



7 Critical Elements To Generate Business Leads Using Google Search Results



"A must read for anyone looking to generate business leads using Google search results..."



Resilient Digital

www.resilientdigital.com.au

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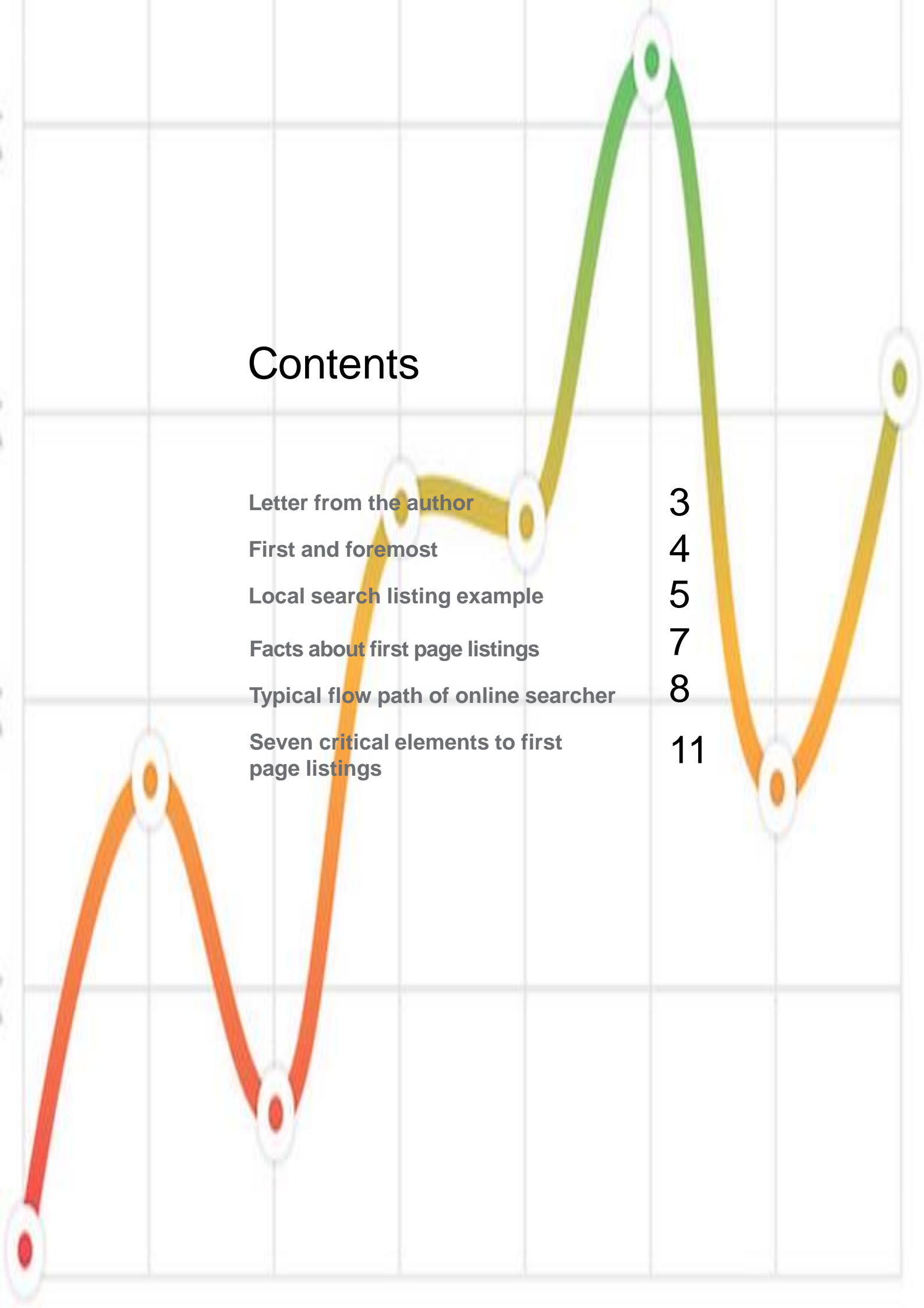
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From the Author

Hi & thank-you for taking the time to download & read our EBook - **7 Critical Elements To Generate Business Leads Using Google Search Results.**

The following recommendations can help you achieve a position on Google search results for your website to allow the opportunity for people to find your business and make contact.

Resilient Digital is a Newcastle, Australia digital marketing agency, focusing on Search Engine Optimization (SEO) and lead generation for local SME's.

We've compiled this EBook to help educate business owners and marketing professionals improve their knowledge of lead generation through Local SEO and provide useful tips to implement straight away.

If you would like further information on our lead generation & SEO services, please contact us via info@resilientdigital.com.au or call 1300 729 704



92% OF ALL MOBILE CONSUMERS USE GOOGLE WHEN SEARCHING FOR A BUSINESS

If you're taking the time to read this report you're someone that wants to take their business to the next level.

So do you want to know the exact process that will allow your business to be in front of the 94% of consumers searching online before making a purchase?

If you answered yes, then read on because this report will educate you on the strategy that will allow you to scale your business faster than any other method of marketing.

Imagine these scenarios; What if your business was generating the quality leads that you desperately need. What if you didn't have to work as much as you are doing now in order to acquire these leads.

Sound like a stretch?

Our clients use to think so too until they experienced rapid change in the quality of their leads and the reduction in time invested into advertising.

Let me explain the strategy.

It is called Local Search Engine Optimisation (Local SEO)

A process that ultimately positions your website at the top of the Google search results for specific keyword phrases.



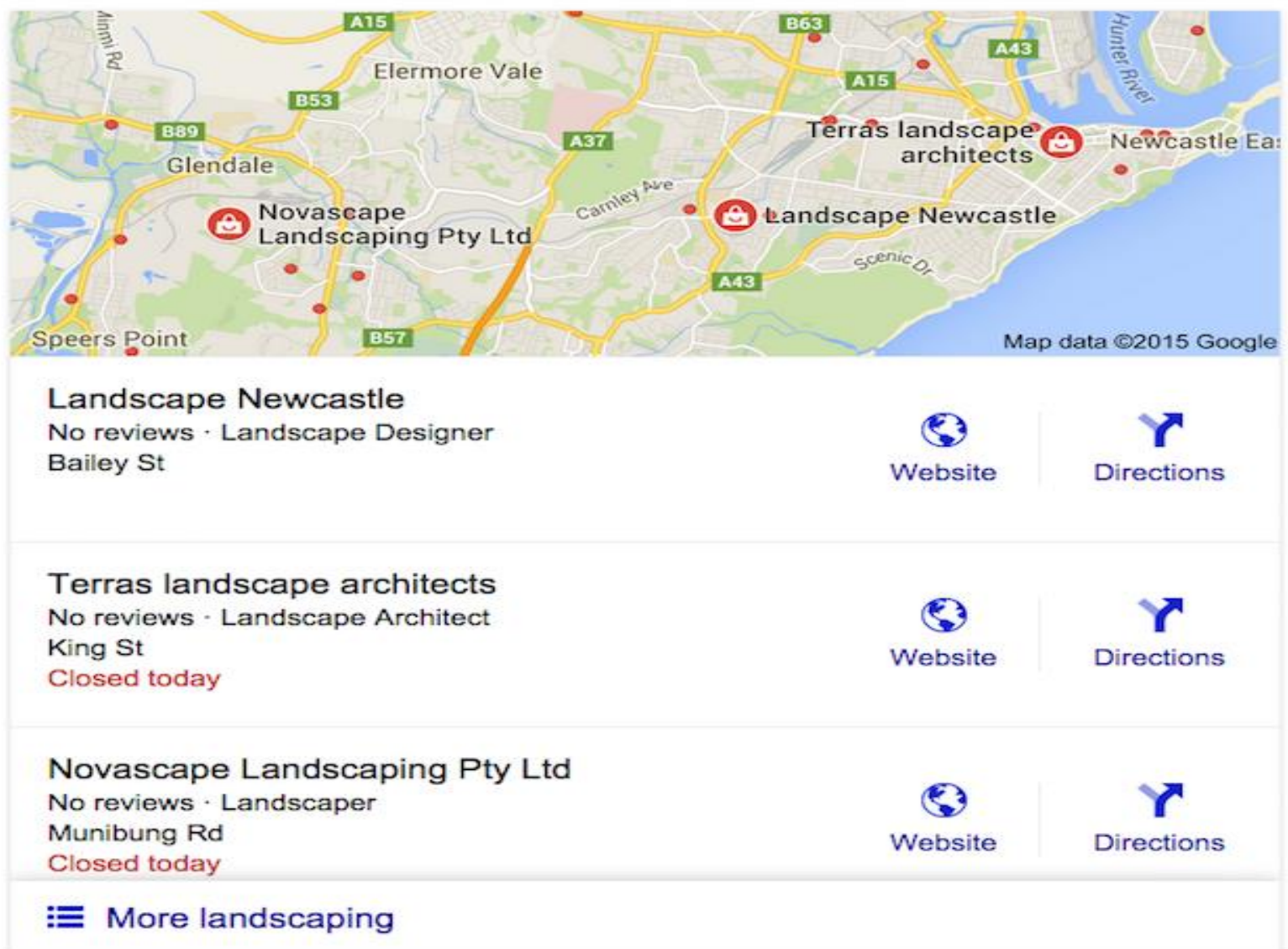
Visualise this.

Imagine you are a luxury landscaper servicing Newcastle. You would benefit from people living in Newcastle contacting you for landscaping enquires.

Now how does this look on Google. If you search for the term “Newcastle Landscaping” you would get a SERP (search engine results page) similar to the images shown below.

This is the outcome of Local SEO.

Local Map Listings





Local Organic Search Listings

Novascape Landscaping: Landscaping Newcastle

novascapelandscaping.com.au/ ▼

With Novascape's full package landscaping services you can put your feet up and enjoy the view. Contact us today to arrange your free quote.

Contact - House & Land Buyers - Great results in Fletcher - Retaining Wall, Eleebana

Landscaping & Landscape Design in NEWCASTLE ...

www.yellowpages.com.au/find/landscaping-landscape.../newcastle-region-n...

Find Landscaping & Landscape Design in NEWCASTLE REGION, NSW in Yellow Pages®

GW Landscapes Newcastle: Landscaping and design ...

gwlandscapesnewcastle.com/ ▼

GW Landscapes: Landscaping and Design in Newcastle, Hunter Valley and Central ...

GW Landscapes Newcastle works closely with clients at each step of the ...

Ryan's Landscaping

www.ryanslandscaping.com.au/ ▼

Transform your outdoor living with Ryan Bros Landscaping. The Ryan family has been landscaping in the Newcastle and surrounding areas for nearly 50 years.

LocalSearch | Landscapers & Designers in Newcastle ...

www.localsearch.com.au/Newcastle,NSW/Landscapers-Designers ▼

Aug 8, 2014 - Find Local Landscapers & Designers in Newcastle Region, NSW 2300.

LocalSearch ... Novascape Landscaping Pty Ltd in Newcastle, NSW.

Landscape Design Newcastle | Landscape Construction ...

www.landscapingnaturally.com.au/ ▼

Landscaping Naturally Pty Ltd, is one of Newcastle and the Hunter Valleys' leading garden design and landscape companies, offering professional services in ...

Creating Eden | Landscaping Newcastle & Lake Macquarie

creatingeden.com.au/ ▼

We offer complete landscaping, retaining walls and equipment hire services across Newcastle and Lake Macquarie. Our satisfied clients come from across the ...

Octopus Garden Design – Professional Landscape Design ...

www.octopusgardendesign.com/ ▼

Octopus Garden Design is based in Warners Bay NSW on the shores of Lake Macquarie central to Newcastle, The Central Coast & Port Stephens regions.

Top 10 Landscapers in Newcastle NSW - Oneflare

www.oneflare.com.au › Landscaper › NSW ▼

Here is a list of Newcastle's best Landscapers as rated by other customers. ... GW Landscapes Newcastle quality residential and commercial landscaping design ...

Landscape Newcastle - Landscaping for commercial and ...

www.landscapenewcastle.com.au/ ▼

Landscape Newcastle Pty Ltd is a continuation of the well known landscape construction company, Whalans Landscaping Pty. Ltd., which first started trading in ...

Try searching for a keyword phrase + city on Google to see where your website sits!

Are your competitors getting your share of quality leads & business?



Not all search result listings on the first page of Google have equal value.

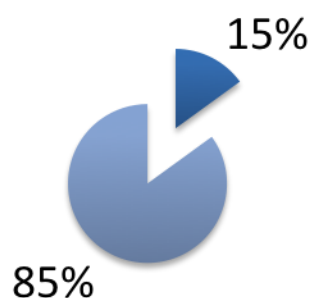
Statistics show a total of 85% of users will click on either the local map listings or organic SEO listings. Of those, 66% will click on one of the top three spots in the organic SEO listings.

Being positioned at the top of first page is paramount in receiving quality leads.

Now that you understand the makeup of a Google search results page, let's dive into the important elements that go into positioning your website in these spots.



■ Paid Ads ■ Organic



Critical elements to get you top spots on Google

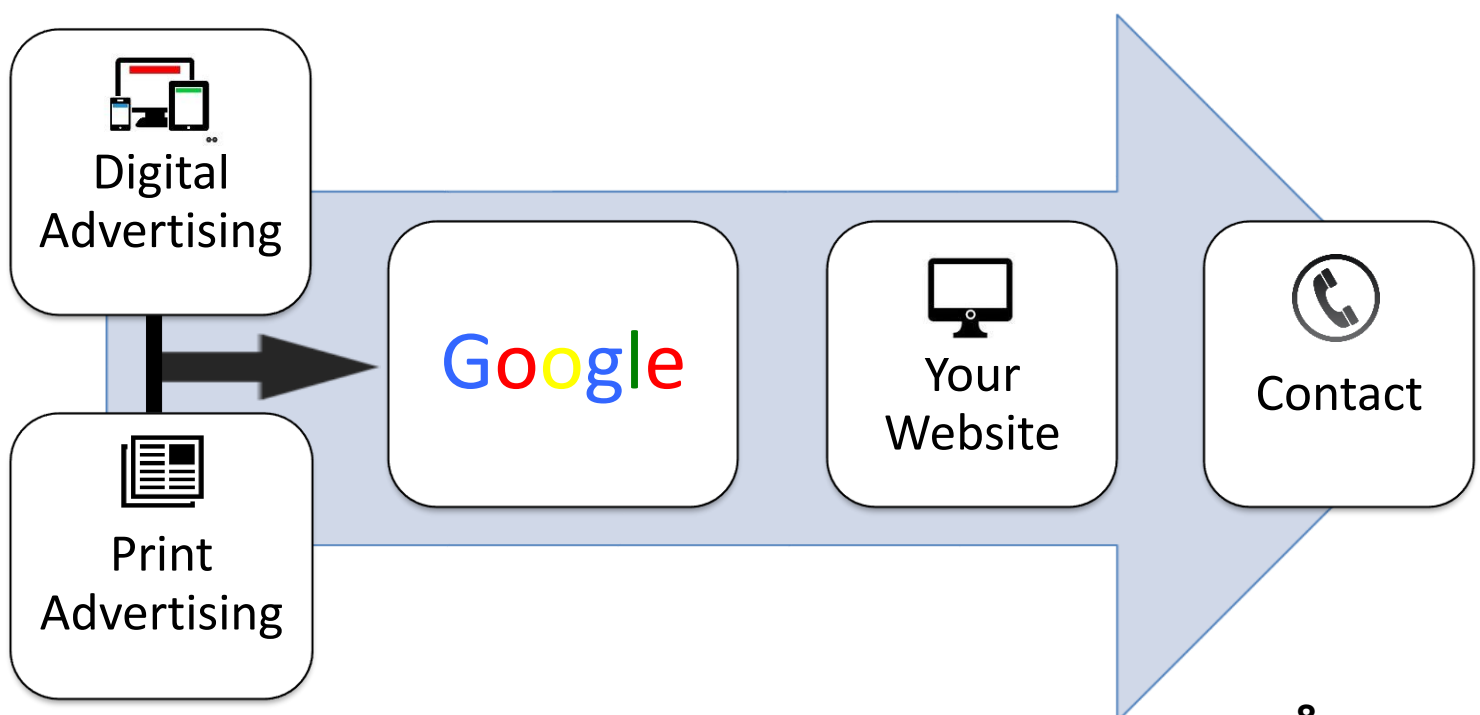
Ready to learn how you can grow your business by 30% to 200% with high quality leads in the next 6 months?

The internet has changed the way we make purchasing decisions. Almost every potential customer will search your business for reviews, location, products and services offered on Google.

How your business appears on Google and the frequency you appear, has never been of greater importance.

Businesses who understand this are investing more time and focus towards their Google presence other than any other marketing platform. These business may very well be your competitors.

With its ability to provide highly targeted and an engaged stream of users at an exceptionally high ROI compared to Pay Per Click or traditional print ads, Local SEO will always remain an important marketing strategy.



Below are the critical elements you can take action on to position your website at the top of first page for map listings and organic search results.

1. Fill Out You're Google My Business Page Properly

Ranking on first page in organic results is a short term strategy without a properly filled out & verified [Google My Business page](#). More importantly your business will not feature in the map listings without it.

Recent changes to the display of map listings has removed the link to you're Google My Business Page however the NAP (Business Name, Address & Phone Number) details are used to determine your physical geographic position and relevancy to a search term.

So, create your Google My Business page if you haven't already done so, and be sure to fill out all of the critical NAP details exactly as they are on your website. Other important details include:

- Add a long, unique description of your business and the products/services it provides.
- Choose the correct categories relevant to your business.
- Upload a high – resolution profile and cover image.
- Upload as many other relevant images as possible.
- Add your business hours

2. Ensure NAP Consistency Across Directories & Other Websites (Local Citations)

You need to make sure you have your full NAP details on every page of your website. Generally these will be coded into the footer. Embedding a Google Maps image next to your NAP will provide visitors a route to take to your business.

Furthermore, you must use the exact same details & format when you create a directory listing or citation on other websites. NAP consistency is a key ranking factor for local map listings.

3. Earn Positive Reviews on Google+ & Directories Listings

The reviews are used for the local pack snippets. Reviews will be displayed on your business card with the overall rating. Be sure to earn 5 or more reviews as the star rating will then show up in the local pack snippets.

If your business is in the restaurant industry, then your star ratings are going to be very crucial. Google has added an option for searchers to select or filter out specific ratings.

If you already have reviews, but your rating is less than desired, your task is to encourage positive reviews from future customers to counteract them.

Be active on your review directories (i.e. Yelp). Positive reviews on these types of directories are also ranking factors for the local map listings.

4. Build Local Backlinks

Obtaining a link from another site is referred to a backlink. Link building within local business & websites are incredibly important. Not to be confused with standard SEO campaigns, local SEO relies much more on links from other local websites that are highly relevant to your business.

For example, a property maintenance company would benefit from obtaining backlinks from preferred suppliers. A link on a hardware store website to the property maintenance website would be a relevant local backlink.

5. Ensure Your On-Page Optimization Is Complete

Another highly crucial factor for ranking in Google local listings is the on-page elements of your web pages content and meta data.

This means the title of your home page & inner pages should include your city / region plus a relevant keyword. For example a landscaping company in Newcastle would have a page title like “Newcastle Luxury Landscaping & Supplies”. Doing this would mean you have an optimized Title Tag. Other on-page elements to optimize are:

- H1 tag
- Page URL
- Page content
- Image ALT attributes



6. Quality Content Still Rules

The phrase 'Content is King' still rings true today as it always has. Google will always reward websites that produce high quality, engaging content to serve its online audience. If your pages lack substance, then make it a priority to build them out with content that your visitors will engage with & likely share on social media. Videos and/or audio can work wonders when creating compelling content.

7. Build Your Brand On Social Media

Google loves to showcase business brands. Social media is how you get your business noticed. Search what type of social media accounts your competitors are on & others that are relevant to your business, then begin to create them with your business name as the title. Some of the popular social media platforms include:

- Facebook
- Twitter
- Google+
- LinkedIn
- YouTube
- Pinterest

Fill out the descriptions with compelling text about your products and/or services. Add a link to your website. Start sharing your content across these social media platforms & with industry influencers to develop trust & authority within your industry. That way you can start to build a community to promote your business.

“Change is the only constant in the world of digital marketing”

To achieve optimal results focus on building a great website, having authoritative and truly local backlinks. Provide excellent customer service and get great reviews.

If you don't want to get bogged down with implementing these critical elements to position your website at the top of Google's search results our team of SEO experts can conduct a free website audit to take a look at both your site & your competitors so you will know what is required (including cost) to help you generate leads & dominate your market online.

Get My Free Website Audit