



Turn up the volume on your brand

Brand Visibility Exercise by Susan Newman

The Google Search: Understanding and Creating Long-Tail Keywords and SEO in Action

When someone opens Google.com and searches for your company name, what comes up? If they searched your type of business industry or by a keyword or phrase, does your company come up?

Brand visibility is not just being the answer to your name, but especially what you do and maintaining that 1st page spot.

You cannot just build a website and social media pages and leave them, thinking they will do the work for you. They must be updated by adding fresh content, this way you are consistently adding to the great "core" you established.

So let's go through an exercise together on keywords, SEO and Google Searches and Results and how to draw much more traffic to you.

The first step is to go to Google Adwords and search the keywords that are relevant to what you do. In the search I show in the picture, I typed in "brand visibility."

Tools

Keyword Tool

Include terms (0) ?

Exclude terms (0) ?

Match Types ?

- Broad
- [Exact]
- "Phrase"

Help

- Why should I use the Keyword Tool?
- How do I use the Keyword Tool?
- How can I refine my ideas?
- What should I know about my statistics?
- Help Center

Search help center

Saved ideas (0)

- My keyword ideas
- My ad group ideas

Find keywords

Based on one or more of the following:

Word or phrase

Website

Category

Only show ideas closely related to my search terms ?

Advanced Options and Filters

Type the characters that appear in the picture below. Or [sign in](#) to get more keyword ideas tailored to your account. ?



Letters are not case-sensitive

Specify a website, word or

Important Note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove applicable laws.

- How do I use the Keyword Tool?
- How can I refine my ideas?
- What should I know about my statistics?
- Help Center

Search help center

- Saved ideas (0)
- My keyword ideas
- My ad group ideas

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
Search terms (1)			
<input type="checkbox"/> brand visibility	Low	1,300	210
Keyword ideas (99)			
<input type="checkbox"/> social media tracking tools	High	590	260
<input type="checkbox"/> social tracking tools	High	720	320
<input type="checkbox"/> branding your business	High	2,400	1,300
<input type="checkbox"/> marketing with social media	High	368,000	165,000
<input type="checkbox"/> social media monitoring sites	High	110	58
<input type="checkbox"/> visible brands	Low	320	170
<input type="checkbox"/> social media tools	High	40,500	14,800
<input type="checkbox"/> promote my business	High	3,600	1,600
<input type="checkbox"/> marketing and social media	High	368,000	165,000
<input type="checkbox"/> promote your business	High	18,100	8,100
<input type="checkbox"/> free social media tracking tools	High	91	28
<input type="checkbox"/> best social media tracking tools	High	58	28
<input type="checkbox"/> social media monitoring tools	High	8,100	2,900
<input type="checkbox"/> track social media	High	1,900	1,000
<input type="checkbox"/> social media tracking	High	4,400	2,400
<input type="checkbox"/> social media monitoring	High	40,500	12,100
<input type="checkbox"/> marketing social media	High	368,000	165,000
<input type="checkbox"/> media monitoring tools	High	8,100	2,900
<input type="checkbox"/> social media tool	High	33,100	14,800
<input type="checkbox"/> social marketing solutions	Medium	880	320
<input type="checkbox"/> social media how to	Low	3,350,000	1,220,000
<input type="checkbox"/> best social media monitoring tools	High	590	320
<input type="checkbox"/> social site search	Low	4,400	1,900
<input type="checkbox"/> tracking social media	High	4,400	2,400
<input type="checkbox"/> brand monitoring tools	High	170	58
<input type="checkbox"/> social marketing solution	Medium	720	210

It shows somewhat matching keywords in phrases and the total searches for those terms. Obviously all these terms will not be right for me and they all can't be used in every post or page, but it does give me a list of possible words that I can build in relevant phrases and that are relevant to me.

You will see I selected some of the phrases I thought might help me and as I do they begin to load into the bottom left, "my keyword ideas." Once you are done with this term, type in another and you can select some more. As you build this, once you are ready, you can download a file of the words and you'll be ready to review them and start to modify them to match you personally.

Download ▾

View as text ▾

Save all **Keyword ideas (99)**

<input type="checkbox"/>	social site search ▾
<input type="checkbox"/>	tracking social media ▾
<input type="checkbox"/>	brand monitoring tools ▾
<input type="checkbox"/>	social marketing solution ▾
<input type="checkbox"/>	social media tracking tool ▾
<input type="checkbox"/>	website marketing solutions ▾
<input checked="" type="checkbox"/>	marketing on social media ▾
<input type="checkbox"/>	media tracking ▾
<input type="checkbox"/>	tools for monitoring social media ▾
<input checked="" type="checkbox"/>	building a brand online ▾
<input type="checkbox"/>	social media monitoring tool ▾
<input checked="" type="checkbox"/>	promoting your small business ▾
<input checked="" type="checkbox"/>	social media marketing online ▾
<input checked="" type="checkbox"/>	branding your small business ▾
<input type="checkbox"/>	search and social marketing ▾
<input type="checkbox"/>	how to promote my small business ▾
<input type="checkbox"/>	promote your small business ▾
<input checked="" type="checkbox"/>	tools for social media ▾
<input type="checkbox"/>	personal branding website ▾
<input checked="" type="checkbox"/>	build your brand online ▾
<input checked="" type="checkbox"/>	marketing in social media ▾
<input type="checkbox"/>	what is social media monitoring ▾
<input type="checkbox"/>	social media personal branding ▾
<input checked="" type="checkbox"/>	how promote your business ▾
<input checked="" type="checkbox"/>	online marketing social media ▾
<input type="checkbox"/>	top social media monitoring tools ▾
<input type="checkbox"/>	social online marketing ▾
<input checked="" type="checkbox"/>	personal branding websites ▾

Saved ideas (18)

My keyword ideas

personal branding websites
online marketing social media
how promote your business
marketing in social media
build your brand online
tools for social media
social media marketing online
branding your small business
promoting your small business
marketing on social media
building a brand online
social media how to

Important Note: We cannot guarantee that these keywords will improve your ca applicable laws.

Next you'll see that I opened the regular Google web search page and typed in Brand Visibility and looked at the results. Much of what is showing here are websites where those words are used in the domain name, or the title tag.

Google

Search About 4,380,000 results

Web **Brand Visibility**
brandvisibility.org/ - Cached
Jun 7, 2012 ... However, building your **brand** on Facebook isn't as easy as creating a profile, uploading a few pictures, and adding friends. It takes engaging ...

Images

Videos

News **Brand Visibility: Tips to Set You Apart**
www.mymagneticblog.com/brand-visibility-tips-to-set-you-apart/ - Cached
Brand Visibility: Tips to Set You Apart by Silvia Pencak, the Brand Strategist. Simple solutions to increase the visibility for your small business.

Shopping

More

Show search tools

Images for brand visibility



Create Brand Visibility
performics.com/performance-marketing.../create-brand-visibility - Cached
Create **brand visibility** with Performics' paid search, natural search, social and display performance marketing solutions.

Brand Visibility - National League of Cities
www.nlc.org/build-skills...brand-visibility/brand-visibility - Cached
Broaden your **visibility** during the conference to drive attendees to your booth, promote your engagement in the conference or highlight your products and ...

Visibility Branding
visibilitybranding.fr/ - Cached
Contact. I need to reposition my personal **brand** in the new norm of the "social media world". Robert Omer Principle at Omer Legal Group LLC. **Visibility Branding ...**

Brand Visibility | U.S. Equities
usequities.nyx.com/listings/brand-visibility - Cached
NYSE Euronext prides itself in being the home of the world's leading iconic and emerging **brands** that are shaping today's global landscape. NYSE Euronext ...

However, when I put brand visibility together with design, which is my title, ("brand visibility designer") I'm happy to see that I dominate the 1st page. Beginning about 6 months ago I changed my title and have been altering my online profiles everywhere where I appear so this is what it says now. Total "Brand Consistency" online and this is what we're talking about here.



brand visibility design



Search

About 2,940,000 results

Web

[brand visibility designer, marketing small business mentor, web ...](#)

[www.susannewmandesign.com/](#) - Cached - Similar

Images

Branding YOU Better is an creative, innovative **brand** identity, multimedia **design** studio in Jersey City, New Jersey, new york city by Susan Newman **Design** Inc.

Videos

News

[Brand Visibility Designer Creative, Susan Newman Design, brand ...](#)

[www.sndi.biz/](#) - Cached

Shopping

brand visibility designer nj, Susan Newman Design, brand identity specialist Jersey City, creative award winning graphic designer, green and eco-friendly ...

More

Show search tools

[Brand Visibility | Internet Marketing | Search Engine Optimization ...](#)

[clmmediainc.com/online-marketing-services/.../brand-visibility/](#) - Cached

Website **Design** + Development · Social media marketing can be one of the most effective ways to increase your **brand visibility**. When users like, +1 or join your ...

[10 Ways to Increase Brand Visibility - Dimalanta Design Group](#)

[www.dimalantadesigngroup.com/10_ways_to_increase_brand_visibility](#) - Cached

Nov 27, 2012 ... Runners with reflective gear. What is **visibility**? When you think of a runner or cyclist exercising at dusk, you will see some type of reflective gear ...

[Brand Visibility | BrandStyle Design](#)

[www.brandstyledesign.com/2010/02/brand-visibility/](#) - Cached

Your **brand** should be visible in the marketplace — not invisible. You want to have a instantly, easily recognizable **brand** identity that appears on all of your ...

[Enhance Brand Visibility with Website Design in Sunshine Coast at ...](#)

[www.linkedin.com/.../Enhance-Brand-Visibility-Website-Design-4637452.S.166585799](#) - Cached

Enhance **Brand Visibility** with Website **Design** in Sunshine Coast at MagikNewMedia.

[Visibility Branding](#)

[visibilitybranding.fr/](#) - Cached

Contact. I need to reposition my personal **brand** in the new norm of the "social media world". Robert Omer Principle at Omer Legal Group LLC. **Visibility Branding** ...

[Enhance your brand visibility using web-designing services](#)

[www.allvoices.com/.../13656349-enhance-your-brand-visibility-using-webdesigning-services](#) - Cached

Ads

[Create an Amazing Website](#)

[www.squarespace.com/Design](#)

squarespace.com is rated ★★★★★
Set up and Publish in Only Minutes.
Start your Free Trial Today!

[Logo Design by LogoMojo™](#)

[www.logomojo.com/](#)

Over 50,000 Businesses Love Their
New Logo... The Top Professional Team

[NYC Branding Designer](#)

[www.vitamintalent.com/](#)

Need To Hire A **Branding Designer**?
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[www.logodesignsurprise.com/logo-design](#)

USA Logo **Design**. Top quality.
110% Custom. Try us Now!...

[\\$29 Logo Design](#)

[www.createlogodesign.com/](#)

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Just \$29. Limited Period Offer!

[Leading Design Company](#)

[www.percepted.com/](#)

Brand—Identity—Interactive—Print
Exceptional **design** services

Now if I also try brand visibility and put it together with Jersey City, you will see that I also dominate page 1 for results. Putting your location together with what you do really is a key to being found locally.



brand visibility jersey city



Search

Page 2 of about 268,000 results

Web

[hottest stories from \[brandingyoubetter.com\] on Twitter. \(21 - 40 ...](#)

[tweetbuzz.us/domain/brandingyoubetter.com/popular/2](#) - Cached

Images

Branding YOU Better is a **Brand Visibility** Design Studio in **Jersey City** - Innovative, Creative, Green, Brand Strategy and Marketing, Tutorials and Webinars for ...

Videos

News

[Susan Newman - Hoboken/Jersey City Business Partnerships and ...](#)

[www.meetup.com/Hoboken-Jersey-City-Business...and.../9659031/](#) - Cached

Shopping

Jersey City NJ - Member

More

I am a **brand visibility** designer with a studio in **Jersey City** Heights. Founder of Broadcast Louder, (webinars w expert speakers) and co-founder of Frogs Are ...

Show search tools

[Susan Newman - About - Google+](#)

[https://plus.google.com/106757488107469315214/about](#) - Cached

brand visibility designer, entrepreneur **Jersey City**, custom theme web designer **jersey city**, NYC graphic designer, social media and SEO strategist - Susan ...

[Susannewmandesign.com - Best of jersey city 2012 award web ...](#)

[domainsigma.com/whois/susannewmandesign.com](#) - Cached

Nov 3, 2012 ... Best of **Jersey City** 2012 Award Web Services, Susan Newman Design, **brand visibility** designer and speaker new jersey, Designer for the Arts, ...

[Creative Brand Manager Jobs - Jersey City, NJ | Simply Hired](#)

[www.simplyhired.com/a/jobs/list/q...brand.../l-jersey+city,+nj](#) - Cached

Jobs 1 - 10 of 5532 ... Every Creative Brand Manager job in **Jersey City**, NJ on the web. ... to brand identity/integrity and elevation of **brand visibility** Superior time ...

[Brand Ambassador Jobs, Employment in Jersey City, NJ | Indeed.com](#)

[www.indeed.com/q-Brand-Ambassador-l-Jersey-City,-NJ-jobs.html](#) - Cached

Jobs 1 - 10 of 361 ... 361 Brand Ambassador Jobs available in **Jersey City**, NJ on ... nights to maximize **brand visibility**, sales opportunities, and product features.

[Articles and tutorials for small business marketing, Brand Visibility ...](#)

[www.susannewmandesign.com/services.php](#) - Cached

Services. Companies come to us from near and far to develop, freshen or redesign their **branding**, websites, social media and print marketing. Projects can be as ...

[Branding YOU Better, Professional creative, innovative brand ...](#)

[brandingyoubetter.com/](#) - Cached

You'll also see that one of my videos comes up as well, because I put brand visibility in the description of the video as well as in the keywords of the video.

When I search for my own name, it becomes a bit more difficult to stay at the top of page No. 1. The reason for this is I am competing on a daily basis with an author and child psychologist with my same name. To be honest, this was why I started blogging more frequently and posting consistently on community groups and social media.

Now again if we put together susan newman with design, (“susan newman design”) then again I dominate many pages. It's also a good idea to go through the first 4-5 pages to see who's been writing about you or linking to your site.



Search

About 6,720,000 results

Web

[**Susan Newman Design**](#)

www.susannewmandesign.com/ - Cached - Similar

Images

Branding YOU Better is an creative, innovative brand identity, multimedia design studio in Jersey City, New Jersey, new york city by **Susan Newman Design** Inc.

Videos

[Contact](#)

Contact: Susan Newman Design, Inc.
Branding YOU Better! 448 ...

[Company](#)

A message from Susan Newman.
Since 1994, Susan Newman ...

News

Shopping

More

[Portfolio](#)

Social Media Design: Custom Pages
on Facebook New Cover ...

[Services](#)

Services. Companies come to us from
near and far to develop ...

Show search tools

[More results from susannewmandesign.com »](#)

[Broadcast Louder™ - Turn up the Volume on Your Brand! Susan ...](#)

broadcastlouder.com/ - Cached

Classes 2012 - Broadcast Louder - Creatives Creating Abundance from Susan Newman of **Susan Newman Design** Inc, Branding YOU Better and Broadcast ...

[Susan Newman profiles | LinkedIn](#)

www.linkedin.com/pub/dir/Susan/Newman - Cached - Similar

View the profiles of professionals named **Susan Newman** on LinkedIn. ... WUHU (Would U Hire U?) is a simply **designed** online and mobile quiz that helps ...

[Susan Newman Design Inc. - Jersey City, NJ - Web ... - Facebook](#)

www.facebook.com/susannewmandesigninc - Cached

Hot off the Presses! One of my latest projects: Ridge and Valley WILD - Young Poets on Northwest New Jersey with amazing photographs, size 8.5 x 8.5 - so ...

[Brand Visibility Designer Creative, Susan Newman Design, brand ...](#)

www.sndi.biz/ - Cached

brand visibility designer nj, **Susan Newman Design**, brand identity specialist Jersey City, creative award winning graphic designer, green and eco-friendly ...

[Susan Newman Design Inc in Jersey City, New Jersey 07307 - NJ.com](#)

businessfinder.nj.com/.../Susan-Newman-Design-Inc-Jersey-City-NJ - Cached

Locate **Susan Newman Design** Inc in Jersey City, New Jersey 07307 - 201-420- 8205. Get phone numbers, driving directions, maps, review, comments and ...

I had gotten to the bottom of the first page of results and noticed links, one of which said "susan newman design reviews," so I clicked on it and it took me to the listing for my company and you'll see the link that says four reviews... which are coming from my Google+ company profile. Clicking on that link brought the profile up with the reviews.

You'll also see a profile coming from Yahoo, where I also have company reviews.

Be sure you are asking clients to write comments and testimonials as well as endorsements for you, and in return you can do likewise.

That way everyone's visibility is growing.