

How to Dominate Google – Even if you don't have a website!

by

Kathy Long

Web Developer & Search Engine Optimist, Kat & Mouse

How to Dominate Google – Even if you don't have a website!

First Page Opportunities

1. Paid Ads

The image shows a Google search interface for the query "santa cruz personal injury attorney". The search results are dominated by paid advertisements. A large teal arrow points upwards from the bottom of the search results towards the top of the page, indicating the placement of paid ads. A second teal arrow points from the right side of the search results towards the right edge of the image, highlighting a sidebar of additional ads. The search results include:

- Santa Cruz Injury Attorney** (GeorgeOLaw.com) - Protect Your Rights. Call Our Personal Injury Attorney Today.
- Personal Injury Lawyers** (BohnLaw.com) - Experienced Personal Injury Lawyer San Jose, CA, 408-217-0327
- Personal Injury Attorneys** (www.AlexanderInjury.com) - 30 Years Experience with Millions Recovered. No Fee Until We Win!
- Santa Cruz Personal Injury Attorneys | California Personal Injury Law** (csfslaw.com) - Santa Cruz County's Most Experienced and Largest Personal Injury Law Firm - CARTWRIGHT, SCRUGGS, FULTON & WALTHER - Providing Legal Representation ...
- Santa Cruz Personal Injury Attorney** (landslawfirm.com) - At the Lands Law Firm, personal injury attorneys help his clients recover compensation for serious and...
- Santa Cruz Personal Injury Law** (www.nolo.com) - Find Santa Cruz, CA Personal Injury Law firms and services, trial experience, legal philosophy, speciality focus...
- Places for personal injury attorney** (Santa Cruz, CA) - A list of local law firms with addresses and phone numbers.

On the right side, a map shows several red location pins in the Santa Cruz area. Below the map, a sidebar contains more ads:

- Monterey Bay Injury Law** (roimlawyers.net) - Workers' Comp., Disability, Wrongful Death & Accidents. Call Us Today!
- Los Altos Injury Attorney** (www.FMayoLaw.com) - Our Personal Injury Attorney will Promptly Respond to Your Concerns.
- Top Injury Lawyer 32 yrs** (www.InjuryAttorney-SanJose.com) - Serious Injuries and Wrongful Death Millions Recovered 408-448-4444
- Hollister Injury Lawyer** (MLawFirm.org) - Do You Need A Personal Injury Attorney? Request An Appt Online.
- Accident Attorney** (SShallman.com) - Free Initial Consult With Accident Injury Attorney. Call Offices Now!
- Local Accident Attorneys** (www.InjuryHelpLineAttorney.com) - Injured from an Accident? Talk to a Local Injury Attorney for Free.
- Personal Injury Attorneys**

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First Page Opportunities

1. Paid Ads

2. Google Places

The image shows a Google search interface for the query "santa cruz personal injury attorney". The search results page includes several organic listings, a map on the right side showing local locations, and a "Places" section at the bottom. A large red arrow points from the top of the search results down to the "Places" section, highlighting the importance of local listings. The "Places" section lists several law firms with their addresses, phone numbers, and review counts.

Business Name	Address	Phone Number	Reviews
Santa Cruz Personal Injury Attorney, Brad D. Wiles	518 Ocean St # B, Santa Cruz	(831) 426-3140	1 review
Mary E. Conn & Associates - San Jose Criminal Lawyer	55 River Street, # 100, Santa Cruz	(831) 471-7103	2 reviews
Lands Law Firm	1414 Soquel Ave # 209, Santa Cruz	(831) 423-9393	1 review
Law Office of George J. Gisarjan	108 Locust Street, Suite 13, Santa Cruz	(831) 429-1440	0 reviews
Donald M. Kelly Law Offices	411 Cedar Street, Santa Cruz	(831) 429-1009	0 reviews
Damon Richard E. Attorney At Law	125 Water St, Santa Cruz	(831) 429-9752	0 reviews
Carterright, Harold Attorney at Law	340 Soquel Ave, Suite 215, Santa Cruz	(831) 457-1700	0 reviews

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First Page Opportunities

1. Paid Ads

2. Google Places

3. Organic Listings

The screenshot shows a Google search for "santa cruz personal injury attorney". The search results are categorized into Ads, Organic Listings, and Places. A green box highlights the top organic listing: "Santa Cruz Personal Injury Attorneys | California Personal Injury Law". A green arrow points to the "Places for personal injury attorney near Santa Cruz, CA" section, which lists several law firms with their addresses and phone numbers.

Google santa cruz personal injury attorney X Search Intent is on ▾
About 185,000 results (0.26 seconds) Advanced search

Ads

- Santa Cruz Injury Attorney**
GeorgeGLaw.com Protect Your Rights. Call Our Personal Injury Attorney Today.
- Personal Injury Lawyers**
BohnLaw.com Experienced Personal Injury Lawyer San Jose, CA, 408-217-0327
- Personal Injury Attorneys**
www.AlexanderInjury.com 30 Years Experience with Millions Recovered. No Fee Until We Win!

Organic Listings

- Santa Cruz Personal Injury Attorneys | California Personal Injury Law**
Santa Cruz County's Most Experienced and Largest Personal Injury Law Firm - CARTWRIGHT, SCRUGGS, FULTON & WALTHER - Providing Legal Representation ...
csfelaw.com/ - Cached - Similar
PA: 19 2 Lks / PRO ONLY RDs DA: 21 PRO ONLY Lks / PRO ONLY RDs Explore
- Santa Cruz Personal Injury Attorney | Watsonville Car Accidents**
At the Lands Law Firm, personal injury attorney Christopher A. Lands helps his clients recover compensation for serious and catastrophic injuries from car ...
landslawfirm.com/ - Cached - Similar
PA: 17 4 Lks / PRO ONLY RDs DA: 13 PRO ONLY Lks / PRO ONLY RDs Explore
- Santa Cruz Personal Injury Lawyers - Santa Cruz California**
Find Santa Cruz, CA Personal Injury Lawyers. Compare legal fees and services, trial experience, legal philosophy, specialty focus and more.
www.nolo.com/.../browsebyresults.do?...Personal%20Injury...Santa%20Cruz... - Cached - Similar
PA: 1 0 Lks / PRO ONLY RDs DA: 83 PRO ONLY Lks / PRO ONLY RDs Explore

Places for personal injury attorney near Santa Cruz, CA

- Santa Cruz Personal Injury Attorney, Bohn Law**
www.wiloinjurylaw.com - 518 Ocean St, Santa Cruz, CA 95060 - (831) 426-3140
- Mary E. Conn & Associates - San Jose**
www.santa-cruz-law.com - 55 River St, San Jose, CA 95131 - (831) 471-7103
- Lands Law Firm**
landslawfirm.com - 1414 S. Bascom Ave, Santa Cruz, CA 95060 - (831) 429-3993
- Law Office of George**
www.georgeglaw.com - 108 Locust St, Santa Cruz, CA 95060 - (831) 429-1440
- Donald M Kelly Law Offices**
www.donaldmkelly.com - 411 Cedar St, Santa Cruz, CA 95060 - (831) 429-1009
- Damon Richard E. Attorney At Law**
richarddamon.com - 125 Water St, Santa Cruz, CA 95060 - (831) 429-752
- Carterport, Harold Attorney at Law**
www.csfelaw.com - 340 Soquel Ave, Santa Cruz, CA 95060 - (831) 457-1700

Places

- Monterey Bay Injury Law**
Workers' Comp, Disability, Wrongful Death & Accidents. Call Us Today!
romlawyers.net
Monterey-Salinas, CA
- Los Altos Injury Attorney**
Our Personal Injury Attorney will Promptly Respond to Your Concerns.
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- Hollister Injury Lawyer**
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MLawFirm.org
Monterey-Salinas, CA
- Accident Attorney**
Free Initial Consult With Accident Injury Attorney. Call Offices Now!
SShaffman.com
Monterey-Salinas, CA
- Local Accident Attorneys**
Injured from an Accident? Talk to a Local Injury Attorney for Free.
www.injuryhelplineattorney.com
Monterey-Salinas, CA
- Personal Injury Attorneys**
Free Consult. No Obligation. No Fee Until We Win!

How to Dominate Google – Even if you don't have a website!

Where is the best place to be?

1. Paid Ads?
2. Google Places?
3. Organic Listings?

The screenshot shows a Google search for "santa cruz personal injury attorney". The search results are divided into several sections:

- Ads:** Several paid advertisements for personal injury attorneys, including "Santa Cruz Injury Attorney" by GeorgeGLaw.com, "Personal Injury Lawyers" by BohnLaw.com, and "Personal Injury Attorneys" by www.AlexanderInjury.com.
- Organic Listings:** Organic search results for "Santa Cruz Personal Injury Attorneys" and "Santa Cruz Personal Injury Attorney | Watsonville CA".
- Places for personal injury attorney near Santa Cruz, CA:** A list of local businesses with their addresses and phone numbers, including "Santa Cruz Personal Injury Attorney, Brad D. ...", "Mary E. Conn & Associates - San Jose Criminal Lawyers", "Lands Law Firm", "Law Office of George J. Gasarian", "Donald M. Kelly Law Offices", "Damon Robert E. Attorney At Law", and "Carterright, Harold Attorney at Law".
- Map:** A map showing the location of the search results in Santa Cruz, CA.
- Additional Ads:** More ads on the right side, including "Monterey Bay Injury Law", "Los Altos Injury Attorney", "Top Injury Lawyer 32 yrs", "Hollister Injury Lawyer", "Accident Attorney", "Local Accident Attorneys", and "Personal Injury Attorneys".

How to Dominate Google – Even if you don't have a website!

Where is the
best place
to be?

Answer:

Organic
Listings

The screenshot shows a Google search for "santa cruz personal injury attorney". The search results are dominated by organic listings, with a green box highlighting the top three results. A green arrow points to the "Places for personal injury attorney near Santa Cruz, CA" section, which lists several law firms with their addresses and phone numbers. A map on the right side of the page shows the location of Santa Cruz, CA, with several red pins indicating the locations of the law firms listed in the organic results.

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santa cruz personal injury attorney
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landslawfirm.com/ - Cached - Similar
PA: 17 4 Lks / PRO ONLY Rds DA: 13 PRO ONLY Lks / PRO ONLY Rds Explore

Santa Cruz Personal Injury Lawyers - Santa Cruz California
Find Santa Cruz, CA Personal Injury Lawyers. Compare legal fees and services, trial experience, legal philosophy, speciality focus and more.
www.nolo.com/.../browsebyresults.do?...Personal%20Injury...Santa%20Cruz... - Cached - Similar
PA: 1 0 Lks / PRO ONLY Rds DA: 83 PRO ONLY Lks / PRO ONLY Rds Explore

Places for personal injury attorney near Santa Cruz, CA

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www.wiloinjurylaw.com - 518 Ocean St, Santa Cruz, CA (831) 426-3140
- Mary E. Conn & Associates - San Jose**
www.santa-cruz-law.com - 55 R... (831) 471-7103
- Lands Law Firm**
landslawfirm.com - 1414 S... (831) 429-3993
- Law Office of George...**
www.georgeglaw.com - 108 Locust St, Santa Cruz, CA (831) 429-1440
- Donald M. Kelly Law Offices**
www.donaldmkelly.com - 4111 Cedar St, Santa Cruz, CA (831) 429-1009
- Damon Richard E. Attorney At Law**
richarddamon.com - 125 Water St, Santa Cruz, CA (831) 429-7752
- Carterops, Harold Attorney at Law**
www.csfelaw.com - 340 Soquel Ave, Santa Cruz, CA (831) 457-1700

More results near Santa Cruz, CA »

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Monterey-Salinas, CA

Los Altos Injury Attorney
Our Personal Injury Attorney will Promptly Respond to Your Concerns.
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Monterey-Salinas, CA

Accident Attorney
Free Initial Consult With Accident Injury Attorney. Call Offices Now!
SShaffman.com
Monterey-Salinas, CA

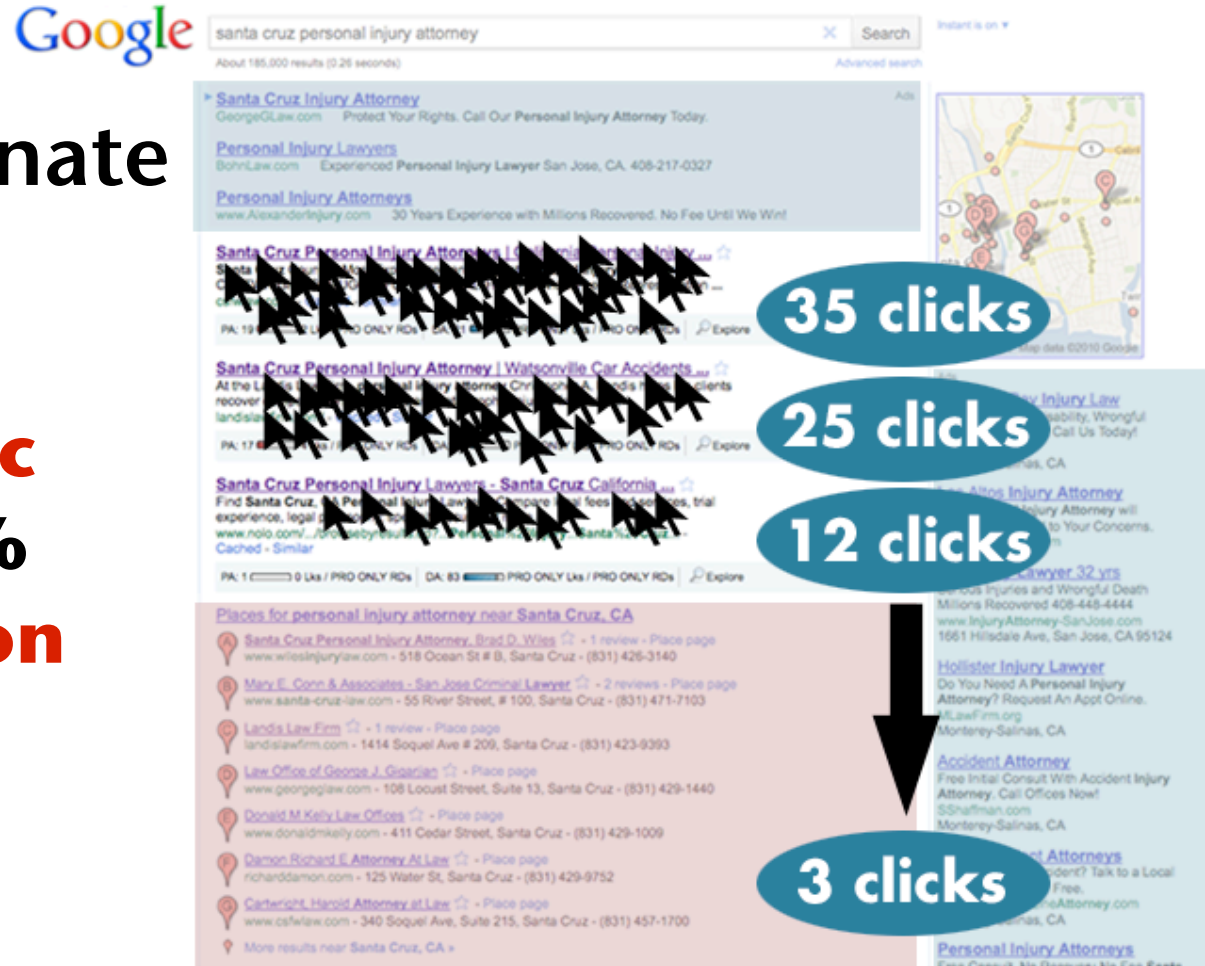
Local Accident Attorneys
Injured from an Accident? Talk to a Local Injury Attorney for Free.
www.InjuryHotLineAttorney.com
Monterey-Salinas, CA

Personal Injury Attorneys
Free Consult. No Document Fee. Free

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#1 Way to Dominate
– Organic listings

Number 1 organic
position gets **35%**
of **ALL** the clicks on
the page!



How to Dominate Google – Even if you don't have a website!

#1 Way to Dominate
– Organic listings

Only 2-5% click
on the PPC ads!

From Marketing Sherpa and Forester Research & Chitika



The screenshot shows a Google search for "santa cruz personal injury attorney". The search results are divided into organic listings and a "Places" section. Annotations indicate the number of clicks for each type of listing:

- ONLY 2 clicks!**: A red arrow points to the top organic listing: "Santa Cruz Injury Attorney" from GeorgeGLaw.com.
- 35 clicks**: A blue oval points to the second organic listing: "Personal Injury Lawyers" from Bohrlaw.com.
- 25 clicks**: A blue oval points to the third organic listing: "Personal Injury Attorneys" from www.AlexanderInjury.com.
- 12 clicks**: A blue oval points to the fourth organic listing: "Santa Cruz Personal Injury Attorneys | Watsonville Car Accidents" from landislaw.com.
- 3 clicks**: A blue oval points to the first listing in the "Places" section: "Santa Cruz Personal Injury Attorney, Brad D. Wiles" from www.wilesinjurylaw.com.

Black arrows point to the organic listings, and a large black arrow points down from the "Places" section towards the "3 clicks" annotation.

How to Dominate Google – Even if you don't have a website!

So where are you?

Surveys show that 92.5% of adults said they research products online before buying them in a store.

If you aren't visible, your competitors certainly are.

So...

Where, oh where is...?



Can your site be **found** in the
Search Engines?

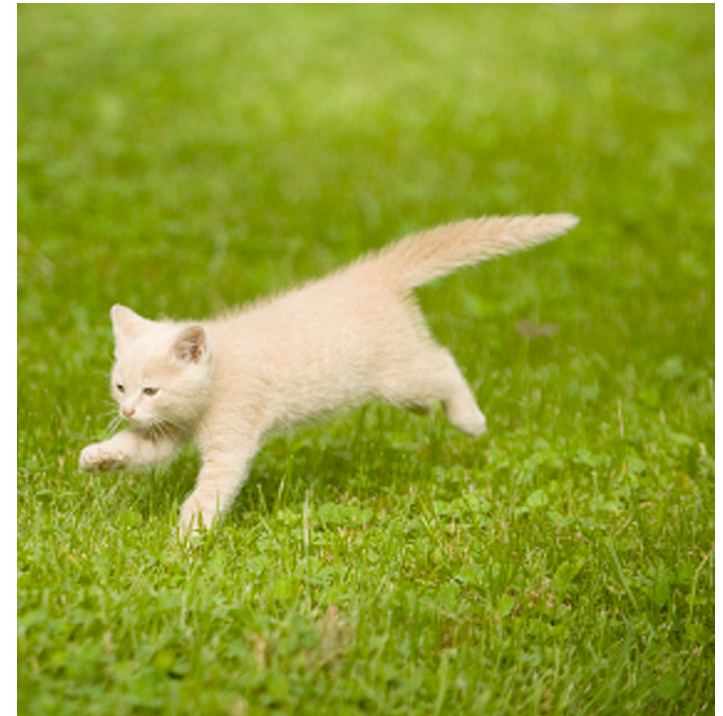
If not, your online business may be
doomed.

How to Dominate Google – Even if you don't have a website!

**It's time to let the
cat out of the bag!**

**How DO you
dominate Google?**

We'll start with the organic listings.
Search on "La Jolla house painter" for the answer.



How to Dominate Google – Even if you don't have a website!

Lajollahousepainter.com
WEBSITE

Organic Listing Opportunities

#1. Your website



How to Dominate Google – Even if you don't have a website!

Organic Listing Opportunities

- #1. Your website
- #2. Videos

The image shows a Google search interface for the query "la jolla house painter". The search results are filtered to show "Videos". Several video results are highlighted with green boxes and green arrows pointing from the text on the left. A green callout box in the upper right corner contains the text "VIDEOS" and "Lajollahousepainter.com".

VIDEOS
Lajollahousepainter.com

Google la jolla house painter
About 70,400 results (0.11 seconds)

Everything
Videos
More

More search tools

La Jolla House Painter - Choose the Best House Painter in La Jolla
Get Your FREE La Jolla House Painting Guide Instantly! ... What Questions You Should Ask Before Hiring a La Jolla House Painter, Top Things to ...
www.lajollahousepainter.com/ - Cached

YouTube - La Jolla House Painter Tips on Finding the Best Painter ...
Apr 14, 2010 ... http://www.LaJollaHousePainter.com Find out how to pick the right house painter in La Jolla or anywhere! Don't get ripped off by house ...
www.youtube.com/watch?v=rH6NS-10Ed4 - Cached

video La Jolla House Painters - la jolla house painters, la jolla ...
Apr 17, 2010 ... video La Jolla House Painters - http://www.LaJollaHousePainter.com Discover how to choose the best painter for your house in La Jolla.
www.kewego.com/Video/LyROoafvpmr.html - Cached

VIDEOS for la jolla house painter

	La Jolla House Painter 31 sec - Apr 14, 2010 www.dailymotion.com		La Jolla House Painter 30 sec - Apr 16, 2010 www.dailymotion.com
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La Jolla House Painter | Main Street Marketing Machines Blog
Tag Archives: La Jolla House Painter ... page of Google for the keyword phrase "La Jolla House Painter" have been secured using the push button methods that ...
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La Jolla House Painter: GoArticles.com
La Jolla House Painter by http://www.LaJollaHousePainter.com, in Advertising (submitted 2010-04-20). Knowledge a Painter Should Have: If you do not have ...

Viddler.com - La Jolla House Painter - Uploaded by digitalcafe
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Organic Listing Opportunities

- #1. Your website
- #2. Videos
- #3. Podcasts



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PODCAST
Lajollahousepainter.com

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Organic Listing Opportunities

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- #3. Podcasts
- #4. Articles



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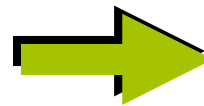
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ARTICLE
Lajollahousepainter.com

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- #2. Videos
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- #5. Microsite



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MICROSITE
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- #6. Blogs



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All results Page previews More search tools

La Jolla House Painter - Choose the Best House Painter in La Jolla
Get Your FREE La Jolla House Painting Guide Instantly! ... What Questions You Should Ask Before Hiring a La Jolla House Painter, Top Things to Look For in a ...
www.lajollahousepainter.com/ - Cached

YouTube - La Jolla House Painter
Apr 14, 2010 ... http://www.LaJollaHousePainter.com/ - Finding the Best Painter
www.youtube.com/watch?v=rH6NS-10E...

video La Jolla House Painters
Apr 17, 2010 ... video La Jolla House Painter
Discover how to choose the best painter
www.kewego.com/Video/LyROoafvpmr...

VIDEOS for la jolla house painter
La Jolla House Painter
31 sec - Apr 14, 2010
www.dailymotion.com

La Jolla House Painter | Main Street Marketing Machines Blog
Tag Archives: La Jolla House Painter ... page of Google for the keyword phrase "La Jolla House Painter" have been secured using the push button methods that ...
www.mainstreetmarketingblog.com/tag/la-jolla-house-painter - Cached

<![CDATA[La Jolla House Painter]]> on PodcastAlley.com -- The ...
Apr 15, 2010 ... [CDATA[http://www.LaJollaHousePainter.com Find out how to pick the right house painter in La Jolla or anywhere! ...
www.podcastalley.com/nodcast_details.php?nod_id=95452 - Cached

La Jolla House Painter: GoArticles.com
La Jolla House Painter by http://www.LaJollaHousePainter.com, in Advertising (submitted 2010-04-20). Knowledge a Painter Should Have: If you do not have ...
www.goarticles.com/cgi-bin/showa.cgi?C=2806112 - Cached

Viddler.com - La Jolla House Painter - Uploaded by digitalcafe
Apr 22, 2010 ... La Jolla house painter. Click on the link to get a FREE House ... house · jol · la · painter · painters · painting ...
www.viddler.com/explore/digitalcafe/Videos/31/ - Cached

La Jolla House Painter - Choose the Best House Painter in La Jolla
Get Your FREE La Jolla House Painting Guide Instantly! ... What Questions You Should Ask Before Hiring a La Jolla House Painter ...
www.siteproweb.com/best-la-jolla-house-painter - Cached

La Jolla House Painter - eCorpTV.com
Apr 16, 2010 ... http://www.LaJollaHousePainter.com Discover how to choose the best painter for your house in La Jolla. Dont get ripped off by house painter ...
ecorptv.com/Video/99912/La-Jolla-House-Painter - Cached

OFF-SITE BLOG
Lajollahousepainter.com

How to Dominate Google – Even if you don't have a website!

Organic Listing Opportunities

- #1. Your website
- #2. Videos
- #3. Podcasts
- #4. Articles
- #5. Microsite
- #6. Blogs

The screenshot shows a Google search for "la jolla house painter" with approximately 70,400 results. The search results are dominated by organic listings for lajollahousepainter.com, including:

- La Jolla House Painter - Choose the Best House Painter in La Jolla**: A text-based listing with a snippet about a free painting guide.
- YouTube - La Jolla House Painter Tips on Finding the Best House Painter in La Jolla**: A video listing with a snippet about finding a painter.
- video La Jolla House Painters - la jolla house painters, la jolla**: A video listing with a snippet about choosing a painter.
- Videos for la jolla house painter**: A section showing two video thumbnails from Dailymotion.
- La Jolla House Painter | Main Street Marketing Machines Blog**: A blog listing with a snippet about Google tag archives.
- <![CDATA[La Jolla House Painter]]> on PodcastAlley.com -- The ...**: A podcast listing with a snippet about choosing a painter.
- La Jolla House Painter: GoArticles.com**: An article listing with a snippet about advertising.
- Viddler.com - La Jolla House Painter - Uploaded by digitalcafe**: A video listing with a snippet about getting a free house painting guide.
- La Jolla House Painter - Choose the Best House Painter in La Jolla**: Another text-based listing with a snippet about a free guide.
- La Jolla House Painter - , eCorpTV.com**: A video listing with a snippet about choosing a painter.

Lajollahousepainter.com
All 10 spots!

How to Dominate Google – Even if you don't have a website!

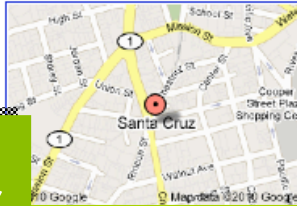
Other Organic Listing Opportunities

- #1. Your website
- #2. Videos
- #3. Podcasts
- #4. Articles
- #5. Microsite
- #6. Blogs
- #7. Directories

DIRECTORIES



felton cabinet shop Search
About 8,860 results (0.28 seconds) Advanced search

 **Long's Cabinet Shop - Santa Cruz Custom Cabinets**
[Place page](#)
Santa Cruz, CA
(831) 335-5533
Bus: River & River St Extension
[Get directions - Is this accurate?](#)
Open Weekdays 8am-4:30pm
[Write a review](#)

[Long's Cabinet Shop Inc - Felton, CA, 95018 - Citysearch](#) ☆
★ 1 review
... Long's Cabinet Shop Inc in Felton. Come to Citysearch® to get information, ...
[Directions](#), and reviews on Long's Cabinet Shop Inc and other ...

[Long's Cabinet Shop](#) ☆
Long's Cabinet Shop. 6114 Highway 9, Felton, CA 95018-9704 (831) 335-5533. Custom built kitchen, bathroom, commercial cabinets, and closet organizers. ...
[wikimapia.org/12123792/Longs-Cabinet-Shop - Cached](#)

[Contact Santa Cruz, Scotts Valley, Felton Custom Cabinet Maker San ...](#) ☆
Long's Cabinet Shop, Inc. 6114 Highway 9, Felton, CA 95018. Local driving directions to Long Cabinet Shop. Whether you're ready with plans in hand or need ...
[longscabinet.com/contact - Cached](#)

[Santa Cruz custom cabinets, Los Gatos custom cabinets, Saratoga ...](#) ☆
Long's Cabinet Shop is located in Felton, just 6 miles from Santa Cruz. Don't want to make the drive to meet with us? No problem. We'll come to you, ...
[www.longscabinet.com/ - Cached](#)
[Show more results from www.longscabinet.com](#)

[Long's Cabinet Shop Inc in Felton - \(831\) 335-5533](#) ☆
Information on Long's Cabinet Shop Inc in Mountain View. Address, phone number, map, driving directions, hours of operation, services, reviews and more for ...
[localdirectory.nydailynews.com/long+s+cabinet+shop+inc.9.898951p.home.html](#)

[AllPages.com - Building Supplies & Materials, Felton, Yellow Pages ...](#) ☆
Business Types: Lumber, Lumber & Wood Products Manufacturers, Ornamental Nursery Services. Long's Cabinet Shop Inc 6114 Highway 9, Felton, CA 95018-9704 ...
[ca.allpages.com/felton/construction/building-supplies-materials/ - Cached](#)

[Cabinet Shop Inc \(The Cabinet Shop Inc*\) - Castroville, California ...](#) ☆
Jun 15, 2010 ... Cabinet Shop Inc company profile in Castroville, CA. Our free company profile report for ... Cabinet Makers in Felton, CA. Related Products ...
[www.manta.com/c/mm0s5km/cabinet-shop-inc - Cached](#)

How to Dominate Google – Even if you don't have a website!

Organic Listing Opportunities

- #1. Your website
- #2. Videos
- #3. Podcasts
- #4. Articles
- #5. Microsite
- #6. Blogs
- #7. Directories
- #8. Products

The image shows a Google search interface for the query "vanilla extract". The search results are displayed on a white background with a blue header. The search bar at the top contains the text "vanilla extract" and a "Search" button. Below the search bar, the text "About 2,500,000 results (0.31 seconds)" is visible. The search results are organized into several sections:

- Everything**: A list of search filters including "Everything", "Images", "Videos", "Shopping", and "More".
- Location**: "Saratoga, CA" with a "Change location" dropdown.
- More search tools**: A link to expand search options.
- Organic Results**:
 - [Vanilla extract - Wikipedia, the free encyclopedia](#): A snippet describing vanilla extract as a solution made by macerating/percolating vanilla.
 - [How to make Vanilla Extract, Vanilla](#): A snippet dated Sep 13, 2010, about making vanilla extract at home.
- Shopping results for vanilla extract**: A section highlighted with a green box and a green arrow. It lists several products with prices:
 - Frontier Natural Products Co-op Vanilla Extract, 4-Ounce Bottle (3-pack) - \$30.23 - Amazon.com
 - Nielsen-Massey Vanilla Extract, 8oz - \$19.00 - Williams-Sonoma
 - Madagascar Bourbon Vanilla Extract - 2 oz. - \$5.95 - King Arthur Flour
- Other Organic Results**:
 - [Vanilla - Kitchen Dictionary - Food.com](#): A snippet stating vanilla extract is the most common form of vanilla used today.
 - [The Very Best Premium Vanilla Extract Brands and Where to Buy Them](#): A snippet about vanilla as a cooking ingredient.

How to Dominate Google – Even if you don't have a website!

Organic Listing Opportunities

- #1. Your website
- #2. Videos
- #3. Podcasts
- #4. Articles
- #5. Microsite
- #6. Blogs
- #7. Directories
- #8. Products
- #9. Images

The screenshot shows a Google search for "vanilla" with approximately 40,700,000 results. The search interface includes filters for "Everything", "Images", "Videos", "Books", and "More". The location is set to "Saratoga, CA" and the time filter is "Any time". The search results list several entries, including Wikipedia pages for "Vanilla" and "Vanilla sex", and a forum for "Vanilla - Free, Open-Source Forum Software". A green arrow points from the "#9. Images" item in the list to the "Images for vanilla" section at the bottom of the search results, which displays five image thumbnails: a bottle of vanilla extract, vanilla beans, vanilla flowers, a vanilla pod, and a person holding a vanilla pod.

How to Dominate Google – Even if you don't have a website!

Organic Listing Opportunities

If you have a “property” that exists on the web, Google can potentially find it and show it on the first page...

if you've done your homework that is.

The image shows a collage of search engine results for 'La Jolla House Painter' and 'Agile Monkey Pilates Studio'. The top left shows a Google search for 'la jolla house painter' with 70,400 results. Below it are search filters for 'Everything', 'Videos', and 'More search tools'. The main content area shows a list of search results, including a YouTube video titled 'Pedigree Commercial - We see love.' and a website for 'Agile Monkey Pilates Studio'. The website for Agile Monkey Pilates Studio is highlighted with a blue border and shows a list of services, rates, and testimonials. The website also features a photo of a person performing a Pilates exercise and a list of Pilates classes.

How to Dominate Google – Even if you don't have a website!

First Step – Keyword Research

None of this will work
without keyword
research.

What keyword did La Jolla
house painter optimize
for? **Why?**



The screenshot shows a Google search for the keyword "la jolla house painter". The search results page includes the Google logo, search filters (Everything, Videos, More), and a list of search results. The results include:

- La Jolla House Painter - Choose the Best House Painter in La Jolla**: Get Your FREE La Jolla House Painting Guide Instantly! ... What Questions You Should Ask Before Hiring a La Jolla House Painter, Top Things to Look For in a ... www.lajollahousepainter.com/ - Cached
- YouTube - La Jolla House Painter Tips on Finding the Best Painter ...**: Apr 14, 2010 ... <http://www.LaJollaHousePainter.com> Find out how to pick the right house painter in La Jolla or anywhere! Don't get ripped off by house ... www.youtube.com/watch?v=rH6NS-10Ed4 - Cached
- video La Jolla House Painters - la jolla house painters, la jolla ...**: Apr 17, 2010 ... video La Jolla House Painters - <http://www.LaJollaHousePainter.com> Discover how to choose the best painter for your house in La Jolla. www.kewego.com/Video/LyROoafvpmr.html - Cached
- Videos for la jolla house painter**:
 - La Jolla House Painter**: 31 sec - Apr 14, 2010 www.dailymotion.com
 - La Jolla House Painter**: 30 sec - Apr 16, 2010 www.dailymotion.com
- La Jolla House Painter | Main Street Marketing Machines Blog**: Tag Archives: La Jolla House Painter ... page of Google for the keyword phrase "La Jolla House Painter" have been secured using the push button methods that ... www.mainstreetmarketingblog.com/tag/la-jolla-house-painter - Cached
- <![CDATA[La Jolla House Painter]]> on PodcastAlley.com -- The ...**: Apr 15, 2010 ... [CDATA[<http://www.LaJollaHousePainter.com> Find out how to pick the right house painter in La Jolla or anywhere! ... www.podcastalley.com/podcast_details.php?pod_id=95452 - Cached
- La Jolla House Painter: GoArticles.com**: La Jolla House Painter by <http://www.LaJollaHousePainter.com>, in Advertising (submitted 2010-04-20). Knowledge a Painter Should Have: If you do not have ... www.goarticles.com/cgi-bin/showa.cgi?C=2806112 - Cached
- Viddler.com - La Jolla House Painter - Uploaded by digitalcafe**: Apr 22, 2010 ... La Jolla house painter. Click on the link to get a FREE House ... house · la · painter · painters · painting ... www.viddler.com/explore/digitalcafe/Videos/31/ - Cached
- La Jolla House Painter - Choose the Best House Painter in La Jolla**: Get Your FREE La Jolla House Painting Guide Instantly! ... What Questions You Should Ask Before Hiring a La Jolla House Painter ... www.siteproweb.com/best-la-jolla-house-painter - Cached
- La Jolla House Painter - , eCorpTV.com**: Apr 16, 2010 ... <http://www.LaJollaHousePainter.com> Discover how to choose the best painter for your house in La Jolla. Dont get ripped off by house painter ... ecorptv.com/video/99912/La-Jolla-House-Painter - Cached

How to Dominate Google – Even if you don't have a website!

What keywords were targeted here?

The screenshot shows a Google search for "santa cruz realtor". The search results include several sponsored links for real estate agencies like Ron Fossum, Roger & Genie Lawless, and SantaCruz.HighendAgents.com. Below these are local business results for realtors near Santa Cruz, CA, with a map showing their locations. The map is populated with red location pins, each labeled with a letter (A through S) corresponding to the list of realtors on the right. The list includes agencies like Swan Lake Gardens, Coldwell Banker/Residential, Century 21 Showcase Realtors, Lighthouse Realty & Property Management, Brubeck-Wong Realtors, Jim Williams - Realtor - CENTURY 21 Showcase Realtors, and Harris & Associates Realtors. At the bottom, there are organic search results for the Santa Cruz County Association of REALTORS®, Santa Cruz Real Estate | Search for Homes & MLS in Santa Cruz CA, Santa Cruz Real Estate | MLS Property Listings | Property in Santa ..., and Realestate - SantaCruz.

How to Dominate Google – Even if you don't have a website!

First Step –

Keyword Research

Goal – Discover words your target market is using to find you.

**What your customers are saying is
what is MOST IMPORTANT!**

- Read what they're saying in blogs
- Read reviews by customers and journalists
- Use customer surveys
- Research your competitors. What keywords are they targeting?
- Don't forget "long-tail" and niche keywords.
- Never make assumptions.

How to Dominate Google – Even if you don't have a website!

First Step –

Keyword Research

Goal – Discover words your target market is using to find you.

Use Google's Keyword Research Tool to see what your customers are actually typing in:

Google “keyword tool”

<https://adwords.google.com/select/KeywordToolExternal>

How to Dominate Google – Even if you don't have a website!

First Step – Keyword Research

Find actual words
people are typing in
to find you.

Use long-tail
phrases to increase
your odds of being
found and to
narrow the
competition.

The screenshot shows the Google AdWords Keyword Planner interface. At the top, it says "Find keywords" and "Based on one or both of the following:". There are two input fields: "Word or phrase (one per line)" containing "gym" and "Website" which is empty. Below these fields are checkboxes for "Only show ideas containing my search terms" (unchecked) and "Advanced options" (checked). The "Advanced options" section shows "Locations: United States" and "Languages: English". A "Search" button is located below the options. A yellow banner below the search button says "Sign in with your AdWords login information to see the full set of ideas for this search." Below the banner are "Download" and "View as text" buttons. The main part of the screenshot is a table with three columns: "Keyword", "Competition", and "Global Monthly Searches". The table lists several keywords related to "gym" with their respective competition levels and search volumes.

Keyword	Competition	Global Monthly Searches
☆ gym		6,120,000
☆ gym equipment		201,000
☆ gym exercises		40,500
☆ gyms in birmingham		2,900
☆ home gym equipment		27,100
☆ gym equipment for sale		9,900
☆ cheap gym membership		4,400
☆ san diego gyms		8,100

How to Dominate Google – Even if you don't have a website!

First Step – Keyword Research

Once you have your list of
keywords you **use them to
optimize EVERYTHING!**

- Website copy, structure, navigation, Meta Tags, urls, internal linking, heading tags
- Video content, titles, and descriptions
- Blog posts, etc.

How to Dominate Google – Even if you don't have a website!

WEBSITE
#1 in Google

Organic Listing Opportunities

#1. Your website

**2 Ways to Get Your Site
to Climb in Google –**

1. On-site optimization
2. Off-site optimization

The screenshot shows a Google search for "la jolla house painter" with approximately 70,400 results. The top result is from "La Jolla House Painter" with a snippet about a free guide. Below it are YouTube and video results. There are also two Dailymotion video thumbnails. Further down are links to a marketing blog, a podcast, GoArticles, and a Viddler video. The bottom result is another link to the "La Jolla House Painter" website.

How to Dominate Google – Even if you don't have a website!

Organic Listing Opportunities

#1. Your website

ON-site optimization - Your goal is to tell Google what your site is about.

1. Keyword-rich copy
2. Internal linking on keywords
3. Metatags, specifically title tag must include keywords.
4. Optimized site structure. Group pages together by categories. Categories should be keywords.
5. Bullet points, Head tags, bold

How to Dominate Google – Even if you don't have a website!

Organic Listing Opportunities

#1. Your website

OFF-site optimization

The site with the most and BEST links will rank best.

Ranking is 20-30% on page, 70-80% off.

To rank you need the right links!

Why? Because a link to your site

– especially a link on your keywords –

is a message to Google that you are cool and relevant.

How to Dominate Google – Even if you don't have a website!

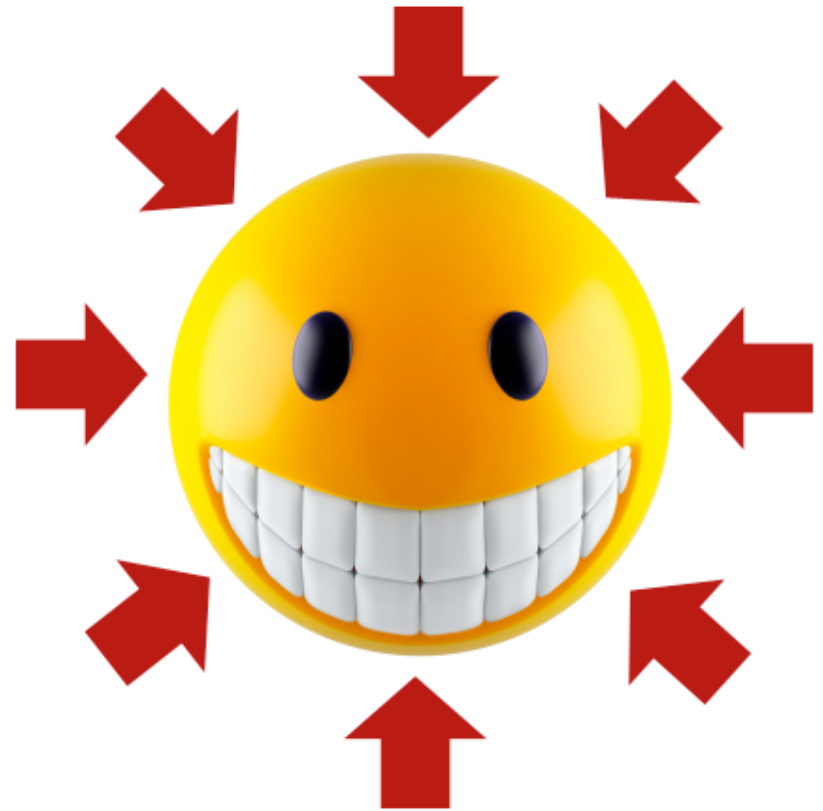
Organic Listing Opportunities

#1. Your website

Inbound links –

The best way to get to #1

1. Articles
2. Blogs
3. Blog and forum comments
4. Video sharing sites
5. Press releases
6. Directories
7. Facebook, Twitter
8. Digg and other social bookmarking sites



How to Dominate Google – Even if you don't have a website!

Organic Listing Opportunities **#2. Videos**

- Video Results can make it to the front page of GOOGLE in hours.
- 38% of Google Universal Search results include video

la jolla house painter
About 70,600 results (0.33 sec)

VIDEOS
#2, #3, #4, #8, #10 in Google

La Jolla House Painter
Get Your FREE La Jolla House Painter Estimate Before Hiring a La Jolla House Painter. See What to Look For in a ...
www.lajollahousepainter.com/

video **La Jolla House Painters - la jolla house painters, la jolla ...**
Apr 17, 2010 ... video **La Jolla House Painters** - <http://www.LaJollaHousePainter.com>
Discover how to choose the best painter for your house in La Jolla.
www.kewego.com/video/iLyROoafvpmr.html - Cached

La Jolla House Painter | Main Street Marketing Machines Blog
Tag Archives: **La Jolla House Painter** ... page of Google for the keyword phrase "La Jolla House Painter" have been secured using the push button methods that ...
www.mainstreetmarketingblog.com/tag/la-jolla-house-painter - Cached

Videos for la jolla house painter

	La Jolla House Painter Tips on Finding the ... 32 sec - Apr 14, 2010 Uploaded by digitalcafeTV www.youtube.com		La Jolla House Painter 31 sec - Apr 14, 2010 www.dailymotion.com
	La Jolla House Painter 30 sec - Apr 16, 2010 www.dailymotion.com		

How to Dominate Google – Even if you don't have a website!

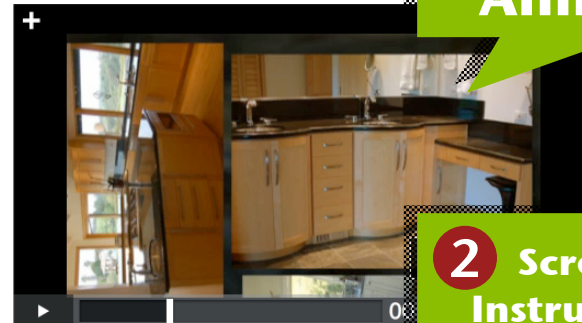
1 FREE Online
Video Production
Animoto.com

Organic Listing Opportunities **#2. Videos**

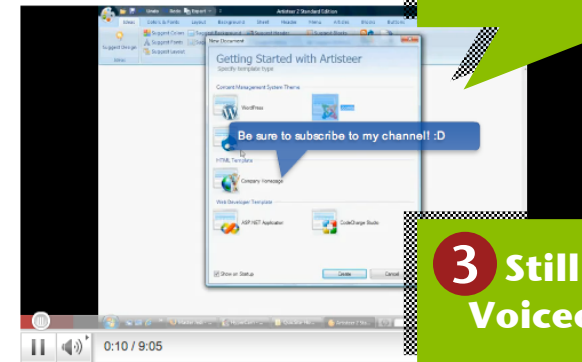
You can do it yourself!

- 1** Use Animoto.com to create video from your images and/or video.
- 2** Make a series of instructional videos using screen capture software, Screenflow for Mac, Camtasia for PC.
- 3** Insert still photos and use voiceover and music using the same screen capture software.
- 4** Record customer testimonials with a flip cam and upload directly to Youtube.

Ideas are endless!



2 Screen Capture
Instructional Videos



3 Still Images with
Voiceover and Music



Stills video
example

How to Dominate Google – Even if you don't have a website!

VIDEOS

#2, #3, #4, #8, #10 in Google

Organic Listing Opportunities

#2. Videos

- Optimize content, description and title
- Submit to video sharing sites:
 - Youtube.com
 - Viddler.com
 - DailyMotion.com
 - MetaCafe.com and more.

Youtube automatically pushes to Facebook profile and fan page!



How to Dominate Google – Even if you don't have a website!

PODCASTS

Organic Listing Opportunities #3. Podcasts

Videos can be repurposed
into podcasts.

PODCAST
#6 in Google

<![CDATA[La Jolla House Painter]]> on PodcastAlley.com
Apr 15, 2010 ... [CDATA[http://www.LaJollaHousePainter.com Find out how to pick the right
house painter in La Jolla or anywhere! ...
www.podcastalley.com/podcast_details.php?pod_id=95452 - Cached

PA: 1 0 Lks / PRO ONLY RDs DA: 82 PRO ONLY Lks / PRO ONLY RDs Explorer

<http://online.movavi.com/>
libsyn.com - 1-stop shop

The screenshot shows the Podcast Alley website interface. At the top, there's a navigation bar with 'Home', 'Add a Podcast', and 'Podcasts'. Below that, there's a search bar and a 'Pick a Podcast Genre' dropdown. The main content area features a podcast listing for 'SEO 101' by WebmasterRadio.FM. The listing includes a 'Subscribe Free' button, a 'Listen' button, and a 'Vote' button. Below the podcast listing, there's a 'SHOW STATS' section with 'CATEGORY: General', 'COMMENTS: 2 Total', and 'VOTES: 1 Total'. To the right of the podcast listing, there's a 'Podcast Description' for 'SEO 101' and a table of recent episodes. Below the podcast listing, there's a video player for 'THE UNIVERSE IS YOURS' by EVEONLINE.COM. At the bottom, there's a 'Recent Episodes for <![CDATA[La Jolla House ...' section with three episodes listed, each with a 'DOWNLOAD EPISODE' button. The website also has a 'Site Statistics' section showing 'Podcasts: 89,403', 'Comments: 247,057', and 'Episodes: 6,070,164'. There's also a 'Special Offers' section with links to 'GoDaddy Promo Codes', 'PetMeds Coupons', 'Eastbay Promo Codes', and 'PETCO Discount'. At the bottom right, there's a 'Podcast Alley AlleyBlog!' logo with a 'CLICK HERE' link.

Name	Time
1. Brand Based Searches and Inde...	38:39
2. How Social Impacts Traditional S...	45:28
3. Social Media Optimization Tips	40:28
4. Combining Ranking Results with...	36:17
5. SEO Reputation and Integrity	45:19

How to Dominate Google – Even if you don't have a website!

ARTICLE
#7 in Google

Organic Listing Opportunities

#4. Articles (also press releases)

Repurpose video scripts into articles!

Avoid duplicating content, but submit
to many article sites such as:

- Squidoo.com
- eZineArticles.com
- Slideshare.com
- EzArticles.info
- eHow.com
- WikiHow.com
- WebWire.com
- PRLeap.com
- PRWeb.com
- Free-press-release.com/

Avoid self promotion.
Add link in your signature.

La Jolla House Painter - Advertising ☆
Apr 20, 2010 ... Advertising Articles - La Jolla House Painter by
<http://www.LaJollaHousePainter.com> | GoArticles Article Directory.
www.goarticles.com/cgi-bin/showa.cgi?C=2806112 - Cached

The screenshot shows a GoArticles article page. The article title is "La Jolla House Painter" by "http://www.LaJollaHousePainter.com". It is categorized as "Advertising" and was submitted on 2010-04-20. The article content begins with "Knowledge a Painter Should Have: If you do not have experience with professional painting then you probably are unaware of the knowledge a painter should possess. Painting a home is more complicated than just buying some paint and rolling it on the walls. Professional painters need to have keen knowledge of tools of the trade, including sanders, scrapers, paint rollers, taping and dropcloth techniques, sizes of rollers or brushes (there are different sizes), amount of paint, number of paint coats, certain grits and cuts of sandpaper; trim outline of baseboard, moldings and other trim techniques just to name a few. After begins to do any work on your house you notice they carry. There are two types of insurance and workers compensation: the...". The author's signature block includes the text "About the Author" and the URL "http://www.LaJollaHousePainter.com". A green callout box is overlaid on the article text, containing the text "Avoid self promotion. Add link in your signature." The page also features a search bar, navigation links, and a sidebar with a "Translate this page" widget.

How to Dominate Google – Even if you don't have a website!

MICROSITE
#9 in Google.

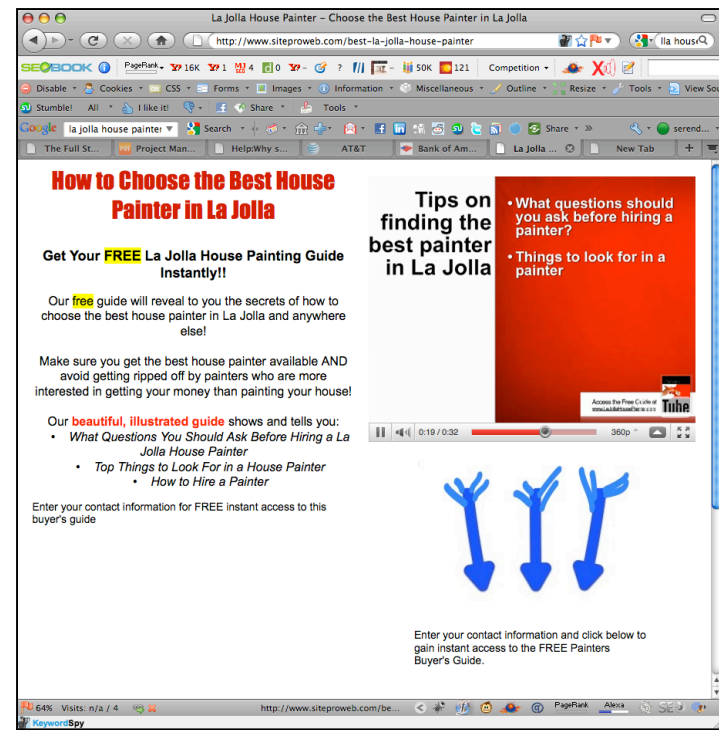
Organic Listing Opportunities **#5. Microsites**

Microsites can be optimized for very specific keywords and keyword urls and **can gain visibility for keywords your website may be struggling with.**

Microsites also bring inbound links.

However, don't use these as DOORWAYS!! goo.gl/QS7u

La Jolla House Painter - Choose the Best House Painter in La Jolla ☆
Get Your **FREE** La Jolla House Painting Guide Instantly! ... What Questions You Should Ask Before Hiring a La Jolla House Painter ...
www.siteproweb.com/best-la-jolla-house-painter - Cached
PA: 1 0 Lks / PRO ONLY RDs DA: 50 PRO ONLY Lks / PRO ONLY RDs Explore



How to Dominate Google – Even if you don't have a website!

MICROSITE
#5 in Google.

Organic Listing Opportunities **#6. Blogs**

Best to include blog **within your own site** to attract inbound links.

But, like articles, **you can have exterior blogs which then link to your site.**
DON'T SPAM THOUGH!

Submit to blog directories:

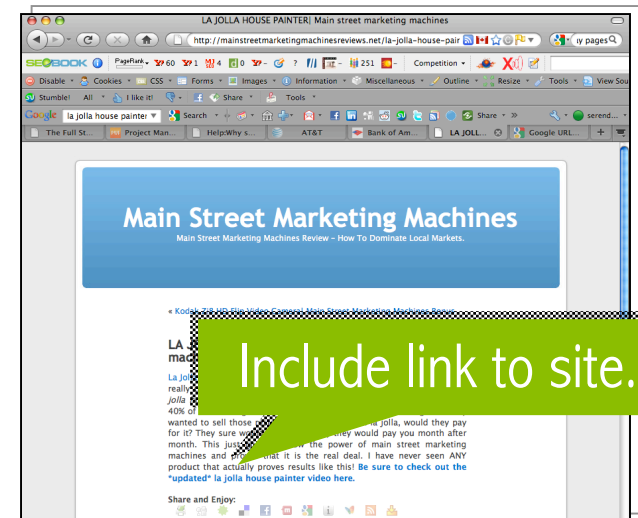
- Top Ranked Blog Directories -
<http://www.toprankblog.com/rss-blog-directories/>

★ <http://www.technorati.com>

★ <http://www.networkedblogs.com/>

LA JOLLA HOUSE PAINTER | Main street marketing machines
Apr 26, 2010 ... La Jolla House Painter - the guys at main street marketing machines did a really cool experiment, where they tried to get ranked for the ...
mainstreetmarketingmachinesreviews.net/la-jolla-house-painter-main-street-marketing-machines/ - Cached

PA: 20 2 Lks / PRO ONLY RDs DA: 16 PRO ONLY Lks / PRO ONLY RDs Explore



How to Dominate Google – Even if you don't have a website!

DIRECTORIES
#1, #5, #6, #7 in Google

Organic Listing Opportunities **#7. Directories**

- yellowbook.com
- yellowpages.com
- merchantcircle.com
- citysearch.com
- yelp.com
- hotfrog.com
- dexknows.com
- kudzu.com
- manta.com
- botw.com
- ...and many more.

Universal Business Listing
\$30 a year



KAT & MOUSE

www.katandmouse.com

How to Dominate Google – Even if you don't have a website!

#2 Way to Dominate – Local listings

Thanks to Google Places
Yahoo and Bing Local, **SOME
LOCAL businesses don't
even need websites!**

(Example: pizza parlors, grocery
stores, office supply, hardware
stores, etc.)

GOOGLE PLACES

Places for house painter near La Jolla, San Diego, CA

- A **American Painting** ☆ - 1 review - Place page
bestsandiegohousepainting.com - 427 Palomar, La Jolla - (858) 222-0263
50 % OFF Texcote Sponsored
- B **Oc's House Painting** ☆ - Place page
www.ocshousepainting.com - 5252 Balboa Ave # 207, San Diego - (858) 571-7323
- C **Chism Brothers Painting** ☆ - 3 reviews - Place page
www.chismbrothers.com - 9235 Chesapeake Dr # R, San Diego - (858) 454-3850
- D **McCarthy Painting** ☆ - 1 review - Place page
www.sandiegopainting.org - San Diego - (858) 688-6719
- E **Mr. D's Painting** ☆ - Place page
www.mrdspainting.com - 501 W. Broadway ste A #272, San Diego - (619) 562-5848
- F **Painters in San Diego | Modern Coatings** ☆ - ★★★★★ 15 reviews - Place page
www.painter-san-diego-ca.info - 3111 Camino Del Rio N., San Diego - (866) 832-1094
- G **Best Choice Painting Improvements** ☆ - 4 reviews - Place page
bestchoicepaintingimprovements.com - 3778 Mississippi Street, San Diego - (619) 255-9747

More results near La Jolla, San Diego, CA »

La Jolla House Painter - Choose the Best House Painter in La Jolla ☆
Get Your FREE La Jolla House Painting Guide Instantly! ... What Questions You Should Ask Before Hiring a La Jolla House Painter; Top Things to Look For in a ...
www.lajollahousepainter.com/ - Cached

video La Jolla House Painters - la jolla house painters, la jolla ... ☆
Jan 1, 2008 ... video La Jolla House Painters - http://www.LaJollaHousePainter.com Discover how to choose the best painter for your house in La Jolla.
www.kewego.com/video/LyROoafpvr.html - Cached

How to Dominate Google – Even if you don't have a website!

PAID ADS

#3 Way to Dominate – Paid Ads

Great way to get on first page
until your other opportunities
appear.

*And while paid ads might only
get the fewest clicks...*

About 3,090,000 results (0.18 seconds) Advanced search

Sponsored links

- [Santa Cruz Realtors](#)
www.RonFossum.com Ron Fossum- Your resource for real estate in Santa Cruz, CA.
- [Santa Cruz Realtor](#)
rogerandgenie.com Roger & Genie Lawless- Santa Cruz County Area 831-588-6070
- [Top Santa Cruz Realtor](#)
SantaCruz.HighendAgents.com Compare & find a high-end Realtor in Santa Cruz. All ranked Top 5%.

Sponsored links

- [Realtors in Santa Cruz](#)
Find Your Dream Home in Santa Cruz -Condos, Beach Homes, & More!
MySantaCruzRealEstate.com/SantaCruz
Santa Cruz, CA
- [Santa Cruz Real Estate](#)
Search Santa Cruz Homes for Sale. Easy MLS. 9.4M Photos, Maps, More!
ZipRealty.com/Santa_Cruz
- [Santa Cruz Realtor](#)
Selling or Buying? Compare Realtors Who Are Experts in Your Area Now!
www.AgentMachine.com
- [Century 21 Realtor](#)
Meet with a Century 21 professional to assist with your home search.
Century21.com/Realtor
- [Santa Cruz Realtor](#)
Selling or Buying? Find & Compare Top Realtors in Your Area Now!
www.TopAgentQuest.com
- [Santa Cruz Realtor](#)
Search 1000s of Free Listings for Santa Cruz Realtor.
RealEstate.Local.com
- [Santa Cruz Realtor](#)
Find & Compare Top Realtors in Your Area to Help You Sell Your Home Now
www.TopAgentCompare.com
- [Santa Cruz Realtor](#)
Find Santa Cruz Homes
Get Free Home Listings
SantaCruz.HomeListingsBayArea.com
California

See your ad here »

Map showing location pins for various real estate agencies in Santa Cruz, CA:

- A Swan Lake Gardens condominiums swanlakehomes.com - (831) 476-8897 - 15 reviews
- B Coldwell Banker/Residential www.coldwellbanker.com - (831) 469-8000 - More
- C Century 21 Showcase Realtors www.c21showcaserealtors.com - (831) 335-2100 - 7 reviews
Visit our website Sponsored
- D Lighthouse Realty & Property Management www.lighthouse Realty.net - (831) 425-7355 - 1 review
- E Brubeck-Wong Realtors www.allaboutproperties.com - (831) 459-9664 - 3 reviews
- F Jim Williams - Realtor - CENTURY 21 Showcase Realtors www.jimwilliamshomes.biz - (831) 246-1211 - 2 reviews
- G Harris & Associates Realtors harris-realestate.com - (831) 423-3575 - More

More results near Santa Cruz, CA »

[Santa Cruz County Association of REALTORS®](#) ☆
REALTOR Association serving Santa Cruz County, CA. Website provides support for area REALTORS including forms, caravan schedule, roster search, ...
www.scaor.org/ - Cached - Similar

[Santa Cruz Real Estate | Search for Homes & MLS in Santa Cruz CA](#) ☆
Visit MySantaCruzRealEstate.com to view listings for Santa Cruz CA. With over 22 years in the business, Lauren Spencer, Coldwell Banker Realtor can answer ...
Capitola - Lompico-Zayante - Seascapes - San Lorenzo Valley
www.mysantacruzrealestate.com/ - Cached - Similar

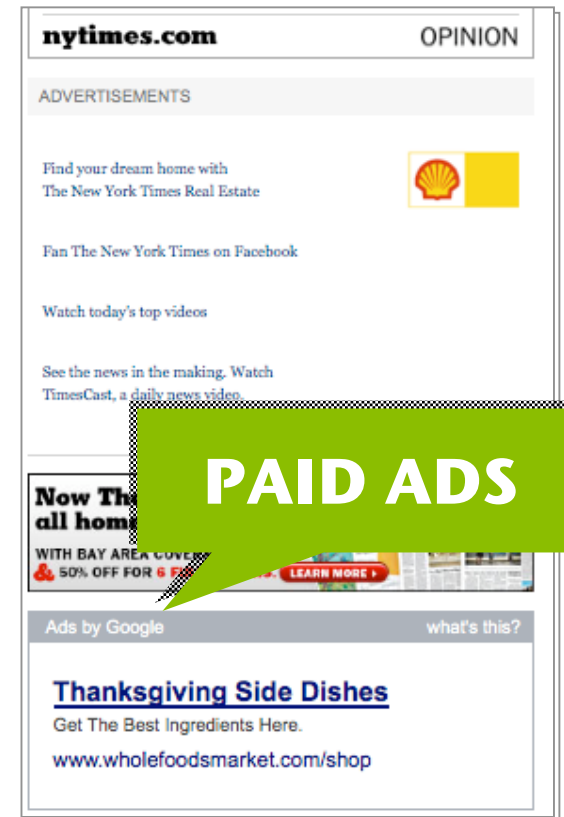
[Santa Cruz Real Estate | MLS Property Listings| Property in Santa ...](#) ☆
Santa Cruz Ca Real Estate, Search the MLS for Santa Cruz homes vacation beach homes,condos,cottages,townhouses, coastal ocean view beach houses,horse ...
www.propertyinsantacruz.com/ - Cached - Similar

[Realestate - SantaCruz](#) ☆
Browse Santa Cruz Real Estate, homes, and apartment rentals. Find information on Santa Cruz MLS listings and get contact information for Santa Cruz real ...
www.santacruz.com/Realestate - Cached - Similar

How to Dominate Google – Even if you don't have a website!

#3 Way to Dominate – Paid Ads

Good way to get website distributed
throughout Google's ad network – to
places your home page never goes!



How to Dominate Google – Even if you don't have a website!

#3 Way to Dominate – Paid Ads

**Plus, many people still
do click on them!**

**If your ad comes up 100,000 times,
that's 1,000 clicks!**

**And, remember, you only have to
PAY per CLICK!**

**Make each click count with great
landing pages that convert.**

Google search results for "santa cruz personal injury attorney".

- ONLY 2 clicks! (pointing to the top organic result)
- 35 clicks (pointing to a row of 35 search results)
- 25 clicks (pointing to another row of 25 search results)
- 12 clicks (pointing to a third row of 12 search results)
- 3 clicks (pointing to a map showing 3 locations)

How to Dominate Google – Even if you don't have a website!

Ad Campaign Managers:

1. ReachLocal, Orange Soda, et. al.

**2. AdzZoo - No need for a website! As low as
\$300 a month.**

- ➡ Microsite
- ➡ Directory submissions
- ➡ Google, Yahoo, Bing Local
- ➡ Google Adwords
- ➡ Facebook Ads
- ➡ Mobile Marketing

➡ = one of the ways to
dominate 1st page in Google.
So with one service, you can
potentially achieve 4 places on
the home page!

<http://katandmouse.adzzoo.biz/>

How to Dominate Google – Even if you don't have a website!

Summary – Dominate Google with

Organic Listings:

- #1. Your website
- #2. Videos
- #3. Podcasts
- #4. Articles
- #5. Microsite
- #6. Blogs
- #7. Directories
- #8. Products
- #9. Images

Local Listings:

- #1. Google Places
- #2. Bing Local

Paid Ads:

- #1. Google Ads

How to Dominate Google – Even if you don't have a website!

So what's your takeaway?

If you were in a group of people being chased by a bear, **you only need to be 1 step ahead of the slowest person.**

Likewise, **you only have to be 1 step ahead of your competitor.**

So, **don't overwhelm yourself.**
You don't have to do it all.

How to Dominate Google – Even if you don't have a website!

**Just don't get
left behind.**



Kat & Mouse

We'll keep you a step ahead!

www.katandmouse.com

facebook.com/katandmouSEO

Twitter #!katndmouse