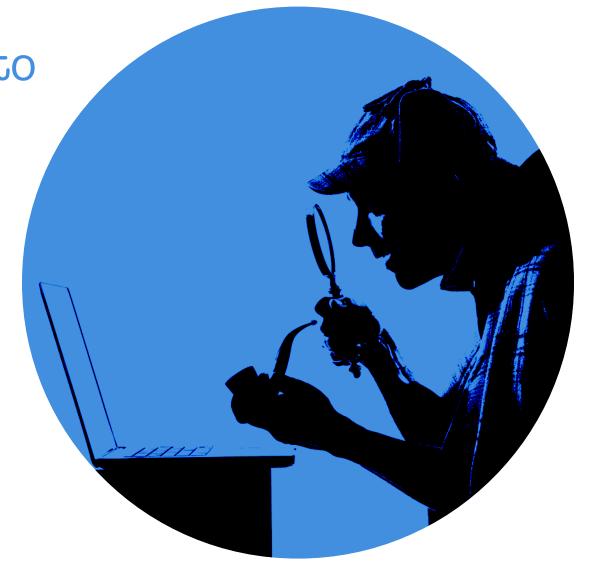
Solving the Mystery of Small Business SEO

Follow the clues to get found online





It's a mystery...

Why are some small businesses easy to find online...but others seem to

disappear?

How can a business maximize their online visibility?





















Visible Sites max out on-page SEO

Be sure your site follows these simple rules to maximize on-page SEO:

Content - high-quality, relevant, and fresh

Copy – always reader-friendly, to increase time on-page and encourage sharing

Images – relevant, help illustrate the target search phrase

Tools & Resources – make it easy for visitors to share and post your link elsewhere

Location - optimize for a specific physical location

No Misspellings or Poor Grammar - the search engines downgrade for either

Social Media Links - pages with frequent visitor interaction are scored higher than "static" pages



33% of clicks
go to the
#1 spot
in Google's
non-paid
search results*

CLUE #2: Visible Sites use Keywords

What are Keywords?

Keywords are words or phrases that represent the content of a web page and how people search for web content. Keywords are strategically selected to help your web content speak to search engines like Google™ — and to people who visit your site.

Don't go rogue with your Keywords

Keywords should never be used to try to fool the search engines. Google gives a higher ranking to web pages that contain high-quality content — Google does not respond well to sites that try to trick it by abusing Keywords. Use keywords that describe the actual content of your page, don't repeat a key word over and over, and don't use any other "black hat" SEO tactics.

How do Keywords help your website get found?

By using the exact words that your target customer is typing into the search query, you tell Google that you are an exact match for this query. Google's goal is to return results that are an exact match to a searcher's query. So, if your web page has the exact Keywords Google is looking for, it ends up at the top of the page rankings — and people will most likely visit your page... rather than your competitors'.









CLUE #3: Wigible gites also









Visible sites claim their Local Google+ Page

Be sure your business information is listed and correct:

Physical Address – Google™ delivers search results based on location, and they get your location primarily from your Local Google+ page

Category – be sure your business is listed in the correct "categories" – Google let's you select up to 9

Verified Page – once your Local Google+ page is set up, it MUST be verified with a PIN that Google will mail to you

Local Number – search is all about local – a local phone number gets you found much faster than an 800-number





With Social Media you can...

Create a personality for your business

Promote special events and offers

Generate buzz about your business — at little to no cost

Connect with LOCAL customers

Network with other businesses in your area











CLUE #5: Visible sites link to friends

A website that has other, more well known websites link back to them gains increased credibility — and search engines will give it a higher search results ranking.

Here are some places that should be linking back to your site:

Social media sites like Facebook, Twitter and Google+

Online Directory sites

Search engine local business listings on Google[™], Yahoo![™] and Bing[™]

Videos posted on YouTube





The SEO Mystery Solved with hibu Digital Marketing

hibu Websites are written, designed and built to be search engine friendly — using the right keywords, customer-focused content and engaging design to please both search engines and site visitors.

hibu "Wave" will claim your listings on Google™, Yahoo!™, and Bing™, set up a Facebook and Twitter profile for your business...and distribute your business information to a network of online directories, making it easy for you to get found and contacted.

hibu Search will run targeted, keyword-driven paidsearch ads (Pay Per Click ads) promoting your businessdriving qualified customers searching for yourservices to your website.

hibu SEO Services will create and distribute content about your business...post to your social media pages...and create valuable "backlinks" to your website, working to raise your ranking for targeted searches.



Talk with a hibu web specialist today 855-481-0767



