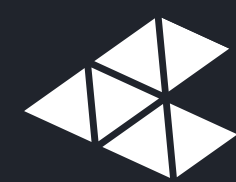


7

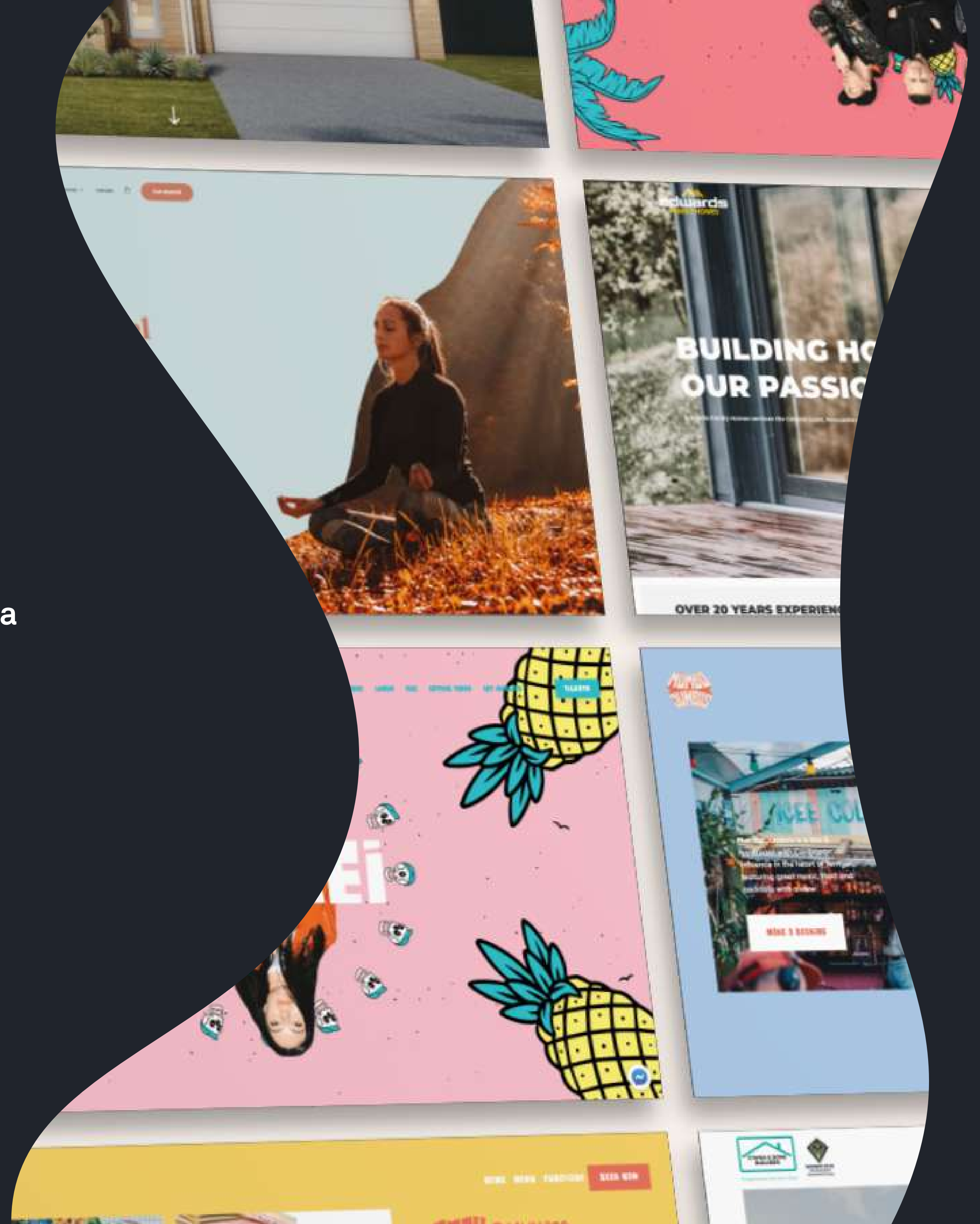
SEO TRICKS TO
BOOST YOUR
ONLINE
PRESENCE.



Advantage

Contents

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- 02 **Google Analytics**
- 03 **Keyword Research**
- 04 **Website Optimisation**
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- 06 **Directories & Social Media**
- 07 **Get Reviews**



Intro

Leverage the power of Google Search with this DIY tutorial on some of the most important SEO tactics

Having been operating in the marketing space for over 10 years, we have noticed a few items that every business needs, yet often does not have. You may have a few of these ticked off, but a quick refresher might give you some basic optimisations. Either way, we promise that the value in these items, combined with the ease of implementation means that this might be the most important piece of content you read this year. We promise that the items can be implemented by anyone if you follow the steps.

We're conscious that even in just these 7 items, there is a lot to consider, so we have done our best to give the info to you in bite-size chunks. Anything overly lengthy we will link to an online resource that covers it in step-by-step detail so there is no confusion.

What is Google My Business and Why Should You have it?

Google My Business is a name that may or may not seem familiar to you, but everyone has seen and used the listings that it brings. It is one of the easiest Local SEO tricks you can implement and can make a huge impact for any local business. Local SEO is quite simply about attracting users within your area – in fact a service business can actually define their service area.

If I Google Sydney McDonalds for example, the first thing you will see on the page is depicted in figure 1.1 on the next page.

Additionally, if I search for a business on Google directly, or if Google believes that your business is the closest pick for my Google search query, it will show your listing on the right as shown in figure 1.2.

The Google My Business section gives you the largest real estate of any Google listing - which is why it's so important that you have your business listed. It also gives options to contact or visit you directly, some info about your business and gives customers the ability to leave reviews (we talk more about this in section 7).

01

GMB EXAMPLES -
MCDONALDS
SYDNEY

FIGURE 1.1

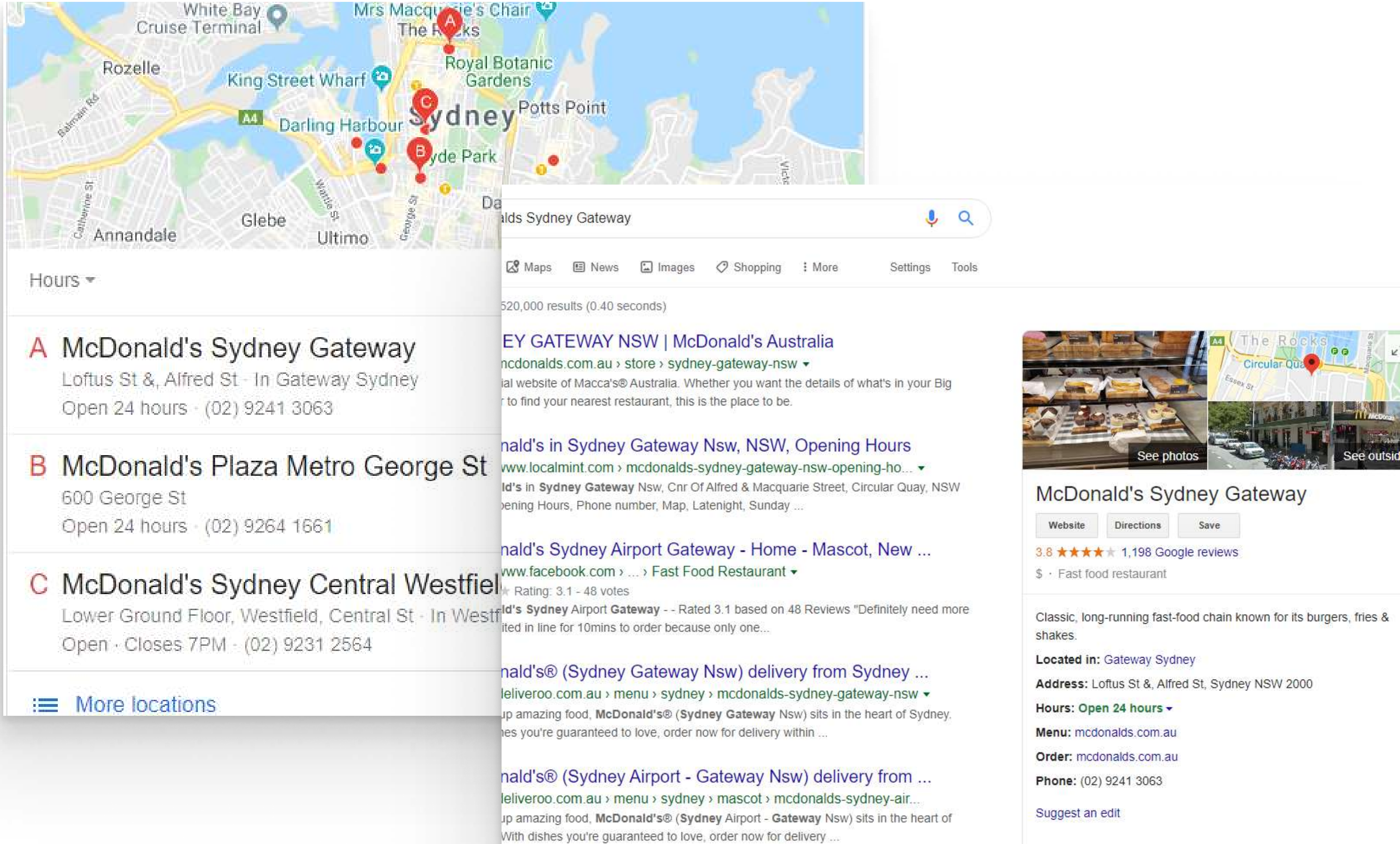


FIGURE 1.2

01

HOW TO SET UP YOUR GOOGLE MY BUSINESS LISTING

A . Make sure you don't have an existing listing

First things first, check if you have an existing listing. The simplest way to do this is to Google your own business name. If nothing comes up on the right like shown in figure 1.2, then continue.

B . Use your Google account

Sign into your Google account (or create one if you don't have one). It's important to use an existing account if you have one, just in case you have a listing started already.

C . Follow Google's steps

We know that it can be confusing, but Google does a great job of making it very straightforward. Follow the steps that Google gives you to get your listing set up. Try not to skip any of the fields unless you believe them to be truly irrelevant.

FURTHER CONSIDERATIONS WITH GMB

Optimising an existing listing

There are plenty of things to consider to ensure your GMB is performing optimally. The short version is essentially to make sure you fill out every relevant section you can with accurate and consistent information. We have covered this in detail in an article on our blog.

What if I can't access my listing?

If you can't access your listing you will need to do everything you can to dig up Google accounts that you, previous staff members or marketing professionals may have created for you. If you come up with nothing you will need to speak with Google about recovering access. You can request ownership of a listing [here](#).

And If I have multiple listings?

One more thing to consider is if you have multiple listings for your business. This can cause problems and splits the potential traffic you might see. It can be a painful process to merge the listings, and your best bet is generally to speak with an expert. If you want to give it a go yourself, you will need to reach out to Google to ask them to merge the accounts. They will give you steps to close the obsolete listing/s, which assumes you have access to all of them. One important thing to consider is if multiple listings have reviews you will want to consider how to move them between listings. Read more about this [here](#).

[Beginners Guide To Setting Up Google My Business](#)



02

GOOGLE ANALYTICS

Google Analytics doesn't benefit your website's ranking directly, but it is one of the most important tools for any business in tracking their website statistics. If you're not tracking your website's performance, how can you make decisions on how to improve it? Google Analytics tracks everything from number of users visiting your website, where they've come from, what they're doing on your site and, with further configuration, whether they convert or not. It does all of this with snapshot or granular detail, depending on how much you drill down.

Don't get us wrong, it may not be the simplest "reporting" tool to look at with the default layout – but even if you never look at Analytics, having it set up at all is an absolute must. In a couple of years' time the data it can provide is invaluable.

Setting it up

Setting up the account is super straightforward; it's embedding the code on your website that some may find a little tricky. With countless, unique website setups out there, general advice wouldn't be overly helpful, so we've spent the time to create an article that goes through the most common setups. If you get stuck, we recommend a quick call to your website support or marketing professional.

[Beginners Guide To Setting Up Google Analytics](#)



[Embedding Analytics Tracking code on Wordpress, Wix, Squarespace or Shopify](#)



03

KEYWORD
RESEARCH

This is another of those sections that is less about doing and more about knowing. Most people by now have heard the term “keyword”, but most simply a keyword can be a word or phrase that people use to search for something on Google. If I search for “marketing agency Sydney” in Google, then that is the keyword. This is also referred to as the search term. Now that we’re all on the same page about what it is, here is why they’re important.

SEO and keywords are inseparable. Whilst keyword-first SEO methods aren’t as important as they once were, understanding the searcher’s intent is extremely important to both Google, the user and your business. Knowing how people find your business gives you insight into the market and how your

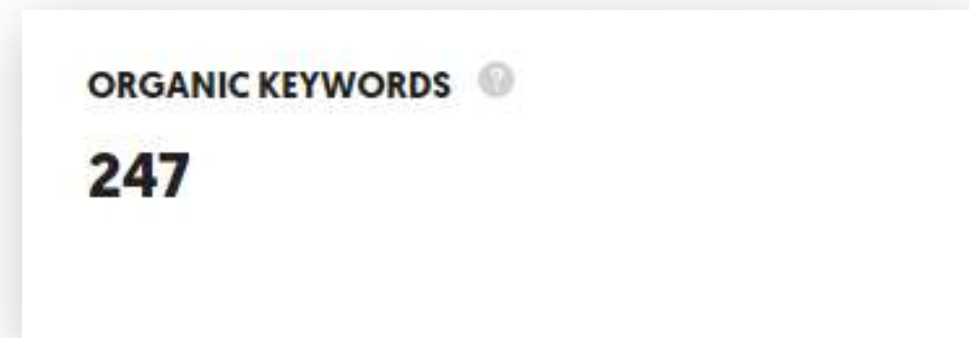
users search. Additionally, finding what search terms people use gives you an idea on how to target new keywords, or improve your Google ranking for those you already rank for. Finding out how your website currently performs on the keyword front is easy, thanks to the renowned marketing personality Neil Patel and his free tool, [Ubersuggest](#).

It is so easy to use, and the results it gives are reasonably comparable to premium tools like those we use ourselves for clients (SEMRush and aHrefs). Just plugin in your website address, choose the country and hit search:

 English / Australia

SEARCH

KEYWORD RESEARCH



To see your keyword rankings, click the section at the top left titled “ORGANIC KEYWORDS” as shown above.

Each of the columns have tooltips (the question mark in the grey circle) that explain what they mean. The most important, and easiest to understand are VOL (volume), which is the number of monthly searches for that keyword, and POSITION (which is an average), which is where you sit on the Google result for the keyword (lower is better, position 1 being the best). If you can identify any that seem relevant and decent volume, but you are not on page 1 for (Position < 10), then these might be some potential targets.

How competitive the keyword is, which is determined by how many competitors are trying to rank for it, is a big factor, so sometimes the highest volume is not always the best choice to invest all your resources into. This is where a professional eye is helpful, but having a basic understanding will help immensely if you want to tackle SEO yourself. Once you have a list of your keywords, you are equipped to move onto section 4 and 5.

The tool provides more than just keyword info, so we encourage you to go exploring to see what else you can discover about your website and SEO performance.

04

WEBSITE
OPTIMISATION

There are plenty of items to cover when it comes to website optimisation for SEO. Here we will cover the concepts and some of the most basic, yet effective, tasks without getting bogged down on technical implementations. For the most part, Google is getting better at rewarding websites that consider user experience, and so a lot of these optimisations have the added benefit of improvements to usability. The following items provide a brief insight into the basic optimisations that you can perform:



Website loading Speed

Website loading speed is an often overlooked yet very important one. So many people opt for cheap overseas website hosts that, even if they were operating good infrastructure, are slow

simply for the distance they are from your visitors. Another consideration is in minimising the resources that load on your website. Here is a quick list of tips to improve your website loading speed

- Migrate your website to an Australian high performance website host. Ask your providers where they host their websites. Even though a hosting provider might be an Australian company, it doesn't necessarily mean they use Australian servers, which is important. If the company is not willing to be upfront about where their data centres are located, look for another company.
- Reduce the physical size of and compress images and videos before uploading. You can use compression tools like [TinyPNG](#). Use JPG files for photos. You will need to reduce the dimensions of images prior to uploading using photo editing software or [iloveimg](#). As a rule of thumb, no image should be wider than 1920px, but they should be even smaller than this if they aren't full width on your website.

WEBSITE OPTIMISATION CONT.

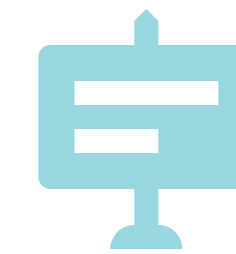
- Reduce the amount of plugins that you install, and custom code that is used on your site
- Install caching systems. For WordPress a popular free plugin is **Comet Cache**. Note that you may need to clear the cache after making changes for them to be live



Mobile responsiveness

Mobile devices are used to access websites 60% of the time, on average. This is huge, so it's absolutely essential that your website works well on phones and tablets. Check your website on mobile. Does it display correctly? Is it easy to use? Does it have the phone number visible and clickable straight away when loaded? These are the big questions to ask. Unfortunately, if your website is not optimised for mobile

devices, it usually requires a redesign or switching of themes to fix it. Most website builders allow you to switch themes with relative ease, but it may break some functionalities or pages.



Clear, relevant headings, page titles and page URLs

Since the dawn of search engines, most providers dictate that a page should have only one h1 heading, which is the most important heading on the page. If you don't know what I'm talking about, or can't see the ability to highlight and change a heading, then it's likely that it defaults to the page title. When creating a new page, don't call it "page 1", give it a simple name that's relevant to what it is. You can be a little more creative with the headings, but don't overthink them. Use sub headings through the page where appropriate to categorise the sections.



Image optimisation

We covered image sizing and compression, but one other consideration is to include ALT tags on your images. Most website builders will have this option after you upload an image. Input something descriptive in this field. The original intent for this field was for website browsers that can't display images, which instead show the text in this field. Some might offer to “imagine you were describing the image to a blind person”, but we think something more basic is fine. For example, if you operate a dog grooming business, and you had an image of a man grooming a dog, you might use “man grooming dog” as the ALT text. Whilst this is less effective than it used to be, but you might decide to instead use “dog grooming services Sydney” as the ALT tag, which is more “SEO friendly”. The important part is that it's there and that it's unique for each unique image.



Metadata

Last but not least on our non-exhaustive list is something a little more mysterious and technical in nature. Metadata is basically extra data that you attach to a page to tell Search Engines extra or specific information. DIY website builders like Squarespace and Wix, give you the ability to add this by default within a pages advanced or SEO settings. WordPress needs a plugin. For that we recommend **Yoast**. This information is actually what dictates how your search engine result appears when someone searches for your site. The meta title and meta description display as follows:

This is often where your keywords from section 3 might come in – if it is appropriate and natural to do so you should think about how you can include your keyword targets, or at least the intent behind them in these sections.

W en.wikipedia.org › wiki › Digital_marketing ▼

Digital marketing - Wikipedia

Digital marketing is the marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising, and any ...

05

WRITE MORE CONTENT

Content has been key to Google's algorithm changes over the recent years, where they are looking to reward quality, relevant and useful content above trashy or scarce content.

It's quite simple really – create more quality pages, write a blog and rework your existing content. A good rule of thumb (we love those) is to try and get a page to at least 300 – 600 words, where it's natural to do so. Again, circling back to section 3, writing content surrounding a keyword is generally good practice.

So ensure you have at least a page for all your major service/product offerings, and you can also think about additional relevant content that your users might find helpful where it relates to these keywords. As a small business, if you were able to put out a blog article each month it would really add fuel to the fire that is your DIY SEO strategy.

06

LOCAL DIRECTORIES AND SOCIAL MEDIA

Local Directories, also known as online business directories or citation listings, are one of the simplest ways to plant your business on the map (both literally and figuratively) in Google search. A directory is an aggregated database of businesses around Australia, with the intent of providing contact details and basic information to users. One of the most commonly known here in Australia is the [now] online Yellow Pages. The more quality listings you have, the more “ranking juice” you get. Here are some of the benefits offered:

- ▶ Easy SEO benefits
- ▶ Cheap, often free exposure
- ▶ Validates your contact information
- ▶ Strengthening your business reputation and online presence
- ▶ Builds trust and loyalty, as many have reviewing capabilities
- ▶ Builds brand awareness

- Provides access to targeted audiences through industry-specific directories
- Attracts new customers

Ensuring your contact details are 100% consistent across the listings is crucial. We’ve made a list of the most common mistakes, as well as the [top 50 Australian business listings](#) to sign up for on our blog. We recommend checking it out to save you time in mopping up errors later, not to mention having to find the right directories.

An Insider secret, that most agencies are using, is an automated service that manages your business listings for you. It’s a premium service, which a batch of 25 listings cost you \$75 US (at the time of writing), but it will potentially save you a tonne of time and headache. One we use ourselves for our clients is [BrightLocal](#).

06

LOCAL DIRECTORIES AND SOCIAL MEDIA CONT.

Lastly, social media. Everyone knows about it, but did you know that marketing professionals are beginning to guess that it actually provides some SEO value. It is all but confirmed by the big guys. Considering that Facebook pages are indexed by Google, there has to be something to it. Treat the social media platforms like you would the local directories above. You don't have to use them, but we recommend signing up for business accounts and populating with basic business information on the following:

 [Facebook](#)

 [Instagram](#)

 [LinkedIn](#)

 [Pinterest](#)

Even better if you can actually make the time to use them! Combining marketing channels, particularly SEO and socials, lends to stronger brand awareness and business reputability with social proof.

07

GET
REVIEWS

Everyone knows that good reviews work, but we're here to tell you that they also require hard work to get. If you've been in business for any significant amount of time, you will realise the harsh truth of the digital world - Good reviews are hard to come by, and bad reviews flow easily. We all know that this is not usually indicative of your service/product quality, yet people are often afraid to put a review strategy in place because of the few bad experiences. It doesn't have to be like this.

Have a look at our [How to Leave a Review](#) article, which is something we encourage you to paraphrase and send to your clients as part of the post-sale process to gather reviews for your own business. It's staggering to see the conversion statistics when it comes to reviews.

Check out the quick stats of BrightLocal's Local Consumer Review Survey:

- ▶ 97% of customers read online reviews for local businesses in 2017
- ▶ 85% of customers trust online reviews as much as word-of-mouth recommendations
- ▶ Positive reviews build trust toward a local business in 73% of customers
- ▶ 68% of customers leave a local business review when asked

GET REVIEWS CONT.

It's important to remember that you must request reviews ethically, that is, by following Google's guidelines for Google My Business reviews. As a rule of thumb, don't offer any incentive for leaving a positive review – such as “leave us a 5-star review and you'll receive X”. You can incentivise reviews across the board, but you're not meant to pick and choose who to offer the incentives to.

It's also very important to respond to your reviews, both good and bad. This shows the reviewer that you appreciate them and their feedback, and also shows onlookers that you care about your customers. If you receive a negative review, don't fret! It is crucial that you respond in a calm and diffusing manner. This has the potential to alleviate the current situation, but more importantly it shows other people your professionalism. In most cases people recognise that there are potential trolls and problematic customers everywhere. Ensure that you look like the good person, and you are doing everything you can to take constructive feedback into consideration.

08

SUMMARY

If you managed to go through all of these tips and are now reading this, you've just taken some pretty big steps to growing your business. Why don't you reward yourself - do something that you've been wanting to do for a while but haven't had the time. It's going to take time to see the fruits of what you've now done here, but we promise it will be valuable to your business. It may feel like you've done a lot, but you've only just scratched the surface of what is possible with SEO. At the very least, all of the tips can be revisited after some time to ensure nothing is broken and that your online presence is optimal.

If you've skimmed over or skipped the above tips because you're strapped for time or it's too complicated, don't stress - this ebook is yours to keep. Tuck it away in a safe place if you please. If you'd rather not have to deal with it yourself, then we recommend handing it over to the experts. Whether we are your experts of choice is your call, we'd love to help you out, but at the very least you need to make sure your marketing provider of choice adheres to, and you understand, the following concepts:

SUMMARY

No dodgy practices

If an SEO agency package seems too good to be true, like most things in life it usually is. We have been in this space for over 10 years and have seen what really goes on behind closed doors. When the focus is on unbeatably cheap prices and high volume, quality is left behind and an agency can only afford to take shortcuts. Some examples are black-hat SEO, PBNs and keyword stuffing. Whilst it may provide small boosts initially, eventually the behaviour is penalised and you're in a worse position than when you started.



Keeps work within Australia

Maybe you're not worried about this, and don't get us wrong, we have nothing against providers overseas. However, there are some problems that arise with marketing companies who outsource too heavily overseas

- ▶ **Communication.** Problems arise around communication between the agency and the OS provider. We know too well that communication is key. Where communication is problematic mistakes happen, time is wasted, or milestones are forgotten.
- ▶ **Delays.** Not even due to the sheer time difference, but the marketing provider is operating on their own terms, with their own deadlines and clients in most cases
- ▶ Inability to have direct, or at least close, communication to the actual implementors
- ▶ **Low-quality or outright unacceptable copywriting.** With marketing, copywriting to some degree is inevitable. If someone who's primary language isn't in your audience's language, it is always noticeable. This can really cheapen your brand

SUMMARY

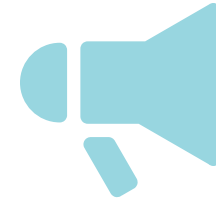
Expectations and reality

There are actually two sides to this. The point is that expectations and what you get should match up. There are plenty of circumstances where a client has the expectation to make \$1mil in a year whilst only investing a few hundred per month into SEO, for example. This investment to return expectation ratio is a problem and no one ends up happy in the long run. This could be that the agency has well overpromised just to get you to sign up or maybe a conversation was just never had about expectations. A \$5 marketing gig on Fiverr and a \$2000 monthly marketing scheme are not going to give you equivalent return. We mean this in the nicest way possible, but it's true that you get what you pay for.

On the other side of the coin, there is the potential issue where you are literally not getting what you paid for and the agency is under-delivering. Where you are paying, say \$1000 per month for SEO, and the agency is only giving you \$200 of value.

We are not saying that an agency does this intentionally (although some do), but it often comes about due to a service quality issue, neglect or disorganisation on the agency's part. The above issues also play a big part, or even exorbitant and unreasonable margins. SEO is not simple to quantify, and we don't recommend you drilling the agency every month to work out how they spent every second. The take home here is to choose an agency that is trustworthy. How do you know this? We say trust your gut. Authenticity only gets you so far, but it sure as hell beats the alternative.

Either way, we believe that it is up to both parties to put all cards on the table. The agency needs to spend the time educating you, the client, on what is reasonably achievable with your investment. As the client, it's important to understand that an average investment will see an average return, and a massive investment sees a massive return.



Communication

One of the most common complaints we hear about other agencies usually boils down to communication, either poor or lack-thereof. The client didn't know what the agency had done for the past 3 months, or the agency bludgeons the client with technical jargon leaving them confused. If you're finding difficulties communicating with an agency initially then it's better that you cut ties early.



Competency

Last but certainly not least, how skilled is the agency? Of course, at the end of the day the results you get are the most important part, and the sole reason for you undertaking marketing. If you've had a good read through this ebook, try asking about a few of the items to test the waters and see if they can talk the talk. Then test if they can walk it but asking to look at some case studies.

Yes, it can all be faked, but most agencies who are "full of it" are not ones to take the time to make up case studies and ask for real reviews.

Sorry, that list ended up longer than we'd imagined. We truly just want what's best for you, and so we've equipped you with some quality control methods so that you aren't burnt or outright robbed but too-good-to-be-true prices and promises. Go with your gut (it's the age-old BS detector) and pay attention to red flags.

08

SUMMARY



We'd absolutely love it if you were to book a free, no-obligation discovery call to see if we might be the right people to help you out. The worst that will happen is you'll get some clarity and free value; we promise we don't bite!

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