

082 - Branding in Google

Gert Mellak

Head over to Google, search for your brand name for your own name. Check out the first couple of pages, especially the first page and take note of everything people might be seeing there. Is this something you like? Do you think this is in line with your brand values with the values you want to represent? Or do you think there are different results on page three, page eight of Google that actually should be coming up?

SEO Leverage Podcast Intro Music

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak

Welcome to Seoleverage.com. My name is Gert Mellak. And you're listening to episode 82 of our podcast. Before we jump directly into today's topic, I would like to remind you to check out Seoleverage.com. We have launched our application now for the wider public. So head over to our app section. And check out what the different plans are essentially. We provide an app that helps you with machine learning to make the right decisions in your SEO and we support you in the process in different levels from purely being there for you to reach out to us if you have any questions to consulting with you and help you executing or actually logging into your page and making all those content changes and SEO optimizations happen. So if you have any questions, please head over to Seoleverage.com and reach out. Today's topic is branding. And for branding. As an SEO agency, we obviously refer to the branding in search. How often does it happen to you that before you actually make a purchase decisions, decision you research, the brand you're purchasing from? To me personally, this happens a lot. So if I see something on social media, but I'm not sure if I can trust this company, I'm not sure what they stand for, what kind of experience other people had, I might just grab their brand name, paste it into Google and see what comes up. Turns out this is something a lot of people are doing. And we actually work on some projects, helping people to optimize what Google shows, what kind of results come up when somebody searches for their brand name, just because they have realized that it impacts the purchasing decision a lot. We also have clients who have affiliates, for example, running marketing campaigns for them, and affiliates actually outrank them for their own brand name, which is really unfortunate, because then people who already search for your name and want to find your site might click on an affiliate article, and actually purchase through the affiliate generating a high commission for you from traffic that's actually yours. So there are different reasons to really pay attention to how your brand comes up in search. And the first step to do here is to just really to type in your brand name, the name of the founder of your company, the CEO in different ways, and take notice of what Google is showing, actually. Are they showing social media platforms? Are they showing a knowledge panel on the side? Are they showing some articles from the company, some videos from YouTube, possibly, or maybe a Reddit thread where clients might talk positively or negatively about your brand? Imagine you like product really much when you see it on social media, and then you search for the brand. And

there are a couple of the Reddit threads or forum threads coming up, where people talk about how bad this product is and how low quality support is, and essentially talk negatively about the brand as a whole. How would this impact your decision or your desire to purchase from this company? Watching out for your image in Google is really, really important. And people actually don't google themselves and their brand name enough, I think, because we should be getting more requests from people to optimize how Google shows their brand in search. So imagine you really want to push certain search results. What can you actually do in terms of SEO? For example, there might be a really good PR article you think everybody should read when they search for your brand. What can we actually do in order to push that article higher upwards? One thing we can certainly do is to give it some buzz either on socials, could be with social ads. So there's just more awareness about this article. But what we really liked to do and what works really well, is to actually build links towards an article, which very often is a little bit counterintuitive for smaller brands, because when you spend money on building links or resources, to building links, you really want those links to point to your own website. But when it comes to branding, and which is just so important for every brand, it's also really important that you push other articles that might be a part in the decision making process of a potential client of yours. So if you think if they come across an article that they would probably be more inclined to purchase from you, it definitely pays off to put a link to this article once in a while, share it on social media, do a few things to actually keep this article alive and possibly linked to it from your own site as a press mentioned, or something like that, just to make sure that there are several signals pointing to this article Google could pick up to understand that this article might be more important than a forum post, for example. The main methodology to clean up your reputation, if you can't take things down, that are published about you is to actually produce more and more positive content and get this content ranking. So this goes from pushing content on other pages with link building or specific strategies down to actually creating entire websites on usually very keyword specific domains, in order to tell Google that there is much more relevant content they could be showing, then that old Reddit thread from 2008, where your brand was not in the best position possibly, did not have the product as refined. But this still shouldn't still hurt you in 2022 anymore. The entire thing here is called reputation management. And we definitely want to make sure that we are first of all aware of the brand image or the reputation, a brand has online, monitored actively, but also actively pursue a better brand image. You can have the best rankings if people then search for your brand name plus reviews, for example. And they come across some negative reviews very, very quickly. Rather than positive reviews you could be pushing, it's going to impact their purchasing decisions. So the best rankings on your website might be worth much. If your branding in Google isn't in line with the image you want to present. Now action step for today, head over to Google search for your brand name for your own name. Check out the first couple of pages, especially the first page and take note of everything people might be seeing there. Is this something you like? Do you think this is in line with your brand values, with the values you want to represent? Or do you think there are different results on page three, page eight of Google that actually should be coming up? Let me know head over to SEOLEVERAGE.com schedule a call with me and we'll check out those results.