

Getting Found Starter Kit

With this Starter Kit, my hope is that you'll be able to understand the different free and affordable things you can do to start getting some traction appearing on search engines with your new business.

The following information is split up into categories, and each section has a selection of resources below for further reading and learning. Should you choose to print this Starter Kit to follow along, I've provided an easy list of links for the categories, which can all be accessed at the URL www.yastech.ca/starterkit.

Website Listings

Listing websites are extremely valuable because they're an easy, free way to start showing up on search engines like Google. While they don't excel in helping you show up for industry terms, they are fantastic in helping you start to show up when people search for your business' name.

1. Google My Business

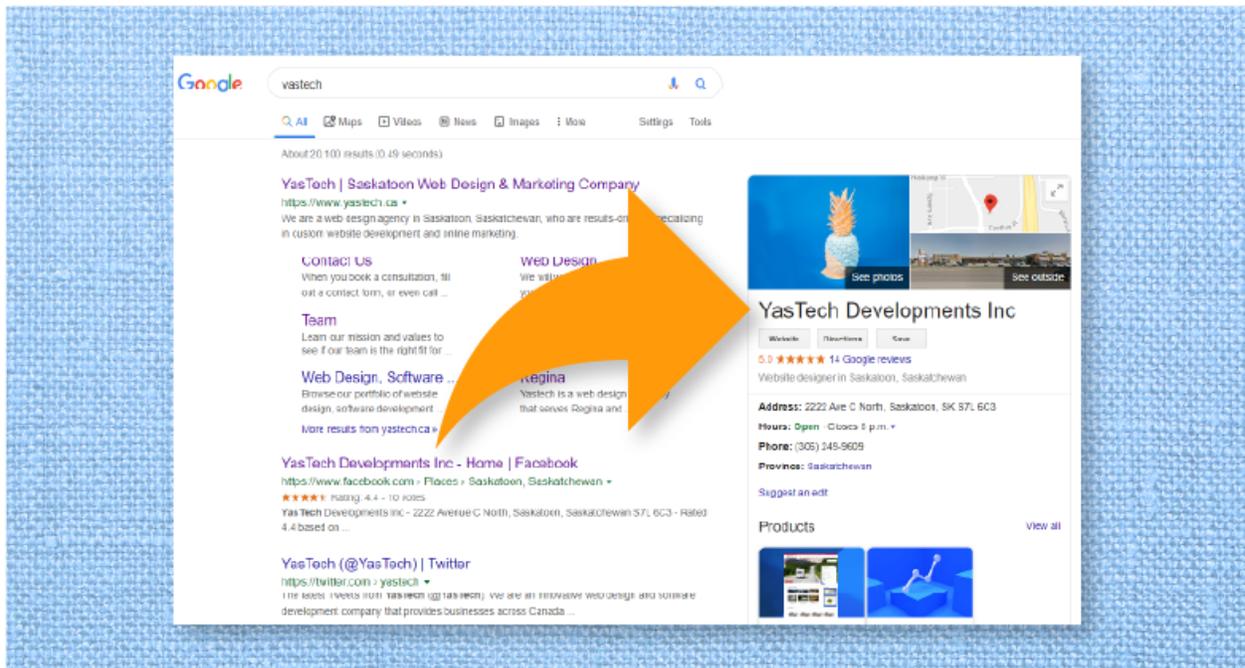
What you'll need:

- Google Email

- Cost: Free (Optional Paid Additions)

What this gets you: Google My Business is arguably the most important listing website. It's what creates this "card" [see following image] on the side with your images, map location, reviews, and business information.

People will use your Google My Business listing to navigate to your business, phone you, see your hours, and find your website.



To get started, go to <https://business.google.com/> and start entering in your information. Assuming you're a new business with a storefront, it should be quite straightforward.

However, the following items can add complications, but they're all manageable: [see *Resources & Guides below*]

- You have a land location and no postal code
- Someone has already claimed your Google My Business listing
- You don't have a physical storefront

Cost Considerations:

Google My Business will have add-on costs. I personally have never felt the need to spend money with Google My Business, Bing Places, or Yelp, so please keep in mind that these additions are not required.

Resources & Guides

[General Video Instructions](#)

[Claiming Google My Business with a Land Location](#)

[Request Ownership of a Google My Business Listing](#)

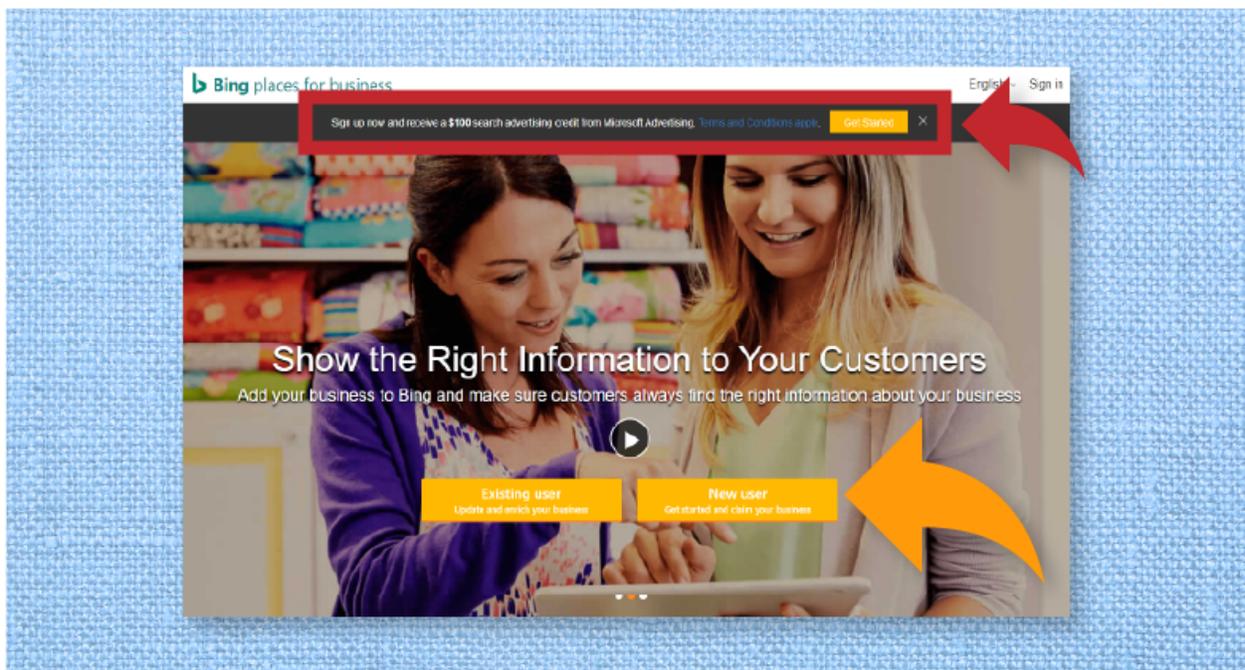
2. Bing Places

What you'll need:

- Email
- Cost: Free (Optional Paid Additions)

What this gets you: Similar to Google My Business, Bing has a listing and map tool that will help you show up more easily on Bing. Bing is not as widely used as Google, but the listing is free so it doesn't hurt.

Note: I used to claim Bing listings for my clients as part of a job I used to have, and I feel like I need to give a warning that there were a few times going through my process that I clicked the wrong button and ended up at a paywall with Bing. If you're being forced to pay or enter credit card information before moving forward, start over.



In the above image, you'll see the Orange arrow pointing to the free listing sign-up, and the red arrow pointing to an advertisement that might lead to a paid feature.

To start, go to <https://www.bingplaces.com/> and select the button that says "New User". Entering your information and verifying by mail or phone will function very similar to Google My Business.

Cost Considerations:

Bing Places will have add-on costs. Please keep in mind that these additions are not required.

Resources & Guides:

[Visual Guide for Signing Up For Bing Places](#)

3. Yelp

What you'll need:

- Email
- Cost: Free (Optional Paid Additions)

What this gets you:

Like Bing & Google, Yelp offers a free listing site, but it differs by being more of a platform for reviews than maps.

One thing to keep in mind is that Yelp requires you to have a photo of the business owner on the account to be able to respond to reviews.

Cost Considerations:

Yelp will have add-on costs. Please keep in mind that these additions are not required.

Resources & Guides:

[How To Set Up A Business Yelp Page](#)

SEO

Search Engine Optimization has many applications, and the reason it's so high on this list is because having an understanding of your SEO and keyword strategy will help you shape your Website content, Social Media pages, and Ads.

4. SEO

What you'll need:

- Website
- Google Ads Account
- Cost: Free (running back-linking campaigns generally incur additional costs)

What this gets you: Search Engine Optimization is a wide topic with many applications, but the main benefit you can take away from this workbook is selecting your keywords and understanding how to use them in your content.

I mention above that you need a website, but that is specifically for applying keyword strategy. You don't need a website to decide on the keywords themselves.

I also mention that you need a Google Ads Account. This is only to take advantage of Google Ads' Keyword Planner and you don't need to be running any active ads on the account to use this free tool.

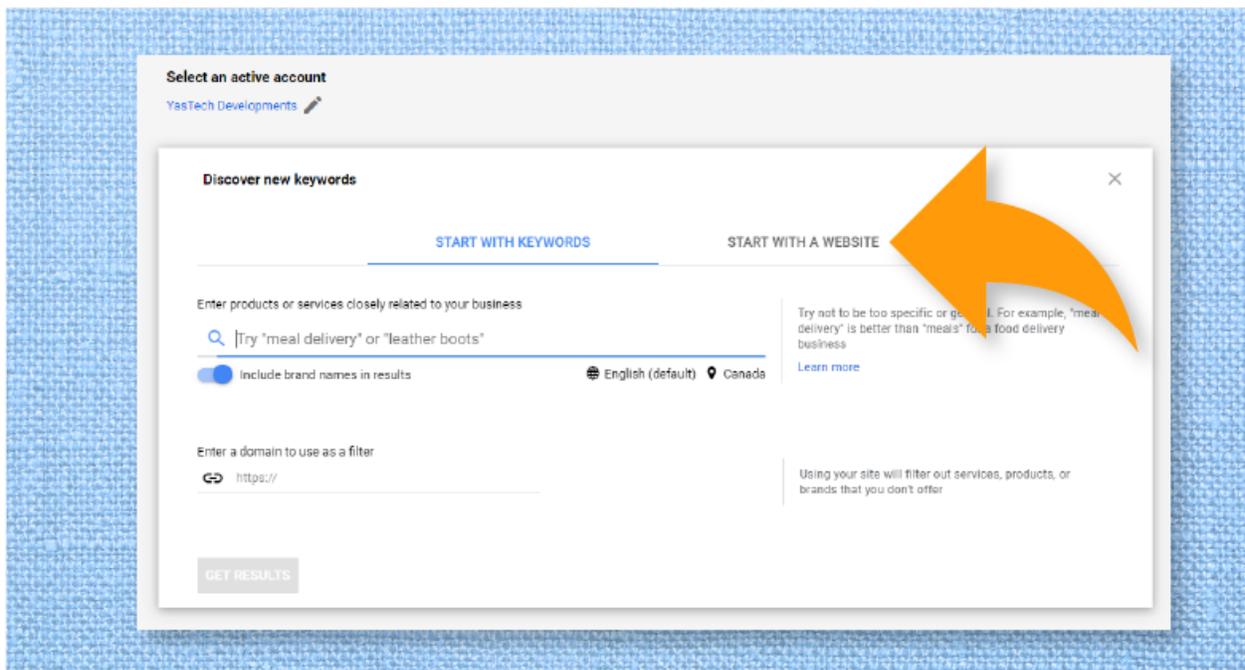
Follow along with this activity to select your Keywords.

1. **Understand keywords** - These are words or phrases that you'd like to be found online for. The Listings section above helped you get found when people searched for your business name, but now you want to select industry terms that you'll be found for when someone doesn't know your business name. For example, if you're a plumber in Calgary, you may want to consider the keyword "Calgary Plumber" or "Plumber in Calgary"
2. **Brainstorm keywords** - Set a timer for 30 seconds and write down the most important things you want to get found for.
3. **Related Searches** - Go to Google and search for one of the keywords you wrote down. Scroll to the bottom of the page where you see the Related Searches list [See *image below*]. This is a list of related things that people actually searched. Take note of any relevant and useful keywords.



4. **Google Ads Keyword Planner** – In your Google Ads Account, click on the Tools and Settings wrench in the top navigation bar. From the drop-down menu, select “Keyword Planner” under “Planning” on the left.

In the Keyword planner, you’ll have the option to either start with keywords, or enter a website URL. This website URL could be your own if you have one, or even one of your competitors’.



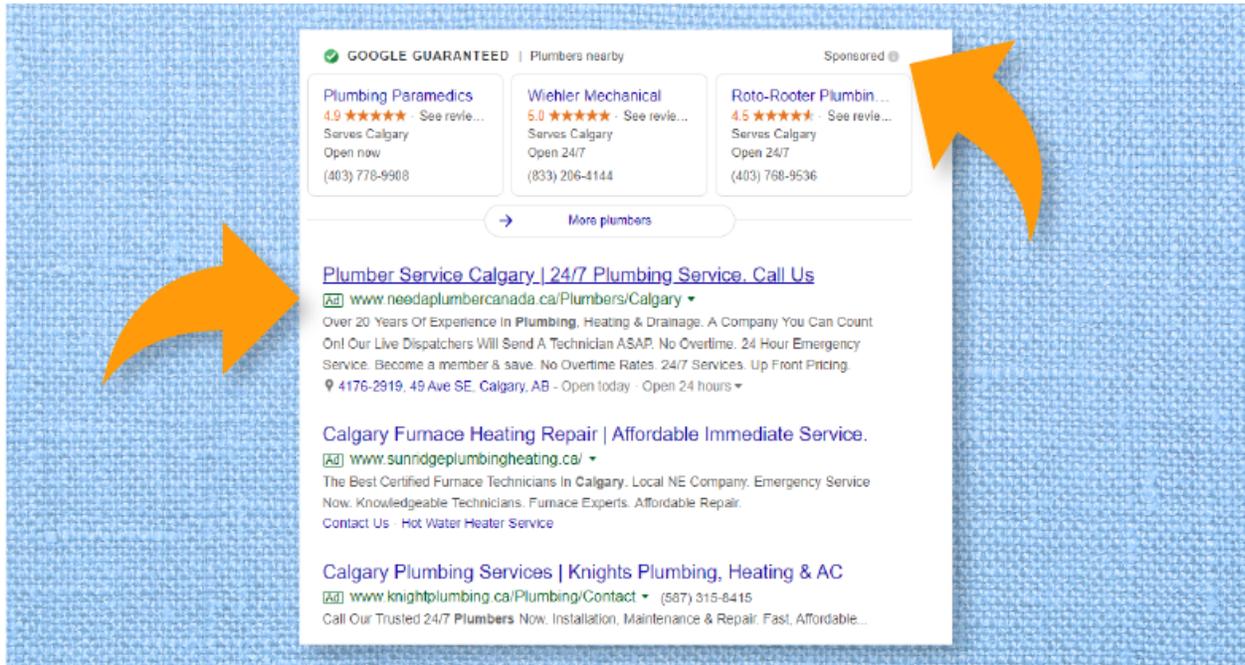
In this example, I've entered the keywords "Calgary Plumber" and "HVAC Calgary". Google's Keyword Planner will return a bunch of keyword ideas, as well as analyze the ones you've entered.



Keywords you provided			
<input type="checkbox"/>	hvac calgary	720	Medium
<input type="checkbox"/>	calgary plumbers	5,400	Medium
Keyword ideas			
<input type="checkbox"/>	furnace repair calgary	2,400	Medium
<input type="checkbox"/>	best plumbers calgary	260	Medium
<input type="checkbox"/>	plumbing companies calgary	390	Medium
<input type="checkbox"/>	furnace service calgary	210	Medium
<input type="checkbox"/>	emergency plumber calgary	210	Medium
<input type="checkbox"/>	emco hvac calgary	170	Low

What we're looking at here is the Search Traffic (the numbers next to the blue graphs) and the difficulty rating. Ideally, the best case scenario would be a keyword with a ton of traffic and low competition. On this list, the only keyword with low competition happens to include the name of a business, so obviously that won't do.

5. **A Look at Ads on Google** - Here's one more trick I use to figure out if my SEO competition is high. If you take any keyword you're considering and plug it into Google like normal, take note of the amount of Ads you see your competitors running.



It's definitely not a direct correlation that everyone running ads is also working on their SEO campaigns, but I'd argue you can assume they'll be more marketing-focused than the average business owner.

Look at the ads at the top of the page. Look at the Google Guaranteed section (which I guess they've started rolling out in some cities since I started writing this). Even scroll down to the bottom and check the top of page 2.

Some searches in some industries will have 0 or 1 ad, whereas the more competitive spaces will definitely have 5 or more on a single page.

This doesn't mean you can't use a high-competition keyword; just consider all of your options knowing you'll likely have an easier time placing for something less competitive.

6. **Work out your SEO strategy** – From now going forward, you'll want to start thinking of ways you can include your keyword in spots like:
 - a. Your website's title and subtitle
 - b. Your website's content
 - c. On any video content you create on YouTube

It won't always be easy to find a way to insert your keyword smoothly into a sentence, but my experience tells me that Google is okay with tiny variations like "Plumber in Calgary" vs "Plumber Calgary".

Cost Considerations: Everything I mentioned in this section is free, though it's important to note that there are paid services offered for SEO such as Audits or Back-Link Building. These services can be effective, but keep in mind that nobody (including Google themselves) can promise you the #1 spot in organic search.

Resources & Guides

[How To Use Google's Keyword Planner](#)

[Using Related Searches On Google To Boost SEO](#)

[An Explanation of Back-Links](#)

Social Media

Setting up social media can serve multiple purposes. At its base, a social media site will exist as another listing site, which means another opportunity for being found. From there, social media can be used to add credibility to your business and ultimately a platform to build and engage an audience.

When I refer to adding credibility, what I mean is that the more places your business can be found, the more legitimate you seem. We're all trained to look for the red flags of scams, so it's important to make sure your business looks real.

5. Social Media

What you'll need:

- Email Account
- Personal Facebook Account
- Personal LinkedIn Account
- Cost: Free (You Gussed It—Optional Paid Additions)

1. **Setting Up Facebook**

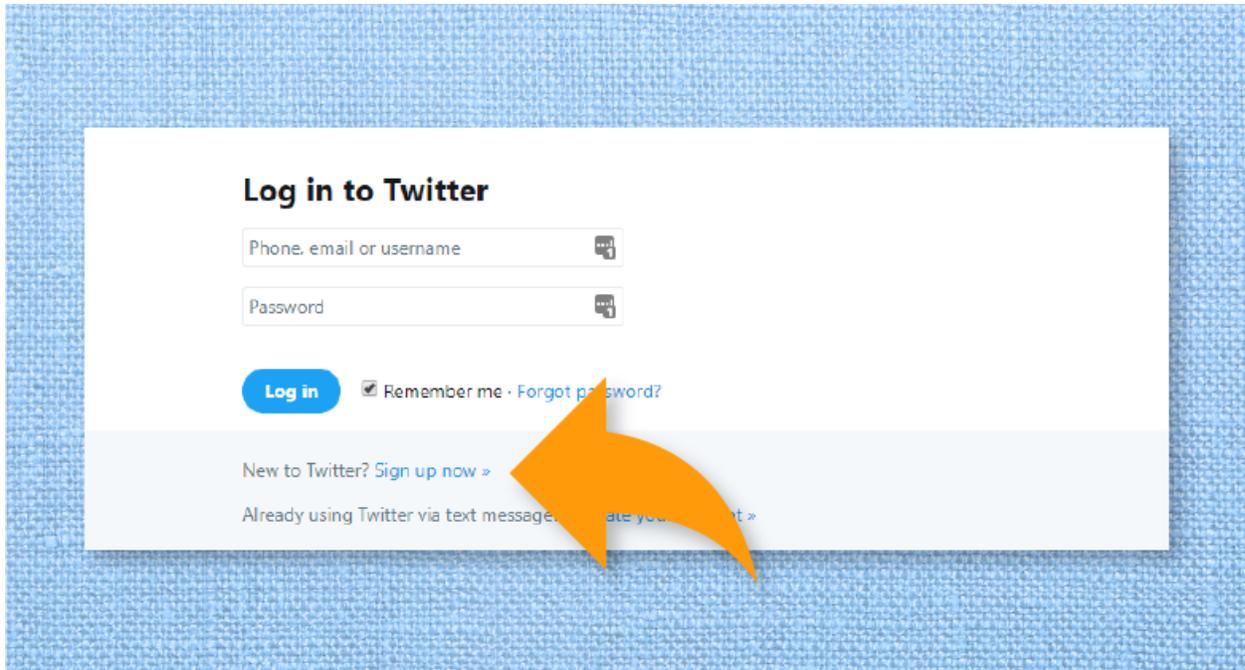
To set up a Facebook Business account, you must first have a personal Facebook account. They do this so that you can assign "roles" to people and that if you ever sell the business, you can remove yourself and move it to them.

To set up a Facebook Business page, go to <https://facebook.com/business> and select the kind of business you operate. The rest involves adding your information and images.

Cost Considerations: I cover Facebook Ads a little further down this list, but it's important to note that Facebook also offers a paid feature called Boosted Posts. This is where you're able to market the posts you've already put up as if they were ads without setting up an ads account. The cost and duration is decided entirely by you.

2. Setting Up Twitter

To set up your Twitter Business account, go to business.twitter.com and sign up for an account by clicking “Sign In”, and then “Sign up now”.



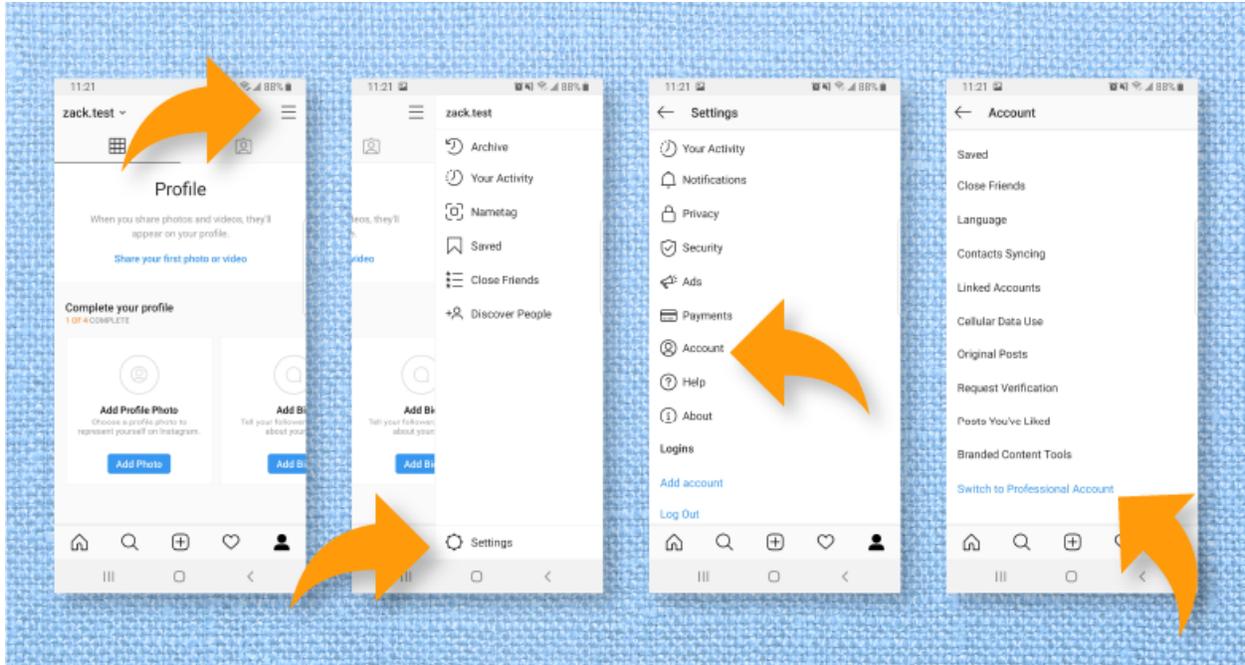
Note: You can only have one Twitter account per email, so you’ll need to use a business email address if you already have a personal Twitter account.

Cost Considerations: Twitter offers Promoted Tweets, which are an added cost.

3. Setting Up Instagram

I had read that since Facebook acquired Instagram, you’ve needed a Facebook Business account in order to create an Instagram Business account, but I found out this is no longer necessary. I highly recommend connecting your Instagram account to your Facebook account, but don’t get lost following certain guides (as I did when I was trying to get screenshots for this article).

Get started by downloading the Instagram App and creating a new account with your phone number or your email address. Once you’ve created the account to your specifications, follow these steps:



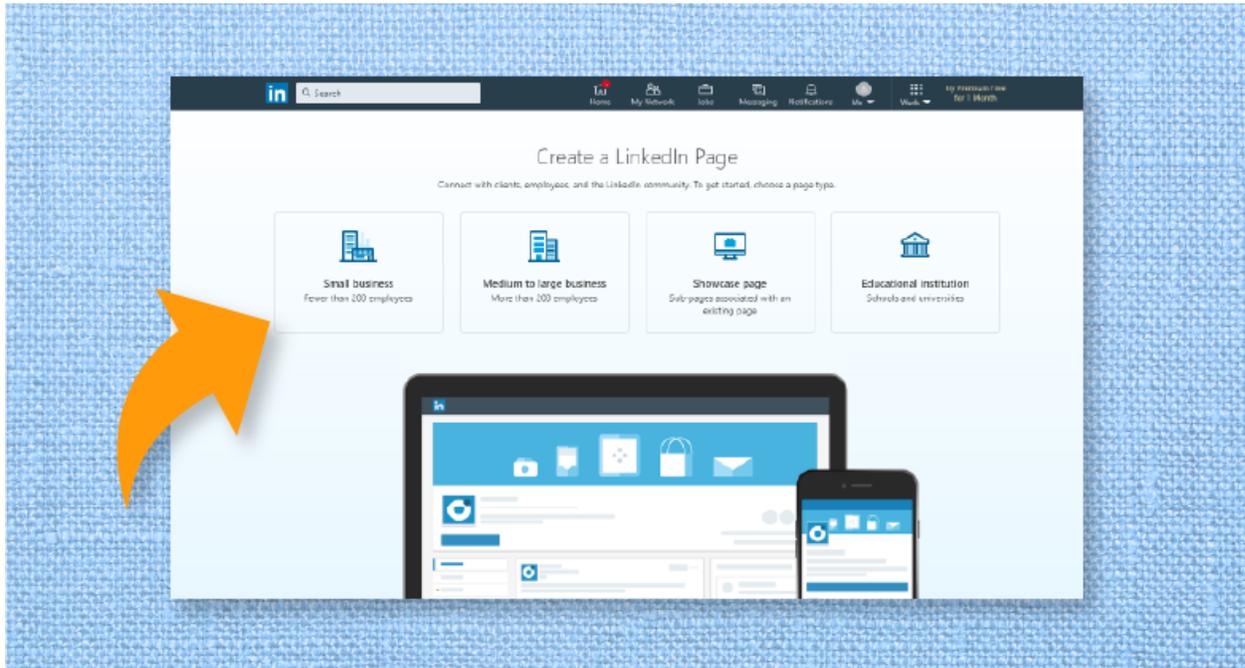
1. Select the Hamburger Menu in the top right corner of the app.
2. Select “Settings”
3. Select “Account”
4. Select “Switch to Professional Account”

From there, you'll be guided through the process of selecting your business category and entering relevant information.

Cost Considerations: Like the others, Instagram offers paid advertising options that are not a required part of a normal business account.

4. Setting Up LinkedIn

To set up a LinkedIn Business account, go to <https://business.linkedin.com/marketing-solutions/linkedin-pages> and select “Create Your Page”. From there, you’ll be guided once again to enter personal information. Once you’ve finished that registration, you’ll see the following screen:



From here, select the appropriate type of business and finish your setup by filling out your business information.

Cost Considerations: LinkedIn offers several different marketing features, along with their Premium service. These are additional costs and are not necessary to use LinkedIn’s basic business features.

Resources & Guides

[How To Set Up A Facebook Business Page](#)

[Understanding Facebook’s Boosted Posts](#)

[How To Set Up A Twitter Business Account](#)

[Twitter’s Promoted Tweets](#)

[How to Create an Instagram Business Account](#)

[Information on Instagram’s Paid Advertising](#)

[Creating a LinkedIn Business Account](#)

[LinkedIn’s Additional Marketing Services](#)

Website

6. Website

What you'll need:

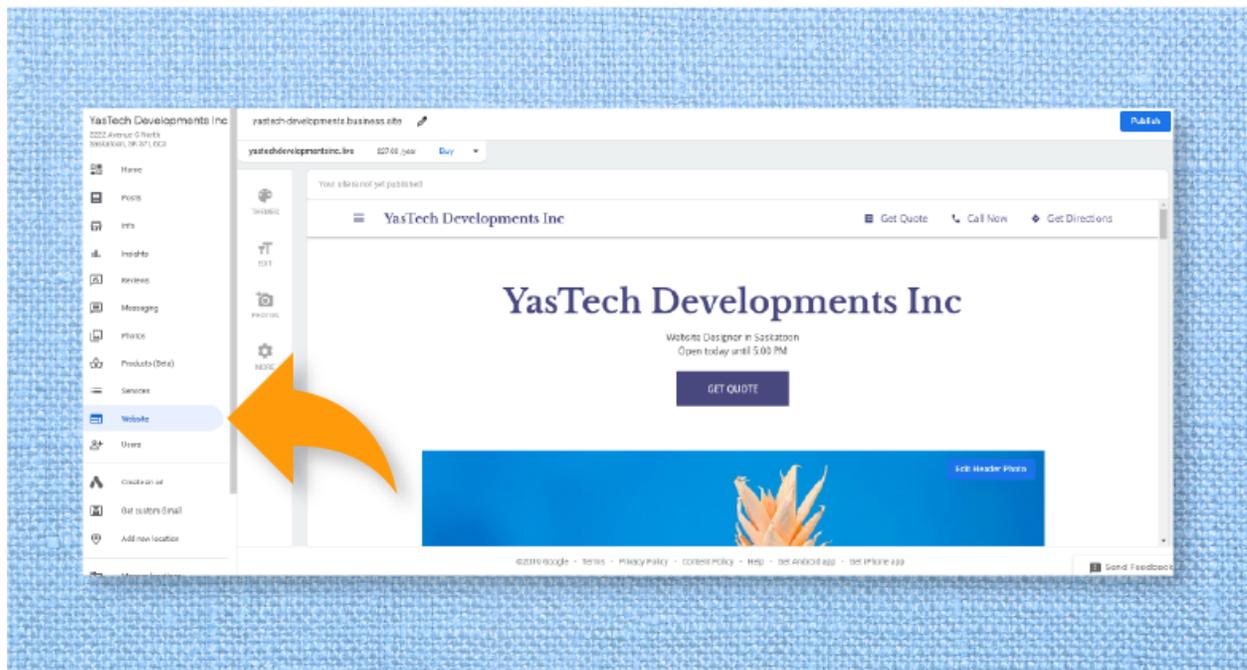
- Google My Business Account
- Cost: Free (Paid Options)

This category is definitely the most varied in its costs. Working at a company that makes websites, I can tell you firsthand that there are any number of possibilities that can affect the cost of building a website.

Paying a professional team of designers and developers is a definite investment, but even building your own website through Squarespace or Wix has costs associated with hosting.

Eventually, every business needs to invest in a website. You really do get what you put into it.

However, Google does have a basic, free option for those of you who are just getting started and need your name up there some way or another.



To get started with Google's Free Website tool, login to your Google My Business listing (it must be a verified listing) and click into the Website tab on the left.

Google's pretty good at providing a guided, step-by-step process for you, but you can even see that they put together information from my Google My Business Listing automatically [see *above image*]. I just clicked on the website tab and it added my name, address, images, and call to action buttons.

They have editable themes that you can alter to your preference, but keep in mind that this will only create you a basic, one-page website.

If you're willing to have a domain that ends in ".business.site", this website will be 100% free. You can also choose to purchase more customized domains from Google.

Resources & Guides:

[Login to your Google My Business Listing](#)

[Editing Your Google My Business Website](#)

Digital Ads

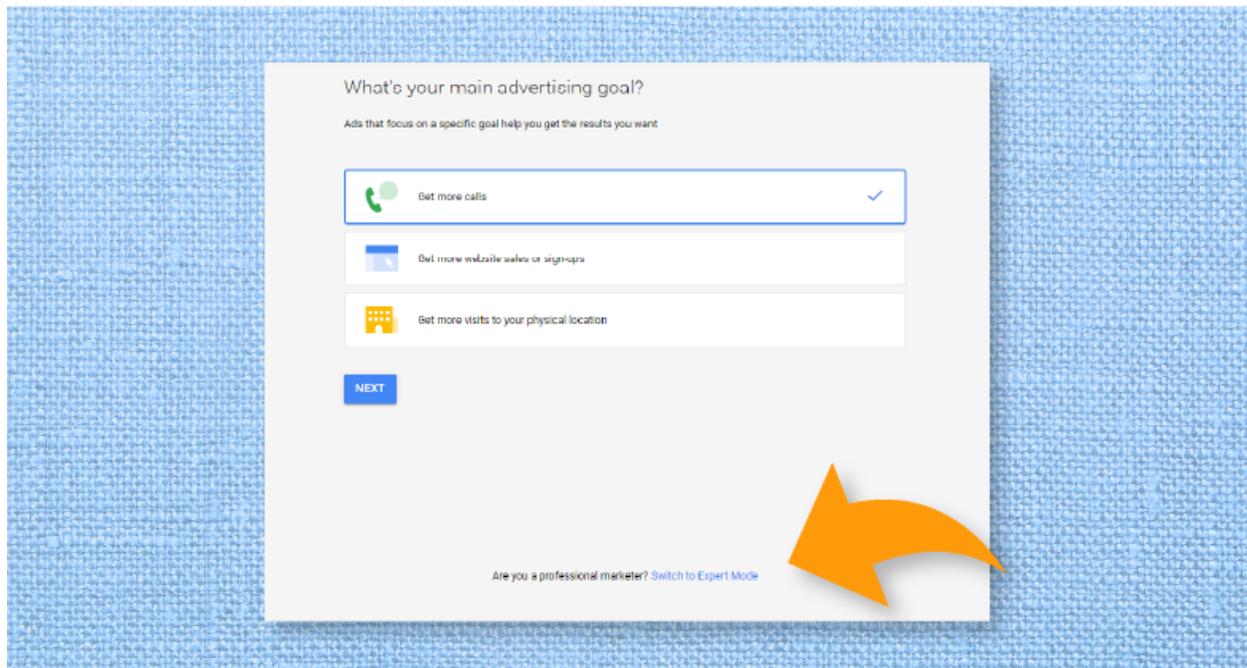
Digital Ads can be wildly complex—even to professional marketers. That said, when you're starting out, your goal shouldn't be to master the platform, but to get started learning little by little with simple campaigns that can get you some clicks or phone calls and working your way up to the hard stuff.

7. Google Ads

What you'll need:

- Credit Card

The first thing to note about Google Ads is that they've taken steps to help you deal with the ocean of complexity they've created. When you create a new Google Ads account, you'll be met with this screen.



Though it isn't directly stated, you're about to create your first "Smart Ad" campaign. There is a button at the bottom to switch you into expert mode, which many of us consider to be the default interface.

Smart Campaigns are a good place to start because Google can guide you through setting up a few simple ads. Please keep in mind that if you look up videos or articles, they may be looking at the default interface and talking about buttons and options you won't have access to.

At any point, you can go into your settings and switch to an Expert account. If and when you do, I recommend looking into articles and videos about the following types of ads:

1. Remarketing
2. Intent Ad
3. Dynamic Search
4. Dynamic Display

Important Note: Google will assign an account manager to you, and they will call periodically to offer you advice and improvements tips. Please keep in mind that while they do want you to succeed, this sometimes means guiding you toward setting up new ads and increasing your budget. You have final say over your budget and spend.

Guides and Resources:

[Introduction to Google Ads](#)

[How to switch to Expert Mode](#)

[About Remarketing Ads](#)

[About Custom Intent Audiences](#)

[How to set up Dynamic Search Ads](#)

[How to set up Dynamic Display Ads](#)

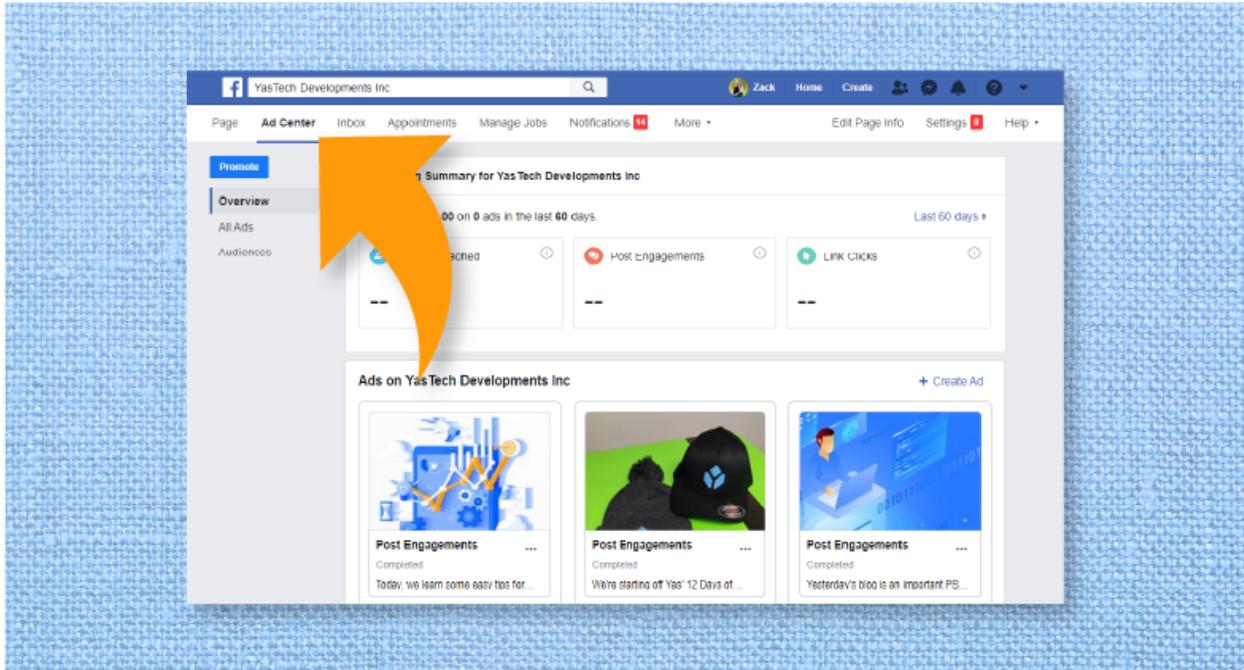
8. Facebook Ads

What you'll need:

- Facebook Business Account
- Credit Card

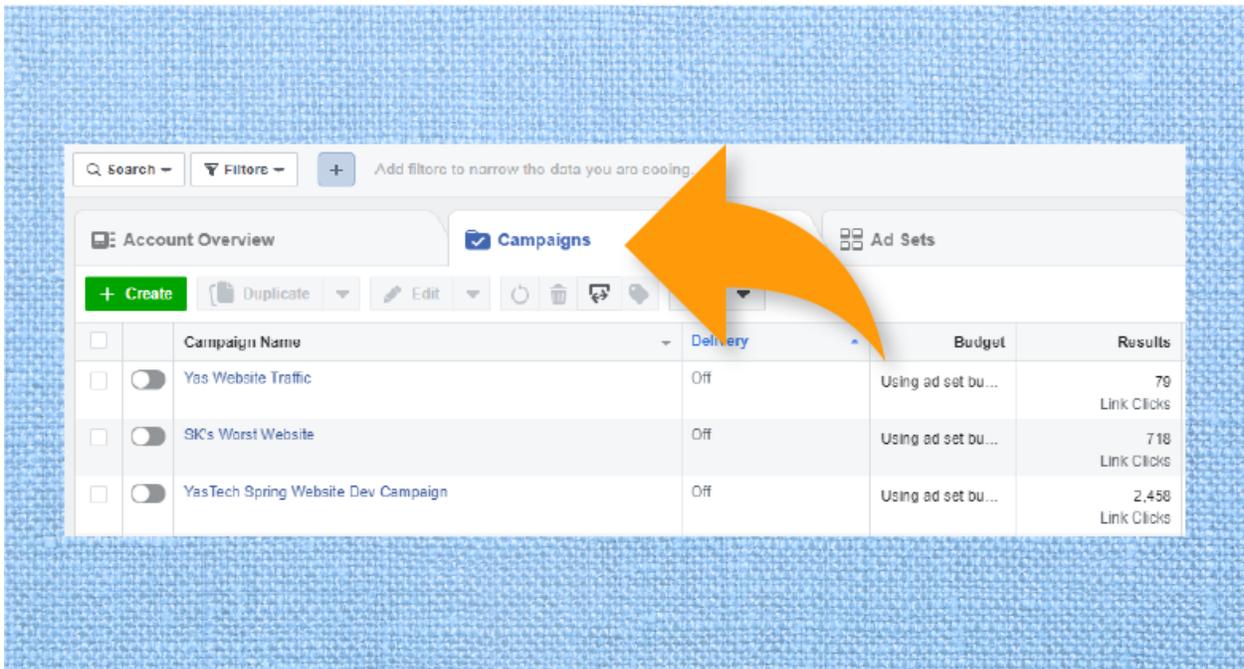
Like Google Ads, Facebook Ads have two different interfaces. One is fairly straightforward and the other is extremely complex.

The simple interface can be found by clicking on "Ad Center" when you're logged into an account that's an administrator on the Business Page. As you'll see from my Ad Center image below, I haven't received any engagements or likes in the last period because I haven't used this Ad Center since I made the switch to the more complicated interface a year ago.



From this interface, you can create new ads, boost existing posts, set your budget, etc.

You can do all the same things and more with the Ad Manager, but as you'll see by the following image, it's not nearly as user-friendly.



Just like with Google Ads, I would recommend sticking with the easy interface of the Ad Centre and moving up to the Ad Manager if and when you feel the need for its extra features.

Important Note: As of the time I'm writing this, I've started getting emails from a Facebook representative that wants to help me with my ads. I've not yet sat through one of these calls, but I assume it will be similar to Google's Account Managers where they'll recommend spending more to see better results.

Guides & Resources:

[Guide to Facebook Ad Center](#)

[Guide to Facebook Ad Manager](#)

[Facebook Lookalike Audience Guide](#)