



Allowing You to Enjoy Life
While Growing Your Practice

Win Google's Trust to Rank among Top Search Results

A short topic from "Game Over: A Veterinarian's Guide to Google Domination!" By Naren Arulrajah, Founder and CEO of Ekwa Marketing (Chapter 8)

In the new Google dominated search environment, while all the legitimate SEO and content building strategies remain relevant, there is no bigger strategy than winning Google's trust. Once you recognize this and move increasingly in the direction of Google's webmaster guidelines, you will earn a sustainable place among the top three ranks on page one of Google search results.

Google's official webmaster guidelines are primarily classified into:

- Quality Guidelines
- Technical Guidelines
- Content and Design Guidelines

In essence, all the three categories are meant to drive you towards building greater trust. The more closely your veterinary website and other online promotion efforts stick to these fundamental guidelines and principles, the more Google will trust you as a high quality, dependable online information provider.

Build a Brand Reputation

From the word go, treat your veterinary practice as a "brand" and promote it accordingly at every step. When you have a strong brand reputation, both online and offline, it will improve your trust perception dramatically. Google loves brands because it makes it easier for them to separate chalk from cheese.

You can strengthen your online branding by becoming an authority in the veterinary field. Write syndicated and guest columns, publish online papers and eBooks, create a powerful blog, and build a popular social media presence. Build

engagement with sites and blogs that are approved by Google News. Inbound links from such sources will boost your trust capital with Google.

To achieve a long haul win with Google, you truly need to stand the test of time and create a website of impeccable integrity from Google's perspective, and work on focused areas to emerge as an online authority and a source of top-notch credibility and trust. This will give you the edge to stay consistently among the top search results on Google page one for a variety of relevant, localized keywords. The results will eventually begin to reflect in your monthly traffic and sales revenue at your veterinary office.

Special Offer

If you enjoyed the short topic excerpt from Naren's new book "Game Over: A Veterinarian's Guide to Google Domination;" read the whole book! Request your free digital copy by sending a simple email to susan@ekwa.com with 'book request' as your subject line.

Managing your Business Online Reputation

<https://www.youtube.com/watch?v=b0CqO0anJUY&feature=youtu.be>