



*Tap into the Power of 220 Marketing*

## 5 WAYS TO IMPROVE YOUR SEARCH RANK TODAY

Take control of your online presence and start winning more business.

**STAY IN FRONT OF POTENTIAL CLIENTS.  
CLOSE MORE DEALS!**



*Professionals who take control of their online presence are more likely to be found in search results.*

## Overview

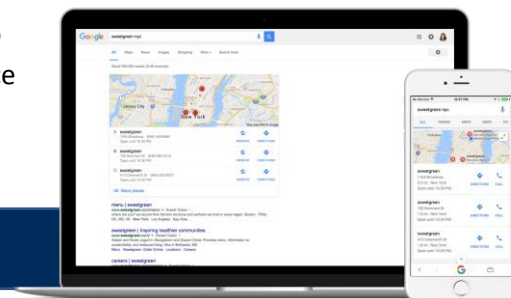
Let's face it, online search engines and search marketing have changed. When it comes to finding a quality good or service consumers have turned to a variety of platforms to identify what's right for them. Google is still the world's number one search engine, but it's not the only player in the game. Social platforms and other search engines are in major use as well. Sites like Facebook, Yelp, Apple Maps, Bing and Yahoo are also incredibly important. Not to mention the hundreds of data aggregators out there that collect, archive, and disseminate information about businesses like yours. The truth is that you need to apply a laser-focused approach to ensuring your business is well represented when it comes to search.

A great way to begin improving your search status is by focusing on local search platforms. These are the platforms that consumers use when they are looking for the best goods and services in their local area. When it comes to web traffic, local search platforms typically receive two (2) to fives (5) times more views than a company's website. That's HUGE! It's time that businesses start focusing more attention on their online presence beyond just their website. We've developed five (5) battle-tested techniques for improving your search ranking by better understanding local search and adjusting your online presence to give you better representation. Let's get started!

## The 5 Ways

### 1. Review

Before you can improve your search ranking you need to have a complete understanding of how your personal brand and business are represented online. This can sometimes come as a rude awakening because there are hundreds of websites that contain information about your business. That's right, HUNDREDS! Even if you have not registered with a certain website there are still aggregators out there that possess information about your business and use that information to present potential clients with an option when they seek the type of service you provide. Your goal should be to ensure that whatever information is being presented is accurate.



### WHAT IS YOUR CURRENT DIGITAL FOOTPRINT?

The truth is that most businesses have a multitude of broken or inaccurate listings online. This may not necessarily be your fault, but it is true. The primary reason is that business data is constantly changing. Whether it be a change of address, social media posts, updated product listings, holiday hours, or new leadership, all of these factors can cause your business to have poor listings online and negatively affect your search rank.

However, there is hope! You can combat inaccurate data by being proactive with your understanding of what your online presence currently is.

Start this process by performing a deep-dive review of the current state of your online presence. Start by searching for yourself and your business on the internet's most popular search engines. Google, YouTube, Facebook, Bing, Yelp, LinkedIn and Yahoo are a great place to start. Beyond those sites, you should also view the search results of secondary sites like FourSquare, Twitter, and Apple Maps. Document your findings and explicitly note any inaccuracies you find. This will prepare you to begin your journey to improving.

## 2. Update

This next step might sound obvious, but most people won't ever reach it because they haven't taken the time to begin the process with step 1. After completing a thorough review of your online presence, you should have a relatively strong understanding of how your personal brand and business are represented on the web's major search destinations. Now it's time to play clean up. Having noted all of the inaccuracies that you found during your review, you can return to those sites and start to fix what's broken. Think of it as taking out the garbage, but in this case the garbage is a bunch of misinformation about your business.

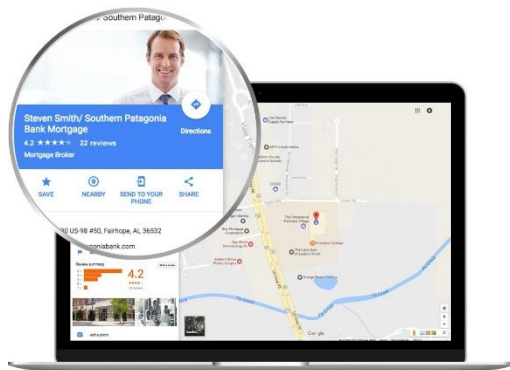
# KEEP YOUR INFORMATION ALWAYS UPDATED

Be meticulous during this step. Start with the major sites mentioned in the previous step, move on to the secondary sites, and if you have the time, start working through any inaccuracies found on tertiary sites. Tertiary sites are the ones that show up on the second and third pages results when you search for your business on

major search engines (i.e Google, Bing, or Yahoo). The more sites you're able to update, the more likely you are to strengthen your online representation. This is due in large part to the fact that a lot of the major websites draw their data from secondary and tertiary sites, and use the most prevalent information to present their own results. It goes deep!

To get the most out of your updates, create a list of the most important information and attack those areas first. Business Name, Phone Number, Website, Email, Address, Business Hours, and Description are the best fields to start with. Be thorough, and make sure that these

fields are uniform and up-to-date across the board. By completing this step you'll be benefiting your business' search rank in two ways. First, you'll be cleaning up your presence and presenting accurate data to potential customers. Second, you'll be posting fresh content about your business to the web, which search engines love! It's a win-win!



## 3. Build

You're now well on your way to boosting your search rank, being found by more potential clients, and ultimately closing more deals. In fact, just by reaching this point in the process you're already ahead of a clear majority of service professionals. The truth is that a lot of individuals believe that publishing a website, Facebook page,

LinkedIn profile or a combination of these types of online marketing will be enough. However, it's just not. After reviewing and updating your online listings, it's time to begin creating a powerful foundation by building them out with as much relevant information as possible.

The build step of this process is where you can really begin to gain ground on your competitors and differentiate yourself in the market. To begin you'll want to go beyond the update step by injecting information into your online profiles and business listings that is region-specific, seasonal, promotional, and unique to the way YOU do business. Information like pricing, sales, holiday hours, personal accomplishments, local & community events and especially client reviews/testimonials will make a HUGE difference in how your business is perceived. It will also boost your credibility in local searches because you've now become a reliable source for information about what's happening in the areas where your clients are looking for what you provide.

## BE EVERYWHERE YOUR CUSTOMERS ARE

Building out your online business listings is incredibly important to improved search engagement. Similar to the Update step, it's going to give you fresh content for search engines. That fresh content will encourage the search engines to point more and more people in your direction because they 'll view you as a relevant destination. If you've followed the steps up to this point you'll be in a great place to really dial in the approach and start viewing some tangible results.

### 4. Monitor

Now that you've made it this far it time to start viewing the changes that Review, Update, and Build have made to your online presence. While you may not be jumping up in search rank rapidly, what you have done WILL improve your results. It's time to set up a schedule for monitoring your listings and ensuring they maintain the accurate information that you spent all that time updating. Remember in the Review step when we discussed all of the different factors that can consistently affect your business listings? By monitoring these listings on a regular basis you'll be constantly informed of when you need to take action.

Start by setting a schedule of priority for what websites you need to address right away. You can use the major, secondary, and tertiary rankings we detailed earlier in this document or, an even better method would be to view your website and social media analytics and determine where most of your traffic comes from. Prioritize the sites that most people are using to find professionals like yourself. Often you will be starting with Google, but there are also tons of online directories which are industry specific, and market

themselves as THE place to find professionals that do what you do. Your monitor schedule should maintain a frequency of at least once a week.



## DISPLAY THE BEST VERSION OF YOURSELF

If you're following the schedule you've set for yourself, you should be way ahead of any inaccuracies or misrepresentation that you find. You'll also be getting a consistent snapshot of how you're being represented on the web. Repeat steps two (2) and three (3) if the situation calls for it, and hold yourself accountable for being

proactive. With the useful habit of monitoring in place, you're ready to complete the process by locking in your most effective listing information.

## 5. Protect

While everything leading up to this last step has been crucial to improving your search rank, protection is the best way to make sure that all your previous work does not go to waste. It's the most important step in the process, and has the most long-term effect on consistently raising your rank. This step involves taking control of your online presence away from external factors and securing it with only the information you deem appropriate and beneficial to helping you build your business. The added effect of this security is that your business will maintain a uniform representation when people search for the service you provide online. A uniform representation means stronger search results, which directly translates to an improved rank.

*Factors that adversely affect your rank through inaccurate data:*

- Business Moved
- Social Posts
- Changed Owners
- Old Data
- Data Aggregators
- State Tax Forms



## PROTECT YOUR DIGITAL TERRITORY

The most efficient way to protect your business listings and keep your search rank rising to the top is to leverage an application or tool that allows you to consolidate your efforts. The tool should allow you to complete multiple steps (Review, Update, Build, and Monitor) in one simple interface. It should also be backed by human support that provides consultative advice on how to keep you on track. There are many options available, but only one that provides the combination of benefits that save service professionals the time and money to warrant the investment. Here at 220 At 220 Marketing we provide a service known as 220 Local that enables you to REVIEW, UPDATE, BUILD, MONITOR, and PROTECT your online reputation all from one simple location. Contact us now, and let's improve your search ranking today!

**CALL NOW TO GET STARTED**

**619.758.9696**

**FREE CONSULTATION**