

20th Anniversary Coloring Book

Top Of The List Timeline

2006

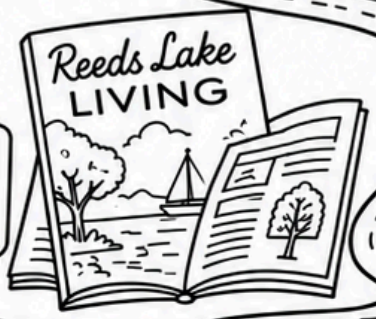
Top Of The List Established



2012

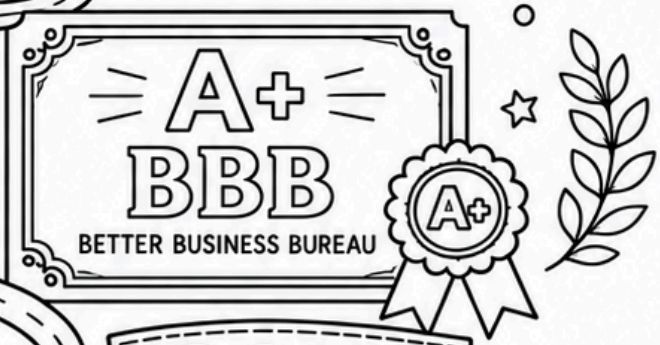
Hits the Media Circuit





2014

Earns an A+ BBB Rating



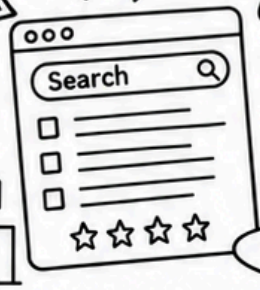
2016

TOTL Website Gets a Makeover

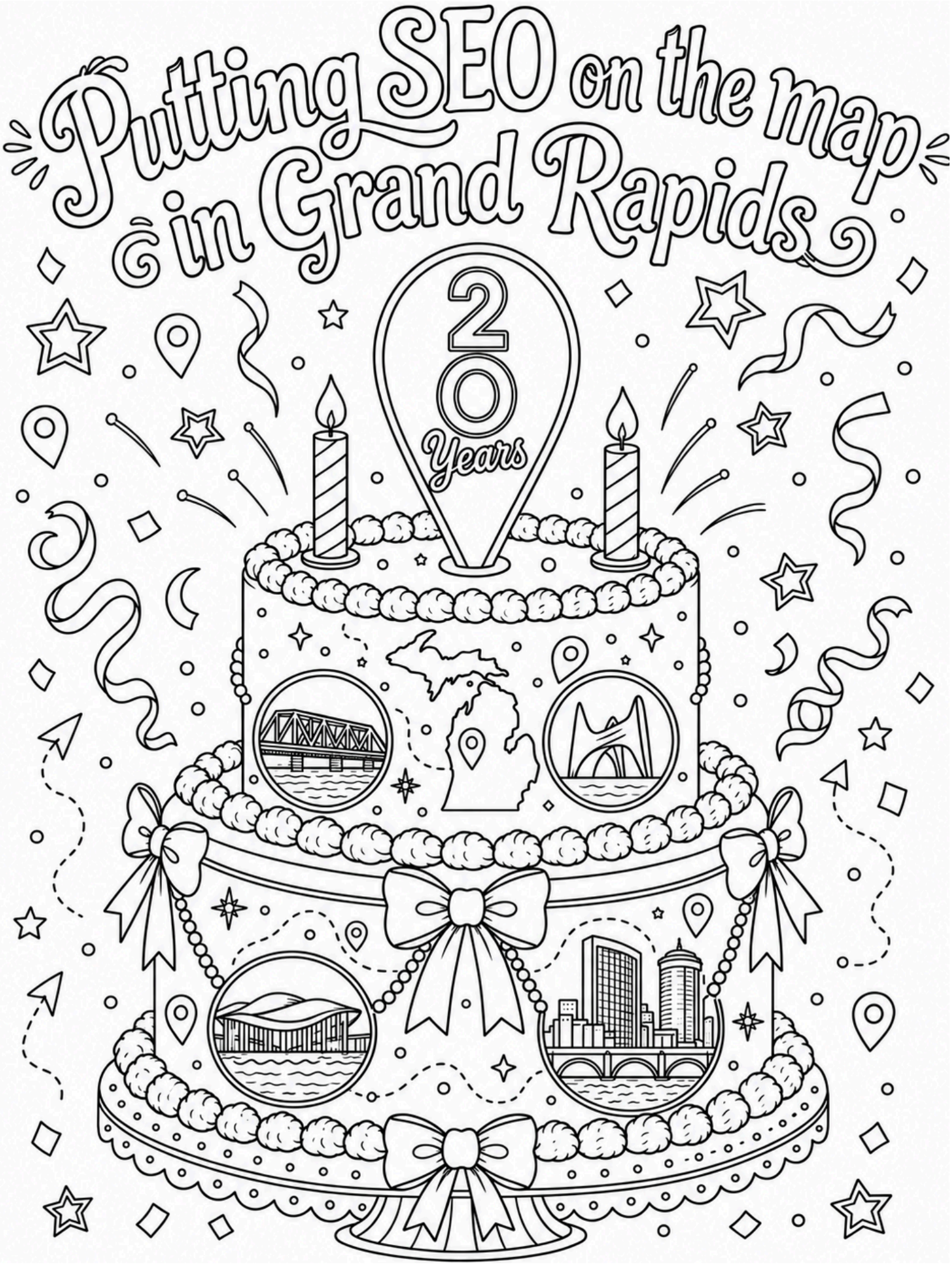


2026

Celebrates 20 Years of Helping Businesses Become More Visible Online






Putting SEO on the map in Grand Rapids
20
Years

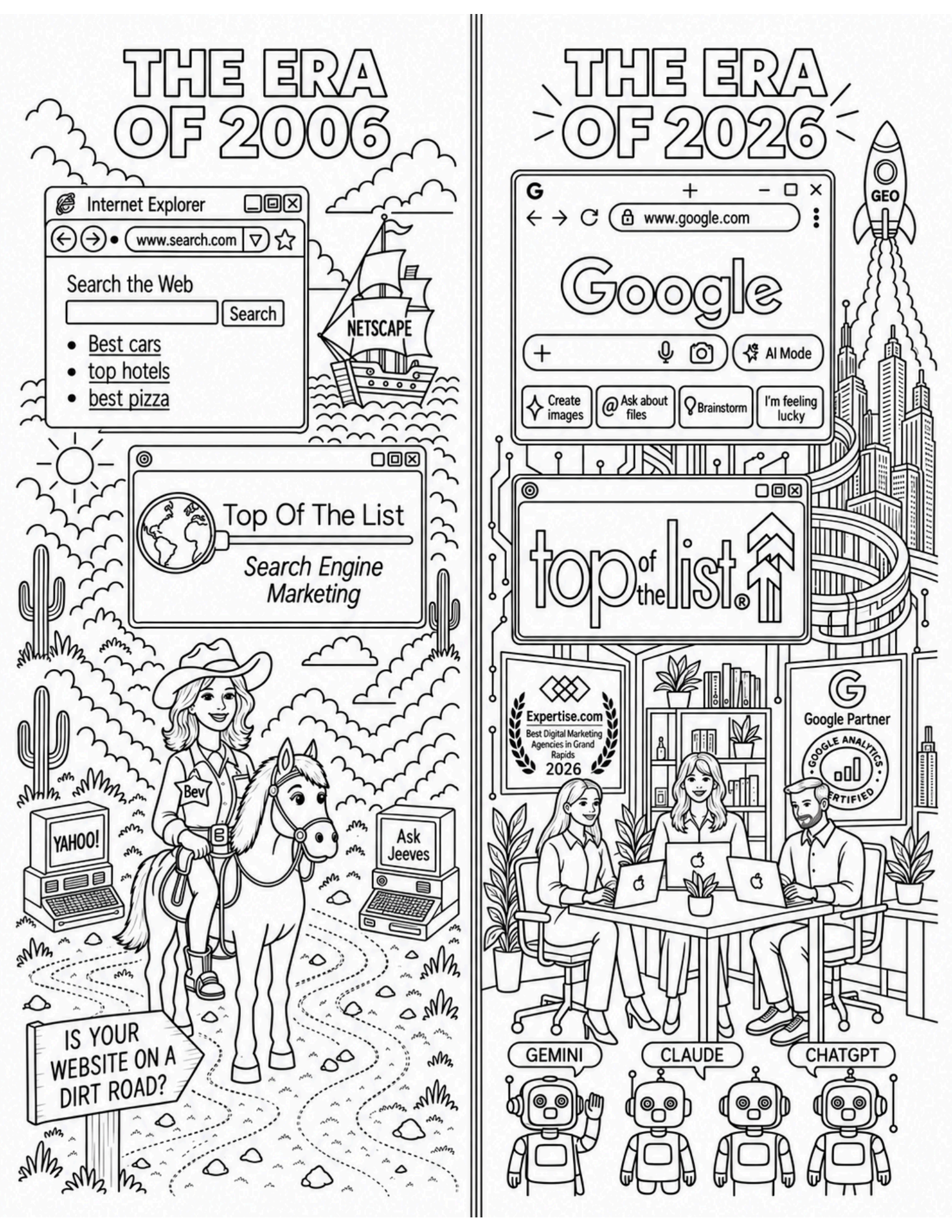
Digital Marketing Word Search

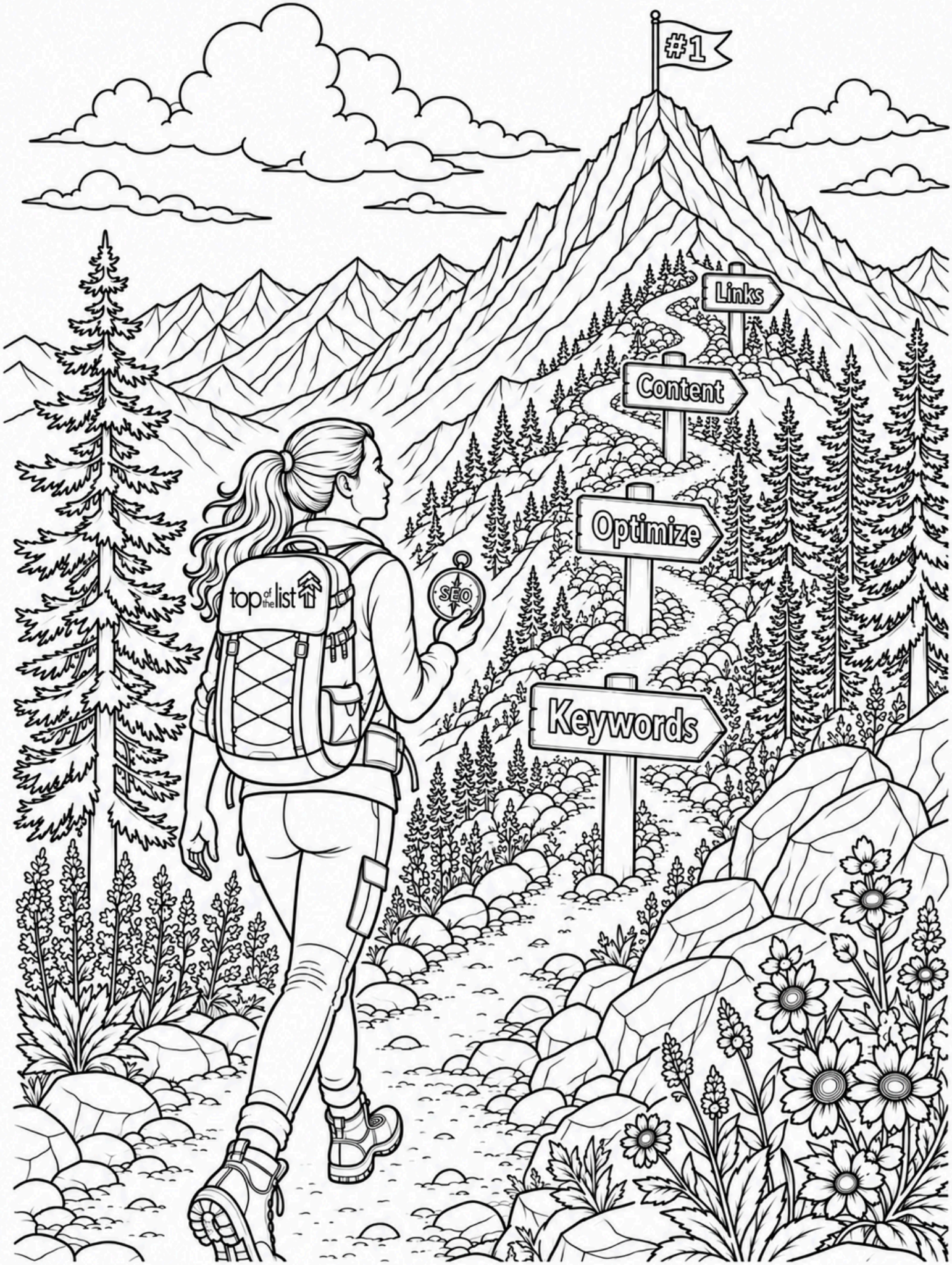


A L Z E U E Q C S D E Y A G U K F M X A C O S P R A X D V F
H G R G K X C S O G B I D J K W N B N S U Q K Z O J V L R B
P Z E R S E A R C H E N G I N E H W R K O U U F H B F O E P
E C M Q O U K C J R F I K H L D F F Q K I N I M E G V U E E
A E A R E P U T A T I O N O W A U V R L P T A L L R H M O R
N Z R J G I G C X S T T J P U P W D G N I G G O L B O H E P
A W K Y C I T A T I O M M T A C D Y T F L I V O K Z L S F L
L X E L Y H X U A Z Z W H I R G X H C N I M J N O W O J X E
Y K T K M A L A T R V O B M R O G Q L P V A H B O A J M G X
T F I T W F Y Y A O R T X I E Z H R N Y F B A R B N O F D I
I D N Q S O A K L I A N V Z A H H I C Z V C V A E Y W N A T
C U G J B J W E T E J A J E E T I M X C S Z V N C G J U T Y
S H U T P X Z Y X F D B I O E M A I L K U B W D A O N X I D
N Y B E V A O A B J Q O Z T V D E Z D O D B K M F R L I C R
A F C D K V S C H E M A M J W Z I K R D F B C E N G A O B Y
A R T I F I C I A L I N T E L L I G E N C E I N B A U M R S
F S F O R D V D A I G V D F G A J W H H G K L T D N G C E S
R M N V L L I N K E D I N U D A J Q D K H O C I X I Y U X K
T D J R I O Y X C L Q U O P D Q U V I T O W R O G C O H I Z
N S H Y N Y I K O R N C Z V G R B G B V R U E N E S B V L J
W O S J N F H L A V X S N L M T L M N L D F P F L E A B A A
H H L O C A L S E A R C H Z T Y Q N R A Y P Y V G O C R M Z
Z A U T O M A T I O N T X B E D U A L C L W A N O M K G X K
K N Y C P I I J Q Q U G S T F D F X U L U E P J O D L N J S
G U S J R I D U W J K F Z E R U F Z I F L T G R G W I N F B
K U R T P G T A H C I A Q C M Z K Y E V F R J R L L N V W H
D F J Z Q L H A E C N E I R E P X E R E S U A V A N K P L Z
L T F G Q S X Y W T N E M P O L E V E D B E W C L L U F I Y
G D U J C T Z Z O V E C H C O B H J L T M E J I S Y F Q F B
S X B V G B V U X W E V J U O S J W L Q M C X K Z O A I T P

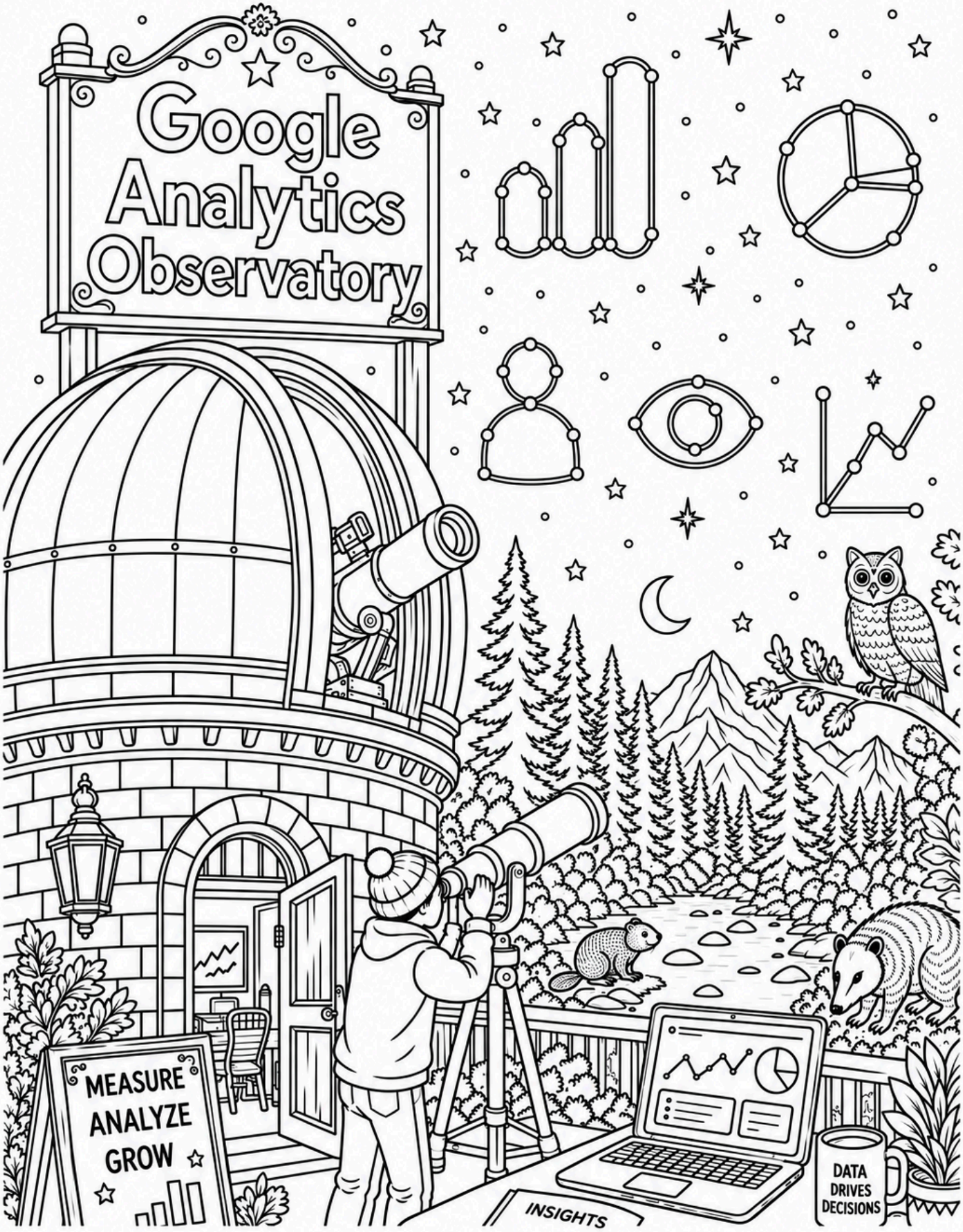
WORD BANK

- ANALYTICS
- ARTIFICIAL INTELLIGENCE
- AUTHORITY
- AUTOMATION
- BACKLINK
- BING
- BLOGGING
- BRAND MENTION
- CHATGPT
- CITATION
- CLAUDE
- EMAIL
- FACEBOOK
- GEMINI
- GOOGLE
- LARGE LANGUAGE MODEL
- LINKEDIN
- LOCAL SEARCH
- OPTIMIZE
- ORGANIC SEO
- PAY PER CLICK
- PERPLEXITY
- REMARKETING
- REPUTATION
- SCHEMA
- SEARCH ENGINE
- USER EXPERIENCE
- WEB DEVELOPMENT


THE ERA OF 2006
Internet Explorer
www.search.com
Search the Web
Search
Best cars
top hotels
best pizza
NETSCAPE
Top Of The List
Search Engine Marketing
Bev
YAHOO!
Ask Jeeves
IS YOUR WEBSITE ON A DIRT ROAD?
THE ERA OF 2026
GEO
www.google.com
Google
AI Mode
Create images
Ask about files
Brainstorm
I'm feeling lucky
top of the list®
Expertise.com
Best Digital Marketing Agencies in Grand Rapids
2026
Google Partner
GOOGLE ANALYTICS
CERTIFIED
GEMINI
CLAUDE
CHATGPT


#1
Links
Content
Optimize
Keywords
top of the list
SEO


Bake Smart. Rank Higher.
The KEYWORD BAKERY
Today's Specials
• Fresh Blogs
• Evergreen Content
• Helpful Guides
• Optimized Pages
RELEVANCE
QUALITY
VALUE
FRESH BLOGS
SEO BASICS
KEYWORD RESEARCH
CONTENT STRATEGY
ANALYTICS 101
BLOG POST
BLOG POST
BLOG POST
Great Content Served Daily
SEO is our bread & butter
QUALITY CONTENT FLOUR
best blogging tips for small business
how to show up on AI
tips on how to be accessible
content ideas for evergreen content
wordpress seo plugins for faster websites
ORGANIC FLOUR
Search Intent
Search Intent
Search Intent
Search Intent
Our Secret Ingredient: HELPFUL CONTENT MADE WITH CARE
RECIPE FOR RANKING
1. Research Keywords
2. Understand Intent
3. Create Great Content
4. Optimize On-Page
5. Promote & Earn Links
6. Track & Improve
SEARCH INTENT — FLAVORS —
• Informational
• Navigational
• Commercial
• Transactional
TOPPINGS


Google Analytics Observatory
MEASURE
ANALYZE
GROW
INSIGHTS
DATA DRIVES DECISIONS

Google Animal Algorithm Updates

PANDA UPDATE
February 2011



PENGUIN UPDATE
April 2012



HUMMINGBIRD UPDATE
September 2013

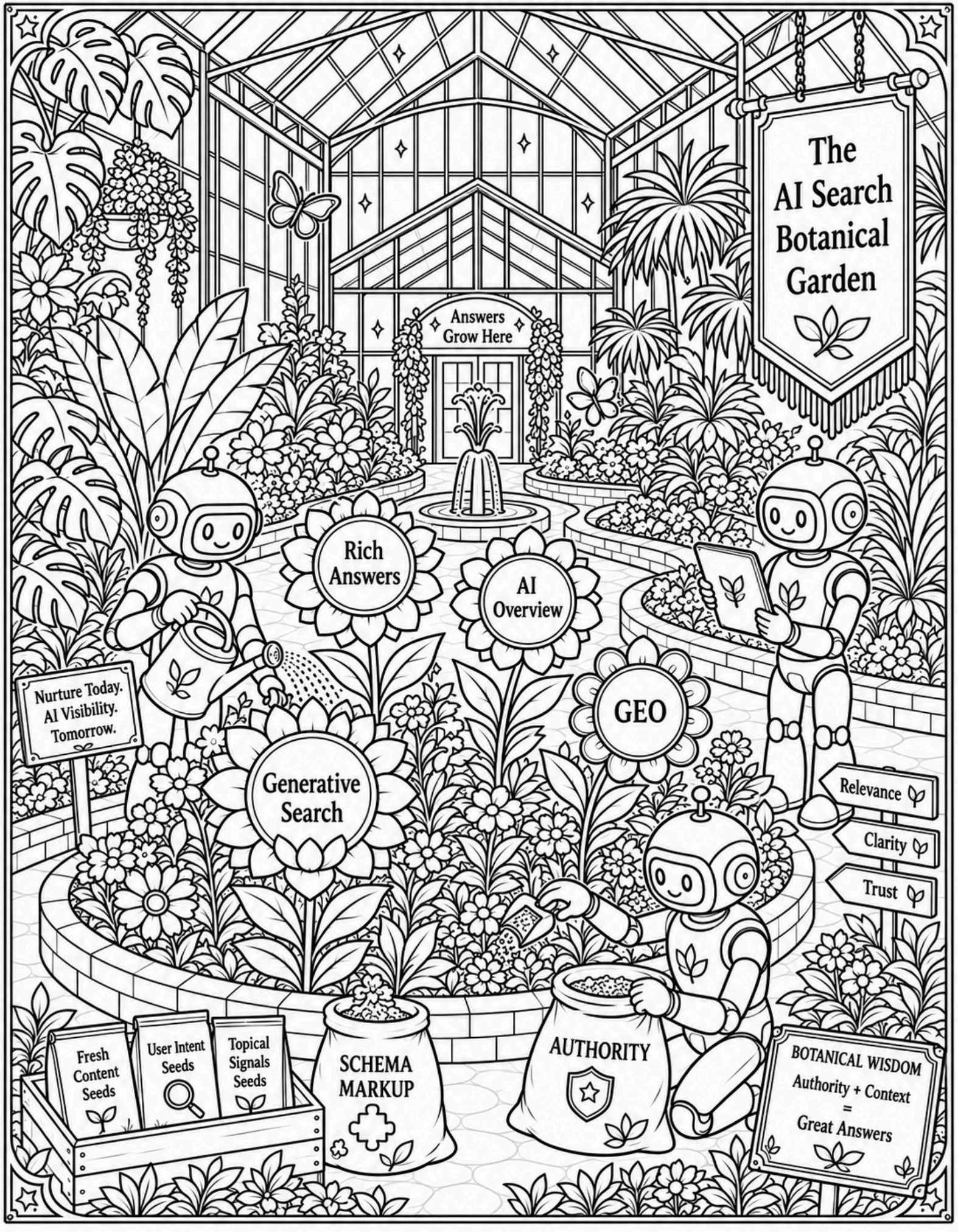


PIGEON UPDATE
July 2014

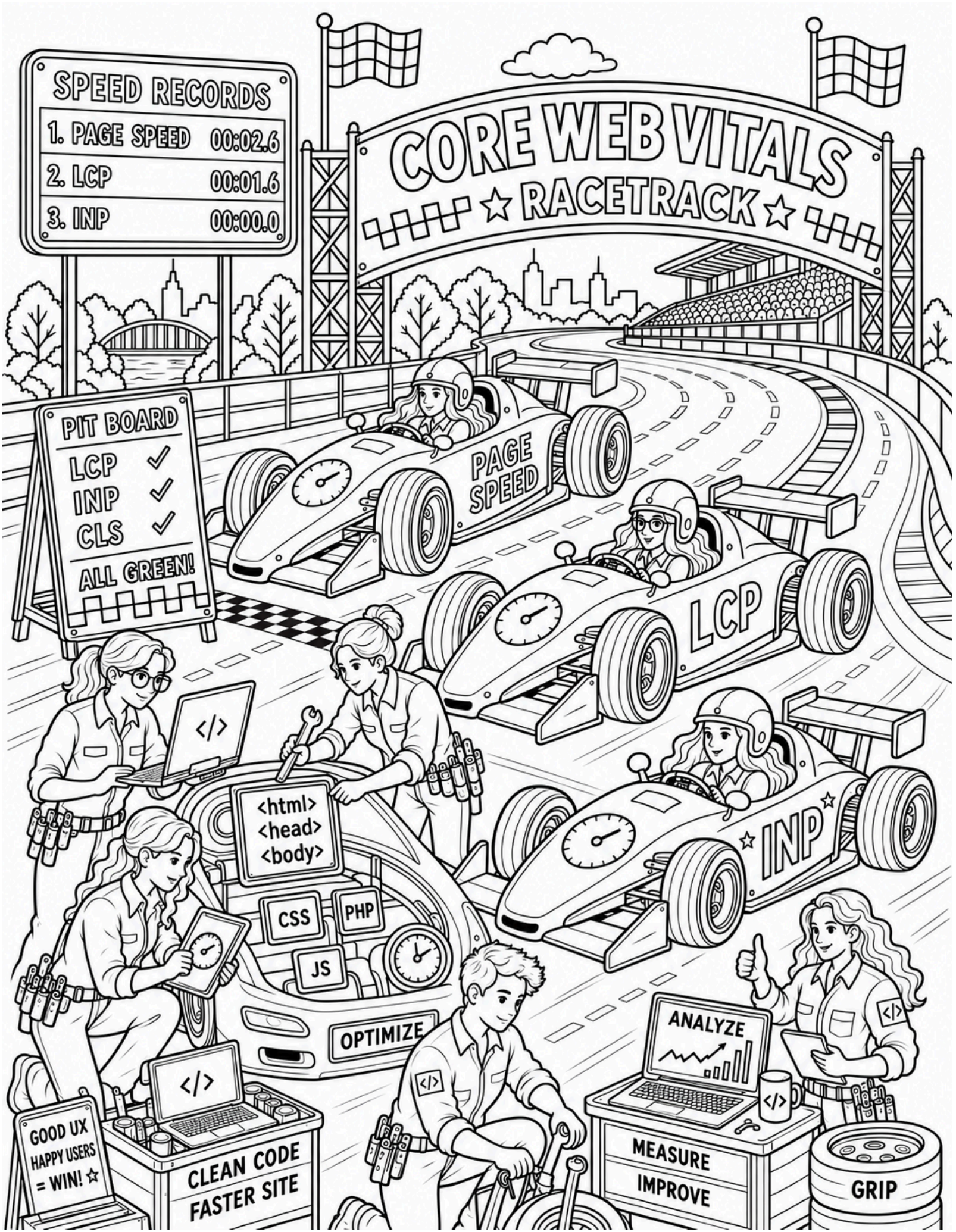


POSSUM UPDATE
September 2016



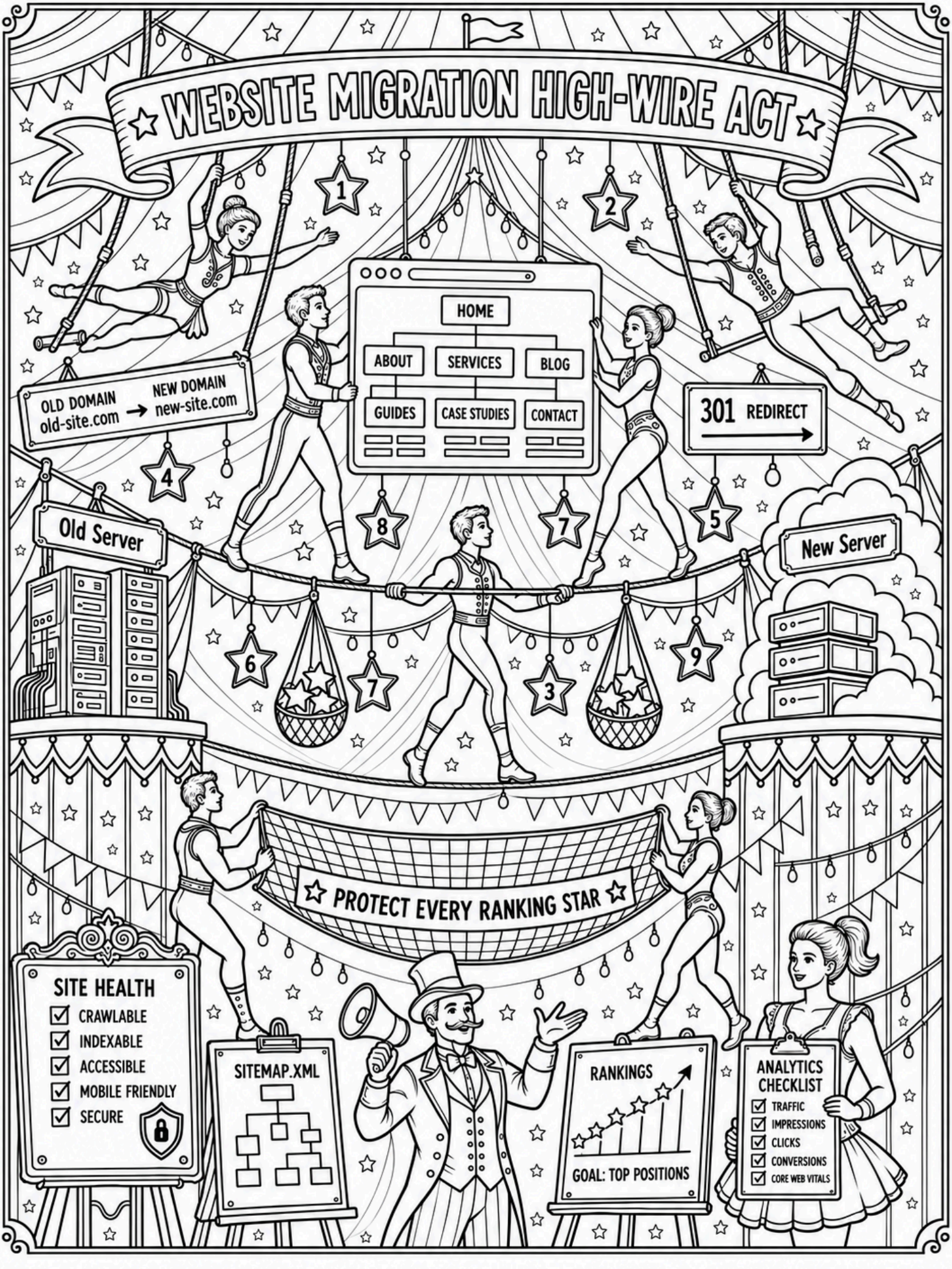

The AI Search Botanical Garden
Answers Grow Here
Rich Answers
AI Overview
GEO
Generative Search
Nurture Today. AI Visibility. Tomorrow.
Relevance
Clarity
Trust
Fresh Content Seeds
User Intent Seeds
Topical Signals Seeds
SCHEMA MARKUP
AUTHORITY
BOTANICAL WISDOM
Authority + Context
=
Great Answers

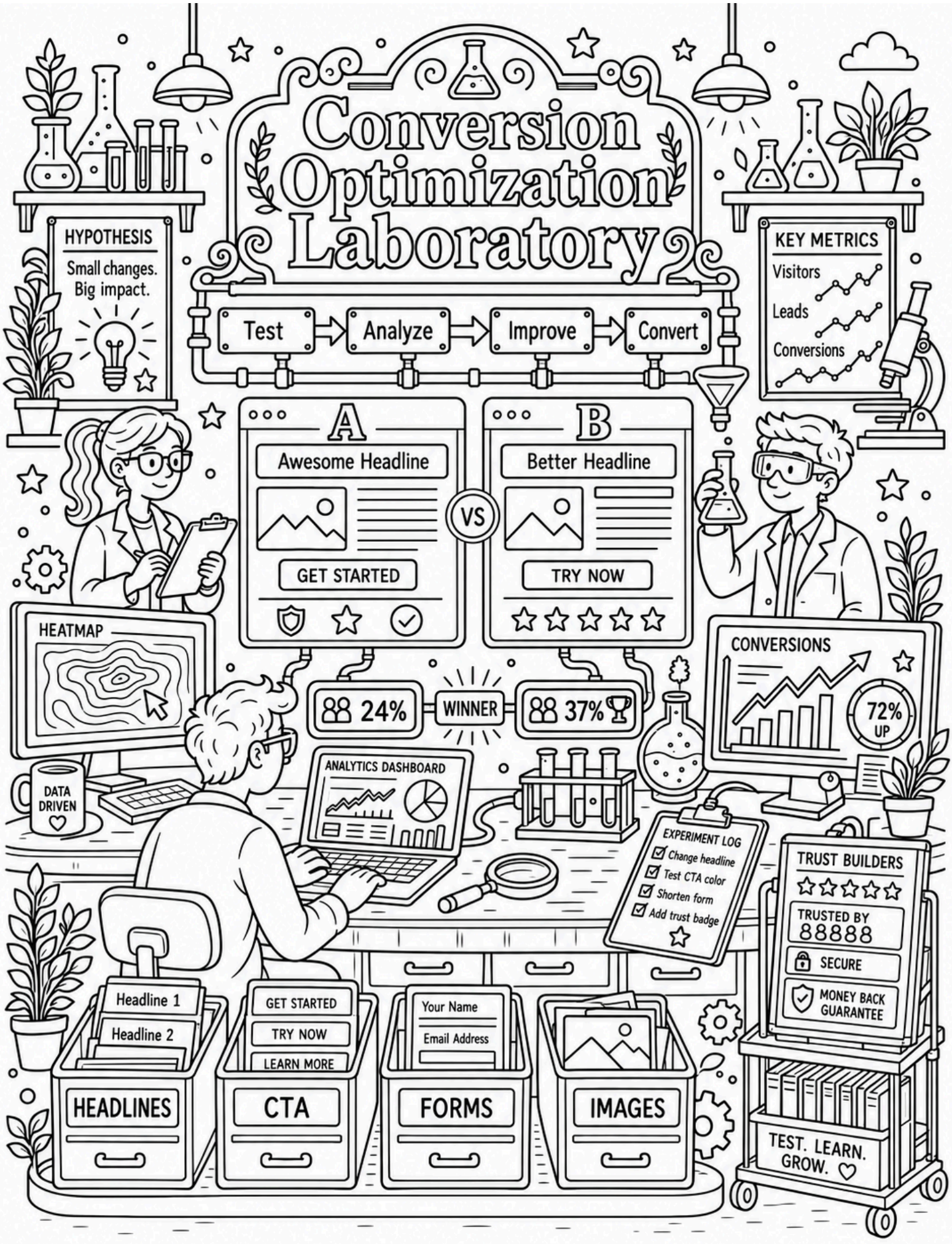

CLUSTER TOPICS
CLUSTER TOPICS
CLUSTER TOPICS
AI PILLAR PAGE
THE E-E-A-T CITADEL
Entity
FAQ
Quality
Answers
EXPERIENCE
EXPERTISE
AUTHORITY
TRUST


SPEED RECORDS
1. PAGE SPEED 00:02.6
2. LCP 00:01.6
3. INP 00:00.0
CORE WEB VITALS
RACETRACK
PIT BOARD
LCP ✓
INP ✓
CLS ✓
ALL GREEN!
PAGE SPEED
LCP
INP
</>
<html>
<head>
<body>
CSS
PHP
JS
OPTIMIZE
ANALYZE
GOOD UX
HAPPY USERS
= WIN!
CLEAN CODE
FASTER SITE
MEASURE
IMPROVE
GRIP


The SCHEMA MARKUP CONSTRUCTION SITE
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Organization",
"name": "Top Of The List LLC",
"url": "https://topofthelist.net",
"logo": "https://topofthelist.net/logo.png",
"address": {
"@type": "PostalAddress",
"addressLocality": "Grand Rapids",
"addressRegion": "MI",
"addressCountry": "US"
}
}
</script>
GRAND RAPIDS
MICHIGAN
@context
@type
name
url
https://
logo
address
sameAs
description
top of the list
SEO | PPC | LSO
WEB DESIGN | CONTENT


TO THE STAGE
(VISUALS & CONTENT)
CONTROLS
Images ✓
Forms ✓
Animations ✓
Copy ✓
DATABASE VAULT
CMS CORE
Powering the Experience
CODE PANEL
function magic() {
let data = fetch();
transform(data);
return render;
}
SERVERS
DOCS
LOGS
TASK QUEUE
CACHE
SECURITY
TESTING
DEPLOYMENT
SCALABILITY
We Build & Power the Magic
The UI/UX Front-End
WELCOME
Experience the Magic
MENU
Home
Features
Pricing
About
Contact
Get Started
Live Stats
12,458
Happy Users
You Enjoy the Show

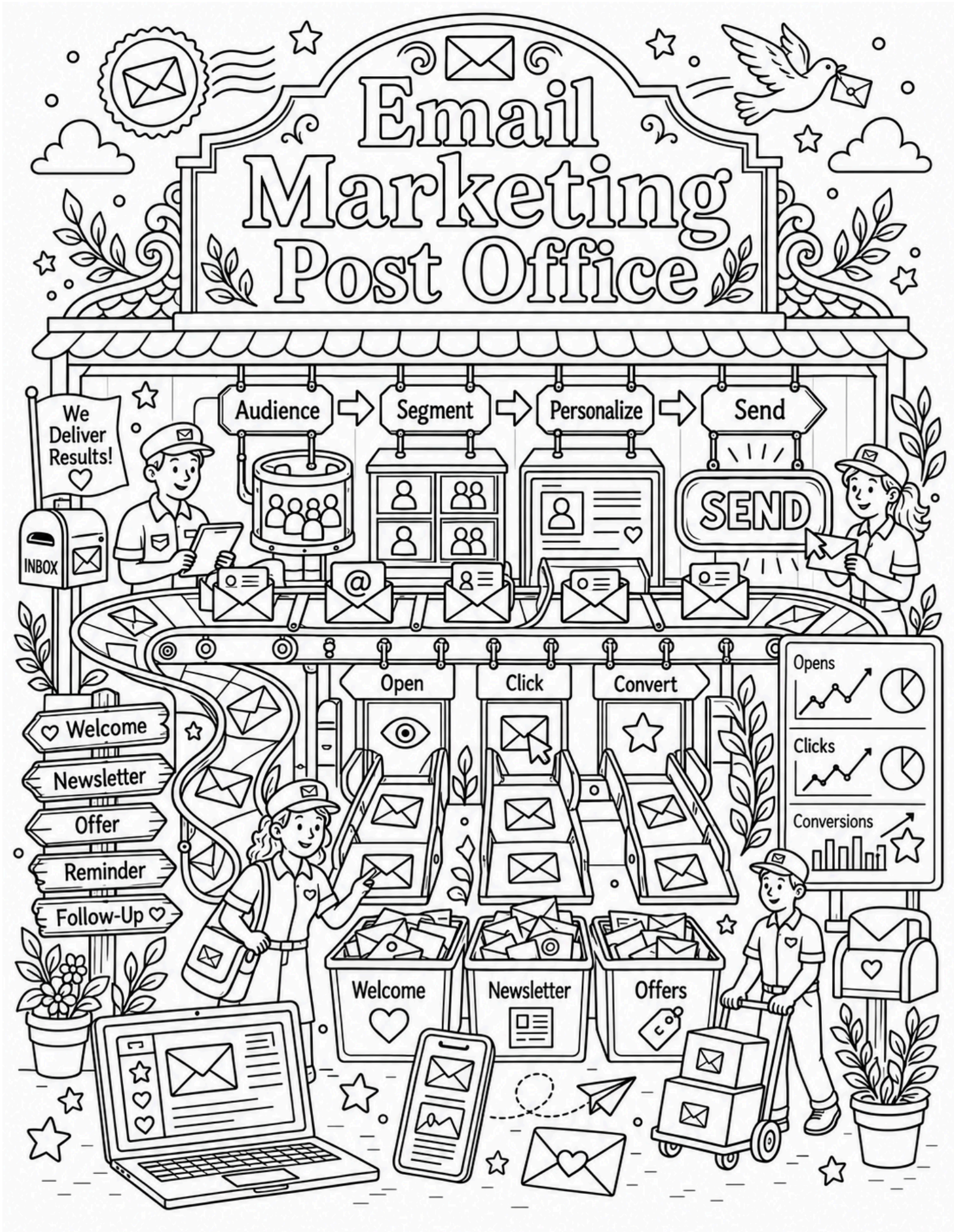

WEBSITE MIGRATION HIGH-WIRE ACT
OLD DOMAIN
old-site.com
NEW DOMAIN
new-site.com
HOME
ABOUT
SERVICES
BLOG
GUIDES
CASE STUDIES
CONTACT
301 REDIRECT
Old Server
New Server
PROTECT EVERY RANKING STAR
SITE HEALTH
CRAWLABLE
INDEXABLE
ACCESSIBLE
MOBILE FRIENDLY
SECURE
SITEMAP.XML
RANKINGS
GOAL: TOP POSITIONS
ANALYTICS CHECKLIST
TRAFFIC
IMPRESSIONS
CLICKS
CONVERSIONS
CORE WEB VITALS

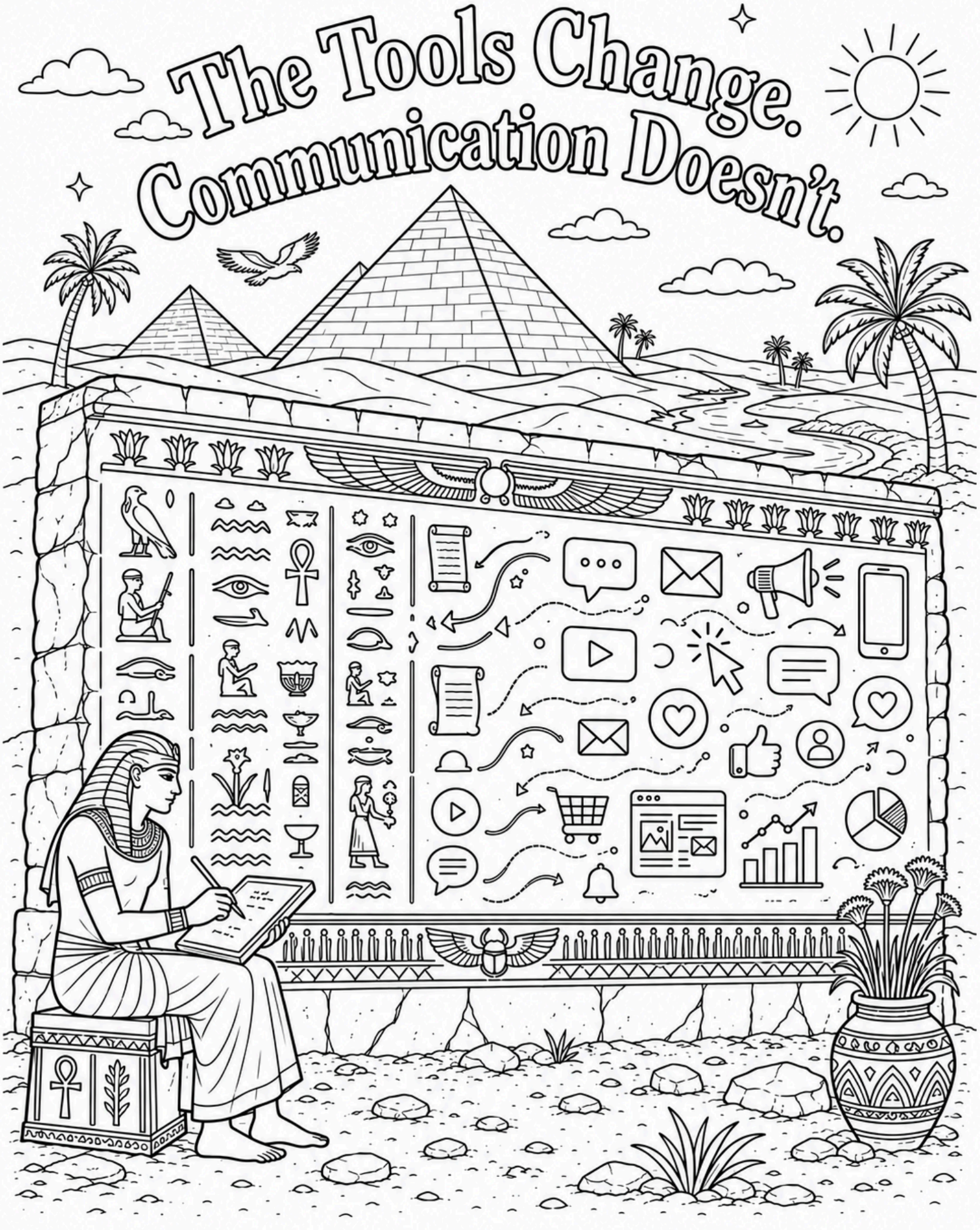

Conversion Optimization Laboratory
HYPOTHESIS
Small changes. Big impact.
KEY METRICS
Visitors
Leads
Conversions
Test
Analyze
Improve
Convert
A
Awesome Headline
GET STARTED
VS
B
Better Headline
TRY NOW
HEATMAP
DATA DRIVEN
24%
WINNER
37%
ANALYTICS DASHBOARD
CONVERSIONS
72% UP
EXPERIMENT LOG
Change headline
Test CTA color
Shorten form
Add trust badge
TRUST BUILDERS
TRUSTED BY 88888
SECURE
MONEY BACK GUARANTEE
Headline 1
Headline 2
HEADLINES
GET STARTED
TRY NOW
LEARN MORE
CTA
Your Name
Email Address
FORMS
IMAGES
TEST. LEARN. GROW.

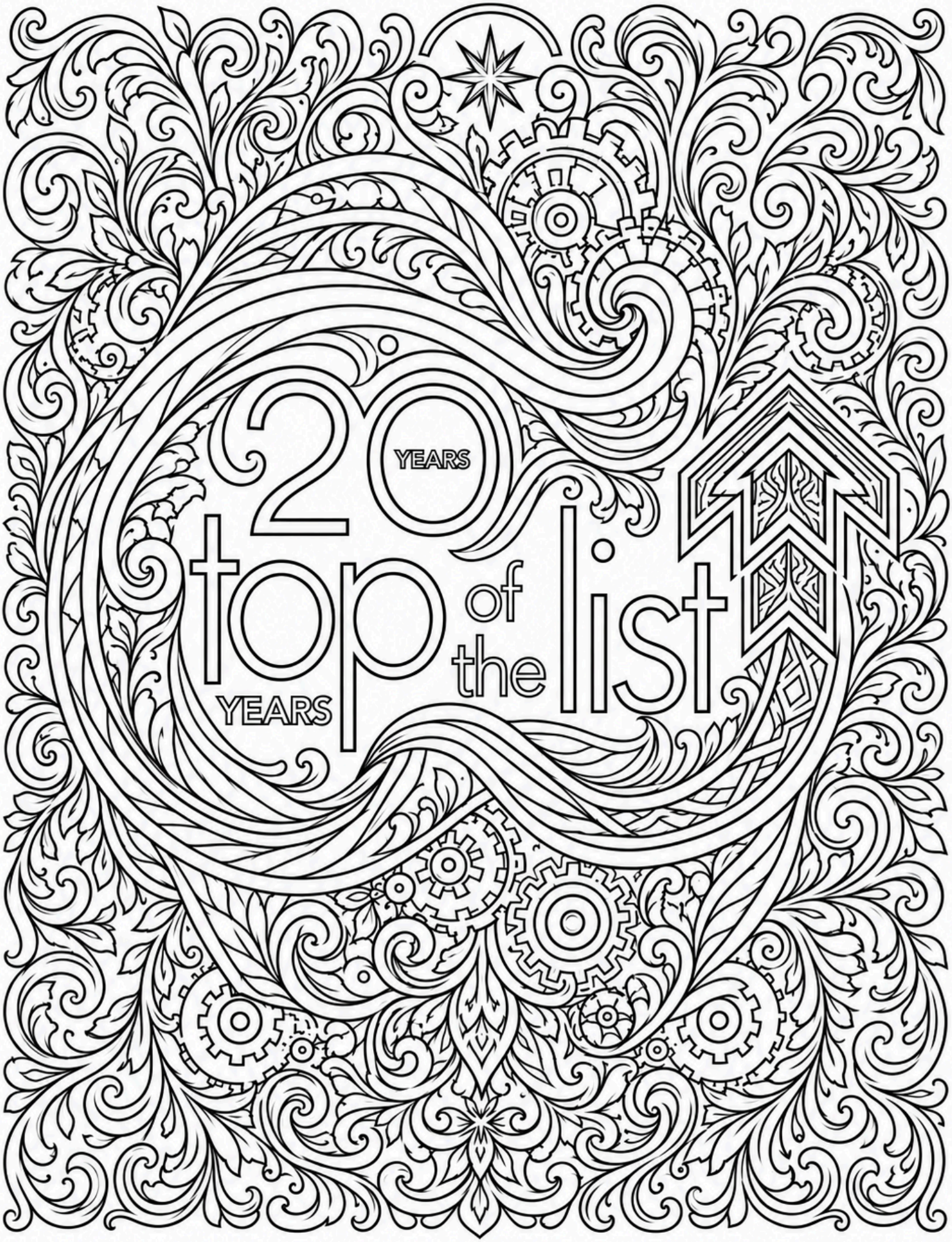

ARCADE
PPC
SPACE QUEST
GAME ON!
RACER
Clicks
Leads
Sales
012345
006789
001234
CONVERSION
KEYWORDS
AUDIENCE
IMAGES
LANDING PAGE
AD COPY
TESTING
LAUNCH WORD SEARCH QUERY
SEARCH QUERY
BUDGET METER
$
$$$
BID GAUGE
LOW
$$$
HIGH
BETTER ADS
BETTER RESULTS


B2B PAID ADS
RING-TOSS
LINKEDIN ADS MANAGER
THE LINKEDIN CONNECTION ARCADE
THE LINKEDIN CONNECTION ARCADE
CEO
GM
DIRECTOR
FOUNDER
DECISION MAKER
PRESIDENT
HIGH CTR
QUALIFIED LEAD
ROI TROPHY
FUN
LEADS
GROWTH


SOCIAL MEDIA ADVERTISING THEME PARK
ADS THAT CONNECT
CAMPAIGN CONTROL CENTER
LINKEDIN
PROFESSIONAL NETWORKING RELATION-SHIP
SPONSORED
LEADS
B2B
GROWTH
FACEBOOK
COMMUNITY CONNECTION BUMPER CARS
ADS
FAMILIES
GROUPS
EVENTS
INSTAGRAM
PHOTO & REELS CAROUSEL
SPONSORED
VISUAL
STORIES
DISCOVER
X
FAST-PACED MESSAGE COASTER
ADS
REAL-TIME
TRENDS
CONVERSATIONS
PINTEREST
INSPIRATION BOARD FOOD PAVILION
SPONSORED
IDEAS
SAVES
SHOPPING
TIKTOK
DANCE & PERFORMANCE STAGE
ADS
SHORT-VIDEO
TRENDS
ENGAGEMENT
AUDIENCE
TARGETING
CREATIVE
BUDGET
TESTING
PLACEMENT
ANALYTICS
SNAPCHAT
CAMERA FUNHOUSE
SPONSORED
AR LENSES
STORIES
LOCATION
REDDIT
DISCUSSION FORUM JOUSTING ARENA
ADS
COMMUNITIES
AUTHENTIC
INFLUENCE


Email Marketing Post Office
We Deliver Results!
INBOX
Audience
Segment
Personalize
Send
SEND
Open
Click
Convert
Opens
Clicks
Conversions
Welcome
Newsletter
Offer
Reminder
Follow-Up
Welcome
Newsletter
Offers


The Tools Change.
Communication Doesn't.


20 YEARS
top of the list
YEARS


Thank You
for Your
Support
#1
LCP 1.2s

Top of the List was established by Beverly Mapes in 2006. Bev built an extensive career across tech, marketing, and internet services — handling internet support and technical sales at Merit Network, serving as software trainer and test lead at Siemens (then Rapistan), working as cockpit simulation software test lead at GE Aviation, and leading marketing efforts at Atomic Object. While working at Atomic Object, Bev saw the transformative power of search engine optimization firsthand. Recognizing both the potential of SEO and a distinct lack of any dedicated agencies in Grand Rapids, she launched Top Of The List.

Over the past two decades, Top Of The List has helped hundreds of businesses expand their digital presence. While our services have grown and adapted over time, our core mission remains unchanged: helping organizations achieve meaningful online visibility and long-term success.

To mark our 20th anniversary, our team wanted to create something truly unique and memorable. By combining our creative ideas with AI tools like Gemini and ChatGPT, we designed this coloring book to celebrate our journey. We hope you enjoy bringing these pages to life as much as we enjoyed creating them.

Thank you for your continued support — here's to a colorful future together!

Top Of The List
(616) 940-1174
info@topofthelist.net
Est. 2006 - Grand Rapids, MI