

Credibility – Are You Ready to be “Googled” by Your Clients?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Credibility - Are You Ready to be "Googled" by Your Clients?

By Norman Rosskothén

Credibility - Are You Ready to be "Googled" by Your Clients? by Norman Rosskothén

The internet is everywhere. Many investigate those they do business with or come across in their lives on the internet. People even check on their dates. This practice has become so common that it has spawned new terminology: it is called "googling" someone.

If a potential client "googles" you, either before they contact you, or for example, after a CMA appointment, what will they find out about you versus your competition? Will they even find you on the internet?

What if you have changed firms recently and a past client calls your old company and is told you are no longer there? Can your past client locate you, your new firm, and your new contact information on the internet? Your old firm isn't going to refer your past client to you!

It doesn't matter if you have an internet presence with your own website. You may be listed on other web sites. Nor do you need to start your own website or spend a lot of money to be found on the internet.

This article isn't on internet marketing to solicit business. The purpose is making sure your potential clients, looking for you in particular, find you on the internet. It is about credibility. This is guerilla marketing and you want to improve your situation with only two hours of effort and little or no money.

1. The first step is to see your current baseline on the internet. There are hundreds of search engines, but we are only interested in the major search engines ranked below. Search for yourself on these sites to see how you stand; first with your name; then your name and profession; your name and your company name, and then your name, profession and/or company, town, and state.

For example: Jane Doe; Jane Doe real estate or John Doe financial planner; Jane Doe real estate, any town, any state, and then Jane Doe ABC Realty, any town, any state, etc.

Credibility – Are You Ready to be “Googled” by Your Clients?

Were the results positive or negative? Was there a hit on you being named Realtor of the Year? Or a hit on a newspaper article about you being sued? Were you even able to find yourself? If it were your potential client "googling" you, how would you feel about the results your potential client received? Did you have credibility?

If you have a common name for your ethnic group, such as James McDonald or Mohamed Mahmood, you are doubtlessly lost in millions of web pages from around the world.

Your clients have the same problem locating relevant information about you and will normally narrow their search by adding your company name, and/or location. Did you get a hit on your company website that doesn't mention your name and not on the personal web page.

2. Google, Yahoo, and MSN, have recently added local search tools to help users find the businesses

they are actually searching for, out of the huge and overwhelming world wide web.

When you searched your name, business, and location information, these local results appeared at the top of the search results page.

Compared to normal search engine results (that are determined by secret/proprietary search algorithms to rank web pages that match the requested search words), local search is powered by yellow page directories and other directories of businesses at that physical location.

For example, you search the internet for an Italian restaurant you heard of in the Federal Hill section of Providence, RI. Yet, your search results include a pasta manufacturer in Southern France and sites on the history of Federal architecture. Local search would search for that restaurant listing in Providence, RI, and or all restaurants listed in Providence, RI.

3. Superpages.com by Verizon, powers Infospace.com, and together they power most other sites. By registering for free with Superpages.com, you can cover most sites. [Click here to register with Superpages.com.](#)

If you are an agent, sales person, etc., in an office that already has a listing, use your cell phone, home office, or other personal contact number to register; as your office number is tied to your office's listing. Unless you are the owner, your office owner may not be pleased that you have taken over their listing. You can also enter your other contact numbers, website, email address, and business description.

If you are the owner, edit your listing to include all your applicable information including your product and services descriptions, website, fax number, that are missing from your listing.

The following is an example of how you want your information to be displayed:

Jane Doe - ABC Realty, Inc.
100 Main Street, Any town, MA 00000
888-666-9999888-888-3333888-333-4444 (fax)
Email: myemail@mydomain.com

Credibility – Are You Ready to be “Googled” by Your Clients?

[Http://www.mywebsite.com](http://www.mywebsite.com)

You will receive a password to edit your listing. Start and keep a file on internet passwords. Then, if your phone number changes, you get a website, or change companies, you can edit your listing and your old clients can find your new contact information.

It takes about 24 hours to appear on Superpages.com and several days to weeks, for the information to propagate the internet, so you will have to wait to see the final results. However, you can search Superpages.com the day after you register by your name, then your company name, then your business type, and always see your listing appear.

By adding your website information you created a link for users to find your site. You also added a link to increase your web page ranking with search engines for "normal" world wide web searches. The listing will also appear under these "normal" searches in the search engine results and local search results. All this for free and in fifteen minutes!

If you liked the results, you should register at several other directories. There are hundreds of directories and many, if not most, are pay sites. There is no reason to get extreme and register

everywhere. The idea is to have an internet presence so your clients can find you and that gives you a positive, credible, image if "googled". After a while you are just duplicating your efforts for little effect. I recommend the following sites:

Yahoo - Yahoo uses its own local search directory. As the current #2 search engine by a small margin and quickly catching up to Google, you want to be listed here. There are free and pay for listings.

US Counties - A directory run by a Husband and Wife team, but picked up well by the major search engines. By registering, you are listed on their Valuecom.com/Acclaim Search site as well. If you are in real estate, you will also listed on RealEstateExclusive.com and CountyRealEstate.com. Registering is free and relies on your donations for support. Be a sport and donate \$15 to the cause. There aren't many trusting people these days that give you something for free and then hope you will make a donation. Also, for only \$15 you get four directory references.

"Google" yourself once every month to check on your status. Having an internet presence is not going to supercharge your sales, but it may get you several more clients a year. It is just one part of your overall marketing program.

About the Author

Norman Rosskothien is the Branch Manager of Mortgage Trust Group, Inc., in Waltham, MA. He has over 13 years of real estate and mortgage experience. Before entering the mortgage industry, he sold real estate under the Century 21 and RE/MAX systems. He can be reached at norman@mtgmortgages.com – www.mtgmortgages.com

Googling for Love

Credibility – Are You Ready to be “Googled” by Your Clients?

By Kathryn Lord

Google: (GOO.gul) v. To use an Internet search engine such as
to look for information

related to a new or potential girlfriend or boyfriend.

Have you Googled yourself yet? Can anyone resist? If you haven't had the pleasure, here's how:

Go to

, type your name in quotation marks, and see what comes up.

A lot depends on how common your name is (like John Smith). I tend to get references to nobility (that's the Lord part), and the genealogy citations are many. But sure enough, there's my house in Maine (I rent it during the summer from an Internet ad) and stained glass courses that my husband Drew and I have taught. When I add my middle initial B, then the references are pure cyber romance. Yea!

Drew's name gets his scientific publications. If I had googled him when we were courting, I would not have made the embarrassing gaff of bragging about my publications (2). He had me beat hands down. But also, that Google search would have added to his credibility, because he is cited over and over as a scientist and connected with the Army Corps of Engineers. I would have been reassured.

But what if other connections had come up? Somebody with my name is a personnel expert. Also, it sounds as if my name is common in England. Maybe there is worse, buried under my name in the Net.

Seems like it is a good idea to be aware of what comes up if your name is Googled, sort of like keeping track of your credit report. If something negative comes up under your name and it's not you, you need to know that and be able to explain it to another. If it's not so good and IS you, you need to know and explain that, too.

While visiting some of my older relatives recently, they were quite interested in being Googled. My favorite uncle, who has an unusual spelling of his last name, shares that spelling with a rather well known gay porn star. Or at least, we assume the gay porn star and my uncle are not the same guy. The porn star does sound like he has some rather amazing physical attributes. That's the kind of Google citations associated with your name that it is good to know about!

There seems to be some embarrassment associated with Googling a prospective date or partner, but I can't see why that would be so. Unless it appears being a little too interested, like "I can't be bothered to check credentials, even though I have an easy way to do so. This person just doesn't matter that much to me." Why would you want to convey that message?

Especially if you are using the Internet for a mate search, it only makes good sense that you would use one of CyberSpace's best tools to help you make a safe and secure match.

Credibility – Are You Ready to be “Googled” by Your Clients?

But it also points out the need to keep one's cyber nose clean. It follows that if you are doing something that you wouldn't want anyone to know that you are doing, maybe you shouldn't be doing it.

So Google away!

Kathryn Lord © 2004 All Rights Reserved

Kathryn Lord, Romance Coach

Helping singles find someone wonderful!

eBk: "Find A Sweetheart Soon! Your Love Trip Planner for Women"

4870 Oak Ridge Road, Vicksburg, MS 39183 / Ph. 601-619-0030

Stay current with my complimentary eNewsletter *eMAIL to eMATE*

Subscribe at

/

Googling for Love

To Google or Be Googled

SHOULD I START MY OWN COLLECTION AGENCY?

Data Delivers Credibility

Credibility. It's not what you think.

Gate Crash into the Interior Design Industry.

KEKOE'S MULTI-REPLACE

Expand Your Professional Coaching and Consulting Business

Baby's First Year –What Parent Needs To Know

Forum Fortunes – Make a Living with Online Forums

Credibility – Are You Ready to be “Googled” by Your Clients?



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!