



AMERICA OUTDOORS

Local SEO for Outfitters



What we will cover



What is Local SEO?



Local SEO Ranking Factors



Search Engine Business Listings Optimization



Organizing Your Business Info



Citations & NAP Consistency



Gathering, Correcting & Building New Citations



Reviews



Local On-Page SEO



Link Building



What is *Local SEO*?

Local SEO

What Is Local SEO?

Local SEO is the process of optimizing your website and online properties so you can be found in localized searches.

Whether you're a local service-based business, you have a brick and mortar store, or even serve multiple areas (like a chain or franchise), this workshop is for you!

We'll walk you through local ranking factors, how to optimize your website to rank highly and how to show up in the map pack.



Quest Expeditions Ocoee River Whitewater

4.9 ★★★★★ (217) · Raft trip outfitter

281 US-64

Closes soon · 6PM



Outland Expeditions Ocoee River Rafting

4.9 ★★★★★ (586) · Raft trip outfitter

6501 Waterlevel Hwy



Cherokee Rafting

4.9 ★★★★★ (164) · Raft trip outfitter

869 US-64

Closes soon · 5:30PM

🌐 Their website mentions **white water rafting**



Local Listings vs. Organic Listings

Why Are Local Search Results Important?

- ❑ Opportunity to multiple placements on the First Page
- ❑ Local listings are shown above organic results
- ❑ Local listings have higher click through rates
- Have visual characteristics that stick more than PPC and organic results
- ❑ Large percentage of searches have local intent

Google

grand canyon river rafting

All Images Videos News Shopping More Settings Tools

About 4,690,000 results (0.93 seconds)


OARS Whitewater Rafting | Grand Canyon Rafting With OARS
www.oars.com/ • (877) 892-5403
Experience Grand Canyon's World-Class Whitewater & Stunning Hikes With Top Guides. The Trip Of A Lifetime. Multi-Day Trips Starting At \$2440. See Our Trip Options Now. Call Support Available. Request Free Catalog. Type...

View All Adventures
Check Out All Our Adventures!
Sort By Location or Duration.

Day Trips
View Our 1/2 Day or 1 Day Trips.
Rafting, Kayaking, Guided Tours.

Wilderness River Adventures | Grand Canyon River Rafting
www.riveradventures.com/ •
Create Your Own Adventure. Experienced Guides Available. Sign-Up For Email. Authorized Concessioner. Highlights: Providing Lifetime White Water Rafting Experience, Offering Motor-Powered Rafting Trips.
Grand Canyon River Trips · Glen Canyon Float Trip · Cataract Canyon River

Grand Canyon River Rafting | An Adventure Of A Lifetime
www.hatchriverexpeditions.com/ • (800) 856-8966
Join Us As We Explore Grand Canyon On An Incredible 7 Day Journey. Call Us Today. Beautiful Sights. Unforgettable Adventures. Over 80+ Years Experience. Private And Group Trips. Experienced Guides. Family Owned I...
Book Your Trip Today · Read Our Reviews · Request A Free Catalog · See O...
4 Day Upper Grand Canyon - from \$1,375.00 - Limited Availability · More +



Rating ▾ Hours ▾ Your past visits ▾

Grand Canyon Whitewater
5.0 ★★★★★ (103) · Raft trip outfitter
Flagstaff, AZ
Closes soon · 4PM

Wilderness River Adventures
4.8 ★★★★★ (236) · Raft trip outfitter
Page, AZ
Their website mentions grand canyon white water rafting

Hualapai River Runners
4.4 ★★★★★ (32) · Raft trip outfitter
Peach Springs, AZ
"they gave a unique perspective on the Grand Canyon and the river ..."

[More places](#)

People also ask

How much does a Grand Canyon rafting trip cost? ▾

Is there rafting in the Grand Canyon? ▾

How long does it take to raft the Grand Canyon? ▾

What shoes do you wear for river rafting? ▾

[Feedback](#)

Grand Canyon rafting

Raft 188 miles of the Colorado River from Lees Ferry to Whitmore Wash on the 6 or 7 Day Grand Canyon rafting trip. Explore the lower 100 miles of the Colorado River on the 3 or 4 Day Grand Canyon trips.


Grand Canyon Rafting Trips - Western River Expeditions
<https://www.westernriver.com/grand-canyon-rafting>


Age limit ▾


Gear list ▾


Rain gear ▾


People also search for View 3+ more

 White water rafting Las Vegas

 Havasu Falls rafting

 Grand Canyon National Park rafting

 Horseshoe Bend rafting

 White water rafting Yellowstone

[Feedback](#)

[Grand Canyon Rafting Experience | Colorado River White ...](#)



Local SEO Ranking Factors

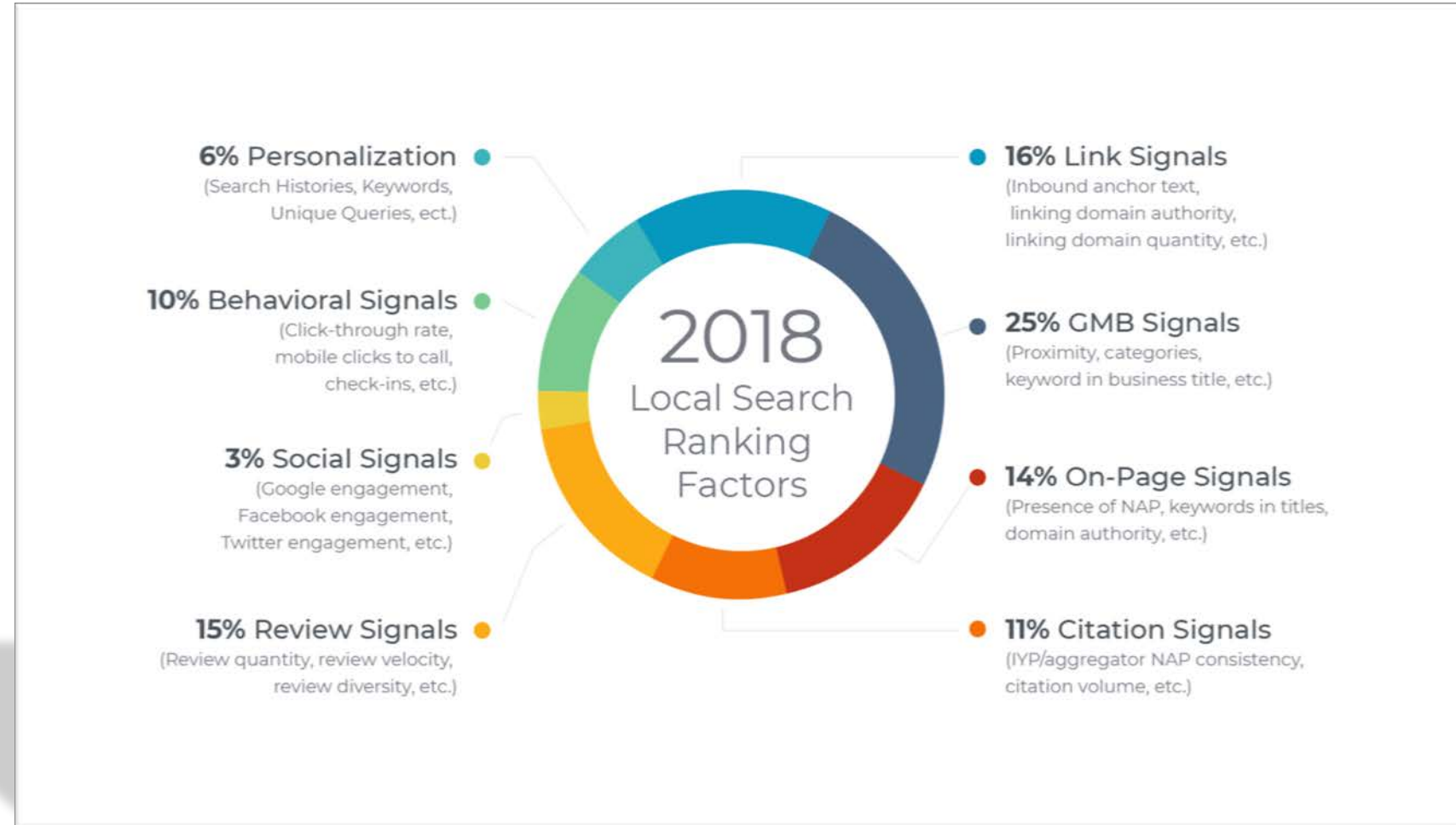
Over 50 Factors Effect Local Rankings

moz.com/local-search-ranking-factors

Huge growth in Google My Business

Google has been adding features to GMB at an accelerated rate. These features are creating shifts in the importance of factors that are driving local search today. This year has seen the most explosive growth in GMB specific factors in the history of the survey. GMB signals now make up 25% the local pack/finder pie chart.

GMB-specific features like Google Posts, Google Q&A, and image/video uploads are frequently mentioned as ranking drivers in the commentary. Many businesses are not yet investing in these aspects of local search, so these features are currently a competitive advantage. You should get on these before everyone is doing it.



5 Major Factors To Focus On

1 Search Engine Business Listings Optimization

4 Off-page Optimization

3 Local On-Page Optimization

2 Citations & NAP Consistency

5 Reviews



Search Engine Business Listings



The Ultimate Citations

➤ *Google My Business*
<https://www.google.com/business/>

➤ *Bing Places for Business*
<https://www.bingplaces.com/>

Top 5 Quality Guidelines

1. Don't include keywords, geographical wording, and / or stores codes in your business name.
2. Select the category that is most appropriate for your business
3. Never use a tracking phone line in your listings
4. Business name should stay the same for multiple locations
5. Avoid creating duplicate search engine business listings

GMB Optimization Tips

✓ Business Description

Google allows 750 characters for the business description, but only 250 characters will show up in the short versions when display space is limited. Be sure to write a compelling description in the first 250 words that can stand on its own. But also use the remaining space to create a longer description if you feel that it can help.

✓ Add Photos & Videos Regularly

According to Google, businesses with photos see 35% more clicks to their website and 42% more requests for directions. Add a variety of photos that represent your business. Here are some ideas to consider:

- Photos of the exterior of your business
- Photos of the interior of your business
- Photos of your most popular products / services
- Photos of happy customers enjoying your products / services
- Photos of your team or employees

✓ Engage With The Community

Google Posts, Q&A, Reviews and Messaging are other ways that you can engage with users. Google will increase their focus on behavioral signals for rankings. What better way is there to assess the real-world popularity of a business than by using signals sent by people in the real world.





Organizing Your Business Info



Gather Your Business Info

- Business Name
- Address
- Phone Number
- Website URL
- Email Address
- Description
- Hours
- Payments Accepted
- Social Media Page URLs
- Photos & Videos
- Services
- Brands
- Virtual Tours
- Holiday Schedules

Business Name

A	B	C	D	E	
Business Name		Suggested Coloring Legend			
Description	See Cell Notes	Citation Setup Complete			
Category		Incorrect Citation Data			
Address		Submitted Waiting Confirmation			
City / State		Citation Requires Payment			
Zip					
Phone Number					
Website					
Email					
Citation Email					
Citation Password					
Major Data Aggregators					
Citation Name	Status	Username	Password	Live Citation URL	Notes
http://www.expressupdate.com					
https://www.neustarlocaleze.biz					
http://www.acxiom.com/					
http://www.factual.com/					
General Listings					
Citation Name	Status	Username	Password	Live Citation URL	Notes
www.google.com/business					
2findlocal.com					
a2zyp.com					
allpages.com					
angieslist.com					
b2byellowpages.com					
bbb.org					
brownbook.net					
chamberofcommerce.com					
city-data.com					
citysearch.com					
citysquares.com					
cmac.ws					

https://bit.ly/2QRr9r8

https://bit.ly/2QRr9r8

Citation Tracking - Google

https://drive.google.com/drive/folders/OB1jumYRxBdIEZ1pIZIAOZU1ha1E

Google

Search Drive

Drive

My Drive > Citation Tracking

AZ

i

NEW

My Drive

Shared with me

Google Photos

Recent

Starred

Trash

90 GB of 102 GB used

Upgrade storage

Get Drive for Mac

Images

Logos

Videos

My Citation Tracker



Citations & NAP Consistency



What Is A Citation?

A citation is any mention of a business name, address, and phone number on an external website. (NAP)

The foundation of listing accuracy is growing beyond just NAP to NAPWCHD accuracy. NAPWCHD stands for name, address, phone number, website, category, hours of operation, and description.

Having correct NAP data ensures that not only will consumers find your business online, but they will also have accurate, up-to-date information on how to contact you.

NAP data is also important for search engines like Google to display your business in geo-targeted searches. If someone is searching for "best mountain biking trails" in NW Arkansas, the local outfitters with the correct NAP data will appear.



Two Types of Citations

1. Structured Citations

- Found in business sites like Yelp, Foursquare and BBB

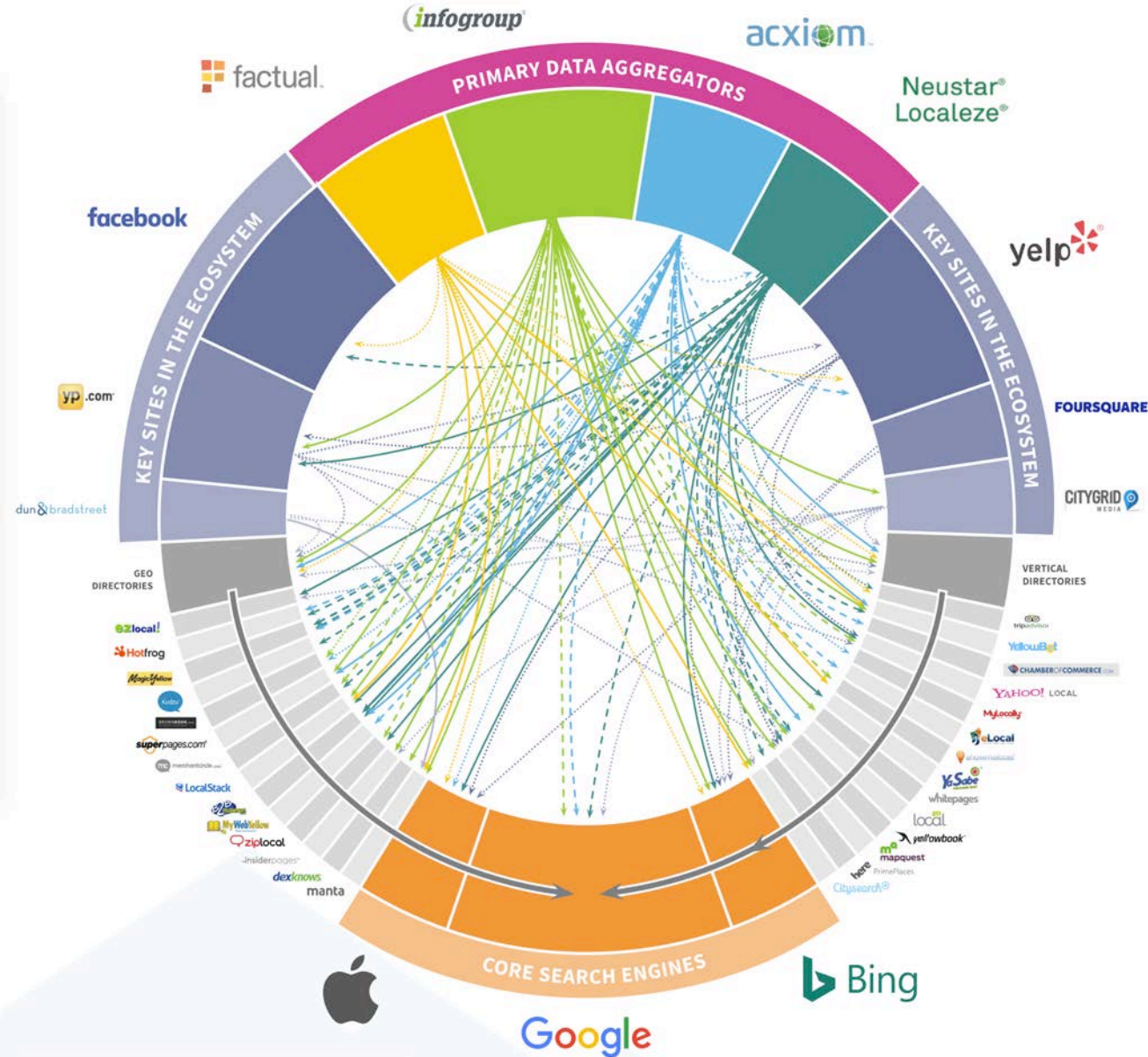
2. Unstructured Citations

- Found on blogs, newspaper websites, event listing websites, government websites and many more.



The Local Search Ecosystem

- Confirmed Relationship
- - - - - Likely Relationship
- Unconfirmed Relationship



Structured Citations have a nested hierarchy throughout the web.

Four Main Data Aggregators

Infogroup, Acxiom, Localeze and Factual. This group supplies citation data to many other structured citation sources like Yelp & Yellowpages.com.

The fan out of this data is always changing and is almost impossible to track. Remember the 4 main providers at the top and you'll be fine.



Why Are Citations Important?

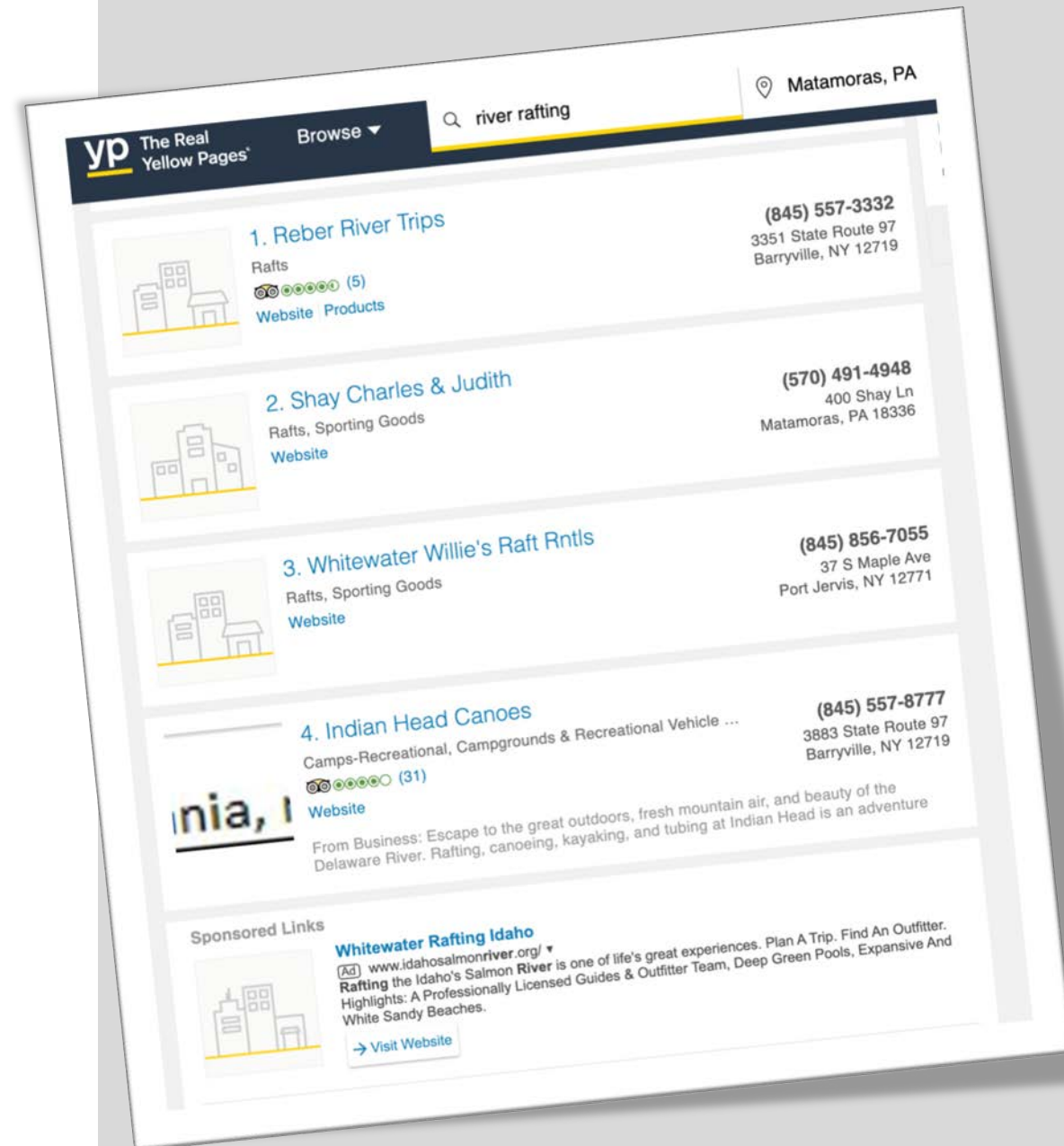
1. Search engines use them to get a better understanding of local businesses
2. Search engines put more trust into a local business with a robust profile of citations across the web
3. Citation signals account for over 11% of the ranking factors for local search

Quality Citation Source Checks

Not all citation sources are created equal.

- **Relevancy:** How relevant is the citation source to your geographic location or your industry?
- **Authority:** How authoritative is the website?

Domain Authority is a score on a 100 point scale that predicts how likely a site is to rank. The closer a domain is to 100 the better.



Domain Authority is a score on a 100 point scale that predicts how likely a site is to rank. The closer a domain is to 100 the better.

<https://websiteseochecker.com/domain-authority-checker/>

Moz Website Authority				
URL	<u>DA</u>	<u>PA</u>	<u>TB</u>	<u>QB</u>
angieslist.com	85	64	97,244	69,558
bbb.org	91	69	101,174	73,280
yelp.com	93	76	1,061,654	864,363

Domain Authority Checker

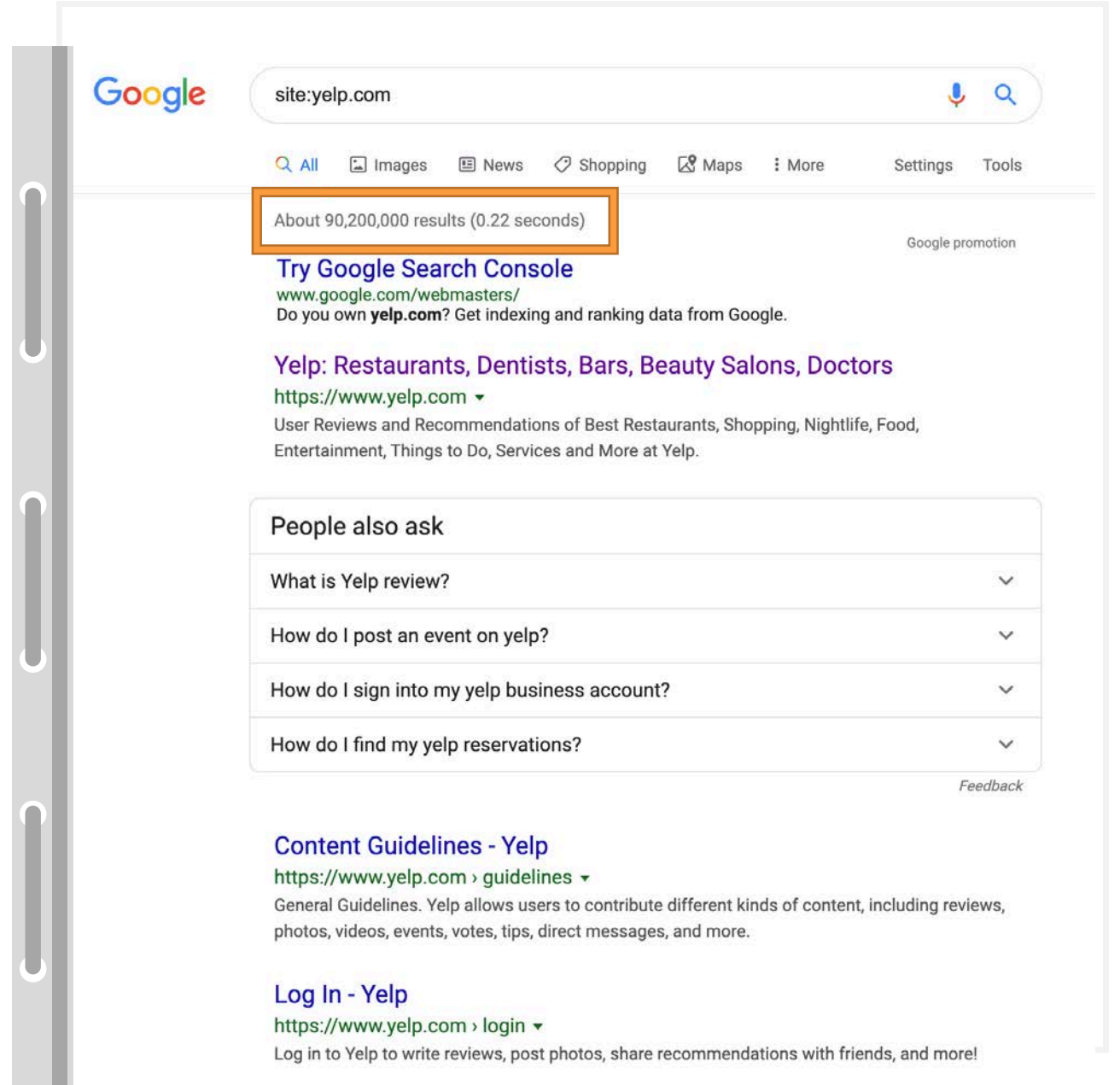
DA is short for Domain Authority and you can see I checked the DA of Angie's List, BBB and Yelp.

How many pages of the site are indexed in Google?

Simply type "site:" and the domain of any site you want to check.

In the case of Yelp, you can see that Google has indexed over 90 million pages!

The higher number of pages indexed, the more authoritative the site.



The screenshot shows a Google search interface. The search bar contains the text "site:yelp.com". Below the search bar, the results are displayed. A box highlights the text "About 90,200,000 results (0.22 seconds)". Below this, there are several links and snippets, including "Try Google Search Console", "Yelp: Restaurants, Dentists, Bars, Beauty Salons, Doctors", and "Content Guidelines - Yelp".

Google

site:yelp.com

Google promotion

About 90,200,000 results (0.22 seconds)

Try Google Search Console

www.google.com/webmasters/

Do you own **yelp.com**? Get indexing and ranking data from Google.

Yelp: Restaurants, Dentists, Bars, Beauty Salons, Doctors

<https://www.yelp.com> ▾

User Reviews and Recommendations of Best Restaurants, Shopping, Nightlife, Food, Entertainment, Things to Do, Services and More at Yelp.

People also ask

What is Yelp review? ▾

How do I post an event on yelp? ▾

How do I sign into my yelp business account? ▾

How do I find my yelp reservations? ▾

Feedback

Content Guidelines - Yelp

<https://www.yelp.com/guidelines> ▾

General Guidelines. Yelp allows users to contribute different kinds of content, including reviews, photos, videos, events, votes, tips, direct messages, and more.

Log In - Yelp

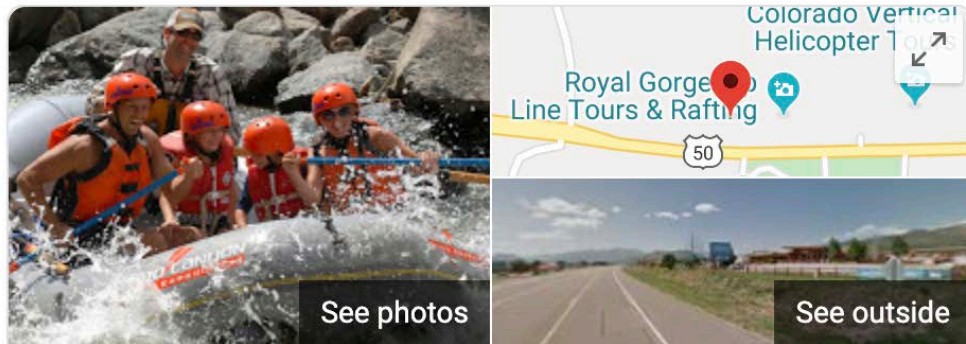
<https://www.yelp.com/login> ▾

Log in to Yelp to write reviews, post photos, share recommendations with friends, and more!

NAPWCHD Consistency Is Important

Make sure your name, address, phone, website, category, hours and description are listed exactly the same across the web. The more consistent, the more trust from the search engines.

Search Engines use citations to understand where your business is located. If any of your citations sources vary at all with what is on your GMB listing then Google could fail to recognize that you are the same business or even worse, lose confidence that your GMB is accurate and choose not to show your listing at all.



Echo Canyon River Expeditions

[Website](#)[Directions](#)[Save](#)

4.9 ★★★★★ 817 Google reviews

Raft trip outfitter in the Fremont County, Colorado

Address: 45000 W US Highway 50, Cañon City, CO 81212

Hours: **Open** · Closes 5PM ▼

Phone: (800) 755-3246

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers



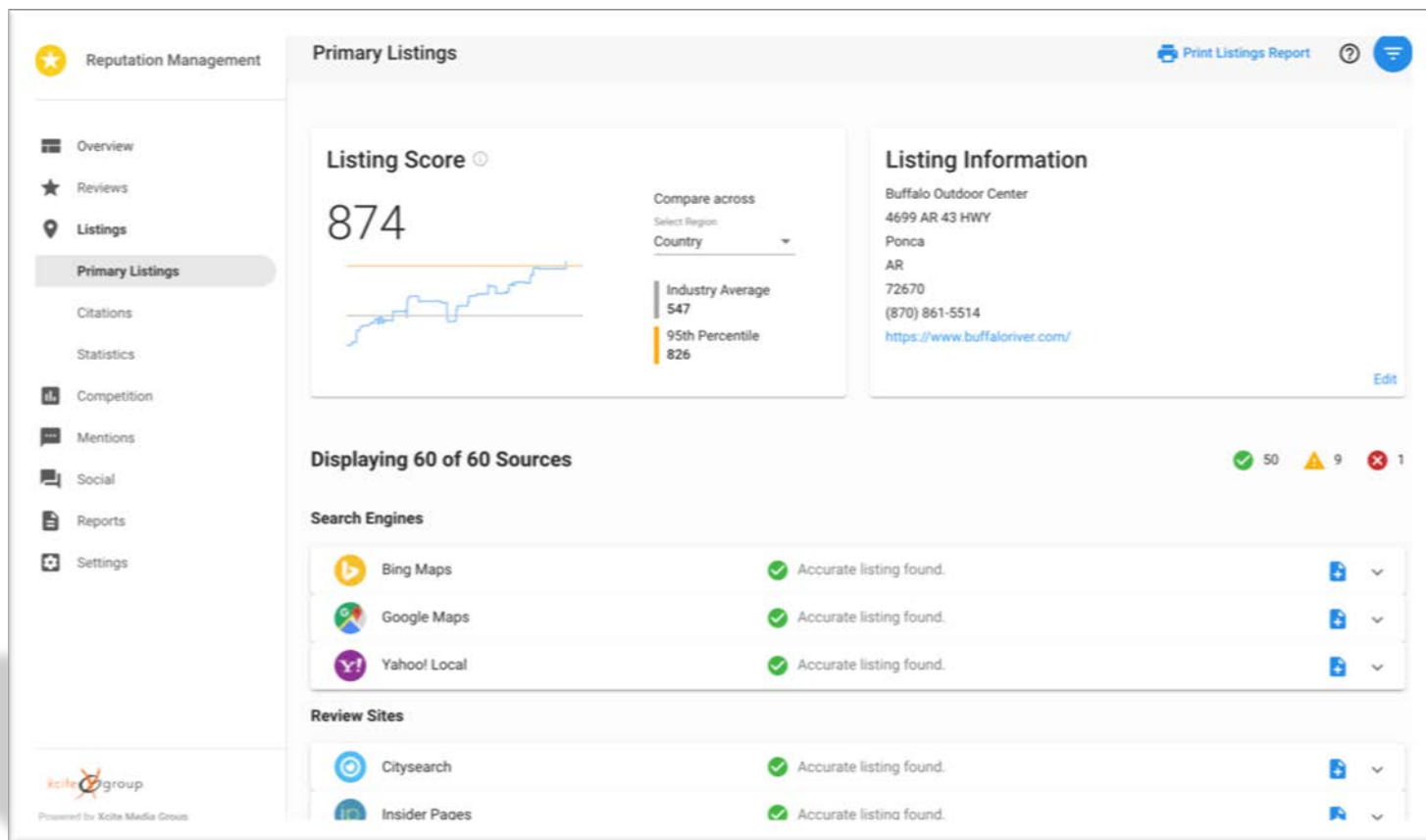
Common Problems With Citation Accuracy

1. Leaving old or outdated business info lying around the web
2. Many directories encourage business owners to use tracking numbers
3. Creation of duplicate listings



Gathering, Correcting & Building New Citations

Citation Gathering Tools



Now it's time to start gathering all of your existing citations across the web, start fixing the broken ones and creating new ones.

- Moz Local
- BrightLocal
- Yext
- Step Rep
- Google Search

Moz Local

Your Online Presence Score for:

Grand Canyon Whitewater, 1000 North Humphreys Street, 86002 [CHANGE LOCATION](#)

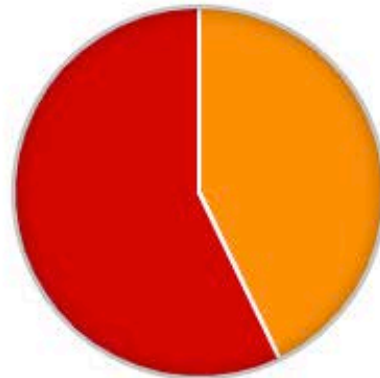
[Share result](#) [Export as PDF](#)

Quality of your location data online, out of 28 directories we searched successfully:

57%
MISSING

43%
INCORRECT

0%
CORRECT



Optimize your company's
online presence

Improve with Moz Local

Results

Your online business listing visibility

Google Search



(928) 779-2979



All

Maps

Shopping

Images

News

More

Settings

Tools

About 501 results (0.29 seconds)

Grand Canyon Whitewater - Flagstaff AZ (928) 779-2979

<https://localstack.com> › biz › grand-canyon-whitewater-flagstaff-az

Grand Canyon Whitewater has a SocialScore of 836. Find more social media activity on San Diego, CA with LocalStack.

Profile Detail - Directory | America Outdoors

<https://www.americaoutdoors.org> › directory › profile

Grand Canyon Whitewater. 1000 N Humphreys St Suite 202, Flagstaff, AZ, 86001, United States. (928) 779-2979. www.grandcanyonwhitewater.com · Directions ...

Grand Canyon Whitewater, 1000 N Humphreys St in Flagstaff ...

<https://www.b2byellowpages.com> › Arizona › Flagstaff › River Trips

Phone. : 928-779-2979. Company Website for Grand Canyon Whitewater. Company Website. : <http://www.grandcanyonwhitewater.com>. Popular Questions ...

Sightseeing Tours near Flagstaff, AZ | Better Business Bureau ...

<https://www.bbb.org> › flagstaff › category › sightseeing-tours

(928) 213-5573. 1662 E. Mountain View, Flagstaff, AZ 86004-5142. 7.7 mi. Grand Canyon Whitewater · (928) 779-2979. P.O. Box ... (928) 774-1736. PO Box ...

Tour Operators near Bellemont, AZ | Better Business Bureau ...

<https://www.bbb.org> › bellemont › category › tour-operators ▼

Grand Canyon Whitewater · (928) 779-2979. 1000 N. Humphreys Street #202, Flagstaff, AZ 86001. 10.7 mi. Placeholder business logo ...

Your Guide to the National Parks of the Southwest: Rocky ...

<https://books.google.com> › books

Michael Joseph Oswald, Derek Pankratz - 2017 - Travel

Search your business phone number for the first 100 listings and add these citations to your citation tracker spreadsheet.

Then perform the same search for your business address and your business name.

At this point, you'll have a healthy list of citations documented in your spreadsheet. The next step is to review any citation that you have marked with incorrect info on your sheet and get them fixed. Every citation will have a slightly different method of correcting your listing, so you will have to check them one by one.

Getting your listing info correct at the four main data aggregators is the best place to start and you will see a trickle down effect of your listings being corrected. This can take 6 months or longer, so don't think this will get fixed overnight. Start correcting your citations manually ASAP.

Correcting Listings

Go to the listing source from your Citation Tracker Spreadsheet and type in your name. Look for something on the page that says, Claim this business, manage this listing or edit business info. Click the link and follow the steps on the site. Every citation source is different. Some may require a phone call to verify your business, while others may send you a postcard with a verification code that you will need to enter into the site to prove that you are the owner.

You may find that it's impossible to correct every citation for your business, but don't worry. The goal here is to correct as many citations as possible.

The screenshot shows a business listing for "Grand Canyon Whitewater" on a website. The listing includes the address "1000 N Humphrey's St, Flagstaff, AZ 86001", phone number "(800) 343-3121", and hours "Today: 8:00 am - 4:00 pm". A map shows the location near the Flagstaff Medical Center. A green box highlights a link at the bottom right that says "Manage this listing, edit business info".

Grand Canyon Whitewater
☆☆☆☆☆ Be the first to review!
1000 N Humphrey's St, Flagstaff, AZ 86001
(800) 343-3121
OPEN NOW
Today: 8:00 am - 4:00 pm
8 YEARS IN BUSINESS

[Visit Website](#)

MORE INFO GALLERY REVIEWS

Flagstaff Az - Save Up to 18% Off
www.groupon.com/ Instantly Redeem Deals With Groupon App. Find Flagstaff Az Deals Near You. Find Deals Near You.
[Visit Website](#)

Directions, Maps and Traffic - Turn By Turn Directions & More
www.mapsgalaxy.com/Maps/Directions Get Driving Directions, Search Maps & More. Use Maps Galaxy Extension for Free Now! Satellite & Aerial Views. Free Maps. Street Views. Zip Code Lookup. Quick and Easy. Real-Time Traffic Report. Services: Free Maps, Driving Directions, Route Planning, Traffic Reports.
[Visit Website](#)

Hours
Regular Hours
Mon - Fri: 8:00 am - 4:00 pm
Sat - Sun: Closed

Extra Phones
Local Phone: (928) 779-2979
Fax: (928) 779-2973

Payment method
Check, Discover, Master Card, Visa

Neighborhood
Hospital Hill

Other Link
Research and Reserve Grand Canyon Raft Trips

Categories
Guide Service, Rafts, Tourist Information & Attractions, Tours-Operators & Promoters, Travel Services-Commercial

MORE LIKE THIS
[Grand Canyon Adventures](#)
400 S Malpais Ln, Flagstaff, AZ
[Peak Endeavors](#)
16848 N Harmony Ln, Flagstaff, AZ
[Grand Canyon Hikes](#)
7010 N Bader Rd, Flagstaff, AZ
[Pygmy Guides](#)
Po Box 3175, Flagstaff, AZ
[Native American Journeys Day Tours](#)
335 Jordan Rd, Sedona, AZ

PROGRESSIVE
\$699
AVERAGE ANNUAL SAVINGS
for drivers who switch and save
[Get a Quote](#)

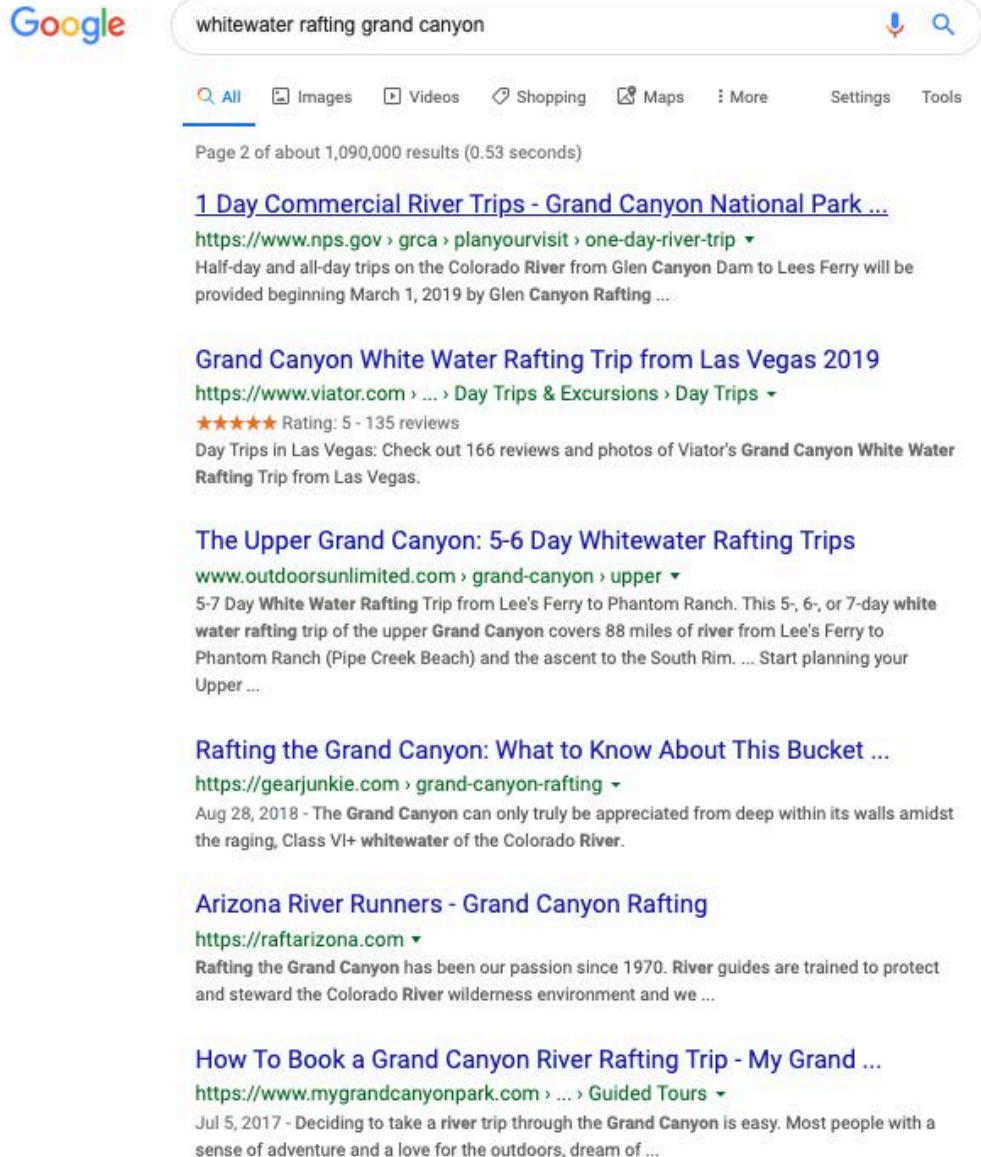
[Manage this listing, edit business info](#)



Citation Gathering Pro Tips

1. Don't try to do all citation correcting at once!
2. Break down your list. Try correcting 5-10 at a time.
3. Delegate this process if you have the resources to do so.

Building New Citations



By now, you should have gathered a large list of citations and corrected as many of them as possible. Now it's time to find even more citations to build for your business. This is done from the same toolset we used to gathering info about your existing citations. The differences boil down to whether you want to use these tools yourself or have the work done for you.

- *Moz Local*
- *BrightLocal*
- *Yext*
- *Step Rep*
- *Google Search*

To do this manually, do a Google search for all of your top keyword variations and take note of any directory or citation sites that you don't already have on your citation tracker sheet. Then you can repeat this process by using your competitors names and NAP info.

Reviews



Reviews Are Very Important!

1. Local search rankings increase since they are a major ranking factor. (3rd highest ranking factor)
2. Review count is shown in the search results and studies show that click through rates increase dramatically.
3. People make buying decisions based on reviews, so conversion rates increase.

Review Acquisition Danger Zones

1. Don't have customers give reviews at your business location. Many sites track the IP addresses that reviews come from and will be filtered out.
2. Refrain from acquiring large amounts of reviews all at once.
3. Never create fake reviews.
4. Read the guidelines for each reviews source you choose to use.

Best Practices For Obtaining Reviews

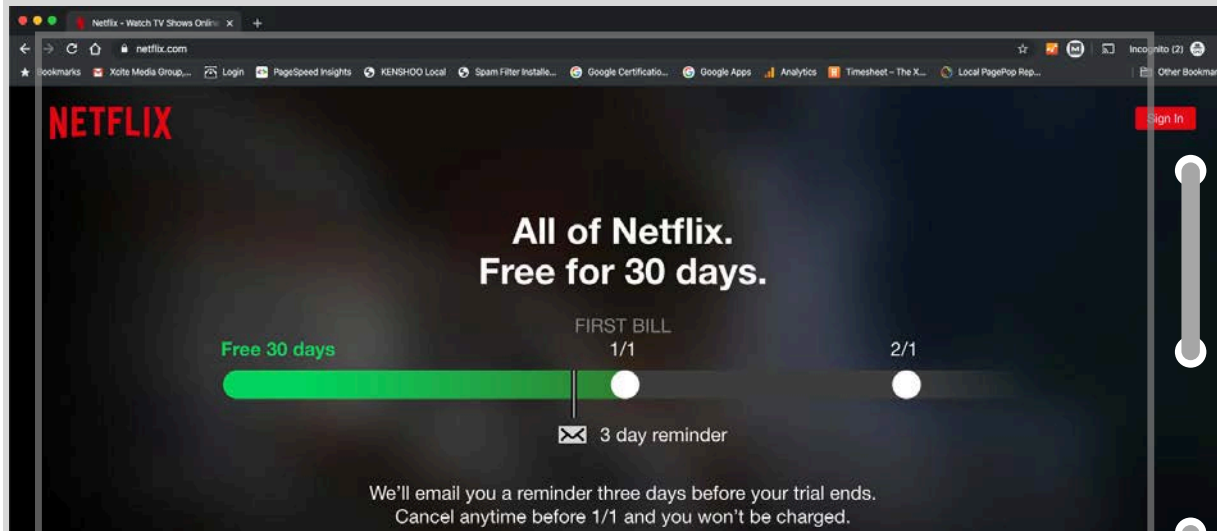
1. Get your entire staff on it!
2. Perform phone call / email follow-ups
3. Provide feedback cards.
4. Review reminders on invoicing, scheduling and receipt documents.
5. Utilize email automation.
6. Add a reviews page on your website.
7. Encourage customers to mention your specific service or product in reviews (keywords).
8. Respond to both **GOOD** and **BAD** reviews

Handling Bad Reviews

1. Never respond while you're upset.
2. Give a professional and polite response.
3. Don't respond by simply asking the angry customer to call you. Address the problem and offer a solution publicly.
4. If it is really your company's fault, take ownership! Address the problem that occurred and how your plan to make it right.

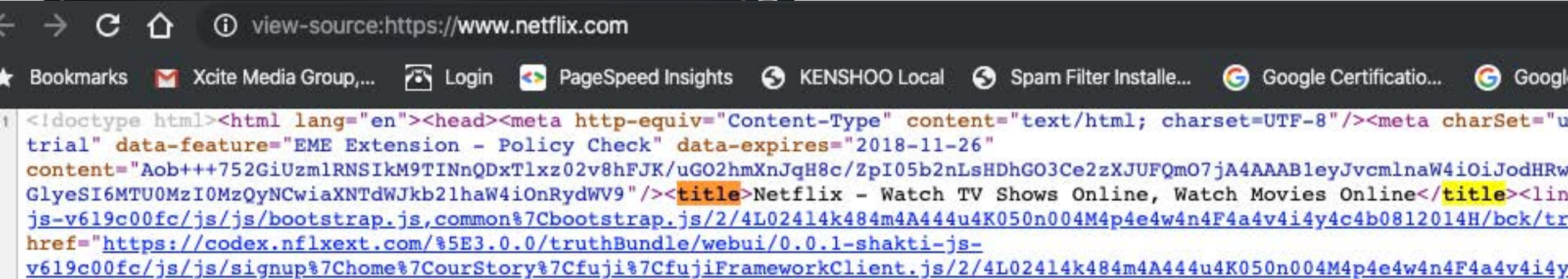
The background is a top-down view of a wooden desk with a diamond-shaped wood grain pattern. Various business and technology icons are scattered across the desk. In the top right, there is a potted plant with green leaves and a tablet computer. In the center, a spiral-bound notebook holds a pair of glasses and a pen. To the right of the notebook is a white coffee cup with a latte design on a saucer. In the bottom right, a hand is shown typing on a laptop keyboard. On the left side, there is a lightbulb with a smartphone screen (displaying a dollar sign) inside it. Surrounding the lightbulb and other icons are various symbols: a speech bubble, paper airplanes, a telephone, an envelope, a red folder, a green pencil, a line graph, a piggy bank, a target, a magnifying glass, a globe, a lightbulb, and three upward-pointing arrows. The text 'Local On-Page SEO' is written in a large, orange, sans-serif font across the center of the image.

Local On-Page SEO



Title Tags

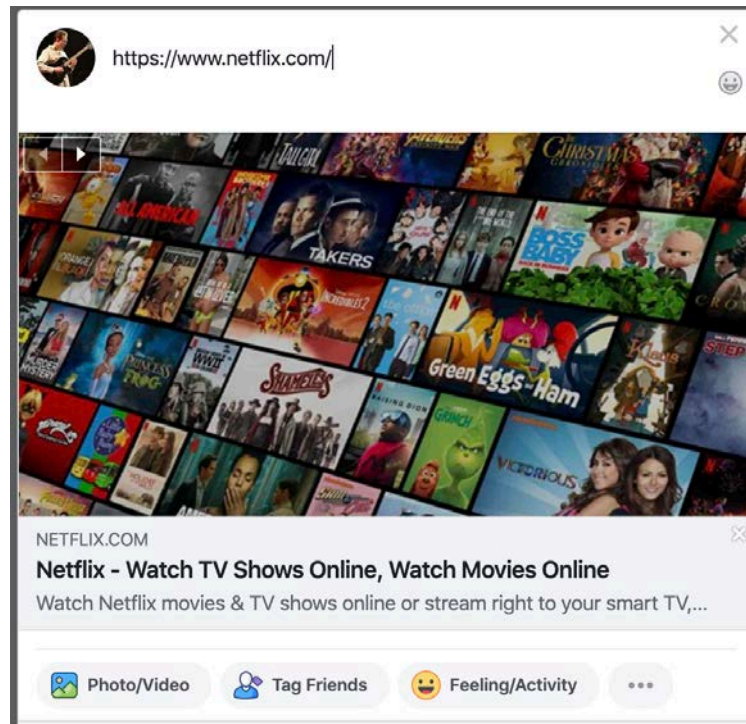
The Title Tag is the most important factor with On-Page SEO. It can make or break your ability to rank for your targeted keywords. They are the first thing that search engines see when evaluating your page.



Title Tags - Google Search

If we do a search for “Netflix”, the Netflix homepage is the first result.

Notice how the top line of the search result matches the Title Tag content we saw in the html markup.



Google

netflix

All News Books Videos Images More Settings Tools

Netflix - Watch TV Shows Online, Watch Movies Online
<https://www.netflix.com>
Watch **Netflix** movies & TV shows online or stream right to your smart TV, game console, PC, Mac, mobile, tablet and more.

Sign in
Watch Netflix movies & TV shows online or stream right to your ...

Netflix Help Center
Help Center. Already a member? Sign in for personalized help ...

Netflix Originals
Netflix is the home of amazing original programming that you ...
[More results from netflix.com](#)

Netflix Streaming
Netflix is a streaming service that allows our members to watch a ...

Exciting Movies
Movies move us like nothing else can, whether they're scary ...

TV ShowsExplore more
... to dramas to travel and talk shows, these are all the best ...

People also ask

How much does Netflix cost per month? ▾

How Much Is Netflix a month 2019? ▾

How much is Netflix premium? ▾

How do you watch Netflix online? ▾

[Feedback](#)

Netflix - YouTube
<https://www.youtube.com > user > NewOnNetflix>
Netflix is the world's leading internet entertainment service with 158 million paid memberships in over 190 countries enjoying TV series, documentaries and f...

Yoast Plugin for WordPress

The screenshot displays the WordPress admin dashboard with the Yoast SEO plugin interface. The left sidebar shows the navigation menu with 'Pages' selected. The main content area shows the 'Yoast SEO' settings for a page titled 'Example Page - Digital Growth Lab Examples'. The 'Snippet Editor' is active, showing a preview of the page's meta data. The 'SEO title' field contains the text '%title% %page% %sep% %sname%', and the 'Slug' field contains 'example-page'. The 'Meta description' field is empty, with a placeholder text 'Modify your meta description by editing it right here'. The 'Focus Keyword' field is also empty. The right sidebar shows the 'Featured Image' section with a 'Set featured image' link. The top of the dashboard shows the user 'Howdy, dglexample' and the page title 'Example Page - Digital Growth Lab Examples'.

WordPress admin interface showing the Yoast SEO plugin settings for a page titled "Example Page - Digital Growth Lab Examples".

The interface includes a sidebar with navigation links (WP Engine, Dashboard, Posts, Media, Pages, All Pages, Add New, Comments, Appearance, Plugins, Users, Tools, Settings, SEO, Collapse menu) and a main content area for editing the page.

The Yoast SEO settings are visible, showing the "Snippet Editor" and "Snippet preview" sections. The "SEO title" field contains the text: "Example Page - Digital Growth Lab Examples". The "Slug" field contains the text: "example-page". The "Meta description" field is empty, with a placeholder text: "Modify your meta description by editing it right here".

The "Featured Image" section is also visible, showing a "Set featured image" link.

Title Tag Best Practices

1. Keep Title Tag to 55 characters or less.
2. Place focus keywords at the beginning.
3. Use hyphens (-) and pipes (|) to make your titles look cleaner and stand out.

Downstream Adventures: White Water Rafting Trips Near ...

<https://www.raftcoloradowhitewater.com> ▼

Downstream Adventures is a family owned, small business providing adventure White Water Rafting trips near Denver, Boulder, Breckenridge, and Winterpark.

[White Water Rafting Near ...](#) · [Rafting Trips](#) · [Rafting Safety & Basics](#) · [Big Groups](#)

Denver White Water Rafting Trips | AVA Rafting

<https://www.coloradorafting.net> > [destinations](#) > [denver-rafting](#) ▼

If you are looking to make a day trip or stay close to Denver then the 2 following locations will be the best options for you and your group. Idaho Springs, Colorado is located 30 minutes west of Denver, Colorado. Activities: Clear Creek Canyon Rafting.

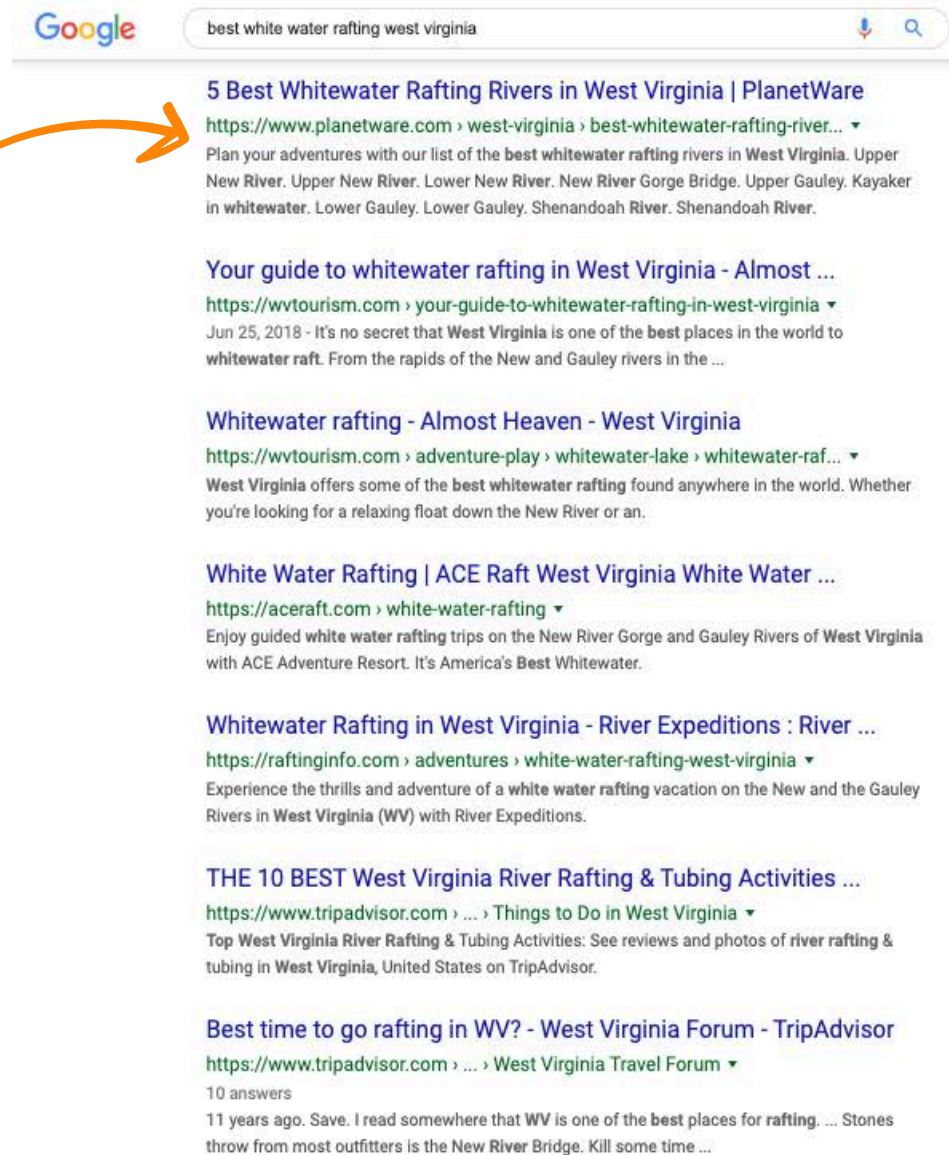
4. Add modifiers(for blogs, not for homepage or service pages):
Mountain Bike Trails in Colorado
~~Best Mountain Bike Trails in Colorado~~

5. Every page must have a unique title. Never use the same title on multiple pages.

URL

URL is bolded on SERP

This is an indication that search engines pay close attention to the words you use for your URL's.



Google best white water rafting west virginia

5 Best Whitewater Rafting Rivers in West Virginia | PlanetWare
<https://www.planetware.com > west-virginia > best-whitewater-rafting-river...>
Plan your adventures with our list of the **best whitewater rafting** rivers in **West Virginia**. Upper New River. Upper New River. Lower New River. New River Gorge Bridge. Upper Gauley. Kayaker in **whitewater**. Lower Gauley. Lower Gauley. Shenandoah River. Shenandoah River.

Your guide to whitewater rafting in West Virginia - Almost ...
<https://wvtourism.com > your-guide-to-whitewater-rafting-in-west-virginia>
Jun 25, 2018 · It's no secret that **West Virginia** is one of the **best** places in the world to **whitewater raft**. From the rapids of the New and Gauley rivers in the ...

Whitewater rafting - Almost Heaven - West Virginia
<https://wvtourism.com > adventure-play > whitewater-lake > whitewater-raf...>
West Virginia offers some of the **best whitewater rafting** found anywhere in the world. Whether you're looking for a relaxing float down the New River or an.

White Water Rafting | ACE Raft West Virginia White Water ...
<https://aceraft.com > white-water-rafting>
Enjoy guided **white water rafting** trips on the New River Gorge and Gauley Rivers of **West Virginia** with ACE Adventure Resort. It's America's **Best Whitewater**.

Whitewater Rafting in West Virginia - River Expeditions : River ...
<https://raftinginfo.com > adventures > white-water-rafting-west-virginia>
Experience the thrills and adventure of a **white water rafting** vacation on the New and the Gauley Rivers in **West Virginia (WV)** with River Expeditions.

THE 10 BEST West Virginia River Rafting & Tubing Activities ...
<https://www.tripadvisor.com > ... > Things to Do in West Virginia>
Top **West Virginia River Rafting & Tubing Activities**: See reviews and photos of **river rafting & tubing** in **West Virginia**, United States on TripAdvisor.

Best time to go rafting in WV? - West Virginia Forum - TripAdvisor
<https://www.tripadvisor.com > ... > West Virginia Travel Forum>
10 answers
11 years ago. Save. I read somewhere that **WV** is one of the **best** places for **rafting**. ... Stones throw from most outfitters is the **New River Bridge**. Kill some time ...

URL Best Practices

1. Search engines place more emphasis on the first 3-5 words, so use your keywords at the beginning.
2. Create short, keyword rich URL's.
"Best Whitewater Rafting Colorado"
example.com/best-whitewater-rafting-colorado

Bad Examples

“Top Mountain Biking Trails Arkansas”
example.com/topmountainbikingtrailsarkansas

example.com/top_mountain_biking_trailsarkansas

example.com/8923001-top-biking-trails-ar

Good Examples

“Top Mountain Biking Trails In Arkansas”
example.com/top-mountain-biking-trails-in-arkansas

example.com/top-mountain-biking-trails-arkansas

example.com/2019/12/13/top-mountain-biking-trails-in-arkansas

Heading Tags

Search engines consider the words in your heading tags to be highly important to the page. Headings also help the content be more readable for your users.

Heading tags come in 6 different sizes from **H1** to **H6**, creating a nice hierarchy of size and importance.

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Good Examples

- Never add tags out of order.
Say, jumping from an H1 tag and then adding and H4 tag
- Use only one H1 tag per page!
(use as many H2 - H6 tags as is necessary)

Main Heading

Secondary Heading 1

Tertiary Heading 1

Secondary Heading 2

Tertiary Heading 2



By: Jeff Baker

November 5th, 2019

This Is What Happens When You Accidentally De-Index Your Site from Google

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

Does reading that title give you a mini-panic attack?

Having gone through exactly as the title suggests, I can guarantee your anxiety is fully warranted.

If you care to relive my nightmare with me — perhaps as equal parts catharsis and SEO study — we will walk through the events chronologically.

Are you ready?

August 4th, 2019

It was a Sunday morning. I was drinking my coffee and screwing around in our SEO tools, like normal, not expecting a damned thing. Then ... BAM!

H1



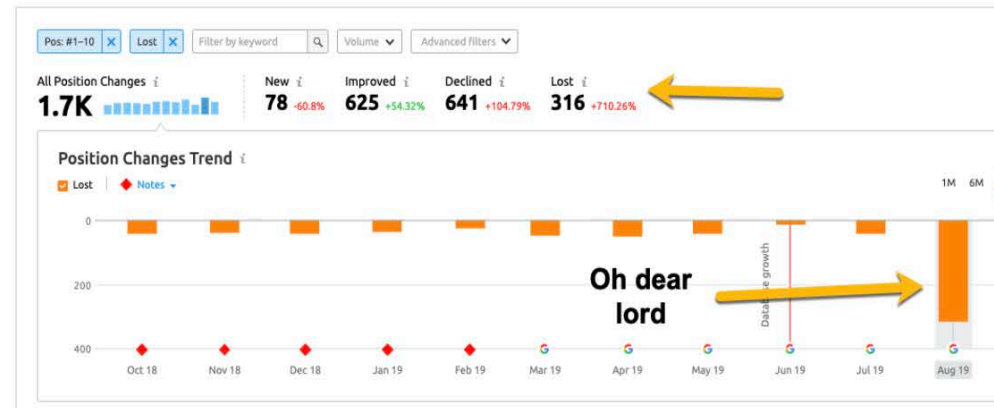
H2

As SEOs, we're all used to seeing natural fluctuations in rankings. Fluctuations, not disappearances.

Step 1: Denial

H3

Immediately my mind goes to one place: *it's a mistake*. So I jumped into some other tools to confirm whether or not Ahrefs was losing its mind.



Google Analytics also showed a corresponding drop in traffic, confirming something was definitely up. So as an SEO, I naturally assumed the worst...

Step 2: Algo panic

H3

Algorithm update? Please, please don't let it be an algo update.

I jumped into Barracuda's Panguin Tool to see if our issue coincided with a confirmed update.

Heading Tags Best Practices

- Put your primary keyword in the first Heading Tag.

Top Rafting Trips in Colorado - <H1>

Best Rafting Trips in Colorado for the Whole Family - <H2>

Bighorn Canyon Half Day Rafting Trips - <H3>

Family Float Rafting Trips - <H3>

Heading Tags Best Practices

Top Rafting Trips in Colorado

...body content...

Best Rafting Trips in Colorado for the Whole Family

...body content...

Bighorn Canyon Half Day Rafting Trips

...body content...

Family Float Rafting Trips

...body content...

Images




"A picture is worth 1,000 words," but search engines have a long way to go in terms of image recognition.

There are 3 ways that the search engines can use to get more context as to what an image is and why it's important to a page's content. (in order of importance)

- Alt text attribute
- File name - image.jpg
- Image Title

Editing Images in WordPress

Attachment Details



Edit Image

File name: golden-retriever-puppy-profile.jpeg
File type: image/jpeg
Uploaded on: April 20, 2016
File size: 32 kB
Dimensions: 400 × 400

URL

Title

Caption

Alt Text

Description

Uploaded By dglexample

[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)

Image Best Practices

- Create unique, keyword rich alt text for each image on a page
- Always use your target keywords at the beginning of your alt text with modifiers or variations at the end.
- Create keyword rich filenames to your images before uploading them to your site. Use hyphens between words when naming your files, not spaces or underscores. i.e. family-raft-trips-Arkansas-river.jpg
- Make your image titles unique from your alt text.
 - alt text - family raft trips on the Arkansas river
 - filename - family-raft-trips-Arkansas-river.jpg
 - title - Family rafting on the Arkansas River

Body Copy

Life is an ADVENTURE~ Let us GUIDE the way.

Nestled in the heart of West Virginia, Adventures on the Gorge has combined a premier location, industry expertise, and a deep enthusiasm for adventure to create a vacation experience unlike any other.

Drawn to the rim of the New River Gorge by world-class whitewater, rock climbing, mountain biking, and hiking, the founders of Adventures on the Gorge were driven to create a resort that could live up to the natural wonders that surrounded it. So, we took what nature had provided and added more than 47 years of outdoor experience, a devoted staff, and a drive to inspire others to experience the outdoors.

The result was the world's premier adventure resort.



There's no magic formula for the number of words that need to be used in the body content of any given page of your site. What is important is the quality and usefulness of your page's content play the greatest role in ranking. So whatever what you do, make sure that you create awesome content that shows you are a subject matter expert in what you do and relevant to the keyword you are targeting.

- Find ways to use your targeted keyword as early as possible in your page content.
- Don't overuse your keyword or it will appear spammy.

Meta Description

Being highly ranked doesn't necessarily mean you'll get more traffic. How your search result looks will effect how likely it will get clicked. That's where the Meta Description comes in. It is a small snippet of text that describes the page. Search engines pull this from the MD on your page. If you haven't designated one, search engines will do their best and display the text from your body on the SERP.

The screenshot shows a Google search for "gauley river rafting". The top results are three video thumbnails. The first video is titled "2015 GAULEY RIVER WHITEWATER RAFTING FLIPS ..." by Gnarnivores, uploaded on Nov 5, 2015. The second video is titled "Whitewater Rafting - Upper Gauley River" by Adventures On the Gorge, uploaded on Aug 31, 2018. The third video is titled "Gauley River White Water rafting" by tej prakash, uploaded on Feb 15, 2016. Below the videos is a text result for "Upper Gauley River Whitewater Rafting - Adventures on the ..." with a URL "https://adventuresonthegorge.com > Adventures > Whitewater Rafting". The text snippet below the URL reads: "The Upper Gauley River is the epitome of whitewater excitement. The section drops over 335 feet in less than 13 miles, resulting in high-volume and technical ...". Below this, there is a highlighted box containing a result for "Gauley River Rafting | ACE Raft - ACE Adventure Resort" with a URL "https://aceraft.com > white-water-rafting > gauley-river-rafting". The text snippet below the URL reads: "Experience Gauley River rafting in West Virginia on the world famous, challenging Upper Gauley River or the scenic and beginner-friendly Lower Gauley River. Seasons: Septmber - October Minimum Age: 16 Yrs. Upper Gauley River Rafting · Fall Lower Gauley River Rafting · Featured gauley trips".

Google

gauley river rafting

7:07

2015 GAULEY RIVER WHITEWATER RAFTING FLIPS ...

Gnarnivores
YouTube - Nov 5, 2015

1:01

Whitewater Rafting - Upper Gauley River

Adventures On the Gorge
YouTube - Aug 31, 2018

7:48

Gauley River White Water rafting

tej prakash
YouTube - Feb 15, 2016

Upper Gauley River Whitewater Rafting - Adventures on the ...

<https://adventuresonthegorge.com> > Adventures > Whitewater Rafting ▼

The Upper Gauley River is the epitome of whitewater excitement. The section drops over 335 feet in less than 13 miles, resulting in high-volume and technical ...

Gauley River Rafting | ACE Raft - ACE Adventure Resort

<https://aceraft.com> > white-water-rafting > gauley-river-rafting ▼

Experience Gauley River rafting in West Virginia on the world famous, challenging Upper Gauley River or the scenic and beginner-friendly Lower Gauley River.

Seasons: Septmber - October Minimum Age: 16 Yrs.

Upper Gauley River Rafting · Fall Lower Gauley River Rafting · Featured gauley trips

Editing Meta Descriptions in WordPress

The screenshot displays the WordPress admin dashboard for a user named 'dglexample'. The left sidebar contains navigation links for WP Engine, Dashboard, Posts, Media, Pages (highlighted), All Pages, Add New, Comments, Appearance, Plugins, Users, Tools, Settings, SEO, and Collapse menu. The main content area shows the 'Edit Page' screen for 'Example Page'. The Yoast SEO plugin is active, and the 'Snippet Editor' is open. The snippet editor shows the page title 'Example Page', the URL 'example.digitalgrowthlab.com/example-page/', and a prompt to provide a meta description. The 'Meta description' field is currently empty, with a placeholder text 'Modify your meta description by editing it right here'. Below the snippet editor, there is a 'Focus Keyword' field and a 'Content Analysis' section indicating that no focus keyword was set for this page.

h1
Word count: 0
Last edited by dglexample on April 25, 2016 at 8:02 pm

Yoast SEO

Content: ...

Snippet Editor

Snippet preview

Example Page
example.digitalgrowthlab.com/example-page/
Please provide a meta description by editing the snippet below.

Edit snippet

SEO title
Example Page

Slug
example-page

Meta description
Modify your meta description by editing it right here

Close snippet editor

Focus Keyword

Content Analysis
No focus keyword was set for this page. If you do not set a focus keyword, no score can be calculated.

Meta Description Best Practices

- To ensure your entire meta description is visible, limit it to 155 characters or less.
- Create clear benefits to the user for visiting your page.
- Include a Call To Action like “Book Today”.
- Write a description that is relevant to the content that is on the page.
- Include your focus keyword early on in your description.
- Review the first page search results for your focus keyword to see how the top ranking results have written their descriptions.

User Experience

Your epic website from 2006 just isn't going to cut it anymore. Search engines pay close attention to how users interact with your website. Important user experience metrics to pay attention to in your **SEO** efforts are bounce rate, average time on site and page load speed.

- Bounce rate is the percentage of users who visit your site and leave the entrance page without taking any additional actions. The lower the percentage, the better.
- Average time on site is the approximate time that users spend on your site calculated by Google Analytics. Higher average time on site is better.
- Page load speed is the amount of time a page takes to render to the user. This is calculated by server delivery and browser processing time. Your site should load in 3 seconds or less!

CLOUD 9 WALKERS

"A Texas/National Gaited Horse Experience"

Barefoot or Lite Shod Quality, Sane Pleasure Tennessee Walking Horses For Sale With Extensive Camping and Trail Riding Experience, Natural Horsemanship Training



Click on the Facebook link above to see our day-to-day activities, entertaining pictures, videos as well as training, riding and general care tips.

EMAIL US AT LKIDDER328@AOL.COM

[CLICK HERE](#) TO READ "ABOUT US" and



Google's Test My Site Tool















1. Benchmark your site speed against your competitors. ⓘ

<https://www.thinkwithgoogle.com/feature/testmysite/>

- **Quality content is a must. Check GA for Bounce Rates and Avg. Time on Site and address any issues at the page level.**
- **Don't overlook your hosting provider!**

		United States	4G
Enter another website (10/10)			
Rank	Domain	Site Speed	
1	bigbendfarflung.com	2.3s	×
2	wildwaterrafting.com	2.5s	×
3	grandcanyonwhitewater.com	2.6s	×
4	hawleymountain.com	2.6s	×
5	aceraft.com	2.7s	×
6	buffaloriver.com	2.8s	×
7	adventuresonthegorge.com	3.2s	×
8	raftecho.com	3.4s	×
9	americaoutdoors.org	4.7s	
10	oars.com	5.4s	×
		RESET	

LSI Keyword Implementation

KEYWORD ?		TREND ?	VOLUME ?
arkansas river rafting			1,000
rafting the arkansas river			1,000
arkansas river rafting colorado			590
arkansas river rafting in colorado			590
arkansas river whitewater rafting			320
white water rafting the arkansas river in colorado			320
arkansas river white water rafting in colorado			260

LSI stands for Latent Semantic Indexing. These are related, similar or alternative words that help give search engines more context about your page.

<https://neilpatel.com/ubersuggest/>

Google Search for LSI

Distribute your LSI keywords naturally.

Searches related to arkansas river rafting

arkansas river rafting **map**

arkansas river rafting **deaths**

best arkansas river rafting **company**

arkansas river rafting **buena vista**

arkansas river rafting **royal gorge**

the numbers arkansas river

browns canyon rafting

white water rafting **hot springs** arkansas

People also ask

Where is the best place to whitewater raft in Colorado? ▾

How much does it cost to go white water rafting in Colorado? ▾

Can you whitewater raft in October in Colorado? ▾

Is there a weight limit for white water rafting in Colorado? ▾

Feedback

Don't overuse LSI keywords.

Link Building

The Value of Backlinks

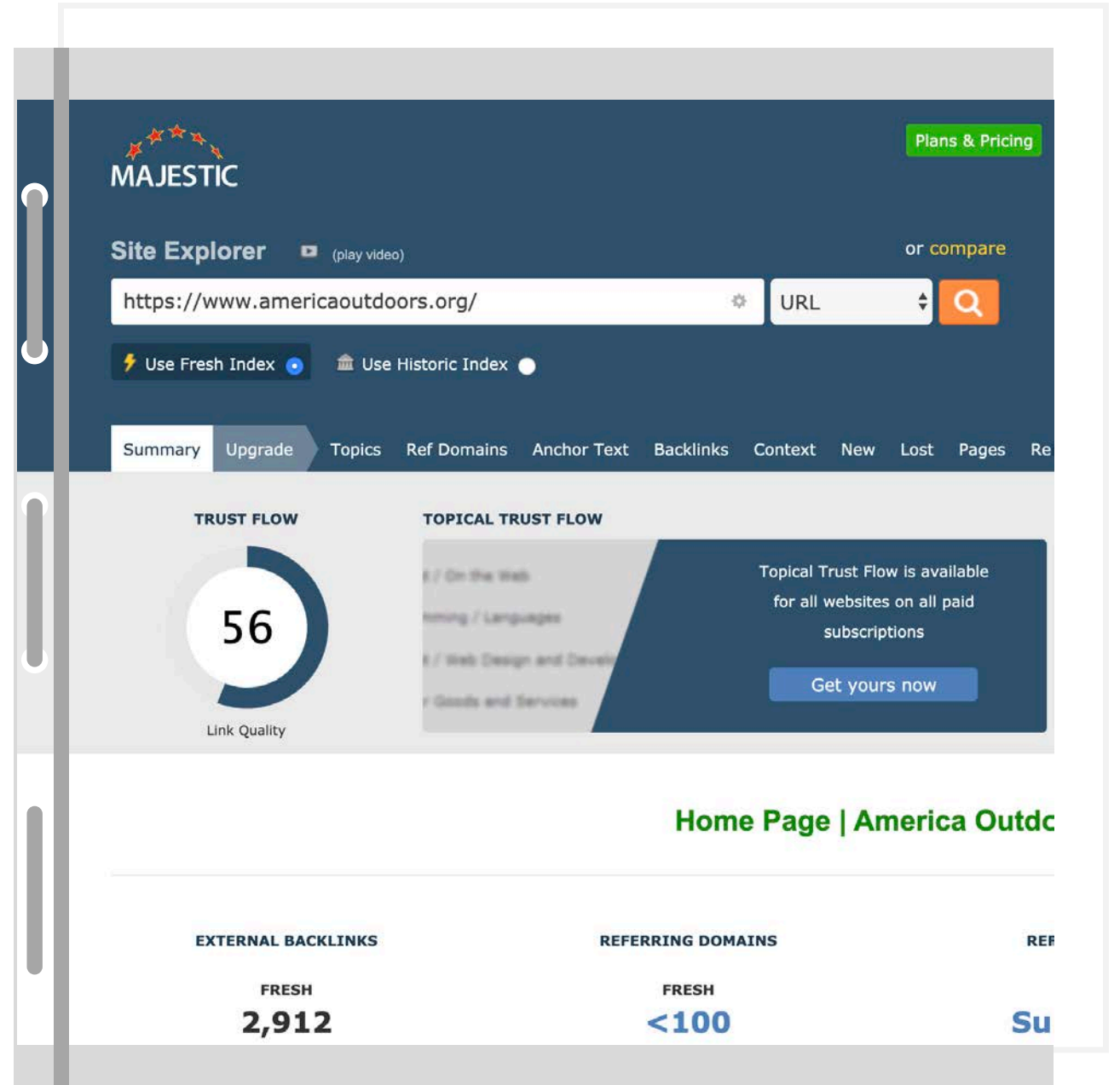
The days of the number of total backlinks by itself are gone. Backlink value metrics are based on:

- Authority - CNN vs "Mom Blog"
- Relevance - websites within your industry or niche (associations are big)
- Trust - If search engines don't trust a website or view it as spammy, it will hurt your site.

Google Trust Rank

- TrustRank Algorithm is secretive.
- Established to combat Spam sites.
- Other tools have been created to approximate trust levels.

<https://majestic.com/>



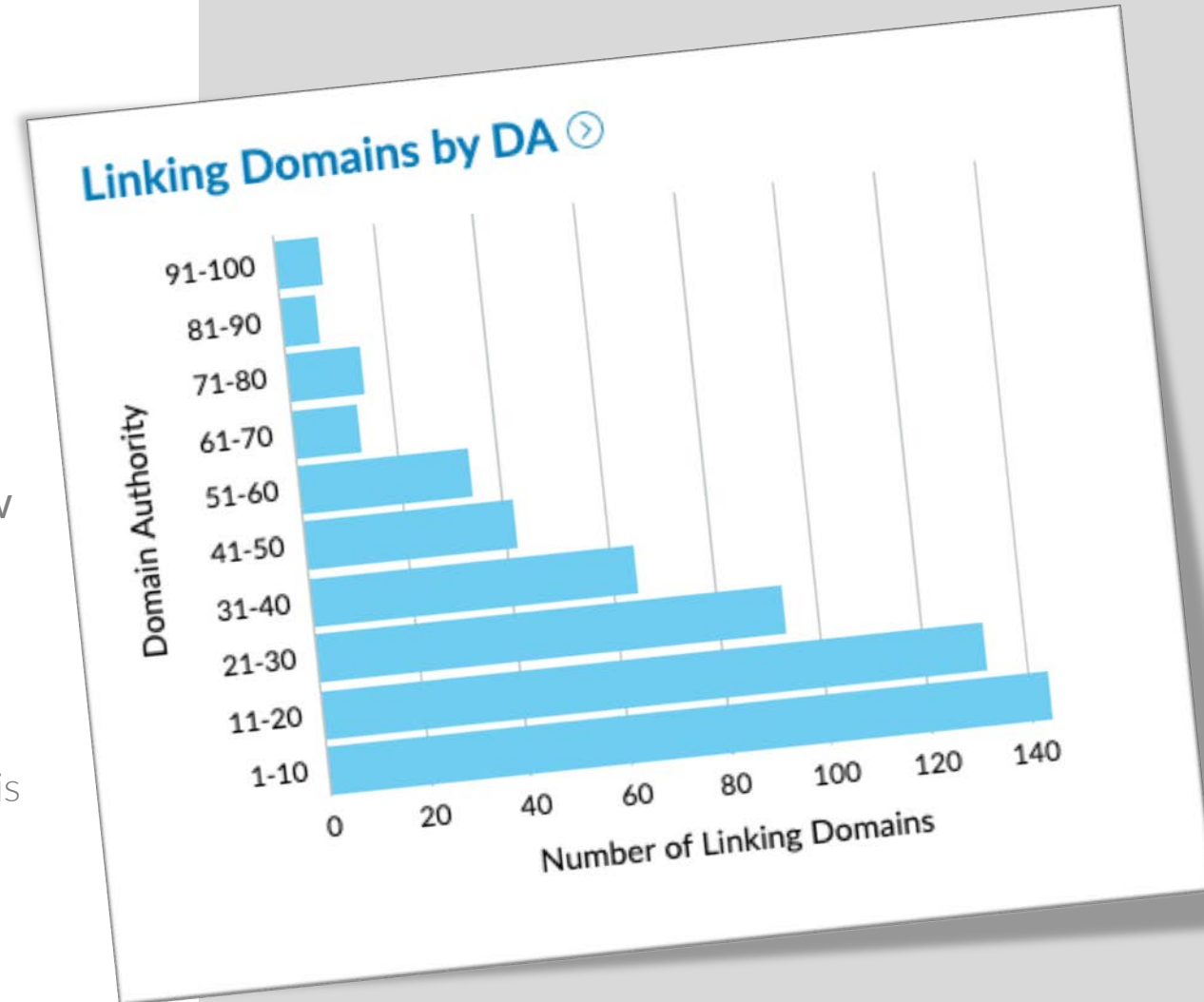
Backlink Profiles

Analyze your own website first!

- How relevant are your backlinks?
- How varied are your backlinks?
- Dofollow vs. Nofollow
- What is the distribution of High Authority vs. Low Authority referring domains?
- What's the Quality level of each backlink?

Domain Authority is a score on a 100 point scale that predicts how likely a site is to rank. The closer a domain is to 100 the better.

No follow this same process for your competitors to uncover opportunities for new backlinks.



Backlink Profiling Tools

- Moz's Open Site Explorer (moz.com/researchtools/ose)
- Majestic's Site Explorer (majestic.com)
- Ahrefs' Site Explorer (ahrefs.com)

Link Building Tactics

TXG Local Link Prospecting Template

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Arial 10 B I U A

	A	B	C	D
1	Link URL	Link Type	Outreach Strategy	Notes
2	example-directory.com	Tactic 01 - Industry Directory	Submission	submitted on 12/13/19. Waiting for approval
3	example-industry-site.com	Tactic 05 - Guest Post	Email Outreach	emailed site owner on 12/12/19. Waiting to hear back
4				
5				
6				
7				
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9				
10				
11				
12				
13				
14				
15				
16				
17				

- Tactic Overview
 - Strategy overview
 - Types of websites to target
- Link Prospecting
 - Identify & inspect sites for backlinks
 - Specific to each tactic
- Link Acquisition
 - Submission
 - Outreach

<http://bit.ly/link-prospecting-template>

Tactic: Industry Directories

TXG Local Link Prospecting Template

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Arial 10 B I U A

	A	B	C	D
1	Link URL	Link Type	Outreach Strategy	Notes
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Getting links from Industry Directories is one of the easiest linking building tactics and the best place to start. These links are highly relevant, authoritative and trusted.

Types of Industry Directories

- Industry specific niche sites
- Industry Associations & Organizations
- Manufacturers & Suppliers

<http://bit.ly/link-prospecting-template>

Search Query Approaches to Find Industry Directories

- Broad Search
 - <industry keyword> directory
 - <industry keyword> association
 - <industry keyword> manufacturer

Example Query: river rafting directory

- Exact Match Search
 - <industry keyword> "submit"
 - <industry keyword> "add url"
 - <industry keyword> "submit website"
 - <industry keyword> "add website"
 - <industry keyword> "listing"
 - <industry keyword> "recommended sites"

Example Query: river rafting "submit website"

Search Query Approaches to Find Industry Directories

- Wildcard Search Modifiers
 - <industry keyword> * directory

You search: river rafting * directory

The asterisk causes the search engine to return:
Local, Colorado, tourism, etc.

Results will vary when you apply the wildcard search modifier but you can often find some hidden gems.

- URL Specific Search Modifier
 - inurl:directory <industry keyword>
 - inurl:membership <industry keyword>
 - inurl:submit <industry keyword>

Example Query: inurl:directory river rafting

Tactic: Local Directories

TXG Local Link Prospecting Template

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Arial 10 B I U A

	A	B	C	D
1	Link URL	Link Type	Outreach Strategy	Notes
2	example-directory.com	Tactic 01 - Industry Directory	Submission	submitted on 12/13/19. Waiting for approval
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For local businesses, it's important that some of the links pointing back to your site are relevant to your geographical area. This is where local directories can help.

Local Directory Sources

- City or State Directories
- Chamber of Commerce Websites
- Local Media Outlets (newspaper, magazines, radio stations or blogs)
- Neighborhood Associations (most overlooked)
- Local Business Associations

Search Query Approaches to Find Local Directories

- Broad Search
- Exact Match Search
 - <city, state, zip code, suburb or neighborhood name keyword> “directory”
 - < city, state, zip code, suburb or neighborhood name keyword > “newspaper”
 - < city, state, zip code, suburb or neighborhood name keyword > “magazine”
 - < city, state, zip code, suburb or neighborhood name keyword > “business association”
 - < city, state, zip code, suburb or neighborhood name keyword > “chamber of commerce”
 - < city, state, zip code, suburb or neighborhood name keyword > “neighborhood association”
- Wildcard Search Modifiers
- URL Specific Search Modifiers

Tactic: Leverage Current Relationships

Some backlink opportunities are hidden right under your nose. The most common are businesses you already have existing relationships with.

Relationship Brainstorming

- Does your company pay for any local business services? (cleaning, office equipment or IT services)
- Do you use any software for your business?
- Who are your suppliers or manufacturers?
- Do you know any complementary businesses in your area?
- Do you sponsor any events or non-profits?
- Are you a member of any business or industry groups?
- What training programs are you involved in?
- Do you know any other of blogs or other online publications?

Think through each question carefully and record your backlink possibilities in your link prospecting template sheet. Remember relevancy is very important, so make sure your prospects are relevant to your local area or industry.

Strategies For Acquiring Backlinks

- Offer a Testimonial
- Ask to be included on a “links” or “partners” page
- Provide a guest blog post for their site
- Linkable Assets
 - Local Resources
 - How To Guides
 - Long List Posts
 - Infographics
 - Online Tools (i.e. river level widget)

Buffalo Outdoor Center has one and they have over 25 backlinks just to this page. This year they have over had over 400,000 visits to this page with an avg. time on site of 2:25

Tactic: Ego Bait

People love being recognized and they love to share being recognized with others. Big publishers have been collecting backlinks like this for years, but this strategy isn't just for big publishers. Your business can use this tactic to gain quality backlinks as well. You will use proven content writing techniques to stroke the ego of site owners to get them to link back to your site.

Ego Bait Content Strategies

1. Expert Interviews

- Interview business owners relevant to your industry or your location
- Record their responses into a high quality blog post
- Prospect for local or nationwide business experts related to your industry or location (i.e. reaching out to raft manufacturers to interview them on why they use the materials, seaming and manufacturing techniques they employ)
- Reach out to several prospects as response rates can be low
- Create an outreach script and email to prospects
- Manage unanswered responses: follow up once & move on
- Compile all responses into a blog post
- Reach out once the blog is posted and request backlinks

Example Outreach Email Script

Hi [business owner],

We are currently working on a blog post at [The Xcite Group](#) titled “Top 10 Raft Manufacturers Answer: Why Rivers Matter?” For the blog post we are interviewing raft manufacturers and asking them one main question: **“Why Rivers Matter?”**

Would you be interested in participating? If so, could you email me back the following:

- 1) A short response to the question: “Why Rivers Matter?”
- 2) *Optional: Attach a picture of your company logo you’d like us to use in the blog post.

Please let me know if you have any questions.

Thanks!

Example Follow Up Email Script

Hello again [business owner],

Thanks for making the “Top 10 Raft Manufacturers Answer: Why Rivers Matter?” blog post a reality! As promised, here is the live post:

<https://example.com/why-rivers-matter/>

It'd be really great if you shared our post on your blog or shared it on your social media channels. We could write a short post for your site on your behalf, if you'd like. How does that sound?

Again, thank you so much for participating. Our readers will find your insights highly valuable.

Thanks!

Tactic: Ego Bait

Ego Bait Content Strategies

2. “Best of” or “The Top” List

- Gather a list of 10 or more businesses that share a common interest to your business or that are relevant to your location.
- Compile a list with positive & thoughtful comments about each business in a list style blog post. (13 Hidden Gems When Visiting The Buffalo National River)
- In the post, be sure to include positive & helpful information about each place or business, as well as a picture, their address, phone and URL.
- Create an outreach script & email it to Featured Businesses once the blog is posted and request backlinks

Example Outreach Email Script

Hi [business owner],

Congratulations on being featured on the ["13 Hidden Gems When Visiting The Buffalo National River"](#) list. In the past week it has gotten over 500 social interactions and continues to climb. It was our hope in writing the article to bring attention to your business in a positive way.

Would you mind sharing the article on your blog and social media channels?

Let me know your thoughts on the article as well!

Thanks!



AMERICA OUTDOORS

Thank You!



720-288-0539



Klint@thexcitegroup.com



thexcitegroup.com

the
xcite  group