

Once you have built your website the next task is to ensure it can be found online, ideally in front of your competition! There are two ways to make this happen. 1. Pay Google etc to be at the top or 2. Complete lots of work to do this organically. If you prefer organically (we do), then you now need to complete what's known as **Off Page SEO**. Your designer would have already completed your **On-Page SEO**.



### A brief explanation of SEO:

The most commonly used search engine is Google, followed by Bing, Yahoo and a few others. To help explain SEO, we will use the most

commonly used search engine, Google. Every day, millions of people enter "keywords" into Google for various things they are looking for and Google responds by giving the user a number of websites that are relevant to the keywords they have entered in their search. The higher your site ranks in these search results for these keywords, the more likely it is that a potential customer will find and click through to your website.

Search engine optimization (SEO) involves *raising the visibility of a website* in a search engine's search results, to increase the likelihood of being clicked on by an internet user. In general, the higher the rank of a website on search results, the more visitors it will receive.

**It's important to note that it takes significant time for a website to move higher in the ranks and get found online.** New websites can take up to **6 weeks before Google or other search engines** even indexes them - (recognises their existence in the search engines).

### OFF-PAGE SEO

#### Even Great Websites with well written content Can Go Unnoticed.

We would all like to think after going "Live" with a new website that the seas will part, angels will sing and customers will be lead straight into our hands. Unfortunately, that is just not going to happen. The reality is the only people who know your website exists are you, us and maybe a few of your friends/clients. After a while, a search engine spider will probably come along and pick up your domain for indexing. This will then begin the slow process of jockeying for search-engine position among the hundreds of other websites related to your industry.



Rather than waiting and relying on search engines & directories locating your website, it is better to **let them ALL know it's there.**

Once your website is live you will need to submit the site url – your domain, to a number of search engines and directories. Below is a list of what you will need to do to make this happen!!!

## PREPARATION

To prepare - write up a “short” description about your business in Microsoft Word so you can copy and paste it later. It should be a short “This is who we are, this is what we do”. You will use this description to submit your business to a variety of search engines and directories. *(your text will need editing as you go, each search engine provides a different amount of character space)*. Use some of your **keywords**.

Also get a copy of your logo and a few photos together to upload to search engines *(you should compress the photos and name them correctly)*. I.E. surfing-sumner.jpg not 123456.jpg

## GET STARTED

**IMPORTANT - Create a Google Account:** <https://accounts.google.com/SignUp?hl=en>

You can use a Gmail or your own email address to open this.

**IMPORTANT - Create a Google My Business Listing:** <https://www.google.com/business/>

Google will mail you a postcard to your business address for verification. It usually takes around 2 weeks to arrive.

**Create a Google Plus Page:** You can do this within your Google account using your login details above.

**Create a sitemap of your website:** <https://www.xml-sitemaps.com/>

Upload this sitemap to your hosting area root folder. Ask your website hosting company to do this for you if you're not sure how.

**IMPORTANT - Submit your website sitemap to Google & Bing.**

[Create a Google Webmaster account](#). Use your Google account login details.

[Create a Bing Webmaster account](#). Create a new account.



**Submit your site url - domain to  
Search Engines/Directories:**

Click on the links below, register  
and add your business details for  
FREE:



- <https://www.finda.co.nz/account/business>
- <https://nz.biz.yelp.com>
- <https://admin.cylex.co.nz>
- <https://www.neighbourly.co.nz/business-apply>
- <https://yellow.co.nz/suggest-business>
- <http://www.find-us-here.com/register>
- <https://www.localist.co.nz/my-localist/listings>
- <https://www.hotfrog.co.nz/AddYourBusiness>
- <http://business.foursquare.com/claim>
- <https://www.freebusinessdirectory.nz>
- <http://www.fyple.co.nz/register>
- [http://www.gopher.co.nz/list a business](http://www.gopher.co.nz/list_a_business)
- <https://www.ibegin.com/business-center/submit>
- <http://www.indexnz.com>
- <http://www.kiwi-directory.com/add-your-business>
- <http://www.localbd.co.nz/SubmitBusiness>
- <https://www.nzsbdirectory.co.nz/new-add-listing>
- <http://www.tuugo.co.nz/AddYourBusiness>
- <http://nz.wowcity.com/registration>
- <http://www.zenbu.co.nz/signup>
- <https://manage2.zipleaf.com/Create-Listing>
- **Optional:** <http://www.trademe.co.nz/services> (only listing we would recommend paying for \$39 / 90 days)

There are hundreds more search directories but this will give you a good start. Also try and get listed on other websites in your industry. Continue this as and when you can and it should be never ending.

**Quick Note Regarding Yellow Online**

They may call you and try and push advertising on you. We would advise you to only take the free listing but obviously this is up to you. It's an important link but be aware; *they are good at sales*.

**Create Social Media pages for your business** - Social Media pages will provide high quality back-links to your website, which strengthen its importance for search engine ranking purposes.

**Create a *Business* Facebook Page, not a personal page:**

*Good for search engines that your website is linking to high quality urls.*

[Click here for link to Facebook.](#)

**Create a *Business* Facebook Page** (continued)

We don't mean a personal Facebook page, we're talking about a business page/club page/fan page. Look at the bottom of the Facebook signup page for where you click to create this. We would advise you to post any specials you may have, holiday trading hours, latest news etc. You will need to monitor the email address you set it up with in case you get a question from a customer.



When you have created your Facebook page you can request a Facebook username.

A good **user name** makes your Facebook address easier to remember and is good for SEO.

It will look something like this:

[www.facebook.com/yourcompanyname](http://www.facebook.com/yourcompanyname)



[Click here for instructions.](#)

**Facebook Page / User Name:** You can add this to your website, email signatures, business cards etc. You could also email all your friends and family and ask them to “like” your page. Also ask

them to bookmark your website. Connecting your site to social media provides strong back-links that Google loves for ranking sites higher and it's a great way to spread communications about your business.

#### Other examples of Social Media Pages Include:

**Google Plus:** Basically, Facebook by Google, **with SEO power like no other**. Access via Google and make sure you copy and paste whatever info you post to your Facebook page. You can also join communities for your industry.

**Twitter:** Start tweeting your business news, promotions, offers and whatever else will be of interest to your clients - set up via Twitter

**YouTube:** Business videos, client interaction or promotional material - upload anything you want, you must sign up for a Google Account first before creating your YouTube profile.

**LinkedIn:** The business professionals calling card.

Other examples include Pinterest, Instagram and Reddit.

Please note, when you make updates to your social media, make sure you include a link-back ([www.yourdomainname.co.nz](http://www.yourdomainname.co.nz)) to your website in order to gain the long-term benefit for ranking purposes.

**Google Adwords** (set your own budget)

*This method can get you on the **first page of Google instantly.***

**Warning:** We do not recommend Google Adwords for most of our start-up clients, given the complications in keyword choice, competition and overall cost vs. return for the nature of their business. Leave this to an expert if it is something you plan on utilising.



Doing as much of the above as you can is-essential and helps massively with getting found in search engines. This is “*doing the little things*” that will help your website be found online in front of your competition.

**Remember, it takes time for this stuff to fully take effect, weeks usually so get on to it asap after your site goes “Live”!!!**

Please do not hesitate to get in touch if you have any questions or require assistance in any way.

Warm Regards

**QPM DESIGN**  
PROFESSIONAL + AFFORDABLE + WEBSITE DESIGN

