



THE ESSENTIAL

LOCAL SEO GUIDE

for Small Business and Getting Found Online

By Katrina Puranik

RANKINGAUSTRALIA.COM.AU





ACCESS SLIDES





Your Success is OUR Success



Katrina Puranik - Director & Founder
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OVERVIEW

Google Business - What you don't know

High Volume Search Terms - What is a good keyword?

Google Updates - Do They Work?

Outrank & Out-Perform Your Competitors



WHO DOESN'T

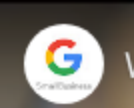
HAVE AN ACTIVE &
VERIFIED GOOGLE
LISTING?

97%

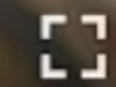
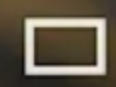
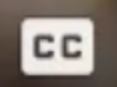
OF CONSUMERS USE THE INTERNET TO
FIND A LOCAL BUSINESS

SOURCE: HUBSPOT





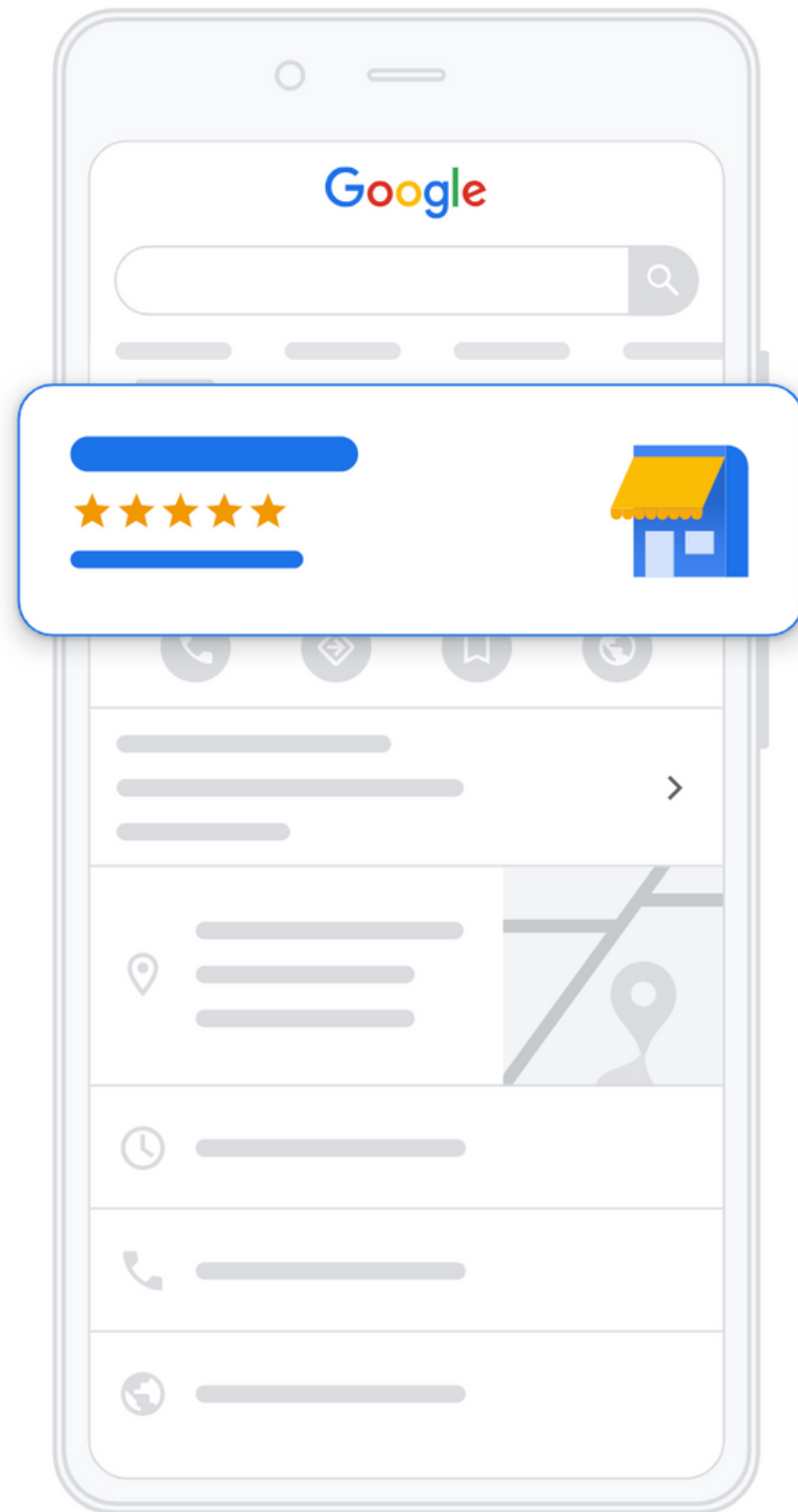
cafe with live music|



BUILDING YOUR

GOOGLE PROFILE





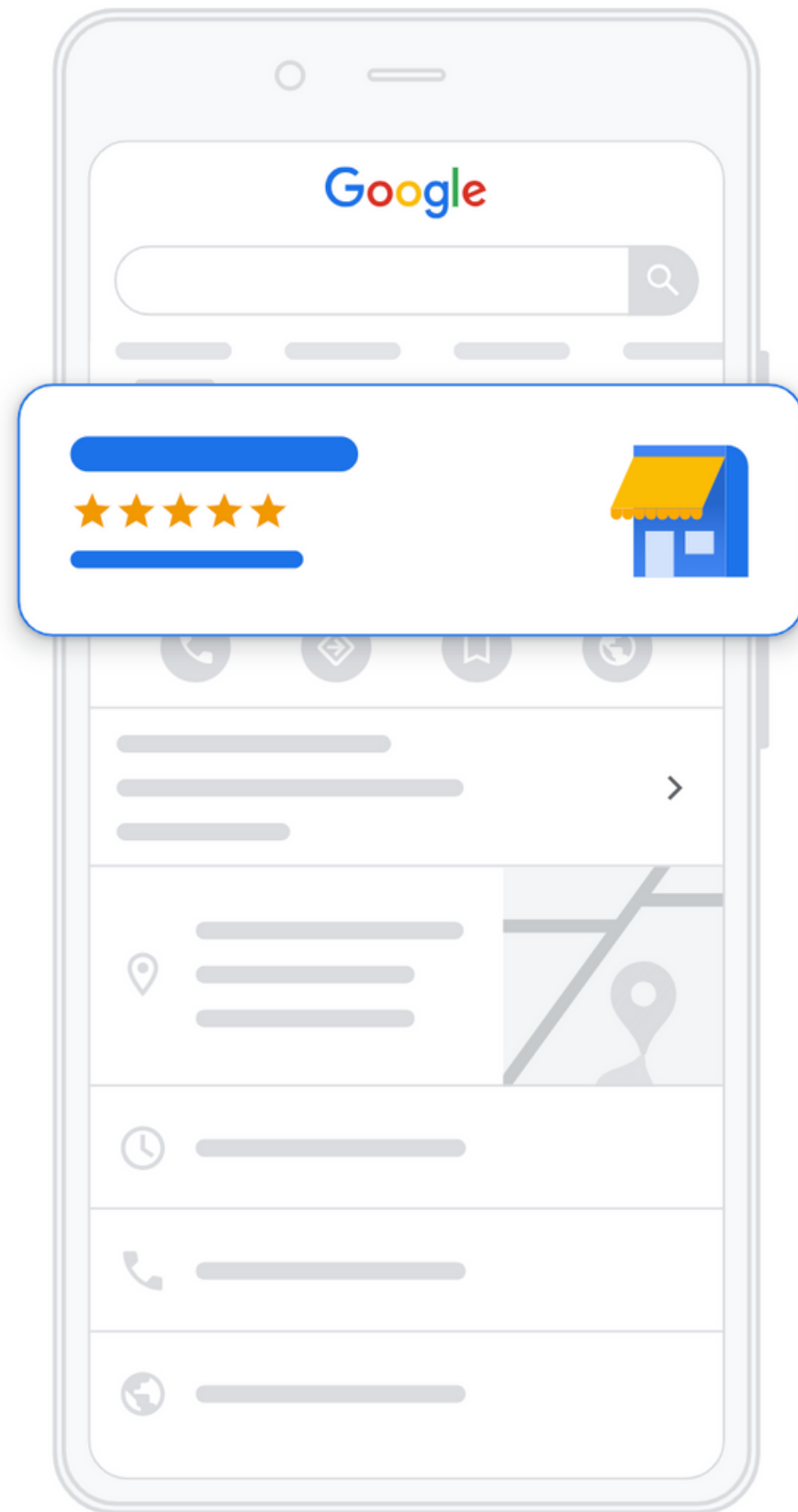
Business Name

So think about this when you register your business name with ASIC

What ever you promote your business name as on:

- Business Card
- Uniform
- Signage





Business Categories

This is helping Google to categorise your business and get you found on search.

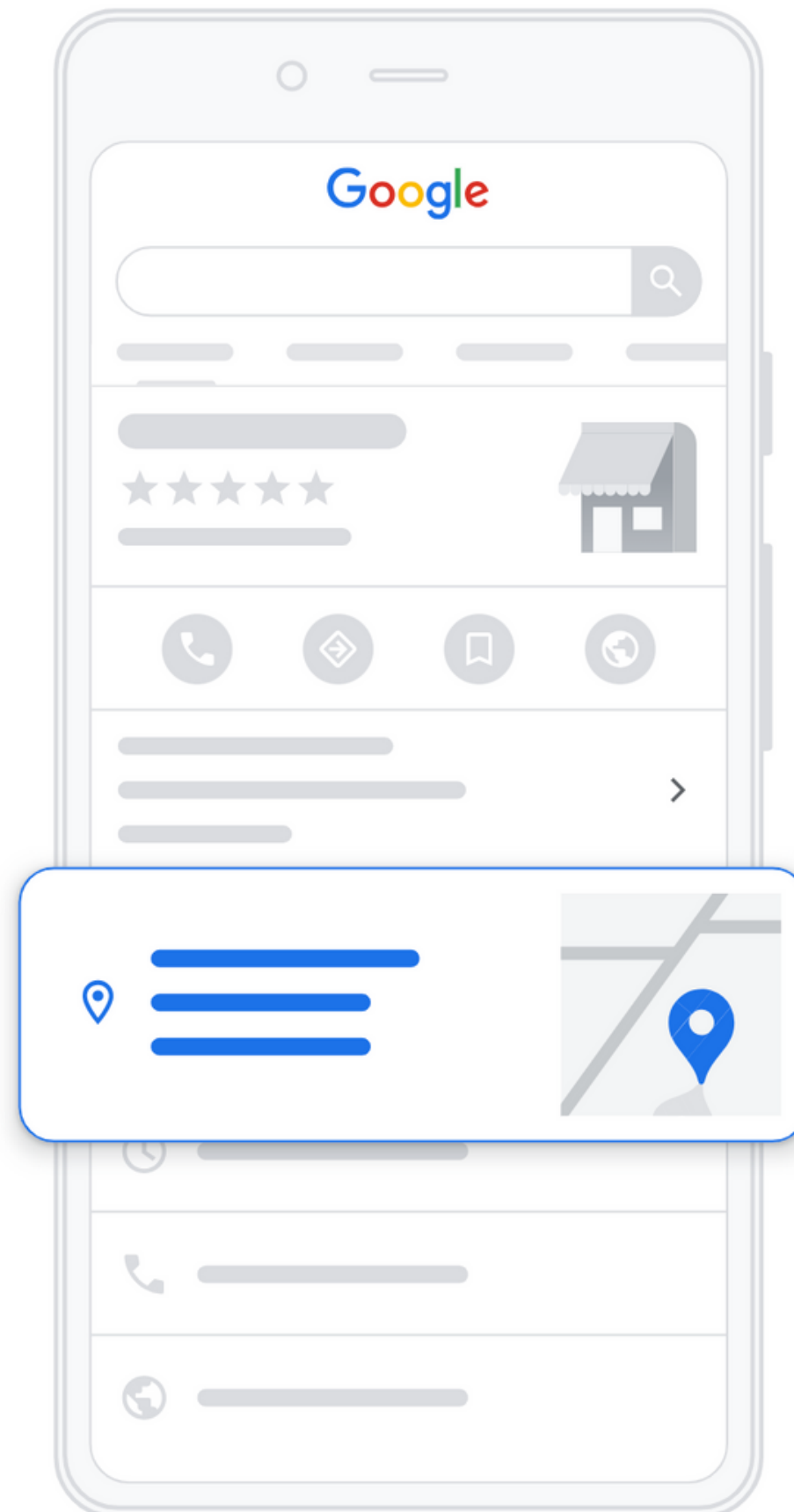
Try to be as specific as possible

MAXIMUM BUSINESS CATEGORIES: 9



86%

LOOK UP A BUSINESS LOCATION VIA GOOGLE MAPS SOURCE: GITNUX



Location

You still need a staffed office, that is a base of operations - even if clients don't visit. This should be on your ASIC Certificate.

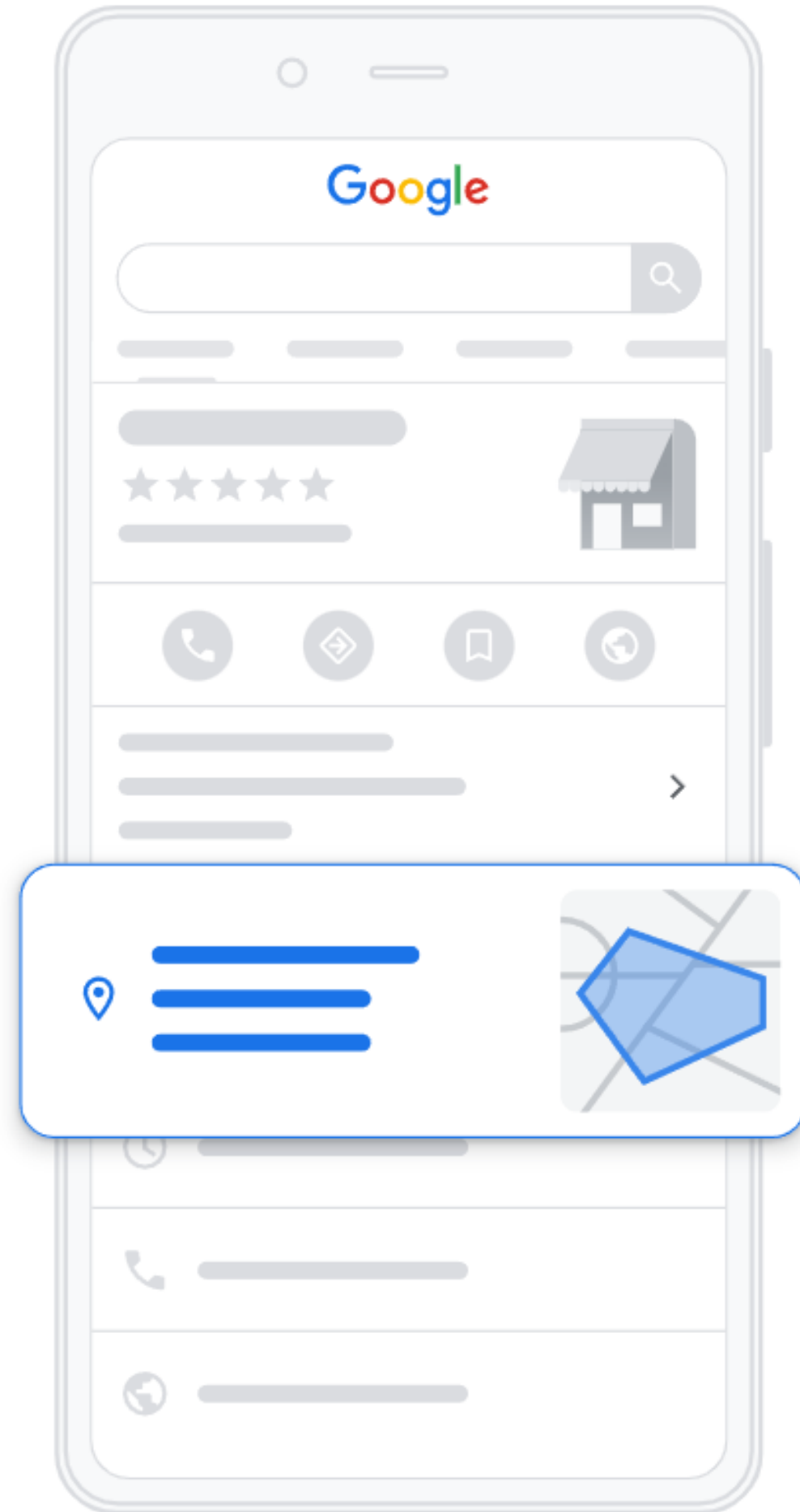
This makes it so much easier to verify when Google looks at the location.

But....

Plumbers, Electricians, Tech Support and many others have home based office. This is verified with an ASIC certificate

ESSENTIAL: YOU MUST HAVE REAL INTERACTIONS WITH CUSTOMERS - CALLS, DELIVERIES ETC





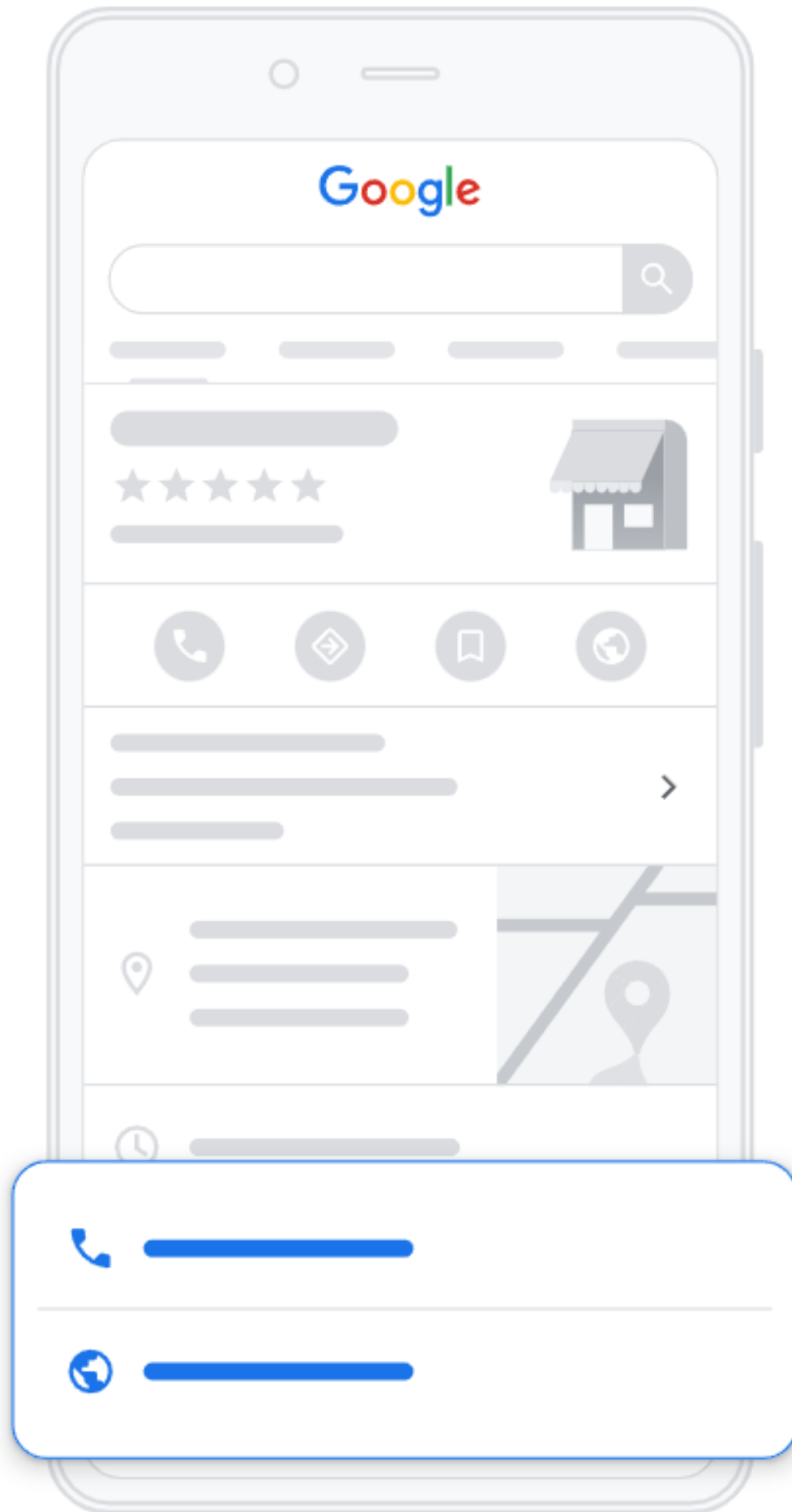
Service Areas

Don't be hasty to add too many here at first - you can add them after verification. But this is your Local SEO at work

What this does is drop in in the middle of your location where you provide services and/deliveries.

MAXIMUM SERVICE AREAS: 20





Website & Phone Number

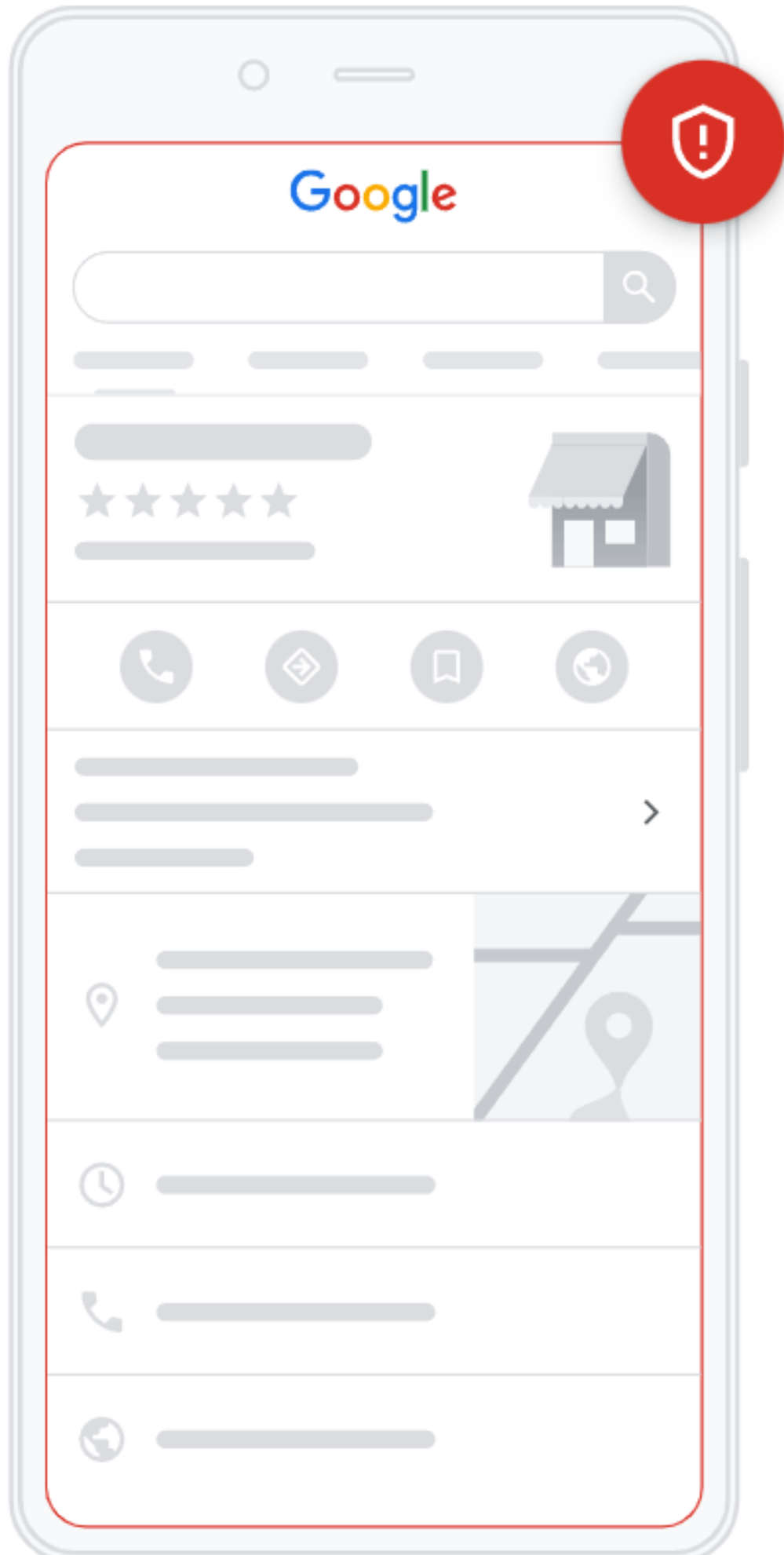
Website is Not Essential - but phone is.

56%

Customer Actions are Website Clicks

SOURCE: GITNUX





Verify

Select a way to get verified

Google needs to verify that you manage this business.
[Learn more about verification](#)

Phone code

Get a code via text or voice call to **0449 578 655**

Business video

∨ More options

Next

REMEMBER:
**Support is
Available**

You can always call **RANKING AUSTRALIA** to help!



GOOGLE VIDEO VERIFICATION



Uniform



Business Card & Stationary



Street Sign



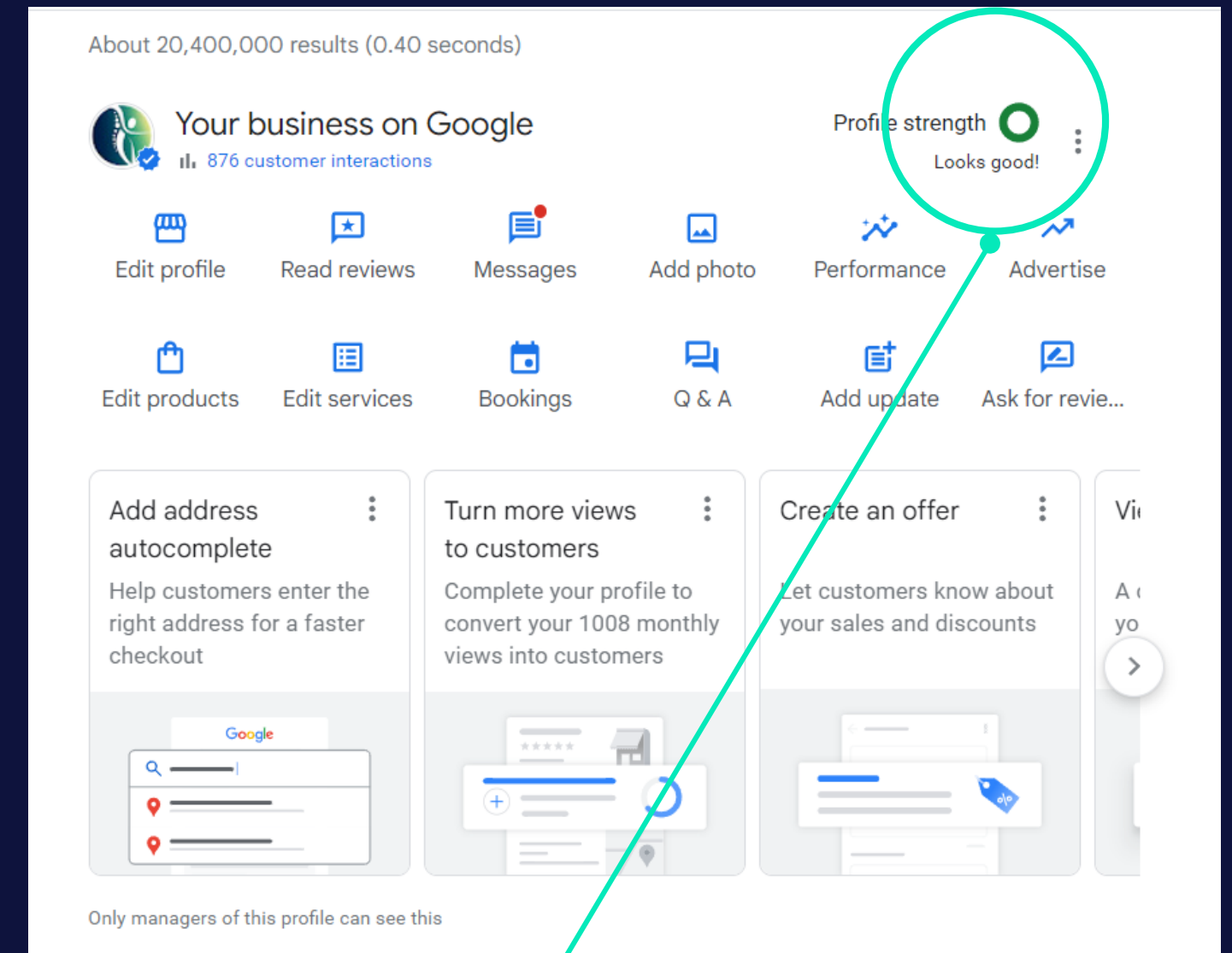
Office Space / Equipment


20 SECOND VIDEO -
LIVE UPLOAD
LOCATION,
EQUIPMENT, PROOF
OF MANAGEMENT &
CERTIFICATES



Build a Complete Profile

- Business Name (Official)
- Business Location or Service Areas
- Business Category
- Business Description
- Photos & Videos
- Opening Hours & Special Hours (Holidays)
- Services & Descriptions
- Website URL vs Appointment URL
- Attributes: Wifi, Women-led, Wheelchair access etc
- Updates, Offers, Events, Posts, News
- Q&A Feature
- Messaging



Profile strength 
Looks good!

COMPLETE EVERY SECTION OF YOUR GOOGLE PROFILE



← Edit service details

Service

Long Tail Keyphrases

0 / 120

Price

No price

Service price (AUD)

Service description

Use Your Long Tail Keyphrases Here as well

0 / 300

 Delete service

Cancel


Save

KEYWORDS VS KEY PHRASES

Manage


Reviews

Effectively






Ben Levi
7 reviews · 1 photo
★★★★★ 6 months ago

Katrina and the team have been looking after my website and SEO for a couple of years now and I can say that their level of service, availability, care and attention to detail, is second to none. I have used a number of companies to manage the same previously and I'm more than glad I came across Ranking Australia when I did. We're a small business but now with a big and supportive team. Thanks Katrina and Ranking Australia. You guys are the best! Highly recommended.

 1


Response from the owner 5 months ago
Thank you for sharing Ben! We love working with you guys!

 Edit  Delete





[Redacted]
1 review
★☆☆☆☆ 5 months ago

Horrible Horrible experience. Needed to get work on my teeth completely redone by another dentist. Inexperienced assistant that didn't seem to know what they were doing.

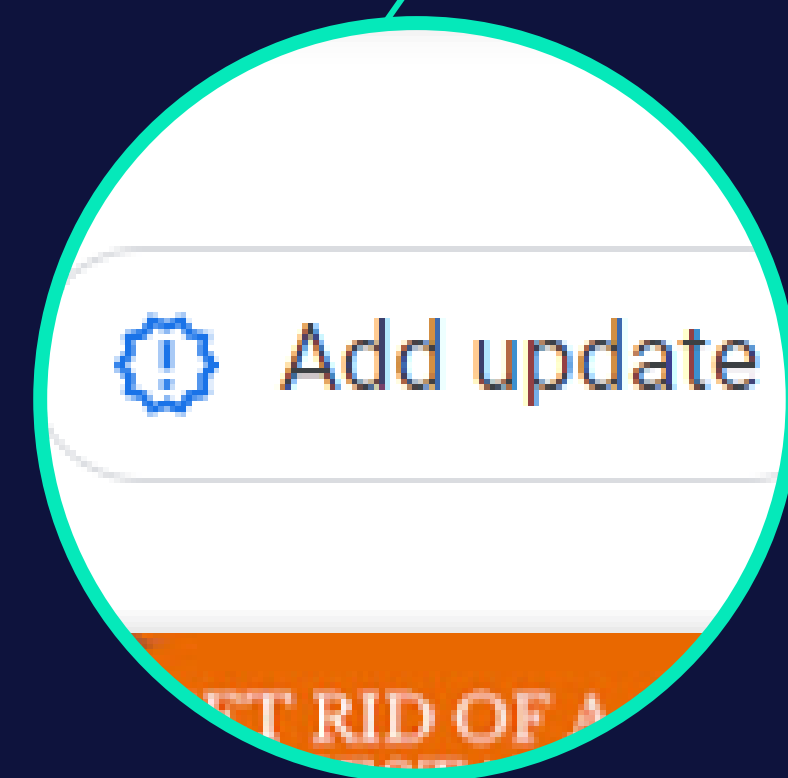
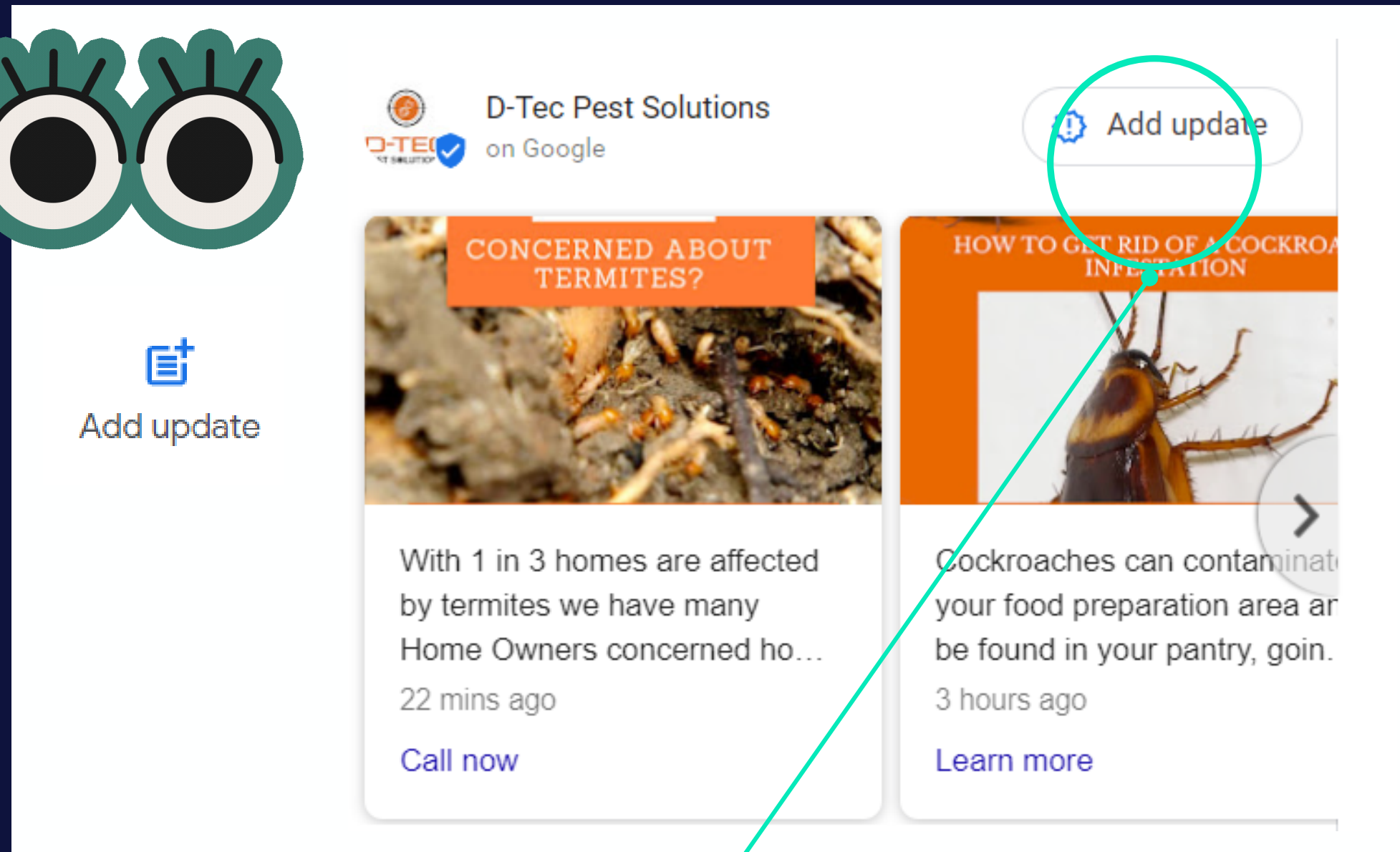
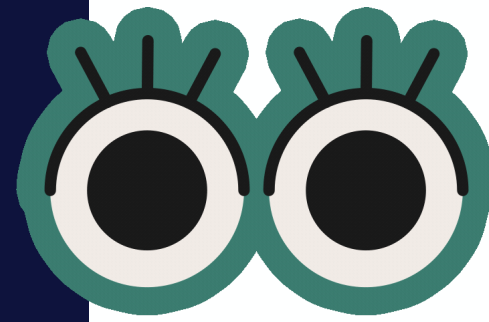
 2

Response from the owner 5 months ago
Well that's interesting as we have no record of any bookings where anyone has been dissatisfied with their treatment or anything else related to their visit. Please contact us directly if you would like to discuss your experience. However something tells us that this is a fake account review?? Please contact us directly as we prioritise customer service and making sure you are comfortable and get the very best dental care with [Redacted]

 Edit  Delete



Regular Posts & Updates



95% of small business owners don't
have an optimised profile!!!



SEO

can drive
your visibility

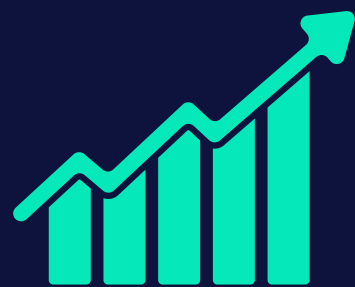


DEFINITION

SEO, or Search Engine Optimisation, is the process of

optimising “digital content”

to improve its visibility in search engine results, thereby increasing organic traffic and relevance to users.



THE EASY STUFF...

- Improve Your Website Loading Speed - [Learn how to check it](#)
- Signup for [Ubersuggest](#)
- Use your Peeps! Build your network online!
- **Local SEO - GOOGLE PROFILE**
- **Adapting to Google Updates = ADD CONTENT**
FAQ, Help Section, Resources
Build your Authority in the Industry

LOCAL SEO

can be used to
boost Your
Google Profile

84%

DISCOVERY SEARCHES

THIS MEANS KEYWORDS

- Business Name
- Business Location or Service Areas
- Business Category
- Business Description
- Photos & Videos
- Opening Hours & Special Hours (Holidays)
- Services & Descriptions
- Website URL vs Appointment URL
- Attributes: Wifi, Women-led, Wheelchair access etc
- Updates, Offers, Events, Posts, News
- Q&A Feature
- Messaging



How to Outrank Your Competitors

- Contact Details Consistency
- Engaging Content & Imagery
- Build your trust with Google - implement EAT
- Create a Help Section - FAQs
- Complete & Manage your Profile
- Keywords
- Long Tail Keywords & Your **USP**



Expertise

How much experience and knowledge do you have on the topic?



Authority

Are influencers who serve the same audience linking to your content because it provides value?



Trust

Are you protecting user information, providing accurate information, and being ethical?

What is a good keyword?

- **Keyword Relevance** - It needs to match the brand as well as being High volume Search Term
- **Local Intent** - e.g. "Best Plumber in Brisbane"
- **Long-Tail Keyphrases**



Keywords

Enter Keyword + Add

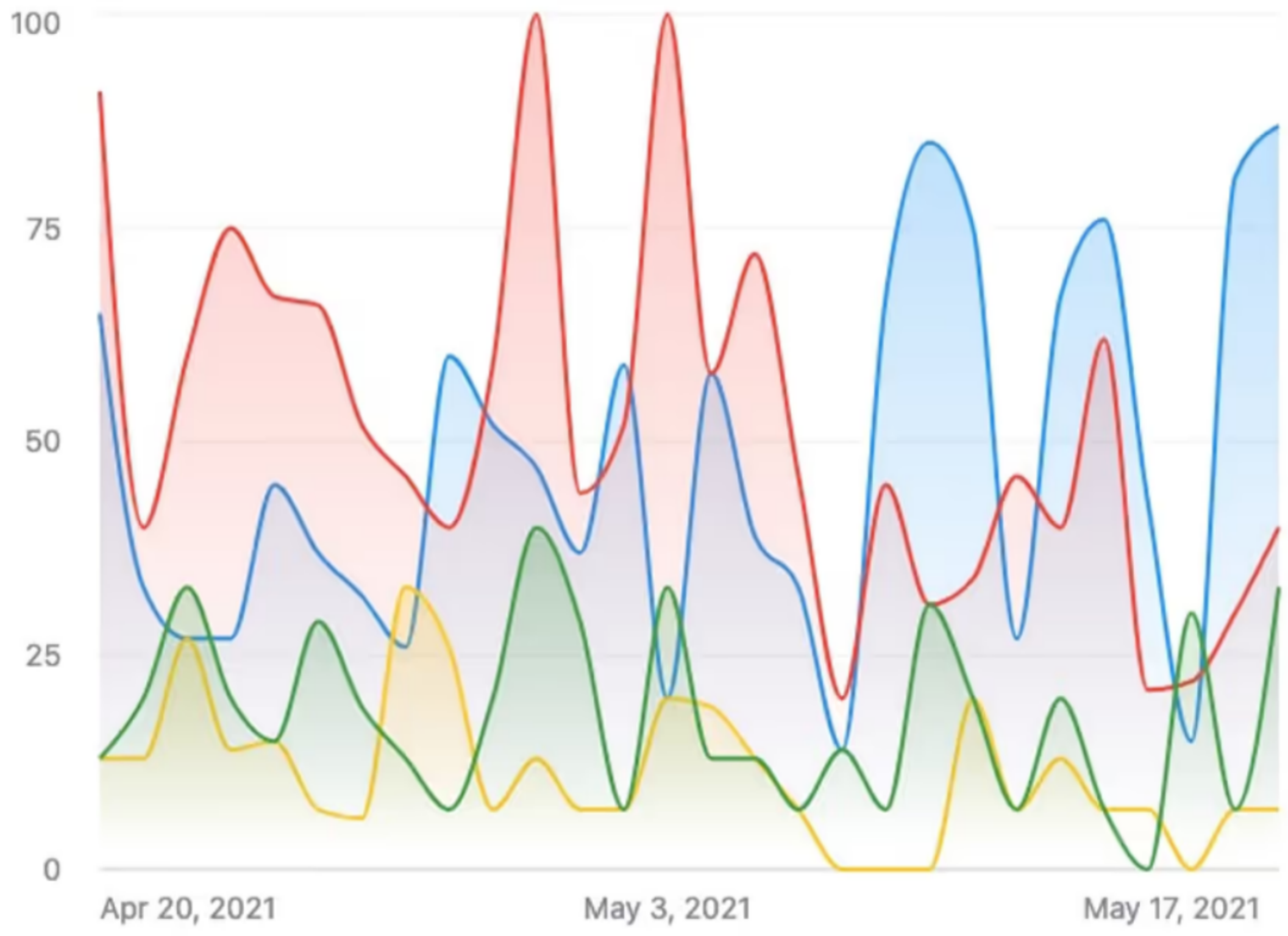
- new york trip X
- US trip X
- United States trip X
- NY trip X

Close & use selected keywords

Cancel

Worldwide ▼


Past 30 days ▼





Where can you
find the right
right keywords?

plumber near me

Volume: 40,500/mo | CPC: \$12.22 | Competition: 0.35 |  ★

Maps Cheap Free quote Plumber

\$15

100,000 credits



Boost

Your Google
Profile



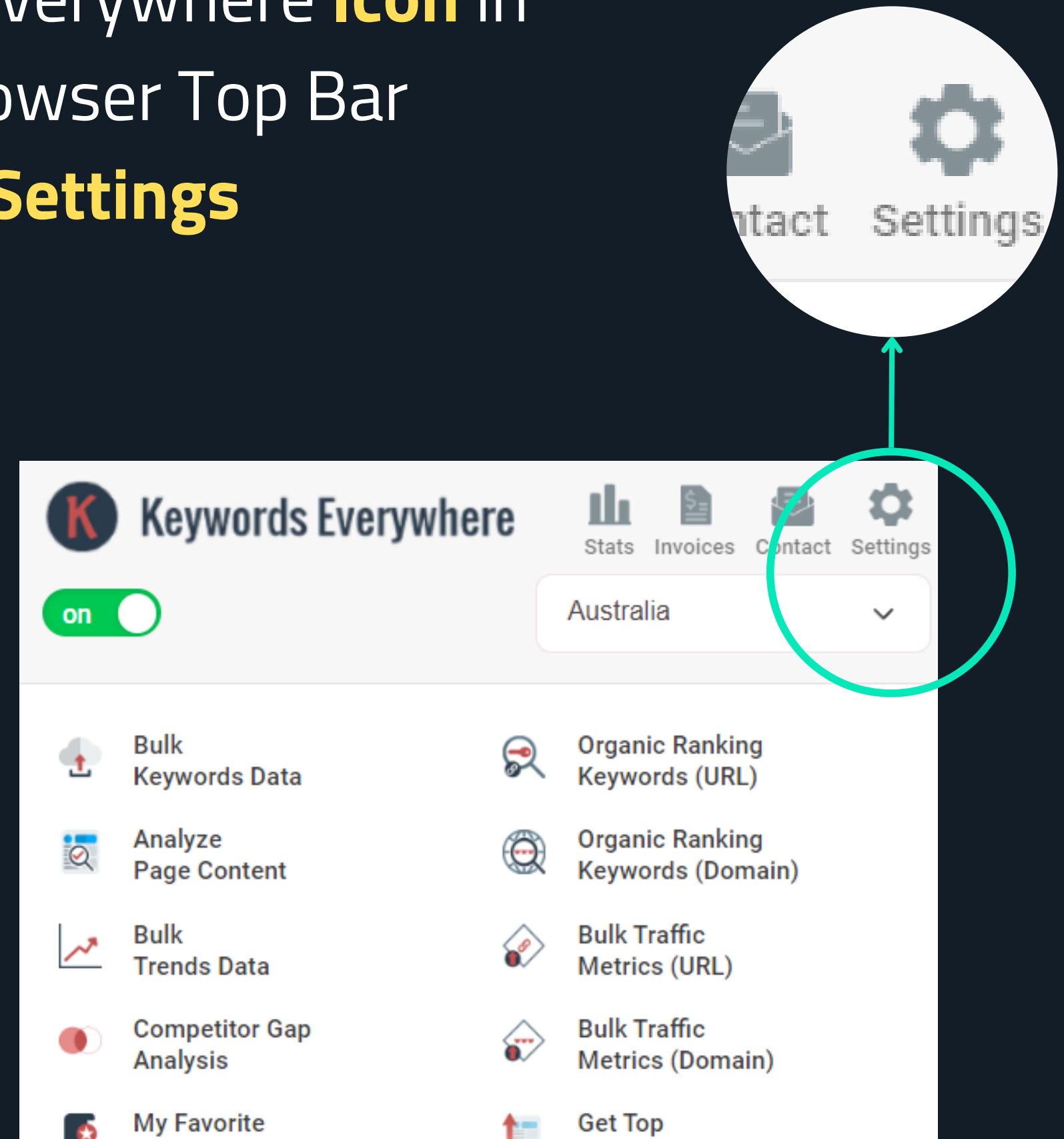
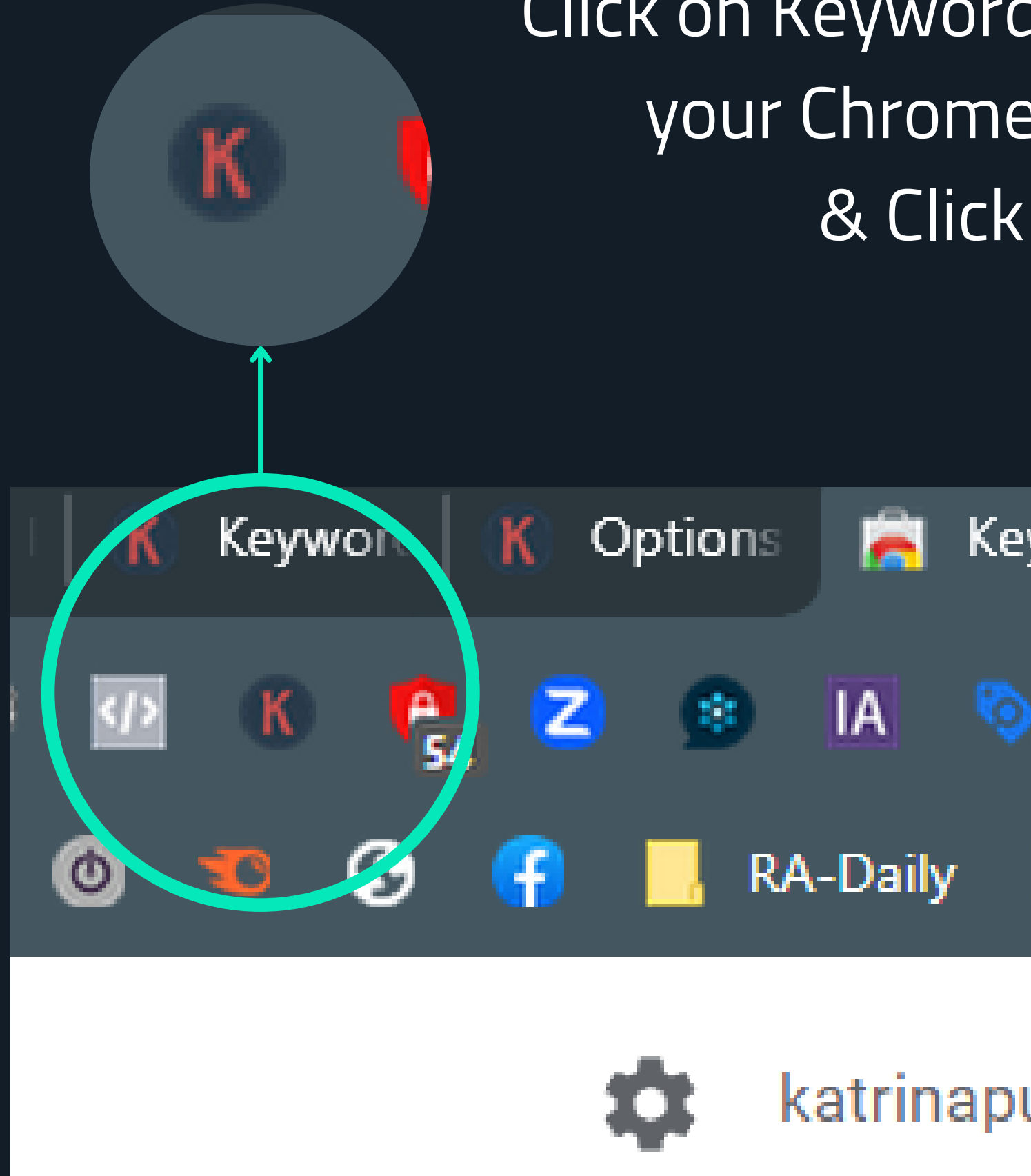
1. **Install** Keywords Everywhere
2. **Register** for an API Key
3. **Validate** Your API Key
4. **Configure** the Settings for Australia
5. **Purchase** Credits for Searches



GO TO: <https://keywordseverywhere.com/>



Click on Keywords Everywhere **Icon** in your Chrome Browser Top Bar & Click on **Settings**




← Add update



Add a description

0 / 1500



Add photos

Add a button (optional)

None

- None
- Book
- Order online
- Buy
- Learn more
- Sign up
- Call now

Preview

Post

⚡ GPT-3.5

⚡ GPT-4

ChatGPT **PLUS**

Educate & Prompt ChatGPT

ALSO DON'T FORGET TO

Define the Audience & the Call-to-action

Suggest some names

for my cafe-by-day, bar-by-night business

Create a charter

to start a film club

Come up with concepts

for a retro-style arcade game

Brainstorm names

for an orange cat we're adopting from the shelter

I would like to create an update for my Google Business Listing - maximum 1500 characters - to announce Ranking Australia's Spotlight Workshop at the Logan Small Business Conference and Showcase at Park Ridge on the 7th September



⚡ GPT-3.5

⚡ GPT-4

ChatGPT **PLUS**

Suggest some names

for my cafe-by-day, bar-by-night business

Create a charter

to start a film club

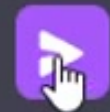
Come up with concepts

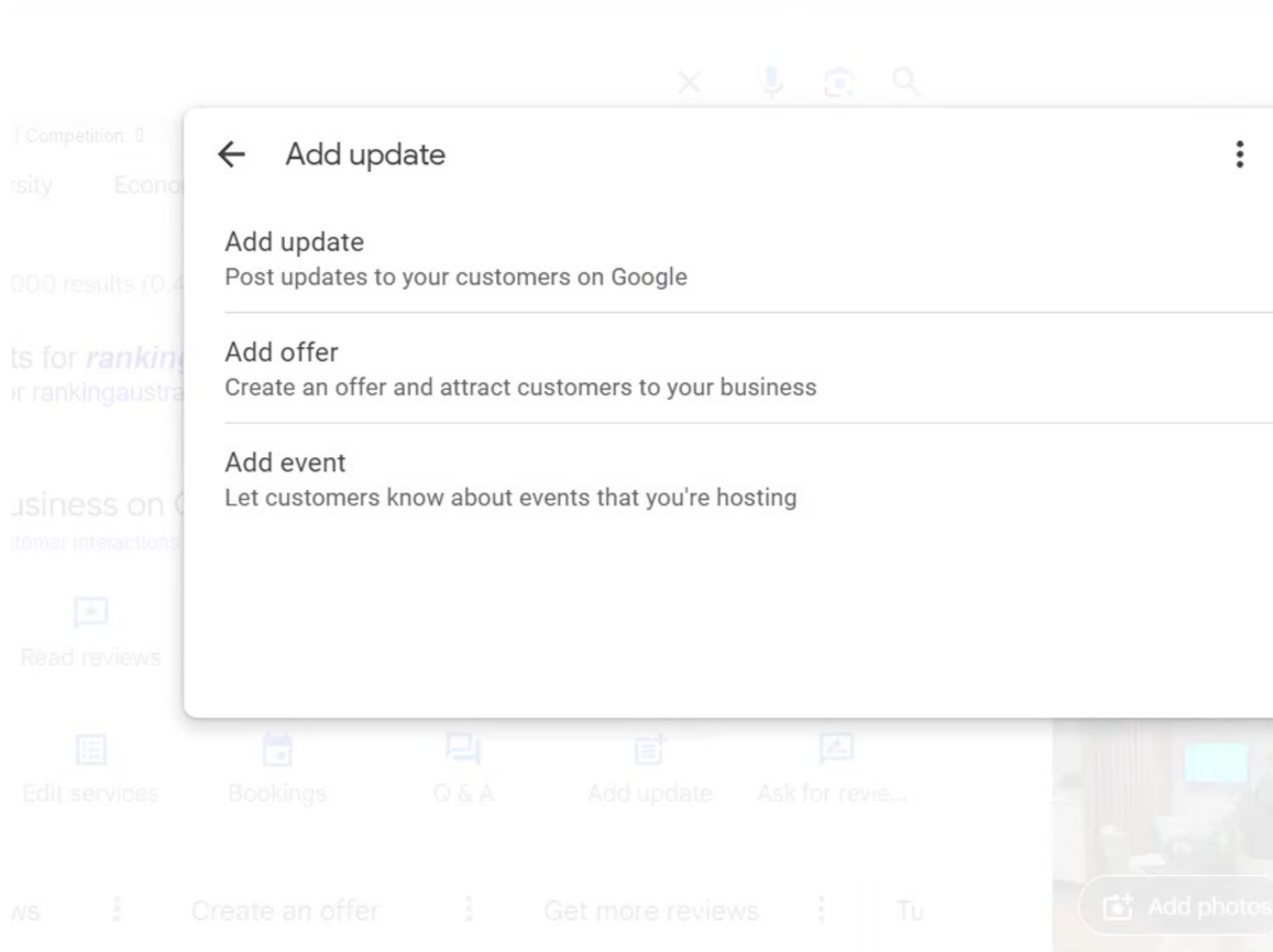
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Brainstorm names

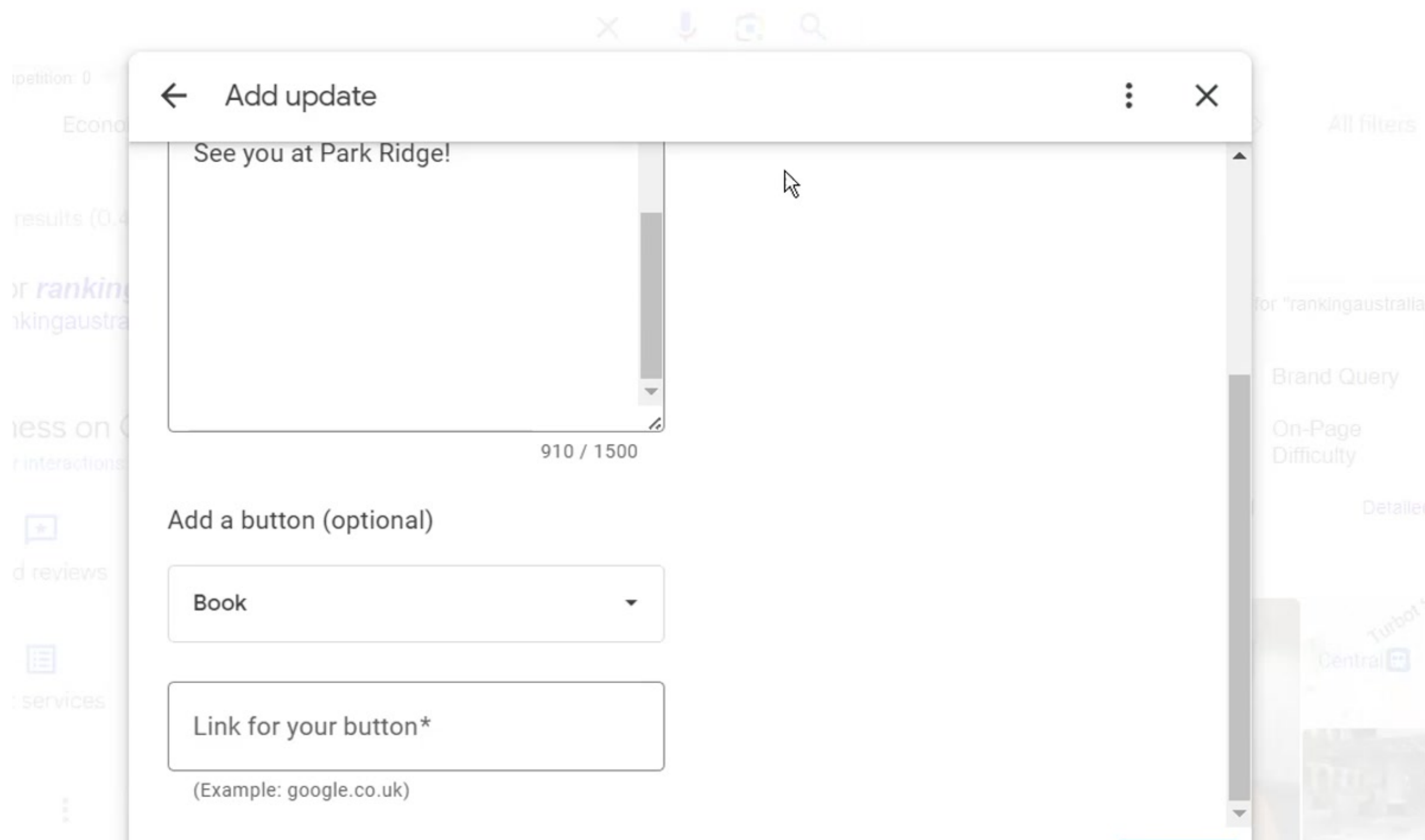
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I would like to create an update for my Google Business Listing - maximum 1500 characters - to announce Ranking Australia's Spotlight Workshop at the Logan Small Business Conference and Showcase at Park Ridge on the 7th September - where Katrina Puranik will share the tools of the trade for optimising your Google Business Profile and the essential tips for Local SEO for Small Business. The audience is small business owners and the call to action is to book a ticket to attend.





Add into Google Business Updates



Add a Photo, Button Text & Link



Your Success is OUR Success



Katrina Puranik - Director & Founder
Google Marketing Expert

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ACHIEVE A MINIMUM OF 30% ROI IN 90 DAYS



1300 762 496
rankingaustralia.com.au

These Introductory Prices go up on 1st November - If you still want LIVE Support you will need to upgrade to our: Guided Marketing Program.

As these services will have the Zoom Sessions Removed in favour of Content Creation.

RANKING AUSTRALIA

Start-up Business
+1



Live Support & SEO
Google Setup
Google SEO Services
Top Keywords
Marketing & Brand Strategy
Free Tools & Resources

\$19⁹⁹
PER WEEK*

RANKING AUSTRALIA

Small Business
+2



Live Support & SEO
Google SEO Services
Top Keywords
Blog & Social Media Planning
Marketing & Brand Strategy
Free Tools & Resources

\$39⁹⁹
PER WEEK*

RANKING AUSTRALIA

Medium Business
+4



Live Support & SEO
Google SEO Services
Top Keywords
Blog & Social Media Planning
Marketing & Brand Strategy
Free Tools & Resources

\$99⁹⁹
PER WEEK*

LIMITED TIME ONLY



Thank You!

