



Ion1 SEO training

LOCAL SEO FOR MUSIC TEACHERS



Teach Music Online





What is SEO?



Search Engine Optimization is an important component of any website's success, as it determines where your website appears in search engine rankings.

SEO is made up of three key components

- Keywords
- Content
- Backlinks

What SEO is not

SEO is not rocket science or voodoo magic... Rather, it is a science that involves various techniques and strategies to improve the visibility and ranking of a website on search engine result pages. It requires a combination of technical skills and creative content development to optimize a website for search engines. With the right tools and knowledge, anyone can learn SEO and apply it to their website.



car insurance

Web Maps News Images Shopping More Search tools

About 391,000,000 results (0.44 seconds)

2015

Amica® Car Insurance - amiacoverage.com
Ad www.amiacoverage.com/Car+Insurance *
 An Official Amica® Insurance Site. We're here 24/7. Call for a Quote!
 Amica Insurance has 432 followers on Google+

Allstate® Car Insurance - allstate.com
Ad www.allstate.com/car_insurance/ *
 Drivers who switched saved \$499/yr. On Car Insurance. Quote Today!
 Allstate Insurance has 5,197 followers on Google+

\$19 for Car Insurance? - GEICO.com
Ad www.geico.com/ *
 4.1 ★★★★★ rating for geico.com
 Inconceivable! Quote with GEICO. See How Much You Could Really Save.
 Ratings: Ease of purchase 10/10 - Policy selection 9/10
 GEICO Insurance has 19,986 followers on Google+
 Get a Quote - 75 Years of Service - Join the Millions - Discounts

Auto Insurance - Progressive
 www.progressive.com/auto/ * Progressive Corporation *
 Get the coverage you need, for the price you want. Start a car insurance quote today with the details you know offhand.
 Comparison Rates - Coverages - Cheap Car Insurance - Name Your Price

You Could Save Over \$500 on Car Insurance - Get a ... - ...
 https://www.geico.com/getaquote/auto/ * GEICO *
 Get a free car insurance quote in 15 minutes or less and see how much you could save today on auto insurance. Start your free car insurance quote now.

Auto Insurance & Car Insurance Quotes—Allstate
 www.allstate.com/auto-insurance.aspx * Allstate *
 Customized car insurance coverage options, discounts galore and amazing features. Get a free online quote and speak to a dedicated Allstate agent.

\$29 Cheap Car Insurance
Ad utah.usautolinsurancenow.com/ *
 Cheapest Utah Car Insurance.
 Lowest Rates From \$28.99 / Month!

\$24 Cheap Car Insurance
 car.insure.com/Utah *
 (800) 961-0952
 Save on Utah Car Insurance.
 UT Rates as Low as \$23.99 a Month!

2014's Cheapest Insurance
 car-insurance.quoteleab.com/Utah *
 Get a Free Quote & Save 55-75%
 Rates from only \$19. Utah Only!

Progressive Car Insurance
 www.progressive.com/ *
 3.9 ★★★★★ rating for progressive.com
 Named #1 Car Insurance Website.
 Get A Free Online Quote Now.

*** \$19 Auto Insurance**
 www.general-car-insurance.com/ *
 Save 55% - 75%. New 2014 Discounts.
 Super Cheap. Get a Free Quote!

Nationwide® Car Insurance
 www.nationwide.com/California *
 Get Car Insurance in CA From A
 Company You Can Trust. Quote Now!

21st Century Insurance
 www.21st.com/ *

That Was Google Then

This Is Google Now

Google piano lessons near me

Maps Shopping Images Videos More

Powered by SUPERPIANO

For adults Cost Beginner Free For seniors Kids Cheap Jazz For toddlers

Results for **Downtown, Provo** Choose area

Places Rating Hours Sort by


Sponsored

Hive Piano Studio
 5.0 ★★★★★ (10) Piano instructor
 18 North 2650 West (801) 317-8388
 Closed · Opens 10AM
 Private Piano Lessons. Our Expert Tutors Provide Step-by-Step Piano Lessons. Learn to Play Piano Quickly.
 Category: Piano

Joanna Oshida Piano Studio, oshidapiano.com
 5.0 ★★★★★ (6) Piano instructor
 30 ft. Provo, UT (800) 634-2119
 Open 24 hours
 My daughter takes piano lessons from Joanna and we love her!
 Category: Piano

Volz Method Piano Lessons
 4.5 ★★★★★ (36) Piano instructor
 (385) 492-0122
 Closed · Opens 9AM
 "This is such a fun and exciting way to learn the piano!"
 Category: Piano

Abby & Clint Music Studio
 5.0 ★★★★★ (99) Music school
 1510 N. 1425 E. (801) 713-2787
 Open · Closes 8PM
 Took classical piano lessons as a kid and gave it up in my 20's.
 Category: Piano



More places

superpiano.com
<https://www.superpiano.com/lessons/piano-provo/>
Piano lessons near me in Provo - Top teachers from \$10/hr
 \$16,310 1,253 0
 Whether you are a complete beginner or playing at an advanced level, our tutors can help you. Many of our piano teachers offer private online lessons. Around 80...
 ★★★★★ Rating: 5 - 2 votes - Price range: From \$5 to \$35/hr

People also ask

How much should I spend on piano lessons?

How long should beginner piano lessons be?

What is a good age to start piano lessons?

Where can I learn piano for free?

Provo School of the Arts
<https://www.provoschoolofthearts.com/private-piano/>
Private Piano
 170 172 0 **TITLE CHANGED**
 Private Piano. piano lessons raised.jpg. Ages 5+. Everything you've always wanted. The flexibility of having the lesson in your home or at our school.

Thomastack
<https://www.thomastack.com/Lessons/>
The 10 Best Piano Lessons for Kids Near Me ...
 13,056,204 1,486 3 **TITLE CHANGED**
 Here is the definitive list of piano lessons for kids near your location as rated by your neighborhood community. Want to see who made the list?

Funs app
<https://funs.app/@dewspiano/>
Diane's Piano Studio
 1,087 0 0 **TITLE CHANGED**
 Diane's Piano Studio. I teach online and in-studio piano lessons from my home studio in Provo, Utah. The focus of my studio is to create lifelong musicians ...

- 46% of Google searches are local.
- 93% of people searched Google for local business.
- Half of local searches leads to a click on a Google Business Listing.

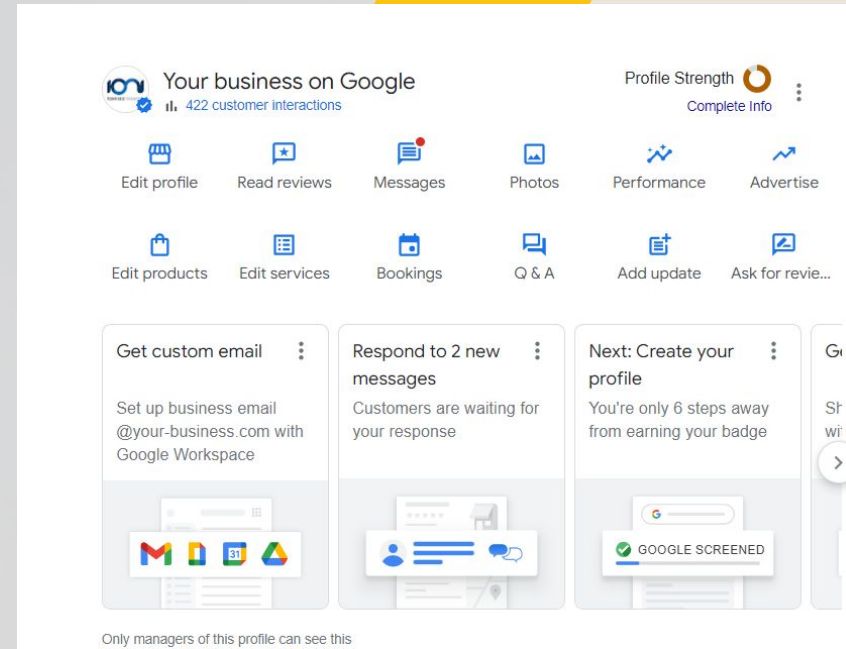
Reasons To **Optimize** Your Google Business Listing



- Your business is WAY more likely to come up at the top of Google search results.
- Opportunity to show off your best work.
- Your prospects will see how you treat your existing customers.
- Can highlight your events and promotions.
- Makes it easier for people to get directions to your location.

Edit your Google Listing

- To get started do a Google search for “my business” or go to <https://business.google.com>.
- Add a new Google Business Listing here if you don't have one already.
- Each icon is another opportunity to optimize your profile.



Pick The Right Business Category(s)

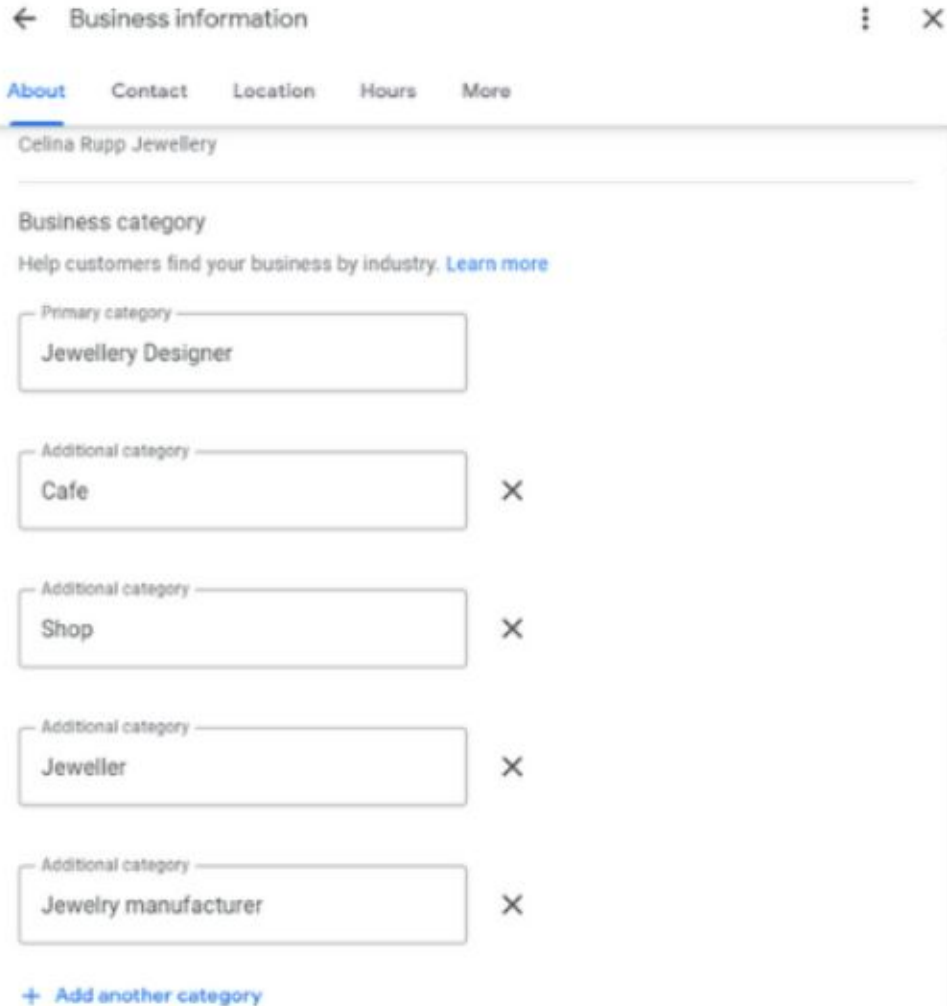
- The main category is the most important, but you can pick up to 10.

Google has more than 4000 different categories, and they are being always updated. Check back every once in a while.

- *GMB Everywhere* - is a tool where you can check your competitor categories. <https://www.gmbeverywhere.com/>

Google Business Profile Category

- Music school
- Music store
- Music college
- Musical club
- Music producer
- Music publisher
- Music instructor
- Music instrument store
- Guitar store
- Guitar instructor
- Piano instructor
- Choir



Business information

About Contact Location Hours More

Celina Rupp Jewellery

Business category

Help customers find your business by industry. [Learn more](#)

Primary category

Jewellery Designer

Additional category

Cafe X

Additional category

Shop X

Additional category

Jeweller X

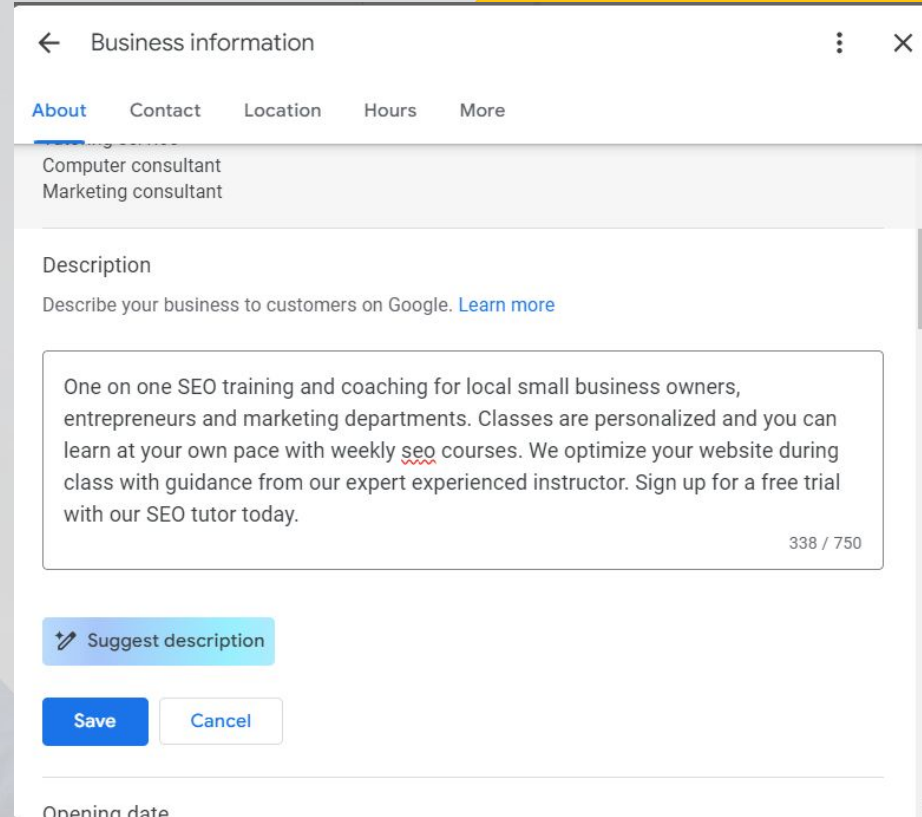
Additional category

Jewelry manufacturer X

+ Add another category

Google Business Description

- You can use up to 750 characters, and make sure to use the keywords that you would like to rank for.
- Make sure you list your service, and your location.



Fill In **ALL** The Blanks That You Can

- Don't use service area unless you plan on hiding your address.
- You should add your business start date.
- Add your business hours and update your holiday hours as Google asks.
- Appointment link if you have one.
- Products & Services can also be added.
- Are you a veteran or woman owned business? There is a spot for that.
- Keep on the lookout for new spots to fill in the blanks.



Google Business Listing Posts

- Can post updates, events, offers and products.
- No longer featured after 7 days
- Events and offers expire on event date or offer expiration.
- Add this to your calendar, it is the most important activity you can do.

From Bruce Jones SEO Consultant

"Looking for reliable and high-quality SEO services in the Philippines? Turn to Bruce Jones SEO Consultant - Philippines. Our team specializes in crafting sustainable and effective digital marketing solutions that cater to small and medium businesses... [More](#)



Bruce Jones SEO Consultant
on Google



Want your business to attract more customers? Don't overlook the importance of a...

4 days ago

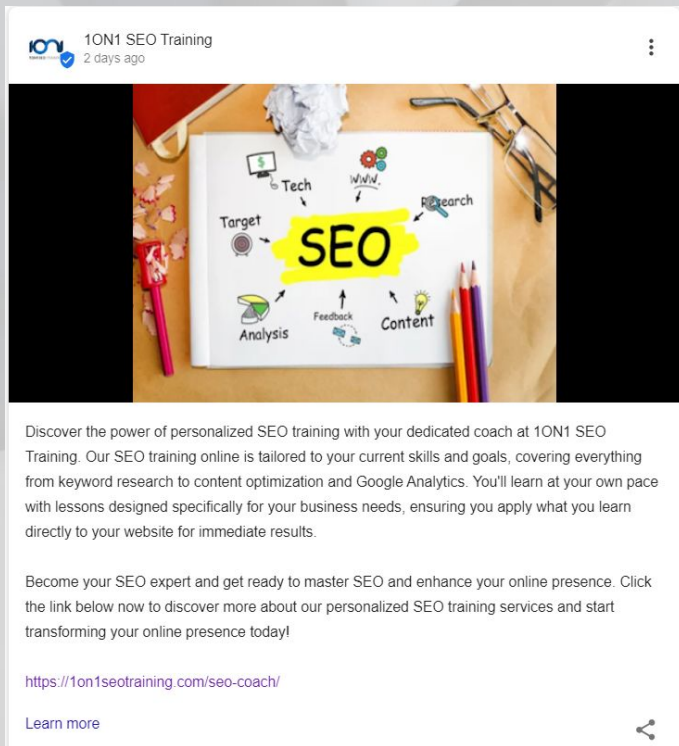
[Learn more](#)



Discover the value of legal practice on LinkedIn. At Lawyer Near Me. At Lawyer Near Me.
Jun 21, 2023

[Learn more](#)

Google Business Listing Posts



101 SEO Training
2 days ago

Discover the power of personalized SEO training with your dedicated coach at 101 SEO Training. Our SEO training online is tailored to your current skills and goals, covering everything from keyword research to content optimization and Google Analytics. You'll learn at your own pace with lessons designed specifically for your business needs, ensuring you apply what you learn directly to your website for immediate results.

Become your SEO expert and get ready to master SEO and enhance your online presence. Click the link below now to discover more about our personalized SEO training services and start transforming your online presence today!

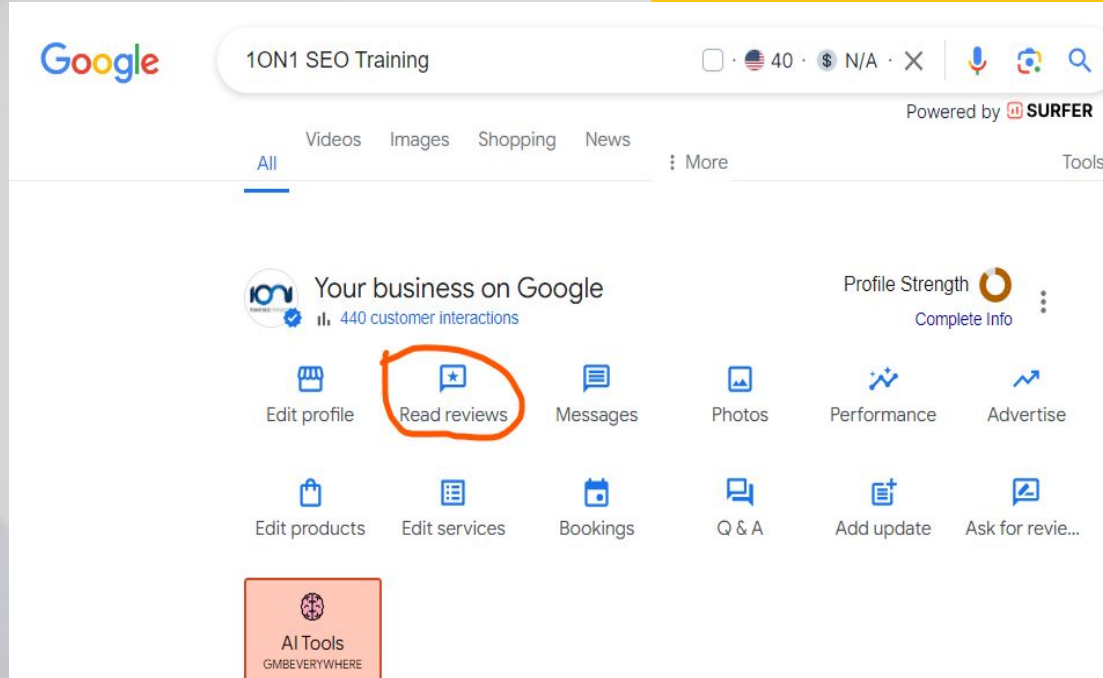
<https://101seotraining.com/seo-coach/>

Learn more

- Should be 80 words or more and include the keyword, along with a link to your page. Also, include a "Learn more" (Call to Action) button linking to your page.
- We use Publer for managing and scheduling our GBP posts.
<https://publer.io/Bruce>

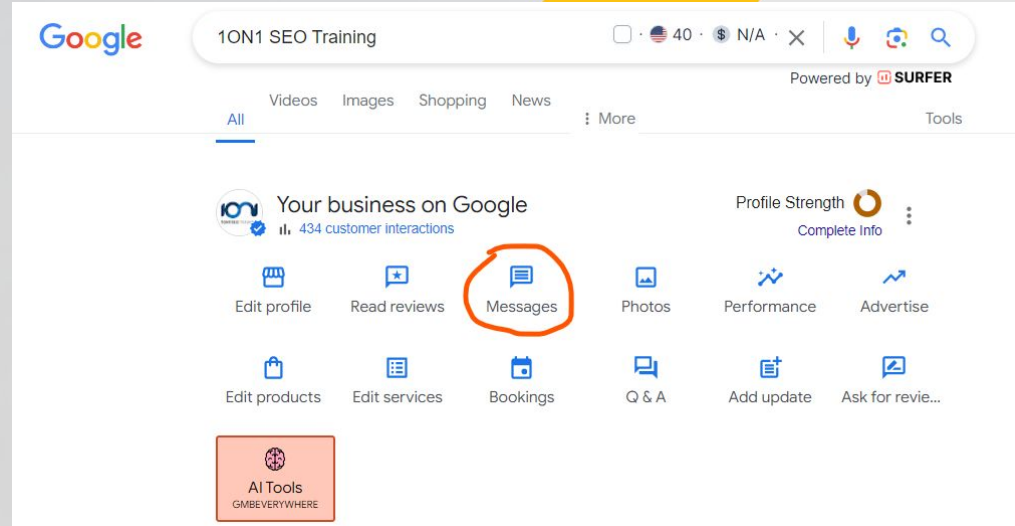
Respond to **Reviews**

- Monitor and respond to customer reviews to build trust, address concerns, and showcase positive feedback, enhancing your online reputation.
- Thank your customers for their reviews or feedback.



Google Messages

- Enable messaging to interact with customers directly, answering inquiries and providing assistance in real-time to improve customer satisfaction.

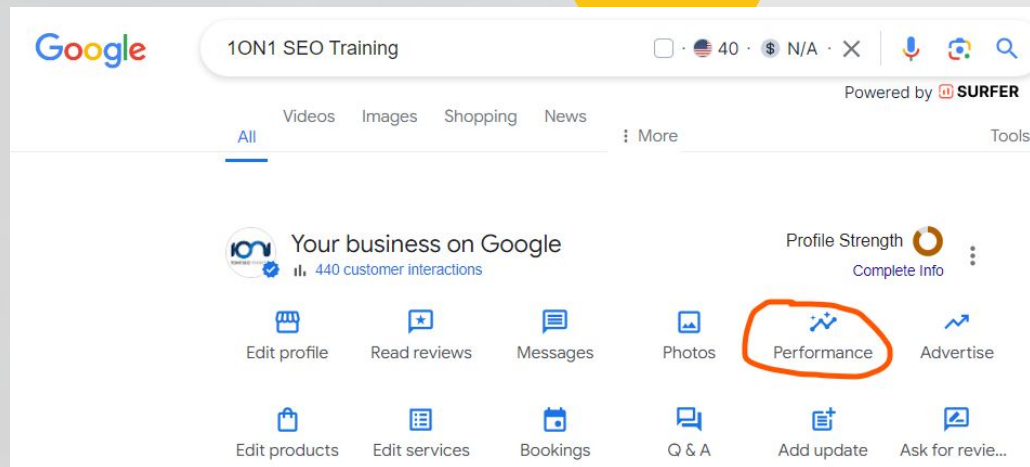


Google Business Listing **Images**

- Add real images of your business on a regular basis.
- Interior, exterior, team, or employees.
- An unrecognizable photo of a student during lessons. Over the shoulder of someone playing the piano, guitar, etc.

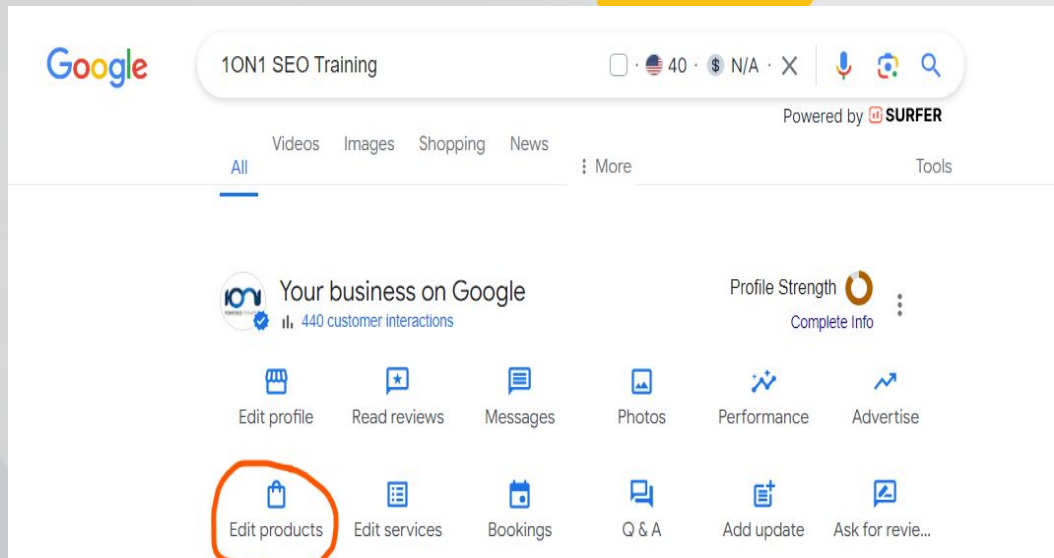
Performance

- Track key metrics like views, clicks, and customer actions to understand how users interact with your listing and optimize your online presence accordingly.



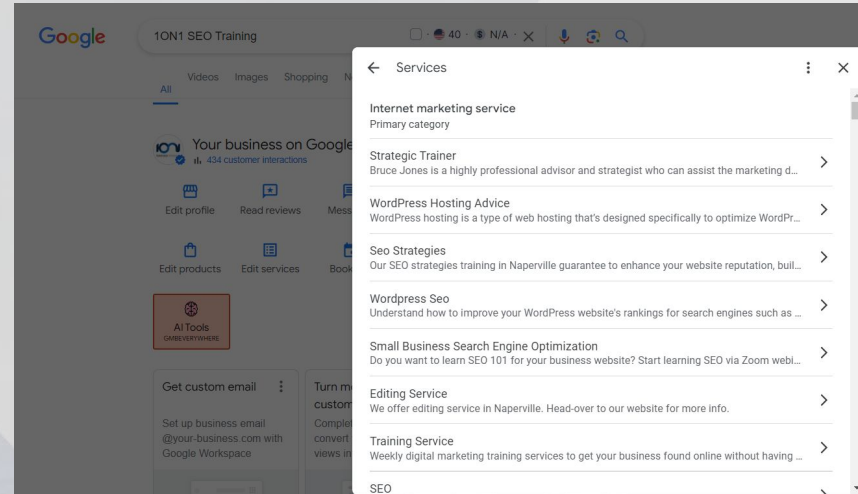
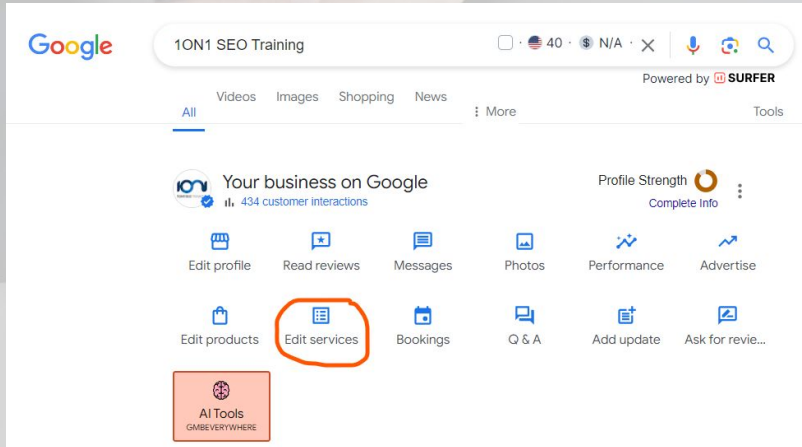
Edit Products

- Showcase your products with detailed descriptions, pricing, and availability to help customers make informed purchasing decisions directly from your listing.



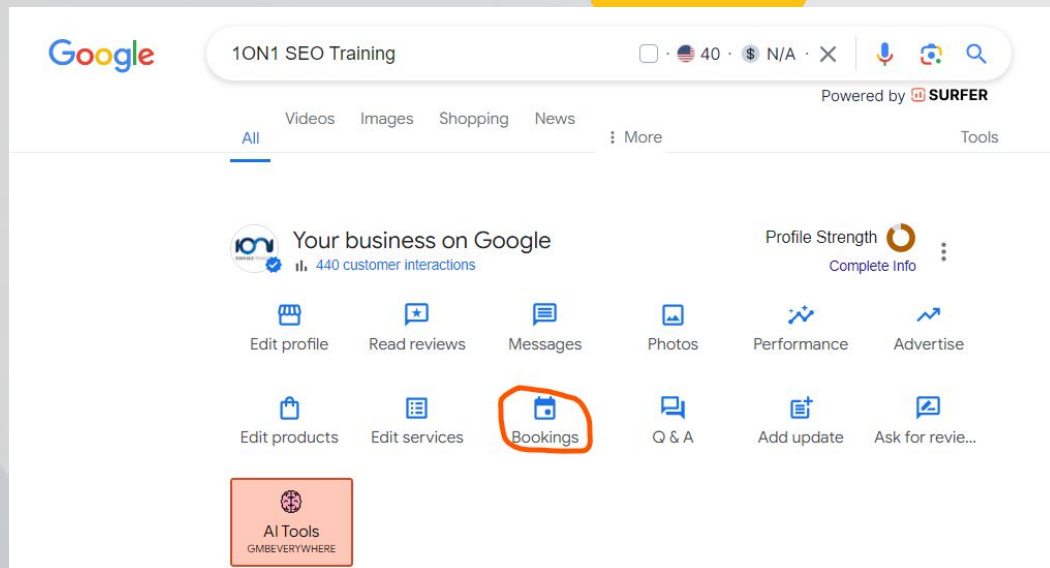
Services

- Highlight your services with clear descriptions, pricing, and availability to attract potential customers searching for specific offerings.



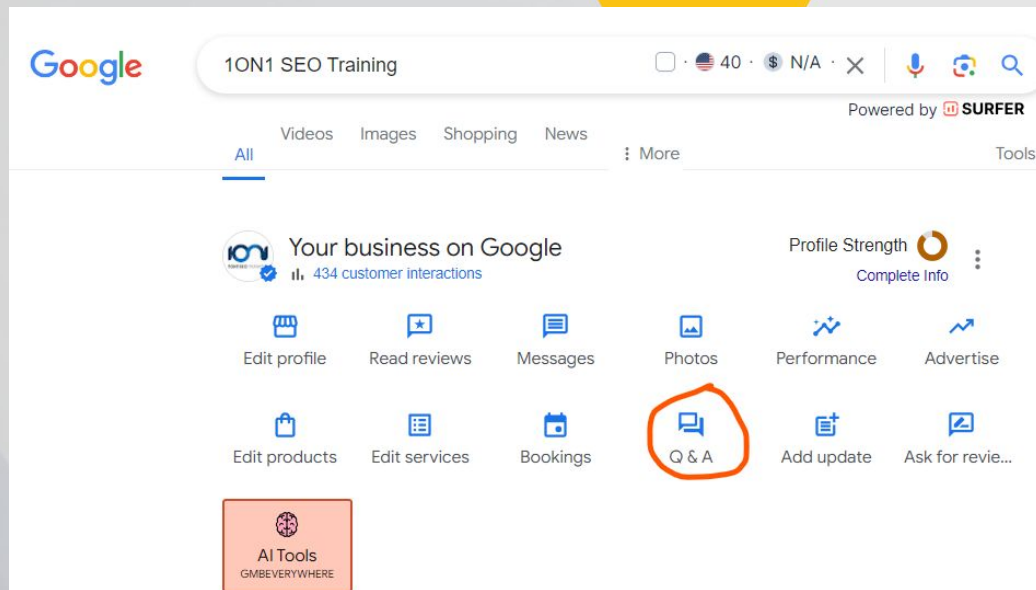
Bookings

- Allow customers to schedule appointments or reservations directly through your Google My Business listing, streamlining the booking process and improving customer convenience.



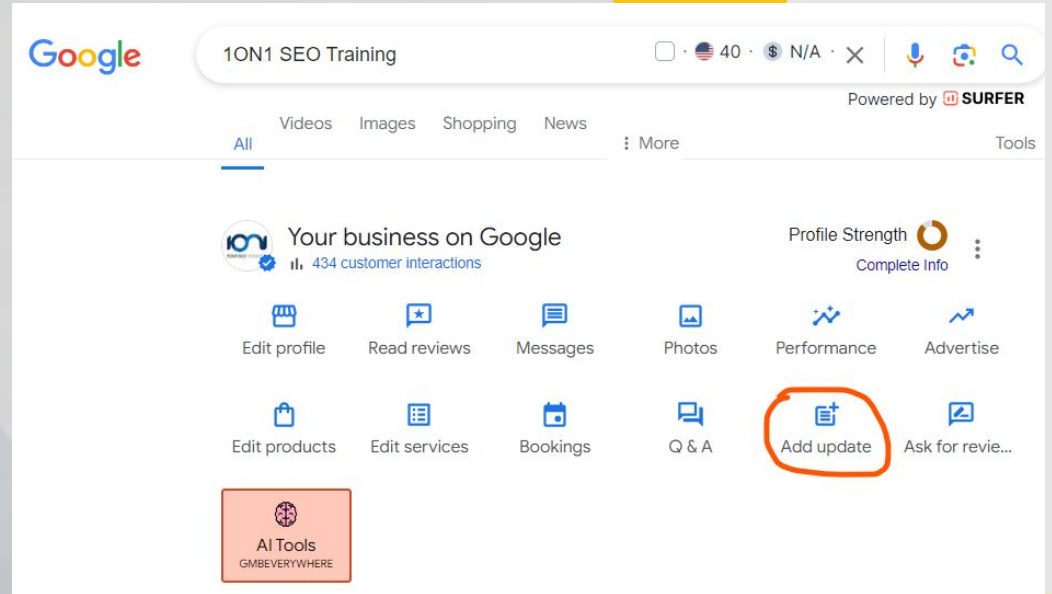
Q&A

- Provide valuable information to potential customers by answering frequently asked questions about your business, products, and services.



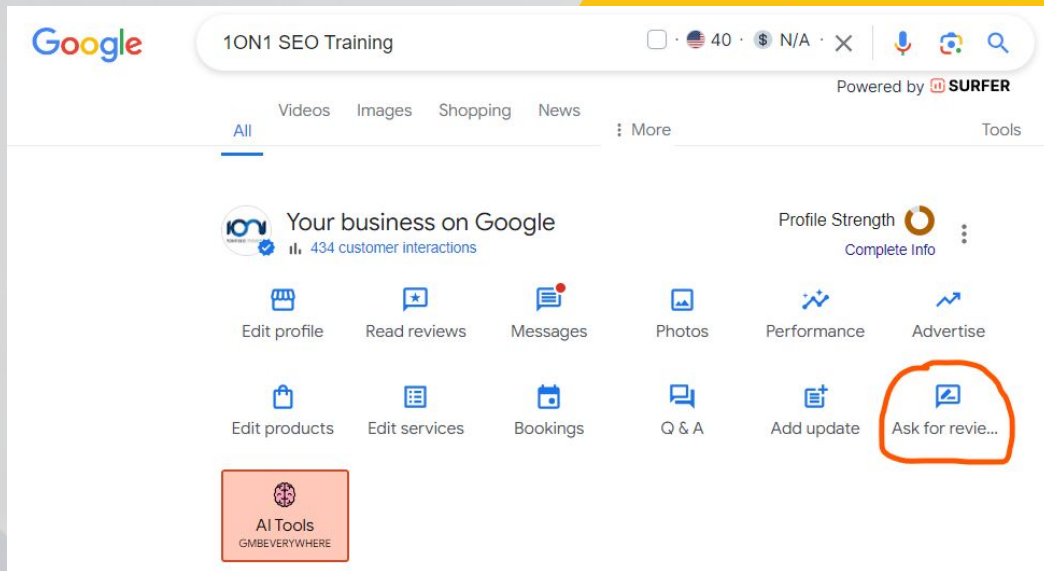
Add an Update

- Share news, promotions, events, and other updates to keep customers informed and engaged, driving traffic and enhancing brand visibility.



Ask for Reviews

- Get more Google reviews by sending the shorten link to customers at the right time.
- And while you are at it, you can leave as a review if you like this presentation
<https://g.page/r/CZ9-239ji3w7EBM/review>



Website Local SEO

- Pages with higher word counts have an equal chance of ranking highly on the first page as those with lower word counts. On average, a Google first page result contains 1,500 words.
- Pages with a higher number of backlinks generally rank higher in search engine results compared to pages with fewer backlinks.
- To improve your website's visibility, it is important to maintain a keyword density of 1% of the total word count on the page.

More backlinks = more SUCCESS

Using Local Citation, Citation Aggregator, and BrightLocal for your business enhances online visibility, improves local search rankings, and ensures consistent business information across directories.

- Local citations

<https://1on1seotraining.com/citation-directories-for-seo/>

- Citation aggregators:

<https://www.brightlocal.com/citation-builder/local-data-aggregators/>

<https://whitespark.ca/local-search-ecosystem/>

- Fiverr

<https://www.fiverr.com/yextmozcitation/do-top-local-seo-citation-from-yext-a>

[nd-moz-list](#)

- Brightlocal

<https://www.brightlocal.com/citation-builder/>

Resources

- <https://backlinko.com/search-engine-ranking>
- <https://www.searchenginejournal.com/seo-101/>
- <https://1on1seotraining.com/best-backlinks-for-digital-marketing-web-design-seo-companies/>
- <https://1on1seotraining.com/100-free-seo-tools-resources/>
- <https://ahrefs.com/backlink-checker>
- <https://dash.partnerstack.com/surferseo>
- <https://1on1seotraining.com/google-my-business-categories/>

Want to improve your SEO more?

Hire me
Or buy my book

[Schedule a meeting](#)
<https://a.co/d/aw2h56E>

<https://1on1seotraining.com/>
<https://www.facebook.com/1on1seotraining/>
<https://www.linkedin.com/company/1on1-seo-training/>



Teach Music Online



LEARN SEO:

Think Like Your Customers to Get More of Them

BRUCE JONES

Mentor, SEO Scientist & Founder of 6 Different SEO Companies

"In just one hour, I learned more actionable SEO steps from him than I have over the last six years. Bruce wants you to be successful." —Jackelyn Ho