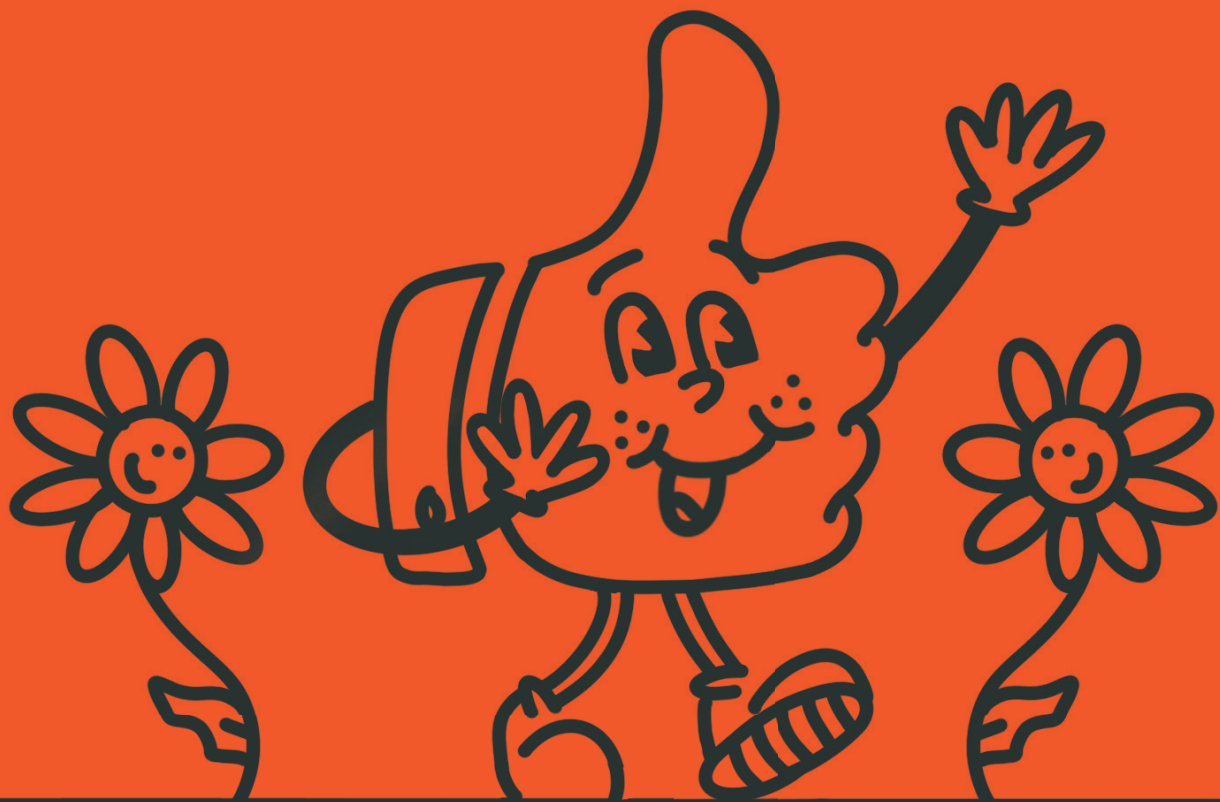


Rank HIGHER Organically





Listing:

Your Listing Needs To Be Claimed And Verified.

Usually done with a Google postcard for brick and mortars & phone call with service-based businesses

Make Sure All Components Of Your Listing Are Complete.

Location/service area, contact info, username, website, services, amenities, photos, etc.

Keep Your Hours Accurate.

Holiday hours? Seasonal hours? Make sure to always update the hours when needed.

Add Photos.

Photos added by you are great, photos added by your customers are wonderful too.

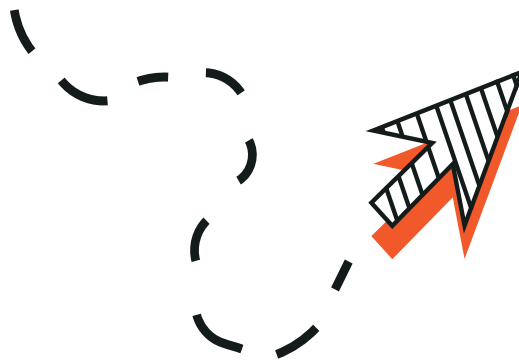
Listing Directory.

If you have claimed your Google listing, added photos, and have all the fields completed that's great, but unfortunately that is just one listing. Although Google is the top dog of search engines there are over 80 directories your listing should be. Having old information on other directories doesn't just confuse your potential buyer it also confuses the search engine when trying to verify you are who you say you are, or that you are located where you say you are located. The more consistent your listings and the more directories they're on the more they can trust and accredit your business.

How Can I Find Out What Directories I Am On?

Do a few searches for directory scans. There are multiple free ones online that after inputting your listing info will show how many listings you are on and if the information is correct. This is something a marketing consultant can do for you, but should be done as a free service.

Google Post:



Organic clicks on Call To Action (CTA) buttons will build up your page rankings. Your listing is full of CTA's if completed correctly: an option to call, directions, and a company website. By adding monthly Google or Bi-Weekly Google Post to your listing will allow for one more chance to be visible to your end customer.



Do You Have A Special Event Planned?

Use a google post as one more avenue to let your potential customers know with a CTA of the link to register.



Where Do You See A Google Post?

A user can view posts from the overview of your Google My Business (GMB) Listing.



How Frequently Should I Write A Google Post?

Google Posts last for 7 days: so at maximum 4 monthly posts. But a monthly or bi-weekly post is a great start.



Reviews:

Get as many great reviews as possible on a consistent basis. Not only will reviews spread your business's name, but it will also improve your rank within organic search results. When your brand is mentioned more frequently in reviews, it will become more relevant to search engines. And because reviews are posted by individual people, search engines consider them as unique content.



What Is The Best Way To Get Reviews?

ASK for them. After every "sale" you should follow up with an email and link to ask for a review.



When Asking For Reviews, Don't Forget The Details.

When asking for reviews, encourage your clients to give details of your product or service. Giving specific in the review not only tells other online viewers that this is a true review but it helps your SEO rankings by seeing an outside user talk about your services, location, etc.



Respond To ALL Reviews!

Replying to reviews demonstrates that you care about your customers' experience at your business. If you happen to come across a negative review, the best advice I can give is to sit on it for a couple of days. Do not respond immediately when emotions are high. Think of how you can give an honest response that will allow other potential customers reading to better understand the full picture situation.

Website:



Improve Your Page Loading Speed.

High-quality images, long videos, outdated website builders can all be contributing factors to slow down your page. Optimize your images by resizing or compressing large images. You can also use your images to sneak in keywords by naming them accordingly. The quicker your page loads, the more people will visit, and the more people who visit Google's algorithm will recognize your website's popularity.

Mobile-Friendly?

Make sure your site is optimized for mobile devices. Over 60% of all searches are done on a mobile device. Due to the majority of searching being performed on a mobile device, it is absolutely necessary to the user and the search engines that your website is mobile friendly and can convert easily between mobile and desktop.

Does Your Website Give People A Reason To Come Back?

Or do they go once and never look again? Ask yourself what is the quality of your content? Is it recent and relevant to your user? Having a modern layout, great graphics and easy to read infographics help the user experience and when your website is quick, visually appealing, with quality content that is relevant, it will be a site that users will come back to.

Are You Active On Social Media?

That's pretty much common knowledge at this point. But what's not as well known is that you can get your SEO ranking improved if people share links to your website on social media. Include all social platform links on your website as well as easy "share" button from popular blog articles or infographics.

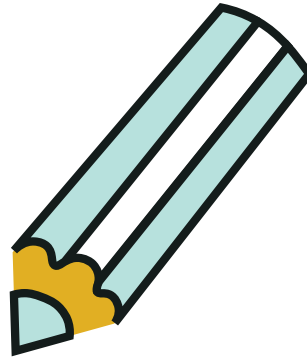
Write A Great Meta Description As Well As A Clean And Optimized Url.

If your domain name is your business, yes that looks and sounds nice. But having something more general with your industry and location in the domain related to the search will allow the search engines to recognize you and will help tremendously with keyword searches.

Call To Action.

Is your phone number clickable to call? Your map, able to give directions? Do you have a form submission that people ask questions or obtain more information easily? If not, just like many other factors it not only increases the user experience but helps link and tie everything back together for search results.

Content:



Content Length.

Google wants content to be quality and have some length to it. While writing more just to stretch out the length is never advisable, if a subject calls for depth, give it depth.

Video Content.

Speed is still a factor so very large format or high-resolution files can slow it down, however video content is on a major rise. It is estimated that over 80% of online users would rather watch a short video than read a blog post. Videos gets shared and linked to, providing plenty of signals to amplify your search ranking when properly linked.

Local Content.

If you are a local based business and are wanting to show up in local search results, it only makes sense to make sure you have a page on your website that contains LOCAL content. Where are you located and where should customers park, are great examples of local content. Often overlooked are local community events, local news, and other local business promotions. Local content will serve many purposes for SEO and users but will also give users a reason to share your info and a reason to revisit your site



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