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7 Tips for Leveraging Branded SEO

- 1. Branded SEO is typically a multi-step process** - People might first encounter you through something they searched, say a topic you mention on your podcast. Then they discover your brand. From there, they can type in your brand and a search term to specifically find out where you stand on something they're interested in.
- 2. You have to educate Google** - This is especially true if your personal brand is a common name. Through a repetitive process, you have to solidify Google's perception of who you are and what you do. You need to position yourself as an authority in your market and consistently communicate your brand message to the search engine. This increases your chances of ranking higher in search results and becoming visible to potential customers.
- 3. Success is control** - The more control your brand has over what appears on page one, the more successful your search branding efforts will be. This means you control what comes up in search, whether you change your goal, your title, your profession, your target client.
- 4. Consistency is key** - Consistency is crucial in maintaining a good online presence, especially when it comes to information about yourself. This means ensuring that information on different websites jives with what is on your website, and reaching out to others to make changes if needed. This applies to social media as well. Your name, bio and information across different platforms have to match with your website.
- 5. Handling a hijacker** - When someone piggybacks your brand recognition to get exposure for themselves, the first strategy is to see if it's something you can control on your website. Note, legal action is usually not very effective. A more effective approach is to outrank the hijacker's content with your own content, using SEO tactics and other methods like guest appearances on podcasts and social media engagement.
- 6. Reviews have a role** - Reviews, whether negative or positive, have an impact on your brand. It's crucial to respond to them and encourage positive reviews because they act as a cushion in case a negative one comes in. In case of a negative review, it's best to take the discussion off the review site to avoid engagement that will drive it up in Google.
- 7. Take stock of your traffic** - Review how much of your traffic is branded, and whether your non-branded traffic includes searches for keywords relevant to pain points you address. This will help you strategize campaigns accordingly.

For help with your branded and non-branded SEO, look up Gert at SEOLeverage.com