.mattressfirm.com/mattresses/](http://www.mattressfirm.com/mattresses/) \*  
 Browse our selection & reviews of top mattress brands, such as Simmons, Serta, & HR. We have plush, pillow top, firm, & extra firm mattresses.  
 Queen King Full Twin

**Mattress Firm Pleasanton | Beds & Mattresses Store Pleasanton CA ...**  
<https://www.mattressfirm.com> | California | Pleasanton | Mattress Firm Pleasanton \*  
 ★★★★★ Rating: 4.7 - 185 reviews  
 At Mattress Firm's locations in Pleasanton, CA, you won't believe how far your budget stretches. ...  
 So, at Mattress Firm locations in Pleasanton, CA, we carry a variety of brands and construction types, ranging from traditional innerspring to hi-tech hybrids and memory foam foam ...

**Mattresses | Costco - Costco Wholesale**  
<https://www.costco.com/mattresses.html> \*  
 Find a great collection of Mattresses at Costco. Enjoy low warehouse prices on name-brand Mattresses products.  
 Queen Mattresses King Mattresses Full Mattresses Twin Mattresses

**Mattress Store - Macy's Stoneridge Shopping Center - Pleasanton, CA**  
<https://www.macys.com> | CA | Pleasanton | 1300 Stoneridge Mall \*  
 Buy Mattresses at Stoneridge Shopping Center in Pleasanton, CA! Find a great selection of mattresses by size, memory foam, air mattresses, adjustable beds ...

**Sleep Number - Beds & Mattress Store in Pleasanton, CA**  
<https://stores.sleepnumber.com> - California | Pleasanton \*  
 ★★★★★ Rating: 4.5 - 45 reviews  
 At the Pleasanton, CA Sleep Number® store, we're improving lives by individualizing sleep experiences. Only Sleep Number® mattresses allow you to adjust ...

**Mattress Firm Pleasanton - 16 Photos & 100 Reviews - Mattresses ...**  
<https://www.yelp.com> - Shopping | Home & Garden | Mattresses \*  
 ★★★★★ Rating: 4.5 - 100 reviews - Price range: \$\$  
 100 reviews of Mattress Firm Pleasanton "It was overall a very pleasant shopping experience in this store. They provided pillow cover for customer to try on ...

### Top stories



- Memorial Day 2018 Mattress Sales You Need To Know About**  
Huffington Post | 2 days ago
- Even firefighters need sleep: Mattress company donates new beds to Avondale Fire**  
AZCentral.com | 9 hours ago
- Memorial Day weekend mattress sales are going on right now — here are the 19 best...**  
Business Insider | 1 day ago

→ More for mattresses

**Pleasanton, CA Top Serta Mattress Retailers**  
<https://www.serta.com/mattress-furniture-store-location/PLEASANTON-CA.html> \*  
 Serta Mattress Stores in Pleasanton CA. ... Mattress Firm, 3 Miles, 6050 Johnson Dr, Pleasanton, CA 94588, 925-469-1284 - Get Directions. Featured Products.

**Mattresses You'll Love | Wayfair**  
<https://www.wayfair.com/mattresses/cat/mattresses-c14871.html> \*  
 Find Mattresses from top brands like Sealy, Simmons and Serta at Wayfair. Enjoy Free Shipping & browse our great selection of Memory Foam Mattresses, Twin ...

**Research Mattresses**

- Best Mattress Reviews - Consumer Reports**  
Consumer Reports
- These Are 5 Of The Best Mattresses For Side Sleepers To Buy Online**  
Forbes - Jan 20, 2018
- The best mattresses as ranked by Consumer Reports Video**  
ABC News - Jan 23, 2018

**The Way To Sell You A Mattress Is An Internet Nightmare**  
<https://www.thefairycompany.com/> ... Memphis career blogger's search is underpiled of the ...  
 One day in the spring of 2016 I mentioned to a friend that I needed a new mattress. Mine was a custom handmade that had become about ...

**Are We in a Mattress Store Bubble? - Freakonomics Freakonomics**  
<https://www.freakonomics.com/good-stuff/mattress-store-bubble/>  
 Mattress Firm is, by number of stores, the biggest specialty mattress retailer in these United States. In fact, it owns Sleep's as well, so it's a few ...

**How Casper Became a \$100 Million Company in Less Than Two - Inc.**  
<https://www.inc.com/magazine/2016/02/casper-changing-mattress-industry.html>  
 Casper is spending a \$14 billion industry, one mattress at a time.

**Nectar Mattress | Delivered To Pleasanton, CA**  
[https://www.nectarsleep.com/Mattress/Order\\_Online](https://www.nectarsleep.com/Mattress/Order_Online) \*  
 ★★★★★ Rating for nectarsleep.com: 4.8 - 174 reviews  
 No wonder everybody wants a Nectar Sleep Mattress. Order Your Mattress Now!  
 Models: Cal King Size Mattress, King Size Mattress, Queen Size Mattress, Full Size Mattress, Twin XL, Adjustable Beds, Mattress Protectors, Nectar Sleep Mattresses, Nectar Sleep Foundations.  
 Save \$125 off all mattresses. Ends Jan 4.

**Sleep Number® Semi-Annual Sale | Lowest Price Ever**  
<https://www.sleepnumber.com/Offers/Sale> \* (2018 01-18)\*  
 ★★★★★ Rating for sleepnumber.com: 3.9 - 246 reviews  
 Queen or Mattress With Adjustable Comfort Or Both Beds Now Only \$1,299. Shop Now!  
 @ 1300 Stoneridge Mall Rd, Pleasanton, CA - Open today: 10:00 AM - 9:00 PM

**The Best Non-Toxic Mattress | Zenhaven By Saatva**  
<https://www.zenhaven.com/> \*  
 Free Delivery, Setup & Mattress Removal. Try in for 100 Night Sleep. Advanced Comfort Tech, 3 Comfort Levels, Serta Firm, Luxury Plush, 9 Core Comfort Layer. Why "Totally Latex"? Free Delivery & Setup. Shop Now. Our Zenhaven Mattress. Complete Zenhaven.

**Refine by size**

- Twin
- Full XL
- King
- California King
- Twin

**Searches related to mattresses**

- mattress firm
- mattress sale
- mattress queen
- best mattresses
- beds mattress
- beds mattress
- sleep mattresses
- memory mattresses
- mattresses near me

# PWAs



Showing results for progressive web *apps*

Turns



What can PWAs do?



- Speed
- No app install needed
- Cross-device
- Enable home screen Icons
- Push notifications
- Deep linking
- Good for slow connections/less data needed

What SEOs Need to Know About PWAs

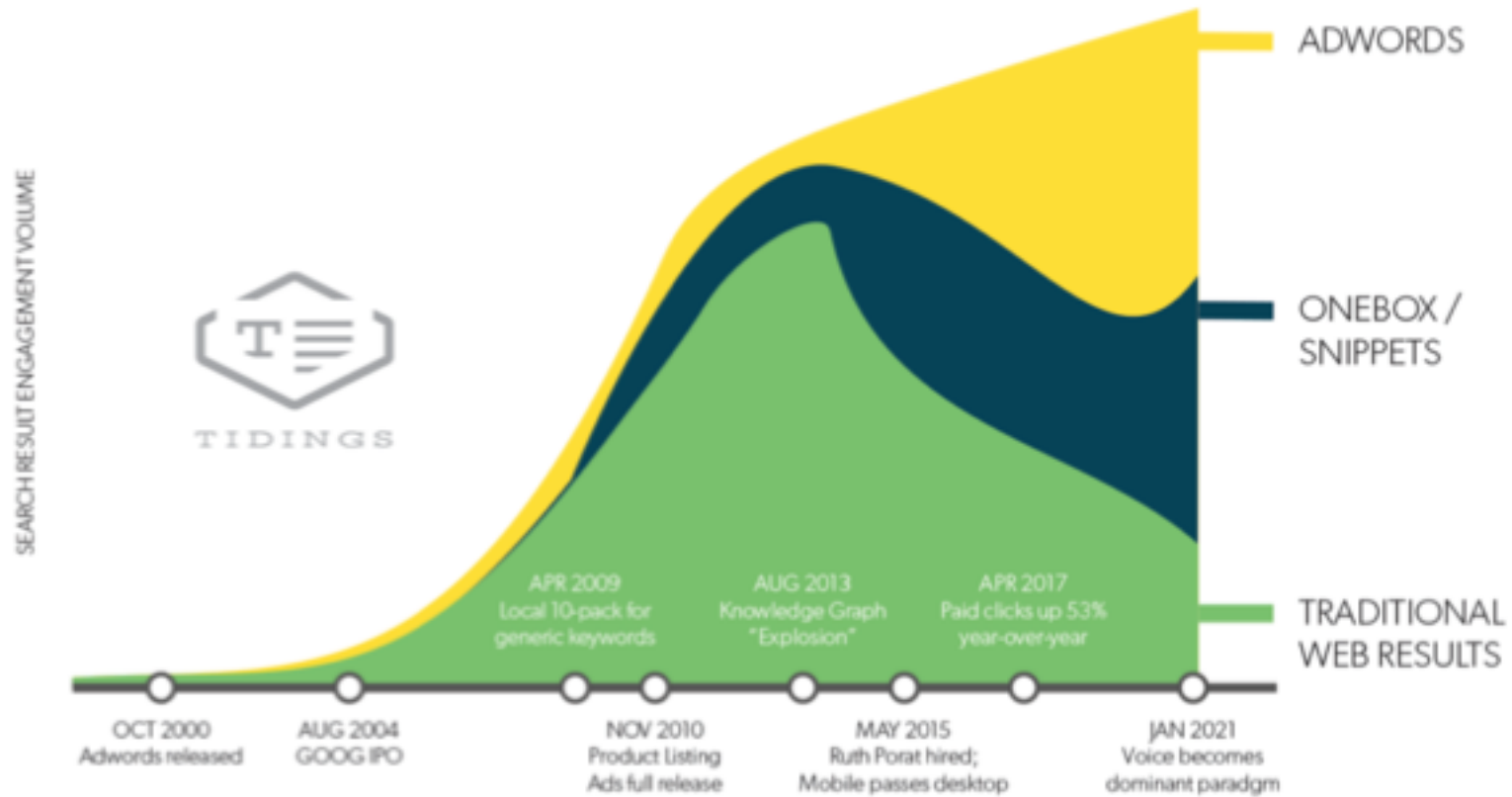
The big ~~mobile~~ seo picture



SERPs moving from list of links to:

- Instant Answers
- Google “Entities”:
- Google My Business
- Brand/Product/Fact Knowledge Panels
- AMP Results
- Videos/Media files
- Transactional Widgets (e.g. Google Hotels)
- People Also Search Widgets
- And then lists of links

# Evolution of local serp topography



<https://tidings.com/vault/local-serp-topography.html>

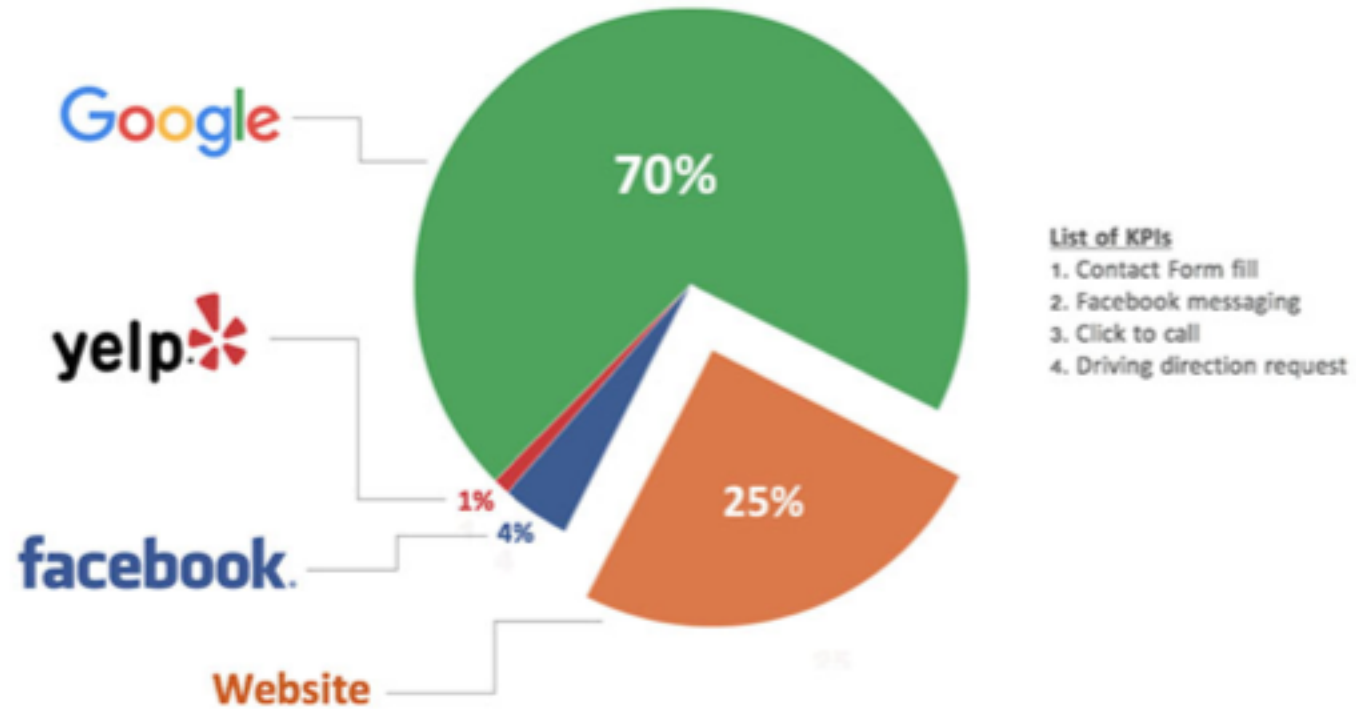
**Tidings. Send Better Newsletters. Fast.**



Is your new homepage



### Key Performance Indicator Action Sources



What do people look at



What can you influence/control



Ads



Your Website



GMB Information



Knowledge Panel  
Images



Google Posts



Google Q&A



Your Business Info on  
Other Sites



Reviews

Ads \\_(ツ)\_/

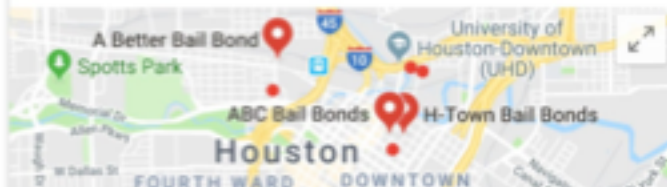


 **Steve Hammer**  
@armondhammer



Following


I want to actually know the term and targeting that triggered a dentist ad for a Bail bonds local pack. Because I can't think of remotely logical way this happens.

**Bail Bonds**  
near Houston, TX



Open now Top rated MORE FILTERS

**Smiles of Memorial: Daniel Dernick, DDS**   
**Ad** 5.0 ★★★★★ (88)  
Dentist - 909 Dairy Ashford Rd 


**A Better Bail Bond**  
3.9 ★★★★★ (32)  
Bail Bonds Service - 1416 Washington Ave  
Open 24 hours 

**ABC Bail Bonds**

 **Damon Gochneur**  
@DamonGochneur

Following

Two words: AdWords express.



**Steve Hammer** @armondhammer  
I want to actually know the term and targeting that triggered a dentist ad for a Bail bonds local pack. Because I can't think of remotely logical way this happens.

4:38 AM - 20 Jun 2018 from [Lantana, TX](#)

# Brand traffic cannibalization



Last Touch Channel Report | All Visits (No Segment) | Tue, 7 Jun, 2016 - Tue, 4 Oct, 2016 | Graph generated by Adobe Analytics | 6:15 PM EDT, 4 Oct 2016

Adwords Brand Targeting Starts

33% decline in organic

# Brand revenue cannibalization



~-\$50K/week

Adwords Brand Targeting Starts

## Your website

**Allied Van Lines: Moving and storage services**[local.allied.com/](https://local.allied.com/) ▼

Allied makes moving and storage easier than ever. If you're looking for moving and storage services where your needs are always the top priority – and solutions can be tailored to fit your particular situation – then it's time to talk to your local Allied agent. Whether you're moving to a new home across town or relocating your ...

**Florida Moving Companies - Allied Van Lines**<https://www.allied.com/moving-companies/florida> ▼

Looking for a moving company in Florida? See why thousands have chosen Allied over other movers since 1928. Request a quote today!

**Maine Moving Companies - Allied Van Lines**<https://www.allied.com/moving-companies/maine> ▼

Looking for a moving company in Maine? See why thousands have chosen Allied over other movers since 1928. Request a quote today!

**Affordable Idaho Movers - Certified Allied Moving Company**<https://www.allied.com/moving-companies/idaho> ▼

Looking for a moving company in Idaho? See why thousands have chosen Allied over other movers since 1928. Request a quote today!

**Affordable Ohio Movers - Certified Allied Moving Company**<https://www.allied.com/moving-companies/ohio> ▼

Looking for a moving company in Ohio? See why thousands have chosen Allied over other movers since 1928. Request a quote today!

**Affordable Oregon Movers - Certified Allied Moving Company**<https://www.allied.com/moving-companies/oregon> ▼

Looking for a moving company in Oregon? See why thousands have chosen Allied over other movers since 1928. Request a quote today!

## Speed



<http://www.localseoguide.com/>

May 25, 2018, 2:46 PM PDT

Emulated Nexus 5X, Simulated Fast 3G network



Performance



Progressive Web App



Accessibility



Best Practices



SEO

Score scale: 0-44 45-74 75-100

## Performance



### Metrics

First Contentful Paint

8,050 ms ▲

First Meaningful Paint

8,950 ms ▲

Speed Index

15,230 ms ▲

First CPU Idle

14,040 ms ▲

Time to Interactive

21,600 ms ▲

Estimated Input Latency

158 ms ▲



# My business



## Attributes

Search these attributes

### Languages spoken

- + Arabic + Cantonese + Dutch
- + English + Filipino + French
- + German + Hindi + Indonesian
- + Korean + Mandarin
- + Portuguese + Spanish
- + Vietnamese

+ Repair services

+ Same-day delivery

### Payments

Cash only

+ Checks

CANCEL APPLY

### Attribute

### Percentage change associated with each attribute

#### Directions requests (%)

#### Homepage clicks (%)

Attribute	Directions requests (%)	Homepage clicks (%)
Photos	42	35
Phone number	-9	41
Website/URL	58	n/a
Opening hours	13	42
User reviews	144	360

Source: Oxera analysis of Google My Business data.

Knowledge panel images



hyundai corpus christi



Web News Maps Videos Shopping More Search tools

About 419,000 results (0.22 seconds)

Corpus Hyundai Dealer

www.autonationhyundaicorpuschristi.net/
The New '14-'15 Hyundais are Now at AutoNation Hyundai Corpus
Browse Used Inventory - Browse New Inventory - Hours & Location
3115 South Padre Island Drive, Corpus Christi, TX

AutoNation Hyundai Corpus Christi | New & Used Hyundai ...

www.autonationhyundaicorpuschristi.com/
Visit AutoNation Hyundai Corpus Christi, your new & used car dealer in Corpus Christi
with auto service, parts, leasing & car financing.
2 Google reviews - Write a review

6686 S Padre Island Drive, Corpus Christi, TX 78415
(361) 444-0156

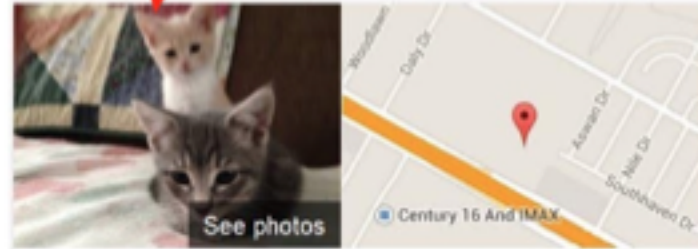
Pre-Owned Vehicles

Find preowned at AutoNation Hyundai
Corpus Christi ...

New Vehicles

Find new Hyundai at AutoNation
Hyundai Corpus Christi ...

?????????
PLEASE FIX ASAP!!!!



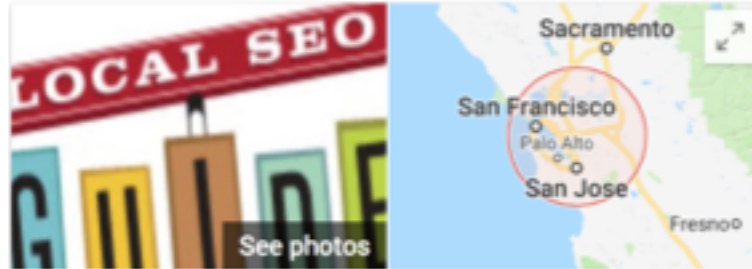
AutoNation Hyundai
Corpus Christi

Hyundai Dealer

Address: 6686 S Padre Island Drive, Corpus Christi, TX 78415
Phone: (361) 444-0156

Directions

Posts



Local SEO Guide, Inc. ★

Website

4.7 ★★★★★ 9 Google reviews

Internet marketing service in Pleasanton, California

Address: Pleasanton, CA

Hours: Closed - Opens 9AM Wed

Phone: (925) 425-9226

Suggest an edit



Local SEO Guide, Inc.  
on Google

I am writing this to show everyone at the SIRVA show an example of how you can ...

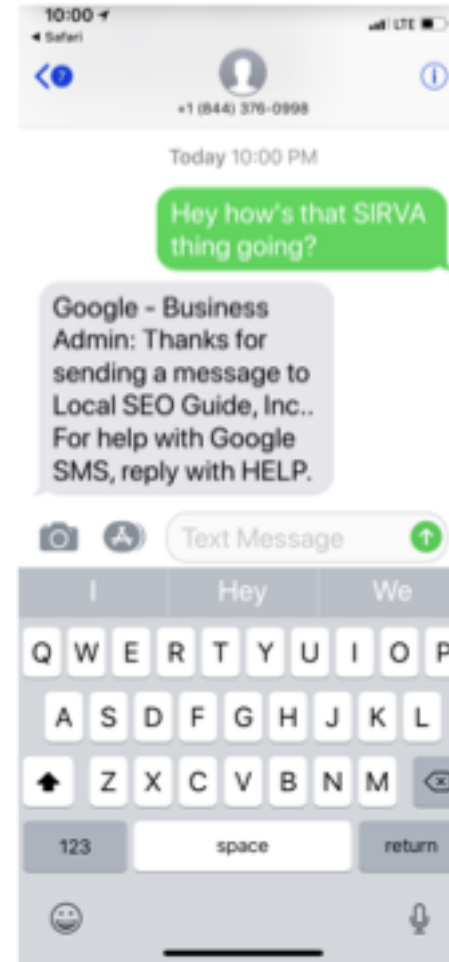
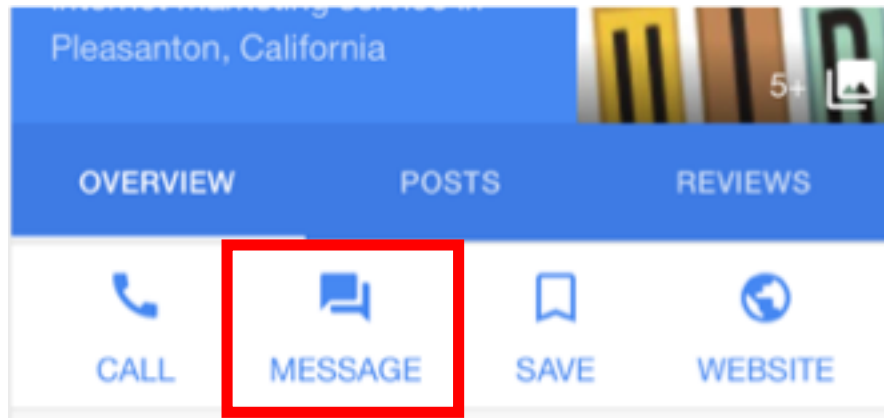
20 mins ago

Learn more



Tell customers what's new with Posts. [Learn more](#)

# Business messaging



Q&A



Bright Now! Dental

6315 Pearl Rd, Parma Heights, OH

Ask a question

You guys should give some training to front Desk lady she is extremely Rude  
Astigmatism



1 Answer



Keely Pierson

3 weeks ago



Astigmatism it's an eye issue. Do you mean antagonistic?

Helpful?

## Your business info on other sites



Google My Business

YAHOO!  
SMALL BUSINESS



## Reviews



### Reviews

Write a review

Add a photo



"Took good care of our furniture and personal belongings."



"The office staff in Chicago was friendly and helpful with all of the prep."



"Everyone was so helpful and not one thing was broken."

[View all Google reviews](#)

### Chicago Suburbs Movers | Chicago Area Moving Company ...

[www.blackhawkmoving.com/areas-served/](http://www.blackhawkmoving.com/areas-served/)

★★★★★ Rating: 4.9 - 102 reviews

Mar 8, 2018 - Get in touch with one of the best Chicago suburbs movers today by giving Blackhawk Moving & Storage a call. We are your moving company in the Chicago area that can provide moving services to downtown Chicago, its Northwest and Western suburbs, as well as the cities of DeKalb and Rockford.

### Reviews from the web

1/5 [Yellow Pages](#) - 1 review

How to rank well in Google



What happens when you take:

100,000 Local Businesses

3,000+ Queries

100+ Factors

2 PhDs...





Correlates with good local rankings



### GMB "AUTHORITY"

- GMB Reviews
- GMB Photos
- Keyword in Business Name

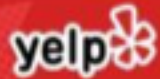
### WEBSITE FACTORS

- # Words on GMB Landing Page
- # Images on GMB Landing Page

### BACKLINKS

- Majestic AC Rank, Trust Flow, etc.
- Google Toolbar PageRank
- #/% Backlinks w City in Anchor Text
- #/% Backlinks w Keyword in Anchor Text

Bad business info



Find tacos, cheap dinner, Max's

Near Pleasanton, CA, US

- Restaurants
- Nightlife
- Home Services
- Write a Review
- Events
- Talk

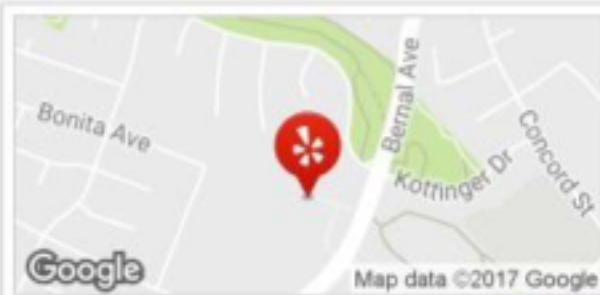
# Local SEO Guide Claimed

★★★★★ 1 review [Details](#)

★ Write a Review



Psychic Readings [Edit](#)



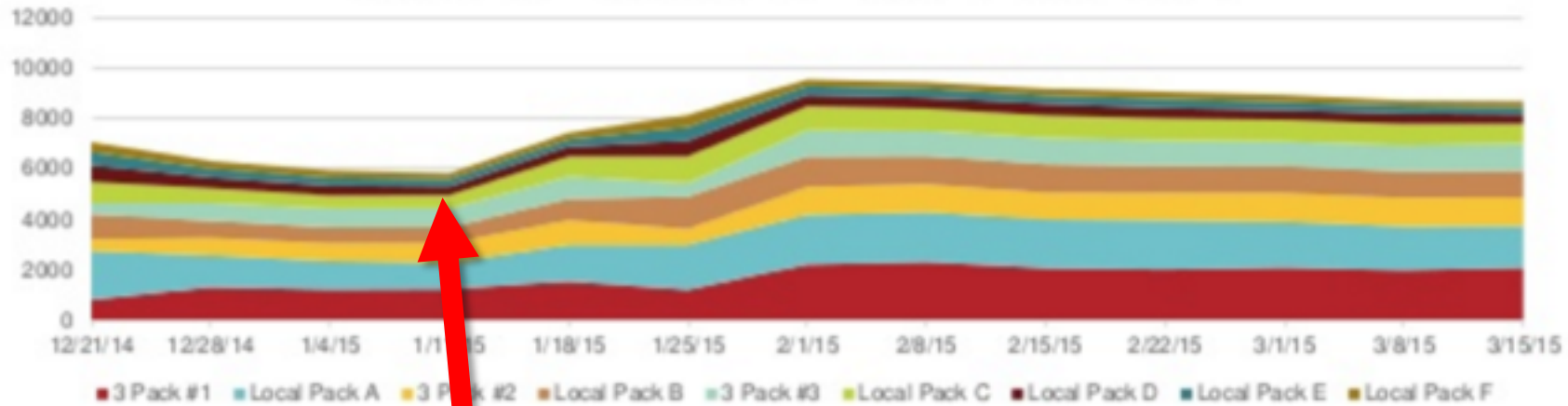
- Pleasanton, CA 94566 [Edit](#)
- [Get Directions](#)
- (925) 425-9226
- [localseoguide.com](#)
- [Request a quote](#)
- [Send to your Phone](#) New



1300 location test



Local / 3 Pack Progress by Pack Type and Position Counts

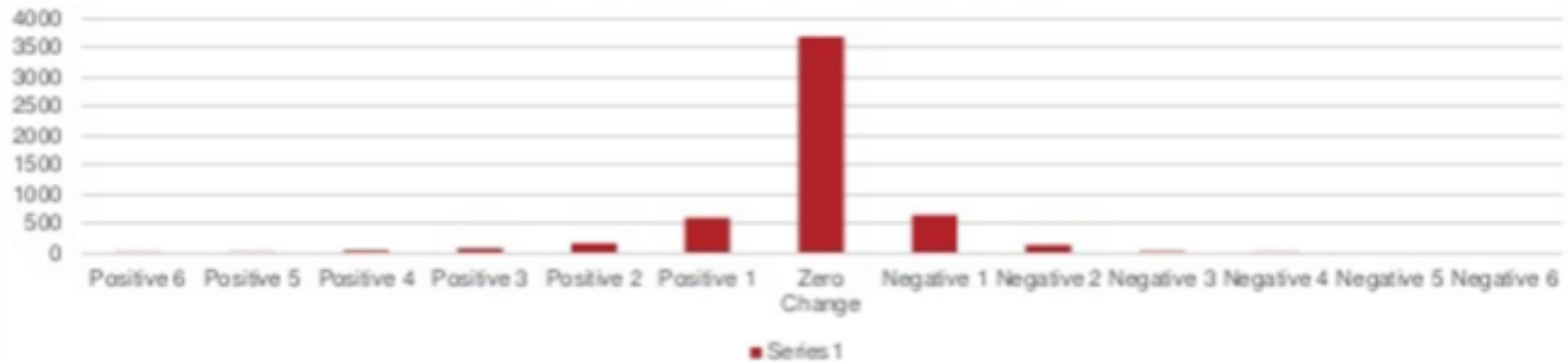


Here's where we fixed stuff

Does fixing listings always work



Rank Changes within Local or 3 Pack



No!

# The “near-me” algorithm



**movers near me**  
Search term

+ Compare

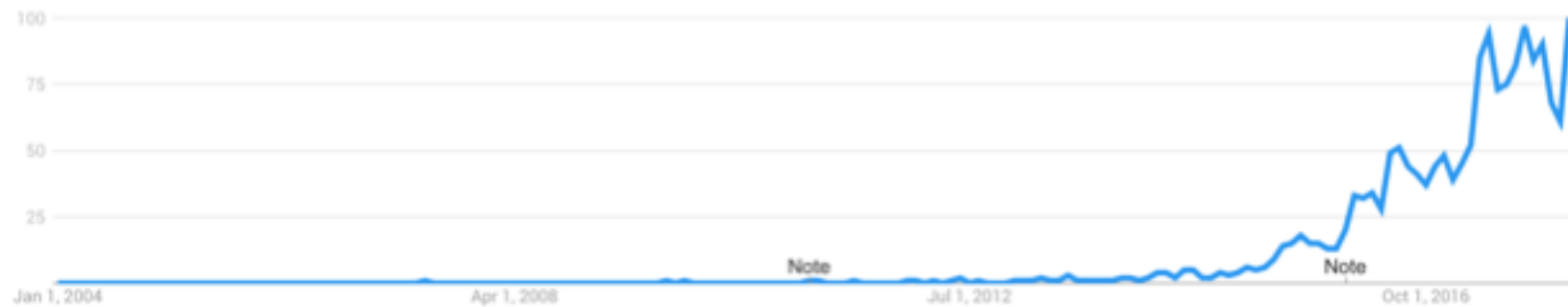
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ⓘ



<https://trends.google.com/trends/explore?date=all&geo=US&q=movers%20near%20me>

How to rank for near me searches



### The 10 Best Cheap Movers Near Me (with Free Estimates) - Thumbtack

<https://www.thumbtack.com/k/cheap-moving/near-me/> ▼

Where do you need the cheap moving company? ... Thumbtack helps thousands of people asking, "How do I connect with the best cheap moving companies in my area?". We offer free custom quotes from cheap moving companies near you, ready to help you move.

### Best Movers Near Me - March 2018: Find Nearby Movers Reviews - Yelp

<https://www.yelp.com/nearme/movers> ▼

Find the best Movers near you on Yelp - see all Movers open now. Explore other popular Home Services near you from over 7 million businesses with over 142 million reviews and opinions from Yelpers.

<http://www.localseoquote.com/near-local-seo-ranking-factors/>

What do tactics do we invest in



Get It Right & Move On	Ongoing
Website	Content
Google My Business	Links
Local Citations	Reviews
	Engagement

## Stuff you can do this week



Make sure local citations link to the right page



Make sure your NAP is consistent throughout the web



Check if you are the only one buying ads for your brand queries



Update <title> on GMB landing pages



Add a GMB Post



Check if there are questions on your GMB Q&A



Near Me strategy



Think about how you can get links and how you can get more engagement with your customers



## SEO for mobile in 2018



- Improve mobile UX
- Speed (AMP? PWA?)
- Ease of Use



- Align mobile content w/  
desktop
- Text
- Internal links
- Meta-info
- Tabs are ok!



- Optimize for SERPs w No  
Links
- Structured data (JSON-LD)
- Answer Questions
- App Indexation (iOS &  
Android)
- Feed Google platforms

## Some handy tools



- [Chrome Lighthouse Extension](#)
- [Google Mobile Friendly Test](#)
- [Google Page Speed Insights](#)
- [Google Rich Results Test](#)
- [Locadium](#)
- [NAP Hunter](#)
- [Text-Only Cache Checker](#)      [My SEO Tool Bookmarks](#)

[Complete List of Local SEO Software & Tools](#)

# Thank you!

Andrew Shotland

[Andrew@localseoguide.com](mailto:Andrew@localseoguide.com)

<https://twitter.com/localseoguide>

[www.localseoguide.com/blog](http://www.localseoguide.com/blog)

[www.localseoguide.com/contact](http://www.localseoguide.com/contact)

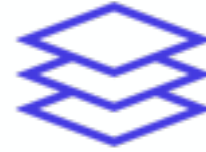
# MONO FOR BEST-IN-CLASS SEO

The Mono Platform offers best-in-class SEO management for local & voice search



## INTEGRATED SEO CHECK

Alert site owners if pages are not 100% optimized for page-level SEO



## PAGE LEVEL FEATURES

Manage page-level meta data, 301 redirects, H tag hierarchy & alt tags



## MICRODATA TAGGING

Aligned with schema.org standards



## TECHNICAL FEATURES

SEO-friendly, W3C-validated HTML and lightning fast performance

# Q&A



# THANK YOU



**Jillian Als**

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