

Improving Your Google Search Ranking

Today's traveler's favorite resource is the World Wide Web, and specifically, the Google search engine. Traveler's search for everything – from "What should I bring on a camping trip?" and "S'more recipe secrets" to "Best campsites in _____" – as they plan their trip, and it's important that your business and services are at the top of their search results. There's a lot of simple things that you can do to improve your Google search ranking. We've highlighted a few easy steps to help bump you up the list:

Your website:

- Your domain name should be your business name, meaning your website address should read "www.businessname.com".
- Make sure your name is mentioned in actual words (not logos) on your homepage, "About Us" page and "Contact Us" page.
- Include words on your site that people would search for such as "Indiana campground" or "family friendly campground."
- Be sure to put an "alt" title on every photo used on your website. An "alt" title is an alternative title you give your photos when you upload them to your website, the "alt" title text will be what shows up when the image cannot be displayed. This gives Google another place to scan for keywords and gives you another place to put your business name if your logo is included on the site or in a banner photo.

Your social presence:

- Social sites drive Google rankings by interactions and activity. If you have accounts for any of the big six social platforms (Facebook, Twitter, Google+, Pinterest, YouTube and LinkedIn) be sure you are posting engaging content that links back to your website. Also, confirm that your website is linked to all of them and your business name is consistent on your social sites and website.
- Claim your location on Google Maps. By doing this, you'll be more easily found on the web and will be able to give customers the right information. If your business isn't already registered on Google Maps, head over to www.google.com/business and hit the "Get on Google" button to claim your place.
 - When you claim a location on Google Maps, you can create a Google+ business page. As you fill out the information, make sure to complete all the sections and keep the verbiage consistent with your website information and link to your other social sites.
- Your business should have a dedicated Facebook *business* page. If you have a traditional Facebook profile where people can "friend" your campground, you are not impacting search results so double check that your page is a business page. Once established, customize your Facebook link i.e. www.facebook.com/BatonRougeKOA.

Links on other sites back to your webpage also improve Google rankings, so be sure to keep your GoCampingAmerica.com profile up-to-date with your website and other key words.

