Advanced Strategies: How To Get Found Online
DIY Marketing Center, Teleclass July 10, 2012
Transcript and Notes

Page 1: The 6 "Must Knows"

The 6 "Must Knows" are:

1. Gotta have a _____.

2. I can win friends and influence people using _____.

3. _____ everywhere so I can

4. _____ by my ideal client who is searching for me. Then I can

5. _____ into a qualified lead and that lead into a prospect. Then I have to

6. _____ because I don't know what I don't know.

No stats, no clue…..to what is or is not working for me.

Page 2: Is Getting Listed Important To My Business
Citations are a key component of ranking algorithms
Citations may help me "Get Listed" more than 1 time on the same _____

This presentation is about citations that list my business information on

_____ and this information has to match the

information on my site, thereby _____ my site.

Citations are also known as a _____.

NAP-U

Citations are like a "vote of _____"

Citations are not equal.

Page 3: Case Study – For Getting Listed Everywhere
Case study is posted at growmap.com/local-search-ubl-case-study

_____ month study

Top Image:
Google sent 4,769   Yahoo sent 96   Bing sent 71

Of 5,026 visits - Google sent _____% of the visits

Bottom Image:
Referring sites send _____ visits from _____ sources.

Page 4: Case Study – For Getting Listed Everywhere

Top Image:
Go listen to YouTube video - ToDoList

Bottom Image:
UBL case study for a major hotel chain.
Go check out UBL.org - ToDoList

Page 5: Step 1. Get Listed .org – Website
We're going to focus on one thing, Getting Listed.

Go to **www.GetListed.org**
1. Enter Data
2. Click on "Check My Listings"

Page 6: Step 1. Get Listed .org – Search Results (1 of 2)
1. Ignore the Listing Score %
2. Look at the green and red check marks
3. I need to verify that each of my listings have been _____.

Things I like about using Get Listed.org:
1. There is a lot of information for me. Look along the _____.

Look at the _____ of left column. I can save this listing when
I click on the words, "Save This Listing to Dashboard"

2. Look under Google, the second line, says, _____

That link will take me to the _____ here page for each of these.

Page 7: Step 1. Get Listed .org – Search Results (2 of 2)
Additional information available when I click on Accuracy.

Page 8: Step 2. Yext .com – Website
Go to **www.Yext.com**

Page 9: Step 2. Yext .com – Search Results (1 of 2)
Yext does not do Google.   UBL.org does.

Notice the inconsistencies in NAP.

Page 10: Step 2. Yext .com – Search Results (2 of 2)
Some sites are missing phone number.

Page 11: Step 3. Competitor Listings
Do not be signed into a Google account.

Make a list of _____ I think my ideal customer will use to search for me.

Enter a long tail keyword in the Google search engine box.

1. Look at every _____on page 1 and 2 of the search results

2. Make a list where my competition _____.

3. Get listed where my competition _____.

Page 12: Step 4. Competitor Reviews

Why?   See where my competition is getting their reviews and encourage my clients to post reviews there as well.

Go claim those business pages and engage with my customers.

Thank my clients for their reviews. Offer them something if they would post a review.

Consider a _____for one of my customers that provided a review. Especially a customer that has a business blog site.

Page 13: Step 5. Create Google Webmaster Tool Account

Enter - www.Google.com/webmasters/tools

Top Image:
a. Sign in to my Google account
b. Enter my URL in the text box to the left of red box "Add A Site"
c. Click "Add a Site"
d. Verify that I am the Owner (Sorry, screen not shown)

Bottom Image:
Google/Go Daddy partnership link for verifying ownership.

Note to self: I must install Google Analytics

Page 14: Step 6. Submit URL - Fetch

Sign in www.Google.com/webmasters/tools

Top Image:
1st - Fetch my site

Bottom Image:
2nd - Submit my URL after it passes the Fetch test.

Page 15: Step 6. Submit URL – No Fetch

If I decide not to Fetch first - then I'll go to this URL.

Top Image:
Google submits my URL to a directory service. With no guarantees.

Bottom Image:
If I am having a difficult time in finding the submit page (Top Image) I may find it using the article title as a long tail keyword.

Then click on the link in the second paragraph.

Page 16: Step 7. Add A Sitemap – What and Why

Page 17: Step 7. Add A Sitemap – Create A Sitemap

Top Image:
From Google Webmaster Tools
Select Sitemaps
Click on Creating Sitemaps

Bottom Image:
Consider using the "Optional" tags. Let the spider know when it can come back for food (new content).

Page 18: Step 7. Add A Sitemap

Top Image:
From Dashboard
Click on "Optimization"
Click on "Sitemaps"
Click on the words in red box "ADD/TEST SITEMAP."

Bottom Image:
Enter my URL for sitemap

Resources

For the DIYer:

There is an excellent article on the, "75 Local Citation Sources Prioritized" at
http://www.directionseo.com/seo-tools/local-citations/
about prioritizing potential local citation sources.

Go read "Local Search Ranking Factors" at David Mihm Web Design in Portland, Oregon at: http://www.davidmihm.com/local-search-ranking-factors.shtml

Sitemap generators:
1. http://code.google.com/p/googlesitemapgenerator/
2. www.xml-sitemaps.com

Or we can DIFY:
Directory Submission Companies:
      1. UBL.org – recommended resource
      2. LocalSiteSubmit.com

Sitemaps:
PremiumWebsites.net – Dotty – Member of DIY Marketing