

Google SEO Trifecta 2020

“Three free tools from Google that help you optimize your Internet presence within Google in a BIG way. If you’re new to Search Engine Optimization, and don’t know where to start. These are a solid first step, that give great actionable tips, fixes, and strategy in what you need to do, as well as comprehensive reporting on what’s working, and what’s not.” *Steven Rigney*



1.) Google Search Console

Search Console <https://search.google.com/search-console/about>

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results.

* **HOW TO IMPLEMENT:** name server txt record entered for that domain with your registrar



2.) Google Analytics

Google Analytics <https://analytics.google.com/analytics/>

Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.

* **HOW TO IMPLEMENT:** website tag placed in the header of your website html code



3.) Google My Business

Google My Business <https://www.google.com/business/>

“Most people call this local search, and it is most of the time. That's the way I use it. However, you can still have a business listing without listing a physical shop front, or office address, and you don't need to be 'boxed in' locally. Meaning you can have a service area that is across the US & Canada - North American wide.” *Steven Rigney*

* **HOW TO IMPLEMENT:** create a new listing, or claim your existing one on Google

Don't hesitate to **contact me** directly with any questions: Steven@RigneyMedia.com