

# 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?





# CLUE #1:



## 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:



## 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



# CLUE #4:

## Visible sites are social

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

72% of  
small businesses  
find that  
“going social”  
boosts traffic  
to their website



# 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 paid search ads (Pay Per Click ads) promoting your business — driving qualified customers searching for your services 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**





**hibu**  
www.hibu.com

© hibu Inc. 2014. 'hibu' and other ™ are trademarks of hibu (UK) Limited or its licensors. All rights reserved.  
hibu Inc., 6300 C Street, Cedar Rapids, IA 54206  
Google™ is a trademark of Google, Inc. Yahoo! is a trademark of Yahoo! Inc. Bing is a trademark of Microsoft Corporation.