Getting Found Online

A Step-by-Step Guide

Take a look at the first image here.

On the right is Google (one of many search engines).

On the left you will see that 365MBS has a nicely designed, custom created website, that's live and active, mobile friendly and responsive.

In the middle is an SEO Pyramid, blocking the two from communicating.

A customer conducts a Google search for a product that 365MBS offers.

However, 365MBS doesn't show up at all on Google.

Because the SEO Pyramid is standing in the middle, completely intact, Google can't find it even though 365MBS has a live website.

Let's fix it!

Below is our step-by-step guide in getting your website seen top of search engines

Step #1

Local Listings

The first step in chipping away at the SEO Pyramid is to obtain and set up your Google My Business Listing, Bing My Places Listing, and Yelp/DuckDuckGo Business Listings. The 3 major local directory listings.

These listings are great for being seen on local searches. You can purchase this service à la carte for a 1-time investment or we can bundle it in our Online Directory Listing Program.

When you tell these listings your physical location (and there is no way around it, you can't use a PO Box) you'd have to be OK with these places knowing your physical location. Once we have them obtained, we can tell them to "hide" your location. However, when you hide a listing, it does hurt your overall search.

You also can only list one business at one location.
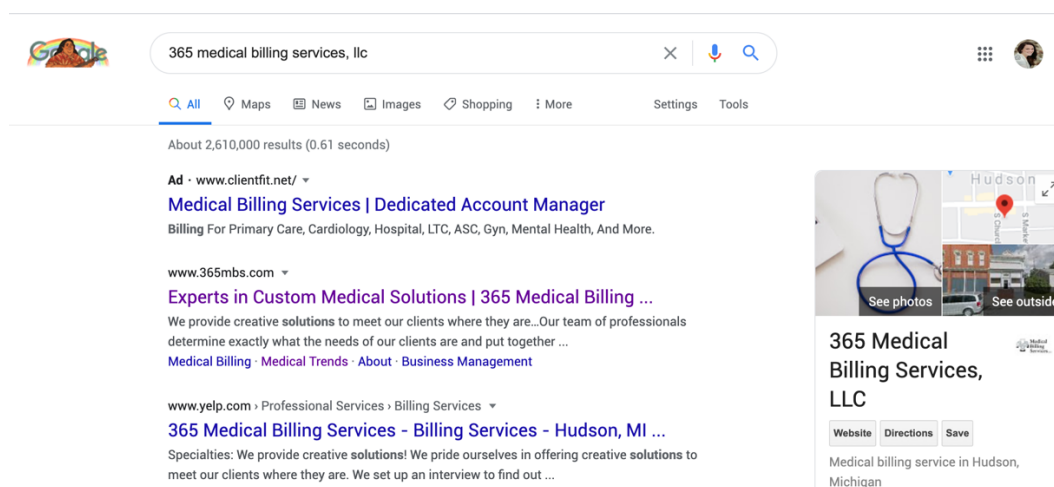
After the 3 listings are set up, it's often a good idea to update Google My Business with posts, which you will be able to do from your mobile phone, or we are more than happy to provide you a custom quote!

On a side note: Do you see the Ad listed above the website for in the screenshot of the Google search image? You will never be listed above an ad and in some cases, there are several ads!
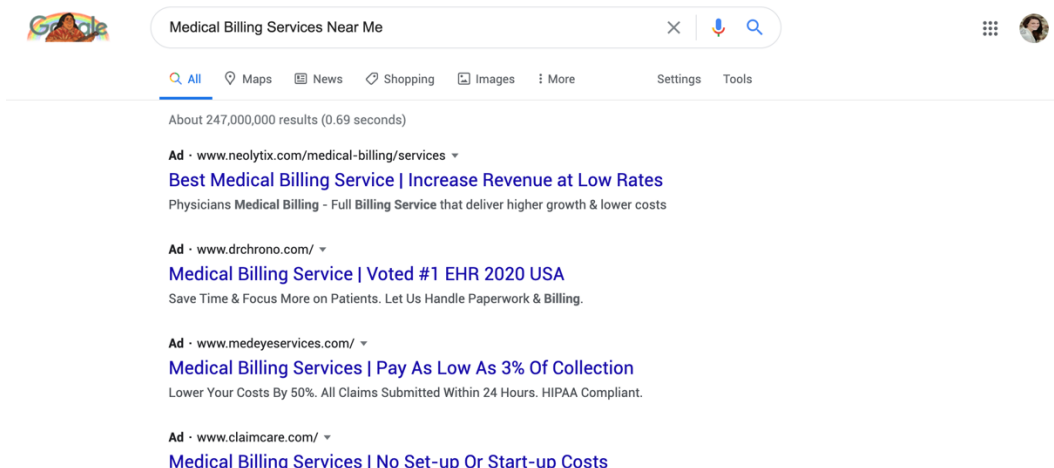
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The only want to combat this is to run ads for your business and to hope you are paying more than the competition. We can help manage this, just give us a call for a custom quote or visit here.

Directory Listing Program (DLP)

The second step is to go into our Online DLP which connects your business with 50+ directory listings simultaneously!

Add-on directory listing maintenance, management, and/or update services at any time (call for a custom quote or visit here).

On-Page SEO

There are two types of On-Page SEO that we implement; Page Title and Description being one and them and the rest being, well, the rest.

Page Title and Description setup is included when we setup your website or can be purchased à la carte if we are hosting your site.

www.365mbs.com ▼

Experts in Custom Medical Solutions | 365 Medical Billing ...

We provide creative **solutions** to meet our clients where they are…Our team of professionals determine exactly what the needs of our clients are and put together ...

Medical Billing · Medical Trends · About · Business Management

www.yelp.com › Professional Services › Billing Services ▼

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www.local.com › business › details › 365-medical-billi... ▼

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365 Medical Billing Services, LLC - Billing Service Hudson ...

365 Medical Billing Services, LLC - Billing Service, Hudson, Michigan. View Phone Number and see Reviews on My Local Services, the USA Business ...

The rest of On-Page SEO can be purchased à la carte as well or can be added to a website's maintenance, management, or update program.

These services include ensuring internal links are being used, creating Keyword Clusters, making sure the Alt and other tags on your site are properly placed, and more.

On-Page SEO should be updated often to follow Google's Best Practices.

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Off-Page SEO

Off-Page SEO includes services such as blogging and backlinking as well as social media management. Rates vary, please ask us for a custom quote!

Reputation Management

Reputation Management sounds exactly like it is. We help your business obtain reviews, network with local businesses, sponsor events, conduct Facebook giveaways and more; helping your reputation!

Analytics

Our Analytics Management Services increase the percentage of visitors to your website!

Some professionals simply turn in lengthy reports via email and expect you to figure out what it is you are looking at. They also charge you an arm and a leg for it! Gathering reports is the easy part… it's understanding what you're seeing and comparing it to all the locations you can get reports from that's the hard part. It's also the MOST important part!

Analytic management is offered to our [Exclusive Clients!](#)

Depending on the details, set hours vary ([call](#) for a custom quote or visit [here](#)).

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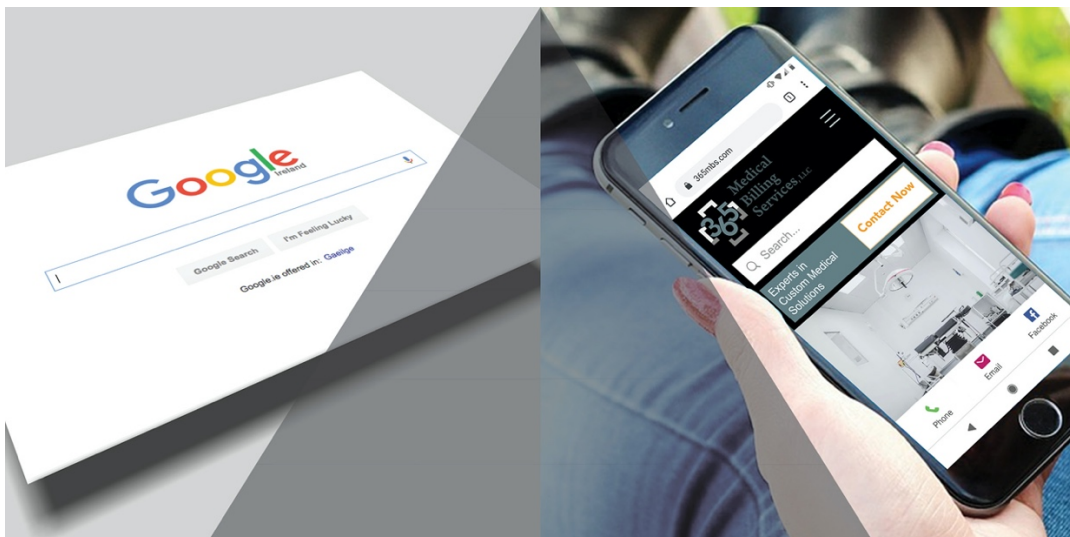
SEM

Search Engine Marketing

SEM is right after SEO, but it takes both to be successful. SEM is far more comprehensive than SEO. SEM includes SEO.

Important SEM strategies include Content Marketing, PPCs or Pay Per Clicks, Click-Through Advertising (CTA), Social Network Marketing, Email Marketing, Conversion Rate Optimization (CRO).
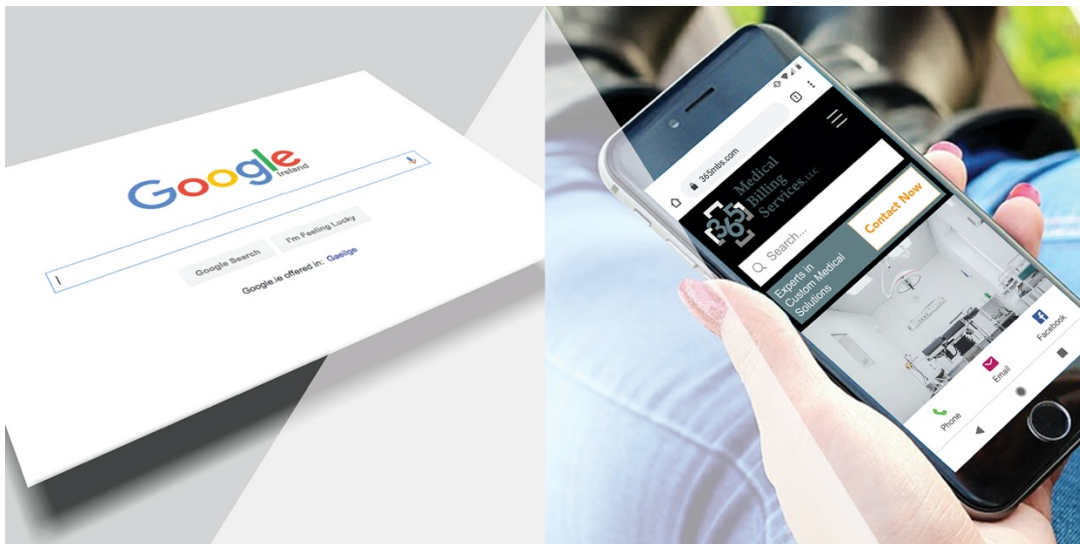
Overall SEM is wider than SEO. SEO delivers better organic search results, while SEM helps search engines drive more targeted traffic to your site. As a result, effective SEM advertising helps your business.

A separate agreement will need to go into effect for SEM services ([call](#) for a custom quote or visit [here](#)).

Ready to get started?
Contact Us