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Matthew 11:28 *"Come to me, all you who are burdened and I will give you rest."*



How to improve Google Search Rankings for your auction website!

Having a strong presence on the internet is important for ensuring current and potential customers alike find your website and auctions. If you don't have a strong website that is properly optimized, it will not appear in Google's Search Results. One of the most likely reasons that your website is not appearing in search results is that it is not crawlable, and therefore cannot be indexed. To fix this issue, it is important to understand how Google crawls and indexes your website to determine rankings on search engine results pages.

Read on to learn the process of how Google crawls and indexes websites and what you can do to improve your google rankings.

Google Search Console

One of the best ways to manage your web presence and Google rankings is with a Google Search Console account. In Google Search Console, you can view analytics, any mobile responsiveness issues that might occur, see the number of website pages that have been crawled and indexed, and you can also submit sitemaps of your website. Google Search Console allows

users to provide detailed instructions about how to crawl and process pages on their website, request a recrawl, or opt out of crawling all together. In your account, you can see if there are any errors on your webpages as well as see the number of indexed pages and the number of non-crawled, omitted pages.

Learn more about **Google Search Console**



Google My Business

Having a Google My Business Listing is another great tool to help Google and it's crawlers know that your website and business are legit and have credible authority. If you don't have a Google My Business listing yet, it is easy to get started! If you already have one, make sure to have it updated with the most updated and recent information for your company. Adding pictures and responding in a timely manner to customer reviews will also help increase your overall authority on the web and therefore boost your rankings.

Learn more about **Google My Business**

Page Titles & Keywords

Utilizing keywords and appropriate page titles is one of the more obvious, well-known tips you can implement to help improve rankings. If you write a blog post and post it to your website, be sure that the title of that page is related to the topic of your blog post. It will help your blog post and the page that it's on be found by crawlers easier and rank better if the topic is clear. Having your page titles listed as H1 headers will also help Google's crawlers find the page and be able to more accurately index it. It is also important to have correct, relevant keywords on your webpages. If your company hosts antique auctions, your website and keywords on your pages should be about antique auctions. It wouldn't make much sense for your website to have keywords related to farm equipment, so be sure to make the overall theme/topic clear and stick with it. **Yoast SEO** is a great WordPress plugin that can be installed on the backend of your website to help you optimize for keywords on each page.

Submit a Sitemap

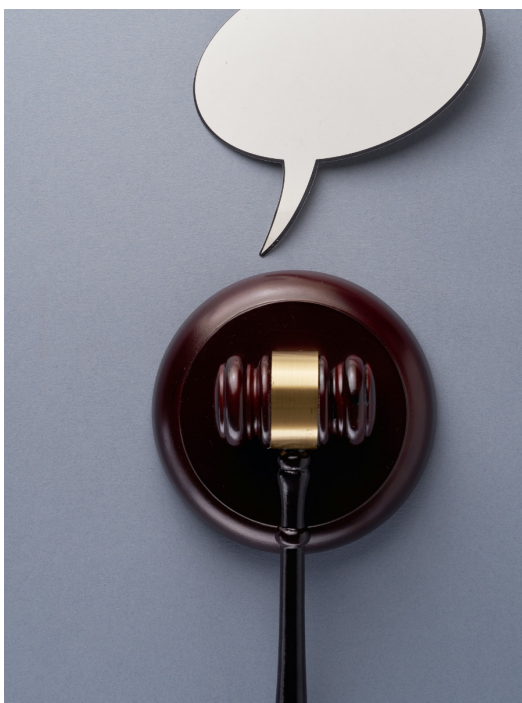
Lastly, another way to help Google index your website is by submitting a sitemap. A sitemap is a file that provides information about the pages, photos, videos, and other files on your website and how they all connect. Sitemaps help search engines like Google how to better crawl your website. A sitemap provides Google with a list of all the pages and files you think are the most important and what to focus on. Sitemaps can also include information about when pages were last updated, how often the page is changed, and if there are any alternate language versions of a page. If your pages are properly linked and optimized, Google is usually good at finding them all. However, if you are unsure or your website is more complex and changes often (i.e.: auction



websites) it is a good idea to submit a new, updated one occasionally.

Learn more about **sitemaps**

If your website pages aren't showing up in Google's search results page, it could be because your website is not optimized for crawlability and it cannot be indexed by Google. Try and implement these ideas and see if it helps improve your site's rankings! Need help or want even more ideas on how to improve Google rankings? Give us a call or **contact us** today to get started!



Auctioneers United- FREE Facebook Help Page

Join our Auctioneers United Facebook group to stay up to date on the latest marketing trends as well as tips and tricks on how to get the most out of the most popular social media platforms! The group is FREE to join and if you don't find the tips helpful, there is no obligation to stay!

Benefits:

- Opportunity to connect and network with fellow auctioneers and auction industry experts
- Learn helpful tips and tricks on how to better market your auctions
- Discover new features about platforms you may already be using!

Join the Auctioneers United Facebook Group!

Ready to improve your website's Google rankings?

GET STARTED

JUST IN CASE YOU MISSED IT!



How to Create Attention Grabbing Graphics in Canva

When you are able to tackle successfully designing social media graphics for your own company or clients, you are able to accomplish many objectives:

- Easily capture your audience's attention
- Effectively share your message
- Engage with your Audience
- Increase leads and conversions
- Improve your Brand experience.

These objectives are crucial for you to successfully demonstrate through your graphics. Competition is tougher than ever on the online world, and it starts learning how to create graphics in Canva.

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How to Get more Engagement on Social Media

In today's world, almost every marketing strategy includes, or should include, social media marketing. If you aren't on social media, you should strongly consider restructuring your marketing strategy to include it – as it is where the majority of businesses reach their customers! If social media marketing is already included in your strategy but you have found that your social stats aren't living up to your expectations – this article is for you! Read on to learn how to get more engagement on social media!

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