





Prof. Ken

ProfKen.US

eknlinks.com

MiramarWebsites.com

@ProfKenUS



eknlinks.com/get-free-ebooks

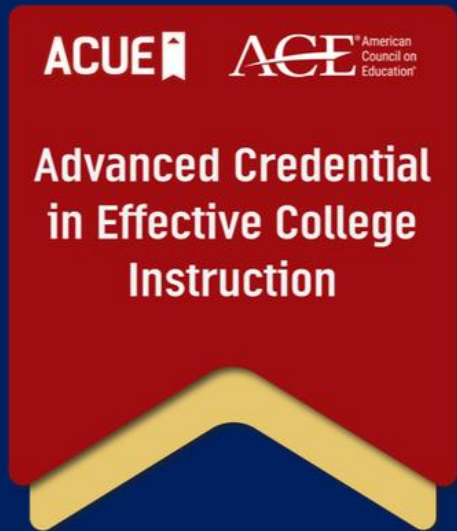
Get this presentation and more
FREE Resources.

Prof. Ker

BIZFIT
COVID-19
EDITION



**ECONOMIC &
BUSINESS
DEVELOPMENT**
CITY OF MIRAMAR



Google
Analytics
Google
Digital Garage



amazon services expert

shopify partners



LearnWorlds



**Best Southeast Florida
Social Media Firm**

Uncommon Thinker





Help Customers Find you: Website and Mobile

1. Prof. Ken's 4 Questions
2. Website Health
3. SEO
4. Google



Prof. Ken's 4 Questions



WHO?



WHY?



WHAT?



HOW?



Website Usability



**FOLLOW
WEBSITE
STANDARDS**



**CREATE
EFFECTIVE
VISUAL
HIERARCHIES**



**BREAK
PAGES UP
INTO
CLEARLY
DEFINED
AREAS**



**MAKE IT
OBVIOUS
WHAT'S
CLICKABLE**



**ELIMINATE
DISTRACTIONS**



**FORMAT
CONTENT
TO
SUPPORT
SCANNING**




Trust

1. Professional
2. Phone number
3. Easy Navigation
4. Mobile friendly
5. Pleasing welcome image
6. Demo Video or Tour
7. Benefit driven testimonial
8. Guarantee



Accessibility Standards


Access to information - ADA



Book a FREE consultation. >

Log In


Home | Social Media | Growth Marketing | Websites | Workshops | Our Company



Explore your accessibility options

ekn links customers to your business.


ekn links creates cost-effective websites, social media management and growth marketing campaigns to get new customers, grow current customers, and build lifetime value.



WEBSITES

80% of all purchases start with an online search.


\$89/Month Start Now!



SOCIAL MEDIA

Social Media Grows Business 77%.

\$99/Month Start Now!



GROWTH MARKETING

70% of your customers want regular contact from you.

\$99/Month Start Now!

Want to brainstorm? Contact us so we can connect. Get access to free resources.

First Name

Last Name

Email

Phone

Submit



Accessibility Standards

<https://wave.webaim.org/>

YEARLY TREND OF ADA RELATED DIGITAL LAWSUITS

23% increase in 2020.
Almost 10 lawsuits every business day.



ADA related cases in 2020 increased 23% over 2019. This includes cases filed in federal court and those filed in California state court under the Unruh Act with a direct reference to violation of the ADA.

The screenshot shows the Sun Sentinel website with a news article titled "Most business websites are sitting ducks for ADA suits, experts say" by Ron Hurtibise, dated July 22, 2018. The article features a photo of Shawn Friedkin, founder of Stand Among Friends, in a wheelchair. The website also displays a navigation bar with sections and search, a subscription offer for 3 months for \$94, and a login button. A sidebar on the right shows a "LATEST BUSINESS" section with articles about a cruise ship simulator and workers quitting.



\$199

Can vary by website (up to \$4,000)

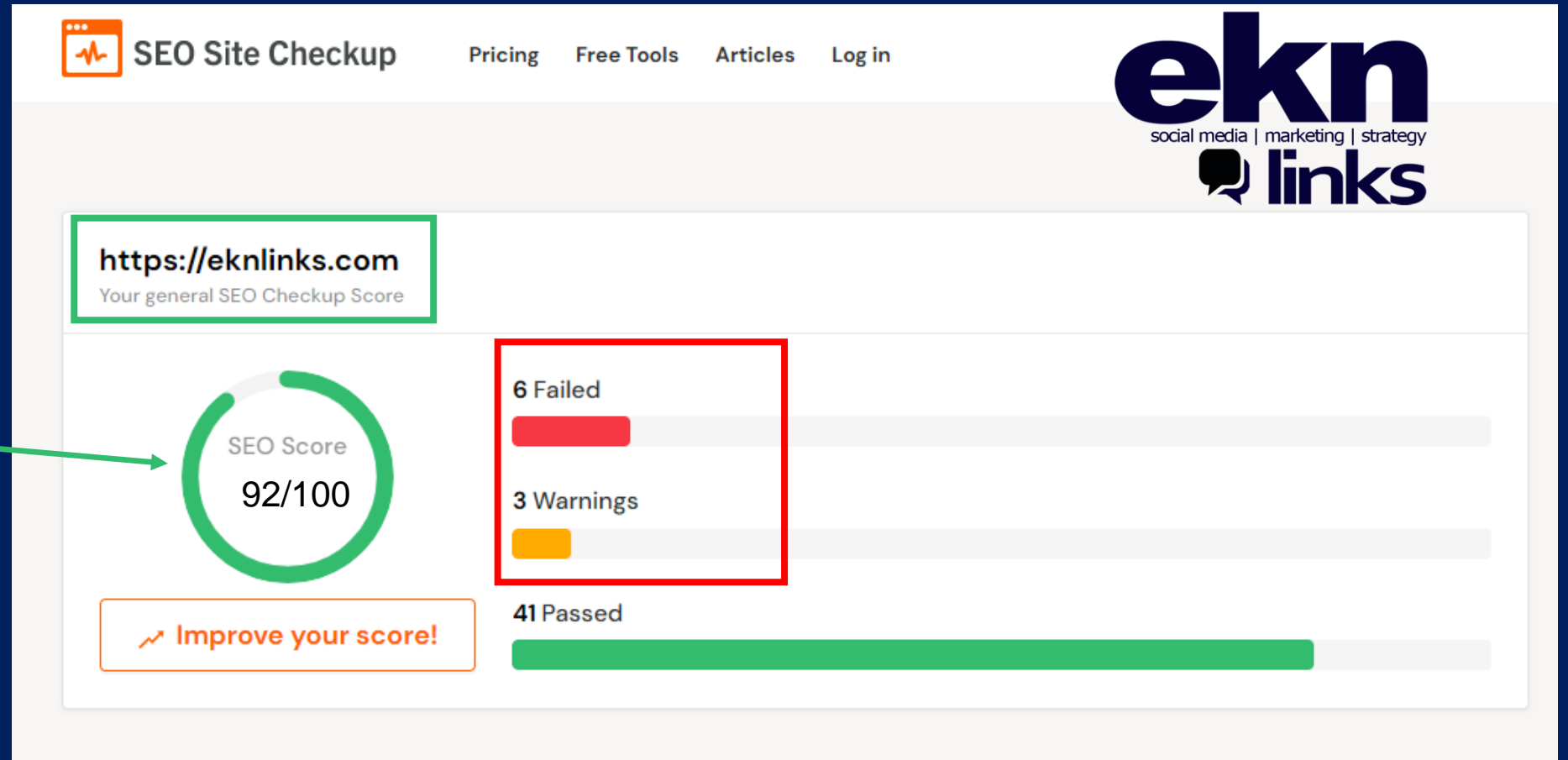
ADACompliantOffer.com



Do This Now To Improve Site.


<https://seositecheckup.com>

Step 1:
Grade your
Website.





Website Health eknlinks.com

Common SEO issues		1 Failed	1 Warnings	19 Passed
		<div></div>	<div></div>	<div></div>
✓ Meta Title Test	Congratulations! Your webpage is using a title tag			i
	● Websites Social Media Growth Marketing eknlinks.com			
✓ Meta Description Test	Congratulations! Your webpage is using a meta description tag			i
	● ekn links builds websites, ECommerce strategies, digital marketing and disruptive growth marketing programs that get results. ekn links is a growth marketing, strategy and social media agency focused on creating lifetime value with targeted consumer engagement. Free eBook Library. eknlinks.com			
Google Search Results Preview Test	<div></div>			i
	<div>Websites Social Media Growth Marketing eknlinks.com https://www.eknlinks.com ekn links builds websites, ECommerce strategies, digital marketing and disruptive growth marketing programs that get results. ekn links is a growth marketing, strategy and social media agency focused on creating lifetime value with targeted consumer engagement. Free eBook Library. eknlinks.com</div>			



Website Health eknlinks.com

Most Common Keywords Test

There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

13 marketing 10 websites 9 website 9 social 9 media

Keywords Usage Test

Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.

- Keyword(s) included in Title tag
- Keyword(s) included in Meta-Description tag

Keywords Cloud Test




access accessibility adjust awards bizebunch blind book
brainstorm build business campaigns case close company connect
consultation consumer contact control cost creates current
customers developing disclaimer ebooks effective eknlinks
email engagement enter features focused free great grow
grows growth heading home impaired includes july keyboard kids know
legal lifetime link links live management market
marketing media menu miramar mobile month
navigation note online open owner people play popup press products
prof purchases reader readers regular resources sales screen search
social start starting strategy studies submit success terms
testimonial testimonials title training unmute using value
video visually want webinars website websites
workshops



Website Health eknlinks.com

✓ Heading Tags Test



Congratulations! Your webpage contains headings tags.

H1 tags

ekn links customers to your business.

H2 tags

Popup heading

ekn links creates cost-effective websites, social media management and growth marketing campaigns to get new customers, grow current customers, and build lifetime value.

80% of all purchases start with an online search.

Social Media Grows Business 77%.

70% of your customers want regular contact from you.

Awards and Numbers don't lie.

Take one of

Prof. Kens

workshops

TESTIMONIALS

✓ Robots.txt Test

Congratulations! Your site uses a "robots.txt" file.

● <https://www.eknlinks.com/robots.txt>

✓ Sitemap Test

Congratulations! Your website has a sitemap file.

● <https://www.eknlinks.com/sitemap.xml>



6 Web Page Elements to Optimize

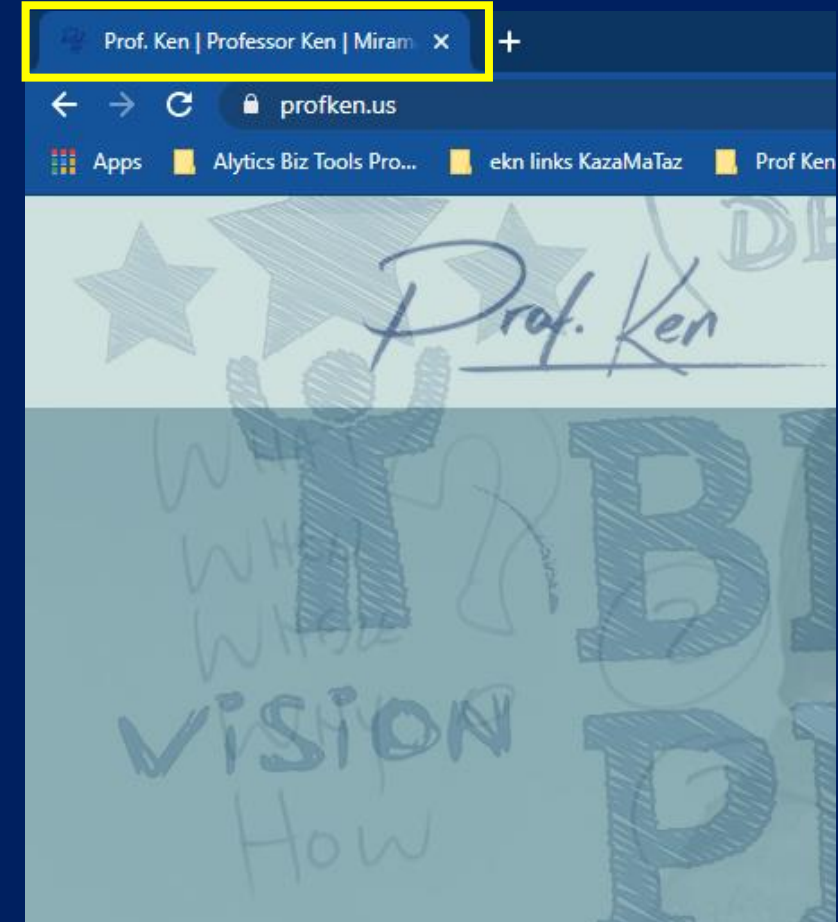


- 1 Title Tag
- 2 Meta Description
- 3 Heading/Title
- 4 URL
- 5 Body Copy
- 6 Image Alt



What are Title Tags?

- 70 characters
- Use keyword
- Do not to exceed length
- Use brand name
- Unique each page



www.profken.us › workshops

[1] Professor Ken | Workshops | Growth Marketing | ProfKen.us

0 N/A N/A

Prof. Ken's Growth Marketing **workshops** will help you get customers, keep customers and create lifetime value. Free **Workshops** and Resources at ProfKen.US.



What are Meta Descriptions?

- Text below the blue links
- 175 characters
- End with a call to action
- Don't be cut off in the SERPs.
- Separate description each page.

www.profken.us › workshops

[1] Professor Ken | Workshops | Growth Marketing | ProfKen.us

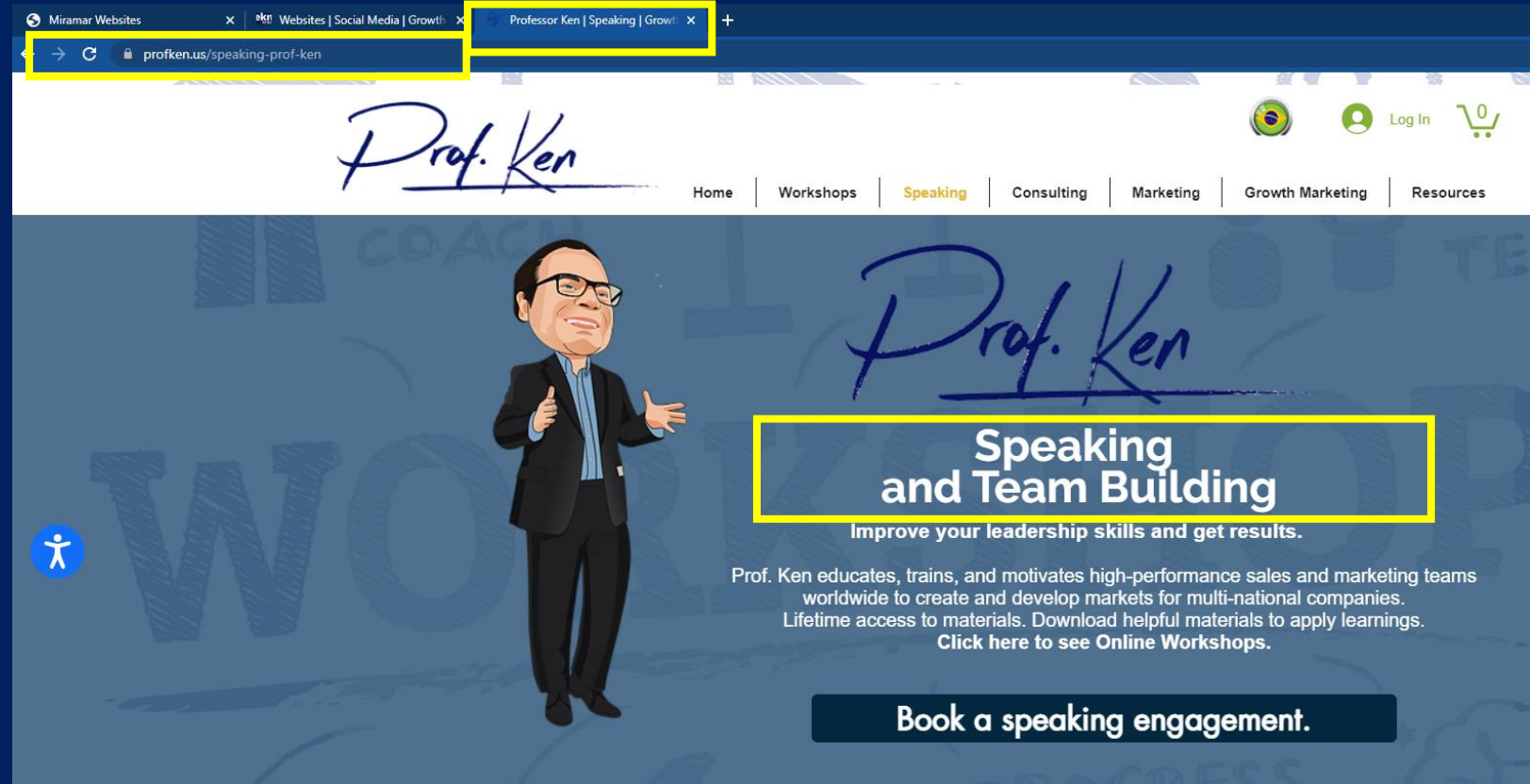
🔍 0 📄 N/A 🗑️ N/A

Prof. Ken's Growth Marketing **workshops** will help you get customers, keep customers and create lifetime value. Free **Workshops** and Resources at ProfKen.**US**.



What are Heading Titles?

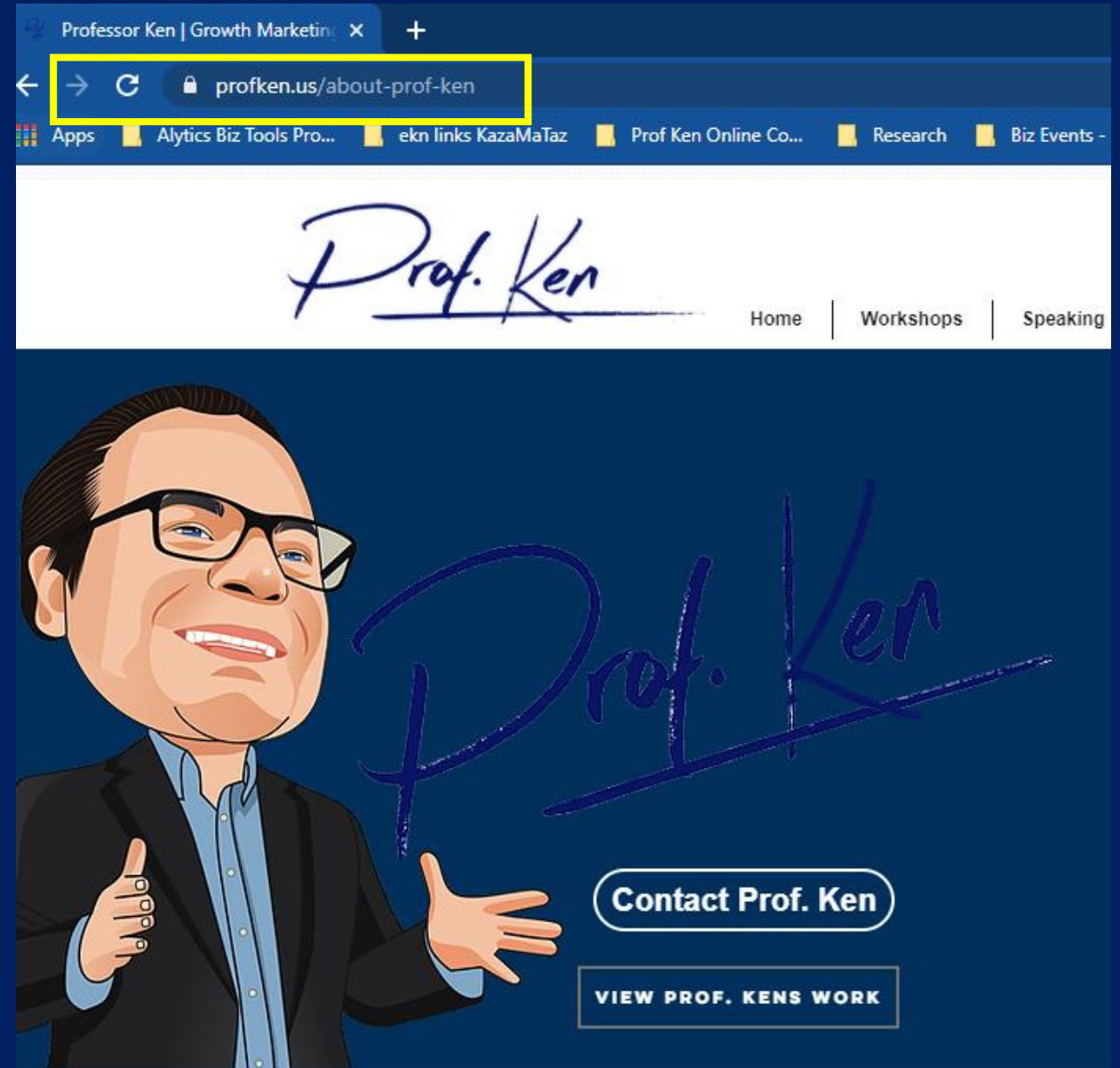
- Specific page
- H1 / H2 font
- One h1 tag
- Use Keyword
- Tags in order





What is URL Structure?

- Use speaking URLs
- Avoid complicated
- Avoid special # \$





What are IMAGES – Alt Tags?



WEBSITES – Built for you. B2B. B2C.

MiramarWebsites.com



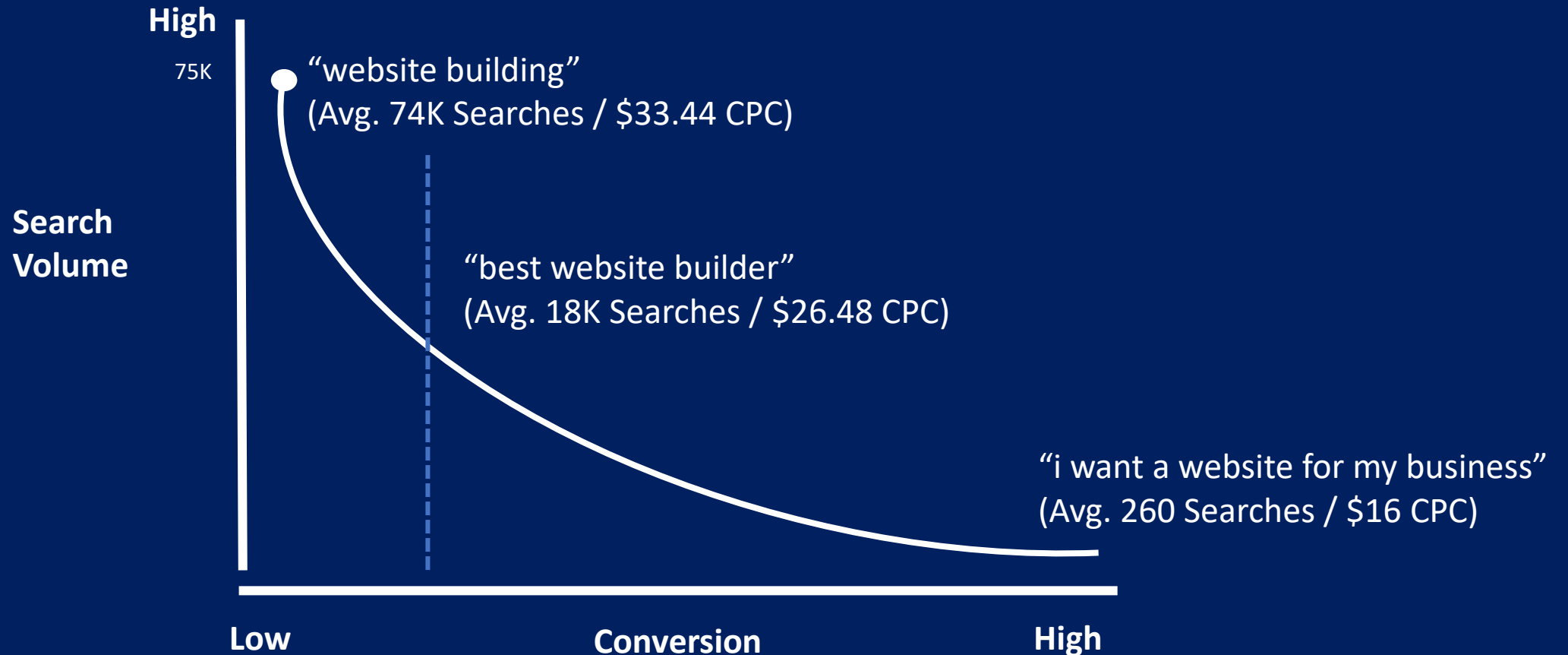
Context and Intent

- Results answer many of the questions a searcher is asking, not just one.
- Create content that delivers targeted information.



Keywords – Long Tail

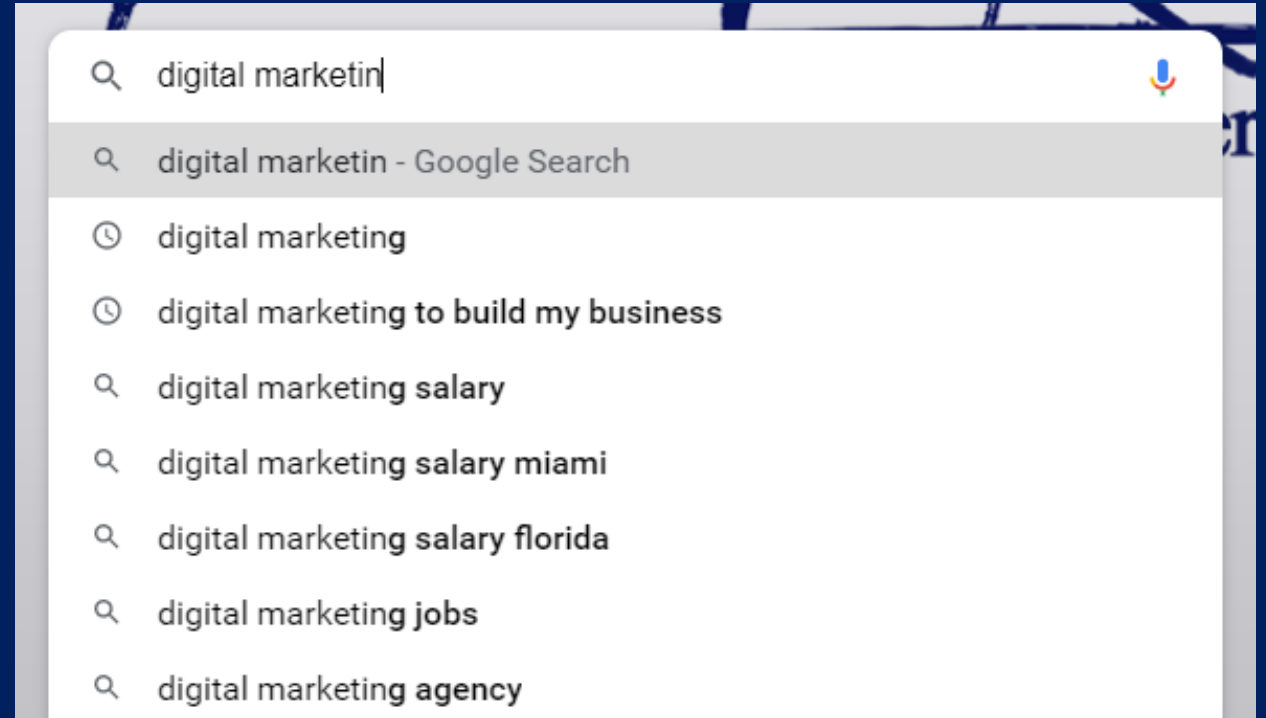
Long Tail Keywords make up 70% of all web searches





Google Autocomplete suggestions

Enter a
broad
keyword
into Google.





Google “People also ask”

Enter a
broad
keyword
into Google.

People also ask :

- Which course is best for digital marketing? ▼
- What courses do I need for digital marketing? ▼
- How much does digital marketing course cost? ▼
- Where can I study digital marketing in Kenya? ▼

















Feedback






Searches at bottom of the page.

Enter a
broad
keyword
into Google.

Related searches :

 digital marketing courses free	 best digital marketing courses 2020
Searches: 1300/mo - CPC: \$8.30 - SD: 27 	Searches: 140/mo - CPC: \$18.38 - SD: 33 
 free online digital marketing courses with certificates	 digital marketing courses near me
Searches: 70/mo - CPC: \$17.87 - SD: 19 	Searches: 170/mo - CPC: \$20.55 - SD: 21 
 free online digital marketing courses with certificates by...	 digital marketing courses fees
Searches: 210/mo - CPC: \$11.35 - SD: 26 	Searches: 20/mo - CPC: \$16.38 - SD: 15 
 best digital marketing courses online	 digital marketing course syllabus
Searches: 390/mo - CPC: \$23.56 - SD: 26 	Searches: 30/mo - CPC: \$11.03 - SD: 21 

1 2 3 4 5 6 7 8 9 10 



SEO

1. **Keywords in Title**
2. **Brand on every page**
3. **Fast site - page speed**
4. **SEO**
5. **Social icons**
6. **Relevance**
7. **Messaging**
8. **Targeting**
9. **Inbound Links**
10. **Backlinks**



Social Media Management

- Post Scheduling
- One click content feeds
- Engaging Content
- Customized contests & deals
- Grow email lists
- Sell products online
- Pick-up & delivery options

\$149

Per month (FREE SET UP)

149SocialMedia.com



#1 – What comes up when you put your business in Google?

Company Info Box:
Key pages

Google My Business

LinkedIn



facebook

My Second Site
ProfKen.US



eknlinks

About 3,300 results (0.66 seconds)

<https://www.eknlinks.com>
Websites | Social Media | Growth Marketing | eknlinks.com
ekn links builds websites, ECommerce strategies, digital marketing and disruptive growth marketing programs that get results. ekn links is a growth marketing, ...

Growth Marketing Small ...
ekn links is a growth marketing firm that focuses on winning your ...

Eknlinks.com Marketing Works
ekn links develops disruptive digital and traditional marketing ...

Online WORKSHOPS
Ken's hands-on Growth Marketing and Sales Team workshops ...

Websites \$999 | Social Media ...
Websites starting at \$999 plus FREE APP! ... Awarded Best ...

Prof. Ken Ninomiya
ekn links is an innovative social media, marketing & strategy firm ...
[More results from eknlinks.com »](#)

Growth Marketing
Social Media plans starting at \$99 month. Websites starting at ...

<https://www.linkedin.com/company/eknlinks>
ekn links | LinkedIn
ekn links | 18 followers on LinkedIn. ekn links is a growth marketing firm that helps to get new customers, grow current customers, and build lifetime value.

<https://twitter.com/eknlinks>
Professor Ken Ninomiya (@eknlinks) | Twitter
The latest Tweets from Professor Ken Ninomiya (@eknlinks). ekn links is a growth marketing firm that focuses on winning customers to create lifetime value with ...

<https://www.facebook.com/eknlinks/about>
eknlinks - Business Consultant - 75 Photos | Facebook
eknlinks, Miramar, FL. 24 likes. ekn links is a growth marketing firm that focuses on winning your customers to create lifetime value using targeted...

<https://www.facebook.com/eknlinks>
eknlinks - Home | Facebook
eknlinks, Miramar, FL. 38 likes · 1 talking about this. ekn links is a growth marketing firm that focuses on winning your customers to create lifetime...

<https://www.profken.us/ekn-links-case-studies>
Growth Marketing Case Studies | eknlinks.com - Prof. Ken
ekn links case studies show how we can help your team get results. ekn links is a growth marketing, strategy and social media agency focused on creating ...

<https://www.youtube.com/playlist>
ekn links. Expert Growth Marketing. - YouTube
ekn links is a growth marketing firm that focuses on winning your customers to create lifetime value using targeted consumer engagement strategy, marketing, ...

Googooogle >
1 2 3 4 5 6 Next

FREE EBOOK
Marketing Mistakes of Marketing
See photos

Monster Mini Golf
See outside

ekn links

Websites Directions Save Call

Marketing consultant in Miramar, Florida

Located in: Monarch Lakes
Address: 14359 Miramar Pkwy, Miramar, FL 33027
Hours: Open · Closes 9PM
Phone: (954) 558-9599
Appointments: eknlinks.com

Suggest an edit · Own this business?

Know this place? Share the latest info

Products View all

Social Media Lea... \$249.00
Enter U.S. Marke... \$499.00 – \$999.00
E-Commerce Ve... \$999.00 – \$1,99...

Explore categories

Social Media Management Market Strategy - Enterin...
Website Development

Questions & answers
Be the first to ask a question
Ask a question

Send to your phone Send

Reviews
Be the first to review
Write a review Add a photo

From ekn links
"ekn links is an innovative social media, strategy, & marketing firm



Do This Now To Get Noticed.

<https://smallbusiness.withgoogle.com/digital-essentials-guide#!/>


Step 1: Choose your Business Type.

Your Digital Essentials Guide

Explore the top things to do now to help your small business succeed online.


- 1 Be Found on Google
- 2 Do Business Online
- 3 Work Smarter
- 4 Reach Customers

To start, choose your business type




Retail Business

Clothing store, hardware store, e-commerce store, etc.



Service Business

Home repair, hair stylist, lawyer, etc.



Restaurant

Restaurant, bakery, bar, etc.



Do This Now To Get Noticed.

<https://smallbusiness.withgoogle.com/digital-essentials-guide#!/>

Step 2: Claim Your FREE Profile.

1 BE FOUND ON GOOGLE

Stand out on Google with your free Business Profile



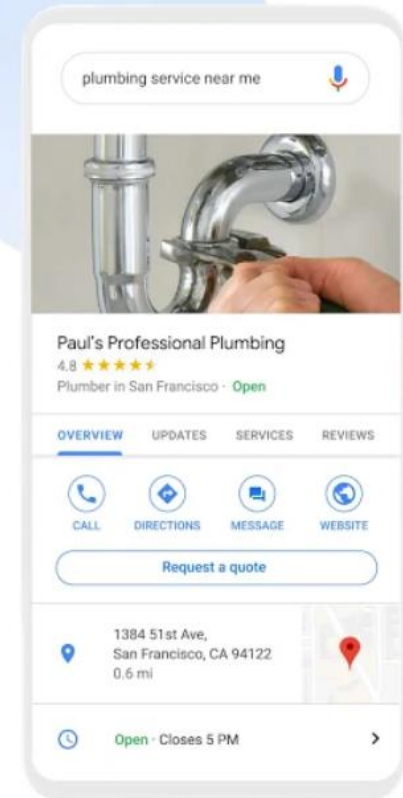
of US consumers expect to be able to get in contact with a service business online¹

If you serve local customers, your business profile can appear when customers search for your business or services on Google Search and Maps.

- Highlight your services and credentials
- Respond to reviews
- Provide quotes or even enable online booking

[Claim my free profile](#)

[Learn more](#)





Do This Now To Get Noticed.

<https://smallbusiness.withgoogle.com/digital-essentials-guide#!/>

Step 3:
Choose
Account.
Or
Create
Account.
Choose
Business.

The image displays two screenshots of the Google account selection process. The left screenshot shows the 'Choose an account' screen with a 'Signed out' status. It features a profile icon with the letter 'J' and two options: 'Use another account' and 'Remove an account'. A green arrow points from the text 'Choose Account.' to the profile icon. The right screenshot shows the 'Sign in' screen with the text 'to continue to Google My Business'. It includes a text input field for 'Email or phone', a 'Forgot email?' link, and a 'Next' button. Below the input field is a 'Create account' button. A dropdown menu is open from the 'Create account' button, showing two options: 'For myself' and 'To manage my business'. A red box highlights the 'To manage my business' option. A green arrow points from the text 'Choose Business.' to this option. Both screenshots have a footer with 'English (United States)', 'Help', 'Privacy', and 'Terms' links.



Do This Now To Get Noticed.

<https://smallbusiness.withgoogle.com/digital-essentials-guide#!/>

**Step 4:
Choose
Account.
Or
Create
Account.
Choose
Business.**

Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*
Miramar Websites

Business category*
Website designer

You can change and add more later

By continuing, you're agreeing to these [Terms and conditions](#) and [Privacy Policy](#)

Next



Easy Google My Business setup.



21daycourse.com

Normally \$29.99
Summer Special \$9.99
You get it for \$4.50



Use Code: **50offMiramar**

www.21daycourse.com/course/google-my-business-easy-set-up