



REPUTATION MARKETING SPECIALIST

**HOW TO BUILD
TRUST & AUTHORITY
ONLINE
WITH GOOGLE**



Hi Welcome!!

I'm Jeff Sommers founder of Reputation Marketing Specialists and known by many as the Search Engine Guru!!

Whether you discovered us online or offline it's my absolute pleasure to welcome you here.

Here at Reputation Marketing Specialist we help service based businesses looking to **attract more clients and be positioned for success online** establish trust and authority with Google so that they are featured, found and their clients first choice.

Essentially we help you leverage search engines for increased authority and more client leads...we all want more of those right!? Because with more leads comes more sales and ultimately more income!!

So where do you start when it comes to leveraging Google and getting those all-important leads to your door?

You start right here...

Want to build trust and authority with Google online so you can...

- Drive more traffic and leads to your website on autopilot
- Increase your brand presence online
- Get found by those looking for what you offer more of the time
- Get more calls from eager clients wanting your services

...then there are just 7 things you need to do and keep top of mind.

1. Get Listed!!

That's right if you want to build trust with Google you have to be listed on the core online directories. Why? Because the sole aim of a directory is to be listed themselves and they will take you with them, plus the more places Google finds you the more authority you have.

What should your listing include?

- Business description
- Business Location
- Business Name
- Email
- Contact Number
- Address (if applicable)

So where should you list yourself? Here's a few to get you started:

- Google My Business Listing
- True Local
- Start Local
- Aussie Web
- Local Pages

2. Have A Responsive Website

Yes, for many of us our website is the window to our organisation, our shopfront. To build trust and Authority with Google now (and actually get them to list your site) your website has to be responsive or in simple terms viewable on any device be it mobile, tablet, computer or other.

When your site is responsive it means it will automatically resize and be easily viewable on any device.

Google is now listing responsive websites above non responsive ones

To check if your website is mobile responsive go to

<https://responsinator.com>

3. Get a SSL Certificate

SSL stand for Secure Sockets Layer and it is Google's way of recognising a secure website.

There are numerous instances of unsafe websites where the information can be easily hacked.

SSL ensures that the information is encrypted

This gives your website visitors greater security regarding the information they put online especially if you are collecting any personal information or payments

It is easily recognisable whether or not you have a SSL certificate.

The URL of your website will begin with https:// instead of http://.

Google is already labelling https:// websites as secure. http:// websites will either be labelled Not Secure or have an (i) in a circle where a dropdown says that the site is not secure.

A SSL certificate will boost your websites rankings,

Check the listing on the first page of Google for any given search term and you will find that nearly all listings are https//

4. Attract Attention with Keywords

Google wants to list you...it wants to connect viewers to content and in order to do this it has to know what you're about, how you help and that it's connecting the right people to the right pages.

To assist Google with this and ultimately build relevancy with Google you have to identify the keywords that:

1. you want to be known for
2. people are searching - both buyer and information keywords
3. identifies the areas and locations that you service

To assist you in identifying the right keywords for you and your audience visit sites like Google Keyword Tool or Wordtracker where you can identify keywords and themes being searched for your industry, location, consumers etc.

Once you have your list of terms and keywords incorporate them into your website copy and content. As well as into the back end Meta and title tags of your site. You can do this yourself or enlist professional help from

[Reputation Marketing Specialist](#)

5. Produce Regular Content

At least once a month (more if you have the capacity) produce a compelling piece of content related to your business, industry or the way you do things. This content should be significant and really educate your viewer/reader.

Content can be produced in the form of an article or video and should contain your core keywords as identified in point 4 above.

You would then share this content on your website, typically on your blog page and across all of your social media platforms.

6. Get Social

Have a Facebook Business page as a minimum (there are several social platforms to leverage for business but definitely start with Facebook).

Make sure the page is fully optimised and the standard these days is to have a video to replace the cover image

By sharing regular content related to your industry on your business page, typically three information/education posts and one offer type post, Google will pick up on this and quite often rank your Facebook page in their search listings meaning you are displayed more often on page one where your potential clients are looking.

Again use your core keywords in your content description and share your regular content on this page too as detailed in points 4 and 5.

7 Get Testimonials

Develop a system for getting testimonials

The first step is to ask for them from your best clients

At Reputation Marketing Specialist we have a simple system where you just text or email a link to your client and when they click on that link they are directed through the process of leaving a review.

It puts you in control because only the best reviews get published

If they just send you the testimonial put it on your website with their name or initials attached (depending on the permission you have)

Note: There is the easy way---find out in a [Reputation Transformation Session](#)

Implement these 7-steps and in a few weeks you will have built more Trust and Authority with Google!



Not sure how to map your keywords and build content that will capture attention...

**Book in for Your
Complimentary 30 Min
“Reputation Transformation
Session”**

1:1 with me Jeff Sommers

In this session we will go through exactly how you can

- Be listed on page 1 of Google
- Drive more traffic to your website
- Increase your brand presence online
- Follow a system that gets results, saving you time and money!

**Or you could simply email
jeff@reputationmarketingspecialist.com.au and a
member of my team will be in touch.**