



How to Get Your Website Ranked High in Google

Simply having a website isn't good enough. Years ago it was easy to rank in Google and book jobs from the internet. All you needed to do was mention your city a couple times and you'd be in the top of the search. But not anymore. Cleaning companies are getting competitive with SEO and even hiring SEO companies to outrank their competition. But with a few tricks and tips from someone who has been ranking cleaning websites for years you too can come out on top.

Why Google? Does the Internet Work For Cleaners?

Truthfully, I don't have a love affair with the internet. In fact, I can take it or leave it. If a more profitable advertising media comes along next week, I'll have a new-found ad media to tell you about. But I do **absolutely LOVE** what Google can do for my business in 2010 and you should too. Many cleaners get 10-to-1 returns and as much as 40-to-1 returns on the money they spend on internet marketing.



Here are some of the basics...

First, let's start out with a basic definition of SEO.

SEO definition= Search Engine Optimization which means giving your site the most chance to show up in searches

Your goal is to make your website look like it is all about your keywords and have other sites link to you saying the same.

Here's something most webmasters don't even know...

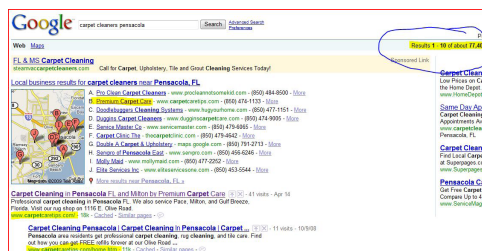
For carpet cleaning companies, your keywords are, "Carpet Cleaning YourCity." So everything you do with your website needs to tell Google your site is about "Carpet Cleaning Yourcity."

NEW: A keyword that is second best to use is "Carpet Cleaners Yourcity."

Note: More people search for cities without the state abbreviation. In most cases, leave out the state abbreviation. The only time you'll want to use your state abbreviation is when you're targeting a city located in many different states like "Springfield." Or, you may want to target a lesser used keyword in Google Adwords by adding the state abbreviation.

Two ways to ask Google to give you favor:

1. Keywords in your site
2. Links coming to your site



Google (when we talk about Google we're talking about Yahoo, Bing, and other directories too) looks over your site and decides if it is valuable based on your keywords and incoming links. If your site is about "carpet cleaning yourcity", it will get ranked higher. If your site has incoming links related to "carpet cleaning yourcity" you gain points in Google's eyes.

4 Things You MUST Do to Get High SEO Ranking

Here are some basic Search Engine Optimizations pointers to help the search engines rank you higher. If you right click on your web page you'll see a menu that comes up. Click view source and you'll see the HTML code. This is what I'm referring to here.

All you have to do is change the code, save your file, and upload it back to your website with an FTP software.

1. The <title> tag must contain the main keyword phrase for which you are optimizing that page. Use phrases like "carpet cleaning, cleaning, tile, rug, your city name, etc." Google in particular places heavy emphasis on what is in your page's <title> tag. So does MSN and Bing. (Your web master may help you out here)



2. The <meta> keyword tag will contain your key word phrases for the specific page you are on:

<meta name="keywords" content="your keyword phrase1, keyword phrase 2, etc.">

Don't make this more than about 250 characters long. Don't use the same key word more than three times in it. Vary the capitalization. Don't use all capital letters unless the word is an acronym.

3. Put a keyword phrase in your Heading.

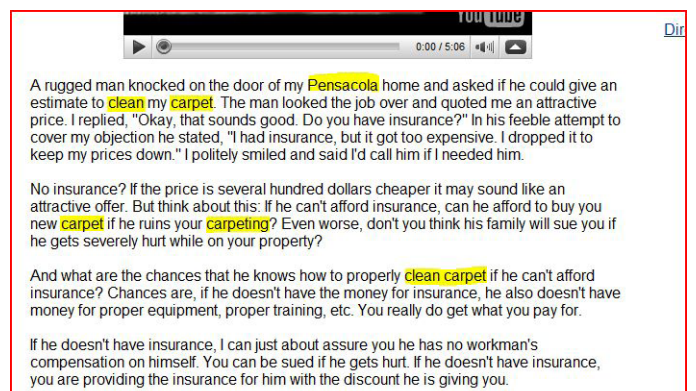
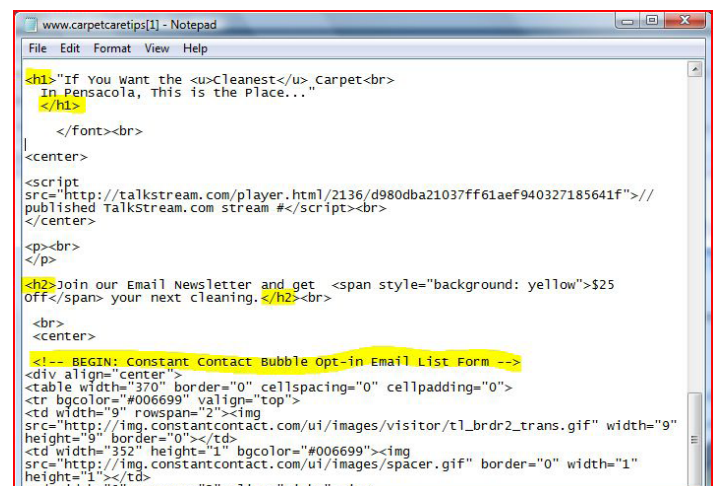
These "headings" make your browser display the text larger and set it aside from the rest of the text, on its own line. Search engines will look for and index your headings when they index the pages on your site, so our headings should ALSO contain the main key word phrases for our site, like this:

<h1>Your Keyword Phrase</h1> A good keyword to place here is your city name like <h1>Pensacola, FL</h1>

4. Use Key Words in Your Text.

Your optimized page should contain TEXT of at least 250 words, with the key word phrase "Main Keyword Phrase" occurring a couple of times near the beginning of the text. If a page doesn't contain at least 250 words, some search engines won't bother to index it. It's preferable to have 500 words or more if possible, on a page. You'll get better results from the search engines if you have more text.

These are quick and simple SEO tactics that you can use to keep the search engines on track with your site. (They work for me and my clients!)



Tips on blogging and social media networking:

- Join www.Linkedin.com for commercial prospects (connect with me when you sign up)
- Join www.Facebook.com and set up a page and/or Fan Page for your company
- Join www.Twitter.com and use www.Tweetdeck.com to keep track of your "Tweets". You also may want to use www.Tweetbeep.com or www.Twitterlocal.com to find Twitter users in your local city
- If you want to practice SEO, join my Ning network at <http://carpet-cleaning-business.ning.com>
- Create a Wordpress blog and post to it regularly. Go to <http://secure.hostgator.com/cgi-bin/affiliates/clickthru.cgi?id=hitmanad> for an easy Wordpress blog installed on your website.

Here's a link to a recent article I wrote for ICS Magazine on Social Media...

http://www.icsmag.com/Articles/Column/BNP_GUID_9-5-2006_A_1000000000000719622

Here are 11 EASY things you can do today for higher SEO ranking

1. Sign up for Google maps at www.Google.com/intl/en_us/services/var_1.html
2. Post to a few blogs preferably related to cleaning like www.Advertisingblogg.com or your city.
3. Join a local bulletin board. Any bulletin board that allows you to post your domain name.
4. Join an industry bulletin board like www.TruckMountForums.com www.ICSmag.com www.TheRugHub.com
5. Create a LinkedIn profile. Go to www.Linkedin.com and then look me up to link to me!
6. Write an article about cleaning. Submit it to www.Ezinearticles.com
7. Submit your site to a free directory. Go to www.illumirate.com
8. Register for www.Merchantcircle.com but don't give in to the temptation to pay for the listing
9. Put a classified post on Kijiji at www.Kijiji.com
10. Place a free listing on Hot Frog at www.Hotfrog.com
11. Place a free listing on Matchpoint at www.Matchpoint.com

Don't Get Cheated By An SEO Company

Nearly every day I get contacted by a company wanting to rank me “#1 in Google.”

My friend, let me give you a **WARNING**. Never, ever buy anything based on a solicitation call. You should NEVER trust your business to a random phone solicitor.

Furthermore, I talk with cleaners almost every day who have been taken advantage of by these “SEO Pros.” My best advice is to contact me for your SEO needs or at least hire an SEO company located in your city. You want someone who already knows the cleaning industry for ideal results.

Cleaning companies should be cautious: Know what you're paying for before hiring an SEO company.

Once a good SEO campaign kicks in, your website should rank higher in searches at no additional cost to you (other than what you pay your SEO Company). True SEO does not include paying per click. It is a natural, organic ranking that search engines give you because your website is valuable enough to show up in searches.

So exactly what does an SEO company do? They do two primary things for you.

#1: Internal Optimization By Setting Your Keywords

First, they internally optimize your website. This shows search engines what your site is about. Without internal optimization, your site will never get ranked well in the best searches.

Keywords are set in the HTML of the title tags, H1 headers, and strategically throughout the body copy. In many cases, this alone will create a huge influx of search traffic and get your site a better ranking.

#2: Incoming Links Pointed to Your Website

Second, incoming links are given to your website. This is by far the hardest to manage. In fact, this is where most of the work takes place. Articles, directories, link exchanges, and one-way links are given to the site. This combined effort tells search engines that your website has value and should be ranked in their searches.

It's important not to overdo either of the above two actions. Many amateur SEO professionals can make the mistake of overstuffing keywords or misusing incoming links.

Because many cleaning companies don't understand SEO, they can often be sold a high-dollar SEO program that only includes internal optimization. If you're paying several hundred dollars per month, make sure you're getting incoming links to boost your SEO. You should never pay high fees just to get your keywords set.

Another common problem is hiring a company that promises a top ranking in Google and in return gives you a pay-per-click ad. Pay-per-click ads don't help your search ranking. And once the clicks are no longer being paid for, your ad placement is erased.

True SEO improves the ranking of your site. Even when you stop paying for the SEO service, your ranking should still stand for a short time. Of course, without continued optimization, your ranking could fall over a period of weeks.

Some questions to ask before hiring an SEO company

- * Are you going to get me ranked in the Google organic top ten searches? (Not paid searches)
- * How long have you been doing SEO professionally? Can I have references?
- * Will you set the keywords on my website?
- * What type of incoming links will you get for me?
- * Do you give regular reports on my ranking improvement?

The Internet can be the highest return for your advertising dollar. Just make sure you're putting your money in the right places.

Failing to create an SEO program can cost you big time; you'll lose out on all the free traffic Google has to offer. But paying for an ineffective SEO service can cost you even more.

You can do ONE of Three Things This Year...

1. Take your website ranking in your own hands. You can learn by trial and error or take an apprenticeship under someone who has taught hundreds of cleaners how to get better ranking. Details for the internet training class are at www.Hitmanadvertising.com/internetclass
2. Sit back and allow the Hitman and his team to optimize your website for you. This is by far the easiest way. Details are at www.Hitmanadvertising.com/SEO
3. Do nothing and allow your competition to get all the FREE jobs enjoyed by Google, Bing, and Yahoo.

No kidding. The internet is the best return you can get for your advertising dollars right now. If you live in a city with at least 5,000 people, you should be marketing online in a big way.

Don't wait. Do something right now to take advantage of the internet while you can. Click one of the links above now.

