

SEO and Reputation Management

The best way to get your site in front of people in your area is taking advantage of local search engine optimization (SEO). With the GO2 SEO Program, our experts work with you to audit your local SEO to identify strengths, opportunities, and weaknesses to develop a strategy to increase local visibility that works for you and your business.



OUR PLAN FEATURES

Custom SEO strategy

Our experts at GO2 work with you to identify your customers and the best content, keywords, and messaging for your audience to build a strategy to reach your goals.

Google Business Profile Optimization

The optimization of your Google Business Profile is a critical factor in elevating your SEO strategy. By meticulously fine-tuning your profile, we ensure it aligns with your business location, attracting local search traffic and amplifying your online visibility. Our approach includes heat mapping keywords within your Google Business Profile, indicating where you rank for those keywords in specific areas surrounding your business. Those insights allow us to help you rank higher in search results and drive more potential customers.

Targeted Landing Pages

Landing pages play a crucial role in improving your local SEO performance. They are strategically created to meet the needs and intentions of your audience, which in turn helps to increase your visibility on search engines and drive more conversions. By creating valuable backlinks and aligned conversion paths, these landing pages help to enhance your SEO efforts and boost your online success.

Reputation Management

At GO2, we understand that managing this aspect of your digital presence is not just about handling reviews – it's about shaping the narrative of your brand. Our comprehensive Reputation Management services are designed to amplify your strengths and address challenges, ensuring that your online image resonates with trust and quality.

- + **Ongoing Monitoring:** We keep a vigilant eye on your online reputation, addressing feedback proactively and enhancing your brand's image.
- + **Positive Engagement:** Active engagement strategies to promote positive reviews and mitigate negative ones.
- + **Optional Add-Ons for Enhanced Visibility**
 - **Heat Mapping** (Additional Fee) for Google Business Profile: Gain insights into customer interactions with your Google Business listing, allowing you to optimize your online presence effectively.
 - **Review Management** (Additional Fee): A comprehensive approach to managing and responding to customer reviews, enhancing your credibility and customer trust.

Connect your Google Business Profile and easily update and manage all information about your business across all major publishers. With up to 72 potential listings, GO2 has the power to control information regarding your business on sites and apps such as:

- + Google
- + Yelp
- + Apple Maps
- + Yahoo
- + Alexa
- + Siri
- + Facebook

Technical Optimization

The behind-the-scenes SEO includes optimizing metadata, localization of keywords, ensuring site speed, and addressing any errors your site may encounter.

Custom Reporting

GO2 Partners is committed to transparency, so we give you consistent reporting about your traffic analytics, including the number of people and who is coming to your site. Moreover, you'll receive a comprehensive site audit that includes your website's "health" status and performance.

Google Business Profile

In today's digital age, the importance of your Google Business Profile cannot be overstated, especially for small businesses. This online listing serves as your virtual storefront, business card, and the first point of contact for potential customers. It's the bridge that connects local consumers to your services, and its optimization can significantly impact the growth of your business.

Connecting with Local Customers

Your Google Business Profile ensures you are prominently visible when local customers search for garage door services in your area. It's not just an online listing; it's a powerful tool that puts your business on the map – both figuratively and literally. Consumers can quickly find your contact information, location, hours of operation, and even photos of your showroom or completed projects. With accurate and engaging information, you establish trust and a strong connection with your local audience.

Driving Leads and Conversions

A well-optimized Google Business Profile is a lead-generating machine. It makes you more discoverable and pushes users to take action. Potential customers can quickly call, message, or request a quote directly from your profile. The inclusion of reviews and ratings further builds credibility and influence. Positive reviews can instill confidence and compel potential clients to choose your garage door services over competitors.

The Business Impact

An optimized Google Business Profile for garage door dealers translates into crucial business results. It can increase your online visibility, generate a steady flow of leads, and ultimately drive more sales. It also plays a pivotal role in your local SEO, helping you outrank competitors and maintain a strong presence in your target market.
