

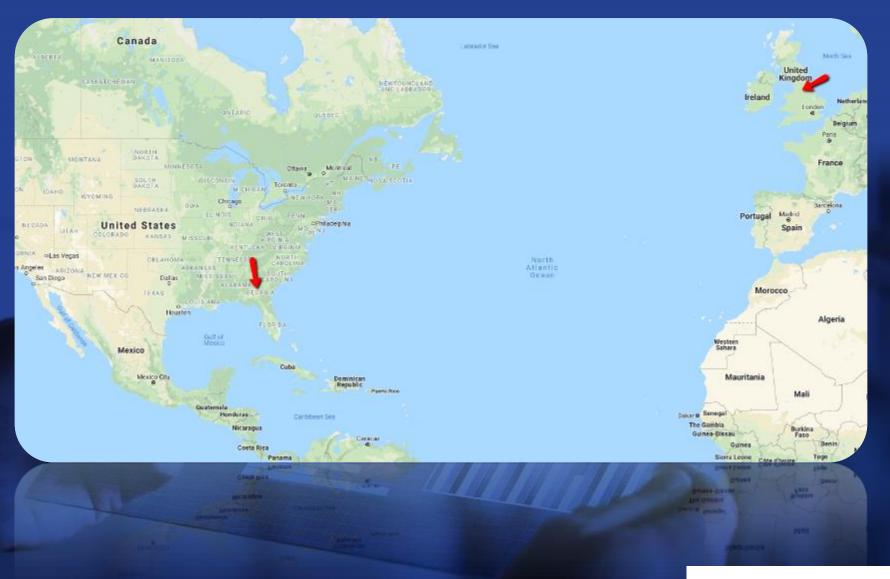




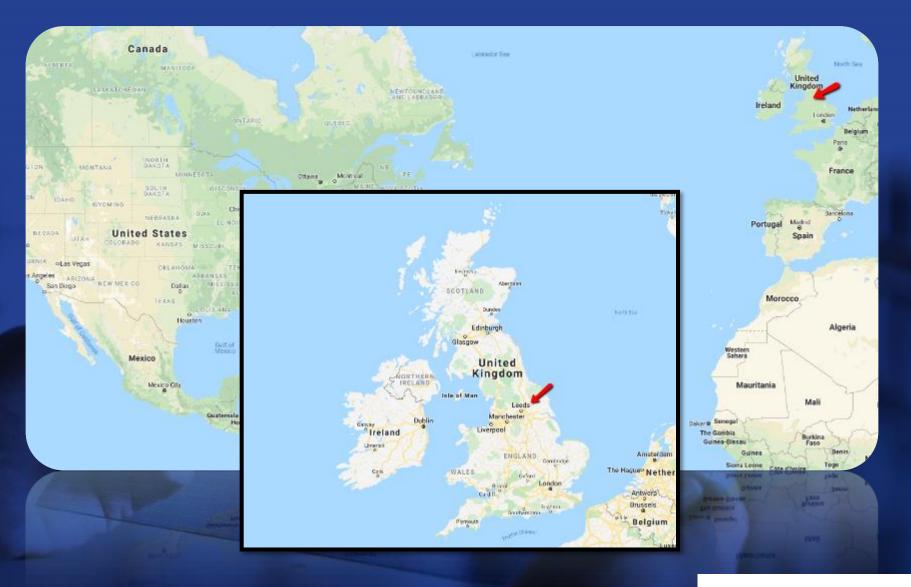
- Andy Simpson
- Married with 2 cats, Bart and Lisa
- From Leeds, England
- Web for 24 years and SEO for around 19, legal SEO for 6!
- Work for Digital Law Marketing

Twitter: @ndyjsimpson

DIGITAL LAW MARKETING



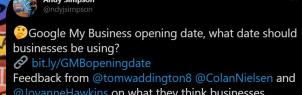








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Feedback from @tomwaddington8 @ColanNielsen and @JoyanneHawkins on what they think businesses should be using #localseo #SmallBusinesses #SmallBiz #itdepends @LocalSearchLink



THE TOP EXPERTS IN LOCAL SEARCH Brodie Clark Aaron Weiche **Darren Shaw** Matt Lacuesta Adam Dorfman Dave DiGregorio Mike Blumenthal Carrie Hill Allie Margeson Casey Meraz David Mihm Mike Ramsey Amanda Jordan Cindy Krum Miriam Ellis Eric Rohrback Amy Toman Claire Carl Andrew Shotland Colan Neil Andy Kuiper Conrad Sa **Andy Simpson** Cori Graft Ben Fisher Dan Leibs Blake Denman Dana DiTo **Brian Barwig** Dani Ower

Twitter: @ndyjsimpson

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The 2020 Local Search Ranking Factors

Survey Analysis

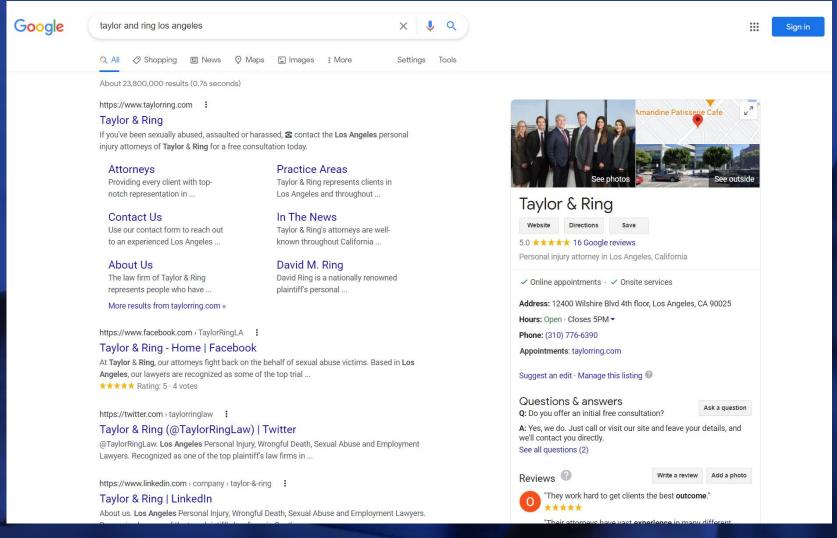
Why should you consider Google as your new home page?



At some point in the customer journey, they're going to google your name!



They see your Google homepage!

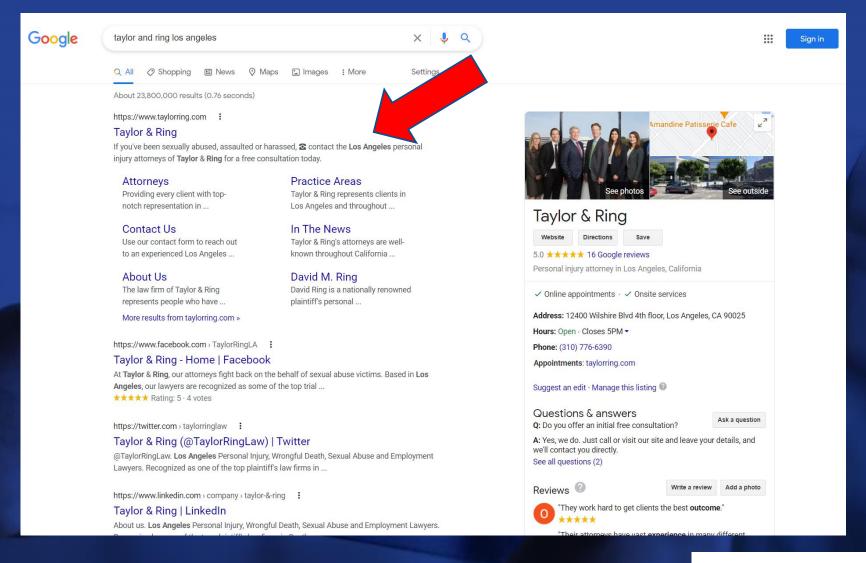


Users don't need to visit your website anymore!

Twitter: @ndyjsimpson

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So, let's look at what we can influence/control





1. Sitelinks

https://www.taylorring.com :

Taylor & Ring

If you've been sexually abused, assaulted or harassed, **2** contact the **Los Angeles** personal injury attorneys of **Taylor** & **Ring** for a free consultation today.

Attorneys

Providing every client with topnotch representation in ...

Contact Us

Use our contact form to reach out to an experienced Los Angeles ...

About Us

The law firm of Taylor & Ring repress to people who have ...

More results from Jorring.com »

Practice Areas

Taylor & Ring represents lients in Los Angeles and throughout...

In The News

Taylor & Ring's attorneys are vell-known throughout California.

David M. Ring

David Ring is a national enowned plaintiff's personal

https://www.taylorring.com :

Taylor & Ring

If you've been sexually abused, assaulted or harassed, $\mathbf{2}$ contact the Los Angeles **personal** injury attorneys of Taylor & Ring for a free consultation today.

 $\textbf{Attorneys} \cdot \textbf{Contact Us} \cdot \textbf{David M. Ring} \cdot \textbf{Practice Areas}$

- Point users to the most relevant information
- Increase your brand's reputation
- Improve user trust
- Help you dominate SERPs
- Increase click through rate
- Shorten the conversion funnel



2. Title & Description

https://www.taylorring.com

California Sexual Abuse and Assault Attorneys & Child Abuse ...

If you've been sexually abused, assaulted or harassed, a contact the Los Angeles personal injury attorneys of Taylor & Ring for a free consultation today.

https://www.taylorring.com

Taylor & Ring

If you've been sexually abused, assaulted or harassed, **2** contact the **Los Angeles** personal injury attorneys of **Taylor** & **Ring** for a free consultation today.

https://www.taylorring.com

California Sexual Abuse and Assault Attorneys & Child Abuse ...

Top tier civil litigation **attorneys** handling sexual **assault** and **injury** cases. At the **law** firm **of Taylor** & **Ring**, we understand the trauma and anxiety each type **of personal injury** case brings – especially cases that involve sexual **assault** or **abuse**. We know you and your family are in pain right now.

Attorneys · Contact Us · David M. Ring · Practice Areas



3. 3rd Party and "Best of" Sites

https://www.martindale.com > taylor-ring-1830861

Law Firm Office Information for Taylor & Ring - Martindale.com

Taylor & **Ring** handles a broad spectrum of civil litigation on behalf of seriously-injured or financially-harmed individuals, consumers, and businesses. The firm ...

★★★★★ Rating: 5 · 1 review

https://bestlawfirms.usnews.com > profile > overview

Taylor & Ring - Firm Overview - Best Law Firms

Taylor & **Ring** represents a range of clients in personal injury, wrongful death, sexual assault and employment litigation matters. The firm's clients come from all ...

Twitter: @ndyjsimpson

DIGITAL LAW MARKETING

4. Social Media

https://twitter.com/TaylorRingLaw

Taylor & Ring (@TaylorRingLaw) · Twitter

New Bill Would Let #SexualAssault Survivors Track the Results of Their Rape Kits bit.ly/2QBmPOX

Twitter · 2 days ago

https://www.facebook.com > TaylorRingLA

Taylor & Ring - Home | Facebook

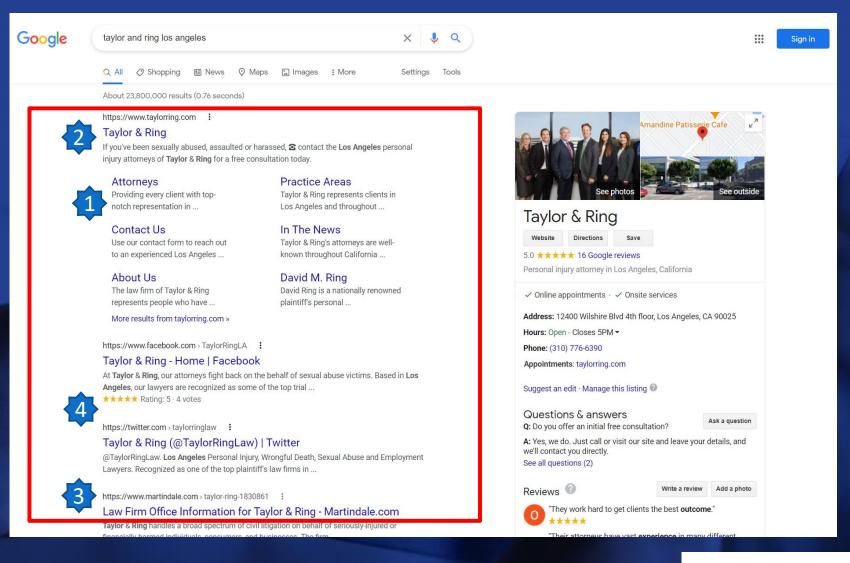
Perpetrators see them as easy targets, which sometimes leads to acts of sexual abuse. At **Taylor** & **Ring**, our attorneys fight back on the behalf of sexual abuse ...

★★★★★ Rating: 5 · 4 votes

Remember: Social media can be a BIG influence on your brand!

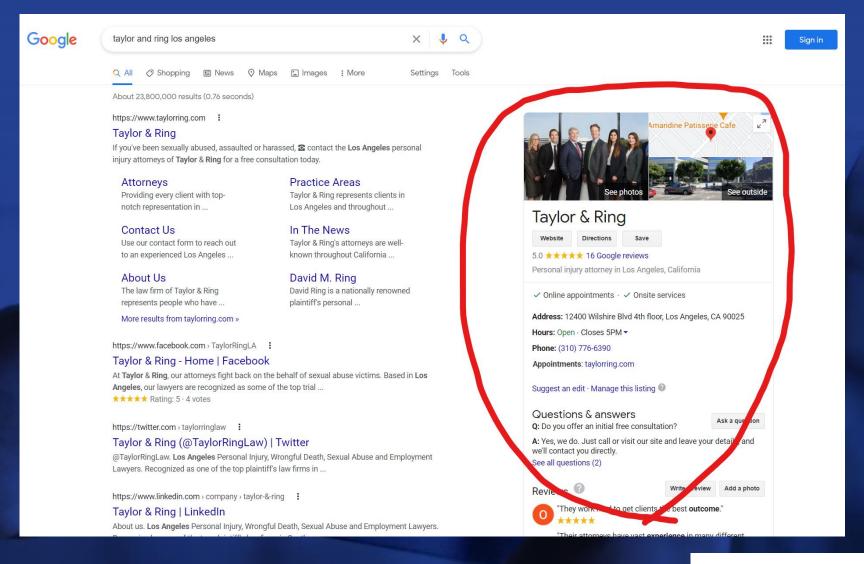


Summary of four things you can control



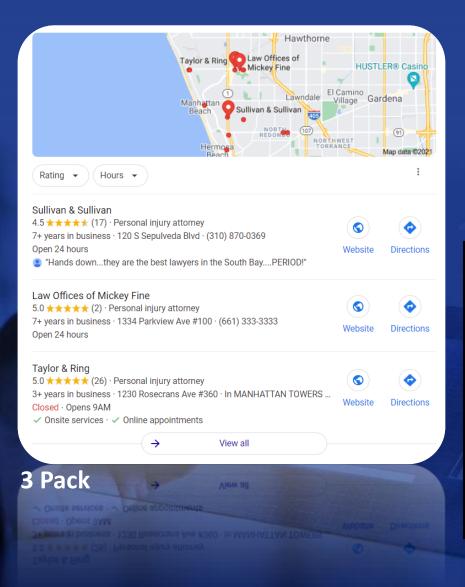


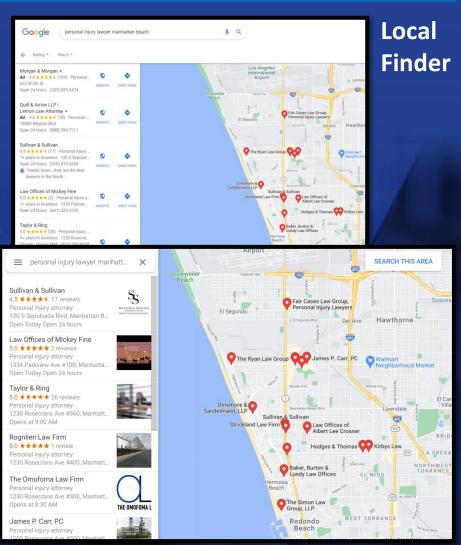
Google My Business – Ranking Factors





The 5 Factors Influence The Ranking On...

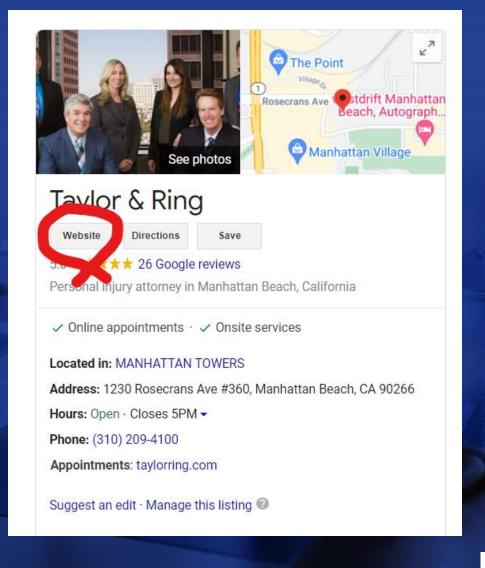




Google Maps

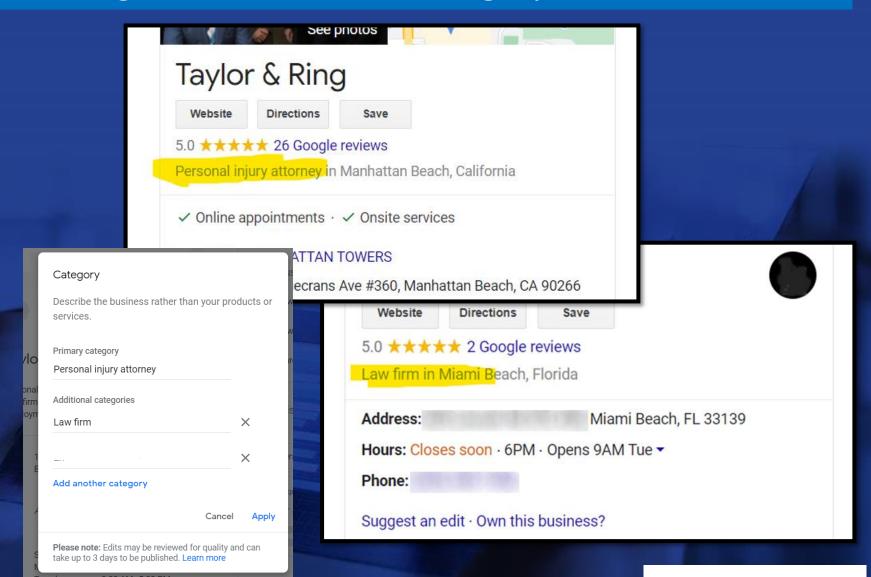


GMB Ranking Factor 5 - Website field!



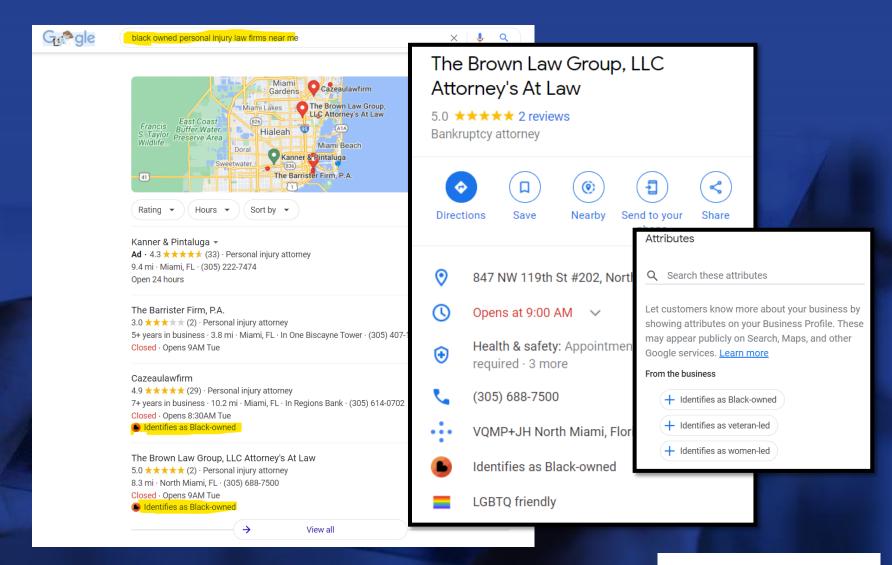


GMB Ranking Factor 4 - Correct Category!



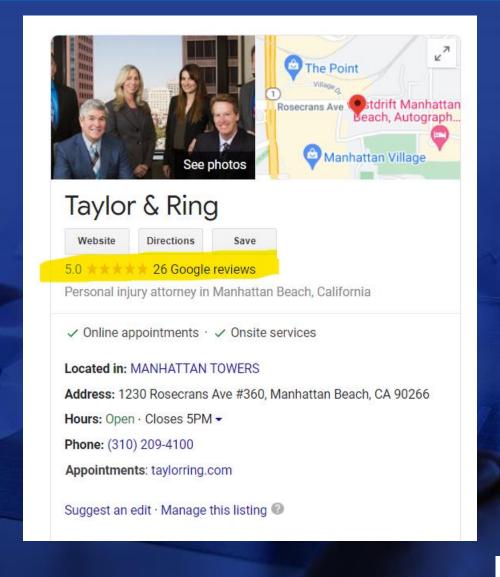
DIGITAL LAW MARKETING

GMB Ranking Factor 3 - Identity Attributes



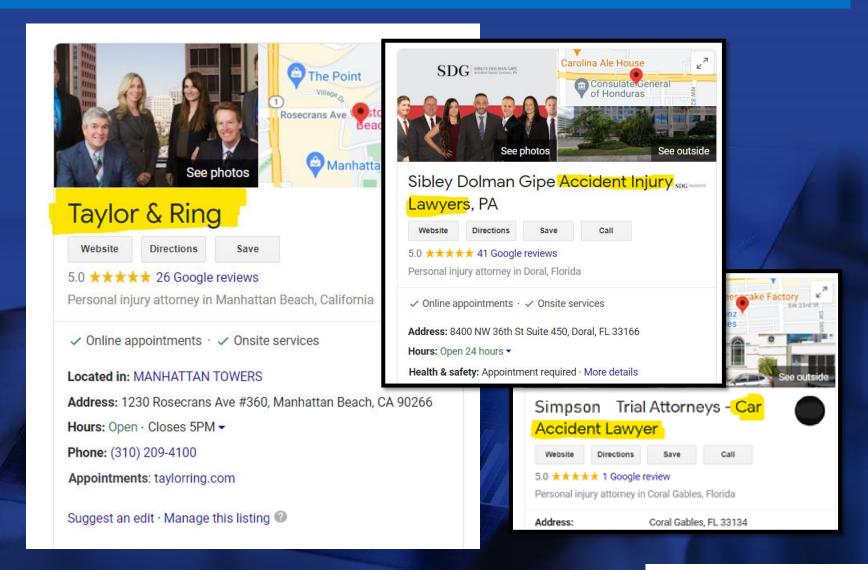


GMB Ranking Factor 2 - Reviews





GMB Ranking Factor 1 - Business Name





Business Name...Rebranding

Pros

Ranking benefits

Cons

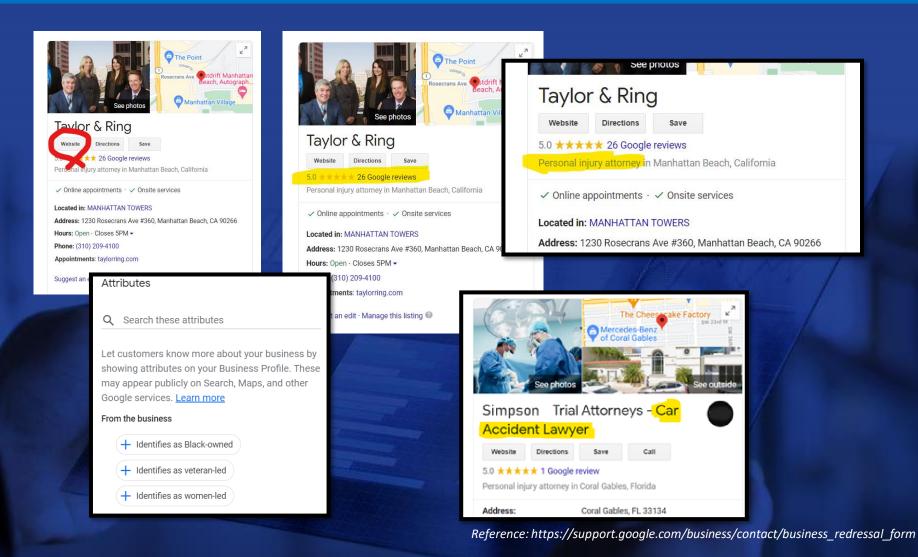
- Re-branding headache
- Competitors suggesting edits
- It can all be for nothing

Takeaway: Suggest an edit or use Google's redressal form

Reference: https://support.google.com/business/contact/business_redressal_form

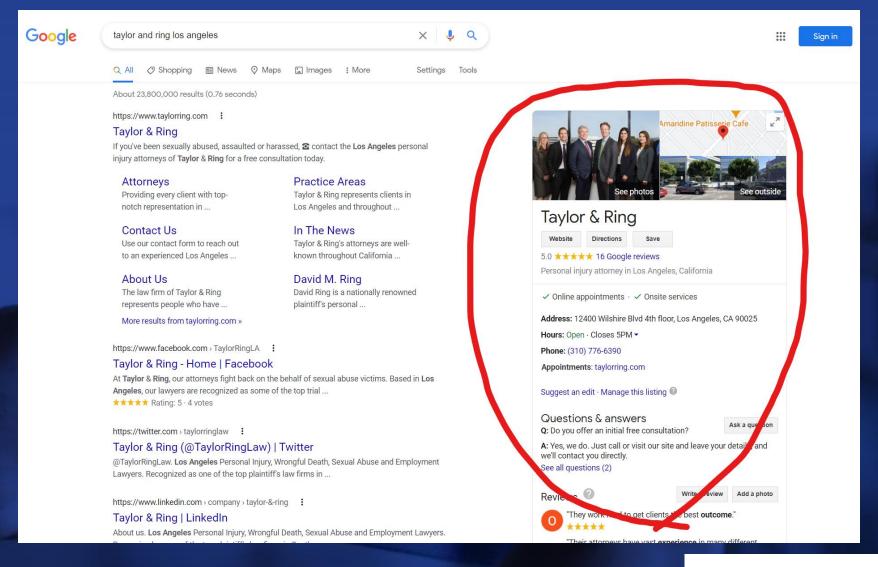


So that's your 5 GMB Ranking Factors!



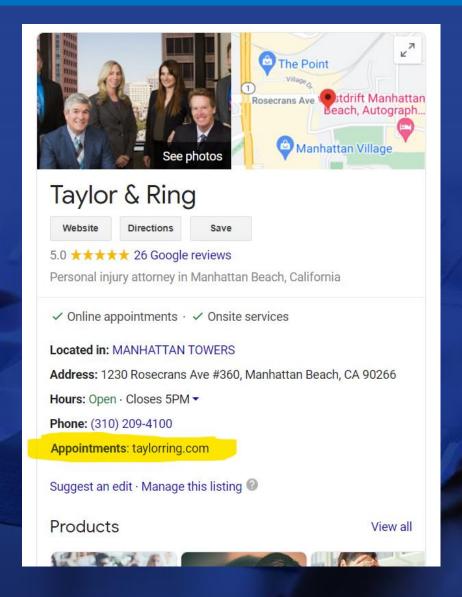
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Google My Business



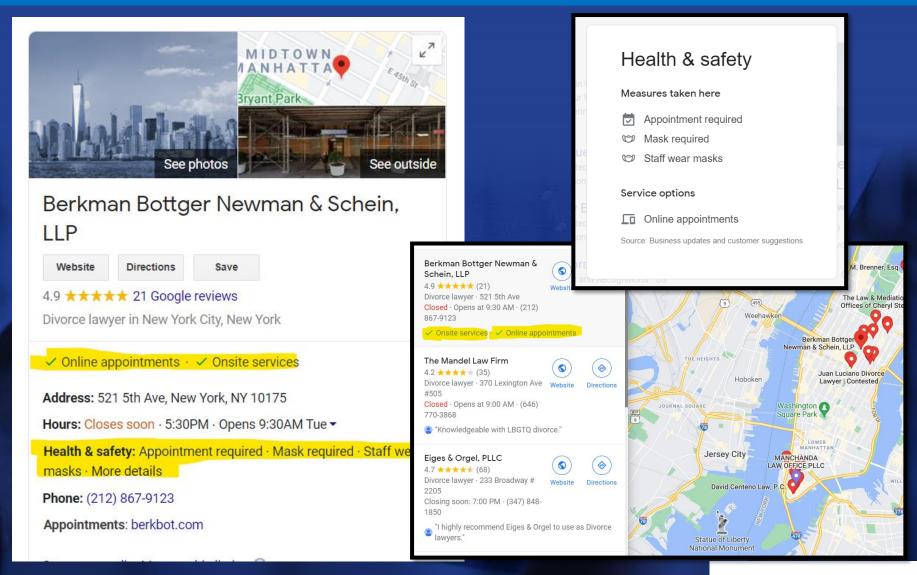


1: Appointments Link



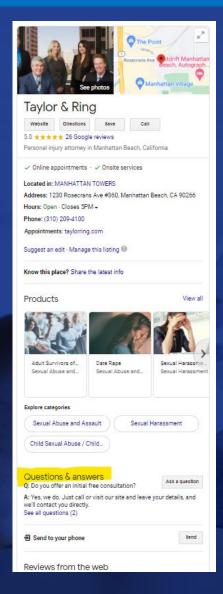


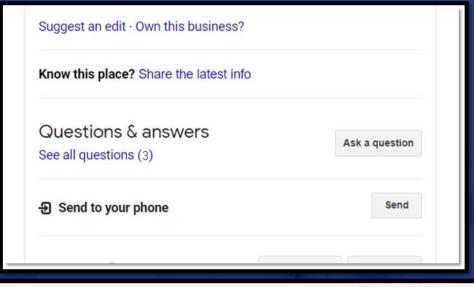
2: Health & Safety Attributes





3: Questions & answers



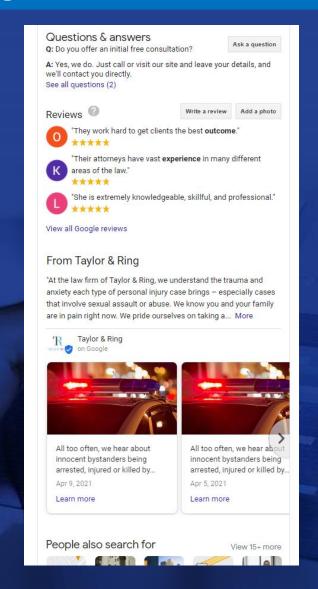




Anyone can answer, anyone can post!



4: Google Posts



From Taylor & Ring

*At the law firm of Taylor & Ring, we understand the trauma and anxiety each type of personal injury case brings – especially cases that involve sexual assault or abuse. We know you and your family are in pain right now. We pride ourselves on taking a... More

R

Taylor & Ring

on Google



All too often, we hear about innocent bystanders being arrested, injured or killed by...

Mar 5, 2021

Learn more



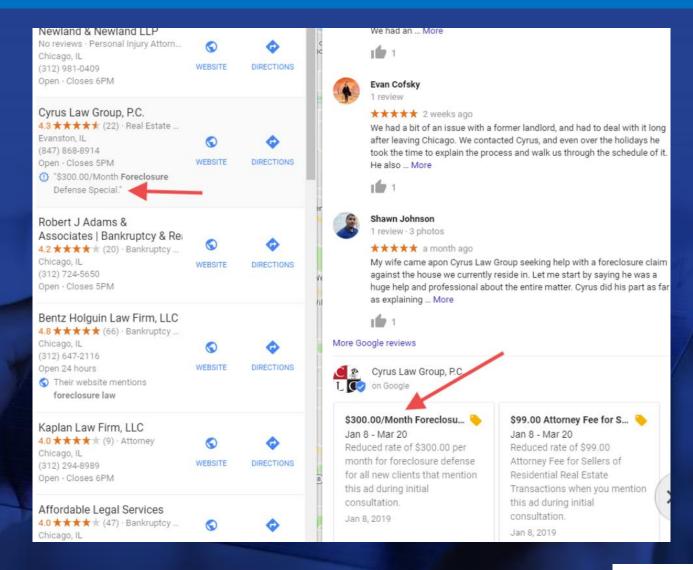
Even in today's society, it is a unfortunate fact that discrimination still takes place

Jan 29, 2021

Learn more

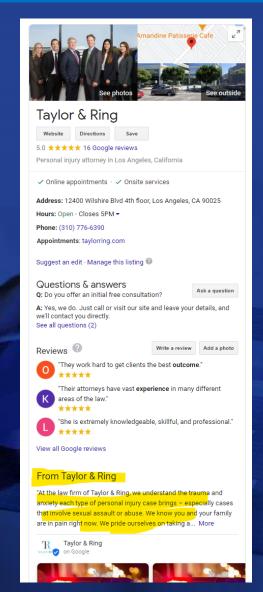


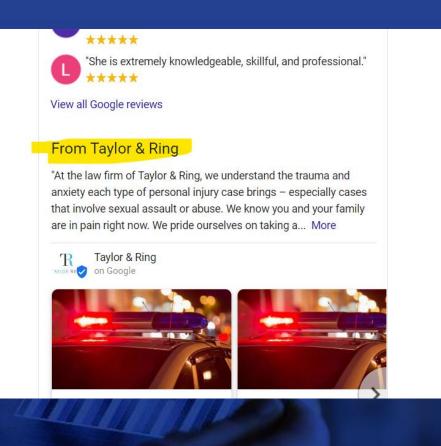
4: Google Posts – standout in Google Maps / 3 Pack





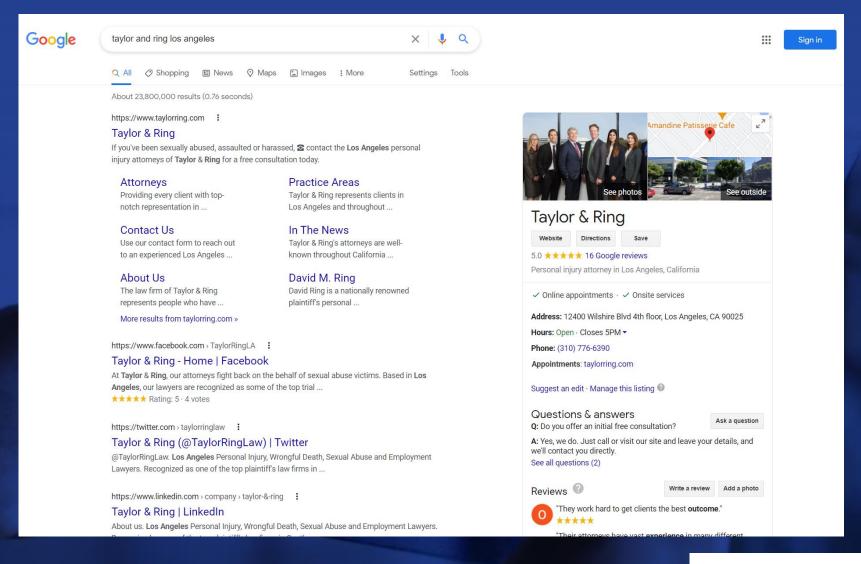
5: Business Description – don't spam with keywords!





DIGITAL LAW MARKETING

Your Google Homepage





We do this....

