

## IMPROVE YOUR SEARCH RANKINGS

# 5 steps to put your business online and lay a foundation for continuous success.

### #1 – Merge the physical with the digital. To thrive in business, live in both worlds.

Merge your on-the-street assets with their corresponding digital reality so shoppers can virtually “see you” without leaving the car, coffee shop, or home. Then they'll contact you.

- A. Your building and location are on a digital map that shows up accurately in searches.
- B. Your business name, address, and phone (NAP) are listed in dozens of online directories.
- C. Your reviews are visible online. Here is where you help your prospects decide to become customers.



### #2 – Be Mobile Friendly.

Have a website that responds well to phones and tablets. Make sure your company details are registered accurately with the search engines so you can be found and contacted with “Click to Call” and map search.

### #3 – Encourage lots of Reviews. ★★★★★

Shoppers are looking for reviews. Start to get more 5-Star Reviews. Use a simple customer feedback system and review portal. Then show off your good reputation every way you can.

### #4 – Create photos, videos & news releases. Distribute everywhere.

- A. Show up in local searches with more than your website on the results list.
- B. Tell shoppers who you are and what you do best. Build trust. Create connections.
- C. Boost your authority with the search engines when you encourage natural links to your website.

Links from press releases, social media pages, photos, videos, industry websites, locally relevant websites and authority sites will improve your search rankings.

### #5 – Work with us.

Connect with High Spark Media today to discuss how better to compete with your rivals.

Chances are excellent that you will also **dominate your competition** who are either ignorant, cheap, or too lazy (!) to take these steps. No disrespect intended but taking action will give you an advantage!



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