

# 113 - Google Your Brand Name

## 0:00

When was the last time when you typed in your brand name into Google and just really checked out from a neutral customer potential customer perspective, what is showing up there? I had a client the other day say they have competitors showing up. But there's nothing that can be done about it. Well, actually, we have been doing reputation management for quite a few years. And we actually can do something about a lot of things happening on Google. And when it's so clear that it's impacting your performance, it's even impacting the return on investment you get from ads, because you might just be driving ads, and running ads for your competitor right now. It's extremely crucial to really get this straight and make sure that you own or at least partly own large parts of Google's page one at least.

## 0:51

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

## 1:01

Welcome back to SEOLEverage.com, episode 113. My name is Gert Mellak and I want to share quickly something that been on my mind for a while, where I think people don't understand one important part of the customer journey, which is the research phase. Before we dive into this, I want to make sure that you know that over at SEOLEverage.com/podcast, we have all podcasts in a written version as well, you can find the episode and then check the resources and like a written summary or point somebody to it without any issues here.

## 1:38

When it comes to the customer journey. Very often people see a brand time and time again, big brands and small brands invest 1000s of dollars into ads just to get the word out. Because as we know, one of the most important issues every company has is that people don't know about their brand or their product. So we want to always raise more awareness, more awareness, more awareness. But then those people are going to turn to Google and do their research. Hardly anybody is going to purchase from a brand they don't know or never purchase from without coming to the step where they type in their brand name into Google.

## 2:16

And what they see there is going to decide whether they move forward in their process. Or pick some other URL that shows up on Google, which could just be your competitor. So imagine you run 1000s of dollars on ads, just to then have people Google your brand name and click on a competitor's URL that's targeting your brand name. This is bad enough with ads, but it's even worse with organic search results. Because you probably have been building up your authority have been building up your products and the product rankings, etc. But then somebody sneaks in and just steals what's rightfully actually yours.

**2:59**

And this is where online reputation management is so so important. And it really starts with a simple Google search. When was the last time when you typed in your brand name into Google and just really checked out from a neutral customer, potential customer perspective, what is showing up there? I had a client the other day say they have competitors showing up. But there's nothing that can be done about it. Well, actually, we have been doing reputation management for quite a few years. And we actually can do something about a lot of things happening on Google.

**3:29**

And when it's so clear that it's impacting your performance, it's even impacting the return on investment you get from ads, because you might just be driving ads, and running ads for your competitor right now. It's extremely crucial to really get this straight and make sure that you own or at least partly own large parts of Google's page one at least. This all starts by really auditing your brand, making sure we have a good idea about what is ranking right now. But also a good idea about what kind of brand mentions do we have? Where do people talk about your brand? Is this positive? Is this negative? Is this neutral? How can we go about it? Can we rectify it? Can we reach out to the editorial team of that website to see if we can refresh the content a little bit and provide additional insights, additional details.

**4:20**

There are a lot of things that need to be done. And it actually takes quite some experience. Because every single platform where content might be published is a little bit different. But then ultimately, it ends up being an SEO campaign for a lot of projects because it's an SEO and reputation focused agency. What we try to do is outrank negative or undesirable results, and actually push positive desirable results into the search rankings at the top. And this is how the brand perception is drastically going to be different.

**4:54**

People will see you based on your awareness ads, for example, or hear you on a podcast, read about you, Google your search brand, your brand on search in and find out that you're a trustworthy brand, your products are solid, people are happy with your customer service, customer service is responsive and helpful. This is the kind of image we want, because this is going to make sure that people take the next step, and actually either reach out and become a lead, or request a quote, or buy your product or service very often right away.

**5:25**

My name is Gert Mellak. I'm the founder and CEO of SEOLEverage.com, where we more and more focus actually really on brand reputation, which isn't something every SEO agency specializing on. But it has come naturally to us because more and more clients started to get worried once we pointed out a few issues they are having that their brand reputation in the current state and might actually be responsible for the ads not working or their marketing, not giving them enough growth.

**5:55**

So if you have the feeling that this could be the case, you can very quickly find out by researching your brand name on Google, your brand name and the word reviews next to it. And just check out what comes up during Google. Is this actually all desirable? Three review stars out of five are not making clients happy. So if you find anything that's not something favoring the sale or advancing a potential sale, it's definitely something where we should be talking about. Just head over to [SEOLEverage.com](http://SEOLEverage.com). Get on a call with me we check this out and we can discuss what can and can't be done.