

**WebFire Wednesday Webinars:**

# **Data Analysis of SEO Changes and What that Means for You...**



# Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a  
Live Training and/or Q&A Call for WebFire  
Members



These trainings will either feature myself (Brian Koz), Shawn Casey, both of us at once, or occasionally a featured special guest if we think their expertise would be of value to our members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Use these calls as an opportunity to get even more training, ask strategy type questions, get feedback, or make suggestions on what else you'd like to see!



Special Note: Make sure to check out our prior WebFire Wednesday Webinars and our WebFire trainings, as there's tons of info already there that a lot of you are asking for more training on. 😊



## WebFire Member Rules to Success:

1. Follow the steps and trainings we have.
2. Don't give up (seek help when needed but don't get too dependent)
3. No whining or negative attitudes (quickest way to fail)



Now let's move onto our training for this week on our data analysis of SEO changes and what it means for you





# SEO Changes and Best Practices

- White Hat vs. Black Hat
- What we recommend and why (and have always).
- Why others fear Google updates but we don't (nor should you).



# What and How We Analyze SEO Data

- We track thousands of users' sites anonymously as well as thousands and thousands more of their competitors' sites.
- We then compile a list of stats based on how well their ranking to find “similarities” and “patterns.”
- This not only helps us help you rank better with better information (and updates on tools), but it lets us see in real time any Google algorithm changes. 😊
- What we discovered (live walk-through and discoveries).



## A Few Takeaways...

- Optimizing your titles, descriptions, etc. with targeted keywords is even more important now.
- Quality over quantity for backlinks (even more important now too).
- Always do white hat techniques for long term gains.
- Optimize a site fully instead of “partially,” as that seems to make a major difference with sites ranked on page one vs. ranked on page two or three ... or not at all. 😊



Any other questions?? (and cash  
giveaway right after)



New WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



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