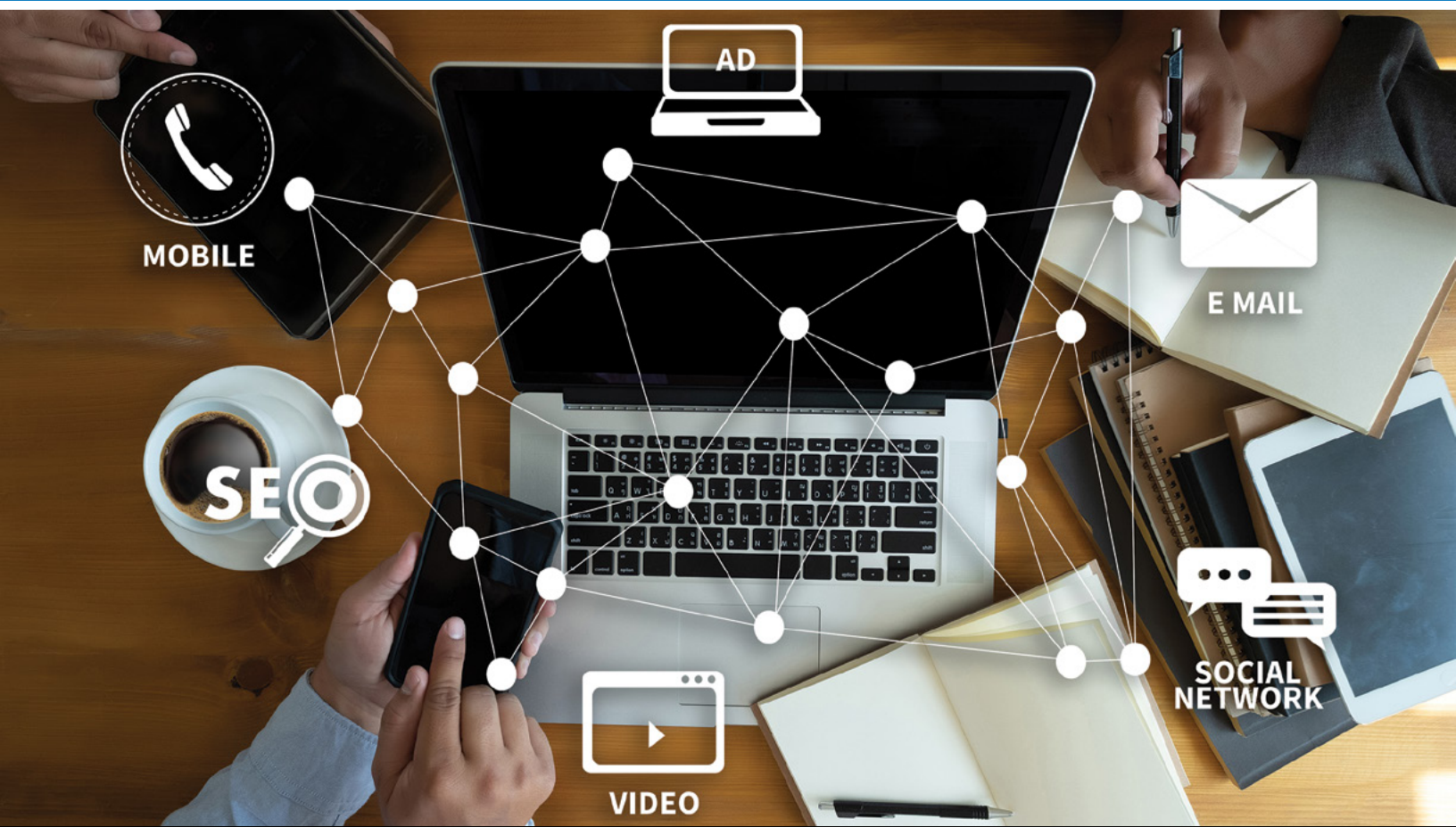


# How to Get Listed on Google's First Page



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**N**owadays, it seems like businesses ranking on Google's first page are dominating the market. Since 75% of people will never scroll past page one, it may feel like your business is invisible to your customers. This is especially frustrating if you are only a few steps away from being on the first page, and unsure of the right move forward.

Fortunately for you, ranking on Google's first page is possible by using proven marketing strategies and consistent effort. Like solving a Rubik's Cube, it is possible if you know the strategy, but one wrong move can derail your efforts. With the right information, your path to success is only a few steps away.

This guide covers several Google products you can use to outrank your competitors, increase your sales, and grow your business.

### **Here are 4 products you can use to rank on Google's first page:**

1. Google Ads
2. Google My Business
3. Google Organic Results
4. Google Local Services

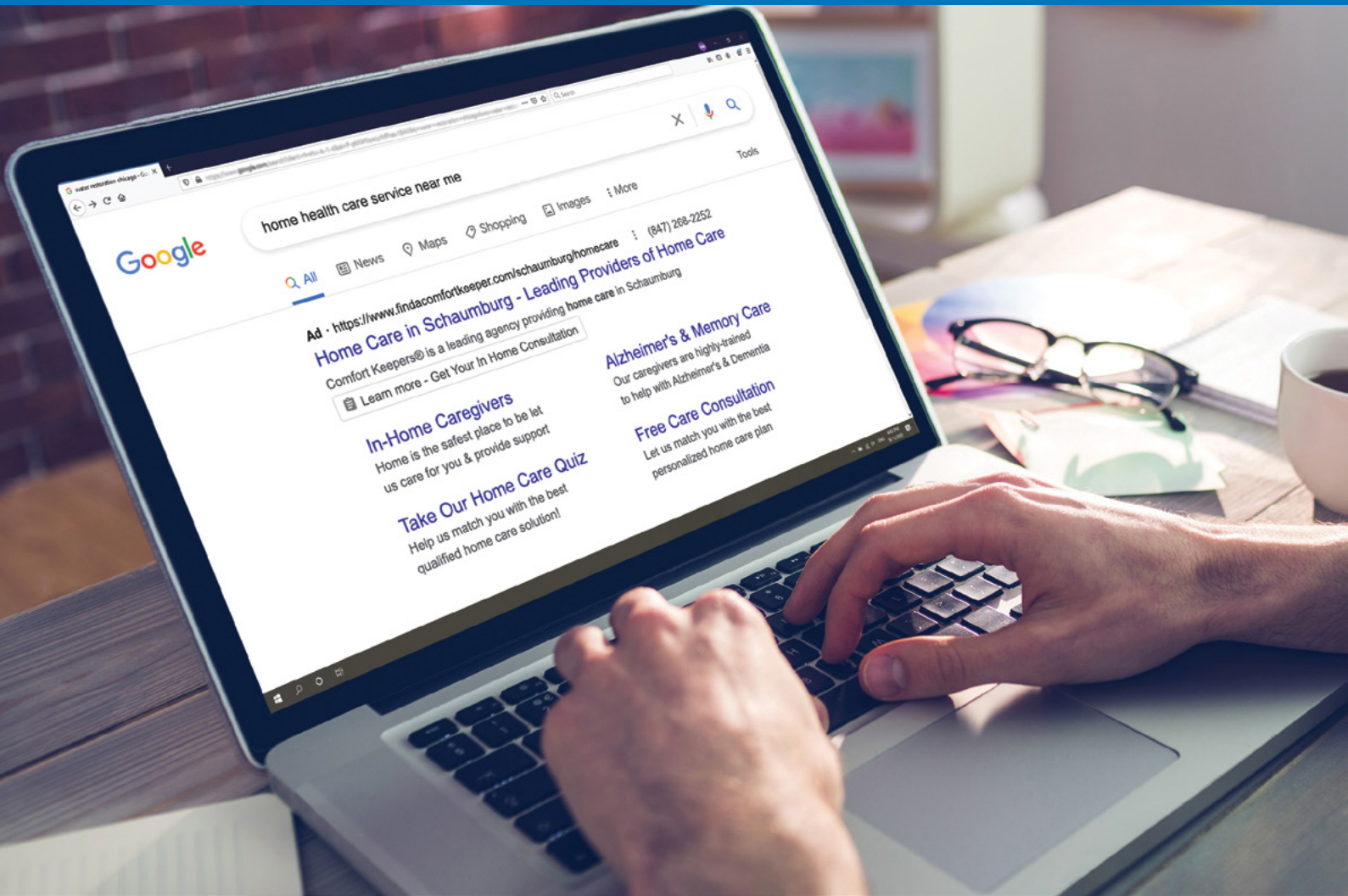
This guide explains how these Google products work, where to get started, and the pros and cons of each so you can choose the one most effective for your business.

After reading this guide, the better question you will answer is where do I want to show up on Google's first page.



1

# Google Ads Pay Per Click (PPC)



## WHAT ARE GOOGLE ADS?

**G**oogle Ads allows you to get your message directly in front of your customers who are actively searching your services. Your ads will appear directly at the top of the search results with an “AD” indicator by your information. Your ads can display when someone searches for your services on the Google search engine, Google Maps or from other web applications like Gmail & YouTube. Most often you only pay when someone clicks on your ad or calls your number (if call tracking is set up). You have full control of who sees your ads, when they see them, where they see them, and most importantly, how much you spend.

### Google Ads - Top Pros and Cons

#### Pros:

- Immediate exposure and results.
- Control your money: spend as much or as little as you like.
- Control over your campaign: target area, audience, keywords, negative keywords, ad schedule

#### Cons:

- Does not work well with small budgets (below \$500/month)
- Can be expensive (high cost per click) depending on competition
- Strict policies, time and competence needed to setup and manage a successful campaign

### Who Should Use Google Ads?

Businesses with larger budgets, advertising consistency, and focused on website traffic, brand awareness, leads and sales.

[Click Here to Get Started with Google Ads](#)

[Click Here to Learn More About Google Ads](#)

[Click Here to Get Help with Google Ads](#)





# 2

## Google My Business (GMB) Google Local Listing



## WHAT IS GOOGLE MY BUSINESS (GMB)?

**G**oogle My Business (GMB) is a product that allows you to create a free business profile on Google Maps, with the goal of easily connecting with customers looking locally. Like a store front with the goal of attracting customers into a store, your GMB's goal is to attract customers to your business. You can easily update and manage your profile, including business name, category, address, hours, pictures, and more. Different business types have additional options, including request a quote, view services, or book an appointment.

### GMB - Top Pros and Cons

#### Pros:

- List your business on Google for free
- Easily track listing insights on views, website clicks, mobile calls, and direction requests
- Earn customers' trust and stand out from competitors with good reviews

#### Cons:

- Your business street address has to be verified by Google (No PO boxes or virtual offices)
- Listing can be suspended by Google if suspicious activity is detected
- Google posts all reviews, positive and negative. Negative reviews are hard to dispute or remove

### Who Should Use Google My Business?

All businesses serving their customers locally should have a Google My Business listing. It is free, easy to use, and provides a convenient way for customers to find and contact your business.

[Get Started with Google My Business](#)

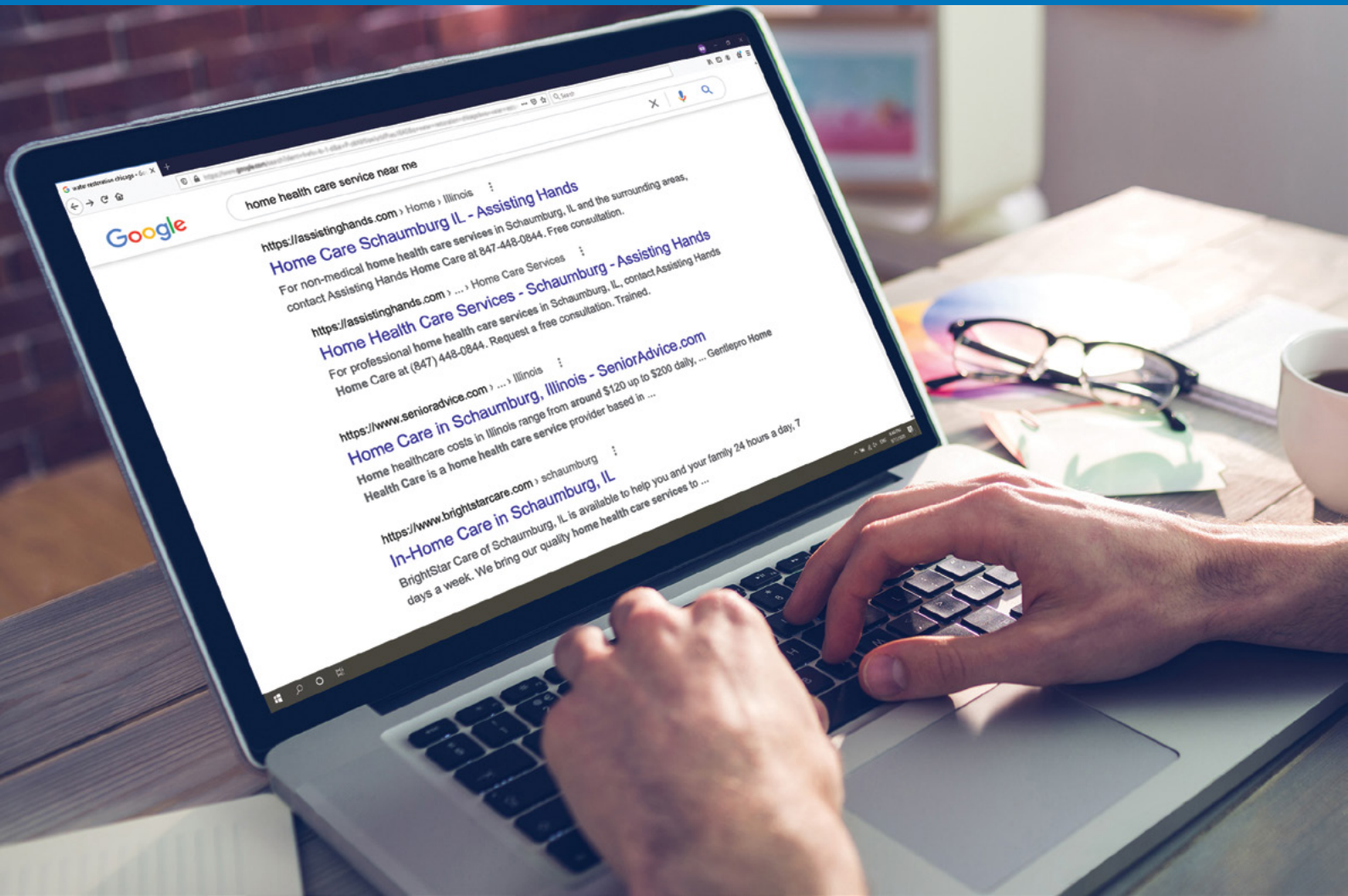
[Click Here to Learn More About Google My Business](#)

[Click Here to Get Help with Google My Business](#)



3

# Google Organic Results



# WHAT ARE GOOGLE ORGANIC RESULTS?

To put it simply, the organic results are the free website listings that Google decides are the most reputable results for a certain search. Organic results are a free way for your website to be found by potential customers. Websites that are found on the first page of Google use Search Engine Optimization (SEO) strategies to get there. SEO is a marketing strategy used to improve the chances to rank your website in the top organic search results. Because you are competing against everyone with a website, you will be faced with some strong competition. Without having experience in this field, ranking your website on Google's first page can be time-consuming and complex.

## Google Organic Results - Top Pros and Cons

### Pros:

- Most trusted by consumers
- Companies ranking on Google's first page dominate the market
- Brings long-term success

### Cons:

- Strong competition and time consuming to achieve good rankings
- Cannot be turned OFF and ON easily (like Google Ads)
- Experience in SEO needed to stay on top of all Google updates

## Who Should Use Google Organic Results?

All businesses who have a website and want to be successful in today's competitive market. Working with a 3rd party is also a great option if a business owner doesn't have experience with digital marketing or simply doesn't have time to learn it.

Unless you have experience, it is strongly recommended to use a professional [digital marketing agency](#) specializing in SEO.

[Click Here to Learn More About Google Organic Results](#)

[Click Here to Get Help with Google Organic Results](#)



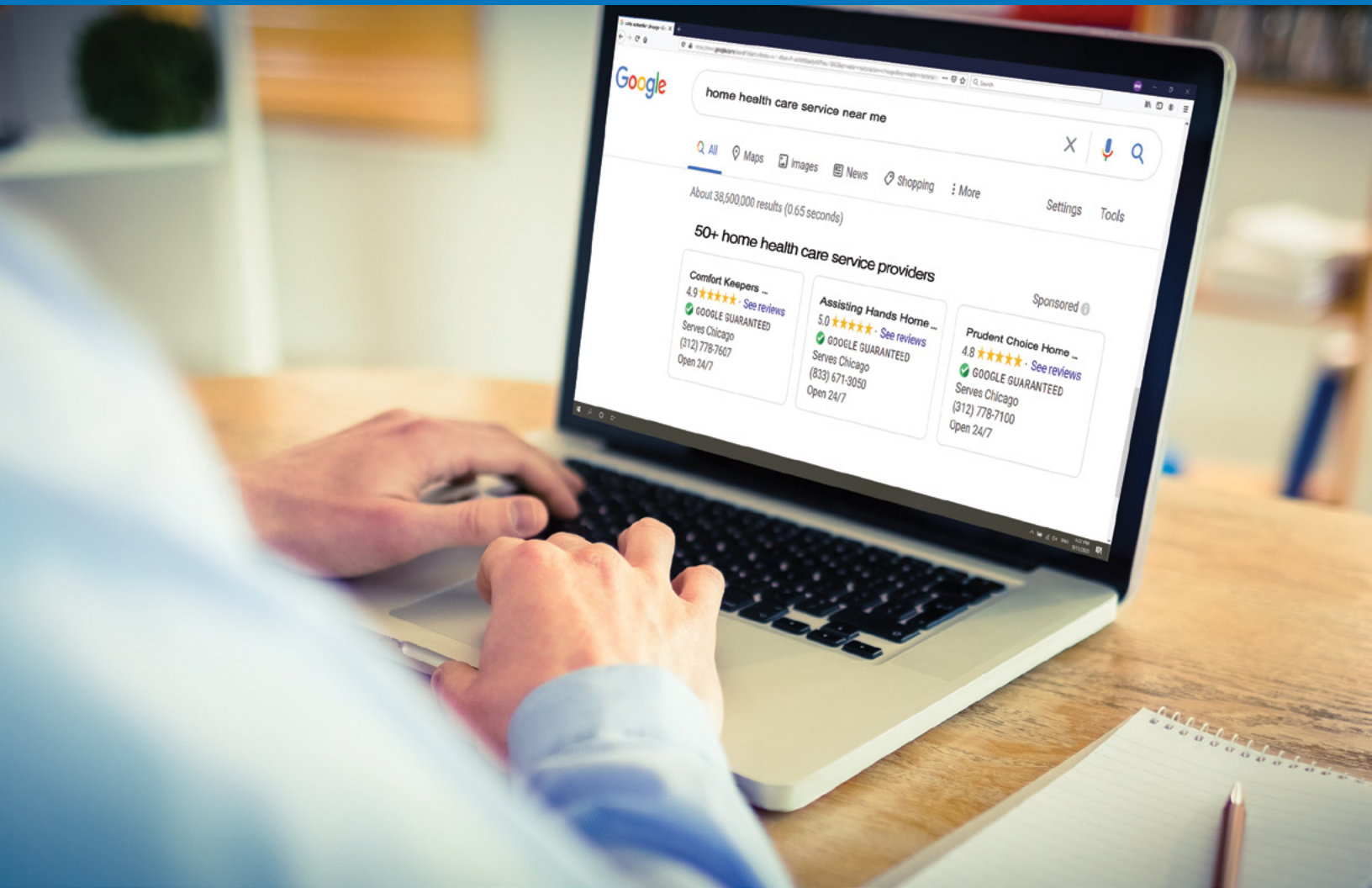




4



# Google Local Services NEW Ads



## WHAT IS GOOGLE LOCAL SERVICES?

**G**oogle Local Services ads is a new service that appears at the top of the search results page, even above other paid ads. Their goal is to connect you with customers in your area and only pay when a customer contacts you. However, before you get started, this service requires multiple documents and a lengthy background check. The process to get approved can be strenuous and time consuming.

### Google Local Services - Top Pros and Cons

#### Pros:

- Only pay when a customer calls
- Google screens calls, so you avoid irrelevant dials
- Save time building and testing ads and campaigns

#### Cons:

- Certain industries face an expensive pay-per-call
- Not available in all areas and for all business types
- Certification process is time consuming and requires a variety of documents for verification

### Who Should Use Google Local Services Ads?

Google Local Services works well for local business that are simply looking to pay-per-call. They require a good reputation, so 5-star reviews are needed for your business.

**Get Started with Google Local Services**





Phone books are irrelevant in today's digital world. Customers use their phones and the internet to search for products and services.

Your competitors already know this, what are you waiting for?

**Let Us Help You Rank on Google. Grow Your Business with Proceed Innovative.**

Spend more time serving your customers, not chasing them. Contact **Proceed Innovative** at [800-933-2402](tel:800-933-2402) or fill out a contact form and we'll be happy to not only rank your services on the first page of Google, but help you increase sales and grow your business.

- **Get more leads**
- **Convert more customers**
- **Increase sales**
- **Grow your business**

# CONTACT US NOW!

