Google MOCKINGBIRD

Washington D.C.

1. Connect to WiFi: GoogleGuest (no password)
2. Complete the following (if you can):
   - Log into Google Adwords (adwords.google.com)
   - Log into Google Analytics (analytics.google.com)
   - Log into Webmaster Tools/ Google Search Console (google.com/webmastertools)
   - Log into Google My Business (google.com/mybusiness)
   - Download ScreamingFrog (screamingfrog.co.uk/seo-spider/)

Speakers

Dana Morgan
Strategic Partner Manager, Google

Conrad Saam
CEO, Mockingbird

Google MOCKINGBIRD

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Mindset Adjustment

1. This is fast, technical and intense.
2. There are lots of ways to skin a cat - we are showing you what we do and how we do it. That doesn't mean it's the only (or even best) way
3. You are going to get left behind. That's OK. Follow up later for "understanding."
4. We are going to be using a variety of different tools and jumping around. Recommendation: open them in different tabs and keeping those tabs open.
5. We believe everything should be centered around Google Analytics.
6. **We are here to diagnose, not fix.**
7. **Now let's review the worksheet glossary**

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Paid

Local

Organic

Best Seattle DUI Lawyer - bestlawyernow.com
Ad www.bestlawyernow.com/Free-DUI-Consult
We Fight Your **DUI** For $995 Or Less. Free Consultation - Call Now
Highlights: Free Consultation, 48 To 96 Hours Of Community Service…
2450 6th Ave S #210, Seattle - (206) 802-2703 - Open today · Open 24 hours

Fight Your DUI Now - Contact A Lawyer Who Wins.
Ad www.seattlecriminaldefenselawfirm.com/ (206) 512-8377
We Have Defended 1000s of Cases and Can Build You A Solid Defense. Call Now.
Affordable Rates · Available 24/7 · Experienced Attorneys · Free Case Review
200 W Mercer St #411, Seattle, WA - Open today · 7:00 AM – 9:00 PM

Raymond W Ejarque Attorney-At-Law
1 review · General Practice Attorney
1001 4th Ave #3200 · (206) 621-1554
WEBSITE DIRECTIONS

Aaron J. Wolff - Seattle DUI Attorney
1 review · Attorney
720 3rd Ave #2015 · (206) 504-2500
Open until 5:30 PM
WEBSITE DIRECTIONS

Community Law Firm, PLLC
5.0 ★★★★★ (10) · Law Firm
701 5th Ave #4200 · (206) 262-7390
Open 24 hours
WEBSITE DIRECTIONS

More places

Find the best DUI & DWI lawyer in Seattle, WA - Avvo
www.avvo.com › Find a lawyer › Washington › Seattle Avvo
FREE detailed reports on 1139 DUI & **DWI Attorneys** in **Seattle**, Washington including disciplinary sanctions, peer endorsements, and reviews.

Seattle DUI Attorney | Drunk Driving Defense Lawyer in WA
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Highly trained, talented, and experienced **Seattle DUI lawyers** zealously defending WA State drivers. Call Us For a FREE Consultation at 206-262-7390.

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Agenda

10:00-11:00 Performing a Market Audit Using Google Analytics
11:10-12:10 LOCAL SEO
2:00-3:00 Organic SEO
3:10 - 4:10 AdWords

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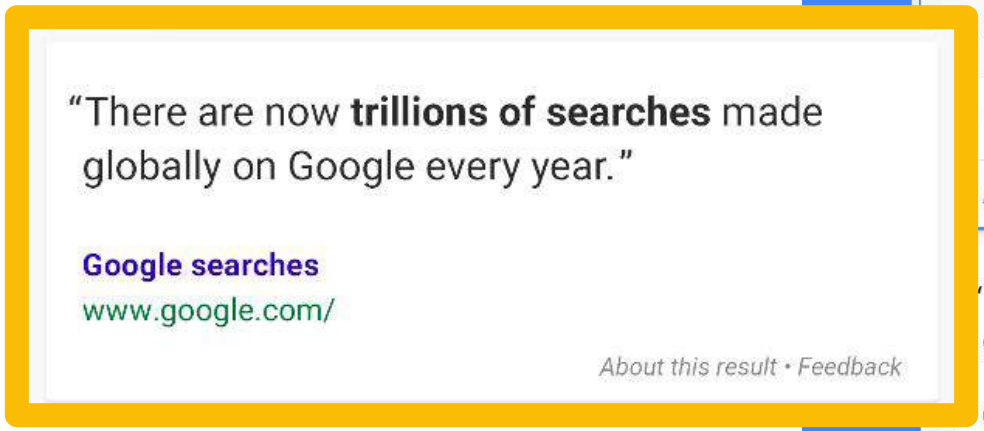
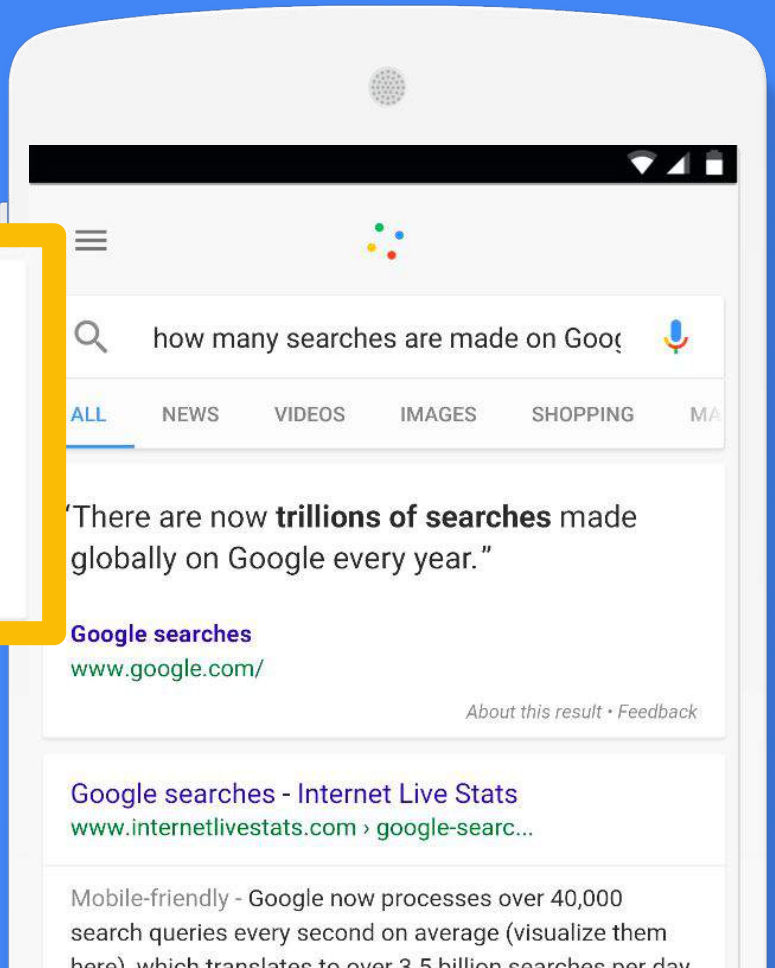


Google internal data, Global, March 2016.



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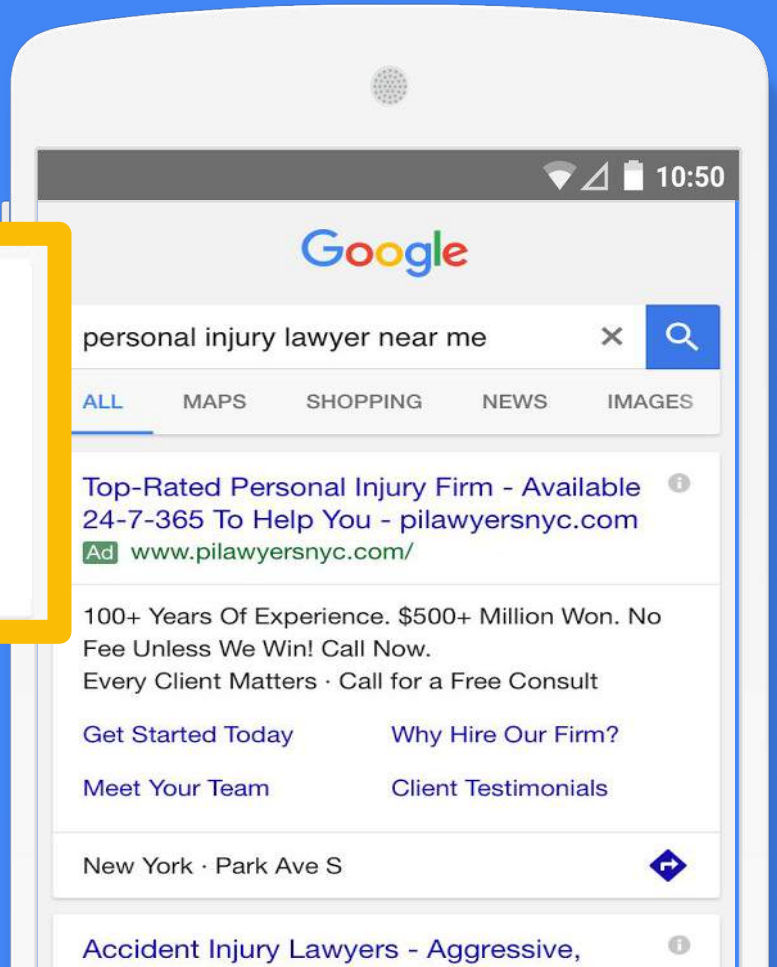
6+ Billion

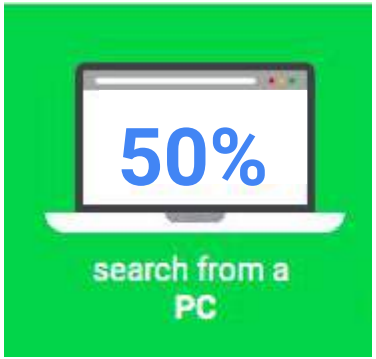
searches for Legal Services

Google internal data, Global, June 2017.

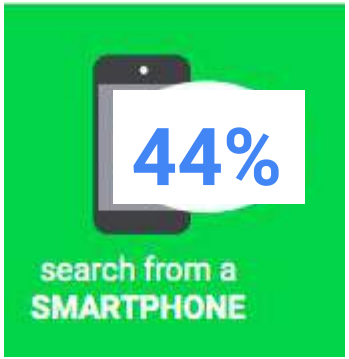


6 Billion

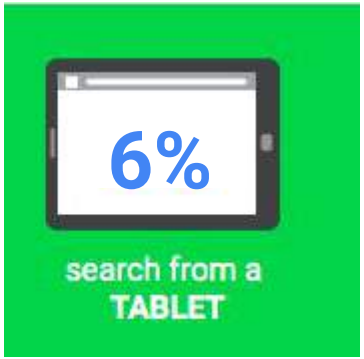
Legal Search Queries



3.1B



2.7B



375M

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759 Million

Visits from Ads

in the last 12 months

in the **Legal** industry

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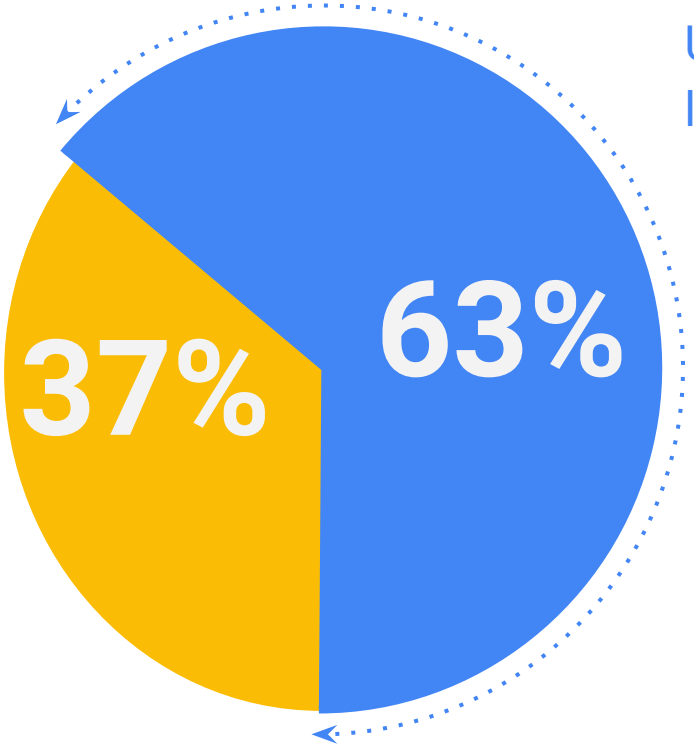
How customers research legal services



Use **Google Search** when looking for Legal Services

Use other means than Google Search such as word of mouth

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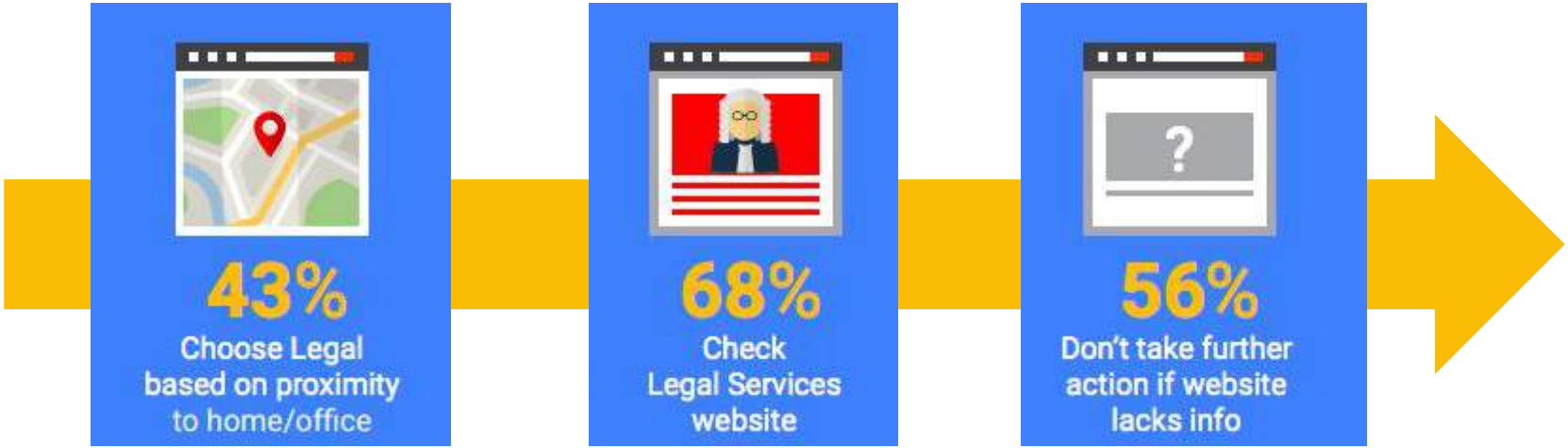
Of those digital legal customers...



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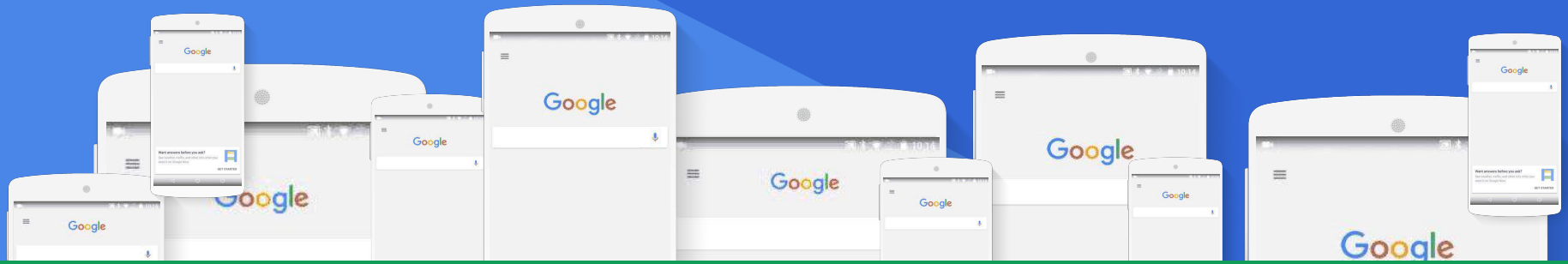
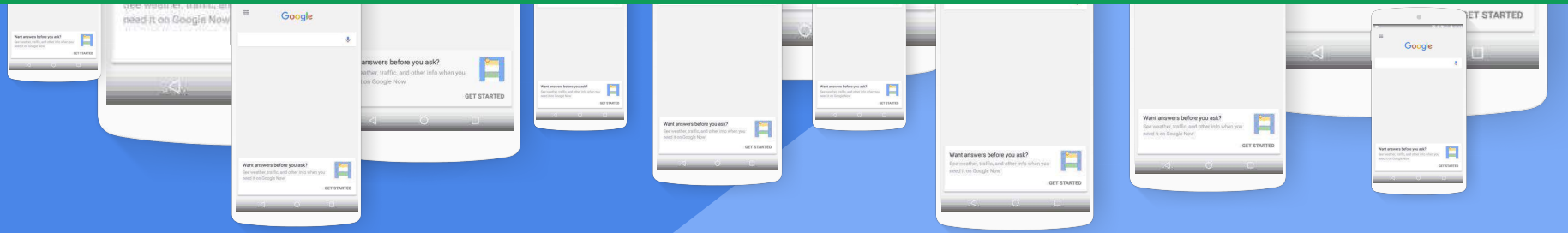
Google Internal Data, for 10 countries including the US and Japan, April 2015.



Why do you think over 40% of Legal Services searches happen on **mobile?**



Google

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How can you succeed in a digital world?

- Be There
- Be Useful
- Be Quick

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Succeeding in a digital world

- Be There
- Be Useful
- Be Quick

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Showing up gets your brand in the game to be chosen, not just seen

Many consumers aren't brand committed

of smartphone users have discovered a new brand (law firm) or service (legal services) when conducting a search on their smartphones

You get a shot at your competitor's customers

smartphone users have purchased from a firm other than the one they were seeking because of information provided in the moment they needed it

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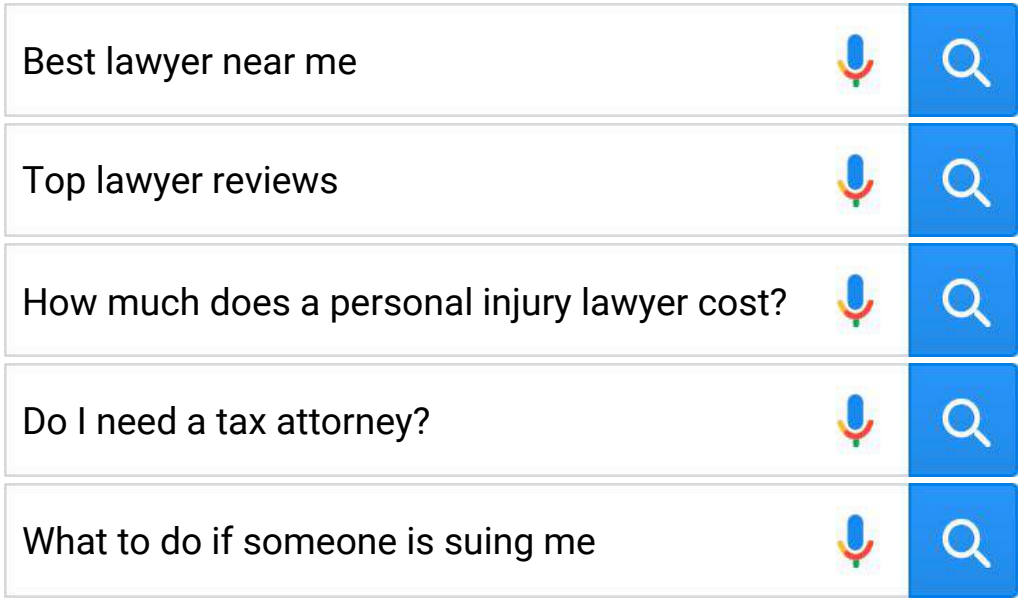
Action: Identify your moments

Google search insights questions consumers are asking about your brand



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Key Takeaway

Consider the most searched topics for your brand or category. Try those searches on desktop and mobile.

Are you there, and do you like what you see?

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Succeeding in a digital world

Be There

Be Useful

Be Quick

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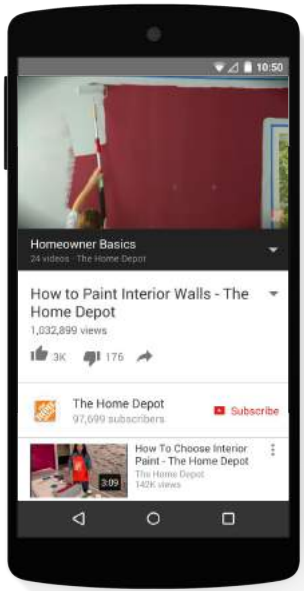
Be Useful

Without **utility** in the moment, not only will clients move on, they actually might not ever come back

69%

of smartphone users are more likely to buy from companies whose mobile sites or apps help them easily find answers to their questions



Action: Create snackable, educational content — not the hard sell

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“Snackable Content”

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Be Useful

Key Takeaways

What do consumers want to **learn** about your firm or services?

Are you being helpful when they search for you?

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Succeeding in a digital world

- Be There
- Be Useful
- **Be Quick**

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The Era of Instant Gratification

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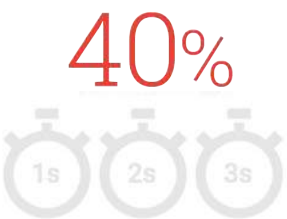
Be Quick

If speed thrills, friction kills



of customers will abandon a site that takes over 3 seconds to load

of smartphone users will immediately switch to another site if it's too clumsy or slow

Dissatisfied visitors will never return to a website where problems have occurred

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Be Quick

Key Takeaways

Load like lightening: how long does it take for your mobile site to load? Is it easily navigable?

Evaluate mobile site load time

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Succeeding in a digital world

- Be There
- Be Useful
- Be Quick
- Connect the Dots

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LET’S CONNECT THE DOTS

1

Identify your “moments”

2

Deliver on needs in the moment

3

Measure every moment that matters

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Connect the Dots

Key Takeaway

- Pay attention today!
- Ask Questions! - Mockingbird people are here to help.
- Relax - you are going to get lost and that’s okay!

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Google Analytics & Business Metrics

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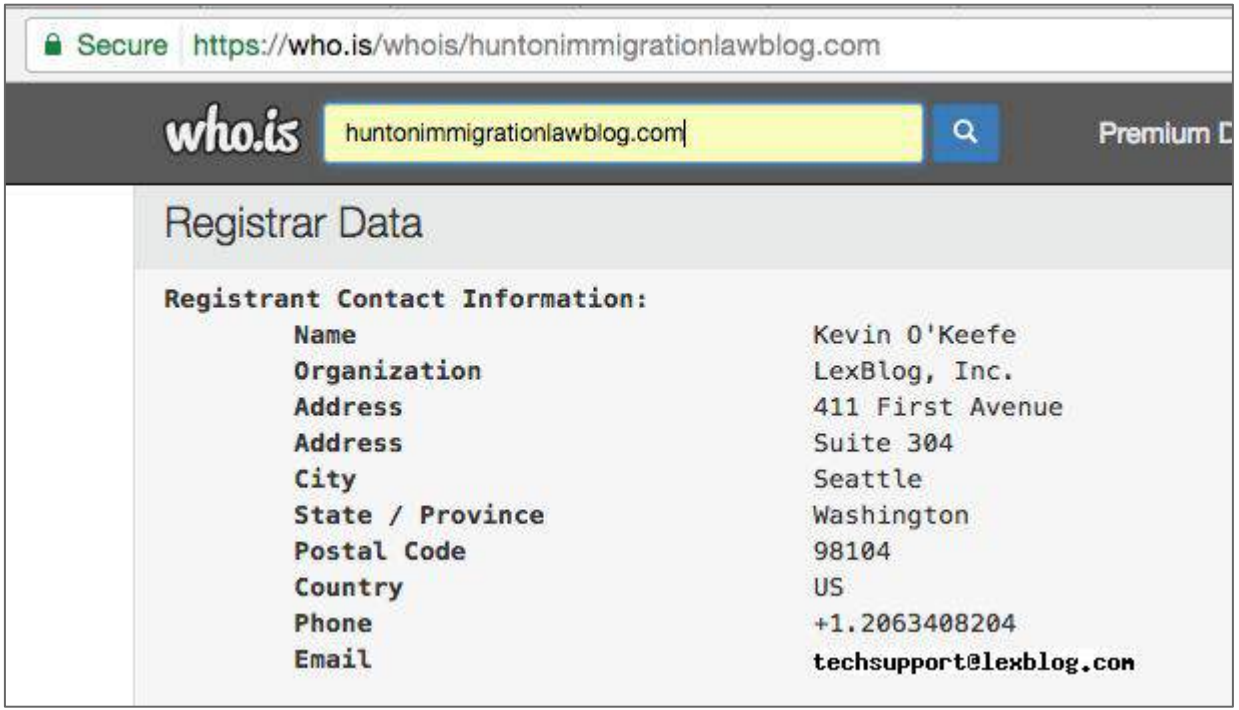
1. Do you really own your website?

who.is



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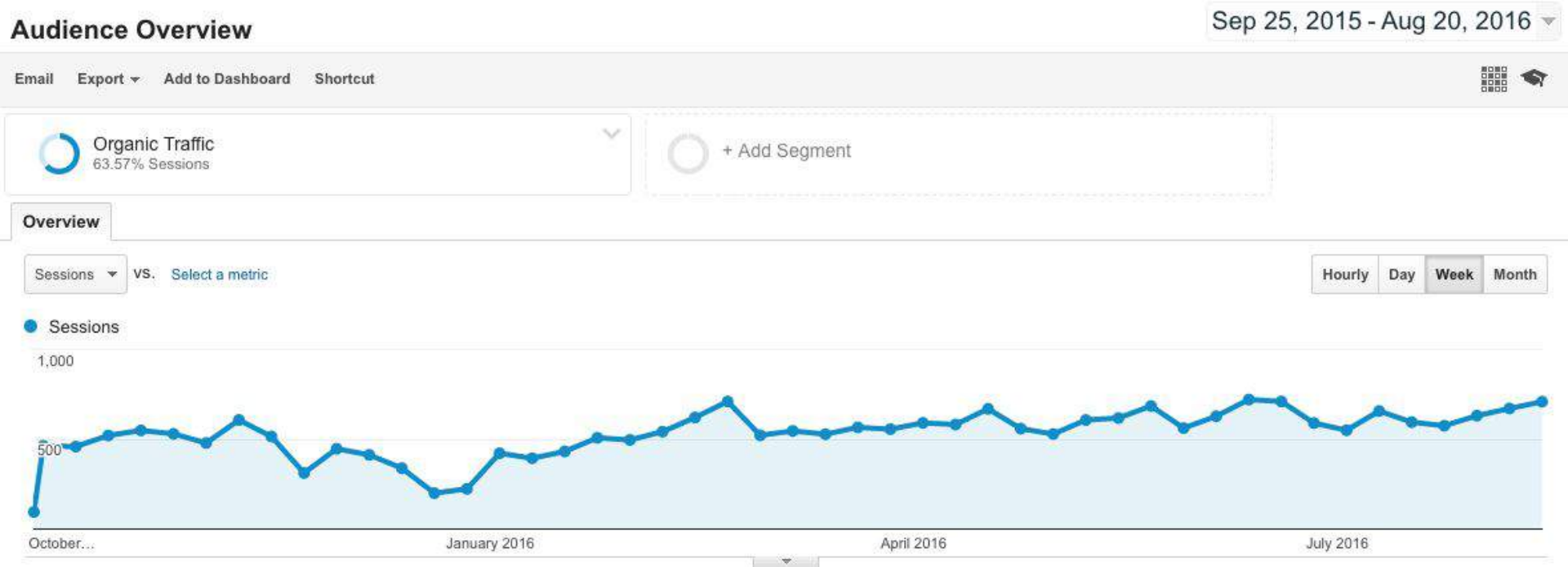
Organic

2. What is my traffic trend?
3. What is my SEO traffic trend?
4. What is my paid traffic trend?



Extra Special Bonus Slide: Saved Reports!

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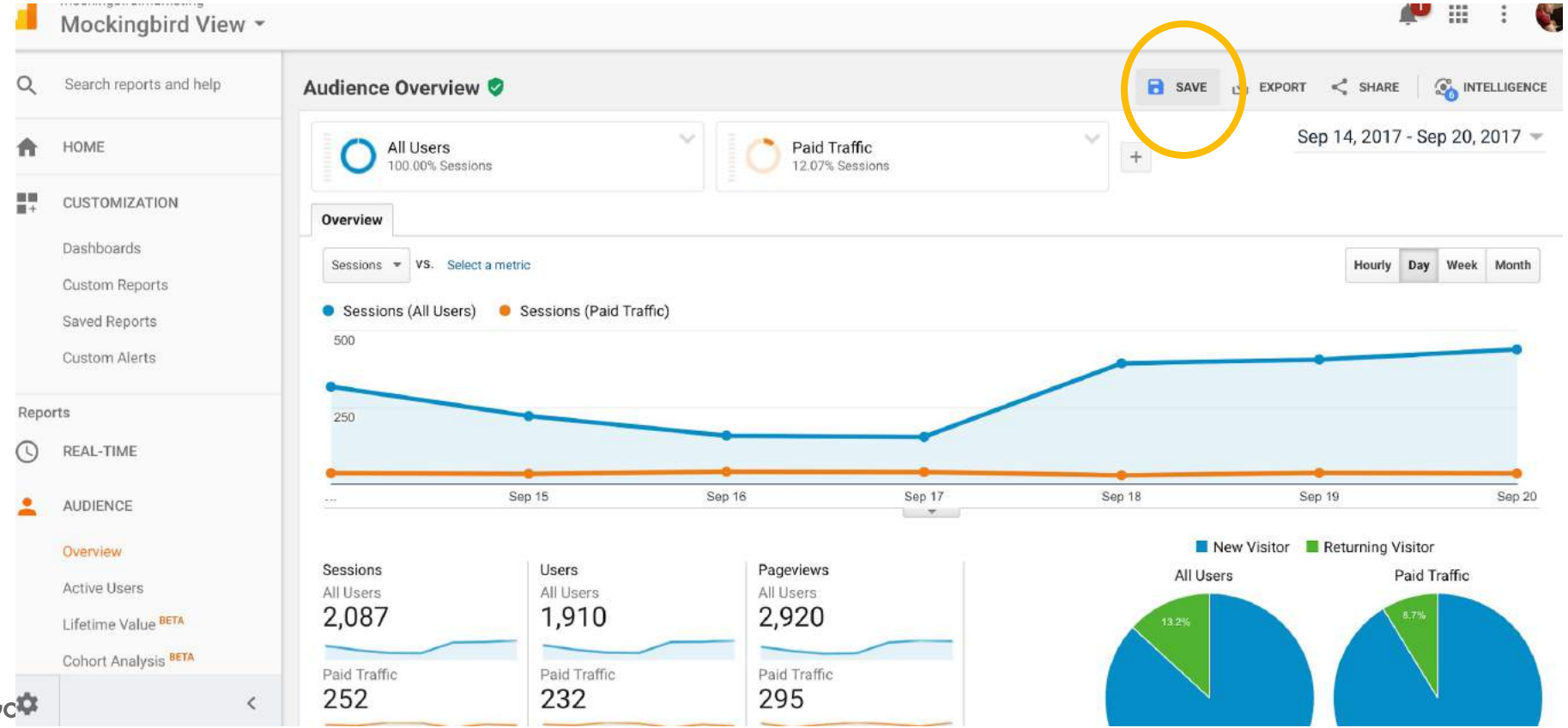

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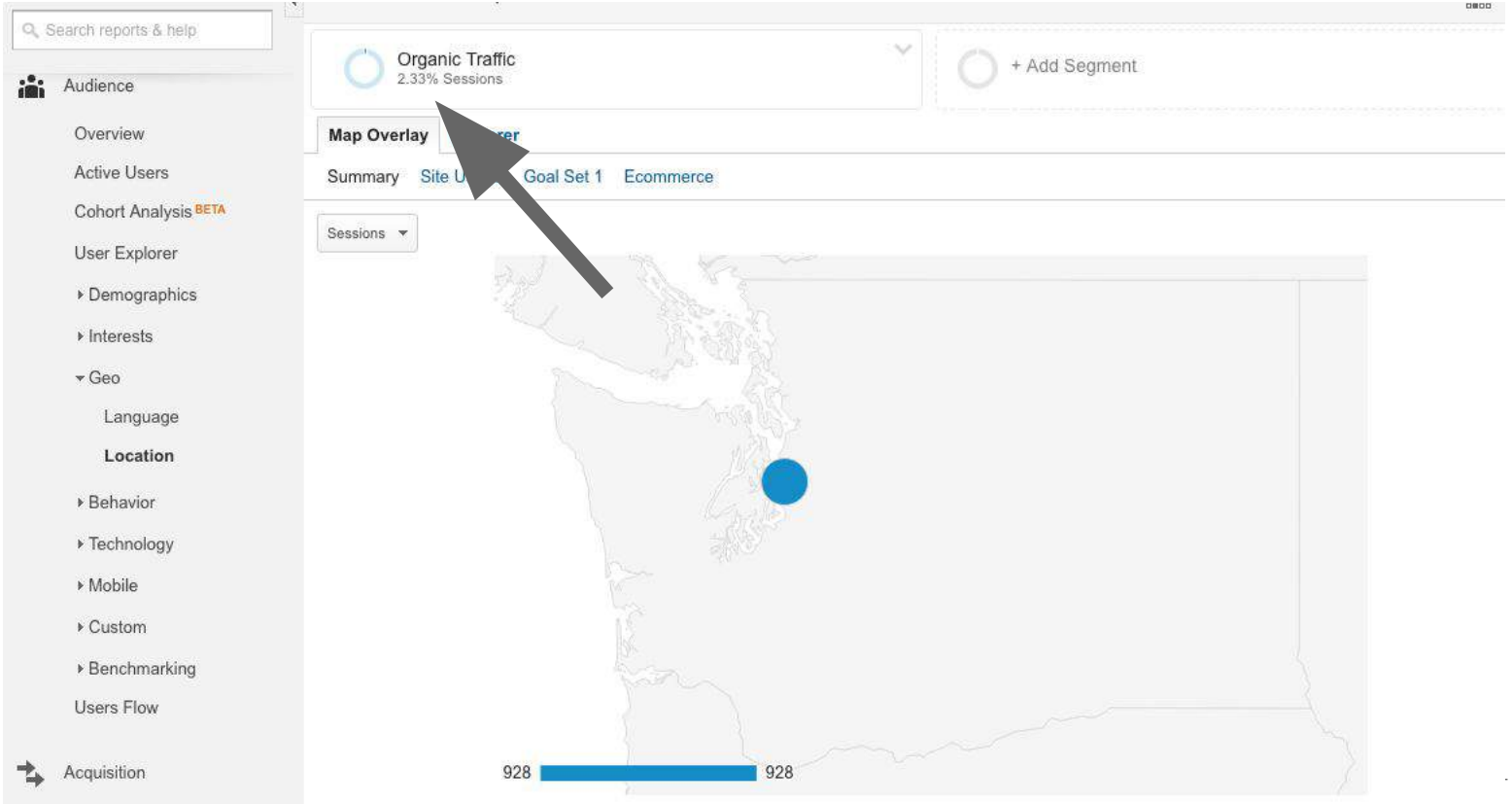
5. What percentage of my traffic is near me?



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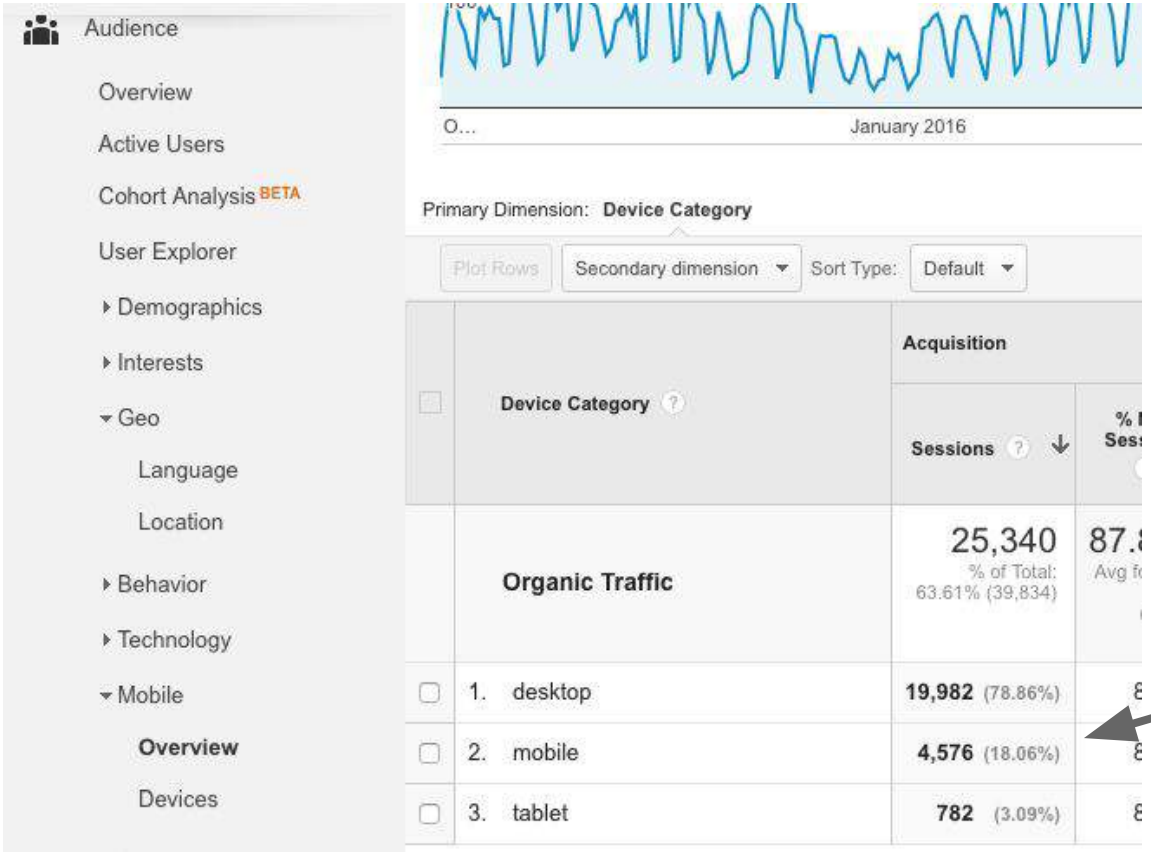
6. What percentage of my traffic is mobile?

Organic



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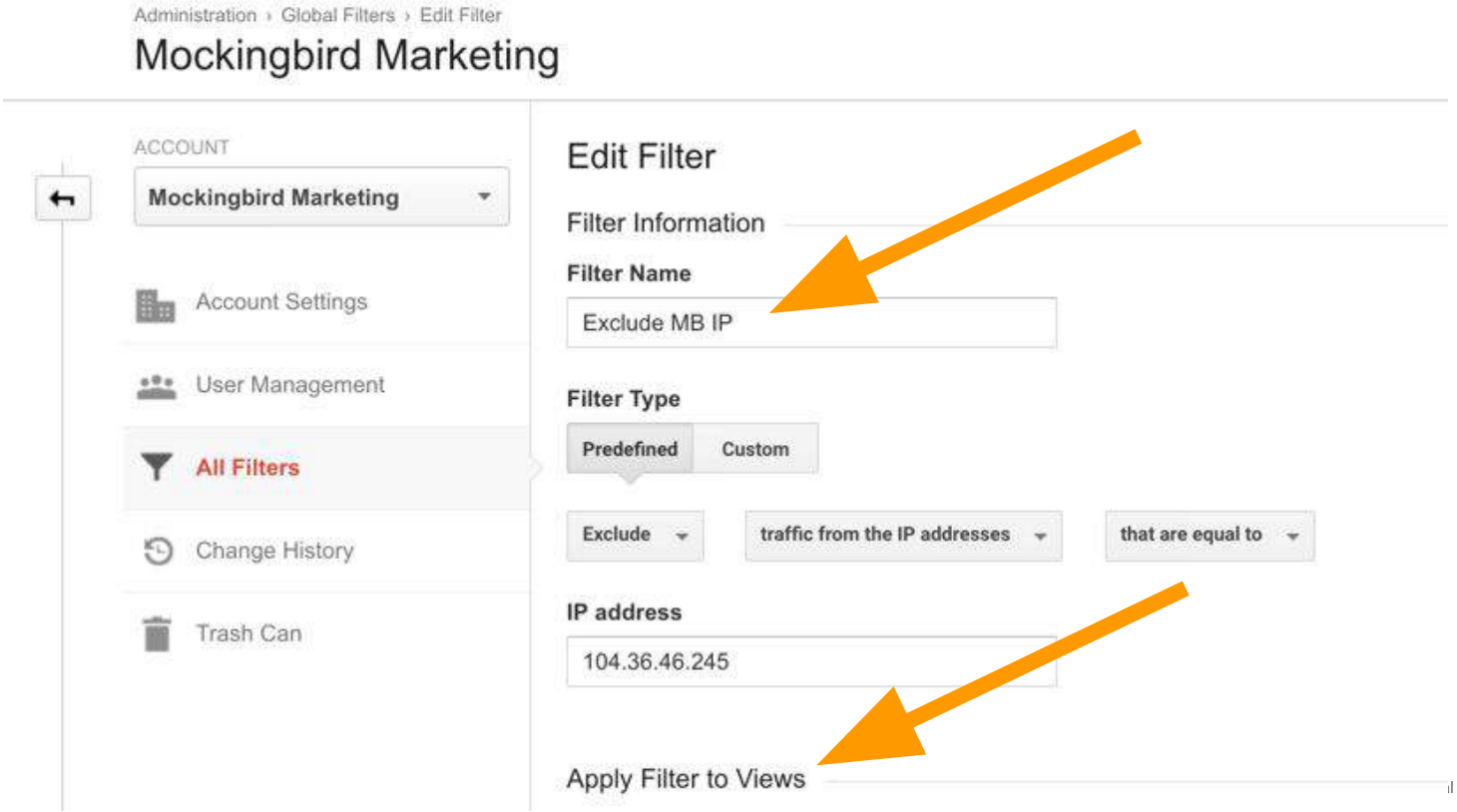
7. Am I counting myself (over and over and over and over)

Organic



Google

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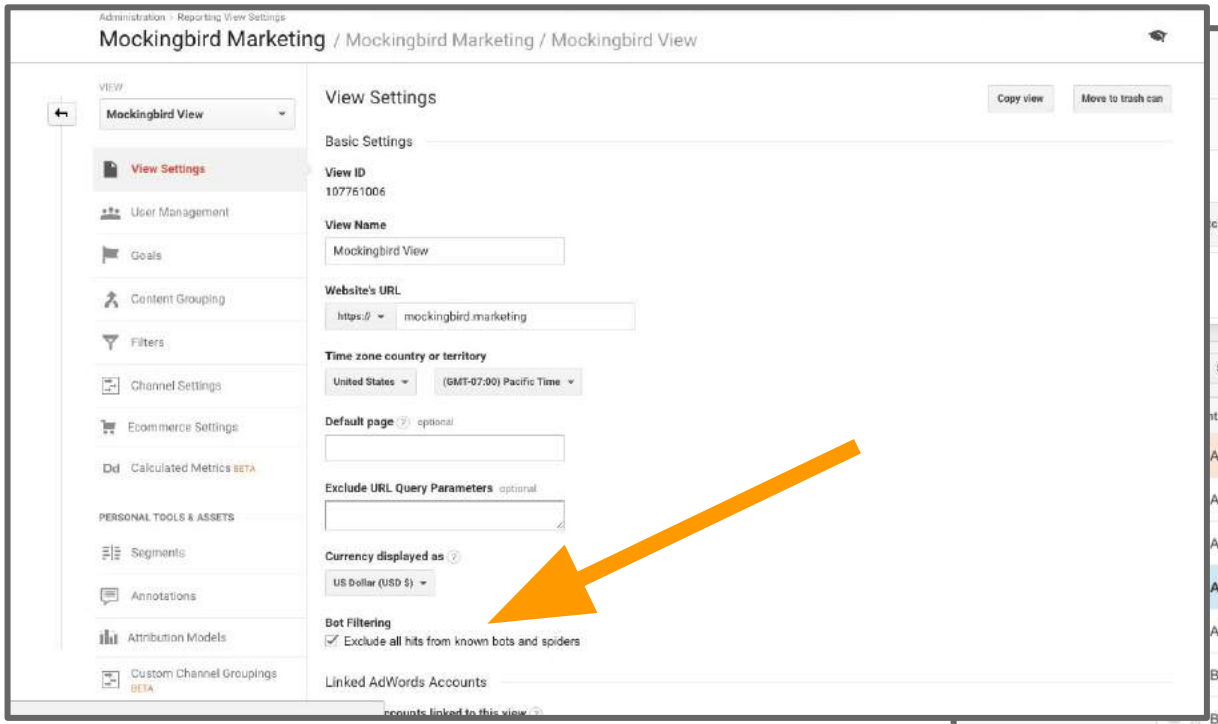
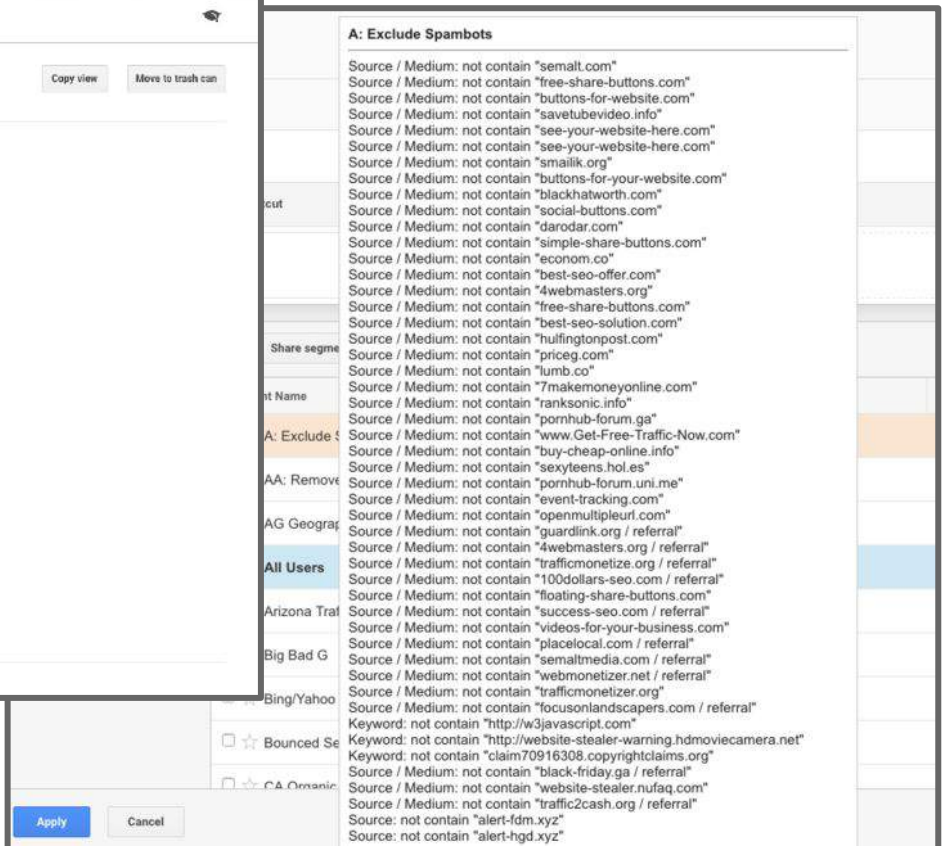
8. Am I counting bots?

Organic





Google

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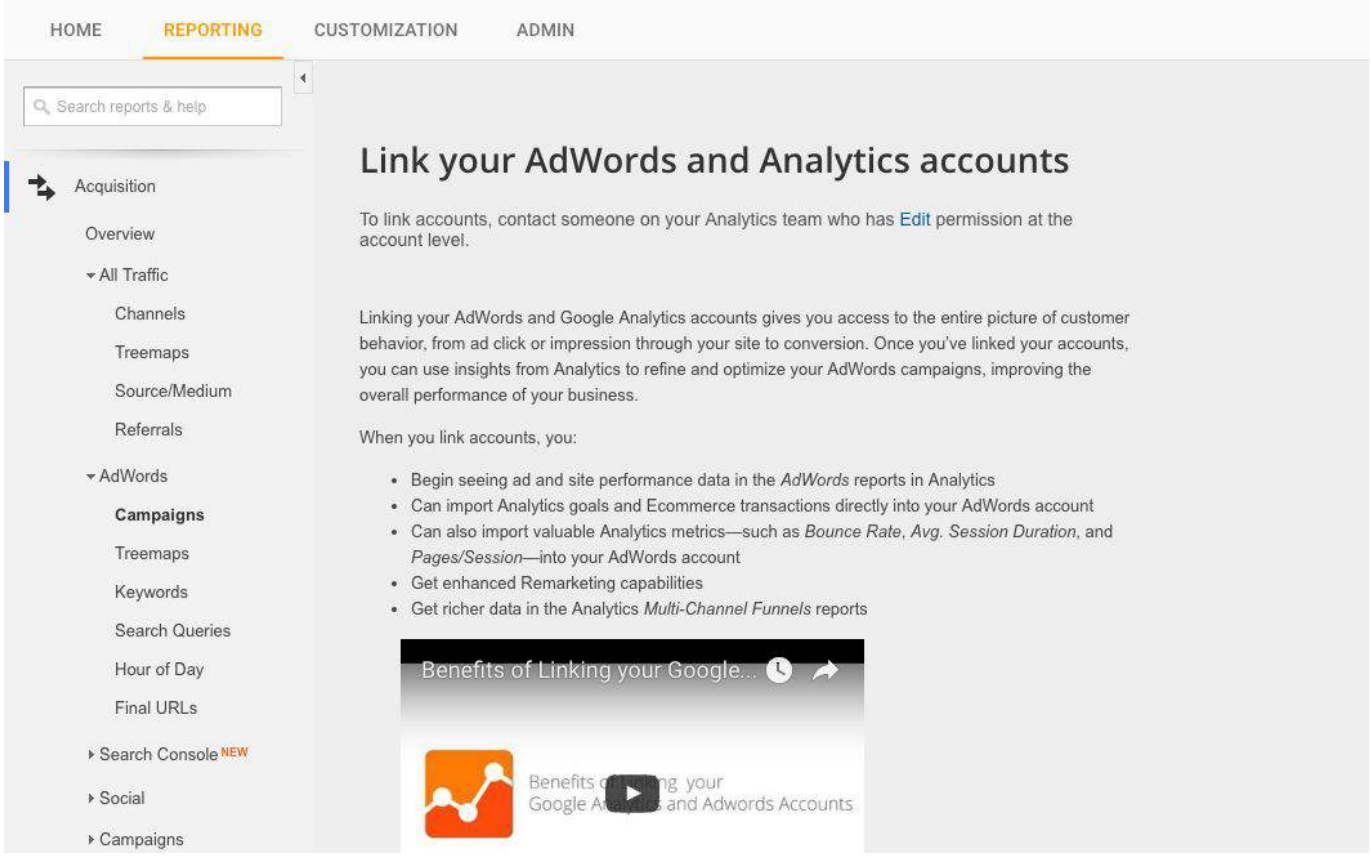
9. Have I linked Adwords to Google Analytics?



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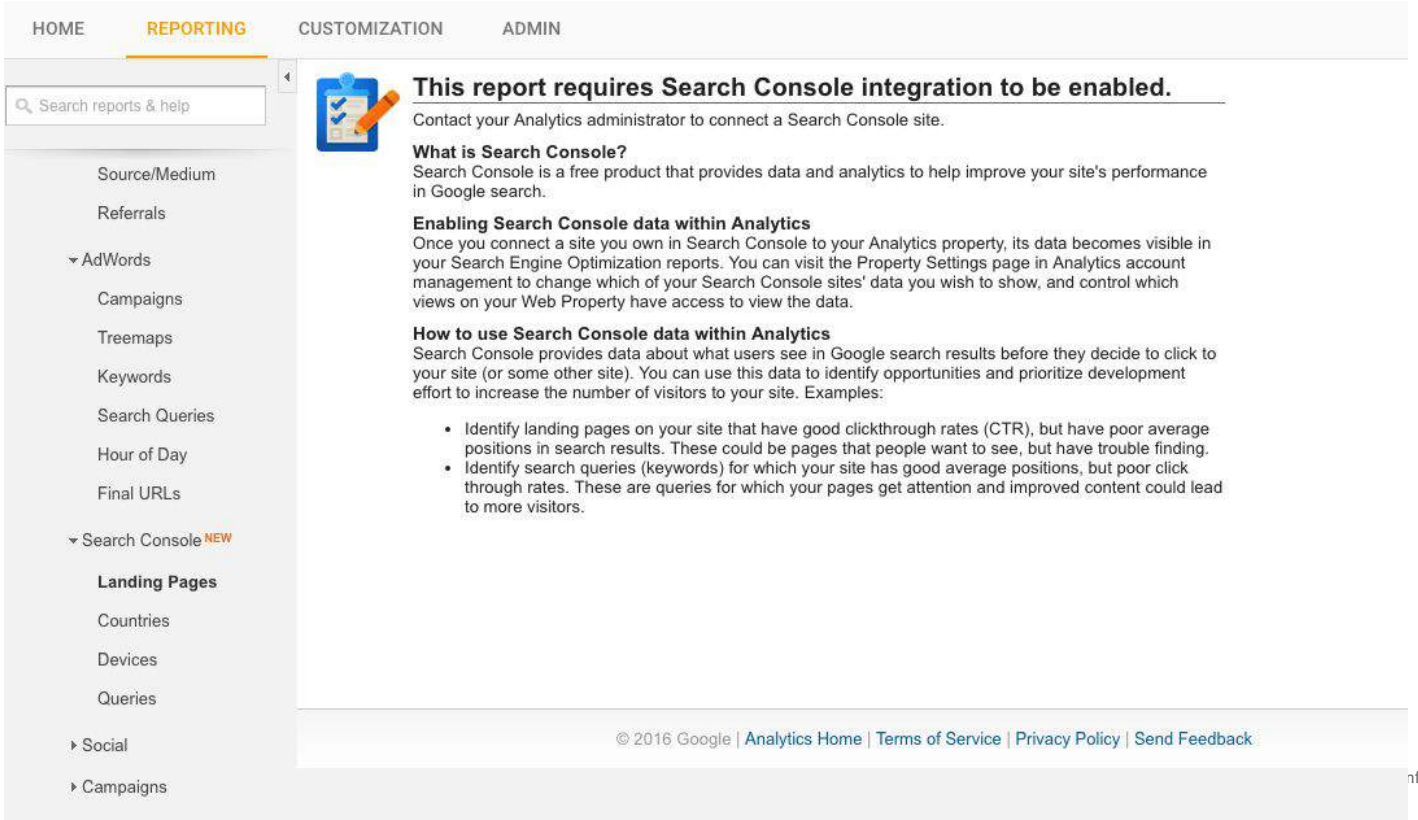
10. Have I linked Search Console to Google Analytics?



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11. Where is traffic coming from? (source/medium)

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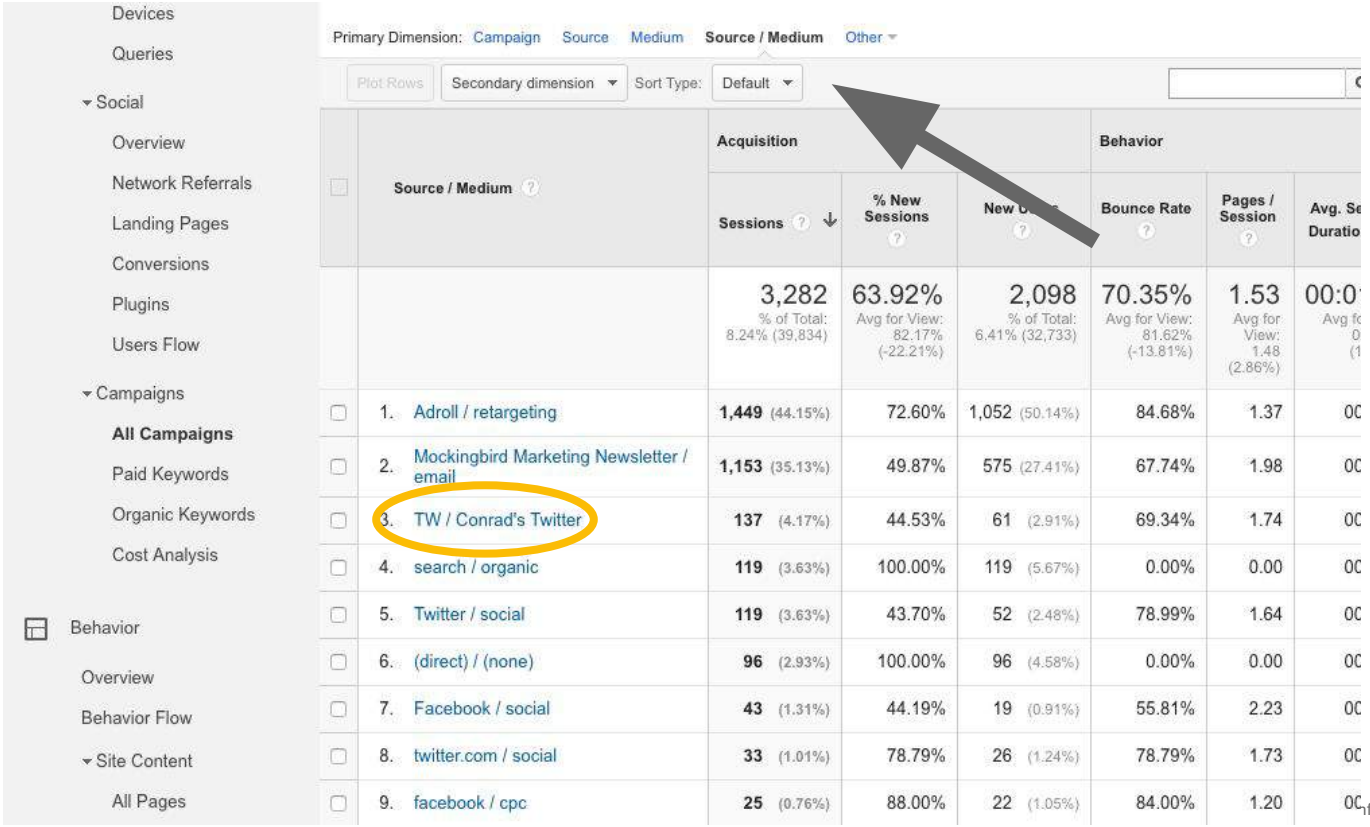

Google

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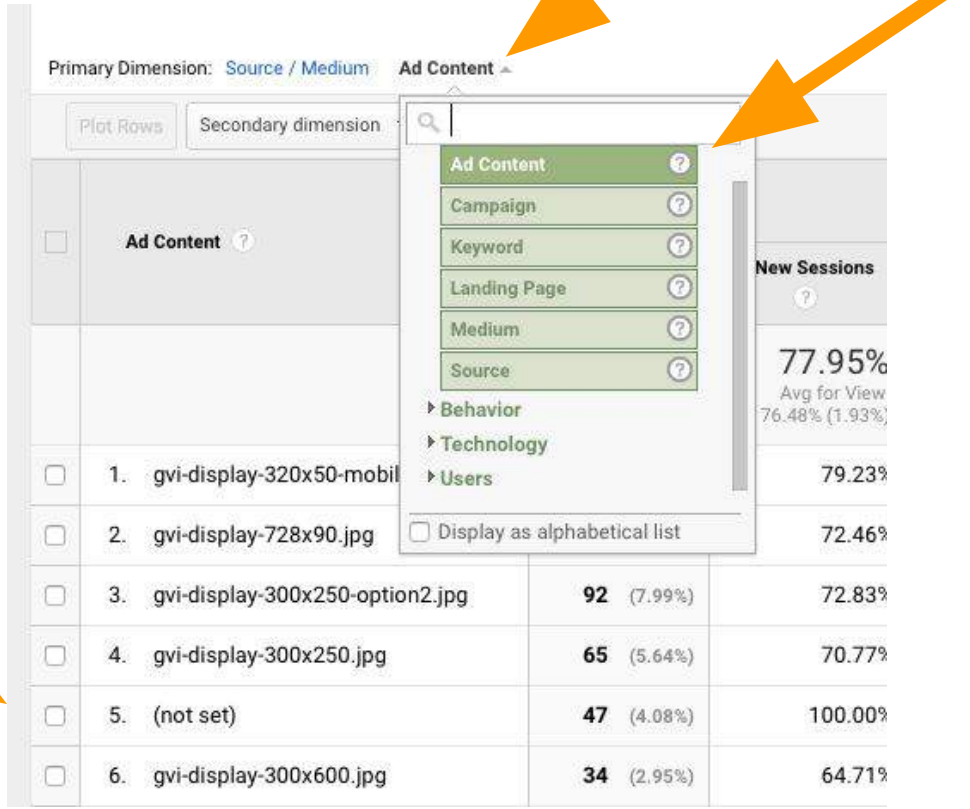
12.I’m tracking my ads individually.



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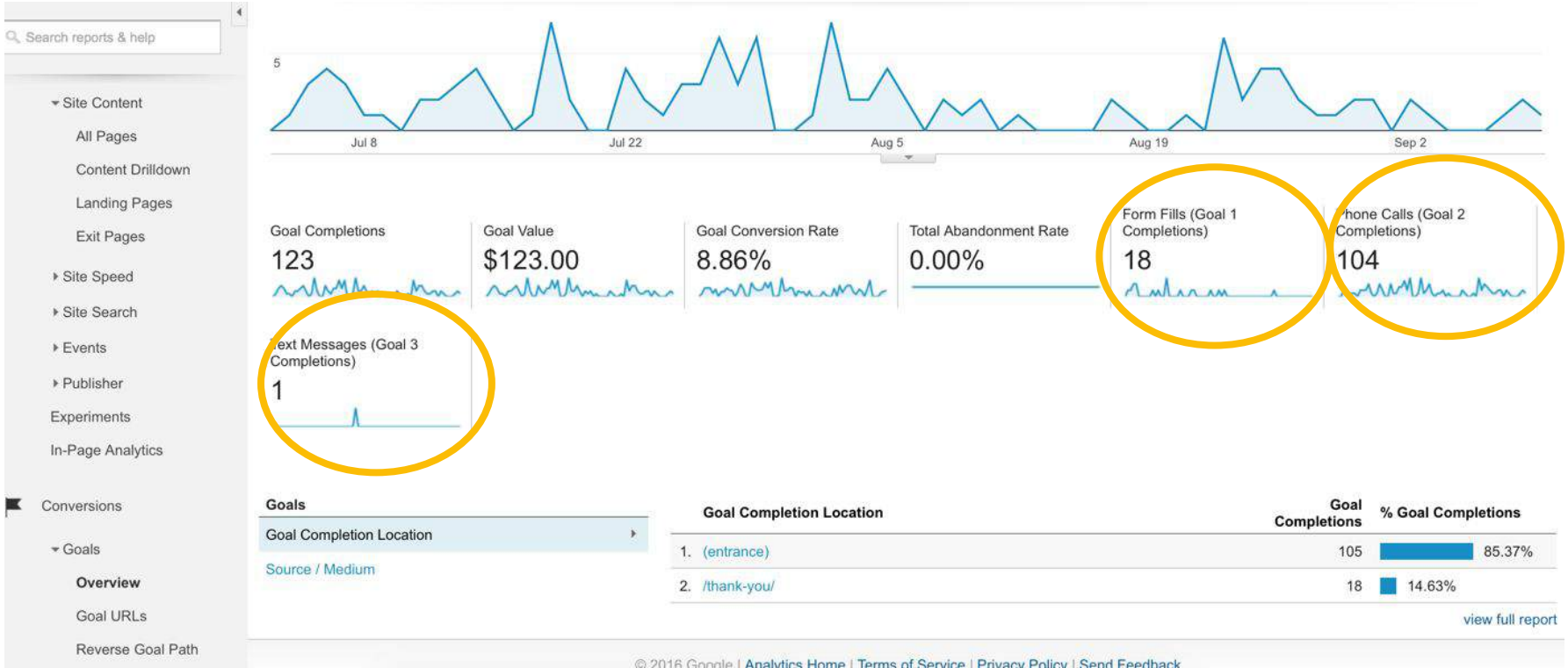
Am I tracking all of my conversions? 13.Phones 14.Form fill, 15.Chat 16.Text
17.Are these the ONLY conversion goals in here?



Aside: Broken conversions!

Phone calls - intake experience
Form fills not working

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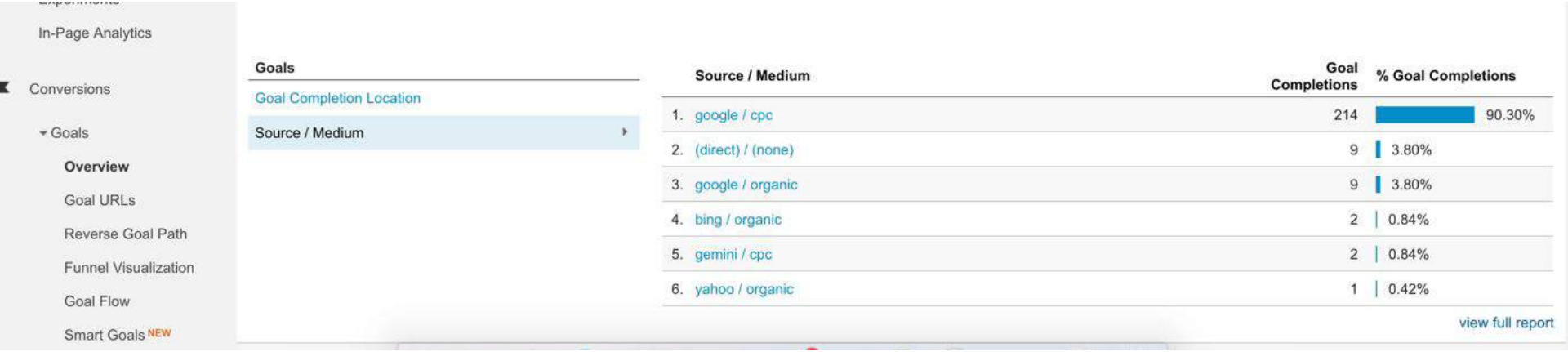
18. What campaigns generate business? (source/medium)



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19.Am I using dynamic call tracking numbers?

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Organic

20.Can I calculate cost per marketing channel?
21.Do I review this monthly or quarterly?

	10	11	12	1	2	3
	2016			2017		
(Other)						
Direct	$18	$11	$15	$10	$11	$13
Organic Search	$730	$365	$2,191	$730	$274	$2,191
Paid Search	$2,329	$1,745		$667	$878	$53
Referral	$0	$0	$0	$0	$0	$0
Social						
Avvo			$905			
Offline		$126	$251		$251	
Unknown	$0		$0	$0	$0	$0

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ADWORDS

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Why Paid Search?

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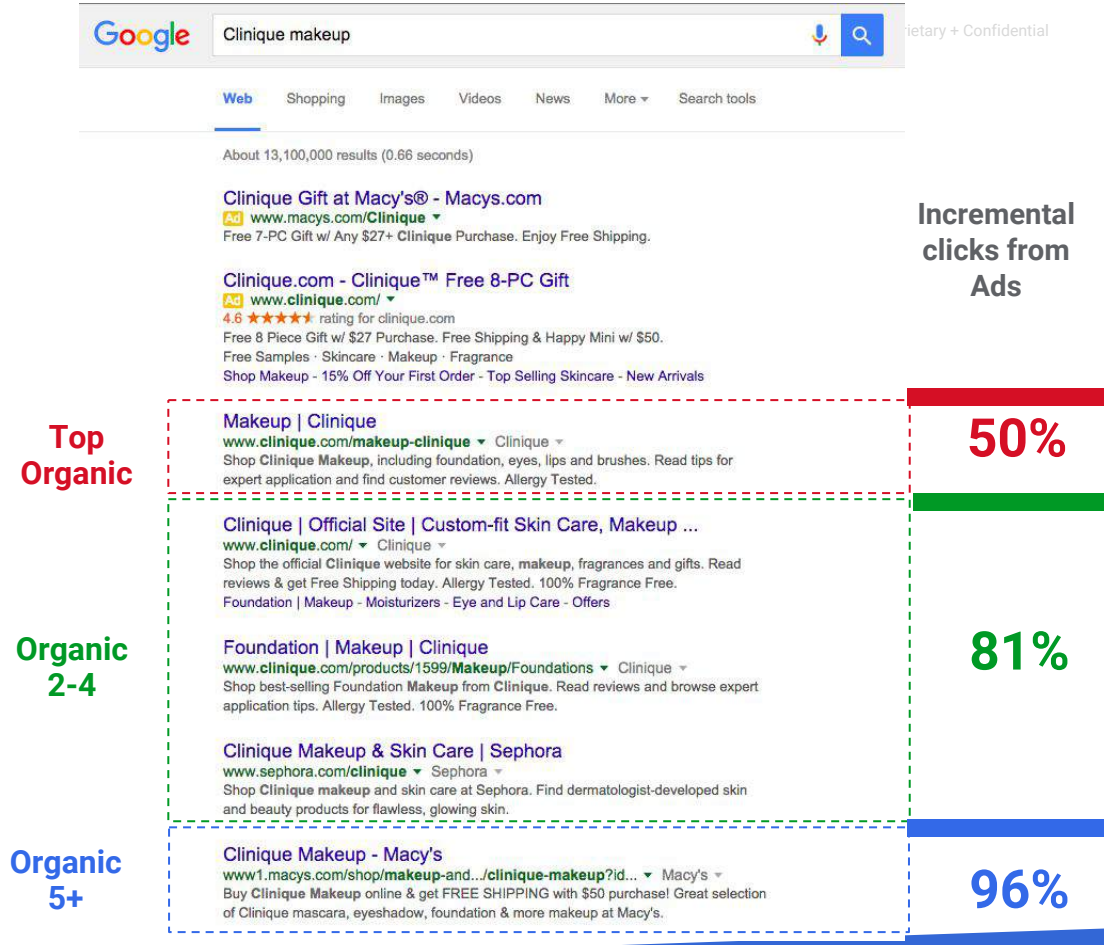
Driving **Incremental** clicks

OF CLICKS ARE
INCREMENTAL TO
ORGANIC CLICKS

* Search Ads Pause study: http://www.google.com/think/research-studies/impact-of-ranking-of-organic-search-results-on-the-incrementality-of-search-ads.html
(data source: Google Internal Data, 2012)

Let branded search ads & organic listings **work together**

Ad clicks are largely incremental to organic search clicks, even when a brand is the top organic result.



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* Search Ads Pause study: http://www.google.com/think/research-studies/impact-of-ranking-of-organic-search-results-on-the-incrementality-of-search-ads.html (data source: Google Internal Data, 2012)

1 Adwords Auction 101

2 AdWords Fundamentals

3 Benefits of working with a Google Partner

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How Does The Auction Work?

Understanding how the Google ad auction functions, and what it costs to achieve top positioning

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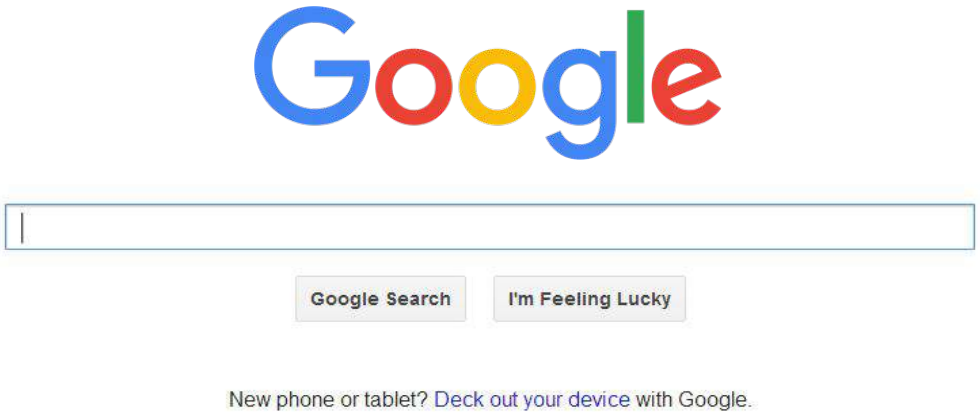
The Auction



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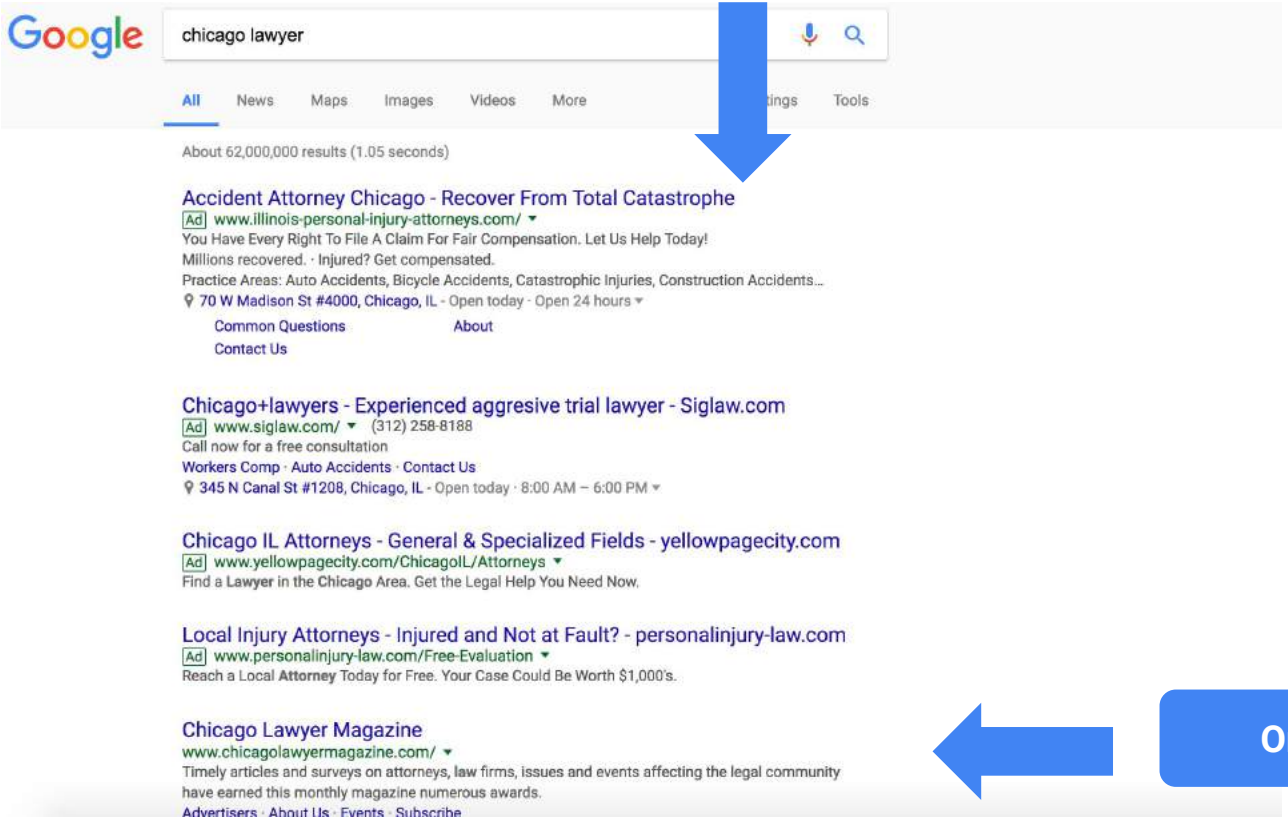
Winners & Losers

Top Positions



Organic

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How Do I Appear In The Top Spot?

Advertisers with the **highest Ad Rank** will be rewarded with the **top Ad Position**

Paid

What is Quality Score?

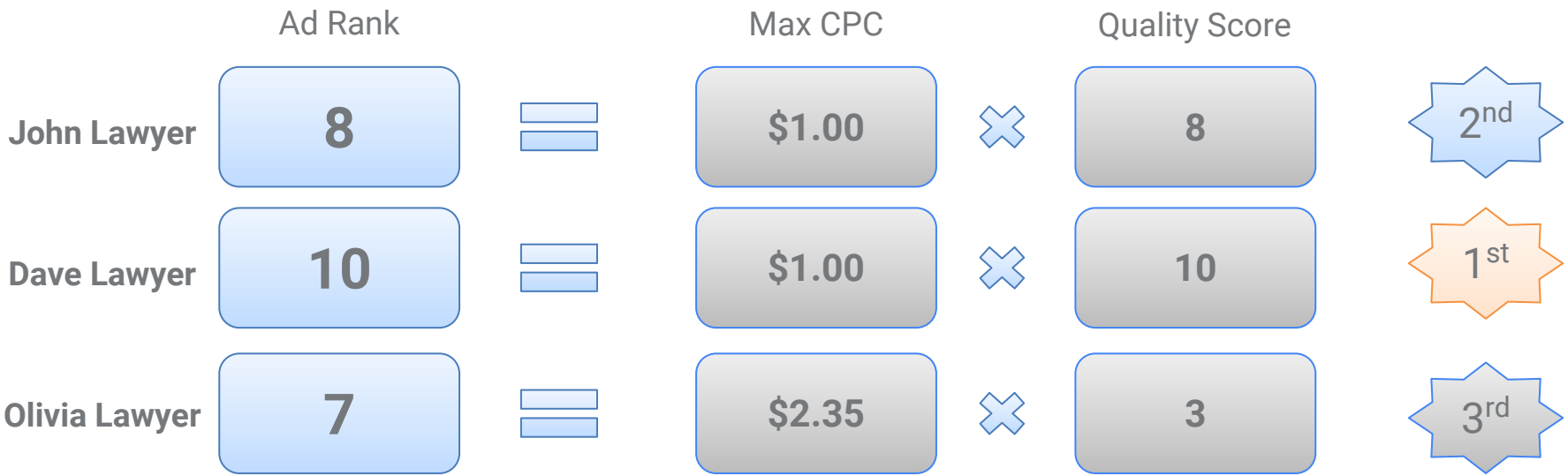
Quality Score is a **rating measurement** Google gives keywords based upon:

Click-Through-Rate	Drive strong CTR across keywords
Relevancy	Clear link from keyword → ad → landing page
Landing Page Quality	Relevant, Original, Transparent, Navigable (and fast)

Paid

How does it this work in practice?

If all 3 are bidding on the same keyword, who will win the top position?



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How much will I actually pay?

If I'm bidding $5, will I pay $5?

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Key Takeaways

- A higher quality score drives up click-thru rates, and drives down costs
- You can pay less for a higher position
- Use more specific keywords to increase quality score
- For a good QS, your landing page must be ROTN (relevant, original, transparent, navigable)

AdWords Fundamentals

The essentials of a successful search campaign

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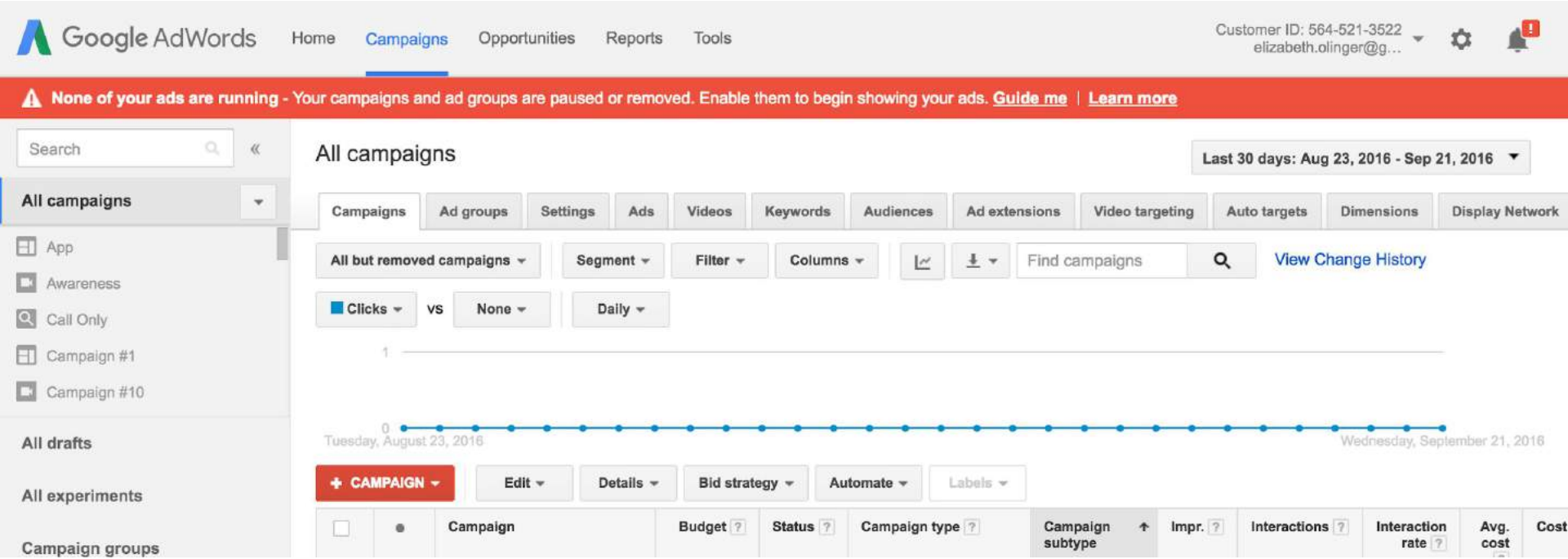
Login to AdWords by going to google.com/adwords



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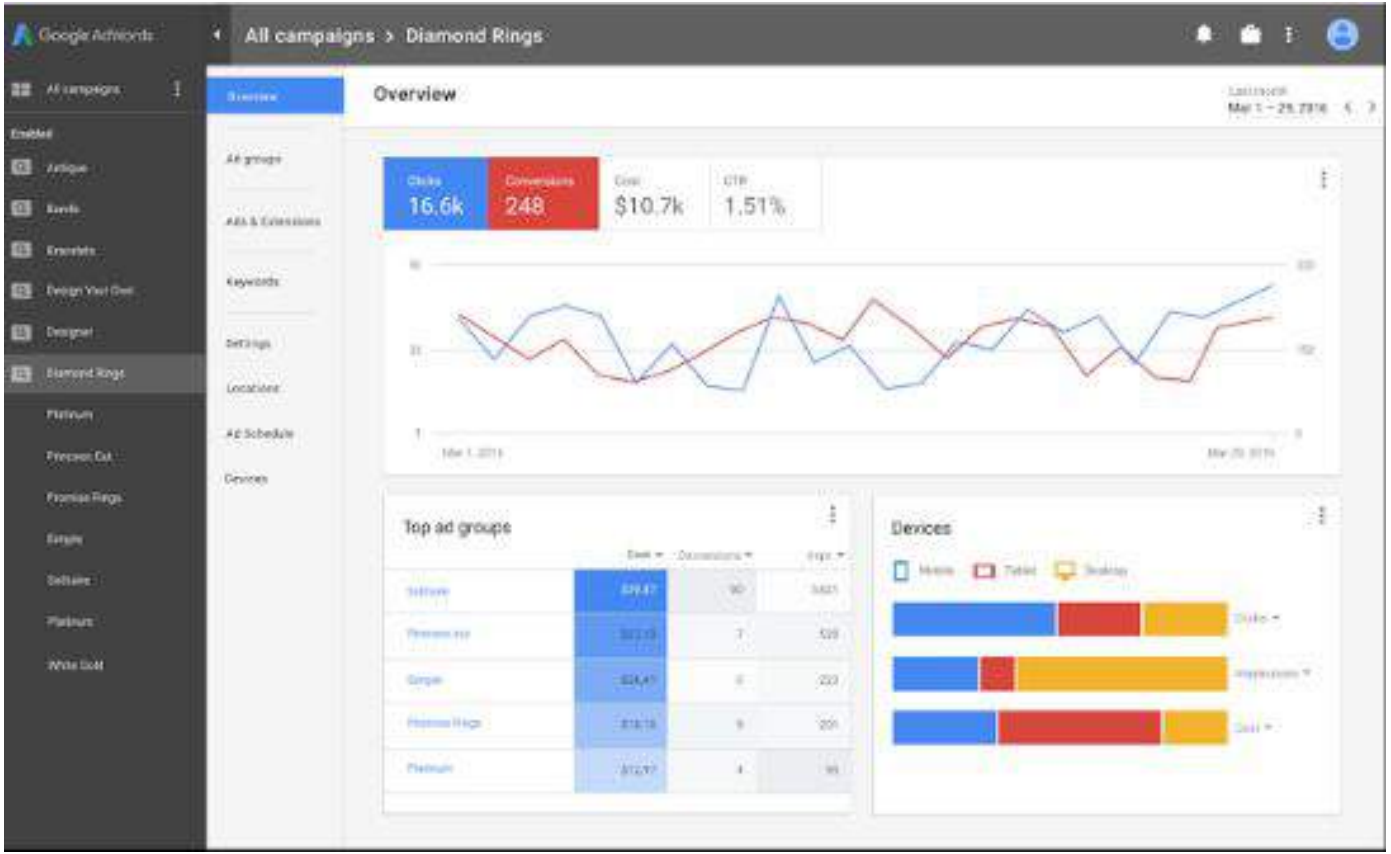

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Account Checklist

1. How are you measuring your return on investment?
2. How specific is your geo targeting? Are you optimizing based on geography?
3. Do you have the right amount of keywords in your ad groups?
4. Are you continually reviewing the search terms report and adding negative keywords?
5. Do you have Expanded Text Ads?
6. Are relevant ad extensions enabled?
7. Do you have a great quality score?
8. Are you testing different ads, bidding strategies, etc?
9. Are you running ads when no one is available to pick up the phone?
10. If your ads are managed by an agency, how often are they optimizing your account? Are you checking the change history?

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Measuring

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22. How are you measuring your ROI?

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Make sure you're measuring Results with Conversion Tracking

Leads Generated

Phone Calls

Pages Visited

Cross-Device Conversions

Post-Returns Conversions

Tip: *Adjust your conversion window based on how long it typically takes to convert a lead into a customer. For PI or DUI, you may want to consider a 30-60 day conversion window. For longer conversion cycles, consider a 90 day window.*

Campaign Set-Up

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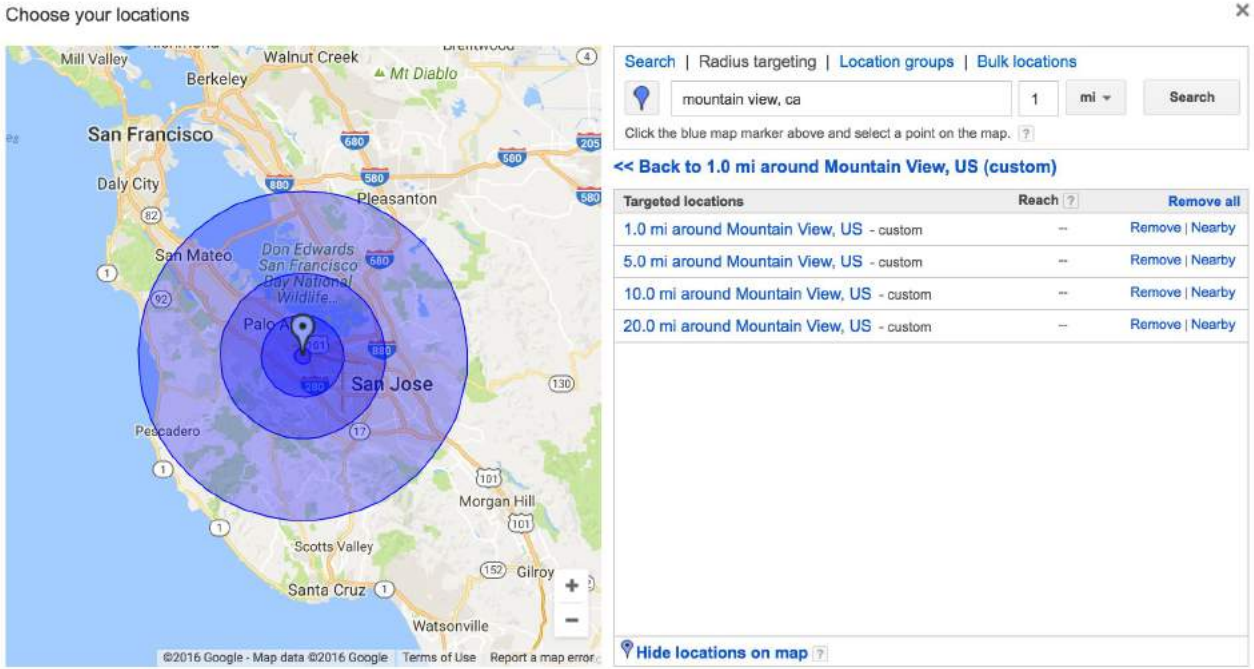
Reach the Right Audience with Location Targeting

Radius Targeting Strategy:

- Set multiple local radius targets
- Create bid adjustments to increase bids on people searching nearby



23. How specific is your Geo targeting?
24. Are you optimizing based on Geo?

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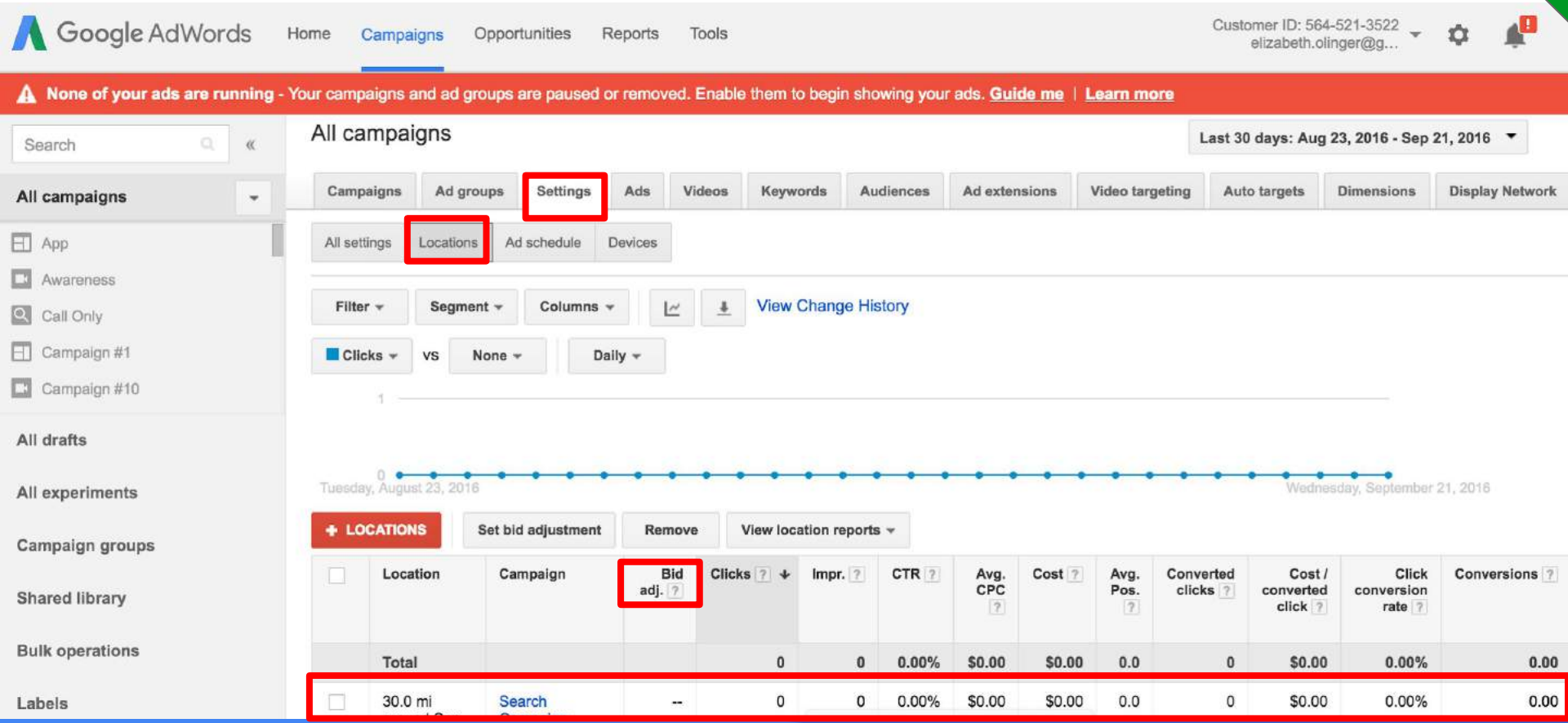

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Reminder: Structure Campaigns for Success

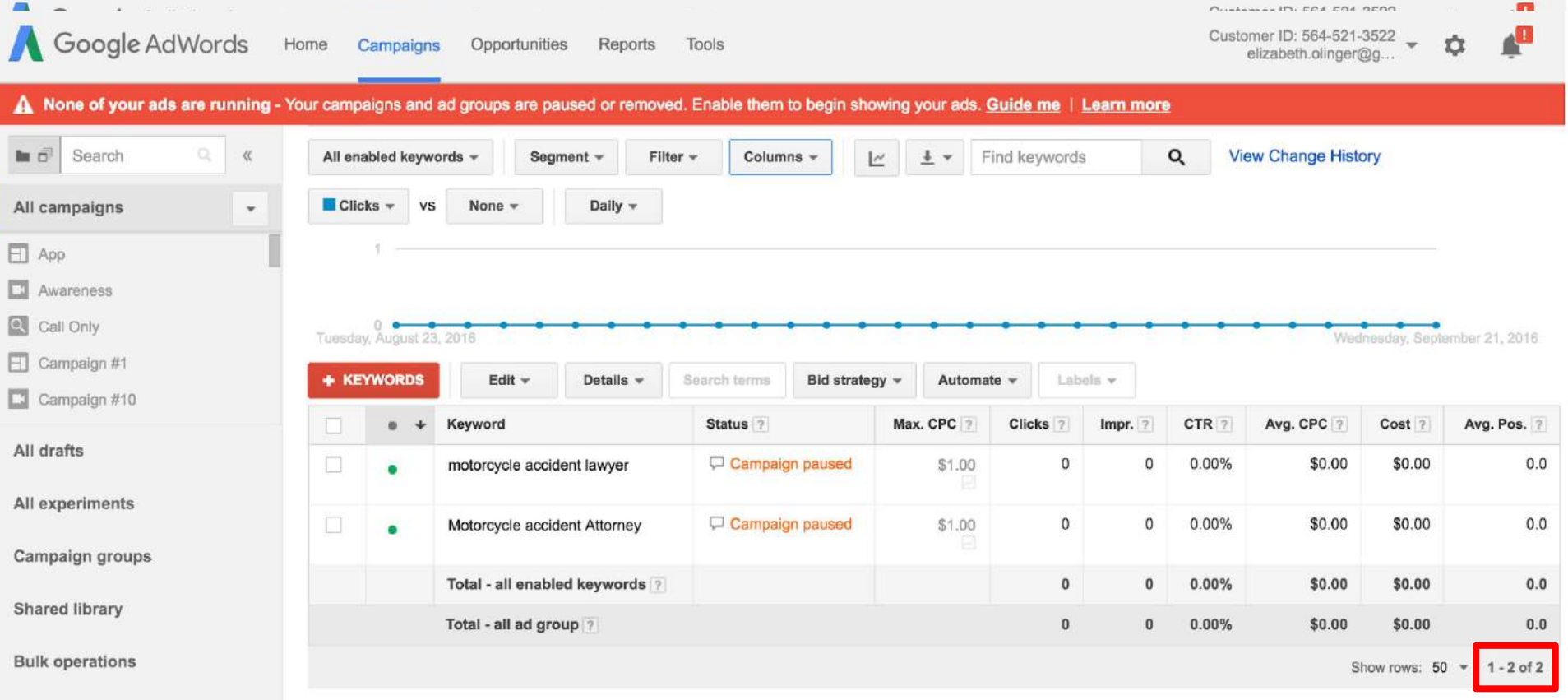
Campaigns Accounts should have a low campaign to ad group ratio

Ad Groups These campaigns should have many, tightly themed ad groups

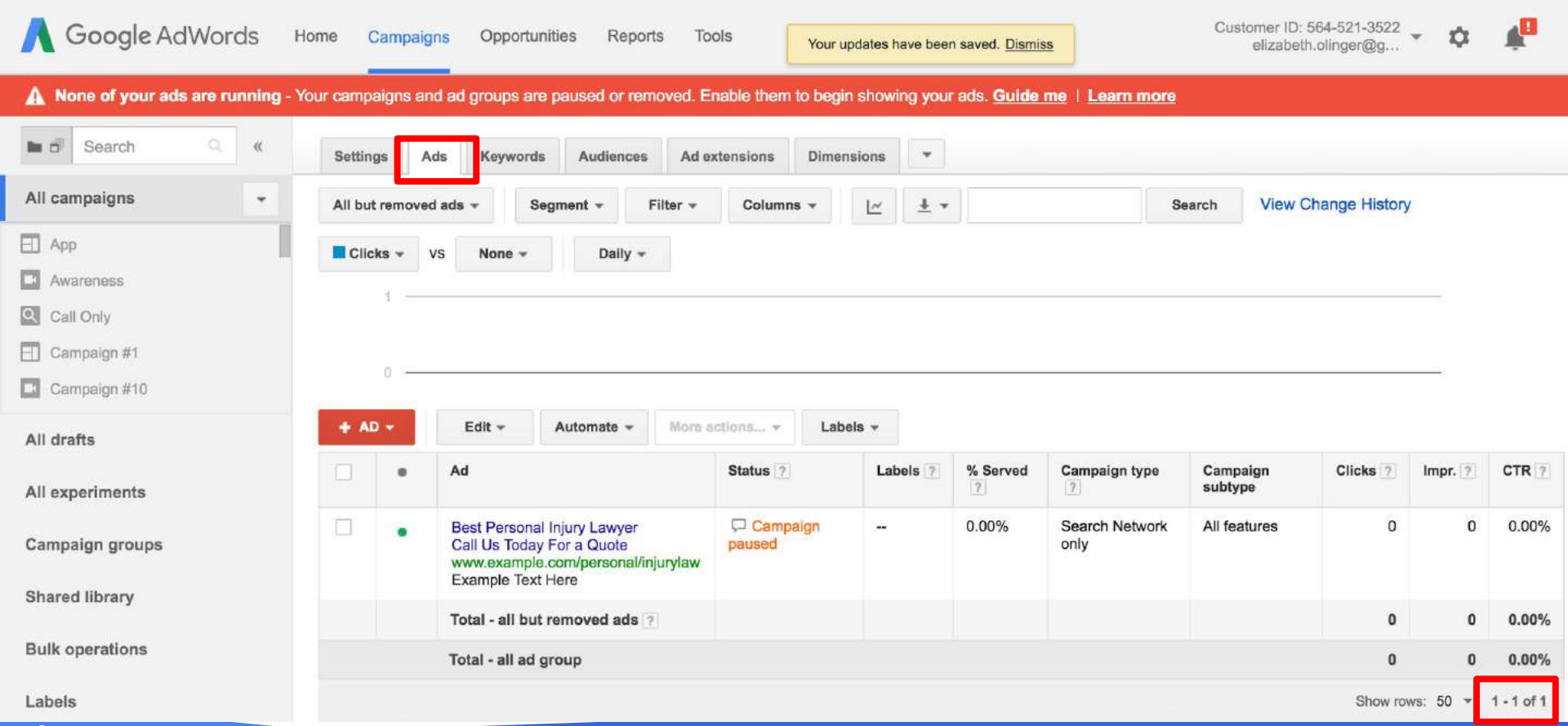
Ads Each ad group should have 3-5 ads

Keywords Ad groups should have 15-30 keywords to ensure relevance

25. Do you have the right amount of **keywords** in ad groups?



26. How many ads are your ad groups?



27. Are your ad groups broken out by specific themes?

Ad Group Best Practices

Each ad group should highlight a specific part of your business and direct traffic to the most relevant landing page

Campaign: Personal Injury Law

- Ad Group 1: Motorcycle Accident
- Ad Group 2: Car Accident
- Ad Group 3: Dog Bite

Tip: To boost ad rank, create landing pages specific to each ad group

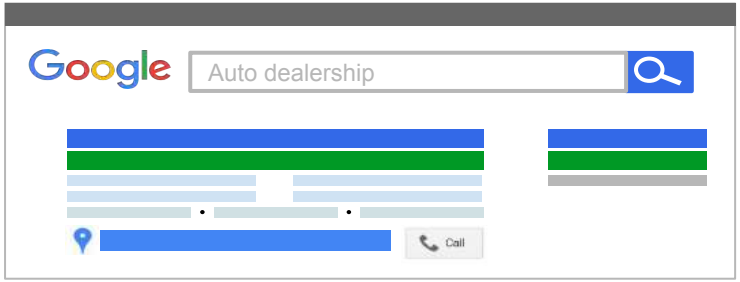
28. Are relevant ad extensions enabled?

Boosting Performance with Ad Extensions

Paid

Without ad extensions

With ad extensions



Improved visibility

Extra space can go a long way to help you stand out on the search results page.

Better qualify your customers

You can better quality customers who want to engage with your business, whether you'd like them to contact you by phone, come to your location, or visit your website.

More relevant traffic to your site

Giving users more information often translates to a higher clickthrough rate for you. More clicks means more potential customers.

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Sitelink Extensions

Giving more options to consumers by using sitelinks can allow them to find things faster even without a mobile optimized website

Include mobile preferred sitelinks in all campaigns to provide customized choices for mobile users

Increase CTR by ~10-20% by adding sitelinks extensions

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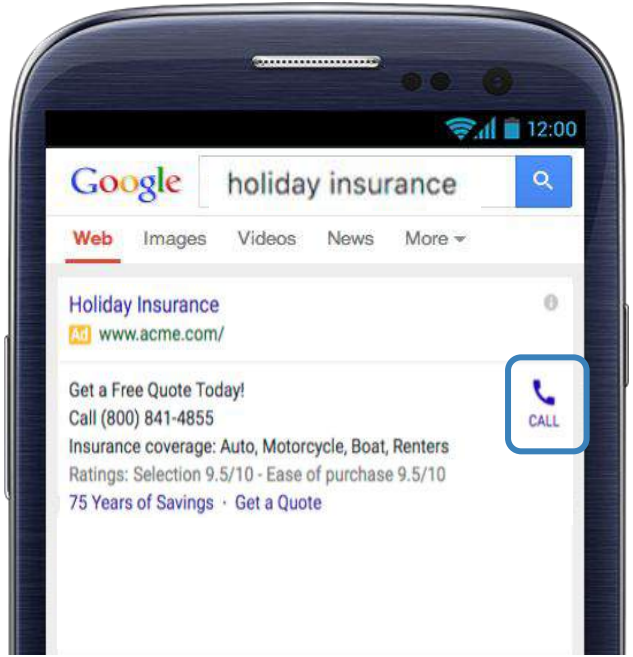
Call Extensions



Add your business phone number to your ad to win more website visits and leads

70% of mobile searchers have used the call button in an ad

Increase CTR by ~8% by adding call extensions

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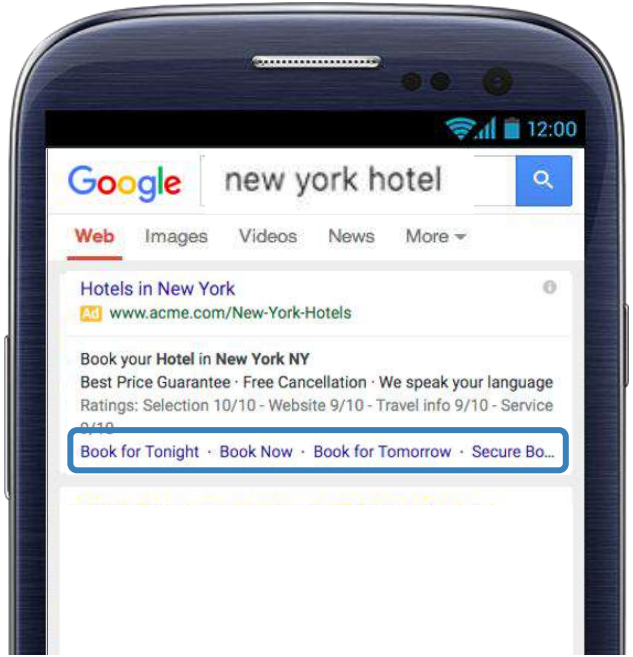
Callout Extensions



Highlight what is unique about your business

Increase CTR by ~10% by adding callout extensions

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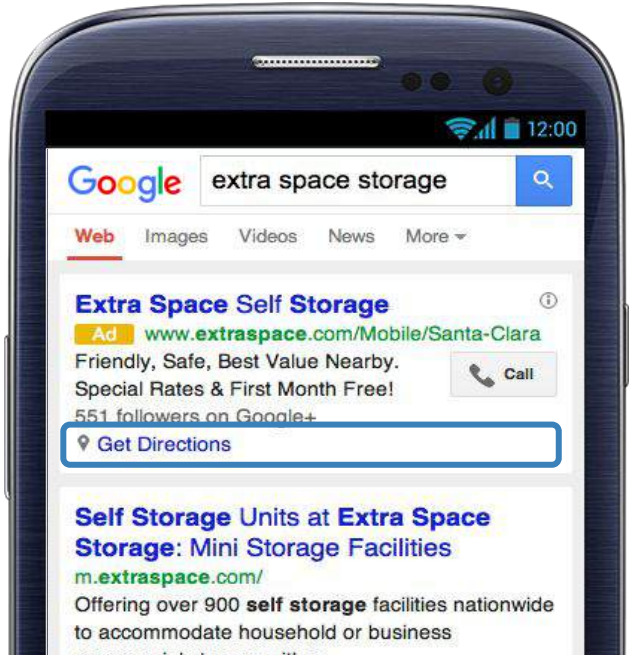
Location Extensions



Location extensions make it easier for on-the-go customers to find you and boost CTR

1 in 3 mobile searches have local intent, and 70% of users contact a business after looking up info on their smartphone

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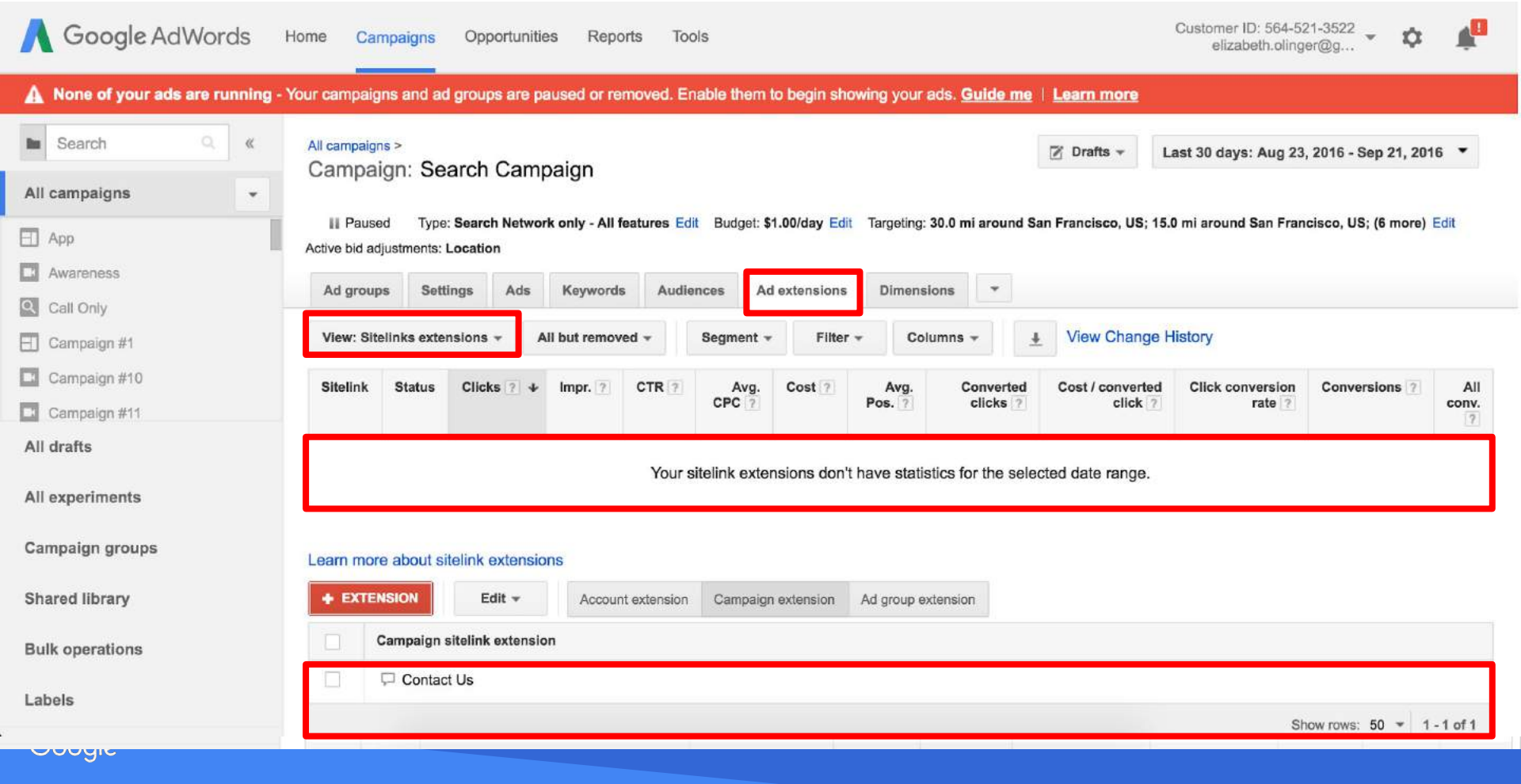

Optimizing

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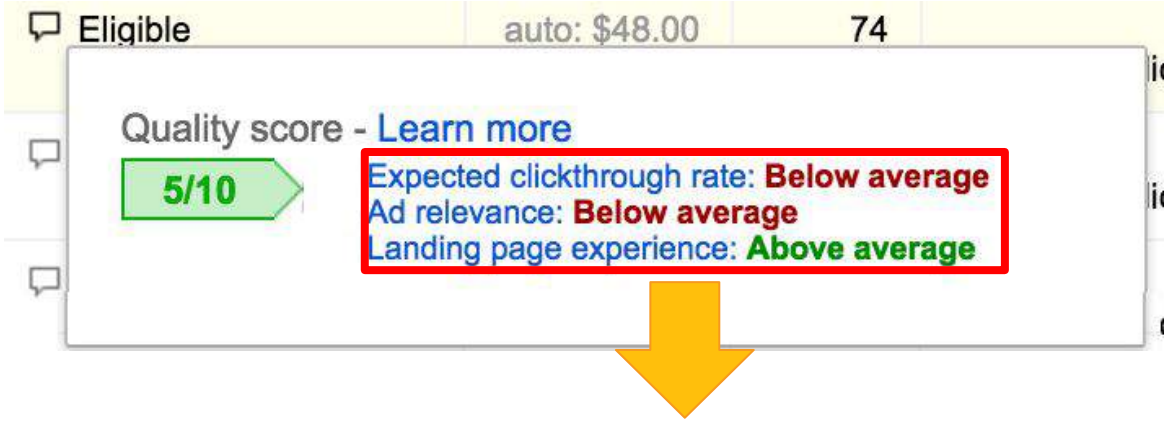
29. Do you have a great quality score?

Understanding your Quality Score



- **Expected CTR:** Is this keyword relevant enough to your business? If not, edit to make it more specific.
- **Ad Relevance:** Edit ads to be more relevant to the keyword. You may need to restructure your ad groups by keyword themes and update the ads to match.
- **Landing Page Experience:** Ensure landing page is relevant, original, transparent, navigable

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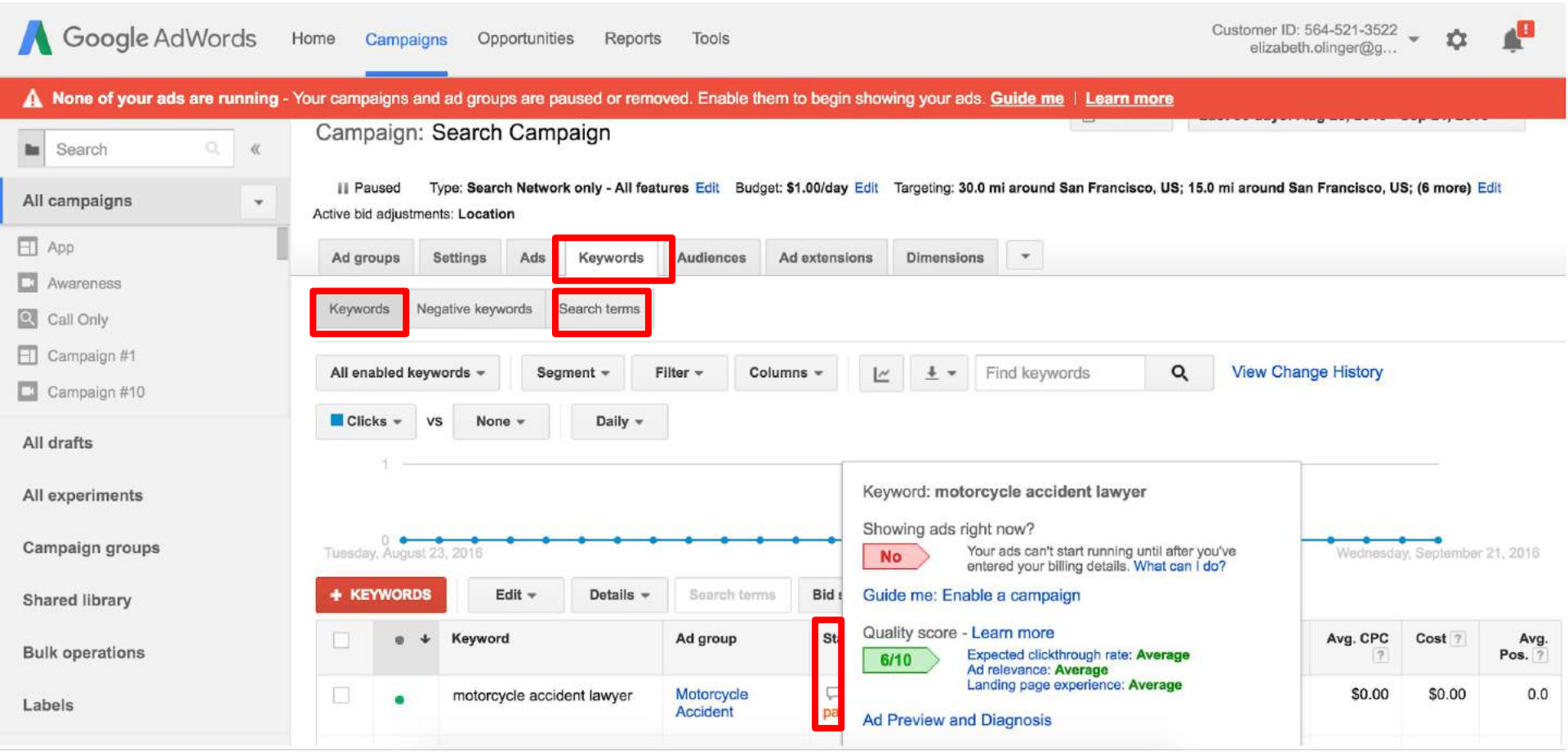
Google AdWords
Home
Campaigns
Opportunities
Reports
Tools
Customer ID: 564-521-3522
elizabeth.olinger@g...
None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Guide me | Learn more
Search
All campaigns
App
Awareness
Call Only
Campaign #1
Campaign #10
All drafts
All experiments
Campaign groups
Shared library
Bulk operations
Labels
Campaign: Search Campaign
Paused
Type: Search Network only - All features Edit
Budget: $1.00/day Edit
Targeting: 30.0 mi around San Francisco, US; 15.0 mi around San Francisco, US; (6 more) Edit
Active bid adjustments: Location
Ad groups
Settings
Ads
Keywords
Audiences
Ad extensions
Dimensions
Keywords
Negative keywords
Search terms
All enabled keywords
Segment
Filter
Columns
Find keywords
View Change History
Clicks
vs
None
Daily
Tuesday, August 23, 2016
Wednesday, September 21, 2016
+ KEYWORDS
Edit
Details
Search terms
Keyword
Ad group
motorcycle accident lawyer
Motorcycle Accident
Avg. CPC
Cost
Avg. Pos.
$0.00
$0.00
0.0
Keyword: motorcycle accident lawyer
Showing ads right now?
No
Your ads can't start running until after you've entered your billing details. What can I do?
Guide me: Enable a campaign
Quality score - Learn more
6/10
Expected clickthrough rate: Average
Ad relevance: Average
Landing page experience: Average
Ad Preview and Diagnosis

30. Are you reviewing search terms report and adding new negative keywords?

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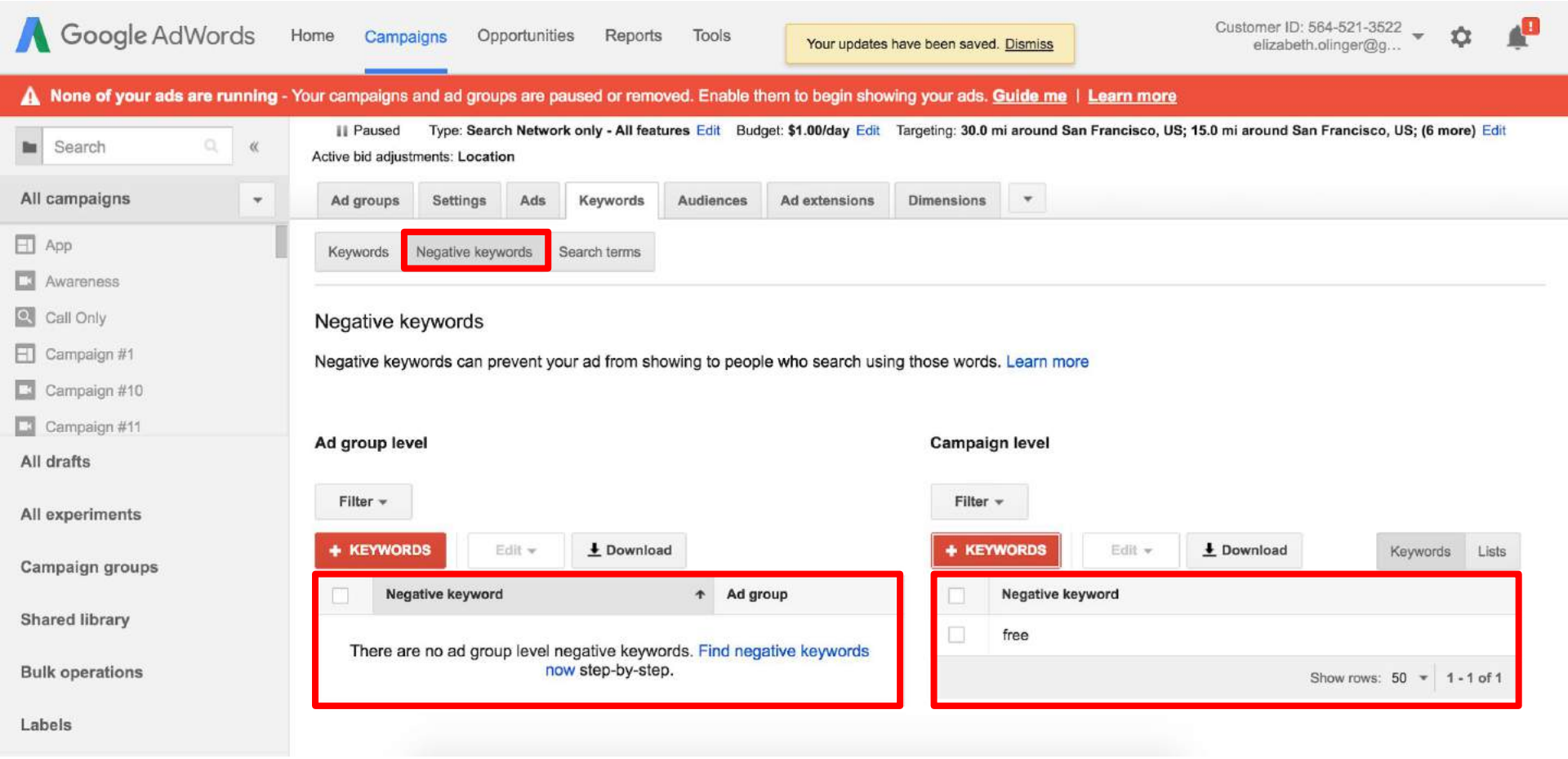
Eliminating Irrelevant Spend with Negative Keywords

Search term	Match type	Added / Excluded
Total		
motorcycle accident in dallas today involving keith young jr	Broad match	Excluded
car accidents in dallas	Broad match	None
car wreck in dallas man thrown from car someone killed	Broad match	Excluded
i need a medical malpractice lawyer	Phrase match	Added
car accident in forney tx	Broad match	None
is there a major accident on i 45 n bound sept 2 2016	Broad match	None
google i need the number for a medical malpractice attorney	Phrase match	None

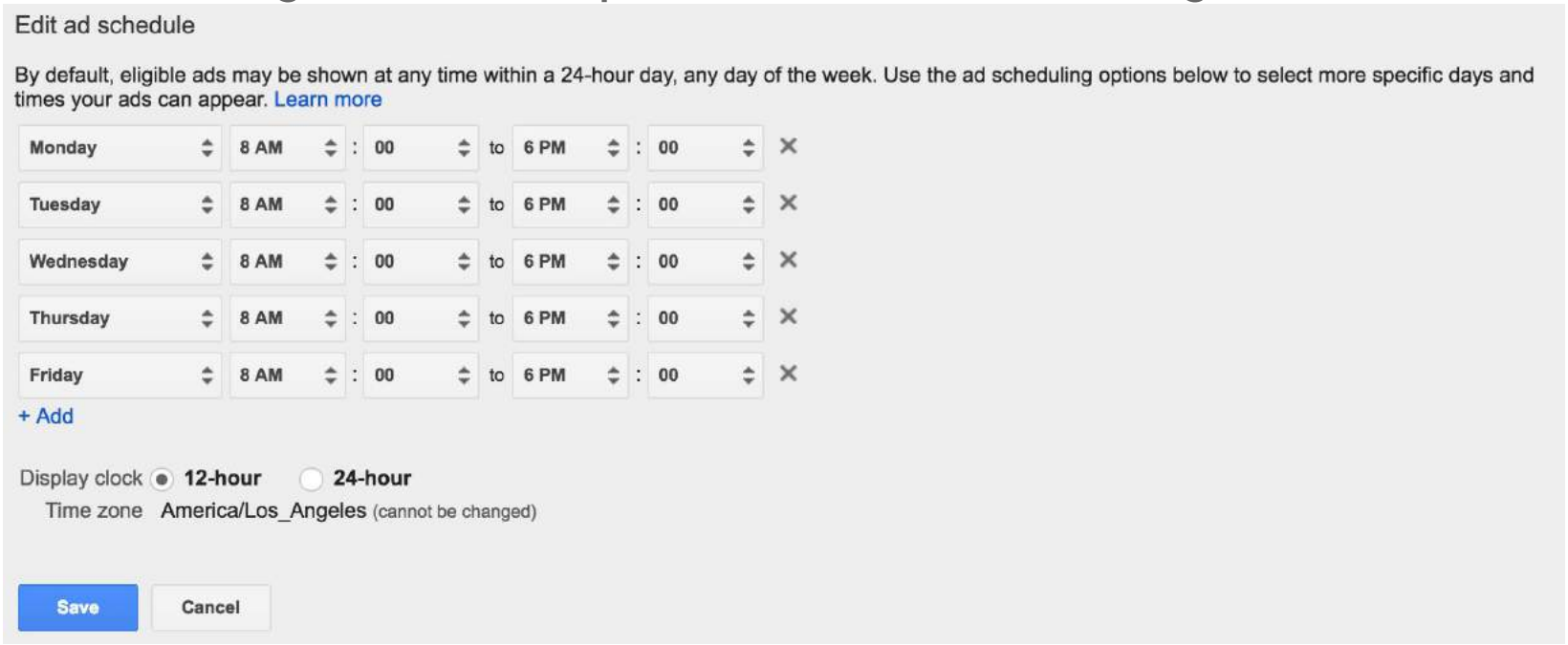
Use the search terms report to find terms you're already matching to

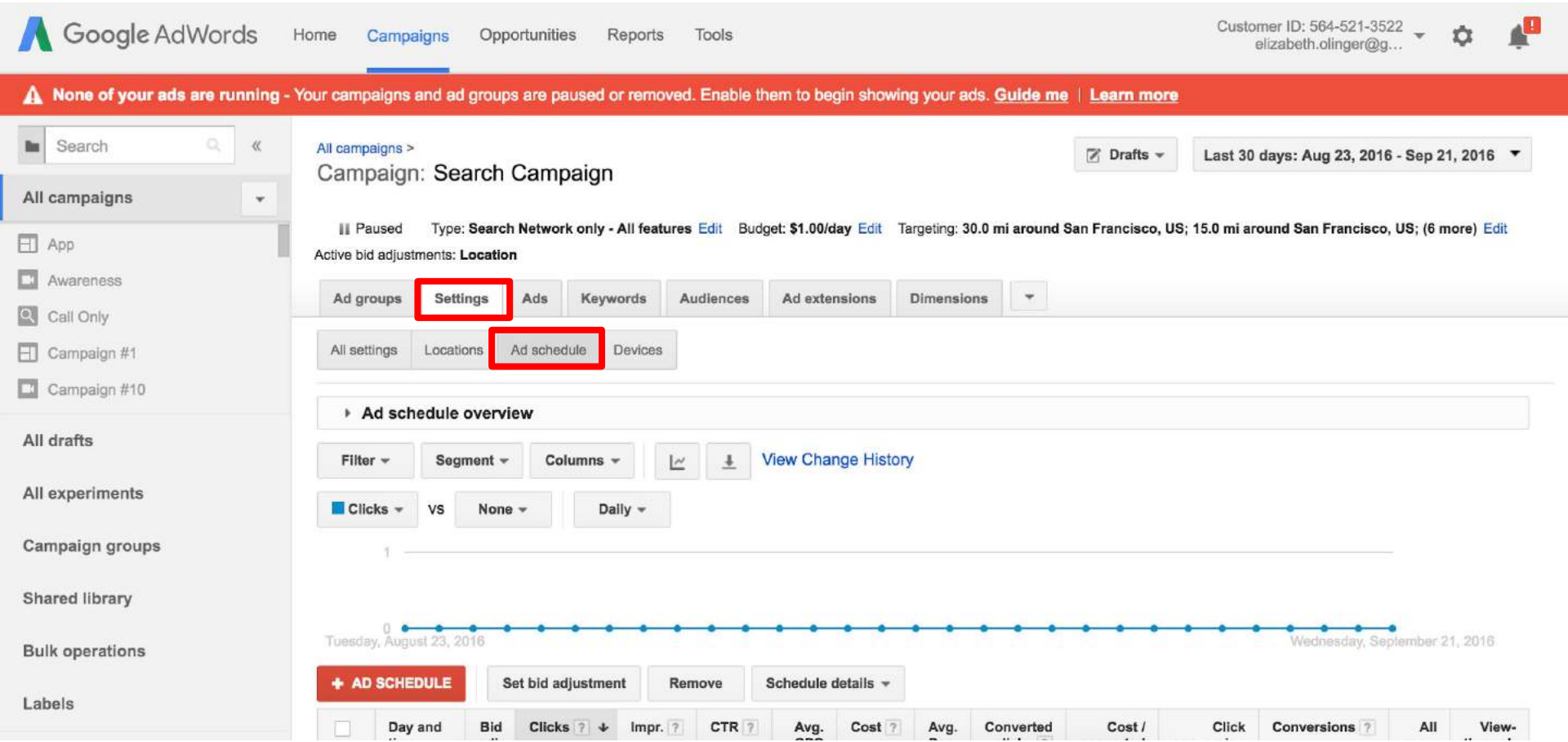

Google AdWords
Home
Campaigns
Opportunities
Reports
Tools
Your updates have been saved. Dismiss
Customer ID: 564-521-3522
elizabeth.olinger@g...
None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Guide me | Learn more
Search
All campaigns
App
Awareness
Call Only
Campaign #1
Campaign #10
Campaign #11
All drafts
All experiments
Campaign groups
Shared library
Bulk operations
Labels
Paused
Type: Search Network only - All features Edit
Budget: $1.00/day Edit
Targeting: 30.0 mi around San Francisco, US; 15.0 mi around San Francisco, US; (6 more) Edit
Active bid adjustments: Location
Ad groups
Settings
Ads
Keywords
Audiences
Ad extensions
Dimensions
Keywords
Negative keywords
Search terms
Negative keywords
Negative keywords can prevent your ad from showing to people who search using those words. Learn more
Ad group level
Filter
+ KEYWORDS
Edit
Download
Negative keyword
Ad group
There are no ad group level negative keywords. Find negative keywords now step-by-step.
Campaign level
Filter
+ KEYWORDS
Edit
Download
Keywords
Lists
Negative keyword
free
Show rows: 50
1 - 1 of 1

31. Are you running ads when no one can pick up the phone?

Paid

Eliminating Irrelevant Spend with Ad Scheduling




Google AdWords
Home
Campaigns
Opportunities
Reports
Tools
Customer ID: 564-521-3522
elizabeth.olinger@g...
None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Guide me | Learn more
Search
All campaigns
App
Awareness
Call Only
Campaign #1
Campaign #10
All drafts
All experiments
Campaign groups
Shared library
Bulk operations
Labels
All campaigns >
Campaign: Search Campaign
Drafts
Last 30 days: Aug 23, 2016 - Sep 21, 2016
Paused
Type: Search Network only - All features Edit
Budget: $1.00/day Edit
Targeting: 30.0 mi around San Francisco, US; 15.0 mi around San Francisco, US; (6 more) Edit
Active bid adjustments: Location
Ad groups
Settings
Ads
Keywords
Audiences
Ad extensions
Dimensions
All settings
Locations
Ad schedule
Devices
Ad schedule overview
Filter
Segment
Columns
View Change History
Clicks
VS
None
Daily
1
0
Tuesday, August 23, 2016
Wednesday, September 21, 2016
AD SCHEDULE
Set bid adjustment
Remove
Schedule details
Day and
Bid
Clicks
Impr.
CTR
Avg.
Cost
Avg.
Converted
Cost /
Click
Conversions
All
View-

Google

32. Are you testing (ads, bidding strategies, etc)?

Regular Testing & Iteration to Improve Results

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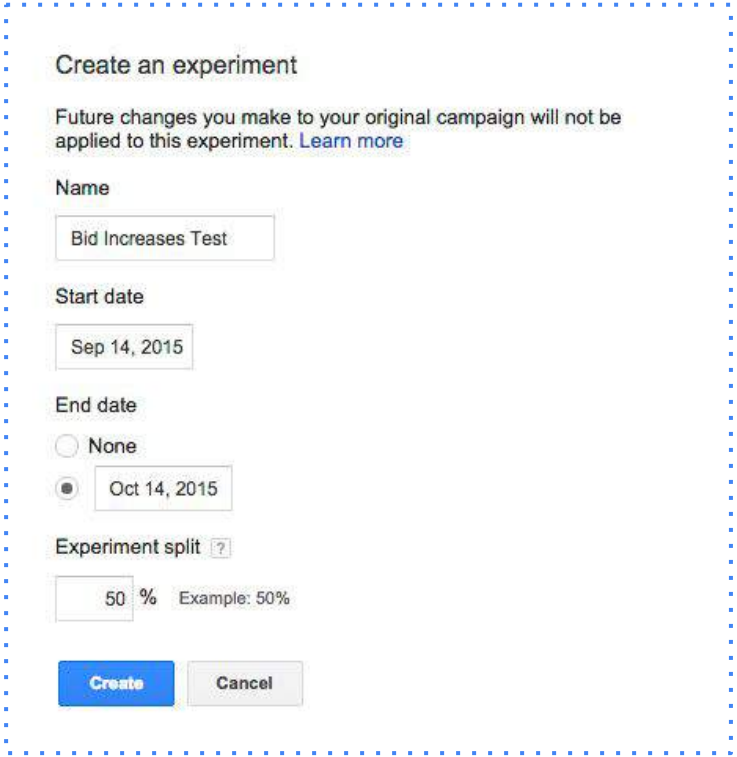
Give your experiment a name

Choose a start date

Optionally, provide an end date

Provide the traffic share you would like to use. This controls what % of your original campaign's traffic and budget will be allocated to the experiment



33. Has the change history been touched?

Date & time / User	Campaign	Ad group	Changes	Undo status
Aug 30, 2016 3:49:24 PM eolinger+aw@google.com	Search Campaign	Ad Group #2	△ 1 bid adjustment change Show details	
Aug 30, 2016 3:48:42 PM eolinger+aw@google.com	Search Campaign		+ 1 negative boom user list added Show details	
	Search Campaign	Ad Group #2	+ 1 boom user list added Show details	

34. Are you attracting racist, sexist, religiousist(????) clients? (You should)

☐	african american female divorce attorney raleigh nc	Phrase match	None	1	1
☐	divorce lawyer in sanford nc	Phrase match	None	1	2
☐	can t afford a divorce lawyer	Phrase match	None	1	1
☐	divorce attorney cary nc	Phrase match	None	1	3

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BONUS Slide

Are you running a brand campaign?

BONUS: How to Check Your Ads without Hurting your CTR

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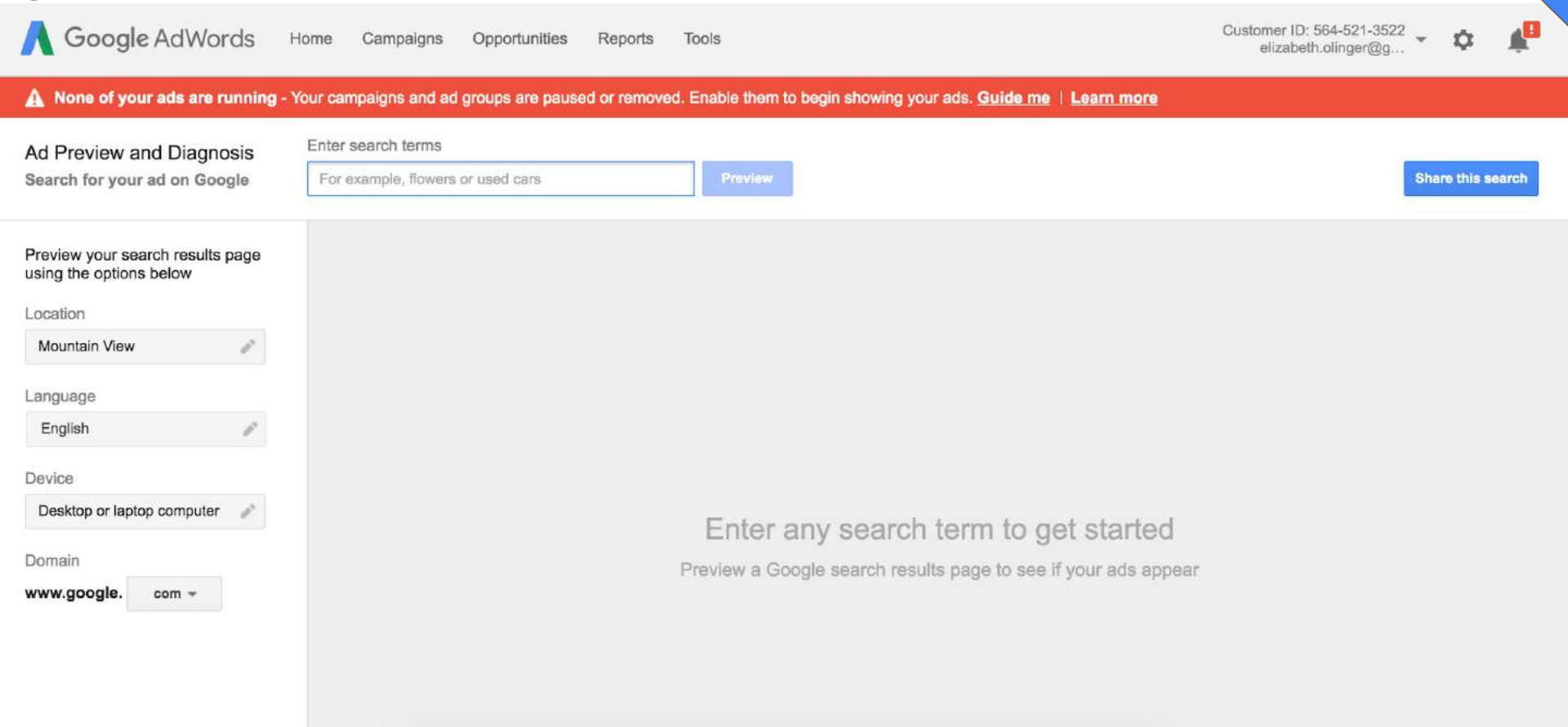

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- Measure results with conversion tracking
  - Calls
  - Online Leads
- Expand your conversion window

- Target the right geo and implement bid strategies
- Structure ad groups by keyword theme
- Implement Expanded Text Ads
- Enable extensions

- Eliminate irrelevant search terms
- Schedule ads to drive calls/leads
- Improve quality score to reduce cost
- Test and iterate new strategies

ORGANIC

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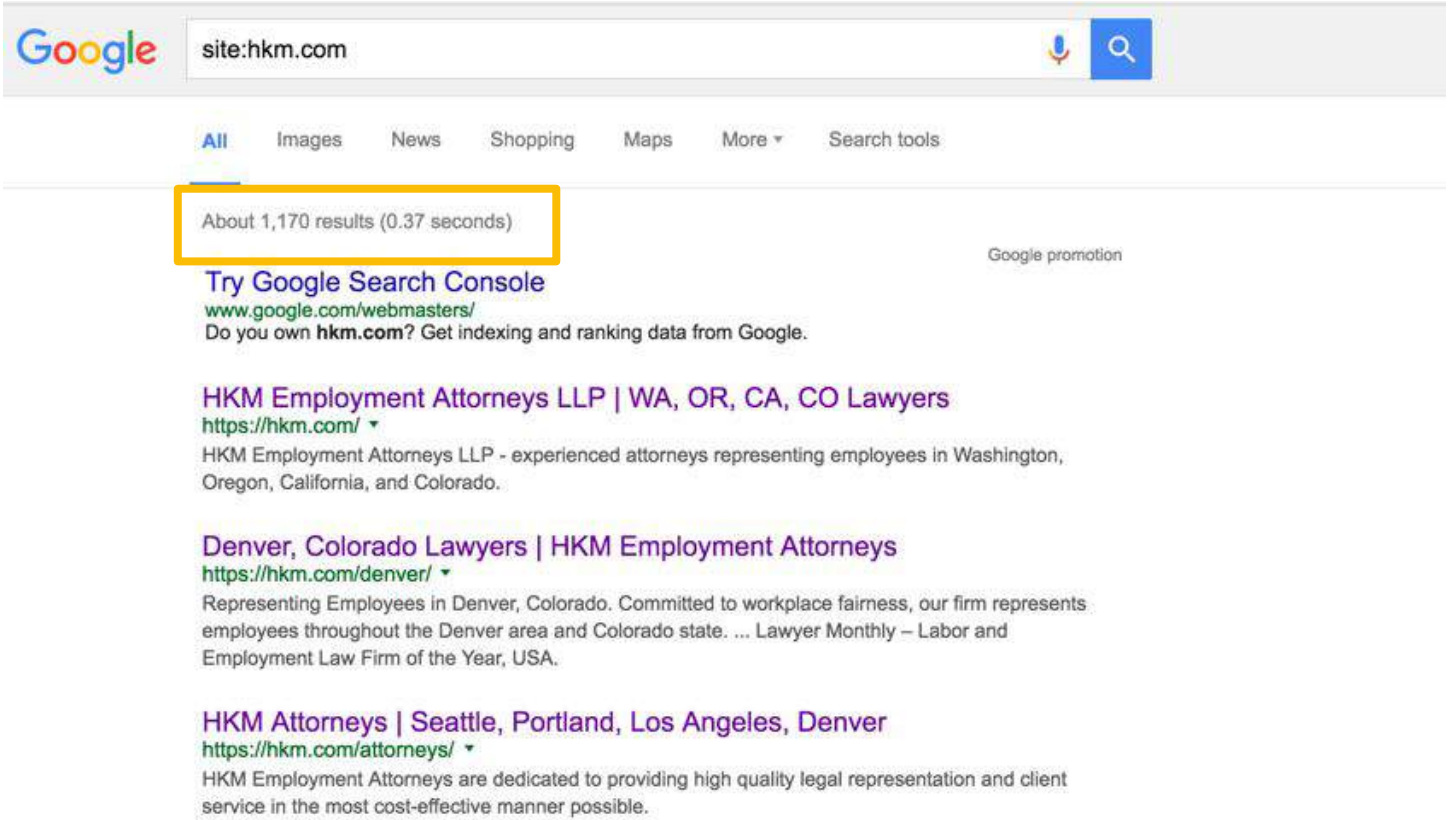
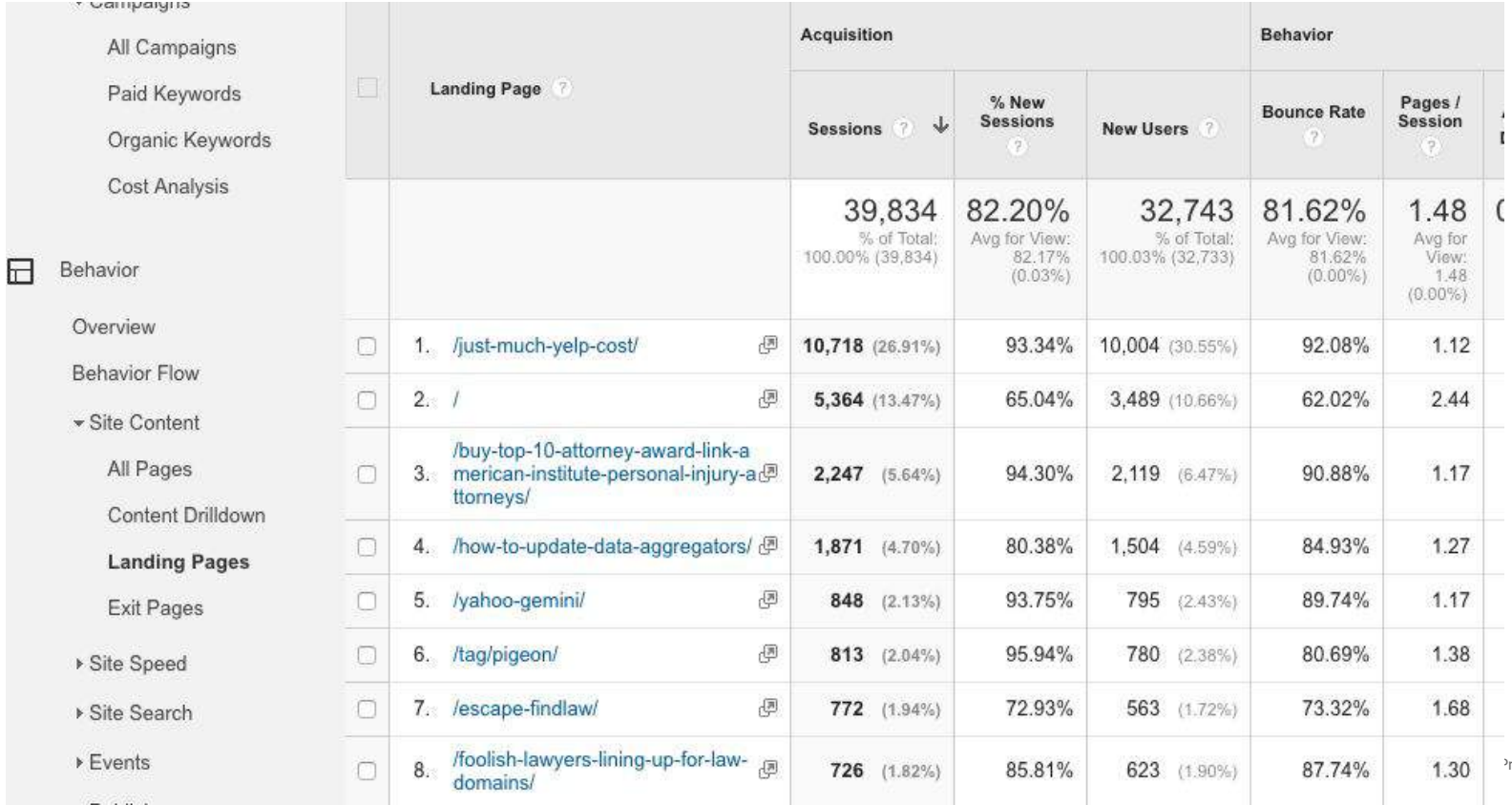
Organic

35.How many pages (does Google think) are on my site?



36.What content on my site generates traffic?

Organic



- Campaigns
  - All Campaigns
  - Paid Keywords
  - Organic Keywords
  - Cost Analysis
- Behavior
  - Overview
  - Behavior Flow
  - Site Content
    - All Pages
    - Content Drilldown
    - **Landing Pages**
    - Exit Pages
  - Site Speed
  - Site Search
  - Events

	Landing Page	Acquisition			Behavior		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	
		39,834 % of Total: 100.00% (39,834)	82.20% Avg for View: 82.17% (0.03%)	32,743 % of Total: 100.03% (32,733)	81.62% Avg for View: 81.62% (0.00%)	1.48 Avg for View: 1.48 (0.00%)	
1.	/just-much-yelp-cost/	**10,718** (26.91%)	93.34%	10,004 (30.55%)	92.08%	1.12	
2.	/	**5,364** (13.47%)	65.04%	3,489 (10.66%)	62.02%	2.44	
3.	/buy-top-10-attorney-award-link-american-institute-personal-injury-attorneys/	**2,247** (5.64%)	94.30%	2,119 (6.47%)	90.88%	1.17	
4.	/how-to-update-data-aggregators/	**1,871** (4.70%)	80.38%	1,504 (4.59%)	84.93%	1.27	
5.	/yahoo-gemini/	**848** (2.13%)	93.75%	795 (2.43%)	89.74%	1.17	
6.	/tag/pigeon/	**813** (2.04%)	95.94%	780 (2.38%)	80.69%	1.38	
7.	/escape-findlaw/	**772** (1.94%)	72.93%	563 (1.72%)	73.32%	1.68	
8.	/foolish-lawyers-lining-up-for-law-domains/	**726** (1.82%)	85.81%	623 (1.90%)	87.74%	1.30	

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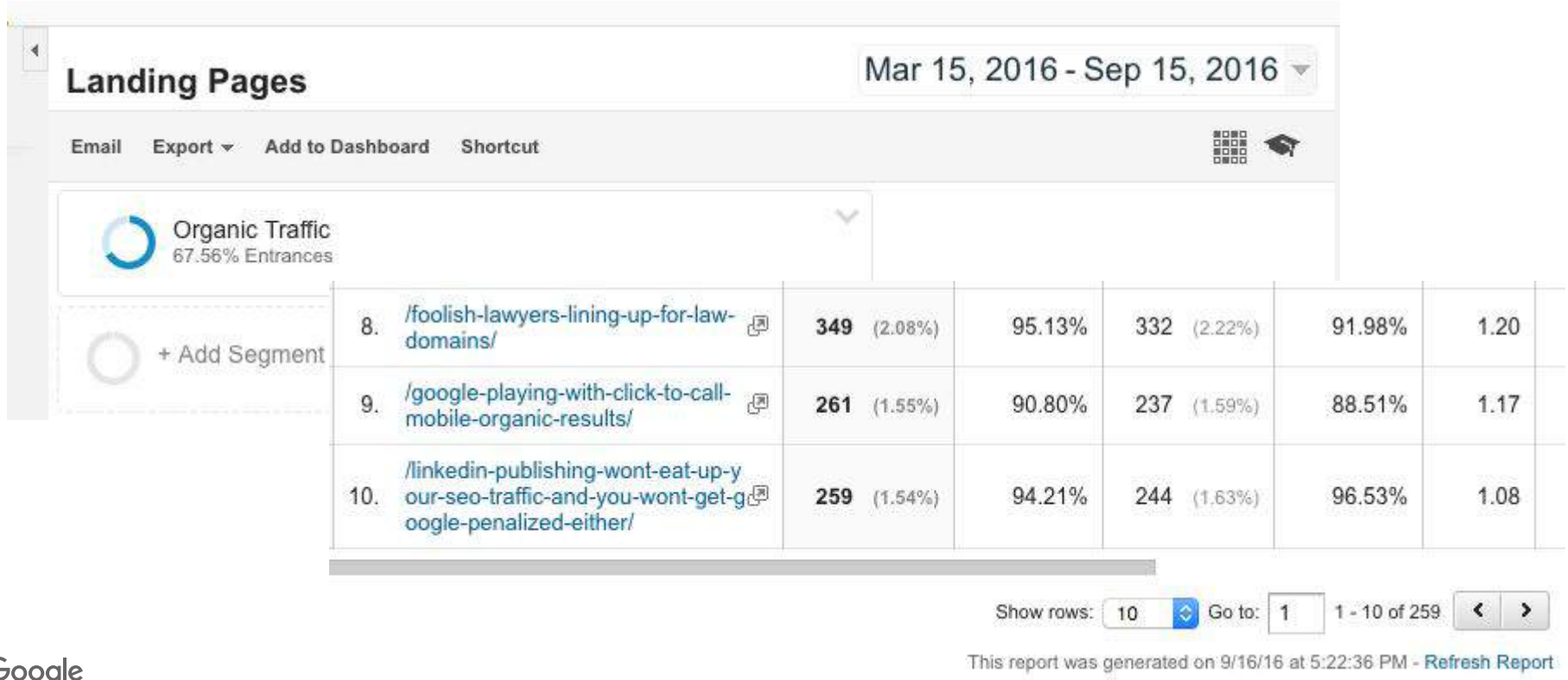
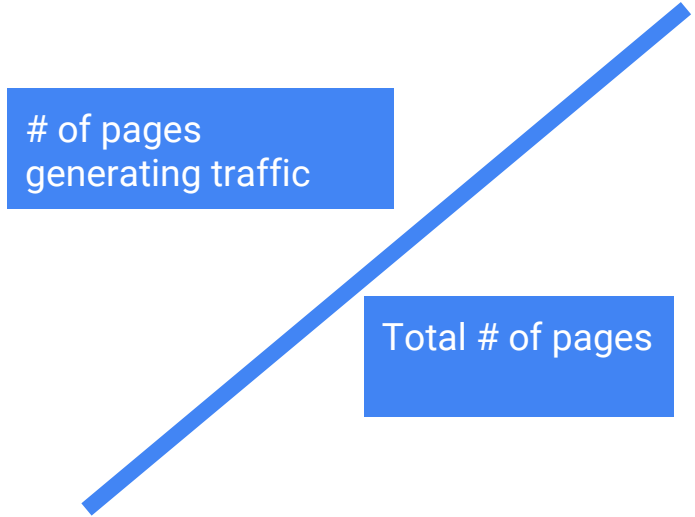
37.How many pages generate traffic?



Organic

38. What percentage of my pages generate traffic?

(i.e. how much of my site is useless?)



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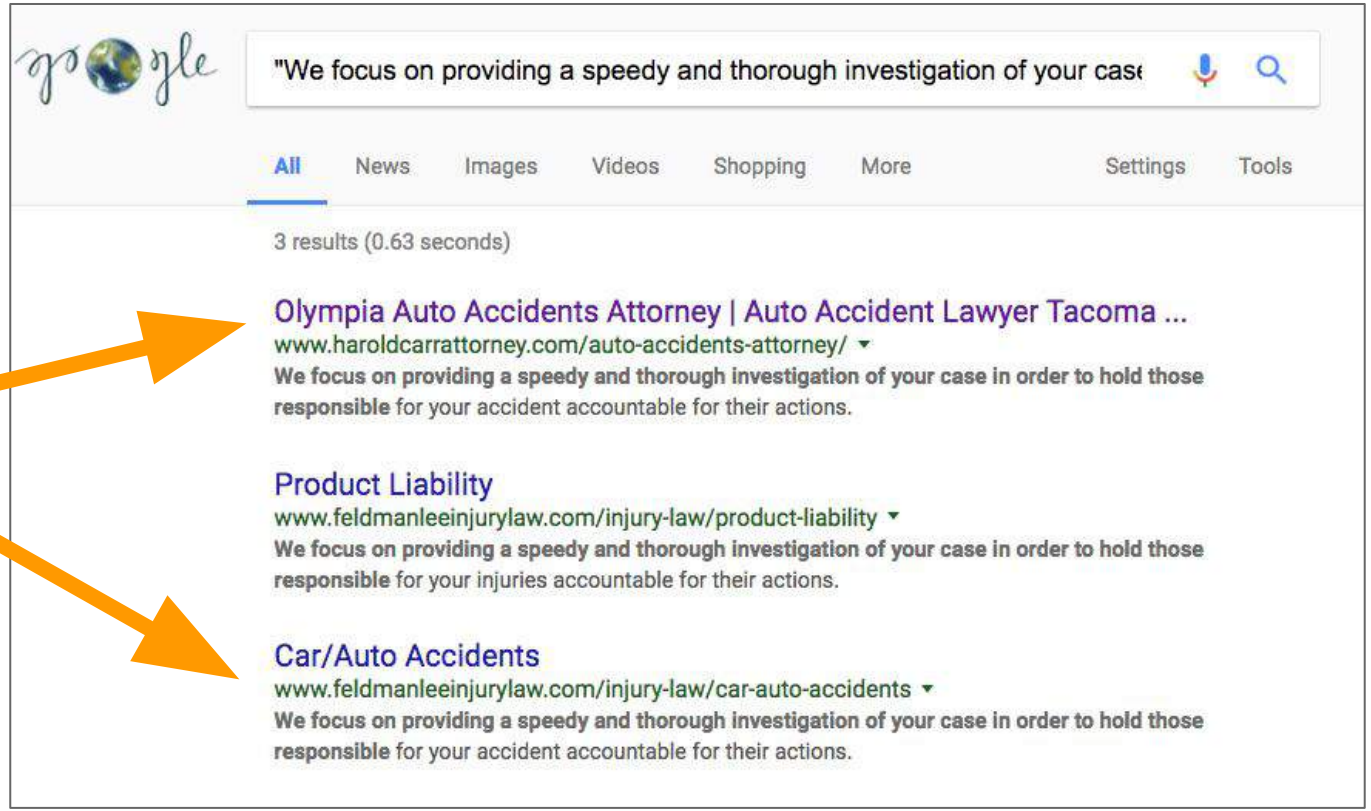
39.Do I have copied practice area content? Blogs? Attorney Bios? (note: on your own site or cribbed from others?)



40. Does each lawyer have her own page?

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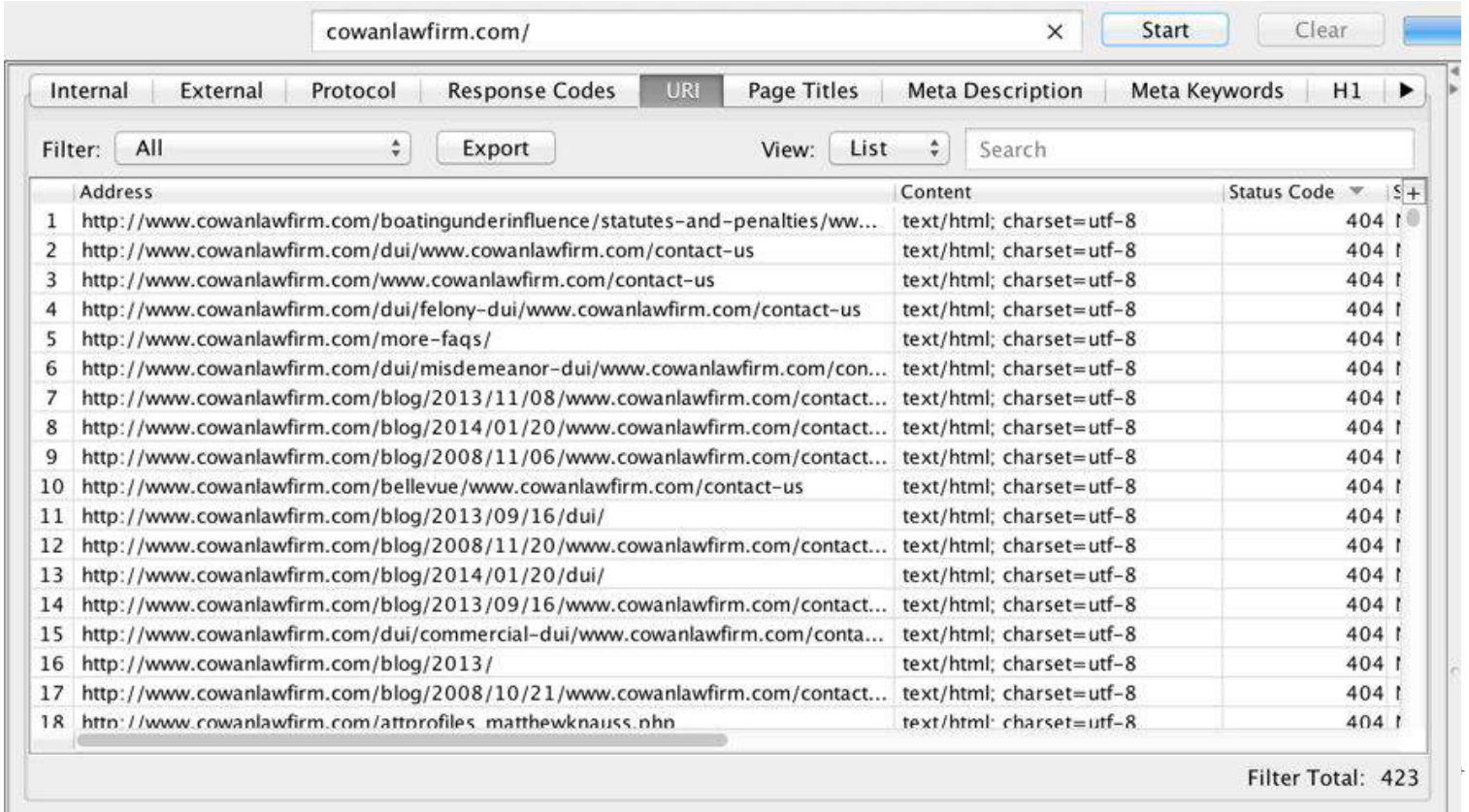
41. Do I have broken pages on my website?

Organic



	Address	Content	Status Code
1	http://www.cowanlawfirm.com/boatingunderinfluence/statutes-and-penalties/ww...	text/html; charset=utf-8	404
2	http://www.cowanlawfirm.com/dui/www.cowanlawfirm.com/contact-us	text/html; charset=utf-8	404
3	http://www.cowanlawfirm.com/www.cowanlawfirm.com/contact-us	text/html; charset=utf-8	404
4	http://www.cowanlawfirm.com/dui/felony-dui/www.cowanlawfirm.com/contact-us	text/html; charset=utf-8	404
5	http://www.cowanlawfirm.com/more-faqs/	text/html; charset=utf-8	404
6	http://www.cowanlawfirm.com/dui/misdemeanor-dui/www.cowanlawfirm.com/con...	text/html; charset=utf-8	404
7	http://www.cowanlawfirm.com/blog/2013/11/08/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404
8	http://www.cowanlawfirm.com/blog/2014/01/20/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404
9	http://www.cowanlawfirm.com/blog/2008/11/06/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404
10	http://www.cowanlawfirm.com/bellevue/www.cowanlawfirm.com/contact-us	text/html; charset=utf-8	404
11	http://www.cowanlawfirm.com/blog/2013/09/16/dui/	text/html; charset=utf-8	404
12	http://www.cowanlawfirm.com/blog/2008/11/20/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404
13	http://www.cowanlawfirm.com/blog/2014/01/20/dui/	text/html; charset=utf-8	404
14	http://www.cowanlawfirm.com/blog/2013/09/16/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404
15	http://www.cowanlawfirm.com/dui/commercial-dui/www.cowanlawfirm.com/conta...	text/html; charset=utf-8	404
16	http://www.cowanlawfirm.com/blog/2013/	text/html; charset=utf-8	404
17	http://www.cowanlawfirm.com/blog/2008/10/21/www.cowanlawfirm.com/contact...	text/html; charset=utf-8	404
18	http://www.cowanlawfirm.com/attorofiles_matthewknauss.php	text/html; charset=utf-8	404

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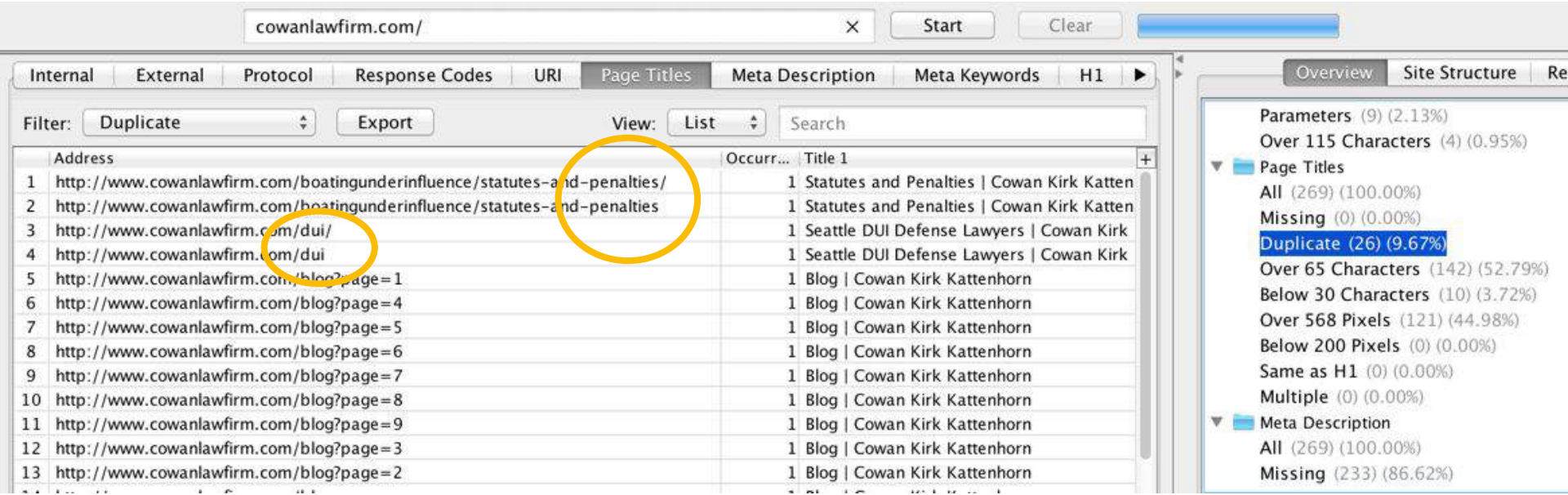
42.Does each page of content have one and only one URL?



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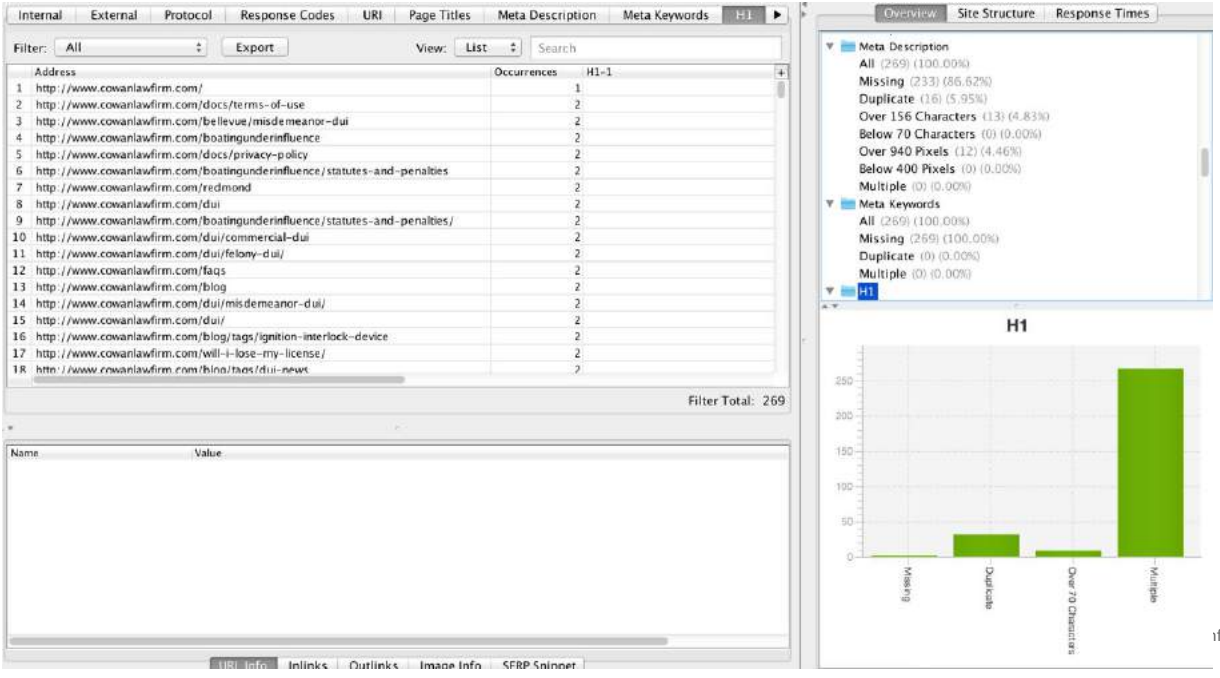
43. Does each page have one and only one Heading (H1)?
44. Is it unique and descriptive of the page?
45. Is it too long?



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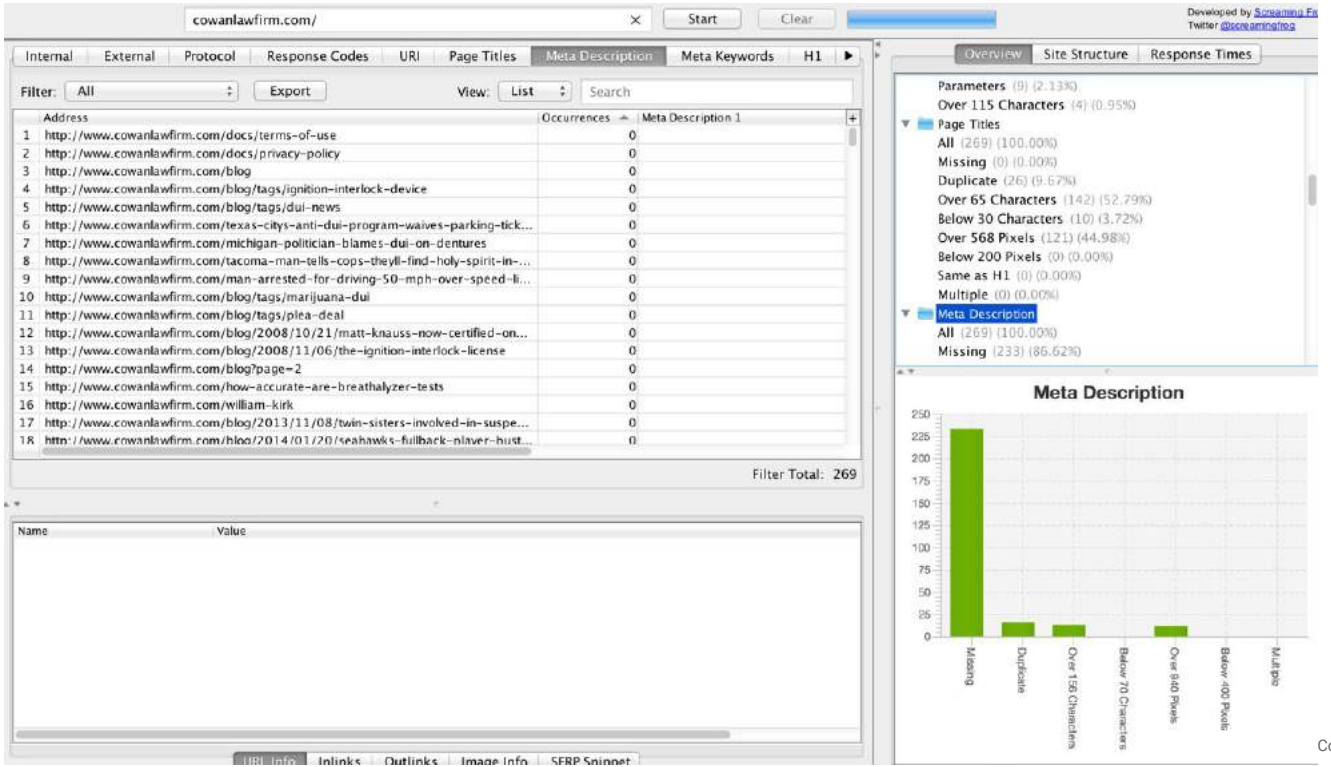
46.Does each page have a metadescription? 47.Is it duplicated? 48.Or too long?



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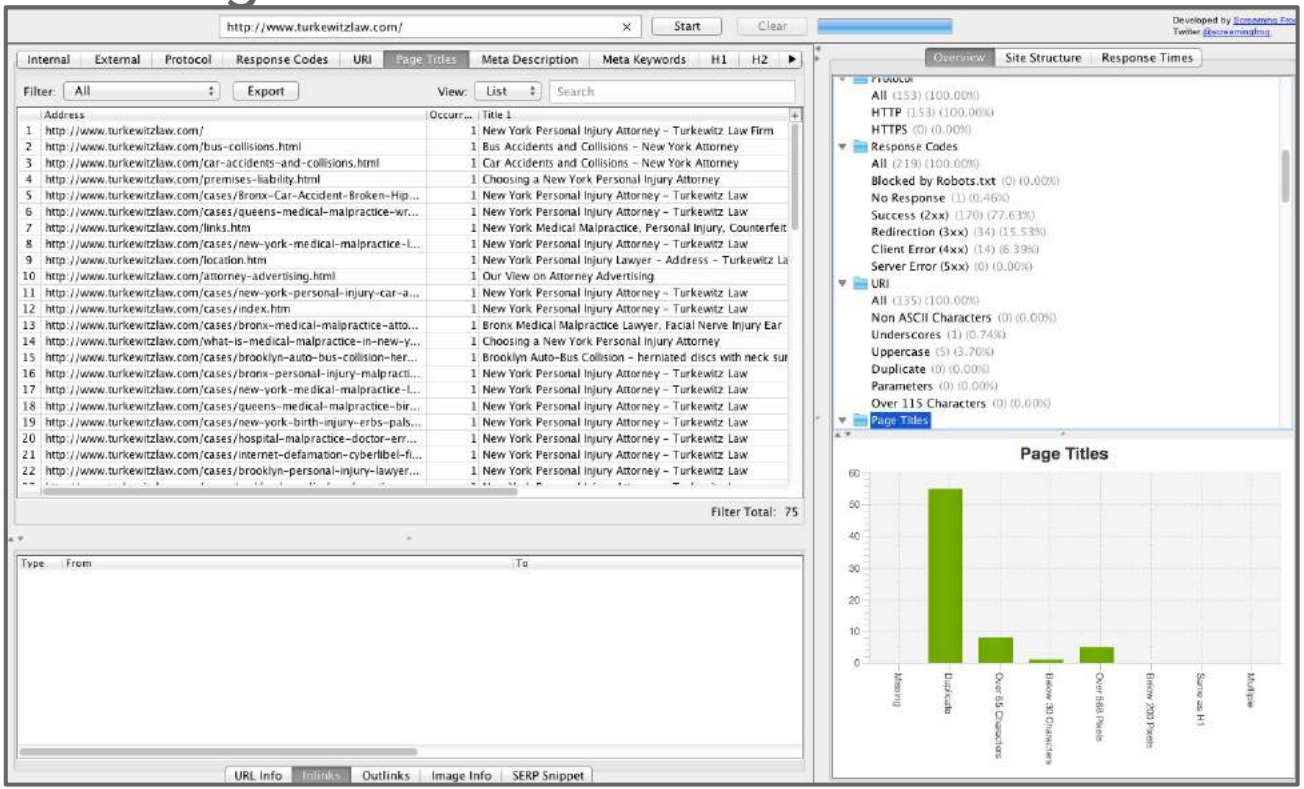
49. Does each page have one and only one Title Tag?
50. Is it unique and descriptive of the page?
51. Is it too long?



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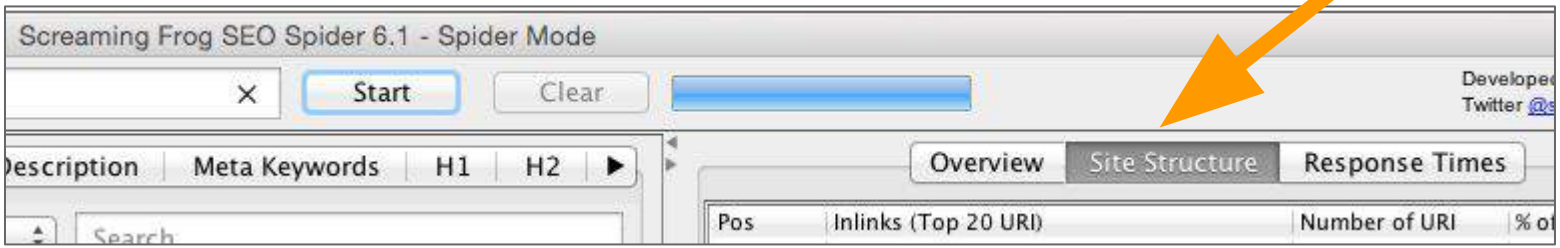
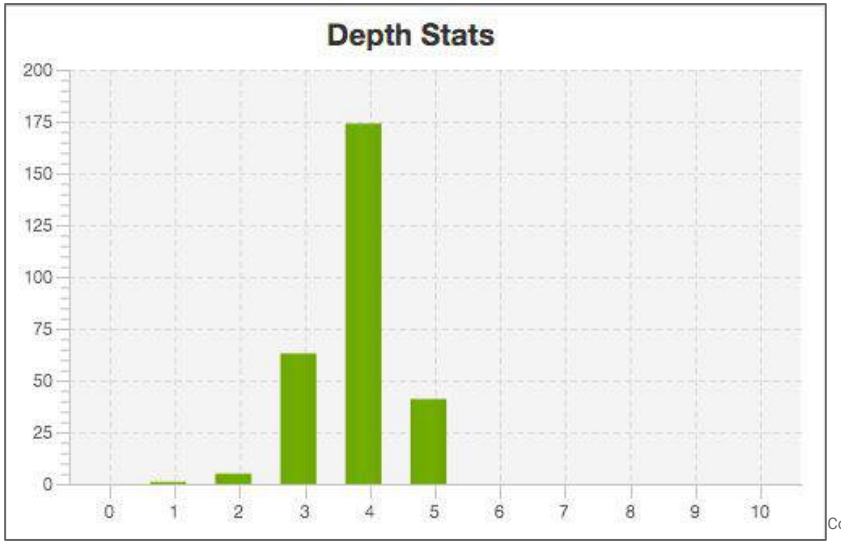
How far away from the homepage are most of your pages?





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52. Is there a robots.txt file?
53. Does it have a sitemap?
54. Are there multiple sitemaps?
55. If you have video, is there a video sitemap?

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56.Does the sitemap open anything?

Organic

57.Are my foreign language pages handled correctly?
58.Are they on another domain?

```
<link rel="alternate" hreflang="en-US"
<link rel="alternate" hreflang="es-ES"
```


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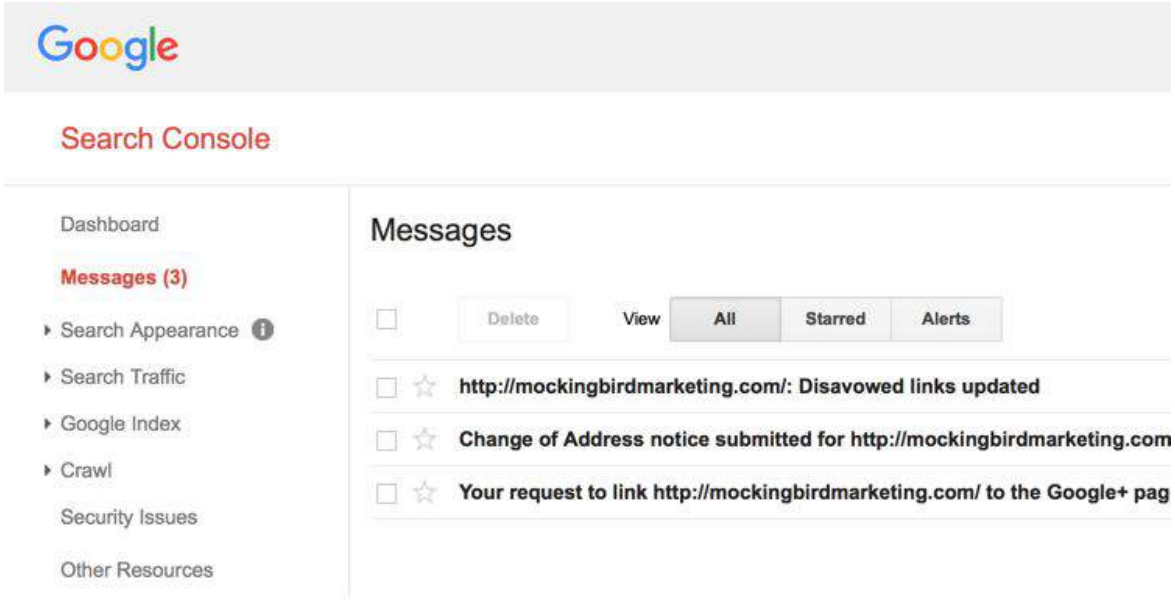
Organic

59.Is Google mad at my Technology?



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60.Am I using structured data?

https://search.google.com/structured-data/testing-tool

https://www.washingtontrafficdefense.com/contact/ NEW TEST

```
<!DOCTYPE html>
<html lang="en-US" prefix="og: http://ogp.me/ns#">
<head >
<meta charset="UTF-8" />
<title>Contact us for a Free Case Review | Leist Law Office, PS</title><meta name="viewport" content="width=device-width, initial-scale=1" />
<!-- This site is optimized with the Yoast SEO plugin v5.0.2 - https://yoast.com/wordpress/plugins/seo/ -->
<link rel="canonical" href="https://www.washingtontrafficdefense.com/contact/" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="article" />
<meta property="og:title" content="Contact us for a Free Case Review | Leist Law Office, PS" />
<meta property="og:url" content="https://www.washingtontrafficdefense.com/contact/" />
<meta property="og:site_name" content="Leist Law Office, PS" />
<meta name="twitter:card" content="summary" />
<meta name="twitter:title" content="Contact us for a Free Case Review | Leist Law Office, PS" />
<!-- / Yoast SEO plugin. -->
<link rel='dns-prefetch' href='//ajax.googleapis.com' />
<link rel='dns-prefetch' href='//fonts.googleapis.com' />
<link rel='dns-prefetch' href='//maxcdn.bootstrapcdn.com' />
<link rel='dns-prefetch' href='//s.w.org' />
<link rel="alternate" type="application/rss+xml" title="Leist Law Office, PS &raquo; Feed" href="https://www.washingtontrafficdefense.com/feed/" />
<link rel="alternate" type="application/rss+xml" title="Leist Law Office, PS &raquo; Comments Feed" href="https://www.washingtontrafficdefense.com/comments/feed/" />
<link rel='stylesheet' id='washington-traffic-defense-theme-css'
```

LegalService All (1)

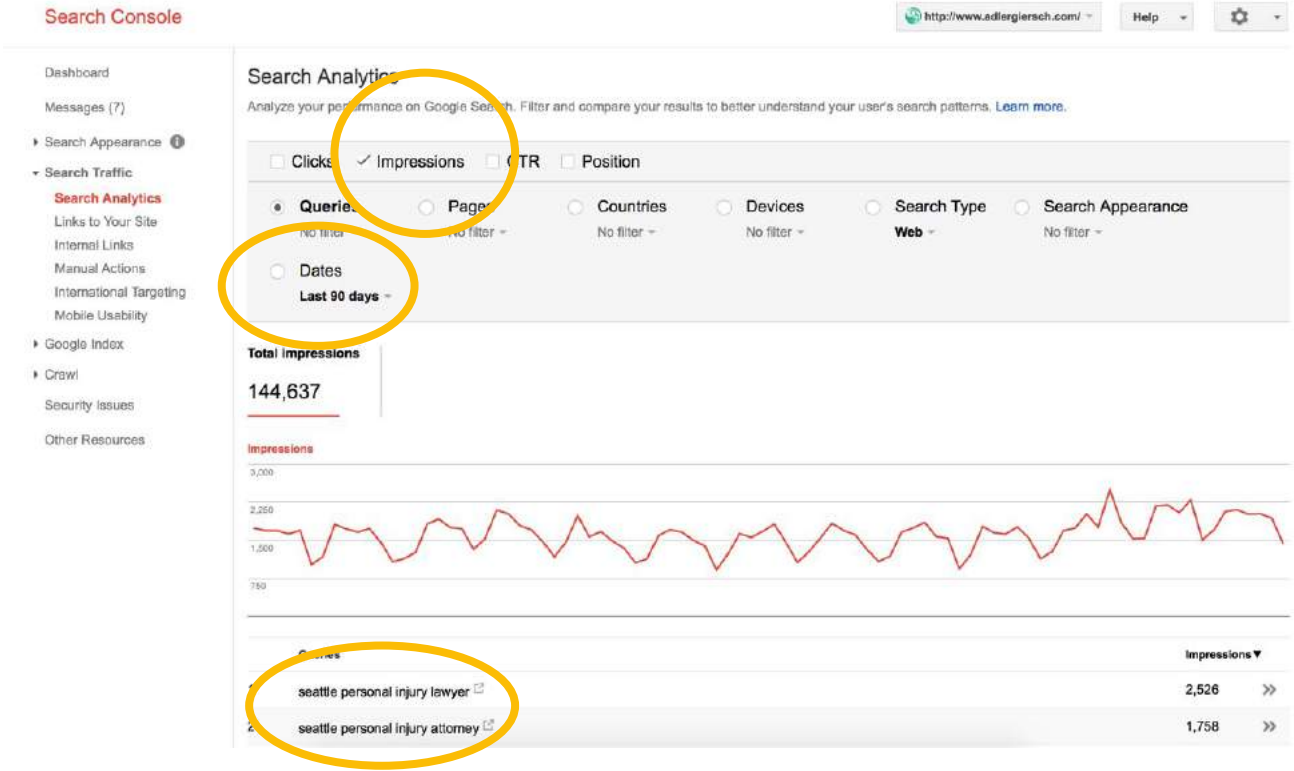
LegalService 0 ERRORS 2 WARNINGS

@type	LegalService
image	https://www.washingtontrafficdefense.com/wp-content/themes/wa-traffic-defense-theme/assets/images/logo.png
name	Leist Law Office, PS
address	
@type	PostalAddress
streetAddress	705 2nd Avenue #1111
addressLocality	Seattle
addressRegion	WA
postalCode	98104
⚠ priceRange	The *priceRange* field is recommended. Please provide a value if available.
⚠ telephone	The *telephone* field is recommended. Please provide a value if available.

Google Confidential + Proprietary

Organic

61.Is my presence in search results growing?
62.Is it for the terms I want?



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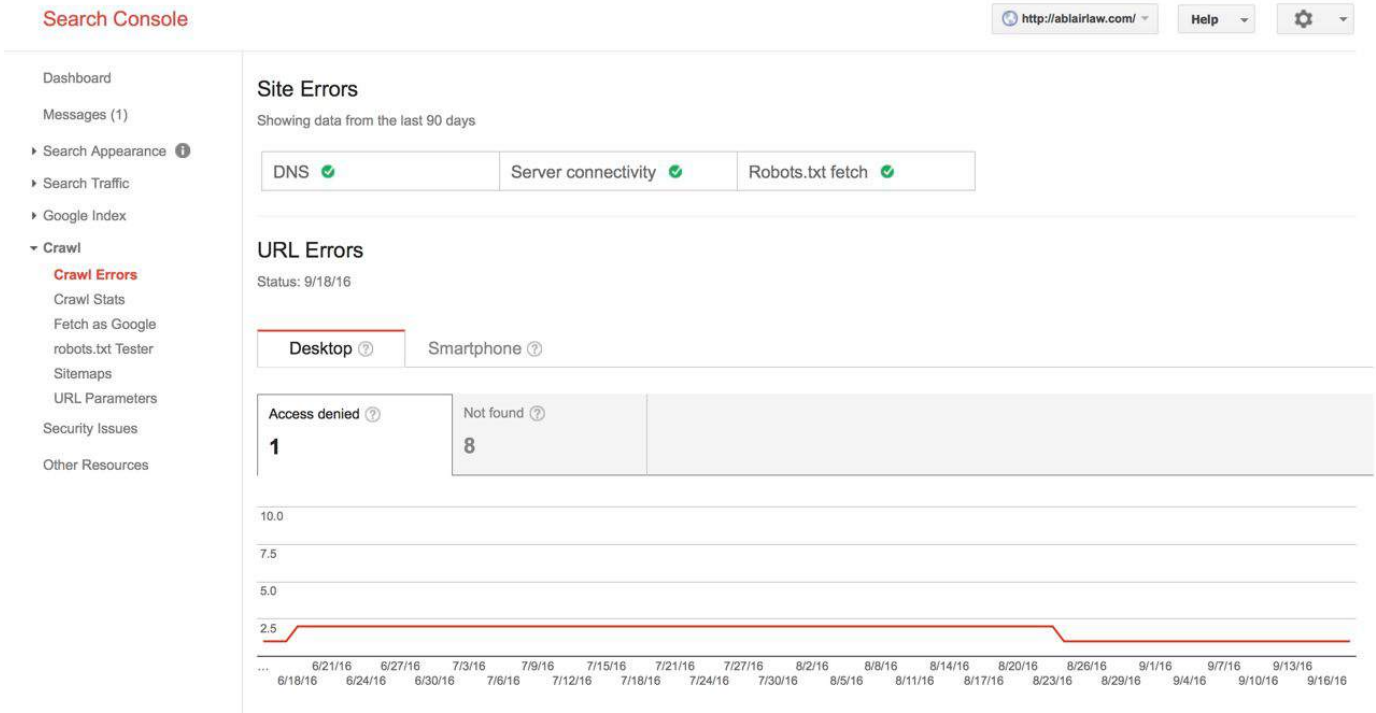
Organic

63.Can Google see all of my site?
Are there 64. DNS 65.Server connectivity or 66.robots errors?



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67.Has my site speed changed dramatically?

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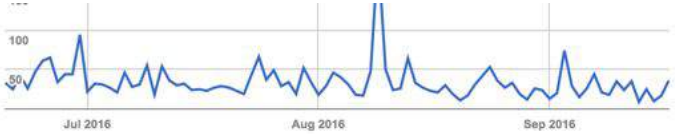
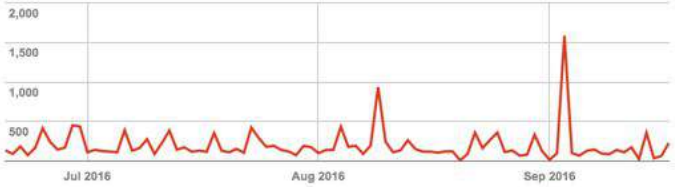
- Crawl
  - Crawl Errors
  - **Crawl Stats**
  - Fetch as Google
  - robots.txt Tester
  - Sitemaps
  - URL Parameters
- Security Issues
- Other Resources



Kilobytes downloaded per day

High	Average	Low
1,583	196	10



Time spent downloading a page (in milliseconds)

High	Average	Low
1,769	208	66

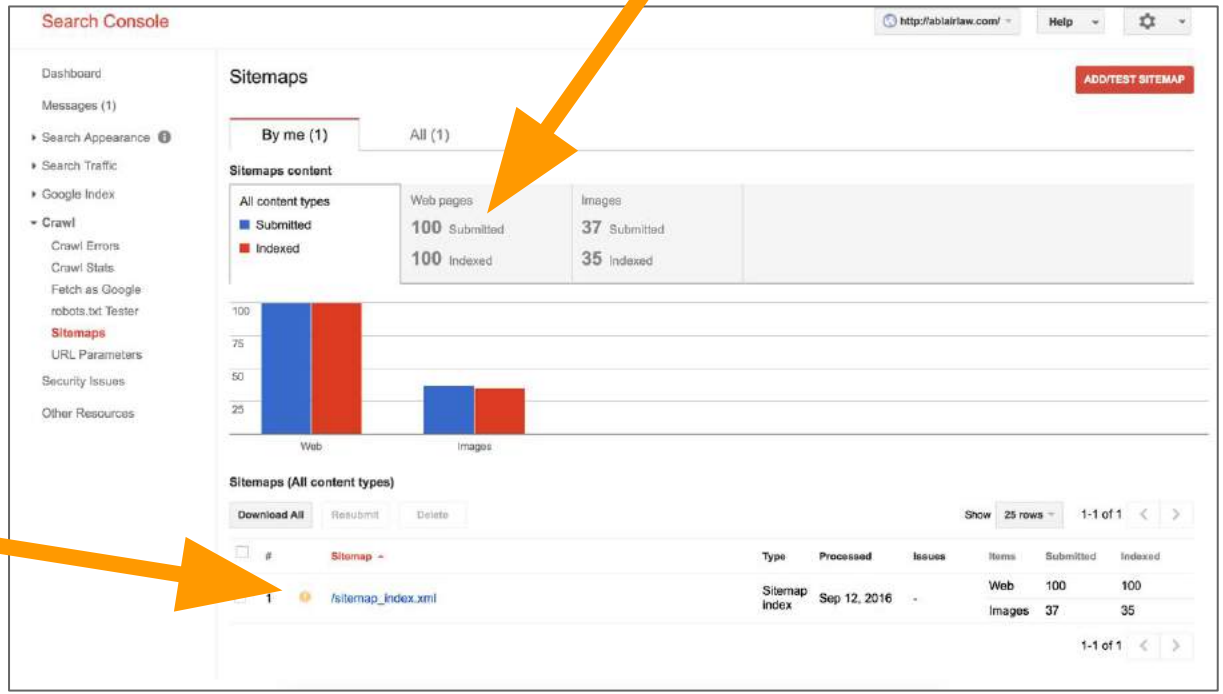
Google

oprietary

Organic

68.Have I submitted my sitemap to Google Search Console?
69.Are there errors?

Bonus: % of pages indexed!



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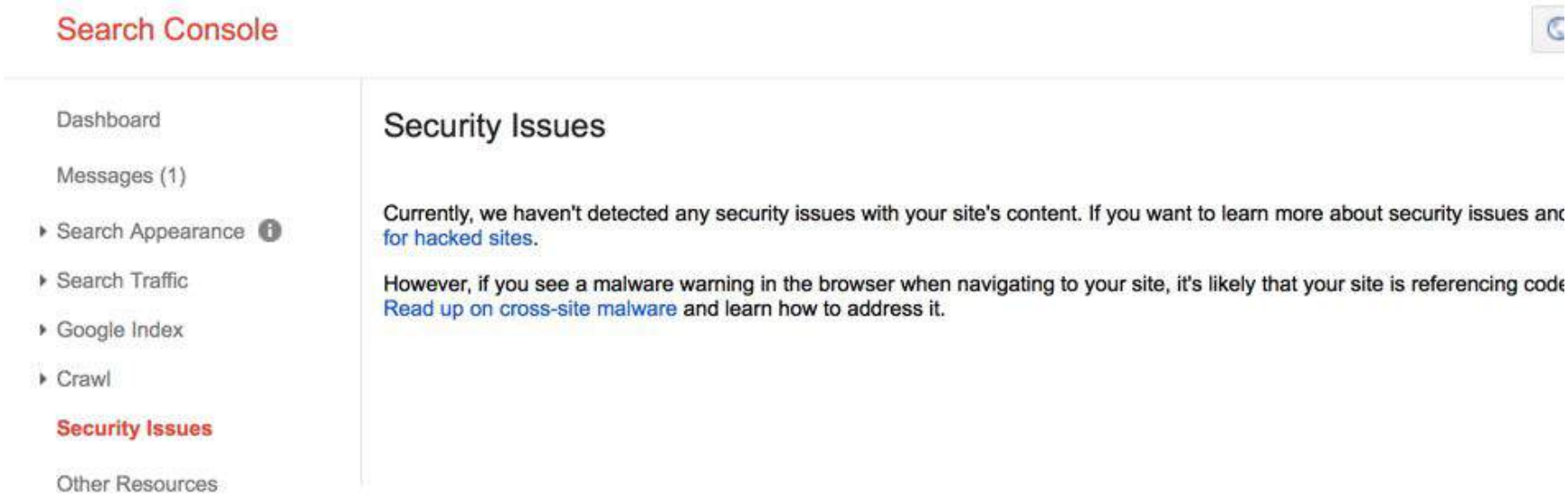
70. Has my site been hacked (as far as Google knows)?



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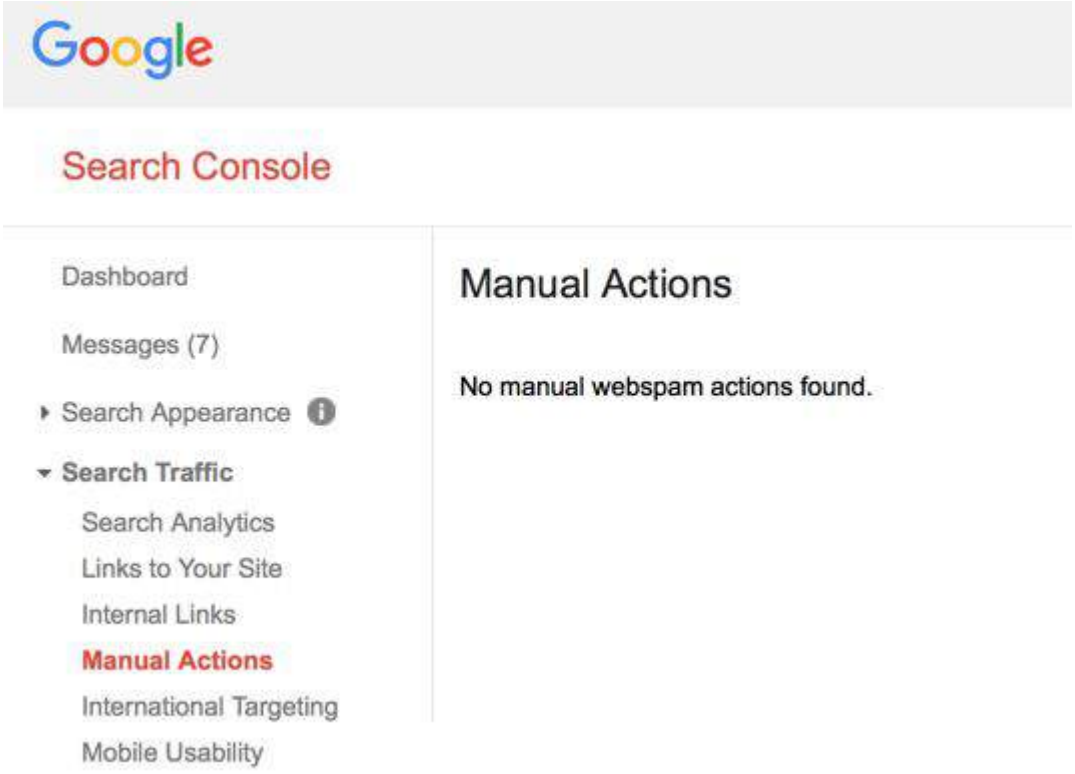
71.Do I have a manual penalty?



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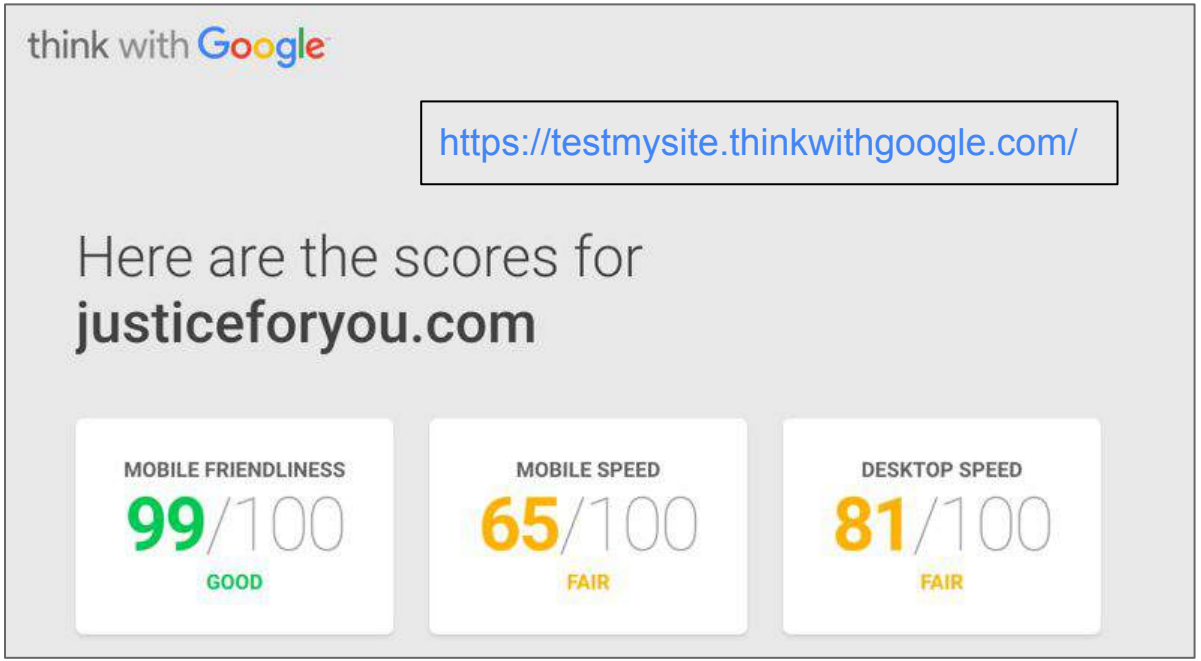
72 & 73. Is my site mobile optimized?

a.Mobile Friendly Score?
b.Mobile Speed Score?
c.Desktop Speed Score?



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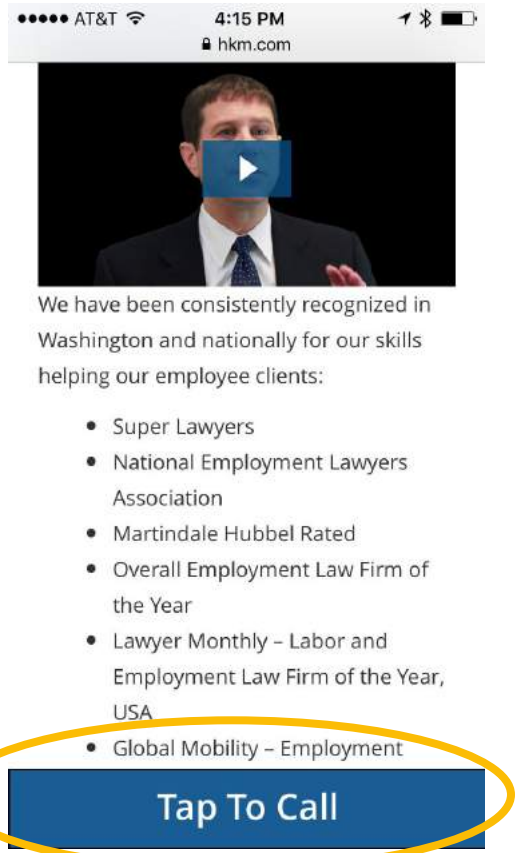
74.Is there a persistent, functional phone number on mobile?



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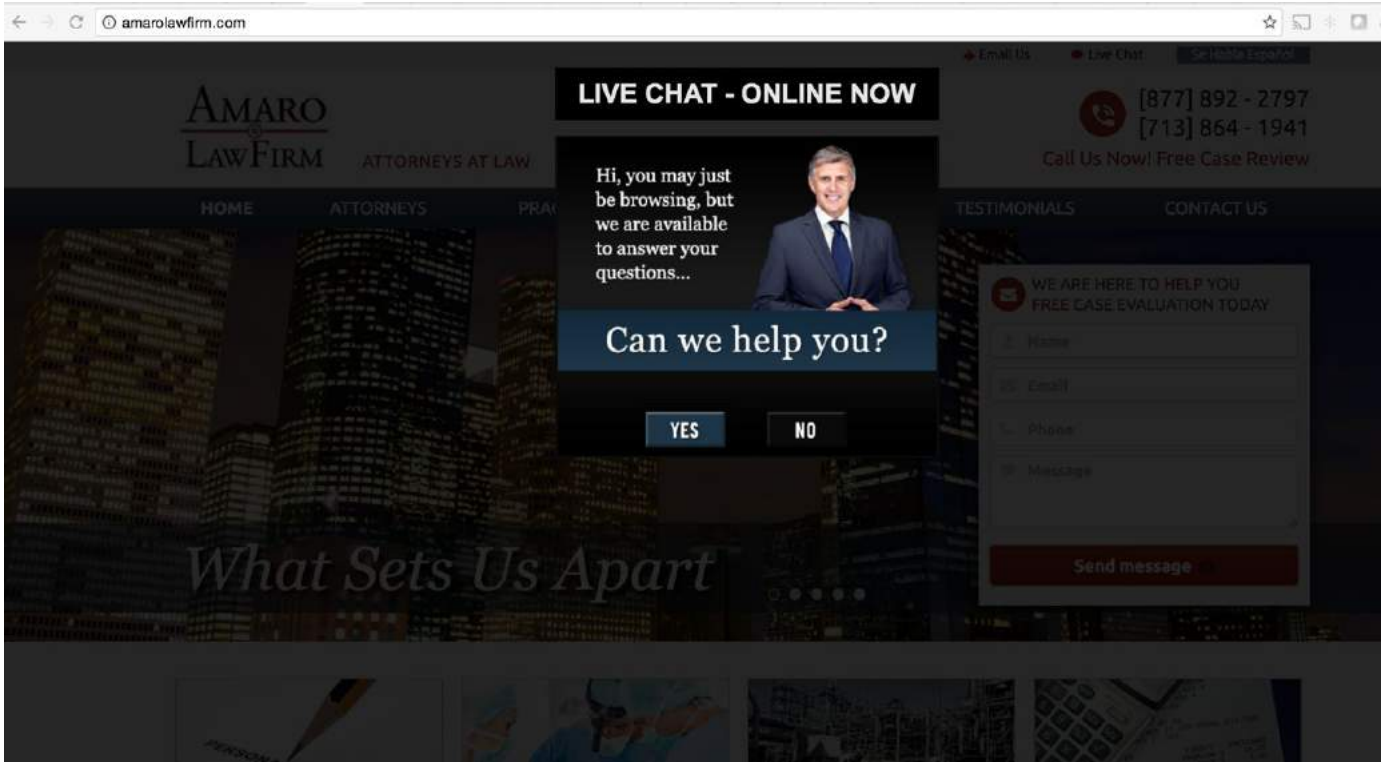
75.Look at your mobile site for 30 seconds. Does chat OBNOXIOUSLY bogart your site?



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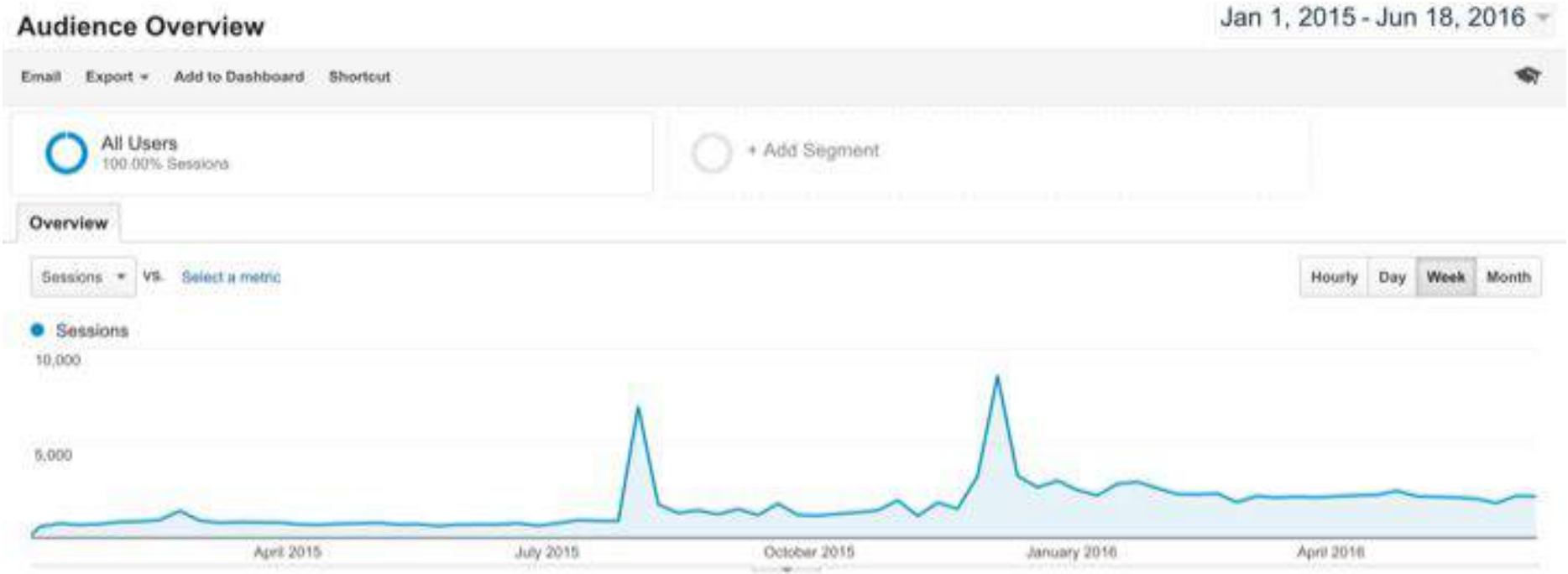
Extra Special Bonus Slide: Linkbuilding



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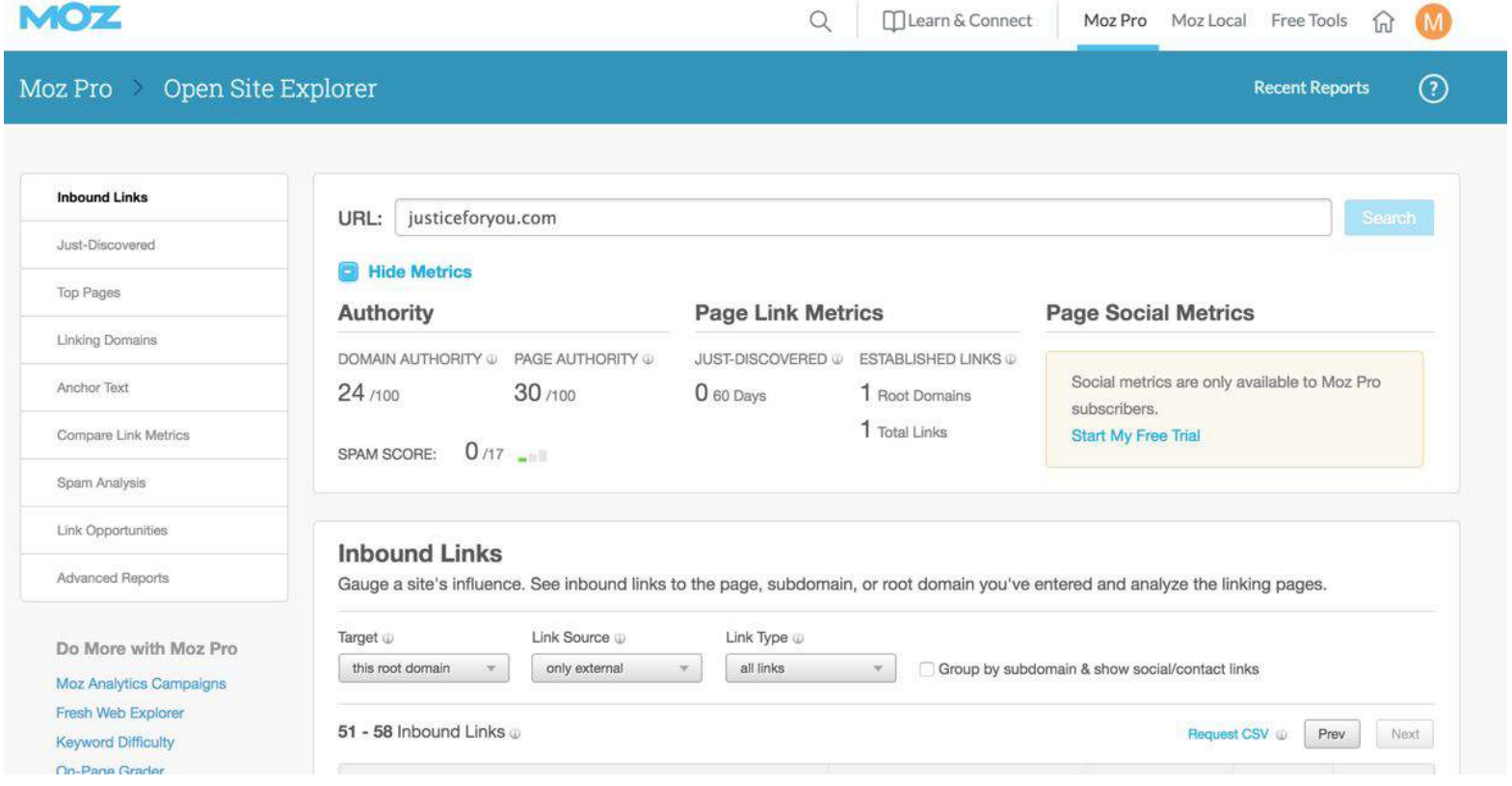
76.How authoritative is my website?

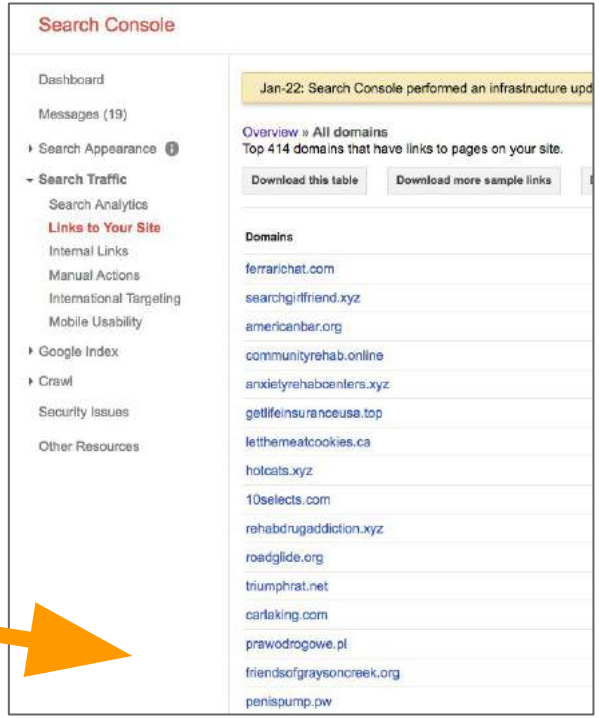
Go to: opensiteexplorer.com



77.Do I have spammy backlinks?

Organic

Penispump.pw?
hmmmmm?



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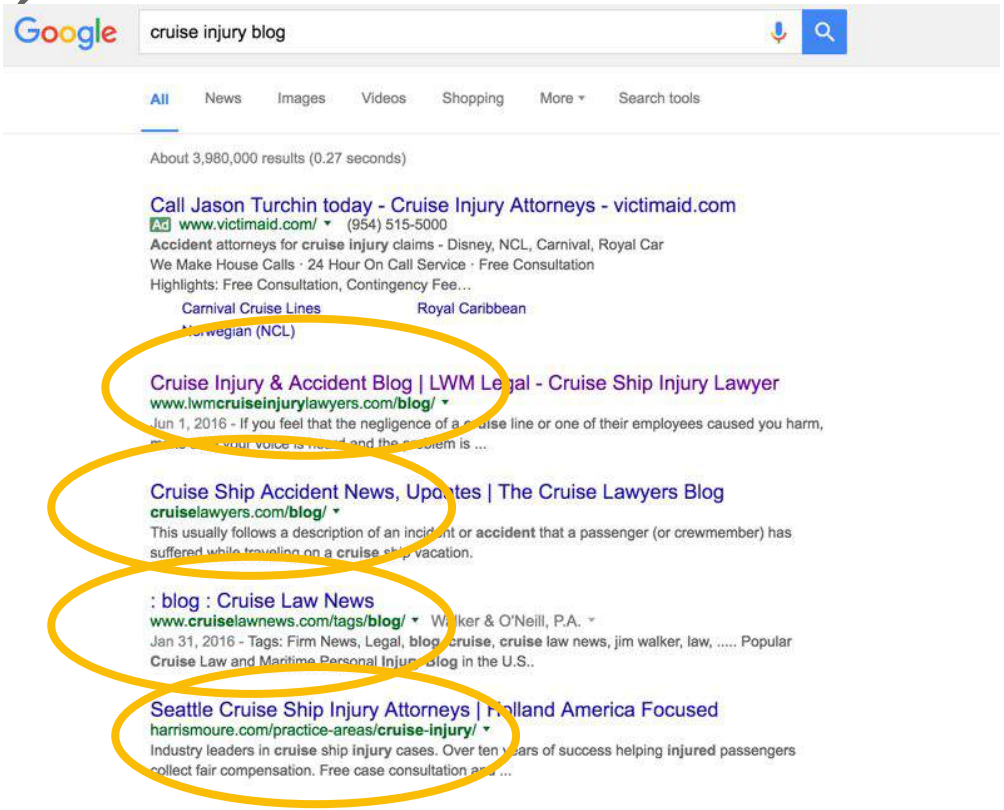
78.Do you have a blog(s) (or other websites) on a different domain?



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79.How much of your budget is spent on linkbuilding?
80.Is your firm integral to linkbuilding projects?

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Search: Local

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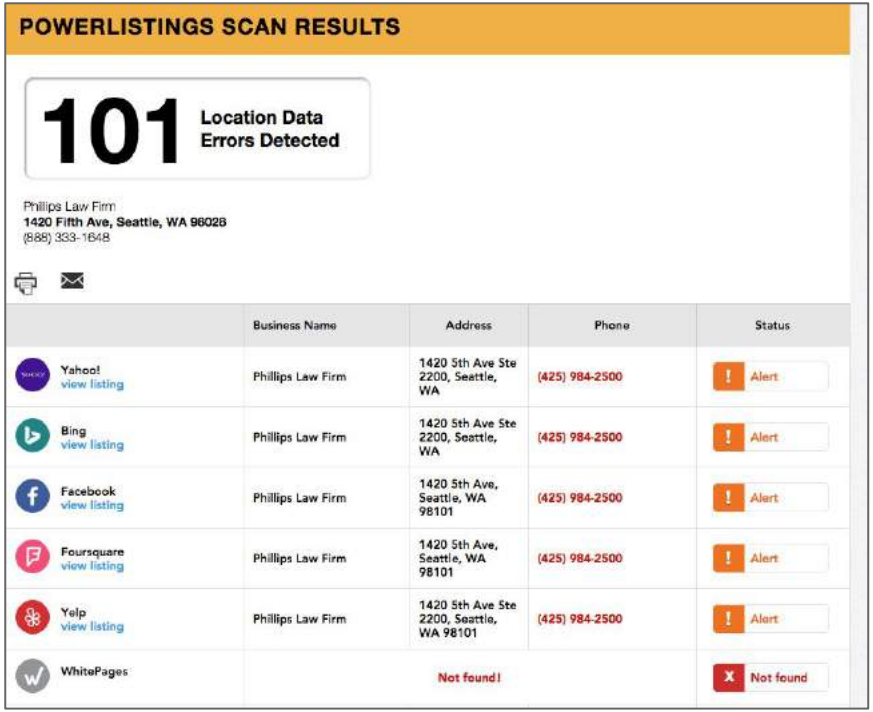
81.How Many Locations/Names/Addresses (i.e. Citations)

(does Google think) I have?



POWERLISTINGS SCAN RESULTS

101 Location Data Errors Detected

Phillips Law Firm
1420 Fifth Ave, Seattle, WA 98028
(888) 333-1648

	Business Name	Address	Phone	Status
Yahoo! view listing	Phillips Law Firm	1420 5th Ave Ste 2200, Seattle, WA	(425) 984-2500	! Alert
Bing view listing	Phillips Law Firm	1420 5th Ave Ste 2200, Seattle, WA	(425) 984-2500	! Alert
Facebook view listing	Phillips Law Firm	1420 5th Ave, Seattle, WA 98101	(425) 984-2500	! Alert
Foursquare view listing	Phillips Law Firm	1420 5th Ave, Seattle, WA 98101	(425) 984-2500	! Alert
Yelp view listing	Phillips Law Firm	1420 5th Ave Ste 2200, Seattle, WA 98101	(425) 984-2500	! Alert
WhitePages	Not found!			X Not found

https://www.optimizelocation.com/partner/mockingbirdmarketing/diagnostic.html

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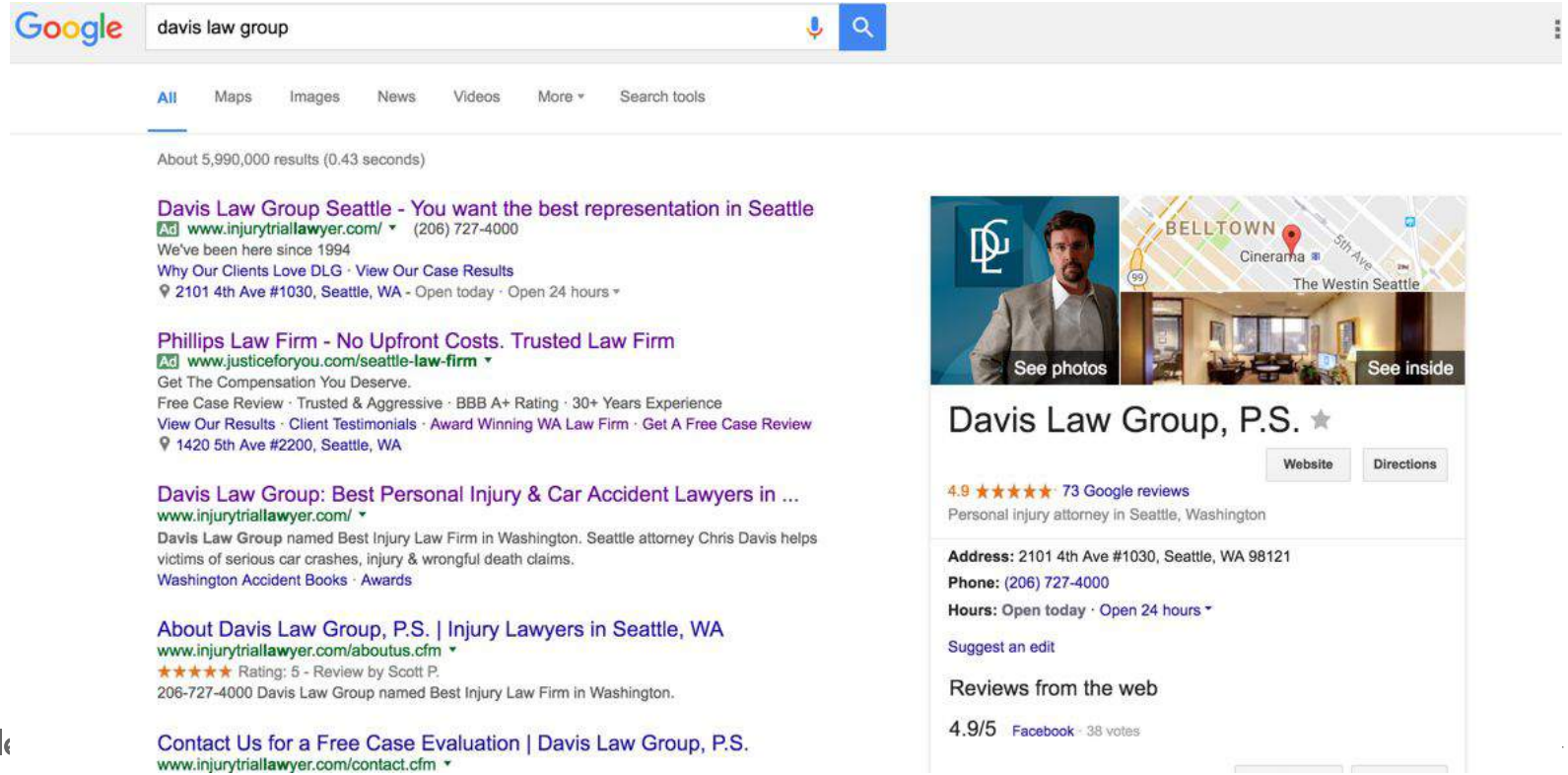
82.Do you show up in the Knowledge graph for your firm name?



Organic

83.How many Google Reviews?

(note - make sure there's an exact NAP match)

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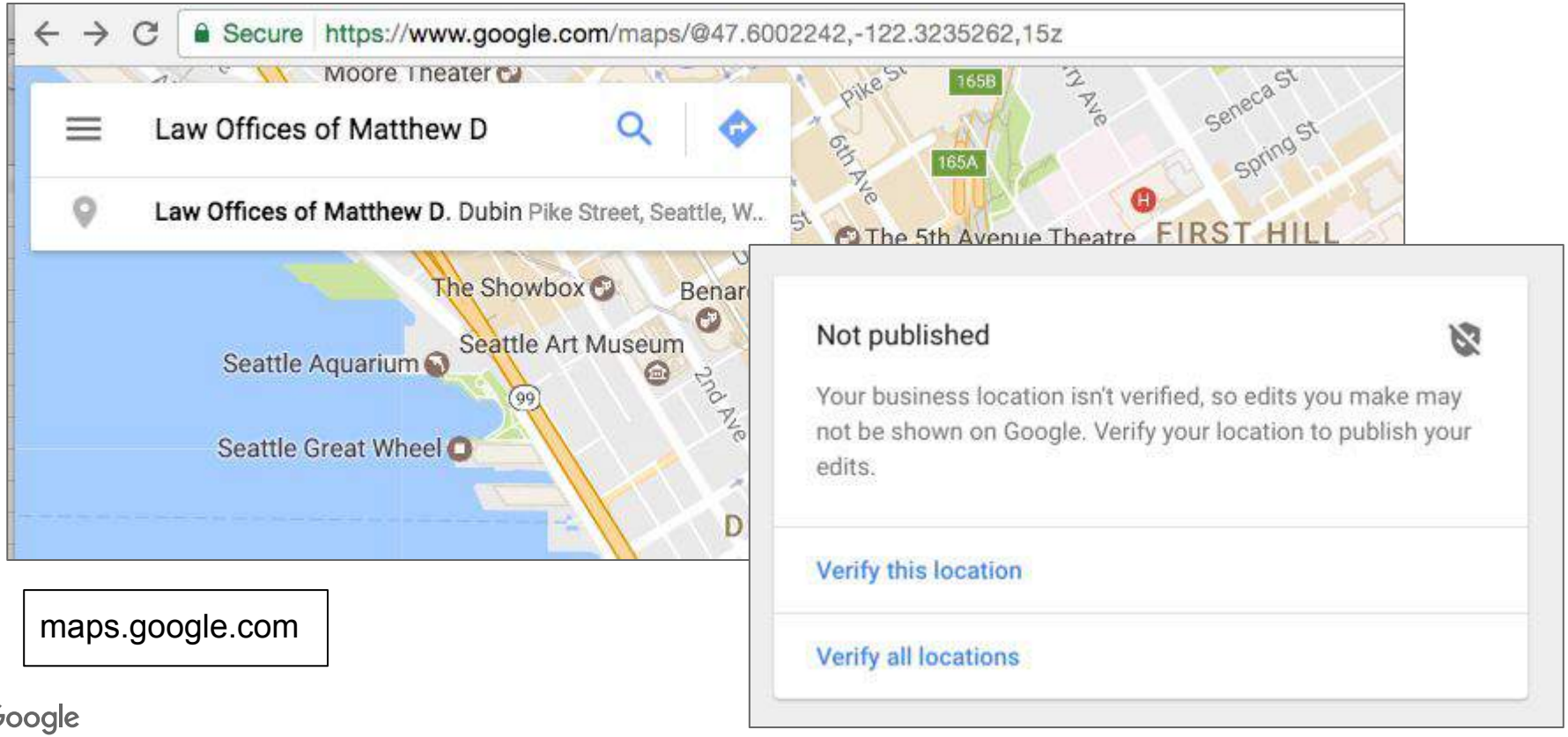
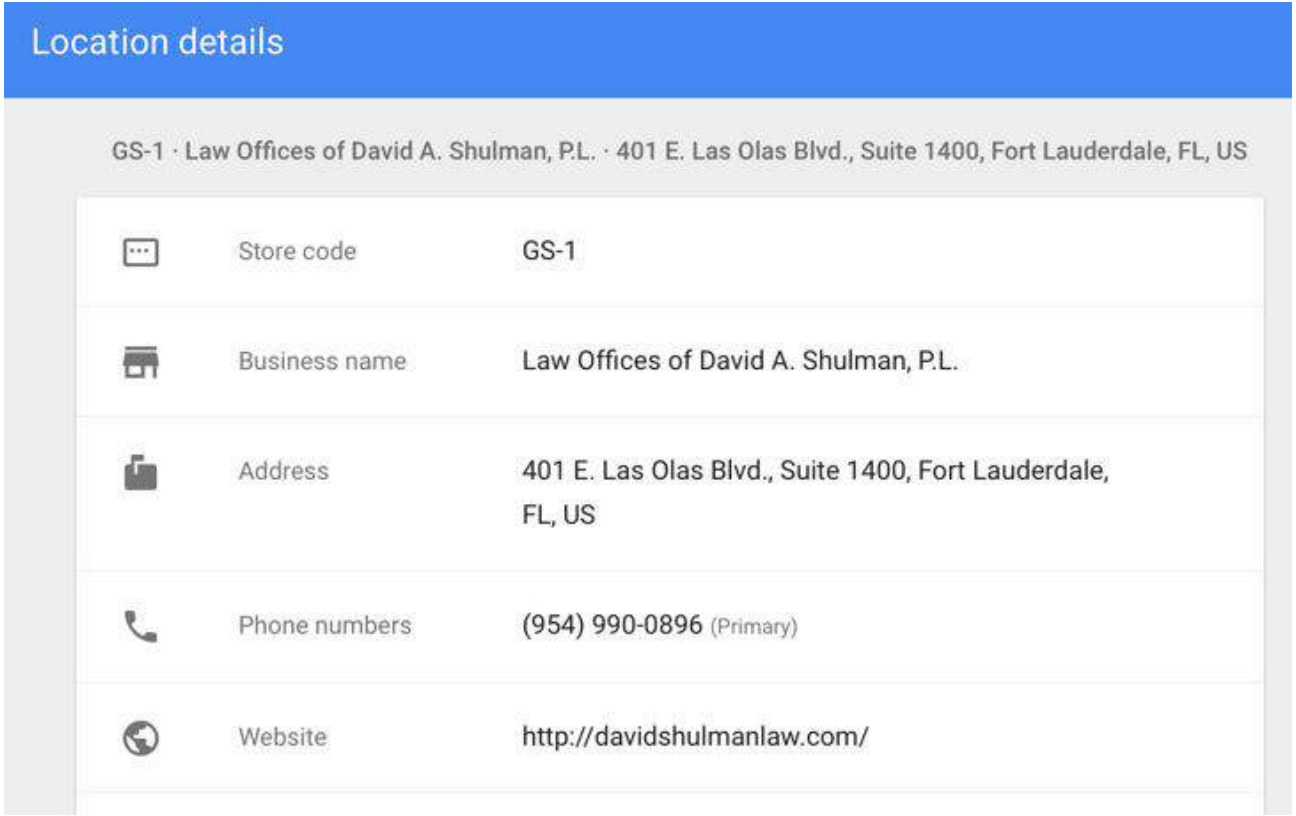
84. Has your Google My Business location been verified?



maps.google.com

Organic

85.Is your Google My Business Listing NAP Accurate?



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86. Do you have appropriate categories in Google My Business?
87. Is your (primary) category really your primary category?

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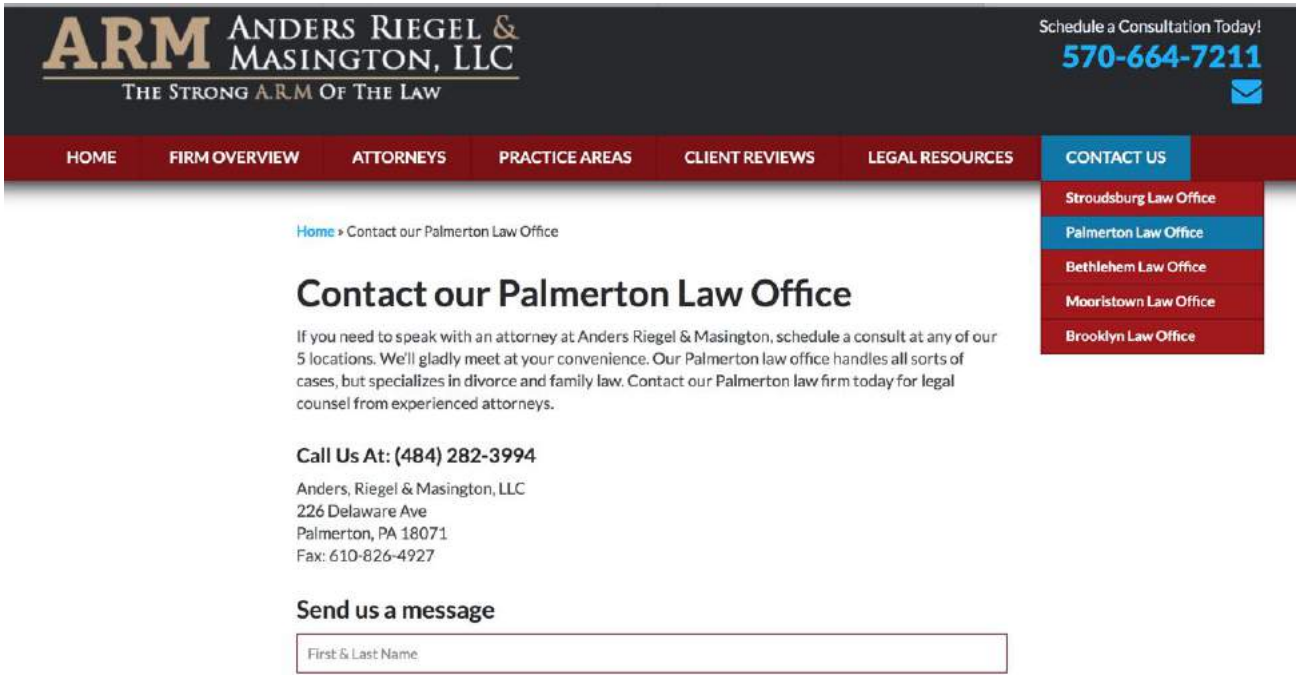
88.If you have multiple locations - does each *Google My Business* listing link to a unique page for each specific location?



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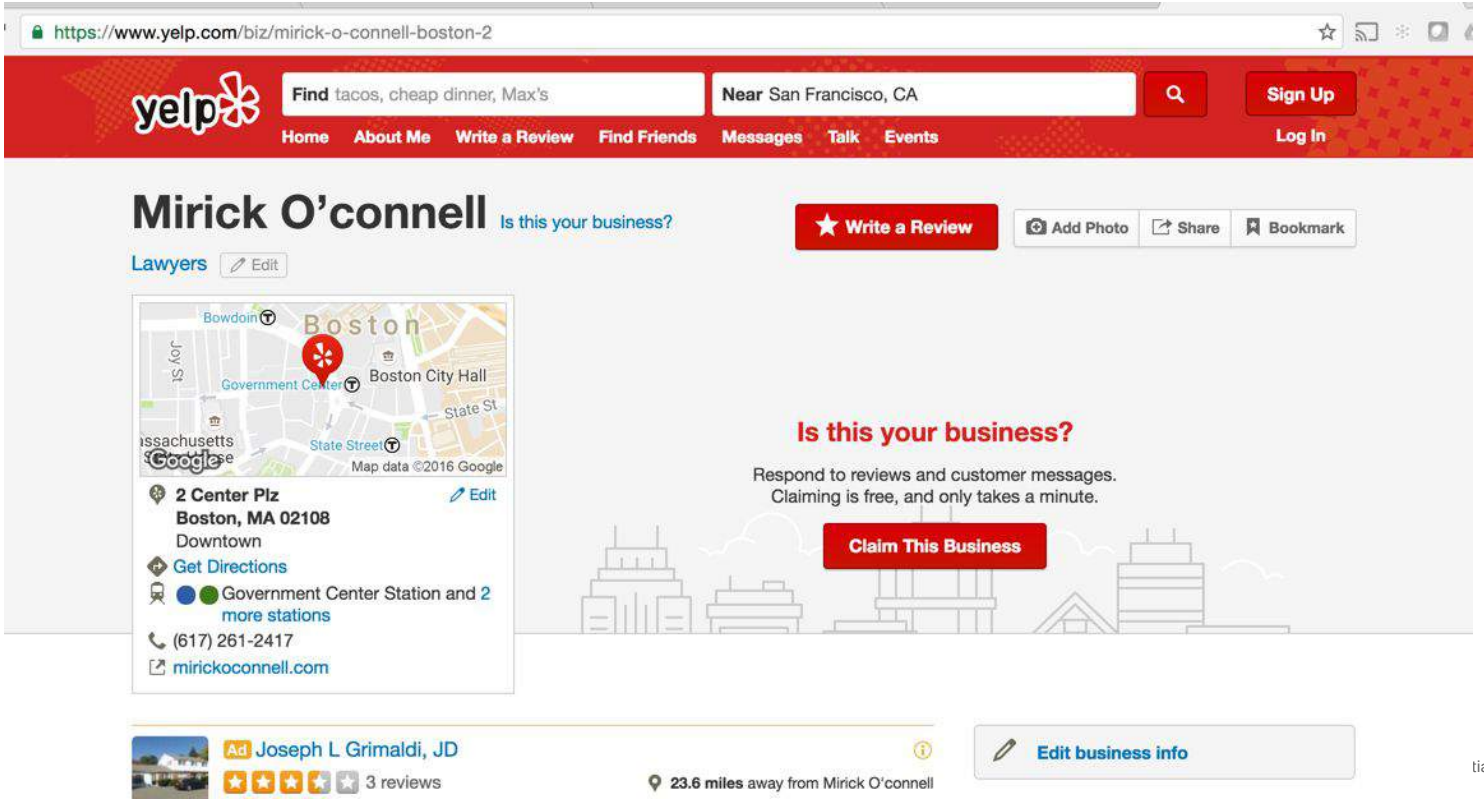
89.How many reviews on Yelp?

(note - make sure there's an exact NAP match)



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90. How many FaceBook reviews?

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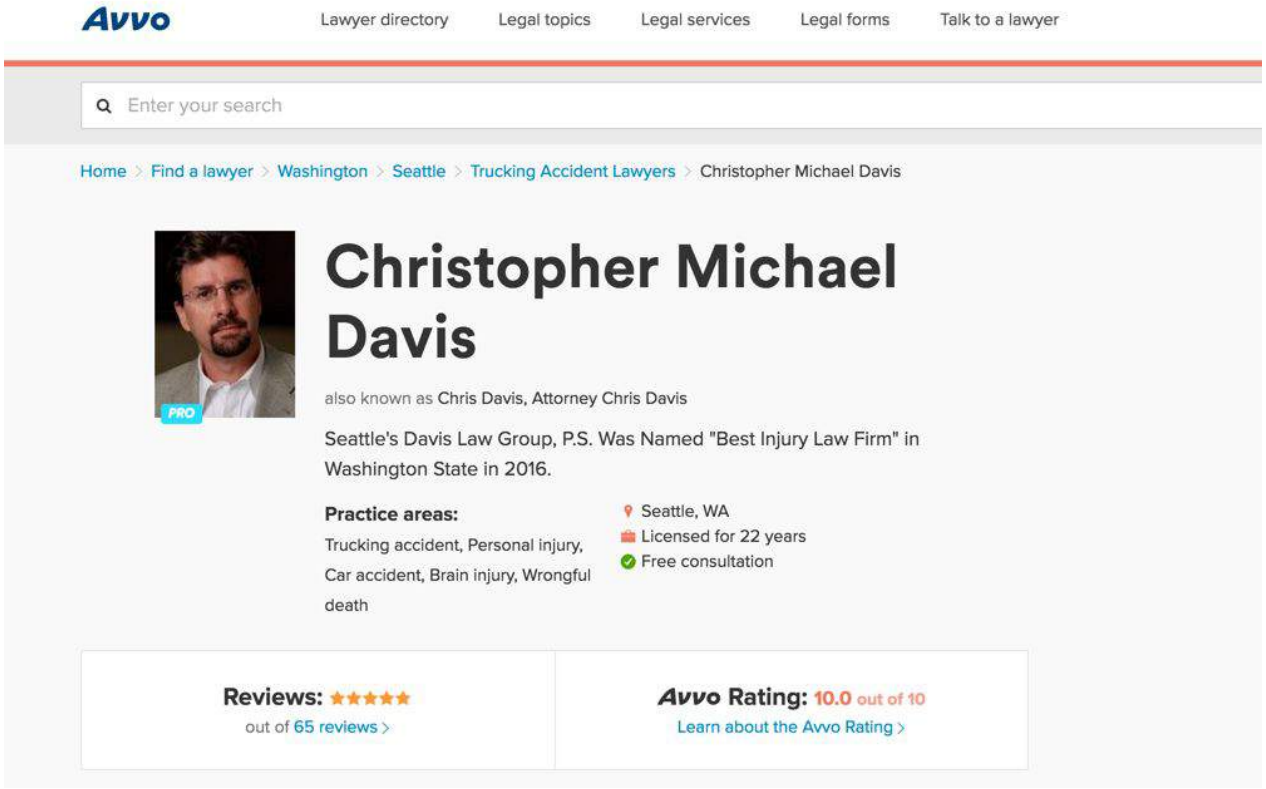
91.How many Avvo reviews?

(note - make sure there's an exact NAP match)



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92.Do you have one **functional** phone number in the header?
93.Is it consistent with your NAP?

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94.Is your NAP in the footer? (and consistent)

Oltarsh & Associates

Immigration Attorneys in New York, our Lawyers have the experience to handle your Immigration case.
494 8th Avenue #174
New York, NY 10001, USA

Contact Information

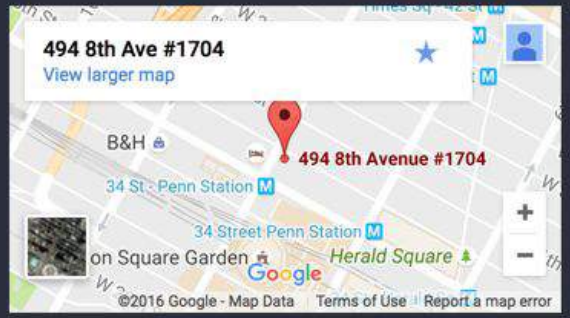
Oltarsh & Associates, P.C.
494 8th Avenue #174
New York, NY 10001, USA

(212) 944-9420

Email Us

Connect With Us

Location



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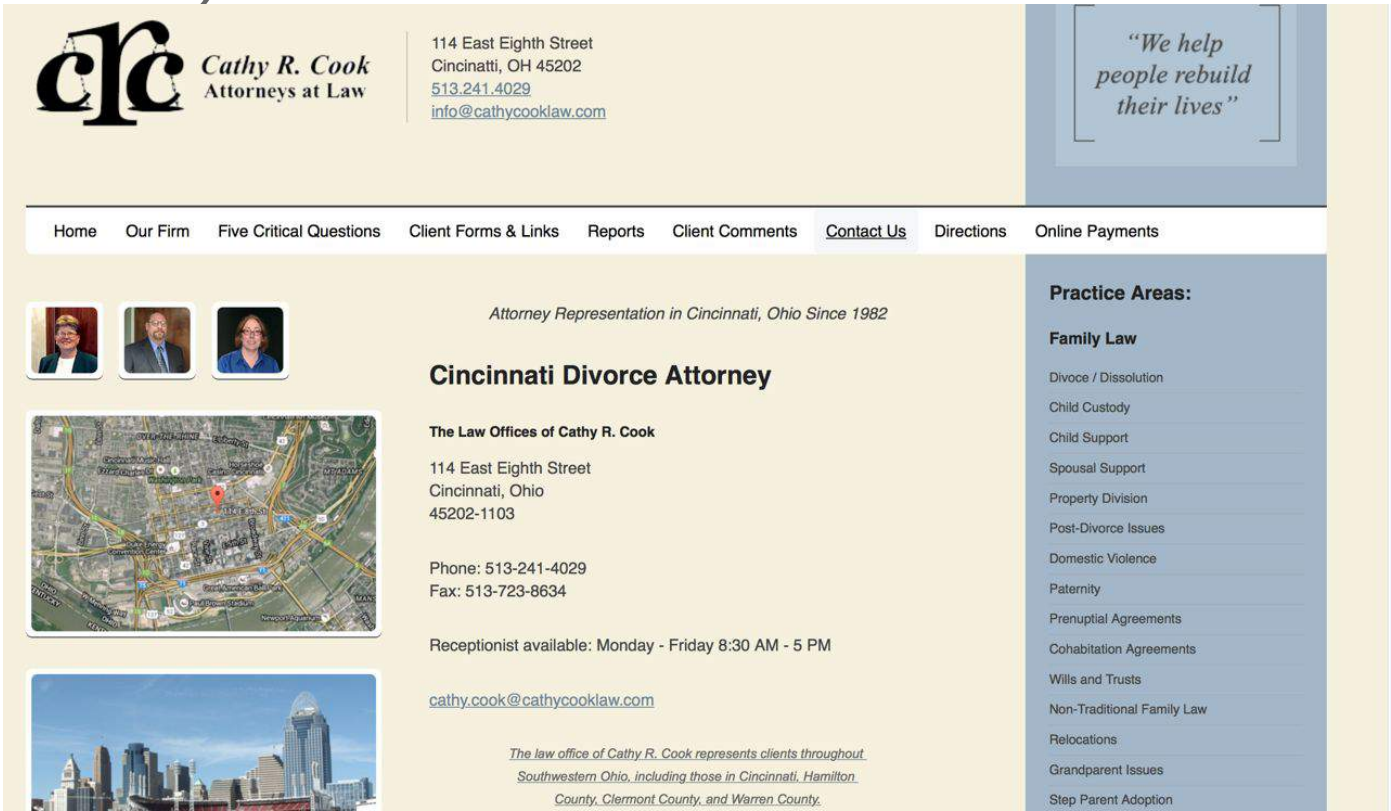
Organic

95.Do you have a specific location page on your site with (accurate) NAP information?



Cathy R. Cook
Attorneys at Law

114 East Eighth Street
Cincinnati, OH 45202
513.241.4029
info@cathycooklaw.com

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The Law Offices of Cathy R. Cook

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Cincinnati, Ohio
45202-1103

Phone: 513-241-4029
Fax: 513-723-8634

Receptionist available: Monday - Friday 8:30 AM - 5 PM

cathy.cook@cathycooklaw.com

The law office of Cathy R. Cook represents clients throughout Southwestern Ohio, including those in Cincinnati, Hamilton County, Clermont County, and Warren County.

Practice Areas:

Family Law

- Divoce / Dissolution
- Child Custody
- Child Support
- Spousal Support
- Property Division
- Post-Divorce Issues
- Domestic Violence
- Paternity
- Prenuptial Agreements
- Cohabitation Agreements
- Wills and Trusts
- Non-Traditional Family Law
- Relocations
- Grandparent Issues
- Step Parent Adoption

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96. Are you faking locations with virtual/fake offices?

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So...Where to go from here?

Desired level of understanding	Desired level of involvement	
Low	Low	Hire an agency
High	Low	Hire an agency
High	High	Do it yourself (if you have the time!)
Low	High	Hire an agency

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Last reminder: be creative!

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Thank You for Attending Legal Connect with Google!

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