



## **Congratulations on the launch of your web site!**

This outline was created to explain a few simple steps you can take to make sure you're maximizing the influence of your new web site.

The Web Works Search Engine Optimization Program targets specific keywords and geographic locations by incorporating these words and phrases into numerous levels of your site.

Along with individually optimized pages of keyword rich content, we have optimized title and description tags, created header tags, attached optimized alt and title tags to images, and embedded a Google Maps listing for geo-specific targeting. Our program also involves optimized file extensions, the addition of robot.txt files, links through Google Maps and Yahoo! Local, and the creation of a site map.

We've done all we can, but there are a few minor steps you can take to help your site rank more quickly and in better positions during searches. First and foremost you will want to create reviews on the two largest local search tools, Google Maps and Yahoo! Local.

Follow these simple steps explained on the following pages to make sure you're getting the most out of your web site.



## Google Maps:

Web Works has located or created a Google Maps listing for your business and linked it up with your new web site. A great way to generate additional internet leads is to produce some high quality reviews.


**You may notice Google maps listings when you do a search.**

Web [Images](#) [Maps](#) [News](#) [Video](#) [Gmail](#) [more](#) ▼

Google   [Advanced Search](#)  
[Preferences](#)

Web [Maps](#)

Local business results for **plumber** near **DeKalb, IL**

 A. [Steve Clark Plumbing LLC](#) - [maps.google.com](#) - (815) 748-5544 - [More](#)  
B. [G's R Plumbing & Heating Inc](#) - [www.gsrplumbing.com](#) - (815) 758-5228 - [More](#)  
C. [Top Line Plumbing](#) - [www.toplineplumbing.net](#) - (815) 754-5603 - [More](#)  
D. [CH Plumbing](#) - [maps.google.com](#) - (815) 758-4810 - [More](#)  
E. [Drury Plumbing & Heating](#) - [maps.google.com](#) - (815) 758-3706 - [More](#)  
F. [Hartwig Mechanical Inc](#) - [maps.google.com](#) - (815) 758-7283 - [More](#)  
G. [Seldai Plumbing](#) - [maps.google.com](#) - (815) 748-4174 - [More](#)  
H. [ABC Plumbing & Mech Inc](#) - [maps.google.com](#) - (815) 756-8362 - [More](#)  
I. [Clark Steve Plumbing LLC](#) - [maps.google.com](#) - (815) 748-5544 - [More](#)  
J. [Clark Steve Plumbing LLC](#) - [maps.google.com](#) - (815) 748-5544 - [More](#)

[More results near DeKalb, IL >](#)

[G'S R Plumbing & Heating, Inc.](#) [↑](#) [×](#)  
G'S R Plumbing & Heating, Inc. P.O. Box 967 1831 E. Lincoln Hwy DeKalb, IL 60115. Phone: (815) 758-5228. Fax: (815) 758-1610 ...  
[www.gsrplumbing.com/](#) - 3k - [Cached](#) - [Similar pages](#) - [☺](#)

[\(Service Gas Plumbing & Heating - Dekalb, IL\) Service Gas INC.](#) [↑](#) [×](#)  
At Service Gas Plumbing & Heating, we are a full-service company serving the DeKalb area with quality plumbing, heating, and air-conditioning services for ...  
[www.servicegas.com/](#) - 27k - [Cached](#) - [Similar pages](#) - [☺](#)

[Plumbers in Dekalb, IL - AOL Local Yellow Pages](#) [↑](#) [×](#)  
Find great Plumbers in Dekalb, IL using AOL Local Yellow Pages. If you can't find the right Plumbers in Dekalb, don't worry because AOL Local Yellow Pages ...  
[yellowpages.aol.com/plumbers/il/de-kalb/](#) - 139k - [Cached](#) - [Similar pages](#) - [☺](#)

[Dekalb Plumbers in Dekalb IL Yellow Pages by SuperPages](#) [↑](#) [×](#)  
Directory of Dekalb Plumbers in IL yellow pages. Find Plumbers in Dekalb maps with

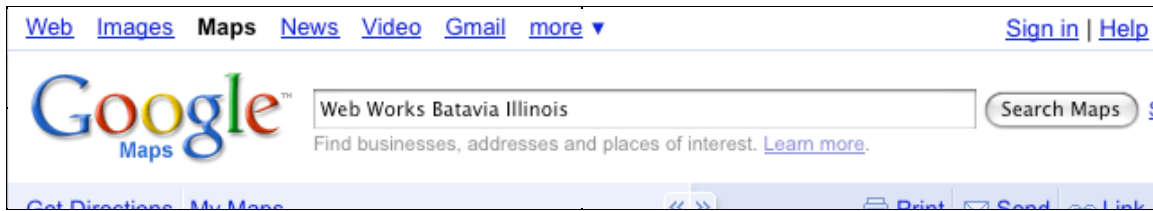
After your web site is up and running, the best way to get your Google Maps listing to the top of the list is to have 'reviews.' Google loves reviews because it provides extra information for end users, and if you have a few of them your listing is much more likely to show up on page 1. Follow the steps on the next page to create reviews for your listing.

## How to create Google Maps reviews

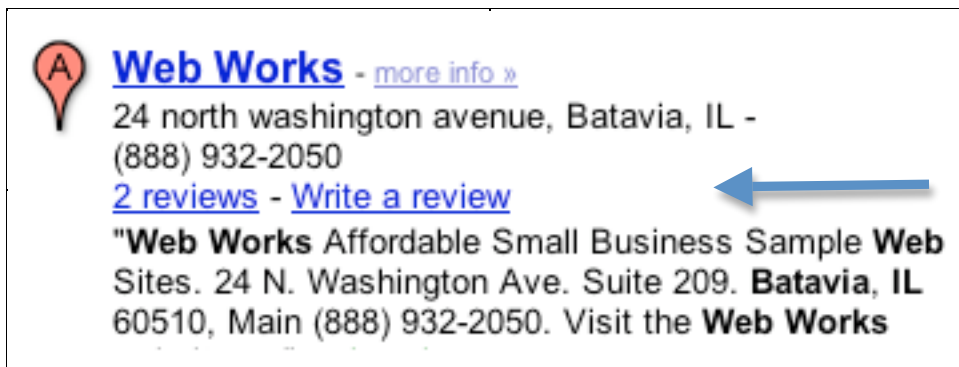
1. Start out at [www.google.com/maps](http://www.google.com/maps)



2. Search for your business name + your location. Ex: Web Works Batavia Illinois



3. Locate your listing and click "Write a Review."



4. In order to leave a review you will need to set up a Google Account. If you don't have one, click the link that says "[Create an account now](#)" and follow the steps to create an account. (Setting up the account only takes about a minute.)
6. Your last step is to enter the review. When you leave a review keep keywords and geographic targets in mind.

Example: The web site designers at Web Works created an excellent web site for my small business located in Batavia IL. I highly recommend them!

\*\*\*\*As with any review service, your reviews should come from different computers and different accounts. Otherwise the search engines will think you're spamming and penalize your listing. The best way to get good reviews is to request them from happy customers!

### **Creating a Yahoo! Local review.**

1. Start out by going to <http://local.yahoo.com/>
2. Search for your Business name and location
3. Click 'Write a Review' and complete in the same manner as you did for your Google Maps listing.



### **Create a listing in Craigslist.**

1. Start out by going to Craigslist.com and selecting your geographic location in the "State and City" list on the right of the screen.
2. On the left side of the page, toward the top, click the link "Post to Classifieds."
3. Choose the appropriate heading for the type of business you're advertising. There are numerous choices, so be specific.
4. Now choose a more specific category from within the list that comes under your heading. Your choice should clearly reflect the nature of your business.
5. Fill out all of the fields that appear for your ad. This is your chance to make an impression, so take care describing your business. Gear your advertisement to your target audience and provide your web site address.
6. A verification e-mail will be sent to you by Craigslist to verify that you are an actual person, and not some spamming software trying to clog Craigslist.
7. Wait for leads to call or e-mail you regarding your services

### **Additional steps to improve site ranking**

#### **Request links to your web site**

Search engines can see all the web sites that link to your web site. The more links and the better quality the links the more benefit your site will receive.

1. A great way to get some high-quality in-bound links is to contact manufacturers your company has a relationship with and ask them if they have a place to list supplier web sites.
2. Most chambers of commerce now list member web sites. Make sure you contact your chamber and get your site listed. This tactic is especially beneficial for geo-targeting customers.
3. List your site on free directory listings. A great list of high-quality directories can be found at: <http://www.directorycritic.com/>



**Let everyone know that your company now has a web site.**

1. Make your employees aware of the site.
2. Put the web address on your business cards, letterhead, and e-mail signature. Include the web address on any print, radio or TV advertising. Display the web address on your store front window or work vehicles.
3. Let customers know about the site, especially when they call on the phone. Let them know directions, coupons, and/or a gallery of your work can be viewed at the site.

Not only does this make your customer aware of your site, it allows the customer to show other people your site. An added benefit is that the increased traffic will boost your search engine rankings.