

How to Pick the Best Barnacle SEO Sites

CRUCIAL

- ☐ Does the site rank on page one in Google for your brand name?
- ☐ Does the site rank on page one for some of your search terms?
- ☐ Would your typical customer/client/patient care about what's on the site?
- ☐ Does it show "review stars" if you get a review?
- ☐ Can you link to your page and not seem weird?
- ☐ Does it let you advertise on the page that ranks well in the local results?

NICE TO HAVE

- ☐ Do people ever say they found/picked you because of your presence on the site?
- ☐ Does it appeal to a niche or a very specific kind of person?
- ☐ Can you regularly add content to it?
- ☐ Can visitors immediately see the info they're looking for?
- ☐ Do your better-ranked-in-Google competitors have a noticeable presence there?
- ☐ Has it become more prominent in recent years, or less?
- ☐ Does it give you an extra way to stay in touch with visitors?
- ☐ Is its SEO enviable?
- ☒ If one day the site isn't visible in Google, can you think of a reason to keep active on it?
- ☐ Is it likely most of your competitors will not or cannot get a serious presence there?