10 Online Essentials Your Guide Business Needs To Be Found

Customers are looking. Will they find you or your competitors first?

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10 Online Essentials Your Business Needs To Be Found Online

Introduction

First, thank you for taking your valuable time to download and take a look at our ebook. We are 100% positive that if you implement these 10 essentials into your website and online marketing mix, you will no doubt start to see the benefits of spending some time on enhancing your website and brand online.

On each one of these subjects we could spend a week diving into all of the aspects, but this guide will give you actionable items that you can use to benefit your website, business, and sales!

Every website has the capability to turn into an inbound marketing machine. Your website needs to not just exist, it needs to perform. It needs to attract customers, educate them, and convince them to call you first, or fill out that contact form. We know you are thinking, easier said than done, right?

The first piece of this puzzle is having customers find you in the first place. So, without further ado, let's dive in and map out specific ways you can implement a plan to bring customers to your door.

Enjoy & learn...

1. Am I Getting Any Traffic?
Tracking your website traffic

We ask customers all the time "do you know how much traffic you are currently getting on your website?" Too often that answer is, "I don't have a clue."

This issue is one of the easiest ones to solve, and it is FREE. Google Analytics (https://analytics.google.com) is a free program offered by Google that will allow you to track every click on your website and tell you:

- Where your traffic came from
- What keywords brought them there
- How much time they spent on your website
- What pages they looked at
- What browser they used
- Were they on a desktop, tablet, or mobile device
- What city do they live in
- And much more

There is so much information it can gather that it can make your head spin. But you do want to pay attention to the key factors that will easily tell you how much traffic you are getting and where that traffic is coming from.

To sign up for Google Analytics, go to https://analytics.google.com and use your existing Google/Gmail account to sign in. Once you are in the account you can easily get connected to your website and start tracking right away. There is a snippet of code that will need to be inserted into your website but it is really simple to add.

With working on platforms like Wordpress, Joomla, Shopify, Squarespace, and others, they typically have an easy way to help insert this code.

Here is a quick video that will walk you through the steps of setting up a new website connection:
https://www.youtube.com/watch?v=lZf3YYkIg8w

Once you have the account active you will be able to monitor and track all of the data you will need to make you a smarter marketer and website owner.
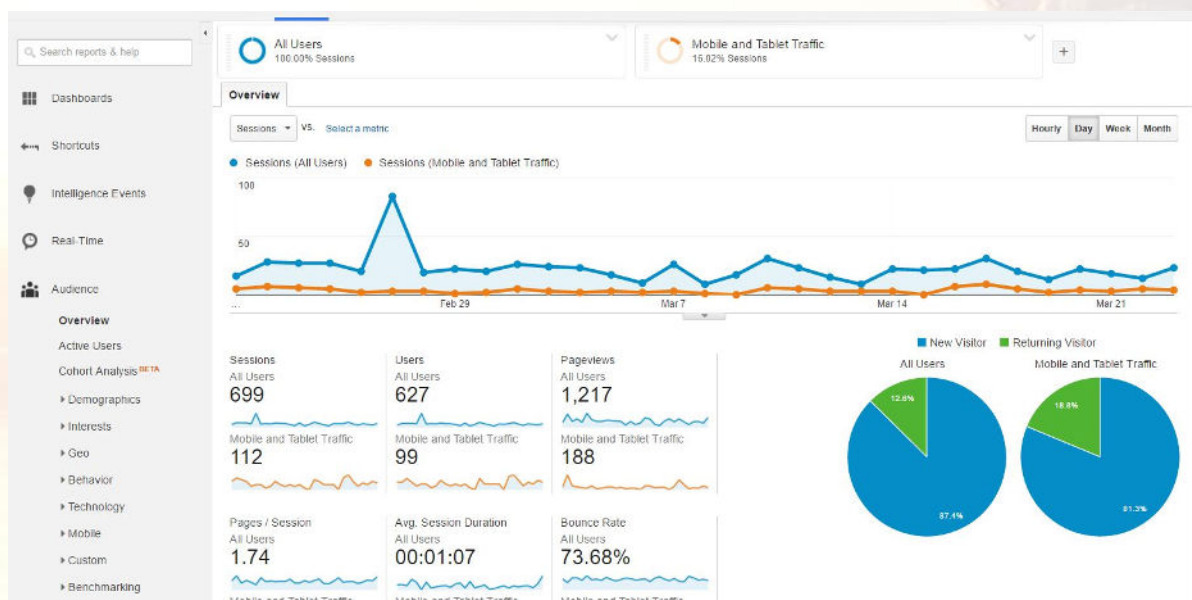
2. Content, Content, Content
Pages, Blogging, & More...

One of the absolute most important pieces to your website is the content on the pages. Without content talking about the amazing product/service you provide to customers, Google and the other search engines won't know anything about it.

You need to give the search engines something to chew on to know where you need to be ranked. Without that, you will be lost on page 37 of Google.

Another factor is the amount of content on your website. Millions of business websites out there have the typical 4 to 5 page layout; Homepage, About, Products/Services, some other filler, and a Contact Us page. These websites will have a very hard time ranking

in Google for multiple keywords, if any.

If you fall into that column, the best thing you can do is to start building new content into your website….TODAY!

We have seen it time and time again, the websites with multiple pages will rank in many more places and rank much higher than websites with a low page count.
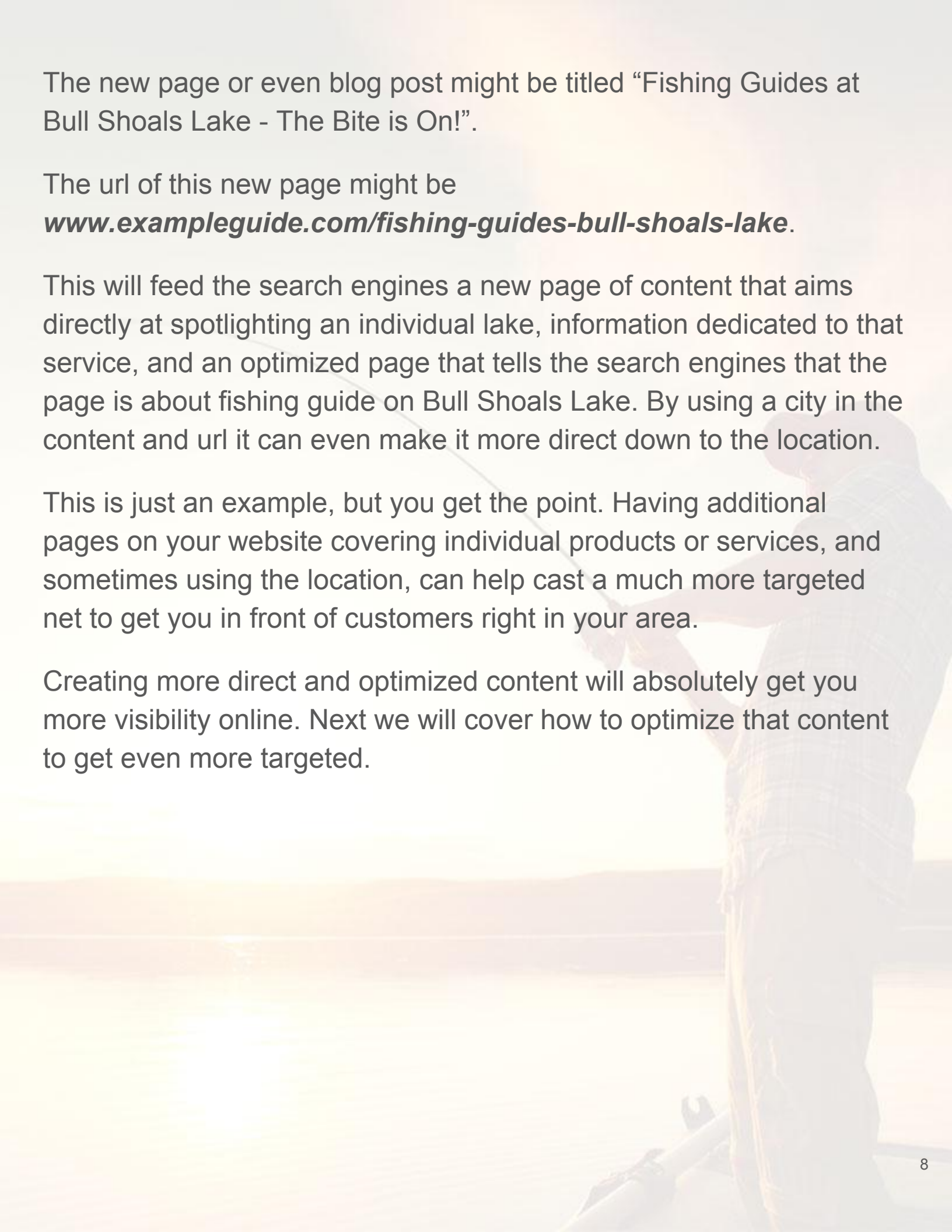
To build those pages you can create a new page, or even use a blog to start building new and fresh content that the search engines will see and index those new pieces of content in the rankings. Each new page/blog post is another url that will be indexed in the searches and potentially found by your future customers.

Example:

Let's use a fishing guide for example. Let's say this fishing guide is in Arkansas and fishes on Bull Shoals Lake. Their current website has an "About" page that mentions Bull Shoals Lake, but not much more.

Their website isn't really being found in the search engines when someone looks up "Fishing Guide Bull Shoals Lake".

To create some additional content on their website that will help them be found for people searching fishing guides at Bull Shoals Lake, it would be very beneficial to create a new page on their website dedicated to just that.

The new page or even blog post might be titled "Fishing Guides at Bull Shoals Lake - The Bite is On!".

The url of this new page might be *www.exampleguide.com/fishing-guides-bull-shoals-lake*.

This will feed the search engines a new page of content that aims directly at spotlighting an individual lake, information dedicated to that service, and an optimized page that tells the search engines that the page is about fishing guide on Bull Shoals Lake. By using a city in the content and url it can even make it more direct down to the location.

This is just an example, but you get the point. Having additional pages on your website covering individual products or services, and sometimes using the location, can help cast a much more targeted net to get you in front of customers right in your area.

Creating more direct and optimized content will absolutely get you more visibility online. Next we will cover how to optimize that content to get even more targeted.

3. On-Page Search Engine Optimization (SEO)

On-page SEO is one of those areas where we could spend days, weeks, or even months discussing and still have more to talk about. Although it can be complex, there are certain areas of SEO that can be easily controlled and updated on your website.

All website pages have the option of having a meta title, meta description, and meta keywords added into the header of each page. Two of the most important pieces of on-page SEO is the meta title and the meta description.

This is what Google may also use to display in the search results.
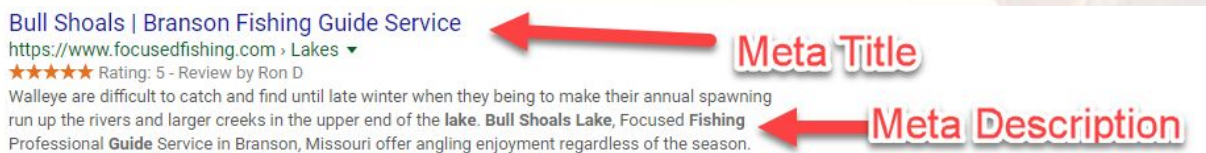
Meta Title

Your meta title is the back end page title that you give your page to tell the search engines what your page is about. Many times we see a homepage of a website with the title "Home". This is the first indicator that no SEO has been performed on a website.
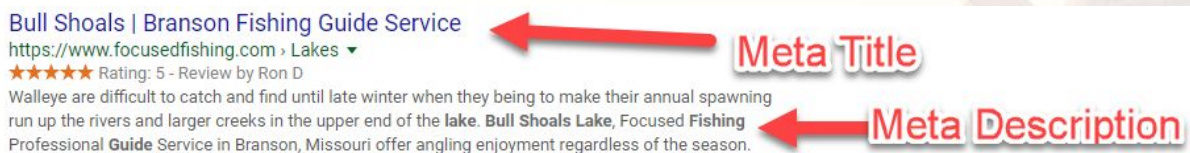
Your title, on all pages, should include a keyword/keyphrase, city, or location. You can also include your business name and would definitely want your business name included in the homepage title.

Using our Bull Shoals fishing guide for example, their homepage title may be something like "Bull Shoals Lake Fishing Guide". This is much more descriptive than "Home" as your homepage title.

Meta Description

The meta description is more of a sentence structure rather than keywords and a business name. You do want to use your targeted keyword in the meta description to let the searches know what the page is about but you want the sentence to sound natural and descriptive.

Again here is an example:

Many Content Management Systems (CMS) like Wordpress have plugins available to help optimize these areas and give your website pages the best chance to rank well.

One of our favorites for Wordpress is the Yoast SEO plugin-https://yoast.com/wordpress/plugins/seo/.

Optimize these areas and you will see movement in your rankings.

4. Calls to Action

What do you want customers to do?

This can be one of the most skipped steps when it comes to building websites and web pages. Calls to Action allow you to tell your customers exactly how to take the next step in your process.

Every page of your website should utilize some sort of a call to action. These can be as simple as a contact button, get a quote, call today, fill out a form or some sort of way giving your customers an option to contact you in some way.

One of the biggest mistakes we see is not linking your phone number for mobile clicks to call. This allows users to simply click on your phone number on their phone to call your business. Don't make them search for your phone number!

This can easily be done by using a small bit of html or linking the text number on your webpage. Use this quick html code to link a phone number:

`<a href="tel:1-847-555-5555">1-847-555-5555</a>`

5. Off-Page Search Engine Optimization (Backlinks)

Off-page SEO and backlinks are one of the most difficult parts of optimizing your website, but is <u>one of the most essential pieces of ranking well in the search engines</u>.

What is a backlink?

A backlink is any website on the internet that links back to you. The more important/relevant those websites that link back to you, the more relevant/important you become. This is how Google really works at its core. Google knows that if more people are talking about a website and linking to it, the content must be pretty relevant which will make it rank higher.

Getting links is a slippery slope and there is no shortcut. The shortcuts can get you penalized by Google and harm your website in the long-run.

Those shortcuts might include buying hundreds of links from someone on the internet that promises you will be #1 on Google. Unfortunately there isn't a shortcut to get to the top spot, it is a slow and steady process that will get you there and keep you there.

There are multiple ways to get backlinks from websites. Here are just a few:

- Create high quality content and promote it through social media outlets
- Guest blogging on other websites
- Requesting links from webmasters
- Find competitor backlinks (spyfu.com)
- Get interviewed by news outlets and journalists
- Promote your content on social media for others to link back to

Internal Links

You can also build links within your own website (internal links). By taking a keyword in an article and linking that text to another page within your website can also be considered a backlink that can help you in the search engines.

For a deeper look at backlinks and internal linking here are some additional resources:

- https://moz.com/learn/seo/internal-link
- https://yoast.com/internal-linking-for-seo-why-and-how

Again, this is one of those areas that may need some additional research to dive in correctly. If you come across a shortcut, use extreme caution, or better yet, just run.
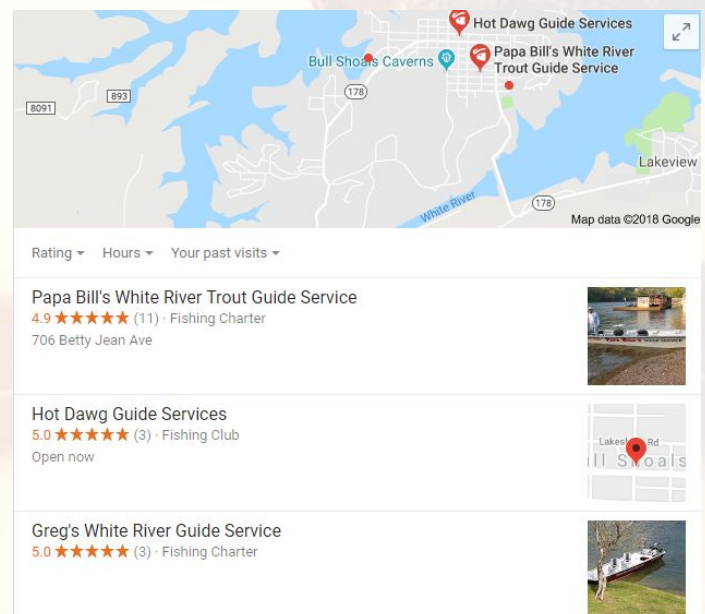
6. Google Maps Business Listing
Easy pickins' to boost your business

If you haven't listed your business on Google, stop what you are doing and go to https://business.google.com/create.

Having your listing on Google is one of the easiest ways to let Google know you are there and a relevant business. Plus when you completely fill out all of your information, add images, and choose the right categories to list your business, you can now show up in the map listings on Google.

These map listings see millions of clicks a day and not being listed just means you aren't part of the map search results. Why would you not, it is completely free!

Filling out your information is where most businesses stop. There are additional things that can be done to help you rank higher in the map search results. Here are some additional tips.

#1 Keep Google and all business listings consistent.

When listing your business online you will be entering your business name, address, and phone. You want these to be consistent across all listing websites. (More on this later)

#2. Claim your business

Claiming your business ensures that you have access to your business information and are the owner of the business listing. Extremely important!

#3. Completely fill out your profile

You want to be sure to completely fill out all information for your business including payment types, hours of business, and any other fields that you can possible add information.

#4 Add images to your profile

You want to add multiple images to your profile. Images will help your business stand out and show customers more about your business than just plain text.

#5 Start getting customer reviews

Reviews are a huge part of your map listing that can set you apart from your competitors. Who would you call, the business with 2 reviews, or the one with 227 positive reviews?
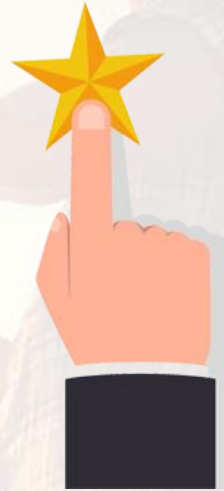
7. **Reviews**

What are people saying about your business?

Reviews have been know time and time again to make or break a business. Customer reviews are looked at by consumers as a very reliable indicator of how good or bad a business really is.

⭐ ⭐ ⭐ ⭐

By building up your positive or 5-star reviews you are building up your brand and reputation at the same time. The negative reviews can do exactly the same in the opposite direction.

92% of consumers now read online reviews and 40% of those consumers form an opinion by reading just 1 to 3 reviews about a business.
(https://www.vendasta.com/blog/50-stats-you-need-to-know-about-online-reviews)

One of the most important review locations is on Google Maps. Google has not made it easy to find your actual review url, but we have the answer on how to get your exact link right here.

Go to: http://elemenoweb.com/link-google-review-page/

8. Business Directories
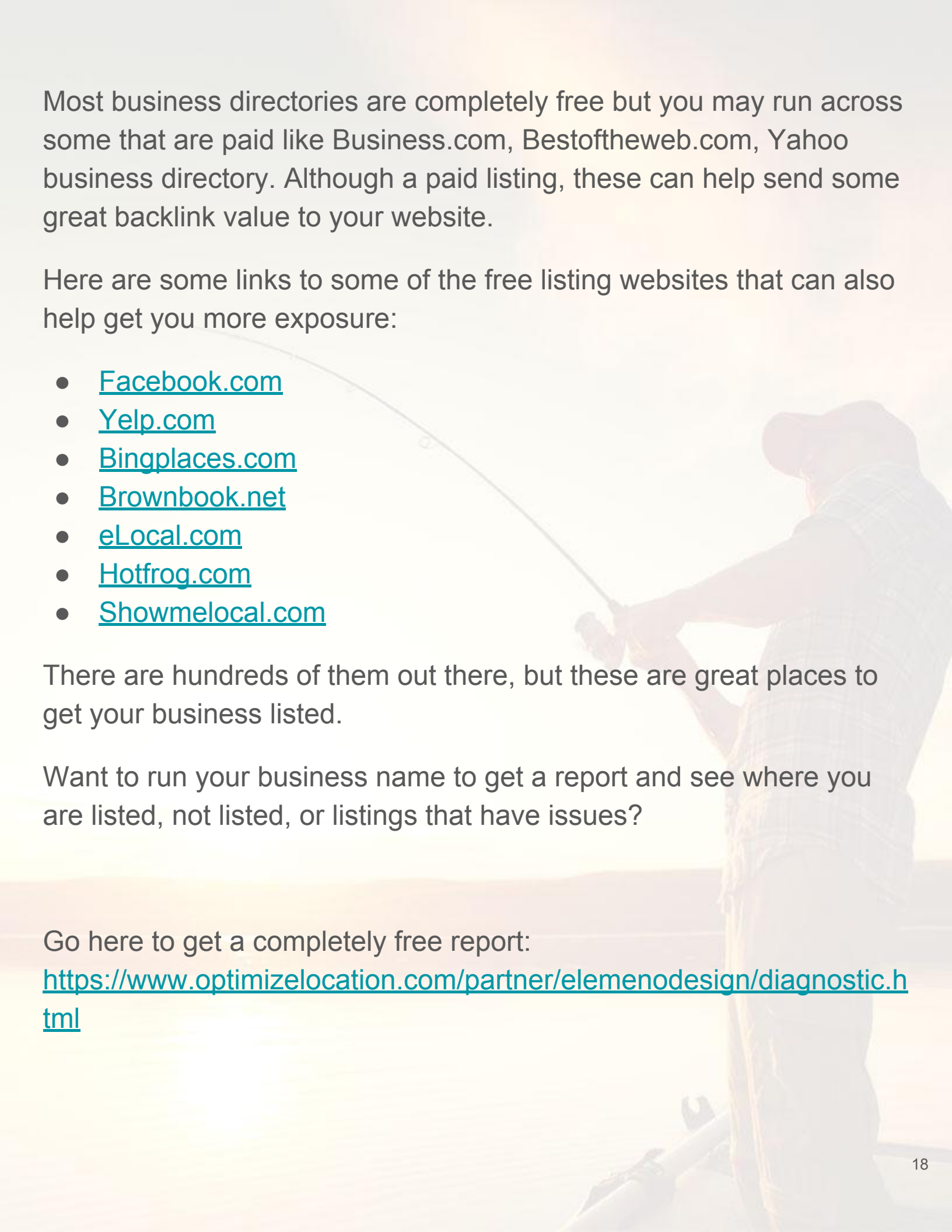
Free and paid places to list your business

Along with your listing on Google you want to be sure to have multiple business listings around the web. The most important factor for these listings is to be completely consistent in the way you enter your business information.

When listing your business online you will be entering your business name, address, and phone. You want to have these listings be the same down to having Drive or Dr., Street or St., Incorporated or Inc., be the same on all of your listings.

Keeping everything consistent will create your business as a larger entity online because the search engines can see that the business information is the same across the board.

You also want to have your address information be listed and consistent on your own website as well.

Most business directories are completely free but you may run across some that are paid like Business.com, Bestoftheweb.com, Yahoo business directory. Although a paid listing, these can help send some great backlink value to your website.

Here are some links to some of the free listing websites that can also help get you more exposure:

- Facebook.com
- Yelp.com
- Bingplaces.com
- Brownbook.net
- eLocal.com
- Hotfrog.com
- Showmelocal.com

There are hundreds of them out there, but these are great places to get your business listed.

Want to run your business name to get a report and see where you are listed, not listed, or listings that have issues?

Go here to get a completely free report:
https://www.optimizelocation.com/partner/elemenodesign/diagnostic.html

9. Online Video
You don't have to be Spielberg

Unless your website visitors have crazy speed-reading skills, it is a safe bet that they digest information they see and hear faster than information they read. Because of this, a custom video is a great way to get your message across in a format visitors will quickly and easily digest.

Luckily you don't need a production team and expensive cameras to create a video for your website. The phones in our pockets or the cameras built right into our computers can be enough to create a simple video that can get your message out there.

According to HubSpot, here are a couple of interesting things to think about when considering video for your business.

- Embedding videos in landing pages can increase conversions by 80%.
- 90% of customers report that product videos help them make purchasing decisions.
- 64% of customers are more likely to buy a product online after watching a video about it.

These are just the tip of the iceberg when it comes to what how video can enhance the view of your business online and increase sales.

What are the benefits of utilizing video for your business?

- You instantly become more personable
- It can motivate customers to take action quicker
- You can demonstrate your expertise
- You can show your creativity
- It is inexpensive marketing
- You can reach more of your target audience
- It's entertaining for your viewers

The biggest question that always comes to mind is how and where to get started. Here are some great resources that you can use to make the world of video easier to tackle.

- Video creation- https://www.wevideo.com/business
- Screencast videos- https://screencast-o-matic.com/
- Video editing- https://clipchamp.com/en/video-editor
- Free video creator- https://biteable.com/
- Facebook videos- https://www.shakr.com/
- Simple video creator- https://animoto.com/

There are plenty of options to get your videos moving. Don't let paralysis of analysis keep you from jumping into the video world. You have to take that first step to start learning what works and what doesn't.

So start connecting with your customers through your videos today!

10. **Page Speed**

I'm waiting...but not for long.

We saved the technical stuff for last, but don't get the wrong impression and think this isn't incredibly important and can really make or break your online results.

With the impatient world we live in you only have a few seconds for your website to spring up and present your message. If it is taking anything more than those few seconds your customers will be bouncing right along to the next website.

Here is an excellent infographic that Kissmetrics created displaying how loading time can affect your bottom line-
https://blog.kissmetrics.com/loading-time/?wide=1.

How do I check my website speed?

Slow loading times can be caused by many different causes. Typical culprits include; large image sizes, javascript issues, http requests, image compression, no caching, unclean code, and even bad hosting service.

There are free online programs out there that will analyze your website and show you exactly where the issues are coming from.

Use any of these, as many times as you want at no cost. These resources are out there to help you see what fixes need to be made to increase the loading speed of your website.

- https://developers.google.com/speed/

- https://tools.pingdom.com/

- https://gtmetrix.com/

Some of these items can get a little technical so don't hesitate to contact a professional if you need assistance or do some additional research to make these updates to your website.

Here is also a great resource to learn more about page speed and how it can affect your website:

https://moz.com/learn/seo/page-speed

Having a fast loading time will absolutely help your customers and your rankings in the search engines. Don't let this one fall off the radar when it comes to perfecting your website.

Thank You!

We appreciate you downloading our ebook and more importantly hope you learned some new information that will benefit your business.

We promise that if you take the advise in this guide it will absolutely benefit your website and online marketing.

Thank you again for reading our guide!

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About Elemeno Design

Elemeno Design is based just outside of Kansas City, in Liberty, Missouri. We provide website design and online marketing services to customers all across the US.

If you ever have any questions about implementing any of the information in our guide, don't hesitate to give us a call at **816-476-7776** or contact us any time at http://elemenoweb.com/contact/.

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