Your trusted digital partner for expert website design, development, and growth-focused marketing solutions.

COMPETE Now

SEO Strategy for Businesses & Nonprofits



Meet the Speaker

Donato Dandreo

President & Digital Strategist

Compete Now

Donato Dandreo serves as the President and Digital Strategist at Compete Now. With over 15 years of expertise, he specializes in website design, development, and digital marketing, concentrating on crafting seamless websites that facilitate user navigation and enhance conversion rates.



How SEO Is Evolving in 2025

- AI is transforming how users search—both on Google and with tools like ChatGPT.
- Google's updates (including AI Overviews) reflect new search behaviors.
- Traditional SEO best practices still matter—but the bar is higher.
- Tighter budgets and increased internal pressure mean SEO needs to drive real results.

Today's session will walk through:

1

Keyword research and refinement

2

On-page SEO strategy

3

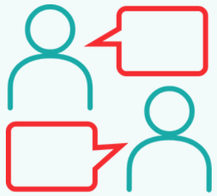
Site health and backlinking

4

Local SEO

Step 1: Keyword Research

Step 1



Internal Research

What should your company be ranking for? Internally, compile a list of key terms and ask sales, employees, and other stakeholders for feedback.

Step 2



Competitor Research

What are their websites optimized for? Are there any terms on those sites that we didn't think of?

Step 3



Check Your Current Search Phrases

What keywords does your site currently rank for at some level? Which could be worth pursuing?

Step 2: Refine Your Targeted Keywords List

1

Gather search volumes, find related search terms.

2

Use a spreadsheet of the keywords identified to research the targeted list and identify both search volumes for those keywords as well as closely related keywords.

3

Group related search terms.

4

Meet with the team to identify the primary approved search terms for on page optimizations on website. Save other approved terms to consider for copy, other pages, or new pages.

Step 3: Planning for Optimizations



Assign primary search term targets to existing pages wherever possible.

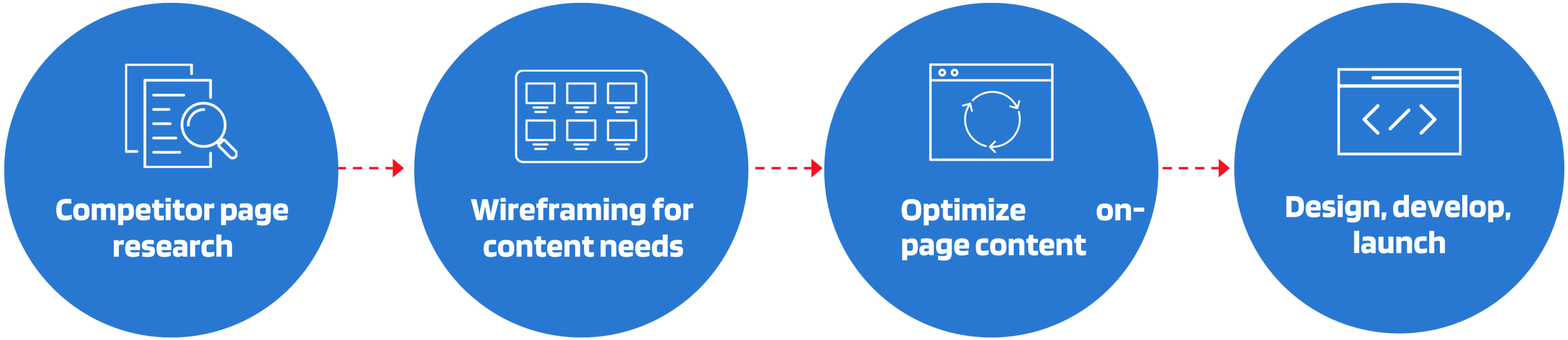


Document list of new pages needed based on approved primary keywords.



Prioritize the order of pages based on a mix of importance, opportunity, and bandwidth.

Step 4: On-Page Optimizations



Step 5: Track Progress



Setup position tracking if possible by keyword.



Track average position on Google Search Console, monitor for impressions/clicks.



Monitor for increases in conversions from organic traffic. Create micro conversions where possible.

Step 6: Ongoing Optimizations



Improve pages on a quarterly basis to increase results and rankings. Enrich content whenever possible.

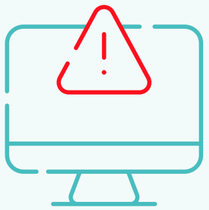


Continue growing website content based on business priorities.



Continue monitoring for new keyword opportunities and changes to user search behaviors.

Step 7: Site Health and Backlinking



Monitor for various SEO errors and warnings, improve site health overtime whenever possible.



Seek out backlinking possibilities whenever possible, link to relevant pages.

Step 8: Local SEO & Google My Business



Optimize your Google My Business profile – complete all details.



Incorporate location-specific keywords in your website content and blog posts.



Encourage reviews from happy customers to improve local search rankings.



Create location-specific landing pages to target local keywords.

GOOGLE SEARCH RESULT

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Compete Now was founded in the summer 2009 by Donato ...

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Q&A

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COMPETE NOW

About Us

Established in 2009, Compete Now is a full-service digital agency that helps businesses grow and thrive online. We specialize in crafting professional websites, executing data-driven marketing strategies, and delivering results that matter. With expertise in web design, development, SEO, and digital advertising, we provide a one-stop solution for businesses looking to elevate their online presence. Our team combines creativity, technical skill, and a customer-first approach to deliver tailored solutions that drive growth and maximize ROI.



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