

# How SEO Can Boost Your Business!

Optimizing the structure and content of your website will help you grow your business and increase sales.

[bushmarketing.ca](http://bushmarketing.ca)

A photograph of three business professionals in an office setting. A woman in a red top is on the left, looking towards two men. One man in a light blue shirt and glasses is pointing at a document held by another man in a blue shirt. They are standing in front of a whiteboard. The image is partially obscured by a teal diagonal graphic on the left side.

**BUSH**

# About Andy Bush

- Founder/President, Bush Marketing
- 18 Year internet marketing strategist
- Dozens of successful website projects

# What is Search Engine Optimization?

**Search Engine Optimization is the process of making enhancements both on your website and on the web to generate greater exposure in search engine rankings.**

# Search Engine Goals

- Deliver Authoritative results
- Deliver Relevant results

# Relevant Results

- Hypothetical: Someone searches for information on ***Toronto Business Centres***.
- Search engines want to give the most relevant results.
- Websites are evaluated using many factors, like content, keywords in website code and links to your website.
- Search engines consider semantic results. May show results for ***Toronto Enterprise Centres***.

# Authoritative Results

- Search Engines consider the quality of the results as well as relevance.
- Links from other websites to yours establish authority.
- Each link is a “vote”.
- It is not about highest number of links. Quality of referring site is critical.
- Referring website should be well-established (not new) and well-respected.

# Purpose of a Website

- ✓ Act as an Information Resource
- ✓ Showcase the Company
- ✓ Take the Prospect Through The Sales Process!



# Book Andy Bush for your event TODAY!

Andy has the ability to entertain and educate any audience with whom he speaks. With appearances that are engaging, hugely informative and stimulating, Andy is a sought after speaker at events.

[Contact Andy](#)