



Guide to SEO

One of the key methods being pushed in the age of digital marketing is Search Engine Optimization (SEO). SEO is an extremely useful tool when generating traffic and leads for your business. It is also undeniable how reviews impact your organization and SEO. Google states, "Nine out of ten of the top most influential local SEO ranking factors include reviews." Ensuring these two notions align, SEO will boost your online traffic and guide customers to your website.

WHAT HELPS MY SEO?

- **Your company's online reviews.** Online users talking positively about your business gets the word out there faster! By nature, reviews check all the SEO boxes. They're new, relevant and mentioning your business.
- **Consistent, new content.** Reviews and social media are two very effective tools when trying to put new content out there. Search engines are consistently tracking to see how often customers are reviewing and how recently your business has had interaction.
- **Mobile-ready website.** Consumers who read reviews on a smartphone are 127% more likely to buy than those who read reviews on desktops. If your website is not able to be navigated easily on a mobile device, your SEO could be affected.
- **Sites are optimized through basic attributes.** Basic attributes such as keywords, titles, back-links, and internal links optimize sites for search engines. The industry and business specific keywords stated in those reviews are vital to your SEO. Those will be the exact words incorporated in a search conducted by a potential customer.

For more information or to sign-up for a demo go to learn.surecritic.com.

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- **Naturally rank your site for long-tail keywords.** Long-tail keywords are 3-plus words bound together in an effort to rank higher than the competition. The specific keywords in your reviews can also be considered long-tail keywords. Increase the keywords your website is ranked for reviews.
- **Reviews boost social SEO.** Naturally, the reviews on your SureCritic business review page (BRP) are shared across social networks as your website is shared or customers post their feedback themselves. Sites are optimized for SEO through different types of links. Signaling at 18.3% of total ranking factors, social sharing is a huge factor when it comes to SEO. Allowing your customers to talk online about their loyalty to your business can go viral.

What could I be doing wrong?

- **Too many keywords.** Focus on the crucial keywords related to your industry and strategy.
- **Not focusing on local area.** Majority of your business is from the local area. Make sure your keywords are specific to your region.
- **XML sitemap.** A sitemap that is submitted to Google is vital to your SEO. This helps search engines understand the URLs associated with your website and better index your pages.
- **Very few reviews.** Your business is not gathering enough reviews. One of the ways search engines identify applicable businesses is by seeing how many people review and how they rate the business. The more people who are talking about and are having a positive experience with your company, the more likely Google will display your business at the top of local search.

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