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DON'T BE PART OF THE HERD. **BE HEARD.**

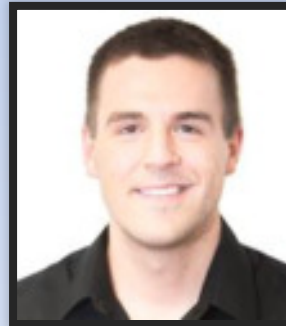
SEO in 2016: How To Drive More Google Traffic



Your Hosts:



Brad Smith
CEO/Founder



Dan Stock
Senior SEO Strategist



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Agenda

- **DEFINING SEO**
- **WHY IT MATTERS**
- **OLD SCHOOL VS NEW SCHOOL**
- **TODAY'S SEO**
- **GOOGLE RANKBRAIN**
- **SPECIFIC ACTIONS / TAKEAWAYS**
- **RESULTS**
- **WHAT NOT TO DO!**
- **THINGS TO REMEMBER**
- **THREE BEST SEO TACTICS**



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What is SEO?

Search Engine Optimization (SEO):

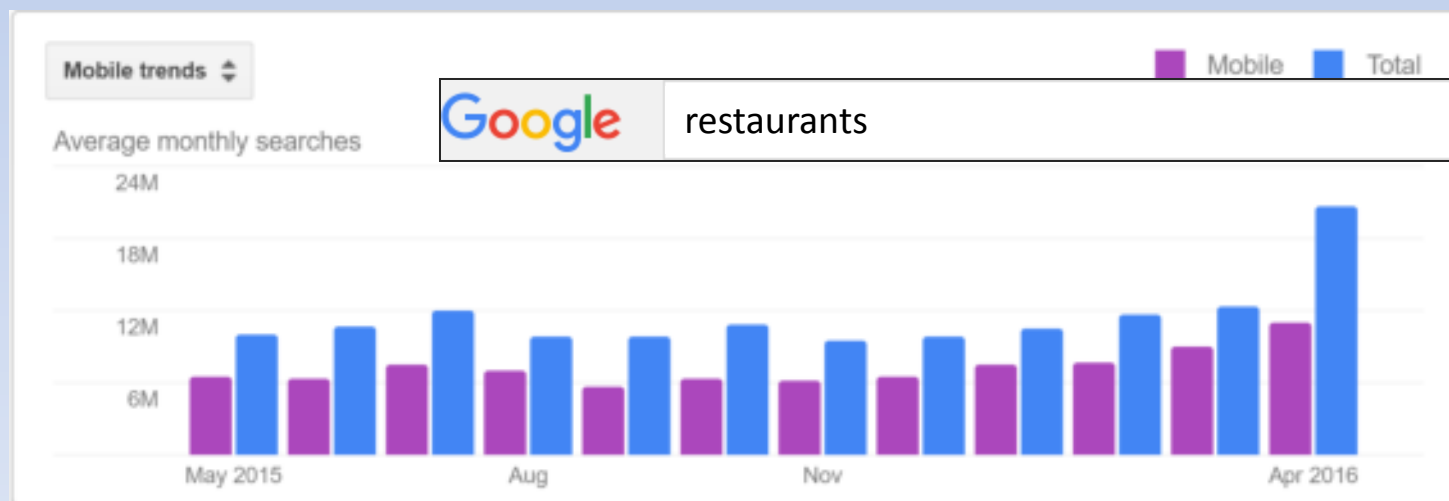
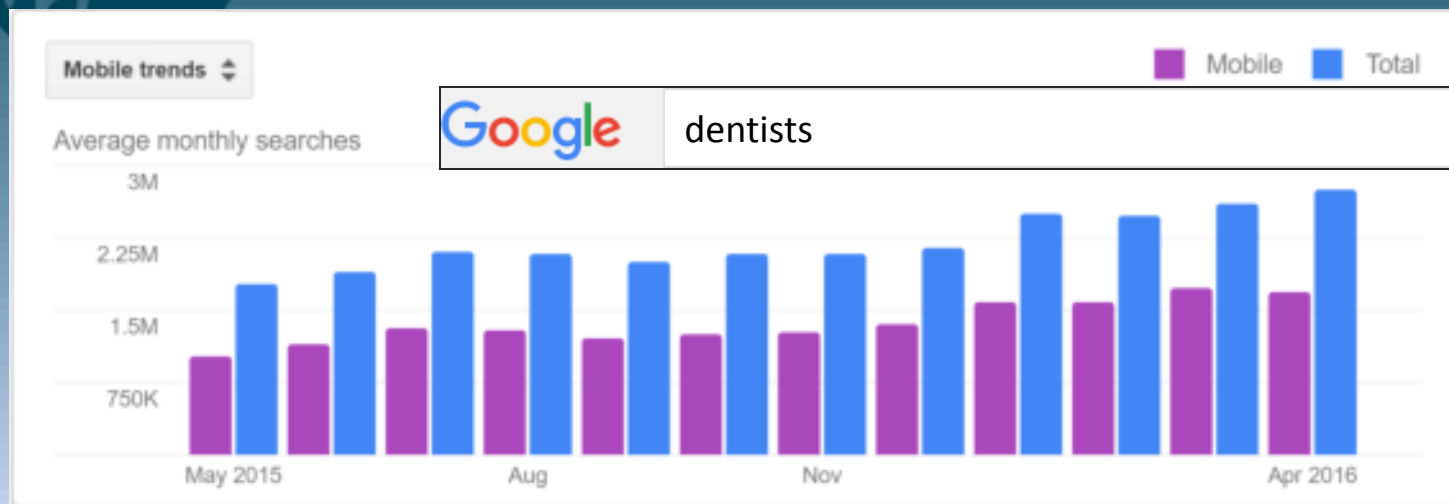
The process of driving targeted traffic to your website from people that are using search engines to look for the products, services or information you provide.



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Why Should You Care?



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SEO in 2016



OLD SCHOOL SEO	NEW SCHOOL SEO
<ul style="list-style-type: none">• Singular Keyword Focus	<ul style="list-style-type: none">• Engagement & User Intent Focused
<ul style="list-style-type: none">• Ranking Focused	<ul style="list-style-type: none">• ROI & Conversion Focused
<ul style="list-style-type: none">• Content Created for Search Engines Only	<ul style="list-style-type: none">• Optimized Content Created for Humans
<ul style="list-style-type: none">• Keyword Stuffing	<ul style="list-style-type: none">• Tasteful Optimization
<ul style="list-style-type: none">• Backlinks – Quantity over Quality	<ul style="list-style-type: none">• Backlinks – Quality over Quantity
<ul style="list-style-type: none">• Website Design Not Important	<ul style="list-style-type: none">• Mobile-friendly, Fast & Responsive Website Design
<ul style="list-style-type: none">• High-Quality Unique Content <u>Optional</u>	<ul style="list-style-type: none">• High-Quality Unique Content <u>Essential</u>



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SEO in 2016



Domain

Age
 Authority
 Keyword in domain
 Keyword position
 Domain length
 Domain registration
 Subdomain(s)
 History
 Public/Private
 Country extension
 Spammer
 Trust
 URL length
 URL readability

On-Page

Title tags
 Meta descriptions
 Location of keyword
 KW in Heading Tags
 KW in content
 KW density
 Duplicate content
 Alt tags on images
 Frequency of updates
 KW Word order
 Original content
 Rich Media
 Bullets/numbers
 Clean code
 Logical Formatting
 Semantic Keywords

Links

External links
 Internal links
 Quality of links
 Anchor text of links
 Alt text of links
 Broken links
 Purchased links
 Link farms
 KW in URL
 Sitemap
 Diversity of links
 Amount of links on page
 Text around the link
 Age of link
 Authority of link

Experience

KW click-through rate
 Page load speed
 Time spent on site
 Bounce rate
 Easy navigation
 Page layout
 Site up/downtime
 Mobile optimized
 Responsive sites
 Pages viewed
 Overall traffic
 User reviews
 Interaction
 Flash
 Direct/repeat traffic

Social

Social Likes
 Twitter Shares
 Authority of sharer
 Facebook Likes
 Facebook Shares
 # of Google +1s
 Directory Reviews
 Google+ Accounts
 Google My Business
 Traffic from social
 Content shares
 Publisher Markup
 LinkedIn Shares



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Google Rankbrain



What is RankBrain?

RankBrain is Google's name for a machine-learning artificial intelligence system that's used to help process its search results.

What is Machine Learning?

Machine learning is when a computer teaches itself how to do something, which is both scary and cool at the same time.



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DATA OVERLOAD!



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Keyword Research



- If you choose the wrong keywords, you instantly put the odds against you! Choose **high-traffic phrases** with **low competition** to increase your chances of acquiring traffic from search engines.

Keyword (by relevance)	+	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
dentist buffalo ny		590	High	\$7.67		»
buffalo dental		480	Low	\$5.74		»
dentist in buffalo ny		140	High	\$7.15		»
dentists in buffalo ny		110	High	\$5.92		»
buffalo dentist		110	Medium	\$6.22		»

- **NOTE:** The column labeled “competition” in the picture above is only an indicator of Google AdWords competition, not SEO competition.



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Keyword Research



- Make sure your keywords are “buyer” keywords with commercial value. In other words, will they drive an action?
- Search the keyword in Google (You can try Bing & Yahoo as well).
- Look at the top 10 results—that’s your competition.
- If the top 10 results are filled with authoritative websites choose a different keyword to target!
- Make sure your keywords on each page are 100% relevant to that page’s content. The page must seek to answer the user’s query.



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Your Domain



- Pick a good one and stick with it!
- Short and brandable domains are preferred by search engines.
- Include keywords only if it makes sense:

Instead of: www.ConductoHumanCapital.com

Choose: www.ConductoStaffingAgency.com

- If your domain has good history and authority, stick with it!
- Register your domain for an extended period of time.

(2) Certain signals may be used to distinguish between illegitimate and legitimate domains. ... **Valuable (legitimate) domains are often paid for several years in advance**, while doorway (**illegitimate**) domains rarely are used for more than a **year**. Therefore, the date when a domain expires in the future can be used as a factor in predicting the legitimacy of a domain and, thus, the documents associated therewith.



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Your Domain



- **Stick with the .com**

Stay away from country codes! A Physical Therapy office might be inclined to buy a .pt domain name (real example). This would really limit them in ranking in the U.S. since .pt is the country extension for Portugal.

- **Buying a lot of domains and redirecting them won't help.**

In order for a domain to have any “authority” it has to have good content. Simply owning a domain or having a doorway page will add no SEO value.



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Your Domain



- Don't get carried away with long domains.

www.JasonsBBQRestaurantsDallasHoustonSanAntonioTexas.com

- Do include keywords in URL for subpages.

www.JasonsBBQ.com/**BBQ-Dallas**



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On Page SEO



- Title Tags in Meta Data

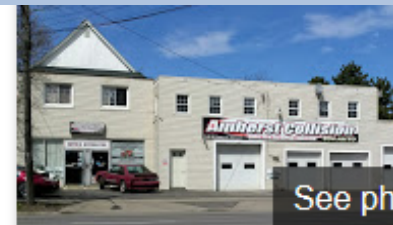
Part of the code of each page on your site:

```
<title>Amherst Collision Service, Williamsville NY| Auto Body Repair, Frame</title>
```

Amherst Collision Service, Williamsville NY | Auto Body Repair, Frame ...

www.amherstcollision.com/ ▼

The most trusted name in auto body repair in Buffalo, NY is Amherst Collision Service. Collision shop offering dent repair, auto painting and more!



- Mix in keywords near the beginning of the title, but don't go overboard!
- Keep it between 50-60 characters in length.



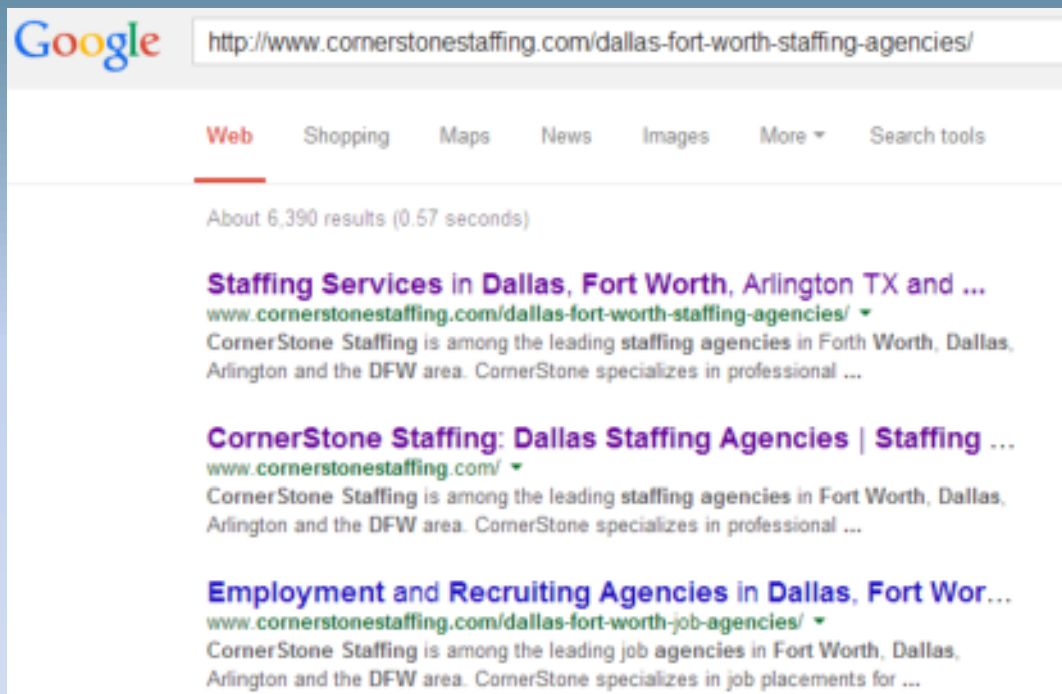
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On Page SEO



- Each page should have unique title tags



- Use keywords specific to the content of that page.
- Use keywords early and put the company name at the end of the page title.



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On Page SEO



- **Meta Page Description**

Part of the code of each page on your site.

```
<meta name="description" content=" Radiology and diagnostic imaging  
serving Western New York, Buffalo, Williamsville and Southern Ontario,  
Canada."/>
```

Windsong Radiology Group | Radiology and diagnostic imaging ...

www.windsongradiology.com/ ▼

Radiology and diagnostic imaging serving Western New York, Buffalo, Williamsville and Southern Ontario, Canada.

- Including keywords in the meta description is not a ranking factor; however, keywords that match search criteria will be in **bold**.
- Click-through rate (CTR) IS a ranking factor.
- Sell value. Try to encourage a click.
- Keep it between 150-160 characters in length.



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On Page SEO



- **Headlines: H1 and H2 Tags**



- Mix keywords into your Heading tags. (H1, H2, etc.)
- Items of equal importance get equal headings!
- This helps search engines determine what your page is about.
- Include keywords early on the page content/body copy. Write for the human first!

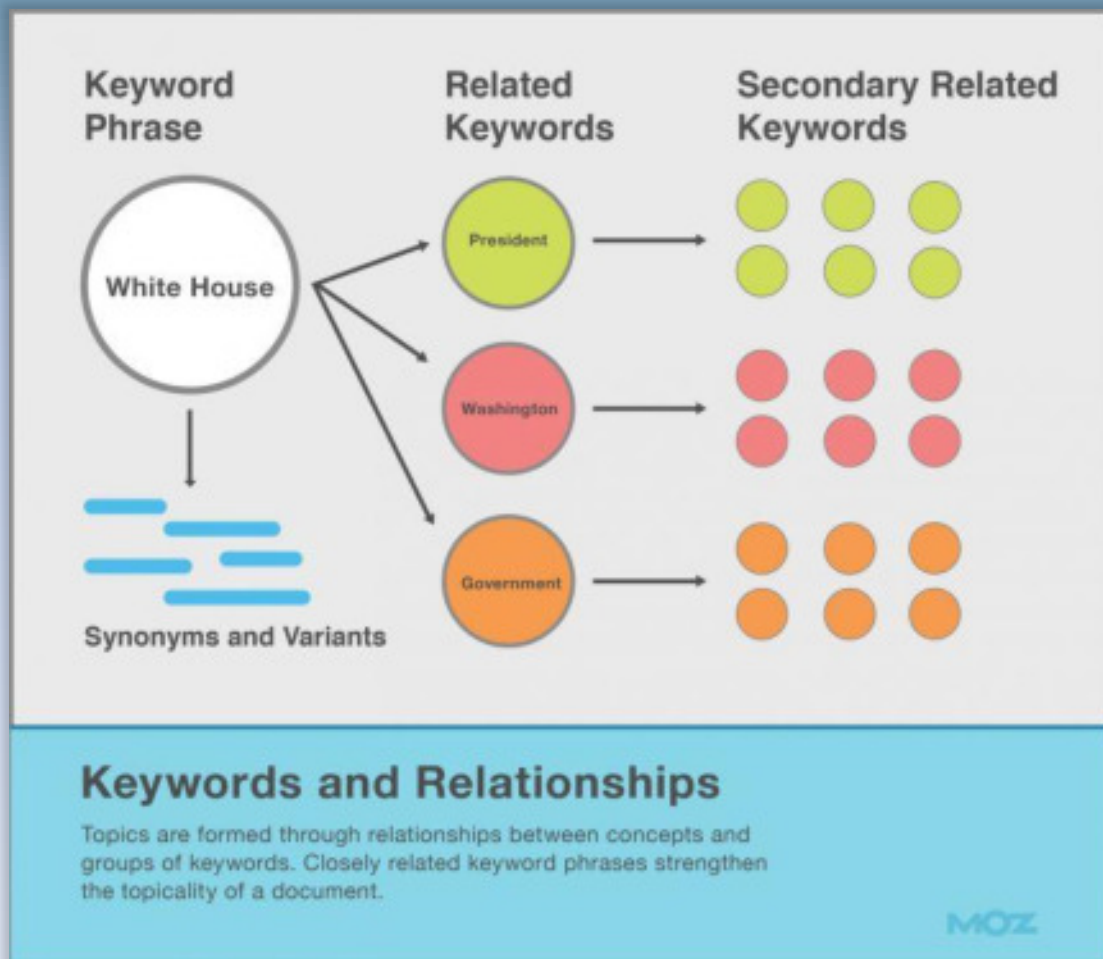


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On Page SEO

- Use related keywords & secondary keywords throughout. These are often referred to as semantic keywords.



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On Page SEO



- **Update Content Frequently**

The Official **Google** Blog | Insights from Googlers into our products, technology, and the Google culture.

Giving you fresher, more recent search results

11/03/2011 08:19:00 AM

Search results, like warm cookies right out of the oven or cool refreshing fruit on a hot summer's day, are best when they're fresh. Even if you don't specify it in your search, you probably want search results that are relevant and recent.

Given the incredibly fast pace at which information moves in today's world, the most recent information can be from the last week, day or even minute, and depending on the search terms, the algorithm needs to be able to figure out if a result from a week ago about a TV show is recent, or if a result from a week ago about breaking news is too old.

We completed our [Caffeine web indexing system](#) last year, which allows us to crawl and index the web for fresh content quickly on an enormous scale. Building upon the momentum from Caffeine, today we're making a significant improvement to our ranking algorithm that impacts roughly 35 percent of searches and better determines when to give you more up-to-date relevant results for these varying degrees of freshness.

- **Recent events or hot topics.** For recent events or hot topics that begin trending on the web, you want to find the latest information immediately. Now when you search for current events like [\[occupy oakland protest\]](#), or for the latest news about the [\[nba lockout\]](#), you'll see more high-quality pages that might only be minutes old.

Search results are best when they are fresh.

Google changed their indexing system to display “fresh” content more frequently.

Nearly 35% of all searches changed because Google's Caffeine update values “fresh” content.



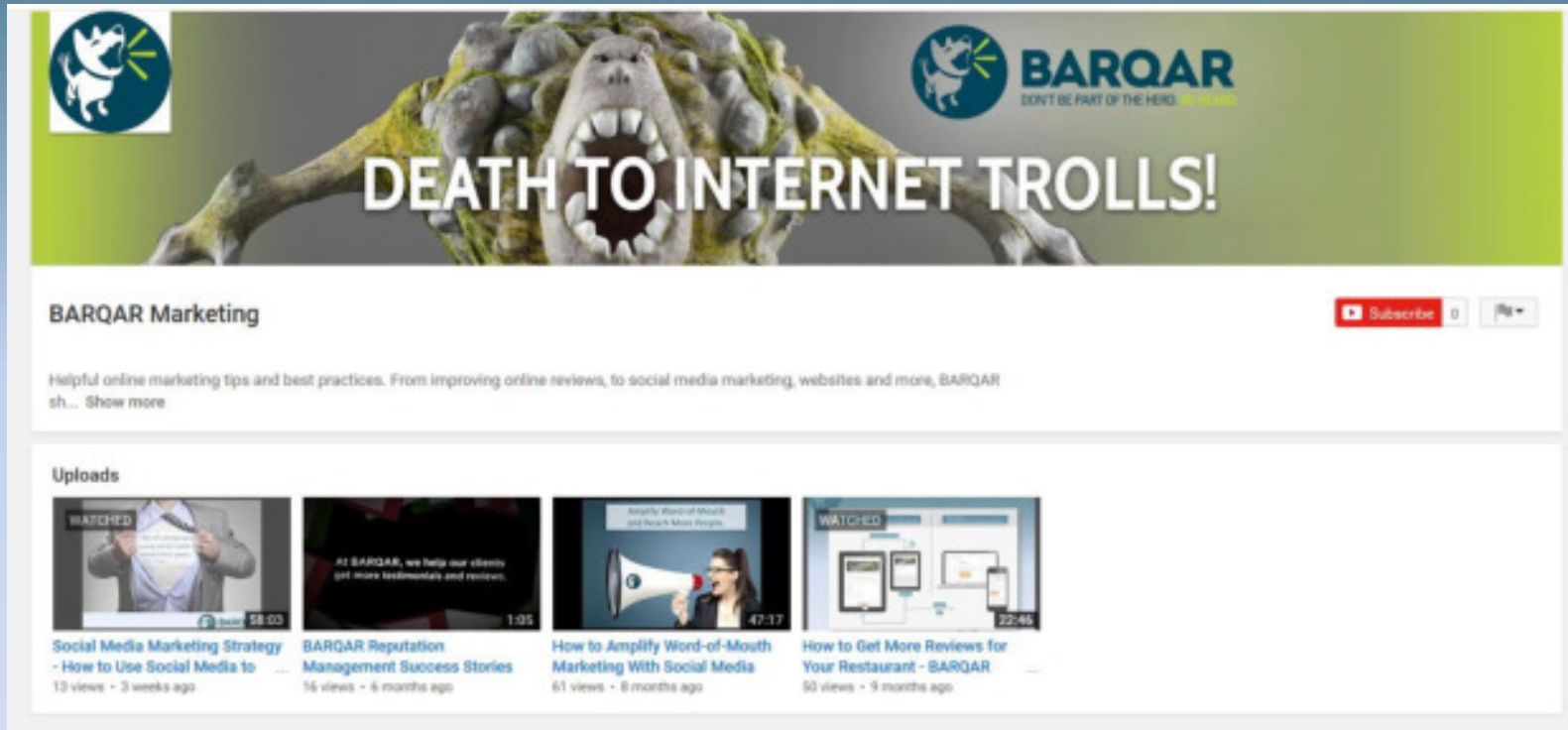
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On Page SEO



- Add Different Forms of Content & Rich Media



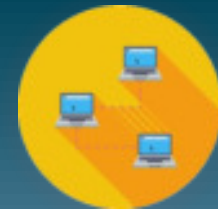
- Google owns YouTube, so create some videos and a channel there!
- Video, photos, infographics, etc., are seen as a sign of higher-quality content.



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Link Building



- More quality inbound links = more opportunity to gain traffic.



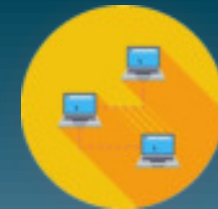
- Sites with more quality inbound links will outrank sites without links.
- Reputable links = credibility in the eyes of a search engine.



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Link Building



- Avoid Buying or Selling Links

Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

A reminder about selling links that pass PageRank

Friday, February 22, 2013 at 12:00 PM

Webmaster level: all

Google has said for years that [selling links that pass PageRank](#) violates our [quality guidelines](#). We continue to [reiterate that guidance periodically](#) to help [remind site owners and webmasters](#) of that policy.

Please be wary if someone approaches you and wants to pay you for links or "advertorial" pages on your site that pass PageRank. Selling links (or entire advertorial pages with embedded links) that pass PageRank violates our quality guidelines, and Google does take action on such violations. The consequences for a linkselling site start with losing trust in Google's search results, as well as reduction of the site's visible PageRank in the Google Toolbar. The consequences can also include lower rankings for that site in Google's search results.

Buying/Selling links leads to lost trust in Google's search results.

Consequences include lower rankings in Google's search results.



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Link Building



- Text within links is important (anchor text).
- Keywords within the link are a ranking signal.
- Anchor text diversity helps a website's link profile look more natural.
- The text surrounding your link is important! Contextual links have higher value.

There is a big difference between these two links:

Generic Anchor vs. Keyword Anchor

[Click here](#) to learn more about our electrical services.

Learn more about our [electrical services in Buffalo](#) and beyond!

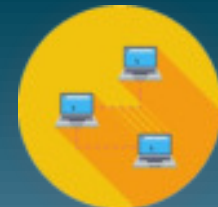
- Include a call to action with links on nearly every page within your website.



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Link Building



Want more links? Start blogging and be social!



Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

So how can you engage more users and potentially increase merit-based inbound links?

Many webmasters have written about their success in growing their audience. We've compiled several ideas and resources that can improve the web for all users.

Create unique and compelling content on your site and the web in general

- Start a blog: make videos, do original research, and post interesting stuff on a regular basis. If you're passionate about your site's topic, there are lots of great avenues to engage more users.



- **#1 tip on Google's Webmaster blog for building links is to start blogging!**
- **Share your content across Social Media to encourage others to link back to your content.**



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Link Building



Want more links? Here are a few more tips:

- Create press releases for newsworthy information like awards, new hires, promotions, etc.
- Share content on social networks.
- Provide testimonials to your vendors.
- Claim all social and local listings.
- Ask local/industry organizations to list you on their sites.
- Connect with local college and university career offices.
- Guest blog for quality niche-relevant news sites.



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User Experience



Easy Navigation and Page Layout Helps with SEO



- Consider large format drop down navigation for more complex sites.
- Make it simple and easy for users to navigate to any page in your site.
- Use headlines, bullets, numbered lists, etc., to make content easy!



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User Experience



Use a good host!

- **Page load speed is a ranking factor.**
 - Use a host that offers speedy servers & quick response times.
 - Host your videos on a site like YouTube or Vimeo.
 - Good, clean programming speeds up sites.
 - Caching and Content Delivery Networks (CDNs) speed up load time.
- **Ask your host about site uptime/downtime.**
- **Choose a good Content Management Platform and keep plug-ins up-to-date for security purposes.**
- **Host DNS with a reputable registrar (e.g., GoDaddy, Network Solutions, Register.com, etc.).**
- **Use a host with redundancy built throughout infrastructure (don't host internally!).**



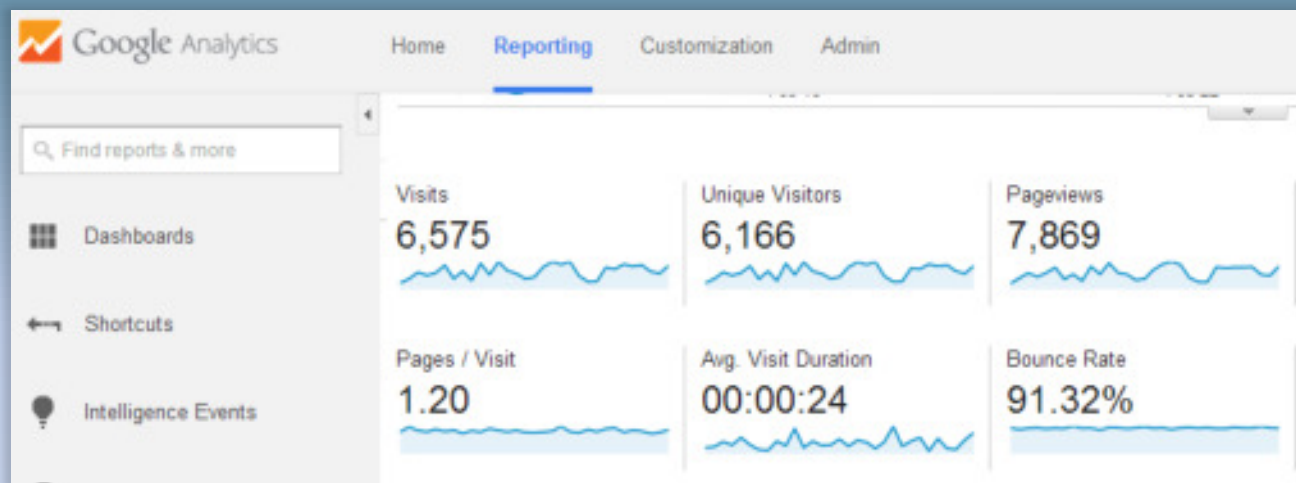
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User Experience



Examine “Bounce Rate”



- Bounce rate is the percentage of people that land on your site and leave after one page.
- Aim for below 50%.
- Good bounce rate signals relevancy to search engines.



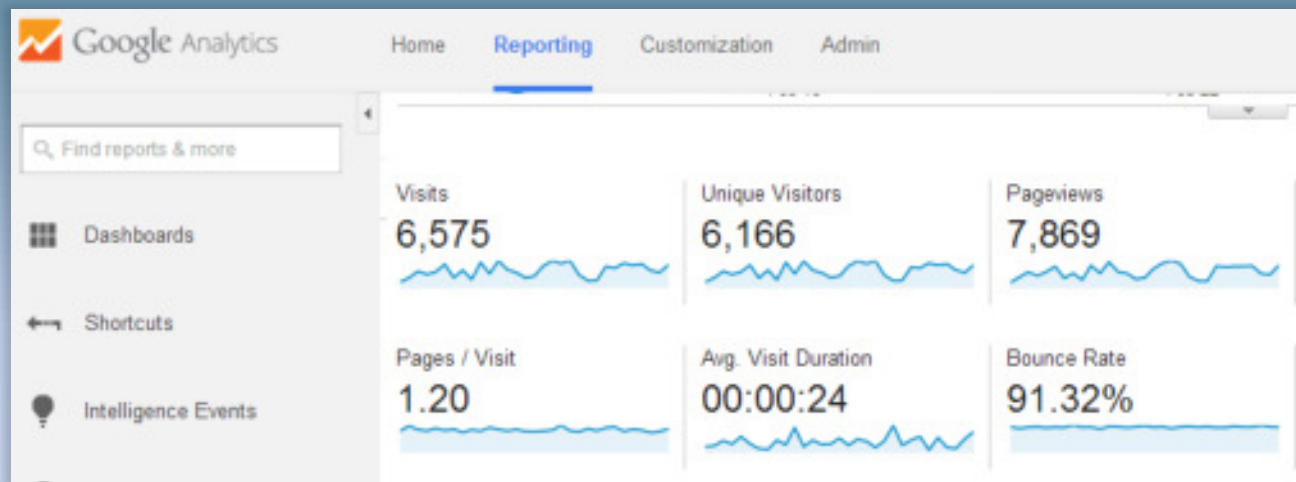
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User Experience



Examine “Avg. Visit Duration”



- Average visit duration is the amount of time an average visitor spends on your website.
- Aim for 2 minutes or more.
- Longer visits signal relevancy and usefulness to search engines.



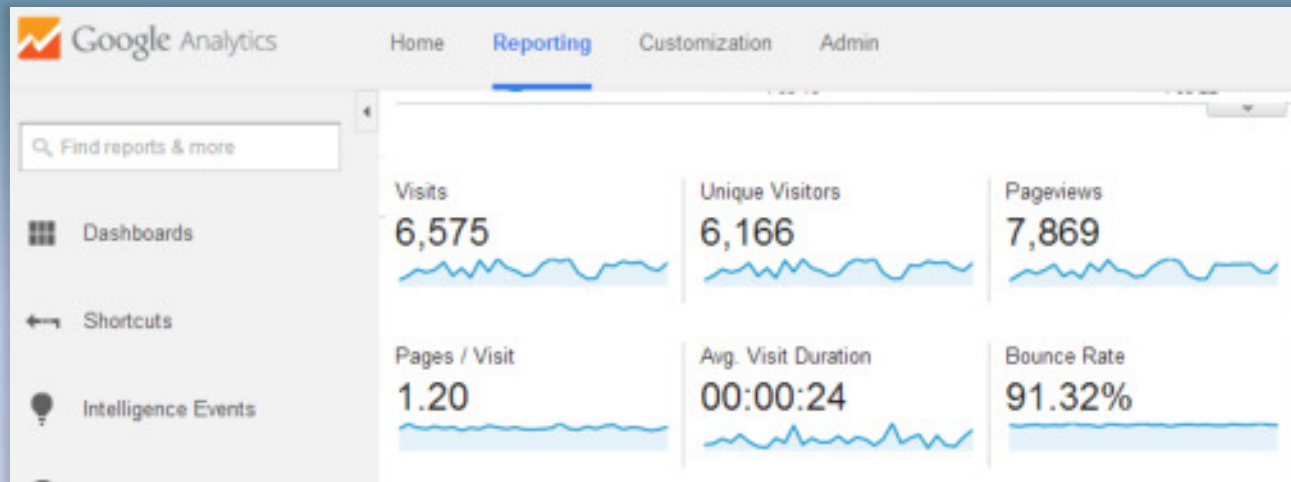
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User Experience



Examine “Pages/Visit”



- Average pages/visit is the amount of pages the typical visitor sees when coming to your site.
- Shoot for 3+.
- Including better calls to action, easier navigation and sticky content will help.
- More page views signals relevancy and usefulness to search engines.



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User Experience



Set up and look at Webmaster Tools

Query	Impressions	Clicks ▲	CTR	Avg. position
☆	15,682	4,754	30%	1.0
☆ staffing agencies in atlanta	2,416	231	10%	2.1
☆ temp agencies in atlanta ga	2,433	101	4%	4.3

- Provides insight into how you rank for certain search queries.
- Shows click-through rate.
- High click-through rates (10% and up) show that you are relevant and deserve to be ranked high.
- Lower click-through rates mean that maybe you don't!



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Social Media

Social Media is a Key Indicator of Relevancy

“Does the rest of the world think you have a great product? If they do, they will amplify this. If you're **not engaged socially, you're missing the boat** because the conversation is happening socially about you and about your content. **Those are really important signals** for [Bing]. Whether you're involved or not is your choice, but those signals still exist whether you're in the conversation or not.”

Duane Forrester
Sr. Product Manager
Bing's Webmaster Program



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Social Media



Use your blog as a content hub, share content socially, and drive traffic back to your site.

BLOG

May 18

Don't Ignore Millennials In Your Email Marketing Strategy



You probably read that headline and thought, "Wait, millennials read emails? They don't just text and use social media?" A recent study by Adestra shows that yes, they do read emails. Let's look at some of the key takeaways. All Generations Want Email Communication from Businesses A big part of the study that jumped out...

[f](#) [t](#) [in](#) [p](#) [g+](#) [Like](#) (10) [G+](#)

May 2

BARQAR SEO Case Study: SEO Project for The Summit Center in Buffalo



The Summit Center provides education, programs and services for individuals with developmental disabilities and developing children and adolescents. As a leader in Autism services in Buffalo and beyond, The Summit Center was interested in building awareness of the amazing programs and services they offer and ensuring that individuals using the Internet to search, could easily find...

[f](#) [t](#) [in](#) [p](#) [g+](#) [Like](#) (3) [G+](#)

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Social Media



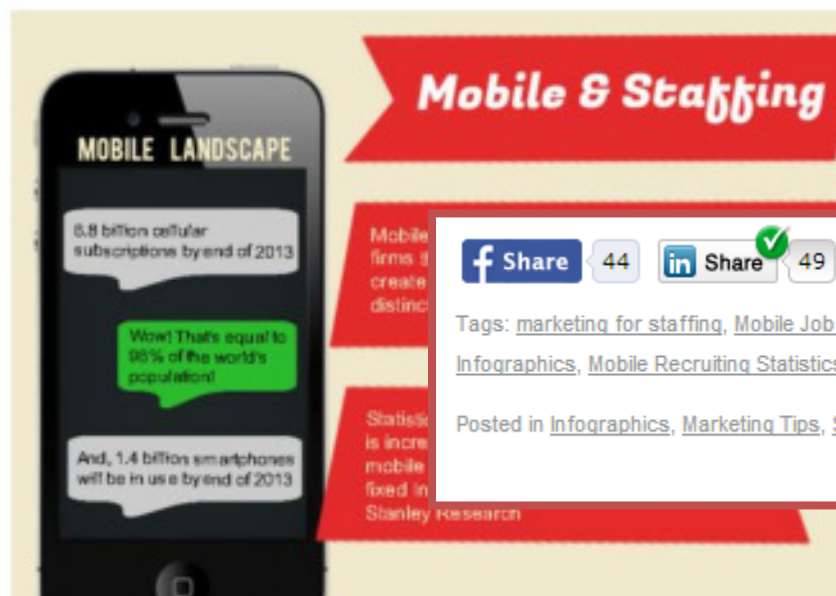
Make it easy to interact with you socially.

Aug
6

INFOGRAPHIC: Mobile Trends in Recruiting and Staffing

by Brad Smith

Mobile traffic is increasing exponentially and is on pace to surpass fixed Internet access by the end of 2014. This infographic highlights some very interesting statistics on mobile and it's influence on recruiting staffing. Please feel free to share this on your own website.



Nearly 400
Social Shares

[f Share](#) 44 [in Share](#) 49 [Tweet](#) 23 [g+1](#) 18 [Share](#) 261



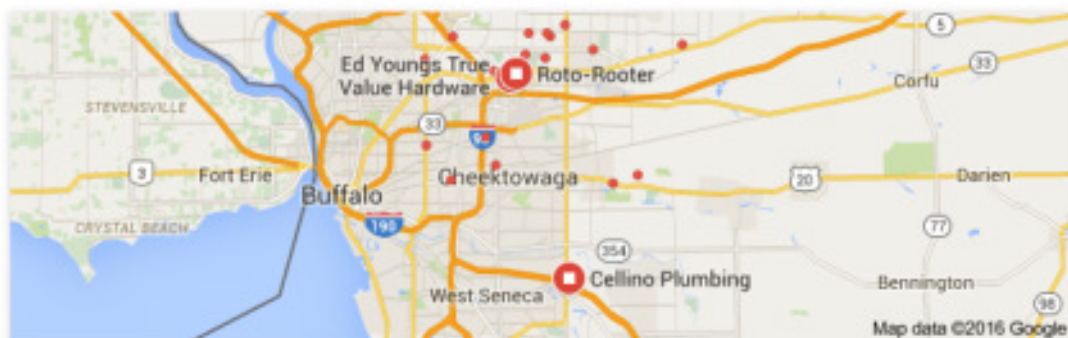
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Social Media



Claim your Google+ Local Listing & get reviews!



Roto-Rooter

4.8 ★★★★★ (7) - Plumber
(716) 634-7997



Website

Ed Youngs True Value Hardware

4.5 ★★★★★ (19) - Home Improvement Store
5641 Main St - (716) 632-3150
Open until 9:00 PM



Website



Directions

Cellino Plumbing

4.5 ★★★★★ (9) - Plumber
631 Bullis Rd - (716) 675-1111
Open 24 hours



Website



Directions

More places

Common question:

“How do I get on the map?”

1. Claim your page (<http://www.google.com/business/>).
2. Verify ownership and update profile.
3. Keep the page active with regular posts.
4. Get reviews!



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Local Citations



Consistency is important! Make sure to use the same information with each of your business listings:

- Name
- Address
- Phone #

Focus on your listings that are on major “citation” sites, including:

- Facebook
- Google
- Yahoo!
- Bing
- Yelp



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Local Citations



Update Listings if you've moved or changed information.

Google "7740 Transit Road" Tandooris

All Maps Shopping News Images More Search tools

About 6,190 results (0.82 seconds)

Tandooris Royal Indian Cuisine · Tandoori At Transit Inc · 7740 Transit ...
[opendatany.com](#) > Liquor > Williamsville > 14221 ▼
Tandooris Royal Indian Cuisine · Tandoori At Transit Inc, 7740 Transit Road, Williamsville, NY 14221.

Tandoori's Royal Indian Cuisine - Restaurants - 7740 Transit Road ...
[www.weddingmapper.com/plan/vendor/ny/williamsville/.../tandooris_royal.../79806](#) ▼
TANDOORI'S ROYAL INDIAN CUISINE < this is my business >. Clip_this Save this vendor to my ...
Address: 7740 Transit Road Williamsville, NY, United States ...

Tandooris in Buffalo, NY | 7740 Transit Road | Foodio54.com
[foodio54.com](#) > New York > Restaurants in Buffalo
Restaurant reviews and menu for Tandooris located at 7740 Transit Road, Buffalo, NY 14221. Find thousands of great restaurant reviews and get personalized ...

Tandoori's Royal Indian Cuisine - DineRank.com
<https://www.dinerank.com/22etsha/tandooris-royal-indian-cuisine>
Jan 3, 2016 - Tandoori's Royal Indian Cuisine is a restaurant located in Buffalo, New York at 7740 Transit Road. This restaurant serves paratha lachhedar, ...

Tandoori's Royal Indian Cuisine: Restaurant review | Photo Galleries ...
[galleries.buffalonews.com/default.aspx?id=5697](#) The Buffalo News ▼
Tandoori's Adrak Ke Chaap is a dish of pan-seared juicy lamb chops marinated ... Tandoori's Royal Indian Cuisine at 7740 Transit Road in Amherst has been in ...



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HOW TO MEASURE SUCCESS



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Truth About SEO



If someone promises you “x” number of first page Google rankings,
run the other way!



The goal of SEO isn't to rank #1.

Ranking #1 doesn't guarantee you anything!

The goal is to **increase targeted traffic** to your website.



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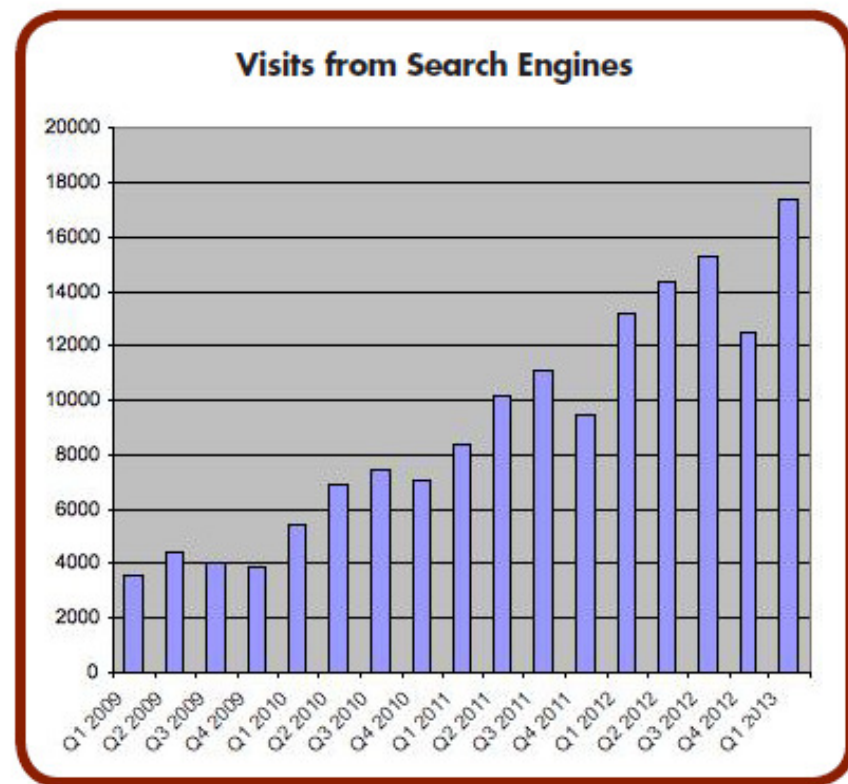


Google Analytics



The results speak for themselves!:

Commercial Staffing and Recruiting Firm in Virginia that blogs four times/month.



How can you get results like this?

- Have a user-friendly website
- Optimize it for search engines
- Make it fast!
- Make it easy to navigate
- Make it engaging
- Blog regularly
- Share content on social media



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Google Analytics



Monitor your conversion rate:



Think about the actions you want your users to take on the website, and set up goals in Google Analytics to monitor your conversion rates.



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Key Metrics:

1. Overall site traffic
2. Traffic sources
3. Bounce rate (look at site level and page level)
4. Time on site
5. Pages viewed
6. Location of visitors
7. Popular content
8. Spikes in traffic
9. Monitor conversions

Compare each stat to previous time periods, and compare across different traffic sources.





What Not To Do...

SEO can be powerful, but it takes **time & hard work!**

If it seems too good to be true, it probably is!

There is no magic formula to guarantee first-page rankings.

1. **Don't** buy backlinks to your website
2. **Don't** buy fake followers
3. **Don't** buy fake reviews
4. **Don't** buy large quantities of citations / local listings
5. **Don't** over-optimize or “keyword stuff” pages
6. **Don't** sacrifice quality for quantity when blogging
7. **Don't** buy extra domains or focus on redirects
8. **Don't** forget about Social Media!



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Things to Remember



- Search engines are in the business to make themselves money. Not to make you money!
- Search engines make the majority of their money by serving their customers advertisements.
- If search engines do not deliver the best results possible, their customers will use another search engine.
- Without an active user base, there will be nobody to serve ads to. No ads = no money. You go out of business!
- This is why algorithms are constantly being updated and SEO changes so often.



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Things to Remember

- What is the one thing that all of the ranking signals have in common?



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THE THREE MOST EFFECTIVE SEO TACTICS FOR 2016



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Add Content to Your Site



Add a blog with frequent content.

- We see search engine traffic skyrocket with consistent blogging efforts.



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Get Active on Social Media



- Build a following
- Share regularly
- Claim local listings
- Encourage engagement
- Drive traffic back to your website



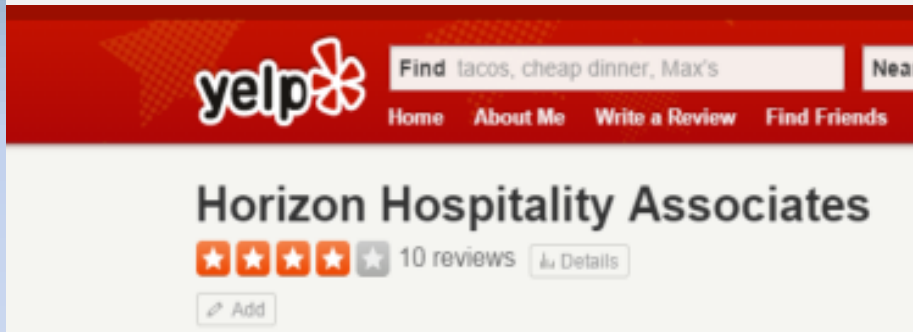
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Get Positive Reviews



- Improve image
- Increase visibility
- Improve search ranking
- Differentiate your firm



“79% of Consumers Trust Online Reviews as Much as Personal Recommendations!”



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QUESTIONS?



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