

How To Get More Google Exposure
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Google Exposure

How Google's Search Results Work

The first step to getting more exposure for your business from Google, is to fully understand how Google's search results work. So let's get started!

Google Search Result Basics

Google's search results are primarily made up of three separate areas:

1. **Paid Search Results** (also known as AdWords or Pay-Per-Click) – This is how Google makes their money, by allowing companies to bid on specific search terms in order to have their site show up in the paid search area of Google's search results when users search those terms.
2. **Organic Search Results** – The organic search results are generally what shows up directly under the paid search results. The sites that appear in the organic search results, and their order, are determined by Google's search engine.
3. **Local Search Results** – When searching for terms that are related to companies and other types of organizations you will often (but not always) see a third type of search result, the local search results. Like the organic search results, the sites that show up in the local search results and their order are determined by Google's search engine.

Here is what each looks like:



ny plumber

Web Images Maps Shopping More - Search tools

About 6,440,000 results (0.30 seconds)

Ads related to ny plumber

Plumber Services 1 (845) 228 1052
www.rotorooter.com/Plumbers
Official Site. Our Expert Plumbers Are on Call 24/7. Call Now!
Roto-Rooter Plumbing & Drain Service has 367 followers on Google+

Plumber Queens 1 (718) 354 8013
www.queensplumbingandsewerroooter.com/
Fast 30 Minute Service! Call Us. 24/7 Service. Free Estimates.
Sewer & Drain Services - Emergency Service - Heating Repairs

Drain and Sewer Cleaning 1 (877) 978 9169
www.johnnydrain.com/
Discount Inspections on pipes Sewer water jet cleaning 4000 p.ci
Map of 142-30 Sanford ave, 4A, Flushing, NY
(846) 260-8488 - Directions

New York City Plumbing Services, N.Y Plumber
www.aatotalplumbing.com/ +
New york city plumber, specializing in sprinkler systems, commercial and industrial plumbing.

Best New York Plumbers | Angie's List
www.angieslist.com › Local Reviews › NY › New York +
Find Plumbers in New York. Read Ratings and Reviews on New York Plumbers on Angie's List so you can pick the right Plumber the first time.

New York » Home Services » Plumbing - Yelp
www.yelp.com/c/nyc/plumbing +
The Best Plumbing in New York on Yelp. Read about places like: Hub Plumbing & Mechanical, Richard Haviland, Friedman Irwin & Son Inc, Handyman to Help ...

Plumbers New York
www.plumbers-new-york.com/
2 Google reviews

Fred Smith Plumbing & Heating Co
www.fredsmithplumbing.com/
Score: 24 / 30 · 28 Google reviews

Plumbing NYC
www.plumbingnyc.co/
6 Google reviews

A 340 E 62nd St
New York
(917) 283-2929

B New York
(212) 744-1300

C 88 Greenwich St
New York
(212) 671-1185

← Paid Results

← Organic Results

← Local Results

The great thing about the organic and local results in Google, is that the traffic that comes when your site shows up in these two spots can be significant, and is completely free to your small business. There are two primary ways that Google determines what sites show up in the organic and local search results:

On Page Ranking Factors

The first is what is known as on page factors. This would be things like what the overall subject of a website

is, its domain name, what the title of the page is, and what words are included in the link of that specific page (for example www.xyz.com/ny-plumber might have a better chance of ranking for the term “NY Plumber” than if the same page did not have “ny plumber” in its link).

The great thing about on page ranking factors is that they are completely within your control. If you have a WordPress site and have installed the free [YOAST SEO Plugin](#), then it will give you a checklist for every page on your site to make sure that the page is setup correctly from an on page ranking factor standpoint. (If you want to know more about building a website for your small business see our [free guide here](#)).

Off Page Ranking Factors

Off page ranking factors are everything that Google uses to rank sites in their search results that are not in your direct control. There are many different types of off page factors but by far the most important is what other sites are linking to your site, and how high the quality and relevance of those sites are in Google's eyes.

So for example in the organic results, a link from the NYTimes.com is almost always going to get you a higher ranking for a specific keyword than your listing in the online review site Yelp. For the local results however, this is not always the case. The link from Yelp or other similar sites like Angie's list, or Citysearch generally will have your address and phone number in it as well as possibly some reviews of your business. This gives Google some very detailed information that it can use in its local search ranking algorithm which can boost your results.

Start with Optimizing for the Local Results

Assuming your business has a local presence there are three powerful reasons to focus your small business website efforts on ranking highly in Google's local search results first:

1. If you are not coming up in the local search results and your competitors are, then you are likely losing customers as a result.
2. Many of the on page tweaks you make, and the links you get to help you rank higher in Google's local search results, will help you rank better in the organic results as well.
3. Many of the sites like Yelp that you add your business to in order to rank better in the local search results, will themselves rank in the organic results when people search for your business or businesses like yours. For example, if you search the name of a popular restaurant in your town, it is likely that both their own site as well as their review pages on several other sites will show up in the organic search results.



How to Setup a Google Plus Page for Your Small Business

Now that you understand how Google's search results work, the next step is to setup your Google Plus page. To help make sure you don't miss anything we have created a handy checklist which you use as you read through this section and can be found at the end of this section.

Why Google Plus?

Google Plus is different from other social networks like Facebook because it is integrated into all of Google's products and services. This includes Google Search, which makes Google Plus the most important third party site to set up correctly for small businesses. By setting up and optimizing your Google Plus Business Page correctly, you make it easier for your current and prospective customers to find you, and get free Google search traffic to both your Google Plus Business Page and your website.

Google Plus Profiles vs. Pages

There are two things that you need to set up in order to get your business on Google Plus:

Google Plus Profile: A Google Plus profile is your personal Google account. If you have a Gmail account (Google's free email service), then you can create your Google Plus Profile by logging into your Gmail account and then clicking on your email in the upper right hand corner of your screen. If you do not have a Gmail account, then you can setup your Google Plus profile by clicking the "Create Account" button in the upper right hand corner of [this page](#) and filling out the requested information.

Google Plus Page: A Google Plus Page is how businesses, brands and organizations create their presence on Google Plus. Google Plus Pages are connected to your Google Plus Profile.

How to Setup a Google Plus Page for Your Small Business

Setting up your Google Plus Business Page is pretty straightforward but there are some tips we can give you which will increase your chances of showing up in Google's search results when people search for products and services that are related to your business.

Once you have logged into your Google Plus profile, click the Google Plus button in the upper right hand corner of the screen. This will bring up a menu with several different options. Click on "pages" and then "create page".

First Select your type of business. Most small businesses are going to fall into either the "local business or place" category or the "product or brand category". If you have a physical location where customers come



to, then you always want to chose local business or place. If your product or service is purchased online only, then you can choose the “product or brand” category.

Once you select your category you will be taken to a page where you can enter your business information.

You want to make sure you use the exact same format for your business name, address and phone number as you do on your firm’s website.

After clicking next you will have the opportunity to upload 2 photos:

1. **The cover photo.** This is the large photo that goes across the top of your page. Once you have uploaded your cover photo by clicking “add cover photo” you will have the opportunity to crop or re-size the image on the next page. Since the cover photo is so large, if you use a small image it is going to become fuzzy. For this reason try and chose an image which is as large as possible.
2. **The profile photo.** This is the circular area next to your business name. Generally this is where you will upload your logo by clicking anywhere in the white circle. The best image size to use here is 250X250. If you need to re-size your image so it fits, you can do so for free by using lunapic.com. Just upload the photo there, then click edit and then re-size at the top of the page.

Next you want to click the “Edit Business Information” button where you can enter your business hours and add your business description. When adding your description you want to think about the types of terms that people might be searching in Google when looking for your products and services. Use these terms in the description in order to increase the chances that your page will show up in Google’s search results.

Verify Your Business and Link Your Website To Increase Search Traffic

If you are a local business, then you will have a verify business button under your edit business information button on your Google Plus Page. Click this button and Google will mail a pin number to your business address. When you receive the pin number you enter using the same verify button on your Google Plus Page which will prove that you are the legitimate owner of the business. This is important, because Google gives much greater weight to verified pages in their search results. Once you have done this you should see your Google Plus Page show up on the right hand side of the Google Search Results when you search for your page. It looks like this:



ny plumber

Web Images Maps Shopping More Search tools

About 6,470,000 results (0.45 seconds)

Ads related to ny plumber

[RR Plumbing Roto-Rooter](#) 1 (845) 228 1052
www.rotorooter.com/Plumbers
Official Site. Our Expert Plumbers Are on Call 24/7. Call Now!
Roto-Rooter Plumbing & Drain Service has 387 followers on Google+

[Plumber in Queens](#) 1 (718) 354 8013
www.queensplumbingandsewerroooter.com/
Fast 30 Min. Service In Queens. Call Us Today For A Free Estimate
Sewer & Drain Services - Emergency Service - Heating Repairs

[24/7 Manhattan Plumbing](#) 1 (718) 474 5050
www.24-7sewer.com/
Emergency Plumbing Service. Got Sewer Trouble? Call Us Now!

[New York City Plumbing Services, N.Y Plumber](#)
www.aaatotalplumbing.com/
New york city plumber, specializing in sprinkler systems, commercial and industrial plumbing.

[Best New York Plumbers | Angie's List](#)
www.angieslist.com > Local Reviews > NY > New York
Find Plumbers in New York. Read Ratings and Reviews on New York Plumbers on Angie's List so you can pick the right Plumber the first time.

[Rochester, NY Plumber | Roto-Rooter Plumbing & Drain Services](#)



Plumbers New York

Directions Write a review

Address: 340 E 62nd St, New York, NY 10065
Phone: (917) 283-2929
Hours: Open all Thursday. - See all

Reviews
3 Google reviews
More reviews: [insiderpages.com](#)

Feedback

Regardless of whether you are a local, online, national, or international business, everyone should link their website to their Google Plus page. Similar to verifying your business, linking your website makes it more likely that you will show up in Google's search results when your customers search for your business and the products and/or services you sell. You can find instructions on how to do this [here](#).



Top 10 Google Plus Resources for Small Businesses

1. [The Most Comprehensive Introduction to Google Plus For Businesses There Is](#) - Everything you need to know from what it is, to how to set it up, to how to share content, to how to get followers and more. If you are looking for the ultra in depth guide this is it. If that's not enough for you then the author Martin Shervington has a full free 6 week Google Plus course which you can find [here](#). Also be sure to [join his free Google Plus community](#) to keep up with all things Google Plus!
2. [How to Set Up & Optimize Google Plus Local Business Pages](#) - If you have read our article on [Google Plus Basics](#) and want a bit more detail then this is the place to start.
3. [How to Choose the Best Categories for Your Google Plus Page](#) - Don't know what categories to choose for your page? Go here.
4. [How to Get Your Picture to Show up with Links in Google Search Results](#) - If you do much searching on Google, you will notice that some search results have a picture of the author that shows up in the results along with the author. This draws additional attention to those results and therefore makes it more likely that people will click on them. Here's how to connect your Google Plus profile so you can have your picture show up as well.
5. [Search Engine Optimization Using Google Plus](#) – Another super in depth guide also by Martin Shervington.
6. [In Depth Video on Google Plus Cover Photo Design](#) - Want some advice on how to develop the best cover photo for your page? Go here.
7. [How to combine your Google Local and Google Plus business page](#) – Does your business have two Google Plus pages that you want to combine? Go here.
8. [How to Add Google Plus Page Endorsements to Adwords Ads](#) – If you work with Google Adwords you can have your star ratings show up in your ads which, assuming they are good, can increase your click through rate substantially. Here's how to do it.
9. [How to Setup Multiple Business Locations in Google Plus](#) – Does your business have more than one location? This is the article for you.
10. [For Businesses Who Cannot Receive Mail at Their Physical Address](#) – how to verify your Google Plus page if you cannot receive mail at your physical address.



6 Steps to Ranking Your Site in Google's Local Search Results

Now that you have setup your Google Plus page its time to start ranking your site for more exposure from Google. Here are the steps to follow:

Step 1: Do Your Local Keyword Research

Keywords are the words and phrases that customers type into Google when looking for your business, and/or the types of products and services your business offers. By signing up for a [free Google Adwords account](#) you get access to Google's keyword tool (under the "tools and options menu" once logged in) which gives an approximate number of searches that a particular keyword gets in a given month.

There are some important things to keep in mind when you are doing keyword research:

- Think about things from the customers perspective. Stay away from industry jargon.
- Select the "exact search" option on the left hand side of the keyword tool for the most accurate picture of the approximate number of searches.
- In bigger cities it is going to be very hard to rank for the keywords that show the most searches in Google's keyword tool. It is therefore often better to go after "long tail keywords". For example in NYC it is going to be easier to rank for the term "Brooklyn Sedation Dentist" than it will be to rank for "NYC Dentist".

For more on how to come up with a good list of keywords for your business [watch this video](#) from Brandon at [Soldwithvideo.com](#). For a step by step guide on how to use adwords for local keyword research see [this article](#) from Casey Meraz over at Moz.com.

Step 2: Optimize Your Google Plus Business Page

Rework the tagline and about us section of your Google Plus page so that they include your keywords.

Don't just put a list of your keywords, Google is smarter than that. As long as it flows naturally however you should be able to include at least your top 5 keywords in these two sections if not more. Also keep these keywords in mind when saving images and videos (use them in the file name when relevant) and the titles/descriptions you use when uploading those images and videos to your Google Plus page.

Step 3: Optimize Your Small Business Website

There are a few key things with how your website is setup that you want to make sure are in place so that it ranks highly in Google's local search results:



- Make sure that every page of your site has your business name, address and phone number with local area code.
- Make sure the above information is in text and not an image so it can be seen by Google.
- Check whois.com to make sure your website is registered to your business address.
- Whenever possible include your location in your websites 70 Character [title tags](#).
- Put your primary keywords, areas your business serves, and phone number in your 165 character [meta descriptions](#).
- Use [Yoast's SEO WordPress plugin](#) for this to easily modify your title tags and meta descriptions.
- Embed a google map on your "contact us" page by searching for your business on [Google Maps](#) and then clicking the link icon at the top left to get the embed code.

Step 4: Get Structured Citations

Once you have completed the first 3 steps, Google should know what terms to rank your small business website and Google Local page for. Now you need to increase the chances that your site will show up in the first results for your keywords. The primary way that you do this is by obtaining links and citations to your site.

Structured citations are when your business is listed in places such as business directories and internet yellow pages. Often times structured citations include a link to your website, but not always. Google looks at structured citations, and the consistency of those citations across the web, to determine things like your correct address and phone number. With this in mind you want to make sure that you are always using the same address and contact information.

Here is a list of the [top 50 directories](#) that every business should consider submitting themselves to. In addition to these national directories you also want to submit your site to local and industry specific directories. You can find these by searching google using the following format Your City + Directory and Your Industry + Directory.

Step 5: Get Unstructured Citations

Unlike submitting your site to a business directory where your full information will be placed in a structured format (structured citations) unstructured citations would be things like a mention of your business in a local newspaper article, press release, online job board etc. Unstructured citations are important because they let Google know that people are talking about your business, a key factor in ranking higher in the local results. Here are some ideas for places you can obtain unstructured citations:

- When a customer reviews your business on sites like Yelp and Google Plus Local.
- Events
- Press Releases
- Your Bio information on sites like LinkedIn.
- Charities you contribute too



For more ideas Rand Fishkin from Moz.com has a great post on the topic [here](#) and Guillaume Bouchard from SearchEngineWatch.com has even more ideas [here](#).

Step 6: Get Reviews for Your Business on Google Plus and Yelp

There are many different review sites out there, however from our experience Google Plus and Yelp are the two most important from a Local SEO ranking standpoint. So how do you get reviews for your Google Plus Local and Yelp pages?

- Don't be shy about just asking your customers for reviews.
- Ad links to your review pages from your website.
- Include please give us a review links in your emails
- Send out customer feedback surveys and then ask for reviews from those who gave you high marks.

For a good example of how to ask for a review see this post from Matt McGee at [Small Business Search Marketing](#).



13 Resources for Ranking in Google's Local Search Results

- 1. Google:** [What Determines Where You Rank in the Google Listings](#) - The three factors that are used in deciding how google ranks your site, from the horses mouth.
- 2. Search-Motive:** [Top 20 Factors that affect your google places results](#) – More detail on each of the above three factors and how you can influence them.
- 3. David Mihm:** [The 10 Commandments of Online Marketing for Small Local Businesses](#)
- 4. SearchEngineLand:** [10 Unorthodox Ideas For Local Citation & Link Development](#) – Good list wouldn't have personally thought of many of these.
- 5. Appolicious:** [iPhone Apps to Find All the Good Stuff Around You](#) – Good list you can use to make sure your company is listed in the relevant mobile apps.
- 6. Local Visibility System:** [The Definitive List of Local Citation Sources](#) – Hundreds of places you can submit your site including industry specific lists.
- 7. Bright Local:** [Citation Tracking Tool](#) - Find out where your site is listed and spy on the competition.
- 8. SearchEngineLand:** [How to Create Your Local SEO Roadmap Through Research, Benchmarking, and Tracking](#) – A super in depth guide designed for local SEO pro's.
- 9. Local Search Forum:** [A Great Forum Focused Only on Local Search](#) - small but active community who are generally happy to help with questions. Lots of great resources listed here as well.
- 10. KissMetrics:** [How to Do Keyword Research](#) – The full guide.
- 11. Web Marketing Today:** [7 Ways to Optimize for Local Rankings Using Images](#) – Including GEO tagging your images.
- 12. Get Listed:** [The Best Citation Sources by City](#) – What the strongest citation sources are for major US cities.
- 13. Get Listed:** [The Best Citation Sources by Category](#) – A list of the best citation sources broken down by type of company.
- 14. Bonus Listing:** [How To Optimize Your Business For Local Search & Social Marketing](#) – This guide is from one of our favorite sites, Quick Sprout.



How to Advertise Your Small Business on Google Search

Now that you understand how to get more exposure through Google's Organic search results, you may want to juice your results by gaining exposure in Google's paid search results. Here's how to do it:

Step 1: Signup for a Google Adwords Account

If you do not already have one, the first step is to [visit Google Adwords](#) and signup. Signing up for the account is free, you only pay when you start running ads. Also if you have bought any products from [Godaddy](#), you likely have a \$100 adwords credit. To activate that just click on your my accounts link in Godaddy and scroll down to the bottom where it says "free advertising credits".

Step 2: Decide what you want to advertise and what success looks like

The next step is to decide what the goal is with your ads. For example, a likely goal of a dentist who was advertising their site via Adwords would be to get new patients. Perhaps, even more targeted, a specific type of patient. Success in this example might be new patient appointments.

Step 3: Do Your Keyword Research

Keywords are the words and phrases that people search on Google. In order for your ads to show up in Google's search results, you have to specify what keywords you want to trigger your ad. When coming up with your keyword list, its best to start broad, and then narrow down later. Also keep in mind that you want to think like a customer thinks, which means avoiding things like industry jargon and other terms a customer wouldn't use.

Once you have come up with some ideas then login to your Adwords account, goto "Tools and Analysis" and click on "Keyword Tool". Type in the keyword that you are interested in potentially advertising for and then adwords will come back with the approximate number of searches per month for that keyword. If you click on the "keyword suggestions" tab at the top of the results, it also gives you a list of related keywords that you might want to consider advertising for along with the traffic estimates for those terms.

You can find an extensive guide on how to do keyword research [here](#).

Step 4: Setting Up Your Campaign

Next click the campaigns link from the top menu and then select create new campaign. This takes you to your campaign setup page where you have the below options:

- **Campaign Name:** I recommend starting with 1 campaign, but you may run additional campaigns in

the future to target different products and or services. With this in mind, give the campaign a name that is representative of the ads you will be running.

- **Campaign Type:** All Google paid search campaigns run on both Google's search and display ad network by default. For beginners I recommend changing this setting to "search network only" because it is more targeted.
- **Locations:** If you are a local business, you will likely also want to use the location settings option on this page. This makes it so your ads only show when someone searches Google within a specified distance of your place of business. Use the "radius targeting" option here by clicking on "let me choose" under locations, and then "advanced search".
- **Budget:** Next you need to set your default bid (the amount you want to pay per click on one of your ads) and maximum daily budget. There is a [great article and infographic](#) from Chris Soames over at Smart Insights which outlines the average conversion rates from google paid search by industry. Overall the average is around 5%. Armed with this information and an approximate estimate of how much a conversion is worth to us, you can get a general idea of how much you can afford to spend. Going back to our example of the dentist, lets say that he or she can afford to pay around \$50 to acquire a new client. Taking the average conversion rate from Google paid search of around 5% we know that the dentist is going to have to get around 20 people to click on his ad in order to get 1 new patient. By dividing \$50 by 20 we come to a good level to start with of \$2.50 a click that the dentist can afford to pay. This would be a good default bid to start with in this example.
- **Ad Extensions:** Lastly you want to setup ad extensions, which allow for things like your address, phone number, and additional links to your site. If you have [setup a Google Plus Page for your business](#) you can also show your business's Google Plus star rating in your add. Adding extensions makes your ad bigger in Google's search results and allows customers to click to call you from their mobile phones, two things which can dramatically increase your conversion rates. They also do not cost anything extra, so in most cases they are a smart idea to include.

Step 5: Write Your ads.

Now that you have your keyword ideas you can think about the type of ads that you may want to write. Going back to our example of the dentist, if he or she was looking to get patients for any type of dental work, the the ad would likely be general in nature like the below:

No. 1 Raleigh Dentist
www.raleighdentist-ashleylloyd.com/
1 (919) 828 1001
Highly Rated, Nice Lady **Dentist**
Schedule White Smiles & Invisalign
 1330 St Marys St, Raleigh, NC
(919) 828-1001 - [Directions](#)

If on the other hand this same dentist was looking for a specific type of patient, the ad may be more specific like the below:

[Cosmetic Sedation Dentist](#)

www.raleighdentist.com/

Sedation Dental Care,
For Raleigh & Cary, North Carolina.

There is a [great post from Google here](#) about how to write effective ad copy. I recommend reading the full post but the summary is:

- The headline should grab users' attention and make them aware of your offering.
- Description line 1 should spark users' interest in your offering.
- Description line 2 should develop a desire to obtain your product or service.
- And finally, the Display URL should consolidate a user's decision to take action.

There are some more great tips from Saad Kamal over at search engine journal [here](#). Once your ads start to run you will be able to see which ads are performing the best and optimize your ads accordingly. With this in mind you should come up with 3 or so ads (click the "ads" "then new ad" button), which google will automatically rotate for you so you can see which one performs the best.

Step 6: Turn Your Campaign Live, Evaluate, and Optimize

Now it's time to turn your campaign live. I recommend letting the campaign run for around a week before you make any changes, so you will have some good baseline data to work from. After observing for a week you should have a good idea of which ads and keywords are working for your business. If you have [hooked in your free Google Analytics account](#) you will also be able to see what your potential customers are doing on your site and can optimize accordingly. For more info on [optimizing ads go here](#) and for more info on setting up your Google Analytics account in WordPress [go here](#).

Thanks for reading our free guide to Google Exposure. If you have any questions as you go through the guide please feel free to email me directly at dwaring@fit-small-business.com and I am happy to answer.

Best Regards,
Dave Waring
Editor
FitSmallBusiness.com