

SMALL BUSINESS
SATURDAY
4TH DECEMBER

**Boost your Website
Visibility on Google.**

Aubergine[®]

So why are you here?

Mark Tomkins, Creative Director & Founder of Aubergine, a multi award-winning web agency, will dispel the myths and all-too common misunderstandings that small businesses have when it comes to their website's visibility on Google.

And with over 30 years in the web sector, he'll debunk the nonsense that's believed will help boost Google search results and help website owners understand what they should stop doing and what they should be doing to help improve the web visibility - which will lead to more enquiries & engagement.

It's called the **Fundamental Digital Trinity** of online promotion.



Aubergine®



Reputation



Influence



Credibility



Reputation

- ✓ Reviews - Facebook, Insta, Google Reviews, 3rd-party services - do it. Do it as much as you can. Don't be afraid to ask for a review. Google scrapes reviews from many places.
- ✓ A word on reviews – always reply. Always positive and nip anything negative in the bud – take it offline.
- ✓ Don't be afraid to use these reviews as content! Tag people and they will share it on for you.
- ✓ Be an expert - offer to run classes or webinars - teach people your skill. Your knowledge will sell you.
- ✓ Use your social content to not only promote these events but use your regular content to share insights and highlight to people who good you are.

Reputation

- ✓ A well-built site - good page meta, good content that's not spammy, not slow, no errors
- ✓ Correctly set-up social channels which have your name, a bio and all your contact info. Make sure you use the same name across all social platforms. And check your Google My Business...
- ✓ Core Web Vitals - Google's game, Google's rules - play by them.
- ✓ Page speed & mobile experience and site errors all play a part. A word of note – you'll get a different experience to others as it's all down to individuals' devices.
- ✓ Use Page Insights to check your site regularly and tackle the things you can, seek help for those you can't. Go to: <https://pagespeed.web.dev/>

Influence

- ✓ Blogs - expression of expertise, fresh, relevant content. Tell people what you do and how you do it. Have confidence & use links from social as the hook to get to your site. Links - see credibility. But it's not a magic bullet – use your social channel to direct people TO your site. Just *having* a blog won't do much.
- ✓ Keywords - used in the right places, they are useful, but no magic bullet.

Influence



Write your web content for people using good grammar, don't write for bots!



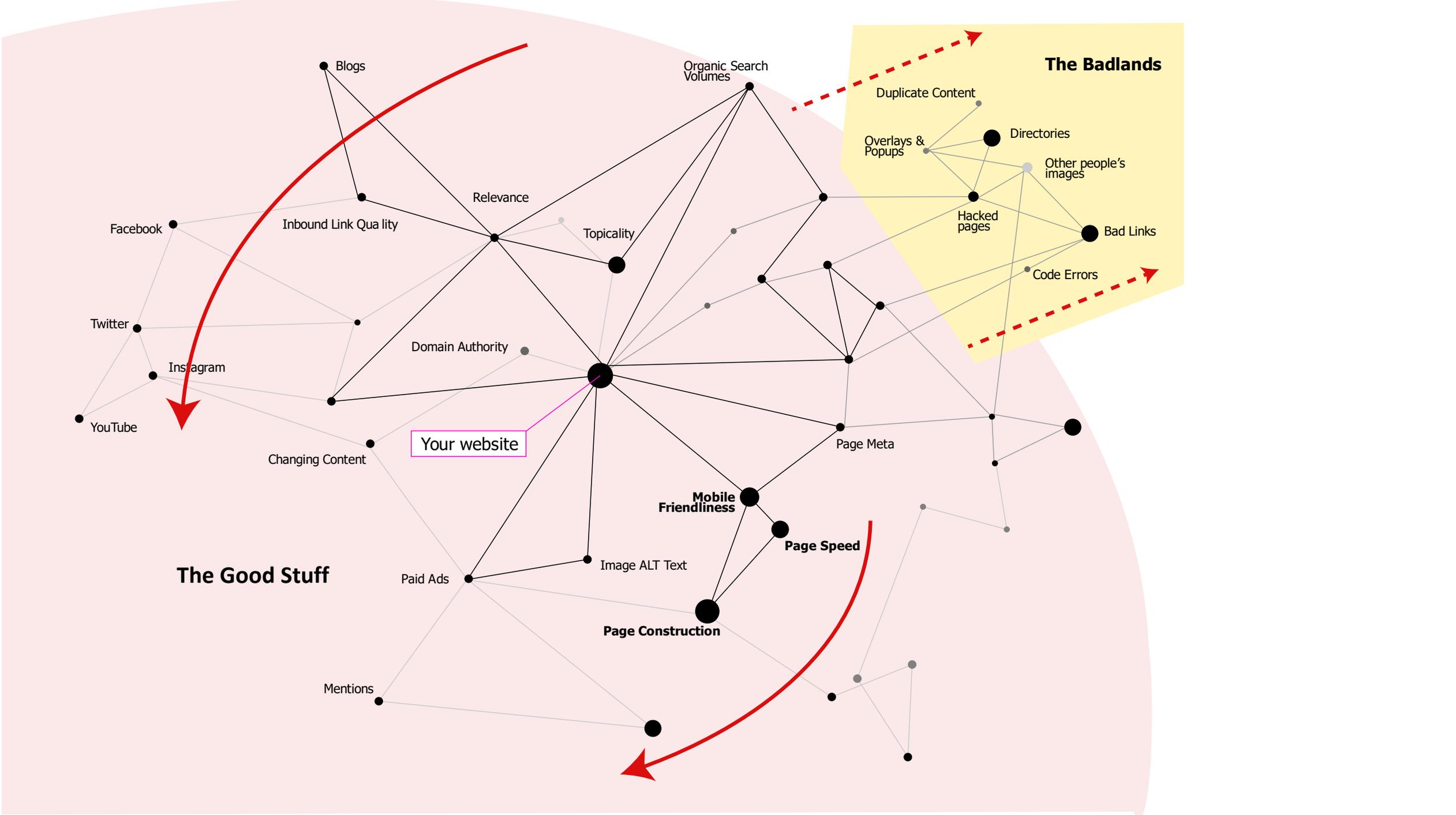
Speak to your customers - don't sell to them - talk to them. Use clear and plain language. Think about how you refer to what you do and how people refer to people like you.



SEO myths - Fill a page with keywords? - NO! Outbound links? - NO! Social channel feed on a website? - NO!



It's back to the website – if people have a good experience, so will Google and around it goes.



Credibility

- ✓ Google My Business - it's free, it will always get listed above natural results - why wouldn't you use it?
- ✓ Use social to support all your peripheral influence to your website
- ✓ Domain authority - It's the internet's finger-in-the-wind of how much it and others trusts you.
- ✓ SSL certificate – a must. Cookie pop up WITH granular controls- a must under GDPR + supporting privacy policy.

Google My Business

Logo & photo gallery

Reviews

Key service
description

Details

Edit your business (if claimed) or
Own this business? Claim it.

The screenshot shows a Google My Business profile for 'Aubergine'. At the top left is the business logo, a dark square with the word 'Aubergine' in white script. To its right is a map snippet showing the location in Leighton Buzzard, England, with a red pin. Below the map is a photo gallery of the building's exterior. The main header displays the business name 'Aubergine' in a large font, followed by buttons for 'Website', 'Directions', 'Save', and 'Call'. Below this, the profile has a 5.0 star rating from 101 Google reviews and a description: 'Website designer in Leighton Buzzard, England'. A blue checkmark icon indicates 'You manage this Business Profile'. The address is listed as '12 Church Square, Leighton Buzzard LU7 1AE', and the hours are 'Open · Closes 5PM'. The phone number is '01525 373020'. At the bottom, there are links for 'Edit your business information', 'Add missing information', and 'Add appointment link'.

Credibility



Links! Good quality inbound links (contextual, relevant, not bought, no directories)



PR! Use your blog, use your social channel - leverage your existing followers to tell them about what's going on with you.



Social proof - get your customers to shout about how good you are and share it on.

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Thank you