

By Torey Alexander

Workbook

THE MAGIC OF SEO & BRANDING FOR YOUR STORE



Hey there! Do you have a store or shop people visit? If yes, you're part of a cool club called "brick-and-mortar businesses." Now, let's talk about making your business even cooler and more popular with two magic tricks: SEO and Brand Management.

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Chapter

WHAT IS SEO?

Imagine if you hid your store in a forest. SEO (Search Engine Optimization) is the path that leads customers right to your door, but through the internet! It's about making your store's website easy to find when people search online.



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WHAT IS BRAND MANAGEMENT?

Brand Management is like choosing the best outfit for your store. It's how you make sure your store looks great, tells your story, and makes people remember and choose you over others.



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WHY THEY'RE IMPORTANT

1. **SEO:** So more people can find your store online, just like a treasure map!
2. **Search Engine Overload:** Did you know that Google processes over 3.5 billion searches per day? That's like every person on Earth googling something once every two days!
3. **Top of the Heap:** Did you know that the first five organic results on Google's first page get about 67% of all clicks? Being at the top is like being the most popular kid in school!
4. **Mobile Matters:** Did you know that more than half of all online searches come from mobile devices? It's like your website needs to fit in everyone's pocket to be seen!
5. **Local Love:** Did you know that 46% of all Google searches are looking for local information? It's like people use Google as a digital map to find treasure in their own city!
6. **Question Quest:** Did you know that searches in the form of a question have increased by over 60%? People are always looking for answers, and your site could be the wise guru they find!



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WHY THEY'RE IMPORTANT (CONT'D)

1. **Brand Management:** To make your store the first name that pops into customers' heads when they need something you sell.
2. **First Impressions Count:** Did you know it only takes 7 seconds for consumers to form a first impression of a brand? That's quicker than it takes to tie your shoes!
3. **Consistency is Key:** Did you know that presenting a brand consistently across all platforms can increase revenue by up to 23%? It's like wearing your team jersey to every game so everyone knows who you're playing for!



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WHY THEY'RE IMPORTANT (CONT'D)

- **Emotion Over Logic:** Did you know that emotional reaction influences brand loyalty more than actual product or service quality? It's not just what you do, but how you make people feel!
- **Color Creates Connection:** Did you know that color improves brand recognition by up to 80%? Choosing the right color for your brand is like picking the perfect outfit for a first date!
- **Storytelling Sells:** Did you know that storytelling in branding makes your company 22 times more memorable? It's like your brand is the main character in your customer's favorite book!



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EASY TIPS TO ROCK SEO

- **Keywords Are Key:** Use words in your website that people type into Google when looking for your stuff.
- **Be a Local Hero:** Tell Google where you are by listing your business on maps and directories.
- **Fast and Friendly:** Make sure your website loads quickly and looks good on phones too.



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FUN WAYS TO BOOST YOUR BRAND

- **Tell Your Story:** Share what's special about your store. Maybe you have the oldest toy shop in town?
- **Be Social:** Post fun pictures and stories on social media. Let customers peek behind the curtain.
- **Happy Customers Talk:** Encourage your customers to leave reviews and share their experiences.



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Chapter CONCLUSION

- SEO and Brand Management are your secret weapons to stand out and attract more customers. Start using these tips today, and watch your business grow!
- Remember, it's like a game. The better you play with SEO and Branding, the more people will visit your store, both online and in person. Let's make your business the talk of the town!



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YOUR SEO & BRANDING CHECKLIST

- Pick awesome keywords
- Make your site speedy
- List your business on Google
- Share your unique story
- Post cool stuff on social media
- Collect happy customer reviews