

# How to get my business found on Google.





Do you want to  
increase the  
visibility of your  
funeral  
business online  
and improve  
your Google  
ranking?

Our practical  
guide will show  
you how.



# Intro.

## When was the last time you scrolled to page 2 on Google to find the answer to your question?

To get the best results from Google you really need to be on page 1 for your key search terms. Anywhere beyond that is basically no-man's land.

To give yourself the best chance of being found on Google you must ensure that your **business details are correct and consistent on key search, social and directory platforms**. This is important because Google prides itself on the quality of its results, so if inconsistent information is found (different phone numbers for instance), or details are missing, it's likely to reduce the chances of your business appearing prominently in search results. Adding extra information such as opening hours, website, and business category will also help.

**The steps in our guide outline the actions you need to take to raise your online presence – and increase traffic to your website.**



We are the UK's largest news publisher with **more than 38 million users** visiting our online network every month. That's **75% of the total UK digital population.**

Our focus is on making your life easier, by delivering business-changing solutions, and sharing our expertise and resources to reach more people in your local community, more often, more meaningfully.

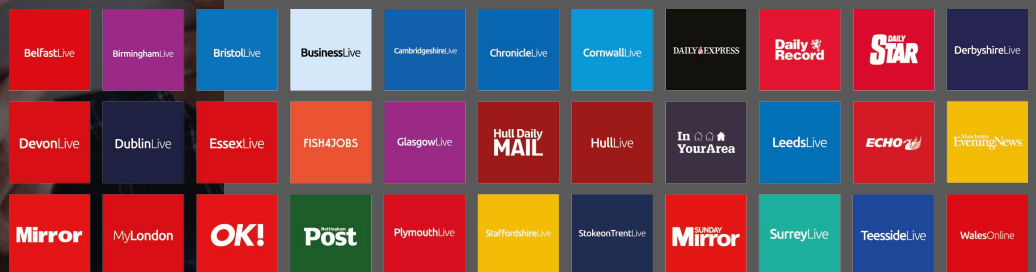
Working collaboratively with funeral businesses, we offer fresh perspectives and solve tough problems that drive growth by attracting and retaining clients. With over 100 years experience supporting the funeral industry, we understand your unique needs and are sensitive to the tone of voice needed to help grow your business.

Our mission is to help local businesses grow... growing together, if you like.

**We're everything you'd expect from a supplier to the funeral industry: accountable, creative, flexible and personable.**

What makes us unique is the scale and reach we deliver from our network of trusted newsbrands, consistently reaching millions of people up and down the country.

For more info, visit [local.reachsolutions.co.uk](https://local.reachsolutions.co.uk)



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**01** | Get a google business profile.

# 01

## Get a google business profile.

**Google My Business lets you manage how your funeral business information appears across Google, including Maps, Search and other Google products.**

As you might imagine, it's essential that you take advantage of this [free tool](#). You'll likely find that your business is already listed on Google, but the details will have been compiled from a variety of sources. Clearly no one knows your businesses like you, so you need to claim your business and verify that your location, phone number, website, opening hours and other key details are correct.

According to Google, verified businesses are twice as likely to be seen as reputable by users. Without exaggeration, your reputation is at stake here.

**You can personalise your Google business profile by adding photos, posts, offers, and more.**



02 | claim your inyourarea free listing.

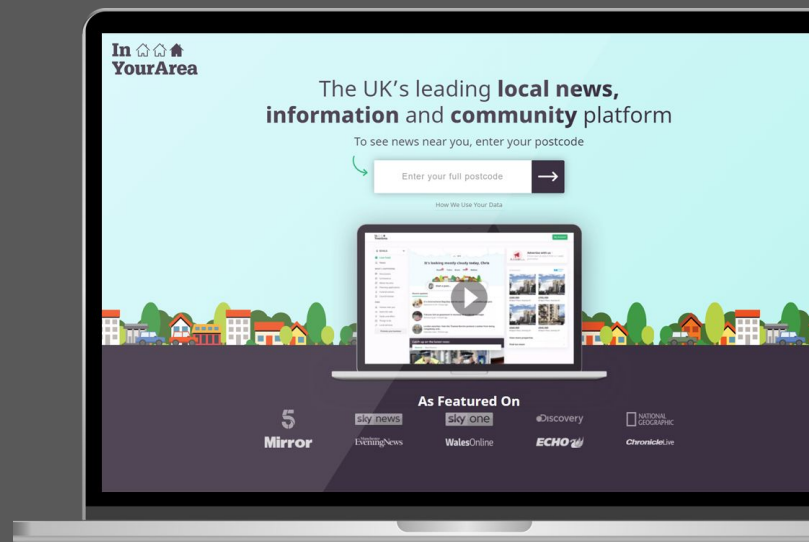
# 02 Claim your inyourarea free listing.

**InYourArea is the UK's leading destination for trusted local news, knowledge and insight, so it's another important place to list your funeral business.**

It provides local businesses with a simple and effective way to reach local communities, and you can ensure you're found when users in your community search for the services you offer by joining its business directory.

It's free to do so and only takes a minute to submit your details and upload your company logo. To claim your free listing, visit [InYourArea](#) and click the 'create listing' link.

**In addition to its free listing, InYourArea offer a number of paid solutions including a Business Membership which gives you increased visibility in your chosen areas.**



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# 03 Submit your business to directories.

**To further establish your online presence you should submit your details to well-known directories.**

Follow the guidelines for each service and try to complete as many fields as you can in order to paint the fullest picture possible. **Consistency is key**, so it's a good idea to have all of your details inside a single document which you can copy and paste from.

There are more than 500 online directories, but we strongly recommend you only submit your details to the popular, household-name directories. Here are some of the key ones:

- Google
- Bing
- InYourArea
- Yell
- Yelp
- FreeIndex
- 192.com
- Thomson Local
- Hotfrog
- UK Small Business Directory

**Remember that having submitted your information, the onus is on you to ensure that it's kept up-to-date should your details change.**

# 04

## Sort out your social channels.

**If you use social channels for your funeral business then you can leverage their immense reach to boost your online visibility.**

When you first set up your business profile, you probably filled in the bare minimum so you could crack on with posting your pearls of wisdom. But take a minute to revisit your profile and ensure that all of your details are complete and correct.

Social media platforms are constantly evolving, so you may find there are elements you can now personalise that you couldn't previously. Go through everything and make sure that all fields are completed, even if they're not mandatory.

**On social, images are crucial so make sure your profile pic and cover photo reflect your brand, and that they're consistent across all social channels.**

04 | Sort out your social channels.

# 05 Profit from pay per click.

**While business listings provide a solid foundation for your online presence, if you want to get your business out in front of customers then pay per click advertising is a handy shortcut.**

Using pay per click, your ad will appear prominently in the sponsored area of the search results page as the user searches online for products or services you offer.

Pay per click can be extremely effective, especially if you use ecommerce as you can link your ads directly to items in your online inventory. Just think: someone could search for a product you sell and buy it from you in just a few clicks.

**If you need a hand with pay per click then you'll be pleased to know that Reach is a Google Partner and is qualified to advise on your keywords, budget, scheduling and more.**



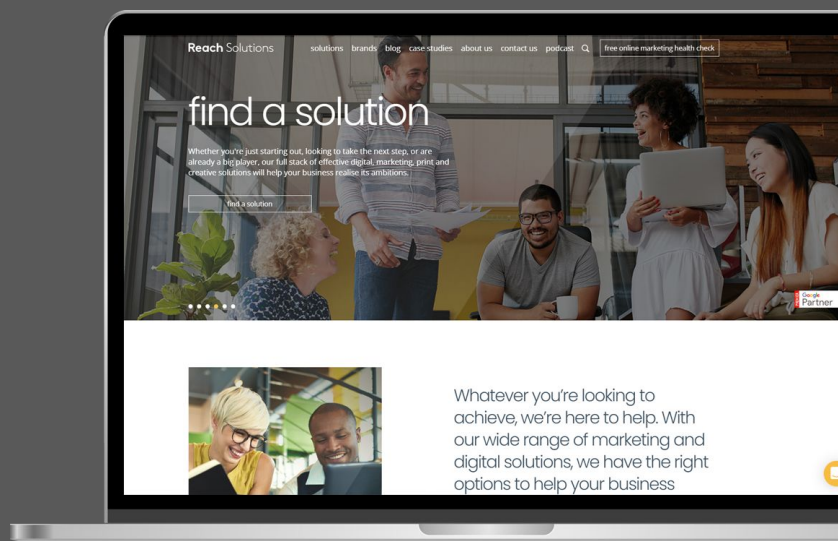
# Need a hand?

Remember: there's no need to do it all yourself. Reach and Funeral Notices can help with all aspects of your online marketing activity.

If you're looking to launch an online advertising campaign or boost your social media presence, we can help. If you want to develop a new website, or boost the search ranking of your existing site, we can help. Our experts will provide transparent and honest guidance on how to get the very best from our suite of commercial products.

In short, we can help make a real difference to your marketing.

GET IN TOUCH



# For more information.

[local.reachsolutions.co.uk/contact-us](https://local.reachsolutions.co.uk/contact-us)

Our customers are at the heart of everything we do, so we'd love to hear from you and answer any questions you may have.

