

Thanks for downloading my report on what Google wants to see. It would be appreciated if this information in this PDF is kept confidential.

Now before I start if you do not know me my name is Mike and I am based in Auckland. I have been marketing online since 1996 when I partnered with Telecom Xtra and built one of New Zealand's largest online shopping sites.

Having seen many Google changes over the years it is obvious what they (Google) are up to. With shareholders to answer too many of the free ways you could get your business ranking in Google either just do not work or take far too long or are not cost effective.

Not only that Google stacks the odds against you - unless you know what you are doing of course.

The main reason for this is driven by corporate profit. Google want to keep you on anything Google, so they have a chance to collect ad revenue!

Next time you log into your Gmail check out all the other Google services that are available. It's not just Google drive and YouTube, there are many other Google services as well. These all drive revenue for Google even when "free" services.

You may say why Google? What about Bing and Yahoo? Well those other search engines still get traffic, but Google gets the lions share, so that is what we will focus on.

So how does all this affect ranking on Google?

Well one of the secrets I can share is that a properly optimised video uploaded to YouTube will rank almost instantly on page 1 of Google. Google loves Google.

The one major change we have seen is that Google looks for big brands to trust. They long gave up trusting most website owners and for the most part rely on third party endorsements from trusted brands and online reviews.

What do you mean?

Well if a customer review says you are great and that review is online, say on Facebook or Trip Advisor, Google gives that review a certain amount of trust. That trust factor can be more or less depending on the site the review is published on.

The other thing it looks for is endorsement from third parties that have authority. As an example, a link to your website from YouTube or Wikipedia for example, will be given more value than a link from a Russian blog post. That is called authority.

Google has computers that monitor all these links and signals and they weigh somewhat towards your eventual rankings in Google for both your website and Google My Business page.

So, what can I learn from this?

Well reviews matter. Have a system to collect them and encourage them to be posted online. Promote positive reviews.

Authority matters too. That means gone are the days when you needed thousands of backlinks from various websites to rank. Just select a few high powered links (think your YouTube and Google My Business as free places to start) and link these to your website and vice versa.

What is Mobile First Index? In July 2019 Google rolled out its mobile first index. Basically, it means Google is going to rank results according to the mobile version of your page/site. Prior to this, they were ranking according to the desktop version of your page/site.

Why might this be an issue?

Well there are a number of reasons, but in a nutshell, if your site is not optimised for mobile, you will lose rank or even not appear in Google, depending on how bad your page/site is on mobile.

I am NOT talking about your site being Mobile Ready. That was something Google

rolled out many months ago. I am talking about optimised for mobile.

You might be asking “How do I know if my site is optimised for mobile”? Well that is a good question, but basically, the answer is this: –

All Google is interested in is how well a page loads on mobile and if the text is readable without stretching the page (zooming in) or having to scroll across the screen, and most importantly, how fast the site loads on a mobile. Page/site load speed has now been elevated to the 3rd most important ranking factor. These are the characteristics that will determine rank –

1. Responsive Design (This is how the site responds according to different screen sizes)
2. Site load speed (This is a huge ranking factor now).
3. How easy it is to use the site on mobile (the user experience)

What can I learn from this?

If your website is not mobile optimised and fast you will have a hard job ranking in Google. Most local searches happen on mobile devices, so it makes sense to ensure your web sites is mobile friendly.

What is Google My Business (GMB) and Why is it important?

Take a look at the screen shot below. The listings under the map are the Google My Business listings for what Google considers the best three choices for “local gym”.

As the search is generally heavily weighted to your local area, the same search in a different location may return a different result. However ...

These three business will get around 65% of all phone calls for that search term.

All three listing appear above the fold and above any website listings.

The listing is free!

Over the last year Google has poured a huge amount of resources into updating and enhancing Google My Business. If you have not claimed your listing, go here and do that now.

<https://support.google.com/business/answer/2911778/>

Summary

1. Ensure your website is mobile optimised and loads fast 2. Setup a YouTube channel 3. Upload videos regularly 4. Claim and Optimise your Google My Business (GMB) listing 5. Encourage and respond to GMB reviews 6. Post regular photos, videos and other content to your GMB

To make Google sit up and notice you be sure to log into your Google My Business administration panel 2-3 times a week. Respond to reviews. Post regular photos and content.

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