



Social Media Best Practices & Intro to SEO

By AOKMarketing.com

GOAL: Learn 1 Thing

AGENDA

1. Introduction
2. Social Media Best Practices
3. Intro to SEO



A decorative horizontal band across the middle of the slide. It features a yellow trapezoid on the left, a white diagonal line, and a grey trapezoid on the right.

Introduction

The AOK Way

PART 1

Website Fundamentals & Introduction to Analytics



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PART 2

Social Media Best Practices & Intro to SEO



AOK Marketing



PART 3

Competitor Analysis & Intro to Paid Search



Entrepreneurs'
Organization



AOK Marketing
An Opportunity Knocks

FP

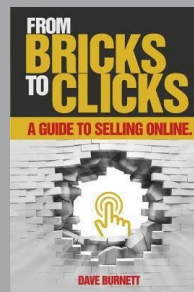


PROMOTIONAL
PRODUCTS.COM

Achievers



AOK Marketing



DIGITAL ACQUISITION PLAN



DISCOVER

Research current situation, use experience and data to understand market and end users.



PLAN

Step-by-step solutions designed to reach client specified goals. Develop a roadmap to success.



EXECUTE

Implement the plan to maximize profits and reduce customer acquisition costs in all digital channels.



MONITOR

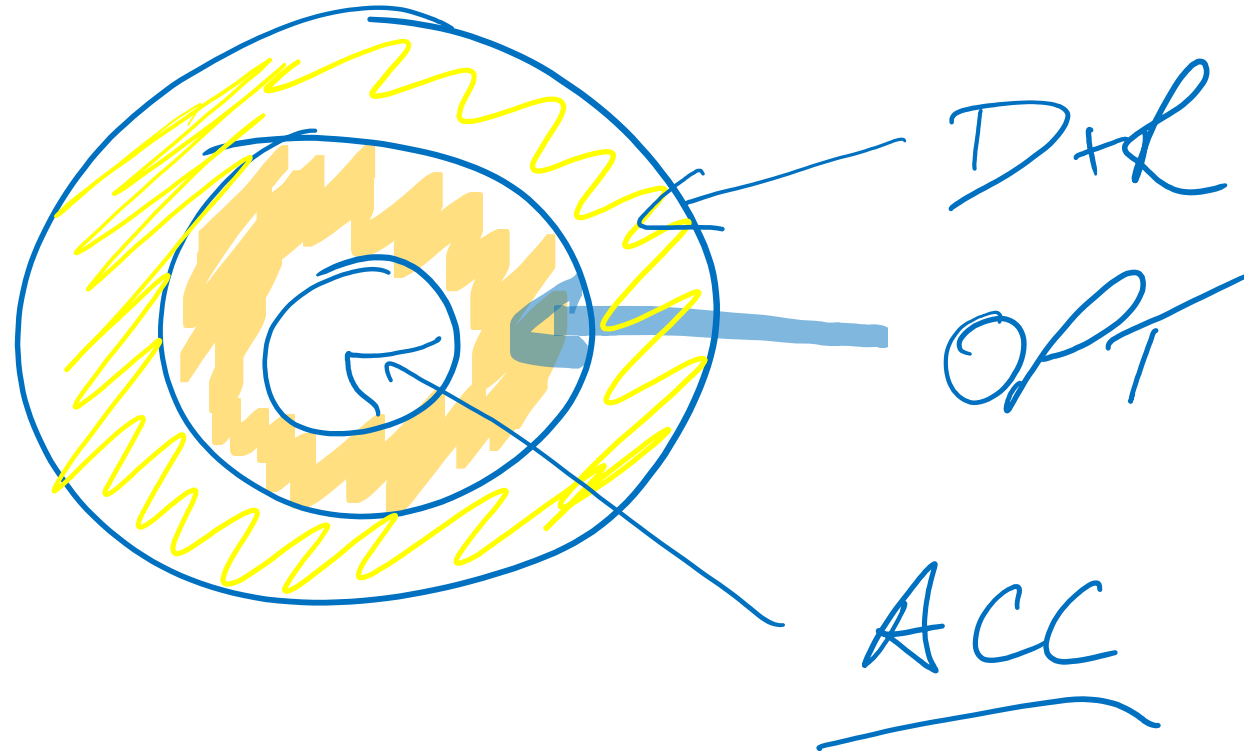
Implement reporting to enable improved data based decision making. Understand the market reaction to client offering.



INNOVATE

Identify opportunities to keep moving forward to the next level of growth. Adapt to the ever changing marketplace.

Where Are You?



AUDIENCE



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Leads For Less - A State of Mind

State of Mind		Cold	Warm	Hot	Converted	
Campaign GAME		Contact	Consider	Convert	Care	
Goal		See and know my brand	Consider my brand's offerings	Purchase my brand's products / services	Purchase again - become loyal to my brand	Strategy
Audience		Largest addressable audience, unknown intent	Largest addressable audience, with some commercial intent	Largest addressable audience, with LOTS of commercial intent	Repeat customers	Strategy
Market		Anyone who can buy from you	Anyone looking to buy from your industry	Anyone looking to buy from your industry NOW	Existing customers who will buy again	Strategy
Mindshare		Understand that our company exists, and we can provide specific products / services	Understand our value proposition, and what differentiates us	Understand the reasons you should order from us NOW	Understand all the wonderful things we've done and been awarded	Strategy
Messaging		Drive Awareness	Drive Consideration	Drive Conversions	Drive Loyalty	Strategy
Marketing Platforms		Display Social Video	Display Email PPC SEO Video	Display Email PPC SEO	Display Email Social PPC SEO Video	Operations
Measurement		# of Actions % of Actions Conversation Amplification Applause Indexed Brand Awareness % of New Visits Recency & Frequency	Click Through Rates (CTR) Page Depth Per Visit Goal Value % of Assisted Conversions Growth in Owned Audience	Conversion Rate Visitor Loyalty (return visits) Checkout Abandonment Rate Profit (Rev-AdCost-COGS) Economic Value Task Completion Rate	Repeat Purchases Likelihood to Recommend Customer Lifetime Value Loyalty Monthly Active Users	Operations
Experience		Inspire, entertain and inform	Educate, inform and inspire action	Enable a seamless transaction	Surprise, delight & reward	

A photograph of a winter landscape. A large, snow-covered tree stands in the center-right of the frame. The ground is covered in a thick layer of snow. The sky is a clear, bright blue. The text "COLD THEY DON'T KNOW YOU AT ALL" is overlaid in the center of the image.

**COLD
THEY DON'T KNOW YOU AT ALL**



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WARM
They have heard of you, and are aware of your offerings.



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HOT

They are aware of your offerings, and are looking to purchase from you or one of your competitors.



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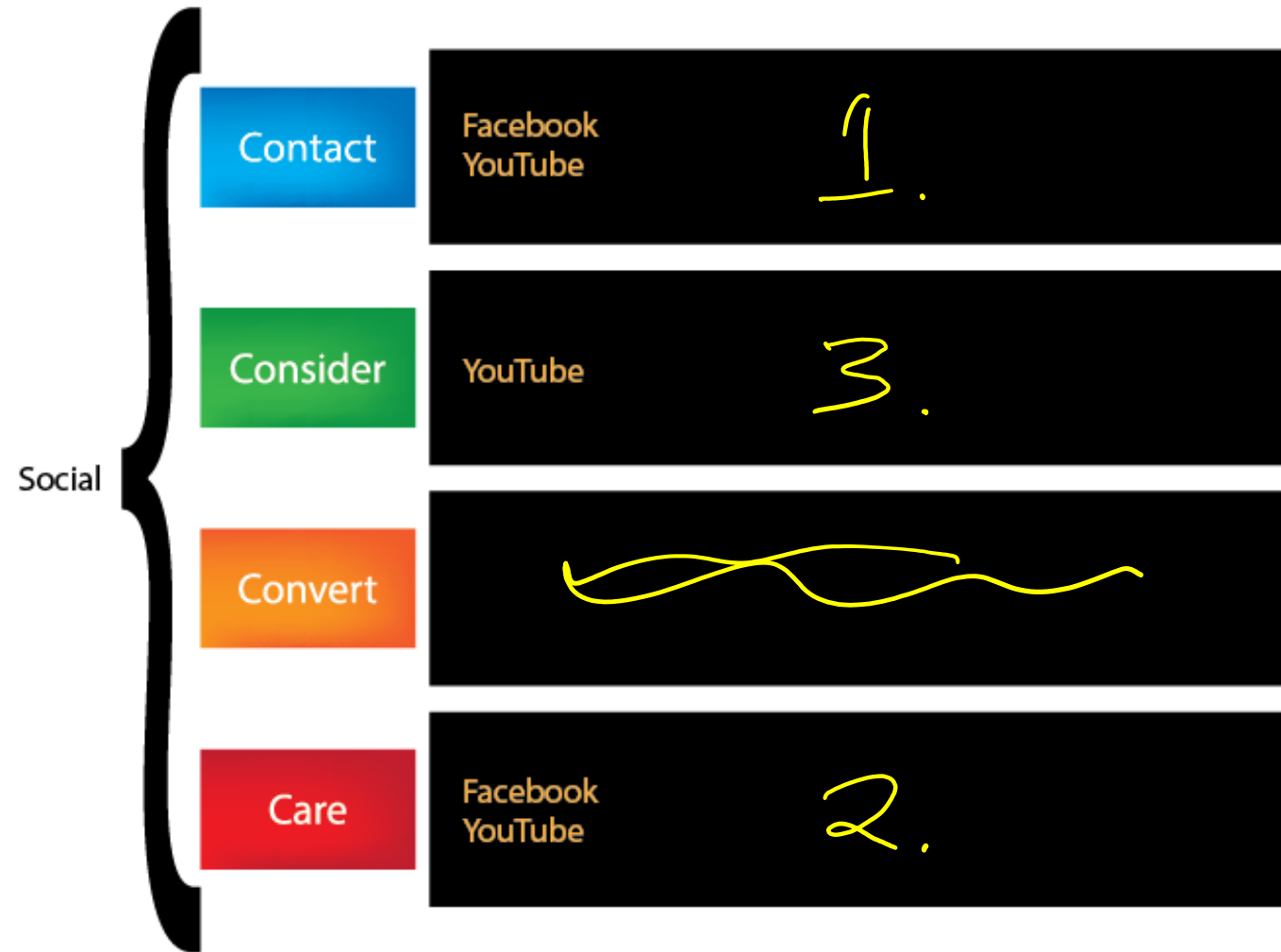
**CONVERTED
THEY'VE BOUGHT FROM YOU BEFORE...**



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A large crowd of diverse people is arranged on a light gray floor to form a complex, interconnected network shape, resembling a social media graph. The people are of various ages and ethnicities, wearing colorful clothing. The network has several large, dense clusters connected by thinner paths of people. The overall shape is roughly circular with several protrusions and indentations. The text "Social Media Essentials" is centered over the middle of the network.

Social Media Essentials



Facebook page for **Cindys Home and Garden**. The page features a cover photo of a garden and a profile picture of a man. The main content area displays a post from October 1 at 11:34 AM, which is circled in red. The post text reads: "Want to win a \$1000 CINDY'S GIFT CARD? Test your luck at Cindy's with our 'Chase the Aces' Contest! Spend \$50 anywhere at Cindy's during the month of October and earn the chance to pull ANY ACE from a deck of cards. Pull an Ace and you get a ballot to WIN the big prize of a \$1000 Cindy's Gift Card! We will draw a winner at the end of October! Will you be the one to pull an ACE? ... See More". Below the text is a video thumbnail showing a man standing next to a sign that says "CINDY'S CHASE THE ACES \$1000 CINDY'S GIFT CARD CHANCES TO WIN ALL MONTH!". The video is also circled in red. The post has 47 reactions (2 Comments, 21 Shares, 6.1K Views) and is circled in red. The right sidebar includes a "Shop Now" button, a "Send Message" button, a "Can you recommend products for me?" section, a "Our Story" section, a "What's New" section, a "Community" section, and an "About" section. The "Community" section is circled in red. The "About" section includes a map of the location.

Cindys Home and Garden
@cindyshomeandgarden

Home
Posts
Reviews
Photos
Shop
Community
Videos
Events
About
Info and Ads
Instagram feed
Join My List
Poll
[Create a Page](#)

Posts

Cindys Home and Garden
October 1 at 11:34 AM · 🌐

♦ ♣️ Want to win a \$1000 CINDY'S GIFT CARD? Test your luck at Cindy's with our "Chase the Aces" Contest! ♠️ ❤️

Spend \$50 anywhere at Cindy's during the month of October and earn the chance to pull ANY ACE from a deck of cards. 🎰 Pull an Ace and you get a ballot to WIN the big prize of a \$1000 Cindy's Gift Card! 😊

We will draw a winner at the end of October! Will you be the one to pull an ACE? 😊 ... See More

Video: A man standing next to a sign that says "CINDY'S CHASE THE ACES \$1000 CINDY'S GIFT CARD CHANCES TO WIN ALL MONTH!".

This is Cindy's BIGGEST CONTEST EVER! [Get Directions](#)

👍❤️😂 47

2 Comments 21 Shares 6.1K Views

[Like](#) [Comment](#) [Share](#)

Our Story
Located on the north shore of Lake Erie, in the quaint Victorian town of Kingsville, Cindy's Home & ...
[See More](#)

What's New
🛒 See new items in the shop.

Community [See All](#)
👤 Invite your friends to like this Page
👍 16,079 people like this
👤 15,731 people follow this

About [See All](#)
Map showing the location of Cindy's Home and Garden.



Audience Overview

Demographics

DEMOGRAPHICS

- GENDER: MALE +
- AGE: 25-39 +

TOP REGIONS



Country	Region	City
United States	New York	New York
United States	Florida	Fort Lauderdale
United States	Massachusetts	Boston
United States	California	San Francisco
United States	Illinois	Chicago
United States	Georgia	Atlanta



POLITICS

LEFT RIGHT



PROFESSIONS

- BUSINESS
- INFORMATION TECHNOLOGY
- RESEARCH/RESEARCH AND D...

MONTHLY SPARE \$

- \$1000 OR MORE



Audience Overview

Lifestyle



FAVOURITE DISHES



HOBBIES & ACTIVITIES



- EXERCISING
- SPORTS
- CYCLING

FAVOURITE SPORTS



- FOOTBALL
- BASKETBALL



+ GENERAL INTERESTS

- SCIENCE
- BUSINESS AND FINANCE
- COMPUTERS AND TECHNOLO...

+ NICHE INTERESTS

- LONDON
- INTERNET
- PROJECT MANAGEMENT
- BUSINESS STRATEGY
- DIGITAL MARKETING

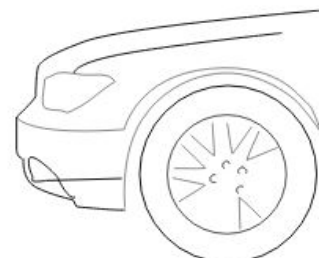
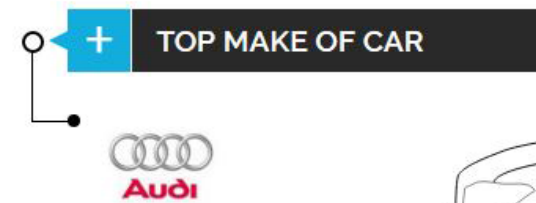
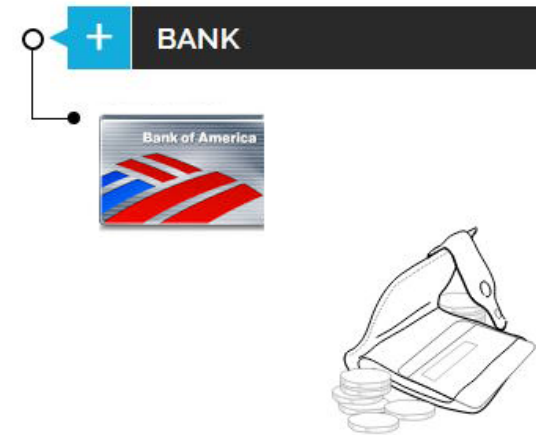
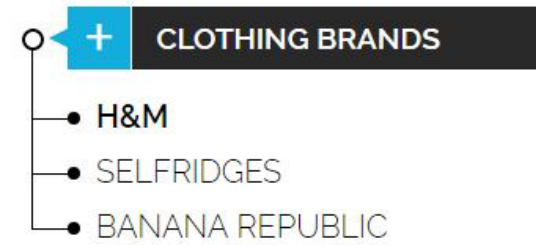
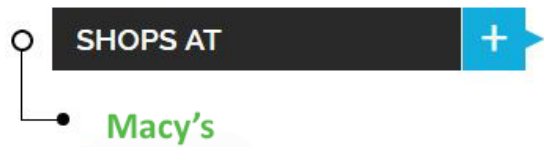
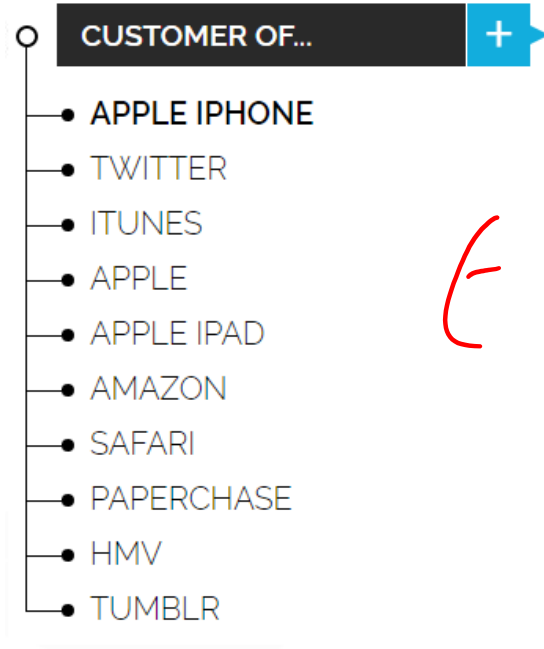
+ MOST LIKELY PET

- CAT



Audience Overview

Brands



Audience Overview

Personality

“ The internet is my main source of information

“ I tend to think outside of the box

“ Online shopping makes my life easier

“ I seek out challenging situations

DESCRIBES THEMSELVES AS...



- ANALYTICAL
- CLEVER
- KNOWLEDGEABLE

...BUT ON OCCASION

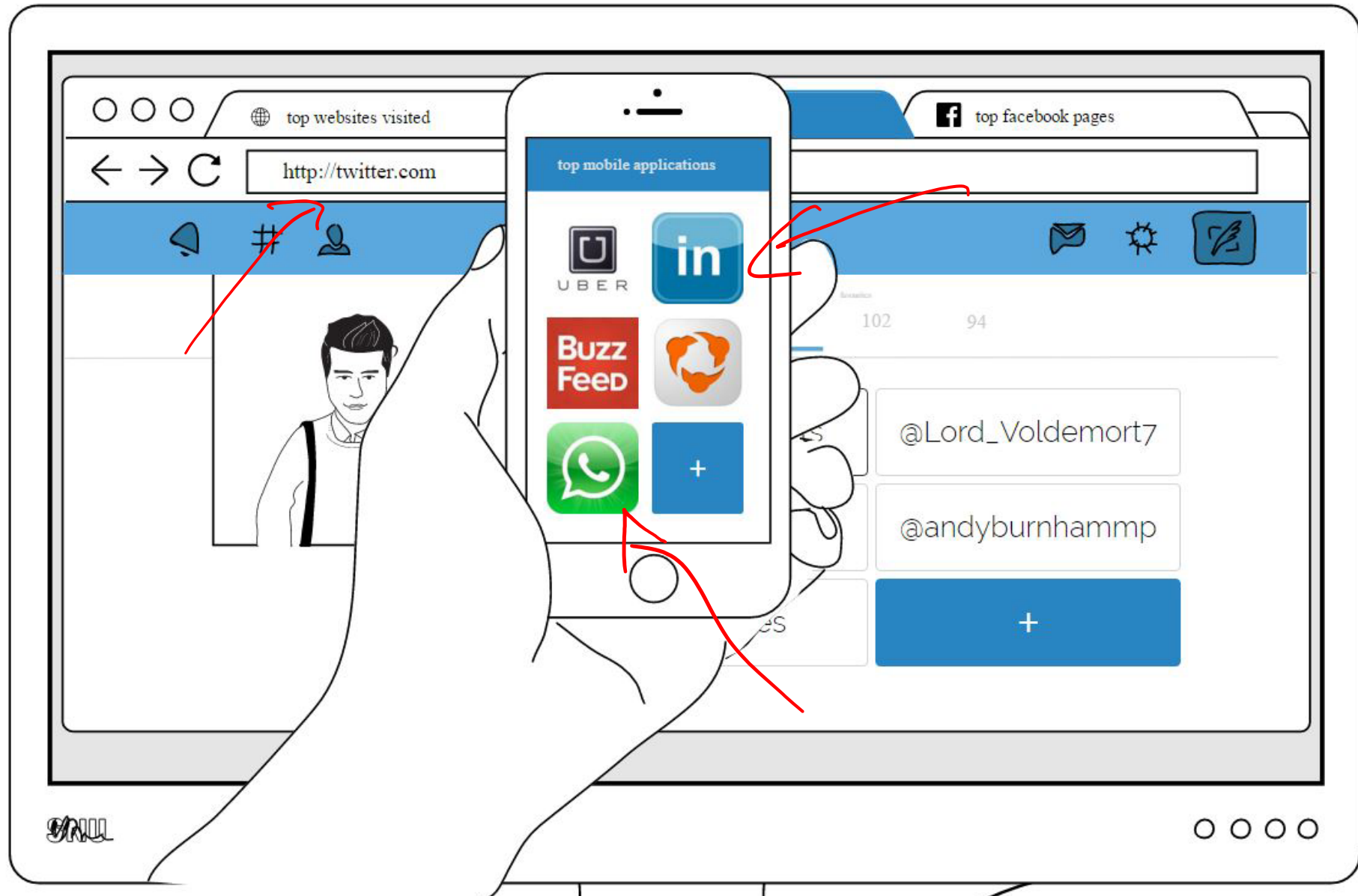


- GRUMPY
- ARROGANT
- INTROVERT



Audience Overview

Online



Audience Overview

Media

○ ONLINE FOR... +

• **50+** HRS P/W

○ NEWSPAPER READ +

• TIMES

○ MAGAZINES READ +

• THE ECONOMIST



○ + WATCHES TV FOR...

• **1-5** HRS P/W

○ + TV SHOWS WATCHED RECENTLY

- TOP GEAR
- FORMULA 1: THE MONACO GRAND PRIX
- WILL AND GRACE
- SALT
- LIVE: CAPITAL ONE CUP





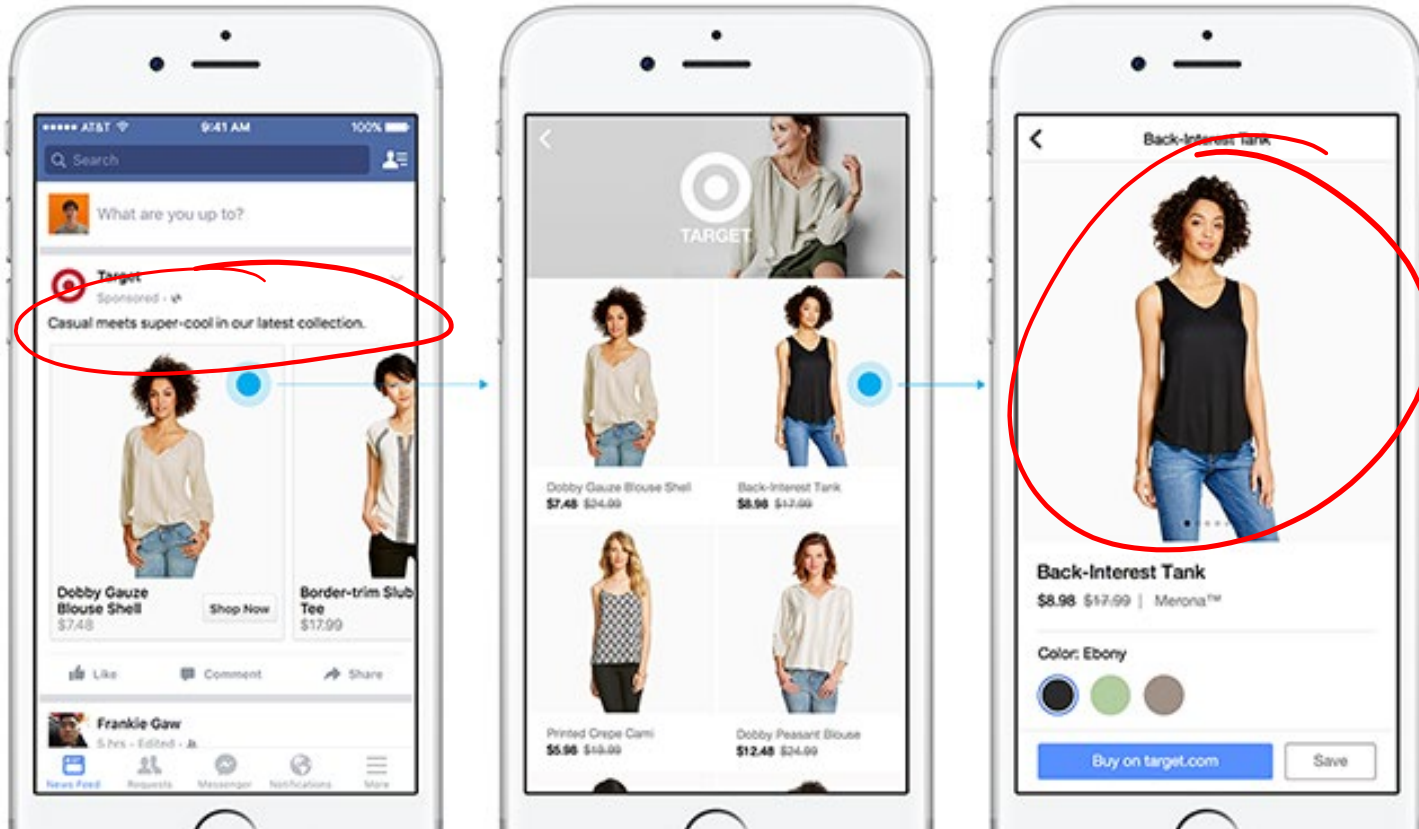
Plan

- Platforms
 - Social Media Channel Specialization - Can't really do them all
 - Find out where your customers spend their time
 - Find out HOW and WHERE your customers search
 - Rules of thumb:
 - Twitter: Breaking News
 - Facebook - B2C
 - YouTube: If you have something interesting to say
 - Instagram: Visual B2C
 - Pinterest: Visual - Women
 - Snapchat: C2C (think of it as a video channel)



Tell a Story...
And be
Different!

Implement



- Social Media is Visual
 - Image
 - Headline
 - Description

Implement

- Social Media is Visual
 - Image
 - Headline
 - Description



Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

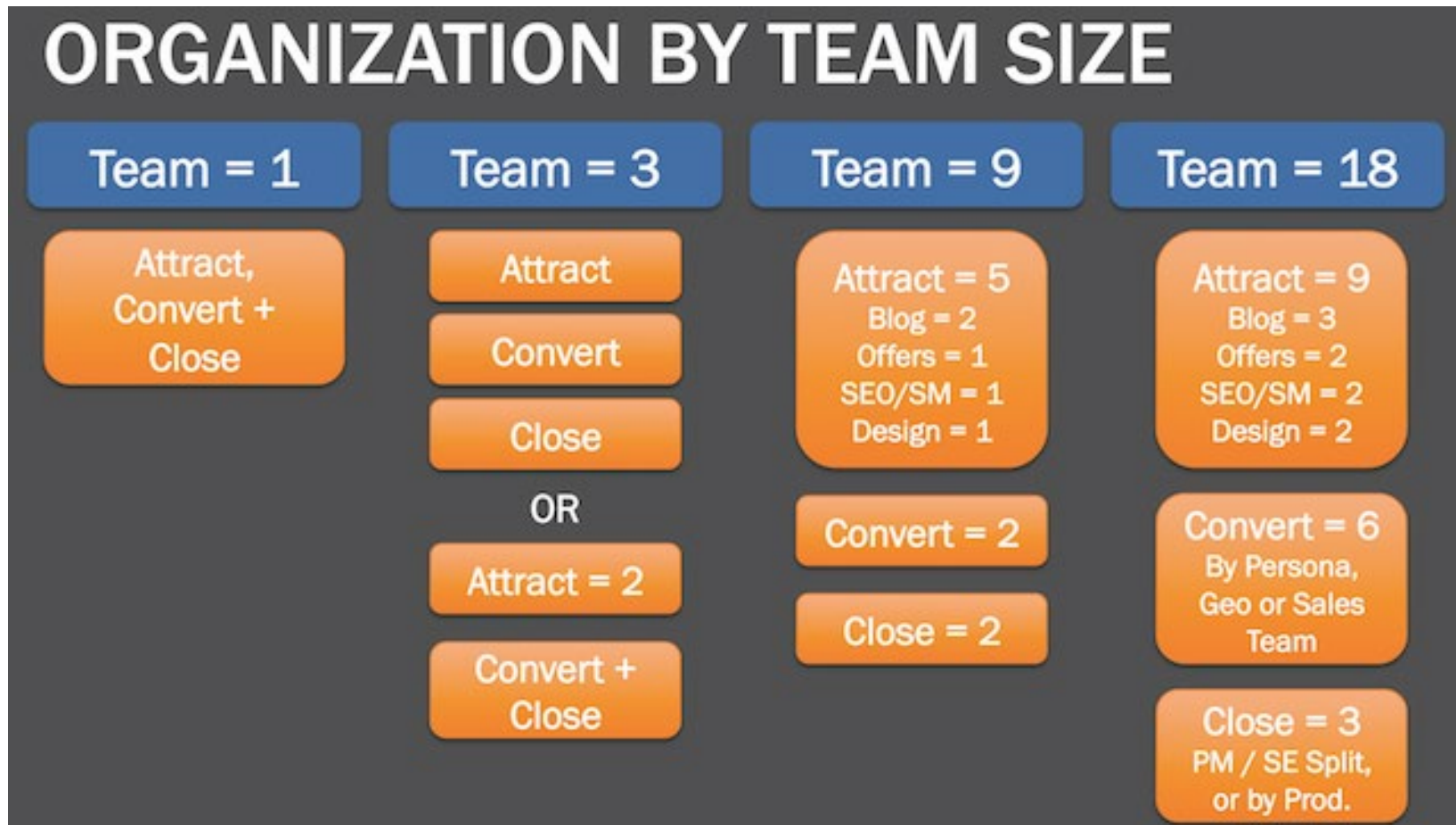
WWW.JASPERS-MARKET.COM

Like - Comment - Share - 1,257 1,802 1,795

Implement— Team

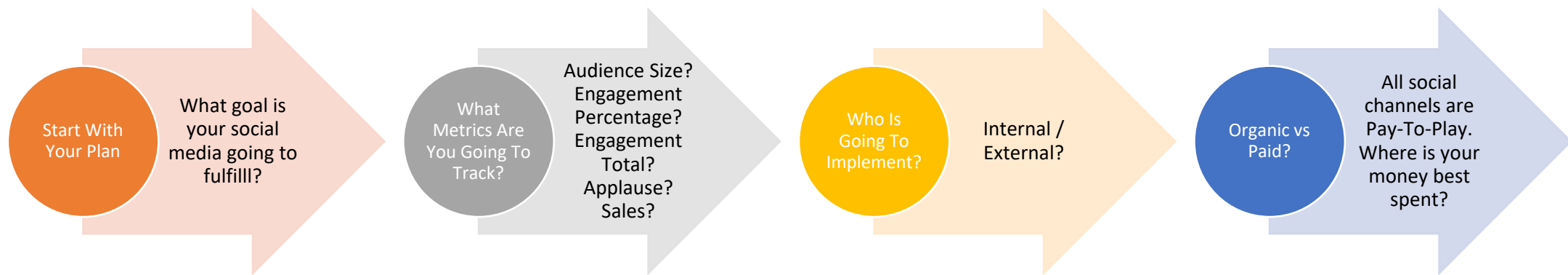
- Does your team support social media?
- Is your culture supportive of wasting time on social media? What about spending time on social media? How do you tell the difference?
- How many people have considered hiring someone right out of university - a social media specialist - who has 15,000 followers or whatever on Instagram?

Implement – Team





Implement – Process





How Does Organic Social Compare to Paid Social?

Organic vs Paid

- Organic is the natural number of people who like / follow your page
- Paid encompasses any campaign designed to drive web traffic, page likes, clicks, engagement, or all of the ideal metrics you would get organically

Every Platform is Pay-To-Play

- Organic reach is becoming more and more limited
- Every large social network is 'for profit'
- If you want to get ahead, you have to play their game

Account Structure

- Designing an effective campaign is all about the campaign, and the account structure



Best Social Media Metrics

	Twitter	Facebook	Google+	Blog	YouTube
Conversation Rate	1.63	2.44	1.25	7.33	1.25
Amplification Rate	1.75	2.11	2.75	1.00	3.39
Applause Rate	0.38	9.00	6.75	5.33	7.00
Economic Value	\$0.13	\$2.27	\$1.62	\$0.90	\$1.05

www.zqi.me/rocksocial

Activity & Engagement

YOUR POSTS IN PERIOD

79

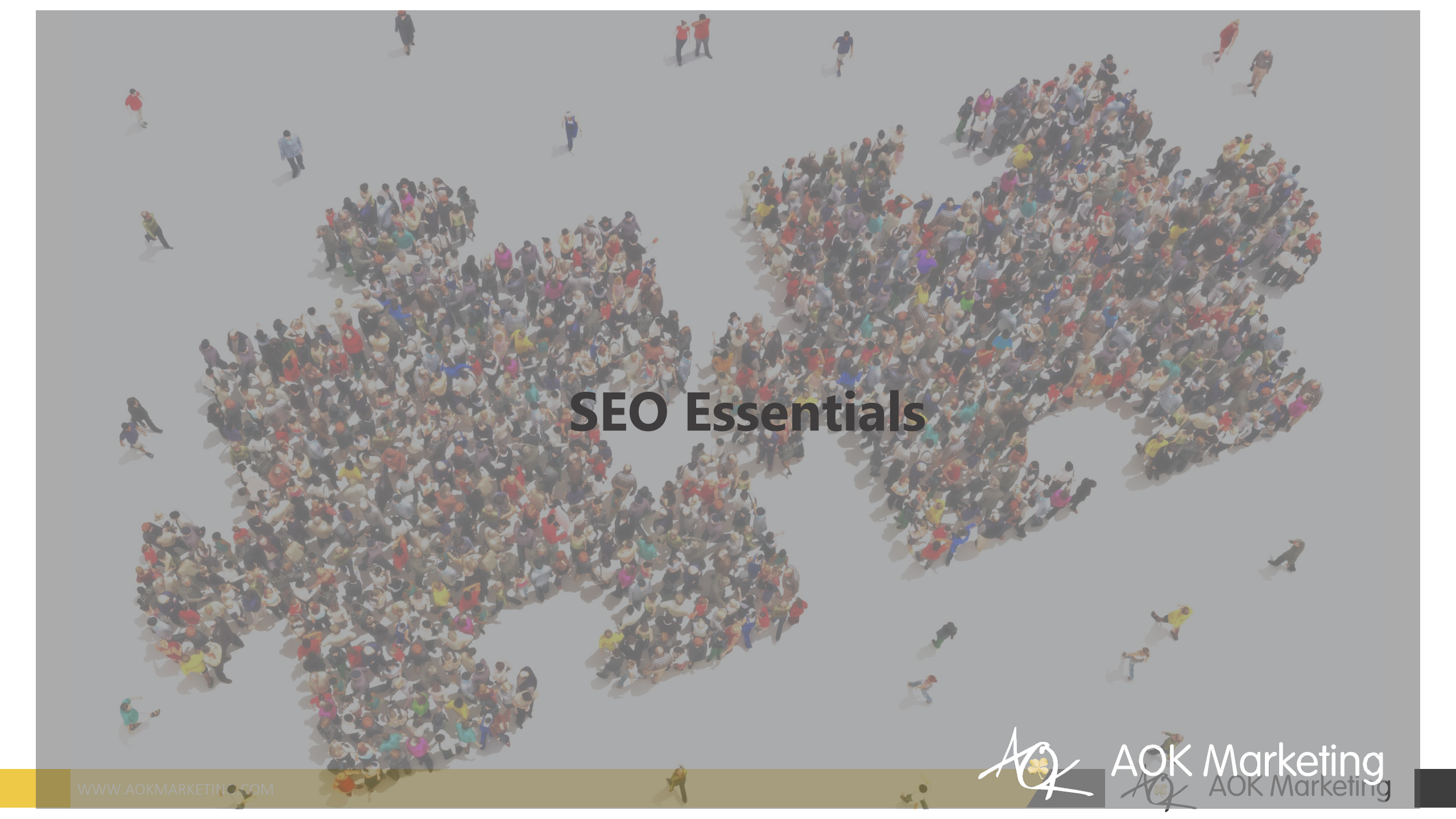
Landscape Avg: 96.0

YOUR ENG. RATE / POST

0.63%

Landscape Avg: 0.25%

Company	Posts	Engagement Rate / Post
1. Appresso	14	5.59%
2. GXS	13	5.52%
3. Infoteria	10	1.54%
4. Cleo	27	0.91%
5. Micro Focus	84	0.81%
6. HULFT	79	0.63%
7. Informatica	526	0.48%



SEO Essentials

Low Hanging Fruit Strategy

01

Page 2+ to Page 1

Focus on keywords where there is some authority, but not enough to be on page 1.

02

Page 1 to Top 3

Move from the bottom of page one to the top 3 positions by focusing on Rank Brain signals.

03

Top 3 to Position 2 & 1

Deeper analysis on what Google likes, and applying it to the pages.



SERP

Google

aok marketing



All

Images

News

Maps

Videos

More

Search tools

About 479,000 results (0.41 seconds)

AOK Marketing

Ad

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Providing step-by-step guidance for PPC management, online audience creation, traffic building and lead generation for business owners and marketing pros.

Welcome to the AOK Marketing Group

www.aokmg.com/

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Dave Burnett | LinkedIn

<https://ca.linkedin.com/in/davebburnett>

Toronto, Canada Area - Author, Columnist, Speaker & CEO at AOK Marketing | Turning Your Website Into Your Best Salesperson - AOK Marketing

Author, Columnist, Speaker & CEO at AOK Marketing | Turning Your Website Into Your ... Now I'm helping great marketers turn their products and services into ...

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... working at AOK Marketing Group. Join LinkedIn today for free. See who you know at AOK Marketing Group, leverage your professional network, and get hired.

AOK Marketing - 250 Wincott Dr, Etobicoke, ON - Yellow Pages

www.yellowpages.ca/bus/Ontario/Etobicoke/AOK-Marketing/101094735.html

AOK Marketing - Etobicoke - phone number, website & address - ON -

AOK Marketing - Facebook

www.facebook.com · Places · New York, New York · Advertising Service

AOK Marketing, New York, New York. 2617 likes · 6 talking about this · 1 was here. Turning your

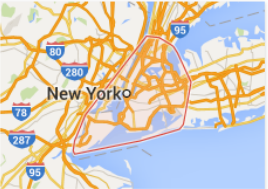
DESIGN

OPTIMIZATION

MARKET

SEO

See photos



AOK Marketing

Marketing Agency

Address: New York, NY, United States

Phone: +1 646-453-7550

Hours: Closed today

Suggest an edit

Reviews

1 Google review

Send to your phone

Send

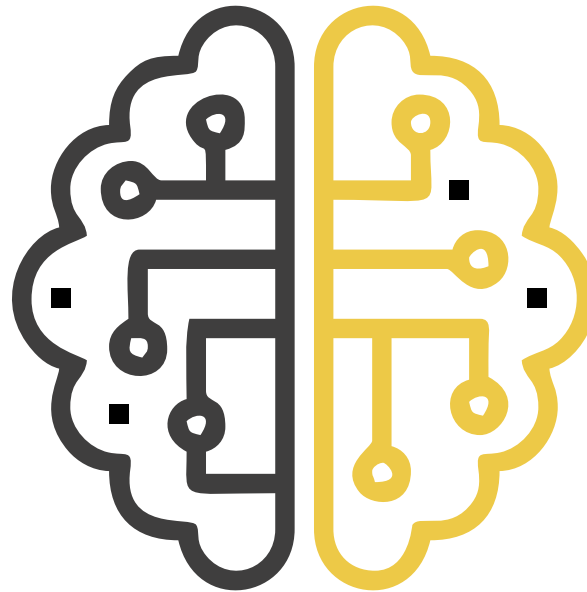
Feedback

Local

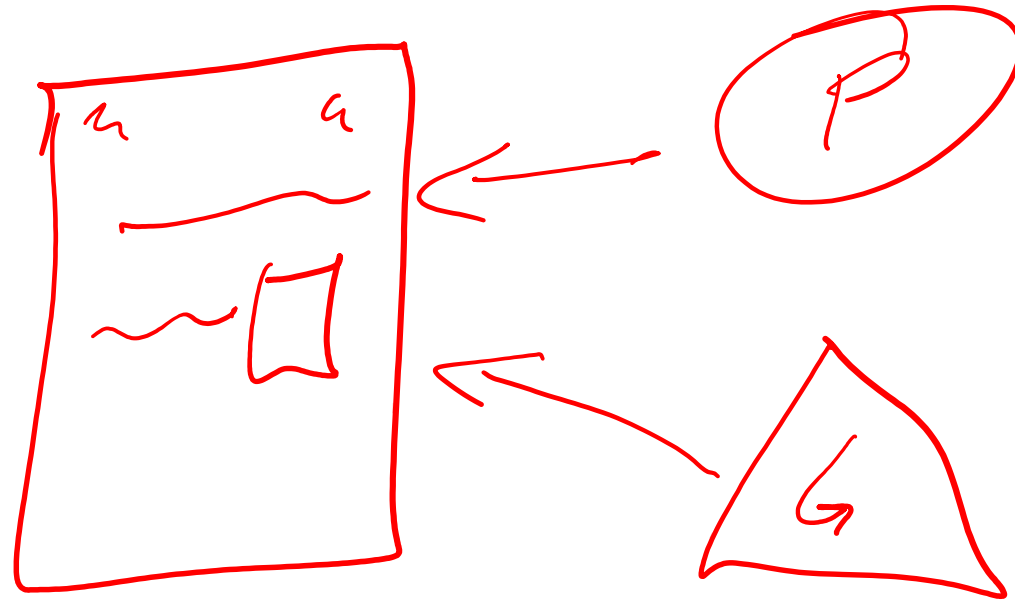


AI – BERT & Beyond

NLP / Voice Search



Strategy





EXECUTE

Scientific SEO – Scoring Models

Gain
Scoring

Inner
Linking

Competitor
Scoring

Long Tail
Scoring

Trust
Flow

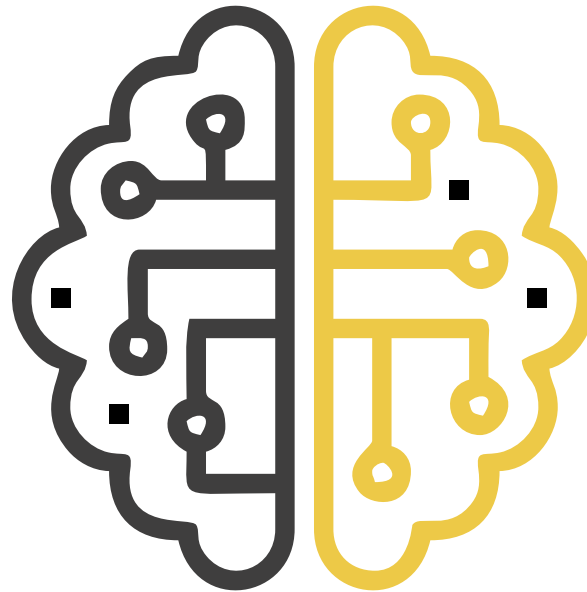
Page
Optimization

Page One
Scoring

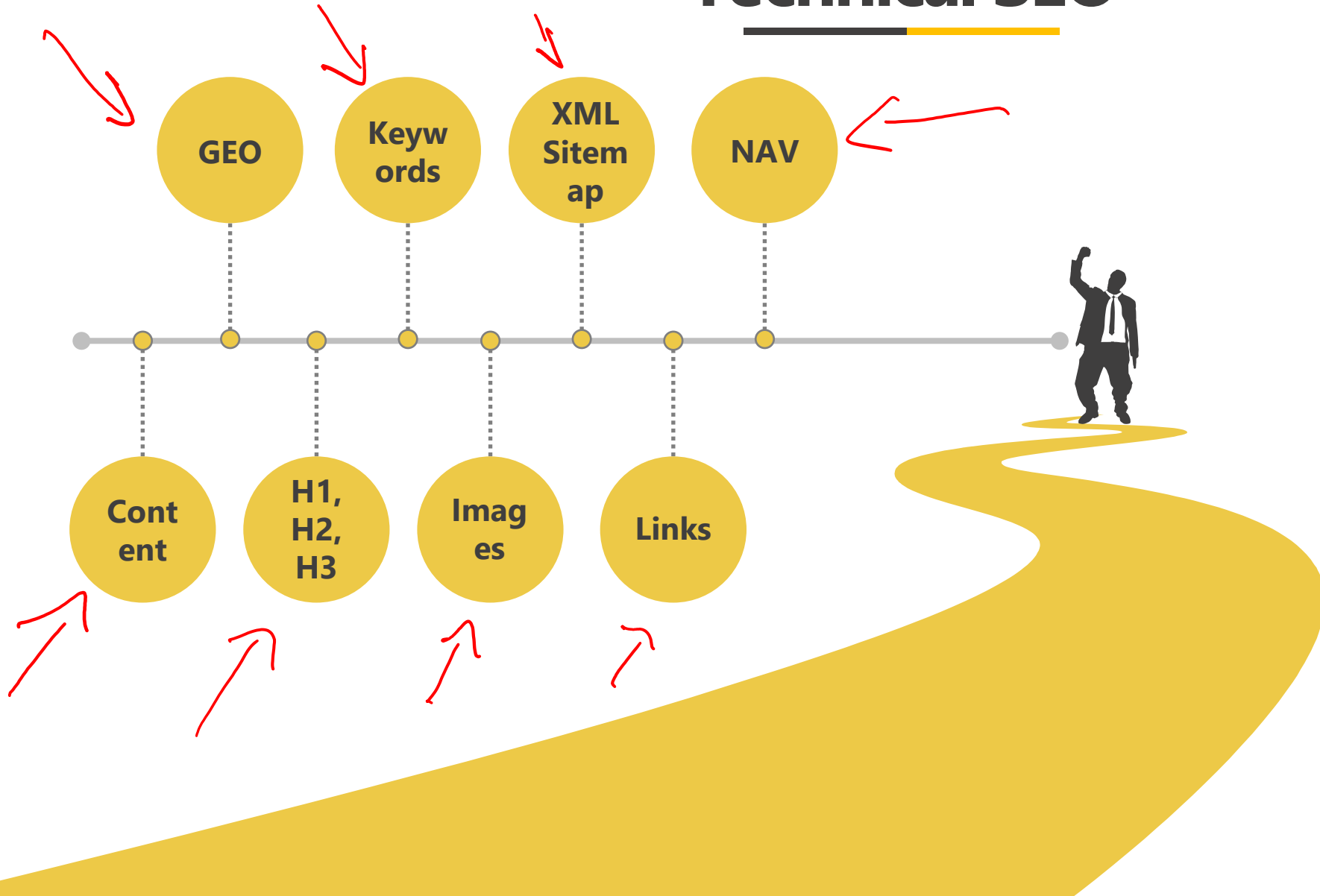
Topical
Scoring

Technical SEO

A Quick Overview



Technical SEO



Sitemap:

<https://www.cmhc-schl.gc.ca/sitemap.xml>

<https://www.cmhc-schl.gc.ca/en/2020-10-29><https://www.cmhc-schl.gc.ca/en/secure-login-page2020-05-29><https://www.cmhc-schl.gc.ca/en/nhs2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/guidepage-strategy2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/guidepage-strategy/about-the-initiatives2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/guidepage-strategy/how-to-apply2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/guidepage-strategy/help-and-resources2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/guidepage-strategy/priority-areas-for-action2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/guidepage-strategy/glossary2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/canada-first-time-home-buyer-incentive2020-01-28><https://www.cmhc-schl.gc.ca/en/nhs/canada-first-time-home-buyer-incentive/subscribed-thank-you2020-08-27><https://www.cmhc-schl.gc.ca/en/nhs/canada-first-time-home-buyer-incentive/subscribe-error2019-05-11><https://www.cmhc-schl.gc.ca/en/nhs/first-time-home-buyer-incentive2020-06-24><https://www.cmhc-schl.gc.ca/en/nhs/shared-equity-mortgage-providers-fund2020-08-27><https://www.cmhc-schl.gc.ca/en/nhs/shared-equity-mortgage-providers-fund/sempr-preconstruction-stream2020-08-27><https://www.cmhc-schl.gc.ca/en/nhs/shared-equity-mortgages2020-08-27><https://www.cmhc-schl.gc.ca/en/nhs/federal-provincial-territorial-housing-agreements2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/federal-community-housing-initiative2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/federal-lands2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/expert-community-on-housing2020-11-24><https://www.cmhc-schl.gc.ca/en/nhs/national-housing-day2020-11-16><https://www.cmhc-schl.gc.ca/en/nhs/co-investment-fund2020-10-29><https://www.cmhc-schl.gc.ca/en/nhs/co-investment-fund---new-construction-stream2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/co-investment-fund---housing-repair-and-renewal-stream2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/rental-construction-financing-initiative2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/affordable-housing-innovation-fund2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/other-cmhc-funding-opportunities2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/community-housing-transformation-centre2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/community-based-tenant-initiative2020-11-18><https://www.cmhc-schl.gc.ca/en/nhs/demonstration-initiative2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/solution-labs2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/solution-labs/social-innovation-labs-resources2020-06-24><https://www.cmhc-schl.gc.ca/en/nhs/solution-labs/solution-lab-consultant-information2020-06-24><https://www.cmhc-schl.gc.ca/en/nhs/collaborative-housing-research-network2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/research-and-planning-fund2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/housing-research-scholarship-program2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/housing-research-awards2020-11-27><https://www.cmhc-schl.gc.ca/en/nhs/medal-for-outstanding-housing-research2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/gold-roof-award-for-housing-research2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/gold-roof-award-for-knowledge2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/north-star-travel-award2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/housing-supply-challenge2020-10-28><https://www.cmhc-schl.gc.ca/en/nhs/housing-supply-challenge/subscribed-thank-you2020-08-27><https://www.cmhc-schl.gc.ca/en/nhs/housing-supply-challenge/subscribe-error2019-10-21><https://www.cmhc-schl.gc.ca/en/nhs/rapid-housing-initiative2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/rapid-housing-initiative/webinar/subscribed-thank-you2020-09-21><https://www.cmhc-schl.gc.ca/en/nhs/rapid-housing-initiative/webinar/subscribe-error2019-10-21><https://www.cmhc-schl.gc.ca/en/nhs/rapid-housing-initiative/subscribed-thank-you2020-09-21><https://www.cmhc-schl.gc.ca/en/nhs/rapid-housing-initiative/subscribe-error2019-10-21><https://www.cmhc-schl.gc.ca/en/nhs/national-housing-conference2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/national-housing-conference/subscribed-thank-you2020-08-27><https://www.cmhc-schl.gc.ca/en/nhs/national-housing-conference/subscribe-error2019-10-21><https://www.cmhc-schl.gc.ca/en/nhs/national-housing-conference/national-housing-conference-20182020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/housing-needs-data2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/college-of-reviewers2020-10-27><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles2020-08-07><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2020-nhs-projects/step-by-step-guide-to-developing-affordable-housing2020-11-23><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2020-nhs-projects/step-by-step-guide-to-estimating-rural-homelessness2020-11-23><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2020-nhs-projects/impact-short-term-rentals-canadian-housing2020-11-19><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2020-nhs-projects/community-benefits-of-supportive-housing2020-11-19><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/assisting-renters-housing-supplements-manitoba2020-11-02><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/vancouver-city-savings-credit-union-model2020-11-06><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/aboriginal-savings-corporation-canada-model2020-10-15><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/addressing-family-homelessness-neighbourhood-level2020-10-20><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/affordable-housing-hackathon2020-10-13><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/my-home-my-community2020-10-13><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/urban-aboriginal-social-housing-solution2020-10-13><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/promoting-affordability-and-social-wellbeing2020-10-13><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/ardn-guide-developing-affordable-housing2020-10-13><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/innovative-solutions-affordable-housing-challenges2020-10-13><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/supporting-community-integration-through-smart-technology2020-10-13><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2019-nhs-projects/metro-vancouver-transit-oriented-affordable-housing-study2020-10-13><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/micro-housing-as-an-urban-housing-option2020-12-02><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/exploring-rdsp-for-homeownership-and-housing-stability2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/housing-solutions-for-indigenous-youth-aging-out-of-care2020-12-05><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/affordable-resilient-housing-new-immigrants2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/transitional-housing-for-vulnerable-youth2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/my-home-my-community2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/developing-first-nations-housing-metrics2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/aligning-transit-delivery-increase-affordable-housing2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/innovative-approach-supportive-affordable-housing2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/transforming-emergency-shelter-into-affordable-housing2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/mapping-the-journey-into-and-out-of-homelessness2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/understanding-rental-housing-in-smaller-community2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/sekuwe-dene-first-nation-views-on-healthy-homes2020-11-30><https://www.cmhc-schl.gc.ca/en/nhs/nhs-project-profiles/2018-nhs-projects/copy-of-working-test2020-09-06><https://www.cmhc-schl.gc.ca/en/working-at-cmhc2020-10-27><https://www.cmhc-schl.gc.ca/en/buying2020-09-04><https://www.cmhc-schl.gc.ca/en/buying/homebuying-in-canada-a-step-by-step-guide2020-07-14><https://www.cmhc-schl.gc.ca/en/buying/homebuying-in-canada-a-step-by-step-guide/decide-if-homeownership-is-right-for-you2020-08-27><https://www.cmhc-schl.gc.ca/en/buying/homebuying-in-canada-a-step-by-step-guide/check-if-you-are-financially-ready-to-own-a-home2020-08-27><https://www.cmhc-schl.gc.ca/en/buying/homebuying-in-canada-a-step-by-step-guide/finance-your-home2020-08-27><https://www.cmhc-schl.gc.ca/en/buying/homebuying-in-canada-a-step-by-step-guide/find-the-right-home2020-08-27><https://www.cmhc-schl.gc.ca/en/buying/homebuying-in-canada-a-step-by-step-guide/make-an-offer-and-close-the-deal2020-08-27>[WWW.AOKMARKETING.COM](https://www.cmhc-schl.gc.ca/en/buying/homebuying-in-canada-a-step-by-step-guide/maintain-your-home-and-protect-your-</p></div><div data-bbox=)

Sitemaps XML format

This document describes the XML schema for the Sitemap protocol.

The Sitemap protocol format consists of XML tags. All data values in a Sitemap must be entity-escaped. The file itself must be UTF-8 encoded.

The Sitemap must:

- Begin with an opening <urlset> tag and end with a closing </urlset> tag.
- Specify the namespace (protocol standard) within the <urlset> tag.
- Include a <url> entry for each URL, as a parent XML tag.
- Include a <loc> child entry for each <url> parent tag.

All other tags are optional. Support for these optional tags may vary among search engines. Refer to each search engine's documentation for details.

Also, all URLs in a Sitemap must be from a single host, such as www.example.com or store.example.com. For further details, refer the Sitemap file location

Sample XML Sitemap

The following example shows a Sitemap that contains just one URL and uses all optional tags. The optional tags are in italics.

```
<?xml version="1.0" encoding="UTF-8"?>

<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">

  <url>

    <loc>http://www.example.com/</loc>

    <lastmod>2005-01-01</lastmod>

    <changefreq>monthly</changefreq>

    <priority>0.8</priority>

  </url>

</urlset>
```

sitemaps.org

```

<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.example.com/</loc>
    <lastmod>2016-01-10</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.8</priority>
  </url>
  <url>
    <loc>http://www.example.com/about</loc>
    <lastmod>2005-02-03</lastmod>
    <changefreq>yearly</changefreq>
    <priority>0.3</priority>
  </url>
  <url>
    <loc>http://www.example.com/contact</loc>
    <lastmod>2005-02-03</lastmod>
    <changefreq>never</changefreq>
    <priority>0.3</priority>
  </url>
</urlset>

```

The full page URL

How often the page
is updated

When the page was
last updated

The importance /
priority of this page
in your website

Homepage



Canada Mortgage
and Housing Corporation

Sign In or Register

[FRANÇAIS](#)

What can we help you find?



MENU



COVID-19: We're all in this together

That's why CMHC has emergency
measures in place to ultimately help
homeowners and renters in Canada.

[SEE WHAT WE'RE DOING](#)

WHAT CAN WE HELP YOU WITH?



Buying

Tools and information to help you buy a house or
condominium in Canada.



Managing and Maintaining

Tools and funding for housing management and sustainable
maintenance.



Rental Housing



Data and Research

```

1103 <div class="nav-divider">&nbsp;</div>
1104
1105
1106
1107
1108 </nav>
1109
1110
1111 </div>
1112 </header>
1113 <!-- END NOINDEX -->
1114
1115
1116
1117 <main>
1118
1119 <a name="maincontent"></a>
1120 <section class="main-content clear-fix" data-disclaimer="False" style="display:none;">
1121
1122 <div class=" help-header">
1123
1124
1125 <div class="HandlebarContainer">
1126
1127
1128 <div class="HandlebarTemplate"><div class="home-banner">
1129 <div class="home-image">
1130 <div class="home-image_content">
1131 <h2>COVID-19: We're all in this together</h2>
1132 <p>That's why CMHC has emergency measures in place to ultimately help homeowners and renters in Canada.</p>
1133 <div class="home-banner-link"><a href="/en/media-newsroom/coronavirus-update">See what we're doing</a></div>
1134 </div>
1135 </div>
1136 </div>
1137 </div> </div>
1138 <div class="text-component help-header"><h1>WHAT CAN WE HELP YOU WITH?</h1></div> </div>
1139
1140
1141 <div class="row container-2col help-container"> <div class="large-6 small-12 medium-6 columns">
1142 <div class="HandlebarContainer">
1143 <div class="HandlebarTemplate">

```

H1

1/2

^ v x

H2

```
1119 <a name= maincontent ></a>
1120 <section class="main-content clear-fix" data-disclaimer="False" style="display:none;">
1121
1122 <div class=" help-header">
1123
1124
1125 <div class="HandlebarContainer">
1126
1127
1128 <div class="HandlebarTemplate"><div class="home-banner">
1129   <div class="home-image">
1130     <div class="home-image__content">
1131       <h2>COVID-19: We're all in this together</h2>
1132       <p>That's why CMHC has emergency measures in place to ultimately help homeowners and renters in Canada.</p>
1133       <div class="home-banner-link"><a href="/en/media-newsroom/coronavirus-update">See what we're doing</a></div>
1134     </div>
1135   </div>
1136 </div>
1137 </div> </div>
1138 <div class="text-component help-header"><h1>WHAT CAN WE HELP YOU WITH?</h1></div> </div>
1139
1140
1141 <div class="row container-2col help-container">   <div class="large-6 small-12 medium-6 columns">
1142   <div class="HandlebarContainer">
1143     <div class="HandlebarTemplate">
```

H2

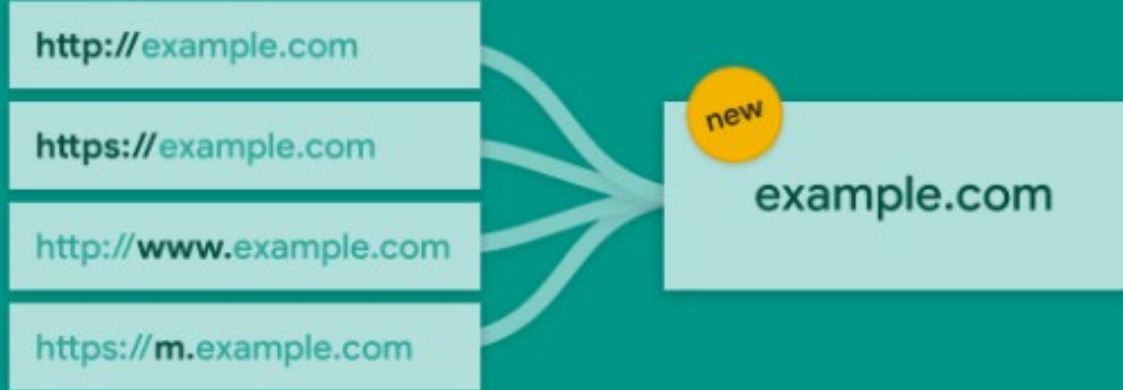
6/11



H3

```
1254 <h3>Buying</h3> <ul>
1255 <li>
1256 <a href="/en/buying/homebuying-in-canada-a-step-by-step-guide" >
1258 <a href="/en/data-and-research/consumer-surveys/mortgage-consumer-survey-2019" >
1260 <a href="/en/finance-and-investing/mortgage-loan-insurance/homebuying-calculators/mortgage-calculator" >Research, Market and Housing
1263 </ul>
1264 <h3>Data and Research</h3> <ul>
1265 <li>
1266 <a href="/en/data-and-research/data-tables" >Data Tables</a>
1267 <li>
1268 <a href="https://www.cmhc-schl.gc.ca/hmiportal" >Housing Market
1269 <li>
1270 <a href="/en/cmhc-eneletters" >Housing Research eNewsletter<
1271 <li>
1272 <a href="/en/library" >Our Housing Library</a>
1273 </ul>
1274 <h3>Developing and Renovating</h3> <ul>
1275 <li>
1276 <a href="/en/developing-and-renovating/funding-opportunities" >
1278 <a href="/en/developing-and-renovating/developing-for-first-nations" >
1280 <a href="/en/developing-and-renovating/develop-new-affordable-housing/affordable-housing-webinars" >Research, Market and Housing
1283 </ul>
1284 <h3>Finance and Investing</h3> <ul>
1285 <li>
1286 <a href="/en/finance-and-investing/mortgage-loan-insurance" >M
1287 <li>
1288 <a href="/en/finance-and-investing/nha-mortgage-backed-securities" >
1290 <a href="/en/finance-and-investing/canada-mortgage-bonds" >Can
1291 <li>
1292 <a href="/en/finance-and-investing/canadian-registered-covered-bonds" >
1294 <h3>Managing and Maintaining</h3> <ul>
1295 <li>
1296 <a href="/en/maintaining-and-managing/co-operative-housing-guide" >





Welcome to your new Domain  
property

A Domain property aggregates all protocols, subdomains,  
and paths. [Learn more](#)

START

# Add Your Website



AOK Marketing

Overview

Performance

URL inspection

Index

Coverage

Sitemaps

Removals

Enhancements

Core Web Vitals

Mobile Usability

Security & Manual Actions

Legacy tools and reports

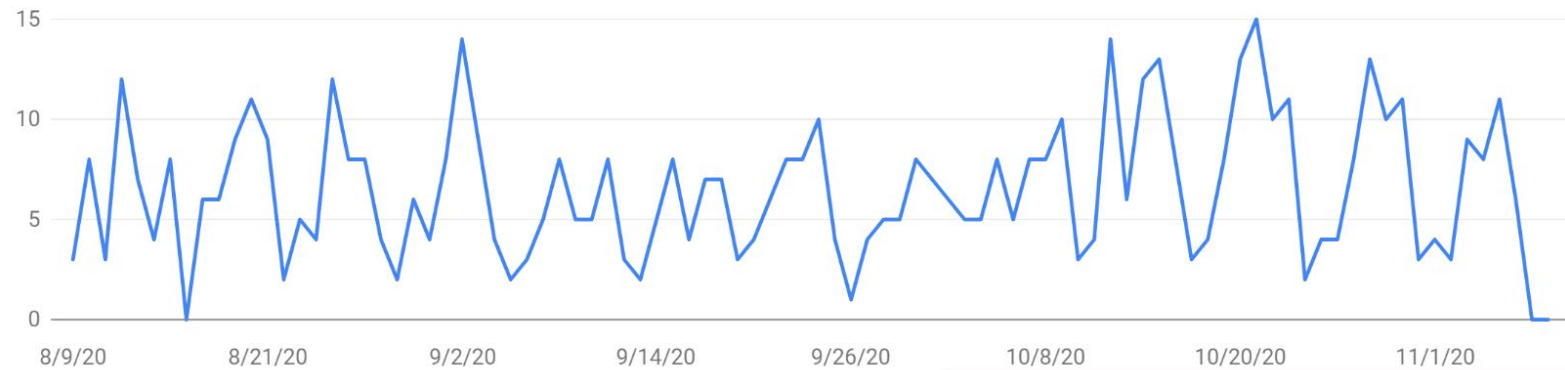
Links

Overview

Performance

OPEN REPORT >

596 total web search clicks



Coverage

0 pages with errors 457 valid pages



Your site has been switched to Mobile First Indexing

The majority of Google's crawl requests to your site will be made using a mobile crawler.

Switch date: September 6, 2018

LEARN MORE

GOT IT



# Your site has been switched to Mobile First Indexing

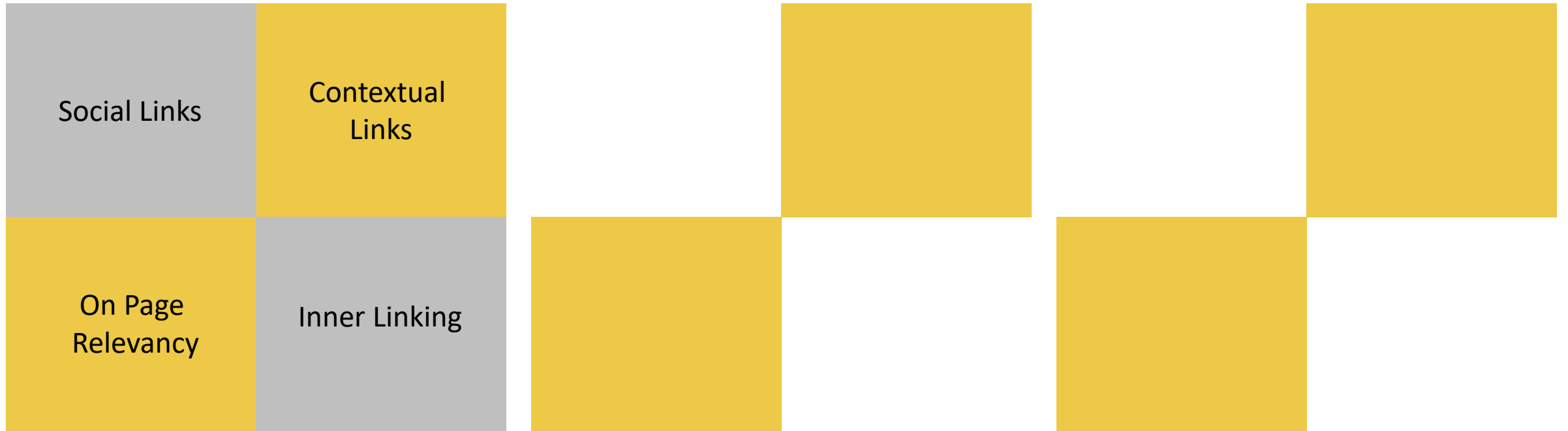
The majority of Google's crawl requests to your site will be made using a mobile crawler.

Switch date: September 6, 2018

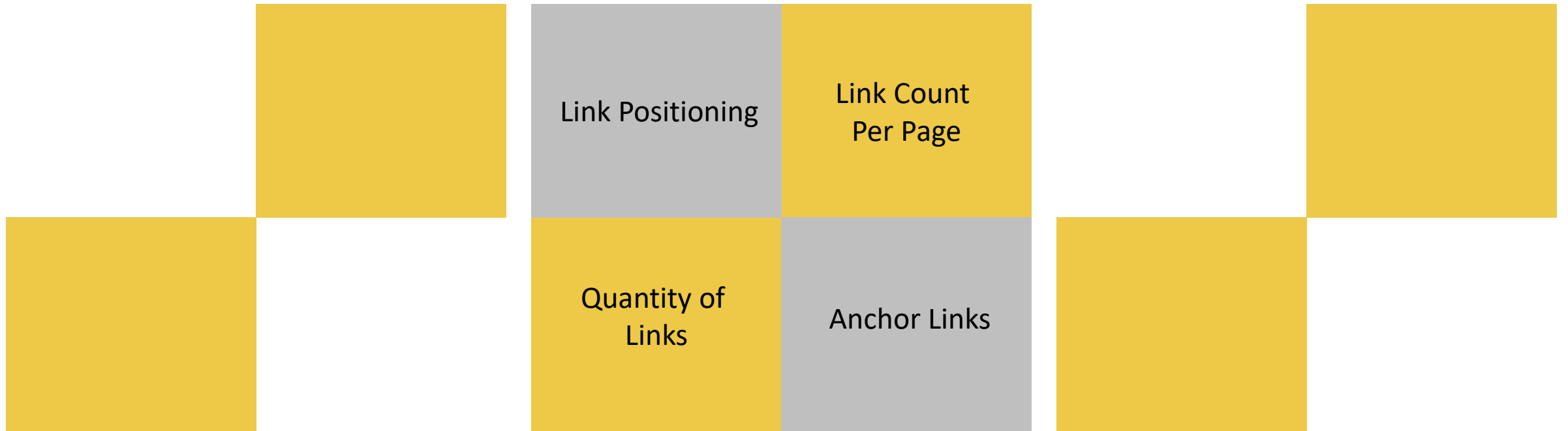
LEARN MORE

GOT IT

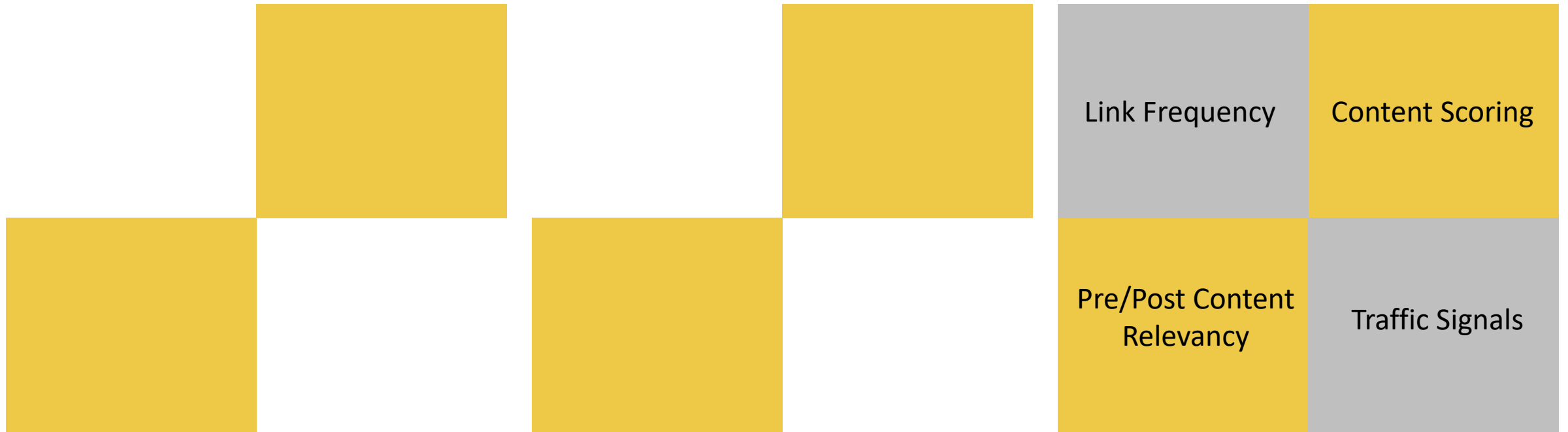
# Scientific SEO – Link Factors



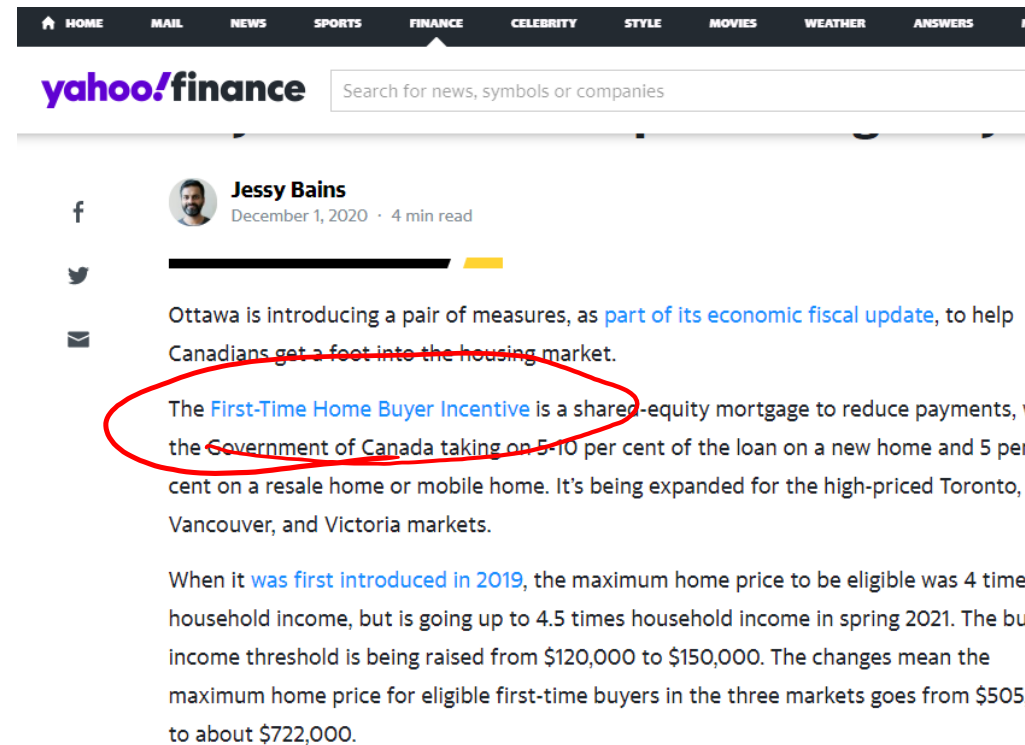
# Scientific SEO – Link Factors



# Scientific SEO – Link Factors



- <https://ca.finance.yahoo.com/news/federal-liberals-boost-firsttime-home-buyers-incentive-and-plan-foreign-buyers-tax-204818131.html>



HOME MAIL NEWS SPORTS FINANCE CELEBRITY STYLE MOVIES WEATHER ANSWERS

**yahoo!finance** Search for news, symbols or companies

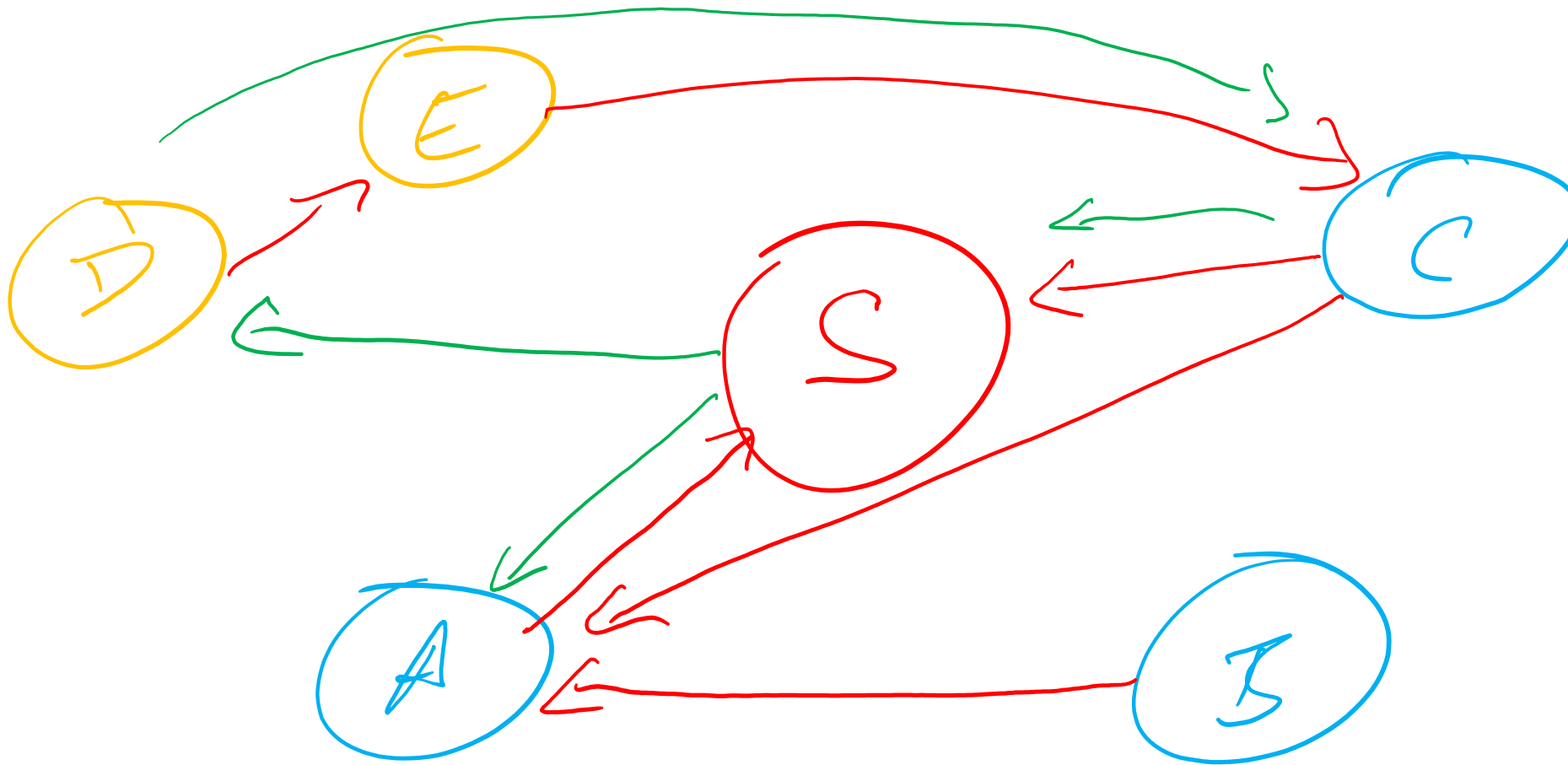
**Jessy Bains**  
December 1, 2020 · 4 min read

Ottawa is introducing a pair of measures, as [part of its economic fiscal update](#), to help Canadians get a foot into the housing market.

The [First-Time Home Buyer Incentive](#) is a shared-equity mortgage to reduce payments, with the Government of Canada taking on 5-10 per cent of the loan on a new home and 5 per cent on a resale home or mobile home. It's being expanded for the high-priced Toronto, Vancouver, and Victoria markets.

When it was first introduced in 2019, the maximum home price to be eligible was 4 times household income, but is going up to 4.5 times household income in spring 2021. The buydown income threshold is being raised from \$120,000 to \$150,000. The changes mean the maximum home price for eligible first-time buyers in the three markets goes from \$505,000 to about \$722,000.

# How the Tools Work



# THANK YOU!



**AOK Marketing**  
*An Opportunity Knocks*

**Dave Burnett**

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**c. 416-816-5895**