



JACLYN
HOPE
design

LOCAL SEO MYTHS AND MISTAKES VIDEO WORKSHOP

Brought to you by...

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hello

I'm Jaclyn

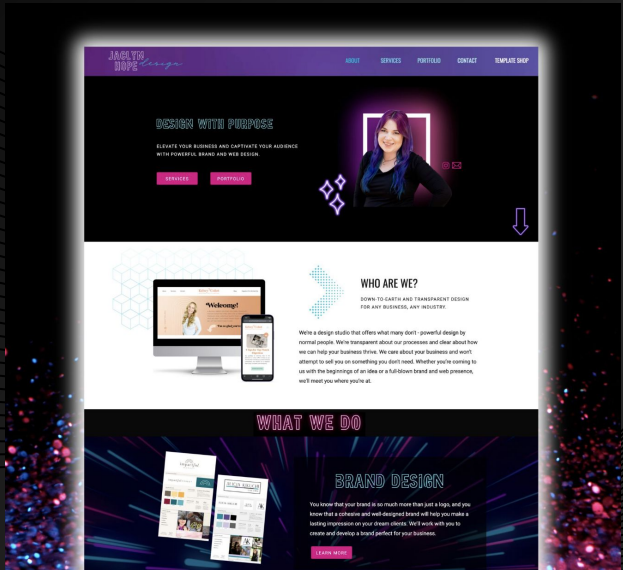
I'm a brand and web designer.

My design studio is Jaclyn Hope Design. I love supporting business owners in creating strong brand identities that support growing businesses.

We support all types of businesses.

Your website should act as a tool for your business.

You can't compete without high quality brand design, web design, and search engine optimization.





What is SEO?

What is SEO

Search Engine Optimization: the process of optimizing a website to improve its ranking in search results. The goal is to get more organic traffic to a website by making its pages more relevant and popular to users' search queries.

When a website ranks higher in search results, more people will see it. Only 1.9% of users will click on a 2nd page result.

The screenshot shows a search engine results page for the query "Autobody shop puyallup". The search bar at the top contains the text "Autobody shop puyallup" and has a close button (X) and a microphone icon. Below the search bar, there are five search results listed. Each result includes a logo, the website name, the URL, a title, and a short description. The results are: 1. Yelp: "Today's BEST 10 Body Shops in PUYALLUP, WA" with a sub-description "Top 10 Best Body Shops Near Puyallup, Washington · National Auto Collision · J & J Autobody Repair · The Dent Whisperer · Caliber Collision · Raleys Auto Body." and a thumbnail image of a person working on a car. 2. CARSTAR.com: "Auto Body & Collision Repair Shop in Puyallup, WA" with a sub-description "Looking for an auto body shop in Puyallup, WA, that offers reliable paintless dent and collision repair services? Find a CARSTAR near you!" and a thumbnail image of a CARSTAR store. 3. caliber.com: "Collision Repair Puyallup – Canyon Rd" with a sub-description "Our shops are conveniently located in Puyallup – Canyon Rd near you. We've been expertly serving you since day one. Caliber Collision is also I-CAR Gold Class ..." and a rating of 4.6 stars from 469 reviews, and a thumbnail image of a person working on a car. 4. Gerber Collision & Glass: "Puyallup WA Collision Repair" with a sub-description "Gerber Collision Puyallup - 15128 Meridian E - collision auto body repair with a lifetime guarantee. Call 253-840-2269." and a thumbnail image of a person working on a car. 5. Maaco Auto Body Shop & Painting: "Maaco Auto Body Shop & Painting" with a sub-description "https://www.maaco.com › locations › puyallup-12252" and a thumbnail image of a person working on a car.

Autobody shop puyallup

Yelp
https://www.yelp.com › Automotive › Body Shops

Today's BEST 10 Body Shops in PUYALLUP, WA
Top 10 Best **Body Shops** Near **Puyallup**, Washington · National **Auto Collision** · J & J **Autobody Repair** · The Dent Whisperer · **Caliber Collision** · Raleys **Auto Body**.

CARSTAR.com
https://www.carstar.com › ... › Auto Repair Puyallup

Auto Body & Collision Repair Shop in Puyallup, WA
Looking for an **auto body shop** in **Puyallup**, WA, that offers reliable paintless dent and **collision repair** services? Find a CARSTAR near you!

caliber.com
https://www.caliber.com › find-a-location › puyallup-ca...

Collision Repair Puyallup – Canyon Rd
Our **shops** are conveniently located in **Puyallup** – Canyon Rd near you. We've been expertly serving you since day one. Caliber **Collision** is also I-CAR Gold Class ...
★★★★★ Rating: 4.6 · 469 reviews

Gerber Collision & Glass
https://www.gerbercollision.com › locations › puyallup-wa

Puyallup WA Collision Repair
Gerber **Collision Puyallup** - 15128 Meridian E - **collision auto body repair** with a lifetime guarantee. Call 253-840-2269.

Maaco Auto Body Shop & Painting
https://www.maaco.com › locations › puyallup-12252

SEO MATTERS

The top 3 results on Google receive 63% of all clicks.

Only 1% of searchers click on a second-page result.

(source: AHREFS 2024)

Disclaimer:

SEO is an art AND a science. It's a set of strategies, not your sole marketing strategy.

There is NO magic button.

It takes TIME and EFFORT.



The goal with SEO:

Understand YOUR audience.

Help search engines understand your content.

Show search engines that your content is high quality and trustworthy.

Your Brand & Your Goals

How do you want to be represented online? Do you have clear messaging? What are your goals for digital marketing in general? Engagement? Sales? Bookings? Messages?

Without clear goals, your SEO strategies will be random grabs for attention instead of targeted progress leading towards results.



Things Are Constantly Changing

Google updates their algorithm 10–15 times per year.

The development of AI tools, like SearchGPT (early beta):

While pulling from a smaller pool, 26% of URLs ranking in SearchGPT get no traffic from Google.

Stick with best practices, give your website time and attention and you'll see improvement.

Top 10 Myths and Mistakes for Local SEO

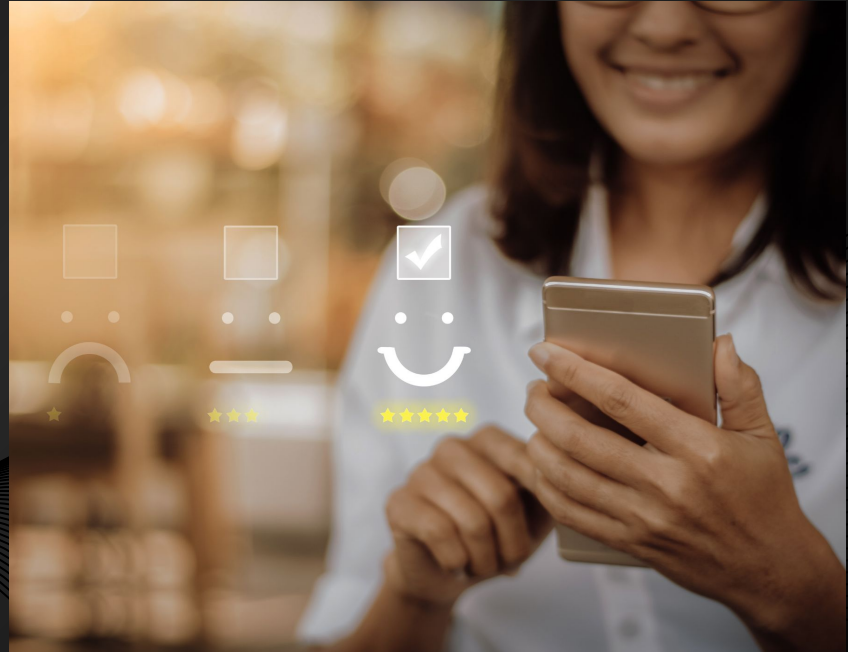
#1 You think you know your audience.

Who is your ideal client? What are they like? What types of businesses do they support? What are your client's pain points?



What are they **SEARCHING FOR?**

What are they **SHOPPING FOR?**



Analyze the Data



<https://analytics.google.com/>

Gives data on your traffic.

- How many people are visiting?
- What pages do they frequent?
- How long do they spend on each page?
- Where are they coming from? (search, direct, organic or paid social)



<https://search.google.com/search-console/>

Gives data on your SEARCH traffic.

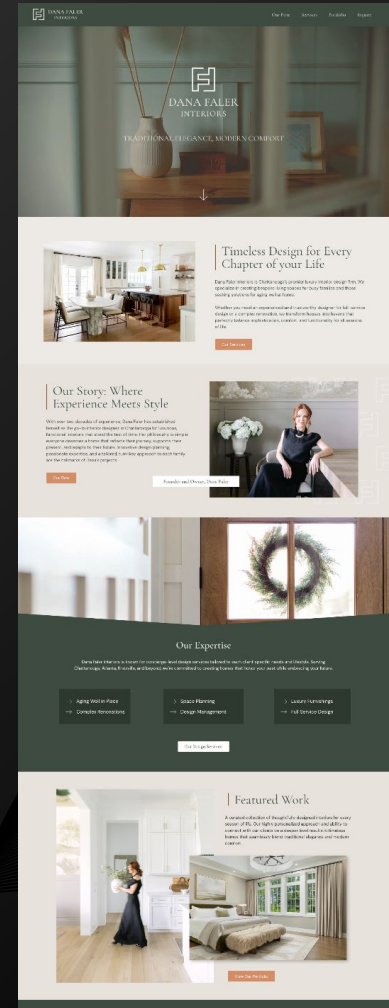
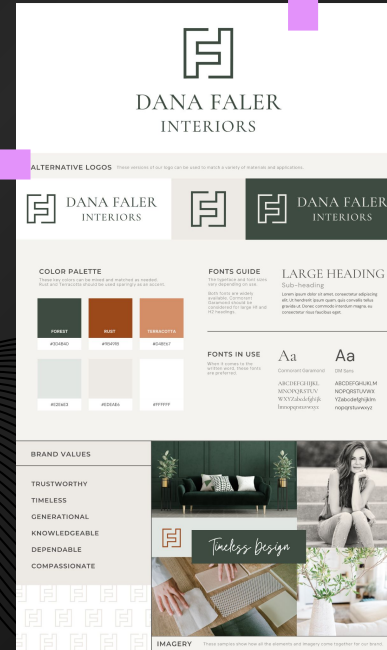
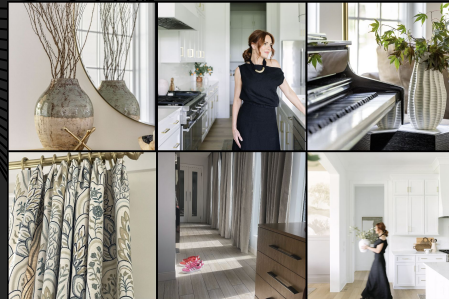
- How many people come from Google searches?
- What are people searching for when they find you?
- What OTHER searches are you showing up in, but further down?
- What pages do searches send people to?

#2 Branding doesn't matter.

81% of consumers need to trust a brand to consider buying (Edelman 2019)

55% of a brand's first impression is visual (US Chamber of Commerce)

★ Create a strong brand identity. Then use it with fidelity.



#3 The site I DIYed 7 years ago does the job.

Users typically take 0.05 seconds to form an opinion about a website.
(Behaviour & Information Technology Journal)

First impressions are 94% design-related.
(Northumbria University)

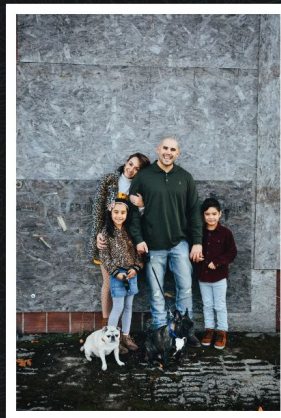
88% of online consumers are less likely to return to a site after a bad experience (swear)



#3

1. Is it true to your brand?
2. Is it easy to navigate?
3. Can users find what they need?
4. Can they convert with ease?
5. Is it modern, clean, and up-to-date?

You can track conversions, but you'll never know who did NOT convert because of your website's design.



Let's get in touch!

I'd love to hear from you.
Use the form to reach out and I'll back to you very soon!

Full Name *	Phone *
<input type="text"/>	<input type="text"/>
Email *	Session type *
<input type="text"/>	Family <input type="text"/>
Specific date requested	OR Month requested *
<input type="text"/>	<input type="text"/>
Tell me why you are looking for a photographer! *	
<input type="text"/>	
Keep out the robots: What is your favorite TV show, book, or movie? *	
<input type="text"/>	
<input type="button" value="SEND"/>	

#4 Mobile isn't important.

57% of internet users say they won't recommend a business with a poorly designed website on mobile. (SWEOR)

As of 2024, 60.67% of global website traffic comes from mobile devices (Statista)

1. **Is your website optimized for mobile?**
2. **Have you checked in on all screen sizes?**
3. **Do users have a worse experience if they're on mobile?**



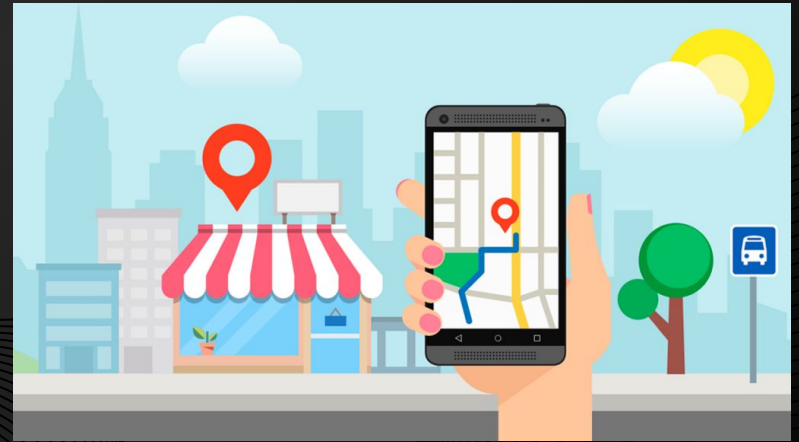
#5 I don't need GBP.

OR I have GBP, I don't need a website

They serve different purposes.

A website reinforces your credibility and allows you to rank for more search queries.

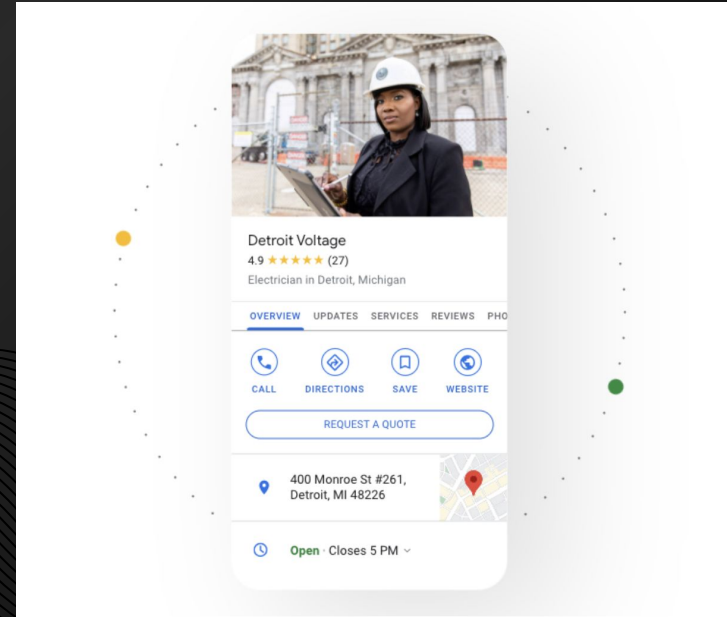
A GBP grabs more local search traffic using other tools like Maps.



#6 I created a GBP. I'm good.

Don't fail to claim or update GBP profiles with accurate information, photos, and reviews.

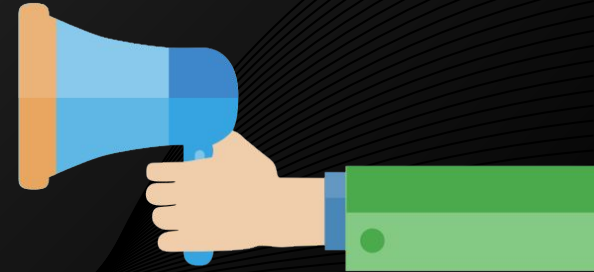
You need to show Google that your business is active, thriving, and people are interested in you.



#7 Only big businesses can succeed at SEO.

Local SEO levels the playing field, giving small businesses an edge in their local markets if optimized correctly.

The difference is time, attention, and use of strategies.



#8 Reviews aren't a big deal.

Don't neglect customer reviews!

Not actively encouraging satisfied customers to leave positive reviews on GBP or Yelp limits social proof and credibility.

Literally ASK for reviews. I recommend getting 30+ reviews on Google and at least 20 elsewhere.



#9 No one cares about page speed.

Slow-loading websites frustrate users and are penalized by search engines, especially on mobile.

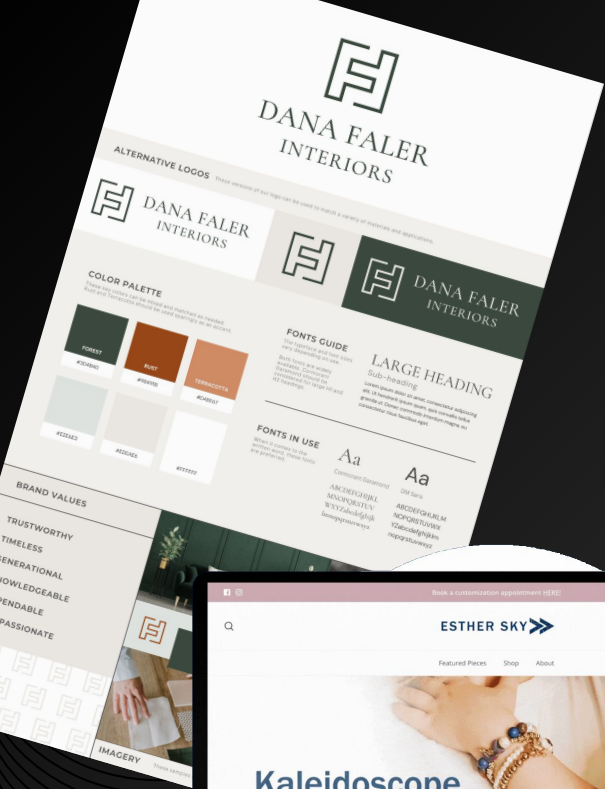
Studies find people expect sites to load in 2 seconds or less. The probability of bounce increases 32% as page load time goes from 1 second to 3 seconds.



#10 People know where to find me.

1. Use **location keywords** across your site.
2. Plaster your **NAP** everywhere: name, address, phone
 - a. But also your hours and email EVERYWHERE
3. Get **backlinks** by putting your site on other local sites: the chamber of commerce, local news articles, other site's blogs, etc.



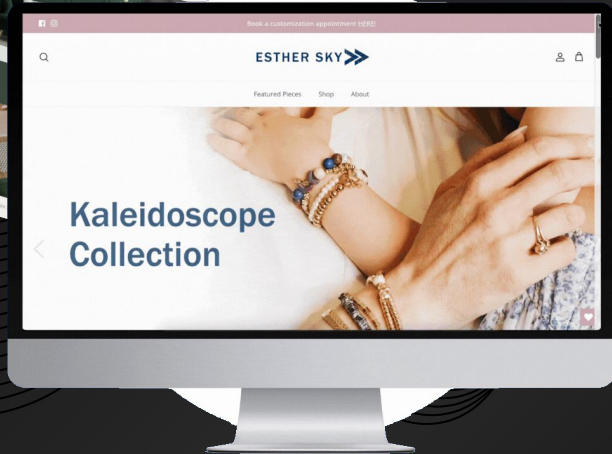


Brand + Web + SEO Services

On a project-by-project basis.

Happy to work with YOUR goals, dreams, and budget.

Message me anytime.



jaclynhope.com

SEO 101

Get ranked without the headache!

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WHEN I TRY SOME RANDOM SEO TIP
WITHOUT KNOWING WHY



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