



**BLUEHUKI**<sup>®</sup>  
MARKETING THAT PROPELS

# Getting More Conversions from SEO

**Heather Pressler, PhD**  
CEO of BlueHuki Group

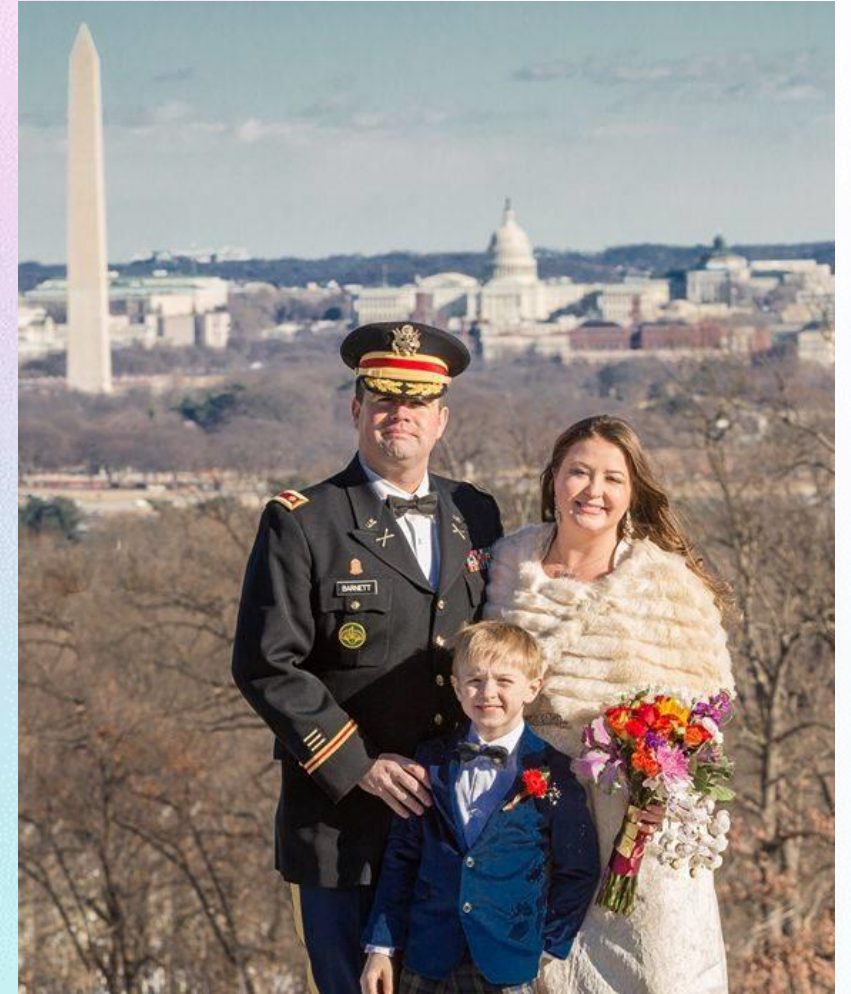
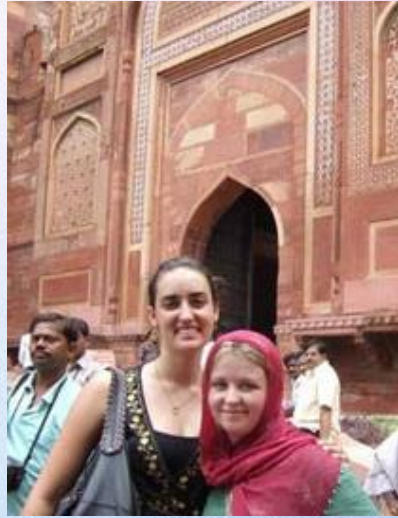


# Agenda

- ✓ Who is Heather?
- ✓ Poll
- ✓ Defining SEO
- ✓ SEO Basics
- ✓ Best Practices
- ✓ Roadmap to Success
- ✓ Measuring results
- ✓ Tips to Improve Conversions
- ✓ Case studies
- ✓ What's Next?



# Who is Heather?



# Poll

Put your hand up if one is true for you...

**01.**

Need to Understand  
SEO Better

**02.**

Need a Strategy

**03.**

Want to measure  
your success better

**04.**

Aren't passionate  
about marketing

# The BlueHuki Story

## Unmet Market Need

- 01.** Lack of Trusted Partners
- 02.** Need for Content and Business Experts
- 03.** Need for Comprehensive Marketing



## Heather Pressler, PhD

**10+ years** of Sales, Training, Digital Marketing,  
Data Analysis & Web Design experience

# Poll

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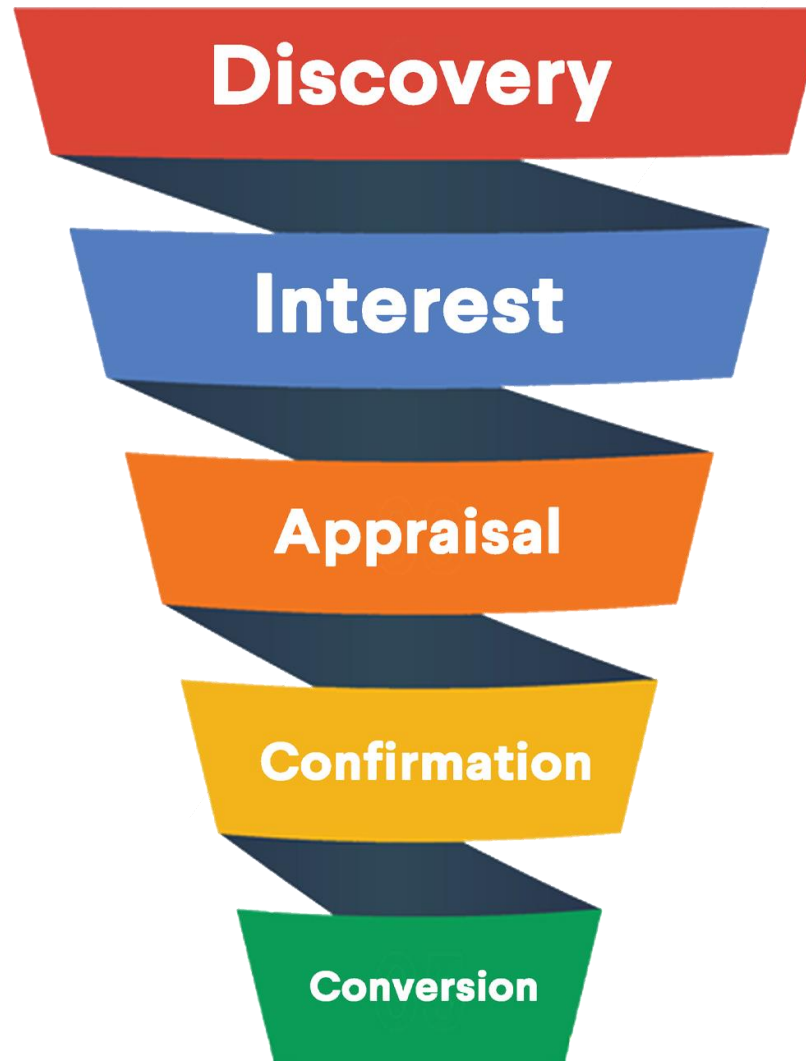
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# The Consumer Decision-Making Process



# SEO & The Consumers Decision-Making Process



Practical Exercise: Write down 1 step to investigate



# SEO Basics



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# Getting Started

**Goal:** Dominate Search

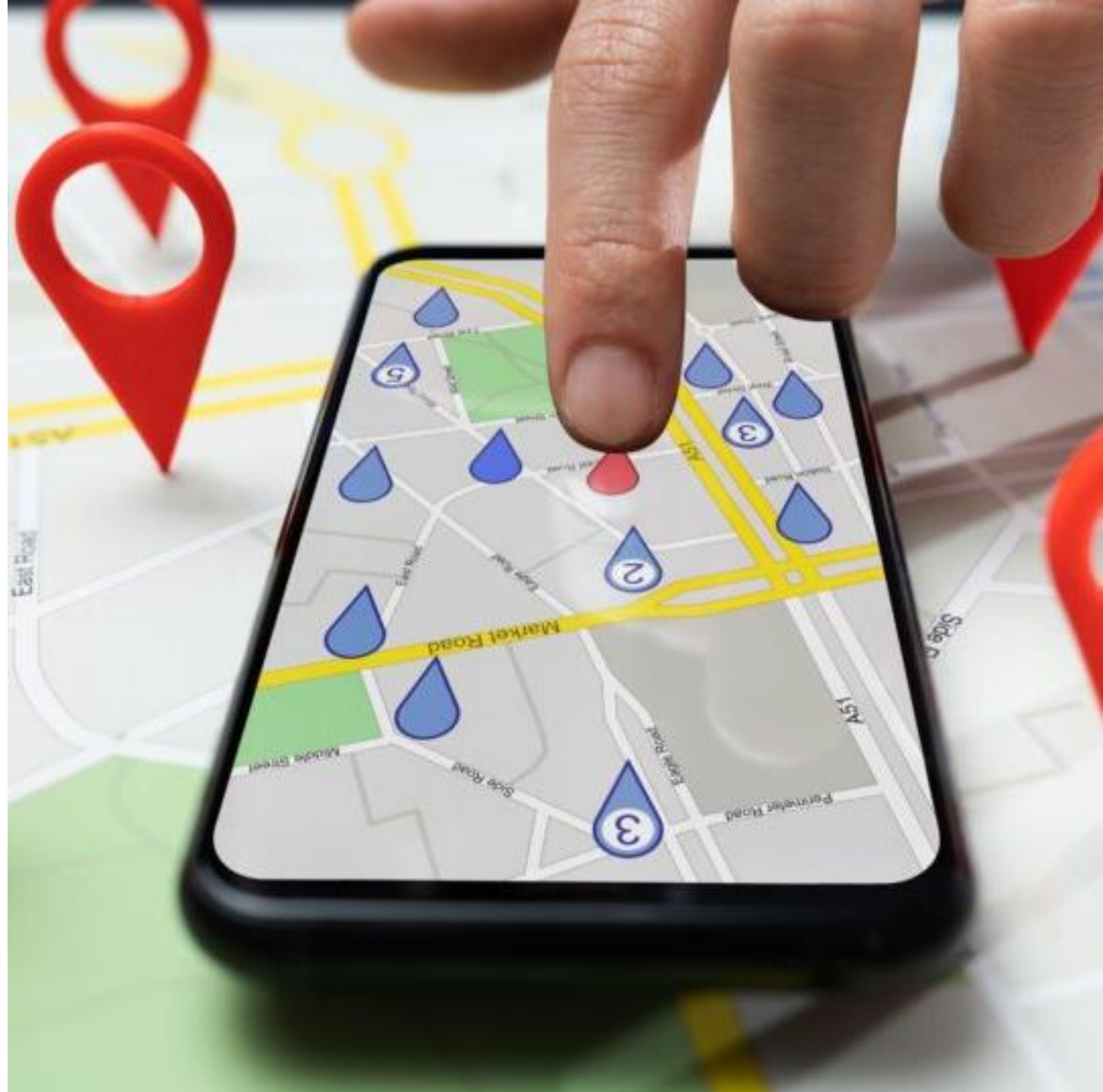
- › Research how SEO works
- › Make a list of your geographies and top searches
- › Breakout your services into individual web pages
- › Write blogs to target other key terms and geographies
- › Add real images and be descriptive with the alt field
- › Search ads campaign to fill gaps



# Reviews

**Goal:** Get Higher Ranked on Maps

- › Research how map rankings work
- › Get more reviews
- › Post updates to your Google listing
- › Open new “locations”
- › Local search ads campaign
- › Local services ads (LSA) campaign



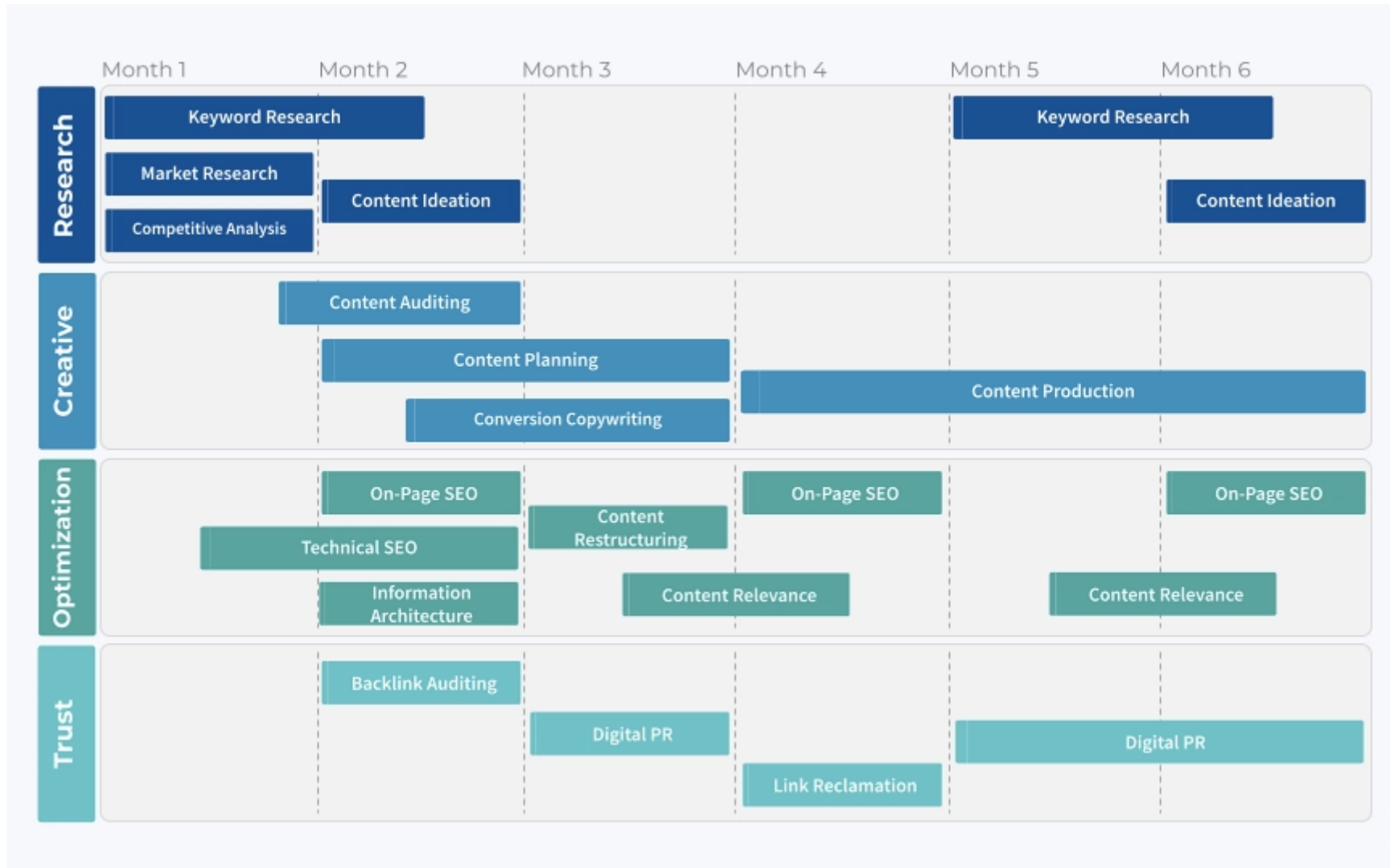
# Partnering with AI

**Goal:** Be active with less effort

- › AI Partner: ChatGPT
  - Write everything
  - Write based on a prompt
  - Heavy editing
- › Human Partner
  - Keywords to focus on
  - Editing for SEO
  - Measuring success



# SEO Strategy Roadmap



# Poll

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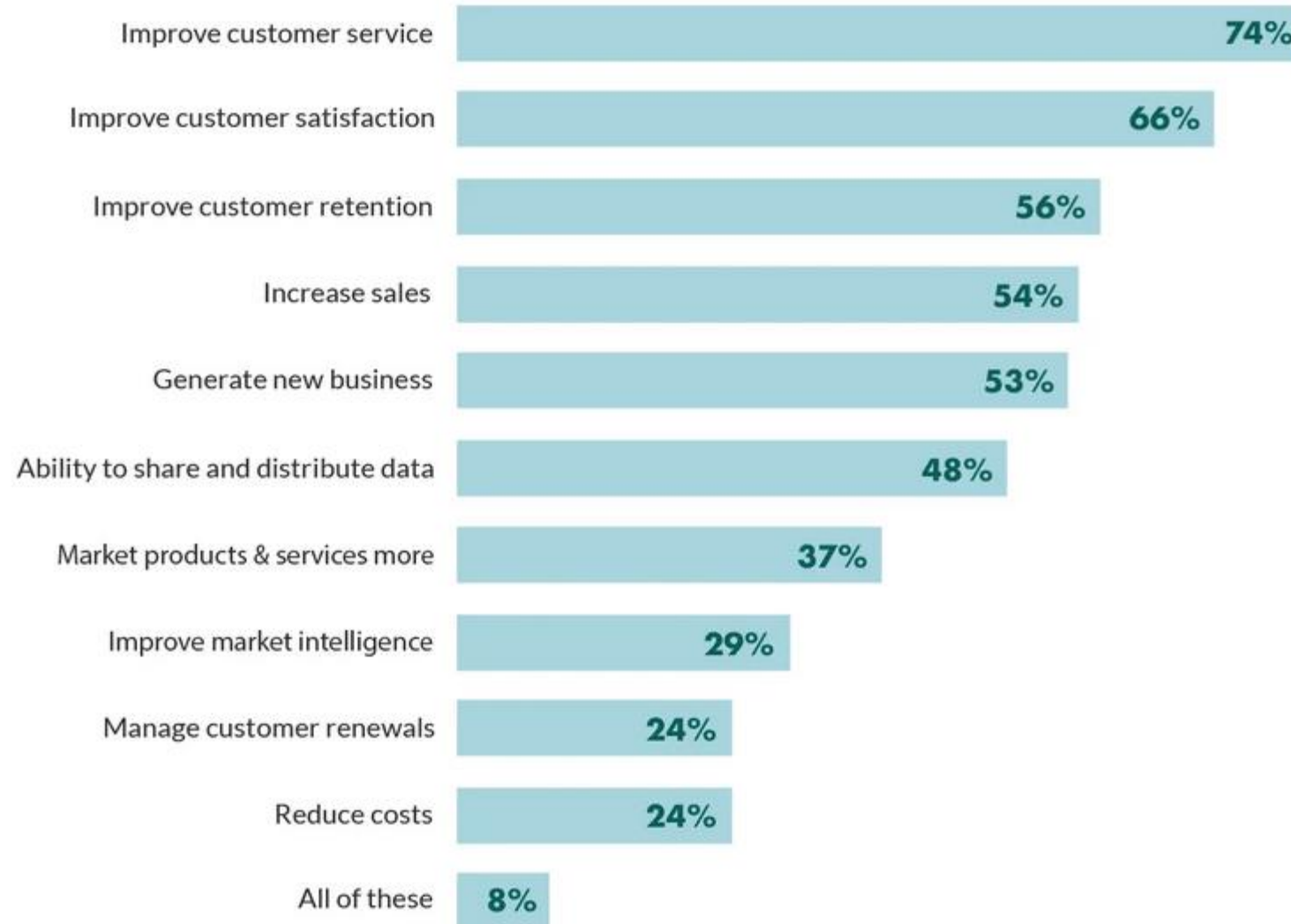
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# How Good Tracking Helps





# Popular Tracking Methods

	CALLRAIL	NOVOCALL	ACTIVEDEMAND	CALLACTION	CALLSOURCE
Advanced call reporting		✓	✓	✓	✓
Click-to-call buttons		✓	✓		
Outbound dialer		✓		✓	
Keyword level tracking	✓		✓	✓	✓
DNI	✓	✓			✓
Facebook Ads Integration	✓	✓	✓	✓	
Lead form tracking	✓	✓		✓	
Source level tracking	✓	✓	✓	✓	✓

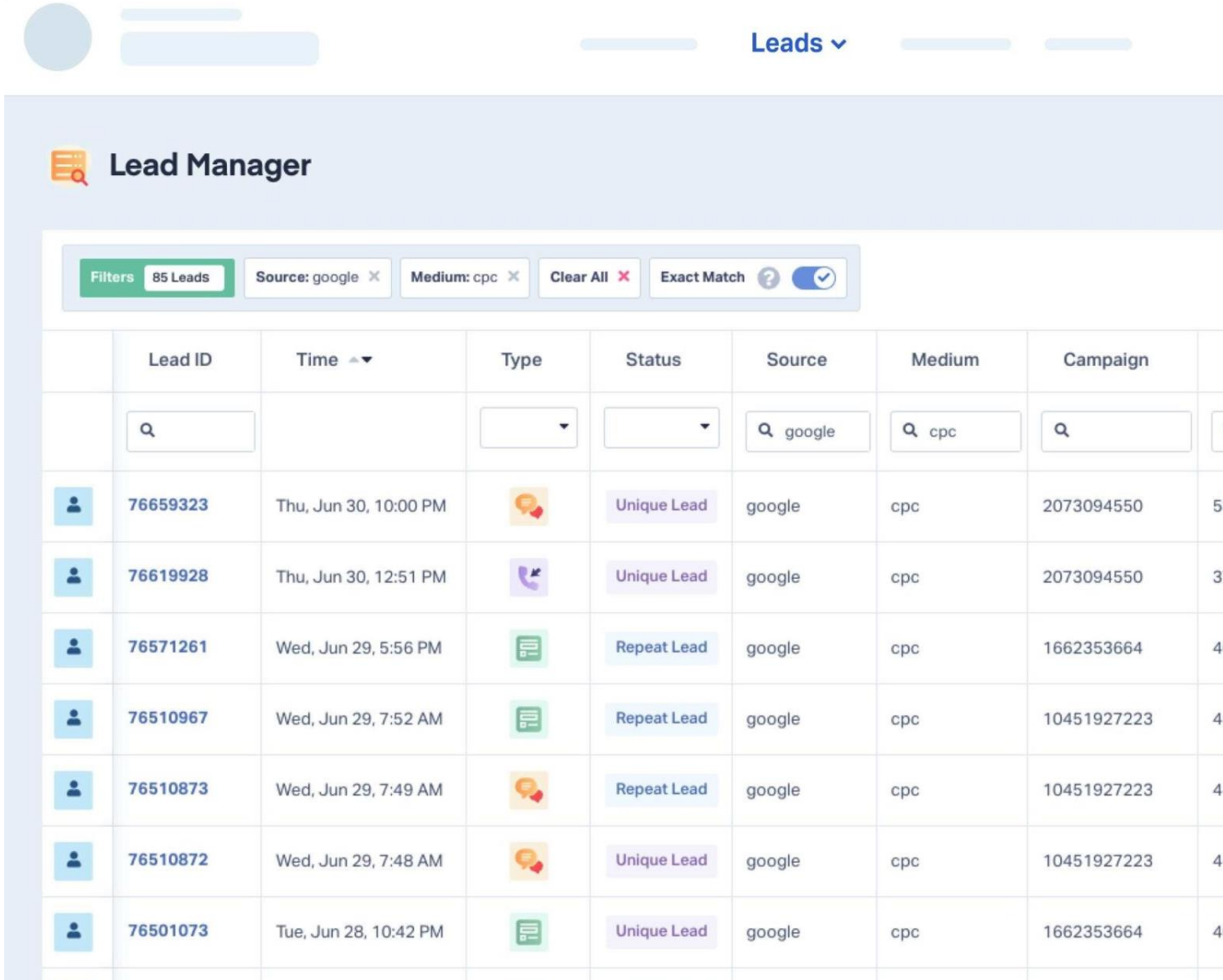
# Pro-Tip: Incentivize Your Staff



# Why Measurement Matters

**Goal:** Improve Conversions

- › Understand Competition
- › Vet CRMs
- › Develop SOPs
- › Refine Training
- › Track Everything
- › Continuous Improvement
- › Understand Your Losses
- › Ask Good Questions

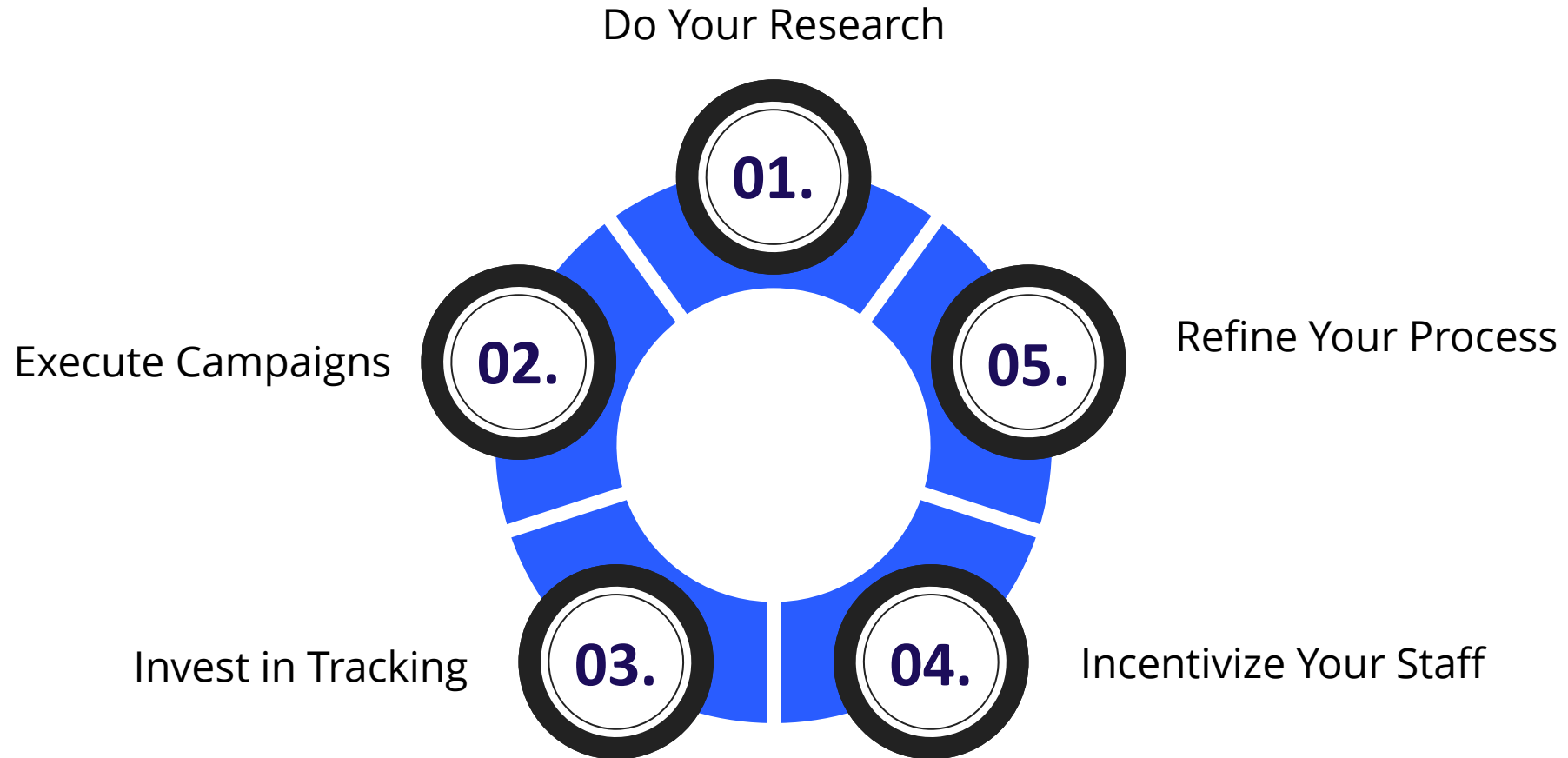


**Lead Manager**

Filters 85 Leads Source: google X Medium: cpc X Clear All X Exact Match ?

	Lead ID	Time	Type	Status	Source	Medium	Campaign
	<input type="text"/>		<input type="text"/>	<input type="text"/>	<input type="text" value="google"/>	<input type="text" value="cpc"/>	<input type="text"/>
	76659323	Thu, Jun 30, 10:00 PM		Unique Lead	google	cpc	2073094550
	76619928	Thu, Jun 30, 12:51 PM		Unique Lead	google	cpc	2073094550
	76571261	Wed, Jun 29, 5:56 PM		Repeat Lead	google	cpc	1662353664
	76510967	Wed, Jun 29, 7:52 AM		Repeat Lead	google	cpc	10451927223
	76510873	Wed, Jun 29, 7:49 AM		Repeat Lead	google	cpc	10451927223
	76510872	Wed, Jun 29, 7:48 AM		Unique Lead	google	cpc	10451927223
	76501073	Tue, Jun 28, 10:42 PM		Unique Lead	google	cpc	1662353664

# From SEO to Conversion



**Tip:** follow the rules AND be active

# What is a Winning Strategy Worth?

**90%**

Reduction  
in lead cost

**300%**

Increase in  
web traffic

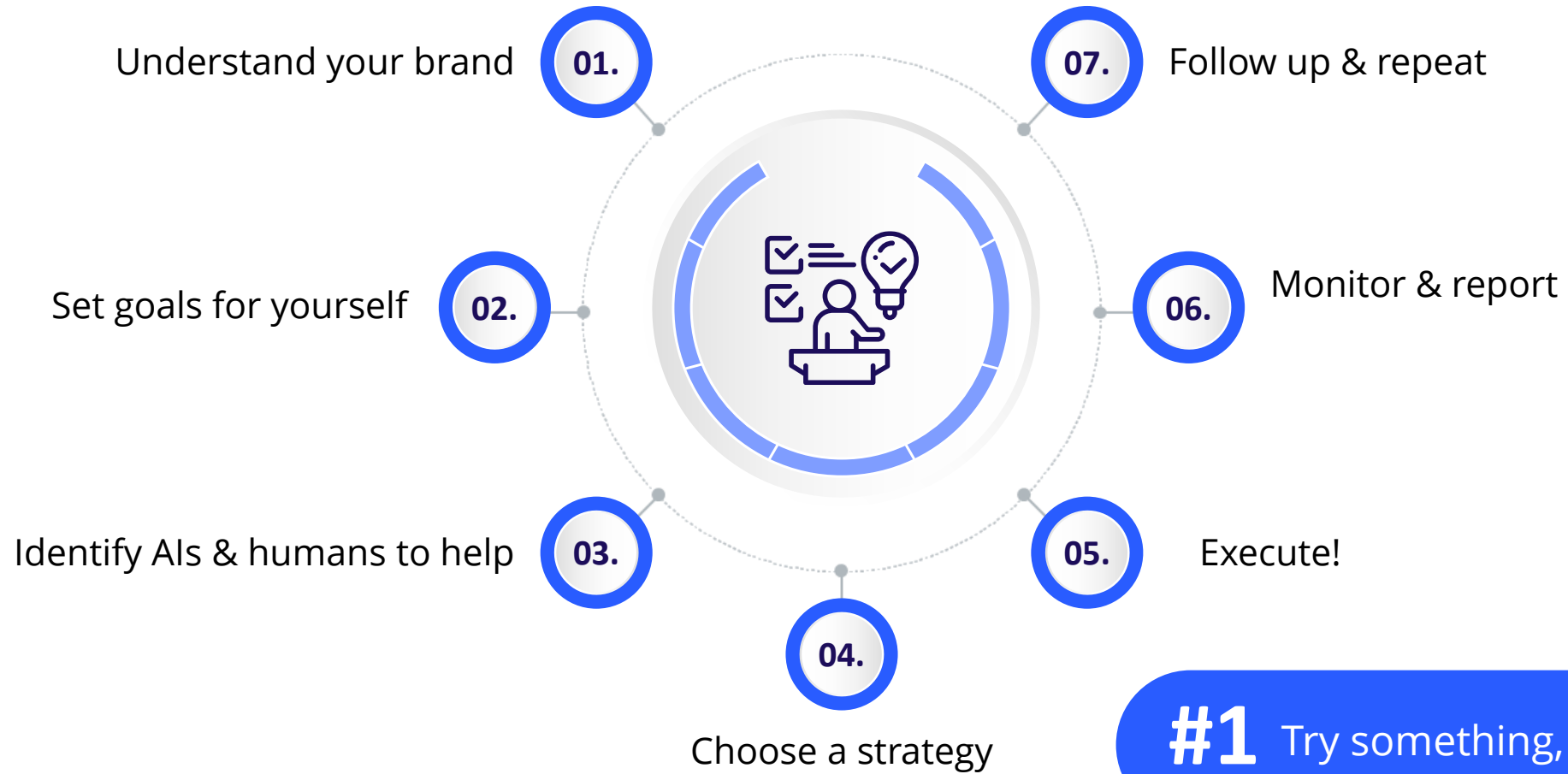
**5x**

Local  
Rankings

**10x**

Conversions

# Key Takeaways

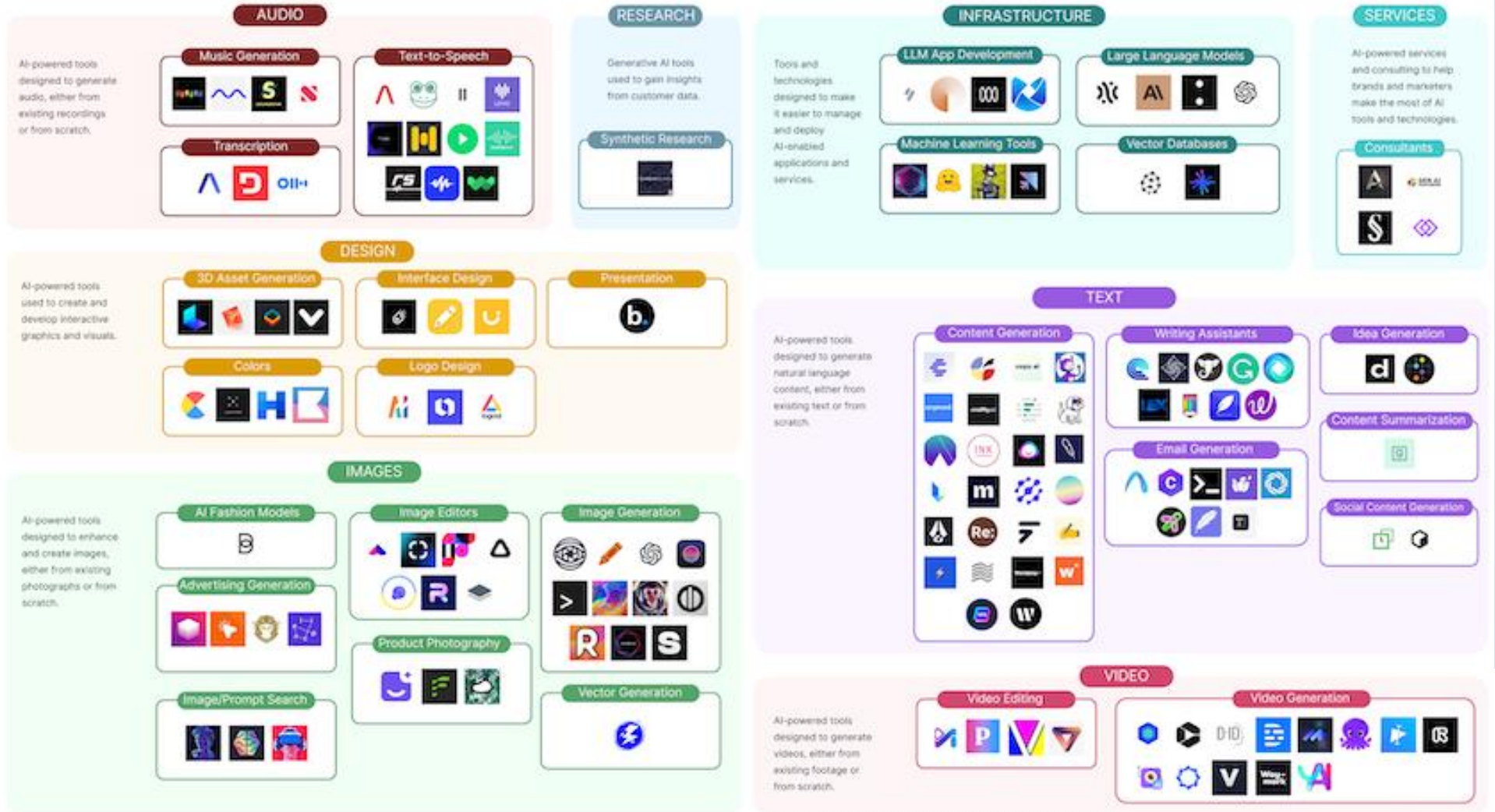


**#1** Try something, anything **NEW**

# Ultimate AI Tech Cheat Sheet!



SCAN ME



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# We are!

## Questions?



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Let's Connect!



**SCAN ME**