

2022 **BUSINESS BUILDER**

TRAINING SERIES



PARKLOCAL

DEVELOPMENT CORPORATION

3.16.22/10-11AM

**Local Search Engine
Optimization (SEO)**

**Katie Jenkins,
JTech Communications**



Katie Jenkins

Marketing Director
JTech Communications

Celebrating 4 years at
JTech March, 2022



katie@jtech.digital



[Connect on LinkedIn](#)



jtech.digital

I am originally from Missoula, and I have been working in Gallatin and Park Counties for over 15 years.

I have two great kids — Nicholas 22, Felix 18, 34 houseplants and Phippen the cat.

I attended MSU’s School of Art & Architecture, and switched to Business Marketing, ultimately working for a community bank in Bozeman as their Marketing Director, which is where I met Josh Reynolds — Livingston resident and founder of JTech Communications. After successfully working with the JTech crew for over 7 years, I came on as their Marketing Director, March of 2018.



In addition to leading our marketing and sales efforts, I manage a 4 person digital marketing and front office team.

LOCAL SEO

...Park Local, Livingston MT 🔍

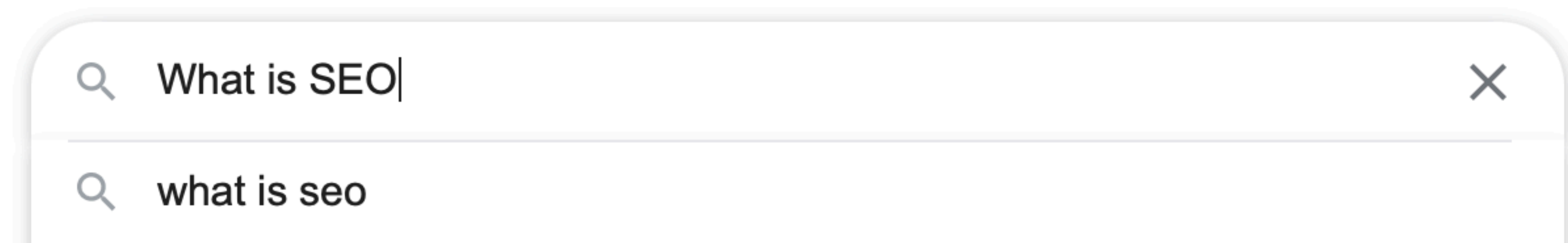


“

97% of online searches are for local businesses.
- Search Engine Journal

WHAT IS SEO?

Search Engine Optimization is the process and efforts of improving the quality and quantity of website traffic generated from search engines.



WHAT IS LOCAL SEO?

Local SEO is the process of optimizing a website to appear for a search query using **keywords** that are **location-specific**. Google (and other search engines) uses a user's location based on IP address (for desktop) and geolocation (for mobile) as factors in determining what results are shown to a user.

Additionally, their algorithms have advanced based on the location of the device where the search is being performed to more complex AI indicators.



KEYWORD WITH LOCAL INTENT

Restaurants Bozeman

About 12,600,000 results (0.66 seconds)

Restaurants : Rating Cuisine Price Hours

- Orders UP Delivery** (Ad) · 5.0 ★★★★★ (7) · Delivery Restaurant
96 Laura Louise Ln
Open · Closes 5PM
Delivery · No dine-in
- La Tinga Mexican Restaurant**
4.6 ★★★★★ (184) · \$ · Mexican
3709 Baxter Ln East
Closed · Opens 7AM Wed
Dine-in · Takeout · No delivery
- Bozeman Rib and Chop House**
4.0 ★★★★★ (449) · \$\$ · Steak
2159 Burke St
"Our new favorite date night restaurant!"
- South 9th Bistro**
4.9 ★★★★★ (206) · Restaurant

KEYWORD WITHOUT LOCAL INTENT

recipes

About 4,110,000,000 results (0.75 seconds)

Top stories :

- The New York Times**
Easy Recipes for When You're Burned Out
5 days ago
- TODAY**
Peanut Chicken Salad Recipe
7 hours ago
- EatingWell**
30+ Heart-Healthy Dinner Recipes for Spring
23 hours ago
- NYT Cooking**
Cheese Grits Recipe - NYT Cooking
4 hours ago

More news

People also ask :

- What should we have for dinner tonight?
- What is the most popular recipe site?

INTERPRETING A SERP

There are a mix of results shown for a given query on a Search Engine Results Page including:

- Ads
- Google Local Pack
- Natural Search Results
- Less frequent - Featured Snippets
- Branded Search



ADS

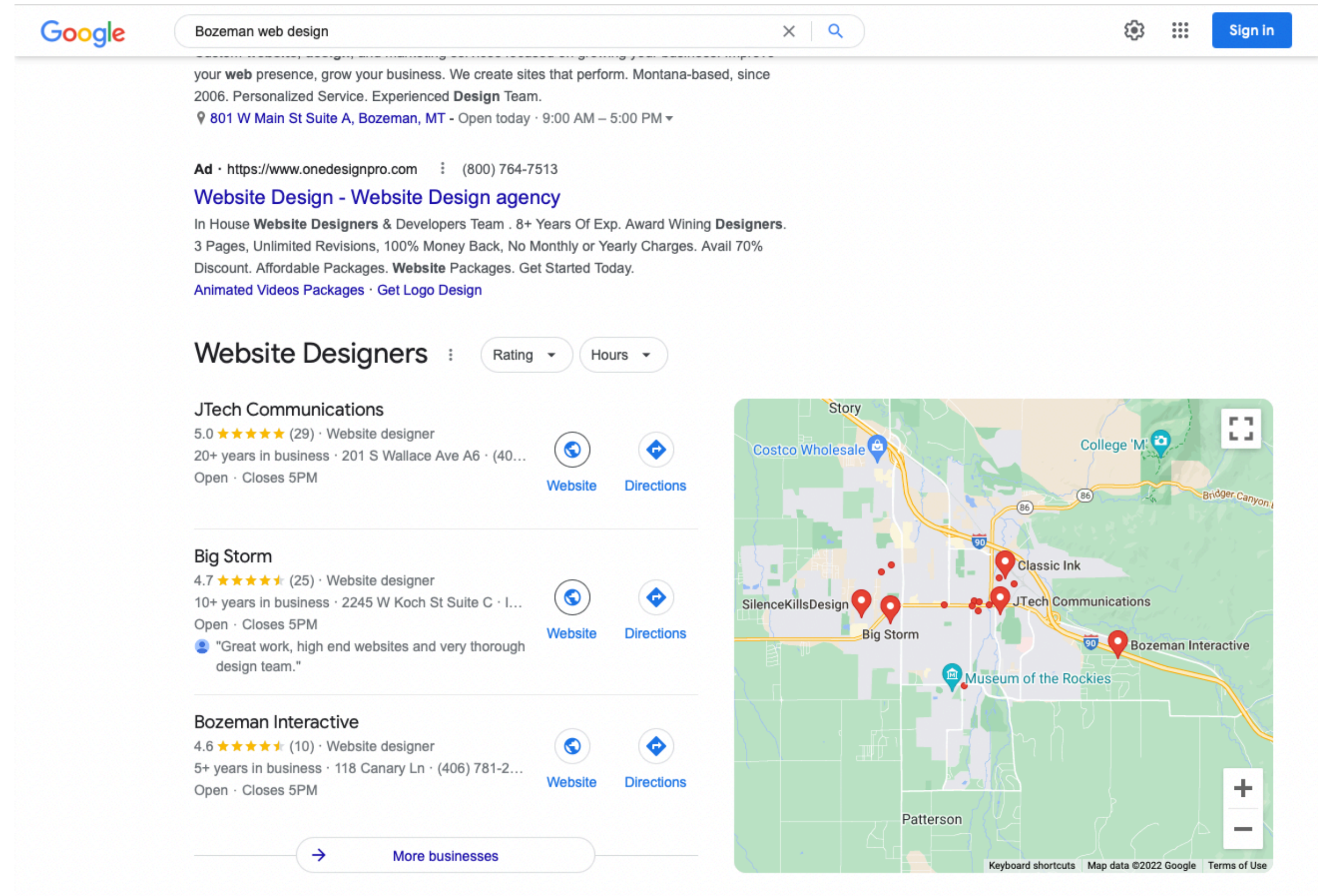
Google search results for "digital marketing agency montana". The search bar shows the query and a "Tools" button. Below the search bar, there are filters for "All", "News", "Maps", "Images", "Videos", and "More". The first result is an advertisement for "Bozeman's Most Trusted Agency - Montana's Best SEO Agency" from jtech.digital, which is circled in red. The ad text includes: "Our team of SEO experts takes the time to learn about you & your business. Work With a... 201 S Wallace Ave A6, Bozeman, MT - Open today - 8:00 AM - 5:00 PM". Below the ad, there are sections for "About Us" and "Contact Us". Other search results include "Marketing Agency - Ecommerce - Online Marketing Agency" and "It's Time to See Your Ad Here - Contact Us Today & Get Started".

Google search results for "bozeman seo". The search bar shows the query and a "Tools" button. Below the search bar, there are filters for "All", "News", "Images", "Maps", "Videos", and "More". The first result is an advertisement for "Straight North" with the headline "#1 Rated SEO Agency - First Month of SEO is Free". Below this, there are sections for "National SEO" and "Ecommerce SEO". The second result is an advertisement for "Seo Pro Hub" with the headline "Affordable SEO Agency - \$299 Professional SEO Services". The third result is an advertisement for "Your Seos Shop" with the headline "\$149 SEO Agency - Ranking In 30 Days". Below the ads, there is a "Seo" filter section with "Rating" and "Hours" buttons. The first result in this section is "JTech Communications", which is circled in red. The ad text includes: "5.0 ★★★★★ (28) · Website designer 201 S Wallace Ave · (406) 586-7100 Open · Closes 5PM". Below this, there are sections for "Big Storm" and other search results.



GOOGLE'S LOCAL PACK

- ✓ Businesses that are optimized for local search have a better chance of appearing in the Local Pack
- ✓ 55% of the average total clicks on a SERP go to the Local Pack
- ✓ 78% of local, mobile searches where a business was selected from 3-Pack, resulted in an offline purchase



NATURAL SEARCH RESULTS



<https://jtech.digital> ⋮

Bozeman Web Design & SEO Agency

Montana's Premiere **Web Designer**. The Only Custom **Website Design** Company Located in **Bozeman**. Our Website Firm Offers Professional Internet Marketing ...

<https://www.yelp.com> > ... > Professional Services ⋮

THE BEST 10 Web Design in Bozeman, MT

Allegra **Bozeman**. 0.1 mi. 5.0 star rating · **Bozeman** Interactive. 4.6 mi. **Web Design**, Graphic Design, Advertising · Insight CBS. 0.3 mi. 5.0 star rating · Media ...

<https://www.insightcbs.com> ⋮

Creative Marketing Firm | Branding Design Web | InsightCBS ...

At InsightCBS our focus is on finding what makes your business go. We excel creative development for print, video, internet and more.

<https://mediaworksmt.com> ⋮

Media Works, LLC – Graphic + Web Design Company in ...

Media Works has been providing quality graphic design, illustration, and WordPress **website design** services to clients in **Bozeman** and the surrounding area since ...

<https://www.thumbtack.com> > MT > Bozeman ⋮

Find a web designer near Bozeman, MT - Thumbtack

Here is the definitive list of **Bozeman's web design** companies as rated by the **Bozeman, MT** community. Want to see who made the cut?

FEATURED SNIPPET

The image shows a Google search interface for the query "what is website design?". The search results page features a prominent featured snippet from the Interaction Design Foundation (IxDF) website, which is circled in red. The snippet includes the title "What is Web Design? | Interaction Design Foundation (IxDF)" and a brief description: "Web design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development ...". Below the snippet is a "People also ask" section with four related questions, each with a dropdown arrow. To the right of the search results is a knowledge panel titled "Web design" with the subtitle "Discipline". The panel contains several diagrams: a central "Web Design" hub connected to "Usability", "Functionality", "Branding", "Accessibility", "Engaging", "Simplicity", and "Messaging"; a flowchart with "DESIGN" at the center connected to "ACCESSIBILITY", "USABILITY", "FUNCTIONALITY", "ENGAGING", "BRANDING", "SIMPLICITY", and "PROFESSIONALISM"; and a diagram titled "THE GOALS OF THE FUTURE" with "Evolution of the problem" below it. The knowledge panel also includes a "More images" button and a share icon.

Google [X] [Q]

[All](#) [Images](#) [News](#) [Videos](#) [Shopping](#) [More](#) [Tools](#)

About 4,730,000,000 results (0.89 seconds)

<https://www.interaction-design.org> > literature > topics

What is Web Design? | Interaction Design Foundation (IxDF)

Web design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development ...

People also ask

- What is the meaning of website design?
- What is web design and how does it work?
- What are the types of website design?
- What are web designs used for?

[Feedback](#)

<https://www.pagecloud.com> > blog > web-design-guide

What is Web Design? The Ultimate Guide To Website Design ...

Feb 14, 2022 — Web design is the process of planning, conceptualizing, and arranging content online. Today, designing a website goes beyond aesthetics to ...

[Choosing a Web Design Tool](#) · [Visual Elements](#)

Web design

Discipline

Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; user interface design; authoring, including standardised code and proprietary software; user experience design; and search engine optimization. [Wikipedia](#)

BRANDED SEARCH

The image shows a Google search interface. The search bar contains the text "JTech Communications Bozeman". Below the search bar, there are navigation options: All, Maps, News, Images, Shopping, and More. The search results show "About 5,270 results (0.67 seconds)". The first result is for "https://jtech.digital" with the title "JTech Communications" and a description: "The Only Custom Website Design Company Located in Bozeman. Our Website Firm Offers Professional Internet Marketing Specializing in SEO, SEM, ...". Below this are links for "About Us", "Why Jtech", "My Jtech", and "Portfolio". The second result is for "https://www.facebook.com" with the title "JTech Communications - Home | Facebook" and a description: "Websites, web apps, custom software and digital marketing services since 1997. We help you improve... 201 S Wallace Ave Ste A6, Bozeman, MT 59715.". The third result is for "https://www.linkedin.com" with the title "JTech Communications | LinkedIn" and a description: "JTech Communications. Internet Publishing. Bozeman, Montana 91 followers. Custom Websites, Apps and Marketing Strategy for Businesses of All Sizes.". The fourth result is for "https://lu.linkedin.com" with the title "JTech Communications | LinkedIn" and a description: "JTech Communications. Internet. Bozeman, Montana 90 abonnés. Custom Websites, Apps and Marketing Strategy for Businesses of All Sizes.". The fifth result is for "http://bozemanchamber.chambermaster.com" with the title "member". On the right side of the search results, there is a Google Business Profile card for "JTech Communications". The card includes a photo of the storefront, a map showing the location on E Olive St, and buttons for "See photos" and "See outside". The card also displays the company name, logo, and contact information: "Website", "Directions", "Save", "5.0 ★★★★★ 29 Google reviews", "Website designer in Bozeman, Montana", "Address: 201 S Wallace Ave A6, Bozeman, MT 59715", "Hours: Closes soon · 5PM · Opens 8AM Wed", and "Phone: (406) 586-7100". There are also links for "Suggest an edit", "Own this business?", "Questions & answers", and "Be the first to ask a question" with an "Ask a question" button.

OUR 10 ITEM CHECKLIST FOR IMPROVING LOCAL SEO



WHY IS IT IMPORTANT TO APPEAR IN LOCAL SEARCH?

- ✓ 97% of online searches are for a local business
- ✓ 46% of searches include location
- ✓ 86% of people find the location of a business using Google Maps
- ✓ 75% of people never scroll past the first page of search engines



LOCAL SEO CHECKLIST

FOLLOW “ON-PAGE SEO” BEST PRACTICES:

1. Local, optimized content
2. Local links
3. Metadata (titles, H1, H2, H3’s, alt text)
4. Citations, NAP and local directories

EXECUTE “OFF-PAGE SEO” EFFORTS INCLUDING:

5. Google Business Profile Management
6. Linkbuilding, through local directories
7. Review solicitation (Google, Yelp, TripAdvisor, Facebook, etc.)
8. Reputation management

IMPROVE THE “TECHNICAL SEO” HEALTH OF YOUR SITE:

9. Ensure you have schema-markup and other relevant citations
10. Implement any missing technical elements

WHAT IS ON-PAGE SEO?

On-Page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic for searches from search engines.

On-page SEO includes everything from your headings (H1, H2, H3's) to the body copy, images, navigation and other media on your website.



ON-PAGE KEYWORDS

The screenshot shows the JTECH website homepage. At the top left is the JTECH logo. A navigation menu includes icons and labels for Website Design, SEO, Digital Marketing, Business Automation, and Custom Apps, with a 'Get Started' button to the right. The main heading is 'Custom Websites, Apps & Marketing Strategy'. Below it is a paragraph: 'We design, build, and market custom websites and apps for businesses of all sizes.' A 'Location Keyword' annotation points to the text 'We handle web design so you're free to grow your business. Our team of Montana creatives and web design experts will save your business time and attract new customers with custom apps, websites, and marketing designed specifically to address your unique needs—just like we've done since 1997.' At the bottom, there is a 'Reach your summit.' section with a 'Schedule Consultation' button and a chat icon.

Product/Service Keyword → Website Design

Custom Websites, Apps & Marketing Strategy

We design, build, and market custom websites and apps for businesses of all sizes.

Location Keyword → We handle web design so you're free to grow your business. Our team of Montana creatives and web design experts will save your business time and attract new customers with custom apps, websites, and marketing designed specifically to address your unique needs—just like we've done since 1997.

Reach your summit.

[Schedule Consultation](#)

ON-PAGE KEYWORD BEST PRACTICES

- ✓ Focus on 1, to 2 main keywords/page except for the Home Page
- ✓ Each page should have its own keyword focus
- ✓ Add 2, or 3 variations of each keyword, including localized variants
- ✓ Include long-tail keywords in “news” “blog” and similar pages

META DATA

Edit Home


Home

Header
Web Design & Marketing Packages

Call To Action Heading
SEE HOW WE'VE HELPED BUSINESSES LIKE YOURS—VISIT OUR PORTFOLIO

Button Action | **Button Page** | **Button Copy**

Page | Portfolio | SEE HOW WE'VE HELPED

Image

JTech Entrepreneur SEO Pa

Edit About Us

About Us

Partners | Staff

Header
About JTech Communications

Intro Section

Header
Your Montana Web Design & Digital Marketing Partners

Body

Not many web development agencies can say they've been in business since the dawn of the internet—JTech Communications can. We started our own journey over 24 years ago as a Bozeman web developer, partnering with local businesses, entrepreneurs, non-profits and thought leaders, serving as a trusted technical partner capable of sustaining their success.

Meta

Meta Item 1: title
Bozeman Web Agency | Montana Marketing | Branding | JTech
Character Count: 58

Meta Item 2: description
JTech is a Bozeman based marketing and web design company experienced in SEO, content marketing, web analytics, and website design—we want to help you succeed.
Character Count: 160

Meta Item 3: keywords

Edit SEO With the Pros: Refreshing Your Keyword Strategy

Blog Articles | SEO With the...

Categories

Title
SEO With the Pros: Refreshing Your Keyword Strategy

Author
Samuel Klusmeyer

Url Key: (lowercase letters, numbers, and dashes)
refreshing-your-keyword-strategy

Show Date
02/18/2022

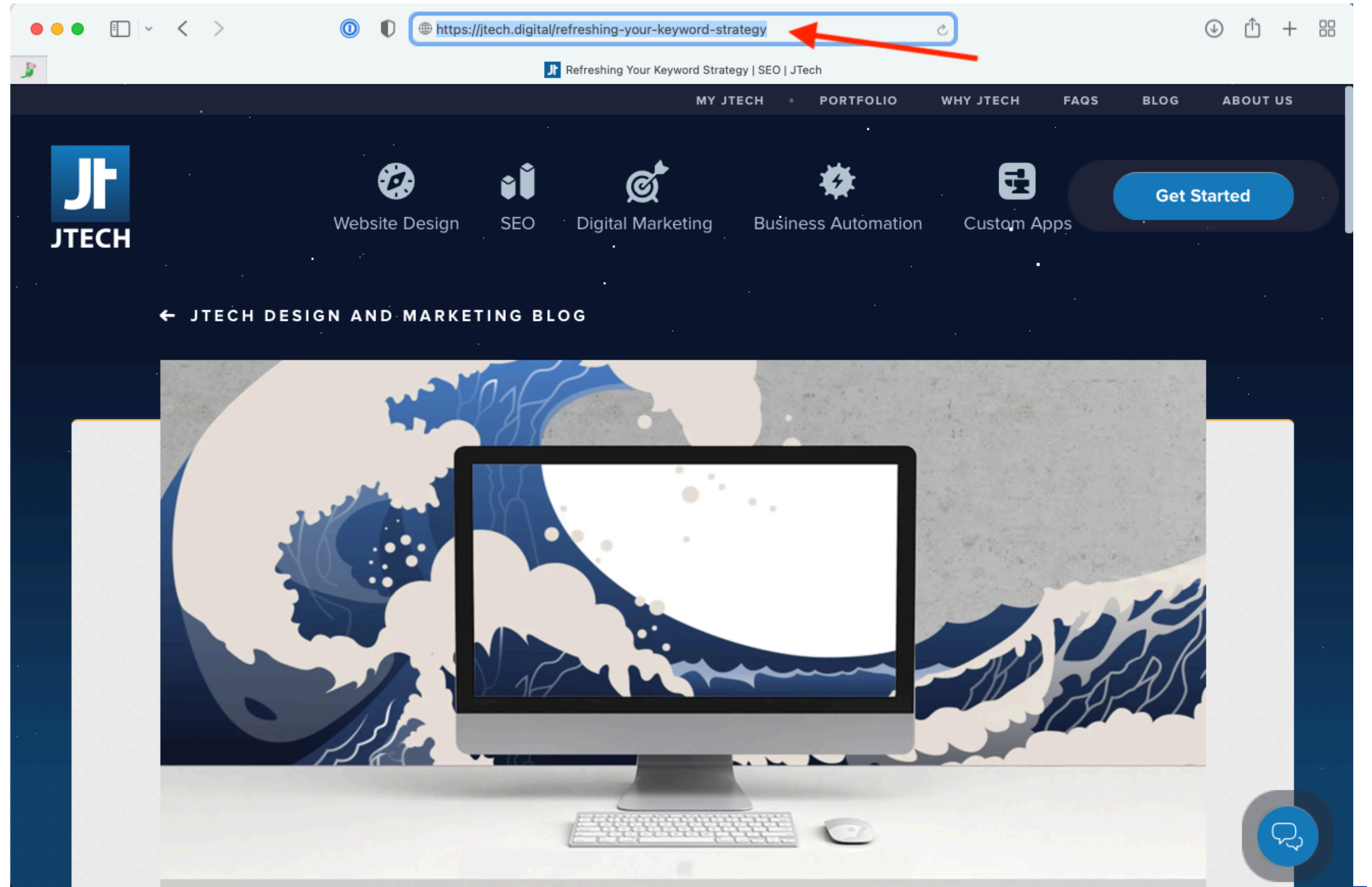
Active
yes

Is Featured

ON-PAGE META-DATA BEST PRACTICES

- ✓ Populate all meta-data fields for images and text — leaving no empty values
- ✓ Include location based meta, like — “Bozeman SEO | SEO Services for Bozeman businesses”
- ✓ Keep it short — minimizing length and trailing slashes will make your meta easier to read.
- ✓ Meta descriptions should be around 100 characters and will be viewable up to 170
- ✓ Create smart URL keys for main and detail pages

SMART URL KEY



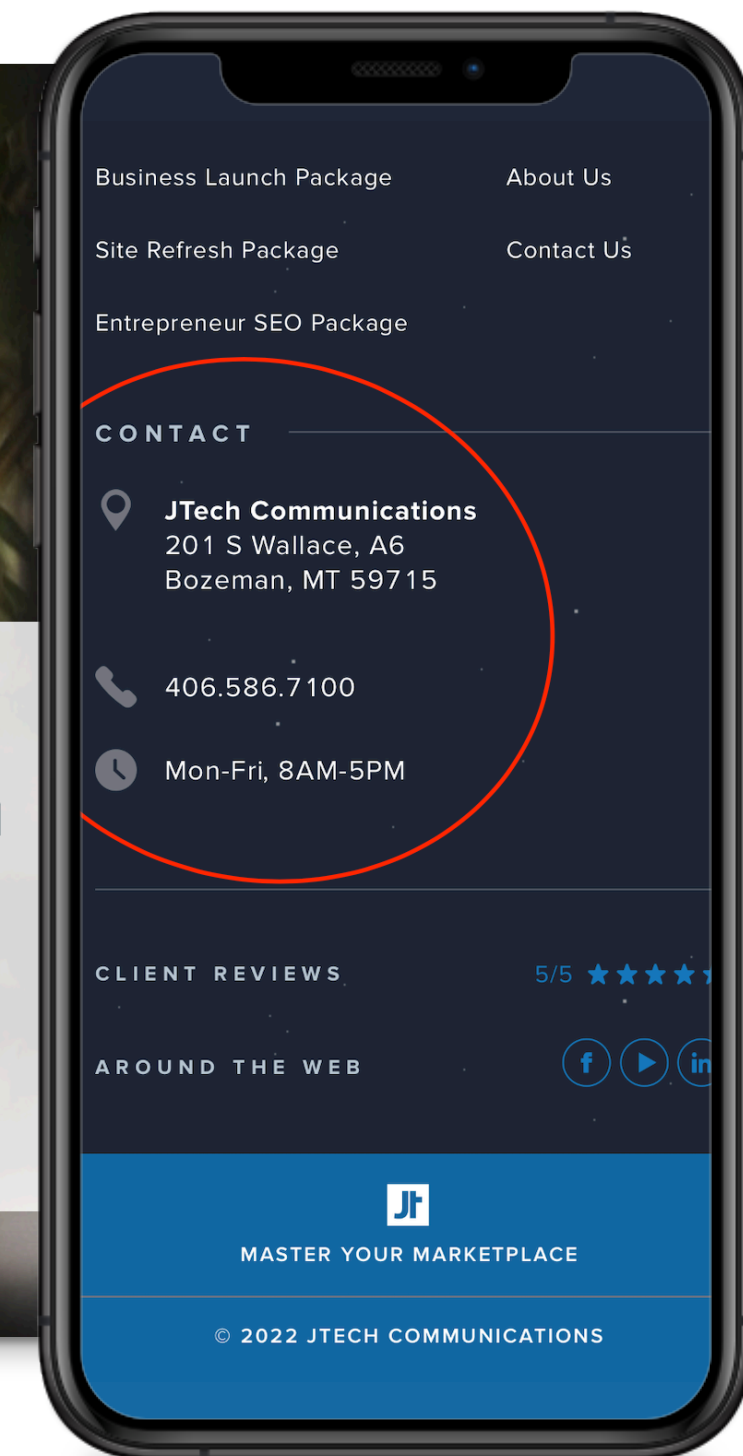
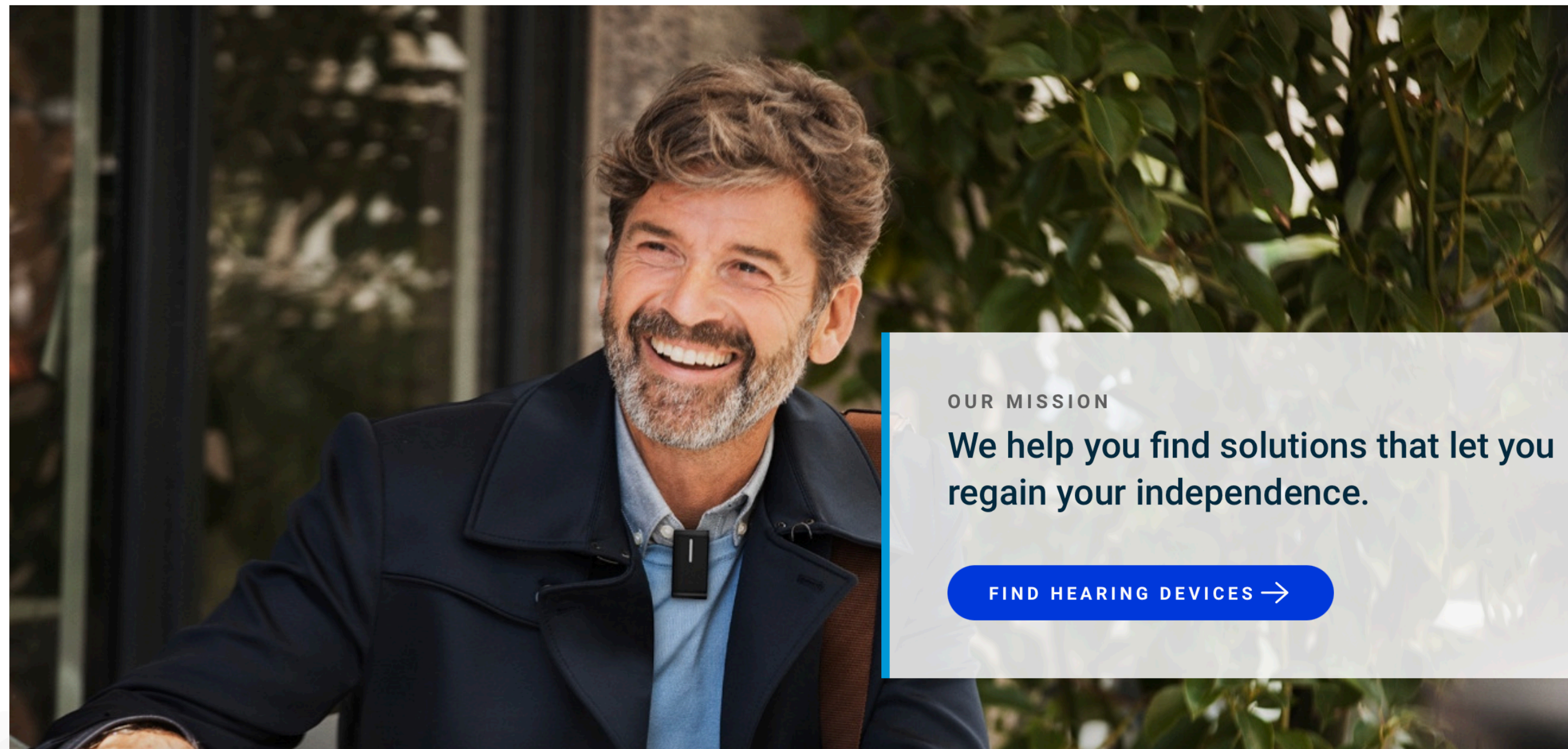
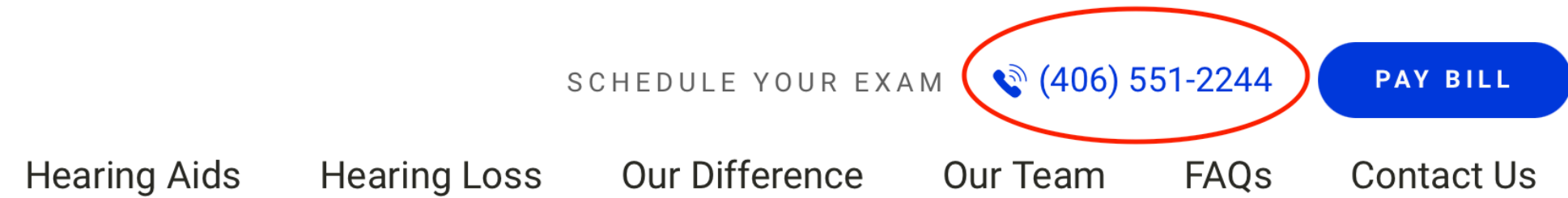
IN-TEXT URL EXAMPLES



Here are some words about an article that is really interesting about a subject that is referencing another source and providing a link to somewhere https://www.amazon.com/Building-StoryBrand-Clarify-Message-Customers/dp/1536693154/ref=sr_1_2?crid=12B0IKMBNV0VL&keywords=clarify+your+brand&qid=1647276535&srefix=clarify+your+bran%2Caps%2C187&sr=8-2 and the link is not presented as a smart link, and isn't capitalizing on the opportunity to include SEO friendly keywords.

NAP (NAME, ADDRESS, PHONE NUMBER)

NAP information usually lives in the in the header's super navigation or in the footer. You can see an example of NAP information in a super navigation and in a mobile footer below.



ON-PAGE LANDING PAGES

- ✓ Landing pages are good for businesses with multiple locations in different service areas
- ✓ Copy should be hyper-targeted and include location-specific keywords

LIST VIEW WITH LOCATIONS

CHARACTERIZATION
Inspections and assessments are at the beginning of most major jobs. It's important to know what you're getting into before breaking soil and to know you've done a good job before you put down your hammer. Book a site assessment, investigation, or characterization to start or finish your next project.

AIR QUALITY ASSESSMENT
Pioneer Technical Services, Inc. works to reduce pollution and to encourage sustainable operation. A large part of that commitment is wrapped up in permitting procedures and safety inspections.
The Pioneer team works to make that process as easy as possible.

PROJECTS
We provide our customers with start-to-finish support so they can confidently address their engineering needs. We complete each project as quickly and efficiently as possible without compromising quality. This strategy results in a large percentage of return business, allowing employees to maintain productivity and minimize marketing-related overhead expenses.
Look through our most recent projects to learn how we help our clients reach their goals through engineering, design, and on-site management.

OPEN CUT MINING PLAN
ENVIRONMENTAL SERVICES, WATER RESOURCES [LEARN ABOUT OUR SERVICES](#)

PRICKLY PEAR CREEK
ENVIRONMENTAL SERVICES, WATER RESOURCES, INFRASTRUCTURE SERVICES [LEARN ABOUT OUR SERVICES](#)

UBMC MINING COMPLEX
RENEWABLES, INFRASTRUCTURE SERVICES, DIGITAL SOLUTIONS [LEARN ABOUT OUR SERVICES](#)

LOCATIONS

- [BUTTE, MT >](#)
- [ANACONDA, MT >](#)
- [BILLINGS, MT >](#)
- [BOZEMAN, MT >](#)
- [HELENA, MT >](#)
- [KELLOGG, ID >](#)

LOCATION DETAIL PAGE

SILVER BOW CREEK REMEDIAL DESIGN/ACTION
BUTTE, MT

THE JOB
Pioneer was selected as the number one design contractor for the Streamside Tailings Operable Unit (SST OU) Remedial Actions (RAs) being conducted by the DEQ. Completion of the SST OU RAs will address past adverse impacts to Silver Bow Creek and its floodplain cast by past mining activities in the region. Silver Bow Creek originates in Butte, Montana, and flows approximately 24 miles through Silver Bow and Deer Lodge Counties, Montana, to the Warm Springs Ponds to become one of the tributaries to the Clark Fork River. The SST OU comprises approximately 4,000,000 cubic yards of fluviially deposited tailings covering approximately 1,600 acres of the Silver Bow Creek floodplain.

OUR EXECUTION
The RAs include excavation and disposal of tailings in a regional repository, total reconstruction of the stream channel and floodplain, revegetation and coordination with Natural Resource Damage restoration actions also being conducted by the State of Montana.

STAND ALONE LANDING PAGES

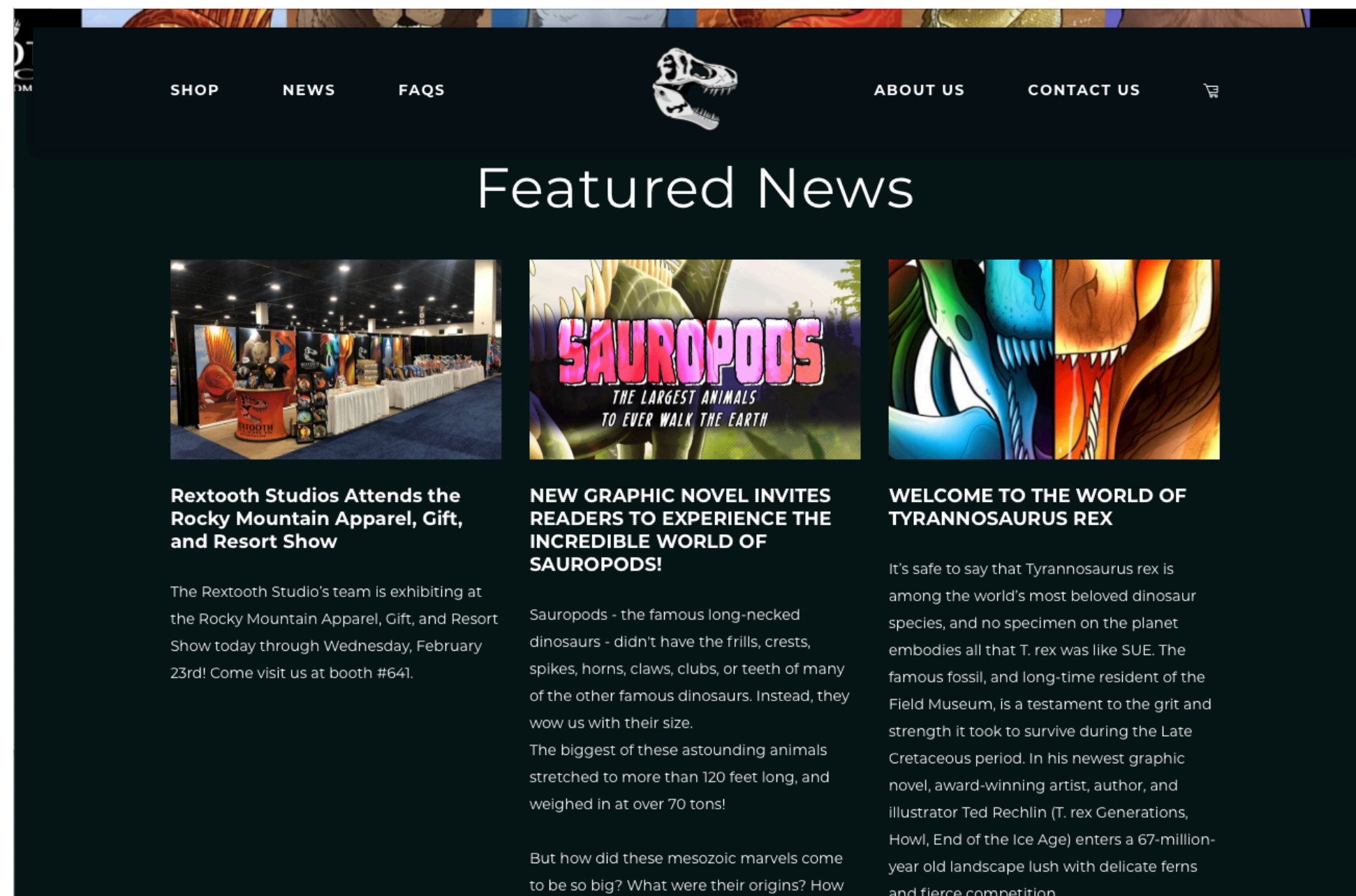
- ✓ Good if your business has a marketing budget and strategy to support sub-brands
- ✓ Allows website copy to be more targeted, and focused on Local SEO



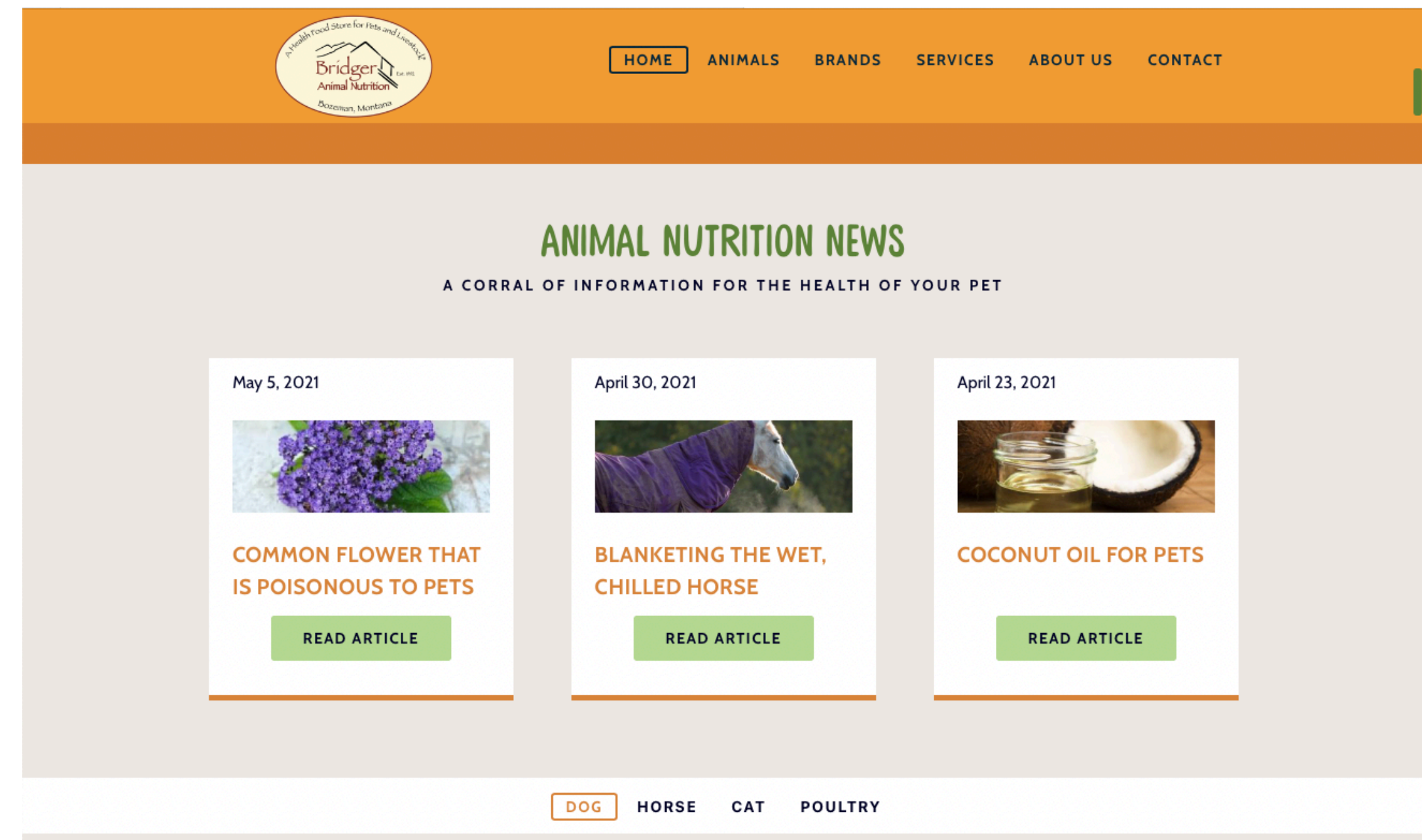
“FEATURED NEWS”

- ✓ Featuring news on the Home Page keeps content fresh for users and search engines
- ✓ Optimize your news articles with local keywords
- ✓ Can support secondary “calls to action” advertizing special services and promotions

REXTOOTH <https://rextooth.com/>



BRIDGER ANIMAL NUTRITION <https://bridgeranimalnutrition.com/>



FAQ'S

- ✓ Create local keyword-optimized FAQs with local metadata to improve local search results
- ✓ FAQs are opportunities for “featured snippets” when written expertly
- ✓ FAQ's save you time by answering common questions

JTECH COMMUNICATIONS <https://jtech.digital>

What you need to know about doing business online.

Below are topics of frequently asked questions to help you get started. Don't see your answer? [Send us a note.](#)

WEBSITE FAQs

SEO FAQs

BRANDING FAQs

WEB APPS FAQs

Website FAQs

— Q: What is web design?

A: Web design is an all-encompassing phrase for the layout design, development, and content needed to create or update a website. The best web design will brand your business and draw customer interest, accelerating your growth.

+ Q: What is a CMS?

+ Q: What is responsive web-design?

+ Q: What is web development?

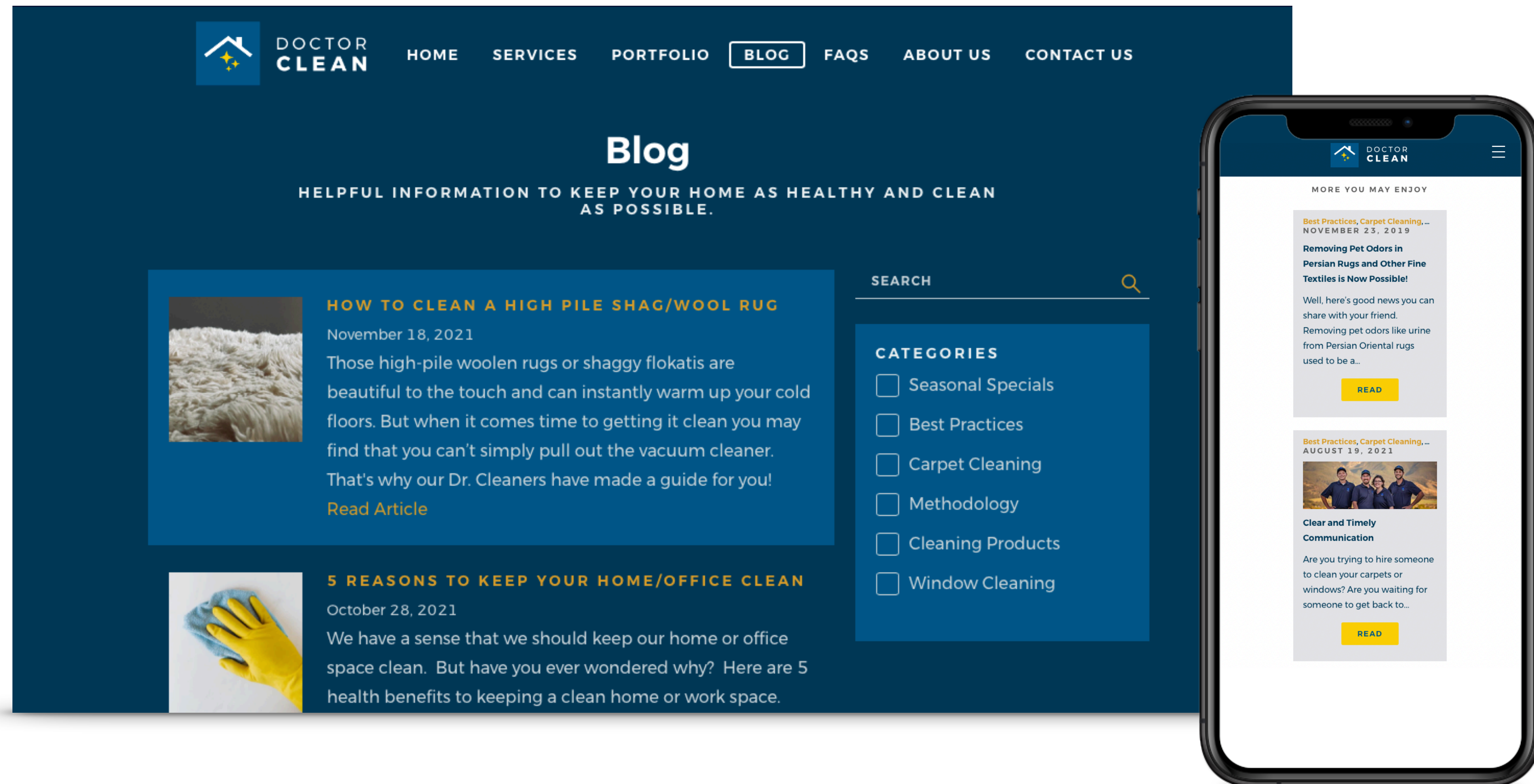
+ Q: Does my website need to be accessible?

+ Q: How much does a website cost?

BLOG

- ✓ Blogs allow you to target long-tail keywords you wouldn't target on landing pages
- ✓ Blogs allow you to feature your clients, and in return ask that they pass a link back to you

DOCTOR CLEAN <https://drclean.biz>



ON-PAGE SEO BEST PRACTICES

- ✓ Word count: At least 200 words on every page - for long-form posts include at least 800 words
- ✓ Add rich media on your pages through optimized images and embedded videos
- ✓ Implement keyword-optimized H1's, H2's & H3's
- ✓ Create dedicated landing pages that are market-specific, and solely optimized for your location(s).
- ✓ Add fresh content on your site with a “News”, “FAQ's” or “Blog Pages”
- ✓ Target specific keyword rankings with your fresh content

WHAT IS OFF-PAGE SEO?

Off-page SEO (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings on SERPs.

Optimizing for off-site ranking factors involves improving search engine and user perception of a site's popularity, relevance and authority. This is accomplished by other reputable places on the Internet (pages, sites, people, etc.) linking to or promoting your website, and effectively "vouching" for the quality of your content.



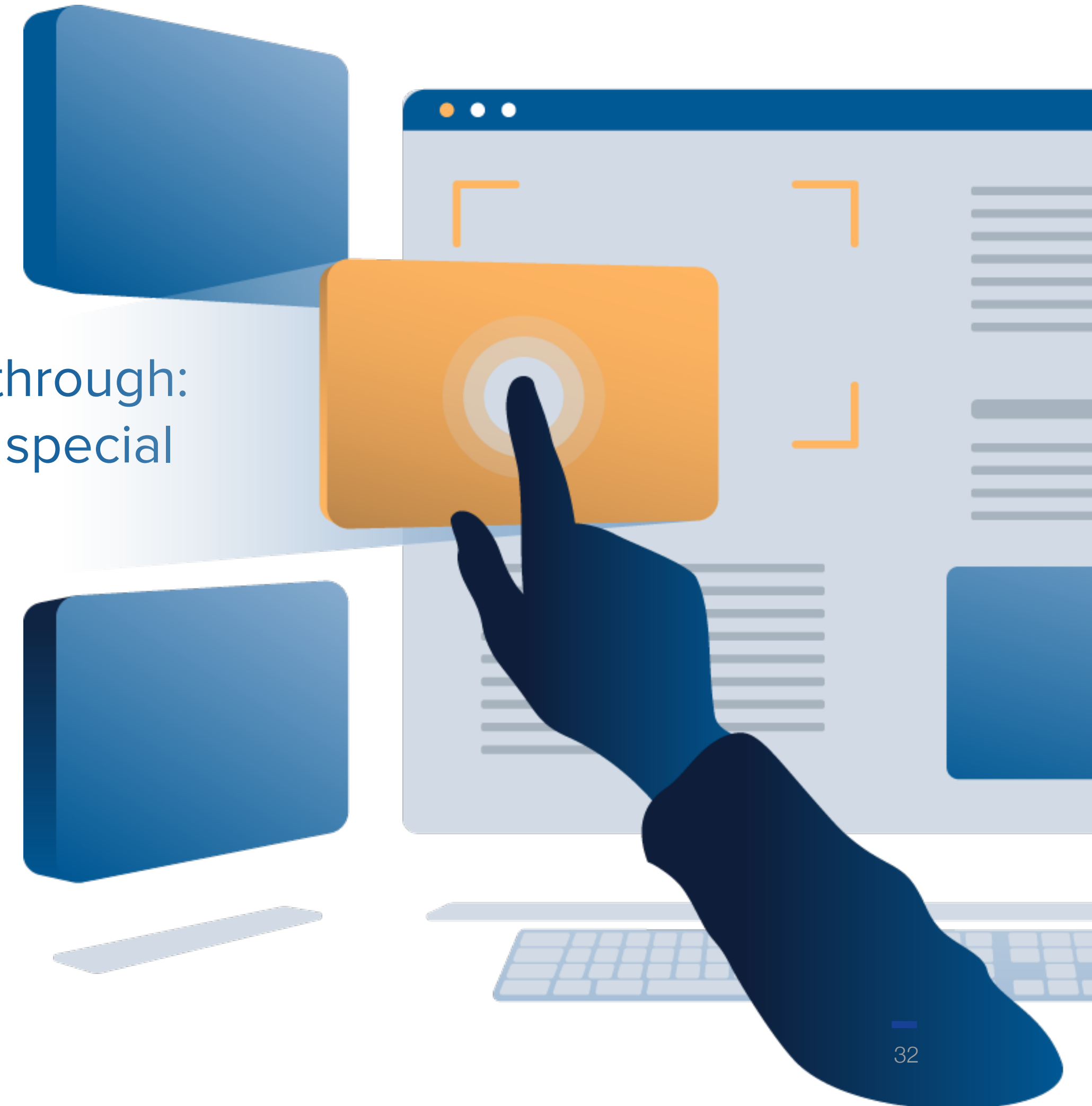
OFF-PAGE SEO CHECKLIST

- ✓ GBP — You need a robust GBP that has been claimed by you with photos, reviews, and posts
- ✓ Backlinks
- ✓ Reviews
- ✓ Reputation Management



GOOGLE BUSINESS PROFILE

- ✓ Includes approximately 25% of the ranking signals Google uses to rank local businesses
- ✓ Having an active profile will help you to appear in the “Local Pack” more frequently
- ✓ Gives you additional tools to reach your audience through: product lists, accepted payment types, menus and special offers
- ✓ Soliciting reviews to this profile will significantly help your local search rankings
- ✓ Consistently adding new photos and posts to this profile this will show users and Google, that you are an active and relevant business

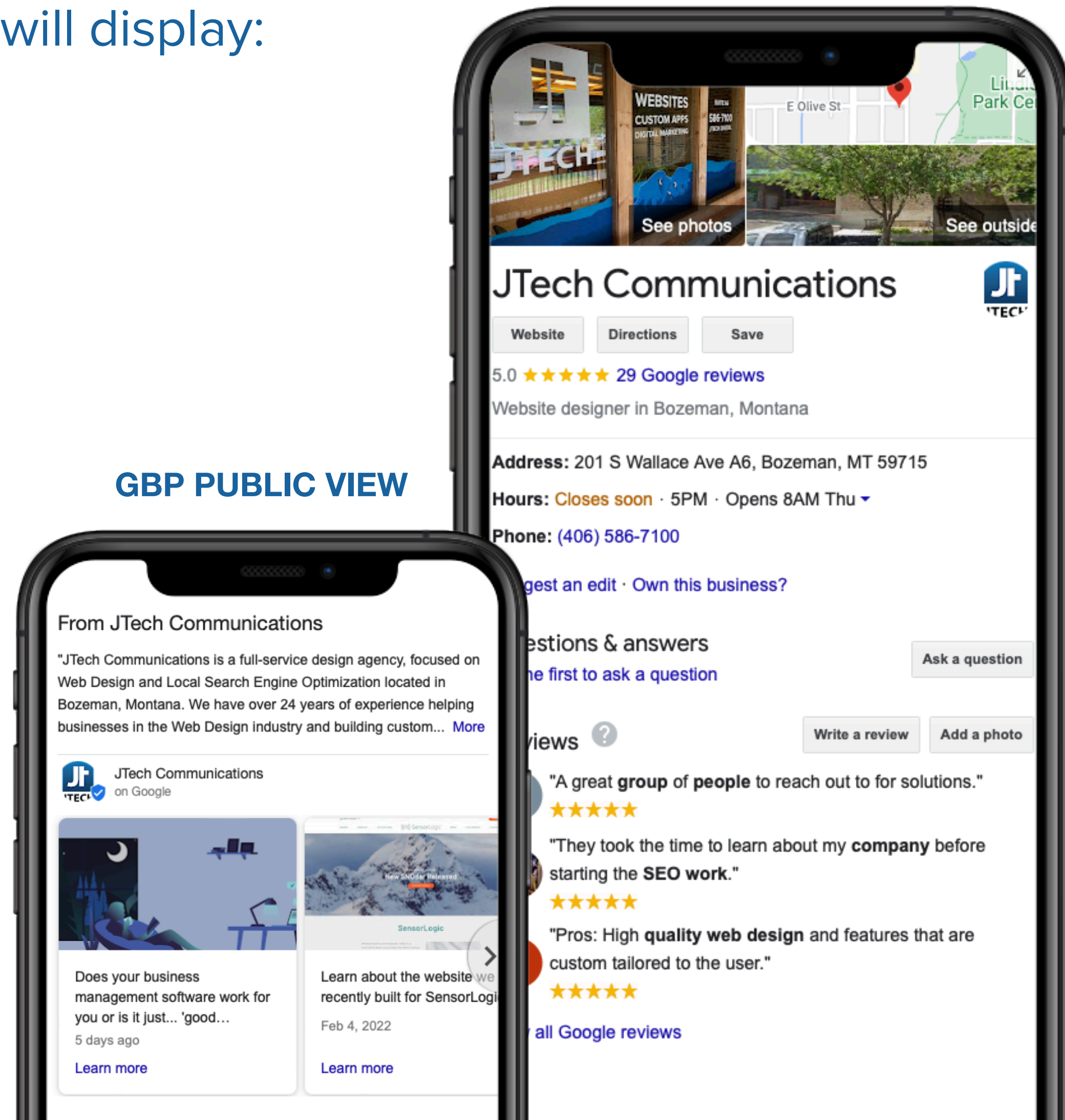


GOOGLE BUSINESS PROFILE (GBP)

The public view of your business's GBP will display:

- ✓ Reviews
- ✓ Geographical information
- ✓ Operational information
- ✓ GBP posts made by your team

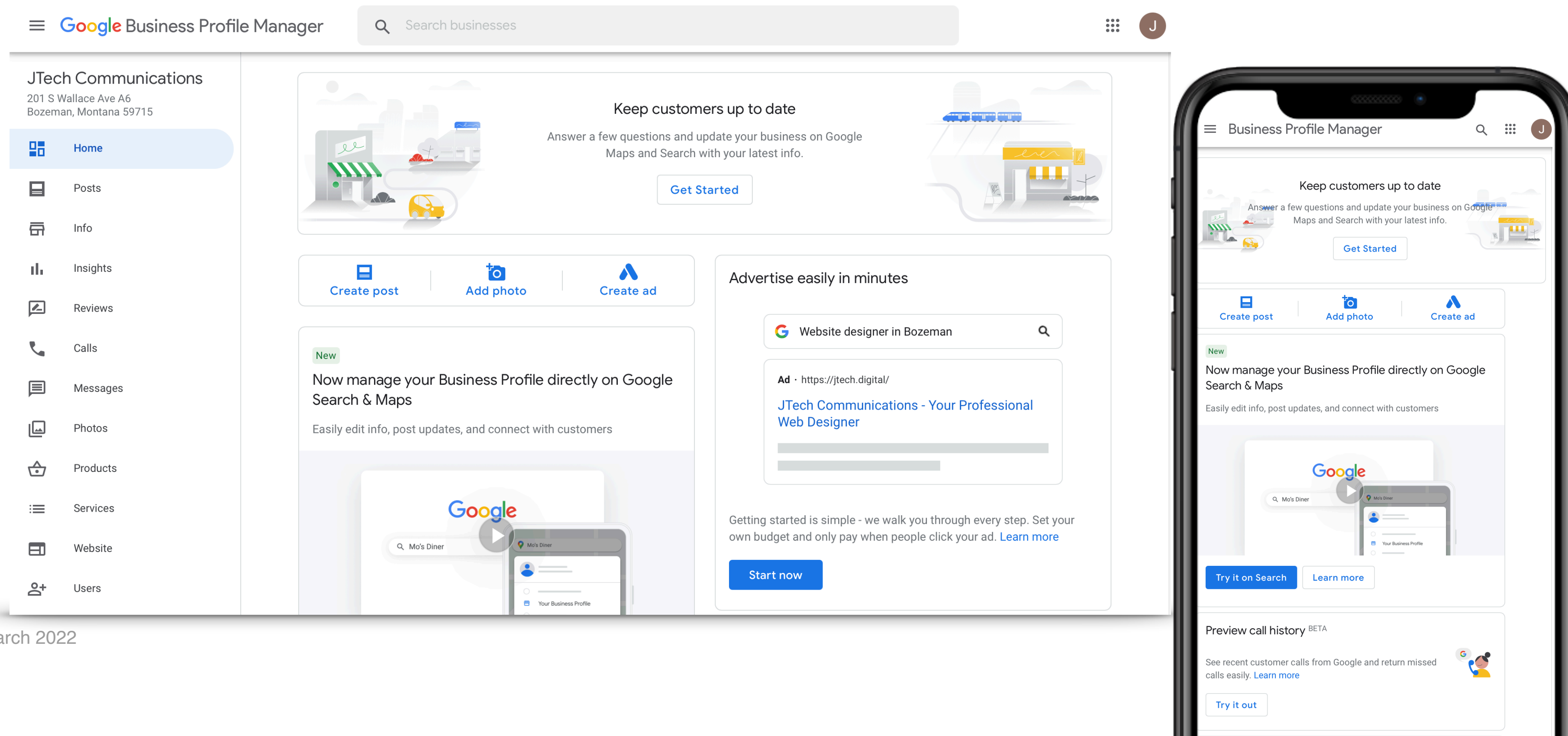
GBP PUBLIC VIEW



GOOGLE BUSINESS PROFILE (GBP)

The admin view of your GBP allows you to edit all of the information the public can see—including paid advertisements. You can access your GBP on desktop or through the Google My Business app available on android and iOS. The editing interfaces can be seen below.

ADMIN VIEW



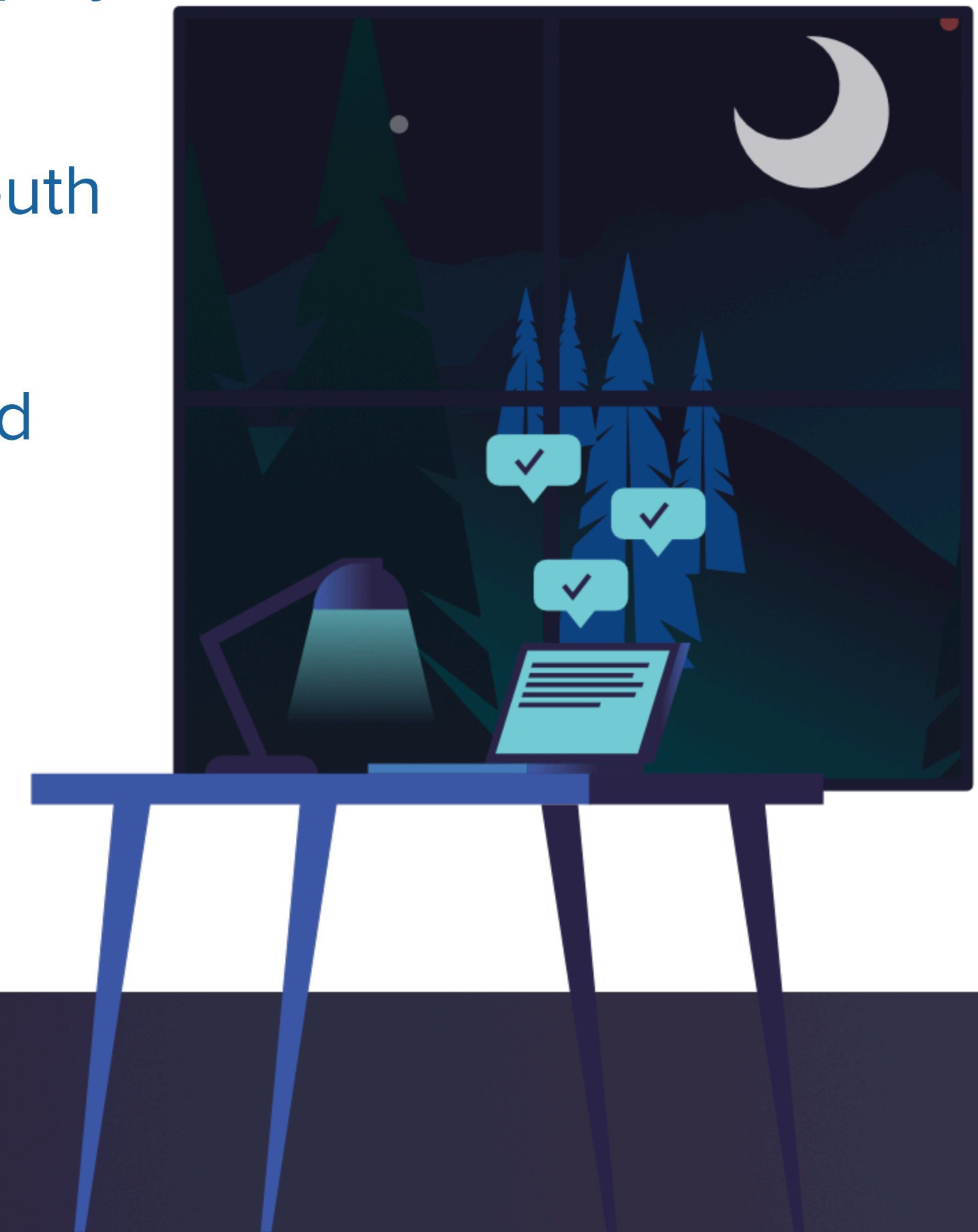
LOCAL DIRECTORIES

- ✓ The information about your business present in these directories is taken into account by search engines when ranking your site.
- ✓ Your business information needs to be uniform across every listing.
- ✓ Creating listings in these directories generates a backlink to your site adding ranking value.
- ✓ Some of these platforms allow for user reviews.
- ✓ There may be industry specific review platforms that you should be present in. ex. Open Table, Capterra, Angie's List, Dex, Yelp, Trip Advisor



REVIEW SOLICITATION

- ✓ Online reviews make up 10% of the criteria for how Google displays local search results
- ✓ 88% of consumers trust online reviews as much as word of mouth recommendations
- ✓ The most widely used review platforms include: GMB, Yelp, and Facebook
- ✓ On average, 70% of customers will leave a review if asked



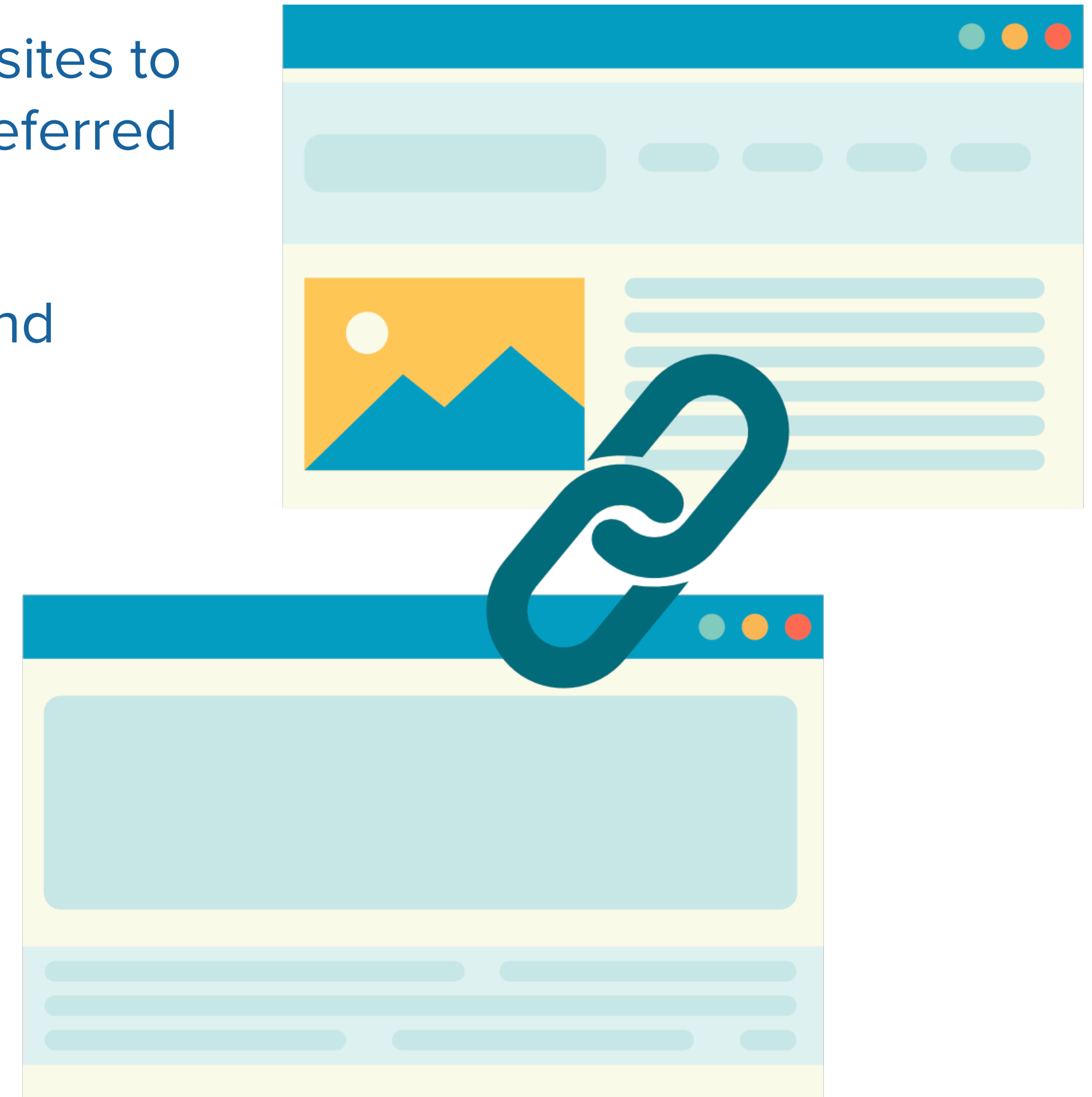
REPUTATION MANAGEMENT

Search engines want to match users with the most valuable site or business. Responding to reviews, both positive and negative, shows search engines and potential customers that you care about customer experience.



LINKBUILDING

- ✓ Linkbuilding is the process of getting other websites to link back to your website. These are generally referred to as backlinks.
- ✓ Backlinks are treated as votes for importance and popularity by search engines.
- ✓ Google has confirmed that gaining backlinks from **trustworthy sites** is one of the most important factors in achieving higher search rankings.



HOW TO GAIN BACKLINKS

- ✓ Identify brand mentions across the web and reach out for a link back to your site
- ✓ Generate relevant, valuable content that is link worthy
- ✓ Reach out to partners in your network
- ✓ List your business in relevant, Local Directories
- ✓ Read more on JTech's [blog article](#) on building backlinks



WHAT IS TECHNICAL SEO?

Technical SEO refers to website and server optimizations that help search engine spiders crawl and index your site more effectively (to help improve organic rankings). Search engines give preferential treatment in search results to websites that display certain technical characteristics such as a secure connection, a responsive design or a fast loading time — and technical SEO is the work you need to do to ensure your website does so.



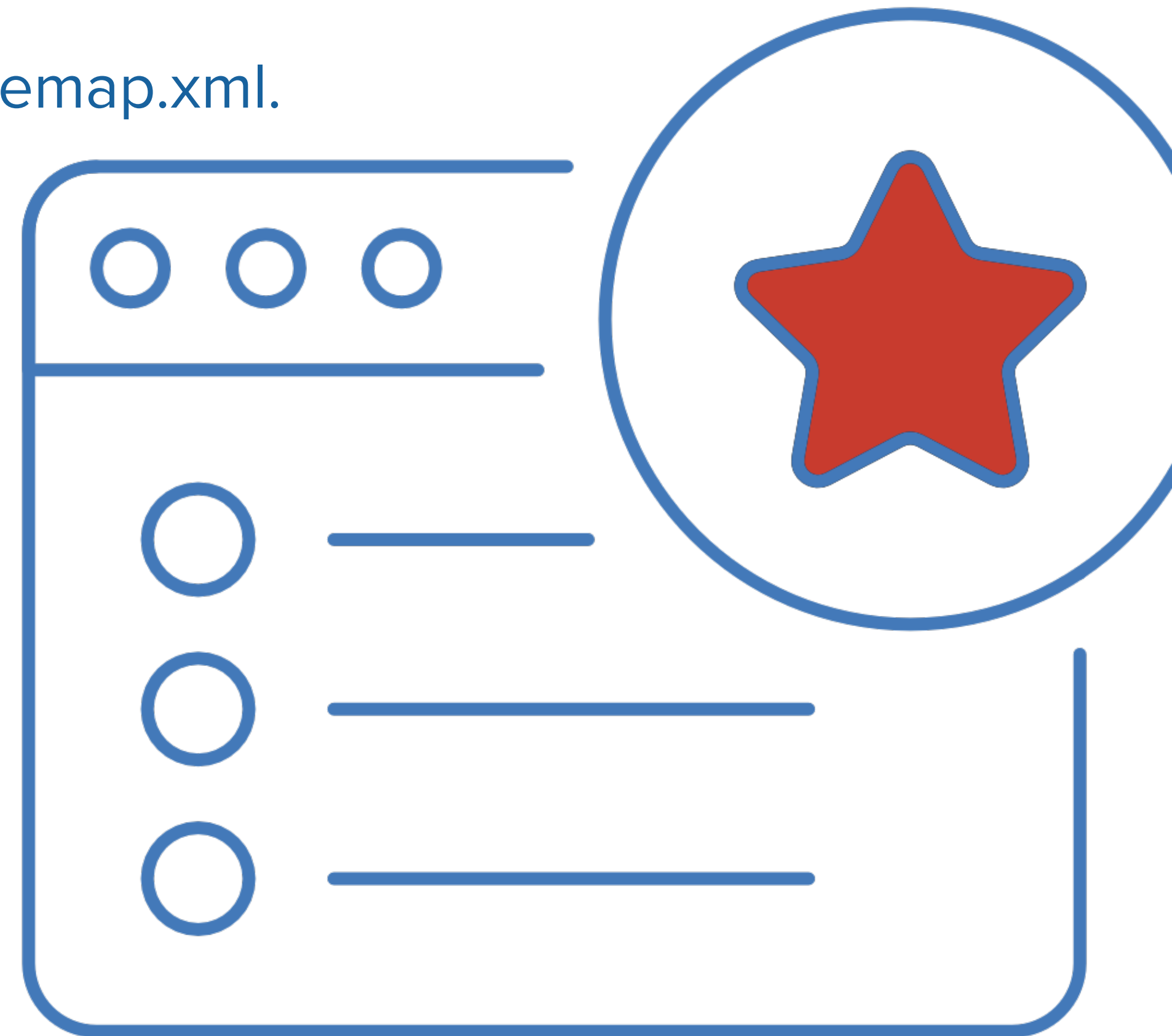
CITATIONS — SCHEMA MARKUP

```
[{
  "@context": "http://schema.org",
  "@type": "ProfessionalService",
  "@id": "https://jtech.digital",
  "url": "https://jtech.digital",
  "name": "JTech Communications",
  "description": "Website Design and Development",
  "image": "https://jtech.digital/assets/img/main/logo.svg",

  "address": {
    "@type": "PostalAddress",
    "streetAddress": "201 South Wallace, A6",
    "addressLocality": "Bozeman",
    "addressRegion": "Montana",
    "postalCode": "59715",
    "addressCountry": "US"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 45.677026,
    "longitude": -111.028743
  },
  "telephone": "+14065867100",
  "openingHoursSpecification": {
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    "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
    "opens": "08:00:00",
    "closes": "17:00:00"
  },
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  "sameAs": [
    "https://www.facebook.com/jtechbozeman/",
    "https://www.linkedin.com/company/3092280",
    "https://www.youtube.com/channel/UCZfJi6TiJGhHZ8rFCeggTGA"
  ]
}]
```

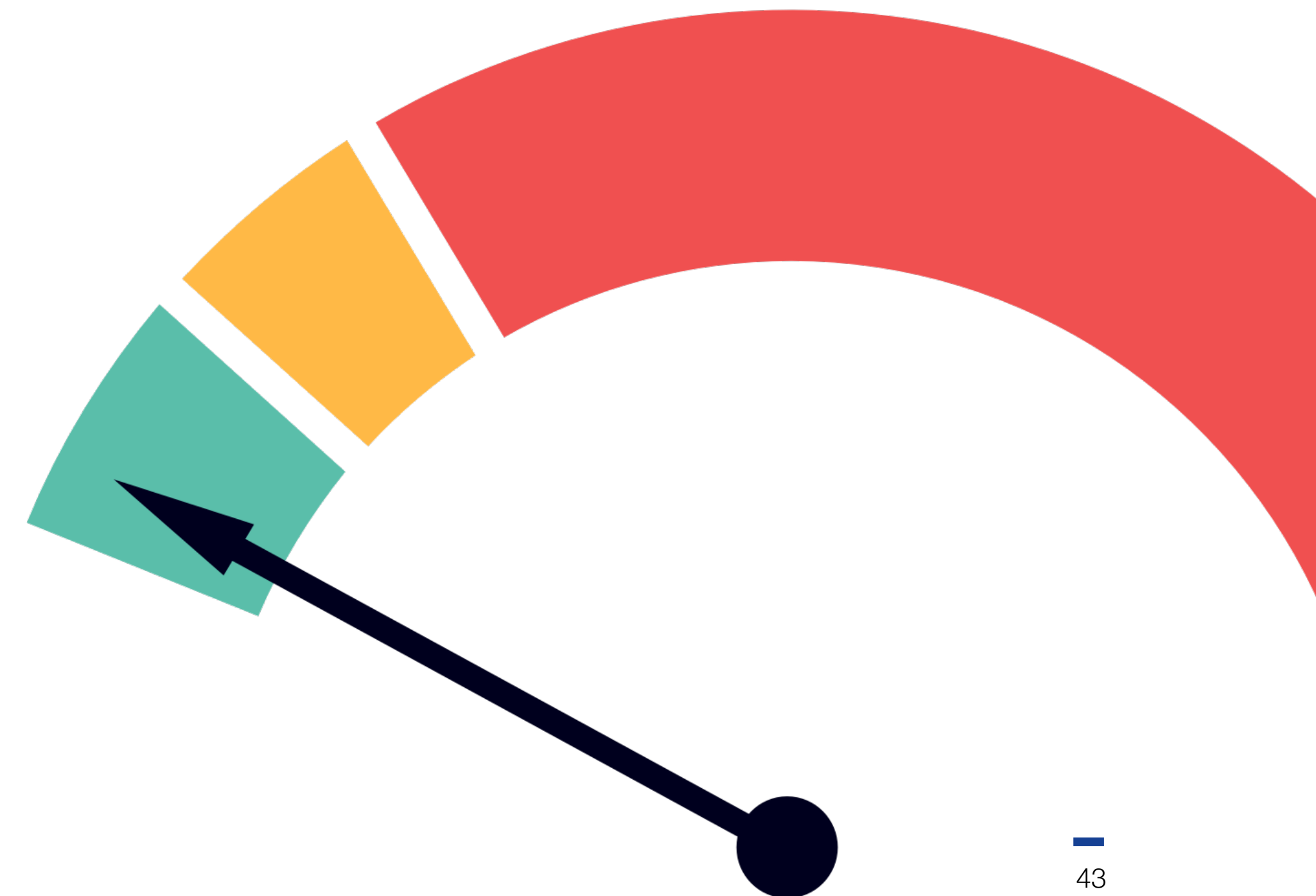
TECHNICAL SEO CHECKLIST

- ✓ Accurate XML sitemap located at yourdomain.com/sitemap.xml.
- ✓ The site is optimized for mobile users.
- ✓ No broken internal or external links present on site.
- ✓ No duplicate content
- ✓ Site content is correctly tagged with schema data.
- ✓ Page loading times are optimized.



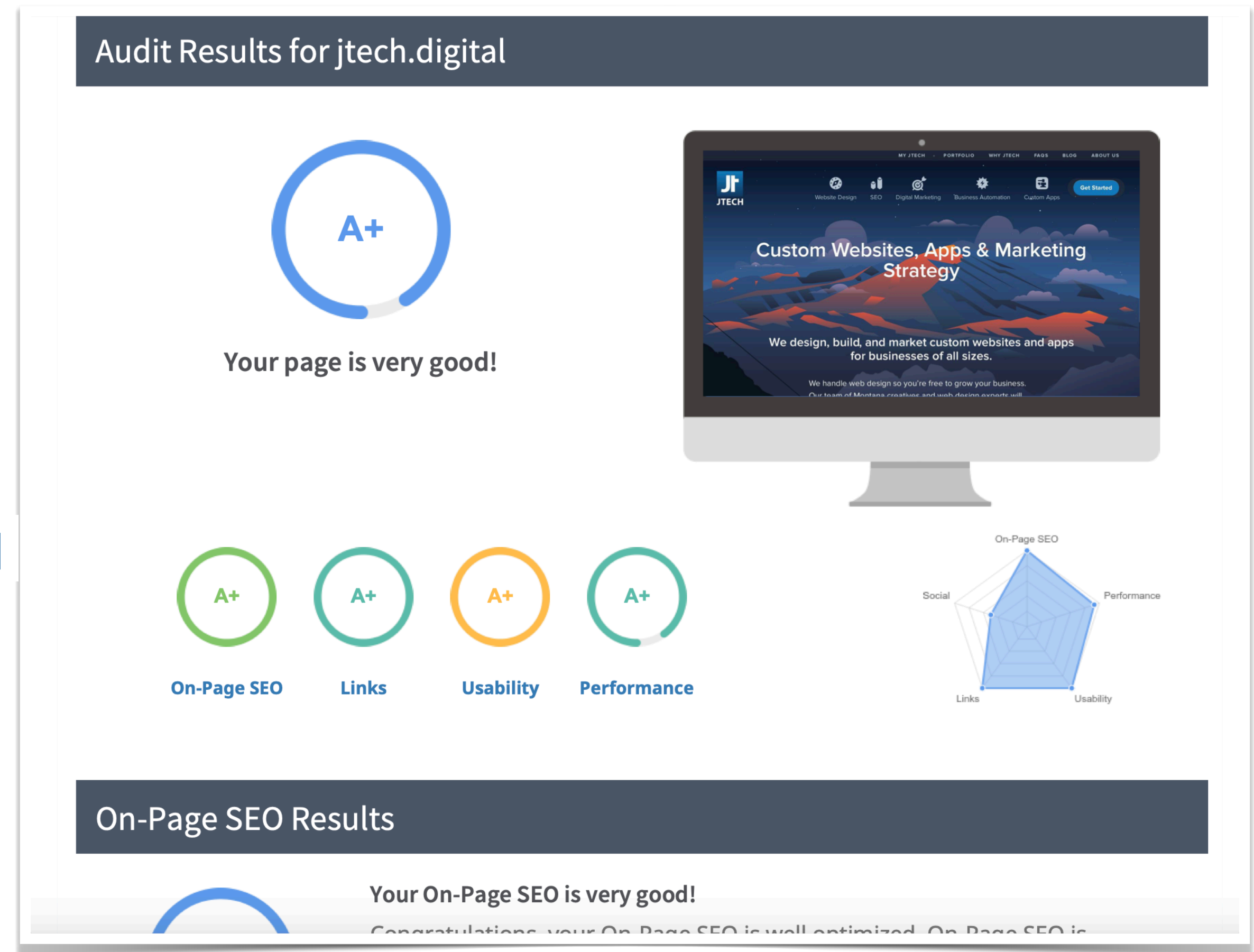
OPTIMIZING PAGE LOAD SPEEDS

- ✓ Reduce image sizes on your site, and use PNG only files
- ✓ Use compression to reduce the size of CSS, HTML, and JavaScript files that are larger than 150 bytes.
- ✓ Reduce page redirects
- ✓ Improve server response time



TECHNICAL SEO MEASUREMENT TOOLS

- ✓ Use Google's [Page Speed Insights](#) to rate the loading speed of your pages & identify issues slowing them down
- ✓ Use [brokenlinkchecker.com](#) to look for broken links on your site
- ✓ Check Google Search Console for coverage & usability issues identified by Google.
- ✓ Fill out JTech's, [Free SEO Audit](#) to see a snapshot of your technical SEO





JTECH
CELEBRATING
24 YEARS

JTECH DESIGNS,
BUILDS AND
MARKETS CUSTOM
WEBSITES AND
APPS FOR
BUSINESSES OF ALL
SIZES.

CORE PROJECT TEAM



KATIE JENKINS
Marketing Director

Leads strategic vision, growing clients' digital presence, marketing tone, and communicating brand messaging on and off-page.



FELIX WOLFSTROM
Senior Designer

Creates branding, animation, illustration, user interface, and user experience design that are beautiful and memorable.



SAM KLUSMEYER
Content Specialist

Assists clients with their composition needs: from copy editing to building a strong, clear, and branded tone. All web copy is unique and well portioned for SEO.



CONNOR BERGIN
Digital Marketer

Responsible for executing keyword research and campaigns, including SEO, PPC and content marketing efforts.

DEVELOPMENT, MARKETING & SUPPORT TEAMS



Josh Reynolds
President & Founder



Patrick Milvich
VP of Technology & Partner



Nikki Reynolds
Finance Manager



Robin Hicks
Developer



Zachary Wright
Client Support



Zach Lowen
Developer



James Hubbell
Graphic Designer



Michelle Calderwood
Digital Marketer



Deanna Dalton
Digital Marketer

WHY JTECH?

OUR STRATEGIC APPROACH

For over 24 years, we've provided a comprehensive and experienced-based approach to web design, development, and marketing. We analyze data, market trends, and best practices to ensure our client's success online.

SUPERIOR TECHNOLOGY & SOFTWARE

We don't deploy the work of others — our websites are plug-in free, and are more performant. Our websites are perfectly optimized for responsiveness on mobile devices, and pass accessibility best-practice standards required by law.

LOCAL HOSTING

We provide local web hosting on our servers which we maintain, manage and monitor, guaranteeing your site is secure and lightning fast.

HIGHLY MARKETABLE & FINDABLE

We lay the foundation for your SEO and Local SEO by ensuring you have the technical foundation required to make your website marketable, and findable by search engines.

DIGITAL MARKETING & SUPPORT

We provide complete data-driven, and highly effective digital marketing programs for businesses of all sizes. Our local SEO, PPC and managed content marketing programs achieve results.

MY JTECH

Our easy-to-use content management system, My JTech, was designed with you in mind. From your desktop or phone you can rapidly manage content, assign site access levels, and much, much more.

THANK YOU.



Contact

P: 406-586-7100

E: info@jtech.digital

W: jtech.digital

Address

JTech Communications
201 S. Wallace Ave., A6
Bozeman, MT 59715