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because being human is good for business

BRANDABLE & Co.

Most Outstanding Strategic Branding Agency 2021
Best Corporate Branding Agency UK 2020 & 2021
Corporate Branding Agency Of The Year 2020

ANYONE, ANYWHERE IN THE WORLD, CAN LOOK IN YOUR DIGITAL 'SHOP WINDOW' AT ANYTIME THEY CHOOSE. DO YOU EVEN KNOW WHAT'S IN YOURS?

Let's go for a trip down that metaphorical high street (or around the shopping centre or mall depending on where you are on earth!) Regardless of where you are in the world, you all know the one we're referring to... it's called Google and it's open 24/7.

Personal brand can be a difficult thing to wrap your head around, so in our Brandable & Co masterclasses (see our events page), we often get people to visualise their personal brand as a shop on a crowded street, with thousands of people walking past every day. Take a moment and picture your personal brand as the shop... shop YOU. Then think about your shop window. That represents 'first impressions' and you don't need us to tell you the importance of creating a good one!

If you have an important meeting, pitch or interview coming up, it's highly likely that you're going to give some thought to what you'll be wearing, how you'll introduce yourself and the key messages you'd like to get across. BUT. Are you giving the same thought to how you're showing up online? Do you even know how you're showing up online?! When was the last time you checked?

We get it, googling yourself feels a little narcissistic but if you want to see what others are seeing, it's necessary to check in from time to time! We're going to start by doing the obvious, and heading to the google search bar but we'll also explore some of the things that you could be doing differently to create a memorable first impression online.



GOOGLE YOURSELF

HOW ARE YOU SHOWING UP ON THE WEB, NEWS, VIDEO AND IMAGE SEARCH RESULTS?

It may not be 'you' showing up when you search your name but how is the person meeting going to know that? What about the potential client on the other side of the world, googling your name after someone recommended you for some work! Here are some of the things we've heard before:

Q: "I'm not showing up at all - is that a good thing?"

A: Well, it's not great because if you can't be seen, heard or even found... even though you may be doing it well in person, it's unlikely that you're creating a memorable first impression online.

Q: "Someone with the same name as me is showing up on the first few pages of google"

A: Firstly, it depends what that person does as to how detrimental this can be, we've worked with some lovely business people over the years but if you went by google search results alone, they'd be prolific gay porn stars, drink drivers and mass murderers! None of these were the first impressions they wanted to create ;)

Q: "Oh no, what's that photo doing there! How can I get rid of it?"

A: As with any sites that have a high Google search rank, there's a possibility that your profile will show up in Google search if it's public - regardless of how long ago it's from (think MySpace). Even if you can track down and successfully contact website owners to get them to remove photos. Or if you can locate old password / email address combos to log in to old accounts and remove any profile pictures, the deleted content will continue to show in Google search results! Why? Because Google caches search results, meaning that deleted content is still visible and searchable until Google updates its search index to reflect the recent change, and until that point, links to profiles and images will still be available.

Q: "So what can I do to get more up to date web and image results on google?"

A: One thing you can do is push out a load of content, articles, social posts, hashtags and continue to do so until you start to see them populating the first few pages of google.

INTERESTING STATS & INFORMATION

- 93% of online experiences begin with a search engine
- 75% of people never scroll past the first page of search engines
- Google currently holds 90.1% of the total search engine market share, followed by YouTube (owned by Google), Yahoo!, Bing, and Amazon
- 81% of people perform some type of online research before making a large purchase
- 47% of consumers view 3-5 pieces of content created by a company before talking to a person from that company
- 72% of online marketers describe content marketing as their most effective SEO tactic
- 61% of internet users do research on a product online before making a purchase
- 70-80% of people ignore paid search results, choosing to only click on organic search results
- 61% of mobile searchers are more likely to contact a local business if they have a mobile-friendly site
- 88% of consumers trust online reviews as much as they trust personal recommendations
- 86% of people look up the location of a business on Google Maps
- In most cases, writing long-form content is better than writing 500-word blog articles
- The web is growing by millions, if not billions of pages per day and with over 2 trillion searches a year, Google accounts for about 93% of all web searches in the U.S... but 90.63% of content gets no traffic from Google

Sources:

junto.digital/blog/seo-stats/

<https://ahrefs.com/blog/search-traffic-study/>



TIPS TO HELP YOU BE MORE VISIBLE ON GOOGLE

From updating and optimising your social profiles to creating and collaborating on content, there are many ways to be strategically active and engaging online, creating an opportunity to shape how people see you when they next search for you. Here are a few tips:

Claim your domain name: this is the biggest step you can take when it comes to showing up on Google. If your keyword (your name, business name or area of expertise) is featured in a domain, you'll stand a better chance of making it searchable on Google. Once you've built your personal website, **insert your name strategically throughout your site** (keyword density and on-site optimization) because when the Google spiders index a site, they look to see how often certain words are used to determine what the site should rank for. If your content never mentions your name, how will spiders know about you?

Get on social networks and strategically link to / from your content: Social media links such as Twitter, Facebook, YouTube, Instagram, LinkedIn are seen as credible links, they carry a lot of trust and are regularly used by Google to make determinations and ranking decisions on personal search results. You'll need an up to date bio and headshot in your profile and you can link them back to your personal website but you'll get better results if you regularly update and share content on these platforms. **Note: search engines will view these profiles as low-quality if they remain inactive for long stretches of time!**

Hashtag your name and / or business name in Instagram posts: The Instagram posts won't necessarily appear in the Google image results but the images will get picked up by other sites and start to work their way up the search results. **Also tag yourself in images on social posts:** We find that twitter is one of the best for getting images to appear in Google results fairly quickly.

Create fresh content: Google loves fresh and updated content and it is one of the best strategies for how to show up in a search, The more active you are on your Twitter, blog, Facebook, etc. – the more credible Google will find your site. Also **share content on Medium and sites like Thrive Global** (google: how to become a Thrive Global contributor!) as these will also start to make their way up the search results relatively rapidly.

THANKS TO A FEW, WE NOW NEED TO SAY THIS TO EVERYONE

These guides are intended for personal development and created with only good intentions. Unfortunately a few people have now helped themselves to our content for commercial gain so here's some legal jargon and a polite reminder to embrace authenticity and use these guides to grow - *please don't pass them off as your own work and charge your clients for them!*

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CONTACT

BRANDABLE & CO

theteam@brandableandco.com

www.brandableandco.com

[@brandableandco](#)

SALLEE POINSETTE-NASH
MANAGING DIRECTOR & FOUNDER

www.salleepoinsettenash.com

sallee@brandableandco.com

[@salleespeaks](#)