



HOW TO RANK TOP 5

GOOGLE LOCAL SEARCH

WESTSIDE WEB 2024 GUIDE



HOW TO RANK TOP 5 ON **GOOGLE**

The Year of SERP and GBP

Hello, happy to see you, the unsung heroes in our local communities! We want to properly introduce ourselves - **WESTSIDE WEB** is a modern digital agency that blends [responsive websites](#), [search optimization](#), and [impactful branding](#) into a memorable and delightful visitor experience and turn them into your loyal customers/users/patrons/followers – whatever the business objectives are important to you.

One of the ways that we all about helping local businesses like yours thrive online, specifically optimizing your **GOOGLE PRESENCE**. But why Google only and how sure we are? Fair questions I'd say, so let's have statistics to back us up here:

FACT #1: Google Is the Gatekeeper	87% of consumer rely on GOOGLE before they make any offline purchase, and yet 56% of local business still have not claim GOOGLE most powerful listing platform GBP
FACT #2: You Need 5-Star Reviews	73% of consumers pay attention to stores with reviews in the past 4 weeks, and yet 42% of local businesses with less than 4 stars will not be visited by those consumers
FACT #3: Local SEO has White Space	79% of local businesses that spend money on optimizing traffic find it effective, and yet 58% of companies still don't optimize for local search because it is too hard to manage
FACT #4: Mobile Search is King	76% of people who search on their mobile will visit a business within 24 hours, and yet 30% of local businesses do not have a plan to capitalize on high-converting local traffic

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DIGITAL GROWTH PARTNER**

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So...we got your attention now? We understand every business is unique, and we don't do a one-size-fits-all approach. This FREE guide is intended to be part-awareness pamphlet, part-educational primer, and part-DIY guidebook for the adventurous ones.

Our 2024 Guide subtitle is called "The YEAR OF **GMB (GOOGLE MY BUSINESS)**. **GBP (GOOGLE BUSINESS PROFILE)** AND **SERP (SEARCH ENGINE RESULT PAGE)**" because of course....driven by:

GENERATIVE ARTIFICIAL INTELLIGENCE GEN A.I. FOR SHORT

Wait...don't fall asleep yet. **This is important because YOU and YOUR COMPANY have a once in a decade opportunity to win the game by taking advantage of all these changes.** And if after learning more about this topic and you are still on the fence if you need to hire Westside Web to help?

Then ask yourself: Would you perform a 20-hour complex heart surgery on your most precious loved ones just because you found the step by step procedures on how to do the surgery?

We hope you will make the right choice here and schedule a **FREE CONSULTATION** with our solutions team at **WESTSIDE WEB**.

Ready to see how much more your business can thrive online? Let's chat!

Your Trusted & Insightful Digital Growth Partner,
Westside Web Team

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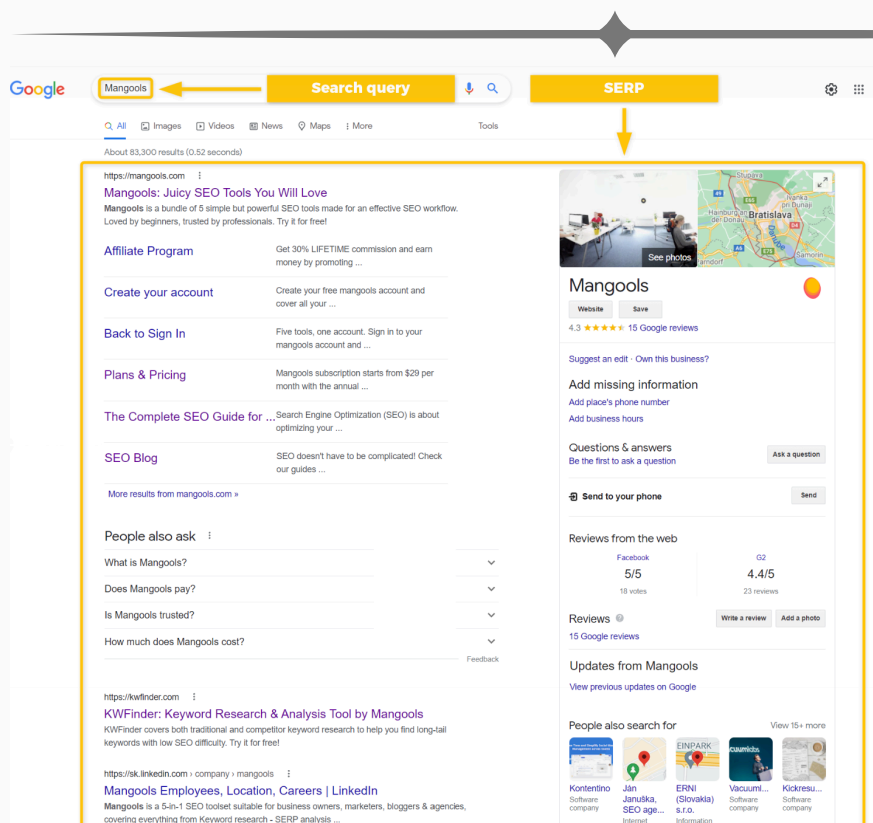
KEEPING UP WITH GOOGLE

Search Engine Result Page (SERP)

The world of online search is constantly evolving, and as you know, **GOOGLE**, the search engine giant, is always making changes to how they display results. This can sound intimidating, but fear not! This page will explain what these changes mean for local businesses like yours and how you can stay ahead of the curve.

In the last three years, new smart technology (Gen A.I.) has changed how we use the internet, in the form of an intelligent, all-knowing and capable “assistant” for whatever we need it to be.

For **GOOGLE**, however, it also means that the old way of figuring out if a website is serving relevant information to users (based on the content “relevance” or “SEO” level) is no longer helpful. Therefore, **GOOGLE** is leading the way with a new way to determine usefulness – called “SERP”.



A UNIQUE, ONCE IN A DECADE opportunity for your business to supercharge growth. By getting ahead and update your website, your digital presence and other online related content with SERP in mind, you will see significant jump in visitors.

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KEEPING UP WITH GOOGLE

Search Engine Result Page (SERP)

What is a SERP?

SERP stands for Search Engine Results Page. It's the page you see on Google after you enter a search query. This page is filled with links to websites, images, videos, and sometimes even local listings (like Google My Business profiles!).

Why is Google Changing SERPs?

Google wants to ensure that people searching for something online find the most relevant and trustworthy information possible. This means prioritizing results that are high-quality, informative, and user-friendly.

What do these changes mean for local businesses?

The good news is that Google's focus on experience actually benefits local businesses:

- 1. Focus on local intent:** Google is getting better at understanding when someone's search has "local intent." This means that if someone searches for "[your industry]" in your area, you're more likely to show up in the results, even if you're a smaller business.
- 2. Importance of high-quality content:** Google loves websites with valuable and informative content. This could be blog posts about your services, informative product descriptions, or even customer testimonials. By creating high-quality content that addresses your local audience's needs, you can improve your search ranking.
- 3. Mobile-friendliness matters:** More and more people are searching online using their phones. So, Google prioritizes websites that are mobile-friendly and easy to navigate on a smaller screen.

So there you have it. We know that there are so many opportunities for your business to do better online that we are offering an unbeatable **6-MONTH PERFORMANCE GUARANTEE OR UNTIL WE REACH IT** promotion. So don't waste any more time and [click here](#) to book a complementary session to find out how! HAPPY SERP-ing everyone!

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CASE STUDY

SANDPIPER DAYCARE

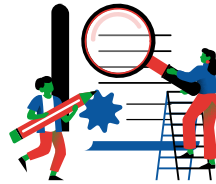


“The business starter-package is a great option for new business owners. Westside takes care of the essential items and allow us to get our name out quickly.” - Adriany R., SandPiper Co-Founder



Defining Business Goals

Sandpiper Co-founders are opening a new daycare in the competitive Marin County, California.



A Solutions-Oriented Plan

WestsideWeb presented a clear and comprehensive solution to generate awareness and excitement for the opening



Data-Informed Strategy

Our research has shown that the local community is interested with a nature themed daycare, and that there hasn't been a lot of news coverage on opening.



Excellence by Expertise

Through a series of website edits, press release and local SEO optimization, Sandpiper Daycare Marin generates a lot of excitement in the digital sphere, alongside with traffic to their website



No Rest Until It is Done

We continue to optimize the traffic for the company, and provide them with a comprehensive brand kit and promotional materials to expand their offline reach as well.



Well Timed Outcome

By focusing on what they clients needs are and address them step by step, we create real tangible results that represent a significant return on investment for our services.

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WHAT SHOULD I DO FOR **GOOGLE**

So many solutions, but which one?

One of the most common questions that we've heard from business clients, especially local firms, is around the effectiveness and where they should prioritize their efforts when it comes to optimizing their local ranking performance.

Here is an overview of few of the offerings that you may have come across and evaluated:

Product Name	Purpose	Who Should Use It?	Pricing	Benefit
Google Business Profile (GBP)	Create a free business profile	All local businesses	Free	Increase online visibility, manage reviews, attract customers
Google Maps	Manage your location listing on Google Maps	All local businesses	Free (within Google My Business)	Improve map visibility, showcase location
Local Services Ads (if applicable)	Generate leads from potential customers	Home service businesses (plumbing, electrical etc.)	Pay-per-lead	Target qualified leads searching for your services
Google Search Console	Monitor website health & performance in Google Search	Businesses with a website	Free	Improve SEO ranking, identify technical issues
Google Tag Manager	Manage website tags (analytics, conversion tracking etc.)	Businesses comfortable with website management	Free	Simplify tag management, improve data collection

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WHAT SHOULD I DO FOR GOOGLE

So many solutions, but which one?

The truth is that it is a very complex calculation and the strategy needed to succeed needs to balance both the top most popular search items, as well as the long-time rarely search for but high impact if you get the lead. This is one of the main reasons why businesses rely on WESTSIDE WEB to help them, as opposed to spending countless hours and still get nothing out of it.

Here are some starter steps for those of you who needs some help to get started:

- **Claim and Verify:** Make sure your business profile is claimed and verified on Google Business Profile. This allows you to manage how your business appears on Google Search and Maps.
- **Complete Your Profile:** Fill out every section of your profile with accurate and up-to-date information. This includes your business name, address, phone number, website, category, description, hours of operation, and attributes.
- **Use Keywords:** Include relevant keywords throughout your profile, especially in your business description and category selection. However, avoid keyword stuffing.
- **Add High-Quality Photos:** Upload high-quality photos that showcase your business, products, and services.
- **Encourage Reviews:** Positive reviews are a major factor in local SEO ranking. Encourage satisfied customers to leave reviews on your Google Business Profile. Respond to all reviews, both positive and negative, in a professional and timely manner.
- **Create Regular Posts:** Regularly create Google Posts to keep your profile fresh and engage with potential customers. Use Google Posts to announce events, promotions, new products, or share interesting updates about your business.
- **Create Valuable Content:** Focus on creating informative content relevant to your local audience. This could be blog posts about local events, tips related to your industry, or even showcasing your expertise through articles.
- **Mobile Optimization:** Ensure your website is easy to navigate and looks good on a phone or tablet. Many website builders offer mobile-friendly templates.
- **Stay informed:** Keep an eye out for updates from Google. There are many resources online, and even Google itself publishes information about search algorithm updates

WINNING THE GAME OF GOOGLE

Final Thoughts and Recommendations

Recap of Our Discussion: We've explored the critical factors influencing your business's ability to rank highly on Google. These include optimizing your Google Business Profile (GBP), accumulating 5-star reviews, leveraging local SEO, and ensuring your website is mobile-friendly. We've shared statistics that highlight the importance of these elements and provided you with actionable steps to improve your online presence.

What you can do:

- Claim and verify your business on Google.
- Fill out your profile completely.
- Use keywords, add photos, and get reviews.
- Post updates and make sure your site works on phones

Why DIY is Difficult: While the steps above may seem straightforward, the reality is that local SEO and maintaining an optimal online presence require continuous effort and expertise. The complexity of Google's algorithms, the need for high-quality content, and the constant evolution of SEO practices make it challenging for businesses to keep up. Attempting to manage this on your own can lead to wasted time and suboptimal results.

Benefits of Hiring Westside Web:

1. **Expertise and Experience:** Our team is well-versed in the latest SEO strategies and Google updates, ensuring your business stays ahead of the competition.
2. **Customized Solutions:** We tailor our services to meet your unique business needs, avoiding a one-size-fits-all approach.
3. **Time Efficiency:** Free up your valuable time to focus on running your business while we handle your digital presence.
4. **Measurable Results:** We provide clear metrics and performance guarantees, so you know exactly how our efforts are benefiting your business.
5. **Ongoing Support:** Our commitment doesn't end with the initial setup; we offer continuous support to adapt and optimize your strategy as needed.

Ready to Thrive Online? Let's chat about how we can help your business reach new heights. Schedule a [FREE CONSULTATION](#) with our solutions team at Westside Web today.

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WESTSIDE WEB



A NEW APPROACH

FOR THOUGHTFUL BUSINESS OWNERS

ABOUT



Westside Web is built on our belief that businesses of any size should have access to these evolving advanced solutions. Our company recognizes the many risks associated with growing your business.

That is why we have built a team of specialists that can address any need or challenge your business might face. We have the solutions to help you achieve success.



BRAND SOCIAL STRATEGY

Brands have to perform differently on social media to break through. Westside Web can help



ADVANCED WEB SOLUTIONS

Your website needs to be mobile first, Google tagged and responsive. Westside Web can help.



SEO & RANKING RESEARCH

There are key words that could push your ranking much higher. Westside Web can help.

CLIENT TESTIMONIAL

As a brand manager, I can confidently say Westside Web delivers. They created a website that truly represents AstuteBuilder.Studio and their SEO expertise has significantly boosted our visibility.

Floyd F, Brand manager
Astute Builder Studio

The team is responsive, creative, and results-driven. For businesses looking to enhance their digital presence, Westside Web is an exceptional partner. Highly recommended for their local SEO know-how and ability to drive real growth.

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