Google Local Business Listing Optimization Red Kite SEO Announces New Blog Post to Help

December 08, 2018

December 08, 2018 -
In a bid to help businesses improve their Google listing, Red Kite SEO announced the publication of their new blog post. It is aimed at businesses who want to improve their Google My Business or GMB listing and increase their chances of appearing in Google's services, as well as in organic and local search listings.

Google My Business is a free business profile provided by Google and intended for small and medium business owners. The GMB business profiles appear in Google Search and Google Maps every time a specific business is searched. According to Pete Hogg of Red Kite SEO, ?GMB is a very powerful tool for small and medium enterprises, especially in building their SEO strategy. However, most businesses underestimate its usefulness.? After claiming and verifying their businesses in GMB, most business owners stop there. ?There are a lot of other things a business owner can do with their GMB profiles. And these things can spell the difference between making a profit and losing money,? Hogg added.

The blog post, entitled ?Google Local Business Listing Optimization?, outlines the proper way of using GMB, says Hogg. From claiming and verifying, to editing and dealing with unwanted edits, to optimizing GMB profile for local listings; all these are discussed in the blog. The SEO company also touches on uploading photos

and videos of your businesses, handling online reviews, adding messaging and booking options, and many more features that can be utilized. These are all designed to improve a company's Google listing and visibility, especially in local searches. These simple but effective strategies are very important for any businesses that operate online. Especially for small businesses with a limited budget and tech know-how, maximizing their GMB profiles is a paramount SEO strategy.

Red Kite SEO has over five years experience in the realm of digital marketing. Hogg says they have helped a lot of small businesses in building their websites and online presence. Their various SEO services, from ranking SEO to web design to content marketing and digital PR have helped small businesses achieve greater ranking on search engines. This is the crucial element in sending more traffic and ultimately more revenue back to the business. Sarah Jones, one of company's clients has this to say, ?Red Kite SEO helped me get my website off the ground, and helped generate more sales by getting my website higher in Google search, and helped me understand what needed to be done in order to maintain and generate business on my website.?

The SEO company also works with businesses that have existing websites that need revamping, like Colin MacKenzie of MacKenzie Joiners. According to Mackenzie, ?I'm completely amazed by the transformation of my website. I have seen a vast increase in inquiries from my website, which has resulted in an increase in revenue. I would highly recommend Red Kite to anyone looking to increase their business leads and online exposure.?

According to the SEO company, the first step towards achieving a better ranking for your business website is through an SEO audit. This will assess current issues and problems faced by the business and highlight the necessary improvements needed to increase visibility. Red Kite SEO also recognizes that each business is unique and will have different online marketing needs. That is why the SEO company provides a digital marketing strategy custom tailored to any business. Hogg says these strategies include assessing the current online presence and comparing this with competitors. They also offer SEO strategy planning, optimization of websites, increasing Google presence, generating customer inquiries, and providing regular progress reports, among others.

Hogg has been involved with SEO and online marketing since 2007, when he was handling his own small business and its online marketing. From that experience, he saw how SEO can provide a reliable sales channel and has a better ROI than traditional advertising and marketing. Hogg says it is really important for any business to use similar online tools in generating repeat sales and revenue. And it is even more crucial for small businesses operating at the local level. He says that Red Kite SEO is ready to help any business achieve greater ranking and build a better online presence. They can contact Red Kite SEO to schedule a consultation or visit the company's official website to read more about GMB optimization and other online marketing services on offer.

###

For more information about Red Kite SEO, contact the company here:Red Kite SEOPete Hogg0114 2426544hello@redkiteseo.co.uk15 Dene PlSheffieldS13 9DN

Red Kite SEO

Website: https://www.redkiteseo.co.uk

Email: hello@redkiteseo.co.uk

Phone: 0114 2426544