

profile analysis

PROFILES FOR PROFESSIONALS Here you will find tools that have helped many people create high ranking profiles. Keep in mind, the first entry/profile you launch will take you the longest to perfect. Don't give up, it will only get easier, and before you know it you will be launching the highest ranking entries you could ever imagine. Remember, some categories have a lot of competition, but if you follow a few simple guidelines, you will effectively implement what many call a "guerilla marketing strategy". So keep it up and pay attention to the details listed here. Ways to beat the competition:

1. Log in to CCB review and begin creating entries. Remember that your entry needs to be extremely precise and very specific. Again, you must keep your site/profile's information very specialized and very specific!
"The number one most common mistake made by a beginner is that their profile tries to appeal to a very broad audience in both geographically, and content."
Typical rules of thumb for Meta Tags: **META KEYWORDS**- Use 6 words or less (For a Cabinet Shop example, use the keywords "Custom Cabinets Portland OR"; Always abbreviate states because GOOGLE will account for these characters automatically. **META DESCRIPTION**- Keep this section short enough to relate to you keywords from above. Try to incorporate as many keywords in your description as possible. (For a Cabinet Shop example, use the description "Custom Cabinets built in Portland, OR"); Notice how I basically turned the keywords into a sentence? This helps distinguish your profile even more. **META TITLE**- Here you will want to list the name of your business and where it is located. For example, you would use "OLSON BARKER CABINETS- Portland, OR". Again, it's nice to have a company name that contains many keywords used in the META DESCRIPTION. This description is short, concise and to the point, and that's what you want. The key here is to remember that you listing should be SPECIFIC! Instead of trying to launch only 1 entry/profile describes every area you work in, launch many different profiles specifically targeted for each area of your business whether that be geographically or product centered. If I were to create an internet presence in Portland for a cabinet shop, I would start by finding the suburban cities that make up Portland as a region. For example I would launch a profile aimed at the cities of Lake Oswego, Sherwood, Wilsonville, Happy Valley, and others until I was able to effectively rank highly on search engine queries for each of the smaller cities in the area. I would also put myself in my customer's shoes and figure out that if a person lived in Lake Oswego and wanted new cabinets for their home; they would most likely enter a search query such as "Cabinets Lake Oswego, OR".
2. Put yourself into the shoes of your customer. Think about how they would search for your product or service online. Think about what keywords they may use to search for your business. **INCORPORATE THESE KEYWORDS INTO YOUR META KEYWORDS AND DESCRIPTION FIELDS**. By doing this, GOOGLE will look at your profile and know that their search query needs to be directed to your profile.
3. Constantly test your profile. Follow the link below and test the URL of your profile to make sure that the META TITLE, KEYWORDS, AND DESCRIPTION are working together to create a content rich profile that is relevant to specific search queries.
4. Don't be afraid to ask for help. Feel free to contact CCB Review for help with promoting your website. Remember, we are here to help you.