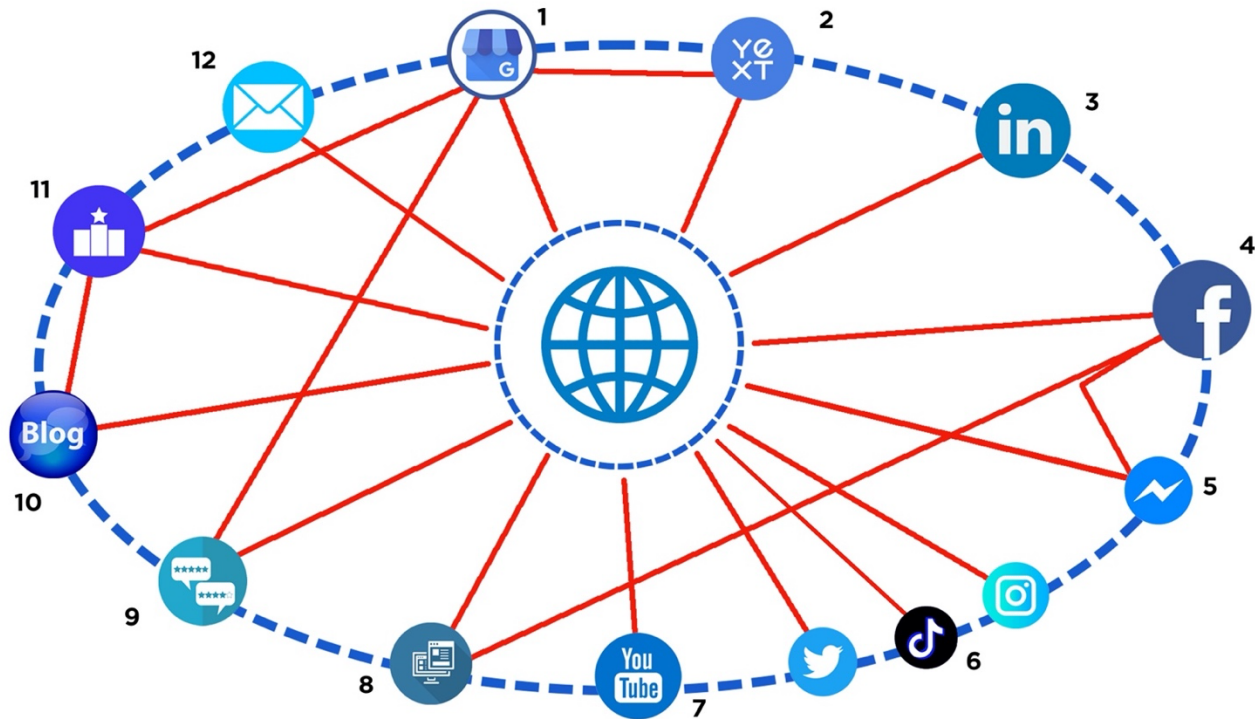




Visitivity Inc. — The Healthy Digital Biosphere™

What you need to know to maximize your marketing results for your business



What is a Healthy Digital Biosphere?

We coined this a healthy digital biosphere because all of your digital presence works in partnership to help potential clients find you on the web and it supports keeping your business top of mind with current and past clients as well. Google looks at all of these tools/resources in deciding the ranking (*SERPS positioning) of your website. It is important to understand, whether you like or dislike Google, they drive the digital economy. Playing by the rules, understanding the way things works is critical to your overall success. (*SERPS is Search Engine Results Pages)

5 Things Google Wants to See on Your Website

1. Responsive / mobile-friendly design

Google has placed a huge emphasis on mobile-friendly or responsive design. It's one of the first things they look at when ranking search results, which means it should be your top priority when it comes to building your website. That's because 51.3% of global website visits come from smartphones and tablets, while only 48.7% of visits come from desktops. So, if your website isn't easily accessible from a mobile device, it won't be one of their top picks for any given search query.

2. High click-through rates and fast load times

One factor Google really pays attention to when ranking your pages in search results is their click-through rate (CTR), or the number of people who click onto that site from the results page. The fewer people who click onto your site when it shows up in results, the more Google learns that your website isn't helpful to people for that search term. That leads to a lower relevancy score, which ultimately means a lower search ranking for your website.

Once people do click over to your website, it's important to have fast page load times. 53% of mobile pages are abandoned if they take longer than 3 seconds to load, but the average page takes about 19 seconds (the same amount of time it takes to sing your ABCs). By contrast, 61% of website users are unlikely to return to a mobile site they initially have trouble accessing.

3. Thorough sitemaps

A sitemap is a file that clearly lists your website's structure as well as metadata like types of content on the page, how often you update your site, and more. Google's crawlers read this information to help determine how relevant your website is to a search query. For instance, if you haven't updated your site in three years, it's probably not going to be the first one to pop up if someone is searching for recent statistics. Sitemaps are especially helpful if your website has several pages or if you haven't included very many internal links throughout the site.

4. Relevant metadata

Usually, metadata comes into play when your page features several photos or videos. Google's crawlers can't view these types of media, so they rely on titles, descriptions, and alt tags to see what's there. Pages that include photos and video but don't have descriptions and alt tags may be exactly what someone is searching for, but without those valuable pieces of information, Google can't tell that it's relevant.

5. Useful content

One of the biggest mistakes most people make when optimizing their websites for Google searches is adding their focus keywords way too many times. This is called keyword stuffing, and according to Google, it's a huge no-no. It used to be all the rage, and some SEO amateurs still use it as their default optimization trick. But over the past few years, Google has started to favor content that's written for humans, not search engines — after all, humans are your target audience.

Your Business Website

At the center of the digital biosphere is your website. Your site should be fast loading, it should have an easy to understand and visible conversion tool such as a form or contact button, and it should have an easy-to-understand navigation so customers can quickly find the information they seek. In the image above, the icons surrounding your website in the middle, represent the key digital tools/resources we use to bring clients to you. These are not all the tools that are available but these are the major contributors we have found to ranking online that most people are familiar with.

1. Google Profile

Formerly Google My Business, Google Profile is the small microsite that appears on search results that gives a viewer a quick overview of a business, reviews, posts, contact details etc. This is the most critical resource that helps those searching for you, helps with Google Ranking and with Lead Generation. You want to have every aspect of the profile complete and optimized to take advantage of the power of this Google tool. If you have not you NEED to claim your business listing and control this microsite for best results.

2. Yext (online yellow pages)

Yes, the yellow pages are not dead, not yet. Yext is a powerful marketing tool that helps local businesses efficiently manage their presence in web-based directories and business listings across the internet creating citations. The difference between a citation and a backlink is simple, a citation is a direct online mention of your business's name, address and phone number. Similar to a backlink, citations will benefit your SEO by determining online authority to your business. A backlink, however, is a direct link to your website from a page on another website.

Social Media Overview

It's important to note that each social media platform has their own biosphere you are working within and you need to know the intention/context of that platform to use it most effectively.

3. LinkedIn

If you are working with businesses the social media platform for you is LinkedIn. It's a great way to put your messaging in front of C-level and sales people and to meet potential referral partners for your business. Regularly posting relevant information about your business builds your credibility and top of mind opportunity. Use LinkedIn to connect with those you want to meet or get to know better through those you are already connected with. It's a vast referral network, similar in concept to a BNI or Master Networks in person meeting but with wider reach.

4. Facebook

This platform is about creating and building a community interest and then working on ongoing engagement and educating. Consumers are savvy and don't want to be sold over and over on your services with every post. It's a recipe for low results and one we see way too often. This is why there is low engagement and little action happening from your posts. Better to take the approach of how can I best continue to educate my community on the benefits of my services or products and also have them get to know me as a person they can know, like and trust.

5. Facebook Messenger

This is a powerful tool for communication and lead generation. In fact, adding a Facebook Messenger button into your main site can greatly increase customer communication and lessen response time if you actively check your messenger for your business, in lieu of a chat button or bot.

6. Instagram, Tik Tok and Twitter

These are all best used for brand awareness using concise communication, text and video. Instagram and Tik Tok are visually focused and Twitter is more about messaging.

All of your social media efforts need consistency in in posting regularly, engaging with feedback on posts, and tracking engagement to see where to make tweaks in your messaging.

7. YouTube

The 2nd largest search engine next to Google and owned by Google. A win-win if you work with it correctly. Video is powerful for authority building and consumer credibility. Video is a great way for your potential customers to get to really know you as a business owner, the credibility of your services through testimonials, educational videos, and offerings. Video entices all our senses and so it is one of the most powerful tools in your arsenal. All of this builds your credibility and your authority as an expert while good SEO practices in your video description, titles and content build your authority and relevance with Google pushing up your sites ranking.

8. Landing Pages

These individual web pages are your best method for quick lead capture and creating direct conversions for specific products or services. Rather than just dropping someone into your entire website, where they then have to navigate to find what they want, you are driving someone for the specific reason of having them take a specific action. “Yes” or “No”, to put it simply. Fill in this form for info, to get a free item, to get your newsletter, to set up a consultation, etc. If yes, opportunities for upselling can then open up, future tracking can happen, etc. If no, no harm no foul, the person leaves. The simplicity of the lead page is what helps create strong and effective conversions.

9. Review Management

Google Reviews do help improve search rankings and overall SEO efforts. While there are a lot of factors involved in search rankings, online customer reviews can be a strong signal to search engines that communicates trustworthiness and authority. In an era in which competition has gotten tougher for small businesses on the web, managing online reviews is a way to differentiate your business and raise your visibility in the search results. Google My Business reviews that included the searched-for keyword were the second-most influential factor when examining a local business’ performance in the “Local Pack”, the box of local search and map results that appears at the top of relevant searches in Google.

Our review program allows you to easily manage and obtain great reviews from your customers and effectively manage unhappy customers before they speak poorly about you online which can hurt your ranking score and public opinion of your business.

10. Blog Content Writing

Want to be known as the expert in your field? Our blog content builds trust, credibility and is always keyword rich. While not as relevant for Google in 2022 in ranking any longer, blogging is

still a great way to create good content that can be repurposed on various media outlets to drive awareness and links back to your site. Be careful though to make sure the sites you list on are high ranking sites, not junk sites or sites using black hat tactics.

11. Google Ranking

We help businesses get more visibility on the search engines. We guarantee you will see large scale first page rankings for any business in their local markets. If someone searches for your industry in your area, or surrounding cities, do you show up on the first page? If not, or if you'd like to improve your rankings, we can help. You can rank for hundreds of keyword and keyword phrases for 1st page exposure on Google.

Example: We started using this program for Peer Landscaping's website in February, 2022. When we began Peer already had 86 keywords that were in the #1 position on Google and 104 words that were in the top 10 positions of page 1 of Google. As of April, they now have 208 words in the #1 position and 209 in the top 10, for a 39% increase in 2 months.

*Results vary based upon industry and SEO competition factors. There is no guarantee of an exact number of keywords or phrases you can rank for with this product. End results will always depend upon Google and its algorithm upon which no one has control.

12. Newsletters and Email marketing

Email marketing still has the highest ROI of any marketing tools statistically. Using an email newsletter allows for ongoing relationship building, repeat business and top of mind retention.

We'd love to discuss your business goals and needs and help you build your own **Healthy Digital Biosphere**.

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