

# Online link building & SEO

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**Using our in-house expertise, we've developed this guide to marketing your facilities & increasing your visibility on the web. These are all free options, making the most of community & sports listing sites. All it takes is a little time to complete & verify the listings.**

## **1. Register on Google Places - <https://www.google.co.uk/business>**

Most people search online or 'Google' for information or a specific service. Registering with Google places ensures that your business can be found on Google.com & Google maps. This is a link to a YouTube video which takes you through the importance of getting listed on Google Places.

<https://www.youtube.com/watch?v=YIEnHZoqCCK>

Remember: Get your customers to leave you a review on your listing. When you email them, include the link to your Places listing. The more reviews, the more that Google will take you seriously.

## **2. Natural editorial website links**

Set up a link to your BookingsPlus lettings website within the editorial of other sites e.g. your own school website or local authority. Also linking your lettings website from your clients websites. A reciprocal arrangement could then be in place on your website using the BookingsPlus What's On or Adverts feature to publicise their events held at your venue.

## **3. Set up Social Media platforms for your venue**

Publicise your venue to your local community with social media platforms. You can use these to infiltrate local events pages to get your venue noticed. This will help to garner new business online & help build a community for your hirers.

Facebook pages - <https://www.facebook.com/business/pages>

Twitter - <https://help.twitter.com/en/using-twitter/create-twitter-account>

Pinterest - <https://help.pinterest.com/en-gb/article/get-a-pinterest-account>

Instagram - <https://help.instagram.com/155940534568753>

LinkedIn - <https://www.linkedin.com/help/linkedin/answer/112133/how-do-i-create-a-good-linkedin-profile-?lang=en>

### **Like or follow our Social Media pages:**

We will like or follow you back and help share your venue's updates to our online community.

Facebook:

<https://www.facebook.com/BookingsPlus> - online lettings software

<https://www.facebook.com/BookingsGuru/> - our lettings admin & marketing service

Twitter:

<https://twitter.com/BookingsPlus>

[https://twitter.com/Bookings\\_Guru](https://twitter.com/Bookings_Guru)

#### **4. Link building with local directory & listing sites**

For search engines 'Links' (your website address appearing on other websites) are like streets between pages. They're not everything, but the latest thoughts from SEO companies are that a large portion of the engines' algorithms are linked to these factors.

Listed below are the most common listing sites that we use:

<http://cylex-uk.co.uk> - Local listing search

<http://hall-for-hire.co.uk> - Hall hire listings directory

<http://hallshire.com> - Hall hire listings directory

<https://www.thomsonlocal.com/> - Thomson local online

<http://yell.com> - Yellow Pages online

<https://www.192.com/> - Business directory listings

<https://www.schoolandcollegelistings.com/> - Find local schools & colleges

<https://uk.locale.online/> - Location & event listings

<https://www.scoot.co.uk/> - Business finder

Additional local free directories where listings can be made can be sourced by putting in a search engine:

'Business Listings.... (area where you are)'

'Free Listings....'

'What's On.....'

'Community Listings.....'

**Tip:** Keep usernames and passwords the same for each listing & store them safely. With many of the sites you will receive a verification email before your listing is live.

#### **5. Update your BookingsPlus lettings website**

We would also stress the importance of keeping your website up to date. If a member of the public sees an advert on the website for last Christmas they will understandably assume the rest of the information may not be up to date or accurate as well. Fresh new content will also help get your website further up Google's rankings and ensure more search results include your venue. A great way to do this is with a Blog - on our website templates you can add a Blog tab and post regular updates to your community.

Another way to get your Website to the top of Google is using your Meta Data. You will notice these in your Edit Website section via the Manage tab. This pulls in key words that potential clients may type into Google and help them to find your Homepage. When we create your venue for you these will be prefilled but they can be tweaked by yourselves as needed.

See our separate article on [Website Optimisation](#)

**If you do need any additional support with marketing, our team are happy to discuss your requirements. Just give us a call.**

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