

GOOGLE & WEBSITE OPTIMIZATION

Here are a few tips to keep your online presence relevant. The community can support your business online, by leaving reviews and giving you a star rating. Keeping up with these reviews and relevant information on your accounts is important.

Manage *GMB*:

(Google My Business, hover over a GMB and head to your account)

- Sign into the account associated with your *GMB* (Google My Business) profile, the business overview while searching in Google)
- Create an account if you do not have a *GMB* (Google My Business) page and follow set up steps
- Update photos and business hours if needed
- Update company overview to reflect the current status during COVID-19
- This keeps your business relevant in the eyes of Google and maintains your online presence.

Managing Google Reviews:

- Sign into *GMB* account associated with your business
- Click the three lines in the top right-hand corner of the page and click “Manage Reviews”
- Click “View & Reply”
- Select the review you would like to respond to, once written click “publish”
- Keep the community updated with specials or business offers.

Website Updates SEO (Search Engine Optimization) :

- Maintain updating content on your website to allow relevant content showcase to your customers/cliental. Using keywords that are relevant to your industry. (example: Plant Store Downtown Kitchener, Hotel in Downtown Kitchener, restaurant in Kitchener)
- Keywords should be placed within the content in an organic manner (allowing the viewer to read naturally, rather than it reading like a robot typed it)
- Keywords per page: Average 3-5
- Word Count per page: Average 250 - 500
- Maintain updating blog posts (if your business has a blog)
- Introduce a new page (example: Q&A page, about the business, specialty info, menu, online shopping portal, etc.)
- Maintain internal linking throughout your website, easy navigation will mean that your viewer will have a higher chance to return to your site. (example: have a linked word keyword that can link your about us page, back to your home page, a product or service overview linked specifically linked to that product or service)
- Build an online shop and link back to your website and vice versa