

Module 1: What is Google Looking For to Rank Your Website?



cleaning service near me

What is Google Looking For?

When someone Googles “cleaning service near me”, Google is looking for the best website in the world that’s associated with those keywords. The trick is getting Google to believe your site is the best website that’s associated with your service and your city. That’s what SEO is all about.

CAUTION! DO NOT DO THESE:

1. Do NOT buy hundreds or thousands of cheap links to your website.
2. Do NOT create multiple fake locations to try to game the maps system.
3. Do NOT stuff keywords all over your website repeatedly.
4. Do NOT try to trick your website user or Google.
5. Do NOT target more than one service on each landing page.
6. Do NOT use copied text from another website or poorly written text.
7. DO NOT use many copied or purchased pictures from another website.
8. DO NOT stop working on the process after you rank well.

Make SURE you DO these:

1. Do follow my exact process and don't skip steps.
2. Do give your website user a great experience and be as genuine as possible.
3. DO take pics with your phone to use on your website and GMB profile.
4. DO create 50+ directory listings for your company with exact match info.
5. Do get backlinks from reputable, real websites and web 2.0 properties.
6. Do create social links from various social sites (but don't overdo it).
7. Do create press releases on occasion (after other SEO work is done).
8. Do set the right keywords on each web page.

The keywords on your web pages:

The keywords you choose for each landing page should be YOUR CITY and YOUR SERVICE or a DETAIL about your service. This is also called a keyword phrase.

For example, a maid service in Atlanta would use "Maid Service Atlanta." On a separate page, "Move Out Cleaning Atlanta." On another separate page, "Maid Services Cost and Prices."

A carpet cleaner in Miami would use, "Carpet Cleaning Miami." On a separate page, "Pet Odor Removal Miami." On another separate page, "Carpet Cleaning Near me" and on another page "Carpet Cleaning Deals." Another page could be, "Carpet Deodorization Miami."

A hardwood refinisher in Atlanta would use, "Hardwood Refinishing Atlanta." On a separate page, "Hardwood Wax Removal Atlanta." On another page, "Hardwood Floor Cleaning."

A Janitor in Denver would use, "Janitorial Cleaning Denver." On a separate page, "Commercial Cleaning." Another page, "Office Cleaning Companies." Another, "Janitorial Services Near Me."

NOTE: Everything on each individual page should describe more information about the keyword topic.

For example, a maid service page in atlanta may have a page for “Maid Services Cost” and the entire page talks about the costs of maid services. However, you don’t have to give prices, just have an article about the general cost of maid services in your area.

Get keyword ideas from Google Keyword Planner Tool: (Tools & Settings->Keyword Planner)

<https://ads.google.com/home/tools/keyword-planner>

Also, if I missed some keywords and you need ideas, email me or ask on a webinar.

Backlinks (aka Incoming Links):

These are simply links from another website than link to your website. We will go over these in detail in the Link Building module, but I wanted to give a few foundations on this now.

These links could be from a local service company in your city. They may be from social sites like Facebook, Twitter, or Blogger. They may be from directories like Merchantcircle and the BBB. They may be from news release sites like newswire.net

The content and keywords of each of these pages should be related to one of your keyword phrases (Carpet cleaning Atlanta, Pet Odor Removal Atlanta, etc). Google wants HARMONY!

Some examples:

<https://newswire.net/newsroom/pr/00074359-carpetcleaningpensacola.pdf>

<https://www.merchantcircle.com/premium-carpet-care-pensacola-fl>

<https://cleanerslive.com/2022/03/15/carpet-cleaning-pensacola-premium-carpet-care>

<https://neareview.com/florida/premium-carpet-care-447505>

<https://businessfinder.al.com/2966093/Premium-Carpet-Care-Pensacola-FL>

<http://pensacolacarpetcleaner.com>

<https://www.konaequity.com/company/premium-carpet-care-4395680140>