

Ejemplo de Posicionamiento en Google

Cuando un cliente potencial busca su negocio para ver si selecciona su negocio para visitarlo, comprar o hacer negocios con usted, normalmente buscan en Google. Si no aparece muchas cosas no inspira mucha confianza o credibilidad. Pero si su negocio esta en las redes sociales, tiene un sitio web, un video o varios videos y aparece en directorios locales o nacionales inspira mas confianza y credibilidad. Ver este ejemplo de este negocio.

EJEMPLO NO 1:

Como ve yo ingreso el nombre del negocio. En este caso J Perez Pavers Inc. en el buscador de Google. Las ventas de este negocio duplicaron en un periodo de 10 meses. Ahora obtienen mas clientes con anuncios pagados via Facebook.com. También, lo encuentran más fáciles clientes buscando por pavers.

The image shows a Google search for "J Perez Pavers". The search results on the left include:

- J Perez Pavers, Inc. | Home**: Website link, description of services in Port Saint Lucie, Florida.
- Facebook - J Perez pavers**: 350+ followers, 5-star rating from 7 votes.
- Instagram - jperezpaver**: 60+ followers.
- Yelp**: "J PEREZ PAVERS - Updated April 2024 - Request a Quote", 5-star rating.
- Nextdoor**: "J Perez Pavers - Port Saint Lucie, FL", description of artificial grass installation services.

The right side of the image shows the detailed Google Business Profile for "J perez pavers":

- Website appears**: A blue box with an arrow pointing to the website link in the search results.
- Has a Google Profile and on Google Maps**: A blue box with an arrow pointing to the profile header and map area.
- Has client reviews**: A blue box with an arrow pointing to the "Reviews from the web" section.
- Appears on directories: Yelp, Nextdoor, Etc.**: A blue box with arrows pointing to the Yelp and Nextdoor search results.

The Google Business Profile includes:

- 4.7 stars, 44 Google reviews.
- Service options: No online estimates.
- Address: 402 SW Sea Flower Terrace, Port St. Lucie, FL 34984, United States.
- Reviews from the web: 5/5 Facebook - 7 votes.
- Google reviews: "Great service and price.", "We have no hesitation in recommending their services.", "Mr Perez was right there helping do the work with his great employees."

EJEMPLO NO 2:

Como ve yo ingreso el nombre del negocio. En este caso Lendinero. en el buscador de Google. Lendinero a podido obtener mas clientes y los clientes potenciales no ponen en duda la credibilidad dado a la presencia, visibilidad y posicionamiento que tienen en Google y internet.

The image shows a Google search for "lendinero". The search results include:

- Google Business Profile:** Lendinero, 5.0 stars, 15 Google reviews, Financial institution in Doral, Florida. Includes a map, photos, and buttons for Website, Directions, Save, and Call. A blue callout box points to it with the text "Has Google Profile and on Google Maps".
- Website:** Lendinero - A business financing company online. A blue callout box points to the search result with the text "Website appears".
- Trustpilot:** Lendinero tiene 5 estrellas! Mira lo que opinan 118 personas y comparte tu propia experiencia. Rating: 4.9 - 118 reviews.
- Pinterest:** Lendinero | Lendinero is an online marketplace that matches business borrowers with business funding options.
- YouTube:** Lendinero cada etapa de tu negocio y tu vida. A blue callout box points to it with the text "Has Videos on YouTube, Google".
- Yelp:** LENDINERO - 7950 NW 53rd St, Miami, Florida. A blue callout box points to it with the text "Appears on directories: Yelp, Nextdoor, Etc."

On the right side, there is a social media sharing section with icons for Instagram, YouTube, LinkedIn, Facebook, and X (Twitter). A blue callout box points to these icons with the text "Present on all social media Instagram, Youtube, LinkedIn, Facebook y X".