



Simple SEO Hacks YOU Can Do!

Search Engine Optimization That Really Works

Google Business Profiles (GBP)

GBP is the single most important item on this list for Local Search. Without this account, your business will NOT show in Maps and will not be able to collect reviews. GBP is available for brick-and-mortar businesses and service area businesses.

GBP is so important that I know businesses without a website that get calls from their Google Business Profile listing. They get all the calls they need from GBP and do not need a website.

Here is a list of GBP factors

- Business profile with main category and link to your website and contact information
- Reviews
- Photos
- Short Videos
- Posts
- Announcements
- For Restaurants - Menus
- Services or Products
- Insights



Google Business Profile is a MUST for all business owners.

GBP-specific training is available on AskDotty since it is such an important topic.



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Reviews

Search engines look at reviews NOT on your website as a vote of confidence for your product or service.

The **volume** of reviews (how many you have) reflects the popularity of your business. The most popular in any given area will rank highest - if everything else is equal.

Search engines also look at **what people say**. A review with just one sentence will hold a different weight than a review with a few paragraphs. Images added also improve the weight of the review.

The diversity of your reviews is also important. Get them on several platforms - Google, Facebook, online directories like YP, industry-specific sites like HomeAdvisor, and Yelp, video reviews posted on YouTube, etc.

Star rating - this is not a big deal for search rankings. Volume and what people say are more important. However, consumers make decisions based on star ratings. Remember that if your business has only 5-star ratings, it might look suspicious to consumers. People know that it is impossible to make everyone overly happy. Some people tell me they won't use a company with no bad ratings. They want to see what people write for a bad rating, and they want to see the business's response.

How to get reviews

Ask every customer once the service is completed or after using the product. Do not ask all at once. Getting a sudden influx of reviews is a bad thing. Adding reviews over time is the best. Send a personal email to each customer. Do not send bulk requests to all your customers.



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Gaining Backlinks

Building backlinks is one of the critical factors in off-page SEO. Search engines use backlinks as a vote of confidence for your content quality. A site with many high-value backlinks will usually rank higher than an otherwise similar site with fewer backlinks.

How to get Backlinks

Natural links occur when another site links to your content because they want to - they love your content. Blog sites usually get these over time.

Manually created links are things you do specifically to add links. Here are a few ideas for creating links:

- Guest posting on other websites -share your expertise
- Posting on Social Media and linking to your website, then getting people to share your post.
- Association and Membership directories - Make sure your profile page on these directories links to your website.
- Licensing | Certification organizations - If you are licensed for your business, link these profiles to your website.
- Make sure all your Social profiles link to your website.
- Industry-relevant links - ask your existing contacts at vendor companies to link to your website.
- Vendor Testimonials - write a review for your vendors that they put on their website and link to yours.
- Interviews - Look for Podcasts or other interview formats and link to your website.
- Look for future training on Backlinks.



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Social Media

By itself, social media is not a ranking factor. It does allow you to interact with customers and potential customers. It also lets your customers see you as a whole person. People like to do business with real people that have similar interests. HOWEVER - Recent Twitter posts get search rankings for companies using Twitter.

Your posts on social media should show things that will relate to your customers - only some things about your business or products. Make it about THEM.

Create posts that your followers will share. That way you get exposure to people you do not yet know.

Social media is about meeting new potential clients interested in your products or services. It is also about getting referrals from your "fans or friends" when someone they know needs your service or product.

Social Media Profiles

This might be the first impression a new customer has of your business. Be sure to use a high-quality logo and make your Cover image is quality and engaging. Add all your business information and link to your website. Be sure to have a current image of yourself or your business staff. Show the people that customers will see in your business.

Do not use any poor-quality images. Do not have profanity or any other unprofessional content on your business page. I have even unfollowed some people for their use of profanity.

Look for social media-specific courses on AskDotty.