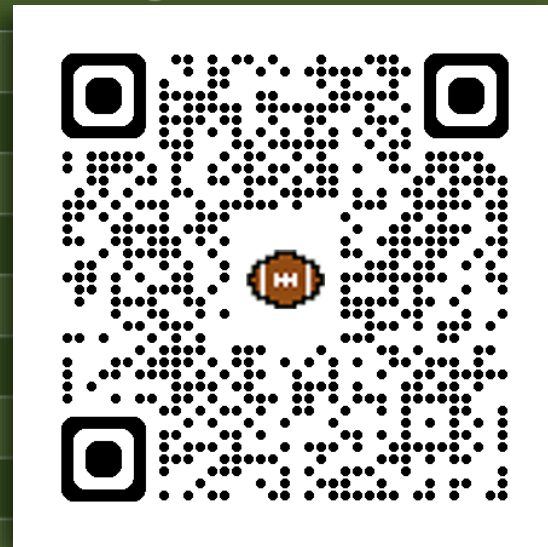


OPTIMIZED FOR SUCCESS



THE PAST, PRESENT, AND FUTURE OF SEO



redlandsccl.edu/ocpra

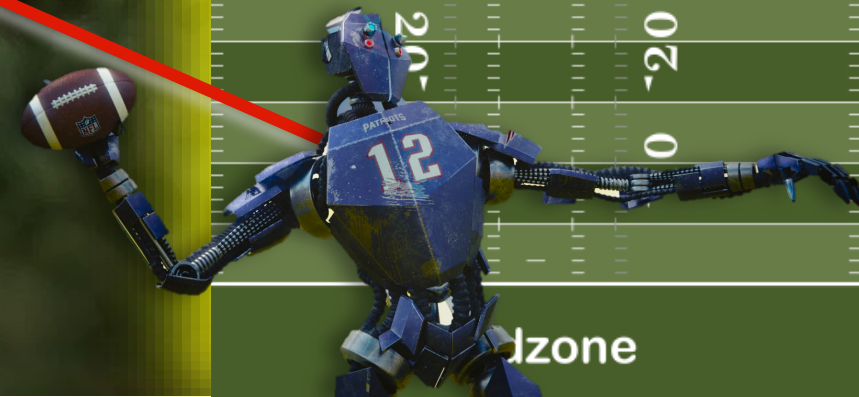
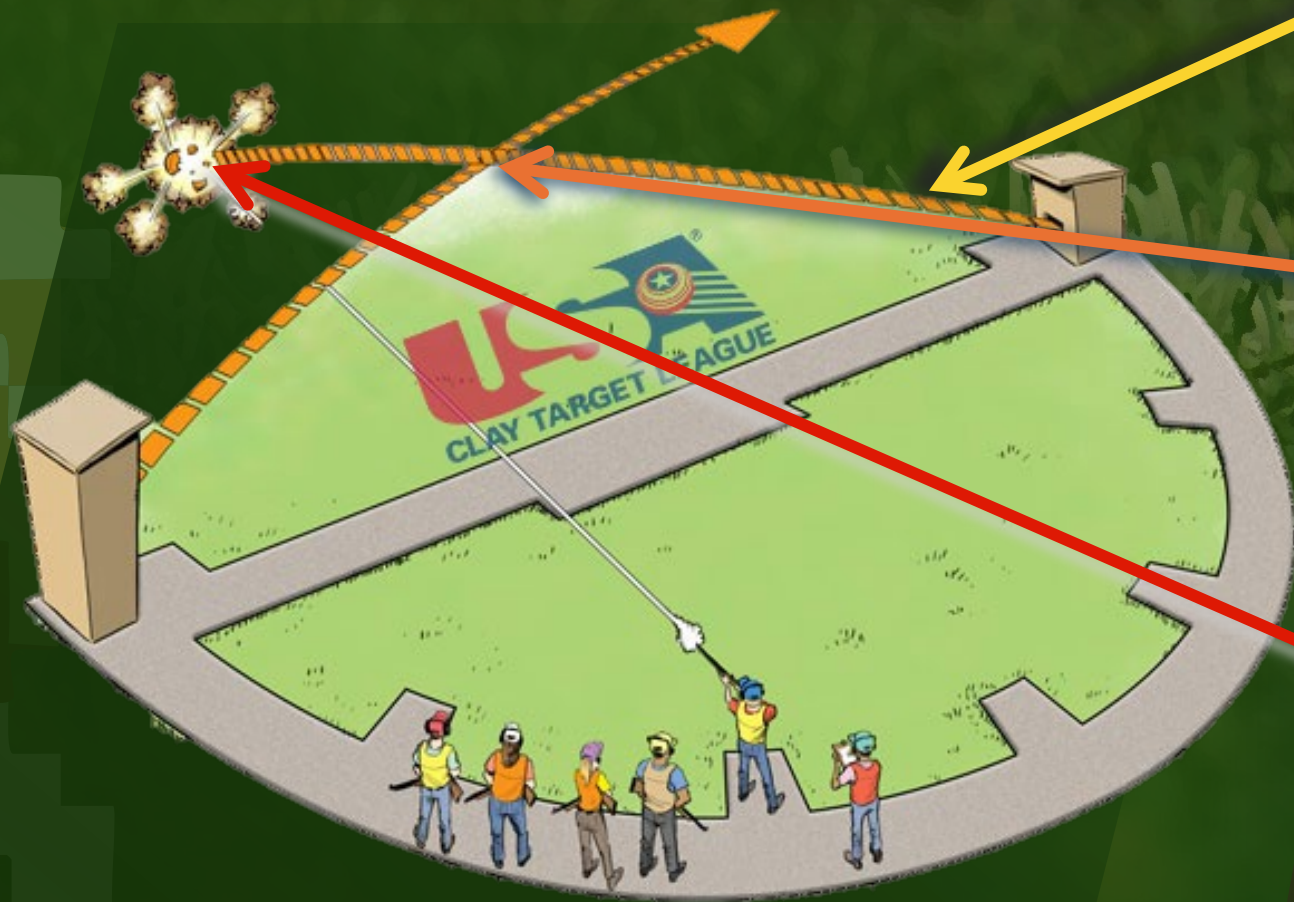
Carl Walls
cwalls@usao.edu

Endzone

Endzone

HITTING YOUR TARGET

COMPARING THE PAST AND PRESENT PREDICTS THE FUTURE

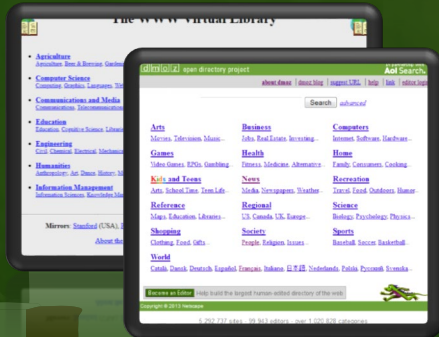


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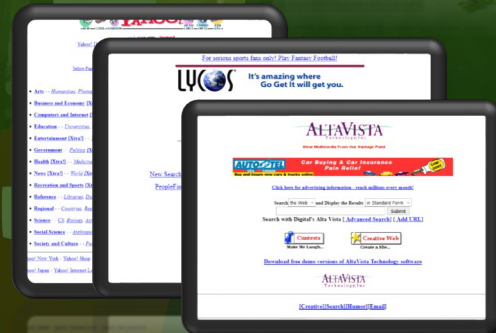
Endzone

FIRST QUARTER: ANYONE'S GAME

ALL OPPORTUNITY, NO AUTHORITY



MANUALLY EDITED WEB DIRECTORIES

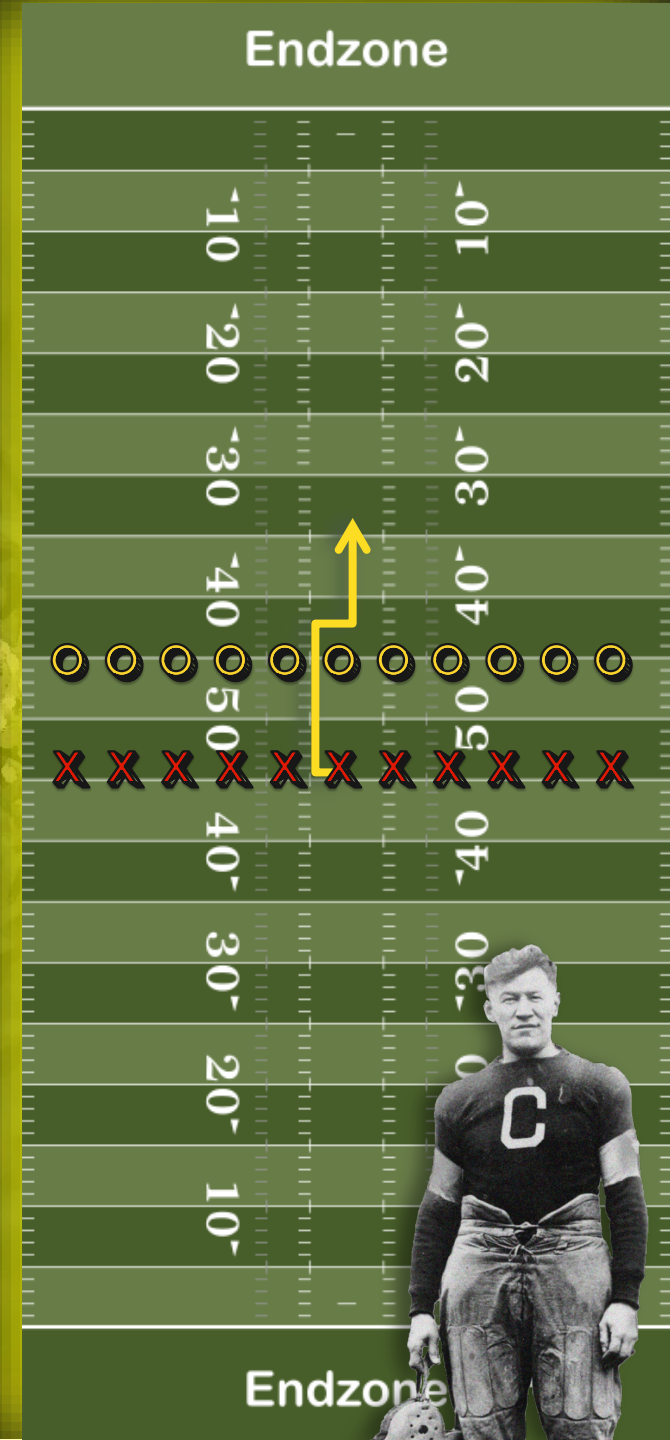


KEYWORD SEARCH ENGINES

READING MINDS WITH META TAGS

<meta name="description" content="This is where you describe what is on the page">

<meta name="keywords" content="keyword, second keyword, third keyword, another keyword, more words you think people might search for, extra keywords just in case, bonus keywords, maybe one more just in case">



SECOND QUARTER: HELLO, GOOGLE

INNOVATION LEADS TO ACQUISITION



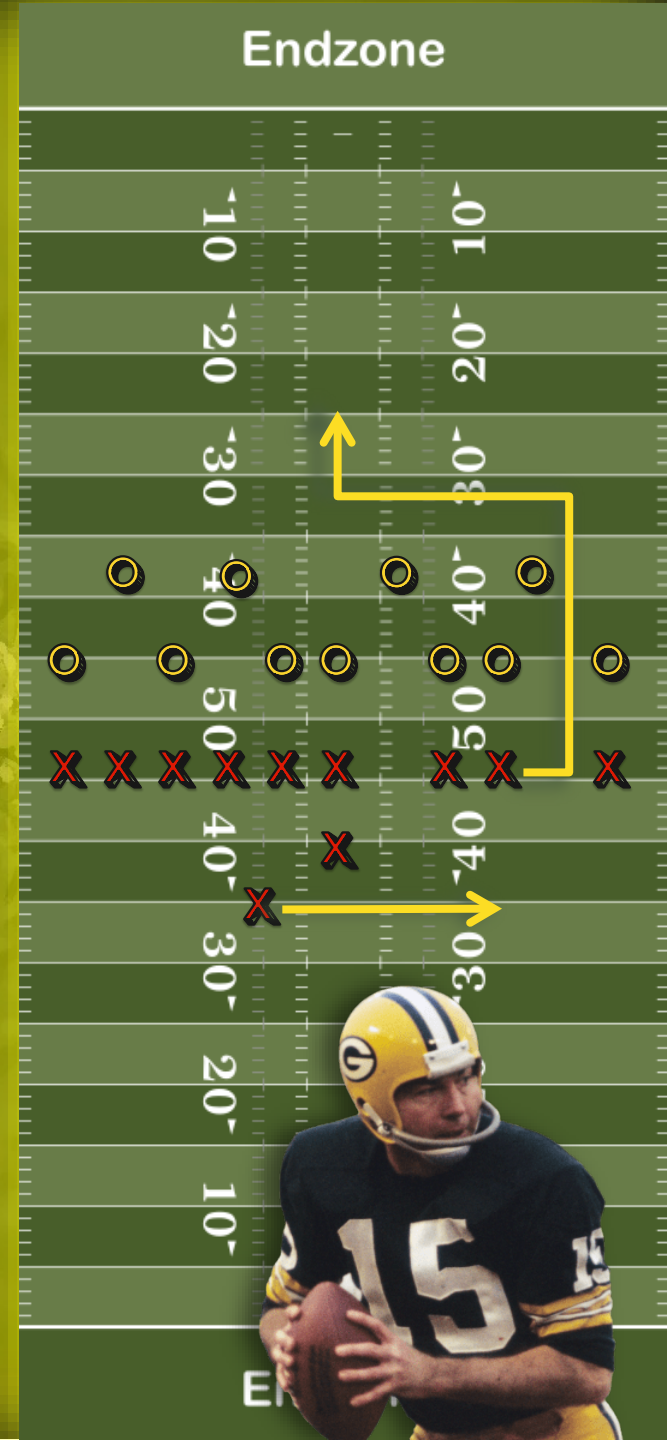
PAGE RANK : WHO LINKS TO YOU?



GOOGLE ACQUIRES DOUBLECLICK



GOOGLE ACQUIRES YOUTUBE



THIRD QUARTER: READ THE DEFENSE

LEARNING GOOGLE'S ALGORITHM

🏈 **THE BLACK BOX:**
NO ONE KNOWS WHAT THEY'RE DOING,
AND THAT'S A GOOD THING

🏈 **I LIKE TO E.E.A.T.**

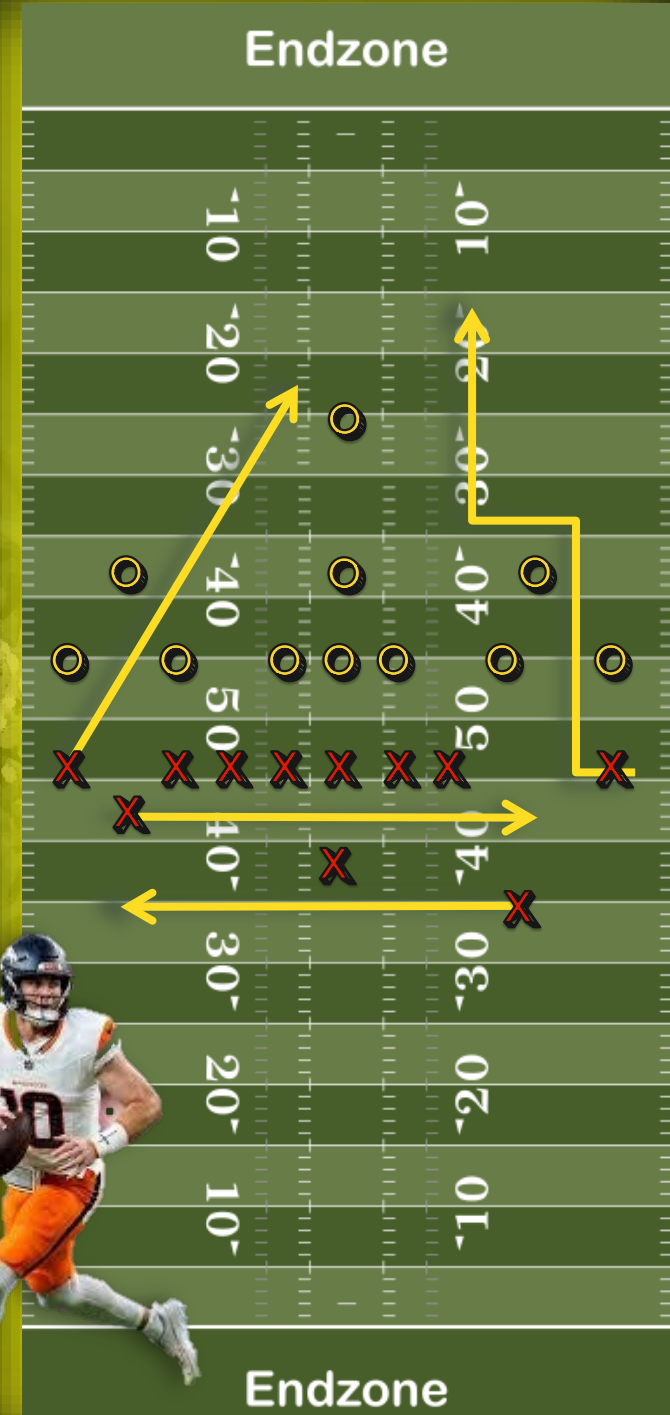
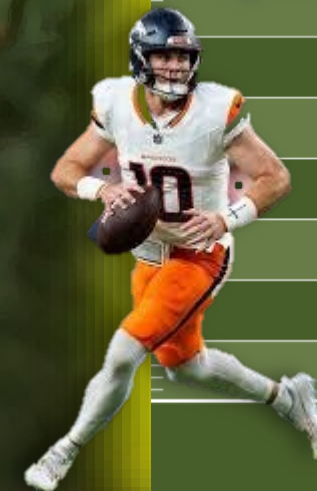
🏈 **EXPERIENCE**

🏈 **EXPERTISE**

🏈 **AUTHORITATIVENESS**

🏈 **TRUSTWORTHINESS**

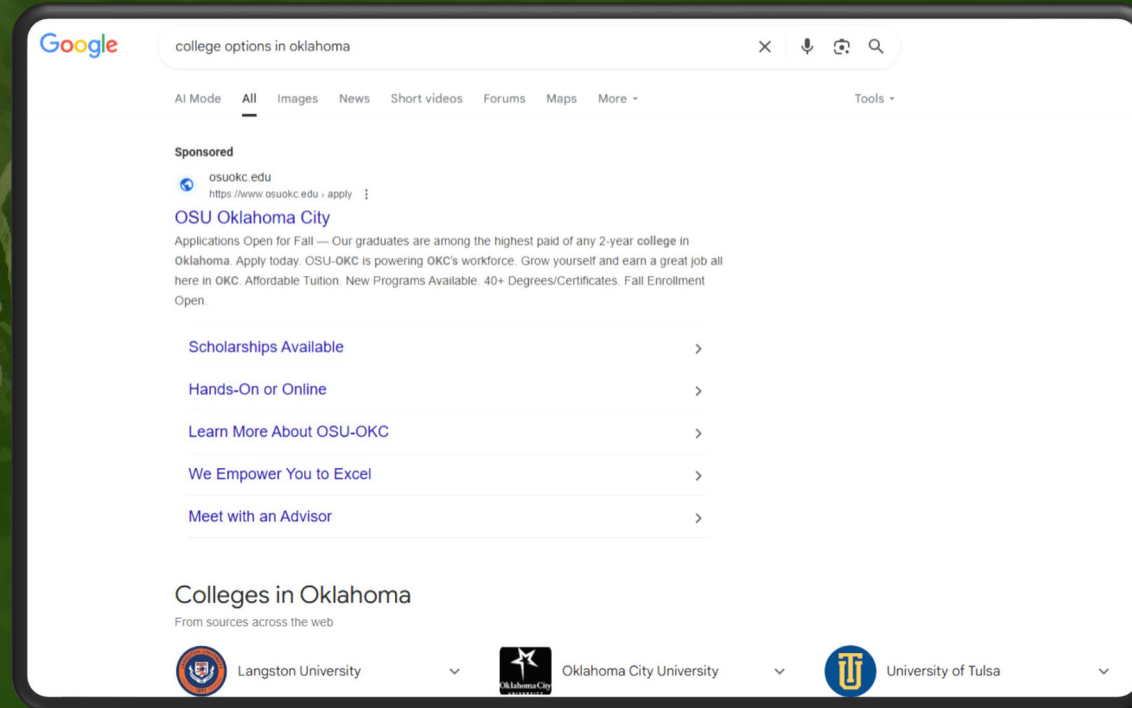
🏈 **GOOGLE SEARCH CONSOLE**



THIRD QUARTER: PAY TO PLAY



ADS COME FIRST



GOOD SEO WILL IMPROVE AD PERFORMANCE

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THIRD QUARTER: FEATURED SNIPPETS



REPACKAGES YOUR CONTENT



Academics ▾ Admissions ▾ Athletics ▾ About ▾ Campus Life ▾ Costs ▾

Job Bank

Home / Job Bank / Wedding/Event Liaison - Bookstore Clerk

Wedding/Event Liaison - Bookstore Clerk

DATE POSTED: MAY 14, 2025



RELATED ITEMS

Food Pantry Assistant

Beef Show Team Coach/Cattle Herd Manager

Adjunct Professor for Criminal Justice

Applying

To apply for any positions please complete the online employment application and upload the documentation specified in the advertisement.

For additional information contact Mr. Andrade, Director of Human Resources at 405.422.1267, or email her at HumanResources@redlands.edu

Benefits

You can view our [Employee Benefits](#) page, to learn more about working for Redlands.

Faculty

All Faculty must meet our [Standard Practice - Minimally Qualified Faculty degree qualifications](#).

[Learn more about the required qualifications](#)

Compensation: \$30,000, Yearly

Job Description

Redlands Community College is seeking candidates to apply for the Wedding/Event Liaison – Bookstore Clerk position. This is a full-time, support staff position working 40 hours per week. The salary for this position is \$30,000 per year with excellent benefits. This position will report to the Manager of Auxiliary Services. The Wedding/Event Liaison – Bookstore Clerk will be working a combined total of 40 hours per week between the Darlington Chapel facility and the Cougar Corner Bookstore on campus. The duties will require working more evenings and weekends during peak wedding seasons. The Wedding/Event Liaison – Bookstore Clerk will coordinate, organize, and facilitate wedding events that are held at the Darlington Chapel, and assist with bookstore operations during slower wedding seasons.

Responsibilities Include:

- Coordinate, organize, and facilitate weddings/events at Darlington Chapel.
- Assist in bookstore operations during slower wedding seasons.
- Lock and unlock facility.

Google

wedding event liaison jobs

Results for El Reno, OK 73036 Choose area

Jobs

Job postings Saved jobs

Wedding/Event Liaison - Bookstore Clerk

Redlands Community College

El Reno, OK • via Redlands Community College

13 days ago Full-time No degree mentioned Health insurance

Apply on Redlands Comm...

Wedding/Event Liaison

Redlands Community College

El Reno, OK • via Teal

Part-time No degree mentioned

1 more job

Redlands Com...

Wedding/Event Liaison - Bookstore Clerk

Redlands Community College • El Reno, OK • via Redlands Community College

13 days ago Full-time No Degree Mentioned Health Insurance

Apply on Redlands Comm...

Job highlights

Identified by Google from the original job post

Benefits

The salary for this position is \$30,000 per year with excellent benefits

Responsibilities

The Wedding/Event Liaison – Bookstore Clerk will be working a combined total of 40 hours per week between the Darlington Chapel facility and the Cougar Corner Bookstore on campus

The duties will require working more evenings and weekends during peak wedding seasons

The Wedding/Event Liaison – Bookstore Clerk will coordinate, organize, and facilitate wedding events that are held at the Darlington Chapel, and assist with bookstore operations during slower wedding seasons

More job highlights

Job description

Redlands Community College is seeking candidates to apply for the Wedding/Event Liaison – Bookstore Clerk position. This is a full-time, support staff position working 40 hours per week. The salary for this position is \$30,000 per year with excellent benefits. This position will report to the Manager of Auxiliary Services. The Wedding/Event

Preview Edit More ... SAVE PUBLISH

MultiEdit Content

Featured Post ☒

Select to flag this article as a featured post.

Display Post ☒

Do Not Display ☐

Determines whether to display this post on the listing pages.

Department

Enter the department name this news article is under if applicable e.g. Psychology

Title

Wedding/Event Liaison - Bookstore Clerk

Enter title to be displayed on this page and on the listing page.

Salary

30,000

Enter salary information

Rate of Pay

Yearly

Hourly/Monthly/Etc

Required Education

Postgraduate Degree, Bachelor Degree, Associate Degree, High School

Required Experience

Required experience, in months

Date

05/14/2025

Enter date to be displayed on this page and on the listing page.

IMPROVED WITH STRUCTURED DATA

THIRD QUARTER: FEATURED SNIPPETS

REPACKAGES YOUR CONTENT

Session primary...Channel Group) ▾		Session source ▾	↓ Sessions
Total			944 100% of total
1	Organic Search	google	283 (29.98%)
2	Direct	(direct)	266 (28.18%)
3	Paid Search	google	105 (11.12%)
4	Organic Search	google_jobs_apply	91 (9.64%)
5	Referral	indeed.com	66 (6.99%)
6	Organic Search	bing	27 (2.86%)
7	Referral	a.cms.omniupdate.com	14 (1.48%)
8	Organic Search	yahoo	13 (1.38%)
9	Organic Social	m.facebook.com	13 (1.38%)
10	Unassigned	(not set) ⚠	8 (0.85%)

IMPROVED WITH STRUCTURED DATA

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THIRD QUARTER: INTERCEPTION!

🏈 SOCIAL MEDIA IS A COMPETITOR

🏈 NO DIRECT RANK EFFECT, BUT VIRAL POSTS COULD DRIVE TRAFFIC THROUGH BACKLINKS

🏈 REDDIT: THE ONE EXCEPTION



THIRD QUARTER: CASE STUDY

Google highest paying hands on jobs in oklahoma

Reddit - r/oklahoma
150+ comments · 2 years ago ·
Oklahomans who make \$200k+/yr, what do you do?
I make right at 100K a year as an RV service technician. No college degree required. Just on the job training for the last 10 years. But this ...
155 answers · Top answer: I work 2 remote jobs making \$100k+ at each. I dropped out of UCO but got ...
What are some of the **highest paying blue collar** ... 201 answers · Sep 14, 2023
LIST: The **highest-paying jobs in Oklahoma City** ... 12 answers · Mar 22, 2021
More results from www.reddit.com
Missing: hands | Show results with: hands

Indeed
https://www.indeed.com · q:high-paying-i-oklahoma-jobs ·
High Paying Jobs, Employment in Oklahoma
153 High Paying jobs available in Oklahoma on Indeed.com. Apply to Owner Operator Driver, Apprentice Electrician, Armed Security Officer and more!

Redlands Community College
https://www.redlandsc.edu · news · oklahoma-top-hand- ·
Highest-Paying Applied Technology Degree Hands On Jobs
7 days ago — Pair that demand with a median salary over \$60,000, and experienced surgical techs earning even more, and it's easy to see why this career is ...

Nexford University
https://www.nexford.edu · insights · highest-paying-jo- ·
Top 10 Highest Paying Jobs in Oklahoma 2024 (Inc Salaries)
Apr 3, 2024 — Discover the top 10 highest paying jobs in Oklahoma for 2024, including salaries and job opportunities in Oklahoma City. Find your dream career today!

Indeed
https://www.indeed.com · q:hands-on-i-oklahoma-city- ·
Hands On jobs in Oklahoma City, Ok
Physical Therapist (PT) - Full-time - Moore, OK · Financial Advisor · Amazon DSP Delivery Driver · \$20 - \$30 · Warehouse Order Selector/Picker · \$20.24 - \$28.00.
Missing: highest | Show results with: highest

ZipRecruiter
https://www.ziprecruiter.com · Cool Hands On Jobs ·
\$23-\$55/hr Cool Hands On Jobs in Oklahoma (NOW HIRING)
Welder / Grinder Operator · Trinity Employment Specialists, Catoosa, OK. \$18 - \$20 / hr · Event Contractor - Live Sports Production · BallerTV, Tulsa, OK. \$18 / hr.

Facebook - Oklahoma CareerTech
40+ reactions · 2 weeks ago ·
Oklahoma CareerTech
Ready to launch a high-paying, high-demand career without a four-year degree? Oklahoma CareerTech offers hands-on training for essential jobs ...

Reach Higher Oklahoma
https://reachhigherok.org · DirectComplete · Partners ·
Oklahoma's Critical Occupations
Oklahoma's Critical Occupations List ; Dental Hygienists, Associate degree ; Physical Therapist Assistants, Associate degree ; Radiologic Technologists and ...
Missing: hands | Show results with: hands

highest paying hands on technology jobs in oklahoma

Aviation
Surg. Tech

Top 10 Highest Paying Jobs in Oklahoma 2024 (Inc Salaries)

Job Title	Annual Salary	Hourly Wage
Physical Therapist	\$124,000	\$60.00
Registered Nurse	\$104,000	\$50.00
Software Engineer	\$100,000	\$48.00
IT Support	\$60,000	\$29.00

Aviation
Surg. Tech

Top 10 Highest Paying Jobs in Oklahoma 2024 (Inc Salaries)

Job Title	Annual Salary	Hourly Wage
Physical Therapist	\$124,000	\$60.00
Registered Nurse	\$104,000	\$50.00
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IT Support	\$60,000	\$29.00

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THIRD QUARTER: CASE STUDY

highest paying applied technology jobs in oklahoma

AI ModeAllJobsNewsImagesShort videosForumsMoreTools

Date postedJob typeNo degreeRemoteWithoutRedditCity

Results for **Oklahoma** · Choose area

 AI Overview

In Oklahoma, several applied technology fields offer high-paying jobs. Some of the top contenders include **Aviation Maintenance Technology, Surgical Technology, and HVACR (Heating, Ventilation, Air Conditioning, and Refrigeration)**. Additionally, positions in data science, cybersecurity, and software engineering are also well-compensated within the technology sector.

Here's a more detailed look at some of the highest paying applied technology jobs in Oklahoma:

Hands-on/Skilled Trades:

Aviation Maintenance Technician:
With a growing demand for skilled technicians to maintain aircraft, this field offers a high-paying career path, especially with experience.

Surgical Technologist:
This role combines hands-on work in the operating room with a median salary over \$60,000, with experienced professionals earning even more.

HVACR Technician:
As a skilled trade touching nearly every building, HVACR technicians are in constant demand and offer stable, well-paying employment.

Highest-Paying Applied Technology Degree Hands On Jobs
Jun 5, 2025 — Highest-Paying Applied Technology Degree Hands-On Jobs: Aviation...
Redlands Community College

Highest-Paying Applied Technology Degree Hands On Jobs
May 28, 2025 — Highest-Paying Applied Technology Degree Hands On Jobs: Surgical...
Redlands Community College

Heating, Ventilation, Air Conditioning, and Refrigeration Technician
May 21, 2025 — Highest-Paying Applied Technology Degree Jobs: Heating, Ventilation,...
Redlands Community College

Show all

THIRD QUARTER: CASE STUDY

Google search results for "highest paying applied technology jobs in oklahoma". The search bar shows the query and filters for "Date posted", "Job type", "No degree", "Remote", and "City". The results are for Oklahoma.

AI Overview

In Oklahoma, some of the highest-paying applied technology jobs include roles in engineering, specifically areas like software development, data science, cloud computing, and cybersecurity. Additionally, Redlands Community College identifies Heating, Ventilation, Air Conditioning, and Refrigeration (HVACR) technicians as a stable, high-paying, and in-demand field.

Here's a more detailed look at some of the top-paying applied technology jobs in Oklahoma:

- Software Development:** Software engineers and related roles like Software Development Engineer in Test (SDET) are in high demand and offer competitive salaries. Software development, especially in areas like cloud computing and cybersecurity, is experiencing significant growth in Oklahoma City.
- Data Science:** Data scientists and related roles like Lead Data Scientist and Data Governance Engineer are also highly sought-after and can command high salaries.
- Cloud Computing:** Cloud architects and cloud-related roles are increasingly important, with salaries often exceeding \$100,000 annually.
- Cybersecurity:**

Heating, Ventilation, Air Conditioning, and Refrigeration Technician

7 days ago — Highest-Paying Applied Technology Degree Jobs: Heating, Ventilation, Air Conditioning, and Refrigeration...

Redlands Community College

Applied Technology Salary in Oklahoma City, OK - ZipRecruiter

ZipRecruiter

Best Paying Jobs In Oklahoma - Options & Salaries - Tallo

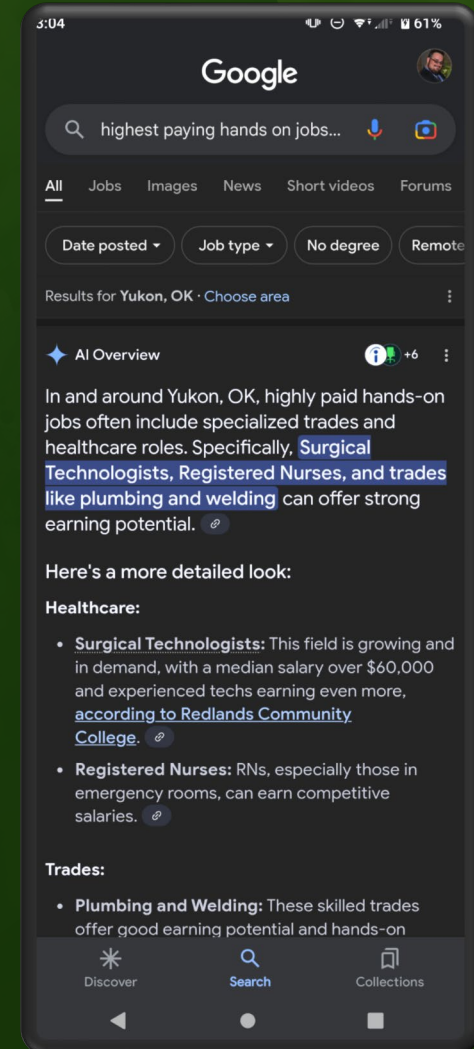
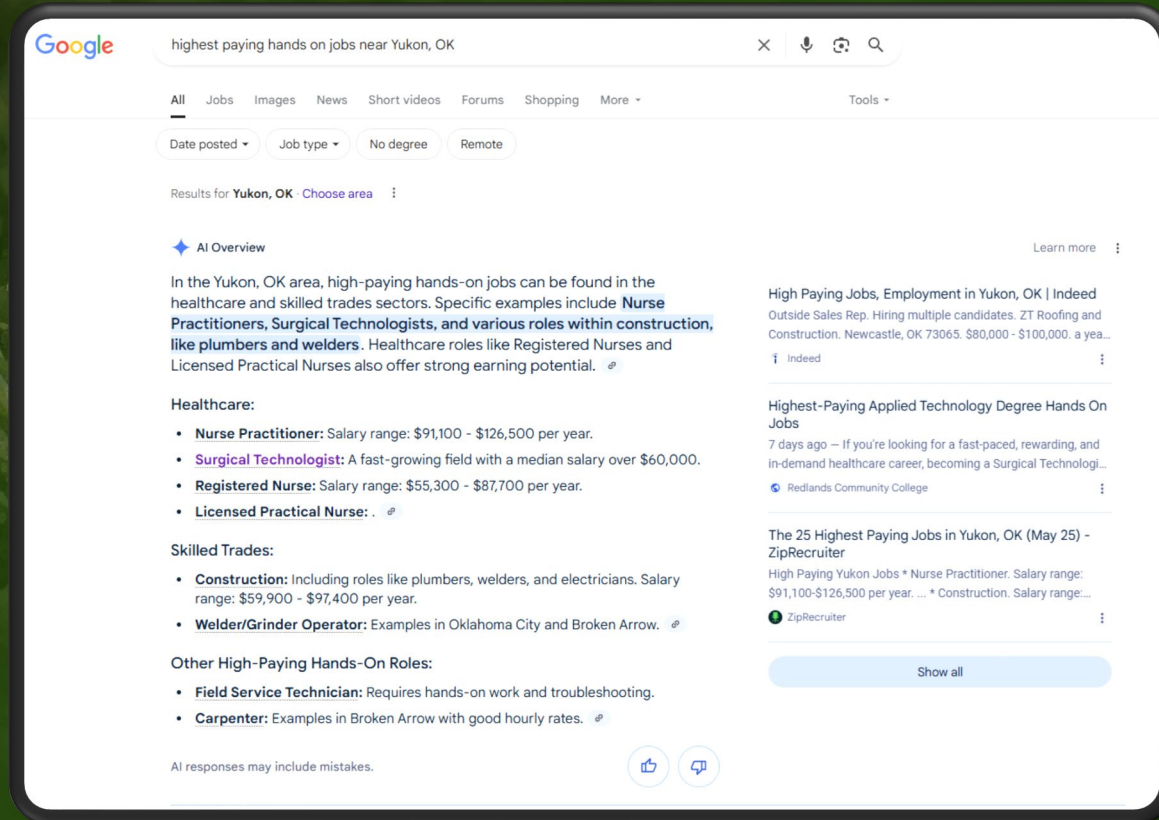
Top Engineering & Tech Jobs and Salaries: * Machine Learning Engineer – \$162,740...

Tallo

Show all

10 20 30 40 50 40 30 20 10

THIRD QUARTER: CASE STUDY



THIRD QUARTER: CASE STUDY

Landing page + query string +		Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate
Total		6 0.07% of total	2,710 0.5% of total	0.22% Avg -86.48%
1	/news/oklahoma-top-jobs-applied-technology-heating-ventilation-refrigeration-technician.php	3 (50%)	1,500 (55.35%)	0.2%
2	/news/oklahoma-top-hands-on-jobs-surgical-technologist.php	1 (16.67%)	762 (28.12%)	0.13%
3	/news/oklahoma-top-hands-on-jobs-aviation-maintenance-technician.php	1 (16.67%)	253 (9.34%)	0.4%
4	/news/oklahoma-top-information-technology-jobs-computer-programmer.php	1 (16.67%)	194 (7.16%)	0.52%

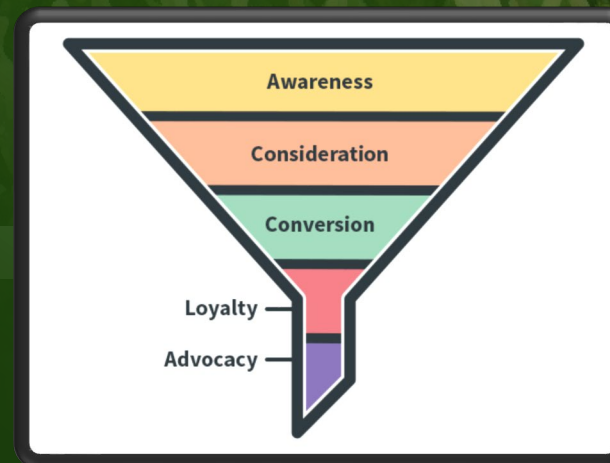


FOURTH QUARTER: HELLO, GEO

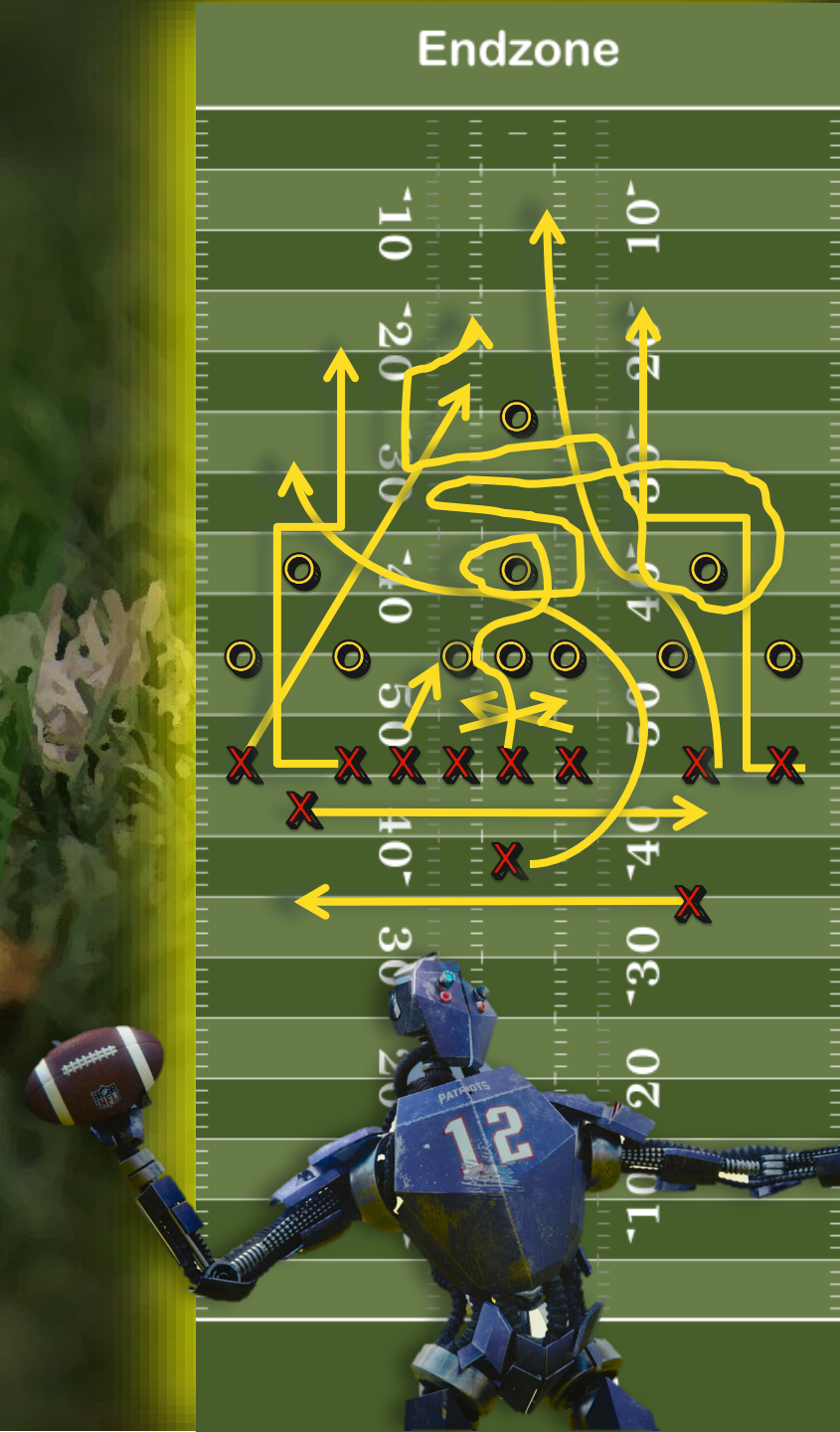
USING GENERATIVE ENGINE OPTIMIZATION TO
LEVERAGE AI ENGINES FOR BRAND AUTHORITY

🏈 **USERS READ / LISTEN TO AI SUMMARIES,
INSTEAD OF CLICKING INTO SITES**

🏈 **CHANGES WEB'S
ROLE IN THE
MARKETING
FUNNEL**



🏈 **BRAND AUTHORITY IN
WHAT MAKES YOU UNIQUE**



FOURTH QUARTER: HELLO, GEO

USING GENERATIVE ENGINE OPTIMIZATION TO
LEVERAGE AI ENGINES FOR BRAND AUTHORITY

🏈 SEO BASICS STILL PRODUCE GOOD GEO

🏈 E.E.A.T.

🏈 KEYWORD OPTIMIZATION

🏈 RICH CONTENT

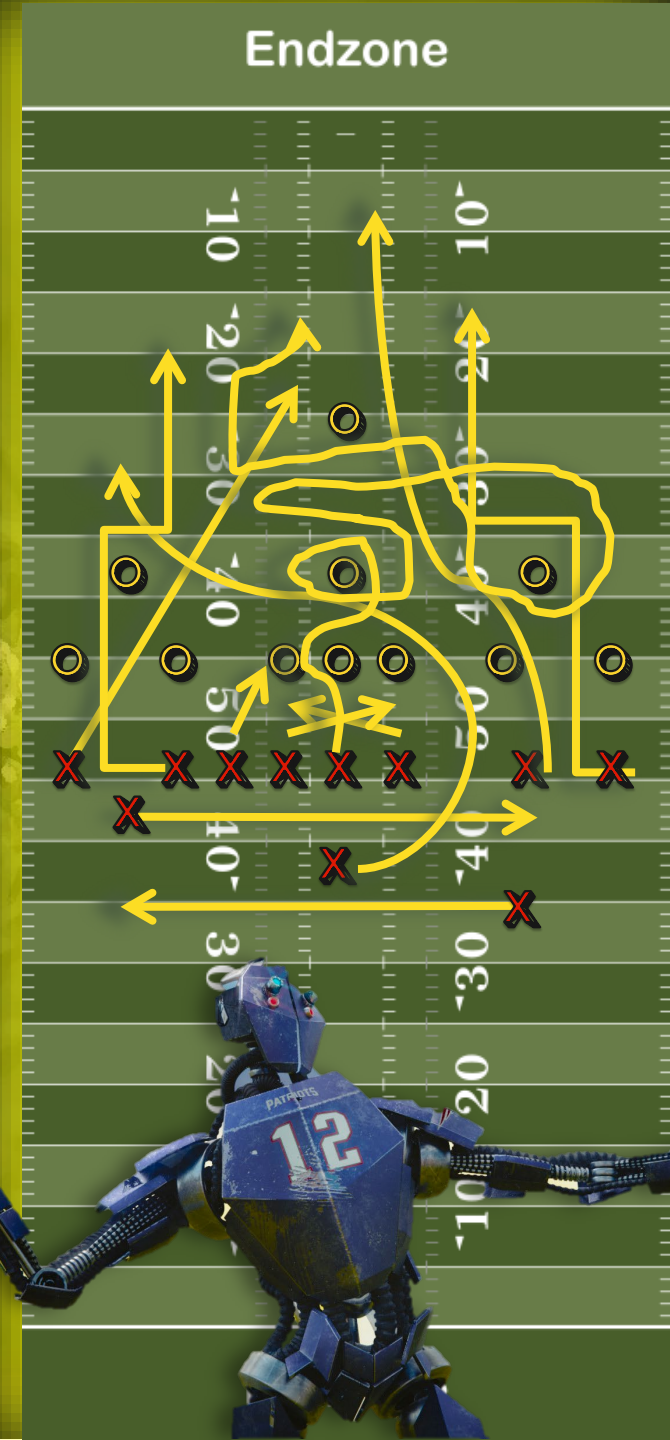
🏈 QUALITY BACKLINKS

🏈 UNIQUE CONTENT

+ TRENDING KEYWORDS

= SUCCESS

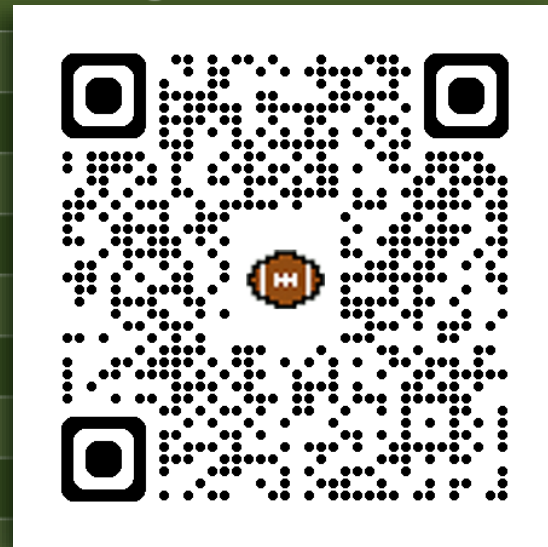
🏈 BRAND AUTHORITY FOR AWARENESS, PAID SEARCH / SOCIAL FOR CONVERSION, SOCIAL FOR LOYALTY/ ADVOCACY



OPTIMIZED FOR SUCCESS



THE PAST, PRESENT, AND FUTURE OF SEO



redlandscce.edu/ocpra

Carl Walls
cwalls@usao.edu

Endzone

Endzone