

How to Leverage Google's Best Practices to Attract New Members, Keep Existing Ones and Increase Your Revenue

Presented by Michael Sauer, Master Trainer and Coach at Scorpion

Michael Sauer

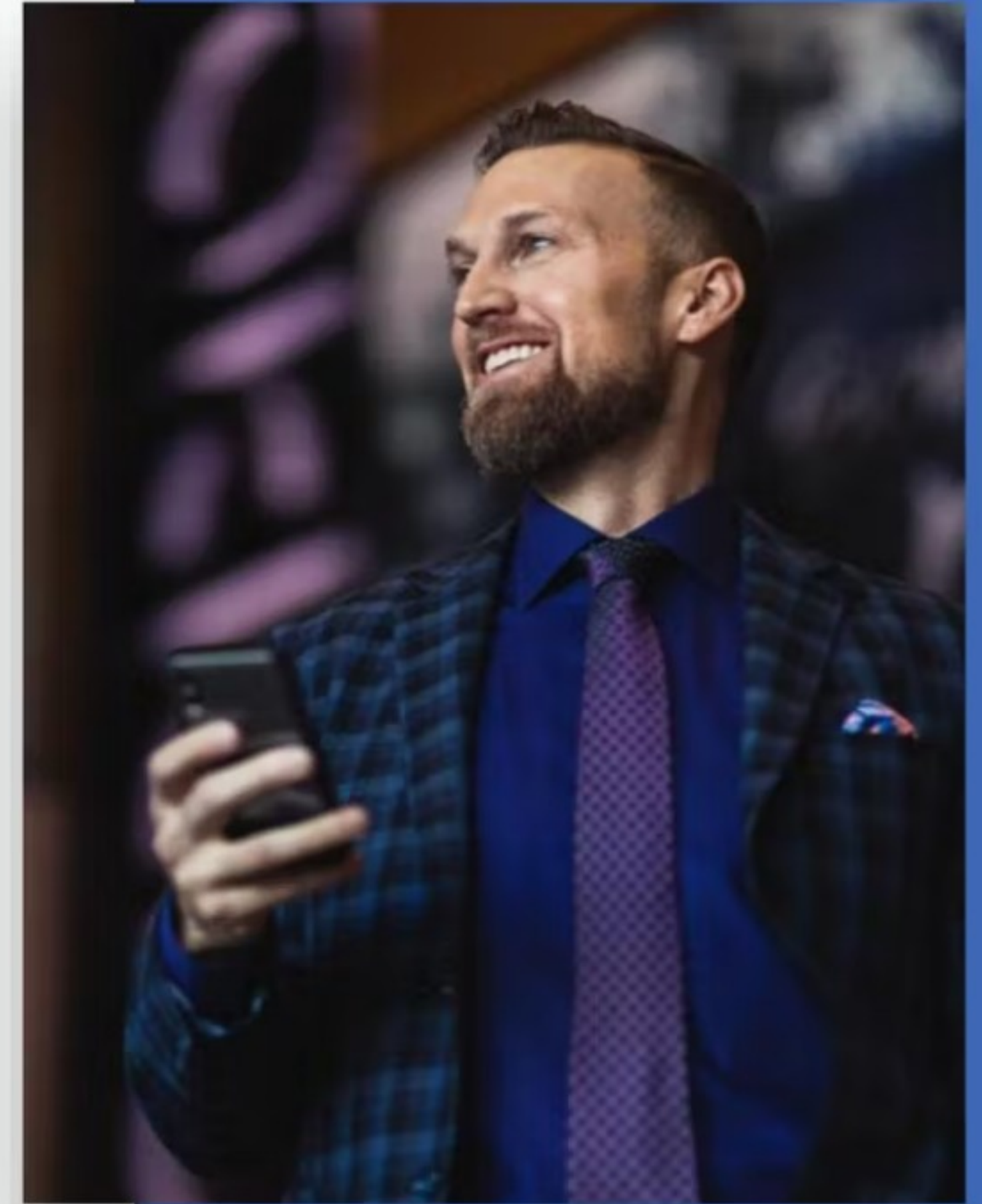
Master Trainer & Coach

- Electrical Engineer (B.S.E.E. Johns Hopkins University)
- Digital Marketing Certified Professional
- Google Certified Online Advertising Professional
- Certified Exit/Succession Planner & Business Broker
- John Maxwell Certified Coach, Speaker & Trainer
- 5 Languages of Appreciation in the Workplace Facilitator
- Dave Ramsey Certified Financial Master Trainer & Coach
- Profit First Certified Professional
- Master Certified Sales Trainer & Coach
- Electrical Patent Attorney (admitted in 39 States)

Personal Mantra:

"Deliver above and beyond... and then some!!!"

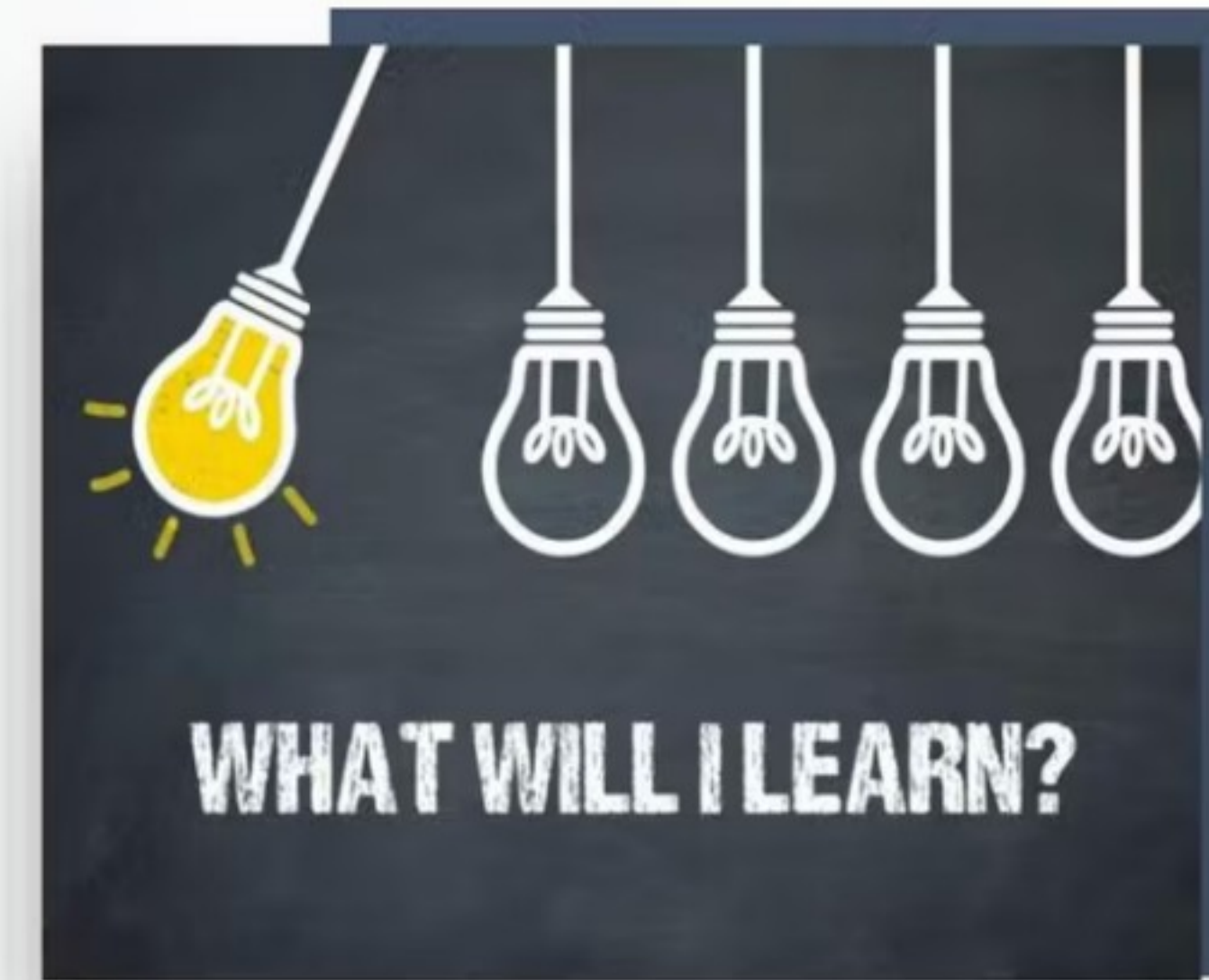
Ask@Scorpion.co ( .co  .com)





Learning Objectives

1. Whether Your Website Meets Google's Best Practices
2. Whether Your Online Reputation Meets Google's Best Practices
3. Whether You Are Positioning Yourself For Maximum Member Attraction





Agenda

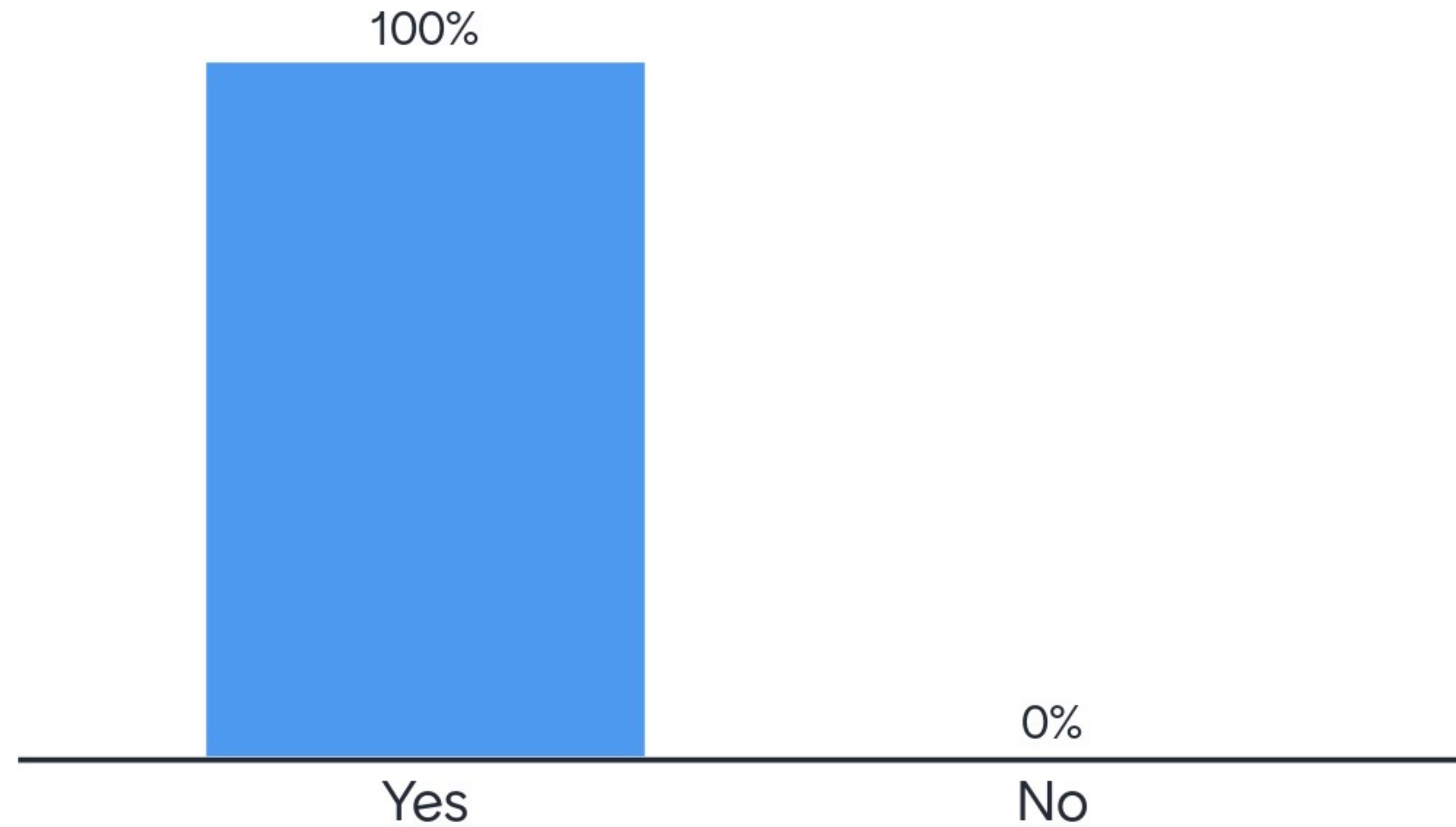
1. Learn About Your Target Audience
2. Google's Website Best Practices
3. Member Attraction Best Practices
4. Retaining Member Best Practices



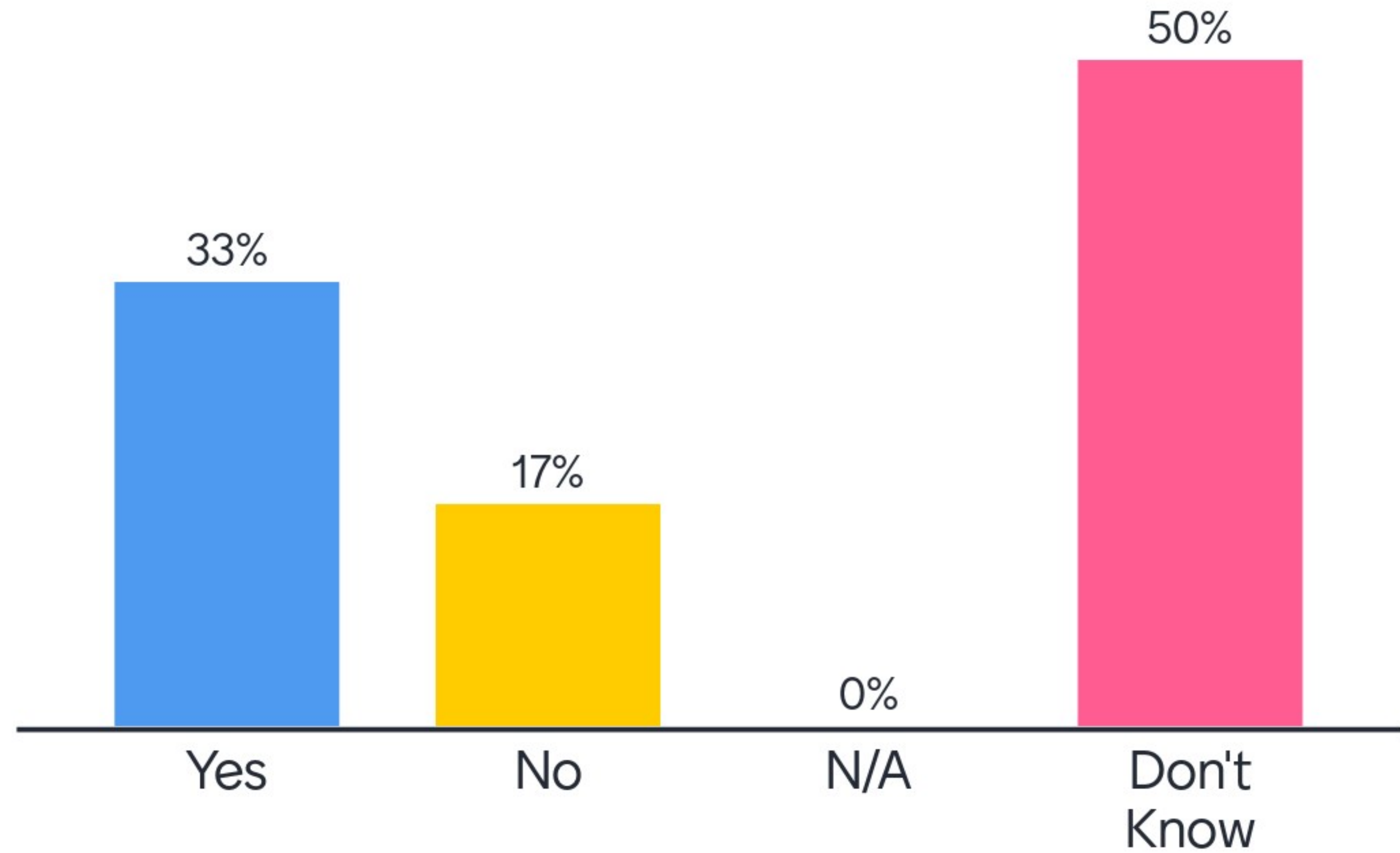
Instructions



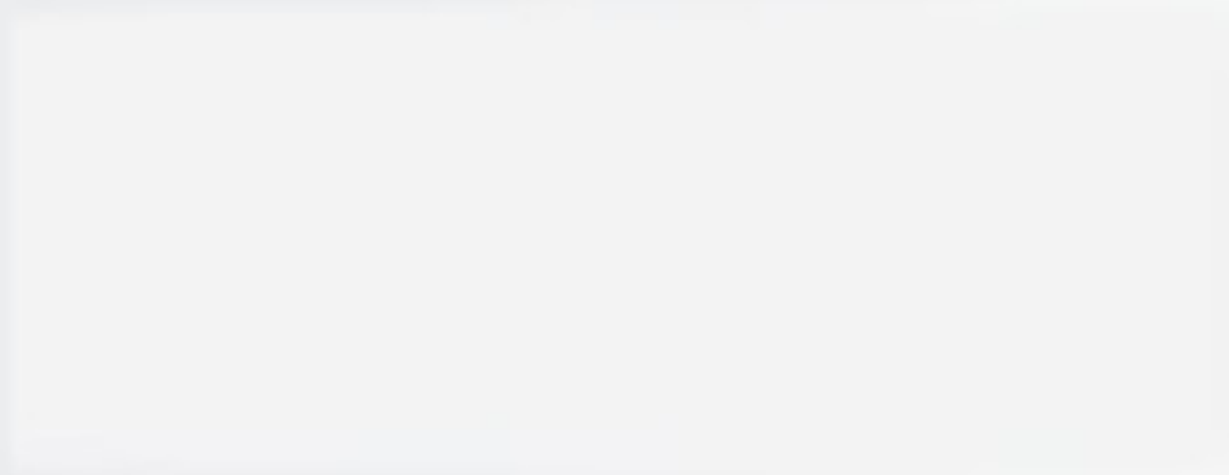
Does Your Chapter Have a Website?



Does Your Website Accomplish All of Your Goals?



**Why Do We Expect
Everything To Be Instant?**



GORDON MOORE

“The number of transistors on a microchip will double every two years, while the price of the device will be cut in half.”



Connecting To America Online...



Cancel



Search the web using Google!

Google Search

I'm feeling lucky

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[Company Info](#)
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Copyright ©1998 Google Inc.

In 1998, there were about ____ Google searches/sec.

In 1998, there were about 0.1 Google searches/sec.

In 2000, there were about ____ Google searches/sec.

In 2000, there were about 208 Google searches/sec.

**In October 2019, there were about
_____ Google searches/sec...**

**In October 2019, there were about
77,500 Google searches/sec...**

4.65 million **Google searches/min...**

279 million Google searches/hr...

6.7 billion **Google searches/day...**

**__% of Google searches
are trying to find local businesses.**

**46% of Google searches
are trying to find local businesses.**

Which means more than
local business
Google searches occur each day.

**Which means more than
3,000,000,000 local business
Google searches occur each day.**

**Which Search Engine has the
largest market share?**



statcounter
GlobalStats

[Press Releases](#) [FAQ](#) [About](#) [Feedback](#)

Google

91.94%

bing

2.86%

Yahoo!

1.5%

Baidu

1.37%

YANDEX

1.1%

DuckDuckGo

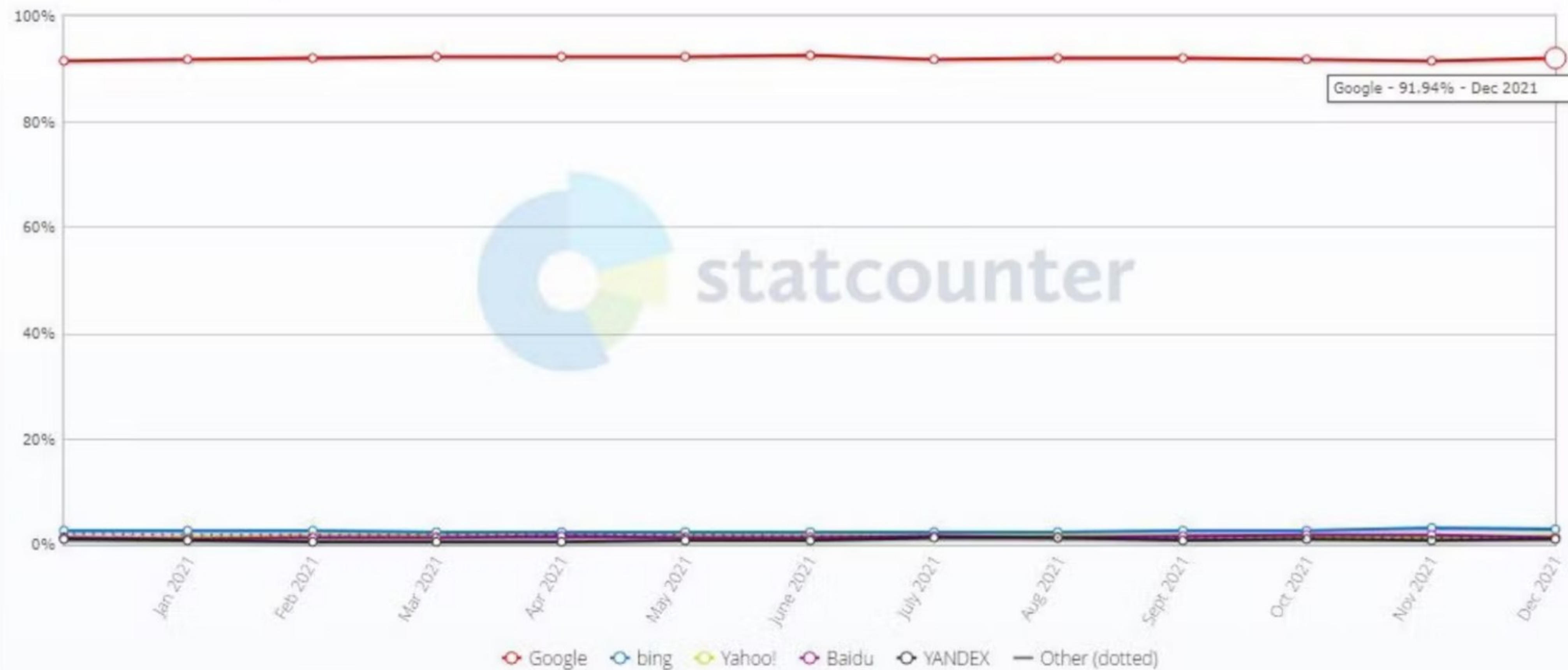
0.67%

Search Engine Market Share Worldwide - December 2021

Search Engine Market Share Worldwide

Dec 2020 - Dec 2021

Edit Chart Data



**What is The Average
Searcher's Attention Span?**

Attention Span

2000



Attention Span

2000

12 seconds



Attention Span

2013



Attention Span

2013

8 seconds



Attention Span

Goldfish



Attention Span

Goldfish

9 seconds



Attention Span

2017



Attention Span

2017

3-4 seconds



**What do you think the
average user's attention span is
now in 2022?**

WHY is This Important?

**In 2017, 50% of consumers expected
a site to load in less than 2 seconds**

**For each additional second
conversions can drop by up to 20%.**

OBERLO

First Impressions Matter for Your Brand

It takes about

**0.05
SECONDS**

for people to form an
opinion about your website.

(8ways, 2019)



**Google makes 500-600
search algorithm changes each year**



statcounter
GlobalStats

[Press Releases](#) [FAQ](#) [About](#) [Feedback](#)

Google

91.94%

bing

2.86%

Yahoo!

1.5%

Baidu

1.37%

YANDEX

1.1%

DuckDuckGo

0.67%

Search Engine Market Share Worldwide - December 2021

Alphabet

Alphabet Inc Class A

NASDAQ: GOOGL

Overview

News

Compare

Financials

Market Summary > Alphabet Inc Class A

2,789.61 USD

+2,735.45 (5,050.68%) ↑ all time

Closed: Jan 14, 7:52 PM EST • Disclaimer

After hours 2,786.90 -2.71 (0.097%)

✓ Following

1D

5D

1M

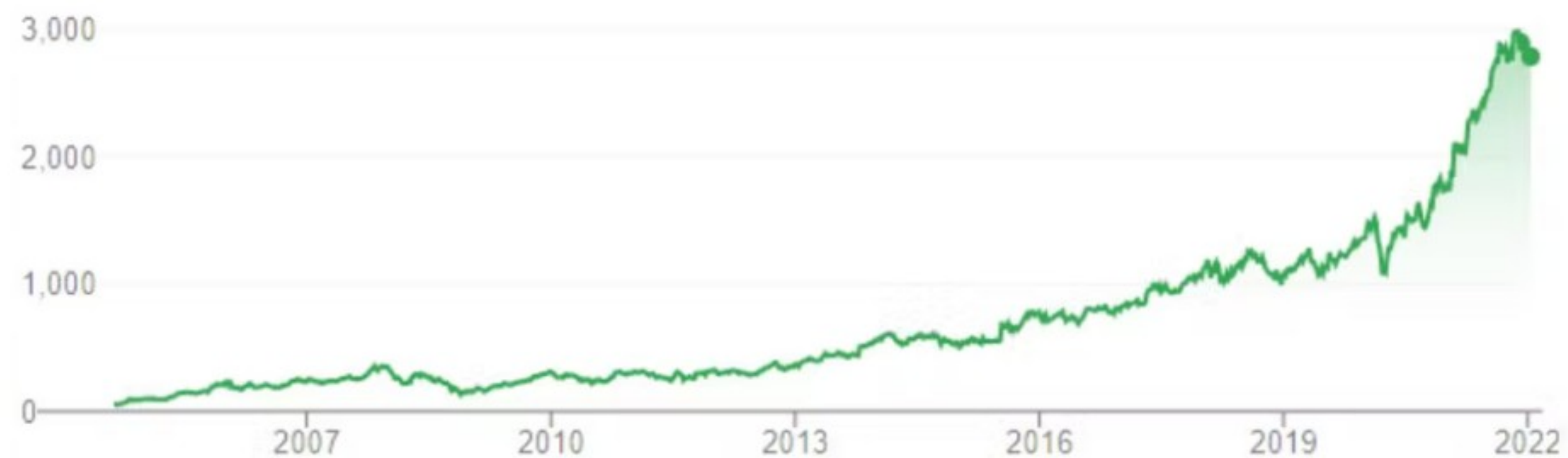
6M

YTD

1Y

5Y

Max



Open	2,741.58	Mkt cap	1.86T	CDP score	A-
High	2,814.84	P/E ratio	26.87	52-wk high	3,019.33
Low	2,739.97	Div yield	-	52-wk low	1,711.71

**“Page Experience Update”
rolled out end of August 2021**

Page Experience Update

1. Core Web Vitals
2. Mobile Usability
3. Security Issues
4. HTTPS Usage
5. Ad Experience

Page Experience Update

1. Core Web Vitals
2. Mobile Usability
3. Security Issues
4. HTTPS Usage
5. Ad Experience

Page Experience Update








1. Core Web Vitals
2. Mobile Usability
3. Security Issues
4. HTTPS Usage
5. Ad Experience

Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now



- 
-  Overview
-  URL inspection
- Performance ^
-  Search results
-  Discover
- Index ^
-  Coverage
-  Sitemaps
- Enhancements ^



Sitemaps

Add a new sitemap

sitemap_index.xml

SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap_index.xml	Sitemap index	Jan 31, 2019	Jun 5, 2019	Success	 

Rows per page: 10 1-1 of 1 < >



Error

6



Valid with warnings

0



Valid

66.9K



Excluded

72.3K



☐ Impressions

Pages

160K

120K

80K

40K

0

Jan 14, 2018

Jan 28

Feb 11

Feb 25

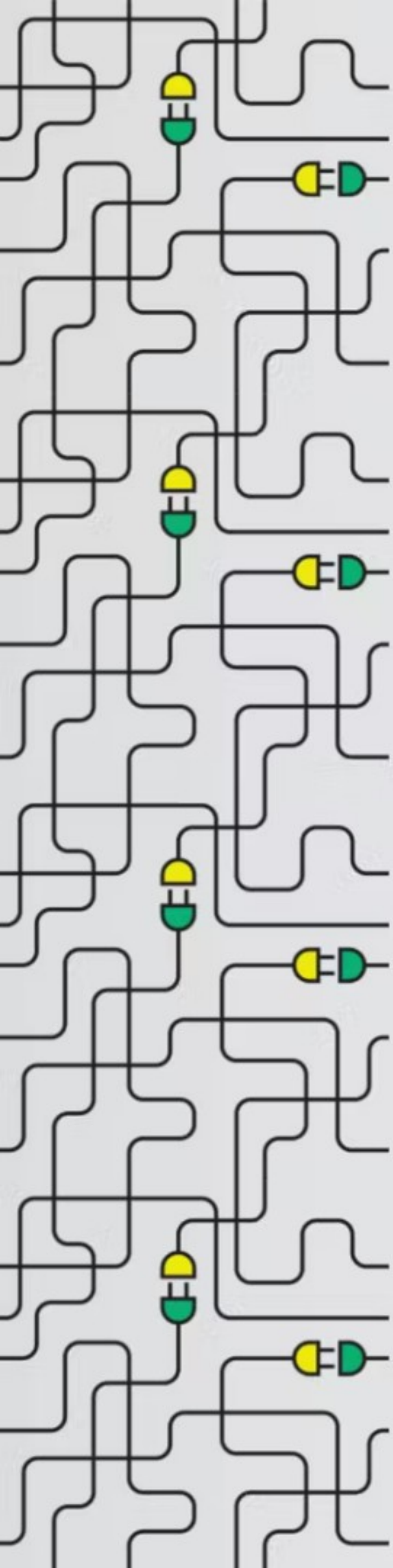
Mar 11

Mar 25



1







1






google load speed

× |  


 All  News  Shopping  Images  Videos  More Tools

About 5,220,000,000 results (0.46 seconds)

<https://pagespeed.web.dev> 


PageSpeed Insights

Make your web pages fast on all devices ... For details, see the **Google** Developers Site Policies.
[Speed Index](#) · [Lazy load third-party resources...](#) · [Lighthouse performance scoring](#)

<https://developers.google.com/speed> 

Make the Web Faster | Google Developers

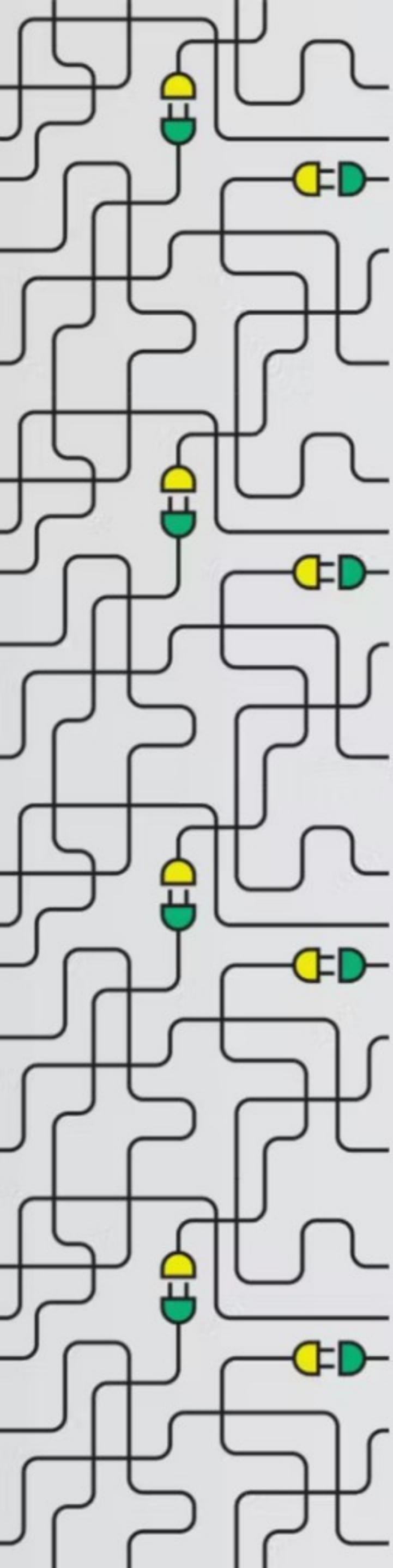
Get your PageSpeed score and use PageSpeed suggestions to make your web site faster through our online tool. [Run Insights](#) [Read docs](#) · **Speed** up with the ...

<https://developers.google.com/speed/docs/about> 

About PageSpeed Insights | Google Developers

PageSpeed Insights reports on the real-world performance of a page or an origin for mobile and desktop devices and provides suggestions on how that page may be ...

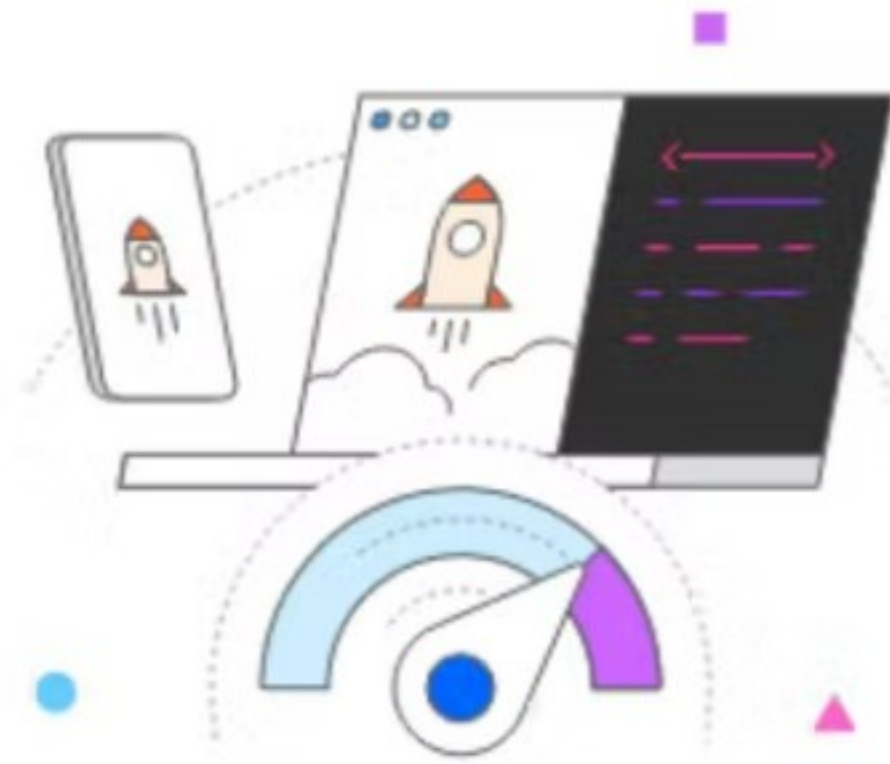




google.com

Analyze

Enter a valid URL



Make your web pages fast on all devices

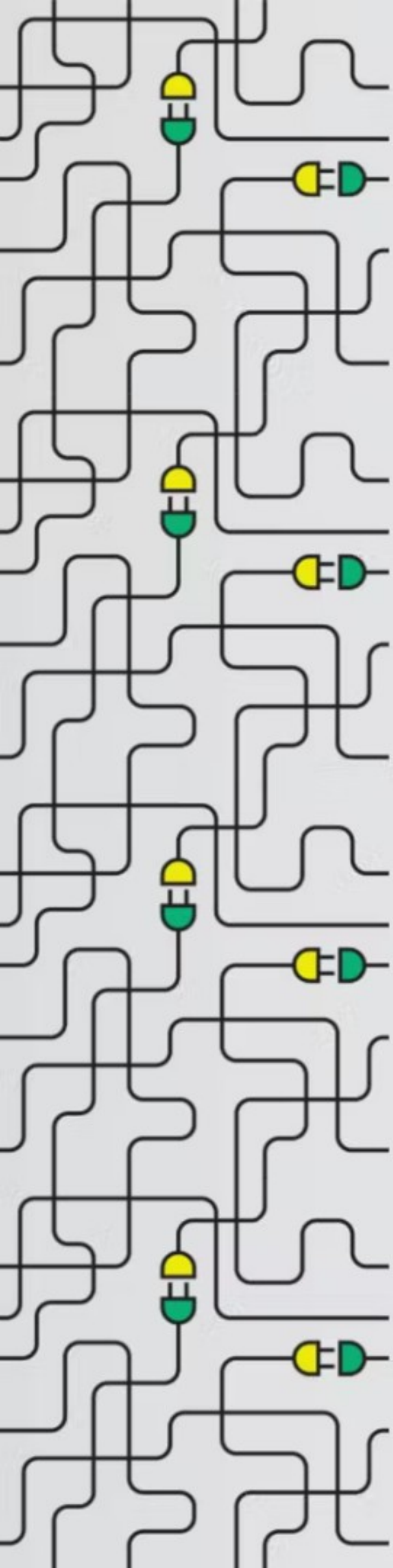
CHECK OUT


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[Documentation](#)


[Learn about Web Performance](#)







 PageSpeed Insights [Docs](#)

[Analyze](#)

 Mobile


 Desktop


Requested URL redirected to: <https://www.google.com/> [Reanalyze](#)


 Discover what your real users are experiencing
Learn how your site has performed, based on data from your actual users around the world.

[This URL](#)

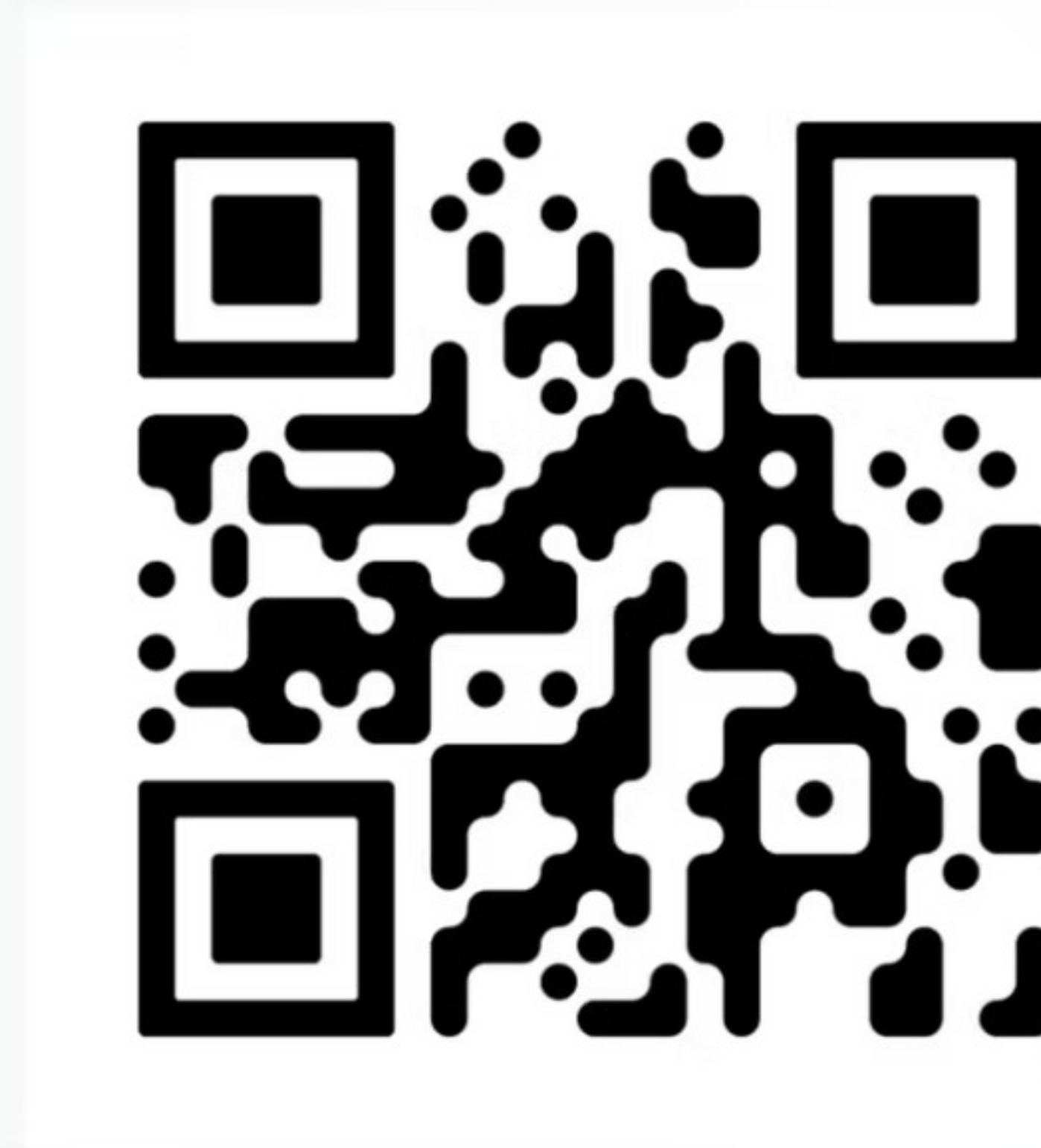
Origin

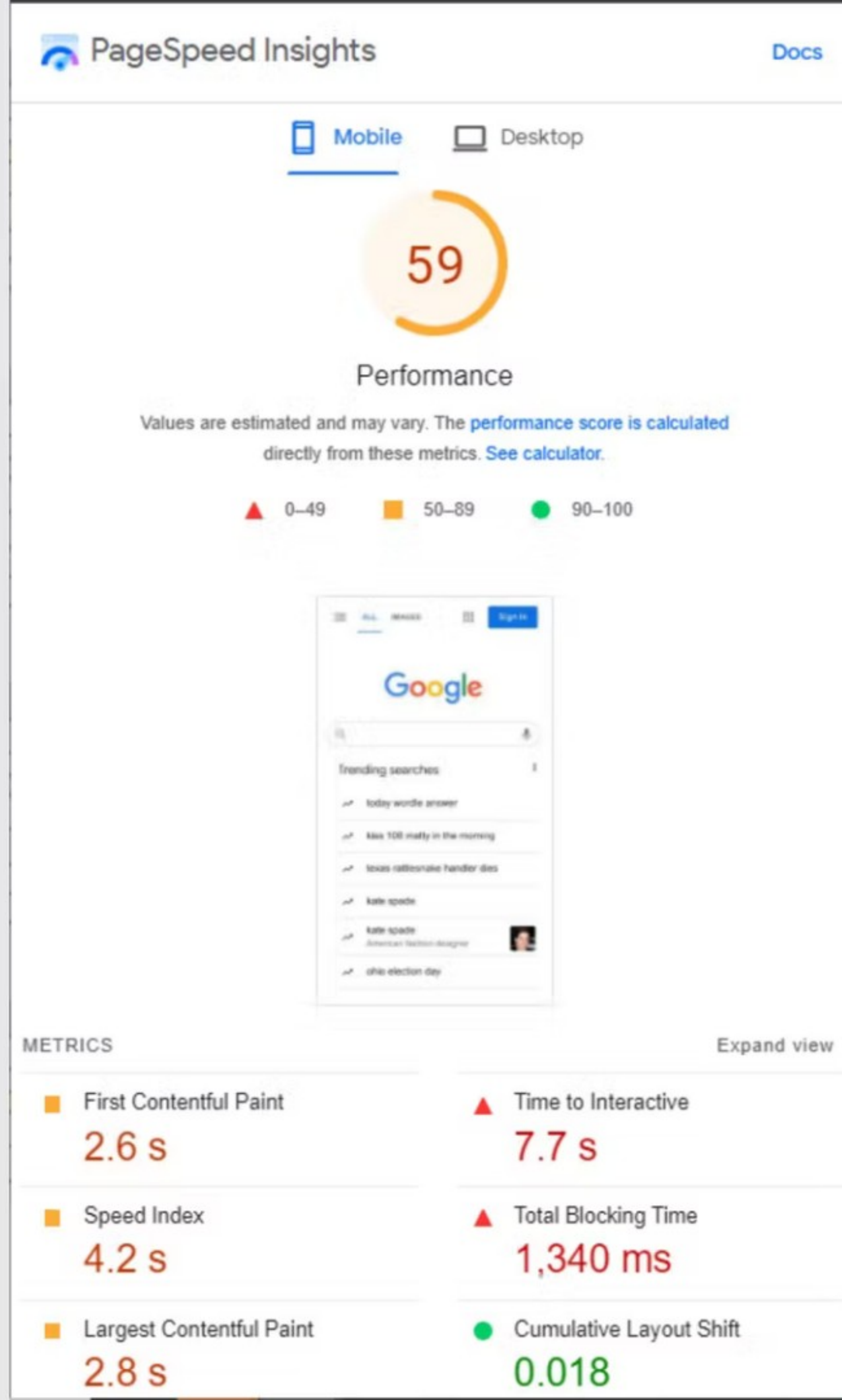
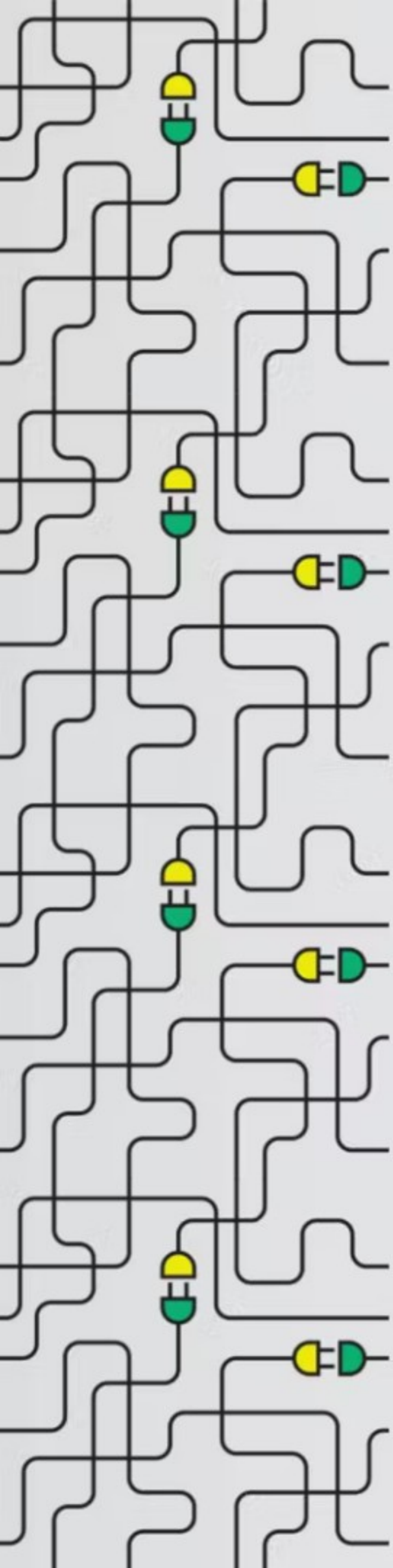
 <https://www.google.com/>



Core Web Vitals Assessment: Passed
Computed from the  Core Web Vitals metrics over the latest 28-day collection period.
[Learn more](#)

[Expand view](#)







0-49



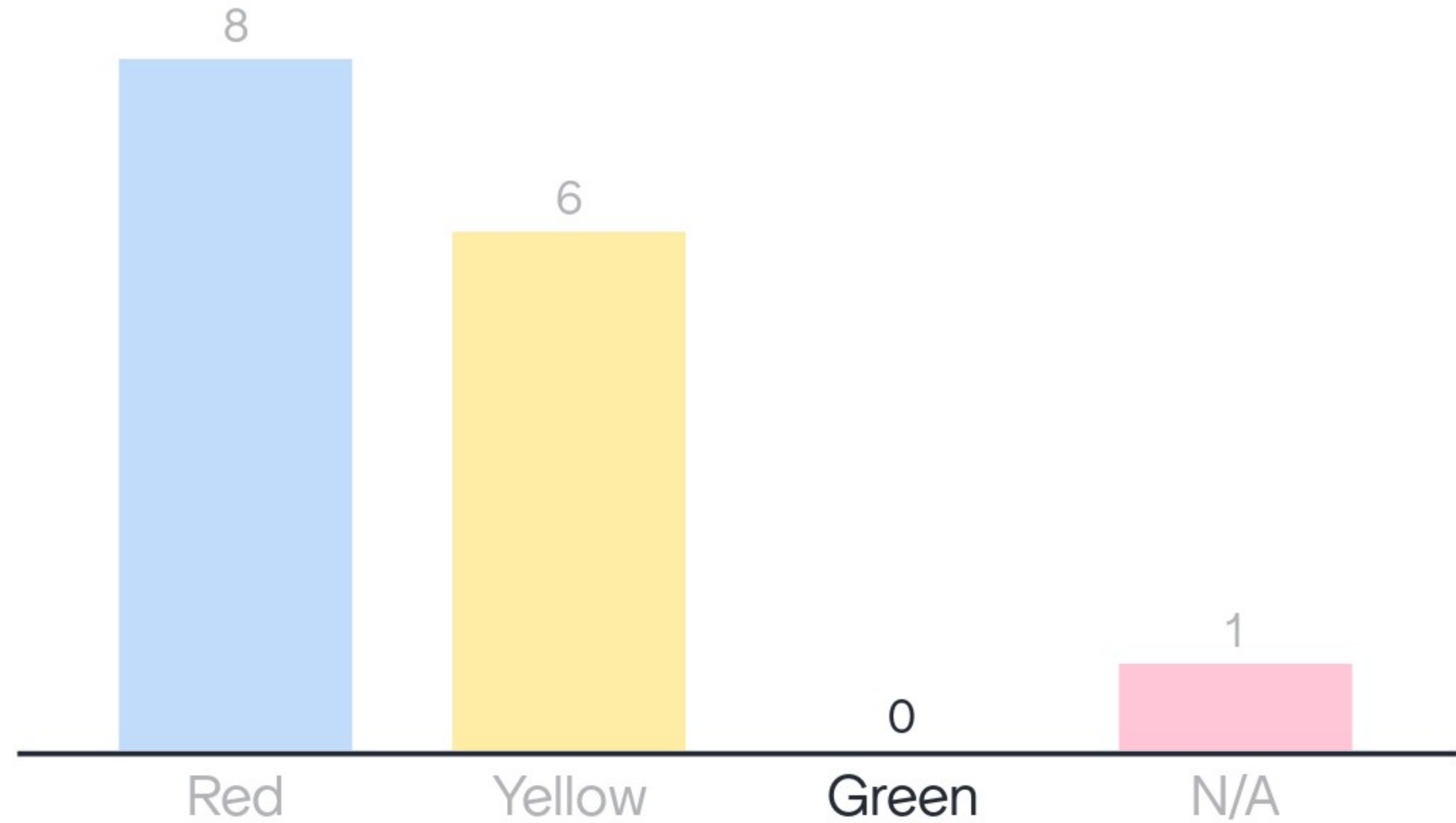
50-89



90-100

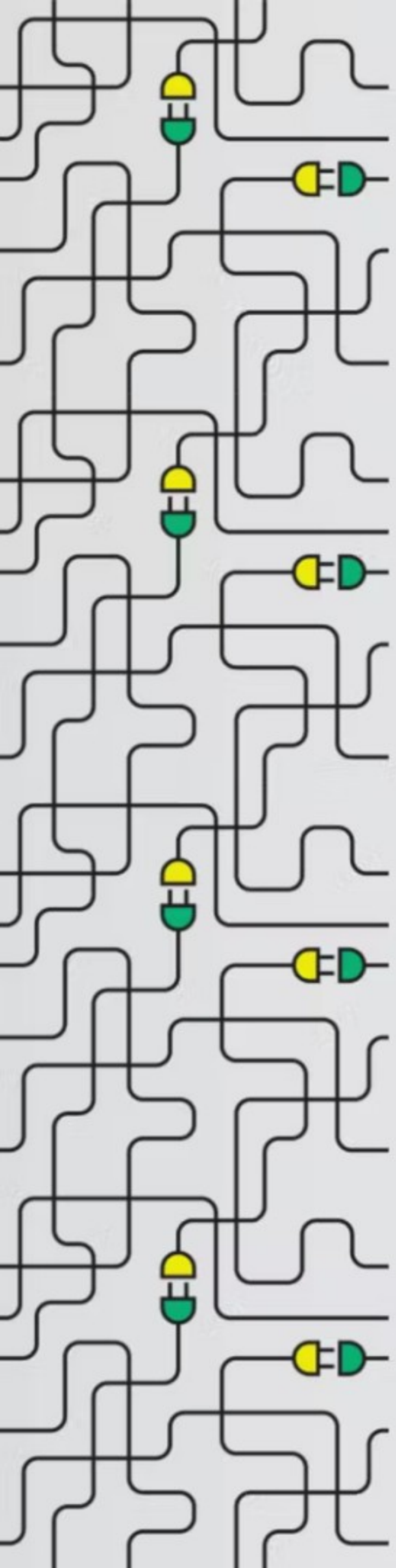


What Color is Your Website's Load Speed?



Responsive Website





google mobile responsive test

×

All

News

Videos

Shopping

Images

Maps

Is your web page mobile friendly?

Google.com

RUN TEST

Feedback

https://search.google.com › test › m...

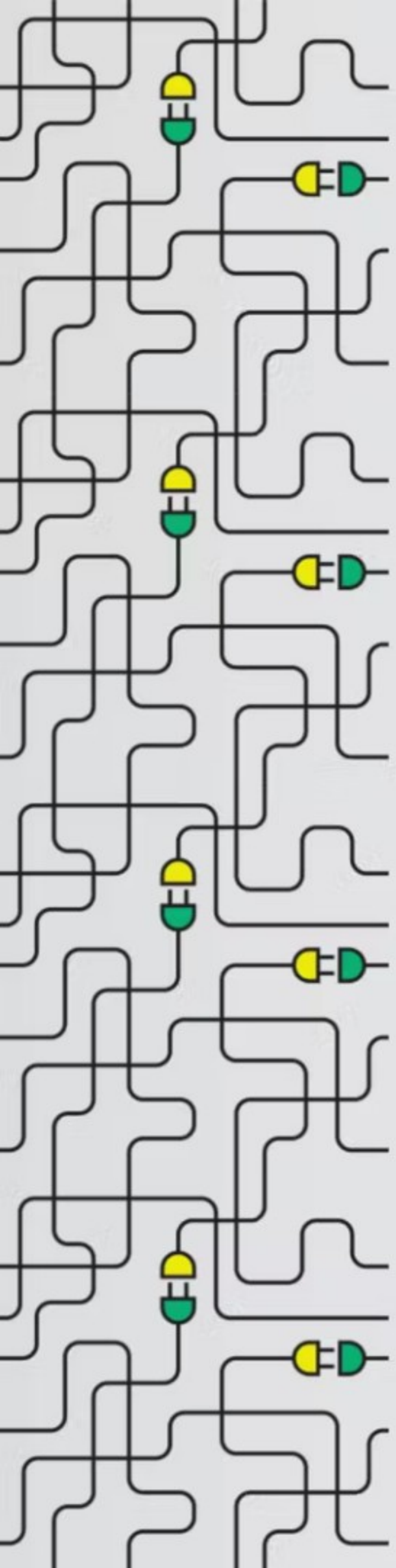
Mobile-Friendly Test - Google Search Console

Test how easily a visitor can use your page on a mobile device. Just enter a page URL to see how your page scores. More usage tips . Why mobile?


https://support.google.com › answer


Mobile-Friendly Test Tool - Search Console Help - Google Support

The Mobile-Friendly test tool is easy to use; simply type in the full URL of the web page that you want to test. Any redirects implemented by the page will be ...




← Mobile-Friendly Test

! 

http://google.com/ 


Test results


 Page loading issues [VIEW DETAILS](#)

Tested on: Aug 22, 2021 at 7:28 PM


Page is mobile friendly


This page is easy to use on a mobile device


 [VIEW SCREENSHOT](#)


 [VIEW RENDERED HTML](#)

Additional resources

 [Open site-wide mobile usability report](#)

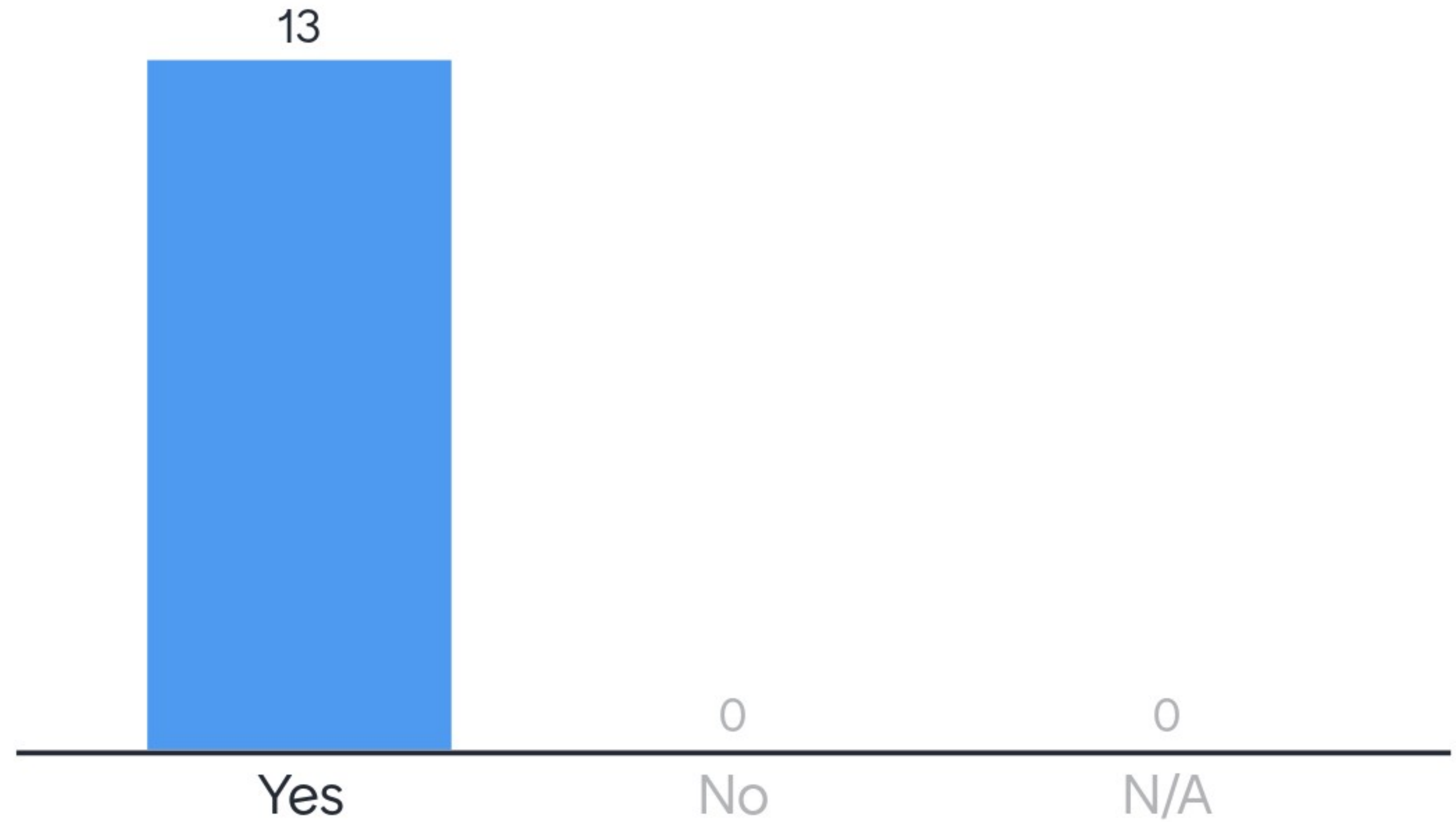
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 [Post comments or questions to our discussion group](#)





Is Your Chapter's Website Mobile Responsive?



Secure Website



Secure Sockets Layer

HTTP VS HTTPS



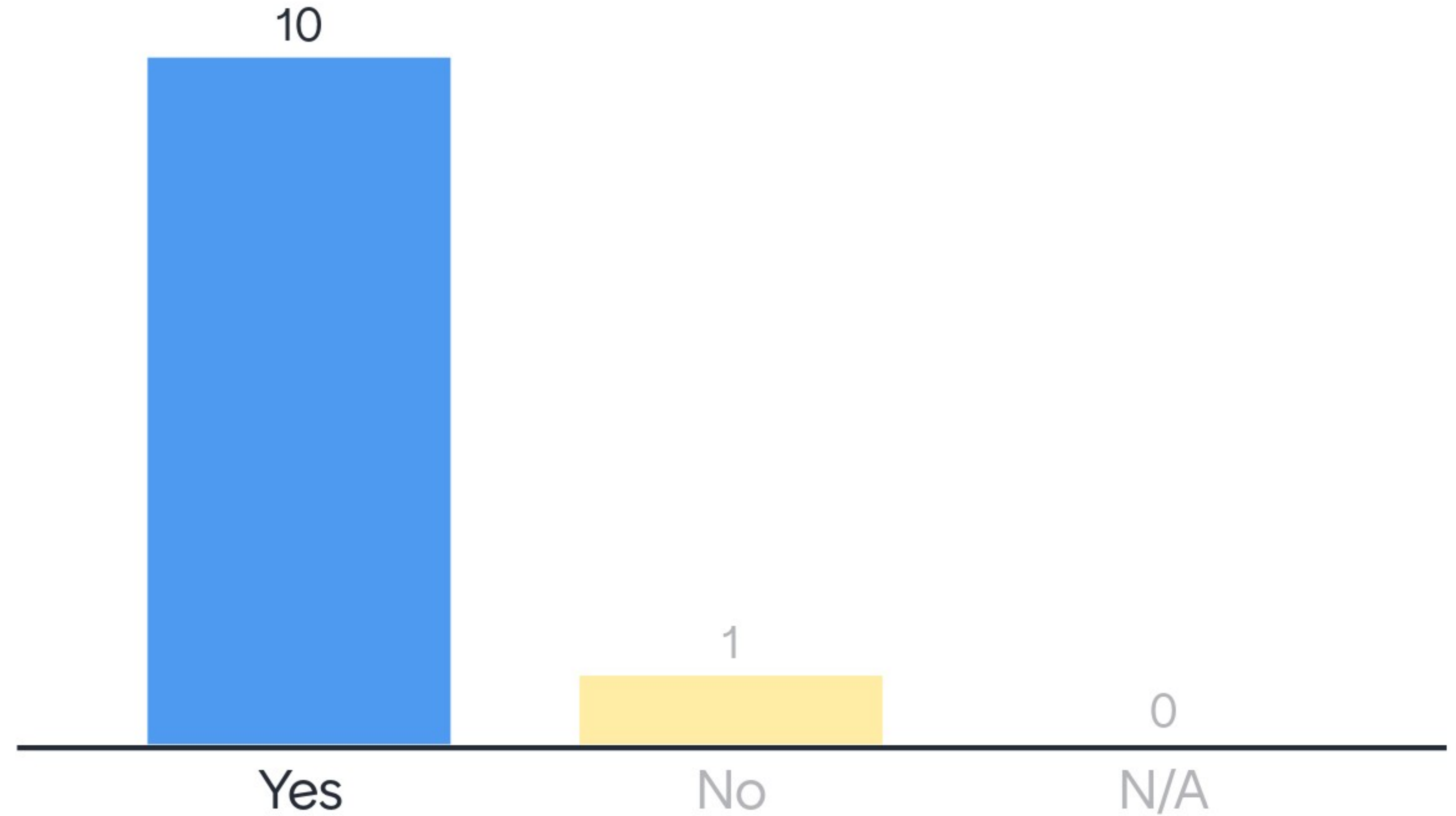
 scorpion.co



https://www.scorpion.co

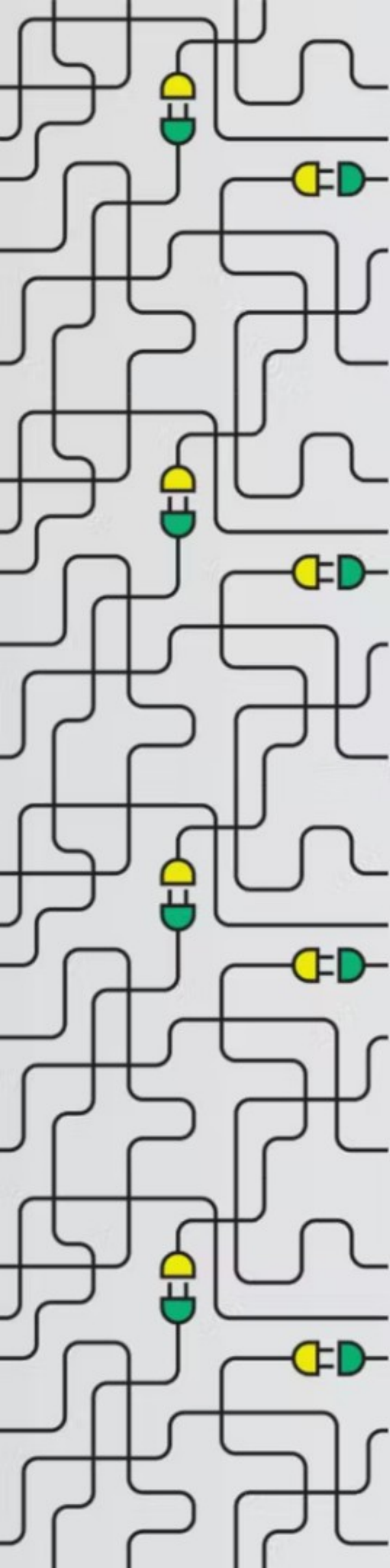


Is your website SSL secured?



Google My Business (GMB)

www.google.com/business




Google My Business

Overview Business Solutions ▾ Resources FAQs

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

[Manage now](#)



Detroit Voltage
4.9 ★★★★★ (27)
Electrician in Detroit, Michigan

OVERVIEW UPDATES SERVICES REVIEWS PHOTOS

CALL DIRECTIONS SAVE WEBSITE

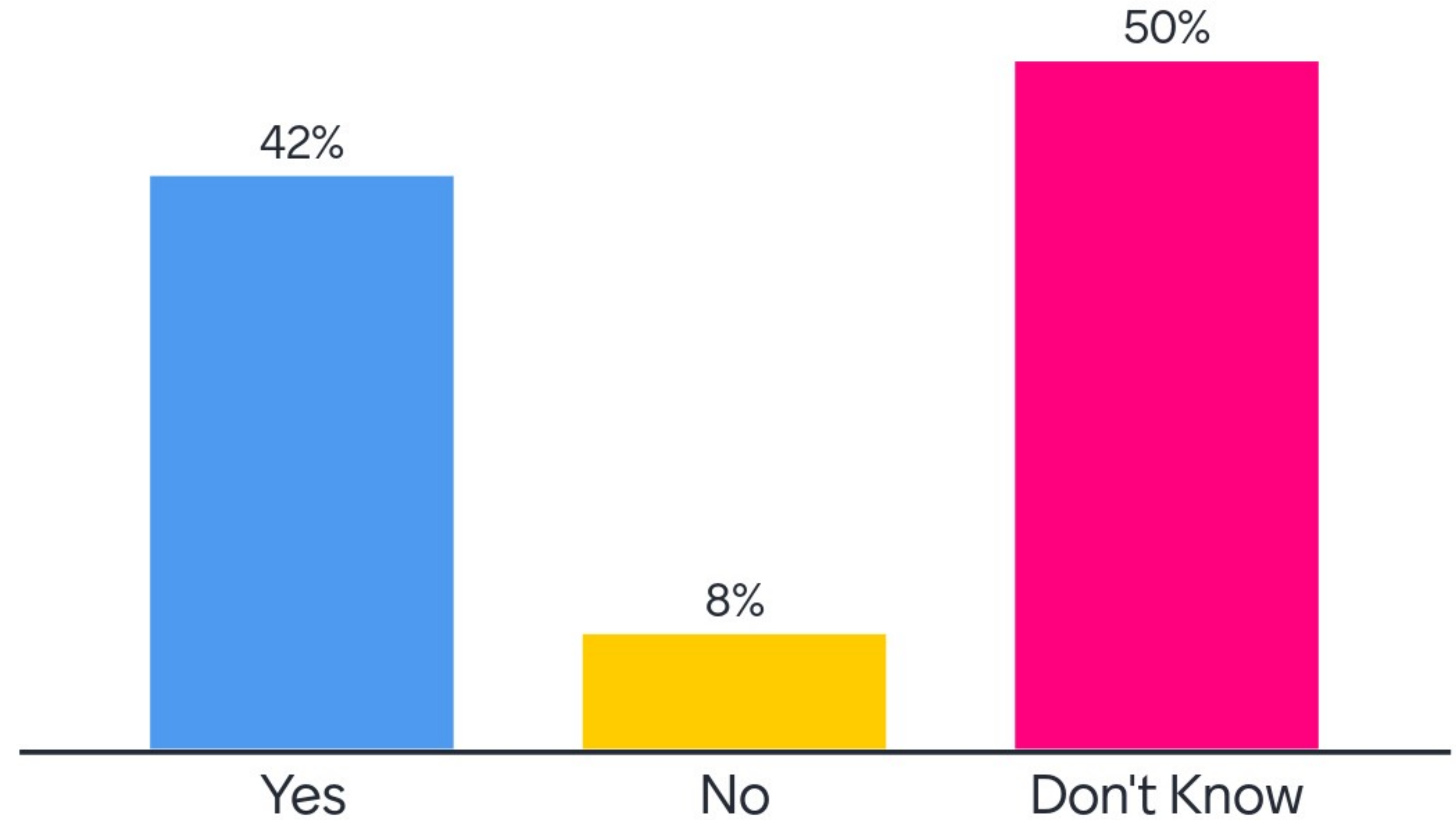
[REQUEST A QUOTE](#)

400 Monroe St #261,
Detroit, MI 48226

Open Closes 5 PM ▾



Does Your Chapter Have a GMB Profile?



**Online Reviews More
Important Than Ever**

How Many Google Reviews Does Your Chapter Have?

How Many Google Reviews Is “Enough”?

**Consumers read an average of
__online reviews before feeling able to
trust a local business.**

Consumers read an average of 10 online reviews before feeling able to trust a local business.

% of consumers trust
online reviews as if they were provided by
a close personal friend.

**76% of consumers trust
online reviews as if they were provided by
a close personal friend.**

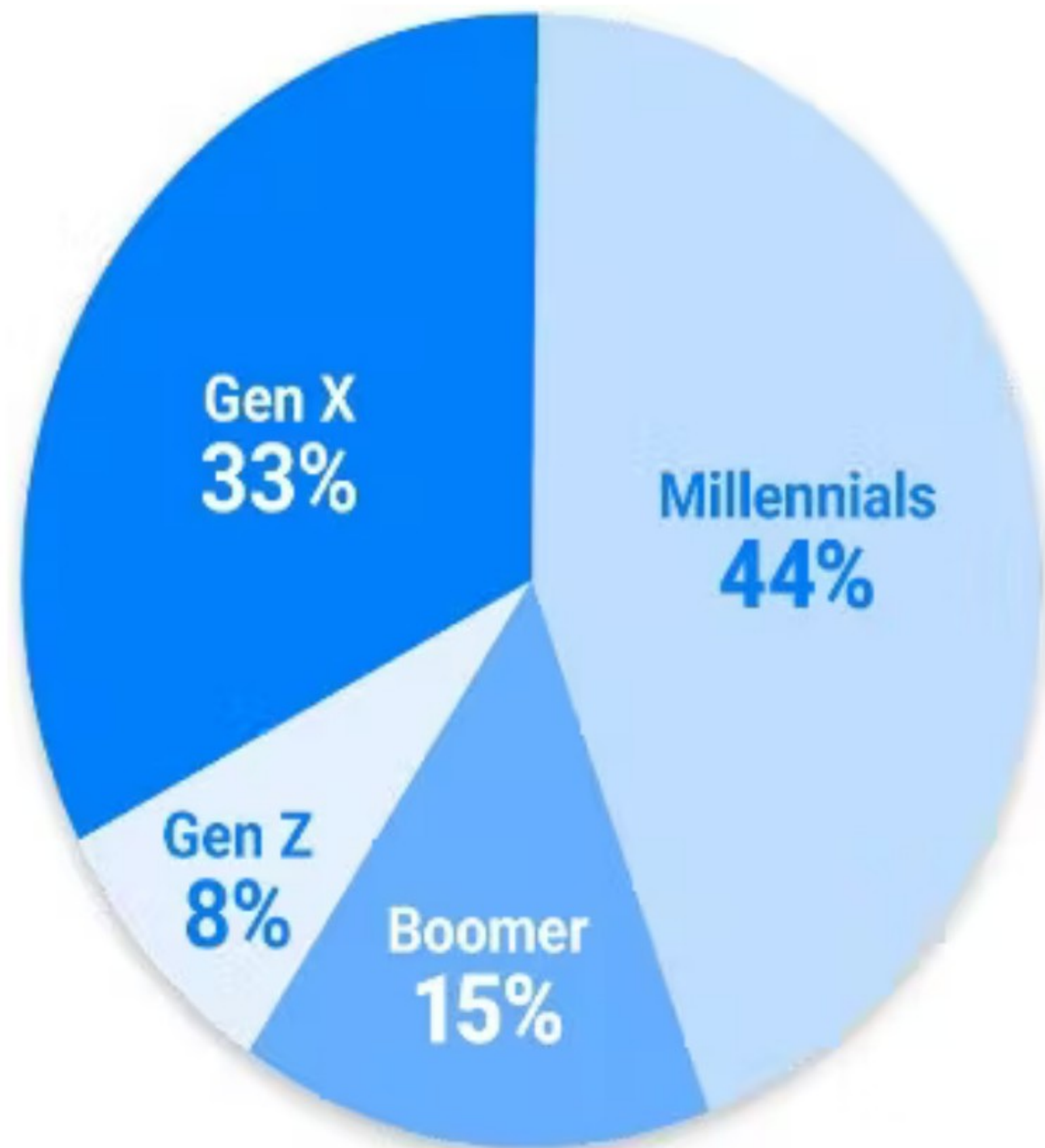
85% of consumers do **NOT** trust reviews older than _____.

85% of consumers do **NOT** trust reviews older than **3 months**.

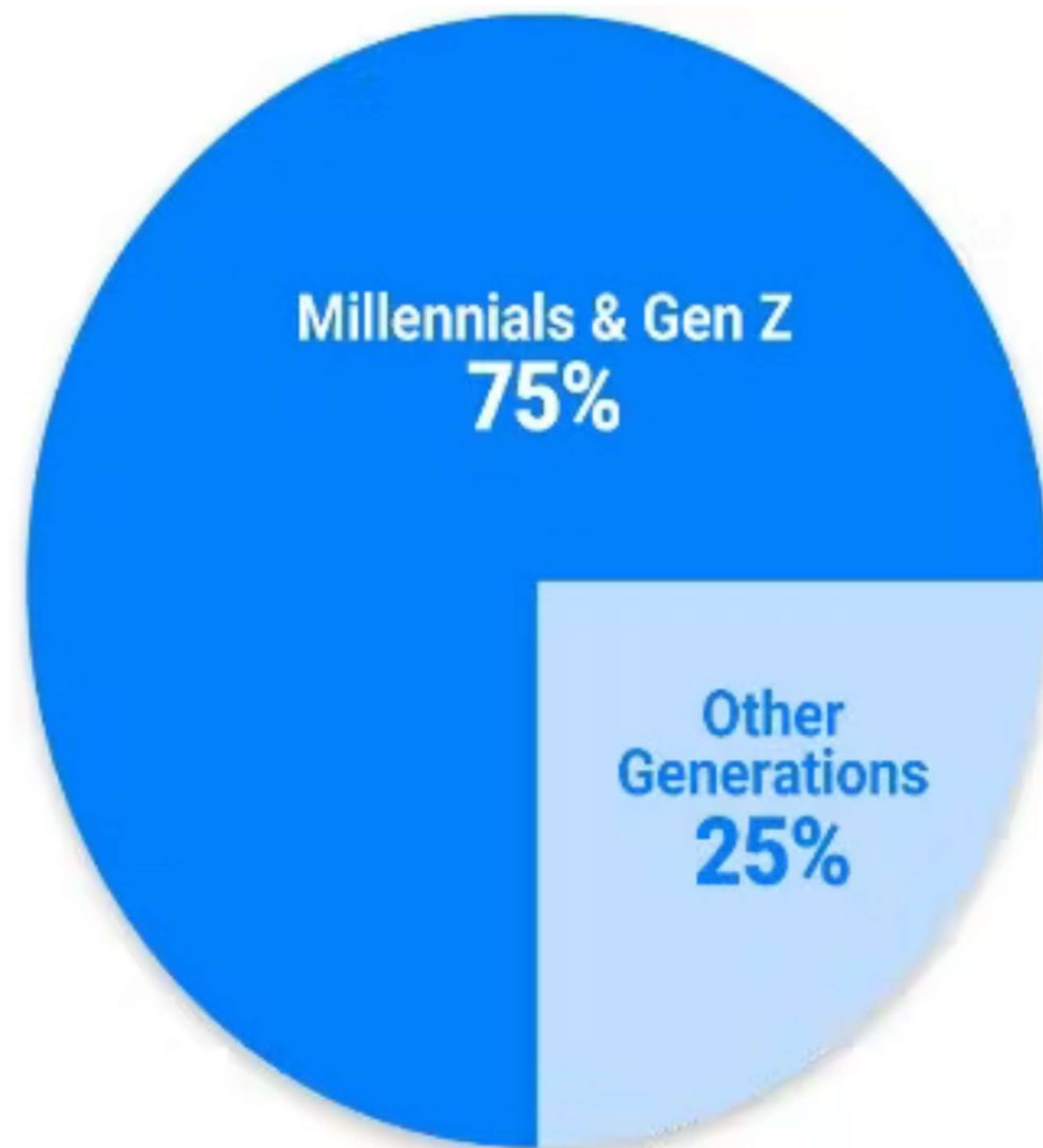
40% of consumers only look at reviews from the last _____.

40% of consumers only look at reviews from the last **2 weeks**.

70% of GenZ candidates look to company reviews before they make career decisions



2021



2030

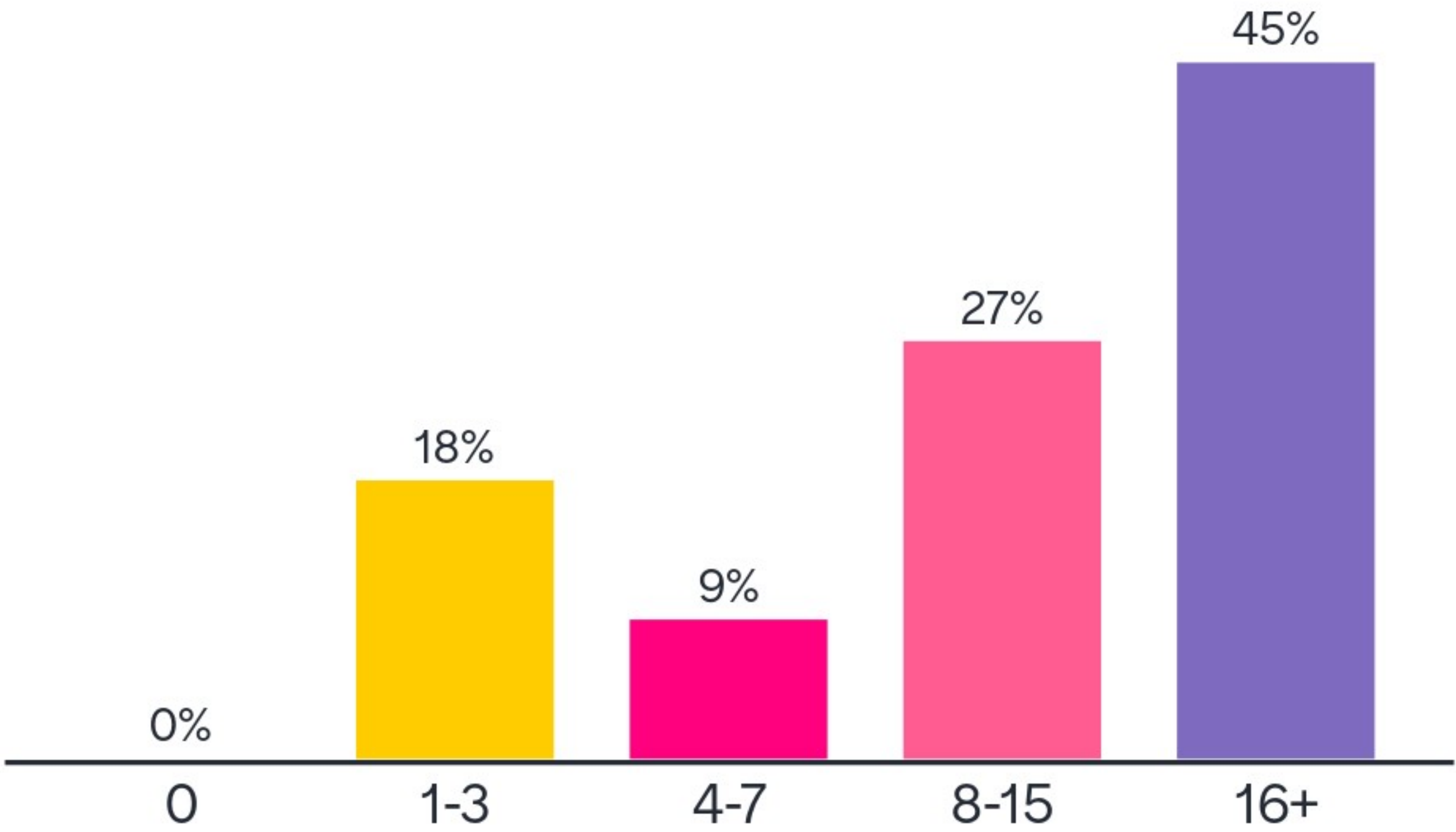


65% of all job searches start on Google:

- . “best places to work for in {City}”**
- . “best trade school in {City}”**
- . “best company to work for in {City} if I love working with my hands”**
- . “best job if I love problem solving and helping others”**



How Many New Contractor Members Do You Want to Add This Year?



What Is The Biggest Challenge Electrician Business Owners Are Experiencing Right Now?



Can't find qualified employees.

Finding Employees

Worker shortage

Workforce

manpower

Workforce

Labor

Qualified employees

Labor Shortgae

What Is The Biggest Challenge Electrician Business Owners Are Experiencing Right Now?

Labor Supply chain

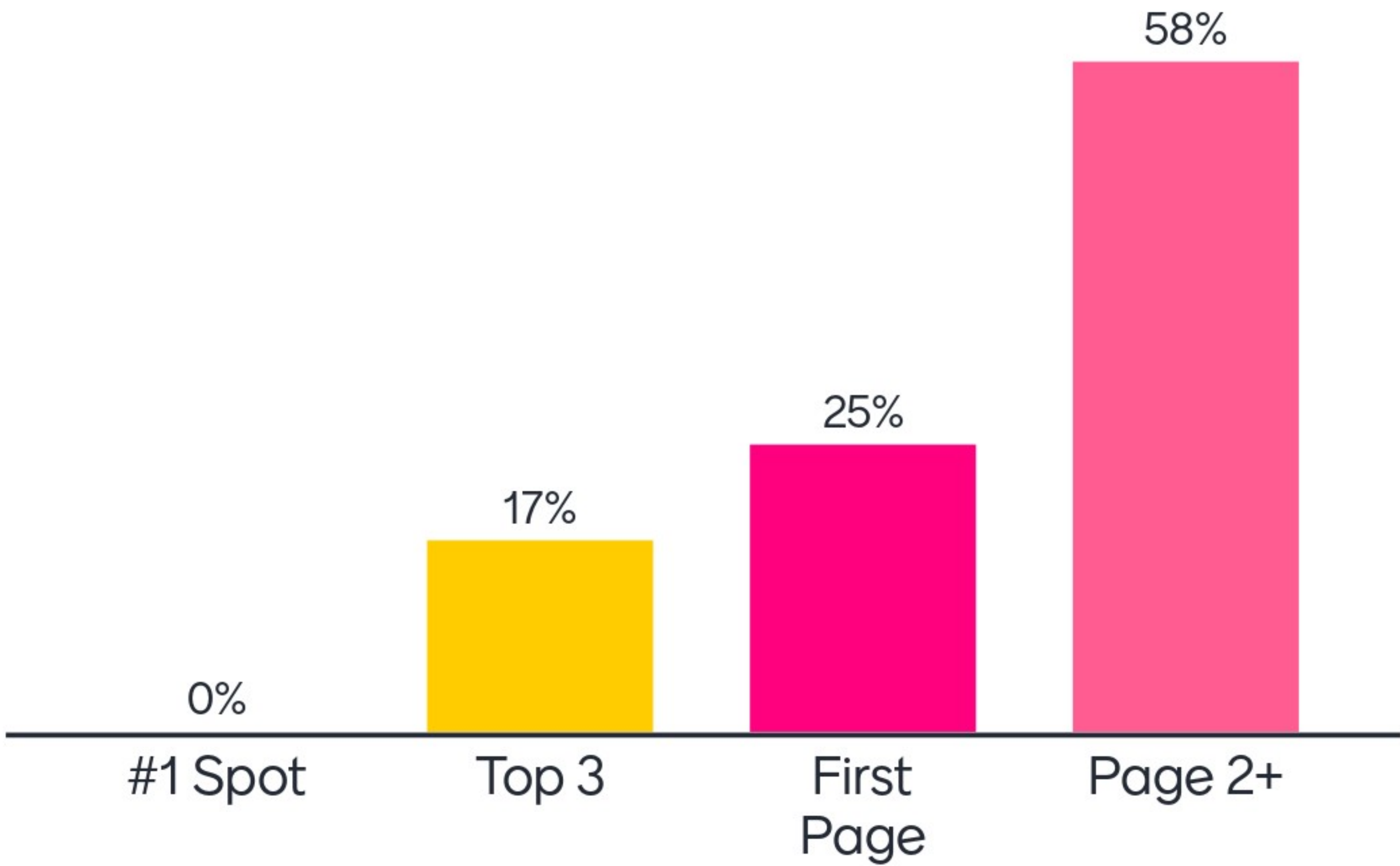
Workforce shortage



Google: {City} {State} {Biggest Challenge of Electrical Business Owners}



🔍 Boulder, CO I need to hire more skilled electricians



The Trust Equation

$$\begin{array}{c} \text{T} \\ \text{Trustworthiness} \end{array} = \frac{\begin{array}{c} \text{C} \\ \text{Credibility} \end{array} + \begin{array}{c} \text{R} \\ \text{Reliability} \end{array} + \begin{array}{c} \text{I} \\ \text{Intimacy} \end{array}}{\begin{array}{c} \text{S} \\ \text{Self-Orientation} \end{array}}$$

Trusted
Advisor
[ASSOCIATES LLC]





CO-SPONSORED HAPPY HOURS



THE
5 LANGUAGES
OF
APPRECIATION
IN THE
WORKPLACE

EMPOWERING ORGANIZATIONS BY
ENCOURAGING PEOPLE

INCLUDES HR&A INVENTORY ACCESS CODE

#1 New York Times bestselling author

Gary Chapman
& Paul White

A person with long brown hair is holding a camera lens up to their eye, framing the lens like a viewfinder. The background is a soft-focus outdoor scene with trees and a building. The text is overlaid in the center of the image.

**If You Were a Potential New Contractor
Member, Why Would You Want To Join Your
Chapter?**

Ask@Scorpion.co ( .co  .com)

THANK YOU!

Ask@Scorpion.co (☒ .co ☐ .com)