

Date/Time	Name	Message
4/24/17 10:46	Nathan Ingram	Welcome folks! We'll get the webinar started at about 9:50a central time
4/24/17 10:46	Rebecca Gill	Hello everyone! It's time to get our SEO on.
4/24/17 10:47	SteveO	Woohoo!
4/24/17 10:47	Amanda	:)
4/24/17 10:51	SuzanneS	Hello! I've got my homework done!
4/24/17 10:51	Rebecca Gill	Good to head Suzanne. Did you enjoy it?
4/24/17 10:52	SuzanneS	It was hard to do it for my own company because we offer a diverse product line (signs, websites, design/print)
4/24/17 10:52	Cancia	Hi! Worked on the SEO homework all day.
4/24/17 10:53	Rebecca Gill	I find I can do the homework easily for anyone else but myself. Having to do it for our web properties is painful.
4/24/17 10:55	Dandy	Hi all,
4/24/17 10:56	Brendyn	Kia ora from New Zealand
4/24/17 10:56	Pappy Paul	Hi y'all
4/24/17 10:56	Ryan	Greetings, everyone!
4/24/17 10:57	Lydia	Good morning, everyone!
4/24/17 10:57	Pappy Paul	I didn't get homework done yet, due to funeral/memorial service, but I did think about answers while driving
4/24/17 10:57	CheeseHead	yes
4/24/17 10:57	Laura	Good Morning
4/24/17 10:57	JJ	ya
4/24/17 10:57	Lydia	Yep
4/24/17 10:57	Dandy	yes
4/24/17 10:57	Aaron	Looks good.
4/24/17 10:57	SteveO	Yep
4/24/17 10:57	Pappy Paul	I hear the Grateful Dead
4/24/17 10:57	Ben	Afternoon All! :)
4/24/17 10:57	Deborah	@Nathan hearing you loud & clear from sunny Toronto. :cool:
4/24/17 10:58	Margie	Hi everyone.
4/24/17 10:58	Mel in UK	Afternoon
4/24/17 10:58	Paulo	Hi Guys ! Hello from Brazil!
4/24/17 10:58	River City Digital	Hello from Kansas!
4/24/17 10:58	Axel	Is Rebecca still sick?
4/24/17 10:58	Pat	Good morning
4/24/17 10:58	Dave	Hi Pappy Paul - 106 GD shows for me starting in 1968 - nice to meet you
4/24/17 10:59	Riitta	Hi all!
4/24/17 10:59	RB	Hello from NW Arkansas!
4/24/17 10:59	Webvisuals	Good morning from Seattle
4/24/17 10:59	JJ	Hello from misty northern California
4/24/17 11:00	Chris	G'morning everyone!
4/24/17 11:00	Pappy Paul	dynamapper won't let me register - says my email already in system, so try to recover lost password and my email is not in system
4/24/17 11:00	Janie	afternoon all
4/24/17 11:00	Stacey	Hey all
4/24/17 11:00	Will	Hello from New Orleans

4/24/17 11:01 Pappy Paul	@Dave - cool!
4/24/17 11:01 Bryan	Hello from Boise Idaho
4/24/17 11:01 Teri	Hello From SF CA
4/24/17 11:01 Sandra	Hello from Jersey!
4/24/17 11:01 jonathan Denwood	Hi Rebecca
4/24/17 11:02 Webcami	Greetings from Seattle
4/24/17 11:02 Amanda	Hi for Newfoundland
4/24/17 11:02 Stacey	@Teri, hello from Sunnyvale
4/24/17 11:02 Amanda	*From
4/24/17 11:02 Amanda	:P
4/24/17 11:02 Enna	Hello from Düsseldorf
4/24/17 11:02 Gypsy	Good morning from WI
4/24/17 11:02 VeggieBoy	Clyde from Sunnyvale California!
4/24/17 11:02 Dana	Hello from the Colorado mountains!
4/24/17 11:02 Ben	Staffs, UK
4/24/17 11:02 Sheila	Hi from Wisconsin!
4/24/17 11:02 Pappy Paul	Howdy from Butler, PA
4/24/17 11:02 SueH	Good morning from Dallas TX!
4/24/17 11:02 LT	Hello from Wisconsin
4/24/17 11:02 Ryan	Richmond, VA
4/24/17 11:02 Mitch	gday from Australia
4/24/17 11:02 Chris	Dallas, TX
4/24/17 11:02 Aditi	Hello form Ottawa!
4/24/17 11:02 Cancia	Hi from Rotterdam (The Netherlands, Europe)
4/24/17 11:02 Mel in UK	Down in Devon in the uk
4/24/17 11:02 Pat	Hi from Toronto Canada
4/24/17 11:02 Peg	Good Morning - Osceola Mills, A
4/24/17 11:02 Peter	From Pakistan
4/24/17 11:02 CheeseHead	Appleton, WI
4/24/17 11:02 Susan	Greetings from sunny Dutch Caribbean!
4/24/17 11:02 Allison Achauer	Los Angeles
4/24/17 11:02 Lindie	Hello from South Africa
4/24/17 11:02 Gillian	Hello from California
4/24/17 11:02 Ross	Howdy from Atlanta. Hope you are feeling better Rebeccsa.
4/24/17 11:02 Fred	Winnipeg, MB
4/24/17 11:02 Chris R	Hello from Rochester NY
4/24/17 11:02 SteveO	I'm in Prescott, Arizona, the other mile high city
4/24/17 11:02 Aaron	Hello from East Texas!
4/24/17 11:02 Chris R	Hello from Rochester NY
4/24/17 11:02 Paulo	Hello, from Brazil !
4/24/17 11:02 JJ	Yea Rebecca
4/24/17 11:02 Lydia	Hello from Pennsylvania
4/24/17 11:02 Jo	Hi from Salisbury, UK
4/24/17 11:02 Amaura	Hello from Idaho
4/24/17 11:02 Martin	Woot from rainy Portland Oregon!
4/24/17 11:03 Dandy	welcome from MN

4/24/17 11:03 Peter Hello, Peter from Sweden!

4/24/17 11:03 Julie Hi from Minnesota

4/24/17 11:03 Teri @stacey from Sunnyvale hello!

4/24/17 11:03 Jeff Greetings from Austin, TX

4/24/17 11:03 Emily Indianapolis

4/24/17 11:03 Riitta Finland

4/24/17 11:03 Larry Rampulla Hello from Staten Island, NY

4/24/17 11:03 Marleen Hello from Delft, The Netherlands

4/24/17 11:03 Theresa Thomson Hello from Roswell GA

4/24/17 11:03 Axel QUESTION: Will there be a recording / replay?

4/24/17 11:03 Chris R Hello from Rochester NY

4/24/17 11:03 Kristen H. Hello from Jackson Hole, WY!

4/24/17 11:03 Axel Thank you! :-D

4/24/17 11:03 Christi Hi from Baton Rouge

4/24/17 11:04 DaveE Hello from Cincinnati OH USA

4/24/17 11:04 Leslie Good morning from Boulder, CO Thank you, Rebecca. Very Excited to dive deeper.

4/24/17 11:04 Jay Vancouver, BC

4/24/17 11:04 Hi My Name is Raz from Pakistan

4/24/17 11:04 Alphonso Hi from Tampa Bay

4/24/17 11:04 Amy Same problem: Dynamapper won't let me register - says my email already in system, so try to recover lost password and my email is not in system

4/24/17 11:04 Susan @stacey, sa me!

4/24/17 11:04 Steve Hello from New Jersey

4/24/17 11:05 Michelle A Hi from Massachusetts!

4/24/17 11:05 Amanda thanks a great idea @rebeccagill

4/24/17 11:06 KerryCarron @Stacey nope, I did not have time for 8 lessons received all at once BUT I did save it all to be able to catch up sometime soon, I hope.

4/24/17 11:06 George Hello From Communist China (just kidding)

4/24/17 11:06 Ron Good Morning from Phoenix, AZ

4/24/17 11:06 Webcami QUESTION: Where is the group? Have you send the link?

4/24/17 11:06 Lawrence Sorry... where's the facebook link?

4/24/17 11:06 Amanda yes @Lawrence

4/24/17 11:06 DaveE FB link is in the emails

4/24/17 11:07 Amanda thanks

4/24/17 11:07 KerryCarron PROTIP: Use full sentences in your question, ;)

4/24/17 11:07 Steve from NJ At the bottom of this page.

4/24/17 11:07 SuzanneS FB Link also at bottom of chat page

4/24/17 11:07 Lawrence Thanks @DaveE.

4/24/17 11:07 VeggieBoy Facebook Link - go all the way to the bottom of this Chat - it's there.

4/24/17 11:07 Peter Rebecca please accept my request on facebook

4/24/17 11:07 Amanda i don't have any of that\

4/24/17 11:08 Stacy C sliding in - hi everyone

4/24/17 11:09 Bryan have we started? I'm not hearing audio just checking...

4/24/17 11:11 Stacey @Bryan, Yes. switch to telephone and back

4/24/17 11:11 Nathan Ingram @Bryan - yes... in audio section of Gotowebinar, change to phone then back to computer. That often fixes it for you

4/24/17 11:12 Bill cannot see gotowebinar screen

4/24/17 11:12 Nathan Ingram @Bill, have you clicked the gotowebinar link that was emailed to you?

4/24/17 11:13 rickc Bill - did you click the webinar link in the gotowebinar email?

4/24/17 11:13 Nathan Ingram @Bill - if so, try closing GTW and clicking the link again

4/24/17 11:13 JJ QUESTION: Will slides presented be available?

4/24/17 11:13 Nathan Ingram @JJ - yes

4/24/17 11:13 Bryan Darn. Tried that. Restarted the webinar and nothing still. Guess I'll have to watch the replay later.

4/24/17 11:13 JJ @Nathan - thanks

4/24/17 11:14 Nathan Ingram @Bryan - if all else fails, restart your computer

4/24/17 11:14 Stacey @Bryan, it took me 3 times to get GTW to launch

4/24/17 11:14 rickc try switching between window and full screen in control panel - sometimes fixes video problems

4/24/17 11:14 Teri QUESTION: slide deck available at end of each session?

4/24/17 11:15 Nathan Ingram @Teri - not after each session, no. But at the end of the summit for sure

4/24/17 11:15 Teri whoops questions crossed

4/24/17 11:15 Bryan third times a charm :)

4/24/17 11:16 Stacey QUESTION, will we get the correct SEO Goals.docx ?

4/24/17 11:17 Nathan Ingram @Stacey - the only thing different is the logo

4/24/17 11:18 Stacey @Nathan, ty

4/24/17 11:19 Bill when in and out of gotowebinar and still have a blank, screen. This happened last time I was in a webinar with Rebecca. I attend a lot of other gotowebinar seminars and do not have this problem.

4/24/17 11:20 Aditi QUESTION - What is the struggle by Google of rewarding High quality content vs content that grows their profits?

4/24/17 11:20 Bill please post slides before seminar so those with problems can see what is going on

4/24/17 11:20 Nathan Ingram @Bill - I'm sorry this is happening for you. We just use standard Gotowebinar here.

4/24/17 11:20 SuzanneS QUESTION: how often to update? quarterly, yearly?

4/24/17 11:20 rickc try switching between full screen and window in gtw control panel to see if helps screen

4/24/17 11:20 Nathan Ingram @Suzanne - please be more specific in your question, thanks

4/24/17 11:21 Nathan Ingram @Aditi - I'm not sure I understand the question

4/24/17 11:21 Bill switching screens does not work. Please post slides

4/24/17 11:21 Jay People pick themes based on how they look not on how well it's built.

4/24/17 11:21 SuzanneS She said "fresh content" - how often should the site be updated.

4/24/17 11:21 Webcami themeforest - totally agree

4/24/17 11:22 Nathan Ingram @Suzanne - Got it

4/24/17 11:22 Jo QUESTION: regarding stagnant websites, are you saying that you need to remove old content even if you are producing new stuff multiple times a week. When does stuff become evergreen?

4/24/17 11:22 Teri QUESTION: how to identify a properly 'coded' them (in addition to purchasing from Rebecca)

4/24/17 11:22 Stacy C QUESTION: Re: "stagnant websites" - for a client who is not interested in "blogging", is there any SEO help for them?

4/24/17 11:22 KerryCarron @Suzanne the new "norm" is daily in my experience.

4/24/17 11:22 LT +1 @Teri

4/24/17 11:23 SuzanneS Thanks @KerryCarron - my client's won't do that!

4/24/17 11:23 Ron I have a one page site, is it ok for seo or should I use 4 pages?

4/24/17 11:24 Nathan Ingram @Jo got it

4/24/17 11:24 KerryCarron @Teri any theme that you can guarantee you'll get good support. Typically a premium theme with good reputations. You learn OR get into a community that knows and uses reliable themes.

4/24/17 11:24 SaraD Not just 3rd world for those mobile limits - rural US struggles with the same limits. No broadband.

4/24/17 11:24 Paulo how to recognize a well coded theme? Which one's do you reccomend?

4/24/17 11:24 Nathan Ingram @Teri - got it

4/24/17 11:24 PatD Geez, what is up with Evernote? Every time I type a space it goes back to the title box!

4/24/17 11:24 Pappy Paul QUESTION - My client says they are only interested in local customers for their business, why should they care about 3rd word connections? (Actual question from a client)

4/24/17 11:24 KerryCarron @SuzanneS I know, right!

4/24/17 11:24 Paulo Question: how to recognize a well coded theme? Which one's do you reccomend?

4/24/17 11:24 Jay Will this slide deck be available after the session?

4/24/17 11:25 Nathan Ingram @Paulo - got it

4/24/17 11:25 Nathan Ingram @Jay yes

4/24/17 11:25 SuzanneS Thanks!

4/24/17 11:25 Nathan Ingram @Paul - got it

4/24/17 11:25 Leslie QUESTION: If a WordPress theme has a blog page and also includes a couple of posts (with a read more link) on the front page, is that considered duplicate content? If so, how to no index when one page

4/24/17 11:25 Aditi Question Nathan - How do we know Google's intentions are pure vs rewarding clients that use their paid clients, i.e ppc, etc

4/24/17 11:26 KerryCarron @SusanneS I tell my clients (and myself) as often as possible that you can be consistant with. Start with monthly and then increase as you can.

4/24/17 11:26 Nathan Ingram @Leslie - got it

4/24/17 11:26 Dani QUESTION: What company / site do you recommend as quality sources for WordPress themes?

4/24/17 11:26 Sufyan: QUESTION: if we are not regularly update wordpress plugins is there any chance for hacker to hack my site ?? and why it is happen ?

4/24/17 11:26 Jay Re: Stagnant content... "expires headers" ?

4/24/17 11:26 Nathan Ingram @Sufyan - out of date themes and plugins are a major security

4/24/17 11:27 Nathan Ingram ...security risk.

4/24/17 11:27 Sufyan: ok Thanks

4/24/17 11:27 KerryCarron @Sufyan You NEED to be updating regularly. Why is happens is because they have the security risks that have been identified fixed.

4/24/17 11:27 Theresa Thomson QUESTION: you have a website you deliver to a client and they take over the content and weaken the SEO. How can you offset this when they want to update the site on their own?

4/24/17 11:27 jonathan Denwood QUESTION: would you agree with Brian Dean statement that it better to write one post per month that's really great and detailed content then a 500 word post per week?

4/24/17 11:27 zach.s @Nathan. Thanks about the slide deck. When will the video recordings show up?

4/24/17 11:27 PatD Most local traffic comes from mobile too.

4/24/17 11:28 DaveE QUESTION: how much does HTTPS/SSL account for that security algorithm?

4/24/17 11:28 Nathan Ingram @ALL - I know there are lots of questions. Rebecca is balancing time available with questions asked.

4/24/17 11:28 Jay @DaveE. Quite a bit and going to increase. Source: Google

4/24/17 11:28 Nathan Ingram @Dave - no way to know exactly how much, Google is secretive about these things. We do know that it's a factor that should be acknowledged

4/24/17 11:29 KerryCarron @Theresa educate them on it's importance and maybe provide tools for them that can help them write better

4/24/17 11:29 Nathan Ingram @jonathan - good question

4/24/17 11:30 KerryCarron @DaveE Only Google knows their algorithm and it changes. More than there used to be.

4/24/17 11:30 Nathan Ingram @theresa - offer the client a content creation service. If they don't want to pay for content, they can learn SEO or have their rankings suffer. Ultimately their choice [QUESTION] I have a site selling courses in multiple categories (personal finance, job search, etc). How do I focus keywords for the site?

4/24/17 11:31 Lisa Do you have recommendations on where to find good content writers?

4/24/17 11:31 Kristen H. @Zach - I'll try to have the recordings up quickly, but can't promise exactly when. It takes a while to render 3 hours of recorded video

4/24/17 11:31 Nathan Ingram Audio seems to have gone away...

4/24/17 11:31 DaveR @Kristen - Upwork is a good start

4/24/17 11:31 Nathan Ingram Audio fine for me

4/24/17 11:31 Jay I think it's hard to remember what I did a month ago. Do I need to write it down? :)

4/24/17 11:31 benSE QUESTION: Will we talk about SEO for an existing website with existing content?

4/24/17 11:32 Steve from NJ QUESTION Nathan - How do we know Google's intentions are pure vs rewarding clients that use their paid solutions, i.e ppc, etc

4/24/17 11:32 Aditi @benSE - I can't even remember yesterday.

4/24/17 11:32 JJ @Aditi - got it, thanks. I've fed her the question, there are a lot, not sure if she will be able to get to all of them.

4/24/17 11:32 Nathan Ingram Thank you @Nathan

4/24/17 11:33 Kristen H. @Kristen You need to research and find a good match. Due diligence. Join some communities that have those folks in them or learn to do it.

4/24/17 11:33 KerryCarron Will these slides be available and where would they be located?

4/24/17 11:33 Larry Rampulla @Larry - yes, you'll get an email with replay and slide links

4/24/17 11:33 Nathan Ingram I've sponsored little league teams.

4/24/17 11:33 Webvisuals ;) Mother's always love their kids sites

4/24/17 11:34 KerryCarron @nathan is there a way to get a copy of the chat transcript after each session?

4/24/17 11:35 Teri some slides here.. <https://www.slideshare.net/rebeccagill/how-to-create-seo-friendly-website-architechure>

4/24/17 11:36 benSE

4/24/17 11:37 Aaron QUESTION: Had to walk out for a second, what are we doing during this 3-4 minutes?

4/24/17 11:37 Jay Is total length today 3 hours?

4/24/17 11:37 KerryCarron @Jay yes

4/24/17 11:37 Jay thx

4/24/17 11:37 KerryCarron @Aaron... Go through Assignment 1-7 and find the keywords from #8 in them

4/24/17 11:37 Teri QUESTION: can we get chat transcript after each session? always nuggets and I don't want to get distracted while rebecca is speaking

4/24/17 11:38 KerryCarron @Teri iThemes does not typically include the chat transcripts

4/24/17 11:38 Nathan Ingram @Teri - we will export the chat log for the event

4/24/17 11:38 Aaron Thanks @KerryCarron

4/24/17 11:38 KerryCarron well disregard my comment they're changing it up LOL

4/24/17 11:38 Webvisuals Can keywords include brand names? Example "WordPress"

4/24/17 11:39 Webvisuals QUESTION: (goes to previous post)

4/24/17 11:39 Jay @Teri I write notes on anything from the chat of interest.

4/24/17 11:39 SteveO QUESTION: Rebecca, will you be going over 'Cornerstone Content' at some time in the next 3 days?

4/24/17 11:39 LA @Rebecca, My answers define a solution but I would think keywords would focus on the problem.

4/24/17 11:40 KerryCarron @Webvisual Not if copyrighted/trademarked.

4/24/17 11:40 Dana My keyword list just grew after reviewing the previous homework assignments.

4/24/17 11:41 Webcami QUESTION: If you don't provide content services (copywriting, etc) are you solely supporting SEO with good design/UX?

4/24/17 11:42 Stacy C QUESTION: What if someone doesn't want to do any blog posts at all? I know enough to explain they need fresh content, but this person absolutely "does not want a blog"

4/24/17 11:42 Nathan Ingram @Webcami - not sure what you mean by solely supporting

4/24/17 11:43 Nathan Ingram @Stacy - all you can do is advise them of the best strategy. If they don't follow your advice, that's on them

4/24/17 11:43 MarkLH @Stacy .. my issue as well. can NOT get them to provide ongoing Blog content .. They won't find time to do it ..

4/24/17 11:43 Jay QUESTION: Do you think Structured Data can help offset the need for keyword rich content?

4/24/17 11:43 Nathan Ingram @Jay - got it

4/24/17 11:45 Stacy C thanks, Nathan - that's what I've done so far; I basically refused doing SEO help based on that and suggested they find someone else (who apparently promises they can help and don't need a blog

4/24/17 11:46 Stacy C I'm still learning all this, and don't know what I don't know! (conscious incompetence?)

4/24/17 11:46 Nathan Ingram @Stacy - and now moving toward conscious competence

4/24/17 11:47 Stacy C @MarkLH, this one person just doesn't want it - time or not. I think she's paying an SEO company right now to "optimize" her content (she keeps sending me updates for her pages)

4/24/17 11:47 Webvisuals Looks like you are near Mount Brighton... which would be called a hill in WA :-)

4/24/17 11:48 Stacey QUESTION: is Google My Business based on reviews for companies to show up?

4/24/17 11:48 Nathan Ingram @Stacey - do you mean the map and 3 pack?

4/24/17 11:48 Stacey @Nathan Ingram YES

4/24/17 11:48 Nathan Ingram @Stacey - got it

4/24/17 11:49 rickc how do voice search effect the searches

4/24/17 11:50 Sean QUESTION- how much of this is affected by search history when signed into to Google?

4/24/17 11:50 eric p I had trouble labeling my groups, do you have any suggestions on how to label the market groups example?

4/24/17 11:50 stephen question: will you talk about SERP features and how to get your page to rank there @Sean I like testing these searches in Incognito mode to avoid search history affecting the results.

4/24/17 11:50 Aaron Anybody interested in a LOCAL SEO Summit?

4/24/17 11:51 Nathan Ingram Vote for day summit on local here

4/24/17 11:51 Janie @Nathan I am.

4/24/17 11:51 Aaron YES!

4/24/17 11:51 Webvisuals

4/24/17 11:51 benSE

4/24/17 11:51 John R. Please do a local day camp!

4/24/17 11:51 Susan yes

4/24/17 11:51 benSE sound gone?

4/24/17 11:51 stephen @nathan yes

4/24/17 11:51 SueH +1 local search

4/24/17 11:51 Kristen H. Yes local summit would be great

4/24/17 11:51 Leisa Local would be awesome/

4/24/17 11:51 Pappy Paul @Nathan YES for local!

4/24/17 11:51 Stacey Would like Local SEO event

4/24/17 11:51 Sean @Aaron. Agreed. That is what I do as well. Wondering if Rebecca has another answer on this?

4/24/17 11:51 Sufyan: QUESTION: is schema help in local search ???

4/24/17 11:52 sheila My focus is local - a local summit would be perfect!

4/24/17 11:52 mfl sound problem going on and off...

4/24/17 11:52 benSE ok sound back when I refreshed

4/24/17 11:52 Nathan Ingram @Sufyan - yes definitely, putting schema around your address helps Google know where you're located

4/24/17 11:52 SteveO I would like a Local Summit too! ;)

4/24/17 11:52 rickc +1 for local seo class

4/24/17 11:52 VeggieBoy OMG - She just set off my Google Home Device talking about Mac n Cheese!

4/24/17 11:52 Nathan Ingram Sounds like we'll look into a local summit then :D

4/24/17 11:53 SuzanneS Yes to LOCAL summit

4/24/17 11:53 Nathan Ingram @Veggie - awesome, haha!

4/24/17 11:54 Jay QUESTION: Further to my structured data question: I meant can we avoid the "We're auto accident lawyers located in Richmond Virginia" by including schema for Lawyers tyand local tags with co-ordinates

4/24/17 11:56 Nathan Ingram @Jay - you should do both

4/24/17 11:56 LT QUESTION: Is it best to have one large seed list or should we break seed lists into our silos?

4/24/17 11:56 Nathan Ingram @LT - got it

4/24/17 11:56 PatD I just told a client that anyone searching for the name of his website already knows who he is... We are looking for people who don't.

4/24/17 11:57 Emily QUESTION: How helpful are location based keywords?

4/24/17 11:57 Teri <https://www.web-savvy-marketing.com/2016/04/free-seo-tools/>

4/24/17 11:57 Nathan Ingram @Emily - got it

4/24/17 11:58 SuzanneS QUESTION: Will you be giving an example for this?

4/24/17 11:58 Nathan Ingram @Suzanne - this?

4/24/17 11:59 SuzanneS The report considation

4/24/17 11:59 SuzanneS *consolidation

4/24/17 11:59 Nathan Ingram @Suzanne - it's helpful if you can ask a full question that doesn't depend on context

4/24/17 12:00 benSE since she's going to be answering the question a while from now

4/24/17 12:00 will sound gone again

4/24/17 12:01 benSE good here

4/24/17 12:01 Nathan Ingram back after refresh again..

4/24/17 12:01 rickc @ben - sound issues are often the result of a shaky connection on your end.

4/24/17 12:01 Webvisuals benSE switch back and forth between telephone and computer in gtw control panel

4/24/17 12:02 Teri QUESTION: Doesn't broad terms give you a basis in which to attached more detailed terms to when cross linking?

4/24/17 12:03 Nathan Ingram QUESTIONS: what are cutoff points in volume (#) for too high/too low when weeding through KW seed list results

4/24/17 12:03 Nathan Ingram @Webvisuals - not sure I understand the question

4/24/17 12:04 Webvisuals @Teri - got it

4/24/17 12:05 Nathan Ingram Have a category with a broad term then posts inside that category are more focused on specific keyword combination related to that broad term.

4/24/17 12:06 Amanda @webvisuals - got it

4/24/17 12:06 Nathan Ingram QUESTION: should I fetch as google (or submit) every page/post I create?

4/24/17 12:08 Nathan Ingram @Amanda - got it

4/24/17 12:08 Pappy Paul Size ok for everybody?

4/24/17 12:08 Ben not really, but my eyes are bad

4/24/17 12:08 Cindy QUESTION - Can you view more than the last 90 days search queries?

4/24/17 12:09 Jay Too small for read data easily

4/24/17 12:10 Deb Tip: Re: Zoom. I've used this in the past for presenting to others.

4/24/17 12:12 PatD https://support.apple.com/kb/ph11488?locale=en_US I use this almost daily actually.

4/24/17 12:12 Deb QUESTION: can you have more than one website's analytics and search console under the same Google account?

4/24/17 12:12 Jay @Deb. Yes.

4/24/17 12:12 PatD @PatD, Thanks!!

4/24/17 12:12 stephen I love how it thinks Yelp is a competitor

4/24/17 12:13 Nathan Ingram You can also have the same website under multiple accounts: but you have to be able to prove you have admin access to the site.

4/24/17 12:16 MarkLH Question for later: If my company is changing name. How do I retain the search ranking for the original name? So that when users search the old brandname, the new site page is still rank 1st?

4/24/17 12:18 LisaB @stephen - got it

4/24/17 12:19 Marla as usual .. firehose of valuable info from Rebecca .. !

4/24/17 12:20 benSE second stephens QUESTION

4/24/17 12:20 benSE Would love a LOCAL SEO Summit!

4/24/17 12:20 benSE QUESTION - Have you tried and what do you think of ScreamingFrog SEO Spider Tool?

4/24/17 12:20 RB QUESTION: How do you deal with it when you keywords overlap industries? Example, bath products (soaps, lotions etc) but searches for bath products show bath tubs etc

4/24/17 12:20 Webvisuals focusing, rabbit holes scare me.

4/24/17 12:21 Marge B Would also love a local SEO summit.

4/24/17 12:22 Nathan Ingram @benSE - got it

4/24/17 12:22 Nathan Ingram @RB - got it

4/24/17 12:22 Sufyan: should we use city name or area name in Meta tag for local ranking ???

4/24/17 12:23 Sufyan: QUESTION: should we use city name or area name in Meta tag for local ranking ???

4/24/17 12:23 Nathan Ingram @Sufyan - meta tags don't really help in SEO. For local ranking, it's helpful use schema.org structured data on a business address in the footer, contact page, etc.

4/24/17 12:23 Sufyan: ok

4/24/17 12:24 LA Is this a manual report we are looking at?

4/24/17 12:24 Nathan Ingram @LA - yes

4/24/17 12:24 Aditi QUESTION - what to do with not-in-kind competition? If you don't have direct competition?

4/24/17 12:24 Nathan Ingram @LA - it's linked below under Yoga examples

4/24/17 12:25 Nathan Ingram @Aditi - not sure I understand the question

4/24/17 12:26 LA @Nathan, but was this report generated by adding the content or was it generated in a tool?

4/24/17 12:26 JoeT Question: Please (at the appropriate point) would you mention any habits that help you stay focused on your SEO goals?

4/24/17 12:26 Nathan Ingram @LA - believe this is a manual report, but I'll ask

4/24/17 12:27 Hugh Hi all

4/24/17 12:27 Sean QUESTION: We already use Moz Pro. Do you see SEMrush providing more value?

4/24/17 12:28 Nathan Ingram @JoeT - got it

4/24/17 12:28 Nathan Ingram Sean - go tit

4/24/17 12:28 Nathan Ingram @Sean - got it

4/24/17 12:28 Aditi QUESTION - Nathan - I have client that has a unique dance school that is really about self-empowerment, self-expression, non-competitive, inclusive, diversity, various physical abilities..not by type.

4/24/17 12:30 Debbb ok... have to admit that this is too fast for me... head spinning, ungrounded.

4/24/17 12:30 Nathan Ingram @Aditi - I see, got it

4/24/17 12:30 Nathan Ingram @Debbb - replays are your friend :)

4/24/17 12:31 MarkLH it's obvious: she's spent many hours digesting these reports .. 8-)

4/24/17 12:31 Peter Hi. Whats your thoughts about SemRush for smaller companies and research? I have an account on SemRush, but when i look for my data and my competitors data i often get no results.

4/24/17 12:32 Nathan Ingram @Peter - got it

4/24/17 12:32 will QUESTION - what does SEMRush and Spyfu use for their location settings, or how do they know rankings based off of locations

4/24/17 12:32 Nathan Ingram @Will - got it

4/24/17 12:33 Lorraine @Aditi - as a coach, I use similar descriptive words. Started questioning today people are not searching on those words so is having me rethink how potential clients would search for me.

4/24/17 12:33 Christi What are the best research tools for adwords users?

4/24/17 12:34 Debbb How do you manager multiple clients in KW finder?
@Aditi - wondering what people are looking for that your client would be the perfect answer

4/24/17 12:34 Lorraine
4/24/17 12:34 Christi QUESTION What are the best research tools for adwords users.
Aside: I signed up for Moz and am getting a lot of errors from Moz because it struggles with Cloudflare's SSL. A lot of false positives too. Not so impressed. :-/

4/24/17 12:34 Jay @Christi - got it

4/24/17 12:34 Nathan Ingram @Debbb - got it

4/24/17 12:34 Nathan Ingram QUESTION - how to know what is your rank?

4/24/17 12:34 Laura QUESTION: If i just launch a website, will semrush will give some data?
@Laura - hard to say because search results are individualized to the user. The best blind way to test is to search using a private/incognito browser

4/24/17 12:35 Laura @Lorraine - good Q's to consider ...

4/24/17 12:36 Nathan Ingram QUESTION: How to determine best competitors to search on when the topic is broad, like WordPress development or design?

4/24/17 12:36 Aditi @Leslie - got it

4/24/17 12:37 Leslie Mathematics can be called as "Math" or "Maths" depending on region. Do these word variations matter? Or have to use "Mathematics" only?

4/24/17 12:37 Nathan Ingram @Fred - got it

4/24/17 12:38 Fred QUESTION: What criteria do we use to rank for relevance?

4/24/17 12:40 Nathan Ingram guess I have to learn spreadsheets too, now

4/24/17 12:44 Leslie ditto

4/24/17 12:45 Pappy Paul sound dropped

4/24/17 12:45 Webvisuals QUESTION: To make sure I understand, "relevance" is just nugging through and assessing each keyword based on what we think? or possibly based on info from interviewing customers?

4/24/17 12:45 Janie QUESTION: I have load of medium relevance ranking connected to SEO industry phases however no ranking for the high relevance terms based on experience is this normal before doing your work?

4/24/17 12:46 Stacy C @Stacy - got it

4/24/17 12:46 jonathan Denwood Do you need to have Blog post on the website? is mandatory for good SEO?

4/24/17 12:47 Nathan Ingram Actually I think what she is doing now is answering my question

4/24/17 12:47 Laura @Stacy - ok thanks

4/24/17 12:47 Stacy C @Laura - regularly published quality content that is relevant to your keywords is very important to SEO

4/24/17 12:48 Nathan Ingram QUESTION: is it cheating to have a keyword/phase as "technical support for" i have a client who is a tech support compnay

4/24/17 12:49 Amanda @Amanda - got it

4/24/17 12:49 Amanda QUESTION: Do you need to change the keywords that you are using over time? I've heard about using the same keyword all the time/on every page. But I think if that's what your content is about, use it.

4/24/17 12:50 Nathan Ingram Is her clock fast?

4/24/17 12:50 Sandra update: not using the same keyword all the time/on the same page...

4/24/17 12:50 Aaron Doesn't this last until 1pm?

4/24/17 12:51 Sandra Yes its supposed to be 3 hours right?

4/24/17 12:51 Aaron Is there a link for slides?

4/24/17 12:52 Kristen H.

4/24/17 12:52 Debbb

4/24/17 12:52 Nathan Ingram @Aaron - I added a note to her :)
4/24/17 12:53 Teri yes I thought one more hour!
Issue I commonly see is a website that doesn't have much text on them by deliberate choice (visual design calling for minimalism and image based content) say a local Art gallery. What to do for them?
4/24/17 12:53 Jay I have tried everything and still have blank gotowebinar screen - please upload slides
4/24/17 12:54 Bill QUESTION: Same as Sufyan. Do we include City name?
4/24/17 12:54 Gillian @Jay - in a webinar last week, we had a similar question and she said to have captions
4/24/17 12:54 Nathan Ingram @Gillian - please be more specific in your question, not sure I understand
4/24/17 12:54 Nathan Ingram @Nathan Ingram Image captions with keywords?
4/24/17 12:54 Jay @Jay - yes, descriptive text under images. You have to have content on the page for Google to index
4/24/17 12:55 Nathan Ingram @Jay - I'll add the question again here
4/24/17 12:55 Nathan Ingram QUESTION: Rebecca you use very short tail keywords like yoga classes how would you get top on searches with very broad keywords like this ?? how to use these short tail broad keywords for top ranking
4/24/17 12:57 Sufyan: QUESTION: Could you touch on anything that might be unique related to a site that deals with a service or cause as in a church or non profit rather than tangible products like soap or yoga.
4/24/17 12:57 Dandy QUESTION: What account for some of the disparities in data and analytics from vendors like SEMRush and SpyFu? There seems to be quite a range in results when you compare results from the two.
4/24/17 12:58 Ryan QUESTION: when will the reply be available? would be so helpful to get thru homework. so much great info...
4/24/17 13:02 Leslie @Nathan: QUESTION: This is long so 2 parts: Part 1 – My ecommerce site is a single product or brand line with 700+ products. Competitors are high-end retailers (Gumps, Scully & Scully)
4/24/17 13:03 JJ Part 2 with many product lines, but one of their lines is the same as mine. How do I do a competitive analysis.
4/24/17 13:04 JJ @Leslie - It takes a while to render 3 hours of video but I'll try to get that done today
4/24/17 13:04 Nathan Ingram and Kristen will add to this page at the bottom
4/24/17 13:04 Nathan Ingram @Sufyan, @Dandy, @Ryan - got your questions
4/24/17 13:04 Aubriegh PDFs can be exported to Adobe Acrobat - then converted to excel/csv
4/24/17 13:04 Nathan Ingram @JJ got it
4/24/17 13:05 Jay @Nathan Ingram Re: my question. Is it <figcaption> you referred to?
4/24/17 13:05 Stacy C lol, my Echo just triggered
4/24/17 13:05 Cindy My Alexa did too!
4/24/17 13:05 Nathan Ingram @Jay - no, text on a page
4/24/17 13:05 Nathan Ingram @Jay - but I have your question captured for her
4/24/17 13:06 Stacy C @Ryan, that's a good question. It might explain the issue with my one client (who WON'T blog) - being told by her "SEO person" that her site is "ranking" for certain words. But I don't see it.
4/24/17 13:06 SMinGA @Nathan how soon will this replay be available? Would love to review some points as I do homework tonight
4/24/17 13:07 Sean We track for adjusted bounce of 30 seconds through Google Tag Manager

4/24/17 13:07 Nathan Ingram @SMin - scroll up, just answered :)

4/24/17 13:07 SMinGA @Nathan... got it thanks
QUESTION: if you have a page on your site that should be written better, should you rewrite it, or create a new page?

4/24/17 13:08 MichaelKemp @Michael - got it

4/24/17 13:08 Nathan Ingram @ALL - FYI... we have a *lot* of pending questions, a LOT. Not sure if she'll get to all of them today. So if your question isn't addressed on the webinar, ask it on the Facebook page linked below

4/24/17 13:09 Nathan Ingram QUESTION: is there a reference where you can learn all the google search variables? i.e. Site:domain.com

4/24/17 13:09 SMinGA

4/24/17 13:11 Sean Thanks Rebecca. That makes sense.

4/24/17 13:12 jonathan Denwood QUESTION: How important is general domain authority?

4/24/17 13:12 Sufyan: QUESTION: If i have few pages on a website and i created many landing pages look like complete page like home page. it is help my site on search well on google ?

4/24/17 13:13 Sandra QUESTION: Do you need to change the keywords that you are using over time? I've heard about not using the same keyword all the time or on every page.

4/24/17 13:13 Sara QUESTION: we are a startup with a product that we're selling, but we are paying the bills by offering consulting services. Is it better to have two separate URLs for product/service or use a subdomain

4/24/17 13:14 Leslie @Nathan...thx. Will check back later today.

4/24/17 13:16 DaveR In comparing tools what do you think of wordstream?

4/24/17 13:17 Nathan Ingram @Sufyan - relevant content is good, but if the pages are all duplicate content, that will hurt you

4/24/17 13:17 Nathan Ingram @Sandra, @Sara, @jonathan - got your questions

4/24/17 13:17 Sufyan: ok thanks

4/24/17 13:19 Sandra @Nathan - Thank you!

4/24/17 13:19 Webvisuals strike website design off my list

4/24/17 13:20 Webvisuals although I'm on the first page locally :-)

4/24/17 13:23 Amanda lol

4/24/17 13:23 Amanda sorry ...

4/24/17 13:23 Nathan Ingram ok Amanda :) More info please
They provide Tech support for PCs and Networks and email and everything ... so instead of typing all those keywords/phases ... i could just try to rank for "Tech support for" instead of trying to get

4/24/17 13:24 Amanda QUESTION: Our site is a multi-language site, but because UK-English and US-English contains different terminologies in my industry, but because both is in English, would google punish duplicate conten

4/24/17 13:24 stephen Tech support for pcs

4/24/17 13:24 Amanda

4/24/17 13:24 Jay Question: Is it true that Google looks at hosting server's geo location and factors that into it's local search? eg: Don't host in San Fransisco if you're serving Toronto Canada.

4/24/17 13:24 Amanda and Tech Support for Cell phpones

4/24/17 13:25 Amanda ...

4/24/17 13:25 Amanda and so on

4/24/17 13:25 Nathan Ingram @Amanda - do you mean should you optimize for each of those terms?

4/24/17 13:25 Amanda and so one

4/24/17 13:25 Amanda yea
4/24/17 13:25 Amanda as in long tail
4/24/17 13:25 Amanda adding the 'for'
4/24/17 13:25 Amanda would that help?
4/24/17 13:25 Amanda instead of just Tech support
4/24/17 13:27 Amanda cause someone would ask 'Ok Google ... where can I find Tech support for my HP laptop'
4/24/17 13:27 Michelle A. QUESTION: Is it true that single-page websites suffer from an SEO perspective? If so, why?
4/24/17 13:27 Brendyn How important is it to include the category in the URL for a blog post (www.domainname/category/blogURL) cf just including the category e.g. www.domainname/blogURL
4/24/17 13:28 Theresa T. Question: Have a client with highly technical products - lots of large technical tables containing technical specs. For SEO, is it better to put these tables in PDF files or leave in HTML tables.
4/24/17 13:28 Nathan Ingram @Michelle - got it
4/24/17 13:28 Leslie QUESTION: Do we just use the home page for each of these SEO tools? Or might we also use a cornerstone content page, too?
4/24/17 13:29 Emily QUESTION: When a website is redesigned, do we lose all SEO rankings and indexed pages? (URL remains the same, much of the content remains the same but the newly redesigned site replaces the old site)
4/24/17 13:29 Laura QUESTION: What happen when I look at my competitors on spyfu they have nothing to do with the industry am I
4/24/17 13:29 Nathan Ingram @Emily - you'll want to do 301 redirects from old pages to new pages or you will lose rankings
4/24/17 13:31 girl who cant type @NATHAN - so if you redesign your site completely do yo still need the redirects if the pages no longer exist?
4/24/17 13:32 Nathan Ingram @girl - you want to avoid 404s, point anything that doesn't exist any more to the most relevant page on the new site
4/24/17 13:32 girl who cant type thanks Nathan :)
4/24/17 13:33 Emily Thanks, Nathan!
4/24/17 13:33 Leslie @Nathan Is this chat page available after the webinar ends ongoingly?
4/24/17 13:34 Nathan Ingram @Leslie - it will be up for a couple of days after, but we will export the chat log and have it available as a doc
4/24/17 13:36 JJ Nathan: the product is pewter collectibles. The "competitors" have everything that a high-end dept. store would have plus they sell the pewter pieces as well.
4/24/17 13:37 will whoever asked about google search commands:
4/24/17 13:37 Jay <https://support.google.com/websearch/answer/2466433?hl=en>
4/24/17 13:37 will Re: Google Search Variables, you can find them from Advanced search and <https://www.lifewire.com/advanced-google-search-3482174>
4/24/17 13:38 JJ @Nathan: QUESTION Addendum See my additional info above
4/24/17 13:38 Jay Re: Google Search variables: See: <https://gist.github.com/smutnyleszek/10987384>
4/24/17 13:38 JJ @Nathan Thanks
4/24/17 13:39 Axel QUESTION: How do I use keywords on pages with numerous images. Problem: keyword stuffing!
4/24/17 13:39 JoeT <https://moz.com/blog/the-ultimate-guide-to-the-google-search-parameters>

4/24/17 13:40 Emily If I do a redesign on my website using Wordpress, but do NOT do a fresh WP install and instead import a new theme and new pages, will I stil lose my SEO rankings/indexed pages?
QUESTION: If I do a redesign on my website using Wordpress, but do NOT do a fresh WP install and instead import a new theme and new pages, will I stil lose my SEO rankings/indexed pages?

4/24/17 13:40 Emily
4/24/17 13:41 MR QUESTION are subdomains better
4/24/17 13:41 Nathan Ingram @MR - better than what?
4/24/17 13:41 MR for services
@Emily - the issue is whether or not the old URLs will exist or not on the new website. If they don't you should do 301 redirects to the new most relevant content

4/24/17 13:42 Nathan Ingram @MR - subdomains are completely separate websites
4/24/17 13:42 Nathan Ingram More info on Google search variables: <https://bynd.com/news-ideas/google-advanced-search-comprehensive-list-google-search-operators/>

4/24/17 13:42 Cindy ok @Nathan TY
4/24/17 13:43 MR QUESTION: Do link shorteners affect inbound links?
4/24/17 13:43 Sean @Sean - affect them in terms of what?
4/24/17 13:43 Nathan Ingram @Nathan mydomain.com, blog.mydomain.com, locations.my domain.com is what I meant

4/24/17 13:44 MR Thanks, @Nathan
4/24/17 13:45 Emily Does it still help with SEO if the link does not have the domain in the link. IE . post to FB or twitter

4/24/17 13:45 Sean @MR - yep, same answer as Rebecca mentioned about lawyers with separate websites for each type of service. Subdomains are separate websites

4/24/17 13:45 Nathan Ingram QUESTION: we combined a blog with 1000 posts with our main site and our SEO results disappeared. Some of the posts are 9 years old, with missing image links -- how much damage are these posts doing?
4/24/17 13:46 KD @Nathan they help silo?
4/24/17 13:46 MR @Sean - yes, Google tracks inbound links from social sites and that will help your rankings

4/24/17 13:46 Nathan Ingram <https://goo.gl/2r0RJ7>
4/24/17 13:46 Sean That link goes to the SEO Summit page
4/24/17 13:46 Sean @Sean - right... Google knows where the link came from and that helps you. When the traffic hits your website, google knows the source. Shortlinks are really for the convenience of users

4/24/17 13:47 Nathan Ingram Piggy-backing on Brendyn's question: Are permalinks with the exact title of the topic Not recommended?
4/24/17 13:47 Aubriegh Great. Thanks Nathan.
4/24/17 13:47 Sean @Aubriegh - can you give an example please
4/24/17 13:48 Nathan Ingram @KD - got it
4/24/17 13:48 Nathan Ingram Question; Does content shown via an iframe count toward SEO? Like Real estate listings being displayed on a website.

4/24/17 13:49 Debbb @Debbb - do you mean another website being iframed in your site or vice versa
4/24/17 13:49 Jay @Debbb iframe with same domain or different?
4/24/17 13:50 Debbb Different domain. @nathan yes another website showing through your site.

4/24/17 13:50 Debbb Like how about your Facebook feed displayed on your website - does that count for SEO.

4/24/17 13:50 eric p can we find keywords for our seedlist by researching potential client's websites instead of competitors websites?

4/24/17 13:50 stephen @nathan was my question already answered?

4/24/17 13:51 Nathan Ingram @Stephen what was it?

4/24/17 13:51 Nathan Ingram we've had a ton :)

4/24/17 13:51 Aubrieh QUESTION??? Piggy-backing on Brendyn's question: Are permalinks with the exact title of the topic Not recommended?

4/24/17 13:51 stephen multi-language

4/24/17 13:51 SteveO QUESTION: How do we look at local competitors if we don't live in that local area. (This is for a client in California, I am in Arizona)

4/24/17 13:51 Nathan Ingram @Aubreigh - can you give an example please

4/24/17 13:51 Gillian QUESTION: When working with a Local Company, do we include the City? Example: cabinet refinishing vs cabinet refinishing san diego, ca

4/24/17 13:52 Ben QUESTION - Is it better to have a blog on a subdomain for a better digital strategy to send traffic back to your main domain?

4/24/17 13:52 stephen QUESTION: Our site is a multi-language site, but because UK-English and US-English contains different terminologies in my industry, but because both is in English, would google punish duplicate conten

4/24/17 13:52 Michael QUESTION: does google know "web design" is the same as "website design," or do you have to deliberately target each kw?

4/24/17 13:52 JoeT Google knows everything

4/24/17 13:52 Axel Clarification (hopefully): Shall I use keywords in the image description and/or the alternative text? What to do if I have numerous images on one page and I use the same keywords for all images.

4/24/17 13:52 will @Michael look up LSI on google

4/24/17 13:53 KD Did the 301 redirects, so it was mainly the links?

4/24/17 13:53 Pat My old website needs a new more focused url. Will I loose any SEO if I have the old url now point to the new url (with essentially the same old website info). Or, is a better way to handle a redirect

4/24/17 13:53 Sara QUESTION: my sound dropped out - can anyone suggest a good tutorial for 301 redirects?

4/24/17 13:53 MR LOL google maps is iframes

4/24/17 13:53 mblair QUESTION: I have one primary website (MyMainTopic.com). If I make MyRelatedTopic.com as a 301 redirect to a section of this site, then later cancel redirect spin it off into its own site, is that OK?

4/24/17 13:53 Axel QUESTION: Clarification (hopefully): Shall I use keywords in the image description and/or the alternative text? What to do if I have numerous images on one page and I use the same keywords for all ima

4/24/17 13:53 DaveE How long should you retain 301 redirects for moved content (both for updated URLs as well as conversions to HTTPS/SSL)?

4/24/17 13:53 Jay You can make iframes responsive and work well on mobile.

4/24/17 13:53 Nathan Ingram @Axel - by keywords do you mean alt text?

4/24/17 13:53 Marta QUESTION: 301 REDIRECT - SHOULD WE KEEP THEM FOREVER OR DELETE AFTER A YEAR?

4/24/17 13:54 LT QUESTION: Will Rebecca be touching on proper way to do 301 redirects in this class?

4/24/17 13:54 LisaB i have LT's questions

4/24/17 13:54 Jay +1 on Marta's question re: 301s

4/24/17 13:54 LisaB @marta--she said Forever last time she covered this

4/24/17 13:54 Nathan Ingram @Marta - keep them forever

4/24/17 13:54 Axel Yes

4/24/17 13:54 Nathan Ingram @LT - no

QUESTION: I use an SEO template where relevance is a %. That % is multiplied by the search volume to give the relative search volume that is appropriate for that client.

4/24/17 13:54 LA Good way to rank KWs?

4/24/17 13:55 Nathan Ingram @LT - use the redirection plugin or simple 301 redirects plugin

4/24/17 13:55 Marta Really? I heard you delete them after a year, wow thats not good

QUESTION: How much of a performance impact can never deleting 301 redirects have on a site?

4/24/17 13:55 DaveE @Nathan Thank you

4/24/17 13:56 LT Do keywords show up in pages that are hidden in a membership course?

4/24/17 13:56 Sherri What time will you answer questions on FB tonight?

4/24/17 13:57 Marilee Do keywords show up in pages that are hidden? ex. A on-line membership course.

4/24/17 13:57 Nathan Ingram @DaveE - lots of variables here, but shouldn't be enough to worry about

QUESTION: home-based businesses often don't want their address in the website header/footer. Is this an SEO disadvantage?

4/24/17 13:57 Theresa @Marilee - pages have to be publicly accessible to be indexed

4/24/17 13:57 Nathan Ingram QUESTION: What time will you answer questions on FB tonight?

4/24/17 13:58 Sherri Is Orange County cello lessons the same as Cello Lessons in Orange County?

4/24/17 13:58 John R. We need to bring questions to a close... if you have more, please ask them on the Facebook group (link below)

4/24/17 13:58 Nathan Ingram Question: Is the htaccess the best place for 301s? (Also in site's Git repo for protection.)

4/24/17 13:58 Jay Is Orange County cello lessons the same as Cello Lessons in Orange County?

4/24/17 13:58 John R. QUESTION: Regarding exclusion of city terms, how can you ensure Google understands a relative location (e.g. service company that handles a region of area and doesn't necessarily have local address)

4/24/17 13:59 DaveE QUESTION: on not needing to include the city name to rank locally - what if you operate your business from home and don't publish your address - or your phone number (you use a contact form)?

4/24/17 13:59 Marla Can a 301 redirect be used to send a whole bunch of old blogposts to the blogpost home...instead of deleting them

4/24/17 14:00 Chris Home based can define a service area in Google My Business.

4/24/17 14:00 Jay =====

4/24/17 14:00 Nathan Ingram We need to bring questions to a close... if you have more, please ask them on the Facebook group (link below)

4/24/17 14:00 Nathan Ingram =====

4/24/17 14:00 Nathan Ingram QUESTION: There are a lot of different SEO processes that work out there. Would you agree what you say about picking a tool and sticking with it = finding your SEO process and sticking with it.

4/24/17 14:00 KerryCarron

4/24/17 14:00 LisaB related to Theresa's question: google allows you to note your geographic service area, does that balance "good enough" to not including your home address

4/24/17 14:00 kelli Can a PO Box work as a local address?

4/24/17 14:01 Jay @kelli No!

4/24/17 14:01 Amy Q: The most visited page on a client site is the Contact Us. Should we move the contact us form to the footer?

4/24/17 14:01 Jay @kelli Google will penalize

4/24/17 14:01 Pat My old website needs a new more focused url. Will I retain my current SEO ranking if I have the old url now point to the new url. Or, is a better way to handle this?

4/24/17 14:02 rickc for local if they don't want their address use a post office box in the city

4/24/17 14:02 Nathan Ingram PO boxes won't work for Google local

4/24/17 14:03 will google isn't as smart, but once your competitors report you, you are toast

4/24/17 14:03 Sherri Awesome, thanks!

4/24/17 14:03 Jay @kelli In Google My Business. Define a service area from real home address. (Serve customers at their location) Google hides your actual address.

4/24/17 14:03 JoeT @Nathan @Rebecca - Thank you both, awesome webinar. Very informative. Great answer to my question too, thank you.

4/24/17 14:03 Michael Really liked the hour of Q&A

4/24/17 14:03 LisaB i missed if there was the handout available

4/24/17 14:03 Gillian Thank you Rebecca and Nathan. :-)

4/24/17 14:04 Sandra Thank You for Coming Out with your cold Rebecca!

4/24/17 14:04 Axel Great. THANK YOU

4/24/17 14:04 Sherri Thank you!!

4/24/17 14:04 SteveO Thank you!

4/24/17 14:04 SuzanneS Great info! thanks, looking forward to next 2 days!

4/24/17 14:04 constance thank you!

4/24/17 14:05 Sherri QUESTION: will today's video be uploaded in a couple hours?

4/24/17 14:05 SueH Yes, the Word file idea worked great!

4/24/17 14:05 LisaB yes!

4/24/17 14:05 rickc worked well - good questions

4/24/17 14:05 will for the facebook group, how long before we get approved?

4/24/17 14:05 Gillian It worked great.

4/24/17 14:05 Deb Question for anyone: Can you put a city/zip location vs total address? Will Google like or hate?

4/24/17 14:05 Theresa Yes, I love the questions in Word file!

4/24/17 14:05 Ross The question Doc is very helpful. Thanks.

4/24/17 14:05 Debbb Thank you! The question sessions really help

4/24/17 14:05 Teri Thank you SO much this was incredibly useful. Q&A is great, nice to hear challenges from others

4/24/17 14:05 GeorgeAndrews Thanks, Rebecca! Thanks, Nathan!

4/24/17 14:05 Sheila Great session, thanks!

4/24/17 14:05 Ben amazing, thank you!

4/24/17 14:05 Leslie Thank you Rebecca. Great first day

4/24/17 14:05 MarkLH Lots of time for Q&A - very nice ! (you going through the list = excellent!)

4/24/17 14:05 Julie Thank you! Rest your voice the rest of the day/night :)

4/24/17 14:05 JJ @Rebecca @Nathan Thank You, so much good stuff. Will need lots of time to begin absorption.

4/24/17 14:05 Michael Yes, do it again. 3 hours of constant information is difficult to absorb.

4/24/17 14:05 Debbb Thanks Nathan

4/24/17 14:05 LisaB @rebecca where can I download the handout?

4/24/17 14:05 Brendyn questions and your answers have been great as they are topical. Thanks

4/24/17 14:05 Teri Chat transcript will be helpful to see others questions and tips

4/24/17 14:05 Leisa Today was awesome and absolutely loved Q&A session.

4/24/17 14:05 Stacey @Rebecca, TY, Valuable information. Would appreciate if you could speak slower, perhaps adding pauses between sentences

4/24/17 14:05 MarkLH ... Bueller ?//

4/24/17 14:05 Leslie Thank you for fielding the chat, et al @Nathan

4/24/17 14:06 Theresa Will we get slides on all of this?

4/24/17 14:06 stephen feedback: can you label questions as "answered" instead of deleting on your google doc? that way attendees can see whether their questions have been answered in case they miss it

4/24/17 14:06 Cindy Thank you Nathan and Rebecca!

4/24/17 14:06 will for the facebook group, how long before we get approved?

4/24/17 14:06 Marleen Thanks a lot! Have a nice day/evening

4/24/17 14:06 Debbb fire hose of information lol

4/24/17 14:06 Jay @kelli Check out this example: No home address shown... <http://take.ms/kPnib> WOW- lots of wonderful info. Thank you Rebecca and also iTHemes for offering us these opportunities.

4/24/17 14:06 Dandy cool, thanks!

4/24/17 14:06 will Can we get the slides from today?

4/24/17 14:07 Michael Thank you so much Rebecca for the great presentation!

4/24/17 14:07 Lori What's the link to the facebook group?

4/24/17 14:07 Ross bottom of this page lori

4/24/17 14:07 Chris Don't see FB link

4/24/17 14:07 Lori Just saw that - thanks

4/24/17 14:07 will @Lori in the Get Social area

4/24/17 14:07 Ross <https://www.facebook.com/groups/seolaunchpad/?ref=bookmarks>

4/24/17 14:07 Sherri Replay info --- best guess... 4-6 hours?

4/24/17 14:07 SteveO @Nathan And a copy of the chat?

4/24/17 14:08 Ross sorry

4/24/17 14:08 Martin Awesome job! Thanks so much @Rebecca and @Nathan!

4/24/17 14:08 Webvisuals Thank you, money well spent!

4/24/17 14:08 sheila share on twitter #seosummit

4/24/17 14:08 Lori Thanks this extremely awesome!

4/24/17 14:08 rickc well worth the 3 hrs

4/24/17 14:08 kelli @jay thanks

4/24/17 14:08 Alphonso excellent - a great job!

4/24/17 14:09 Dana Wonderful first day. Thank you!

4/24/17 14:09 Aubriegh Thank you!

4/24/17 14:09 Michelle A. Thanks @Rebecca and @Nathan!

4/24/17 14:09 Lydia Thank you!

4/24/17 14:09 will thanks!
4/24/17 14:09 SueH Thanks!
4/24/17 14:09 Lori Thanks!
4/24/17 14:09 Stacey @Nathan, did you say there would be a download of the chat?
4/24/17 14:09 Nathan Ingram @Stacey - yes
4/24/17 14:09 Lindie QUESTION: Will we get the slideshow as a download as well?
4/24/17 14:10 Nathan Ingram @Lindie - yes
4/24/17 14:10 Lindie Great, thanks so much.
4/24/17 14:10 Nathan Ingram We'll make all of that available as soon as we can
4/24/17 14:10 Chris R Excellent info, Rebecca. Thank you!
4/24/17 14:21 Nathan Ingram =====
4/24/17 14:21 Nathan Ingram END OF SEO SUMMIT DAY ONE
4/24/17 14:21 Nathan Ingram =====