



Seven Steps To Get FREE Visitors From Google Every Day!

If you own a local business—like a roofer, plumber, dog groomer, or anything else—you probably want more people to find you online. That’s where SEO (Search Engine Optimization) helps. It’s just a fancy way of saying: “Let’s help Google show your website to the right people.”

At Authority Web Design, we help small businesses get found online. Here are seven steps you can do to get FREE visitors to your website from Google everyday:

1. Fix or Set Up Your Google Business Profile

This is the little box that shows up when someone searches for your business or service. You want to make sure it:

- Has your correct business name, hours, and phone number
- Has a few good photos
- Has recent reviews

Getting reviews from happy customers really helps!

2. Use Local Words People Are Searching For

If you're a lawn care company in Crystal Lake, people might search "Crystal Lake lawn service" or "yard cleanup near me."

Make sure those words are:

- In your page titles
 - In your headings
 - In your photo descriptions
 - And in the text people read on your site
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3. Make A Page For Each Town You Serve

If you work in more than one city, make a page for each one. That way, when someone searches for your service in that town, you have a better chance of showing up.

Example:

- "Roofing in Crystal Lake"
 - "Roofing in McHenry"
 - "Roofing in Huntley"
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4. Add Helpful Content

Write blog posts that answer common questions. Stuff like:

- “When Should I Replace My Roof?”
- “How to Keep Pipes from Freezing in Winter”
- “What’s the Best Dog Shampoo for Shedding?”

These kinds of posts bring in traffic from Google and build trust with new customers.

5. Make Sure Your Website Works on Phones and Loads Fast

Most people visit websites on their phones. So your site needs to:

- Look good on a small screen
- Load in a few seconds
- Be easy to tap and read

Google also likes fast, mobile-friendly sites—and ranks them higher.

6. Get Links From Other Local Websites

Google sees links like votes. If other good websites link to yours, it helps you move up in search results.

Good places to get links:

- Local directories (Yelp, Chamber of Commerce, etc.)
 - Local blogs or news sites
 - Business partners who can link to your site
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7. Track What's Working

You can use free tools like Google Analytics to see:

- How many people visit your site
- What pages they look at
- What keywords they searched to find you

This helps you know what's working and what to fix.

Want Us to Do It For You?

If you're busy or don't want to mess with all this, we can take care of everything for you. From writing content and fixing your site to getting you found on Google—we've got your back.

Visit AuthorityWebDesign.com to set up a free call with me and we'll show you what's working, what needs help, and how to get more traffic fast.

Talk soon,
Mike Cowles.





Disclaimer:

This guide is for general information only. Every business is different, and results may vary. We try to keep things accurate, but we can't promise it will work the same for everyone. To get a FREE website or help with traffic and conversions, feel free to reach out to us at AuthorityWebDesign.com.