

Google-icious 3.0

Michelle Villalobos (vee - ya - LOW - bos)



5 Easy Steps
(That You Can Do In One Afternoon)
to
Own The ENTIRE First Page
of Google Results for
Your Name

*It's not who you know,
it's who knows YOU... and
what Google says about you.
That's your brand.*

Google-icious3.0

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The material presented here was methodically chosen and delivered. Michelle has taken every effort to make sure the facts are accurate and the strategies have the potential to help your in your business. However, like a growing number of experts, she does not present this material as a get rich scheme. There is no guarantee you will be able to successfully apply what other professionals have, neither is there a guarantee that you will create the same kind of financial success that any of the case studies have.

Your success will rely on the degree to which you train yourself in the necessary skill sets and mindset. Michelle stands behind what's possible by creating a personal brand, but any forward-looking or financial statements outlined here are our expectations, results or forecasts. These statements are simply an opinion or experience. As stipulated by law, no future guarantees can be made that you will achieve results or make money from these materials.

"Mark my words, if you want to stay relevant and competitive in the coming years — I don't care if you're in sales, tech, finance, publishing, journalism, event planning, business development, retail, service, you name it — you will still need to develop and grow your personal brand. Everyone — EVERYONE — needs to start thinking of themselves as a brand. It is no longer an option; it is a necessity."

– Gary Vaynerchuk

Your 5-Step Game Plan To Own The ENTIRE First Page Of Google Results For Your Name!

Introduction

STEP 1: Establish Baseline

STEP 2: Set Google Alerts

Step 3: Buy Your URL

Step 4: Prepare Your Description & Get Images/Headshots

Step 5: Claim Profiles

Introduction

My (Former) Career As a “Nobody”

I started my sales and marketing consulting business several years ago after leaving the magazine publishing world. From the beginning I knew I'd have to network to generate business, and early on I had a networking experience that changed the direction of my business—and my life.

I met a “hot” prospect at a chamber networking event who was interested in working with me after we had a great conversation about marketing and sales. Unfortunately, when I caught up with him a few days later, he confessed that he had done some homework. He had “Googled” me and found... nothing at all. That worried him, because he said he wanted to go with someone “more established.”

So I went online and Googled myself. Sure enough, that first page was filled with results for “Michelle Villalobos”—only one of whom was even me. Who knew there were so many people with my name out there? In fact, that only result that was actually mine was from back when I was still in the magazine business.

That situation was a wake-up call. I had work to do.

The Importance of Being a “Somebody”

Fast-forward four years. These days, when you Google my name, you find literally thousands of results for me (and more every day), web search results, image results, video results and more, all of which tell the story of who I am, what I do, and the value I deliver.

Now, most of our leads are generated online — a combination of people meeting me in person then looking me up online, and now even people finding me online before they ever meet me in person!

Getting to this point was no accident. I carefully researched, planned and executed a strategy to raise my profile and build my reputation online. Creating a personal brand online has become an essential component of my in-person networking efforts.

Surprisingly, however, I constantly meet people who (a) don't realize the importance of branding themselves — not their business, but them, the person — and (b) think it's a lot harder to do than it really is.

Google Is The New Resume

If you're actively networking to generate business, chances are the prospects you meet are going to research you online to decide if you're trustworthy, credible and someone with whom they want to work.

So, when people look for you online, what do they see?

When they Google you, friend you on Facebook or look you up on LinkedIn, does what pops up represent you well? Is your personal brand consistent across platforms? Does it tell the right "story" about you?

We've all heard at least one nightmare story of "that girl" who lost her dream job because of that inappropriate photo on Facebook, or of some crazy college night coming back to haunt her... but what about the more subtle damage when your online reputation simply doesn't measure up to what people expect?

The most valuable asset you own in business is your reputation. And these days, your online results are your reputation (or at least a huge chunk of it). From your search results to your Facebook page to the recommendations on your LinkedIn profile, Google is the new resume.

Getting Real About Your Online Brand

It's no longer about what you know, or even about who you know. *It's about who knows YOU — and what they say about you when you're not around. That's your brand.*

Having a strong online presence that represents you well is one of the most crucial strategies you can undertake to supercharge your networking efforts. At the VERY least you must "own" that very first page of Google search results.

The good news is that it's a lot easier than most people think. It's not rocket science, but it does require patience, focus and dedication.

And you're in the right place. I've mapped the first 30 days out for you. Some of these tactics you can complete in a few minutes, and see big results right away. Others take more time, and the benefits may take a few months to reveal themselves. No matter what, I promise you, it will make a big difference.

Step 1

Establish A Baseline

Do a Google search of yourself (type quotes around your name) and see how many results come up. Take a screen shot of your web results, as well as your image results and video results (top left corner of your Google results page). Do this now, before implementing the rest of these strategies, and then again periodically (i.e., every month, quarter, year), to see how far you've come.

Checklist:

- Google yourself with "quotes" around your name to see where you're starting from.
- TAKE A SCREEN SHOT of the results and save it in a new "Personal Brand Management" folder.
- Questions: Are you the only person that comes up?
- Are you competing with a lot of people?
- Look at the content that comes up at the top. Is it aligned with who you are and what you do? With the message that you want the WORLD to see?
- Take a look deeper into the results (click through at least 3 pages deep) to see if there's anything — good or bad — that you're not aware of that could rise to the top over time.
- Click the upper left tab that says "images" to see all the images tagged with your name. What kind of image results come up when people look for you? Anything embarrassing or personal?
- Now check your video results — do you have any? Is it aligned with who you are/ what you're up to?

Step 2

Set Alerts

A Google Alert lets you know anytime Google finds a new result for your name. These days alerts will happen very soon after something gets posted, sometimes even within a few hours!

- Start with an alert for your name. This way you'll be the first to know when Google comes across your name on any websites, for example, in media stories, online reviews, blog posts, even comment boxes on certain sites. This is highly addictive, you'll love seeing how often your name starts to show up on the internet once you implement the tactics here.
- As you become familiar with alerts, you might want to add more — for your brand,

for your competitors, for clients, for industry keywords, etc.

Step 3

Buy Your URL

- ❑ Go buy your URL. What I mean is, go to GoDaddy.com (or about a zillion other options) and purchase www.yourname.com.

For example I own my own “name” URL: www.MichelleVillalobos.com.

You can redirect that URL to point anywhere (i.e., like the “About Me” or “About Us” page of your company website).

If you don’t have a website, for example, you can redirect it to your LinkedIn profile (which we’ll get into in a moment).

So what happens if your name is common, or you share your name with a celebrity? Well, you’ve got your work cut out for you, but it’s not an insurmountable problem. Here’s what you can do:

- ❑ Add a middle initial or middle name. Keep in mind that if you do this, you’ll really need to use it across all platforms — even when you introduce yourself to people and on your business cards. Think Michael J. Fox — he never goes by Michael Fox because the “J” is part of his brand.
- ❑ What about a descriptor or a pseudonym? For example, a colleague of mine, Dr. Mike Woodward, uses “Dr. Woody” professionally. Go ahead — Google him and see how it’s worked.
- ❑ Follow your name with your keywords or coin a term or phrase. For example, if you brand yourself as “Mary Smith, party planning queen,” people may remember those keywords when looking for you online.
- ❑ Brand yourself geographically, if it makes sense. For example, if you’re a real estate agent focused on Miami Beach, FL, use that on everything: “John Meyer, Miami Beach Luxury Real Estate.” Keep in mind if you’re micro-targeting or trying to go bigger.
- ❑ Consider using an alternate spelling of your name. I know someone with a common name who changed his name from “Marco” to “Marko” and he was easily able to take over his name.

Here are some examples of what you can do if your domain is taken:

- YourFullName.com (MichelleVillalobos.com)
- YourFirstName.com (Osmara.com)
- YourLastName.com (Kizorek.com)
- YourNickName.com (MarlyQ.com)

- IamYourName.com
- FirstnameMiddleLastname.com

Keep in mind that if your name is difficult or complex, that can actually be an asset. For example, my last name “Villalobos” causes all sorts of misspellings and mispronunciations. So as part of my branding I use Michelle Villalobos (vee - ya - low - bos) to draw more attention to it — and people remember (even if most mis-pronounce it anyways!)

Step 4

Prepare A Badass Description & Post Images of Yourself

The next step is to develop a SHORT, KEYWORD-RICH STATEMENT to follow your name everywhere online. Start by filling in the blanks below.

1 - Define Your Product/Service

What is my service, product, company, or cause?

What problem do I solve? What demand do I fill?

Why should the target audience care?

What are the typical pain points your target market feels?

2 - Your Unique Selling Proposition

Your USP — Unique Selling Proposition — is exactly that: what makes you UNIQUE and stand out from your competition so you can charge more (and be more profitable). I highly recommend giving this some serious thought and incorporating it into all your marketing online (and off!)

So, what makes you UNIQUE?

If your answer has anything to do with being the lowest priced option in your field, then be aware that you are operating on a VOLUME model, and that is unsustainable unless you plan to become the largest market share operator — and even then it's difficult.

K-Mart, Wal-Mart and Amazon all compete on PRICE and you can see how much competition impacts their profitability. Brands like Apple, Christian Louboutin and Ferrari compete on other levels, like innovation, “caché” and high-end quality.

Assuming that you DON'T want to be the low-cost option, and that you DO want to create branding that drives up your prices, you'll need to do some work on your Unique Selling Proposition.

I'm going off the assumption that you are ALREADY a badass at what you do but perhaps you could communicate that more effectively to your target audience. SO DIG DEEP, be PROUD and tell me why you're the best!!

Ask yourself these questions:

- What is your “edge” over your industry colleagues? / What makes you different?
- What's your “story”?
- How are you qualified?
- What have you accomplished?
- Why do people want YOU to deliver this particular product or service?
- Why do your clients come BACK instead of going with other options?
- What makes you unique?

Write a list of all of the things that make you unique:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Now go back through and CROSS OUT everything that's not unique. For example: “24/7 service”? Not unique. “Top customer care”? Not unique. “A unique, proprietary patented system that we invented to _____”? Now THAT'S unique.

3 - Identify Keywords for Search Engines

Strategically, you'll want to define your brand as narrowly as possible for search engines — and the people using them — to find you. It's better to go narrow and niche rather than broad and undifferentiated. Choose mastery of something specific rather than a wide smattering of different things. For example, “Real Estate agent” is too broad, but Miami Beach South Point luxury condo real estate specialist works really well.

We'll start with identifying some “key words” or keywords. What are the words that will help search engines find you? Example: professional speaker, marketing consultant, corporate trainer, branding strategist, marketing, sales, coach, business, speaker, coach, entrepreneur, thought leadership, Miami, Florida, etc.

So, what are YOUR keywords? Write them below. If you're stuck, ask yourself — what do you want to be top of mind for so people ALWAYS refer you that kind of business?

- Consider your TYPE of business and industry.

- Consider your GEOGRAPHIC area, if any.
- Consider your CORE PRODUCTS and SERVICES.
- Consider your TARGET market. Who is your IDEAL client/customer/opportunity source?

If you want to take this work to the next level, consider doing some Keyword Research through Google Analytics to hone in on more and even better keywords, based on search traffic and what competitors are bidding on.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Here are some examples of MY keywords / phrases, to give you an idea:

<u>Personal Branding / Personal Branding Speaker</u>	<u>Women’s Empowerment Speaker</u>
<u>Business Coach</u>	<u>Business Model</u>
<u>Personal Brand Strategist</u>	<u>Event Speaker</u>
<u>Podcast Host</u>	<u>Women’s Speaker</u>
<u>Entrepreneur</u>	<u>Business Retreats</u>

Once you have these words, start putting them everywhere you can online. For example, whenever you upload a video to YouTube, make sure to put these words as “tags.” Lots of different places ask for tags; don’t leave these boxes – which are opportunities for exposure – empty.

4. Create A Keyword-Rich Title / Positioning Statement

Once you’re clear about your key words, you’ll want to work them into a keyword-rich statement that describes you and you can put all over the internet.

Example: “Michelle Villalobos (AKA: The Superstar Activator] is the creator of The Superstar Business Model, Host of the “Awaken Your Inner Superstar Podcast” and author of “Retreats to Riches.” She is a professional speaker, personal brand strategist, and business coach who helps “Superstars” (i.e., thought leaders, game changers and entrepreneurs) grow their impact-driven businesses by building their brand and optimizing their business model. Michelle is often found wowing the crowd at women’s empowerment and entrepreneur events.”

You’ll be using this A LOT. Hint: if you can use the words ONLY or UNIQUE in your USP, then you’ve really got something that’s YOURS!

Once you've got it down, put it on your business card, make it your mantra! Teach it to friends, relatives & clients, so they can refer you business.

Example (I've highlighted all my **keywords** so you can see how I incorporated them, without sounding weird:)

"Michelle Villalobos (AKA: The Superstar Activator) is the creator of The Superstar Business Model, Host of the "Awaken Your Inner Superstar Podcast" and Author of "Retreats to Riches." She is a professional speaker, personal brand strategist, and business coach who helps "Superstars" (i.e., thought leaders, game changers and entrepreneurs) grow their impact-driven businesses, by building their brand and optimizing their business model. Michelle is often found wowing the crowd at women's empowerment and entrepreneur events."

6. Get Amazing Images of Yourself

Within the first 3 seconds of seeing us, people already form an opinion about us. And these days, with so much business conducted online, our online image is as important as our in-person one.

Having a great, professional portrait is fundamental, especially if you're trying to brand yourself as an expert in your field. All experts have professional portraits. It's even better if your image makes it clear what you do.

Social media like Facebook, LinkedIn, Twitter and email marketing are the cornerstone of your online image. If you're in sales, marketing, PR (especially if you're self-employed) you can't afford NOT to be using these tools.

But there's a lot more to it than social media...

These days, prospects and clients are likely to Google you and see your online presence before they ever meet you in person! Some people are even saying that "Google is the new resume" because even if you do meet someone in person, chances are they'll google you if they're interested in learning more.

Checklist For a GREAT Head Shot to Boost Your Online Presence

- Use a current photo. A photo that looks old screams "stuck in the past." Not only is it unprofessional, but you're missing the opportunity to keep your brand as current and as relevant as you are. Even if you were more "beautiful" 10 years ago, chances are these last 10 years have given you experience, character and depth. Don't hide that.
- Hire a professional. Go find a real photographer to shoot you. It doesn't cost as much as you think — you can often find a good photographer for under \$100. But be careful — negotiate at the outset for them to give you the entire CD of images. Also see if they'll retouch one or two photos for you once you've decided what you want to use.
- Bring 3-5 different outfits. Use a color scheme that "fits" with your personality, and stay away from small prints and "busy" patterns. Also, stay away from white, particularly if you are pale.

- ❑ Try several poses — and choose the “right one” in the editing process. Your pose should be right for your brand. No generic, cheezy glamour shots! Your picture should reflect who you are and, if possible, what you do. If you're a woman, consider avoiding the ever-popular "head tilt." It can diminish your credibility, particularly if you're in a male-dominated field. This isn't a hard and fast rule, just something to be aware of, so you're intentional about the message you're sending.
- ❑ Make eye contact. While some situations/personal brands require something different, by and large, making eye contact engenders trust. And we all know trust is the basis of every relationship — business or otherwise.
- ❑ Do at least one setup with a white or contrasting color background. Shooting against a white or contrasting color background allows us to create a "silhouetted" photo that can be placed against any color background. That's GREAT for the web and for getting creative with things like your business card or email signature. Note the picture at the beginning of this document — that's just a shot on a white background that we sent to a guy on [fiverr.com](https://www.fiverr.com) to silhouette for 5\$! (Actually, he does 10 pics for 5\$ and his username is akilathisum, in case you want to look him up ;)
- ❑ Be authentic and show personality! Just because you're getting a professional headshot, doesn't mean that the photo has to be generic, stiff or boring. In fact, social media IS about being "social", so the more attractive and fun your photo — while being professional — the better!
- ❑ Use props. Try to capture what you do somehow, perhaps by using props. We've used everything from signs, to flip charts, to sharpies to champagne bottles, depending on the industry. Be careful you don't cross the line into "cheeze" territory!
- ❑ Edit when your DONE shooting, not DURING the shoot. When you do a photo shoot, be open-minded, try everything. You can always trash the photos later. The creative process and the editing process are opposites, don't confuse them! One requires open-mindedness, the other critical thinking. Example: During Michelle's first big photo shoot she pulled out that handful of Sharpies and played around. There were about 100 bad pictures, and one magical one, which didn't become obvious until much later.
- ❑ Post your head shot EVERYWHERE... and tag with your full name. Because of the way Google works, the more places you post your picture (make sure your pics all have your full name as the title (i.e., michelle-villalobos-superstar-activator-speaker.jpg), the more you'll start to "own" your name and keywords. Go back to all those profiles you filled out in Week 1 to stake your claim, and now drop in you headshot. It's not necessary to use the SAME photo in all profiles, but at least use consistent photos that tell the same “story” across platforms.
- ❑ Be consistent... across platforms. Even if you use different photos for different purposes, they all need to be high-quality, attractive and they need to accurately align with the most important brand in the world: yours.

Step 5

Post Everywhere!

Now that you've defined your brand, you need to go "claim" real estate everywhere you can so that the search engines "see" you and include you in search results. Certain places get "crawled" by Google more often and more intensely than others; you'll want to start with those. Be sure to make the profiles public.

It could take anywhere from a few days to a few months for them all to start popping up high on your Google results. All-in-all: own your name everywhere you can, on all big social media sites — even if you don't plan to use them — so no one else can claim them.

- [LinkedIn.com](https://www.linkedin.com) - be sure that you fully flesh-out your profile here and that you review it often because LinkedIn is often the very first result for most people. Getting people to recommend you here is crucial, aim for at least 25. Keep in mind that the "Professional Headline" gets crawled, so put a phrase that really describes what you do, rather than simply "CEO, ABC, Inc." For example: *"Michelle Villalobos - Professional Speaker, Personal Brand Strategist & Business Coach for Speakers, Authors & Entrepreneurs."*
- Google Profiles - obviously Google crawls its own content, so this is an easy way to get a quick result. Fill yours out at: www.Profiles.Google.com.
- Google Maps - If you have a physical location, this is a great way to generate visibility. Go to www.google.com/maps and follow the directions to "add a listing." Then ask clients and friends to post reviews. Hint: it's better if the reviews happen over time, rather than all at once.
- [ZoomInfo.com](https://www.ZoomInfo.com) - ZoomInfo gathers info about people from all over the Internet, and often has erroneous information. You can look yourself up then "claim" and correct your profile.
- [YouTube.com](https://www.YouTube.com) - Eventually you'll probably want to post video content because guess what? YouTube is the second most popular search engine after Google. Plan ahead by claiming your profile now.
- [Flickr.com](https://www.Flickr.com) - Flickr is for posting photos. If you upload photos and tag them with your name, you'll get a search result for each photo you post. Here's a trick: Michelle exports all her slideshows as images, then tags each one with her name — voila! several results within a few days.
- [Twitter.com](https://www.Twitter.com) - Even if you do not plan to use Twitter, it can be helpful to set up the profile and seed it with 10 or so tweets that are relevant to you and your brand. Not only does each post provide yet another search result, it looks good to see 10 good, relevant tweets when people click into your profile.

- [Slideshare.com](http://slideshare.com) - Slideshare is especially useful for those of us who do speaking engagements or consult. If you fill out this profile, post at least one slideshow that educates people about your field (not a sales pitch or a sales presentation as these won't get much traction). Michelle posts all of her slideshows here and has gotten thousands of views and downloads that have delivered speaking leads. Cool bonus: both LinkedIn and Facebook have plug-ins so you can feed your slideshows into them — this is a great feature to help your slideshows “go viral.”

By setting up all these profiles, you should at least be able to take over the very first page – at least 10 – results for your name. Boom!! Superstar!!

Design An Email Signature That Stands Out!

What does your email signature say about you? Does it make you look big, important and accomplished? Does it drive traffic where you want people to go? Does it help you promote projects or initiatives? Here's mine:



Michelle Villalobos (vee - ya - low - bos)

The "Superstar Activator" & Creator of [The Superstar Business Breakthrough 3-Day Retreat](#)

Listen & Subscribe to the Podcast on iTunes:

www.TheSuperstarPodcast.com

What Is A Superstar?

Everyone has unique and magical talents they can activate in service of a greater purpose; a "Superstar" is someone whose talents are to awaken, enlighten or educate others -- particularly through speaking, coaching, writing and thought leadership. Are you one of us? [Join the conversation on Facebook!](#)

Let's Connect!!

Main phone: (888) 531-3830

Website: www.SuperstarActivator.com

Your **turn**. Develop an email signature that is uniquely yours, that people will remember, and that takes advantage of the opportunity to get contacts to take the action YOU want.

More Things I Recommend:

- Get a BADASS business card
- Build a "Home Base" – a website for YOU that is your central place for everything you do

- Post videos on YouTube, i.e., 1-minute YouTube “how-to” videos
- Gather case studies and testimonials & post wherever you have a presence
- Gather any awards, media or appearances
- Gather media logos of places you've appeared and place visibly on your home page/landing page
- Create a Free offer to capture visitor email address so you can communicate with them on a regular basis – make it short, sweet and ultra juicy, something JUICY that your target WANTS. Other ideas: QuickStart PDF, short audio recording, access to a video, etc.
- Blog to keep fresh content and keywords driving traffic to your site
- Develop an email marketing campaign – you MUST be communicating with your tribe regularly to stay top of mind!

Parting Words

Want More? Consider coming to an Event or 3-day Retreat!

If you're interested in really digging in and creating a strategic brand that draws attention, interest and SALES, then you need to continue the work you started here and take it to the next level.

If you're curious about our upcoming live and virtual events, visit www.SuperstarActivator.com and scroll down to “Upcoming Events.”

And if you're interested in working with me and my team to build YOUR Superstar brand and business in one of our live or virtual intensives, you can either:

- Book a call with one of our program specialists here to discover what may be a fit for you. www.SuperstarDiscoveryCall.com, or
- Reach out to via email to michelle@superstaractivator.com and let me know how you think we may be able to help you.

In the meantime, consider joining our Facebook group (search for “Superstars Align”), where you can engage and ask questions of me and of our community.

I look forward to hearing from you!!

Warm regards,
Michelle

