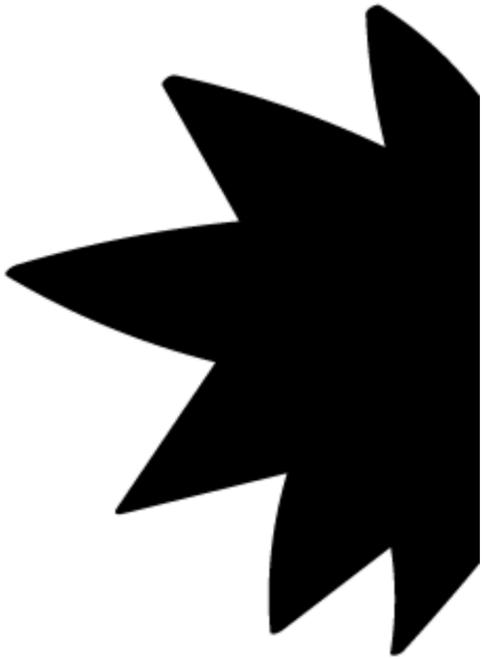




# THE PSYCHOLOGY OF SEARCH

A creative entrepreneur's guide  
to how search engines work and  
how they interpret websites.

Conducted by Nate Padavick



- IT'S FOCUSED**
- IT'S SAFE**
- IT'S MOBILE**
- IT'S FAST**
- IT'S USEFUL**
- IT'S EASY**
- IT'S OPTIMIZED**
- IT'S CREDIBLE**
- IT'S FRESH**
- IT'S TRUSTED**

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## **KNOW YOUR NICHE**

Identifying and focusing on a specific niche allows your website to target a well-defined audience, leading to more effective marketing strategies and stronger connections with users.



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## KNOW YOUR NICHE

I am a \_\_\_\_\_, based in \_\_\_\_\_,  
who specializes in \_\_\_\_\_.

*This is your  
Brand Statement*



Write down a list of ten common words  
or phrases used to describe your niche.

*These are your  
Key Words.*



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## SECURE YOUR WEBSITE

A secure website builds trust and ensures data protection, which is essential for both users and search engines. HTTPS is a ranking factor and critical for credibility.



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## MAKE IT MOBILE-FRIENDLY

In 2024, approximately 60% of searches were conducted with a mobile device. Having a responsive, mobile-friendly design is essential for good user experience and search engine rankings.



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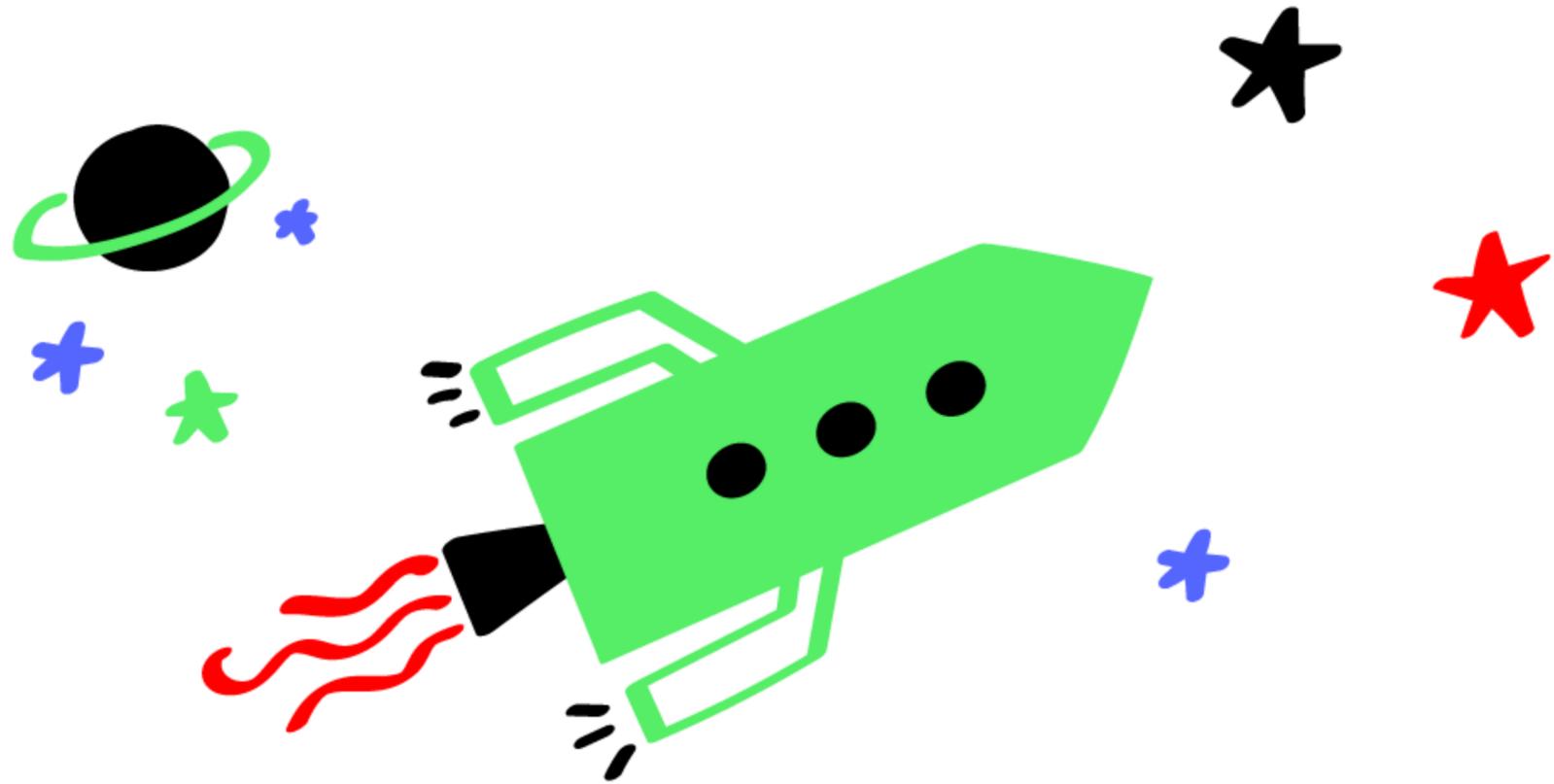
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## ENSURE YOUR SITE LOADS QUICKLY

Fast-loading pages provide a better experience for users and are prioritized by search engines.



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## DISPLAY HIGH-QUALITY CONTENT

High-quality, relevant, and engaging content keeps users on your site and signals to search engines that your site provides value.

Common ways to share good content:

🚩 How-To Articles

🚩 Case Studies/Blog Posts

🚩 Email Newsletters

🚩 Demonstrative Videos

🚩 Image Galleries

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## CREATE A PLEASANT USER EXPERIENCE

A well-structured, easy-to-navigate site keeps users engaged and reduces bounce rates, which positively impacts rankings.

The simpler, the better.  
The fewer options, the better.  
The punchier, the better.

Get right to the point.



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## REVIEW THE NUTS-AND-BOLTS

- Meta Descriptions
- URL Names
- Image File Names
- Header Tags



These are what search engines refer to when trying to understand your website.



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## DISPLAY YOUR EXPERTISE

▮ Experience (example, statistics)

▮ Expertise (education, awards)

▮ Authority (how-tos, case studies)

▮ Trustworthy (testimonials, affiliations)

These are the factors Google uses to assess the credibility of your website.

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## ADD NEW CONTENT

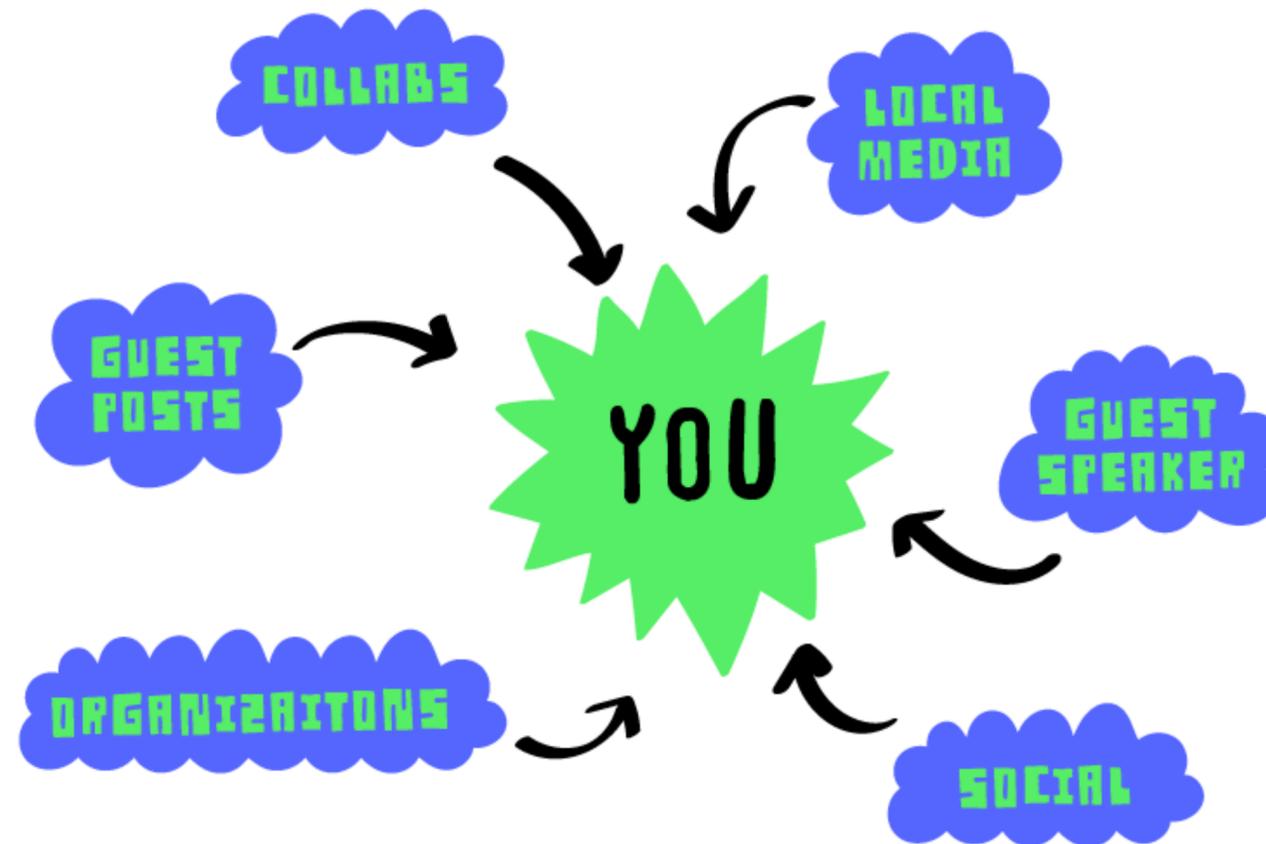
Frequent updates with fresh, high-quality content signal activity and relevance to search engines, helping improve rankings.



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## BUILD BACKLINKS

Search engines analyze the quality and quantity of backlinks to estimate a website's importance and trustworthiness.



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**THANK YOU!**

