



HOW SEARCH ENGINES (GOOGLE) LEVEL(S) THE PLAYING FIELD

THE WAY WE INTERACT WITH THE WORLD [^]UPDATED

5.6 BILLION

~~3.5~~ BILLION **google searches** PER DAY

SAME
57%

OF USERS WON'T RECOMMEND
BUSINESSES WITH POORLY
DESIGNED **mobile sites**

TRUE
82% OF THE WORLD'S INTERNET
BY 2021 **TRAFFIC** WILL BE **video**

43%

~~34%~~ 1ST POSITION ON **google**
search CLICKTHROUGH RATE

33%

~~30%~~
OF **mobile**
searches ARE
RELATED TO
A LOCATION

69%

~~68%~~
U.S. ADULTS ARE
facebook USERS

94%

~~91%~~ OF EXECUTIVES USE **linkedin** AS A SOURCE OF CONTENT



BEFORE

★ TURN ★
IDEAS INTO
REALITY

YOU HAVE AN IDEA, OR INSPIRATION.



THAT COMES TO LIFE



**OWNERS, DEVELOPERS ARE HAPPY
AND SPREAD THE WORD.**



**WHAT
HAPPENS
NOW?**

SAME STEPS

**YOU THINK, YOU
DESIGN, YOU
SUCCEED.**

BUT THE REFERRAL
DOESN'T CALL

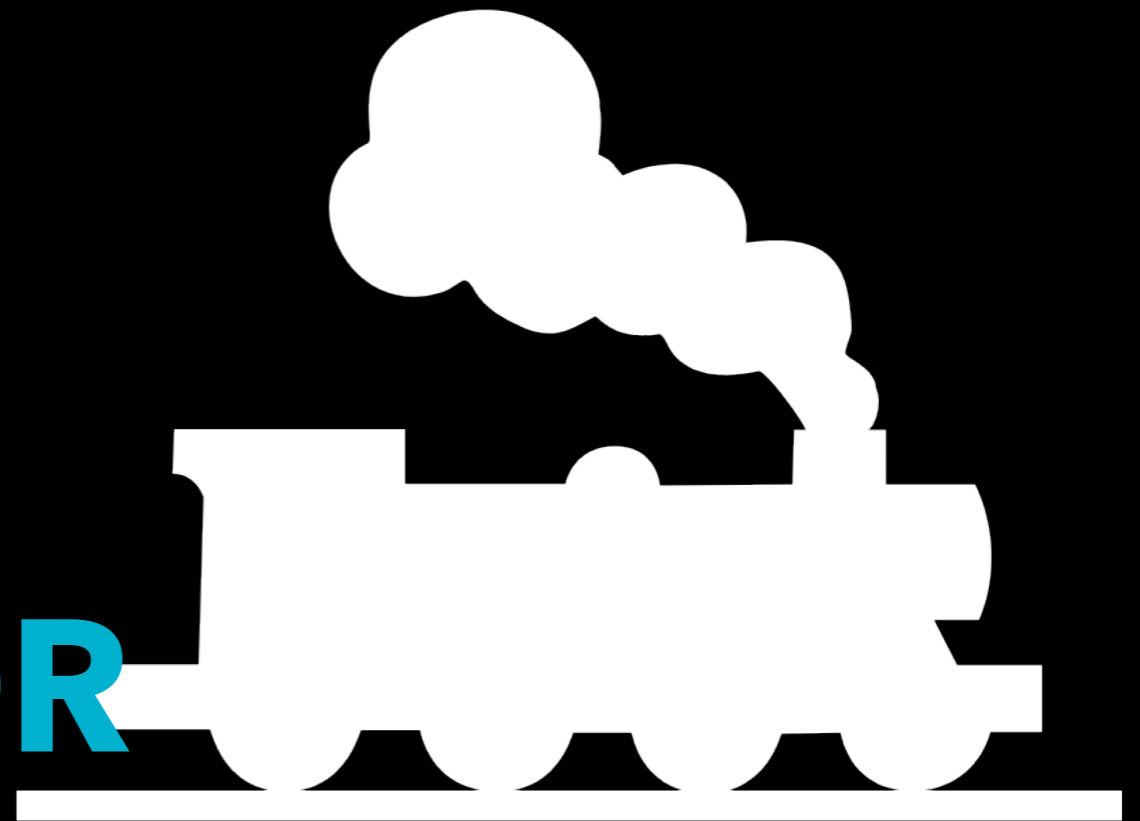
YOU FIRST –

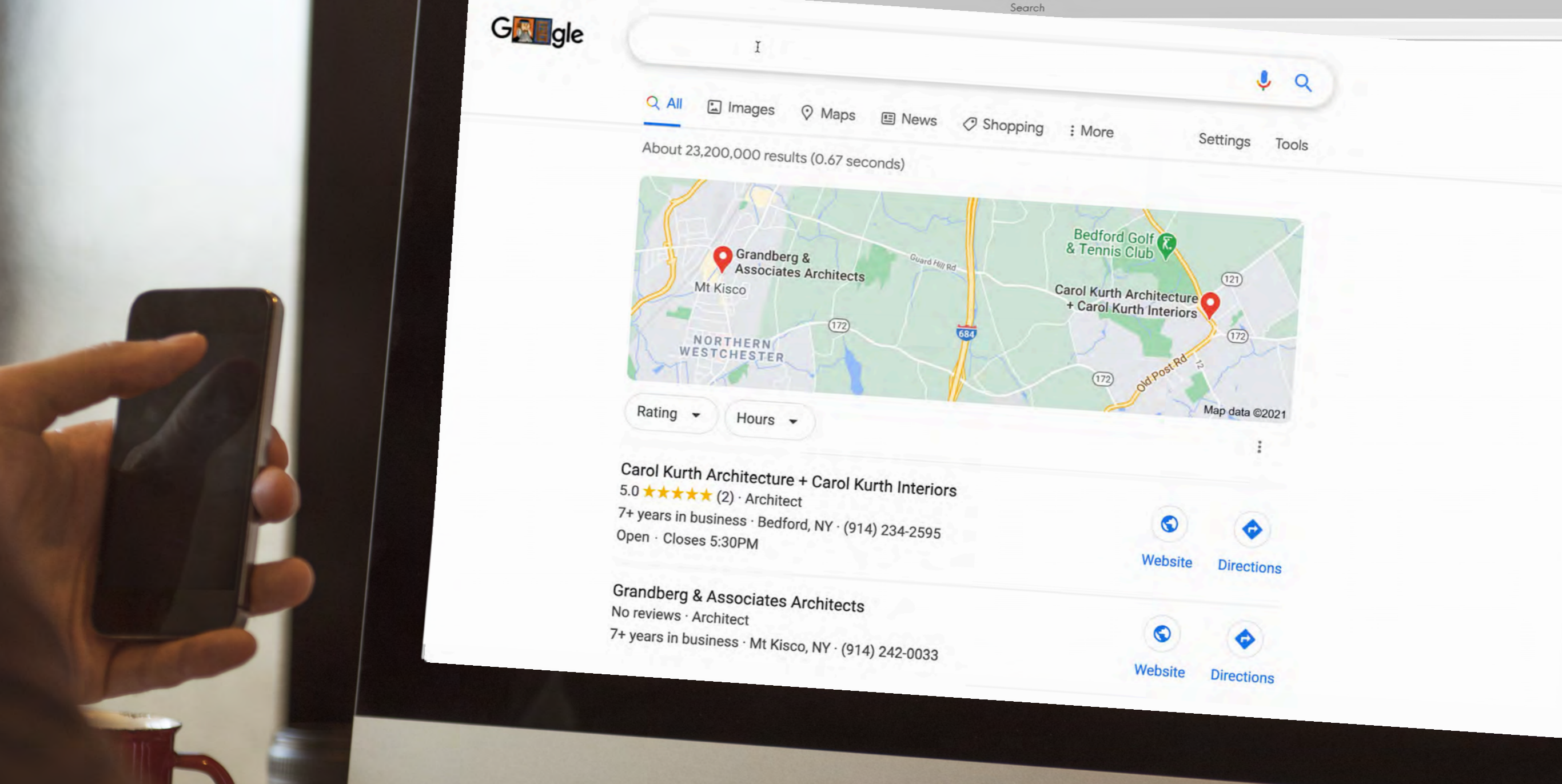
THEY SEARCH YOU.



**SEARCH IS THE TRAIN
"WORD OF MOUTH"
RIDES ON.**

**NEW CLIENTS
= CONDUCTOR**



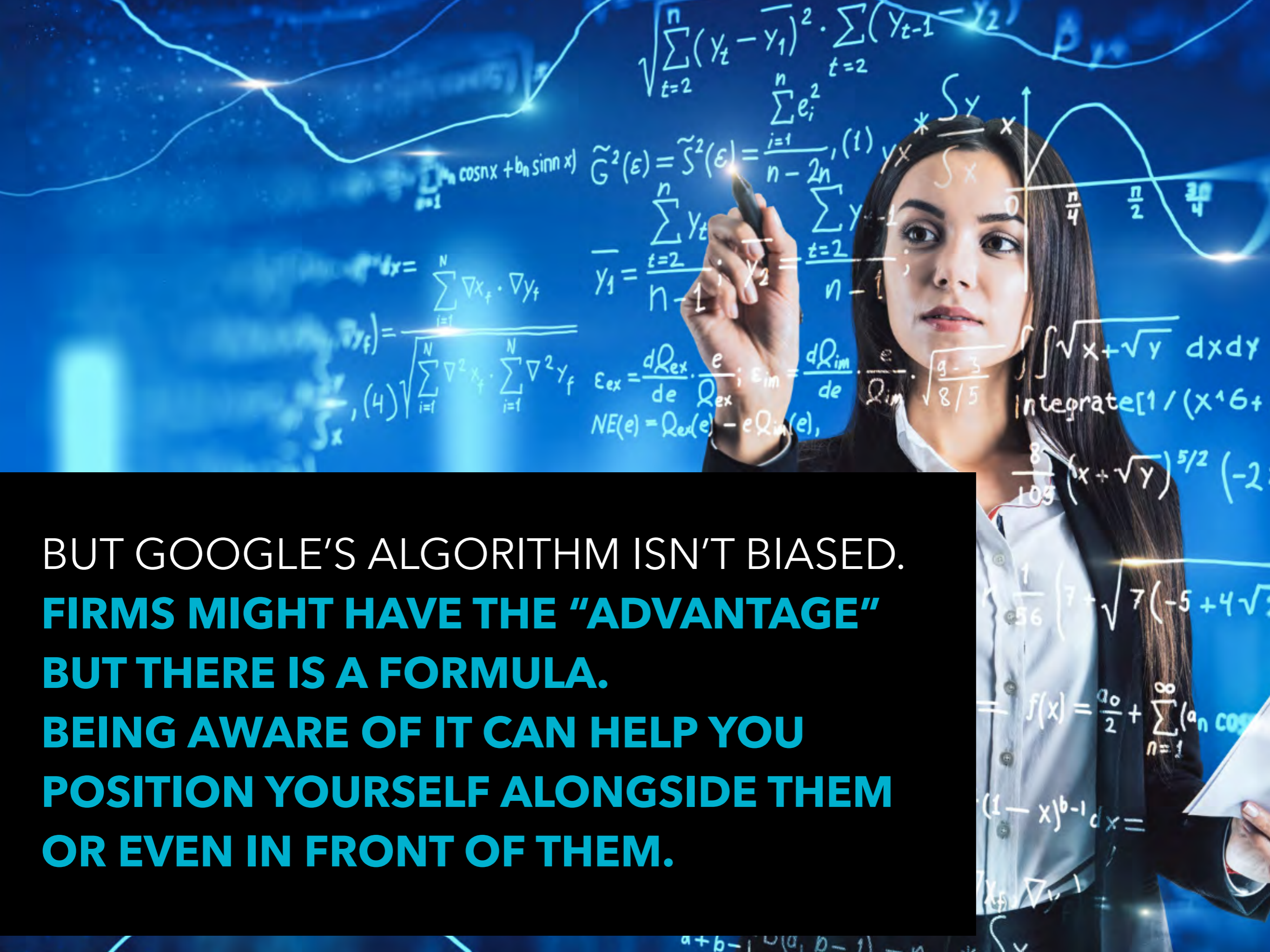


OR THEY DON'T ASK BECAUSE...

**THEY HAVE THE POWER TO WALK DOWN A MASSIVE –
RESOURCEFUL – SHOPPING MALL... GOOGLE.**

LARGER FIRMS (THEORETICALLY) HAVE THE ADVANTAGE

- ➔ BIGGER TEAMS
- ➔ LARGER BUDGETS
- ➔ WIDER NETS
- ➔ MORE ACCESS TO MARKETING RESOURCES



BUT GOOGLE'S ALGORITHM ISN'T BIASED.
FIRMS MIGHT HAVE THE "ADVANTAGE"
BUT THERE IS A FORMULA.
BEING AWARE OF IT CAN HELP YOU
POSITION YOURSELF ALONGSIDE THEM
OR EVEN IN FRONT OF THEM.

$$\sqrt{\sum_{t=2}^n (y_t - \bar{y}_1)^2} \cdot \sum_{t=2}^n (y_{t-1} - \bar{y}_2)$$

$$\tilde{G}^2(\epsilon) = \tilde{S}^2(\epsilon) = \frac{\sum_{i=1}^n e_i^2}{n-2}$$

$$\bar{y}_1 = \frac{\sum_{t=2}^n y_t}{n-1}; \bar{y}_2 = \frac{\sum_{t=2}^n y_{t-1}}{n-1}$$

$$\epsilon_{ex} = \frac{dQ_{ex}}{de} \cdot \frac{e}{Q_{ex}}; \epsilon_{im} = \frac{dQ_{im}}{de} \cdot \frac{e}{Q_{im}}$$
$$NE(e) = Q_{ex}(e) - eQ_{im}(e)$$



$$\int \sqrt{x+\sqrt{y}} dx dy$$

Integrate $[1/(x^6 + \dots)]$

$$\frac{8}{105} (x + \sqrt{y})^{5/2} (-2)$$

$$\frac{1}{56} (7 + \sqrt{7}(-5 + 4\sqrt{7}))$$


$$f(x) = \frac{a_0}{2} + \sum_{n=1}^{\infty} (a_n \cos nx + b_n \sin nx)$$

$$(1-x)^{b-1} dx = \dots$$

$$a+b-1 \dots$$



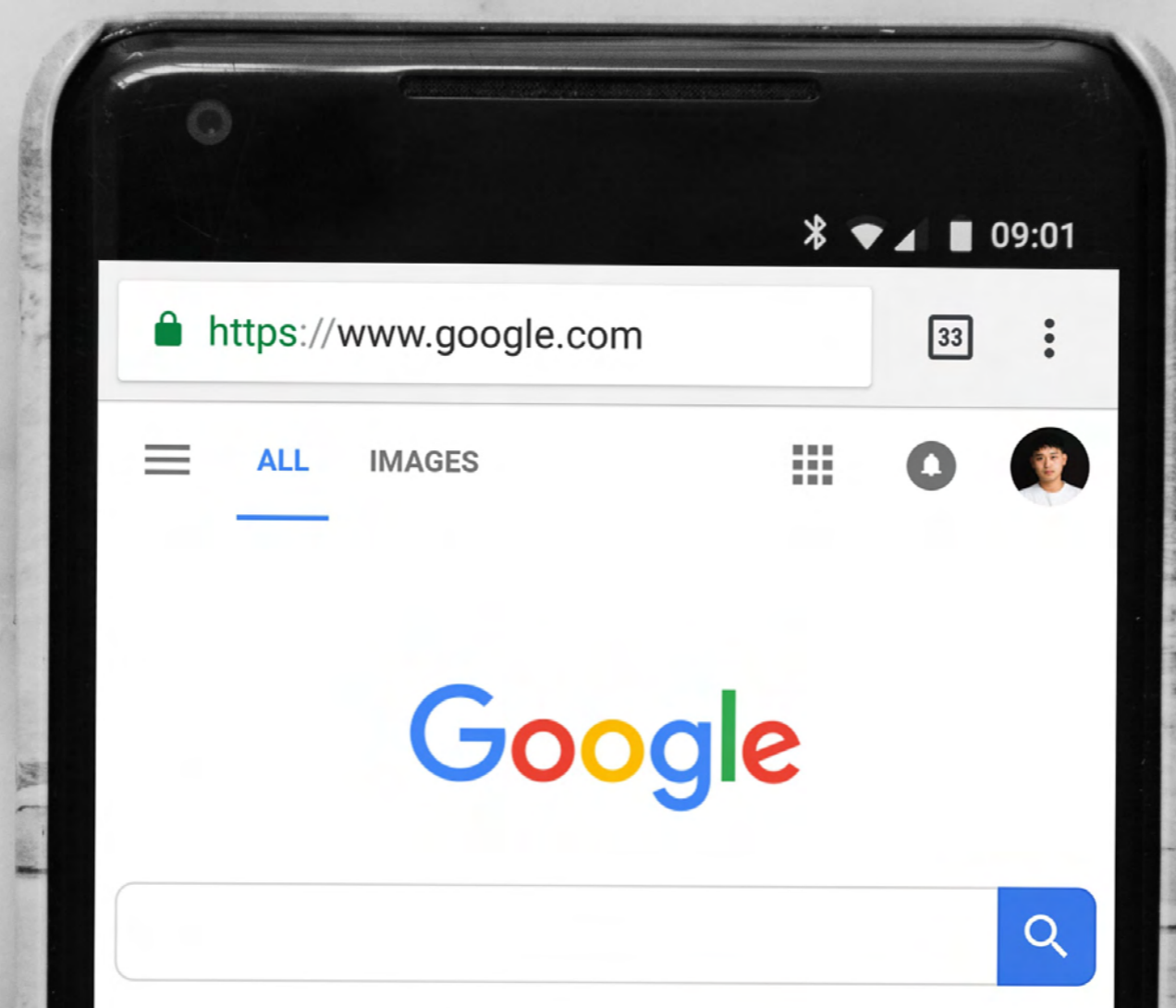
HOW



**GOOGLE HAS OVER
246 MILLION UNIQUE
US VISITORS.**

**THAT'S MORE
THAN 75% OF THE
US POPULATION.**



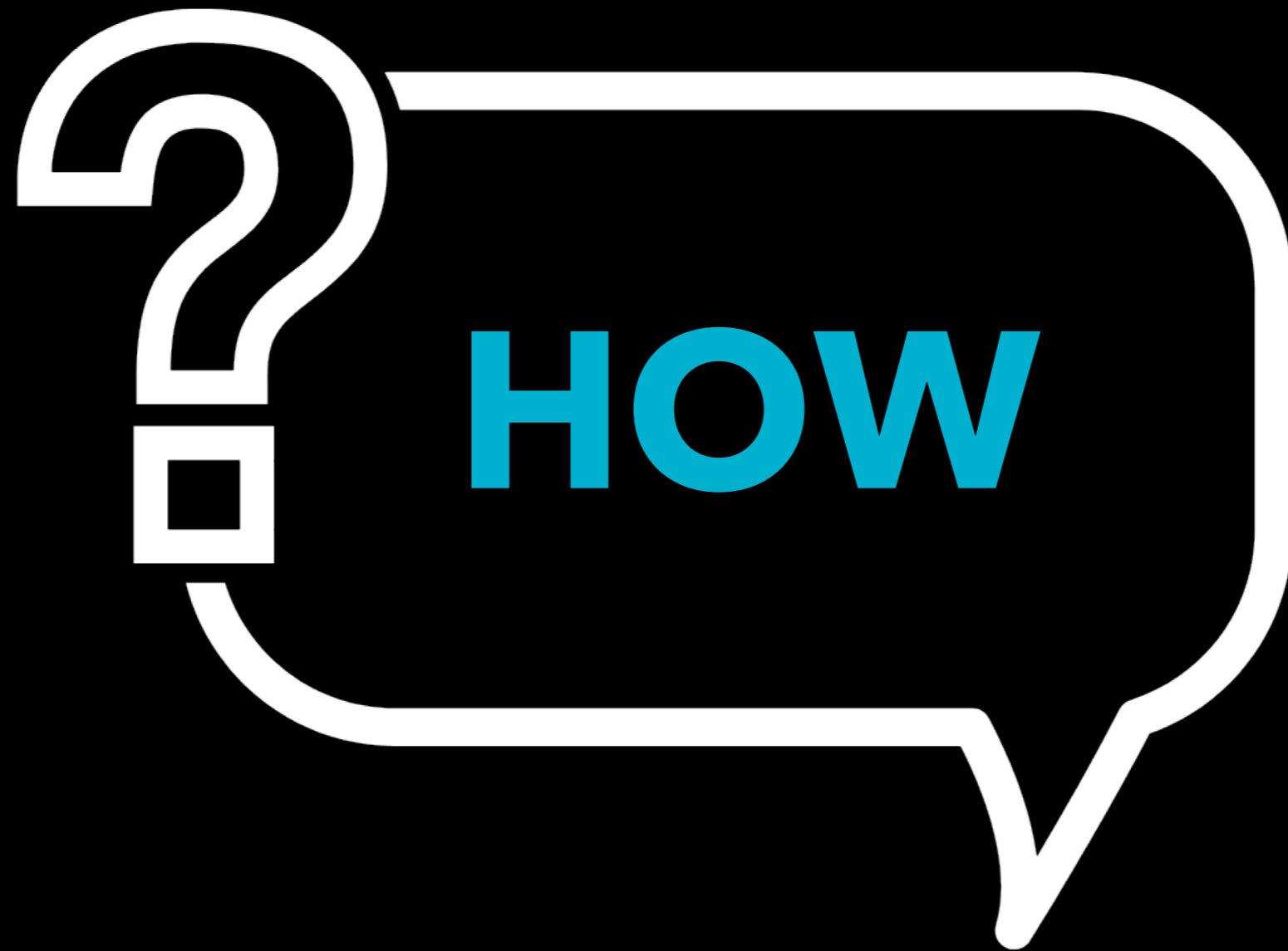


THE AVERAGE GOOGLE SEARCH SESSION LASTS JUST UNDER A MINUTE.
MOBILE DEVICES ACCOUNT FOR 63%
OF ALL GOOGLE SEARCHES.



**97% OF CONSUMERS READ
REVIEWS OF LOCAL BUSINESSES.**

**GOOGLE MAKES 500 TO 600
CHANGES TO ITS SEARCH
ALGORITHMS EACH YEAR.
(GREAT FOR SMALL FIRMS)**



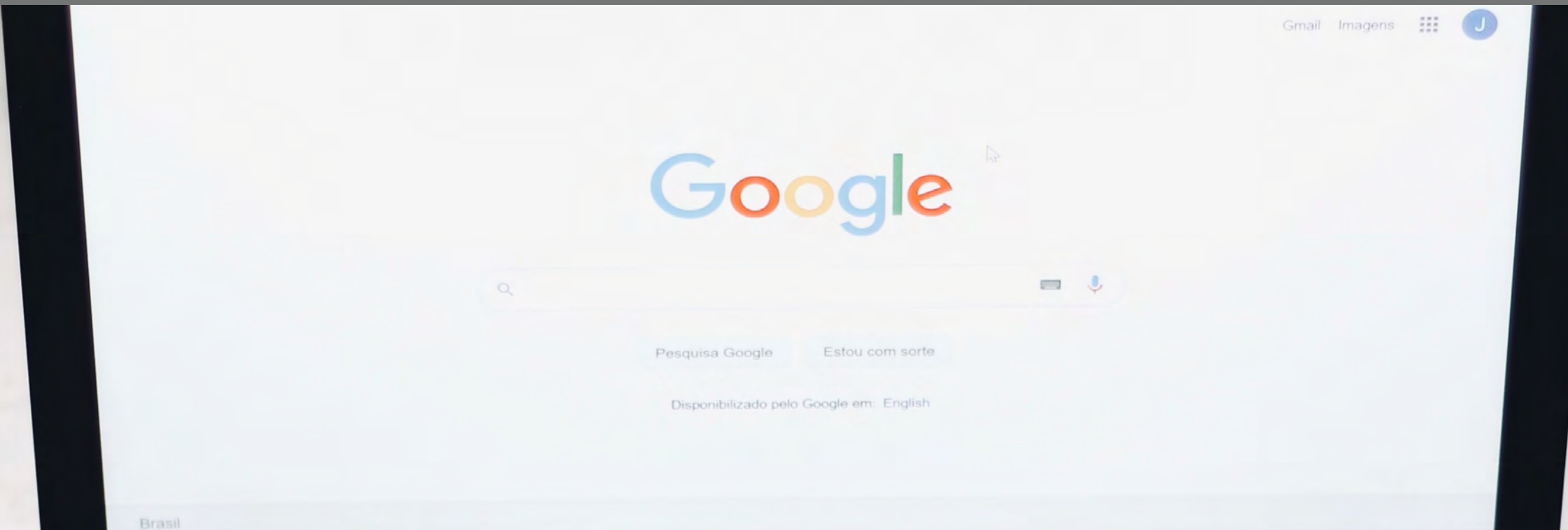
HOW

GOOGLE'S RANKING SYSTEM

"OUR GOAL IS TO GET YOU THE EXACT ANSWER YOU'RE SEARCHING FOR FASTER."

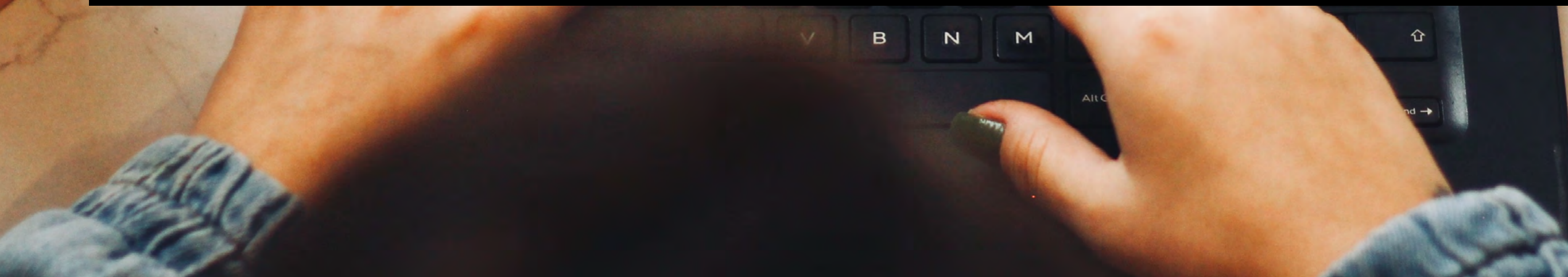
– BEN GOMES, GOOGLE VICE-PRESIDENT OF ENGINEERING





EVERY TIME SOMEONE SEARCHES THE ALGORITHM KICKS IN FOR THAT KEYWORD AND ATTACHED KEYWORDS.

EVERY MOVE IS A **+** OR **-** TO YOUR "SCORE."





**CLICK ON A LARGE FIRM'S PAGE = + FOR THEM
JUMP OFF THAT PAGE RIGHT AWAY = - POINT
GO TO YOUR PAGE AND STAY THERE LONGER = ++**

WHAT IS INCLUDED IN GOOGLE ALGORITHM?

WEBSITE

- ➔ CONTENT/KEYWORDS
- ➔ META DATA
- ➔ MOBILE RESPONSIVENESS
- ➔ USER EXPERIENCE
- ➔ PAGE SPEED
- ➔ EMAIL CAMPAIGNS

SOCIAL

- ➔ HOUZZ
- ➔ LINKEDIN
- ➔ INSTAGRAM
- ➔ FACEBOOK

LOCAL

- ➔ MAP
- ➔ GOOGLE BUSINESS
- ➔ LOCAL LISTINGS

PRESS

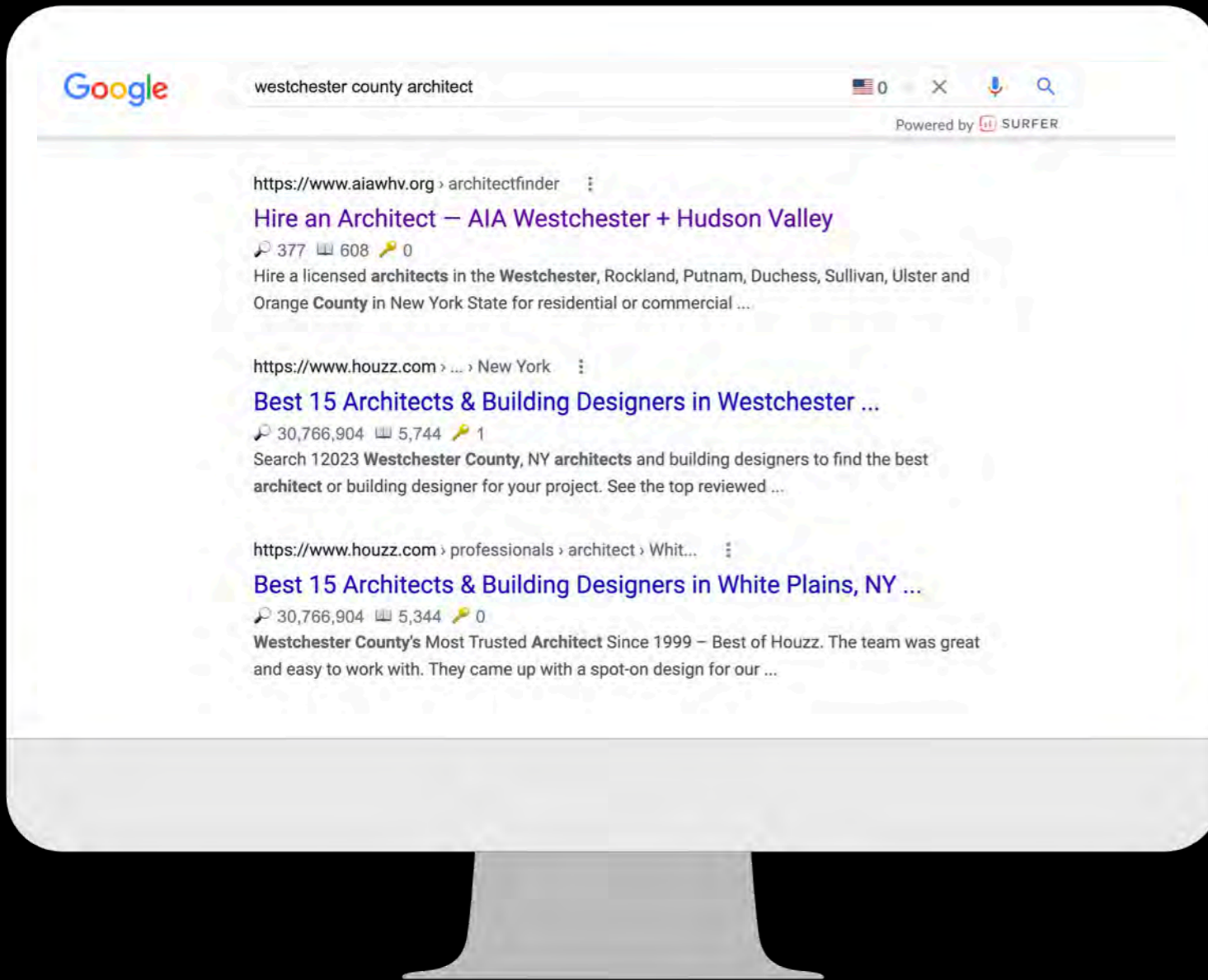
- ➔ ARTICLES WRITTEN ABOUT YOU
- ➔ NETWORKING EVENTS
- ➔ SPEAKING EVENTS
- ➔ WIKIPEDIA

WHAT DOES THIS APPLY TO?

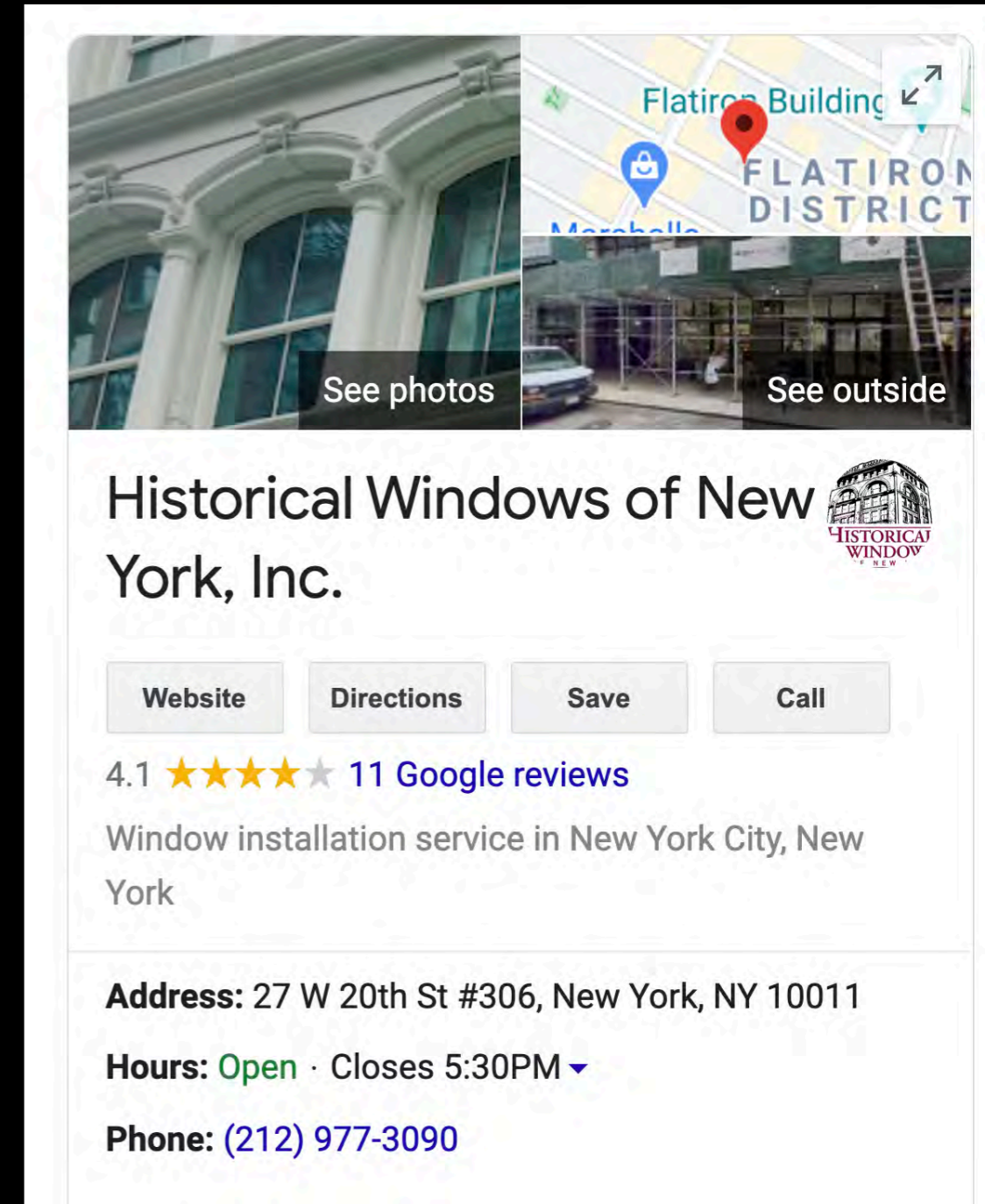
- "LOCAL ARCHITECT"
- "WHITE PLAINS ARCHITECT"
- "RESTORATION ARCHITECT"
- AND EVEN... "YOUR NAME"

HOW DO THEY SHOW UP?

SEARCH



LOCATION



HOW DO THEY SHOW UP?

QUESTIONS

People also ask :

- What is a residential architect?
- What does a house architect do?
- What education is required to be a residential architect?
- How much do architects charge?

Feedback

VIDEOS

Google great architecture 720 \$1.90 X SURFER

Videos

Why great architecture should tell a story | Ole Scheeren
YouTube · TED
Feb 5, 2016
16:27

4 key moments in this video

- From 07:31 VERTICAL VILLAGE
- From 11:14 COLLABORATIVE CLOUD
- From 12:15 LOOPED HYBRID
- From 15:19 ARCHIPELAGO CINEMA


Ole Scheeren: Why great architecture should tell a story
TED · Ole Scheeren
Jan 14, 2016
16:26

IMAGES

Google great architecture 720 \$1.90 X SURFER

All Images Videos News Shopping More Settings Tools

About 2,270,000,000 results (0.79 seconds)



View all

50 Iconic Buildings Around the World You Need to See Before You Die

- Hagia Sophia – Istanbul, Turkey. ...
- The Guggenheim – New York City, USA. ...
- Taj Mahal – Agra, India. ...
- Dancing House – Prague, Czech Republic. ...
- Château de Chenonceau – Chenonceaux, France. ...
- Niterói Contemporary Art Museum – Niterói, Rio de Janeiro, Brazil.

HOW TO CHECK

FREE

- ➔ GOOGLE IT
- ➔ [MOZ.COM/FREE-SEO-TOOLS](https://moz.com/free-seo-tools)

PAID

- ➔ MOZ
- ➔ SEMRUSH
- ➔ YOAST
- ➔ AHREF

LIVE DEMO



HOW TO CHECK | ANALYTICS



TRAFFIC

Primary Dimension: Page Page Title Other

Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
1. /	3,791 (100.00%)	3,331 (100.00%)	00:01:27 (Avg for View: 00:01:27 (0.00%))	2,514 (100.00%)	
2. /call-for-presenters	730 (19.26%)	553 (16.60%)	00:00:30	529 (20.99%)	
3. /aia-events?view=calendar&month=03-2021&eType=EmailBlastContent&eld=0edd405a-8f50-406e-a5bc-fbe0fd3fb612	484 (12.77%)	479 (14.38%)	00:02:59	464 (18.46%)	99.14% 97.73% \$0.00 (0.00%)
4. /aia-events/2021/3/25/the-power-of-incremental-change	422 (11.13%)	416 (12.49%)	00:00:12	412 (16.39%)	97.82% 95.97% \$0.00 (0.00%)
5. /aia-events	278 (7.33%)	255 (7.66%)	00:04:58	179 (7.12%)	84.92% 79.14% \$0.00 (0.00%)
6. /aia-events/2019/3/20/design-amp-technology-expo-d7w29-4t8gc	166 (4.38%)	140 (4.20%)	00:00:16	4 (0.16%)	25.00% 19.88% \$0.00 (0.00%)
7. /aia-events/2021/3/31/ncarb-you-are-amp-certification	164 (4.33%)	124 (3.72%)	00:02:33	47 (1.87%)	70.21% 57.93% \$0.00 (0.00%)
8. /aia-events/2021/3/31/ncarb-you-are-amp-certification	155 (4.09%)	119 (3.57%)	00:02:48	87 (3.46%)	79.31% 65.16% \$0.00 (0.00%)
9. /aia-events?view=calendar&month=03-2021	146 (3.85%)	120 (3.60%)	00:00:28	58 (2.31%)	41.38% 27.40% \$0.00 (0.00%)
10. /Y2FsbC1mb3	111 (2.92%)	111 (3.33%)	00:00:00	111 (4.42%)	100.00% 100.00% \$0.00 (0.00%)
11. /job-bank	88 (2.32%)	80 (2.40%)	00:03:20	29 (1.15%)	86.21% 80.68% \$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 200

This report was generated on 4/15/21 at 5:34:21 PM - Refresh Report

POPULAR CONTENT



WEBSITE

- WEBSITE SETUP
- CONTENT/KEYWORDS
- META DATA

WEBSITE SET UP

REMEMBER,
GOOGLE IS
READING YOUR
WEBSITE FOR
HOW IT PROVIDES
INFORMATION.



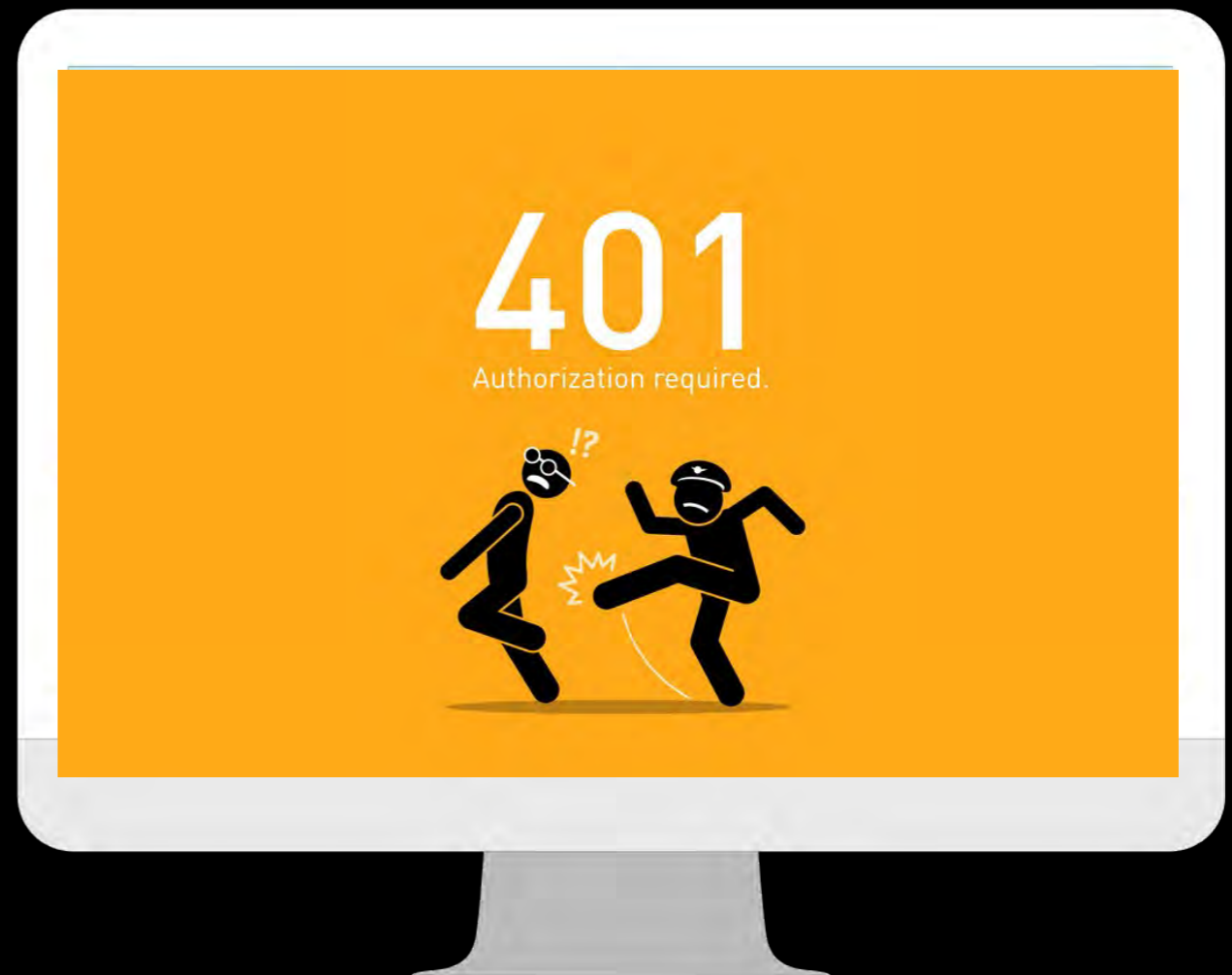
WEBSITE EXPERIENCE RANKING

+ POINT DRIVERS

- MOBILE/TABLET RESPONSIVE
- SPEED OPTIMIZED
- EASE TO FIND INFORMATION/ NAVIGATION
- WORKING SEARCH BAR

- NEGATIVE POINTS

- SLOW LOADING
- BROKEN LINKS, PROFILES
- PIXELATED IMAGES



CONTENT

GOOGLE IS KING BUT
CONTENT IS STILL KING



CONTENT / KEYWORDS

+ POINT DRIVERS

- DYNAMIC CONTENT
- HOMEPAGE CONTENT
- TIME ON PAGE, READING
- KEYWORD USE
- RESOURCES

- NEGATIVE POINTS

- OVER FORCED KEYWORDS
- DUPLICATE CONTENT
- LITTLE CONTENT
- COMMON CONTENT
- LARGE PHOTOS (IN MB)
- LONG URLS

CONTENT / KEYWORDS

KEYWORD SEARCH

- ➔ GOOGLE IT | WHAT COMES UP?
- ➔ KEYWORD SURFER EXTENSION | VOLUME
- ➔ [MOZ.COM/FREE-SEO-TOOLS](https://moz.com/free-seo-tools) | KEYWORD IDEAS | VOLUME
- ➔ [WORDTRACKER.COM](https://wordtracker.com) | KEYWORD IDEAS | VOLUME
- ➔ [KEYWORD-TOOLS.ORG](https://keyword-tools.org) | KEYWORD IDEAS | VOLUME
- ➔ [AHREFS.COM/KEYWORD-GENERATOR](https://ahrefs.com/keyword-generator) | KEYWORD IDEAS | VOLUME
- ➔ [TRENDS.GOOGLE.COM/TRENDS/?GEO=US](https://trends.google.com/trends/?geo=US) | POPULARITY
- ➔ [ALSOASKED.COM/](https://alsoasked.com/) | COMMON QUESTIONS | NEW CONTENT

MAKE YOUR LIST

- LARGE VOLUME
- SMALL VOLUME/ LOCATION FOCUSED/ LIVE DEMO
- SMALL VOLUME/ SPECIALTY FOCUSED/ LIVE DEMO

LIVE DEMO

META TAGS

Permissions SEO (Google) Social Share Advanced SEO

Go to SEO Wiz

Preview on Google [When will changes show live?](#)

Jaclyn Tyler | NY | CT | Tyler Architecture and ...
<https://www.tylerap.com>
With offices in Westchester and Fairfield counties, TAP (Tyler Architecture and Planning) provides design services for residential &

What's the page's title on search results and browser tabs?
Jaclyn Tyler | NY | CT | Tyler Architecture and Planni...

What's the page about? Add a description
With offices in Westchester and Fairfield counties, TAP (Tyler Architecture and Planning) provides design services for residential & commercial projects.

What's the page URL?
<https://www.../> home

<https://www.rjstahlarchitect.com> » fisp-local-law-11

[RJSA | FISP | Local Law 11 NYC - Robert J Stahl Architect](#)

Facade Inspection Safety Program | FISP -(Formerly known as Local Law 11). To keep buildings safe, owners of properties higher than six stories must have ...

AIA Westchester Hudson Valley ARCHITECTS & PROFESSIONALS

AIA WESTCHESTER + HUDSON VALLEY EVENTS

EVENTS

Basic SEO Social Media Advanced

Search engine optimization (SEO) allows you to improve your ranking in search results. Use these features to make it easier for users to find your page when they search for it. [Learn more.](#)

Search Results Preview

AIA WHV EVENTS — AIA Westchester + Hudson Valley
<https://www.aiawhv.org/aia-events>
Learn about new products and technologies. Experience tours in the Westchester, NY Region! Networking with professionals in the greater New York area. EXPO, Golf Outing, Design Awards, Architectural Tours, AIA CES, NYS Code seminars, scholarships, ARE study.

SEO Title (Optional)
AIA WHV EVENTS 88

SEO Description (Optional)
Learn about new products and technologies. Experience tours in the Westchester, NY Region! Networking with professionals in the greater New York area. EXPO, Golf Outing, Design Awards, Architectural Tours, AIA CES, NYS Code seminars, scholarships, ARE study. 162

Search results typically show your SEO title and description. Your title is also the browser

CANCEL DELETE SAVE

Google aia whv

All Maps News Images Shopping More Settings Tools

About 194,000 results (0.33 seconds)

AIA Westchester + Hudson Valley
<https://www.aiawhv.org/>
Offering AIA Continuing Education, Architectural Tours, Design Awards, EXPO, ARE Study Material, Architectural Scholarships, Hire an ... AIA WHV Happy Hour.

AIA Continuing Education
EXPO, Golf Outing, Design Awards, Architectural Tours, AIA CES ...

FREE Continuing Education
Free online Continuing Education (some courses have fees ...)

Job Bank | Classifieds
JOB BANK/CLASSIFIEDS. Connecting you to the local job ...

College Scholarships
College scholarships architectural students Westchester.

Continuing Education
AIA offers a variety of ways to earn continuing education credits ...

Leadership
AIA WHV Board of Directors, AIA Leadership, meet your AIA ...

[More results from aiawhv.org »](#)

META TAGS



AIA Westchester + Hudson Valley
aiawhv.org



AIA Westchester + Hudson Valley
aiawhv.org



AIA Westchester + Hudson Valley
aiawhv.org



urdesignmag



Architect vs. Contractor: Who to Hire to Remodel ...

Images may be subject to copyright. [Learn More](#)

META TAGS

+ POINT DRIVERS

- LOCATION
- FIRM NAME
- ACCURATE KEYWORDS
- CLEAN IMAGE NAMES/DESCRIPTIONS

- NEGATIVE POINTS

- DUPLICATE KEYWORDS
- NO CUSTOM TAGS OR IDENTIFIER

**THERE ISN'T TOO MUCH NEGATIVITY
BUT THE UPSIDE IS REALLY BIG FOR SMALL
FIRMS LOOKING FOR AWARENESS IN THE SPACE**

META TAGS + KEYWORDS

TIPS

- ❑ ALWAYS ADD PROJECT LOCATION TO PROJECT PROFILES. WHERE POSSIBLE IN THE META TAGS. FOR EXAMPLE:

PROJECT NAME | HARRISON ARCHITECT | FIRM NAME

FIRM NAME DESIGNED THIS RESTORATION PROJECT IN THE CENTER OF HARRISON FOR A BUSY COUPLE NEEDING AN UPDATED KITCHEN, AND BATHROOM RENOVATION.

- ❑ BIO PAGES, RESUME PAGES ARE A GREAT PLACE TO INSERT SPECIFIC KEYWORDS AND LINK TO PROJECTS.

NAME | RESTORATION ARCHITECT | FIRM NAME

ARCHITECT HAS BEEN IMAGINING HOME RESTORATIONS, SCHOOL DESIGNS, AND CORPORATE INTERIORS FOR 20 YEARS. EXPERIENCE SERVES CLIENTS IN WESTCHESTER COUNTY AND FAIRFIELD COUNTY.

META TAGS + KEYWORDS

TIPS

- ❑ PROJECT IN A MAGAZINE? ADD AWARD + MAGAZINE NAME + LOCATION WHERE APPROPRIATE. ON A BLOG, IN PICTURE/PROJECT DESCRIPTION.

PROJECT NAME | WESTCHESTER MAGAZINE | FIRM NAME

BEST HOME DESIGN FOR INTERIOR RENOVATION IN KATONAH, NY. THIS ENERGY EFFICIENT HOME WAS RECOGNIZED FOR THE USE OF SPACE, AND DAYLIGHT.

- ❑ HOME PAGE PICTURES SHOULD HAVE META-DATA CUSTOMIZED!
- ❑ META DATA SHOULD MATCH CONTENT. DON'T PUT "WESTCHESTER MAGAZINE" UNLESS IT WAS IN WESTCHESTER MAGAZINE AND IT REFERENCES IT IN THE TEXT.

CASE STUDY

POINTEDLEAFPRESS.COM

- BARBARA LANE INTERIOR

EFFORTS

- ☐ REORGANIZED WEBSITE LAYOUT FOR USER EXPERIENCE
- ☐ CLEANED BOOK FUNCTIONALITY
- ☐ CREATED KEYWORD LISTS
- ☐ META TAGS FOR EVERY BOOK AND PAGE

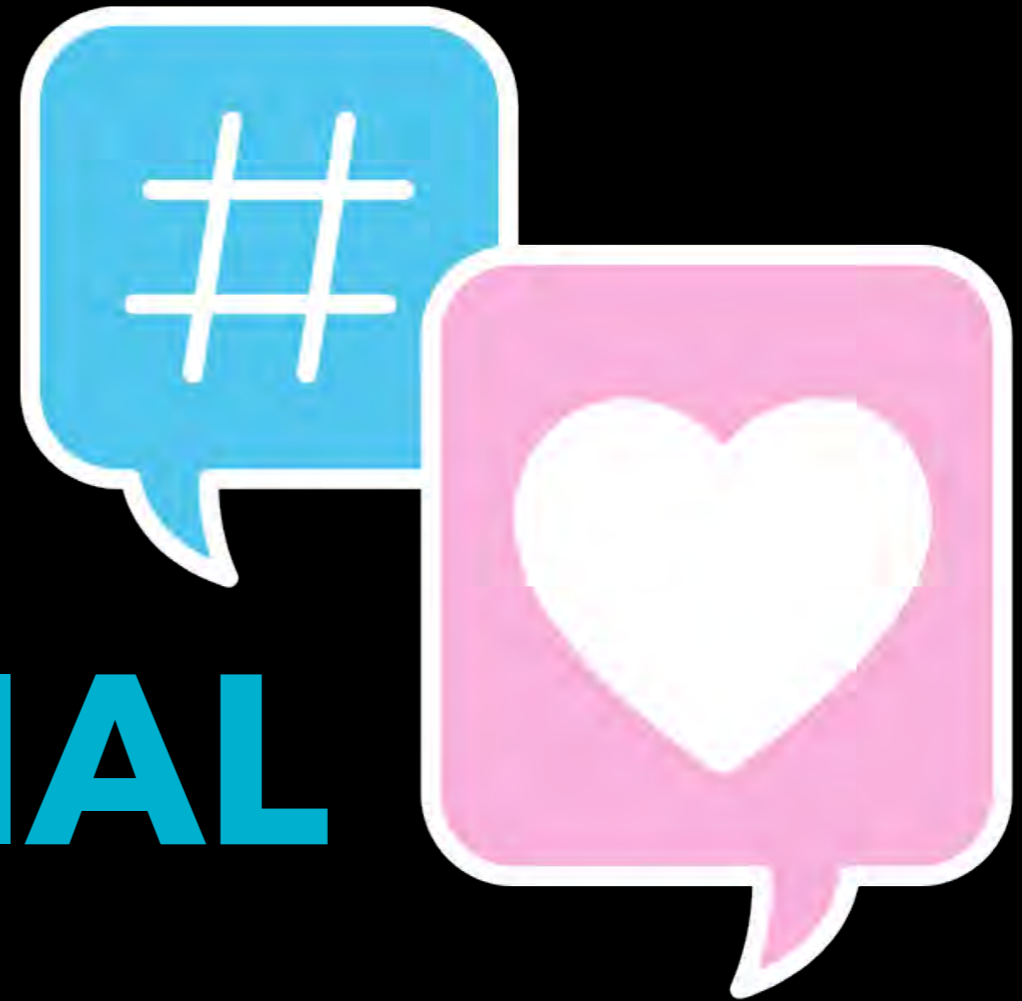
RESULTS

CURRENT 2021

VISITS 3.5K +50% yr/yr	UNIQUE VISITORS 2.7K +41% yr/yr	PAGEVIEWS 7.9K +33% yr/yr
-------------------------------------	--	--

INCREASE IN SALES

+1,463% yr/yr	+1,050% yr/yr	+1,000% yr/yr	+629% yr/yr	+42% yr/yr	+980% yr/yr
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SOCIAL MEDIA

CHANNELS

FACEBOOK

- Community Group Pages
- Personal
- Video
- Recruitment and Retention

INSTAGRAM

- Visual
- Short Videos
- Curated
- High Engagement

LINKEDIN

- 46% of B2B web traffic
- 80% of B2B SoMe leads
- People-based
- Primarily written content
- Can focus on team member contributions

TWITTER

- Brevity
- Relevancy
- Photos

YOUTUBE

- 2nd Largest Used Search Engine
- 6min+ Videos
- Informative



WHEN? HOW?!

BY SPENDING AS LITTLE AS SIX HOURS
PER WEEK, **66%**
OF MARKETERS SEE LEAD GENERATION
BENEFITS WITH SOCIAL MEDIA *SME

SOCIAL MEDIA

+ POINT DRIVERS

- PROFILE INFORMATION
- SET UP
- LINKS/TRAFFIC TO WEBSITE

- NEGATIVE POINTS

- BROKEN LINKS


BING DOES!

GUESS WHAT
GOOGLE DOESN'T
COUNT AS + OR - ?!?
HOW MANY FOLLOWERS
YOU HAVE! HOW
"POPULAR" YOU ARE!

REMEMBER SOCIAL
NETWORKS ARE
THEIR OWN SEARCH
ENGINES TOO

PROFILES

- ➔ NAMES ARE SEARCHABLE
- ➔ KEYWORDS COUNT!



OLA Consulting Engineers, PC
MEP | Fire Protection | Energy | Commissioning
Mechanical Or Industrial Engineering · Hawthorne, NY · 1,110 followers

[Edit Page](#) [Share Page](#)

<https://www.linkedin.com/company/ola-consulting-...>

OLA Consulting Engineers, PC | LinkedIn

185,889,188 N/A N/A

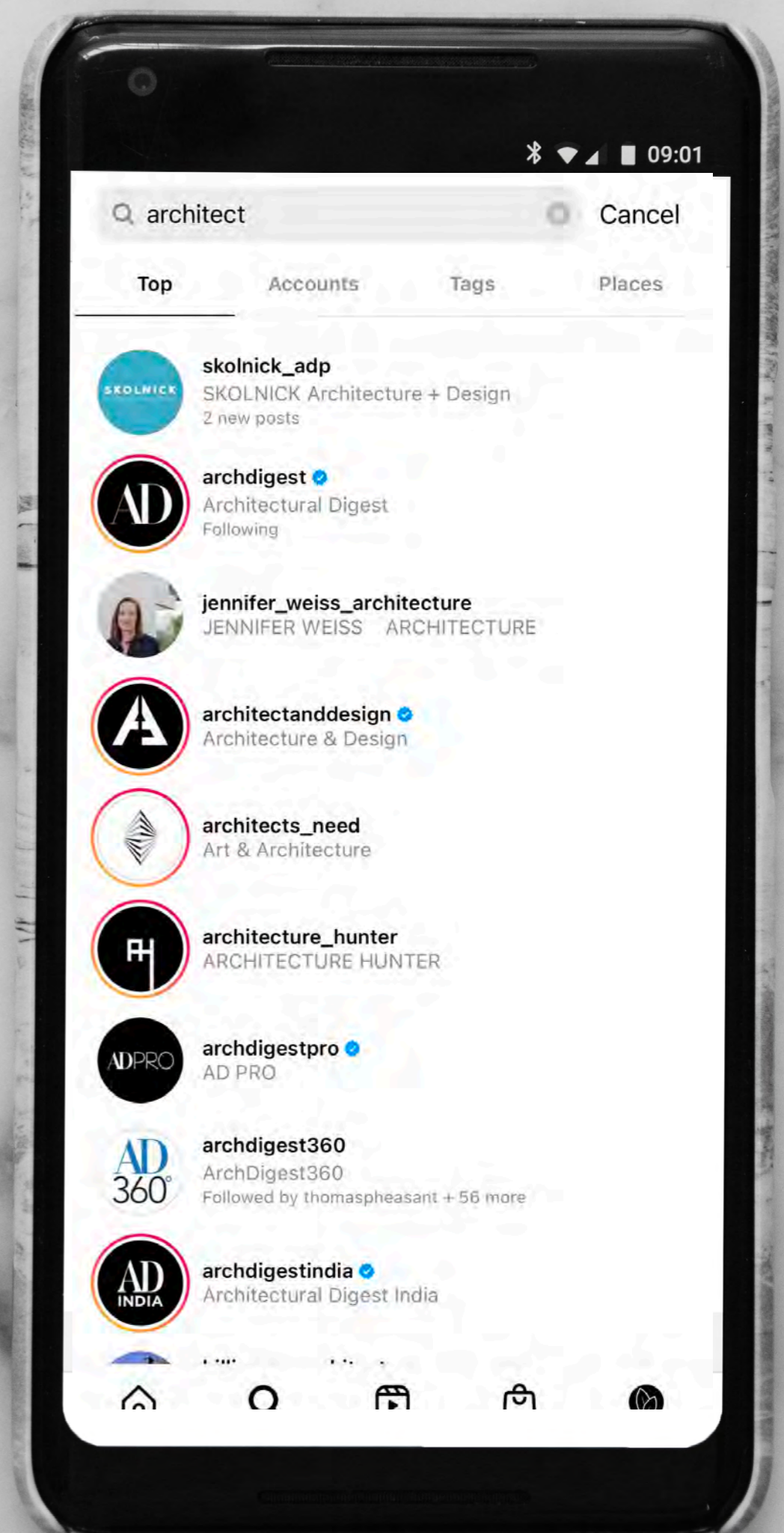
OLA Consulting Engineers, PC | 1109 followers on LinkedIn. MEP | Fire Protection | Energy | Commissioning | Since 1974, OLA Consulting Engineers has built a ...

<https://www.instagram.com/olaconsultingengineers>

OLA Consulting Engineers (@olaconsultingengineers ...

411,521,852 N/A N/A

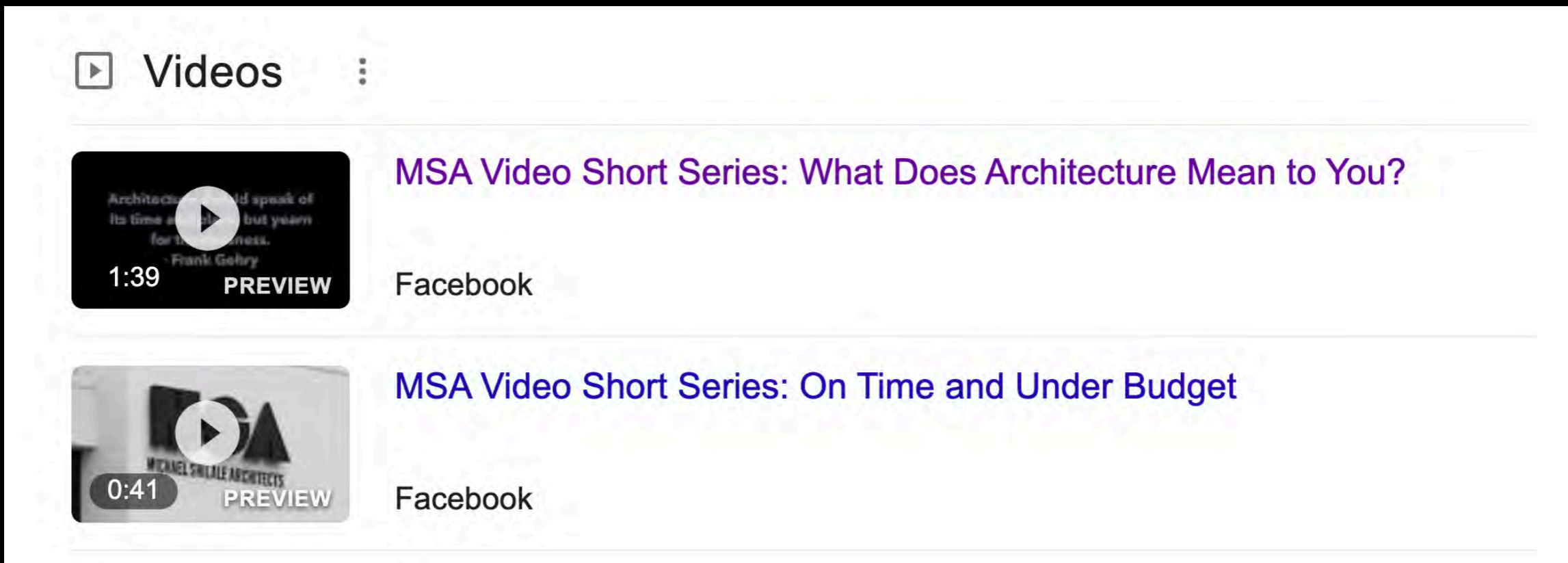
OLA Consulting Engineers. MEP | Fire Protection | Energy | Commissioning + NYC: 8 W 38th Street, New York, NY + Westchester: 50 Broadway, Hawthorne, NY ...



DID YOU KNOW?



→ VIDEOS CAN BE INCLUDED IN GOOGLE'S SEARCH



The screenshot shows a search results page with a 'Videos' filter selected. Two video results are visible:

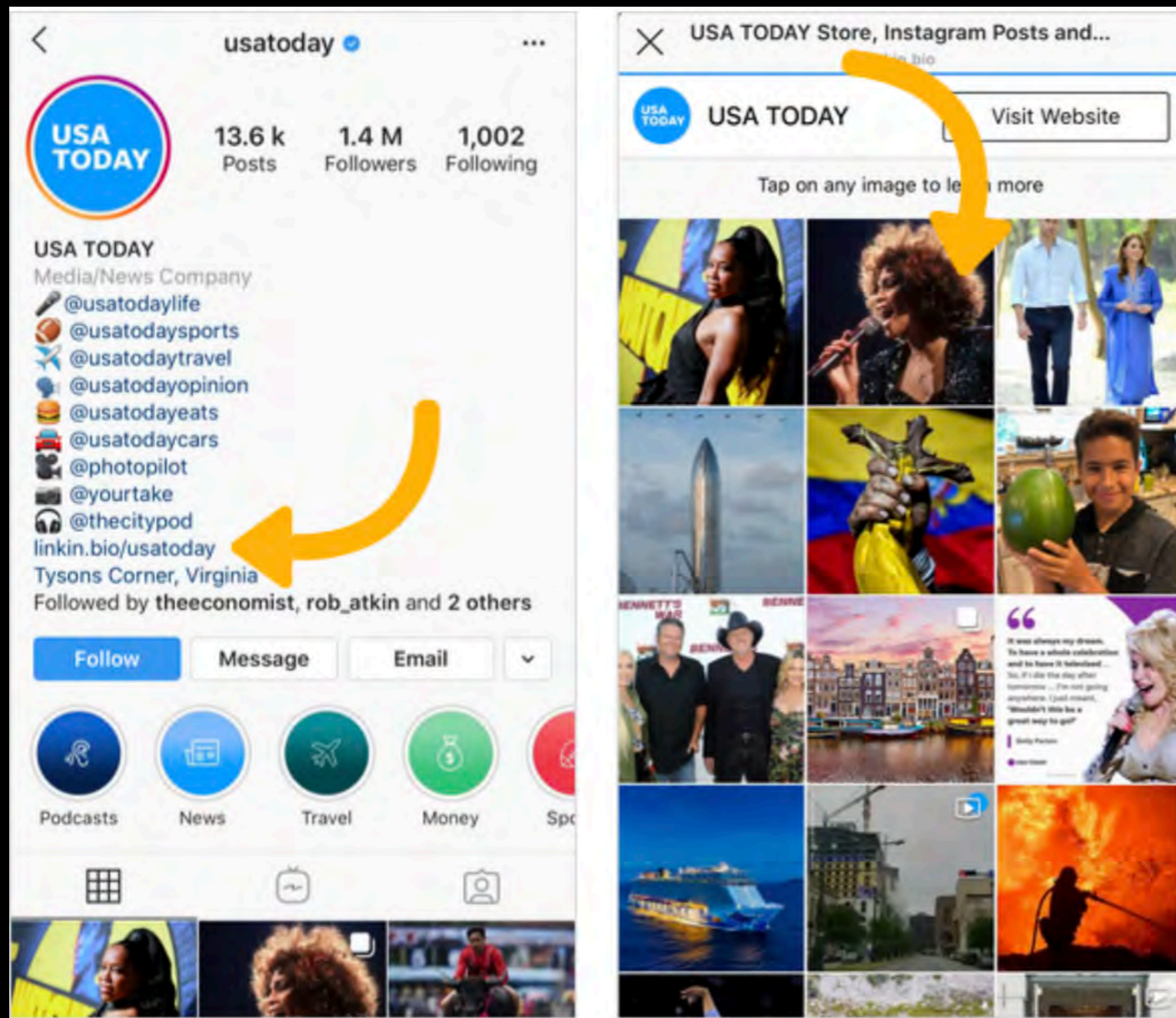
- Video 1:** MSA Video Short Series: What Does Architecture Mean to You? (1:39) - Facebook. The thumbnail features a quote by Frank Gehry: "Architects would speak of its time as a... but yearn for the...".
- Video 2:** MSA Video Short Series: On Time and Under Budget (0:41) - Facebook. The thumbnail shows the MSA logo and the text "MICHAEL SHIBALE ARCHITECTS".

FROM GOOGLE SEARCH BUT POSTED ON FACEBOOK

TIP



→ UPDATE LINKS OR CREATE A CUSTOM PAGE ON YOUR WEBSITE FOR INSTAGRAM OR APPS LIKE LINKTREE/LINK IN BIO.



LINK IN BIO BY LATER

- ➔ FILL YOUR ENTIRE BIO!
- ➔ KNOW YOUR ADMINS.

Overview

Since 1974, OLA Consulting Engineers has built a reputation for providing innovative engineering services to meet or exceed our clients' expectations. Together, our staff of experienced professionals create a team that deliver reliable engineering solutions with a focus on energy conservation to make a positive, lasting impact on the environment. We pair this dedication with a focus on client service. Partnering with our clients and our desire to engineer better environments, OLA's innovative designs have received awards from ACEC, AIA, NSPE, and Consulting Specifying Engineer magazine.

We are continually reinvigorating our efforts as an industry leader in all aspects of building systems analysis, design, and commissioning services for HVAC, plumbing, fire protection, electrical, security, and IT systems. OLA is a member of the U.S. Green Building Council with over thirty LEED Certified or LEED Registered projects, and six projects with "Designed for Energy Star Challenge" designation.

The continuing education of our staff is paramount in our effort to deliver innovative solutions and designs. Over half of our technical staff are licensed professional engineers. Our firm holds a Certificate of Authorization from the State of New York Education Department to provide Professional Engineering Services within the State of New York. Other technical credentials held by our staff include: LEED Accredited Professional, Certified Plumbing Designer (CPD), Certified Energy Manager (CEM), Qualified Commissioning Provider (QCXP), Commissioning Process Management Professional (CPMP), Certified Commissioning Provider.

Website	http://www.olace.com
Industry	Mechanical Or Industrial Engineering
Company size	51-200 employees 71 on LinkedIn 
Headquarters	Hawthorne, NY
Type	Privately Held
Founded	1974
Specialties	Mechanical Engineering, Electrical Engineering, Plumbing Engineering, Fire Protection Engineering, HVAC Engineering, Energy Engineering, Commissioning, Retro-Commissioning, Energy Audits, and Energy Modeling

Locations (2)

Interact with the map to explore all locations



TIP



- ➔ REMEMBER GOOGLE OWNS YOUTUBE
- ➔ UPLOAD VIDEOS WITH KEYWORDS, DESCRIPTIONS, AND TAGS.
- ➔ ADD CARDS TO DIRECT BACK TO YOUR WEBSITE.

The image shows two side-by-side screenshots of the YouTube video editor interface. The left screenshot displays the video details for a file named 'MSA _ Architecture Short.mp4'. It includes a 'Visibility' dropdown set to 'Public', a 'Playlists' dropdown set to 'Select', and buttons for 'Cards' and 'End screen'. The right screenshot shows the 'Add card' menu, which offers four options: 'Video or Playlist' (Promote a video or playlist), 'Channel' (Promote another channel), 'Poll' (Encourage viewers to participate in a poll), and 'Link' (Link to an approved website, currently 'Not enabled'). A video progress bar is visible at the bottom of the right screenshot, with markers at 1:00, 1:15, 1:30, and 1:39.

HASHTAG TIPS

- ➔ DON'T ADD SPACES. MULTIPLE WORD HASHTAGS SHOULD BE GROUPED TOGETHER. #JUSTDOIT NOT #JUST DO IT.
- ➔ DO CAPITALIZE MULTI-WORD HASHTAGS. TITLECASING WILL VASTLY IMPROVE READABILITY AND WILL PREVENT HASHTAGS FROM BEING READ INCORRECTLY.
- ➔ DON'T USE SYMBOLS OR PUNCTUATION MARKS. HASHTAGS OPERATE UNDER THEIR OWN RULES.
- ➔ DO INCLUDE PUNCTUATION AROUND YOUR HASHTAG. IF YOUR HASHTAG IS IN A SENTENCE AND SHOULD BE FOLLOWED BY A COMMA, END MARK, OR OTHER FORM OF PUNCTUATION, INCLUDING ONE WILL NOT AFFECT THE TAG.
- ➔ DO CHECK YOUR SPELLING. HASHTAGS CAN OFTEN BE OVERLOOKED IN PROOFREADS, BUT A MISSPELLED HASHTAG IS A MISSED CONNECTION.
- ➔ DO USE TRENDING OR POPULAR HASHTAGS HELP POTENTIAL MEMBERS INTERESTED IN CURRENT TOPICS FIND US!
- ➔ DO USE NICHE HASHTAGS TO TARGET SPECIFIC AUDIENCES.



LOCAL

GOOGLE BUSINESS



+ POINT DRIVERS

- CUSTOMIZED CONTENT
- REVIEWS
- KEYWORDS

The screenshot shows a Google Business profile for 'Historical Windows of New York, Inc.' The profile includes a header with a photo of a building facade and a map snippet showing the location in the Flatiron District. Below the header are buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile has a 4.1 star rating from 11 Google reviews. The business description is 'Window installation service in New York City, New York'. The address is '27 W 20th St #306, New York, NY 10011'. The hours are 'Open' and it closes at 5:30 PM. The phone number is '(212) 977-3090'.

Historical Windows of New York, Inc.

4.1 ★★★★★ 11 Google reviews

Window installation service in New York City, New York

Address: 27 W 20th St #306, New York, NY 10011

Hours: Open · Closes 5:30PM ▼

Phone: (212) 977-3090

GOOGLE BUSINESS



→ [GOOGLE.COM/BUSINESS](https://www.google.com/business)

Historical Windows of New York, Inc.
27 W 20th St Suite 306
New York, NY 10011

- Home
- Posts
- Info
- Insights
- Reviews
- Calls
- Messages
- Photos
- Products
- Services
- Website
- Users
- Create an ad
- Get custom Gmail

Keep customers up to date
Answer a few questions and update your business on Google Maps and Search with your latest info.
[Get Started](#)

[Create post](#) | [Add photo](#) | [Create ad](#)

Stay connected during COVID-19
Let customers know about any changes to your business due to COVID-19. [Learn more](#)

- [Update service availability](#) **NEW**
- [Update business hours](#)
- [Post your COVID-19 update](#)

PERFORMANCE

Views	Searches	Activity
4.92K	4.64K	3.57K

Advertise easily in minutes

Window installation service in New York

Ad • <http://www.historicalwindows.com/>

Historical Windows of New York, Inc. - The Window Fitters Of YourTown



Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

[Start now](#)

Have news to share with your customers?
Tell customers about events, promotions, or products. [Learn more](#)

LISTINGS

→ [HTTPS://MOZ.COM/PRODUCTS/LOCAL/CHECK-LISTING](https://moz.com/products/local/check-listing)

Results			
Your online business listing visibility			
Directory	Business Info	Hours	Photos
 Google Search	WB Engineers+Consultants 110 William Street, New York (212) 791-8300 http://wbengineering.com/	✓	✓
 Google Maps	WB Engineers+Consultants 110 William Street, New York (212) 791-8300 http://wbengineering.com/	✓	✓

+ POINT DRIVERS

CORRECT INFORMATION

- NEGATIVE POINTS

INCORRECT INFORMATION



PRESS/LINKS

914TINC.

SLATE

townvibe

AD
ARCHITECTURAL DIGEST



Azure

Bedford
MAGAZINE

POPULAR
SCIENCE THE FUTURE NOW

COMMERCIAL
OBSERVER

THE COOPERATOR
NEW YORK
THE CO-OP & CONDO RESOURCE

houzz

The Katonah
Lewisboro Times





Design Cost Data™
DCD

Brownstoner



AIA

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-  Online Advertisements
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The county occupies an economic sweet spot; with nearly every segment reporting positive momentum.

DOING BUSINESS IN

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[Due Diligence in Commercial Real Estate](#)

[Litigated Divorces](#)

[Mediation, Collaborative Law, and Litigation: The Different Ways of Divorcing](#)

[Tax Implications of Divorce in New York](#)

[The New Spousal Support Law and High Net Worth Divorce](#)

[Trial and Litigation](#)

[What Are Some of the Most Important Areas I Need to Address When Starting a New Business or Buying an Existing Business?](#)

[What the New Trump Tax Law Changes Mean for You](#)



- INTERESTING
- FOOD & DRINK
- POLICE & FIRE
- REAL ESTATE**
- PARTNER
- EVENTS
- POLITICS



Till Friday To Apply for Six Affordable Units in Flatbush

Kadia Goba - March 19, 2019

FLATBUSH — Developers are currently accepting applications for six affordable apartments at a new rental development at 146 Linden Blvd. between Bedford and Rogers Avenues. The new 8-story structure features 16,507 sq. ft. of residential space...

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Top 5 Stories on Brownstoner This Week: A Bed Stuy Restoration, a Dramatic Cobble Hill Reno

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[brownstoner.com/brooklyn-life/brooklyn-news-townhouse-brownstone-restoration-renaissance-elizabeth-roberts/](#)

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LINKS

- ➔ EXTERNAL = LINKING OUT. YOU OR SOMEONE ELSE
- ➔ INTERNAL = LINKING IN. CONNECTING PAGES WITHIN SITE OR CONNECTING OTHER WEBSITES YOU OWN

+ POINT DRIVERS

- CONSISTENT ANCHOR TEXT
- ACTIVE/POPULAR LINKS

- NEGATIVE POINTS

- RANDOM ANCHOR TEXT

LINKS

➔ [HTTPS://AHREFS.COM/BACKLINK-CHECKER](https://ahrefs.com/backlink-checker)

Backlink profile for aiawhv.org
Domain including subdomains

Domain Rating **27**

Backlinks **5,009**
15% dofollow

Top 100 backlinks | Top 5 anchors | Top 5 pages | With HTTP 200 status code

Referring page	DR	UR	Referring Domains	Traffic	Anchor and backlink
Find Chapter - AIA www.aia.org/find-chapter EN	83	36	124	115	CONTENT Website www.aiawhv.org
AIA Brooklyn Brooklyn Chapter of the American Institute of Architects aiabrooklyn.org EN BLOGS	26	29	59	52	AIA WestchesterHudson Valley www.aiawhv.org
Scholarships & Awards - American Institute of Architects, New York State www.aianys.org/scholarships-awards/ EN ECOMMERCE BLOGS	44	15	7	33	CONTENT AIA WHV Architectural Foundation Chairman Schola www.aiawhv.org/scholarships/
Engineer of the Year and more... myemail.constantcontact.com/Engineer-of-the-Year-and-more---.html?oid=1103707941363&aid=jB8uwpBGapo	92	14	1	0	NOFOLLOW 3/16 AIA WHV Design Expo www.aiawhv.org/events/event_details.asp?id=595
2021 College Scholarship Guide The Highlands Current highlandscurrent.org/2021/03/19/2021-college-scholarship-guide/ EN BLOGS	58	14	6	0	CONTENT studying architecture. \$7,000 April 9 SGO Apply www.aiawhv.org/scholarships
June 5th Memorial Park wins 2019 AIA Design Award Undergraduate Architecture architecture.sas.upenn.edu/node/647	90	13	0	0	CONTENT the June 5th Memorial. Presented on October 16, 2019 Chapter , the award is inrecognition of architectural e www.aiawhv.org/architecthomepage/2019/11/19



**CONNECTING ALGORITHM,
YOU, AND OTHER FIRMS.**

UNDERSTANDING YOUR COMPETITION

- CHECK LINKS THAT DIRECT TO THEIR WEBSITE. THIS WILL SHOW YOU WHERE THEY ARE ADVERTISE, WHAT PUBLICATIONS THEY ARE IN, AND TRAFFIC.
- CHECK THE KEYWORDS MOST ACTIVE ON THEIR WEBSITE.
- CHECK THEIR SOCIAL MEDIA PROFILES. HOW ARE THEY LISTED? ARE THEY GETTING NOTICED JUST BECAUSE OF THEIR SIZE? OR IS THEIR PROFILE OPTIMIZED?
- CHECK WEBSITE DOMAIN STATUS.
-GOOGLE THEM!



PERSPECTIVE

YOUR SUCCESS

YOUR GROWTH CURVE

90

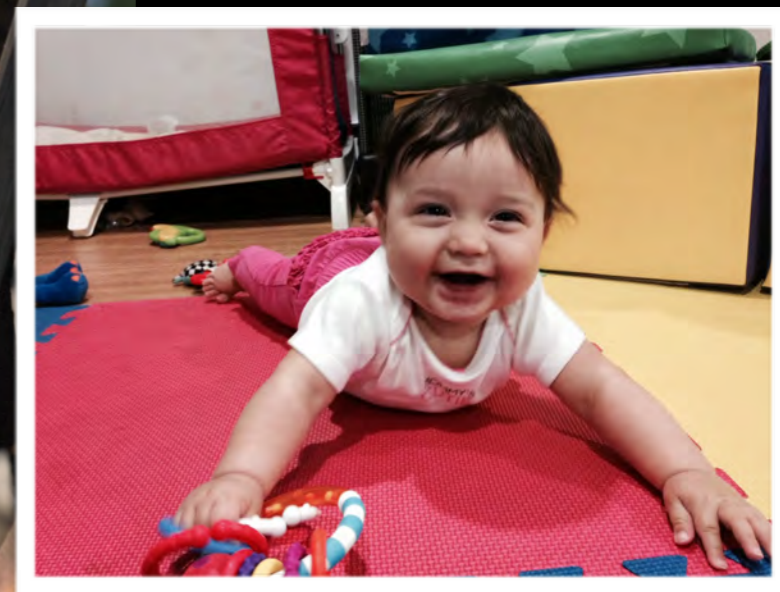


67.5

45



2



YOUR BEGINNER CHECKLIST

- ARE YOU AWARE OF WEBSITE ANALYTICS?
- IS YOUR WEBSITE SLOW?
- DO YOU ADD CONTENT?
- DO YOU HAVE RELEVANT CONTENT?
- IS IT EASY TO NAVIGATE?
- DO PHOTOS LOAD CORRECTLY?
- ARE ALL PAGES WORKING CORRECTLY?
- ARE YOU UTILIZING LARGE AND NICHE KEYWORDS?
- DO YOU HAVE META DATA IN PLACE?
- DO YOU HAVE SOCIAL MEDIA ACCOUNTS CONNECTED?
- ARE YOUR SOCIAL PROFILES COMPLETE?
- DO SOME OF YOUR SOCIAL POSTS LINK BACK TO YOUR WEBSITE?
- DO YOU HAVE GOOGLE BUSINESS SET UP?
- ARE YOU AWARE OF OTHER VENUES YOU ARE LISTED? CORRECT INFO?
- ARE YOU AWARE OF WEBSITES LINKING TO YOU? ANCHORS CORRECT?
- ANY PRESS EFFORTS ALIGNED WITH WEBSITE?
- HAVE YOU RESEARCHED YOUR COMPETITION?

ANASTASIA@THEVIVIDMARK.COM

#NODATALEFTBEHIND