

Visibility Plan Without Google Business Profile

No Google Business Profile? Here is a work-around that will help your business be more visible online!

~~~~~

- Create service pages on your website
- Create location pages on your website
- Include a footer with business location, hours, contact, etc. across all pages
- Use clear keywords in titles and headings
- Add question-based content to your site – FAQ page works or blogs to answer specific questions from search engines
- List your business in directories (Chamber, Yelp, industry sites)
- Collect, share, and display customer testimonials. Keep requesting them and keep them fresh
- Review your social media info, links, hours, (match website info) and post & engage consistently
- Build backlinks through partnerships or guest content
- Track website traffic and conversions monthly and adjust as needed