



5 “SIMPLE” STEPS TO RANK ON GOOGLE

1. If you haven't yet, set up your citations

- Setup and optimize Google My Business (GMB)
 - Add images, hours of operation, contact information
- Build more business citations. Start with:
 - Apple Maps
 - Bing
 - Facebook
 - Superpages
 - YP
 - Yelp

2. If you haven't yet, build a website

- Setup Google Maps embed
- Build and home and main services pages
- Add multiple methods of contact in header and footer (phone, address, branded email, contact form, appointment booking plugin / online calendar)
- Connect social networks
- Add your new website to citations from step 1

3. If you haven't yet, optimize your website

- Optimize home and main services for most-relevant primary keyphrases
- Optimize new pages as they are created for research weighing relevancy, competition, and traffic with SEO tools (like Ahrefs, Google Analytics, Search Console, BiQ, LSI Graph, & GridMyBusiness)
- Build dozens to hundreds to *thousands* of pages & blogs around secondary keyphrases supporting your primary keyphrases. Post regularly. Post often.
 - Subtopics
 - Question blogs & FAQ's
 - How-to articles.
- Ensure proper image size, type, and filenames
- Use metadata, alt tags, and title tags appropriately and for maximum SEO value on *all* pages
- Encourage customers to post reviews on Google

4. If you haven't yet, create digital ads

- Google Pay-Per-Click (PPC) ads and retargeting campaigns
- Specific ads for specific services landing visitors on specific landing pages sales funnels

5. Repeat steps 3 & 4

Need help with your SEO campaign? Contact World Wide Web Designers, Inc. at [847-345-3452](tel:847-345-3452), seo@w3dinc.com, or visit us on the web at w3dinc.com.