



Canada Management College

Academic Educational Services
and Business Consulting



Digital Marketing

For

Business Owners

قرار هست در چه حوزه‌ای بیشتر گفتگو کنیم

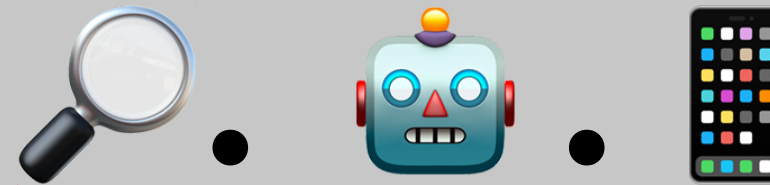
SEO • GEO • METAADS • WIX MARKETING

From Visibility to Conversion

Today's Journey

HOW DO CUSTOMERS FIND YOU?

SEARCH → DISCOVER → CLICK → TRUST → ACT → CONVERT



Web Search . AI . Social Media

End of the Line → YOUR WEBSITE → CUSTOMER

THREE WAYS TO REACH YOUR CUSTOMER

CRM

Mentions

Sponsored Content

OUR WEBSITE = THE **CENTER** OF YOUR DIGITAL MARKETING



One Goal: Conversion

TRAFFIC IS NOT THE FINAL GOAL
VISITOR → LEAD → CUSTOMER

Conversion Sample (Not CTA)

BUY

REGISTER

BOOK A DEMO

SUBMIT A FORM

CALL

SEND A MESSAGE

TRAFFIC WITHOUT CONVERSION = JUST TRAFFIC



What is SEO?

Search Engine Optimization

BE FOUND WHEN YOUR CUSTOMER SEARCHES

VISIBILITY دیده شدن

RANKING جایگاه در نتایج جست و جو

ORGANIC TRAFFIC ورودی بدون تبلیغات پولی

“AI Program in GTA”



Your Website



How Google Search Works

HOW DOES GOOGLE FIND YOUR WEBSITE?

CRAWL → INDEX → RANK → CLICK

CRAWL

Discover your page

INDEX

Understand & store it

RANK

Choose its position

CLICK

User visits your website

If Google can't find or understand your page, it can't rank it.



SEO Starts with Search Intent

WHAT IS YOUR CUSTOMER SEARCHING FOR?

✗ What do I want to say?

✓ What does my customer want to find?

For Example

Your Business:

Artificial Intelligence Training

Customer Searches:

- 🔍 AI Course in Toronto
- 🔍 AI Course for Business
- 🔍 Learn AI for Business
- 🔍 AI Training Near Me

SEARCH INTENT = WHY BEHIND THE SEARCH?

چرا کاربر این را سرچ کرده؟ = دلیل یا هدف سرچ

The SEO Formula

WHAT MAKES GOOD SEO?

SEARCH INTENT
What people want

+

QUALITY CONTENT
Useful & relevant

+

TECHNICAL SEO
Fast & accessible

+

AUTHORITY
Trust & credibility

+

USER EXPERIENCE
Easy to use

= BETTER VISIBILITY ON GOOGLE

On-Page SEO

1. KEYWORD

What people search

2. SEO TITLE

What Google shows

3. META DESCRIPTION

Why people should click

4. H1 / H2 / H3

Structure your content

5. URL

Keep it clear & relevant

6. IMAGE ALT TEXT

Describe your images

7. INTERNAL LINKS

Connect related pages

ONE PAGE → ONE MAIN TOPIC → ONE CLEAR SEARCH INTENT

How many H1 headings should we have on a single page?

SEO Example

FROM KEYWORD TO WEB PAGE

TARGET KEYWORD

🔍 AI Course in Toronto



SEO TITLE

AI Course in Toronto | CAMA College



URL

/ai-course-toronto



H1

Artificial Intelligence Course in Toronto



META DESCRIPTION

Learn practical AI skills for business at CAMA College in Toronto. Explore the program, curriculum and registration options.



CTA

BOOK A FREE DEMO

ONE SEARCH INTENT → ONE OPTIMIZED PAGE



SEO in Wix

SEO IN WIX: WHERE DO WE DO IT?

PAGE SEO

SEO Title

Meta Description

URL Slug

ON THE PAGE

H1 / H2 / H3

Keywords & Content

Image Alt Text

Internal Links

WIX SEO TOOLS

SEO Setup Checklist

Sitemap

Google Search Console

Structured Data

OPTIMIZE → PUBLISH → INDEX → MEASURE



Search is Changing

BEFORE

SEARCH → GOOGLE → LINKS → WEBSITE

NOW

ASK → AI → ANSWER

ChatGPT • Gemini • Google AI Overviews • Perplexity

FROM “RANKING IN SEARCH” TO “APPEARING IN ANSWERS”

از «رتبه گرفتن در نتایج جستجو» تا «ظاهر شدن در پاسخ‌ها»

How can we make AI understand and mention our business?

چگونه می‌توانیم کاری کنیم که هوش مصنوعی کسب‌وکار ما را بشناسد و در پاسخ‌های خود به آن اشاره کند؟



What is GEO?

Generative Engine Optimization

OPTIMIZE YOUR CONTENT FOR AI ANSWERS

DISCOVER

AI can find your content



UNDERSTAND

AI can understand who you are & what you offer



TRUST & CITE

Your content may be used or cited in AI answers



SEO → Search Engine Visibility

GEO → AI Answer Visibility

Help AI Understand Your Business

CAN AI UNDERSTAND YOUR BUSINESS?

WHO are you?

Brand / Organization

WHAT do you offer?

Products / Services

WHO is it for?

Target Audience

WHERE are you?

Location / Service Area

WHY trust you?

Experience / Credentials / Reviews

WHAT proves it?

Facts / Sources / References

BE CLEAR . BE SPECIFIC . BE CONSISTENT.



Attention, Please!

✗ We provide innovative solutions for your future.

✓ CAMA College provides in-person and online professional development Programs in Richmond Hill, Ontario.





Content for GEO

WHAT DOES AI-FRIENDLY CONTENT LOOK LIKE?

CLEAR

Easy to understand

SPECIFIC

Precise information

STRUCTURED

H1 • H2 • H3 • Lists

FACTUAL

Facts, not just marketing claims

TRUSTWORTHY

Sources • Authors • Evidence

UP-TO-DATE

Current information

WRITE FOR HUMANS — STRUCTURE FOR MACHINES



Attention, Please!

How much does the AI course cost?

Tuition: \$1,800 + HST.



GEO Content Structure

STRUCTURE YOUR CONTENT FOR ANSWERS

QUESTION → DIRECT ANSWER

TOPIC → CLEAR EXPLANATION

CLAIM → EVIDENCE

SERVICE → DETAILS + FAQ

ANSWER THE QUESTIONS YOUR CUSTOMERS ASK



Attention, Please!

✗ Marketing Style

We offer an amazing and innovative AI learning experience...

✓ Answer Style

What is the AI in Business Program?

A practical program designed to teach professionals how to apply AI tools in business.

GEO in Wix

GEO IN WIX: WHAT CAN WE DO?

CLEAR PAGE STRUCTURE

H1 → H2 → H3

DIRECT ANSWERS

Answer important questions clearly

FAQ SECTIONS

Real customer questions

TRUST SIGNALS

About • Authors • Credentials • Reviews

STRUCTURED DATA

Help machines understand the page

FRESH CONTENT

Keep important information updated

MAKE YOUR CONTENT EASY TO FIND, UNDERSTAND & VERIFY

META ADS

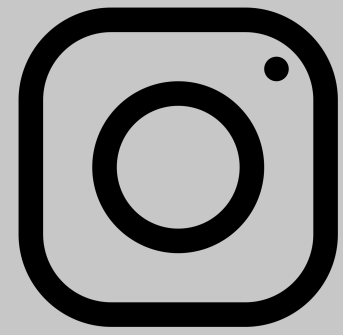
Faster Reach

Precise Targeting

Scalable

Pay for Advertising

THE BEST STRATEGY CONNECTS BOTH.



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مانا باشید، به امید دیدار

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