



# How the 1<sup>st</sup> page of google works

How Google Search Works & Your Google Business Profile - Learn what is going on on the 1st page of google and how to get your business there.

By: Ryan Newton



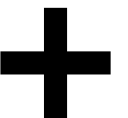
# What We'll Be Covering

- Who I Am & What I Do
- Google Ads
- Maps Section
- Organic Section
- Tips & Tricks For Each



# Who am I & why should you even listen to me

- My name is Ryan Newton owner of New-Tie Marketing
- Graduated From EIU with a Comm. Degree w/ Minor Business Marketing
- Worked For National Ad Company Thryv/yellow Pages
- Was Part Owner of a Digital Marketing Company that did \$1.8 Mil. In recurring revenue
- Now Sole Owner of New-Tie Marketing – Currently working with 113 businesses
- Ranging anywhere between \$150/mo to \$3k/mo



# Just a little bit more about me & what to look for if you decide to hire an agency

## - Why New-Tie Marketing



## Red flags when hiring an agency

- Cookie cutter pricing
- High turnover with reps
- Always Up-Selling
- Guarantees
- “Specific Niche” Unless Software
- Decide what you are looking for 1st



# Different Types Of Searches

## Search Vs. Browse

We'll be focusing mainly on "search"

Search = Category + Geography

- what you do and where you do it at
  - ex. Pipes are leaking I need a plumber now
- Search "plumber near me/highland, IL"

Browsing = Looking to gather more information

- Might not be ready to buy
- Ex. What's the best toilet for your home



# How to get customers that are browsing

This is for the bloggers out there

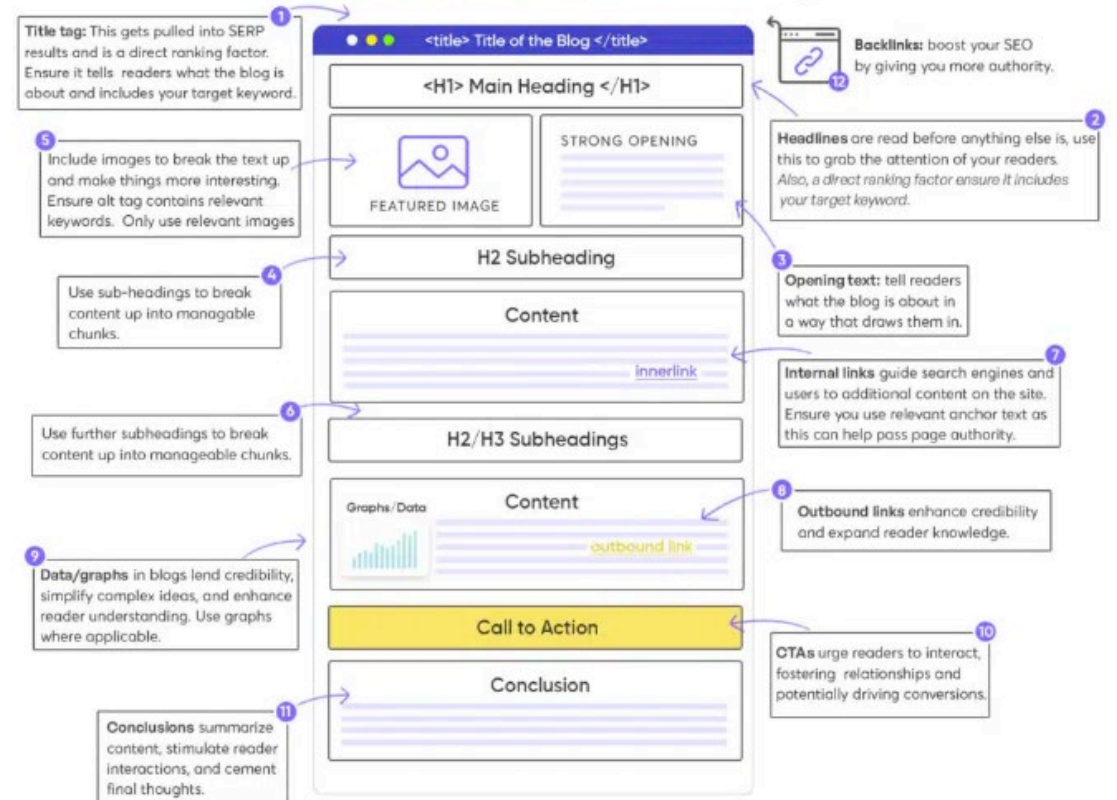
Using previous example “best toilets for your home”

What would make a good blog post?

- Easy to read
- Pictures
- Bullet Points
- Correct H1, H2, H3 headers
- Internal links
- External Links
- Back Links
- Alt. Text

P.S. AI alone blogs doing worse  
- Neil Patel

## How To Structure a Blog Post



# Back To Google

What does the typical "search" look like?

## 1.) Google Ads

- Paying Google To Show Up

## 2.) Maps

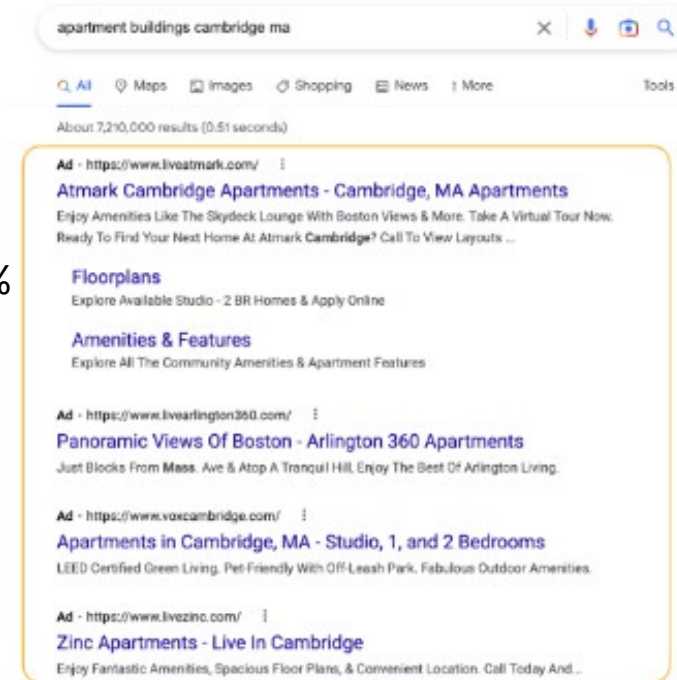
- Business showing up based on proximity & other factors

## 3.) Organics

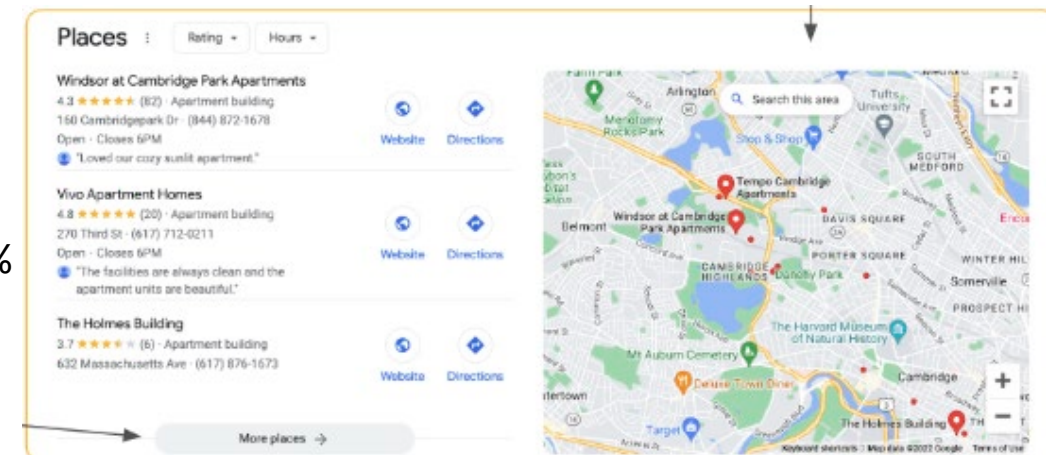
- Website is showing up because of SEO

If you had to pick which one to start with... Which one would you pick 1<sup>st</sup>?

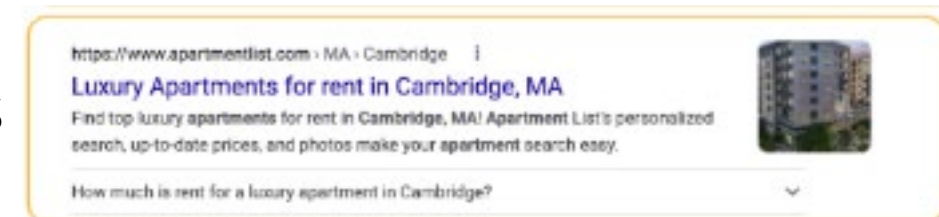
10-15%



10-20%



65-70%



# Back To The Top – Google Ads

## What you need to know about Google

- Google is NOT your friend
- Google is NOT your Enemy
- Google is a FOR-Profit Business

These are PPC ads (Pay Per Click)

A lot of clicks doesn't always = More \$\$\$ for you  
but it does mean more \$\$\$ for Google



Ex. “Cheap plumber near you” “Get FREE pizza When you Call” etc...

+ You don't just want clicks – you want clicks that convert... DUH

We'll get back to this but 1<sup>st</sup>...



# Your Google Ad Account

## The 3 Levels of Google Ads

### Account

1 x Account per business  
Billing information for all campaigns

### Campaign

Budgets  
Settings (including location)

### Campaign

Budgets  
Settings (including location)

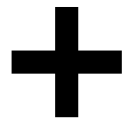
### Ad Group / Asset Group

Keywords  
Ads

Keywords  
Ads



# Google Ads Network



Other Places Your Ads Can Show

Google Ads can also appear on these networks

The diagram features a central Google Ads logo (a stylized 'A' in blue, yellow, and green) surrounded by five colored circles, each containing a network name: a green circle for 'Search', a grey circle for 'Maps', an orange circle for 'Display', a blue circle for 'Gmail', and a red circle for 'Youtube'. A small, multi-colored 'd' logo is located in the bottom right corner of the diagram area.

# Focusing on “Search”

It's an online auction

- How does Google decide who wins the auction?
  - ✓ Your bid (how much is your daily limit or max CPC Cost Per Click)
  - ✓ The relevance of your Ad to the search
  - ✓ The relevance of your Ad to your landing page
  - ✓ Historical click through rate (CTR) of your ads
  - ✓ The competitiveness of the ad auction

There's good news... Highest bid doesn't always win!

Max CPC Bid x Quality Score = Ad Rank



# If the highest bid doesn't win, then who does?

Let's do an example

- You are willing to pay \$2 for your ad targeting “toilet installations St. Louis, MO” and your ads have a CTR of 12%
- Your competitor is willing to pay \$5 for their ad targeting “toilet installations St. Louis, MO” but they only have a CTR or 3%

Who would the winner be? You or your competitor?

You would **WIN** the auction as Google would prefer a 12% chance of \$2 rather than a 3% change at \$5.



# How do I decide how much to put towards Google Ads?

Google has a tool for that called “Keyword Planner”

Start putting in keywords and Geo of where you want your ad to be.

Make sure to take out U.S. unless you want to advertise to the whole U.S.

As an agency I want to get my clients 10 clicks a day

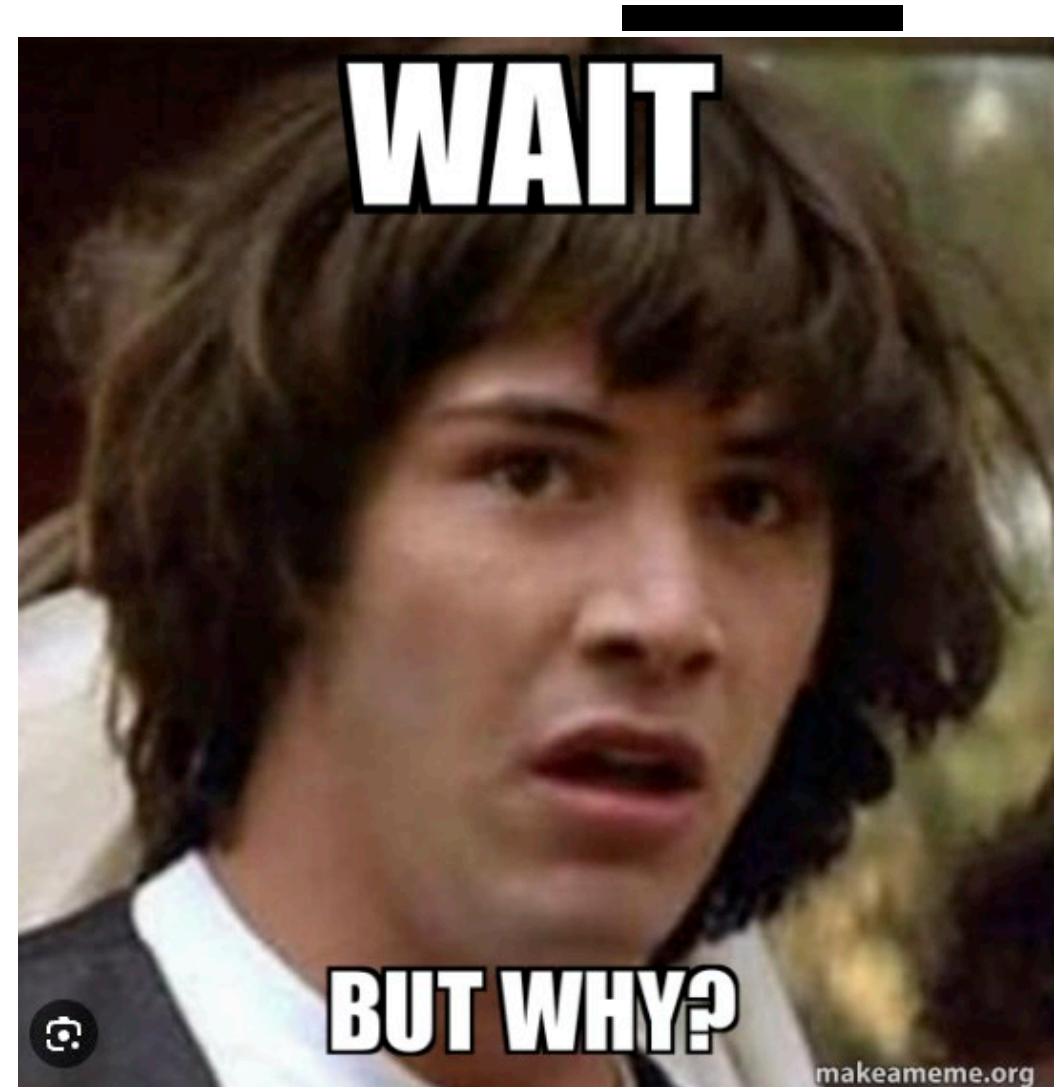
$$10 \text{ clicks} \times \text{Low/High Bid} = \text{Daily Budget} \times 30 = \text{Monthly Budget}$$

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
<input type="checkbox"/> plumber	1K – 10K	0%	0%	Medium	–	\$15.00	\$46.16
<input type="checkbox"/> leaking faucets	10 – 100	0%	0%	Low	–	\$0.06	\$13.12
<input type="checkbox"/> toilet installations	100 – 1K	0%	0%	Medium	–	\$2.69	\$19.66
Keyword ideas							
<input type="checkbox"/> plumbers near me	10K – 100K	0%	0%	Medium	–	\$13.28	\$46.30
<input type="checkbox"/> emergency plumber near me	100 – 1K	+900%	+900%	Medium	–	\$20.93	\$60.47
<input type="checkbox"/> emergency plumber	100 – 1K	0%	0%	Medium	–	\$24.15	\$55.73
<input type="checkbox"/> plumbing services near me	100 – 1K	0%	0%	Medium	–	\$10.01	\$46.17
<input type="checkbox"/> 24 hour plumber near me	100 – 1K	+900%	+900%	Medium	–	\$23.35	\$50.45
<input type="checkbox"/> plumbing companies near me	100 – 1K	0%	0%	High	–	\$13.37	\$46.79

# So why Google Ads?

- You can control your costs.
  - you can set your daily budget, so you control the maximum that is spent each day & month. Plus, you only pay when someone click on your ad
- You can continually Review & improve your campaign.
  - unlike many other forms of advertising, Google ads allows you to get live data & results, so you can make instant changes & improvements
- You can target your ads.
  - By keywords, location, language, audiences, demographics (age & income), day of the week, hour of the day and even by devices searched on (mobile or desktop).

Do you know the information Google has about you....  
Visit: [myadcenter.google.com](https://myadcenter.google.com)



# Google Maps

- ✓ It's FREE!!!
- ✓ Could Show up first right away depending on proximity
- ✓ Watch out for spam callers

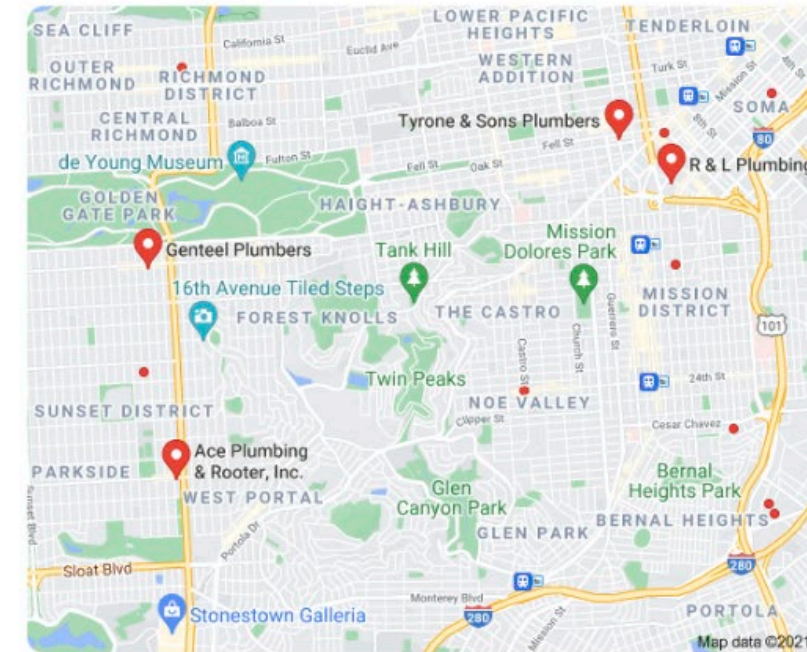
Plumber : Rating Hours

**R & L Plumbing**  
4.7 ★★★★★ (86) · Plumber  
7+ years in business · San Francisco, CA · (415) 756-2...  
Open · Closes 8:30PM  
Onsite services  
Website Directions

**Ace Plumbing & Rooter, Inc.**  
4.6 ★★★★★ (201) · Plumber  
10+ years in business · San Francisco, CA · (415) 824-...  
Open 24 hours  
Online estimates  
Website Directions

**Fast Response Plumbing & Rooter**  
4.9 ★★★★★ (236) · Plumber  
7+ years in business · (415) 596-6115  
Open · Closes 7PM  
Online estimates  
Website

→ More businesses



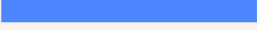
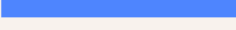
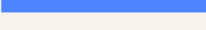
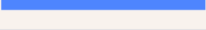
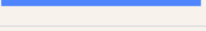
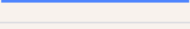


- There are 149 ranking factors that go into your Google Business Profile

# Top 15 Google Maps Ranking Factors

- 149 Ranking factors from top SEO experts
  - Here are the top 15
  - Be cautious doing Ads on maps
  - Reviews are mentioned 3 times in top 15
- 
- Primary GBP category not always as easy as you would think
  - See what your competitors are doing - <https://www.gmbeverywhere.com/>



Rank	Factor	Score	
1	Primary GBP Category	193	
2	Keywords in GBP Business Title	181	
3	Proximity of Address to the Point of Search (Searcher-Business Distance)	176	
4	Physical Address in City of Search	170	
5	Removal of spam listings through spam fighting	143	
6	High Numerical Google Ratings (e.g. 4-5)	138	
7	Additional GBP Categories	134	
8	Quantity of Native Google Reviews (w/text)	128	
9	Verified GBP	117	
10	Proximity of Address to Centroid	114	
11	Keywords in GBP Landing Page Title	114	
12	Completeness of GBP	112	
13	Sustained Influx of Reviews Over Time (rather than bursts)	105	
14	Dedicated Page for Each Service	105	
15	Keywords in GBP Landing Page Headings (H1, H2, etc)	102	



# Primary Category For Google Business Profile

- See what the top spots picked
- Could be seasonal (HVAC)
- Make sure H1 header has primary key word



**Dr. Darren A. Altadonna, DMD**  
4.0 ★★★★★ (1)  
Dentist · 🚗 · 1117 Washington St  
Open · Closes 7 PM · (618) 654-9866  
GMB Cat.: ★ Dentist Find more

Basic AI NEW Teleport Review Post

Directions

**Haug Orthodontics**  
4.9 ★★★★★ (89)  
Orthodontist · 🚗 · 5 Central Blvd  
Open · Closes 4:30 PM · (618) 654-8017

Website Directions

🗣️ "This was great my teeth were so crooked and now they a perfect and straight!"

GMB Cat.: ★ Orthodontist Find more

Basic AI NEW Teleport Review Post

**Highland Dental Care**  
4.6 ★★★★★ (29)  
Dentist · 🚗 · 10 Apex Dr #2  
Closed · Opens 8 AM Thu · (618) 654-2080

Website Directions

Onsite services

GMB Cat.: ★ Dentist Find more

Basic AI NEW Teleport Review Post

**Sponsored :**  
**Amazing Smiles Orthodontics**  
4.9 ★★★★★ (703)  
Orthodontist · 🚗 · 4905 Stone Fls Ctr Suite A  
Open · Closes 5 PM · (618) 651-5157

Website Directions

**\$1,000 Off Braces & Invisalign**  
Limited Time Offer | \$1,000 Off Braces or Invisalign

Visit Site

GMB Cat.: ★ Orthodontist Find more

Basic AI NEW Teleport Review Post

**Sponsored :**  
**First Arrow Dental**  
4.9 ★★★★★ (206)  
Dentist · 🚗 · 9 N 1st St  
Open · Closes 5 PM · (618) 588-3592

Website Directions

**Come to Our Dental Office**  
Exceptional **Dental** Care by a Qualified and Experienced **Dentist**. Call for Information!

Visit Site

GMB Cat.: ★ Dentist Cosmetic dentist Dental clinic  
Dental implants provider Find more

Basic AI NEW Teleport Review Post

# Keywords In Business Name

- Be careful Google could take your listing down
  - Can file a DBA
  - Must file a DBA if you are a Locksmith, Roofer, Plumber, Or Garage Repair
- 
- Ex. Focused on 1 keyword & has location in Name

## Ward's Pressure Washing - Highland, IL

5.0 ★★★★★ (60)

Pressure washing service · 1008 13th St

Open 24 hours · (618) 214-0506

Onsite services

GMB Cat.: ★ Pressure washing service [Find more](#)



Website



Directions

## Premiere Cleaning Solutions - Roof & Exterior Cleaning

4.9 ★★★★★ (272)

Pressure washing service · 112b Poplar St

Open · Closes 5 PM · (618) 309-4172

Online estimates

GMB Cat.: ★ Pressure washing service [Christmas store](#)

[Cleaning service](#) [Gutter cleaning service](#) [House cleaning service](#) [Lighting contractor](#) [Sanitation service](#) [Window cleaning service](#)

[Find more](#)



Website



Directions

# Google Reviews

- Google Reviews was mentioned 3 times in the top 15 factors

- High numerical google rating 4-5 stars
- Quantity of Native Google Reviews w/text
- Sustained influx of reviews over time (DON'T DUMP)



# The Best Google Reviews

- Has text not just a 5 star review
- Includes Category & Geography
- If possible, adds picture

## Montien Thai Restaurant

63 Stuart St, Boston, MA, United States

[Write a review](#)

4.2  812 reviews  
Reviews aren't verified. ⓘ



**AALIS**

Local Guide · 183 reviews · 681 photos

 5 months ago

Tasty Thai restaurant with various options on the menu. They also offer Indonesian fried Rice.

You can order either a single menu for individuals or sharing menu for the whole gang.

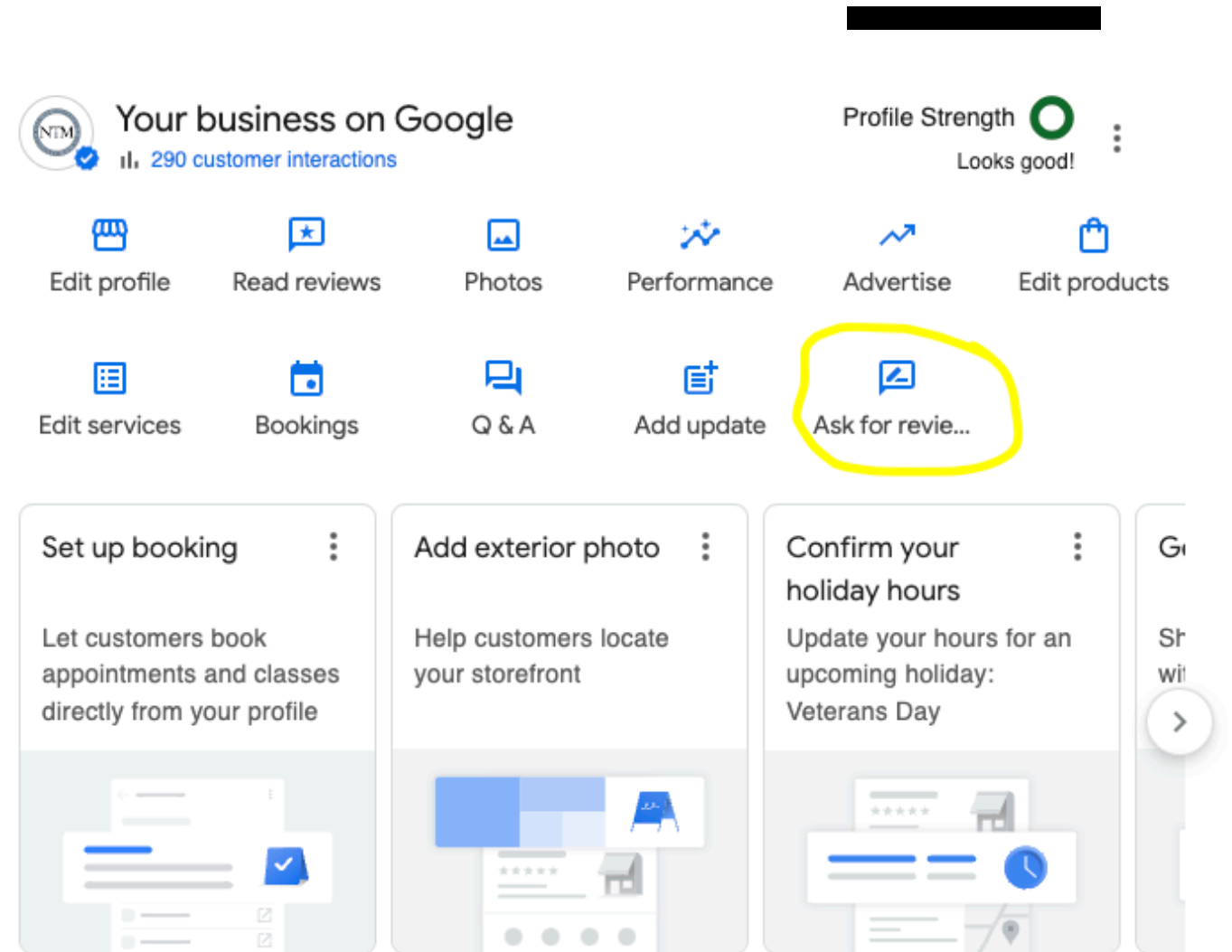
**Food:** 5/5 | **Service:** 4/5 | **Atmosphere:** 4/5



 Like

# How To Ask For Google Reviews

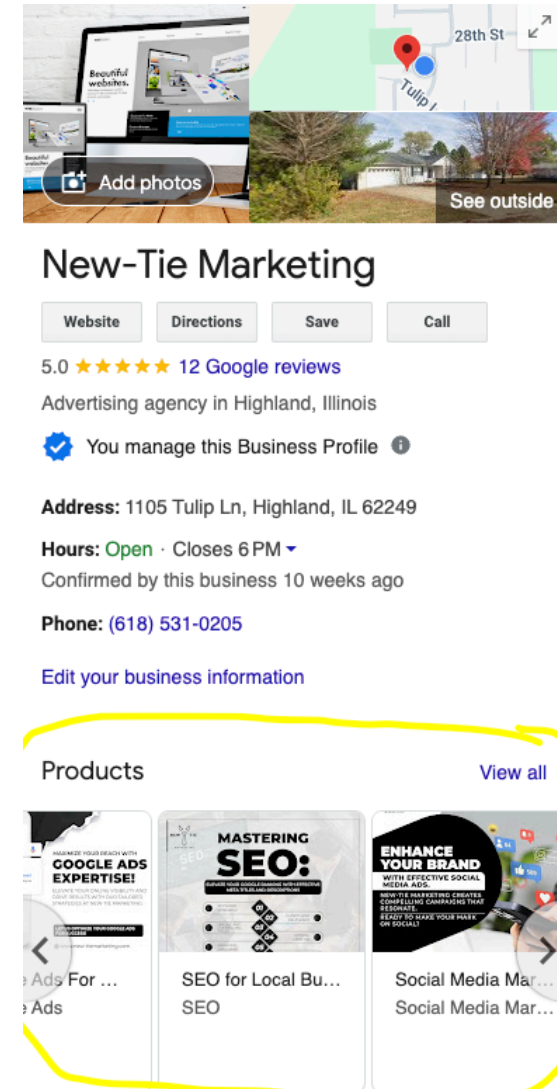
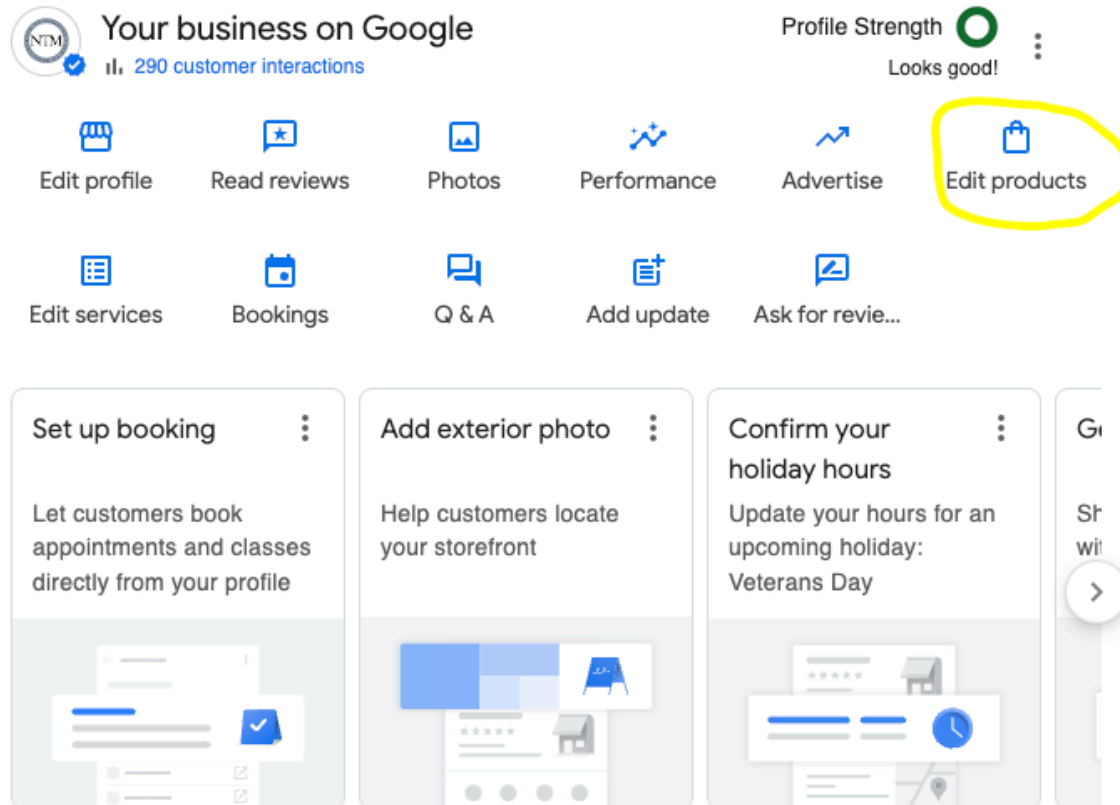
- Be proactive send the link don't have customers find it
- Have automated messages sent out after service
- Text it to them
- You can either write it for them (if you know them)



Only managers of this profile can see this

# Bonus: Google Business Profile Tip

- Add your services as products on GBP



# Last But Not Least – The Organic Section

- Underneath Paid & Maps
- Gets 65-70% of the clicks
- Doesn't have to be your home page
- Service page, Landing page, Blog Post

The screenshot shows a Google search for "google analytics 4 machine learning". The search bar is at the top, and the results are displayed below. The results are categorized into "PAID SEARCH" and "ORGANIC SEARCH".

**PAID SEARCH**

**Ad** · <https://www.cloudera.com/> ▾  
**Download the free ebook - Analytics and machine learning**  
Learn how to group data for your apps or products and power it for business intelligence. See how businesses use ML & **Analytics** for faster and smarter data discovery in the cloud.

**Solutions Offered**  
We Solve Transformative Use Cases Accelerating Digital Transformation

**Why Cloudera**  
Secure the Entire Data Lifecycle Realize the Potential Of Data

**Contact Us**  
Find out about Cloudera Products. See which partners we work with.

**Products Offered**  
Get Access To Data Hub, Machine Learning And More.

**ORGANIC SEARCH**

<https://support.google.com> > analytics > answer ▾  
**[GA4] Predictive metrics - Analytics Help - Google Support**  
Google Analytics automatically enriches your data by bringing Google machine-learning expertise to bear on your dataset to predict the future behavior of ...

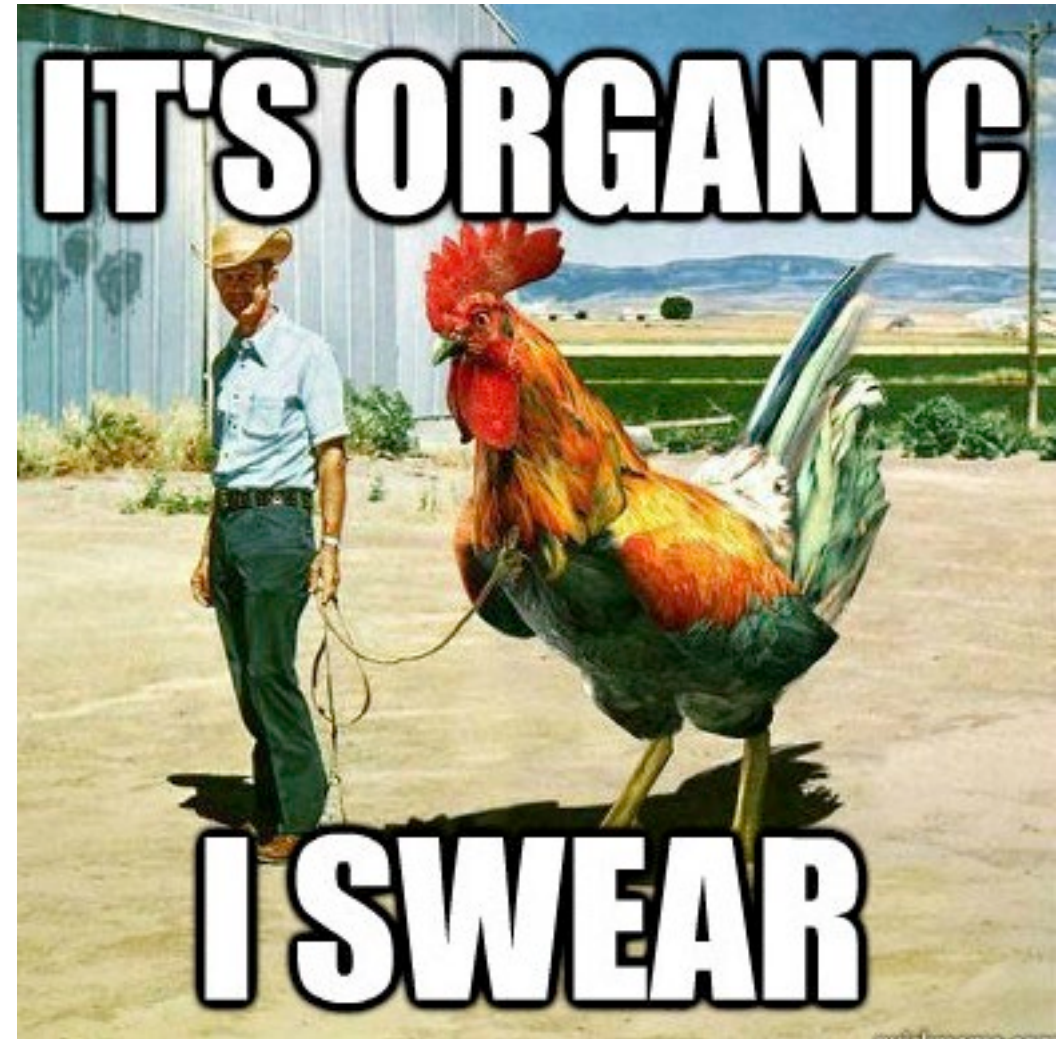
<https://www.datadrivenu.com> > machine-learning-googl... ▾  
**Everything You Need to Know About Machine Learning in ...**  
Aug 19, 2022 — Google Analytics 4 uses machine learning to strike that balance and goes above and beyond to make the most out of its machine learning model.

# If It's On The Internet It Must Be True

- Google "smartest guy in Illinois"

- I didn't do all seo tricks
- There is low competition
- I focused on Page Title & Page Description

Bonus tip: You clicking and staying on that page helps me





# Page Title & Page Description / Meta Title Meta Description

- Make sure you have the keyword/phrase you want to rank for in both
- Page title can only have 55 characters or less
- Page description can have 160 characters or less
- Make sure your H1,H2, etc. has keyword in them
- Don't keyword dump change it up

nymag.com › strategist › article › best-home-gym-equipm...

**Best Home-Gym Equipment and Reviews 2020 | The Strategist**

Apr 7, 2020 — We asked workout professionals to tell us the one piece of equipment they would absolutely need in their home gym. Picks include NordicTrack ...

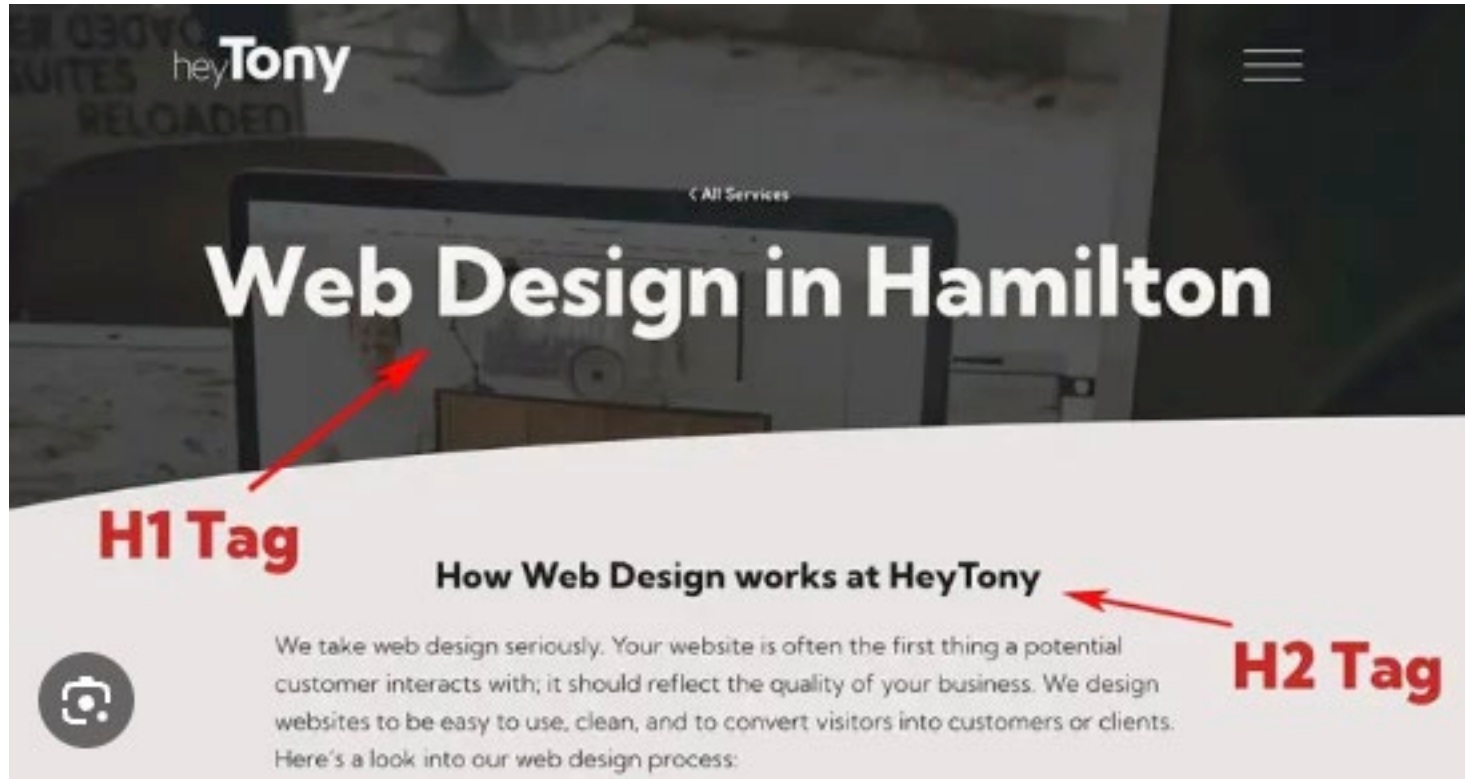
**title tag**

**meta description**

The image shows a search engine result snippet. A yellow arrow points to the title 'Best Home-Gym Equipment and Reviews 2020 | The Strategist', which is highlighted in yellow. A red arrow points to the meta description 'We asked workout professionals to tell us the one piece of equipment they would absolutely need in their home gym. Picks include NordicTrack ...', which is highlighted in pink. The breadcrumb 'nymag.com › strategist › article › best-home-gym-equipm...' is visible above the title. A camera icon is located at the bottom center of the snippet area.

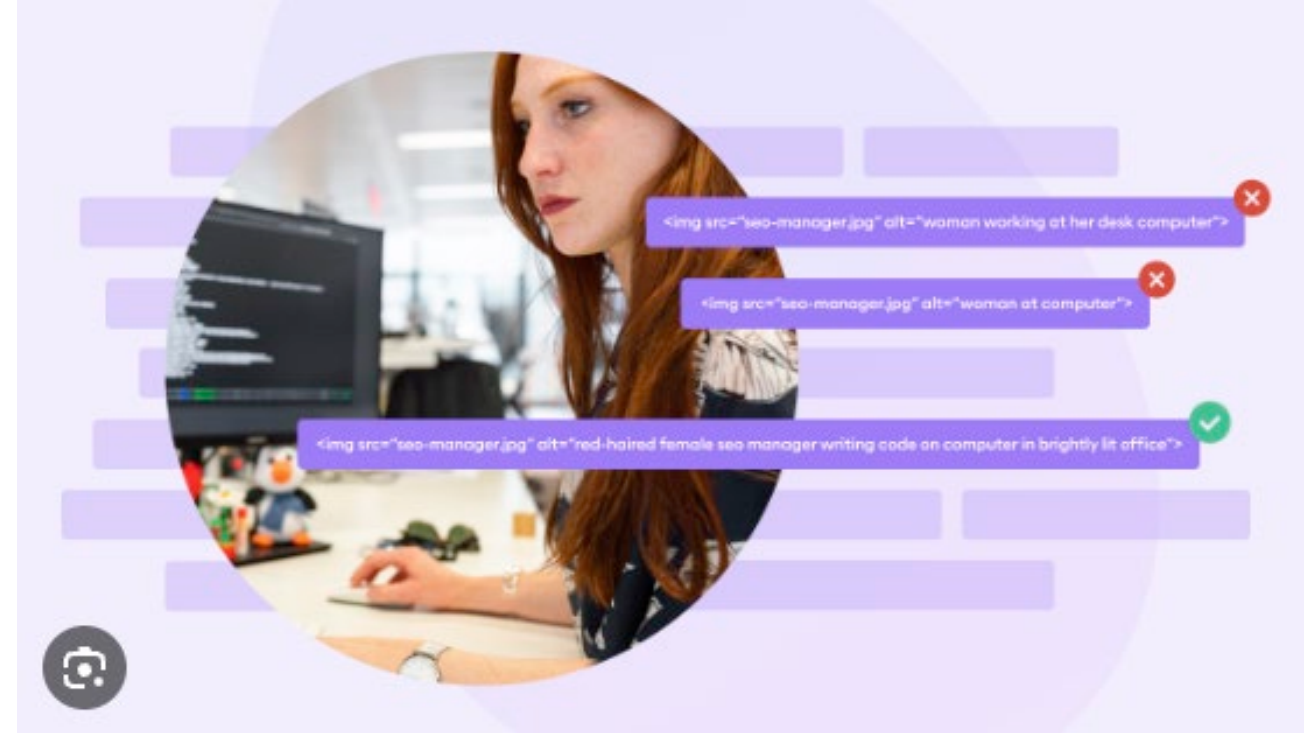
# H1, H2, H3, What The H...

- Can only have 1 H1 make sure its your main thing
- Can have 2-5 H2s
- Same with H3s
- H4s and H5s are you least popular titles/service
- Don't label paragraphs as Headers



# ALT Text

- Sometimes saving image as category/geography
- Add ALT text from your website dashboard
- Don't have to know how to code

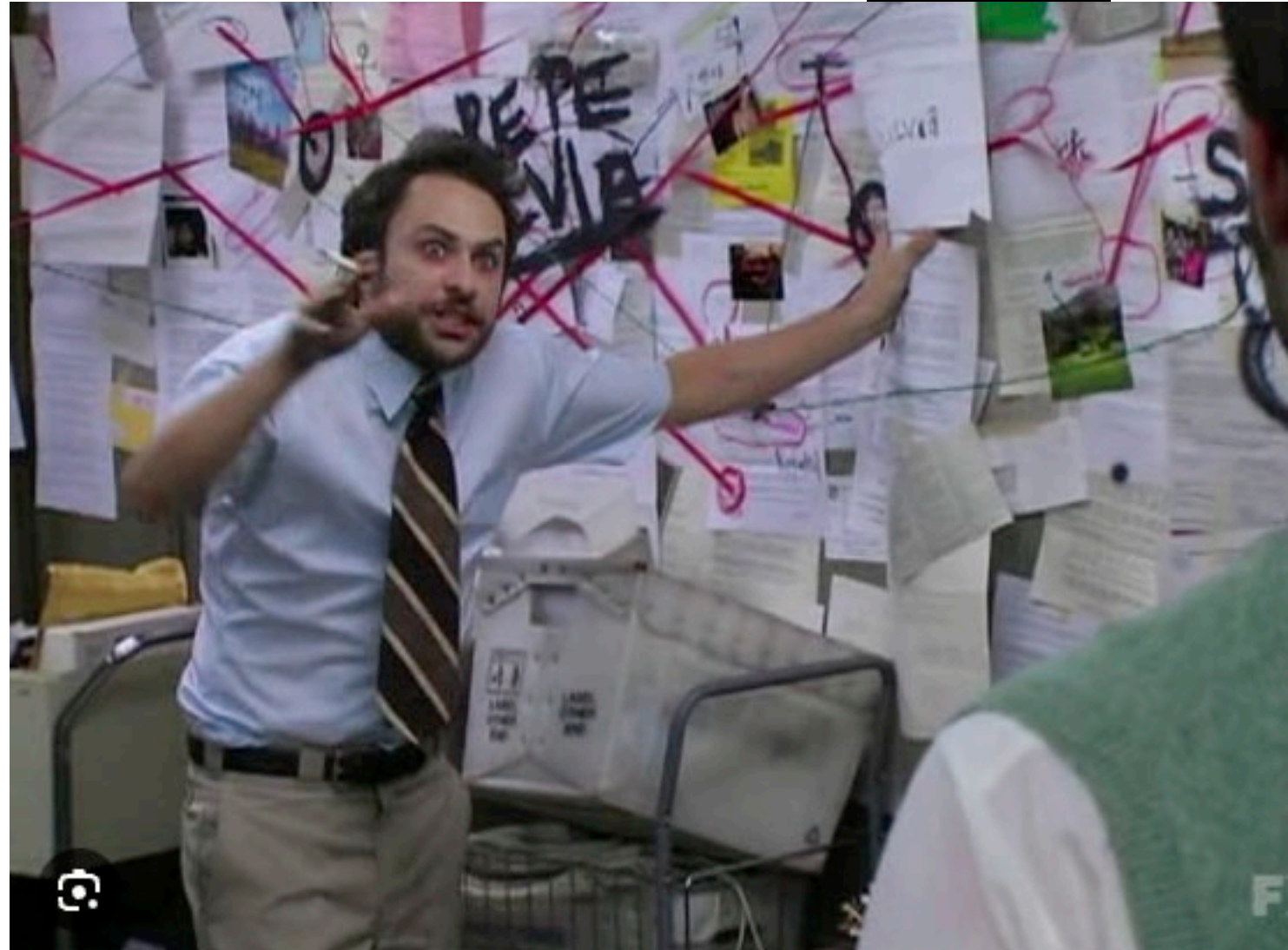


# LINKS

- Internal Links – Words or phrases linking to a different page like a service page
- External Links - Words or phrases linking outside of your website
- Backlinks – Other websites linking back to you (The Chamber is a good backlink)

Bonus: Domain Authority – Everything we discussed helps push this higher

- Ranking is out of a 100
- Local Businesses are around 2 – 55
- It takes time
- Amazon is 100



# Things Change – Who I follow to keep up



- Ranking Academy – youtube – SEO & GBP
- Ben Heath – youtube and social – Focuses on Social Media Advertising
- Matt Diggity – youtube & Social – SEO
- Neil Patel – youtube & Social – SEO
- Aaron Young – youtube – Google Ads
- Google Search Central – youtube – All things google
- Loves Data – youtube – Google analytics



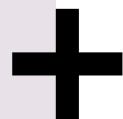
# Tools That I Use Every Day

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SEMRush – [www.semrush.com](http://www.semrush.com) – Little bit of everything

Ahrefs – [www.ahrefs.com](http://www.ahrefs.com) – SEO Focused

GMB Everywhere – [www.gmbeverywhere.com](http://www.gmbeverywhere.com) – See competitors GBP



# The End



How The First Page Of Google Works By: Ryan Newton – New-Tie Marketing

