

## Three Easy Ways To Get More Customers From Google



There are **two sides** to having a successful website that converts prospects to enquiries, enquiries to customers, and from there hopefully to raving fans. *(Okay let's maybe not jump ahead of ourselves too soon, but that is ultimately what we want right?)*

We have to...

- 1) Get people to know about and visit our website in the first place, and
- 2) Get them to stay for a while and take 'an action' once they get there

The two are very different, but at the same time intrinsically linked.

Firstly we need to get people onto our website where they can learn more about us - and where we have the opportunity to connect and enable them to see us as a potential business provider.

There are many possible ways to get people to our website, here are just a few...

- i) Seeing the website address on our business premises, or company vehicle when passing by
- ii) An Ad in a local newspaper, or other publication
- iii) An Editorial feature in a local newspaper, or other publication
- iv) From a flyer we've had created and posted locally - could include special offers or coupons
- v) From being active and visible in our community and maybe even sponsoring a local event
- vi) By creating a Facebook, Twitter or other social media accounts and promoting our business through there.
- vii) From our listings in online review sites
- viii) Word of mouth - from friends that have had a great experience in our business
- ix) Paid for Ads (PPC) for our business to appear on page one of Google when people search for '*our business type*' in '*our area*'
- x) Get found organically (without having paid for Ads) on Google when people search for '*our business type*' in '*our area*'

As you can see, Google is just one way - *and not necessarily always the best way* - of getting people to come to our website and find out about our business.

However it ***certainly*** won't do us any harm to increase our chances of being easily found here, as it is still very much the World's Number One Search Engine.

## Getting Google to recommend your business over your competitors...

### Hairdressers Offers - Wahanda.com

Ad [www.wahanda.com/HairdresserLeeds](http://www.wahanda.com/HairdresserLeeds)  
Book your Hairdresser Appointment. at Over 4000 UK Salons. Shop Now!  
Wahanda has 263 followers on Google+

### Park Row Hair and Beauty | Hairdresser in Brighouse ...

[www.parkrowhairandbeauty.com/](http://www.parkrowhairandbeauty.com/)  
Park Row Hair and Beauty is a modern, stylish and professional, yet warm and friendly hairdressers and beauty salon in Brighouse, West Yorkshire.  
Contact Us - Beauty Treatments - About Us - Park Row Blog

### Park Row Hair & Beauty

[www.parkrowhairandbeauty.com](http://www.parkrowhairandbeauty.com)  
2 Google reviews - Google+ page

### Taylor's & Co

[taylorshairgroup.com](http://taylorshairgroup.com)  
Google+ page

### Capellis Of Clifton

[plus.google.com](http://plus.google.com)  
Google+ page

### Edward & Co

[www.edwardandco.co.uk](http://www.edwardandco.co.uk)  
Google+ page

### Storm Hair & Beauty

[plus.google.com](http://plus.google.com)  
Google+ page

A 20 Bradford Rd  
Brighouse  
01484 722220

B 12 Bethel St  
Brighouse  
01484 715063

C 40 Towngate  
Brighouse  
01484 712888

D 11 Bradford Rd  
Brighouse  
01484 714261

E 19 Market St  
Brighouse  
01484 402040



Google is a business too - just like you and me.

OK, maybe not *quite* like you and me because it's a huge multi-national company worth billions of dollars, **but...** they've got where they are today by striving to give its customers (you, me and the millions of people that use it every day), the very best experience when we visit their website / business.

The best experience they can offer is to find the very best match for our search enquiry - and quickly.

When someone types in their search request, Google has milliseconds to find the best possible results for their enquiry. So what we need to do is help Google, to help us, by demonstrating we are a good match to recommend to their customers whenever there's a search for '*our business type*' in '*our area*'.

*Nb. Our increasing impatience and intolerance to get what we want immediately has been driven by Google and the internet, because we now have the answer to every question we'll ever ask at our finger tips. It's also raised expectation of speed, service and experience for all other businesses too.*

The exact method Google uses when deciding which websites to present to its customers is; **a)** never fully revealed, and **b)** being tweaked and amended all the time. There are dozens if not hundreds of different factors they can take into consideration.

However there are some things we can be sure of that are important and unlikely to change too much in Google's decision making process.

What we are really talking about here is what you might have heard called **Search Engine Optimisation**, or **SEO**.

There are many, many things you can do to optimise your website for Google (and indeed the other smaller search engines like Bing and Yahoo), but in this short guide we will look at three of the most important and easiest to implement.

## 1. Be Clear On What You Do and Where You Are

The first thing Google will look at is what you display in the 'title' of your web pages - and it presents its results to its visitors based on its findings about 'individual pages' rather than the site as a whole.

The page title, or "**Title Tag**" as it is officially known, is the wording you should add to your website so it appears in the browser tab right at the top of your site.

The title will then appear like this...



This Title Tag is only partly displayed because of the restriction of space, but you can see the full version when you hover over the browser tab on a live website.

If your websites Title Tags aren't considered when your site is created, then it will probably be your default page name such as **Home**, or **Welcome** that appears in the browser tab - or maybe even your web address.

This doesn't mean you can't feature highly because it's not the only thing taken into account, but it can certainly improve your chances of getting Google to select you, over a competitor, if you make sure your Title Tags are optimised.

As an example of this I looked at the Title Tags of businesses that appeared on Page 1 of Google for the search term, "Indian restaurants in Bradford".

These were the results -

Akbars | Authentic Indian Cuisine | Restaurants in Leeds, Manchester, Newcastle, Middlesbrough, Birmingham, Bradford, Sheffield and York

Indian Restaurant in Bradford - Rajshahi Indian Restaurant

Authentic Kashmiri and Indian Restaurants and Food from Mumtaz

Indian Restaurant | Omar Khans

The 3 Singhs - The Finest Indian Restaurant in Bradford

Sweet centre bradford

Aakash < Indian Restaurant

Zouk - Indian restaurant Bradford and Manchester

You can see that not all include the location - and one doesn't even include the term Indian Restaurant - but if you do include your business type and location it can certainly be a big contributing factor to you appearing higher in the search results.

There are other factors too, such as making sure the description is mentioned again in the title and text on the page itself.

There are ways to find out what the most popular search terms are and then you can tailor your titles and page text around these terms - or **keywords** as you might have heard them called.

This is called **On-Page Optimisation**, or **On-Page SEO**, because you are helping Google to identify your business as a good match from the content it sees 'on your webpage'.

You may remember I mentioned that Google presents its results based on the individual page rather than the site as a whole. This means that an internal page can appear higher than the Home page if it best matches your visitors search term.

If for example the Rajshahu Indian restaurant in Bradford also catered for wedding parties - they could have a separate Weddings page and title it...-

### **Indian Wedding Services Bradford | Rajshahi Indian Restaurant**

If they offered Banqueting facilities, a separate Banqueting page and title it...

### **Indian Banqueting Services Bradford | Rajshahi Restaurant**

*Nb. Even though the Akbars Title Tag in the examples above is very long, Google will only "see" the first 58 - 60 characters - so it is recommended to keep your titles at that length. Akbars is identified by Google as a good recommendation because it has many restaurants and therefore lots of references around the web. This is something we will look at next...*

## **Summary**

Google will scan your website and web-pages to see if the service you are offering best meets its visitors search enquiry.

By making it clear what exactly what and where your business is in your page titles and content, then you'll be helping Google to **help you** by recommending your business more highly in their Search Engine Result Pages, or **SERP's**.

## 2) Spread Your Business Around The Web



Another way in which Google make a decision on their SERP recommendations is by seeing how many references, or **Links**, there are to your business from *outside* of your website.

Working on this to improve your Google rankings is called **Off-Page Optimisation**, or **Off-Page SEO**.

Links to your website from Social Media channels, or Review Sites are examples of this - but there are many, many ways in which they may occur, or be created.

Generally the more outside links you have to your website, the more **credibility and authority** your business will have in the eyes of Google - and the more highly they are likely to favour you. However, there are good and bad quality links.

Good links come from other websites that have good credibility and authority from Google themselves. Bad links, which can have a very damaging effect to your position in Google, only come from businesses trying to 'beat the system' and create huge amounts of false links.

*Nb. If you ever hire someone to work on your website optimisation then make sure you question them about the types of links they are going to create for you.*

The best way to create some quick, high quality links back to your business is by adding, or claiming, your details on a number of **Online Business Directories**. These are seen as 'authority' sites by Google because they have lots content, lots of visitors, and usually appear high up on Google themselves.

Having your business details on these sites is often referred to as Online Directory **Listings**, and sometimes **Citations** - although the latter is more an American terminology.

There will probably be between 10 and 20 Online Directories (national and local) where you can add your details, depending on your business type and location. And we are talking about "Free" Online Directories here, don't even THINK about paying to appear in them!

The best way to find the Online Directories is to type in to Google a few search terms you would expect anyone looking for your business to key in - and check through the first few pages to see which directories are mixed in with direct website links. You can also type in 'free online directories' and see what comes up.

When you go to one of these sites for the first time, you may find they already have a basic listing for your business from information they've found about you elsewhere. Here you will chose the option to "claim" your business listing. Then you can check everything they have on their site already is accurate, and then complete as much additional information as they prompt and allow you to do.



If your business is not already listed in the directory there will be an option to add or create it.

However, before you start to add and claim your Online Directory Listings you should make sure your listing on the **Google 'Directory'** are up to date and fully completed. This is important because you can then make sure the listing details you add or update to the other directories is consistent with what is displayed on Google.

Consistency is crucial, especially the basics of your address and contact details.

The Google directory has had several names over the last few years, including 'Google for Business' and 'Google Places', but is now called **['Google My Business'](#)**.

You need to have your business profile completed here first to give you a chance of appearing in the treasured Top 7 Map Positions (*if this is available in your business category*) - before linking to the other online directories and boosting your chances even more.

You can get my short **Customology Guide To Directories** by **[clicking here](#)**

## Summary

The more places and websites your business is linked to around the internet, the more credibility and authority it gives Google to recommend you to their customers. By adding your details to as many local and national directories as you can you will boost your chances of appearing more highly in the SERP's, and hopefully in one of those treasured Top 7 Map positions.

This is a very simple, straight forward and easy strategy to improving your Google ranking, but it can take a while to do it properly. However, it's something you only have to do **once** to get potentially great results time after time, so please do make this a priority if you haven't already done it.

*Nb. You will get phone calls from some of the directories trying to upgrade you to a Premium (paid) Listing. For the vast majority of local businesses this will bring no benefit at all. Do you look through online directories when searching the internet - or do you look for direct website links, or review sites? It doesn't further enhance your relationship with Google at all, so I would recommend giving a polite response that you're happy with just your free listing thank you very much...*

### 3) Get Found on The World's **SECOND** Largest Search Engine



The third **Easy Way To Get More Customers From Google** may not actually *sound* very easy, but I can promise you it's almost certainly not as difficult as you first might think!

Having a **video** about your business on YouTube and your website is a **HUGELY** powerful way to promote and grow your business - and these are just a few reasons why...

- i) Many people are more visually orientated and prefer to take in information from images and video rather than by reading.
- ii) It provides an opportunity for your customer to connect and engage with you more deeply than they can just through written words and a few images.
- iii) YouTube is now the World's 2nd Largest Search Engine. If you have a short video titled around '*your business type*' in '*your area*' then you have a very good chance of appearing at the top of YouTube.
- iv) Google owns YouTube so not only does a video uploaded there give you increased credibility and authority, there is a chance your YouTube video could appear directly in the Google SERP's (depending on your business type and search term)
- v) Not many of your competitors will be doing it so you will stand out from them as being an up-to-date and forward thinking business. Which you are of course...

## Creating Your Own Google Friendly Promo Video

Hiring someone to create a video for you can be expensive (*although it doesn't have to be*), but it is now easier and cheaper than ever before to make your own. All you need is your smartphone and a simple lapel microphone from Amazon or Ebay - or some free or inexpensive software on your computer.

There are three different types of video you can create with the above equipment.

i) If you are confident enough you can make a direct to camera video to introduce your business.

For this all you need is your smartphone and a lapel microphone, although if you have a tripod you can secure your phone to then this will produce a better quality video than if someone is holding it for you. You can of course use a video camera or a modern digital camera that takes video if you have one.

The sound quality plays a big role in the overall quality of your video, as does lighting.

Here is an example of a direct to camera video I created with a client with an iphone - as well as being on his YouTube Channel it is positioned as a Welcome video on his website [www.hairdressers-scissors.com](http://www.hairdressers-scissors.com)



ii) If you are happy to talk on your video, but maybe not to appear direct to the camera, you can record a screencast video of slides, images and even video clips with some free software you can find on the internet.

[Jing](#) or [Screencast-O-Matic](#) are two of my favourite screen capture software, with the latter having the capability to upload straight to YouTube when you've finished :-)

Here is an example of a screencast video I created for my own business recently, talking about the importance of having a website that is mobile friendly...



(At two and a half minutes this is actually too long for a Promo Video - around one - to one and half minutes is ideal)

iii) The final simple way is to use some inexpensive software like [Animoto](#) to edit some images and text together to make a really cool and professional quality video.

Here is an example of one I created for an Indian Restaurant client...



... and one more I created for a business who were setting up a local loyalty card...



## **Six things to remember when creating your Google Friendly Promo Video...**

- Like your website, make sure your video is focused on your customer and what **they** will get from your business, rather than it just being all about you
- Good sound quality is important, as is good lighting
- If you're appearing or talking yourself, then just be yourself *There's no need to play it as though you're local car or furniture salesman in a 1980's American TV commercial :-)*
- Don't make it too long - 1 to 1.5 minutes maximum is ideal
- Make it in 720 HD resolution so it looks good on whatever device your customer is viewing on
- Don't expect to get it right first time, first take - but stick at it and you'll reap the rewards

### **Summary**

Considering the success of YouTube and the priority Google puts on video, it's easy to see why having a promo video for your business is just as important as having a website itself.

And it's not just about Google.

With video we're actually crossing the line of the two different sides to having a successful website - getting people to know about and visit our site in the first place and getting them to stay for a while and take an action once they get there.

With video we do both :-)

### **BONUS TIP No 4: Keep Telling Google You're Open For Business**

Just one last quick simple tip because I didn't want to miss this out.

Google doesn't just scan your site when it's first created, it does it regularly.

If it notices something has changed in your website since they were last there it likes this because it shows it is a 'live' site which is having content added.

It's not just a dormant site which may or may not still be relevant, this is the latest, current information they can recommend to their visitor / customer.

So if you regularly go in and update your website in some way, Google will identify you as a live and current business and may recommend you above your competitors who haven't touched their website in months or years.

## Summary

There is no absolute formula to getting on top of the first page of Google. You should be very wary of anyone who guarantees to get you there - except for your business name, or for an uncommon search term that no one uses! The former you will do anyway and the latter there's no benefit or point in achieving.

However if we make sure our websites help Google to see us as a good option to recommend for their visitor's search term (because we **ARE** a good option), then we increase the likelihood of them doing so.

If you have any questions, or would like any help with anything around making sure your website is the Google friendly, customer converting machine it can be for your business, then please do get in touch.

All the very best

Alan



3 Mount Pleasant, Sowerby Bridge, West Yorks. HX6 1PH -  
alan@customology.co.uk - 01422 316028 / 07773 430921