



James Randall

**Web Designer, SEO
Strategist & Adventurer**

Most operators know they need a powerful digital footprint and search optimization, but do they truly know why?

Thanks to James Randall, they don't have to!

Get to know him better here ...

When You Hear SEO, Do You Think WTF?

Q: Where are you from or, at least, where do you consider yourself from?

Born and raised in Alaska, but I've been self-employed my entire career, which gives me the freedom to work anywhere with a secure internet connection. I have offices in Las Vegas and Montreal but have backpacked solo through 32 countries and mostly work from laptop.

Q: How did you become involved with Go BEST?

I met founder Jason Mohny in 2016 and thought I could improve the web presence of some of his clubs. At the time I owned a few of the largest nightlife reservation websites in Las Vegas. He gave me a shot and the rest is history.

Q: What is a typical day in the life of an SEO specialist?

I work remotely so I'm not tied to anyone place. I enjoy travel and adventure, and get restless if I'm in one place for too long. For the most part, I can work from a hotel,

apartment, air bnb or even an internet café. I'm online anywhere from 40-80 hours a week, depending on what's going on.

Q: Most operators know they need optimization, but many don't even fully understand what that means. How would you explain SEO to a regular person?

Today, every business needs an online presence. Websites are easy enough to make with all the template-based platforms available—but finding an SEO guy who can show your business actual ROI (return on investment) isn't quite as easy. A pretty site is lovely to look at, but unless you can generate traffic, you won't monetize, and the effort is wasted. Very few SEO specialists ever discuss the process (if you knew how to print money, you wouldn't discuss it either!), but they definitely aren't the ones bombarding your inbox with regurgitated terminology they likely just learned themselves.



Are you fully optimized?

Email James at elevate@GoBestBiz.com for an evaluation of your digital presence today!

With that being said, hiring Go BEST to handle your SEO will entail a detailed insights and metric report taken from the start of the project and with updated reports sent monthly. In addition to the traffic to your site, you'll see metrics that include users calling your business and clicking on directions to your business, as well as the keywords users search for.

Accountability and transparency are the most important dynamics of the relationship between Go BEST and the client. Our reports, taken directly from Google Analytics and Google Business Listings, will show you precise increases in your traffic and leave no doubt as to whether we're worth your business.

Q: *What are the single largest mistakes you see when it comes to web design?*

Even today, many sites aren't mobile friendly. In almost ALL niches, 80%-90% of view are from a mobile device. If your site isn't easily navigated by phone it is frustrating for the user, and may lead to the loss of a potential guest.

"If you knew how to print money, you wouldn't discuss it either!"

--James Randall

Q: *What are the potential consequences if an operator chooses to ignore key aspects of digital presence?*

Do you CARE about your bottom line? Unless you have no real competition in your niche, and everyone already knows your name—a strong digital presence can be the difference between a profitable business and

one soon to be shuttering its doors.

Q: *Without giving away trade secret, what tips can you share with respect to either web design or SEO?*

Make sure you are mobile friendly! And make sure your social platforms and website cross reference each other, and that information is updated and easily accessible everywhere.

Q: *What's so important about reputation management, anyway?*

As a guest, the first thing I'm doing when deciding which establishment to patronize is to check Google for their star ranking! I'm going to pay a visit to whoever is the highest rated in that niche. We know how to get you there.

GoBEST!

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