

Being seen is not the same as being found. Here is how you win the game.

MOVE 1 TELL GOOGLE YOU'RE THERE

- ★ **Claim your Google Business Profile.** Free, ten minutes. Think of it as one giant SEO page that tells Google you take yourself seriously.
- ★ **Say what you DO, not who you are.** "Florist, Cottesloe", never "Petal & Co". Add photos, hours, services and your suburbs.
- ★ **Get an SEO-ready website.** Pretty is not enough. It has to be built so Google, and now AI search, can read and rank it.
- ★ **Switch on Google Search Console.** It tells Google your site exists, and shows you exactly how people are finding you.

MOVE 2 KEEP REMINDING IT, AND YOU WIN

- ★ **Start a blog.** Your fastest lane to be found. Every post is a fresh page answering a real question people are already searching.
- ★ **Switch on reviews.** Ask in the happy moment, send the link so it takes ten seconds, reply to every one. Five reviews can put you ahead of your whole street.

POWER-UP • FOUND-WORDS

Stop guessing your keywords. Type your service plus your suburb into Google, then stop. Whatever it suggests is what real people actually search. Put those exact words on your profile, your site and your blog.

PRO TIP • PICK INSTAGRAM

Pouring hours into Facebook? Google now reads public Instagram business posts, and not Facebook. If you back one social channel to be found on, make it Instagram.

Google + Instagram, July 2025

THE WHOLE GAME IN ONE LINE

TELL GOOGLE YOU'RE THERE, THEN KEEP REMINDING IT.

PLAYER 2 READY?

LET'S GET YOU FOUND

Questions, or want a hand putting this into play? Reach me at zoe@zlistmedia.com.au

zlistmedia.com.au