

# Advanced Strategies: How To Get Found Online

DIY Marketing Center, Teleclass July 10, 2012

Slides

## The 6 "Must Knows"

### 1. Website



### 2. Social Media



### 3. Get Listed



### 4. Get Found



### 5. Convert Traffic



### 6. Analyze Everything



## **Is Getting Listed Important To My Local Business?**

Why?

Citations:

- Are still key component of the ranking algorithms
- Citations may help get you listed more than one time

What are local citations?

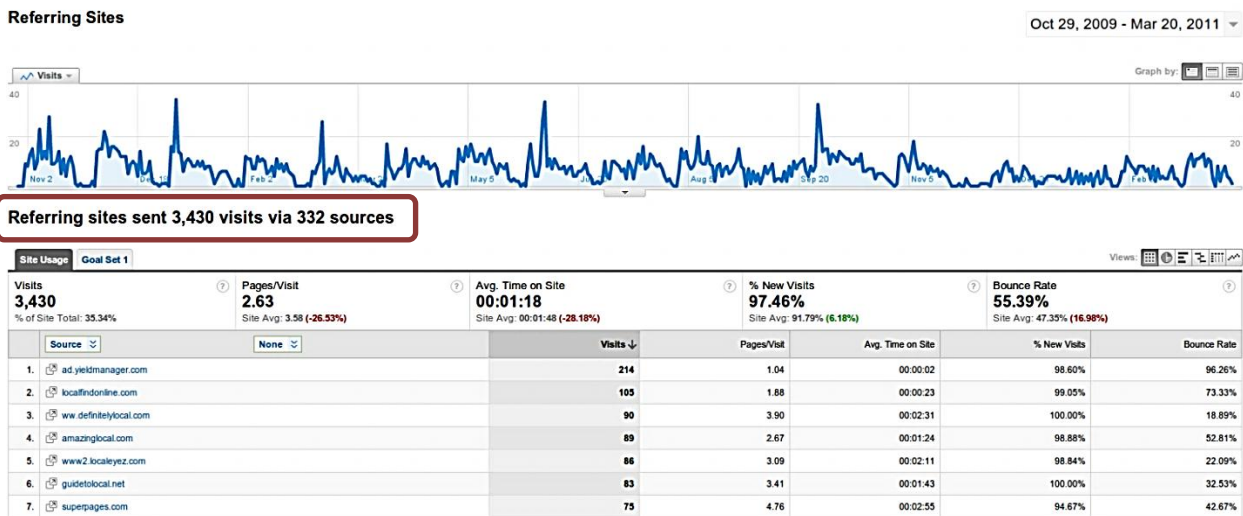
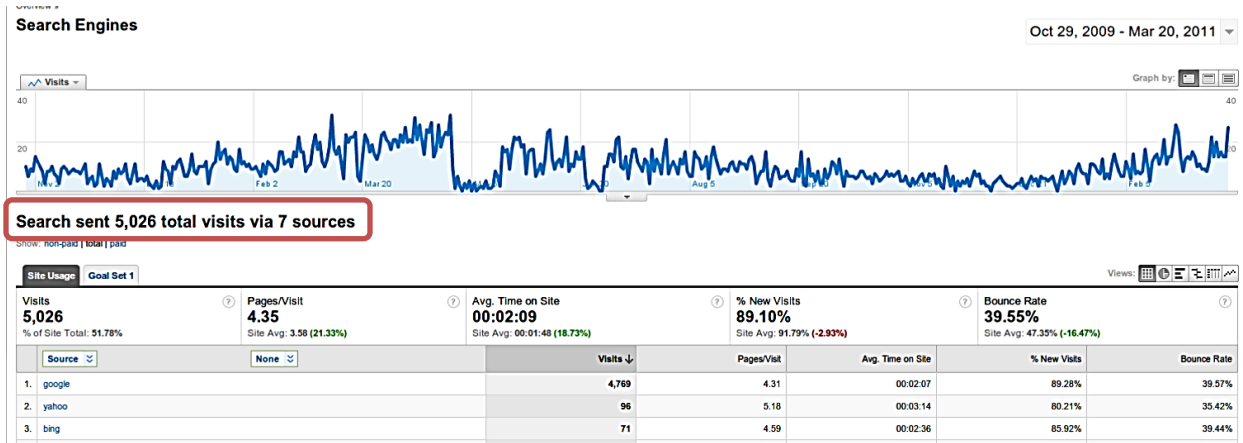
For today's presentation - it is a listing of your business information on another site and this information has to match the information on your site, thereby, validating the information to the search engines.

What information?

NAP-U

# Case Study – For Getting Listed Everywhere

Texas Gazebo Manufacturer  
www.GoldenRuleGazebo.com



## Case Study – For Getting Listed Everywhere

A case study on YouTube by Katalistik.com

Of a local child care provider that benefited from being listed everywhere.

<http://www.youtube.com/watch?v=mmkQGOy-jOE>

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### Case Study: Major Hotel Chain

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**Project Start Date:** 03 / 25 / 2011

**Project End Date:** One year from project start date – 03 / 25 / 2012

**Scope:** 300 Hotel Locations

**Goals:** To increase the amount of visibility and accuracy of the 300 locations across the local search space online.

#### Project Results:




##### Visibility Results


Component	First Report	Final Report	% Change
Total Citation Sources	50,535	109,897	217.47%
Total Unique Domains	13,066	24,907	190.62%
Avg. Citations / Location	168	396	235.71%
Avg. Unique Domains / Location	116	212	182.76%

**Get Listed Everywhere – Get Found Everywhere**

# Step 1. Get Listed .org – Website

[www.GetListed.org](http://www.GetListed.org)

Version Change Login   

	<b>Home</b> Step #1—Check Your Business	<b>Next Steps</b> More Places to List Your Business	<b>Learning Center</b> Local Search Engine Optimization Resources	<b>Local University</b> Our Educational Series for Business Owners	<b>Our Blog</b> Local Search News + Updates	<b>Professional Help</b> Local SEO Companies We Recommend
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## See how your business is listed on Google, Bing, and other major local search engines.

Enter Your Business Name:

Enter Your Zip Code:

[Check My Listings](#)

[Advanced Check](#)

connect with 

[Join Us on Facebook](#) >

[Get Our Email Newsletter](#)  
Get local search updates, ranking tips, announcements & more. >

[Meet Us in Person at Local U](#)  
Our educational series is coming soon to Spokane, Syracuse, Seattle, Salt Lake, and Austin! >

# Step 1. Get Listed .org – Search Results (1 of 2)

Version Change

**getlisted.org**

**Home**  
Step #1—Check Your Business

**Next Steps**  
More Places to List Your Business

**Learning Center**  
Local Search Engine Optimization Resources

**Local University**  
Our Educational Series for Business Owners

Home > Dashboard > Listing Snapshot

Dashboard

**Snapshot**

Accuracy

Details

Reviews

To Do

Help

Check Another Listing

Save This Listing to Dashboard

### Golden Tent Mongolian BBQ

4902 Northeast 94th Avenue  
Vancouver, WA 98662  
 (360)944-8285  
WEB SITE NOT FOUND

**Listing Score:**  
This listing is 76% complete. **76%**  
[What does this score mean?](#)

[Not the business information you expected to see?](#)

**Google**  
You have not claimed this listing on Google.  
[Claim your listing »](#)  
[View additional details](#)

**bing**  
You have not claimed this listing on Bing.  
[Claim your listing »](#)  
[View additional details](#)

**expressupdate**  
*from Infogroup*  
Listing found on Infogroup, claim if you haven't already.  
[Claim your listing »](#)  
[View additional details](#)

**localeze**  
You have not claimed this listing on Localeze.  
[Claim your listing »](#)  
[View additional details](#)

**yelp**  
You have not claimed this listing on Yelp.  
[Claim your listing »](#)  
[View additional details](#)

**foursquare**  
You have not claimed this listing on Foursquare.  
[Claim your listing »](#)  
[View additional details](#)

**YAHOO!**  
You have not claimed this listing on Yahoo.  
[Claim your listing »](#)  
[View additional details](#)

**superpages.com**  
You have not claimed this listing on SuperPages.com.  
[Claim your listing »](#)  
[View additional details](#)

**yp.com**  
You have not claimed this listing on YellowPages.com.  
[Claim your listing »](#)  
[View additional details](#)

**Citysearch**  
You have claimed this listing on CitySearch.  
[View additional details](#)

**hotfrog**  
Business listing not found on HotFrog.  
[Add your listing »](#)

**Best of Web**  
You have not claimed this listing on Best Of The Web.  
[Claim your listing »](#)  
[View additional details](#)

# Step 1. Get Listed .org – Search Results (2 of 2)

Dashboard

Snapshot

**Accuracy**

Details

Reviews

To Do

Help

Check Another Listing

Save This Listing to Dashboard

## Local Business Data Accuracy Report

Search Engine	Listed As	Notes	Next Steps?
<small>CLAIM LISTING &gt;</small>	<b>Golden Tent Mongolian BBQ</b> 4902 Northeast 94th Avenue Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Unclaimed	<a href="#">Claim Listing</a>
<small>LISTING DETAILS &gt;</small>	<b>Golden Tent Mongolian BBQ</b> 4902 NE 94th Ave Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Claimed	<a href="#">Fix Errors</a>
<small>From ListingGroup! CLAIM IF YOU HAVEN'T &gt;</small>	<b>GOLDEN TENT MONGOLIAN BBQ</b> 4902 NE 94TH AVE VANCOUVER, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Claim if you haven't	<a href="#">Unclaimed?</a>
<small>CLAIM LISTING &gt;</small>	<b>Golden Tent</b> 4902 NE 94th Ave Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Unclaimed Name Doesn't Match	<a href="#">Claim Listing</a>
<small>CLAIM LISTING &gt;</small>	<b>Golden Tent</b> 4902 NE 94th Ave Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Unclaimed Name Doesn't Match	<a href="#">Claim Listing</a>
<small>CLAIM LISTING &gt;</small>	<b>The Golden Tent</b> 4902 NE 94th Ave Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Unclaimed Name Doesn't Match	<a href="#">Claim Listing</a>
<small>CLAIM LISTING &gt;</small>	<b>Golden Tent Mongolian BBQ</b> 4902 Ne 94th Ave Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Unclaimed	<a href="#">Claim Listing</a>
<small>CLAIM LISTING &gt;</small>	<b>Golden Tent Mongolian Grill</b> 4902 NE 94th Ave Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Unclaimed Name Doesn't Match	<a href="#">Claim Listing</a>
<small>CLAIM LISTING &gt;</small>	<b>Golden Tent Mongolian Bbq</b> 4902 NE 94th Ave Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Unclaimed	<a href="#">Claim Listing</a>
<small>LISTING DETAILS &gt;</small>	<b>Golden Tent Mongolian Bbq</b> 4902 NE 94th Ave Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Claimed	<a href="#">Fix Errors</a>
<small>ADD LISTING &gt;</small>	NOT FOUND	Listing Not Found	<a href="#">Create Listing</a>
<small>CLAIM LISTING &gt;</small>	<b>Golden Tent</b> 4902 NE 94th Ave Vancouver, 98662 <a href="tel:(360)944-8285">(360)944-8285</a>	Listing Unclaimed Name Doesn't Match	<a href="#">Claim Listing</a>

**Listing Accuracy Score:**

# 76%

This listing is 76% complete. [What does this score mean?](#)

**Please verify and correct your information if necessary:**

**Golden Tent Mongolian BBQ**

BUSINESS NAME

4902 NE 94th Ave

ADDRESS

Vancouver WA 98662

CITY STATE ZIP CODE

(360)944-8285

PHONE NUMBER(S) (SEPARATE BY COMMA)

WEBSITE URL

[Re-Scan Using This Info](#)

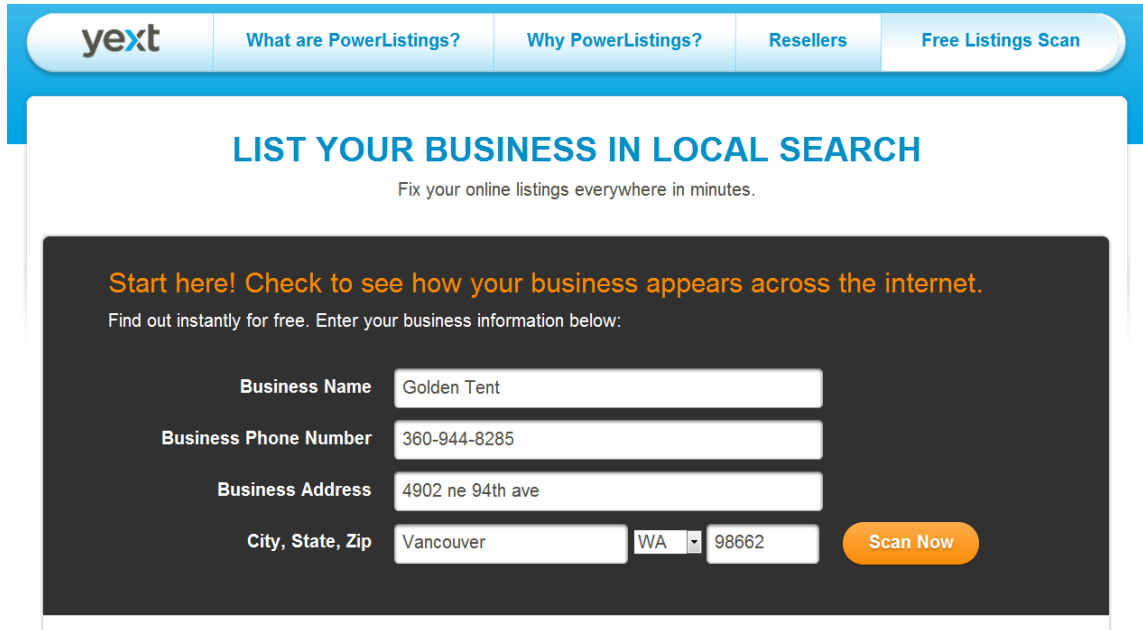
**About This Report**  
This report shows how closely your business data matches up across the major local search engines, based on our "best guess" of your actual business information. **Please verify your business information above, and if necessary, re-scan using the correct information.**

Ensuring that your business name, address, phone number, and website URL are *accurate* and that they match up *everywhere on the web* are two of the most important factors for ranking well in local search results. [Learn more](#)

We recommend claiming and updating your listings to be accurate and complete on all of the search engines listed at the right.

## Step 2. Yext .com – Website

[www.Yext.com](http://www.Yext.com)



The screenshot shows the Yext website's interface for listing a business. At the top, there is a navigation bar with the Yext logo and links for 'What are PowerListings?', 'Why PowerListings?', 'Resellers', and 'Free Listings Scan'. The main heading is 'LIST YOUR BUSINESS IN LOCAL SEARCH' with the subtext 'Fix your online listings everywhere in minutes.' Below this is a dark grey form area with the text 'Start here! Check to see how your business appears across the internet.' and 'Find out instantly for free. Enter your business information below:'. The form contains several input fields: 'Business Name' (Golden Tent), 'Business Phone Number' (360-944-8285), 'Business Address' (4902 ne 94th ave), and 'City, State, Zip' (Vancouver, WA, 98662). An orange 'Scan Now' button is located to the right of the form.

**yext**   What are PowerListings?   Why PowerListings?   Resellers   Free Listings Scan

### LIST YOUR BUSINESS IN LOCAL SEARCH

Fix your online listings everywhere in minutes.

**Start here! Check to see how your business appears across the internet.**  
Find out instantly for free. Enter your business information below:

**Business Name**   Golden Tent

**Business Phone Number**   360-944-8285

**Business Address**   4902 ne 94th ave

**City, State, Zip**   Vancouver   WA   98662   **Scan Now**



## Step 2. Yext .com – Search Results (1 of 2)

# yext

## Listings Report



















Here's your local search scorecard for:  
Golden Tent, 4902 ne 94th ave, Vancouver, WA

Scan
Build
Fix
Checkout

Fix It All

	Business Name	Address	Phone	Special Offer	Status
	<b>Golden Tent Mongolian BBQ</b> <small>view listing</small>	4902 Ne 94th Ave	3609448285	Not standing out	<span style="background-color: #ff9933; color: white; padding: 2px 5px;">!</span> Alert
	Golden Tent <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	<b>Golden Tent Mongolian Bbq</b> <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #ff9933; color: white; padding: 2px 5px;">!</span> Alert
	Golden Tent <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	<b>Golden Tent Mongolian Grill</b> <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #ff9933; color: white; padding: 2px 5px;">!</span> Alert
	<b>Golden Tent Mongolian Bbq</b> <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #ff9933; color: white; padding: 2px 5px;">!</span> Alert
	Golden Tent <small>view listing</small>	4902 Ne 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	Golden Tent <small>view listing</small>	4902 Ne 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	The Golden Tent <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	<b>NOT FOUND</b>			Not standing out	<span style="background-color: #f44336; color: white; padding: 2px 5px;">✗</span> Not found
	Golden Tent <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	Golden Tent <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	Golden Tent <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	Golden Tent <small>view listing</small>	4902 Northeast 94th Avenue	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	<b>Golden Tent Mongolian Bbq</b> <small>view listing</small>	4902 Ne 94th Ave	3609448285	Not standing out	<span style="background-color: #ff9933; color: white; padding: 2px 5px;">!</span> Alert
	Golden Tent <small>view listing</small>	4902 Ne 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed
	Golden Tent <small>view listing</small>	4902 NE 94th Ave	3609448285	Not standing out	<span style="background-color: #4caf50; color: white; padding: 2px 5px;">✓</span> Listed

## Step 2. Yext .com – Search Results (2 of 2)

 <b>CitySquares</b> <a href="#">view listing</a>	Golden Tent	4902 NE 94th Ave	3609448285	Not standing out	<input checked="" type="checkbox"/> Listed
 <b>LocalPages</b> <a href="#">view listing</a>	Golden Tent	4902 NE 94th Ave	3609448285	Not standing out	<input checked="" type="checkbox"/> Listed
 <b>MojoPages</b> <a href="#">view listing</a>	Golden Tent	4902 NE 94th Ave	3609448285	Not standing out	<input checked="" type="checkbox"/> Listed
 <b>Yellowise</b> <a href="#">view listing</a>	<b>Golden Tent Mongolian B B Q</b>	4902 Ne 94Th Ave	3609448285	Not standing out	<input type="checkbox"/> Alert
 <b>YellowMoxie</b> <a href="#">view listing</a>	Golden Tent	4902 NE 94th Ave	3609448285	Not standing out	<input checked="" type="checkbox"/> Listed
 <b>Tupalo</b> <a href="#">view listing</a>	<b>Golden Tent Mongolian Bbq</b>	4902 NE 94th Ave	3609448285	Not standing out	<input type="checkbox"/> Alert
 <b>Avantar</b>	<b>Golden Tent Mongolian Bbq</b>	4902 NE 94th Ave	3609448285	Not standing out	<input type="checkbox"/> Alert
 <b>BestOfTheWeb</b> <a href="#">view listing</a>	Golden Tent	4902 NE 94th Ave	3609448285	Not standing out	<input checked="" type="checkbox"/> Listed
 <b>Co-Pilot</b>	<b>Golden Tent Mongolian BBQ</b>	4902 NE 94th Ave	3609448285	Not standing out	<input type="checkbox"/> Alert
 <b>Cricket</b> <a href="#">view listing</a>	<b>Golden Tent Mongolian BBQ</b>	4902 NE 94th Ave	3609448285	Not standing out	<input type="checkbox"/> Alert
 <b>YellowBot</b> <a href="#">view listing</a>	<b>Golden Tent Mongolian Bbq</b>	4902 NE 94th Ave	3609448285	Not standing out	<input type="checkbox"/> Alert
 <b>HopStop</b>	<b>NOT FOUND</b>			Not standing out	<input checked="" type="checkbox"/> Not found
 <b>MetroPCS</b> <a href="#">view listing</a>	<b>Golden Tent Mongolian BBQ</b>	4902 NE 94th Ave	3609448285	Not standing out	<input type="checkbox"/> Alert
 <b>Navmii</b>	<b>NOT FOUND</b>			Not standing out	<input checked="" type="checkbox"/> Not found
 <b>Where To?</b> <a href="#">view listing</a>	<b>Golden Tent Mongolian BBQ</b>	4902 Northeast 94th Avenue	3609448285	Not standing out	<input type="checkbox"/> Alert
 <b>CliqSearch</b> <a href="#">view listing</a>	Golden Tent	4902 NE 94th Ave		Not standing out	<input type="checkbox"/> Alert
 <b>ChamberofCommerce.com</b> <a href="#">view listing</a>	Golden Tent	4902 NE 94th Ave		Not standing out	<input type="checkbox"/> Alert
 <b>USCity.net</b>	<b>NOT FOUND</b>			Not standing out	<input checked="" type="checkbox"/> Not found

Fix your local search listings everywhere in minutes [Fix It All](#)

## Step 3. Competitor Listings

mongolian grill vancouver, wa



About 18,200 results (0.16 seconds)

### Mongolian Grills

Local.com

Looking For Mongolian Grills? Find It Nearby With Local.com!

### Washington Steakhouses

SteakHouses.BarbecuesAndGrills.com

Eat like a man. Check out your local Grillhouses.

### Mongolian Grill

MonsterMarketplace.com

Love Grilling? Shop Grills & Accessories Online.

### Mongolian Grill

Grills.Shopzilla.com

175+ Outdoor Cooking Stores. Deals on Mongolian Grill!

### Places for mongolian grill near Vancouver, WA

#### Mongolian Grill

plus.google.com

Score: **11** / 30 - 19 Google reviews

#### Golden Tent Mongolian BBQ

plus.google.com

Score: **25** / 30 - 25 Google reviews

#### Gobi Mongolian Grill

plus.google.com

Score: **23** / 30 - 11 Google reviews

More results near **Vancouver, WA** »

### Gobi Mongolian Grill - Vancouver, WA

www.yelp.com > Restaurants > Mongolian

★★★★★ Rating: 4 - 24 reviews - Price range: \$\$

24 Reviews of Gobi **Mongolian Grill** "I received a coupon in the mail for this place, so w decided to try it out. I was blown away by how clean it was inside (most ...

### Mongolian Grill - Vancouver, WA

www.yelp.com > Restaurants > Mongolian

★★★☆☆ Rating: 2.5 - 12 reviews - Price range: \$\$

12 Reviews of **Mongolian Grill** "I'm sad to see others don't like this place as much as I do. **Mongolian Grill** is one of my favorite things to eat as I am picky about ...

+ Show map of 316 Southeast 123rd Avenue, Vancouver, WA 98683

### Golden Tent Mongolian BBQ - 19 Restaurant Reviews - TripAdvisor

Norton

www.tripadvisor.com/Restaurant\_Review-g60820-d541487-Reviews...

★★★★★ 19 reviews

Golden Tent Mongolian BBQ, Vancouver: See 19 unbiased reviews of Golden Tent Mongolian BBQ, ... 4902 NE 94th Ave, **Vancouver, WA** 98662-6103 ... I always like a good all you can eat **mongolian grill** with fresh food and this is a must.

+ Show map of 4902 Northeast 94th Avenue, Vancouver, WA 98662

### Yummy Mongolian Grill - Vancouver

www.insiderpages.com/b/.../yummy-mongolian-grill-vancouver

★★★★★ Rating: 4 - 14 reviews

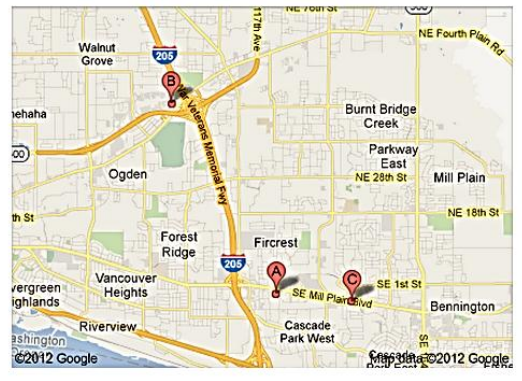
Yummy **Mongolian Grill**. ★★★★★ 14 Reviews Write a Review. ☎ 360-256-2468. 316 SE 123rd Ave # C3 **Vancouver, WA** 98683 ...

### Mongolian Grill - Vancouver, WA, 98683 - Citysearch

portland.citysearch.com > Vancouver > Restaurants

**Mongolian Grill** in **Vancouver, WA**. Come to Citysearch® to get information, directions and reviews on **Mongolian Grill** and other Restaurants in **Vancouver, WA**.

### Map for mongolian grill vancouver, wa



### Gobi Mongolian Grill | Vancouver, WA

360marketplaces.columbian.com/marketplace/.../gobi-mongolian-Gobi **Mongolian Grill** ☎ 360-953-8264. 14387 SE Mill Plain Blvd, **Vancouver**, WA 98684 Open today until 10 p.m.. Is this your business? Report a problem · P + Show map of 14387 SE Mill Plain Blvd, Vancouver, WA 98684

### Golden Tent Mongolian Grill Vancouver, WA - 360drinks

www.360drinks.com/.../wa/vancouver/.../golden-tent-mongolian-Sep 2, 2011 - A cozy **Mongolian Grill** with a lounge and friendly bar tender go there make sure to ask for Uncle Dan, he makes the best drinks.

### Mongolian Grill - 316 SE 123rd Ave # C3 Vancouver WA

invancouverwa.com > Restaurants / Food / Drink > Restaurants **Mongolian Grill** located at 316 SE 123rd Ave # C3 **Vancouver WA** is listed Restaurants category - IN **Vancouver WA**.

### Gobi Mongolian Grill - Barbecue Restaurant - Vancouver


www.facebook.com/pages/Gobi-Mongolian-Grill/1590312207921 Very disappointed in your staffs behavior last night, my mom walked in to as is free for her birthday and came back out to the car and as my dad and ...

### Yummy Mongolian Grill, Vancouver WA 98660


www.merchantcircle.com/.../Yummy-Mongolian-Grill.360-256-246 Jan 11, 2012 - Yummy **Mongolian Grill**, 316 SE 123rd Ave & Mill Pln, **Vancouver** Tel: 360-256-2468. Get Maps, Driving Directions, Phone #, Reviews, ...


## Step 4. Competitor Reviews

### Places for mongolian grill near Vancouver, WA

**Mongolian Grill**  plus.google.com

Score: 11 / 30 - 19 Google reviews

**A** 316 Southeast 123rd Avenue  
Vancouver  
 (360) 256-2468

**Golden Tent Mongolian BBQ** 

plus.google.com  
Score: 25 / 30 - 25 Google reviews

**B** 4902 Northeast 94th Avenue  
Vancouver  
 (360) 944-8285

**Gobi Mongolian Grill** 

plus.google.com  
Score: 23 / 30 - 11 Google reviews

**C** 14387 SE Mill Plain Blvd  
Vancouver  
 (360) 953-8264

More results near **Vancouver, WA** »

[More](#)

Reviews from around the web: insiderpages.com (13) - citysearch.com (13) - dexknows.com (6)

[More](#)

Reviews from around the web: tripadvisor.com (14) - urbanspoon.com (7) - insiderpages.com (4)

[More](#)

Reviews from around the web: urbanspoon.com (2)

**urbanspoon**  [Search](#)

Portland » Metro Area » Vancouver » Golden Tent Mongolian...

## Golden Tent Mongolian BBQ

 (360) 944-8285

**Vancouver**  
4902 NE 94th Ave  
Vancouver, WA 98662  
See all 7 reviews

Cuisine: Barbecue, Chinese  
Menu: \$ Under \$10 per entree  
[Add menu photo](#)

131 people have voted  
 **85%** like it  
Add your vote  
[I like it](#) [I don't](#)

[Write a review](#) [Share](#) [Send to phone](#) [Edit Restaurant](#) [Add to a Guide](#)

**You might also like...** Restaurant sponsors

**Saty's on the Columbia** 82%  
\$\$\$ Northeast - Seafood, Steakhouse, Breakfast/Brunch 3839 NE Marine Dr

**Olive Garden** 77%  
\$\$ Vancouver - Italian 16405 SE Mill Plain Blvd

**Blogger reviews** [+ Add your review](#)

Bloggers, have you reviewed this restaurant? Add your review to this page.

**Diner reviews** [+ Write a review](#)

Sort by: [Relevance](#) | [Date](#) | [Positive](#) | [Negative](#)

**The Only Mongolian I Trust** October 8, 2010  
by Kalon Wiggins (24 reviews) [Likes 8](#)

This is the only Mongolian restaurant in town that I feel safe eating at. Their food is so obviously more fresh than anywhere else. It's really not fair enough judging them in the same category as others...

Everything on the buffet line is constantly taken care of by staff. Fresh food is bought out, the buffet is kept clean with every item well separated at all times. The selection in meats and toppings is excellent. The sauce selection is awesome. They offer spring roles, salad and donut holes at dinner to compliment.

The staff offers white rice or rice wraps to every guest, and after your meal you get a dish of complimentary ice cream with caramel or chocolate topping.

There is a bar section but the guys keep it there.

## Step 5. Create Google Webmaster Tool Account

The screenshot shows the Google Webmaster Tools dashboard. At the top left is the Google logo. Below it, the text "Webmaster Tools" is displayed. On the left side, there is a navigation menu with options like "Home", "All Messages", "Preferences", and "Other Resources". The main content area is titled "Welcome to Webmaster Tools" and includes a list of actions: "Check your site's health for potential issues that Google has detected.", "Understand your search traffic and learn how users are finding your site.", and "Make optimizations to help Google better understand and represent your site." Below this list, it says "To get started, just add your site now." There is a search bar with "www.example.com" and an "ADD A SITE" button. At the bottom, there is a copyright notice: "© 2012 Google Inc. - Webmaster Central - Terms of Service - Privacy Policy - Webmaster Tools Help".

(Not shown) Verify Your Ownership page

The screenshot shows the Go Daddy Support page. At the top, there is a navigation bar with the Go Daddy logo and various links like "Domains", "Hosting & Servers", "Storage", "Web Design", "Generate Income", "Email", "SSL & Security", "Auctions", and "My Account". Below the navigation bar, there is a search bar with the text "Enter your search terms here" and a "GO" button. The main content area is titled "Go Daddy Support" and includes a search bar. Below the search bar, there are tabs for "Product Support", "Forums", "Blogs", "Groups", and "Idea Share". The main content area is titled "Creating a Google Webmaster Tools Account" and includes a date submitted of "1-24-2012". Below the title, there is a note: "NOTE: This functionality is not available for free WebSite Tonight accounts." There are two links: "Creating a Google Webmaster Tools Account with a New Hosting Account" and "Setting up Google Webmaster Tools with an Existing Hosting Account". On the right side, there is a user profile for "Donald" with a "Create Profile" and "Log Out" link, and a "Known Issues" section with a "No issues to report" message and a "Learn More" link.



## Step 6. Submit URL - Fetch

< [Webmaster Tools](#)

[Help home](#)

### Fetch as Google

[Help home](#)

The Fetch as Google tool lets you see a page as Google sees it. This is particularly useful if you're troubleshooting a page's poor performance in search results. For example, if you use rich media files to display content, the page returned by the tool may not contain this content if Google can't crawl it effectively. You can choose to fetch a page as Google's regular web crawler sees it or, if you publish mobile content, as our mobile crawlers do.

**Google** Webmaster Central Blog  
Official news on crawling and indexing sites for the Google index



### Submit URLs to Google with Fetch as Googlebot

Wednesday, August 03, 2011 at 8:22 AM

Webmaster Level: All

The Fetch as Googlebot feature in Webmaster Tools now provides a way to submit new and updated URLs to Google for indexing. After you fetch a URL as Googlebot, if the fetch is successful, you'll now see the option to **submit that URL to our index**. When you submit a URL in this way Googlebot will crawl the URL **usually within a day**. We'll then consider it for inclusion in our index. Note that we don't guarantee that every URL submitted in this way will be indexed; we'll still use our regular processes—the same ones we use on URLs discovered in any other way—to evaluate whether a URL belongs in our index.

This new functionality may help you in several situations: if you've just launched a new site, or added some key new pages, you can ask Googlebot to find and crawl them immediately rather than waiting for us to discover them naturally. You can also submit URLs that are already indexed in order to refresh them, say if you've updated some key content for the event you're hosting this weekend and want to make sure we see it in time. It could also help if you've accidentally published information that you didn't mean to, and want to update our cached version after you've removed the information from your site.

#### How to submit a URL

First, use Diagnostics > Fetch As Googlebot to fetch the URL you want to submit to Google. If the URL is successfully fetched you'll see a new "Submit to index" link appear next to the fetched URL.



Once you click "Submit to index" you'll see a dialog box that allows you to choose whether you want to submit only the one URL, or that URL and all its linked pages.



When submitting individual URLs, we have a maximum limit of 50 submissions per week; when submitting URLs with all linked pages, the limit is 10 submissions per month. You can see how many submissions you have left on the Fetch as Googlebot page. Any URL submitted should point to content that would be suitable for Google Web Search, so if you're trying to submit images or videos you should use [Sitemaps](#) instead.

## Step 6. Submit URL – No Fetch

<https://www.google.com/webmaster/tools/submit-url>



### Webmaster Tools

Google adds new sites to our index, and updates existing ones, every time we crawl the web. If you have a new URL, tell us about it here. We don't add all submitted URLs to our index, and we can't make predictions or guarantees about when or if submitted URLs will appear in our index.

URL:



Search Webmaster Tools help



< [Webmaster Tools](#)

[Help home](#) [Health](#)

## Ask Google to crawl a page or site

Health

[Watch a video overview.](#)

**Ask Google to crawl a page or site**

Inclusion in Google's search results is free and easy; you don't even need to submit your site to Google. Google is a fully automated search engine that uses software known as "spiders" to crawl the web on a regular basis and find sites to add to our index. In fact, the vast majority of sites listed in our results aren't manually submitted for inclusion, but found and added automatically when our spiders crawl the web.

Crawl errors >

Blocked URLs

To ask Google to crawl a URL on a site you don't own, visit <https://www.google.com/webmasters/tools/submit-url/>. However, if you own the site, we recommend that you follow the process below.

If you've just added a URL to your site, or a page has significantly changed since the last time it was crawled, you can ask Google to crawl it. (Google doesn't guarantee that we'll index every URL we crawl, however.)

▼ **Related**

[Adding a site to Google](#)  
[About Google Search](#)

[Search Engine Optimization \(SEO\)](#)  
[Google-friendly sites](#) > [General guidelines](#)

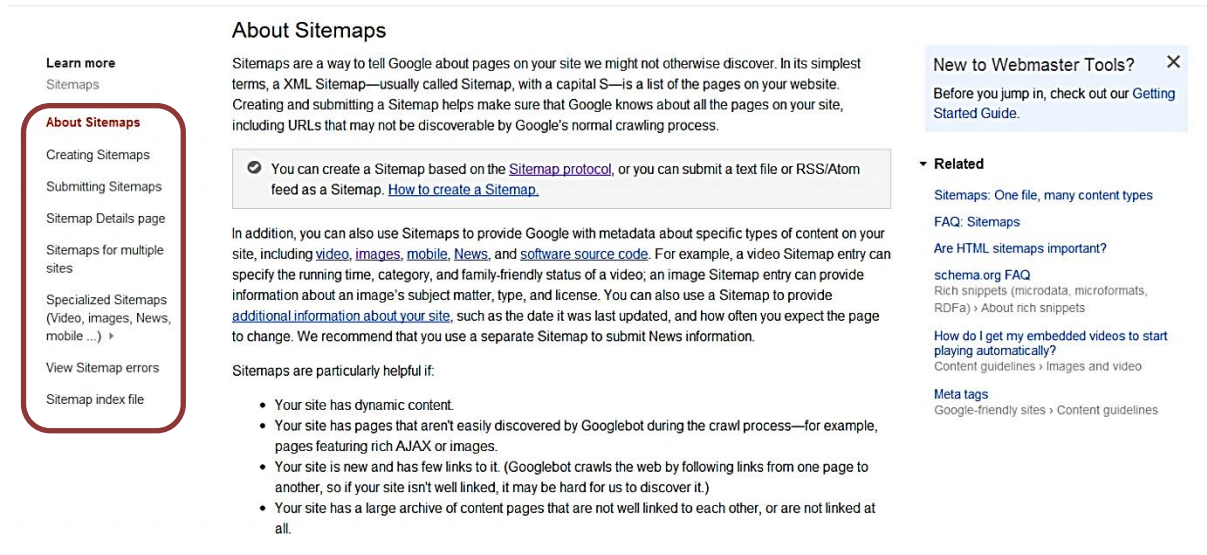
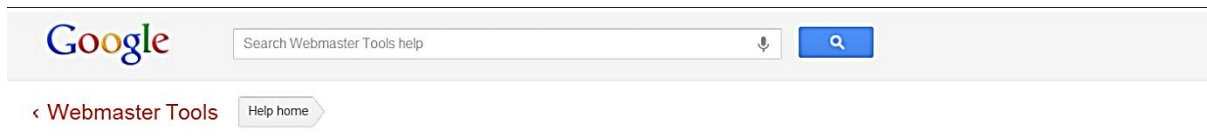
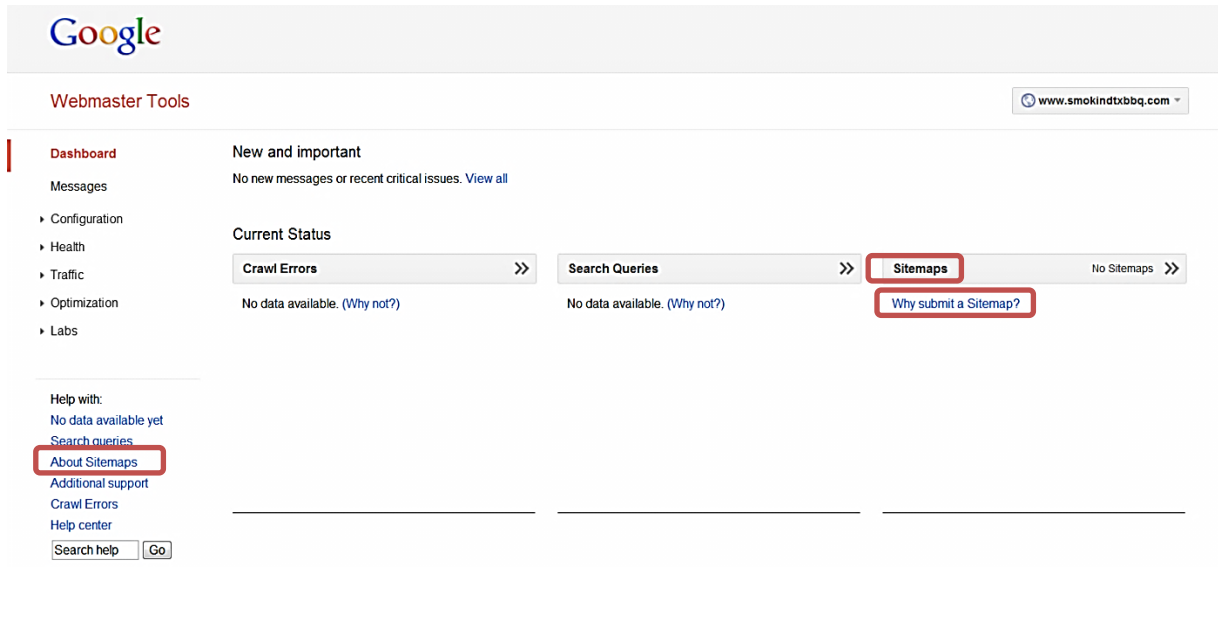
[Submitting Sitemaps](#)  
[Sitemaps](#)

[Webmaster Guidelines](#)  
[Get Started](#)

[Adding a site](#)  
[Get Started](#)

[schema.org FAQ](#)  
[Rich snippets \(microdata, microformats, RDFa\)](#) > [About rich snippets](#)

# Step 7. Add A Sitemap – What and Why





## Step 7. Add a Sitemap – Create A Sitemap

The screenshot shows the Google Webmaster Tools help page. At the top is the Google logo and a search bar for 'Webmaster Tools help'. Below is a navigation bar with '< Webmaster Tools'. The main content area is divided into three columns:

- Get started:** Webmaster Academy, Adding a site, Webmaster FAQ, Google Basics, Why verify your site?, Webmaster Guidelines, Site Health, Additional support.
- Learn more:** Popular articles (About Sitemaps, About Google Search, Using Webmaster Tools, Google-friendly sites, **Sitemaps**), Rich snippets (microdata, microformats, RDFa).
- Additional resources:** Blog, Webmaster Tools Product Forum, Search Engine Optimization, Webmaster API.
- Fix an issue:** (Empty)

The 'Learn more' sub-menu is expanded, showing: About Sitemaps, **Creating Sitemaps**, Submitting Sitemaps, Sitemap Details page, Sitemaps for multiple sites, Specialized Sitemaps (Video, images, News, mobile ...), View Sitemap errors, Sitemap index file.

The following table outlines the tags required for Sitemaps listing web URLs. To add more detailed information about specific content types, see [video](#), [images](#), [mobile](#), [News](#), and [software source code](#).

Tag	Required?	Description
<urlset>	Required	Encloses all information about the set of URLs included in the Sitemap.
<url>	Required	Encloses all information about a specific URL.
<loc>	Required	Specifies the URL. For images and video, specifies the landing page (aka play page, referrer page). Must be a unique URL.
<lastmod>	Optional	The date the URL was last modified, in YYYY-MM-DDThh:mmTZD format (time value is optional).
<changefreq>	Optional	Provides a hint about how frequently the page is likely to change. Valid values are: <ul style="list-style-type: none"> <li>• <b>always</b>. Use for pages that change every time they are accessed.</li> <li>• <b>hourly</b></li> <li>• <b>daily</b></li> <li>• <b>weekly</b></li> <li>• <b>monthly</b></li> <li>• <b>yearly</b></li> <li>• <b>never</b>. Use this value for archived URLs.</li> </ul>
<priority>	Optional	Describes the priority of a URL relative to all the other URLs on the site. This priority can range from 1.0 (extremely important) to 0.1 (not important at all). Does not affect your site's ranking in Google search results. Because this value is relative to other pages on your site, assigning a high priority (or specifying the same priority for all URLs) will not help your site's search ranking. In addition, setting all pages to the same priority will have no effect.

updated 03/14/2012

# Step 7. Add a Sitemap

The screenshot shows the Google Webmaster Tools interface for the domain www.smokindtbbq.com. The 'Sitemaps' section is active, displaying 'By me (0)' and 'All (0)' filters, and the message 'No sitemaps found for this site.' A red button labeled 'ADD/TEST SITEMAP' is located in the top right corner of the Sitemaps section. The left sidebar shows the 'Optimization' menu with 'Sitemaps' highlighted in a green box. Below the sidebar, there is a 'Help with:' section containing links for 'Sitemaps for multiple sites', 'About Sitemaps', 'Additional support', and 'Help center', along with a search bar and a 'Go' button.

This screenshot shows the same Google Webmaster Tools interface, but with the 'Add/Test Sitemap' dialog box open. The dialog box contains a text input field with the URL 'http://www.smokindtbbq.com/' entered. Below the input field are three buttons: 'Test Sitemap', 'Submit Sitemap', and 'Cancel'. The 'ADD/TEST SITEMAP' button from the previous screenshot is now a small red button in the top right corner of the dialog box. The rest of the page, including the sidebar and help section, remains the same as in the previous screenshot.

## Step 8. Add a Sitemap – Specialized

Google

< Webmaster Tools

**Get started**

- Webmaster Academy
- Adding a site
- Webmaster FAQ
- Google Basics
- Why verify your site?
- Webmaster Guidelines
- Site Health
- Additional support

**Learn more**

- Popular articles
- About Google Search
- Using Webmaster Tools
- Google-friendly sites
- Sitemaps**
- Rich snippets (microdata, microformats, RDFa)

**Additional resources**

- Blog
- Webmaster Tools Product Forum
- Search Engine Optimization
- Webmaster API

**Learn more**

- About Sitemaps
- Creating Sitemaps
- Submitting Sitemaps
- Sitemap Details page
- Sitemaps for multiple sites
- Specialized Sitemaps (Video, images, News, mobile ...)**
- View Sitemap errors
- Sitemap index file

**Fix an issue**

Google

< Webmaster Tools [Help home](#)

**Learn more**

- Sitemaps
- About Sitemaps
- Creating Sitemaps
- Submitting Sitemaps
- Sitemap Details page
- Sitemaps for multiple sites

### Specialized Sitemaps (Video, images, News, mobile ...)

- Mobile >
- News >
- Code Search >
- Image Sitemaps
- Video >

**Related**

- Using an mRSS feed as a Sitemap
- Meta tags
- Submitting a News Sitemap
- Troubleshooting Sitemaps

## Do It For You (DIFY)

# Universal Business Listing

List Once. Be Found.

List Your  
Business

Monitor Your  
Presence

Enhance Your  
Profile

→ List once and be found on 200+ web, mobile, and GPS search platforms

→ Partnership with data providers ensures distribution to 95% of digital search

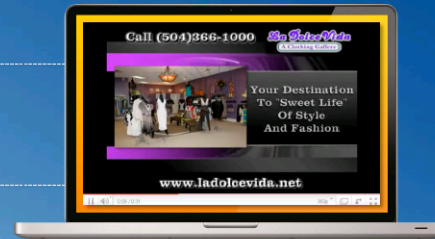
→ Showcase products, services, coupon campaigns, video links, social links, logos, photos, and more



→ We set up numerous blog sites for the business so you can have your voice heard

→ We create a 30-second video profile based on website content and send the video to the top 10 video sites

→ Effective visual advertisement contributes to visibility and prominence in search rankings



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Visibility Reports

Completion Reports

### PREMIUM

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# SAVE \$50

on the Professional Package email:

Dana at [DIYmarketingPromo@ubl.org](mailto:DIYmarketingPromo@ubl.org)

Offer expires Monday, July 16, 2012 at 9:00pm PDT