Internet Marketing in 2021 Fri, Aug 20 @ 8:30 am - 9:30 am Registration Required

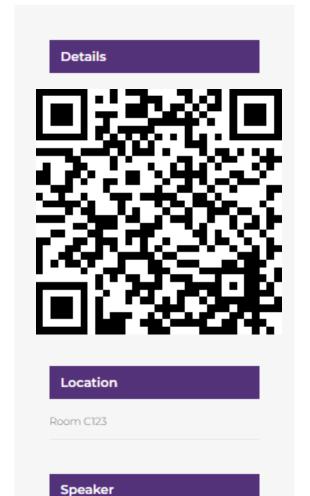
#### Speaker: Scott Hendison

**FARWEST** 

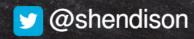
In this session, we'll talk about various internet marketing needs for your brick and mortar, service oriented, or e-commerce business, including visibility and advertising with both Google and Facebook. Without getting too technical, you'll learn what you need to, with quite a few actionable takeaways from a presentation that you'll be able to download and revisit later. There will also be plenty of time for questions.

+ GOOGLE CALENDAR

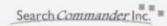
+ ICAL EXPORT











Iome About

Clients

Pricing

Tools

ontact

PLIBCON

Experience

I began selling software online in 1999, and I began helping others with their websites as an internet consultant back in in 2002.

Versatility

I've worked in dozens of industries, and on hundreds of websites, ranging from large online retailers to single location local businesses.

Value

I offer a free introductory phone call, to give you an honest evaluation of your situation, with no strings and no sales pitch.

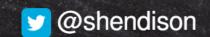


Search Engine Optimization? Marketing? Organic? Paid? Local?

No matter the size of your website or your team, I can add strength to the weaker areas of your company marketing in a variety of ways. Check out my rates, and feel free to schedule an introductory call.

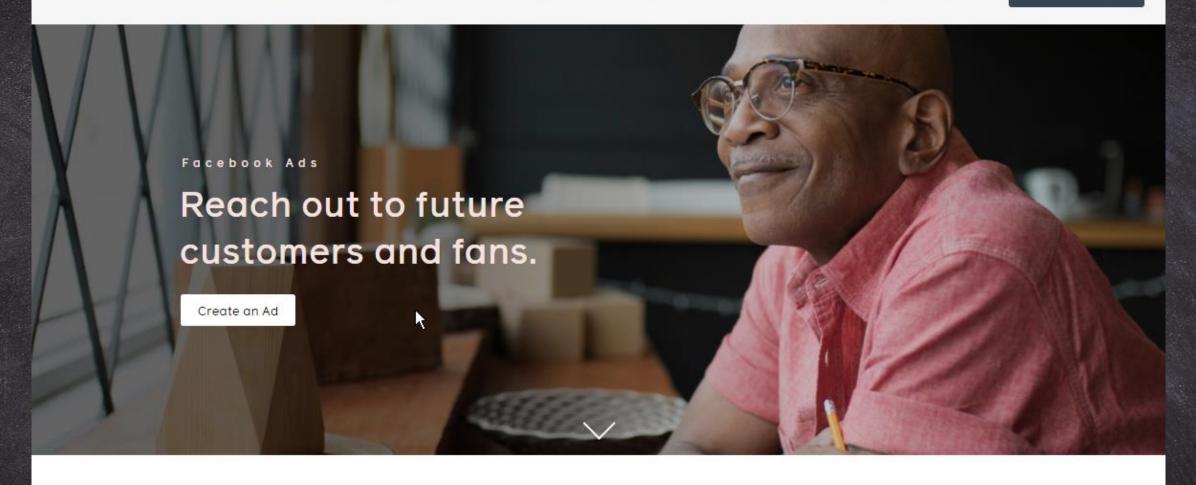
**Up Front Pricing** 





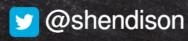


Solutions



We offer advertising solutions for every level of expertise.

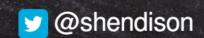






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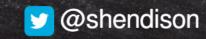






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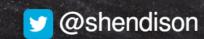






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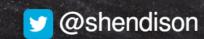






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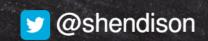






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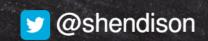






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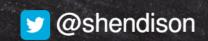






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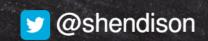




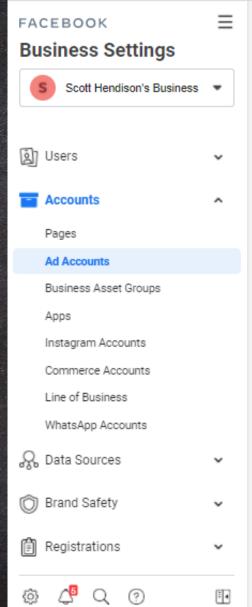


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Ad Accounts

### Still affected 7 days later...

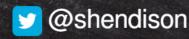


#### Access Restricted

You can't manage ad accounts because you're restricted from advertising.

See Details









Q Search

Cutting Through the Noise from Daily Alerts

Auth Bypass Bug Exploited, Affecting Millions of Routers

### Android Malware 'FlyTrap' Hijacks **Facebook Accounts**



Lisa Vaas

August 9, 2021 / 12:18 pm

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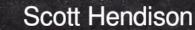


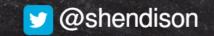
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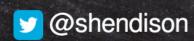






· Slow websites

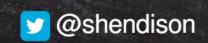












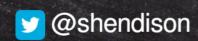




I can thoroughly clean your dryer vent for much better dryer performance, and could also clean your entire air duct system, which makes it healthier and easier for your family to breathe in your home or business.

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Enter a web page URL

ANALYZE

#### What's New

Read the latest Google Search Central blog posts about performance & speed.

#### Give Feedback

Have specific, answerable questions about using PageSpeed Insights? Ask your question on Stack Overflow. For general feedback and discussion, start a thread in our mailing list.

#### Web Performance

Learn more about web performance tools at Google.

#### About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. See PageSpeed Insights documentation and release notes.

https://developers.google.com/speed/pagespeed/insights/

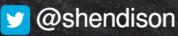








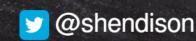






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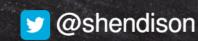






- · Slow websites
- · Too much text







As previously reported ("New benches and trash cans, thought to be long lost, set to appear around Gateway," MCM Aug. 2018), six new, state-of-the-art trash receptacles come at an individual price of \$2,500. They're part of a \$29,106 community livability grant on behalf of the Parkrose Heights Neighborhood Association, or PHAN. Prosper Portland is footing the bill.

For most of 2018, it was unclear when the trash cans would be installed due to the delay of the Portland Bureau of Transportation's Halsey-Weidler Streetscape Project. Now that the Streetscape Project is in full bloom, the trash cans have also started to sprout up.

The trash can grant will also see six benches installed around the same spots. Two benches were placed near the Immigrant and Refugee Community Organization, 10301 N.E. Glisan St., along with two outside Atomic Auto earlier this year.

The installation date for two remaining trash cans and two benches, also planned as part of the PHAN grant, will be placed at the "East Entry Triangle" separating Halsey and Weidler at Northeast 112th Avenue. By next spring, pedestrians will be greeted by much more than the lonely Douglas fir on the site. They can expect more firs, a bioswale, and a walking path, among other new additions. "The two trash cans for the Triangle are coming later on, as soon as the cement is poured," says PHAN Chair Tom Badrick, who wrote the grant behind the trash cans and benches, as well as some of the grants contributing to the Triangle's remodel. "I was walking by [the East Entry Triangle]





#### **TIGARD**

14055 SW Pacific Hwy 503.620.6440

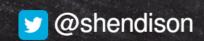


5530 N.E. 122nd Ave. (next to Bistro 23)

503.252.7171 Fax: 503.419.6087 Open Daily: Mon. thru Sat. 8am - 6pm Sun. 9am - 5pm









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Dealer

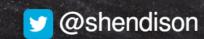
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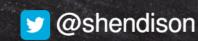






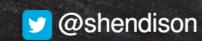
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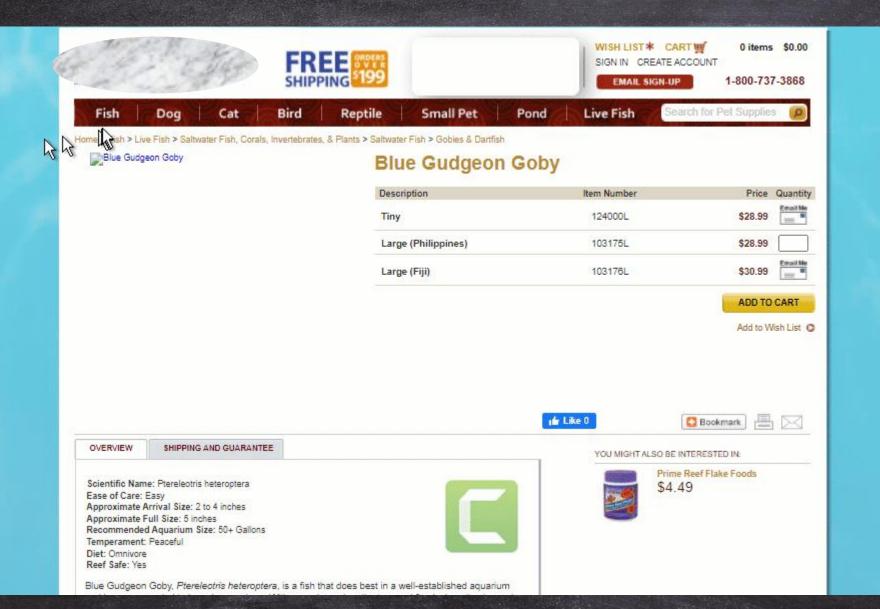




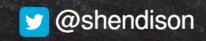
- · Slow websites
- · Too much text
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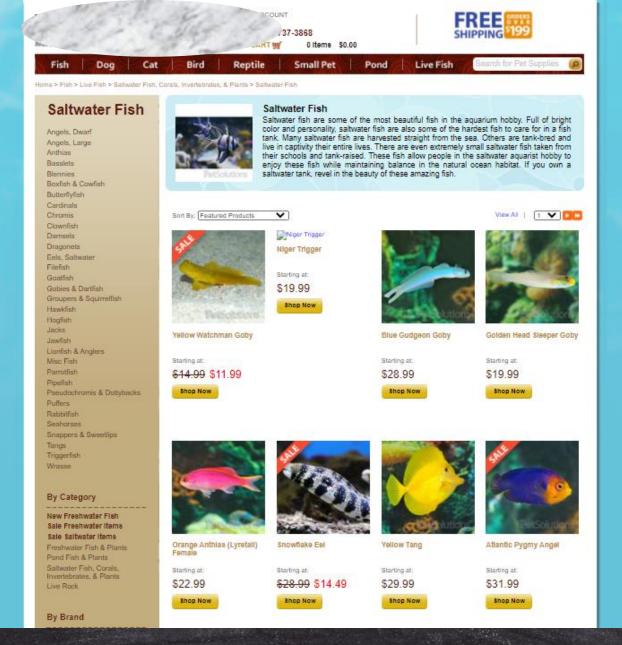




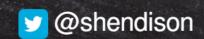




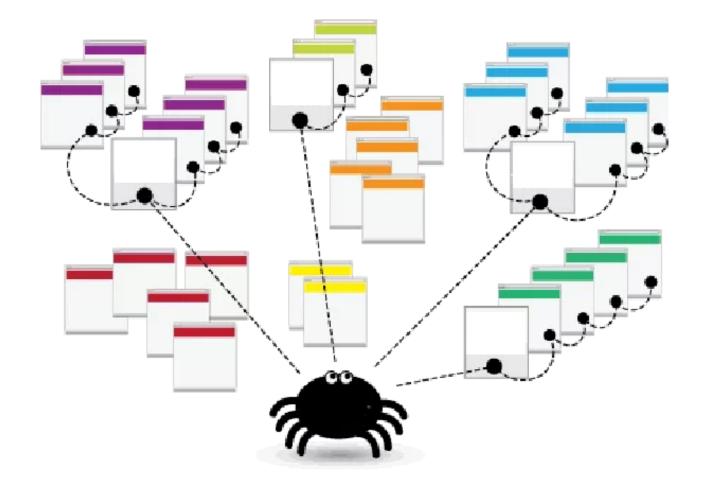




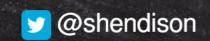




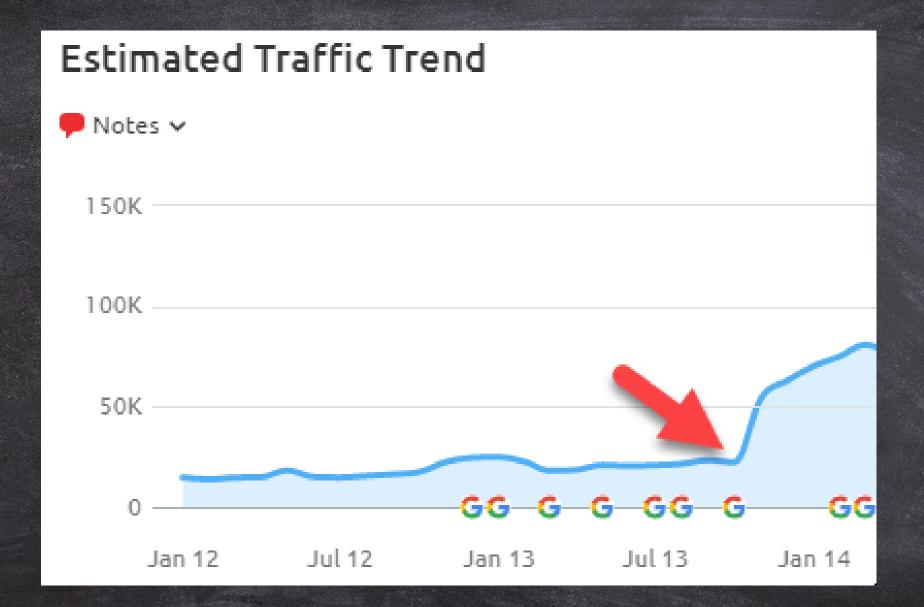




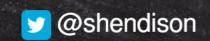








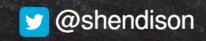














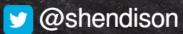


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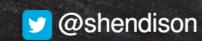








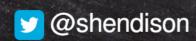
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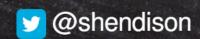
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- · Too much text
- · Too many menu options
- · Hidden contact info







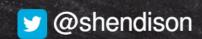






### **Contact**





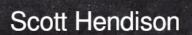


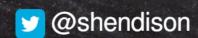








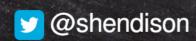






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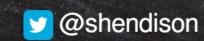






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- · Too many menu options
- · Hidden contact info
- · No Calls to Action

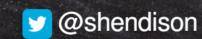










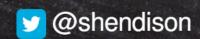










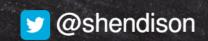










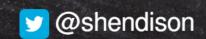














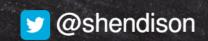






Shop









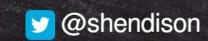




Shop













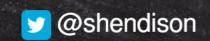
Book an Appointment!



Shop



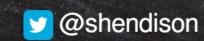






- · Slow websites
- · Too much text
- · Too many menu options
- · Hidden contact info
- · No Calls to Action

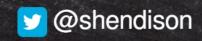






- · Slow websites
- · Too much text
- · Too many menu options
- · Hidden contact info
- · No Calls to Action
- · Non-functional from a phone







#### Try using your website on your own phone!



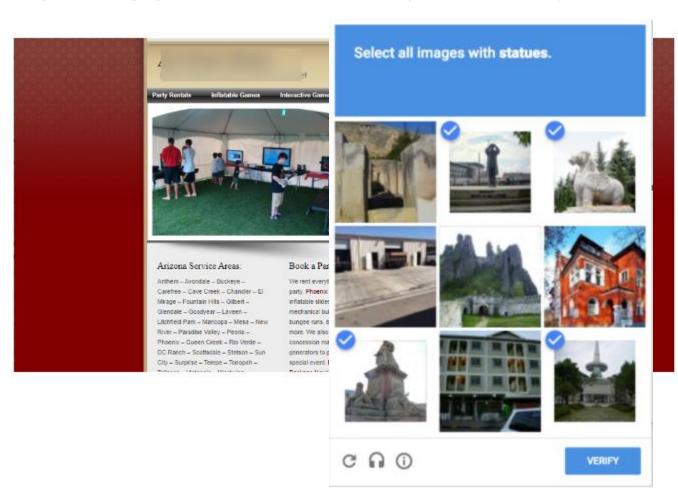






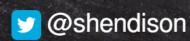


#### Try using your website on your own phone!



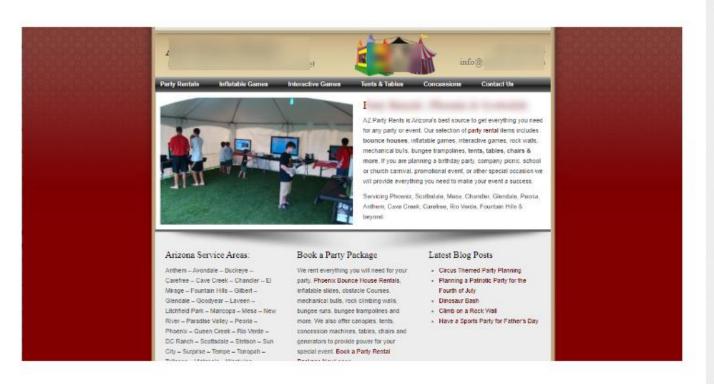


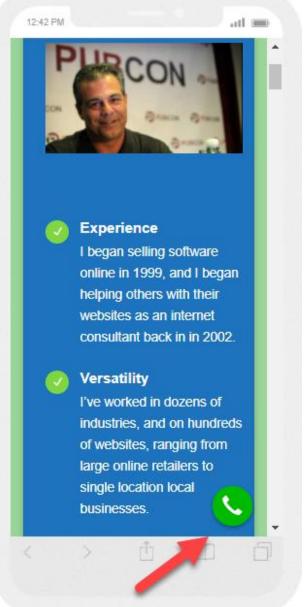




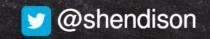


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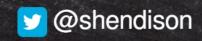






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- · Non-functional from a phone

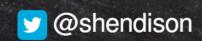




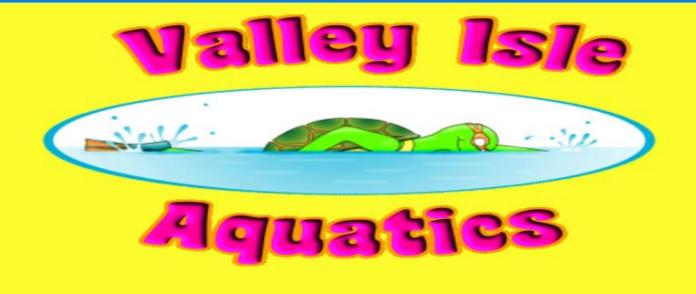


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- · Non-functional from a phone
- · Color and font mess







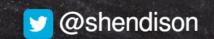


Questions | Class Types & Skill Levels | News | Classes Offered | Reg Form | Pay | Policies | Education | Certifications | Social Media | About Us | Contact Us | Home X

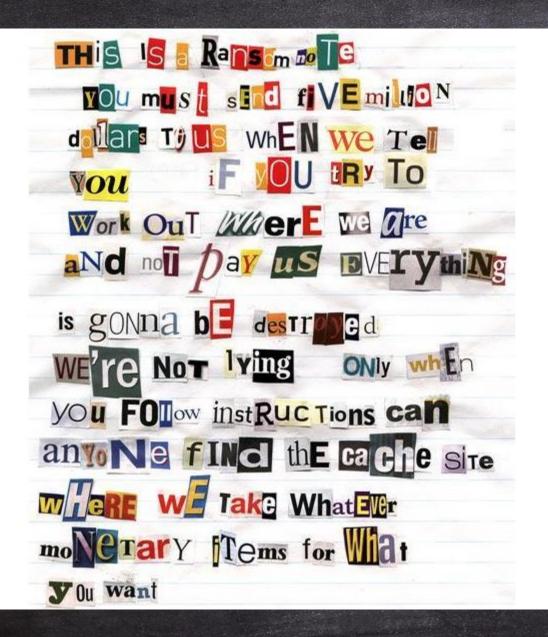
#### **Skill Level Descriptions**

\*All skills for each level are the same for Pre-School aged children (3-5 years old), however we offer a "Preschool Level" class.



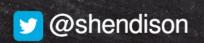








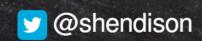






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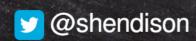






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· Spelling & grammar issues







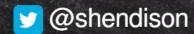
Vector**Stock**®

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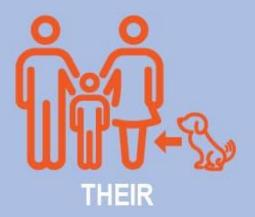








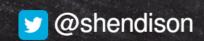








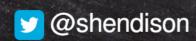






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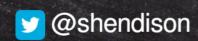
· Spelling & grammar issues





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- · Non-functional from a phone
- · Color and font mess

- · Spelling & grammar issues
- · Missing privacy & legal info





#### The 7 Deadly Sins of GDPR Non-Compliance

These are the slides from my Pubcon 2018 presentation, given in Las Vegas NV, October 17, 2018. The WordPress plugin that I demonstrate is called WP GDPR Fix.





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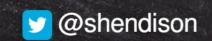
Competitors

CSV to Excel Workbook

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https://www.searchcommander.com/blog/gdpr-7-deadly-sins/



















Search

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HOME

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#### **California Consumer Privacy Act** (CCPA)

/ Privacy / California Consumer Privacy Act (CCPA)

The California Consumer Privacy Act of 2018 (CCPA) gives consumers more control over the personal information that businesses collect about them and the CCPA regulations provide guidance on how to implement the law. This landmark law secures new privacy rights for California consumers, including:

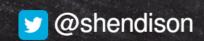
California Consumer **Privacy Act** (CCPA)

California Consumer Privacy Act (CCPA) Home

**Consumer Privacy** Interactive Tool

CCPA Enforcement







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#### **The Privacy Advisor**



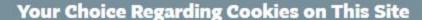




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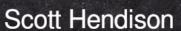
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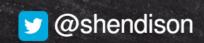
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#### VIRGINIA'S LEGISLATIVE INFORMATION SYSTEM

SEARCH SITE

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Code of Virginia

Virginia Administrative Code

Constitution of Virginia

#### 2021 SESSION

another bill?

print version

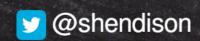
SB 1392 Consumer Data Protection Act; establishes a framework for controlling and processing personal data.

Introduced by: David W. Marsden | all patrons ... notes | add to my profiles

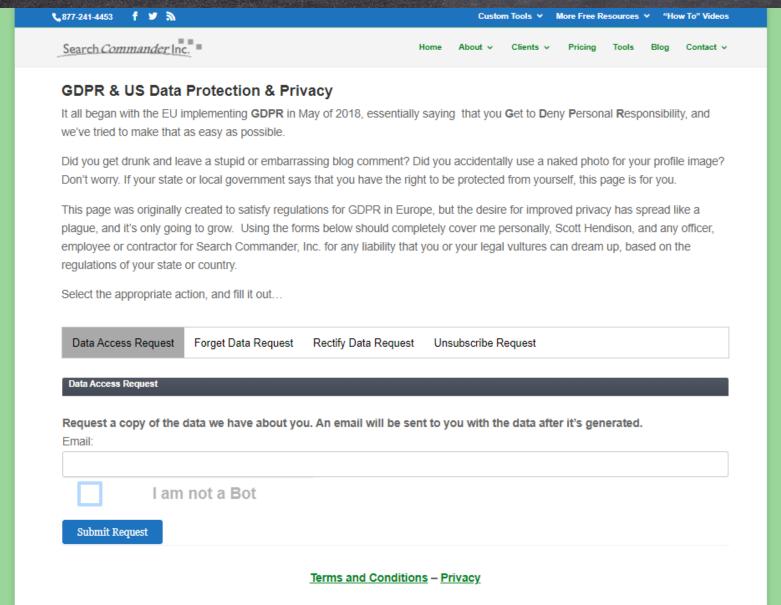
#### SUMMARY AS PASSED SENATE: (all summaries)

Consumer Data Protection Act. Establishes a framework for controlling and processing personal data in the Commonwealth. The bill applies to all persons that conduct business in the Commonwealth and either (i) control or process personal data of at least 100,000 consumers or (ii) derive over 50 percent of gross revenue from the sale of personal data and control or process personal data of at least 25,000 consumers. The bill outlines responsibilities and privacy protection standards for data controllers and processors. The bill does not apply to state or local governmental entities and contains exceptions for certain types of data and information governed by federal law. The bill grants consumer rights to access, correct, delete, obtain a copy of personal data, and to opt out of the processing of personal data for the purposes of targeted advertising. The bill provides that the Attorney General has exclusive authority to enforce violations of the law, and the Consumer Privacy Fund is created to support this effort. The bill has a delayed effective date of January 1, 2023.

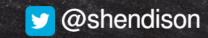




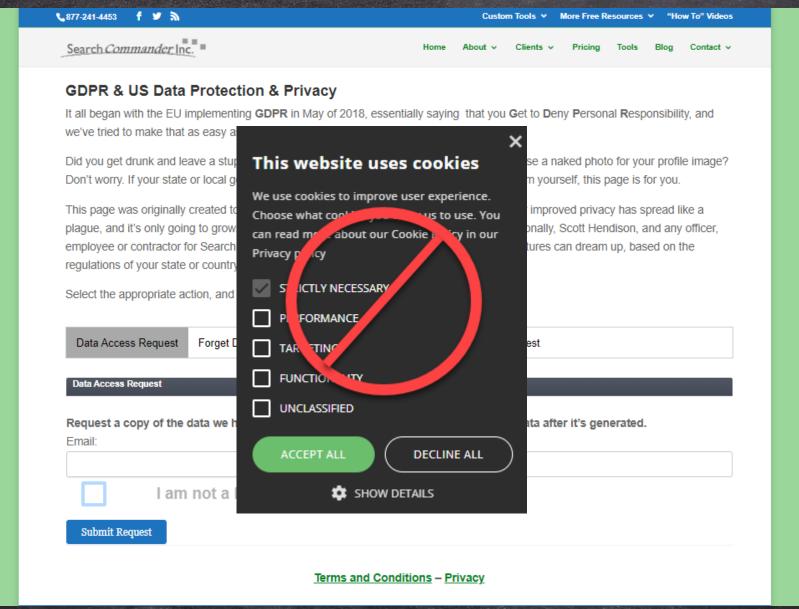




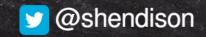




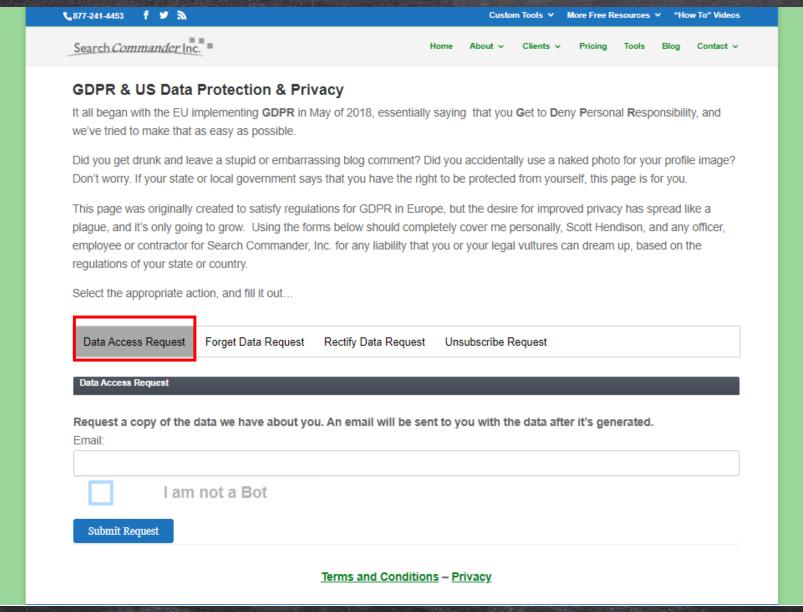




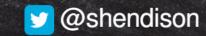




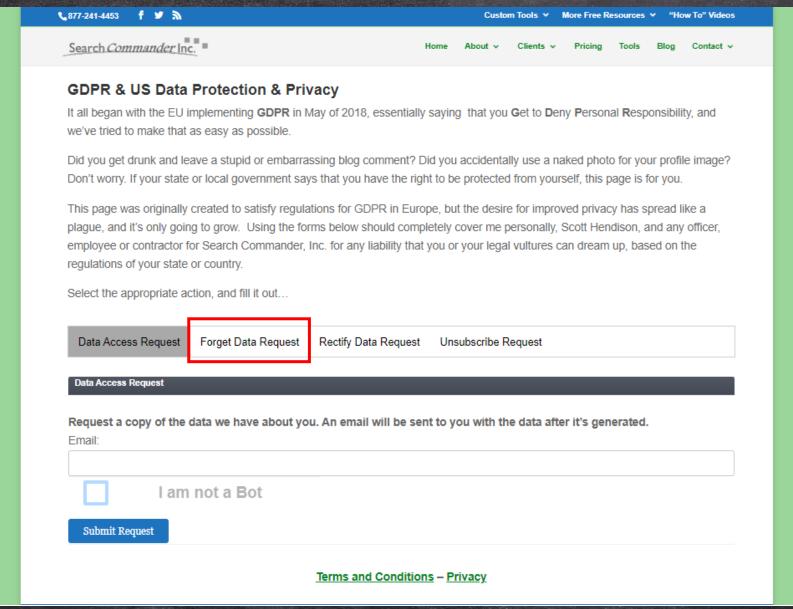




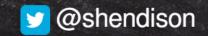




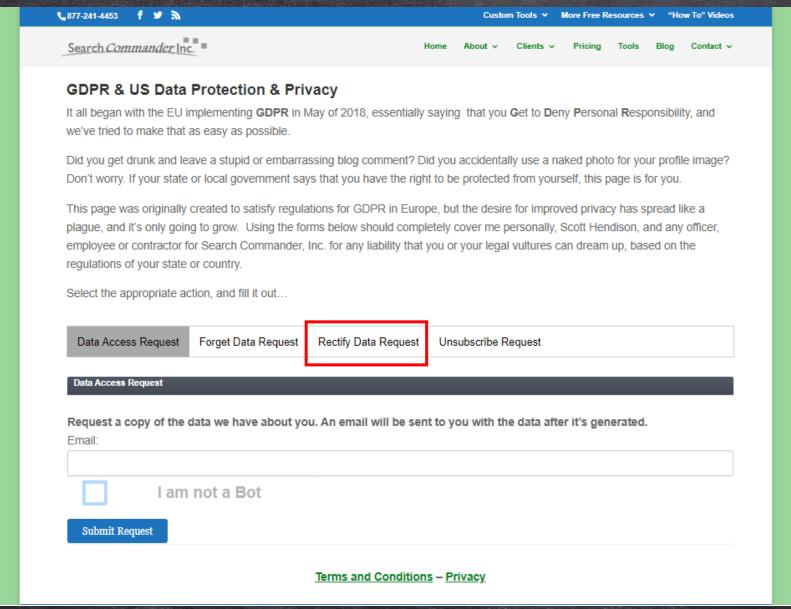




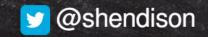




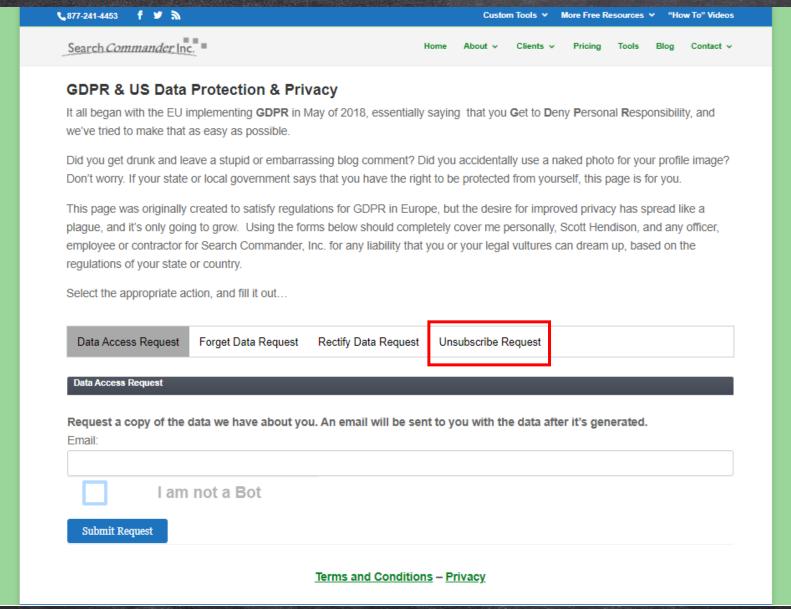




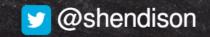




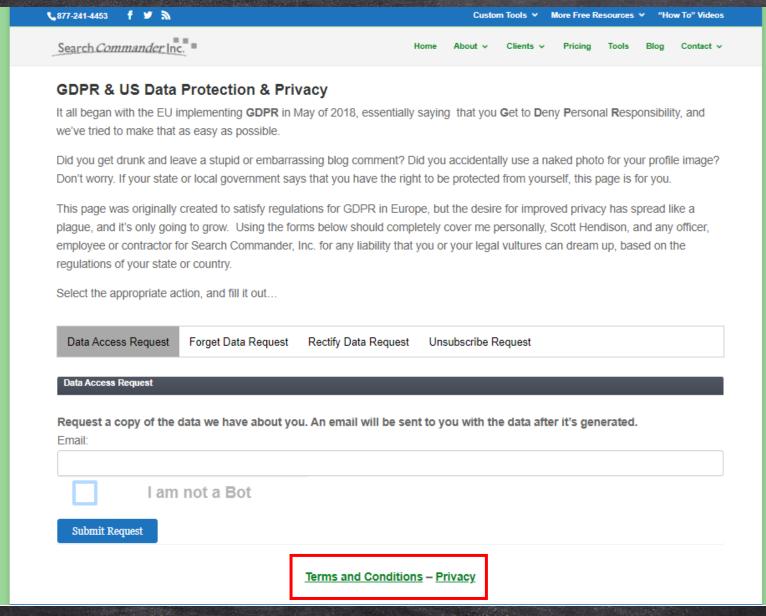




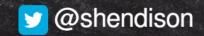








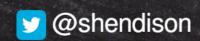






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- · No Calls to Action
- · Non-functional from a phone
- · Color and font mess

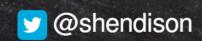
- · Spelling & grammar issues
- · Missing privacy & legal info





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Analytics

Overview

Benefits

Feature

Compare

Sign in to Analytics

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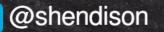
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Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.

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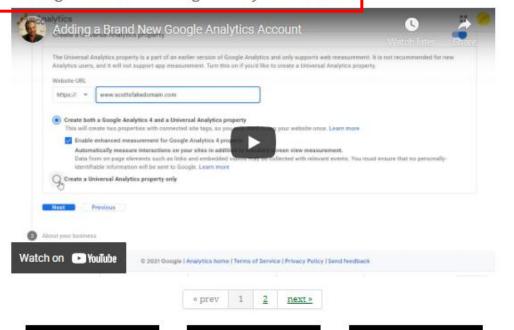




#### Videos: How to Do Internet Stuff

These videos are all two to four minutes, and get right to the point, coming directly from my YouTube channel. They may be low in production value, but they're perfect for someone busy and in a hurry. If there's a topic you'd like to see, please leave it in the comments.

## The Latest Video Added: Adding a Brand New Google Analytics Account





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References & Testimonials

You are in Tools:

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Organic Ranking Pages

Keyword Multiplier

Google Fight

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Checker

Anchor Text Variation

Bulk Response Checker

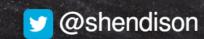
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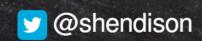






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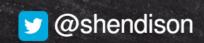
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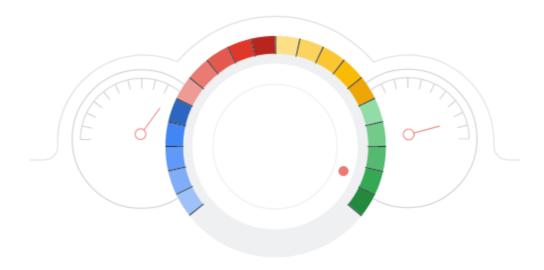


### https://search.google.com/search-console

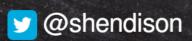
# Improve your performance on Google Search

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











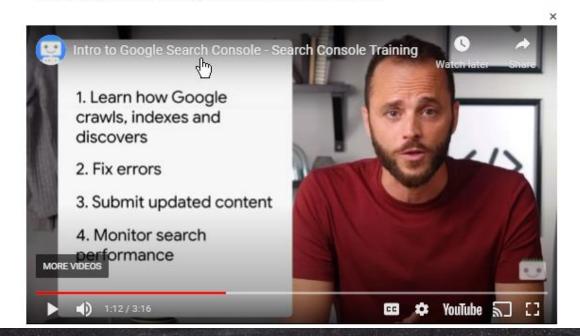




Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. You don't have to sign up for Search Console to be included in Google Search results, but Search Console helps you understand and improve how Google sees your site.

Search Console offers tools and reports for the following actions:

- . Confirm that Google can find and crawl your site.
- . Fix indexing problems and request re-indexing of new or updated content.
- . View Google Search traffic data for your site: how often your site appears in Google Search, which search queries show your site, how often searchers click through for those queries, and more.
- · Receive alerts when Google encounters indexing, spam, or other issues on your site.
- . Show you which sites link to your website.
- · Troubleshoot issues for AMP, mobile usability, and other Search features.



- About Search Console
- Get started with Search Console
- Add a website property
- Important concepts

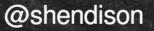


#### New to Search Console?

Never used Search Console before? Start here, whether you're a complete beginner, an SEO expert, or a website developer.















#### Search Console

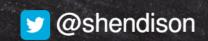
## https://www.google.com/webmasters/tools/message-list

Use the new Message panel Go to the new panel

#### All Messages

Delete View All Starred	Show <b>25 rows * 1-25 of 331</b>
New AMP issue detected for site https://	
New Coverage issue detected for site ht	114
New Coverage issue detected for site ht	$oldsymbol{II}$
☆ Disavow File Updated for https://www.ca	
☆ We're validating your Coverage issue fix	
☆ New Coverage issue detected for site ht	
New Mobile Usability issues detected for	
☆ Disavow File Updated for https://www.a1	
☆ New Coverage issue detected for site ht	
New Coverage issue detected for site ht	
Change in top search queries clicked for	
☆ New Job Postings issues detected for si	
New AMP issue detected for site https://	













#### Search Console

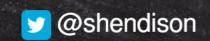
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Use the new Message panel Go to the new panel

#### All Messages

Delete View All Starred	Show 25 rows * 1-25 of 331
New AMP issue detected for site https://	
New Coverage issue detected for site ht	44
↑ New Coverage issue detected for site ht	
☆ Disavow File Updated for https://www.ca	
We're validating your Coverage issue fix	
New Coverage issue detected for site ht	
New Mobile Usability issues detected for	
🙀 Disavow File Updated for https://www.a1	
New Coverage issue detected for site ht	
New Coverage issue detected for site ht	
Change in top search queries clicked for	
New Job Postings issues detected for si	
New AMP issue detected for site https://	

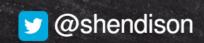






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- · Not using Google Search Console
- · Unclaimed Google My Business



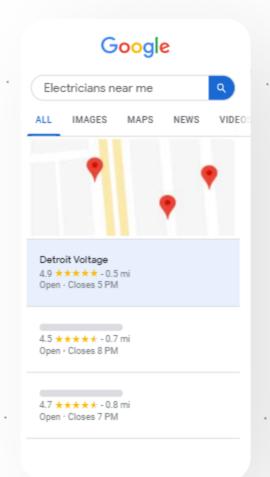


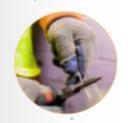


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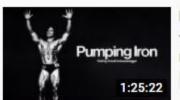
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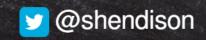
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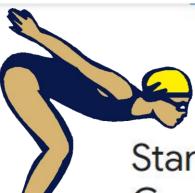
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- · Not using Google Search Console
- · Unclaimed Google My Business
  - Underutilized Google My Business







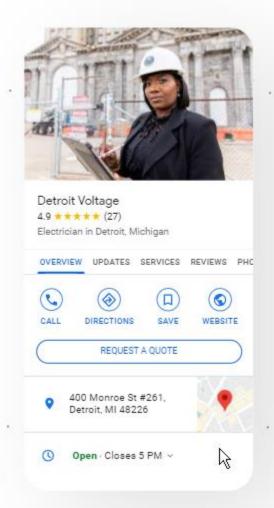


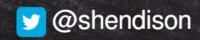
https://www.google.com/mybusiness/

## 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





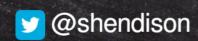




I can thoroughly clean your dryer vent for much better dryer performance, and could also clean your entire air duct system, which makes it healthier and easier for your family to breathe in your home or business.

Get a Quote









8398 Oliva Rd. Roseville, CA 95678

Home

Posts

Info

Insights

1 Reviews

Messages

Photos

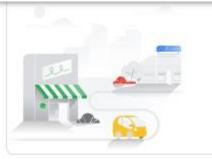
Products

Services

Website

Users

Create an ad



#### Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.

Get Started





O Add photo



#### Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19

Update service availability

Update business hours

Post your COVID-19 update

Learn more

LATEST CUSTOMER PHOTOS





Views

8.25K

Searches 4.18K

Activity 8.09K

Save \$\$\$

Search views

2.8K (+1%)

Maps views

5.44K (+206%)

Performance over the past 28 days

#### Your latest post

Get together with a friend or neighbor, schedule both dryer vents on the same day, and you'll each... Learn more

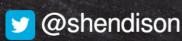
Oct 15, 2020

413 views



1 4 clicks









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Reviews

Call

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Photos

Products

1100001

Services

■ Website

9+ Users

Create an ad



#### Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.

Get Started



Create post

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o

Add photo

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Update business hours

Post your COVID-19 update

Learn more

LATEST CUSTOMER PHOTOS





Get together with a friend or neighbor, schedule both dryer vents on the same day, and you'll each... Learn more

Oct 15, 2020

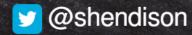


1 4 clicks













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Products

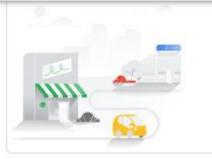
Services

☐ Website

S+ Users

Create

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#### Keep customers up to date

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Get Started





Add photo



Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19

Update service availability

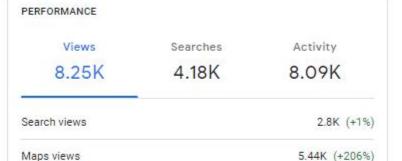
Update business hours

Post your COVID-19 update

Learn more

LATEST CUSTOMER PHOTOS





Performance over the past 28 days

#### Your latest post

Get together with a friend or neighbor, schedule both dryer vents on the same day, and you'll each... Learn more

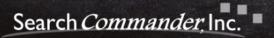
Oct 15, 2020

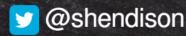
413 views













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#### Keep customers up to date

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Create post



Create ad

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413 views



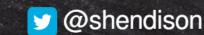














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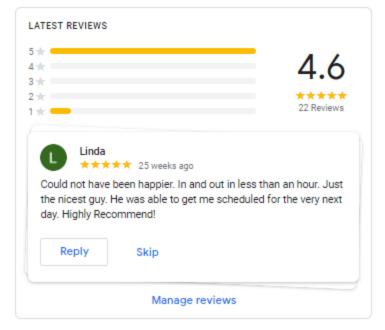
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1 4 clicks

Create post

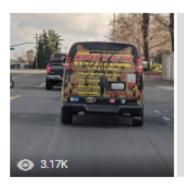
See more

Save \$55





#### LATEST CUSTOMER PHOTOS



Manage photos

#### Complete your Business Profile

Get noticed by more customers in your area with a complete profile on Search and Maps

70%

Add logo



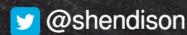
#### Get more reviews

Share your Business Profile and get new reviews from customers



Share review form







8398 Oliva Rd. Roseville, CA 95678



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Website

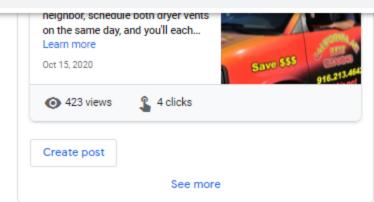
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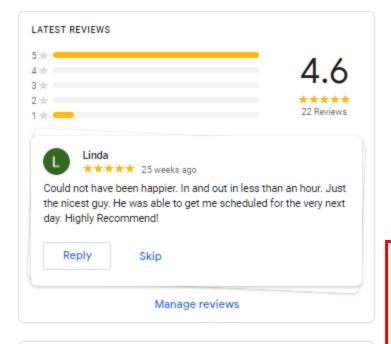


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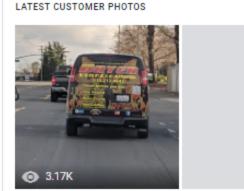
Create an ad

Add new business

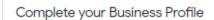








Manage photos



Get noticed by more customers in your area with a complete profile on Search and Maps



Add logo



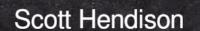
#### Get more reviews

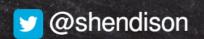
Share your Business Profile and get new reviews from customers



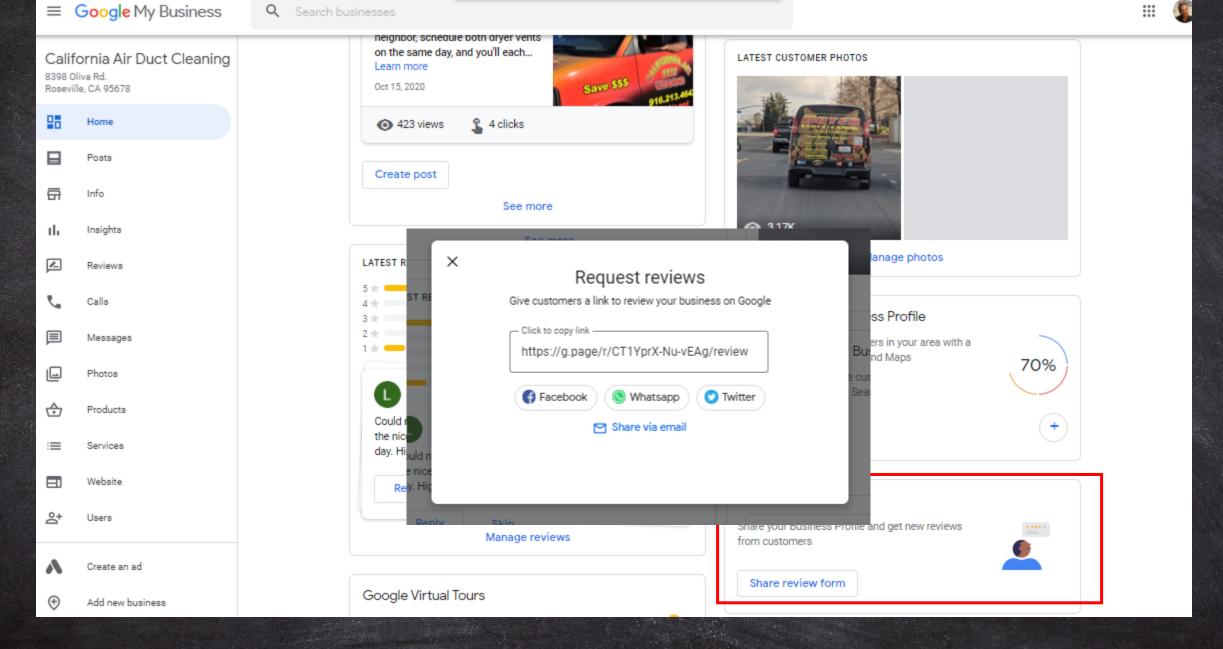
Share review form



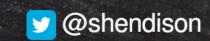




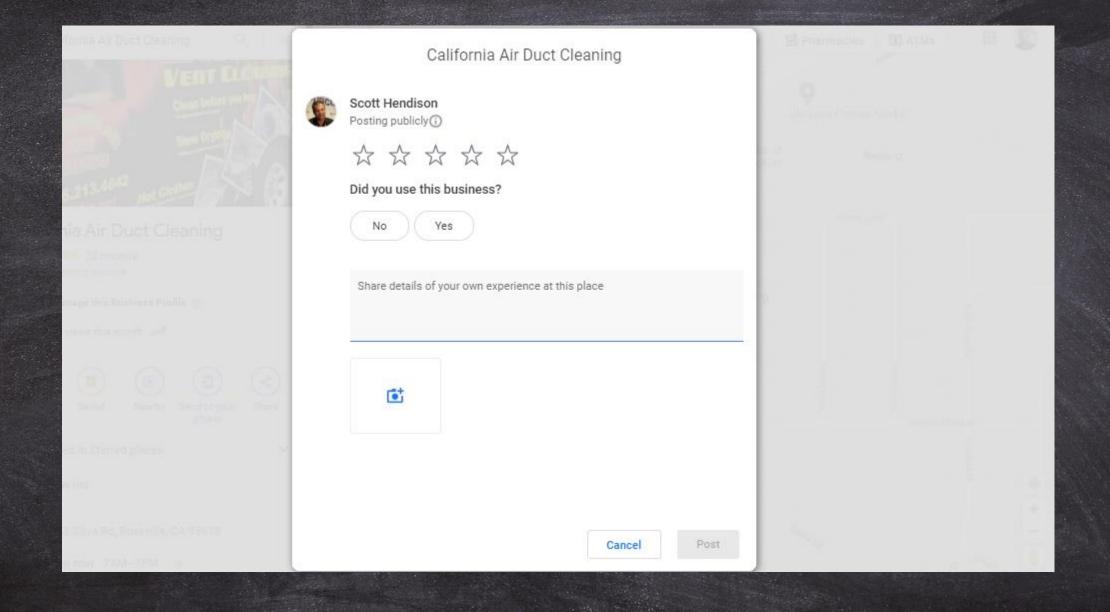






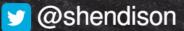
















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Get Started





O Add photo



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Update service availability

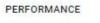
Update business hours

Post your COVID-19 update

Learn more

LATEST CUSTOMER PHOTOS





Views

8.25K

Searches 4.18K

Activity 8.09K

Save \$\$\$

Search views

2.8K (+1%)

Maps views

5.44K (+206%)

Performance over the past 28 days

#### Your latest post

Get together with a friend or neighbor, schedule both dryer vents on the same day, and you'll each... Learn more

Oct 15, 2020



4 clicks









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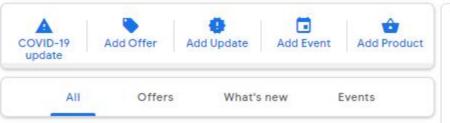
A Products

■ Services

T Website

Q+ Users

Create an ad





Get together with a friend or neighbor, schedule both dryer vents on the same day, and you'll each save \$25.

Learn more

Scott Hendison





PORTLAND 2021



Your posts

New views this week

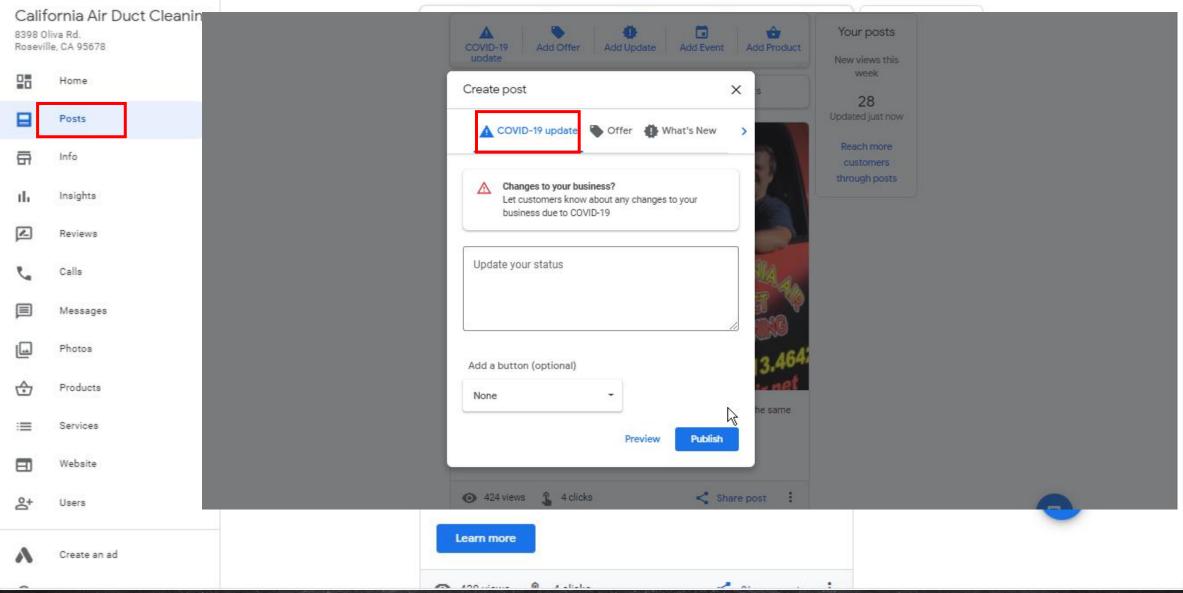
30

Updated just now

Reach more customers

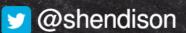
through posts

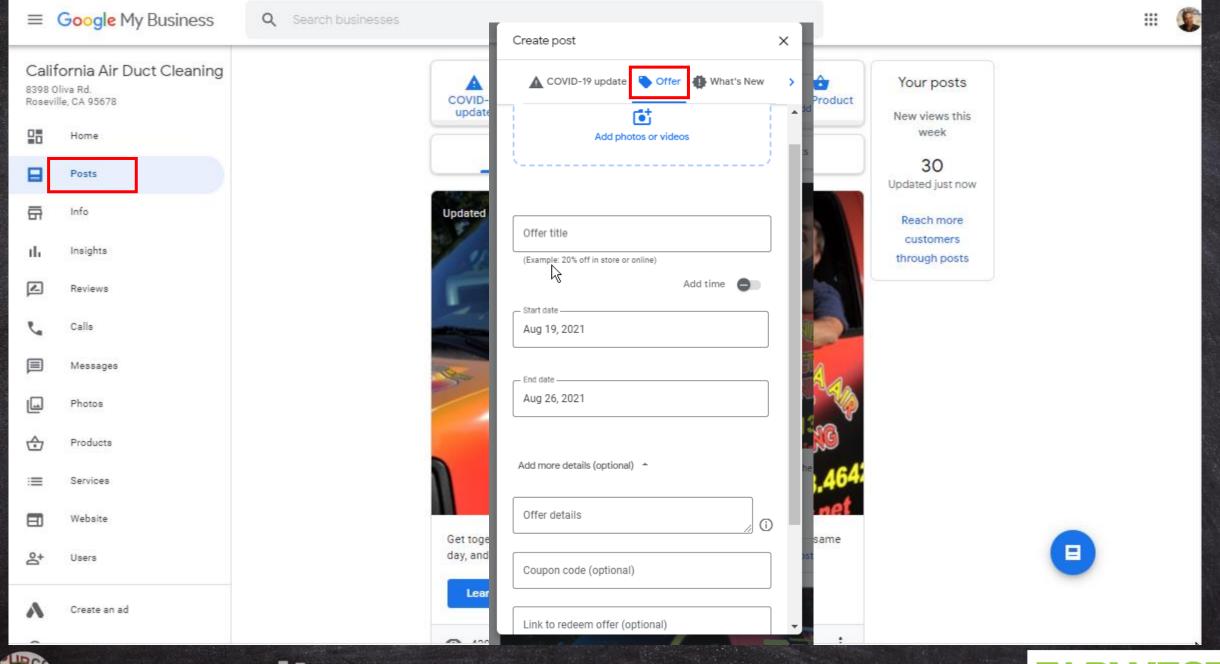






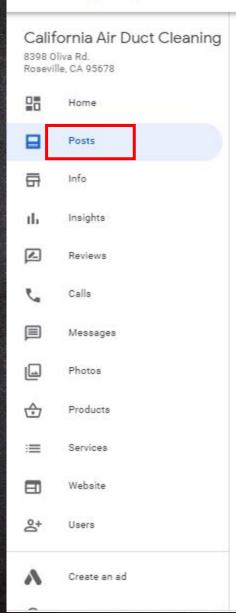


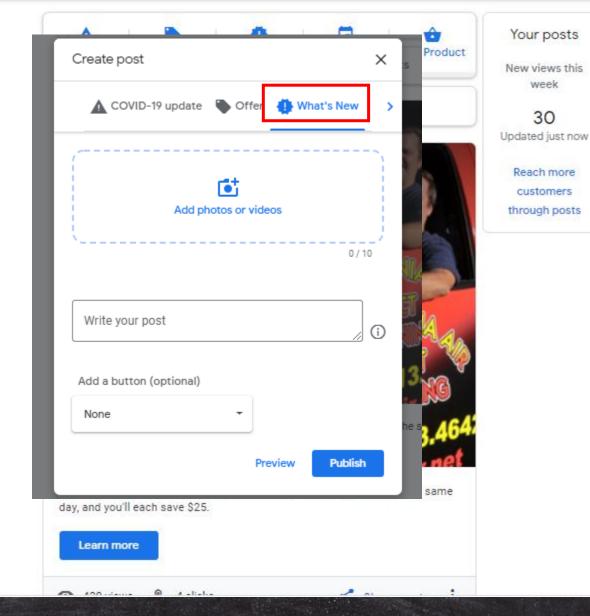


















Your posts

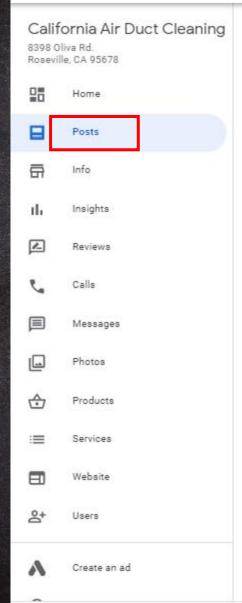
week

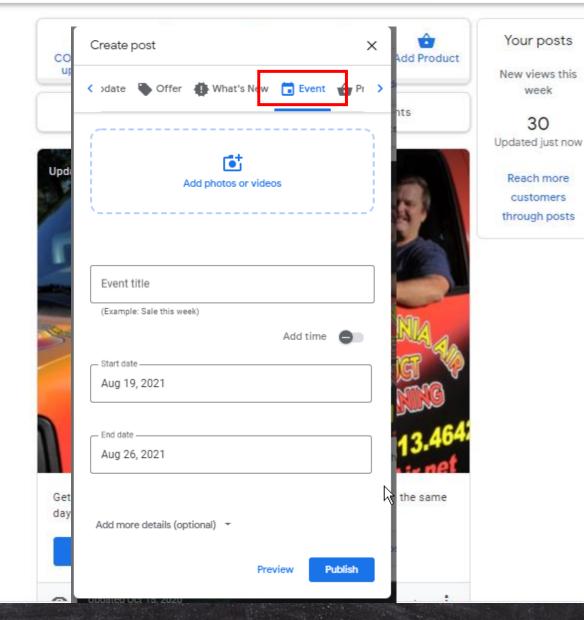
30

Reach more

customers













Your posts

New views this

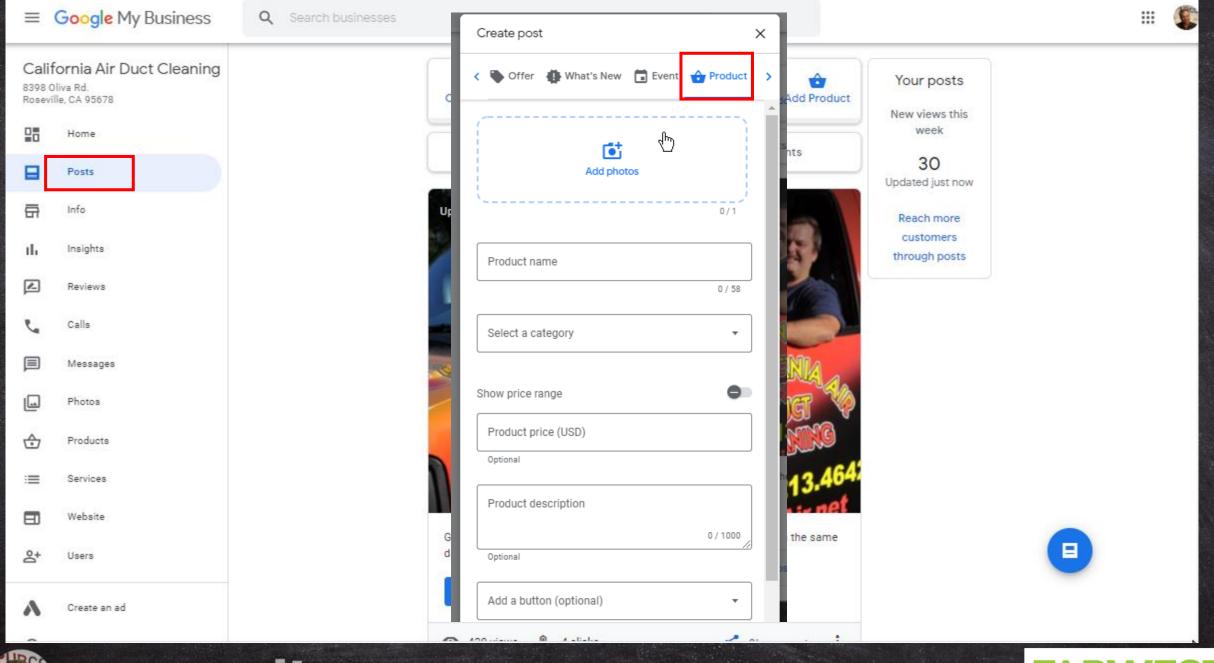
week

30

Reach more

customers

through posts













About 134,000,000 results (0.43 seconds)

https://www.searchcommander.com

#### Search Commander, Inc.: Internet Consultant | Scott Hendison

Q All El News La Images Shopping Maps i More

Based in Portland Oregon, Internet consultant Scott Hendison offers a 20 min phone consultation for free, with no sales pitch. Book now!

#### Google Cache Viewer

Enter a URL and this tool takes you directly to Google's latest ...

#### Our Free SEO Tools

Analyzes the top 20+ ON PAGE organic ranking factors for a ...

#### Instant SEO Review

Run a report on a single page: Copy and paste a URL in the ...

#### Contact

Call 877.241.4453 or 503.946.6881 Snall Mall: 7738 SE 141st ...

#### About

I made this video a few years ago, and although the graphics have ...

#### Client Login Links

PDXTC Account Management & Billing Freshbooks Portal ..

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Search Commander, Inc., Portland. 545 likes - 1 talking about this. Search Commander, Inc. is the the parent company of multiple Internet brands,...

\*\*\*\* Rating: 5 · 4 votes · Price range: \$\$

https://www.linkedin.com > shendison

#### Scott Hendison - CEO - Search Commander Inc. | LinkedIn

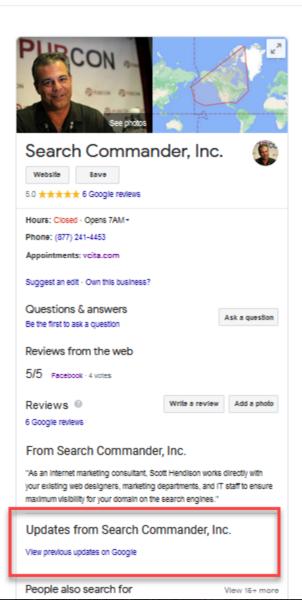
Scott Hendison is the founder of Search Commander, Inc., an Internet consultancy with multiple domains, services, and brands.

https://www.bbb.org > Internet-marketing-services > sea... 

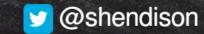
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#### Search Commander, Inc. | Better Business Bureau® Profile

Search Commander, Inc offers Internet marketing, website creation and maintenance, web hosting, and









Tools

#### Instant SEO Review

Run a report on a single page: Copy and p

#### Contact

Call 877.241.4453 or 503.946.6881 Snail

#### About

I made this video a few years ago, and alt

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Search Commander, Inc., Portland. 545 likes
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Scott Hendison is the founder of Search Commultiple domains, services, and brands.

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#### Search Commander, Inc. | Better E

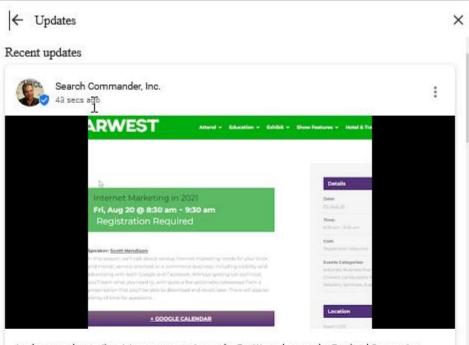
Search Commander, Inc offers internet market web hosting, and search engine optimization

https://www.getrecommended.com > search-coi

#### Search Commander, Inc. - Scott H

Scott "The Search Commander" knows his stuttook me directly to his Google review page so





In about two hours, I'm giving a presentation at the Far West show, at the Portland Convention Center. This is my list of resources that I'll be talking about...

Learn more <



nc.

t, Scott Hendison works ners, marketing maximum visibility for your

VVrite a review Add a photo

Ask a question

mander, Inc.

•

View 15+ more

Simplified Social Media

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@snendison



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A Products

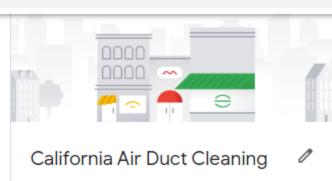
Services

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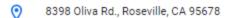
+ Users

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Create an ad



Air duct cleaning service



Service areas
 Roseville, CA, USA
 Sacramento, CA, USA

 Sunday
 Closed

 Monday
 7:00 AM-7:00 PM

 Tuesday
 7:00 AM-7:00 PM

 Wednesday
 7:00 AM-7:00 PM

 Thursday
 7:00 AM-7:00 PM

 Friday
 7:00 AM-7:00 PM

 Saturday
 Closed

More hours
Add hours

#### Your business is live on Google

G View on Search

View on Maps

1

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Share your Business Profile

#### Close this business on Google

You can mark this business as temporarily or permanently closed. You can also remove it from your account.

Mark as temporarily closed

Mark as permanently closed

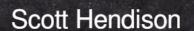
Remove listing

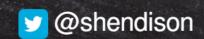
Let Google help your business

Advanced information

Store code 4076127











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#### Your insights are moving

Your metrics will move to a new-look report. Search queries are visible, and more metrics will be added in a few months. Learn more

See new profile performance



1 month =



4.179



People who find your Business Profile searching for your business name or address

People who find your Business Profile searching for a category, product, or service

Branded

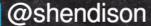
Customers who find your listing searching for a brand related to your business



Businesses with recent photos typically receive more clicks to their websites. Post photos











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Services

■ Website

2+ Users

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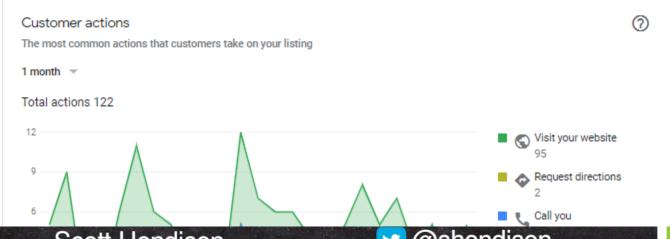
Add new business

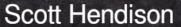
Businesses

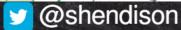


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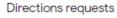
Users

Create an ad

Add new business

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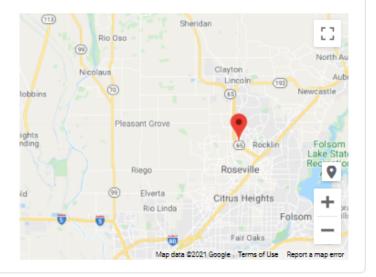
Businesses

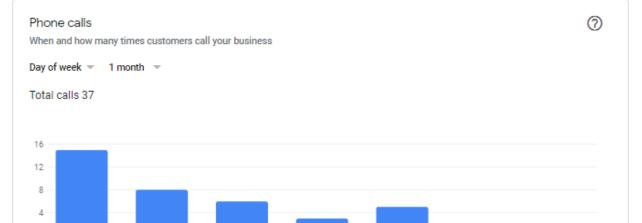


The areas where customers request directions to your business from

1 month =

Not enough data for selected time period

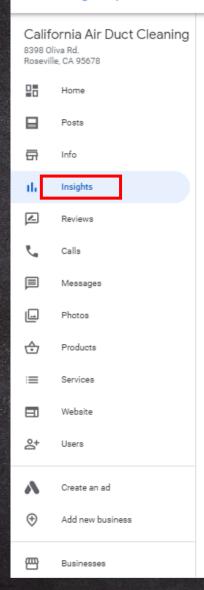


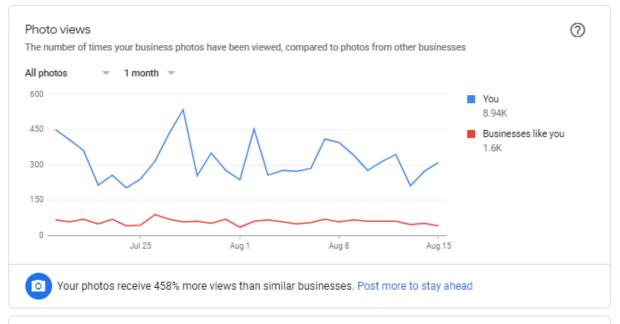


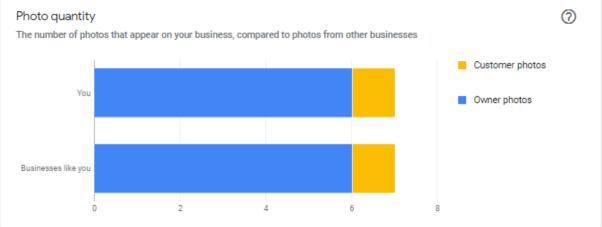




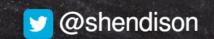
















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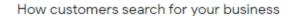
Users

Create an ad

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All searches

4,179

1 month =



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Branded

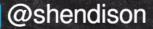
Customers who find your listing searching for a brand related to your business



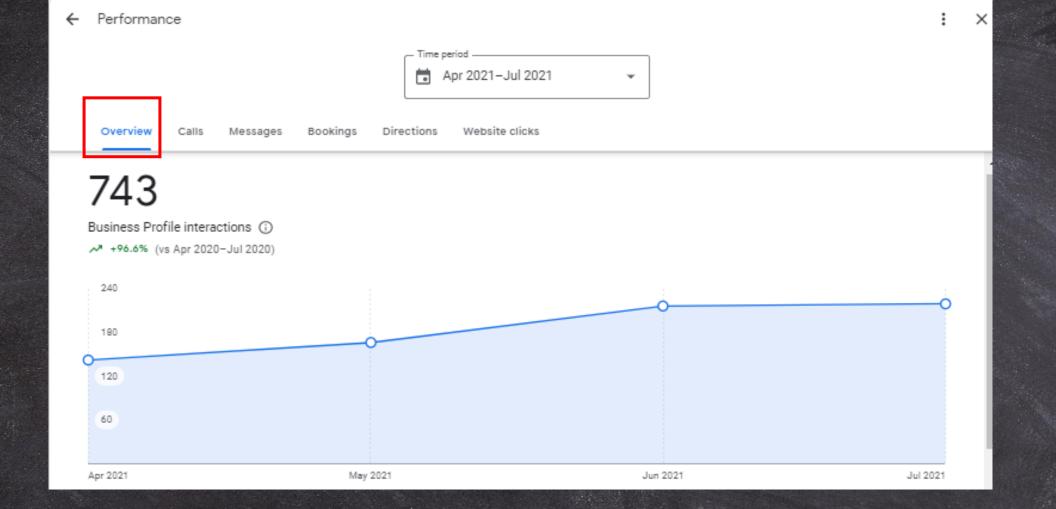
Businesses with recent photos typically receive more clicks to their websites. Post photos



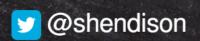




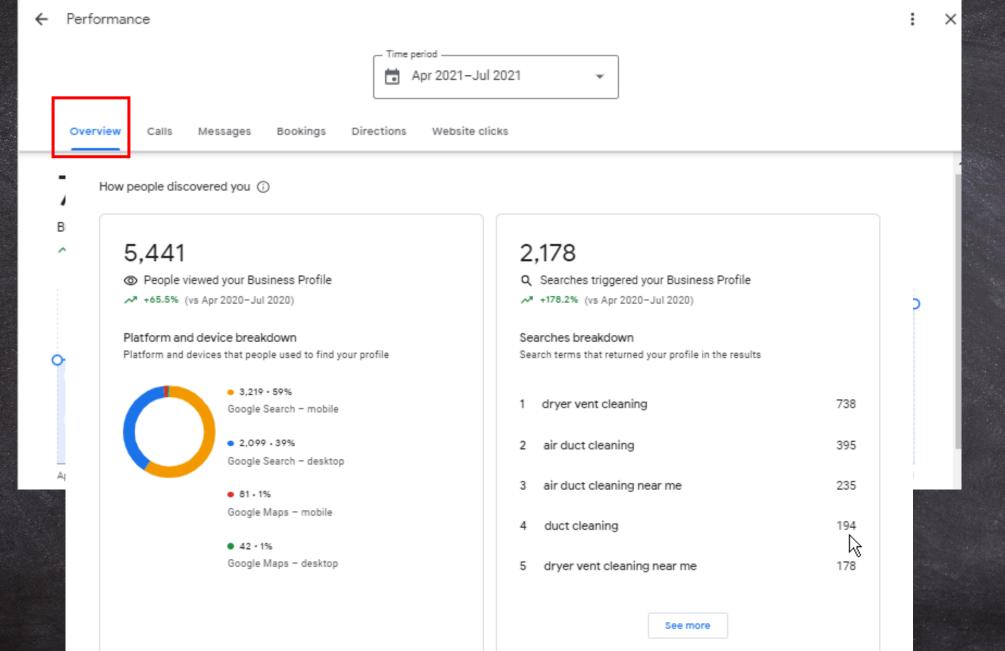




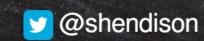




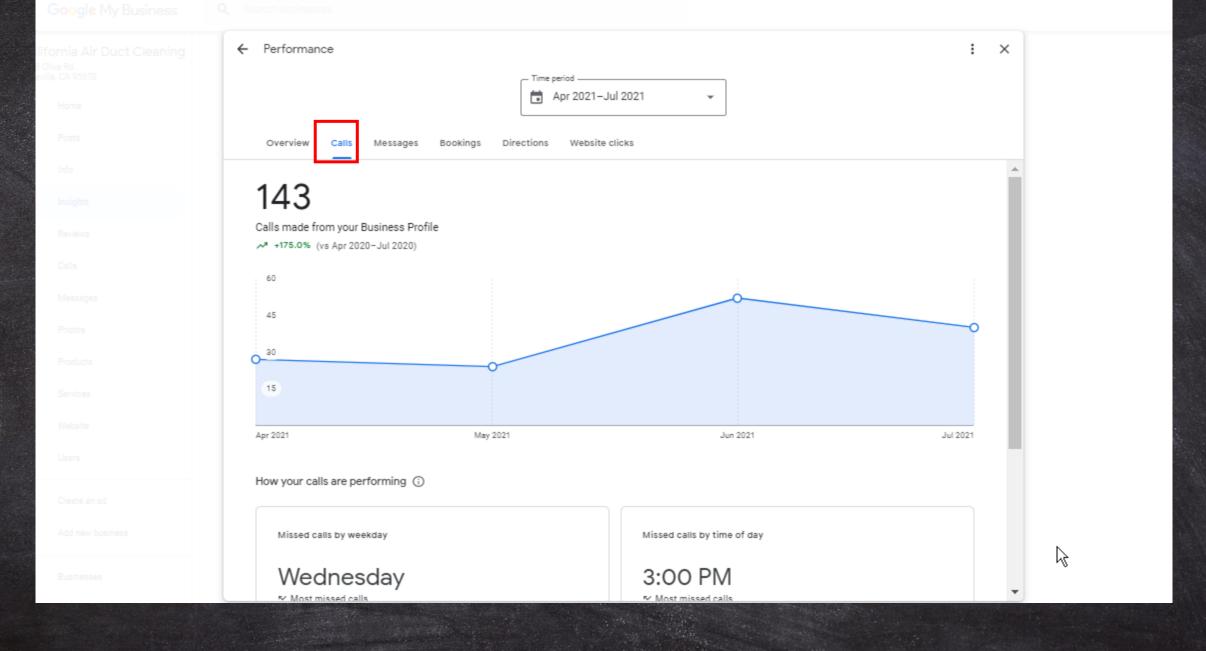




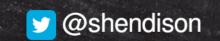




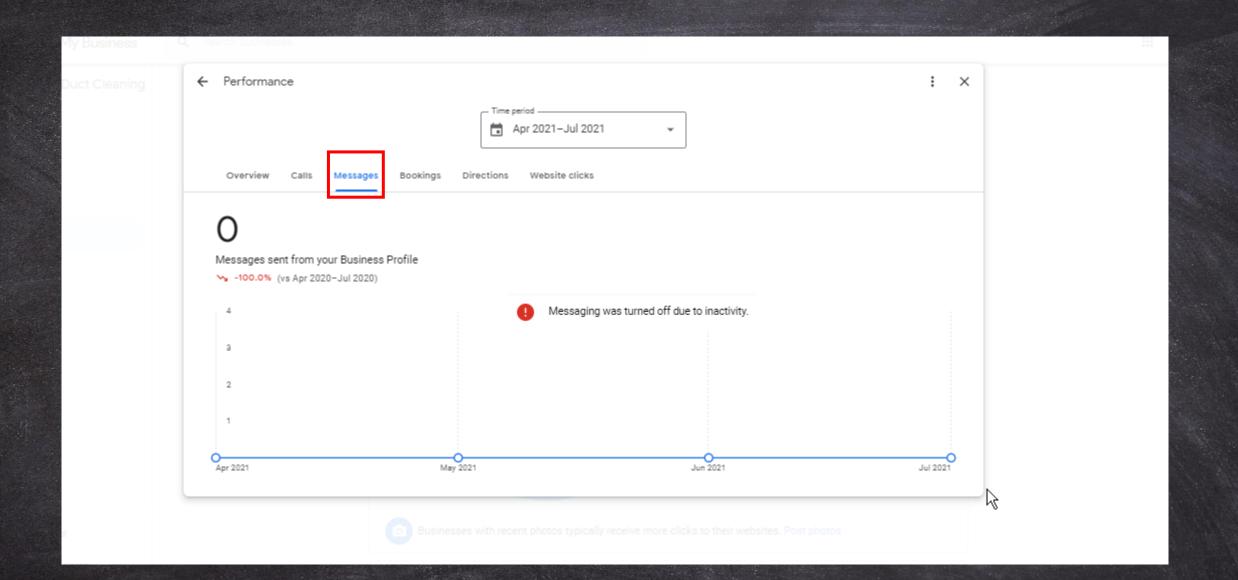




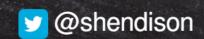




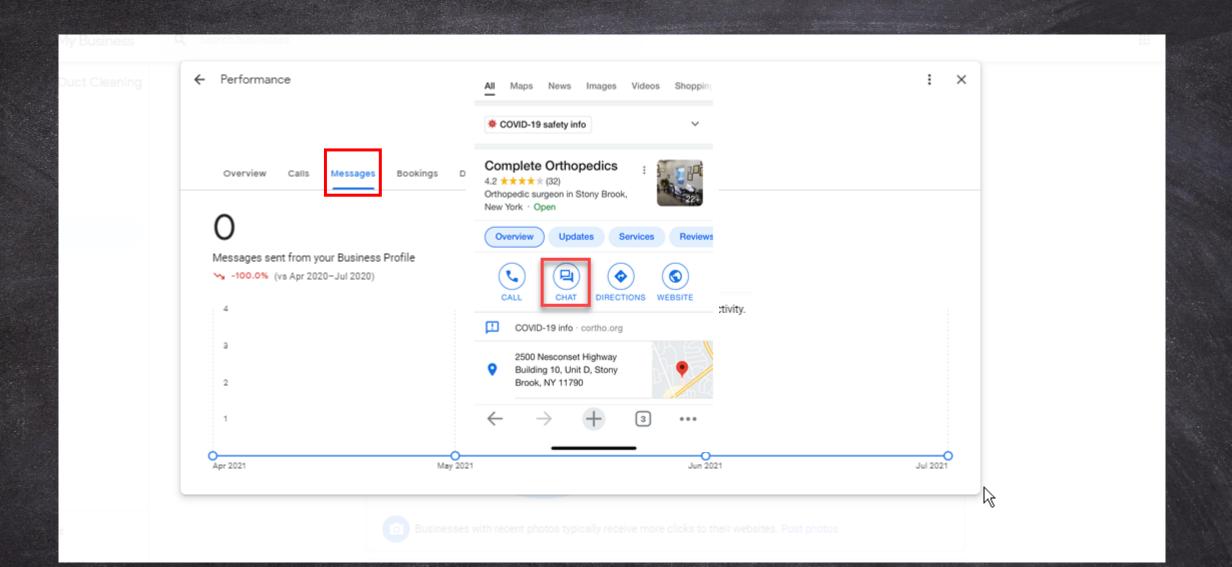




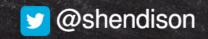




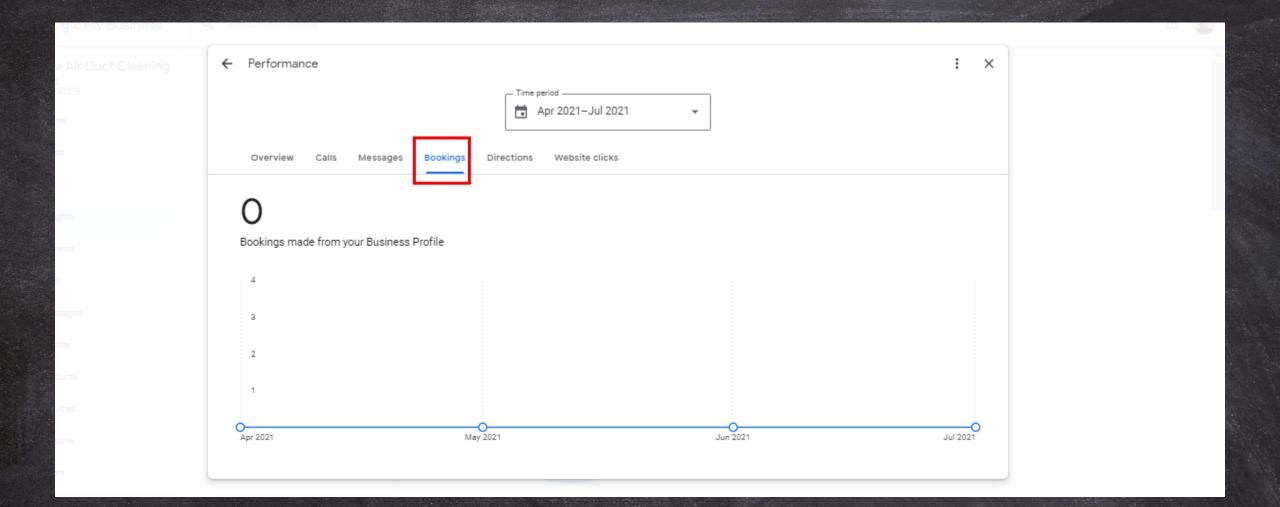




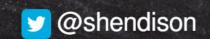




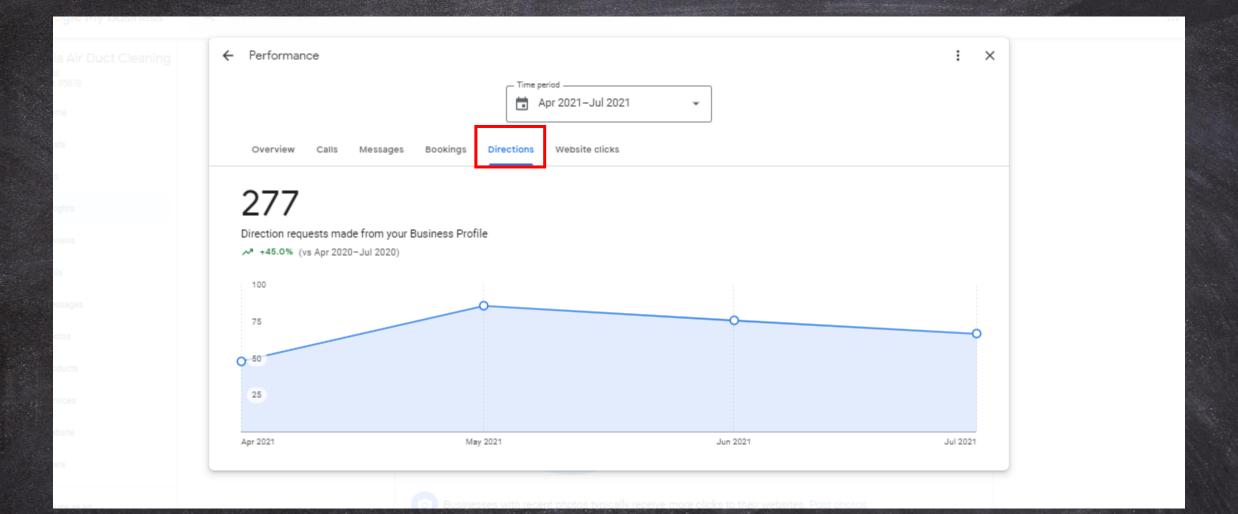








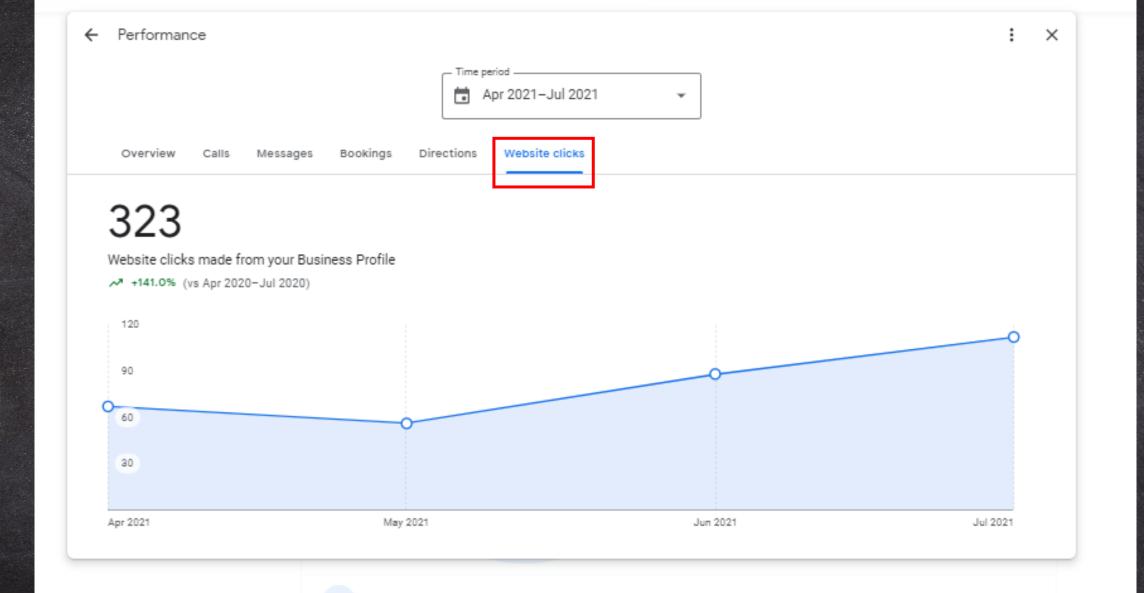




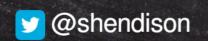
















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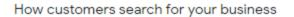
2+ Users

Create an ad

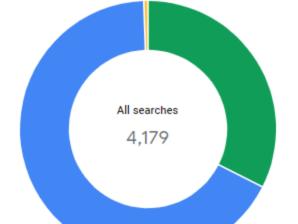
#### Your insights are moving

Your metrics will move to a new-look report. Search queries are visible, and more metrics will be added in a few months. Learn more

See new profile performance



1 month =





People who find your Business Profile searching for your business name or address

# \*

Discovery

People who find your Business Profile searching for a category, product, or service

# \*

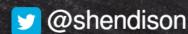
Branded

Customers who find your listing searching for a brand related to your business



Businesses with recent photos typically receive more clicks to their websites. Post photos







=



#### California Air Duct Cleaning

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Search Commander, Inc.



# Show customers you care, one response at a time

Your customers now get notified when you reply to their review

Replied Haven't replied All



Shelly Marks

★★★★★ 8 weeks ago

Randy was super friendly and helpful. He went above and beyond to help me. He was very helpful and professional. He was... More

California Air Duct Cleaning (owner)

5 weeks ago

I really do appreciate the review, Shelly. Thank you very much!

Edit

Delete

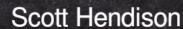


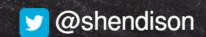


Could not have been happier. In and out in less than an hour. Just the nicest guy. He was able to get me scheduled for the very next day. Highly Recommend!

Reply



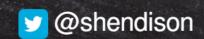






# READ

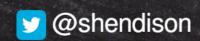






# RESPOND

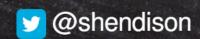






# SOLICIT

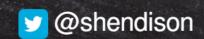






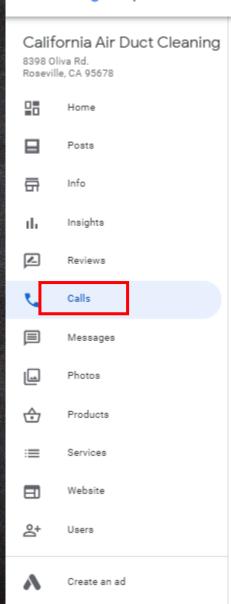
# BRAG













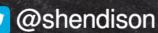
# You've turned on call history

You will hear a short message that says "Call from Google" at the start of each call.

See Call History

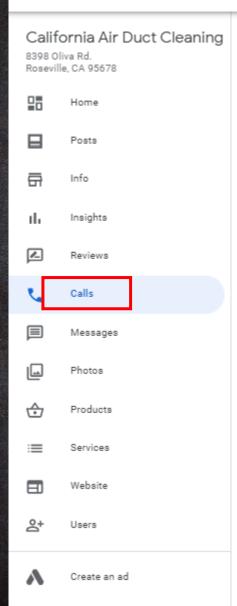














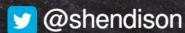
## You've turned on call history

You will hear a short message that says "Call from Google" at the start of each call.

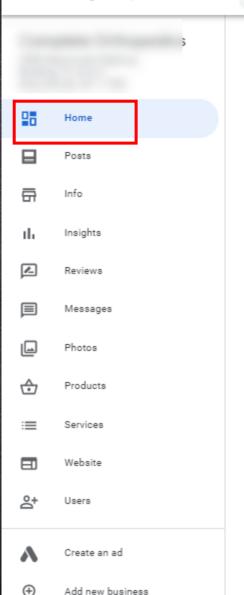
See Call History

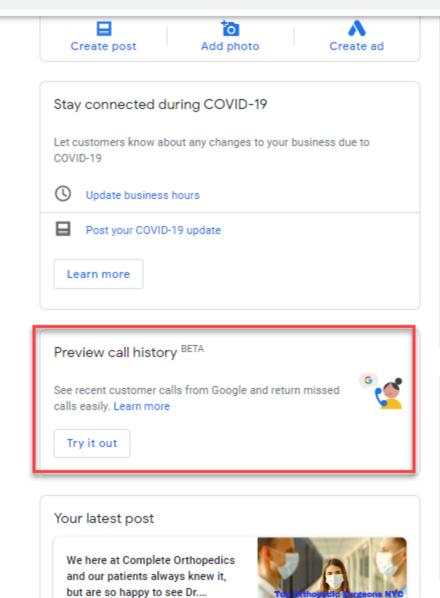


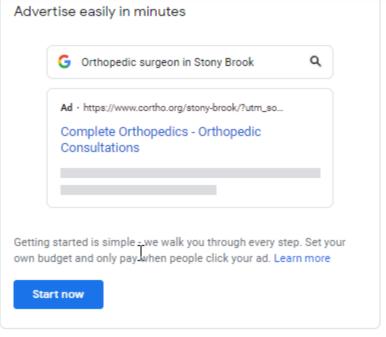


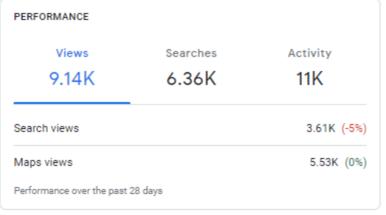




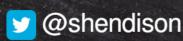














# California Air Duct Cleaning 8398 Oliva Rd. Roseville, CA 95678 Home Posts 哥 Info Insights Reviews Calls Messages Photos Products Services Website Users Create an ad



# You've turned on call history

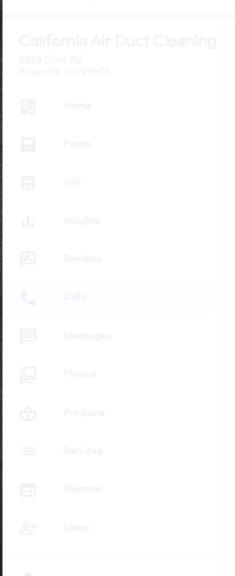
You will hear a short message that says "Call from Google" at the start of each call.

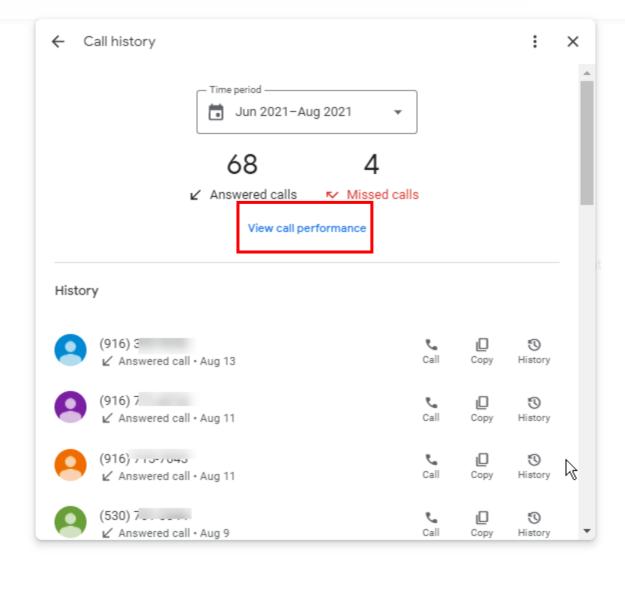
See Call History



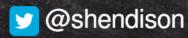






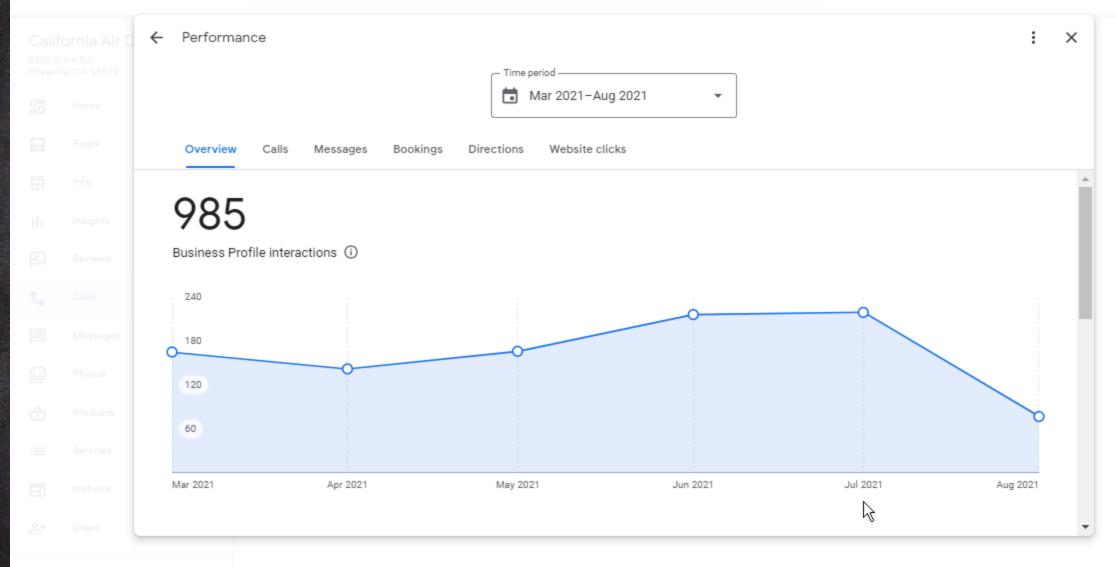








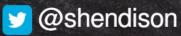






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Search Commander, Inc.



Messaging was turned off due to inactivity.

Learn more



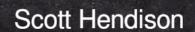
# No messages yet

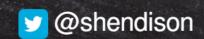
Customers can message you from your Business Profile on Google Search and Maps

Share profile

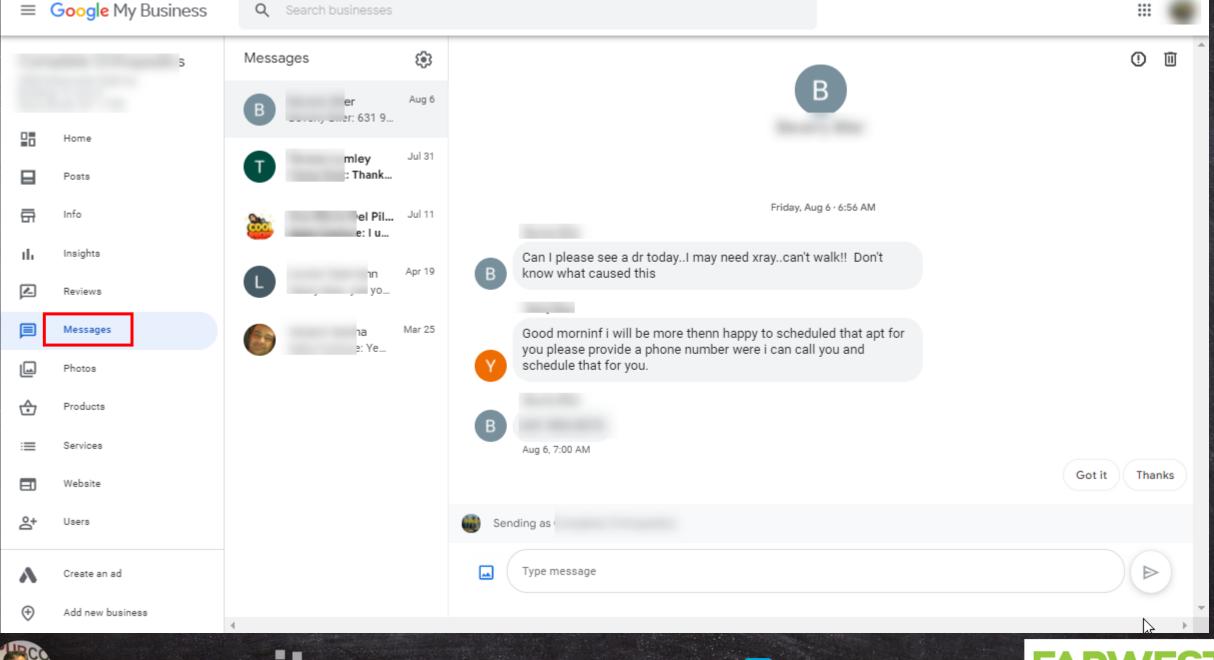
Messaging settings





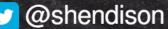














Messages

		- 4

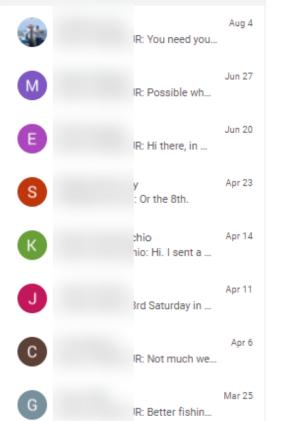
Home Posts 毌 Info Insights Reviews Calls Messages Photos Products

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Add new business



iness ness: Your mes. (8)

Aug 5

Mar 25

IR: No I'm sorry I...

Thursday, Aug 5 · 9:12 PM

I'm interested in booking a bass fishing or other fish close to Portland trip for later in the day on august 12. Would we be able to make this happen?

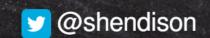
Marvin Henkel JR



No I'm sorry I'm on the Oregon coast all of August and September

Aug 5, 9:19 PM









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Exterior < By owner By customer Video Interior At work Team







#### Video

Use a video to tell the story of your business and what makes it unique.

Add videos

#### Interior

Showcase the look and feel of your business with interior photos.

Add photos

#### Exterior

Exterior photos make it easier for > customers to spot your business in real life.

Add photos



**Scott Hendison** 











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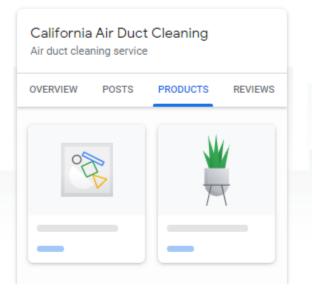
Photos

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4179 potential customers viewed your business on Google last month; showcase products to them for free!

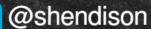
Get started















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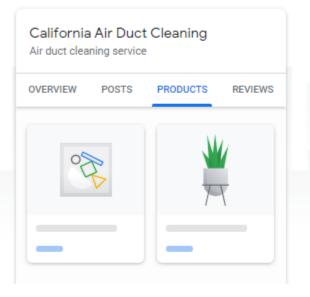
Photos

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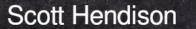


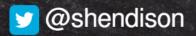
4179 potential customers viewed your business on Google last month; showcase products to them for free!



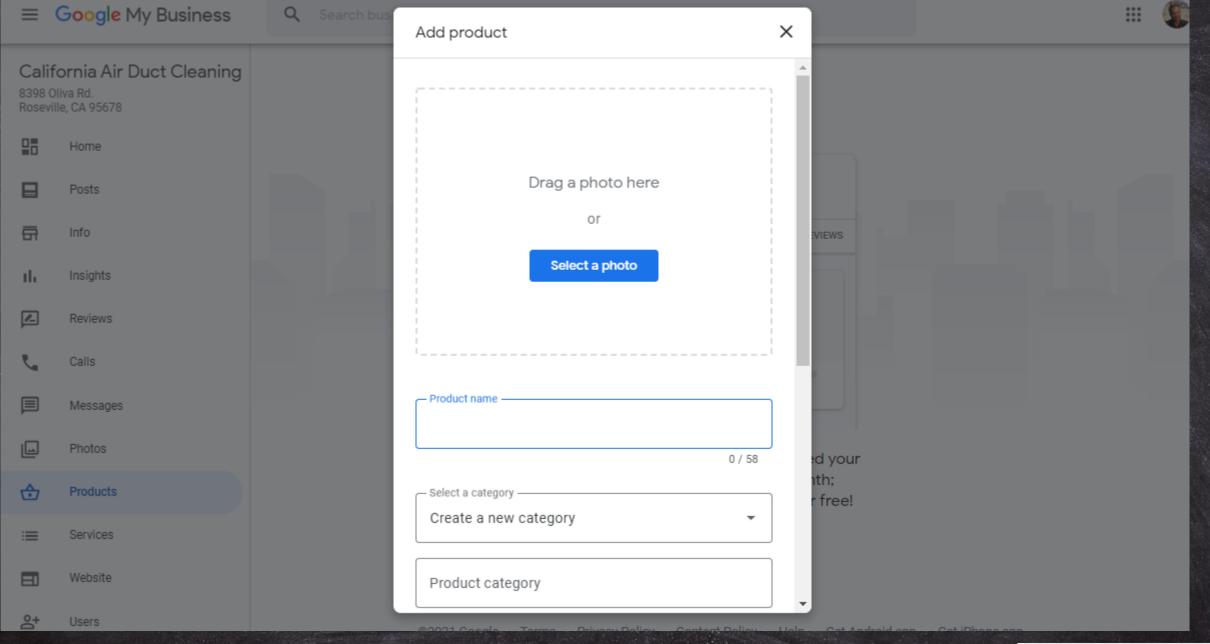






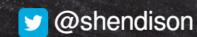




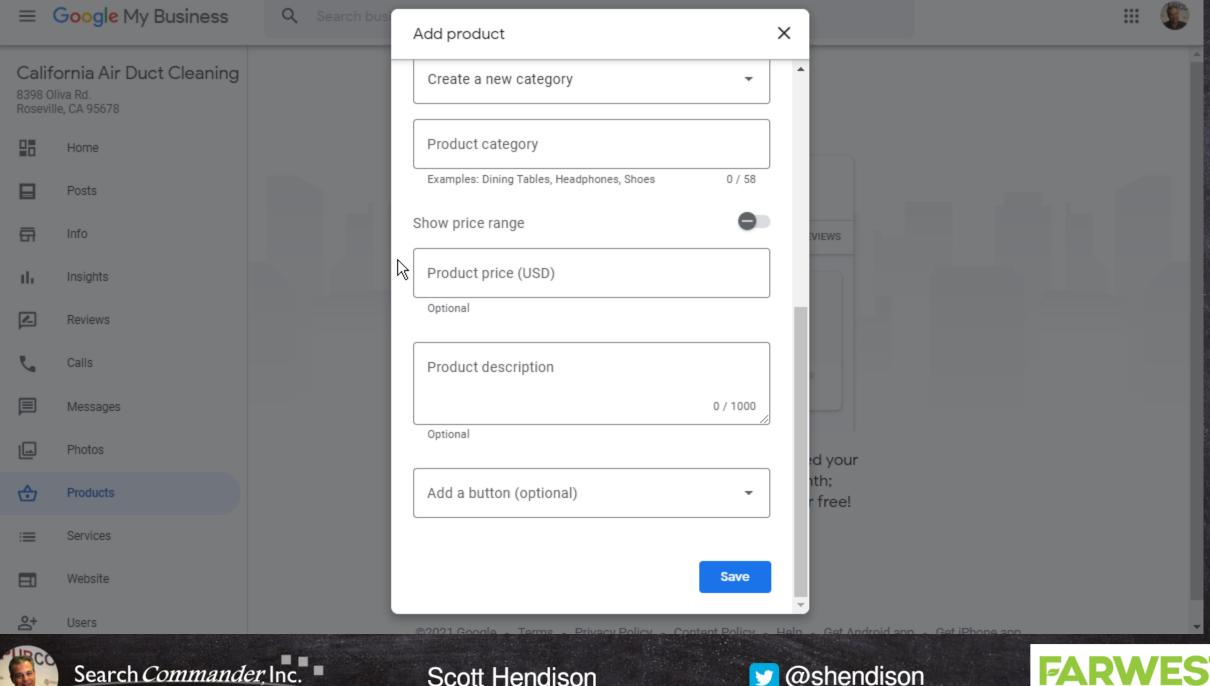




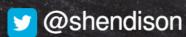
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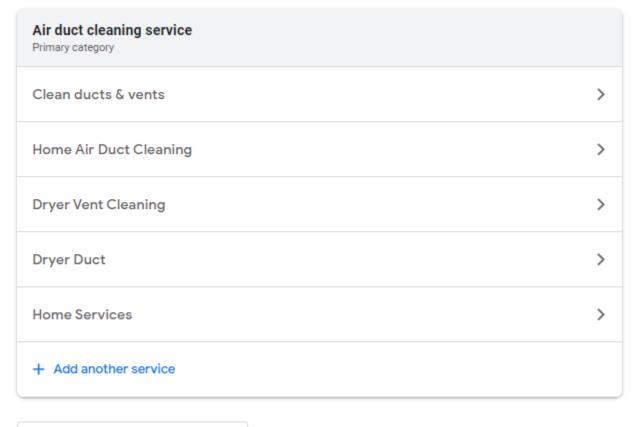
Photos

Products

Services

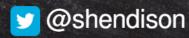
Website

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Add another business category







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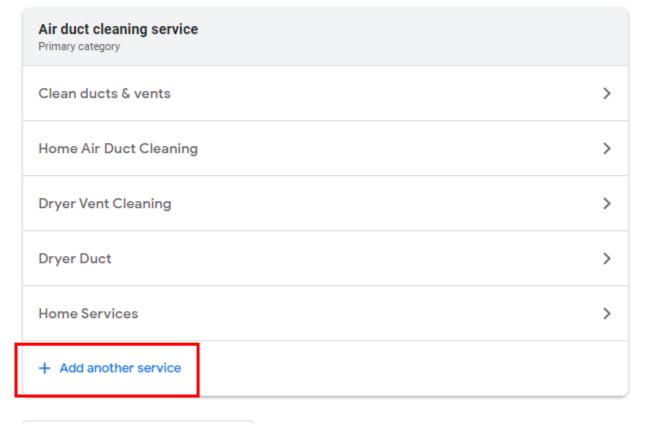
Photos

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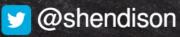
Website

Users



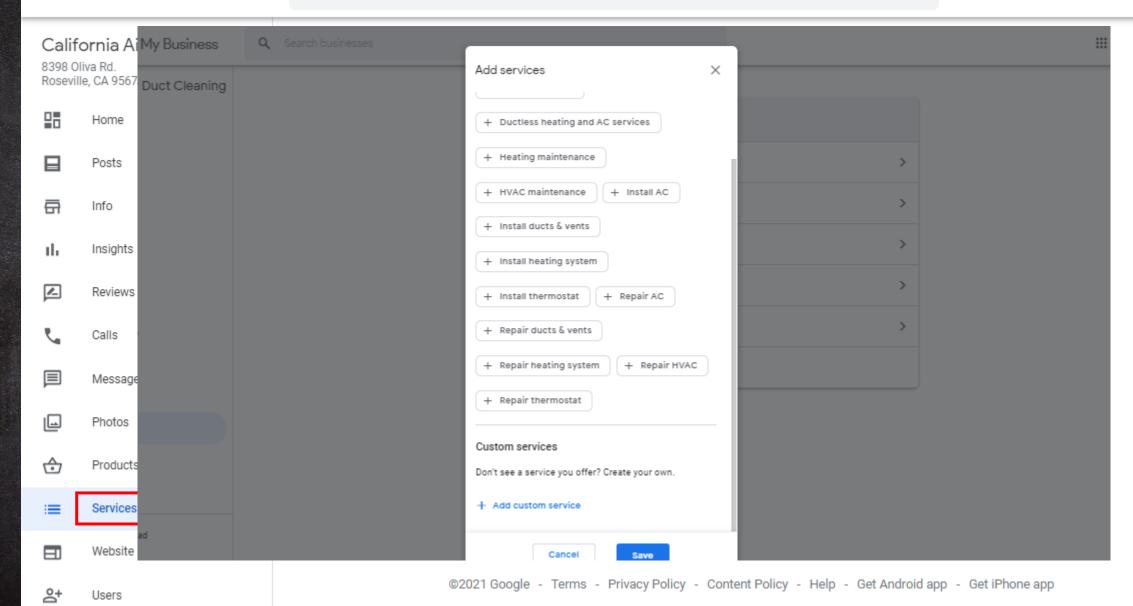
Add another business category



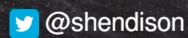




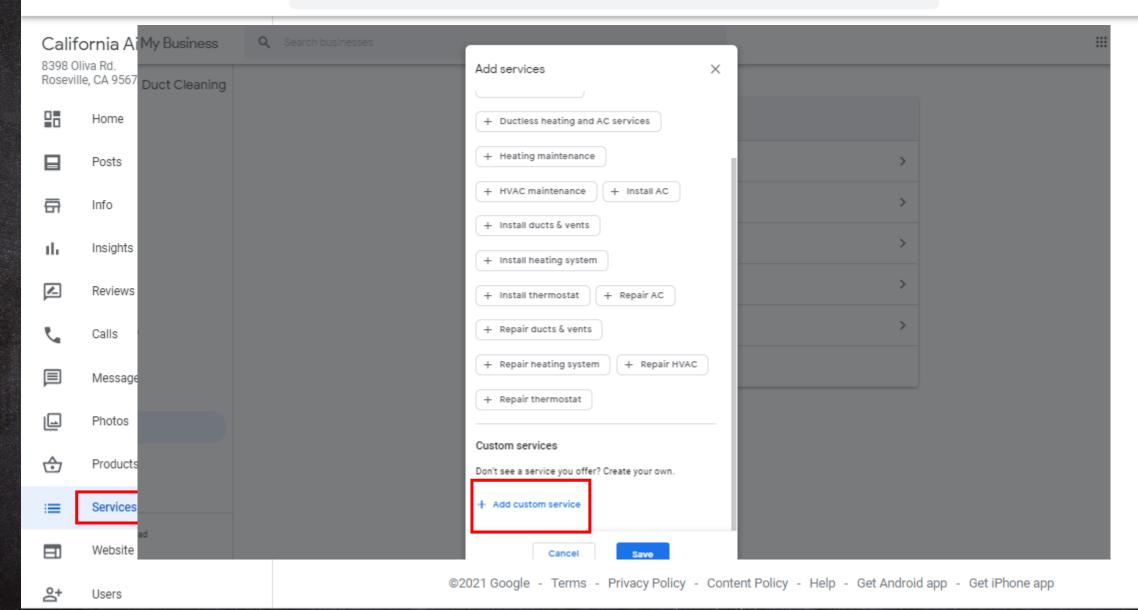




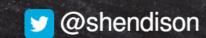


















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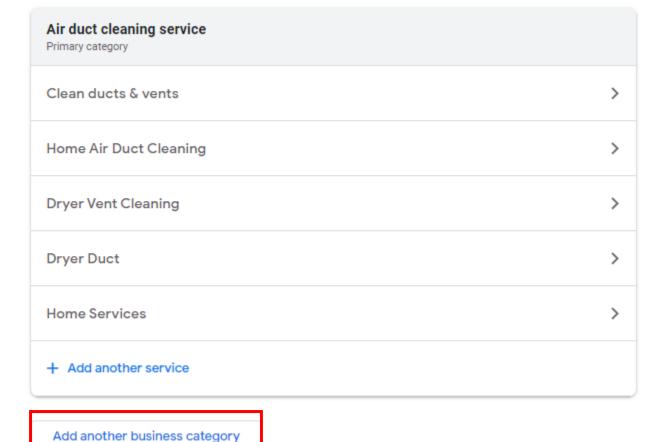
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Products

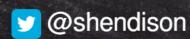
Services

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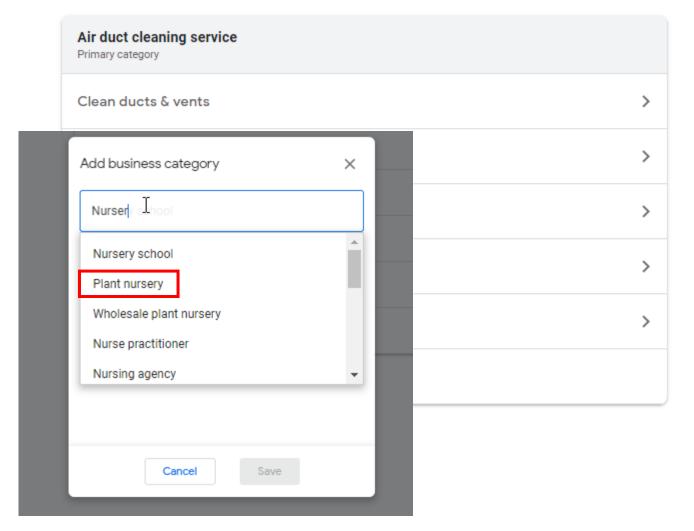
Photos

Products

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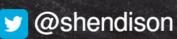
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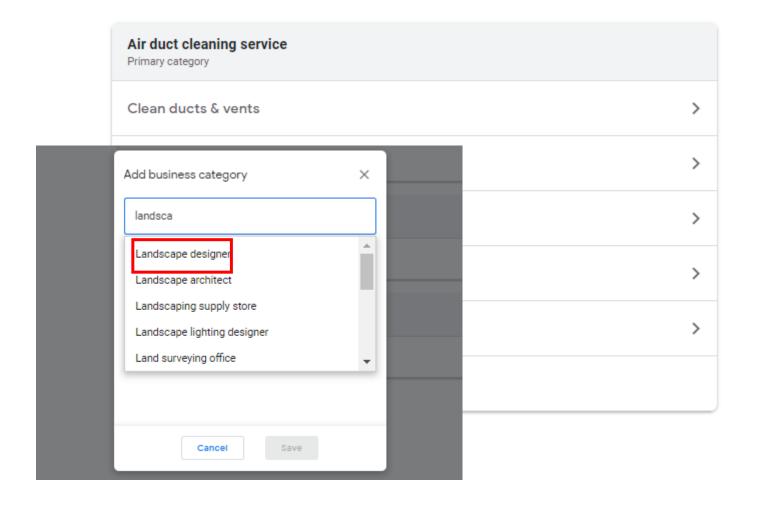
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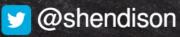
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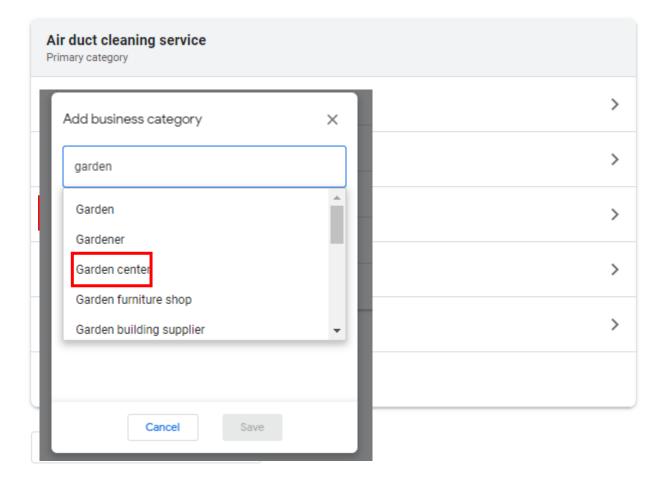
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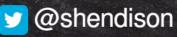
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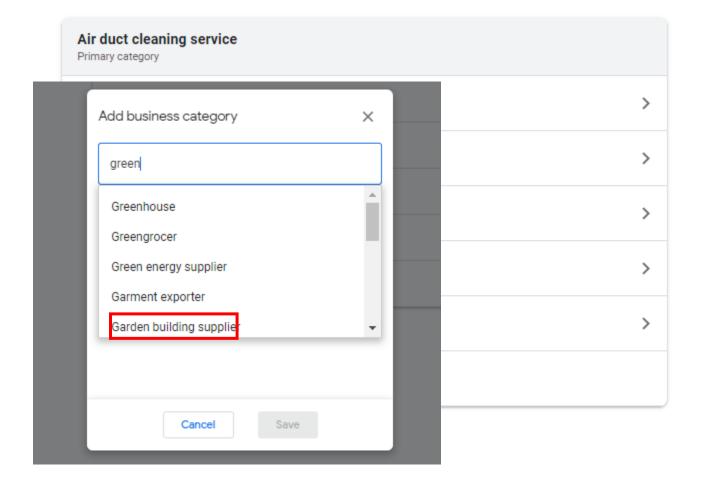
Photos

Products

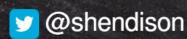
Services

■ Website

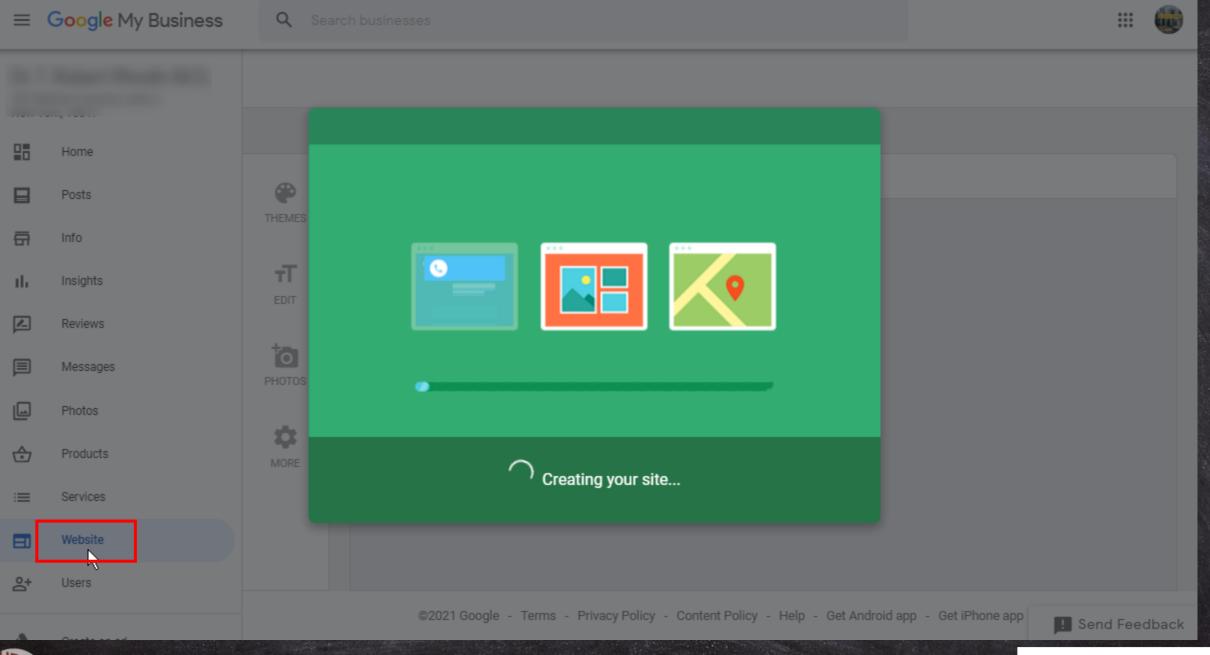
O+ Users



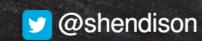




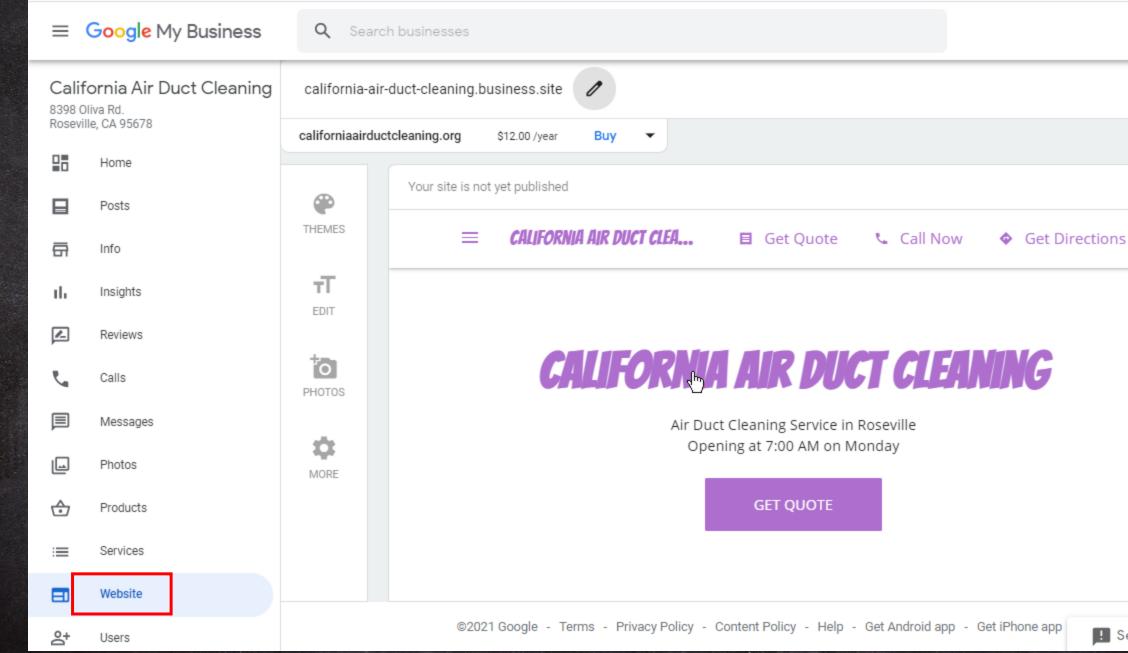






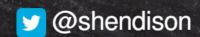








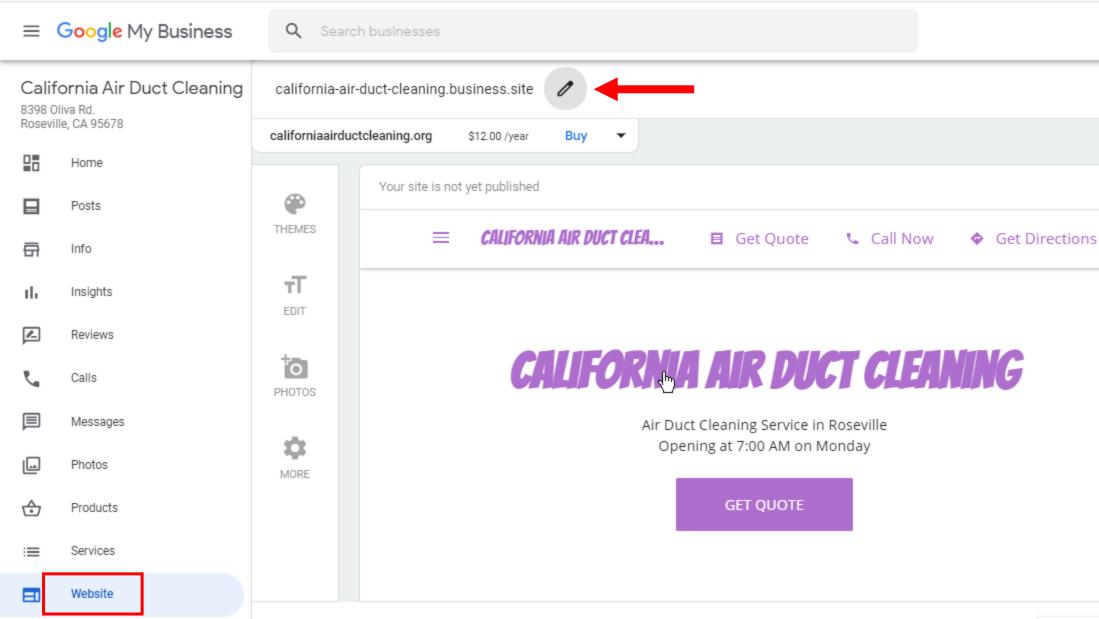






Send Feedback

Publish



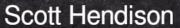


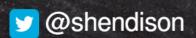


Publish

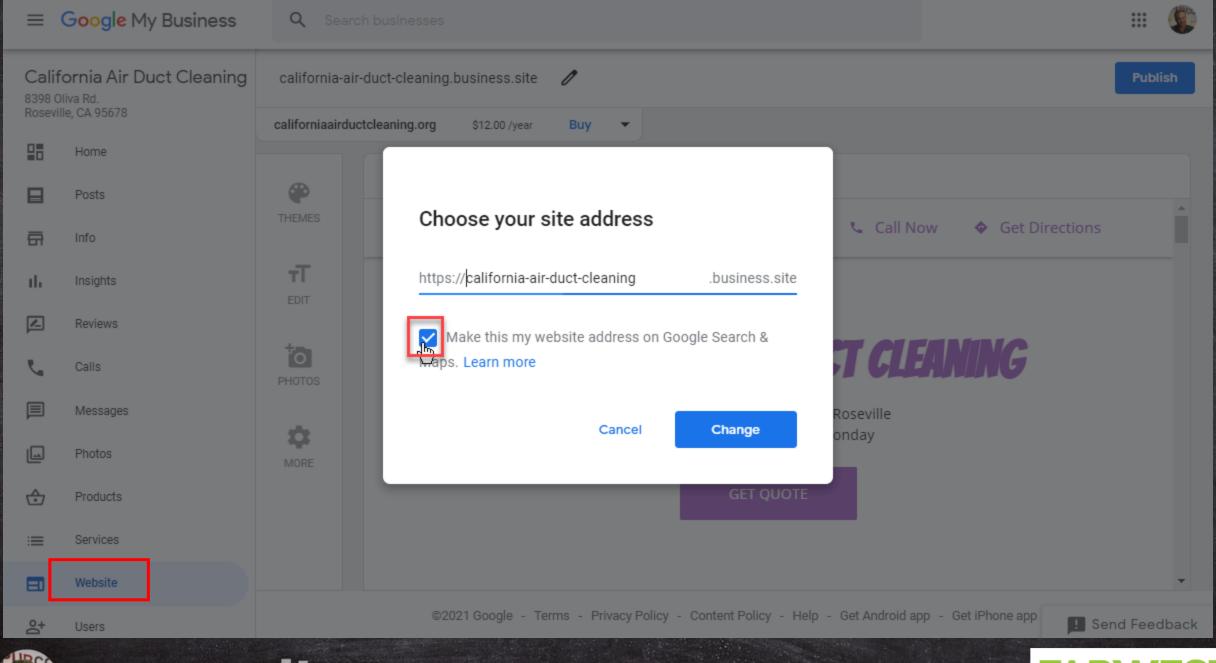


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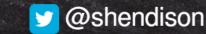




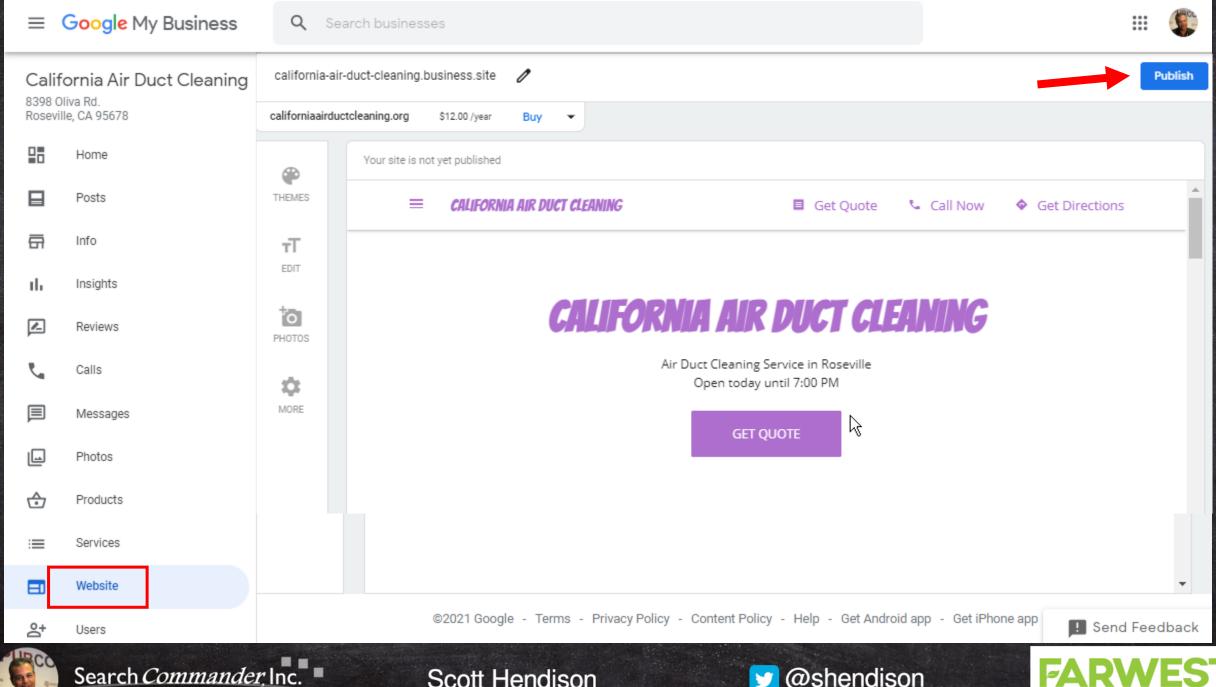






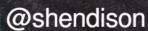




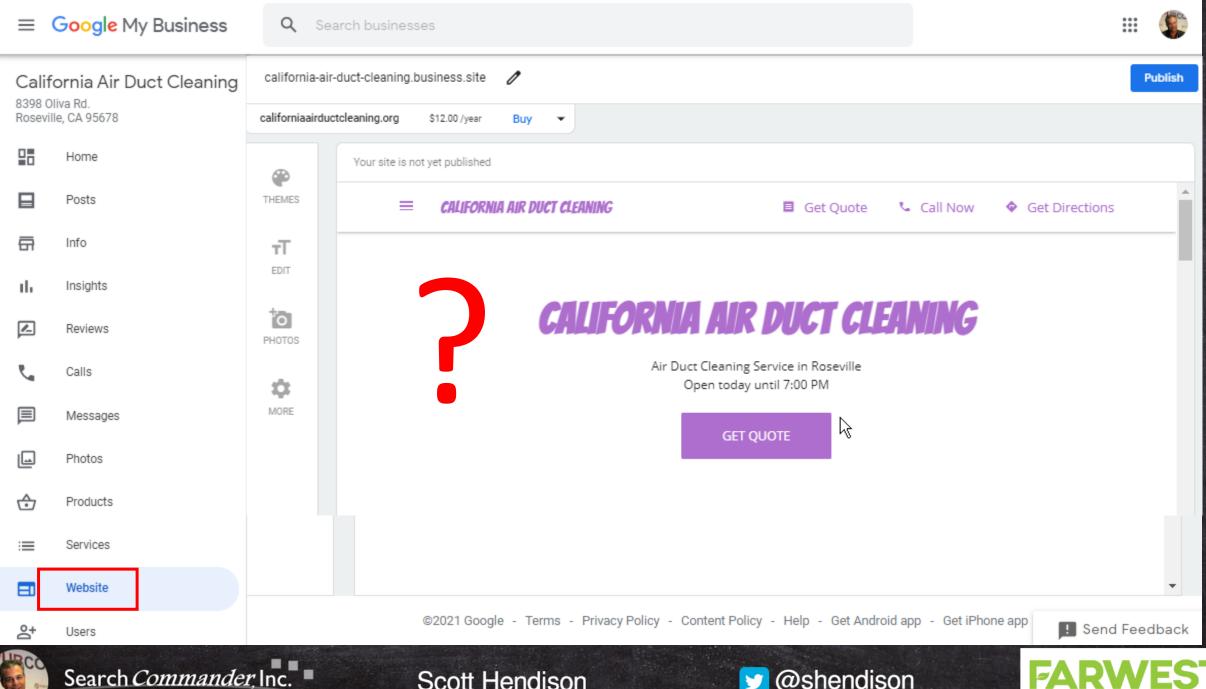




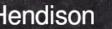


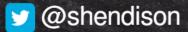




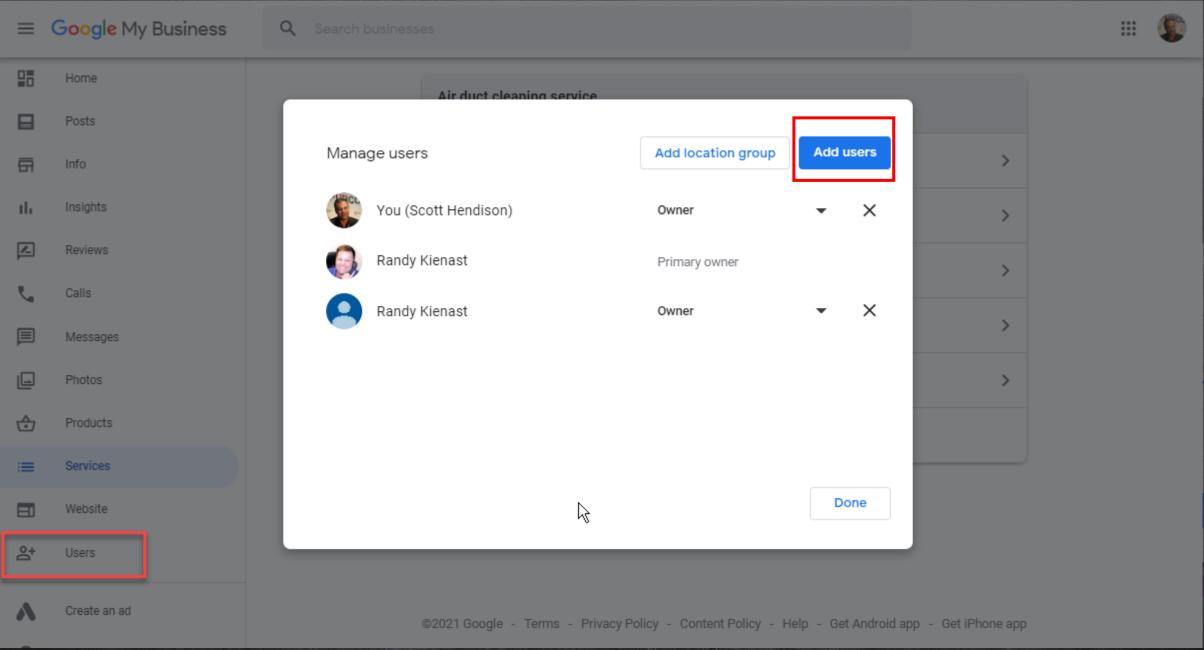




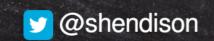




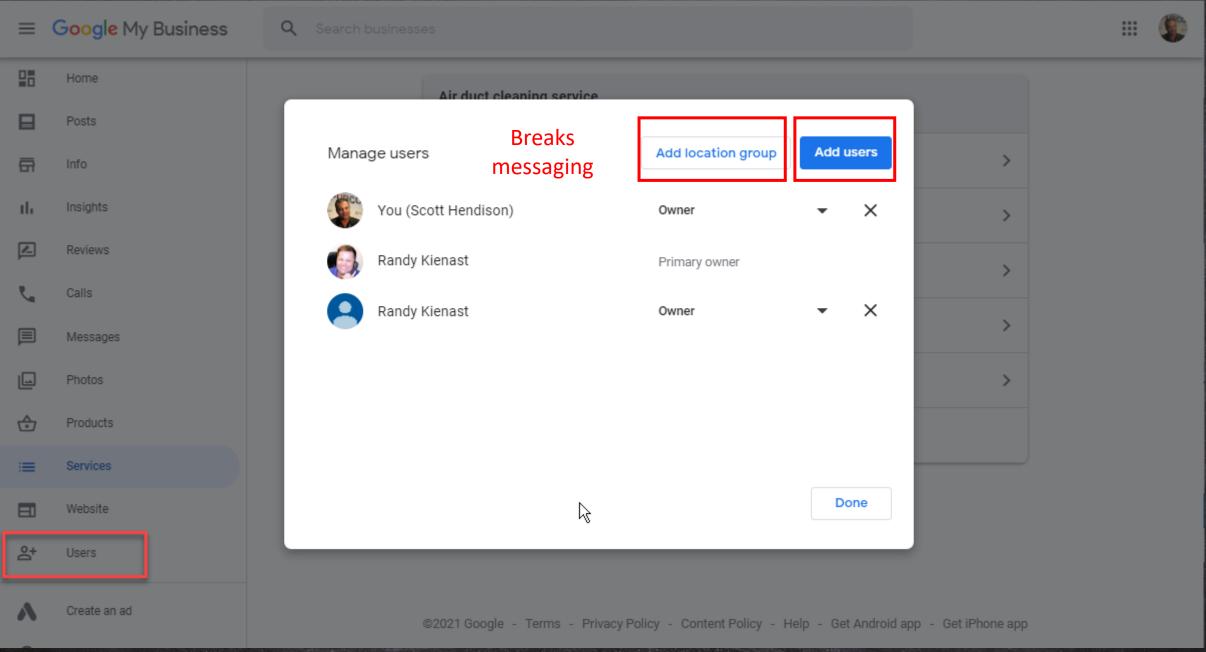










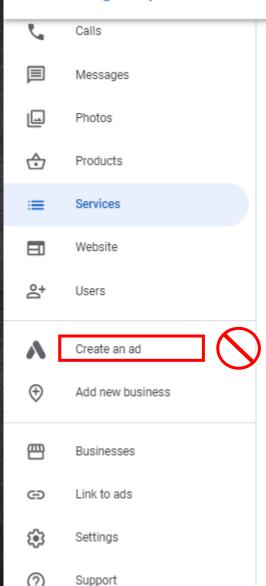


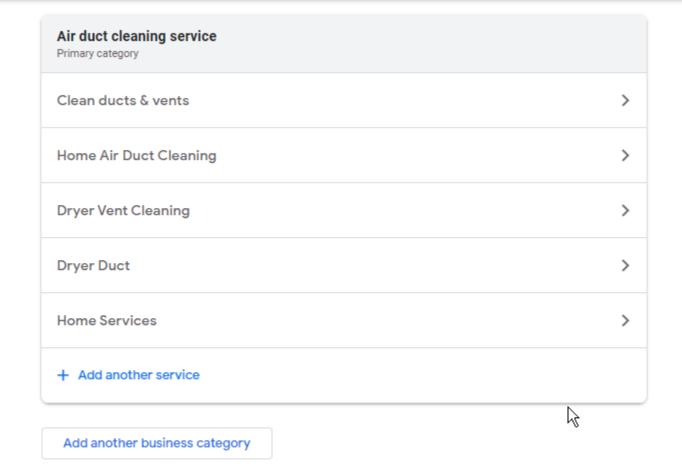




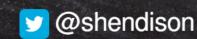












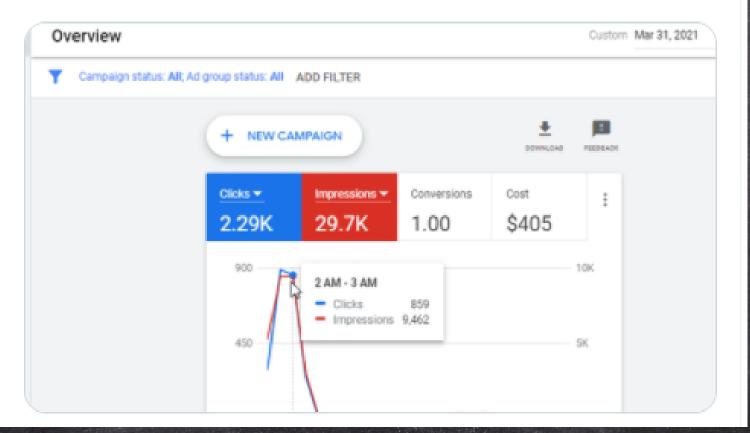




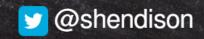
## Scott Hendison @shendison · Apr 1

Midnight to 3AM yesterday, number of @GoogleAds impressions went from 120 an hour to over 30,000 and clicks went from 2 or 3 to over 2200. Came from a "search partner", and @google says "no refund, final answer".

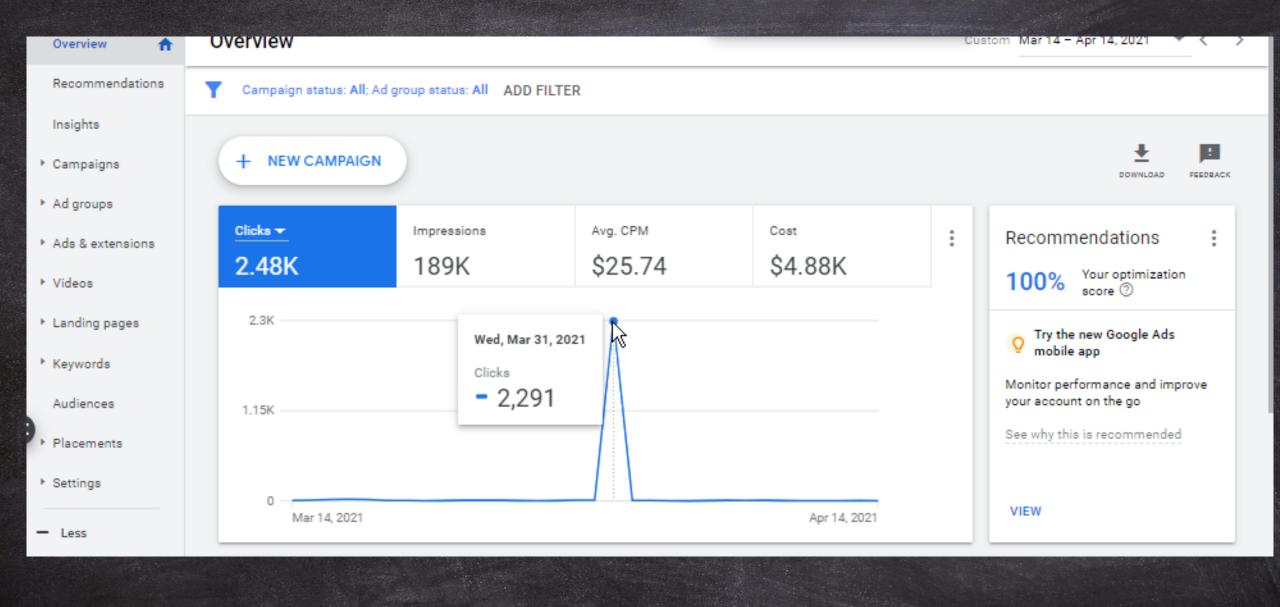
ALWAYS TURN OFF SEARCH PARTNERS #PPC



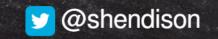














## Scott Hendison

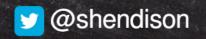
@shendison

\$496 for one click on a @GoogleAds Dynamic Ad, in an account for this Oregon lawyer. The rep checked with management and denied credit, suggesting these two options: 1. Add Las Vegas (and other cities) as negatives. 2. Don't use dynamic ads.



12:52 PM · Jun 16, 2021 · Twitter Web App

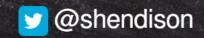






	Search term	Match type	Added/Excluded	Ad group W/TF??!	Clicks	Impr.	CTR	↓ Avg. CPC
Tota	al: Search terms 🗇			• • • • • • • • • • • • • • • • • • • •	97	411	23.60%	\$63.73
ď	las vegas slip and fall lawyer	Exact match	None	A Specific Accident Lawyer - dynamic ad group	1	1	100.00%	\$496.27





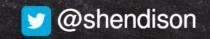




\$496 for one click on a @GoogleAds Dynamic Ad, in an account for this Oregon lawyer. The rep checked with management and denied credit, suggesting these two options: 1. Add Las Vegas (and other cities) as negatives. 2. Don't use dynamic ads.









## https://www.searchenginejournal.com/google-ads-small-business-woes/416050/



SEI » Paid Search

## Google Ads Is Not For Small **Business Anymore. Here's** Why.

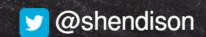
Google gave small businesses the impression they will succeed if they just use the Google Ads platform. Learn why that may not be so anymore.



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300	J.OK
700	Z EV

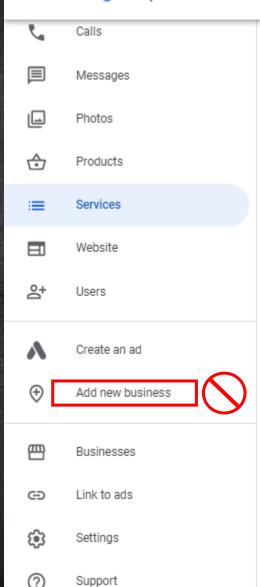
ubscribe to our datest industry nev	laily newsletter to get the vs.
First Name*	
Q Job Title*	
⊡ Email*	
Topic(s) of Intere	st*
SEO	☐ PPC
Content	Social
S	UBSCRIBE





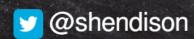




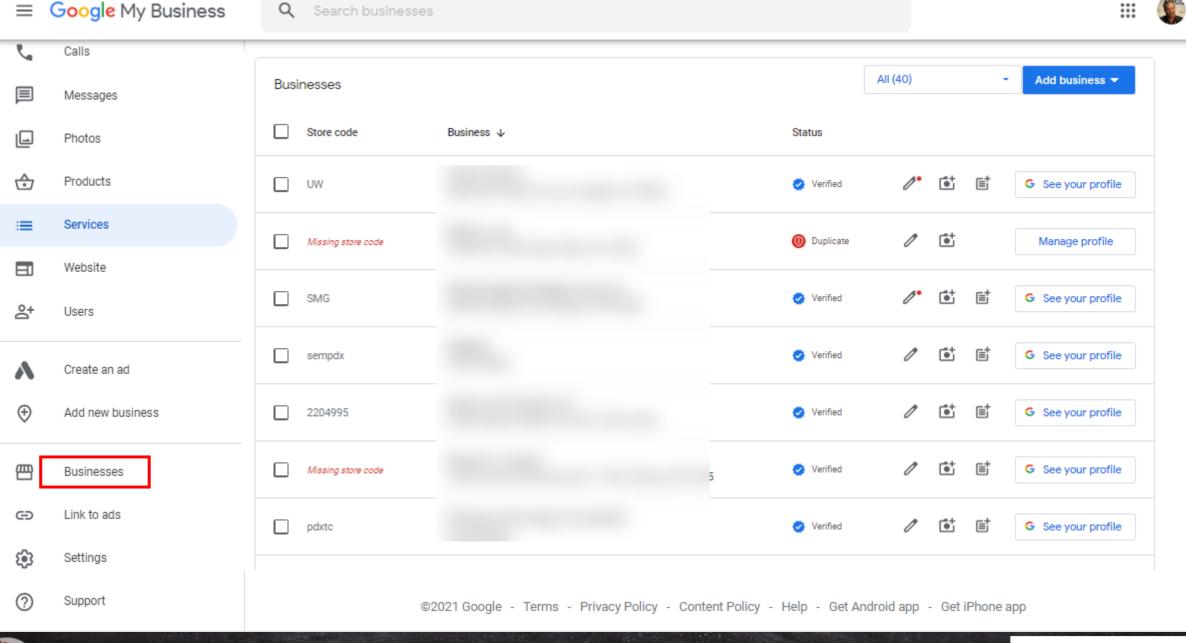


Air duct cleaning service Primary category	
Clean ducts & vents	>
Home Air Duct Cleaning	>
Dryer Vent Cleaning	>
Dryer Duct	>
Home Services	>
+ Add another service	
	B
Add another business category	

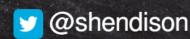


















Messages

Photos

Products

Services

Website

솹

Users



Create an ad



Add new business



Businesses



Link to ads



Settings

Support

## Linked accounts

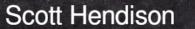
See and manage link requests from other Google products, such as AdWords or Merchant Center. Learn more

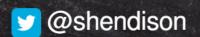
	Requests (0)			Linked accounts (5)
Account	Requester	Linked to 2	Approval	
		All locations	AdWords 6/30/18	Unlink
		All locations	AdWords 2/24/18	Unlink
		All locations	AdWords 2/24/18	Unlink
		All locations	AdWords 2/21/18	Unlink
		All locations	AdWords 2/15/18	Unlink

Add another business category

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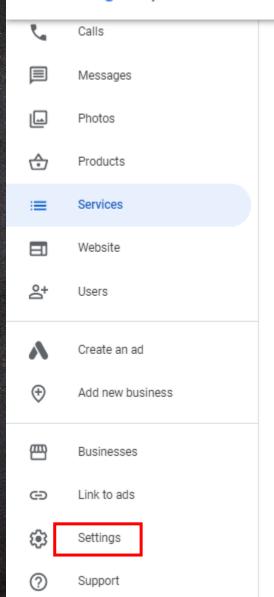


1-5 of 5

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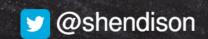
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Important updates	
Google may send you important updates about your account	<b>~</b>
Customer messages	
Alerts when customers send a message to your business	<b>~</b>
Customer reviews	
Updates about reviews of your Business Profile	<b>~</b>
Questions and answers	
Alerts about questions and answers posted to your Business Profile	<b>~</b>
Bookings	
Alerts about bookings to your business	<b>~</b>
Quotes	
Email requests for quotes from customers through Google	~
Photos	
Tips and updates about photos on your Business Profile	<b>~</b>
Business Profile health	
Alerts and suggestions to help you keep your info accurate on your Business Profile	~
Insights	
Personalized insights and tips about your Business Profile	<b>~</b>





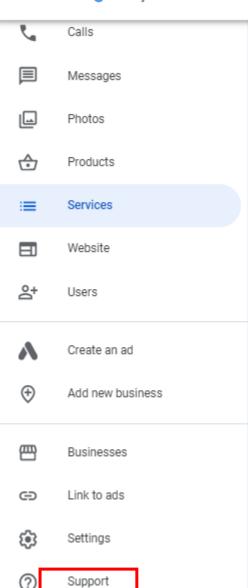


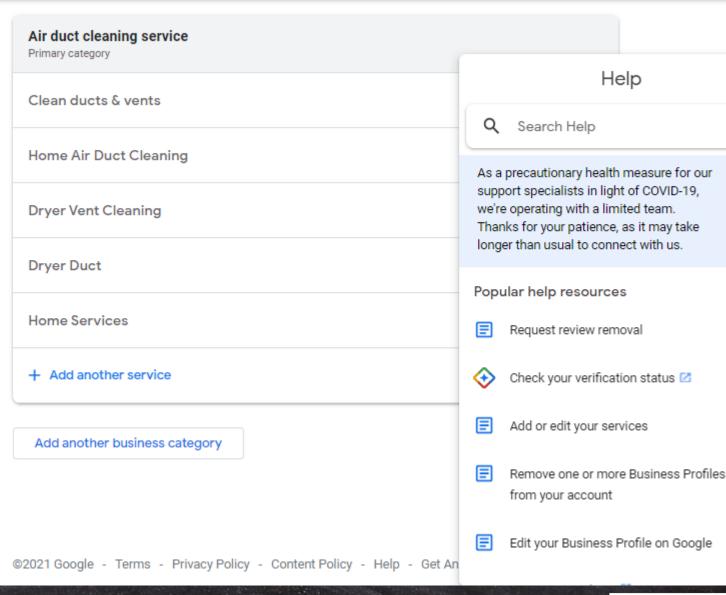




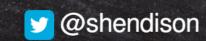
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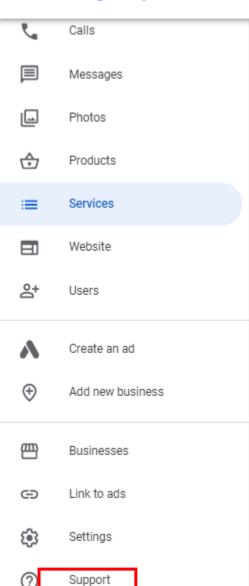


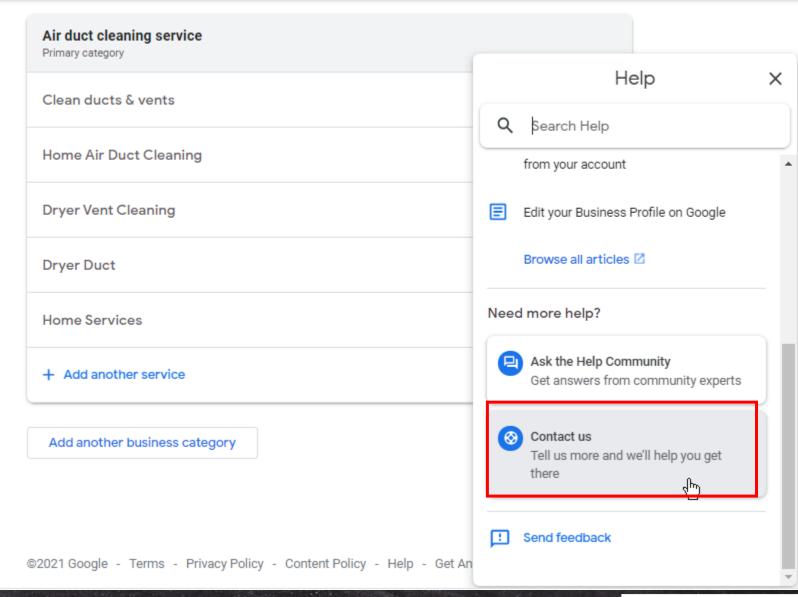






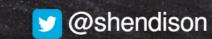






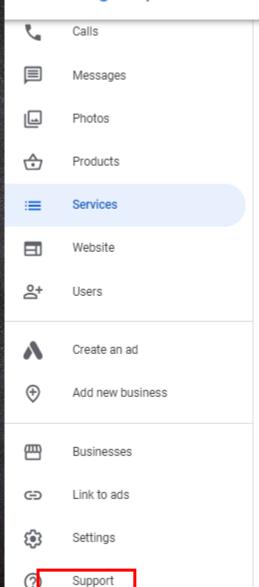


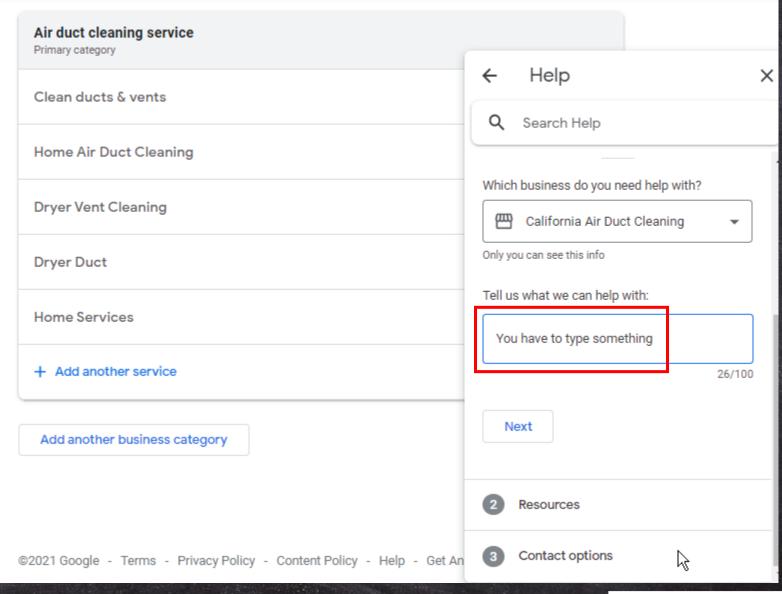
https://www.google.com/business/gethelp



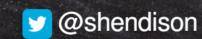






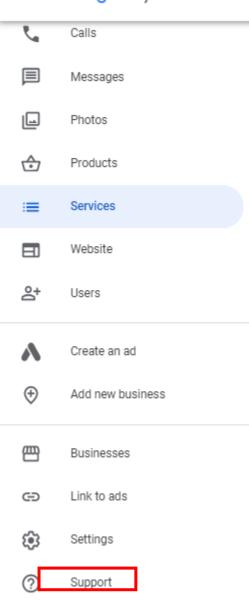


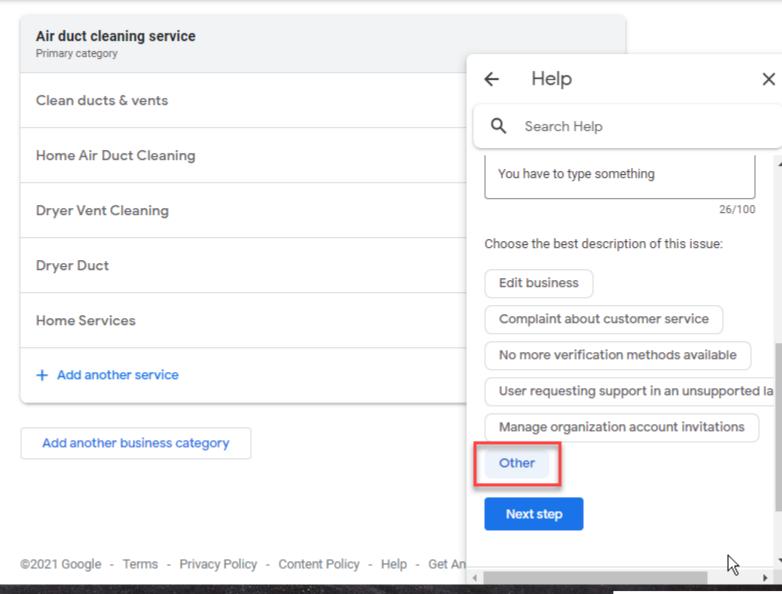




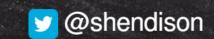






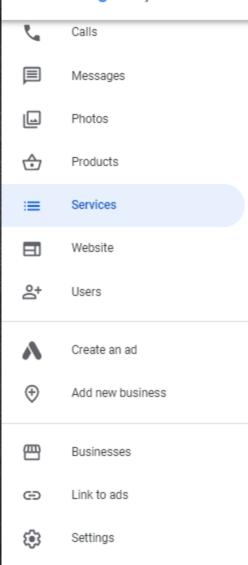


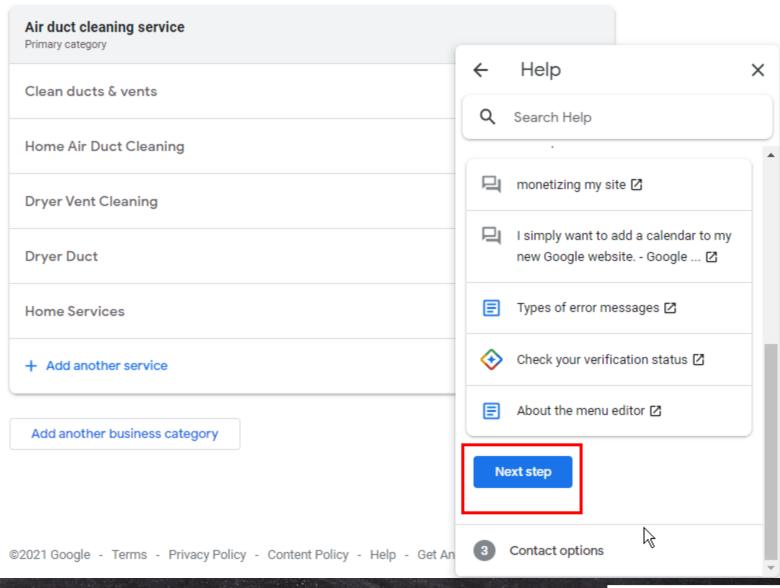








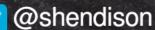






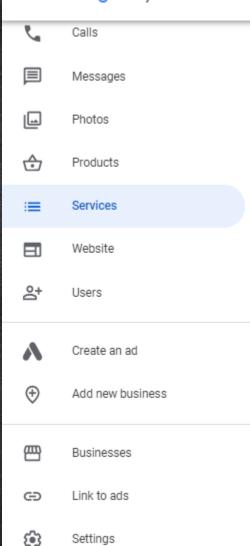
Support

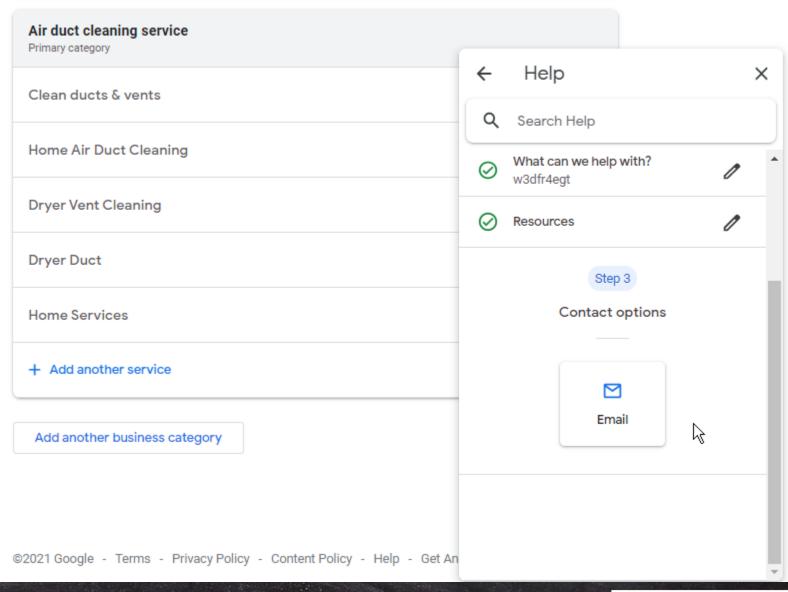






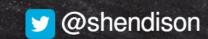




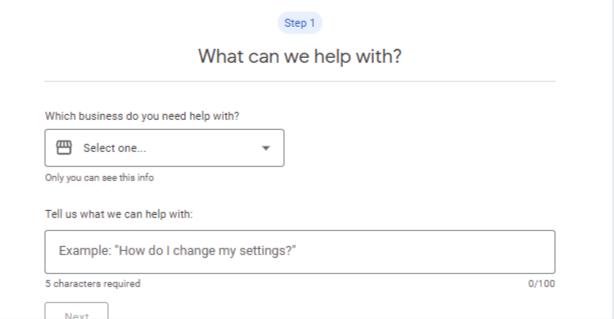




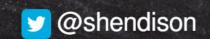
Support













## Resources

Facebook Ad Account Hacked?

https://www.facebook.com/help/contact/649167531904667

Google Page Speed Insights

https://developers.google.com/speed/pagespeed/insights/

Claim Your GMB

https://www.youtube.com/watch?v=KWyPo-YWWDQ&t=2s

7 Deadly Sins of GDPR

https://www.searchcommander.com/blog/gdpr-7-deadly-sins/

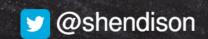
· My GDPR & US Privacy page

https://www.searchcommander.com/gdpr/

Scott's Videos - (Create a New Google Analytics Account)

https://www.searchcommander.com/seo-tools/video-tutorials/





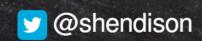




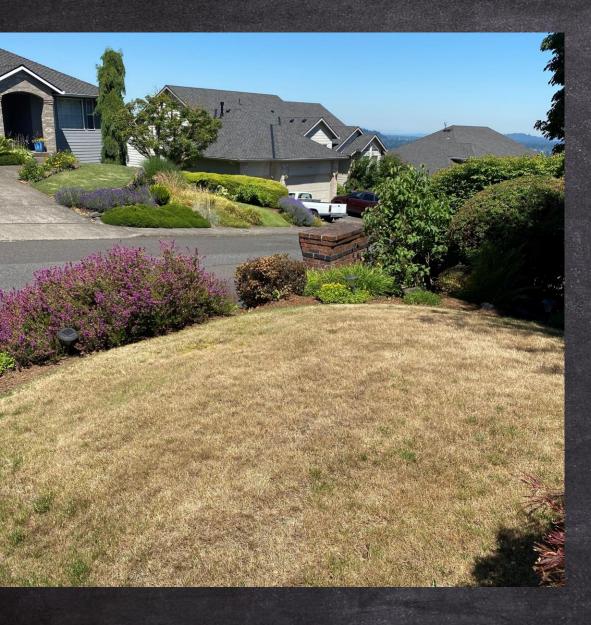
## Resources

- Google Search Console
- https://search.google.com/search-console
- · Google Search Console Intro
- https://support.google.com/webmasters/answer/9128668?hl=en
- · Google Search Console Message List
- https://www.google.com/webmasters/tools/message-list
- New Google Reporting
- https://blog.google/outreach-initiatives/small-business/show-what-your-business-offers
- · Google Ads Not for Small Businesses Anymore
- https://www.searchenginejournal.com/google-ads-small-business-woes/416050/
- · Get Help with Google My Business
- https://support.google.com/business/gethelp

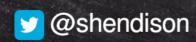








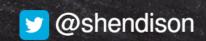








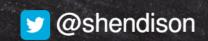














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