



Episode 5 "1+ Equals Success"

And we're back again...plus one this time. Ya know, here's the thing about our friends the search engines. You have to constantly work at staying in their good graces. No matter how long you've been around. No one gets Grandfathered in. That's what I said. So you've heard of Google, right? Well ya know that little method they use to find and remember all the websites it searches/ It's called an algorithm. It changes constantly. And sometimes, it changes A LOT. If you're trying to get customers or sell stuff in a local area...say, Mytown, USA, stick around because you're about to get a leg up on the competition.

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So we've talked about how Google owns YouTube, and why you should put videos there. But there's another Google spot that you also have to consider, and it's as must have as YouTube is. It's Google Plus and it's important for two reasons: first, Google owns it, and when they show results for searches, they're going to show sites have a lot of Google type affiliations. Secondly, Here is another place to put videos.

Yes, Google Plus is another social network, and it has it's share of detractors, but right now, you want to use it. Remember that algorithm thing I mentioned at the first? Well, it has changed. Everytime there's a drastic change, the algorithm gets a new name. We've been thru Hummingbird, and Panda and Penguin..and now for some reason, folks are calling this current update Penguin 3.0. Whatever its name, it emphasis local everything. So whether your customer base is in Cincinnati Ohio or Kermit Texas, you want stuff on your webpages, and particularly your videos to reflect that in the titles, tags, and description (or as we call them...the big 3)

If you have a YouTube channel, you probably have a Google plus profile. Go there, pack it with information about your business, find some friends to follow, and look...here's where you can upload videos. Make sure you have good titles, you can even create albums for your videos just like Facebook.

I know, who's got time to deal with another social network, right. Well, the key to that is time management. Set aside one hour once or twice a week to manage and maintain your presence across your social networks. Spend the time writing and scheduling posts. Use an app like HootSuite or Social Oomph to do that. It will pay off in terms of a better search ranking, and eventually, more and better customers.

If you have questions or comments, let us know, or download the transcript for this show.
For now, that's a wrap