



## Claiming Your Name in Google (With Authority)

Jack: Hello and welcome to another episode of Authority Alchemy. This is Jack Mize.

Brian: And this is Brian Horn.

Jack: All right. Fantastic. Well, we are here today with some really cool stuff that so many people seem to neglect when it comes to marketing themselves, but especially one of the easiest ways that they can really have control over how their authority is put out there on the internet.

And we're going to be talking about SEO (even though I hate that word), SEOing your name. Now, Brian, you remember, and probably still do, remember when a business would say, "Hey, yeah, I'm on the front page of Google." For what? "For my name. The name of my business."

Brian: Yeah. They're proud of it. I remember when I first got the first spot for Brian Horn. I was thrilled to death.

Jack: Exactly. And then whenever they would tell an SEO jockey about that, they would be ridiculed. *Uh, big deal! Who cares! Nobody's looking for your name.*

Well, I've got to say that I think we know differently. That SEOing your name can be one of the most powerful things that you can do for your business.

Brian: Absolutely. Google shut down their keyword tool, but before that, I had anywhere from 1000 to 2500 searches a month for my name. People looking for my name.

Jack: Oh, yeah. And we're going to talk about the mythology and why. Because one of the things you have to realize is it's not just about getting on the front page of Google. It's about what gets on the front page of Google.

And it's also about getting inside the minds of your prospects. Inside the mind of the people that are ready and willing to do business with you. And they are not, as much as the SEO folks would say and a lot of internet marketing people would say, that, "Oh, they're just going to pick the person that comes up at the top of Google." I think we know that that's not true.

Brian: Absolutely.

Jack: Right? People go a little bit deeper than that. And I really discovered this. And I've got to say, I was one of those guys, five years ago, that when somebody would say I get on the front page of Google, on the search engines for my name, I'm like, yeah, big deal.

Until I had a client of mine that came to me and he required millions, tens of millions of dollars in business lines of credit, relationships with banks, for his business. And he came to me and said, "Jack, I'm not necessarily concerned about customers, although this would be great. But I want to make sure that when the bankers look up my name, they see that I'm up to some good stuff."

Brian: Absolutely.

Jack: And I thought for a minute, like, "Wait a minute. You want me to SEO your name. Well, that's an unusual request but I'll give it a shot." And that's the day that it dawned on me. This is really powerful, because it's not just the consumers. And we'll talk about the way the consumers are looking for this stuff.

But we're talking about your vendors. We're talking about potential partners. We're talking about your creditors, who are oftentimes looking you up. If you're a professional, even if you're on a job search, look at how many people are Googling. You know, I think Googling has become a verb, hasn't it? Is it an official verb?

Brian: I think, yes, it's an official verb.

Jack: And that is the level of due diligence. That's almost the first due diligence for people. So when we're talking about SEOing your name, let's

think about this. When someone goes and Googles the term, if you're a chiropractor or you're a personal injury attorney, someone's looking for a car accident. If you are a fitness professional and someone's looking for a personal fitness coach. After they find you on the front page of Google, what else are they going to find?

Brian: A bunch of other people just like you.

Jack: That's right. Seven to ten of your competitors. And why are they going to pick you? That's the next thing you have to do. Why are they going to pick you?

So that's the importance and I want to make sure to really stress the importance of SEO on your name. Really focus on that. People spend thousands of dollars, sometimes tens of thousands of dollars on SEO, on Pay Per Click, for keyword terms. And completely neglect the fact that after people find them, the next thing they're going to do is, let me dig into, see between these five people that I'm considering, which one should I actually go further with.

Can you think of any other reasons of why it's important to stress that? Because I really think that so many people miss that, neglect that.

Brian: Like you said. For potential clients looking you up or customers doing their extra research. Because a lot of times what will show up, your website might show up or your social media page might show up. And that's fine, and we're going to talk about some other stuff later in the show that really isn't about SEO for your name, but really controlling what people see there.

So they just find your Facebook page. So what? That's not going to make them pick you over the other personal injury attorney. But if they, on top of that, they see that, you're going to be a clear winner instantly.

Jack: And you said the word right there. Control. Control. This is something you truly have, probably the most control over on any form of internet marketing or SEO. Controlling what people find about you online. When they Google your name. And if everyone, right now, would kind of

take off their marketing hats and put on their consumer hats, and when you look for someone online, when you're looking for a product or service, you're ready to buy. You find those, and especially if it's a high end, something that really, if you're looking for a divorce attorney, I think you might look a little deeper than who is number one on Google, right?

Brian: Right.

Jack: And here's something that other people don't consider. Some people don't consider, they may not even have found you on Google. They may have been referred to you by someone else. They may have seen your business card. They may have heard someone talking about you. And they're going to go Google your name.

Brian: That's the first time they see you.

Jack: Exactly. And that's *the* first time they see you. And you need to make that impression, that's your time that you can create that tipping point for them to pick you.

Brian: Right.

Jack: Let's talk about it.

Brian: Oh, yeah, one other reason this is so important is because the person at that stage, after they've say Googled "personal injury attorneys," after they've chosen you and two other people as their choice amongst everybody else, they're going to this next stage. They're very, very far along in the buying process.

If you can win them there, that's the easiest time to get them over, because they're not a brand new person. They're not just saying, well, I'm going to think about maybe getting a divorce. Let me see what divorce attorneys cost. They're going, I'm going to hire a divorce attorney. I've found the ones I like. I'm just going to pick one more out of these last three people.

Jack: That's it. Purchase driven consumer. They're purchase driven. They're ready to engage. All they're trying to do is figure out which one should I choose.

Brian: Yeah. This is like you just put the final nail on the coffin and get them as your client. I'm not sure that was the right metaphor to use.

Jack: Yeah, well, it depends. If you're looking for a funeral home, maybe. I don't know.

So, let's talk about some easy things. Things that really are just, it's almost criminal that they're neglected by most businesses in just about anything that you do.

So, let's talk about your good old Google Plus. You know, we talked about how Google Plus is kind of forcing themselves onto the general public to use.

Brian: Yeah.

Jack: Because it's, well, if you're not going to use us by choice, we're going to make you use us if you want to do the other cool things you like to do. Right?

Brian: You will like us.

Jack: Yeah. So it's not about Google Plus getting traction or gaining favor with the public. It's Google forcing people to engage and get involved with Google Plus. So what's one of the first things that people can do with that?

Brian: Oh, just claiming your Google Plus page.

Jack: Wait! It can't be that easy, is it?

Brian: It's that easy.

Jack: You mean, just claim your page? Put your smiling face up there?

Brian: Yes. Put your face up there.

Jack: Can I tell you that that's one of the things that I find, especially in the medical industry, is how many doctors that people Google have absolutely nothing there under their name. They don't have their picture on there. They have very, very little.

When people Google your name, people want to see, to get some human feel for you. They're already sold on they need the service. They're just trying to pick someone.

Brian: Right.

Jack: Give them a reason to pick you. And one reason to pick you is have your smiling face on there with a couple of nice, you know, it doesn't even have to be hypey marketing. But if you're a podiatrist, your picture on there and saying, we treat hammer toes, foot pain, smelly feet. Your foot health is our priority.

That right there is going to be above and beyond what most of your competitors are doing. So that's something that's extremely simple that you can go out and do, is just claim that Google Plus profile.

And then there are a few optimization things that you can do as well. Some of the other things, the social networks. LinkedIn's obviously a good one.

Brian: LinkedIn. That's what I was going to say. That's the, I think one of the best ones because it is a business-oriented one. You're not going to have pictures of you going out and drinking with friends or have you in your bathing suit by the pool with the kids. Whatever. That's a strictly business one.

Google really likes LinkedIn for name searches. They give it a high preference. I actually did a course a little while back. I don't think I even charged anything for it. But it was a training I did on LinkedIn SEO for ranking for your name. LinkedIn is the easiest one. Just have your profile 100 percent complete. Get some connections and just keep connecting with people till you have at least over five hundred.

And then get some backlinks. Go to Fiverr and buy a couple of backlink jobs. Get a backlink pyramid or a linkwheel and you're going to rank for your name for just about any name.

I did this for, I think I was charging people forty-seven bucks to do it for them as a test and we got some tough names. One was Seth Green. We pushed it past the actor Seth Green.

Jack: Ah, okay. No, that's the thing. A minimum effective dose, you know? If your name is Harry Keekygoogaluminium, go ahead and try it without the extra. Right?

Brian: Yeah, maybe, okay. (laughter)

Jack: Uh, yeah. Chances are. Give it a shot. But just go ahead and Google your name right now and see what comes up. I think that's the most important thing.

Brian: Yeah.

Jack: Google your name. What comes up? Is that what you want to come up? Because that's what you have control over. And not just is that what you want to come up, remember, nothing neutral here. All right? There is no neutral reputation. Everyone has a reputation online. It could be good. It could be bad. Maybe it's neutral. You have control. You can control what people are seeing about you, so why not make them see some really good stuff.

And not just LinkedIn. Even a lot of the local directories. You have the MerchantCircles, and just doing any Google search on your name and business name, you're going to find all kinds of people that put you in their directories. You can claim those and make sure that they have some good stuff about you.

And that right there goes a long way, in at least giving some people beyond the sterile directory listings that they're going to find anyway.

So let's go beyond that and think about really creating authority. So forget about just claiming those and optimizing them and putting your face on there and that compelling message or marketing message.

Let's talk about authority. What can you do for creating authority on your name when people are looking you up?

Brian: Well, some of the things we've talked about in the last episode was a hack from the last episode, creating a contributor account on CNN so you could publish your own content. You could do that the same way.

So if somebody searches for your name, they will see your iReport CNN page, your CNN contributor page and see that you are maybe a weekly contributor to CNN or that you have done some articles for CNN.

And just put yourself in the mind of the buyer. If they're researching everybody else and they show up in a couple of local directories or just their About page and maybe some other articles and it's clear that they're not talking about them. And they come to yours and one of the top results is your page on CNN where you're talking as an expert on the topic of your business.

You're going to win. You're going to impress them.

Jack: Oh, that is. And that's why a lot of times, this stuff isn't one and done. Last week, we talked about the authority, the anatomy of authority press release. And really, I guess we should have titled that Anatomy of an Authority Press Release, because there are a lot of different ways that you can do it. And there are a lot of different reasons that you are going to do it.

Brian: Right.

Jack: So last week was about creating that third party credibility and expert status.

Brian: Expert status.

Jack: It's about creating that expert status. Now, how about really giving yourself the highest expectation for people to find you and discover

that expert status is to get your name inside those titles, right, of press releases. Getting your name inside those titles of the CNN story but you've got to be very, very careful. It's a fine line between getting flagged for marketing and it being a true news story.

Brian: Right.

Jack: So talk a little bit about that, about press releases and the way that we craft them. I know when I craft a press release specifically for this purpose, I always make sure that it's my expert client's name.

Brian: Right.

Jack: I make sure that if they're local, I make sure the city is in the title. I make sure that their industry is in the title. If someone's looking for a remodeling contractor in Philadelphia, I like to get all those elements in there.

Brian: Sure.

Jack: And then the cool part of the story. So that when people go to look up their name to find out more about them, they see, oh, wow, look at the, here's this press release that is seen on Wall Street Journal and all the different local business journals and things.

Brian: Absolutely.

Jack: Talking about them and it's right there in the title. So talk a little bit about that, how we can specifically have some really cool stuff show up for them in press releases, when people are Googling their name.

Brian: Ideas for press release?

Jack: Yeah, or even the titles, or even some of the tactics, you know.

Brian: Okay, yeah, sure. One of the coolest things that you can do, and this is something I've really not seen anybody else do this one, you can, we were talking about Google Plus earlier, you can within the press release, put your Google authorship code, which is just a link you can get

from your Google Plus page, put that in the press release. And then on your Google Plus account, claim that particular press release as one you're an author of and your Google author profile is going to show up next to that in the Google search results.

So if you do this and let's say, last week I got on Wall Street Journal, if we had done that on that one, like I say, I put my author code in there, when somebody searched, when it populated with Google search results, it would have my photo next to it, next to a Wall Street Journal post in Google search results.

Jack: Yeah, and that right there is huge. That almost should have been a hack in itself.

Brian: Yeah.

Jack: Because that, to have your picture, not just them talk about you in the headline, but if somebody finds a Wall Street Journal story and your picture is actually showing up right there in the search engines, that's huge.

Brian: Almost looks like you're an author for the Wall Street Journal.

Jack: Yeah. And again, we talk about letting your audience paint the picture. You don't have to be deceptive. You don't have to even imply anything. You let them paint the picture. And you're just taking advantage of the technologies. These things that most people have no idea are available or are something that they can do.

And that's not just with, that's with just about any kind of press releases or articles or anything that they put out there. They can do guest stuff on other blogs. Anything like that. Make sure their Google author, you know, you can just Google the words "Google authorship" and see more about that, for sure.

And, oh, oh. I hear it

Brian: Uh-oh. I hear something.

Jack: Here it comes.

(Authority Hack music)

Jack: All right. It's time for the Authority Hack.

Brian: I love that song.

Jack: I know.

Brian: We'll have to do it a few times. I played it on my phone for my son, Jackson, and he goes, I'm going to make a video of that sometime. It'll be some bonus material we give you watching my son rock out to the Authority Hack song.

Jack: I think that's a potentially award winning song.

Brian: I think it might be.

Jack: Well, so today's authority hack is something that really is, a lot of people may think is incidental or low value, but it's actually one of the easiest, quickest things you can do, to add value and perception.

Because it really is about, people are fast. This is a microwave society.

Brian: Right.

Jack: Right? And people make judgments, those first impressions, when they see things. And this is a way to associate yourself. When we talk about association, you can be guilty by association, right? Hanging out with the wrong people. That's what I always heard when I was a kid. You know, I don't want you hanging out with that Mize kid, you know?

Brian: My mom's thing was "white gloves won't make mud clean."

Jack: Yeah, exactly. So there's guilt by association, but there's also authority by association, all right?

Brian: Absolutely.

Jack: And so let's talk about the authority hack of authority by association, the "powered by."

Brian: Sure. Yeah, the “powered by” hack. This is pretty simple. All this is, you would sit down. Make a list of the big powerful brands that you use to help in your business. Most likely, you bought a name on Go Daddy. Maybe you’re using your hosting from them also. You have an Apple phone that you use. You have a Dell computer. If you’ve used Authorize.net to take payments or maybe PayPal.

And just put all these things together in a list and then go out and grab the logos for each one and usually, on the bottom of your site, just put a “This business is powered by” and put a section, like along the footer of the bottom of your website, and just have those logos.

And what that does, people see and process images about 400, 500 times faster than they process written words. So by putting these images on there, someone’s just going to glance down and they’re going to see those and bounce up within no time at all. They’ll spend a fraction of a second there. But in their subconscious, they’re going to pick up on all those things that you’re associated with.

And they’re going to say, “Wow, this business is, you’re really up and going. They’ve got a good back end. They’re using all these other strong companies and they’re a safe company.” And that’s what’s going to impress on somebody’s mind almost instantly, without them even knowing about it.

Jack: It is. It’s the same thing as the “As seen on TV,” right?

Brian: Right.

Jack: “As seen on TV.” What does that? You know, and when you put on there, “Powered by YouTube,” you do YouTube videos, right?

Brian: Yeah.

Jack: What are some examples? You talk about Dell, PayPal.

Brian: YouTube’s a good one.

Jack: Yeah. And there are a lot of people, especially if you're in associations. I know attorneys use this a lot. Proud member of whatever. But why not "As featured in." Think about sites like Yelp, right?

Brian: Yeah.

Jack: And sites that people look at as trusted authorities for especially local businesses. You can have "As seen in Yelp" and things like that, that can be just as powerful, because you are. You're featured in Yelp. Yelp has a listing for you. You're featured in Yelp.

Brian: Yeah, and if you have a high star rating, mention that also.

Jack: Yeah. I think you were telling me about the business that had "As featured on Google."

Brian: Yeah. It was a sales page a while back and on their sales page at the top was "As seen in Google and Yahoo and Bing." That's just brilliant.

Jack: "As seen in Google and Yahoo and Bing." Is that amazing? You know, as seen on Planet Earth. That's what I think. Hey, wait a minute. On Google. Google Earth. I think there's a picture of me out there.

Brian: Yeah. Well, actually, Infinity drove me here today so our business is "Powered by Infinity."

Jack: That is. And it really is. That's the power of association. So don't take that lightly. And it's very easy to do, but here's the biggest thing that you can do wrong with this, as easy as it is. What do you see people doing wrong? They get these logos and they get these images and they're all stretched out. And they try to make the colors match, right? To their sites.

Brian: That was awful. We saw one this week that somebody had changed, what was the color, which color did they change? It was not supposed to be, was it ABC?

Jack: Oh, ABC, I think it was, yeah. They changed the color of the ABC logo. You know? I think it'll look better if it matched my site. No!

Brian: (laughter) No. But what you can do, you can see what we've done on the top of AuthorityAlchemy.com, cause we wanted to keep a nice clean look, we made them all black and white.

Jack: Yeah.

Brian: And you can do that. You can just put it into a graphics editor program and just say grayscale. It'll make them all black and white and it'll look nice and clean that way, if that's what you want.

But they're still not as recognizable when you do that. They don't jump out as much. It is cool to have all the colors, but if you want it more clean looking, you can do that. Don't change the colors to match.

Jack: Yeah. And the thing is this isn't something that you want to be the big feature on your page. Put it subtly but make sure that they can see it.

Brian: Yeah. That's why I put it at the bottom, you know, very bottom like at the foot of your site or on a sidebar towards the bottom, at the very bottom.

Jack: Right.

Brian: (unclear) push out to everybody. And this is something you can probably easily go to get somebody off of Odesk or someone like that to do it pretty inexpensively.

Jack: Oh, yeah. You don't need to hire a big graphic designer or anything like that.

Brian: Can do it for five or ten bucks or something.

Jack: That's one of the things we actually do for our clients, we provide them with all that to make sure it's not all skewed and out, to do that.

And that's one of the things, especially with the CNN and the Wall Street Journal and things like that, is if you're going to go that distance, you need to make it look appropriate, you know? Apply that authority the right way and not, kind of take it down a notch when it's on there.

Brian: Right.

Jack: So kind of what we do. A lot of people ask about this authority wheel that we apply. Because there's a lot of reason to our madness, the way that we apply this stuff. It's not just about put out an article about someone. It's really about weaving a story together to position them as an authority.

So today, when we talked about SEOing your name, that kind of falls in this wheel. One of the things we do with our clients is we establish, we find out who their customer is, how their customer thinks. Two, what kind of marketing they're doing, the SEO, the Pay Per Click they're doing. That kind of falls into this "what you do" marketing. You're marketing those keywords, you know, back pain, foot, and divorce attorney.

But then there's the "who you are" marketing, which is what we do and talked about today. The SEO, the whole SEOing your name is making sure that when they're ready and they're trying to decide between, not decide if they're going to get a divorce, like you said, they're deciding that, okay, I'm ready to get a divorce. Now, I need to pick someone.

Brian: Right.

Jack: You need to be that person they pick. And if you're someone right now and you're spending money on SEO, you're spending money on Pay Pay Click, I'd go out on a limb and be ready to bet that you're not getting the results that you thought you were going to get.

You're probably not getting the results that you were sold. You're on the front page of Google, but it didn't necessarily connect the dots to the calls. You're probably thinking, well, I was really expecting to get more response from being on the front page of Google.

Well, what are they finding? Personal injury attorneys. Just about, most of these, CPAs, they're in the "me too" business. It's a "me too" business.

Brian: Absolutely.

Jack: What is the difference fundamentally, between what you offer, what you charge (and you never want to compete on price)? What is the difference fundamentally to make someone say I want to pick you?

And if you're getting traffic, and so many people come to me, how many people come to you and say I need more traffic?

Brian: Oh, yeah.

Jack: I need more traffic.

Brian: Everybody thinks that.

Jack: And, yeah, when you look at it, and you realize, no, you don't need more traffic. You're getting plenty of traffic. You need the people that are finding you to pick you.

Brian: Right.

Jack: They're finding you. Instead of doubling traffic, what if we just increase by just a few percentage points, how many people actually contact you because they see that you're up to something online. And that's exactly what the ability, by doing SEO on your name, can accomplish. Is working that particular part of authority wheel of marketing who you are, so that at least you're on the list of this is someone that I need to choose.

And then, of course, we go into turning those customers and prospects into fans.

So think about that. Look yourself up on Google. And see what's out there, because it is one of the quickest and easiest things that you can control.

If you're ready to claim your authority, go to [AuthorityAlchemy.com](http://AuthorityAlchemy.com). Hit the link or the big old picture of Brian and Jack there and claim your authority.

And we can talk to you about claiming your authority and positioning yourself as that authority in your industry within the next 48 hours.

Brian? What have you got to close today with?

Brian: Just reinforcing what you just said about the importance of controlling your name, because they are so far along in the buying process. They're ready to go. They're going to pick you or one or two other people and small little tweaks like this can mean a huge difference.

If you're the worst of the three people right now, you're losing almost probably 100 percent of that business. You can double, triple what you're getting right now just by making a small adjustment like that. I can guarantee, people are more intelligent searchers now. They're not just, like Jack said, they don't just type in Houston divorce attorney and pick the first guy. They're going to go through, pick a couple, narrow it down and then when they get to the name part, that's when they know that they want to possibly use you.

So just don't mess up.

Jack: Yeah. That's it. And it's, like we say, it ain't rocket surgery, right?

Brian: (laughter)

Jack: Guys, if you like this episode of Authority Alchemy, do us a favor. Go to iTunes and leave us a review. Hit the rating stars. If you're not an "i" person, you're Android or whatever, we are on Stitcher now. You can go and click the link there to get that Stitcher app so you can get us. And you can also rate us on there.

Please leave us a comment. Go to [AuthorityAlchemy.com](http://AuthorityAlchemy.com), right underneath the post where you can listen to this online. Leave us a comment. Tell us what you think of the show. Give us feedback. And show us how you've applied the stuff that we have put out there.

We'd love to hear your feedback and we love to see when people take control and claim their authority.

Brian: Remember to ask some questions there, too, if you have questions.

Jack: Oh, yeah. Absolutely.

Brian: We're active on there and we'll answer questions there or address it in a future episode.

Jack: Yup. That's it. All right, folks. Thank you so much for listening to another episode of Authority Alchemy. Look forward to seeing you next week with another cool episode and the Authority Hack. So don't miss it. Every Tuesday. [AuthorityAlchemy.com](http://AuthorityAlchemy.com)