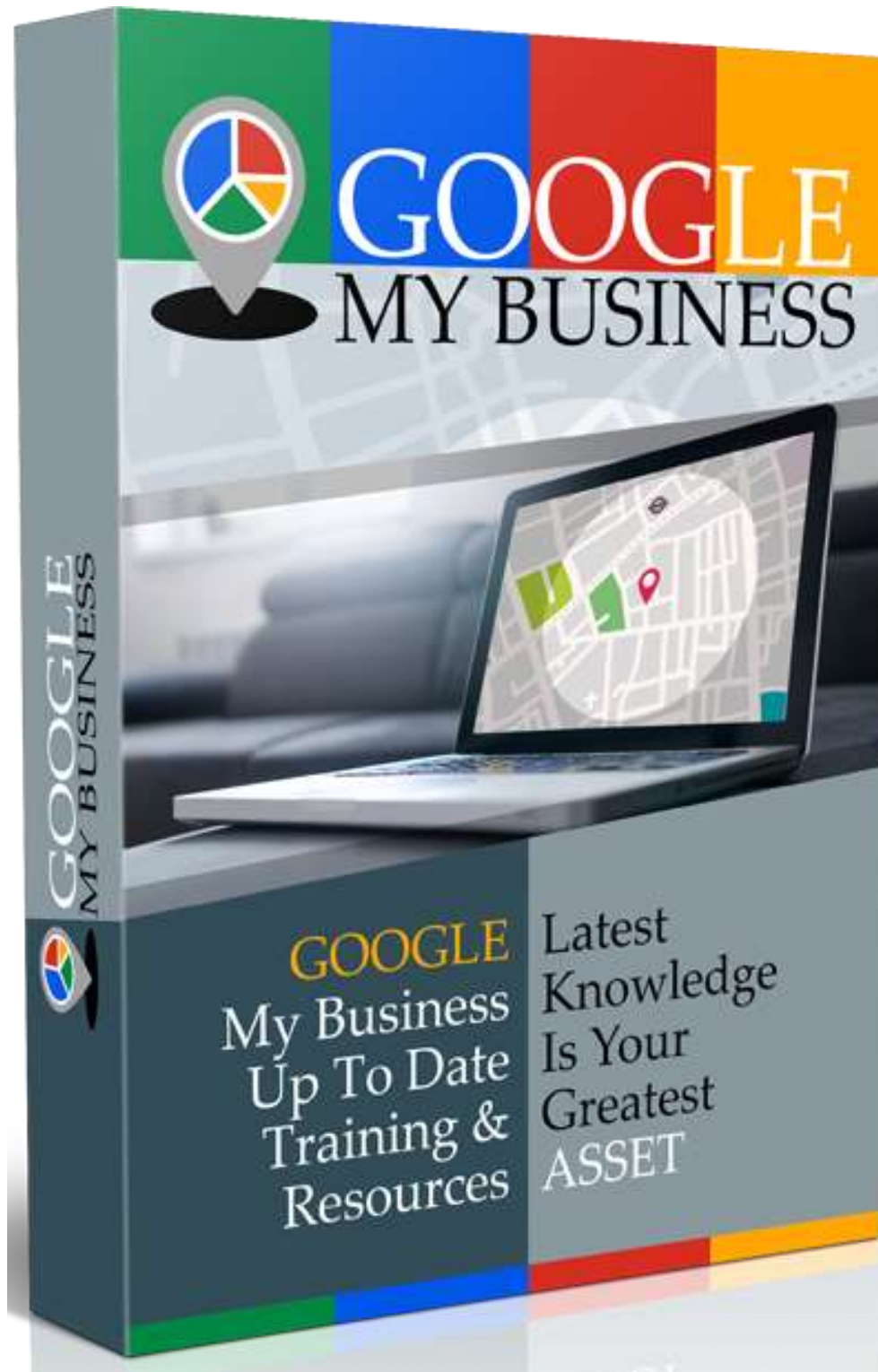


GOOGLE MY BUSINESS

On Site Optimization



If you want local business, your site MUST be optimized for local SEO. Read on and Learn.

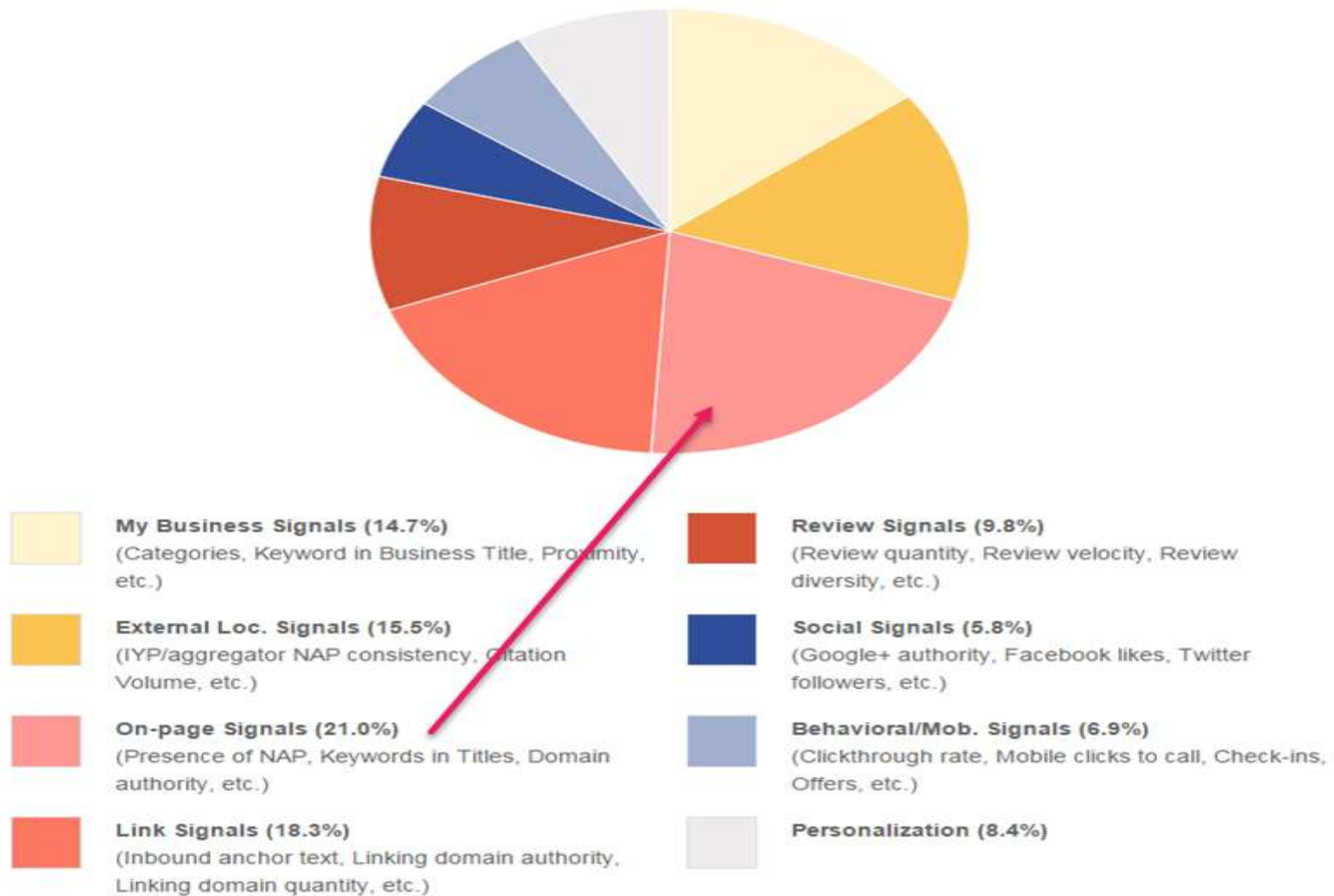
When you are serving local clients - businesses in your area - you must have a good, optimized local presence. Google will help you - providing you have a properly optimized site and the correct information. That's because Google wants to deliver the best information possible to all of the people who use Google.

What do you need to have online to make Google happy? The place to start is with your website.

It is VITAL to your online success that your website is properly setup and includes the essentials. Approximately 21% of the search ranking algorithm is made up of your website, which shows how important your site is. The site doesn't have to be pretty. It does have to contain good content. Content that engages your visitors and provides the answers that they came to find. <https://moz.com/local-search-ranking-factors>

The "how to" of doing KeyWord Research

Overall Ranking Factors



1. Have a brainstorming session (or two)

It's important to know what the "**key**" **words** (words that best describe your product or service) are that relate to YOUR business and your website. What keywords do you want your business to rank for? Make note - in a spreadsheet - of all of the keywords you come up with.

2. What terms are related to those keywords?

When you do a search in Google for any product or service, Google will make suggestions at the top (as you type in your criteria) and display related terms at the bottom of the screen. Google is helping you out by letting you know related search terms. Here, we are using "Plumber Boca Raton"

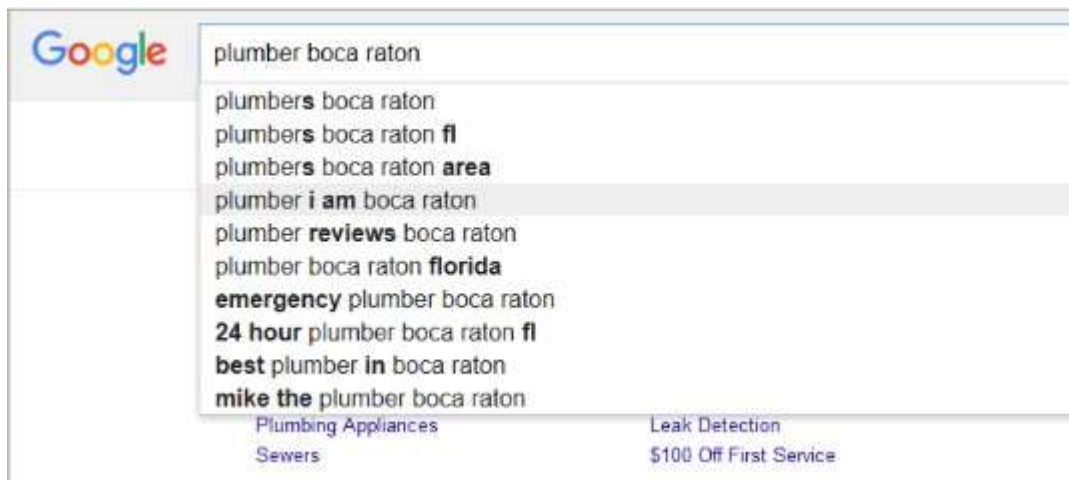
Searches related to plumbers boca raton

boca raton plumber reviews	plumbing supplies boca raton
plumbing companies in boca raton	dag plumbing boca raton
plumber 33434	plumber deerfield beach
yellow pages boca raton	plumbing mart boca raton

3. Use Keyword tools like:

keywordtool.io/ : Find Out What Your Audience Is Looking For. Keyword Tool helps you find out the Keywords that people are typing into the Google Search Box.

<https://ubersuggest.io> : As the name implies, when you begin to type your search criteria, Google starts adding possible words to your search terms. UberSuggest collects all of Google's suggestions for you.



4. Clean up the list and Prioritize the terms

If you've done your job correctly, you will have a large list of keywords related to your (or your client's) business. You can use word or spreadsheet settings to alphabetize the keywords first so that it's clear what you are working with. Delete duplicates (both Word and Excel have that option). Determine which keywords are the most important, which are not as important and which keywords have nothing to do with your (or your client's) business. Once you delete the keywords that are of no use to you, the remaining keyword list should be a very good one.

5. Find out the Search Volume for your keywords

Armed with your concise keyword list, go on over to Google's KeyWords tool: <https://adwords.google.com>. Enter your keyword terms and Google will show you how many people search for those words in any given month. This will help to further prioritize your new list.

6. Link keywords to specific pages.

Take your list to your website and decide which pages on your site will be built around which keywords. **Content is very important.** Having a single page that lists everything you offer - without any details - **is of no value.** It's very important to have individual pages with full descriptions of the products or services offered - including appropriate/related keywords. With

these individual pages and keywords, you can now easily target these individual services.

Best way to optimize your website:

For SEO to work properly, it needs to be real and honest. If there is ever any attempt to spoof Google, SEO does not work. As long as your site is set up properly - to deliver relevant, useful content to your customers - Google is happy and your site will gain the recognition.

1. Provide a good home page with good content

Make sure that your home page is well laid out and has good information and content. The home page is very important to your rankings because it's the page that usually contains the "link equity". (**Link equity** refers to the influence of **links** on a page's ability to rank for particular search terms. **Link equity** relates to: relevance, authority and trust, **link** placement and accessibility, the positive value of relevant outbound **links**, etc.) When people go to your business site, they usually go to your home page. It is the page that offers you the best opportunity to rank. Because of that, it's really important to have blurbs about your different services and short bits of info about your business. This increases your site's relevance for the keywords you are targeting. Be certain that you've included the top key terms on your home page.

2. Make sure that your site has a page for each service you offer. Make sure that there's enough detail on these pages to answer questions your site visitors may have.

To blog or not to blog...

Google likes blogs with content that relates to your site, content that adds value to your customers. So YES, do blog. It's not necessary to set specific days/times to do this, or to make sure

that there are “X” numbers of words. Just make sure that it's newsy and pertains to your business.

Domain Name

Keep it simple. Domain names can end up being spam if they are really stuffed with keywords.

- YourDomain.com/about-us
- YourDomain.com/google-adwords
- YourDomain.com/lead-generation
- YourDomain.com/local-video-marketing

Using KeyWords is useful. Just don't overdo it.

5. Title Tags

Title Tags appear in Google Search Results.

“Title Tags”



Title tags indicate what the site is about. Google uses this information, but it's not visible on the website. It **does** show up in the search results people will see, and may also show at the top of the browser window when someone is on your site.

6. Meta Description

Meta Description



Meta Description

The meta description is a short descriptive blurb about your

site. It doesn't show up on the site - only in the search results. The Meta Description does **NOT** factor into your rankings. However, it does make an impact on your Click Through Rates (CTR). This is very important with/for AdWords. It's also important for organic search traffic. You want the description to be enticing enough to encourage people to click on your link and go to your website.

7. Meta Keyword Tags

Meta Keyword Tags are no longer in use, so don't spend any time setting them up.

8. Headings, H1, H2, H3

H Tags (or Header Tags) do play a part in your search ranking. Optimize these and make certain you are not making them look like spam.

<h1>Welcome To The Day Spa</h1> and then add <h3>We know that you will find wonderful ways to relax and reconnect here.</h3>

9. Image Alt Attributes

When you insert an image on your site, you may add text that describes the image (if, for some reason, the image is not displayed). Google reads the code and Image Alt tags are important for SEO.

10. Keywords in Bold and/or Italics

Keep BOLD or *ITALICS* to a respectable minimum. Today's search engines are sophisticated enough to recognize overuse. These features do not have a significant positive impact on your search results.

11. Do NOT spam your site with keywords

Write as you'd speak with someone. There is no value in adding an inordinate number of keywords to any page. It will only hurt you.

12. Internal Linking

Internal links refer to linking all of your pages to your home page. This is a good and valuable thing to do. When you write about some product or service on your site, make sure that you link to that product or service page. (Make the name of the product or service a hyperlinked piece of text.)

13. Fast Loading

Do everything that you can to optimize the loading of your site. A site that is slow to load will lose ranking. Check out the speed of your site at:
<https://developers.google.com/speed/pagespeed/> This site will tell you what is not working properly and how to fix it. There are also paid services.

14. Mobile Friendly

On April 21, 2015, Google demanded that websites be mobile optimized. (AMP sites are now live in Google Search results Feb 23, 2016) It was more noise than anything. But sites that are mobile optimized are showing a difference in ranking.

This is a very cool site: <https://varvy.com> You will find lots of useful feedback about your website.

15. Good Site Structure

If your site has lots of good content, you want to make sure that Google is able to reach it quickly - with the least number of clicks/page jumps. This is another great reason to have your most important information on separate services pages.

Important Local SEO "Hooks"

Here are some important things to optimize for your local SEONAP in Schema

Schema refers to "structured data". Structured data is what Google uses to learn what your site is about. Schema / Structured Data refers to your business Name, Address, Phone number (NAP). For local business, NAP Schema is important.

Correctly Embed a Google Map

If you are a local business owner, you want to embed a map on your site. This connects your customers with your site and with Google.

Landing Page Title Tag

Your landing page is your home page. It's important to connect the KeyWord with the home page.

Link to Your Google My Business page

Make sure you have a link to your Google My Business page.

Disclaimer

Google's algorithm (the rules and guidelines that determine which business listings they display at any given time to any given individual) may have changed since this document was published.

While the steps outlined above were working for us at the time we published this document, Google may have changed its procedures since then.