

Google



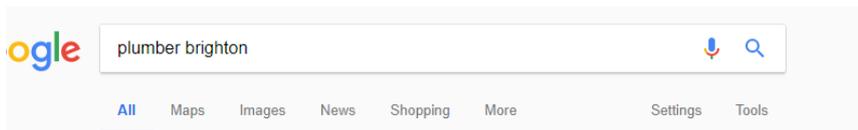
Search

Get Lucky

5 Tips to Get to the Top of Google Local Search



Talkati ✓ eonline



About 1,950,000 results (0.49 seconds)

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 24/7 Services have a No Call Out Charge Policy. Call Our Brighton Team Now! 24hr Service. Professional & Qualified. Competitive Rates. Services: Plumbing, Drainage, Heating.

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Pay Per Click Ads
 65% of Customers Click on Ads when Purchasing.

Rating Hours Visit history

SMALL JOB PLUMBERS LTD - Plumbers in Brighton and Hove Drai...
 4.7 ★★★★★ (56) - Plumber
 24.2 mi · 26 Chelwood Close · 07950 113809
 Open · Closes 5PM

Plumbing On Tap (Brighton)
 5.0 ★★★★★ (8) - ££ - Plumber
 24.8 mi · 19 Brighton Square · 01273 434671
 Open · Closes 5:30PM

SMALL JOB PLUMBING - CHECKATRADE APPROVED 750+
 2.0 ★★☆☆☆ (4) - Plumber
 24.8 mi · 37C New England Rd · 07977 449049
 Open 24 hours

[More places](#)

Google My Business (GMB) Listings
 The Google 3-Pack – Your business needs to show on the top 3 listings for your area.

Organic Results
 About 47-57% of **ALL** searches result in an organic click (including *GMB).
 NOTE – There are many searches have no paid ads, so the figures for organic search will be higher than paid.
 35% of customers ready to purchase click an organic listing

Plumber in Brighton - Find a trade with Checkatrade.
<https://www.checkatrade.com/Search/Plumber/in/Brighton>
 All members providing Plumber services in Brighton are Recommended, Vetted and Monitored and meet our standards of trading.

Small Job On Time Same Day Plumbers - Plumber based in Brighton ...
<https://www.checkatrade.com/SmallJobOnTimeSameDayPlumbers/>
 ★★★★★ Rating: 9.9/10 - 789 reviews
 Services offered by Small Job On Time Same Day Plumbers, working as Plumber in Brighton & Hove, Burgess Hill, Haywards Heath, Saltdean, Shoreham.

Plumbers in Brighton by Plumbing On Tap | Brighton and Sussex ...
<https://www.plumbingontap.co.uk/>
 Which? & Checkatrade approved Plumbing and Heating Company based in Brighton. Worcester

Content/SEO
 Companies that blog receive more traffic, leads, site links, and 434% more indexed pages than those who don't.

*GMB - Google My Business

5 Tips to Get Top of the Google Search

1. Identify Focus Keywords

You'll need to do some keyword research for this as you do not want to create content you'll never rank for. This research will entail looking at what people are searching and what the competition will be. This should be done before you write your content, so you can include your list of keywords.

Keyword phrases:

- a) Emergency plumber Bexhill
(You can also use Google's related search options.)
- b) How to plaster my ceiling
- c) Find me a builder
- d) Vegetarian restaurants near me
- e) buy kids school clothes

Searches related to emergency plumber bexhill

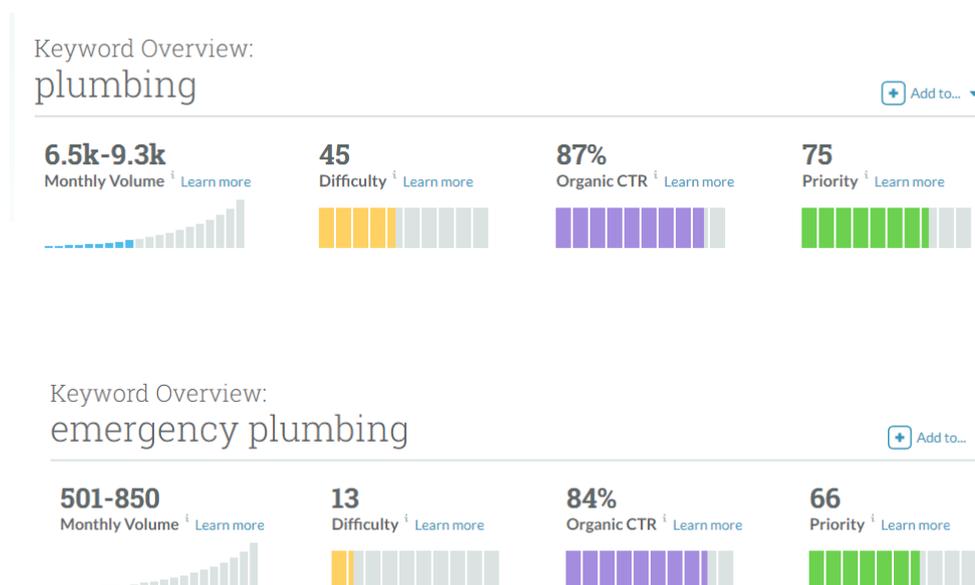
- plumbers in bexhill on sea
- checkatrade plumbers hastings
- emergency plumber hastings
- plumber in hastings
- pete's plumbing hastings
- boiler service bexhill-on-sea
- gas safe engineers hastings
- plumbers hastings east sussex

To assist, there are software out there that allow you to research (such as [Moz Keyword Explorer](#)).

The example below shows 'plumbing' and 'emergency plumbing' as keywords, although the second is more correctly called a keyword phrase.

You can see, not unsurprisingly, that its more difficult to rank for plumbing (46) than emergency plumbing (13), which also has a lower volume of searches. Most single words will be difficult, so this is the reason you should look to rank for 3 or 4 word phrases that also include the main keyword you want to rank for.

SEO is a large subject, but for local businesses this simple approach will help no end.

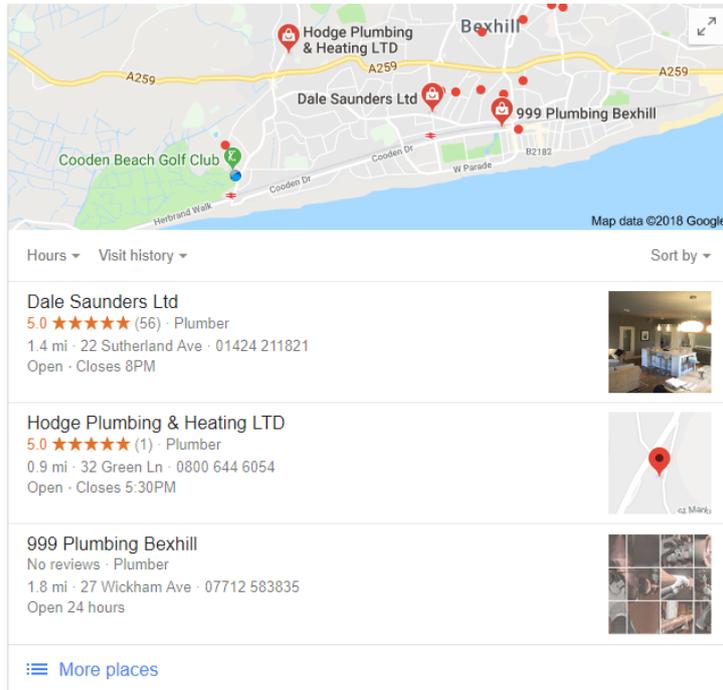


2. Use/Update your Google My Business Page

You should aim for top 3 listing (3-pack) for your local area. You'll then show up as below. The importance of being top 3 can be seen by the number of organic clicks each listing gets:

1. Position #1 gets 18%
2. Position #2 gets 10%
3. Position #3 gets 7%

And if you're not in the top 3, you get very few

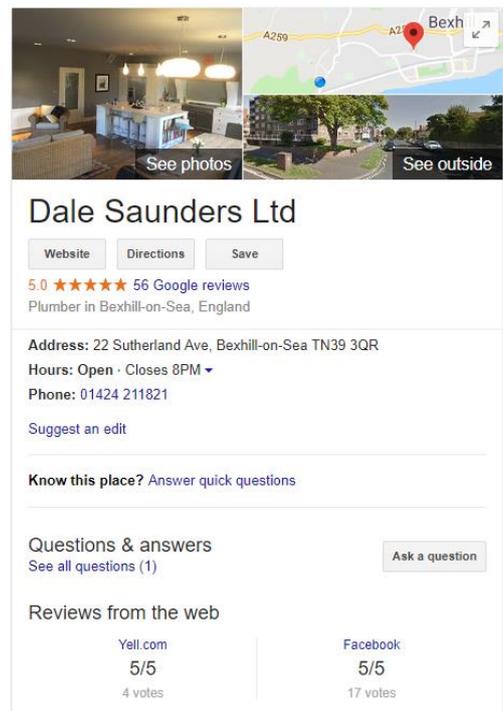


The importance of being top cannot be expressed enough. 18% of organic clicks go to the #1 position, 10% of organic clicks go to the #2 position and 7% of organic clicks go to the #3 position.

When your company is searched, the info will appear on the right-hand side. It makes it easier for your potential customers to find important basic information quickly. Also, because it is Google, it makes you seem more reputable.

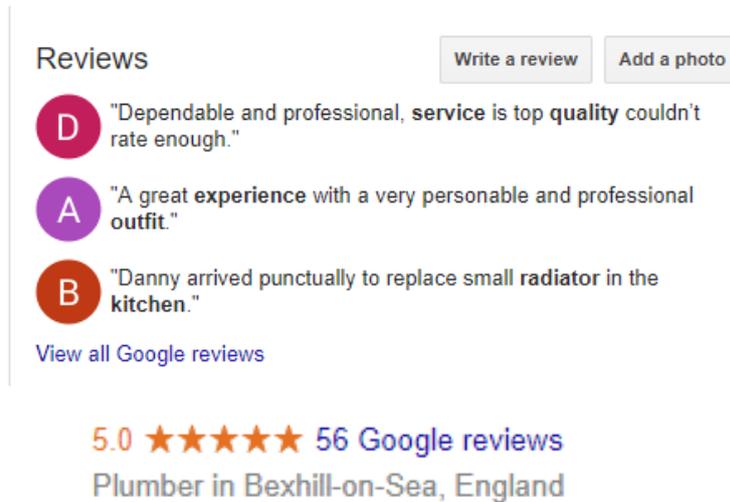
Some of the information it shows:

- Directions
- Your Address
- Opening Hours
- Phone Number
- Q&A
- Reviews
- Pictures



3. Get Reviews

Google My Business also offer the ability for customers to leave a review. You should push to get your existing customers to leave a review. 80% - 90% of shoppers read online reviews before making a purchase.



The screenshot shows the 'Reviews' section of a Google My Business profile. At the top right, there are two buttons: 'Write a review' and 'Add a photo'. Below these are three reviews, each with a circular profile picture containing a letter and a text snippet:

- D** "Dependable and professional, **service is top quality** couldn't rate enough."
- A** "A great **experience** with a very personable and professional outfit."
- B** "Danny arrived punctually to replace small **radiator** in the kitchen."

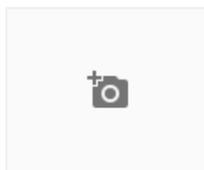
Below the reviews is a link that says 'View all Google reviews'. At the bottom of the screenshot, there is a summary: '5.0 ★★★★★ 56 Google reviews' and 'Plumber in Bexhill-on-Sea, England'.

You can send your customers a link that pops up the [review page](#) straight away so they don't have to find it. If they're not logged into Google, it will ask them to do so.

Your review will be posted publicly on the web. [Learn more](#)



Share details of your own experience at this place



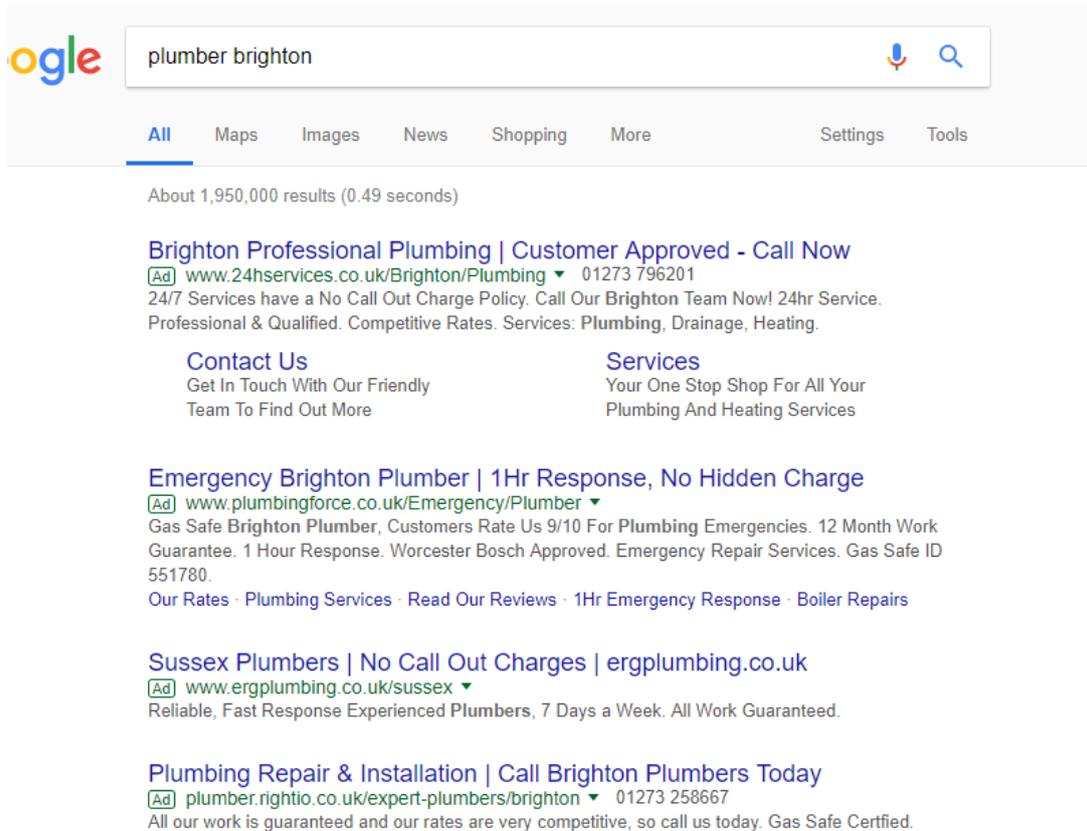
[CANCEL](#) [POST](#)

Google will use your review rating as part of their algorithm to identify if you should be apart of the 3-pack.

4. Use Google Ads (Formerly Google AdWords)

65% Customers that are looking to buy, click a Google ad. You also see results faster than SEO.

Google have stated businesses make an average of \$2 revenue for every \$1 they spend on Ads. Google Ads is not a walk in the park, but the time spent is worth it.



Alternatively, you can get a [Google Certified](#) business to run it for you.



5. Analyse and Monitor

A few things that should be monitored are:

- the traffic going to your website (compare to previous results)
- bounce rate
- conversion rate
- click through rates on ads
- click to call or contact forms completed and sent

Pageviews [?]	Unique Pageviews [?]	Avg. Time on Page [?]	Entrances [?]	Bounce Rate [?]	% Exit [?]
111,645 <small>% of Total: 100.00% (111,645)</small>	85,861 <small>% of Total: 100.00% (85,861)</small>	00:00:42 <small>Avg for View: 00:00:42 (0.00%)</small>	20,119 <small>% of Total: 100.00% (20,119)</small>	38.40% <small>Avg for View: 38.40% (0.00%)</small>	18.02% <small>Avg for View: 18.02% (0.00%)</small>

You can then work to improve pages that are not doing as well. Google Analytics is the best for website tracking.