

Enhance Your Profile Page

To increase your ClearlyRated profile page visibility for organic search results, reinforce the association between your company and your ClearlyRated location page(s). This helps search engines (e.g. Google & Bing) understand the significance of the relationship between all your company's online pages with the ultimate goal to enhance your ranking potential on search engine results pages.

1. Place your ClearlyRated profile page link on your website.

Ideally, this link should be placed on **one optimized page** on your website. A few recommended options are to put your profile page link on an About, Reviews/Testimonials, Awards or a Contact page. If your firm has multiple locations (each with it's own ClearlyRated profile page), it's best to put your ClearlyRated profile link on each location's unique page on your company's website. To gain the most benefit from your ClearlyRated profile page, it's recommended to include topically relevant content on your website's page with the link.

Additionally, optimize the page content and [link anchor text](#) with non-branded targeted terms. Here are some examples listed below and highlighted in red is the anchor text to link your ClearlyRated profile page.

- Our clients have spoken and you can view **our client ratings and testimonials** for our office in Portland, OR.
- Our **client ratings and testimonials** speak for themselves, check out what our clients in Portland, OR are saying about us.
- **Client satisfaction** is most important to us! You can review our **client ratings and testimonials** for our office in Portland, OR.

2. Using social media is another way to associate your ClearlyRated profile page with your brand. Many social networks (e.g. LinkedIn, Twitter, Facebook, etc.) allow links to be placed in the 'About' section and many 3rd party directories (e.g. Yelp, Glassdoor) include a 'Links' section for associated brand URLs. This is a perfect place to include your ClearlyRated profile link. Lastly, you may also feature the link in a social post. Social posts provide natural backlink opportunities and allow for engagement and sharing for potentially even greater reach and visibility.

SEO Pro Tips:

1. Create Google Business, Facebook, and Yelp pages for *each* of your locations.
2. Display a consistent brand name across all your websites, social media profiles and ClearlyRated profile page. Here is an example of what *not* to do - ABC Corp, ABC Co, ABC, ABC LLC. Pick one way to write your company name and stick with it across all online platforms.