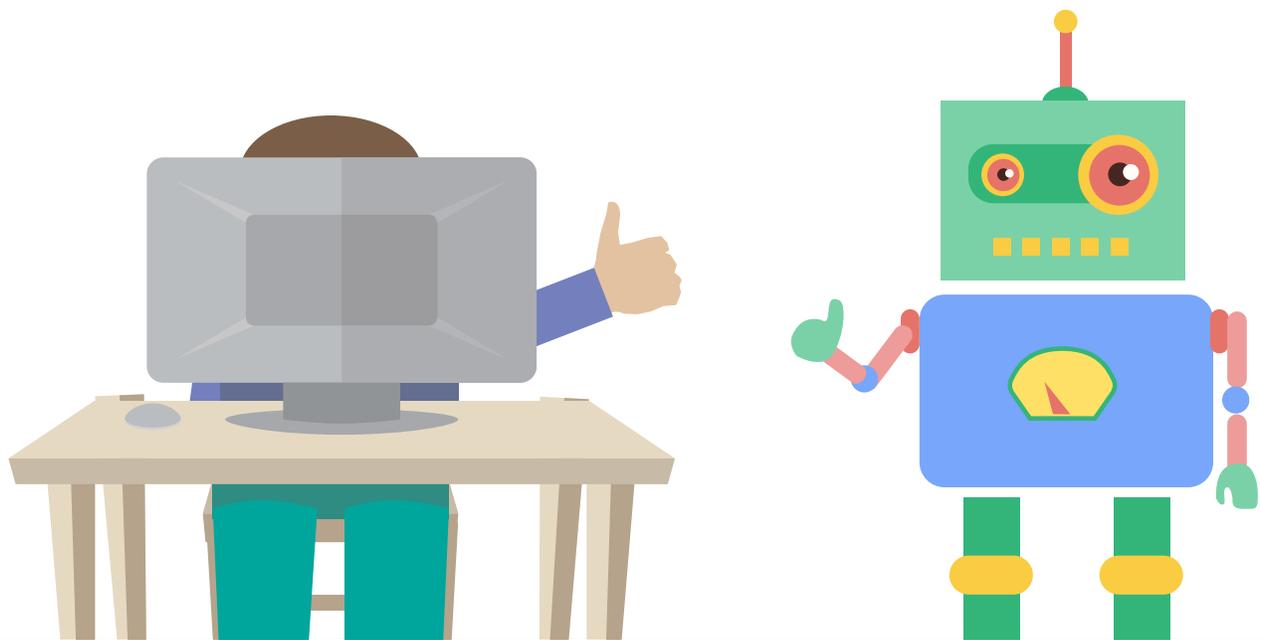


Search Engine Marketing for Your Funeral Home



Funeral Home To-Do List

Google My Business

Claim your Google My Business page. Start at google.com/business.

- Verify your listing.
- Select the proper category.
- Write a long, well-written description. Use this section to share what is unique about your funeral home. Remember, you can include a link!
- Match the NAP (Name, Address, Phone) exactly to your website.
- Upload a user image to use as an effective cover image.
- Upload multiple photos of your funeral home.
- Gather reviews from your families.
- Input business hour information.

PRO-TIP

Indicate that you serve families at your business address. If that option is not checked, your complete address will not be displayed on Google. Your business hours should tell users when you are able to receive families at your business address.

If you're worried that families won't know they can call any time, let them know in your description.

Local Directories

Be sure to submit or update your listing in local directories. Go through the following steps for each listing you find.

- Remove duplicate listings (if applicable).
- Match your NAP exactly with your website and Google My Business page.
- Include a link back to your website.
- Add all business information into each directory (copy and paste).

PRO-TIP

Try Moz Local (moz.com/local) - it's a freemium service, but super useful for editing local directories all in one place.

Popular free directories include:

- Yellow Pages
- Yahoo Local
- City Search
- Yelp
- Best of the Web Local

Social Media

Create LinkedIn, Facebook and Twitter profiles for your funeral home.

- Link to your social media accounts on your website.
- Add your website URL on your social media profiles.
- List your NAP wherever possible.
- Upload a photo of your funeral home or funeral home logo as your profile picture.

PRO-TIP

Try to find a username that is available on all social media platforms. Consistency is key- this will help families recognize your funeral home.

Having social media accounts and linking them to your website is great, but make sure you utilize them. Come up with a plan and create posts! Social media is a great way to interact with your community.

Evaluate Your Site

There are many free tools online that can show you how your website performs. We share our favorite two below. After running these reports, send them to your website provider and see what they can do for you.

Woorank

How does Google see your website? See how your site ranks for SEO on a scale from 1-100 and discover specific areas to improve.

Google PageSpeed Insights

Get feedback directly from Google. See how quickly your site loads, how it renders on mobile and get a grade for overall user experience.

PRO-TIP

Include your City and State in the Title Tag, Heading 1 and Content when applicable. Make sure your NAP is consistent and present on the pages of your site.

The **Free Search Engine Marketing Series**
is available online at
new.legacy.com/search-engine-marketing/

For more resources, visit the Funeral Home Resource Center at
new.legacy.com.