

SEO Case Study

PuretekLLC - Epoxy & Concrete Website

How this Epoxy Company received 552 Monthly Website Visitors, 293 Monthly **FREE** Clicks , 61 Monthly Phone Calls, and a fully booked calendar for the Month.

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Analytics. Amount of Users



Analytics

All accounts > www.puretekllc.com

Default Google Ads Profile ▾



Try searching "Pageviews in last 30 days"



Customization

REPORTS

Realtime

Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences

User Explorer

Demographics

Interests

Geo

Behavior



Attribution BETA



All Users
100.00% Users



+ Add Segment

Mar 29, 2022 - Apr 29, 2022 ▾

Overview

Users ▾

vs. Select a metric

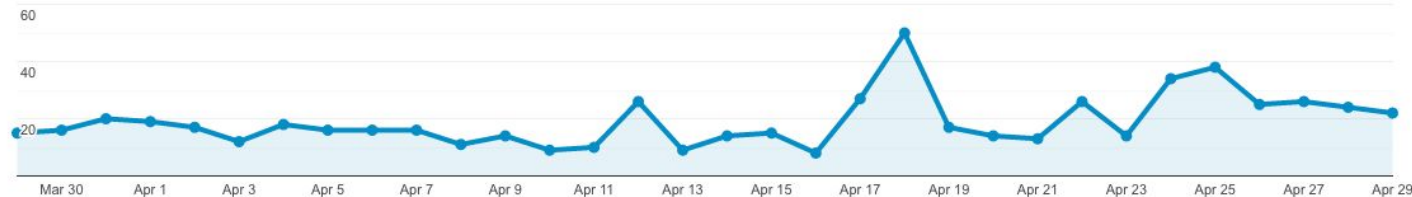
Hourly

Day

Week

Month

Users



Users

552



New Users

537



Sessions

701



Number of Sessions per User

1 27

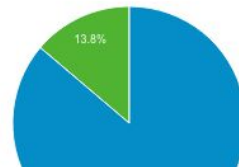
Pageviews

2 717

Pages / Session

3 88

New Visitor Returning Visitor



Acquisition source Part 1

All Users
100.00% Users

+ Add Segment

Mar 29, 2022 - Apr 29, 2022

Primary Dimension:

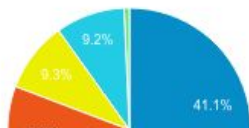
Top Channels

Conversion:

Goal 1: Click - Phone Number

[Edit Channel Grouping](#)

Top Channels



- (Other)
- Direct
- Social
- Organic Search
- Paid Search

Other = Google Business Profile

Users

● Users

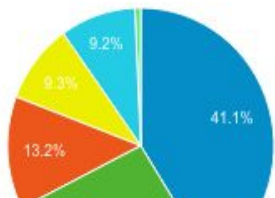


Conversions

● Click - Phone Number (Goal 1 Conversion Rate)

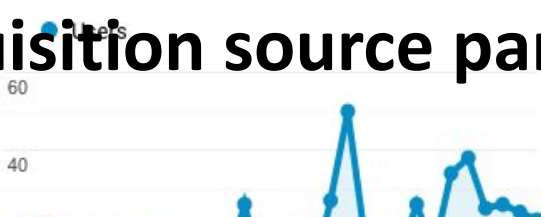


Source ?	Acquisition			Behavior			Conversions		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Click - Phone Number (Goal 1 Conversion Rate) ?	Click - Phone Number (Goal 1 Completions) ?	Click - Phone Number (Goal 1 Value) ?
	233 % of Total: 42.21% (552)	223 % of Total: 41.53% (537)	302 % of Total: 43.08% (701)	0.66% Avg for View: 1.14% (-41.97%)	4.15 Avg for View: 3.88 (7.05%)	00:01:48 Avg for View: 00:01:45 (2.09%)	1.32% Avg for View: 1.43% (-7.15%)	4 % of Total: 40.00% (10)	\$0.00 % of Total: 0.00% (\$0.00)
1. GMB	233(100.00%)	223(100.00%)	302(100.00%)	0.66%	4.15	00:01:48	1.32%	4(100.00%)	\$0.00 (0.00%)



- (Other)
- Direct
- Social
- Organic Search
- Paid Search
- Referral

Acquisition source part 2



Source ?	Acquisition			Behavior			Conversions Goal 1: Click - Phone Number		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Click - Phone Number (Goal 1 Conversion Rate) ?	Click - Phone Number (Goal 1 Completions) ?	Click - Phone Number (Goal 1 Value) ?
	233 % of Total: 42.21% (552)	223 % of Total: 41.53% (537)	302 % of Total: 43.08% (701)	0.66% Avg for View: 1.14% (-41.97%)	4.15 Avg for View: 3.88 (7.05%)	00:01:48 Avg for View: 00:01:45 (2.09%)	1.32% Avg for View: 1.43% (-7.15%)	4 % of Total: 40.00% (10)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/> 1. GMB	233(100.00%)	223(100.00%)	302(100.00%)	0.66%	4.15	00:01:48	1.32%	4(100.00%)	\$0.00 (0.00%)

Rank	Source	Users	Bounce Rate	Conversion Rate
1	(Other)	233	0.66%	1.32%
2	Direct	150	3.16%	0.53%
3	Social	75	0.00%	2.63%
4	Organic Search	53	0.00%	1.61%

Google Business Profile Analytics Tracking

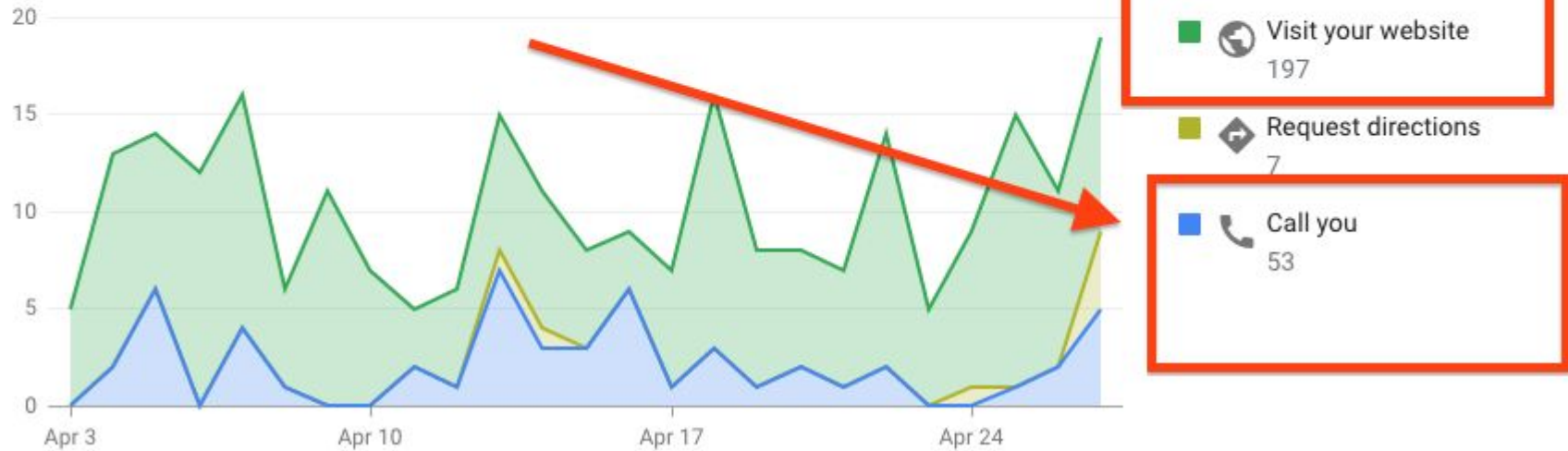
Customer actions



The most common actions that customers take on your listing

1 month ▾

Total actions 257



Google Analytic Phone Call Tracking

Overview

Goal Completions vs. Select a metric

Hourly Day Week Month

Goal Completions



Goal Completions

10



Goal Value

\$0.00



Goal Conversion Rate

1.43%



Total Abandonment Rate

0.00%



Click - Phone Number (Goal 1 Completions)

10



Path

Goals

Goal Completion Location

Source / Medium

Goal Completion Location

1. /

Goal Completions

8

% Goal Completions

80.00%

This client uses a 3rd party app that lets users schedule on their Google Calendar available times with different services. This client has a full booked calendar for April 2022. Part 1.

TimeTap Dashboard Appointments Clients Messaging Settings

Day Week Month

April 2022 Go To Date Print today

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28 10:00 Nick [redacted] for Concrete Resur 11:00 Omar [redacted] for Epoxy Floor C 12:20 Dav [redacted] for Concrete I 01:40 Jennifer [redacted] or Epoxy Floor C 03:05 Steve [redacted] for Concrete Re	29 10:00 Ted [redacted] for Concrete Res 02:40 Evan [redacted] for Garage Floor 04:50 Tyrone [redacted] or Concrete Res	30 for Fully Booked with PureTek Estima	31 10:35 Craig [redacted] for Concrete P 12:00 Bob [redacted] or Epoxy Floor Coa 02:55 Peter [redacted] for Concrete Resu 03:55 Carly [redacted] for Epoxy Floor Co 04:00 Rachael [redacted] for Garage Flo	1 10:00 Sean [redacted] for Commercial f 11:00 Kristina [redacted] for Concrete Re 12:20 Don [redacted] for Garage Floor Epo	2	3
4 for Fully Booked with PureTek Estima 10:00 Nick [redacted] for Concrete Re	5 for Fully Booked with PureTek Estima 08:00 Brian [redacted] for Concrete R 10:00 Brian [redacted] for Epoxy Floor C 01:30 raymond [redacted] for Concrete Ri	6	7	8	9	10 for Fully Booked with PureTek Estima
11 for Fully Booked with PureTek Estima	12 for Fully Booked with PureTek Estima	13 for Fully Booked with PureTek Estima 01:00 Allsa [redacted] for Garage Floor	14 01:30 Brian [redacted] or Concret	15 11:00 Gus [redacted] for Concrete I 01:00 Stephanie [redacted] for Garage 02:20 Devery [redacted] k for Concre	16	17
18 10:50 Milt [redacted] for Commercial Epc 12:05 Sean [redacted] for Commercial Epc	19 for Fully Booked with PureTek Estimator	20 08:00 Todd [redacted] or Garage Flo	21 10:00 Demond [redacted] for Concrete Res 11:20 Todd [redacted] or Concrete Resu 12:10 Norma [redacted] or Garage Floor 01:30 [redacted] Crown Point 02:00 Kenneth [redacted] for Concrete	22 09:00 [ext] [redacted] [redacted] for che 10:00 Linda [redacted] for Garage Flo 11:30 Shawn [redacted] or Garage Floor 01:00 Aaron [redacted] for Concrete Resu 02:00 Edward [redacted] or Concrete Resi	23	24



Part 2

TimeTap Dashboard ▾ Appointments Clients Messaging ▾ Settings ▾

Calendar Availability Appointment Lists Class Lists Settings

Go To Date Print today < >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
11 for Fully Booked with PureTek Estima	12 for Fully Booked with PureTek Estima	13 for Fully Booked with PureTek Estima 01:00 Alisa [redacted] for Garage Floor	14 01:30 Brian [redacted] for Concret	15 11:00 Gus [redacted] for Concrete I 01:00 Stephanie [redacted] for Garage 02:20 Devery [redacted] for Concre	16	17
18 10:50 Milt [redacted] for Commercial Epc 12:05 Sean [redacted] for Commercial Epc	19 for Fully Booked with PureTek Estimator	20 08:00 Todd [redacted] for Garage Flo	21 10:00 Demond [redacted] for Concrete Res 11:20 Todd [redacted] for Concrete Res 12:10 Norma [redacted] for Garage Floor 01:30 [ext] [redacted] Crown Point 02:00 Kenneth [redacted] for Concrete	22 09:00 [ext] Merchant Mailbox for che 10:00 Linda [redacted] for Garage Floor 11:30 Shawn [redacted] for Garage Floor 01:00 Aaror [redacted] for Concrete Res 02:00 Edward [redacted] for Concrete Res 02:55 Shawn [redacted] for Concrete F 04:10 NANCY [redacted] for Concrete	23	24
25 10:00 Joanna [redacted] for Commer 11:25 Patrick [redacted] for Garage Floor 04:35 Charles [redacted] for Garage Flo	26 10:00 Cathy [redacted] for Concrete 11:30 Wendy [redacted] for Concrete R 01:20 India [redacted] for Garage Flo 04:40 Leslie [redacted] for Garage Floor Ep	27 for Fully Booked with PureTek Estima	28 for Fully Booked with PureTek Estima	29 09:35 Shadi [redacted] for Garage Floor 09:40 Melissa [redacted] for Commercial E 11:00 Tracy [redacted] for Concrete Res 12:00 Karen [redacted] for Concret	30 09:00 Carla [redacted] for Concrete Res	1

3rd Party Tracking

This client uses a 3rd party app that lets users schedule on their Google Calendar available times with different services. This client has a total of 501 lifetime users who have scheduled estimates.

TimeTap Dashboard Appointments **Clients** Messaging Settings

+ Add New Client Delete Client Profiles

10 Display: All clients Search Client Fields

<input type="checkbox"/>	Client Name	Email	Cell Phone	Actions
<input type="checkbox"/>	Amanda	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Amanda	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Amanda	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	andre	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Andrew	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Andy	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Angela	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Annamarie	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	thony	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	anthony	[Redacted]	[Redacted]	Client Profile Add Appointment Delete Client

11 - 20 out of 501

Background on website, client, etc.

This client had started a brand new concrete & epoxy company with skills he had learned from his dad. He wanted a professional looking website that received as much organic traffic, and webpages to run Facebook ads and Google ads too.

Keywords this client wanted to rank for (in order)

1. Garage epoxy flooring
2. Epoxy flooring Installers
3. Commercial Epoxy Installers
4. Industrial Floor Coatings
5. Concrete Repair
6. Concrete Restoration

My SEO Process

1. Market Research & Client Collaboration.
2. Technical SEO Audit of your website (not applicable for this client)
3. Content Audit (Since this was a new website, only looked at competitors)
4. Keyword/Competitor Research
5. On-Page Optimization
6. Off-Page Optimization
7. GBP Optimization

Step 1 - Market Research & Client Collaboration

“The more input we have, the better output we can generate”.

I am a big believer in this statement.

Just like any other client, I started this client with a 33 questionnaire (Client Kickoff Form) to better understand what this client wants.

(Next slide shows some of those questions)

Step 1.1 - Q's from Client KickOff Form

1. What marketing efforts have you conducted in the past? (Ex. Advertising, Billboard, Commercials, mail letters, email marketing, etc.)

2. Can you give us a brief history of your company?

2.5) Does your target area have any colloquialisms, nicknames, etc?

3. What are your past experiences with Google?

3.5) What are your top 5 target cities/towns you're looking to acquire business from?

- 1.
- 2.
- 3.
- 4.
- 5.

4. Have you set up a Google my Business?

5. What are your past experiences with online advertising?

6. What is the monetary value (\$) of a newly qualified lead?

7. What makes your company unique and differentiates you from your competition? (USP)

8. What makes a lead qualified?

9. What are your company's most profitable services/products (in order)?

- 1.
- 2.
- 3.

10. What are your specific goals for an SEO/Digital Marketing strategy?

Step 2 - Technical SEO Audit

Though this was not necessary for this client, considering this was a new website that I built from the ground up, I will show you all the things I look for when conducting a Technical SEO Audit for an existing website and aspects that I added to this website along the way

2.1

Site Redirects To Preferred Version
SSL Certificate Installed
Page Speed Faster Than 2 Seconds
Google Analytics Exists
Conversion Tracking Online and Offline Opt In
Robots.txt Exists
XML Sitemap Exists
XML Sitemap Submitted To Search Console
XML Sitemap Included in Robots.txt
HTML Sitemap Created
HTML Sitemap in Footer
Website Submitted to Search Console
Keywords and Anchors Mapped Properly in Phase Two
Internal Links Pointing To Home Page On Main Pages
All Footer & Header Links Work?
About Page Exists
Contact Page Exists
Unsecure Content Exists
Favicon
Terms of Service Page
Privacy Policy Page

Indexation

Thank You Pages - No Indexed/ No Follow
PDFs - No Indexed/ No Follow
Dates - No Indexed/ No Follow
Authors - No Indexed/ No Follow
Post Tags - No Indexed/ No Follow
Product Tags - No Indexed/ No Follow
WP Directories - No Indexed/ No Follow
Account Pages - No Indexed/ No Follow
Media Attachments - No Indexed/ No Follow
Category Pages - No Indexed/ No Follow
Thin Content or No Value Pages - No Indexed/ No Follow

Google Search Console

Are Multiple Keywords Competing For The Same Page?
Correct URL
Sitemap Submitted
Sitemap Errors?
Any Manual Penalties?
Crawl Errors
Core Web Vital Errors
Fetch and Render as Google
Robots. Txt. Blocking CSS or Javascript? Has Google Flagged the robots files with any errors or warnings that need to be resolved
XML Sitemap Evaluation: Is the % of URL's submitted vs indexed above 90% for pages/posts.

2.2

Google Business Profile (Local Only)

Physical Address

Service Location

Correct Hours

Responding to Reviews

Category Optimization

Using Post Capability

Answering Questions

Using Promotions

Continually Posting Content

3x Services Photos

3x Inside Location Photos

3x Outside Location Photos

3x Team Photos

Page Speed Optimization

Result Scan Link

Hosting Name: + Server Speed

Overall Page Speed Timings and Requests

Image Compression

Browser Caching

Gzip Compression

JS and CSS Minification

CDN

Web Design

Desktop Friendly (Chrome, Mozilla, & Safari)

Mobile Friendly (Android & Iphone)

Tablet Friendly

Site Search

Bread Crumbs

Social Media On Site

CTA Above Fold For Highest Trafficked Pages

Proper Navigation

2.3

Google Analytics

Correct URL

Goals Set Up?

Schema Markup / OG Data

All Pages OG Data

Organization Markup

(National Sites)

Local Business Markup

Blog Markup

Breadcrumbs Markup

News Article Markup

Event Markup

Open House Markup

Schema Errors

Screaming Frog

Server Errors (5xx Errors)

4xx Response Errors

Any Images Missing Alt Text

Redirect Chains

301, 302 Response Codes. Are there any pages that should be giving a 301 that should be giving a 302?

Are there any pages that should be giving a 302 that should be giving a 301?

Review pages that are “no-indexed”. Are there any pages that are no-indexed that should be indexed? Vice versa?

Are any pages canonocolised to a page that shouldn't be?

Look for pages that have any duplicate content?

Review pages that have a no canonical tag

Review all H1's

AHrefs

Review referring domains graph,, anchor clouds and anchor phrase sections. See if either give the impression of spammy links

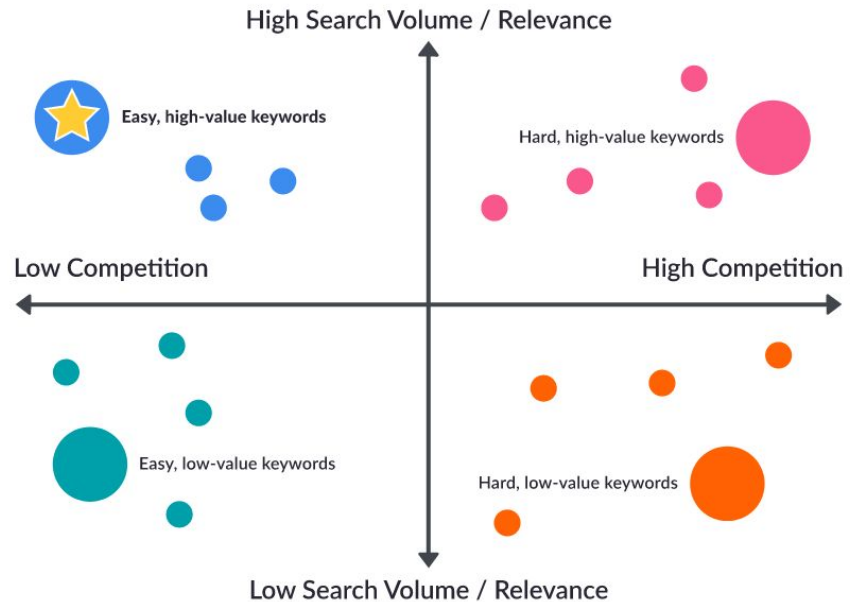
Step 3 - Keyword/Competition Research

When keyword researching, the graph to the right is what I ideally look for when targeting keywords.

Low competition and high-value.

Since this was a new website, and I'm mostly targeting local SEO, the keyword research is more dependant on the high-volume keywords and what kind of "authority" the top websites in the target areas have.

The competition will determine if I target a version of a long tail keyword with higher volume or lower volume.

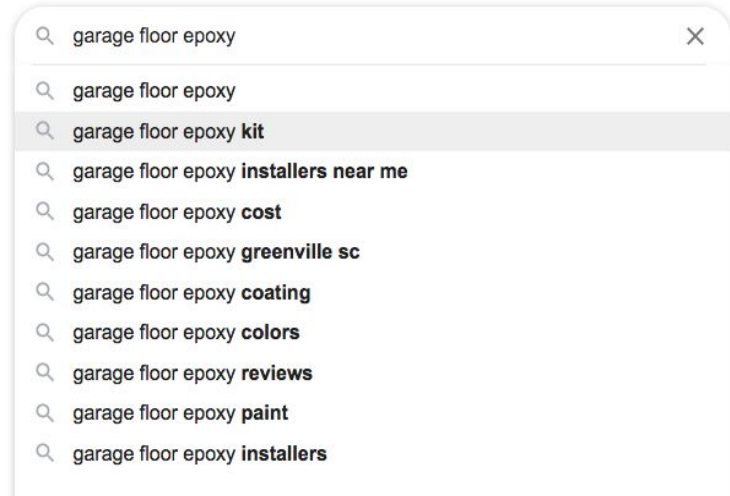


3.1

I personally like doing my keyword research using Google Keyword Planner. Most softwares aggregate data from Google and I prefer uploading data straight to the source.

My keyword research for this client included:

- Put in client's info and receive hundreds of keyword ideas
- Searching for relative keywords with highest impressions in service areas
- Searching for services with local intent in Google and seeing the "suggested search terms"
- Searching for competition "Domain Authority" and the overall SEO Rating
- Go to "isearchfrom.com" and do local searches for the services this client wants to rank for



3.2 - Targeting keywords with intent

- Since Epoxy Flooring is the most highest impression search term in this clients target services areas, I embedded that at the beginning of the homepage SEO Title
- This client told me that commercial jobs are a lot more lucrative than residential jobs, so I made sure to add that to the title tag
- I don't normally like using geo modifiers in my title tag, but since NWI is a colloquial for Northwest Indiana, and this client wants to expand to Chicago, I decided to add it in the Title Tag.

SEO title

Insert variable

Epoxy Flooring Installers | Commercial Coatings | Chicago & NWI



24	commercial floor coatings	3.33	99.63	5.79
15	epoxy flooring	98.35	2,475.43	182.71

3.2 - More Keyword Research

1	Keywords PureTekLLC								
2									
3	Keyword	Segmentation	Estimated Clicks	Estimated Impressions	Estimated Cost	Estimated CTR	Estimated Average	Account Currenc	Conve
4		Campaign total	498.03	11,151.13	900.00	4.5%	1.81	USD	
5		Desktop	176.26	4,437.51	319.92	4%	1.82	USD	
6		Mobile	276.42	6,316.37	499.31	4.4%	1.81	USD	
7		Tablet	45.35	397.25	80.77	11.4%	1.78	USD	
8		Chicago IL	498.03	11,151.13	900.00	4.5%	1.81	USD	
9		Chicago IL - Desktop	176.26	4,437.51	319.92	4%	1.82	USD	
10		Chicago IL - Mobile	276.42	6,316.37	499.31	4.4%	1.81	USD	
11		Chicago IL - Tablet	45.35	397.25	80.77	11.4%	1.78	USD	
12									
13		Ad group total	498.03	11,151.13	900.00	4.5%	1.81	USD	
14									
15	epoxy flooring		98.35	2,475.43	182.71	4%	1.86	USD	
16	garage floor coating		121.94	2,452.41	214.65	5%	1.76	USD	
17	epoxy floor coating		84.54	2,033.35	156.62	4.2%	1.85	USD	
18	concrete floor coatings		95.38	2,015.68	172.68	4.7%	1.81	USD	
19	epoxy garage floor		19.82	447.08	35.83	4.4%	1.81	USD	
20	polished concrete floors		19.55	427.42	33.72	4.6%	1.72	USD	
21	industrial epoxy		13.84	251.12	23.42	5.5%	1.69	USD	
22	industrial floor coatings		6.3	152.13	11.92	4.1%	1.89	USD	
23	metallic epoxy floor		8.03	128.54	14.32	6.2%	1.78	USD	

3.3- Competitor Research

Most of the competitors listed from AHrefs are from the neighboring Chicago region. Though Chicago is a target area for only Commercial Epoxy jobs, the main jobs we are targeting is local. After doing Keyword research for local Epoxy Installers, and none of them were very impressive with the amount of content, no focus keywords, Crawlability, UX/UI, and overall “domain rating”. With this in mind, I knew that ranking would be very possible.

Top 10 competitors (United States) ⁱ

- 1 chicagopolishedconcrete.com ▼
- 2 concrete-inc.com ▼
- 3 chicagobeyondconcrete.com ▼
- 4 chicagoconcreteresurfacing.com ▼
- 5 epoxyfloorsolutions.com ▼
- 6 epoxyfloorchicago.com ▼
- 7 sierraconcreteresurfacing.com ▼
- 8 creativemaintenance.com ▼
- 9 [decorativeconcreteresurfacing...](http://decorativeconcreteresurfacing.com) ▼
- 10 garagekings.com ▼

Step 4 - On-Page Optimization

On page optimization comes down to implementing all the optimizations listed on the infographic on the right. Along with technical SEO implementations I talked about in previous slides. In the next slides I will talk about specific on-page optimizations that I used for this website.



4.1- Keywords & Content

With our chosen focus keywords phrases from our keyword research, it is time to implement these focus keywords on each page within the content, the Title Tags, and the Header Tags. For the content, along with implementing our focus keyword phrases in a natural non-spammy manor, we make sure the amount of words we have on our webpage has more words than the competition using the website

<https://wordcounter.net/website-word-count>

4.2 - More words

WEB PAGE WORD COUNTER

Enter the URL of the webpage you want counted

Count Words

We found **597 words** on <https://www.garageexperts.com>

WEB PAGE WORD COUNTER

Enter the URL of the webpage you want counted

Count Words

We found **2322 words** on <https://www.puretekllc.com>

4.3 - Focus Keywords

We found **2322 words** on <https://www.puretekllc.com/>

Non-Common Keywords

Keyword	Quantity
concrete	66
epoxy	52
floor	29
&	28
coatings	26
free	21
commercial	21
puretek	20
estimate	20
indiana	19
services	16
read	15

All Keywords

Keyword	Quantity
concrete	66
and	66
the	55
epoxy	52
&	50
a	47
of	42
our	40
to	37
floor	29
&	28
in	26

4.4- Optimizing Title Tags & Meta Descriptions

<https://www.puretekllc.com/garage-floor-...> Exact URL

Presence

SERP presence

Snippet preview:

[Optimize snippet](#)

Garage Floor Epoxy Coatings Services | Northwest Indiana: PuretekLLC

<https://www.puretekllc.com/garage-floor-epoxy-installations-nwi-chicago/>

Our Garage Floor Epoxy Services are durable, affordable, stylish, customizable, and spectacular. Get a Free Estimate Today!

Page data

Keywords

Links

Title: Garage Floor Epoxy Coatings Services | Northwest Indiana: PuretekLLC
Length: 68

Snippet preview:

[Optimize snippet](#)

Epoxy Flooring Installers | Commercial Coatings | Chicago & NWI

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

Our Epoxy Services are durable, affordable, stylish, customizable, and spectacular. Get a free estimate today!

Title: Epoxy Flooring Installers | Commercial Coatings | Chicago & NWI
Length: 63

Industrial Floor Coatings Epoxy Installs | NWI & Chicago: PuretekLLC

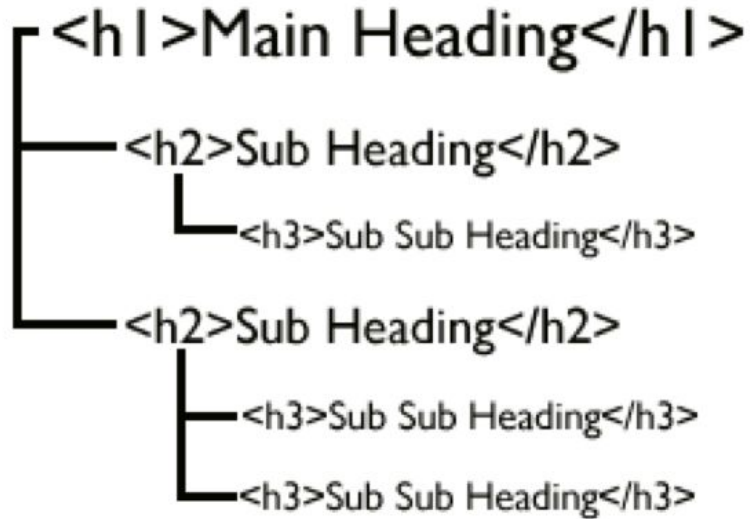
<https://www.puretekllc.com/industrial-flooring-coatings-installation-services-nwi-chicago/>

Our Industrial Coatings are Water Resistant, Durable, Harder than concrete, can withstand forklift lift traffic carrying 10,000+ lbs. Get a Free Estimate!

Title: Industrial Floor Coatings Epoxy Installs | NWI & Chicago: PuretekLLC
Length: 68

4.5 - Optimizing Header Tags

When optimizing header tags, I follow the architecture in the image to the right. Below is an example of the header tag optimization on the homepage.



H1

PureTekLLC Commercial Concrete Coatings & Epoxy Installers

58

H2

Trusted By: • Northwest Indiana, Chicagoland Quality Epoxy & Decorative Concrete Resurfacing Company • Benefits of Our Commercial Epoxy & Concrete • Commercial Floor Coatings • Fuel Island Concrete Restoration • Concrete Restoration • Industrial Floor Coatings • Garage Floor Epoxy Installations • Metallic Epoxy Floor Coating Installations • Concrete Polishing • Concrete Resurfacing Services • Decorative Concrete Overlay Stamping • Request A Quote

450

4.6 - Optimizing Internal Links

Optimizing internal links to different pages is a way to give a hierarchy too Google and other search engines.

The other benefits of internal linking includes showing search engines:

- the relevance of pages;
- the relationship between pages;
- and the value of pages.

Top linked pages

https://www.puretekllc.com/	37
https://www.puretekllc.com/free-estimate/	33
https://www.puretekllc.com/fuel-island-concrete-restoration-nwi-chicago/	25
https://www.puretekllc.com/concrete-resurfacing-services-nwi-chicago/	25
https://www.puretekllc.com/concrete-overlay-stamping-services-nwi-chicago/	25
https://www.puretekllc.com/garage-estimator-tool/	25
https://www.puretekllc.com/garage-floor-epoxy-installations-nwi-chicago/	25
https://www.puretekllc.com/services/	25

4.7 - Optimizing external links

According to Moz.com, external links are more influential than internal links. Though we try to get as many backlinks as possible (which I will talk about on a later slide), the main purpose of optimizing external links is to:

1. Boost overall SEO Value/Authority
2. Establish relevancy of your website to search engines

Below is an example of one of the few external links we have on this client's website.

^ [What is Epoxy?](#)

According to [Epoxy Flooring Las Vegas](#),

4.8 - Structured Data

To make information understand and interpret data on this website more easily, we added local structured data and breadcrumb structured data. Structured data is a standardized format for providing information about a page and classifying the page content.

Using Google's structured data testing tool, we see that this website has Local Business schema and breadcrumbs.

Detected	0 ERRORS	0 WARNINGS	3 ITEMS
WebPage	0 ERRORS	0 WARNINGS	1 ITEM
WPFooter	0 ERRORS	0 WARNINGS	1 ITEM
CreativeWork	0 ERRORS	0 WARNINGS	1 ITEM

4.8.2- Structured Data Pt. 2

Tested on: Sep 10, 2021 at 11:29 AM

Page is eligible for rich results

All structured data on the page can generate rich results.



 [VIEW RENDERED HTML](#)

Detected items

Breadcrumbs



Unnamed item



Sitelinks searchbox



Unnamed item



4.9 - UX/UI/Website Design to Increase SEO

Though metrics such as:

Dwell Time

Bounce Rate

Average time on page

are widely believed to play a role in Google rankings, the search engine giant isn't forthcoming on the topic. Google has never released any official statement on how and if dwell time factors into rankings. That said, there have been hints that it's a consideration.

That is why having a interactive, professional looking website is of the utmost importance.

(Website homepage view on the next page)



Epoxy Installers

PuretekLLC

“We want to provide your dream floor with our expertise” – PuretekLLC

The Puretek Difference

Schedule Free Estimate Here!

Welcome

[Log in](#)

[Register](#)

Please click through the next few screens to select an appropriate time slot for your appointment.

Once your appointment is set, you will receive an email confirmation. You will also get a reminder email 24 hours before your appointment.
Thank You!

4.11 UX Continued

If you refer to the previous slide, we have a professional looking website with a color scheme that matches and flows well with the logo.

There are 2 clear Call-to-actions, a navigation menu so users can instantly go to the part of the website they are looking for, a chat-bot, and a section to schedule an estimate on the page.

All of this in an attempt to increase the average time on page, decrease bounce rate, and to keep users engaged so they do not go back to the search engine result pages.

Step 5 - Off-Page “Off-site” Optimization

Off-page SEO is the act of optimizing your brand’s online and offline footprint through the use of content, relationships, and links to create an optimal experience for prospects and search engine crawl bots. It typically leads to gradual increases in positive brand mentions, search rankings, traffic to your site, and conversions.

For this website, I simply paid a freelancer to add Puretek’s listing in 100 online directories to increase the backlink portfolio with accurate NAP information.

Step 6- Google Business Profile Optimization

Some notable steps I took to optimize this clients GMB include:

1. Completing the Business Profile Information.
2. Posting Relevant Content on the Google Posts Section.
3. Choose Specific and Relevant Primary & Secondary Categories.
4. Uploaded High-resolution Photos.
5. Used a Local Contact Number.
6. Stressed the important of reviews and answering reviews to the client both good and bad

The screenshot shows the Google My Business dashboard for 'PureTek Concrete & Epoxy Coatings'. The business address is 1370 E. 86th Place, Merrillville, IN 46410. The dashboard includes a navigation menu on the left with options like Home, Posts, Info, Insights, Reviews, Calls, Messages, Photos, Products, and Services. The main content area features a 'Post your COVID-19 update' section with a 'Learn more' link. Below that is a 'LATEST CUSTOMER PHOTOS' section showing two photos: one of a concrete surface with 5.88K views and another of a red track with 8.71K views, both with 'Manage photos' links. There is also a 'Get more reviews' section with the text 'Share your Business Profile and get new reviews from customers' and a profile picture of a customer. On the right side, there is a 'Your latest post' section for a '25% off any Epoxy Coating' promotion from Feb 25-Mar 6, 2020, with 526 views and 1 click, and a 'Create post' button. Below that is a 'LATEST REVIEWS' section showing a 4.7 star rating from 54 reviews, with a specific review from Timmy Smith (5 stars, 6 weeks ago).

Step 7- Results

Here are the results. The results will include data from:

1. Google Business Profile Data
2. Google Analytics Data
3. Google Search Console Data
4. I searchfrom.com local Results

7.1 - Google Business Profile Results pt. 1

PureTek Concrete & Epoxy Coatings

1370 E. 86th Place
Merrillville, IN 46410

Home

Home

Posts

Info

Insights

Reviews

Calls

Messages

Photos



Promote your business in minutes

Show up more when people search for what you offer



Start advertising now

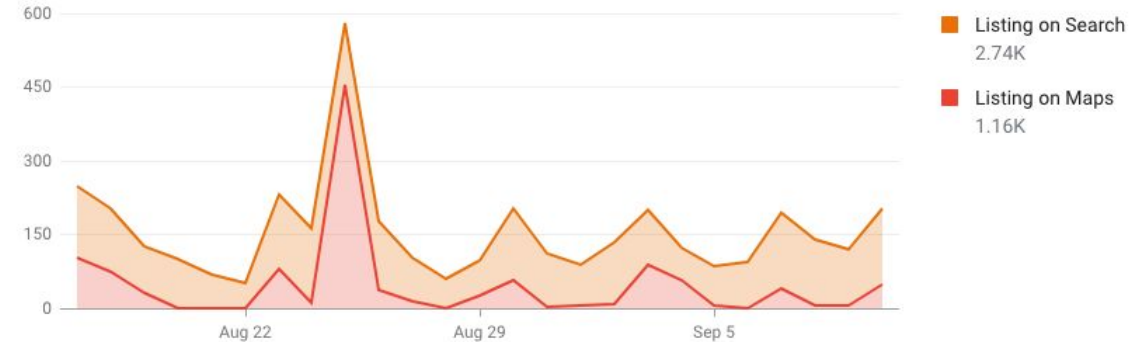
Where customers view your business on Google



The Google services that customers use to find your business

1 month

Total views 3.9K



7.2 - Google Business Profile Results pt. 2

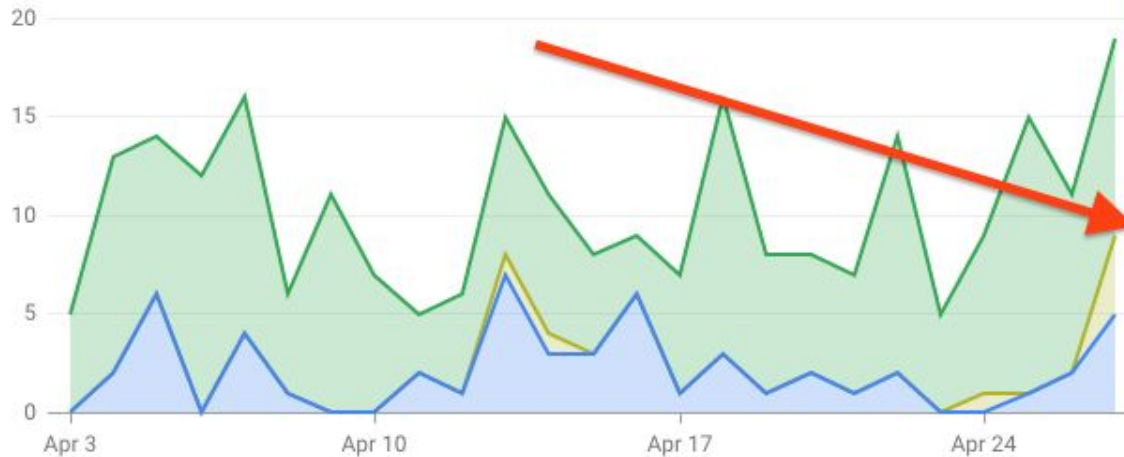
Customer actions



The most common actions that customers take on your listing

1 month ▾

Total actions 257



Visit your website
197

Request directions
7

Call you
53

7.3-Google Analytic Results Pt. 1

> www.puretekllc.com

t Google Ads Profile ▾

Try searching "Users today"



Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

Mar 23, 2022 - Apr 23, 2022 ▾

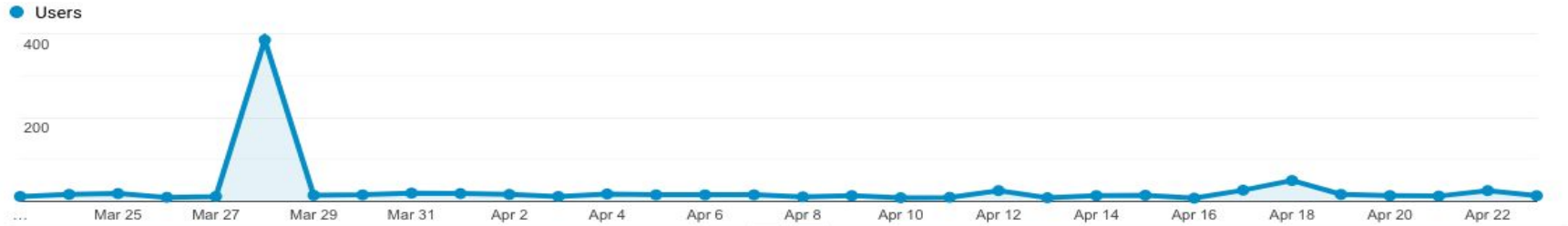
All Users
100.00% Users

+ Add Segment

Overview

Users ▾ vs. Select a metric

Hourly Day Week Month



Users
838



New Users
749



Sessions
1,009

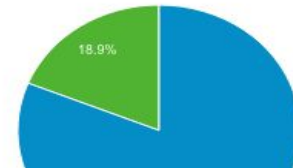


Number of Sessions per User
1.20

Pageviews
2,285

Pages / Session
2.26

New Visitor Returning Visitor



7.4 - Google Analytics Results pt.2

All Users
100.00% Users

+ Add Segment

Aug 12, 2021 - Sep 12, 2021

Primary Dimension:

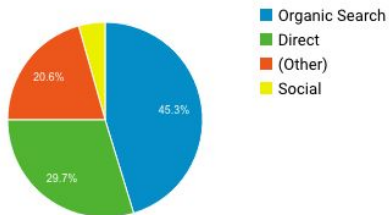
Conversion:

Top Channels

Goal 1: Click - Phone Number

[Edit Channel Grouping](#)

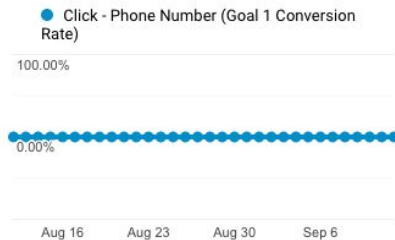
Top Channels



Users



Conversions



	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	292	284	400	4.25%	4.24	00:02:06	0.00%	0	\$0.00

1 Organic Search

134

0.00%

0.00%

7.5 - Google Analytics Results pt.3

Expanding to many different Locations.

www.puretekllc.com

Google Ads Profile ▾

Try searching "Users today"



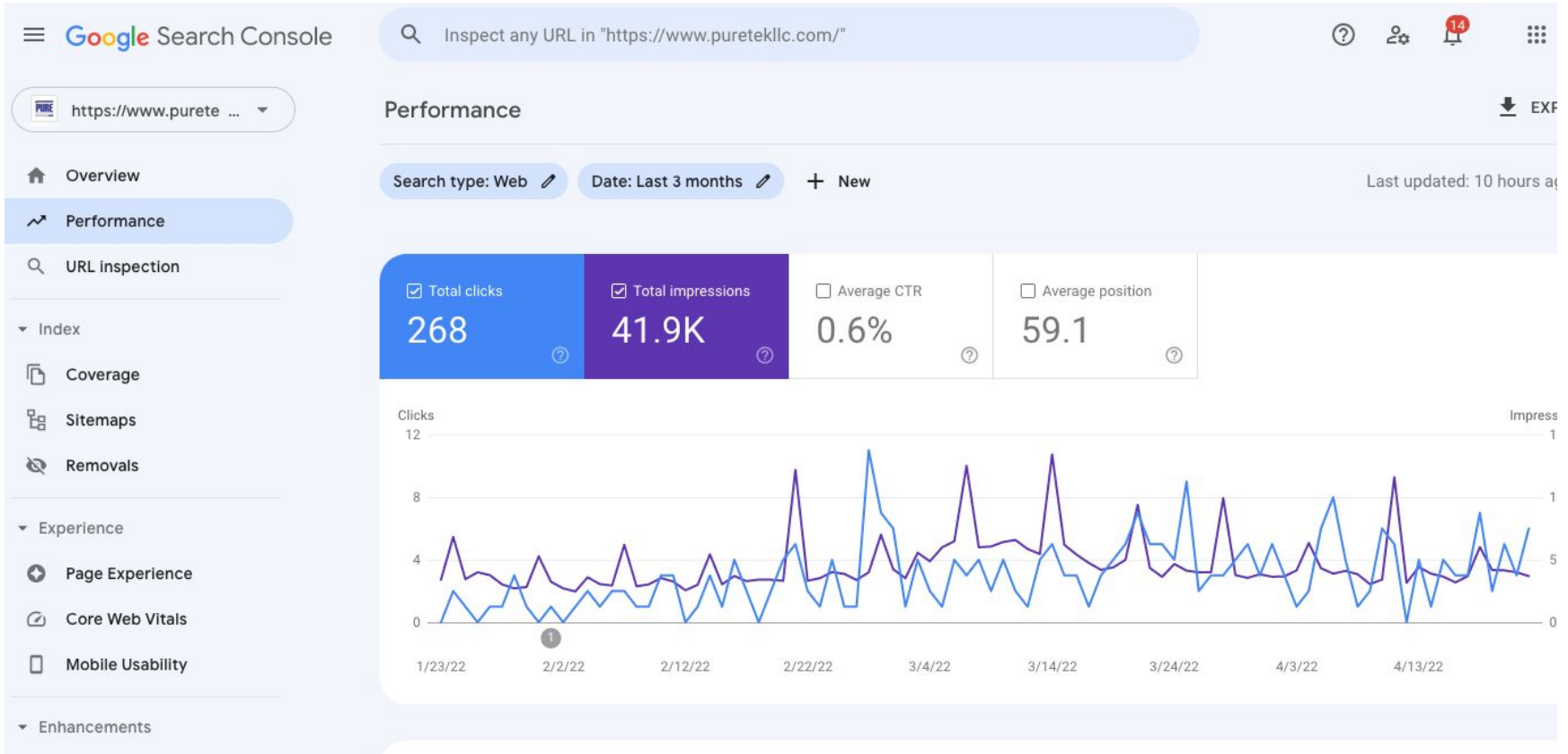
City ?	Acquisition			Behavior			Conversions Goal 1: Click - Phone Number ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Click - Phone Number (Goal 1 Conversion Rate) ?	Click - Phone Number (Goal 1 Completions) ?	Click - Phone Number (Goal 1 Value) ?
	218 % of Total: 26.01% (838)	204 % of Total: 27.24% (749)	277 % of Total: 27.45% (1,009)	0.00% Avg for View: 0.79% (-100.00%)	4.10 Avg for View: 3.26 (26.08%)	00:02:01 Avg for View: 00:01:16 (59.95%)	0.36% Avg for View: 0.69% (-47.96%)	1 % of Total: 14.29% (7)	\$0.00 % of Total: 0.00% (\$0.00)
1. Valparaiso	28 (12.56%)	26 (12.75%)	34 (12.27%)	0.00%	4.53	00:02:48	2.94%	1 (100.00%)	\$0.00 (0.00%)
2. Crown Point	27 (12.11%)	25 (12.25%)	32 (11.55%)	0.00%	4.81	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Merrillville	18 (8.07%)	16 (7.84%)	19 (6.86%)	0.00%	3.42	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Schererville	16 (7.17%)	14 (6.86%)	22 (7.94%)	0.00%	3.55	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Saint John	14 (6.28%)	13 (6.37%)	16 (5.78%)	0.00%	4.88	00:04:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Hammond	12 (5.38%)	11 (5.39%)	14 (5.05%)	0.00%	3.00	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Hobart	12 (5.38%)	10 (4.90%)	14 (5.05%)	0.00%	5.29	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Munster	12 (5.38%)	12 (5.88%)	12 (4.33%)	0.00%	3.00	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Chesterton	11 (4.93%)	10 (4.90%)	13 (4.69%)	0.00%	2.62	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Portage	9 (4.04%)	9 (4.41%)	10 (3.61%)	0.00%	2.60	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

7.6 - Google Analytics Results pt.4

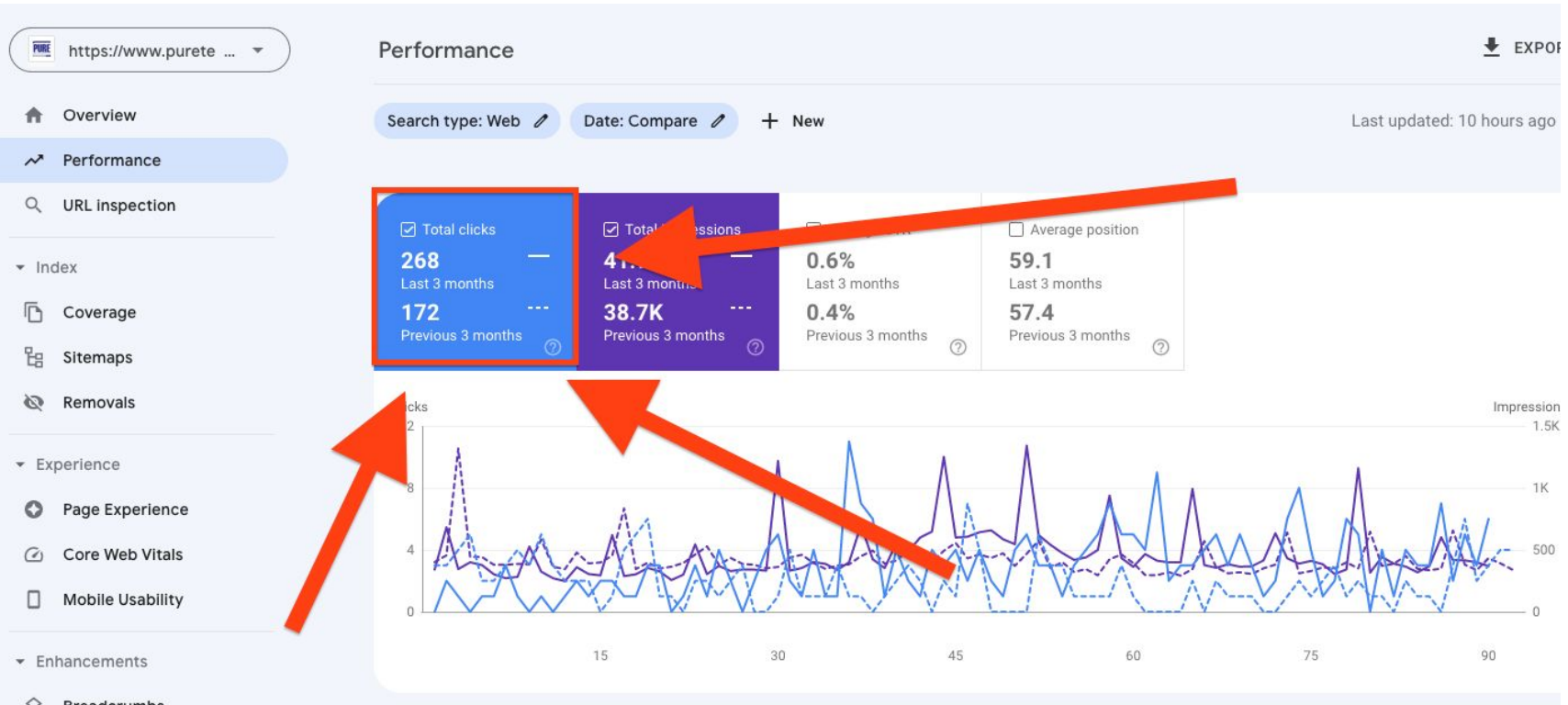
Expanding to many different Locations.

	122 % of Total: 14.56% (838)	107 % of Total: 14.29% (749)	162 % of Total: 16.06% (1,009)	0.62% Avg for View: 0.79% (-22.15%)	3.78 Avg for View: 3.26 (16.23%)	00:01:02 Avg for View: 00:01:16 (-18.62%)	2.47% Avg for View: 0.69% (255.91%)	4 % of Total: 57.14% (7)	\$0.00 % of Total: 0.00% (\$0.00)
1. Chicago	90 (70.31%)	75 (70.09%)	119 (73.46%)	0.84%	3.55	00:01:00	3.36%	4(100.00%)	\$0.00 (0.00%)
2. Chicago Heights	3 (2.34%)	3 (2.80%)	3 (1.85%)	0.00%	12.00	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Evergreen Park	2 (1.56%)	2 (1.87%)	2 (1.23%)	0.00%	11.00	00:03:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Lansing	2 (1.56%)	2 (1.87%)	2 (1.23%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Lockport	2 (1.56%)	2 (1.87%)	3 (1.85%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Matteson	2 (1.56%)	0 (0.00%)	3 (1.85%)	0.00%	3.33	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Mokena	2 (1.56%)	2 (1.87%)	2 (1.23%)	0.00%	3.00	00:06:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Orland Park	2 (1.56%)	2 (1.87%)	2 (1.23%)	0.00%	9.00	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. (not set)	2 (1.56%)	1 (0.93%)	2 (1.23%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. (not set)	1 (0.78%)	1 (0.93%)	1 (0.62%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

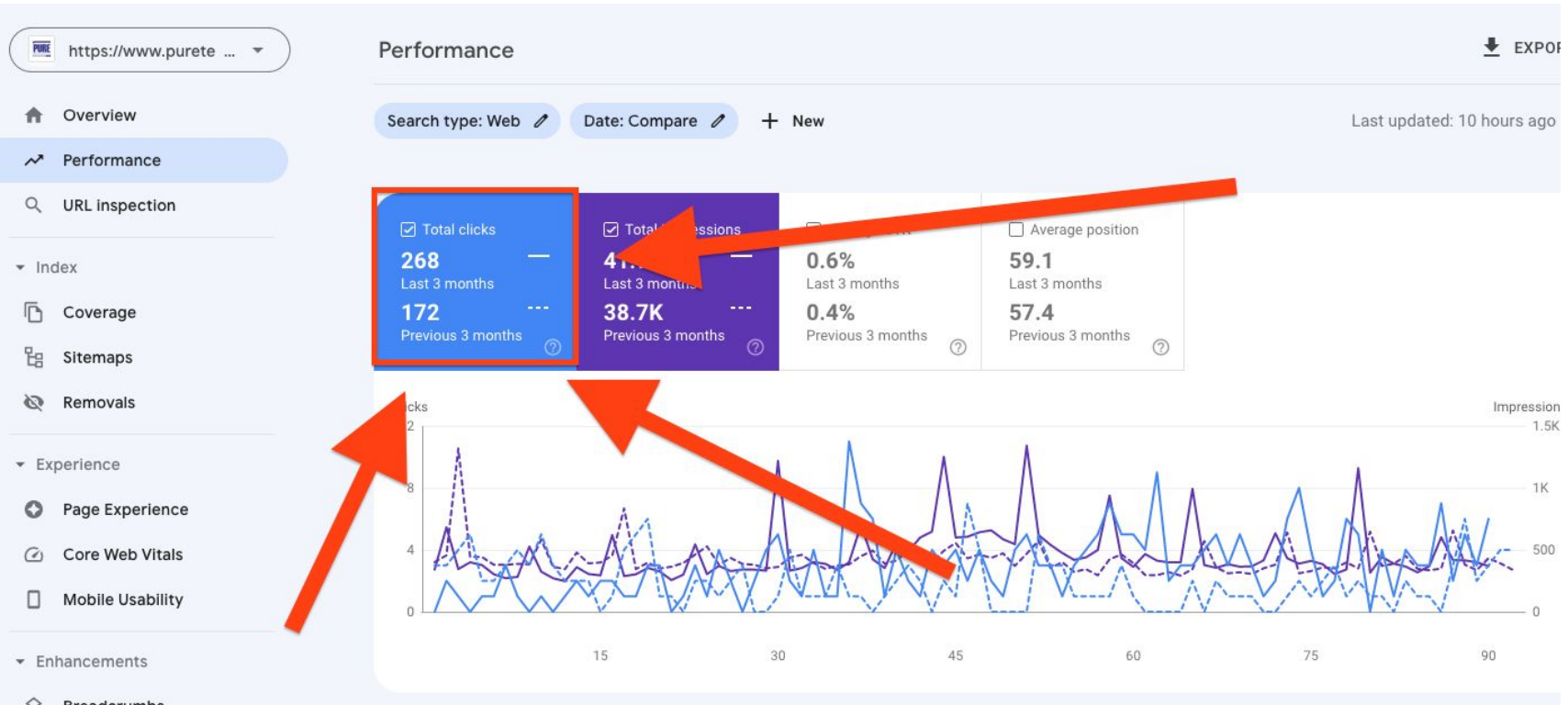
7.6- Google Search Console Results Pt.1



7.6- Google Search Console Results Pt.2




7.6- Google Search Console Results Pt.3



7.7- ISearch From Results pt. 1

isearchfrom.com

TherapyAppointment... Western North Car... Zandstra_Zachary_...



commercial epoxy near me

← Rating Hours

I Search From
Google Search from a different location & device

With I Search From you can simulate using Google Search from a different location or device, or perform a search with custom search settings. It's useful for searching Google as if you were somewhere else, as well as for SEO & SEA testing.

Country: ⓘ
Language: ⓘ
Device: ⓘ

commercial epoxy near me


[Tweet](#) [Like 1.8K](#)

More options


City: ⓘ
Find only pages from the specified country: ⓘ

Location: ⓘ


4.8 ★★★★★ (82) · \$\$ · Paint store
263 81st Ave
Closed · Opens 7AM Tue · (219) 736-9107
In-store shopping · Curbside pickup




Glidden Professional Paint Center
No reviews · \$\$ · Paint store
7373 Broadway
Closed · Opens 7AM Tue · (219) 769-8950
Retail chain aimed at contractors & pro painters, offering paints, supplies & decorating equipment.
In-store shopping



PureTek Concrete & Epoxy Coatings
4.7 ★★★★★ (54) · Concrete contractor
1370 86th Pl
Closed · Opens 8AM Tue · (219) 225-6417
Their website mentions **commercial epoxy**

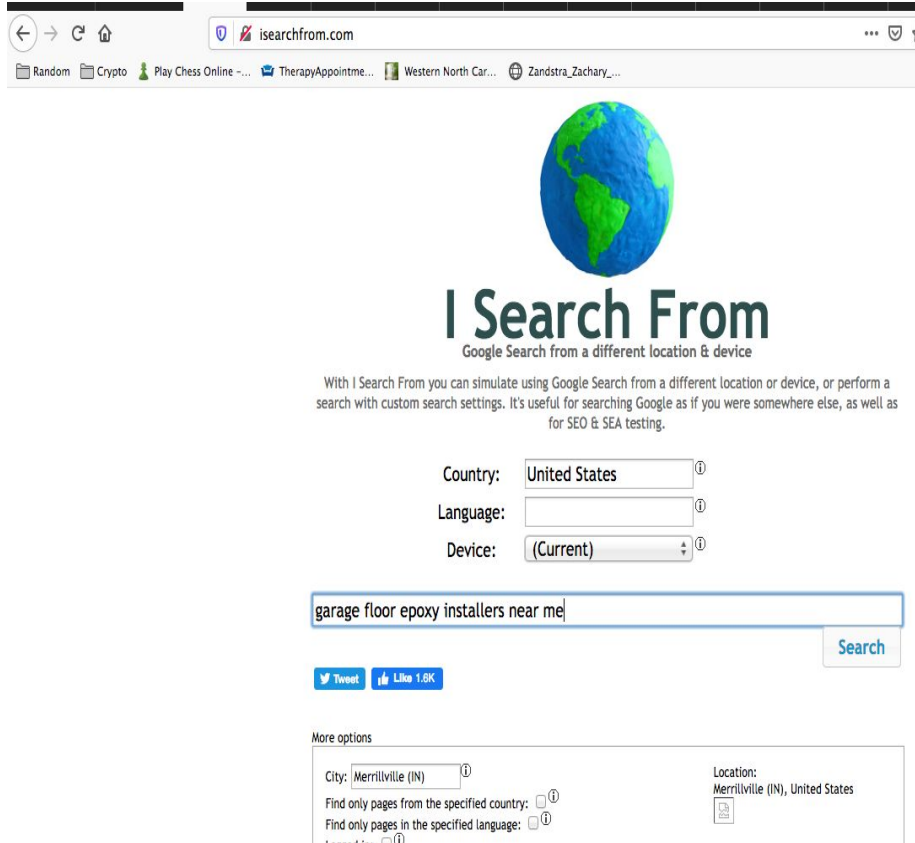


Warning: This page is a tool for Google Ads advertisers to test their functionality return to the Google homepage.

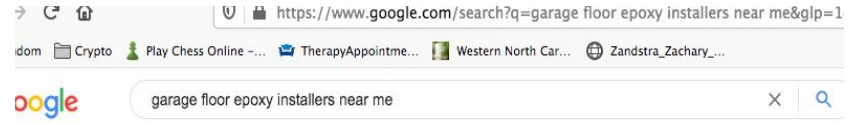


Position #4, under Lowe's
Shermin Williams

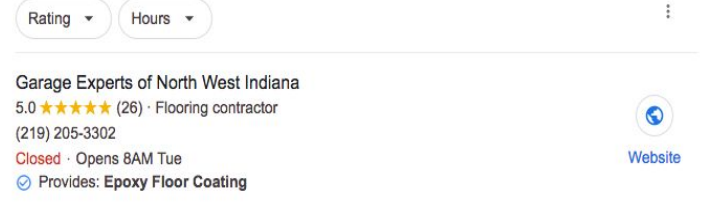
7.8 - Isearch from Results Pt. 2



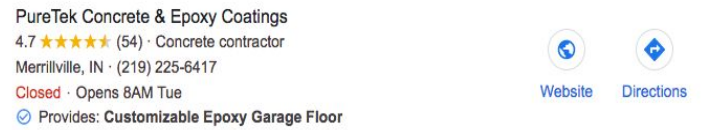
The screenshot shows the Isearch From website. At the top, there's a navigation bar with a home icon, a search bar containing 'isearchfrom.com', and a menu icon. Below the navigation bar is a globe icon. The main heading is 'I Search From' with the subtitle 'Google Search from a different location & device'. A paragraph explains the service: 'With I Search From you can simulate using Google Search from a different location or device, or perform a search with custom search settings. It's useful for searching Google as if you were somewhere else, as well as for SEO & SEA testing.' There are three dropdown menus for 'Country: United States', 'Language:', and 'Device: (Current)'. A search bar contains the text 'garage floor epoxy installers near me' and a 'Search' button. Below the search bar are social media icons for 'Tweet' and 'Like 1.6K'. At the bottom, there's a 'More options' section with checkboxes for 'Find only pages from the specified country:' and 'Find only pages in the specified language:', and a 'Location:' dropdown set to 'Merrillville (IN), United States'.



The screenshot shows a Google search result for 'garage floor epoxy installers near me'. The search bar contains the text 'garage floor epoxy installers near me'. Below the search bar is a map showing the location of the search results. The map highlights two locations: 'PureTek Concrete & Epoxy Coatings' and 'Epoxy Express, LLC - Epoxy Contractors and...'. The map also shows surrounding areas like Merrillville, Ainsworth, Valparaiso, and Westhill.



The screenshot shows a business listing for 'Garage Experts of North West Indiana'. The listing includes a 5.0 star rating (26 reviews), a phone number (219) 205-3302, and a status of 'Closed · Opens 8AM Tue'. It also provides a link to the business's website.



The screenshot shows a business listing for 'PureTek Concrete & Epoxy Coatings'. The listing includes a 4.7 star rating (54 reviews), a phone number (219) 225-6417, and a status of 'Closed · Opens 8AM Tue'. It also provides a link to the business's website and a 'Directions' button.

7.9 - Isearch from Results Pt. 3

I Search From

Google Search from a different location & device

With I Search From you can simulate using Google Search from a different location or search with custom search settings. It's useful for searching Google as if you were somewhere for SEO & SEA testing.

Country: ⓘ

Language: ⓘ

Device: ⓘ

epoxy near me






[Tweet](#) [Like 1.8K](#)


More options

City: ⓘ

Location:

epoxy near me

 Pick up today	 In store			
Casting & Coating Resin	MAS Epoxies MAS Table	Metallic Epoxy Flooring Kit -	Epoxy Gallon Kits Stone	3M Hi-Strength 90
\$89.99	\$127.99	\$391.25	\$99.75	\$479.00
Michaels St...	Rockler Wo...	Spartan Epo...	Stone Coat ...	ULINE
	★★★★★ (46)			



Rating Hours

PureTek Concrete & Epoxy Coatings
4.7 ★★★★★ (54) · Concrete contractor
3+ years in business · 1370 86th Pl · (219) 225-6417
Closed · Opens 8AM Tue
"I had a garage with a lot of cracks and sloppy epoxy."

[Website](#) [Directions](#)

7.10- ISearchFrom Results Pt. 4

I Search From

Google Search from a different location & device

With I Search From you can simulate using Google Search from a different location or device with custom search settings. It's useful for searching Google as if you were someone else for SEO & SEA testing.

Country: ⓘ

Language:

Device: ⓘ

garage floor epoxy installers near me

[Tweet](#) [Like 1.6K](#)

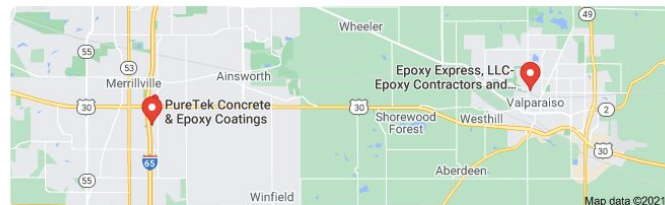
More options

City: ⓘ

Location:
Merrillville (IN)

Google

garage floor epoxy installers near me



Rating Hours

Garage Experts of North West Indiana

5.0 ★★★★★ (26) · Flooring contractor
(219) 205-3302

Closed · Opens 8AM Tue

✓ Provides: **Epoxy Floor Coating**

[Website](#)

PureTek Concrete & Epoxy Coatings

4.7 ★★★★★ (54) · Concrete contractor
Merrillville, IN · (219) 225-6417

Closed · Opens 8AM Tue

✓ Provides: **Customizable Epoxy Garage Floor**

[Website](#) [Directions](#)

3rd Party Tracking

This client uses a 3rd party app that lets users schedule on their Google Calendar available times with different services. This client has a total of 501 lifetime users who have scheduled estimates.

TimeTap Dashboard Appointments **Clients** Messaging Settings

+ Add New Client Delete Client Profiles

10 Display: All clients Search Client Fields

<input type="checkbox"/>	Client Name	Email	Cell Phone	Actions
<input type="checkbox"/>	Amanda	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Amanda	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Amanda	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	andre	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Andrew	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Andy	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Angela	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Annamarie	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Anthony	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client
<input type="checkbox"/>	Anthony	[REDACTED]	[REDACTED]	Client Profile Add Appointment Delete Client

11 - 20 out of 501

Pt. 8 - Closing Statements/Ongoing Optimization

This client quit paying for SEO services because of the giant influx of jobs they are receiving. All of these jobs being organic with no ad budget, the reason why I love SEO.

If I were to continue SEO services for this client, particular issues that I would tackle include:

1. Creating a “Commercial Epoxy Installers in Chicago” keywords focused page (Chicago is close to their location) and create backlinks that go to that page.
2. Create backlinks for inner pages beyond the homepage (preferably the clients most desired services).
3. Create content that answers most common asked questions within the field with high search volume.

SEO is a never ending job and there is always room for improvement and more keywords to target.

That’s what makes it so exciting!!!

Thank you for your valuable time in viewing this presentation!

Text I Got From Client. Why I do what I do

