



SEO made Simple

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Three things that will get you started

Search engine traffic from Google and Bing makes up most of the traffic websites get in a proportion of **60 to 70%** and that generates about half of their online business in some cases.

Some businesses will focus almost entirely on this acquisition channel since it's also the one with the best return on investment after email marketing.

SEO has a return of **270%** on average. This means that for every £1 you spend on SEO, you get £2.7 back. But this is only the average. In reality, for local businesses we usually see a return of **400% to 700%** and even more depending on the industry you are in.

This is because, according to a well known statistic, in the industry, **90% of online experiences start**

with a search engine. To put this plainly. **Everyone is using a search engine!**

But more importantly, because in marketing, search engine leads are what we refer to as inbound leads, which means the customer is looking for your product or service and is ready to buy in most cases.

Almost like placing your shopfront on a busy high street, the shops that are at the forefront and stand out will get the most footfall. The marketing techniques that deal with increasing your website's visibility on search engine is called **search engine optimisation or SEO.**

Search engines work with different ranking factors to determine where to place your website in search results. Without going into

very much detail, we have put together an actionable list you can apply that will substantially improve your ability to rank highly in search results:

Google



Choosing your business and domain name

Choosing a brand or business name can be one of the most fun things you can do as a business owner. It can also be one of the most impactful things on your online visibility if chosen correctly. Depending on what your business does and what your goals are you will have 3 options to choose your domain name from:

1. **Brand.co.uk (johns.co.uk)**
2. **Brandkeyword.co.uk (johnplumber.co.uk)**
3. **Keyword.co.uk (plumber.co.uk / plumberlondon.co.uk)**

They all have their advantages and disadvantages, however one has significantly more advantage when it comes to influencing search engine rankings.

This is the Keyword.co.uk domain. This is because search engines put a lot of emphasis on keywords in the domain name.

This domain type is what we call in marketing an “exact match” domain name.

These exact match domains are essentially entirely comprised of the “exact” keywords people would be searching for in a search engine. In our earlier example for our Plumbing business, our exact match keywords happen to be a combination of the main keyword and the location, plumberlondon.co.uk. However, you can now see the disadvantage of choosing a domain like this. It is quite generic and unlikely that people would remember you as a unique brand.

On the flip side, people who have never heard about you will be Googling your exact domain name (which gives us the SEO-edge). These types of domains are also very sought after since SEO professionals have known about these for a very long time.

So, getting your hands on such a domain is unlikely ... but not impossible.

If you are struggling however, there is another option. You can choose to find a domain name such as **brandkeyword.co.uk (johnplumber.co.uk or johnplumberlondon.co.uk).**

While not as good as the first, you are almost guaranteed to be able to find a domain like this. Provided of course your brand is at least somewhat unique.

Choosing a domain name like this will get you ahead of most. And ... if you change your mind or find that you need to expand beyond the borders of your current location don't worry, you can always change it later! You will just need help from a professional to ensure you do not lose your rankings when you do switch.



What content should you have on your website

Ingredients for success with search advertising

So, you have now chosen your business and domain names, but we now also need to put a website with some content on this new domain.

Search engines establish relevancy by analysing the content on a web page so if the web page has no content, then the search engines won't know what to rank it for.

1. The Homepage

The homepage is one of the most important pages on your website. Its role is (in most cases) to rank for your main keyword search term ("plumber London"). So, it must have a headline that explains what you do or reassures the visitor that they are on the right page and content about your general services.

It is also the page that needs to facilitate navigation if the user is looking for a specific service so it should contain links to the other services if you have them.

2. Your service / product pages

If you offer multiple services or products, they should all have their individual pages with relevant content.



So, if you have services such as:

- Boiler repair & installation
- Water heater repair & installation
- Water pipe repair & installation
- Gas safety certification
- Emergency plumber London

... they should all have their individual pages.

This is because if a user searches for a specific service on search engines, they will want to see information just about that service. Or at least this is the logic that search engines have.

As such, they will rank significantly better than if you just had these services all listed on the homepage.

3. Blog post area

The blog area is a collection of blogs / articles about your topic. So, if you know that your potential target audience has questions about plumbers in London. You can write a blog about it. Even if they are only conducting some research, they might remember your website and return when they have a real problem.

4. Contact / bookings / checkout page

Not strictly necessary as this can be achieved by a call to action on one of the other pages, but useful. Users are also used to looking for a contact page to find your contact details or location.

And that is it! These four types of pages are your most important pages on a website from an SEO perspective. You can add additional pages such as about us and resource pages.



Online profiles

By online profiles we are referring specifically to **Google My Business** and **Bing Places for Business** as two of the most important listings for your business, as well as relevant online directories.

To find online website directories search for your “keyword” directory in search results to find a list of the relevant online directories for your industry and get your business listed on as many as you can. These will all help you rank better in local searches and sometimes send you traffic and leads. You can also list your business with your local chamber of commerce. This will work just the same or better due to it being a higher quality directory.

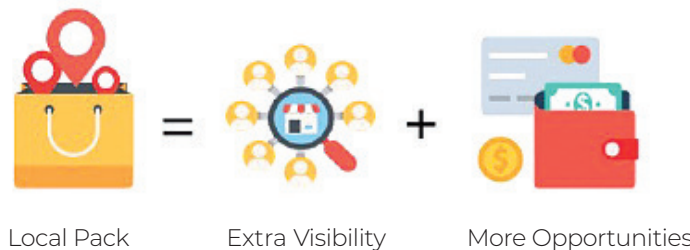
For this guide, we will focus on just **Google My Business**. This is probably the most important profile you can have.

Having this will enable your business to be found when people in your vicinity search for your business or service. This is called the **“Local Pack”** on Google.

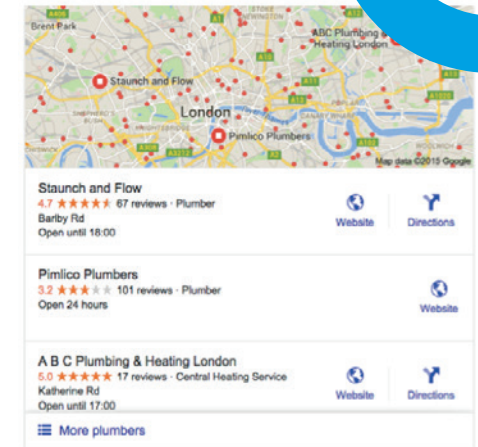
What is a local pack and why do we want to rank in it?

Search engines use location to provide a better user experience. Gone are the days when you searched for “Emergency Plumber” and got a selection of results ranging across the country. Now, search engines use location-based data (IP addresses and geo location) to provide a better search result.

By optimising for local you can take advantage of search engines’ local intent for better visibility for the business within the search results. Searching for a specific business or service in a location trigger is called a Local Pack. This is a list of businesses that provide a service or product within the local area and adds an additional layer to the search results.



There are several types of local pack, but they mostly contain the same blocks of information and do not differ substantially. These are of two types: Local Teaser and Local Pack (or Local Finder). Their main difference is that Local Teaser does not have links.



Local Pack (or Local Finder)

This is the most commonly used type of Local Pack: a list of three (can be also two or four) businesses with their contact details and other valuable information.

Beneath or beside the map, which is displayed on the Google search page, is the Name of Business, Address of Business, Phone Number of Business (NAP), unless marked as a Service Area Business (SAB), in which case only town and county (state) are displayed. Other information may be included, such as business hours, star rating, etc.

How to get into the local pack

In Local Packs, Google shows business listings, not websites, so to be featured in a Local Pack, you need to get a Google My Business page. Also, it is assumed by many SEO pros that to get into the Local Pack you should be ranked within the top 10 results for your local search query, which implies a good share of website optimisation.

Log into your Dashboard here: <https://business.google.com/manage/> using your Google account. If you do not have a Google account you can set one up here: <https://accounts.google.com/signup/>



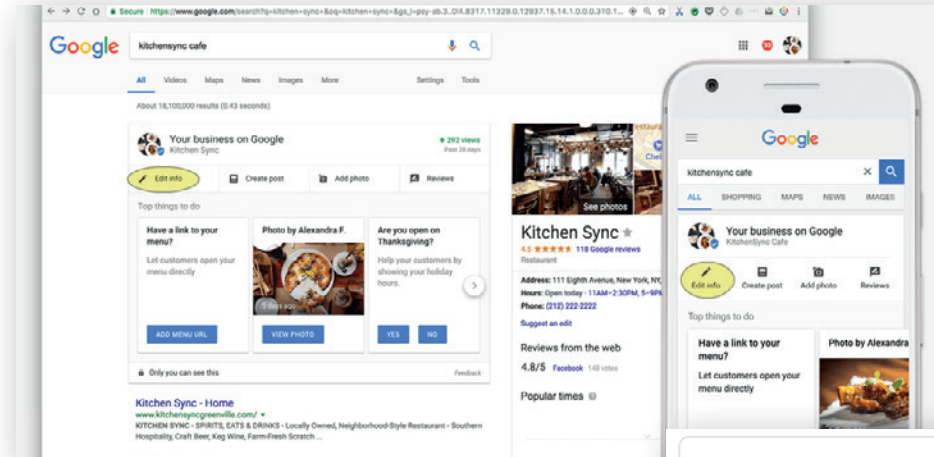
Click the Add location button and search for the business name you are about to create a profile for.

If the business name appears in the search results, this means it was already registered by someone else. In this case, you will need to follow the instructions on the screen in order to gain access to the listing.

If no business name is found, then just follow the instructions on the screen in order to create the new profile. Verification of the address may require a PIN be sent to that address by Google, however there may also be other verification methods.

Now that the profile is active, you can go through the Info section and complete the information in the given fields. Upload images, logos, website, etc.

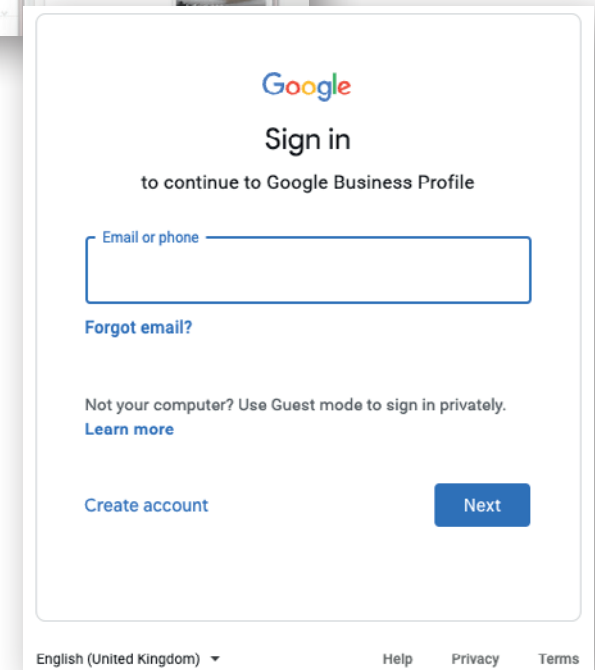
This is where the business name you chose earlier will come in handy. Google & Bing will give you a boost in rankings if the keyword is in the title of the business.




And if the title of the business is exact match, such as Plumbers London LTD, its even better. A new business listing will take a while to show up in search results, sometimes up to 6 weeks.

So let's recap ... The 3 most important things to think about when launching your business online or trying to improve its visibility are:

- I. **Choose the correct business name and domain name that contain your business keywords**
- II. **Build a website with enough content and the right pages**
- III. **Setup a Google my business profile**





We hope you found our guide helpful, however if you want to find out more about how we may help you then please get in touch.

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