

# Build Your Web Visibility

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**We'll cover:**

## **1 Getting Ready for Google**

- Content creation
- Practice the follow up
- Use signature feature in emails
- Directories
- Build your website
- Use social media

## **2 Google**

- Spiders
- See if your site has been crawled
- Submit Updates
- Webmaster Tools
- SOE's
- Google Places
- Google Business photos

Web visibility is absolutely necessary for the connected internet savvy consumers who often choose businesses based on websites and google searches.

It can be easy to get lost in complicated terms, services, and Google infrastructure.



Here at EPL

# Getting Ready for Google



**“Whoever you are and whatever you do, your number one job is to build your *credibility* on the Internet through native *content* and social *connections*.”**

MATTHEW CAPALA The Next Web

The best way to have your information, and presence be found is have valuable, relevant, and interesting content on your website, blog, or profile.

**This includes:**

Having a professional looking webpage and url “ends in .com or .org”  
Updated information and content (stories, posts, etc.)

This will also make it much more likely that other websites will link content to your website – making it much easier to find!

## TO have a website you will need

- Web hosting
- Domain name

Web Hosting stores your files and often provides templates to work in.

A Domain name is simply the address someone enters or finds through a search engine to point them to your hosted website .There are plenty of places to get both free domain names and free webhosting options but most of the time they will include the service name in the URL i.e. [www.library.blogspot.com](http://www.library.blogspot.com)

This can look unprofessional and show users that you are unwilling to spend or unfamiliar with internet trends and practices

If you have a blog, a yelp page, or anywhere your service is being reviewed it is often an important to interact with users on a site. This is most important for questions on a blog post or business page, and also especially important when responding to bad reviews. A bad yelp review can be turned into a potentially positive interaction with a message trying to rectify the situation. Remember to use your best judgment and never act out of haste or emotion. A nasty or rude comment can severely damage a brand.

etc. while we waited. When the paperwork was ready, Jayson left and Donald (the finance person) came out to greet us. Donald helped us carry our things back to his office and thoroughly explained all the options, and benefits of each, we had available to us.

All staff were extremely knowledgeable, respectful, and made buying a car about the easiest thing we have done. We drove from over 250 miles away and I would do it again in a heartbeat. This was about as pleasant an experience as you could have buying a car. I would recommend this dealership and this staff to anyone.

Was this review ...?



Useful



Funny



Cool



Comment from Frank C. of San Francisco Toyota  
Business Manager

12/4/2014 · Hi Anthony,

Thank you for visiting San Francisco Toyota and taking the time to write this outstanding... [Read more](#)

Depending on the business, field, or community, there are often several different online directories which list services and websites.

These directories are typically run by outside/for-profit groups or individuals and can be submitted to for inclusion.

Making sure your website or business is included in relevant online directories helps both users and google/other search engines find your page.



## Law Offices

<http://lawyers.findlaw.com/>

<http://www.martindale.com/>

## Doctors

<https://www.doctordirectory.com/hcp/physician/landingpage.aspx>

<http://doctor.webmd.com/>

<http://www.healthgrades.com/specialty-directory>

## Car Dealers

<http://www.autoblog.com/car-dealers/>

<http://www.new-car-dealerships.com/>

<http://www.autodealerdirectory.us/>

We have briefly mentioned social media throughout but the ability to interact and advertise with users directly is increasingly important to businesses. In addition like a website, social media can be an indication of how professional a business is. A lack of social media or poorly run social media can indicate to consumers a lack of professionalism. While we won't have time to go into social media consider making social media pages or profiles for the following sites:

### **Extremely Important**

- Facebook Page
- Google Business
- Yelp

### **Less Important but beneficial**

- Google+
- Twitter

**\*\*If you don't have the time to create a page, specialists suggest reserving accounts so that businesses with the same or similar names can't take them**



# Use Social Media

Maintaining a social media presence is extremely time consuming however. Thankfully there are several sites which allow you to post content in a delayed fashion – meaning that you can write several posts and set the date in which you want them to be posted and the they will automatically be put on your social media sites/pages.

Popular Social Media Management Sites include:

- **Buffer**
- **Hootsuite**

# Google



In order to categorize and find websites on the internet Google uses 'Spiders' to "crawl" the web. What that means is tiny programs which scan websites for keywords and information to then display in search results. Obviously we'll want our sites to show up and be found by Google's Spiders.



To check if your site has been searched enter your site name with the **‘site:’** before the domain name

As an example:

“site:www.yourdomain.org”



Has Your Site Been Searched

Google search “add your URL”

Or go to the Google Webmaster page  
<https://www.google.com/webmasters/>

By linking your website Google offers a variety of tools to better make your website visited and available

**\*\*Note** you will need a Google account to perform these operations

## Webmaster Tools

Webmaster tools include:  
Analytics about search traffic, a  
more detailed report about  
Google Spider crawling, Security  
Issues, along with location  
settings

### Site Dashboard

Site Messages (1)

- Search Appearance ⓘ
- Search Traffic
- Google Index
- Crawl

Security Issues

Other Resources

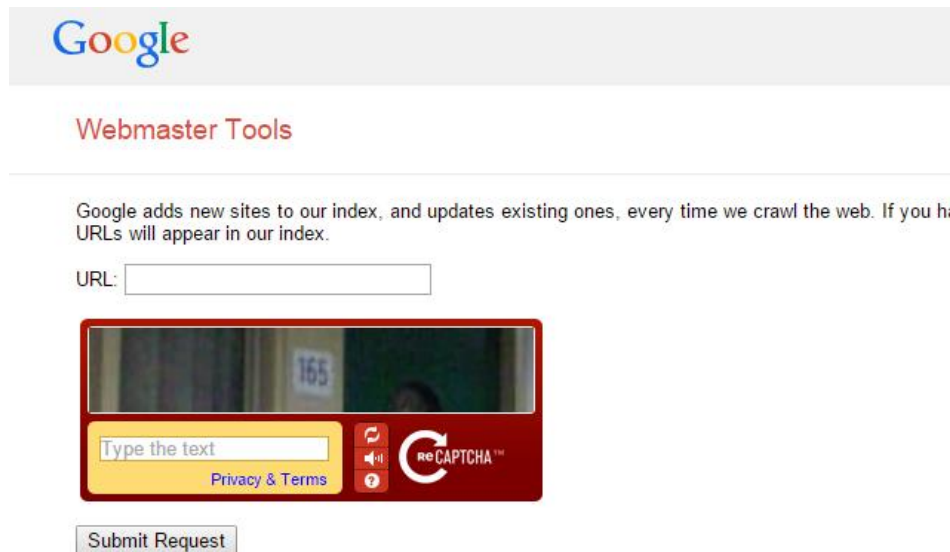


If your website is not showing up in Google searches or has been updated recently

Google search  
“Submit URL”

Or go to  
<https://www.google.com/webmasters/tools/submit-url>

You can then submit a page to be crawled





Google

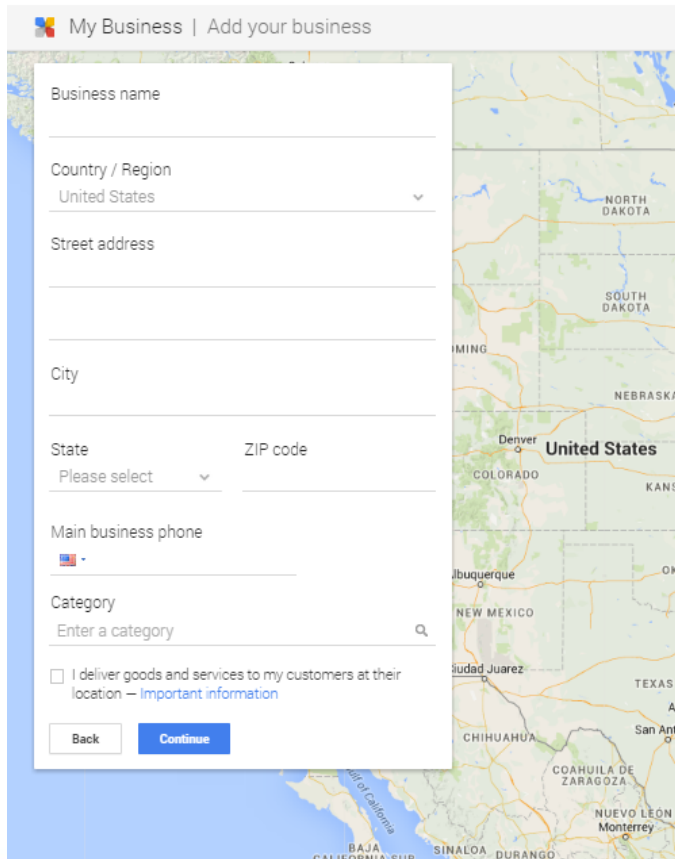
### Webmaster Tools

Google adds new sites to our index, and updates existing ones, every time we crawl the web. If you have new URLs, they will appear in our index.

URL:

[Privacy & Terms](#)

Google has now also combined all it's business offerings into a single location

A screenshot of the Google My Business 'Add your business' form. The form is overlaid on a map of the United States. The form fields include: 'Business name' (text input), 'Country / Region' (dropdown menu showing 'United States'), 'Street address' (text input), 'City' (text input), 'State' (dropdown menu showing 'Please select') and 'ZIP code' (text input), 'Main business phone' (text input with a country code dropdown), 'Category' (text input with a search icon), and a checkbox for 'I deliver goods and services to my customers at their location' with a link to 'Important information'. At the bottom are 'Back' and 'Continue' buttons.

Search for your business or manually add it, to have Google display your business on Google Maps and in Google Searches.

For business full features go to:  
<http://www.google.com/business/>

# Intermediate Word

Saturday December 13<sup>th</sup> 10:00 a.m.

# What's New With iOS 8

Monday December 16<sup>th</sup> 7 p.m.



Join us next time for

[http://www.optimum7.com/internet-marketing/wp-content/uploads/2011/09/eye\\_spy500-300x205.jpg](http://www.optimum7.com/internet-marketing/wp-content/uploads/2011/09/eye_spy500-300x205.jpg)



# Images From

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