



In Focus: GUERRILLAGROUP.COM

In traditional marketing, you might have answered an angry call from a disgruntled client, or withstood a competitor sending out marketing materials to gain a competitive edge.

But today, that angry client might turn out to be a blogger who can spread their feelings on the Internet. And the competitor might have grabbed your brand name on social media platforms and hijacked your traffic.

So, how can business owners protect their brand on the Internet? Let's look at an example: A professional speaker whose branding couldn't be more important to his

business. A speaker's name is their brand, so protecting a reputation is critical.

Our Findability Makeover subject this month is Orvel Ray Wilson, speaker and co-author of the famed "Guerrilla" book series including "Guerrilla Selling" and five other best-selling titles. He is at the top of his game and the top of his field. However, Wilson was nowhere near the top of the search results, even for his own name.

Problem

"There are few things more frustrating than doing an Internet search for your own name and not even turning up in the results, especially if your livelihood depends on it," Wilson says. "After writing a half-dozen books and touring the lecture circuit for 30 years, I'm at least almost famous, yet there was my website, buried on page 12."

Orvel Ray Wilson's website and subsequently, his business were hurting from poor advice, bad design and a fundamental lack of findability. His website was built in Flash which was a death sentence for search

engine ranking at the time. The website had a very simple look and an explosion of camouflage. His site was loaded with great content from his writing and prolific books, yet Twitter posts were getting better rankings. Worst of all, he was not ranking under the bread and butter of his business: his own name.

Taking into account the lack of social media, horrible search engine ranking under core keywords, and absence of any significant online marketing, I gave pre-makeover www.GuerrillaGroup.com a 15 percent for findability.

Action Plan

You are what search results say you are; Own your brand in search results.

Orvel's name was and is ranked by speakers' bureaus across the country. The problem was he wanted to be found at his official site rather than be represented by the bureaus, which charge a stiff percentage for a booking. He needed search results under his own name to represent his long history and reputation as the best speaker on guerrilla selling.

The screenshot shows a Google search for "orvel ray wilson". The search bar is at the top with the Google logo and a search button. Below the search bar, the results are categorized into several groups with brackets on the right:

- Home page:** Orvel Ray Wilson, CSP. Best-selling Author and Speaker on Guerrilla Selling, Unconventional Weapons and Tactics for Increasing Your Sales ...
- Speakers Bureau:** Speakers' Forum - Orvel Ray Wilson. Orvel Ray Wilson is a veteran of the trenches. His expertise in the areas of sales, marketing and management has brought him international acclaim as an ...
- LinkedIn:** Amazon.com: Orvel Ray Wilson: Books. Guerrilla Selling: Unconventional Weapons and Tactics for Increasing Your Sales by Orvel Ray Wilson, William K Gallagher, and Jay Conrad Levinson (Paperback ...
- Speakers Bureau:** Orvel Ray Wilson, CSP - Guerrilla Selling Speaker - LinkedIn. Greater Denver Area - Award-winning International Keynote Speaker and Sales Coach, Co ...
- Twitter:** Orvel Ray Wilson (OrvelRay) on Twitter. Guerrilla Selling Speaker and Best-selling Co-Author of the legendary Guerrilla Marketing series.

On the right side of the search results, there are "Sponsored Links" for "We Found Ray Wilson", "Find Ray Wilson", "Ray Wilson at Amazon", and "Orvel Ray Wilson".

TIP #1

Optimize Social Media Profiles

Set up pages or profiles on all major social media sites like Twitter, YouTube, Facebook and LinkedIn. Make sure not to use an abbreviated naming convention for your profiles. Use your full name if possible, as well as a keyword. For example: Orvel Ray Wilson — Guerrilla Selling Speaker. This profile will now rank under his name as well as the keyphrase: “Guerilla Selling Speaker.” This does not disrupt user experience and doubles his online exposure.

TIP #2

Register your Brand Name in Domains and Social Media

This may seem obvious, but don't take for granted that your name is your reputation. If you don't take the effort to own your brand in a URL and social media, your competitors just might. Nothing is more depressing than paying \$1,000 or more for your domain, or trying to negotiate with a Twitter squatter who won't budge. Also make sure to purchase misspellings of your name like OrvilRayWilson.com or OrvilleRayWilsen.com. Set them to all redirect to the correct spelling of your name. Remember, misspellings are common online and it's better to be safe than sorry.

TIP #3

Add Official Site to all Titles and PPC Ads

How does a searcher really differentiate your website from others attempting to represent your brand, or an affiliate reselling your products? Consider using the words “official site” in your title tags and in paid ads for clear authority that you are the brand holder.

Implementing these findability tips allowed Orvel Ray Wilson to increase his Findability Score from 15 percent to 80 percent. He now sees more visitors on his site because he owns his brand name on search results. He also pushed the speakers' bureaus down on the page so he can represent himself. Great job Guerrilla-ing your search results Orvel Ray!

Do you know a website that could use a facelift, or have you tried out any of these suggestions on your own site? Send your suggestions to findability@websitemagazine.com for consideration in our next findability makeover. ■

Heather Lutze has spent the last 10 years helping business owners get their enterprises noticed on the Web by their target audiences. She is the author of “The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing.” Visit FindabilityFormula.com for tools and resources to increase your site's findability.