

# Beginning Tips For SEO

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## Step One

### *Google Analytics, Google Search Console, Bing Webmaster Tools.*

**Google Analytics.** This Google service shows you the reports of how your website is being used. You create the account, get a tracking code, and install that on your website so that Google captures the visitor information.

- <https://support.google.com/analytics/answer/1008015?hl=en>
  - Create your account & Setup the property and reporting view
  - Link your Search Console account to your Google Analytics
  - Add the tracking code to your website
  - Confirm that the account is collecting information.
- Create your account or login here: <https://analytics.google.com/>

**Google Search Console.** This Google service tells how your site is performing on the Google search engine. It reports if there're any issues with your site's pages. Don't forget to connect these two services together: Google Analytics and Google Search Console.

- <https://support.google.com/webmasters/answer/9128669?hl=en>
  - Create your account
  - Verify ownership of your website
  - Link your Search Console account to your Google Analytics
  - Create and upload your sitemap
- Create your account or login here: <https://search.google.com/search-console/about>

**Bing Webmaster Tools.** This Bing service provides similar features as both Google Analytics AND Google Search Console.

- <https://www.bing.com/webmaster/help/getting-started-checklist-66a806de>
  - Create an account and verify your website
  - Create and upload your sitemap
- Create your account or login here: <https://www.bing.com/toolbox/webmaster>

## Step Two

### *Google My Business, Bing Places For Business*

Google My Business. This Google service connects your Google My Business online directory listing to Google Maps and Google Search tools, as well as connects to your website.

- Google My Business: <https://support.google.com/business/answer/6337413?hl=en>
  - Create an account and verify your business
  - Optimize your listing.
  - Set your service area
  - Download the Google My Business app to manage
    - Apple <https://apps.apple.com/us/app/google-my-business/id853371601>
    - Android  
[https://play.google.com/store/apps/details?id=com.google.android.apps.vega&hl=en\\_US](https://play.google.com/store/apps/details?id=com.google.android.apps.vega&hl=en_US)
  - Create your account or login here: <https://www.google.com/business/>

Bing Places For Business. This Bing service is similar to Google My Business, providing a directory listing that you manage that connects to your website.

- Bing Places For Business: <https://www.bingplaces.com/Home/MoreFAQ>
  - Create an account and verify your website
  - Optimize your listing
- Create your account or login here: <https://www.bingplaces.com/>

## Frequently Asked Questions & Tips

### *What if I work from home and don't want my home address listed?*

Look for the section in the business listings that say "you provide a service at your customer's location". This option will let Google know to hide the address of your business.

### *How do I create the accounts?*

We recommend to create a generic Gmail email address that is specific for SEO accounts. This way, it's easy to provide your web developer or SEO manager into these accounts without providing your personal Gmail account. Use that Gmail account for registering all these above tools. If you don't want to create a brand-new Gmail account, you can use any of your existing Gmail emails. The point to know, is that by using your Gmail email account, you use that as the passway into these tools.

### *How do I optimize my business listings?*

Fill in as much as you can – telling about your business, the services you offer. Make sure you complete your business hours, and service area. Describe your services and offerings with words that your customers use to refer to what you do.