



WEB RESOURCES

SEARCH ENGINES

Follow these steps to submit your website to search engines:

1. Learn how search engine submission works and how each search engine determines which sites to list.
2. Research the top-performing search engines and determine which would be the most beneficial for you.
3. Take a look at how you can use pay-per-click advertising to be placed at the top of search engine listings.

Google My Business

An exciting opportunity awaits you at Google My Business. If you haven't already listed your business on Google My Business, you should make it a top priority on your marketing agenda. It's easy, free and loaded with benefits.

Google My Business is a search engine that caters to local business owners and shoppers. With Google My Business you can make sure your business listing is easily found on Google.com and Google Maps, two of the top-used search programs across the globe and just across the street, too!

As a wedding industry professional in your area, the benefits of Google My Business are plentiful. Here are some of the main highlights of including the program in your marketing plan:

- Reach Google users everywhere, but focus on your local shopping audience.
- Initiate and enjoy the reassurance of knowing your business details are accurate and thorough.
- Visit your Google My Business listing any time to edit information or see traffic flow count for your listing.
- Utilize the FREE premium features like photos, videos, customized categorization, and coupons to encourage first-time or repeat purchases.
- Gain insight from public responses, click counts and other information gathered from your listing to make smarter business decisions.

[CLICK HERE](#) to get started on Google My Business.



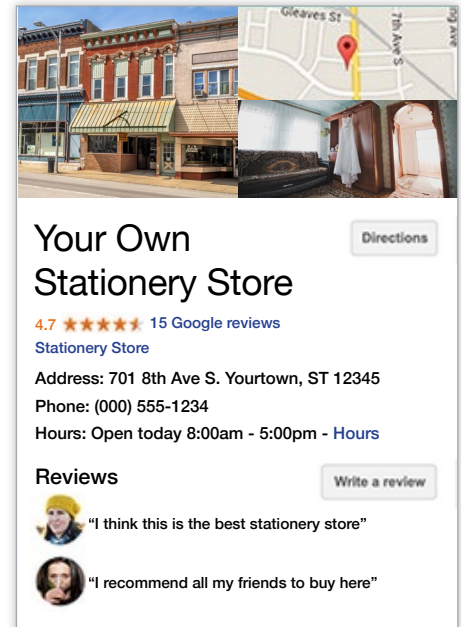
Show people you're open for business

Get your business hours, phone number, and directions on Google Search and Maps — with Google My Business.

1. Make sure your business info is accurate.

When people search for you, does your phone number show up? Is the right address and website listed? Control how you appear on Google Search and Google Maps — for free. Really.

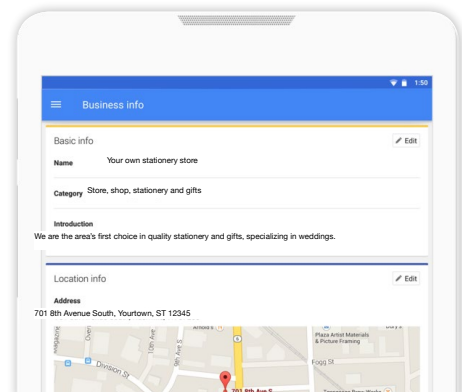
[Find your business >](#)



2. Edit your business info from one place.

Whether you're closing for the holidays or adding a new location, you can edit all your info instantly.

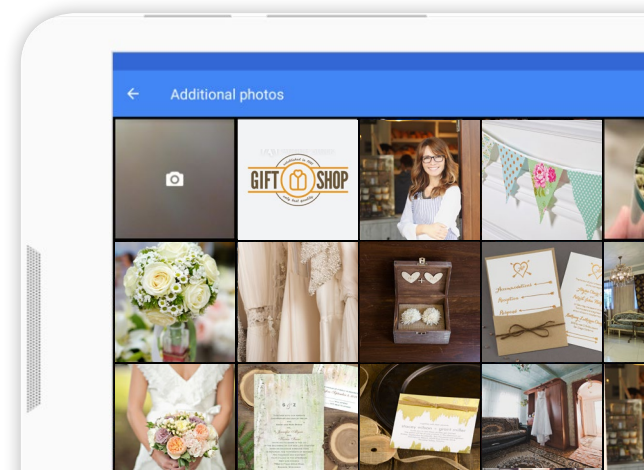
[Learn more >](#)



3. Show what's unique.

Add pictures, respond to reviews, and share what's best about your business.

[Learn more >](#)



Be there when people search for you on Google.

> Your business appears front and center.

Google My Business gets you in front of your customers. You'll stand out, whether people are looking for you on Google Search or Maps.

> Customers see what you're all about

You can set your company's hours, contact info, and more. Customers find the right info, right at their fingertips — and can get in touch with just a click.

> Pictures show what's unique.

Share what's best about your business. Or, take people on a virtual tour and open your doors to customers before they arrive.

> Happy customers do the talking for you.

Show off your rave reviews and let your fans tell their stories to the world.

> Give people a virtual welcome to your business.

Connect with photographers who can help you create a 360-degree virtual tour of your business. Anytime people search for you, they'll be able to see it all up close.

[Learn more >](#)

