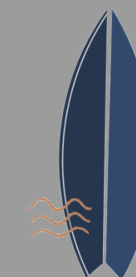


WORLD CUP READY: OPTIMIZATION DEEP DIVE

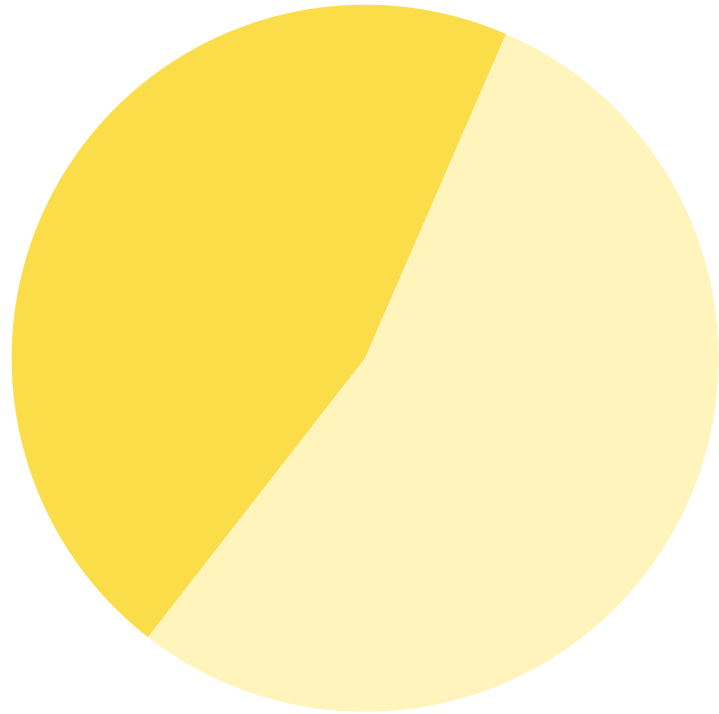
SEATTLE, WA 10.2.25



SURF RIDER MEDIA

Why Invest In Local SEO?

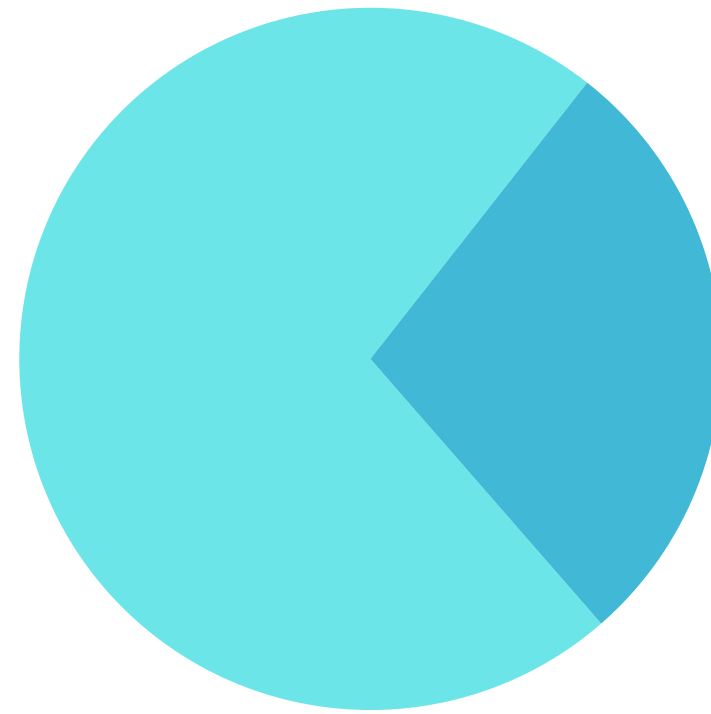
Relevance



46%

of all searches
have to do with
location

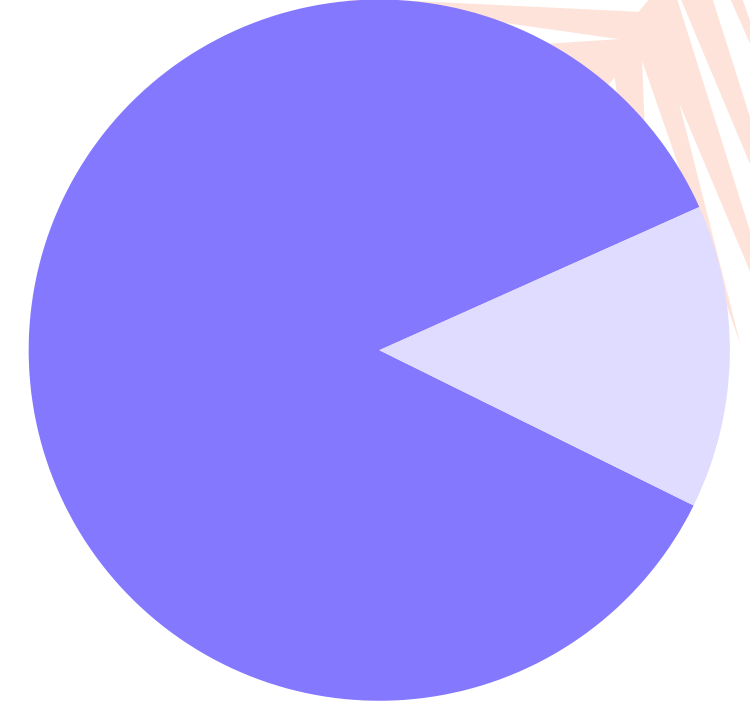
Distance



72%

of consumers
searching for local
businesses visit stores
within five miles

Prominence



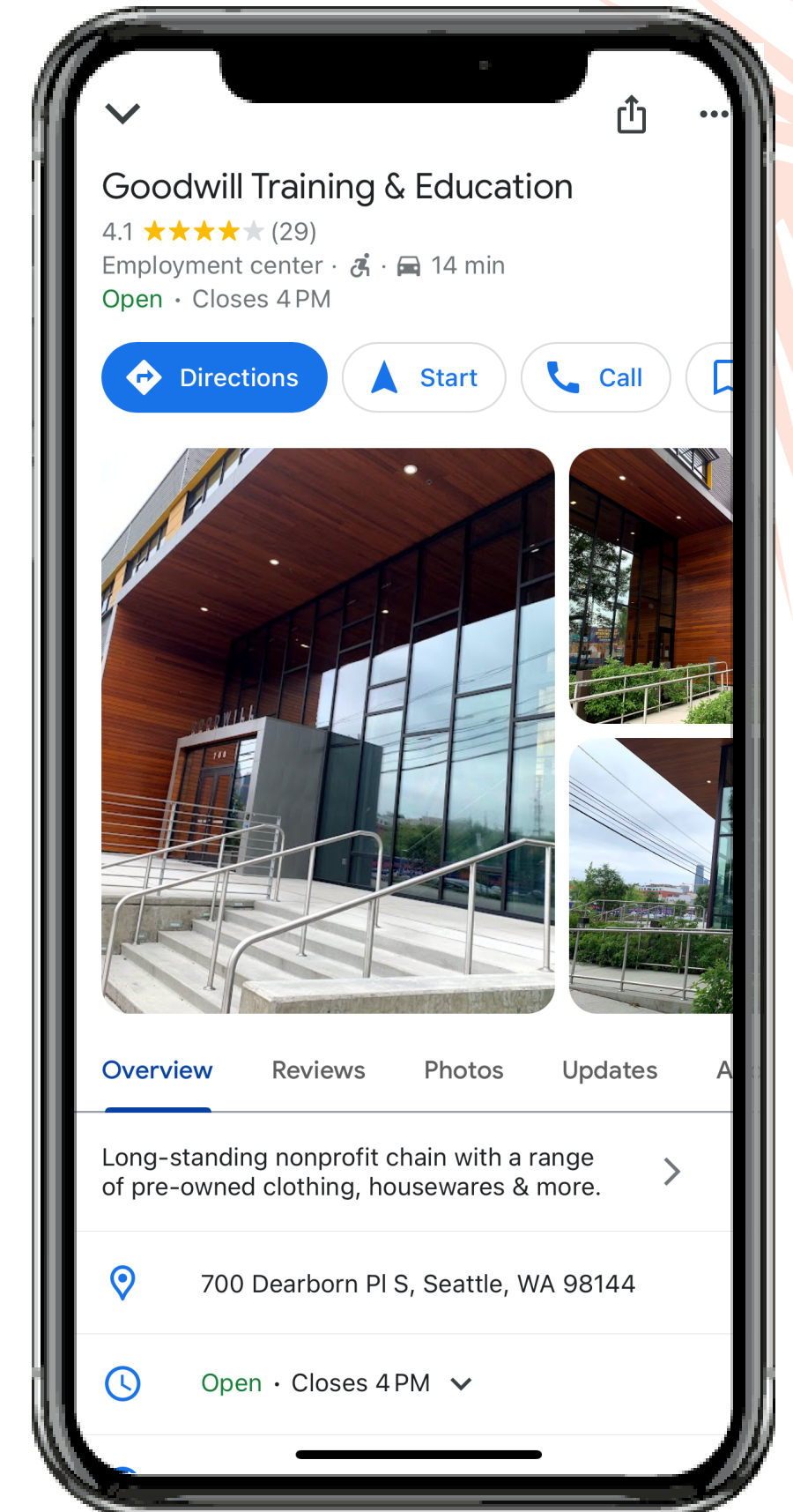
86%

of consumers use
Google Maps to find
local businesses

Google Business Profile

What Is a Google Business Profile?

- Displays essential information about a business & its services
 - Name
 - Address
 - Phone
 - Website
 - Hours (make sure they are up to-date!)
- Highlight reviews, Menu & other selling points
- Required for local search results & Google Maps
- Capitalize on Zero-click searches
- Verify your business with Google



WORLD CUP SESSION 1

RECAP

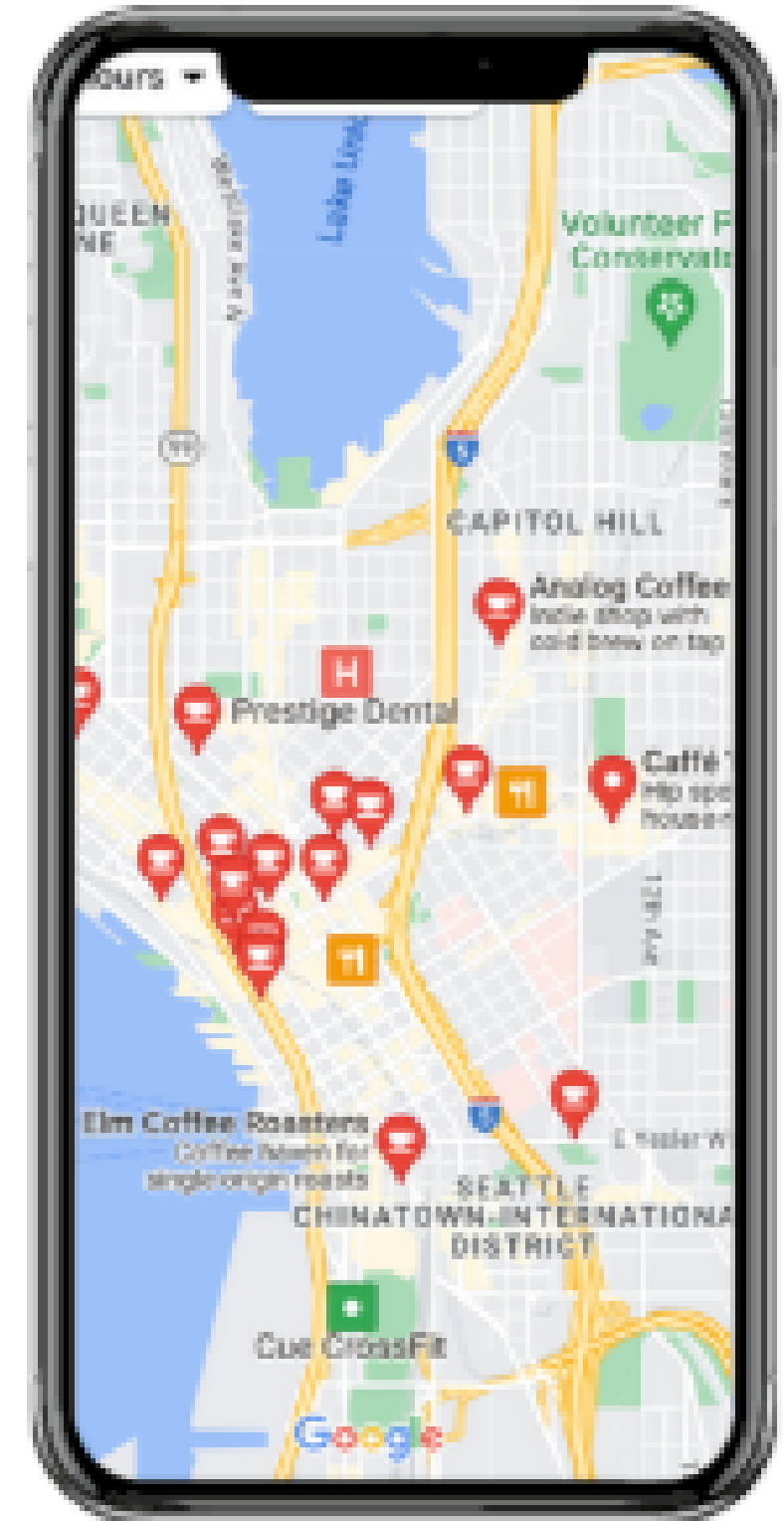


Google Maps

How To Rank for “Near Me” Searches

Important Steps For World Cup Traffic

1. Optimized Google Business Profile Is Essential
2. Use Local Landmarks & Phrases
3. Include Directions & Local Context
4. Create Event-Themed Pages or Posts
5. Add Location Schema



Optimize Your Profile for the World Cup

Consistency is key when optimzing Your GBP

- Consistent info across platforms (name, address, phone)
- Choose the correct category
- Add & update content regularly.
 - High resolution photos, videos, etc.
 - Include world cup themed updates and photos
- Keep up to date:
 - Business hours (including game & holiday hours)
 - Contact information
- Use all 750 characters in about section
- Include images and descriptions of products
- Include relevant Keywords

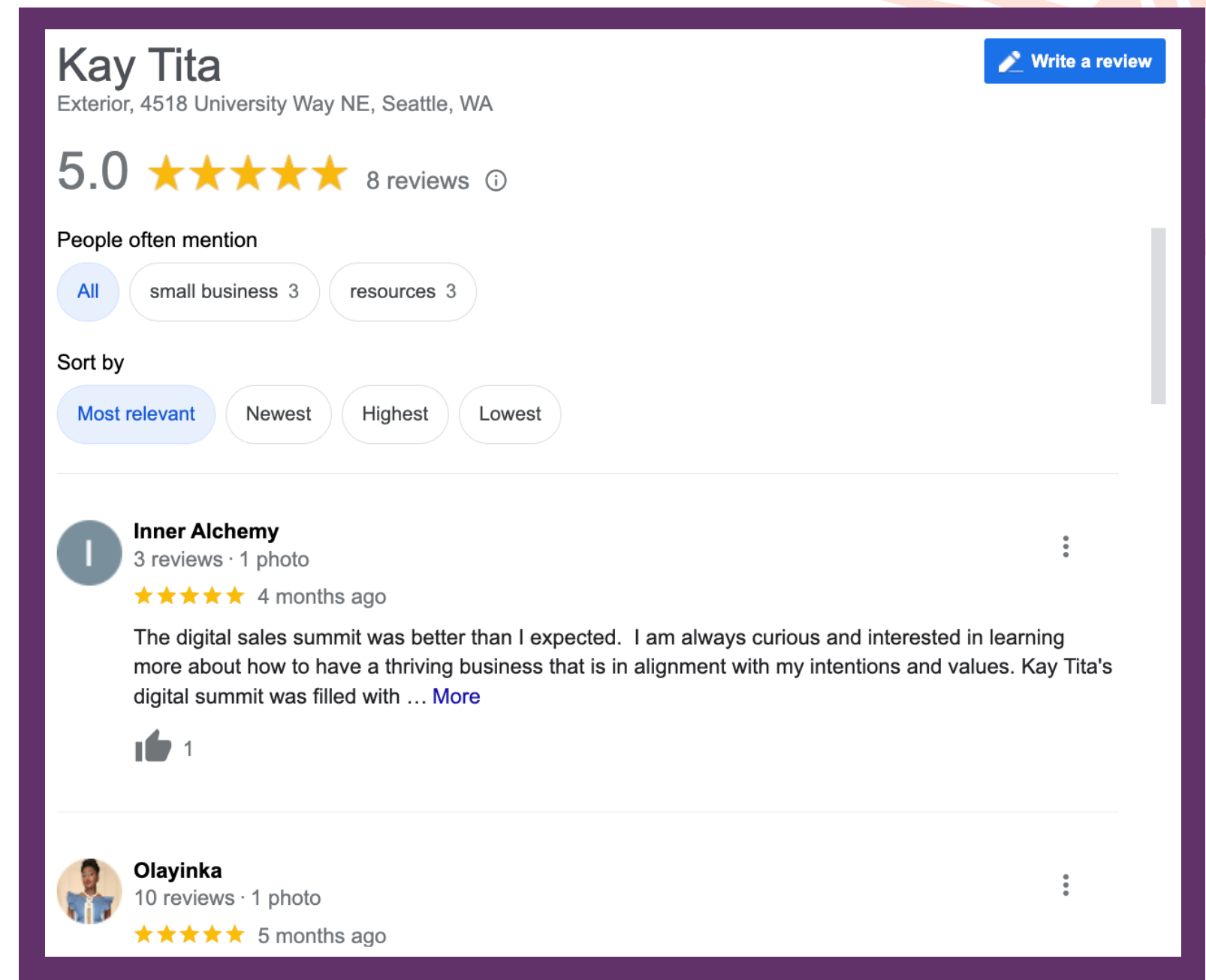


The Importance of Reviews

Nearly 9 out of 10 people trust online reviews from strangers as much from friends & family

Google prioritizes profiles with reviews

- Ask for Specific Feedback
- Make It Easy
- Respond to All Reviews
 - Respond to as many reviews as possible with keywords
- Highlight Positive Reviews
- Use Tools and Services
- Consistent reviews are more valuable than a one time burst



Local Citations

Online mentions of a business's name, address, and phone number on various local directories, websites, and social platforms, enhance its online visibility and credibility within a specific geographic area.



2026 WORLD CUP OPTIMIZATION DEEP DIVE



Google Maps

Start With Keyword Research

Start with Core Themes

Category	Examples
Cuisine Type	dim sum, pho, ramen, hot pot
Dining Options	takeout, dine-in, delivery, outdoor seating
Experience	best lunch spots, family-friendly, late night

Add Local Intent

- “pho International District Seattle”
- “best dim sum Seattle ID”
- “late night food International District”
- “best pregame meal near centurylink”
- “Where to watch world cup ID”

- Add keywords to: Title Tags, H1s, Meta Descriptions, Menus, GMB
- Collect reviews using keywords (e.g., “Loved this pho in the ID!”)
- Build pages/posts like:
 - “Top 5 Lunch Spots in Seattle’s International District”
 - “TOp World Cup Viewing Parties”

Leverage “Near Me” Keywords

Google uses proximity + relevance + content to rank your business.

“Near me” + “World Cup” Google searches will spike during the world cup

- Examples:
 - “Open late near Lumen Field for World Cup”
 - “Where to watch the match near Seattle Chinatown”
 - “World Cup food specials near me”

Target phrases to use in profile:

- “near Lumen Field”
- “near World Cup stadium Seattle”
- “near me during the World Cup”
- “open late near Lumen Field”
- “coffee near World Cup Seattle”



Use Local Landmarks & Phrases

Google looks for geographic context in your content.

Include Directions & Local Context on Pages by Including

- An embedded map
- Driving/public transit directions
- Nearby landmarks (e.g., “near King Street Station”)

Example content:

- We’re located in Seattle’s International District, just a short walk from Lumen Field. Perfect for fans looking for food or drinks near the stadium during the World Cup.

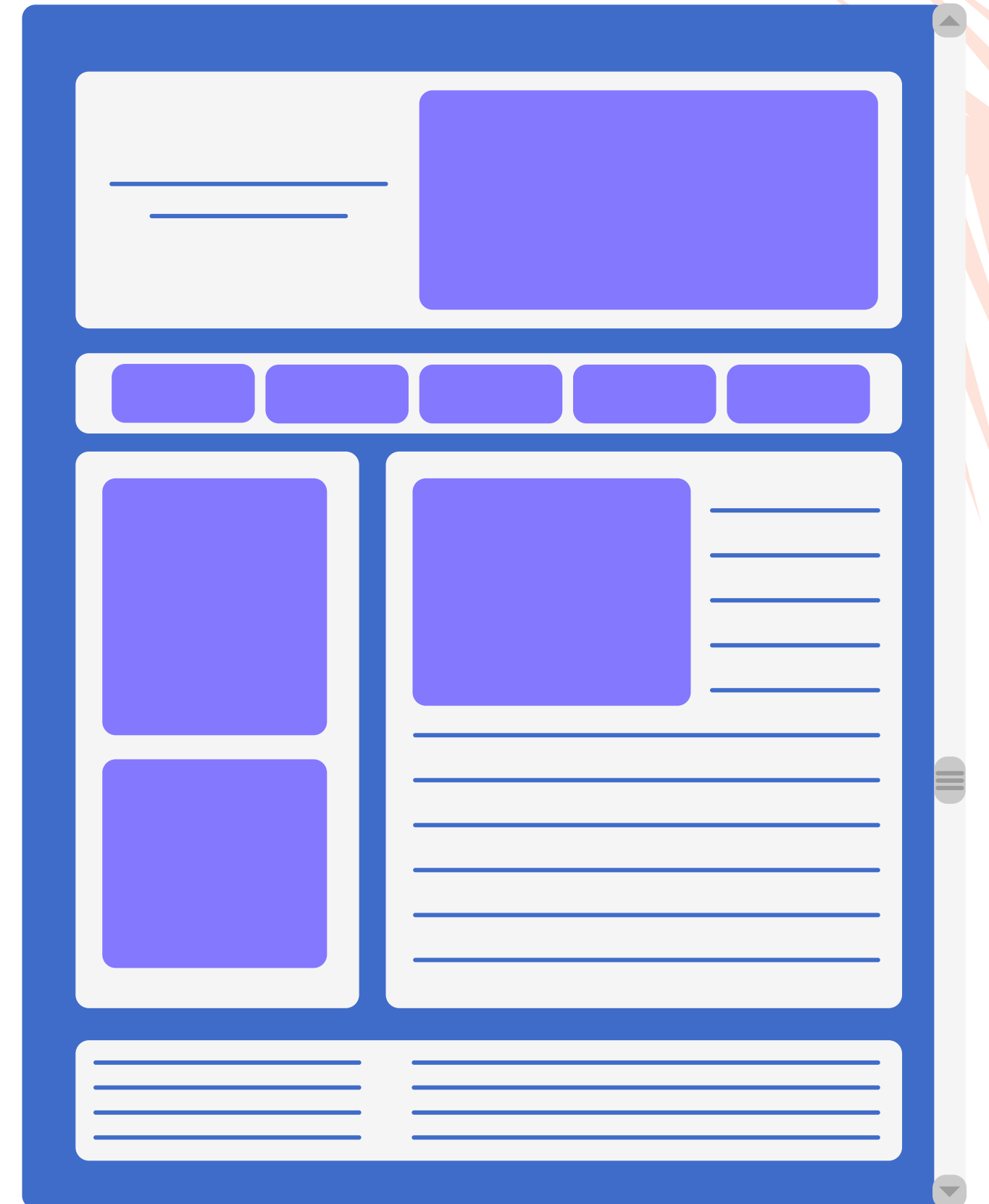


On-Page Signals

Behind The Scenes

On-Page signals are main a component of what Google looks at when evaluating your website for SEO.

- Keywords
- URL Slug
- Home Page
- Title Tags
- Photo Optimization
- Local Schema



Google Business Profile To Do:

Steps to optimize your Google Business Profile for the World Cup

Element	Action	Impact
Verification	Claim and confirm business details	Unlock all GBP features, build trust with Google
Business Category	Choose the correct categories	Assign business type for targeted local queries
Business Description	Write a keyword-rich, concise summary	Improves relevance for targeted local queries
Photos & Videos	Use high-resolution, geo-tagged images/videos	Increases clicks and conversions
Reviews & Q&A	Encourage, respond, and manage consistently	Boosts social proof, signals quality to Google
Google Posts	Share offers, news, and events	Keeps listing fresh, engages potential customers
Attributes & Services	Highlight unique attributes, services, or menu items	Matches user searches, helps you appear in filters

Choose the Correct Category

Primary & Secondary all Count

← Business information

About

Contact

Location

Hours

More

About your business

Business name

Surf Rider Media

Business category

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

Primary category

Advertising agency

+ Add another category

Save

Cancel

A Description that Counts

What Makes Your Business Unique?

A valuable opportunity to show potential customers who you are, what you do, and why they should choose you.

- Include a brief history of your business (for example, if you have recently reached a notable milestone such as X years in business).
- Don't add URLs
- No keyword stuffing.
- Include a call to action such as 'Visit us today'.
- Don't refer to sales or special offers (use Posts to communicate these).
- DO NOT USE ALL CAPS.
- Include your business name, keyword, and location (naturally) in the first couple of lines. Google's Vicinity update means keyword stuffing is no longer effective so don't force multiple keywords into your description.
- Write for your audience. The business description gives you a chance to allow your business' personality to shine.
 - The information you convey, and how you convey it should resonate with your target audience.

Questions & Answers

Include keywords while answering your customers most asked questions

Share high value World Cup information

- Answer customer questions using high value keywords
- Utilize as a FAQ page about your services, parking, etc.

Questions and answers

Where does Haiti Coffee ship?



We ship throughout the United States, including Washington State, California, New York, and beyond. International shipping is available upon request. All orders are roasted fresh and delivered to your door. Please note that our cold brew i ...

3 weeks ago

Create a Blog Post or Landing Page

Include keywords discussing local world-cup events

- Provide match info
 - The tournament will last 39 days
 - 104 matches
 - 48 teams
- Include local terms
 - “Best bar near World Cup stadium Seattle”
 - “Where to eat near World Cup Seattle”
 - “World Cup specials International District Seattle”
 - “Where to Watch the World Cup Near Me in Seattle”
 - “Top Places to Eat Near Lumen Field This World Cup”
- Local Link Building with Neighboring Businesses

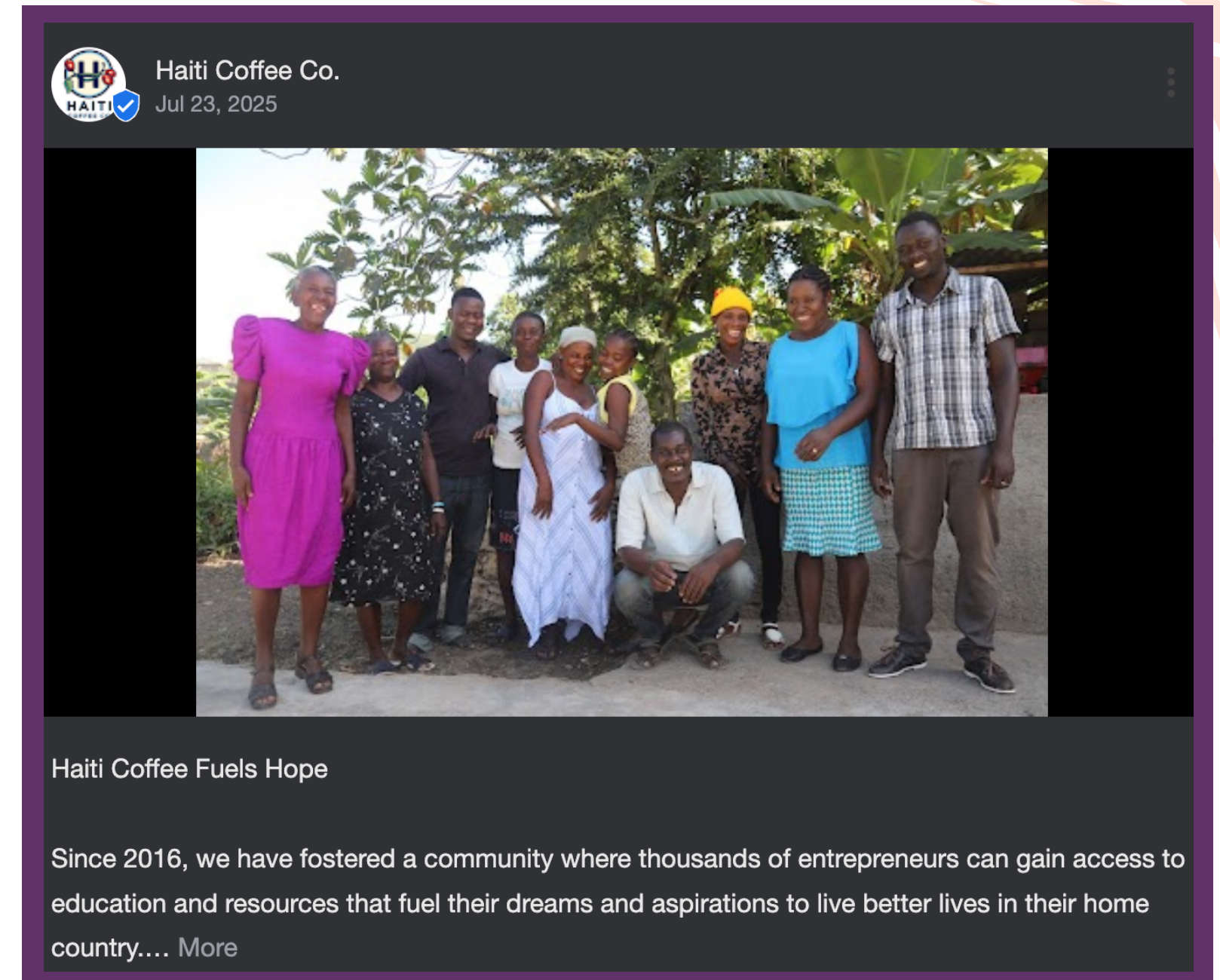


How to Write Updates

Updates provide a positive signal

Share with Google whats happening with your business

- Keeps profile updated
- Allows keyword utilization
- More data for the algorithm
- Links to relevant webpage
- These show up in search!



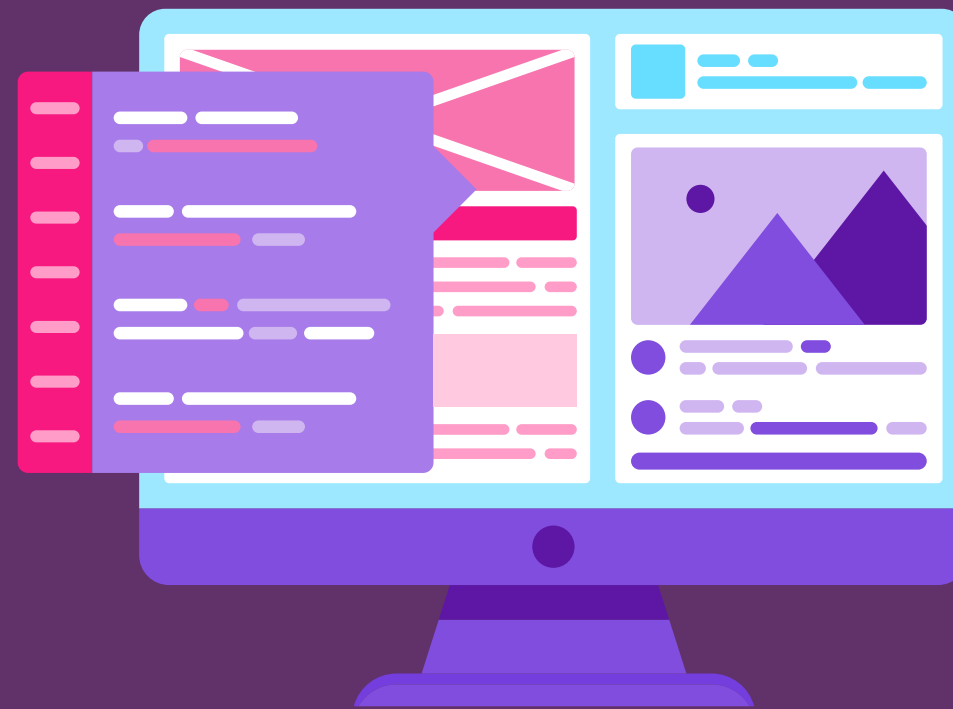
Building Links

External & Internal links

- Improves search engine visibility & website traffic
- Increase your SEO & and website credibility by:
 - Blog Posts
 - Business Partners
 - Business Directories
 - Social Media
- Community Out Reach
 - Local (non-competitor) businesses
 - Local newspapers and websites to share stories
 - Support and sponsor local events



ESSENTIAL SEO TOOLS:



SEO Tools

Google Search Console

- Help to monitor, maintain, and troubleshoot your website's presence in Google search results.

Bing Webmasters

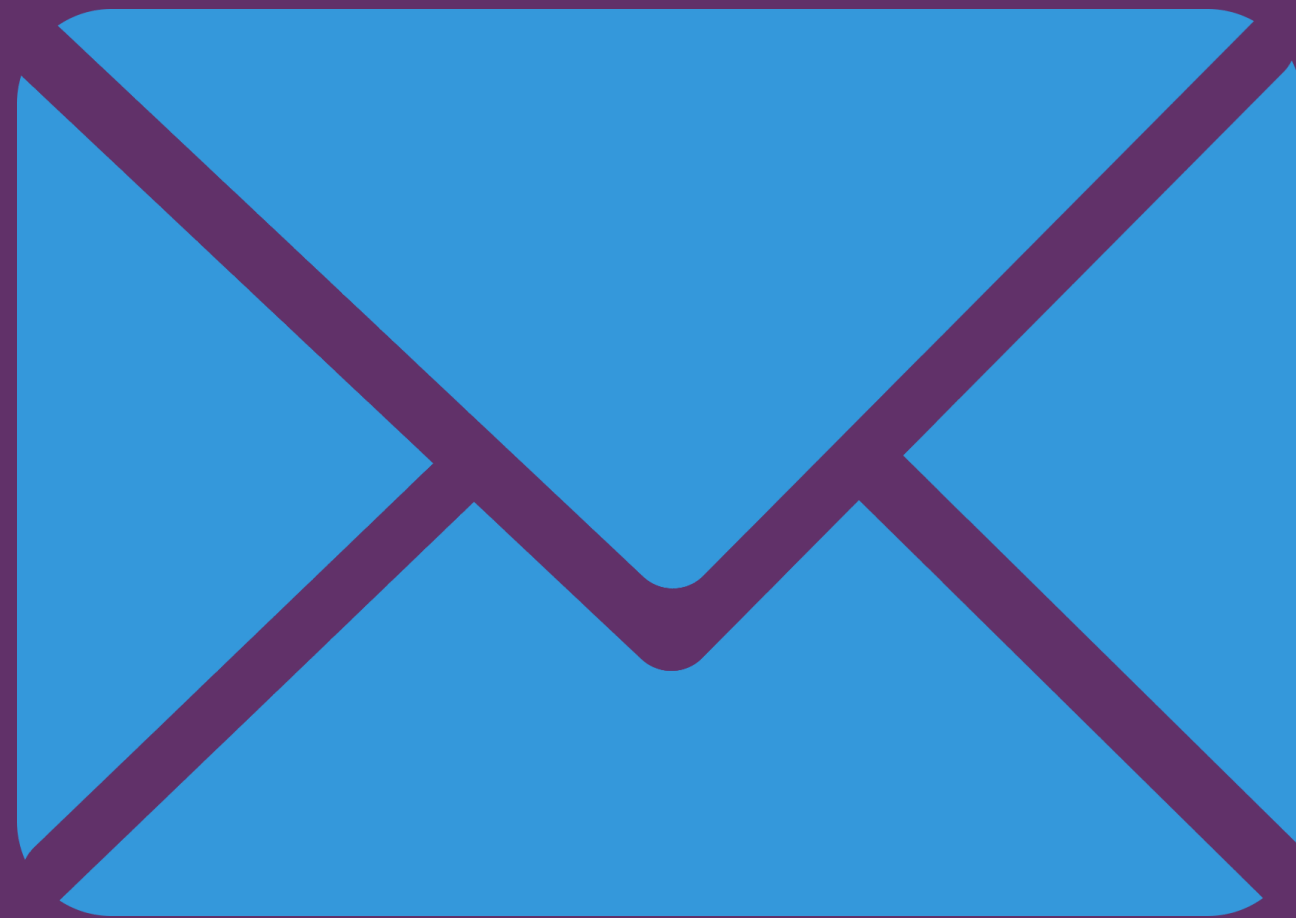
- Helps optimize your site for Bing search, offering insights, diagnostics, and suggestions to improve search engine visibility.

Page Speed Insights

- Provides a high level website audit with key steps to optimize your site.

97% of people search online to learn about a local company or organization

BONUS IDEA



Email Marketing

Collect & Segment Emails

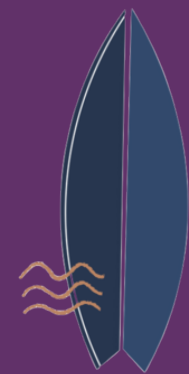
- Collect and build an email list for both local and out of state visitors
- Send targeted offers to your most valuable customer segments
- Test offers and messages in real time

Klaviyo

- Powerful tool with a free offering to get you started.
- Direct integration with OpenTable, Toast, Square, Stripe & more

The Klaviyo logo, featuring the word "klaviyo" in a white, lowercase, sans-serif font, with a small registered trademark symbol (®) to the upper right of the "o". The logo is centered within a dark gray square, which is itself set against a light blue background with a subtle palm leaf pattern.

WORKING WITH



SURF RIDER MEDIA

Work with Surf Rider Media

10 free consulting hours through the City of Seattle

The **Accounting and Business Consulting Program** helps Seattle-based businesses and non-profits by offering up to 10 hours of personalized, one-on-one counseling at no cost to the participant. These services include, but are not limited to:

- 10 Hours Free Consulting Paid for by the City Of Seattle
 - Google Business Profile Audit & Optimization
 - Keyword Research & SEO Roadmap
 - Marketing strategy for before & after the World Cup

Cost

FREE

**Schedule
Time Today**

