

Map to the TOP OF GOOGLE

STEP BY STEP PROCESS

4 GA4 TRACKING WEBSITE • CONVERSIONS

- Track the performance of your website to learn and improve
- See where the visitors are coming from to focus on in your marketing plan
- Conversions are important actions to know a user is interested in your business

2 GOOGLE MY BUSINESS • NAP CONSISTENCY

- Verified Google Business profile boosts local search visibility, reaching more potential customers.
- Consistent NAP (Name-Address-Phone#) builds trust with search engines and consumers, confirming your business's legitimacy.
- Optimized Google profile drives visits and conversions by providing essential business information.

1 DISCOVERY YOUR KEYWORDS

- Know your audience (in detail)
- What do they search for when looking at your types of services/products
- Research and prioritize popular search queries

3 WEBSITE • PAGE TAGS

- Set up title tags and meta descriptions with one focus keyword per page
- Ensure that your website loads quickly, includes links, and has engaging content

7 YOUTUBE VIDEO CONTENT

- Take advantage of the opportunity to share your business authentically
- Create videos that explain your business and the questions you typically get asked by customers
- Using a blog post topics to develop a video is a great way to repurpose your content
- Optimize your YouTube channel and also put your videos on your website

6 CREATING • OPTIMIZING BLOG POSTS

- Adding new pages (aka blog posts) to your website will give you more keywords to rank for.
- Creating one new blog post per week will keep Google coming back to your website to see what new things they can learn about your business

5 SC INDEX AND TRACK RANKING

- Indexing your website with Google Search Console will bring Google to you
- Watch your organic performance and ranking.

