

You never get a second
chance to make a good
first impression.
-- *Will Rogers*



#Coolest Guy in SEO

Kris Reid

kris@ardorseo.com

Download the slides:

<https://ardorseo.com/resources>



Making it easy for your market to find you



- What image are you trying to portray?
- What does your brand represent?
- What does your Business Facebook say about your company?
- What does your Personal Facebook say about you?
- What do people see when they look at your company?

Looking Good



Making it easy for your market to find you

brand image

The impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). ...



BusinessDictionary



Making it easy for your market to find you



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Making it easy for your market to find you



Brand trust

How to gain
your customer's
confidence online



How to look good online?



Google maps



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← Rating -

GMAC office
 No reviews · Business Development Service
 Phnom Penh
 023 301 181

[DIRECTIONS](#)

GMAC Office
 4.5 ★★★★★ (2) · Corporate Office
 Phnom Penh
 023 301 181
 Open until 4:00 PM

[WEBSITE](#) [DIRECTIONS](#)

សហគមន៍ ពាណិជ្ជកម្ម កាត់ដេរដោយកម្ពុជា
 3.5 ★★★★★ (4) · Association or Organization
 Phnom Penh
 023 301 181

[DIRECTIONS](#)

Can't find what you are looking for?
ADD A MISSING PLACE



Cambodia
● Khan Mean Chey, Phnom Penh - From your Internet address

GMAC Office ✖

4.5 ★★★★★ 2 Google reviews
 Corporate Office

[Website](#) [Directions](#)

Address: Phnom Penh
Hours: Open today · 7:30AM–4PM ▾
Phone: 023 301 181

[Suggest an edit](#) · [Own this business?](#)

Know this place? Answer quick questions

Questions & answers
 Be the first to ask a question

[Ask a question](#)

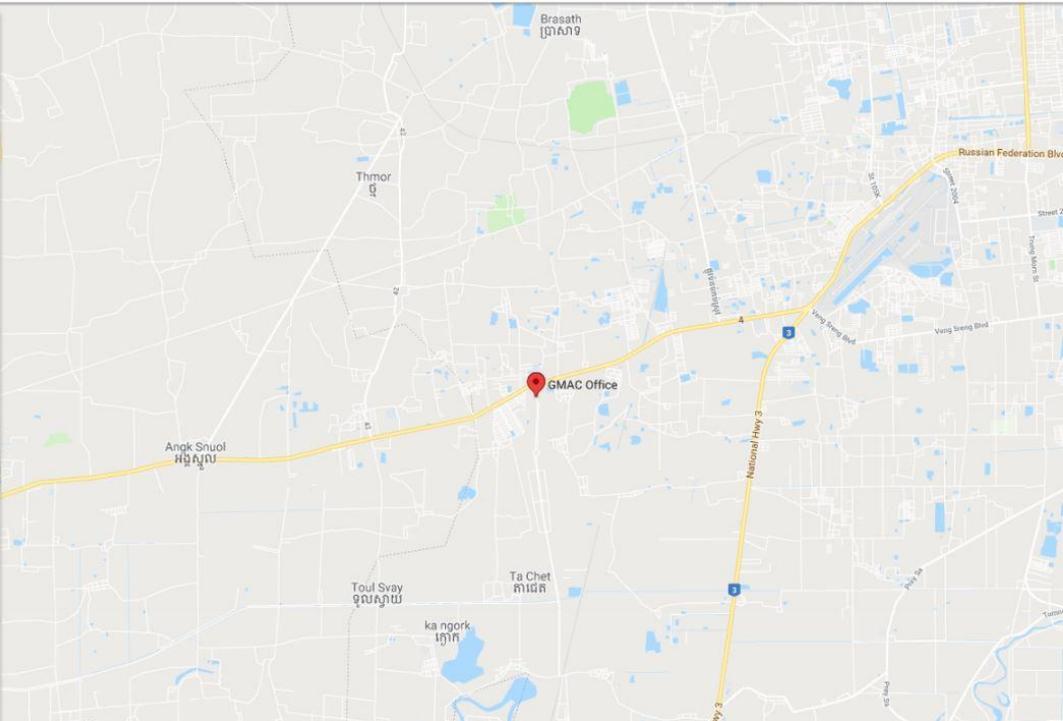


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Review summary [Write a review](#)

5 ★ 4.5
 4 ★
 3 ★
 2 ★
 1 ★

★★★★★
 2 reviews



<https://ardorseo.com/google-business-local-ranking/getting-started-google-map-listings/>



innocent ✓

@innocent.drinks

Home

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Photos

Community

Videos

Info

interest

Reviews

win stuff

Create a Page



Like Follow Share ...

Send Email

Message

Featured For You



hello@innocentdrinks.co...

Send Email



93% response rate
Typically replies within a fe...

Product/Service

Community See All

Invite your friends to like this Page

588,618 people like this

553,478 people follow this

Lina Mežapuke and 3 other friends like this

About See All



Making it easy for your market to find you

facebook

Business Manager

1. Business Info
2. About
3. Company Overview
4. Story
5. Milestones
6. Contact Info
7. Shop



Making it easy for your market to find you

Step 1: Business Information



Kroger ✓
@Kroger

Home

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Posts

Kroger-USO

Notes

Events

Community

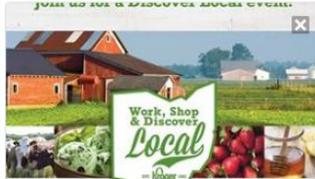
Create a Page



Like Follow Share ...

Shop Now

Featured For You



JUL 22 Discover Local at Kroger!
Sat 11 AM EDT - Various Kroger..



1,430,672 people like this
Rayanne Marie Bradley lik...

Food & Beverage Company in Cincinnati

Community

See All

Invite your friends to like this Page

1,430,672 people like this

1,392,152 people follow this

... makes this or has visited

About

See All

+1 800-576-4377

www.kroger.com

Status Photo/Video

Info

BUSINESS INFO

Founded in 1883

Mission

Our mission is to be a leader in the distribution and merchandising of food, pharmacy, health and personal care items, seasonal merchandise, and related products and services.



Making it easy for your market to find you

Step 2: About

Example 1

MORE INFO

-  About
Genuine Since 1937
-  Company Overview
Genuine Since 1937

Example 2

MORE INFO

-  About
Instant breaking news alerts and the most talked about stories.

Example 3

All Posts People Photos Videos Shop Pages Places Groups

Filter Results

POSTED BY

- Anyone
- You
- Your Friends
- Your Friends and Groups
- Choose a Source...

POSTED IN GROUP

- Any group
- Your Groups
- Choose a Group...

TAGGED LOCATION

- Anywhere
- Paris, France
- Ann Arbor, Michigan
- Choose a Location...

DATE POSTED

- Anytime

Pages See All

 **Urban Outfitters** 
Clothing (Brand) · 2,172,915 like this

 **Urban Outfitters** 
@urbanoutfitters
Clothing (Brand) · 2,172,915 likes

 Message  Like

 News

 Visit us at www.urbanoutfitters.com. Always open, always awesome.

 <http://www.urbanoutfitters.com/>

Recent Photos See All

 Like  Follow  Message

www.buzzfeed.com
18 hours ago · 850 shares



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Step 3: Company Overview

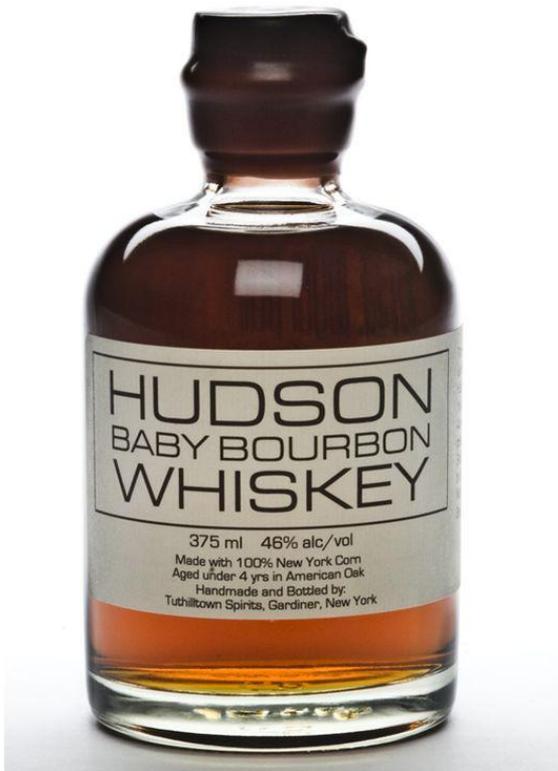
Company Overview

The Kroger Co. Headquartered in Cincinnati, Ohio, Kroger is one of the nation's largest grocery retailers.

The Kroger Co. spans many states with store formats that include grocery and multi-department stores, convenience stores and mall jewelry stores. We operate under nearly two dozen banners, all of which share the same belief in building strong local ties and brand loyalty with our customers.



Step 4: Story



STORY

Fate is a fickle thing. In 2001, when we purchased the Tuthilltown Gristmill to open a rock climber's ranch, the neighbors balked. So we had to find another way. The 240-year history of the mill led us to it. Grain, water, yeast and a new purpose: We decided to make whiskey.

With our own skills and a lot of hard work, we converted two on-site granaries into the first whiskey distillery in New York State since Prohibition.

We didn't know anything about distilling whiskey. We decided not to think "out of the box." Instead we burned the box and started fresh. For two years we traveled to distilleries and talked to experts around the globe. All the while building our distillery, acquiring our permits, and waiting for our stills to arrive.

It took six months of experimentation to produce great, rich whiskey by hand, one batch at a time. Along the way we changed the way whiskey is made and we changed our lives.

The Industrial Revolution dies at the beginning of our driveway. We're about handcrafted spirits. Our Distillerymen are always in direct contact with the materials and the spirit of the distillery.

From grain to glass, we take great care and pride in all of our spirits. We've captured local flavor and ambience using the agricultural resources of local farmers while leaving a smaller footprint on the environment.

Like true New Yorkers, we've toughed it out and thrived. Our staff is honored and thrilled to have been named "Best Artisan Distiller of 2010" by the American Distilling Institute. Just regular folk making whiskey that has earned its place on the top shelf. It was quite a climb, but it sure looks good from here.

Many thanks, Fate. The next round's on us.



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Step 5: Milestones

Ray-Ban®

▼ Milestones

- 2015 12 Million Fans
- 2014 11 Million Fans
10 Million Fans
9 Million Fans
- 2013 8 Million Fans
7 Million Fans
6 Million Fans
- 2012 5 Million Fans
4 Million Fans
- 1989 Folding Wayfarer Appears
- 1985 The Birth of B-15 Lenses
- 1984 Cats Collection is Released
- 1981 Constant Density Brown Lenses Are Introduced
- 1980 Outdoorsman II
- 1978 First Ambermatic Lenses
- 1974 Changeable Gray Lenses
- 1973 Large Metal II
- 1970 More than Gold
- 1967 Batorama First Appears
- 1965 Olympian I and II
- 1962 [Impact-Resistant Lenses](#)
- 1957 Caravan Kicks Off the Squared Look
- 1956 The New Fashion Accessory
- 1953 Advent of the Legendary G-15 Lens
- 1952 Ray-Ban Introduces the Wayfarer
- 1951 The Birth of N-15 Lenses
- 1943 Ray-Ban Green Lenses Become Standard Issue
- 1940 Hollywood Discovers Ray-Ban
- 1938 Introducing the Outdoorsman Shooter Hits the Shelves
- 1937 Aviators are Born



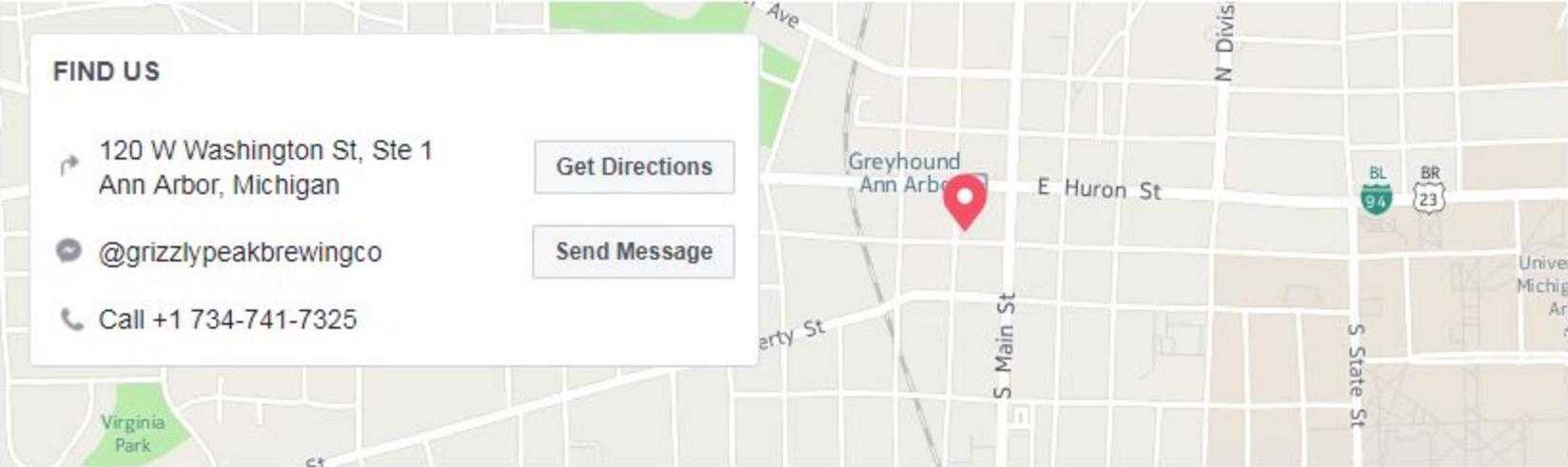
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Step 6: Contact Information

Info [Suggest Edits](#)

FIND US

-  120 W Washington St, Ste 1
Ann Arbor, Michigan [Get Directions](#)
-  @grizzlypeakbrewingco [Send Message](#)
-  Call +1 734-741-7325



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Step 7: Shop



Hawkers Co. ✓

@Hawkersco

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Shop

Community

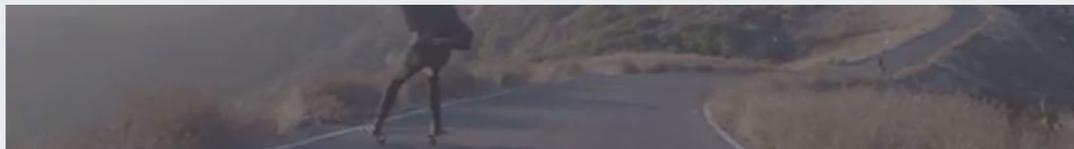
Videos

Events

Info

Instagram

Hawkers Co. Newsletter



Like Follow Share ...

Shop Now

search products

Subscribe

All Products



Black · Chrome Flat Lax
€40.00



Black · Clear Blue Flat Lax
€40.00



Black · Rose Gold Flat Lax
€40.00

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Step 7: Shop

Black · Clear Blue Flat Lax



Share | Save

Black · Clear Blue Flat Lax

Sold by Hawkers Co.

€40.00

Check Out on Website

This will take you to www.hawkersco.com

Report Product

Like Comment

9

Top Comments

1 share

Write a comment...



Teresa Contreras Joaquin Adolfo

Like · Reply · July 19 at 12:28am

1 Reply



Ale Amalfitano Thomas Ballardini

Like · Reply · July 12 at 9:14pm

View 1 more comment

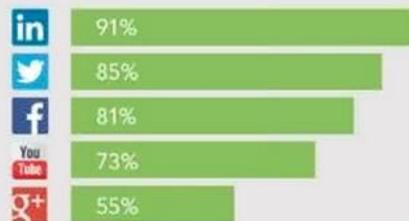


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LinkedIn by the Numbers

LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

% of B2B marketers who use various social media sites to distribute content



LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of the social traffic was driven by the big three networks, with half of it coming from LinkedIn



LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

Among top performing organizations, % of B2B Marketers who rated the Social Media Site on effectiveness in generating leads



Source: Content Marketing Institute and MarketingProfs' fourth annual B2B Content Marketing: 2014 Benchmarks, Budgets, and Trends



Your headline = your elevator pitch



fluencer



2nd

Nicholas Thompson

Editor in Chief of Wired
WIRED • Stanford University
Brooklyn, New York

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... 

Kris Reid

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Kris Reid • 2nd

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The coolest Guy in SEO Kris Reid will BOOST YOUR REPUTATION, INCREASE YOUR TRAFFIC,
MAXIMIZE YOUR CONVERSIONS



Making it easy for your market to find you

- ☆ **Boost your online reputation**
- ☆ **Become the Authority of your Niche**
- ☆ **Targeted Traffic**
- ☆ **Dramatically increase conversions**

Speak with me and I'll show you how to improve your website ranking, direct targeted traffic to your website, become the ultimate authority of your niche, increase conversions through authority marketing and dramatically increase your business. Call me today

SKYPE: kdreid

EMAIL: kris@ardorseo.com

CONTENT MARKETING

- ☆ **High Page Rank Posts**
- ☆ **Tier 1 Posts**
- ☆ **Tier 2 Posts**
- ☆ **PDF Posts**
- ☆ **Social Media Posts**
- ☆ **Video Posts**



For full details please see
<https://www.ardorseo.com>

WEBSITE CONVERSION

- ☆ Targeted traffic
- ☆ Authority Marketing
- ☆ Conversion Optimization

Want to grow your business? Call Kris Reid at +855 696 76 880 and have the very coolest guy in SEO make you the coolest guy in your industry!

SKYPE: kdreid

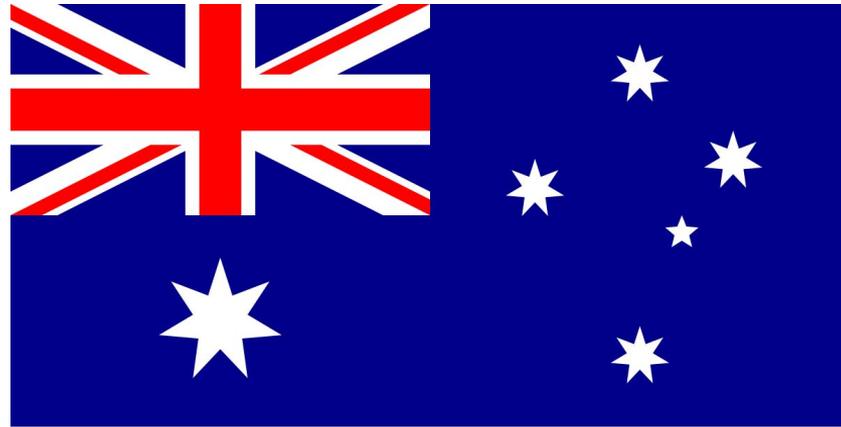
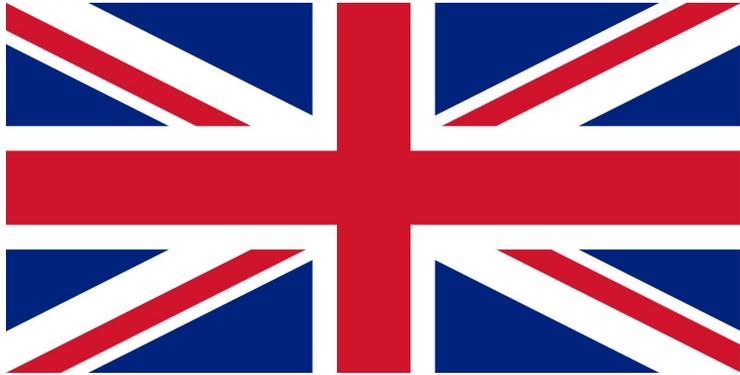
EMAIL: Kris@ardorseo.com

Learn how to grow your business visit: www.ardorseo.com

I am an open networker and accept all invitations.



Where are your customers?



Making it easy for your market to find you

Google



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garment factory in china



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HKTDC.com eMarketplace - China & Asia Verified Suppliers

www.hktdc.com/Sourcing

Easy Online Sourcing - Enquire Now!

50 Years of Experience - 1,700,000 Global Buyers

Types: Electronics, Apparels, Household Items, Toys, Jewelry

Small Orders

Free Suppliers Search

High-Quality Suppliers

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www.yaaku.com/

Hundreds of new products updated daily, shop retail clothes at wholesale price!

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Types: Tops, Dresses, Skirts, Pants, Kids Clothes, Men's Clothes, Bags

Women Clothing · Men Clothing · Bags

Garment China - High Quality, Factory Price - Made-in-China.com

www.made-in-china.com/hot-products/bulk-buying

Garment China. Safe Trading B2B

Manufacturers, China Chinese Clothes suppliers - Global Sources

www.globalsources.com/

Source For Quality Products From Verified Wholesale Suppliers!

Clothing Manufacturers in China: How to Find the Right Factory

<https://www.chinainportal.com/blog/clothing-manufacturers-china-find-right-factory/>

Jun 17, 2017 - As a senior manager of an export garment corp from China, I suggest you evaluate the quality of the supplier's products by check what they are currently producing for their other clients, just let them take out some garments for you to check. This will be much easier for you to judge if the factory is right for you ...

Images for garment factory in china



→ More images for garment factory in china

Report images

China garment factory - Alibaba

<https://www.alibaba.com> · Apparel · Men's Clothing · Men's T-Shirts

China Garment Factory, China Garment Factory Suppliers and Manufacturers Directory - Source a Large Selection of Garment Factory Products at factory automation ,factory supplies ,factory excavator



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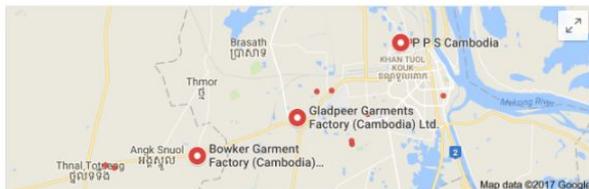


garment factory in cambodia



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Rating Hours

P P S Cambodia

2.5 ★★☆☆ (2) · Sewing Company
Phnom Penh · 023 844 455
Open until 6:00 PM



Gladpeer Garments Factory (Cambodia) Ltd.

5.0 ★★★★★ (1) · Garment Exporter
Phnom Penh · 023 729 553



Bowker Garment Factory (Cambodia) Company Limited

4.7 ★★★★★ (3) · Garment Exporter
Phnom Penh · 023 968 688



More places

List of all factories monitored by BFC | Better Factories Cambodia

betterfactories.org/?page_id=6540

List of all factories monitored by BFC. Download (PDF, 300KB). Want to be notified when our website is updated? Enter your email address below to be the first to know. Email subscription. Download Cambodian Labour Law Guide. Read more... Download. Garment and Footwear MOU · Third party access form · Buyer ...

The Garment Industry | Better Factories Cambodia

betterfactories.org/?page_id=25

The Garment Industry. From its small-scale start to its swift rise to prominence in the late 1990s, Cambodia's garment sector has remained a linchpin of the nation's economy. Over the years, the industry has faced intense internal and external pressures, including the global economic crisis, increased competition, and a trend ...

Gmac Home Page

<https://www.gmac-cambodia.org/>



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Per Click: \$0.19
Conversion Rate: 1%
Average Value Per Customer: \$1,000

Total: 100 Clicks X \$0.19 = \$19 Adspend = \$1,000 Customer

Ad group ideas	Keyword ideas		
Search Terms	Avg. monthly searches ?	Competition ?	Suggested bid ?
factory in cambodia	100 – 1K	Low	\$0.19
garment factory in cambodia	100 – 1K	Low	\$0.19
cambodian clothing manufacturers ▾	10 – 100	Medium	\$0.67



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What is SEO?



Search engine optimisation...

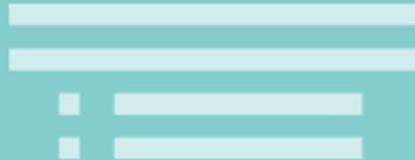


SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “Organic,” “editorial” or “natural” search results on search engines.

Making it easy for your market to find you



Why is SEO important?



Google now process over **40,000 search** queries every second on average, which translates to over **3.5 billion searches** per day and **1.2 trillion searches** per year worldwide.

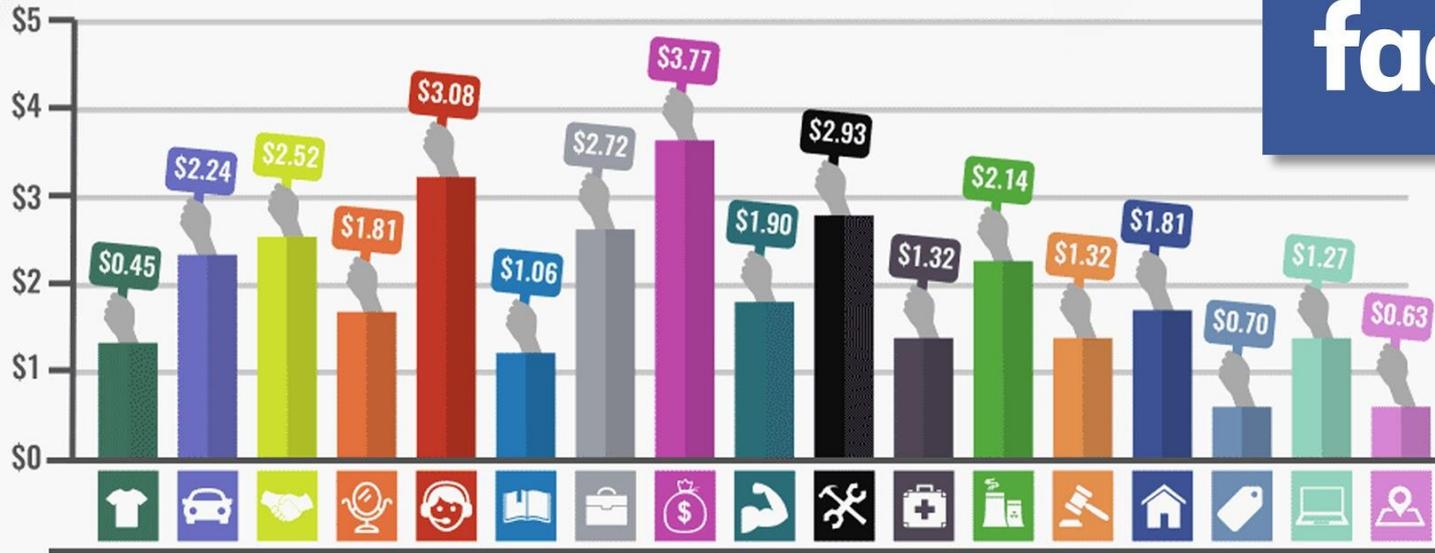


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AVERAGE COST PER CLICK

The average cost per click (CPC) in Facebook ads across all industries is \$1.86

facebook



■ APPAREL ■ AUTO ■ B2B ■ BEAUTY ■ CUSTOMER SERVICES ■ EDUCATION ■ EMPLOYMENT & JOB TRAINING ■ FINANCE & INSURANCE ■ FITNESS
■ HOME IMPROVEMENT ■ HEALTHCARE ■ INDUSTRIAL SERVICES ■ LEGAL ■ REAL ESTATE ■ RETAIL ■ TECHNOLOGY ■ TRAVEL & HOSPITALITY

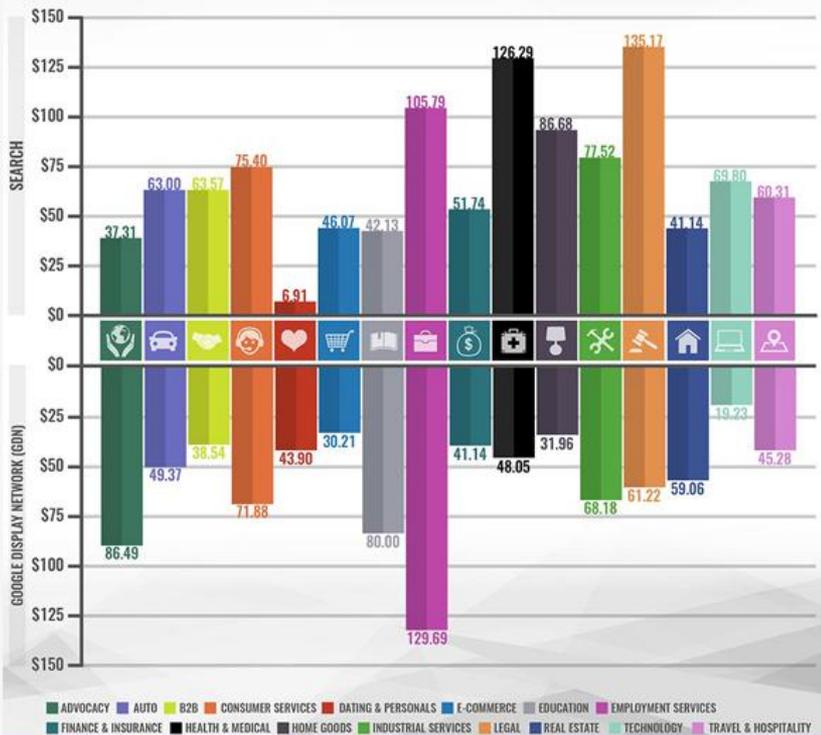


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GOOGLE ADWORDS INDUSTRY BENCHMARKS

AVERAGE COST PER ACTION

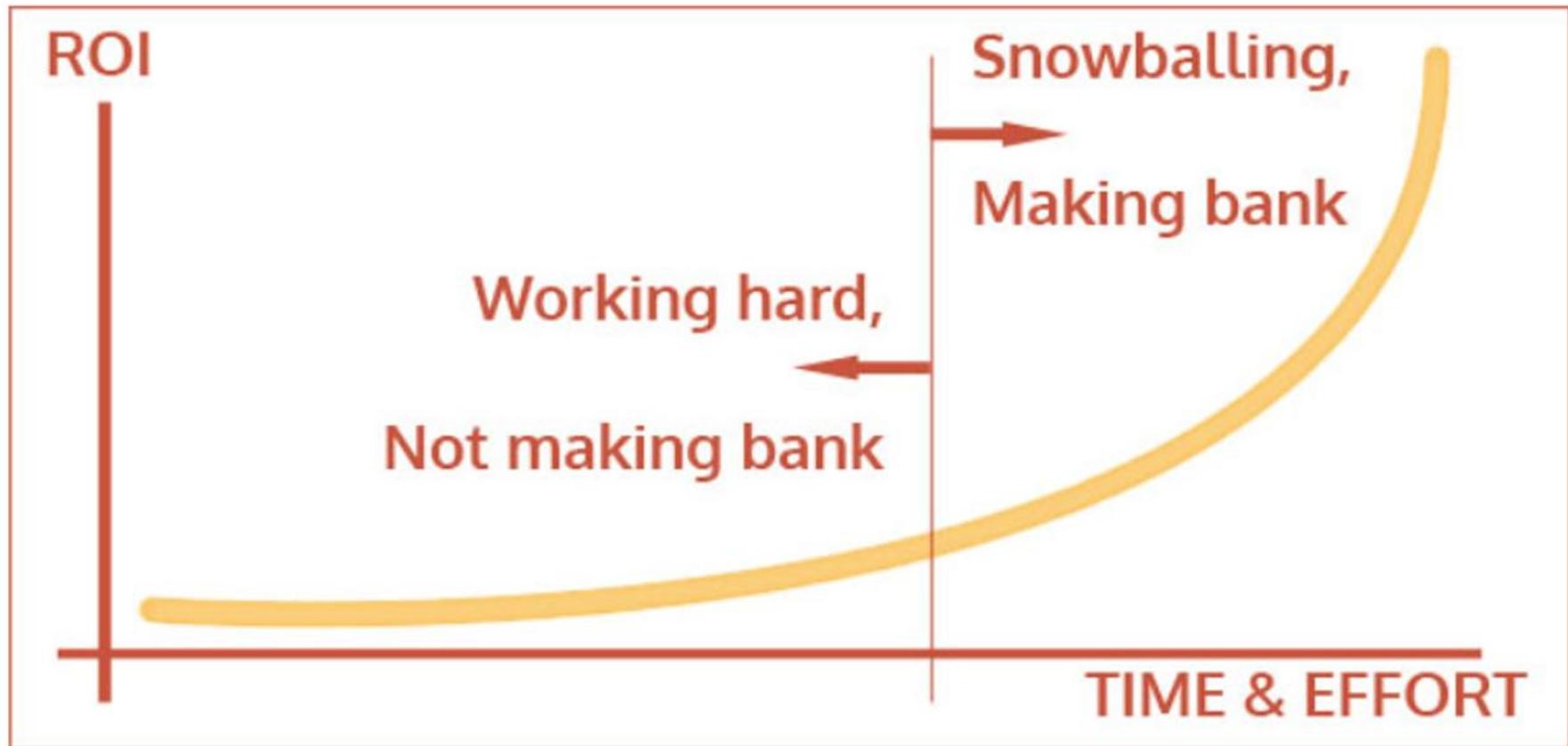
The average cost per action (CPA) in AdWords across all industries is \$59.18 on the search network and \$60.76 on the display network.



Google
AdWords



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XO condo phnom penh



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XO Condo & Real Estate Co.,Ltd - Home | Facebook

<https://www.facebook.com> > Places > Phnom Penh > Real Estate > Translate this page

★★★★☆ Rating: 4.1 - 35 votes

XO Condo & Real Estate Co.,Ltd. 417781 likes · 3334 talking about this · 79 were here. XO CONDO

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Condominiums For Rent and Sale in Phnom Penh, Cambodia| CBRE ...

www.cbre.com/kh/property/condominiums/ >

Condominiums Phnom Penh. Search 1000s of Phnom Penh commercial and residential properties: apartments, condominiums, villas, warehouses, office space, commercial real estate and more.

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www.skyscrapercity.com > ... > Cambodia > Projects & Construction >

Oct 11, 2017 - 9 posts - 2 authors

Phnom Penh | XO Power Condominium | 22F | U/C Projects & Construction.

XO Condo & Real Estate Co., Ltd. - YouTube

<https://www.youtube.com/watch?v=DVvyh-3iNyk>

Oct 4, 2017 - Uploaded by Digital Pages (Cambodia) Co., Ltd

XO Condo & Real Estate Co., Ltd. - Duration: 1:24. Digital Pages (Cambodia) Co., Ltd 3 views · 1:24 ...



Condo for sale \$55000 , Phnom Penh, Cambodia - YouTube

<https://www.youtube.com/watch?v=U57cv7gFEwc>

Jul 31, 2017 - Uploaded by XO Ken

Email: realty0009@gmail.com.



Condo for Sale in Phnom Penh | Realestate.com.kh

<https://www.realestate.com.kh/properties/condo-for-sale-in-city-phnom-penh/> >

Search all Condo for Sale in Phnom Penh. Thousands of properties for sale & rent from Cambodia's leading agents, find your new home or investment today.

Condo For Sale in Cambodia - Khmer24.com



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Write something on this Page...

Property company in Phnom Penh
4.1 ★★★★★ Always open

Community See all

Invite your friends to like this Page
417,733 people like this
418,763 people follow this

Posts

XO Condo & Real Estate Co.,Ltd added 8 new photos. 29 November at 18:00

UK Condo (168)
-Price: \$22,500 /Unit
-Installment \$288/Month
-Deposit 0%
See more



9787033781
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www.jolyna.com
Property company
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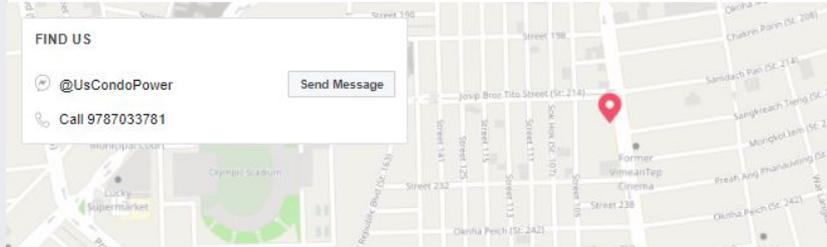
Suggest Edits

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@UsCondoPower

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Call 9787033781



HOURS

Always open

ADDITIONAL CONTACT DETAILS

168kimseasor@gmail.com

http://www.jolyna.com

Property company

STORY

XO CONDO Open Mystery

We are XO condominium. We promise to only deliver world class service for you. Nothing more or less, but only the BEST.



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@UsCondoPower

- Home
- Posts
- Videos
- Photos
- About
- Community
- Reviews**



Like Follow Recommend ...

Call Now Message



MOST HELPFUL MOST RECENT STAR RATING

5-STAR REVIEWS

 **Aliaa Fouad** reviewed XO Condo & Real Estate Co.,Ltd - 5★
20 August · 🌐
So beautiful the view!!Good luck with the best I loved it..

Like Comment Share

 Write a comment...

 **Donnetti Reaves** reviewed XO Condo & Real Estate Co.,Ltd - 5★
9 August · 🌐
These are beautiful places, unfortunately I'll only get to admire it from a picture..

Like Comment Share

 Write a comment...

 **Kimsea Sor** reviewed XO Condo & Real Estate Co.,Ltd - 5★
19 May · 🌐
All beautiful natural I really love it 💎

Like Comment Share

 Write a comment...

See more

4-STAR REVIEWS

 **Monton Tongmon** reviewed XO Condo & Real Estate Co.,Ltd - 4★
28 May · 🌐

Like Comment Share

 Write a comment...

3-STAR REVIEWS

 **Windy Brown** reviewed XO Condo & Real Estate Co.,Ltd - 3★
9 August · 🌐



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SALES PROCESS



1

GOT A LEAD-QUALIFY IT

- Call Immediately
- Min employee size?
- Common connections/BG?
- Any new developments?
- Don't send proposal

2

FIRST MEETING

- Create a Deal in CRM
- Budget - whose, enough?
- Need - painkiller or vitamin?
- Authority - key HM accessible?
- Timing- new proj, replacement?
- Don't send proposal

3

DEMO

- Recap Challenges
- Present Solution
- Workshop - who (HM) & when?
- Procurement Process?
- Finalize Workshop Objectives
- No free pilots
- Don't send proposal

4

PILOT/WORKSHOP

- Recap Objectives
- Ensure Participation
- Qualitative Feedback
- Pilot Report (PR)
- PR Discussion-who(HM) & when?

5

PROPOSAL

- Only on budget confirmation
- Budget small - who has money?
- Match buyer to his budget
- Match Scope to Budget Pro
- Discussion - who (HM) & when?

6

DEAL

- Legal - Y/NA
- Info Sec - Y/NA
- DM Sign off - Y/NA
- Procurement - Y/NA
- Vendor Registration - Y/NA
- PO - Y/NA
- Payment



#Coolest Guy in SEO

Kris Reid

kris@ardorseo.com

Download the slides:

<https://ardorseo.com/resources>



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Sales Process Checkup



Online Reputation Review

- Contact Detail
- Google Maps
- Facebook Business Page
- Website
- Online Reputation Management

+ Free bonus

- Sales Process Consultation



Making it easy for your market to find you

Sales Process Checkup



Online Reputation Review

- Contact Detail
- Google Maps
- Facebook Business Page
- Website
- Online Reputation Management

+ Free bonus

- Sales Process Consultation

\$97



Making it easy for your market to find you