



..... Marketing Cheatsheet

10 SIMPLE SEO TIPS
TO HELP YOUR

GOOGLE RANKING



Your Digital Partner

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Google is growing larger and larger as a major source of local searches. More than a third of the millions of searches made daily by Google users are for businesses in the areas around them. As a business owner, where do you stand when it comes to your local business search term ranking?



These top ten factors will help you form a Google local pack listing to improve your SEO rankings.

1 Claim your business on Google local listings.

International and local companies from diverse industries have sought our innovative approach and expertise to design over the past decade.

2 Be sure you have a local address.

We offer a 100% money back guarantee should you be unsatisfied with our design work, but we know you won't be. Our confidence may seem arrogant, but we're proud of the exceptional service we provide. We'll keep striving until we create the design that best reflects you and your business.

3 Ensure you have the correct category tags.

You will be able to add tags to your business profile to help customers find you. Your tags should be simple, like "bakery" rather than "fancy pastries." Use other search terms to your advantage. For a high-end French bakery, effective tags would be "cookies," "cakes," and "French." Predict the search terms that customers might use to find your business locally.

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4 Use your product or business category in the title of your business claim.

For example, rather than “Coco’s,” use the title “Coco’s French Cupcake Bakery.” This should help direct customers to your search result. It helps to be close to the city centre. Sure, you can’t do much about this, but it is one of many factors that affects search results.

5 Use relevant keywords in your Google Place Pages description

Fill out the description page to help customers find what they need to know about your business or products and services.

6 Add photos to your Google Place Page

Take photos of your products, your interior, and your exterior. Add a video if you can. This will turn views into paying customers. Consider this part to be mandatory! It is one of the more effective steps you can take to using Google to your business advantage.

7 Ask for customer reviews.

Good reviews will help build trust between you and your customers, even if they are making business with you for the first time.

8 Add a local phone number.

If you have business spots in more than one location, be sure to make certain that each has an accurate phone number. Also be sure that the main number listed on your website is the same as the Google map listing number.

9 Create or review your website.

Create a business website with a domain if you have not already done so. The information on your business website should have the same details as your Google maps listing. The address and phone number should be clearly listed on the home page, and photos and links

Do you need a hand with your Google ranking?

Feel free to drop us a line to discuss how we can help your business be seen by the right people.

Get a [free quote](#) today.



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