

SEO Basics and Google My Business

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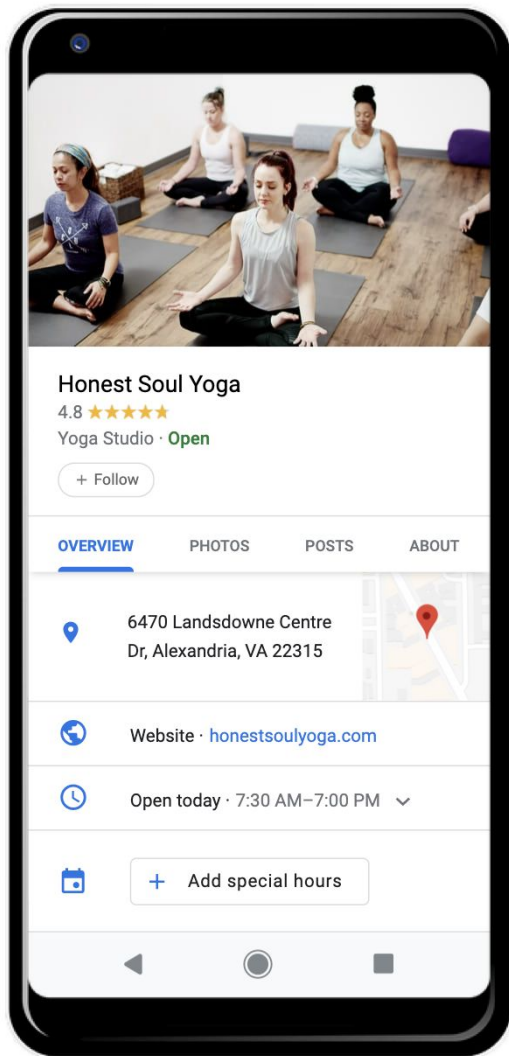


We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT





Google My Business is a **free tool** that allows you to promote your Business Profile and business website on Google Search and Maps. With your Google My Business account, you can see and connect with your customers, post updates to your Business Profile, and see how customers are interacting with your business on Google.

Google My Business



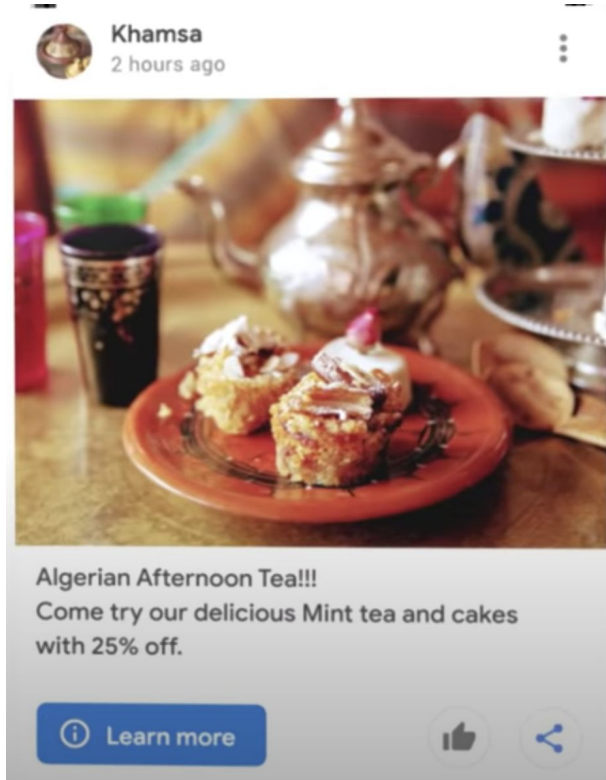
People are searching for businesses like yours



Dinner spots near me



Google My Business



Google My Business Reviews



Mona Fisico



The food was amazing!

Following Business



Khamsa



✓ Following



133



Mona Fisico

41 reviews • 23 photos



Maria Asena
1 review • 2 photos



James Martin
No reviews • 2 photos

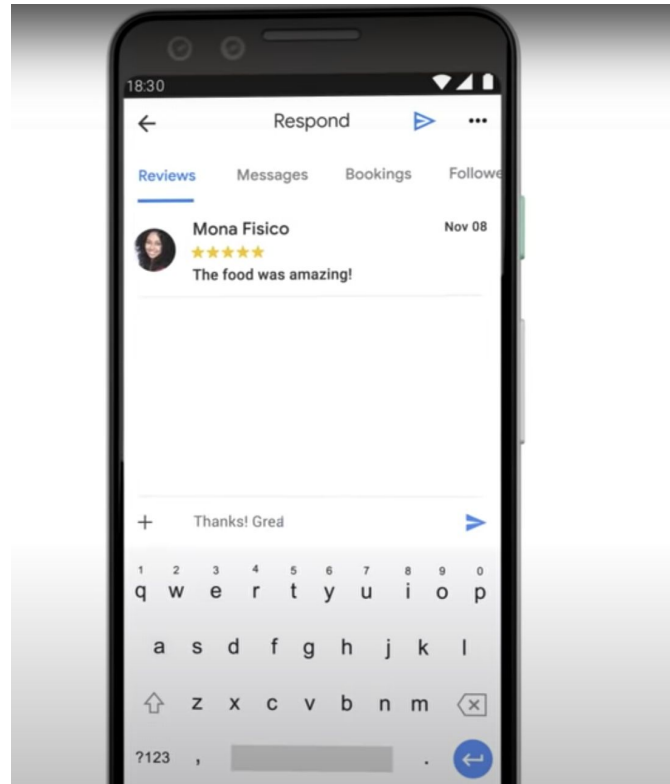


Chris Lopez
12 reviews • 4 photos



Larissa Wilson
20 reviews • 14 photos

Reviews Are Powerful



Measurement

Views

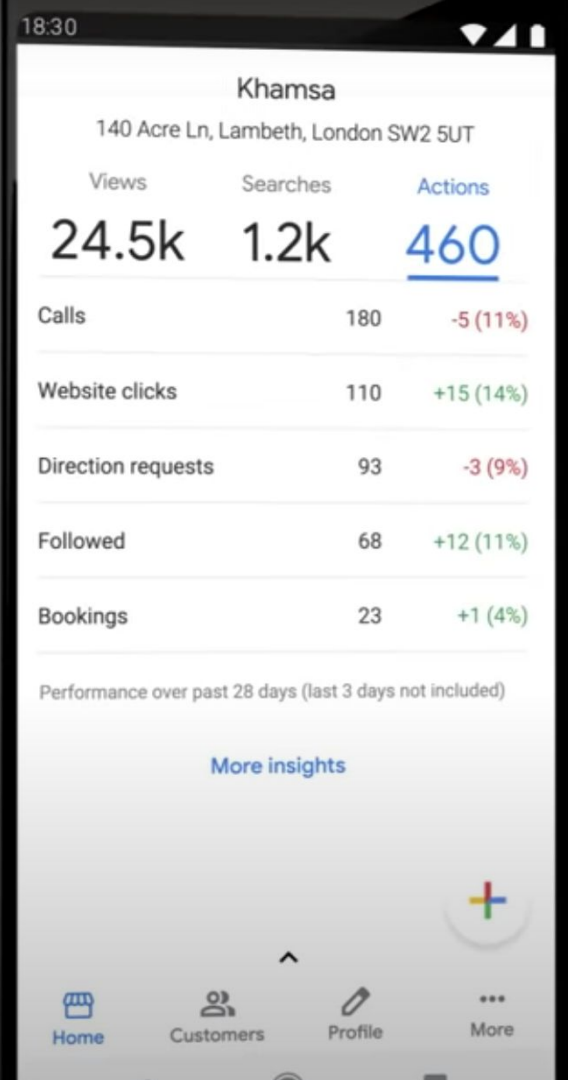
Searches

Actions

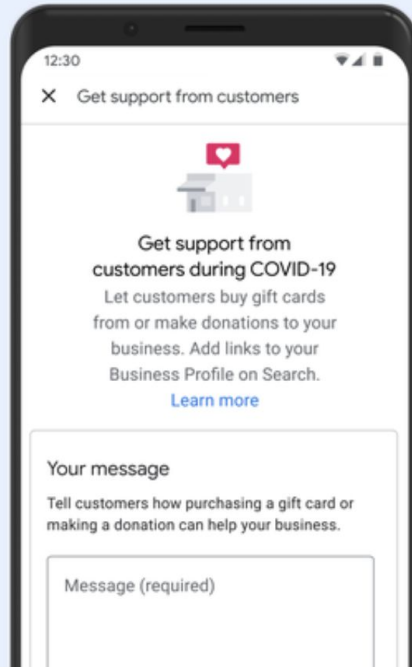
Calls

Website Visits

Bookings




Add support links to your Business Profile on Google



▲ Change message

 Download now

Buy a gift card today to support our business. 

Support our business by donating today.

Support our business by helping us meet our fundraising goals.

Support our staff by buying a gift card or

How Google determines local ranking

Local results are based primarily on relevance, distance, and prominence. These factors are combined to help find the best match for your search. For example, Google algorithms might decide that a business that's farther away from your location is more likely to have what you're looking for than a business that's closer, and therefore rank it higher in local results.

Relevance

Relevance refers to how well a local listing matches what someone is searching for. Adding complete and detailed business information can help Google better understand your business and match your listing to relevant searches.

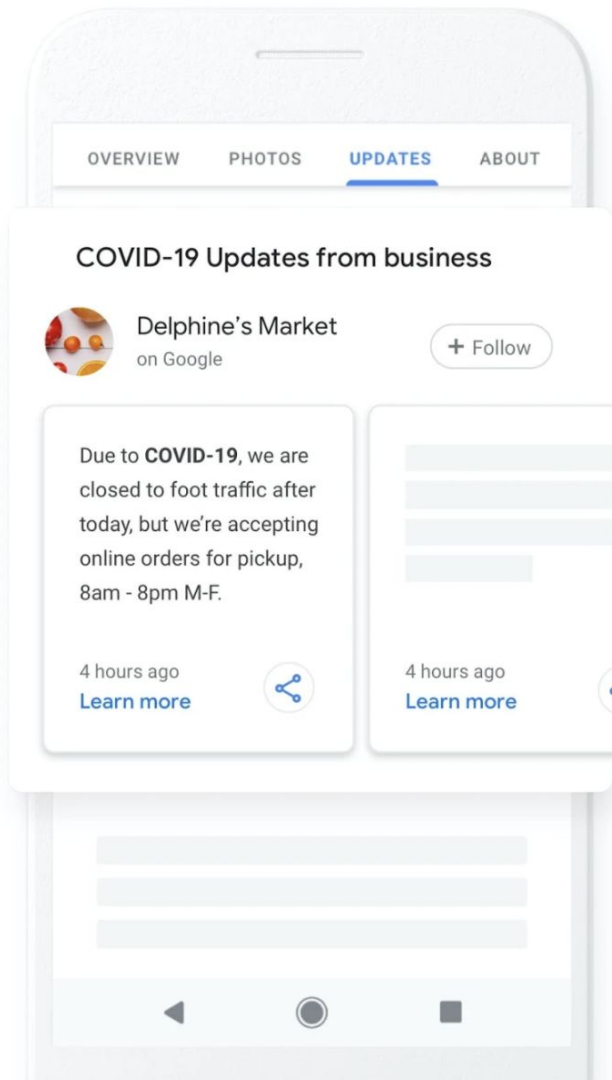
Distance

Just like it sounds—how far is each potential search result from the location term used in a search? If a user doesn't specify a location in their search, Google will calculate distance based on what's known about their location.

Prominence

Prominence refers to how well-known a business is. Some places are more prominent in the offline world, and search results try to reflect this in local ranking. For example, famous museums, landmark hotels, or well-known store brands that are familiar to many people are also likely to be prominent in local search results.

Prominence is also based on information that Google has about a business from across the web (like links, articles, and directories). Google review count and score are factored into local search ranking: more reviews and positive ratings will probably improve a business's local ranking. Your position in web results is also a factor, so SEO best practices also apply to local search optimization.



Update your Business Profile on Google

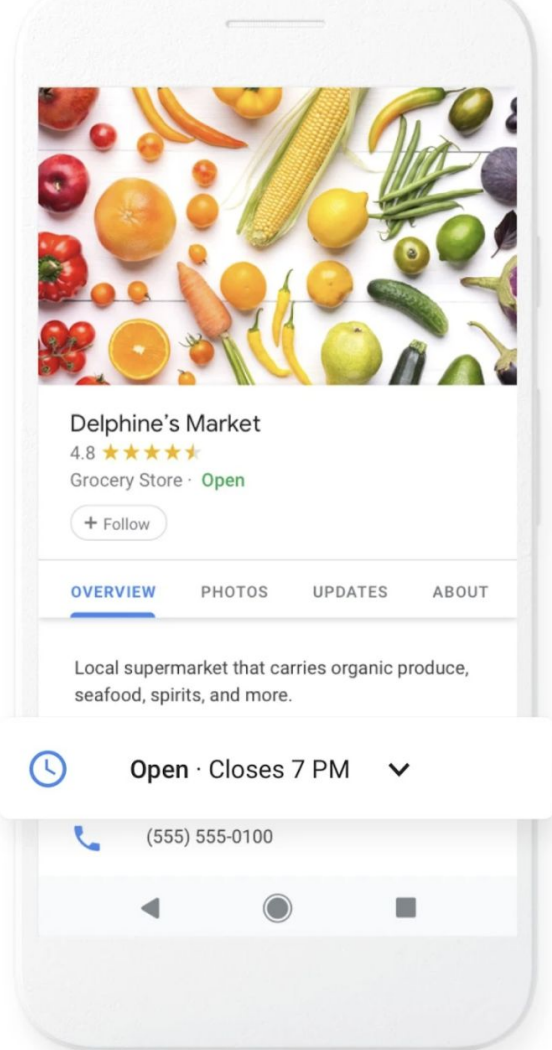
Update hours or status

Confirm phone number

Post COVID-19 updates

Use [Posts](#) to communicate timely information, like delivery options or inventory updates.

Add or edit attributes



Update your Business Profile on Google

Update hours or status

Edit your [hours](#) or mark your business as ["temporarily closed"](#) if needed.

Confirm phone number

Post COVID-19 updates

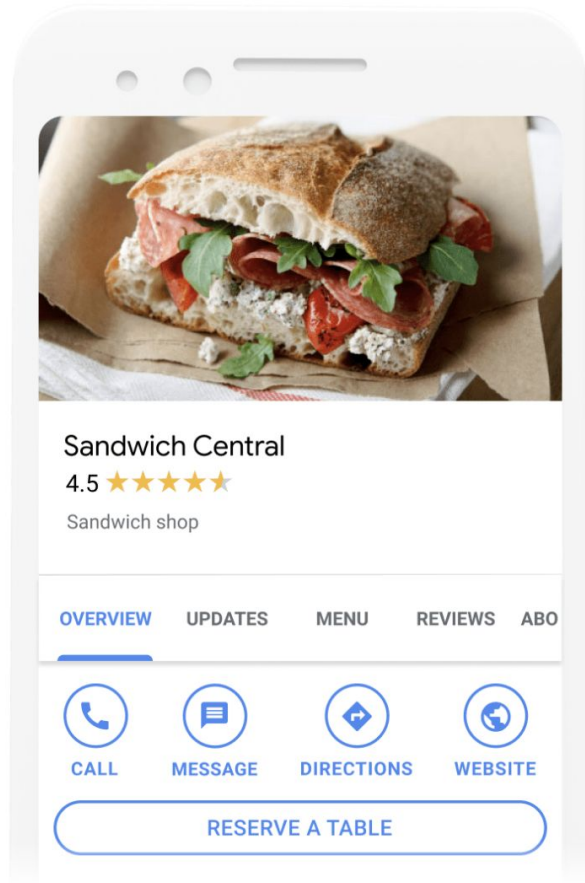
Add or edit attributes

Need to update your business info?

Review your Business Profile on Google to make sure your customers have the most up-to-date information. Manage your profile to post updates, respond to reviews, add your best photos and more, to show why people love what you do.

✓ *Domino's Pizza is verified*

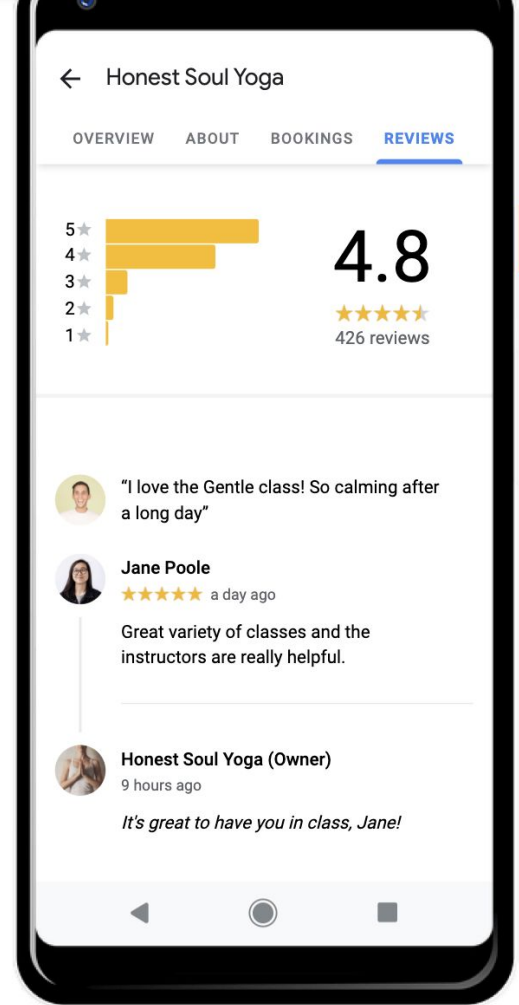
Manage now



Connect and get results

Customers can leave reviews and book services right from your profile. When you make it easy to do business, your business grows.

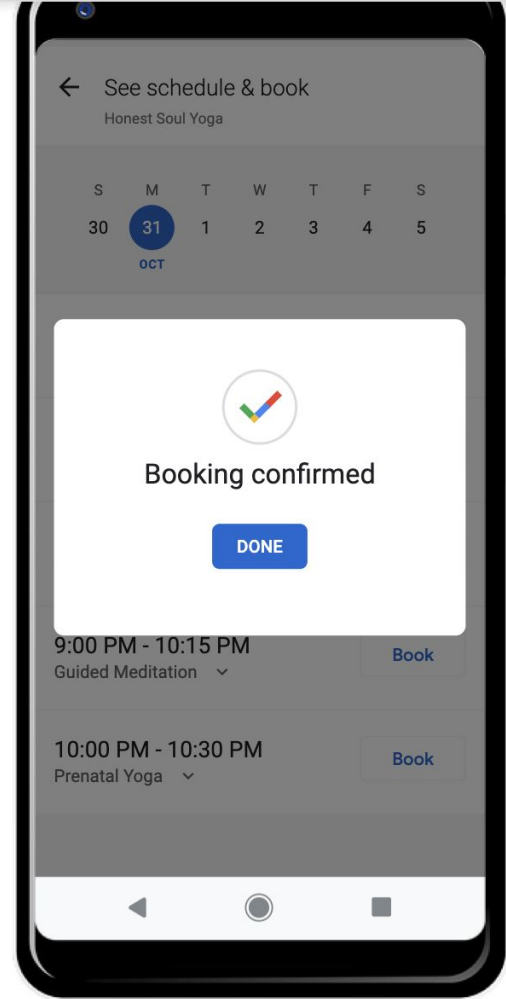
[Manage my Business Profile](#) ➔



Connect and get results

Customers can leave reviews and book services right from your profile. When you make it easy to do business, your business grows.

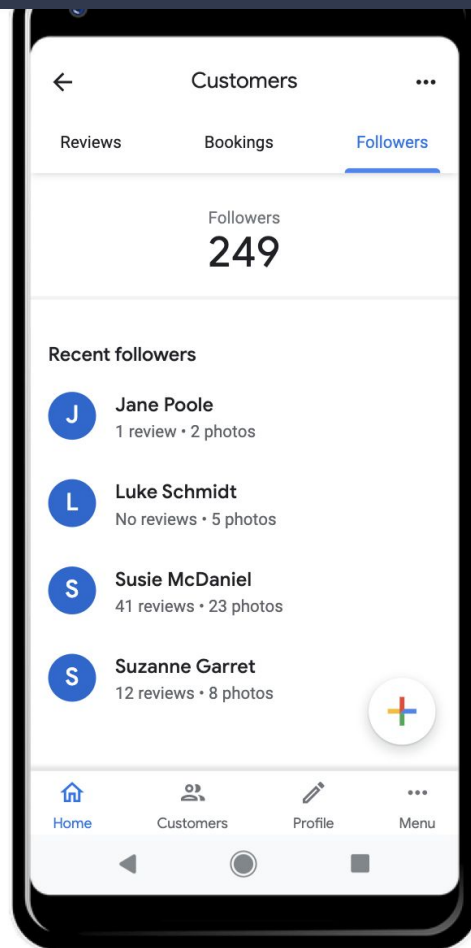
[Manage my Business Profile](#) →



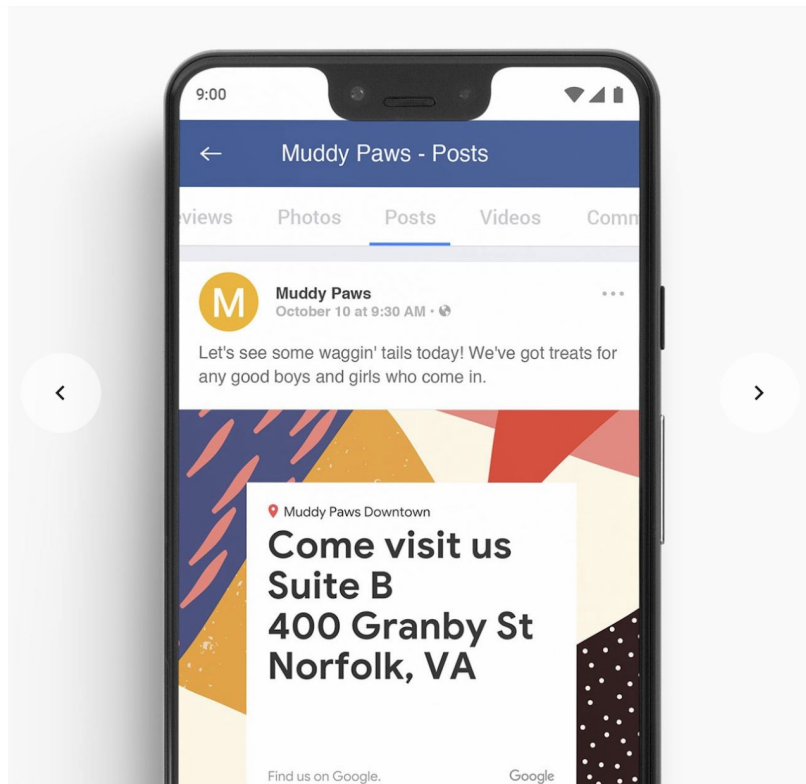
Get to know your followers

Share an offer directly to your followers to show how much you appreciate their loyalty and keep them coming back.

[Manage my Business Profile](#) ➔



Free Google My Business Swag



Show off what
makes your
business unique

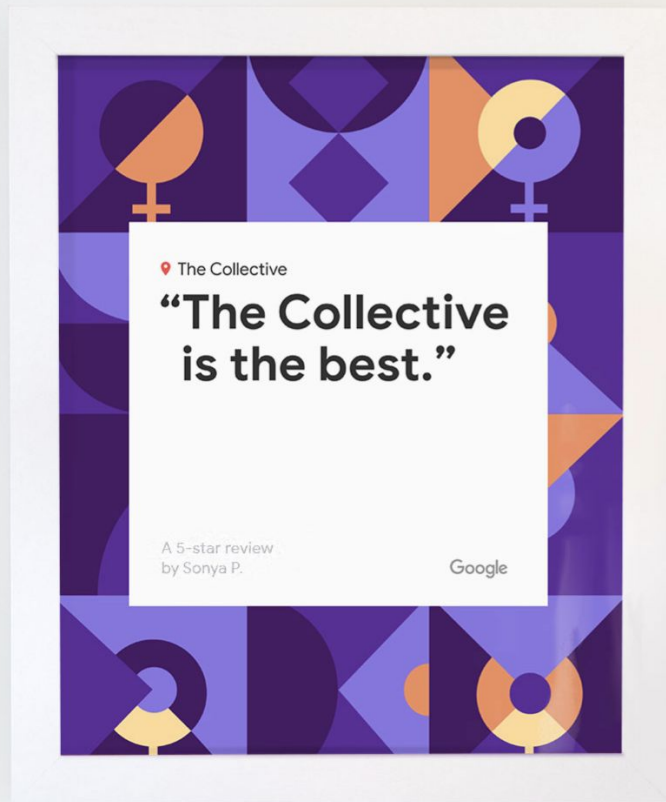
Create custom posters, social posts, and more
from reviews and highlights on your Business
Profile on Google. All for free.

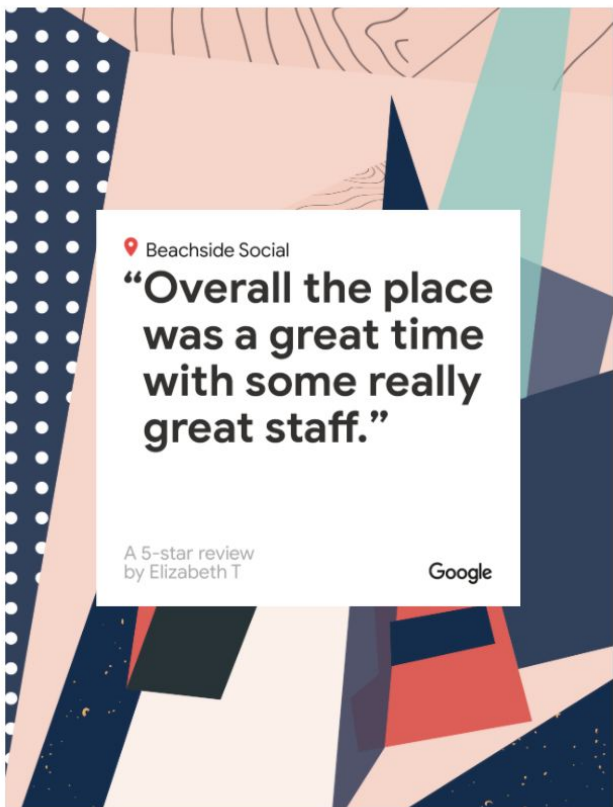
Get started

Kick off your marketing with a printable poster

Download your in-store kit and receive printable posters, signs, and stickers for your business.

[Download In-store Kit](#)





Print Ready Posters & Signs



Social Media Posts

What To Post

What's new: Provide general information about your business. You can include a photo or video, description, and an action button. For example, a restaurant can make a post to promote a new menu item.

Events: Promote an event at your business. Events require a title, start and end dates, and time.

Offers: Provide promotional sales or offers from your business.

Products: You can use the product posts to add products that will appear in your "Product tab."



Google My Business - Connect with your Customers

Google LLC Business

★★★★★ 188,139

Everyone

⚠ You don't have any devices.

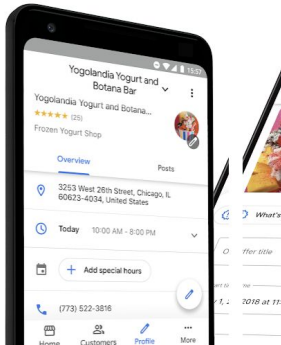
🔖 Add to Wishlist

Install



Manage your Business Profile on Google

At shar



Every day, millions of people search on Google for businesses like yours. Make your Business Profile stand out and turn those searches into your customers with the Google My Business app.

- Respond to reviews, message with your customers, and see your followers in the Customers tab.

- Post button - a one-stop-shop to easily add posts and photos to your Business Profile

- Profile tab - review your Business Profile info, photos and posts, all in one place:

- Messaging - respond to messages from your Business Profile within the app

- Followers - see and post to your followers on Google

Search Engine Optimization (SEO)

SEO - Search engine optimization: the process of making your site better for search engines.

Are You On Google? Do This Test.

Determine whether your site is in Google's index - Do a site: search for your site's home URL. If you see results, you're in the index. For example, a search for "site:wikipedia.org" returns these results.



site:wikipedia.org



Settings

Tools

About 292,000,000 results (0.20 seconds)

en.wikipedia.org › wiki › Youssouf_Mulumbu ▼

Youssouf Mulumbu - Wikipedia

Youssouf Mulumbu (born 25 January 1987) is a Congolese professional footballer who most recently played as a midfielder for Celtic.

ko.wikipedia.org › wiki › 트위터 ▼ [Translate this page](#)

트위터 - 위키백과, 우리 모두의 백과사전

트위터(영어: Twitter)는 소셜 네트워크 서비스이자 마이크로블로그 서비스이다. 여기서 "트윗(tweet)"이란 말은 작은 새가 지저귀는 소리를 나타내는 영어 낱말이다.

What If I'm Not?

- The site isn't well connected from other sites on the web
- You've just launched a new site and Google hasn't had time to crawl it yet
- The design of the site makes it difficult for Google to crawl its content effectively
- Google received an error when trying to crawl your site
- Your policy blocks Google from crawling the site

Is My Website Mobile Friendly? Do This Test.

Mobile-Friendly Test

Is your web page mobile-friendly?



URL

<> CODE

TEST URL

Mobile Friendly

✓ No loading issues [VIEW DETAILS](#)

Tested on: May 27, 2020 at 5:56 AM

Page is mobile friendly

This page is easy to use on a mobile device



Additional resources



Open site-wide mobile usability report



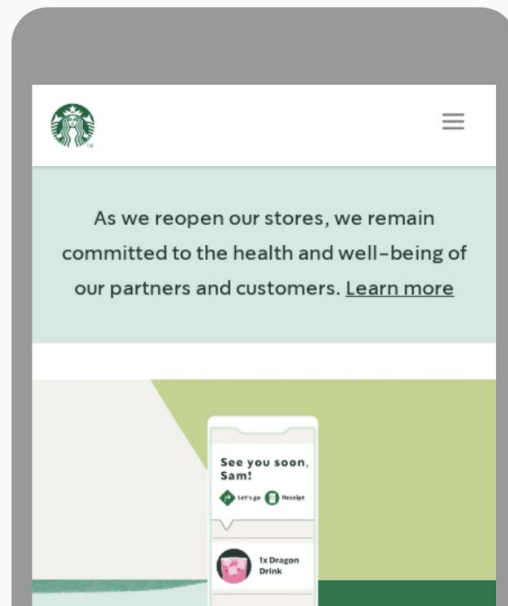
Learn more about mobile-friendly pages



Post comments or questions to our discussion group

Rendered page

HTML



Is My Site Fast? Do This Test.



PageSpeed Insights

HOME

DOCS

Make your web pages fast on all devices

ANALYZE

What's New

Read the latest [Google Webmaster Central](#) posts about performance & speed.

Give Feedback

Have specific, answerable questions about using PageSpeed Insights? Ask your question on [Stack Overflow](#). For general feedback and discussion, start a thread in our [mailing list](#).

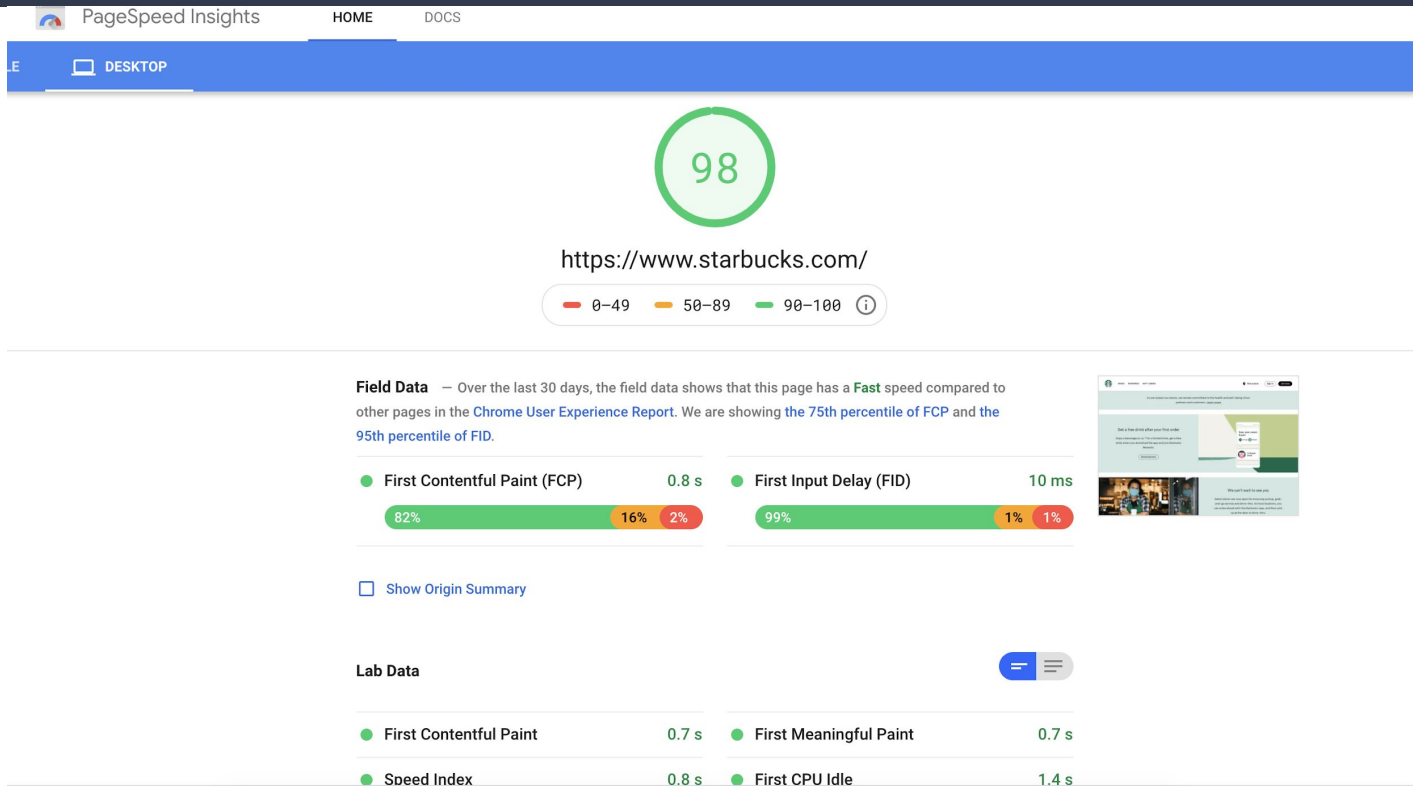
Web Performance

Learn more about [web performance tools](#) at [Google](#).

About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

Fast Website



Tip 1: Get Local With Content

2. Optimize Content for Local

If you run a brick-and-mortar business, optimizing your content for local SEO is a great way to land customers and help Google help you. Simple things like claiming your business listing and using geo-focused keywords throughout your site can help identify you as a local business and help you make use of the 20% of all searches that are locally-focused.

Source: Search Engine Journal

www.feastandfettle.com ▼

Feast & Fettle: Chef-Prepared Meals Delivered

Fresh, local, gourmet meal delivery service - specializing in chef-prepared meals for busy families and individuals. Servicing Rhode Island and Massachusetts.

Sample Menu

Sample Menu. Each week our curated menu includes at least ...

How it works

... use our service when you need us and skip weeks you don't, it's ...

Login

Login. Email address. Password. Remember me Forgot ...

[More results from feastandfettle.com »](#)

Plans

Pick a Plan that Works for You. singles Plans Serves 1.

Gifts

Choose Your Gift. Thinking of someone who deserves a break ...

Team

Fresh, local, gourmet meal delivery service - specializing in chef ...

Home-cooked meals, without the cooking.

Fresh, local, gourmet meals.
Delivered directly to your door.

Dinner is the time to unwind, relax and enjoy a wholesome meal.

Say goodbye to shopping, chopping and tending to the stove...
Delicious, healthy meals with the perfect balance of quality and
convenience.

TRY IT NOW

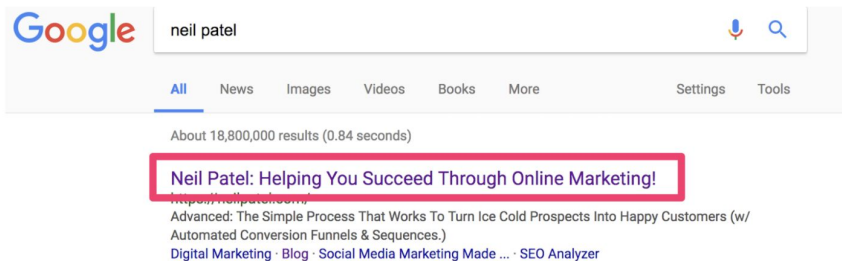
▶ LEARN MORE

Get \$25 off your first week.

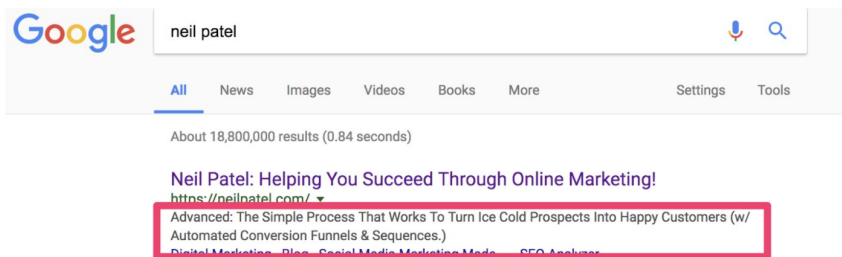


Tip 2: Use The Right Keywords

Here's what the title tag looks like on Google.



And here's what the meta description looks like.



Keyword Stuffing (Source: Neil Patel)

Types of Firepits

December 21st, 2012

Firepits can create a beautiful ambiance in your backyard. Firepits can be created in about every area of your home; however, firepits are the most common in the backyard. What climate you live in your home will determine what type of firepit you should have.

Now you might be asking yourself how is a firepit the perfect addition to any firepit or fire pit table. There are many materials and patterns which will enable you to effortlessly blend your firepit with your backyard landscape.

A very common type of fire pit table is a fire pit table and the reason that they are so popular is because they are lightweight, portable, and completely customizable. You can get your very own, one of a kind fire pit table. The benefit of these tables is that they are easy to assemble, most will take approximately 15 minutes to put together and the assembly process does not require any tools.

Another popular option for fire pit tables are wood burning fire tables. These tend to be smaller tables, much as you would have end tables next to your couch in the family room. These are smaller fire pit tables that are generally made out of wrought iron. Wood burning fire pit tables are a great way to keep your back patio warm in those cooler months.

Fire pit tables also have another great function that can add some interesting décor to your backyard or front yard. The smaller fire pit tables are typically used to enhance the beauty of their gardens and landscaping. A firepit and fire pit table can make a grand impression on guests and can really liven up your homes garden.

Create Unique Title With Keywords

A `<title>` tag tells both users and search engines what the topic of a particular page is. The `<title>` tag should be placed within the `<head>` element of the HTML document. You should create a unique title for each page on your site

```
<html>
<head>
<title>Brandon's Baseball Cards - Buy Cards,
Baseball News, Card Prices</title>
<meta name="description" content="Brandon's
Baseball Cards provides a large selection of
vintage and modern baseball cards for sale. We
also offer daily baseball news and events.">
</head>
<body>
```

Tip 3: Create Easy To Use Website

English ▾

Contact Sales



Log in

Get HubSpot free

There's a better way to grow.

Marketing, sales, and service software that helps your business grow without compromise. Because "good for the business" should also mean "good for the customer."

Get HubSpot free

Get started with FREE tools, and upgrade as you grow.



Want to chat about HubSpot?
I'm here to help you find your way.

Not This

THE BIG UGLY WEBSITE

Uh oh, WAVE has detected 10 accessibility errors

GLY WEBSITE

*BIG UGLY emb

ACCESSIBILITY FEATURE: Alt text

Alternative text is present in an image

CRATE D' UGLY WEBSITE

UGLY UGLY

(for when plain ugly websites aren't enough)



UGLINESS EXPLAINED

a primer, FAQ, or What Dat, on ugly

LITTLE UGLY WEBSITES

HI JUSTICEGIRL!

(w00 wh000, sweetheart)

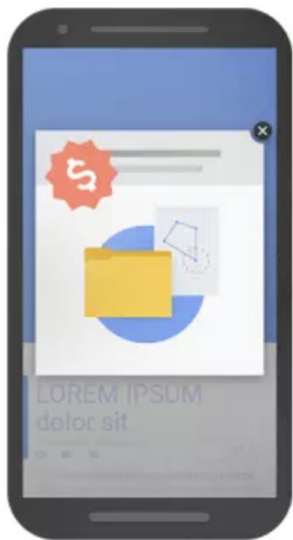
TWITTER UGLY



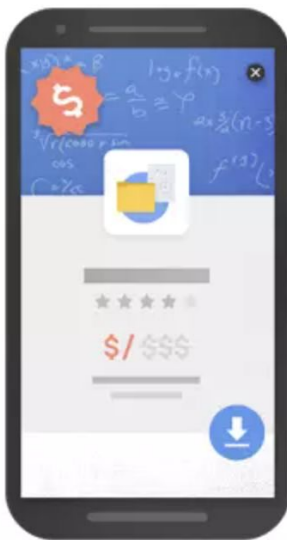
write funny website text HERE. make it ugly

Not This

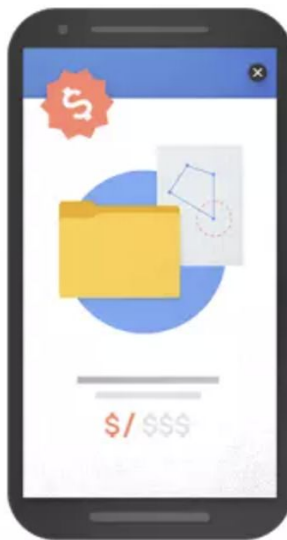
Examples of interstitials that make content less accessible



An example of an intrusive popup



An example of an intrusive standalone



Another example of an intrusive standalone

Get Good Links

In Honor of National Wine Day: The 9 Best Wine Clubs, Based on Your Drinking Style

Prefer to drink by-the-glass? Looking to delve into the world of natural wine? There's a club for you.

By [Sophie Dodd](#) | May 25, 2020 02:13 PM



View All



2 of 10

For the Fizz Fiend

Rather than saving Champagne for special occasions, [fatcork](#) encourages you to *create* those occasions just by popping open a



Take this time to
better
communicate.



“

Rather than focusing on how bad it is, focus on how you can use this time to connect with your future customers.

MARK CUBAN

Billionaire entrepreneur

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

susandavis@uri.edu

